



Retail development plan for Carlsberg Byen

Contents

Visions and masterplan for Carlsberg Byen	3
History - Urban life - Urban spaces - Heritage and identity	
Cultural heritage and themes	5
Production - Science - Art - Culture	
Place analysis	7
Retail and urban spaces	
Logistics	
Idea and concept	
Surrounding areas	9
The ten zones	10
Zones	13
Zone 1 - The meeting place	14
Zone 2 - The activity zone	16
Zone 3 - International perspectives and art	18
Zone 4 - Play and activities	22
Zone 5 - Beer, food and design	27
Zone 6 - Transit, shopping and short visit	31
Zone 7 - The Green Community	34
Zone 8 - The Design Community	37
Zone 9 - The Dining Hall (Marketenderiet)	39
Zone 10 - The Gate to Vesterbro	41

Visions for Carlsberg Byen

History

Carlsberg's history is a love affair between science and culture. From the very beginning, quality products went hand in hand with a good head of creative energy and a generous contribution to life in the city. Great art and architecture were integrated into urban spaces and thus into everyday life. On town squares and in old as well as new buildings, forces are now joining to create a dynamic city district. Global trade and art, popular tradition and research will be brought together on one of Copenhagen's finest foundations.

Urban life - multiplicity and diversity

Carlsberg Byen will be a genuine child of Copenhagen; well intertwined with its neighbours, but with its own unique identity. Every feature of the city district will generate life and vitality. Intense yet peaceful. Crazy yet mundane. The district will have a clear international orientation, but it will also have its own unique position in culture and heritage. A rich environment for the arts will unite with cultural and age diversity as well as vibrant commerce to create an attractive and safe district. Carlsberg Byen will be used and developed by people whose dream is to see more Copenhagen in Copenhagen.

The urban spaces

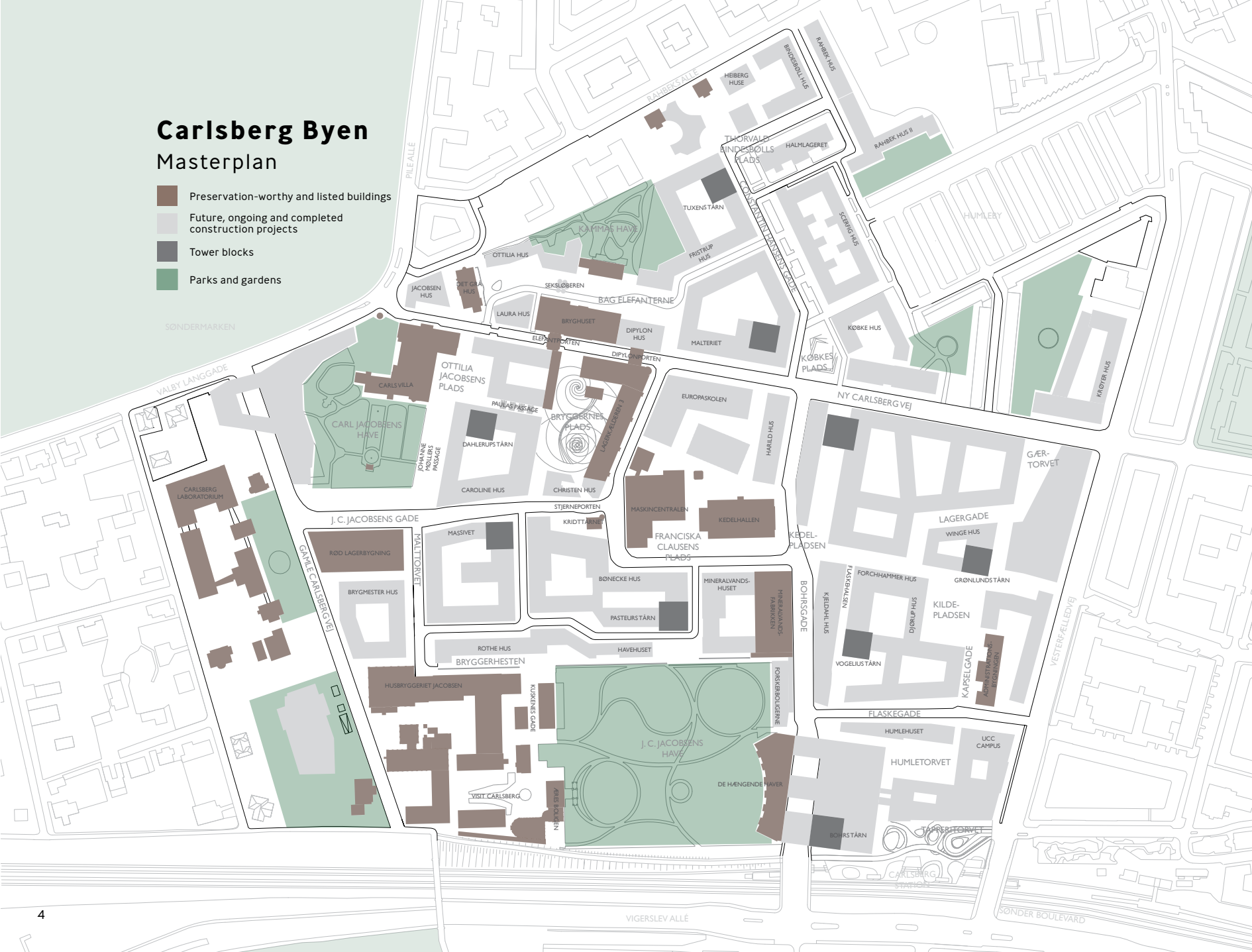
It will be a denser, more massive district than Copenhagen has seen for a century. Historical buildings, modern blocks and no less than nine towers will rise to the skies. On the ground, a varied pattern of passages and squares will inspire people to explore and discover the myriad of spaces and atmospheres. Each of the 25 urban spaces will serve as a unique social scene, with its own special message and openness to change. Everywhere, focus will be on experience and functional frameworks for spontaneity, always bearing in mind the aesthetic.

Heritage and identity

Carlsberg Byen will build on a unique cultural heritage, and this will live on in the city. The values of history will guide life in the new city, and every visitor will experience the link between the power of history and the dynamics of a living city. The characteristic architecture, the beautiful gardens and axial designs will create a feeling of grandeur, while cultural, commercial and recreative activities will complement the promises of history. Like the joy of art, science and research are a manifest heritage from the founders. The researcher apartments, the educational institutions and the production units will ensure that Carlsberg Byen continues along the path set by its founders.

- Preservation-worthy and listed buildings
- Future, ongoing and completed construction projects
- Tower blocks
- Parks and gardens

- Preservation-worthy and listed buildings
- Future, ongoing and completed construction projects
- Tower blocks
- Parks and gardens



Cultural heritage

A source of creativity and commercial innovation

Production

Thousands of workers were employed at the Carlsberg breweries, producing beer of high and uniform quality. Brewing developed from a cottage industry to industrial, competitive mass production. All links and processes in the production chain had to work perfectly, and diligence and professional skill were vital elements in the Carlsberg fairy tale. The key to Carlsberg's successful production always has been and remains; quality. Traditional boundaries between shops, eateries and production are broken down. High quality craftsmanship and micro-production will be essential themes in life in Carlsberg Byen.

