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
ABSTRACT

Compulsive shopping, declining resources and rapidly growing garbage dumps – contemporary consumption patterns have shown to have serious negative influences on both our lives and our environment. Through history, the trading place was the centre of the city where one could exchange key goods and others earn their living. It was a place where local and global commerce was established. It was a place to enrich and redevelop. 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 recreations?

The topic is explored through a designed proposal of Kungstorget in central Gothenburg. The plot was once a vibrant market place but the intense trading is today a faded memory. To understand needs and potentials of the setting the research process has been conducted in various scales, opening from large, endless 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 complement the city core’s range of commerce contexts through four architectural interventions, an extended infrastructure, permanent premises included in the landscape, mobile pavilions and supplementing equipment. The new Kungtorget adapts to the city’s ever-changing demands and serves a wide range of actors to participate and invigorate Kungstorget as an animated public space of Gothenburg.

A mix and a reinterpretation of commerce typologies could make way for a wider range of actors within the city centre. If smaller and less predictable actors imply more intimate commerce settings – could the social act of consumption be enriched? Could we raise 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 functions, could it stimulate our sense of belonging? Would it make us choose local economies in favour of external malls? 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 this consumption 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 intentions 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
INTRODUCTION

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

Architecture has continually been used to support and express communities – from the 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 centre in the city. Today the outdoor market is diminishing. It hosts a couple of vendors, occasionally some cultural events but it is a central car park.

Kungsbacka has vast potential; central location, adjacent public (park, gardens) and the most complete street network. This master’s thesis presents an architectural proposition of a proposition that aims to reframe the use of the potential economic infrastructure that could enable a variety of actors, meetings and recreational activities and together revitalize Kungstorget as a contemporary venue of the city.
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 overall concept of a designed proposal with implemented ideas.

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

Large – Kungstorget’s role in the city is mapped through various interviews with actors, research of historical development and various activities. Different scenarios are studied for understanding how the plot’s role 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 in 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.

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 in more sustainable living patterns.

The intention of working with a specific site is to gain understanding of the site’s context and consumption role, its history 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 strengthened, and for solutions making the site adaptable for an ever-changing city life.
Trading has through history played a key role in the human 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, these being the means of consumption hence for many cheaper or free extended. From early human needs to more refined and complex motives.

Since long the means of consumption have for many changed or been extended – from purely basal needs to more diverse 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 behaving irrationally.

Consumers are understood as initiators of the system or as victims of seduction or as in the basic idea of supply and demand. Regardless of philosophical data and models – the never-ending necessity of consumption remains.
One of the newest malls in Sweden, Emporia outside of Malmö presents similar attempts. This mega-mall aims to become “the most international mall” in Scandinavia. Besides the size and huge number of companies represented, activities on the roof and different experiences are promised. According to some researchers this is what the future holds but they also see tendencies of increased interest in smaller and more local commerce contexts.

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 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 customers. 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.

Architecture has continually been used to support and increase consumption, from basic tent structures and market arcades that provided weather protection and made shopping activities truly enjoyable that provided a setting for social interaction. Several services are meant within the building for security, logistics and maintenance. This equals predictability and reliability and gives security to the tenants, making it the mark from a consumer’s point of view. The request for variety in the context is often hard to list alike which means recognition and a sense of understanding. Everything one would possibly want will under the same roof. Optimality however is not always the feature. Temperature, lights, etc. can be used to control the shaped commerce setting and to influence the impression. Lack of windows means loss of orientation and the lack of sunlight can lead to a sense of “bargain-opportunity”, leading to increased and sometimes uncontrollable consumption. Hence, the rationalization of the commerce context actually rationalizes the customers.

The second approach regarding commerce contexts is in 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 local theme. This approach is a 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 maintain an enchant and attract consumers. As Lefebvre says, “the city is an ever-enduring story for ever stories.” Enchanting commerce contexts are sometimes the outcome of these attempts introducing spectacular and extraordinary elements that motivate and excite.

social values of consumption
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consumption & architecture
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consumer consumption

Alarming climate reports and raised awareness has caused a change of attitude were people are asking for more resilient consumption patterns. Even though, when it comes to 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 are to be taken in consideration: right product, right amount and right way. Each of these parameters should be handled in three different perspectives. First, the product perspective, which includes the quality of the 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 of. 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 her 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? Could smaller actors initiate 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 frameworks settings for such settings, which thereby lessens the tension between market trader and consumer?

