

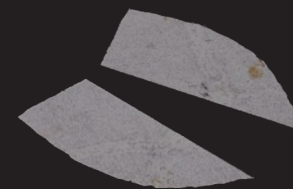
Stedets framtid

– HVORDAN BEHOLDE OG UTVIKLE EGEN IDENTITET?

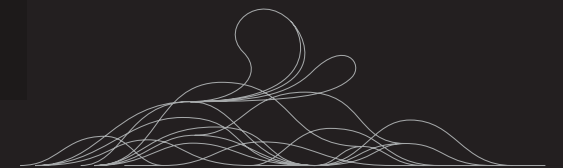
TROMS



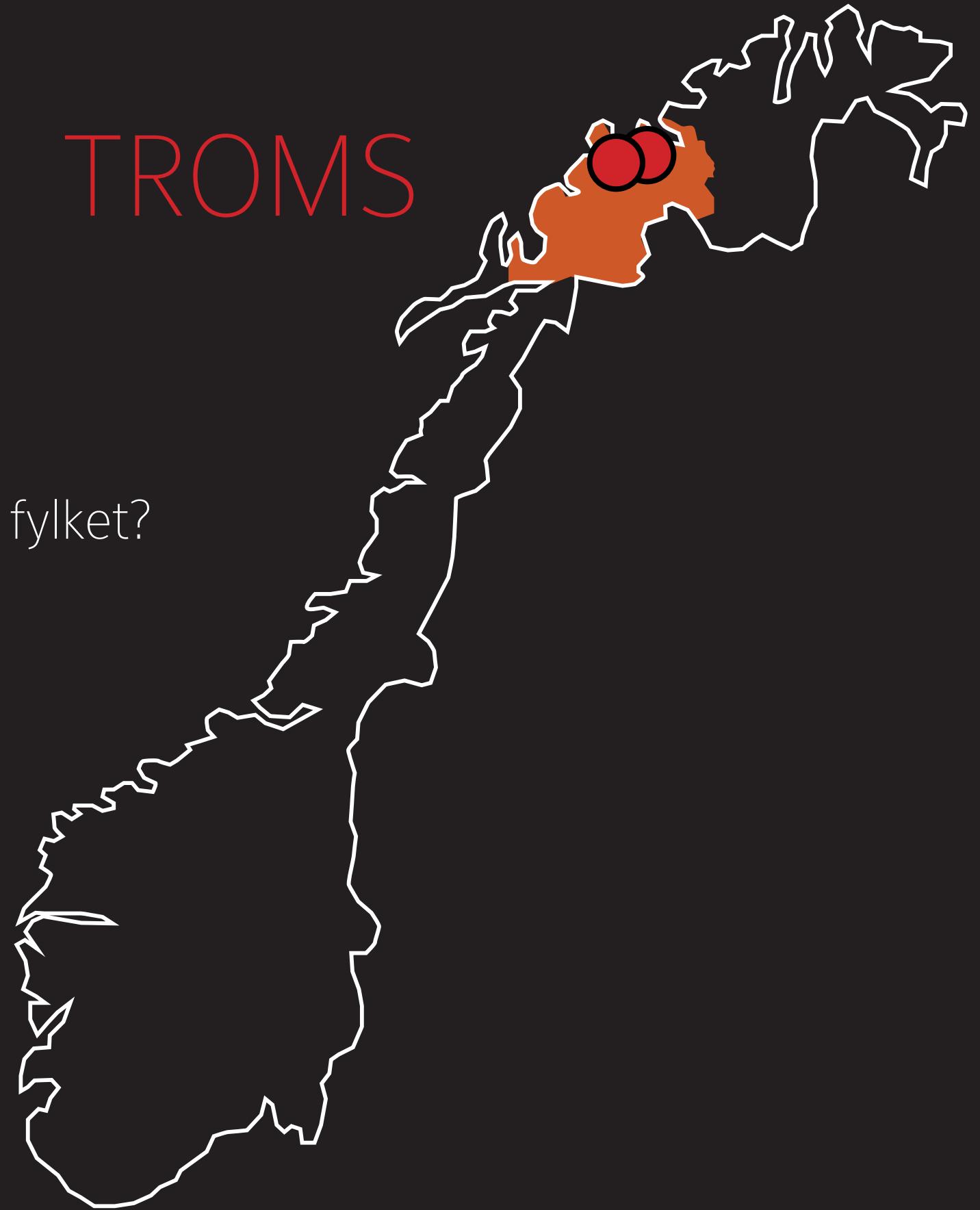
NORDLAND



EN SAMKLANG