Science

The visionary spirit of J.C. Jacobsen, the founder of Carlsberg, was that the brewery was to serve as a brewery school, with strong focus on innovation. He revolutionised the brewing process throughout Europe, and he shared his knowledge and inventions with the rest of the world – at no cost. The Carlsberg Laboratory, the research centre and the residencies for researchers made up the scientific environment, and continuing in this spirit, the new city district will be driven by knowledge and innovation – and a natural centre for sharing this. Inventiveness is the key. New thoughts within trade, experience goods, urban development and local cultural life will have optimal growth conditions in Carlsberg Byen.

Art

“Wherever people live and work,” said Carl Jacobsen, art should be displayed to inspire and incite a life of passion. In 1888, Carl Jacobsen opened the New Carlsberg Glyptotek, allowing visitors to experience art close up in an extraordinary setting. His most famous motto was “Semper ardens”. Always burning. The new city district will constitute a wealth of different urban spaces. Passion for beauty is the key. Those involved must feel a desire for change, but behind this will be a foundation of ever-present shared values, including the beauty in a mixture of classical and modern expression.

Culture

The Carlsberg site was always a mixture of factory buildings and homes, and the place abounded with a sense of community, entertainment and urban life. Thousands of workers, men and women of all age groups, attended to their daily work here. Cut off as it was from the rest of the city, in an island-like structure, Carlsberg was a place for hard work, and it became a unique miniature society in which people found their own ways to entertain themselves. Clubs and associations thrived, including choral singing, art, chess, bowling, sports, book clubs and communal eating. Active communities are the key. Giving new life to this culture of community and entertainment in Carlsberg Byen is an obvious opportunity. Nothing is more attractive than belonging to a place that fills you with pride and a sense of social attachment, and nothing is more attractive for visitors to a city district than the feeling of being in such a place.

Cultural heritage

Four themes and associated values



Production

Process – Creation – Craftsmanship –
Quality – Manufacture

Science

Vision – Entrepreneurship – Quality –
Innovation – Research

Art

Aesthetics – Passion – Creativity –
Semper Ardens (Always Burning)

Culture

Entertainment – Diversity – Multiplicity –
Urban life – Community – Authenticity

Place analysis

Retail



Retail tenancies

- Grocery stores
- Small retailers
- Large retailers
- Food & beverages
- Shopping areas outside the city district centre

Urban spaces



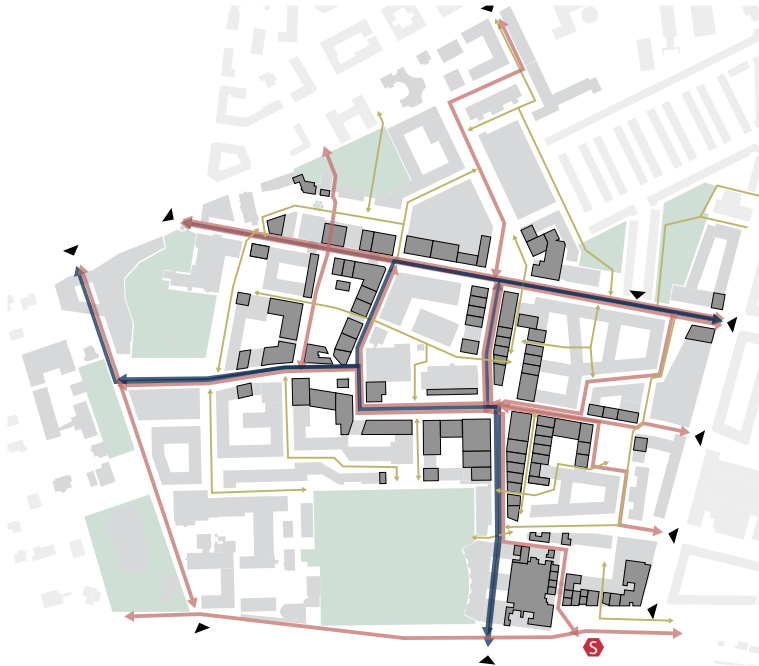
Urban spaces

The leading concept for the new plan for Carlsberg Byen is the many urban spaces. Each urban space has its own identity and characteristics.

- Tenancies
- Urban spaces

Place analysis

Logistics



Traffic flow

- Primary streets
- Primary cycling routes
- System of public paths

Idea and concept

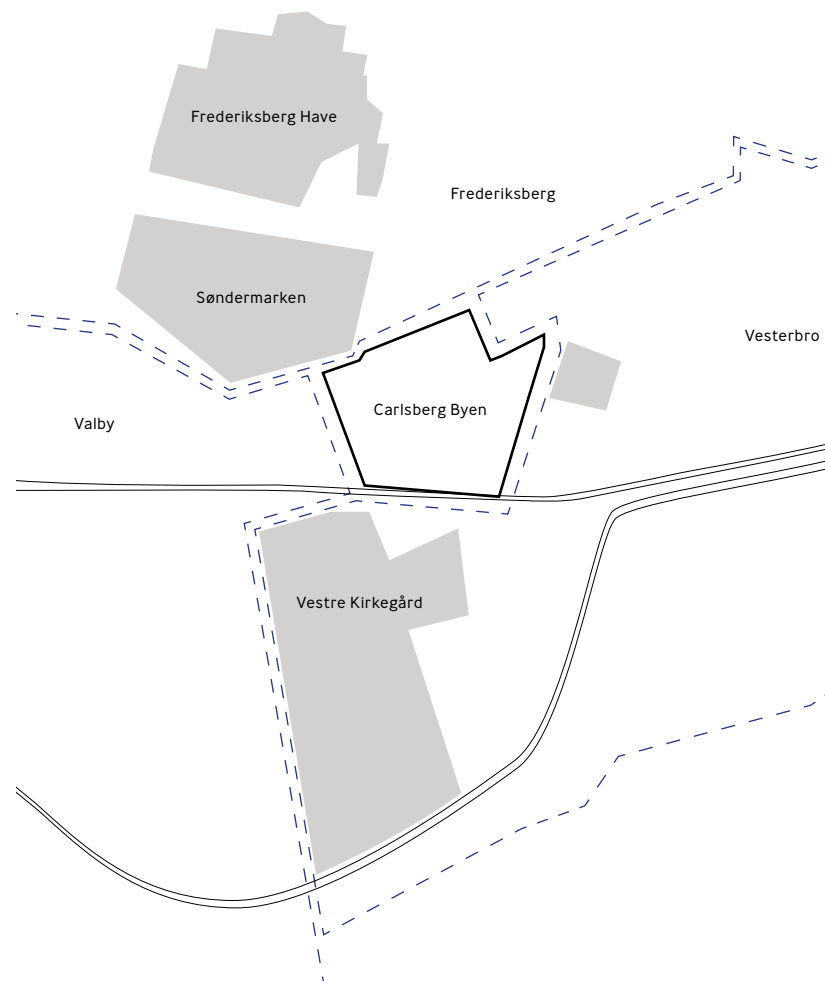


10 zones

Ten zones representing different identities can be sketched out by linking the urban spaces with their associated tenancies. This idea draws on the masterplan concept by which each urban space has its own unique identity and character. With this holistic approach, the public outdoor and indoor spaces will be brought together, and retail will become an active part of the urban landscape, thus fulfilling the desire for Carlsberg Byen to become a living city district with an intense urban life.

