



The European Facilities Management Conference
Copenhagen May 2004

”Combining Social Life and Physical Space”.

“DR Byen”, the New Headquarter of
Danish Broadcasting Corporation

Christian S. Nissen
DR

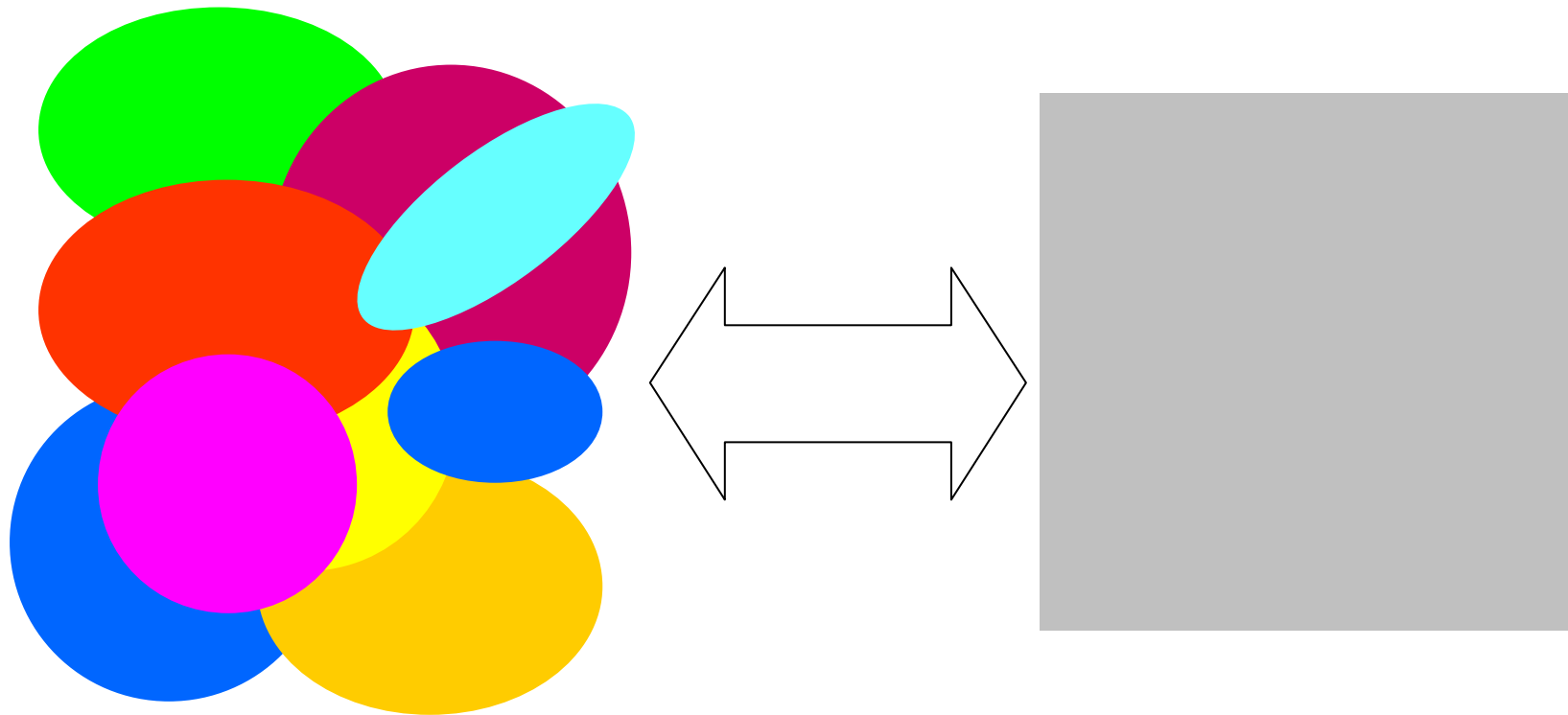
DR Byen: The site autumn 2003:



Concrete before people !