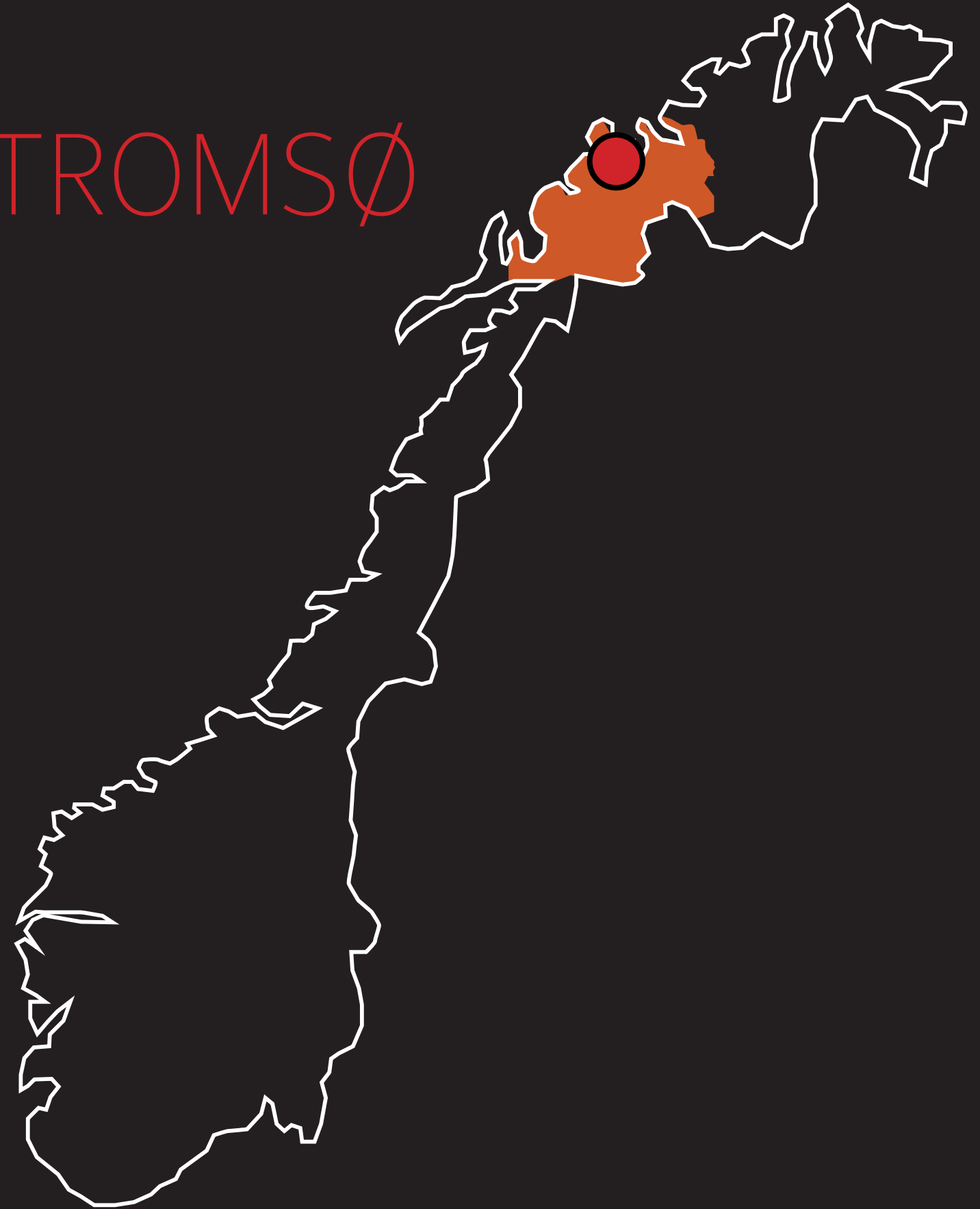
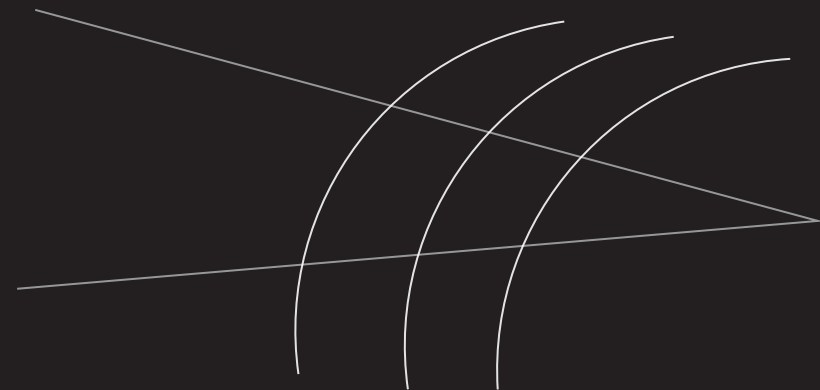


TROMS



- en tydelig og samlende strategi for hele fylket?
- Tromsø versus Troms
- Tromsø versus Lyngen
- dialog eller monolog?
- Tromsøs ønske, Lyngens strategi

