COPEN HAGEN

HYGGE

GATE

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ARCHITECTURE CONSTRUCTION CITY

POLITECNICO DI TORINO

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ABSTRACT

ABSTRACT

Today's architecture occupies two equally important spaces: the **material/ geographical space and the digital/media space**. The type of users has changed radically: the new users know how to relate very well to the media and are also much more aware of the quality of the built environment. This process has led to an increasing interest in **architecture** that produced a phenomenon called architectural tourism, its exponentially growing field of influence suggests the possibility of a direct dialogue between the users and the architectural object.

The main aim of the thesis is to seek the role and the opportunity of the designer in the challenge of the **Sharing Economy**, which is invading and surpassing more traditional models. In particular, the subject of this study is one of the most famous platforms within this system, **AirBnB**, taking into account its positive and negative sides.

The case study analysed in the current work is localized in **Copenhagen**. This city has been taken into account because is one of the most touristic European cities. In fact, tourism is one of the most important part of

Copenhagen's internal economy. In addiction the municipality in the last few years has been experiencing a major real estate and rent crisis concerning both short and long term rentals.

After focusing on the situation of Copenhagen, an attempt was made to design a resilient building that could respond not only to the rising water problem, but also to the expansion policies of the city, seeking a dialogue with one of Bjarke Ingels projects within the Danish landscape.

Two opposite and **futuristic suggestions** unfold into two questions: "**What would happen if Sharing Economy became the only type of economy**?" and "**What would happen, instead, if Sharing Economy were banned within the city**?". These suggestions are used to structure a reflection on two different scenarios: "**Sharing City**" and "**No Sharing City**", taking into account the positive and the negative sides of the choices made in the design field, each scenario has it's own features. In the first case has to be considered has a **manifesto of the Copenhagen's Sharing development** where the model of the accommodation, and the city itself, undergoes a conceptual revision. The second one proposes an adaptation of the architecture to urban political choices, in which **symbols e signs play an important role**.

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CHAPTER

0

INTRODUCTION

0. INTRODUCTION

The exponential growth of the Sharing Economy, and in particular of the AirBnB platform, is having a strong impact on the way we inhabit our cities, especially all on the regulations of the cities themselves, both in terms of expansion than in terms of urban and territorial policies.

This thesis aims to analyse the positive and negative implication of this type of economy exploring, in particular, the AirBnB platform, in order to identify the role of the designer within this specific scheme.

This purpose is achieved through a project with the awareness that architecture today occupies two equally important spaces: the material/geographic and the digital/media one.

The type of users has changed radically: **new users** know how to relate very well to the media and are also much more aware of the quality of the built environment. This process has led to an increasing interest in architecture that produced a phenomenon called architectural tourism; its exponentially growing field of influence suggests the possibility of a **direct dialogue between the users and the architectural object**.

The whole thesis is divided into four parts: the first chapter is an explanation and an analysis of the **phenomenon of the Sharing Economy**, dealing with its repercussions on cities, the points that have led to the success of this type of economy and its critical issues; the second chapter is an introduction and a description of the **Airbnb platform** that takes into account the strengths and weaknesses; the third is a **focus on the city of Copenhagen**, that considers the two previous aspects, the types of apartments and the city's policies regarding the residential field and the rental market; lastly, the fourth chapter is the **Copenhagen Hygge Gate** architectural project. In this sense, the first three sections were fundamental to the drafting of the last one, considering that the results of the research have substantial repercussions on the project.

The choice of the **project area** falls on a site connected to the city center, despite the poorness of hosts and accommodation facilities. On the basis of this brief reflections the aim is to reduce the pressure exercised by the tourist flow on the center, through the platform accommodation. The site is on the edge of two municipalities, **Copenhagen and Tårnby**, in a small waterfront area. The position has influenced the architectural choices related to the problem of water elevation. Furthermore, a residential project by Danish architect Bjarke Ingels has been developed in the surrounding area, giving rise to a further challenge: the attempt is to make the two projects coexist and communicate to each other.

The project develops mainly around a fundamental theme, which is a strong point of the platform: the possibility to create a **community**. In fact, the main purpose is to create a **cluster of multifunctional spaces** that can be

useful to various types of users, thanks to an **hybridization** with other types of functions with similar characteristics. This purpose is achieved through the **minimization of the private space** in favour of the shared public ones. In addition to this aspect, key concepts of contemporary living, such as temporariness, flexibility and experience, which conceptually coincide with the strengths and successes of the AirBnB platform, have been taken into account during the development of the project. **The experience of the inhabitants** played had a very important role in the definition of the shared spaces, with the aim of integrating this type of users into this different way of life and encouraging interaction between them and the **AirBnB users.**

Eventually, some questions have arisen that led to two different scenarios: "What would happen if the Sharing Economy became the only type of economy?" and "What would happen if the Sharing Economy were banned within the city?". These questions have led to reasoning not only on the development of the architectural project, but also on the city, analysing the negative and the positive implication of the delivery of the two scenarios.

This thesis was written under the supervision of Professor Manfredo Nicolis Di Robilant, of the Department of Architecture and Design of the **Polytechnic of Turin**, and Professor Chiara Lucchini of **Torino Urban Lab**. In addition, there was also the collaboration with professors Jens Kvorning and Katrine Østergaard Bang of the department Bygningskunst og Kultur of the Danish university **KADK** (Det Kongelige Danske Kunstakademis Skoler for Arkitektur, Design og Konservering) based in Copenhagen, who played a relevant role in explaining the policies and the development of the Danish capital.

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CHAPTER

1

THE SHARING ECONOMY

1. THE SHARING ECONOMY

The Sharing Economy is one of the most interesting and relevant phenomenon which has been developing in the recent years.

The Sharing Economy, also known as **Platform Economy**, is a concept which is almost impossible to clearly describe. From the beginning of the 3rd millennium, especially in the last few years, this "new" phenomenon can be recognizable in a series of **online platforms** which, due to the technological and community development, make possible to share goods and/or services.

Nowadays, these kind of platform have been developing and have introduced themselves into the economic field. Moreover, they offer knowledge and experience differently from the traditional market, giving a novel opportunity to the new economic activities.

This kind of economy is based on the potentiality of each single user, who can become a entrepreneur providing a service, a good or an ability. Thus, it is possible to recognize the term "sharing" as a keyword.

Manieri describes the figure of the cited **micro-entrepreneur** as a creative person, since he has to adapt and re-invent himself to the work proposed by the online platforms. Moreover, since he has to address the market's demands, he has to be flexible but, on the other hand, can also manage his free time and decides his own work schedule. (Manieri,2019)[1]

The ability to link users and create new **communities** is one of the most successful aspects of Sharing Economy. Thus, it is possible to understand that this kind of economy has potentiality not only in the economic field, but also in the social one.

The economic crisis and the simplicity of finding information online can be identified as key factors of this particular kind of economy's growth.

Nicholas A. John links the development of the Sharing Economy to the **social media's spreading**, to the geo-localization through **GPS and mobile devices**; smartphones, indeed, are considered like a human body extension. All these cited reasons have allow to offer certain informations and to reduce the distance between micro-entrepreneurs and platform's users.

From a purely economic point of view, the **global economic crisis** of 2008 can be considered as one of the most important causes of the growth of the Sharing Economy. The cited crisis has indeed caused a budget reduction for the average population and a more accessible choice in the use of these services. Other experts say that the spreading of the Sharing Economy could be linked to a social and cultural change. This change leads the population

1 Mainieri M., Le 5 caratteristiche chiave dell'economia collaborativa e cosa distingue

to a research of a kind of economy more handy, with respect to a more capitalistic economy. The environmental factor, and all the topics linked to it, can be also considered. The consumer, indeed, in the recent years has developed a greater sensibility to these aspects and to the resources' consumption, with the specific aim to looking for more sustainable solutions.

The development of the cited online platforms can be resumed in a few main aspects:

- **Economic aspect**

- **Technological aspect**

- **Social aspect**

- **Cultural aspect**

- **Environmental aspect.**

1.1 ECONOMIC ASPECTS

"The Great Recession", economic and financial crisis of the 2008, can be assumed as the most important cause of the economic development of the Sharing Economy. In fact, the mentioned crisis has influenced both the unemployment growth in almost all the sectors and the decrease of goods and services purchasing power of the consumer.

Consequently, all of this has caused the consumer's research of a new kind of **profit** except for the proper working one, which can increase his incomes. These things have brought a sharing mentality to both the sellers and consumers. **The Business Innovation Observatory** realized a study

about these causes' identification. The results of this study recognized that the Sharing Economy had an exponential growth and benefit from this particular circumstances.

Thus, the old traditional economic system collapsed due to the previous analyzed economic crisis, promoting the changing opportunities brought by this kind of platforms.

Lisa Ganksy, an American entrepreneur and Sharing Economy expert, says that the consumers are trying to benefit from the previous unused resources, which before surrounded them. This aspect links also to the possibility to enhance the potential of the cited resources due to their own employment. The expert, in her book "The Mesh: Why the Future of Business is Sharing, summarizes the main concept of the Sharing Economy writing that through the Sharing Economy, users can enhance their incomes' management through the cited economy. (Gansky L., 2010.)[2]

The great majority of the mentioned online platforms that have characterized this specific kind of economy was born between 2008 and 2010, nevertheless these years correspond to "The Great Recession".

In conclusion, these platforms make available the sharing of both unused and scarce goods and services with a **minor price** with respect to the one which the user previously spent for buying them.

In addition, it is possible to find a business opportunities' improvement because the Sharing Economy moves closely to the **market's segments**

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2 GANSKY L., T*he Mesh: Why the Future of Business is Sharing*, Penguin Group, New York, 2010.

that previously were out of reach.

1.2 TECHNOLOGICAL ASPECTS

The development of these platforms has happened also due to their **online accessibility**, which led to an immediate growth. In addition, this evolution was possibile due to social media and spreading of **online payments**.

Rachel Botsman identifies the internet, especially the **web 2.0**, as the mainstay of this phenomenon. This permitted to the internet itself to move from a network of contents and informations to a **network of people**. The importance of this particular aspect is given by the links created by the web which has transformed itself from a static element to a **dynamic** one, moving on from the net distinction between consumers and suppliers. (Botsman, R. & Rogers, R., 2010)[3]

The technology introduced the figure of the **prosumer** (producer + consumer). Thus, in this figure the profiles of both the consumer and producer of goods and services have been incorporated. From this point the prosumer has become an active platform's member due to the fact that he is both the self creator of contents and who make them accessible to the users.

Basically, the social web has developed into an **online virtual world** where some users can interact actively with no mediators and from many parts of the world.

3 Botsman, R. & Rogers, R., *What's mine is yours: The rise of collaborative consumption*. New York: Harper Collins. 2010

Nicolas John, professor ad author, describes in his book this phenomenon of sharing platform as a phenomenon born online which in addition makes impact also in the **offline world**. All these platforms, indeed, have important consequences on our real life. (John N. A., 2013.)[4]

In the past years, the sharing experience has happened only in the everyday life, when the own opinions about travels or services were shared. Nowadays all these informations can be found also in the web due to the **unknown people's feedback** which mainly consists in their opinions shared through the cited platforms. Moreover, the GPS system has to be addressed, because it creates a direct relationship between the necessity of a good and its own availability.

In conclusion, this days users have increment their trust in online payments, which were rarely used until some years ago. This kind of payments are much more immediate and lead to a shortening of the distance between the classic consumer and the producer.

1.3 SOCIAL AND CULTURAL ASPECTS

After the analysis of the Sharing Economy it is clear that it impacts both the social and the cultural aspect of the population, it is enough to think about the term "sharing".

Rachel Botsman states inn her book "What's Mine Is Yours: The Rise of

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4 John N. A., Sharing, collaborative consumption and Web 2.0, EWP 26 , Editors Dr. Bart Cammaerts and Dr. Nick Anstead, MEDIA@LSE Electronic Working Papers, 2013

Collaborative Consumption" that the development of these platforms was given by two fundamental factors, which are both included in the topic of the social and cultural knowledges. (Botsman R. & Rogers R., 2010)[5]

The first one is the **identification of different values** with respect to the past ones which are linked to the cultural changing in each person. The second one is a consequence of the first one, implicitly indeed it is possible to state that both the **collective and individual welfare** are not completely disjointed from one other.

Thus it is possible to create a community based on the trust relationships between unknowns on the web.

Botsman continues her statement saying that the new technologies have changed our culture becoming an integral part of it. In fact she states that for the old generations, smartphones are just a tool but on the other hand for the novel generations they are a integral part of their human body, like a remote for the real world.

In the nowadays generation, people have the necessity of **connecting themselves to the other ones** even if in a virtual way. It is possible to observe this banally in the social media's use.

Online platform users have in the last few years reconsidered their morals. They have left, even if just in sporadic cases, what was the selfishness of the capitalistic thought, embracing what it really is the unselfish mentality.

This platform strength is the fact that every one is him own master. In fact,

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5 Botsman, R. & Rogers, R., *What's mine is yours: The rise of collaborative consumption*. New York: Harper Collins. 2010

people do not depend from any multinational corporation, but there are just common people getting in touch between themselves. All of this implicates a hierarchy elimination, moving on to a **more handy culture** and changing people **habits**.

At the end, it is possible to understand how the nowadays society is moving away from the hyper-consumerist thought, which characterized the previous century. Simultaneously, this society have enhanced the possibility to have a much more opened culture, focused on the trust **relationships between people and unknowns**.

In addition, it is possible to highlight that the nowadays user does not look for standard products, symbol of the industrialization of the 20th century, but he is looking for **different, unique and rich experiences**.

1.4 ENVIRONMENTAL ASPECTS

In order to talk about this particular aspect, urban centers densification and the cultural and **moral change of the citizen** have to be addressed.

In the first case, indeed, the growth of these platforms is a potential alternative to the goods of the traditional market. In fact, the Sharing Economy allows the goods' share, making everything more **sustainable** and controlled.

The approach to a culture based on the sharing and the attention for unused resources automatically brings to a more sustainable phenomenon with respect to the previous one, based on a much more consumerist economy. Moreover this kind of economy searches for alternative solutions which answer to actual issues linked to **climate changes**, the use of fossil energy

sources and pollution.

In addition to the previous analyzed topics, it must be considered also the growth of the world population and what the urbanization of the i**ndustrial and post industrial city** (pell-mell growth). These issues are brought in front of the citizen's eyes, developing consciousness processes on these themes and influencing their behaviours.

Some studies underline how the Sharing Economy could be both a good sustainable alternative and positive answer to these issues. In every considered aspect, the cited economy has indeed the possibility to optimize the goods' use and then pleasing the citizen's necessities.

The adoption of the Sharing Economy is for a lot of people l**ess impacting on the resources** with respect to the ones proposed by the traditional market. For instance it is possible to cite the **AirBnB** platform, international leader of the **short term rents**, and the international chain hotels. (Cleantech Group Environmental Impacts of Home Sharing, 2014)[6]

AirBnB commissioned in 2014 a research to the **Cleantech Group** studio called "Environmental Impacts of Home Sharing". From this study it was possible to understand that the AirBnB online platform produced a lower energy consumption with respect to the classic accommodation chains. This cited reduction was of about 63% in the US and about the 78% in Europe. Data upon the water waste were also very relevant, in fact this waste was of about 12% in the US and about 48% in Europe.

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6 Cleantech Group Environmental Impacts of Home Sharing, 2014)
source: https://www.airbnbcitizen.com/wp-content/uploads/2017/03/Airbnbandsustainabletravel2017.pdf   Last access 28/06/2019

Basically, these kinds of solutions allow a **lower resources' waste**. For instance, it is possible to compare the consumption of the hotel's laundry systems and the Sharing Homes' ones.

According to the data it is possible to understand how this kind of economy resources are so shortly and carefully used. This cited things do not influence the users' lifestyle, it is just spoken about a more **careful context**.

This kind of services are much more resilient with respect to the ones previously developed, because their aim is **to build a sort of community inside the platform**.

Both the users and the services have a much closer bond which brings to a greater operation, often guaranteeing a greater phenomenon's life.

1.5 IMPACT ON CITIES

Over the past years, it has been possible to notice how each economy and social situation have designed different architecture, city and urban policies based on their own necessities and identities.

In order to better understand this topic, the change happened inside the cities from the **Industrial Revolution** must be particularly addressed.

This specific time in history, indeed, set forth both a great growth of the industrial cities in a really short period and an upheaval of what cities themselves were.

First of all, this process was given by the process of demolition of the boundary between urban and rural spheres, let the cities pell-mell expand

based on the factories' necessities.

In this precise stoical moment cities developed in accordance to an additional logic, prioritizing the goods transport networks. This model is also known as Suburbanisation, in other words an expansion process of the city around the historical center.

The cited model tends to expand itself towards the extern, sometimes creating an urbanized continuum between the various hubs.

All of this, apart bringing a chaining of what the classic cities were, has brought also a relevant changing in what the theories of the city's development were. Among these, it is possible to identify:

- **Ernest Burgess**, who in 1925 proposed a representation model for concentric areas, considering the city center, the industrial zone and the residential one;

- **Homer Hoyt**, who in 1939 presented instead a radial sector scheme based on the study of the soil's use, the earnings and the communication routes of a dozen cities of the US;

- **Chauncy Harris and Edward Ullman** introduced in 1945 a much more sophisticated scheme, also know as the multiple hubs scheme, which linked the previous mentioned models. Considering the growth processes identified by the cited scheme, it is possible to notice how in the represented cities there is an explosion of the city itself in main, secondary and suburban centers, based on the displacement of the industrial settlements.

1. Central business district
2. Zona industriale in transizione
3. Zona residenziale operaia
4. Zona residenziale
5. Zona dei lavoratori pendolari
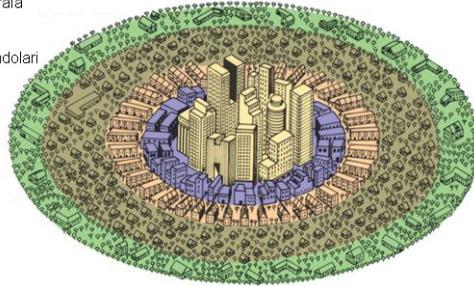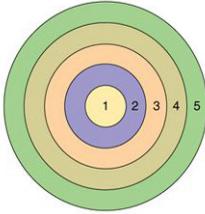
1. Central business district
2. Industria leggera
3. Quartieri residenziali di classi basse
4. Quartieri residenziali di classi medie
5. Quartieri residenziali di classi alte
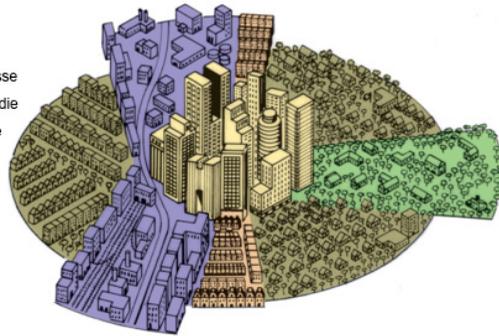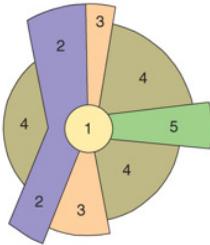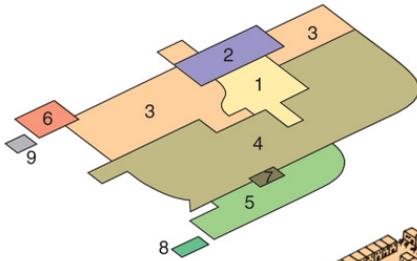
1. Central business district
2. Industria leggera
3. Quartieri residenziali di classi basse
4. Quartieri residenziali di classi medie
5. Quartieri residenziali di classi alte
6. Industria pesante
7. Distretto di affari periferico
8. Sobborghi residenziali
9. Sobborghi industriali
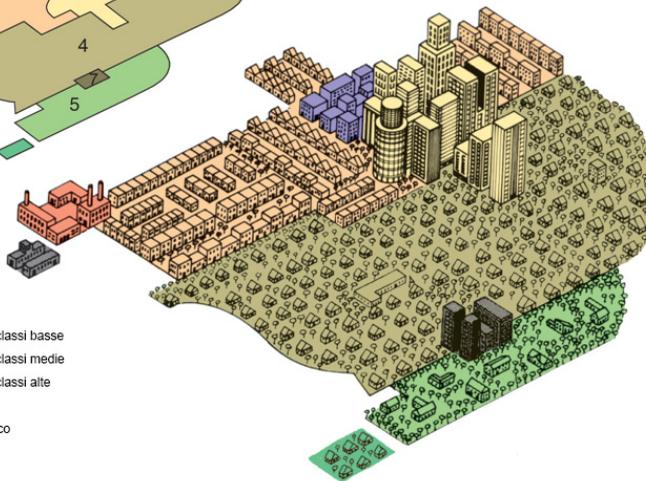
The globalization phenomenon is much closer to our times, and had a fundamental role in what has been the change of modern cities. The globalization has helped erasing the geographical boundaries between cities. This result was possible due to the enhancing of the communication networks between themselves. On the other hand, this led to a penalty of the national economic structures and the economic situation of that specific time. As a result, the city's vision changed from a central hub vision to an areal one. The city hub, indeed, is no longer taken into account, but it is considered the whole area with a much more reticulated approach for what concerns the city's study.

Each city becomes a node connected to the other ones. To fully understand this it is possible to thing about the importance of the role of airports and harbours in the modern cities. Focusing on this aspect each city plays a key role in the network, assuming a clear identity within this.
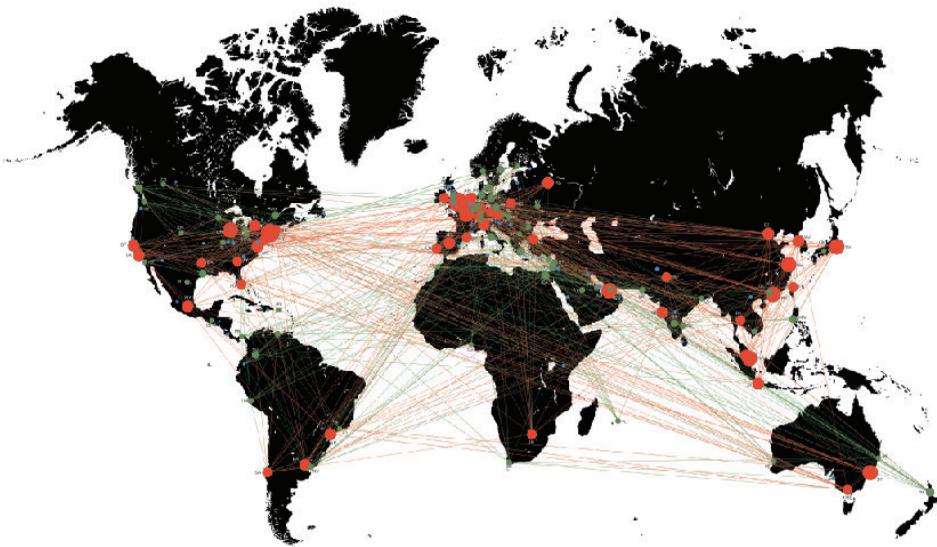
© ARE Architecture Research 2012

After this introduction on the growth of cities basing on the economy's change, the effect of Sharing Economy on modern cities must be highlighted.

This kind of economy, in addiction to upsetting the concept of the traditional economy, is also radically changing the **way of living in cities**, causing various **gentrification processes**.

To fully understand the previous reported informations, let's focus on AirBnB, one of the most important online platforms on this specific economic system.

In the last studies it has been possible to notice how the short term accommodation platform is also changing the way of living in cities. In order to achieve this change AirBnB has implementing different processes based on both the characterization of the cities themselves and the proposed accommodation type.

Analyzing the different types of proposed accommodations by the platform, it was possible to notice that very often and especially in **high tourists' flow cities**, the whole apartments are located in rich zones of the city itself, mainly in the city center. On the other hand, the single rooms in the shared apartments are located in both much more remote and low-income zones, characterized by poor constructions.

This occurs in the vast majority of Europeans cities due to a **transport network** adapted to the daily movements. If instead specific cities, like the majority of Italian cities, are taken into account, a particular situation occurs. The historical center of the cities themselves have indeed the tendency to **saturate**. This leads to a progressive emptying of the old town by the citizens, in order to make room for tourists and platoform's users.

Moreover, studying both the various kind of accommodations and their relative incomes, it was noted that the majority of this platform's beneficiaries are richer. In addiction they might have a spare apartment or a much larger one with respect to their household.

Synthetically, all the studies agree that the benefits brought by these platforms are unequally assigned between the cities, but they all follow some key points:

- The centrality

- The proximity to various types of tourist attractions

- The proximity to infrastructures such as universities or working places

- Sccessibility to the city itself

- Accessibility to public transports

As a result, it is clear that these platforms are potentially becoming much more useful for just some zones of the city. This is given by the fact that the platforms which do not have these characteristics are fully or in great part automatically excluded.

What does this implicate? In both cases, even if a different way, very brutal and fast gentrification processes are reached. Whole pieces of city **becomes empty**, especially the richer ones, in order to give room to a true and proper business. As a result, on the other hand, there is a moving by the landlords towards low incomes zones. This leads to a consequent moving by the not so wealthy classes towards other parts of the city.

To fully understand this aspect, it is possible to address what Venice is

experiencing in the last few years. The old town has progressively emptied; this phenomenon caused a moving from the lagoon to the main land by the citizens, who have occupied the Mestre's area.

In conclusion, yet another **zoning** of the cities is developing. At the same time, although this is one the most likely scenarios, it is very difficult to identify a single proposal which can fix this process. This is given by the fact that, as previous said, in each city there is a different situation and a different urban development.

In addiction, another important issue can be highlighted: these platforms are both **difficult to be taxed** in a lot of cities and often impossible to regularize in a unique way. This is given by te fact that each city has its own different needs and use them in a certain different way.

1.6 THE SUCCESS

In the last few years the Sharing Economy has been significantly able to develop its users' basin. This has happened due to certain aspects which made possible to distingue itself from the traditional economy. These cited aspects can be divided in:

- Services and options varieties

- Information access speed

- Direct relationship between the users

- Low costs

- Internet as a spreading tool

- Trust between the users through feedback

One of the economy's fields where this phenomenon has much more success is undoubtedly the **tourism**. In the touristic industry platform's users are indeed a lot and are also changing significantly the way of traveling.

The diffusion of these platforms inside the tourist sector changes based on the country. For instance US and Europe are benefiting from these platforms since more years with respect to the other parts of the world. In these zones the use of these platforms is growing exponentially because they are seen as a resource in the touristic sector.

Nevertheless, the Sharing Economy is considered sometimes as a threat, especially from the actors of the traditional touristic sector. Other actors, indeed, consider this economy as a starting point towards various opportunities, not only in the touristic sector but also for an evolution the great part of the economy's sectors.

1.7 SHARING CITY

Many cities, both European and international, in the last few years are trying to invest in Sharing Economy and circular economy.

Seoul was the first city to embrace the ideals of Sharing Economy. This city since September 20, 2012 has decided a plan with the specific aim to conduct sharing projects regarding the relationship between citizen and visitors. In addiction, another aim is to reduce the wastes and created new work opportunities not only in the city's panorama. Moreover, there's been

Sharincity project, Source: http://www.sharingcities.eu/sharingcities/smartcities
Last access:28/06/2019
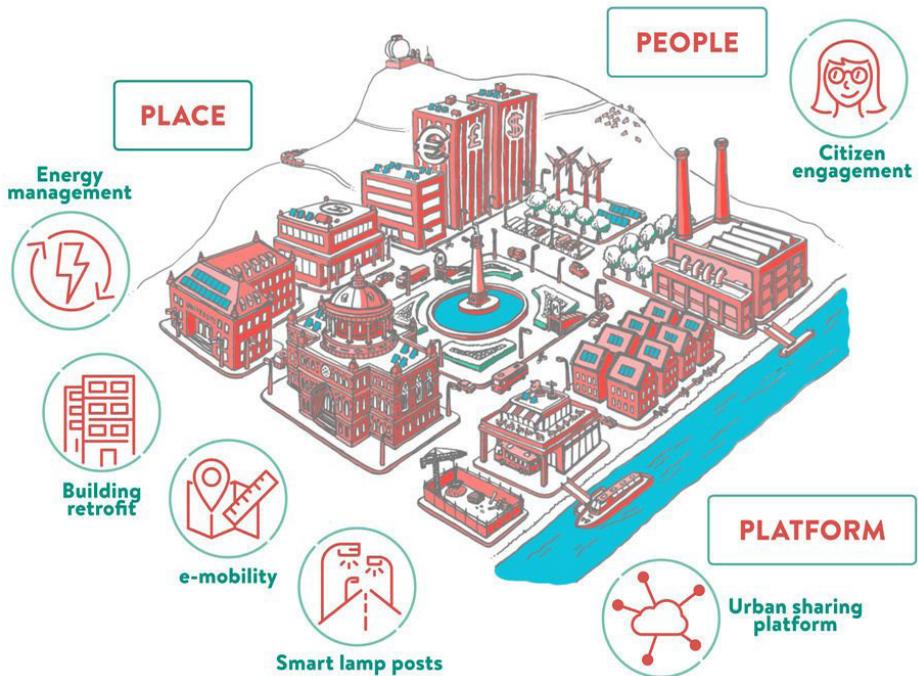
Sharincity project, Source: http://www.sharingcities.eu/sharingcities/smartcities
Last access:28/06/2019

a spread of policies focused more on secondary infrastructures, such as unused spaces and resources, with the specific aim to implement their use. (Seoul sharing city)[7]

The sharing city, as designed by the municipality, could lead to:

- Firstly, the **use of both forgotten or unused materials and resources**, in order to reduce their waste and achieve greater benefits with a lower budget

- Secondly, the creation of **new communicative jobs** if the sharing city itself is used properly by the companies. Another important result could be an increase in salary by person with the providing of a service, such as knowledge, or a good, such as an extra room (many citizens are already implementing this practice by rating extra rooms to university students who are looking for accommodation)

- Thirdly, the creation of a **community consciousness** which in the recent years has been increasingly lacking. This aspect could be reached enhancing both interpersonal exchanges and the recovery of what was once the trust between citizens and people

- Finally, a **sensitivity in the environmental field**; this type of economy encourages indeed the minimum resources' use.

Other cities are trying to embrace this approach, even though in a less drastic way. Milan, London, Lisbon, Bordeaux, Warsaw and Burgas have indeed take part in an initiative called **Sharingcities**. This project aims to

7 Seoul sharin city, source:http://english.seoul.go.kr/policy-information/key-policies/city-initiatives/1-sharing-city/   Last access:28/06/2019

implement what the solution of the smart cities were, using the principles of both the Sharing economy and the Sharing City. This target can be fully achieved working in close cooperation not only between the cited cities, but also with the European partnership, offering wha is the collaboration of citizens and allowing the comparisons between the variety of institutions and actors.

This project foresees the construction of **two main connections**:

- The first one is between **London, Milan and Lisbon**. These city have the specific task to introduce electric mobility and sharing services. This could be reached with the installation of energy management systems such as intelligent lighting and building renovation. All of this is always committed to be in touch with its citizens

- The second one is between **Burgas, Bordeaux and Warsaw**. These city have the specific task to implement their plans, improving and making them smarter and more sharing. All of this must be achieved keeping in touch with citizens and especially with the previous cited cities. (Sharingcities project)[8]

1.8 CRITICAL ISSUES

After analyzing the causes of the development of the Sharing Economy and its strengths, there's the need to focus on the critical points and the **negative aspects** highlight by the research. The critical issues are a lot and it is possible to find these in a lot of fields. Firstly, this phenomenon is linked

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8 Sharingcities project, source: http://www.sharingcities.eu/   Last access 28/06/2019

in to a **normative lack** which lead to the born of various complications, starting from the legislative uncertainty and ending to **user tutelage**. The platforms' promoters have **completely carte blanche**, and it must be addressed that they have in their hands the **user's fate**.

The issues linked to the traditional market are very important. A lot of European or not cities try to completely ban the use of certain platforms to detriment of the users because they are considered detrimental with respect to the existing authorities. Otherwise they try to **legalize these platforms**; for instance they can limit the use time of the specific good.

In addition, another important question about the integrity of this phenomenon can be addressed thinking about a future prospective. These platforms are indeed very competitive in their own sector, despite their sharing based nature.

This could lead to the same situation the traditional economy is experiencing now. The Sharing Economy, indeed, not only crates a clash between the platforms which made it up, but can also attack the traditional economy, erasing it totally.

Considering the principles of the Sharing Economy, another aspect can be negatively considered. This specific aspect was noted by Kyle Chayka in an article written for "The Verge" (Airspace)[9]. Chayka coined the term "**Airspace**", referring to all domestic, recreational and receptive spaces which can be available on any type of online platforms without a **geographical differentiation**.

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9 Airspace, source:https://www.theverge.com/2016/8/3/12325104/airbnb-aesthetic-global-mini-malism-startup-gentrification

These spaces are presented to us following some **modern aesthetic canons** that are basically the same in all parts of world without any differentiation, creating a real "**A Harmonization of tastes**". All this external points with respect to the technology, as well as the change of what is the way which people live, are also radically changing what is the physical world, bringing it to which is **the homogeneity of the space** we live in wherever we are.

This type of process has already been theorized by Rem Koolhaas. In his essay "The Generic City" from the book "S, M, L, XL" of the year 1995, the architect asks himself a question. He was trying to understand if the contemporary city can be considered as the modern airport, in other words the same in each city. He also questioned himself trying to understand if this process è fully accidental or systematic. (Rem Koolhaas and Bruce Mau, 1995.)[10]

It is possibile to say that with the coining of the term "Airspace" all of this is real and the aesthetic homogeneity is the investor's product. At the same time this homogenization is requested by the platform's user.

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10 KOOLHAAS R., *SMLXL*, Monacelli Press, New York, 1997

"The same space, three different cities." Illustration by: Daniel Hertzberg
Source: https://www.theverge.com/2016/8/3/12325104/airbnb-aesthetic-global-minimalism-star-tup-gentrification
Last access:28/06/2019

COPHENAGEN HYGGE GATE

CHAPTER

2

AIRBNB

2. AIRBNB

After the introduction of the Sharing Economy, its developments, its strengths and weaknesses, in this chapter **AirBnB**, one of the most important platforms of this economic system, will be examined.

The rent of both entire apartments and single rooms is the most consolidated form of Sharing Economy, but at the same time it is also at the center of the debate. The Accommodation Sharing phenomenon can be described as an agreement between different parts, one which offers a service (Host) and the other which benefits from for a certain time (Guest).

The AirBnB platform in this specific sector (accommodation sharing) is the most known. The cited platform was born in 2007 in San Francisco when, while the city was hosting a conference, two graduated students decided to rent three beds in their apartment, offering also the breakfast.

This was just the starting point of the platform, which over the times has been able to resist in the competition with the other platforms and renew itself and expand its own offer.

Nowadays, the AirBnB platform is present in more than **34.000 cities in 191 countries**, with a total amount of **dwellings around 2 millions** and a number of users which exceed **60 millions**.

Making a simple comparison the Hilton Worldwide hotel chain has reached 2 million customers after 93 years of activity in the specific sector.

This kind of platform insert itself in a **portion of the market** which before its own creation was not linked to the touristic sector, namely the one of **rents and buildings**.

Due to its constant growth, AirBnB has become one of the most important competitor in the short term accommodation sector.

But what made this platform the most important in the sector? These factors can be describe as it follows.

- **Prices' accessibility**: the prices of single rooms or entire apartments made available from hosts are indeed cheaper with respect to the traditional hotels' rooms. Generally, the difference between these cited prices is around 21.1% for what concerns the dwellings, up to around 49.5% for single rooms (rooms (https://www.busbud.com/blog/airbnb-vs-hotel-rates/ last access 28/06/2019))

- **Offering's diversification**: the offering of the mentioned platform is substantially different from the standard one of the hotel sector. In fact, both rooms and apartments are very diversificate one from the other

- **Access to a certain amount of daily services and comforts**:

kitchen access, private parking lots, laundry areas. Substantially, the comforts available in a common house bring the client to rent it

- **Experience**: one of the strengths of AirBnB is the fact that it aims to bring a new kind of experience which consists in living like a local for a short term.

These cited factors and numbers have allowed AirBnB to become nowadays one of the most important Hotel's chain's competitor.

The platform is growing also from an innovative point of view, while increasing its own incomes and its own **community**. In order to fully understand this is worth looking for the **feedback** on its website. From the analysis of these it is possible to see how these spaces are used not only as tourists and workers' accommodation but also as **co-working spaces** by a lot of companies.

From the numbers it has been possible to conclude that, in the first five years of the platform, companies have saved averagely the 30% of the whole overnight stays, preferring the use of AirBnB to the traditional accommodations.

Considering the results achieved by AirBnB it is possible to conclude that this platform is constantly in both evolution and expansion. This is given by not only the economic benefits of hosts and guests, but also by the **emphatic relationship** between them.

Undoubtedly, the economic aspect plays a key role in the platform. The accommodation sharing, not only the AirBnB platform, permits indeed the use of services with much more accessible prices with respect to the

traditional ones.

As a conclusion it is possible to underline that one of the principal strengths of this platform has been seizing the moment in a important change in the economic accommodating sector. In addition it is also possible to find the emphatic relationship between users, characterized substantially by the tourist's change.

In fact, the traditional tourist does not exist anymore. **The modern tourist** is much more well-informed with respect to the past one due to the feedbacks found online. All of this brings to a constant research of both a new experience and authenticity.

AirBnB has been able to take advantages from this, just consider the **various offers** which can be found on the platform. Some of these offers are: live in a design house, a night at the mill up to the classic studio.

Anyway, the offers can be personalized basing on the kind of journey we want.

The platform does not focus just on these aspects; on the website is indeed possible to find **unique adventures** which can be experienced in specific cities. The platform has well understand a new **tourist's demand**, creating a true community of proper active travellers, not just passive ones.

"Don't just go there. Live there.", "Welcome Home", "We image a world where you can belong anywhere", "Travel for work, feel at home". These have been the various **slogans** of AirBnB on its own website and inside the various cities.

"Don't just go there. Live there." Source: http://www.officinaturistica.com/2017/07/

"Welcome home." Source: http://classic.navmii.com/2016/05/09/navmii-and-airbnb/
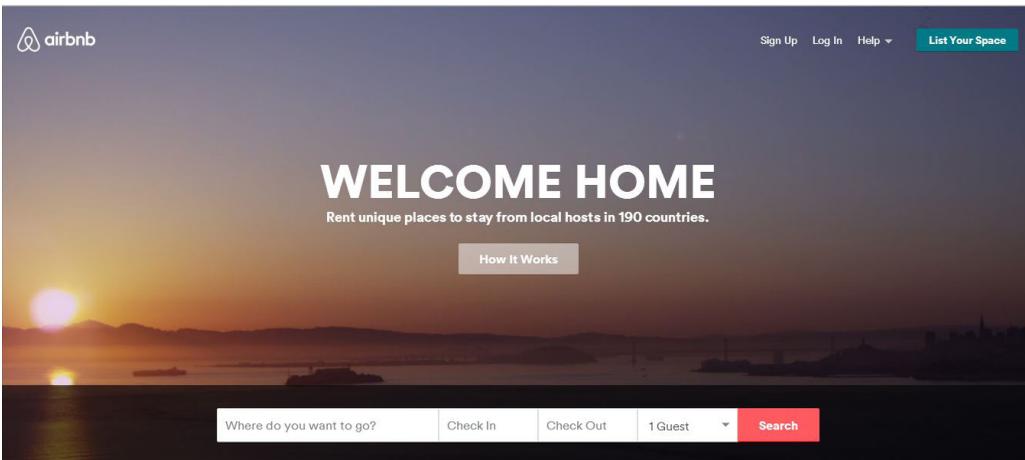
"We image a world where you can belong anywhere." Source: https://www.thebrandingjournal.com/2014/07/airbnbs-consistent-rebrand-focuses-sense-belonging-community/
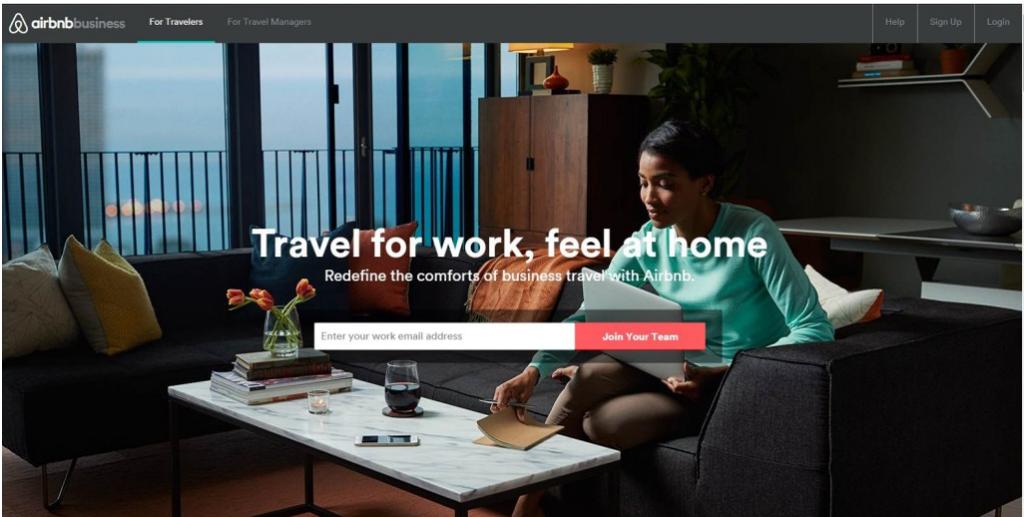
"Travel for work, feel at home." Source: https://businesstravellife.com/airbnb-business-travel/

2.1 THE PLATFORM

AirBnB puts a lot of attention of the image of the platform, not only on the website's layout but also on the specific font and the offer of itself. The platform indeed makes available **specialized photographers** in order to realize shootings of the various spaces. In this way it is possible to highlight the strengths of each apartment, making possible to enhance the main features.

