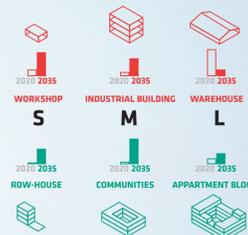
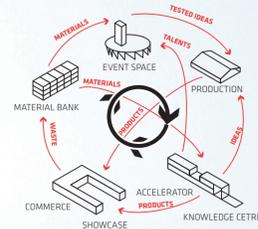
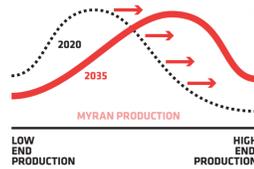
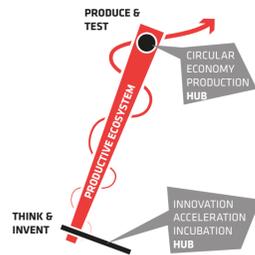
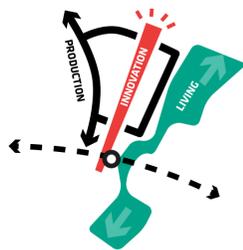
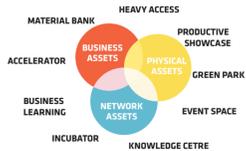


LIVE + WORK + INNOVATE



Productive innovation district

Physical environment: innovative environment have to encourage people to interact, explore and bump one to each other. By providing qualitative public spaces with interaction possibilities one could expect various people to interact in between, learn and possibly create new productive meetings, new ideas.

Network: networks are crucial for innovation. Physical spaces are created for various networking events to be located at the site.

Business: productive business have to find a place to establish on site. However Myran location can be seen as a starting zone to establish a business. Startup facilities, accelerators, funding, coaching are crucial for successful step towards productive business.

Public infrastructure

Salavägen in the west is converted from access road to the main street. Surrounded by highly exposed and easily accessible blocks it offers the perfect location for offices, commercial venues and residences for those who are seeking urban vibe. Eastern side of Myran is dominated by big green area which sips in to the rest of the district in a shape of a network of pocket parks, green alleys and open stormwater ditches. It offers peaceful environment for living, creative thinking and education. Right at the heart of the Myran district lies redeveloped Skälbygatan and Akerbygatan forming the main axis of public spaces for innovation and leisure surrounded by new and existing creative industries, offices, maker spaces together with residences - exploring the future image of the productive city.

Productive ecosystem

The station area have best regional connectivity therefore Highend productive functions are planned in the near proximity. At the other end of productive street - lowend hub is planned. That is the area where noisy and more dirty functions can easily be located.

Shift of the economy

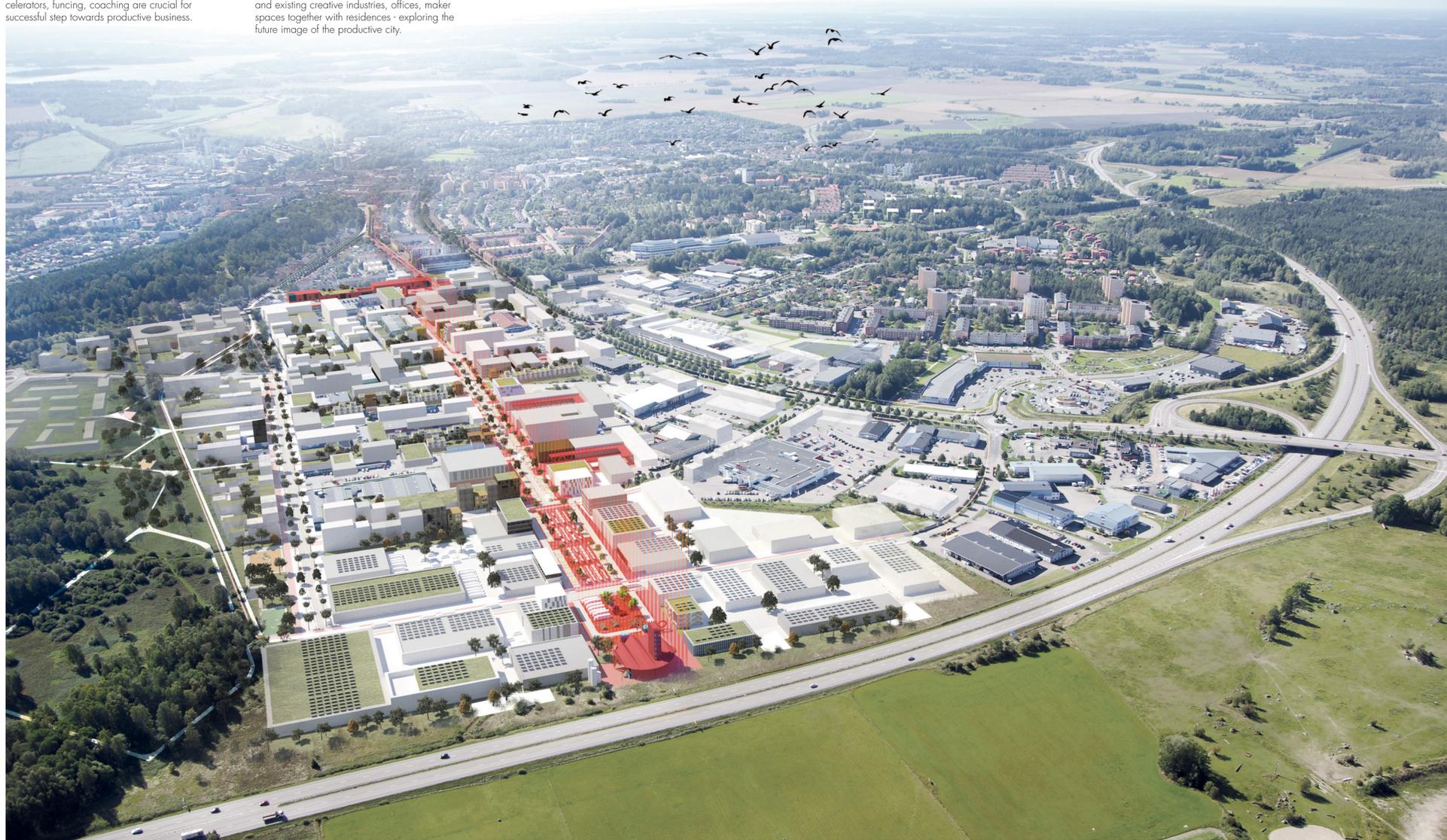
While the existing land use is not very efficient both in terms of physical space and additive value created, in the future it is expected to attract more creative individuals and innovative companies which will create a product of higher additive value. At the same time that does not mean that in the future there will be no space for low end production nor that existing industries will be pushed out - on the contrary, the synergy of two creates the biggest potential.

