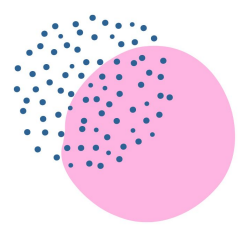




# PLACEMAKING WEEK EUROPE 2019

JUNE 12-15  
VALENCIA, SPAIN

STIPO  
LA MARINA DE VALENCIA  
PLACEMAKING EUROPE  
CREATIVE BUREAUCRACY



## [Welcome to the Placemaking Week Europe 2019 Report](#)

### ABOUT Placemaking Week Europe

[Placemaking Week Europe 2019](#) is Europe's biggest conference and festival celebrating the impact of placemaking on the urban fabric. Approximately 450 participants - a diverse mixture of placemaking professionals working on creating a better public space and city at eye level - met in Valencia from June 12th-15th. A variety of placemakers, politicians, civil servants, developers, big and small companies shared best practices, created new knowledge in interactive workshops, accelerated existing and new projects, and celebrated the growing contribution of placemaking in creating better cities.

Part of the conference was spent, learning from, and working with local challenges in La Marina de Valencia as well as in and around the city of Valencia.

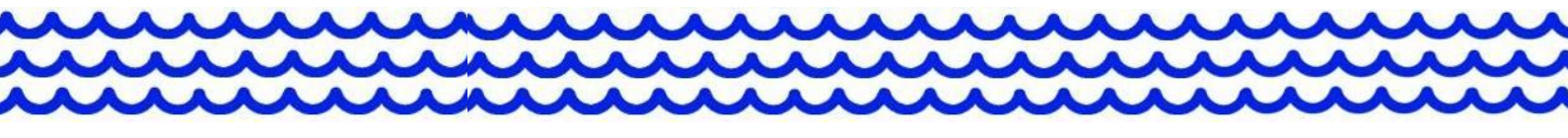
Placemaking Week Europe revolved around five main topics:

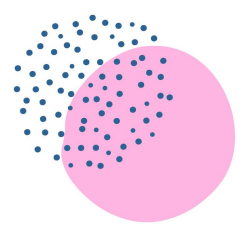
- Placemaking for Innovation
- Creative Bureaucracy
- Open-source sharing from placemaking practice
- Future-proof cities through placemaking
- Waterfront cities

Placemaking Week Europe 2019 was organized by [La Marina de Valencia](#), [STIPO](#) and [Placemaking Europe](#) with the special participation of the [Creative Bureaucracy Festival](#).

**Special thanks to [Maria Visuals](#) for beautifully capturing  
so many wonderful moments at the conference!**

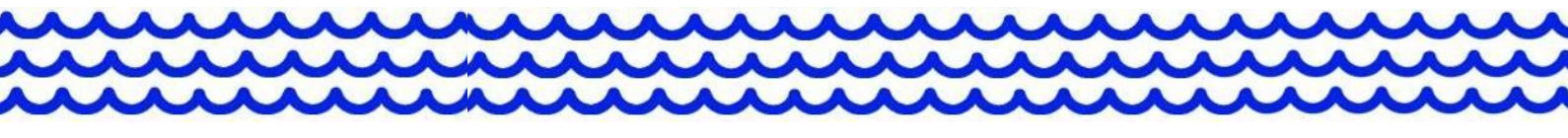
**[View presentations from Placemaking Week Europe 2019](#)**

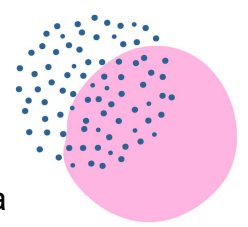




La Marina de Valencia has been an incredible opportunity to rejoice of the accomplishments the European and international placemaking movements have achieved so far and remind the potential of such spread out yet familial bond that unites placemakers around the world. Most of all, the celebration of Placemaking Week Europe in Valencia was particularly rewarding for those local placemakers who got to share their incredible work with an international audience, pioneering the creation of a stronger and more cohesive Placemaking movement in Spain. From the perspective of La Marina de Valencia, Placemaking Week Europe 2019 has proved the solidity of its recently born placemaking-oriented strategy for public space planned to be implemented during the years 2017-2021 and now starting to deliver its first promising results. The Strategic Plan 2017-2021 outlines a new vision for the future of La Marina de Valencia aiming at transforming its economy, urban and cultural environment through both tradition and inventiveness.

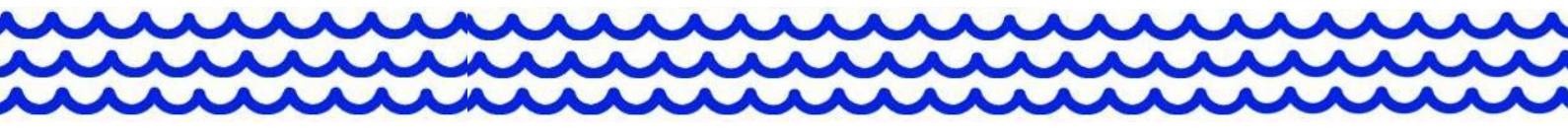
The use of placemaking tools and principles is what defines our process to convert La Marina into the city's engine for economic development and to make its public space more sustainable, inclusive and dynamic. We believe that it is only through a co-creation of the city that the urban environment can attain such results. This is why since 2017 La Marina de Valencia has initiated a process of co-creation and co-design of its strategy and its urban environment that developed not only through the involvement of the local community but also through the sharing of expertise and best practice with the international community of researchers, practitioners and citizens interested in the sustainable development of our cities. It is in its sharing potential that Placemaking Week Europe 2019 finds its deepest meaning for La Marina de València. We shared knowledge, best practices and a lot of inspiring content. We also shared beers, good music and lots of fun enjoying the waterfront's public space. Most of you have surely taken a dip in the swimming pool in front of La Base, a newly inaugurated project that takes us back to the last century when swimming was allowed in la Marina. It was heartwarming to see how many youngsters from the surrounding neighbourhoods have crowded the swimming area since the opening day and it was a pleasure to share with you such a symbolic achievement.



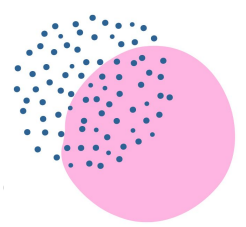


The public space strategy of La Marina de València is as of today an ongoing and unfinished process, but isn't it in the unfinished where placemaking thrives? Our cities being in constant transformation, the urban space can no longer be planned in a permanent and rigid way, imposing urban manners and lifestyles but must allow for flexibility and adapt to spontaneity and co-creation. La Marina de València is where placemaking is chosen as a core value, naturally leading to innovation that thrives in the public space. We are honoured to count those of you who could witness Placemaking Week Europe 2019 as part of our enlarged family of placemakers and we want to thank each and every one of you for having taken part in this beautiful gathering. It was your contribution together with the hard work of our team that made Placemaking Week Europe 2019 a great success. Thank you!

Finally it is really important to contextualise the choice to host Placemaking Week Europe 2019 and 2020 in València. The city has recently been booming in terms of lighter, quicker, cheaper approaches to urban development and public space design aimed at the making of a more inclusive, sustainable and enjoyable urban environment. Recently many innovative projects have been developed, among others the opening of a city-wide bike lane, the transformation of previously underused or car-use oriented public spaces into comfortable pedestrian zones and the reconversion of the waterfront into La Marina de València, a public space for the citizens and inspired by their needs and traditions. Despite the concept of placemaking being a very recent addition to the valencian urban strategy discourse, it has characterised many of the local initiatives. The same can be said about initiatives implemented in other spanish cities. Some of these were represented in Placemaking Week Europe 2019 already but hosting the 2020 edition in Valencia will enable us to observe the growth and strengthening of our placemaking network in Europe and in Spain whilst witnessing a nation-wide placemaking explosion.

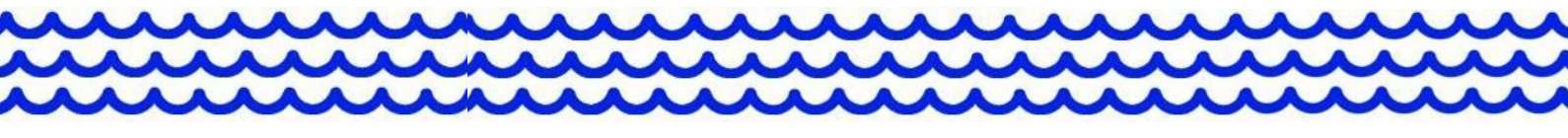


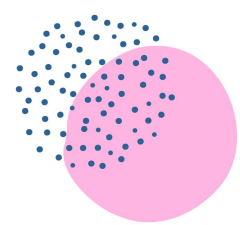
SOME PRAISE for Fred Kent and Katy Madden: The Placemaking Europe Award 2019 - Who better to receive the first annual Placemaking Award more than Fred Kent and Kathy Madden?



Fred and Kathy started working on placemaking over 40 years ago and began these developments working directly with William H. Whyte and Jane Jacobs - the original public space experts. Fred and Kathy took their lessons, and turned them into a method for practice: placemaking. They built up [Project for Public Spaces](#), working with communities in countries all over the world. Since 1975, they have worked with over 3,000 communities in 47 countries. Through this, they have helped to transform spaces into places throughout the globe, and in the meantime laid the foundation for the international placemaking community. They were the driving force behind the placemaking principles embraced at the highest level - specifically, the [New Urban Agenda](#) adopted in Quito in 2016. Now, Fred and Kathy are active and keen to boost the impact of placemaking by empowering global networks through [PlacemakingX](#) and the [Placemaking Fund](#).

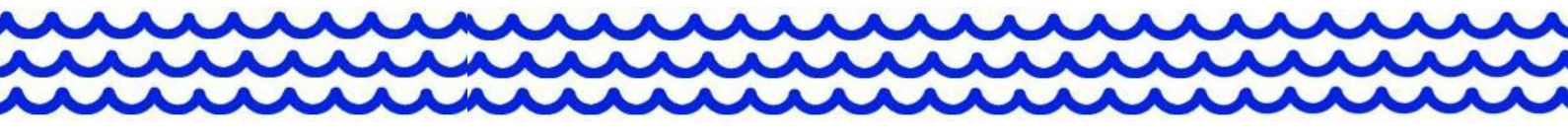
During [Placemaking Week Europe in Valencia](#), June 2019, [Vivian Doumpa](#) and [Hans Karssenber](#) had the honour to hand out the annual Placemaking Europe Award to Fred and Kathy. During the ceremony, they recalled the first time they met at Place Games in Amsterdam. This introduction years ago opened a new abundance of opportunities, a new language, and a new body of knowledge. This dynamic duo exemplified that you first and foremost need to be a person, and only subsequently, a professional. Moreover, they have taught the community that developing places is not only rational, but very human and emotional; that it is not about fancy top down plans, but primarily about social life. This was so beautifully illustrated in Valencia again by The Social Life of Great Waterfronts exhibition: great marinas are about social life. The exhibition displays the premier of a staggering 750,000 photo archive made personally by Fred and Kathy observing and recording what people do in public space.

