

BRIQ

Urban Life

Architecture

Spatial Design

**The Urban Fabric
Reykjavik**

→ OCT2025

A cross-disciplinary approach

BRIQ solves projects spanning between the city, spaces and the experience. We work across scales and create meeting places that brings people together and contribute to the good everyday life. We work towards this through our three departments – Urban Life, Architecture og Spatial Design.



Urban Life

Urban planning
Masterplanning Urban
life strategies
Placemaking
Temporary activation and user involvement
Concept development, curation and implementation



Architecture

Architecture
Landscape design
Programming
Detailed design
Implementation



Spatial Design

Interior architecture
Space planning
Workspace strategy
Concept development
Build-out and implementation

Reason for being

62%

Describe how their mental health increases with the feeling of belonging in their neighborhood.

The life at home report, IKEA, 2021

70%

Of urban life plays out at the edge of the building in the Q zone - the liminal space between the public realm, property line and building edge.

Kantzoner i København, KK, 2018

30%

An attractive commercial life with many different shops can increase the value of homes by up to 30%.

Naturstyrelsen, 2013

People who experience a good sense of neighborhood, experience a feeling of higher life quality.

Danskerne i det byggede miljø, Real Dania, 2023

People experience a higher quality in life in the countryside than in the bigger cities.

Danskerne i det byggede miljø, Real Dania, 2023

There is a correlation between a high experienced life quality and people having more nature-based experiences.

Danskerne i det byggede miljø, Real Dania , 2023

44%

Describe how they see their local neighborhood as an extension of their home.

