

## INVESIGATION AND CONCEPT

Throughout the semester we studied the often conflicting relationship between local and national interests in urban spectacle projects. We believe that events such as the European Championships can be used to benefit both the event organizers, the sport and local area which otherwise bares trhe brunt of the burden for the sake of the national spectacle. Paradoxly, we were interested in the notion that the entire region Grododalen currently acts as the support system for the Oslo, at the cost to it's infrastructure, residents and environmental quality and this event could be used to give something back to the area. The site was chosen for its potential to use the stadium (a national icon) to stimulate development and improve the conditions for the local municipality and it's residents. Situated on the Rommen metro station, the site is one of the most deprived areas in Oslo with some of the lowest scores in education, employment and income in the entire city. It currently can be described as an island of industrial area (serving the national) surrounded by disconnected low socio-economic residential areas, surrounded by major highways, and old dumping ground with many schools, kindergartens and most importantly various sports fields and clubs. In our proposal we intend to transform the industrial area into the stadium site, creating a soft transition between the stadium and local programs by bridging and connecting through to the adjacent zones, creating a softer and more malleable relationship between the national and the local

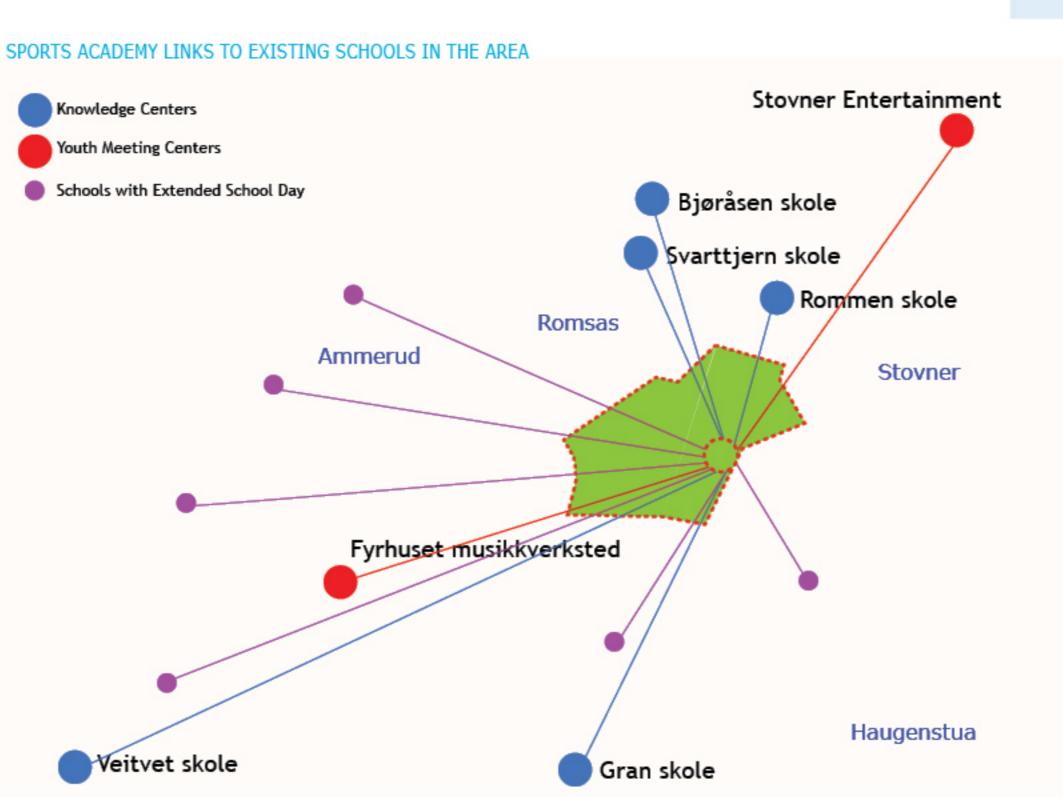
functions. The strategy is to create a programmatic central focal point between various nodes of transport which acts as a magnet pulling through people from surrounding neighborhoods: simultaneously acting as the focus for the new residents of Rommen and a lively area during event time. This focal point is bordered by the stadium, a new high density residential area of 1000 new homes, the river (which is a part of the Alna River resurfacing project) and redeveloped park and recreational area with a centrally located sports and community facility housing the local sports and volunteer associations. The intention is to create an active zone that establishes a connection for the local residents and a spectacle for the national visitors to the site.

