Opportunity Space Competition Brief
A Van Alen Institute Flash Competition

Collaborators:

Contributors:
1. Introduction

Responding to Europe’s migration crisis, Opportunity Space is an international design-build competition to create a temporary mobile structure that will foster economic opportunity and social inclusion in Malmö, Sweden. The winning team will receive a $10,000 prize and up to $25,000 to implement its proposal in and around Malmö’s Enskiftehagen Park.

The competition will bring new and established residents together to produce a public space hub for education, job assistance, and social inclusion programs that benefit everyone in Malmö.

Opportunity Space is the first in a new Van Alen Institute series of Flash Competitions: challenges that bring together multidisciplinary teams of designers and other experts for short, intense projects in cities around the world to take on urgent societal issues through design.
2. Background

More than a million migrants entered Europe in 2015, setting off a vast and decentralized social experiment as local governments, nonprofits, businesses, and individuals improvise strategies to connect people to jobs, classes, housing, and to each other.

Beyond the headlines and political rhetoric, the migration crisis in Europe has highlighted one of the toughest challenges that cities around the world will face for decades to come: In an era of great uncertainty, how and where can people find opportunity?

Malmö is an ideal place to explore this question. Malmö is a gateway to Scandinavia, and a city that is rapidly growing and diversifying. It was also the point of arrival for the vast majority of refugees and asylum seekers (or “new arrivals”) settling in Sweden—up to 10,000 a week at its peak in autumn 2015.1

As in many cities around the world, Malmö’s residents face challenges finding work in today’s global economy. Analysts estimate that the average age at which people in Sweden find their first “real” job (one that would allow them to qualify for a mortgage, for example) is 29, and that it takes new arrivals up to seven years before they are gainfully employed.2

Opportunity Space situates the needs of new arrivals within the larger goal of creating a more inclusive economy for everyone. The project will establish a replicable process for engaging diverse stakeholders to design more economically and socially sustainable neighborhoods.

2. SCB (Statistics Sweden); the etableringsålder ("age of establishment") is a statistic used in Sweden to track the age at which 75% of residents are gainfully employed; the statistic on new arrivals is also based on a benchmark of 75% of the immigrant population finding gainful employment.
3. The Competition

Opportunity Space calls for teams to bring design thinking to bear on both the built environment and social programs in order to achieve the following:

- Imagine new ways for people to use or develop their skills and experience to build social capital, share resources, or earn income.

- Create a mobile structure that makes education, social inclusion and job assistance resources more visible and accessible to job seekers and the general public.

- Establish a striking and inviting amenity in the city that is open to everyone, and brings diverse groups of people together.
Some questions to consider:

• How can your proposal help government agencies and other organizations that run education, social inclusion, and job assistance programs reach more people, deliver resources more efficiently, or create more sustainable economic opportunities?

• How can the design of the space support multiple functions, and attract diverse users? Can your proposal become a community resource that attracts people who might otherwise be wary of government programs?

• Can your proposal foster forms of exchange that help people support themselves or apply their skills while they look for work?

• How can you make the most impact with a temporary mobile project?
4. Budget and Implementation

The winning team will receive a $10,000 prize and up to $25,000 to cover the costs of implementing their proposal, including costs for materials and insurance. The winning team also will receive a $5,000 travel stipend as needed to cover travel and accommodation costs for team members based outside of the Malmö region. (If the winning team doesn’t require a travel stipend, this amount will be added to the construction budget.)

The built project must be fully mobile and/or transportable by a few staff or volunteers. When not in use, it must be disassembled or moved to a secure building approximately 120 meters from Enskiftehagen Park. (See Section 8, The Site.)

Mobile classroom in Busan, South Korea that collapses into a portable trailer. Design and photo: Atelier Bow-Wow
Teams must include a firm or other entity based in Sweden that could obtain all necessary insurance and permits for the project. Teams must also include a skilled, experienced designer who could meet regularly on site and with project partners during the implementation process. Van Alen Institute and White Arkitekter will help guide the winning team in moving from conceptual design to implementation. Skanska will provide a general contractor, engineer, and skilled laborers to lead the construction of the proposal. The City of Malmö will waive the costs of any permits needed, and will facilitate the permit approvals process. (See Section 10, Rules and Eligibility.)