Social life – and physical space



How to create a reciprocal, positive influence ?

The original vision (Feb. 1999)

- Moving the whole DR-company to the new green field site will give better opportunities to develop DR into a strong Danish multimedia-company on an international level.
 - We will establish DR in a new innovative environment in close cooperation with surrounding educational and cultural institutions and with private media- and IT enterprises.
 - We will make the area a cultural centre for Copenhagen and the whole region.
-
- - and it will make it possible – and necessary – to rethink the whole DR, its processes, its organization and management from the bottom to the top.

Social life – and physical space
- to create a reciprocal, positive influence

DR

DR Byen in four levels:

- The individual and the working space.
- The company and the building.
- The building and the surrounding quarter.
- The quarter and “the world outside”.



1. The individual and the working space

Goal: To create an attractive, flexible working environment
– a tool for innovation and creativity



- Open, flexible working areas ("new ways of working")
- Rooms and spaces adaptable to different functions and needs.
- Good materials and design
- The employees shall right from the beginning participate in the work with the planning of the working spaces.

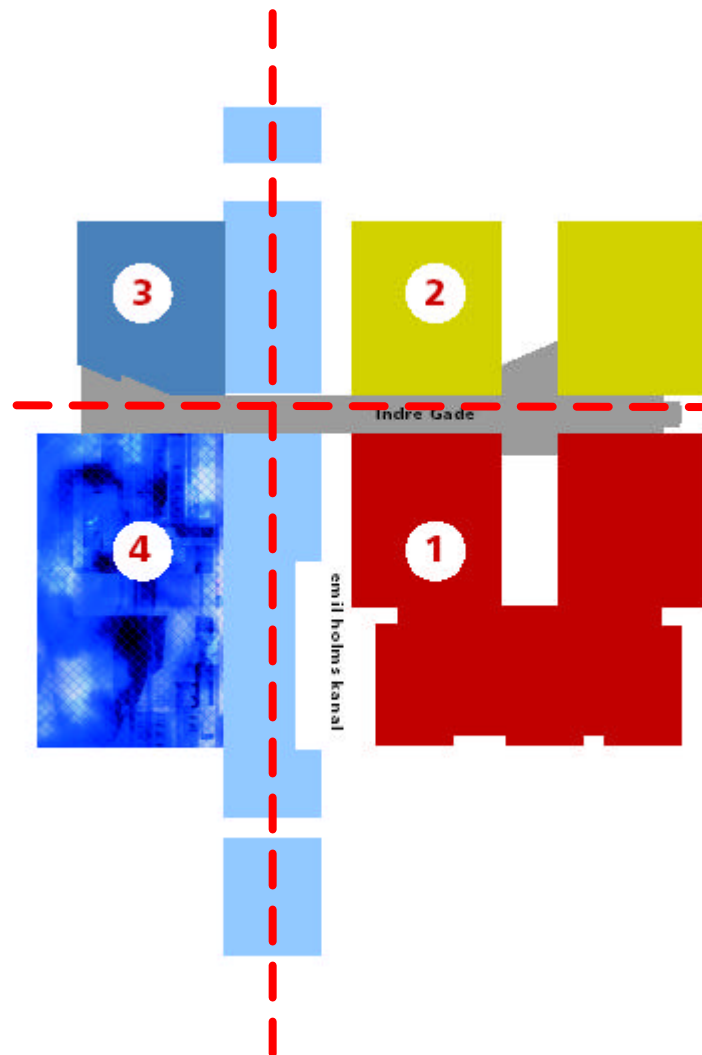
2. The company and the building

Goal: A robust (flexible) building, which can accommodate modern multi-media production, from artistic, creative work to media mass-production

