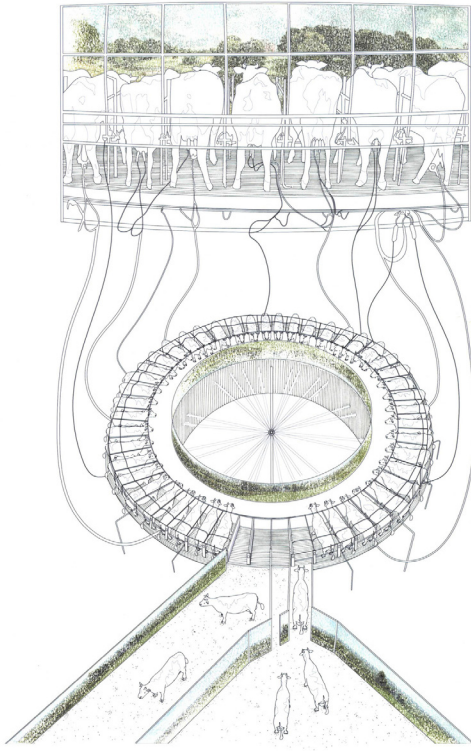


"Manufacturing Sceneries: The Concealment of the Bailiwick of Guernsey  
The proposed masterplan of Guernsey represents a strategy for the industrial development of a sensitive rural area that rather than destroying the countryside, strives to enhance it. Through the combined amplification of the picturesque surroundings and supply of commodities to the surrounding community, the introduction of Vin to the island of Guernsey secures its safety and independence. Furthermore, the scheme highlights how an equilibrium must be maintained between the land and developer, ensuring that resources are fed back to the system that they are being taken from."

Peter Alexander Bullough  
Architecture thesis project, 2013 3.9



Is this the future?

2000-tallet har stået i byernes tegn, og urbaniseringen er hård mod mange landområder. Små landsbysamfund er gået i opløsning i takt med, at de unge er flyttet mod byerne, og befolkningen er blevet ældre. Tusindvis af landbrug er nedlagt. Der er ryddet op og ryddet ud i den gamle bygningsmasse, hvor energienoverføring ikke har kunnet svare sig. Tusindvis af forladte ejendomme, stalde, lader, siloer og gylleanlæg er blevet jævnet med jorden.

Men historien om de danske landområder og landskab er langt fra en historie om afvikling. I 2050 har landdistrikterne og landbruget fået en ny og betydningsfuld rolle i det danske samfund – som vækstskaber, som rekreativ ressource og som innovator.

Manglen på livsvigtige ressourcer er den helt afgørende udfordring for verdensøkonomien på en planet med 9 milliarder mennesker. Det gælder alt fra fødevarer, drikkevand og energi til sjældne metaller, råstoffer og mineraler – og den udfordring har dansk landbrug vendt til en yderst profitabel mulighed.

I det såkaldte knaphedssamfund er ressourceeffektivitet altafgørende. Den mest effektive økonomi er den mest konkurrencedygtige, og de lande, der kan levere viden om eller selv producere ingredienser, materialer og råvarer opnår store gevinster i form af arbejdspladser og eksport.

Den traditionelle husdyr- og planteproduktion er reduceret, men det nye landbrug trives, og det har fået en større andel i den vækst, der ellers var blevet koncentreret i byerne.

Landdistrikterne producerer størstedelen af de livsvigtige ressourcer, som landets seks mio. indbyggere er afhængige af. Dansk landbrug er ikke kun et spisekammer af kød, mælk og kom, men har udviklet sig til en højt specialiseret industri, der tækket være en effektiv ressourceudnyttelse, er blevet storleverandrer til andre sektorer som bl.a. energi-, ingrediens-, plast- og medicinalindustri. Dermed er det også blevet attraktivt at bosætte sig på landet, der nu byder på mange gode alternativer til det mere stressende og kaotiske byliv.

Landdistrikterne er blevet storleverandrer af oplevelser, lejer og rekreation. I et stadigt mere hektisk bysamfund er der rift om alskens outdoor-aktiviteter, fysiske udfordringer og mentale pauser i den fri natur. Udkantsdanmark er på mange måder blevet Forkantsdanmark.

