

Desire – designing the irresistible circular society

Topmøde for levende bymidter
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Aase Højlund Nielsen, BLOXHUB

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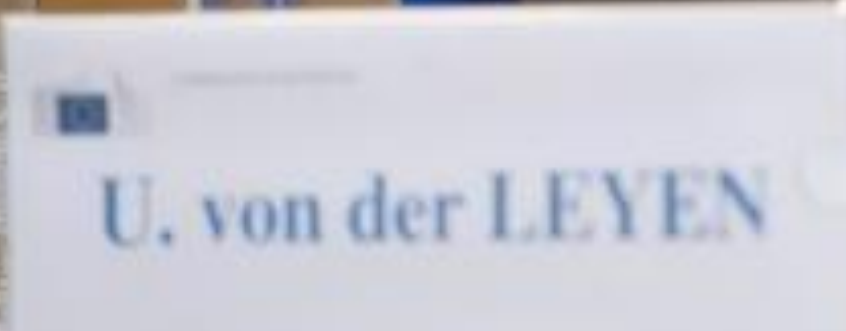
New
European
Bauhaus

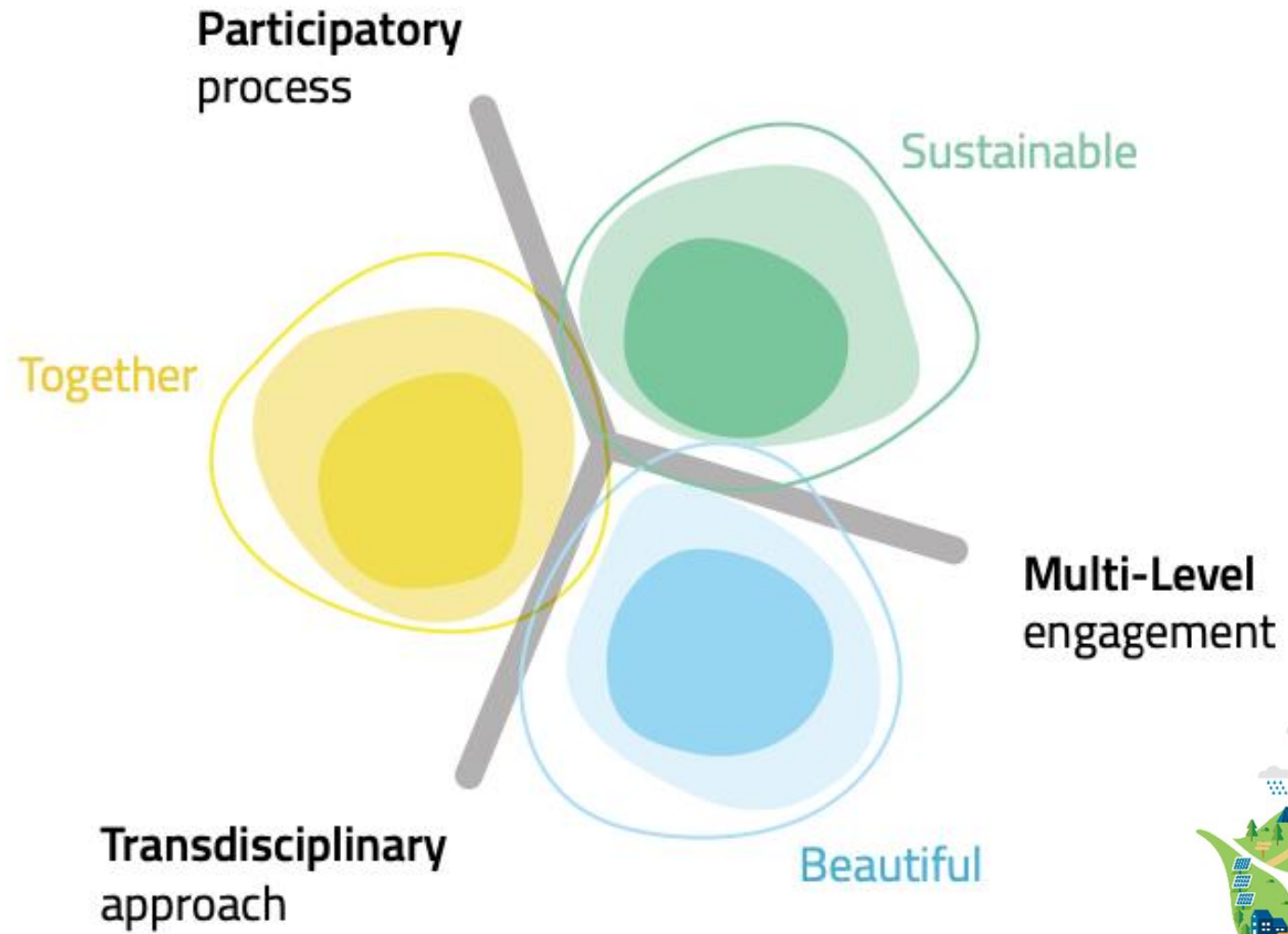
Levende bymiljøer – grøn omstilling med borgerne