TROMSØ



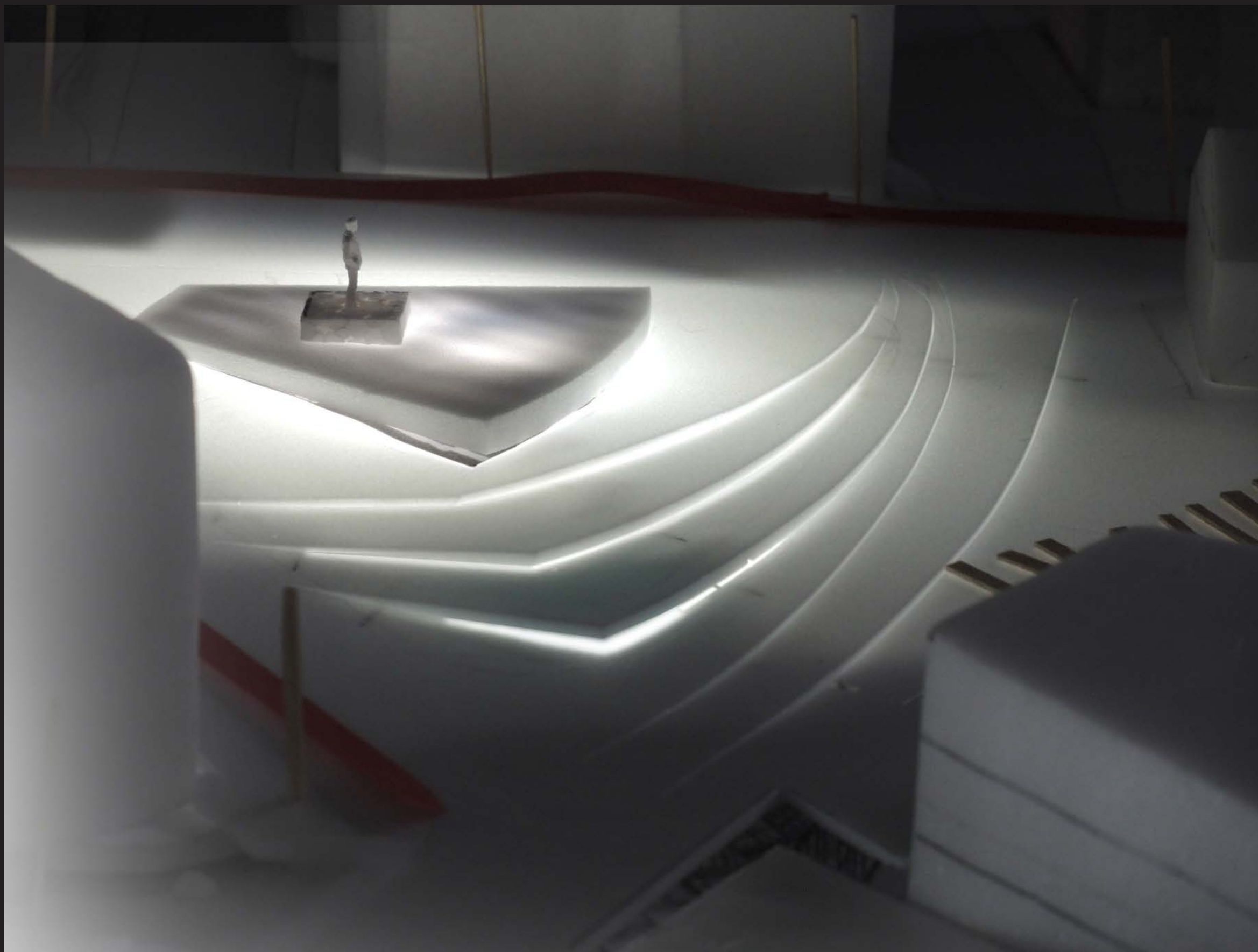
GATEWAY TO THE ARCTIC















Tromsø guide  
Official tourist information of
Tromsø city centre and region

2018/19

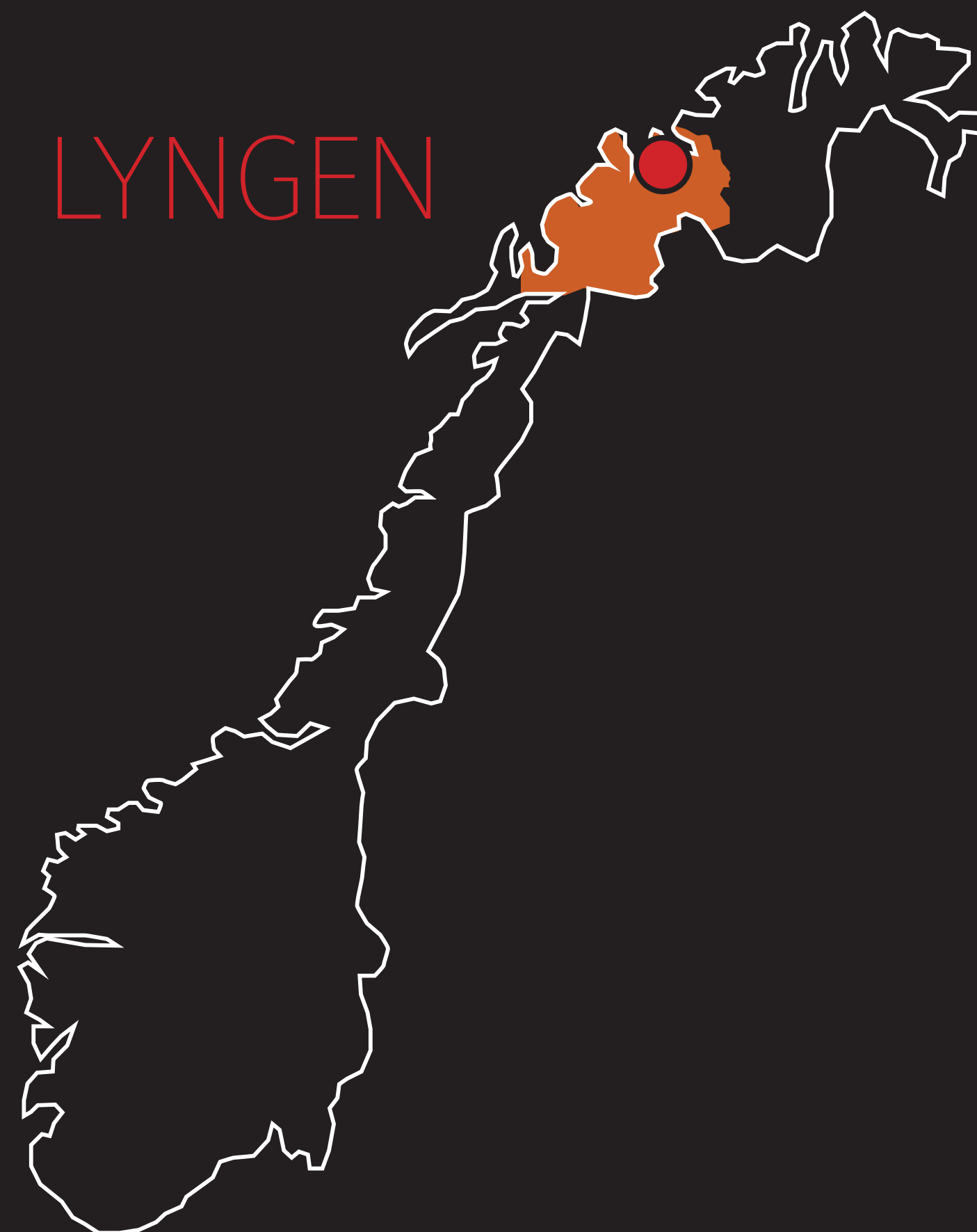
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ARCTIC
ADVENTURE
BEGINS**

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ALEXANDER • PER • JOHANN
MILJAN • VICTORIA • MIRA • GABRIEL
MARTINE • MATHEA • AMALIE • OLE ESKIL
HENRIETTE • KRISTOFER • KOLIN • EMIL ANDRÉ

MADELEN • MORTEN
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JOHANNE • SONDRE • THEA • A
NADIA • NORA • LEVI • TOBIAS
ELISABETH • EINAR • CAT









