

PHYSICAL LAB

Dreamhamar's Physical Lab was in The Basarbygningen, the Bazaar building. It was neither a gallery, nor an office space or an information centre...but rather, all of them. It was used for a wide variety of activities including lectures, workshops, meetings and exhibitions.

Overlooking Stortorget, the site of Dreamhamar, the Physical Lab was open daily to anyone who wanted to stop by and talk. Strategically located, it played an interesting role in the local community. Like a sponge, it soaked up any issue relating to the square or the city. Like a whiteboard, it served as a clean slate for sharing and visualizing ideas.



URBAN ACTIONS

Urban Actions are ephemeral interventions in public space which aim to stimulate local interest and curiosity and put possible uses for a space to the test. These kind of interventions can change the perception of a space and cause reactions which can be observed and considered in order to understand the collective identity.

During Dreamhamar, public events were held in the main square, Stortorget, which allowed the citizens of Hamar to experience and test different ideas about public space and urban design in their real scale.



PAINTHAMAR

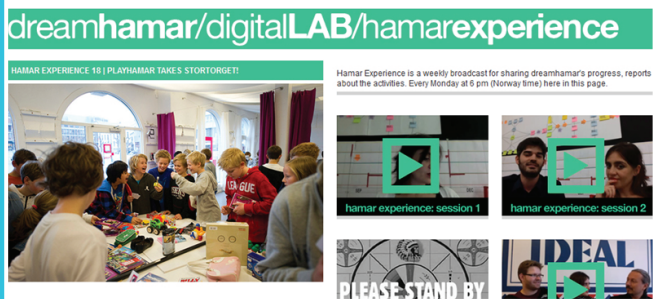


GREENHAMAR

DIGITAL LAB

The Digital Lab is a set of online spaces and services created for content sharing and personal interaction around Dreamhamar, amplifying the participation process by gathering both local and global stakeholders under a 'common virtual roof'. It gave Dreamhamar a digital presence that could contain, express and communicate each of the components of the project, operating as an accessible, participatory and contemporary library of singular and collective thoughts and proposals for Hamar.

Online workshops: Open to locals and creative people from all around the world, these workshops were an opportunity to work globally on the Dreamhamar process, through specific themes and with the support of experts, in a hybrid online format between a bidirectional class and a workgroup. This activity connected the educational aims with the propositive, design-related ones, adding a point of view that was both fresh and professional to the project and enriching it.



ACADEMIC NETWORK

One of the most important parts of Dreamhamar was engaging school kids, high school and University students, who brainstormed and worked on proposals for Stortorget as part of their own academic tasks. Following our network design approach, this Academic Network helped us introduce more diverse voices into the ongoing conversation, as well as connecting different contexts. Mixing local with international academic institutions contributed to improving the 'glocal' dimension of the project and gave everyone the chance to share and compare urban visions and ways of working. The results were an invaluable input for the city, as the people of Hamar themselves expressed when visiting the closing exhibition.

