

May 2018

## **BLOX in Copenhagen is Officially Open**

After a grand opening in the first weekend of May, BLOX has now officially opened. BLOX is one of Copenhagen's major urban development projects and a new destination in the city. Designed by architecture studio OMA. Built and funded by the philanthropic association Realdania.

BLOX opened with a grand celebration 4-6 May 2018. The new Copenhagen destination was visited by more than 17,000 people who came to experience the new urban development project with multiple functions and new public spaces on Copenhagen's harbour front.

BLOX is the new home to Danish Architecture Center (DAC) and the urban innovation center BLOXHUB.

### **DAC: Welcome Home and Olafur Eliasson**

Architects design houses. People create homes. More than anywhere else, architecture is ever-present and essential in the buildings that provide the framework for our daily lives. For this very reason, the home serves as the focal point of the first exhibition at Danish Architecture Center.

Welcome Home explores the homes of Danes through history, and the major waves – such as industrialization and globalization – that have shaped the way we live; it also examines how current challenges, such as demographics and evolving family structures, are inspiring more flexible homes, and presents an array of artistic and technological proposals for reprogramming and transforming homes of today into attractive homes of the future.

The first element meeting exhibition visitors is an interactive installation by world-renowned Danish-Icelandic artist Olafur Eliasson. The installation, Multiple shadow house, is the size of a house and fills the Golden Gallery in DAC. Guests create the work of art themselves through a sensory experience of how the physical environment is impacted by behavior, movements and interaction – just as a house becomes a home when it is filled with life.

*“We invited Olafur Eliasson to create this work here because it provides a direct experience of what happens when we enter a space and meet each other. We think that it will be a very good way for our guests to tune into the exhibition and engage with the debate and discussion about what a home is and can be,”* says Kent Martinussen, CEO of Danish Architecture Center.

Welcome Home runs until 23 September 2018 and Multiple shadow house stays until 21 October.

### **BLOXHUB: Global urbanization and urban future**

BLOXHUB is an interdisciplinary innovation environment with a total of 10,000 m<sup>2</sup>

and 500+ seats in open office spaces in BLOX. BLOXHUB is founded on the belief that the challenges of global urbanization and climate change require a collaborative approach in tech, architecture, design, construction and research.

BLOXHUB opened in BLOX with debates on global urbanization and our urban future. Leading experts from all over the world debated some of the trends that will be central to the daily work at the hub, including governance, technology, health and democratization.

*“This century is all about interdisciplinary networks that come together to address a common challenge. Cities enable these networks – and this is what BLOXHUB is all about.”*

-Bruce Katz, Co-founder of New Localism Advisors and member of the BLOXHUB board

*“The big challenge will be to make sense of the data. And, of course, to secure it. We are one of the most trusting societies in the world, but the time for blind trust is over.”*

-Helle Valentin, Global Chief Operating Officer, IBM Watson IoT, Munich

*“Global Urbanization is the greatest public health opportunity we have – and designing healthier buildings are at the heart of it.”*

-Dr. Joseph Allen, Harvard University

*“Cities that do well in the future will be the cities that are able to unleash human capacity. The future has become a zero-sum game. We need to start dreaming of stars again.”*

-Indy Johar, Co-founder of Project 00

## **Realdania**

BLOX is funded and built by Realdania – a philanthropic association that seeks to improve quality of life through the built environment, defined as the physical settings for our everyday life. Realdania is focused on both living and future generations and seeks to promote sustainability and generate new knowledge and innovation.

## **OMA**

BLOX is designed by OMA (Office for Metropolitan Architecture) with partner Ellen van Loon in charge. OMA, founded by Dutch architect Rem Koolhaas, is among the leading architecture firms in the international arena when it comes to reconciling theoretical practice with a playful, unconventional and dialogue-oriented approach to architecture. BLOX is OMA's first project in Denmark and a new 'must see' in Copenhagen.

## **Links**

[BLOX.dk](http://BLOX.dk) | [DAC.dk](http://DAC.dk) | [BLOXHUB.org](http://BLOXHUB.org) | [OMA.eu](http://OMA.eu) | [Realdania.dk](http://Realdania.dk)

## **Contact**

For more about BLOX and Realdania: Morten Asbjørn Jensen, [maj@blox.dk](mailto:maj@blox.dk) - Tel. +45 28263111

For more about Danish Architecture Center: Rikke Brams, [rbr@dac.dk](mailto:rbr@dac.dk) - Tel. +45 30473019

For more about BLOXHUB: Kristine Barenholdt Bruun, [kbb@bloxhub.org](mailto:kbb@bloxhub.org) - Tel. +45 20813695