- New European Bauhaus
- Desire – Designing an irresistible circular society
- Kalundborg som eksempel
- Spejlrefleksioner fra andre byer
- Næste skridt

"If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union."

A woman with short blonde hair, wearing a white blazer over a dark purple collared shirt, is seated at a conference table. She is looking slightly to her left with a pleasant expression. In front of her is a microphone and a laptop. To her left, a nameplate is visible. In the background, the European Union flag is partially visible. A bottle of water is on the table to the left of the nameplate.
A white nameplate with the European Union flag logo on the left and the text "U. von der LEYEN" in blue capital letters.
U. von der LEYEN



Det uimodståelige cirkulære samfund...

KORT OM DESIRE

- Finansieret gennem EU
- 24 partnere, 6 lande
- 2 år
- Mål: skabe et læringsfællesskab – at danne skole for en anden måde at arbejde med bæredygtig byudvikling på

UIMODSTÅELIG?

: det som man ikke kan afvise eller ignorere, det attraktive valg



Creating
social and
inclusive
housing

Reconciling
cities with
nature

Transforming
through
symbiotic
relationships



Kalundborg

Herlev

Gadehavegaard





Riga -----

Amsterdam -----

Ljubljana -----

Milan -----

Turin -----



Desire Principle



Movement

We give agency to all actors

Imagine standing in a big choir listening to all the voices together, leaning into the collective movement of the group and then noticing your own voice. When all the voices come together you feel uplifted, like the voices are carrying you off the ground and giving you the courage to sing louder and more confidently. Imagine the breeze of a collective voice surrounding you, moving you forward. This is the feeling of acting towards an irresistible circularity. When you act alone, you are part of a movement.

- This is how we work with movement
- We empower everyone to feel that they can join the DESIRE movement and the means and outcomes of our activities
 - We work with transparency and make visible all of the initiatives and bring about urban development
 - We work for a series of collective responsibility by exploring and support collective management of shared urban assets



Examination questions
In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach to create and empower agency?
- How might we support regulatory innovation that allows democratic participation to our surroundings?
- How might we emphasize the benefits that come with collective responsibility and shared urban assets?



Biodiversity

We embrace a planetary perspective

Imagine, sitting in a courtroom, defending a tree in a rainforest about to be beheaded and thereby potentially disturbing a delicate balance that has been developed throughout the last 3.8 billion years. How would you favor the ruling? Imagine if we knew nature rights as we know human rights. Today, there are only human rights. What if we extended principles of justice, participation, involvement and inclusion so vital to our human race to all other species that work to keep us all in balance on a thriving planet? That is what embracing a planetary perspective entails.

- This is how we work with biodiversity
- We represent all human and non-human species when we make decisions that concern the place we live in
 - We use the means of art, architecture and design to ensure that spaces have an aesthetic quality that enables all species present to live and flourish
 - We ensure a holistic perspective, where the individual well-being can only be measured in relation to the collective well-being



Examination questions
In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in relation to biodiversity?
- How might we raise awareness of interconnectedness to other beings?
- How might we integrate the perspectives of non-human species in our initiatives, activities, decisions etc.?

