

Trans in Form

Status and challenges



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Project Manager



TRANS IN FORM



Baltic Sea Region
Programme 2007-2013

Partly financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instrument) and The Kingdom of Norway

Status

- ❑ The Trans in Form backdrop
- ❑ Guidelines and tools
- ❑ Attractivity Barometer
- ❑ Scenario Planning
- ❑ New narratives and storytelling
- ❑ Urban design
- ❑ Branding Rural highlights



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Lost in Translation!



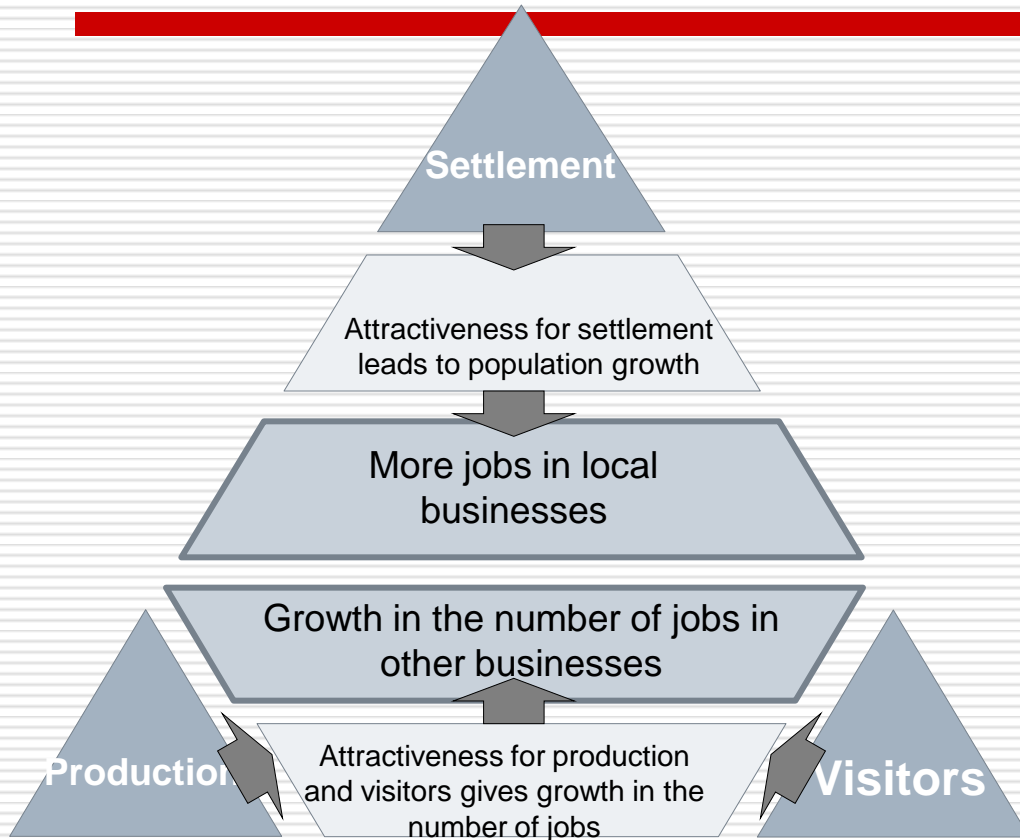


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Production: Businesses that exports products or services out of the place.



Visitors create businesses in retail, restaurants, hotels and culture/entertainment.



Trans in Form - Jurmala

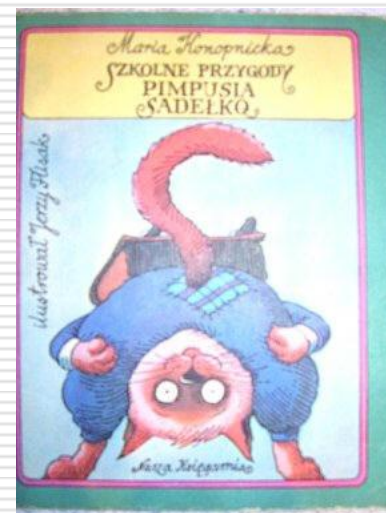
Seljord municipality





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Rural highlights?