#### DEN SMARTE PERIFERI

Udviklingen har bragt nyt liv til flere af de bynære landområder, der nu går under navnet "Den Smarte Periferi". Herude hvor vinden blæser frisk, og der er langt mellem lygtepælene, er størstedelen af de tusindvis af mindre landbrug, der måtte kapitulere som følge af manglende rentabilitet, nu erstattet af omkring 1000 storlandbrug, hvoraf de største bræder sig over flere tusinder hektarer.

Der er ikke meget Morten Korch over landbrugene, der i skala og bemanding mest ligner store fabriksanlæg. Alle sammen er højt specialiserede og fokuserede på at opnå så effektiv en ressourceanvendelse som muligt. Det er nemlig her, at den gode forretning ligger. Ofte kræver det, at man formår at håndtere forskellige afsætningskanaler. En smart majsavl sælger f.eks. ikke længere kun sine afgrader til svinefoder, men deler dem op i dalsagmenter, hvor nogle køres til fødevevproducenter, andre til biostanolfabrikken og resten til kvægbander, der bruger det til foder. Andre eksempler på attagere af landbrugsprodukter er fabrikanter af færestoffer, medicin og byggematerialer.

Specialiseringen gælder også inden for de enkelte produktkategorier, hvor dele af landbruget har genvundet sin konkurrencedygtighed. Den økologiske produktion er udbredt, men der er også kommet andre nicher til. F.eks. producerer en mælkebønde anno 2050 ikke bare mælk, men mælk med en særlig sundhedsfremmende funktionalitet, der skyldes det foder, som malkekøerne har indtaget. I supermarkedet kan man købe en stribe forskellige typer specialmælk til f.eks. ældre, børn og gravide.

Helt nye nicher er føjet til som følge af klimaforandringer, der gør det muligt at dyrke f.eks. vin og forskellige lægeplanter, der kan erstatte kemisk producerede stoffer i bl.a. medicinalproduktion.

#### FRA UDKANT TIL FORKANT

I 2050 er de danske landdistrikter præget af avanceret produktion af kvalitetsfødevarer og biomaterialer, forskning, oplevelses-turisme – og vild natur. Der er vækst ude på landet – men samtidig er mange små samfund marginaliserede eller helt forsvundet.

Realdania Debat &  
Mandag Morgen  
2050, Det blir et smidigt  
land, 2012 3.11

Owner of Rural Agentur  
Anna Sofie Hvid

## IMAGINING THE RURAL

- a peek into our research archive

### Should humans live here?

With statistical probability, you left the countryside and you hardly ever go back there.

Only to visit your aunt, for instance. But didn't she move into the next city last year because she couldn't otherwise get access to the health care she needs?

The rural is changing rapidly in terms of demographic structures. But are people leaving the rural behind because urbanization is a force of nature - or because we as a society are failing in creating adequate living standards outside of the City with equal access to health care, education, culture and economic development?

One could ask: should humans live here?

Throughout history, the rural has been politically mobilized. It is no different today. Longings, dreams, utopias as well as dystopias are played out against each other: production area or picturesque nature? Logistical interface or nature reserve?

### How do you imagine the future of the rural?

On these app. 2.500 cm2 paper, we have collected a sample of our research archive related to the challenges of imagining a future for the rural - an unedited spectrum of research, articles, and images, which together merge into a mosaic of complex views on imaging the rural as you unfold the paper.

Owner of Rural Agentur  
Anna Sofie Hvid

## AT FORSTILLE SIG DET RURALE

- et indblik i vores research-arkiv

### Skal mennesker bo her?

Med statistisk sandsynlighed har du forladt landet, og du kommer der kun sjældent.

Kun for at besøge for eksempel din tante. Men flyttede hun ikke ind til den næste by fordi vi som samfund har fejlet, i at skabe muligheden for et sammenhængende liv på landet, med samme adgang til sundhedsydelser, uddannelse, kultur og økonomisk udvikling?

