

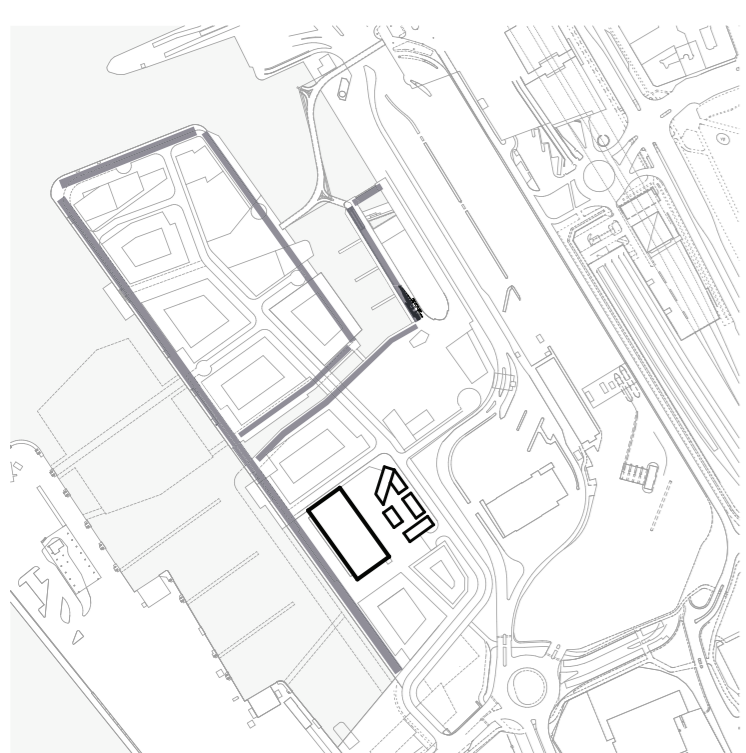
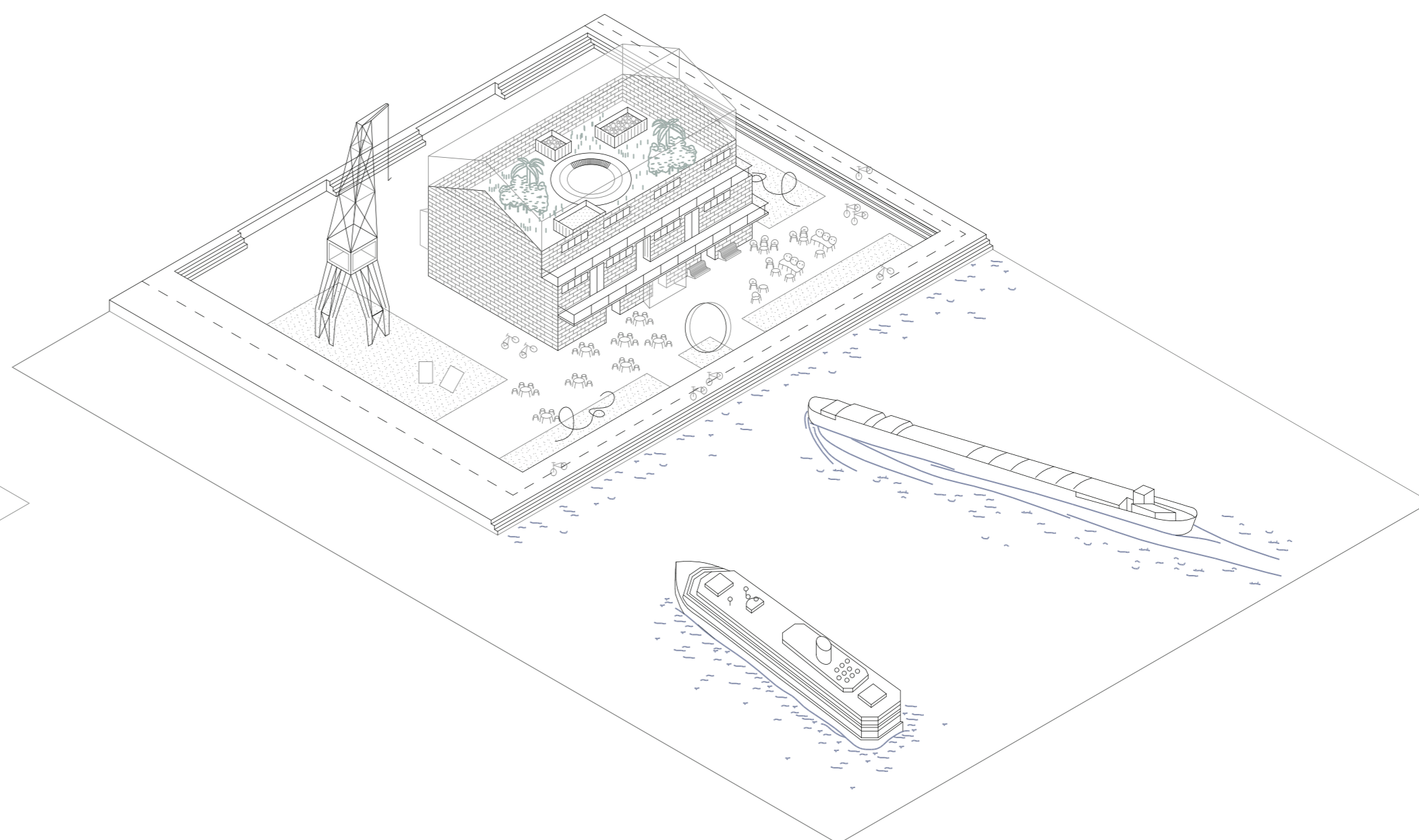