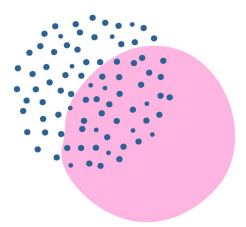




After the first [Placemaking Week in Vancouver 2016](#), Hans visited Fred and Kathy. At the end of the meeting, they were already organising Placemaking Week 2017 in Amsterdam. That event proved to be the start of [Placemaking Europe](#) - beginning with 80 individuals from Europe, growing to 200 attending Stockholm in 2018; and 450 attendees this year in Valencia.

Fred and Kathy have always said they would not accept an award as they feel the award should be for the community. In this case, the community of European placemakers wish them to accept this award on their behalf. We are extremely happy that Fred and Kathy accepted with pride. Of course, they would not have been themselves, if they would not have made everyone in the audience hug each other during this emotional highlight of the Placemaking Week 2019. We look forward to many more hugs, and working to increase the impact of placemaking with PlacemakingX.





## Top Thematic Takeaways

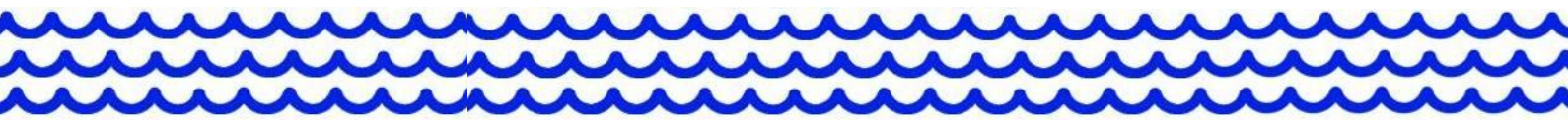
Future-proof Cities through Placemaking must be done through a network of proof - we must build it and encourage ownership of space, feelings of belonging, and love. Placemaking ensures flexible systems that can adapt for future scenarios. There is learning in the 'failures'.

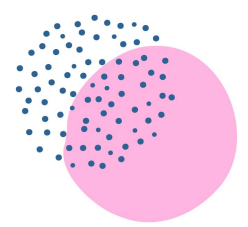
Waterfronts are fantastic opportunities for community space and activities. They also offer mixed use for inclusion for everyone, adaptable space, and design to pursue multiple goals.

Creative Bureaucracy finds ways to YES, YES, & YES. Moreover, it is organisational change in a mindset, not just one bureaucrat being brave alone. A future direction could lead towards exploring topics such as temporary municipalities.

Open-source Sharing from Placemaking Practice is necessary because we are all richer when we share. This process encourages democracy; for example, an open-source tool proposal to change public space includes using Google street view, sketching submissions to alter the streetlevel, and open voting for change.

Placemaking for Innovation inspires us to make our shared values more explicit and cherish the diversity.





## New Collaborations

### The Journal of Public Space

Together with [The Journal of Public Space](#) (JPS), we have partnered to collaborate towards a long standing placemaking section within the open-source and inclusive journal. This endeavour is led by Luisa Bravo (The Journal of Public Space Founder and Editor in Chief), Jeroen Laven (STIPO & Placemaking Europe), Ciarán Cuffe (Dublin City Councilor), Wouter-Jan Verheul (TU Delft), and special input from Beitske Boonstra (U Gent) among others.

During the drafting period of the journal's 9th edition this past spring, together with Luisa Bravo, the idea originated to create a recurring section written from a placemaking perspective. [This publication](#) includes articles, 'Leading urban change with people powered public spaces. The history, and new directions, of the Placemaking movement' by Ethan Kent, as well as 'Placemaking in the European context. The movement is here to stay' by Jeroen Laven, Anna Bradley, and Levente Polyak.

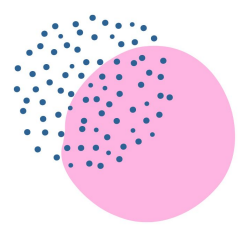
Together we will write placemaking articles to be featured within the Journal of Public Space touching on the journal's current theme and relevant topics. The journal is a research project developed by [City Space Architecture](#) in partnership with [UN-Habitat](#) that seeks to bolster knowledge exchange regarding public space and societal implications.

**Are you interested to collaborate with us on this?** Please reach out. We are keen to increase placemaking impact through articles and publications in inclusive, multi-disciplinary, and open-source manners. In this placemaking editorial group, we seek to incorporate articles from both practitioners and academics.

Further, we welcome you to use the **Placemaking Week Europe 2019** report to assist in writing about your experience at Placemaking Week Europe and the Placemaking Europe network.







## PlaceCity JPI

Starting in 2018, Placemaking Europe collaborates with international partners in Austria, Belgium, and Norway. At the PlaceCity workshop, the JPI Urban Europe project “PlaceCity – Placemaking for Sustainable, Thriving Cities” was introduced. It is kickstarting an open source European Placemaking Toolbox. The two case studies in Vienna and Oslo were presented and the participants of the workshop gave very valuable input for the next steps.

Speakers: Mara Haas (Superwien Urbanism Vienna), [Andreas Trisko](#) (City of Vienna), [Jeroen Laven](#) (Placemaking Europe & STIPO), [Laura Martinez](#) (Nabolagshager Oslo), [Bahanur Nasya](#) (Eutropian), [Rozina Spinnoy](#) (BIDs Belgium), [Anna Louise Bradley](#) (STIPO)

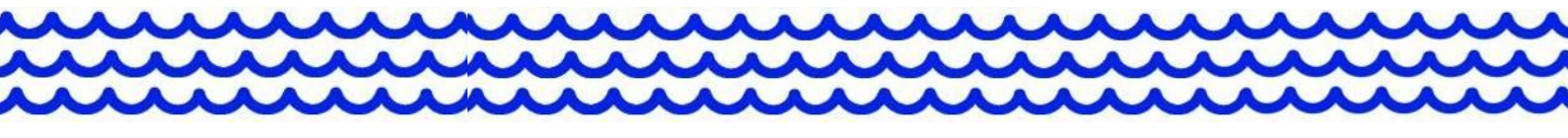
## placecity Floridsdorf vienna

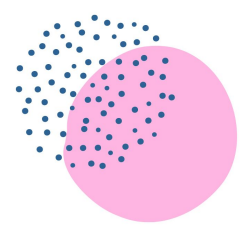
### PlaceCity Floridsdorf

Andreas Trisko, the head of Municipal Department MA 18 (Urban Development and Planning) talked about the history as well as today's challenges and potentials of Floridsdorf, the project area in the case study Vienna. He also gave an input about some tools that already exist in Vienna and how the city administration can use the Placemaking Toolbox.

Mara Haas (superwien urbanism), presented the main goals and further process of the project. The main objective of the pilot project PlaceCity Floridsdorf is to activate and strengthen the center of Floridsdorf, the 21<sup>st</sup> district of Vienna. In order to reach this goal, they will develop a Framework Strategy to vitalize the urban space and make it useful for the local population. In a co-creation process, urban agents and networks will be activated and empowered to become part of the project. Based on the Framework Strategy, different placemaking tools will be tested and evaluated in the project area. The results will lead to an implementation policy, including recommendations for the city administration.

The approach of the consortium is, first, to analyze what is already there, where are deficits and potentials and who are the key players. A platform of activities and their “persons in charge” will be created. Impulses will be set through collaborative and participatory activities, however, temporality should also lead to sustainable permanence.





# placecity Oslo

## Pilot project Oslo

Nabolagshager have, in cooperation with a number of European actors, had a project proposal called «PlaceCity, placemaking for sustainable, thriving cities» approved for funding. The support comes from the JPI Joint Programming Initiative, which is a cooperation agreement between the Norwegian Research Council and sister organizations in selected European countries. The call topics were about strategies to solve urban challenges; [«Making Cities Work»](#), by gathering city administrations, business and other stakeholders in experience exchange, networking moving forth concrete solutions. PlaceCity is one of a total of six European projects that have been granted supported from this call.

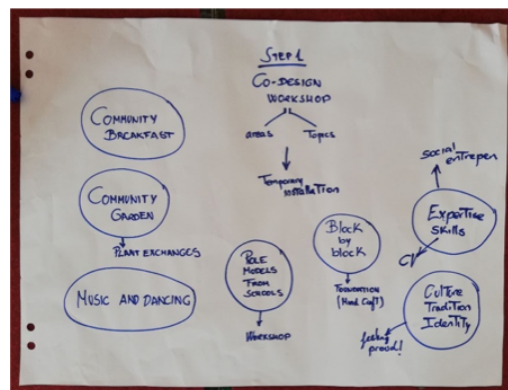
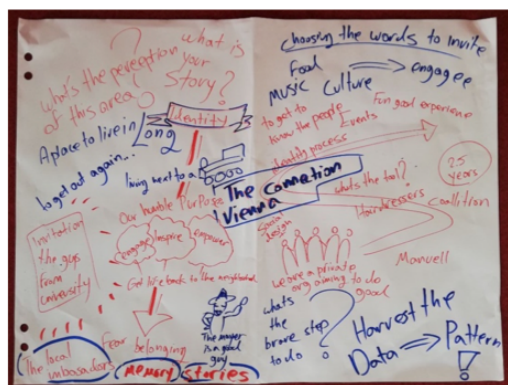
**GOAL:** Empower at-risk youth and create meeting places across demographic groups.  
**Socioeconomic challenges in Grønland:**

- 50 % of children grow up in poor families
- 1/3 of youth do not complete high school
- The area has the highest proportion in the country of young people that is pessimistic about their future
- 25% of youth believe they will become unemployed
- Even though the area has a very high usage of public spaces, mainly due to large families living in small apartments, the quality of the public spaces is low
- There is a lack of after school and spare time activities for youth in the area

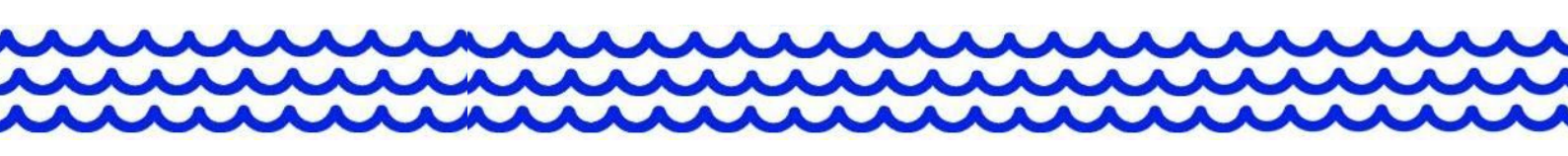
## KEY FINDINGS

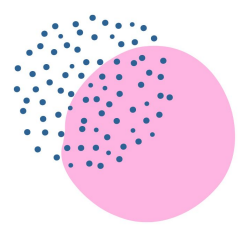
PlaceCity Floridsdorf: In the discussion, participants gave valuable inputs about how to activate local actors and engage the community. According to the participants, it is very important to use the right language to invite locals. Organizing events where we offer them food, music or culture are a good way to catch their interest. Also, we should try to collect individual stories from who live and work in the project area, in order to find out what the perception of this area is and build on our strategy on this.

