Summary

After having built many housing units and even district to fulfil the requirement on the million homes program to meet the need for housing, the city of Malmö is now working on improving the quality of its living environment. This program was a part of a further reaching project aiming at solving the problem of access to housing and improving the quality of the built environment. The million homes program, which lasted for around a decade in the 1960’s and 1970’s, was part of a bigger scale urban development project aiming at providing housing to people moving from villages to cities.

The challenge faced by the city of Malmö today is not only to build enough to meet the demand, but also to make public space welcoming and attractive and to improve the environment created by the million homes program. This is a part of the new urban development project for the city of Malmö.

This thesis is an assessment of the redesign of public spaces through the example of redesign projects which took place in Malmö, more specifically, in three areas in Rosengård: Bennets Bazaar, Örtagårdstorget and Rosens röda matta. Our research is mainly based on Jan Gehl's theory, but we also used works from authors from other related fields such as Kärrholm (regarding territoriality), Shabout (regarding public space in Iraq) and Sawalha (regarding the use of space by women in Middle Eastern countries). The research for this thesis was carried out through theoretical research, interviews and observations.

The results of observations and interviews show that in daily life Bennets Bazaar is the most used public spaces among the three. Nevertheless, it fails to attract people from the rest part of the city as expected. As for Örtagardstorget, people seldom spend time there. It seems to be a passing area between the parking zone behind it and Bennets Bazaar. Rosen Röda Matta achieved the aim of serving as a stage but is hardly ever used in normal days. The four factors, which are comfort, identity, culture and accessibility, are concluded to be the key elements that influence the current outcomes of the three target areas.

This thesis also shows the limits of Gehl’s theories when applied to a multicultural environment like that found in the studied places in Rosengård. It highlights also the important role of concepts such as those of the culture, identity of a place and perception of public space.

Keywords: physical design, public space, accessibility, comfort, identity, culture.
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1. Introduction

With the developments in the Western Harbour and Hyllie districts, Malmö, the third largest city in Sweden, has become a pioneer in sustainable construction. But it has been more difficult to transform existing areas. The transformation of Rosengård is another major project in the new urban development of Malmö. (Malmö stad, 2010)

Rosengård is one of the largest housing areas of Malmö with 767 apartments, built during the housing project called “the million homes program” in the 1960s and 1970’s (Malmö stad, 2010). The program was launched by the Swedish Parliament in order to meet the growing needs of housing during the industrialization, when a large number of people moved from rural areas to cities (Guinchard, 1997; Vagner, 2013). “The million homes program” had not been achieved when massive public criticism appeared (Guinchard, 1997). The rapid and large-scale construction in many cities led to some negative consequences, including monotonous designs, technical defects and above all the flaws in outdoor environment (Vagner, 2013). Today many “million homes program” areas have problems with segregation and have developed into neighborhoods with large social problems, which cause an ongoing debate about the problems of the “million program”, such as how social segregation can be eliminated and how outdoor environments should be improved, while interconnected with the other parts of cities (Vagner, 2013).

Rosengård is such a “million homes program” area with a bad reputation and social segregation (Vagner, 2013). According to calculation made from data from statistics from the city of Malmö, on January 1st 2008, 86% of the population of Rosengård can be regarded as inhabitants with an immigrant background *. Although geographically Rosengård is in central location of the city, about ten-minute bike ride from downtown, it is perceived as an outer neighborhood, which is “cut” from the rest of the city by wide roads (Amiralsgatan, Jägersrovägen and Västra Kattarpsvägen) going through and around it. These roads act as high mental and physical barriers isolating Rosengård.

In recent years, a lot of renovation programs of outdoor space have been carried out in Rosengård. Many visible and physical changes are implemented in the urban environment. These investments will possibly break the million homes program’s functional separation and allow a sustainable and mixed neighborhood to emerge. Simultaneously, they will connect the area to the inner city, or at least reduce the mental distance between Rosengård and the rest of Malmö. (Malmö stad, 2010)

In this paper, we are going to study the area along Bennets väg (Bennets Road) and von Rosens väg (von Rosen’s Road) in Rosengård. This area is a public space under big transformation. We decided to focus on three zones: Bennets Bazaar (several small shops along Bennets väg), the Örtagårdsstorget (Örtagårds square) and Rosens röda matta (the red carpet square), for they are three of the latest physical renovations in Malmö.

*According to statistics from the city of Malmö, on January 1st 2008, 60% of inhabitants of Rosengard are born abroad and 26% if the rest of the inhabitants of Rosengard have both there parents born abroad. If counting those two groups as inhabitants with foreign background, we can consider that 86% of the population of Rosengard has a foreign background. (Malmö stad, 2008).
2. The Objective and Research Questions:

The research aim of this thesis is to explore how the physical design succeeds or not in attracting various people to use the public space of Bennets Bazaar, the Örtagårdstorget and Rosens röda matta in Rosengård, Malmö. To achieve this aim, in this paper three research questions will be developed.

First, the most basic one, is if people come and use these public spaces in their everyday life.

Second, all the three public spaces were planned with common and individual goals. As an assessment, it's necessary to find out if the three of the latest innovation projects in Rosengård have achieved the goals of planning.

The results of the previous two questions present us the real performance of the three public spaces, which leads to the core of the thesis that is: what are the factors that influence their current outcomes? The main analysis of this problem is based on Jan Gehl(2006)'s theories. Due to the specificities of target areas (its multi-cultural background with a strong influence from the Middle East culture), other theories are introduced to compensate the limitation of Jan Gehl(2006)'s theories.

The urban changes undertaken in Malmö regarding Rosengård aim at improving Malmö’s social sustainability by fully integrating this district to the city. Rosengård suffers from its negative image linked to its high proportion of non Swedish inhabitants and to its poor design. This negative perception of Malmö is also linked to the media which stigmatize this area when talking or writing about Malmö. The proper integration of Rosengård in Malmö would be a huge improvement in Malmö’s social sustainability. This district and people living there would not be stigmatized anymore. They would not feel segregated anymore, which would allow them to feel free to go everywhere in Malmö and to feel happy in the city where they live.

Madanipour (1999) emphasize the significance of public space to cities and he believes the physical design can contribute to the social integration through the promotion of public space. He explained that the societal evolution of the 20th century led to a greater privatization of space and to a greater social fragmentation. He believes urban design can modify this tendency if public spaces are promoted as the cornerstones of social integration. Therefore, these answers to our research questions are of great importance to the City of Malmö, since they would provide the references or evidences of what factors should be taken into specific consideration during the future planning in Rosengård. Nevertheless, changing the image of a district is a huge challenge. Even if design can be modify, mental barrier (for people living in and out of Rosengård) remain very hard to overcome.
3. Previous Research

Public space is a significant part of a city, which provides “channels for movement, the nodes of communication, and the common grounds for play and relaxation” (Carr et al., 1992, p.3). For Gehl and Svarre (2013, p.2), “public space is understood as streets, alleys, buildings, squares, bollards: everything that can be considered part of the built environment. Public life should also be understood in the broadest sense as everything that takes place between buildings, to and from school, on balconies, seated, standing, walking, biking, etc. It is everything we can go out and observe happening – far more than just street theatre and café life”. By shaping the physical environment, a designer plays a major role in improving the quality of public space to fulfill the needs of the users and protect their rights (Carr et al., 1992). The best designers are equipped with knowledge not only of design and architecture but also of social science (LeGates and Stout, 2001). They may “draw on psychology to understand how people perceive the space around them and interact with other people, history to understand how the physical form of a place evolved, and anthropology and sociology to create places that meet the needs of different social groups” (LeGates and Stout, 2001, p.471). In other words, a good urban design should demonstrate concerns to people, although designers may have different perspectives to interpret it.

