

DANISH WINNER OF CARLSBERG ARCHITECTURE COMPETITION

Carlsberg will be a 24-hour town that breaks with the trend of splitting home, work, study and leisure into separate town spaces.

With its proposal entitled "Our space", the Danish architectural firm Entasis is the winner of the architecture competition to define the Carlsberg site's future identity and development. At the prize-giving ceremony today 11 of the 221 assessed proposals from 35 countries were rewarded with prizes totalling EUR 405,000.

"With the conclusion of the architecture competition today we have taken an important step towards converting the Carlsberg site. Our vision has been to acquire a city quarter that is alive round the clock and is an asset for the entire Copenhagen region. We have seen this vision realised in many forms in the numerous proposals that we received, including the winning proposal. We now have a solid platform for starting to draw up a draft local area development plan together with the Copenhagen Municipality," says Carlsberg CEO Nils Smedegaard Andersen.

Based on its winning proposal, Entasis will now begin drawing up a concept plan for the site on behalf of Carlsberg and in conjunction with the Copenhagen Municipality. Subsequently, a basis for planning will be drawn up for the site, which, following consultation, can expect final approval before the summer of 2008.

Entasis will act as a consultant to Carlsberg during the planning process, possibly together with other consultants.

Striving for a 24-hour town

Carlsberg does not want to develop its site as has been done in recent decades with a quarter as a place where you either live, work, study or spend your leisure time. Carlsberg wants to go in the opposite direction by bringing together all functions and make the site a 24-hour town.

"This is not an open field or a remote suburb, but a unique opportunity in the heart of Copenhagen that we have a duty to use as more than just a dormitory town. I see a quarter with some of the most expensive square metres as well as some of the least expensive. For future business, for example within the experience economy and the knowledge economy, it will be attractive to be located in an area where all sorts of people live, both those who can afford the most expensive rents and those with more modest finances," says Vice President Lars Holten Petersen, Carlsberg Properties.

In their proposals the architects had to handle the themes of identity, urban life, structure, sustainability and realisation. The proposals placed varying emphasis on these themes, which means that elements from a number of proposals are expected to be incorporated in the overall concept plan, for example entry/exit conditions and connection to the S-train.

There were no stipulated requirements concerning the density of development, but most of the proposals ended up with a total development between 400,000 and 600,000 square meters. The winning proposal works with a total development of 550,000 square metres.

The Carlsberg site in Valby occupies a total area of around 33 hectares – i.e. 330.000 square metres. .

When production has moved to Fredericia by the end of 2008, Carlsberg still expects to use 60 – 70,000 square metres of the Valby site.

The judging committee assesses in its reporting that the Carlsberg site can be an example of innovative sustainability that at the same time can give Copenhagen an international branding in the site.

The winning proposal

The winning proposal builds on the Copenhagen tradition of a combination of slim towers and lower buildings. It strives for a relatively dense development with a high international quality level and an urban environment rich in experiences.

Overall the judging committee assesses that the proposal "expresses such a level of rich experience and sensitive adaptation, combined with a simplicity in its strategies for the site, that it gives a special artistic reinterpretation of classical building, urban planning and urban development trends".

The proposal was drawn up by Sofie Elkjær, Trude Mardal, Christian Cold and Signe Cold from the relatively young Danish architectural firm Entasis and Henrik Sørensen from Esbensen Rådgivende Ingeniører A/S.

The winning proposal gives a general vision for the site, but ideas for sub-elements from the other winning and purchased projects will also be incorporated in the final development of the site.

Other winning and purchased proposals



Proposals were submitted by teams in 35 countries. The majority were from Europe, but there were also eight proposals from Japan and proposals from Indonesia, Slovakia, Hong Kong, New Zealand, China, Mexico, India, Philippines and South Korea.

Of the five proposals that were awarded the second prize of EUR 50,000 each, one was Danish, two German, and two Spanish:

"The Serpent in the Garden of Eden" drawn up by Henning Larsen Arkitekter, Copenhagen.

"Carlsberg_Connected" drawn up by ATELIER LOIDL Landscape Architects + Eu Architects and Urban Planners, Berlin.

"Time will tell" drawn up by a *Team of students from Madrid*.

"_Side by side" drawn up by *a-up, Hanover*.

"Laboremus pro people" drawn up by *Miralles Tagliabue EMBT Arquitectes, Barcelona*.

Carlsberg has also purchased five proposals, each of which receives EUR 5,000:

"The new summer – the hundred years museum" drawn up by *Kaputt, Lisbon*.

"(Sub) culture" drawn up by *hs white arkitekter, Copenhagen*.

"Carlsberg ground floor CPH" drawn up by *SLA arkitekter a/s, Copenhagen*.

"Thousands of years from now they will come!" drawn up *Andres Perea Ortega and team, Madrid*.

"Time and sound" drawn up by a *Team of students from Madrid*.

The judging committee

The 221 assessed proposals, of which 161 were from abroad, were assessed by a judging committee comprising six international expert judges appointed by the Architects Association of Denmark (AA), two representatives of Copenhagen Municipality, and two representatives of Carlsberg.

The submitted proposals were generally of a very high standard, which set a challenging task for the judging committee.

In all, seven assessment meetings were held between 21 March and 7 May 2007.

The judging committee discussed the matter until it had reached agreement on its assessment of the submitted proposals.

The winners in the three prize assignments

In parallel with the architecture competition there were three prize assignments on the themes of 'sustainable city', 'integration and diversity', and 'urban life in the year 2025'.

- 1st prize: *Rolf Howalt Svendsen* with the proposal *The source at Carlsberg*.



- 2nd prize: *Nadia Lauridsen and Signe Terkilsen* with the proposal *Urban life in our town in the year 2025*.
- 3rd prize: *Jacob Holm and Henrik Hartmann* with the proposal *The Creative Power Plant*.

The full results of the architecture competition are attached as a PDF, or they can be found at www.carlsberggroup.com, where you can also download high-res photos.

Further information:

Media Relations: Jens Peter Skaarup (+45) 3327 1417
Investor Relations: Mikael Bo Larsen (+45) 3327 1223

Carlsberg is one of the leading brewery groups in the world, with a large portfolio of beer and soft drinks brands. Its flagship brand – Carlsberg – is one of the fastest-growing and best-known beer brands in the world. More than 30,000 people work for Carlsberg at 92 local production sites in 48 countries, and its products are sold in more than 150 markets. In 2005 Carlsberg sold more than 100 million hectolitres of beer, which is about 83 million bottles of beer a day.

Find out more at www.carlsberggroup.com.

