



***WELCOME TO***  
***THE CITY OF SOUND***

CCSI ECOSYSTEM EVENT  
City of Sound and the Sonic Ecosystem in Struer 29-30 September 2025



# WHO AM I?

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Struer Kommune

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Struer Municipality since 2009

Areas of work:

- Strategic development (City of Sound)
- Business development
- Urban development / placemaking
- Settlement
- Tourism

Education:

Cand.scient.soc. / MSc in Social Science  
Aalborg University

# STRUER MUNICIPALITY

*Close to people, technology & nature*

- 20,594 inhabitants
- Struer City – 10,000
- 1.7 billion in operating budget
- Struer Municipality – 1,780 employees
- 7 public schools with 1,800 students
- 147 km coastline ~ 7 meters per citizen
- 2 islands and 6 Limfjord harbors



# ***STRUER***

MARKET TOWN (1917)



RAILWAY CITY



INDUSTRIEL CITY



CITY OF SOUND (2013)



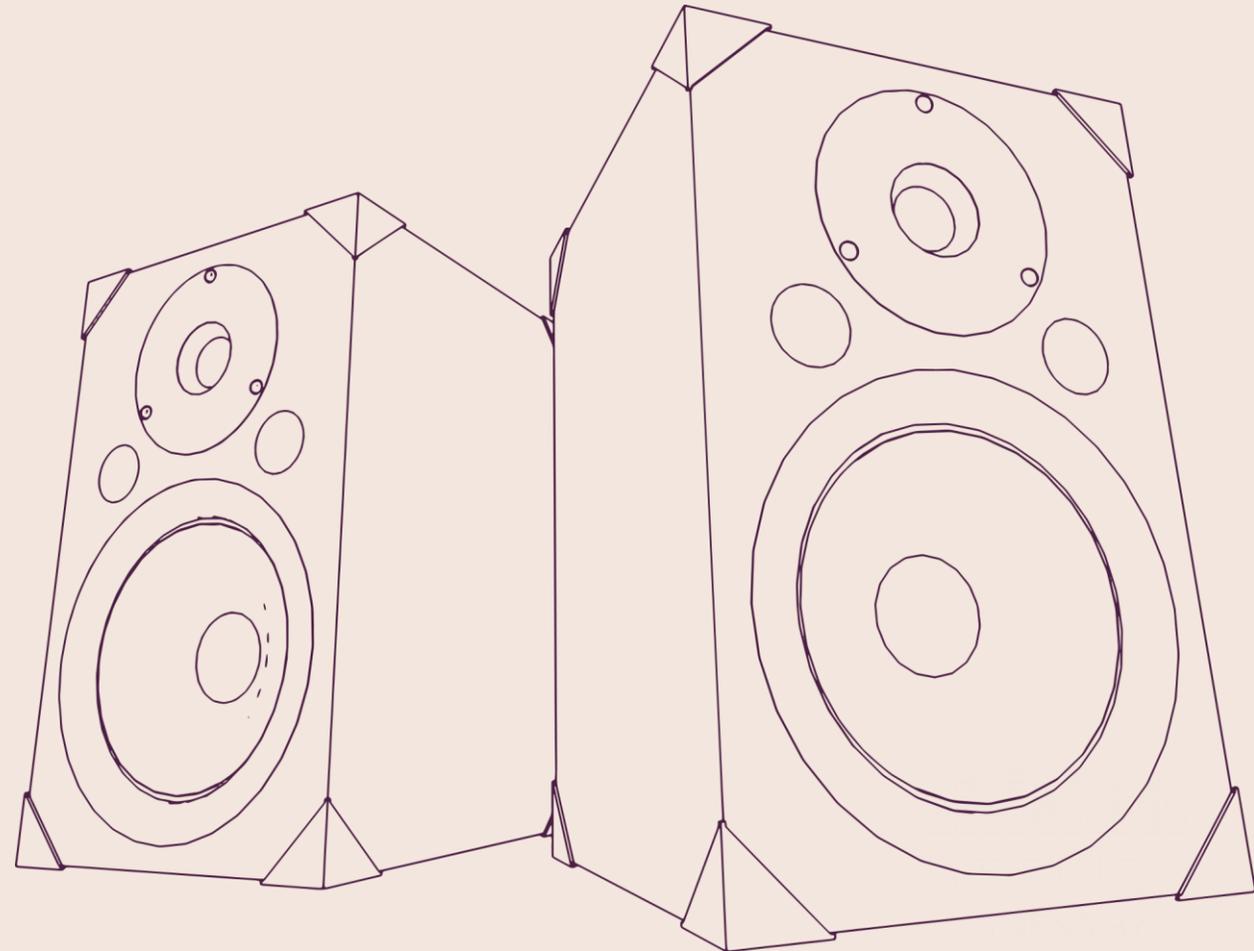
# ***THE CITY OF SOUND***

Struer is the City of Sound and the world's only municipality that uses sound as a driver for local development and growth.