Sitte (1889) is particularly interested in public squares and plazas in classical Greece and Rome and in medieval and Renaissance European cities, where the physical environments reveal their culture. He reminds us that during those times, agoras (Ancient Greece) and forums (Roman Empire) were used to host public events and meetings and for the communication between the authorities and people. Public squares were surrounded by public and religious buildings, thus attracting people and making the place lively. Meanwhile, the visual (aesthetic) dimension of the agora/forum was not neglected. He studied those specific areas in order to understand what the factors are behind their attractiveness to people. Thus he gives clues on how to do to create lively public spaces.

When the automobile began to dominate the modern world, Perry (1929) claimed that a well-arranged residential community should be a complex of education and culture. It should be shaped by wide streets creating a barrier but contain enough recreational and green spaces for its population. Public buildings should be gathered in the same place and there should be shopping areas. Streets (inside the unit) should be designed according to the expected traffic load and discourage people to just drive through.

For Lynch (1960), a city is not a thing in itself but also what is perceived by its inhabitants. The physical environment should reflect “the individuals and their complex society, of their inspirations and their historical tradition, of the natural setting, and of the complicated functions and movements of the city world” (Lynch, 1960, p.119).

Whyte (1980), in his book *The Social Life of Small Urban Spaces*, points out the quality of the public space decides whether people use the public space and how often they use it. Through close observation of how people use the public space (i.e. parks and plazas), Whyte(1980) concludes that the amount of sitting space is a more important factor than the shapes or the amount of space that decide the popularity of a park or a plaza. In addition, a park or a plaza with more women users is more likely a popular one (Whyte, 1980).

Jacobs and Appleyard (1987) set out several goals of a good urban environment. They believe a good city design should enable people to live comfortably, have a sense of belonging and
control, have access to different jobs and housing and embrace different culture, participate in community and public life as well as understand the city and be aware of their opportunities. Moreover, a good city should be sustainable in energy and resource use and a just place where the rich or the poor enjoy equal importance. To achieve the goals, five main physical characteristics are essential: minimum density and intensity, mixture of uses, buildings that related to the neighborhood and various building types and arrangements (Jacobs and Appleyard, 1987).

Gehl (2006) presents a number of humanistic planning principles, arguing that the concern for people should be taken into account while planning cities and residential areas. He focuses on outdoor activities happening in everyday life. He believes people incline to attend optional outdoor activities if the built environment is inviting. Also, he explains in detail how to plan outdoor space for seeing, walking, standing and sitting so as to attract more people to involve in.

The ideas presented by these scholars provide different explanations of what is important to space “users”. Sitte (1889) emphasized the importance of aesthetics and artistic dimension of urban design and believed that the public space is a vital arena for civic life. Perry (1929) focused on how to facilitate the communication in the neighborhood to keep them tight, at the meantime, tried to undermine the influence of automobiles. Lynch (1960) established his design principles based on how people perceived their cities, especially the edges, nodes, paths, districts and landmarks. He gained his knowledge mostly through asking people questions. Whyte (1980), instead, chose to watch people in most cases and analyse their behaviors in parks and plazas. Jacobs and Appleyard (1987)’s theory drew on Lynch’s ideas and developed it into a set of criteria of what a good urban design is. Gehl (2006) also built his theory through careful observation but with the focus of people’s everyday activities in public space.

No matter what standpoints these scholars take, what they have in common is that their theories demonstrate the sensitiveness to human needs. Their human scale principles and criteria constitute the standards of good urban designs, which can be helpful in “defining a public space project, in guiding its design and management, and in evaluating its performance” (Carr et al., 1992, p.243).
4. Methodology

4.1 Literature study:
4.1.1 Academic literature
In order to understand the design of the focused innovation programs and to find a proper way to evaluate their current outcomes, we selected articles and books about physical design, especially the design of public space.

4.1.2 Official documents and interviews with officials from City Planning Office
To understand the planning aims or goals of these renovation programs in Bennets bazaar, Örtagårdstorget and Rosens röda matta, we interviewed Magdalena Alevra, who provided us with information regarding the current situation in Rosengård as well as past, ongoing and future projects. As for the planning details, we contacted several officers from City Planning Office but didn’t get the documents directly from them in time. Fortunately, we were able to download two related planning documents through the links on Malmö city’s homepage and collected some useful information directly from the homepage as well.

4.2 Case study in Bennets bazaar, Örtagårdstorget and Rosens röda matta
During the case study, we used qualitative and quantitative methods to observe in depth how people use the target public space and to interview people to learn the drives that invite or dispel them to use the target public space.

Direct observations provided the primary source of data. We decided to use counting as a tool to get quantitative data and because Gehl and Svarre (2013) regard the question “how many”, whatever it is applied to, as a starting point for public life studies. Moreover, the proper observation of public life requires people and activities to be divided into sub-categories (Gehl and Svarre, 2013). We chose not to divide people and activities in a too wide number of categories in order to allow comparisons with places in a similar context and further studies to be carried out on clear easily transposable criteria. We believe that not using a large number of criteria would create a pattern which can fit other previous and future studies. It can be used even in context when people studying a place have little knowledge of the context regarding this place. If the number of criteria taken into account is wide, it can be confusing for researchers to know to which extend the pattern could fit their studies. Thus, we decided to divide people active in the target areas into two groups based on if they stop to use the public space (users/passing-by). Next we divided the users into two groups by gender (male/female). To be more specific, we want to observe how many women are engaged in outdoor activities. This observation perspective is based on the conclusion that “the best-used places also tend to have a higher than average proportion of women” (Whyte, 1980, p.18). Whyte (1980) explained that women are more cautious than men while selecting the place to sit and spend more time in comparing different choices. They tend to favor the places that are away from disturbance. In his findings, a plaza with higher proportion of women users is usually a good one and the one with extremely low proportion of women users is usually unpopular for some reason.

Then the activities the users do were divided into three categories according to Gehl (2006)’s classification: necessary activities, optional activities and social activities. As Gehl (2006) believes, if a public place is an inviting place, it must have good qualities that enable or encourage people to do necessary activities and optional activities, which provide possibilities for social activities.
Gehl and Svarre (2013) insist on the importance of common sense and context. This is what led us, all along our study, not to count babies and young children as users of those public spaces. Indeed, as no activities are design for them in our studied areas, we took for granted that their presence does not result from a personal choice, led by the attractiveness of the place, but rather that it is due to that of their parents. According to our observations and interview, people going to Bennets Bazaar, Örtagårdstorget and Rosens röda matta are mainly people living close to these places. Thus they know that there is nothing designed for children there. This means that babies and children are not the reason why adults use these public spaces. They are visible there because their parents bring them, not the opposite.

A difficulty raised by just observing people is that of knowing which activity (necessary or optional/social) brought people to the studied areas, especially in the case of the Bennets bazaar and Örtagårdstorget. It is not easy to know if people come for shopping and then socialize because they bump into people they already know or people they did not know but find something to talk about with, or if they go outside to meet people and then decide to make some shopping because being so closed to shops give them this opportunity. This complexity is common to studies of public life: “Different types of activities are interwoven: recreation and purposeful activities take place side by side. We can speak of chains of events and of continuous change.” (Gehl and Svarre, 2013, p.11).

Studying life in a public space required in-fields observations and interviews. In order to carry them out as efficiently and accurately as possible, we originally wanted to follow Gehl and Svarre’s advice to do observations on sunny days for “good weather provides the best conditions for outdoor public life” (2013, p.22) and count for ten minutes per hour for it “provides a rather precise picture of the daily rhythm” (2013, p.25). Unfortunately, we were not able to proceed as planned due to continuous bad weather and the limits of time. Instead, we decided to do two rounds of an-hour observation. We choose two specific periods of time when people were most probably coming out to use the public space. One was at the noon of a day during the weekend when people usually come out for shopping or have lunch; the other was in the afternoon of a weekday when people come back from work and school.