Circular and shared economies

Circular and shared economies are encouraged through two major initiatives: Circular Economy Production Hub and Innovation Acceleration Incubation Hub. As well as number of smaller initiatives which together covers aspects as sharing of surplus energy between industries, offices, housing and leisure facilities, reusing and recycling building and production materials on the site, sharing work facilities, multifunctional public spaces and many others.

Diversity and mix

Myran district seeks to create truly mixed and divers living and working environment. Therefore all different actors and initiatives are welcome: existing and new, private initiatives and large established companies, concerning industries and residential development. While small scale production is a key for innovation, medium and large-scale production brings stability and safety. While private developers and small building cooperatives adds to the liveliness and diversity in the city, large real estate developers can offer affordable, ready made solutions.



Myran in Enköping is at the turning point from industrial suburb to the lively and productive city district. It is well connected to the rest of the city and larger region and can offer a wide range of spaces to materialise your ideas regardlessly if these are concerning commerce, production, offices, housing, education or leisure activities. While the area is characterised by fine grain urban fabric, small properties, many different actors, private initiatives, human scale pedestrian and bike friendly public spaces there are still space for larger developments, established actors, rougher activities and of course some space for unplanned. New as well as existing owners are encouraged to expose productivity in the buildings and inspire creativity in public spaces around them.

Plan proposal is based not on zoning of different functions but rather identifying and strengthening areas of different identities. Salavägen in the west is converted from access road to the main street. Surrounded by highly exposed and easily accessible blocks it offers the perfect location for offices, commercial venues and residences for those who are seeking urban vibe. Eastern side of Myran is dominated by big green area which sips in to the rest of the district in a shape of a network of pocket parks, green alleys and open stormwater ditches. It offers peaceful environment for living, creative thinking and education. Right at the heart of the Myran district lies redeveloped Skälbygatan and Akerbygatan forming the main axis of public

spaces for innovation and leisure surrounded by new and existing creative industries, offices, maker spaces together with residences - exploring the future image of the productive city. This approach allows to develop truly mix-use city district that is lively, comfortable and safe around the clock no matter if you are staying in the area or visiting it.

Two showcase initiatives are proposed in order to kickstart the new productive city district. Circular economy production hub is located in highly visible area along E18 highway. It is a social and physical platform that main focus lies on recycling, sharing and reusing materials already on the site, makerspace, bringing together different actors, offering a wide range of possibilities and an actual physical spaces for production activities. Next to the Enköpings train station is established Innovation Acceleration Incubation Hub which offers working spaces for high end startups and companies, coworking spaces and business incubator with the best regional connectivity. These pilot projects attracts creative people from the whole region and contributes to the unique new identity not only for Myran district but also changes the face of the whole city without destroying the existing one.

Complementing Enköpings center by allowing more freedom for testing different ideas about how attractive and productive city district should look like, what are the needs for contemporary living, working and leisure activities and how these different functions can coexist next to each other. This is the space where ideas can be tested in temporary, rough, unconventional manner and where bigger tolerance for mistakes is allowed. This is also the test bed for how notion of ecosystem services could become an integral part of urban fabric incorporating not only recreational aspects of urban green but also resilience to climate change, biodiversity, storm water treatment, urban farming and others.

Attractive city spaces, high quality public service, freedom to live, work and spend leisure time at the same district together with relaxed small-town vibe creates unique identity and attracts urban pioneers with hands-on approach from whole region that are looking for a new way of living.

The transformation of Myran builds on Enköpings long history of farming and industries reinterpreted in contemporary light and marks the beginning of a new era in Enköpings economy.