



Hidden Potentials for Hemsedal

*Connecting people, places
and initiatives for a resilient,
regenerative future Hemsedal and
Hallingdal region*

There is untapped potential in Hemsedal

In autumn of 2020, The Oslo School of Architecture and Design (AHO) started a participatory, action-research project in collaboration with Hemsedal to co-design pathways towards more resilient and regenerative futures. This was a combined research and education project in AHO's Systems-Oriented Design group, linking bachelor and master design student courses and doctoral research.

After two years of collaboration with the Hemsedal Kommune, Skistar, landowners, second-home owners, entrepreneurs, youth and more, we have identified many potential opportunities for Hemsedal to become more resilient - as both more adaptive and innovative - for the future.

This booklet aims to inspire ideas and potential for participation, co-creation and investment support - not only for Hemsedal, but also the broader Hallingdal region. This is just the starting point!

"We are searching for like-minded people to get our business up and running"

- *New organic farmers*

"There are a lot of artists in Hemsedal. We just don't know each other. We need some kind of artist residency program"

- *Local artist*

"We have so much work and would be happy to have volunteers, but we don't have the resources to coordinate"

- *Local farmer*

"Ulså is a special place because it's the meeting point between two valleys. It used to be a place to meet people - how can we bring this back?"

- *Hemsedølinger*

"People need places to meet and to talk to each other... we need a place for open dialogue"

- *Local teacher*

"We want to bring back the sense of pride in young people and give them purpose here in Hemsedal"

- *Local politician*



“The beauty about living in Hemsedal is you can just walk out and be in nature. How can we ensure this for future generations?”

