



Agenda C2C – learning Bergen

Thursday 30th of August

Location: Fjøsangerveien 68 (Agency for Water and Sewerage Works)

<https://www.google.com/maps/place/Fj%C3%B8sangerveien+68,+5068+Bergen/@60.3680753,5.3395284,17z/data=!3m1!4b1!4m5!3m4!1s0x463cf945b67057cd:0xf73bc8ceac81c67218m2!3d60.3680753!4d5.3417171>

09.00 – 12.00 Workshop - “From branding to design”

How to establish recognizable landscape & architectural design language from Blue Green Infrastructure?

09:00 – 09:15

- Introduction & Opening. Eva Britt Isager/William Veerbeek

9:15 - 9:45

- Dialogue with Norwegian Rain: Explanation about BEGIN. William Veerbeek
- Project Bergen Case-study: Magnar Sekse

9:45-10:15

- Dialogue with Norwegian Rain: Presentation Norwegian Rain: Alexander Helle - Creative Director / Manager.

10:15-10:45

- Discussion: What would a creative director from an outerwear brand do with a BGI project in Bergen?



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10:45-11:00 - Coffee break

11:00-12:00

Break-out groups:

1. How can branding & design help to represent the values behind BGI?
15min Presentation Jens (Example: Gothenburg)
2. In what way can design provide quality in a project, i.e. added value? 15min Presentation
William (Example: Rotterdam)

12.00 – 13.00 – Lunch

13.00 – 14.00

- Feedback from groups. Discussion.

14.00 – 16.00

- Visiting the area (technical part of the workshop)

18:00 – 19:00

Short meeting and aperitif with the Commissioner before she is joining us for dinner.

Location: Litteraturhuset, «Fossetova» Østre Skostredet 5.

<https://www.google.no/maps/place/Litteraturhuset+i+Bergen/@60.3936276,5.3283699,15z/data=!4m5!3m4!1s0x0:0xb6a01ea57eb17cc5!8m2!3d60.3936276!4d5.3283699>

19.00 - Dinner at Colonialen, Litteraturhuset.

<https://colonialen.no/litteraturhuset/>



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Friday 31 August

Location: Rådhusgaten 10 (City Hall – Teatersalen).

<https://www.google.no/maps/place/R%C3%A5dhusgaten+10,+5014+Bergen/@60.3920689,5.325888,17z/data=!3m1!4b1!4m5!3m4!1s0x463cfea8fb06e205:0x1b9d6ffab5998012!8m2!3d60.3920689!4d5.3280775>

09.00 – 11.30

- Byutviklingsakademiet (City Development Academy). Program attached.

(“Byutviklingsakademiet” is open to employees in the municipality of Bergen. We ask our city partners to use 10 to 15 minutes to inform about their participation in BEGIN)

11.30 – 13.00 – Break and lunch

Location: City architect, Domkirkegaten 4. (Five minutes’ walk from the City Hall)

<https://www.google.com/maps/place/Domkirkegaten+4,+5017+Bergen/@60.3934092,5.3267268,17z/data=!3m1!4b1!4m5!3m4!1s0x463cfea891052083:0xf789ad8e0a85cbd0!8m2!3d60.3934092!4d5.3289155>

13.00 – 14.30

- Presentations from Master students related to BGI - Bergen Architecture-school
- Discussion

14.30 – 15.00 – Next step