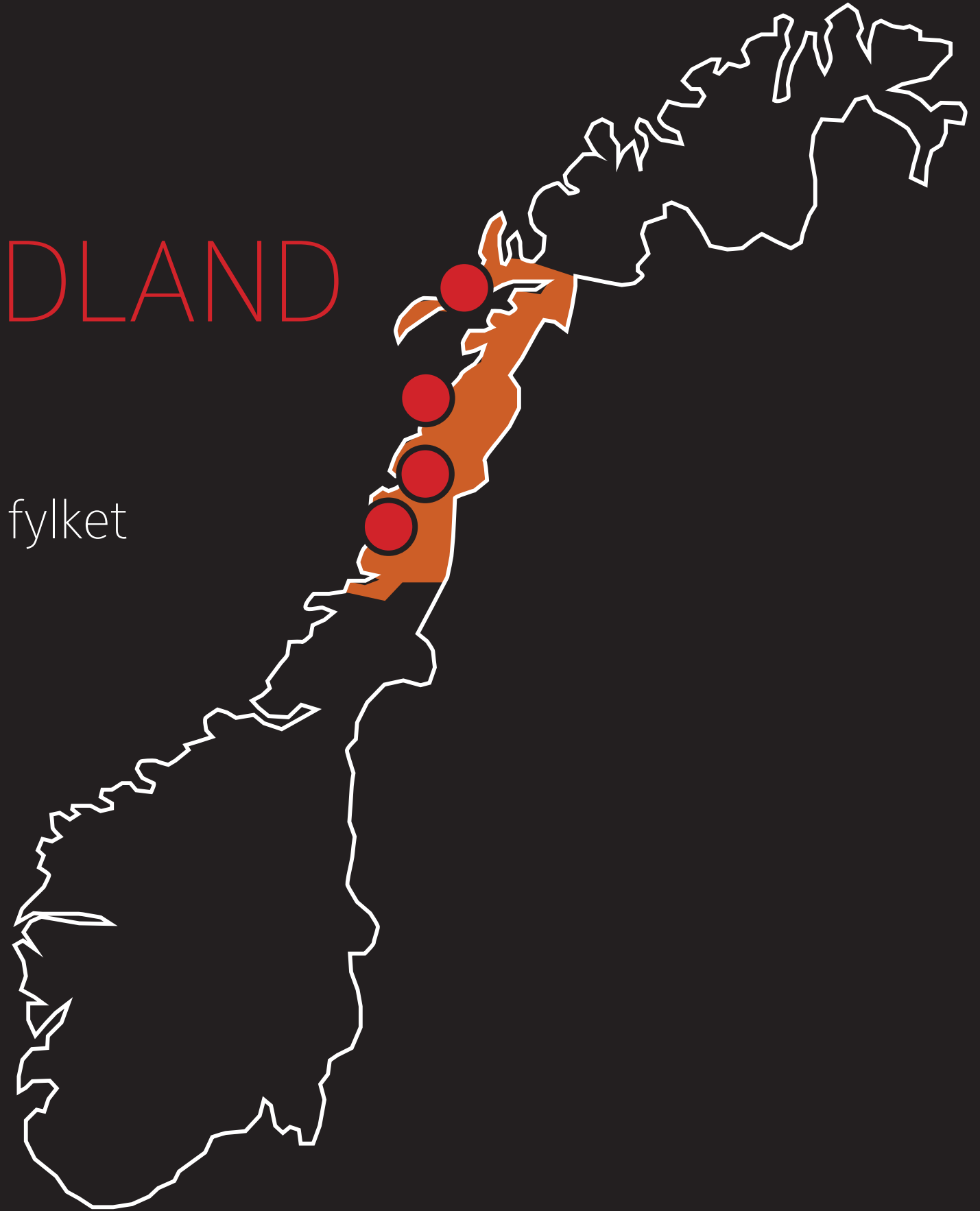






NORDLAND

- en tydelig og samlende strategi for hele fylket
- klar egen identitet til hvert sted
