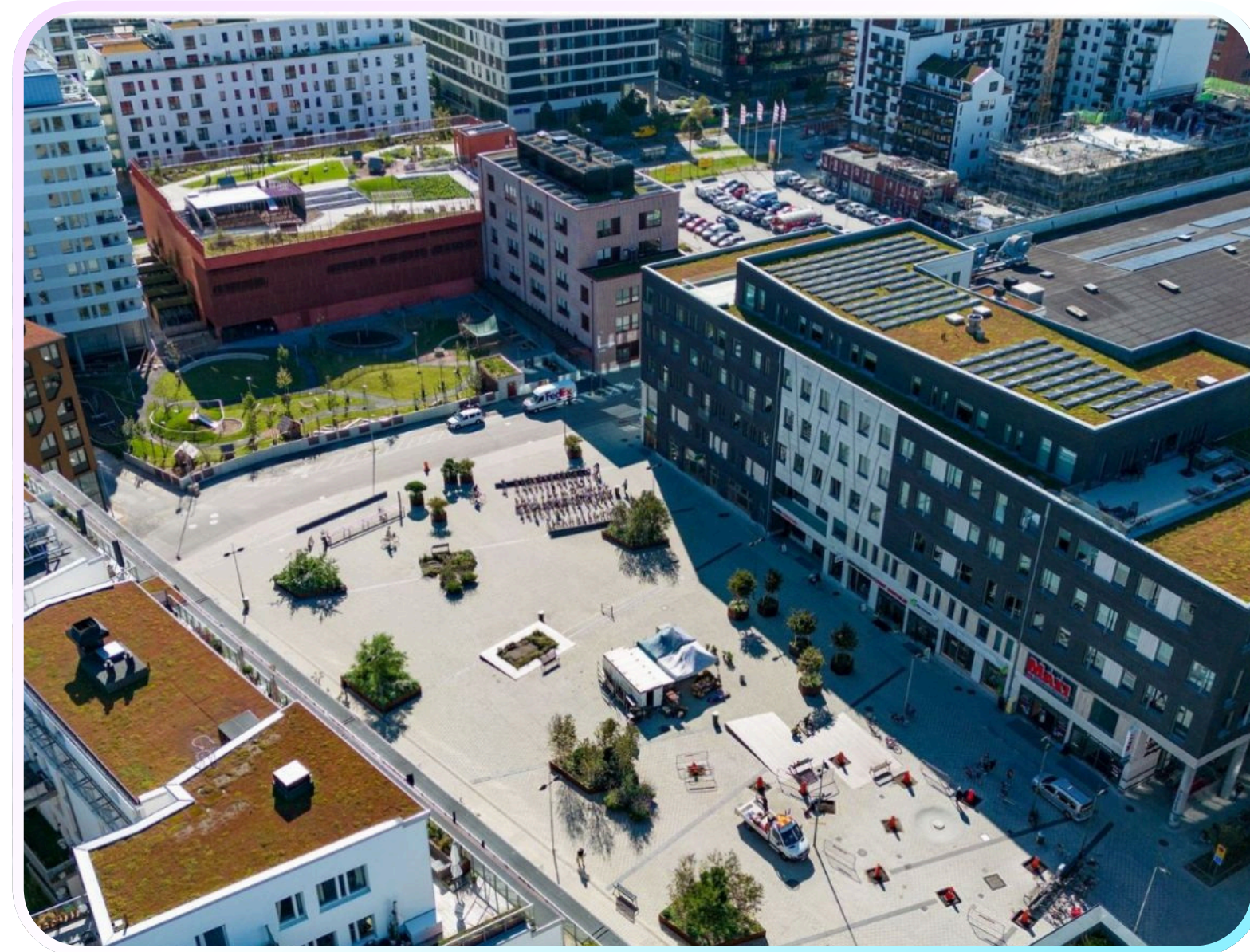


MASTTORGET

VÄSTRA HAMNEN-HAVE IT ALL



Kamand
Aminoroaya

Naseem
Garcha

Ifeoluwa Olubusola James-