From a quick look at the website and the advertisements, it is possible to notice how a lot of importance is given to both the **host's image** and the offered product. The host tries always to give the most amount of informations about his own profile, displaying himself available and cozy, and also about the product he is offering. Nevertheless, reading the descriptions of the apartments on the platform, very often it is possible to find them standardize. This is given by the fact that, highlight the main features of the spaces, it is possible to result common and repetitive. As the host, also the **guest** tries always to make a good first impression, indulging the host's requests. In order to achieve this the guest leaves almost always a feedback to the advertisement, in where he describes not only just his experience in the sharing space, but also very often his relationship with the host and his availability.

These feedbacks are what creates the platform's community. Users, through these feedbacks, create a virtual trust relationship "listening to themselves" and "embracing" the other's thoughts. All of this permits to the platform to **renew itself** once more and to be in touch with who are its users and their needs.

2.2 AIRBNB SAMARA

A few years after the AirBnB's launch, the founders of the cited sharing accommodation platform wanted to **research innovations**. In order to achieve this they questioned themselves about what could be the future of the platform itself.

In the last years, AirBnB has not only focused on short term rentals, the research of the experience, the aim of changing the **traveling experience** itself living the city as a tourist. The platform has moreover gone further presenting **Samara**.

Samara is a section of the AirBnB platform founded by **Joe Gebbia**, AirBnB's founder, in 2016. It deals not only with the design of homes but also with the architecture itself.

Samara's will is to strengthen the community spirit created firstly by the Sharing Economy and secondly by the AirBnB platform. In order to achieve this, Samara creates a collaborative climate between users of the platform itself. This AirBnB's division was born almost accidentally during **House Vision**, an exhibition happened in Tokyo, Japan. In this conference the construction's, technologies' and housing's experts had to discuss new housing concepts. In this specific case the AirBnB's founders were also invited. The three platform's founders chose to start a long journey inside the Japanese hinterland, trying to find small **opportunities** in these small villages and urban hubs. The founders found a pleasant surprise. In a small village called **Tsuyama** in the district of Okayama, an old lady host of AirBnB decided to rent a part of her own house, trying to take advantage of

the village's touristic flow. In this way, the lady was able to create an actual market around his home, involving also her fellow **citizens**.

Joe Gebbia, Brian Chesky and Nathan Blecharczy at this point decided to create Samara also thanks to **Go Hasegawa**, contemporary Japanese architect, presenting a project at the House Vision conference.

The aim of the architectural project was the creation of a resilient structure, able to survive even after the conference. In this way, the cited project was able to become an accommodation space where it was also possibile to host eventual tourists. Moreover, this **prototype** had also the aim of being a **community center** for the citizens, enhancing the relationships between them and the tourists.

The intervention was studied for Yoshino, a small hub in the Nara district. This small hub is know both for hosting the greatest cedar forest of Japan and for the presence of a lot of artisans. All of this brought to the construction of a **zero-mile** wood building from the community. All the raw materials were indeed found in the surrounding zones.

Moreover due to this project, other factors linked to the tourism were implemented, improving the local economy.

Despite this first project and the will of the other cities to embrace the Samara's venture, Joe Gebbia and AirBnB did not realize any other project. This was give by the fact that their aim was mainly to answer to some questions which could have a great consequence on the traditional way of living. (Gebbia, 2016)[1]

1 Joe Gebbia, Introducing Samara, Source: https://medium.com/airbnb-design/introducing-samara-a8ea54dc1d12#.ylp5y6qi9   Last access: 28/06/2019

The prototype, Source: https://icondesign.it/news/airbnb-samara-house-vision/
Last access: 12/04/2019

2.3 AIRBNB BACKYARD

Up to now, the previous mentioned AirBnB's situation has remained stable, until when the Samar's division itself has started to present its new venture, called **AirBnB Backyard**, which will be totally display in 2019. This venture could be the true answer given by the house sharing platform to what concerns both the **architectural and the urban sphere**. Speaking about AirBnB's Backyear, Joe Gebbia declared that they, as founders, are using the same approach adopted for the creation of AirBnB itself, with the only small difference of widening the space to architecture and construction. The

concept is to introduce a **new way of living** also for the residual space of the house. Ironically, with this approach it was possibile to increase the prices of the real estate market and to introduce a new kind of dwelling's prototype based on the classic depandance, but revisited in a modern way.

Backyard fits indeed in the industrial and building sectors, with **contemporary concepts**, since the founders consider modern techniques and principles already obsolete. All of this could lead to a new **diversification** of the offered product in the AirBnB platform, thus highlighting the continuum evolution of the platform itself both on the conceptual point of view and on the sectors it embraces.

AirBnB Backyard could be a good answer to a great issue which has been also underlined by the ONU. This issue is the increasing of global population which in turn demands the increasing of the dwelling units within 2060.

On the other had, all of this could bring another issue represented by buildings' sprawl and by the speculation, if not controlled.

Backyard concept
Source: https://www.dezeen.com/2018/12/04/airbnb-backyard-initiative-samara-housing-prototype/
Last Review: 04/12/2019

First Prototype of Backyard
Source:
https://www.dezeen.com/2018/12/04/
airbnb-backyard-initiative-samara-hou-
sing-prototype/

Last access: 04/12/2019

2.4 NIIDO POWERED BY AIRBNB

Technology's and Sharing Economy's development has made possible to the **AirBnB** platform to collaborate with other sector's companies, like for instance the US estate agency, the **Newgard Development Group**. This collaboration gave birth to **Niido powered by AirBnB**, which has the aim of realize residential buildings in the US. The first of these buildings is located in Florida, specifically in Kissimmee, famous for the proximity to Walt Disney World.

Thus, the position is strategic and indeed is able to take advantage of the city of **Orlando touristic flow**, which is recently increasing. This may lead

to the creation of a environment for families which have the need of a lot of space.

The designed building is composed by 300 housing units with an area ranging between 70 and 110 sm. This complex' peculiarity is not the collaboration between the two agencies, but is the basic concept. In this building's design, indeed, **the collaborative and sharing spirit** is highlighted. It was possible to realize so due to both **the sharing spaces' implementation** and t**echnological devices** through for instance dedicated apps, keyless entrance and a 24/7 security system. Moreover, it was thought also about the weekly and monthly cleaning system.

In the Niido contract, the AirBnB assistance is also stipulated with the **Friendly Buildings program**. All the host indeed, apart from being supervised 24/7 by a **MasterHost**, will have the consultation with professional photographers and architectural experts. In this way the dwelling will be the most well-finished possible both for the host and a future guest.

The rent modality is indeed slightly different from the traditional one and an annual contract is indeed stipulated. In this cited contract it is possible to find the possibility to sublet through the AirBnB platform up to the reach of 180 days per year.

The only things that need to be addressed are the advantages and disadvantages of this kind of operation. Considering a first point of view, the two agencies have indeed great advantages. AirBnB has the possibility to act completely directness and legal, having a certain kind of trust in specific

city's zones. On the other hand, Newgard Development Group, assuming the construction's costs, is able to have the complete control of the created building and of the realized investment. Considering a second point of view, the eventual gentrification process must be address. In fact this particular process can happen in specific city's parts, creating actual dormitory or touristic districts.

Niido powere by AirBnB Source: https://www.niido.com/

Niido, powered by AirBnB
Source: https://www.fastcompany.com/3062246/an-exclusive-look-at-airbnbs-first-foray-into-urban-planning

TIME LINE

2007 — Idea Creation

Two roommates living in San Francisco couldn't afford to pay rent. they decided to rent some mattresses in the apartment

2008 — Launched AirBedAndBreakfast.com

Brian Chesky, Joe Gebbia and Nathan Blecharczyk founded their online platform

2009 — Website name became AirBnB.com

2010 — Funding of $7.2 M

2011 — Reach 1 milionth booking marks

After four years from the creation, the platform was in 89 countries in the word

2012 — Reaches 5 milionth booking marks

2013 — Reach 10 milionth booking marks

2014 — Announces that its home cleaning will be in three cities

AirBnB decided to redesign the logo of the platform

2015 — Start to collect tourist tax in some cities of U.S. and Europe

The platform spent more than $8 million in 2015 to combat a ballot initiative meant to limit the Airbnb rentals

2016 — San Francisco vote "NO' to restict AirBnB rentals in the city

The citizens of San Francisco voted YES or NO to AirBnB rentals in the city

2017 — AirBnB launches the "experiences" feature in the AirBnB app

2.5 THE USERS

As previously said, the AirBnB strength is a consequence of the tourist and platform user change in general. **Traveling consumer** nowadays is defined in a completely different way with respect to its own previous descriptions.

In last few years it was possible to see how **the new tourist era's panorama** has continuously evolved. This thing can be noticed from the perfect adaptation by the platforms to the consumer's needs, which have changed touristic offering models.

Describing the nowadays consumer it is possible to see that he is much more instructed with respect to the past. At the same time this new consumer is open to new experiences and environmental debates, especially for what concerns the costs and time optimization.

The new tourist is very curious to find something new, he wants to embrace the **local culture**, moving on from the standardize offers of the Hotel's chains. The picture of this actor can be described in a few points:

Mental and cultural open-mindedness, also with respect to new kind of experiences

- New experiences' researcher

- Flexibility

- Environmental aspects sensibility

- Autenticity sensibility

- Change in the destination preferences

- Limited stay duration

- New kinds of tourism

- Attention to the technology

- Attention to the ratio between prices and quality

Considering all of these aspects, it is possible to notice that **the new consumer tourist**, apart from being younger and more wealthy with respect to the past, is researching something new in the tourism. This research can be identified in **the experiences tourism**.

The aim of the cited research by the consumer tourists can be identified in the need of finding an **authentic experience**, maybe also characterized an emphatic factor, which can lead him to be the starring of his own journey.

In the past the tourist was defined as **sightseeing**[2] (D'Eramo,2017), a particular kind of tourist characterized by a list of places to passively see in a certain city. Nowadays, the tourist is continuously looking for a marker, a reason or a certain characteristic which brings him to choose such a destination. In this case AirBnB answered to the marker's research using experience and authenticity, which are AirBnB's main markers.

The AirBnB user is not only a tourist. The platform indeed is used also **by dependents' families** and agencies for their own work trips. This occurs because the use of this platform is much more convenient with respect to the traditional Hotel's chains and brings a greater number of available services. Moreover, there is a great number of **students** who use this

2 D'Eramo M., *Il selfie del mondo*, Feltrinelli, Milano, 2017

platform looking for a short term accommodation, particularly when they move abroad to foreign universities. This particular kind of users prefers to rent a single room in a dwelling, sharing the whole apartment with its own host.

MESSAGE LENGTH

"SURE!"

"Love your art"

"MAYBE?"

"NOPE!"

"Yo!"

"...issue with mom..."

bad haiku   dense novella

REPUTATION

1-3 reviews   10 reviews

"HOLD MY BABY"

"COME OVER"

"HAND BACK MY PHONE"
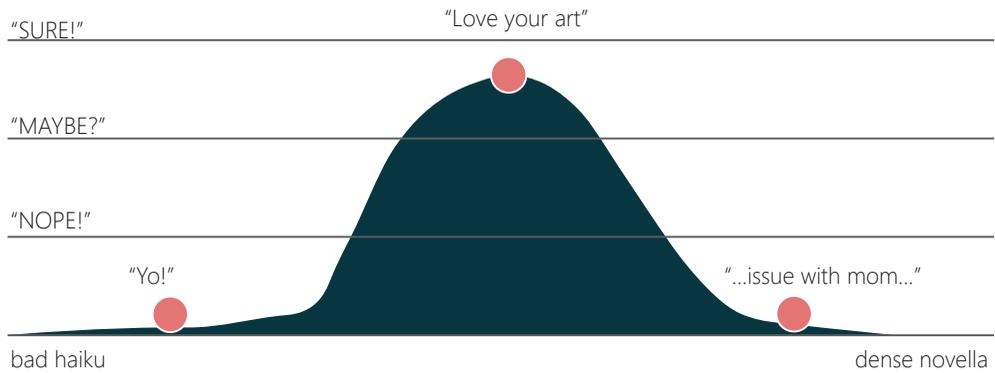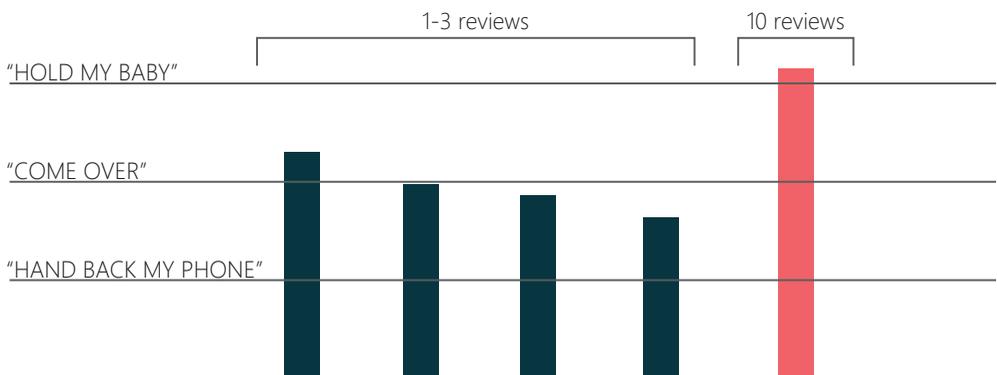
Joe Gebbia, How Airbnb designs for trust, Ted,
Source: https://www.ted.com/talks/joe_gebbia_how_airbnb_designs_for_trust#t-172971
Last access: 12/04/2019

2.6 CRITICAL POINTS

In the last period the negative impacts of AirBnB have been at the center of a debate. The platform now is indeed seen as a villain of the accommodation sector. During the past years there are been a lot of debates on this topic, mainly in the big international cities. The most famous ones, considering Europe, are Amsterdam, Barcelona, Berlin and Paris.

These cities' will was to **control** the platform and limit losses caused to the hotel's chains, the first ones which underlined this issue. This is been possible limiting the rent days on the platforms, making this period wave between 30 and 120 nights per year.

The variety of the cities **moved independently**, stipulating certain laws different from country to country. This is perhaps one of the key points of the bespoken issue. AirBnB has the strength to stipulate a different law based on a different city, so it proposes an advantageous solution to itself.

Another important aspect is the legal protection of both the host and the guest. The platform indeed, instead of **tutoring its actors**, keeps its distance from the issue. The only protection for both hosts and guests is **the hospitality assurance**, which can reach a maximum of 10.000$ of damage. This assurance is not used every time and moreover does not protect the host in case of income's lost. For the guest, despite everything is based on the community, there is not the possibility to know who his host is, expect basing on his feedbacks. Nevertheless this often is not enough.

Apart from issues linked to the platform, in the last few years new kinds of problems have born regarding the social point of view. Firstly, the damage

which the platform has brought to the **city's rent market** must be addressed. Beyond permitting the increasing of the **rent's costs** since the low offer of the traditional market, the bespoken damage influenced also the **citizen's migration**. Thus the citizen for various reasons decides or are forced to leave the city center moving towards suburbs.

In the Parisienne case, the solving of this problem was tried. The AirBnB platform itself is truing to reach an agreement with a dwelling chain called Century 21. In this way, apart from taking advantages for itself, the platform creates benefits for both the company and the AirBnB's users.

In conclusion, what could this possibly lead to? It is possible to think about a city which is based on touristic's flows, a sort of museum city.

Usually the individual has a tendency to abuse a specific resource. In the AirBnB case this abuse can be find in the **rent's speculation**. The users might indeed use the profit given by the platform as an actual income, without someone knowing this. Thus the users are able to **not pay any taxes** on the just mentioned incomes.

Apart from the cited before, it is possible to focus on some key points emerged from the development of the AirBnB platform. Gradually, **some aspect** which originated the platform's success have come to **miss over the time**: the community sense and the experience of living like a local for a short term. The community sense has come to miss with the abandon of the **relationship between host and guest**. While once they had indeed a minimal relationship, for instance the moments of check-ins and check-outs, now due to **automatized devices** this relationship is unnecessary. All

of this led to the erase of the parts' contact and transformed the relationship between host and guest to a purely virtual experience. For what concerns the living like a local experience, the **dwellings standardization** has been influenced by various factors. One of the main ones is a phenomenon which **Hartman** described in 2007 as "**Ikeanization**"[3] (noun accountable to Ikea, a Swedish leader of the global furniture market). This term has partly the same meaning of the one presented previously, coined by Kyle Chayka "Airspace". This term, differently from the other one, highlights the **standardization of the domestic space** through furniture. As it is possible to see from the platform, since very often the **furniture** itself is present in different dwellings located in different parts of the world. This aspect can be also noticed from the **pictures** on the platform. The majority of the advertisements are indeed **very similar**, not only for the presence of the same kind of furniture, but also because they seems to **be homologated** from a chromatic point of view. This is given by the fact that the **users' tastes** have been homologated through the years. The cited aspect has been noticed more likely in situations where the micro-entrepreneur rents on the platform his second home. These habitations are indeed furnished following some criteria, for example the low price and the taste of the average guest.

3 Ikeanization, Hartman, Tod. "*On the Ikeaization of France*". Public Culture, no.19 (2007): 483-498. doi: 10.1215/08992363-2007-006.

"Homes not hotels" Source: http://www.preserveshelterisland.com/

"I support Home Sharing in San Francisco" Source: https://www.sfgate.com/bayarea/article/Home-Away-sues-S-F-over-Airbnb-law-says-5867638.php#photo-6967626

"Più residenti, Basta alberghi" Venezia Personal photo
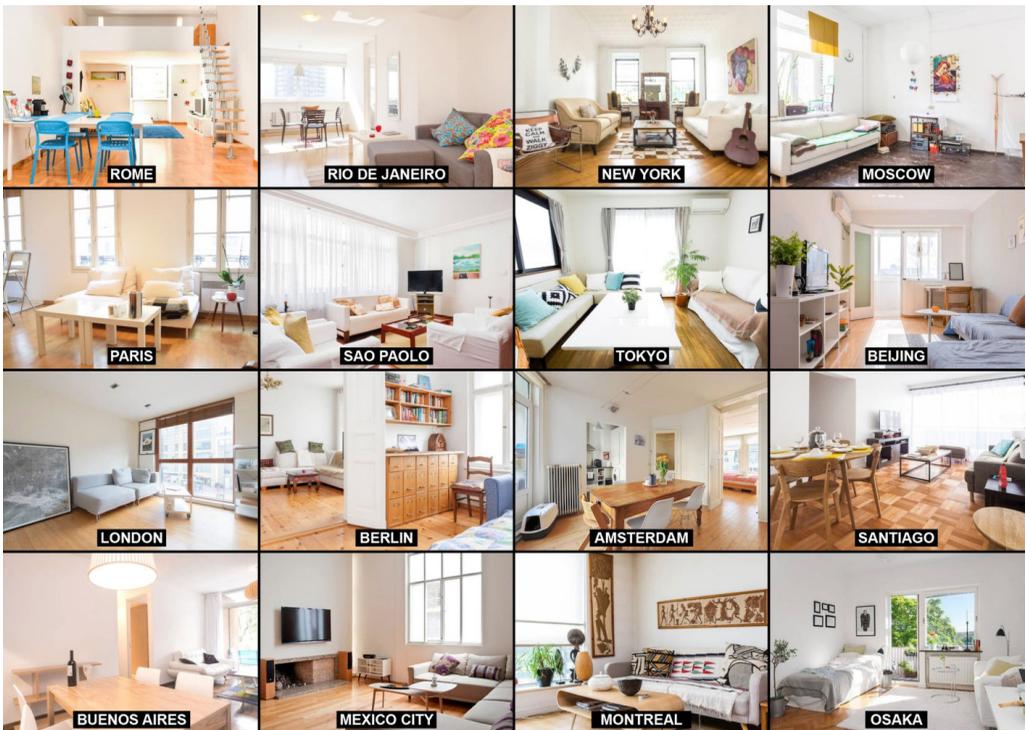
"Airbnb listings from cities around the world - OMA & Bengler" Source: https://www.arch-daily.com/795018/oma-and-bengler-present-panda-an-investigation-of-the-share-economy-at-the-2016-oslo-architecture-triennale

AIRBNB STRENGHTS

AIRBNB WEAKNESSES

AirBnB's loose regulation

reservation cancelletion

hosts limiting accesibility

decision based on digital profiling

racial bias

discr_ due to

breakage

accidents

no hazard awaraness

security problems

H_

no responsability for AirBnB

propone to breaking law

legal issue

Civil

A negat_

loose tax patrol

housing and proprety law

squatting

propriety demage

propriety demage

lack of countability

Economical

less tax contribution

destabilization of local business

hotels

less economic prosperity

less of comunity

loss of housing

inflation

local e global disruption

rising costs of living

rising costs of living

rent for students

restaurants

move away from cultural center and activities

t_ of the

ecological disruption

increased tourism

lack of knowledge

biological spread

invasive species

scrimination to disruption

Human

selling experiences

taking cultural activities

cultural exploitation

Culture

misleading branding

social washing

we accept compaign

liability based on the breanding

AirBnB gative impact

Social

exclusionary

peer to peer

so-called sharing economy

trust with users

lack of trasparency

liability

tax issues

tragedy he commons

monopolies

no opportunities for local competitors

AIRBNB MOST IMPORTANT WEAKNESSES

AirBnB's loose regulation

reservation cancelletion

hosts limiting accesibility

decision based on digital profiling

racial bias

discrim due to d

breakage

accidents

no hazard awarance

security problems

Hum

no responsability for AirBnB

propone to breaking law

legal issue

Civil

Airl negative

loose tax patrol

housing and proprety law

squatting

proecriety demage

lack of countability

less tax contribution

destabilization of local business

hotels

Economical

less economic prosperity

less of comunity

loss of housing

inflation

local e global disruption

rising costs of living

rising costs of living

rent for students

restaurants

move away from cultural center and activities

trac of the c

ecological
disruption

increased
tourism

lack of
knowledge

biological
spread

invasive
species

imination
o disruption

selling
experiences

taking cultural
activities

cultural
exploitation

luman

Culture

misleading
branding

social
washing

we accept
compaign

liability
based
on the
breanding

AirBnB
ive impact

Social

exclusionary   peer to peer

so-called
sharing economy

trust
with users

lack of
trasparency

liability

tax
issues

ragedy
e commons

monopolies   no opportunities
for local competitors

COPHENAGEN
HYGGE GATE

CHAPTER

3

COPENHAGEN

3. COPENHAGEN

The case study analyzed in the present work is **Copenhagen**, capital city of Denmark. This city has been taken into account because is the sustainability capital and one of the best cities to live in. In addiction it is one of the **most attractive touristic European cities** and the biggest one of Northern Europe.

Copenhagen is the most populated Denmark's cities, with a population of around 775.003 citizens living in the city center and 1.308.893 citizen living in the whole urban area. In the research about this city, finding out that Copenhagen's **tourism is one of the most important part of its internal economy** has been an interesting surprise. From 2009 the Denmark's capital has been indeed one of the most visited destinations in Europe. This caused an increment of the ratio between tourists and citizens which consequently caused an accommodation chains' increment of about 43% until 2013. In this year the city reached the amount of 9 millions overnight stays in these structures. In 2010 tourism gave the city an income

of 2 billions of DKK (Danish crown).

One of the important facts to consider is that the city and the whole country offer a big offer of dwelling's typologies for the touristic sector, from the classic hotel room to the camping zone.

The city has been trying to supervise the touristic flow especially with specific platforms. The Copenhagen's municipality created a website called "**VisitCopenhagen**". On this website it is possibile to find the most attractive city's destinations and any information about the journey you're living. Moreover there is the possibility to book a guided tour of the city itself.

Denmark's capital city is one of the **key cornerstones** of the whole Northern Europe region. The city is indeed famous for the presence of a great number of commercial ports which let the goods' exchange and the relationships between all the cities. Moreover, Copenhagen is one of the fundamentals nodes in the **tourism and economic flows' network** of both the European continent and the Scandinavian peninsula. For what concern the relationships with the last cited one, the **Øresund bridge** is very important, because permits the connection between Copenhagen and **Malmö**, one of the most important Swedish cities.

For what concerns the urban politics and their scheduling, Copenhagen is very concerned about the infrastructures and the alternative ways of living the city itself. The **metro** plays an important role in the connection's sectors of the city. With its two lines working and with another two in construction, the metro connects 24/7 all the city's area in a very efficient way. Moreover, the city transport is supported by a lot of bus lines and various railways,

which connects the city center with the hinterland 24/7.

Urban politics are focused a lot on the cycle lanes, which have turned the city into the **World capital of cycle mobility**. The half of the daily movements of the citizens is done by bicycles. All of this due to not only an accurate infrastructures' scheduling but also due to the construction of specific paths which allow the connections between the various parts of the city and the country side.

An additional important aspect is represented by the attention and the sensibility put in the **regeneration of ex industrial and port's area.** In the last years, Copenhagen has always had the goal to convert and develop some parts of the city itself. At the same time it tries to develop a future vision of its identity. The development of the city can be summarized in three fundamental moments:

- 1989. The capital invested on the construction of the metro, the airport and universities.

- From 1995 to 2000. The capital invested a great amount of resources into the industrial zones.

- The population growth, which has become crucial in the last years, has turned the ex industrial areas into residential areas. One of the examples of this renovation is represented by Nordhavnen's masterplan, designed by COBE studio.

The attentions the city gives to the green and public areas are really important. In this whole organization, the 1947 "Finger plan" adopted by the city has been very relevant. This plan characterizes also today the urban

development of the city, despite a few changes given by the population's growth. Public spaces, which has always characterized this plan, are very used in the city. It is indeed very simple to see an equipped playground or a incredibly living square.

3.1 HOUSING

The rent's market can be found as a very delicate situation inside the Danish economic sector. Moreover in the last years, it is indeed both very difficult and expensive finding an apartment in Copenhagen. Both the economic and the **social housing crisis**, which struck the country in the 2000s, played a major role. The social housing debate was very intense, a law was indeed released consisting in the allowance to whom occupied one of this apartments to buy it.

All of this, apart from bringing an increment to the real estate prices, caused also a **debate focused on the reconversion of some areas in residential zones**. Today this problem is still visible in the city's planning and in its development.

Danish people have a lot of interest in the details of their own habitations. The majority of their incomes are indeed spent in this. The average Danish house is 110 sm big and is occupied by just two people. Moreover, the rent's stock can be divided in different categories[1]. They can be simplified in 5 different typologies, which repeat themselves very often in city's path:

1 Kristensen H., *Housing in Danmark*, Centre for Housing and Welfare – Realdania Research, Aalborg

• Owner-occupied, detached or semi-detached single family houses

• Social Housing

• Private rental flats

• Cooperative flats

• Freehold flats
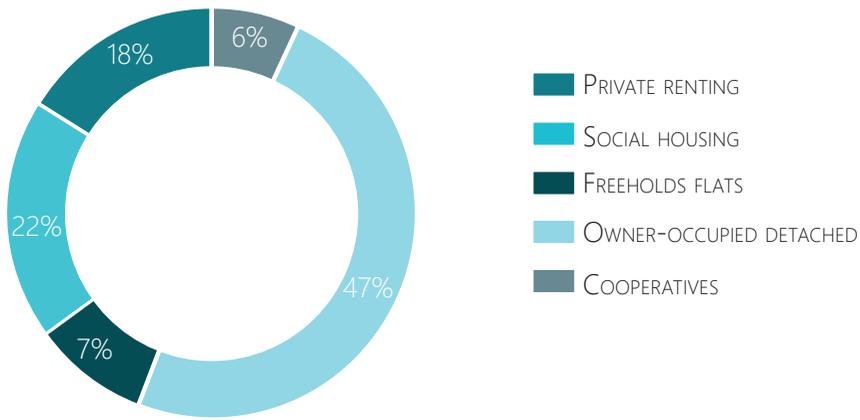
Tipology of housinf in Denmark
Source: Kristensen H., *Housing in Danmark*, Centre for Housing and Welfare – Realdania Research, Aalborg, Personal Recast

3.2 SINGLE FAMILY HOUSE

The Single Family House is the most famous typology in the housing Danish panorama, especially in the capital's suburbs. This typology is characterized by an average area of about 140 sm, varying from the construction period. The most recent ones reach indeed a total surface of about 160 sm. Stylistically they are always different because of the construction period.

The Danish people who live in this specific typology are around 2.5 million. For the vast majority they are represented by couples or families, with a total average of 2 people per habitation, who live in the most suburban areas of the big centers. This situation occurs because the Danish youth leaves the family house soon in order to move in the big centers. Half of the young people leave their home when turn 20 years old, the 90% of them when they turn 25. This fact increases also the average age of this typology's inhabitants, who indeed are old people with an age over 60 years.

Unusually, the ones who occupy the Single Family Houses are not whole families with children, this brings to a undefined future of this typology. Very often this habitations are restructured by the successors, with the specific aim to renew the house and to live later there.

3.3 SOCIAL HOUSING

In Denmark it is possible to count circa 540.000 social housing, with an average surface of about 77 sm. In the last years, this typology is in contrast with the single family house's typology. The nowadays families prefer to live in a social housing since its surface is much more manageable than the classic one. This typology was build by a no-profit association as an habitative solution for less well-off classes. Over the time the situation is in the other hand changed, and the possibility to acquire these apartments has been given to the privates. This process led to an increasing of both the rent's and dwelling's prices. Three quarters of this typology are multi-storey

buildings, characterized by typical features. From an architectural point of view these buildings are so very uniform with respect to the single family houses. The people who are in this typology, nowadays are around 900.000, with a ratio of 1.9 people per habitation. These numbers are not so different with respect to the single family houses' ones, but unlike these cited ones the 54% of the people occupying this typology are not families but single persons or couples.
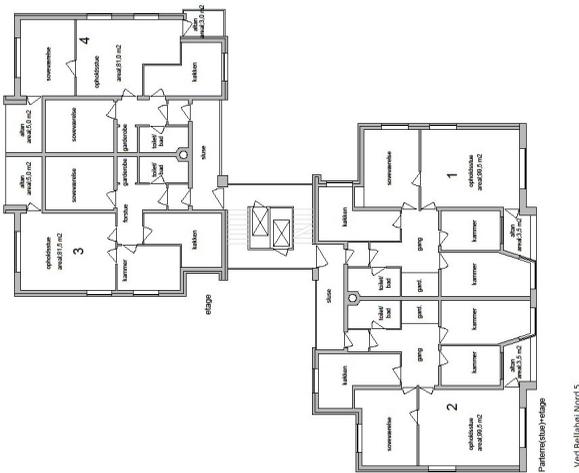
High photo, Bellahøjhusene, Source: https://www.tntark.dk/dk/portfolio/bel-lahojhusene-kobenhavn/

Left photo, Bellahøjhusene plan, Source: http://www.bellahoej.net/?Fakta___Bebyggelsen%3A___Huse_%2B_lejligheder

3.4 PRIVATE RENTAL FLATS

This typology is the most classic one regarding the rent's market. It consists indeed in private-made buildings which usually are made up of dwellings

of small and big dimensions. This typology's apartments are about 454.000 and like the previous ones, they are possible to find in a lot of multi-storey buildings too. The geographical spread can be compared to the social housing one. The dwellings in this typologies can be indeed found in the Danish skyline, especially in Copenhagen and in its suburbs.

Since this typology develops in multi-storey buildings, a lot of common zones can be found inside them. This zones are used a lot from the ones who live inside the building itself, especially because they are modern buildings and these areas were built differently from the past. The people who live in this typology are around 760.000 and the ratio is around 1.6 per habitation. This fact reflects the social housing numbers.

Tietgenkollegiet, Personal Photo

3.5 COOPERATIVE HOUSING

The Cooperative Housing is a typology which was born in the 19th century simultaneously to the social housing. The only difference is that it was based on a cooperative and management system, the founds were used for the

maintenance and the development of the building. There are about 186.000 cooperative houses in the whole Denmark. The majority of them was built in the 20th century. The average area of a single dwelling is around 80 sm. As the previous mentioned typologies (Social Housing, Private Rental Flats), also this one develops itself into multi-storey buildings. The 70% of the dwellings are located in Copenhagen and are the most researched habitations in the whole market. These dwellings were previously private rental flats, built after the WWII. Despite being a typology very popular in both the 80s and the 90s, lately they followed the time's architectural style.

Gli habitants who are into this typology are around 256.000, with a ratio of 1.5 people for apartment. This fact reflects also the general numbers of Social Housing. In this case, the main difference is in the income of the people who live there. Comparing both buying and selling of real estate's and rent's prices with respect to the Social Housings ones, it is possibile to notice that Cooperative Housing ones are higher than the others.

SH2, SoundbYoster Hall II,

Source: https://www.archdaily.com/786642/sh2-sundbyoster-hall-ii-dorte-mandrup-arkitekter

3.6 FREEHOLD FLATS

This category is the most recent above the all presented typologies. Freehold flats consist in dwellings owned by single person, which very often before the new legislation were sold with an higher price with respect to the average of the market. This flats are today usually rented by students. Totally they are more or less 202.000 and just the 8% of them is in the real estate market. From an architectural point of view, these dwellings are very similar to the private rental flats, but some exceptions of contemporary nature can be found especially in the new buildings. Just the 50% of these apartments is occupied by their owners, the remain part is rented to students and workers. From the fact that these flats are rented to students, it is important to think about the parents' investment. They indeed give the apartment to their sons which have the duty to find roommates.

Frøsilo, Source: https://www.mvrdv.nl/projects/frosilo

Interior design of a Frøsilo's dwelling, Source: https://www.mvrdv.nl/projects/frosilo
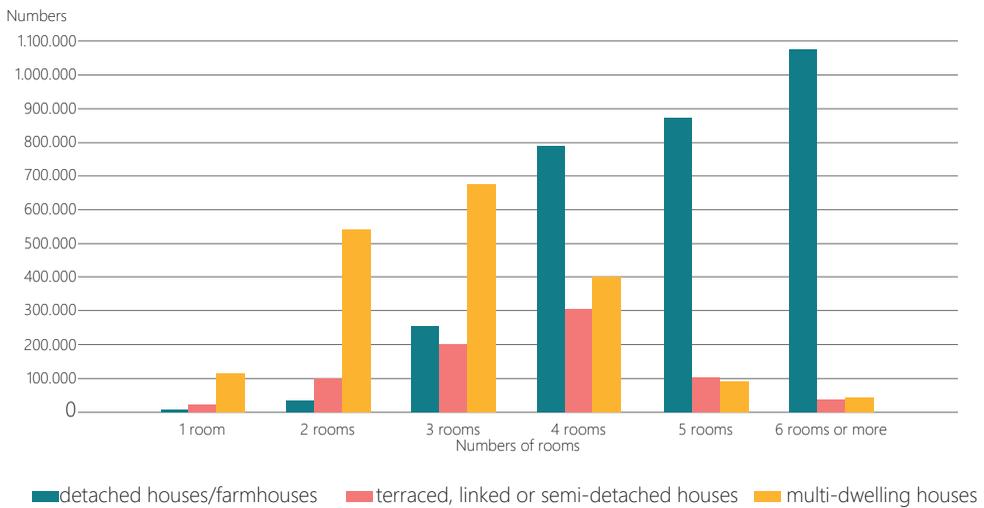
RESIDENT

Source: Kristensen H., *Housing in Danmark*, Centre for Housing and Welfare – Realdania Research, Aalborg, Personal Recast

DWELLINGS
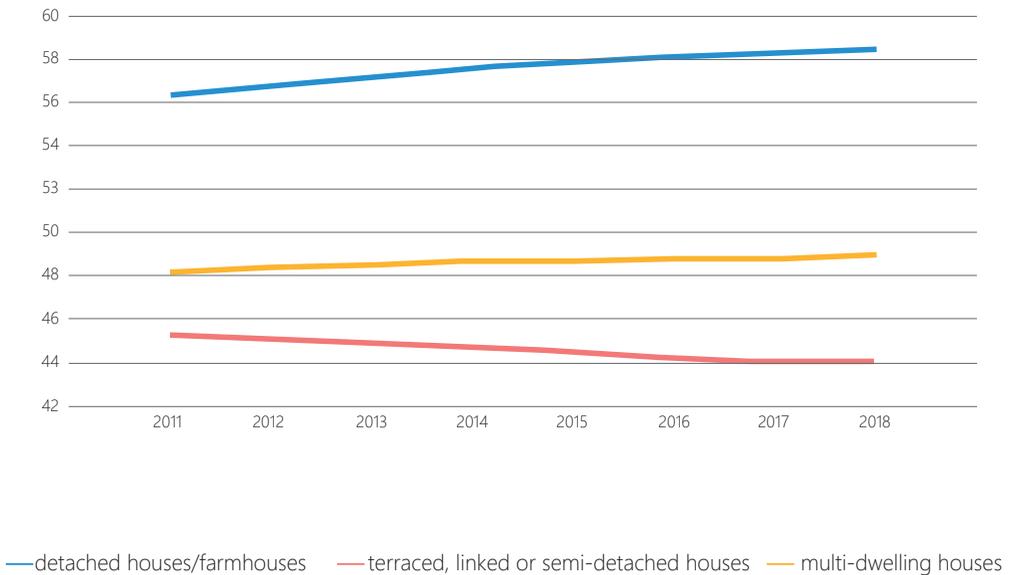
— detached houses/farmhouses   — terraced, linked or semi-detached houses   — multi-dwelling houses

Source: Kristensen H., *Housing in Danmark*, Centre for Housing and Welfare – Realdania Research, Aalborg, Personal Recast

3.7 SHORT TERM RENT IN DENMARK

In Denmark, especially in Copenhagen, it is very difficult to find a **short-term habitations**. Very often it is possible to find rooms' or dwelling's advertisement, but nevertheless they are not sufficient to satisfy the demand of the real estate market.

A lot of kinds of people look for a short-term habitation for different reasons, for instance for working, for studying or for a longer vacation with respect to the usual one. In order to allow these people a good stay, some associations which are into short-term accommodations have specialized in this part of market. For instance it is possible to cite the CBS (**Copenhagen Business Service**), agency which helps the worker and his company to find an

apartment. The CBS provides a list of various dwelling's typologies inside the city panorama. These apartments can be rented for a minimum time of 3 months. All of this is possible just in the case the accountable company releases a request, in fact it is not possible by a private to send a request. There is no CBS headquarter in the city, the dwellings are indeed in a large number of the Danish capital's zones. This allows from a point of view a larger action radius, from another a low number of available dwellings.

Another example of the short-term rents is **STAY**, a hotel's chain with make available various kinds of habitations fully furnished and a large amount of services like for instance gyms, restaurants etc. This chain is available for both companies and workers, but also for tourists. The rent period varies from a weekend to a maximum of 3 months. The dwellings are available in a large amount of typologies and dimensions and can host a number of person varying from 1 to 8. All the dwellings' typologies are characterized by a minimalist design. The overall typologies are:

- Atelier

- Atelier XL

- Loft

- Loft XL

- 2 bedrooms apartments

- 3 bedrooms apartments

- Penthouse

"STAY's Loft XL" Source: http://staycopenhagen.dk/design-apartments/penthouse/

Base Camp is another kind of chain which has developed in the city. This association acts especially on the students who are searching for an accommodation. Apart from the overall dimensions, the typologies of dwellings vary also based on the bed's sizes and the presence of both private kitchens and bathrooms. The number of host per room is limited to 2 people, in order to guarantee a certain privacy level to the students living there. The typologies are:

- Double twin

- Single room

- Single room large

- Single room large HC

- Single XL

- Studio

- Studio XL

"Base Camp's Studio apartment"   Source: https://basecampstudent.com/locations/danmark/kobenha-vn/

Apart from these kinds of accommodations, the classical hotels, hostels and apartments are also available at AirBnB or other platforms. For what concern hotels and hostels, they're present in a large part of the city and they make available a great number of both activities and services.

3.8 SHARING ECONOMY

Differently from a lot of other cities and European capitals, the Sharing Economy didn't impact on the traditional Danish economy. In fact VisitDenmark (touristic Danish website) says that the hotel are in a growth phase yet. In this case the collaborative economy is not seen as a proper competitor, but as an innovation opportunity of what the touristic experience represents inside the country and the cities.

Through some websites like **AirDNA, OpenDataSoft and InsideAirBnB**, it is possible to notice as a lot of rented apartments on the platform are located far from the city center. In addition they are located more likely in the suburbs, where the presence of classical accommodation's chains is insufficient. A lot of the new-built apartments located in the expanding areas of the city, the one which the city tends to redevelop with its own politics, are rented on AirBnB.

Despite this, the debate is very strong also in the political field. The Danish State has just released a law for the AirBnB platform regulation. As in other European cities, apart from the addition of a maximum limit of rent days (70 days), an annual tax has been emanated of 5.370€ just in the case in which the rent can be considered as an income. A lot of political parties expressed their opinions on this topic. Some of this highlighted the competition equity between the platforms and the traditional economy. In addition they were **in favor of the phenomenon development**, proposing a major attention on the future of this economy with the aim to create a city capable of answering to this economy's necessities. Some other parties, with Horesta (the sector association for accommodations' chains in Denmark), pretended

that the **platform had to regularized** as all the accommodations' chains. Moreover, since that all **the platforms don't reveal any kind of data**, they asked the public vision on the cited data for budgetary transparency's reasons.

It is very important to understand that in Denmark the majority of the youth lives in an apartment for a year maximum. In addiction one third of the Copenhagen habitations are shared. People from any age and culture live indeed together under one roof, creating a great experiment not only from an architectural and spatial point of view, but also from a social point of view. All of this leads to a major collaboration in the living politics and in the management of the shared spaces like courts and green areas.

3.9 AIRBNB

Speaking about AirBnB, the Danish hosts open their apartments to the guests since 2009. This occurs because the Danish culture developed different years ago the idea to share spaces and apartments. This can be found in the sharing of the as know summer houses.

AirBnB had a great impact on the Danish tourism. The platform made possible to some of the visitors (almost 25% of the total) to spend less, having a suitable journey in Denmark, specifically in Copenhagen.

Despite this, the Sharing Economy doesn't seem to grow with an exponential law, in fact this growth is not so different from the European averages.

In this debate it is possible to see the two factions which characterized this economy: the ones who are in favor and the ones who are against.

