PV753
KARLSKRONA, SWEDEN

DEFINING THE CONCEPT!

01:00 / MEET THE DIGITALIZATION:
Did you think digitalization only was about adding ones and zeros to a product or service? Think again

These six users presented are all a part of the digitalization, just as you and I. We strongly stress that the digitalization of our world and the techno-cultural revolution that happens all around us is more than new fancy products that streamlines our society, it is a way of speaking and thinking about the world. The users is therefore a design tool that help us understand the multilayered socio-economical questions are all a part of the political debate which need to be addressed in the way we design our future.

THE HIPSTER:
The rockabilly of the 21th century.

The hipster is a part of the so-called creative class. He has an academic degree and his work on a advertising agency is a big part of his identity. He lives in the city center, takes his road bike between the office and home, has learned to be ecologically and watches over his consumption while he still enjoys a long weekend trip to other european cities. He is a part of a carpool so he can drive out to the nature when needed. He despises the current political turn to the right, and shows his political interest by writing sarcastic messages on twitter as a part of his identity. His kids has now left for the city while the school has become a refugee camp. He feels alone, and sees the nationalistic political wave, even though he not believe in it, as something. What else is there, when the juggernaut is running out of control? He would like to move, but he would never get a house and a workshop like the one he has. He would like to start something by himself, if he only dared.

THE ANGRY WHITE MAN:
He who got caught in the middle.

Is he really angry? Maybe he is just confused, lost in a universe of events that he not fully understand and seems outside of his control. He grew up outside the city where everyone was working in the local industry. He was young during the happy 80s, the era of ABBA and the business boom. Craftsmanship has always been seen as an obvious part of life. He worked in the local industry when it closed during early 00s and saw services disappear with the wave of neoliberalism that swept over the country. His kids has now left for the city while the school has become a refugee camp. He feels alone, and sees the nationalistic political wave, even though he not believe in it, as something. What else is there, when the juggernaut is running out of control? He would like to move, but he would never get a house and a workshop like the one he has.

THE DIGITAL NATIVE:
The "wireless" generation.

As a part of the millennial generation, the the digital native grew up in an academic family who had everything, a summerhouse, a boat, two cars and a mountain lodge. With parents working day and night to paint the house or pay for whatever that could appear from out of the blue she saw the backsides of mass-ownership. She often ask herself: Is owning really everything? The digital native is the first generation born wireless in a world where we all are our network stations. In her life there has always been two types of clouds, the one that carry your things, and that strange thing with raindrops. She have grown up in a world were crisis is status quo, refugee crisis, climate crisis, housing crisis. Sometimes she meet up to protest, but many of her friends have unfortunately already lost their belief in the current leadership.

THE SILVER TSUNAMI:
A generation of digital immigrants.

There is a silver tsunami coming in. The post WWII generation is turning old. Or what is old really? In 2013, both swedish men and women had a life expectancy of over 80 years for the first time, and it is expected to continue upwards. It's a generation that has built the welfare system of today, and are characterized by strong collective views on the society. Nowdays they often feel confused and lost in the rapid changes towards an individualized society. They are "digital immigrants", and still enjoy good face-to-face service, which can be hard to find. In general, the silver tsunami has a high interest in the cultural society and you often find them spending time in non-profit organizations. The productive platform must organize, describe, educate and offer financial support so it becomes equally accessible to users from different social groups, even for those without an academic education.

THE NEW SWEDES:
Seraching for a common language.

