

ENGLISH SUMMARY

1. INTRO MARCH 2010

THE 4TH URBAN ENVIRONMENT – THE DYNAMIC SPACE

Since the publication of this report in a preliminary version in mid 2009, there has been an evolution of thinking about the 4th urban environment. A new introduction for the final edition of the report is therefore appropriate and it takes the form of this prologue.

MALMÖ 1990 – 2010: FROM INDUSTRIAL SOCIETY TO KNOWLEDGE SOCIETY AND TO KNOWLEDGE CITY

Since the beginning of the 1990s and through to the present day, Malmö has undergone an extensive transformation – a metamorphosis – both of the local community and of the city itself. From being a very efficient and enterprising industrial society to being the internationally-recognized knowledge society it is today.

Meanwhile, a significant reconstruction and revival of Malmö as a modern and culturally-renowned city has also taken place. Urban features of a high standard, an urban city centre, a dynamic city life, a vibrant student centre, not to mention a long line of new urban schemes for citizens and the business community are all representative of such a reconstruction.

This period has witnessed a significant and comprehensive revival of the city's commercial foundations with the emergence of many new knowledge-based and innovative companies. A new city university has been built in the former dockyards, a notable flagship and symbol of Malmö's recent development as a knowledge city.

The new knowledge-based companies – here under the university and other places of study – are increasingly seeking to locate themselves in areas of the city that have a significant amount of urban character and an appealing city life. This radical re-localisation and integration of companies and institutions into areas of the city that have a strongly urban character is something completely new and forms the subject of this report and study.

CITY QUALITY AND ECONOMIC GROWTH – TOWARDS 2020

Malmö's development as a knowledge city is not yet complete!

The urban localization of new innovative companies, mentioned above, is one of the strongest driving forces in Malmö's development as a knowledge city.

This driving force is linked to the needs of society

and of companies to be innovative and productive. It forms the basis for economic growth, employment and prosperity and is therefore also a solid foundation for continued prosperity.

This development will also be the foundation for a strong development of society, social cohesion and a well-functioning human community.

The study shows that a city of high quality – in the broad sense of the word – significantly contributes to, and is critical for, this development.

A city's quality is a basis for a positive development of society and economic growth - it is the foundation of economic life in a modern knowledge society. The city itself, the city structure and the urban environment is also transformed and other city features that are required are established.

This report aims to understand and operationalise these driving forces and the particular collaboration between city development and commercial economic growth, as a foundation for a systematic development of Malmö as a knowledge city in the next decade – the 2010s!

A PLATFORM FOR THE KNOWLEDGE CITY MALMÖ/ 2008

Analysis: 'A Platform for the Knowledge City Malmö' from 2008, includes an attempt to interpret developments from 1990 to 2008 in Malmö, as an expression of the breakthrough of the knowledge society - and the knowledge city - in Malmö.

This interpretation has been continued – and refined – in the present report: 'The 4th urban environment', through a closer study of the new urban location patterns of the knowledge-based and innovative companies and institutions in Malmö.

There remains a great need to deepen such studies of the collaboration between innovative commercial development and city quality, as well as to test this collaboration in practice in suitable city areas in Malmö, such as on Universitetsholmen (University Island).

The analysis in "The 4th urban environment" shows that there has been a very comprehensive and significant shift in the location of the workplace in the city structure. And it would appear that as long as future city development strengthens urban location possibilities, this pattern will become even more dominant.

Around 1990, approximately 75% of all jobs

were based in traditional industrial and trade areas or similar. The year 2005 saw the exact opposite: approximately 75% of all jobs are now based in the city centre or in corresponding areas of the city with significant urban features. A high standard of city life strengthens the ability of innovative companies to be innovative and to make money.

HUMAN CAPITAL – TOWARDS A NEW URBAN RENAISSANCE

What is this radical change a sign of?

It is the result of industrial capital – and all the industrial logic and form of organisation – during the 1980s onwards, being superseded by so-called human capital as the driving factor in commercial and social development.

This development puts people and relationships between people - human abilities and the individual – at the centre of general social development. It is visible everywhere, also in the development of commerce and in the development of our institutions.

But what about city development?

The dominance of human capital and thereby people's central position in society requires – as with the Renaissance – a new type of city development.

This is the major challenge in relation to urban

development that continues to be, to a surprising degree, characterised by the hierarchical mindset of the industrial society, the functionalism of city development and the modernism of construction – from the smallest of vocational disciplines to the ideas of planners, architects and the building sector.

It is a sign that once again – but in a new way – people's creativity is becoming the foundation of society's production and of the organisation of the creation of economic value in companies, institutions, communities and cities, which we all have to live by.

City quality, city life, the city's values – the urban resources – these are a new source for greater socio-economic progress and growth in the business world, and for improved learning in the educational institutions.

Five hundred years ago the Renaissance put people at the heart of society. Once again, cities became centres of social development and culture and a new human 'space' was developed as a framework for the 'reborn' human community.

URBAN CAPITAL

Today we face a new urban renaissance, which – following industrial society's objectification of the human being - once again places people at the centre.

The human scale, small-scale, the city's environment, becomes therefore of major significance to society.

Urban capital is the term we use to describe this new meaning and value that urban resources will have for the development of society and commerce in these years.

THE 4TH URBAN ENVIRONMENT – THE DYNAMIC SPACE

In with the wake of this urban renaissance, we can observe the creation of a new urban environment: the 4th urban environment. This development is an expression of the significance of the space for the development of society in general and for the creation of a new urban innovative city structure, particularly the knowledge city.

The present analysis: 'The 4th urban environment' is as previously mentioned an attempt to understand and interpret the way in which the creation of the knowledge society is reflected in urban development, for example through the transformation of the city and building structures: the 4th urban environment.

The gradual, stepwise, start-stop creation of the 4th urban environment – a space between the public and private environment, a new hybrid environment in the city structure – is a result of a fundamental need for in-

novation and renewal in businesses and institutions, in communities and society. The emergence of this 4th urban environment is not the result of a conscious effort by companies and authorities, nor by town planners or property developers, architects or builders – quite the contrary!

It is about a new hybrid creation of an environment that is emerging quite spontaneously and as the result of a fundamental, but not clearly recognized, requirement, which is taking place 'behind our backs' so to speak.

THE 4TH URBAN ENVIRONMENT – A FREE SPACE

Correctly viewed the 4th urban environment is a very significant creation, of which there are already numerous embryonic forms in our cities: the cafés, meeting places, the library, street restaurants, open plan basements, etc. But all these spaces are temporary, undeveloped, specialised or staged forms of the 4th urban environment.