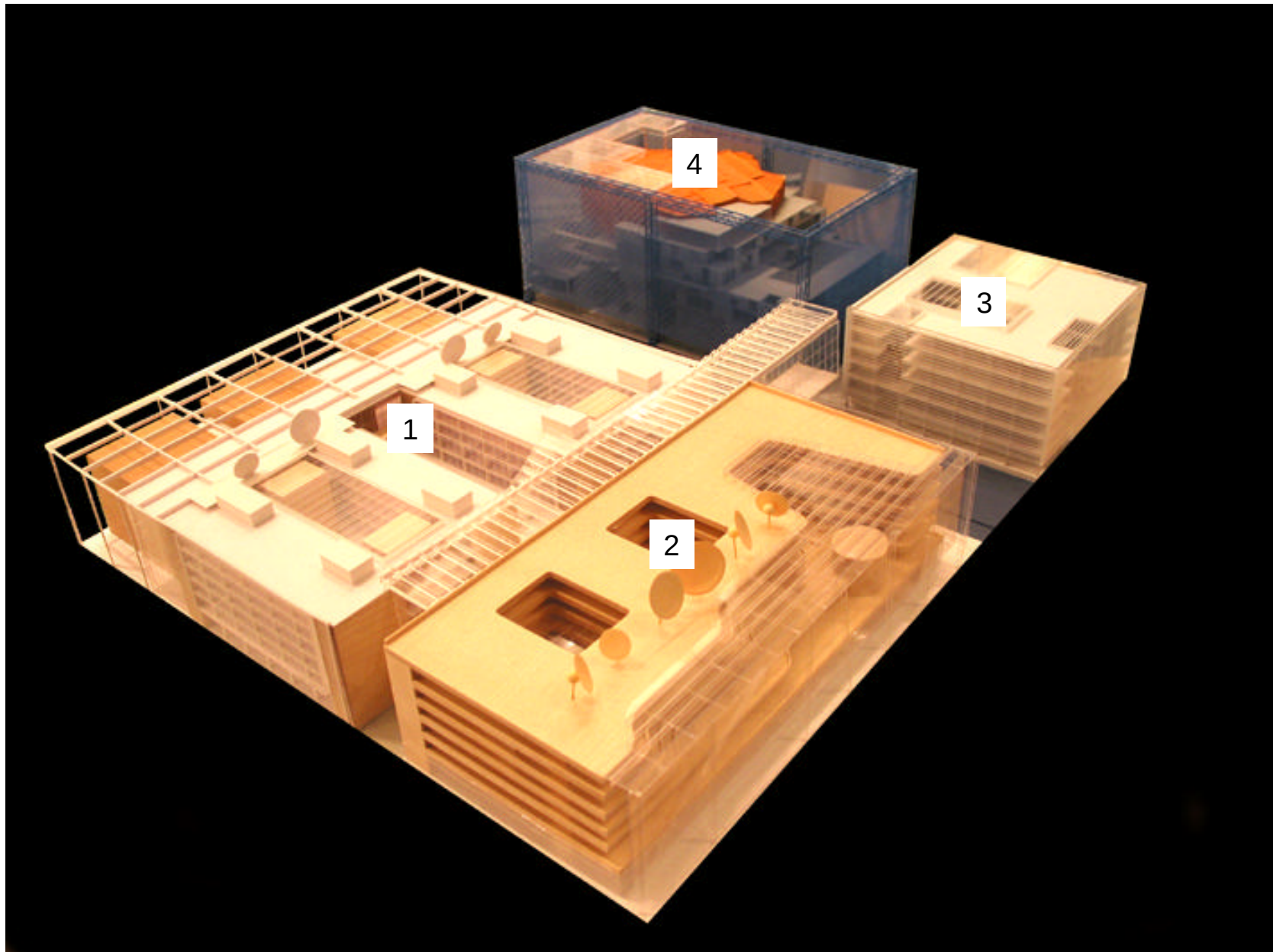
- High architectural quality
- A combination of a uniting identity for the whole complex and individual buildings giving external and internal variation
- High flexibility in use by limiting areas with specific functions.
- An integrated digital technological infrastructure accommodating a whole new media-production system.



