



University of the
West of England

Health: The Design, Planning and Politics of How and Where We Live

- **Paper / Proposal Title:**

Cultivated Landscape

- **Format:**

Verbal presentation

- **Author(s) Name:**

Jerome Picard

- **University or Company Affiliation:**

3RW arkitekter

- **Abstract (300 words):**

The question "what is the city?" in Norwegian culture today resists being settled and seems instead to take several leads. In a country where only 2% of its land is urbanized, and 80% is cultivated Nature, it is often retrograded behind the question "what is nature?" and cannot stop being intertwined to the faith of the city. Today more than ever, healthy living spaces are directly intertwined with healthy cultural and work spaces.

Although housing appears to be the main element that constitutes the city, others genres actively participate in the definition and diversification of the city's fabric. Workspace in conjuncture with housing can support cross-sector synergy, able to propose more sustainable, healthy living environments. This is the case whether it addresses the diversification of monofunctional peripheral neighborhoods or the renewal and intensification of urban centres.

Ultimately, it is the idea of public space that is at stake, the creation of multi-modal networks, the hierarchy of different collective spaces with degrees of publicness, that create enjoyable and performative public spaces. The private sector at the same time plays an increasingly important role in shaping our built environment, an opportunity for architecture to harness and build-upon this mutual interest.

In this verbal presentation, Picard will bring these themes together in order to shed a light on the civic landscapes that support qualitative and successful neighbourhoods. He will use 3RW arkitektur's portfolio of integrated health-care architecture and urban renewal projects in Norway to analyse the question of Cultivated Landscape.

Projects include the New Sunnhetsgrenden Vardheim Healthcare Centre, Bydraget Os Town Centre, and KODE 1 Decorative Art Museum.

• **Author(s) Biography (200 words each):**

Jerome Picard is Design Director at 3RW arkitektur, where he has a leading role in the design and implementation of urban and architectural projects, as well as overseeing the office's business development and public relations. With a dual degree from École Boule in Paris and the Architectural Association in London, Picard was previously a project architect at OMA in Rotterdam and Dominique Perrault in Paris. Notable projects he has worked on include the winning entry for the new Axel Springer HQ in Berlin, the Bridge Jean-Jacques Bosc currently under construction in Bordeaux, and the new University Campus and Olympic Village in Qatar. Recently he was in charge of the 5000m² refurbishment of KODE 1 Decorative Art Museum in Bergen. As well as practicing, Picard is a regular lecturer and teacher in architecture schools in the UK, Norway and France. His subjects of research and work encompass mainly urban health and culture.