, In contrast the fully developed 4th urban environment would be a universal urban environment, open and accessible to all, neither specialised nor staged – not occupied, but free – a free environment! (See box 1: "Universitetsholmen and the 4th urban environment").

A TOTAL PARADIGM SHIFT

Farming society/village, trade society/market town, industrial society/industrial towns - knowledge society and - knowledge city!

When the industrial society took over and replaced the post-industrial craft and trade society around 100 years ago, there was a total paradigm shift in city development and in the scale of urbanisation. Within a couple of decades, former trading cities were completely transformed, and experienced an unprecedented increase in scope and expansion.

Virtue was made of necessity. Modernism made its breakthrough in the buildings and architecture, while functionalism completely dominated town planning and development, supported by urbanisation, motoring and large-scale industrial operations.

The new industrial town – a logistic industrial machine – was a significant lever for the industrial society, a revival of commercial development, economic growth, prosperity and welfare – and also of democracy. But the cost was the establishment of a disconnected urban structure, autistic in its composition and its objectification of man. The mass society, the mass public and the conforming city.

2010 – 2020: TOWARDS A NEW INNOVATIVE URBAN INFRASTRUCTURE

In the present decade, the old industrial society is being replaced by a new society, one where economic value creation – what we will live on – is based on human capital and accompanied by a powerful breakdown/phasing out of the industrial city's structure, its use of buildings and space (including for instance industrial and port areas) and its functionality.

The question is what this very comprehensive phasing out of the industrial city will be replaced by and what it should be used for. For example, what should former industrial areas and dockyards be used for in the future?

The past 20 years have not provided clear answers to these questions. Rather, there has been talk of an unclear transition period characterised by city development and construction that has moved in all directions. Often it looks like an attempt to reinvent former city development, just in more modern forms.

The unique opportunity there has been to transform our cities into well-functioning knowledge cities has not been exploited very well. This means that the next 10 years must be the era of the knowledge city. Instead of traditional town planning, there must be development and reworking of existing and new urban

resources in an intensive – and preferably experimental – collaboration between the city’s users, citizens, business communities, institutions and so forth. A new innovative urban infrastructure must be created.

URBAN ENVIRONMENT AND CULTURE – A CITY FOR EVERYONE!

Through the two analyses discussed, in Malmö an attempt has been made to understand and interpret the new connection between knowledge society and city, between innovative commercial development and city quality.

Now in a new analysis, Malmö is focusing its attention towards more general human and social questions for the knowledge society and the city by putting particular focus on the ‘city and culture’. This means a focus on the relationship between the city, social and cultural durability and diversity. What role does the city’s construction, the design of the urban environment and the building stock and architecture play here?

This leads to questions about social cohesion, openness and tolerance, communities and representative democracy, as well as the individual’s opportunity for expression in the city and urban environment.

In the same way that the first two analyses fo-

cusied their attention on innovation in a commercial and economic context, the new project will focus on social and cultural innovation i.e. on the development of the new local community with space for everyone – and for use by everyone!

A development of cultural and social frameworks in the local community will contribute to including everyone in society and its development. This development is at the same time a sign of the mobilisation of human resources and skills in the local community, which will once again support economic innovation and growth - to the benefit of everyone.

The three analyses are therefore connected, in that they each in their own way contribute to promoting a totally supportive development. On the one hand, it promotes better economic and commercial innovation, the economic foundation for society and community, thereby supporting the cultural and social space and the inclusion of everyone in society. On the other hand, it supports social and cultural inclusion and innovation and also economic growth, because more people – and thereby a greater human capital – are used in the innovating force of the society and the business community’. Thus the social and cultural forces in society are mobilised to the benefit of the individual and of everyone.

A FUNDAMENTAL AND RADICAL NEW CITY IMAGE

On one hand, the 4th urban environment can be described as a natural development of the urban environment, a result of an increasing need for innovation, knowledge-sharing, the exchange of ideas and meetings across environments.

On the other hand, the 4th urban environment is a fundamental and radical new form of organisation in the urban space.

The city has until now – as a functionalistic and industrial logistical machine – been characterised as a spatial division of labour between disparate city functions, which have been separated in the urban environment by zones containing mono-functional units: a functionalistic and autistic city structure.

The individual parts of the city and functions have, so to speak, acquired their meaning and identity through demarcation.

The 4th urban environment is built on the opposite basis. It is not just about transcending, breaking down or opening up borders in the city but about abolishing them. Thus space for building relationships across the urban environment/structure is created.

The individual units in the city thereby achieve their meaning, legitimacy, identity and usefulness via

their relationships –and thereby through the other units in the city that they are connected to.

The pivotal factor of the 4th urban environment is therefore not each individual 'box' on its own, but the spatial, social, cultural, economic and extremely complex urban community of which they form a part. The individual unit only has meaning through the complex community and network.

When borders are dissolved and are replaced by relationship-bearing environment creation (the 4th urban environment), the relationship between the individual buildings and the urban environment also gains a completely new and radical character: they flow together creating a newly combined form of building and the urban environment.

Christer Larsson and Per Riisom, March 2010

UNIVERSITETSHOLMEN AND THE 4TH URBAN ENVIRONMENT

Universitetsholmen is an area in Malmö that has enormous needs and great potential for developing the 4th urban environment. A number of localities have been marked on the aerial photograph of Universitetsholmen – existing meeting places, entrances, squares, street spaces, and so forth – which contain great potential for developing a number of general and efficient 4th urban environments. These are new environments where people could meet up and where new ideas for innovation could emerge. They could also serve to strengthen learning in institutions through the interaction between theory and practice that this makes possible.

Immediate examples are the quay area along K3, which could be used for educational activities and exhibitions.

The little square by the student house could be made into an attractive and vibrant meeting place and an information area for students.

The street space and quay area at the end of Orkanen's large foyer could be used and designed to support the university's activities.

The ground floors of several office blocks are currently empty. They are often used only extensively or not at all. They could be used as meeting places, information areas and idea generators.



There are several parking spaces and empty sites that could be suitable for various temporary uses, such as student accommodation in containers, general cultural activities, sports and events.

On the whole, all the ground floors of office blocks and educational institutions on Universitetsholmen, not to mention the numerous street areas and open spaces, together form a potential common market for the location of learning and innovation activities in institutions and companies. A flexible, exciting and complex super-space consisting of covered premises in buildings and open city areas, which can function as a new, dynamic and innovative space for learning.