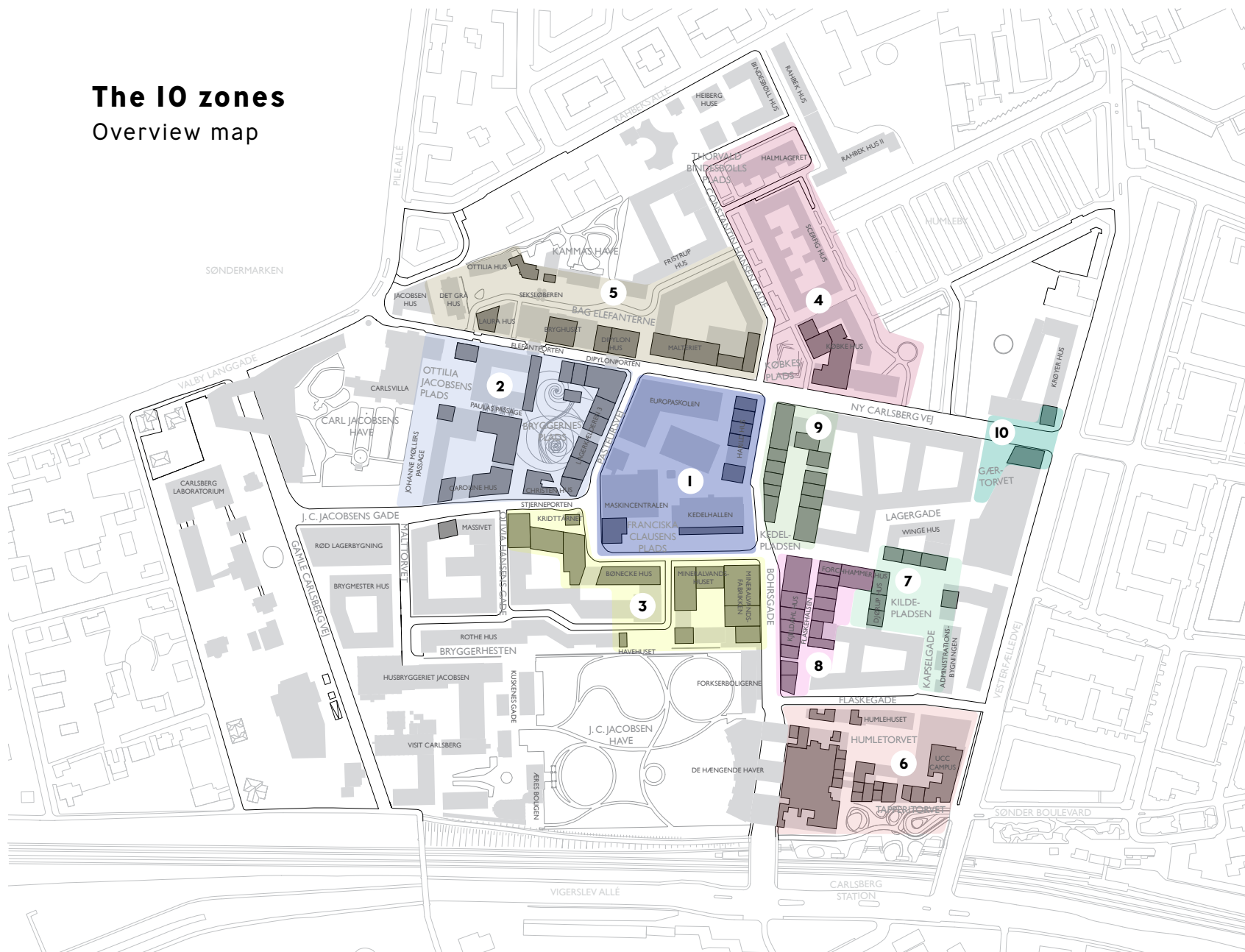
Surrounding areas

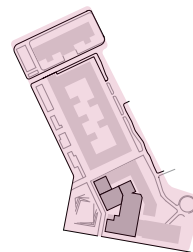
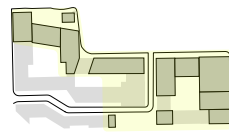
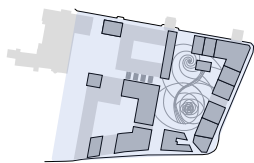
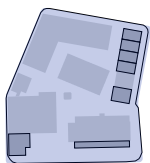
Carlsberg was built as an island on a hilltop. It started as a successful industrial venture. In the past years, the site has been home to various industrial-art attractions and exciting, up-and-coming, artistic and cultural communities. Now, a complex, modern experience factory is taking shape, with housing and working communities for thousands of people. Three urban districts, each with its own characteristic features, adjoin this new, ambitious neighbourhood: Fashionable, French-inspired Frederiksberg, with its theatres and gourmet atmosphere, Valby with its village ambience and many houses built by the founder of Carlsberg, and finally vibrant Vesterbro with its stark contrasts and diversity.



The 10 zones

Overview map





Zone 1

Franciska Clausens Plads

The meeting place

– This zone is the centre of the district, and with its iconic buildings and the planned activities, the square will be a meeting place for everything that Carlsberg Byen represents. Due to its combination of cafés and bars, a roof-top restaurant, cultural activities and the location itself, the square will become the new meeting place in the city district, with public seating and several naturally inviting urban spaces.

Zone 2

Bryggernes Plads and
Ottília Jacobsens Plads

The activity zone

– This zone basically consists of two urban spaces, each with its own strengths and character. Ottília Jacobsens Plads will serve as a kind of oasis and a mental space in which water trickling from the spring will stimulate reflection and contemplation. As a contrast to this, Bryggernes Plads is intended as a large open space offering a venue for numerous events and activities throughout the year.

Zone 3

Kridttårnet and
Mineralvandsfabrikken

International perspectives and art

– This zone comprises the Kridttårnet building, the block of flats and the Mineralvandsfabrikken building. The intention is that conceptual development should be based on Carl Jacobsen's idea of making art available to all. Consequently, potential tenants will be required to design their universe with this goal in mind. The experience should be the closest you can get in Carlsberg Byen to an international High Street.

Zone 4

Købkes Plads and
Thorvald Bingesbølls Plads

Play and activities

– This zone will accommodate the activity area, with a skating rink, skateboard ramps, table tennis and various events, as well as the Halmageret culture centre and Købkes Plads. The urban spaces will serve as an open and vibrant environment, inviting people to further explore the city district, welcomed by stalls and booths.

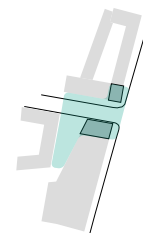
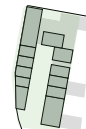
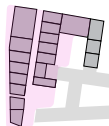
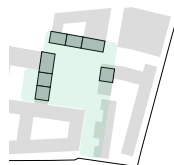
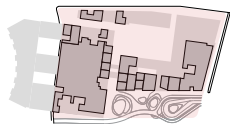
Zone 5

Bag Elefanterne

Beer, food and interior design

– This zone will be the entrance to the district from Frederiksberg and Valby. With its architectural splendour and the beautiful back facade of Bryghuset, the old brewery building, this will be the ideal place to focus on gastronomy and beer production. In collaboration with various operators, customised concepts can be designed to supplement the narrative about the area.





