



# KUNGSTORGET

*refined fragments of the past - outlines for tomorrow's trading*

a Master's Thesis by Alexandra Lindberg & Maria Persson  
Chalmers University of Technology, 2012



**CHALMERS**

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Chalmers University of Technology, 2012  
examinator Sten Gromark, tutors Jonas Lundberg, Björn Gross & Lena Hopsch

*ABSTRACT*

Compulsive shopping, declining resources and rapidly growing garbage dumps – contemporary consumption patterns have shown to have rather negative influences on both our lives and our environment. Through history, the trading place was the centre of the city where one could exchange or buy goods and others earn their living. It was a meeting place from where social structures were established. Hence we ask ourselves; is it possible to redevelop the commerce context into something sustainable? Can the setting through architectural interventions be extended to include a variety of actors, meetings and recreation?

The topic is explored through a designed proposal of Kungstorget in central Gothenburg. The plot was once a vivid market place but the intense trading is today a faded memory. To understand needs and potentials of city, plot and user, research and design are conducted in various scales, zooming from large, medium to small. The process is supplemented by theory regarding consumption and space.

The final proposition presents our ideas for how a commerce context can be developed. It aims to supplement the city centre's range of commerce contexts through four architectural interventions; an untempered structure, permanent premises included in the landscape, mobile pavilions and supplementing equipment. The new Kungstorget adapts to the city's ever-changing demands and invites a wide range of actors to participate and revitalize Kungstorget as an animated public space of Gothenburg.

A mix and a reinterpretation of commerce typologies could make way a wider range of actors within the city centre. If smaller and less profitable actors imply more intimate commerce settings – could the social act of consumption be strengthen and informed to include knowledge and awareness regarding e.g product origin and asset? If a commerce context is made rich through a variety of various actors, recreational activities and other function, could it stimulate our sense of belonging? Would it make us choose local economies in favour of external malls? Hence, could an extension of the commerce context imply new resilient consumption patterns?

TO THE READER

We began our master’s thesis by reading articles and freely search for input. We agreed that the impact consumption has on our lives and the society is intriguing but uncomfortable. With these thoughts in our minds, we began to speculate whether architectural interventions could influence the commerce in a positive direction.

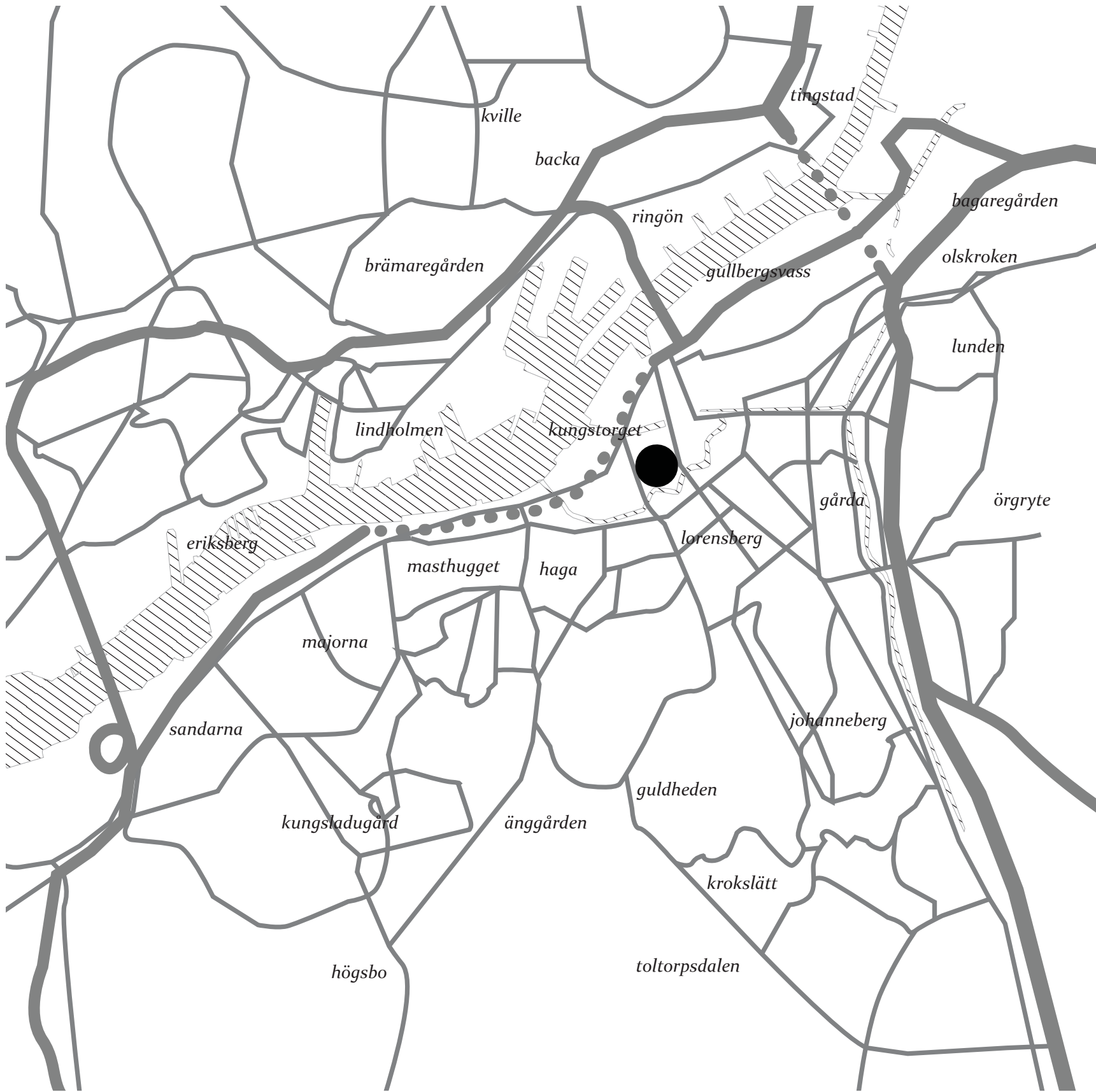
During the summer we started our search for a matching plot. Long walks around Gothenburg became our procedure and in mid-August we found it – Kungstorget. The plot’s preconditions in terms of current stakeholders, location and size matched our intensions to concentrate our work on free interpretations and explorations of what a future commerce setting could be. A brief prestudy and a meeting with our examiner and with the city architect of Gothenburg revealed that the site was currently a hot topic.

In early September we eagerly started our investigations in search for our vision of the future Kungstorget.

/ Alexandra & Maria

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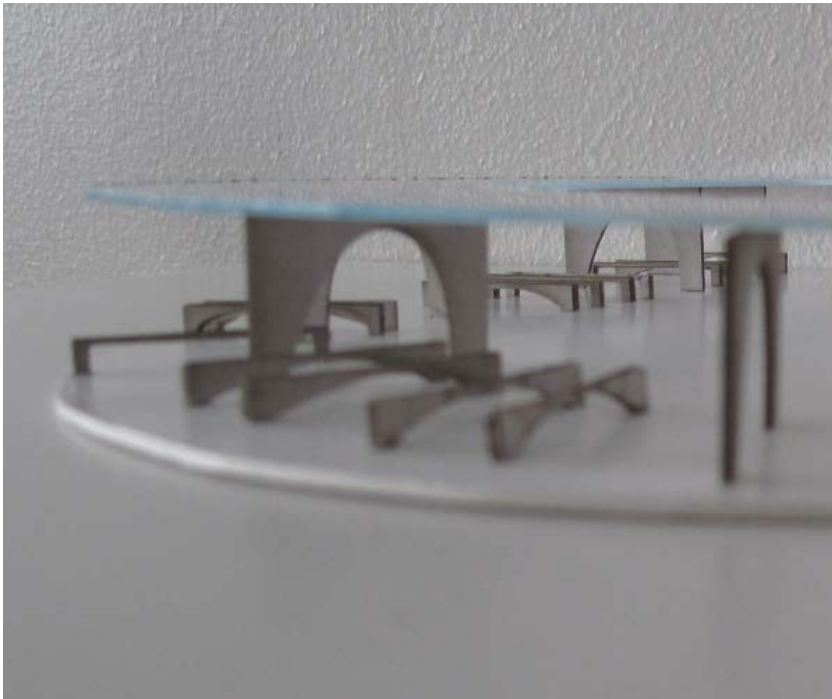
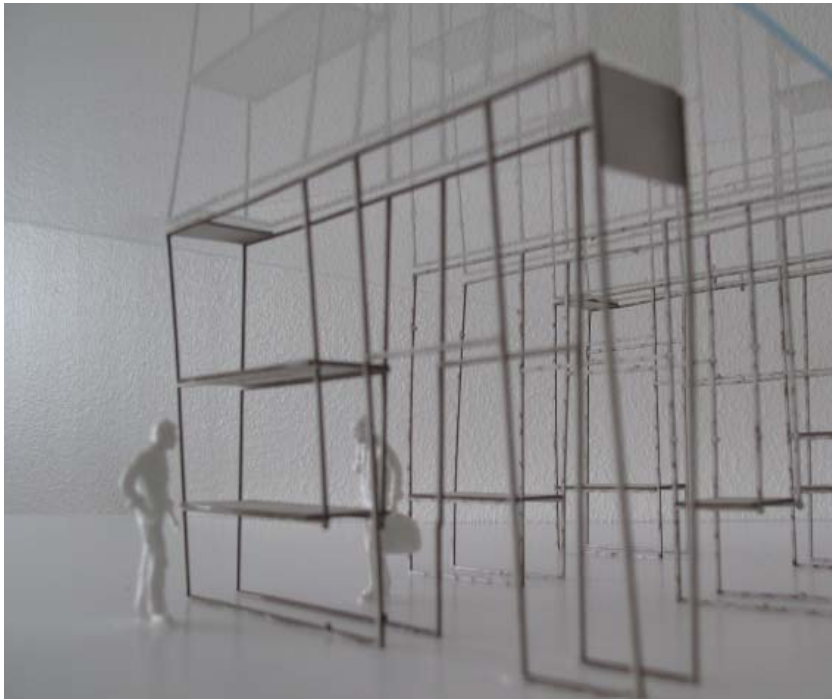
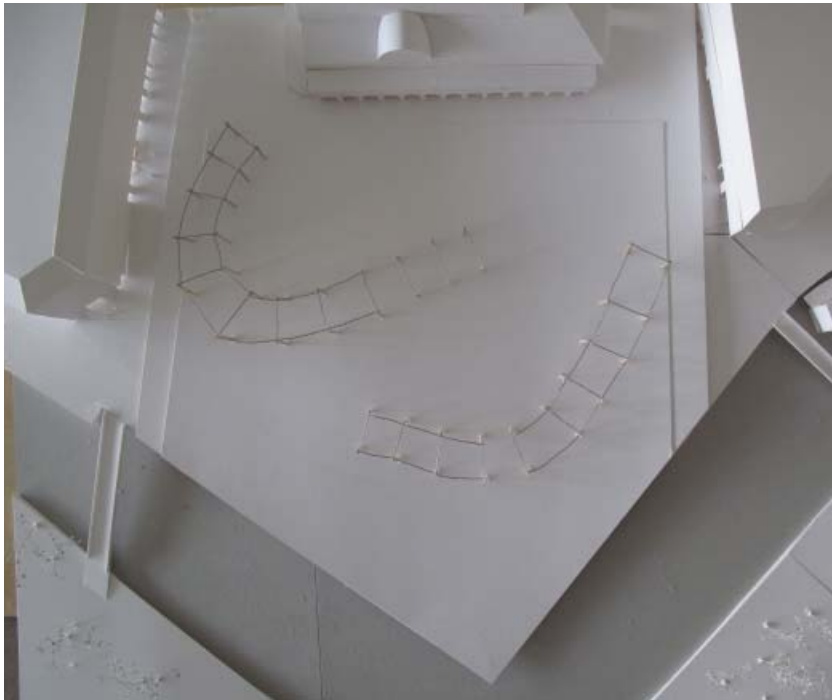
## INTRODUCTION

Trading has through history been the start of many cities. The exchange and trade formed societies and the local interdependence became a guarantee for quality and knowledge of origin.

Architecture has continually been used to support and increase consumption - from basic tent structures and market arcades that provided weather protection and indicated activity, to today's indoor malls that provide a full range of goods, all in the same building. If the commerce context has become refined or reduced one could argue in both ways. Even though, today's settings are different, the numbers of active actors are most often fewer and the actual act is most commonly not the *social act* that it once was.

Kungstorget was once one of Gothenburg's most vivid marketplaces next to Stora Saluhallen, the great market hall. Local food was traded among citizens, providing supplies for the day but also a meeting place and a node in the city. Today the outdoor market is diminishing. It hosts a couple of traders, occasionally some cultural events but most of all it is a central car park.

Kungstorget has vast potential; central location, adjacent public transport, greenery and the moat completing the site in south. This master's thesis presents an architectural proposition on Kungstorget that aims to supplement the city's range of central commerce contexts as an alternative setting. The proposal suggests interventions that could enable a variety of actors, meetings and recreational activities and together revitalise Kungstorget as a contemporary venue of the city.



### *delimitations*

The architectural context of consumption is investigated independently and reinterpreted to respond to increasing demands for more sustainable living patterns. Strategies and ideas are implemented and presented through a designed proposal for Kungstorget.

### *aims & objectives*

The aim of this Master's thesis is to question and reinterpret contemporary commerce contexts, to freely explore and search for architectural solutions that could contribute to more sustainable living patterns.

The intention of working with a specific site is to gain understanding for its relations to consumption but also to its context and users. The proposal for Kungstorget aims to supplement the city's range of central commerce contexts. It is a search for how the public space can be revitalised and strengthen, and for solutions making the site adaptable for an ever-changing city life.

### *methods*

Theoretical and spatial studies regarding consumption and space are supplemented with site studies. The analysis is presented as strategies for the specific plot and finally the result consists of a designed proposal with implemented strategies and ideas.

To understand needs and potentials of city, plot and user, research and design are conducted in various scales, zooming from large, medium to small. Strategies are formulated from each scale.

Large - Kungstorget's role in the city is mapped through interviews with actors, research of historical development and various activities. Different scenarios are studies for understanding how the plot's is used and how its role can be enhanced and defined.

Medium – A study of commerce context, its physical structures and preconditions is conducted through reference studies and research by design.

Small – An exploration of how end users could inhabit and participate on site. These studies include flexibility, scale and materiality and are completed through research by design and hands-on experiments.

A log is continually used through the work, documenting the process and collecting ideas. It can be found as an appendix and it includes both free explorations and site-specific studies.

*PRESTUDIES OF CONSUMPTION*



*Trading has through history played a key role in the humans' development. It was the exchange and the trading that enabled societies to develop and grow, people could become less self-sufficient thus dependent on a system of others. Since long the means of consumption have for many changed or been extended – from purely basal needs to more diffuse and complex motives.*

*The means of consumption have continually triggered people's curiosity. Philosophers, sociologists and architects – many have sought to sort out what is the core of consumption. Marx, for example, early claimed that the drives of consumption were of two kinds; the necessary and the luxurious or surplus ones. Others claimed it to be more complex combinations of social and economic structures, often making us behave irrational. Consumers are understood as victims (of seduction) or as initiators as in the basic idea of supply and demand.*

*Regardless of philosophical ideas and models – the never-ending necessity of consumption remains.*





*pictures from top left; self-scanning at a grocery store, Emporia shopping mall in Malmö, internet shopping site, Gallerian in Stockholm*

### *consumption & architecture*

Architecture has continually been used to support and increase consumption, from basic tent structures and market arcades that provided weather protection and indicated activity, to today's indoor malls that provide a full range of goods, all in the same building,

Regarding today's commerce context, there are two main approaches; rational and efficient or enchanting and life-style influential. For the first alternative, a mall is a typical example. The architectural organization is rational and dense. Several services are common within the building as for security, logistics and maintenance. This equals predictability and calculability and gives security to the tenants. Looking at the mall from a customer's point of view the predictability remains. Malls all over the world tend to look alike which means recognition and a sense of understanding. Everything one could possibly want all under the same roof. Rationality however is not a given feature. Temperature, lights, etc. can be used to control the enclosed commerce setting and in extension the customers. Lack of windows means loss of orientation and track of time. The often spare settings have shown to stimulate a sense of "bargain-opportunity", leading to increased and sometimes uncontrolled consumption. Hence, the rationalization of the commerce context actually irrationalises the costumers.