The first ones wants the platforms and the economy in general to grow, in order to create a city with more sustainability and with a major focus on the environment. This aspect was mentioned in the **Grøn Omstillingsfond**'s studio, which focused a lot on the Sharing business with the specific aim to underline their idea of circular economy and **sustainable city** [2]. From another point of view, the traditional chains are against the Sharing economy's growth since they see their incomes and their clients lowering. During some debates on the short-term rents, **Ida Bigum** intervened, the spokesperson of AirBnB Denmark. She states that the city of Copenhagen does not see AirBnB as an issue, and in addition she does not see a negative impact of AirBnB on the real estate market and of the touristic sector[3]. On October, the 9th 2017 the request for a new tax for AirBnB has been resealed. Consequently, the financial minister, **Kartsen Lauritzen** declared that at the time it was not possible to apply a tax which forces the Digital companies (like AirBnB) to declare the incomes to the Danish authorities. In addiction, he said that there were no legal instruments which could make this possible. (Angius A., 2018)[4]

The institutions are trying to incentive the Sharing Economy with an increment of the minimal requested rent's pays.

For the **Denmarks Statistik and AirBnB Citizen**, the platform is used from a part of the population of age varying from 28 to 35 years. Moreover,

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2 Grøn Omstillingsfond's studio https://groenomstilling.erhvervsstyrelsen.dk/om-groen-omstilling

3 Angius A., Fare Soldi Con AirBnb: Guida Strategica Per Guadagnare Con Gli Affitti A Breve e Generare Reddito Nel Settore Micro-Ricettivo, Bruno Editore, Roma, 2018

4 Angius A., Fare Soldi Con AirBnb: Guida Strategica Per Guadagnare Con Gli Affitti A Breve e Generare Reddito Nel Settore Micro-Ricettivo, Bruno Editore, Roma, 2018

it has had an exponential growth since 2015. In any case it is possible to notice how the majority of the AriBnB listing in Denmark is focused in the Copenhagen region. Despite this, in a lot of Copenhagen's districts the platform is not seen in a good way. Some citizens have indeed grudges, demanding the AirBnB ban from the city and their districts.
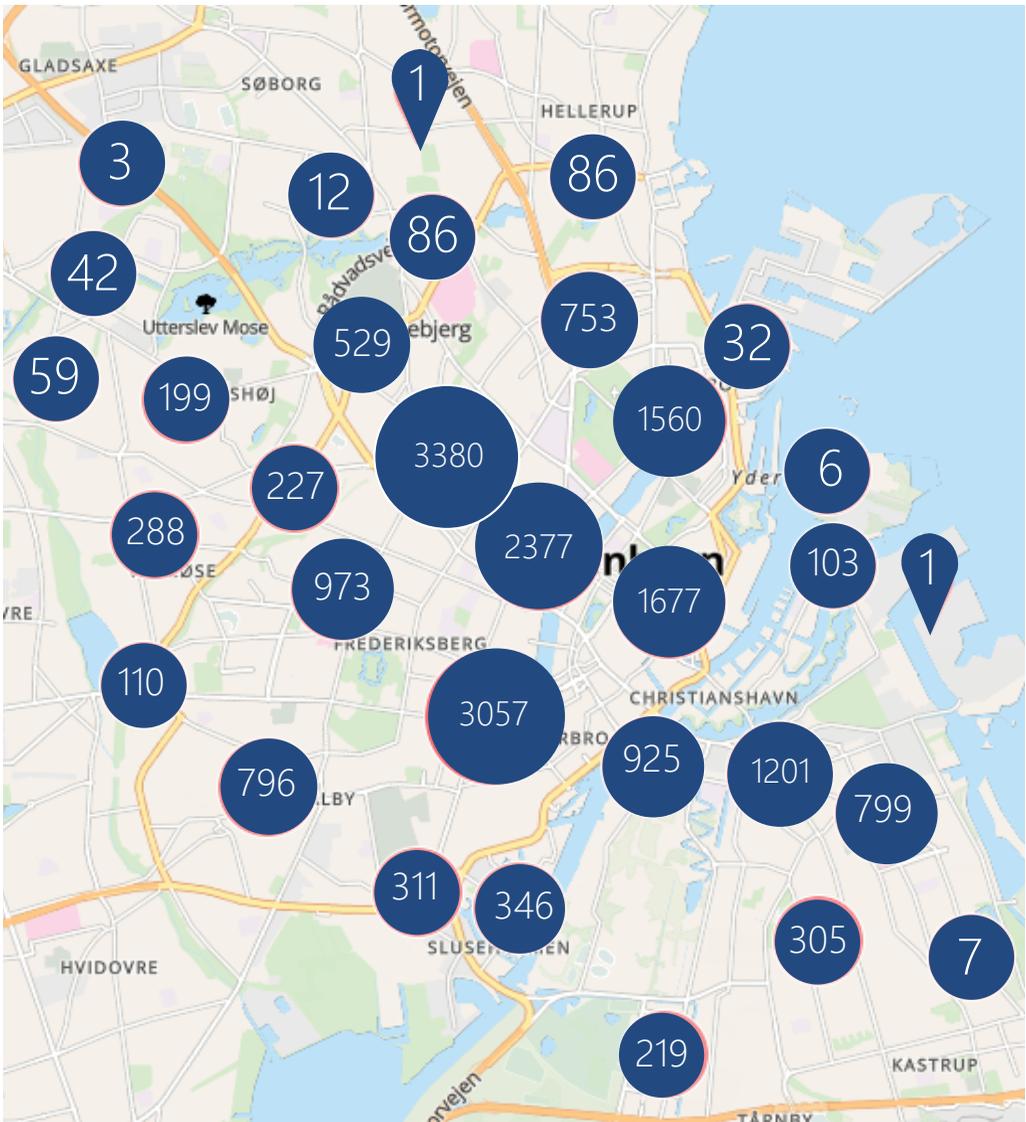
Number of AirBnB's apartment around Copenhagen.
Source : Opendatasoft https://data.opendatasoft.com/explore/dataset/airbnb-listings%40public/map/

Last access:25/04/2019, Personal Recast

TOP TEN AIRBNB CITIES BY NUMBERS OF LISTINGS

Paris	43800
New York	32200
London	24100
Rio De Janeiro	17800
Barcelona	14900
Rome	14700
Berlin	13300
Los Angeles	12200
Copenhagen	11400
Sydney	10000
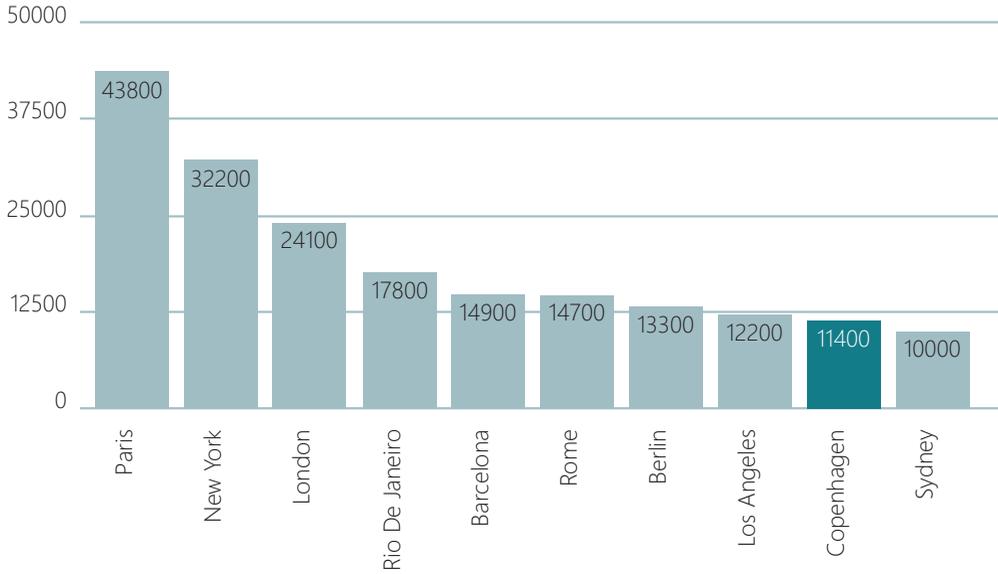
Data 2016, Source: IFHP Team, Fidalgo A., IFHP Project Manager, *The AirBnB impact on Housing and Tourism*, IFHP, Copenhagen, November 2016, p. 6
Personal Recast

TOP TEN AIRBNB CITIES BY NUMBERS OF LISTINGS PER 1000 INHABITANTS
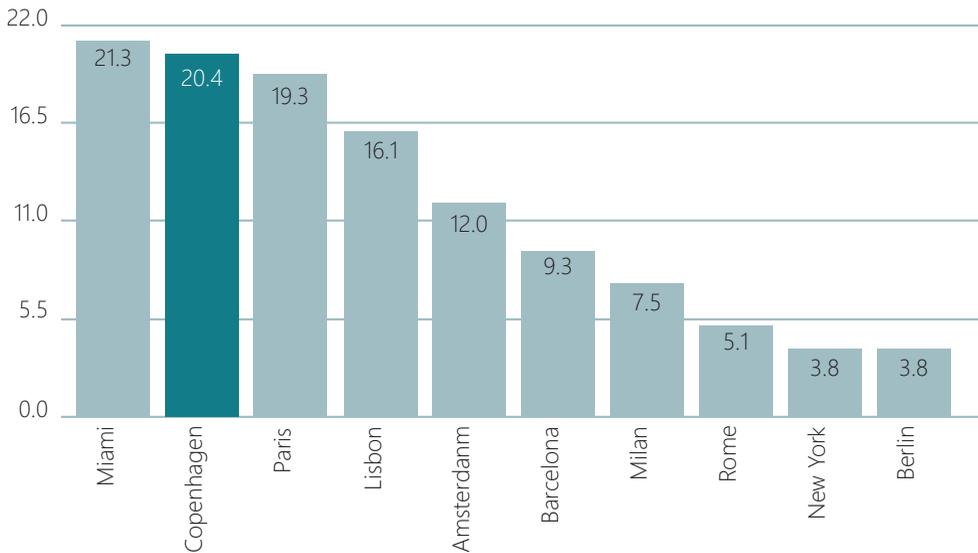
Miami	21.3
Copenhagen	20.4
Paris	19.3
Lisbon	16.1
Amsterdanm	12.0
Barcelona	9.3
Milan	7.5
Rome	5.1
New York	3.8
Berlin	3.8

Data 2016, Source: IFHP Team, Fidalgo A., IFHP Project Manager, *The AirBnB impact on Housing and Tourism*, IFHP, Copenhagen, November 2016, p.6   Personal Recast

RENTAL GROWTH
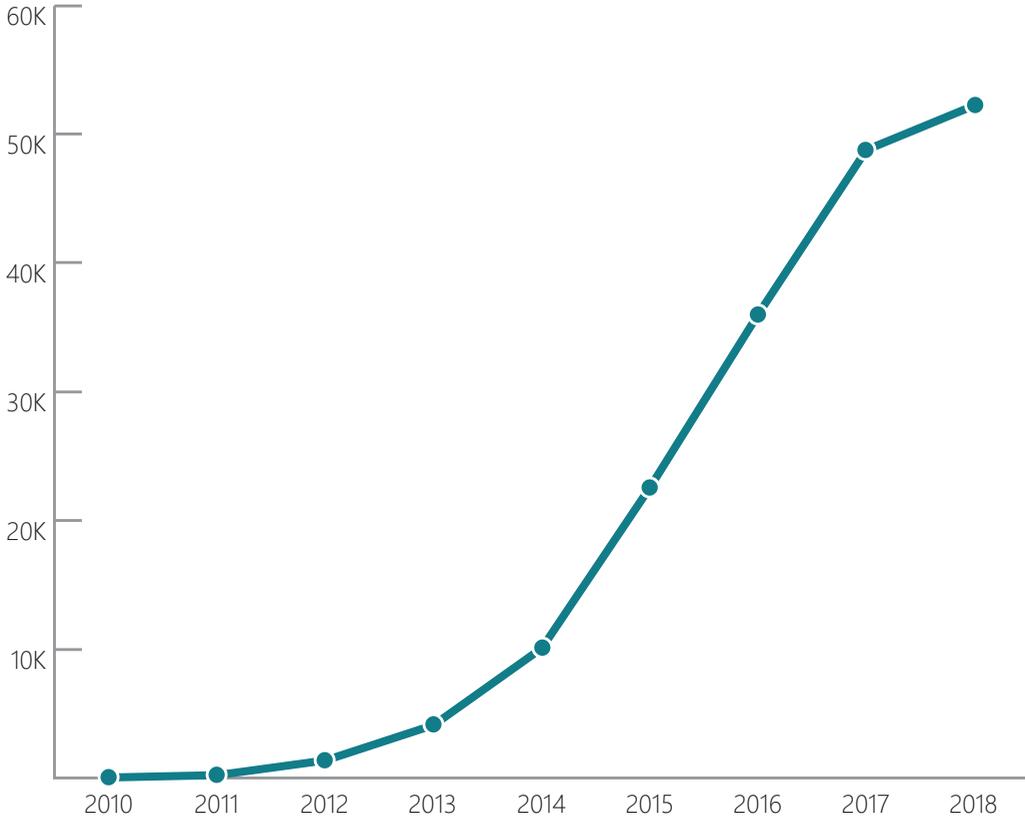
AirBnB Rental growth since 2010.
Source AirDNA: https://www.airdna.co/market-data/app/dk/default/copenhagen/overview,
Last access: 18/11/2018, Personal Recast

■ Single listing host 10889
■ Multi listing host 1679
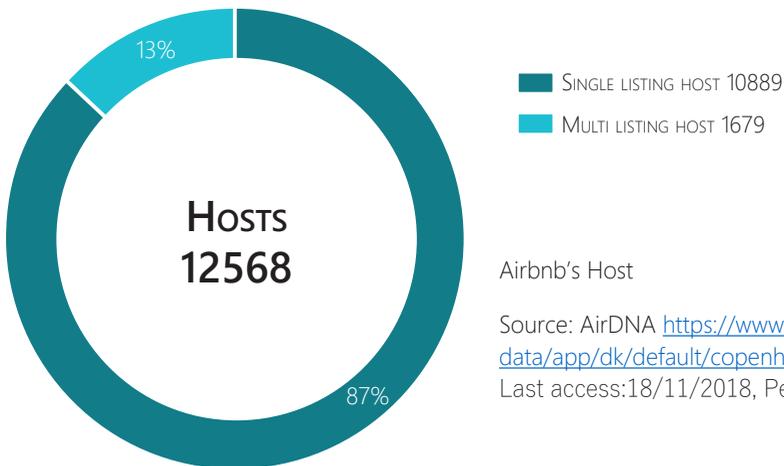
HOSTS
12568

Airbnb's Host

Source: AirDNA https://www.airdna.co/market-data/app/dk/default/copenhagen/overview,
Last access:18/11/2018, Personal Recast

RENTAL SIZE

- 1 ROOM
- 2 ROOMS
- 3 ROOMS
- 4 ROOMS
- STUDIO
- 5 OR MORE ROOMS
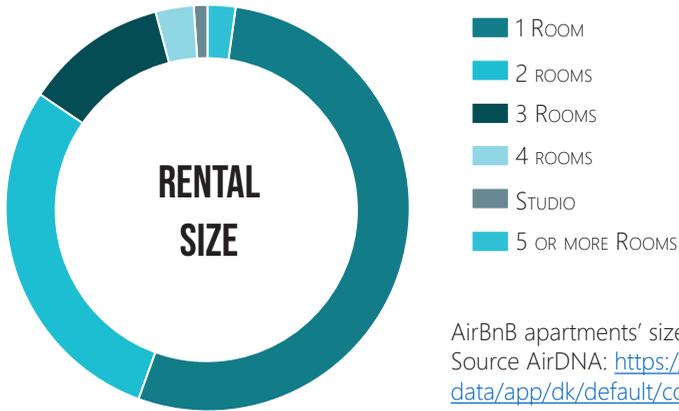
AirBnB apartments' size in Copenhagen
Source AirDNA: https://www.airdna.co/market-data/app/dk/default/copenhagen/overview,
Last access: 18/11/2018
Personal Recast

ACTIVE RENTALS

12568

- ENTIRE HOME 10084
- PRIVATE ROOM 2414
- SHARED ROOM 70
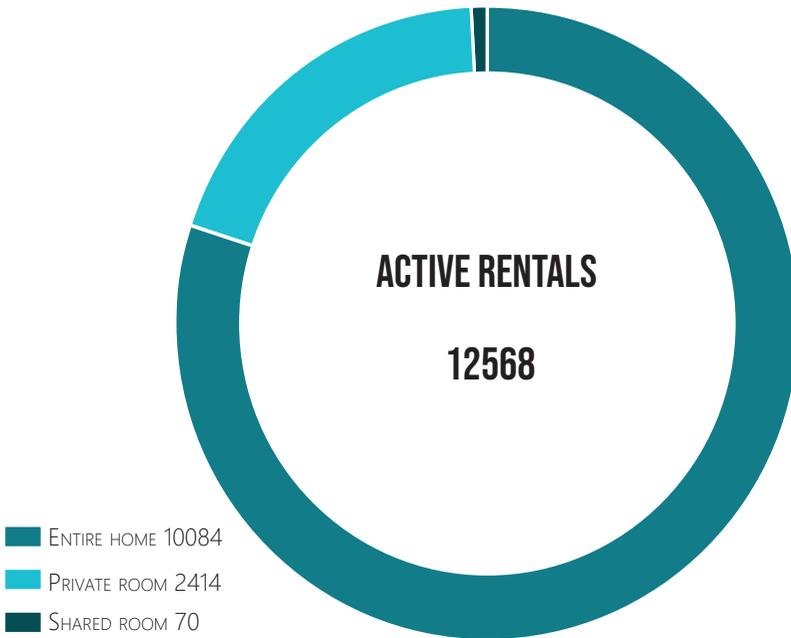
Airbnb Active Rentals

Source AirDNA: https://www.airdna.co/market-data/app/dk/default/copenhagen/overview,
Last access: 18/11/2018, Personal Recast

Typologies of the dwellings on the platform

Source AirDNA https://www.airdna.co/market-data/app/dk/default/copenhagen/overview

● Entire home   ● Private room   ● Shared room
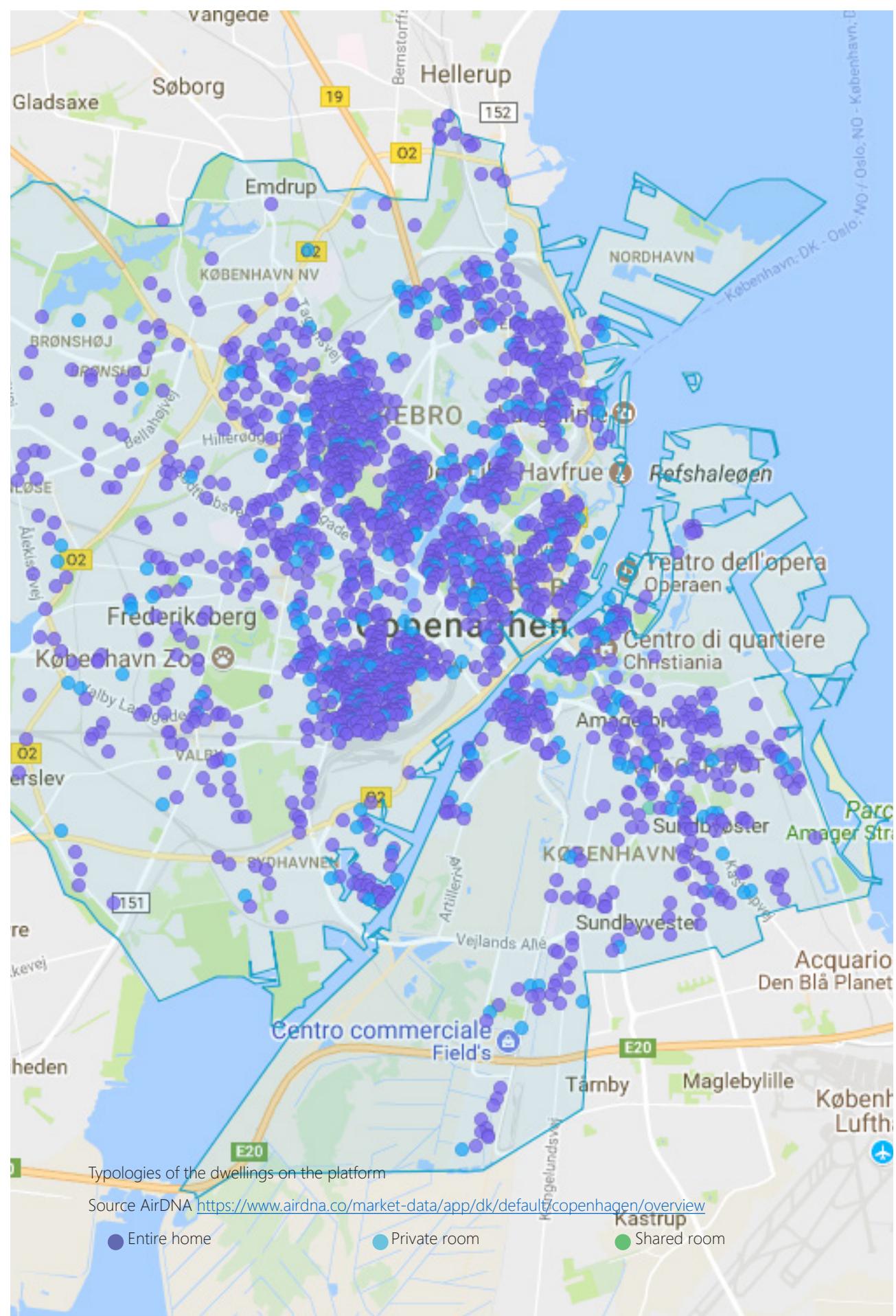
COPHENAGEN
HYGGE GATE

CHAPTER

4

THE PROJECT

4. THE PROJECT

In the previous chapters the Sharing Economy, which is upsetting some of the traditional market's sectors, has been introduced and described analyzing also one of the leader platforms in this sector which is AirBnB. Lately the research has been deepened with the study of a specific case, which is represented by the city of Copenhagen. In this case, the various dynamics of the real estate and the rent's market have been analyzed, both in the short and long term.

The aim of this phase is to analyze how the presence of both the Sharing Economy and AirBnB in Copenhagen **can change the residential typology**, from both a **short and long term point of view**, and the accommodation's chains. Moreover the Sharing Economy and AirBnB can change also the politics and the dynamics inside the city itself. To fully understand this it is possible to study how the AirBnB platform since its birth put in crisis the traditional hotel chains.

All of this will be shown with an elaboration of a project divided into

three scenarios. The first one is the real scenario, the second the Sharing scenario, in which a completely shared city will be considered, and the lastly the "no sharing" scenario, in which the sharing platforms are banned. This happened to the Uber platform in some European cities. Starting from these three points, the aim is to create a resilient and sustainable project, with a high energetic efficiency. In addition this project is also political conscious and capable to both change and create discussions on the new kind of living the city. This last point is mainly based on the social-cultural aspect, one of the key points of this kind of economy. Moreover the architectural project has the aim of host a proper community, both on the short and long term. Another aim of the cited project is to change the classical accommodation's chains, with a specific focus to the sustainability.

4.1 COPENHAGEN

As it has been seen previously, the Copenhagen municipality based its identity of some points, like being a sustainable city, in continuous evolution, a **young city** and most of all the bicycle's capital (with the specific aim to not have cars in the city in 2050). It is also been noticed that the touristic sector has a key role in the country's economy and development.

In addition, another fundamental aspect can be added: the Danish capitol in the recent years was impacted by a very important real estate crisis. This led to a strong demand of dwellings and a low availability of them. A lot of citizens decided from the crisis to find a home in the Swedish city of Malmö, well connected to Copenhagen with a railway and the **Øresund Bridge**.

This great dwellings' demand is visible in the redevelopment's politics of the former ports and industrial areas. With their new design, the vast majority of this areas have become residential. This great dwellings' demand automatically implies a great increase of both the apartments selling prices and rents.

It is also very important to underline the municipality's will of expansion, with the construction of new infrastructures and residential areas in the last years. For instance it is possible to consider the whole **Ørestad area**, well known for the new projects of the **B.I.G**. and other studios, **Nordhavnen**, area of the COBE masterplan project. These projects are trying to partially solve the cited dwellings and real estate problems.

The city of Copenhagen has another fundamental issue for the **short and long term rents**: since it is an important city for both commerce tourism, there is a great amount of flows. The **Copenhagen's airport** is one of the European's most used. All of the considered facts bring to an increment of the people's flow, in fact apart from the touristic flow also the students and workers flows from a lot of world's areas can be found.

As it is well possible to understand, the various kinds of users have their own different necessities. These necessities vary based on the stay's duration, the specific person and the space he or she needs. This people vary often can not find indeed an adapt solution in the urban panorama.

BIBIANA

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Source: http://www.cobe.dk/project/nordhavn
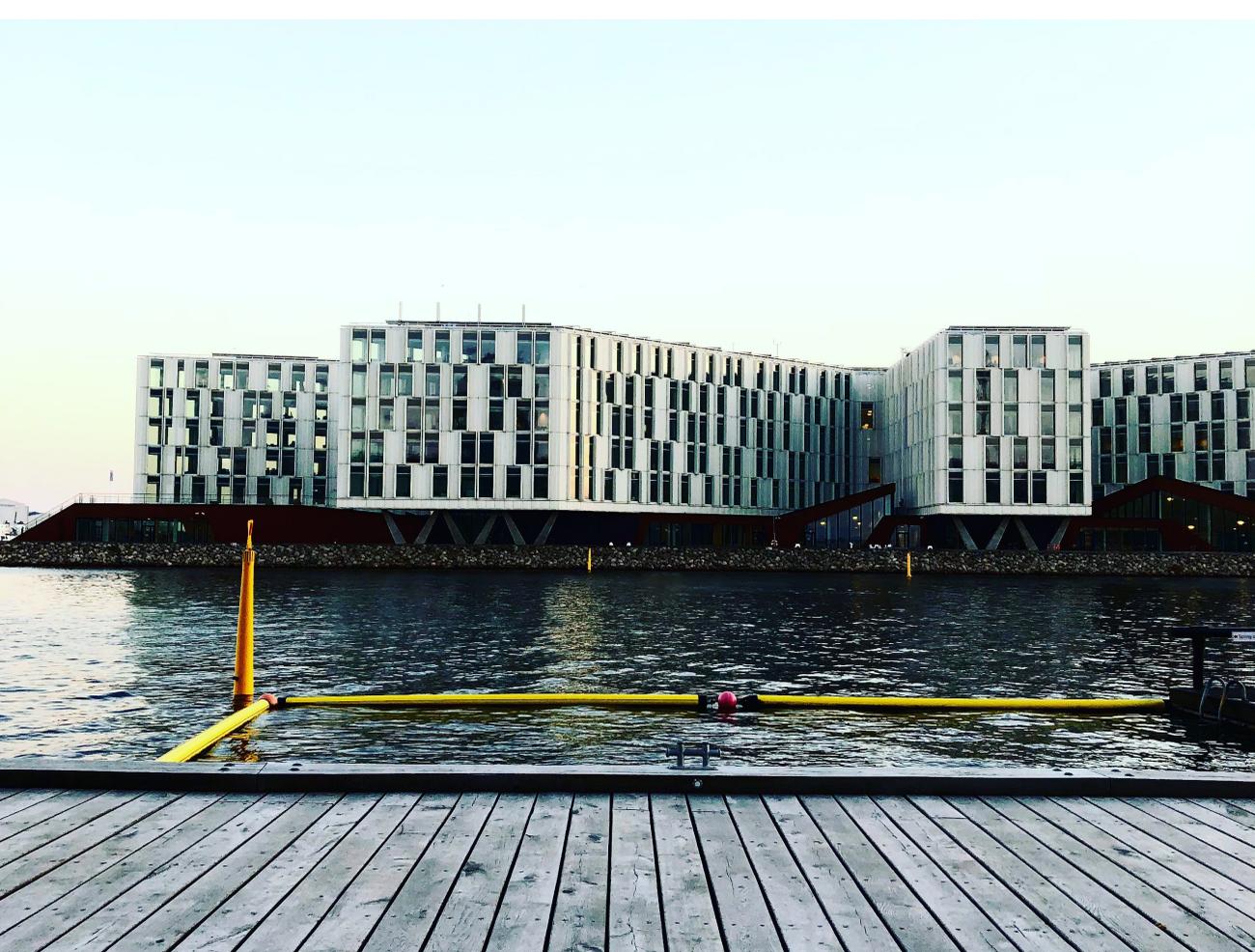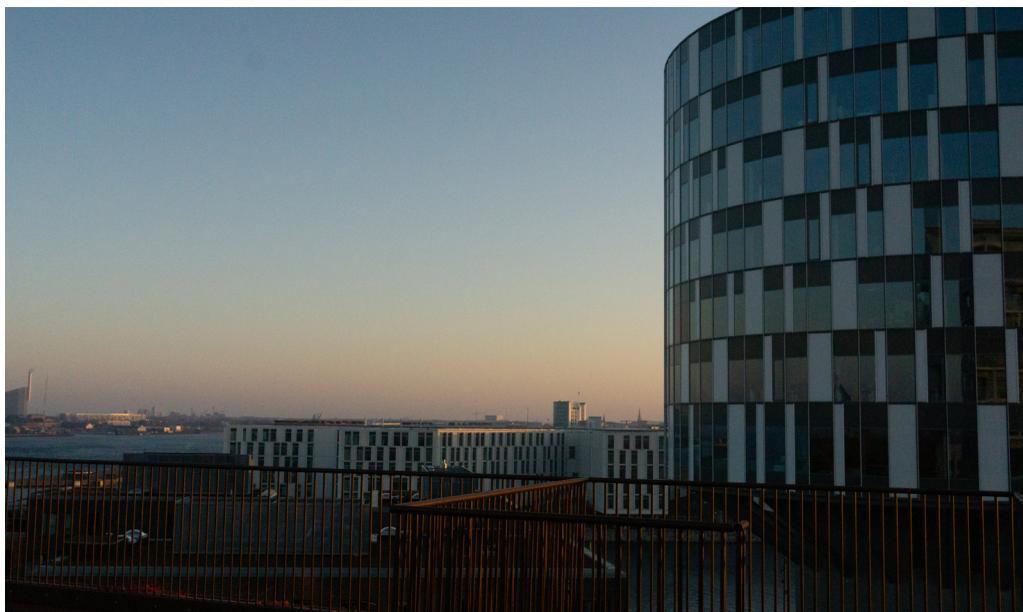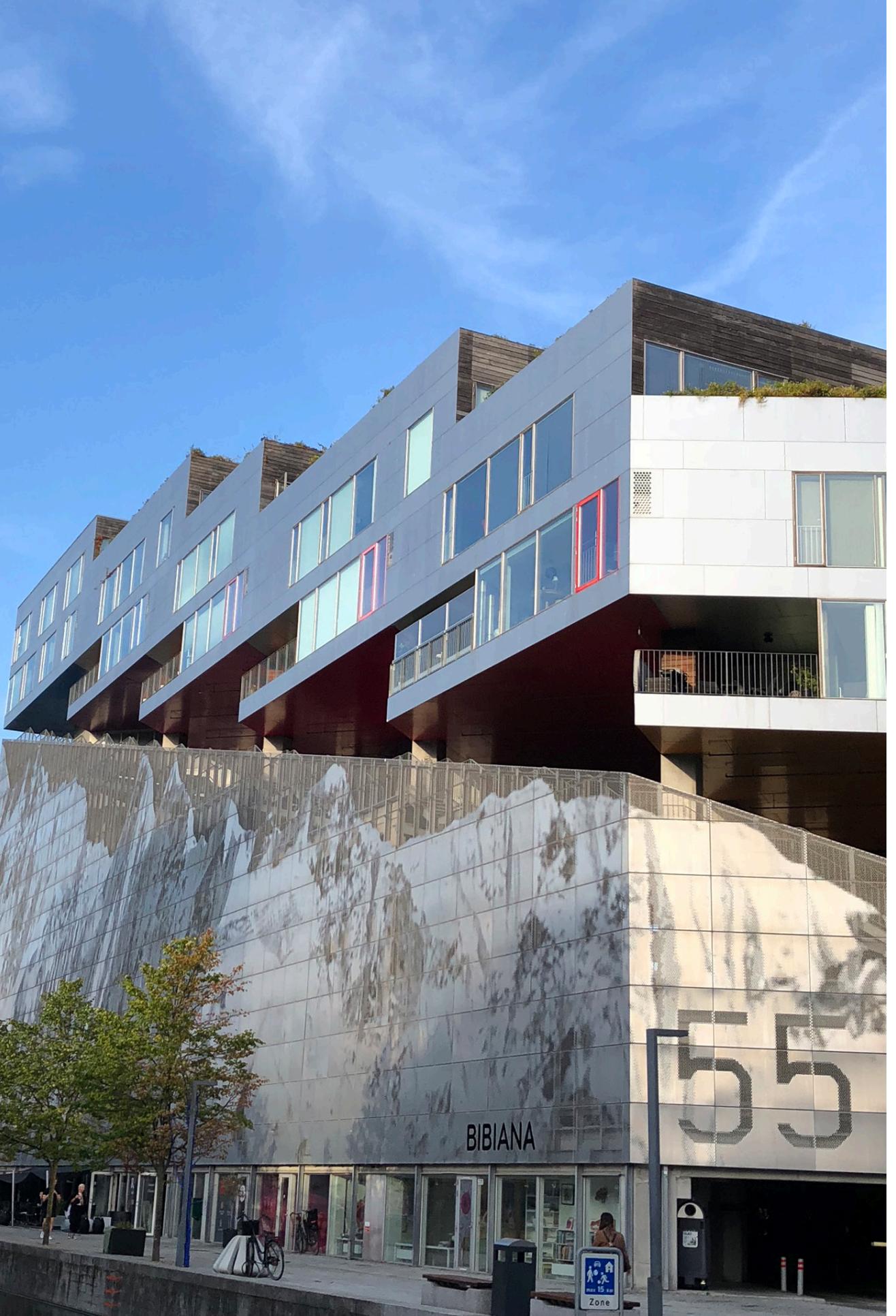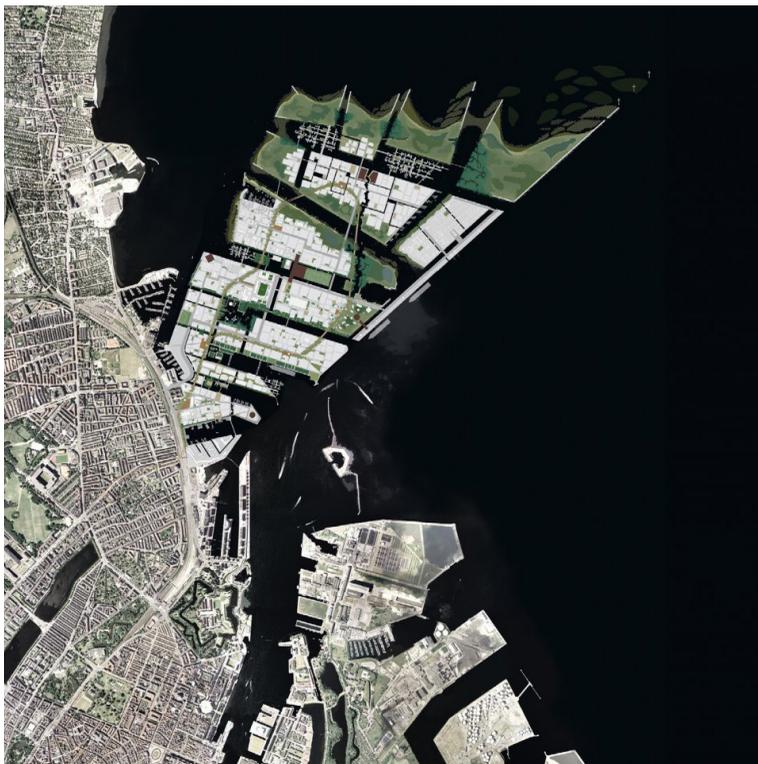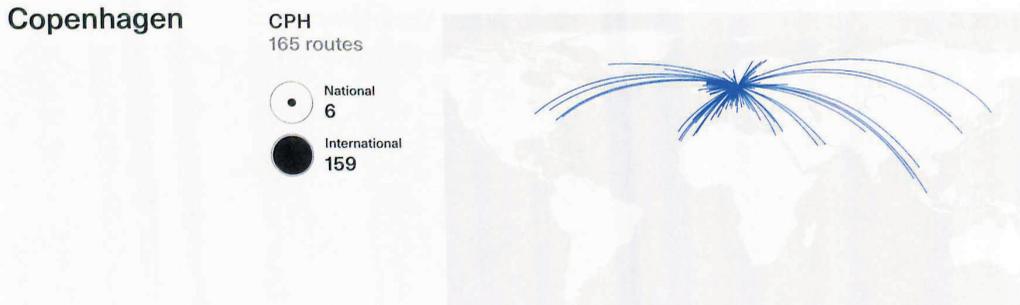
Copenhagen airport, pag 404 Atlas of Copenhagen's

4.2 PROJECT'S AREA

The choice of the project's area was the first step in the realization of itself. This choice was characterized by some key points. The will of placing the intervention **outside the city center**, in a strategic point which will be defined later, was one of the most import cited key points. The choice was characterized by the fact that the external areas of the city are in development and at the center of the today debate on the urban politics of Copenhagen and the other cities.

The project's area is characterized by an industrial past. Despite this, it has the aim to recover its identity with residual spaces in the urban path leaved by its own past. Moreover the cited area is well defined in the **urban landscape**.

The project's area is located at the **city's edges**, specifically on the island, between **the Amager district**, one of the most important city's attractions, and the next **municipality of Tårnby**.

It is very important in the area's description to underline its strategic position. It is indeed very close to different interest points and connection nodes of

the city. Some of these are represented by a small commercial port, two stops of the metro line, the Copenhagen's aquarium **Blue Planet** and lastly **Amager Standpark**, an artificial island with a park and a beach area. The proximity of the area to the airport and the Øresund Bridge has been fundamental in the choice of this specific area.

The urban path surrounding the project's area is characterized by a big density of constructions. A great amount of architectural typologies can be indeed found here, like **single family houses** with gardens and green lungs. The average population is very young and very often it is possible to find Danish and Swedish families. It is important to highlight that the averages of the habitations' prices and rents are lower with respect to the city's ones.

In order to fully understand the area it is important to focus on a key point. The city of Copenhagen, as cited, has invested a lot on infrastructures in the last years. This choice reflects also on the **Island zone**, which is indeed at the center of the recover of the urban path. This recovery consists in the construction of very important nodes for the city and its links, like the construction of the two metro lines. These last ones, indeed, implied various recovery processes of an important part of the city characterized by a former industrial activity. The metro lines are not the only important infrastructures in this zone. In fact it is possible to find some centers such as the cited Blue Planet, the Bela Center and other kinds of interventions built by architectural firms, especially the Danish ones and in the **Vestamager zone**.

COPENHAGEN

CITY'S EDGE

PROJECT AREA

TÅRNBY

Housing
Average price/m² for owned apartment (DKK)

Greater CPH
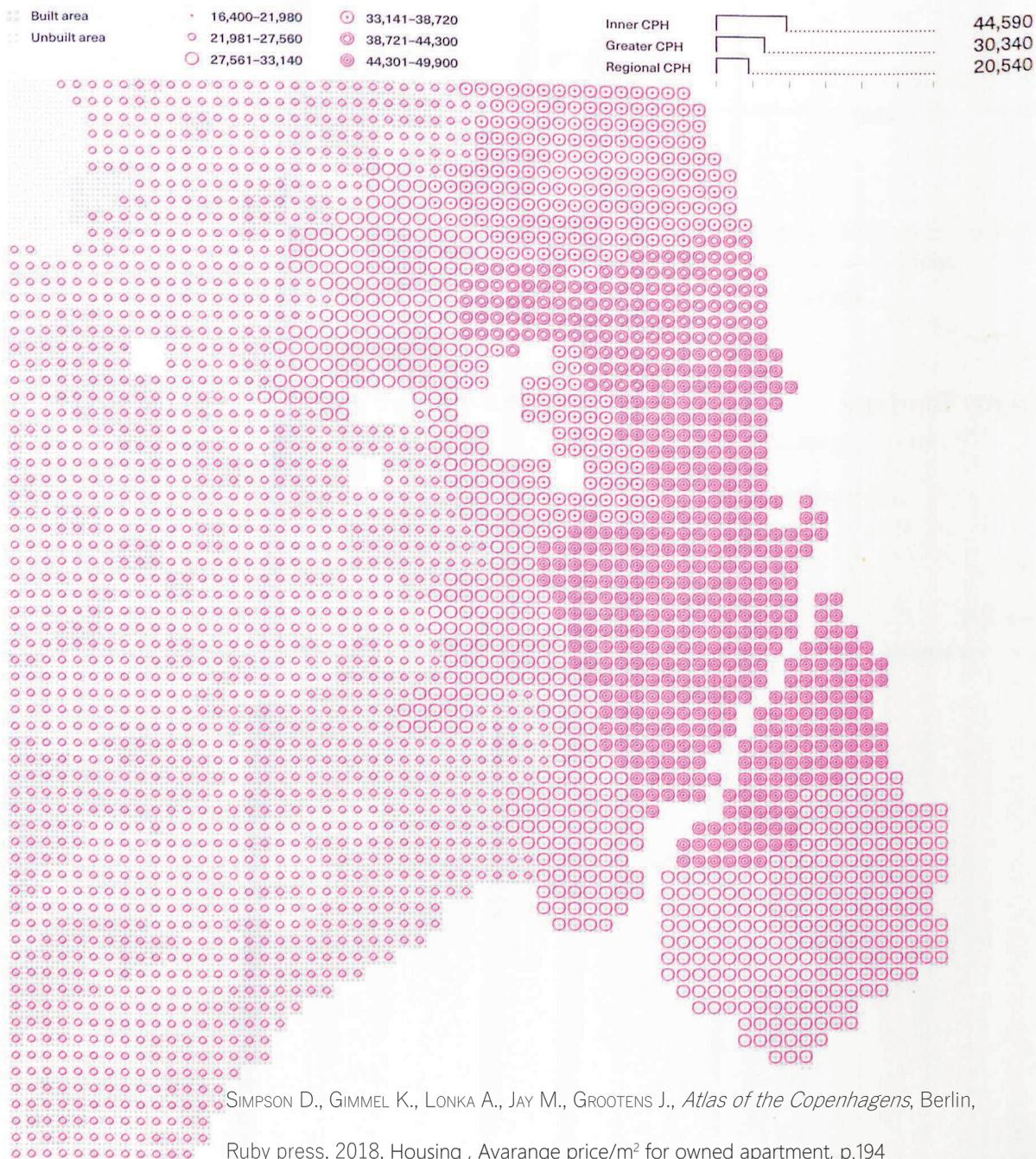
▦ Built area	· 16,400–21,980	⊙ 33,141–38,720	
▦ Unbuilt area	○ 21,981–27,560	◎ 38,721–44,300	
	○ 27,561–33,140	◉ 44,301–49,900	

Inner CPH	44,590
Greater CPH	30,340
Regional CPH	20,540

Simpson D., Gimmel K., Lonka A., Jay M., Grootens J., *Atlas of the Copenhagens*, Berlin, Ruby press, 2018, Housing , Avarange price/m² for owned apartment, p.194

Urban Analysis

Legend

- Metro station
- Metro line
- City's limit
- Green area
- Highway
- Beach
- Building

0 10 20 30 40m

4.3 KASTRUP SØBAD

The Kastrup Søbad was realized in 2004 with a project approved by the Tårnby municipality, in the same area considered in this thesis' project. The project consisted in the construction of a **bathing establishment**, a park and some buildings of various functions and heights. The project aimed to give a bathing system and to insert itself in the landscape not penalizing the near green lungs.

