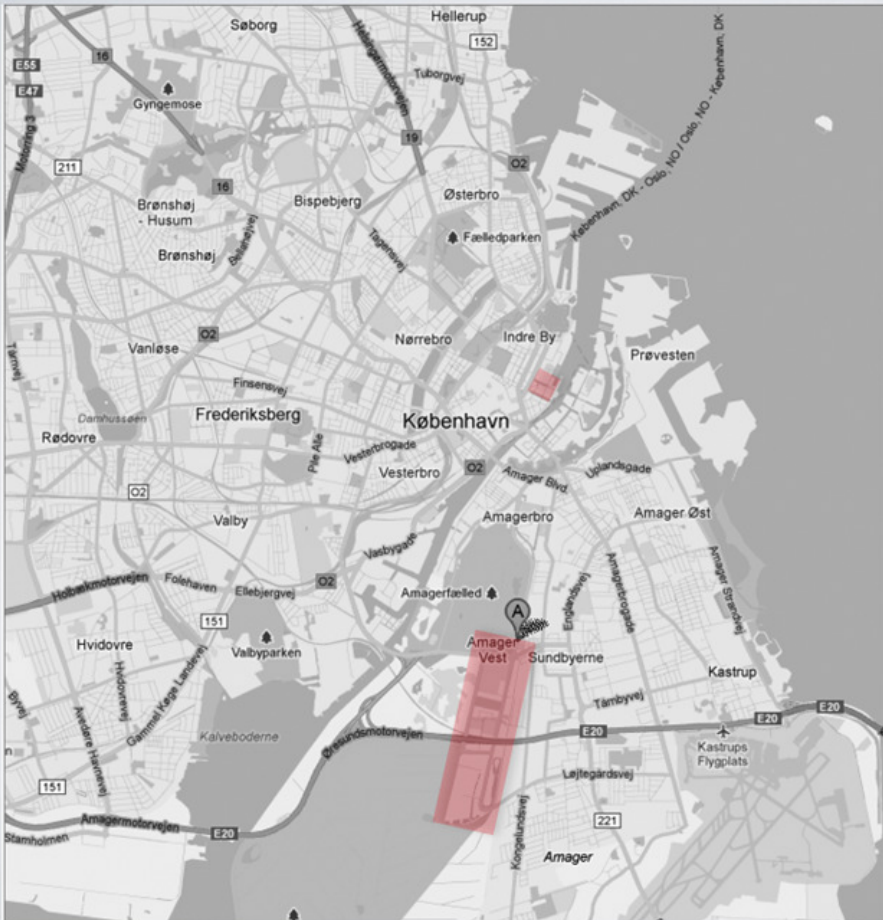




ØRESTAD: RE.SCALED is a communication platform between Ørestad and the centre of Copenhagen, bringing a sense of connection between the two areas. The service uses the city as a platform for pop-up information about different places of interest or activities in Ørestad. Providing a travel map, the service visualizes the travel time to arrive at the location. It is not one time intervention, but something that provides a constant loop of activities in order to create a consistent flow of people to places – bringing consumers and activity to the area.

Ørestad is a new neighborhood in Copenhagen developed under the new town concept, with good public transportation and a green environment. These guidelines create a new space and bring a different sense of the city, which implies, a new way to use and interact with the space – a different lifestyle.

**THE PLACE:**



Ørestad is a new neighborhood in Copenhagen developed under the **new town concept**, with **good public transportation and a green environment**. These guidelines create a new space and bring a different sense of the city, which means, a new way to use and interact with the space - a **different life style**.

<b>Ørestad</b>	
— Neighborhood of Copenhagen —	
Developing skyline of Ørestad	
<b>Country</b>	<b>Denmark</b>
<b>Region</b>	<b>Capital Region</b>
<b>Municipality</b>	<b>Copenhagen</b>
<b>District</b>	<b>Amager Vest</b>
<b>Area</b>	
• Total	3.1 km <sup>2</sup> (1.2 sq mi)
<b>Population (2010)</b>	
• Total	6,142 <sup>[1]</sup>
• Density	1,981.3/km <sup>2</sup> (5,132/sq mi)
<b>Website</b>	<a href="#">Ørestad</a>

**ØRESTAD (COPENHAGEN):**

The important thing was to understand how people relate to the space with their senses. There seems to be a disconnection between people and space when the senses aren't stimulated by the environment. Our senses are disturbed when the scale of space changes and this in turn affects our perception and behavior.