In addition to observation, we also collect data through interviews. “Most important is that the context and site determine the methods and tools, and on the whole, how and when the study should be conducted” (Gehl and Svarre, 2013, p.11). As our studied areas are open areas rather than inside areas like libraries, it was not possible to just leave questionnaire hoping that people would fill them. Hence, our decision was to carry out short interviews in the street. From another master student’s own experience of interviews in Rosengård, we learnt that people are usually not willing to spend a long time in answering questions and there is likely a communication problem for most people in Rosengård cannot speak English well (Zirk, 2011). So our interview contains only a short list of questions, which are both in English and Swedish.

Most of the interview questions are semi-structured or open-ended. Semi-structured interviews allow interviewees to share their own experiences and feelings meanwhile avoid their straying from the point (Patton, 1980). Thank to open-ended questions, interviewees could explain what they think using their own words (Marshall and Rossman, 1989). This less formal way of asking questions is also an opportunity for people carrying out the interviews to ask complementary questions if the answers given requires further explanations (Marshall and Rossman, 1989). We interviewed people active in the target areas. They were asked about how often they use the public space, what they do here, where they live and what advice they
have for these areas. Through this, we want to find out if the renovation of the target areas attract people from outside of Rosengård and facilitate the communication of people who live in the south of the Bennets väg and the north of the Bennets väg as well as the reasons why people use these places or not.
5. Theories
The most inspiring literature we found is Jan Gehl’s *Life between Buildings*, which influenced the way how we carry out the observation, moreover, provides us the knowledge to analyze the performance of a public space. Jan Gehl is a Danish architect and urban designer. The most inspiring literature we found is Jan Gehl(2006)’s *Life between Buildings*, which influenced the way how we carry out the observation, moreover, provides us the knowledge to analyze the performance of a public space. Jan Gehl is a Danish architect and urban designer, who dedicates to making cities fit for people. He was “an early advocate of pedestrian-only streets, traffic calming, and designs to accommodate bicycles” (LeGates and Stout, 2001). He took an active part in the design of Strøget, one of the most successful pedestrian and car free streets in Copenhagen as well as the longest pedestrianized street in the world. Now, he and his followers continue to provide inspiration and suggestions to cities, developers, NGOs and governments”.

Jan Gehl theories are based on the observations in public space of Demark and some other Scandinavian cities, which is a perfect fit to our research in terms of geography, climate conditions and city lay outs.

However, most of his observations are carried out in public spaces dominated by European people. This may cause gaps in understanding a public space like Rosengård, which is a multicultural place although dominated by people with a Middle Eastern background. According to the statistics from the city of Malmö regarding the population in Rosengård on January 1st, 2008, the largest group of people living there while born abroad is that of people from Iraq. This specificity regarding Rosengård had to be taken into account. The fact that a wide number of people living in this district come from and other country can not be neglected as the culture from the country in which one was born and grown influence him/her even when moving abroad. Arriving in Sweden from a country and with a culture different from that of Swedish citizens born from Swedish parents, it is unsurprising that their relation to public space differs from that which is spread across Sweden. Therefore, it is necessary to understand what the concept of “public space” means and recalls to them, either consciously or not, in order to better understand which relation they can have with the public space they find in Sweden. Thus we decided to use works from Aseel Sawalha (2014) regarding the place of the women in Middle Eastern societies and, by extension, their use of public space, as well as work from Nada Shabout (2014) on public space in Arabic countries and especially in Iraq.

Kärrholm (2007) provides a different view of design by focusing on “multilayered territorial landscapes” instead of traditionally focusing on “one isolated type of territorialization or one territoriality of one group or one actor” (2007, p. 449). From the perspective of Actor Network Theory and the different forms of production of territoriality, the author argues for the idea of territorial complexities, which can be applied to the design of public places. It sets up a conceptual framework for investigating of the relationship between the material design and the everyday use of urban public place.

5.1 Life between Buildings
Jan Gehl (2006) believes the quality of the built environment can help the social interactions. He divided people’s activities into three categories: necessary activities, optional activities and social activities. Necessary activities refer to those that people have to do in daily life, such as shopping, going to school or work. This kind of activities is compulsory to some extent so they are slightly influenced by the quality of the design or other environmental conditions like weather. Optional activities include activities like taking a walk to relax, sitting to read a book, sunbathing and so on. People do this kind of activities only when the
physical environment is good enough and when the weather allow them. The social activities are those that “depend on the presence of others in public space” (2006, p.14), including chatting, playing games as well as passive contacts like seeing and hearing other people. The appearance of this kind of activities in most cases are linked to necessary activities and optional activities, thus the better the physical conditions in public space support necessary activities and optional activities, the more chances that social activities will happen.

Gehl (2006) studies regard the way in which the environment influence people and the way in which people interact with it when walking, standing and sitting. The ability of people to see, hear and speak in public spaces is also an important aspect of his works. He argues although the physical conditions can not directly influence “the quality, content and intensity of social contacts” (2006, p.15), possibility of people to meet each other in public space could be increased through proper designing, while to see or to hear other people is always a starting point for social contacts.

“Favorable conditions for moving about in and lingering in the space must also exist, as well as those for participating in a wide range of social and recreational activities. [...] Design of individual spaces and of the details, down the smallest component, are determining factors.” (2006, p. 129). People prefer direct routes without deviations to go to their destination and only major/dangerous obstacles can have them moving otherwise.

Gehl (2006) explains that it is important for people to be able to walk freely, without constraint. Besides size of the street, its surface is to be taken into account as it must make it easy for people to walk (hard, flat, non-slippery). Streets, and especially their wideness, must be designed according to the expected number of pedestrian going through. According to some surveys, a not-too-long walking distance for everyday ordinary activities is of 400 to 500 meters for standard adults. It is much shorter for children, disabled or old people. This distance is not only the measurable distance but also the perceived distance (straight lines, surface, and climate conditions). “A walking network with alternating street spaces and small squares often will have the psychological effect of making the walking distances seem shorter” (2006, p.141).

When pedestrians have to walk through wide empty spaces, their lanes have to be built along buildings, so that they can enjoy the view of empty spaces while feeling secured by buildings facades. When ground is not flat, (hilly, going up and down) people are keener to have to climb some steps several times rather than one big staircase once. Nevertheless, they tend to prefer slightly flat ramps. People also prefer going first down the stairs and then up, with under path for example, rather than up and then down like with bridges.

Jan Gehl also studied the activity of staying and wrote “Popular zones for staying are found along the facades in a space or in the transitional zone between one space and the next, where it is possible to view both spaces at the same time.” (2006, p. 149). This choice also allows people not to be as much seen as if they were standing in the middle of a space and not to be on the way of other walking people. Staying along a facade also allow people not to be surprised by people they had not seen coming.

According to Jan Gehl, features for hiding can be found in cities under the form of colonnades, awnings and sunshades, corners, gateways, column, trees, street lamps. He wrote about outdoor spaces “[...] in parks and open grass area near residences, people often find it difficult to go out and sit on the grass if there is ‘nothing to sit next to’ ”(2006, p.153). The ability to be hidden plays an important role in the choice of place for sitting. Jan Gehl wrote “Each bench or seating area should preferably have an individual local quality and should be placed where there is, for example, a small space within the space, a niche, a corner, a place
that offers intimacy and security and, as a rule, a good microclimate as well” (2006, pp.158-159). Two important factors to be taken into account are the view offered by the sitting space and the climate condition (especially wind and sun) there. The qualities of the seat (bench, chair, edge of a building/park) are to be taken into consideration especially when building for specific groups like disabled or elder people. They require seat they can easily sit on and stand up from. Seats must also be comfortable if sitting for a long time. When sitting is a necessity, “... suitable places to sit should be located at regular intervals, for example, every 100 meters ...” (2006, p.162).

