FredericiaC, Denmark

Constructing new content for more sustainable spaces

Jan-Christoph Zoels
Engaging citizens in Frederica  Experientia participated, together with Arup and Effekt, in a parallel competition for the urban development of 22h in Fredericia, Denmark.

The top four proposal (which includes Experientia) will contribute to the final master planning process. Based on the competition entry, Experientia is designing temporary events and spaces for FredericiaC, and to engaging citizens in the build-up to the project master plan.

www.fredriciac.dk

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**Future involvement in FredericiaC** The FredericiaC development board involved Experientia, together with Arup and Effekt, in the making of the development plan, which stems from a combination of the best ideas in the winning proposals. This process has just started.

The client has identified food strategy - as a trigger of economic development, identity and participation - and in participatory design activities for the masterplan and for the individual districts.
Business as usual:
Breakdown of developer's 40 year carbon footprint
(metric tonnes of CO$_2$e)
**2011 – FredericiaC**

**Personas: the growers of FC**

**The creative grower**

**Kirsten**

2011 - Kirsten is 26. She’s attending a “cultivateyard” workshop, staying at the “scattered hostel”. Her art uses spare parts that she finds at the “repair clinic”.

2015 - Kirsten decided to stay in Fredericia. The “find your feet” agency found her work organising the city’s artistic activity. After a gardening workshop she attended some months ago, she shares a window arm with her neighbours. She does not own a car, and uses public transport and her bike.

**The everyday growers**

**Helena, Mads, Hans & Thora**

2011 - Helena, 33 years old, “social strategist”

Mads, 31 years old, acupuncture specialist

Hans, newborn son

Thora, newborn daughter

2015 - Helena and Mads, early 30s, have a baby boy. They commute from Harndrup to Fredericia, but are getting involved in Fredericia C’s activities.

2015 - The couple move to a Fredericia apartment, on the “sustainable housing kit” programme. Helena is pregnant with a girl. Mads runs his business in a “flex shared space”.

He likes the “peer2peer exchange” activities at the shipyard, where he learns how to make a window farm to grow herbs.

2036 - Helena runs the “find your feet” project, in the social jobs sector. Mads has founded an “alternative medical centre”. Their children are true “Fredericia children”, having grown up immersed in the city’s life.

**The romantic grower**

**Peter**

2011 - Peter, 56 years old, writer and journalist

1 daughter, 30 years old (doesn’t live with him)

2011 - Peter is a 56-year-old writer. He has a weekly newspaper column about Fredericia’s history. He loves sailing, and runs the city “memory box” project.

2015 - Collecting the city’s visions is a passion for Peter, and he wants the “memory box” to become more interactive. Through the “peer2peer exchange” he shares his sailing skills. Health problems mean he frequents the “360” health centre, and joins a “run around town” group, who walk their dogs together.

2036 - At 80 years old, Peter passes on the torch of the “memory box project”, which continues to thrive. He attends the “360” health centre daily, for therapy and rehabilitation.

**The recreational growers**

**The Andersens**

2011 - Thomas, 43 years old, employee in a construction company

Anne, 40 years old, office manager

Niels, 8 years old, student

Malthe, 10 years old, student

Thea, 15 years old, student

2011 - The Andersens are a family of 5, living outside of the city. Thomas travels a lot for work, and Anne works part-time. The three kids are at school.

2015 - Thomas wants to join the “local coaches”, to learn about carbon footprints. Anne helps organise the “hygge solstice communal eating” party. Their youngest son does e-learning while he plays pro football. The oldest son plays “street games” with other Fredericians. Their daughter’s boyfriend is applying for a “start you up”, for his business.

2036 - Retired, Thomas spends time with his grandchildren at the “grandparent-grandchild playcentre”, and is a “local coach”. Anne is part of the “somewhere social” group and the “local elderly centre”.

*Designed by Experientia*
How Fredericia grows until 2036
Ideas for temporary uses of Fredericia Shipyard

Food and hospitality
- Welcoming shipyard
- Eat in a can
- Shop and eat
- Finger licking food
- Hygge silhouette dinner
- Barbecue in the clouds

Memory
- Young chefs
- Pop-up restaurant
- People-made maps
- Media architectures
- High-low tools
- Memo-art festival

Grow your city
- Wall of wishes
- Memory hacking
- City games
- Sound lab
- Carbon clock
- Urban informatics

Events
- Light garden
- Somewhere social
- Common ground
- Cultureyard
- Temporary house
- Saturday fairdays
- As light as a kite
- Up in the air
- Giants edge game
- Fredericia Rocks
- Floating boat park
- Zulu summer bio
- Building long boats
- T-Championship
FredericiaC Nursery - Evolving city life

- Fun park
- Life-size Games
- City Memory Lab
- Community Picnic
- Floating Hostel
- Cooking workshops
- Documentaries
- Food Market
- Art Event
- City Sofa
- Audio tour
- Sound lab
- Fredericia Rock
- Clubbing
- Balloon festival
- Bike sharing
- Parkour
- Exploration games
- Sports
- Green Nursery
- Open Air Cinema
- Concerts
Examples of possible events:

**Open Air Cinema**
Zulu sommerbio, classic films, fredericia film festival.

**Concerts**
International bands, folk festival, new talent festival, fredericia rock festival.

**Sports**
Iceskating zone in winter time, figure iceskating exhibition.

**Clubbing**
Disco sessions on saturday nights, international dj sessions, fredericia electronic festival, sunday morning chillout.

**Green Nursery**
The green nursery
Plant a seed in FredericiaC
Homergrow parties
Window Farming

**Lounging**
Urban beach in summer time at the small drydock, bath facilities, playground area for children, beach-volley.

**Art Event**
Art exhibitions, outdoor sculpture, memorybox, industrial photography exhibition.

**Food Market**
Food market on sundays. Food and dining.

**Floating Hostel**
Cafe bar, “chiringuito”, summer terrace.

**City Memory Lab**
Living memory lab
Future Lab
Youth Lab
Experientia s.r.l.

Torino (HQ)
Via Cesare Battisti 15
10123 Torino
Italy

T +39 011 812 9687
F +39 011 813 4121
info@experientia.com
www.experientia.com