De rurale områder ændrer sig drastisk i forhold til demografiske strukturer. Men forlader folk de rurale områder fordi urbaniseringen er en naturkraft - eller er det fordi vi som samfund har fejlet, i at skabe muligheden for et sammenhængende liv på landet, med samme adgang til sundhedsydelser, uddannelse, kultur og økonomisk udvikling?

Man får lyst til at spørge: skal mennesker bo her?

I gennem historien er det rurale ofte blevet mobiliseret politisk. Det er ikke anderledes i dag. Længsler, drømme, utopier såvel som dystopier bliver spillet ud imod hinanden: Produktionsflade eller pittoresk natur? Logistisk interface eller naturservat?

### Hvordan forestiller du dig fremtiden for de rurale områder?

På disse knap 2.500 cm2 papir har vi samlet et udpluk af vores research-arkiv om udfordringerne ved at forestille sig fremtiden for det rurale. Et uredigeret spektrum af research, artikler og billeder, der danner en mosaik af komplekse perspektiver på vores forestillinger om det rurale, efterhånden som du folder papiret ud.

Owner of Rural Agentur  
Anna Sofie Hvid

## IMAGINING THE RURAL | EVENT

**What:** Speculative panel discussion 'Is the future rural?'  
A political discussion on imagining the future of the rural.

This event will challenge politicians and rural stakeholders to a debate on the future of the rural.

**When:** February 2020 at DAC  
More information available soon at ruralagentur.com/events

**Who:** Rural Agentur in association with the National Council for Rural Affairs of Denmark

The event is free and open for all.  
The event will be in Danish.

## AT FORESTILLE SIG DET RURALE | EVENT

**Hvad:** Spekulativ paneldiskussion 'Er fremtiden rural?'  
En politisk debat om vores forestillinger om fremtiden for det rurale.

Arrangementet vil udfordre politikere og rurale aktører til en debat omkring fremtiden for det rurale eller en rural fremtid.

**Hvornår:** Februar 2020 i DAC  
Mere information tilgængeligt snarest på ruralagentur.com/events

**Hvem:** Rural Agentur i samarbejde med Landdistrikternes Fællesråd

Eventen er gratis og åben for alle.  
Eventen vil foregå på dansk.

### FROM ENVIRONMENT TO ENVIRONMENT-MAKING

In this way of seeing, the "ecology" in world-ecology is not a noun modified by a geographical adjective, much less a synonym for interactions within extra-human natures. Rather, our ecology derives from the *oikeios*, within and through which species make—and always remake—multiple environments. Nature can neither be saved nor destroyed, only transformed. The *oikeios* represents a radical elaboration of the dialectical logic immanent in Marx's concept of metabolism (*Stoffwechsel*).<sup>40</sup> *Stoffwechsel* signifies "a metabolism of nature . . . in which neither society nor nature can be stabilized with the fixity implied by their ideological separation."<sup>41</sup> In this dialectical elaboration, species and environments are at once making and unmaking each other, always and at every turn. All life makes environments. All environments make life.

This implies a shift from environment to environment-making: the ever-changing, interpenetrating, and interchanging dialectic of humans and environments in historical change. We are looking at the *relations* that guide environment-making, and also the processes that compel new rules of environment-making, as in the long transition from feudalism to capitalism.<sup>42</sup> And, at the risk of putting too fine a point on it, "environments are not only fields and forests; they are homes, factories, office towers, airports, and all manner of built environments, rural and urban."

<sup>40</sup> Marx, *Grundrisse* (1973), 100.

<sup>41</sup> Marx, *Capital*, Vol. I (1977).

<sup>42</sup> N. Smith, "Nature as Accumulation Strategy," in *Socialist Register 2007: Coming to Terms with Nature*, ed. L. Panitch and C. Leys (London: Merlin Press, 2006), xiv.

<sup>43</sup> Moore, "The Modern World-System as Environmental History?," *Theory and Society* 32, no. 3 (2003): 307–77; "Ecology and the Rise of Capitalism" (2007); "Amsterdam Is Standing on Norway" Part I" (2010); "Amsterdam Is Standing on Norway" Part II" (2010).

Jason W. Moore  
Capitalism In The Web Of Life, 2016 3.10



Can you imagine how many cows that is ?!