5.2 Public space in the Middle East

Thanks to Nada Shabout, we can see that the presence and influence of the state and its power in public space is a reality, especially in Iraq where: “Since 2003, the de-Bathification policy has confirmed the meaning of public space in Baghdad as a place of representing the state. Many of the city’s old monuments have since been dismantled. [...] a renewed state interest in the city and its public spaces, (gave) the government an official excuse to refashion the city into a new image” (Shabout, 2014, p.1).

N. Shabout’s article allows us to have a clearer vision of how much the public space in an Arabic country is ruled and dominated by the state and its ideology. It also gives us clues to understand what the perception of public space can be in the mind of people coming from Iraq. Nevertheless it is virtually impossible to evaluate how deeply those men and women are marked by the perception of public space in their country and how much this has an impact on the relation they have with public space in Malmö.

An example of this difficulty handling life in Sweden and culture from a different country is that of the Herrgard’s Woman Association (Björgvinsson et al., 2010). Herrgarden is one of the areas forming Rosengård. This association is made up of 200 women and as many children, mainly from Afghanistan but also from Iran, Iraq and Bosnia, that is to say, mainly Middle East countries. These women, who were poorly integrated in the Swedish society created their own association in order to make the best use of their skills. Their association developed well, up to giving cooking classes to these Afghani orphans with the help of Good World, which let them their kitchen. This success was not without any consequences for these women in their domestic life. “The women state that their position within the family is complex. In some sense, they are strong, but upholding patriarchal traditions is also common in many Afghan and Iraqi families. [...]The women are not sure how to handle this (having in the society the position which traditionally belong to their husband or other men) and traditionally their strategy has been to keep quiet about what they do so as to avoid trouble at home” (Björgvinsson et al, 2010, p. 7).

As shown through this example, moving to another country does not mean adopting its culture and practices (women in Herrgården are not emphasizing their activities in order to preserve the socio-cultural equilibrium in their household). Taking this into account, we can deduce that Iraqi citizens moving to Malmö will apply to the new public space they face, to a certain extent, the vision of the public space they had regarding that of Iraq. Knowing that they fled their country, it can reasonably be believed that they were not in sympathy with their government. The public space being one of its visible means of expression, we can deduce that this was not a place they enjoyed so much being in and that they do not have a positive perception of it. If these people were not comfortable in the public space in their country of origin, and then did not use it as much as it can be, there are great chances that they behave in
the same way in Malmö. They might not fully use Rosengård’s public space, not because it is not designed properly to meet their needs, but simply because they are not used to use public spaces. The issue in that case is that of personal habits, not that of the quality of the space itself.

Aseel Sawalha focuses on the place of women in the Middle East in order to give another vision of the use of space that the one given so far by “European male scholars” (2014, p.1) who insisted on “women’s “prohibited spaces”, which they could not observe or access, (and thus) failed to see the ways in which social spaces were divided by other markers (than gender), [...]” (Sawalha, 2014:1). Those studies, carried out by such scholars, led to the restricted vision we have today of the role of women in Muslim or Arabic societies. According to A. Sawalha, a use of space by both men and women on an equal footing can be observe in “for example, open spaces in rural agricultural areas where women worked alongside men or the mixed spaces of nomadic communities where gender segregation was not practiced” (Sawalha, 2014, p. 1). This shows that women have a visible place in small scale societies in which their help can reasonably be regarded as essential for the survival of the group (villages and nomadic communities). Nevertheless, a proper, visible place for women seems missing in bigger scale communities, like cities, in which women role is a less urgent necessity.

In spite of some examples highlighted by other studies to which A. Sawalha (2014) refers (Sawalha, 2014), it seems pretty clear, from her article, that women’s sphere of action in an urban context is limited to the home related activities. Although no law or official rules prevent women to use the public space as they wish, their culture makes that it is not a space in which they are used to be if they have no reason for this.

As shown earlier through the example of Herrgård’s Woman Association, behavior is linked to culture. This means that if women in the Middle East are not used to use the public space in their country of origin, they will probably not do it in their host country.

The city of Malmö created opportunities for women to use public space, like the building of Rosens röda matta. This square was designed to attract girls and young women by giving them a space with a dominant female atmosphere (through red and pink color for example). Nevertheless, these spaces are not much used. This might simply come from the fact that women do not think about using them. They do not feel such a need.

The main question raised by the development of public space in Rosengård is that of the sought-after influence of people on public space there and vice versa. Given that a part of Rosengård is a “transitional district” in which people stay for four to five years before moving to another place, should the public space there push immigrants to be more “Swedish-like” or should it try to recreate the environment people were used to in their country of origin?

Softly pushing people to be more “Swedish like”, by speaking Swedish, or adopting the same habits regarding the use of public space for example, could make their integration easier but it could also be upsetting for them. Indeed, language and habits are part of every one’s personal identity and are very hard to change, even slightly. Moving to another country must not mean losing one’s identity but making it coexisting with that of the hosting country. This hosting country is to become a country in which new comers must feel comfortable as it is the country in which they will spend the rest of their life. It is not to be seen as “the foreign hosting country” but as “the country I belong to”.

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Designing public space in a way that stick better to that to which immigrants are used to could avoid the identity issue, sometimes even shock, linked to the fact of moving to a new country. If the city of Malmö would like to follow this idea, it should stop developing spaces like Rosens röda matta, designed for women, since they would not use it, just because such use of public space is not in their cultural habits. Spaces located in the public space (visible by anyone) might not be what they are looking for socializing. Meeting outside is a habit from country missing sun shine all along the year (like Sweden). This is not the case in Iraq where people rather look for shaded place when walking, sitting or standing. Woman, but more generally speaking people from Middle East, might be more inclined to meet in places in inside buildings (libraries, cafes, association’s offices…) where they could apply the social codes for using and moving into space that they know from their country of origin and from their culture. Feeling comfortable when moving in space is more difficult in large public space as social and cultural codes are more complicated to understand and use properly.

5.3 Territoriality
“A territory is, in short, a spatial actant, and it brings about a certain effect in a certain situation or place (the network) [...] Territories need to be constantly produced and reproduced (by way of control, socialized behaviors, artifacts, etc.) to remain effective—borders and control are thus the result of territorialization, rather than vice versa (S. D. Brown & Capdevila, 1999)” (Kärrholm, 2007, p.440).

Kärrholm (2007) explains that there is no space which is not a territory. Nevertheless, there are different kinds of territories; some can be permanently the same while other can last for just a short time. Territories can either be designed on purpose for a specific activity with clear visual markers (car parking, bus stops…) or be created through repeating practice.

Clear visual markers are important for people to know where things can be done or not (waiting for busses, crossing the road…) for flows to be led properly to avoid dangerous situations. These easy-to-understand indications also play a helping role for foreigners who might not be sure about the Swedish customs regarding the use of public space.

“Territorial appropriation produces territories through a repetitive and consistent use of an area by a certain person or group who, at least to some extent, seem to perceive this area as their own” (Kärrholm, 2007, p.441). This territorial appropriation can be seen in Örtagårdstorget as someone working in one of the butcher’s shop from Bennets Bazaar grill meat on Örtagårdstorget in front of his shop. By grilling meat there, always on the same place, he creates a temporary but well defined territory. This grilling activity does not prevent other activities to happen at the same place (but at a different time of the day) as it does not require a permanent facility. The barbecue is settled only for the time it is used. This flexibility in the laying out of this square allows “multilayered territorial productions” (Kärrholm, 2007, p.447) leading to “neutrality of space” (Kärrholm, 2007, p.449).