It is difficult to spot crowds in Ørestad, but this isn't because the people aren't there, it is because their numbers aren't large enough to lend the feel of a busy place.

**ØRESTAD (COPENHAGEN):****TUESDAY, 2PM**

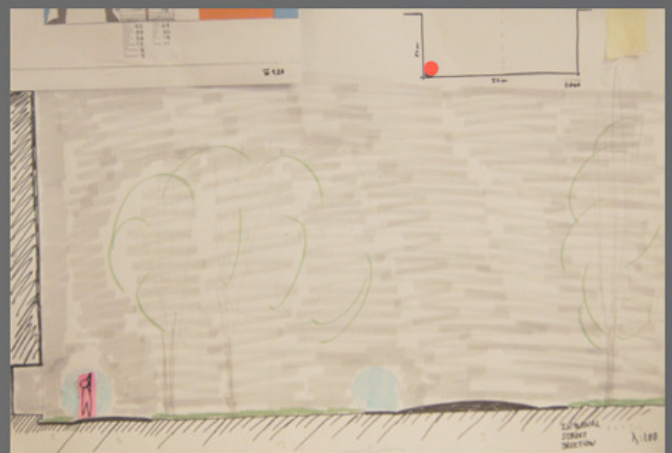
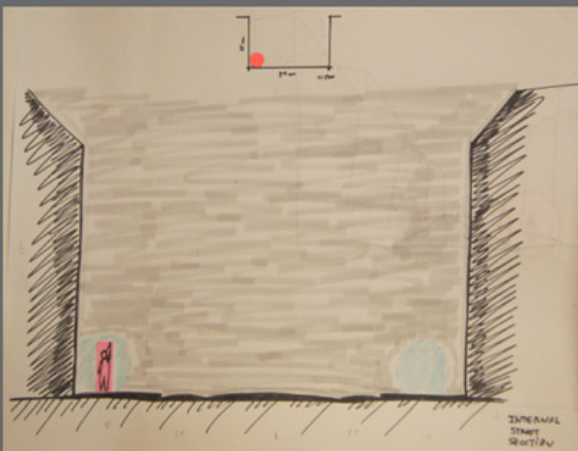
The scale of the area is huge. Unlike the city centre, in Ørestad it is difficult to make eye contact with somebody across the street and you almost never hear the sounds of an urban environment. This lends a feeling of emptiness to this space.

**UNDERSTAND FROM THE SURVEY:**

**IF PEOPLE RELATED THE SPACE WITH THE SENSES...**

**THEN, THE PROBLEM, THE DISCONNECTION BETWEEN PEOPLE AND THE SPACE HAPPENS WHEN THE SENSES ARE NOT STIMULATED BY THE ENVIRONMENT.**