This potential could be released through the building of an all-encompassing network between the authorities, administrations, institutions, companies, eating areas, information localities, students, teachers and employees, to name but a few. A super-network that, according to research on networks, would lead to an leap in knowledge-sharing, idea development, innovation, learning, productivity, revenue and so forth.

The construction of the 4th urban environment and a new super environment could be initiated through a campaign, whereby everyone wishing to be involved carried out a provisional trial design of the relevant ground floor areas and city space. This would be a development

supported by the municipality's administration in town planning, urban environment development, culture and education.

The 4th urban environment – and the new super environment – can thereby be perceived as a completely new hybrid urban environment form, interwoven from the four dimensions of culture, education, network and physics (buildings/urban environments). A cohesive and integrated urban landscape with significant deployment flexibility in a changing deployment pattern, which is constantly transformed and finds ways to express itself through the activities that people, institutions and companies perform.

The 4th urban environment and the new super environment are a combination medium for relationships and new knowledge, an interrelated complex model of human, social and urban capital.

LITERATURE

Innovation in the making, Lotte Darsø, 2001,
Rammer for kreative erhverv i København, Imagine, CBS,
2005,
Cultural planning, Evans Graeme, 2001,
The rise of the creative class, Richard Florida, 2002,
The creative city, Charles Landry, 2002,
Selvdannelse og socialitet, Lars Hammershøj, 2003,
Culture, creativity and spatial planning, Klaus Kunzmann,
2004,

Transforming Barcelona, Tim Marshall, 2004,
Social samhandling og mikrosociologi, Erving Goffman,
2004,
Europe in the creative age, Richard Florida, 2004,
Norden som global vindermodel, Nordisk Råd, 2005,
Creative Spaces, et udviklingsprojekt mellem London og
Toronto, Evans Graeme, 2006,
The art of city making, Charles Landry, 2006,
Social kapital, Svendsen og Svendsen, 2006,
Knowledge cities, F. Carrillo, 2006,
Temporary urban spaces, Florian Haydn, 2006,
Wikinomics, Don Tapscott, 2006,
City revolution, 2007,
Civilisation 2.0, Tor Nørretranders, 2007,
Stadsregioners udviklingskraft, Carl-Johan Engström, 2008,
Pædagogikkens placeboeffekt og selvdannelse, Lars Ham-
mershøj, 2009,
Creativity as a question og bilding, Lars Hammershøj, 2009,
Experience city.DK, Kiib og Marling 2009.

2. SUMMARY: THE 4TH URBAN ENVIRONMENT AND VALUE-BASED CITY DEVELOPMENT

This chapter is a summary of the main results of the pilot project and also describes a number of new concepts such as social and urban capital, the urban business plan, new urban infrastructure and durable city development in the knowledge city and, in particular, the 4th urban environment and value-based city development.

Value-based city development is implemented using a new method: value analysis of urban environments. This method of analysis is applied to a number of urban environments on Universitetsholmen. The conclusion is that this method is relevant and workable and can lead to definitive suggestions for projects and other initiatives in the urban environment.

The 4th urban environment is described as a new multi-functional and expanding urban environment, which would be of particular significance for promoting knowledge-sharing, innovation, product development and economic growth in companies and institutions, but which also has a broader significance in the sense of contributing to an improved cohesion in society and social and cultural development and growth. The 4th urban environment differentiates itself in principle, but not necessarily in practice, from the 3rd urban environment, which is a traditional urban environment – market places, streets and town squares – and which is specifically a medium for humanistic values. Two workshops have been held

with participation from a broad circle of interested parties at Universitetsholmen. The conclusions are that there is support for developing Universitetsholmen as a knowledge city district, and for implementing a number of concrete measures in the urban environment.

Contents:

Introduction

Malmö High school – a role model for the knowledge city

Value-based city development - the Platform

Urban capital

The 4th urban environment

Durable city development – the shrinking city



2. SUMMARY: THE 4TH URBAN ENVIRONMENT. AND VALUE-BASED CITY DEVELOPMENT

2.1 INTRODUCTION

This pilot project concerns a value-based approach to the development of Universitetsholmen as an attractive and innovative district of Malmö. It is about further developing the city environment, buildings, companies and institutions.

The pilot project is a continuation of the Platform (Malmö, May 2008), but in a specific city area: Universitetsholmen with its surroundings (See map). The objective has been to transform the Platform's thesis about the knowledge city and value-based city development into concrete and practical application on Universitetsholmen, with Malmö University as the focal point.

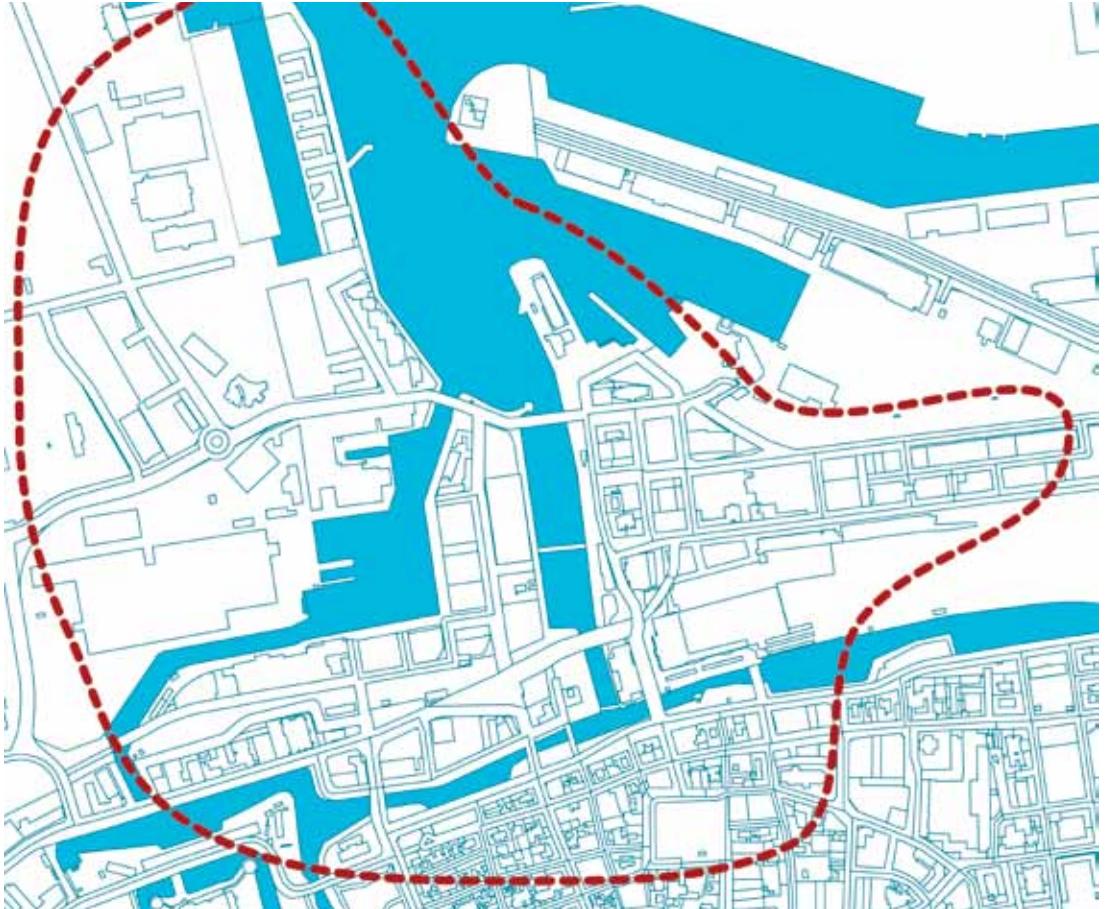
The pilot project will identify specific initiatives, projects and other conditions, such as organisational ones, on Universitetsholmen, which may involve several players and which will result in the desired development outcome.

