

New opportunities

in the cities, towns and villages

LOCAL INNOVATION attraction Cultural experiences

art Local recreation Storytelling INTERACTIVE MEETING PLACES

PLAY collective hub living environment history

PUBLIC HEALTH landscape Safety CAFÉ FACTOR

school path growing up ENVIRONMENT universal

DIVERSITY bicycle paths tourism development

Creative and sustainable local development in Telemark

















Table of Contents

Regional focus map		
Attractive Telemark	5	
Regional development		
Municipal map for Telemark	9	
Cross interaction	10	
Attraction for settlement and visits	12	
Living villages and cities	15	
Mountain Telemark	16	
Myths/storytelling Telemark	23	
Industrial axis	26	
Winter Telemark	32	
Waterways	34	
Mosaikk	46	
Coastal Telemark		
Children, youth and the elderly	58	

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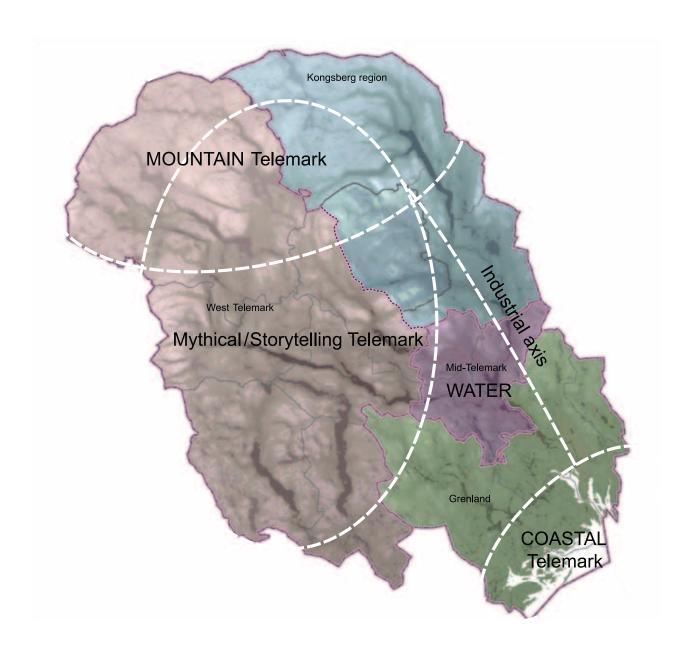
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Telemark County Council, October 2011

Regional focus areas for local development in Telemark



Attractive Telemark

Local development and attractiveness

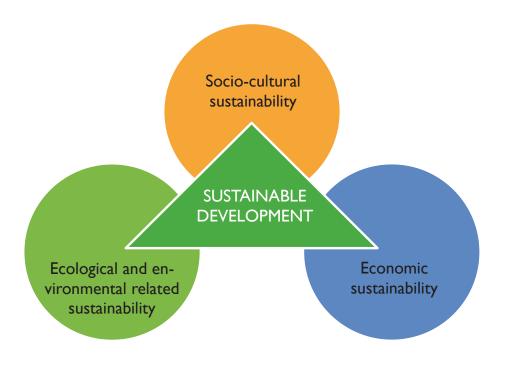
Telemark is an exciting county that wishes to attract more young adults to live here. Our 18 municipalities are increasingly working with projects that are and will contribute to the development of creative and sustainable cities. towns and villages. Attractive and sustainable living areas are necessary for increased settlement. Analysis and method development is an important tool. The future of Telemark needs to take care of good meeting places and develop new ones of social, cultural and commercial character Interactive solutions are a part of this. Exciting images for the future will be created. Good stories will live further.

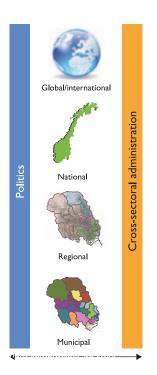
Networking and interaction

The challenges that Telemark faces demands cross interaction. Not only internally in our county, but also outside of the county's borders. Our municipalities have been involved in the EUs INTERREG program for the last 10 years through European project cooperation. This has helped to inspire and increase competence at municipal and regional levels for development work. Telemark also cooperates in a national network for local development and has a county cooperation with Buskerud, Vestfold and Husbanken Cross-sectoral cooperation will ensure the implementation of projects that strengthen the

initiatives towards mountains, water, coast, industrial axis, myths/storytelling and winter lights in Telemark. This booklet gives a short presentation of creative and sustainable local development. The contents are meant as inspiration for further local development and the creation of new stories at local and regional levels. We hope that more municipalities will have the pleasure to cooperate together to develop attractive communities in Telemark in the years to come

Tegis Riis Johanson





Regional development

Local resources

Reuse and environment

Respect for children and youth

Business development

Attractions

Culture and experiences

Universal local development

Young adults

Public health

Infrastructure

Regional development

Mountains, water, coast

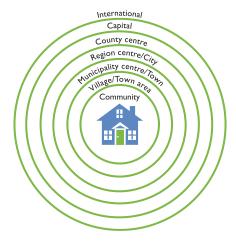
Future stories in the regional focus areas in Telemark and in local initiatives will build further on the concept that we have a mountain region, and a water region which runs into a coastal region. All the areas and places have their own culture. nature and variation with local qualities and identity. Physical local analysis, socio-cultural analysis, socio and culture economical analysis, and so on will be able to give exciting scenarios to build on further. If the schools, health services, cultural activities, recreational activities. businesses and so forth are using this to their benefit, it can help to contribute to attracting new residents, businesses and visitors. The quality and diversity in the regions, places and services should be able to attract young adults and entrepreneurs to choose Telemark

When you ask the name of a person, the name of a place is often given as a reply. Place identity is linked to geography, but also the place's own culture and traditions within language/dialect, food, dance, music, handicrafts, customs, etc. The cities, towns and villages in the three areas will all have different challenges and opportunities linked to the

histories, future visions and goals which are planned for the Telemark of tomorrow. The place's technological potential, diversity and creative environment with the will to create have regional significance.

Quality of life

Close, diverse and safe within walking distance to public transportation, work, daycare, school, meeting places and services represents a quality of life that is attractive for many. Close proximity to parks, water and recreational areas, good facilitation for children and youth, walking and bicycle paths and close proximity to meeting places, cafes, restaurants and interesting shops are desired in everyday life. Universal design and including solutions for all provide diversity. Environmental solutions are not just a demand, but also are beginning to become a conscience choice, especially for many young adults. Good, local kindergartens and schools and creative/local care facilities can give an attractive service which is requested by others. Cultural diversity and open multi-purpose arenas in the town/city centre attract people. If people are future oriented in their choice of



The area's attractiveness is dependent upon which functions are anticipated and the distance from the residence.



First and foremost, good planning is about the ability to maintain readiness — collectively.



residence, there can be places which focus on quality of life, public health and sustainable solutions which will succeed.

Local development award

Places have various traditions and cultures, as well as different potential to further develop activities and physical local characteristics. It is important in local development work to make good arenas for expression. The meeting places should highlight local identity, preferably with artistic design. The local development award in Telemark has been awarded since 1993, and is currently being used to contribute to artistic decoration which strengthens the meeting places in Telemark. The places that have been awarded the local development award have contributed to make Telemark attractive and the award provides the opportunity to strengthen this work further.

Interactive public spaces

Can physical design and cooperation with stakeholders linked to public spaces contribute to developing different environments which work and attract similar businesses to one place or one street? Interactivity in city and local development is an exciting concept. In addition to activating the public or the users, by being involved it can strengthen the identity and sense of belonging. It can also contribute to strengthening the will to establish a business, well-being and attraction.

Where are most people – and what age group or interest group? Why? What are they doing? How can the potential of a place be used to create

meeting places of the future

– for experience, entrepreneurship or
activity? Can distinctiveness be used as
an advantage to find creative solutions?

New narratives and storytelling

Which ancient stories should we preserve and build upon further? Which new stories should we create and for whom? Scenario methods have been used in planning for sometime now, and it is important to have similar images of the future to set goals for local development work. Which stories will be brought further, which stories lie in the mythical landscape, the seasons, the places and the activities? How are they told and how do they contribute to pride? In this material, there are endless opportunities which will be fun to work with further. Several municipalities in Telemark are already in the process of this. We would like to cooperate further in a good network and be part of creating new stories in the years to come.



