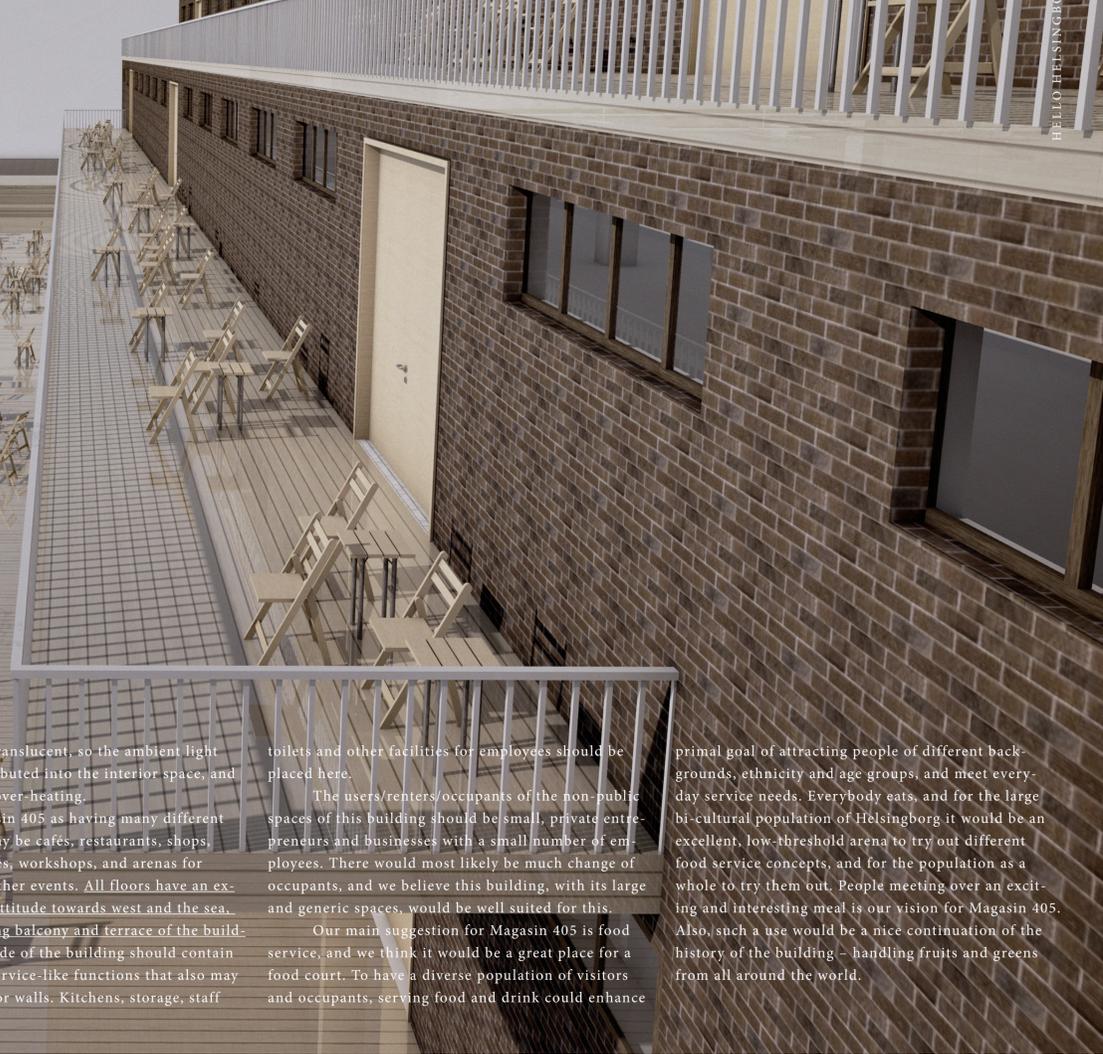
