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Site Brief – European 15 – Rødberg (Norway)

Site representative
The municipality of Nore og Uvdal
Actors involved
The Buskerud County, Nore og Uvdal Næringssselskap SA, Buskerud Næringshage AS, BaneNor, Statkraft, Rødberg Handelstand and property owners in Rødberg

Team representatives
Architect, urban planner, landscaper
Expected skills with regards to the site's issues and characteristics
Interdisciplinary team constellations are encouraged

Communication
Anonymous publication – online and in an exhibition – after the 1st jury round

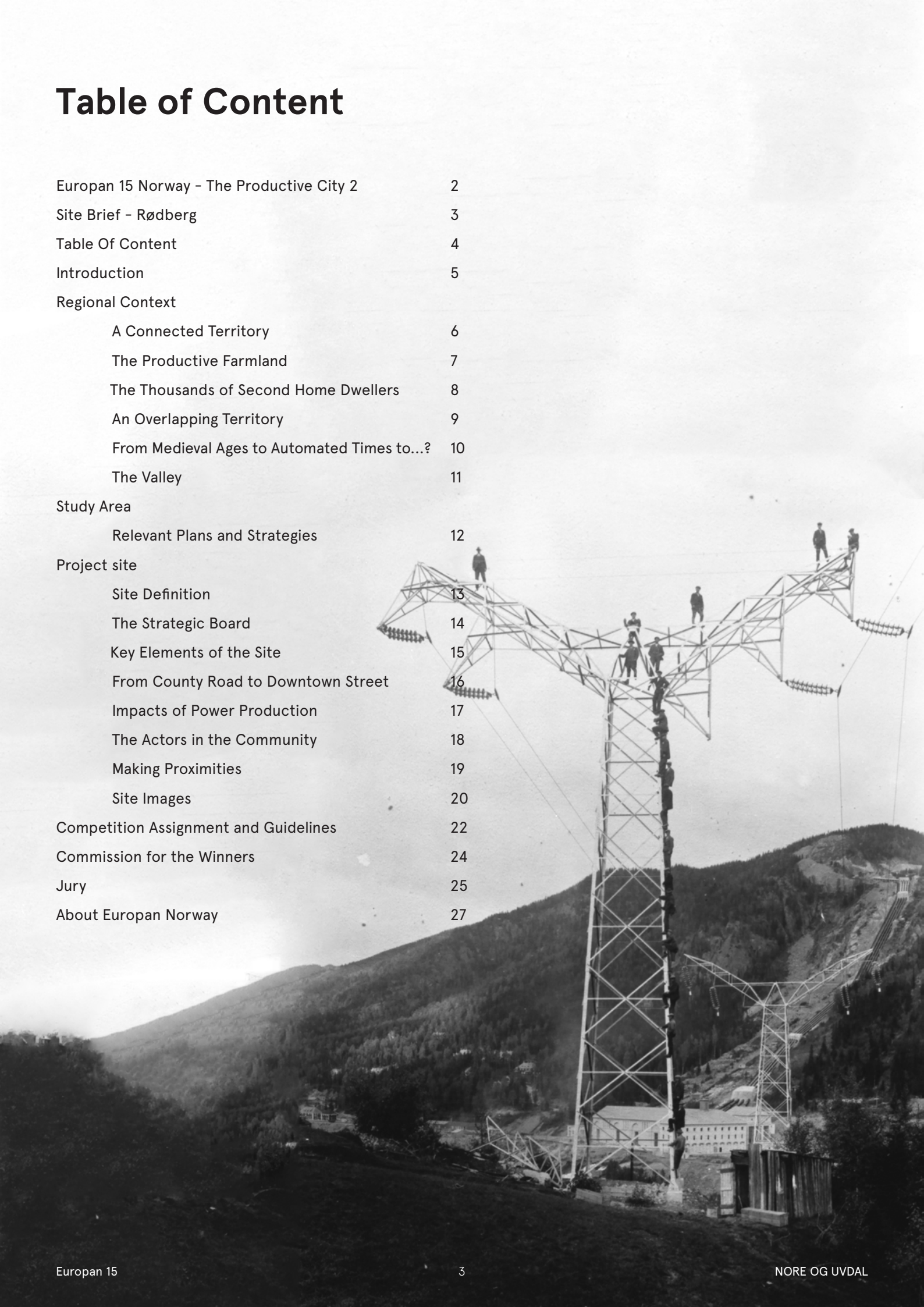
Jury – 1st evaluation
With the participation of the site representatives
Jury – prize selection
Ranked Selection: With Winner (12,000 euros), Runner-up (6,000 euros) and Special Mention (no reward)

Post-competition intermediate procedure
<ul style="list-style-type: none">- National workshop following the prize ceremony in Oslo with the site representatives, rewarded teams (winner, runner-up and special mentions).- Workshop on site with client, site representative and winning team (possibly also with other rewarded teams).

Mission given to the selected team(s) for the implementation
The municipality of Nore og Uvdal intends to commission the winning team(s) to develop their project(s) towards a design for the Main Street, the connections between the Main Street, the Railway Station and the Leisure Park Area and the shore side of the Uvdal river. The commission can also include development of the project proposal into a detailed zoning plan if needed.

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European 15 Norway – Productive Cities 2

European 15 – “Productive Cities 2” addresses the issues of resources, mobility and equity, both in spatial and social terms.

In this session of European, we take the competition to Norwegian towns in rural areas and look at the effects of centralisation. In this regard, European 15 offers challenges at both territorial and local scales: Can young architects find solutions that contribute to a productive balance between urban and rural areas?

There are three Norwegian sites in European 15 which, each in their different ways, raise complex issues about the interaction between the rural and the urban, the local and the global. While the Norwegian sites are scattered throughout the whole country, they share some similarities. Each town inhabits a unique position in a network of relationships within collective knowledge, industries and ecosystems.

Rivers and waterways are central landscape elements in all of this year's project areas. **Guovdageaidnu** (Kautokeino) originated as a trading place in a bowl in the terrain, and the river was important both as infrastructure and livelihood. **Raufoss** would not have the leading industry it has today without the river which made it possible to produce electricity to operate the emergent factories. **Rødberg** is a significant supplier of hydropower to the common European market.

Networks constitute a very important issue in European 15, as urban settlements have their unique advantages and challenges in this regard. In Rødberg, the architects are encouraged to investigate what the Kongsberg region's expertise in driverless buses could imply for the development of Rødberg and its territory. Guovdageaidnu still harbours a nomadic culture linked to reindeer husbandry, while renewed with snowmobiles and drones; Guovdageaidnu is now fighting to reopen the airstrip to improve connections with other towns in Norway and Sápmi. In Raufoss, participants may investigate how new connections between the industry park and town can help create a vibrant urban ecosystem combining the high-tech with the people-oriented, while exploring the river as a connective element.

As architects, you should enter the competition with an open mind for resources available on the sites. By creating new links between existing on-site resource elements, something new may be formed. For Guovdageaidnu, it is essential that the architects recognise that reindeer husbandry, which employs over 370 man-years, is closely linked to vulnerable nature that is strongly under pressure from other forces. In Rødberg, the competition participants may propose concepts that strengthen the primary industries throughout the area of Numedal. Raufoss represents manufacturing excellence with a hyper-modern, but gated, industrial park, producing space rockets in a town in the middle of a fixed agricultural territory.

Raufoss is the only site this year anticipating population growth in the near future, making it necessary to build a denser town to accommodate greater numbers without

expanding outwards onto arable land. The densification effort starts in the core of Raufoss, on the project site; the municipality expects to be presented with ideas for vibrant social public spaces as a starting point for this scheme. As of now, the high-tech milieu of the manufacturing industry is not mirrored in the town centre of Raufoss, which lacks activity, public amenities and places for people to socialise.

Rødberg is on the brink of becoming an outpost in the mountainous regions of southern Norway. Still, the inhabitants have everything, in their own way: The farming community is vital, the quality of the natural surroundings attract a flux of thousands of second home dwellers, and the digital knowledge networks in the Kongsberg region result in concepts such as 'the green corridor' which runs through Numedal. What's lacking is ideas for how to activate the town centre. This comes down to introducing attractive programmes, well-functioning public spaces and an improved flow of movement, both within the town itself and in the wider context.

Guovdageaidnu is 'the heart of Sápmi', home to the indigenous Sámi people. Guovdageaidnu is important to the world as a stronghold of Sámi language and culture; the inhabitants fight to reorganise and enhance the role of the place as a linguistic bastion. The town is a melting pot for global competence in education, reindeer herding and creative industries. The Siida is a Sámi concept for organising both social and productive activities. While the concept itself is ancient, it may be reimagined for European 15. Situated near the Arctic, Guovdageaidnu is also a place where climate change is clearly noticeable. For European 15, we have commissioned 'Voices of Guovdageaidnu,' a reader made by the community itself, to provide a better understanding of the place and culture.