- stedsutvikling = næringsutvikling
- nordnorske materialer
- integrert kunst

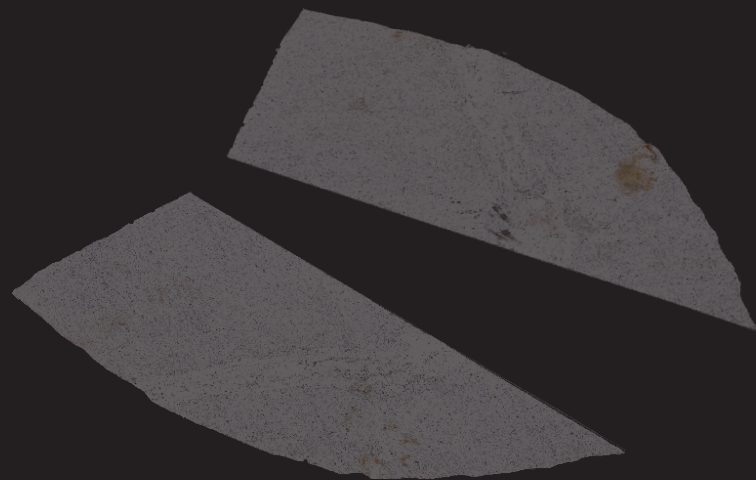
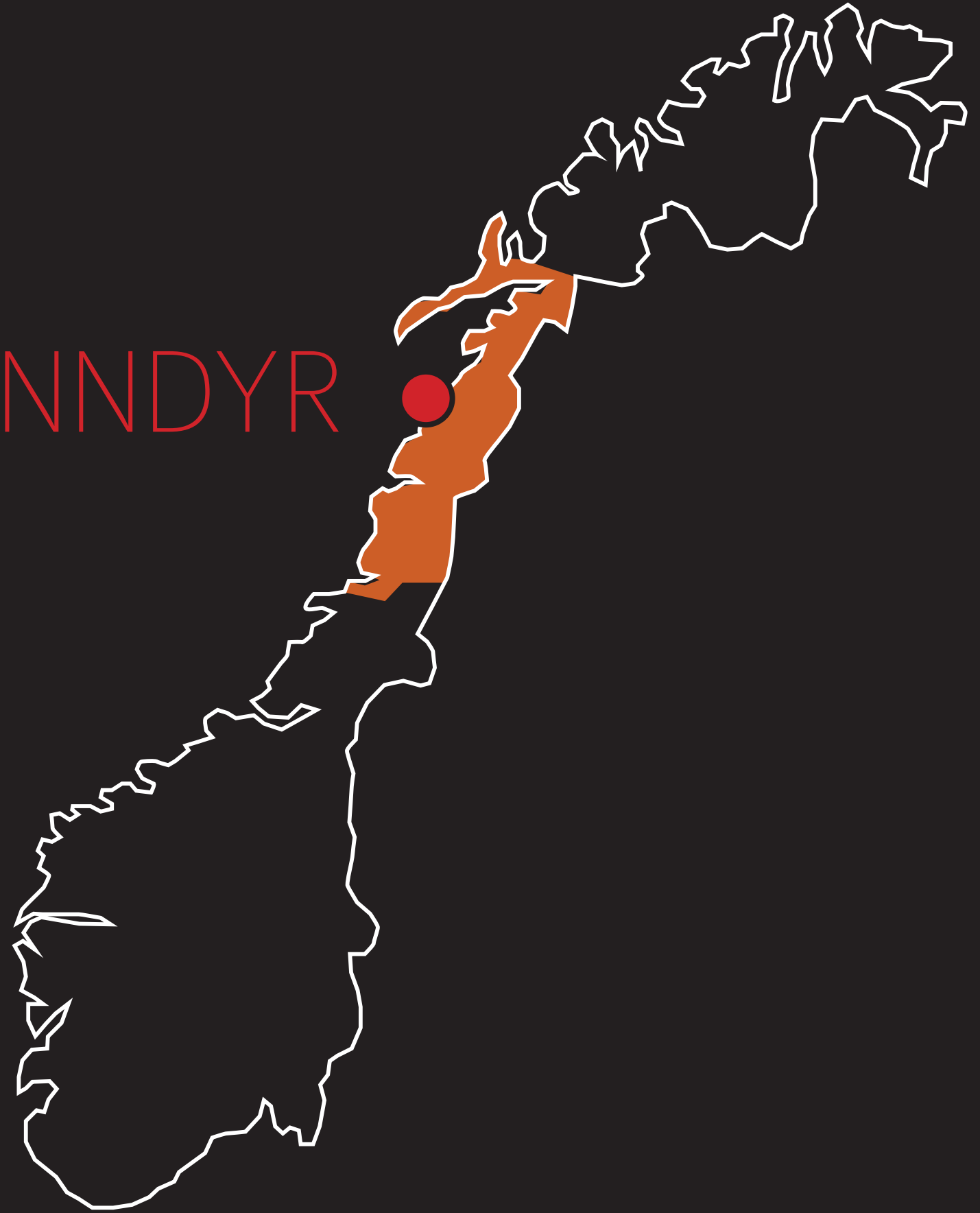