The idea is that the experience gained from Universitetsholmen can then be applied to other areas of the city, such as Vestra Hamnan and the Möllevångs quarter, or for the development

of companies and institutions such as Malmö High school and the Media cluster. The project's experiences can also be applied to both public and private organisations such as Malmö City or Skanska, which are also involved in Universitetsholmen.

Along the way the pilot project has been used as the basis for a number of presentations and discussion papers for municipal committees and building companies in connection with larger city development projects at the university etc.

The pilot project will test the Platform's thesis about the knowledge city, and will contribute to developing practical work and methods of analysis that can be applied to the development of knowledge city environments. The pilot project thereby builds on the so-called search-learn process and has therefore been amended several times as it has developed. The pilot project has come to act as a sort of laboratory for experimental city development. The significance of a value-based approach to city development is confirmed by the pilot project. The same goes for the significance of individual building design, where the application and location have proven to be critical for the city's power for innovation. A similar approach applies to companies and institutions.



The pilot project has generally led to a better and deeper understanding of the knowledge city, its various aspects and its internal connections.

This improved understanding is also relevant, for example, to: urban capital, social capital, the connection between the two forms of capital, value-based city development and the connection between the knowledge city's three dimensions: culture, appeal and innovation.

The pilot project has in particular brought clarity to the so-called 4th urban environment. This is a new element in the knowledge city that is perceived as an expansive urban space, one which will be of great importance for city development in years to come.

Finally, the pilot project has in its present form been the basis of two workshops, which are also mentioned in this document and which were attended by a large number of partners and parties connected to Universitetsholmen.

2.2 MALMÖ UNIVERSITY – A ROLE MODEL FOR THE KNOWLEDGE CITY

A role model

Malmö University has a unique significance as a role model and driver for Malmö as a modern

international knowledge city – and is also a role model for the many companies and institutions that will act as innovative and creative businesses – both in terms of organisation and in terms of the city itself and the use of its buildings.

It is not only the university's specific significance as an institution for education and research that is important. It is of course critical and of great importance that the university has a foundation of progressive ideas that focus on the interaction between the surrounding society and all the people, companies and other entities in it.

But there is two other conditions that are just as critical!

Relationships

One of the conditions consists of the many partnerships, and other relationships, that during its years of activity the university has built up in the surrounding society with a wide range of parties: companies, municipalities, knowledge city environments, associations, citizens etc. The list goes on and this is of great significance also in another way; it is indicative of the spontaneous, city-developing forces that exist in Malmö University – and in all other institutions and companies – and

which represent a form of company-specific life force.

These life forces, these autonomous urban powers, so to speak, these comprehensive network forms that emerge around innovative organisations are worth their weight in gold! And they are of course extremely valuable for city development and for the development of the local community; it is essential that town planning, design of urban environments, construction and other types of management understand how to work together with these autonomous forces and do not put obstacles in the way of them forming and functioning.

Here, functionalistic planning with its need to sort, classify and set up functional boundaries in the city structure plays a less desirable role. Often this type of planning only limits the development of autonomous urban forces and, in the worst case scenario, prevents them altogether. Town planning must be designed in such a way as to recognize, promote and take advantage of these forces in the interests of society, the business community, institutions and citizens.

The connection between social and urban capital

This relates to the specific connections between social and urban capital. As is well known, social

capital is the value of networks between people, companies, institutions etc. And if all the players are included, these networks help promote the ability of society, the institutions and people to make the most of their creativity, to be innovative and to create economic, social and cultural value.

The network contributes to creating a mental space, which forms the foundation of the physical space (in that context) and this physical space is a physical framework for the creation and functioning of the social capital. Social and urban capital are different forms of capital, but they support each other and are the prerequisite for each other, and they require conscious support and effort.

Mental value

The other condition with regard to the significance of Malmö University lies on the mental level; it contributes to the story of Malmö and provides meaningful symbols that trigger pride in many people. It acts as a genuine security for the future and is indicative that good development is on the way. 'Faith moves mountains' as the saying goes, and Malmö University is both a faith and also a mountain that is on the move and is moving Malmö into the future.

UniverCity of Malmö

Malmö High school lies right in the heart of everything: 'Right in the centre!' How Malmö University "manages its money" in years to come is therefore crucial.

Not least, the form for the further physical design of the university is critical. Should the university be developed as an urban campus or as an institution which is integrated into the urban environment and connects with all the city's players? In this context you could look to the University of Norrköping, which is a type of "spaghetti" university, based in a large number of older commercial buildings around the city centre.

The university has a natural requirement for inner calm, inner dialogue and a sensible operation and

operating economy, so it is necessary to find a new balance between the inner and outer considerations in the society-engaging and society-changing Malmö University.

Just as urbanism – the urban resources and the urban capital – plays a major role for companies, these urban conditions are also critical for the university. And a new balance between the inner and outer world must guarantee the university a suitable share of the urban capital's value so that it supports the university in its core activities.