Kärrholm’s highlighted the connection between territorial production and accessibility of a place. The attractiveness of a place is directly linked to its territorial production. The places with the highest territorial production are the most attractive. If different territories can be produced on the same place at different times of the day, this increases the number of people using this place. On the other hand, a too low level of spatial indication regarding the use and function of space is not a guarantee of an intense use of space as Kärrholm research shows that: “Certain uses were secured through territorial subdivision, and then supported by
material designs (such as fences and walls, grassy areas and hedges) that seemed certain to exclude at least some of the undesired activities […]” (Kärrholm, 2007, p.447).

According to Kärrholm (2007), the spatial and temporal division of a place is a necessity to insure accessibility and use of a place. For him, whether a place can be regarded as truly public or not is linked to the territorial production. When making observation in Örtagårdstorget, we could notice the low level of spatial indications for the use of space. There are benches and trees but no place seems to be dedicated specifically to an activity. Even if Bennets Bazaar is a rather lively area, Örtagårdstorget is nearly empty. The absence of walls, fences or proper delimitation through tree hedge increase this visual sensation of emptiness, thus not encouraging people to go there to socialize.
6. Presentation of Objects of Study

Bennets bazaar, Örtagårdstorget and Rosens röda matta are located in a district called Rosengård. In spite of its central location in Malmö, Rosengård seems cut from the rest of the city. It seems to be a city in the city of Malmö. It is delimitated by three big roads: Amiralsgatan, Jägersrovägen and Västra Kattarpssvägen. The centre of this “city in the city” is a shopping center called “Rosengård centrum”. It gathers all the main shops for food, clothes, shoes and home decoration as well as services like pharmacy, cash withdraw machine, money exchange and hair dresser.

The dynamic of Rosengård is based on this shopping centre but the urban transformations undertaken by the city of Malmö aim at changing this dynamic to give to Rosengård a better integration in the whole city. Rosengård should be appealing people living in other parts of Malmö and vice versa.

Bennets Bazaar, Örtagårdstorget and Rosens röda matta are all along the Bennets väg and von Rosens väg, which is a pedestrian and cycle path from the central city district of Möllevägen through the whole Rosengård to the city's outer areas to the east. This geographic character decides that the renovations of these three venues were all aimed to enhance this important communication route linking southern Rosengård and inner city by providing trade, cultural and recreational activities, which is consistent with the goal of the city of Malmö in 2005 in terms of strengthening links between inner and outer city, between new and old venues in the city (Malmö stad, 2007; 2012; 2014a; 2014b). Nevertheless, these three public spaces have their own unique designs and different functions.
6.1 Bennets Bazaar
Bennets bazaar was opened in 2009. It is in the form of bokaler, a name of buildings with both housing and small shops. The aim was to improve the physical conditions of the urban life in Rosengård. The main idea was to create a meeting point along the existing main path, which serves various functions: residency, business, and social activities. Meanwhile, this form was also supposed to increase employment and create stronger identity and greater security in the area.

In the north of the Bennets väg and von Rosens väg, most apartments are private ownership, while in the southern part are mostly rental housing. Comparatively speaking, the southern part is believed to be a more problematic area. There is an impression that people who live in the northern part of Bennets väg and von Rosens väg want to identify themselves separately from the ones who live in the south. Thus, except for the aim to link Rosengård to the inner city, Bennets bazaar was also expected to start a dialogue between the north and south of the Bennets väg and von Rosens väg.

6.2 Örtagårdstorget

Örtagårdstorget is a public square just in front of Bennets bazaar. They are separated by the Bennets väg. In the south of Örtagårdstorget is an auto path with parking space along its both sides. The development of Örtagårdstorget started in October 2012 and its inauguration took place in June 2013 (Malmö stad, 2014a). So actually, this new square is only put in use less than a year. From the visual or mental impression, Örtagårdstorget is an extension part of Bennets bazaar. During the renovation of the square, the area between Bennets bazaar and the cycle path was widened to give more space to pedestrians and the various activities such as displaying goods and pavement café (Malmö stad, 2012; 2014a). On the other side of the cycle path, there are benches with different board games and space for smaller events (Malmö stad, 2014a). The goal of this square was to both serve as a meeting place in everyday life and allow for more flexible activities (Malmö stad, 2012).
6.3 Rosens Röda Matta

Rosens röda matta is at the junction of von Rosens väg and Adlerfeldts Road. It is also along the path to Rosengård centrum. It is Malmö's latest venue, which was planned together with Örtagårdstorget in 2012 but was inaugurated a little bit later in September of 2013 (Malmö stad, 2012; 2014b). It used to be a parking lot and was transformed into a meeting place for many people and activities, especially attracting young women (Malmö stad, 2014b; 2014c). Local young people, especially young women, were given opportunities to influence how the plaza should look like (Malmö stad, 2014c). Hopefully, it would set a model for future work on gender equality in both Malmö and other Swedish municipalities (Malmö stad, 2014b).

The idea of the plaza was to provide a stage that is equipped with speakers and an interactive microphone for anyone who wants to have a little mini concert and a dance floor for anyone who wants to dance under the sky (Malmö stad, 2014b). Meanwhile, it should also allow people to easily use this place for something else at all hours, such as watching people, reading a book, sunbathing, having a picnic and so on (Malmö stad, 2014b). For people enjoying sport, it is also possible to use skateboard there or to play basketball or football for example.

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The dynamic of Rosengård is based on this shopping centre but the urban transformations undertaken by the city of Malmö aim at changing this dynamic to give to Rosengård a better integration in the whole city. Rosengård should be appealing people living in other parts of Malmö and vice versa.
7. Analysis
In spite of bad weather and an unexpected situation, we were finally able to finish the two unstructured observations and two structured observations in Bennets bazaar, Örtagårdstorget and Rosens röda matta. As for the interviews, we expected that there would be difficulty in communicating in English in Rosengård so we also prepared interview questions in Swedish. To our surprise, a lot of people in Rosengård can speak neither English nor Swedish. At last, we only completed ten interviews.

7.1 General impressions and the results of interviews
During our research, we found Bennets bazaar was the liveliest public space among the three target areas. A lot of people came to do shopping there. Some people spontaneously started to talk with each other while shopping. When the weather is good, some young people would stand or sit beside the gates of bazaars to have a chat. Some pedestrians, attracted by the products through the window or the ones displayed on the pedestrian path, slowed down to watch them although not all of them finally bought anything. According to the interviews, most people who came to shop or hang out at Bennets bazaar live nearby in Rosengård, either from the north part or the south part of Bennets väg. There were also some passers by that came from outside of Rosengård either by bus or on foot.

Örtagårdstorget, although just in front of the Bennets bazaar, is not a popular public space. Mostly, people live nearby use it as a temporary meeting point to wait for friends and then hang out somewhere else. Or sometimes some people sit and smoke for a while. The most active group of people in Örtagårdstorget are the ones who park the car in the parking lot behind it walk through it to do shopping in Bennets bazaar. Or the other way around, people who finish shopping in Bennets bazaar walk through it to get their cars or go home. Generally speaking, people come to Örtagårdstorget but they don’t stay. During the interviews, a young man and a middle aged woman suggested there should be more trees. Another young man, who works as a teacher in Rosengård, told us he never used the public space here. He believed that it was not the physical environment but the young men who live here that caused the problems here. Coincidentally, during our observation, we witnessed a fight among a group of young men. It lasted until a police car arrived.

Visually, Rosens röda matta is the most colorful and beautiful public space among the three. However, it is the least used one during our observation, although it is at the corner of two streets and along the path to Rosengård centrum from which a lot of people can see this square.