Iduma

Svitlana
Oslavska

Fiona
Winders

Västra Hamnen - Have It All

Vision

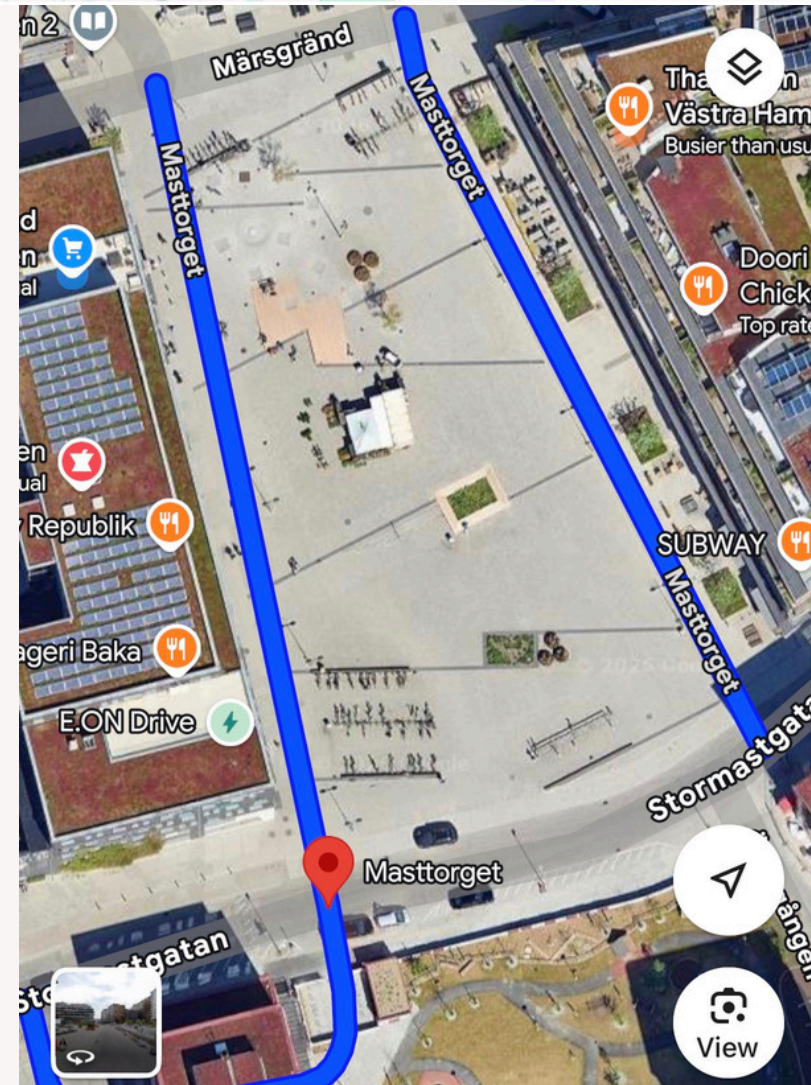