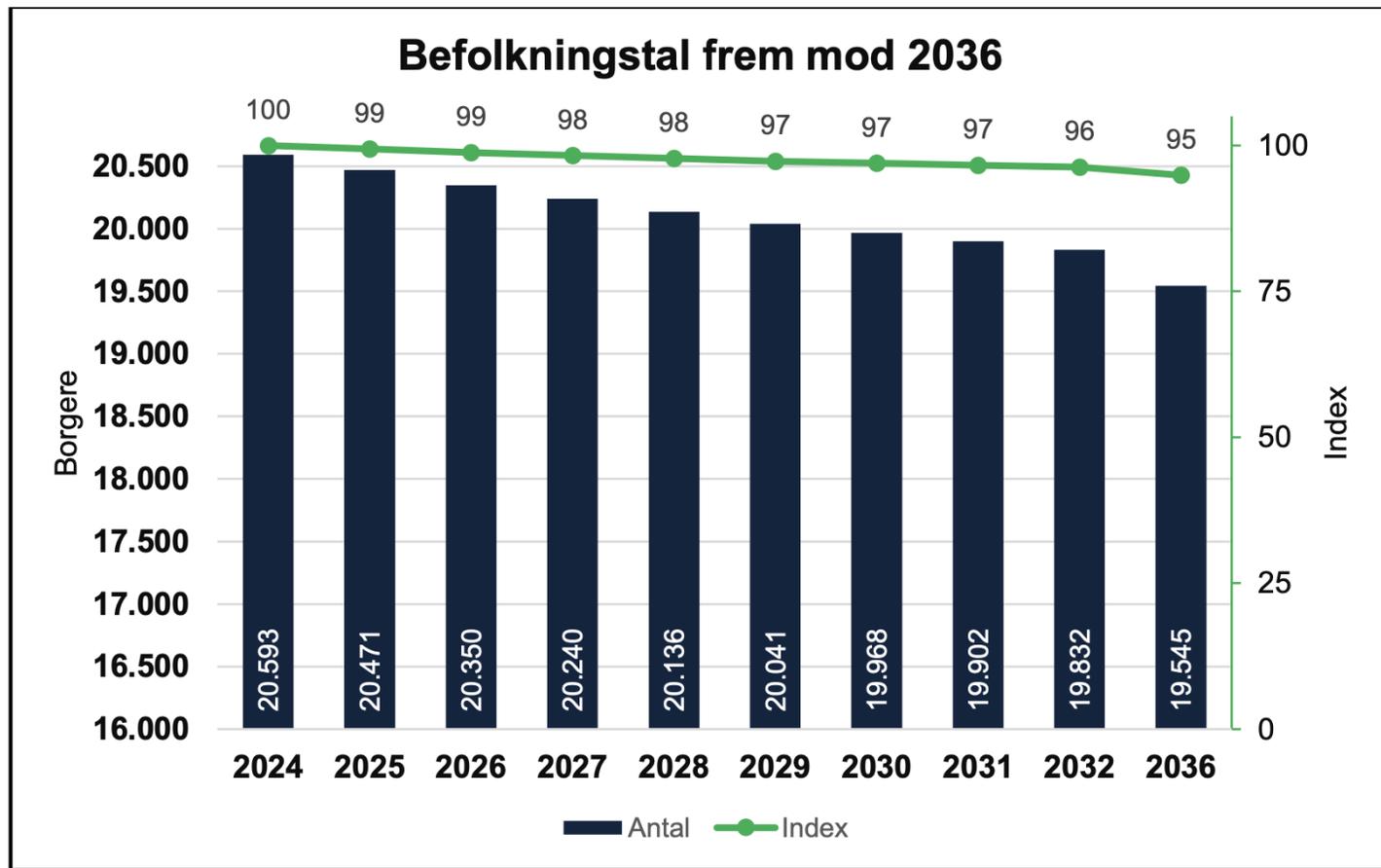
Sound has been the livelihood for people in Struer Municipality for over 100 years. Our proud sound traditions, originating from Bang & Olufsen, have shaped our DNA, enabling us to create, innovate, and use sound in a locally and international context.

In Struer we use sound as an amplifier to actively create welfare, innovation, and culture.