Zone 6

Tapperitorvet and Humletorvet

Transit, shopping and short visit

– In addition to the two busy squares, this zone comprises the UCC Campus, the offices in Humlehuset and the flats in the Bohrs Tårn tower block. The zone has been developed, devised and established as a transit and station area, where users arrive and travel to their place of study, stop for a break, make impulsive purchases, shop for groceries, drink coffee and meet up before taking a walk through Carlsberg Byen.

Zone 7

Kildepladsen

The Green Community

– This zone consists of a winter garden with a courtyard, and the intention is to create a community that offers visible synergy between individual tenants. The individual tenants will jointly develop a commercially sustainable concept. Based on its quiet location, this concept will primarily aim at the local community in Carlsberg Byen, Humleby and Vesterbro.

Zone 8

Flaskehalsen

The Design Community

– This zone has a core of two buildings, with a narrow street between them. Visitors can choose either to follow the narrow street, or to stay on the perimeter. Consequently, the shops can be accessed from both sides. For the narrow street to give users the best possible experience, intimacy is a necessity, and the shops will reach out into the public space.

Zone 9

Kedelpadsen

The Dining Hall (Marketenderiet)

– With its location on the corner of Ny Carlsberg Vej and Bohrsgade, this zone will play a key role in experiencing the city district. The inner courtyard will be covered by a transparent glass roof, and underneath, an attractive universe will be designed and created. The Danish word “Marketenderiet” is a historical term for a dining hall or canteen, i.e. a place in which food and beverages were sold. The Dining Hall is all about food, both in the historical and the present sense.

Zone 10

Gærtorvet

The gate to Vesterbro

– This zone will be the entrance from Vesterbro and Humleby and is expected to become an important hub for the natural flow of visitors into Carlsberg Byen. The intention is that Gærtorvet, together with the Bag Elefanterne area will be the part of the city district most naturally integrated with the rest of Copenhagen. With its square facing east towards the sunrise, this is an obvious place to start a new day.





...The afternoon is best spent in the area around Franciska Clausens Plads. Find inspiration and buy a few things in the High Street shops, and then continue on to the many cultural activities in the historic buildings of Kedelhallen and Maskincentralen. If you're into selfies, Den Snoede Skorsten (The Winding Chimney) is where you want to go.

Zone 1 – Franciska Clausens Plads

The meeting place



Art in the urban space

Art comes outside and into the urban space. The square outside the Maskincentralen building will be a venue for outdoor exhibitions. These exhibitions will underline the Carlsberg Byens's position as a new cultural centre for Copenhagen.



Carlsberg Byen Art Hall

World famous artists will dominate the existing buildings on the square, where the Art Hall will offer a unique setting.



Carlsberg Byen Culture Tower

Alongside the exhibitions of renowned international artists in the Art Hall, the raw setting of the Culture Tower will be home to an underground environment of local upcoming artists. For international artists, the tower will offer workshops and mockup areas and will be a venue for art openings and art festivals.



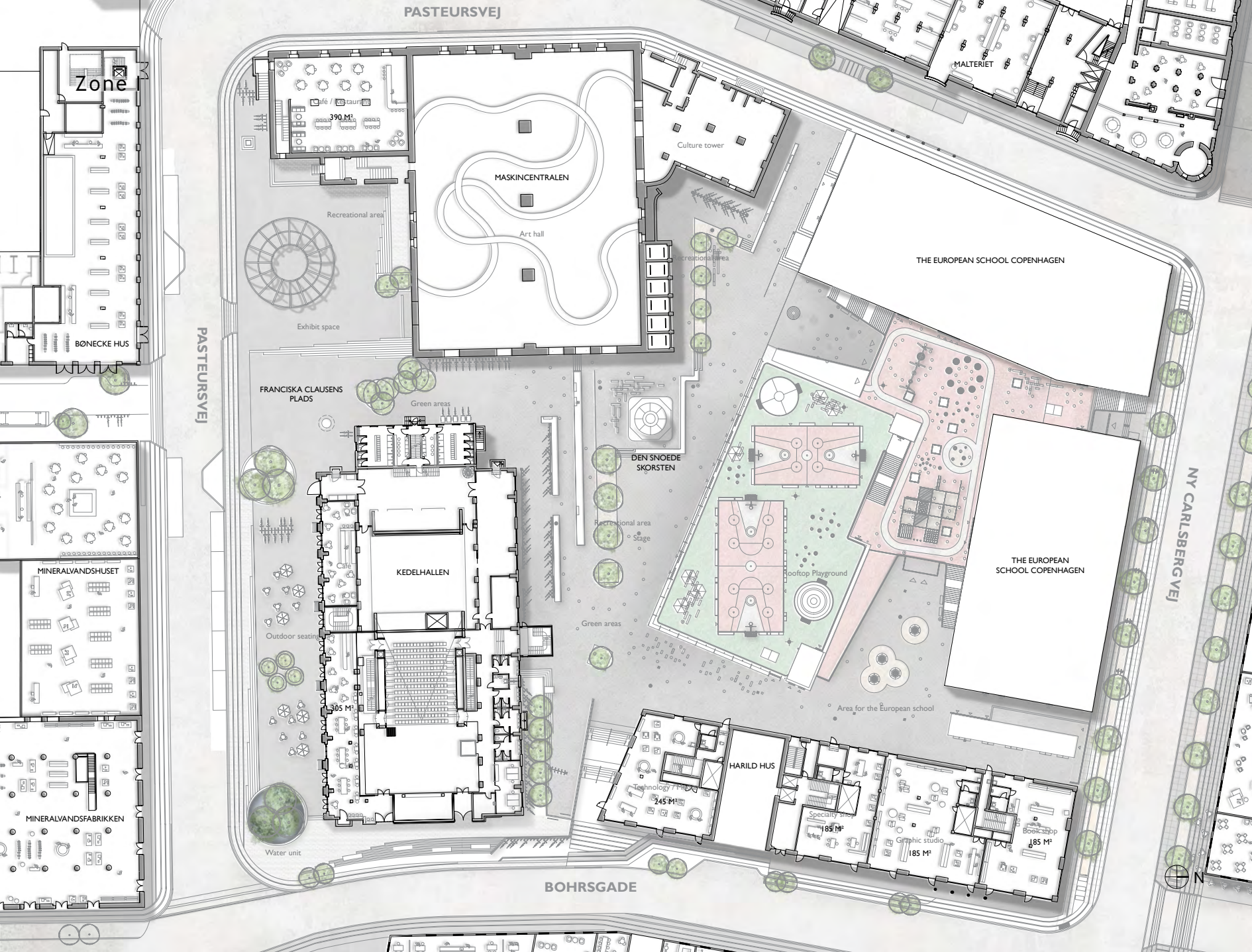
Performance CPH

Performance CPH will contribute to the artistic milieu in the area and create transparency into this magical universe.



Café

With their outdoor seating, the cafés will be visible on the square until late in the evening and create a vibrant and lively atmosphere.