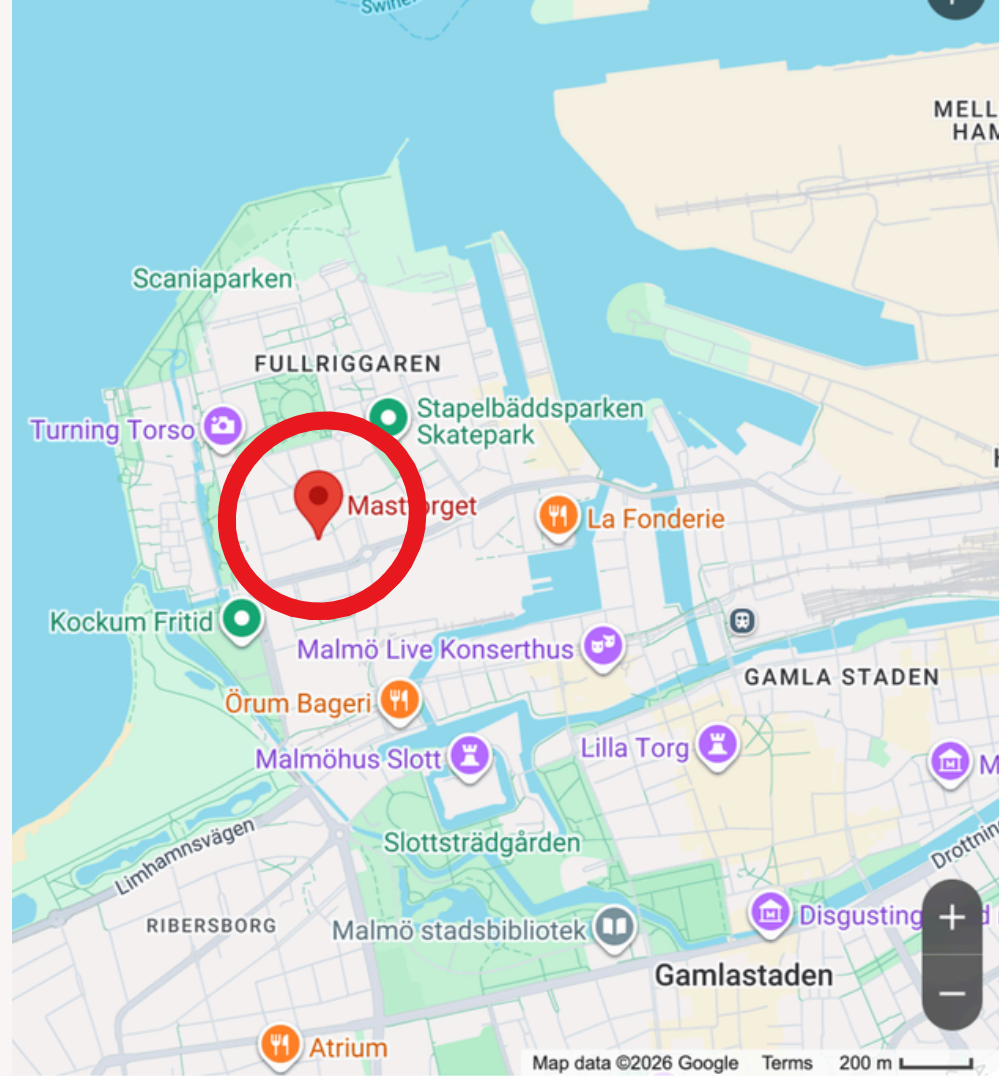
“a vibrant and sustainable district where people, businesses and the environment feel good all year round”