*The City of Sound is the dream of creating a good life - also for future generations.*



# POPULATION PROJECTION AND DEMOGRAPHIC COMPOSITION



# BRANDING

## HVORFOR BRANDING?

### DER SKAL KIKKES I VORES RETNING!

Lydens By brandet er unikt og har international rækkevidde. Derfor er branding af Struer som Lydens By relevant for centrale aktører i Struer Kommune. Brandingen af Struer Kommune skaber nemlig værdi for dem. Lydens By er noget vi i Struer Kommune er fælles om.



1. **INCREASED AWARENESS OF** Struer Municipality / The City of Sound  
The 95% who are not in the 'market'  
Specific target groups
2. **INCREASED PRIDE** and DIY communication  
Citizens, employees, ambassadors, etc.  
(understanding, engagement, and ownership)

# ***CITY OF SOUND*** **BRANDING BOARD**

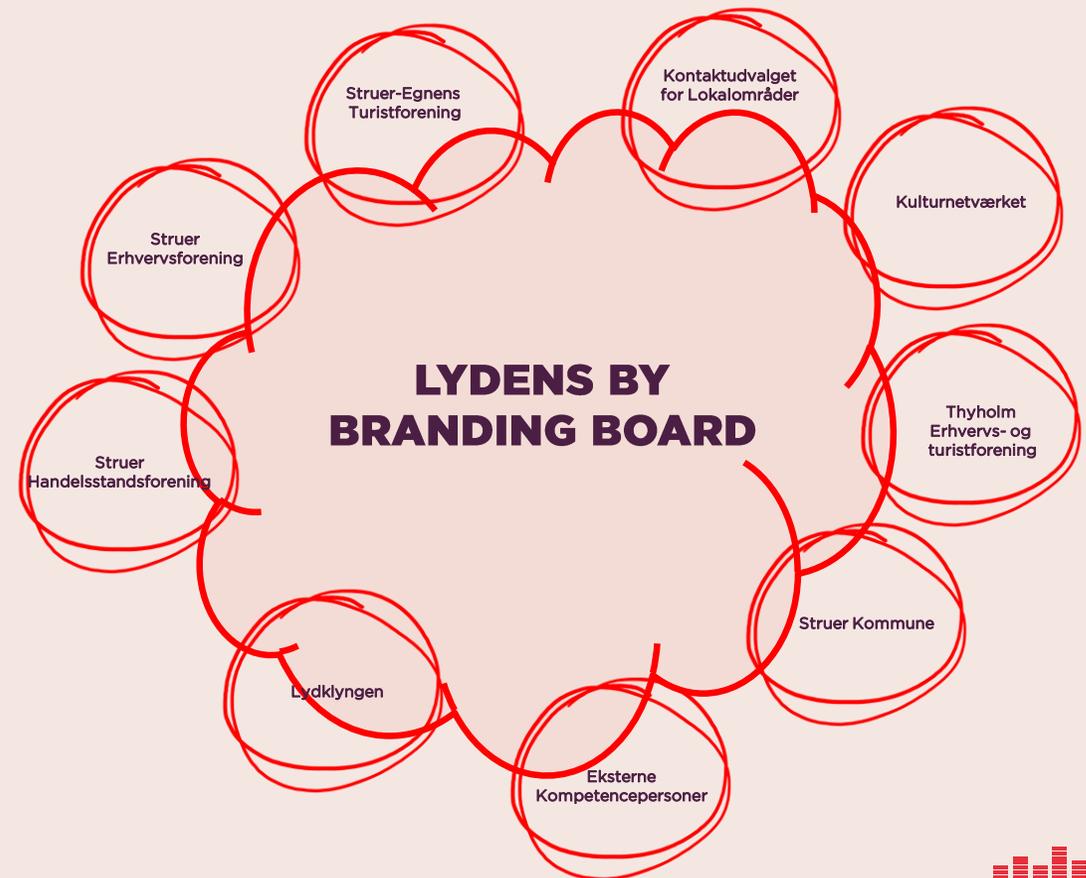
**- participatory place branding**

The role of the Branding Board will be to initiate actions that continue to develop and reinforce the branding of Struer Municipality as the City of Sound

## THE BRANDING BOARD HAS 12 MEMBERS:

- 1 representative from Struer Business Association
- 1 representative from Struer Retailers Association
- 1 representative from Struer-Egnens Tourist Association
- 1 representative from the Local Areas Committee
- 1 representative from Thyholm Business and Tourist Association
- 1 representative from the “sound cluster / sound initiatives”
- 2 representatives from cultural institutions
- 1 representative from Struer Municipality
- 3 external experts

Because the branding of the area has value for all of us!