The second approach regarding commerce contexts is the enchanting one. Here the settings are staged to capture a sensation or a lifestyle. The context, a mall, a street, etc., is either designed to match a defined target group or a specific theme. It becomes some kind of guarantee for that a certain target group will visit the commerce, a predictability that can be useful for the tenants, the companies. However, an enchanting setting must continue to enchant and attract customers. As people tend to be drawn to the presence of others, there is an never-ending strive for more visitors. Extreme scenarios are sometimes the outcome of these attempts, introducing spectacles and extraordinary elements that enchants and overwhelms.

### *social values of consumption*

Consumption is crucial for a city's future. It holds social mechanisms in a society and thereby influences both city life and a city's identity. This has been the case through history but means and mechanisms behind consumption have changed over time.

The chain of handling with goods was once tight and local; from extraction, production, distribution and consumption to the final disposal. As a result, social structures developed during the process. As industries developed, fewer workers were needed per product due to the efficient machines. The importance of the production decreased in favour for the consumption.

Today, the chain of goods is commonly fragmented which has decreased its potential to initiate social structures. Increased sizes of actors within commerce contexts and internet shopping imply a distancing between traders and costumers. Still, consumption of the world is increasing. As lifestyle has become an apparent factor when forming social structures, people searching for similar, one could perhaps argue that consumption instead has become an act of building ones identity. What once was seen as shallow desires could now be claimed as actual needs when forming our identity within a society,



*conscious consumption*

Alarming climate reports and raised awareness has caused a change of attitude where people are asking for more resilient consumption patterns. Even though, when in the actual act of consumption, old patterns are hard to break. A survey made in year 2008 showed that 53 % of questioned were concerned about the environment but still not ready to take stand when it came to consumption. In order to address the task of facilitating a right choice, the question regarding what is a right choice, have to be studied.

According to the Swedish Environmental Protection Agency there are three factors to be taken in consideration; right product, right amount and right way. First of means choosing products with low negative impact on environment, this could e.g. be green labelled products, second hand or collaborative consumptions as in car pools or a library. Origin and season are also important factors. Secondly the right amount is to be aware of. Today, one third of all food produced is disposed and the Swedes give away three kilos of clothes to charity each year but still throw away the remaining eight kilos. The last factor “right way” means how we take care of what we have – maintenance and disposal.

How does this information to be included in the act of consumption? Is it trader's responsibility to inform the customer or is it the other way around, the consumer's responsibility to ask? Does the retailer behind the counter at H&M know where and how the garments are produced, if the quality is acceptable and how the commodities are to be handled when worn out? Is it more likely that a small actor as a market trader knows where her products come from? Is the quality of her products crucial to gain loyal customers?

*informed consumption & architecture?*

Could a commerce context be informed to include more than the exchange of goods or services and could the settings encourage more resilient consumption patterns?

If smaller actors can animate a personal meeting between trader and consumer, can the outcome of this meeting call for increased consumer-awareness regarding origin, asset, etc.? Could architectural interventions provide favourable settings for such smaller, often thereby less profitable, actors? Is it possible to design these settings to inspire traders to cooperate with one another?

Can an introduction of recreational activities within a commerce setting inform the context and furthermore reinvent the social act of consumption? Could it be a public space for everyone, even for those not shopping?

Cities function as trend catalysts and are therefore potent arenas for experimentation of commerce settings, and in extension, influential regarding current patterns of consumption. In best scenario, a commerce setting would encourage participation and provide a sense of belonging for the citizens.

Hence, could an extension of the commerce context contribute to a more vivid city life?



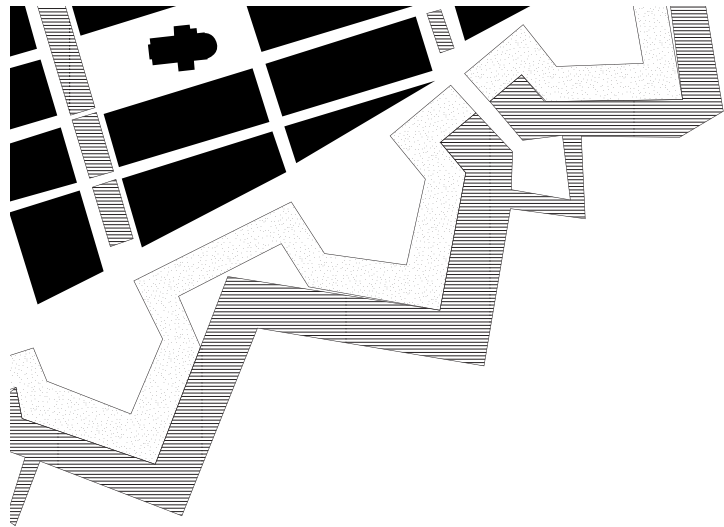
*pictures from left; kiosk in Madrid Spain, farmers market in Gothenburg, town market in Celje, Slovenia*



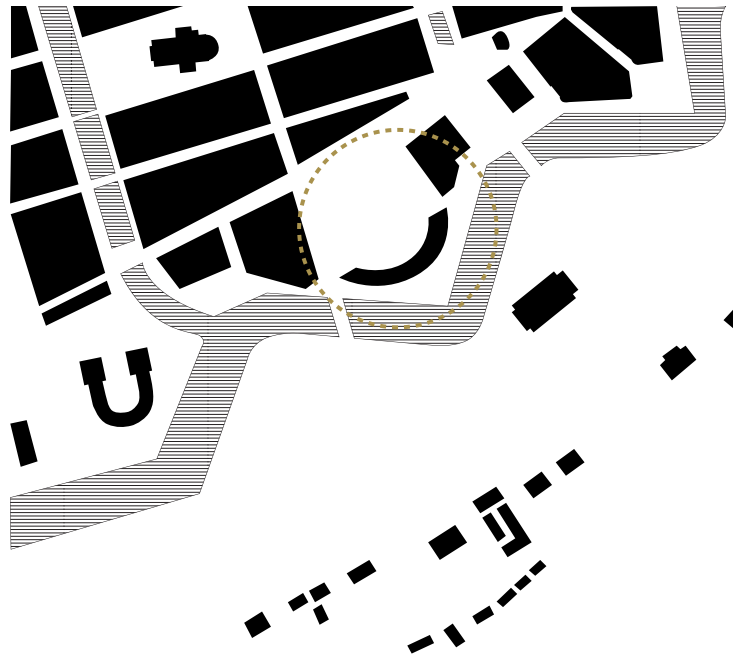


## THE PLOT

*Kungstorget was once one of Gothenburg's most vivid marketplaces with the great market hall as its closest neighbour. Local food was traded among citizens, providing supplies for the day but also a meeting place and a node in the city. Today the outdoor market is diminishing.<sub>3</sub> It hosts a couple of traders, occasionally some cultural events but most of all it is a central car park.<sub>2</sub>*



1644



1862



1900



today



Nordstan



Kungstorget

### city & plot - the story

The city of Gothenburg was founded around year 1620 with its surrounding water always present.<sup>11</sup> The water was the city's protection and communication - forming a moat, canals and fortifications. The city's trading with fish and goods were later on accompanied with shipbuilding and yard industry. Hard working citizens, seasonal workers and emigrants together formed the historical Gothenburg.

In the middle of the 19th century, the fortifications were removed and the square Kungstorget took shape by the moat. It became an informal but vivid market place and an entrance to the city. In 1850, two bazar buildings were constructed on Kungstorget, accommodating over ninety shops. As the trading expanded in the late 19th century, a market hall was erected north of the bazar buildings, today known as Stora Saluhallen.<sup>12</sup> The new market hall partly foreclosed Kungstorget towards Södra Larmgatan.

During the sixties and seventies massive transformations stroke the city. Demolitions due to sanitary problems, paving and cleaning up were carried out as the city was updated to match contemporary standards.<sup>13</sup> The thorough clean-up also affected Kungstorget. The intense processing of groceries had caused unhygienic settings and depletion of the bazar building. In year 1966 the

buildings were demolished and the following void was covered up by two rows of chestnut trees and over ground car parking. A couple of year later, plans for an underground parking garage were presented. Extensive protests by citizens stopped the construction work at the last second and eventually the plans were aborted.<sup>14</sup>

The seventies crises with increased oil prices and devastating closures of the shipyards affected the city deeply. As the ship-yard industry had been a keystone in the city's identity, the great loss caused confusion and a need for a new unifying approach.<sup>15</sup> An identity transformation of the city began with Gothenburg's new focus on events and tourism.<sup>16</sup> In the same period, the city core was reconfigured to its unrecognisable.<sup>17</sup> The rundown districts west of the central station were rebuilt to become the largest mall of Scandinavia; Nordstan. The concept of Nordstan with dense indoor commerce quickly made the mall more successful than the city's regular shopping districts as Avenyn.<sup>18</sup> Hence, the introduction of Nordstan drastically changed Gothenburg's city life - a large part of the city life and the public space was now within an enclosed district.



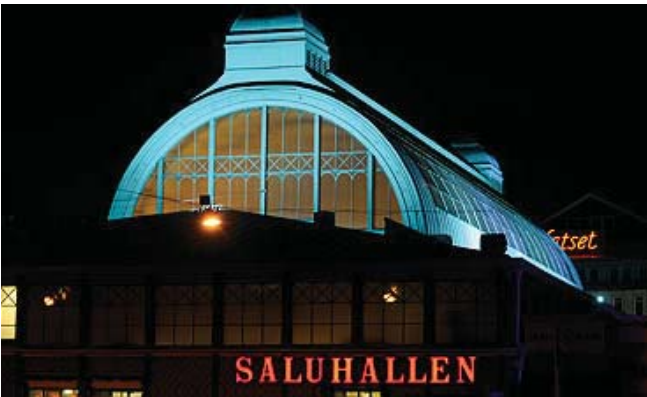


Gothenburg

~ 1621	Gothenburg was founded, moats and fortifications took shape
19 th Century	mainly industry and commercial (textile) industry
1807	ramparts and parts of fortifications were demolished
~ 1850 - 1950	large emigration movement with Gothenburg as primary departure town
1852	Kungsportsplatsen was given its name and was the main entrance of Gothenburg until 1839
20 th Century	shipbuilding town
1905	the canal Västra Hamnkanalen was filled up to become the street Västra Hamngatan
1923	the exhibition "Jubileumsutställningen" took place. The Art museum of Gothenburg, the botanical garden, Svenska mässan and Liseberg were all built in conjunction to the exhibition
1936	the canal Östra Hamnkanalen was filled up to become the street Östra Hamngatan
1960´s - 70´s	devestating closures of ship yards
1960´s - 80´s	large workclass neighbourhoods were demolished as a part of the cities sanitary improvment, e.g. Landala and Annedal.
1970´s -	Gothenburg profiled as an "event city"
1972	the new mall Nordstan was opened
2007	the municipality launches the document S2020, visions about social interaction in the city
2010	the introduction of car tolls in the inner city was clubbed

Kungstorget

1643	the bastion Johannes Dux was constructed
1807	demolition of the bastion Johannes Dux started
A. 1807	the site was used for wood and timber was traded
1848	Nya torget (Kungstorget) was founded food trading moves from Stora torget (Gustaf Adolfs torg) to Nya torget
1850	the bazaar building was constructed with 76 small shops
1852	the square is renamed to Kungstorget
1889	the big market hall Stora Saluhallen was constructed
late 1800	the streetscape changed - facing entrance floors were provided with large shop-windows
1939	boat tours with Paddan was launched
1950´s	the maintenance of the bazaar building stops and the dilapidation starts
1966	the bazaar building was demolished due to sanitary problems
1970´s	plans for underground parking was launched but aborted due to protests by citizens - smaller excavation tests showed remainings of the bastion under the square - trees was planted on the site of the former bazaar building
2007	hotel Avalon was built and Kungsportsplatsen renovated
2010	the falafel trollies were obliged to permanently leave the square  municipality and city planing office started an investigation regarding the area







*pictures from top left; summer outdoor serving by the market hall, temporary stage for concert during the annual event Kulturkalaset, inside the market hall, seating by the moat*

### *city & plot - today*

Kungstorget have great qualities. It is central and close to public transport. The adjacent market hall bursts with life and is loved by many citizens. The opposing Kungsparken and the great theatre form a rich backdrop south of the moat - if one can see through the massive chestnut trees on the site. Even though Kungstorget could be said to lack defined entrances, the outdoor servings on the east side are crowded from early spring until late summer. A small number of outdoor traders are commonly present on the square but apart from them, the main actors of today's Kungstorget are the cars. Parking lots follow the moat but also cover a majority of the square.

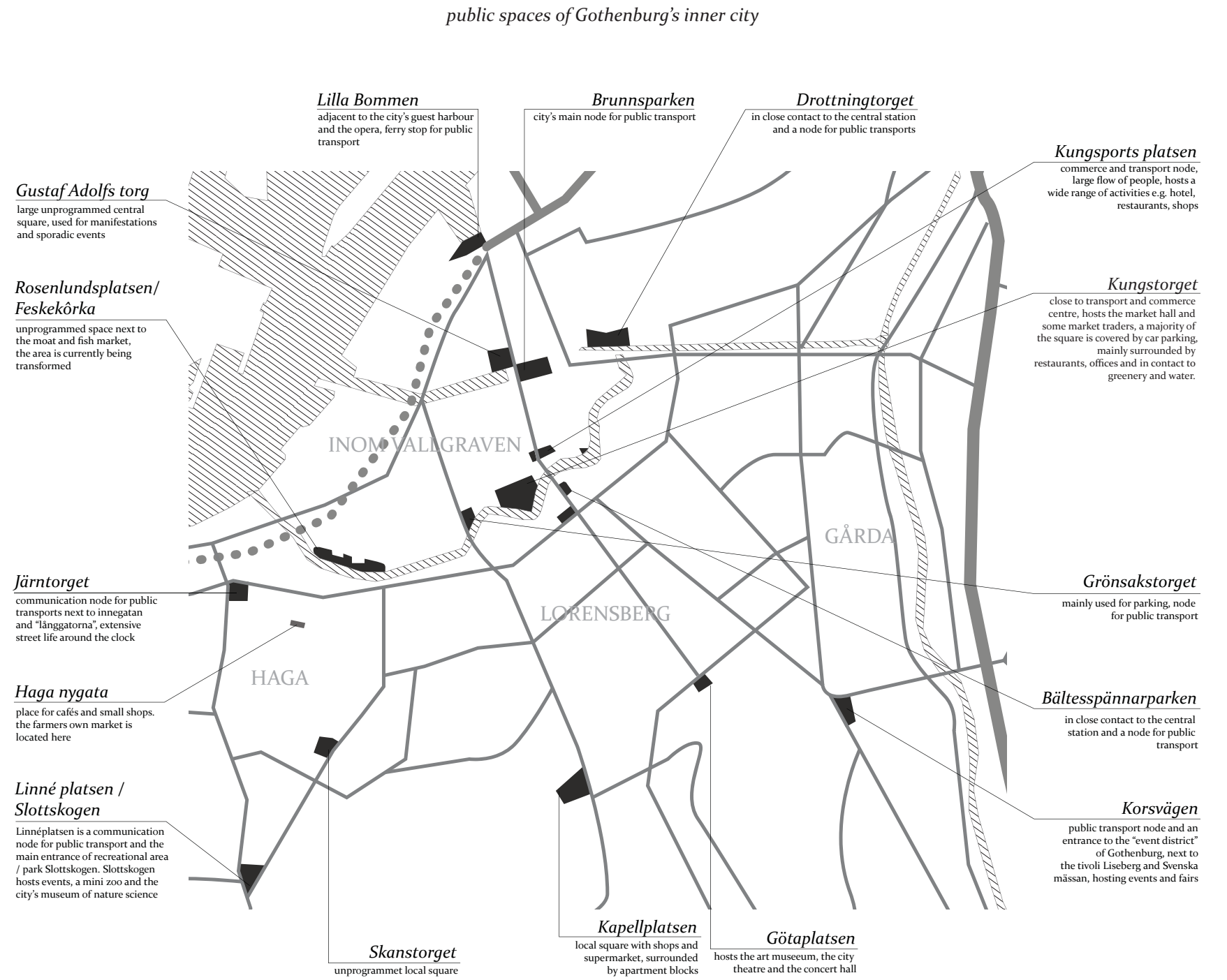
The plot could be claimed to work well. It provides the central parking that might be crucial for the inner city's commerce to function. The space is big enough to hold large cultural events, it possesses old-style traders and it can be used by anyone for having an outdoors lunch with view over the moat. Nevertheless, not all are of the same positive opinion. A trader on Kungstorget wonders where all the customers are - how and when this square became a disconnected part of the central commerce? The falafel wagon owner wonders why he was not allowed to stay on Kungstorget anymore.<sup>3</sup> Some even doubtfully question if there actually is a square by the market hall - if there is, why would they not have noticed it?