Chinese dairy farm covering roughly the same  
land area as the nation of Portugal  
Kinesisk mejerigård der dækker stort set det  
samme landområde som nationen Portugal

That's Farming, 2017 3.12

Owner of Rural Agentur  
Anna Sofie Hvid

RURAL AGENTUR

Rural agency & architecture studio

Sources of reader:  
www.ruralagentur.com/sources

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Engage more!

Read more!



"We are constantly being told that more than half of the world's population will soon be living in urban agglomerations. Countless biennials and books have questioned the way cities are changing, and yet the city is seeing only a fraction of the changes happening to its opposite. If over half the global population lives in urban agglomerations, it means that almost half—or a few billion—lives in something we call the countryside."



Niklas Maak  
Radical Futurism, SSENSE, 2016 3.1

**New Ground II: Countryside 2030**

By Hannah Wood & Christine Bjerke Feb 26, '18 12:56 PM EST

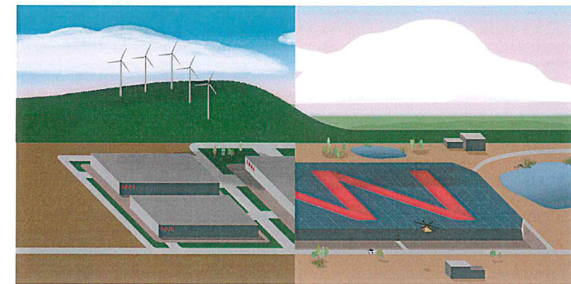


Illustration: Deyanira Baldrino

New Ground II, the second installment of Architect's two-part feature series on the contemporary countryside, is playfully set in rural California in the year 2030. Certain trends Christine Bjerke and I dug into in last month's feature, **New Ground I: Advancing the Countryside**, have been extrapolated to present a future pastoral landscape, recognizable yet markedly different than that which we might encounter today. We discuss this future outlook with Benjamin Bratton, director of the Center for Design and Geopolitics at the University of California, San Diego and author of *The Stack: On Software and Sovereignty* and Martin Abell from the agricultural robotics firm *Precision Decisions*, the first company to farm a field without human intervention.

"Come work at the biggest & most advanced factory on Earth! Located by a river near the beautiful Sierra Nevada mountains with wild horses roaming freely!" Invited @bratton to a frenzy of followers. "Thank you for the invite. Packing my bags, looking for my passport & will promptly organize my visa/green card & security clearances", wrote @sina\_soon. "Perhaps time to buy real estate in Reno-Sparks, Nevada?", commented @vancouverpunkaz. "Can we get a pony as a sign on bonus?" joked @solarinmass.

Zoei never saw the job advert. Nor would she, as since the big tech reforms of 2026, now four years ago, jobs were now automatically allocated to your online experience profile day to day, or week to week, depending on the size of the project. It was 08:12 and she was making her way to the local make-to-serve cafe for her morning coffee when she received the notification. "Hiem," She thought to herself as her Siri dictated her auto-generated schedule for the day, "not another job out of town. I'm always so tired in the evenings and what about that second date with Liam?" Doubtful, she signaled down a nearby roaming AV and hopped in.

Lucky Zoei was the only passenger that particular morning as she really didn't fancy awkward small talk with another "like-minded professional" selected for her by the app that day. "Mind you," she thought for a moment, "that is how I met Liam..." her train of thought was stopped abruptly by the AV interface as it began to project the day's weather forecast inside the car—the thunderstorm which was due to hit California that afternoon. Zoei shivered. "I really should change those weather app preferences," she thought. "It was kind of funny when the sun was shining but this sucks."

Zoei pulled out her work device and began to read up on the day's task, aware that it was at least another two hours until the AV meandered beyond of the outer-outer suburbs of San Jose. Due to an ongoing shortfall in investment in public transport infrastructure networks in the States, most on-ground traveling was now done in AVs. The simplicity and affordability of these AV journeys in addition to the appeal of outer suburbs to a stressed out millennial generation, now in middle age, had fuelled urban sprawl and created a 'work-commuting' culture, with some employees regularly traveling more than five hours a day whilst working remotely onboard.