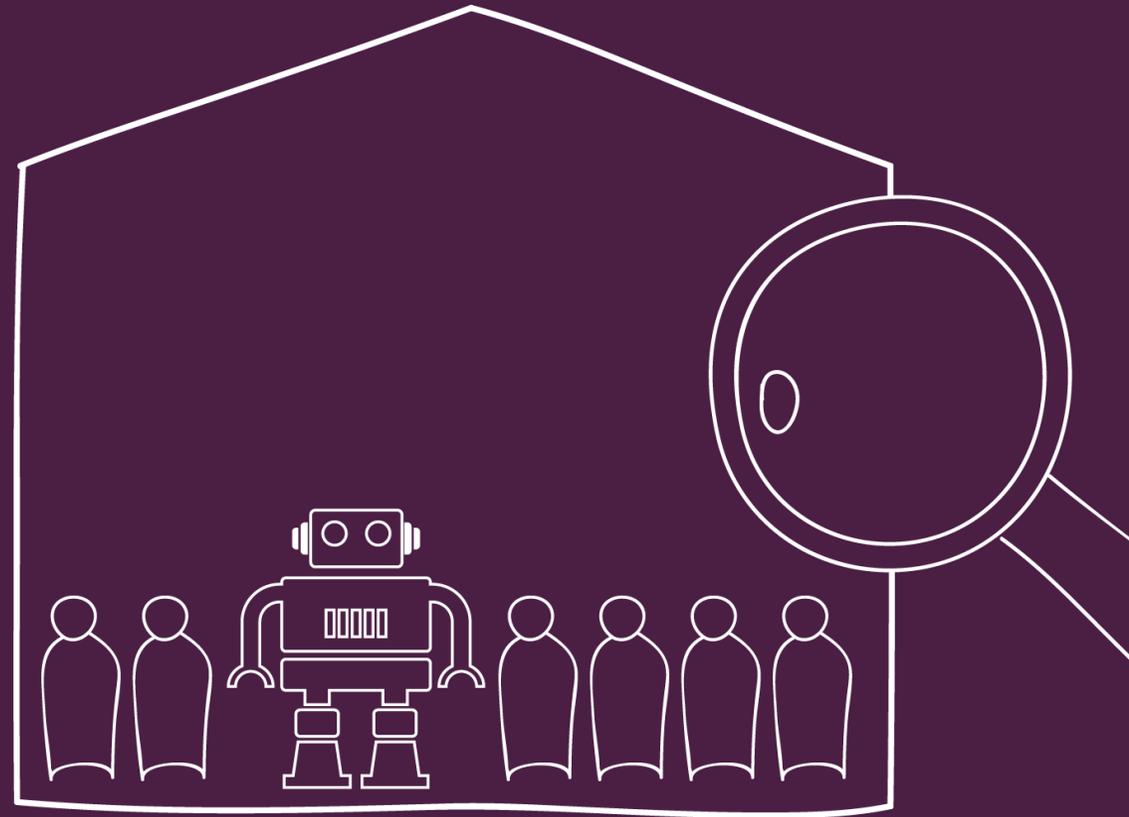


# PLACEMAKING

## - STRUER AS A LIVING LAB

Struer Municipality aims to be a Living Lab – exploring how sound can generate new knowledge and inspire innovative approaches to solving public tasks while driving local growth.

A place where new solutions are developed and tested in real-life contexts, applied in practice, and hopefully transformed into entrepreneurship and/or local value.



# SONIC PLACEMAKING

**SOUND** that activates different ecosystems across various areas, contributing to the municipality's development

## ENTREPRENEURSHIP

- Sound makes Struer Municipality Denmark's center for entrepreneurs, companies, artists, educational institutions, and others working with sound.

## WELFARE & QUALITY OF LIFE

- Sound is a tool for generating new knowledge, enhancing welfare services, improving quality of life for citizens, and increasing job satisfaction for employees.

## NATURE

- Sound is used to highlight and activate the municipality's natural qualities – encouraging people to stay and engage in activities.

## EXPERIENCES

- Sound is a platform to create, attract, and develop experiences and events that citizens and visitors remember.

## URBAN LIFE

- Sound is used to create new experiential qualities and awaken visitors' curiosity and playfulness, helping to generate life and attractions.