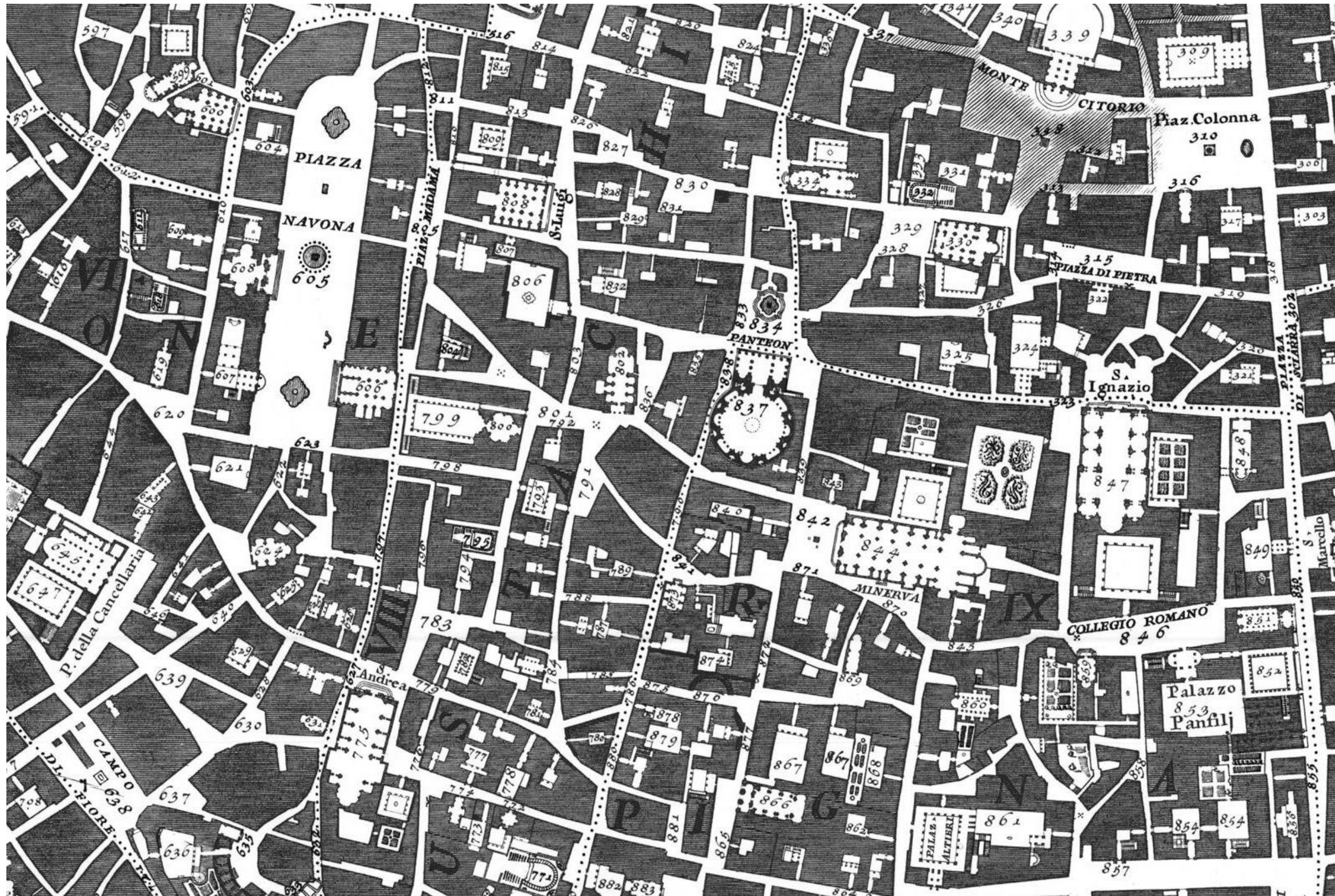
The life at home report, IKEA, 2018

15%

Being contend with one’s home makes up 15% of the total life happiness.

The Good Home Report, Happiness Institute, 2019

Nolli's extended public space



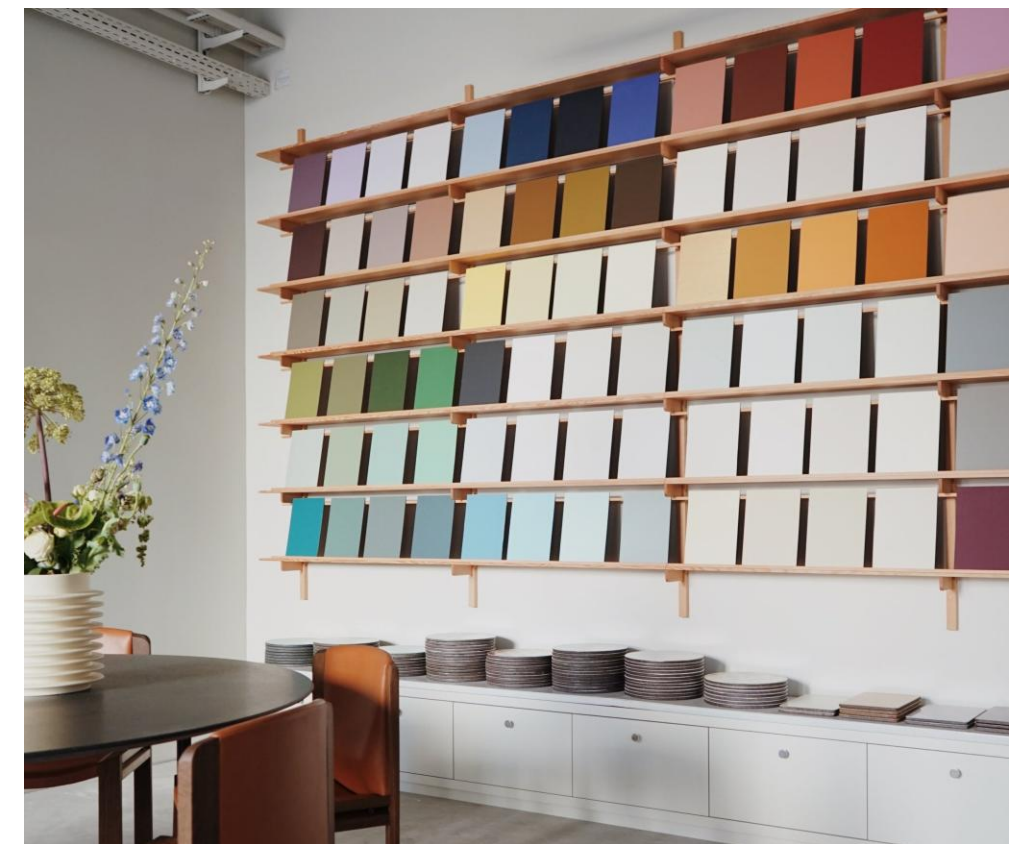
→ Life between - and in - the buildings → An expanded understanding of the public realm