For the Norwegian sites, the backdrop of the competition is the ongoing restructuring of municipalities and counties, and how the urban areas participating in the competition can position themselves for the future. How can urban settlements become, and remain, attractive meeting places and locations for innovative industries? How can rural towns step up in order to keep their valued inhabitants around, rather than losing them to the pull of bigger cities? Keeping an eye on the themes of resources, mobility and social capital, the competitors need to work within the context of each site to examine new forms of mobility and connectivity, while keeping in mind how designing public space can contribute to value creation both socially and economically.

All the municipalities of European 15 have an element of necessity as a driver for hosting the competition. Demographic changes, new demands for education and expertise and the struggle for natural resources are all challenges which the municipalities have to face in a shrewd manner.

We are delighted that you have chosen to participate in European 15 with one of the Norwegian sites as your case. We look forward to a multitude of contributions and wish you the best of luck in the competition!

Introduction



Rødberg viewed from the south-east.

In the valley of Numedal, between the rural settlements 'Nore' and 'Uvdal', lies Rødberg, a small town very much defined by its significant hydropower plant Nore I. In the remote countryside of southern Norway, Rødberg grew out from a settlement of two farms into an industrial community and is now the administrative and commercial centre of the municipality 'Nore og Uvdal'. Rødberg is the home to only 500 inhabitants and has one of the largest hydropower plants in Norway. Besides, Rødberg has the most profitable Kiwi supermarket in the whole region. Wonder why? Read on!

Before the hydropower era, the entire Numedal relied only on farming and forestry. Agriculture is still an essential source of income. Counting 108 livestock farms, agriculture still leaves a significant footprint in the district. The municipality of Nore og Uvdal covers a vast territory, including a large part of Hardangervidda National Park. The landscape attracts the second home dwellers, and so, on weekends and holidays, the population increases from 2,500 permanent inhabitants to count between 12,000 and 20,000. This is described as the 'Norwegian Second Home Phenomenon', and hence the top revenue supermarket in the small town of Rødberg. This regular fluctuation in and out of Nore og Uvdal, can be defined as an extended urbanity where certain practices of everyday life are linked to the second home. An increasing number of second home dwellers choose to work from their additional residence in exchange for a prolonged weekend stay. The second home dwellers forge new links that connect the rural

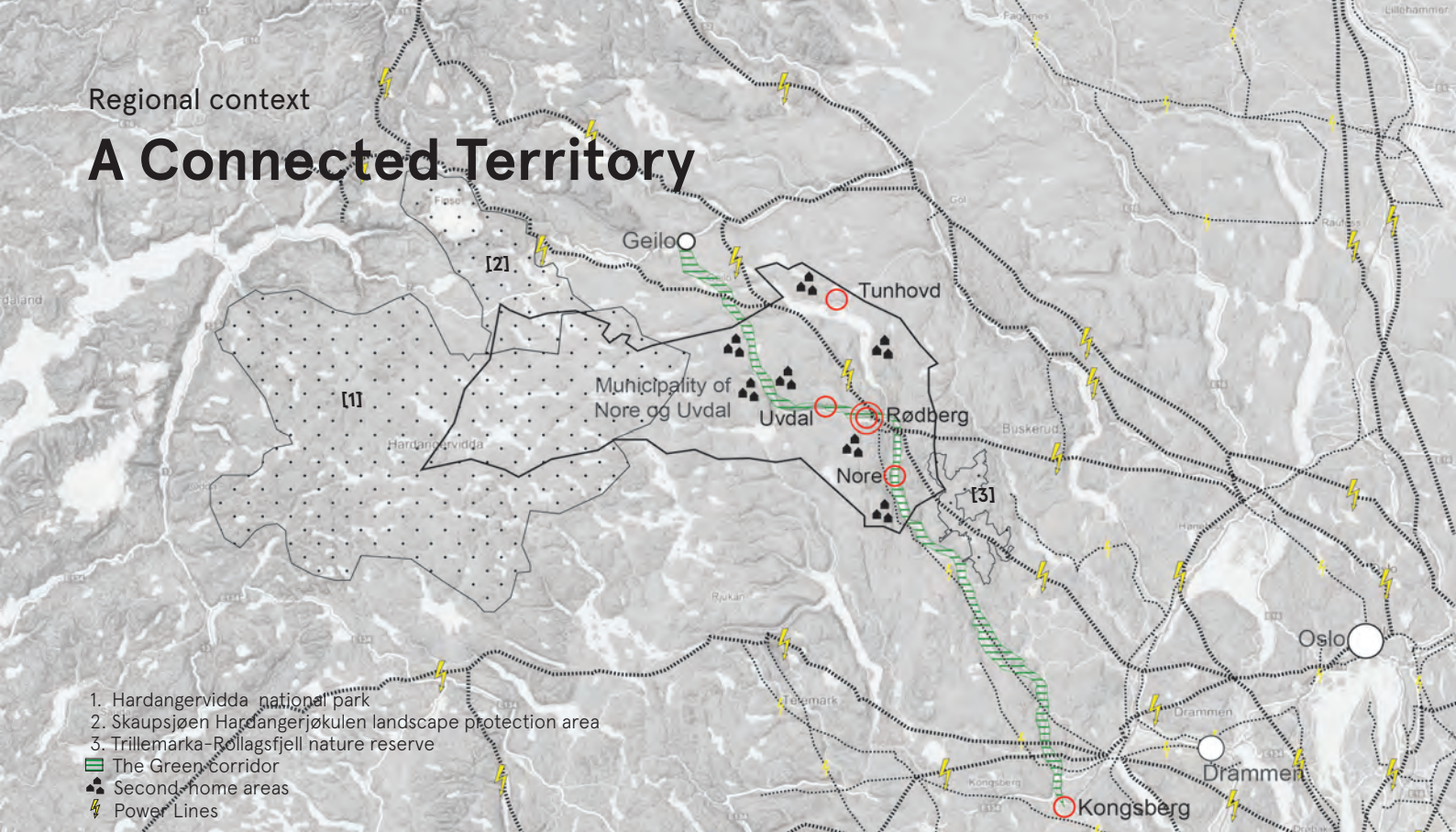
and the urban. Nonetheless, despite a remarkable migratory flow, Nore og Uvdal, as a municipality, is facing a decline in its modest population

Rødberg offers the European competition a unique territory to investigate how the flux of the second home dwellers impact the area. The rich regions, such as Numedal and neighbouring Kongsberg, could play an important role in accentuating Rødberg as a more attractive place for both the inhabitants and the second home dwellers. How can Rødberg capitalise on this culture where the rural and the urban overlap, and become a more prosperous location, both socially as well as production-wise?

The municipality encourages European competitors to plug Rødberg into a network of all the sustainable implementations throughout the territory. The Green Corridor, an initiative from the county of Buskerud, promotes electrified transport by providing a system of chargers for electric cars throughout the Numedal valley, all the way from Kongsberg to Geilo. In the tech-town and innovation hub of Kongsberg, self-driving buses are already rolling out into the streets. How can Rødberg tap into the stream of innovation and new technologies in the region?

All contestants, welcome to Rødberg!

A Connected Territory



1. Hardangervidda national park
 2. Skaupsjøen Hardangerjøkulen landscape protection area
 3. Trillemarka-Røllagsfjell nature reserve
- The Green corridor
 - Second home areas
 - Power Lines

Rødberg is located in the municipality of Nore og Uvdal, in the County of Buskerud. The municipality is one of the largest municipalities (2500 sq.km.) in southern Norway. The county of Buskerud stretches from the rural and mountainous regions of Hallingdal and Numedal in the north, and towards the more densely populated urban regions of Kongsberg and Drammen in the south. Rødberg is located 1,5 hours from the nearest city, Kongsberg. Despite having only 500 inhabitants, it is the largest settlement in Numedal after Kongsberg, a town of 25.000 inhabitants. Rødberg connects to this larger territory.

Nore I and The Numedal Railway Line

Rødberg, as we know it today, emerged after the construction and establishment of the hydropower plant Nore I. The construction started in 1914, lasting over a period of 14 years. The Numedal Railway Line from Kongsberg to Rødberg was built for the purpose of transporting the large components required to build Nore I. When established, the hydropower plant Nore I was the largest hydropower plant in Northern Europe. Its majestic building is still an important part of the landscape of Rødberg. It continues to be a large distributor of electricity to both Buskerud and the capital region of Oslo. The Numedal Railway Line operated until the late 1980s. As of 2013, the line is preserved and listed as cultural heritage. In the early 1900s, Rødberg was in the very front of engineering and technology in Norway. This expertise is still present, and it is an important resource for further technological development of Rødberg and the valley of Numedal.

