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# A Car-free Year

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MSc Industrial Engineering and  
Management, Chalmers

MDes Industrial Design  
Engineering, RCA

Design Strategist  
1990 -

PhD Candidate  
2014 -



# A Car-free Year

How can Stockholm be designed to welcome more car-free families?

What encourages and discourages families with children to change to car-free living?

**Ett bilfritt år**



# A Car-free Year





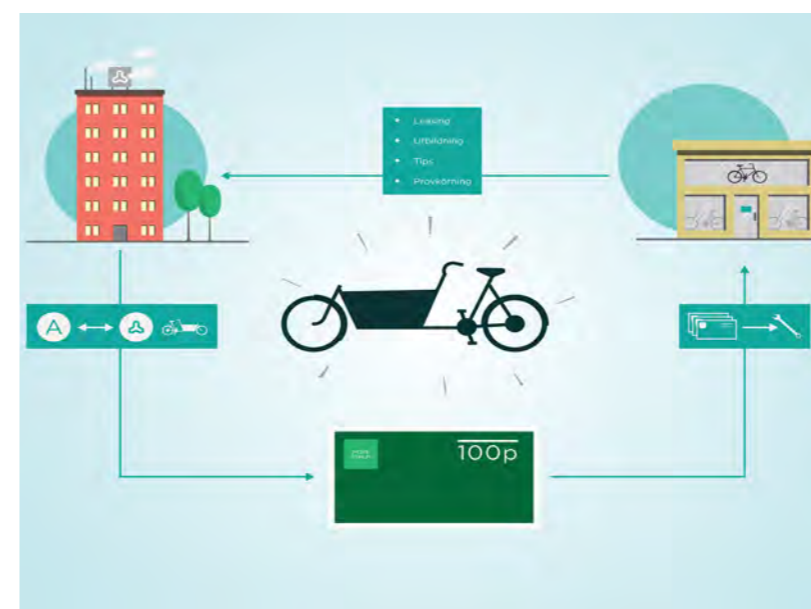
# A Car-free Year – project overview

Preparations

Field work & Analysis

Concept Design

Change triggers



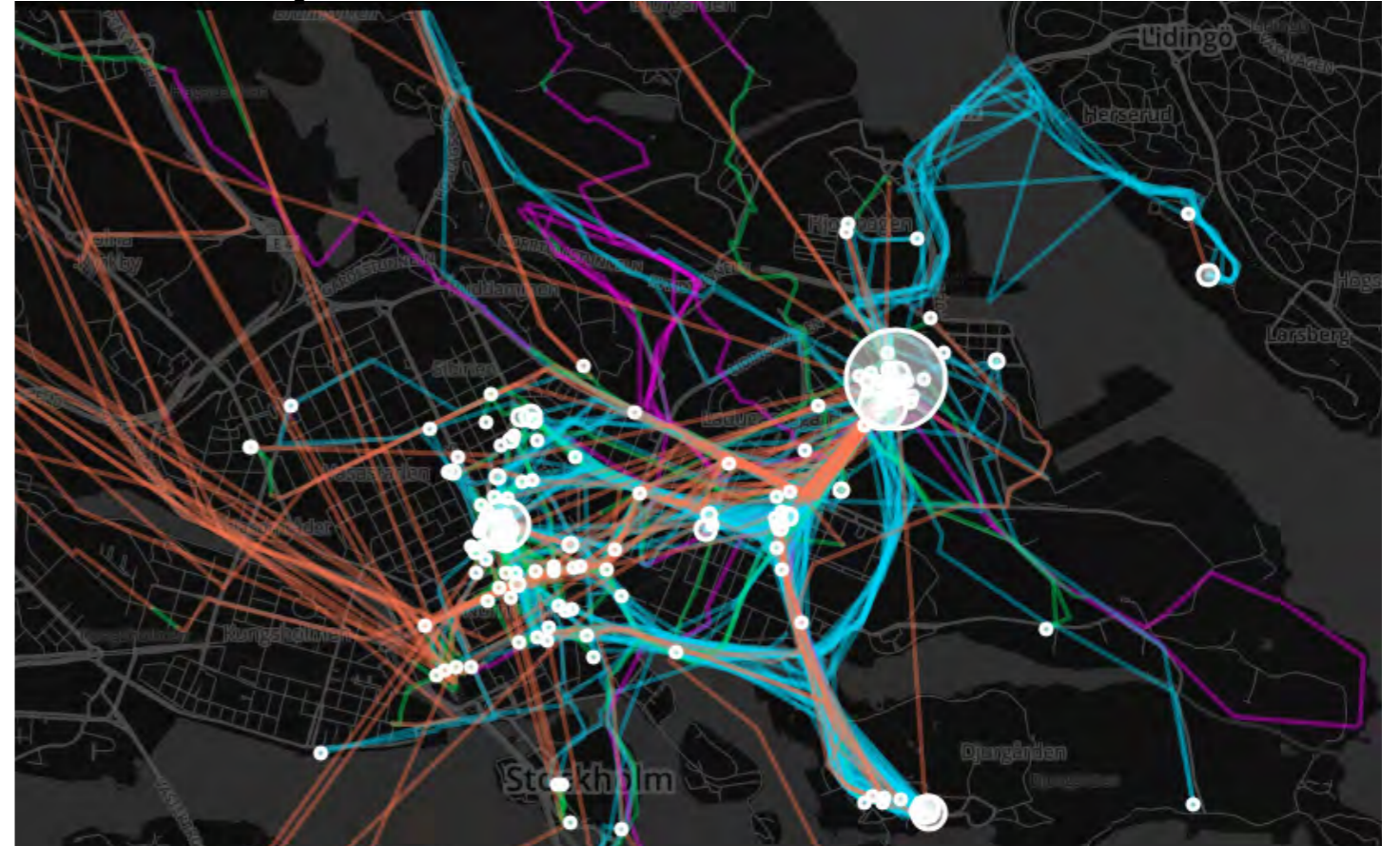


# Collaborative





# Intervention as a disruptive probe

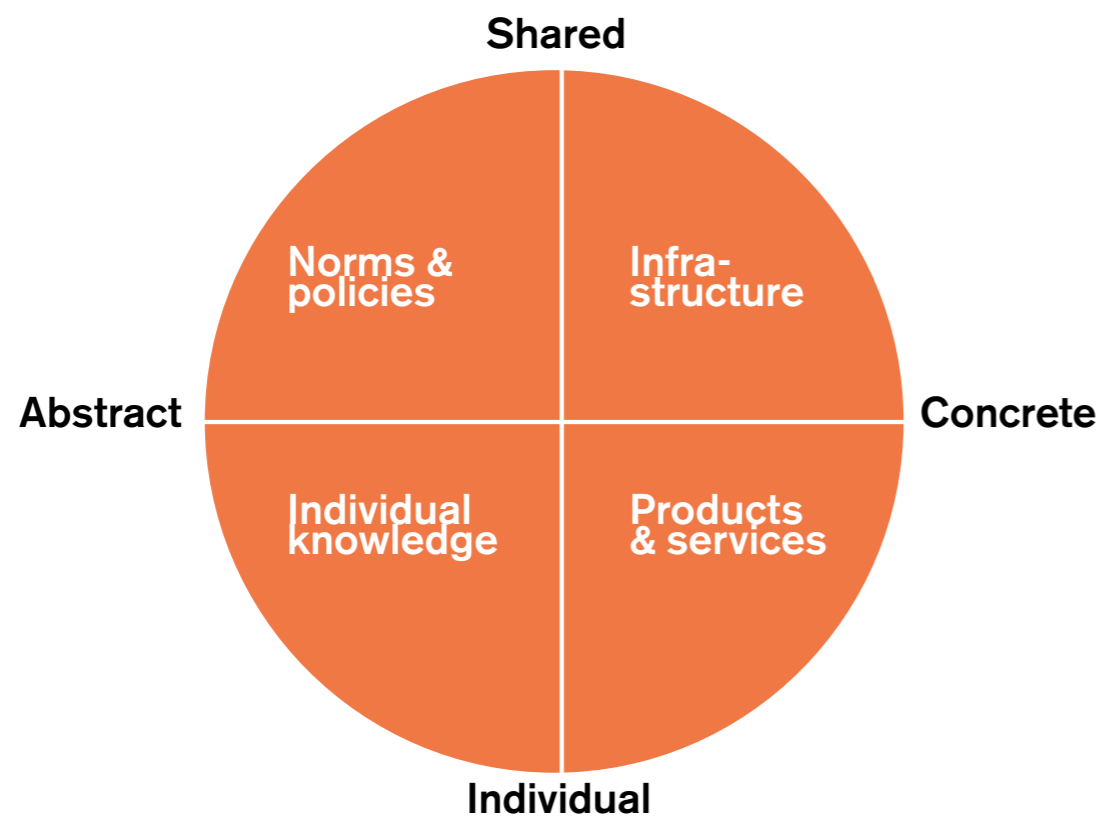


VÄDER		
RESA	TRANSPORTMEDEL	UPPLEVELSE
Möten	2-hjuling	
Skolan	<del>Buss</del> /sprängmarsch <del>Buss</del> /taxi	
Sommarstugan	Spårvagn Tunnelbana buss + buss	

KLIPPKORT BILRESOR		
Datum: 20141219 1 Resa: Tallkrogen - Lanna Anledning: Jullop toastol	Datum: 20141231 2 Resa: Tyresö-Tallkrogen Anledning: Nyårsaftonvatt uige bussan	Datum: 20150515 3 Resa: Tallkrogen - Sälma, Åvc Högdalen Anledning: Bertlörmingao renov. Skrap + ris och trädfallning
Datum: 2015-07-06 4 Resa: London Gatwick Arlanda Tallkrogen Anledning: lugen publik oragg	Datum: 20150720 5 Resa: Helsingfors- Hamina Anledning:	Datum: 20150721 6 Resa: Hamina Helsingfors Anledning:

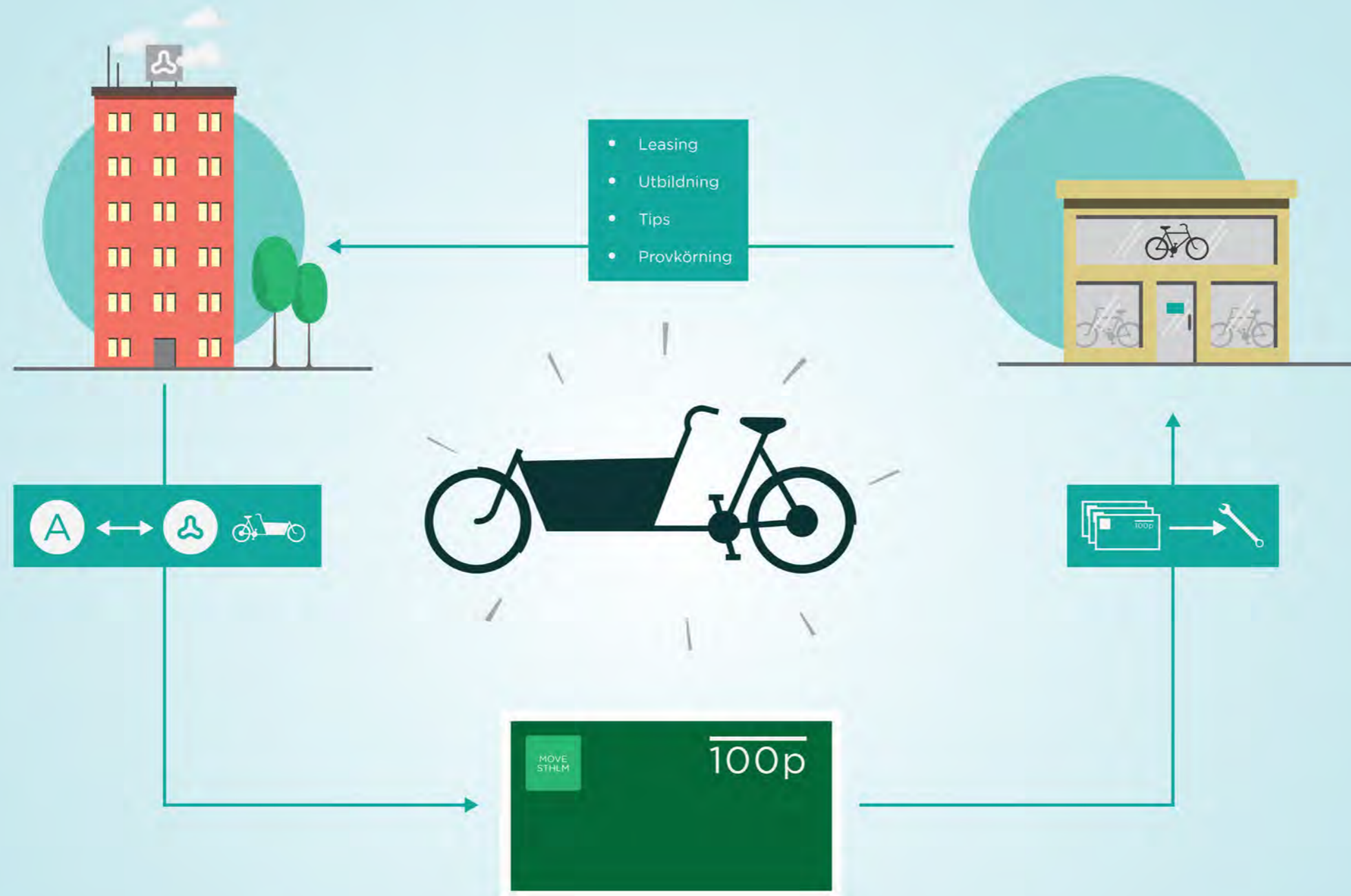


# Analysis using a practice theory lens



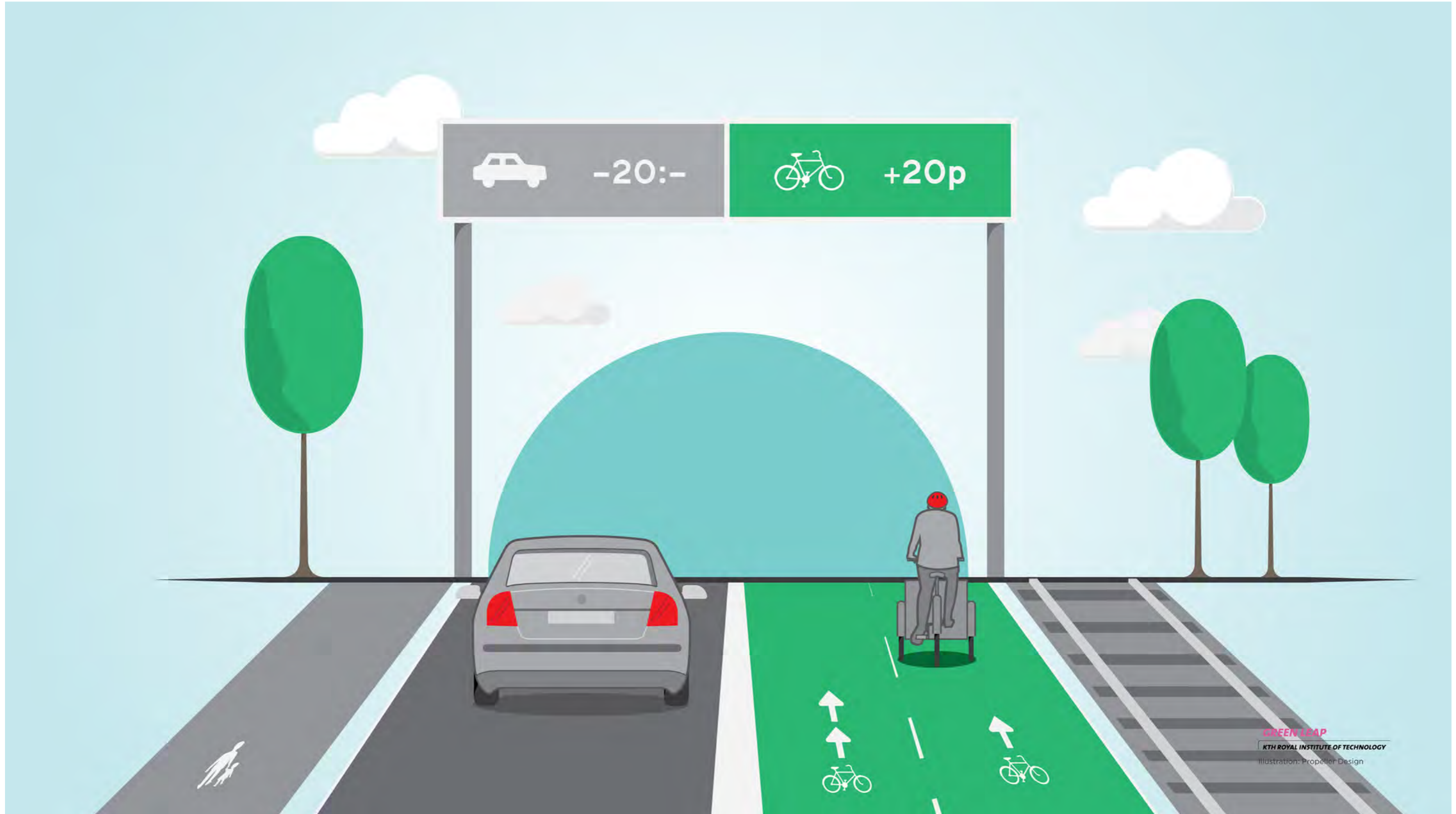


# Design concepts





# Design concepts





# Design concepts



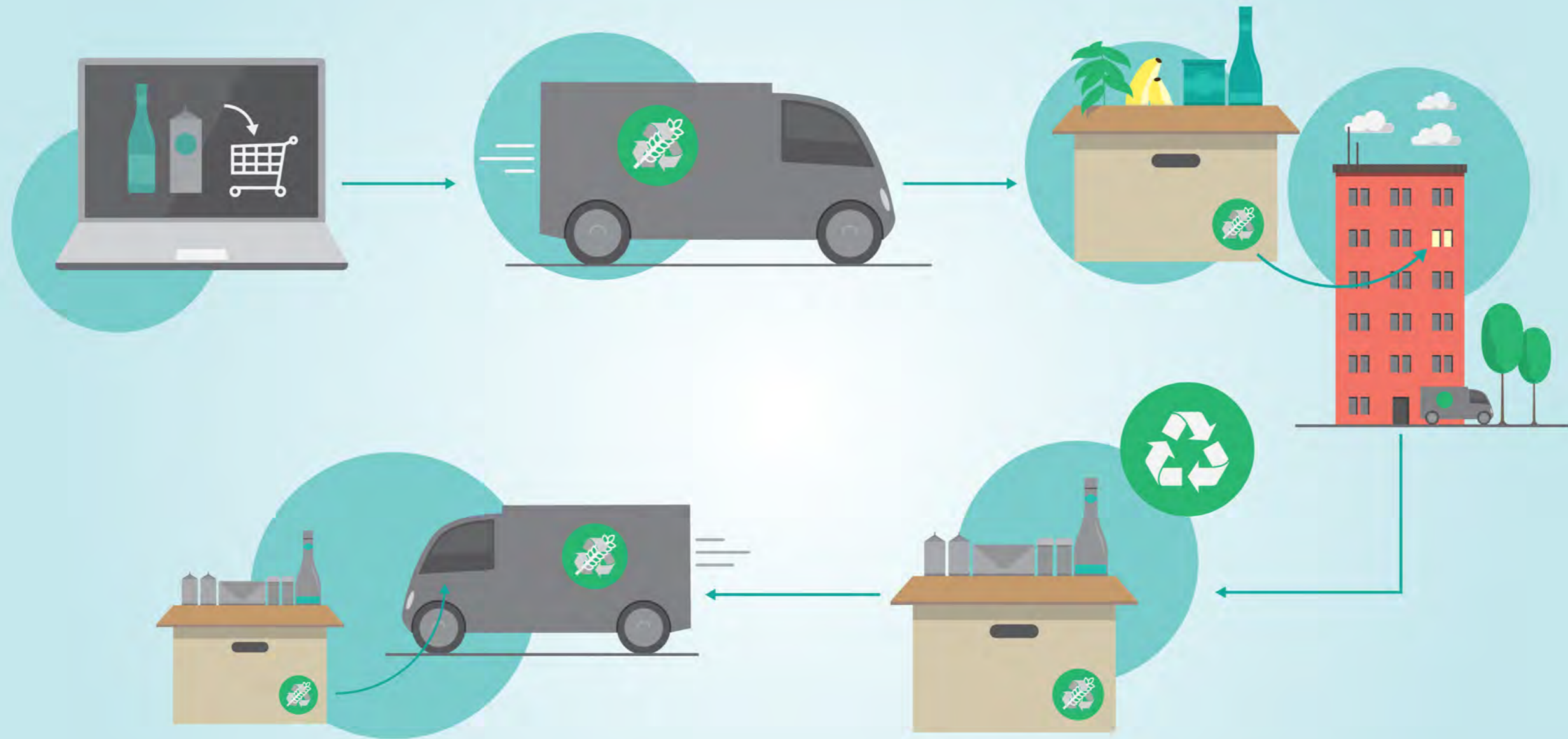


# Design concepts





# Design concepts





# Design concepts





# Change triggers



**DN. STHLM**

Teo Enlund, Hanna Hasselqvist och Mia Hesselgren från KTH-projektet "Ett bilfritt år".  
Foto: Beatrice Lundborg

MÅNDAG 21 DECEMBER 2015 • SVERIGES STÖRSTA MORGONTIDNING • GRUNDAD 1864

**Forskarnas förslag:  
Cyklister ska få betalt**

Bilister betalar trängselskatt - cyklister borde i stället bli belönade. Det föreslår tre forskare vid KTH som skissar på Stockholmstrafikens framtid. Sid 4-5

The image shows the front page of the newspaper DN Stockholm. The main headline is in large yellow letters: "Forskarnas förslag: Cyklister ska få betalt". Below the headline is a sub-headline in smaller white text: "Bilister betalar trängselskatt - cyklister borde i stället bli belönade. Det föreslår tre forskare vid KTH som skissar på Stockholmstrafikens framtid. Sid 4-5". The background of the page is a photograph of three people (two men and one woman) standing on a city street next to a black cargo bike. The bike has a sign that says "Ett bilfritt år" and "Bakfiets.nl". The newspaper's masthead "DN. STHLM" is at the top left, and the date "MÅNDAG 21 DECEMBER 2015" and other publication details are at the top right.