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Slack



Belonging

We nurture a sense of belonging

Imagine the feeling of a parent's warm embrace. Imagine laying your head against their chest, following the movements of the deep and calming breathing as their chest raises and lowers. You feel the boundaries from where they end and you begin dissolving. You become one. You do not question your place

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Aesthetics

We expand the concept of aesthetics

Imagine running your fingers down the wall of the building you live in. It is all warm from the sun. You feel its comforting embrace. Imagine wanting to hug the building, leaning into its soft curves and inviting colors. You feel drawn to it. Connected to it. You catch your own reflection in the window. Instead of seeing a body shape, you see curves of a mountain landscape you once drove through. You see fingerprints in the wood veins of the window frame. You suddenly hear the sounds of the forest your grandmother used to take you to as a child. You see yourself caressing the wood of the window frame and it makes you smile. You live in the materials of the building and they live within you. Imagine that this is what aesthetics is. It is a sensory experience that brings forth images, emotion and reflections of ourselves that we want to lean into.

- This is how we work with aesthetics
- We work with the disciplines of art, architecture and design through all phases of our work process
 - We integrate aesthetics in our processes and not just in the end products
 - We expand the value of aesthetics by including sensory and tactile experiences



Examination questions
In order to transform this principle into a local context we must ask ourselves the following questions:

- How might we experiment with participatory processes, multi-level engagement and a transdisciplinary approach in order to ensure that aesthetics are placed at the heart of our work?
- How might we make the value of the materials and processes we use visible?
- How might we make sensory and tactile experiences parameters for measuring impact?

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Circularity

We unleash a circular mindset

Imagine the feeling of meeting someone that you have an immediate connection with. You get the instant feeling of being interconnected and at the same time curious to get to know more about this person. Their story is like a long road winding through the landscape making turns and loops, and your road was

...come. Now that your roads have crossed, you
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...at a circular mindset feels like. It is not only
...you are part of the story and wanting to contrib-

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KALUNDBORG



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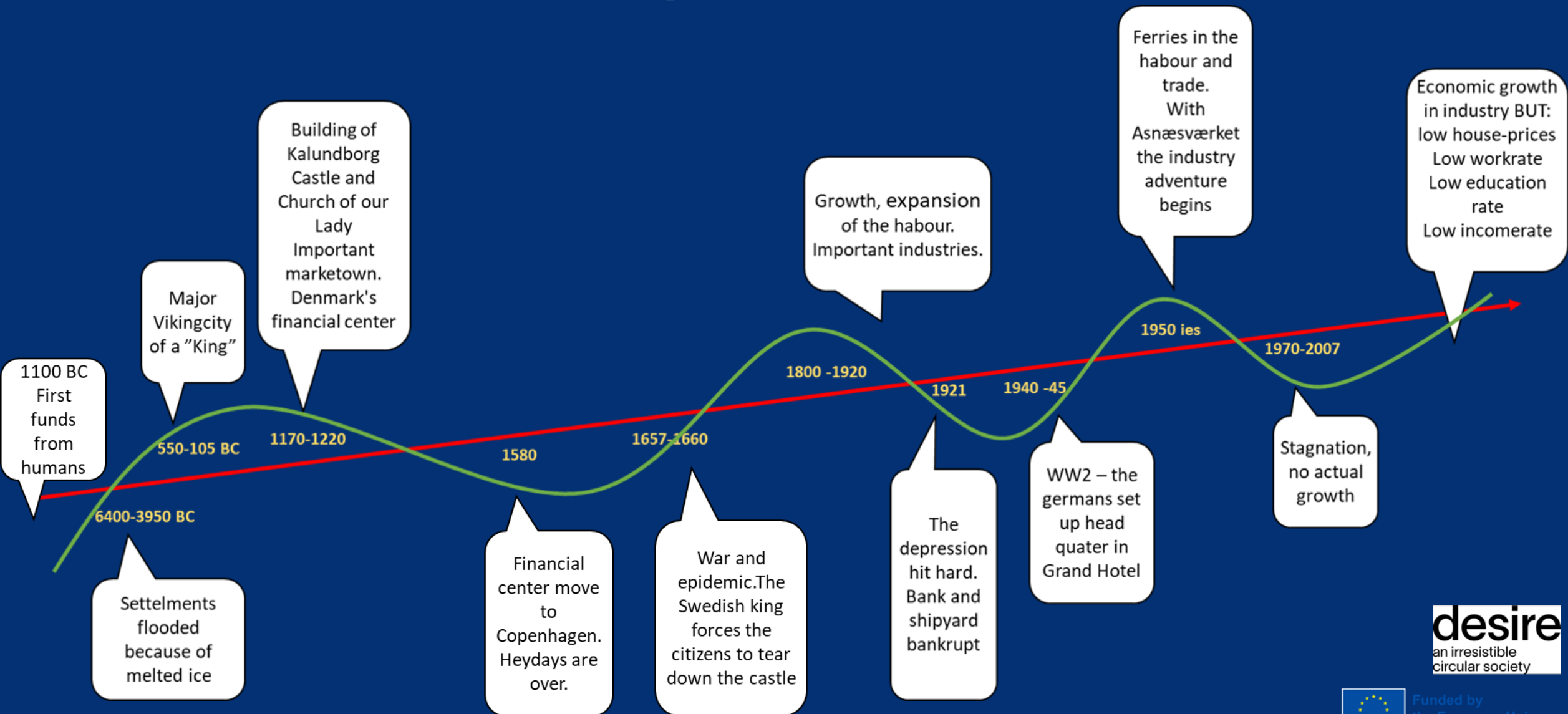
Kalundborg