![Picture 7.1: Rosens rösa matta on May 9th, 2014, a normal day when no special activities happened.](image1)

![Picture 7.2: Rosens röda matta on May 15th, 2014, during the activities for EU elections.](image2)
During the interviews, most people expressed that they had never been there or even heard of it. In a young male interviewee’s words, “it’s a useless place and waste of money, because no one uses it.” Most of the times we went there, it was almost empty, except on the date May 15, when an activity related to the EU election was held there, which attracted lots of people. There is a big contrast between its performance in everyday life and that in a special occasion (see Picture 7.1 and Picture 7.2 on Page 17). It seems that Rosens röda matta is designed for shows, concerts and the like but not for everyday life. On sunny days, some young people came to sit and listen to music, enjoying the sunshine. Little children came with their parents and played on the square. Occasionally, some boys or girls came here, riding bikes or scooters. But we didn’t see any old people. An old woman we interviewed told us that she had never been there because she thought it was only for young people.

7.2 Presentation of the data collected in the observation
7.2.1 The data of Bennets bazaar
On Sunday, May 4, it was a little bit cold. 247 people were active in the area of Bennets bazaar from 11:40 to 12:40, including 168 passing by and 79 users. Among the users, there are 32 men and 47 women. The activities the users did include 73 necessary activities, 2 optional activities and 4 social activities. (See Figure 1)
On Thursday, May 14, it was sunny, 315 people were active in the area of Bennets bazaar between 14:30 to 15:30, including 220 passing by and 95 users. Among the users, there are 46 men and 49 women. The activities the users did include 79 necessary activities and 16 social activities but no optional activities. (See Figure 2)

![Figure 1: the users and their activities on Bennets bazaar on May 4th, 2014](image1)

![Figure 2: the users and their activities on Bennets bazaar on May 14th, 2014](image2)

7.2.2 The data of Örtagårdstorget
The observation of Örtagårdstorget was carried out at the same time on the same days as Bennets bazaar, for they are so close to each other that it’s easy to do both of the observations simultaneously.
On May 4, 174 people were active in the Örtagårdstorget but only 6 people stopped and used the square, including 5 men and 1 woman as well as 3 optional activities and 3 social activities. (See Figure 3)
On May 14, 236 people were active in the Örtagårdstorget with only 16 people using the square, among which 15 are men and 1 is woman. People were involved in 7 optional activities and 9 social activities. (See Figure 4).

7.2.3 The data of Rosens röda matta

The first observation was on Friday, May 16, between 15:30 and 16:30. The weather was sunny. 434 people were active in this area, in which 408 people just passed by and only 26 people stopped and used it. There were 11 men and 15 women, who involved in 10 optional activities and 16 social activities. (see Figure 5)

The second observation was on Saturday, May 17, between 11:40 and 12:40. The weather was sunny too. There were 339 people active in the area, including 331 passing by and 8 users. Among the users, there were 6 men and 2 women. They all involved in 8 optional activities. (see Figure 6)

8. Discussions

In the section, the discussion will be divided into two parts. The first part concludes the performance of the three target areas aiming at answering the first two research questions: Do people come and use these public spaces in their everyday life? Do these innovation projects achieve the goals of planning? The second part focuses on the key elements behind the performance in order to answer the last research question: What are the factors that influence their performance?

8.1 The Performance

The results of the data of observations match the general impressions and the results of interviews. By comparing the sum of the data of two observations in each target area in terms of the proportion of users and women users (see Figure 7 and Figure 8), we could see that Bennets bazaar is the liveliest public space among the three. It attracted 31% of the people
active in this area to stop and use the area. As Whyte (1980) pointed out, the more women users, the more popular the place possibly is. In Bennets bazaar, more than half of the users are women. What’s more, Bennets bazaar is a place that embraces all the three kinds of outdoor activities, which more or less entail the diversity (see Figure 1 and Figure 2). The most controversial result turns out when the three targets areas are compared in the forms of proportion of optional and social activities, which can better reflect the quality of physical conditions than the amount of users (see Figure 10). With only 4% of people stopping here to do optional and social activities, the performance of Bennets bazaar isn’t as good as it looks. Nevertheless, Bennets bazaar is a meeting place for people who live nearby, both people from the north and the south of Bennets väg and von Rosens väg. But for people from outside of Rosengård, Bennets bazaar is not the reason why they come. It’s just a place on their way to other destinations.

Although more people were visible around Rosens röda matta than Bennets bazaar or Örtagårdstorget, Rosens röda matta was the least used public space among the three with only 4% of the people using this area (see Figure 9). Only two kinds of outdoor activities, namely optional activities and social activities are available in this area (see Figure 3 and Figure 4). Nevertheless, half of the users during the observation are women. The other half of the users is mostly boys or fathers with young children. Therefore, to some extent it achieved the goal of attracting young people, especially young women. It also works well as a venue for concerts and stage as it was designed. The problem is that in daily life people seldom use it, thus it fails to reach the aim of providing people with something else such as watching people, reading a book, having a picnic and so on.

Picture 8.1: (Malmö stad, 2012) Illustrationen visar torget med gång- och cykelstråk vid Bennets väg.

Picture 8.2: Bennets Bazaar and Örtagårdstorget on May 9th, 2014

Örtagårdstorget was supposed to have a promising interaction to Bennets bazaar just as showed in the illustrated picture in the planning document of 2012 (see Picture 8.1 on Page 20). However, the reality is that it is usually so empty that it is in marked contrast to the lively situation of Bennets bazaar as if there is an invisible wall between them (see Picture 8.2 on Page 20). The collected data of Örtagårdstorget supports this conclusion. It has the worst performance in terms of proportion of women users (see Figure 8). Only 9% of the users were women. Moreover, it has the fewest people active in this area and only 5% of the people used it (see Figure 9 and Figure 10). The same as Rosens röda matta, there are only optional activities and social activities available in this area (see Figure 5 and Figure 6). Overall, it fails to serve as a meeting place and a place for flexible activities like board games.
8.2 The Key Elements

8.2.1 Comfort
In this discussion, the word “comfort” is used in the point of view of people using public space. In this context, the comfort of sitting or standing is influenced by weather conditions and urban laying out (benches, tables, trees ...).

According to our observations, public spaces, like squares are more attractive on sunny and warm days than on rainy and cold days. A study from Peter Boselmann, quoted by Jan Gehl (2006), supports our observations and showed that “[Most] of the time, people outdoors require direct sunshine and protection from the wind to be comfortable. On all but the warmest days, parks and plazas that are windswept or in shadow are virtually deserted, while those that offer sunlight and protection from the wind are heavily used.” (Gehl, 2006, p. 177).

Countries with weather conditions which are not the most favorable for outdoor activities need to take this into account. To be attractive, their public spaces need to offer shelters protecting people from wind and rain. Such shelters can be found in Bennets bazaar as part of the roofs of the shops themselves. The layout of Rosens röda matta, on different level with stairs and walls allows it to be protected from wind in its lower level. Such layouts are not present in Örtagårdstorget or of very poor effect. Thus this place can only be used on sunny non-windy times, which, given that it is in Sweden, reduces dramatically the number of days a year that it can be used by people. Its attractiveness would increase if people would know that they can sit

Picture 8.3: Roofs of Bennets bazaar on May 14th, 2014
there and socialize for a long time without being afraid of the Swedish quickly changing weather.