As computer maintenance engineer with a number of years experience under her belt, tasks Zoei often worked alone, heading back to a wider team online. Her work assistant buzzed to inform her that it had blocked three personal messages due to 3h-office hours. Hoping she would find out it was Liam when she regained access later, she loaded up a manual onto the device screen and stared dreamily out of the window.



AV shared passenger seat from 2018. Image: ©Mercedes-Benz

Back in 2017, at the showcase of the *New Normal* programme, professor Benjamin Bratton suggested, "the countryside is part of urban systems in ways that it hasn't been before. It's not a site of nature, it's where the interstices of the most complex forms of cultural globalization are taking place." While at the time the statement was divergent in a discourse focused upon the urban, some interesting events happened next. By 2020, the US government had made the popular decision to widen and extend the *Interstate Highway* straight through the American dust bowl and beyond, which not only lowered food prices and generated short-term construction and mining jobs, it also opened agricultural practice up to increased automation as unmanned vehicles could now quickly access the most remote regions.

**"The countryside is part of urban systems in ways that it hasn't been before. It's not a site of nature, it's where the interstices of the most complex forms of cultural globalization are taking place."** Benjamin Bratton

The move was a great success for the expansion of self-learning interfaces and the tech industry. Driven by their proven industrial applications and increased yields for automated farms, funding was poured into developing machine learning interfaces with applications which stretched far beyond the agriculture industry. Automated machines tending the ground in remote agricultural districts, such as those surrounding San Jose, can now handle workdays of up to 19 hours and manage their own self-charging schedules.

A peek into a not so distant possible rural future

Et indblik ind i en ikke alt for fjern mulig rural fremtid

Hanna Wood & Christine Bjerke  
Architect, 2018 3.2

Follow link on backside to read more and see full list of sources

**CONTINUOUS CITIES 5**

To tell you about Pentheseilea I should begin by describing the entrance to the city. You, no doubt, imagine seeing a girdle of walls rising from the dusty plain as you slowly approach the gate, guarded by customs men who are already casting oblique glances at your bundles. Until you have reached it you are outside it; you pass beneath an archway and you find yourself within the city; its compact thickness surrounds you; carved in its stone there is a pattern that will be revealed to you if you follow its jagged outline.

If this is what you believe, you are wrong: Pentheseilea is different. You advance for hours and it is not clear to you whether you are already in the city's midst or still outside it. Like a lake with low shores lost in swamps, so Pentheseilea spreads for miles around, a soupy city diluted in the plain; pale buildings back to back in mangy fields, among plank fences and corrugated-iron sheds. Every now and then at the edges of the street a cluster of constructions with shallow facades, very tall or very low, like a snaggle-toothed comb, seems to indicate that from there the city's texture will thicken. But you continue and you find instead other vague spaces, then a rusty suburb of workshops and warehouses, a cemetery, a carnival with Ferris wheel, a shambles; you start down a street of scrawny shops which fades amid patches of leprous countryside.

If you ask the people you meet, 'Where is Pentheseilea?' they make a broad gesture which may mean 'Here,' or else 'Farther on,' or 'All around you,' or even 'In the opposite direction.'

'I mean the city,' you ask, insistently.

'We come here every morning to work,' someone answers, while others say, 'We come back here at night to sleep.'

'But the city where people live?' you ask.

'It must be that way,' they say, and some raise their arms obliquely towards an aggregation of opaque polyhedrons on the horizon, while others indicate, behind you, the specter of other spires.

'Then I've gone past it without realizing it?'

'No, try going straight ahead.'

And so you continue, passing from outskirts to outskirts, and the time comes to leave Pentheseilea. You ask for the road out of the city; you pass again the string of scattered suburbs like a freckled pigmentation; night falls; windows come alight, here more concentrated, sparser there.

You have given up trying to understand whether, hidden in some sac or wrinkle of these dilapidated surroundings there exists a Pentheseilea the visitor can recognize and remember, or whether Pentheseilea is only the outskirts itself. The question that now begins to gnaw at your mind is more anguished: outside Pentheseilea does an outside exist? Or, no matter how far you go from the city, will you only pass from one limbo to another, never managing to leave it?

Italo Calvino  
Invisible Cities, 1974 3.3

Have you been here?

