

INDEPENDENT MUSICIAN



NEEDS: Affordable rehearsal spaces, creative freedom, and medium-term predictability.

CONTRIBUTIONS: Culture, identity, local engagement.

Timeframe: 1–5 years.

MUSICIAN COLLECTIVE



NEEDS: Community facilities, operating grants, and space (square meters).

CONTRIBUTIONS: Creative cluster, diversity, and collaboration.

Timeframe: 5–20 years.

PROMOTER



NEEDS: Flexible venues, easy permits, and logistical support.

CONTRIBUTIONS: Creates activity, attracts audiences, and contributes knowledge about urban life.

Timeframe: 5–20 years.

STUDIO AND REHEARSAL SPACE



NEEDS: Tolerance for wear and tear, long-term contracts

CONTRIBUTIONS: Innovation community, competence project knowledge, area vibrancy/buzz

Timeframe: 10–30 years

LONG-TERM URBAN DEVELOPER



NEEDS: Attractiveness, stability, value creation, reputation, and stakeholder influence.

CONTRIBUTIONS: Capital, expertise in construction and development, and commitment to long-term growth.

Timeframe: 20–40 years

SHORT-TERM INVESTOR



NEEDS: Low risk, quick returns, and easily transferable solutions.

CONTRIBUTIONS: Rapid investments and insight into what works immediately.

Timeframe: 5–10 years

PLACE-BASED COLLABORATION



NEEDS: Joint initiatives, a clear shared vision, and room to act.

CONTRIBUTIONS: Ambitious initiatives and bold investments, risk-taking capacity, and in-depth local knowledge.

Timeframe: 5–30 years

URBAN DEVELOPMENT DEPARTMENT



NEEDS: Clear applications and legal compliance.

CONTRIBUTIONS: Curating activities and activating public urban spaces.

Timeframe: ~5 years

PLANNING AND BUILDING AUTHORITY



NEEDS: Clear applications, legal compliance, and due diligence.

CONTRIBUTIONS: Frameworks and spatial conditions for projects, along with legal and technical expertise.

Timeframe: 5–30 years

CITY CULTURAL DEPARTMENT



NEEDS: Projects that strengthen the goals, priorities, and reputation of the municipality

CONTRIBUTIONS: Support for urban life and cultural activity, along with knowledge of culture and public administration.

Timeframe: 5–10 years

POLITICAL ADVISOR



NEEDS: Clear project cases, media visibility, and alignment with the public mission.

CONTRIBUTIONS: Political initiatives, support, and funding, along with understanding of regulatory frameworks.

Timeframe: 4–8 years

JOINT INITIATIVE (PLANNING + CULTURE)



NEEDS: Mission-driven incentives and shared priorities.

CONTRIBUTIONS: Cross-sector collaboration and flexible processes

Timeframe: 5–15 years

NEIGHBORHOOD



NEEDS: Involvement, information, and quality of life.

CONTRIBUTIONS: Local ownership, safety, legitimacy, and reputation.

Timeframe: 5–40 years

IMPACT-INVESTOR



NEEDS: Documented social impact and lower risk.

CONTRIBUTIONS: Capital with a social return requirement.

Timeframe: 5–10 years

MEDIA



NEEDS: Good stories, reader engagement, and tangible results to showcase.

CONTRIBUTIONS: Visibility and public influence.

Timeframe: 4–8 år years

DESIGN + CULTURE



NEEDS: Creative space and clear frameworks.

CONTRIBUTIONS: Aesthetic quality and human-centered design.

Timeframe: 0,5–1 years

THE MUSIC INDUSTRY

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PROPERTY DEVELOPER

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MUNICIPAL ACTOR

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WILD CARD

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Other relevant actors?
Fill in for yourself

NEEDS: | **CONTRIBUTIONS**

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Time frame: years

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Time frame: years

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Time frame: years

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Time frame: years

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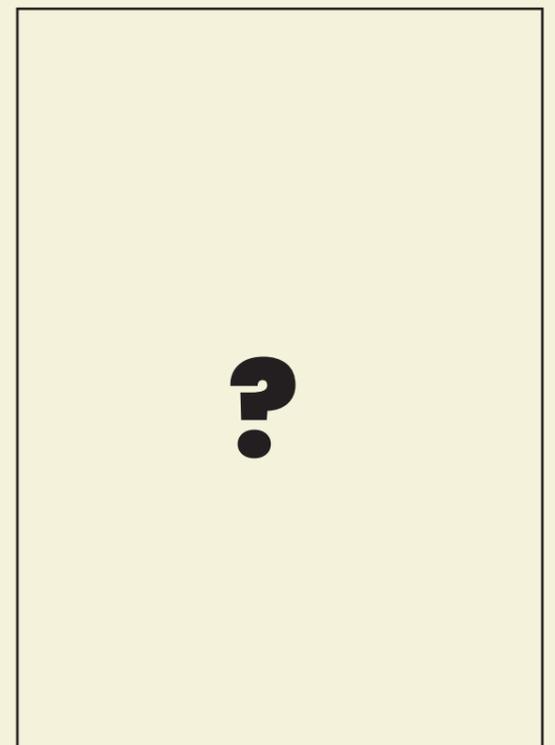
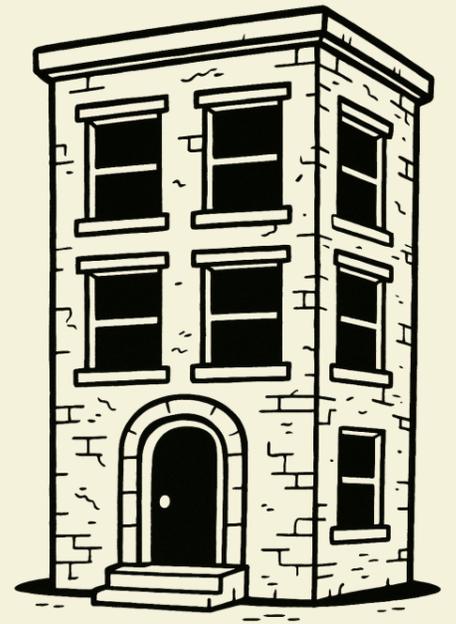
Time frame: years