The laying out of a place also has an impact on its attractiveness. The low attractiveness of Örgårdstorget can be explained by the arrangement and materials used for the benches found there. Some benches, directly facing Bennets bazaar are stone-made and do not have backs, which makes them uncomfortable for long time sitting. Other benches are wood-made and have backs, nevertheless, they are not appealing people very much. This is due to their location. Indeed, when people sit on them, they are not in an optimal position regarding the whole square. The ability to be hidden plays an important role in the choice of place for sitting. Jan Gehl (2006, pp. 158-159) wrote “Each bench or seating area should preferably have an individual local quality and should be placed where there is, for example, a small space within the space, a niche, a corner, a place that offers intimacy and security and, as a rule, a good microclimate as well.” Edges attract people as they fit these criteria but they are hard to find in squares as empty as Örgårdstorget. The attraction of the edge zone is an explanation to why people don’t use the wooden bench in the middle of this square. The lack of tree hedges, walls and fence does not offer people sitting places where they can feel non-observed by those passing by. In Rosens röda matta, the similar problem can also be found in the design of its seating places. Old people have special needs for seats that they should be easy to sit down and get up from as well as comfortable enough to stay for a longer time. The seats of Rosens röda matta are either in the form of stone benches or stairways, which are the least favorable seating forms for old people.

8.2.2 Identity
Having its own identity is important for a place to be used. If no one knows about a square, this square will not be used, or less than what it could be. According to Kårrholm (Kårrholm, 2007), for a place to be used and regarded as accessible it has to be divided from a physical as well as temporal perspective. When observing Örgårdstorget, it can be noticed that there are virtually no special indications to differentiate a space from another one. To be used, the features of a space must also be easy to identify. Its function(s) and geographical limits (both internal and external), for example, must be easy to understand. This is not at all the case in Örgårdstorget. When going there, it is very hard to know, if one’s do not make an effort, whether this area is a parking lot with some benches and trees or a recreational zone with cars parked there or if there is a real separation between those two activities. Örgårdstorget does not have its own identity because no area can be identified inside it and because even its own physical limits (between the square and the car parking lot) cannot be defined clearly.

Both Bennets Bazaar and Rosens röda matta have their own identity. Bennets bazaar is identified as a shopping area. There are signs in the surroundings of this part of Bennets Väg
to show people the direction to reach it. People go there on purpose because they know what they will find there, what to expect. Rosens röda matta also has its own identity. It is seen as a place for children and young woman. This is mainly due to the fact that the dominant color there is red. Nevertheless, according to our interviews and observation, many people do not use this place because they don’t know about it. This can reasonably be explained by the fact that it was recently developed. Its inauguration dates back to October 2013 (Malmö stad, 2014b).

![Picture 8.6: A sign indicating Bennets bazaar’s location on May 15th, 2014](image1)
![Picture 8.7: Bennets Bazaar front sign on May 14th, 2014](image2)

8.2.3 Culture
The culture and customs of people living around have to be taken into account when designing public spaces. According to statistics, Rosengård is a multi-cultural district with people coming from Iraq, Yugoslavia, Bosnia and Herzegovina, Lebanon and other countries (Malmö stad, 2008). Nevertheless, according to our observations, the Bennets Bazaar area seems like a monocultural zone dominated by Arabic culture. As seen earlier, these people do not have the same relation to their environment than people with a Swedish background. This cannot be ignored. In order to have them integrated in the Swedish society, and used to its custom regarding the use of public space, the laying out of public spaces themselves has to be a connection between the two cultures. As shown previously, women coming from Middle East are not used to enjoying using public space in their own countries. If the city of Malmö want them to use Swedish public space it has to show them that spending time and socializing outside can be pleasant. Public space in Rosengård should adopt some features from Middle East countries so that new comers from those countries can find some landmarks reminding them of their countries. Thus they would feel more comfortable when being outside in Malmö’s. Rosengård can be a transitional step between two different cultures.

8.2.4 Accessibility
An attractive public space should first be easy to access to in terms of physical conditions, but without psychologically feeling welcomed, secured and comfortable to stay, people would still not use the public space. During the observation, Rosens röda matta, is the most accessible in terms of physical accessibility, for it’s at the corner of two main roads in Rosengård meanwhile it’s also along the path to a shopping mall. People could easily see it when they walk, cycle or even drive on any of the three routes. Also, there are no obstacles that stop people from entering, however, Rosens röda matta is the least used space during our research. This problem might be attributed to its excessive exposure. There are no fence, no walls, no shelters and even no trees on Rosens röda matta, people probably have a sense of
insecure for they might feel no privacy at all with so many people passing by and watching
them. In addition, it dispels old people to use it. From the bright color to the function as a
stage, it was obviously designed for young people, which simultaneously dispel the old ones
from using it. An old woman we interviewed explained the reason why she never goes there
simply as “it’s a place for young people”.

The psychological accessibility also means a sense of belonging. During the observation, we
are able to see people and hear people easily in the three target areas. But being able to see or
hear doesn’t help to attract us to stay and enjoy the public space. While doing the observation
in Bennets bazaar and Örtagårdsstorget, most people using the space are from the Middle East,
such as the shop owners, the young men sitting or standing to chat there. Each time we talked
to people in Rosengård no matter in the aims of asking for direction or interview, we found it
difficult to communicate with the local residents, because as we mentioned in analysis, a lot
of them neither speak English nor Swedish. In addition, unlike other areas of Malmö we
didn’t find a cafe for a cup of coffee and the food that is being sold are mostly typical Arabic
food. We feel like an outsider, who is travelling in a foreign country.

The last and most basic point is that only when people feel safe they would like to come and
use the space, which is the most difficult one that can be solved only by physical design.
Gehl believes more people mean more safety, for people will watch out for each other. At
Bennets bazaar, although people don’t stay for a long time, comparatively speaking, it looks a
lively place. A lot of people came to do some shopping. Therefore, theoretically, it should be
a safer place. The fact is it seems Bennets bazaar is a more popular place for the young men,
who are usually considered as a threat to others. When a place is designed to be attractive, it
might attract some unfavorable groups of people. Even if the design succeeds in dispelling
these people, it doesn’t solve the problem but make it moves to somewhere else.
9. Conclusion

The thesis is an assessment of Bennets Bazaar, Örtagardstorget and Rosen Röda Matta, which are the three of the latest renovation projects of public space in Rosengård, Malmö. The theory of Jan Gehl (2006) and the planning documents from the City of Malmö, the results of the observations and interviews suggest that the three redesigned public spaces fail to achieve their aims in varying degrees. In daily life, Bennets Bazaar seems to be the most used one among the three. People living nearby come and do some shopping there. Nevertheless, Bennets Bazaar is not able to attract people from other part of the city as expected. Örtagardstorget, is much less used as a plaza. People seldom stop to use it even though lots of benches are placed there trying to invite them to stay. In most occasions, it’s just a passing area between the parking zone behind it and Bennets Bazaar. To some extent, Rosen Röda Matta has achieved the aim of attracting women and serving as a stage. Unfortunately, in everyday life, people seldom come to use it.

A good public space should first be easily access to. This physical accessibility is linked to factors such as the convenience to get in and the comfort it offers through places for sitting. Another important factor is the adaptation of the place to the weather conditions. The importance of this was highlighted by Jan Gehl and is not to be neglected. Protection from wind and rain are required in countries such as Sweden where weather can be unpredictable. They can be provided by walls or special roofs design. Meanwhile it should also allow people enjoy the sunshine when the weather is good. The physical and temporal division Kärnholm mentioned is an important factor to consider as it increases the flexibility of a place, thus attracting a greater number of different activities and people.

The physical accessibility and comfort of a place is an important factor regarding its use but it is not sufficient to make a place attractive for optional and social activities as described by Jan Gehl. If a place is not psychologically regarded as accessible and comfortable, its chances of being used decrease dramatically.

To invite people, a place must have a clearly identifiable identity. The function of the territory that a space provides must be easy to be understood by people in its environment. To make people stay, the excessive exposure should be avoid and certain privacy should be guaranteed so that people can enjoy the view without being watched.