The Green Corridor

The County Council of Buskerud has launched the idea of a 'green corridor' through the valley of Numedal. This green corridor stretches from Kongsberg in the south to the mountainous area of Geilo in the north. The concept is to provide a continuous route with chargers for electric cars. The municipality is interested in exploring good charging services for electric cars in the further development of Rødberg, as the use of electric cars is increasing all over Norway. Extended charging accessibility may become a significant attractor for the second home dwellers, and potentially affect their time spent in Rødberg.

The Uvdal Ring Trail (Miljøringen)

The developers in Øvre Uvdal is about to implement a new project called the 'The Uvdal Ring Trail'. It exemplifies the efforts of the tourism industry to become a more sustainable sector. The trail combines ski trails and ski

slopes aiming to provide direct access to nature from the second home's doorstep. By connecting both valley sides, developers are hoping to reduce the second home dwellers' dependence of cars.

The Kongsberg Region Partnership

The municipality of Nore og Uvdal is a part of a larger regional partnership called 'The Kongsberg Region', composed of 7 municipalities belonging to the counties of Buskerud and Telemark. Through this partnership, the cooperating partners create a network of common digital services. It is the perfect arena for exchange of competence and knowledge.

The Kongsberg Automation Project

Kongsberg Municipality is involved in an EU-funded project called Sohjoa Baltic. As part of the project, Kongsberg municipality is currently testing an autonomous shuttle bus between the railway station and the technology park. In short, the project will produce information and expertise on how to organize more eco-friendly and smarter public transportation with the help of automated vehicles. The project also serves as a model for Buskerud County Council and Brakar, which are responsible for public transport in Buskerud County. The regional authority is cooperating- and monitoring the process and results, along with local businesses such as Applied Autonomy AS, the University of South-Eastern Norway, the Norwegian Public Roads Administration and other stakeholders. Through this project, Kongsberg obtains valuable knowledge and know-how on smart mobility. As for Buskerud County Council; proper research and measurable results, are very important terms of setting the political agenda. Is a new form of collective or public transit based on autonomous vehicles applicable in a broader regional context and how can projects acting at a regional scale be connected to further development of Rødberg?

The Productive Farmland

Rødberg and Nore og Uvdal have a history as a farming and woodland region.

Farming history and identity

Nore og Uvdal's first settlers were hunters following the reindeer tribes. Later on, the area was developed as farmland. Farming has been carried out for almost 5000 years, and man-made imprints dating 4000 years back in time, have been found in the territory.

The current property boundaries in the municipality is a witness of how the resources are distributed in the territory. Each farm has strips of properties providing access to harvest from the bottom of the valley to the high mountain areas. Today, farming is still one of the most important productive activities in Nore og Uvdal. A recent statistic from 2017 shows that there was livestock on 108 farms, 221 dairy cows and more than 4000 sheep that were at least one year old in Nore og Uvdal. The farms and the livestock play an important role in maintaining the cultural landscape of the area, endowing it with its unique character.

Numedal has a rich food culture that is rooted in traditions that go back 5000 years in time. To potentiate this sector, it has been discussed to establish a food processing plant for local produce in which people can discover, taste and buy meat, fish and cheese products from the local farms. The municipality sees a large potential market for such a concept in Rødberg in both the second home dwellers and permanent population.



Flock of sheep in the Hardangervidda Park.

Nature and Wildlife

The rich farmlands of Nore og Uvdal, also offer experiences of peaceful nature, living culture and rich traditions. Hardangervidda National Park covers large parts of the mountain areas in the municipality of Nore og Uvdal, and it is considered a very meaningful place by its inhabitants. Summer dairy farming with grazing livestock, especially sheep, are still important for the farmers as well as fishing for trout in the many lakes to make the local delicacy "Rakfisk" – salted and fermented freshwater trout.



Medieval buildings in the Valley of Numedal

Hardangervidda is the pasture area for the only European wild reindeer herd, and Norway has international responsibility for maintaining a sustainable and healthy reindeer stock. Every autumn, hunters travel into the mountains to hunt reindeers to maintain the stock at a good and reasonable level. In collaboration with the Buskerud County Council, the municipality of Nore og Uvdal is working on a local tourism project that aims to promote wild reindeer as an attraction, without harming them. Parts of Trillemarka Nature Reserve, the largest boreal forest reserve in Norway, are also located in the municipality, being home to a variety of endangered species.

How can Rødberg take good advantage of the extraordinary qualities of its natural surroundings in a sensible way?

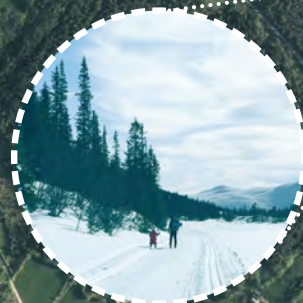


Reindeer Tribe. Photo: Ole Jørn Solberg.

The Thousands of Second Home Dwellers



credit: Ragnar Hartvig



The Uvdal Ring Trail (Miljøringen)

Aerial view over the second home areas in Uvdal.

Numedal hosts several of second homes located mainly in the mountainous area. The Norwegian second home phenomenon emerged in the 1960s as small and simple cabins in the rural areas. But with increased material welfare, technological advance, the simple cabins have evolved into comfortable high-standard second homes. Changes in working life, with more extended holidays and more recreational time, affects the increased standard of the second homes. Comfort and convenience are a growing demand within the second home trends. In general, one might say that people spend their working week in apartments in the cities, and on weekends and holiday, they migrate to their second home in the mountains or by the sea.

There are approximately 4000 generally high standard second homes in the municipality of Nore og Uvdal. Due to the second home phenomenon, the population in the municipality increases from 2.500 to somewhere between 12.000 and 20.000 during holidays and weekends. Most of the second home dwellers have their primary residence in Oslo, Drammen, the Kongsberg area and the County of Vestfold. The flux and the presence this group creates an interesting dynamic, where Rødberg, from a regional perspective, can be seen as a gateway to some of the most beautiful natural and cultural sceneries Buskerud has to offer. The supermarket in Rødberg is one of the last trading points for the second home dwellers on their way to the high mountains of Hardangervidda. The supermarket, Rødberg Matsenter AS/Kiwi, is the business with the highest revenue in the municipality of Nore og Uvdal. But overall, Rødberg centre has not succeeded in becoming an attractive destination. How can the local

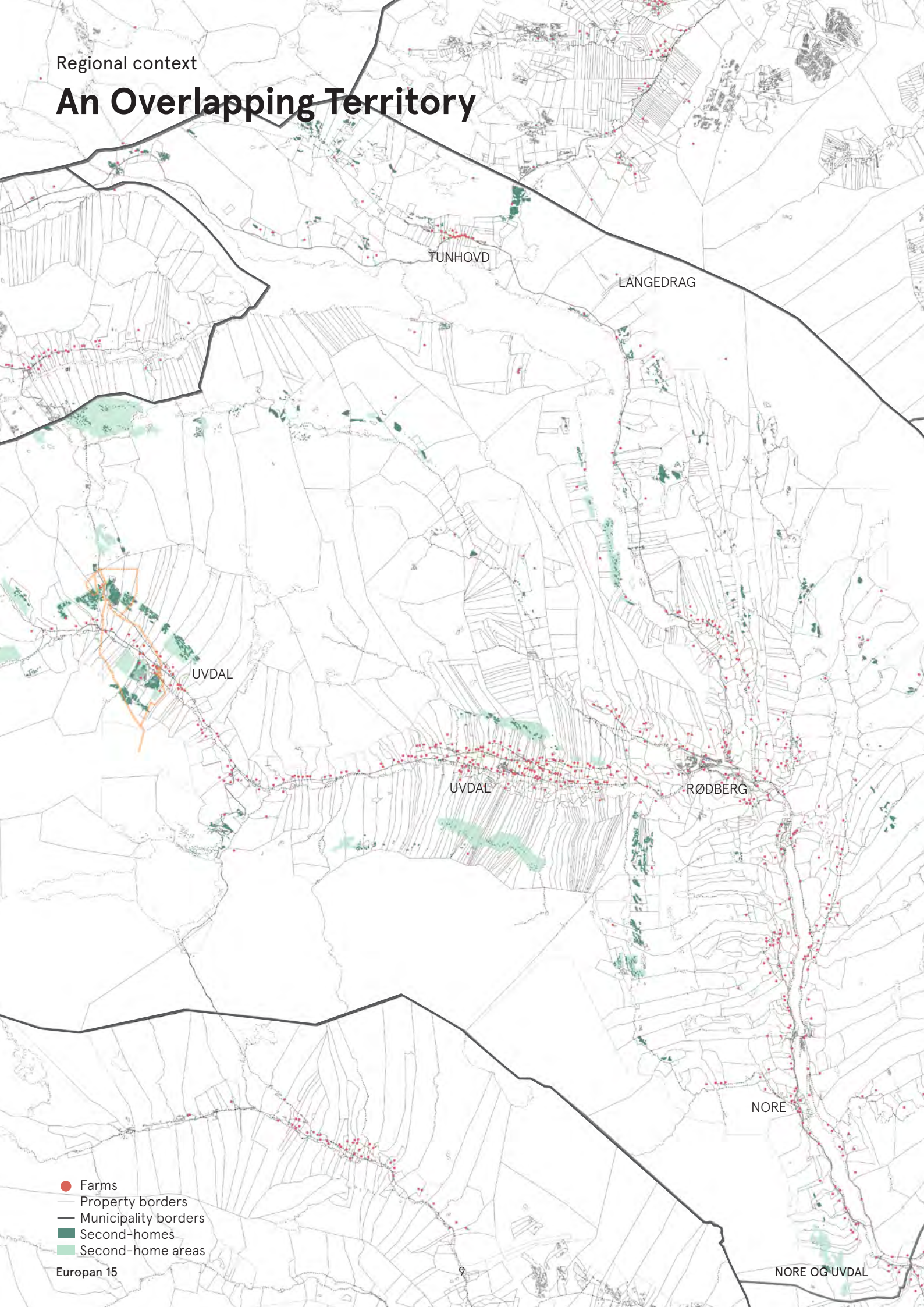
businesses be more visible in Rødberg to increase the local consumption?