Presentation ceremony of the local development award in connection with the development of Kviteseid city in 2007. The local development award has been awarded since 1993. The award is a specially made manhole cover with the place and year, and there is also a monetary award for artistic decoration to strengthen the meeting place.

Local development awards presented to date

1993 Seljord '93

1994 Bakkestranda-Hjellen -Langbryggene, Skien

1995 Storgata with City Hall Place, waterfront and Vestregate, Porsgrunn

1996 Øvre Tinfos, Notodden

1997 Rjukan, Tinn

1999 Lunde, Nome

2000 Hovin, Tinn

2001 Snipetorp, Skien

2002 Folkestadbyen, Fyresdal

2003 Storgata and Notodden centre with Storgata and Nissedal centre

2004 Siljan centre and Øvrebøtjenna area

2005 Morild Lighting programme, Skien

2006 Jens Lauerssøn's square Gunnarsholmen and water front path, Kragerø

2007 Bryggeparken and local development, Kviteseidbyen

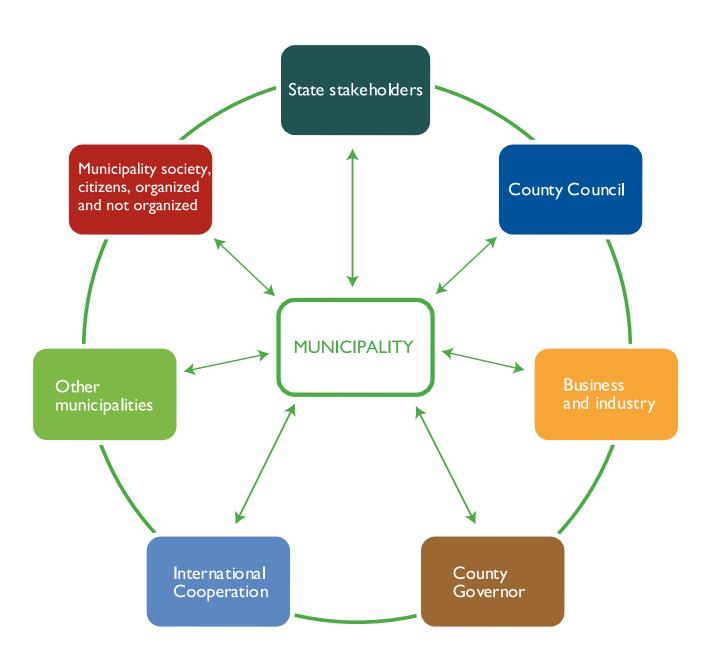
2008 Lunde canal park, Nome

2009 Seljord and the myths

2010 Mosaikk, Skien

Municipal map for Telemark





Cross interaction

Openness and participation gives legitimacy, trust and strengthens implementation. Change and development happen regardless, it is just a question about who the participant is and how the processes take place.

Who has the power to define?

Agreement about the challenges and good participatory processes will strengthen the work with analysis, strategy, planning and implementation.

- 1. Internal interaction in the municipality; between operations and 'development'
- 2. The municipality as a society and as a stakeholder (between the municipality and the citizens, both organized and not organized)
- Interaction between municipalities (good municipal cooperation in Telemark, established interaction structures)
- 4. Interactions between municipalities and regional and national stakeholders.
- 5. International arenas and interaction

What characterizes good collaboration?

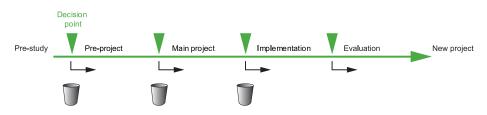
- Equality and generosity
- Respect (for each others working tasks/competence)
- Trust (praise and recognition rather than criticism)
- Knowledge about each other, meeting at each others arenas (takes time)
- User participation
- The managerial level
- Strategic interaction on several parallell levels
- Focus on solutions instead of on problems











Be attractive as a place to live:

- 1. Stimulate housing developments
- 2. Create social meeting places and centres
- 3. Better communication
- 4. Help neighbours with job growth
- 5. Take care of immigrants

Attractiveness for settlement, many who live here commute to other areas

Settlement

Collective attractiveness leads to the development of the local society and region

Attractiveness for basic industry, which produce products and services for others

Attractiveness for tourist industry, who sell products and services directly to people at the place

Businesses Visitors

Be attractive for businesses:

- 1. Be attractive for competence
- 2. Support existing businesses
- 3. Support the neighbouring municipalities

Be attractive for visitors:

- 1. Consumer for own residents
- 2. For others in the region and county
- 3. For those from far away places
- 4 Build cabins?

Appeal for competitive industries has historically been the important factor for the emergence of places. Competitive industries are not growing in Norway, but there has been a good growth in the tourism industry and in the local job market. Therefore, the attractiveness for visitors and settlement are more relevant. It is still important to have growth, or prevent the decrease in basic industries.

Places are attractive in various ways

Attractiveness for basic industries

How to facilitate growth in competitive industries? What is needed for growth in existing businesses? How to create new businesses?

Old basic industry, as traditional industry, and nature based businesses have increasingly fewer jobs.

The new competitive industry which is growing demands access to competence, and does not require large areas, power and infrastructure.

Attractiveness for the tourism industry

How to facilitate more visitors to your place?

Stimulate activities, culture and festivals which attract visitors?

Create attractive shopping streets and centres?

Create social meeting places, restaurants and liveliness.

Build more cabins?

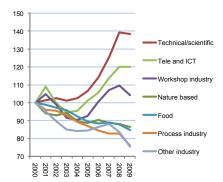
Attractiveness for settlement

How to become more attractive as a place to live?

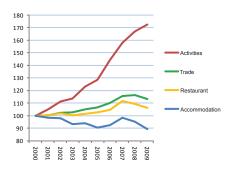
- Facilitate attractive areas for housing development, stimulate the construction of a variety of housing.
- Better infrastructure to places where one can commute to.
- Stimulate the social environment with meeting places and activities.
- More and more commute to another municipality.

Therefore, it is more important to be attractive as a place to live.

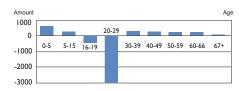
Places that are attractive to live in will achieve growth even if the number of jobs in the basic industries decrease. Attractive places will get an increase in people who will create growth in the future.



Competence demanding new industry such as IT, telecom and advanced industry is growing. This creates new conditions for attractiveness.



The tourist industry is growing. But, traditional accommodation is becoming less important. Culture and activities are increasing rapidly.



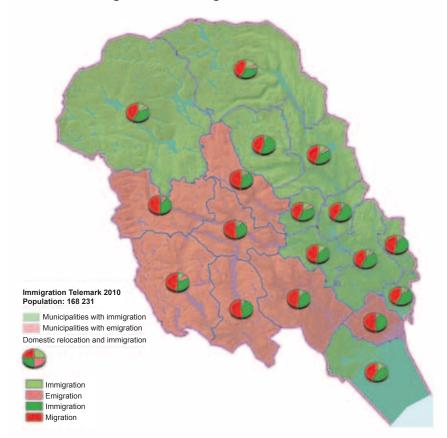
Net domestic relocation to/from Telemark 2004-2009

Attractiveness barometer

Telemark Research has publicized the Attractiveness barometer since 2006. This is a method to identify regions and municipalities who attract new settlers to a larger degree than job growth would suggest. Such places will have growth in local jobs due to a higher population base in the next period. Attractiveness with regards to settlement will become a growth factor in addition to job growth.

The figures under show a percentage change in the number of jobs (distance to median) and net domestic relocation in the period 2007-2009.

Relocation, immigration and emigration in Telemark



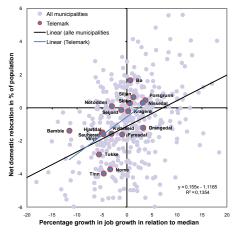
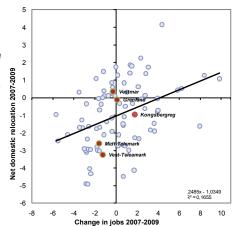


Figure to the left:

Many municipalities in Telemark have been attractive as a place to live during the last three years. Bø has been most attractive, and also has a slightly better than average job growth than the other municipalities. This has resulted in a high level of immigration

Figure to the right

The regions in Telemark have low job growth. Grenland and Vestmar are attracting more immigrants than expected and have been attractive as a place to live the last three years. Mid and West Telemark have more emigration than expected.