Zone

BONECKE HUS

PASTEURSVEJ

FRANCISKA CLAUSENS
PLADS

KEDELHALLEN

305 M²

MINERALVANDSHUSET

MINERALVANDSFABRIKKEN

MASKINCENTRALEN

Art hall

Culture tower

MALTERIET

THE EUROPEAN SCHOOL COPENHAGEN

THE EUROPEAN
SCHOOL COPENHAGEN

NY CARLSBERGVEJ

BOHRSGADE

HARILD HUS

245 M²

185 M²

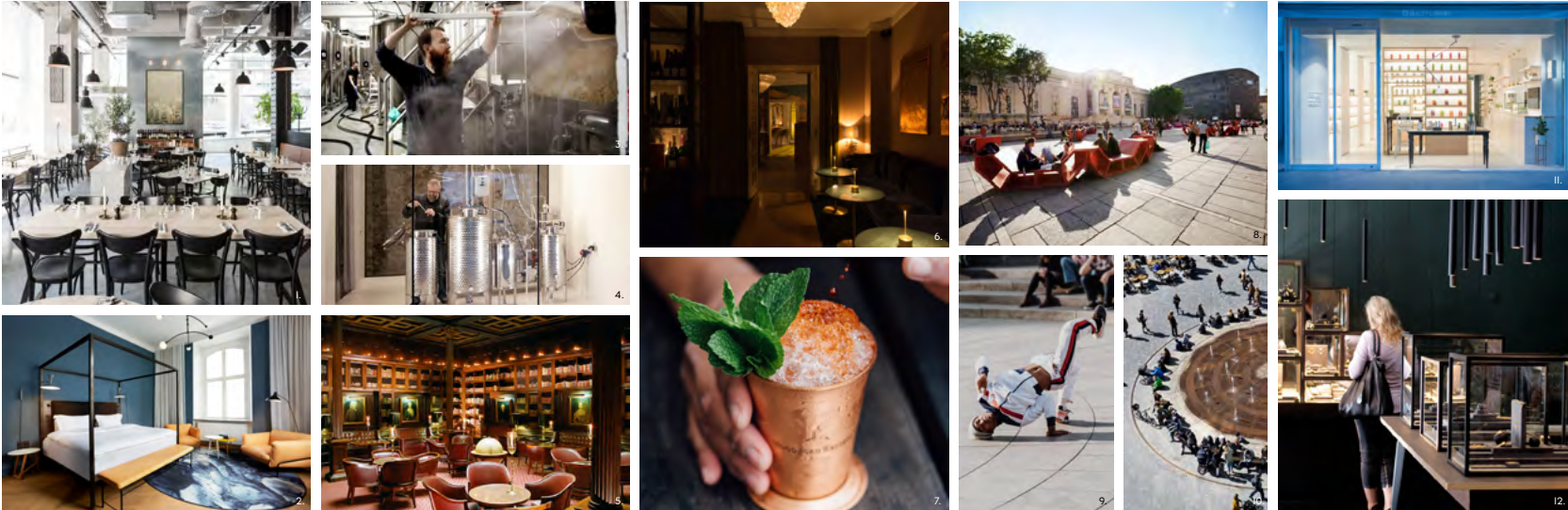
185 M²

185 M²



Zone 2 – Bryggernes Plads and Ottilia Jacobsens Plads

The activity zone



Restaurants

The restaurants in the zone will be fine-dining restaurants, serving culinary dishes in the unique settings of the historical buildings. With the glorious aromas of home-brewed beer and delicate dishes being prepared in the kitchen, the restaurants will present an atmosphere full of quality and authenticity.

Hotel

The hotel located behind the iconic golden discs on the facade of Lagerkælder 3 will bring life and diversity to the square day and night.

Distillery

The gin bar in Carlsberg Byen will have a visible distillery in connection with the bar, and visitors will be able to sense the pungent spirits being produced on site..

The gaming club

Cultural life in the old Carlsberg was characterised by many clubs and other social activities organised by the workers as well as the founders, who would meet in chess clubs, billiards clubs, etc. These activities will be revitalised with a modern reinterpretation of a Gentlemen's Club.

Exclusive bar atmosphere

A bygone era will be recreated in Carlsberg Byen. The so-called "members' clubs" will have a revival in the historic buildings. People will be able to experience, with all their senses, the exclusive, high-society lifestyle of the founders, quite in the spirit J. C. Jakobsen.

The squares

Bryggernes Plads and Ottilia Jacobsens Plads are large open squares where the water units form part of the urban furniture. Ottilia Jacobsens Plads will have a meditative atmosphere, allowing people to experience the water with all their senses.

Urban space activities

There is always something exciting going on at Bryggernes Plads: a dance show, a temporary outdoor cinema, a concert, a joint yoga class, etc.

Shopping

The retail and shopping environment at Bryggernes Plads is the market place of Carlsberg Byen with its variety of unique specialty shops full of exceptional everyday items such as fashion, design and beauty products, or food, coffee and local beer.