KABELVÅG





INNDYR













MO I RANA

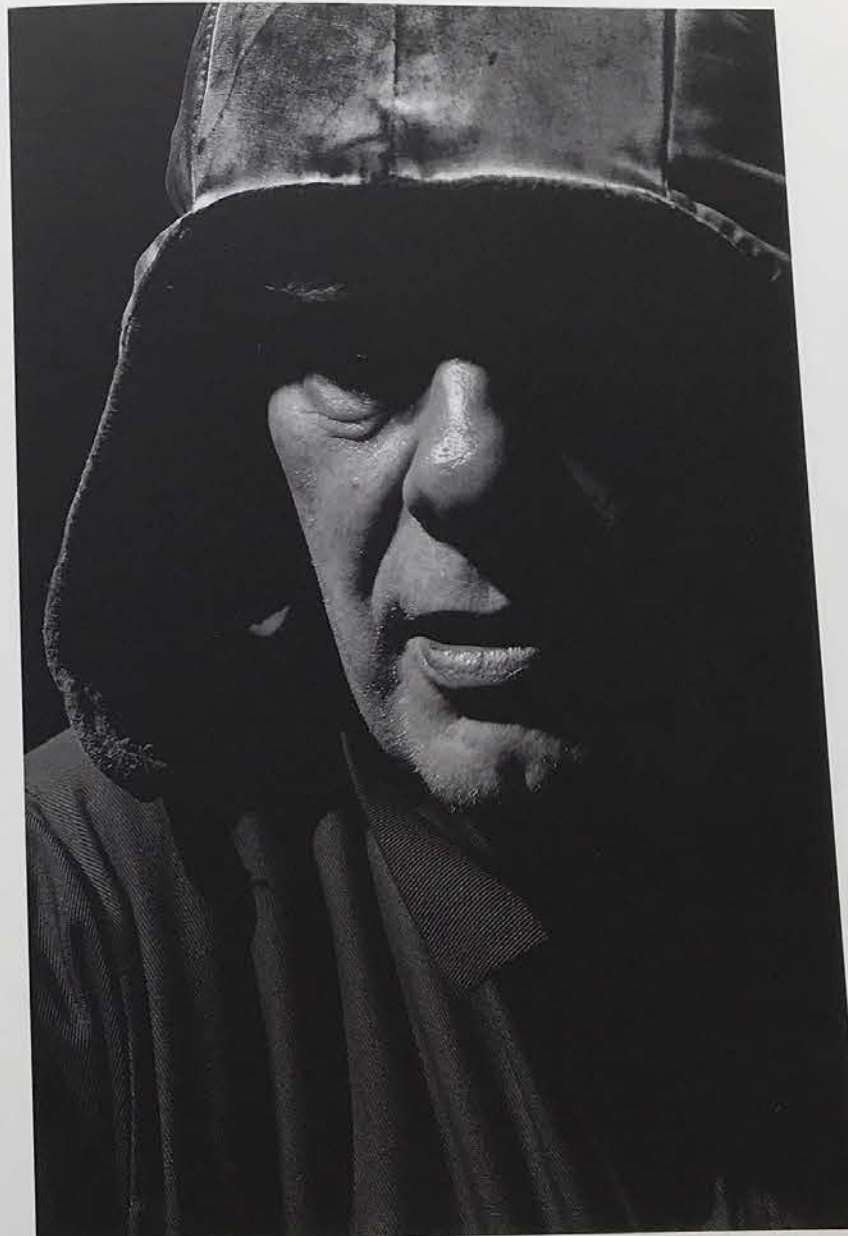
EN SAMKLANG





EN SVEISEFLAMME
BÅK ØYELOKKENE
ER FJERDE DØGNET
PÅ NATT.

BARN I LUK
FUGLEKVITTER
FLUESURR -
EI KVINENDE SIRKELSAG
I PÅNNA.





II LØFTES HELE LANDET

OG FOR HVERT LØFT









FRA EI TID

TIL NY TID

BRØNNØYSUND







A person is riding a bicycle on a dark pier in the foreground. The background features a calm body of water, a red house with a white balcony on a hill, a white lighthouse, and distant mountains under a hazy, sunset sky. The text "Å FANGE ØYEBLIKK" is centered in the middle of the image.

Å FANGE ØYEBLIKK

“hviletrappen”
lun vestvendt
ettermiddagstrapp

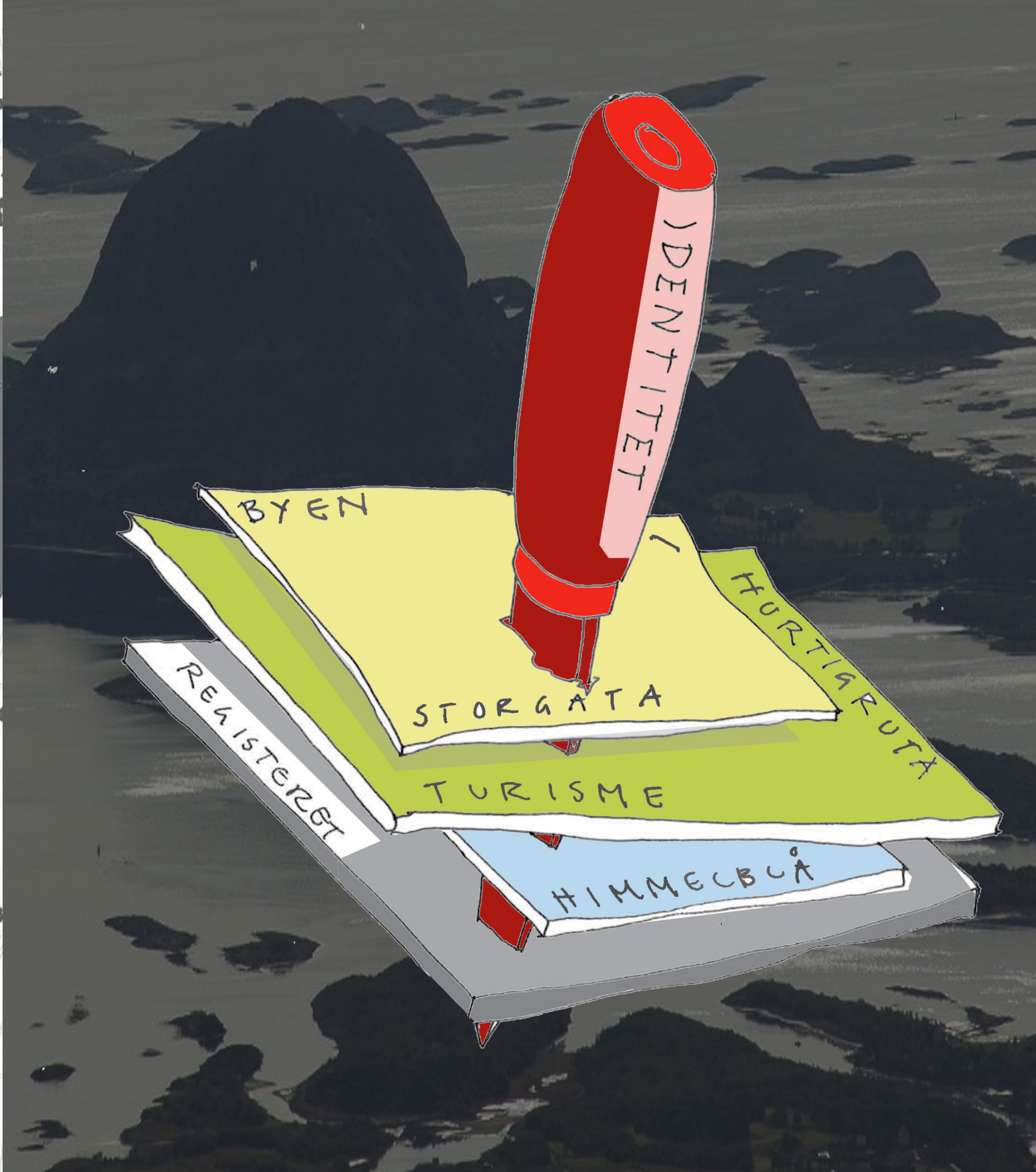
“nytorget”
Møteplassen mellom
kultur og reiseliv
byen og landet

