

OPPORTUNITY SPACE FESTIVAL

Promoting economic opportunity and social inclusion in Malmö



OVERVIEW

The *Opportunity Space Festival* will offer a wide range of free programs and classes to help people build skills, meet others, make connections, and find jobs. The festival will take place in a custom-designed temporary pavilion in Malmö's Enskifteshagen Park 22 August to 2 September.

The festival will make job training, education, arts, and other programs more visible and accessible to people who need them, and will support socially and economically sustainable neighborhoods for all Malmö residents.

OUTCOMES

- Reach 1,000 residents with programs from 25 organizations throughout Malmö to help people build skills, find work, and meet others.
- Build an iconic, contemporary pavilion that makes the area more attractive.
- Establish a new meeting area in public space that brings diverse people together, and can be used by organizations throughout Malmö.
- Produce a replicable prototype that could be installed throughout Malmö.

COLLABORATORS

VAN
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INSTITUTE

whita



im
INDIVIDUELL
WÄNNERSKONÅLPP
SWEDISH
DEVELOPMENT
PARTNER

Sveriges Arkitekter SKANSKA

CONTRIBUTORS



e-on

MALMÖ IN TRANSITION

Enskifteshagen Park is located in an area of Malmö that is growing, with plans for significant public- and private-sector investment. The festival will create a shared benefit for both new and established residents to help ensure that everyone has access to social and economic opportunity.

Malmö has proven it can catalyze outside-the box thinking and improve the city's quality of life. The festival will showcase program partners, and make it easier for them to connect with people who want to participate.



At night the pavilion transforms into a lighting installation and sculpture

ABOUT VAN ALEN INSTITUTE

At Van Alen Institute, we believe design can transform cities, landscapes, and regions to improve people's lives. We collaborate with communities, scholars, policymakers, and professionals on local and global initiatives that rigorously investigate the most pressing social, cultural, and ecological challenges of tomorrow. Building on more than a century of experience, we develop cross-disciplinary research, provocative public programs, and inventive design competitions.



The Folket's House pavilion seen from outside

TIMELINE

April 2017: Press release to announce Opportunity Space Festival and design of temporary pavilion

30 May: Festival Preview event

22 August - 2 September: Festival opens with programs run by Arbetsformedlingen, City of Malmö, Good Malmö, Individuell Människohjälp, and others.

Recent projects include:

- **Rebuild by Design:** With the U.S. Department of Housing and Urban Development, we helped organize a competition that has allocated nearly \$1 billion USD to protect the New York region from future storms.

- **Times Square Heart:** With the Times Square Alliance, we helped create a Valentine's Day public space installation engaging visitors at one New York's busiest intersections.

**To learn more about the *Opportunity Space Festival*, or to propose programs, please contact:
Jerome Chou, Van Alen Institute, jchou@vanalen.org**