See the PlaceCity presentation [here](#). Instagrams: [PlaceCityOslo](#) and [PlaceCityVienna](#)



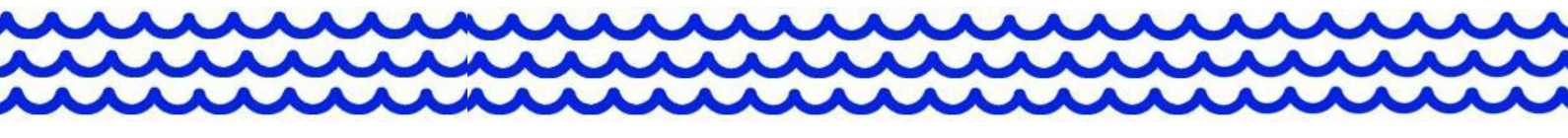
Results PlaceCity Floridsdorf (left) and Oslo Grønland (right)

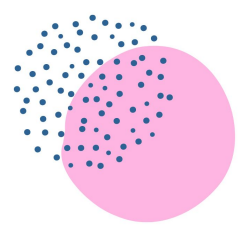




## Placemaking Week Europe 2019 Overall Takeaways

1. Placemakers are interdisciplinary experts in the design and perception of public space. Placemaking is aimed at citizen well-being and is often political.
2. Placemakers are in about equal shares from the private and the public sector with a large network of co-creators and stakeholders. The local government is a natural partner for the city and placemakers. Let's create more creative bureaucracy through positive action. Placemaking adds value. We should form new coalitions with market parties.
3. We need to make our shared values in the Placemaking Europe network more explicit and cherish the diversity.
4. Inspiration, networking, and knowledge support are important to Placemaking Europe Network.
5. Through Placemaking Europe and Placemaking Week Europe 2019, we have started a whole new set of projects.
6. We have the attention and support of European partners and the United Nations - let's turn this into a shared agenda.
7. Support to the open-source toolbox! We should increase the variety with videos, manuals, games, etc.
8. Big themes ahead are place-led development, place management, and financing models.
9. Challenges ahead also include climate change, placemaking for peacekeeping, refugees and politics.
10. We love working in cities that take action and welcome collaborations.





## Evaluation Results

It is important for Placemaking Europe to understand the makeup of the network. *Who are we? Where do we come from? How diverse is the network?* Through identifying our network more acutely, we can play on our strengths, while also striving toward improvements using an intentional and goal directed methodology.

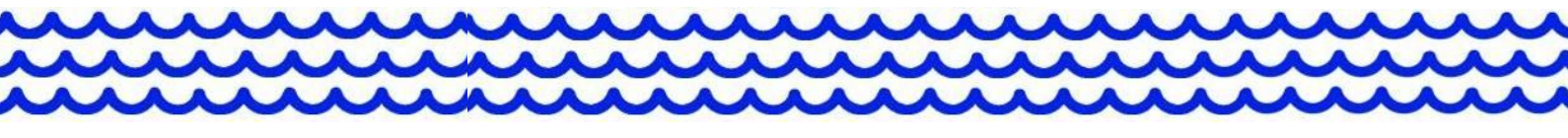


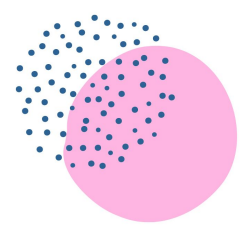
This world map showcases the locations where participants come from. The bottom right depicts a more zoomed in picture of Europe. The darker the orange colour, the more concentrated participants are in that location.

Participants at Placemaking Week Europe were invited to complete a survey created by [Martin Adler](#) at the [AtAdlerAdvisory](#).

Important outcomes of the survey (derived by Martin Adler) are presented underneath followed by our interpretation of these results. This evaluation seeks to sketch a more encompassing and robust understanding of the participants within the Placemaking Europe Network.

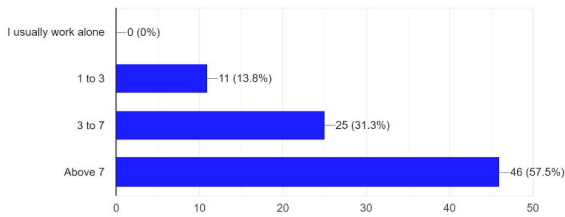
[To explore the full survey report, please see here.](#)





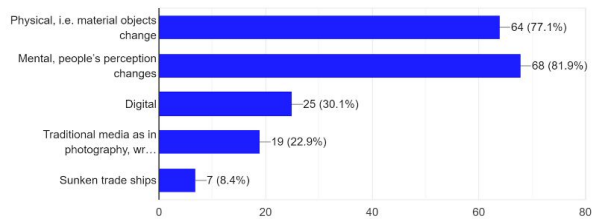
### 9) On average, how many people cooperate together on projects that you are involved in?

80 responses



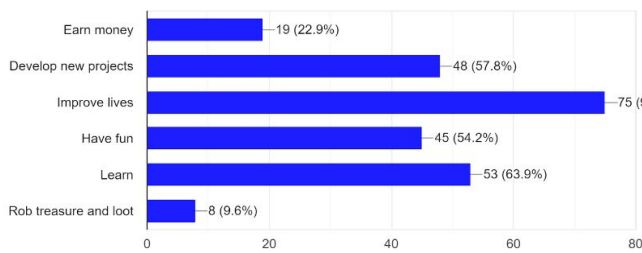
### 12) My work outcomes are...

83 responses



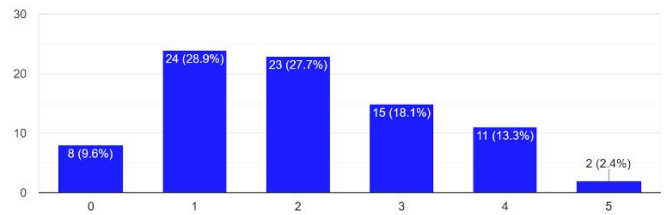
### 14) What are your main motivations?

83 responses



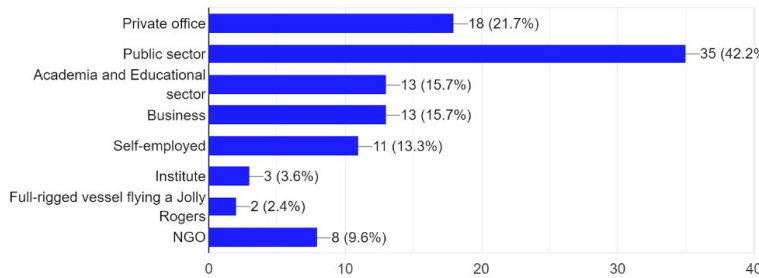
### 20) I spend ...% of my work time looking for new projects and applying for tenders.

83 responses



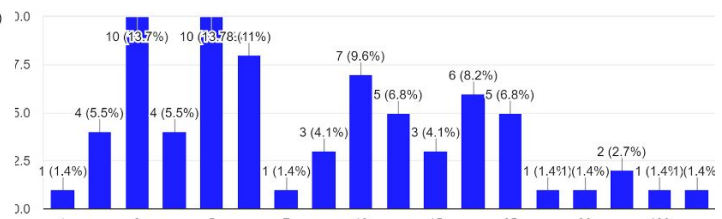
### 4) What is the primary organization you work for?

83 responses



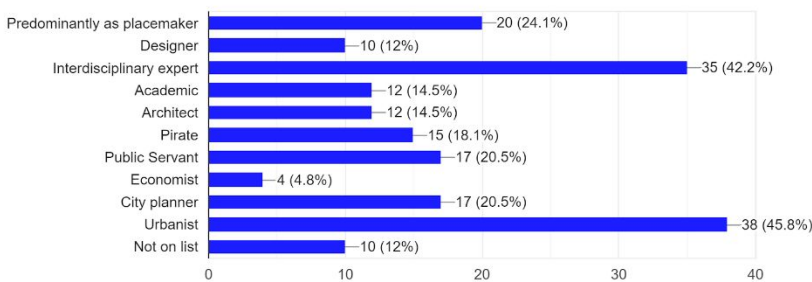
### 5) How many different projects do you work on in an average year?

83 responses



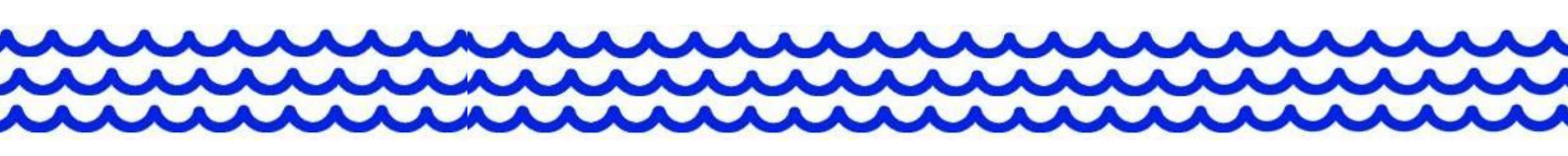
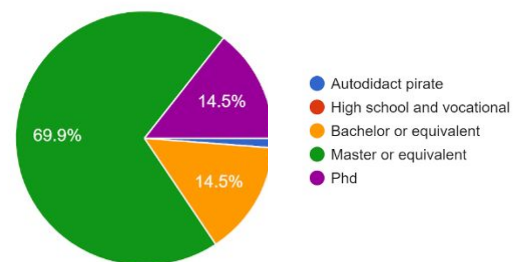
### 26) How do you see yourself?

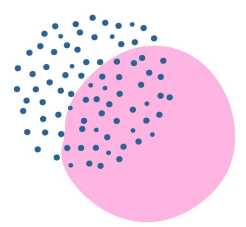
83 responses



### 5) Your degree/academic background

83 responses





We come mainly from the public sector and private offices. More of us are self-employed than from coming from an institute and NGO combined.

**We work to improve lives.**

**Work outcomes are significantly described as a mixture of physical and social changes.**

About half of us work on 2-6 projects a year and a bit less than half of us work on roughly 8-25 projects a year.

About 90% of us spend at least a day a week looking for new tenders and incoming finance.

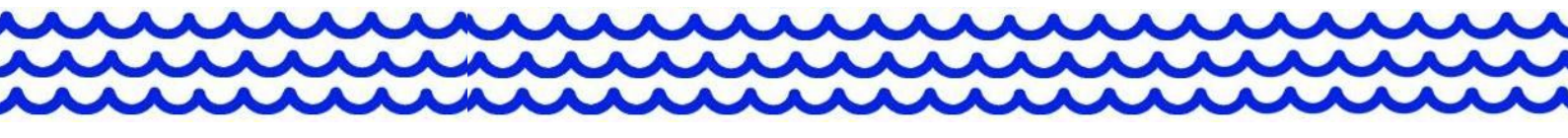
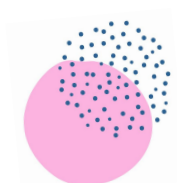
**We work together.**

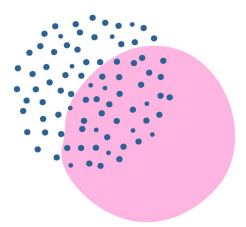
## IN CONCLUSION

Although our income levels are low, we are a determined bunch and many can make due to survive. We are a multi-disciplinary group - but we need to work to be more inclusive. As seen in the pie chart above, almost 85% of attendees come from a Masters or higher level of education. We need to engage a wider variety of people. Public space is for all, and it is our responsibility to ensure that the process to activate public space and Placemaking Europe includes those that are underrepresented.