**OUR SENSES ARE DISTURBED WHEN THE SCALE OF A PLACE IS CHANGED. IN THIS WAY, OUR PERCEPTION AND BEHAVIOR ARE CHANGED.**

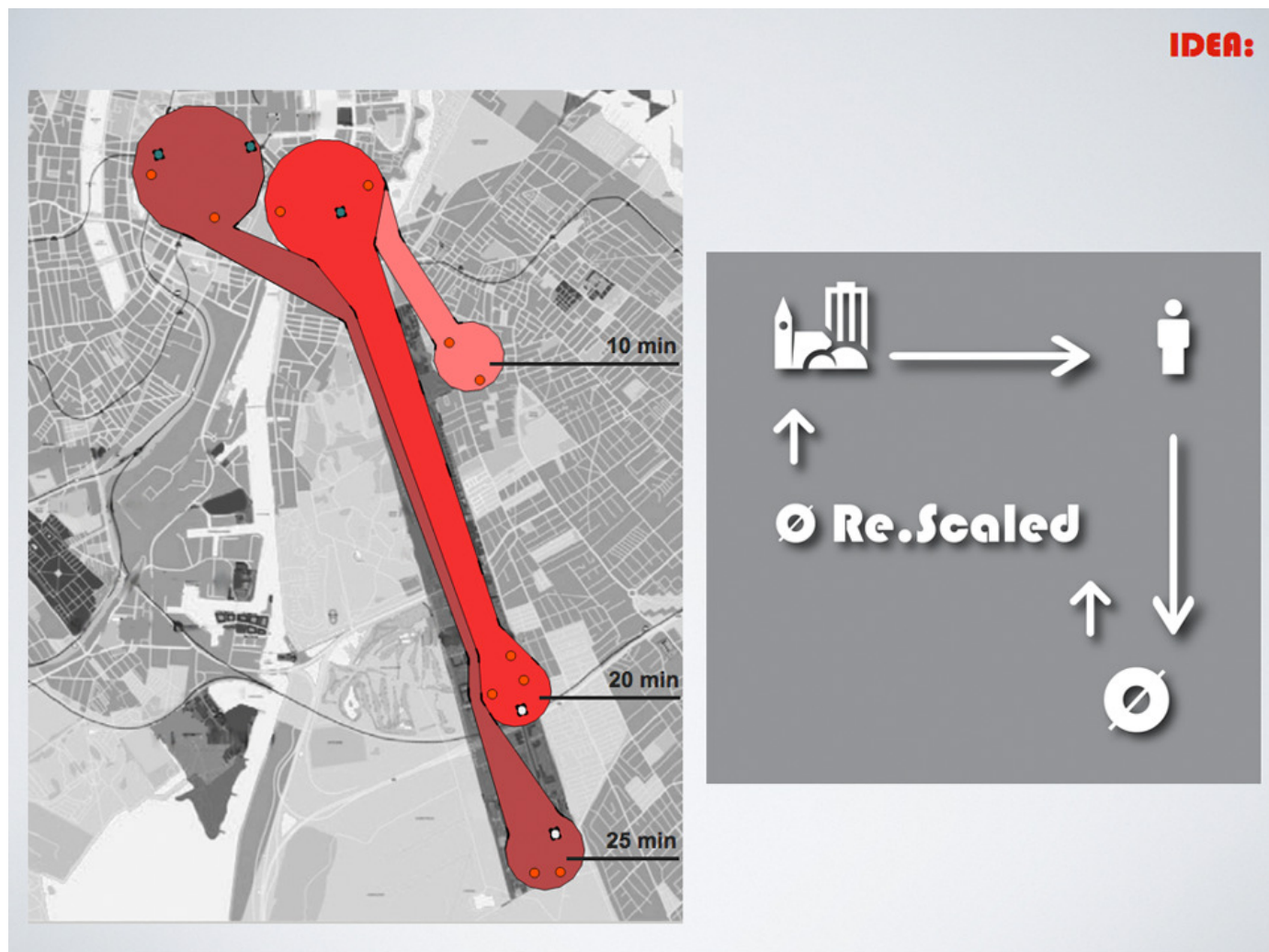


After interviews with people that live in Ørestad and people in the city centre, it became apparent that because of these differences and contrasts, most people don't recognize Ørestad as part of the city of Copenhagen. However, the area is only around 8 km far from the city centre. Also, people from the city centre don't have enough reasons to go there. How do we bring this 'mental connection' or how do we 're-scale' this space to change these senses? Or in other words 'How do we pull the city closer to Ørestad?

One solution could be to stimulate people to use that area more. This doesn't mean filling the empty space but the space around buildings, for example, shops and cafes. Having lots of people moving around in the streets changes the scale of the place – a re-scale of the space. This would help people feel more connected to the space and others around them.

How do we bring people to this part of the city? People living at the city centre need to know what kind of activities or services Ørestad offers. Another issue is the

perceived distance between Ørestad and the city centre, the actual distance-time is different from the travel time. Showing people travel times based on transportation options the city has to offer instead of distances would help re-scale the city and increase options for moving around the city.