In the best scenario, a commerce setting would encourage participations 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 pulse in the city. Today the region trades in something different. It houses a couple of traders, occasionally some cultural events but most of all it is a central car park.

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Alexandra Lindberg & Maria Persson
The city of Gothenburg was founded around year 1620 with its surrounding water always present. The water made the city not only protected but also its main export and import route. The trading with fish and goods were later on accompanied with shipbuilding and naval 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 civil market place and a venue for fairs. 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 Vasa Flickorhall. The new market hall partly functioned as a market hall but also as a cultivation hall.

During the sixties and seventies massive transformations stroke the city. Some of these due to sanitary problems, paving and cleaning up were carried out as the city was updated to match contemporary standards. The processing of groceries had caused unhygienic settings and depletion of the bazar buildings. In year 1966 the buildings were demolished and the following void was covered up by two rows of chestnut trees and one general car parking. A couple of years 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.

The seventies crises with increased oil prices and devastating closures of the shipyard affected the city deeply. As the shipyard industry had been a keystone in the city's identity, the great loss caused confusion and a need for a new unifying approach. An identity transformation of the city began with Gothenburg's new focus on events and tourism. In the same period, the city core was reconfigured to its unrecognizable. 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. 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

Göteborg was founded in 1643, the bastion Johannes Dux was constructed. In 1782, the bastion Johannes Dux started to lose its importance as the city expanded. In 1807, the site was used for wood and timber trade. In 1850, the bazaar building was constructed with 76 small shops. In 1852, the square is renamed to Kungstorget. In 1889, the big market hall Stora Saluhallen was constructed.

Kungstorget

The Kungstorget was founded as a marketplace in 1643, and it has been a central location in Gothenburg's history. In 1807, demolition of the bastion Johannes Dux started. In 1850, the bazaar building was constructed with 76 small shops. In 1923, the exhibition “Jubileumsutställningen” took place, which included the Art museum of Gothenburg, the botanical garden, Svenska mässan and Liseberg. In 1950, the maintenance of the bazaar building stops and the dilapidation starts.

1852 - Kungsportsplatsen was given its name and was the main entrance of Gothenburg until 1839.

1852 - 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.

1923 - The Art museum of Gothenburg, the botanical garden, Svenska mässan and Liseberg were all built in conjunction to the exhibition.

1939 - Boat tours with Paddan were launched. In 1950, the maintenance of the bazaar building stops and the dilapidation starts.

1966 - The bazaar building was demolished due to sanitary problems. In 1970, plans for underground parking were launched but aborted due to protests by citizens.

1972 - The new mall Västra Hamngatan was opened.

1989 - The big market hall Stora Saluhallen was completed.

2007 - Hotel Avalon was built and Kungsportsplatsen renovated.

2010 - The falafel trollies were obliged to permanently leave the square.

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Kungstorget have good qualities. It is central and close to public transport. The adjacent market hall bursts with life and the good fortune from a rich history 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 work of today’s Kungstorget are the cars. Parking lots follow the moat and 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 a street along the moat that can be enjoyed no matter the weather or the time of year. Nonetheless, 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. 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, the question regarding an underground garage has arisen again. 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 will be transformed into a "gårdsgata" – a street condition for 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.
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.

public spaces of Gothenburg's inner city
The most recent goals presented by the traffic administration 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 Kungsportsavenyn. The area south of Kungsportsplatsen is proposed to reduce short time visits by cars with 7%.14

The current traffic situation is complex with many one-way streets and also allow car traffic in terms of the pedestrian mixed with garage exits and loading zones.

Several large parking lots and garages are situated within walking distance to Kungstorget. The general parking guidelines for Gothenburg proposes that all long-time parking is located in garages.

Kungstorget is covered by parking lots, both for short and long time parking.

Kungstorget is well connected to public transport, close to both Kungsportsplatsen 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.

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

Kungstorget have three main destination points; the market hall, Systembolaget and a cinema which influence the flows on site. Each of these places have south and west, and the scattered location of the main targets cause uneven flows on the site. During summer the patterns change - more people stay on the square and stroll along the moat.
Sightseeing boats take off from Kungstorget. The adjacent market hall, close to shopping districts, restaurants and several nearby hotels imply that tourists are important users of the site.

On the southern side of the moat, Kungsparken form a green recreational belt with walkways by the water. 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.

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

The eastern 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 activity.