Kungstorget is currently a hot topic. The city planning office recently launched plans on how to update the site and a thorough renovation of the market hall was just completed. The presented program suggests a bazaar building located in the same position as the former historical one which was demolished in the sixties. While the municipality proceeds with plans towards a car free inner city,<sup>15</sup> the question regarding an underground garage has arisen again.<sup>3</sup> The paradox is obvious but no one can answer on why the situation is what it is. Along with the underground garage, the new Kungstorget is presented as a "car-free square". The street along the moat is to be transformed into a "gårdsgata" - traffic on condition of the pedestrians. The program does not present how this is to be carried out as both entrance and exit of the underground garage takes the same route by the moat.<sup>2</sup>





pictures from top left; view towards the theater and park, today's diminishing trading, contrasts of the moat - greenery versus parking, majority of square is cover by parking lots





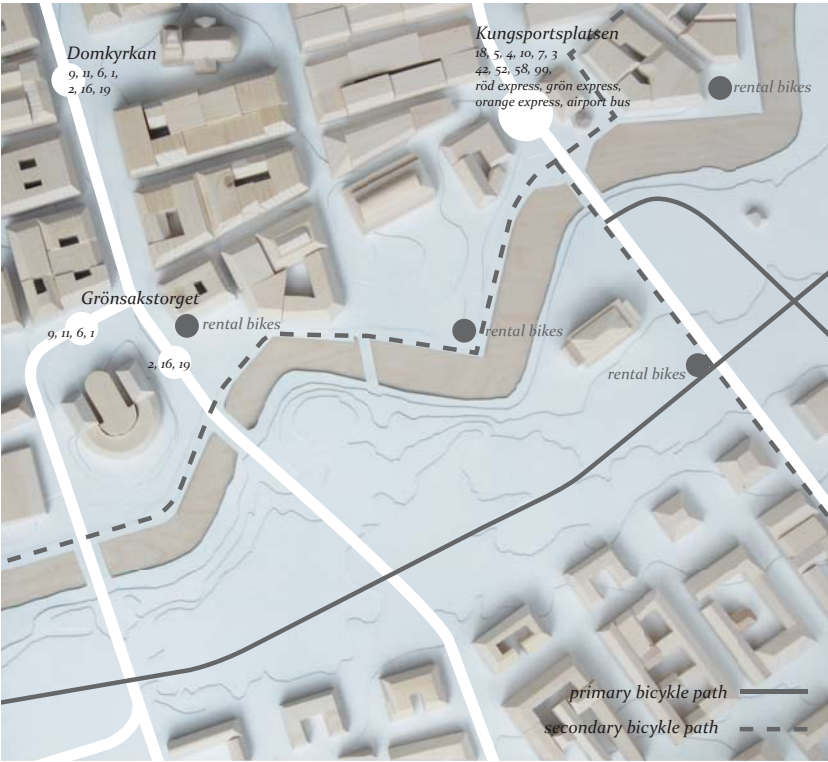


### traffic and parking

The most recent goals presented by the traffic planning office suggests a car free city centre within the moat. In late 2012, the end of Södra vägen was to be cut off as a start of reducing traffic on Kungssportsavenyn. The new road tolls are esteemed to reduce short time visits by cars with 7 %.<sup>14</sup>

The current traffic situation is complex with many one-way streets and/or allow car traffic on terms of the pedestrians mixed with garage exits and loading zones.

Several large parking lots and garages are situated within walking distance to Kungstorget. The general parking guide for Gothenburg proposes that all long time parking is located in garages whilst short term parking lots should run along the streets.<sup>15</sup> A majority of Kungstorget is covered by parking lots, both for short and long time parking.



### public transport & bicycle paths

Kungstorget is well connected to public transport, close to both Kungssportsplatsen and Grönsakstorget, important nodes of the central city.

Bicycle paths and racks within the inner city are generally rather underdeveloped. Rental bikes are available on several spots though not always in connection to intended bicycle paths.<sup>1</sup>



### patterns of movement

Kungstorget have three main destination points; the market hall, Systembolaget and a cinema which influence the flows on site. Lack of access points from south and east, and the scattered location of the main targets cause rather uneven flows on the site. During summer the patterns change - more people stay on the square and stroll along the moat.

There is a constant flow of people from the bridge in the south-west corner and the shopping district in north which links Kungstorget to the shopping area.

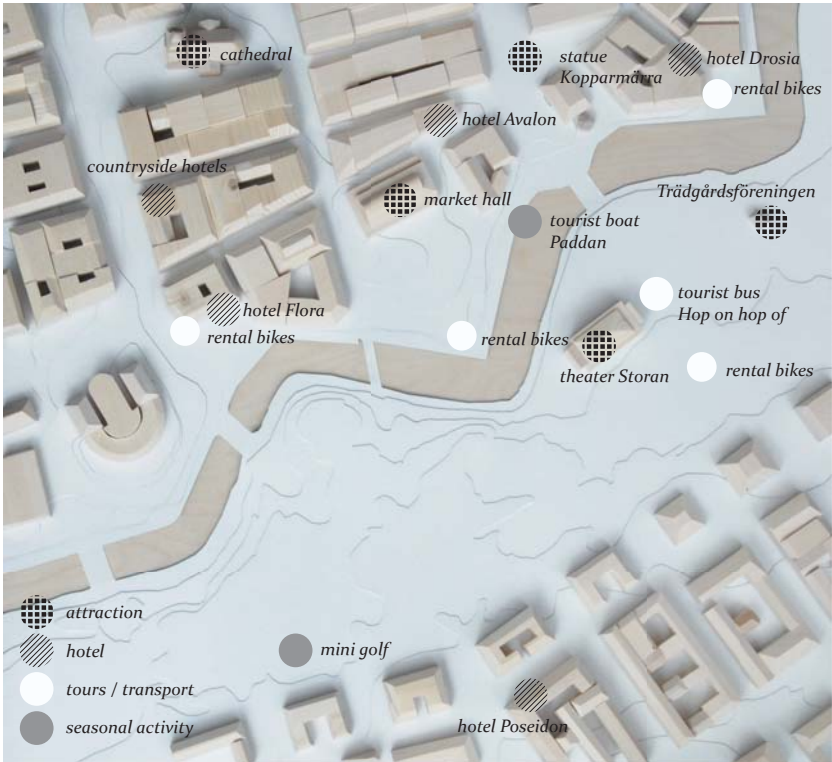




*green areas & promenades*

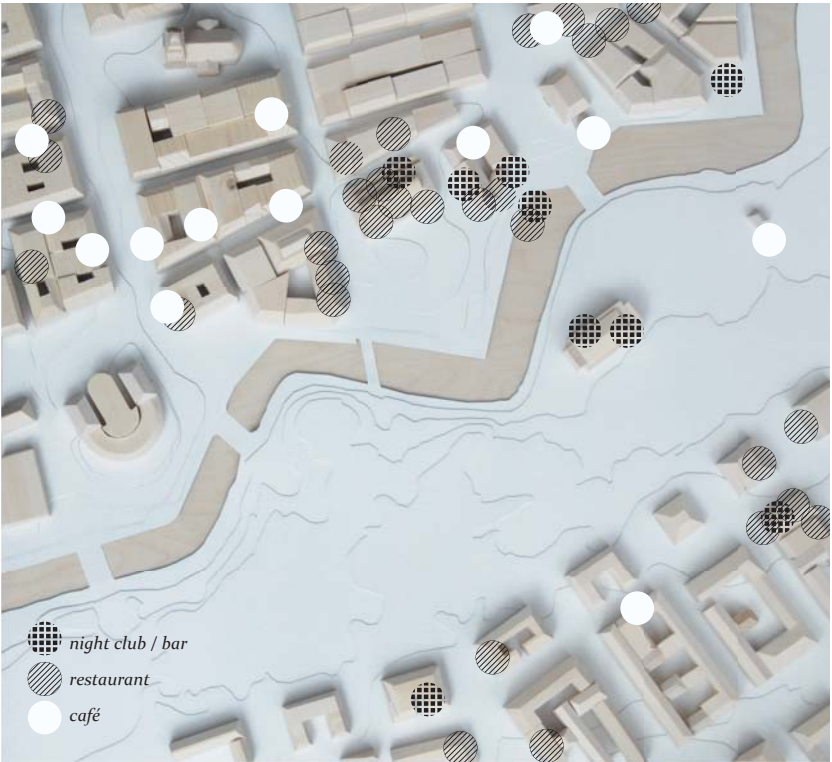
On the southern side of the moat, Kungsparken form a green recreational belt with walkways by the water. In contrast, the north side is covered with hard surfaces; streets, buildings and car parking. The area is not intended for pedestrians or bicyclists and can appear hostile to move along.

The greenery and the moat equally link and separate the inner city and Vasastan.



*tourism*

Sightseeing boats take off from Kungstorget. The adjacent market hall, closeness to shopping districts, restaurants and several nearby hotels imply that tourists are important users of the site.



*culinary activity*

Kungstorget is surrounded by restaurants, bars and night clubs and is thereby populated both day and night. The west side of the square mainly host day-active functions and the east side the night active ones.

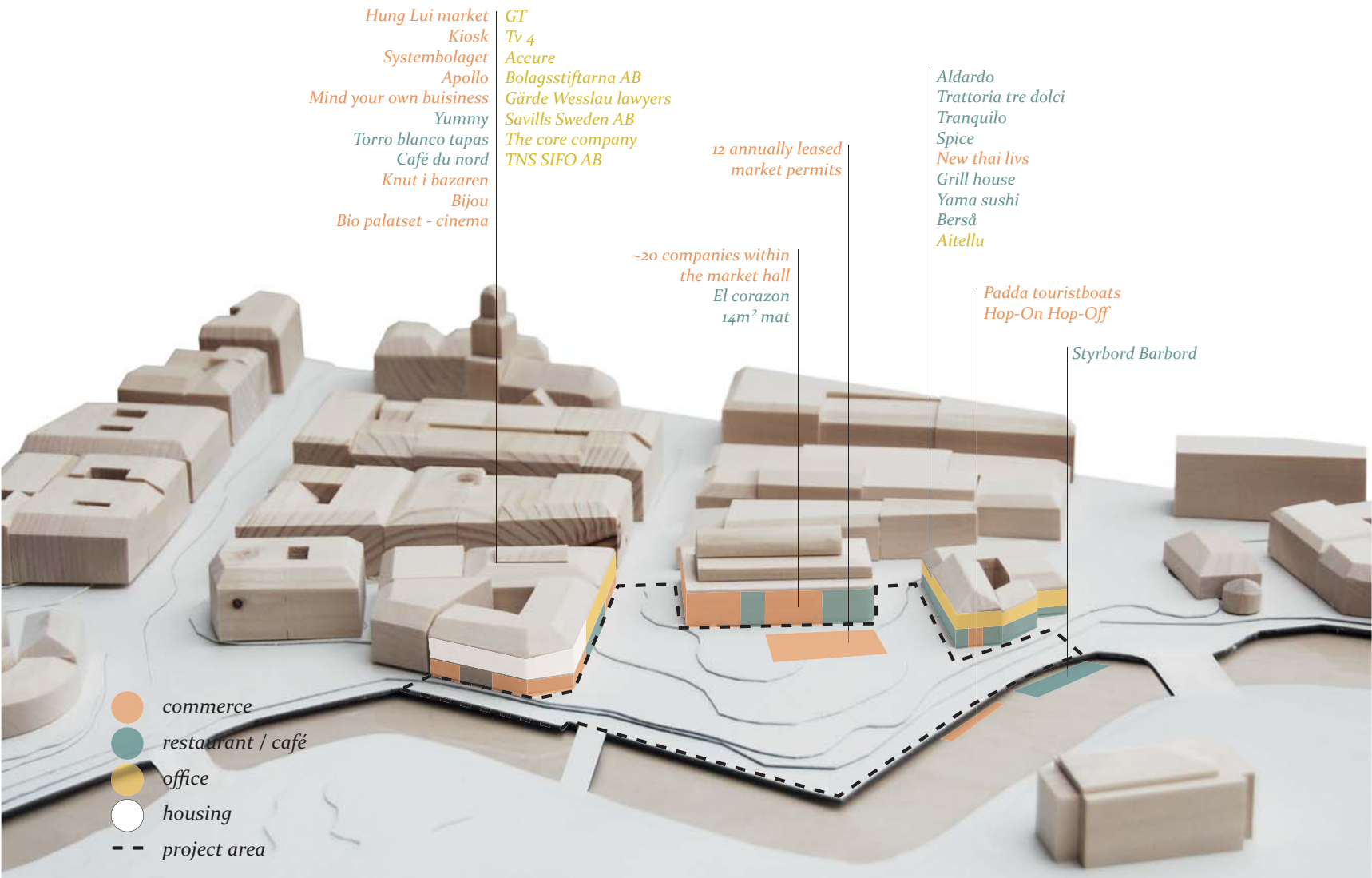


*conscious consumption*

The western part of Gothenburg e.g. Linné and the Långgatorna area have several traders with some form of conscious asset. The majority of these companies are rather small scale actors.



current actors on plot



entrance from "the bazar bridge" - yesterday and today



trading on Kungstorget - yesterday and today





*large*  
city & plot

*small*  
building & user

*medium*  
plot & building

## *STRATEGIES*

Previously presented research of site and consumption is analysed and presented as strategies for Kungstorget. The strategies can be seen as tools or aims for an extended and developed commerce setting on the specific site. Strategies in three scales are presented, zooming from large, medium to small, as a way to include a wide span of interests, from the site's relation to the city to the end user's possibility to participate.

*large - city and plot*

Accessibility - The site is well connected to the public transport grid but it should be more accessible and attractive to move around by foot or bike. Local parking and car traffic will be redirected and reduced, see diagram on the right page. The loading of goods shall be collective and concentrated. Additional loading by boat is suggested as a way to take advantage of physical preconditions and reduce street traffic.

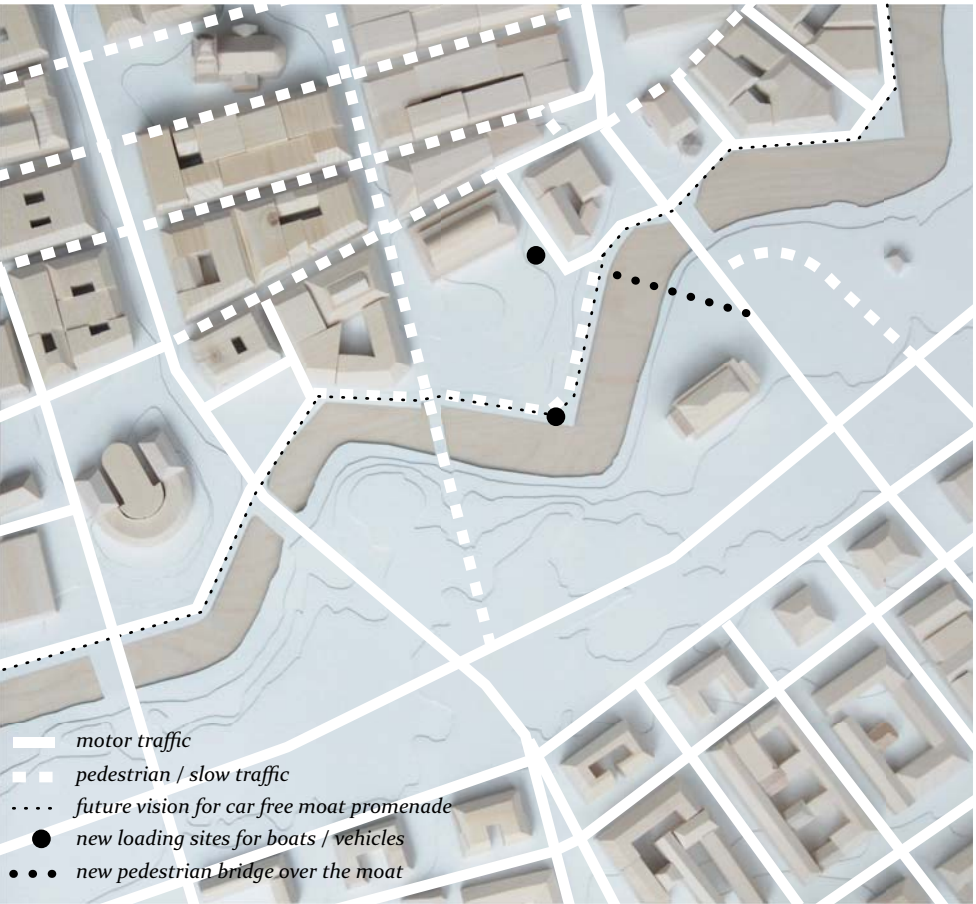
The street along the moat is reformed to a pedestrian and bicycle promenade with urban character, supplementing the green walk path on the south side of the moat. A new pedestrian bridge is added which provides a shortcut between Kungstorget and Kungsportsavenyn.