“lune steder”
midt i byen
midt i sundet

“utsiktsplassen”
oversikt over by
og sund

“badeparken”
møteplass for
kropp og vann

“felles løftet”
møteplass for
musikk mm











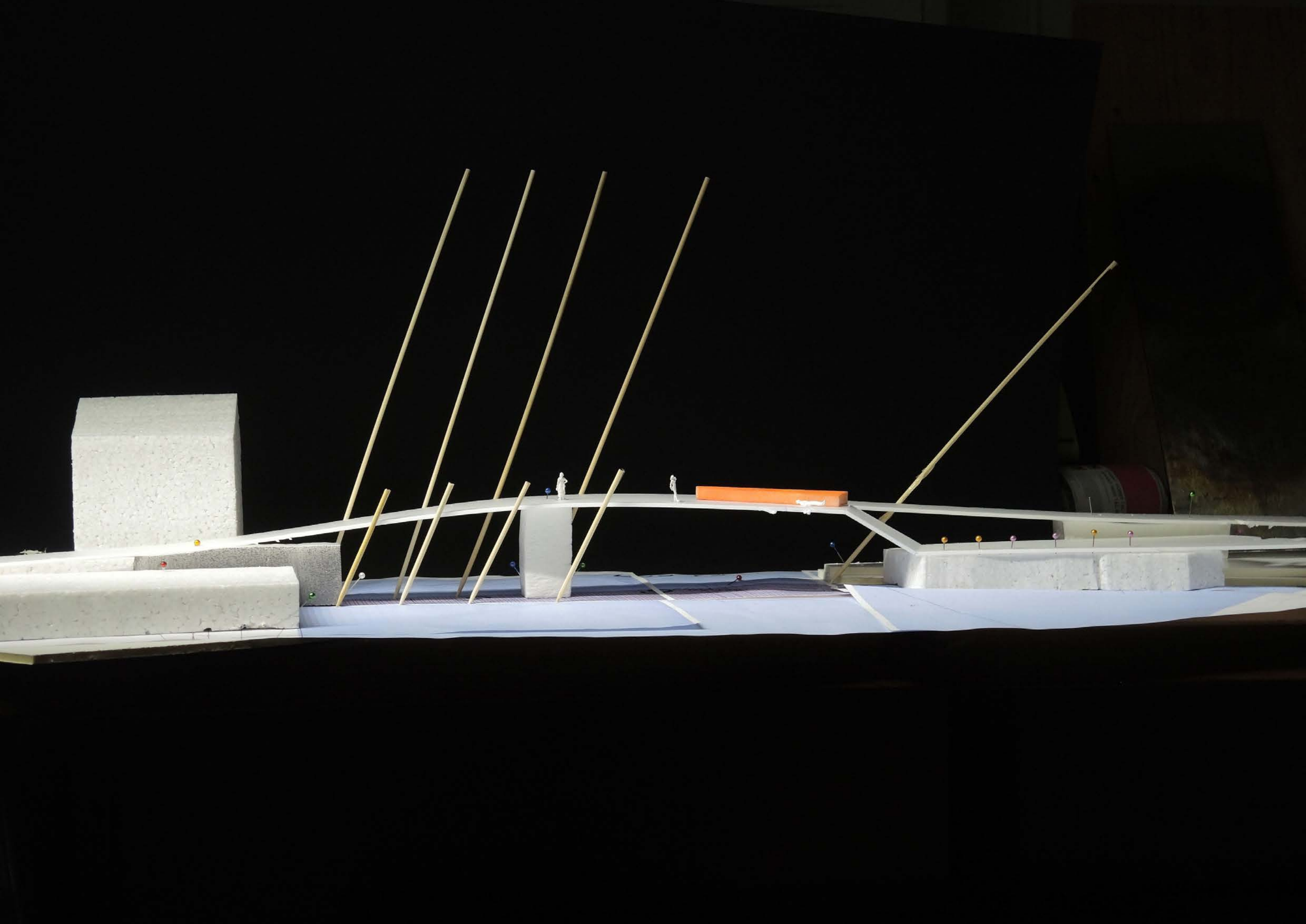






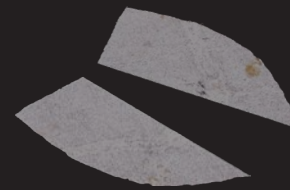








STRATEGISKE VALG
KLARHET I EGEN STYRKE
TYDELIG EGEN IDENTITET
MANGFOLD
EIERSKAP TIL EGNE RESSURSER



EN SAMKLANG