During the refugee crisis in 2015, 163 000 immigrants traveled past the Swedish borders in seek for asylum. Almost double the amount than during the Balkan wars in the 90s. This time the new swedes came from Syria, Afghanistan and Iraq. It can be quite a culture clash coming to a cold and sparsely populated country that enjoy eurovision song contest, snaps and fermented herring. As it wasn't enough, they also enjoy an enormous housing crisis along with a incredibly high level of education which makes entry level jobs hard to find. But there is hope, only 8% find being born in Sweden as a criteria for being a swede, in fact swedes doesn't care much about traditions either. To be considered as a swede 93% finds it important to speak swedish. But how do we learn a new language among those silent swedes?
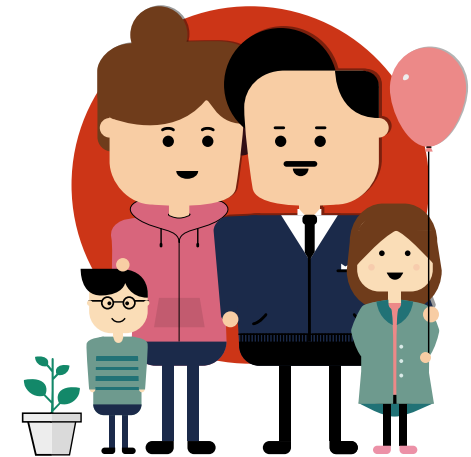
THE NUCLEAR FAMILY:
A symbol of equity.

The Nuclear Family had its peak during the 60s together with the 'Million Homes Program' whereafter they quickly became modernistic symbols who didn't fit in the post-fordian version of Sweden where individualism became the symbol of strenght. But even in 2017, the nuclear family is the most common form of household. In fact, we are again talking about the rise of the nuclear family. As highly educated families has become more equal, the number of divorces has been reduced. Today it is finally possible to prioritize two careers while raising a child, or maybe even two two. But it could always be easier. If the nuclear family is allowed to dream, they would like to live near a kindergarten, To be considered as a swede about that, but they would also would like to have an office integrated in their home. Couldn't that be done pretty easy?
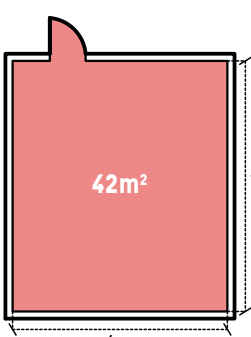
01:01 / THE PRODUCTIVE CITY MANIFESTO:
Design parameters for a megastructure in rapid change

The purpose with Hattholmen is not to start a revolution, but rather responding to one. The ongoing techno-cultural revolution which leaves people with a feeling of confusion should not be fought back by big armies or completly new and unfamiliar environments. The answer is not nomad cities where everyone is sharing everything that further divides us socio-economically. The answer to revolution is not revolution. The question is rather, how much, or little, can be done within the urban structures we enjoy? How can we use the digital revolution and our changing lifestyles as a tool to put people in control of their own environment while making them comfortable with the ongoing revolution and the consequences of modernity?

The productive city manifesto presents five design parameters for carrying the city from mechanization to digitalization. As the contemporary city fight against an identity crisis, the manifesto establishes a way of thinking and talking about the city in terms of productiveness, digitalization and urbanization. The revolution should not be led by large companies such as Uber, or introverted carpools based only on financial incentives. The leaders of the digital revolution should be the tribe, your tribe, my tribe, our tribe.

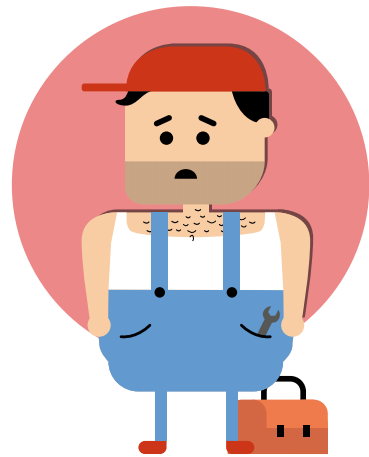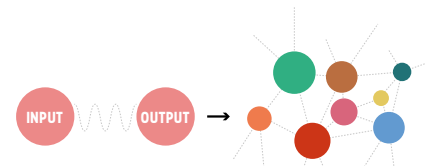### 1. DESIGN CITIES AS PLATFORMS INSTEAD OF MACHINES:
*Moving from mechanization to digitalization*