- Collaboration platform
- 45 organizations : small and large businesses, City of Malmö, civil society, cultural actors, MAU
- Placemaking initiatives
- Activating public spaces
- Strengthening district identity

Masttorget



- Completed 2013
- Green and open in warm months, otherwise cold and windy
- New businesses in a growing district
- Target groups: residents/businesses/casual and regular visitors



Activating a Public Square Through Collaboration



* Observing and mapping people's movement on Masttorget

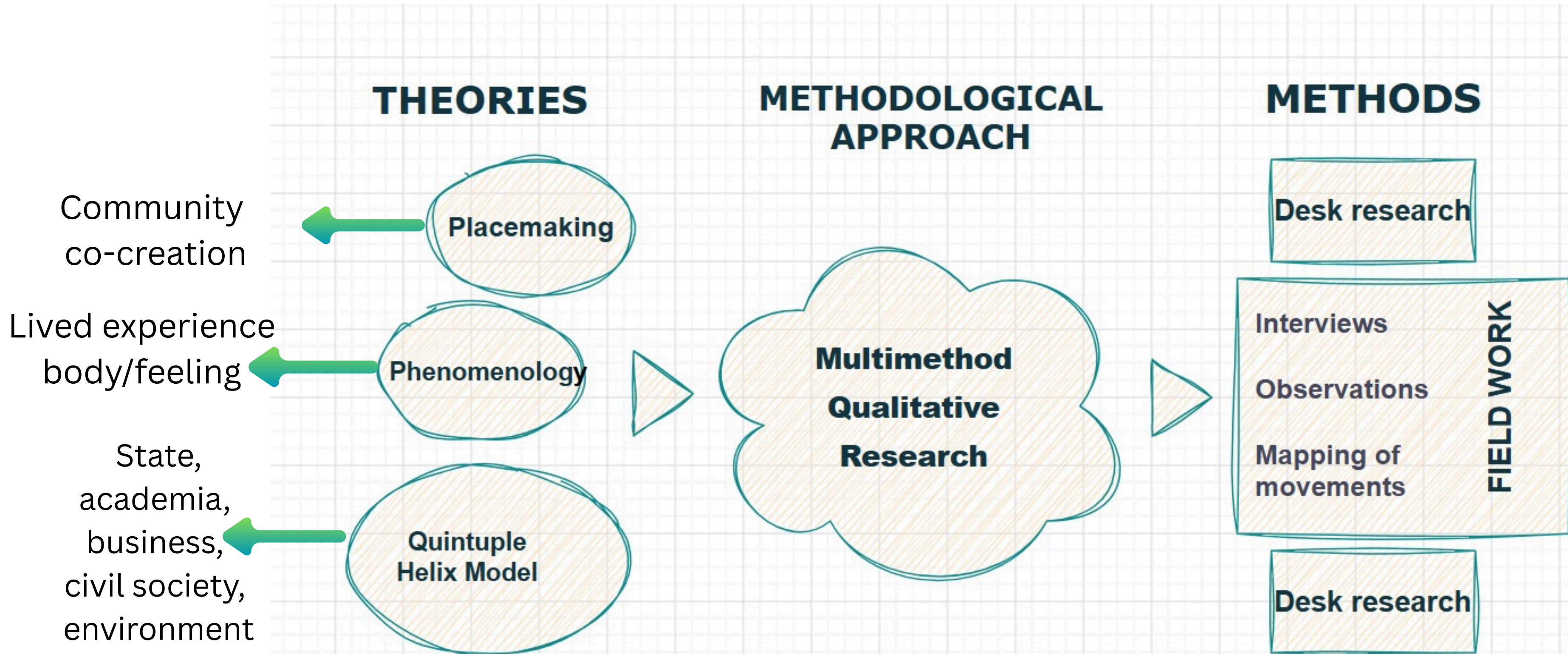
* Qualitative short interviews to capture people's feelings, experiences and thoughts on what it means to them

* Results can help Have It All plan for activation and development of Masttorget, with people in focus