Moreover the project wanted to promote the public access to the beach. Regarding the project, the potential connection to Amager Standpark was really important. The two interventions can indeed form a continuous park connecting both the Copenhagen and Tårnby municipalities, since the two parks are located on the edges. The intervention had the possibility to implement the linked infrastructures also to Amager Standpark. The project has never been realized, apart from the bathing establishment and the **boardwalk** which connects itself to the park.

For what concerns the near park, despite the project has never been realized, some **equipments** have been installed. In these cited equipments it is possible to mention the ones for the outdoor physical activity and the ones assigned to relax and picnic areas.

All of these aspects implemented the park's flows. In fact today the green areas and the realized structure are very appreciated and lived by the citizens, especially for what concerns the **outdoor activity**.
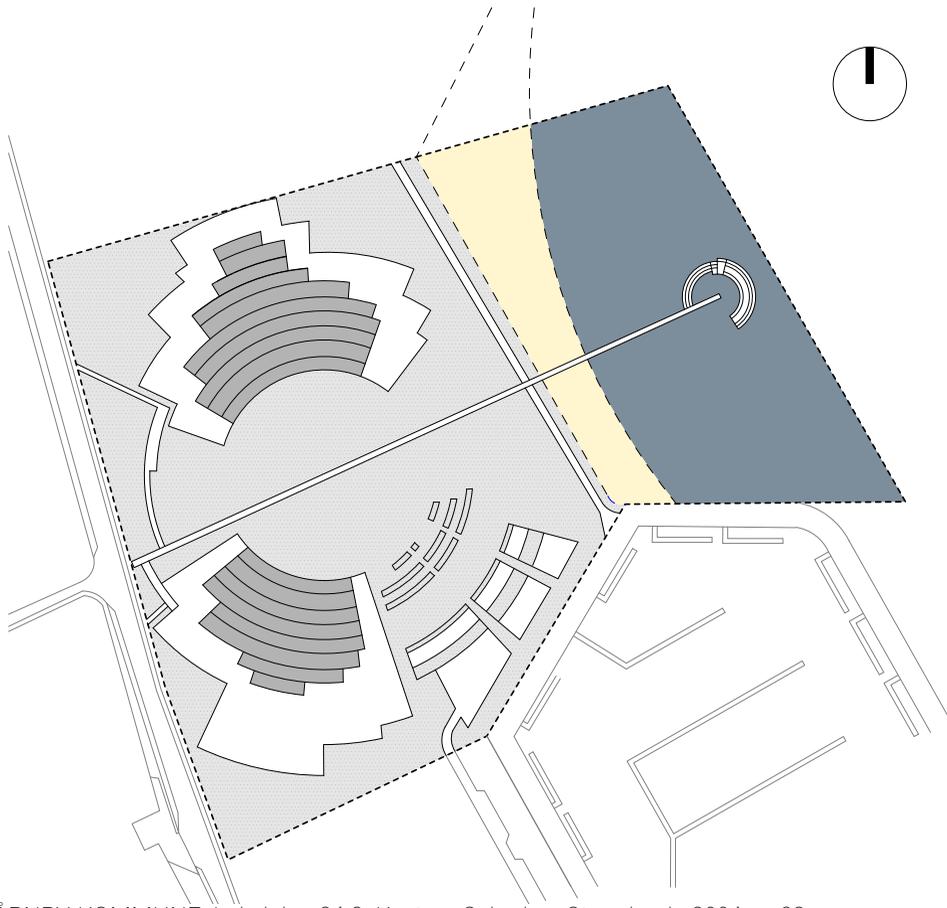
TÅRNBY KOMMUNE, Lokalplan 34.2, Kastrup Søbad og Strandpark, 2004, p. 23

Personal Recast

4.4 PROJECT OF B.I.G.

In addition to this, the Tårnby municipality 2008 launched a competition, regarding otherwise in this case the construction of a residential building in the zone circumscribed by Amager Strandvej, Saltværksvej and "Bøjlevejen".

The cited competition was won by the team composed by: **B.I.G. studio, PK3 and Moe & Brødsgaard**. In their project proposal, the team made a solution composed by blocks buildings overcome by skyscrapers of various height. The project has been chosen because it perfectly answered to the Tårnby municipality's requests. The aim of the team was to give to the city a new residential, sustainable and durable area, in line with the **market's demands**.

These factors reflect also the city of Copenhagen thought and pay attention on the dynamic envelop of the Amager Standpark. The project consists in the realization of the cited residential complex, which respects both the architectural contest and the near landscape. Inside the project it is possible to find a lot of **green areas** having both a **green lung's function** and a filter zone function between the blocks buildings. In the design of the project, a particular attention was given to the design of the paths between the buildings which, apart from guarantee the connections between the principle axes circumscribing the project's area, created also a connection between the metro 2 stops of **Femøren and Kastrup**.

Considering the skyscrapers' composition, they lay on the top surface of the block buildings with a height between 23 and 45 meters creating various rooftops. Moreover, for what concerns the facade's composition, they have

an inclination which allows the entry of natural light in all the floors, even if considering two near skyscrapers.

Apart from the residential function, it is possible to see also other kinds of functions, like the commercial one. In the ground floors of this complex it is possible to find various kinds stores, sharing spaces and centers useful to the municipality. These last one have been requested from the municipality itself.

A big attention has been given to the **raising of the sea**, a gap of 1,4 meters has indeed been considered, following the requests of the maritime authorities. For what concerns the interior layout design, the team though that, despite the presence of the block buildings, the majority of the dwellings must have both a direct maritime and a city view.

This led to not only an accurate composition of the block buildings with their angles, but also to a different typology and area of the internal dwellings. Moreover, a pilotis plane was account, permitting the whole project to be permeable and guaranteeing in this way the use of the external area to the public.

4.5 AMAGER STANDPARK

As previously underlined, the Amager district has an industrial past, is located in the Island zone of Copenhagen, at the city's edges. During the inspection of the area it was noticed that, despite its position, it is a zone much lived and frequented by families living in the vicinity.

Amager Standpark is surely one of the most frequented zone in this district, an **artificial island characterized by a beach and an equipped park**. This zone developed a lot recently due to the interventions of the Copenhagen municipality, which had the aim of creating a livable and free seaboard. In order to achieve this, the municipality implemented the infrastructures of the zone, like for instance bicycle lanes, sport structures, accommodation structures and well studied panoramic bridges.

This project was launched in 2005 and designed by **Hasløv & Kjærsgaard** with a total cost of 200 millions of DKK (Danish crown). The park's basic concept was to create a promenade with a **sea view** and characterized by sand dunes, wind turbines and panoramic points. In the realization of this artificial park, the accurate location of the structures combined to it was very important. In the city's panorama, this park is indeed not seen as just a green area and a seaboard, but also as an aggregation and meeting place. Moreover for the park multifunction zones were designed with the specific function of host any kind events. All of these points, with some stores dedicated to the rent of maritime gear.

15 Amager Strandpark
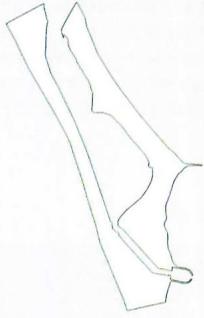
Edge Program

- ● Housing
- • Office
- • Commercial
- ● Culture
- • Institution

Urban Space Program

- ● Bike lane
- ● Car road
- ● Recreation
- ● Sport
- • Playground
- ● Bike parking
- ● Car parking
- • Café, restaurant
- • Market, food
- • Art, monument

Surface Types

- ● Low green
- ● High green
- ● Soft
- ● Hard

- • 674,190 m²
- ▶ 2005
  The Competitive
  Region and
  Urban Renewal
- ▣ Public/Formal
- 🚌 4.4 km
- ◔◑ 6–24
- ▦ Jan–Dec

0 ⌊___⌋ 250 m
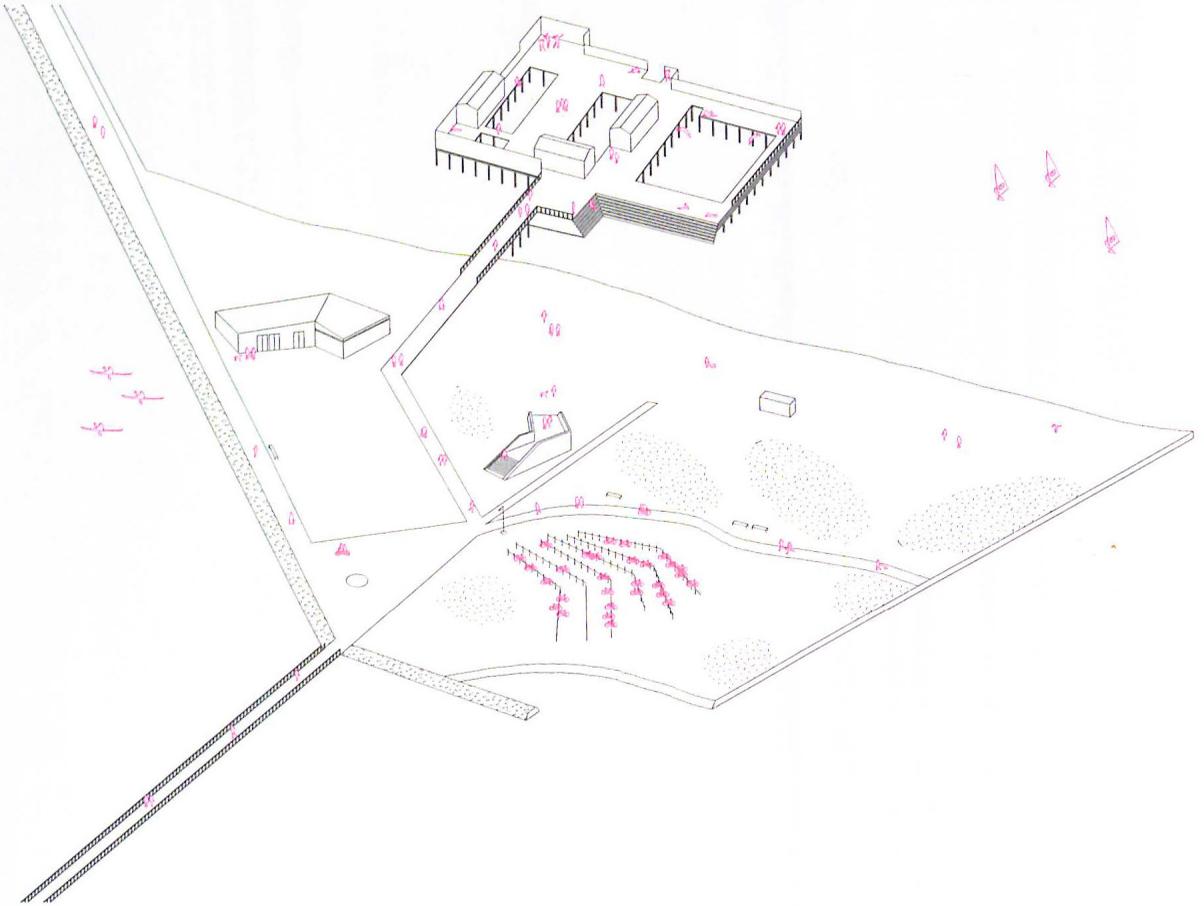
Simpson D., Gimmel K., Lonka A., Jay M., Grootens J., *Atlas of the Copenhagens*, Berlin, Ruby press, 2018, Amager Standpark, p. 340

4.6 PHOTOGRAPHIC REPORT

It is very simple to reach the considered zone from the city center since its proximity to Femøren and Katrup, two stops of the Metro 2, which connect the city center itself to the airport. Despite this, it is not possible to find a great people flow both in the proximity of the stops and in the area of the B.I.G. project. This last one indeed is completely left to itself e almost not curated, despite now it is used as a green area available to the city. Differently from the B.I.G.'s project area, both the chosen project area and the port area gave a different impression. These zones are indeed very used and characterized by a great people flow at every hour of the day. All of this probably is given by not only just the bathing establishment and the Kastrup Søbad (circular gateway), but also by the equipped park which characterized the lotto. In this one indeed it is possible to find a lot of gear for every target of age and picnic equipped zones and relaxing zones.

Close to the chosen project area it is possible to find not only the Amager Standpark previously analyzed but also a small touristic and commercial port very frequented, the Kastrup port. This harbor is very known in the city panorama for being the headquarter of various leisure activities, commercial points, maritime stores and restaurants.

Considering the typological and functional nature of the habitations which is possible to find in the zone proximities, generally it is possible also to find a lot of single family houses with garden or private zone. All of this underlines the residential nature of the Amager district and of the Tårnby municipality.
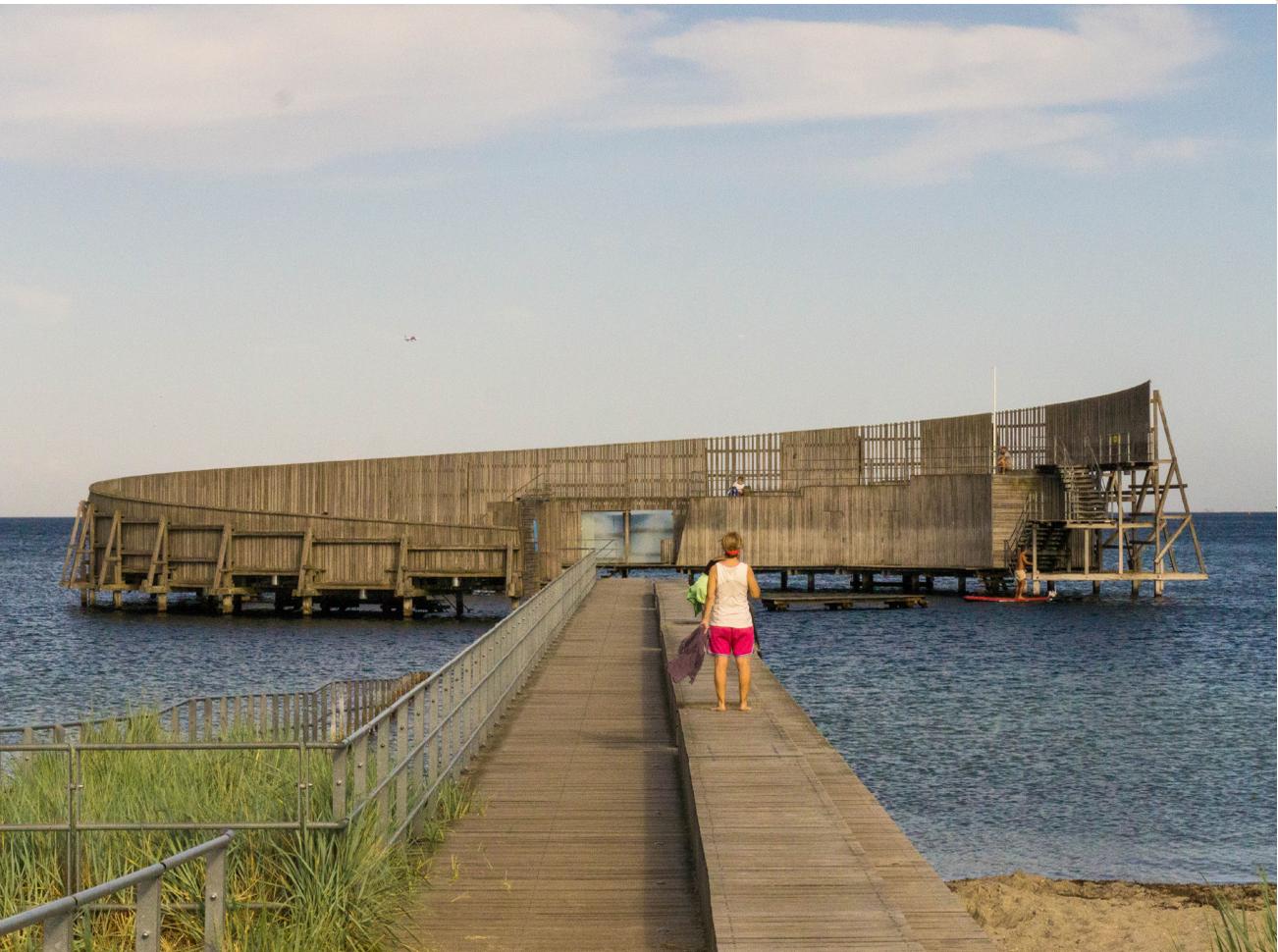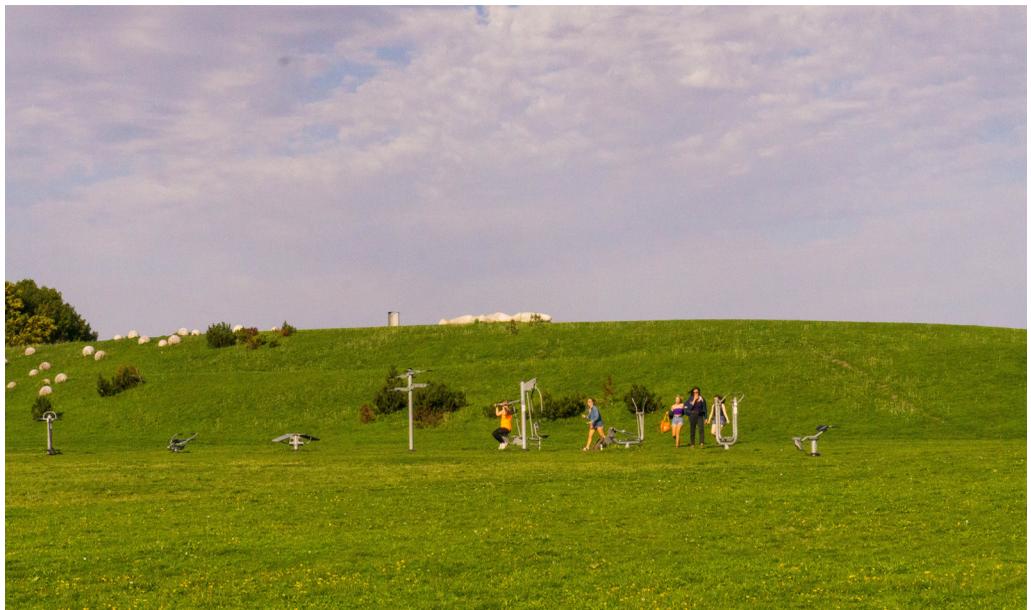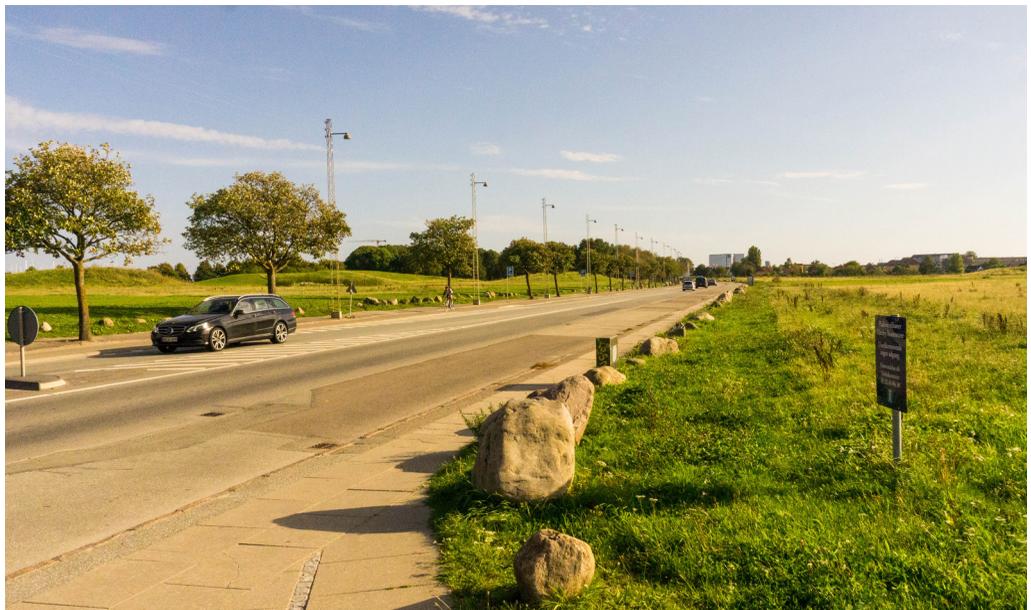
4.7 DESIGN PROCESS

The presented project is just the final part of a much **more complex process**, which has represented one of the key points in the writing of the present thesis. Assuming that an architectural project is not something for its own sake, it is indeed a symbol affecting sometimes irreversibly the landscape and the life of the people. For this reason a thoughtful and **resilient result** has been chased basing on the various needs.

For what concern the work done, it is stand out the need to compare with two fundamental aspects which have characterized the project itself. All of this created a **dynamic and continuous exchange** between the various considered fields which very often have modified relevantly some project choices.

The two considered aspects are the **Sharing Economy** and the city of **Copenhagen**. These two aspects influence themselves creating a various panorama of side aspects which can be summarized in two main topics. The first one is linked to the Sharing Economy and platforms, with them positive and negative aspects. The second one regards the Danish capital, its urban development and politics which characterized it in the last few years.

Moreover it has been very important to compare these categories and aspects to the **AirBnB platform**. Considering all of this, a unique solution has been the target of the present work which satisfies all the needs stand out in the analysis phase. Another in the design process was the addition of the relationship with the Danish studio of B.I.G.. In fact in the present work

it is also been chased the relationship between these two projects.

All this flow brought to not only to the development of the project, considering all the changes and variations given by the previous mentioned aspects, but also to different **scenarios**. The considered scenarios are basically just two and are completely different, despite considering the same aspects.

The scenarios are based on two questions: **"What if the Sharing Economy becomes the only kind of economy?" and "What if the Sharing Economy will be banned from the city?".**

However, it must be clarify that the analysis of the two scenarios is just a suggestion given by the evolution of the previously considered categories. In the deepening of the two scenarios the development of the projected architectures have been addressed thinking about the future. However, all of these scenarios are not a future planning, but are a mix of choices which modified the scenarios and the project themselves.

SHARING ECONOMY

legal issue

similarity of the space

Critical Issues

competitivity

protection of the user

economic   environmental

Strenghts

technology

social and cultural

AIRBNB

legal issue

ikeanization

Critical Issues

competitivity

protection of the user

economic   sustainability

Strenghts

global connection   slogans

city development

Urban
Analysis

B.I.G.'s
Projec

COPENHAGEN

city development

opportunities

accomodation
structures

Urban Policies

Project's Area

housing crisis

position

Opportunities

NO SHARING
SCENARIO

Critical Issues

PROJECT

Opportunities

G.'s
ect

SHARING SCENARIO

Critical Issues
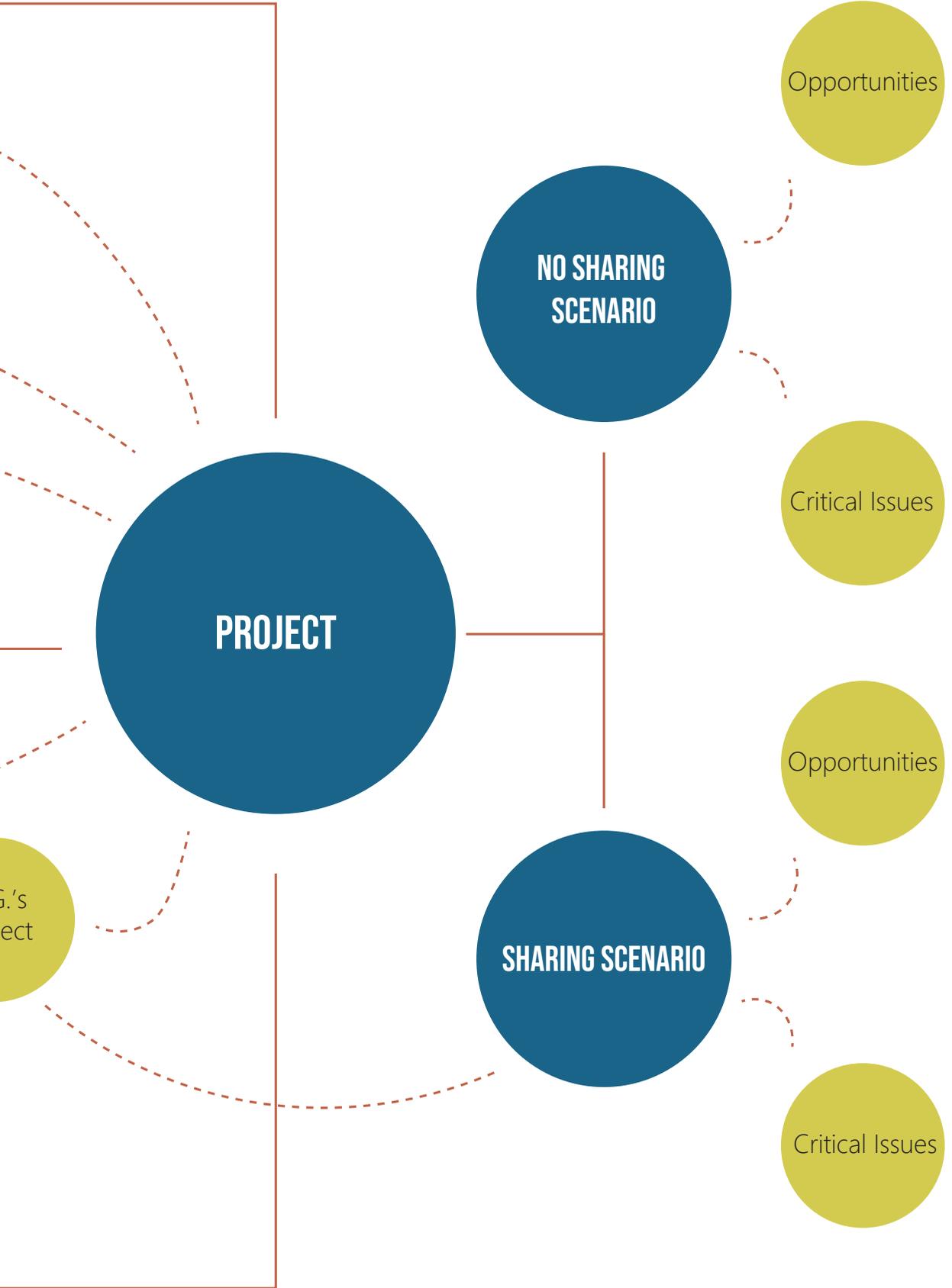
4.8 INFRASTRUCTURES

From a first analysis looking at the urban path it was possible to see as the **accommodation structures** able to host a certain number and kind of users are **very rare**.

It was noticed indeed that, despite the presence of some big city's infrastructures such as Blue Planet, Amager Standpark and the airport, it is not possible to find in the vicinities architectural structures capable to host people for both a certain short and long term. The few structures which it is possible to find are small hotels and B&Bs, sometimes difficult to reach.

It is also important to consider that the analyzed zone is a big node in the national landscape. This is given by the infrastructures connecting the Island to the city center and the rest of Denmark and the Sweden.

Public transports are usually efficient and very used, but certainly the presence of the M2 metro is very important in the easing of the movements. The M2 metro connects the airport to **Vanløse**, a district located in the Westside of Copenhagen. This district indeed is the last stop of the M1 metro (Vanløse-Vestamager). The two metro lines share the most of the tract.

The presence of different green lungs is very important in the considered landscape, even if sometimes they're very divided. These green areas make a single big green lung. This, apart from creating a various and colorful landscape in both Tårnby and Copenhagen, gives also the sense to find yourself in the nature and not in a man-made zone.

URBAN ANALYSIS

Legend

- ⊙ Metro station
- - - - Metro line
- City's edge
- Green area
- Highway
- Beach
- Building
- Infrastructures

0   10   20   30   40m

4.9 THE FLOWS

Once considered what surround the project area, the intersecting flows were analyzed. These have been summarized in six main flows:

- **Copenhagen flow**: flow of people and users moving from and to the city center with various transports like bicycles, cars, public transports etc.

- **Bike flow**: users flow using the cycling path. As previously said Copenhagen is the cycling capitol due to the presence of proper infrastructures connecting different parts of the city.

- **Sweden flow**: people flow coming from the Sweden, specifically from Malmö. The Swedish people working and studying in the Danish capitol are indeed a lot. In addition to this flow there is also the number of Danish people who move towards Sweden due to the rent's issue. All of this is possible due to the presence of the Øresund Bridge.

- **Danish flow**: flow coming from the rest of the nation. The people moving daily from other parts of Denmark for different reasons are indeed a lot.

- **Sea flow**: flow coming from the sea. The maritime connection is indeed very used in the both Copenhagen and Danish landscape. The port presence in the vicinities is very important for the development of this flow.

The aim of the project is not just to realize a resilient architecture, but also an architecture which can **condense a lot of flows** and be very living for all.

FLOWS

CPH FLOW
Flow of people and users moving from and to the city center

BIKE FLOW
Cycling flow from the city centre due to the presence of adequate structures

SEA FLOW
Commercial and tourist flow from the North Sea, Norway and Sweden

DK FLOW
Danish flow, important for the number of people who reach the capital from the rest of Denmark

AIRPORT FLOW
Flow from the airport, one of the most important in Europe

SWEDEN FLOW
Flow from Sweden, present due to the existence of the Øresund bridge

SEA FLOW
Commercial and tourist flow from Germany and Southern Europe

LEGEND
- Metro station
- Metro line
- City's limit
- Green area
- Highway
- Beach
- Building
- Flow direction
- Areas of interest

0 10 20 30 40m

4.10 USERS

Once the flows have been identified, the attention moved to the users intercepted by the flows themselves and their needs. It is very important to consider that **the identified users are not the classic users**. In fact, despite these can be identified as students, tourists, businessmen and families, it was tried to think about their necessities in the **nowadays society**. Every user in the last years changed his way of living the city, the knowledges linked to it and the staying period thanks to the internet development. To fully understand this, it is possible to think about the great amount of students who thank to the various **Erasmus** programs have the possibility to study and live in different city from their born-town for a period varying from **3 months to 1 year**. This change reflects also in the nowadays worker, who travels more with respect to the past. The users category more changed is the tourist's one. As previously said, his necessities are completely different with respect to the past ones, due to not only the mentality change but especially to what concerns the staying period. This period consists often in a weekend spent more likely in foreigns cities. In the past the average tourist traveled for a period varying **from a week to a month** in the most resounding cases. Moreover another important thing to consider is the fact that the period of the year when these users travel has changed. While in the past this migration happened in peak season periods (for instance in the summer or for the Christmas holidays), today the average tourist can travel all the year long.

"The traveling consumer of today (let alone in the future) is very different from any other time in history"[1]

This all research was possible thanks to the use of Statistik Denmark platform and its statistical data. These data permitted to find the numbers regarding the foreign students and workers, who the city hosts, and the numbers of Danish people who don't live in Copenhagen and who travel to the city center both for short and long terms. For the purpose of the users and their necessities, it was useful to use some platforms: AirBnB, Airdna and Inside AirBnB. Thanks to the analysis of the data and the feedbacks it was possible to identify the kind of average user and his necessities. It was noticed indeed that the platform is used by all the previously mentioned users, since they are finding dwellings for a short term during the research of a more stable and long term apartment. Considering the families, it was considered "Atlas of Copenhagens" to understand the diversity of them and their necessities basing on the household and the number of components, the incomes, the nationality, etc.

It was very important to verify the zones where it is more likely to find rented apartments and their price per square meter.

1 Aparna Raj The New Age of Tourism – And the New Tourist.

Users

Students

Short – Long Term
18 - 30

Tourists

Short Term
/

Businessman

Short Term
25 - 65

Family

Long Term
/

Private Spaces
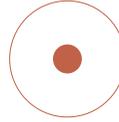
Sharing Spaces
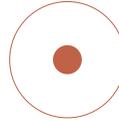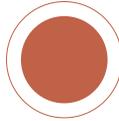
Flows
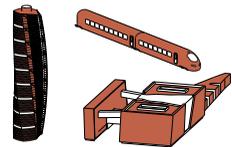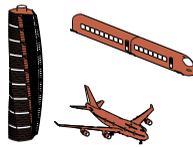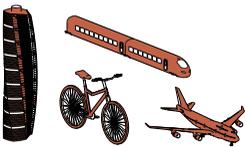
4.11 THE GATE

After the various previously considered analysis e after having found the project area on the **edges of the two municipalities**, the first design part started. This is given by the concept's research and by the project idea which will be developed in order to satisfy the various necessities. The position of the project area was very important in the concept's research. It was immediately thought about an ingress **gate** for the city of Copenhagen. This apart from being the access point to the city, is also **dynamic epicenter** for the various considered flows and users.

For what concerns the **idealization of the gate**, there has been a long research and analysis, especially for the traditional Danish accommodations. The research continued looking for the similar structures, even if they found a partly solution to the considered necessities.

The starting point in this research was the study of the Danish historical accommodation structures, the **Kro**. These historical inns were built in the 13th century thank to a royal decree released by King Erik Klipping. These structures were present in the whole Denmark and had the aim to host the king and the travelers during their journeys. The main characteristic is that all the Kro were a horse-day distant. Moreover they had not only to be equipped with kitchens and bedrooms but had to address the King's demands.

Another important reference for this gate's concept was the study of the Italian "**Autogrill**". These indeed, apart from being a symbol of the post-WWII Italian architecture (1950s), are also the symbol for all the travelers

CITY LIMIT

CITY LIMIT

CITY LIMIT
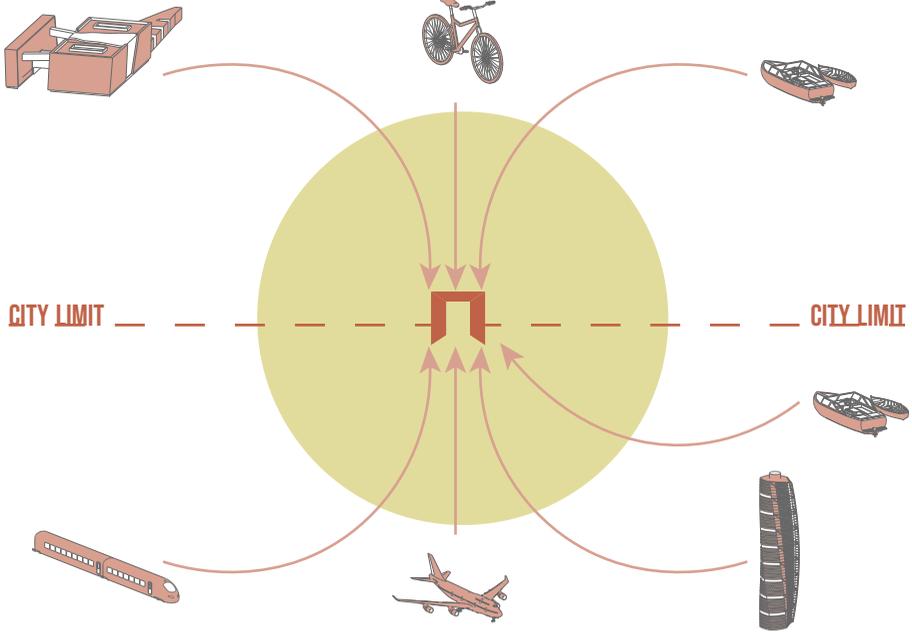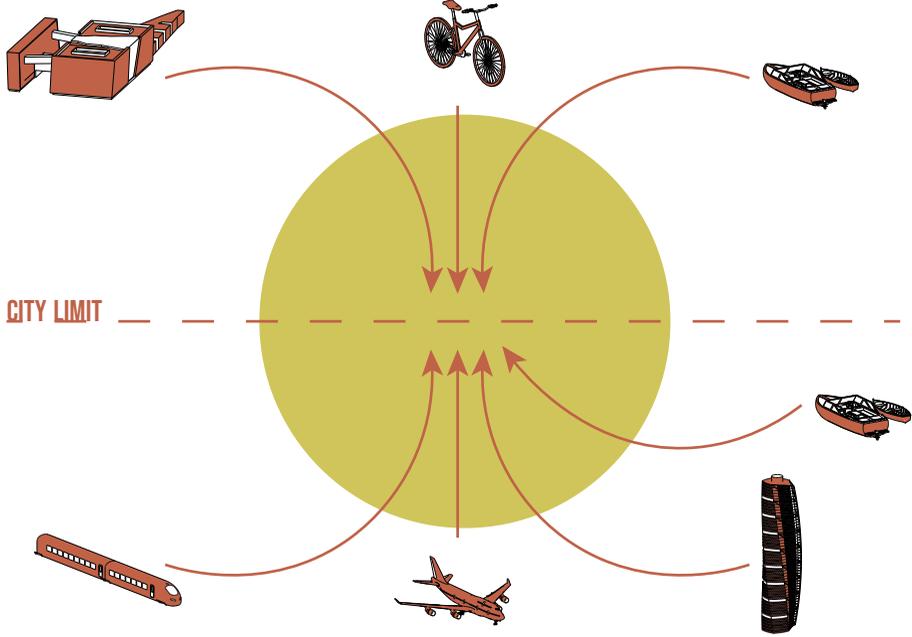
of a classic break and meeting place. The Autogrill is the place where it is possible to rest and spend some time during the travelers' journey.

4.12 GATE'S CONCEPT

For what concerns the gate's composition, a fundamental factor has been addressed also for the B.I.G. project: the view on the surrounding landscape and on especially the sea. A great attention is indeed given to this landscape also by the Danish architects' studio B.I.G. All of this can be noticed in the various steps of the concept:

- **The gate**: this was thought as a big entry door.

- **The displacement of the upper part of the gate**: creating a suspended bridge connecting the two vertical bodies.

- **The gate's translation**: this step permits a global view not only towards the sea but also towards the city and the other surrounding parts which characterize the landscape.

The last of the considered steps can be considered as the main one. This occurs because the gate was imagined not only as an ingress door of the city, but also as an i**ngress door the various flows and views**. The translation permits indeed not only the view towards Copenhagen, but also towards the Amager zone, Vestamager, the sea and the landscape. All of this permitted the creation of not just one gate, but four of them. From any angle, it is possible to see a gate which at the same time creates **four architectural windows on four different city's landscapes** and also a global view of Copenhagen from four different points of view.
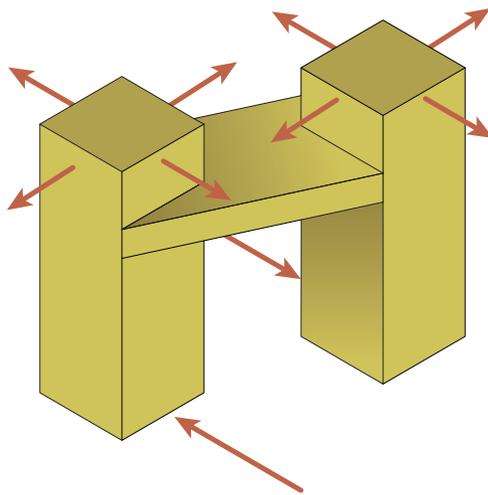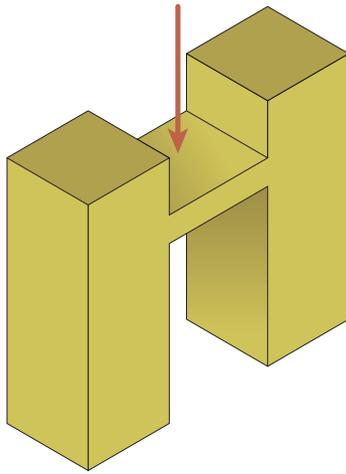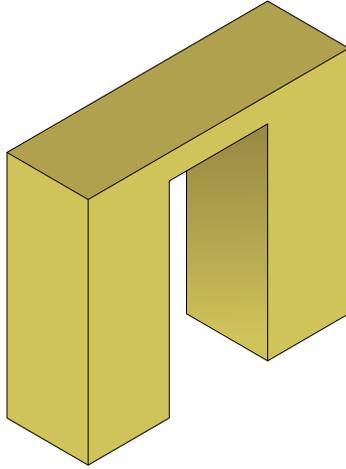
4.13 PROGRAM

The architectural program's elaboration starts from the analysis of the various users. In fact, since they have enough different necessities, it has been tried to address an adapt space to each considered typology, considering also the needed shared space. All of this was not considered just as a floor partition of the different users, but also as a **proper distinction between public and private space**, trying to create different spaces with respect to normal ones and **mixing various functions** basing on the users necessities.