Thus, for Placemaking Week Europe 2020 we will intentionally work towards

- More locals; creating a stronger link to Valencia
- More diversity of the people on the stage
- Make it possible for a wider range of people to attend
- More art and culture
- More time to network and socialise
- Focus on city case projects
- Work towards a contribution of our work in Valencia
- More options and dispersal of food and drinks, especially Spanish options
- Focus on climate adaption





## Products Showcased at Placemaking Week Europe

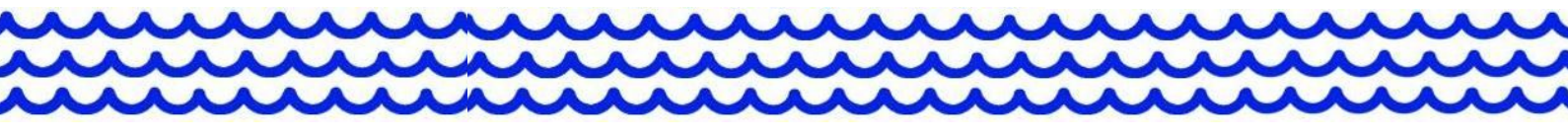
Many amazing projects came to Valencia this past June in various forms. Participants shared products to apply or access, such as tools, books, publications, and platforms. See the links below to explore a selection further.

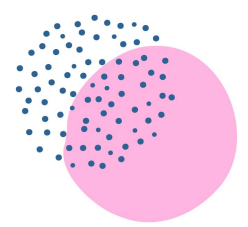
- [Our City?](#)
- [The City at Eye Level for Kids](#)
- [PlacemakingX](#)
- [Placemaking Europe website](#)
- [Urbanism without Effort](#)
- [Wiki Tool - pattern language](#)
- [Journal of Public Space 9th Edition](#)
- [The Pink Frame \(tool\)](#)
- [Been There Together \(tool\)](#)
- [Prague Tables & Chairs \(tool\)](#)
- [Contributing to the cultural identity of a place through sketching \(tool\)](#)
- [How to make seductive cities \(tool\)](#)

### THE LAUNCH OF PLACEMAKINGX

“We are building a network of placemaking thought leaders, public space activists, regional network leaders, and professionals from all over the world. We have diverse experiences and backgrounds but share a common purpose.

PlacemakingX is a cooperative network initiated by these leaders. Over the coming months, we will build out a collective impact network to amplify and **accelerate the placemaking movement globally, and locally.** -- [PlacemakingX](#)





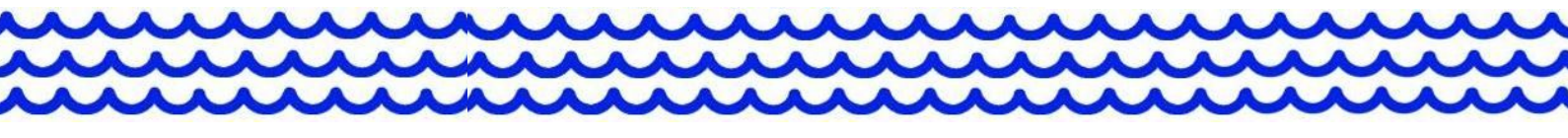
## The Toolshed

The Toolshed at the La Base Expo Space hosted inspiring conversations about development of the Placemaking Europe Toolbox, while also providing several tool-creators and developers from the Placemaking Europe network the opportunity to actively showcase and test their tools. From the chairs that were set free on the boulevard by Rozálie Kašparová to the Pink Frame where the sketch-sessions led by Juraj Horňák captured placemaking fantasies in the local public spaces. The importance of local stories in relation to form a cultural identity was emphasized in Tatiana Polyakova's visualizations, the need to creatively rethink public seating was addressed by Bart Cardinaal with his Fuguloco's and Nina Mikuskova shared the Been There Together game that invites people to interact in new ways, with each other and the environment. And there was the option to walk around in the virtual public space of a new neighbourhood in Amsterdam, a collaborative project by STIPO, BFAS+, Weusten Liedenbaum and TU Delft, striving for human scale and attractive public spaces even before they are built. Several Tool Manuals created by STIPO and other partners were presented as well.

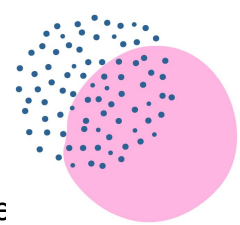
Well designed manuals make it easier for people across Europe and the globe to apply a tool in their own environment. Placemaking tools are also about the actual doing and spending time in public space, hence several sessions related to the Toolbox started in the Tool Shed. An important ingredient when bringing a group of placemakers together is to experience the wide variety of perspectives in action; isn't that also how we actively contribute to the improvement of public space, by simply using it?

### THE RESULT

Sharing the successful tools we use in our placemaking practice is part of the learning process and helps to understand the growth of the placemaking movement, in Europe as well as globally. It also provides us with the opportunity to use tools in a variety of contexts, in order to explore the differences in outcome and improve the tool if necessary. It also proved the point that we as a group are great at making places, since all the tool related sessions created small venues out of thin air. Co-creation feeds into stronger connections and deeper understanding amongst each other, so the Tool Shed is definitely a part of Placemaking Week that should be further developed.







## NEXT STEPS

- Further develop the [Toolbox page on the Placemaking Europe](#) website
- Help expand the tool-library by [adding your own tool via the online form](#)
- Form an action minded Tool Team that can work on next year's activations in Valencia
- Connect the [Tool Test Day](#) concept and to existing moments, such as [Park\[ing\] Day](#) and the [Jane's Walk initiative](#)



## CONTRIBUTORS

Bart Cardinaal

[How to make seductive cities? \(Euguloco\)](#)

Nina Mikuskova

[Been There Together](#)

Tatiana Polyakova

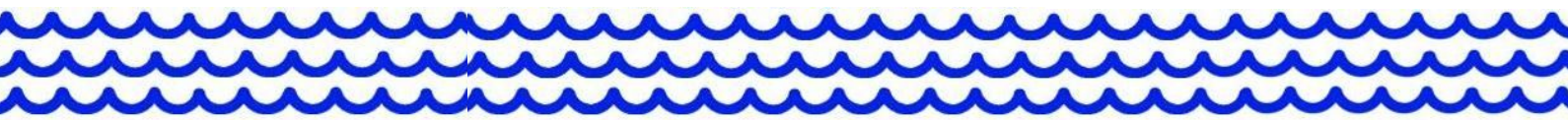
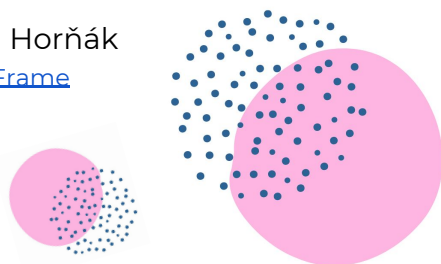
[Contributing to the cultural identity of a place through sketching](#)

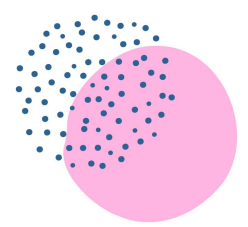
Rozálie Kašparová

[Prague chairs and tables](#)

Juraj Horňák

[Pink Frame](#)





## Plenaries

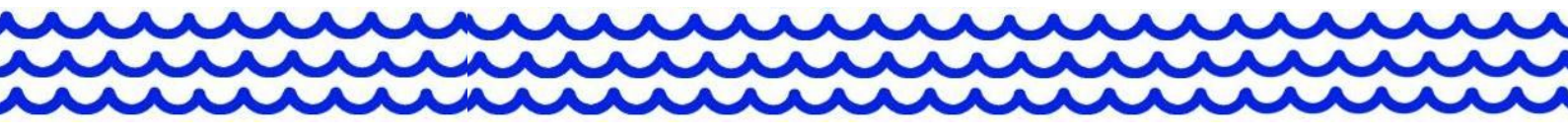
### INTERNATIONAL INSTITUTIONS

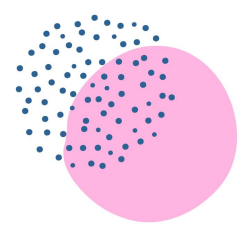
Speakers: [Sally Kneeshaw](#) , [Maria Yeroyanni](#), [Ray Boyle](#), and [Frédéric Saliez](#)

As part of the Friday morning plenary Placemaking Week Europe was honoured to have representatives of several high-level international institutions to address their perspectives and roles in fostering better places and cities for people. On the panel were Sally Kneeshaw (Programme Expert - URBACT), Maria Yeroyanni (Senior Expert on Innovating Cities - European Commission) Ray Boyle (Inclusive Innovation specialist - UNDP) and Frédéric Saliez (Human Settlements Officer - UN-Habitat).

Sally Kneeshaw presented [URBACT](#), the European Territorial Cooperation program aiming to foster sustainable integrated urban development in cities across Europe. It is an instrument of the Cohesion Policy, co-financed by the European Regional Development Fund, the 28 Member States, Norway & Switzerland. URBACT supports 23 thematic networks of around 200 European cities engaged in a capacity-building program through its unique method and tools enhancing better urban policy. As the peer-to-peer learning is based on experience from the practice of urban transformation and innovation, placemaking is often part of the city's strategy. The URBACT methodology moreover fits the practice of placemaking quite naturally, as it challenges cities to form cross-sectoral local support groups around the urban challenge identified, much like a well-formulated place management team would.

Maria Yeroyanni showed how the European Commission has been reshaping its Horizon 2020 policy framework for innovating cities, to better fit the reality of cities and practitioners. Horizon 2020 is the biggest EU Research and Innovation programme ever (€ 80 billion available between 2014 - 2020), and the primary financial instrument implementing the [Innovation Union](#), a [Europe 2020](#) flagship initiative aimed at securing Europe's global competitiveness. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation. With the recent improvements of the program, EU funded research projects are now expected to be conducted in a multi-stakeholder consortium, to not only be guided by academics, but to directly include cities, SMEs, NGOs and civic partners, who will be key in the implementation of the innovations. Maria called for placemakers to voice their opinions and help reshape the new policy framework by inviting the participants to join.