Numedal has few hotels and accommodations for tourists who travel through the valley, and the tourist industry depends on the segment of the second home dwellers. A recent survey among second home dwellers showed that the average use of each second home is 58 days a year. The second home dwellers represent a total annual expense of approximately 22 mill EURO on local consumption each year. Studies conducted by the municipality have also concluded that if the supply increases, the turnover in the local companies will also increase. It is crucial to have a varied offering and various stores, to take advantage of potential future demand.

Uvdal is situated closer to Hardangervidda and is the primary location of the second homes. Uvdal has alpine hills, ski slopes and kilometres of cross-country ski trails to offer. The area is trendy and under constant development. Many celebrities choose to have their second home in this area as well. The main target group for the area is defined as families in love with nature. Uvdal Alpine Ski Resort is a 30-minute drive from Rødberg. Also located only 30 minutes from Rødberg, is Langedrag Nature Park, a recreational centre where families can experience close encounters with animals and nature. Langedrag is a profitable enterprise in the municipality with 70.000 annual visitors and is by far one of the largest attractions to the second home dwellers and other tourists, measured by annual revenue. Considering the neighbouring success of Langedrag Nature Park, how can Rødberg equally capitalise on second home dwellers?

Regional context

An Overlapping Territory



From Medieval Ages to Automated Times to...?

Medieval Numedal

The long history of farming, combined with an advantageous stable and dry climate, has made Numedal known as 'The Middle Age Valley' because it has the most extensive collection of medieval buildings in Norway. Four out of the 28 existing stave churches in Norway are located in Numedal, out of which one is in Nore, and one is in Uvdal. Numedal has great historical significance, and culture and tradition are still important parts of everyday life.

Effective reuse of all available resources has through all times been fundamental for the survival and profitability of farming in Nore og Uvdal. Today's increased focus on green and circular economies is a culturally imprinted mindset in the region. Several early-stage projects address and exemplify this sober mindset, such as the green corridor, The Uvdal Ring Trail, the Kongsberg Region Partnership as well as the ongoing pilot project for the automation of the public transportation in Kongsberg. All great examples of this mindset put in practice.

Nore og Uvdal municipality's participation in European 15 aims to open for broader speculation on how the existing local conditions and ongoing projects can be linked together to create new synergies for Rødberg and the region as a whole. Can processing of locally produced products from the farms constitute a provident development of the circular economy in the centre? How can the automatisisation of mobility at a regional scale, and the societal changes it implies, positively impact the future of Rødberg as a centre?



Automated collective transport in the region of Kongsberg.



Medieval buildings in the Valley of Numedal.

The Valley



RØDBERG – the municipality centre
Rødberg is the administrative and commercial centre in The Municipality of Nore og Uvdal. Rødberg is the focus area in the European competition.



UVDAL – farmland & the main tourist area
Nore og Uvdal has 108 active farms with livestock. Uvdalsøyan is a large area of cultivated fields in Uvdal.



NORE – an example of inhabitant initiative
Nore is one of the small communities in the municipality of Nore og Uvdal. Early in the 2000s, the population was decreasing, and as a result, the local school was shut down. This led to an inhabitant initiative called 'Live in Nore' (Bu i Nore). The initiative was a success, and now the capacity in the kindergarten is blasted, and new families move in. This is an example of the power of successful bottom-up initiatives.

Relevant Plans and Strategies



Rødberg viewed from the east.

The Regional Plan for Land Use and Transportation

The regional plan for land use and transportation for the Buskerud county promotes a compact city and village development. Although Rødberg is a small town, it is important to the county because it constitutes the centre of Nore og Uvdal municipality and is the largest settlement in Numedal. In the Programme for Transportation 2018–2021, The County Council of Buskerud has granted 410 000 EURO in 2021 for upgrading the county road, Fv40, passing through Rødberg. The funding is committed for measures that reduce the inconvenience of having a heavily trafficked county road passing right through the town centre. Necessary measures include better infrastructure for pedestrians and bikers. The main road should also be seen in connection with the area towards the river and towards the school. The project, which implies developing a safer and nicer street through Rødberg, is an important part of European 15.

The Social Element of the Municipal Master Plan

The Social Element of the Municipal Master Plan is currently under revision, and the inhabitants have been involved in this process. A common opinion is that there is a lack of social meeting places. An important task in the European competition is to show how Rødberg can be an arena for more social meeting places for both informal and arranged events.

Skogenberget Detailed Zoning Plan

Nore og Uvdal has recently adopted a zoning plan to build homes for children and young people with special needs, concentrated housing development and public purposes in a combination of retail, offices and housing at Skogenberget. The area is situated in the study area. For safety measures, a new walkway has been established from Skogenberget into the project site area.

New Emergency Response Centre

The municipality of Nore og Uvdal is considering building

a new emergency response centre, located either in the city centre of Rødberg or just outside. The idea is to gather the fire department, the police, the ambulance service, the municipality's medical centre and the veterinary clinic into one location, possibly in a new building complex. The colocalization will release space for new programmes in existing buildings. Today the fire station is placed next to the leisure park, the relocation of the fire department will remove the hazard of mixing fire trucks and children playing around.

Science Centre

The municipality, together with local industry close to Hardangervidda, has initiated a project to investigate the potential of creating a new business, based on the wild reindeer living on Hardangervidda. This project "Tettere på villrein fjellet" (Closer to the reindeer mountains), could give some synergy effects to Rødberg.

New Program in the Train Garage

The government-owned company Bane NOR has conducted a sketch project for the conversion of the train garage into a cafe, tourist office, area for cultural events and office space. Bane NOR has not decided whether to go through with this project or to introduce a completely new program in this building. Drawings of the existing building and drawings of the sketch project are provided as an appendix in the complete site folder.

European in Local Politics

A substantial majority of the council of Nore og Uvdal municipality wanted Rødberg in European 15. The political support is important for implementing the results of the European 15 process. Nore og Uvdal municipality has a development fund, receiving a little more than one mill EURO each year. This fund gives the municipality a unique possibility to prioritise good development projects, preferably projects generating new workplaces and new inhabitants.

Site Definition



Study area – red perimeter

The study area and the project site, are mainly constituted by the dam, the river, the county road and the productive systems of the hydropower plant as the most important structuring elements. The topography of the valley has provided strong guidelines for the development of the site as a whole. The built environment was oriented along the bottom of the valley, by the shores of the lake and close to the road. Rødberg has its commercial area along the county road west of the bridge. East of the bridge, you will find a low-density area with a mix of leisure, historical monuments and the power plant station. Over the years, and as the community has expanded, the hillside facing south has been taken into use for housing areas and public community services.