Living villages and cities

The dramatic increasingly loneliness in a society, is called by the Red Cross "Norway's greatest national disease". These conditions contribute to the depopulation from small municipalities which do not have attractive jobs, appropriate housing or varied recreational and cultural activities.

More meeting places

Local development should focus on the good life which will be lived in and between the houses. Attractive places is to a large degree about developing a people friendly 'village' or city — about how people live in coexistence with each other. The need for social meeting places is great — and it is necessary to create attractive places to meet — indoors and outdoors.

Focus on the development and planning of housing

- good housing availability for everyone
- follow up on lifestyle changes, where households with just one person are becoming more common
- upgrade older buildings to universal standards and satisfy the demands of energy effectiveness instead of building new ones
- take advantage of farms consisting of older farmhouses and their surrounding buildings in and near the town centres for rental purposes

Condensation in the centre area

"A 5 minute walking distance to everything" is a good starting point for the development of attractive centres so that several functions such as shops, housing, social meeting places, educational institutions and culture is placed in the centre core. Shorter distances will of course also contribute to fulfil the vision to develop a low emissions society because increased area effectiveness and reduced transportation needs are key.

Local involvement and acceptance

Time and resources are used to achieve dialog and trust of the residents and different user groups. It is important that the municipality is honest about what they are open for with regards to input on and what is decided upon beforehand. This will reduce frustration and disillusioned residents. Idea sketches and plans which contain several alternatives can contribute to a good dialog with a larger portion of the population.



Process and participation



Festivals join people together



Beach bar in town, surprise in the city space



Norwegian Mountain Region Cooperation and Euromontana

The Norwegian Mountain Region Cooperation is a regional political cooperation network for municipalities, regional councils and county councils in Southern Norway where the mountain areas are an important part of the resource base and the conditions for commercial adaptation, culture and living conditions.

The municipalities of Vinje, Tinn, Hjartdal and Fyresdal are members.



Euromontana is the European cross-sectoral association for cooperation and development of mountain regions. Euromontana's

main task is to promote living mountains, integrated and sustainable development and quality of life in the mountain regions. Telemark County Council is a member.

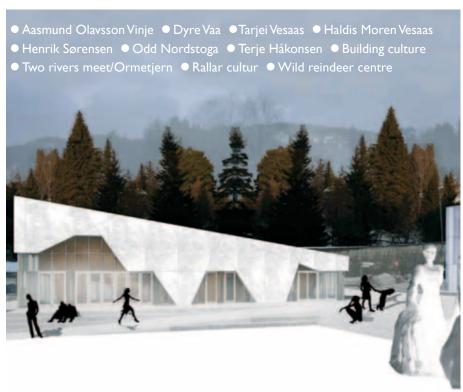


Local identity and storytelling in Vinje shall contribute to promote a connection to both Mythical and Mountain Telemark

Focus will be placed on a holistic development in the municipal centre of Åmot. An architect competition provided input to the further work. Local development, residential and public transport hub in rural areas is seen in context.







The ice castle

A place for information about Vinje for tourists and a meeting place for residents. The building's main objective will be to inform about Vinje, the culture municipality and its famous people, places, traditions and innovations, as well as serve as a meeting place.

Mountain Telemark

Villages in between – cooperation in Tinn municipality

Hovin, Austbygde and Attrå cooperate on a project called Villages in between. With Gransherrad and Mæl also involved in the cooperation, there can become attractive and lively places around all of Lake Tinnsjø. Villages in between wants to join the villages in Tinn together with safe school paths and other exciting paths for discovery. The vision is to build an inner bicycle path from east to west around parts of Hardangervidda. The Villages in between project will facilitate migration and initiatives that encourage residents to remain living in the area by focusing on local development, a good reputation, business development, good schools and recreational activities, strong local identity, universal design, local history and culture, housing development, infrastructure, topics that other Norwegian villages and towns are also occupied with.



Sales showroom in Austbygda



Tinn municipality is continuing with their cabin folk project in 2011. Local residents and cabin folk interact to strengthen and further develop the local industry and cultural life and facilitate village events and youth activities.

Recreation and recreational areas

Øyan recreation area Picnic areas, playground, tables and benches – and a bridge!



Coal heritage project

Construction of a coal production site linked to the local history is implemented in cooperation with a school.









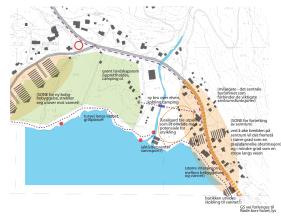


Tuddal

- from village to town with engagement and will-power...

Tuddal focuses on cooperation with local businesses, the voluntary sector, social meeting places, skiing and walking paths, cultural events ...

Close cooperation between people, together with a focus on housing and culture will strengthen the desire to live in this village. The thriving community reflects those from Tuddal: "You won't get lost when you come to Tuddal!" (a remark from a tourist) Increased focus on cabin folk and tourists are an important resource. Year-long and seasonal residents are positive to a broader cooperation together. Cabin folk = Useful folk





- New measures will condense Tuddal from village to town
- Upgrading of the area in front of the church
- Design of the trial housing in the housing development near the village centre, a part of the trial housing project on behalf of VTNU
- Expansion of the café, activities for children and cultural events
- Status as a tourist destination all year long
- Tuddal Triathlon has come to stay – in 2011 with both sprint and Olympic standards
- Village day with increased focus on food – short travelled, locally produced and traditional food and a cooking course for children
- Culture school with focus on for ex. Tuddal's folk music traditions
- Upgrading of the walking path near the village centre in cooperation with the hiking project in West Telemark



















Trial housing in Øyfjell

The trial housing is offered to people who have a desire to move to Øyfjell. A trial house can be rented from the municipality for one to two years, with the purpose live in the area for a periode to evaluate if one would like to settle down in the village. There is the opportunity for an extension during a construction period.

New trial housing is under planning

The project drawings for the trial housing in Tuddal and Hjartdal villages, Flatdal and Kviteseid are now completed. Implementation of the trial housing project in Øyfjell resulted in that this concept was expanded to several other municipalities. Six plots for trial housing are available in Tuddal and there will be space available for three-four new houses in Hjartdal village.



Rauland is upgrading its village centre in Mountain Telemark with the use of local materials. Part time cabin residents provide a base for good services in the village centre.



Informal meeting places

The new milk ramp will continue the social function which the original milk ramps once had - and one still has a place to sit, relax and chat.



Initiative Will-power Courage **Participation** Creativity Acceptance Mobilization Engagement Cooperation Activity

Myths/Storytelling Telemark



Attractiveness, art, storytelling and local development

Seljord and myths/storytelling is a pilot project to promote the mythical/storytelling region of west Telemark. The myths/stories are abstract, but with simple concepts can be made available and alive in the landscape.

Culture and business which builds upon identity

- Seljord has growing and profitable businesses
- Seljord is attractive as a place to live, even though Seljord is a small rural municipality
- Seljord is a strong centre for com merce in west Telemark.



- 38 percent of the jobs are based on tourism
- Seljord has Dyrsku'n which is a strong brand and has a good reputation. Seljord sea serpent, art and culture, commerce and festivals

http://www.seljordportalen.no



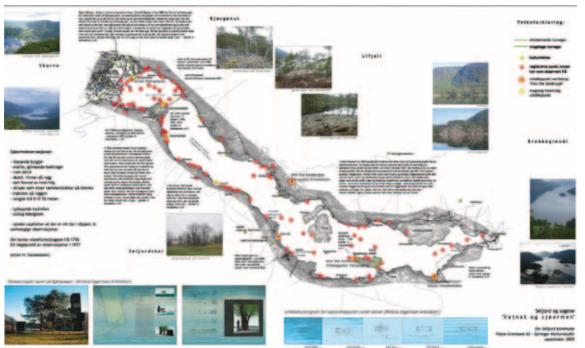




Seljord & Sogene

Interactive maps:

A map with detailed information can be found on the Internet.There is a public footpath which is linked up to different installations and discovery points in Seljord town centre.