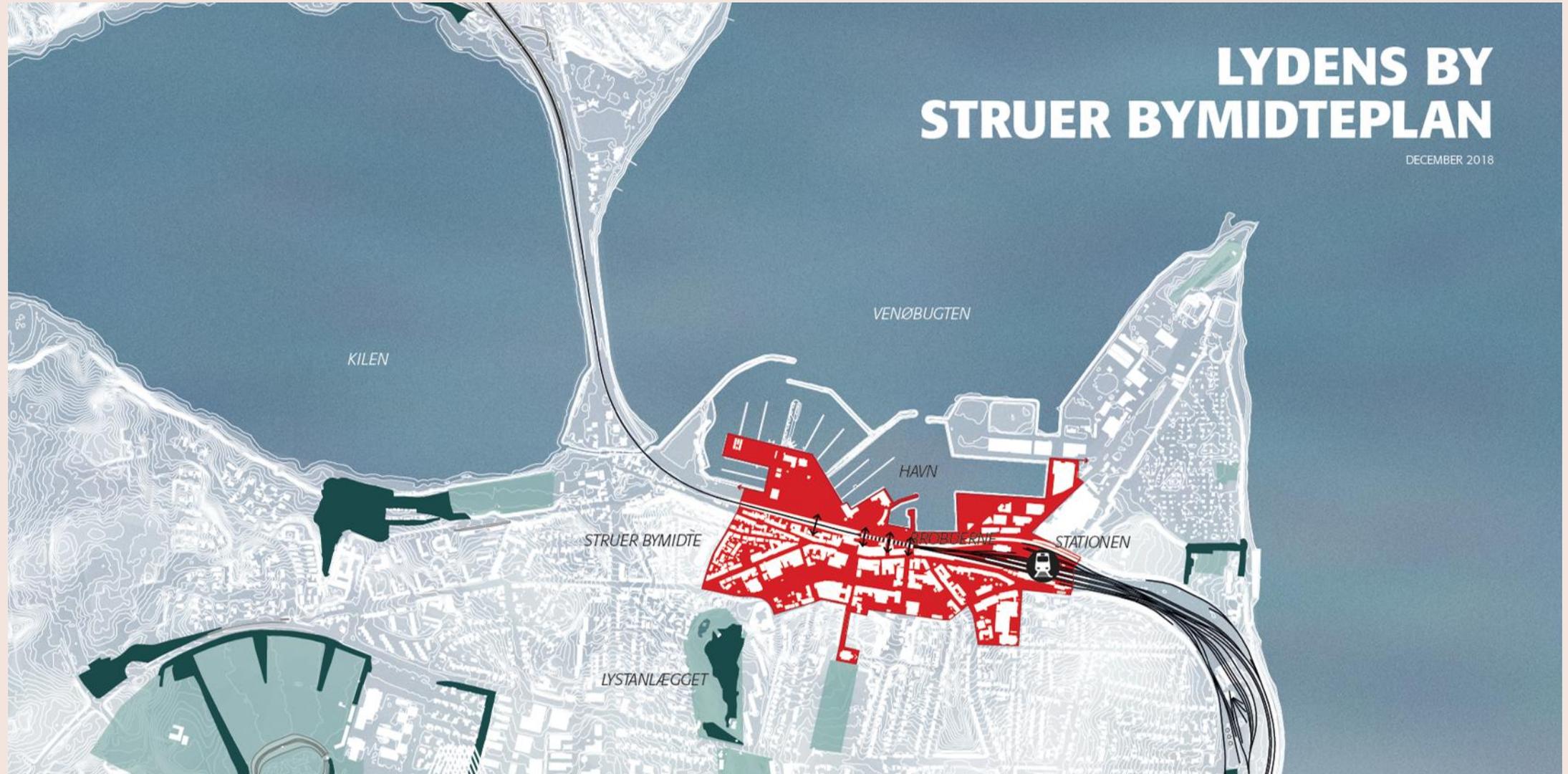


# ***SOUND*** ***EVENTS***

- using sound events as a driver for placemaking and to engage the local, national, and international ecosystem



# SOUND IN URBAN PLANNING



# SOUND MANUAL

9 TYPICAL SOUND ENVIRONMENT IN THE CITY

DIFFERENT SOUND SPACES CONNECTED WITH DIFFERENT SOUND ZONES



LYDMANUAL FOR STRUER BYMIDTE

	TÆTTE RUM	AFGRÆNSEDE RUM	ÅBNE RUM
Naturlig	Små og fine naturlyde kan høres: bladviselen, fuglekvidder bølgeskvulp, insekter: <b>haven</b>	Naturen udgør et miljø: en park, en skov, en strand eller lignende: <b>parken</b>	Det store landskab: blæst og bølger: <b>naturområdet</b>
Social	Stemmer høres tydeligt. Du og enkelte andre kan tale uforstyrret: <b>passagen</b>	Et rum, der defineres af nærværende aktiviteter: leg, sport, musik m.m.: <b>torvet</b>	Et rum, der genlyder af fjerne sociale aktiviteter: <b>pladsen</b>
Trafikal	Trafiklyde høres tydeligt og dominerer lydrummet. Det er vanskeligt at tale sammen: <b>fortovet</b>	Et rum, der defineres af trafiklyd: <b>vejen</b>	Et rum, der genlyder af fjern trafiklyd: <b>ved vejen</b>