During the **design process** a distinction between private and public spaces was addressed. This distinction reflected partly the near B.I.G.'s project. The ground floor was leaved **very permeable** and open to the meeting between visitors and users. On the other hand the upper floors are a little bit more private with respect to the other ones, but always accessible to the public, guaranteeing at the same time more privacy to the users.

As it is possible to see from the image, between each floor a shared space has been placed. This has been done because a key point of the intervention is the design of a proper **community.**

The construction on this community led to a **reduction of the private spaces**, reducing to the minimum for instance the area of the dwellings and increasing the common and shared zones by the users. This permits an **implementation of both the trust and interaction between unknowns**, which have always been some of the key points of the AirBnB platform and the sharing accommodation.

FAMILY TOURISTS

BUSINESSMEN STUDENTS

SHARE PUBLIC

PRIVATE

FAMILY TOURISTS
FAMILY PUBLICSHARE
FAMILY STUDENTS
FAMILY SHARE
FAMILY BUSINESSMEN
PRIVATE SHARE
PRIVATE PUBLIC
PRIVATE PUBLIC

FAMILY TOURISTS
FAMILY PUBLICSHARE
FAMILY STUDENTS
FAMILY SHARE
FAMILY BUSINESSMEN
PRIVATE SHARE
PRIVATE PUBLIC
PRIVATE PUBLIC

4.14 THE PROJECT DESIGN

For what concerns the project's composition point of view, the iter was based a lot on the B.I.G.'s project.

The presented projects starts indeed from one of the block buildings of the Danish architect's project, which has been adapted to the considered project's area. This links to the **Plateaux**, thought both as a commercial and covered transit zone. The cited Plateaux creates a **third "C"** represented by the small port, adapting itself to the perimeter of the lotto.

In addiction the Plateaux was thought as a usable part of the building, creating also a usable **rooftop**. For these reasons some ramps were inserted at the extremities of the stairs which allows the use of not only the various gear on the rooftop, but also creates a panoramic spot towards the designed park and the sea.

For what concerns the park in the inside courtyard of the project, also this was based on the B.I.G.'s project. In this case, on the other hand, the block buildings were considered in a negative point of view. The zigzagged block building **have been indeed mirrored defining the paths of the park**. The tower plays an important role in the whole project. Theoretically, it is the superimposition of present skyscrapers on one of the B.I.G.'s block buildings. In the other hand, they link to this last one with a bridge connecting the tower itself with the realized raising on one of the skyscrapers. The dwellings' layout of this last one is the same of the present apartments in the Danish architect's project. In this way it is possible to create a **relationship between the two interventions**, ensuring a **non-invasive** project

1. B.I.G PROJECT

2. SUM CREATE THESIS PROJECT

3. ACCESSIBILITY

4. THE THESIS PROJECT

5.A B.I.G. PROJECT'S HIGHRISES

5.B B.I.G. PROJECT'S BLOCKS

6. MIRRORING THE BLOCKS BY B.I.G

7. THE MIRRORED BLOCKS CREATE PATHS
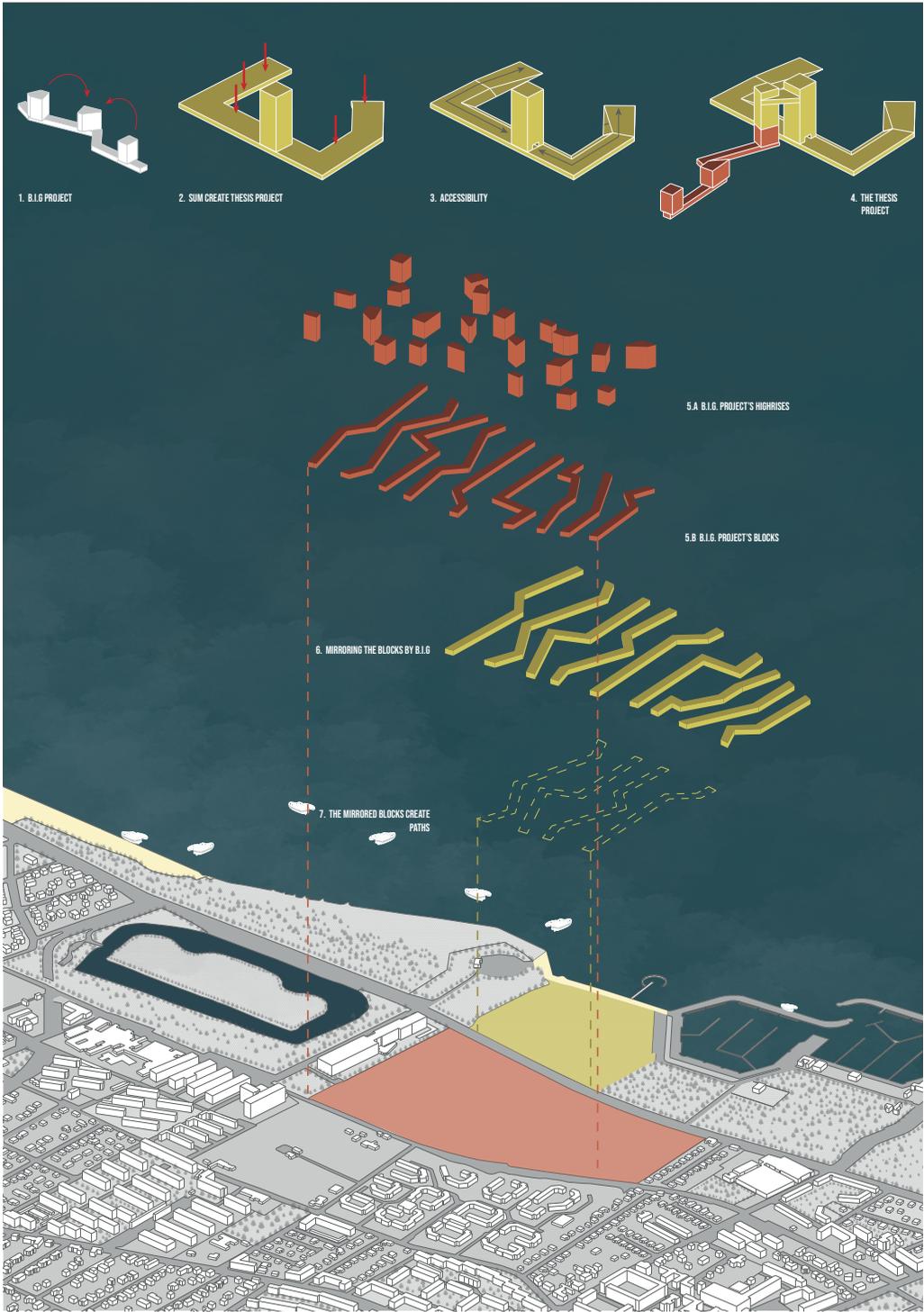
4.15 THE COMMUNITY

As previously said, one of the key points in this project is the will to create a proper **community both on the short and long period**. In order to achieve this, the surfaces of the shared spaces and the section of the building itself were analyzed.

The vertical distribution of the project is placed at the **center of the tower** with the specific aim to show the opening and the clearness of the building itself. All of this helps to implement the sense of community. Theoretically, this can be translate as a cylinder digging the main tower. This pit apart for defining the stairs' perimeter, space which globally is seen not only as a assigned element but also as a sharing point rich of **dynamism**, defines also the main **atrium** fully open spaced and the well of natural light. This last one allows the users to benefit of the natural zenith light, increasing also the view points of the floors. The emptying of the tower permitted indeed to implement the relationship and sharing space, making each floor completely clear and visible from different perspectives and places.

The study of the **Narkomfin of Moisei Ginzburg** was very useful in this step and also in the design of the project. The design will of these apartments, symbol of the soviet modernism, was to push the citizens towards a living and collective way, based on the change of the use of the distribution and shared spaces.

This was achieved also with thinking about the classic layouts of the dwellings. In fact these were designed with different surfaces based on the privacy's level.
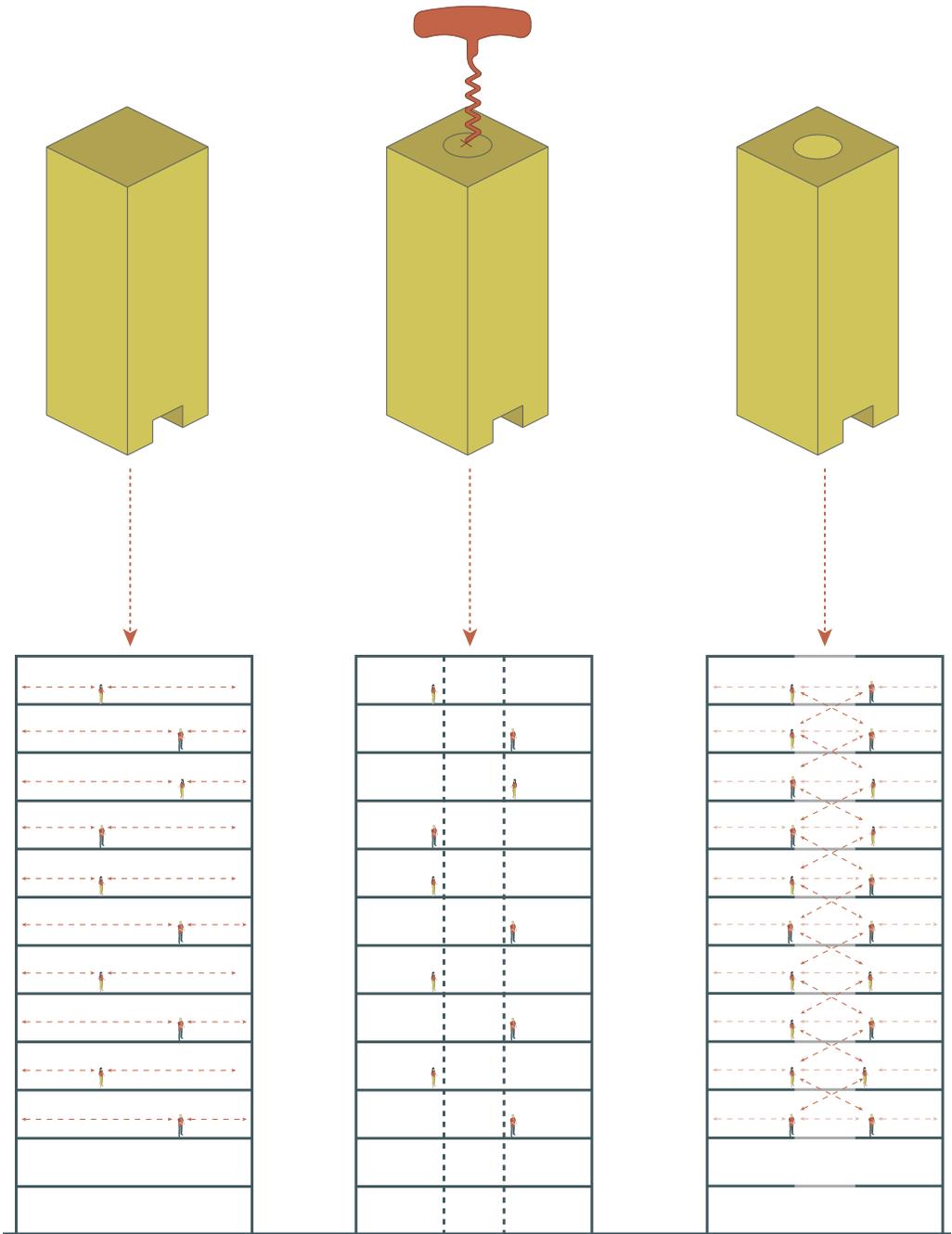
4.16 THE FOUR SEASONS PARK

Another fundamental aspect of the project is represented by the construction of the Landscape and its integration not only in the urban path, but also with the B.I.G.'s intervention.

For what concerns the naturalistic intervention for the shaping of the landscape, the goal was to point not only on the uniqueness of this last one, but also on **the sensation and the temporary.** The whole park next to the architectural intervention has the aim to offer to the users not only the green lung function, but **also a sensorial park where it is possible to live a unique experience**.

This is linked also to the uniqueness of the country itself which, depending on the **period of the year**, offers opposing sensations. All of this was possible with the study of certain **arboreal species**. These were chosen basing on the kind of soil, on the local species aware in the area and specifically on the fruiting period.

In fact this permitted the construction of a **park livable 365 days per year** and at the same time permitted to have a different impression of this in every season.

All the arboreal species were selected basing on the **florescence and fructification periods** and also on the local species of the Danish area and of the Scandinavian peninsula. Moreover a study regarding the position was conducted. Since the area is next to the sea, the selection of the plants was indeed made also basing on their strength and growth capabilities with the presence of water (in the case of high tides), wind and especially salt.

In conclusion, inside the Four Season's park it is possible to find different kinds of arboreal species, divided in high-trunk trees and bushes. They have

been selected also basing on their height and other characteristics:

- High-trunk trees:
  - Country maple
  - Oak
  - Birch Sunrise
  - Weeping willow
  - Prumus sargentii

- Shrubs:
  - Hawthorn
  - Erica Darleyensi
  - Juniper
  - Trifolium Pratense

1. SPRING

2. SUMMER

3. AUTUMN

4. WINTER

PLANIMETRY OF THE FOUR SEASON PARK

0   2   4   6   8m
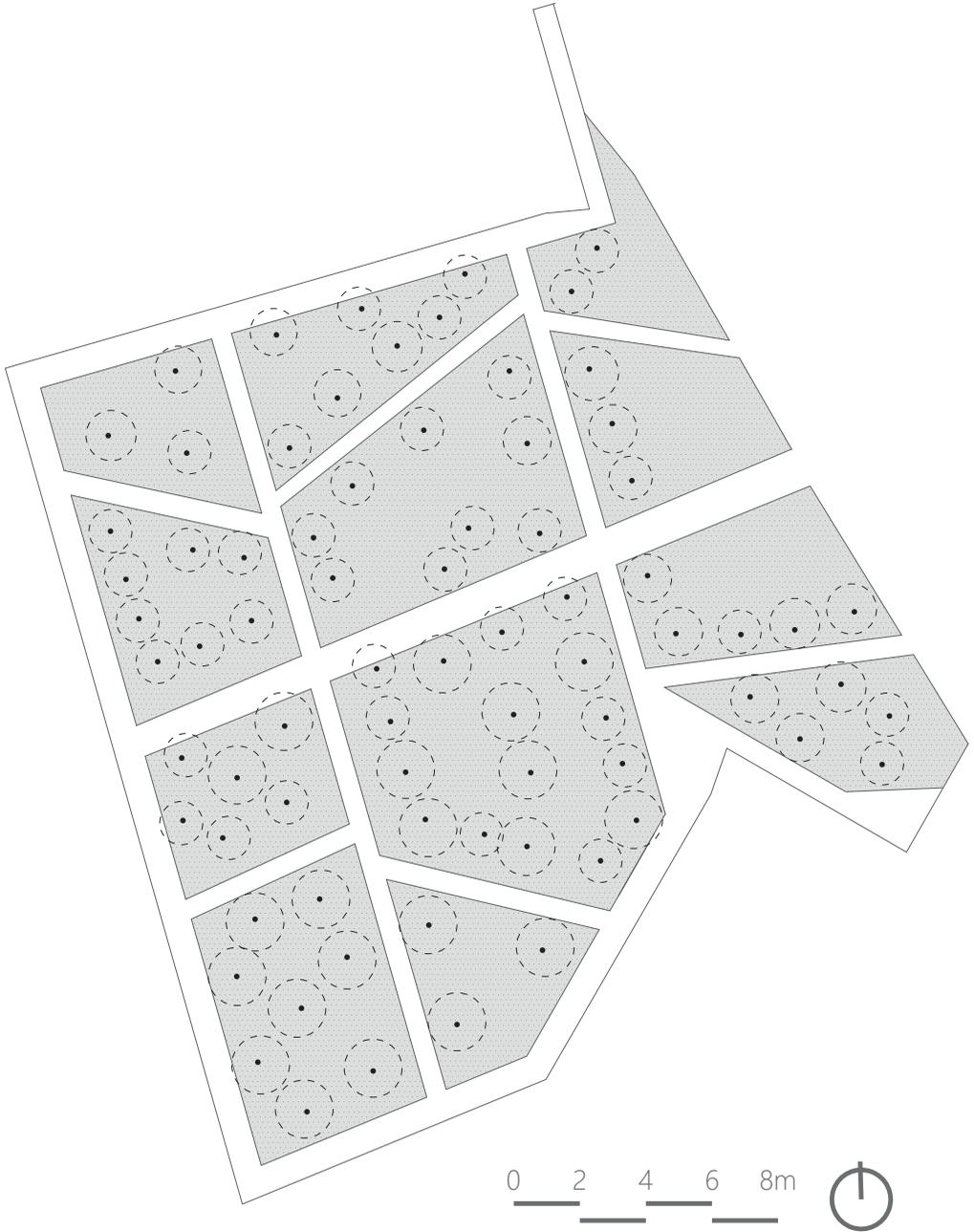
TREES AND SHRUBS

Height: 10 m
Crown: 4-6 m
Flowering: April - May
Fructify: Winter
Terrain: drain
Growth: fast

MAPLE - PERIOD OF FRUCTIFICATION

SP   SU   A   W
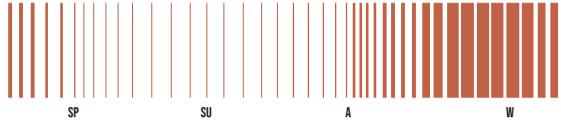
Height: 25-40 m
Crown: 12 m
Flowering: April - May
Fructify: Autumn
Terrain: land with rinsings
Growth: slow

OAK - PERIOD OF FRUCTIFICATION

SP   SU   A   W

Height: 25 m
Crown: 10 m
Flowering: March - April
Fructify: Winter
Terrein: soil
Growth: medio-lenta

BIRCH - PERIOD OF FRUCTIFICATION

SP   SU   A   W
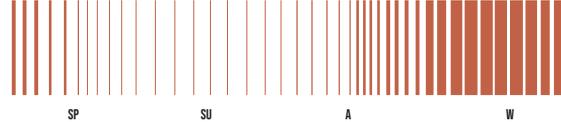
Height: 20 - 25 m
Crown: 8 m
Flowering: February - March - April
Fructify: Winter
Terrein: soil
Growth: slow

WILLOW - PERIOD OF FRUCTIFICATION

SP   SU   A   W
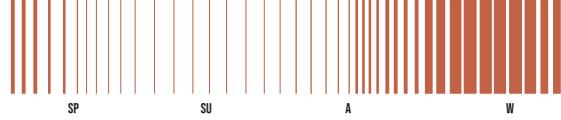
Height: 25-36 m
Crown: 6 m
Flowering: March - April
Fructify: Spring
Terrein: soil
Growth: fast

PRUMUS SARGENTII - PERIOD OF FRUCTIFICATION

SP   SU   A   W
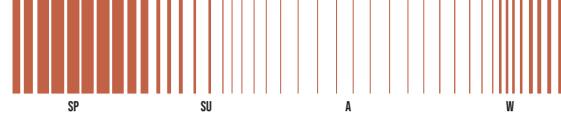
Height: 50 cm-6 m
Crown: 4-8 m
Flowering: May
Fructify: Autumn
Terrein: drain
Growth: slow

HAWTHORN - PERIOD OF FRUCTIFICATION

SP   SU   A   W

Height: 2-3 m
Crown: 5 m
Flowering: June
Fructify: Winter
Terrein: drain
Growth: fast

ERICA DARLEYENSIS - PERIOD OF FRUCTIFICATION

SP   SU   A   W
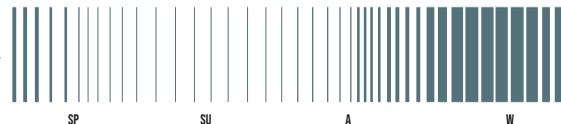
Height: 4-8 m
Crown: 8 m
Flowering: April - May
Fructify: Summer
Terrein: soil
Growth: slow

JUNIPER - PERIOD OF FRUCTIFICATION

SP   SU   A   W

Height: 60-80 cm
Crown: 3,5m
Flowering: marzo - aprile
Fructify: Autumn
Terrein: soil
Growth: fast

TRIFOLIUM PRATENSE - PERIOD OF FRUCTIFICATION

SP   SU   A   W

VIEW OF THE PARK

COPHENAGEN
HYGGE GATE

CHAPTER

5

ARCHITECTURAL DESIGN

5. ARCHITECTURAL DESIGN

The various steps described above represent only the **first part of the design process**. It shows not only the complexity of the different traditional functions and the architectural program, but also the capability of the project to join in a single place numerous types of activities and spaces. Work, living, living and sharing, developing hybrid spaces.

This chapter focuses on the internal layout of the project taking into account all t**he spaces available** for the users and others. The project highlights various elements that coexist. These deserve an exceptional look:

- **The plateaux**, divided into tunnels and uppert parts

- **The tower**, where is developed the entire structure

- **Buffer zones**, floors that act as filters between different types of users

- **The Skybridge**, a connection area between the two towers

- The tower of the B.I.G project

In this chapter it will be shown how these traditional spaces have been designed to minimize private zone and to increase sharing one. The public and **shared area** occupy most of the surface of the intervention's lot.

The sharing spaces inside the tower are distributed in order to be used at the same time not only by the residents of the structure itself, but also by **outsiders**. This will create a **meeting point**, and a recognizable configuration of a strong community, in both short and long term. Even though the central topic of this thesis is to think about the meaning of **sharing space**, it has been necessary to considerate also the **private sphere**.

During the conceptualization of the project and the study of the spaces, we looked at the **collective residents**, a typology that has been always extremely complex and articulated. This, very often, moreover during the first years of the modernism, has been a failure.

The main intention is to think about this type of residence and above all to work on what are the **collective spaces**. Thus to **minimize the private spaces** and, at the same time, to create and later support the c**ommunity inside the architectural project.** The architectural space should not be affected by the concept, and need to be studied according to the urgency of each individual user.

The challenge has been to rethink the collective spaces in the architectural part. These are not only seen as spaces for sharing, but also as real **hybrid places that mix similar functions**. They are located in specific places

according to the expected users.

5.1 REFERENCES

The entire analysis and research carried out previously, played an informative role on what is the Sharing Economy/Platform Economy and the AirBnB phenomenon in general and in the case of Copenhagen. This work has also pointed out some key points the has been the base for the architectural project.

Therefore, in this phase, we looked for architectures that follow the program's key points.

- **Program that develops architecture**

- **Architecture as a flow condenser**

- **The flows that develop the program**

- **Hybridization of space**

5.1.1 PROGRAM THAT DEVELOPS ARCHITECTURE

Regarding the first point, i.e. the flows that develop the program, the **Downtown Athletic Club**, described by **Rem Koolhaas** in Delirious New York, as been taken as a reference of receptive architecture. This project is one of the skyscraper that composes the skyline of the city of New York. **From the outside it looks like any other skyscraper**, a glass and brick façade. **The interesting aspect of this building is the inside in which**

is developed a programmatic architecture extremely articulated. This 38-floors skyscraper (163 meters high) hosts various types of functions and different kind of sports equipment, such as squash and handball courts, swimming pools, billiards rooms, garage rings, golf courses, spas and roof gardens. In addition to these other classic functions as the dining room, lobby and bedrooms.

> "In the Downtown Athletic Club each "plan" is an abstract composition of activities that describes, on each of the synthetic platforms, a different "performance" that is only a fragment of the larger specracle of the Metropolis."[1]

A multiplicity of functions merged in a single skyscraper, in a single block, that gives life to a city within a city, to a **condenser of functions and activities**.

> "In the Downtown Athletic Club the skyskaper is used as a Constuctivist Social Condenser: a machine to generate and intesity desirable forms of human inercourse." [2]

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1 Koolhaas R., *Delirious New York*, Electa, Milano, 1978 p.143

2 Koolhaas R., *Delirious New York*, Electa, Milano, 1978 p.142

PROGRAM DEVELOPE THE ARCHITECTURE
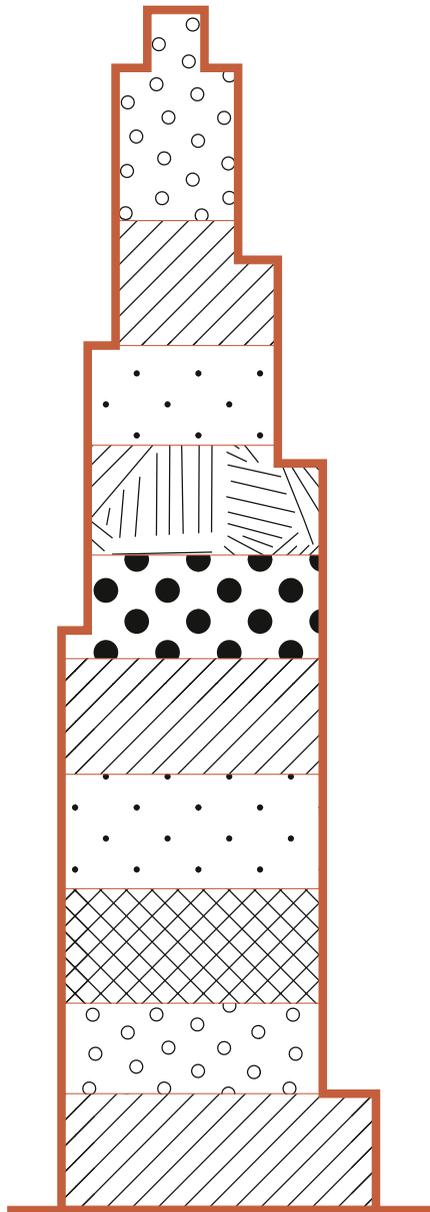
Section Program of Downtown Athletic Club.

Addaptive to a multiplicity of programs

Plan Program of Downtown Athletic Club

The plan can adapt to different programs.
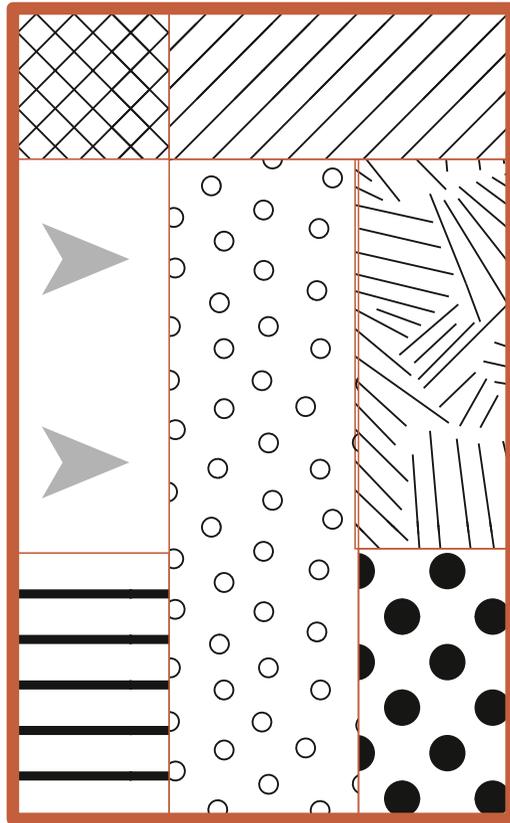
DOWNTOWN ATHLETIC CLUB, NEW YORK, 1931

5.1.2 ARCHITECTURE AS A FLOW CONDENSER

For what concerns the flow that develop the program, the unbuilt **Sea Terminal Zeebrugge in Belgium** by OMA, has been taken as reference. Taking inspiration from the **Tower of Babel**, the building's target was **to mix different types of flows and users**, hosting them into a structure suitable for all kinds of needs and temporariness.

The project should have been a real car for the city, aiming not only to collect in a single point every possible activities and vehicle, but also to be as efficient as possible.

The lower part of the building has been designed to accommodate various users and to allow the transit of different transports, such as boats and cars, giving the chance to exchange goods and passengers without creating confusion among the gates. The upper part was developed in order to host a variety of functions. In the project were inserted in addition to the classical functions of a terminal, also a hotel, a cinema and a panoramic rooftop facing the surrounding in all 4 directions.

The Zeebrugge could have given life to flows and movements within the city itself, integrating all the points of the program in a single building, and could have been a landmark recognizable from all the surrounding landscape.
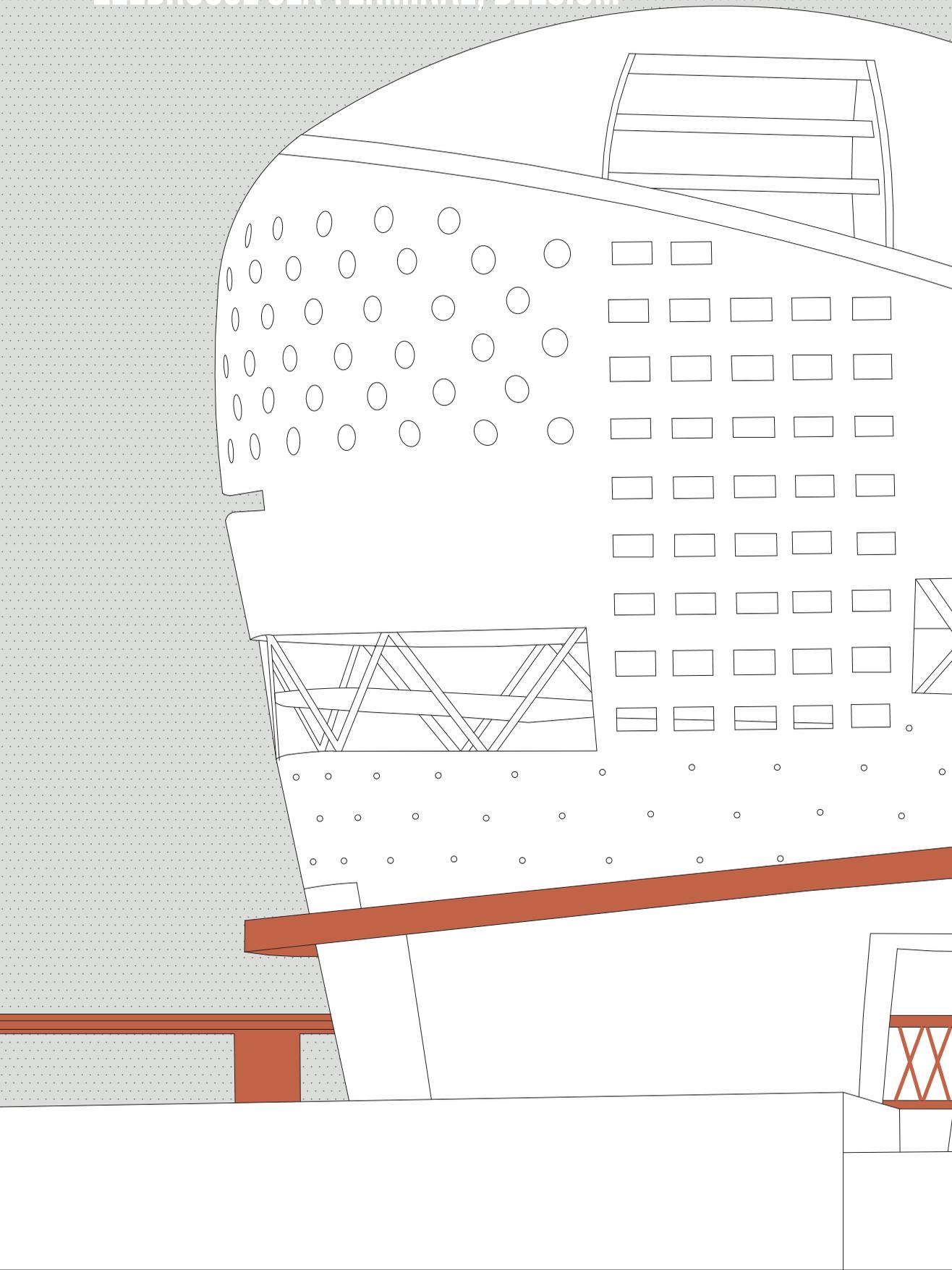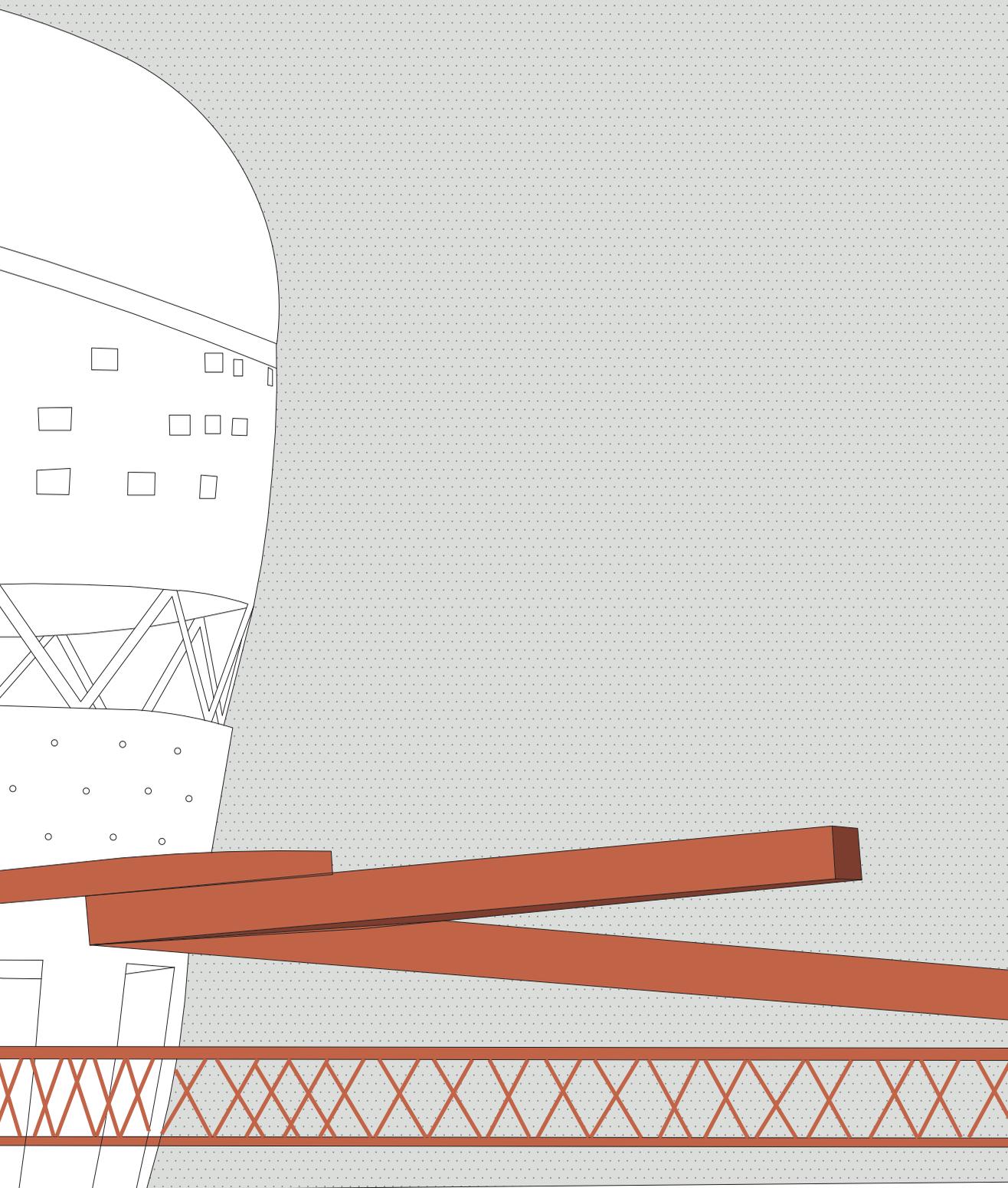
5.1.3 THE FLOWS THAT DEVELOP ARCHITECTURE

Another building that perfectly expresses the idea of flows that develop the architectural space and architectural program, is the buil**t Danish Architecture Centre (DAC) BLOX**, designed by Ellen van Loon and Adrianne Fisher and the OMA group.

The project host not only the DAC, but also **numerous types of spaces**: exhibitions, offices and co-working spaces, a cafeteria, a bookstore, a fitness center, a restaurant, twenty-two apartments and an automated underground public parking. Despite the **mixture of functions** that coexist inside, this architecture found is strength in how it fits perfectly into the city. By time it has become a central point of attraction for different flows.

The BLOX, located in a block with a great industrial past, is developed on 11 floors, 5 are: the Black Diamond.

The project embodies perfectly the **life of the city**. It is crossed by several path, from cycle-pedestrian to cars, and gives the chance to admire the city from different views. In addition to this series of paths which connect different flows, it's necessary to give importance also to the **relationship that has with the water**, since it is located on one of the most important waterfront of the city.

The channel passing beside shapes the building itself, giving importance to the great **transparent façade**. This makes the architecture permeable from different points of view: the route and the sea. The relationship with the water is reinforced by the terraces and the **promenade** that passes right in front the building.

The promenade passes below the water level, along the wharf wall and continues through the entire building connecting the old **playground**, which has been incorporated into the new structure. It has been shaped as a partially covered and terraced public space, hybridizing it with an open-air cinema.

What makes this architecture an excellent example of **flows that develop the architectural program** is the capability to **hybridize several functions**, the intersection of path and the ability to incorporate various types of flows.

The hybridization is stronger and more remarkable in the inner core. Here, despite the fact that the DAC is located in the center of the building, have been designed different spaces, from the living area, the museum, the BLOXHUB (a multidisciplinary incubator for sustainable development). The central idea is to conceive a pole of innovation, to design a small city inside the city.

One of the main strengths of the building is certainly the permeability. In fact DAC is accessible to many different types of users, from children to workers, making it a center of development for the whole city.

FLOWS'S PROGRAM
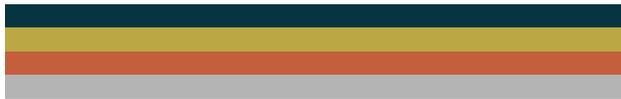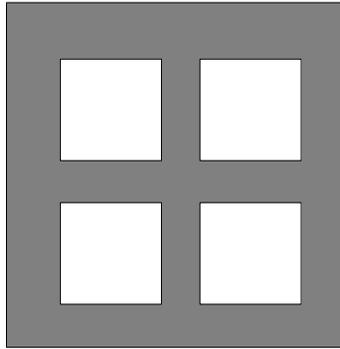
Plan Program of BLOX DAC by OMA. (part 1)

Plan Program of BLOX DAC of OMA. (part 2)
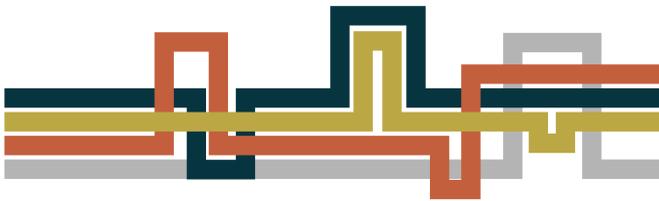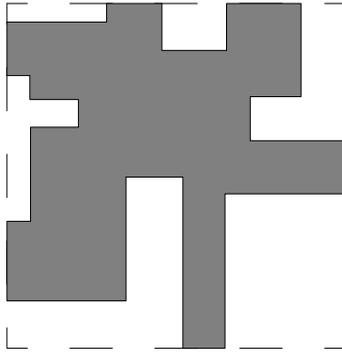
BLOX / DAC, COPENHAGEN, OMA, 2017
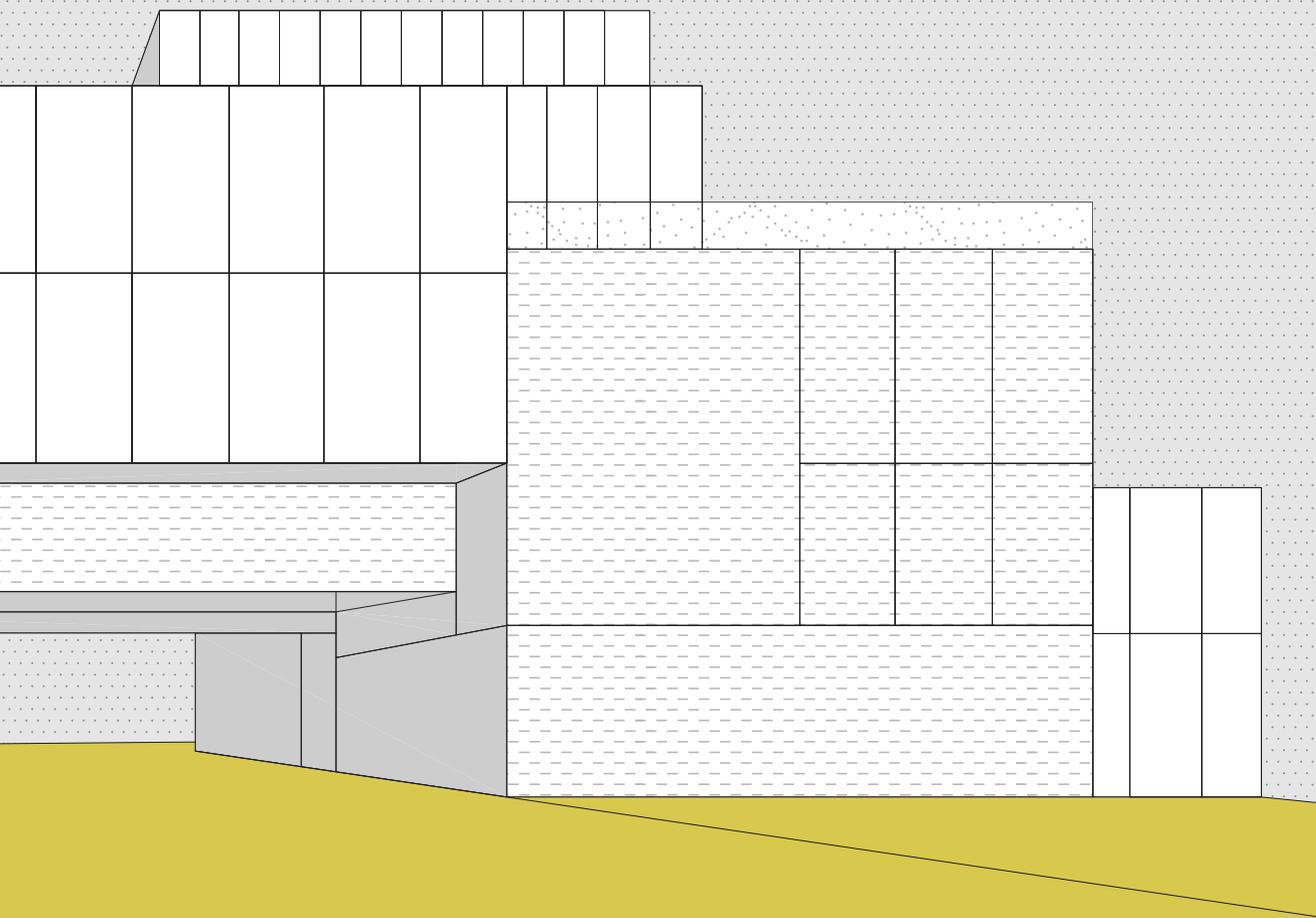
5.1.4 HYBRIDIZATION OF SPACES

The hybridization of spaces and the connection among these are some of the fundamental topic of this project because the general will is to integrate not only different spaces, but especially, a **mixture of uses**. This should be made overcoming the **distinction between public and private**, and combining the two with everything that is shared or that can be shared.