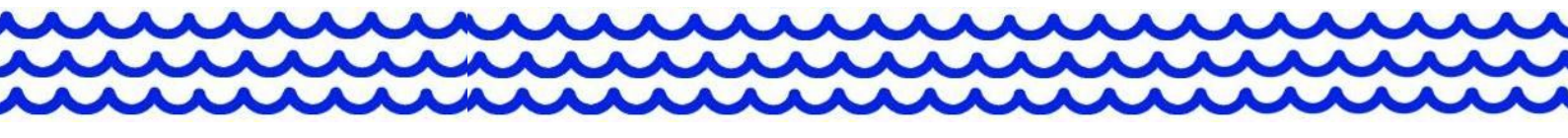
Ray Boyle of the [United Nations Development Program](#) argued that cities are becoming leading innovators. As most of the world's population concentrates in cities, so do the most profound urban challenges. However these cities are becoming laboratories for experimentation with innovative solutions. Under her leadership UNDP recently launched the City Experiment Fund to foster cross-sectoral innovations to address pressing urban challenges in the Balkans. Cities and practitioners work together to develop innovative approaches and implement them, and drive systems transformation.

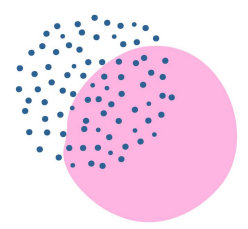
Frederic Saliez demonstrated how for [UN-Habitat](#) the recently launched [Urban Maestro](#) project, in collaboration with the University College London and Brussels' Bouwmeester office, aims to collect and analyze successful examples of urban design governance and instruments, with key examples like the independent office of the Brussels Bouwmeester.

"The quality of urban places in cities is typically not the product of a single intervention but results from the accumulation over time of a complex combination of factors, behaviours, and decisions from multiple stakeholders.

URBAN MAESTRO looks at the ways European cities are being designed and financed, focusing on innovative ways of generating and implementing urban spatial quality.

URBAN MAESTRO focuses on the "soft power" modalities of urban design governance and those approaches where public authorities act in a semi-formal or informal capacity as enablers or brokers rather than through regulatory or direct investment powers."



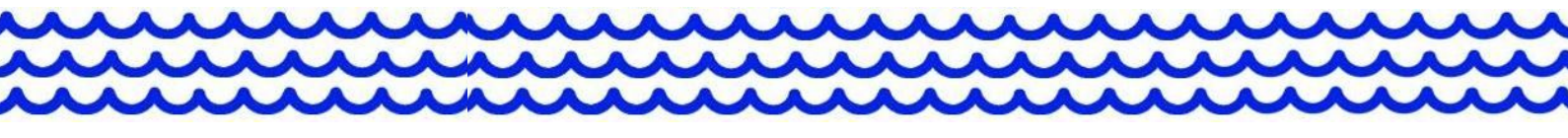


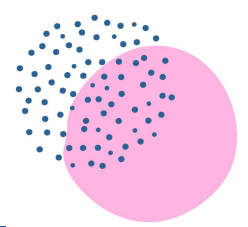
## MAIN POINTS

- Urban challenges require multi-level collaborative solutions, and international institutions are more and more keen to work with on-the-ground practitioners, as well as the other way around.
- Placemaking processes often demand a certain extent of institutional change and openness, so collaboration is key.
- The creative bureaucracy necessary to give way to processes that improve cities, among them co-creation, innovation and placemaking, is often limited and/or guided by (EU) legislation. An EU policy framework that facilitates innovative processes would be to the benefit of many, and is best enhanced in collaboration between policy and practice.
- European (research) projects could be even more connected to the on-the-ground challenges, by putting practitioners at the forefront when defining the research question, addressing their knowledge gap to innovate the field



**Click the photos by Maria Visuals above to see videos from the days by Vincent Molins!**





## CREATIVE BUREAUCRACY

Plenary Speakers: [Charles Landry](#), [Margie Caust](#), [Phil Wood](#), [Dominika](#) and [Hajir Kheder](#)

Session Speakers: [Jaap Schoufour](#), [Kourosh Rad](#), [Mathilde Riou](#), [Carolien Oomes](#), [Wulf Kramer](#), [Stéphane Durand](#), [Elora Wilkinson](#), [Anna Sommardal](#), [Timo Hamalainen](#), [Papa Balla Ndong](#), [Kate Philip](#), [Miguel Jaenicke](#), [Laura Sobral](#), [Alexandra Saliba](#), [Laura Capel](#)

This plenary held an in depth exploration of the Creative Bureaucracy theme, with special guidance by Charles Landry of the [Creative Bureaucracy Festival](#), and was discussed through a conversation with Margie Caust and Phil Wood.

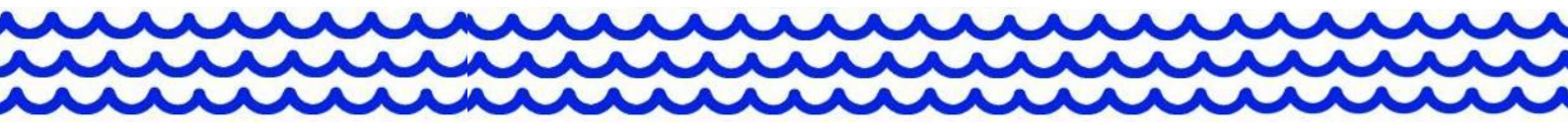
Together we, Placemaking Europe and the Creative Bureaucracy Festival, work towards increasing “innovations in the public sector; recognition and exchange of innovators; recruitment of performance-oriented, innovative young talents; improvement of the public perception of the Public Sector and its innovative strength” (Creative Bureaucracy Festival 2019).

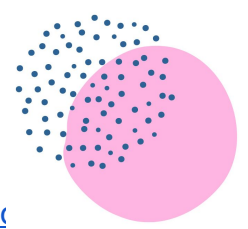
Within the workshops sessions - ‘Stories of success and failure from around the world’ and ‘The local authorities - *your partner in placemaking?*’ speakers address issues surrounding how to create better and more effective relationships with civil workers towards placemaking for good places. Within ‘The local authorities - *your partner in placemaking?*’, speakers addressed the potential rules and regulations which deal with placemaking activities, the ‘inner life’ of the civil servants within the city administration. How do they operate ‘as human beings’, and how do they deal with digital communication like social media to interact with placemaking actors. Within ‘Stories of success and failure from around the world’, speakers conveyed the importance of communication between organizations using multiple methods of transfer - storytelling, visual maps - and how this inspires greater trust between stakeholders for the development of the area.

From the eager participation and stimulating discussions born from these sessions, we understand that this topic is a key focus within placemaking and integral to co-creating good places.

### MAIN POINTS AND NEXT STEPS FOR PLACEMAKING WEEK EUROPE 2020

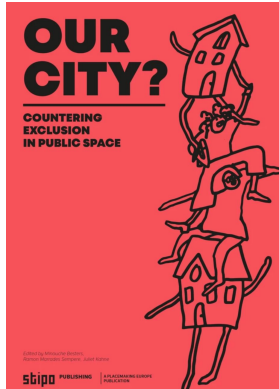
- Let’s tap into citizen-led data and insights
- Become a member of the city leading network
- Workshop - *Why is a civil servant not creative?*
- Create a simple website and bring a goal from the creative bureaucracy festival: “let’s have 10.000 creative bureaucracies in the world!”



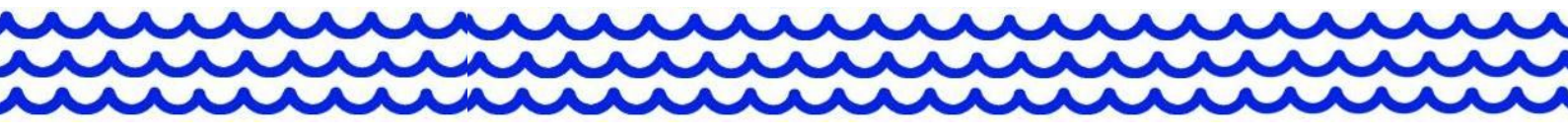


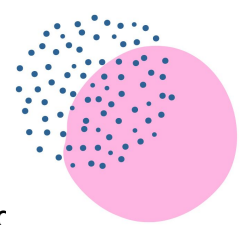
## OUR CITY?

Speakers: [Charles Landry](#), [Minouche Besters](#), [Juliet Kahne](#), [Ramon Marrac Campillo](#)



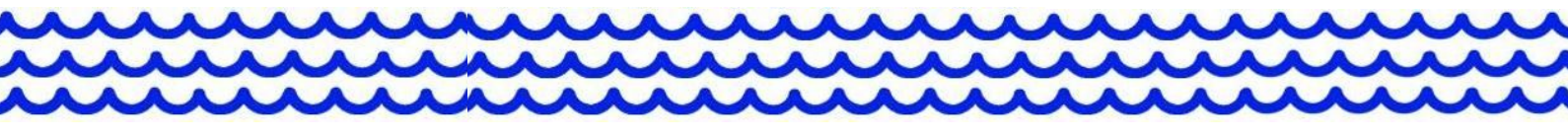
During the morning plenary session the official launch of STIPO's new publication in collaboration with Project for Public Spaces titled '[Our City? Countering Exclusion in Public Space](#)' took place. The speakers focused on inclusivity as a key concept for building better cities and highlighted the importance of future-proof city making through creating cities that cater to everyone. Details of the publishing experience were shared with the audience while the speakers engaged in a conversation regarding the main themes of '*Our City?*'. Brief segments from the book concerning concepts like touristification, inclusivity, gentrification, and sustainability led to intriguing questions from the audience. After a brief talk and discussion amongst the panel speakers, the book was officially launched with everyone that took part in the publishing of the book, authors, and editors present, taking over the stage sharing heartwarming applause as a payback for their efforts.

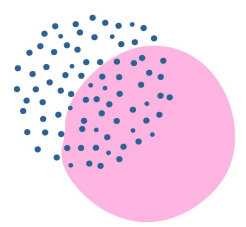




## MAIN POINTS AND NEXT STEPS

- With the launch of the OUR CITY? book, we have expanded the conversation on how to counter exclusion in our cities' public spaces. Now it is time to further develop a framework of approaches, methods, and tools, that can be applied effectively towards this aspired goal.
- An extensive network of people contributed to OUR CITY?, consisting of fresh placemakers, government officials, and enthusiasts of any kind. Considering that there is not one way to work on inclusive cities, it is beyond important that we keep approaching this matter as a network, allowing us to learn and progress together.





## PLACEMAKING IN SPAIN?

Speakers: [Paco González](#), [Basurama](#), [Carpe Vía](#), [Garden Atlas](#)

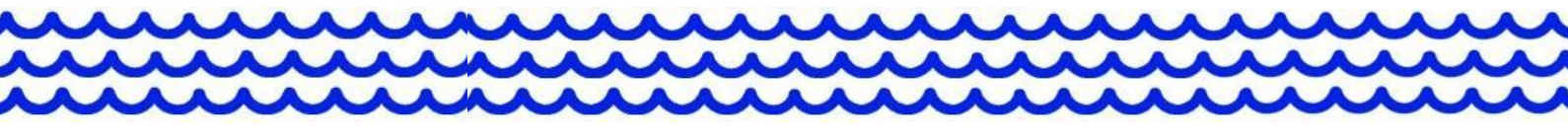
From the Spanish perspective, placemaking is an externally generated concept that until just recently is now incorporated into the ways of thinking and making our cities. We must bare in mind that during the 60s and 70s when the attitude to incorporate placemaking as an integrated necessity within citymaking in the United States and northern Europe, Spain lived under the oppression of a dictatorship. At the arrival of democracy, the Spanish cities showed enormous privations and serious inequalities. At this time, neighbourhood associations played a key role in claiming "the right to the city".