DR Byen: The new DR headquarter



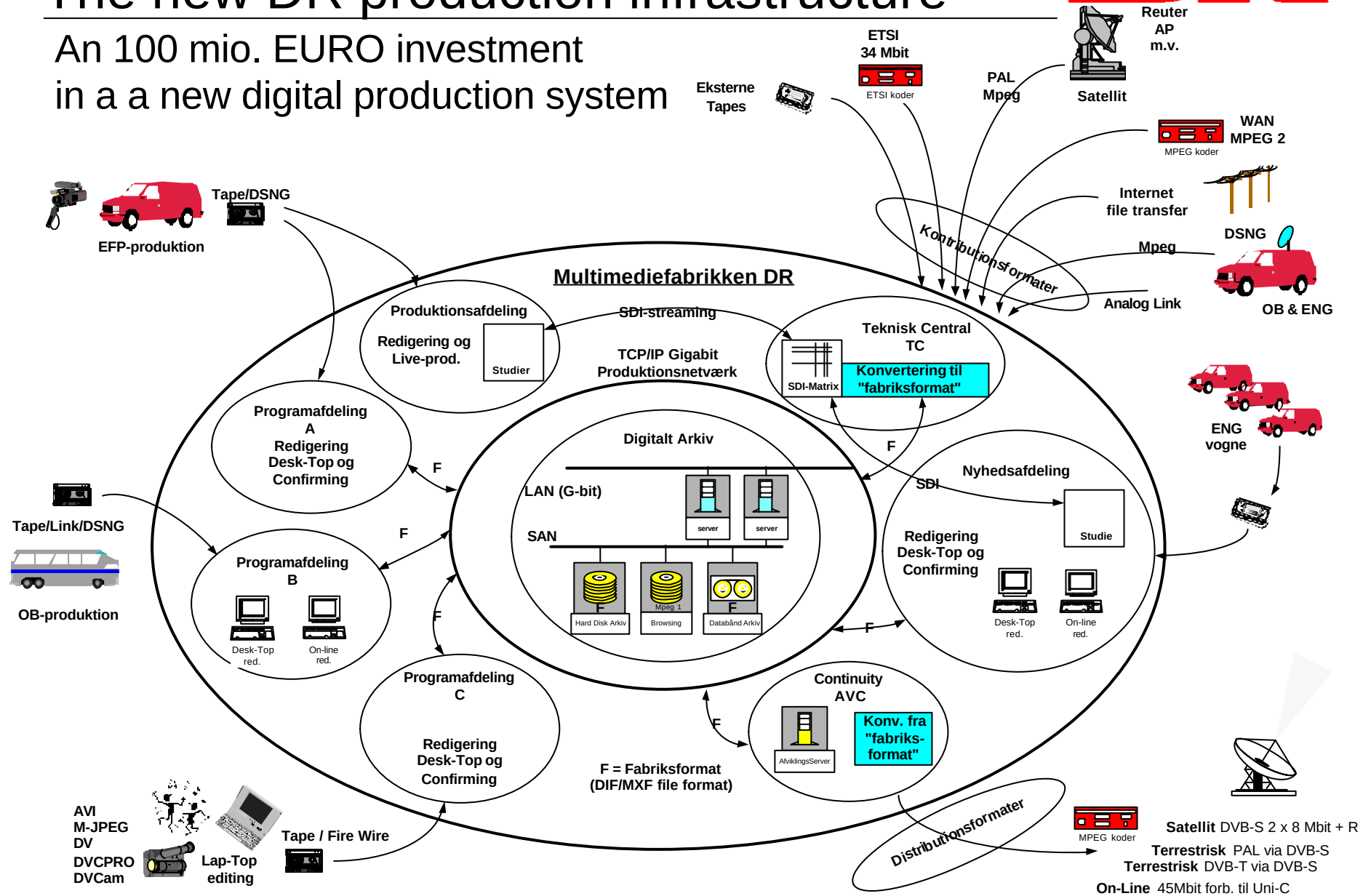
- The complex, divided in four segments by the north-south canal and the east-west inner-street.
- The four segments built by four teams of architects, engineers and constructors.
- 130.000 m²
- Budget 400 mio. Euro (1999-prices)
- The project decided in June 1999
- The working place for 3000 DR employees from 2005-06