A Rural Highlight?





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Challenges

- Where is Europe going?
- Globalisation and migration?
- Recession?
- The real economy vs. the virtual economy?
- Resilience?
- Attractiveness for settlement?
- New** narratives and storytelling?
- Ambient branding?



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Roma

Tirana



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Calvin and Hobbes

by WATERS

15 BUCKS
A GLASS?!

THAT'S RIGHT!
WANT SOME?



HOW DO YOU
JUSTIFY CHARGING
15 DOLLARS?!

SUPPLY AND
DEMAND.



WHERE'S THE
DEMAND?!
I DON'T SEE
ANY DEMAND!

THERE'S LOTS
OF DEMAND!



YEAH?

SURE! AS THE SOLE
STOCKHOLDER IN THIS
ENTERPRISE, I DEMAND
MONSTROUS PROFIT ON
MY INVESTMENT!

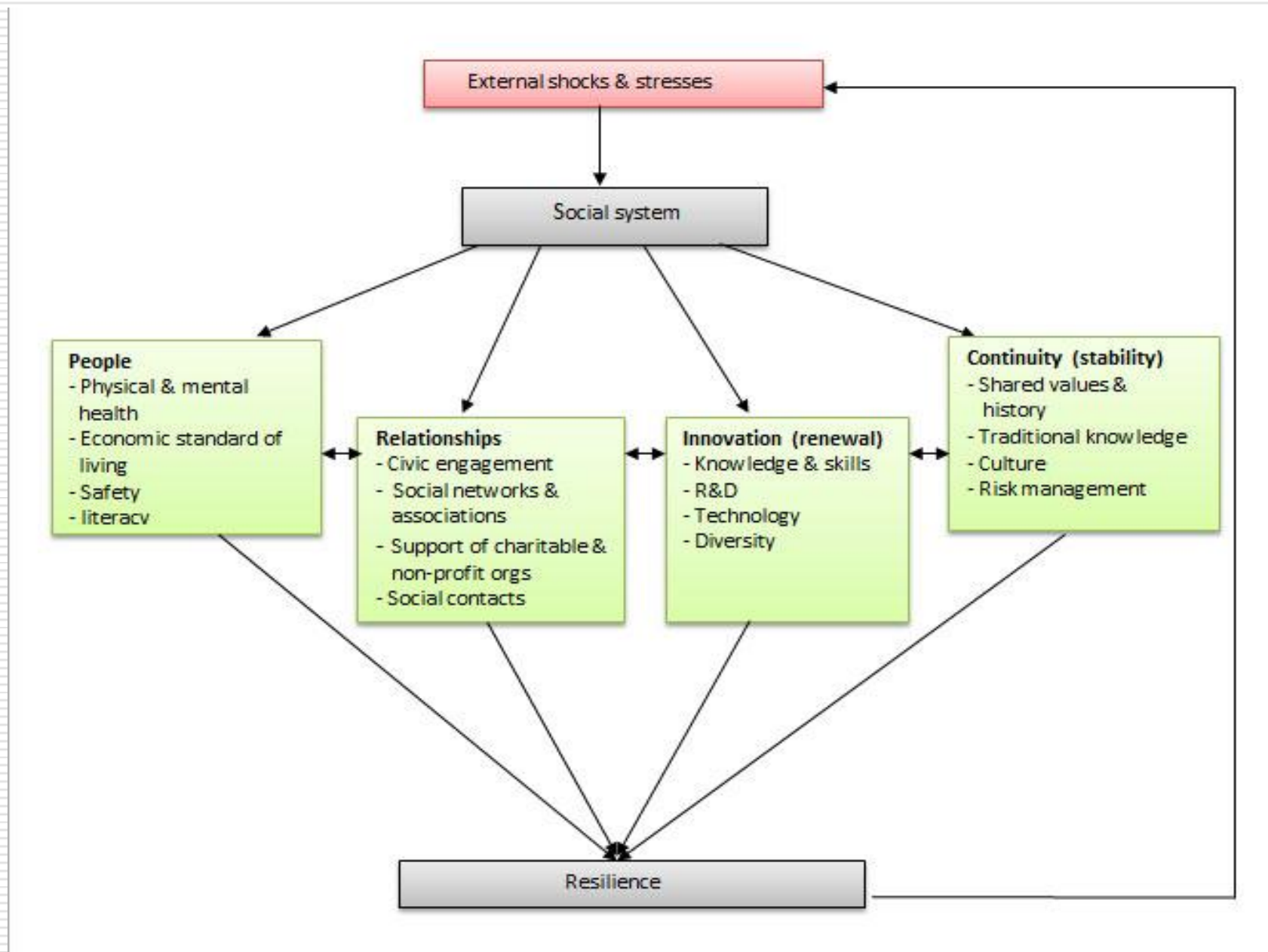




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42.45	40.00	27.08	+0.46	2.09%	1.40M