Our Research Question

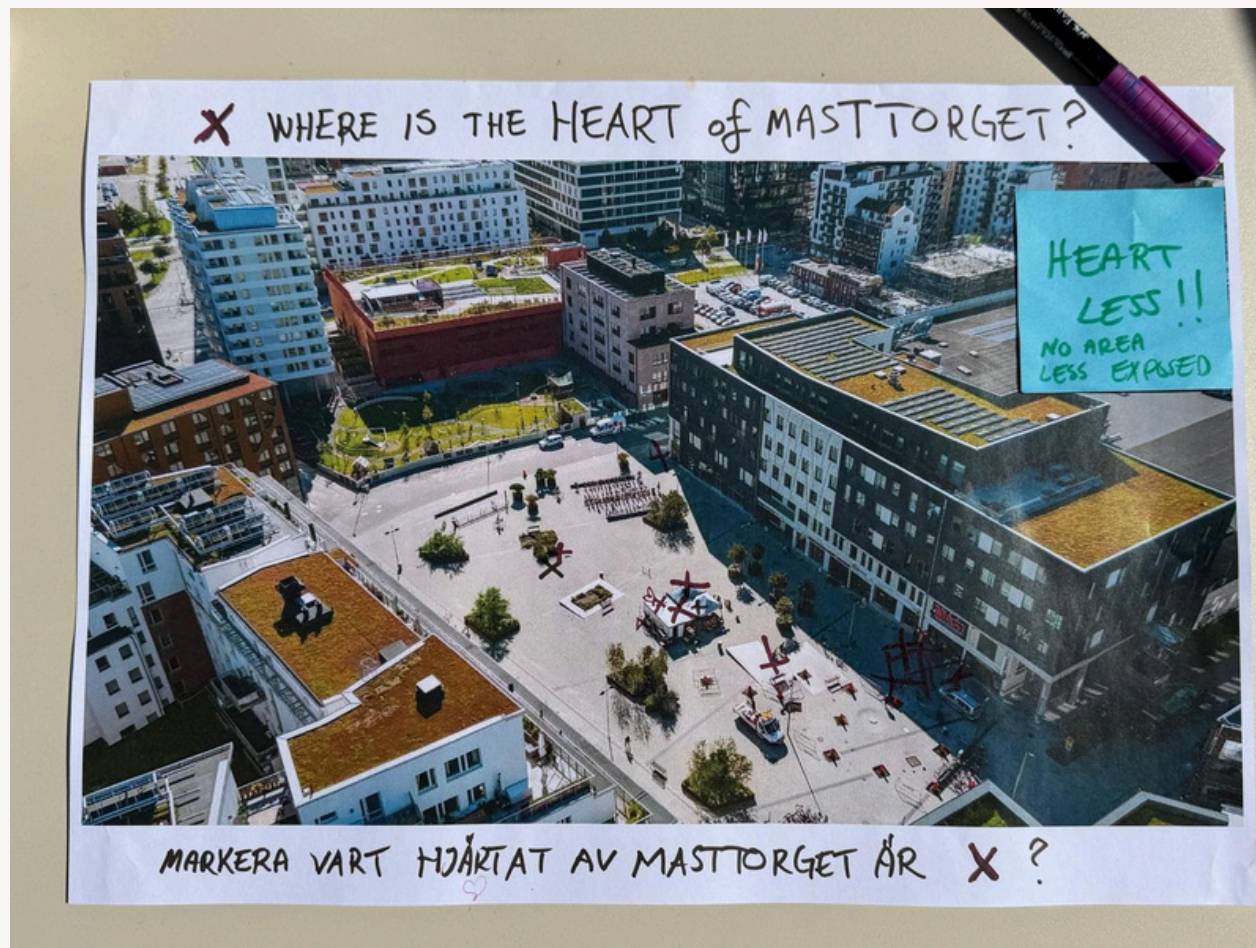
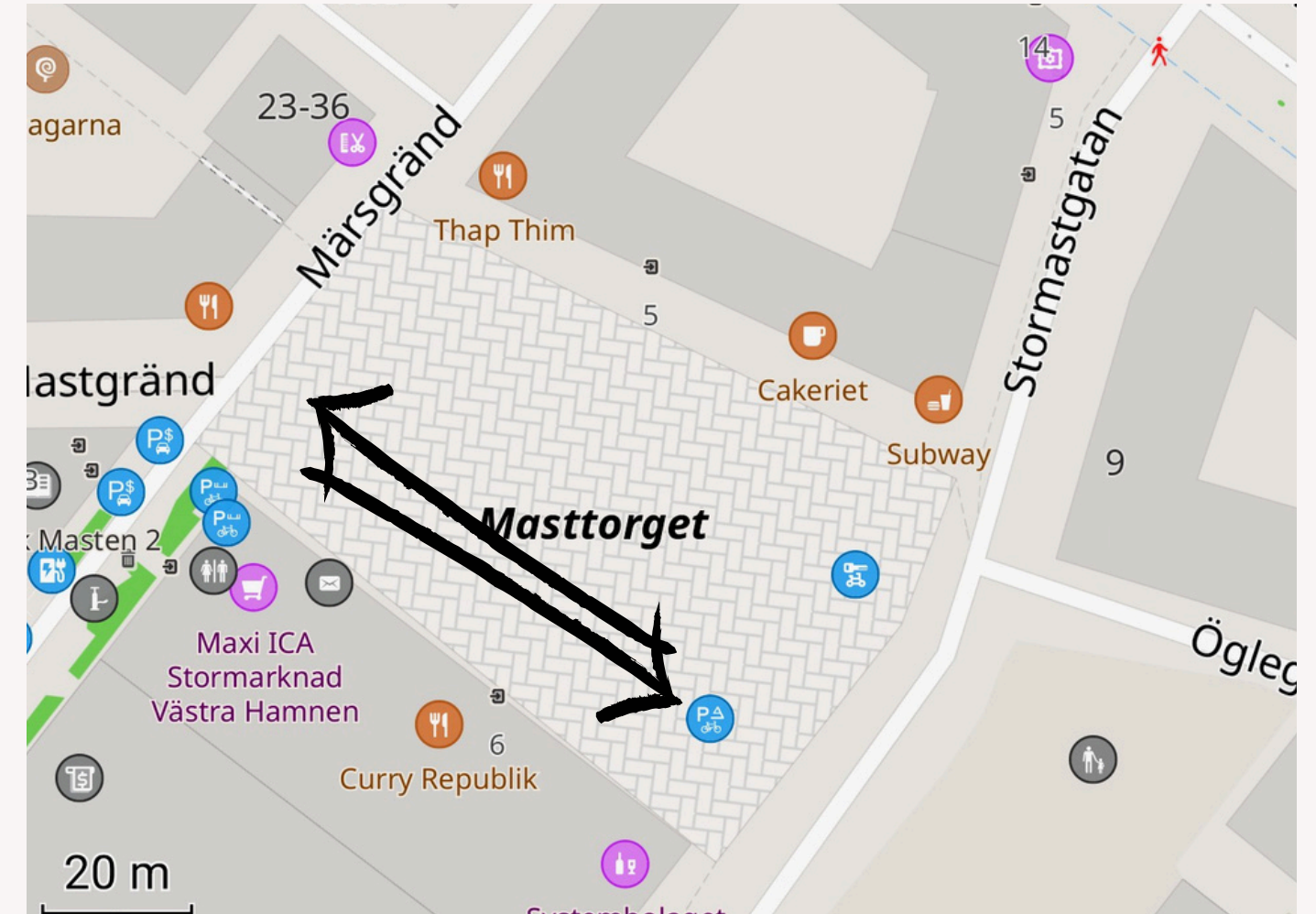
How does Have It All's objective of **“placemaking”** and creating **“a vibrant and meaningful”** Masttorget with **“long-term value”** correspond to the **experiences of visitors, residents and businesses** who use the square?