The culture of people who are expected to use the space design for them is a key element to consider as each person, regarding its gender, age, country of origin, the culture he or she grew up in, among other elements, are to be taken into account. This is particularly true in a place such as Rosengård in Malmö, Sweden, since it gathers many non-Swedish people from different countries, whose culture is very different from that of Swedish people. Meanwhile, as Rosengård is an inextricable part of Malmö, Sweden, it, hence, should also be a place that entails Swedish culture. Indeed, it’s really tricky to design a public place that creates a sense of belonging for both Swedish people and the people immigrated from outside Sweden. It might be difficult to quickly make Rosengård an ideal place for Swedish people to live, but it can begin with attracting Swedish people to come for a visit. It requires there is a unique attraction that fits both the Swedish and non-Swedish and cannot be found elsewhere in Malmö.

Conducting a study about the use of public space requires collecting quantitative and qualitative data in connection with careful observation. Indeed, a place can, at first sight, seem very attractive as many people can be seen there. That is the case of the Bennets Bazaar in Rosen-
gård, in Malmö, Sweden. Many people can be seen there but careful observations shows that most of them come due to the need of fulfilling a necessary activity (here: shopping) as described by J. Gehl. On the other hand, it inspired us that if a public space is integrated the function for necessary activities, it can easily attract a lot of people to come to this place, which is the first step to make an attractive public space. Therefore, if the function for necessary activities can be designed into an entertaining public square, it’s more likely to be a lively public space. For example, add some movable food stalls to Rosens röda matta or some ATM (automatic teller machine) to Örtagårdstorget. Of course, the necessary activities should be carefully selected and the space for them should be smartly designed to avoid negative effects. In the case of Örtagårdstorget for example, the car parking harms the identity of the place.

At last, we have to admit that there are problems that physical design can influence but cannot solve. For example, physical design can make people easy to see or hear other people and the activities they do but it cannot guarantee if the ones they see or hear are favorable. Physical design may help improve the safety of an area but it doesn’t actually eliminate the crime. The urban changes undertaking in Malmö regarding Rosengård aim at improving Malmö’s social sustainability by fully integrating this district to the city. Rosengård suffers from its negative image linked to its high proportion of non Swedish inhabitants and to its poor design. This negative perception of Malmö is also linked to the media which stigmatize this area when talking or writing about Malmö.

The proper integration of Rosengård in Malmö would be a huge improvement in Malmö’s social sustainability. This district and people living there would not be stigmatized anymore. They would not feel segregated anymore, which would allow them to feel free to go everywhere in Malmö and to feel happy in the city where they live.

Madnipour (1999) emphasize the significance of public space to cities and he believes the physical design can contribute to the social integration through the promotion of public space. He explained that the societal evolution of the 20th century led to a greater privatization of space and to a greater social fragmentation. He believes urban design can modify this tendency if public spaces are promoted as the cornerstones of social integration. Therefore, these answers to our research questions are of great importance to the City of Malmö, since they would provide the references or evidences of what factors should be taken into specific consideration during the future planning in Rosengård. Nevertheless, changing the image of a district is a huge challenge. Even if design can be modify, mental barrier (for people living in and out of Rosengård) remain very hard to overcome.

Conducting a study about the use of public space requires collecting quantitative and qualitative data in connection with careful observation. Indeed, a place can, at first sight, seem very attractive as many people can be seen there. That is the case of the Bennets bazaar in Rosengård, in Malmö, Sweden. Many people can be seen there but careful observations shows that most of them come due to the need of fulfilling a necessary activity (here: shopping) as described by J. Gehl. On the other hand, it inspired us that if a public space is integrated the function for necessary activities, it can easily attract a lot of people to come to this place, which is the first step to make an attractive public space. Therefore, if the function for necessary activities can be designed into an entertaining public square, it’s more likely to be a lively public space. For example, add some movable food stalls to Rosens röda matta or some ATM (automatic teller machine) to Örtagårdstorget. Of course, the necessary activities should be carefully selected and the space for them should be smartly designed to avoid
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Reference (Pictures):  
In this section, “the authors” refers to Caroline Chambaudy and Yuxu Jing.  
Picture 6.2: Bennets Bazaar and Örtagårdstorget: From the authors.  
Picture 6.3: Bennets Bazaar: From the authors.  
Picture 6.4: Örtagårdstorget on May 14th, 2014: From the authors.  
Picture 6.5 Örtagårdstorget on April 28th, 2014: From the authors.  
Picture 6.6: Rosens röda matta on April 28th, 2014: From the authors.  
Picture 6.7: Rosens röda matta on May 9th, 2014: From the authors.  
Picture 7.1: Rosens rösa matta on May 9th, 2014, a normal day when no special activities happened: From the authors.  
Picture 7.2: Rosens röda matta on May 15th, 2014, during the activities for EU elections: From the authors.  
Picture 8.2: Bennets Bazaar and Örtagårdstorget on May 9th, 2014: From the authors.  
Picture 8.3: Roofs of Bennets bazaar on May 14th, 2014: From the authors.  
Picture 8.4: Örtagårdstorget on May 14th, 2014: From the authors.  
Picture 8.5: Örtagårdstorget on May 14th, 2014: From the authors.  
Picture 8.6: A sign indicating Bennets bazaar’s location on May 15th, 2014: From the authors.  
Picture 8.7: Bennets Bazaar front sign on May: From the authors.  

Reference (Figures):  
All the figures were made by the authors Caroline Chambaudy and Yuxu Jing.  
Figure 1: the users and their activities on Bennets bazaar on May 4th, 2014.  
Figure 2: the users and their activities on Bennets bazaar on May 14th, 2014.  
Figure 3: the users and their activities on Örtagårdstorget on May 4th, 2014.  
Figure 4 the users and their activities on Örtagårdstorget on May 14th, 2014.  
Figure 5: the users and their activities on Rosens röda matta on May 16th, 2014.  
Figure 6: the users and their activities on Rosens röda matta on May 17th, 2014.  
Figure 7: Proportion of users in each target area.  
Figure 8: Proportion of women users in each target area.  
Figure 9: The amount of people active in each target area.  
Figure 10: Proportion of optional and social activities in each target area.
Appendix

The interview questions (English version):
Male / Female  Age
A: Questions for Bennets Bazaar and the plaza in front of it.
   1. How often do you come here?
   2. What do you usually do here?
   3. Do you like the plaza? Why? Why not?
   4. What do you usually do on this plaza?
   5. Do you have any suggestions for this place? Can you think of something that would
      need to be changed?
   6. Do you live in Rosengård? If so, in which part of Rosengård do you live?

B: Questions for Rosens röda matta.
   1. Have you ever been to this plaza?
   2. If no, why?
   3. If yes, what do you usually do there? How often do you go there?
   4. Do you have any suggestions for this place? Can you think of something that would
      need to be changed?
   5. Do you live in Rosengård? If so, in which part of Rosengård do you live?

The interview questions (Swedish version):
Man / Kvinna  Ålder
A: Frågor om Bennets Bazaar och örttagårdstorget.
   1. Hur ofta kommer du hit?
   2. Vad brukar du göra här?
   3. Tycker du om det här torget? Varför? Varför inte?
   4. Vad brukar du göra på detta torg?
   5. Har du några förslag på det här stället? Eller tror du om det finns något som behöver
      förändras?
   6. Bor du i Rosengård? Om så ar fallet, i vilken del av Rosengård bor du?

B: Frågor om Rosens röda matta
   1. Har du någonsin gått till Rosens röda matta?
   2. Om nej, varför inte.
   3. Om ja, Vad brukar du göra där? Hur ofta går du dit?
      förändras?
   5. Bor du i Rosengård? Om så ar fallet, i vilken del av Rosengård bor du?