Then came progress from the 1980s onward, stimulated by frenetic real estate activity that seemed unstoppable until the crisis crash. From 2007 to 2015, the machine stopped and an important part of society began to demand a change in our way of relating to each other - socially, economically, culturally, environmentally and politically. Once again, a part of the Spanish society took the lead towards efficient and long lasting solutions for all.

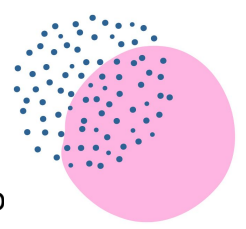
In reaction to the lack of appropriate responses from the governments, some people began to act through governance and active involvement. Very quickly and with incredible energy, a large number of urban and social innovation initiatives emerged in different parts of the country. Young professionals played an important role in that, but those practices could not be understood without their strong community dimension. Co-creation of public space, articulation of citizen networks, connection of different areas of action and knowledge, management models that sought horizontality, culture, art and creativity as working tools... The number of issues that were brought to the public debate was overwhelming.

Now that the crisis seems to ease off and certain political sectors are working in a model shift - part of the focus is on how to incorporate all the energy that comes from the bottom-up initiatives , and further, how to fit those into the institutional framework which is interrelated and stimulated by the same spontaneous energy and initiatives. Moreover, these questions lead public sectors to critically consider how to articulate a highly diverse and non-regulated space.

Basurama (Madrid), Carpe Vía (Valencia) and Garden Atlas (Seville) represent a part of the Spanish initiatives rich in innovation that, with a high dose of creativity, have developed unique ways of working in order to move "bottom-up" a step further in impact. Together with Paco González, professor of public space at the UOC Ciutat Master's Degree, these initiatives discussed the career path and the horizons of these types of experiences. The dialogue was significantly stirred by two questions in tension: *Can placemaking, as a discourse in progressive expansion, help to order and legitimize this Spanish field of action?* If we accept placemaking discourses as a







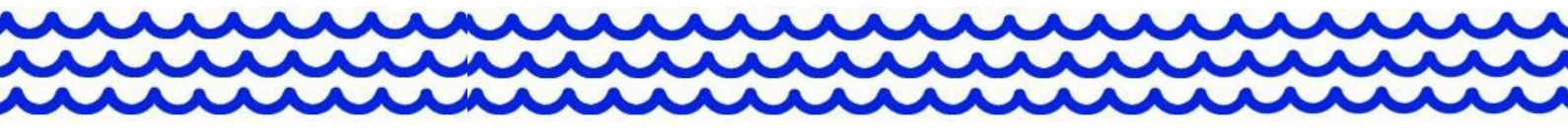
frame where we could fit Spanish practices, even if these practices are very diverse and they show particularities beyond placemaking, would it b legitimize these experiences or could it happen that Spanish diversity will become unvirtuous?

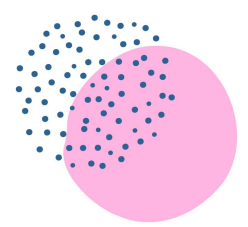
## MAIN POINTS

- In the last 10 years, Spain has been very influenced by the outbreak of the crisis, and thus a wide range of highly innovative practices emerged. They propose complex approaches to the construction of the city, public space and community life.
- The role of young professionals, particularly architects, has been crucial. But the community component is paramount.
- In the post-crisis scenario, incorporating these kind of practices into our urban policies, while also giving them muscle and scale, is a pending task now that many important cities are trying to redefine their models.

## NEXT STEPS

- Placemaking discourses will help legitimize these innovative practices towards citymaking , but we must consider that the Spanish context is highly particular.
- Not all the effort has to come "from the base". Higher levels, particularly public action, need to be committed to generate conditions that allow innovation and creativity to occur, and further, to inspire far reaching positive repercussions.
- It is positive that part of the initiatives remain in the civic level, as not everything goes through institutionalization. The creation of multiple channels and modes of relationships gains importance.





# Building a Business Case for Placemaking

## From Placemaking to Place-Management

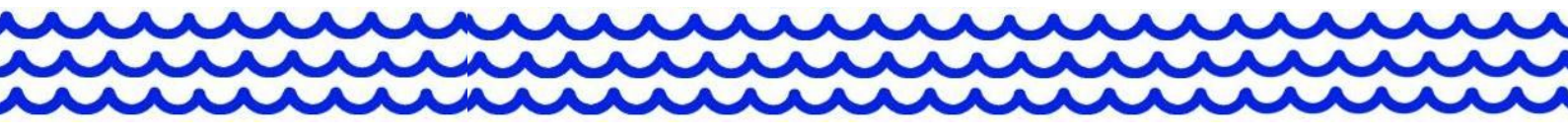
Speakers: [Diarmaid Lawlor](#), [Rozina Spinnoy](#), [Wouter Jan Verheul](#) ([@WJVerheul](#)) [Peter Williams](#), [Hajir Kheder](#), [Sam Knight](#), [Tim Keeping](#) (from [@Go\\_Southampton](#)) [Rebecca Handley](#) (from [@Go\\_Southampton](#)), [Ethan Kent](#) ([@ebkent](#)), [Karen van der Spek](#), [Hans Karssenber](#) ([@hanskarssenber](#)), David Cowan

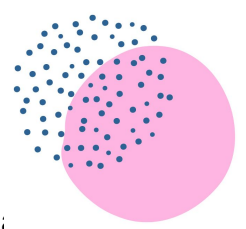
The session tries to deepen into the connection between BID - Business Improvement District - and placemaking and how cases of area cooperatives managed to successfully intervene.

Starting with Tim Keeping and Rebecca Handley from Go! Southampton BID in the UK, their strategy is based on advocating for over 650 business from multiple sectors. In particular, their strengths reside in organising different types of events with better marketing strategies to increase the number of visitors in Southampton, of journalists and regional campaigns. Through this approach, they manage to reactivate public spaces with, of course, the involvement of the community too. This latter plays an important role in placemaking activities, tools to achieve public development.

The session continues with Sam Knight and Hajir Kheder from The Means, which operates in the UK. Their vision also includes placemaking in relation to BIDs to have better engagement of the society in their interventions. The structure of their BIDs is mainly focused on financial stability and wide involvement to provide areas with diverse types of activities defined as culture, commercial, cohesion, connectivity, civic and college. Their best case is the Bankside Urban Forest in the heart of London, whose aim is to create better quality space by enhancing its natural potential for a long-term sustainable impact.

Representatives of the topic in Scotland are David Cowan and Diarmaid Lawlor from The Place Principle organisation. Their main principle is thinking about the place before acting: all those responsible for providing services and looking after assets in a place need to work and plan together, and with local communities, to improve the lives of people, support inclusive growth and create more successful places. A collaborative, place-based approach with a shared purpose is their method to support a clear way forward for all services, assets and investments which will maximise the impact of their combined resources. Thus, places are shaped by the way resources, services and assets are directed and used by the people who live in and invest in them.





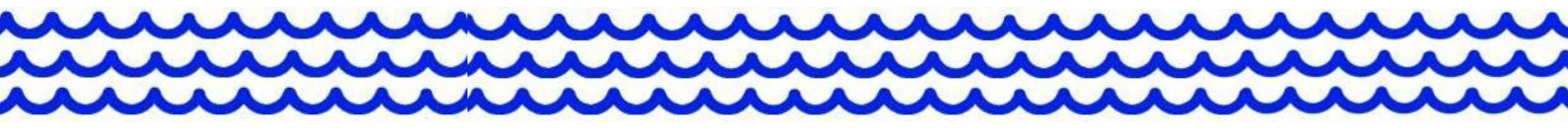
Rozina Spinnoy, director of the BIDs in Belgium, explains how collaborating, connecting, creating communities and citizen-centric are the keywords in her organisation. The goal is to redesign communities and their system by assisting in creating inclusive and sustainable communities and utilizing creative design thinking processes and social innovation for socio/economic regeneration. Nonetheless, the circular and sharing economy is fundamental and possible by developing a horizontal network between stakeholders, from the civil to the public community, with in mind the shifts of the 21st-century economy.

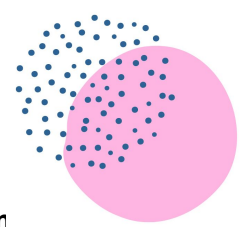
Some more in-depth examples are discussed, one of them is explained by Karen van der Spek and the Schouwburgplein Association Rotterdam. The Schouwburgplein is a square in the heart of Rotterdam, nowadays represented

by the organisation, in which both residents and business associations play important roles. The used strategy is a combination of activities and events reflecting the surrounding and the city. Nevertheless, communication and relationship built on trust are the focal points of the public space revitalisation. The final result is the increase of visitors, as well as the changing role of the neighbourhood complainers to ambassadors of the organisation behind the square.

The second case is the Club Rhijnhuizen, Nieuwegein from Hans Karssenberg, STIPO. Through clubs, community engagement has been achieved within the area. The model behind is a collaborative one, where everybody can become a member, residents, builders, developers, people with ideas and activities of the Rhijnhuizen Club, which managed to start new activities to bring back to life the area. Nonetheless, the main used tool to achieve the current successful state is placemaking.

The session ends with an open space discussion led by Wouter Jan Verheul and Ethan Kent, whose main recommendations are the sustainable and long-term impact of placemaking within BIDs and the conversation behind, which should be specific for each context, although global at the same time to reinvent the participation of every stakeholder.





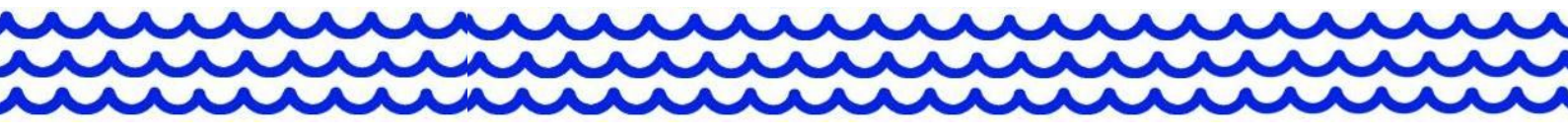
The main discussed questions and their answers are the following:

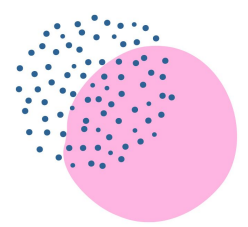
1. **How do we move to a stewardship model with more community engaged, not just the city centre?** We need more voices participation to be heard to empower those people and we can do it with a tool to be implemented such as community co-investment, city park alliance or land trust to develop a co-city model.
2. **Can BIDs take a positive role in disrupting the way the government is functioning?** 50-50. It depends on the government, how it is confident to face new topics. There are flexible organisation, good at bringing in more resources and creative that can help.
3. **How can we develop a model for meanwhile and alternative uses to be included in the BIDs?** We need to change the system and find a quick way to do it since at the moment it is also not sustainable.
4. **How can place management help prevent costs?** How do we put Place at the centre of prevention? Start with the story of people. Communities spaces, such as a basketball space, need to become easier accessible for them and we need fundings and people playing different roles.
5. **Can BIDs help with climate adaptation in cities?** It is important to prepare the city to change for the future by involving people in social work for the city, cleaning etc; or local clubs organisation that can connect them with the spaces.
6. **How to stay flexible and resilient in your organisation and methods?**

It is important to have delegation power for placemaking and the team has freedom.