Time frame: years

WILD CARD

VACANT BUILDING

- A real estate actor, private or public, owns a vacant building in a central area.
- The building is to be renovated or demolished and replaced by a new one.
- The timeframe is 3–5 years before demolition or renovation begins.
- **Which actors should come together to create value in this place that benefits everyone – especially regarding spaces for music?**



Needs and Contributions:
How can the actors complement each other's needs?

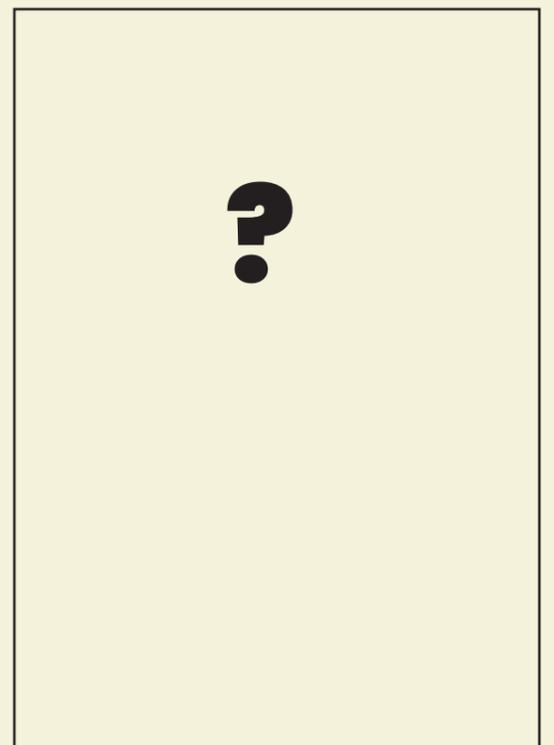
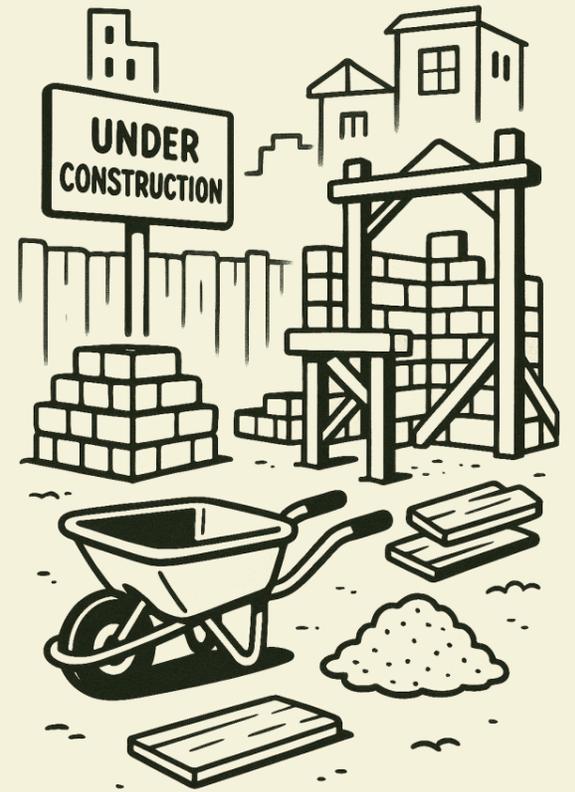
Need: What do they need to succeed? A new actor?
Other actors? Find an empty card and fill it in!

Value Creation: What can the actors create together?

Pitfalls

NEW URBAN AREA

- A property developer is working to develop or transform an area with new housing and commercial spaces.
- The area currently has a low level of social infrastructure, cultural venues, and meeting places, and the developer needs to make the area more attractive.
- **Which actors should come together to create value in this place that benefits everyone – especially when it comes to spaces for music and cultural life?**



Needs and Contributions: How can the actors complement each other's needs?

Need: What do they need to succeed?
Other actors? Find an empty card and fill it in!

Value Creation: What can the actors create together?

Pitfalls

NEW USE

- Over time, the music and cultural industries have established themselves in available premises, contributing to the identity of an area.
- These actors now risk being pushed out due to increased densification, new development plans, renovation needs, or similar factors.
- **Which actors should come together to create value that benefits everyone – especially when it comes to spaces for music and cultural life?**



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Needs and Contributions: How can the actors complement each other's needs?

Need: What do they need to succeed?
Other actors? Find an empty card and fill it in!

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Pitfalls