27.15	26.07	22.47	+0.46	2.09%	34.841M
22.59	21.71	22.47	-1.26	-5.12%	8.842M
23.97	22.74	23.37	+12.40	3.27%	1.104M
391.70	377.43	391.55	+0.74	0.78%	82.022M
95.67	93.96	95.61	+0.42	1.69%	7.433M
25.32	24.74	25.22	+0.30	1.22%	
24.89	24.35	24.82			

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Storytelling



Hug the Bear!



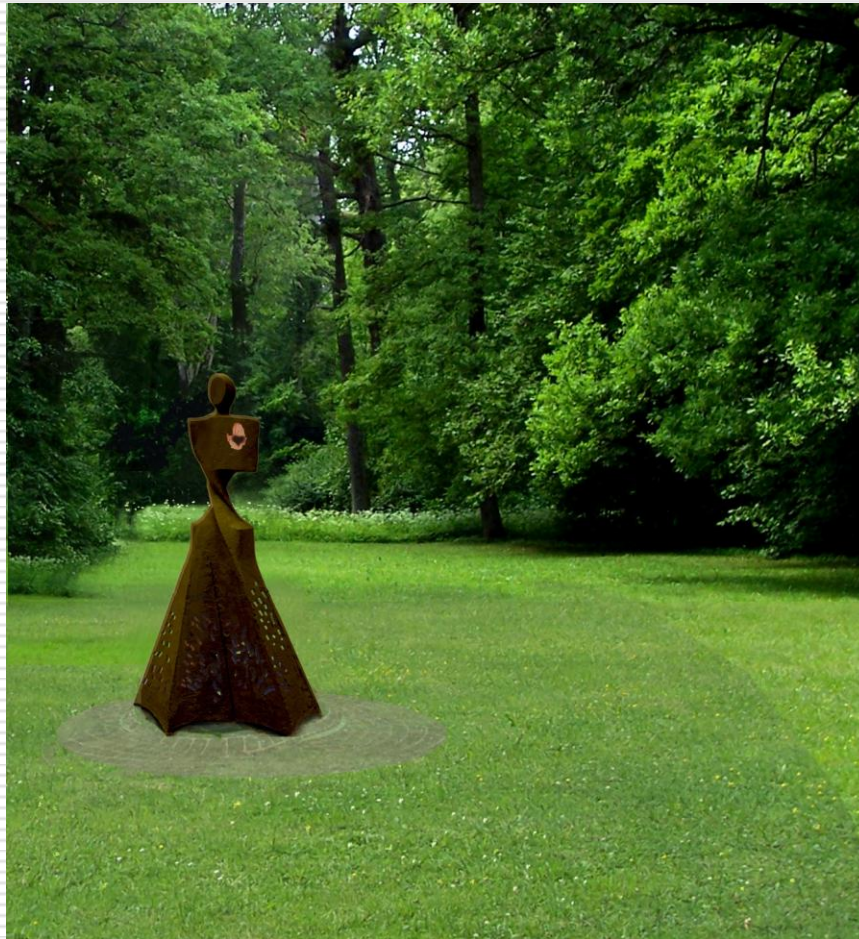
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Image - sign



Game Over

Image?



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Sign?



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Ambient branding?



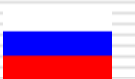
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Branding as Social networking?



We will not change the world, but ...

Thank you for listening!



TRANS IN FORM

...making places vibrant and attractive

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