The map of Lake Seljord shows the cultural historic trail around the lake. The red points indicate where sea serpent observations have been made and with a click the stories come up on the screen.

www.seljordogsogene.no

Water and the sea serpent

"Into the Landscape"— experiences around Lake Seljord

The sea serpent has been observed for several hundred years and is still seen today. In the autumn of 2009, Seljord municipality had a workshop with participants from more than 15 countries where three of four viewing points were established. The fourth, a viewing tower, was completed in October 2011.

A sea serpent theatrical presentation is in the works with cultural based local development focusing on the myths/ stories in the landscape and especially about the sea serpent. We hope to cooperate with Scotland and Iceland.



A footpath with signs will link meeting places, activities and myths/stories together in Seljord town centre.





Take a look into the Peek frame and the myth/storytelling landscape. By dialling a given telephone number, you can hear a myth/story and fiddle play connected to the place.



Seljord and myths/stories

Seljord municipality is working with culture based local development through the project 'Seljord and myths/stories', in cooperation with local, regional and national stakeholders. The idea of an international cooperation linked to other sea monsters in Europe is exciting.





Porsgrunn:

Movement and art in public spaces











Industrial axis

Hydro's industrial history in Telemark is rooted in the three cities of Porsgrunn, Rjukan and Notodden

Porsgrunn took over the industrial legacy from Rjukan and Notodden. With transportation of electric power, it became more effective to move production closer to harbours for export. Porsgrunn has changed from being a maritime city to an industrial city and focus on new businesses, culture and creative city development with attention to city spaces such as part of the Future Cities initiative.

Objectives

- To create attractiveness and physical surroundings with long lasting qualities where environmental friendly solutions, innovative architecture and universal design are central
- To highlight the opportunities in the public spaces, street and parks through the use of art and culture as identity creating elements
- To become a regional stakeholder through reputation building and focus on innovative projects, new methods and working methods where cross-sectoral interaction is key

Norden Square is one of the centrally placed public city spaces which through the new design wanted to make more inviting and attractive for use. The square was opened in May 2010 with the following qualities: new and several seating areas, artistic decorations with 200 porcelain flowers in a glass case, viewing point with a 'diving tower' as a jetty outwards towards the river, traffic free environment, landscaping and universal design.











A new visitor/information centre and a mountain activity area by the Krosso cable car is under construction.



Preserved houses in Villa street and Fjell street in Rjukan have style typical features which are important to preserve. All the houses in the area are unique.



The sun mirror in Rjukan

In 1913, Sam Eyde launched the idea about a sun mirror, so that Rjukan could also get sun in the winter time. Tinn municipality has preserved Sam Eyde's idea and the goal is to realize the sun mirror and results of an architect competition for the square 100 years after the launching of the idea. Sam Eyde founded the town of Rjukan and the company Norsk Hydro. Out of air and water, he created the product fertilizer

which he sold throughout the world. This was the start of the modern day industrial revolution

in Norway.

Sam. Eyde vil skape sollys paa Rjukan.

Era Notodden kommer følgende merkelige meddelelse:

Direkter Sam. Eydes sterste kunst har hittil været at indføre penger ig lave gjedning av lof ten. Men nu vil han gas igang med at skape sollys pas Rjukau, der mangler der sol en stor del av vinteren paa grund av de heie fjeld, som omgir stedet. Oppe pas fjeldet pas nordsiden av dalen er det meningen at reise et stort dreibart reflektionsspeil, der først samler den naturlige sols stranler for derpan at spre dem. nedover til dalen, hvor de skal skinne hele vinteren. Rjuksn vil saaledes faa det ferste kunstige sollys her pas jordkloden.

Vi fear se?





World heritage status to Rjukan and Notodden?

Our industrial cultural heritage at Rjukan and Notodden are unique in an international context. The nomination work is starting now to apply the Norwegian industrial history to the UNESCO World Heritage list. As world heritage, the region can tell the story of how water was converted into electric power and created the basis for the process industry and jobs.

The story of the rise of the welfare state Norway, from the poorest to the richest country in 100 years.



Vemork power station is today an industry worker museum where the history of Rjukan and the industry workers are told, in addition to the war and sabotage history which is also linked to this place.



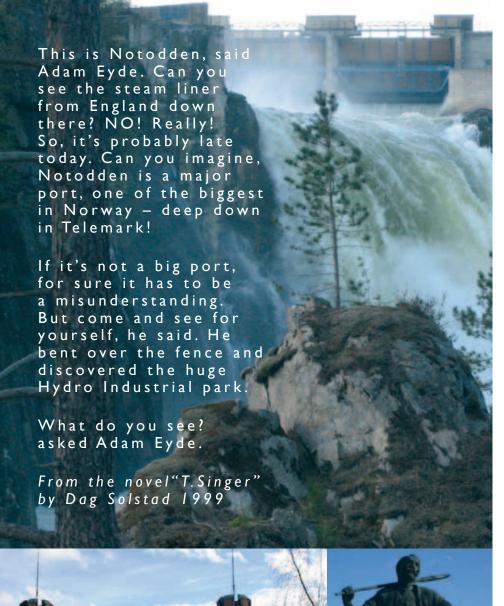


Nature generates activity

Mt. Gausta and Hardangervidda – this fantastic nature offers a variety of activity such as hiking, bicycling and horseback riding in the mountains. Krossobanen (cable car), Vemork – Norsk Industrial Worker Museum and cultural historic walks are popular attractions.

Rjukan is considered to be one of the world's best places in the world for ice climbing. When the waterfalls freeze to ice, they transform into gigantic, spectacular ice castles which hang frozen on the sides of the mountains. An ice climbing festival is organized every year. During the summer season, tourists are given a wide range of activities to choose from such as bungee jumping from a suspension bridge over the Vemork gorge, railway bicycling, rappelling, canoeing, concerts and festivals. During the 'Kjerringsveien' event, more than 2000 women visit the mountain and town. The sun festival is the residents' town carnival to honor the sun.





Notodden – from Industrial city to Blues city with focus on multi-cultural cooperation

Hydro was established in Notodden in 1905 and we had the first plant ever producing artificial fertilizer. In 1913, Notodden acquired the status of a city and had its coat of arms communicating the power of electricity. Today, both Hydro and Tinfos Iron works are closed and Notodden is transforming from an industrial city to a culture, technology and commercial city. Outside Norway, Notodden is best known as the capitol of Blues music. Notodden Blues Festival will celebrate its 25th anniversary in 2012. The town is moving towards the waterfront, and there are plans for building a new town by the waterway. At the same time we are working with our industrial heritage to keep it alive. The vision of 'The Knowledge Front' is a part of this. Notodden Railway Centre is a new project where we try to strengthen the UNESCO World Heritage nomination.

Our ambitions in all of these programmes are to make our post industrial city more attractive for people and businesses. As we all are growing to become more multi-cultural, we have seen the importance of having both Norwegian and international partners



Notodden municipality is the Lead Partner in "Trans in Form" an INTERREG project in the Baltic Sea Region. The attractiveness barometer from Telemark Research Institute and the scenarios are important tools and a baseline in our efforts to make our town more attractive for citizens and businesses.

