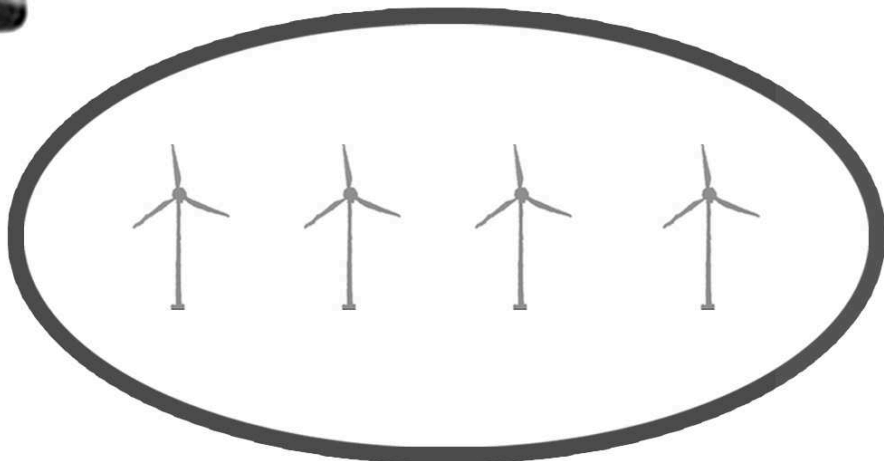
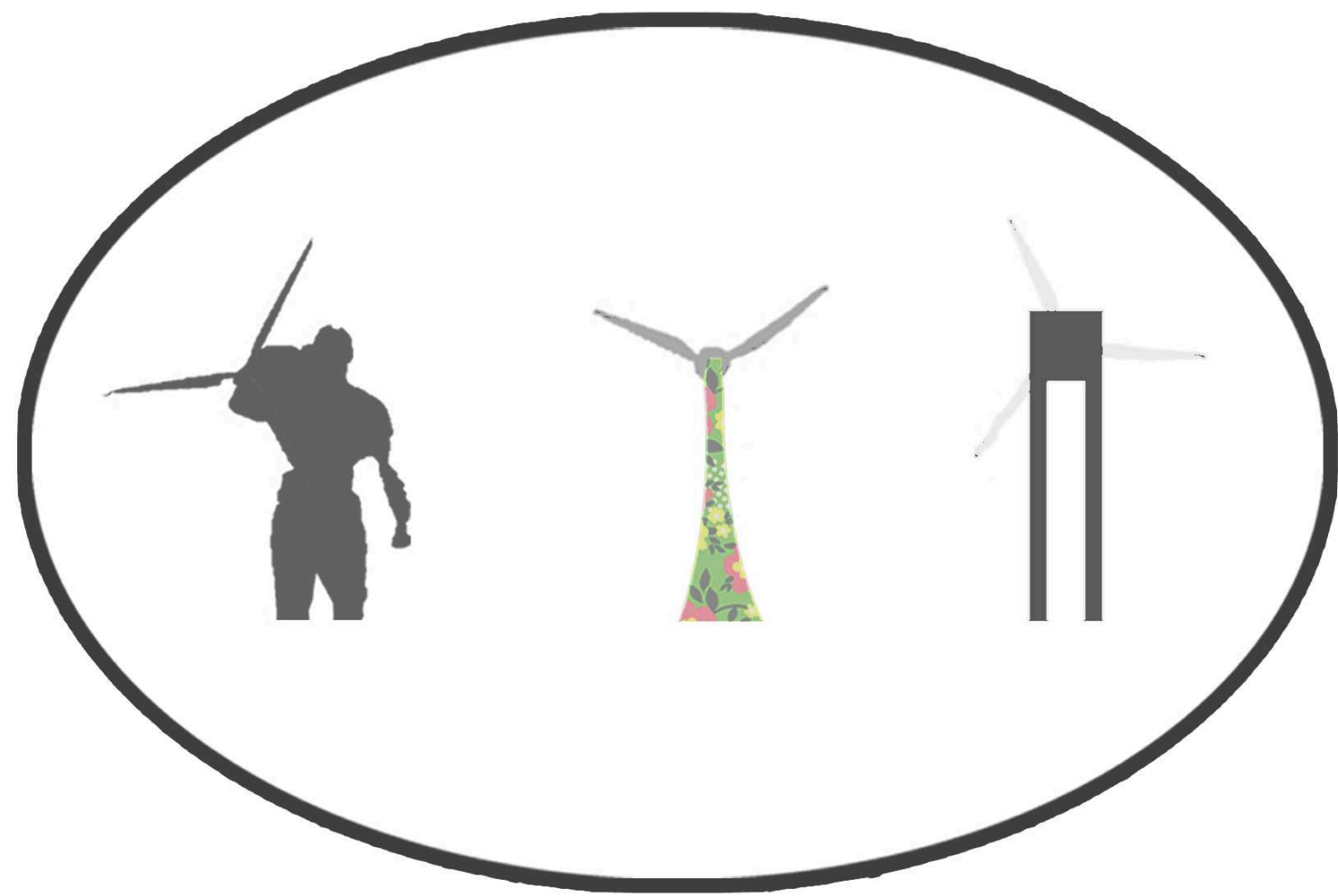