Activation – An increased flow of people is required for the site to become vital. The site must be adaptable and able to respond to the city's current demands and events. This would imply that more events could take place here, thus creates increased awareness regarding the site.

New supplementing destinations and activities are introduced to strengthen local actors and increase the flow of people.

Definition / identity – The current dominance of food related actors around the square is enhanced to produce synergetic effects and a strong local identity. The site sporadically hosts larger cultural events which also should be amplified and developed.

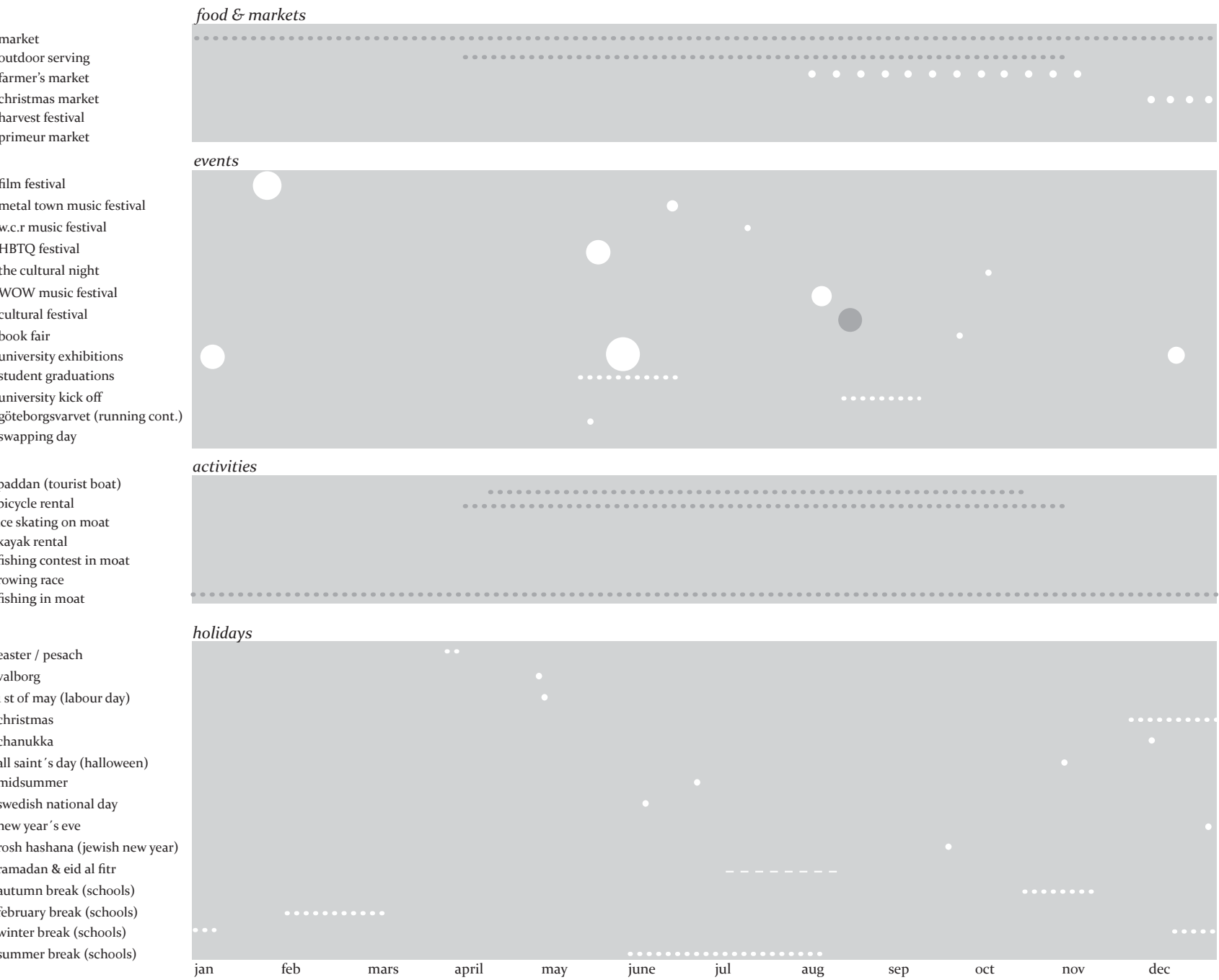
Architectural elements could be used to define spaces and give the site a cohesive feature.



*Suggested additions*



existing activities over year on kungstorget

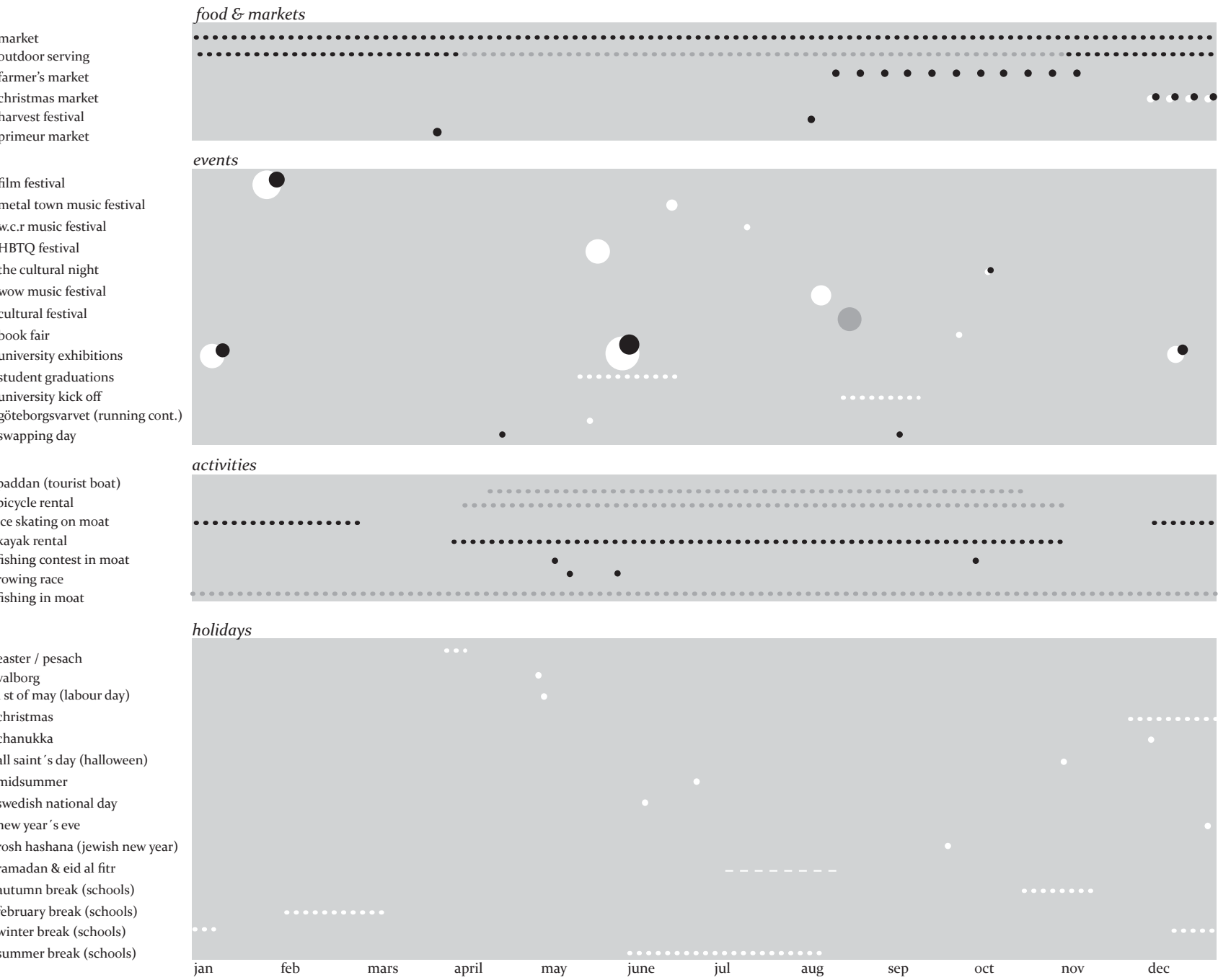


period of activity  
temporary events  
period of activity on site  
temporary events on site

To understand the plots role in the city context, the following diagrams (p. 40 - 41, 43 -44) were made during the process.

Diagram above illustrates what activities a year in Gothenburg could hold. Activities marked with white dots or lines, shows culinary happenings, events, general activities and holidays. Dark grey dots or lines show only show activities linked to Kungstorget. In relation to Kungstorget's location and size, it is quite obvious that Kungstorget is rather unused in a "city perspective".

developed activities over year on kungstorget



period of activity  
temporary events  
period of activity on site  
temporary events on site  
new or extended periods of activities on site  
new or extended temporary events on site

Diagram showing how activities or temporary events could be introduced, or be extended to include Kungstorget. The new additions are chosen with consideration to the site's history of food and events.

medium - plot and building

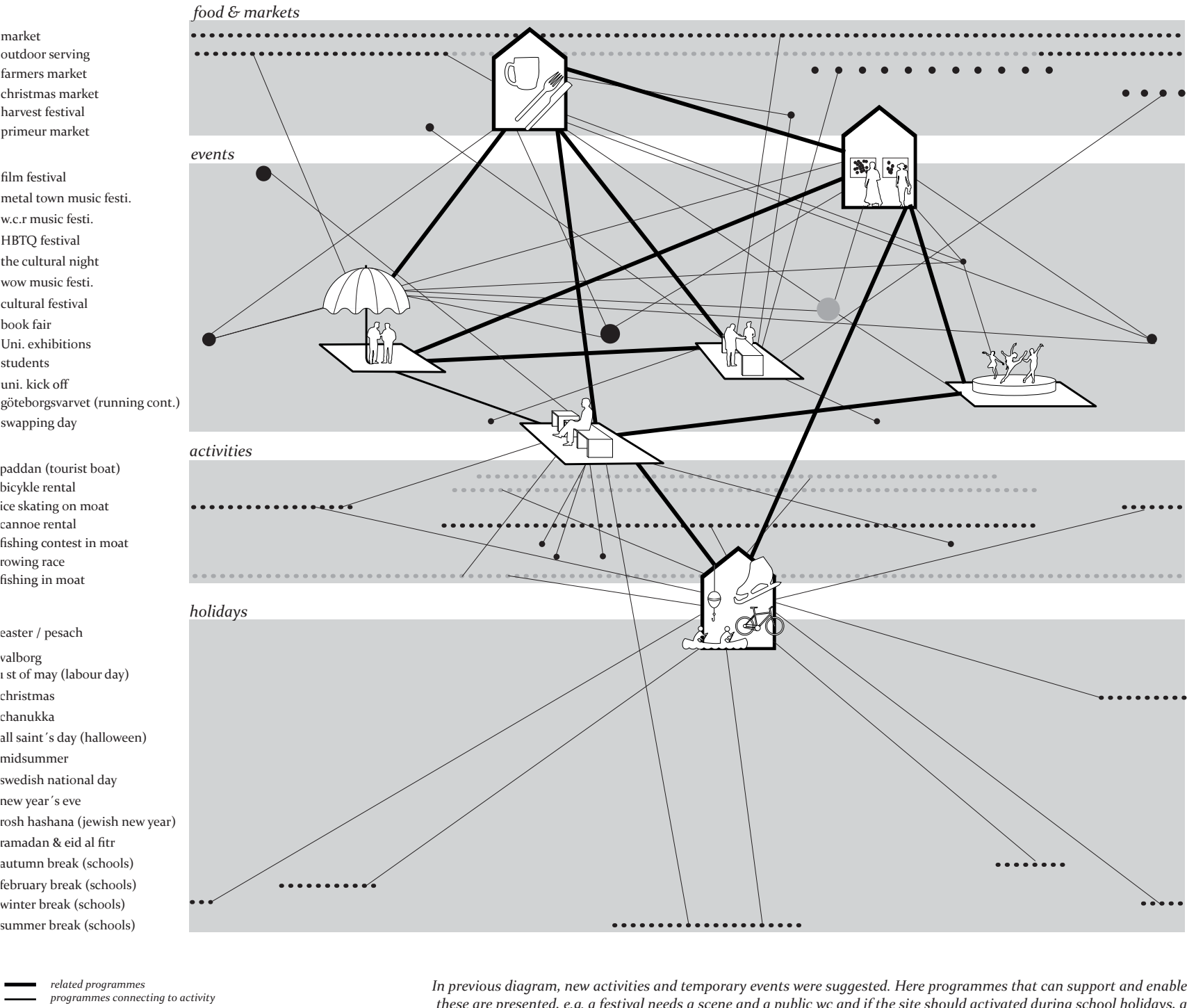
Reconfigurable space – In contrast to existing organisation, the new plan should allow for various activities to occur, preferably simultaneously.

Collective usage – Service functions for tenants should be concentrated and enable collective usage or multi-usage. This would mean optimizing amount of equipment and space needed but it would also provide a platform for actors to meet.

Variety of premises – By providing various types of premises a diverse range of actors can be catered for. A mix of well-established companies and smaller, often less profitable actors, can make way for customized rents and a security for the owner of the premises.