The final solution is an online service to increase the communication between people and the space in Ørestad. This service would invite people to go there. There is a lack of information about what is going on in Ørestad compared to the city centre. By opening a window in the city focussing on Ørestad, it would be possible see information about activities in Ørestad that would attract people to the area. This window in the city centre will open a gateway of communication between the city and Ørestad:

This communication also will show the amount of time that people spend getting there, and the new way to use the city transportation e.g the metro integrated with cycling. The decision to go there should be based on the interest in a particular event and the time spent getting there. A map about time of travel will enable the people

ANA CATHARINA MARQUES

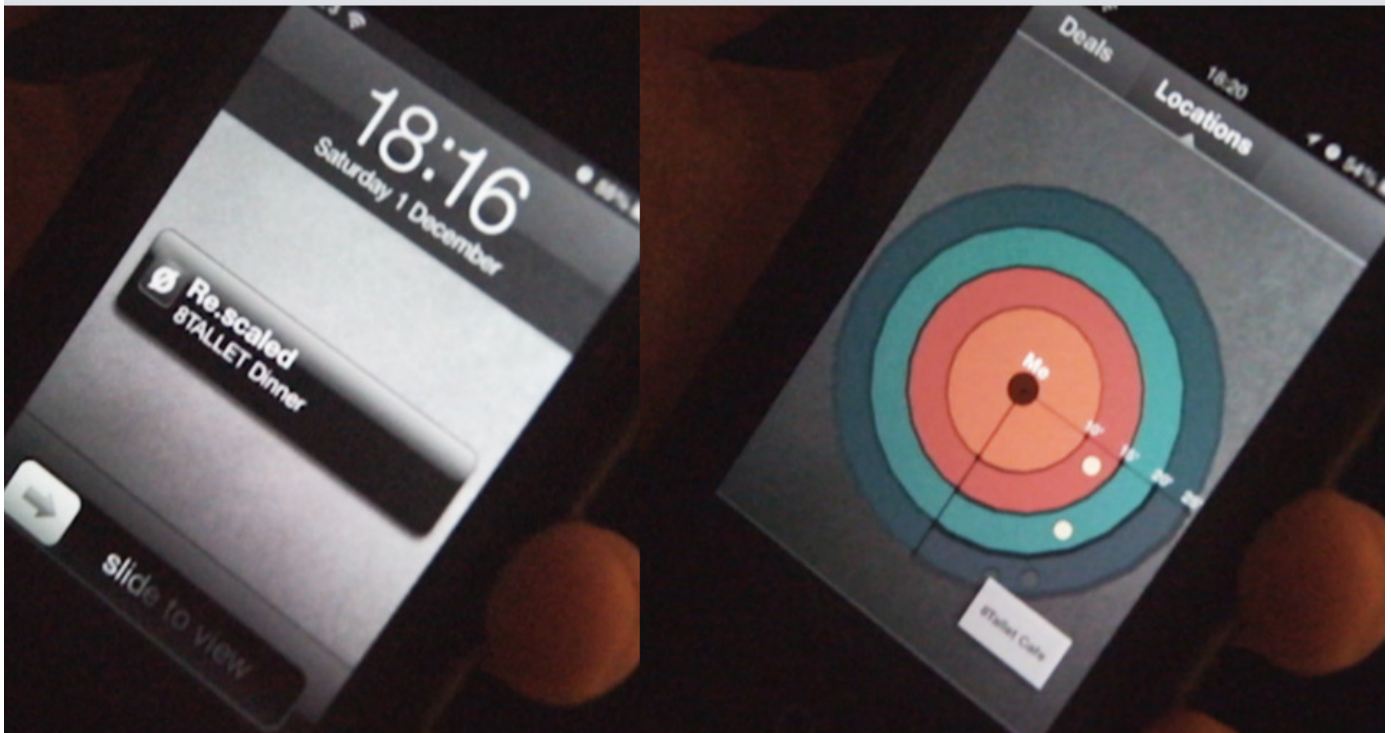
understand how short the travel is.