# BY+HAVN

Lydens Have  
Lydbænken

# LYDENS HAVE

PROJEKT:  
LYDGARTNERIET

#nytbyrum#ophold

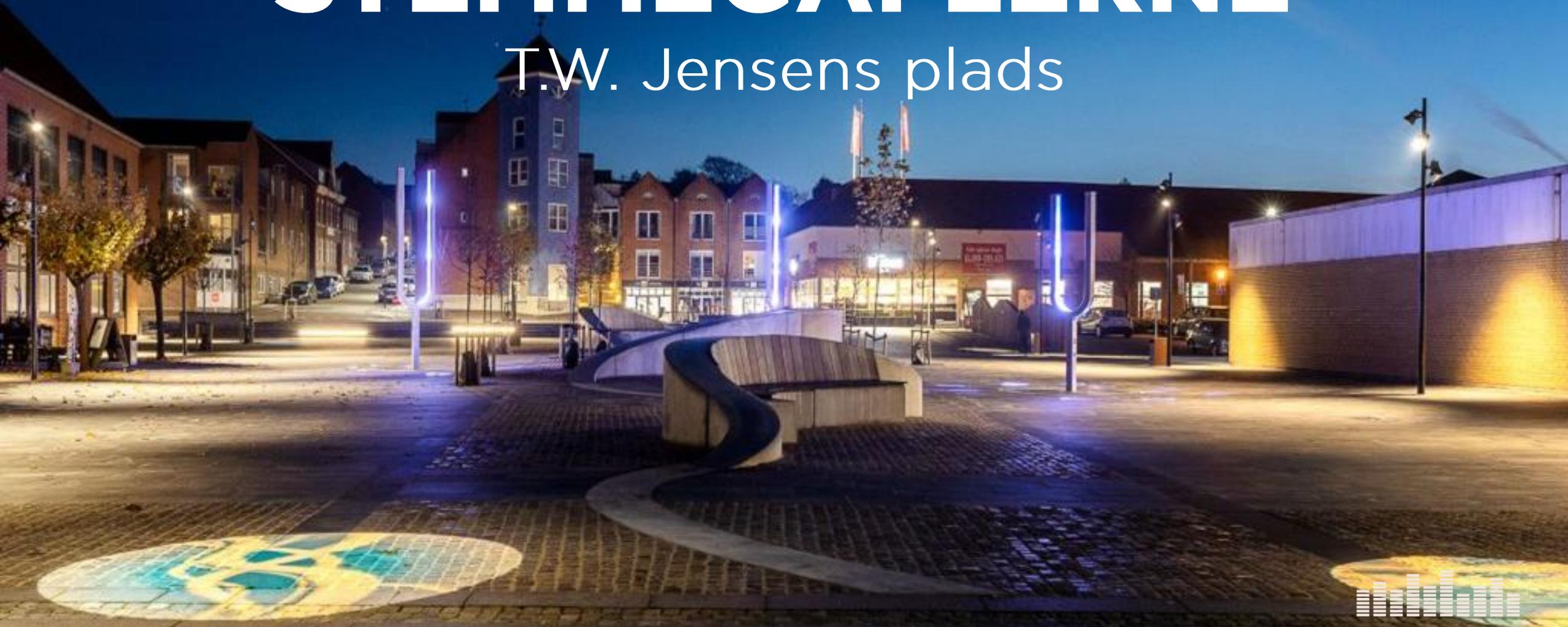
#sammenhængby&havn

#oplevelse#konkurrence#byliv

**STRUER**  
LYDENS BY

# STEMMEGAFLERNE

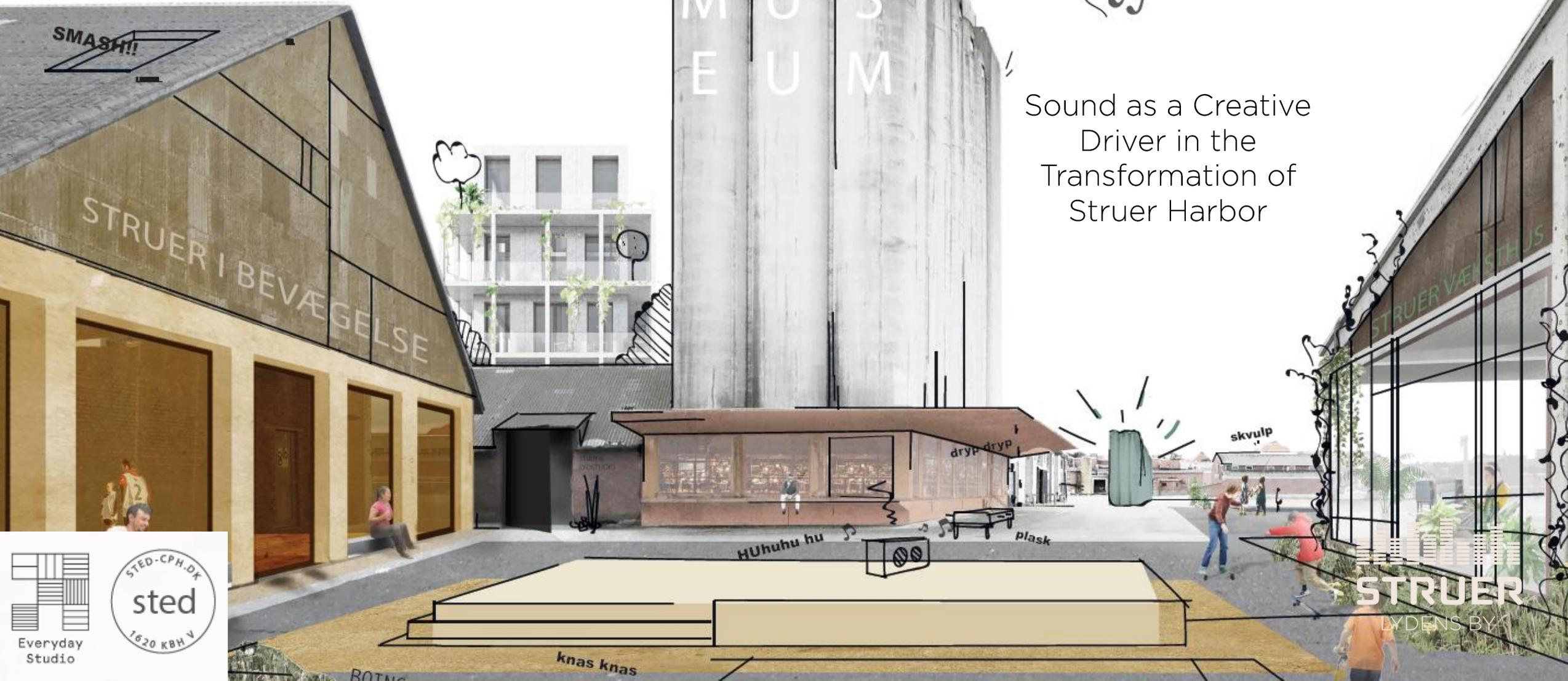
T.W. Jensens plads



#nytbyrum #ophold #oplevelse #konkurrence #byliv

# STÆVNE

- LYDEN AF LIV



Sound as a Creative Driver in the Transformation of Struer Harbor



A photograph of an art installation. In the background, a wooden fence is partially covered with a section of copper tiles. In the foreground, a wheelbarrow filled with copper tiles sits on a paved area. To the right, an orange traffic cone is visible. A red and white striped caution tape is stretched across the scene. A metal pole with a traffic light fixture is on the left. The overall scene is outdoors with trees in the background.

