



The Gendered Landscape of Umeå

- 1. Nobody puts Baby in a corner**
Public art by Moa Krestesen and Mikaela Krestesen located at the hub for public transport in Umeå
- 2. Car park "Nanna"**
Working with gender mainstreaming, the 3R method
- 3. The city between the bridges**
The skateboarding park: "Sparken" and the organization "You Skate Girl"
- 4. Club Feliz**
RFSL – The Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights
- 5. The County Administrative Board of Västerbotten**
Responsible for the regional coordination of the national goals for gender equality
- 6. Fridhemsgymnasiet**
Gender segregated choices for high school-education
- 7. University Hospital of Umeå**
The second largest public sector employer in Umeå municipality
- 8. Umeå East**
Safety and transparency in the newly built railway station
- 9. Volvo Trucks**
The largest private employer in Umeå municipality
- 10. Underpass**
Elevation of the roof of an existing underpass
- 11. Ön**
General outline plan according to the method "Värderosen" ("value rose")
- 12. Statue**
Public Art – Figuration of the body
- 13. Pre-school Grönstenen**
Working with gender pedagogy
- 14. Geografigränd**
Sustainable Äldhem
- 15. Centre against violence**
Working with mens violence to women. Support directed at women and children victims of violence and men who have been or are at risk of being violent
- 16. IKSU**
Sports and gender
- 17. Umeå University**
UCGS – Umeå Centre for Gender Studies
- 18. Berghem pre-school**
Umeå's first public pre-school
- 19. Public park**
Permanent light installation
- 20. Soccer stadium "Gamliavallen"**
Practice hours for UIK (Womens' soccer team)
- 21. Hagaschool**
Attractive workplace on equal terms
- 22. City passage at Umeå Central**
Awareness raising, accessibility, safety and power in a newly built city passage



The Skateboarding park called "Sparken" is an arena for skateboard, inlines, kickbike and BMX. During the spring, summer and fall it attracts people all hours of the day. An active work has been done by the organization: "You skate girl" to challenge gender stereotypes in the park.



A political decision in the municipal board of leisure (1999) led to that practice hours were divided according to what division soccer teams played in, regardless of gender. As a direct result Umeå's leading women's soccer team Umeå IK got to choose their practice hours before the leading men's team Umeå FC.



The new city passage between the city centre and the neighbourhood Haga is an example of gender mainstreaming in physical planning. The architects have worked with space, height, daylight, rounded edges, gradual gradient, artwork and maximal transparency. Working with gender mainstreaming meant awareness raising on issues of safety, fear, violence and power in public spaces.

The gendered city bus tour - Umeå

The gendered city tour of Umeå is based on the report "Umeå – the gendered landscape" from 2009, and an original idea from the gender equality officer at that time, Helene Brewer.

The tour is a way of making the statistics in the report come alive and an innovative way of demonstrating concrete effects of striving for gender equality, work that has been led both by the municipality, but also by other organizations.

We will during the tour exemplify successful changes and landmarks in the city as well as illuminate remaining issues. The purpose is also to underline the importance of gender in society and show the results of a long term work with gender equality in Umeå municipality.

The work strives to reach the overall goal for gender equality in Umeå municipality: *"Create conditions for women and men to have equal power to shape society as well as their own lives"*

For more information on Umeå's work with gender equality, visit umea.se/jamstalldhet or contact gender equality officer Linda Gustafsson: linda.gustafsson@umea.se



By transferring the famous sentence from one context to another the artist build on the broad meaning it has. "Nobody puts Baby in a corner" encourages girls and women not to limit their movement in public spaces. It also encourages boys and men to give room in public spaces.



Umeå university has over 34,000 full-time, part-time and distance students. Umeå centre for gender studies is one of three research environments in Sweden appointed as a Centre of Gender Excellence by the Swedish Research Council.



Many of the preschools in Umeå have worked with gender pedagogy. That includes working with awareness raising and with gender neutral playing and clothing, video recording of the staff's interaction with the children, norm critical children's literature etc. The goal has been to increase the children's independency, regardless of their gender.