Urban business plan

As mentioned previously, Malmö High school is in many ways a pilot institution as far as these questions



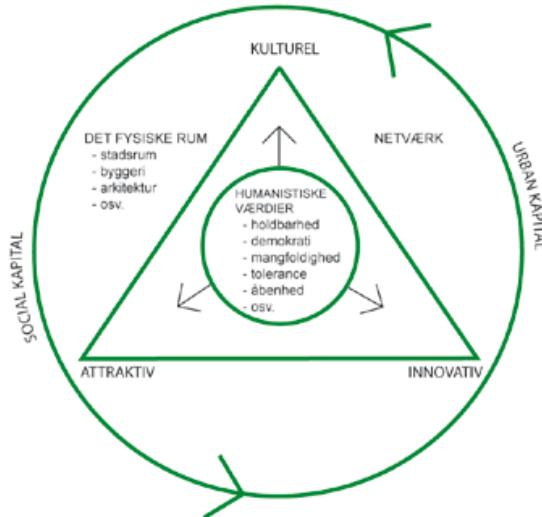
are concerned, and it would be appropriate to draw up a detailed account of this, one which could form the basis for allowing the university's business plan to contain a strategy on how to take advantage of the urban resources and the urban capital. In addition to this, an account could also be drawn up of the scope of urban capital in the university, with an estimate of the potential urban capital.

2.3 VALUE-BASED CITY DEVELOPMENT

THE PLATFORM

The illustration given here describes a model of the thesis about the knowledge city, as presented in the Platform of May 2008.

This model of the knowledge city does not ignore the well-known and more traditional city aspects



REDSKABER

| | | |
|------------------|-------------------|-------------------------------|
| urban governance | urbana strategier | utveckling av urbana resurser |
|------------------|-------------------|-------------------------------|

and projects, such as traffic conditions, location of housing, environmental conditions etc, which still remain important. On the contrary, the model simply adds something new, namely a range of humanistic values, three new dimensions, new tools for city development and the concepts of social and urban capital.

Humanistic values

If you had to highlight the central point in the new approach to city development in the knowledge society, it is probably the central significance that humanistic values should have on city development and planning. Values have naturally played a more or less prominent role in city development over the years. But in the knowledge city, it is humanistic values in particular that are the focal point. They must create the basis for city development and construction, for the public environment and other conditions in the city. But there is more to it than that. The urban environment must communicate these values to people when the city is being developed, the urban environment is being designed or construction is being carried out.

Is value-based city development not reactionary? Do values not trap people and restrict freedom of

movement? Not when we are talking of humanistic values such as diversity, openness, tolerance, social inclusion, respect for the individual, for community, for democracy and for folk culture, etc.

Humanistic values are perceived as liberators and as drivers for a democratic development of society, which has been a characteristic of healthy Nordic societies. The goal therefore is that those values characteristic of the Nordic social model should also in a systematic way form the foundation of city development and development of the local community.

If you join the current debate on the innovation society, the attractive city and the meaning of culture in relation to the local community's development etc, you will discover that humanistic values are highlighted as a common basis for the development of innovative well-functioning and people-friendly cities and societies. This is the approach used for the pilot project on Universitetsholmen.

Value analyses of urban environments

When you want to use humanistic values as a basis for city development etc, you have to develop practical working methods and test them through practical analyses. This is what has been done in

this pilot project and this is what is described in this publication.

The pilot project tests what you could call the value analysis of the urban environment. The aim of these value analyses is to describe to what extent humanistic values are evident in a range of urban environments at Universitetsholmen, and to evaluate what could be done to strengthen these values through specific urban projects and other initiatives. The value analyses are described in appendix C of this report, while specific urban projects and other initiatives proposed are provided in chapter 4.0.

Two examples of value-based city development should briefly be mentioned.

The first is BO01 in Malmö. On a warm summer's day it feels like a real human Eldorado. People from all walks of life, of all colours, cultures, ages and sizes gather here to enjoy an attractive urban space and to be sociable. A meeting place for everyone! The Rambla and the urban space along the coast is designed as a generous and attractive urban environment. This is seen, for example, in the spacious arrangement, architecture, furnishings and use of materials.

The other example is the city squares of Barcelona. It is clear here that the aim with these

has been to promote democracy, a social ambience among people and urban life following years of dictatorship and suppression (particularly in the urban environment). This is why many of the city's squares are laid out as open, empty urban spaces without any significant constructions or thematic design. They are to be filled with people, a social ambience and activity.

The great challenge for city development of the future is of course that of how can humanistic values specifically be expressed in the city's structure, urban environment, construction, architecture etc? How should the urban environment be designed, constructions built, architecture created, etc?

These questions lay the foundations for an experimental and tested city development in the years to come.

One of the areas where humanistic values have to make their mark is in the so-called public spaces, the traditional urban environments (the 3rd urban environment, cf. below).

Three dimensions

Humanistic values must be evident in the three dimensions of the knowledge city, which are cultural ambience, attractiveness and stimulus to innovation.

The emphasis of these three dimensions is a result of studies of the various 'schools' of city development and the innovative society. And the model for the knowledge city thereby builds on a fusion of these schools into a common model.

Cultural ambience is about people being together, about life in society and common behaviour, which should be dominated by respect, generosity, mutual recognition, also by 'the others', and by social inclusion, social cohesion and democracy.

Culture is therefore not so much about cultural institutions or organisations, but more about people, and about the atmosphere that is created in the urban environment promoting relationships and togetherness.

An attractive city is concerned with creating a good climate for people in general and an appealing urban environment. It is about wanting to be in the urban environment and to spend time with people. The prerequisites for such a space include socially-mixed city areas, unpretentiousness in building design, inviting urban environments, usable free spaces and people-oriented spacious architecture. Adaptability and variability!

Stimulus for innovation focuses on promoting

creative development and innovation in all contexts, both in a commercial context (the business community) and in the cultural and social context. It is about developing an innovative local community and urban environment, which supports people's self-development, innovation and thereby growth, wealth and welfare.

The innovative aspect can be realised in the local community in at least two ways. Firstly, in the actual urban environment itself in the form of multi-functional meeting places and urban spaces, as well as in relationship-building transitional zones between private and public space forms and areas (the 4th urban environment, cf. below) and in the creation of networks between all players, people and interested parties in a given context (cf. social capital below).

The tools – development of urban resources

The model for the knowledge city (above) shows three sets of tools that have a bearing on the knowledge city. These are urban governance, new urban strategies and urban resource development. The Platform provides a further description of these as they will not be described further here.

However, a number of examples can be provided as to the contents of this 'toolbox'.

Urban governance includes the creation of new partnerships and the establishment of new forms of citizenship. New urban strategies include subject areas such as tolerance, innovation, culture, etc. And urban resource development looks at urbanity itself as a growth medium and thereby also the spontaneous forces that act here as a tool for city development. Productive urban forces that can be set free and utilized. The urban resource approach therefore represents an alternative, a supplement or a challenge to traditional functionalistic town planning.