The new DR production infrastructure

An 100 mio. EURO investment
in a new digital production system

DR



A new digital work-flow



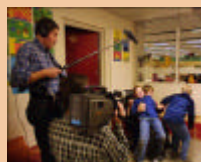
Ideudvikling og research



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Redaktionen får ideen til indslaget/programmet og researcher indhold og location.

Optagelse



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Optagelse af råbånd.

Overspilling af digibeta-bånd til VHS



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Betabånd overspilles på VHS via to båndmaskiner.

Gennemsyn og logning



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Materialet gennemses og relevante scener mærkes op med tidskoder på papir eller via logger.

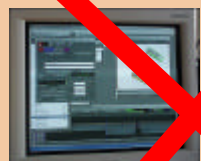
Manuskrivning



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Manus skrives - typisk i Word med angivelse af scener som instruktion til redigeringstekniker

Digitalisering



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Tekniker digitaliserer materialet ind i lav opløsning i Avid-anlæg efter instruktion fra tilrettelægger.

Redigering



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Redigeringstekniker klipper programmet sammen efter instruks fra journalist, som sidder med i klipperummet.

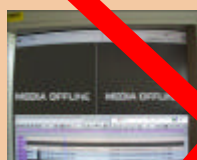
Lydredigering



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Programmets lydside redigeres på ProTools anlæg (tidl. Audiovision).

On-line



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Alle anvendte scener lægges ind i anlægget i broadcast kvalitet.

Colour grading



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Programmet lyssættes for at optimere farvebalancen og undgå farvespring.

Udsendelse på bånd



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Programmet køres ud på digibetabånd til udsendelsesbrug, som afleveres til modtagende udsendelsesbureau.

Arkivering af program og råbånd



	Timer	Pris
Teknik		
Journalist		
Facilitet		

Beskrivelse af processen:
Relevante råbånd køres ind i arkivet, hvor de registreres, overspilles og arkiveres. Det samme sker med udsendelsesbånd.