The scenarios for Tinn and Notodden municipalities will be elaborated in "PURR" a project in the ESPON program. Challenges connected to demographic change and culture are important aspects and the plans for a new town by the waterway is one of the practical issues. The Culture House of Book and Blues is an important manifestation. New narratives and storytelling will be an integrated part. The new narratives will be linked to our industrial history and the nomination for the UNESCO World Heritage List and a future to culture, services and the new European Blues Hub. International inspiration for Lightand soundscaping public spaces is one of the transnational outputs! In addition, we will have a new Visual Identification System. You can read more about the different international projects on our webpage. www.notodden.kommune.no









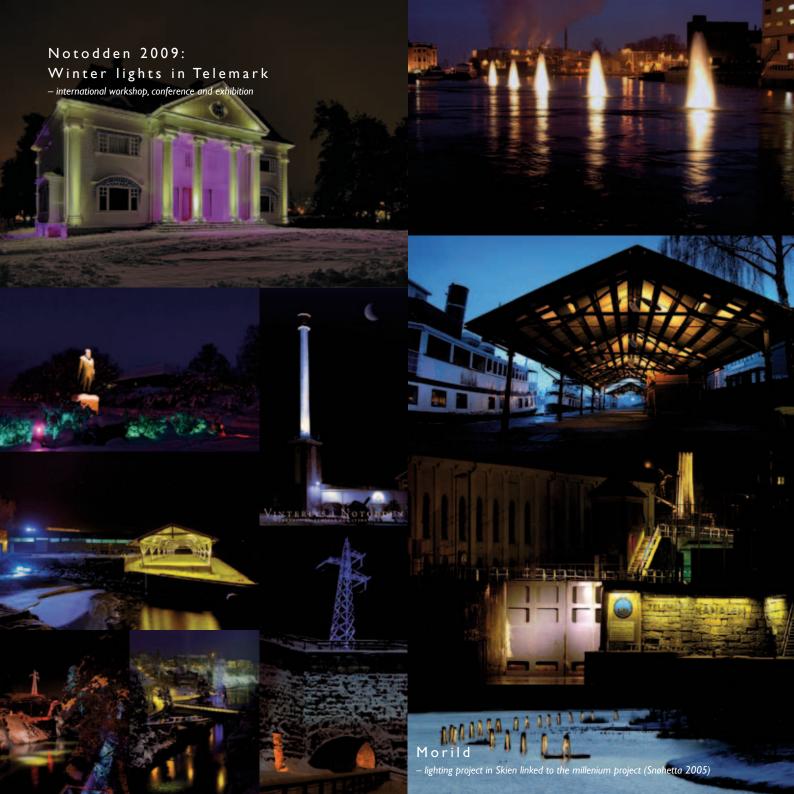












Winter Telemark

Norwegian Skiing Museum in Morgedal

The exhibition starts with a film about the history of skiing through the past 4000 years, and thereafter offers a glimpse from Morgedal in the 1850s, and continues to the ski makers workshop, tells about a race to the South Pole, about Norway's first ski wax factory, and tells the story about the Olympic flame – and finally: in large format and on three screens you are taken on a Telemark skiing journey that will entice you to put on some skis and join in on the skiing adventure! Outside the museum, next to the pond, the Olympic flame is still burning. The flame was lit by the skiing legend Sondre Norheim's place in Morgedal for the Olympic winter games in Oslo in 1952. Morgedal has also sent the flame to the Sqaw Valley games in 1960 and to the Olympics held in Lillehammer in 1994.









Morgedal Village was upgraded in 1994 and the Norwegian skiing museum was established. Morgedal is not a modern skiing destination, there are no ski lifts, gondolas, mountain restaurants or after ski parties... but a well preserved ski village with a unique and exciting world heritage. The Morgedal games are a festival that inform of and honor the ski sport's history and which gathers skiing enthusiasts from around the world among these the world's best Telemark skiers who have the chance to compete in various races during the event. This event is part of Norway's championship in Telemark and a Freeheeler festival



Waterways





The goal with the Regional Park is to increase the area's attractiveness as a tourist destination and place to live, and to achieve growth and development in business by refining the distinctive resources related to the Telemark canal and the canal landscape.

Through a three year project, the canal municipalities will increase their competence for managing and developing the canal landscape with respect to the European Landscape Convention so that it will become an integrated part of the landscape management. The project will have transfer value for the other municipalities in Telemark and for other local and regional landscape parks in the National Park Network in Norway.

The canal municipality of Tokke

Tokke municipality focuses on increasing their population and on developing good living and business environments, identity and well-being.

Dalen +

- Integration of immigrants and other new residents
- Culture based local and competence development
- Development projects aimed at youth
- New solutions for important service functions and jobs in the district area
- Building a good reputation
- Youth, young adults and new residents from Norway and abroad are the target group and will be invited to be part of the project

Waterways for Growth, exploring how our inland waterways can contribute to economic growth by encouraging business activity, as well as attractive and sustainable local development in cooperation with Telemark and waterway regions in Northern Europe.





Lårdal Liv Laga

Lårdal is a lush village on the sunny side of Bandak. Lårdal vel has driven the project Lårdal Liv Laga with a large voluntary cooperation consisting of skilled and creative enthusiasts of all ages. The project has four main objectives: Maintain and create new social meeting places, cultural landscape maintenance, settlement and jobs.

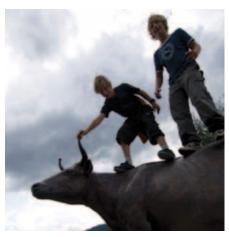


Lårdals path — "tougher than Besseggen"



MS Henrik Ibsen is docked at the Oslo City Hall with a huldra on its roof! The Dalen Hotel has taken the initiative to advertise for the Telemark Canal and Dalen in a creative way during the low season.













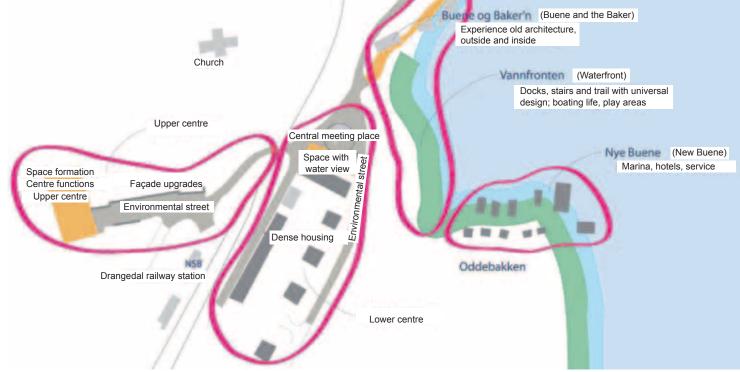
Kviteseid and Vrådal

Kviteseid village is located by the Telemark Canal and is part of the Regional Park. Ved bygga ligger utvandrermonumentet som vitner om utfartstrang via vannveien ut i verden. In the park by the harbor is a Telemark cow which celebrated its 150th anniversary. Kviteseid has handicraft traditions such as silver smith and baking. The Kviteseid marketplace and the Victoria Festival are attractions which attract people to the municipal centre. It is important that the places along the canal are attractive for settlement and visitors. The places contribute with various experiences from village to city with a variation in local identity and history. The meeting places along the waterway are also a part of the region myth/storytelling of west Telemark. Kviteseid and many places along the canal have been awarded the local development award as a result of good, local development in a regional context.

Louis Moes obtained inspiration from the landscape in the neighbouring village Vrådal. He illustrated Danish fairytales. Several of his pictures are displayed in Vrådal centre. There are now plans to use this material in new stories and installations which will strengthen the local identity and the creation of creative meeting places.

The cartoon series figure Smørbukk was drawn by Solveig Muren Sanden from Vrådal. The model of the sculpture by Trygve Barstad, is later to be placed in the village centre.





Drangedal

The Toke Harbour project focuses on the development of the municipal centre Preste beach, with a link between the centre and the waterfront. The project includes physical upgrades, densification, business development and cultural experiences along the waterfront from Buene and the Millenium place to Oddebakken.

Important focus areas are activity, urban expression and common functions. It is an objective that the physical limits to support the local character and history, and shaped in such a way as to be adapted best for the desired activity that is rooted in as part of the local development project. The goal with this initiative is to generate investments for densification of the village centre and other places in Drangedal. Read more at www.tokebrygge.no.