#### NEXT STEPS

1. Community improvement
2. BIDs
3. Placemaking is a tool to bring together people and reinvent their relationship and their role within the institution they represent.
4. Make a session called from place management to place ... for placemaking Europe 2020.





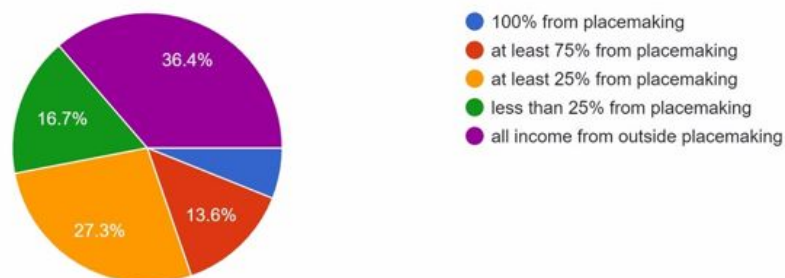
## Innovative Financial Models for Placemaking

Speakers: [Hans Karssenber](#) (STIPO), [Theo Stauttner](#) (Stad2), [Hanne Lahousse](#) (Growfunding), [Wendy van Poppel-van der Molen](#) (Province of Utrecht), [Levente Polyák](#) (Eutropian), [Fred Kent](#) (PlacemakingX, Placemaking Fund)

We all know that placemaking needs funding, and we all know that it brings many direct and indirect values. But still, placemaking for many is a new phenomenon that does not always fit into the existing systems of urban development yet. As a result, placemakers often find it hard to generate funding for their placemaking activities. How do we fund placemaking? Which innovative financial models can we use, or should we develop? How can we make sure that involved communities capture the value created by placemaking? And how can we scale up to larger Placemaking Funds? In this session, we will discuss these questions based on two cases: Growfunding and the Citymaker Fund.

### 18) What income of your organization is placemaking?

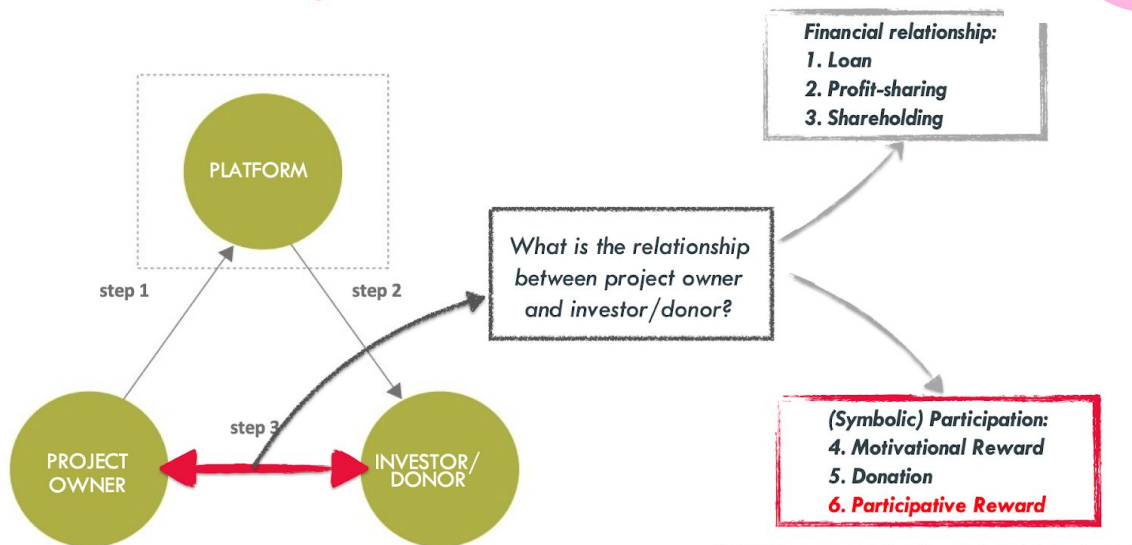
66 responses



### Hans Karssenber (STIPO)

- ZOHO: practice what you preach. Working with Jacco Bakker (City of Rotterdam) using 'article 5' made the impossible possible. Activated the Yellow Building we opened up the building on the ground floor, created a rain garden and other smaller interventions. By activating the area we wanted to stay buy the building. When we met with Theo Stauttner he made the remark that we've made a big mistake that we didn't buy the building right from the beginning. By reviving the area and building we've made the value rise, so high that it was too late to invest in the building as small companies.
- At the Holzmarkt in Berlin they've generated their own money with small shares to invest in the development. STIPO wanted to learn from this with more like minded people in the Re:Kreators network. We had many discussions about the lessons we subtracted from financial models in Europe.
- Question to the crowd: most people here don't earn anything from placemaking projects and have to make sure to have in revenue from other sources.
- Together with Stadkwadraat and the Province of Utrecht, STIPO created the City-Maker Fund. Starting in Utrecht, later we like to scale up to Europe and move towards a global fund.

## Crowdfunding: a catch-all term



### Hanna Lahousse (Growfunding)

Growfunding is a civic crowdfunding platform. With the platform we reach a big crowd of financiers. Most investors who fund get a social motivation in return instead of a return in money.

Growfunding started 5 years ago a research project to:

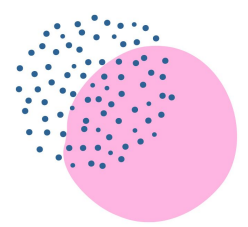
- crowdfund by realising social, cultural and economic potential
- crowdfund by creating new relations and networks

Crowdfunding as shared goods, tool to get the people to participate in your project. For example: food waste with kids: movable kitchens in the city. People who start a crowdfunding campaign have to network a lot, look for actors to still exist. you don't have to only ask for funding, could also ask for volunteers.

In 5 years time; more than 150 projects participated. very diverse initiatives, not only placemaking projects, but all projects with a social impact in Brussels.

Role of the team: coaching! Depending on the needs of the project.

Example: Urban placemaking in Molenbeek: Brassart: Molenbeek has a bad reputation, a neighbourhood with lots of news with terrorist attacks. Neighbourhood wanted to change negative attention. They wanted to have a cultural centre in an empty building. This building was used by the family of a terrorist, so the building was very stigmatised. They needed for renovations and materials for daily use. The building was never used since they were working on it lots of people stopped and helped. A multi-functional building for everybody to use. For €10 you could come to the opening, for €450 you could rent the space etc. After 2 years after the attacks, the building was opened. They could use the building on temporary use and they could stay 9 months longer. After this activation, the municipality opened a call for the ground floor and the brassart won and became a final user. Growfunding also uses match funding, which could be interesting for all types of users.



## Growfunding in key numbers...



**81%**

success rate

**€ 1.291.350**

collected

**156**

projects

**13.086**

growfunders ⓘ

**13.974**

rewards ⓘ

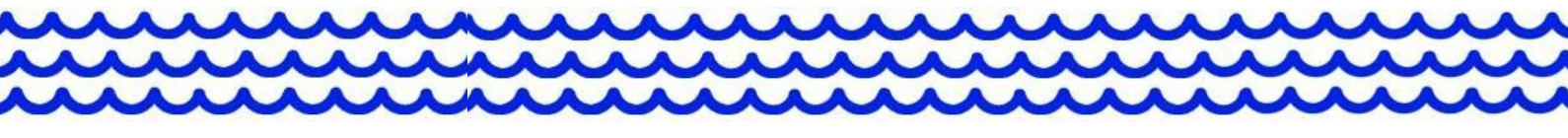
**25.927**

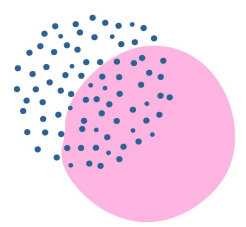
participants ⓘ

### Theo Stauttener (Stad2) & Wendy van Poppel (Province of Utrecht)

Theo and Wendy visited Berlin and got inspired for the City-makers Fund (Stadmakersfonds).

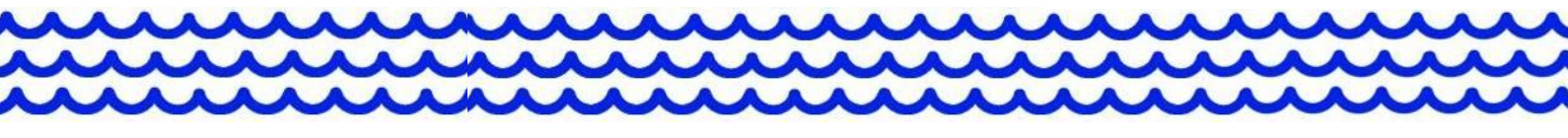
- Stad2 works a lot with value creation in urban development.
- Role of the Province of Utrecht: Wendy works for the department of urban development (areas: where there's green: fields, forrest, and where there is more room for development. The province has to be aware of the sustainable quality of development and very wide ambitions to be able to fit in most initiatives to facilitate them. For funding it used to be very regulated with restricted money. They don't own land, they can't make cities do things. The province wants to be a partner, not a controlling partner, but to work on the same level to facilitate and focus on the real problem (mostly not just the money). They grant money in an innovative way. Subsidy grant, open for all users (municipalities, organisations, residents, but also placemakers/citymakers, that was a new one.
- Through Hof van Cartesius they came in touch with Stad2. The citymakers wanted to create a buzz in the area → might be a very interesting task for a broader area, not just the hof. How to help with initiative? They've created the City makers Fund, a fund for projects on the longer term. If you have dived in the area, you know what you need for the longer term. This is handed over to the minister and is changed to governmental rules.



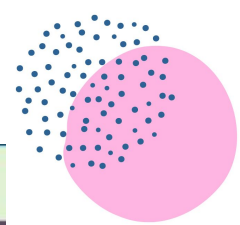


## Where do we need to have funding for?

- Stad2 create a scheme for added value of placemaking. This made STIPO see when they should have bought the building. What goes wrong in finance? You need organisations in between to translate it to bank terminology so they understand the language of common placemakers. Banks ask owned acuity, but placemakers don't have this. By creating this fund we fund these projects with equity for placemakers.
- Turn the crowdfunding around: first the project, then the fund. They have create business plans. So many projects have created ideas, but they don't always know how to translate this into a business for sustainable future. They need help with this.
- Province of Utrecht is interested in funding when it has a broader impact on area. Province becomes a partner and guide bottom-up creativity. Since the banks were not rushing to help, province stepped in and loaned part of the money and the Triodos Bank also invested.
- In the next 10 years we can get the money back to the Province (revolving fund). We will attract new investors to participate in the fund, such as private equity.
- Citymakers Fund is a foundation, not run on profit. If there is profit, it will be used in growing the fund and invest into more citymaker initiatives. They don't get money back from the land, but this helps to built-up a portfolio. We change 'erfpacht' to 'fairpacht'. Don't ask for money for the land, but use the rise of value for new opportunities. Pay back with interest, but also social impact in return. They're convinced people would be interested to invest. Hof van Cartesius: the fund will buy the land and invest in small part of development. They are circular, sharing of their knowledge for the province is very useful. The hof wanted to fix the gab in there budget, instead they granted money of the province in ways of knowledge to make it more professional. The initiators were placemakers and financial expert, good mix.
- In Rotterdam there is a building financed of SKAR. They want to make a Rotterdam Citymakers Fund, they want to create a network of cities in the Fund to gab the knowledge, contracts and paperwork.