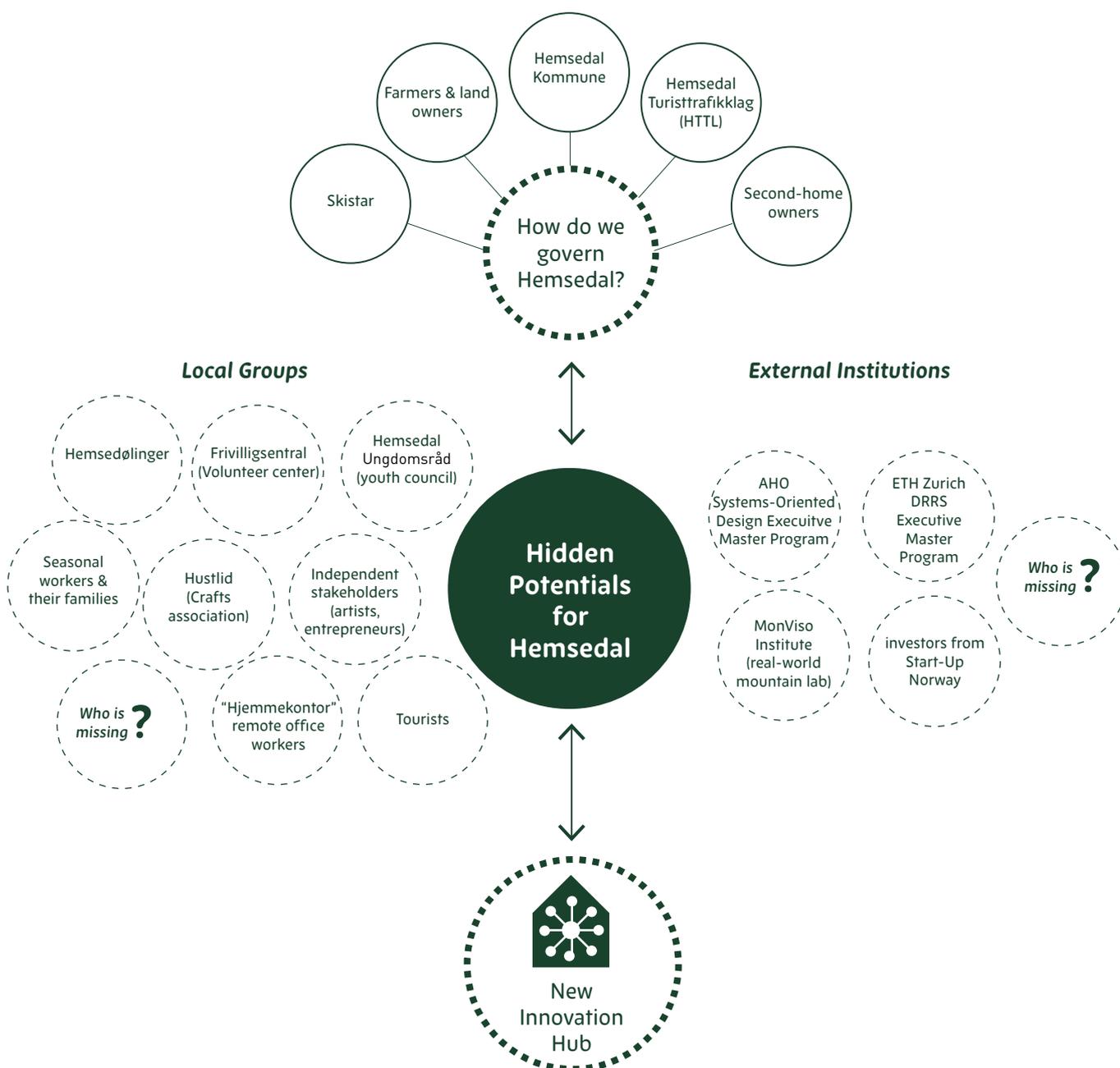
- Local business owner

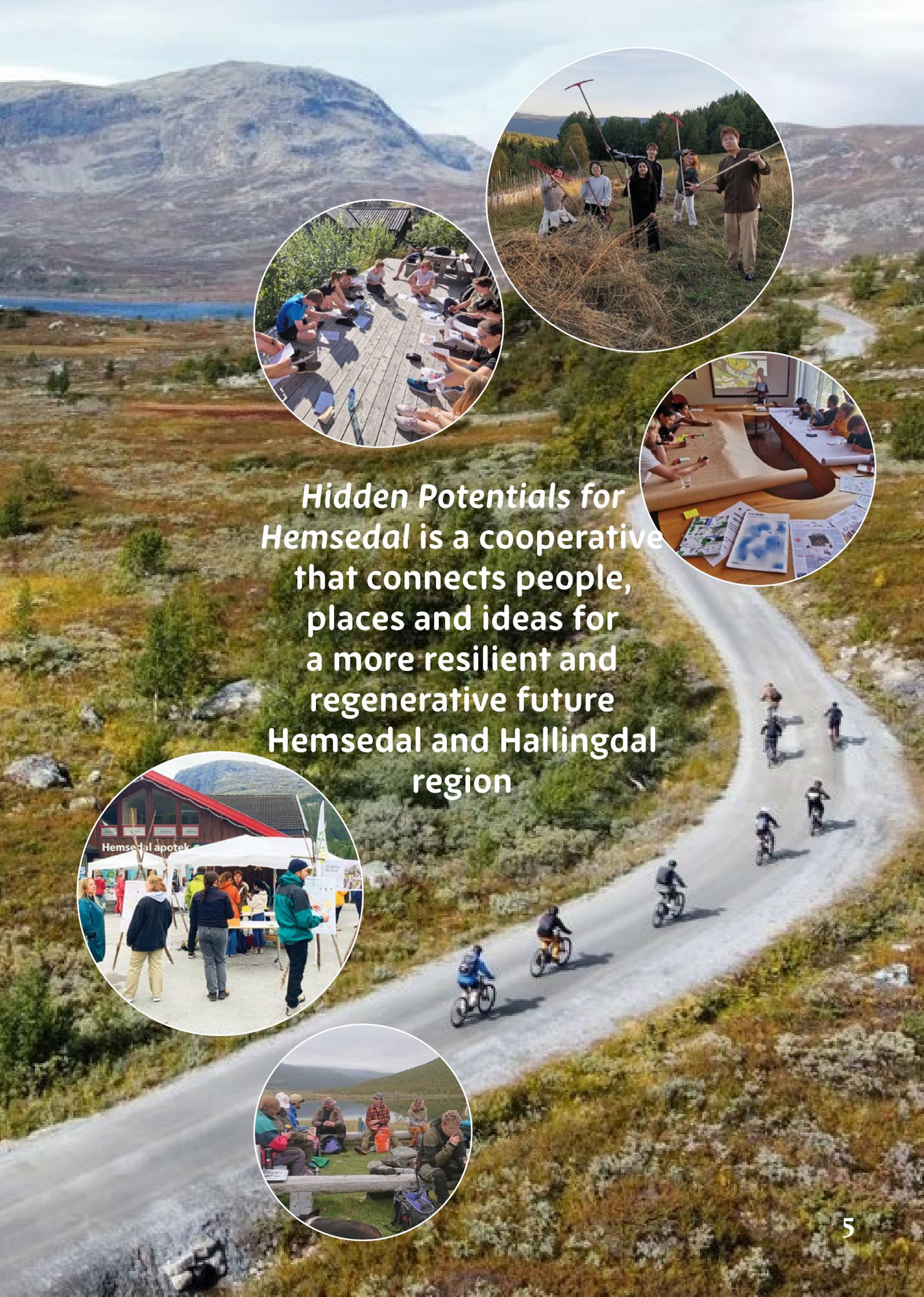
Introducing Hidden Potentials for Hemsedal

Hidden Potentials for Hemsedal is a proposal to regenerate the community of Hemsedal by giving new life to forgotten places, opening up mindsets, and bridging across different identities - including the hidden ones and potentially new ones. Hidden Potentials for Hemsedal is an association that connects - connecting people, places and ideas together to make Hemsedal and the Hallingdal region more resilient and regenerative as a whole. We aim to do this through activities, social processes and physical facilities to offer value to all people of Hemsedal by engaging with locals, tourists, investors, academic institutions, businesses and government.