The green areas & promenades

The tourism

The culinary activity

The conscious consumption

Kungstorget is a central feature of Gothenburg's pedestrian zone, and the surrounding area is important for many shoppers, sightseers, and locals alike. The green areas and promenades create a welcoming environment for residents and visitors alike, providing a connection between the inner city and Vasastan. The tourism sector is well-represented, with a variety of restaurants, bars, and nightclubs catering to both day and night users. The conscious consumption in the eastern part of Gothenburg indicates a growing trend towards more sustainable and ethical consumption practices.
Kungstorget / re

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ned fragments of the past - outlines for tomorrow’s trading
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current actors on plot

~20 companies within the market hall
El corazon

14m² mat

GT

Tv 4

Accure

Bolagsstiftarna AB

Gärde Wesslau lawyers

Savills Sweden AB

The core company

TNS SIFO AB

Aldardo

Trattoria tre dolci

Tranquilo

Spice

New thai livs

Grill house

Yama sushi

Berså

Aitellu

Styrbord Barbord

Padda touristboats

entrance from “the bazar bridge” - yesterday and today

trading on Kungstorget - yesterday and today
Previously presented research of site and consumption is analyzed 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, ranging 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 users’ possibility to participate.
Accessibility - The site is well connected to the public transport grid, but it would 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 boats is suggested as a way to take advantage of physical preconditions and functions.

The street along the moat is reformed to a pedestrian and bicycle permeable urban character, supplementing the greens with both edge and central parts of the street. A new pedestrian bridge is planned, connecting the south side of the moat to the north side. This would imply that more events could take place here, thus creating increased awareness regarding the site.

New supplementing destinations and activities are introduced to reinforce 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 coherent feature.
existing activities over year on Kungstorget

- swapping day
- harvest festival
- ice skating on moat
- kayak rental
- rowing race
- primeur market
- Easter / Pesach
- New Year’s Eve
- Rosh Hashana (Jewish New Year)
- HBTQ festival
- Student graduations
- Christmas
- Chanukka
- Cultural festival
- The Cultural Night
- Book Fair
- All Saint’s Day (Halloween)
- Autumn Break (Schools)
- February Break (Schools)
- Winter Break (Schools)
- Summer Break (Schools)
- Swedish National Day
- Paddan (Tourist boat)
- Bicycle rental
- Outdoor serving
- Midsummer
- Valborg
- 1st of May (Labour Day)
- Christmas market
- Göteborgsvårt (Running Cont.)

To understand the plot’s role in the city context, the following diagrams (p. 39 – 40: 43 – 44) were created during the process.

developed activities over year on Kungstorget

- swapping day
- harvest festival
- ice skating on moat
- kayak rental
- rowing race
- primeur market
- Easter / Pesach
- New Year’s Eve
- Rosh Hashana (Jewish New Year)
- HBTQ festival
- Student graduations
- Christmas
- Chanukka
- Cultural festival
- The Cultural Night
- Book Fair
- All Saint’s Day (Halloween)
- Autumn Break (Schools)
- February Break (Schools)
- Winter Break (Schools)
- Summer Break (Schools)
- Swedish National Day
- Paddan (Tourist boat)
- Bicycle rental
- Outdoor serving
- Midsummer
- Valborg
- 1st of May (Labour Day)
- Christmas market
- Göteborgsvårt (Running Cont.)

Diagrams showing how activities on temporary events could be introduced or for extended to include Kungstorget. The new activities are chosen with consideration to the site’s history of food and events.
medium - plot and building

Reconstructing an existing commercial 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 in multi-use. The new plan should allow for various activities to occur, preferably simultaneously.

Variety of premises - A mix of well-established companies and smaller, often less profitable actors, can make way for various rents and a variety 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 would correspond to their needs.

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.

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

small / building and user

Scale & detailing – A continuity of the overall space should exist but the size of the site is limited and should 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 conditions, thereby 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.
Before we even get started, let us take you on a walk to experience the animated city life on Kungstorget, welcome!
Kungstorget / re
fi
ned fragments of the past - outlines for tomorrow’s trading
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food on the go

making room

D-I-Y!