# ART WITH IMPACT

ARTS COUNCIL OPEN CALLS  
- The Sound of Future Urban Spaces

CHRISTIAN SKJØDT  
THE RECEIVER



**SOUND THAT  
CREATES NEW  
ATTRACTIONS**

***SOUND***  
***that amplifies***  
***local initiatives***



# THE SOUND OF STRUERS

# CULTURAL ENVIRONMENTS

- ANOTHER ECOSYSTEM THAT SURROUNDS US



# ***THE SILICON VALLEY*** ***OF SOUND***

- How to reach out to international stakeholders using local ecosystems



**1.**  
BANG & OLUFSEN

**2.**  
HARMAN - SAMSUNG

**3.**  
VELFÆRDSHUSET

**4.**  
STRUER LIVING LAB

**5.**  
SOUND HUB DENMARK

**6.**  
DANISH SOUND CLUSTER

**7.**  
UDD. INITIATIVET STRUER

**8.**  
NORDIC PODCAST ACADEMY

**9.**  
SOUND ART LAB

**10.**  
LYDLABORATORIET

**11.**  
STRUER MUSEUM

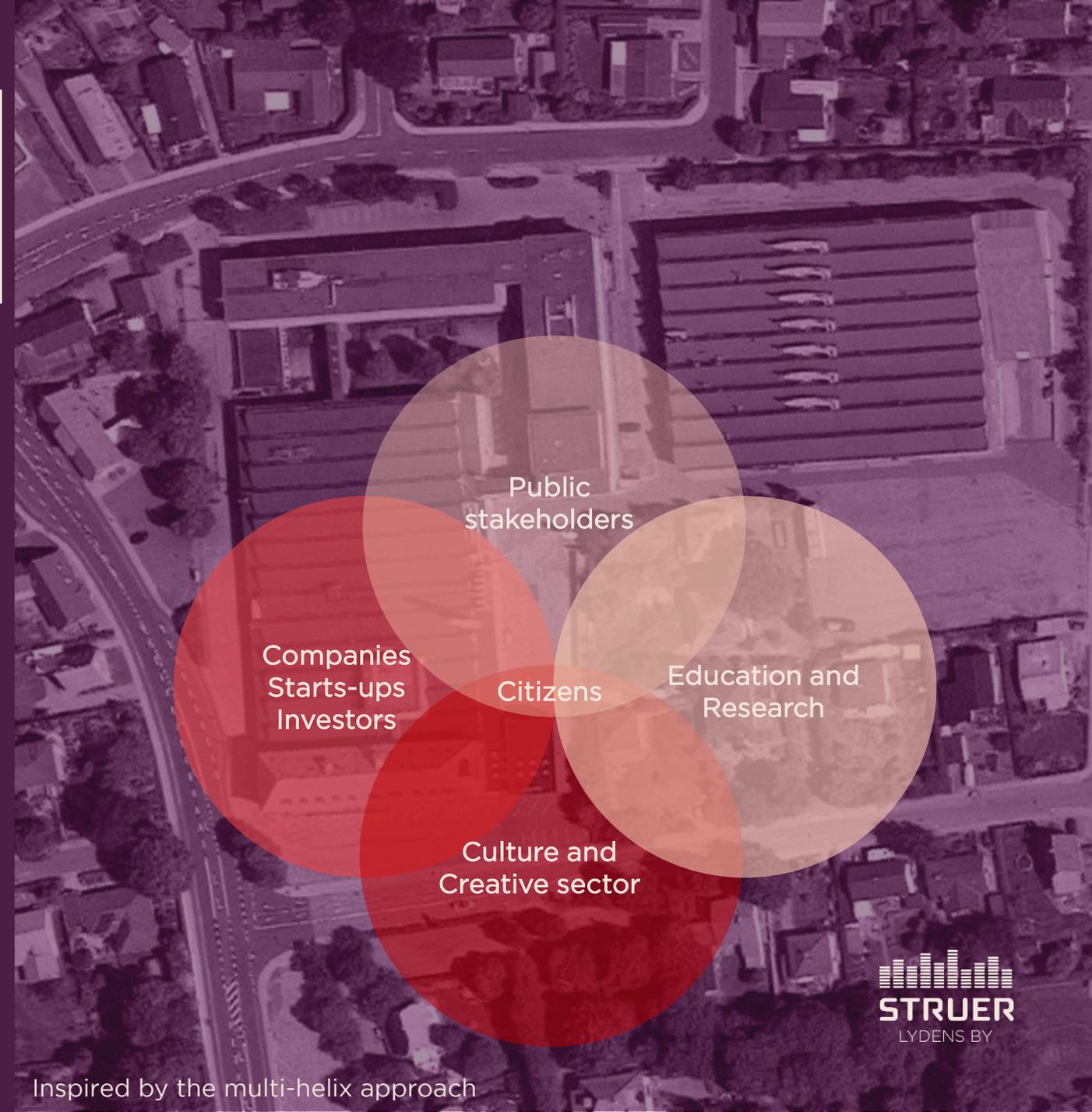
**12.**  
NATIONALT VIDENSCENTER  
FOR SONISK KULTURARV

# HOW TO CREATE THE BEST FRAMEWORKS FOR LOCAL ENTREPRENEURSHIP, INNOVATION, AND GROWTH?

*‘Dedicated and integrated cross-sectoral environments contribute to local development and growth – and to attracting and retaining talent’*

The key to unlocking future growth in Denmark

VÆKSTTEAM FOR ERHVERV



Inspired by the multi-helix approach