Less time

Less time

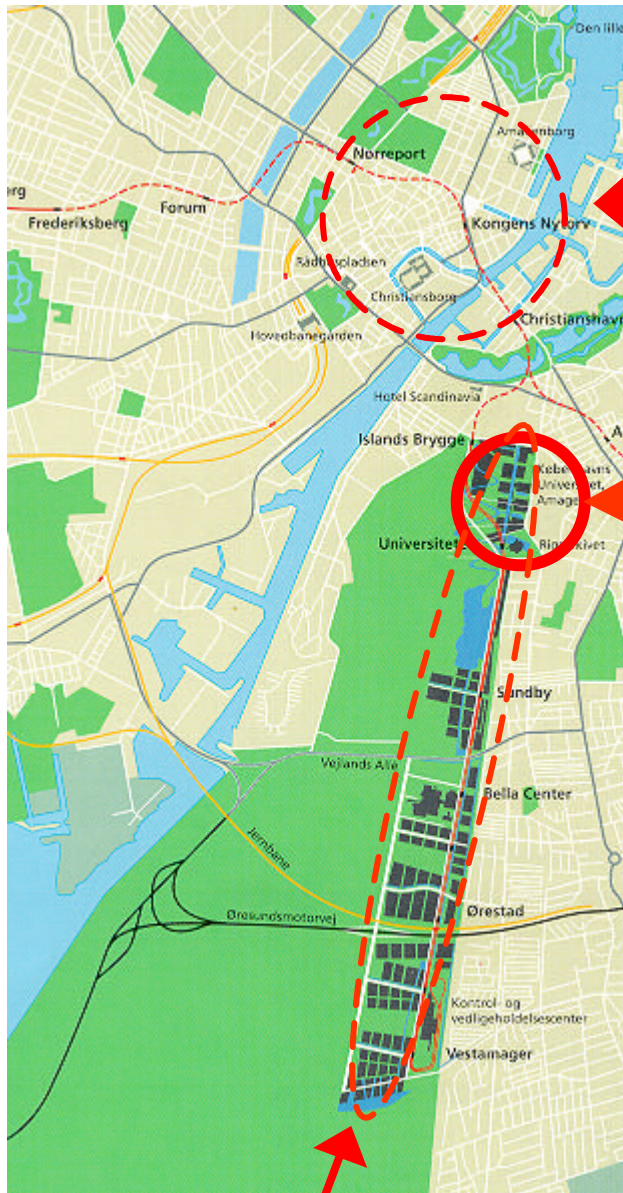
Less time

3. The building and the surrounding quarter

Goal: To make the surroundings (“Ørestad Nord”) into a living and lively quarter.



- Ørestad Nord shall be an attractive place to work in and visit. More than just a working-place.
- It shall facilitate the (unplanned) meetings and contacts between employees, students, their teachers and visitors.
- There shall be life in the quarter the whole day – also outside working time.
- Ørestad Nord shall be an attractive place to come – also for people living in the surrounding areas and quarters of Copenhagen.



The new town: Ørestad

Copenhagen centre

Ørestad Nord

- 20.000 students
- 6.000 employees
- 1.500 residents

Functions (m²)

- 60-70 % public institutions
 - 15 % housing
 - 15-25 % business
- (3.000 m² shops) ← — — ???

But how do we make “Ørestad Nord” a living and lively quarter ?



We have asked architects and planners in a number of countries:

What does it take to create life in a new town/quarter?

And we got the answer:

It takes 300 years!