Once completed, the built project will support education, social inclusion, and job programs run by the nonprofit organization Individuell Människohjälp, and many other government, business, community, and nonprofit partners for two months. These programs will be available to all residents of Malmö.
5. **Timeline**

**October 11, 2016**
Competition launch

**November 7**
Pre-registration deadline

**November 18**
Competition deadline

**November 23**
Jury meeting

**December 2016**
Announcement of winning team

**April 2017**
Winning proposal open for programs

Youth workshop in the nearby Rosengard neighborhood, as part of the the City of Malmö’s Amiralsstaden project. Photo: DIS/ORDER (Johanna Bratel, Karin Andersson)
6. Criteria

Jurors will select one winning proposal on the basis of the following criteria:

- The proposal responds thoughtfully to the needs and priorities of job seekers and other key stakeholders.

- It addresses the specific characteristics of its surroundings, and its physical, social, and political contexts.

- It can support a wide range of uses and education, social inclusion, and job assistance programs.

- It establishes a striking, highly visible, and inviting physical presence that can be enjoyed by all residents.

- It uses materials and construction methods resourcefully, to ensure that the structure will be durable, that it can feasibly be constructed within the proposed timeline and budget, and that it can be maintained with limited resources.

In addition to selecting the winning proposal for implementation, the Jury will recognize up to five additional projects that propose highly innovative physical or social strategies with an Honorable Mention.
7. Jury

Agneta Salhead Canneroth
Head of Planning Unit, City of Malmö, Department of Streets and Parks

Aså Kalée
Project Manager, Good Malmö

Gunilla Kronvall
Chair, Architects Sweden, Skåne; Atelier 01 arkitektur

Christer Larsson
Director, City of Malmö, City Planning Office

Sara McDonald
Head of New Production, MKB

Helene Rahm
Director, Skåne, Individuell Människohjälp

Monica von Schmalensee
CEO, White Arkitekter

Ingeborg Skaare
Senior Architect, Snøhetta

Märta Stenevi
City of Malmö Deputy Mayor and Chair of City Planning Committee

David van der Leer
Executive Director, Van Alen Institute; Jury Chair

Opportunity Space Advisory Board:
Salahuddin Barakat
Islamakademin
Tarek Borg
City of Malmö, Social Resource Management
Thomas Brunk
City of Malmö, City Planning Office
Jerome Chou
Van Alen Institute
Elin Einarsson
City of Malmö, Streets and Parks
Henrik Gunée
City of Malmö, Streets and Parks
Carl-Gustaf Fritz
JM
Alexandra Hagan
White Arkitekter
Karin Heri
Malmö Fotbollförening
Äsa Kalée
Good Malmö
Gunilla Kronvall
Architects Sweden
Pia Hellberg Lannerheim
City of Malmö, Trade and Industry
Annelie Larsson
City of Malmö, Social Resource Management
Christer Larsson
City of Malmö, City Planning
Elizabeth Lundgren
City of Malmö, Culture
Tommy Malmstadt
City of Malmö, Labor Markets
Per-Arne Nilsson
City of Malmö, Environment
Maria Norrby
City of Malmö, Labor Markets
Mattias Örtenvik
E.ON
Louise Palm
NCC
Sander Schuur
White Arkitekter
Andreas Siverståhl
Individuell Människohjälp
Carina Tempel
City of Malmö, Internal Services
Benny Thell
City of Malmö, Real Estate
Anders Tojkander
NCC
Charlotte Wadström
MKB
Camilla Wieslander
Skanska Öresund
8. The Sites

8.1 Background

Malmö is a city in transition: It is growing and diversifying rapidly, with major development projects underway throughout the city and many initiatives in place to accommodate the city’s large number of new arrivals. Enskifteshagen Park is at the heart of many of these changes.

The park is located between Malmö’s Möllevången and Rosengård neighborhoods, well-known immigrant hubs with some of the city’s most diverse populations. A block north of the park is Amiralsgatan, one of Malmö’s main thoroughfares that connects to downtown and the waterfront. A block to the east, an existing freight line will be converted to carry commuter rail passengers, with a new train station to be built on Amiralsgatan.

Directly adjacent to the south is the Sofielunds Industrial Park, which is currently home to a wide range of small businesses. Portions of this industrial park are slated for long-range redevelopment. MKB, Sweden’s largest public housing developer, has plans to build up to 1,000 new units of housing in the area.

This fall, on the site of a former packaging plant, the City of Malmö’s Recreation Department is opening a new “urban sports center,” to house a circus school, roller rink, rock climbing gym, and other uses. The City of Malmö has also recently launched a participatory planning project called Amiralsstaden, which is engaging residents who live near the industrial park in place-based activities to reimagine their neighborhoods.
8.2 The sites

The competition includes two sites that are roughly 125 meters apart: an open lawn along the southwest edge of Enskifteshagen Park, and the interior of an MKB building at Kopparbergsgatan 4 in the Sofielunds Industrial Park. An area map, plans of the park and the building, and photos of both sites can be found in this dropbox folder.