Meaningful balance



→ Commercial / Cultural / Recreational → S / M / L concepts → Old / New → Local / International → Neighborhood / Destination

Mixed formats



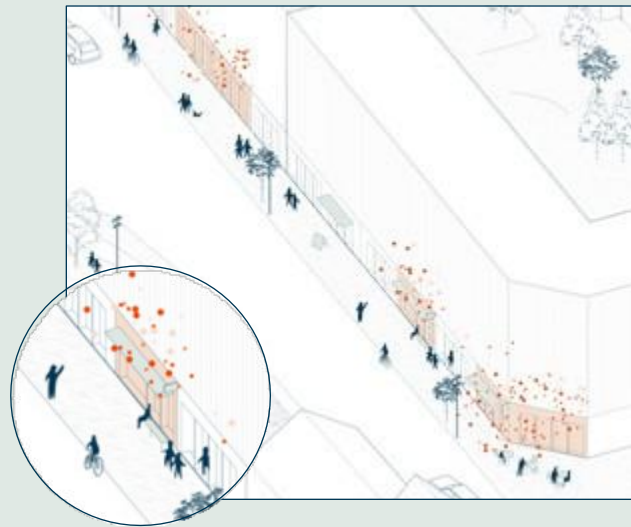
→ New shop types and blurring lines between retail, workshop, and experience → Operators see themselves as part of an ecosystem

Slow, long-term planning



→ People-first - anchor the plan among stakeholders → Manifests for urban life to maintain vision over time

Dogmas for urban life



Handpicked operators

- Urban operators are hosts of the city
- Local heroes foster engagement and community
- A well-curated urban life enables synergy and collaborations



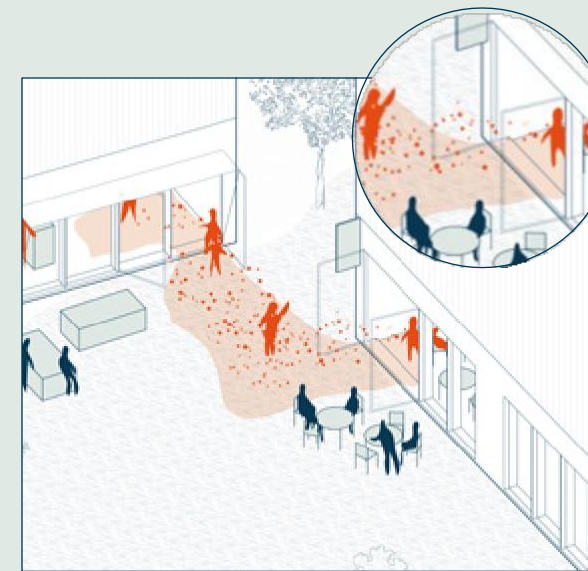
A balanced urban fabric

- Balance between recreational, cultural and commercial functions
- Ensure breadth and diversity in the urban fabric
- 15 minute cities



Global trends and new, mixed formats

- Create experiences that are worth the 'day out' for the guest
- Mixed formats offer agility - conceptually and economically
- Develop identity markers through site-specific retail
- Support community through retail and new, mixed formats



Interwoven cities - Indoor / outdoor

- Urban life unfolds both indoors and outdoors
- Merge indoor and outdoor functions
- Activation of the building edge / Q zone



Urban development as a collective process

- Interdisciplinary collaborations
- Civic engagement
- Engage pioneer actors and local heroes



Universal design and democratic rights to the city

- Design by universal design principles
- Plan for varied use/programming
- Allow democratic use of the city to blend with the commercial

BRIQ

Urban Life

Architecture

Spatial Design