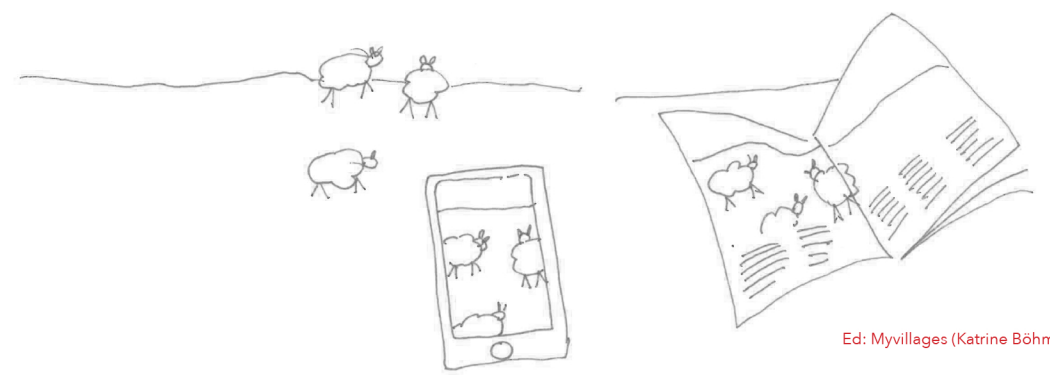


A View of Lake Sortededam from Dosseringen Looking towards the Suburb Nørrebro outside Copenhagen

Udsigt fra Dosseringen ved Sortedamsøen mod Nørrebro

Christian Kabke, 1831 3.4

what do you long for?



"An endless stream of images of the rural enters our imaginations through multiple screens and printed matter. This intense objectification of the rural is alarming and splits our roles into spectators and dwellers. The transition from an agricultural and mining economy to a service, and above all non-land-based, economy has fixed our view of the landscape. We see the Rural environment as an image that serves us. We build the picture that we long for."

Ed: Myvillages (Katrine Böhm & Wapke Feenstra)  
The rural, 2019 3.6



Rem Koolhaas: Lecture on the countryside

Rem Koolhaas: Foredrag om landet

Harvard Graduate School of design, 2015 3.5

Frequently Asked Questions  
**FAQ 9.1 | What is distinctive about rural areas in the context of climate change impacts, vulnerability, and adaptation?**

Nearly half of the world's population, approximately 3.3 billion people, lives in rural areas, and 90% of those people live in developing countries. Rural areas in developing countries are characterized by a dependence on agriculture and natural resources; high prevalence of poverty, isolation, and marginality; neglect by policymakers; and lower human development. These features are also present to a lesser degree in rural areas of developed countries, where there are also closer interdependencies between rural and urban areas (such as commuting), and where there are also newer forms of land use such as tourism and recreational activities (although these also generally depend on natural resources).

- The distinctive characteristics of rural areas make them uniquely vulnerable to the impacts of climate change because:
  - Greater dependence on agriculture and natural resources makes them highly sensitive to climate variability, extreme climate events, and climate change.
  - Existing vulnerabilities caused by poverty, lower levels of education, isolation, and neglect by policymakers can all aggravate climate change impacts in many ways.

Conversely, rural people in many parts of the world have, over long time scales, adapted to climate variability, or at least learned to cope with it. They have done so through farming practices and use of wild natural resources (often referred to as indigenous knowledge or by similar terms), as well as through diversification of livelihoods and through informal institutions for risk-sharing and risk management. Similar adaptations and coping strategies can, given supportive policies and institutions, form the basis for adaptation to climate change, although the effectiveness of such approaches will depend on the severity and speed of climate change impacts.

Partha Dasgupta, John F Morton, David Dodman, et al  
Rural areas, Climate Change 2014, Part A, 2014 3.7

Is rural propaganda still a thing?



Historically, the rural has often been mobilised politically and ideologically

Propaganda material from the Soviet Union, China, Germany and the United Kingdom

Historisk set er det rurale ofte blevet mobiliseret politisk og ideologisk

Propaganda materiale fra Sovjetunionen, Kina, Tyskland og Storbritannien 3.8