

STAY RELEVANT

CASE COMPETITION

COMPANY: Handel Silkeborg – Torvehandel 3.0

NAME AND ADDRESS OF COMPANY

Name: Handel Silkeborg
Address: Torvet 2a, 8600 Silkeborg
Web: www.handelsilkeborg.dk

CONTACT(S)

Name: Pernille Varde Perigaard
Title: City Manager
Tel.: 30354354
Email: pp@handelsilkeborg.dk

Name:
Title:
Tel.:
Email:

DESCRIPTION OF COMPANY

Handel Silkeborg's vision is to ensure an active and vibrant business environment in Silkeborg, where the city's natural areas and surroundings can help to brand Silkeborg as a unique, eventful and hospitable business city. We will do this in close collaboration with our members, the municipality and other stakeholders who share our commitment to making Silkeborg even more attractive for inhabitants and visitors.

Both the city and the experiences it offers are growing – which helps to make a city more attractive. Several businesses in Silkeborg are coming up with good initiatives, and there is often a lot of competition for a good, central location.

THE CHALLENGE

Market square trade in Silkeborg is based on an older – perhaps extinct – model...

For many years, the market square in Silkeborg has been allocated to traders who have the right to be there every:
Friday 08.30 – 18.00

Saturday 08.30 – 14.00 (or when they no longer wish to be there)

This means that, when one of the many businesses in Silkeborg wants to arrange a festival, bring the square to life, and promote a specific theme, they need to make space for the market square traders – this often results in a square that is chaotic to look at and difficult for visitors to navigate.

We wish to move the existing market traders to a new location in the city and to establish an exciting, vibrant Saturday market (Torvehandel 3.0), which would attract new local traders with original ideas.

- What could a Torvehandel 3.0 look like? (the “old” market traders still need to be able to imagine themselves working there)
- Where could it be located?
- How could it be marketed?
- What could its new logo be?

Bonus information:

New stalls have not yet been developed – but some existing traders have expanded their stalls by bringing larger vehicles, so now the market is a mixture of large vehicles and small, unimpressive stalls.

Market traders rent a market space from Silkeborg Municipality under the following regulations:



<file:///sotea/hansil/Users/hansil.pp/Downloads/Godkendt%20Torveregulativ.pdf>



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