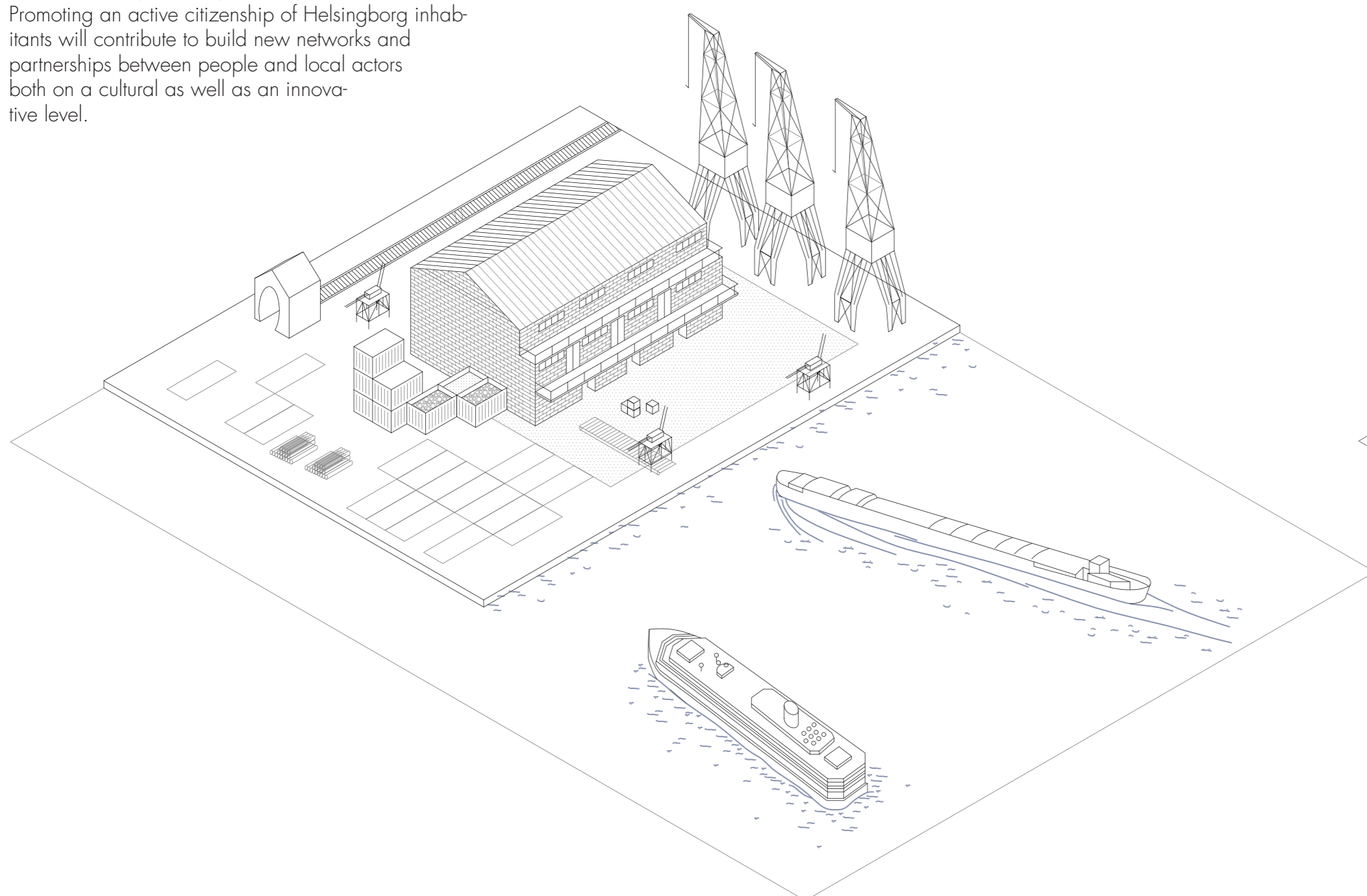
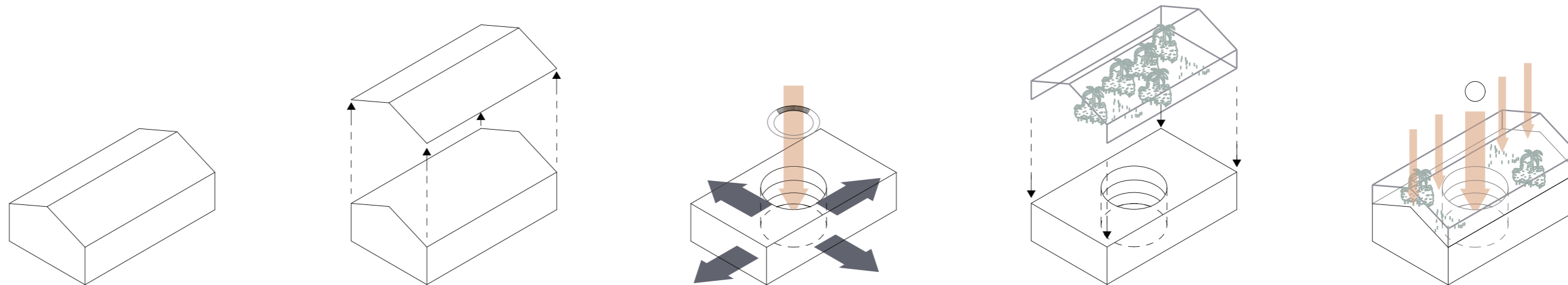
GO WITH THE FLOW