Support & supplement functions – Certain functions are added to facilitate and encourage various activities. The diagram on following page illustrates the activities and the suggested physical structure that could correspond to their needs.

programme supporting activities



In previous diagram, new activities and temporary events were suggested. Here programmes that can support and enable these are presented, e.g. a festival needs a scene and a public wc and if the site should activated during school holidays, a range of activities attractive to kids are required.

refined programmes supporting added and existing activities

**eating**  
smaller indoor space with outdoor facilities such as seating and shelter, allows the unit to transform over year

**pavilion**  
Flexible space used for temporary exhibitions, seasonal events, university exhibitions, etc, can function for temporary expansion of other activities

**shelter**  
weather protective structure used for markets, temp. events, seating and exhibitions

**market**  
stalls for various uses; regular market, temporary markets and events, a small food store supplement range provided by market and market hall

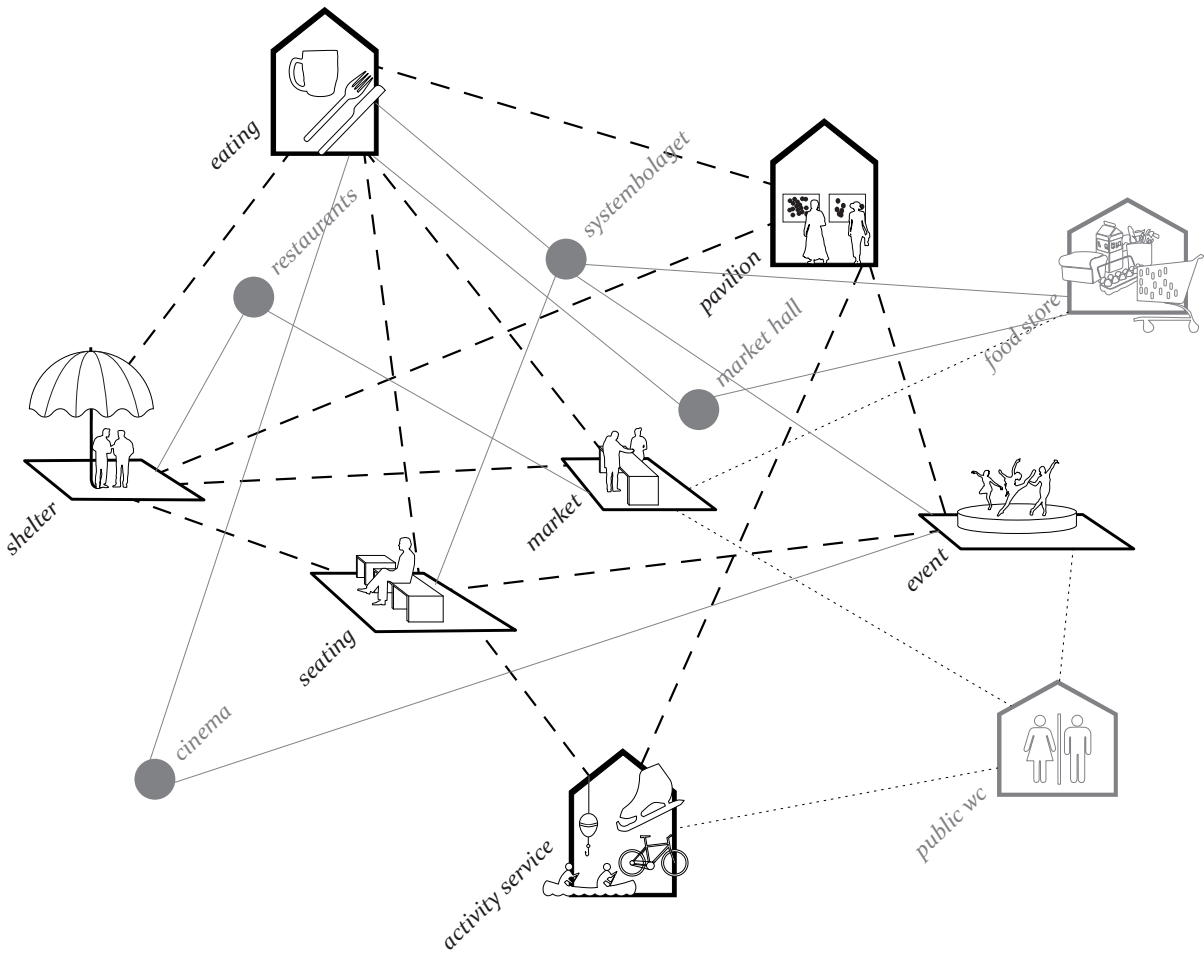
**seating**  
various places to hang out at both with friends and strangers, e.g. by the water, protected from weather or at grand stands for events

**event**  
space where events can occur despite weather conditions, season or type of event

**activity service**  
hosts rentable equipment e.g. kayaks, bikes or fishing rods, from here tourist activities can be launched

public wc:s support activities on site.

----- related programmes  
..... use supportive programmes  
● existing programmes on site



small - building and user

Scale & detailing - A continuity of the overall space should exist but the size of the site is broken down to create more intimate settings with various atmospheres. Playfulness and possibilities for participation should be considered to make the site vital and stimulate stay on site.

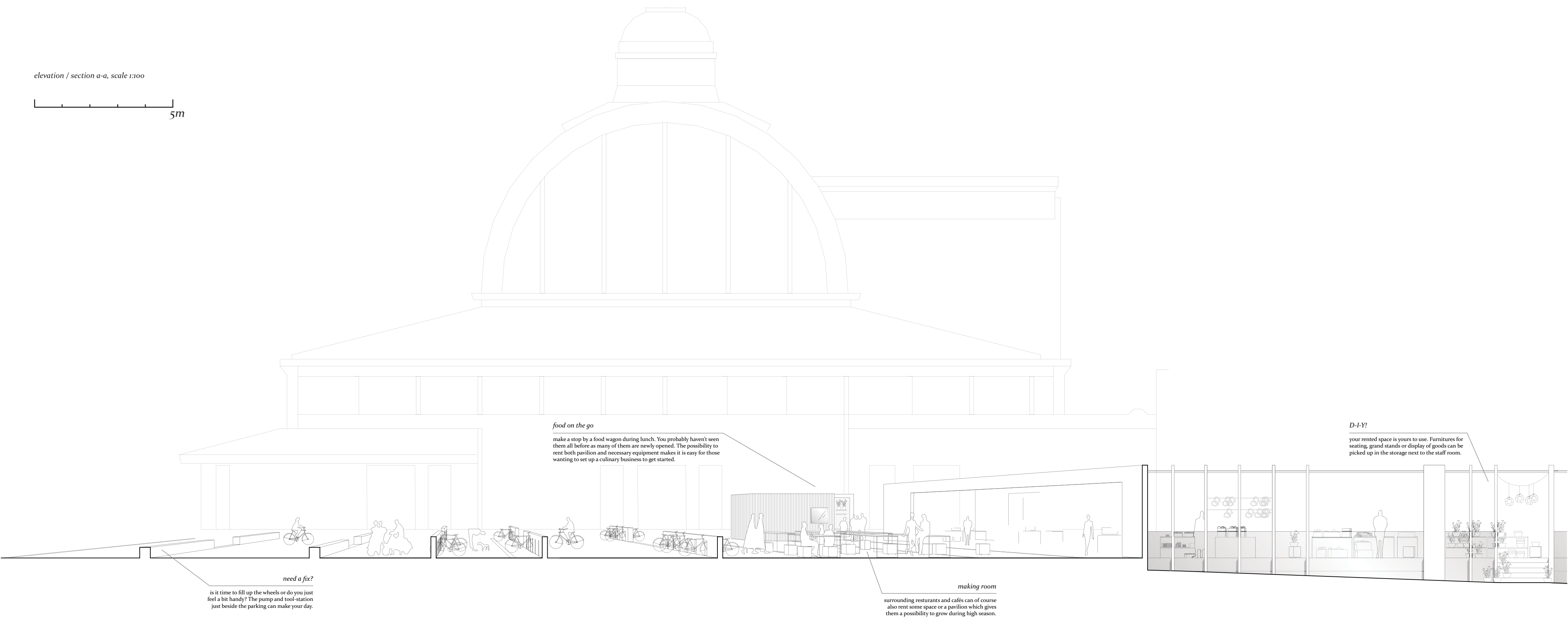
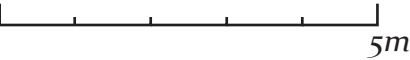
Shelter – Gothenburg is a city where the weather is always present and influential. As for today, the city does not provide public spaces where people can stay outdoors regardless of current weather condition, therefore this should be made possible on Kungstorget.

Definition and visual clarity – Organisation and physical structures should be made easy to grasp but exciting to visit and use by both visitors and workers.

*THE PROPOSAL*

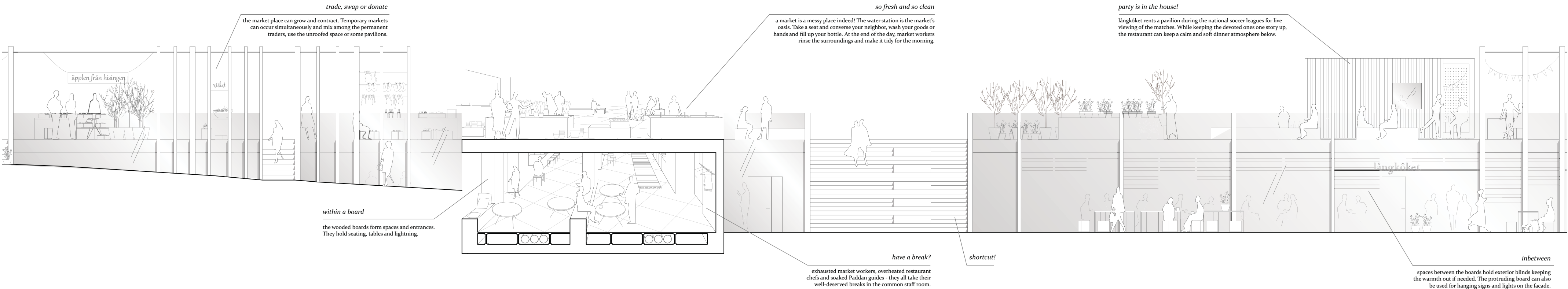
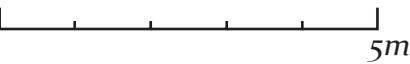
*Before we even get started, let us take you on a walk to  
experience the animated city life on Kungstorget, welcome!*

elevation / section a-a, scale 1:100

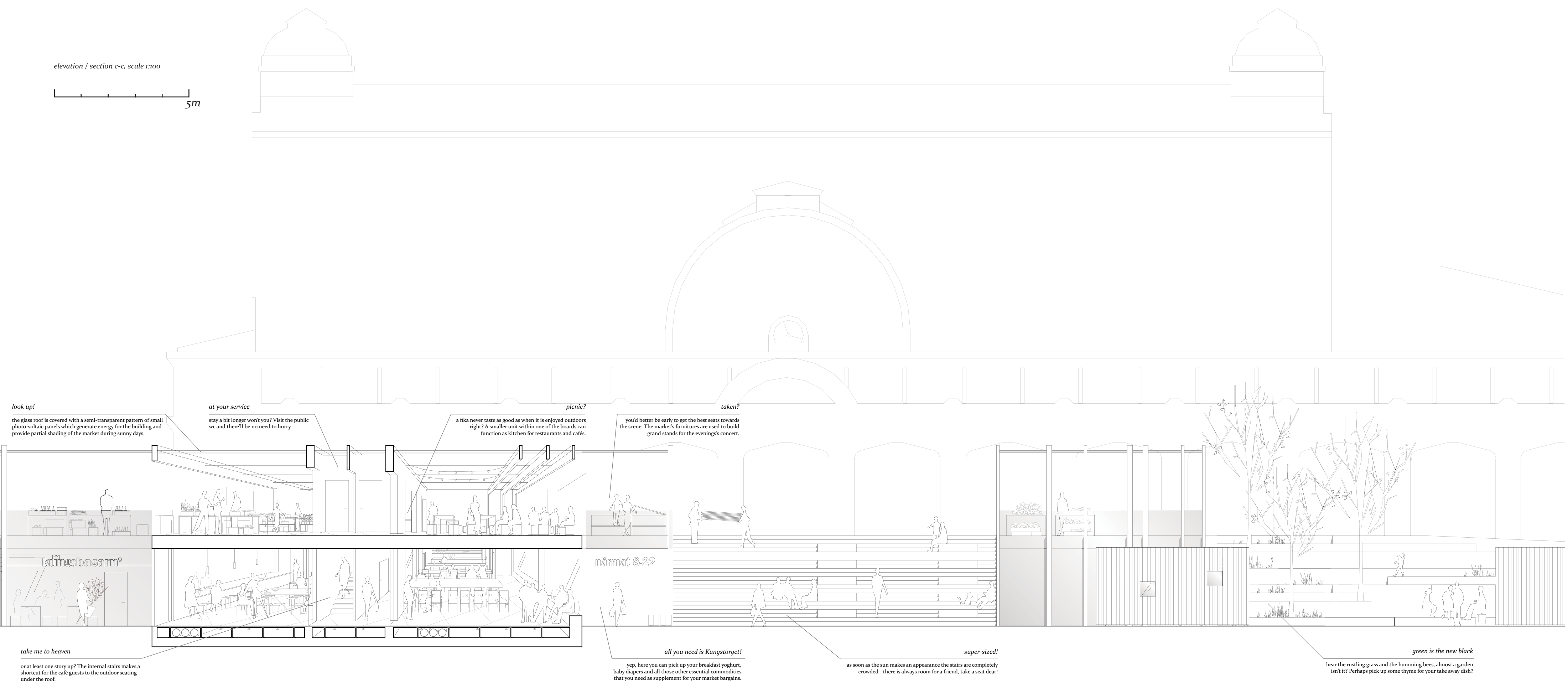
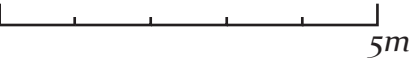




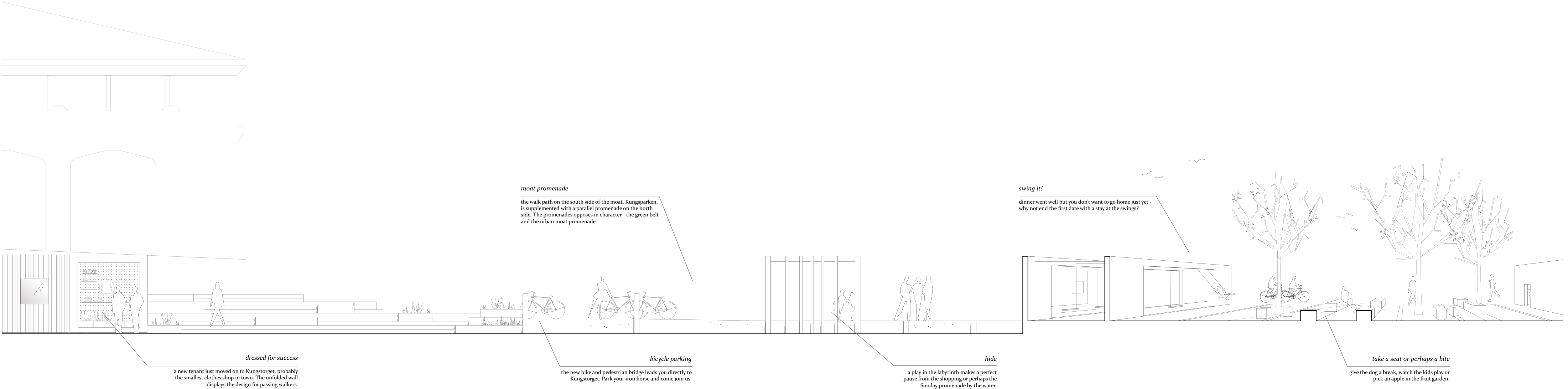
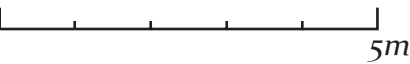
elevation / section b-b, scale 1:100



elevation / section c-c, scale 1:100

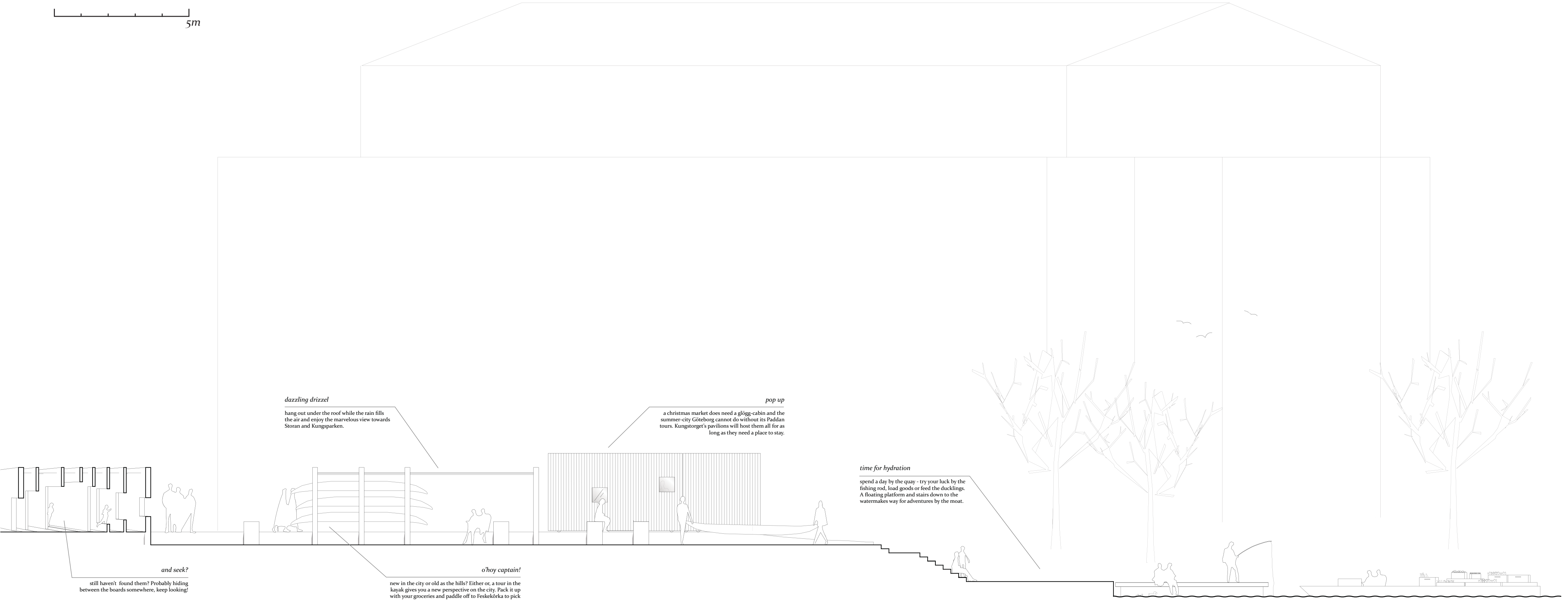
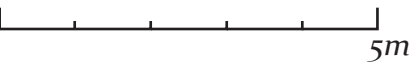


elevation / section d-d, scale 1:100





section d-d / elevation, scale 1:100



*dazzling drizzle*

hang out under the roof while the rain fills the air and enjoy the marvelous view towards Storan and Kungsparken.