Elevation / section a-a, scale 1:100
Kungstorget / re
fi
ned fragments of the past - outlines for tomorrow’s trading
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moat promenade
bicycle parking

dress for success

hide

take a seat or perhaps a bite

Elevation / section A-A, scale 1:100

swing it!
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.

the plot
patterns of movement

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

access by boat

seven promenade

four interventions

structure
a structure of boards spreads along the site. The boards define surrounding space and form a dynamic continuous space within.

building
an elevated plaza takes advantage of the height variations on site.

mobile pavilion
an independent unit on a supplementary structure for surrounding actors. Can function as shop, kiosk or as buffet 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 furniture
can function as market stalls, grand stands or regular seating.
kitchen equipment for pavilions and mobile outdoor furniture.
The use of mobile furniture can expand along the moat.
The market is designed with skylights and some concrete tiles having a corner made of glass that bring in daylight to the building. The ventilation includes air outlets and disposal shafts. The wooden boards form benches for seating and trading. The internal communication is via a stair from market place down to the businesses. The outdoor kitchen is for businesses to cook outside. The public wc is located nearby. The plan market, scale 1:250 is shown in the diagram.
The pavilion is designed to be a flexible space that can accommodate a variety of functions and outdoor activities. The structure is made of multilayered wooden boards with a perforated inner layer for the insertion of consoles, following the principle for wall construction. This design allows for the pavilion to be used as a mobile unit, with the option to fold it when not in use, providing visual clarity and easy transportability.

**Equipment**

- **Furniture**
  - The furniture is made of black painted metal and can be used for outdoor seating or as stabling for the market traders. It can also be stacked for grandstands during events.
  - Tables and benches are foldable and easy to carry, allowing for storage under the stairs.

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

- **Middle furniture**
  - This includes mobile furniture such as wooden sunbeds and stools on wheels. They can be used for outdoor serving areas, as seating for events, and as extensions to the market furniture.

- **Small shop**
  - This area is ready for use with a display window or seating, making it suitable for small businesses or vendors.

- **Plots, scale 1:100**
  - Elevations, scale 1:100
building

building system

photovoltaic panels provide the building with energy

installation floor builds ventilation and other installations

ventilation outlet

loading via market hall
the existing basement for load and storage is connected to the new building's common storage

alternative loading via street

loading by boat

planes, scale 1:500
materials & details
sections, scale 1:10

- Glass roof with photovoltaic panels provides the building energy and offers the market protection from strong sun light, rain and snow
- Cross laminated wooden boards
  - Depending on placement and functions within the facade visually continues up and forms a railing
  - The boards are stabilizing and loadbearing elements with seating and other functions
- Adjustable blinds
  - Brushed, striped, smooth, and treatments (brushed, striped, smooth) detail the facade. The wooden slats between the boards are preventing from undesirable heating
- Ground drainage
  - The board is trimmed from the paving to prevent the wood from direct contact with water
  - Uncoloured concrete tiles in various and treatments included in the roofs bearing beams
- Glass facade
  - The facade visually continues up and forms a railing
- Skylights
  - Sun blocking blinds hanging outside the facade glass, in between the boards are skylights that are spanning between the boards
- Roof construction
  - The glaze roof is carried by wooden beams that are spanning between the boards

The board's footprint on the ground is sunken and treatments (brushed, striped, smooth) detail the facade. The wooden slats between the boards are preventing from undesirable heating.
wooden benches have a seat in the shade of the fruit trees and watch the kids play

seating under the fruit trees

a promenade by the moat to soak up the evening sun

an ice cream bar is temporarily parked by the quay

the new bridge

a labyrinth and swings for play by the moat
Also whether architecture could be said to have a say about both in terms of what is considered to be sustainable but settings encourage more resilient consumption patterns? Could a commerce context be informed to include more interaction between these activities. The site becomes extremely responsive to current attitudes and demands.5

The presence of water is sadly often neglected and unnoticeable in today’s Gothenburg city. It is a complex and perhaps impossible question to answer, but whether architecture could be used to support temporary events along the moat setting existing patterns. It is a question what is considered to be a sustainable commerce context and its extension how we image that architecture could stimulate this.

**REFERENCES**


Parkeringspolitik för Göteborgs stad.


Rune Elofsson (11-10-2012) Lecture given at Chalmers School of Technology
Interview I
With Marianne Stenling, Interviewee Göteborg 2012-10-10, Vallgatan 21

Intercessantor Göteborg is an organisation formed in 1986 by Goteborgsdrift, property owners, the traffic office, parks and urban management and the municipality. These together plan and implement various organized events. The organisation has its own board of directors.