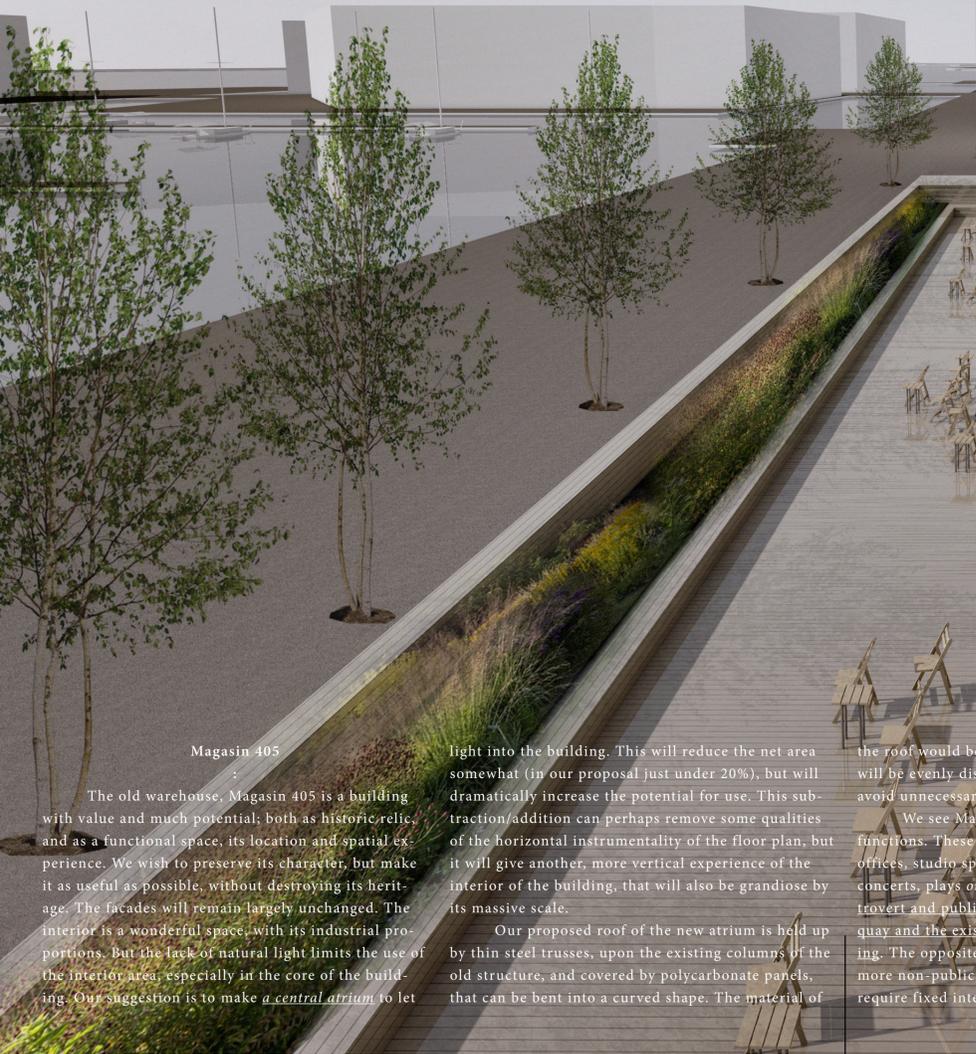