Steven Holl's Linked Hybrid in Beijing has been taken as an important reference in this thesis. The plot us mainly composed by towers joint together with a series of bridges. These, in addition to their standard function of connection, host many other **attractive functions** for those who do not actually live inside the project. The complex is located next to the old wall of the metropole of Beijing. It aims to contrast the current urban development of the Chinese city, and to create a **new permeable urban space**, opened to the public from all the sides. The project is probably based on the principles of the vertical city.

The urban public space develops around the complex and within it, creating a mix of multifaceted areas as well as many others path. Thus making the whole intervention a continuous hybrid, creating the feeling of belonging in an open city within a city. The open spaces aim to promote interactive **relationship among users**, to encourage meeting in public spaces and to create different uses, from commercial to residential, from education to recreation. **The entire complex can be considered as an urban space**, studied in three dimension in which the elevation, the underground and the open spaces merge together in a single architectural project.

The ground floor offers several open passages that makes the entire project fully accessible for both residents and public. These passages ensure a small-scale micro-urbanism, while the shops in the inside that surround the large open square activate a macro-urban space. All the public functions on the ground floor, including a restaurant, a hotel, a Montessori school, a kindergarten and a cinema, have a connections with all the green spaces characterizing the project on different levels. In fact, the intermediate level hosts a varied number of walkable rooftop. These, in addition to public spaces, provide quite green spaces. In the roof of upper part of the eight residential towers, the gardens are private and are directly connected to the penthouses. The skybridges located to the 12th from the 18th floor are the core of the project. These, nowadays, host swimming pool, fitness room, cafeteria, an art gallery, an auditorium and a mini salon. The bridges that connect the eight residential towers and the hotel tower offer spectacular views of the city at all times of the day.

Thanks to the **hybridization of the interior spaces** and the **connections made by the bridges**, the **complex generates a series of precise urban development** and evolves the simple linear micro urban vision into a semi-circular one. The architect wanted to modify the urban space through juxtapositions. The public and the private, closed and opened spaces, are questioned to generate newer and unexpected spaces. Moreover, the building acts as a social condenser giving birth to constant random relations, and to a special experience of city life, for both residents and visitors.

LINKED HYBRID, BEJING, STEVEN HOLL, 2009
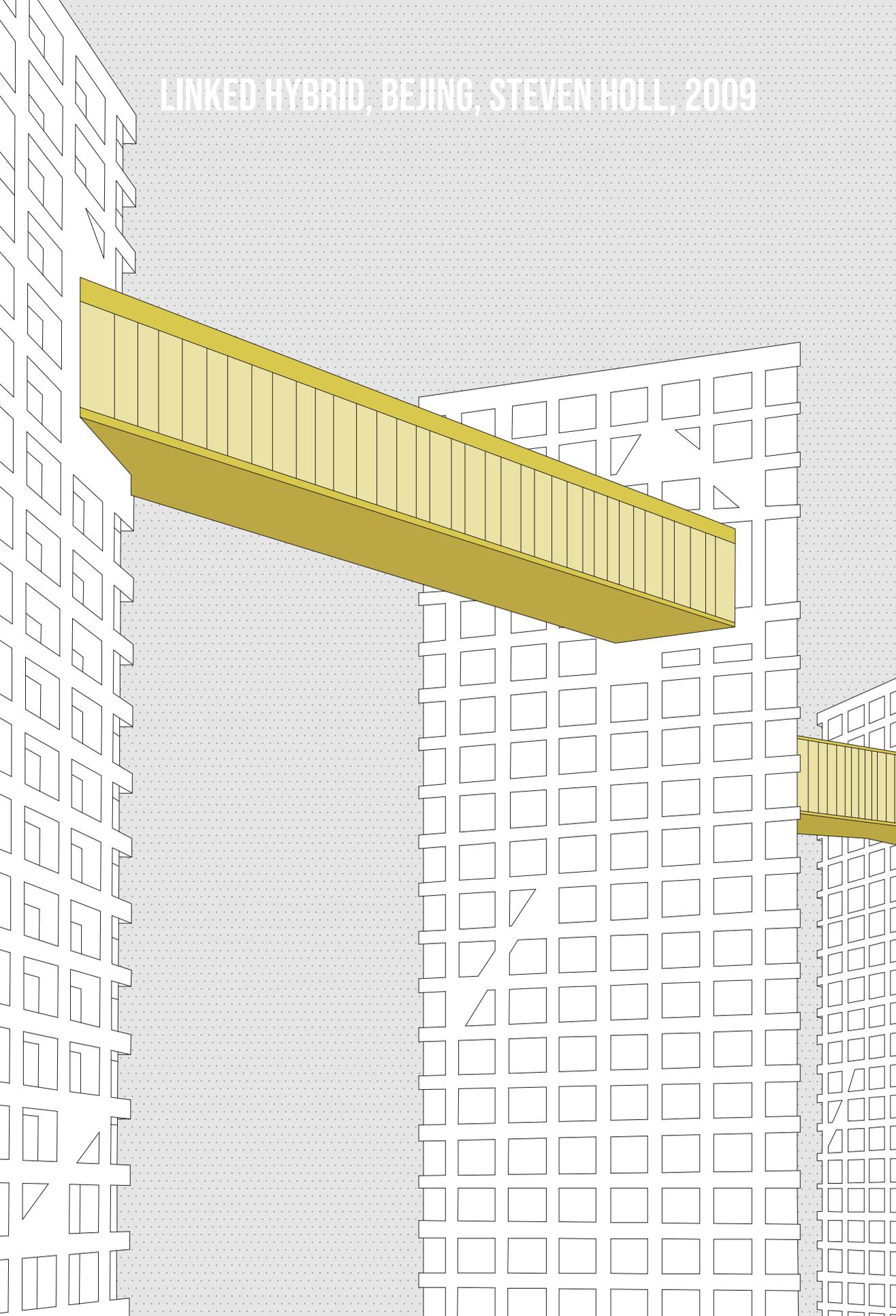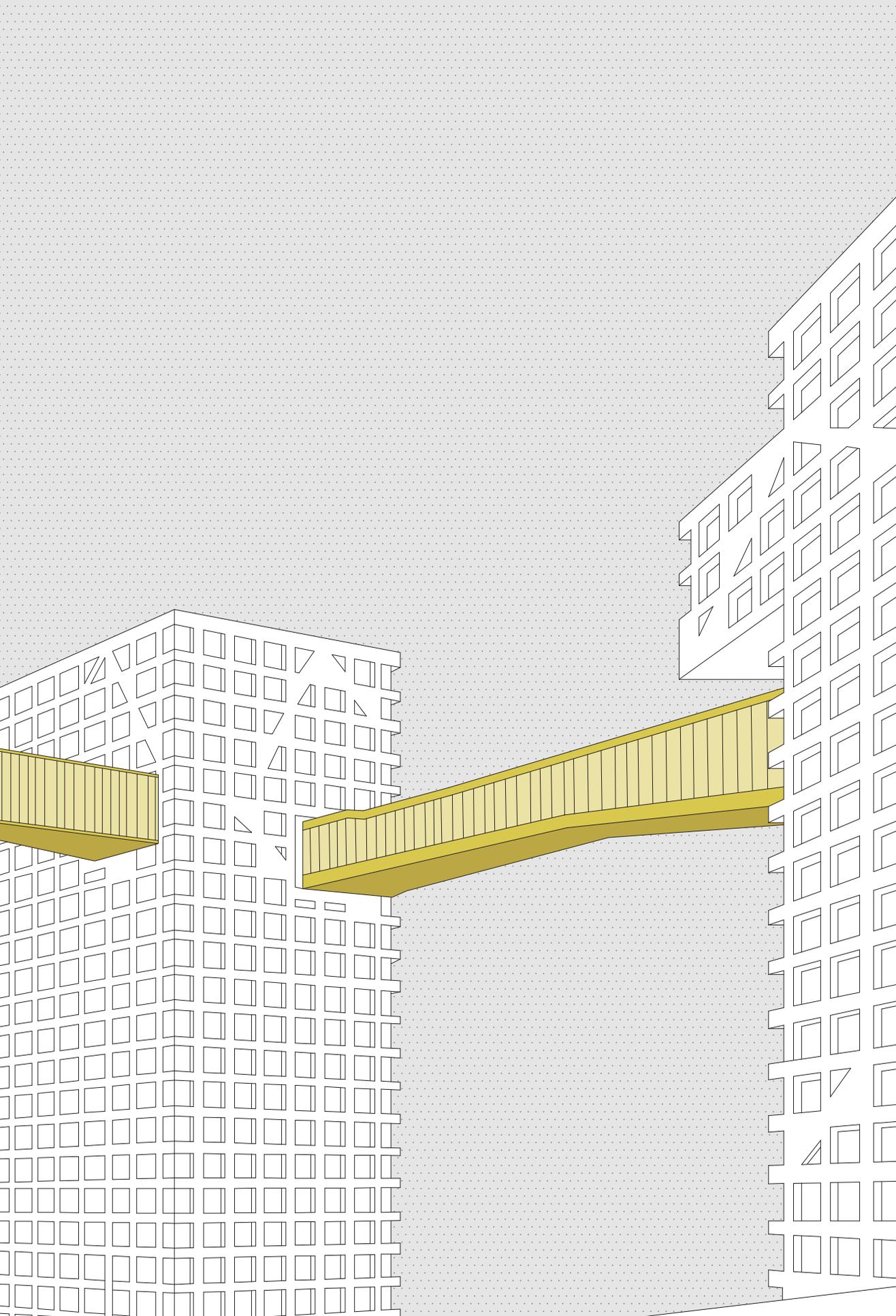
5.2 THE PLATEAUX

The basement is basically **made up of two parts**, the lower and the upper part. These are **completely accessible from cyclist and pedestrian**. The project of the plateaux is the response to several problem of the city of Copenhagen. In fact the project area is located at a lower level than the sea, and it has always been exposed to strong winds, low pressure, very frequent rainfall and by time the **rising waters**, causing huge phenomena of flooding. Since all these scenarios are plausible, we started to look for a solution. This should have taken into account both the problems and the possibility of the population to use the building in the future. The citizens very often spend their free time sitting together on the stairs of the shore, looking at the sea. We wanted to propose this image again so we started the basement as a plateaux provided with a series of raps and stairs. These design access for various types of users and also offers areas to rest and seat for those who want a closer contact with the water and nature in general.

The delicate "C" shape, which fits perfectly in the perimeter of the plot area, embraces the Four Seasons park and creates a further point of view. The shape is also connected with the base of the skyscraper designed by B.I.G.

The lower part hosts several commercial facilities, offering to visitors and residents useful activities which are not present in the surrounding area. In the inside we also find a large parking lot for bicycles, allowing even the visitor to have spot. The access to this area is also simplified thanks to the presence of the park. Here we find openings that recall the **"Vomitorium"** of the Roman amphitheaters.

The upper part follows the same design. The structure, thanks to the system of ramps and stairs, is fully accessible by the beach and the continuous green strip. This passes inside the Amager Standpark up to the **Four season Park**, creating with these a quiet **promenade that faces the sea and the surrounding nature**. This area hosts on one side a full **accessible playground** for children and adults, areas for sitting and relaxing in greened areas. The natural zenithal light is permitted by some light wells. The other side is designed and equipped to be an area for temporary events such as picnics. As for the others side, the vegetation plays an important role for the control of the light. Also in this case various light wells and small flower beds articulate the space around.

In short, the **plateaux has a double meaning and value**. On one hand it closes and protects the inside from the rising water, and on the other it absorbs the life of the city thanks to the paths that connect different part of the project trying to join all the needs of the users.

The central aim was to look for something that could unite and could be used both by the internal users of the area and by the surrounding population, making the project more and more alive and heterogenous.
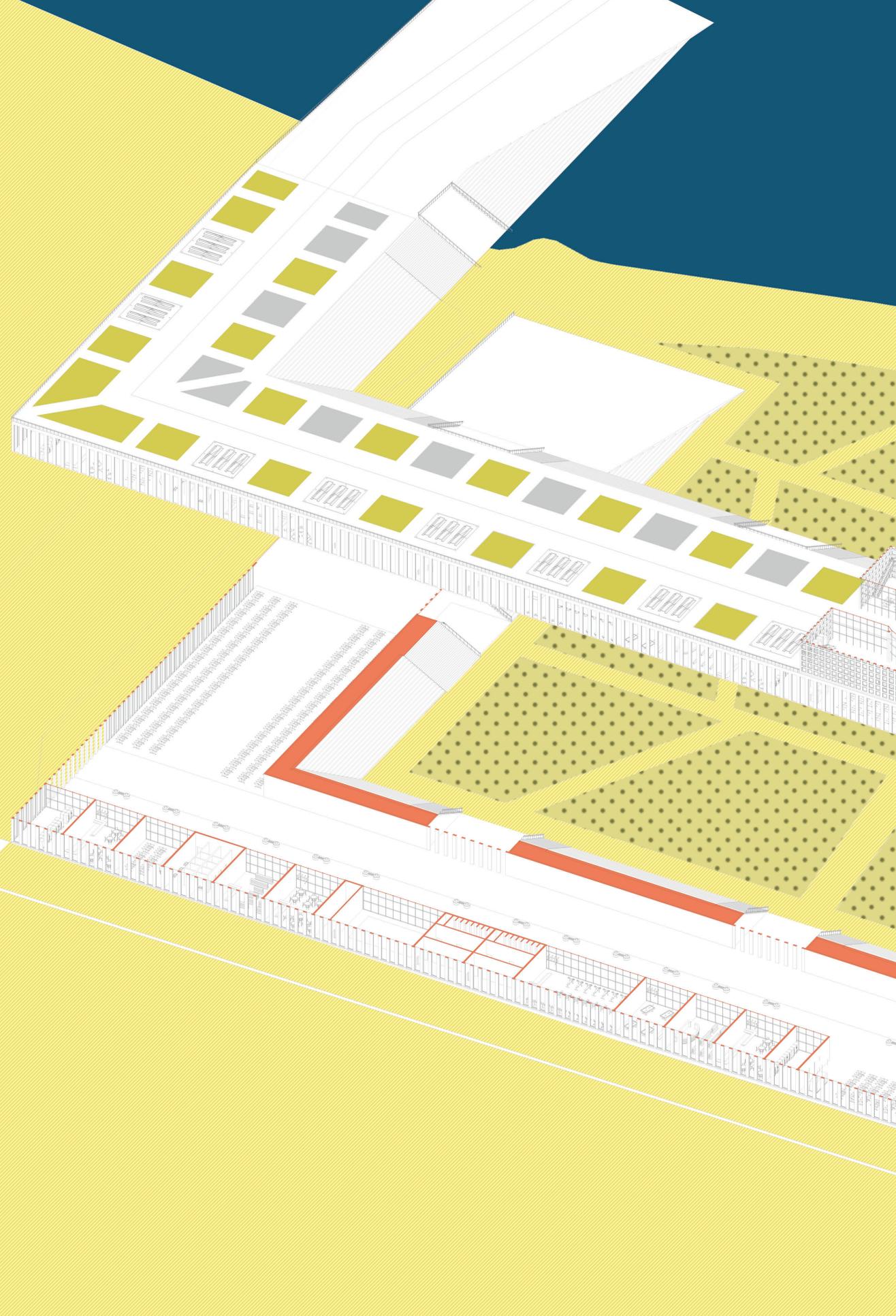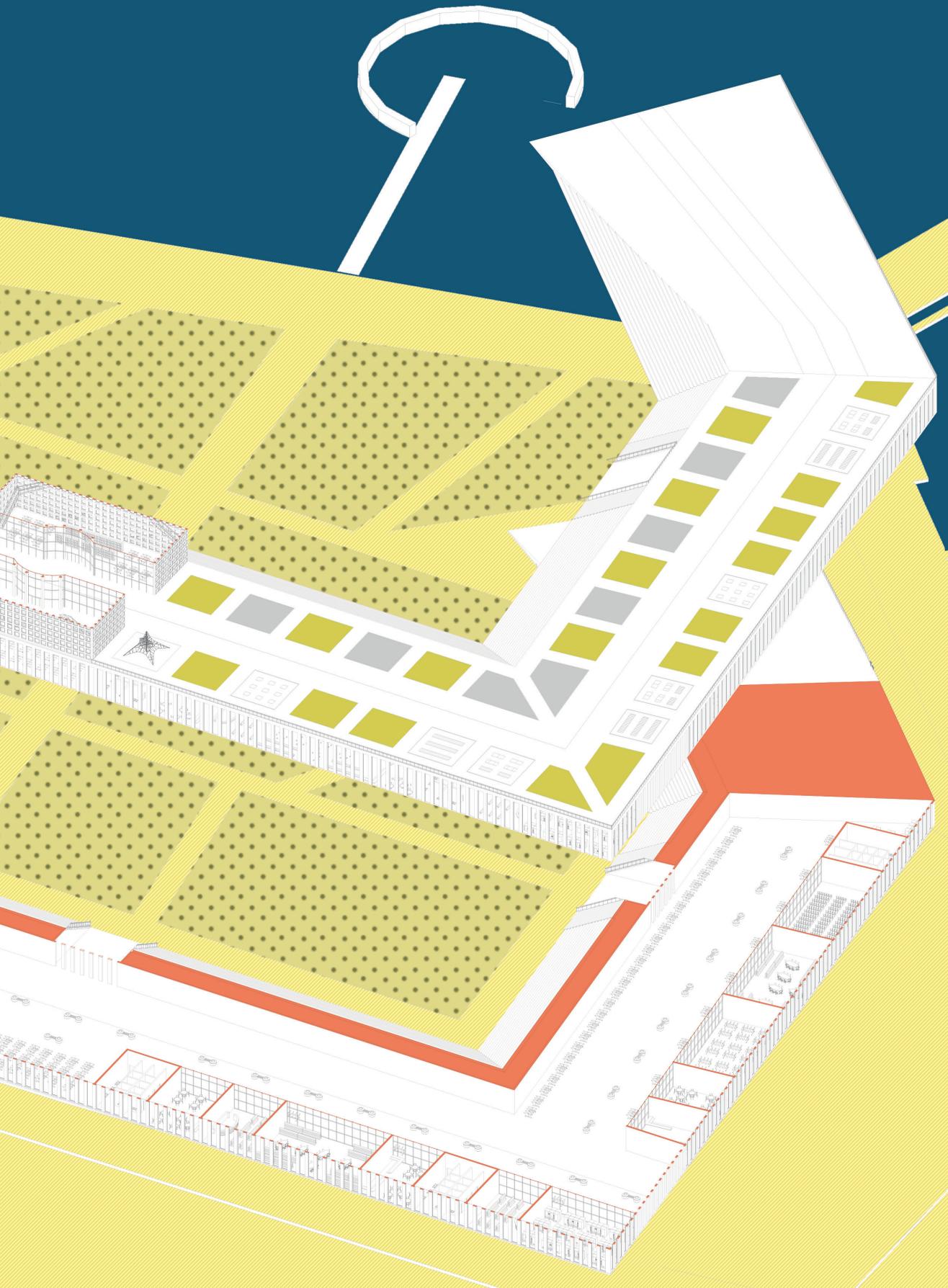
5.3 THE TOWER

As said before, the first thing to do was to design a structure that would have been at the service of the community. This aspect has been kept also for the tower.In reality there are two towers, both about 93 meters high, following B.I.G.'s project.

The towers were designed in order to allow different point of view. For this reason they are not on the same axis. **The façade of the first tower is very regular** and is characterized by the rhythm of **squared windows of one meter each**. This process gives, at the same time, to the whole envelope a strong sense of static and monumentality. **The windows plays an illusion**. In fact due to their dimension the tower seems much higher that it really is. The static nature of the facade is in juxtapositions with the **dynamism of the interior space**. In fact in the inside, in addition to the different layouts of apartments, coexist a large number of other functions and **hybrid spaces** designed to be used by the entire population.

The façade of the tower, aside from being a layer of contrast between the general static feeling of the outside with the internal dynamic space, does not allow the distinction of the various functions. Inside the architecture there's another differentiation. The floors and the hybrid spaces are separated thanks to the different users. The blocks are partitioned thanks to a common plan called "**Buffer Zone**". This acts as a filter area, it is placed between blocks of users and it is meant to be a meeting point for the guests.

The large central "**Canyon**" is designed to manage the internal and vertical

distribution. It acts like a backbone in the heart of the building. It continues up to the last floor of the tower and allows the entrance of natural light in the hall of the structure. The spine, thanks to the open corridors and the points of view, allows the relationship between guests. This make possible the design of spaces that could promote dialogue and exchange of knowledge and collaboration within the community. The interaction of this elements aim to create a continuous and fluid space inside the building, which will always appear from the outside as a static monolith. The structure, thanks to the multiplicity of internal function, should be alive and active every day, at every time of the year and fully accessible to all.

The main purpose was to create a building that could also represent the **sharing community**. A building with an open and welcoming atmosphere, becoming a stimulating environment for the entire community and for the citizens.

The two towers are connected by a panoramic terrace. This hosts three different functions. The aim is of course to connect the two blocks, to create a lookout point, and finally to be meeting point aside of a passage. The regularity of the tower and the sense of static is broken by the glazed and transparent facade of the passages.

The towers project aims to be a **condenser of functions and flows**, in which different types of users are welcomed. **Outside it is apparently static**, but inside dwells a **dynamic community** that moves throughout all the spaces available. **The private spaces are minimize** as much as possible, and the **word community has become the slogan of the entire project**. Meeting points and places of exchanges become the

protagonist of the building, thus creating a welcoming general feeling.

5.4 BUFFER ZONE

Some of the most important spaces within the project are the "**Buffer Zones**". These floors act as **filter spaces** in the internal division of the building. They found very specific location inside the structure:

- Between the hall and the workers' block

- Between the block for workers and the block for students

- Between student block and the one designed for tourist

- What is the purpose of the buffer zone and how is it used?

Apart from being a conventional space between different blocks, the configuration of the Buffer Zone is designed to be much more complex and articulated. This has been conceived as a real **space of aggregation and comparison** between the several users present inside. In the buffer zone everyone can meet up and **spend their free time** in company or in complete relaxation. This area is the ideal space where they can spend their "**hygge time**".

In the Danish panorama this type of space can be found very often as lobbies or lounge areas. These are filters zones, used in most cases as area for relaxation and sharing. Inside the universities this area become a meeting place.

The Buffer Zone also has a further important technological function. In fact

it serves as a **sound filter** between the areas dedicated to different users. The zone allow to have a more intimate and comfortable atmosphere both on the upper and lower floor.

These areas are the **most flexible and multifunctional** of the whole project, in where the term "sharing" becomes reality. These spaces, despite from being the same in the entire tower, change according to the needs of each user and to various event.

Inside these filter spaces, in addition to bars, there are different types of seats that can be moved as needed.

The Buffer Zones are always located around the central spine and are the places where the visitors and the residents can meet up. The concepts of square, lobby and lounge, have been reinterpreted and synthesized from an architectural point of view.

In conclusion, the **Buffer Zones act as filter square** located inside the building, that change according to the needs of the visitors, users, of the different events that take place inside and according to the structure of the project.

5.5 THE SKYBRIDGE

The **skybridge** that connects the two towers is another space of fundamental importance. This element was designed as a point of contact between the towers. It should not be seen a simple junction or passage but also as one of the most important focal point. It composes one of the fundamental part

of the Gate.

The peculiarity of the skybridge is his orientation which guarantee 4 different point of view at the same time. It ensures a spectacular panoramic point on the city at every time of the day. The panorama can be divided in different types:

- **Panorama of the sea**

- **Panorama of the dynamic city**

- **Panorama of the B.I.G. project**

- **Panorama of the surrounding area**

The main intention has always been to emphasize the focus on the skybridge. This has been done through the internal function. The panoramic walkway coexist with a public **swimming pool** making the bridge an important filter zone.

By designing this type of connection it has been important to look for strong references, similar intervention. The study of these has been really important in the comprehension of the skybridge 's internal functions. As mentioned above it has been useful to compare the junctions with Steven Holl's Hybrid Linked and the walkways that connect the towers. The towers designed by SHoP studio and the # Tower by B.I.G. in the Yongsan district of Seoul have been taken as references. The latter taken into account had a great importance in the choice of the type of connection. It was necessary to find something that would stylistically join both the tower designed by Bjarke Ingels and the one designed in the adjacent lot.

5.6 THE DWELLINGS

It is necessary to go into more detail about the apartments and the **typologies of rooms** that compose the project. As mentioned in the previous chapters, the central target of the design has always been to reduce to the minimum the private space in advantages of the shared one. The internal typologies have been established according to the type of user that will dwell inside.

Let's start with the workers or the businessmen. The configuration of the space is a single room apartment because the worker is considered among all the one who need more privacy and a quiet place to rest. This space mirrors the classic hotel rooms, inside the furniture is reduced to a bed, a desk, the closet and a private bathroom for a total area of 21m2.

For the student instead the the structure and the surface of the apartment is based on the number of people who will share the apartment. It can be single up to a maximum of 3 people. The types are:

• Single, as for the businessman, an area of 21 m2.

• Duplex double, two-floors apartment with two entrances, one on each floor, which accommodates two people and at the same time has a common area with private kitchen and private living room, the total area is 80 m2.

• Duplex triple, similar in the structure as the previous one, but with a larger size since it accommodates more people, for a total size of 100 m2.

I thought a lot about what was the filter space between the sharing area and the private rooms. In fact the concept of minimizing the private space as been questioned in order to include a more comfortable area within the apartments. A hybrid place, more intimate that would mediate the sharing area with the one of the single room.

Finally, there are the types dedicated to tourist. In this case the rooms are divided into three different group:

- Private room with king size bed

- Triple room with lounge area (40m2)

- Apartment with 2 rooms for 3 or 4 people with private kitchen (75m2)

In this case the needs of the tourist has been analyzed, and a further study has been done regarding what is the family and their necessities.

5.7 HYBRID SPACES

One of the most significant challenge of the project was to create a **cluster of multifunctional spaces** with a mix of functions that could also reflect the need of the different users without violating the perception of interior spaces. I tried to analyze different types of functions that had the potential to merge into a single hybrid space,.

To hybridize these functions I worked not only on the building's plans, but also on the sections. This has permitted the development of double height hybrid spaces without affecting the visual continuity. This study allowed to increase the potential of the sharing spaces, and the uses of its. In fact,

thanks to this, the result is a full day living building.

The canons that had established the uses were chosen on the basis not only on the typer of users, but also integrating the criteria of the hybrid space to the consistency of the architectural program. The result is a community living in a space maximized for sharing and a hybrid and resilient building.

The types and the location inside the tower of hybrid spaces are different. They change mainly according to the users. For example:

- A gym with a double height climbing wall, where students can train freely and enjoy the surrounding landscape having the feeling of really climbing a mountain.

- A co-working room that includes 3 different spaces, a social table in the central part, a more private conference room and a relaxation room in the upper part, directly accessible from the floor below.

- • A restaurant, a lounge bar for tourist where is possible to enjoy the local specialities

- A bar together with a laundry room where is possible to do the laundry comfortably sitting on a sofa with a cup of coffee.

- A tribune reading room and a cinema available all day in the same place.

- A double-height winter garden where is possible to relax in contact with nature

- A wellness centre opened to everyone

- Multipurpose areas with pool tables and table tennis.

5.8 BIG'S TOWER

Another aspect that played an important role in the project was the relationship with the designed building and the masterplan project drawn by B.I.G. studio. It was necessary to put in dialogue these two projects, and to make the interventions visible.

The Masterplan project of the B.I.G. studio, despite the authorization by the municipality of Tårnby, **has never been realized** and the construction site has never been opened. Most of the drawings of the B.I.G.'s project are not available. It has been possible to find only some works concerning the conformation of the connections between the volumes, the battens of the ground floors and the volumes of the various towers. Because of the confidentiality of the office, I had to work on the **internal arrangements** of both the layout of the apartments and the vertical distribution.

I decided to adopt a model similar to the one used by "**Niido**", the first case of a residential complex born from the collaboration between Newgard Development Group and Airbnb, mentioned in the previous chapters. Thanks to a possible **collaboration between the two municipalities and Airbnb**, we could think of a solution. The municipalities could play the role of developer and constructor, while Airbnb the role of manager. I designed the interior following one of the strengths of the Platform and of the sharing, that of sharing experiences and everyday life with the citizens. This has been done adopting the Seoul model. In Seoul, since many years

now, local people have been renting out unused room of their apartment to students and workers. This phenomena has been helped by the difficulty to find a home in the city. Thus, on the other hand, had favored the birth of the Sharing City successively adopted by the municipality and the **South Korean capital**.

Each floor consists of apartment of various sizes, ranging from 70m2 up to 140m2. Each apartment, exception made by the 70m2 apartment, has a room available for future tenants. The room will be available on the platform.

In the area connected to the bridge there's a SPA area accessible not only to those who live in the B.I.G. tower, but also to those who use the skybridge and therefore the swimming pool. In addition to the changing rooms and lockers, there is also a massage station and a sauna.

The interior layout and the design of the facade is unknown in B.I.G.'s project. To understand how to shape these two elements, it has been useful the study of many other Danish project from the same office and from other contemporary architects.

AXONOMETRIC VIEW OF THE FOURTH FLOOR PLAN
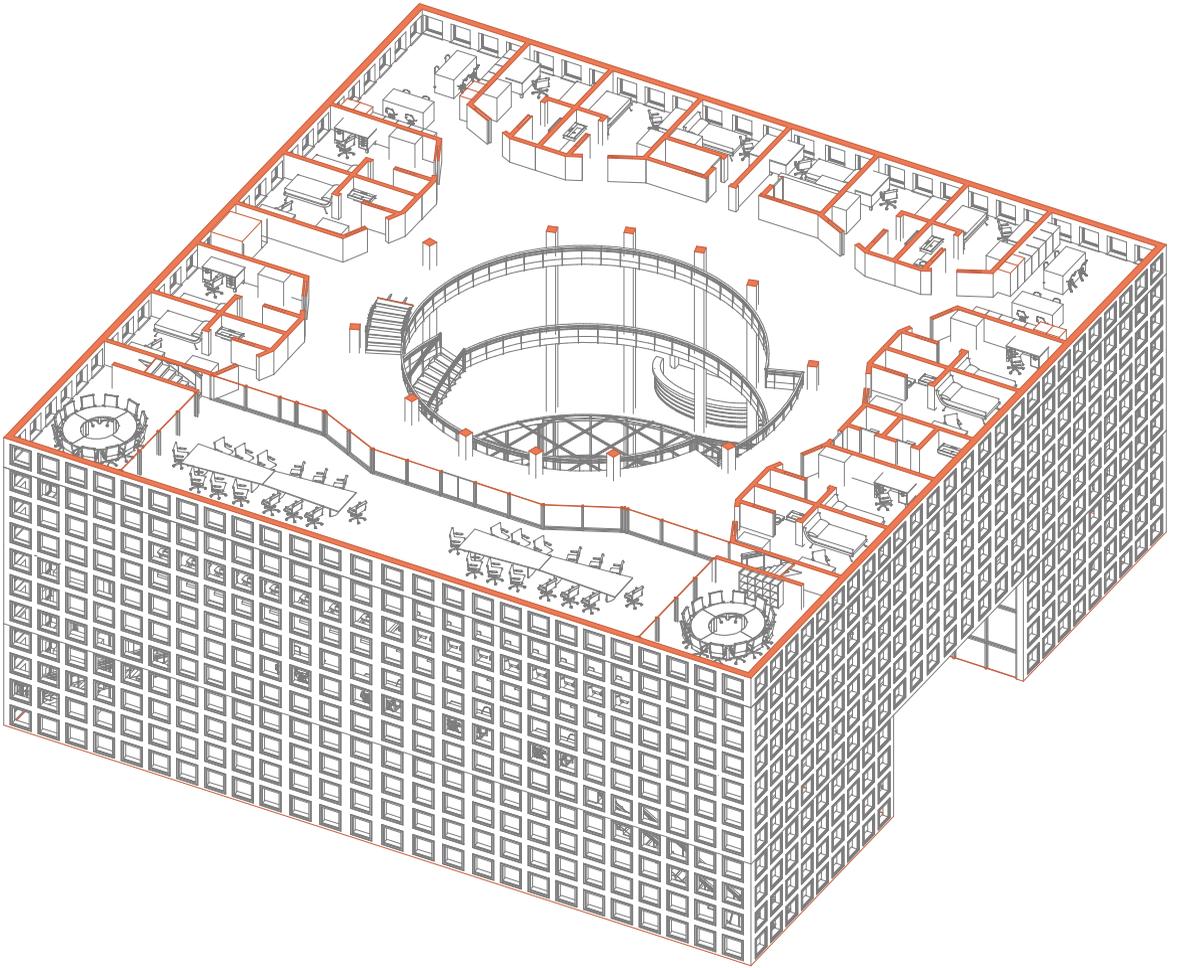
BUSINESS TRAVELERS:

Number of apartments: 70

Number of guests: 70

THE FOURTH FLOOR PLAN

LEGEND

❶ Co-working zone
❷ Single room
❸ Bathroom
❹ Kitchen
❺ Laundry

0   2   4   6   8m
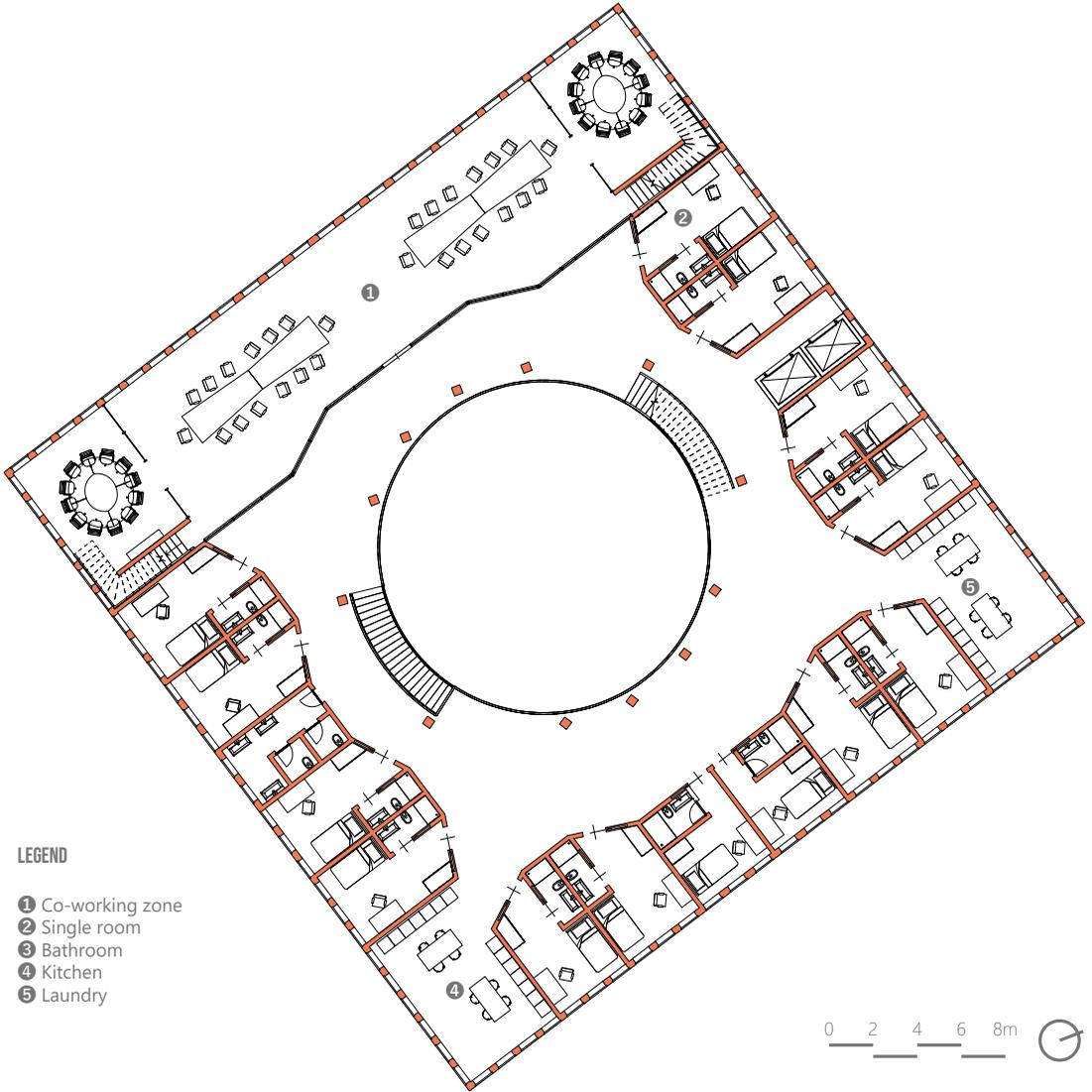
AXONOMETRIC VIEW OF THE TENTH FLOOR PLAN
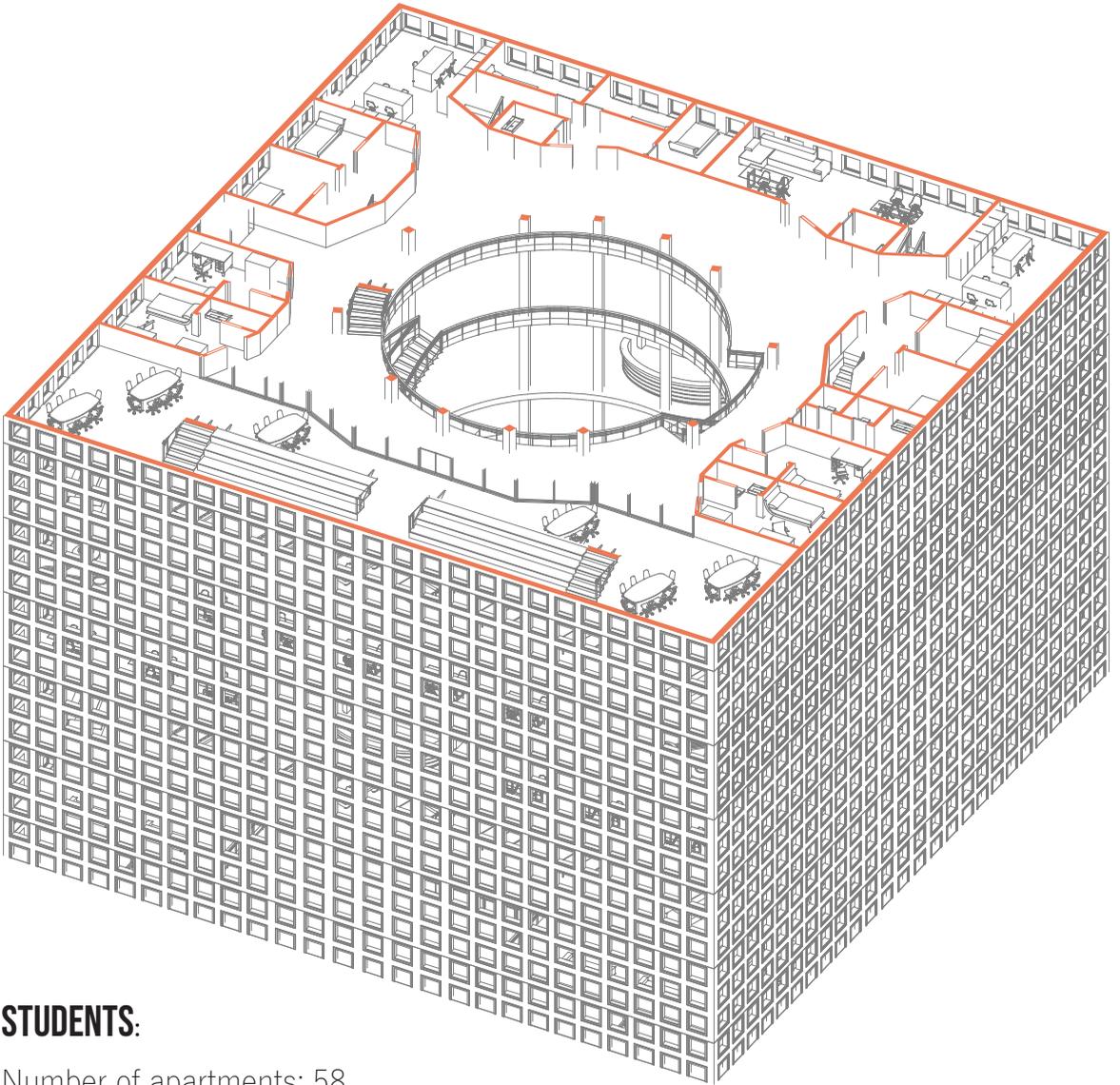
STUDENTS:

Number of apartments: 58

Number of guests: 102

THE TENTH FLOOR PLAN

LEGEND

❶ Reading room/ Tribune / Cinema
❷ Single room
❸ Two people duplex
❹ Three people duplex
❺ Bathroom
❻ Kitchen
❼ Laundry

0   2   4   6   8m

AXONOMETRIC VIEW OF THE SEVENTEENTH FLOOR PLAN

TOURISTS:

Number of apartments: 26

Number of guests: 76
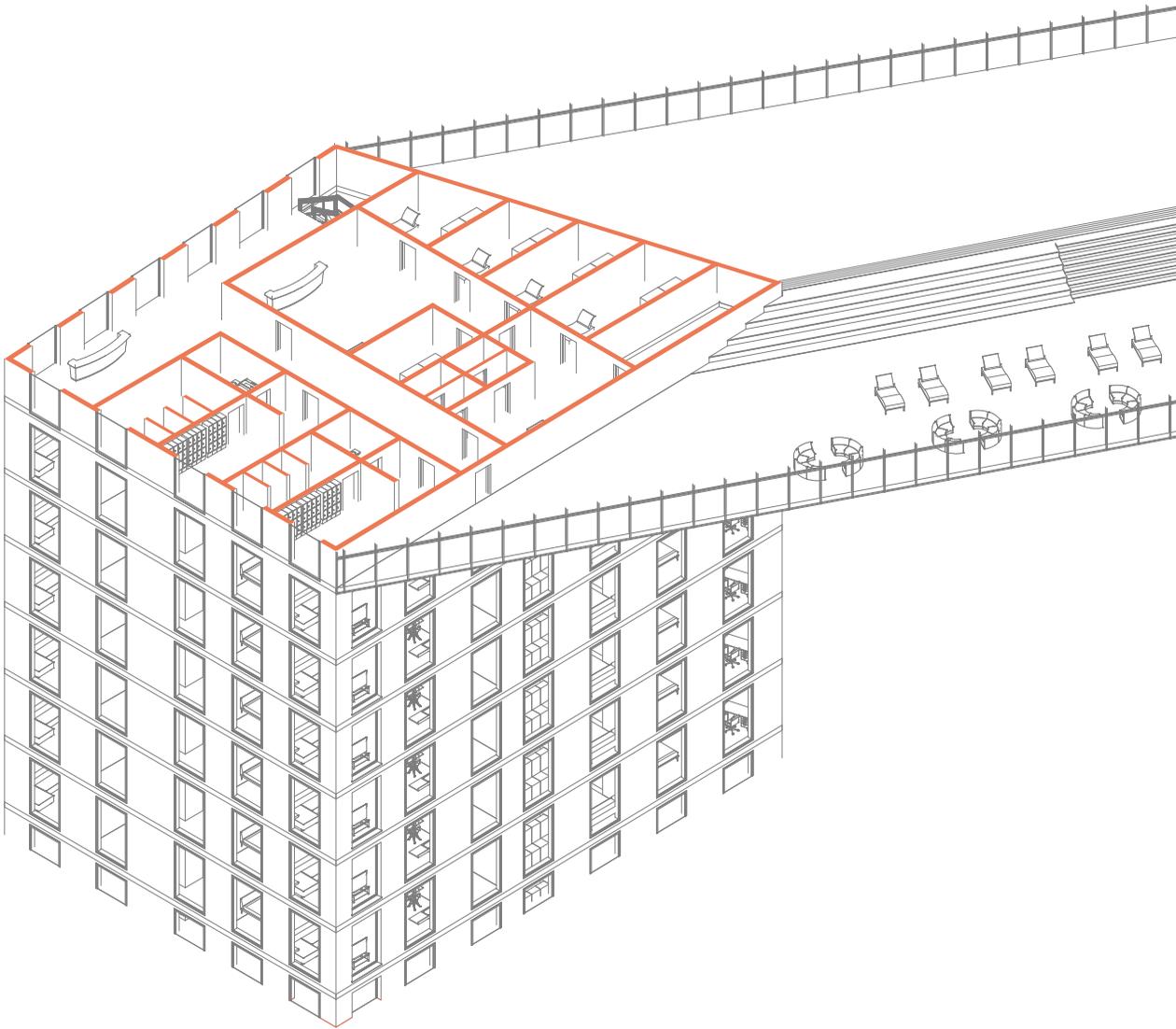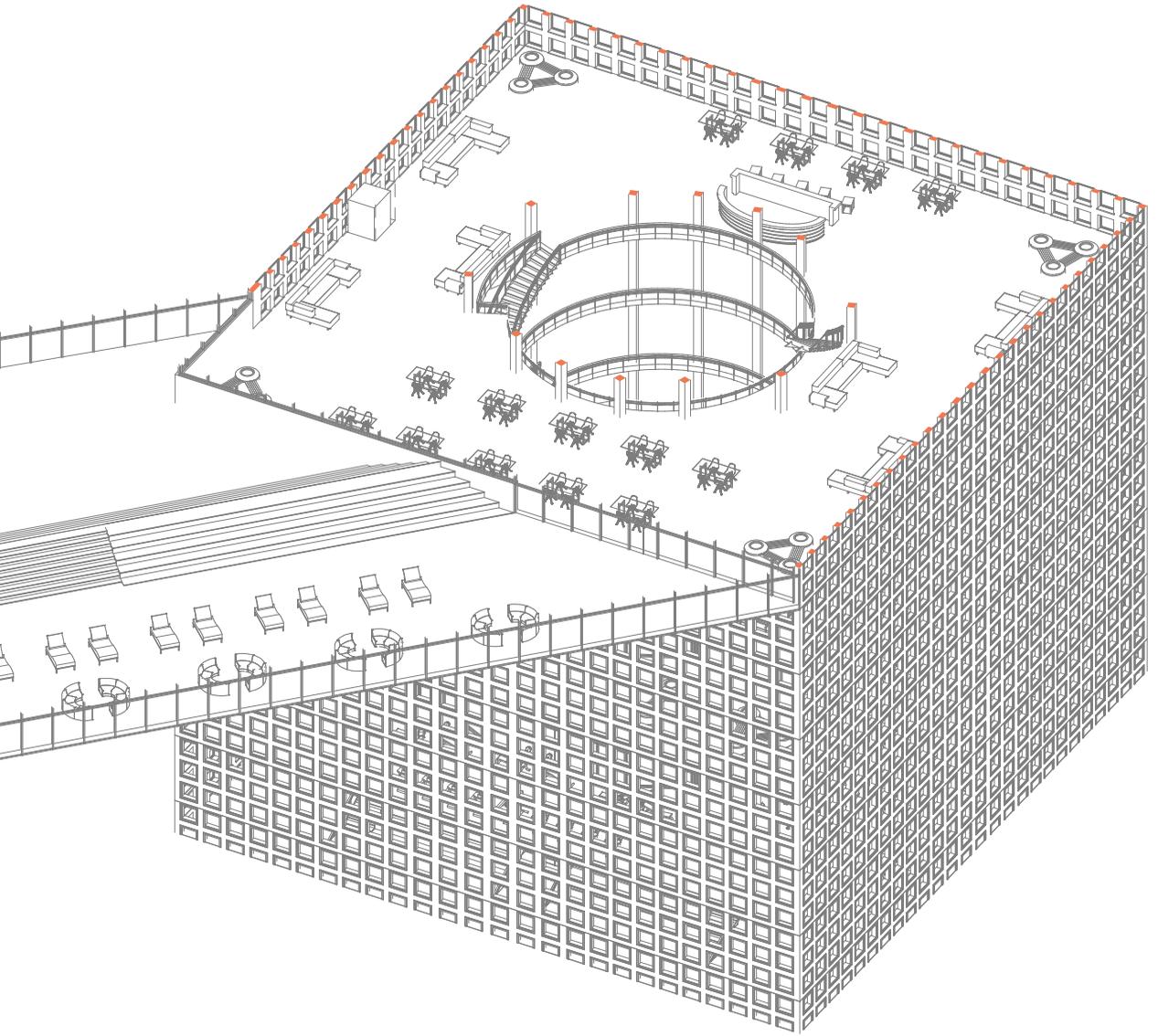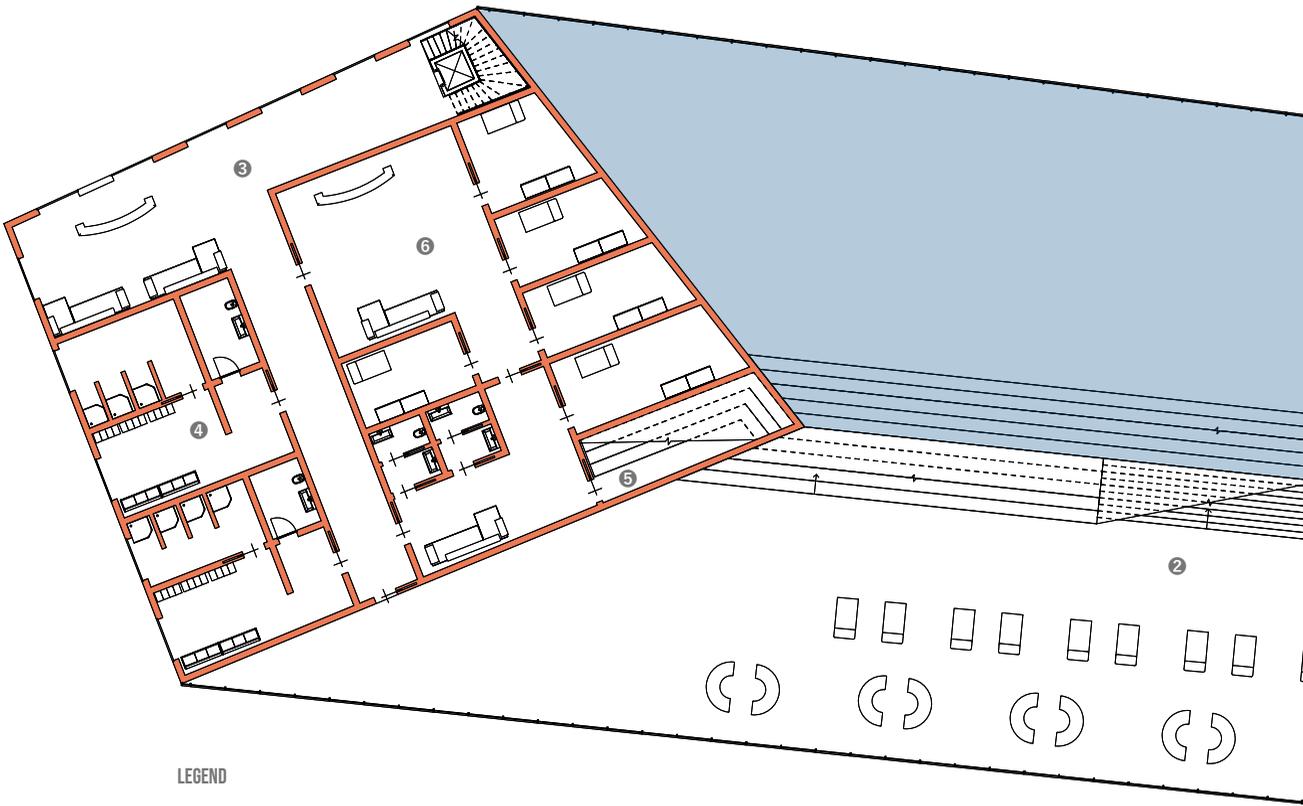
LEGEND

❶ Buffer zone
❷ Swimming pool
❸ SPA
❹ Dressing room
❺ Sauna
❻ Massage

THE SEVENTEENTH FLOOR PLAN

0　2　4　6　8m
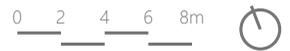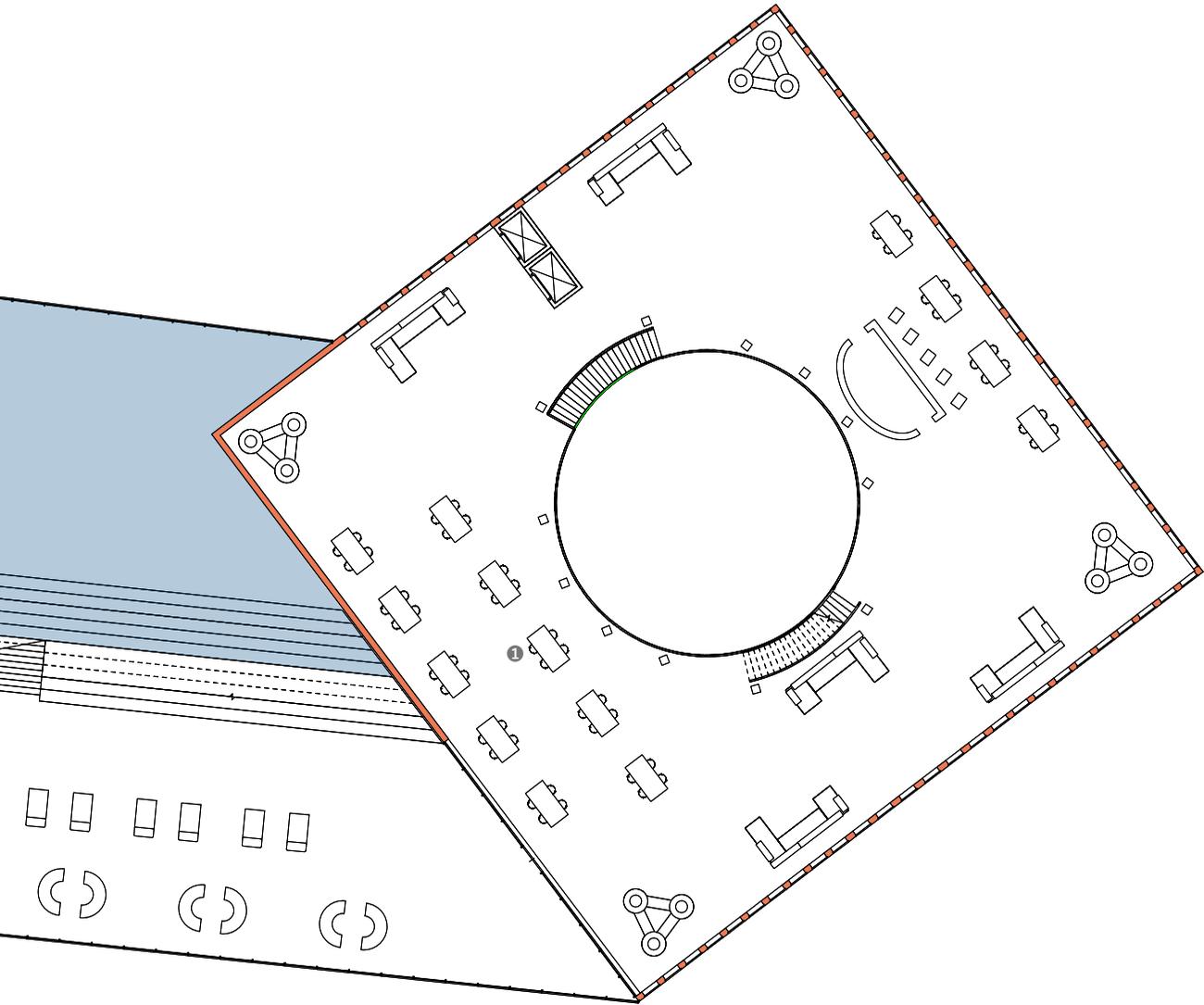
AXONOMETRIC VIEW OF THE NINETEENTH FLOOR PLAN

LOCALS:

Number of apartments: 76

Number of guests: 285
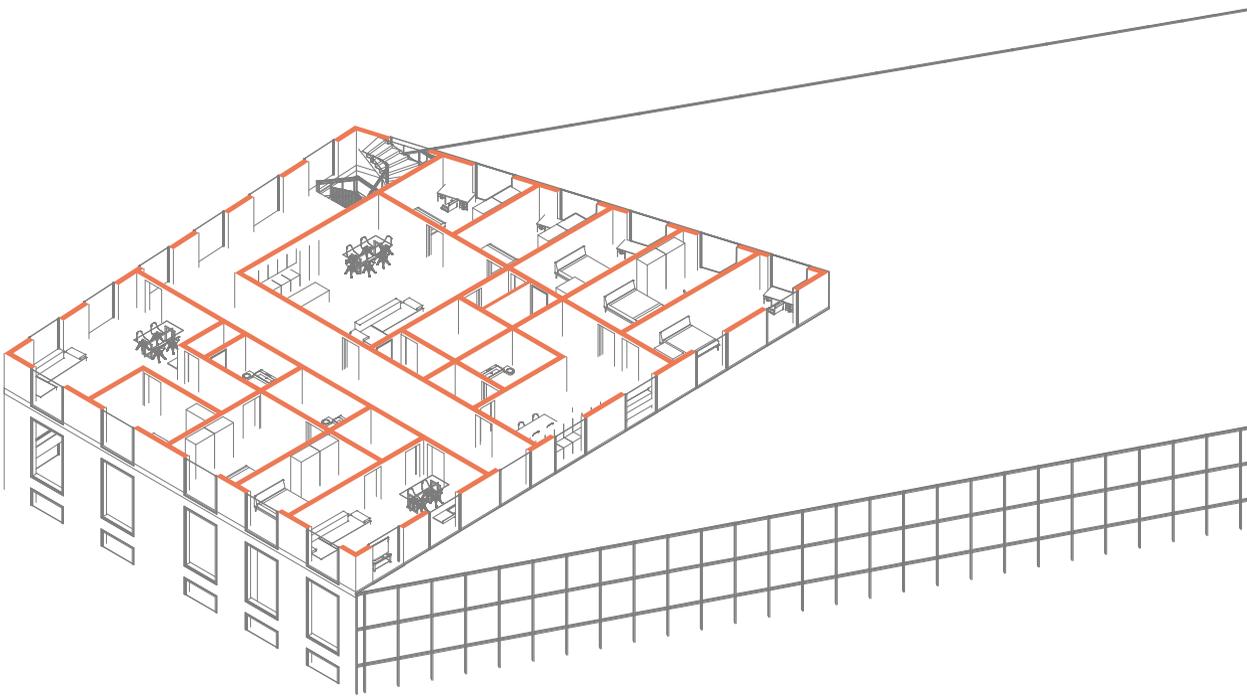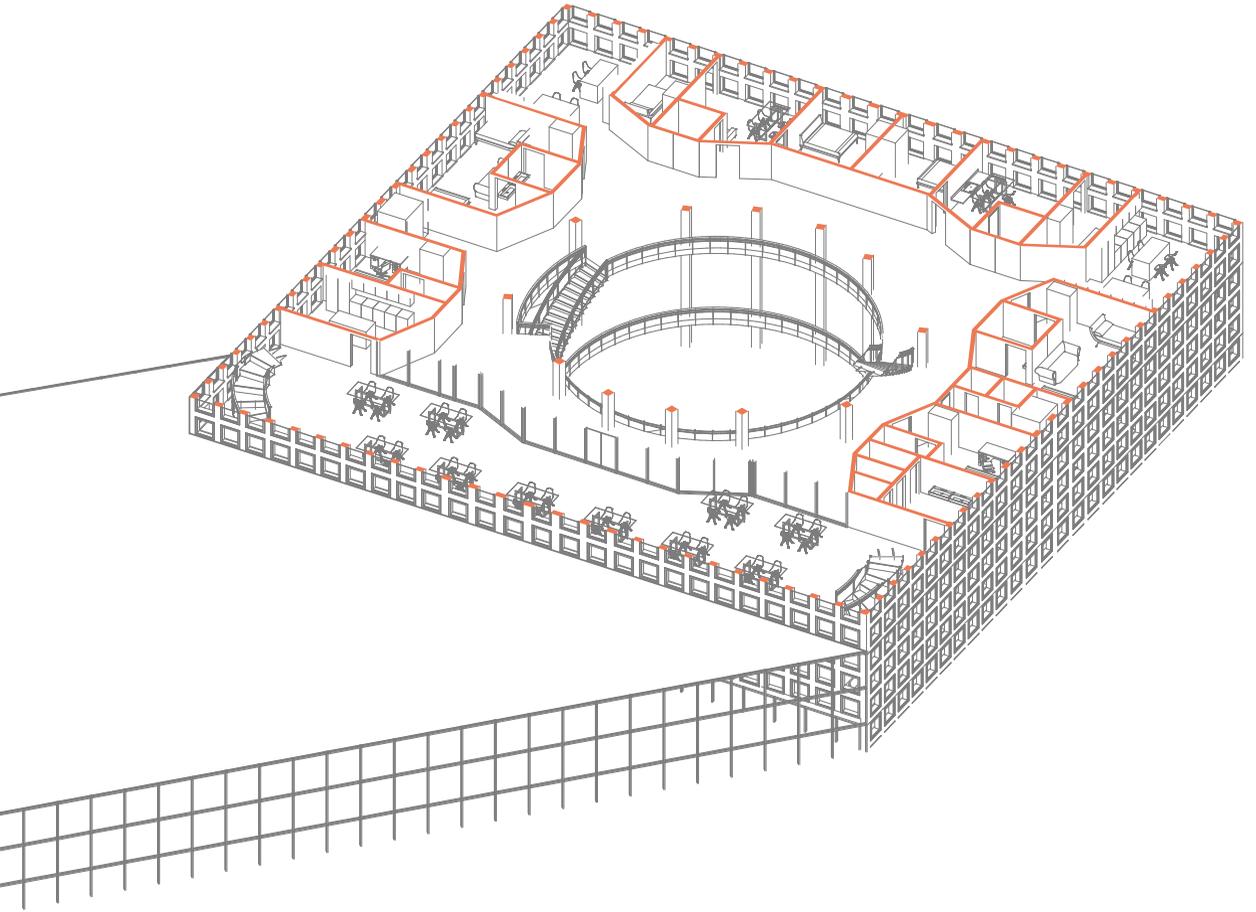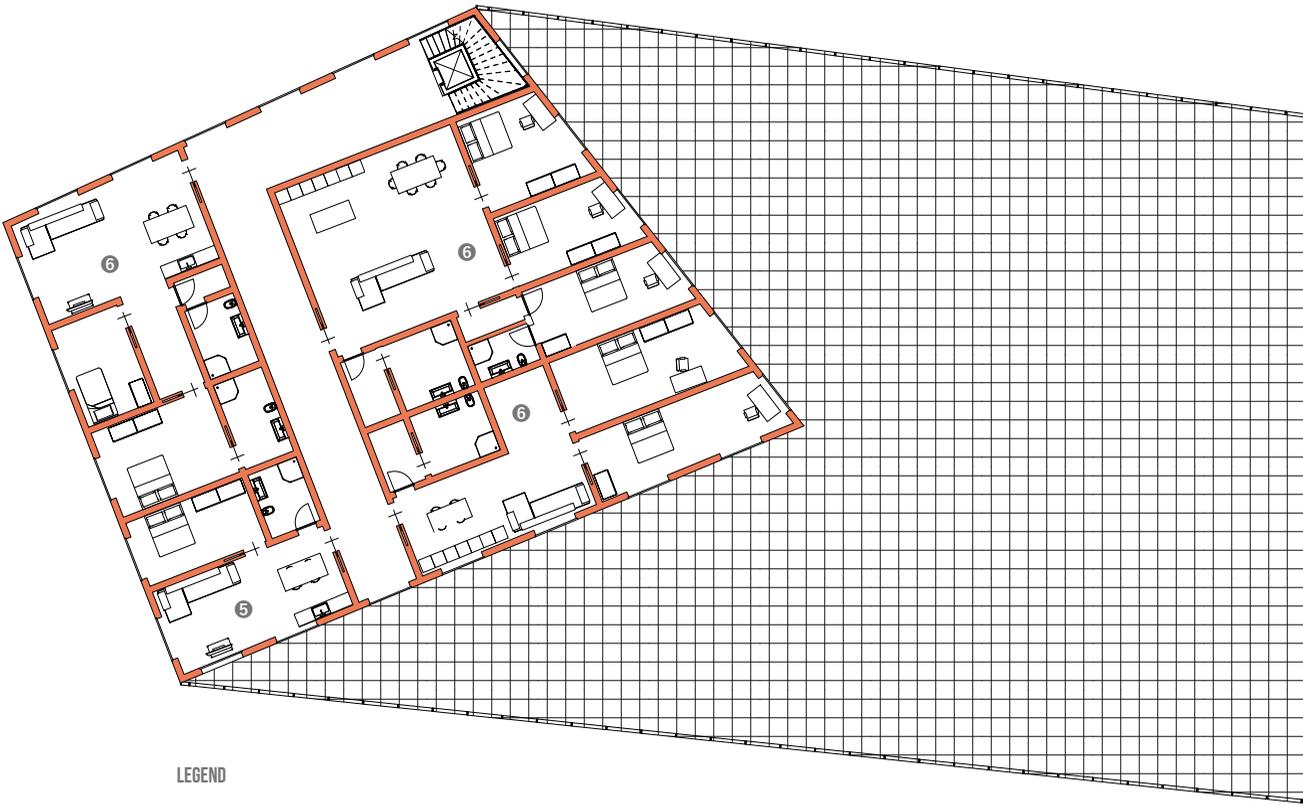
LEGEND

❶ Restaurant and bar
❷ Double room
❸ Triple room
❹ Four people apartment
❺ Short term apartment
❻ Apartment with an extra private room

THE NINETEENTH FLOOR PLAN

0   2   4   6   8m
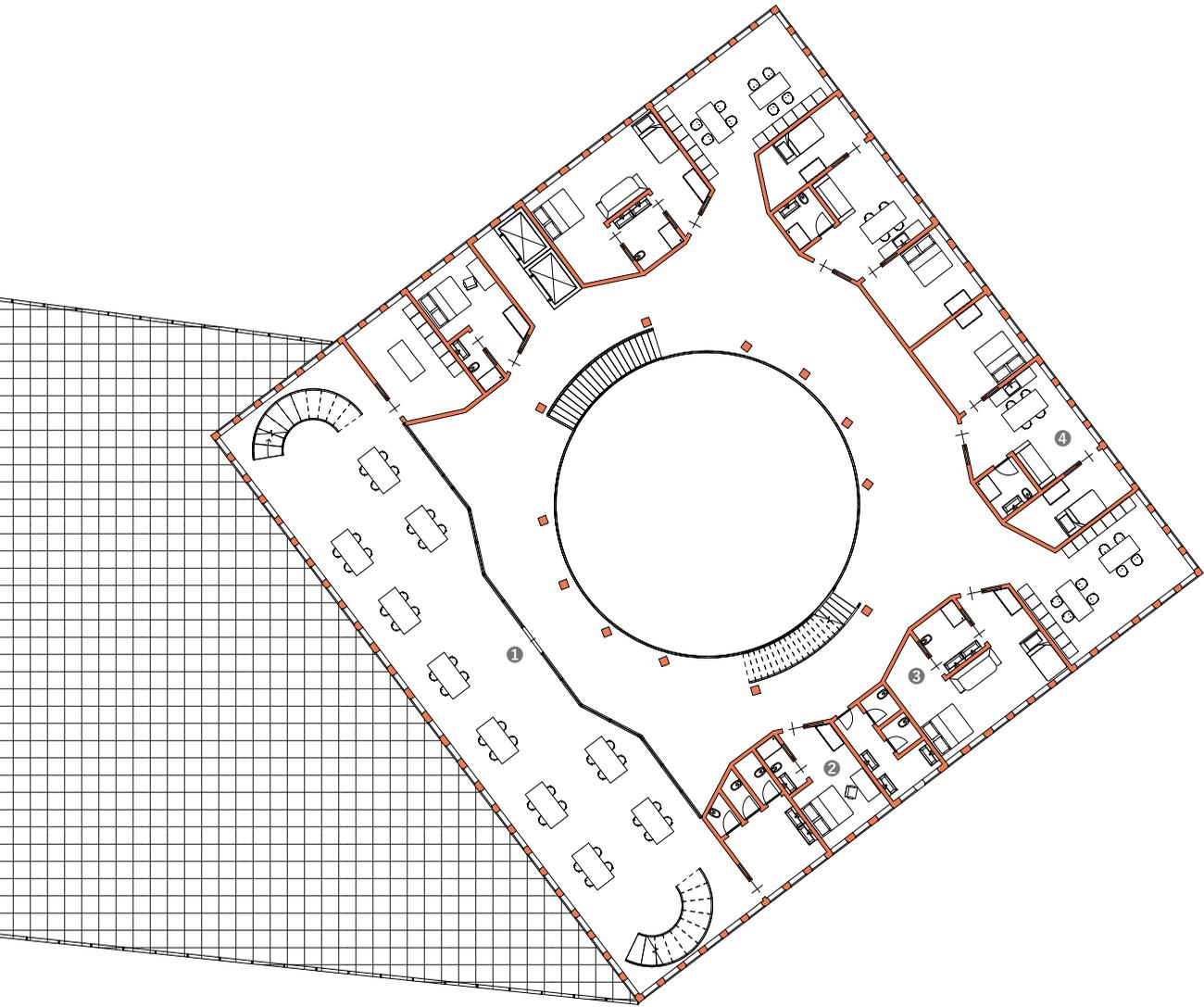
COPHENAGEN
HYGGE GATE

CHAPTER

6

VIEWS
AND APARTMENTS

VIEW OF THE TRIBUNE

VIEW OF THE READING ROOM

VIEW OF THE CINEMA
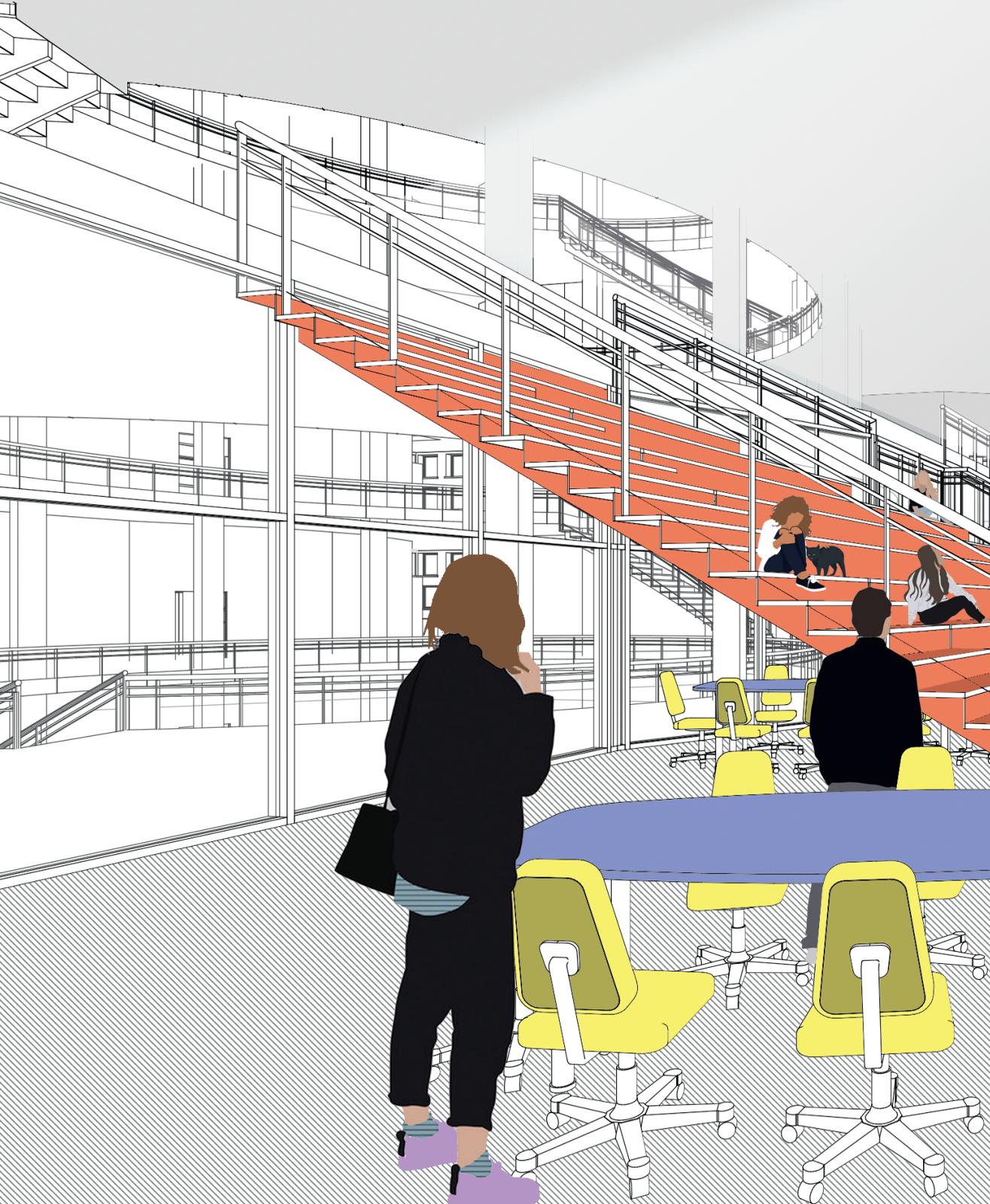
VIEW OF THE SWIMMING POOL
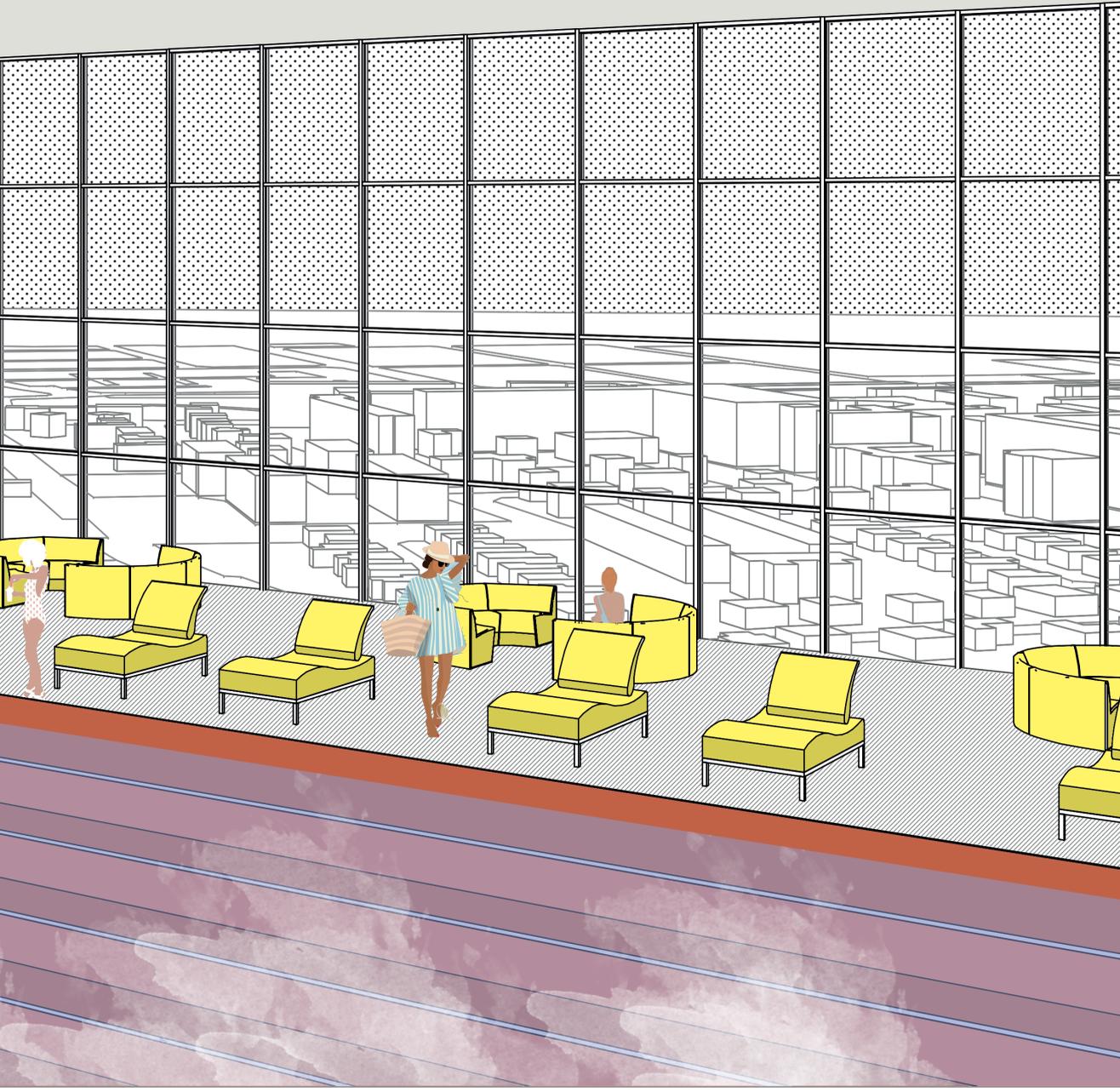
VIEW OF THE GYM

VIEW OF THE SERRA

VIEW OF THE BUFFER ZONE

VIEW OF THE BAR

VIEW OF THE PLAYROOM
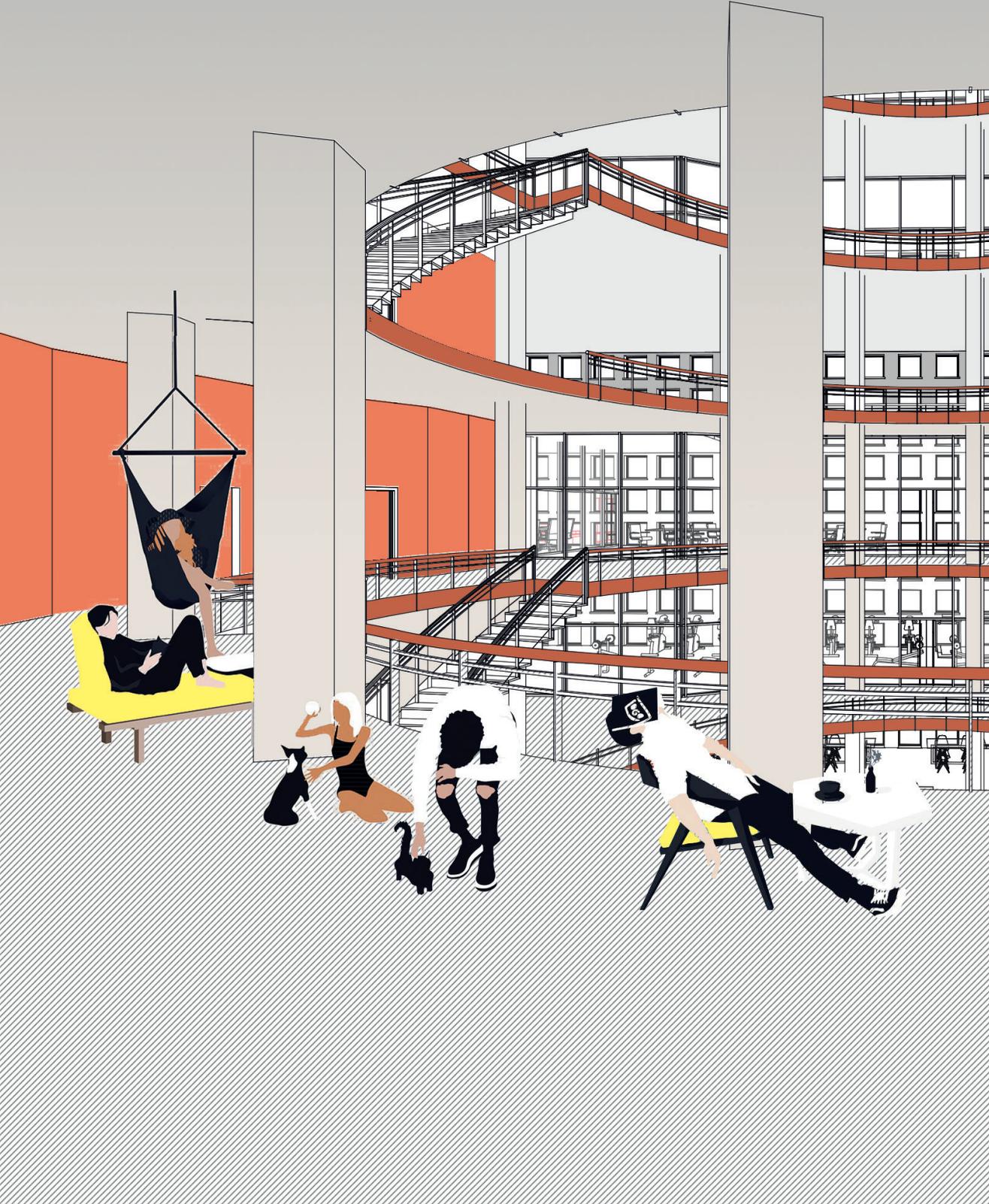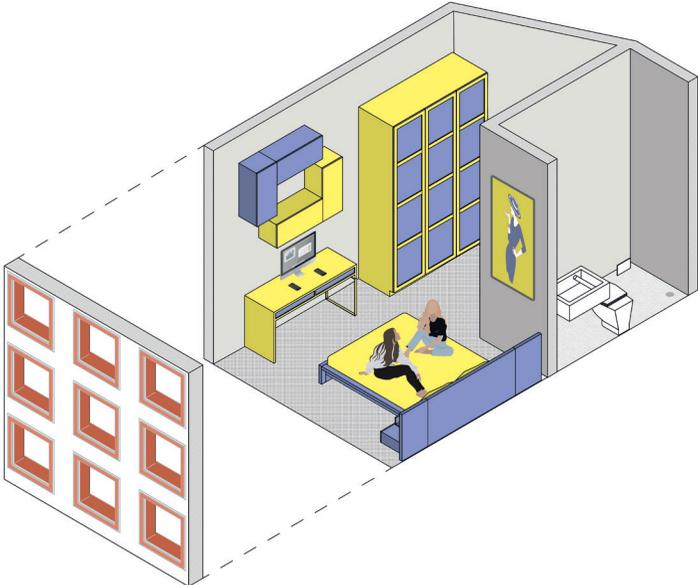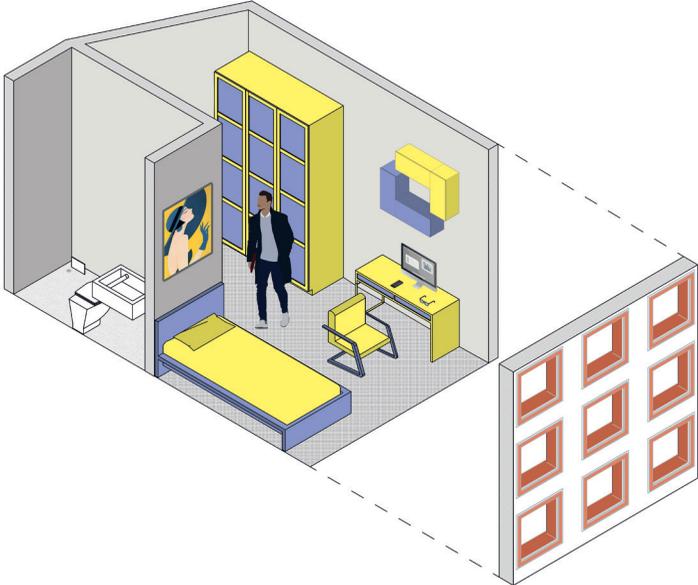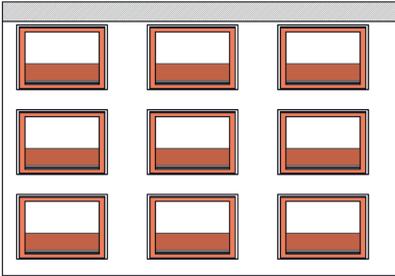
SINGLE ROOM