Zone 2



Zone 3a — Kridttårnet and Mineralvandsfabrikken

International perspectives and art



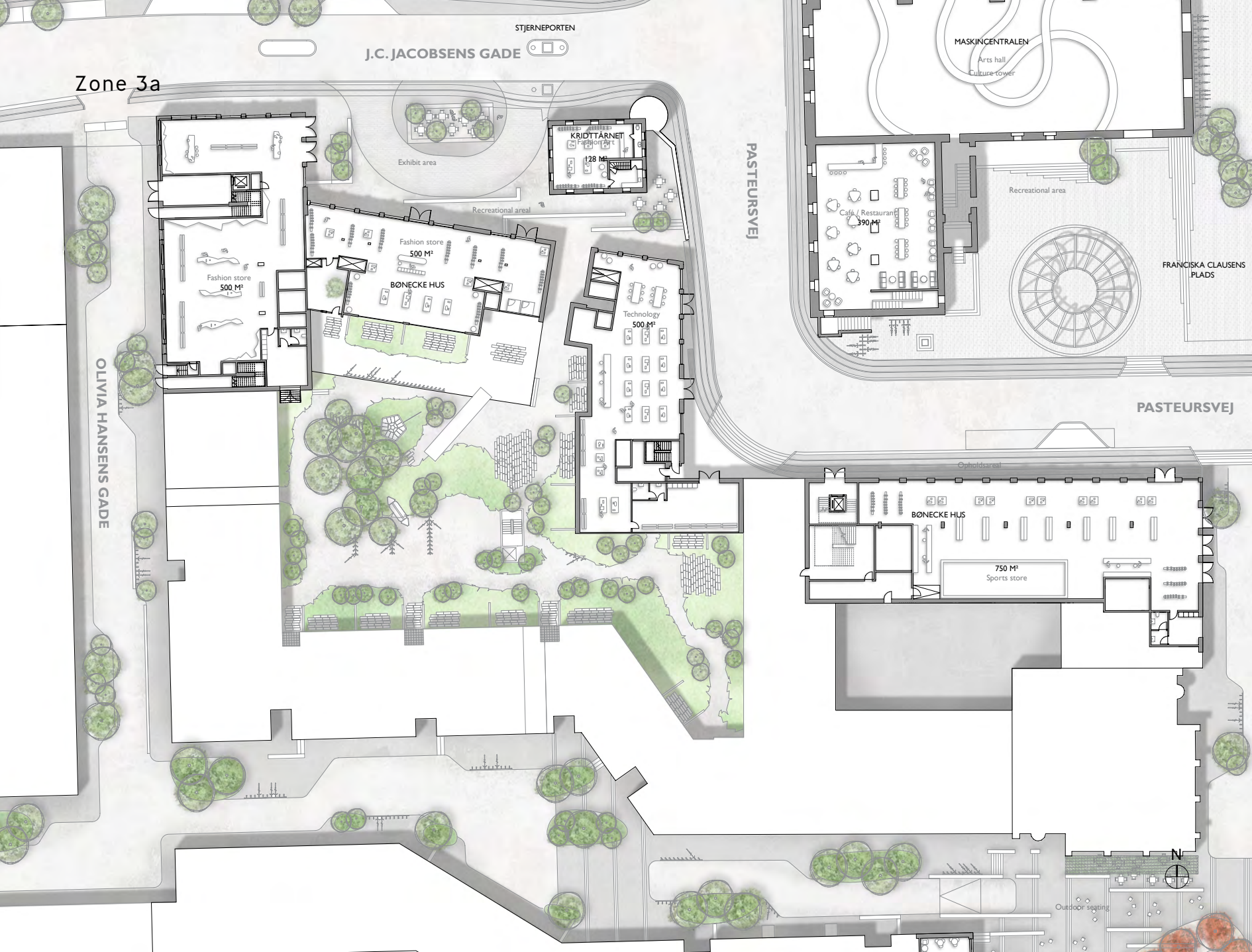
Retail art

The tenancies constituting the southern part of Carlsberg Byen High Street have the potential to become an exceptional retail experience. The size and the location of the tenancies give Carlsberg Byen the opportunity to invite international brands to create unique universes together. In these universes, retail and art will go hand in hand, and this will put Carlsberg Byen and Copenhagen on the map for futuristic store designs that are hard to forget.

Art court at Kridttårnet

Kridttårnet and the adjacent urban space will continue to bring out the fairy tale atmosphere that oozes from Kridttårnet, and people will be able to experience retail products and art installations being made and created on site. Kridttårnet will be a satellite for the ever-changing exhibitions and activities unfolding in the art court.

Zone 3a



Zone 3b — Kridttårnet and Mineralvandsfabrikken

International perspectives and art



Mineralvandsfabrikken department store

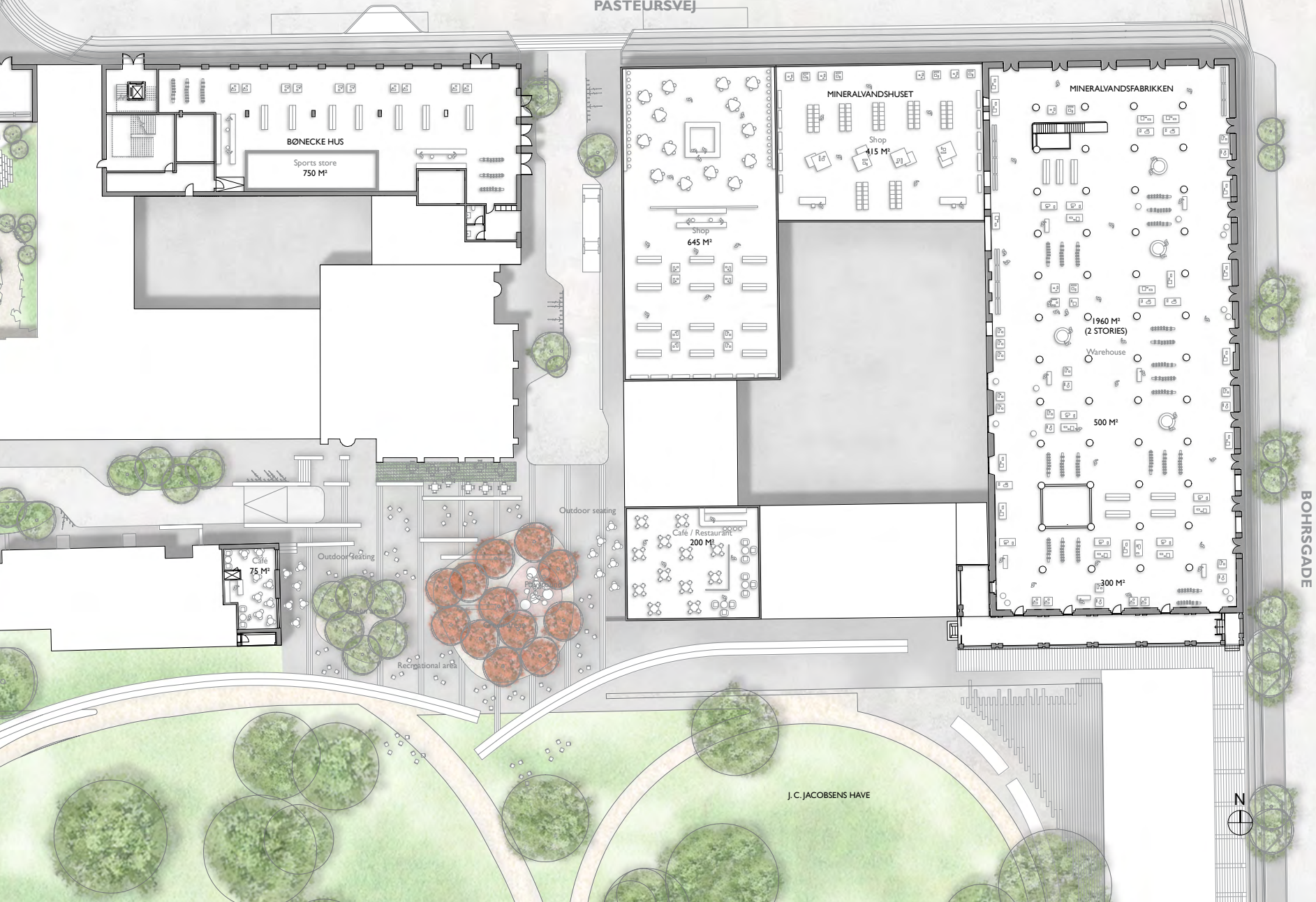
Mineralvandsfabrikken will constitute the framework for the new department store in Copenhagen with an international format. The beautiful industrial setting requires a cautious design and fitting out that emphasises the characteristics of the building.

J. C. Jacobsens Have

After the outdoor cafés facing J. C. Jacobsens Have, the French atmosphere will continue into a relaxed green elegance. The green oasis will be a pleasant break from The High Street.