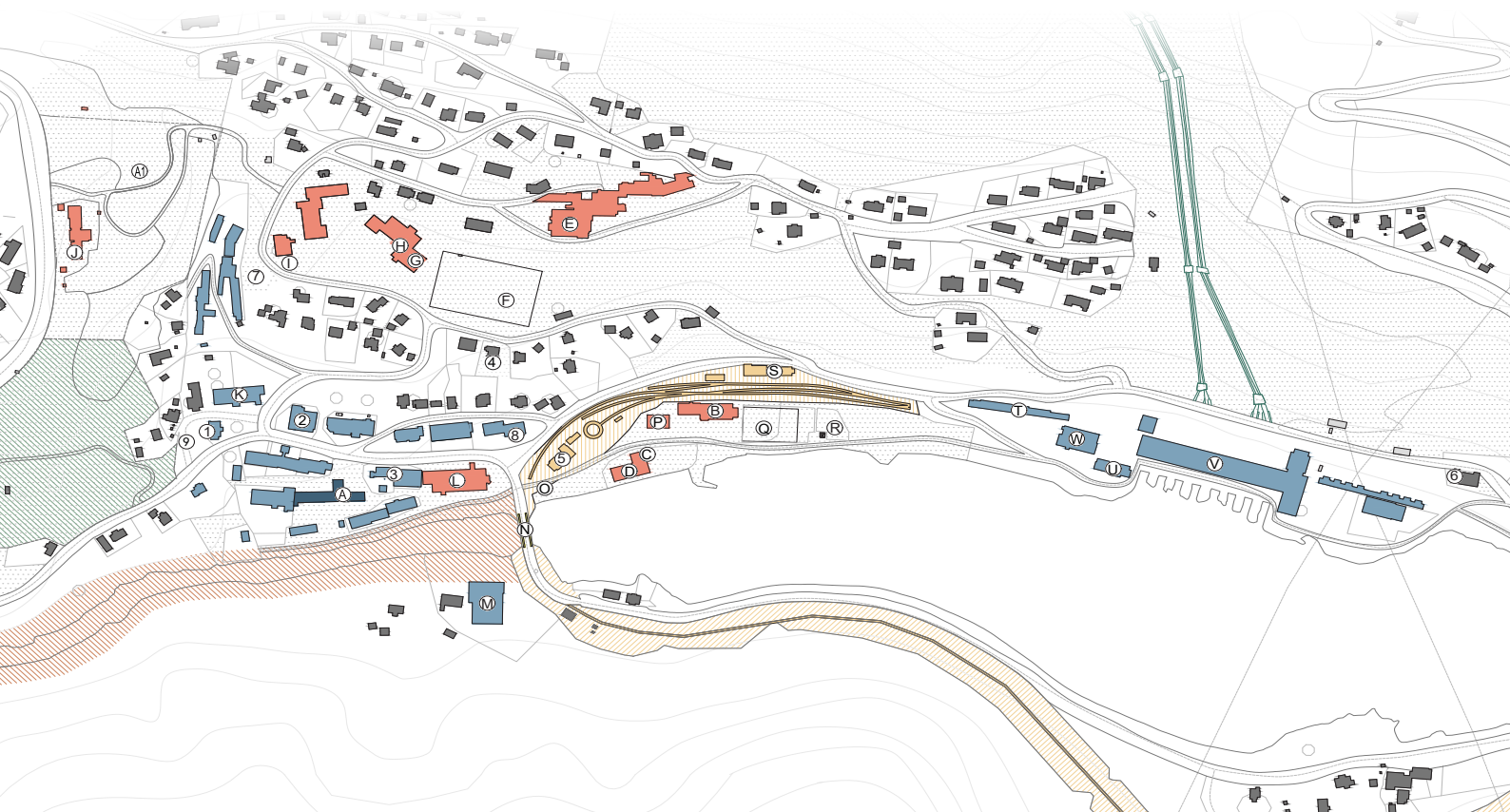
Rødberg school, with its adjacent facilities, and the nursing home are located in this hillside, above the project site. Bergtun Nursing Centre (Bergtun omsorgssenter) is located east of the school. Rødberg school has classes from preschool to high school. Next to the school area, there is a multipurpose hall with an indoor gymnastics hall, a small swimming pool, a library and also a small connected building with a leisure club for youth. The gymnastics' hall is converted into a cinema in the weekends. Next to the multipurpose hall, there is an outdoor sports field which is used intensively by the school, the local soccer teams for children and the community in general. Even though the school and sports facilities are situated close to the town centre, they are not considered to be an integrated part of it.

Project site–yellow perimeter

The connections and walkability in the steep terrain between the Rødberg School, the Bergtun Nursing Centre and the commercial centre along the county road, are not well solved today. One of the challenges that could be interesting to address is how to better integrate Rødberg School and Bergtun Nursing Center with the town centre. Bekkedalen is a popular outdoor area with natural qualities used by children of all ages, especially during the winter. This area is located west of the school, and there is a path that leads to the kindergarten. This path is the natural connection between the housing area and the school area. On the other side of Fv40, at the western extent of Rødberg, there is an industrial area with a car dealer, a workshop and other industries.

The dam construction defines the eastern extent of Rødberg. The Rødberg Dam holds the reservoir for the hydropower plant Nore II further south in Numedal. The power plant Nore I consists of several buildings, and the majestic main building has a monumental impact on Rødberg. In the valley side north of this impressive historical building, long penstocks are going up to the top of the valley side. A pressure shaft in the mountain has replaced the pens, but they still have historical value for Rødberg. There is a nice walking route around the dam, and inhabitants of all ages use it. The route is about 2,5 kilometres long, and the dam construction is the crossing point over the Rødberg Dam.

The Strategic Board



Legend

- Housing
- Publicly owned buildings with public functions
- Empty plots owned by the municipality
- Commercial buildings owned by the municipality
- Privately owned commercial buildings

- Protected buildings and facilities
- Uvdalselva waterfront
- Skogenberget area
- Protected as listed historic monuments
- Bekkedalen nature area

Relevant facilities

- A The industry house
- B The Fire department, current location
- C The Veterinary
- D The Civil defence storage building
- E Bergtun care center
- F Sports field
- G Public library
- H Public swimming-pool
- I Rødberg school
- J Kindergarten
- K Rødberg Hotel
- L Municipality administration building
- M Kiwi supermarket *
- N Heritage listed bridge
- O Bus stop
- P Wastewater treatment plant (this building is considered moved to a new location)
- Q Tennis court
- R Leisure park
- S Old train station
- T Garage facility of Nore I
- U Administration building of Nore I
- V Nore I Hydropower plant
- W Repair workshop, laundry hall, meeting room and office of Nore I

Empty or partly empty buildings that can be considered for new use:

1. Solvang, 2nd floor
2. Coopbygget, Sentrum 43, 1st floor**
3. Sentrum 14, 2nd floor**
4. Steinboligen, Tannlegevegen 14
5. Lokstallen, Train garage**
6. Messa, the canteen
7. Empty plot at Syljerudvegen 20
8. Sentrum 9, 1st floor**
9. Empty plot in private ownership

Buildings in use that can be considered for transformation and/or new use:

- A The Industry House
- B The Fire department, current location**
- C The Veterinary**
- D The Civil defence storage building**

Buildings in poor state of repair, the buildings are likely to be demolished, and the plots can be considered for a new use:

4. Steinboligen, Tannlegevegen 14
- A The Industry House

* NB: Some pictures and map sources are not updated and show the supermarket on its old address, Sentrum 13. The new address is Norevegen 3.

** Drawings of these buildings are provided in the [3-f] Project Site section of the complete site folder.

Project site

Key Elements of the Site



The captions correspond with the list on the previous page.



1. Solvang, 2nd floor



2. Coopbygget, Sentrum 43, 1st floor



3. Sentrum 14, 2nd floor



4. Steinboligen, Tannlegevegen 14



5. Lokstallen, Train garage



6. Messa, the canteen



8. Sentrum 9, 1st floor



A The Industry House



B The Fire Station



C The Veterinary and D The Civil defense storage building

From County Road to Downtown Street

The County Road

The county road Fv40 is the main road through Numedal, and this road is also the main street through Rødberg. This represents both advantages and challenges. The road has an annual average daily traffic of 1533 vehicles. The stream of potential customers and represents a great potential for increased turnover for the retail in Rødberg. On the other hand, all these cars passing through Rødberg represent a road safety hazard. In the winter, there is usually a lot of snow and cold weather in Rødberg. It is important to have this in mind when considering the infrastructure of Rødberg.

Diverse Retail

In the town centre, you will find a number of businesses including the very profitable supermarket 'Kiwi', a clothing store, a sporting goods retailer, hardware stores, a pharmacy, an electronics retailer, an interior retailer as well as the government-owned alcoholic beverage retailer. You will also find a café and a hotel. The majority of these businesses are located in the main street of Rødberg. The number and variety of stores is quite good compared to the number of inhabitants. This fact is a great advantage for the town and is a quality to preserve and develop in the future.



The county road seen from the east.

Empty Buildings

There are several vacant buildings in the town centre, and some of these buildings are located on the main street. To get more activity in the town centre, these buildings need to get a purpose, either as businesses or as apartments. The variety of expressions in these buildings' facades reflect that the development of the town centre has been an evolving process throughout the last decades.