About social capital

The creation of networks is, as was mentioned previously, a significant aspect both of the knowledge society and of the knowledge city, as it promotes knowledge sharing, innovation and thereby growth, wealth and welfare. Well-functioning networks also promote a well-functioning society, social cohesion, the social integration of population groups and other overall objectives for the development of society.

The discussion of tools forms a significant part of the practical design of the knowledge city, which will be specified, tested and developed in the next phase of Universitetsholmen as a knowledge city. This contains, among other things, an interim phase

of city development, instant city development, situationism and campaigns.

The value of this network creation is taken to be social capital, which is claimed to be a characteristic of Nordic societies, and an explanation as to why they are trusting, well-functioning, democratic etc.

When in a given context, individual people and small networks, e.g. in one area of a city, are put together into one large (nearly all)-encompassing mega-network, a quantum leap occurs, a shift to a higher level, in relationships, creativity, innovation, economic efficiency and growth, in social cohesion, social integration etc. It is why the creation of a mega-network is a significant component in the development of the knowledge city – also for Universitetsholmen.

2.4 URBAN CAPITAL

New recognition

The pilot project has led to the recognition of a new type of capital connected to urbanism, one which can be described as the value of urban resources: urban capital.

There is clearly already an existing and very effective force that permeates both city development and the decisions made by companies, institutions,

organisations, municipalities and others when making a decision on location, property extension or sale or other such dealings concerning land. It permeates property prices, property negotiations and the use of land.

This force – the urban capital – is only partly acknowledged and really only on a pragmatic or practical level. It is tied up with the benefits of location in the city structure, i.e. the individual decision maker specifically evaluates the pros and cons of this or that location and the associated qualities and facilities in the surrounding city environment. But as already mentioned, such considerations are often made in a practical sense and are then finished - and they are then forgotten once the decision on location has been made.

Nevertheless the question does not form part of more fundamental or strategic considerations, i.e. the question is not subjected to thorough analyses or evaluation. And that means that no fundamental decision will be made as to the principal significance. The pragmatic decisions concerning this vital question often fall into banal yet useful questions regarding the location and how it relates to more traditional needs, such as whether there is good road access, whether the plots can be purchased, whether generous parking is

available, whether buildings can easily be extended or tenancies reduced, whether the rent is low and other similar features of a location.

There are no long-term evaluations or analyses made as to which location features will be significant for a company in the long run.

Maybe retail, tourism and other such businesses that deal with the general public are areas where such considerations lie closer to the surface. And which you can learn something from.

Such considerations do not take place in any extent that has significance or practical effect on many of the crucial parties affected by the location – or in city development. Nor for the planning authorities, whose mindset and independence are set in the functionalistic town planning tradition, nor the building companies that build for businesses and similar customers on market terms, nor for the estate agents who sell properties, nor the property developers and architects, does the actual existence of urban capital seem to play any role.

Unacknowledged insight

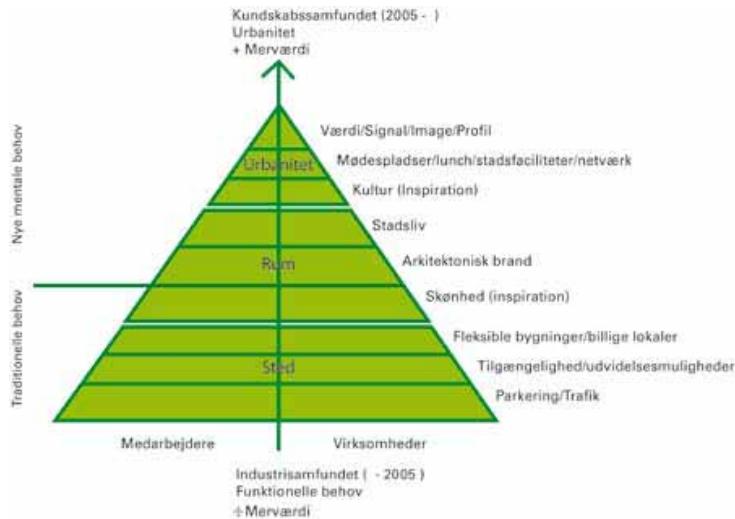
The pragmatic decision concerning the location situation is indicative of a pre-conscious state, but as a number of dynamic leaders of innovative companies

in Malmö (and in other cities) can provide clear answers to questions on this matter (see appendix B), one can only conclude that an unacknowledged insight reigns over the real and controlling forces that permeate the choice of location through urban capital. Urban capital is like an 'invisible hand', only it does not work very well at all.

Urban capital – learning space

Urban capital is the value of the urban, or the urban resources, for everyone: companies, institutions,

organisations, municipalities and for the individual. The value manifests itself presumably in a number of ways, but for innovative companies and institutions this value is of direct significance for their main goal: to do business, to attract a qualified workforce, to be innovative and earn money - and create employment. Urban capital thereby has a far-reaching significance not just for these companies and organisations, but also for all of society. It contributes to a dynamic, future-oriented and competitive business community and thereby to society's economic growth, wealth



and the welfare of citizens.

For an educational institution, urban capital has significance for its core services, including teaching, in that the urban environment, for example, forms part of the institution's function as a powerful learning environment. Urban capital therefore strengthens the learning process.

Interviews with innovative companies

The pilot project contains a mapping out of companies and institutions on Universitetsholmen (see appendix A) and a number of innovative companies and institutions have then been selected and interviews have been conducted with them regarding the specific meaning of urbanism for their main functions (see appendix B).

In brief, the interview study shows a difference between what each type of company and institution regards as important when it comes to location features. This is shown in the location requirements pyramid below.

For traditional companies, such as transport businesses, storage companies, industrial companies etc, which still constitute a significant part of Malmö's livelihood and which still need to be accommodated in the city's development, the well-

known, recognized and traditional location features play a dominant role. This means that the functional features of a location are critical.

For modern service companies and similar businesses, and also for residences, the quality of the urban environment is very important; it plays a role in that it can signal character and power through attractive and even spectacular architecture and 'quirky' building design. This last of these being the very latest thing. The tendency for spectacular architecture is now the dominant trend and characterises the work of most players in recent years, but it is problematic because it focuses, for instance, on unique construction instead of on urban construction that blends in with the urban community (knowledge-sharing, innovation...).

For the very innovative companies and institutions a new reality is becoming apparent, in which urbanism itself (mentality, ambiance, values, way of life, etc) is very important. It is from these companies that the society of the future to a high degree has to earn its livelihood, and it is therefore important to adapt city development in such a way so that it stimulates their development.