Our Methodological Approach



Methods and Processes

- Mapping of movements at Masttorget
- Observations (with a phenomenological lens)
- Interviews with visitors, residents and business owners/employees (41 interviews)



- A cultural probe

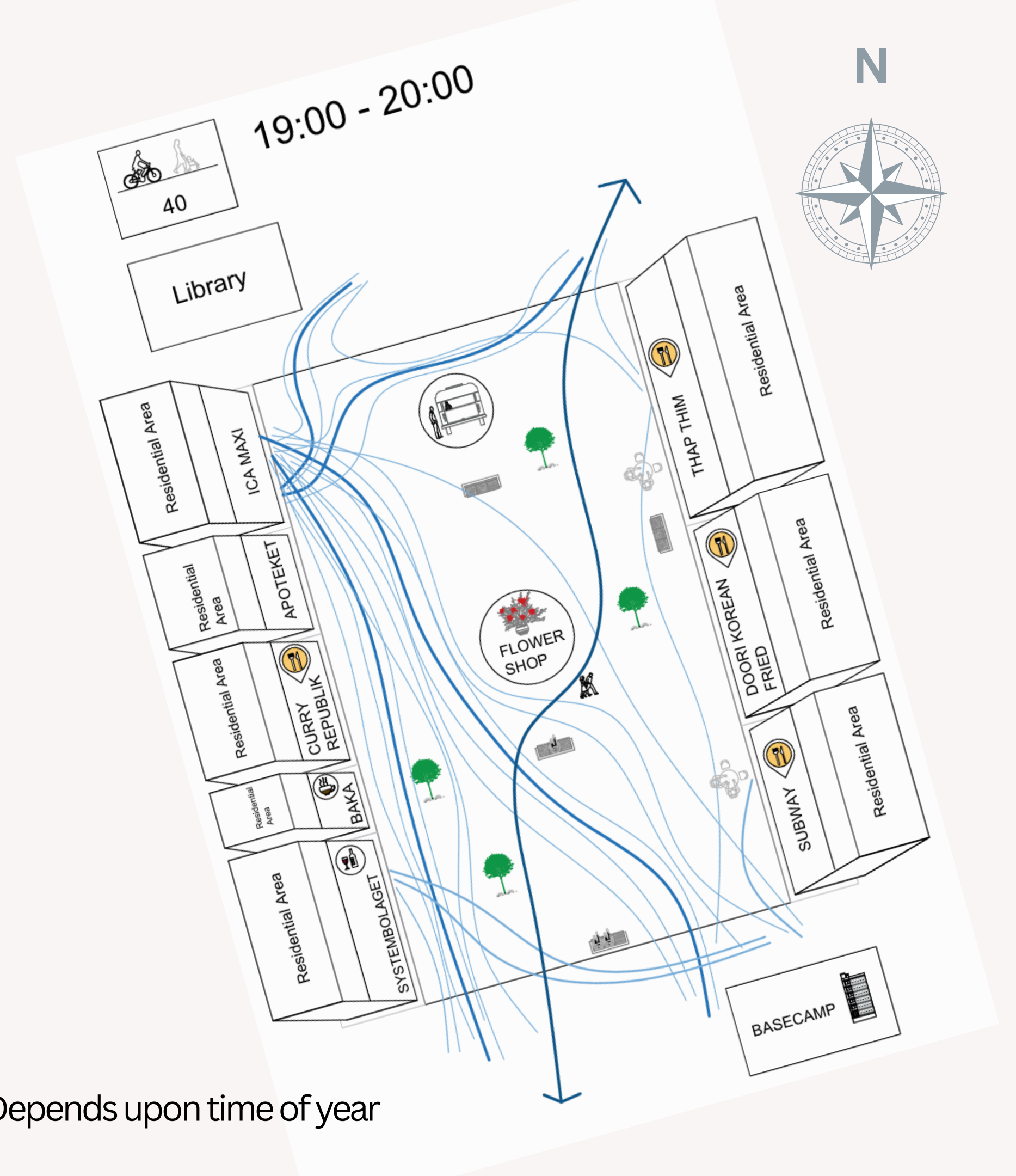


Findings: observations and mapping

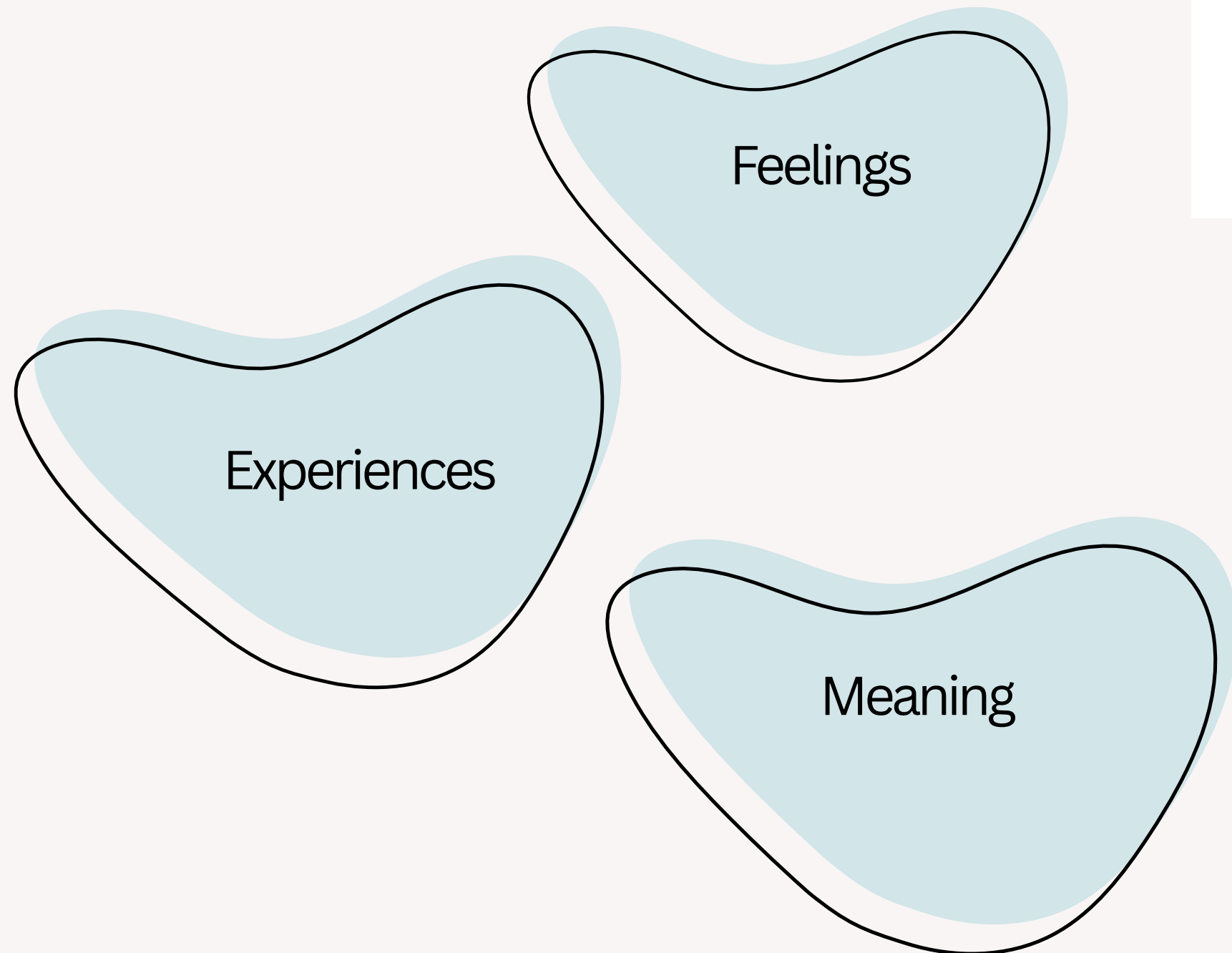
How people use Mastorget

- A **transit space** (“extension of ICA Maxi”) pedestrians, bicycles, scooters, parents with strollers on the way to the supermarket, to the library etc.
- A **recreational space** short-term recreational activities during warmer times of the year (ice-cream, coffee, choosing flowers, and slowly walking a dog)
- **Children** not specifically provided for but find ways to use the square.

* Depends upon time of year



Findings: interviews (residents, visitors, business)



In-The-Moment Feelings of Square



Feeling Words That Describe the Square



Findings: interviews

Meaning – from emotional attachment to everyday functionality

- a workplace / passage space
- convenience and accessibility
- practical place that connects to the daily routines
- comfort, familiarity, and social connection (home)
- aesthetic and environmental qualities (“greening”)

*



Research question

“How do Västra Hamnen – Have it All’s objectives of **“placemaking”** and creating **“a vibrant and meaningful”** Masttorget with **“long-term value”** correspond to the experiences of the **visitors, residents and businesses** who use the square?”

Conclusions

- A **vibrant and lively place** at certain times of the year
- Seems to have **a long term value** to its users: whether as a transit space, as a base for their life, a social or workplace
- **Transitory usage** will continue to be an important element

Conclusions cont.

- **Placemaking** aspect of the square has not completely evolved (**participation, involvement and interaction with the space**), leaving it underutilized
- Its **cultural meaning** is not fully realized: absence of emotional connection

Recommendations

- **Events and activities oriented towards deepening cultural and social connections: focus co-creation and neighbourhood**
- **Transitory character of Masttorget to be taken into account when planning future development and activities**

Recommendations cont.

- Possibility of a **child-friendly space** could be reinvestigated
- **Technical solutions** to problems such as windyness and traffic can be investigated **collaboratively**



Thank you!

Question time





Kamand Aminoroaya

Naseem Garcha

Ifeoluwa Olubusola James-Iduma

Svitlana Oslavska

Fiona Winders