The park is home to a wide range of uses, including multiple playgrounds, a dog run, a church, community gardens, and a take-out restaurant. Between Enskifteshagen and Sofielunds is an active bike lane that runs from Rosengård to downtown.

This fall, MKB will clean the interior of the building, add a small kitchen facility, and make other minor renovations. The structure will otherwise remain as seen in the photographs included in the brief.

To get from the park to the building and vice versa, people will walk across an MKB-owned parking lot that serves the many businesses in this part of Sofielunds, including a post office branch, a medical clinic, and an education center.

Currently a fence separates the industrial area from the park; a small gate allows access between the two. MKB will widen this gate, and keep it open between 7 a.m. and 10 p.m. In addition, MKB will remove four parking spaces, one on either side of both the gate and the MKB building, for the duration of the installation.
Looking south from the park towards the industrial area.

Playgrounds in the park to the northeast of the site.
MKB building looking west from the entrance.

MKB building looking north from the entrance.

Looking north to the park from just outside the MKB building.

Photo (all site photos): Jerome Chou
9. Competition Guidelines

9.1 The sites
The Enskifteshagen site offers great visibility within a well-used public park; the building will offer heated, sheltered space on days when it’s too cold or stormy to use the park site for programs.

Team must address both sites in their proposals. Teams may focus on either the park or the building, but must allow for the possibility of using the other site. For instance, teams that focus on the park must also design a strategy for using the building when bad weather makes outdoor programs impossible. Similarly, teams that focus on the building must also develop ways to use the park to maximize the project’s visibility and accessibility.

Proposals should establish a unified identity for interventions on both sites, so that they are understood as part of a single project.

9.2 Uses
Proposals should support programs typically offered by public and private sector job assistance providers. This could include places for:
- an employer to meet with a job candidate one-on-one
- an instructor to hold a small class
- posting information about upcoming programs and events
- other features based on your team’s research

Proposals should be able to support uses beyond those listed above.

9.3 Durability/safety of the built project
The built project must be durable enough to be moved for daily programs for two months, and to withstand daily use with minimal maintenance. It must provide enough protection from the elements to make it an inviting place to stay for at least as long someone might attend a program there.

The built work must be designed with the safety of the public in mind, and should not include sharp edges or toxic materials.

9.4 Enskifteshagen Park
Proposals should not be placed within or interfere with existing vegetation, paths, or facilities such as playgrounds in the park.

Proposals must not interfere with or endanger bike riders along the bike lane in the park.

Cutting and filling is not permitted. Poles or other lightweight means of support that disturb the ground only minimally will be considered. Teams will be responsible for covering the costs of repairing any damages to the lawn or vegetation caused by construction or operation of the installation.

Power cables must not interfere with park users, and must be separated from park users by fences, bushes, or other barriers. Power cables that cross walkways or carriageways must be suspended at least 4.5 meters above the walkway and 6 meters above the carriageway.

The ground is not level. Proposals must include an approach to creating a level base.

There are three outlets located in an electrical box to the west of the site. The outlets carry 16 amps.

9.5 MKB building (Kopparbergs gatan 4) and parking lot
The ceiling height of the building is approximately 3.30 meters.

No alterations are permitted to the façade or interior of the building, or to the parking lot and streets in the industrial area, or the fence separating the industrial area from the park. All proposed structures must be free-standing, with no elements hanging from walls or the ceiling.

The parking lot serves many businesses within the industrial area, including a health clinic, post office branch, and education center. Proposals must maintain access for cars and trucks in the portion of the lot leading from the MKB building to the park.

Power (25 amps, 30 volts) and water will be available in the building.
10. Rules and Eligibility

10.1 Eligibility

The competition is open to everyone. There is no entry fee.

10.2 Pre-registration

We strongly recommended that you pre-register your interest at the competition website by Monday November 7, 2016. You may still enter the competition after this date, but timely pre-registration will ensure that you receive all competition updates.

10.3 Responsibilities of winning team

The winning team will be responsible for the following:

- Secure a signed and sealed letter certifying structural integrity by a licensed engineer. Skanska will provide a staff engineer to consult with the team as needed.
- Provide indemnification and insurance, including the following types of insurance coverage (or their Swedish equivalent): Property, Commercial Liability, Workers’ Compensation, Automobile, Errors & Omissions, Umbrella.
- Obtain from the City of Malmö a temporary building permit and a permit for use of Enskifteshagen Park. The City of Malmö will waive any costs associated with the permits, and will work closely with the winning team to facilitate approvals of the permits.
- Lead the development and refinement of the conceptual design and the design of the Implemented Project, working closely with Van Alen Institute, White, and Skanska.
- One member of the team must be able to attend meetings on site and in person with project partners as needed.
- Source and procure project materials.
- Coordinate with Van Alen Institute and project partners on public relations.