*pop up*

a christmas market does need a glögg-cabin and the summer-city Göteborg cannot do without its Paddan tours. Kungstorget's pavilions will host them all for as long as they need a place to stay,

*time for hydration*

spend a day by the quay - try your luck by the fishing rod, load goods or feed the ducklings. A floating platform and stairs down to the water makes way for adventures by the moat.

*and seek?*

still haven't found them? Probably hiding between the boards somewhere, keep looking!

*o'hoy captain!*

new in the city or old as the hills? Either or, a tour in the kayak gives you a new perspective on the city. Pack it up with your groceries and paddle off to Feskekörka to pick up a herring for tonight's supper.

the plot

some traders see the opportunity for sales during the concert and displays their commodities

balcony holds grand stands and is possible to enclose for e.g. beer sales

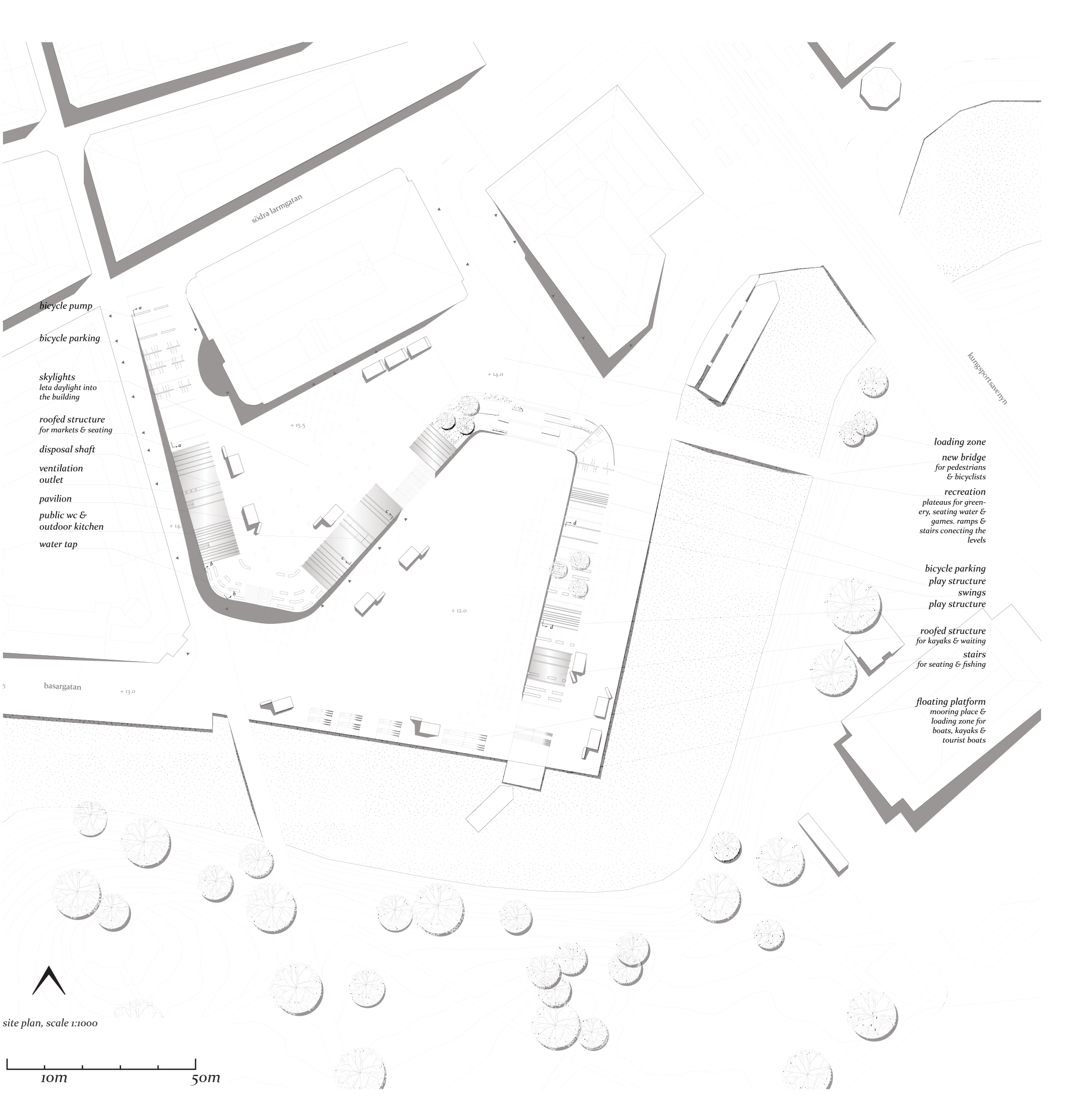
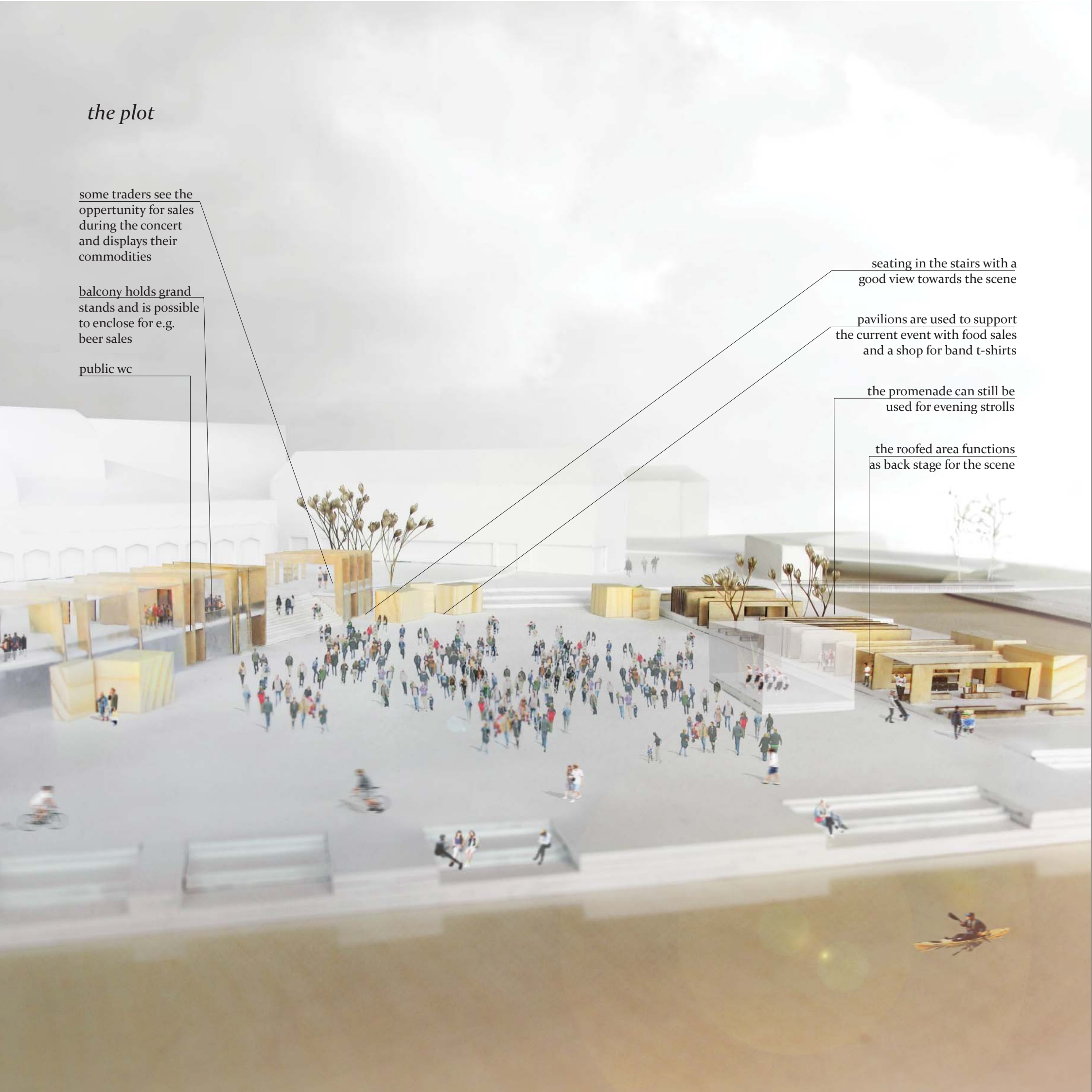
public wc

seating in the stairs with a good view towards the scene

pavilions are used to support the current event with food sales and a shop for band t-shirts

the promenade can still be used for evening strolls

the roofed area functions as back stage for the scene



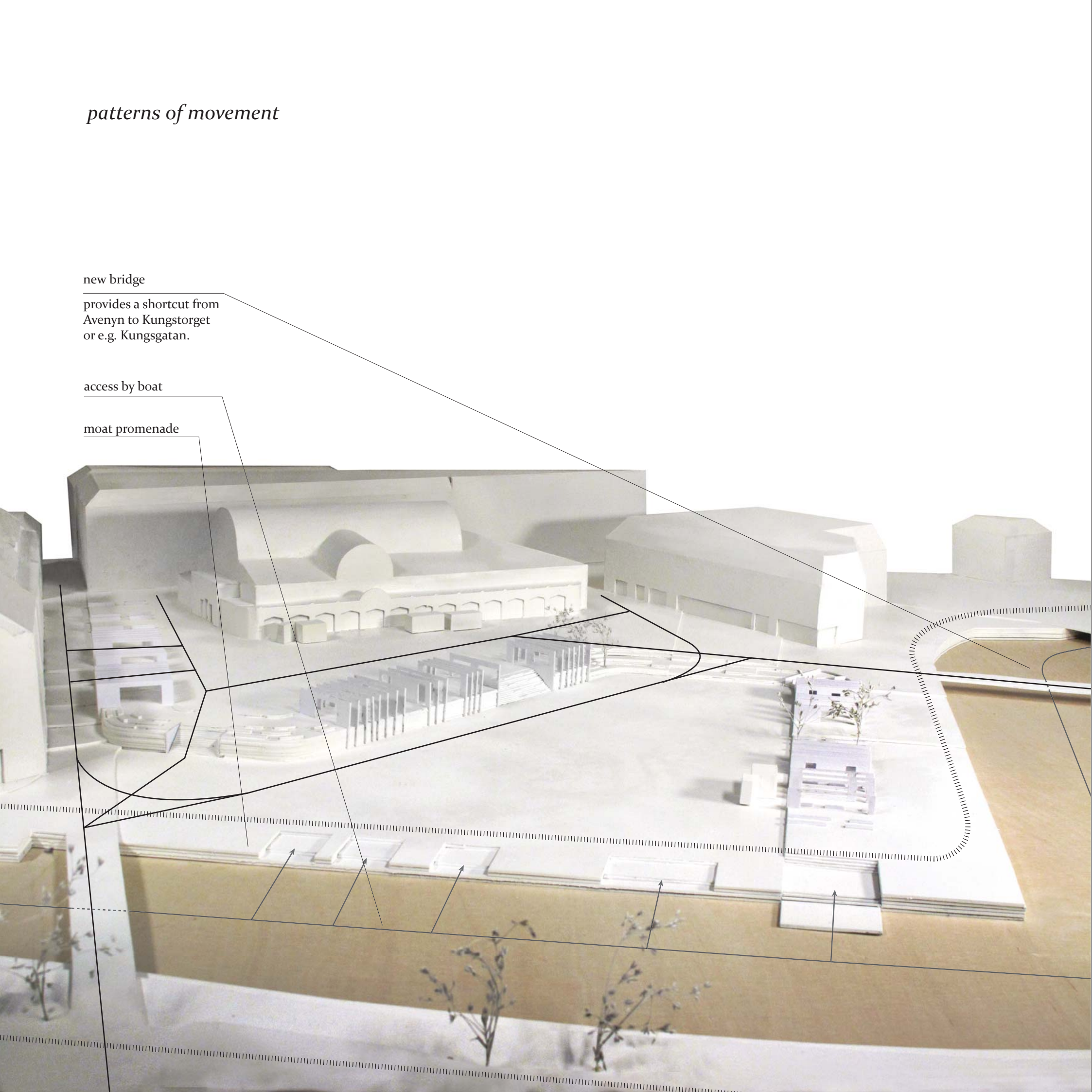


*patterns of movement*

new bridge  
provides a shortcut from  
Avenyn to Kungstorget  
or e.g. Kungsgatan.

access by boat

moat promenade



*four interventions*

*structure*

a structure of boards spreads along the site. The boards define surrounding space and form a dynamic continuous space within. It holds an outdoor roof and functions such as seating, bicycle parking, water taps, lights, etc. to support markets, culinary actors, recreational activities and temporary events.

*building*

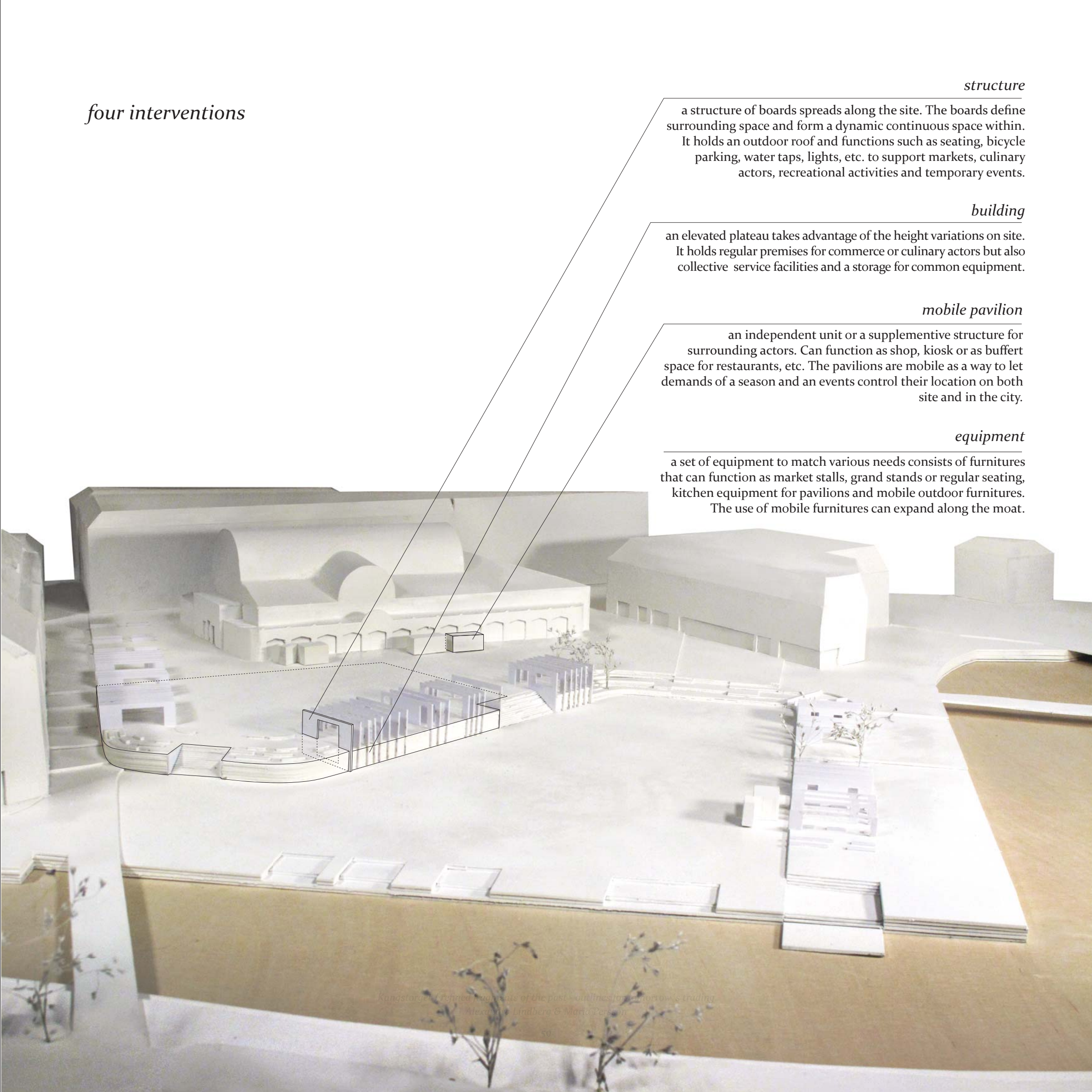
an elevated plateau takes advantage of the height variations on site. It holds regular premises for commerce or culinary actors but also collective service facilities and a storage for common equipment.