Investments in new urban infrastructure

A significant accumulation of urban capital is required. Considerable investments should be made in a new progressive urban infrastructure that contains the aforementioned mental qualities (urbanity) and these investments should be carried out in close collaboration with both public and private parties. Both in connection with the development of new city areas and also in connection with the transformation of existing city areas, particularly in the extensive older dockyards and business areas that have enormous potential.

Destruction of urban capital

Attention should be paid to the destruction of existing and potential urban capital, which has been predominant in recent years where the transformation of existing city areas is in full swing. This is a disastrous development, harmful for city life and the society of the future.

Partnership for the accumulation of social capital

That is why the city's authorities in partnership with companies etc. should set up a common target of building urban capital and developing ways of stopping its destruction. A management system

needs to be developed, involving all the relevant parties.

When it comes to the location of companies, the majority will consider various combinations of these three types of location features (the location-needs pyramid) to be important. What the interview study highlighted was that both the more traditional and the more modern location features should not be forgotten. However, attention should also be paid to the latest location requirements and that this was not being done enough. The conclusion that can be drawn is that further studies of the demand for these completely new location features are required and there should be extensive dissemination of this information to all parties that have an influence on city development and construction.

2.5 THE 4TH URBAN ENVIRONMENT.

A new idea

The running dialogue concerning the pilot project, the individual sub phases and interviews with companies and institutions (also in other cities) has gradually paved the way towards a new idea forming about a new urban environment in the city, one which is of particular significance to the knowledge city. The 4th urban environment.

The four urban environments

The 4 urban environments can be defined as follows (see illustration). The 1st urban environment is the home, the 2nd urban environment is the workplace, the 3rd urban environment is the traditional urban environment (the public environment) and the 4th urban environment is a transitional environment, one that connects the public and private environments. A normal, multi-functional urban environment in that place in the city which normally functions as a closed border between properties, people, urban environments and buildings, companies and institutions. Normally the 4th urban environment is a closed border area, which aims to separate, exclude and protect surroundings. A partition between the inner and outer universe.

On the other hand, this (new) urban environment has always existed, just in a rudimentary and undeveloped form. Just like a restricted transitional zone or as a semi-public/semi-private environment. Entrance areas, foyers, stairs etc. but also in the form of meeting places for people, such as libraries, shopping malls and so forth, just with a very specific function.

The knowledge society and the 4th urban environment

What is new is that social development in the knowledge society, the innovative society, focuses on this transitional/hybrid environment. The 4th urban environment is driven forward by new requirements in the knowledge society – including the need to build relationships. The 4th urban environment will have a new social foundation and will be ‘blown up’, expanded, changed and developed. The urban big bang! This involves a significant development task.

The 3rd urban environment – from experience to recognition

The 4th urban environment differentiates itself from the other 3 environments, not least from the 3rd urban environment, the public, the normal urban environment as we know it. The 3rd urban environment is often well-defined, it has its own history, it has had over the years different forms, functions and uses.

Over the course of the twentieth century, this particular environment underwent significant changes. In the first half of the century, it had primary social functions. After the Second World War and with the emergence of the welfare state, suburbs

and motoring, this environment had a less central significance, particularly in its role as a framework for public life and for all the city's social and cultural forms.

It was gradually taken over by secondary social uses and forces. The urban environment was privatised, it was used for traffic development (meeting the demands of motoring), or it became an appendix to the supermarket. Positively defined, it became an experience environment dominated by self-reflection, sociological observation or more prosaic objectives such as shopping, entertainment and tourism. An urban environment with limited primary social functions in relation to cultural and social cohesion. A reserve environment, a residual, a gap, a no-man's-land.

With the knowledge society, a new role was heralded for the 3rd urban environment, the urban environment as the public environment, the popular environment. The urban environment is thereby regaining its original primary social significance – as a necessary urban environment.

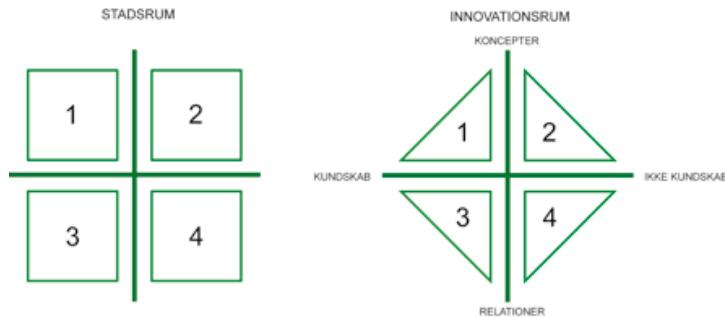
Instead of the expression 'experience city', we can use the expression 'experience economy' to aptly describe this environment. We then move from experience to recognition. To the learning

environment where we learn to be citizens, fellow human beings, where we learn about community and society. The 3rd urban environment will be a place where significant societal values and functions will find a voice. It is here that value-based city development in particular needs to show itself.

The 3rd urban environment must once again take on its key role in society: to be a place where society's citizens meet and are together in a normal way, characterising the broader social and city life. The 3rd urban environment is therefore not the intense innovation-creating environment, the 4th urban environment, but rather the general meeting place, an environment quite clearly for societal manifestations: society's values, social cohesion, solidarity, democracy in practice.

The 4th urban environment

The 4th urban environment is therefore not the public environment. On the contrary, it is physically seen as something in between, a transitional environment, a hybrid between the public and the private. This makes it particularly important as a meeting place, a learning environment, a place for sharing knowledge and innovation, not least in relation to the development of companies, organisations



and institutions. The multi-functional, knowledge-promoting and innovative urban environment par excellence!

The Platform's image of the knowledge city as a 'spaghetti city' may perhaps manifest itself most fully in the 4th urban environment, where an interweaving of construction bodies and urban environments will take place leading to the creation of a new urban universe of fused city elements in a new design of deeply integrated city structure, city environments and buildings. A new common urban market suitable as a location, as premises and for connectivity! The further development of this 4th urban environment can presumably learn from the current radical efforts of innovative companies to create innovation, creative development and form the physical and organisational frameworks necessary for this.

Innovation's 4th environment

The 4th urban environment can perhaps borrow part of its main foundation from the so-called innovation model (Lotte Darsø: 'Innovation in the making'). This innovation model builds on research on the early phases in the innovation process in a large Danish organisation (Novo).

According to this model, innovation takes place in a dialectical interplay between 4 elements: known knowledge, non-knowledge (or new knowledge), concepts and relationships.

The innovation model contains, as shown, four innovation environments. The 1st innovation environment is dominated by the use of known knowledge and prepared concepts and gives rise to a form of general innovation, which builds on new combinations of known knowledge. There is some real innovation here, but it is limited in scope.