10.4 Local representatives

Teams must include a Sweden-based firm or other entity that could obtain all needed insurance and permits for the project. Teams must also include a skilled, experienced designer who could regularly attend meetings in person and at the installation site in Malmö. (For instance, a team could have one member affiliated with a landscape architecture firm in Stockholm, and an architect in Copenhagen who would regularly attend in-person and on-site meetings during construction.)

The winning team will receive a $5,000 travel budget to cover costs of travel and accommodation associated with the project.

10.5 Multidisciplinary teams

Teams must be multidisciplinary. Teams may include up to four members; individuals may not enter alone. Teams may include members with expertise in design, engineering, public health, social work, economics, workforce development, community organizing, anthropology, sociology, or any other relevant fields.

10.6 Number of entries

Individuals may participate on only one team. Each team is permitted to submit only one proposal.

10.7 Conflict of Interest

No partner or employee of any jury member’s or advisory committee member’s business or organization may participate in the competition, nor may any jury member compete in association with, advise, or assist a competition in any way. Similarly, no employee or family member of Van Alen Institute or its collaborators (the City of Malmö, White Arkitekter, Architects Sweden, and IM) may participate in this competition, advise, or assist applicants in any way.

10.8 Intellectual Property

By submitting an entry, the team agrees that Van Alen Institute is granted non-exclusive reproduction rights to all entries for advertising, promotion, exhibition, print publication and internet purposes directly relating to the competition.

The winning team’s work is subject to a Creative Commons license, which grants members of the public the irrevocable and nonexclusive rights to adapt the work developed. Work developed through this competition may not be sold or distributed for profit. Van Alen Institute will have non-exclusive reproduction rights to the work developed by competition team for advertising, promotion, exhibition, print publication and internet purposes directly relating to the competition.

Van Alen Institute shall have no responsibility for any unauthorized use of the entrants’ works by any third party, including but not limited to sponsors.
11. Proposal Requirements

11.1 Proposal Contents

Your proposal must contain each of the following components in a single PDF document in landscape orientation. Font size must be legible when printed at A4 paper size. Each file must be no larger than 5MB.

We strongly recommend that you adhere to the following guidelines in preparing your proposal:

*Page One*: Title and image (this should be the lead image to represent your project in online galleries, press releases, and other publicly-oriented materials)

*Page Two*: Title; Project description (maximum 300 words). The description should include the following:
- The people or communities your proposal will serve, and how it will improve their access to economic opportunity
- How your proposal responds to the site and its surroundings
- How you have responded to the constraints of budget, and the need for limited maintenance
- Your strategy for maximizing the impact of a temporary mobile project

This page may also include diagrams, maps, data visualizations, renderings, or other drawings that support your team’s proposal.

*Page Three*: Renderings or other drawings to describe the proposal

*Page Four*: Section or elevation drawing and technical specifications (including dimensions)

*Page Five*: Installation details and site requirements

*Page Six*: Budget, with additional funding sources if applicable

*Page Seven*: Photographs and description (no more than 50 words) of a comparable project completed by one or more team members that demonstrates capacity to successfully implement this project. (The description should specify the team member’s role in the earlier project.)

*Page Eight*: Signed letter from a representative of a design firm or other entity in Sweden stating the representative understands the competition requirements, and is willing to obtain all necessary insurance and permits for the project.

11.2 Anonymity

On the registration website, teams will be asked to provide names and contact information for team members. Jurors will not see this information. No marks revealing the identity of the competitor are to appear in the submitted proposals.

11.3 Language

All entries must be in English, with any measurements provided in metric units.

11.4 Budget

Teams must demonstrate in a detailed budget showing that their proposal can be built within the established parameters while meeting all competition brief requirements, or that additional revenue has been secured.

11.5 Deadline

Proposals must be uploaded using the submission link by midnight EST on Friday, November 18, 2016. Entrants will receive a confirmation that the files have been uploaded and should retain this confirmation.

11.6 Disqualifications

A proposal will be disqualified if it is not submitted by the competition deadline, does not respect the demand for anonymity, or does not fulfill the requirements articulated in the brief.

11.7 Competition compliance

The competition adheres to the competition rules issued by Architects Sweden. This brief has been approved by the organizers and an expert from Architects Sweden.