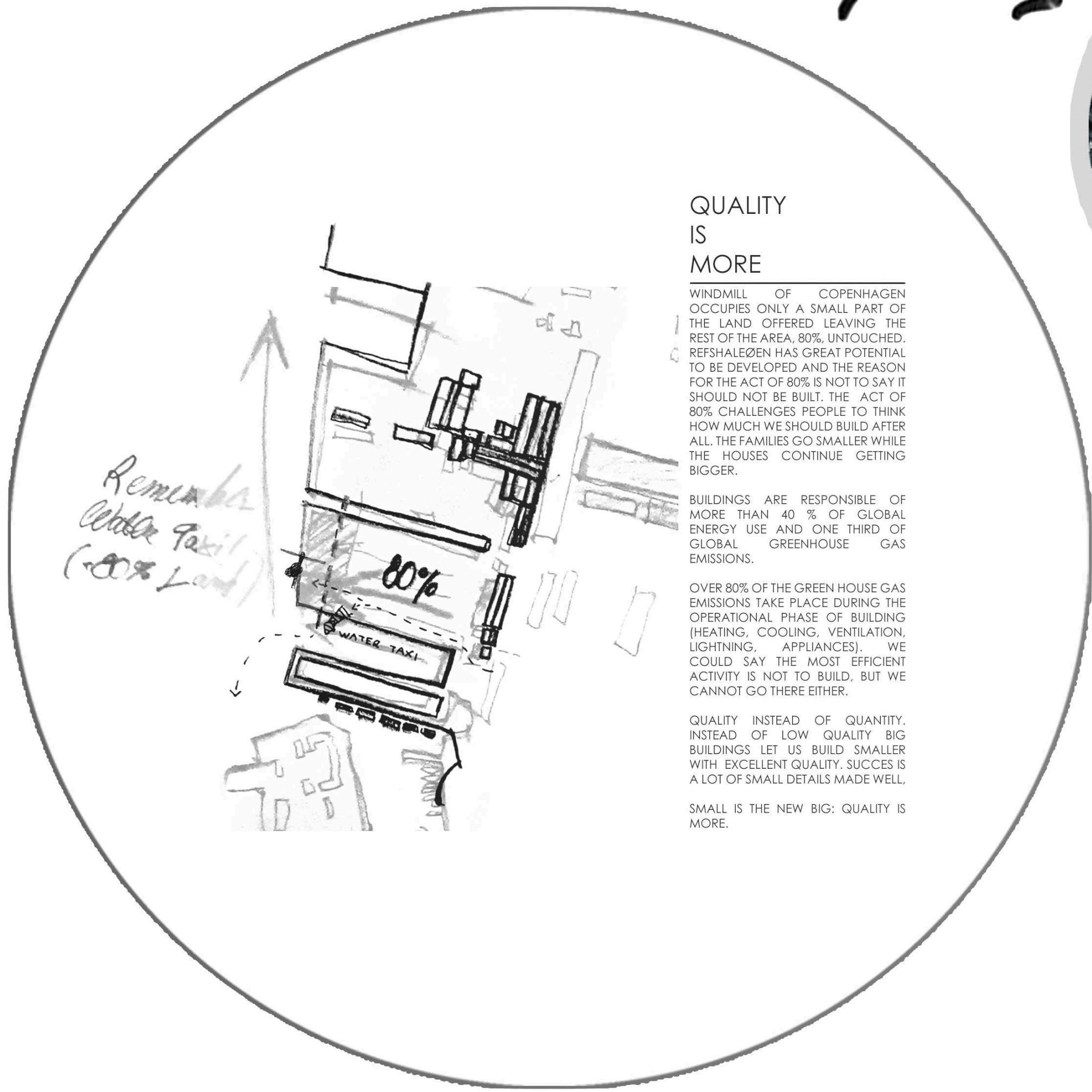
PAST
THERE WAS A TIME OF GREAT ORIGINALITY AND LOCAL RICHNESS IN EVERY COUNTRY. ONE COULD SAY FROM THE LOOK OF THE BUILDINGS AND MATERIALS USED WHAT WAS THE SPIRIT OF THAT PARTICULAR LOCATION. "HAVE YOU SEEN THE WINDMILL ALREADY?" WAS A QUESTION FREQUENTLY ASKED AMONG TRAVELLERS.