FROM GLOBAL GOODS FOR LOCAL PEOPLE
TO LOCAL GOODS FOR GLOBAL PEOPLE

Helsingborg is a beautiful and vibrant harbour city located along the west coast of Sweden. Historically it has been a gateway for imported goods from all over the world, arriving in Helsingborg and then being transported to the rest of the country. An interesting analogy can be seen between the historical role of the city as a gateway for goods and the city's contemporary role as a gateway for people arriving in Helsingborg from all over the world. In other words, Helsingborg today represents a bridge towards new opportunities for life and social possibilities for everyone.

The project proposes the area of Magasin 405 as the main actor of this transition, by transforming the area into the new cultural hub of Helsingborg, a creative and democratic meeting space that brings people from the North and the South districts together through the reuse of the old harbour.

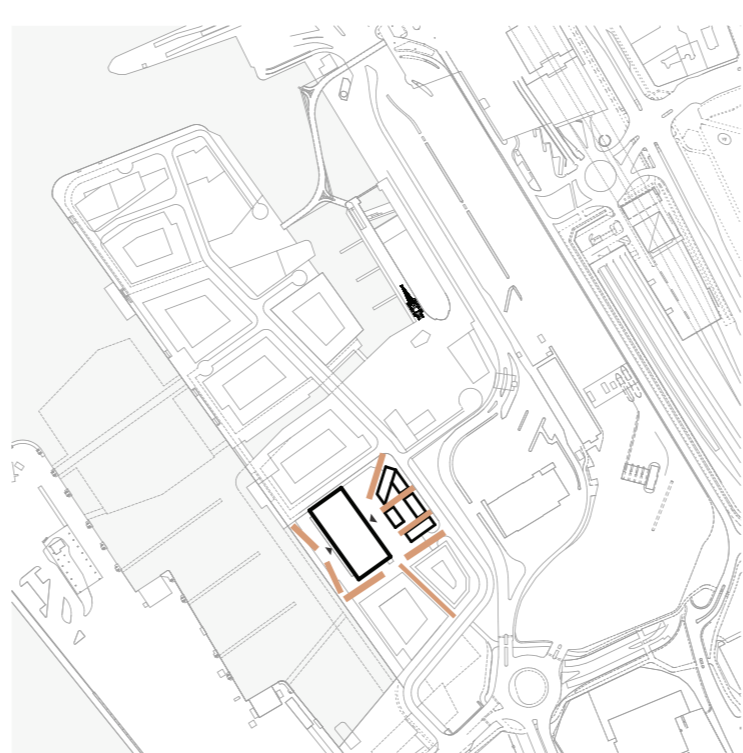
Magasin 405 and the Crane is a part of Helsingborg's heritage that needs to be preserved and revitalized through new flexible functions. The programme of the area intends to enhance social inclusion through the collective engagement in public activities and innovation projects that will involve families, workers, students, artists and newcomers. Promoting an active citizenship of Helsingborg inhabitants will contribute to build new networks and partnerships between people and local actors both on a cultural as well as an innovative level.