*mobile pavilion*

an independent unit or a supplementary structure for surrounding actors. Can function as shop, kiosk or as buffert space for restaurants, etc. The pavilions are mobile as a way to let demands of a season and an events control their location on both site and in the city.

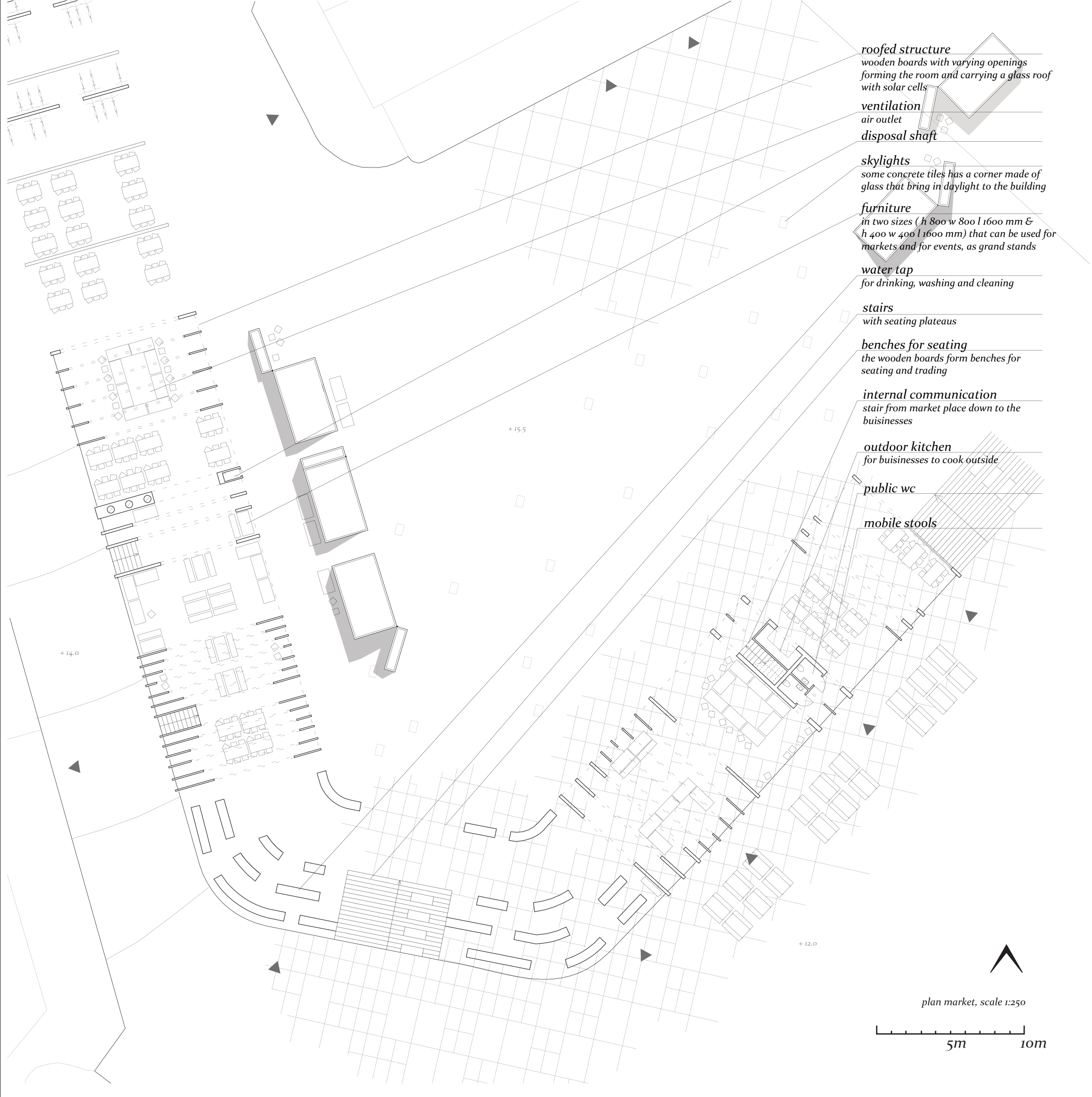
*equipment*

a set of equipment to match various needs consists of furnitures that can function as market stalls, grand stands or regular seating, kitchen equipment for pavilions and mobile outdoor furnitures. The use of mobile furnitures can expand along the moat.



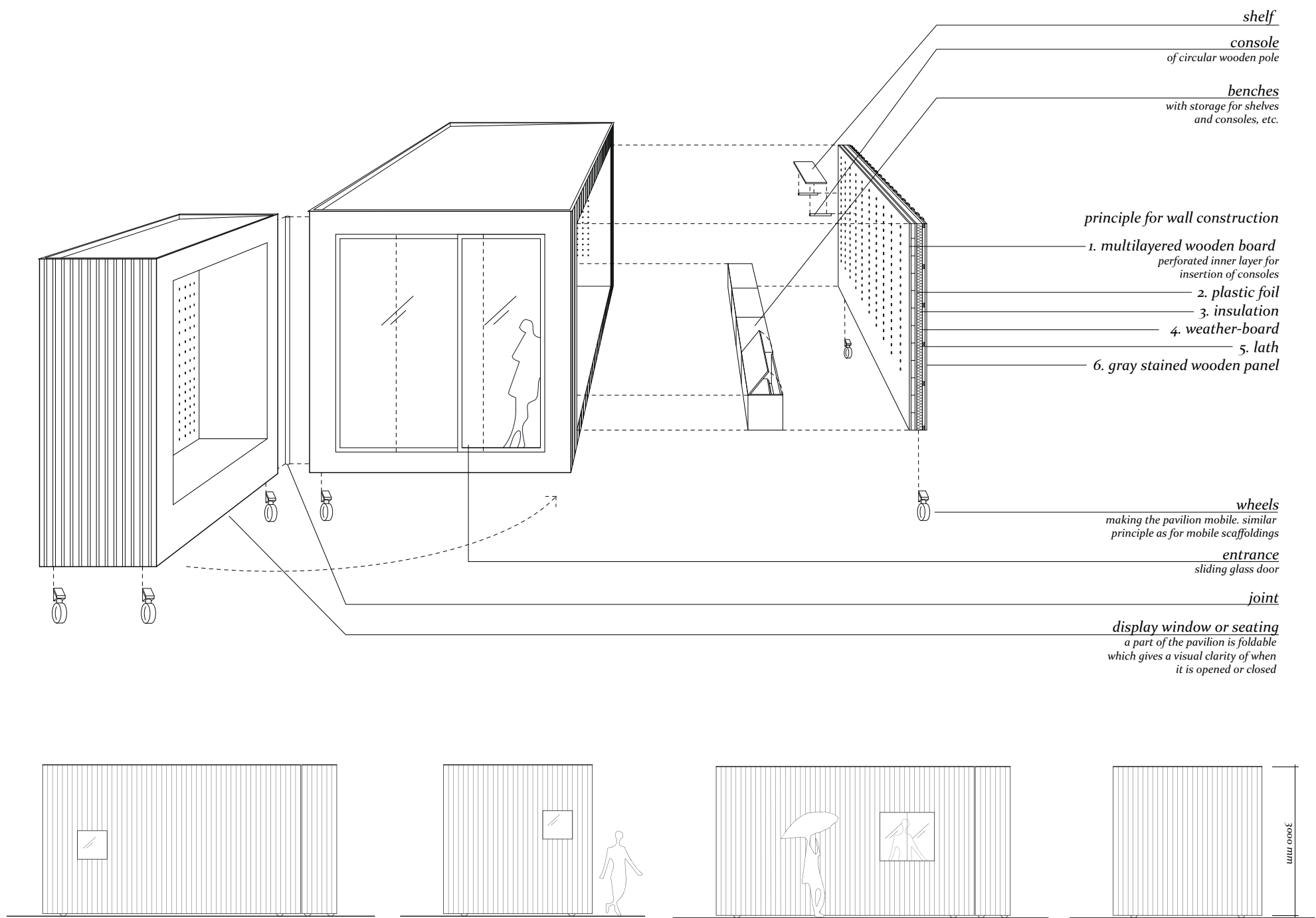


market



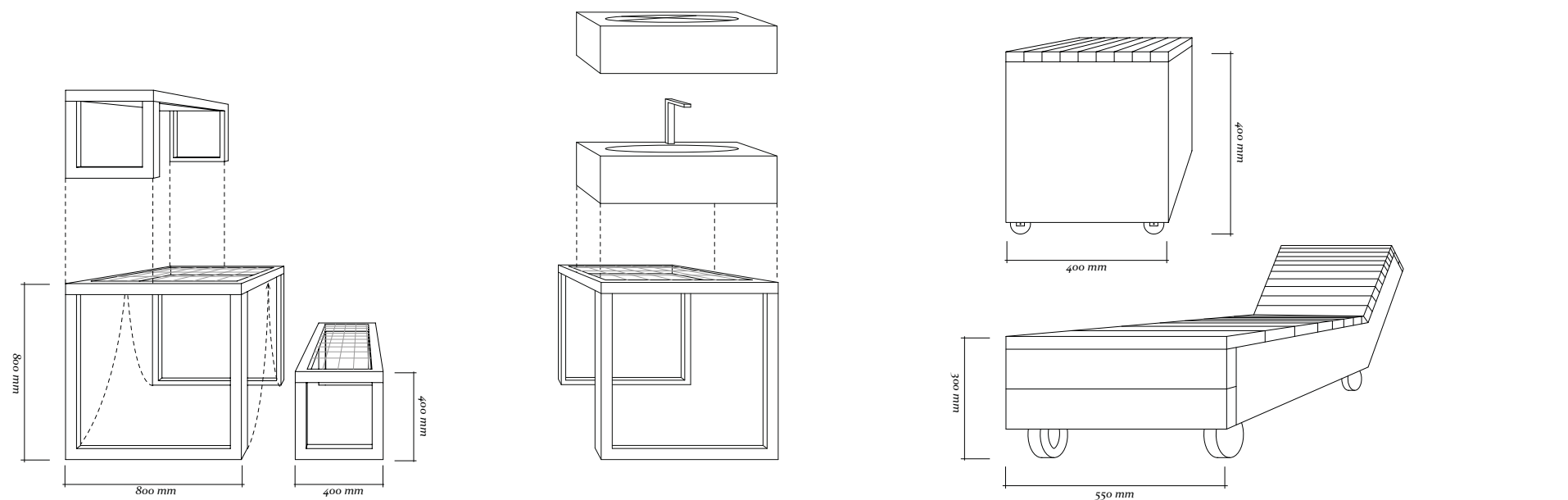


pavilion



elevations, scale 1:100

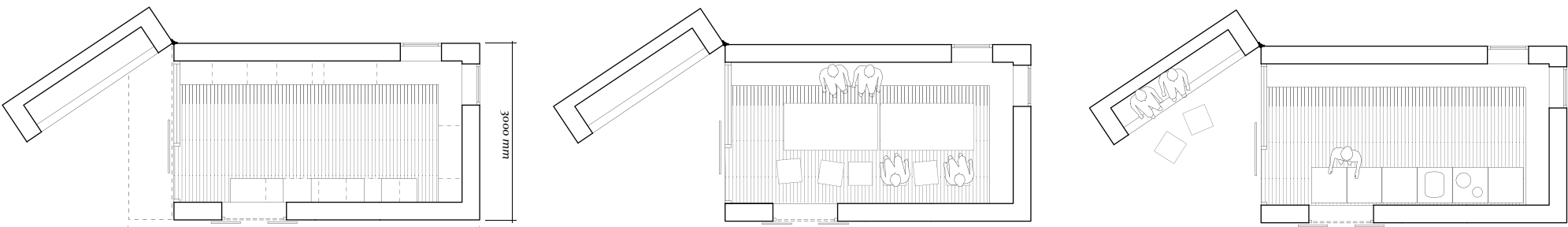
equipment



**furniture**  
furnitures made of black painted metal can be used by the market traders or as seating for the outdoor servings. When events are held the furnitures can be stabled on top of eachother and form grand stands. Tables and benches are foldable and easy to carry. All furnitures can be stored under the stair next to the common staff room.

**kitchen units**  
sink and water tank, stove and power source (gas or electricity) can be rented and attached to the furniture.

