



Carlsberg City District

Copenhagen, Denmark

Marco Polo describes a bridge, stone by stone.

_ But what's the stone sustaining the bridge? _ ask Kublai Khan.

_ The bridge is not sustained for this or that stone _ answer

Marco Polo _ but through the bend of the arch that their formed.

Kublai Khan rest in silence, thinking. Thereafter ask:

_ Why to talk about stones? Only the arch interested me.

Polo answer:

_ Without stones the arch doesn't exist.

Le città invisibili – Italo Calvino

The main idea of the design to Carlsberg city district is a narrative collage of buildings, gardens, trees and streets on a human scale in a setting, which is both historical and contemporary.

The purpose of this project is not only to meet functional requirements, but to create a dense, vibrant and pulsating city district.

The functionality and durability of such district depends, to a large extent, on its acceptance by the public. It's him that complete and finishes the place, so the city is a place in constant development and never totally finished. This empowers the inhabitants' innovation and reinforces the spirit of the place. The brief itself proposes that the future Carlsberg city district should be a place that adds something unique to Copenhagen.

A wide variety of functions are catered inside the site competition and it is our task to design a city district which integrates Carlsberg' history to his urban spaces and architecture in an important and an original way.

It's also our task to project a district accepted as a place with a dynamic framework, yet so opened that new elements can be added and new spaces and activities are created ever reinforcing it and the large history of Carlsberg A/S in Copenhagen, Denmark and in the world.

The urban design proposed to Carlsberg will create a place, with new standards of town planning, characterized by intense life city in which people are going to live there and neighbour districts can use at anytime.

This project is not only the future Carlsberg district as an architectural attraction, but leads people to perceive the excitement of the place by showing its diversity and vibrant urban life unfolding in the area as a whole.

The design reflects a sense of quality and a clear desire to create something poetic and beautiful rather than something easy, simple and rational.

The development and conversion of the site, as well as the rich narrative of the history of Carlsberg must be integrated into Copenhagen's regular life, by creating of a strong urban identity.

The future district's inhabitants will be captured in a new and different landscape where open, covered and closed spaces interact to form a holistic and contemporary organism, developed on diverse residential and commercial units, including of public and cultural facilities, a large green structure for active and passive recreation and traffic connections with neighbouring areas and the city.



The urban idea to Carlsberg city district is a design with a strong identity based on the residential and commercial diversity, including cultural and educational facilities, conversion the cultural heritage, maintaining and increasing the existing green areas accessible to the public and the link of the new district with neighbouring areas to the rest of Copenhagen.

We propose an area as diverse and versatile as possible, where the city and the public and private spaces are organized to cater to the needs and requirements of everyday activities, student life, recreational activities, working and cultural life and indoor/outdoor life all around the clock.

The new urban spaces and functions should inspire different activities together with active and passive recreation. It will provide the Carlsberg site an urban district vibrant, safe and secure with physical and social integration both inside and relative to the city around it.

As the private spaces, the Carlsberg's public spaces vary in size, function, expression and character, designed to ensure that urban life arises spontaneously and safely all year over.

In this way the Carlsberg cellars and a great part of the existing building stock can be used for new social and cultural purposes. The new city district urban life will be rigorously and creatively integrated.

The design promotes different functions and housing types, cultural diversity, making Carlsberg an environmentally sustainable area in focus to buildings, traffic system and the usage of green areas. We work with elements such as density, heights and depths in order to provide new creative proposals for a sustainable city, whilst realizing the vision of active urban life and making diversity, environmental protection and economic aspects. We believe this is important for profitable and financially attractive plan to urban development of the area.

Carlsberg completes itself because it is a Copenhagen' part. It is a city district open over the city, where its inhabitants can usufruct the benefits of both.

Credits

partner in charge: Paulo Pontes

competition team:

Artur V. Cordeiro

Project sheet

client: Carlsberg A/S

status: competition 2007

site: 300.000 sqm in Copenhagen close to Valby Hill

program:

The urban design to Carlsberg city district establish about 3.000 housing units, workplaces for closely 13.000 people and a various facilities for culture, entertainment, education and other activities in the site, besides can attract a lot of visitors each year.

type: master plan