The earth has now four spatial territories to fight and defend, land, sea, air – and cyberspace. We need to make people comfortable in the transformation from mechanization to digitalization instead of something distant and spaceless. A part of this is understanding the productive city as a platform instead of a machine. A machine should through the rationality of input and outputs guarantee a predetermined outcome. The platform don't operate according to predetermined outcomes, it feeds on the indeterminacy of the outcomes. The platform must move beyond the linear thinking to tolerate the multiplication of lifestyles in the contemporary city. The aim for a platform is the creation of a sophisticated interface that limits down the possibilities to make them manageable and understandable for the users.
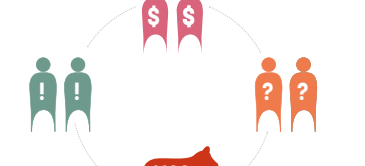
2. DESIGN PLATFORMS AT THE LOCAL SCALE:
Mapping local assets and double usages

Platforms pull things together into temporary higher forms and add value both to what is brought to the platform and the platform itself. The key for any platform is the scale, the paradox is that building too small platforms, sharing or production cannot reach the critical mass, but too big platforms, any sense of community is weakened. New inventions are easier to accumulate if they can be combined with others that already exist. So for a platform to survive, it must first be integrated with the local productive space. To create the productive platform we need to map local assets to understand how the existing functions can be integrated and what future structures that could be shared. By reusing existing knowledge, the platform maximizes its opportunities while minimizing the dangers.
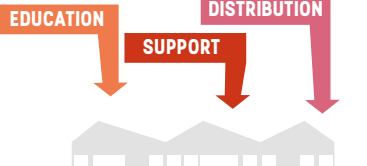
3. MAKE PLATFORMS AS MORE THAN INTROVERTED CLUBS:
Accessibility as more than an excuse for segregation

Sharing is not only about providing access for as many as possible. It is most importantly about well-being, by sharing resources fairly, rather than the ability to pay, we learn treating our earth as a common property. It is not enough only to provide access to tools - e.g. through carpools or makerspaces, since it seldom becomes more than introverted clubs for the creative class. Developers, businesses, citizens and municipalities must work together in moving the platform beyond accessibility, otherwise we risk to loose the social possibilities that is far more valuable than individual gains. Therefore, the productive platform must organize, describe, educate and offer financial support so it becomes equally accessible to users from different social groups, even for those without an academic education.

4. BLUR THE LINE BETWEEN THE FORMAL AND INFORMAL:
New housing forms and interdisciplinary social hubs

As the digitalization is blurring the line between the formal and informal economy, it has become easier than ever to become a small scale entrepreneur. Work has become more individualized with a more fragmented labor market where unionized jobs are losing power. Therefore we need to design new housing forms and social hubs that blurs the classical division between workspaces, leisure and home. Platforms where individuals can come together to build trust and stimulate personal interactions across social groups and professions. As work has become a lifestyle, it must allow people to be creative in their division between the formal and informal, between working, sleeping, eating and socializing. The informal economy is as much about knowledge and trust as it is about consumerism.
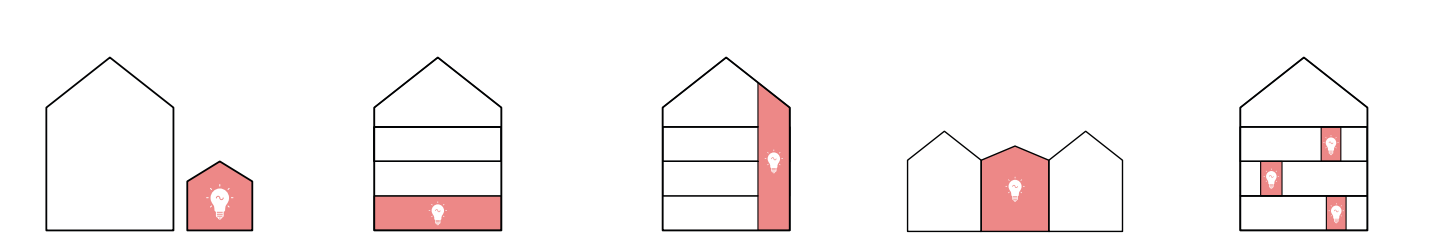
5. MAKE SPACE FOR ACCIDENTS & RADICAL ENGAGEMENT:
Invite self builders and accept some unpredictableness