"We will make the residents of Drangedal proud of the town centre. So they will bring guests, family and friends here to experience and enjoy"

- The waterfront will be upgraded and made available and attractive for its residents
- Transitions to the water and between the various levels should be defined and designed
- Paths between the upper and lower centre and between Buene and the Millenium Place will be improved
- Build a continuous trail along the water from Buene to Oddebakken









Fyresdal will further develop the municipal centre Folkestad village as an attractive place for sustainable commerce and good experiences. The goal is to promote attraction to live through different initiatives

- strengthen retailers
- develop good physical surroundings
- create meeting places throughout the year
- build up the brand "Folkestad village"

Initiatives early in the project

Dancing street – instead of walking street – with music some summer evenings

Evening race – Centre race, "New York marathon"

Culture night – light summer evening with art, concerts and theater

Country village profile – own profile for Folkestad village

Football pub – try something new

International food festival – short and long travelled food

Lighting – from Folkestad village and down to Brygge park, to strengthen the meeting places, commerce and recreation

Small concerts and theatre at the loading dock or Skomdals steps as a stage

Young entrepreneurship in schools – use Folkestad village as an arena and develop good ambassadors

Folkstad village is the place where people meet, such as local residents and visitors. 'The city' which it is now being referred to by word of mouth is a small pearl where you can find small exciting shops, museums, restaurants and tourist information

Hiking experiences on marked footpaths and bicycle paths are found in the village. Suggestions to car trips, combined with hiking trips are also available. Between high mountains and green forests lies the Lake Fyresvatn with white beaches and clear water. Canoe rental gives access to the small islands in the lake.

The cultural diversity in the valley is rich with roots dating back to the Viking age. Historical findings such as Viking graves and stones with runic inscriptions, document early settlement in the village. The village residents, together with our guests, celebrate and honour our ancestors with several traditions and exciting events throughout the year. Olsok days with music and handicrafts is an attraction.

Use of local products is important for food traditions in Fyresdal. Visitors enjoy new and exciting food experiences. Some of the restaurants have their own local specialty, for example meat from moose, deer or local fish, with berries from the forest for dessert.



"To come together is the beginning. To stay together is progress. To work together is success"

Henry Ford

Nissedal municipality – the first "Safe local community" in Telemark

The following six criteria describe a safe local community

- An infrastructure based on community and cooperation, managed by a cross-sectoral group who is responsible to promote safety in their local community.
- 2. Long-term, sustainable program which involves men and women, and all ages, environments and situations.
- 3. The program is directed towards high risk groups and environments/programs that promote safety for vulnerable groups.
- 4. Program that documents the frequency and causes of injury.
- 5. Evaluation measures to evaluate programs, processes and the effects of changes.
- 6. Continuous participation in national and international network of Safe Communities.

"Safe local communities" is an international concept that will ensure member municipalities to work systematically and broadly with injury prevention and health promoting activities.

Nissedal municipality has worked goal oriented with public health initiatives since the end of the 1990s. From 1998, Nissedal was part of the project 'Safe Telemark' which has been carried further as the Public Health Program for Telemark.

The municipality has worked interdisciplinary with the prevention of traffic accidents, fire and falling accidents amongst the elderly, mental health, as well as general health promoting activities

"Safe Nissedal" builds on the Norwegian Parliament report no. 16 on Public Health. The municipality has a partnership agreement with the county which was renewed in 2008.





Attractions in the municipality are for ex. the potholes, viking graves at Fjone, Nisser with its long white sandy beaches, Tveitsund bridge, Treungen festival and Sommarsletta with Pipo playland.



Treungen centre is upgraded as a meeting place for commerce, recreation and culture





Siljan municipality is taking steps to be more attractive

- Grain silo future culture workshop for children and youth
- The Troll's Saw
 - The Troll forgot the saw in town
- Nursing home with sensual garden
 meeting place along the footpath to the centre
- Øvrebøtjennet bathing area in the middle of the centre
- Public grilling area which is central and idyllic

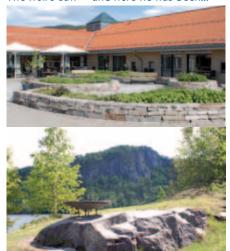


Flatin bakery and meeting place





The Troll's saw — and here he has been...





Regional cooperation: Bø, Sauherad and Nome

- Land use and transport
- Green housing developments
- Life in and between the houses



The ROOM project – new meeting places and green densification in Bø centre

Bø square – the door to Evju valley

Bø is the regional centre in Mid-Telemark, and the park in front of the municipal building in Bø is a central and busy meeting place. The park is being renewed and beautified and will be a new traffic free meeting place with fountains, art in public spaces, ice skating rink and a year long shopping square with green qualities.

Evju valley recreational park

Evju valley is a large green area in the heart of Bø centre, and functions as a transport route for pedestrians and bicyclists. The park will be transformed into a nearby nature area, activity arena and attractive meeting place for all. Two new ponds, footpaths, playgrounds and grill areas, bridges and docks, local art projects and outdoor stages are being planned. The construction is planned to start in 2012.

Interactive courtyards

With inspiration from for ex. The Mosaic project in Skien, developers through an art based project can develop exciting spaces in the courtyards along Bø street.



Harding fiddle

The Harding fiddle and folk music are central to the identity in Bø and the Telemark International Folk Festival, Telemark Museum, Folk music archive, Veslefrikk play and the Norwegian Harding fiddle centre contribute to strengthening the folk music profile in the new public spaces and meeting places.

Bø and the books

Telemark University College in Bø is one of two educational institutions that offer a one year writer/author field of study. During the last three decades, well known authors have studied or taught these courses in Bø. The project, Bø and the books, is an attempt to do something with this part of the Bø identity to further develop and strengthen it. A literature festival, literary walks and a new library in the culture house are sub-projects which are currently being worked on.

With Dag Solstads 17 the novel (2009) as a guide, one can discover hidden places in Bø centre and in the area.

"Near the railway station, he found a side road which led back to the main street so that he did not need to go the same way back again. This side road led strangely enough through modern Bø, which had been hidden for outsiders in a way. Here in this hidden Bø, everyone found the buildings that belonged to Telemark University College, a row of municipal public buildings as well as the prestigious Bø Culture House with a modern cinema and the urban Bø hotel. Several of the buildings were located on a hill and all of them looked a bit alike, even Bø Hotel and the Telemark University College buildings resemble each other so that it was easy to get lost"

Excerpt from the 17th novel by Dag Solstad



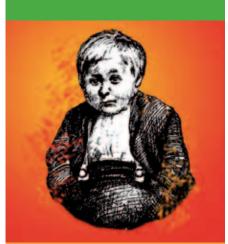






Evju farm museum in Sauherad

Knife collections, traditional costumes and ancient handicrafts can be experienced at Evju farm. Evju farm museum has many objects which tell about the rural traditions from the 1700-1800s. Each room has its own story. The farm is open all summer and there are goats, rabbits and hens which the children can enjoy. Food and meals can be bought and ordered. The farm is used for weddings and special holidays.



The Evju play focuses on youth. A selection of well known Norwegian fairytales are linked together by well known and dear characters such as Kjerringa mot strømmen, Vasstrolle, Prinsessa, Skogtrollet, Kusma and Krilla and so on.

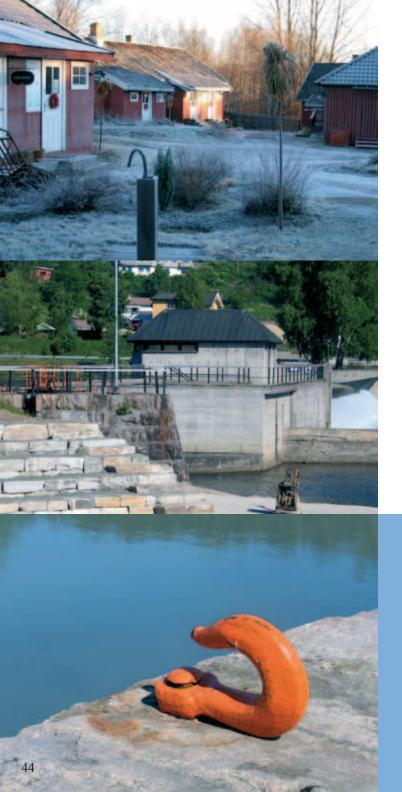


The Kart Festival in Gvarv

The Kart Festival in Gvarv in Sauherad municipality is the world's first entirely organic festival. In addition to organic food, the music festival appeals to youth and young adults.

Norwegian Apple Festival is organized in the autumn where fruit, culture, lushness and fertility are part of the program. Every fourth Norwegian apple comes from Sauherad. Gvarv is working to be identified as an ecological village. Green densification will give the opportunity for good living areas with small gardens and a focus on integration linked to harvesting and cooking. A newly planned Kart house will be a meeting place. The identity as a fruit village is used in new stories and attractions.