Borgere. Industri.
Uddannelse. Kommune

Foto: Benjamin Hesselholdt

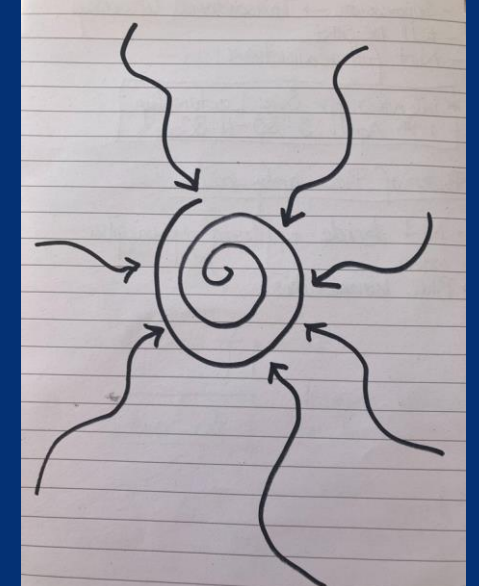
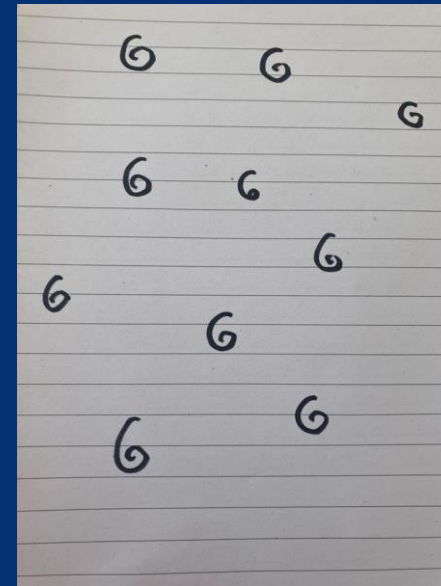
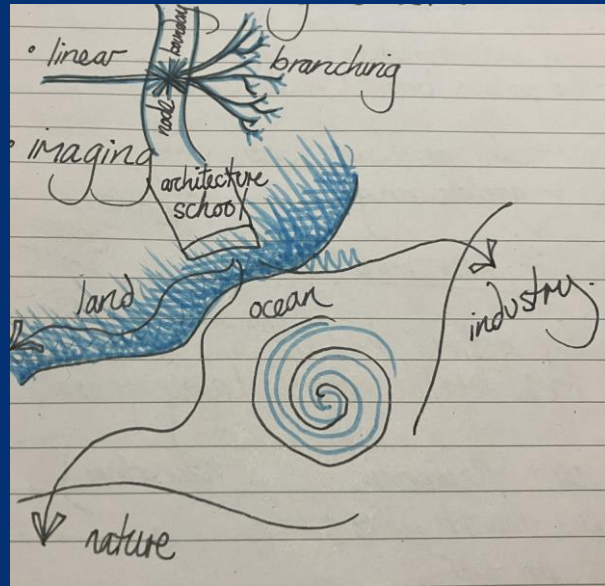
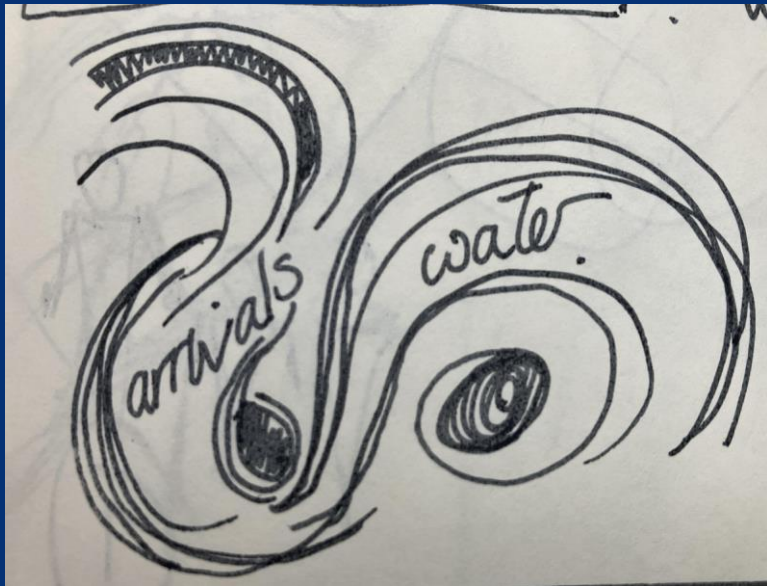
Waves of development