Any lasting revolution is bottom up, so also the digital. Therefore we need to make place for bottom-up movements and self-builders in the city. This means design spaces that operate between the market and the decision-makers which empower users to influence the overall design and rules of the system. Since the contemporary city is an accidental megastructure based on designed or undesigned accidents, we must understand that any intervention is an innovation of new forms of accidents. Therefore must build a platform that allow accidents to occur through the users own trial and errors. A well designed platform can not account for the accidents that occur, but it can turn accidents into assets. Therefore we must dare to invite the unpredictableness that bottom-up movements provide in the pursuit of permanency.

01:02 / THE 20%:
Making space for a multiplication of lifestyles and needs

1. THE MEDELSVENSSON:
Can we use our space more efficenctly?

The average Swede is named Johansson and lives on 42m2. The classic separation between housing units and work units from the industrial era is slowly fading away due to a more fragmented and individualized labour market. Therefore we belive this space can be far more optimized for the digital era.

2. THE PRODUCTIVE SPACE:
Defining the space that will change our lifestyle

By optimizing the space, it is possible to use 20% as a user-defined productive space open for interpretation and creative activites. A flexible housing unit that blurs the line between work, leisure and productivity through a user-defined space open for formal, informal or community based production and creativity.

3. THE PERSONAL PLATFORM:
Personal gains and private functions

The Productive Space could of course be private, and more or less integrated within the singel home, e.g. as a workspace. It can give personal gains as e.g. an extra income and a possible standard tax deduction of 4000:- per year for having a workplace integrated in the home. Or more, if you can prove it.

4. THE NEIGHBOR PLATFORM:
Semi-private functions and collective use

Sharing is not only about possibilites comes when the space is shared. It could either be on a smaller scale together with neighbours where it is possible to create a platform based on micro-transactions, trust, and identity that could offer the flexibilty that the contemporary city of the digital era demands.

5. THE COMMUNITY PLATFORM:
Large scale community commons

Or it could be shared on a bigger community scale. If 100 people would share their productive space, it would give 840m2 of possibilites and freedom to bring together individuals to stimulate personal interactions across different groups and professions that reach far beyond the personal gains.

6. THE PRODUCTIVE LIFESTYLE:
Re-defining the home of the 21th century

So why only use homes for sleeping and eating? Why not as social hubs and platforms stimulating personal interactions and productiveness? By re-evaluating our existing use of space a little bit, can we create cities that meet the needs of the multiplication of lifestyles in the contemporary city.

01:03 / HOW TO INTEGRATE IT:
A decision between developer and users

A. THE SEPARATE:
Small and flexible

The Productive Space as a separate building on the plot either as a small private space or a community common.

B. THE BOTTOM:
Urban and active

The Productive Space as a common ground floor that work as an entrance to the building and activate the street.

C. THE FACADE:
Vertical and open

The Productive Space as an active facade facing the street and a common vertical space through the building.

D. THE INBETWEEN:
Large and public

The Productive Space as an individual articulated building volume in a block, shared by families or neighbors.

E. THE PRIVATE:
In the apartment

The Productive Space as private room integrated in the apartment or as a common function for the whole floor.
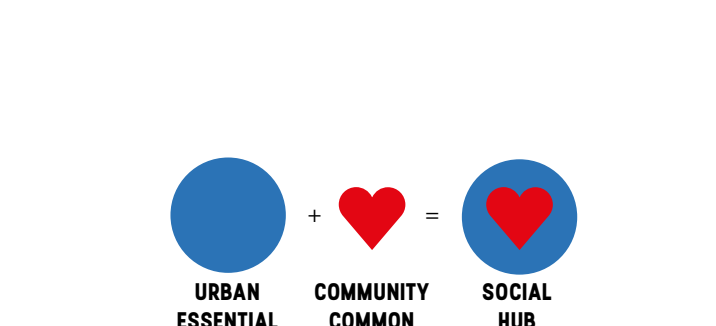
01:04 / THE PRODUCTIVE PLATFORM:
The elements defining the platform
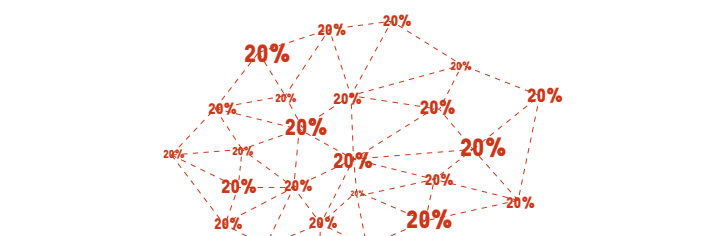
1. THE 20%:
Put people in charge of their own productive space