Ulefoss and Lunde centres are located by the Telemark Canal in Nome municipality. The municipality's "a great place to live" project is divided into three parts



My home focuses on housing strategies. Nome municipality will be an active municipality to live in and will turn the negative housing trend.

My work is about stimulating women's innovation and integrating female emigrants.

My Nome is about culture, identity and growing up here and focuses on children and youth. It also is about how the municipality will invest in initiators/volunteers and develop their own volunteer bank with their own bank manager.

"This is how we will succeed with Come to Nome! We will succeed because we have a good accepted project and a broad cooperation internally and externally, locally and regionally. We will succeed because we are starting with what is already positive in Nome, and because we have experience with migration work and the project 'A great place to live' and we know what it takes to succeed."

The Dream Mile

 cultural historic attractions around the Ulefoss, a marketing and product development project in the Telemark Canal Regional Park 2010-2014

The Ulefoss waterfall has provided the name to the village of Ulefoss in Nome municipality. Within the Ulefoss waterfall, in a 10 mile radius, is six nationally important cultural monuments. The working quarters of Øvre Verket, the Telemark Canal with its locks and Vrangfoss, the traditional Ulefos Iron Works, church ruins at Holla, Romnes middle age church and the empiral building of Ulefoss Hovedgaard. These are the six flagships in the Dream Mile – a 10 mile radius that will lead today's visitor from the past to the future.

The Dream Mile was developed from a desire to create a whole approach and develop a good tourist product and the concept 'a great place to live' based on a dense presence of cultural monuments in Ulefoss.

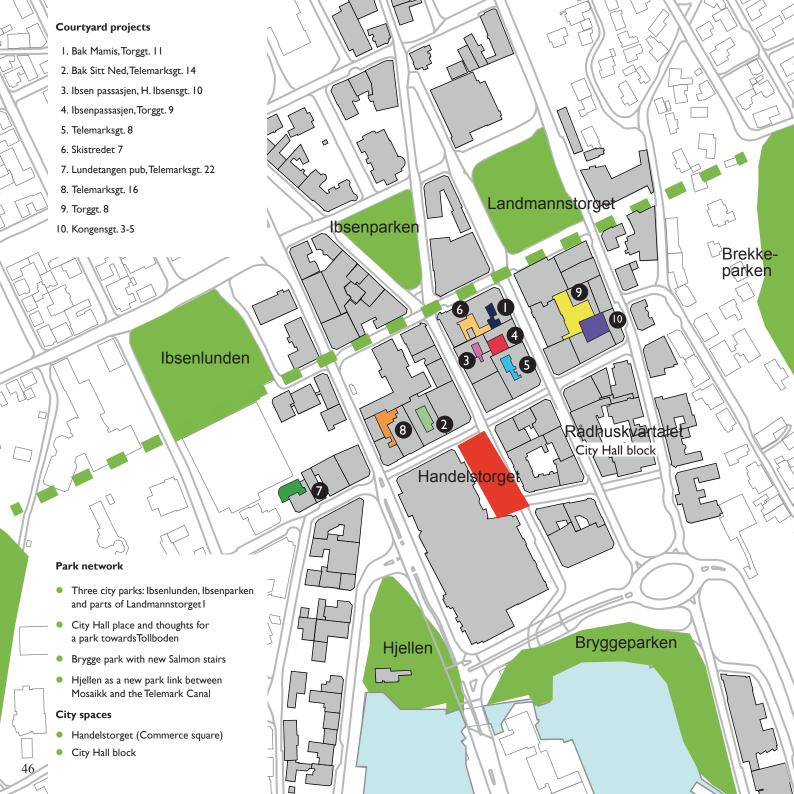
The Dream Mile will create an active, visible and well adapted and organized attraction cluster along the Telemark Canal based on local conditions. This demands a holistic plan for product development, marketing, dissemination, experience and network building.

The Dream Mile focuses on product development, visibility and the goal to increase profits and visitors to the cultural monuments.

The Dream Mile will strengthen the cultural monuments in Ulefoss as a tourist destination and resource by making them more available and attractive for visitors and local residents. We will make the local residents of Ulefoss ambassadors for their own cultural history and create a good content in the digital solutions that will be available for the tourism industry.

The good experience and histories will be key for the Dream Mile and by focusing on the relationships and community, we will be able to develop new values with a basis in the cultural heritage.



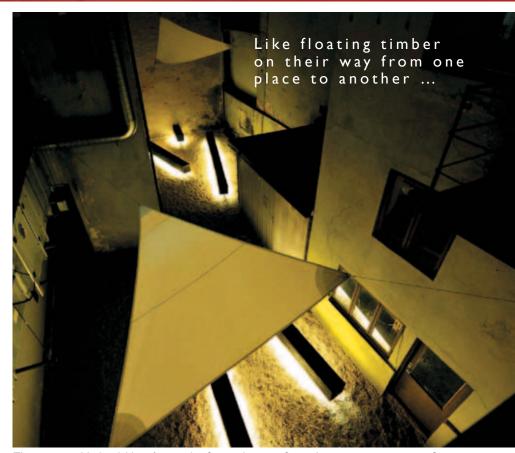


Mosaikk

The future city environment in Skien

Mosaikk is a sub-project under Future Cities with focus on the reuse of the historic centre. The project works in collaboration with building owners and other stakeholders to bring the city back to the centre. The municipality is working with revitalizing several parks and to achieve a stronger connection between the city's green areas and the waterways. Lush courtyards and roof gardens will strengthen the park structure in the centre.

- Climate and environmental initiatives New energy solutions in the older buildings
- Reuse and esthetic solutions
- Urban living environment
- City life and cultural experiences in the city space
- Cafes and informal social arenas
- Courtyards as a catalyst for city renewal on 5 blocks
- Exciting artistic decorations in the courtyards by local artists
- The future shopping experience
- Local product development
- A healthier and more active city environment



The courtyard behind Mami's was the first to be transformed as a temporary stunt from being a run down courtyard to an exciting place for café and musical events.



Sit Down

- social housing pilot project

Sit Down café is a GREP working initiative on the first floor. The court-yard serves as an outdoor serving area for the cafe, a cultural arena and social meeting place in Skien. It also functions as a beautiful and pleasant daily element for the residents in Telemarks street 14. The apartments on the floors above, the elevator and rooftop gardens are built with financial support from Husbanken. There is also a ceramic workshop in the building.

- Including city and living environments
- Artistic decorations
- Social meeting place and cultural experiences
- Universal design



Social housing apartments are under construction.







Long, specially designed benches, on the sidewalk and inside the courtyard invite to social interaction.







A rooftop garden with landscaping and an elevator is part of the project plan.



A glass mosaikk which extends over 3 floors, built up with 2x2 cm tiles. The motif is experienced as a photograph from a distance and as abstract colour palates up close.



The Ibsen passage

The Ibsen passage is composed of two courtyards of different character which is connected by a passage.

- Culture walks, art and urbanity
- Green exotic oasi
- Presentation venue for the Mosaikk project and the Mersmak Food Festival
- Food experience and public health

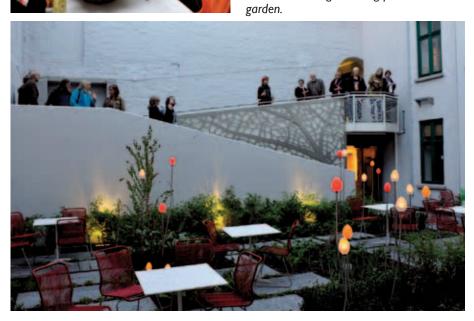


Venue which functions as a combination as a project office for Mosaikk and Mersmak and a festival kitchen.









ambiance among the living plants in the

The parks are part of the important urban qualities of the downtown area

- Ibsenlunden
- Ibsen Park
- Landmannstorget
- City Hall quarter
- Brygge Park
- Hjellen

Mosaikk is developing a park in the centre between Brekke park to the east and Lundedalen to the west. Skistredet is being considered as a park street link.

City spaces

The relationship between city spaces and city life are the key to an attractive centre. Some common meeting places are often identity creating city spaces. Bustling city environments are created by contrasts and diversity.







Cafes are informal meeting places for those who want to experience the good life in the city.