A Car Based Centre

Rødberg town centre is customized on the car's premises. This represents an important challenge. There are parking places outside all of the businesses, and the division between the county road and the sidewalks are partly unclear, and some segments of the road even lack designated areas for pedestrians. There is also a lack of visual and exterior features to attract people to stop and use the services and facilities the town has to offer. The traffic junction north of the bridge is a safety hazard with the combination of a bus stop and the access route to the fire station, the leisure park and the veterinarian all located at the same place. Both visual- and infrastructural improvements should be addressed to make Rødberg safer and more attractive in the future.

Terrain Levels and Retaining Walls

Some parts of the main street have tall retaining walls in concrete to handle the sloping terrain. This makes the street seem uninviting. It is a challenge to integrate the different levels in the main street and remove the barrier effect. The leisure park area and the historical railway monuments are not integrated with the rest of the main street in a functional way.

Housing

There are relatively few housing units in the town centre, and the municipality anticipates a need for more apartments in the future. The municipality is looking at the possibility to build apartments for sale. There is an assumption that more apartments in Rødberg can work as a catalyst in the housing market and create more activity in a productive city. The municipality owns several buildings and plots that could be used for apartment buildings in the town centre.

The Uvdal River

The Uvdal river runs from Uvdal into the Rødberg Dam. The area is not easily accessible for leisure activities, but it has excellent potential with gorges and waterfalls close to Rødberg. The Uvdal river runs parallel to the county road, and it separates the commercial area along the County Road from the supermarket Kiwi. The bridge crossing the river is a narrow bridge dating back to the construction phase of Nore1. It is listed as a historical monument.



Project site

Impacts of Power Production

Aerial view of Nore I.

Rødberg is characterised by industrial- and railway architecture, serving as a reference to the importance of Rødberg as an industrial town. The Nore I hydropower plant dominates the landscape with the penstocks coming down the valley side. The power plant was designed by the architects Carl Buch and Loretz Harboe Ree, also known for the Vigeland Museum in Oslo. The power plant is twice as long as the Royal Castle in Oslo, which illustrates the importance of power development in the early 1920s. The 'Numedal Railway Line' was built for the sole purpose of transporting construction materials to Nore I.

The hydropower development kick-started the development of Rødberg in the 1920s, and it caused rapid and major changes in the community. The small village went from a few farms to a small town with noticeable growth in population. This caused a need for extra services in many areas. Nore I built its own hospital, a doctor's office and a school. The power plant provided most of the services that belong to a fully developed community as part of the conditions given by the government to be able to expand hydropower. The production and trade businesses that can be seen in Rødberg today are results of the establishment of Nore I.

The power station and its attached penstocks are defined as cultural heritage in the municipality's heritage plan. Statkraft owns the power plant building and all buildings connected to power production. There is an administration building west of Nore I, and an existing garage which is going to be refurbished with a new design. Statnett owns the electrical power distribution system. Nore I continues to supply the area with full power distribution and occupy approximately 30 employees. Numedal has many companies working in the power industry. Local expertise covers everything from production, external and local distribution to the installation. The wide competency could probably benefit from collocation and share common functions and services.

The railway tracks are an integrated part of the leisure park which is situated at the north shore of the Rødberg Dam, between the bridge across the Uvdal river, and Nore I. The park has a wide variety in possible activities including tennis court, skateboard track, beach volley grounds and playground for young kids. Inhabitants and tourists are the main users of this area. The station buildings are renovated and hold several rental apartments and premises the company 'Numedal produksjon' (Numedal production). This is a small production area with an affiliated shop. The exterior of the train garage 'Lokstallen' has been refurbished.

The outdoor railway station area is poorly maintained, the old tracks and the old railway turntable are now growing scrubland. This outdoor railway station area could be part of the connection between the main street and the leisure park. The closed down railway through Numedal is a beautiful trace in a varied landscape. It represents a unique resource in future development in Rødberg and Numedal. With an increasing interest of green economy and environmentally friendly travel, the railroad track could be a good point of departure for exploring sustainable means of transportation through the valley.

The civil defence storage building, the fire station, the veterinarian office and the wastewater treatment plant are also located at the north shore of the Rødberg Dam. The possible co-localization of these functions into an emergency response centre will liberate this space and make it possible to evaluate new programs at this plot. The railway track and the buildings related to the railway are listed as historical monuments and are under a protection order regulated by The Cultural Heritage Act. These facilities can be used in new ways as long as the cultural heritage value of the buildings and the tracks are sufficiently taken care of.

The municipality, Bane NOR and Statkraft are the largest property owners in Rødberg. Bane NOR and Statkraft are both large state-owned businesses with the economic power to develop their properties.

The Actors in the Community

The Inhabitants

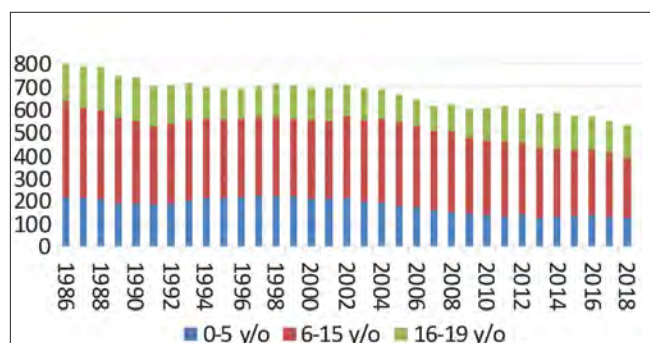
The neighbouring valley to the east of Numedal is Hallingdal. The people of Nore og Uvdal can be characterized as more reserved people compared to their neighbours in Hallingdal who tends to be described as more direct. The inhabitants of Nore og Uvdal are known as outdoor people, and many engage in hunting- and fishing activities further up at the mountain plateau of Hardangervidda. The knowledge of these practices amongst the locals has a high value, and so it has been for generations. Quite many choose a practical education to become craftsmen, such as carpenter, electrician or plumber. Lately, more girls and women have been choosing this type of education as well. However, most of the young women are moving out of Nore og Uvdal to get an education, and a higher share of the young men stay behind and start to work in practical professions. This fact leads to gender imbalance, with a quite high percentage of young men compared to young women.

The regional demographic trend in the southern part of Buskerud is urbanisation and growth, while the more rural areas to the north and west to some degree experience degrowth in the population.

Businesses

A multitude of businesses in Nore og Uvdal offer services in the fields of textile manufacturing and traditional handicrafts. Knitting and sewing the traditional folk costume called 'bunad', are also important crafts in the region. Some of these companies could benefit from a colocalization in Rødberg, contributing to make Rødberg a more attractive town. The municipalities largest industry is still the construction business. A worth mentioning cornerstone company in Nore og Uvdal is "Uvdal Maskinfabrikk". The company is a subcontractor to the Industry of Kongsberg and focuses mainly on producing components for the oil industry.

An important challenge of the European 15 process is to create awareness amongst businesses and show the potential that lies in Rødberg.



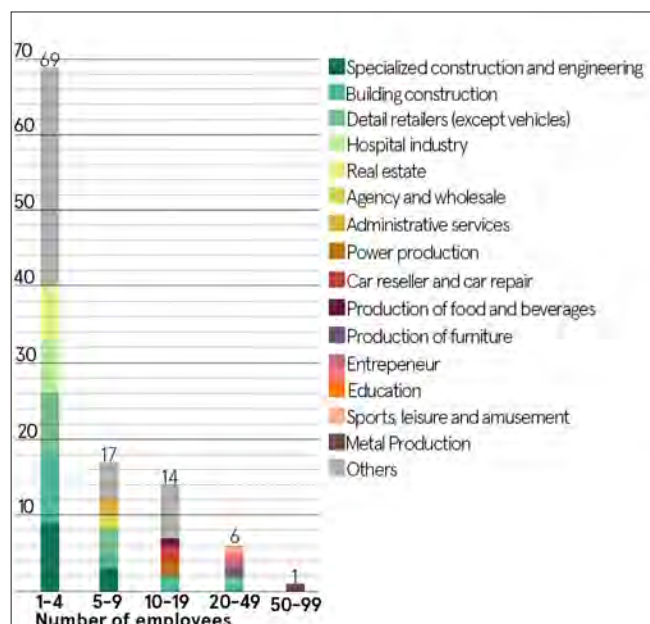
Distribution of the young population in Nore og Uvdal.



Decline in population, especially among young adults.



Langedrag Nature Park is one of the largest businesses in Nore og Uvdal.



Registered businesses belong exclusively to the primary industry and the public administration in Nore og Uvdal during 2017. Source:SSB

Making Proximities

Lack of social meeting venues

Several events such as 'the Rødberg Day' (Rødbergdagen) and 'Numedal Rally' (Numedalsrally) take place in, or near Rødberg every year. During these events, Rødberg's centre hosts a large number of activities and visitors. This has created an increasing need for public spaces suitable for hosting events with many visitors.