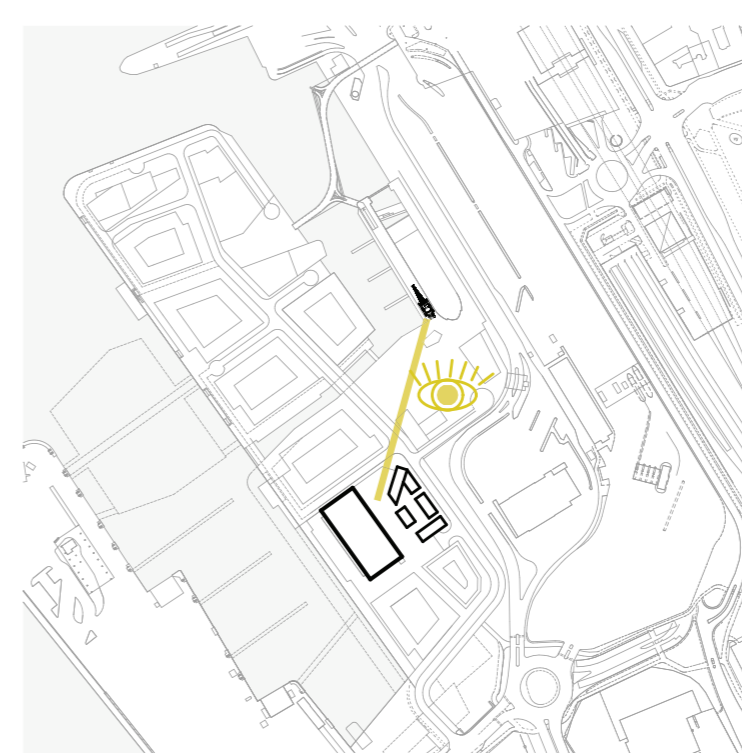
Waterfront



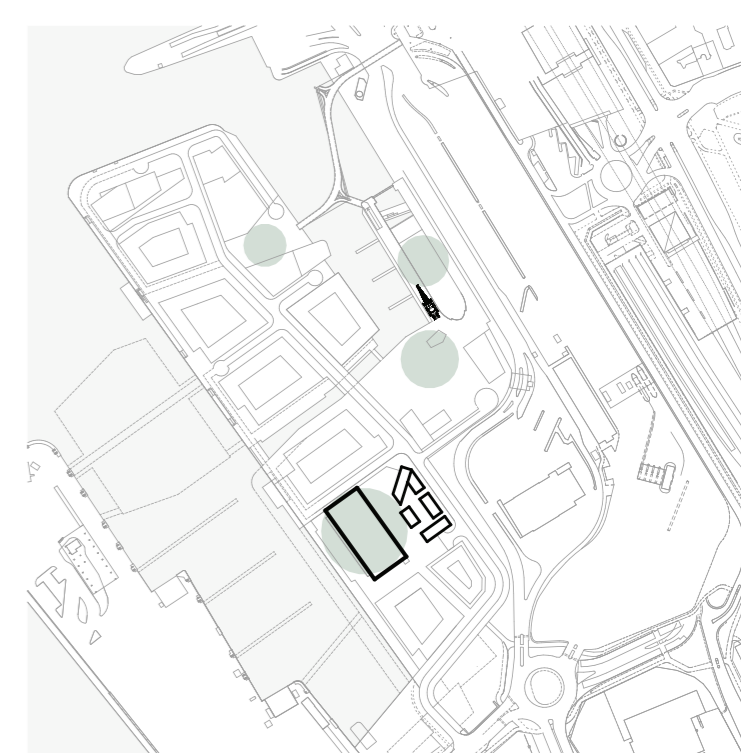
Primary and secondary road network



Access to Magasin 405



View connection to the crane



Public spaces