## STRATEGY BREAKDOWN

» paths-branches into surrounding residential zones that connect existing pedestrian paths together » node\focal point-a multi-faceted 'magnet' centrally located to drag people through the site. A platform bordered by commercial, residential, transportation, events, recreation and of course the stadium. > establishing park and ride system as a means to distributes parking around the city, benefiting local residents and the greater city of Oslo via increased traffic diversification and interconnection.



EXISTING SPORTS FIELD ON SITE The project will use this as a center piece to build a sport academy program linked to the stadium

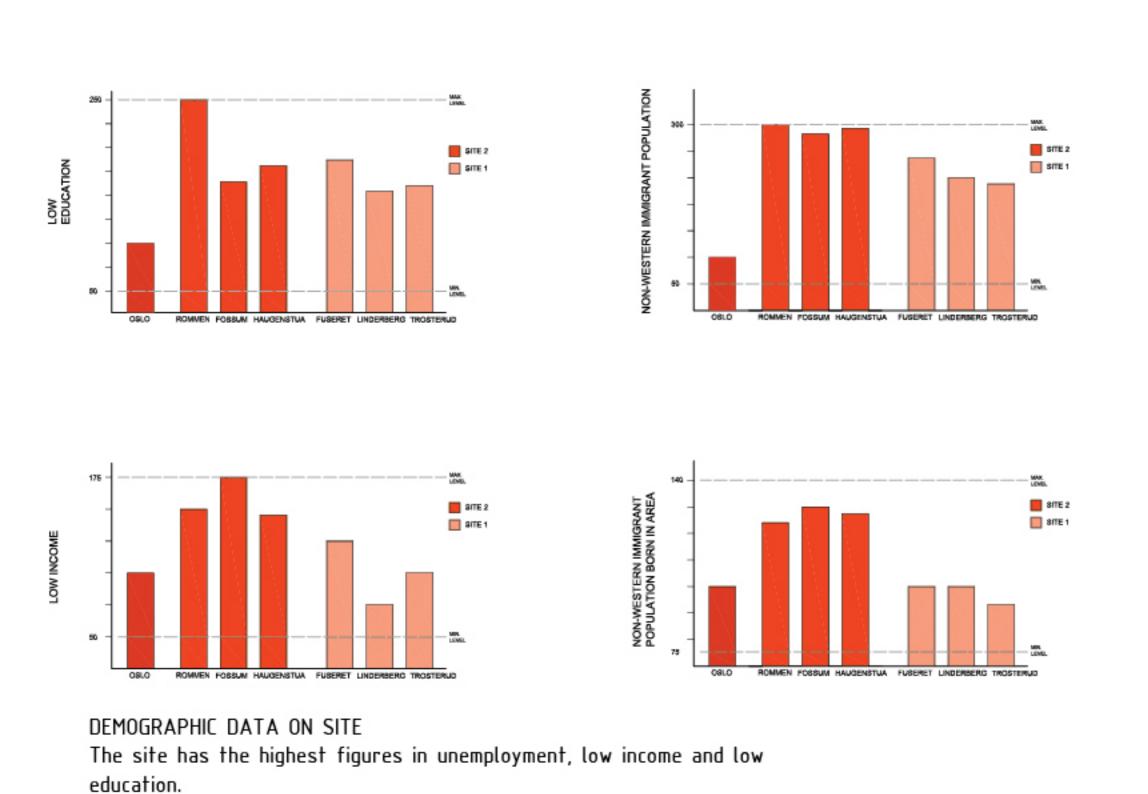


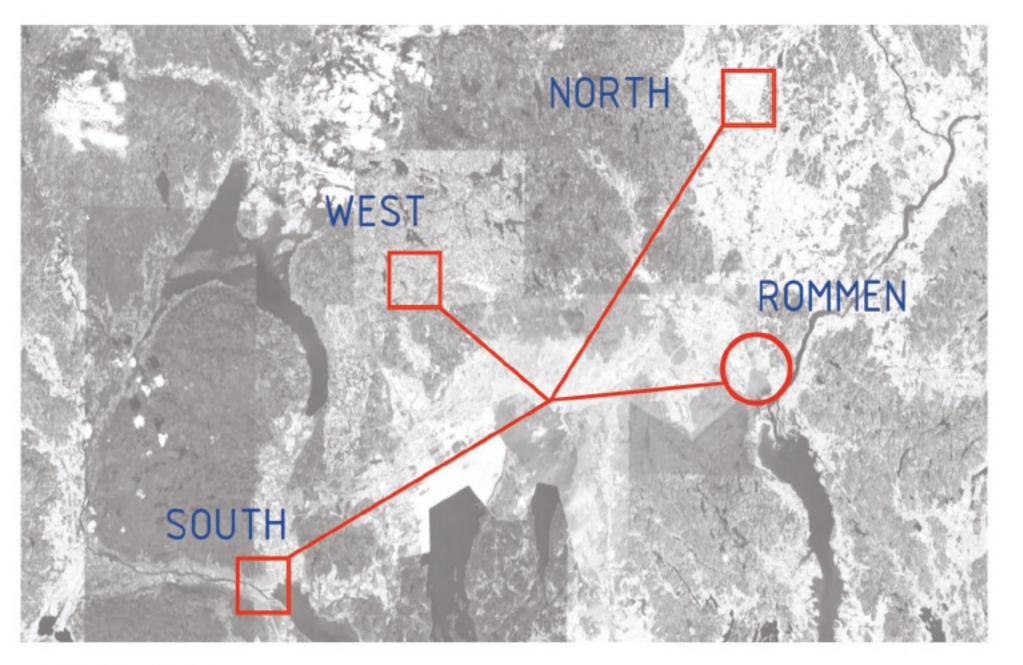