SINGLE ROOM

TRIPLE ROOM
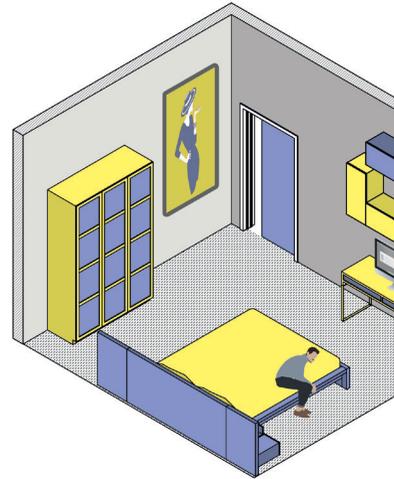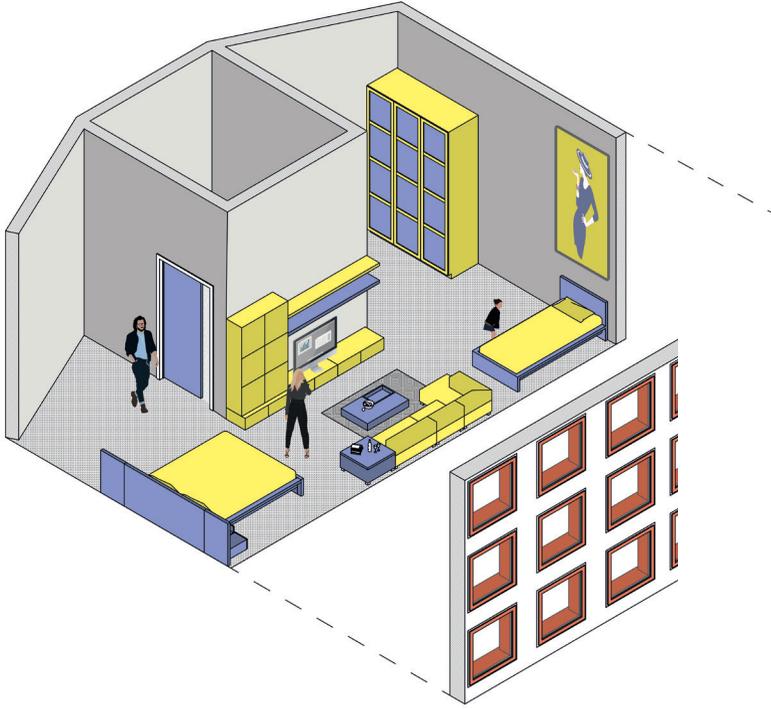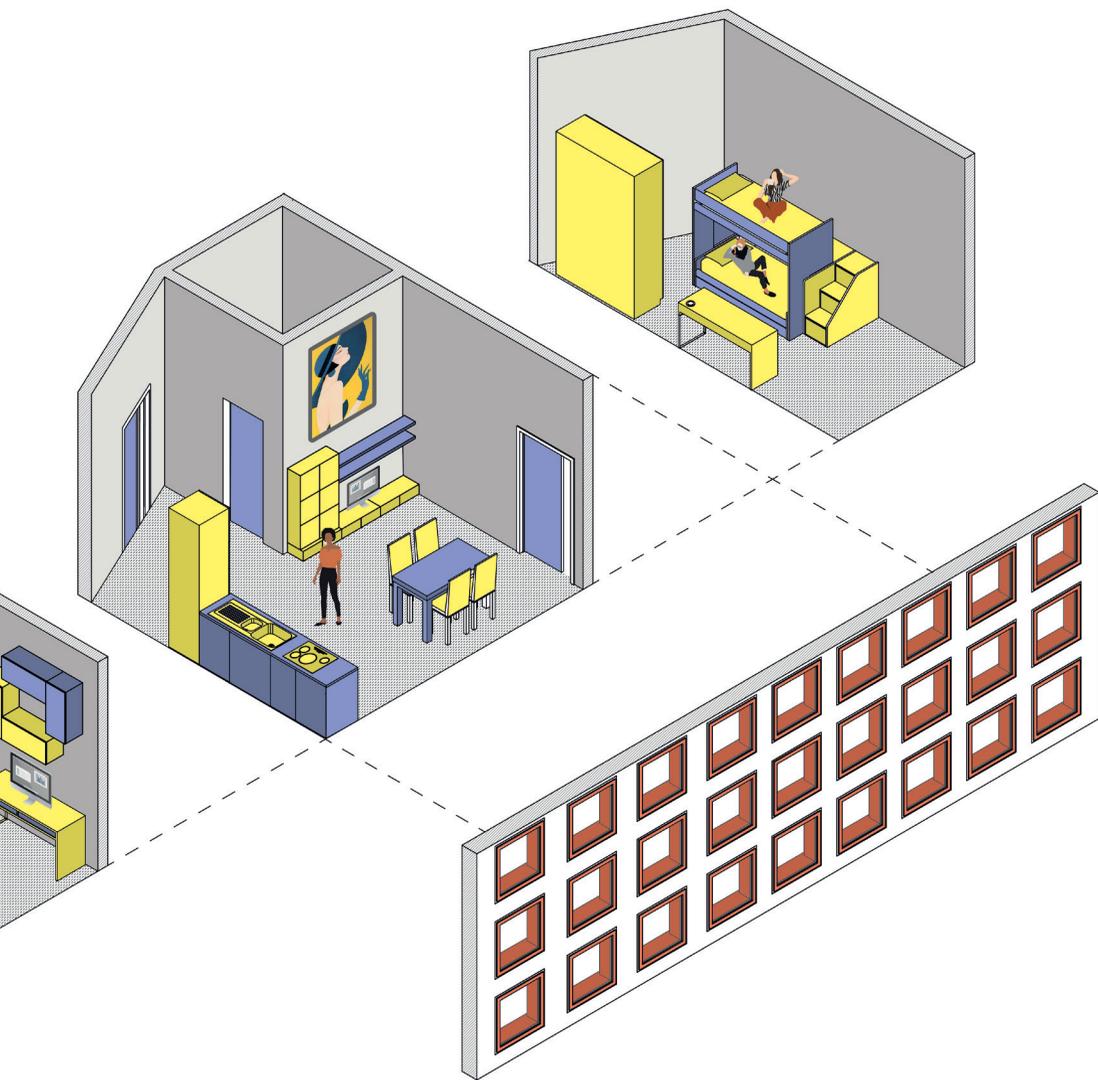
FOUR PEOPLE APARTMENT

TWO PEOPLE DUPLEX
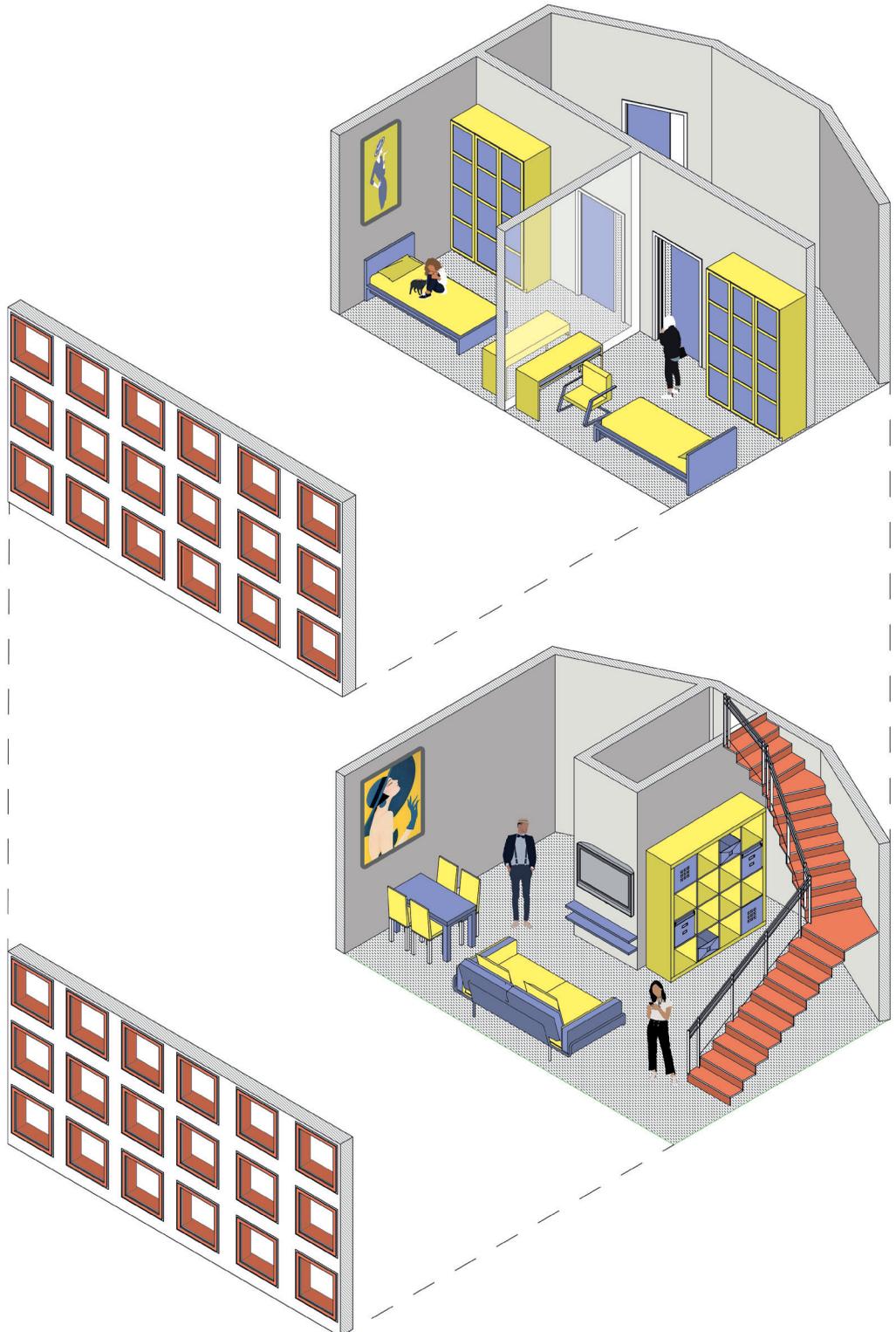
THREE PEOPLE DUPLEX
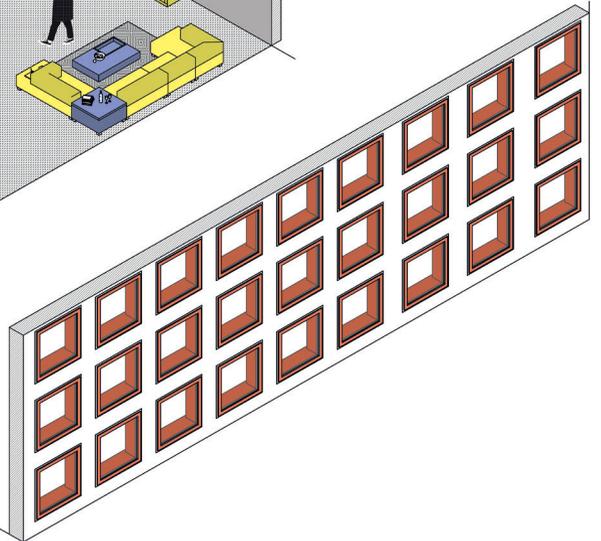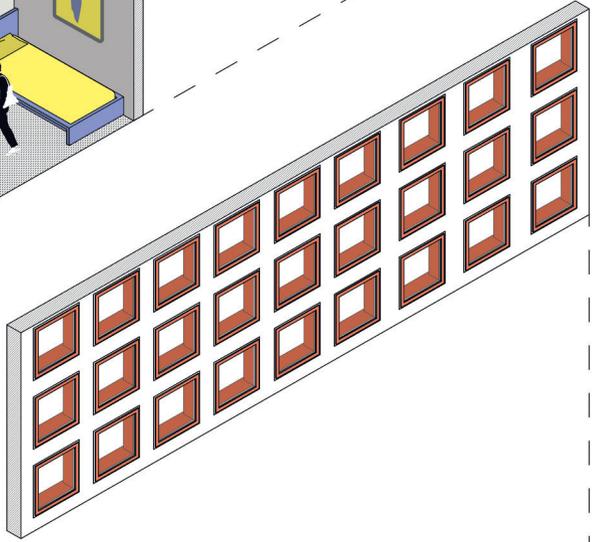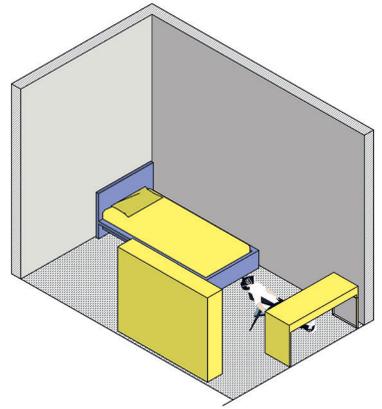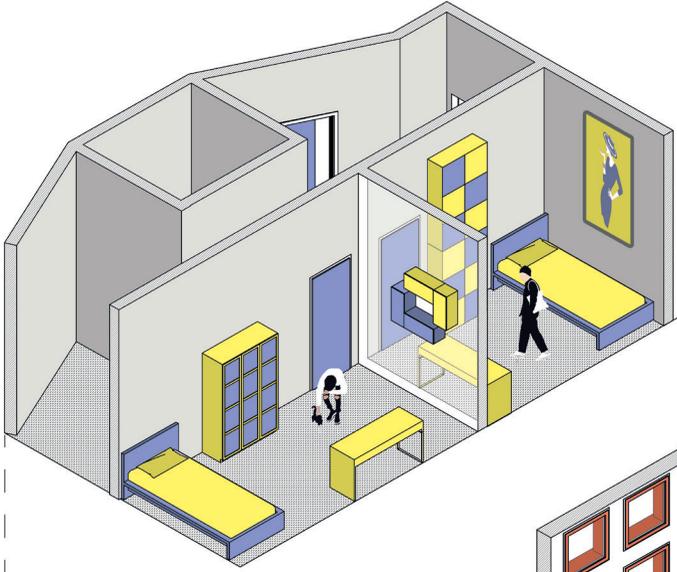
PROSPECTIVE SECTION
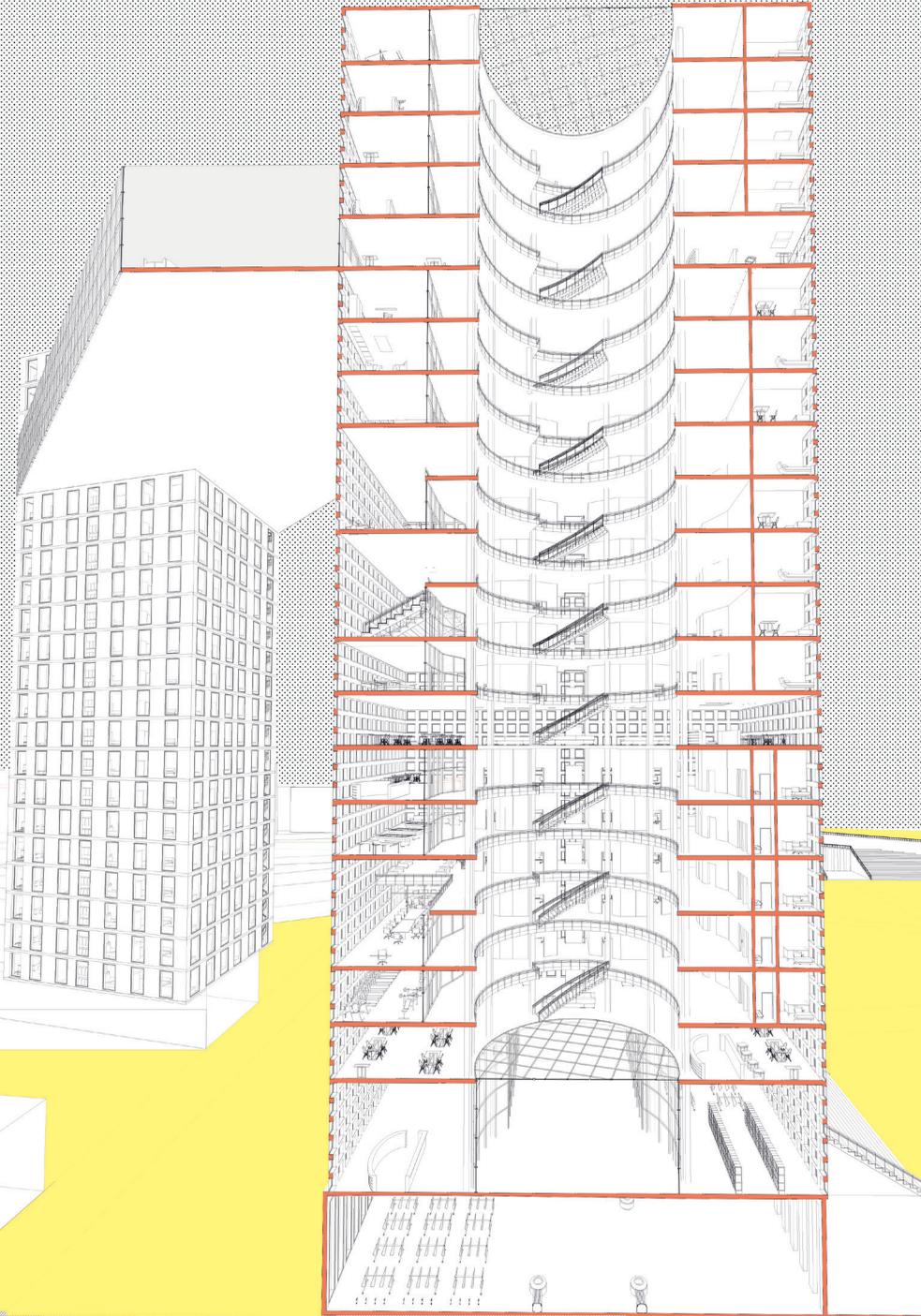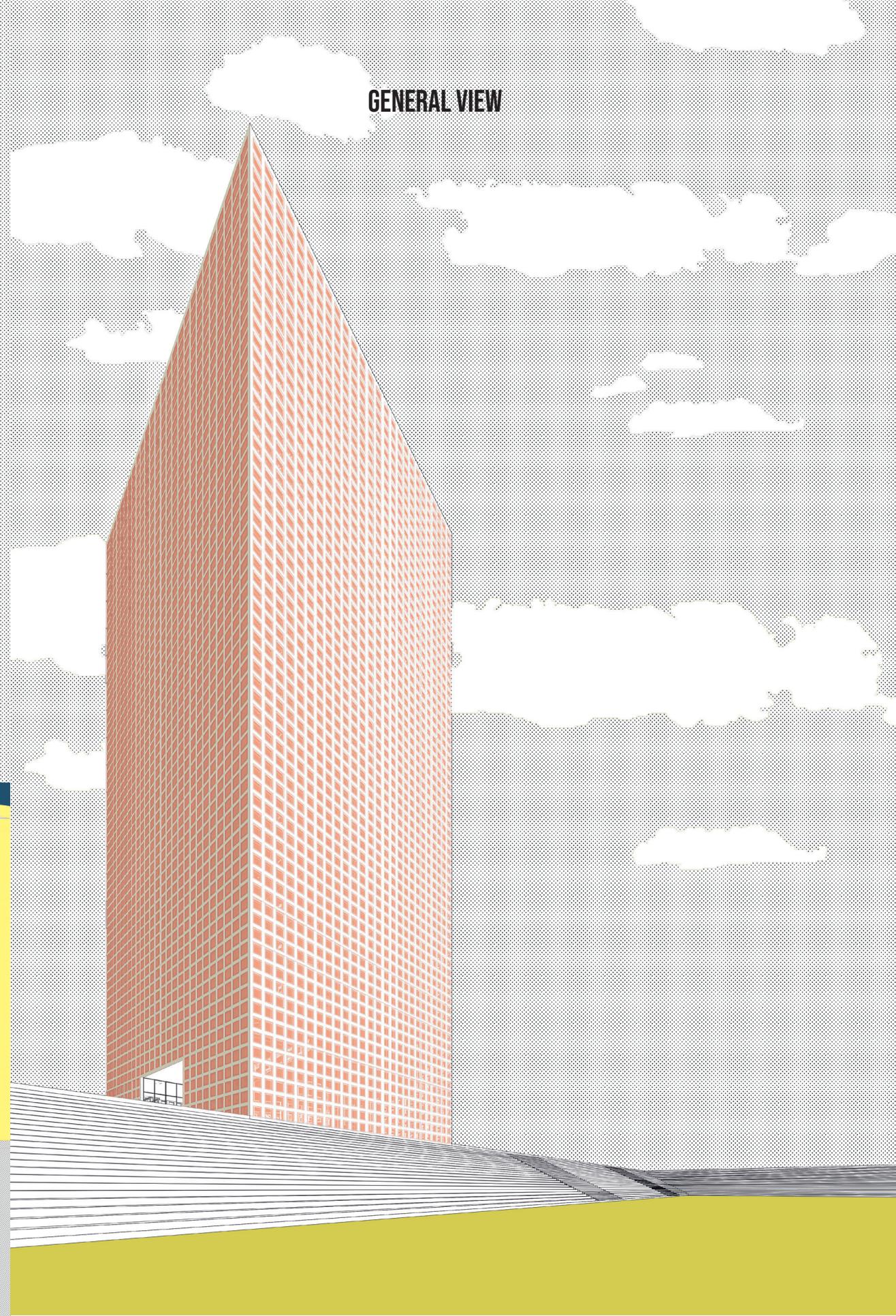
COPHENAGEN
HYGGE GATE

7

SCENARIOS

SHARING CITY

7.0 INTRODUCTION

In order to demonstrate the resilience of the architecture in the case of changes in urban policies, I asked myself two questions. These had paved the way for two **opposing scenarios**. In both cases the positive and negative sides were analyzed in a **purely futuristic key** and, especially in one case, almost totally utopian.

This idea of the scenarios was born from a historical repetition. Each era corresponds to a crisis. This had always established an **ideological change of the population**, and a modification of the city from an economic and cultural point of view. In opposition to these crisis, each era testifies an **urban and architectural reaction**, which has set the stage for the development and the identity of the next era. This happened even taking into account the previous signs, which remained there unarmed at the service of the community.

In both the scenarios the project is designed, but seen in two opposite ways. In the first case, it is the **starting point of the city's expansion**. Here

the model of the accommodation structure is repeated and undergoes a conceptual revision. This has been driven by an necessity of experimentation that lead to overturn not only the idea of contemporary living but also the one of the whole city. In the second image, is proposed and **adaptation of the architecture to political choices**. In this case is not the architecture itself, the materiality, rather than the symbols and signs connected to it, the manifesto for the public. In the scenarios have been applied different approaches to architecture, based above all on a specific bibliography. The two questions are:

- **"What would happen if the Sharing Economy became the only type of economy?"**

- **"What would happen if the Sharing Economy was banned from the city?"**

7.1 SHARING CITY

"What would happen if the Sharing Economy became the only type of economy?"

Finding an answer to this question has not being simple and automatic. In each case I tried to give and answer based on the previous research. I started from a simplification and an idealization of what is the **Sharing system**. In this case the Sharing economy is seen as a real economy of sharing, based partially on the principles of the circular economy. No good is wasted and everything is shared. I asked myself what could have changed in the cities if everything were shared and available to all. The answer took

in account the European Sharing Cities project and also the phenomena taking place in Seul.

First of all, there would be a **drastic change in the urban standards** or they would be completely eliminated due to the huge amount of bicycles and cars shared in such an economy. The majority of the car park would be eliminated, action that would lead to a much more sustainable and ecological way of life. Roads, infrastructure and connection would only be used for a few types of travel. The city would be then projected towards integration and the formation of the community. Activities would be combined into specific spaces, in precise buildings. Nowadays these activities are placed in different part of the city, congesting them. In the Sharing City these would be replaced by vertical displacements inside a single building. In this case it would be guarantee the **decongestion of the city** and would be found a solution to the densification problem. This scenario would see a **vertical development** of the city. It would form a real vertical city.

"Delirious New York" by Rem Koolhaas has been very helpful in the drafting of this part. The Dutch architect and critic paraphrases the words of Raymond Hood in "A City of Towers" to describe the city of Manhattan. Hood, considering the unbridled and frantic use of the skyscraper typology in the city of Manhattan, tries to imagine a future scenario of this city; the towers will occupy a small portion of the today's blocks and the formed space will remain free, to guarantee to each tower a kind of privacy and integrity. (Rem Koolhaas, 1978)[1]

Entering into the draft, this would remain substantially the sambaed would

1 Koolhaas R., *Delirious New York*, Electa, Milano, 1978

be taken as a starting point for the construction of a system of cities. First of all, it would be necessary to **modify and adapt the masterplan project of the B.I.G. studio** by adding vertical blocks to the volumes designed by the Danish architect. Thus would conform the entire masterplan to the addition of my project. The system of bridges would become one of the main character by connecting the various towers, as it is in Steven Holl's project and **the Skybridges**. The bridges would have different functions. It would create a cluster of multi-functional links following the idea of hybrid space. There would be skybridges at different heights to **emphasize the idea of dynamism** in these flows capacitors.

In this city the concept of sharing is much broader, it includes the **sharing of experiences**, informations and resources, The buildings would be individual component of a complex system managed and regulated by a large-scale intelligent system. This system would manage all the information sent to it by users and other platforms. Reservations for slightly more private events, room, information regarding the consumption of resources such as electricity, water, etc... The **access to this kind of information** would be constantly and always available and fully accessible to everyone. This would serve to facilitate the citizens and the other users, but also to mange resources, meeting and strengthening the Sharing platform. As explained in the previous chapters, this type of economy would outperformed the traditional economy for multiple reasons. The explosion of this economy had made the new users, citizen and travelers much more aware about the thematic of environmental sustainability. The city of Copenhagen is intact trying to obtain the title of most sustainable city in the world.

7.2 CRITICAL ISSUES

It is nearly impossible to predict critical issues in a utopian system since every choice would lead to a high number of variable and to an infinite number of conclusions. In this chapter I will talk only about one of the possible and remote consequences.

One of the criticalities in this type of project and this system of cities could be found in the process of zoning. Despite the flexibility and variety of function inside the building, there would be the risk of forming district-dormitory, or even a neighborhood where citizens can spend their **"Hygge Time"**. This possibility is connected to the concept that each space has been designed to be completely shared, open and accessible to all types of users. This would affect also the private spaces in the project. Everything described above would imply, in a later future, the development of a fully sectorialized city. In addition to the blocks described above there would be the working district, the district dedicated to sports, the university district. The city center and the old town would be treated as a real museum.

The city of Copenhagen is not new to this type of solution and direct or indirect sectorialisation. A clear example is the semi-autonomous city of Christiania, a partially self-governed district within the Danish capital, founded in 1971 in the site of a former military town. The free city of Christiania was founded by a group of hippies who based there society on the principles of sharing, self determination and collective property.

7.3 NO SHARING CITY

"What would happen if the Sharing Economy was banned from the city?"

Even for this chapter it has been quite difficult and complicated the draft. The main question I asked myself was how to demonstrate the resilience of architecture in this specific scenario where the traditional economy is not outclassed by the Sharing economy. I came to the conclusion that the discussion should not be done on architecture, which would remain unchanged, but on its **communication**. Most cities try to communicate precise messages, to have a precise identity and to communicate it to the people who move and live within them. I tried to keep the internal functions unchanged. I understood this functions should have been communicated from the outside. Previously they were, on the contrary, hidden by the rigid and uniform scheme of the façade. I carried out a work and an analysis on the method, the communication system and **the symbol of this scenario**.

The space was originally conceived as a place of sharing. In this case I thought of a commercial "**privatization**" of it. The façade remains strictly the same, with a rigid and precise scheme that hides the internal functions. The new elements are the signs which expresses the various functions. These are incorporated in the architecture as a real parasites. This solution is the result of the reading of "Learning from Las Vegas" by Robert Venturi and Denise Scott Brown. The signs had a role not only in the architecture but also on the landscape. As Robert Venturi and Denise Scott Brown say in the text, there are three communication systems on the Las Vegas strip:

- **Heraldic**, the dominant signs system, which clear the definition of architecture and become part of it

- **Physiognomy**, the system that describes what buildings want to express through their façade's scheme and sometimes their composition

- **Locational**, the system that describes the willingness to place a certain function in a certain place, basically the spatial choice within a context

These three system are strongly connected one another, at the point that become hard to distinguish which is the most important among the three. These systems find their importance and success especially in the commercial method of **persuasion of signs and styles**. This establish a very strong relationships among them, them and the architecture and them and the landscape.

Some architects appreciated the use of signs and advertising attraction on the buildings because they arouse interest in the community. The signs are appreciated not only for their descriptive role but also because of their **intrinsic strength to augment the value of the property**. They encourage the enrichment of the owner who makes profit with them. Very often we work on the architecture field with the uses of analogies, symbols and images, which very often are not perceived at all if they are not explained by the designer himself.

In this case the architecture become a commercial and advertising technique. The architecture then should shows its innovation, its strength

through communication, expressing everything that we find inside the building through the use of signs.

The signs of the Las Vegas strip described by Robert Venturi in his book were conceived in a different way. First of all because the strip is one of the main roads, in a direct connection to the city center, but is not a highway. We would have lost the direct relationship between the traveller and the signs. In addition, the signs had to describe and emphasize most of the internal program. This is the reason why I chose to include a large number of signs, smaller and controlled in size, althoumy owngh still visible. Finally, it should be taken into account the municipality is trying to eliminate the vehicular system of cars in the city, favoring the cycle. This would increase the travel time. For this reason I've adopted sign of smaller size than those of Las Vegas.

Which were the signs chosen? The choice of signs was made using two different methods and approach in two different moments. The first method was considered before leaving for the Danish capital. This approach consisted of an analytical study of what is the Danish stereotype, what I expected to see during mu stay in the capital. I based this image mainly on what I read in newspapers, advertisements and books about Copenhagen and its development. The second method was implemented during my stay in Copenhagen. I try to build my own imagination of the capital, I tried to imitate the Danish way of life and thinking. I had built **my own urban landscape** scenario in the Danish capital partially following the method of Kevin Lynch. After the implementation of the two methods, the results automatically joined together. It has formed an image of large company

names and structures that describes the internal functions of the architecture project. In this scenario the urban policies and the expansion policies would remain the same and the project would be just another competitor in the set of accommodation facilities in the Danish capital. However it would be possible to insert a slightly different accommodation structure into the landscape mentioned above. Many more spaces would be available to the users. They would use the structure not only as a dormitory. These spaces would become much more flexible, would solve one of the main problem of the city politics, the rent both in the short and long term. There would be no variations in the internal layout. The masterplan project of B.I.G. studio would also remain the same, exception made by the raised tower which was already part of the planned intervention.

7.4 CRITICAL ISSUES

The only critical issue that emerges from the drafting of this scenario is the lack of any project of sharing. A sustainable economy would not be possible. There would no longer be real space shared and fully accessible. The internal structure would be privatized and made accessible to a few users.

The communication of the architecture would dominate the designed space making the world a **forest of architecture of signs and images**, completely **anti-spacial**. Communication would become an integral part of architecture. Finally, despite demonstrating its resilience, the essence of community will decay.

SCENARIO
SHARING CITY
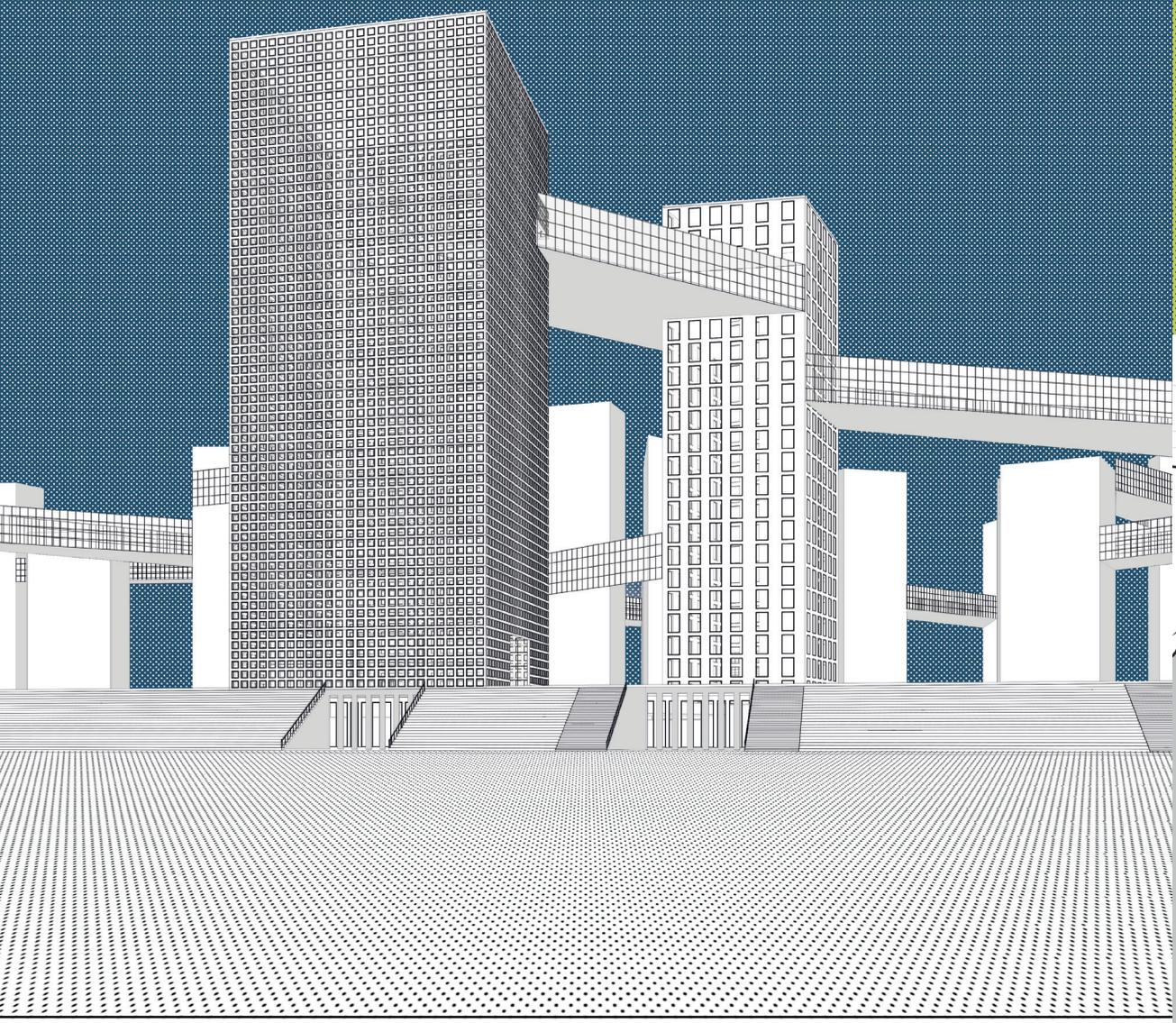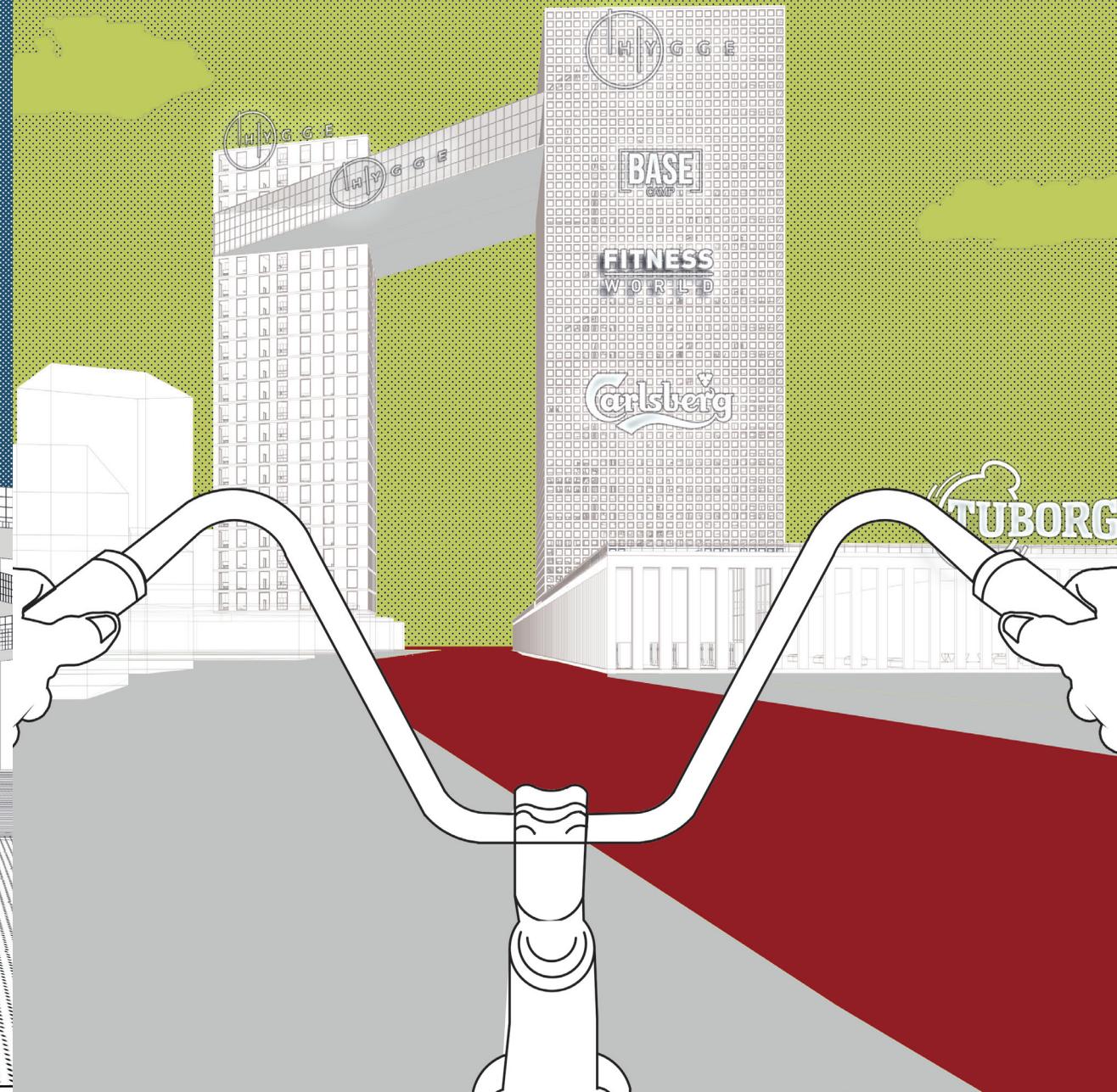
COPHENAGEN
HYGGE GATE

8

PROJECT CONCLUSIONS

PROJECT CONCLUSIONS

As we have seen in the report of this thesis, the **third millennium** is characterized by what has been defined as sharing economy and by the development of various platforms related to this new type of economy. I have paid close attention to the development of these two variables, considering both strengths, weaknesses and the possible problems related.

The sharing economy is having a very strong **impact on cities** and the way they are designed. The effect of this economy is present at **all scales**, from the urban one to details' dwellings, and will change the way of **living** for the citizens in the **future**. This thesis shows a specific solution that represents the basic idea of the Sharing Economy. The typologies of spaces have been considered as the key point for the translation of the concepts both AirBnB platform and Sharing Economy. All the research has allowed us to reach this aim. The elaboration of spaces suitable for all citizens and users and for all

types of temporariness and needs.

In conclusion, the intention of the thesis is not to show the project as a single solution to this new economic development, but to give one of the **many possible solutions**. The project aims to **grow together with the urban expansion** of Copenhagen and with the development of this economy that is distorting the traditional system, using a targeted approach on certain key points. Moreover, a further goal of the project can be found in its **resilience** to the various types of changes and situations considered.

I would like to conclude my thesis work with a consideration. It is difficult to find the key points to describe perfectly this project and the work of this thesis. But I can say that the key point of this thesis is not only in the final result, but mainly in the **initial aspiration**.

This thesis was in fact possible thanks to the desire to discuss and to create a debate and try to extract from it a solution to the current events hot topics.

COPHENAGEN
HYGGE GATE

R

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REFERENCES

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