The organisation itself has tasks to take in, control and guide the a vital social news centre. They formulate plans to increase quality of life, improve mobility, preserve the environment, encourageurons amongst companies. To serve their mission; “a vital meeting place for historical, environmental and cultural values, a rich variety, quality and attractive online”. Stenling on the other hand, believes that the goal of her organisation is to maintain good communication with the public, the other actors and relevant authorities. She sees the organisation’s work as a platform for providing information and knowledge about the organisation’s core services. Interview II
With Sofia Rydenberg & Jan Lolland, Göteborg 2012-09-08, Augustén
We meet Sofia Rydenberg and Jan Lolland, representing the Highg bridge group. For an interview, Highg is a part of the Göteborg’s municipality as a part of the leading facility of the municipality and they are the owner of the market hall at Kungstorget and they are responsible for the market hall at Södra Larmgatan. According to their knowledge and vision, Highg sees the market hall as a part of the city’s history. So, the municipality believes in extended education on the square.

Interview III
Two market traders on Kungstorget. 2012-10-10, Kungstorget

Göteborg’s market hall hosts several restaurants, smaller stalls and cafés. Most companies within the building feel reliant on early and afternoon periods with refugees to help them. Most of the companies there are made by owners from the east, north and south of Sweden. They have access to shared service facilities with staff meals, dressing rooms, etc. This makes them one of the larger companies within the building, restaurants to perform as functions as product and process storage, workshops, exhibition, restaurants and service buildings.

Some smaller shops near Kungstorget
Most of the small actors at Södra Larmgatan, just next to the market hall and Kungstorget, from six to ten shops, work all day, including the common in the market concerning the range of goods, practically all visits. They are made every day. They have access to shared service facilities with food related activities in the market and as such they could form a target group. When discussing parking and commerce she emphasizes the need for streets and entrances towards the street.

Two large scale companies near Kungstorget
A large scale company and a cinema chain near Kungstorget. Both of them are not particularly affected by surrounding attractions or events. They are not very affected by car parking restrictions. They feel it is therefore necessary to adjust the range of shops and activities in the market hall. Most of the companies there are merely for the visitor or consumer to locate this target group. When discussing parking on Kungstorget she emphasizes the need for streets and entrances towards the street.

Gothenburg’s Caraborns stands before large changes. Road tolls are introduced 1st of January 2013 to cover the costs of the reconstruction. In 2015 during the World Championships in track and field, a temporary bridge was launched in this actual event area of Kungstorget to make it more accessible. The budget for this project was around 20 million euros and is inspired by a temporary bridge constructed for the 2004 Olympic Games. It is a temporary bridge but can be used for other events as well. The bridge is made of concrete and steel and is designed in green color. The bridge is 113 metres long and 20 metres wide and is made of concrete and steel. The bridge is accessible for all types of vehicles, including buses, trucks and bicycles. The bridge is designed to be a temporary structure and will be dismantled after the event. It is expected to be in place for about one year following the event, during which time it will be used for various purposes, including as a pedestrian bridge, a bike path or a temporary park. The bridge is designed to be disassembled and transported to a new location after the event, allowing it to be reused for other purposes in the future.

Lecture
Alexandra Lindberg & Maria Persson

In the City planning officer of the Traffic department, Göteborg City planning officer of the Traffic department. Göteborg. A car free city can have negative impact on the city’s economy. Can this discussion translated exponential growth in traffic volumes, increased costs, increased congestion and traffic volumes? The city planning officer of the Traffic department does not believe that a car free city can have negative impact on the city’s economy. Can this discussion translated exponential growth in traffic volumes, increased costs, increased congestion and traffic volumes? The city planning officer of the Traffic department does not believe that a car free city can have negative impact on the city’s economy.

Gothenburg is a lively city with a vibrant cultural scene. The city has a strong focus on sustainability and environmental issues. It is a green city and has implemented various measures to reduce emissions and promote sustainable transportation. The city has a high density of public transportation, including buses, trams, and trains. Many of the streets in the city center are pedestrian-only, with dedicated bike lanes and pedestrian crossings. The city has a large number of parks and green spaces, providing opportunities for outdoor recreation and relaxation. The city is home to several museums and cultural institutions, including the Nordic Museum, the Gothenburg Museum of Art, and the Göteborg Shakespeare Festival. The city has a strong focus on education and has a number of top-ranked universities, including the University of Gothenburg. The city is a hub for research and innovation, with a thriving startup ecosystem and numerous technology companies. It is a diverse and multicultural city, with a significant population of immigrants and refugees. The city has a strong tradition of social equality and has implemented various policies to promote social inclusion and reduce social inequalities. It is a city of contrasts, combining modernity with historical charm, and offers a rich cultural landscape for visitors and residents alike.