©Jenny Andersson og hendes team –
The Really Regenerative Centre, UK



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'Patterns of place' i Kalundborg



Tak til ©Jenny Andersson og hendes team –
The Really Regenerative Centre, UK



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Foto: Benjamin Hesselholdt



Gågaden

Ingen tomme
lejemål

Vigtigste læringer

- 'Relationship before task' – relationer før opgaver
- Lyt til stedet
- Insisterer på at få alle aktører med i dialogen





Amsterdam

Design & Do Groups –
bottom-up

Foto: Bernie Deekens

Herlev – Haveværten

“Haveværten er et eksperiment, der introducerer en ny karakter i samfundet. Det er en kunstpraksis, en sanselig praksis - det er en, der kender til æstetiske redskaber, til hvordan man aktiverer følelser og historie, og som også kender til habitater. Og hvordan man introducerer borgerne til landskabet, stedet og andre arter, der lever her sammen med os”

(Madeleine Kate McGowan, NXT)



Foto: Benjamin Hesselholdt



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LJUBLJANA, Slovenien

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18-06-2024

Foto: Benjamin Hesselholdt

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Irresistible Cities Lab

- Community of Irresistible Practice
- Narrativer om 'irresistible futures'
- Implementere resultater i lokalmiljøerne
- Bygge videre på fællesskaberne

Foto: Hanne Kokkegård



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Foto: Hanne Kokkegård

CONSORTIUM

BLOX HUB



Danish Design Center



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domea.dk

CER SUSTAINABLE BUSINESS NETWORK SLOVENIA

KAIROS



the beach



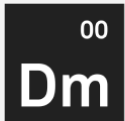
RIGA CITY COUNCIL

+ PLUSVALUE



3XN GXN

CHART



THE REALLY REGENERATIVE CENTRE

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Aase Højlund Nielsen
Project Manager
BLOXHUB
Phone: +45 3161 6709
Email: aho@bloxhub.org



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