

PRESS INVITATION



Picture by Samuel Pettersson

INVITATION to the inauguration of a station of being: 2 October 19:30 next to Universum, at Umeå University, Sweden

At the University City in Umeå, a radically new prototype of a bus station has just been realised, as a model for easy replication in Sweden as well as in other countries. Intending to make public transport more attractive, the station uses smart technologies and new materials to transform usually wasted waiting time into quality time; it invites citizens to relax and 'just be' before heading home after a busy day of work. It is mainly constructed from local timber and uses a minimum of renewable electricity, and was developed by RISE Research Institutes of Sweden with the Dutch designer Rombout Frieling.

The design is based on a solid pilot study about what passengers want, where students from Umeå Institute of Design, Umeå university, citizens, staff at the maintenance department and many more in Umeå municipality have been involved.

This innovative bus station is one of many actions that the Umeå municipality works with to promote sustainable transportation. It is also one of nine innovative solutions in the ongoing EU project RUGGEDISED that is done in Umeå to meet the climate challenges.

Part of a press activity from 18.30

The bus station is situated in the same area where EU Arctic Forum takes place the day after the opening. The City of Umeå wants to welcome media to join a short Light manifestation with the young population in Umeå, followed by an extraordinary half an hour "Gendered Landscape Bus tour". The tour will go to the University City, where the bus station will be inaugurated. Followed by a Buffé dinner at the Pink, where RISE Interactive Umeå are located.

Please register for the dinner and the bus tour at: press@umea.se

Welcome to meet up outside the Scandic Plaza Hotel, Storgatan 40 at 18.30 for this activity!

Contacts for more information:

Jeroen Peeters,
Senior Design Researcher,
RISE Interactive Umeå
+46 70 298 56 30
jeroen.peeters@ri.se

Frida Bergström
Project Leader and Traffic Planner
Umeå municipality
+46 70 238 41 18
frida.b.bergstrom@umea.se

Rombout Frieling lab
+31 6 41467059
mail@rombout.design
www.rombout.design

Elisabeth Lind
Coordinator for communication
Umeå municipality
+46 70 242 81 42
elisabeth.lind@umea.se