11.8 Questions

Please contact Jerome Chou at jchou@vanalen.org with any questions. Answers to FAQ will be posted to the competition webpage and emailed to all pre-registered team leads by Monday, October 31, 2016.
12. Resources

The following are a small sample of links to websites of organizations, programs, or other resources addressing migration, job assistance, sustainability, and other topics or information relevant to Opportunity Space.

**Matchmaking**

The Opportunity Space LinkedIn page offers an online platform for people entering the competition to find and reach out to other entrants to join a team.

**Maps/Data**

- Maps, photographs, plans of the sites (links to Dropbox folder)
- Malmö City Atlas
  City website that allows you to create basic GIS maps of the city
- Malmö interactive maps (Swedish)
  Interactive maps that allow you to map wide range of public data
- Malmö statistics (Swedish)
  Population (including immigration data), housing, business, and other data

**Job assistance programs and organizations**

- Swedish Public Employment Service (PES)
  Federal authority whose overall goal is matching jobseekers and employers. See this webpage with downloadable PDFs for many job assistance related topics
  PES Publications:
    “Establishing yourself and working in Sweden”
    “Find your new job through us”
- Good Malmö
- Boost by FC Rosengård
- Yallatrappan (“Hurry steps”)

**Migration**

- Migrationsverket
  Federal agency that oversees applications for residency, citizenship, and asylum
- City of Malmö Immigration Service
  City of Malmö department working with new arrivals
- Information om Sverige
  Basic guide to life in Sweden (including finding work) for new arrivals, published by the County Administrative Boards of Sweden

**Reports**

- Finding the Way: A Discussion the Swedish Migration Integration System (OECD report, July 2014)

**Planning and Sustainability**

- Comprehensive Plan for Malmö (English summary, May 2015)
- Commission for a Socially Sustainable Malmö (English)
  Fourteen-member Commission that produced a 2013 report with goals and actions for Malmö’s social sustainability
- Rosen Red Carpet
  Project transforming a parking lot into a community meeting area
Collaborators

About Van Alen Institute
At Van Alen Institute, we believe design can transform cities, landscapes, and regions to improve people’s lives. Building on more than a century of experience, we develop cross-disciplinary research, provocative public programs, and inventive design competitions to address the most pressing social, cultural, and ecological challenges.

About White Arkitekter
White Arkitekter was founded by Sidney White in 1951 and is Scandinavia’s leading architectural firm with over 900 employees working in 16 offices in Sweden, Denmark, Norway and the UK, and has experience spanning some 50 countries around the world. Our work is research focused and our expertise encompasses architecture, urban design, landscape architecture and interior design.

For nearly two decades, White has invested in establishing a unique research-based department of highly qualified experts in the field of sustainable design. Our founder’s aim was to improve society through architecture and his legacy lives on in our ambition to contribute towards the building of a sustainable world.

About the City of Malmö
Malmö is the commercial center of southern Sweden and an international city with 300,000 residents representing approximately 170 different nationalities.

Malmö is undergoing a transition from being an industrial city to a city of knowledge. Older industries have been replaced by investments in new technology, training programs, and infrastructure, including the Öresund Bridge, which connects Malmö to Copenhagen, Denmark. Malmö University, which opened in 1998, is Sweden’s latest venture in the field of higher education, accommodating 24,000 students.

Over the last several years the City of Malmö has received many international awards for its focus on sustainable city development and pilot projects such as Augustenborg and the Western Harbour. Malmö was also appointed as the first Fairtrade City of Sweden.

About Architects Sweden
Architects Sweden is the professional organization for architects, interior architects, landscape architects and spatial planners in Sweden with 12,800 members (including 2,600 students).

About Individuell Människohjälp (IM)
IM is a Swedish member-based organization fighting and exposing poverty and exclusion through development cooperation, integration and Fair Trade. Founded in 1938, IM is currently working in five regions and thirteen countries worldwide.

IM’s international work focuses on people’s right to education, good health and ability to sustain a life in dignity. All projects are implemented in close collaboration with local partner organizations. IM’s work in Sweden is focusing on integration and inclusion into society. The strengthening of civil society is both a means and an objective in all activities.

About Skanska
Skanska is one of the world’s leading project development and construction groups with expertise in construction, development of commercial and residential premises, and public-private partnerships projects. Based on its global green experience, Skanska aims to be the clients’ first choice for Green solutions. The Group currently has 43,100 employees in selected home markets in Europe and North America. Skanska’s sales in 2015 totaled SEK 155 billion.