HELLO, HELSINGBORG
PRODUCTIVE CITY, HELSINGBORG



Magasin 405

The old warehouse, Magasin 405 is a building with value and much potential: both as historic relic, and as a functional space, its location and spatial experience. We wish to preserve its character, but make it as useful as possible, without destroying its heritage. The facades will remain largely unchanged. The interior is a wonderful space, with its industrial proportions. But the lack of natural light limits the use of the interior area, especially in the core of the building. Our suggestion is to make a *central atrium* to let

light into the building. This will reduce the net area somewhat (in our proposal just under 20%), but will dramatically increase the potential for use. This subtraction/addition can perhaps remove some qualities of the horizontal instrumentality of the floor plan, but it will give another, more vertical experience of the interior of the building, that will also be grandiose by its massive scale.

Our proposed roof of the new atrium is held up by thin steel trusses, upon the existing columns of the old structure, and covered by polycarbonate panels, that can be bent into a curved shape. The material of

the roof would be translucent, so the ambient light will be evenly distributed into the interior space, and avoid unnecessary over-heating.

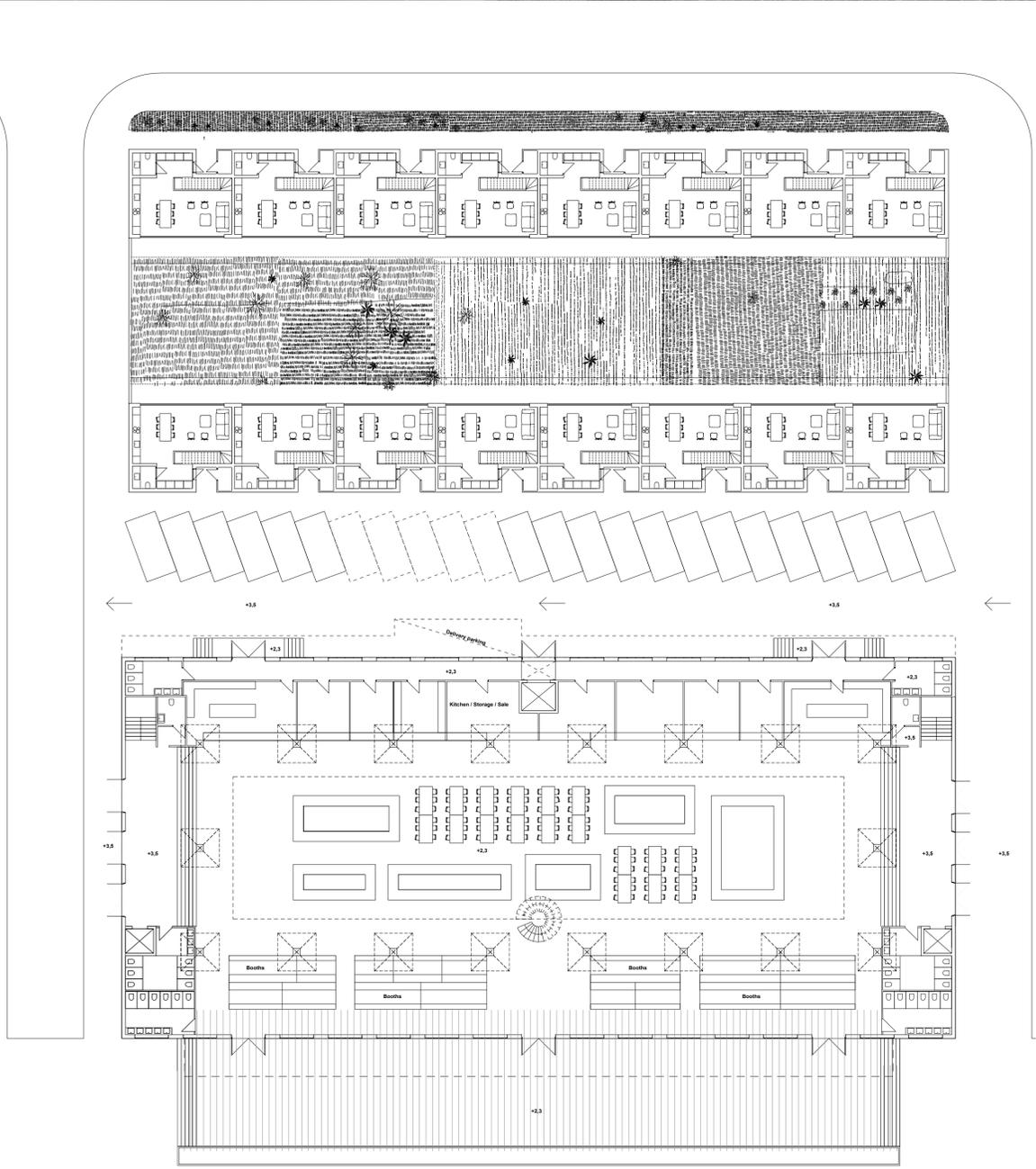
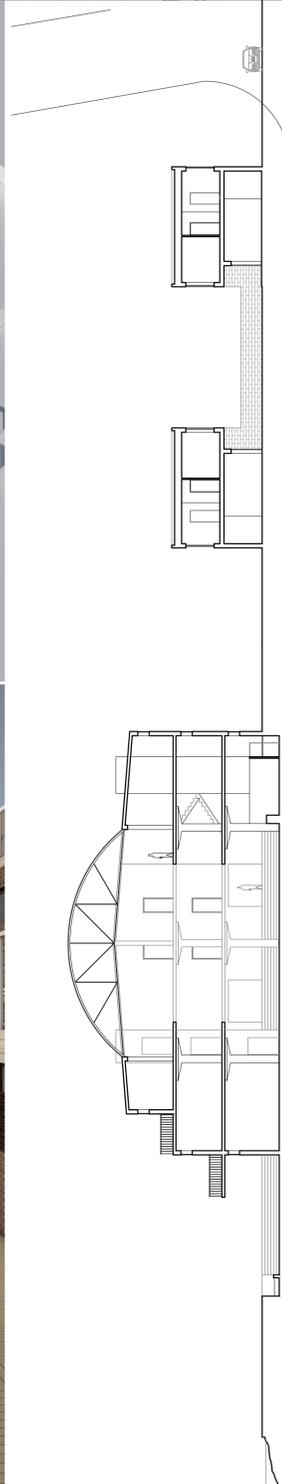
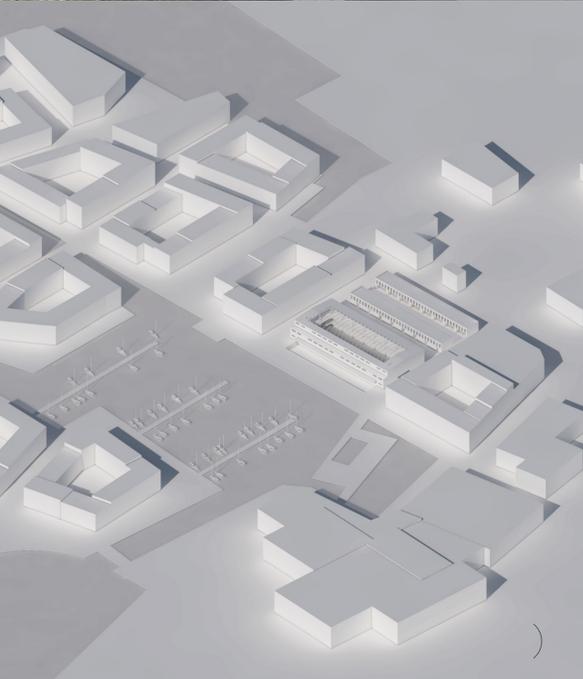
We see Magasin 405 as having many different functions. These may be cafes, restaurants, shops, offices, studio spaces, workshops, and arenas for concerts, plays or other events. All floors have an ex-trovert and public attitude towards west and the sea-quay and the existing balcony and terrace of the building. The opposite side of the building should contain more non-public, service-like functions that also may require fixed interior walls. Kitchens, storage, staff

toilets and other facilities for employees should be placed here.

The users/renters/occupants of the non-public spaces of this building should be small, private entrepreneurs and businesses, with a small number of employees. There would most likely be much change of occupants, and we believe this building, with its large and generic spaces, would be well suited for this.

Our main suggestion for Magasin 405 is food service, and we think it would be a great place for a food court. To have a diverse population of visitors and occupants, serving food and drink could enhance

primal goal of attracting people of different backgrounds, ethnicity and age groups, and meet everyday service needs. Everybody eats, and for the large bi-cultural population of Helsingborg it would be an excellent, low-threshold arena to try out different food service concepts, and for the population as a whole to try them out. People meeting over an exciting and interesting meal is our vision for Magasin 405. Also, such a use would be a nice continuation of the history of the building - handling fruits and greens from all around the world.



Magasin 405 and Housing Ground Floor Situation plan