The 20% is developed together with the municipality, developers and local actors to create a network of individual or common spaces for formal or informal production. It should be the 20% that can turn your hobby into an extra income, your neighbor into a friend, or your work into a part of the community.

2. THE SOCIAL HUBS:
Fixed meetingplaces based on urban essentials

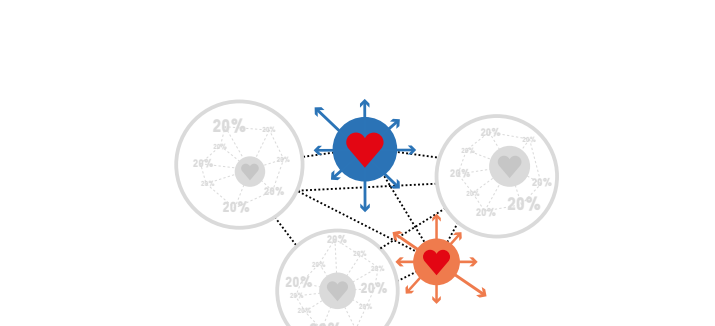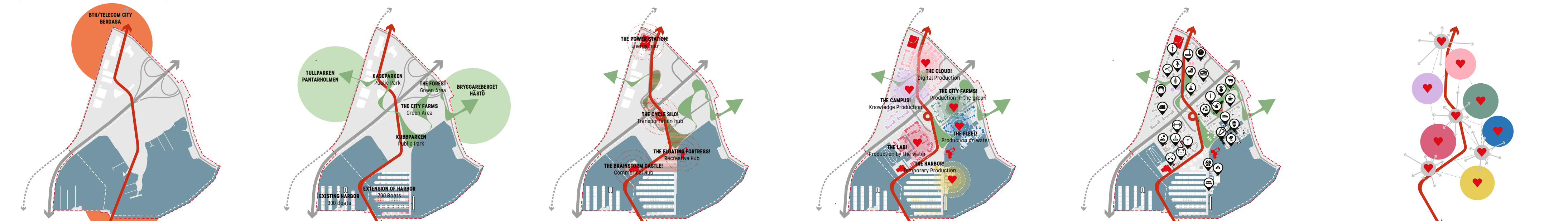URBAN ESSENTIAL + COMMUNITY COMMON = SOCIAL HUB

The social hubs are built upon essential functions the city need to facilitate for its inhabitants, e.g. parking, waste handling and education. By integrating community commons they become social hubs where people meet accross social groups to build trust and knowledge, as well as for the platform to reach out to the city.

3. THE PRODUCTIVE CLUSTERS:
Grow local communities of different productive identites

A cluster is a permanent or temporary community where people are sharing or developing their productive space. The social hubs defines the identity of each cluster, and distribute the 20% within its borders. The social hubs help to transform the clusters from introverted productive spaces to extroverted local meeting places.

4. THE DISTRIBUTION NODES:
Self standing hubs distributing users, goods and ideas

The productive platform can't survive without inputs and outputs from the rest of the city. The distribution nodes are self-standing hubs that include the whole city in the platform. These nodes could be built on essentials that need a large input for surviving, e.g bigger commercial functions or large transportation nodes.

IMPLEMENTING THE CONCEPT!