Lack of social meeting venues in Rødberg was highlighted as a problem amongst the local population during workshop and meetings in preparation for European 15. However, regardless of public opinion, Rødberg has several public meeting places. A leisure park next to Rødberg Dam holds a variety of possible activities such as skateboarding, beach volley, tennis and a playground for smaller kids. This park is an important meeting arena for the inhabitants of all ages, but it does not attract many visitors, and as such, the leisure park has an unresolved potential. Moreover, along the county road, there is a bakery with a cafeteria, a gasoline station serving burgers and a hotel, which also holds a cafeteria. All these places are important as meeting venues, but the commercial actors are situated quite far from the leisure park and they do not benefit from the activity taking place there. This raises an important question:

If excising meeting arenas does not attract visitors, how may the European 15 collaboration improve existing areas and ensure increased use?

Charging Rødberg with new programmes and activities

A new strategy is needed as part of reprogramming Rødberg. The community section in the municipality plan sets an agenda for a dynamic and beneficial town centre. Economic growth and social productiveness for both retailers and visitors, locals and second home dwellers, are in everyone's interest.

Can European open up for the new proximities which benefit Rødberg and Nore og Uvdal and the Kongsberg Region? The municipality is interested in looking for better solutions for the existing actors in Nore og Uvdal, and to create better opportunities for these actors to thrive in Rødberg. It is a thesis that a better Rødberg for its existing inhabitants and commercial actors, will attract more activity from visitors and new initiatives in the business sector.

The municipality has a proactive role in promoting the development of private enterprises in the centre of Rødberg.



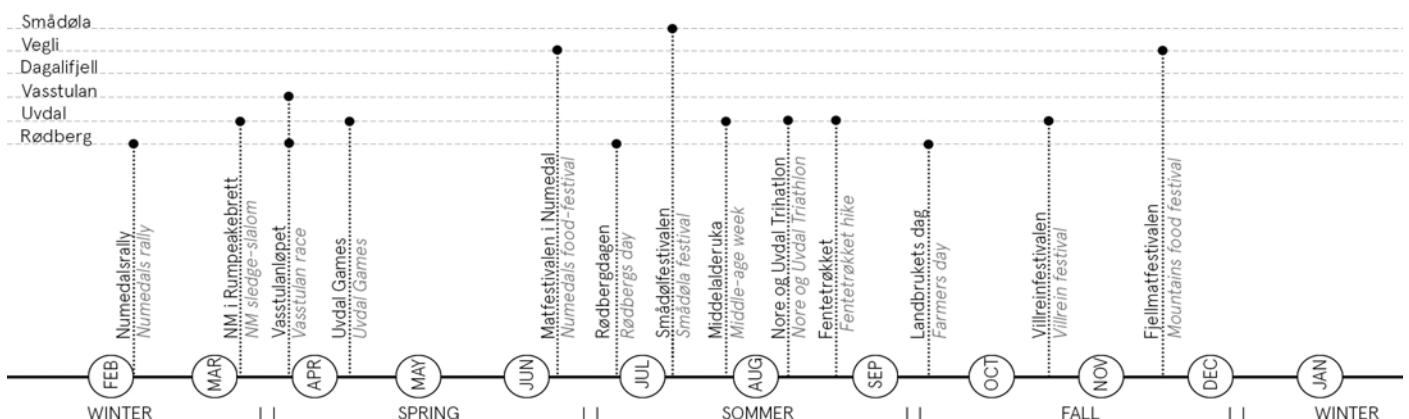
The leisure park and the tennis-volleyball court viewed from the west.



Gasoline station located on the south side of the county road.



Bakery viewed from the county road. Located on Bråflåtvgen 12.



Site Images



The bridge, a listed monument, seen from the west.



Rødberg's public library and swimming-pool, Rødberg school in the back.



The Downtown Road seen from the east.



The Industry House, building belonging to the municipality in poor state of repair.



Old train station viewed from the east.

Site Images



Waste water treatment plant seen from west, with the Fire Station located behind and the Leisure Park and the Hydropower Plant at the back.



The municipality's administration building.



The Rødberg Hotel.



The Rødberg Hotel and the Solvang building viewed from the west, from the Skogenberget area.



The Kiwi supermarket viewed from the north shore of the town.



The Bus stop viewed from the west with the Fire station, the Veterinary, the Waste water treatment plant and the old Train station in the back.

Competition Assignment and Guidelines

The competition assignment is to create a vision for a more attractive and better-connected town of Rødberg. The vision should charge Rødberg with new programs and create new synergies among existing and potentially new actors. Competitors must revise the mobility system and consider both reprogrammings of existing buildings as well as proposing new building masses. The vision shall consist of an overall spatial plan and a programmatic strategy for the project site.

STUDY AREA

The municipality asks a project proposal with a strong focus on the project site. In addition to this, it is also possible to propose new programmes and transformation of the empty municipality-owned buildings and vacant plots in the study area.

PROJECT SITE

A) An overall spatial plan for the project site

The main task is to create an overall spatial plan for the project site. The plan must show an infrastructural solution for the central areas of Rødberg that ensures the flow of all activities in the town centre, resulting in a better-connected town centre as a whole, and a more attractive main street for recreational and productive purposes. The overall plan must show improved connectivity and mobility between the following areas:

1. The main street
2. The railway station and the leisure park area
3. The Shore side area of the Uvdal river and the Rødberg Dam

Guidelines for the overall spatial plan:

1: The Main street:

Rødberg centre needs to open up, be more clearly defined and become a safer place for all users. There is a lack of informal, centrally located meeting places and furthermore a lack of connections between the main street, the railway station and the leisure park area. The concrete walls and the wide-spread asphalt do not create a good atmosphere in the town centre. Both store- and property owners are embracing the idea of a facelift of the main street. One of the municipality's main goals is to create attractive services for the second home dwellers and encourage to more frequent use of Rødberg centre.

- **ATTRACT:** How to make the second home dwellers go to Rødberg on cloudy Saturdays to drink coffee, shop, and use the leisure park? How can the main street offer arenas for informal meetings and become an attractive place to hang out? Where should new meeting places be located?
- **CONNECT:** How to improve the walkability of Rødberg centre as a whole? How to create an improved pedestrian connection from the main street to the railway station and the leisure park area? How to improve the connection between the main street and Rødberg School, Bergtun Nursing Home and the riverside?
- **MOBILITY:** How to make the bus stop safer?

Should it be moved to create a better connection with Rødberg School? Where to place new and spectacular charging stations for electric cars?

2: The Railway station and the Leisure park area

Arriving from Kongsberg or Oslo, the first impression of Rødberg is the closed railway station and the leisure park area. The competition seeks to enhance these areas and pursue ideas that answer the following questions:

- **ATTRACT:** How to develop the railway station and leisure park to become an attractive place for a wide range of visitors? Should the site where the storage facility, the fire station, the veterinarian office and the wastewater treatment plant be re-assigned for new purposes?
- **CONNECT:** How to integrate the railway station and the leisure park area to the main street? How to improve the connection between these areas? How to make a connection from the leisure park to the school area?
- **MOBILITY:** How to connect the railway tracks and the pedestrian route around the Rødberg Dam in the overall connectivity plan?

3: The Shoreside area of the Uvdal river

The Uvdal river flows into Rødberg Dam, and it is not easily accessible from the town centre. It can be argued that the Shore side of the river is somewhat underused and has the potential to be unleashed.

- **ATTRACT:** How to make the riverscape increase the attractiveness of Rødberg?
- **CONNECT:** How can the river be connected to the existing pedestrian route along the Rødberg Dam? How can the shoreside area be more integrated in the urban fabric of the town?
- **MOBILITY:** How to create a universally designed connection to the shoreside?

B) A programmatic strategy for the project site

The strategy should answer the question: How to obtain a more dynamic town centre of Rødberg in terms of economic and social productiveness? There is an urge to identify realisable projects lifting the attractiveness of Rødberg, and a need to establish a programmatic strategy for future development. The strategy should take into consideration the different parties who have an interest in the town centre and enable the local community to engage in the transformation of their surroundings. The competitors can decide how to visualise the strategy.

The strategy should emphasize the following:

- Define a variation of programmes and projects that can be implemented: both low threshold implementations in short term perspective and large investments with a long-term perspective.
- Define development in different stages. Some initiatives may be implemented simultaneously.

Guidelines for the strategy:

The task is to propose a combination of new programmes that emphasise Rødberg as a node in the productive territory. The new programmes can be proposed for empty buildings taking into consideration the suitability of the existing structure for a specific use, or for entirely new buildings.