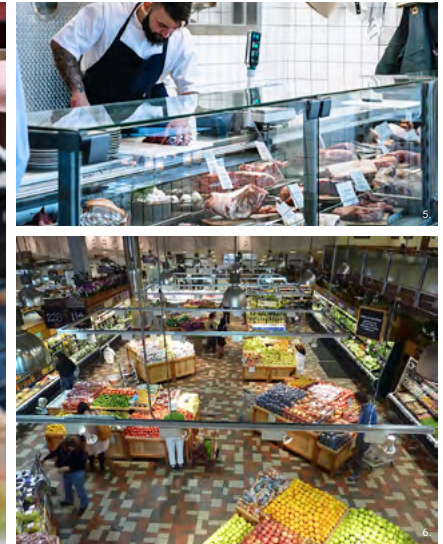
Zone 3b

PASTEURSVEJ



Zone 4a — Købkes Plads

Play and activities



Activity area and outside café seating

Købkes Plads is a square for families. Here, there are activities and events for the whole family - all year round. The large circle at the centre of the square changes its character all the time, depending on how it is used during the year. The two cafés facing out to the square generate life with outdoor seating spreading out across the square.

Grocery

One of the grocery stores in Carlsberg Byen is situated on Købkes Plads. Groceries and delicacies can be bought in an inspiring urban space. Actually, shopping begins on Købkes Plads, where a charming market unfolds to welcome shoppers and passers-by.

Zone 4a

CONSTANTIN HANSENS GADE

SCHERFIG HUS

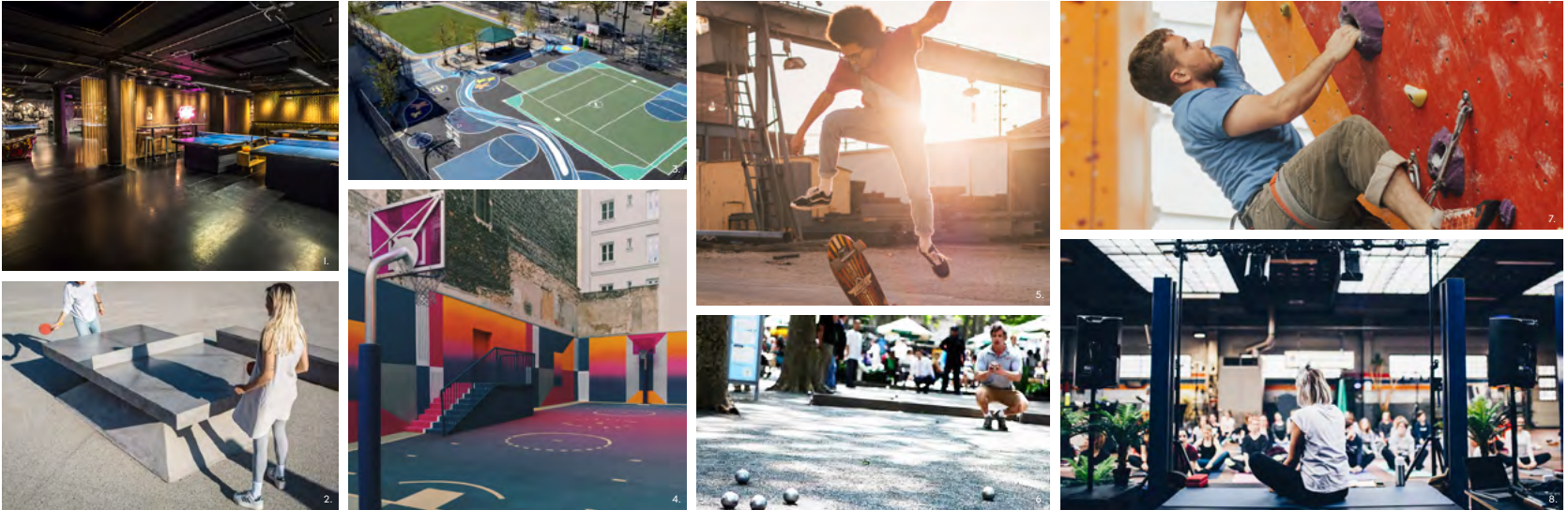
HUMLEBY



NY CARLSBERG VEJ

Zone 4b — Thorvald Bindesbølls Plads

Play and activities



Activity area

The Carlsberg culture was characterised by clubs and associations and physical activity. Now, this culture re-emerges on Thorvald Bindesbølls Plads with its active urban life. This is emphasised by the distinctive surfacing on the square. The square will be adorned with all kinds of sports and social activities together with informal, spontaneous activities such as soccer, basketball, table tennis, climbing and skating.

Indoor activities

Halmageret provides the setting for a multitude of indoor activities connecting the whole neighbourhood in a rich association. In this building, people can meet for yoga, or to play badminton and table tennis etc. The activities can be rounded off at one of the surrounding cafés, from where the many activities unfolding on Thorvald Bindesbølls Plads can be observed.

Zone 4b

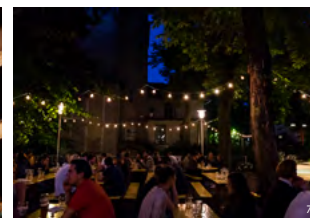
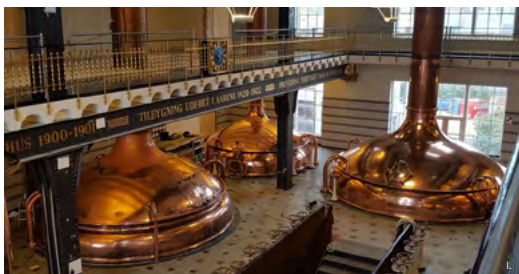




... Now you're ready for a foaming beer at Bag Elefanterne! This experience is a must here in the city of brewers, like enjoying a cup of coffee on St. Mark's Square in Venice. Afterwards, you stroll to Ottilia Jacobsens Plads, where you can take a break by the meditative fountain while listening to the faint tunes of the classical concert rehearsals from Bryggernes Plads, with the district's boutique hotel. Why not end your day eating dinner in Maltmagasinet to capture the real spirit of Carlsberg Byen? The whole district swarms with convenience and specialty shops.

Zone 5a — Bag Elefanterne

Beer, food and interior design



Beer

The Bag Elefanterne zone thematically resembles Bryghuset. In this zone, everything is about beer. Here, beer is produced, poured, and consumed. The place reeks of beer and new beer concepts are being developed all the time. The atmosphere oozes of production, and the industrial style is mixed with the cheerful atmosphere around beer. The operators connected to the tenancies will adapt and develop their concepts so that they come to relate to the beer theme.

Brewing

Microbrewing spreads across the whole area. The Crafted By brewery is here already, and this will become more visible on the square.

Biergarten

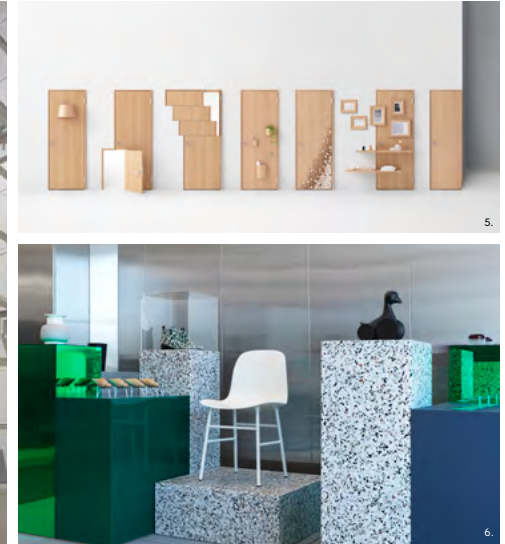
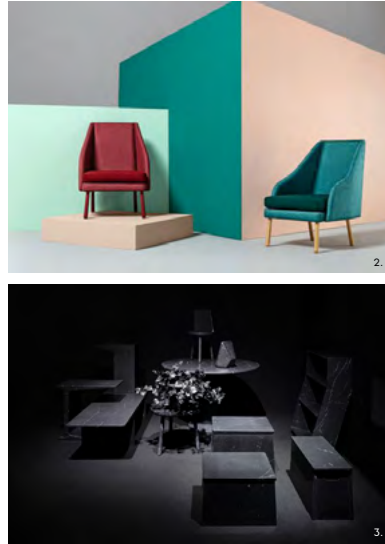
Al-fresco service creates a casual atmosphere similar to a biergarten. You can sit on German benches under coloured lights. Or you can hang out on one of the many steps with a beer in your hand - informal and relaxed.