Governance Model:

Hidden Potentials for Hemsedal would operate as a collaborative governance structure with each of the political players and local groups having a percentage of decision-making power. International academic institutions would offer innovative research and education partnerships, such as the Executive Master's programs at AHO's Systems-Oriented Design group and ETH Zurich's Designing Resilient Regenerative Systems network.





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What is happening at Hidden Potentials for Hemsedal?

Hidden Potentials for Hemsedal is designed to “weave” together on-going projects, businesses and associations in Hemsedal with new initiatives derived from participatory processes with the community.

Hidden Potentials for Hemsedal is holistic and inclusive, building on existing initiatives and coming together as a community to identify new opportunities. The Hemsila river is celebrated as the core social and ecological connector between Trøym, Ulsåk and Tuv. Different initiatives would connect diverse economic and cultural aspects of Hemsedal, such as bringing together volunteering programs and tourism, expanding farm-to-table networks or developing local sustainable forest management. Located along the key intersection of Panoramavegen and the 52 highway to Oslo, Ulsåk would become a new Hidden Potentials for Hemsedal “gateway.” A series of renovated facilities known within Tuv, Ulsåk and Trøym would become the physical homes of the Hidden Potentials of Hemsedal, inspiring a next generation

of creative entrepreneurs and artistic energy. These “innovation hubs” would provide co-working spaces, workshop facilities, a cafe and casual gathering spaces for all people - from the youth to Hemsedal’s elders, to second home owners and tourists - to exchange knowledge, share ideas, and build capacity through real world practice.

This physical gathering place would connect to other initiatives and activities around Hemsedal, such a “slow” outdoor recreation hubs, partnership programs with local farms for outdoor classrooms for youth and professionals alike, and short term housing programs for students and visiting researchers to stay in unused second-home cabins during the low seasons.

These are some initial ideas co-produced by AHO students and members of the Hemsedal community. We want to hear YOUR ideas for future initiatives for Hidden Potentials for Hemsedal, to shape this project in a truly inclusive and participatory way!



What else would you add ?