(see video at <http://vimeo.com/57680425> )

**WINDOW:**

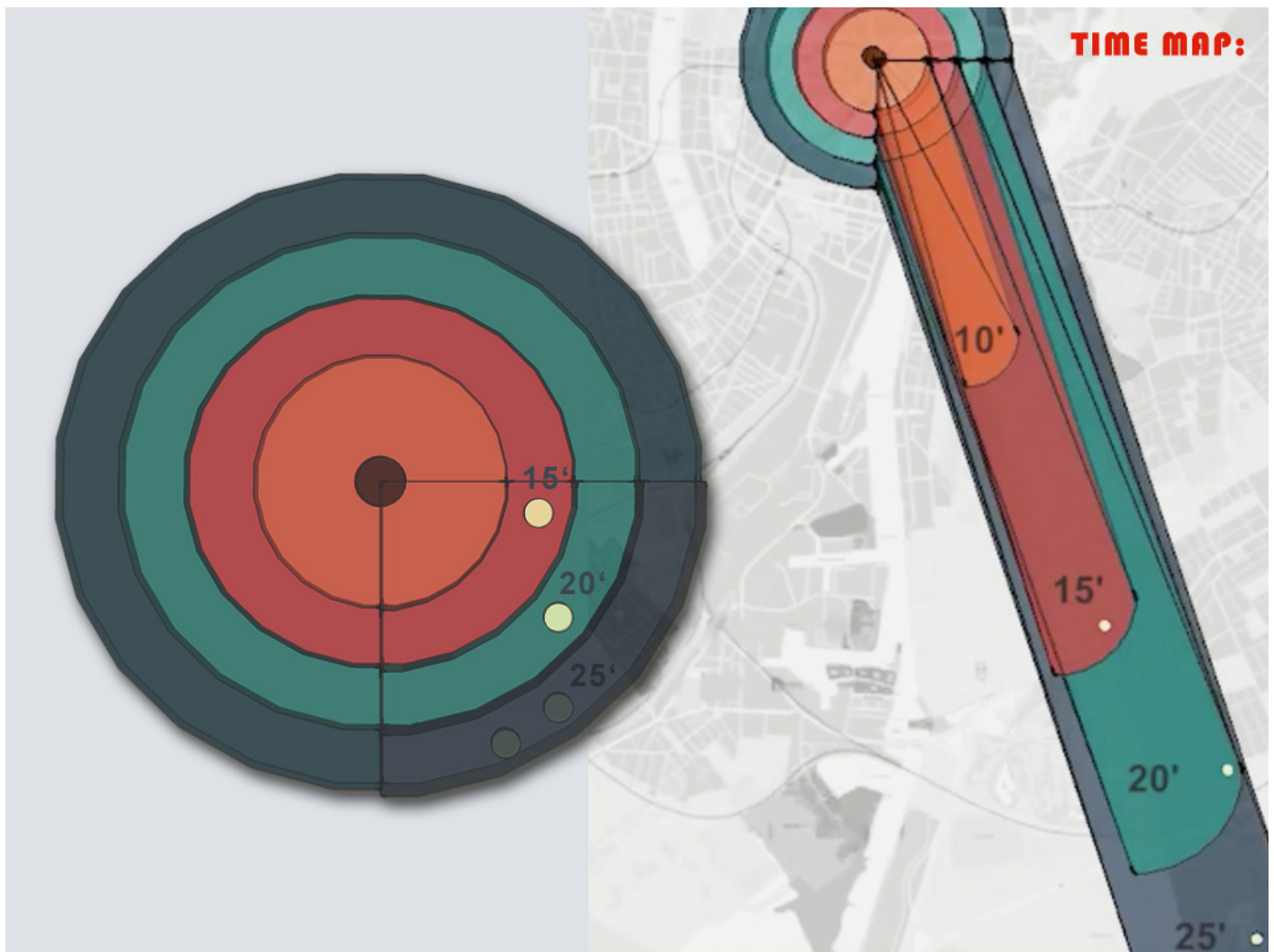


APP:



In this way, more people around will lead to more activities and businesses, which in turn creates more engagement, and as the people will have more options, the empty feeling about the space will change.





This is a final project at CIID by Ana Catharina. She is an Architect and Urbanist from E.A. UFMG and she has further graduate studies in Interaction Design from Copenhagen Institute of Interaction Design – CIID. She currently is studying a Master of Theory, Criticism and History of Architecture and Urbanism at FAU-UnB.