COMMERCIAL & RESIDENTIAL AREA DENSITY CHART The chosen site has a greater potential for benifiting residences due to its central poximity to low socio-econimic neighborhoods.

Public service and shopping - 18 %

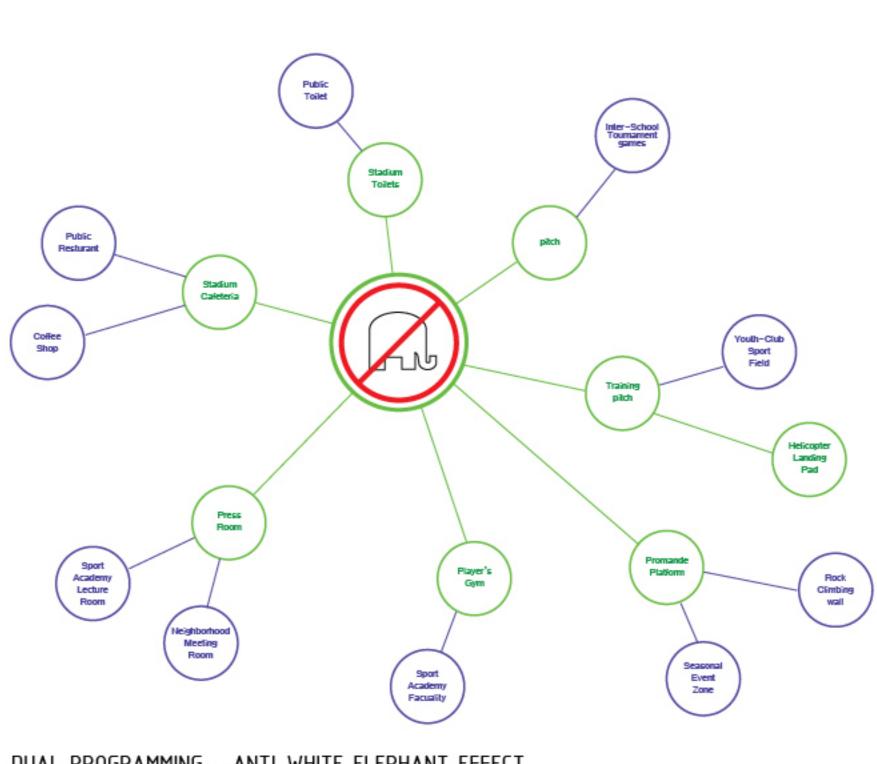
Residential area, small scale - 25 % Industry, cargo and storage - 44 %

Residential area, large scale - 13 %





PARK & RIDE SYSTEM A park and ride system is proposed to work in tandem with the stadium to manage the demand for parking at game time. The system would have anclary benifits to the greater reigon as well.



DUAL PROGRAMMING - ANTI-WHITE ELEPHANT EFFECT The stadium is programmed to maximize its use during non-game time by providing public service areas and uses.