01:05 / FROM AXIS TO PLATFORM:
Adapting The Productive Platform-concept on Hattholmen

1. INTRODUCING THE PRODUCTIVE AXIS:
Connecting the local productive spaces

The Productive Axis work as a transit for pedestrians and bicyclists through Hattholmen and Muddret connecting the administraive and commercial city center with the productive spaces in north with the university, hospital and teleconcity.

2. WAVING TOGETHER THE GREEN AND THE BLUE:
Re-connecting the green and expanding the harbor

Extending the guest harbor to contain 1000 boat places and re-establishing the green axis to connect with the surrounding green areas as a tool to bridge the existing barriers in east-west direction and create new public parks and green areas.

3. A COMMON FLOOR FOR THE CITY:
Defining entrances and attracting users

Catalyzing the development by placing distribution nodes in the entrances sourrounding districts and along the productive axis. Preventing gentrification and opening up the harbor for non-commercial activities as a continuation of the city center.

4. DEFINING CLUSTER AND SOCIAL HUBS:
Six new neighborhoods and meetingplaces

Creating space for different characters and identities of the productive lifestyles on land, water and in the green. Strenghtening the local identities and creating extroverted meetingplaces to catalyst the development inside the productive clusters.

5. INVITING AND DEVELOPING THE 20%:
Adapting to lifestyles and intrests

A dynamic and gradual development of peoples personal productive space around the social hubs together with local actors and developers. Creating formal and informal functions that activates the everyday life inside the clusters.

6. THE PRODUCTIVE PLATFORM:
A productive interface for the 21th century

The productive platform provides a flexible and robust platform of clusters for the era of digitalization integrated in the productive space of Karlskrona connecting the university area with the city center. A platform open for trial and error that feeds on the users own input.

01:06 / THE STRUCTURE:
Flows, functions and identity

1. BUILDING HEIGHTS:
Framing, shielding and activating

The hight varies according to programmatic and contextual requirements, so that the buildings are higher towards major roads and active streets and lower toward green and blue areas.

2. SUN AND SHADOW:
From the morning coffee to the evening wine

By following the sun during the whole day. From the morning coffee on the breakfast deck to the evening sun over the market hall, to the all-day sun on the pocket beach.

3. TRAFFIC:
On the pedestrians permission

The traffic is characterized by one main connection serving the area connected to local streets for drop off. The meeting between the green axis and the road, creates shared spaces and crossings.

4. THE HARBOR:
Coherent and central

By gathering the harbor in one basin it is easier to handle the large flow of people during the summer months while open for a diversity of private/semi-private blue pockets around the area.

CATEGORY //	A x B		
1 //	2,4 x 5,15	3 //	3,6 x 7,25
2 //	3,0 x 6,25	4 //	4,2 x 8,25
		5 //	5,0 x 10,25

5. ACTIVE GROUND FLOOR:
The common and commercial functions

Commercial Functions are primarily located around the productive axis, while the common functions are intertwined in corners between the commercial and private functions.

SOCIAL HUBS and 20%
COMMERCIAL

6. ACTIVITY ZONES:
Shifting identities and experiences

The public areas are defined by five thematic and seamlessly integrated landscapes creating a series of experiences - from the watersport areas in the lab, to the animals in the city farms.

MAIN CONNECTION — THE CITY FARMS
COMMON FLOOR — THE FLEET
THE LAB — THE HARBOR

01:07 / THE BUILDINGS:
Adapting to local context of Karlskrona

1. TYPOLOGY:
Combining the picturesque with the urban

Combining the small scale treehouse typology from Björkholmen with the urban control of Trossö. The buildings have in general only one or two full floors while the long sloping roofs creates an urban setting while still maintaining the small scale feeling.

2. EDGES:
Creating nisches of social life

The blocks are composed of individually articulated building creating a greater diversity in housing forms and developers, while making it possible to work with displaced volumes to creates a variation of public and private nisches along the facades

3. CONNECTIONS:
Personal gains and private functions

Each 'block orients and opens towards the social hub inside the cluster. The social hub also becomes the signature building of each cluster which is distinguished in its typology from the rest of the structure while also creating a unique identity around it.

01:07 / THE VIEW:
The Productive Platform seen from Bryggareberget