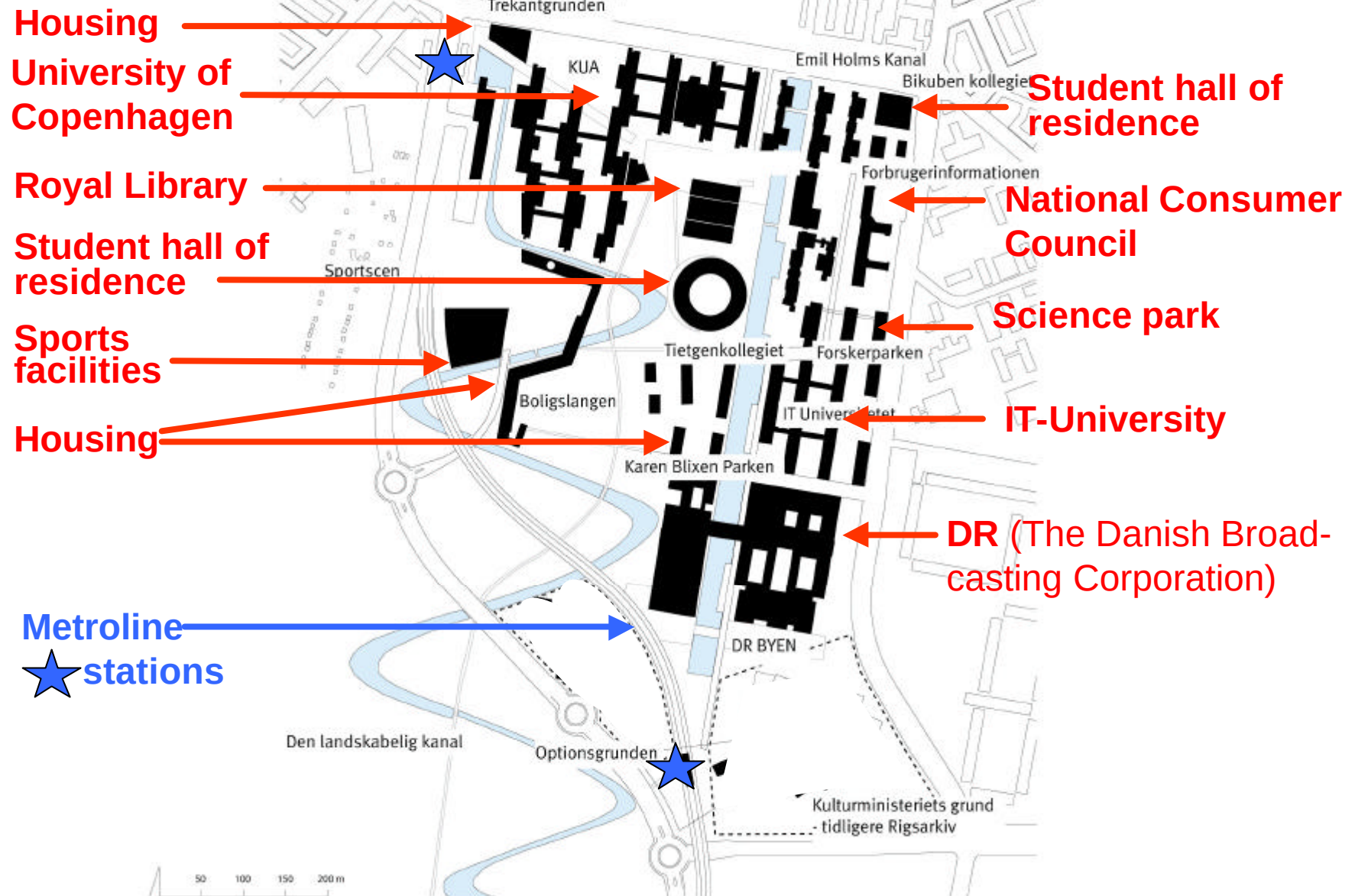
But we can't wait so long

In 1999 we established “The Ørestad Nord Group” and joined forces in the quarter to make a shortcut in 10 years.

Two main goals:

1. To create a living quarter in Ørestad Nord
2. To establish a professional network of cooperation.

Ørestad Nord-Group



Some of the initiatives of the Ørestad Nord Group **DR**

- En open exhibition of the whole area, (on the DR building site) 1000-2000 visitors pr. month.
- A study (Gehl Architects) of the weaknesses and the possibilities of the quarter and a action-plan
- A joint-project between ØNG, the Copenhagen municipality and others making the quarter a scale 1:1 inspiration- and test-area for “living city”.
- DR plans to have aprox. 200 live music- and entertainment arrangements pr. year in the quarter
- - and being Danes (!), we plan to run the canteens and staff-restaurants as open restaurants, cafés and bistros for all in the area – and for people from outside.

4. The quarter and “the world outside”.

Goal: To establish Ørestad Nord as an international knowledge centre.



- To create a professional cooperation between the institutions in Ørestad Nord
- To establish an international oriented network joining the ØNG-institutions with outside IT- and media companies.

Crossroads Copenhagen



Crossroads Copenhagen is a professional network of public institutions and private companies joining forces to create Ørestad Nord into an international centre for the development in the field of culture, media and communication-technology.



IT-University



The Royal Library



DR



University of Copenhagen



National Consumer Council



Børsen (Business newspaper)



Copenhagen Business School



NOKIA



CSC



Hewlett-Packard



TDC



Skanska

(www.crossroadscopenhagen.dk)

Thank you for your attention

- **And please, come back and visit us in Ørestad Nord in the coming years!**