Page 14 shows an overview of buildings and parts of buildings considerable for reprogramming. These are optional for the competitors to evaluate. The level of design should be on the concept stage, with a focus on how these projects could be drivers for Rødberg's transformation into a more attractive town for primary residents, second home dwellers, investors and entrepreneurs. The competitors can choose to implement and visualise one or more of these or leave them out altogether.

These buildings are in use but can be considered for a new use:

- A. The industry house. *The building is in a bad state of repair. It is possible to consider demolishing or refurbishing it for a new use*
- B. The Fire department, current location
- C. The Veterinary
- D. The Civil defence storage building

These buildings are empty or partly empty and can be considered for a new use:

- 1. Solvang, 2nd floor
- 2. Coopbygget; Sentrum 43, 1st floor
- 3. Sentrum 14, 2nd floor
- 4. Steinboligen, Tannlegevegen 14. *The building is in a bad state of repair. It is possible to consider demolishing or refurbishing it for a new use.*
- 5. Lokstallen, Train garage
- 6. Messa, the canteen
- 7. Syljerudvegen 20
- 8. Sentrum 9, 1st floor

List of proposed new programmes for the consideration of the competitors:

Central apartments:

The competitors can propose a location and concept design for 10 to 15 apartments within the project site and preferably on plots owned by the municipality. The competitors are free to suggest the amount and typology of new buildings or solutions for refurbishing and locating apartments into existing buildings. The municipality asks for a variety of typologies and sizes to attract different demographic groups as well as environmentally friendly low-cost projects suitable for people who want urban living qualities. This project has a high priority in the municipality.

An Energy Competency Centre

Can the existing administration building, adjacent workshop and garage/storage by the power plant Nore I (buildings T, U and W on p. 14) become more productive by transforming into a co-localization for businesses working in the field of energy and innovation? The

competitors can transform the existing building, make new additions to it, or propose something entirely new.

A Science Centre

Rødberg is situated in a rich territory. An idea is to establish a science centre for children and youth, where they can learn about the historic and contemporary productive territory surrounding Rødberg. Possible topics could be the unique wild reindeer herds in the area, hunting and fishing as part of a lifestyle in the area and the history of engineering in Rødberg. A possible location for the Science centre is in the area by the railway station and leisure park, but the competitors are free to propose other locations.

It is also possible to consider combining the energy competency centre and the science centre in one programme.

A Food Processing Plant

The rich food culture in the territory is tied to the local produce from the farms in the region. A common food processing plant for the region could have the benefits of increased animal welfare, decreased transportation costs, higher quality on products, and innovative and green development. The processing plant should also include publicly oriented spaces, such as a shop and a small restaurant. The competitors are asked to propose a location within the project site. It is possible to reuse existing buildings or introduce a new building mass. The processing plant should preferably be scalable and requires a minimum area of 280 m² with a ceiling height of 3,5 meters. The building needs large doors and space for trucks to deliver commodities.

Commission for the Winners



Photo: Ole Jørn Solberg

Nore og Uvdal has capital and will to invest in good projects that increase the productivity and attractiveness of Rødberg.

Possible commissions after the European 15 competition:

- Further development/detailing of the whole (or parts of) the overall spatial plan and/or programmatic strategy proposed in the competition.
- Design development of the main street.
- Design development for connections between the main street, and the railway station and leisure park area.
- Design development of the railway and leisure park area.
- Development of the proposal into a detailed zoning plan, if needed.

The Jury



Roar Svenning
Developer and founder, Bygda 2.0

In 2000, Roar Svenning took over the family farm at Stokkøya, a traditional coastal farm on an island on the coast of Mid-Norway. The land gives access to nature's edible resources on the green and blue side and includes a spectacularly placed beach. But due to depopulation and other challenges in rural areas, he decided to give life on the island five years of total focus. Today, the family-run enterprises Bygda 2.0 ('Rural'2.0) and the resort Stokkøya Sjøsenter & Beach Bar manifests this endeavour. The aim has been to develop a densified, modern living and working environment to stimulate sustainable social structures and modern living. Roar Svenning is a developer with a focus on holistic planning and he works with modern architecture as a tool to increase social qualities, local attractiveness and competitive advantage. Roar Svenning is also used as an inspirational speaker, debates and consultant in the development of both rural and urban situations.

Lisbeth Iversen
PhD fellow, Institute of Urbanism and Landscape, AHO

Lisbeth Iversen is an interior designer and architect. She has been City Council in Bergen Municipality from 2003–2013. From 2003–2007, she was the City Council for Urban Development, Climate and Environment, and from 2011–2013 she was the City Council for Social, Housing and Area Initiatives. Lisbeth was politically responsible for leading planning, implementation, financing and construction of the Light Rail in Bergen. Lisbeth Iversen has also been the leader for extensive urban development, park and urban projects and housing programs in the municipality of Bergen. From August 2013 she has been the chair of the Pilot project 'With a heart for Arendal' (Med Hjerter For Arendal) and is now also the project manager for 'Living Venues Arendal' (Levende lokaler Arendal). Lisbeth is among other things on the board of Norsk Sentrumsutvikling and is a member of Place Making Leadership Council, PPS.



Caroline Dahl
Architect and urban designer, PhD fellow at SLU Alnarp

Caroline Dahl has worked with urban planning and design for various public and private entities, currently through her research-oriented design practice smog studio. She earned a Master of Spatial Planning at the Blekinge Institute of Technology, Karlskrona, Sweden, and a Master of Architecture at SCI-Arc, Los Angeles, USA. Caroline is Head of the Think Tank Movium at the Swedish University of Agricultural Sciences where she also serves on the editorial board of the Swedish professional magazine Tidskriften STAD. She is a PhD Candidate in landscape architecture on the subject of urban transformation processes, and Board Member of RIEAch, The Research Institute for Experimental Architecture. She frequently serves on juries of various awards, among them Chair of the Scania Architectural Award and Co-Chair of the Swedish Architectural Association's Award for best masterplan.





Robert Mull
Head of School of Architecture and Design, University of Brighton

Robert Mull was born in Cambridge in 1960. He was educated at the Bartlett and the Architectural Association. An architect, educator and activist, Prof Robert Mull was until 2015 Director of Architecture and Dean of the Cass Faculty of Art, Architecture and Design (affectionately dubbed the Aldgate Bauhaus) in London. He has taught widely in the UK and internationally and held visiting professorships in Vienna and Innsbruck. He was a founder member of the architecture collective NATO and in 2013 he co-founded a new school of architecture in Moscow. Today, he is a Professor of Architecture and Design at the University of Brighton, Visiting Professor at Umeå University and Director of Innovation at Publica, the London based urban design practice.

Johanne Borthne
Architect MNAL, Partner at Powerhouse Company AS

Johanne Borthne joined Powerhouse Company as a partner in 2017 and is responsible for the Norwegian branch of the practice. Between 2010 and 2017, Johanne was a founding partner of Superunion Architects in Oslo. The office won several international competitions for major schemes in Norway. In 2014, Wallpaper magazine named Superunion Architects among the top 20 of the world's best young architecture practices in its directory. The founding partners received one of the most prestigious cultural recognitions in Norway, the Anders Jahre's Prize for Young Artists, in 2014. Johanne has been included on several architectural juries and has given lectures all over the world. In 2014 she participated in the Sino-Norwegian Architects Forum at Xi'an, China, in the TEDxOslo in 2013 and at the Day of Architecture: Norwegian Sustainability, Haugesund, in 2012.



Gisle Løkken
President National Association of Norwegian Architects

Gisle is an architect, founding partner and manager of 70°N arkitektur, Tromsø. Through architecture practice, teaching and writing he has developed an experimental approach to architecture, urban development and planning, both locally and in a broader Scandinavian, and the Arctic, context. Gisle Løkken is a demanded teacher, lecturer, assessor and jury member in competitions and prize committees, nationally and internationally. His work has been exhibited, published and awarded. He has been a member of the European scientific committee and is currently the president of the Norwegian architect association.

Maria Hellström Reimer
Professor in design theory, Malmö University, School of Arts and Communication

Maria Hellström Reimer is trained as an artist and with a PhD and Readership in landscape architecture, her research is interdisciplinary concerning the aesthetics and politics of art and design broadly speaking, including questions of criticality, methodological experimentation and social mobilisation. Recent writings include articles such as "Cut, Make and Trim: Fast Fashion Urbanism in the Residues of Rana Plaza" (in Frichot, Gabrielsson, Metzger, eds., *Deleuze and the City*. Edinburgh: Edinburgh University Press, 2016); and "Playing the Green Card: The Commodifying Fiction of a Derivative Jardin-Forêt" (in *Architecture and Culture*, Vol. 5 2017, special issue "Solids and Flows: Architecture and Capitalism").



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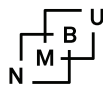


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