PRESENT
OVER THE PAST FEW YEARS GREAT ACHIEVEMENTS AND INNOVATIONS HAVE BEEN MADE IN THE FIELD OF RENEWABLE ENERGY AND WE ARE GETTING CLOSER TO A MORE ENVIRONMENTALLY SUSTAINABLE LIFESTYLE. HOWEVER IN THIS RAPID DEVELOPMENT AND GLOBALIZATION WE ARE FACING A NEW KIND OF CHALLENGE: WE ARE STARTING TO LOSE OUR ORIGINALITY AND THE SPIRIT OF THE LOCATION. WE ARE LOSING OUR ROOTS AND THE KNOWLEDGE TO BUILD AND INVENT LOCALLY. LET US COMBINE THE NEW TECHNOLOGY WITH NEW AND INNOVATIVE LOCAL DESIGNS. LET US BRING BACK THE ORIGINALITY. LET US BUILD SOMETHING THE LOCAL PEOPLE CAN IDENTIFY WITH.



FUTURE
CO- OPERATION BETWEEN COMPANIES AND LOCAL DESIGNERS LEADS US TO MORE ORIGINAL AND SUSTAINABLE DIRECTION WITH THE SUPPORT OF THE LOCAL PEOPLE. LET US MAKE DESIGNS THE LOCAL PEOPLE CAN IDENTIFY WITH.



QUALITY IS MORE
WINDMILL OF COPENHAGEN OCCUPIES ONLY A SMALL PART OF THE LAND OFFERED LEAVING THE REST OF THE AREA 80% UNTOUCHED. REFSHALEGEN HAS GREAT POTENTIAL TO BE DEVELOPED AND THE REASON FOR THE ACT OF 80% IS NOT TO SAY IT SHOULD NOT BE BUILT. THE ACT OF 80% CHALLENGES PEOPLE TO THINK HOW MUCH WE SHOULD BUILD AFTER ALL THE FAMILIES GO SMALLER WHILE THE HOUSES CONTINUE GETTING BIGGER.

BUILDINGS ARE RESPONSIBLE OF MORE THAN 40 % OF GLOBAL ENERGY USE AND ONE THIRD OF GLOBAL GREENHOUSE GAS EMISSIONS.
OVER 80% OF THE GREEN HOUSE GAS EMISSIONS TAKE PLACE DURING THE OPERATIONAL PHASE OF BUILDING (HEATING, COOLING, VENTILATION, LIGHTNING, APPLIANCES). WE COULD SAY THE MOST EFFICIENT ACTIVITY IS NOT TO BUILD, BUT WE CANNOT GO THERE EITHER.

QUALITY INSTEAD OF QUANTITY. INSTEAD OF LOW QUALITY BIG BUILDINGS LET US BUILD SMALLER WITH EXCELLENT QUALITY. SUCCES IS A LOT OF SMALL DETAILS MADE WELL.

SMALL IS THE NEW BIG: QUALITY IS MORE.



THE MANIFEST
WINDMILL OF COPENHAGEN IS A MANIFEST OF RENEWABLE ENERGY OF THE FUTURE: INNOVATIONS WITH STRONG LOCAL IDENTITY. WINDMILL OF COPENHAGEN IS STRONG ENOUGH TO START THE CONVERSATION NOT ONLY LOCALLY BUT ALSO INTERNATIONALLY.

THE WINDMILL IS A 45 METERS HIGH STATUE OF AN INDUSTRIAL WORKER. COPENHAGEN HAS A GREAT HISTORY IN INDUSTRIAL SECTOR AND THE SHIPYARD OF BURMEISTER & WAIN HAS A GREAT ROLE IN THAT STORY. WINDMILL OF COPENHAGEN IDENTIFIES THE STRONG AND NEVER GIVE UP ATTITUDE OF A FIERCE WORKER COMBINED WITH INNOVATIONS OF BETTER FUTURE. THE BROAD SHOULDERS REPRESENT THE THREE MAIN ELEMENTS OF THE FUTURE DEVELOPMENT OF C O P E N H A G E N : SUSTAINABILITY, LIVEABILITY AND ORIGINALITY.

THE WINDMILL OF COPENHAGEN IS A CONTINUUM FOR THE 2014 GREEN EUROPEAN CAPITAL AND IT INSPIRES THE LOCAL PEOPLE TO TAKE PART IN THE DEMANDING FUTURE CHALLENGE OF COPENHAGEN: CO2 NEUTRAL BY 2025.