**mobile furniture**  
wooden sunbeds and stools on wheels are available. They can be used for outdoor serving areas, as a complement to the market furnitures and for the pavilions. By the quay the furnitures can be used freely for visitors who wants to relax in the sun. The furnitures can spread along the moat promenade and create a dynamic but cohesive feature of the site.



small shop

buffert space / seating for restaurant, pub, etc.

kiosk, fast food, service

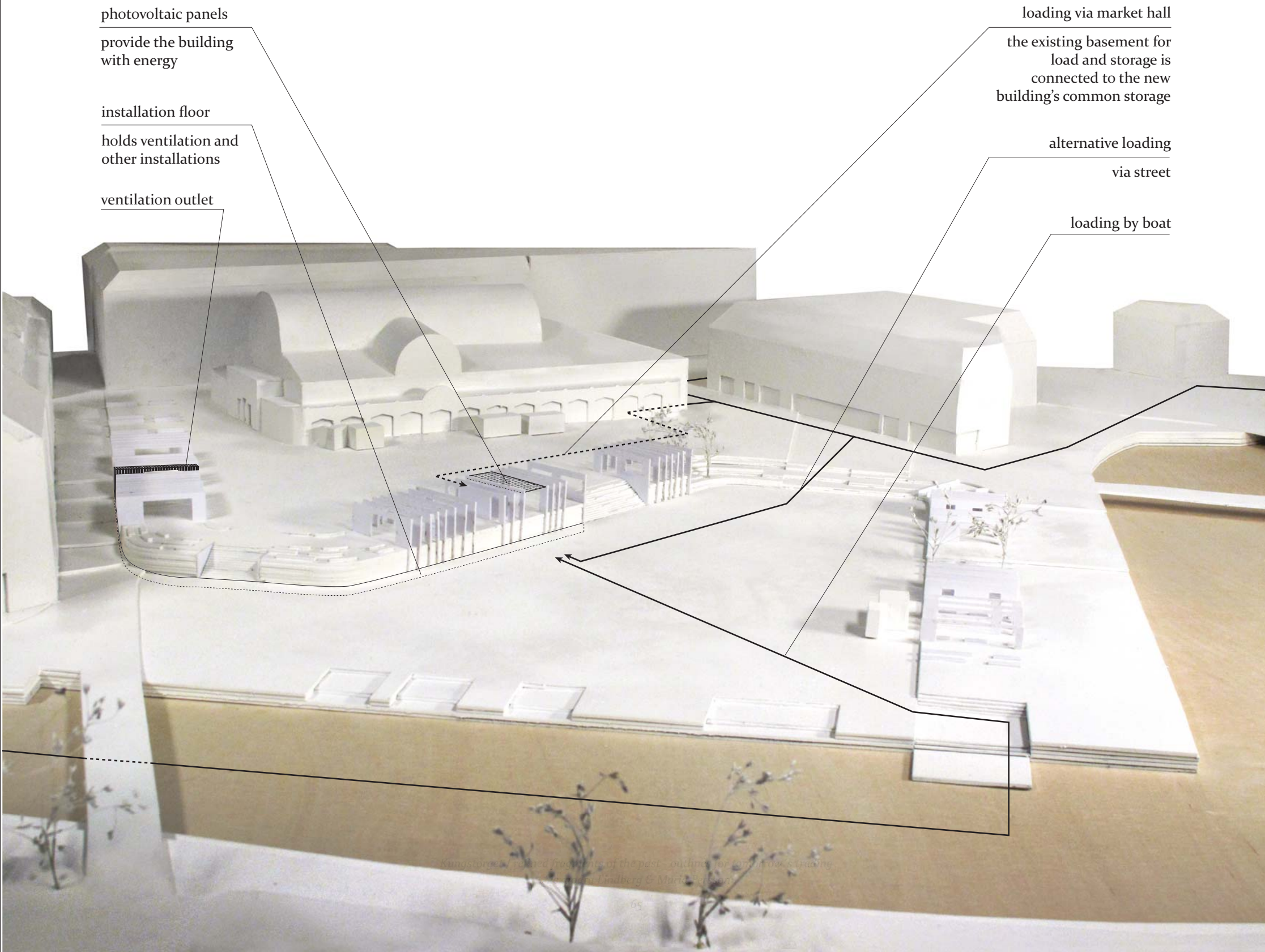
plans, scale 1:100



building



building system





materials & details

section, scale 1:20



**roof construction**  
the glass roof is carried up by steel beams  
that are spanning between the boards

**skylights**

**raised floor**  
all installations are placed under the  
floor. This allows for a higher ceiling  
inside the whole building

**glass roof with photovoltaic panels**  
provides the building energy and offers the  
market protection from strong sun light,  
rain and snow.

**gutter**  
included in the roofs bearing beams

**drainage**  
included in the wooden boards

**cross laminated wooden boards**  
creates sequences and a dynamic inside for the  
market structure. The boards are stabilising and  
loadbearing elements with seating and other functions  
included. They vary in thickness between 100 - 400 mm  
depending on placement and functions within

**glass facade**  
the facade visually continues up and  
forms a railing

**adjustable blinds**  
sun blocking blinds hanging outside the  
facade glass, in-between the boards are  
preventing from undesirable heating

**ground drainage**  
the board is elevated from the paving to protect  
the wood from direct contact with rain water.  
The board's footprint on the ground is sunken  
and filled with gravel to lead away rainwater.

**paving**  
uncoloured concrete tiles in various  
sizes (1 m x 1,5 m, 2 x 3 m and 4 x 6 m)  
and treatments (brushed, striped, smooth).  
Inside the building the pattern continues  
with the small and smoothly treated tiles which  
gives the impact of a continuing square.



recreation

a promenade by the moat to  
soak up the evening sun

an ice cream bar is temporarily  
parked by the quay

the new bridge

seating under the fruit trees

a labyrinth and swings  
for play by the moat

swings

wooden benches  
have a sit in the shadow of the fruit trees  
and watch the kids play

greenery  
some concrete tiles are replaced in favour  
of gravel for plants and trees

play structure  
the wooden boards form rooms  
with varying openings

paving  
uncoloured concrete tiles in various sizes  
(2 x 3 m and 4 x 6 m) and treatments  
(brushed, striped, smooth)  
the wooden boards form stripes that cut the tiles

roofed structure  
kayak storage, waiting area for tourist boats  
and seating

stairs  
seatings and deck for fishing, mooring place  
for boats and kayaks

mobile sunbeds

pavillion  
with mobile stools

plan, scale 1:250

5m 10m

DISCUSSION

Could a commerce context be informed to include more than the exchange of goods or services and could the settings encourage more resilient consumption patterns? It is a complex and perhaps impossible question to answer, both in terms of what is considered to be sustainable but also whether architecture could be said to have a say about it. Our proposal is thus based on our interpretation of what is considered to be a sustainable commerce context and in extension how we image that architecture could stimulate this.

The city / The proposal is designed to contrast and supplement Gothenburg's existing rang of commerce contexts. The contrasting setting and the introduction of new types of premises would mean that the city centre can offer diverse trading facilities and therefor attract various actors. The proposition means that Kungstorget would be a commerce context that could answer to an everyday need of commodities. The necessity of these kinds of settings, local or easy to accesses by public transport, might increase with the introduction of road tolls around the city centre. In extension, the city centre could be chosen in favour of external shopping thus reduce local car traffic.

Kungstorget's closest neighbour, the market hall is owned and run by the municipality through HIGAB. A similar solution could be suggested for this proposal and would secure that city life interest are taking in consideration of the site's development.

Kungstorget is a given place for larger cultural events in Gothenburg. At present, market traders and festivities cannot occur simultaneously, meaning loss of income and few temporary events held at site. The new suggested organization permits a combination and even some interaction between these activities. The site becomes vital and mutable – responsive to contemporary needs. The transformation and adaption could strengthen the site's role not only functionally but it could also become a characteristic physical feature. Pavilions and furniture could be used to support temporary events along the moat and in other parts of the city and thereby create a unified cityscape and a reminder of Kungstorget.

The presence of water is sadly often neglected and unnoticeable in today's Gothenburg city. By suggesting a developed water activity through a reintroduction of loading via the moat, a defined promenade, water related activities, etc. the city's physical preconditions are incorporated and optimized.

The consumer and the citizens / With the reformation of Kungstorget, citizens are invited to participate and use one of Gothenburg's finest public spaces. It is not a public space for consumption alone – it is equally a place for meetings, leisure and play.

The trader / Ever since the removal of the bastion, Kungstorget belonged to the market traders. Today's market is diminishing. An articulation and definition of the market space would mark importance and provide visual clarity for visitors. This together with new supplementing premises and a larger number of actors could hopefully boost the outdoor trading and make way for social interaction in the commerce context.

The mix of premises suggested would likely attract tenants with various preconditions; well-established companies mixed with new or less profitable actors, a combination that permits customized rents and hopefully could be some form of security for the premise owner. Dense commerce, synergetic functions and common facilities would promote contact workers in-between and create internal networks. In extension this could perhaps even induce some kind of security for the traders. Common logistics are currently being developed in the city centre, which confirms that are tendencies towards collective solutions within the commerce context.

Cities are trend catalysts, and commerce contexts are extremely responsive to current attitudes and demands. Hence an implementation of new solutions and initiatives for commerce contexts within our cities could have a large impact and ultimately affect existing patterns of consumption.

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Oral sources – a summary of each entry can be found in the appendix.



## APPENDIX

### Interview I

with Marianne Sörling, Innerstaden Göteborg

2012-10-01, Vallgatan 21

Innerstaden Göteborg is an organisation formed in 2005 by Gothenburg traders, property owners, the traffic office, park and nature management and the municipality. These together fund administration and management of the organisation. All other activities are project based and funded through special agreements and sponsorship.

The organisation set their main task as to together create and fulfil the vision about a vivid town centre. They formulate goals as “increased quality of life, increase number of visitors in town's centre, increased sale amongst companies”. As core values they mention “a vivid meeting place for everyone, historical importance, a rich variety, quality and intriguing culture”. Innerstaden Göteborg work actively with informing tenants about the city's and the building's history. Through this they hope to promote softer values and together with knowledge about the city's development.

Innerstaden Göteborg has an established system for developing the city; concentrating certain kinds of activities and functions to certain streets as a way to provide clarity for the visitors and increase the retailers selling. Regarding the range offered in the city centre, Marianne believes that the central mall Nordstan should stand for a bigger part of large retail actors. Though she is satisfied with the current variety within the town's centre and believes that the balance of various actors is good.

Marianne talks about sustainability in the terms of keeping the city's centre alive and attractive. Five years ago there was no interest in these kinds of questions at all, she claims. Today, at least most companies are interested in reducing their energy consumption as a way to reduce costs. The organisation works actively for a more sustainable city centre. They form networks for local producers of food, setting them up with restaurants in the area. A couple of times a year they run markets with locally produced goods and food but also flea markets as a way to promote reuse of goods. Their latest intervention is collective logistics; all loading will take place before ten in the morning, keeping the streets free from trucks the rest of the day. As a complement during “non-loading hours”, an electrically driven goods train will support the stores with deliveries.

Innerstaden Göteborg has been active in the development of the city planning office's programs for Kungstorget and Grönsakstorget. Marianne hopes to see the plans realised, preferable with food related activities in the suggested bazar buildings. Addressing the question regarding car parking she emphasizes the need for streets on the pedestrian's conditions. Each car should be placed according to their time of visit, she continues. Long-time parking should be located underground whereas short-time parking should be made easily accessible.

### Interview II

with Sofia Berntsson & Jesper Lundell, Higab

2012-09-28, Ågatan 17

We met Sofia Berntsson and Jesper Lundell, representing the Higab group, for an interview. Higab is a part of the Gothenburg's municipality as one of the leading facility trustees and they are the owner of the market hall at Kungstorget. In this interview they shared their ideas and visions about Grönsakstorget and Kungstorget but also regarding Gothenburg as a whole.

Higab pictures Kungstorget as a gastronomical naval in the city and works actively with that in focus. As the owner of the market hall they attempt to premier small scale and local actors. This is implemented by offering rents below general market price but also through the physical premises; stalls smaller than the average. When reasoning about the future of the market hall, the company has identified a change in their main clientele. Nowadays their most devoted consumer has become people over the age of thirty. They believe that it is therefore necessary to adjust the range of shops and activities to fit this target group. When discussing parking in the city centre, Higab as a company does not have any general guidelines regarding car parking adjacent to their buildings. But Sofia and Jesper personally believe in a city centre free from cars. They believe that cars should be parked outside of the moat, e.g. by Stora teatern or at Heden. They agree that when strolling along the northern side of the moat, parking is a big problem since it reduces the water contact. Higab wants to see a development of the moat, from Kungstorget and its market hall to Fêskeskôrka at Rosenlundsgatan, connecting actors and activities to strengthen their positions in the city. It should be easy for the visitor or consumer to locate this type of commerce in Gothenburg they mean.

The market hall and Fêskeskôrka are both landmarks of Gothenburg and carries important bits of this city's history. Sofia believes that by identifying and

emphasizing sites with cultural values, their significance for the whole city can be raised. Gothenburg city is today promoted as the event city, but Sofia questions if this marketing approach is too narrow. She asks if it is possible to lift other qualities e. g. Gothenburg's historical and cultural aspects and claims that it could be a way to strengthen the city's identity and attract tourists.

If the bazaar buildings on Kungstorget would be built in the future, Higab hopes to become the owner. The company wants to further develop their ideas of a gastronomic naval with restaurants, shops and a market. Jesper personally has a vision for some kind of food related education on the square.

### Interview III

two market traders on Kungstorget,

2012-10-10, Kungstorget

Currently twelve market traders have annual permits for a stall on Kungstorget. Normally, only two or three are working at the same time. During restorations of the market hall, movement on the square is obstructed by containers and barracks. This has of course affected the trader's business, fewer costumers in general but particularly less of the random visitors.

The traders answer for all equipment used, transport of supplies and stalls. Some of the traders are merely dealers and pick up their goods early in the morning at Partihallarna while others sell self-produced goods. Though they have access to the common service facilities of the market hall, most of them only use the toilettes and bring own lunch to eat while working. Some of the traders work all year around and others during certain seasons. They both agree that the whole square was livelier and a nicer place to work at when the falafel wagons still remained, more people stopped on the square for a while.

According to the permit, no trading is allowed when events take place at Kungstorget. Traders are not compensated for any loss of business. The first Farmer's market in Gothenburg was held at Kungstorget. Since the event collided with the Cultural festival, the market was moved to Haga nygata. “It would be nice if it moved back” one trader claims. Despite the fact that no fee is required for temporary stalls during the Farmer's market, the traders feel it contributed a lot to their own business. The festival also created an awareness of the site as a trading square among the citizens.

a couple of traders within the market hall

The market hall hosts several restaurants, smaller shops and stalls. Most companies within the building feel reliant on each other and emphasize everyone's willingness to help and collaborate. Smaller shops and stalls have common storage and loading in the basement to where deliveries are made every day. They have access to shared service facilities with staff room, dressing room, etc. one storey up. The larger companies within the building, restaurants in particular, function as isolated units with own storage, entrances and service facilities.

some smaller shops near Kungstorget

Most of the small actors at Södra Larmgatan, just next to the market hall and Kungstorget, except from one (a bar) feel very much affected by the commerce in the market hall. They notice a shrinking amount of costumers as the restoration of it takes place. Most shops do not have any particular correlations with other shops except for when discussing opening hours. A bar just across the market hall states they have some collaboration with adjacent restaurant when it comes to staff comfort etc.

The amount of deliveries each day varies between the actors; some receive supplies three times a day while others get them three times a week. All deliveries are made through their entrance towards the street.

two large scale companies near Kungstorget

A large scale retail company and a cinema close to Kungstorget, both claim they are not particularly affected by surrounding activities or events. They do not have any explicit collaboration though some of them match their opening hours to adjacent companies. Each company have their own service facilities with staff room, kitchen, dressing rooms and offices. Deliveries vary quite a lot; some have their supplies filled once a week while others receive them several times a day.

### Lecture

by the City planning office and the Traffic department, Developing Gothenburg - moat and traffic

2012-10-11, Chalmers, Gotheburg

The lecture discussed a new pedestrian bridge over the moat, between Storan, the big theatre and Kungstorget. It also touched upon future car parking strategies, reconfigurations of car roads and public transportation in Gothenburg.

In 1995 during the World Championships in track and field, a temporary bridge was launched in this actual spot. It was a link between Kungsporsavenyn and the event area of Kungstorget to make it more accessible.

The city planning office, believes in extended communication over the moat to link different parts of the city. These plans will very much affect Kungstorget. They ask if a new bridge can encourage flows on the square and thereby lift its attraction and if the development of the moat promenade can expand the orientation in the city. The city planning office have a strong vision for implementation of the moat quays, where the southern side is soft and green and the northern is paved and city like.

Nowadays infrastructure development for cars is put aside and public transportation is the main focus for the traffic department. The goal is a car free city centre. This is a big change since Gothenburg is strongly influenced by motorists and is primarily developed for them. Hence, the public transportation of the city is underdeveloped compared to other Swedish cities according to the traffic department.

Gothenburg's infrastructure stands before large changes. Road tolls are introduced 1st of January 2013 to finance a new bridge crossing Göta Älv, train tunnels etc. Some roads around Kungsporsavenyn will be closed for cars in December 2012, first out is the distance from Södra vägen, through Bältesspännarparken towards Kungsporsavenyn.

The traffic department investigates if it is possible to build parking underneath the theatre Storan instead of under Kungstorget as a way to avoid cars within the moat. According to them, underground car parking at Kungstorget will be a disaster because of the future infrastructural changes.

Can a car free city have negative impact on the city's commerce? Can this cause increased shopping at external malls, people in general prefer to drive and shop rather than travel with public transportation and shop. The city planning office replies that they believe that external malls cannot replace functions of the city. They miss the social and cultural values that a city possesses.

The traffic department investigates if it is possible to build parking underneath Storan instead of Kungstorget as a way to avoid cars inside of the moat. They believe car parking at Kungstorget will be a disaster because when infrastructural changes will be done, e.g. at Södra vägen, there will be a lack of circulation possibilities inside the city centre.

Can a car free city have negative impact on the city's commerce? Can this result in expanded shopping at external malls, since people rather drive to shop than travel with public transportation? The city planning office means; that external malls cannot replace functions of the city. They are missing social and cultural values that a city possesses.