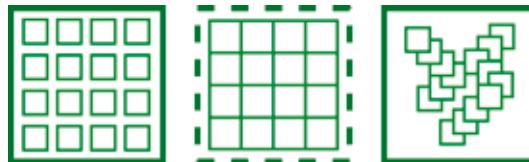
The 4th innovation environment is the radical opposite to the 1st innovation environment. The 4th innovation environment is determined by two unusual

factors: non-knowledge (new knowledge that has not been discovered yet) and an exchange of views, suggestions, ideas in a dialogue with many others, i.e. an exchange in an environment where there are many relationships.

The 4th urban environment corresponds to the 4th innovation environment and therefore possibly contains an enormous potential for society's power to innovate and grow when it comes to a city's design and mode of operation.

The 4th urban environment is growing

The 4th urban environment is an expanding city area, which will probably take up more space in the future. If, for example, today it takes up 5 – 10% of the city and construction space, in the future it may expand and possibly fill 30 – 50%. It is clear that such a development, if on a sufficiently large scope, would have an enormous significance for city life, city development, construction, architecture,



FUNKTIONALISTISK
STADSSTRUKTUR 100 %

SAMMENTRENGT
STADSSTRUKTUR 60 %

SAMMENFOLDET
STADSSTRUKTUR 30 %

administration, commercial development etc. and for society as a whole.

A metaphorical picture of the 4th urban environment could be that of a chemical fusion, in which a new combination of known elements creates elements that have completely new properties and qualities. The 4th urban environment is exactly such a 'chemical', or rather a social/physical fusion or maybe even a mutation whereby a completely new urban mechanism emerges, with new properties and features.

The 4th urban environment will have an increasing level of urban capital and will thereby become extremely valuable, sought after and subjected to both constructive and destructive actions.

Sampling cities

How will the 4th urban environment develop? Through a simple compression of construction and environmental elements? Is it just a case of creating a compact press of buildings and urban environments? Is it just simple co-localisation in a dense and compact form? Is it only a question of physics and the usual functionalistic city, but just in a highly compressed form? No, there must be more to it than that!

The multi-functional 4th urban environment is qualitatively different. Instead of simple crowding together, it is rather about a three-dimensional, spatial compression of original urban elements. In short, individual building mass and urban environments blend together in a fusion. They pervade each other, thus creating a completely new hybrid form of environment and building, which is both open and closed, public and private, indoors and out, well-defined and non-defined. A form of urban relativity theory in practice.

How is this possible? This thorough integration, this amalgamation and interweaving is made possible by the emergence of the 4th urban environment. It is this multi-functional urban environment that enables, comprises even, the amalgamated city and building structures. Metaphorically this could be compared to a USB-stick – with its communicative and technological amalgamation of information – of bits.

Micro cosmos

A few years ago the Danish Broadcasting Corporation carried out an analysis of innovation in its company. It discovered that knowledge-sharing and innovation took place in physical rooms which measured no

more than 25 x 25 metres, i.e. rooms that were relatively small but full of people, so where the physical distance between people was small.

With the 4th urban environment the significance of small-scale in the city structure is highly emphasized. It contrasts with the traditional, functionalistic city planning, where the overall large-scale structure is the dominant feature.

2.6 DURABLE CITY DEVELOPMENT

The shrinking city

The significance of the multi-functional, space-saving 4th urban environment is surely diverse and should be the subject of more evaluations, studies, research and analysis.

The 4th urban environment's contraction of the city's various functions and spaces will take up less space. Less city space will therefore be required in comparison to the previous functionalistic large-scale use of space, and this will make it easier to manage traffic with the use of collective traffic systems.

3. EPILOGUE: MALMÖ TAKING THE LEAD!

The epilogue – the afterword - emphasizes the basic understanding that Malmö will become a knowledge city for all and that there is a need to experiment within urban development if this is to succeed.

Content:

- Value-based urban development at Universitetsholmen
- What will cities, landscapes and buildings look like in the future?
- Malmö – the knowledge city for all
- Experimental urban development in Malmö

3. EPILOGUE: MALMÖ TAKING THE LEAD!

Towards a new, value-based development of cities and buildings in Malmö!

Value-based urban development at Universitets- holmen

The development and dominance of industrial society during the 1900s led with time to a new order of both buildings and construction. A new urban form with examples from industrial production methods and industrial organisation. This gradually received an equivalent technical conception and praxis within urban planning also - functional city planning. The city is structured like an industrial machine with the various parts of the city divided up into functions. The buildings receive a similar unambiguous design where shape is guided by content. Form follows function in modernistic architecture and building design.

This new type of urban development and construction has represented major societal progress and has contributed to the spatial organisation of society's production and the formation of city life. A revolution in the physical and functional organisation of society that helped to provide a great lift to industrial productivity and societal welfare. Both society's and people's lives were changed significantly by this development.

The breakthrough of industrial society subsequently led to a major change from the hitherto known physical environment, urban structures and construction and thereby the limits of man's living conditions. The merchant cities, landscapes and constructions of former periods were now arranged in radically different lines of direction and ideals.

This massive transformation of society's physical space and buildings was accompanied by representations of new ideals, new values and new developments within society which were to find expression in the architecture.

Today – almost 100 years later – we face an equivalent new development and challenge. We find ourselves in a post-industrial society characterised by international competition, advanced technology, a high level of education and a thus far never seen production and turnover of new knowledge. This is a society which more than any other period before has innovation, the sharing of knowledge and product development as prerequisites for continued success so that value, prosperity and welfare can increase.

The natural question is: What changes in society's physical and functional organisation and design are relevant and necessary?

How should our cities, landscapes and buildings be designed in the future?

How should they be shaped, used, organised and function so that they can support new characteristics and needs as society develops? There is a need for a paradigm shift in urban planning, architecture and the building of the modern society.

Over the past 15 years Malmö has undergone a shift from an effective industrial society and industrial city to a modern city with new prerequisites - a knowledge city for all! A new Platform for Malmö as a knowledge city has been developed and has its starting point in value-based city and constructional development.

Malmö – the knowledge city for all

The pilot study mentioned in this report shall contribute to value-based development at Universitetsholmen. It encompasses the city environment, the buildings, institutions and organisations.

There will also be a development of the 4th urban environment.

The objective is to develop Universitetsholmen so that it can become an attractive and innovative area of Malmö.

Experimental urban development in Malmö

There is a need to use the experiment's innovative force within urban development, among other things in the form of temporary initiatives.