"A good society is one that sees its residents"

Quote by lifestyle mover to Tinn



Coastal Telemark

Attraction and experience

The coast is a place for renewal. New impulses from other parts of the world reached the coast of Telemark when sailors first travelled over the ocean. This is how both the old and new coastal culture is influenced and inspired from many continents.

Ancient buildings face the sea, which were main traffic arteries in earlier times. The sea and the beaches were very important for industry, transportation and for extra food. Now the fishing sites and shipyards are being made into attractive housing developments. The coastal culture is changing.

Telemark's coastal culture is still characterized by international impulses. New influences are witnessed in language, fashion, art and music. The sea joins people together between continents.



Town artist trail: Edvard Munch painted the monumental art work Historien og Solen, the story and the sun, here by the statue. Reproductions of these and 10 other paintings are placed throughout the town. Edvard Munch lived in Kragerø from 1909-1915.



- Meeting places
- Art and design
- Boat and bathing life
- Archipelago idyll
- Maritime activitie
- Festivals and concerts
- Island hopping
- Bicycle tourism



The Interreg IVB North Sea Region program Coast Alive project has 26 partners and sub-partners from the North Sea Region. The goal with the project is to develop strategies and procedures to encourage more people to use the local paths and outdoor recreation facilities. Kragerø is a partner in this EU project with the theme of regional cooperation in Telemark.













The sea offers delicacies in the form of fresh, local seafood every day, and the residents also appreciate this resource.



From the planned coastal culture centre, you can row over to the recreational area at Langøya.



The Langesund International Shanty Festival is held the first week in June. Seaman's Songs honour seafaring traditions and coastal culture.



Langesund – coastal culture and festival town

Bamble municipality has focused actively on the development of coastal culture since 2006. The municipality has wanted to use the awareness of coastal culture to strengthen the municipalities' identity both at home and abroad. The summer season is a melting pot for different cultural expressions, nationalities and traditions with focus on festivals and concerts on the outdoor arenas and stages.

Plans for local development in Langesund

- Continued focus on Langesund's identity as a music and culture town
- More green structures and meeting places in the centre
- Good solutions for traffic and infrastructure
- Upgrading of the centre square and shopping streets in cooperation with building owners
- More shops and restaurants
- Better care of preserved buildings
- A knowledge and discovery centre for coastal culture
- Several types of available housing in the town centre















Digital stories







The Coastal Culture project in Telemark tells stories of the Telemark coast. The stories are a result of courses/workshops in Langesund, Porsgrunn and Kragerø during the autumn 2009, 2010 and winter 2011. The goal is to convey cultural heritage about the Telemark coast with digital stories as an instrument to help people produce their own coastal culture stories. The stories can be heard at the website www.digitaltfortalt.no and on another website for 'Coastal culture in Telemark' for national and international information/distribution. The three coastal municipalities of Bamble, Kragerø and Porsgrunn are cooperating with this project.

The digital stories are a new concept for conveying information. The concept is well adapted to today's information and communication technology and is an alternative to more traditional means of distribution via for ex. booklets, exhibitions, films, video, theatre and so on.

The Coastal Path

The archipelago and coastal path is an arena for physical activity, recreation and experiences for people of all ages. The use of the coast for recreation and exercise will increase with better adapted paths, signs and parking. The coastal path is an important public health initiative in the coastal culture cooperation Interreg IVB North Sea Region program Coast Alive project.





"The battle about quality is won — or lost — in the small scale"

architect Jan Gehl from the Life between the houses





The Virgin rat is decorated with eyes made by kindergarten and school children.



A playground for all ages. Lundedalen, Skien





Digital stories at school will strengthen local identity in Seljord

The students at the school are learning about how to make digital stories in an annual workshop where the youth will work with artistic and cultural expression under the leadership of artists and other professionals. The content of the workshop is getting to know their home town through the use of photographic stories and digital storytelling (Photostory in the mythical/storytelling region).



Bmx-bicycling and skateboarding... Austbygde Skateboard club was established in June 2009 as a youth initiative. Local businesses have contributed with sponsor funds to the construction of the skateboard ramp.





The schoolyard is a social meeting place:

1. Green terrain shapes: Green sitting steps on a slope 2. Area for ice skating during the winter and playing ball during the summer 3. Meeting place: Simple, circular formed bench with decoration on the surface



Café at the square was popular with the elderly, piazza stunt at the Meieri square under the no traffic day in 2009.

Children, youth and the elderly







Participation

The municipalities' institutions – kindergartens, schools, care homes, nursing homes – should be open for active cooperation with local voluntary organizations, neighbourhood associations, relatives, and Nature areas adapted for exercise and so on. This gives way to more resources and the outdoor environments can be an active and enriching meeting place.





Children, pensioners and nature

recreation. Footpaths and bicycle paths and kid's trails are important links. This can be combined nicely with creativity.



Reuse and creativity

Colourful small and large women in the industrial axis. Cleaning lady is put to use in the scout's flea market at Rjukan.





New playgrounds stimulate interaction and physical activity. Lundedalen in Skien.



ZuluLAN

LAN is a generic expression that means Local Area Network, but we are using it specifically for LAN parties, which are events where a network is set up and youth take their PC's and connect them to the network so that they can share files, play games surf the Internet and talk to each other.



One or two of these trolls will now come to glory in the triangle in front of the church.





Children participate in developing ideas

Children at school and in kindergarten are an important resource group in Tuddal. The green triangle in front of the church will be developed and the children already feel responsibility for the area since they are responsible for the flowers and for the Christmas tree during the Christmas season. The fairytale about the five trolls in Tuddal is the starting point: "There were five trolls in Tuddal; Lurv Lønås, Hakjepet Høvdås, Sjuke Knut Njuke, Fluks Flugonfell and Bøyg Bodik who lived on their own hills and when they discovered that a new church was being built they became so angry that they almost burst. They each threw a stone at the church. None of them hit the church, but three of them fell just near it."



Åmot in Vinje invites all children, youth and adults to come there to participate in making creative snow art.

The Snow Festival

An annual snow festival is held in February and helps promote Åmot in the Mountain Telemark region and along E-134. Quality and creativity strengthen the municipal centre in the cold, dark winter months.

A project with focus on the prejudice between youth in the country and in the city



Dalen youth about the youth from Skien: "They are superficial and self absorbed" Skien youth about the youth in Dalen: "They need to walk about 50 kms to get to school". The project aims that the youth in Dalen and Skien will get to know each other better to eliminate prejudices and build bridges between the city and the rural municipalities.



Writing competition

The year is 2020, a national writing competition for youths. The winner of the competition was Guro Stordrange from Dalen in Telemark. "What kind of future do you want?" is about how she sees the environmental changes in a 10 year period in her home village Dalen in Telemark as a starting point.



"I am sitting here on the railway platform in Høydalsmo. I am waiting for the next high speed train to transport me to my job in Skien. The newly built high speed train has provided us many opportunities. I can take the bus which is fuelled by hydrogen from Dalen to Høydalsmo. The high speed train travels to Skien from Høydalsmo via Seljord and Bø. The train takes 18 minutes and 1 can commute from Dalen to Skien every day. Many youth have moved back to Dalen as a result of the high speed train. It has become attractive to live in rural environments ..."



School children study the rocks, Kragerø Gea Norvegica Geopark. www.geanor.no



Children playing on a sculpture at Friisebrygga, Porsgrunn



Notes

Regional and international cooperation strengthens the development of an attractive and sustainable Telemark!



www.framtidensbyer.no



www.espon.eu





www.innovationcircle.net



www.northsearegion.eu/ivb/home



www.waterwaysforgrowth.eu



www.eu.baltic.net



http://urbact.eu



http://urbact.eu/en/projects/ active-inclusion/op-act



www.euromontana.org



www.fjellregionsamarbeidet.no





www.waterways-forward.eu

TELEMARKSKANALEN REGIONALPARK

http://parknytt.wordpress.

com/2011/10/04/full-fart-fortelemarkskanalen-regionalpark

INTERREG IVC







Local environment network material use
environmental profile interaction aesthetic Walking streets

COMMUNICATION communication innovative

Reuse added value EXPERIENCE meeting places
green areas ENJOYMENT creativity recycle

Low energy housing future oriented activity

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