Ulsåk: one "gateway" example of Hidden Potentials for Hemsedal

**New
"innovation
hub" for
Hemsedal**

Co-working spaces,
workshops, cafe, youth
activities

**Co-owned
cabins for
short-term
student
housing**

**Outdoor
classrooms
with farms and
cultural sites of
Hemsedal's
history**

**Student
apprenticeships
with local
industries**

**Summer
Ulsåk
Nature
Festival**

**"Slow"
outdoor
recreation
access points**

**Artist &
residency
programs**

**"Living
museum"
cultural
heritage
trail**

**Gathering
places for
"all walks
of life"**

**What else
would
you add?**

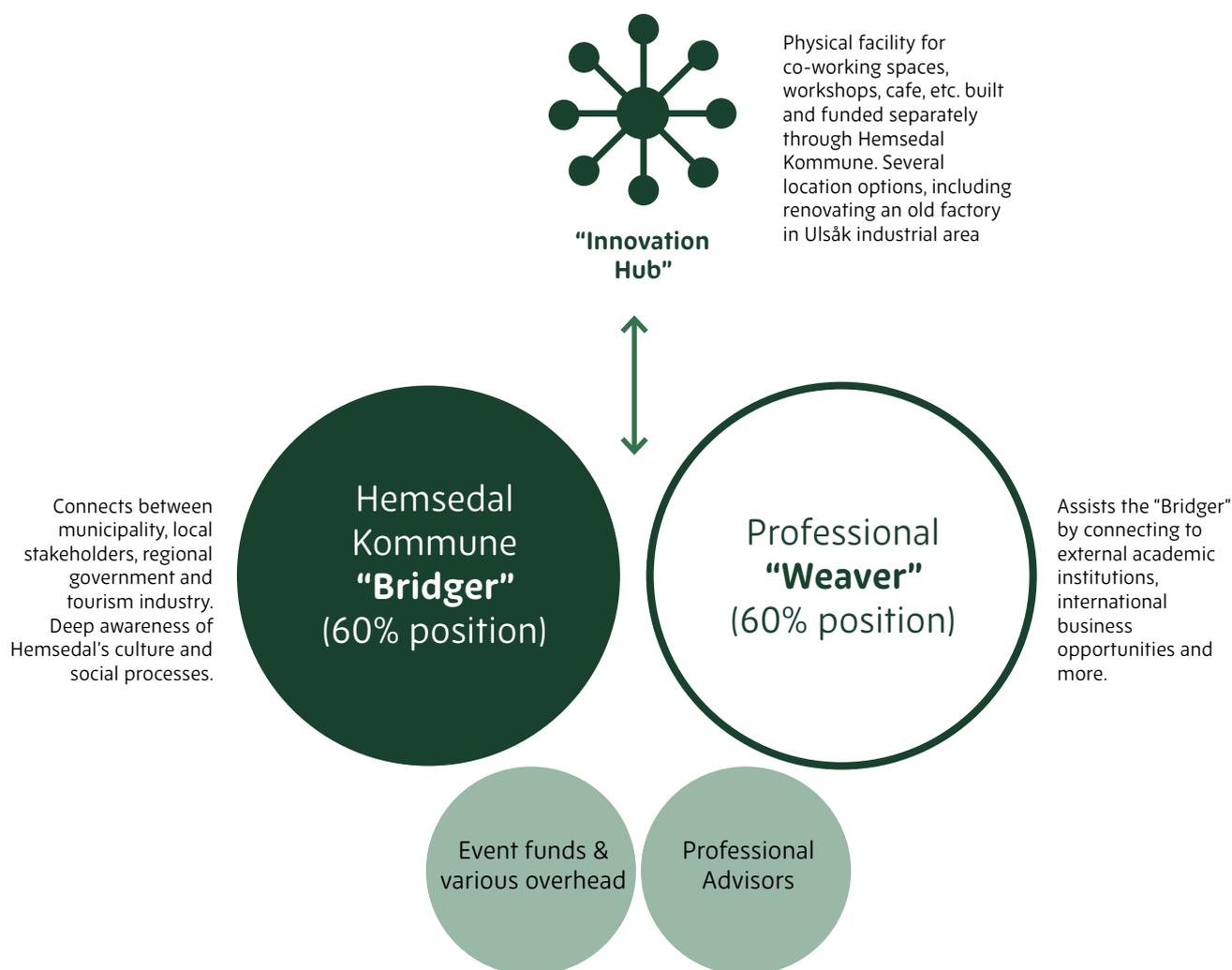
We need YOU to help kick-start Hidden Potentials for Hemsedal!

These ideas and initiatives cannot be realized without passionate people like you who want to invest in and become part of a thriving and resilient future Hemsedal.

We know from decades of research and practical hands-on work with communities that none of these ideas can move forward without dedicated individuals to connect the dots between people, finances, ideas and implementation. We have

identified the need for (2) positions at 60% capacity to facilitate the processes needed to launch and curate Hidden Potentials for Hemsedal. These positions would help fund the first 3 years of work. Additional funding sourced elsewhere would service the innovation hub facilities owned and managed by the Hemsedal Kommune, with the possibility to be rented out by the private sector.

First 3 years funding strategy



3.3 million NOK

How could you contribute?

Participant in crowd-funding campaign

5,000 NOK investment

Who do you mean?
Cabin-owners, renters or locals eager to be active in future development of Hemsedal

Long-term shareholder & co-designer

Level 1: 20,000 NOK
Level 2: 60,000 NOK
Level 3: 100,000 NOK

Who do you mean?
Corporations, entrepreneurs, banks, and local businesses eager to co-design and co-own future ventures and initiatives

What will you get in return?

Opportunities to vote on future initiatives for Hidden Potentials for Hemsedal

Cultivate a sense of stewardship and responsibility

Connect with creative individuals passionate about Hemsedal

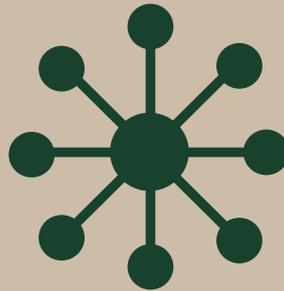
Opportunities to develop new business initiatives for Hidden Potentials for Hemsedal

Exclusive access to co-working spaces in the new innovation hub for your employees

Equity ownership based on a collaborative governance model

Being part of community dedicated to a resilient and regenerative future Hemsedal & Hallingdal region

Join us at Hidden Potentials for Hemsedal!



Hemsedal Leadership

Gunn Eliassen
Business Development Specialist

Hemsedal Kommune
Contact:
gunn.eliassen@hemsedal.kommune.no

Pål Rørby
Mayor

Hemsedal Kommune
Contact:
paal.rorby@hemsedal.kommune.no

Co-Designers & Research Advisors

The Oslo School of Architecture and Design (AHO)

Prof. Dr. Tobias Luthé
Director, Systemic Design Labs, ETH Zurich
Professor, AHO
Contact: luthet@ethz.ch

Haley Fitzpatrick
PhD Candidate, AHO
Contact: Haley.Fitzpatrick@aho.no



Arkitektur- og designhøgskolen i Oslo
The Oslo School of Architecture and Design



ETH zürich

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