Zone 5a



Zone 5b — Bag Elefanterne

Beer, food and interior design



Showrooms

Conceptual universes and goods are displayed side by side in these tenancies. In these universes, furniture displays function as art, and regular exhibitions will arise as part of this. For example, the cabinetmakers' autumn exhibition could to mark the front areas as an appetiser creating a connection between upcoming cabinetmakers and designers and the well-established showrooms.

Zone 5b



Zone 6 — Tapperitorvet and Humletorvet

Transit, shopping and short visit



Visit and transit

Tapperitorvet and Humletorvet are transit areas to Carlsberg station. Students from UCC (University College Capital) takes the squares in use, creating a vivid and active environment. These squares are passages for train travellers, thus constituting the southern gate to the rest of Carlsberg Byen.

Retail

Retail in connection to Tapperitorvet and Humletorvet is characterised by shops and stores for everyday life. There will be a chemist, a shoemaker, a bike-mender, a florist, grocery store etc.



... Together with a group of locals, you're strolling to the Green Community, where one from the group shows you around the winter garden. The ambitions of Carlsberg Byen can be felt, but it's still a real city full of local residents. People who belong and shop here.

Zone 7 — Kildepladsen

The Green Community



Servants' Hall

The cafés, restaurants and bars situated near Kildepladsen will together form the framework for the Green Community. Every Monday, communal eating will be arranged on the square. Here, each restaurant will contribute everything from unadulterated wine to a dish of the day; the incarnation of the Green Community.

Communal kitchen

During the morning hours, cooks and chefs will occupy the tenancies to prepare food for later in the day. In this way, the tenancies in the Green Community will be shared by businesses that split the rent and ensure life and activity in the area all day.

Local production

In the Green Community, food is produced locally; some in the tenancy itself, some in the winter garden on Kapselgade and some from local, organic farming.



Zone 7

FLASKEGADE

UCC CAMPUS

DJØRUP HUS

Café
409 M²

Café

LAGERGADE

Café
170 M²

Café
170 M²

VINGEHUS

Café
235 M²

KAPSELGADE

KILDEPLADSEN

Play area

ADMINISTRATIONSBYGNINGEN

Greenhouse

Green areas

Activity zone

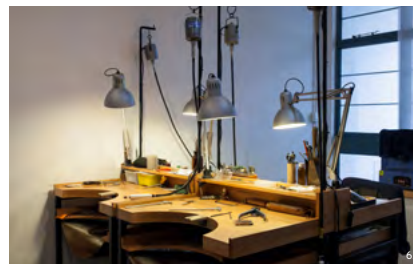
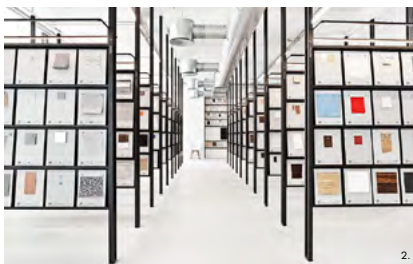




... Next stop is the Design Community. Here, you can calmly zigzag between the many double-entrance stores and workshops and chat with the craftsmen, designers and manufacturers about the materials of the future. If your passion is art and design, your second most important craving - food - will probably tempt you out of this creative knowledge bank to set course for the Dining Hall (Marketenderiet).

Zone 8 - Flaskehalsen

The Design Community



Materials library and collective design shop

The materials library is available for everyone, and in the collective design shop, the designers in the alley sell their newest designs. You'll also find information about the artists and designers in the Flaskehalsen Design Community.

Gallery and exhibition

Small galleries with regular exhibitions of work by upcoming artists. Art forms the whole environment in the alley, which also spills out into the urban space.

Studios and workshops

The entrepreneurial spirit is alive, and designers sit side by side in their 'design cells', providing a unique glimpse into design processes and production.

Design café

In the surrounding cafés, food is served on tableware thrown by the potter next door, and the chairs are designed by the designer from further down the alley. It's a vivid showroom, where every element is part of the exhibition.

Zone 8

BOHRSGADE

FLASKEGADE

LAGERGADE



Zone 9 – Kedelpladsen

The Dining Hall (Marketenderiet)



Marketenderiet's Food Hall

The covered passage through Marketenderiet offers culinary experiences from all over the world. Every shop front is more or less open into the passage, which contributes to a vivid and active environment. Outdoor eating areas blend into the passage itself. Distinct surfacing throughout the passage binds everything together and creates a coherent, pleasant and homely environment.

Cooking courses

You're invited to be an apprentice in the kitchen for an evening, working with local cooks and chefs. You can prepare the menu of the day, as it is served in the restaurant. It's an interdependent and pleasant environment, and afterwards you can sit in the passage and enjoy food you have prepared.

Food lab

The food lab is fizzing and foaming with many test tubes containing a whole palette of colours. Here, gastronomy meets science, and new flavours and ingredients are tested. It's an open-source lab, where knowledge is shared with those who are interested. For the same reason, the front is a completely open glass facade - as if you were in a test tube yourself.

Kitchen utensils

After the many impressions inspiring the visitor through Marketenderiet, you can visit the kitchen utensil store offering everything you need to repeat your success at home.

Zone 9



Zone 10 — Gærtorvet

The gate to Vesterbro



Bread art

These corners have the best baristas and bakers around. Here, baking is an art form, which can be tasted. The bakers make a virtue out of every crumb, and the bread and cakes reflect quality, innovation and a passion for creation. You can follow the authentic production process of unique craftsmanship oozing with quality.



Yeast

J. C. Jacobsen revolutionised the brewery process with his ground-breaking method of beer brewing - not just in Denmark, but throughout Europe. He shared his knowledge and invention of pure yeast with the whole world by giving it to other breweries - all for free. In the same way, yeast and sour-dough will be produced for baking, and will be free for anyone who would like it.



Bakery

Yeast production can be smelled in the whole room and out into Gærtorvet, where visitors can enjoy their freshly baked bread and steaming coffee. Emphasis is on an authentic, cosy and warm atmosphere, interconnected with an experimental environment, where tests and production are always cooking.



Zone 10

KRØYER HUS

Yeast production

Bakery

200 M²

NY CARLSBERG VEJ

GÆRTORVET

Cafe / Restaurant

395 M²

LAGERGÅDE

VESTERFÆLLEDEVEJ



Retail development plan for Carlsberg Byen

Developed by: Carlsberg Byen P/S

Adviser: Briq

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