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Presentation in English

The Lindängen Lobby - a project about shopping

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This project began with a rather broad and general inquiry about shopping and urban culture, and to what extent e-commerce might have a future effect on how we shop and utilise our cities.

Rather quickly it was realised that shopping should not be understood as an isolated entity but in a broader societal perspective, so within a theoretical frame it was investigated how shopping has played a part in the social, spatial and rhythmic fragmentation of the cities of today.

From the research it was concluded that the local, small scale retail was the most threatened, and perhaps the most valuable scene to preserve.

Therefore I investigated a scheme of thinking when planning for improved retail in the suburbs. A new type of shopping typology, orientated towards e-commerce, has been implemented within the frame of an urban masterplan. The site chosen is Lindängen, a suburb (förstad) in Malmö. The guidelines drawn are however to be seen as broad and general methods that can be applied when working with similar areas.

It is discussed whether the new type of typology can function as an economical anchor for a broader program of social services, and as a motor and incentive for further investments in the area.

The act of shopping is today obviously loaded. This project has not been focused on any critic on the ecological aspects of the culture of consumption but rather aiming to present an alternative that is economically viable to challenge an accelerating fragmentation.