# PLACEMAKING TO THE NEXT LEVEL

Replacing province loan  
with private  
investments

Revolving investments  
and expanding  
the portfolio

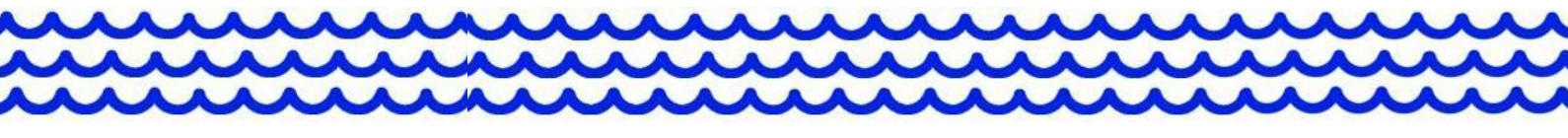
Scaling up nationally

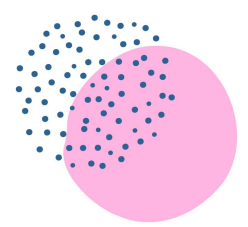
International network



## Levente Polyák (Eutropian)

- “Funding the corporate city”, a book with lots of examples. In more countries municipalities have to sell community spaces, this makes them in danger for privatization. In order to remain sustainable, they have to create revenue, you don't want to be reliant on subsidies. There are not many social funds. You can combine different types of formulas of funding. Models for circular spaces. Not only provide space for people.
- In economic crises in Berlin, nobody had capital. they created a scene with broader community, they paid every month €20, later they could purchase the building of the municipality, to secure long term community use. But now that feel trapped because they are obliged to program activities still.
- Different models like community land-use, international solidarity funds. Holzmarkt raised the war with the municipality and didn't receive permits, this is why they couldn't do things. bigger change to survive if you cooperate with more partners.



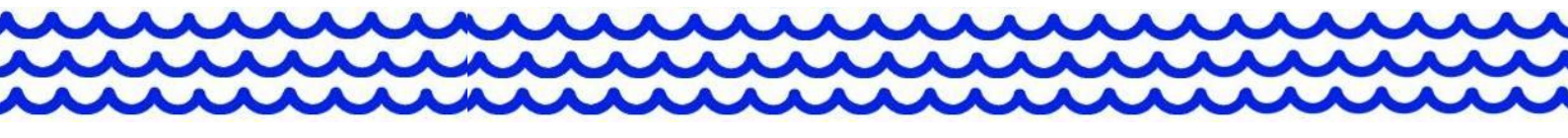


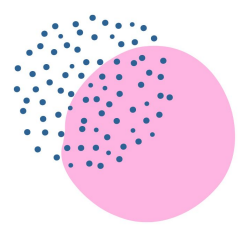
## Open discussion:

- Zubi Labs: La Pinada - eco-district in Valencia. They sold their companies and created a Montessori school and wanted to live close. Impact entrepreneurs, but knew nothing about real-estate. Term impact real estate has a potential. They started this when he came back from the US, they provide market returns with social environmental impact that they measure.
- Borre from City of The Hague: investment and local projects in the same place, do you see international investment? Levente: there are many models. City of Barcelona; 3% of social housing, has some land and cooperate who could build housing but don't have the capital. The city can create a campaign to lend small amounts. There is a lot of money laying around, if you contribute to this campaign with small return it will be possible. Transnational funding where you can separate land and building investment, network of restricted places to places that are farther away.
- Tool: In VS earn income tax revenue. Future tax revenue for catalytic money. Other example
- Mathilde: private sector: big groups in Berlin financing f.e. bikes to work with branding. Question: citymaker fund: will it collapse with the new re-election. It will not be affected by the next elections. Administrator just left (last thing he signed was the letter of the citymaker fund!).
- Work together to combine knowledge like Open Heritage and Citymaker Fund. So we can create better networks and find other modules like this.

## MAIN POINTS & NEXT STEPS

1. Placemaking needs to scale up, to have a bigger impact on our cities. To achieve this, we need a better infrastructure for investing into placemaking initiatives, as they often cannot get a loan from a bank under the right conditions.
2. Stad2 create a scheme for added value of placemaking. This made STIPO see when they should have bought the building. You need organisations in between to translate it to bank terminology so they understand the language of common placemakers.  
**Hans Karssenbergh (STIPO)**
3. Citymakers Fund is a foundation, not run on profit. If there will be profits from the land, these will be used to make investments into new citymaker investments. We change 'erfpacht' to 'fairpacht'. Don't ask for money for the land, but use the rise of value for new opportunities. **Theo Stauttener (Stad2)**





## Place Led Development - Why, What and How?

### Why & What:

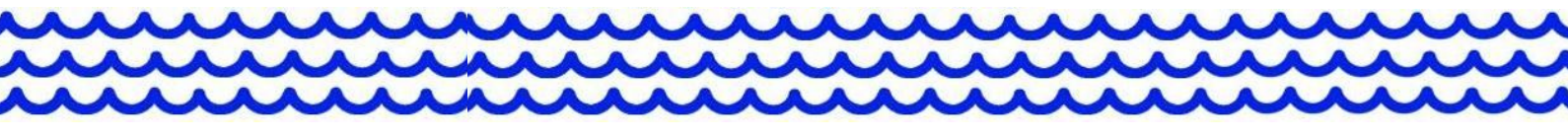
- [Hans Karssenber](#) (STIPO)
- [Chuck Wolfe](#)
- [Theo Stauttner](#), (Stad2)
- [Ronald Huikeshoven](#) (AM)
- [Ramy Raafat](#) (Sodic)
- [Gido ten Dolle](#) (City of Delft )
- [Ramon Marrades](#) (La Marina de Valencia)
- [Milena Ivkovic](#) (Isocarp)

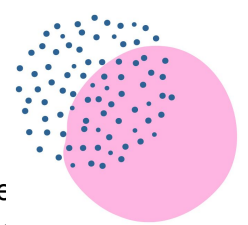
### How:

- [Chuck Wolfe](#)
- [Chema Segovia](#) (La Marina de Valencia)
- [Bart Haazen](#) (BFAS+)
- [Stefan van der Spek](#) (TU Delft)
- [Luuk Goossen](#) (TU Delft)
- [Siënna Veelders](#) (STIPO)



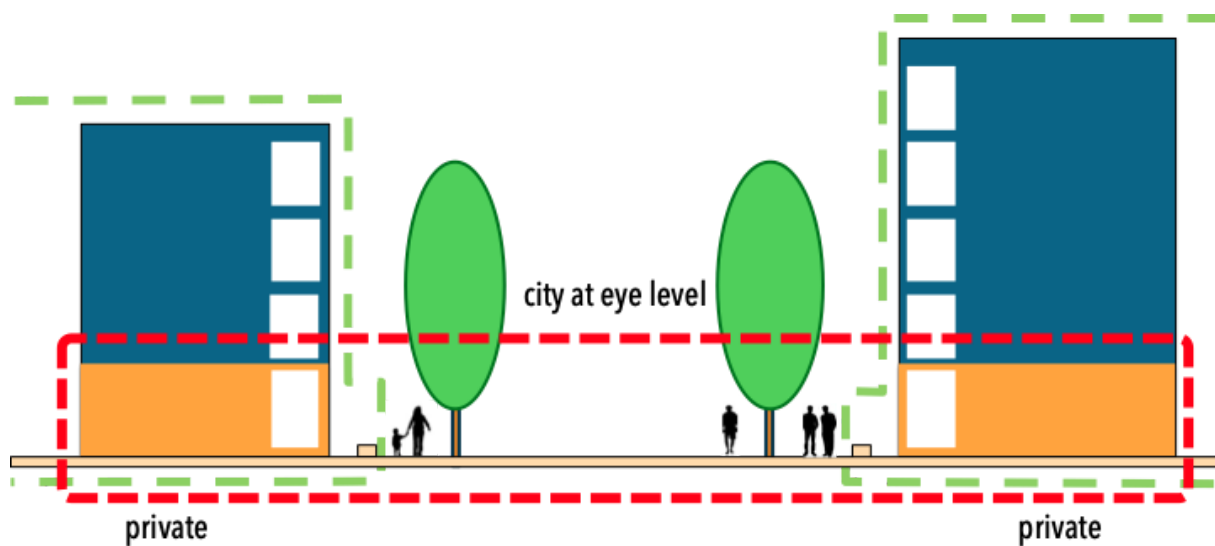
Place-led development - why and what session starts with an introduction to the topic with Hans Karssenber. Although placemaking and real estate development often seems to exist in separate worlds, or sometimes even within direct adversary realms, we believe they should not be. Placemaking should be integrated and interwoven into the real estate development process. From placemaking as one-time temporary interventions to placemaking as a structural fundament under urban development.





Often, placemakers get the question to bring an area to life temporarily at the beginning of the urban development process. They are then asked to leave when 'development' starts. Or, they are asked at the end of the process, when all the planning has been done and someone realizes the area should be lively - 'let's do some placemaking!' In both occasions, placemaking can mean a lot.

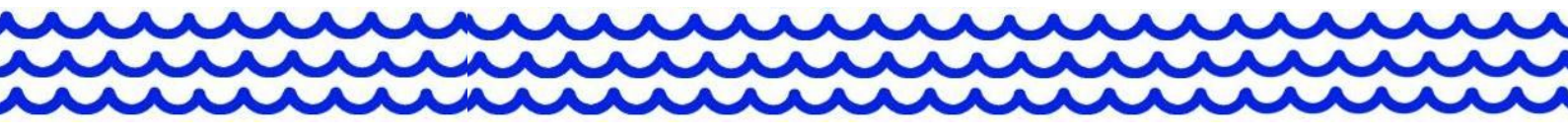
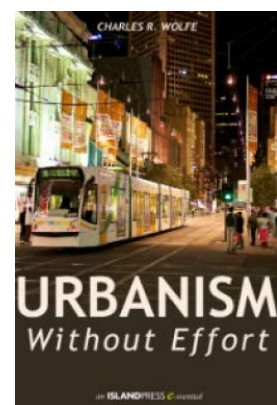
However... we can get so much better areas in our cities if we make placemaking not something nice and temporary at the beginning or the end only, but a fundament under the entire area development process.

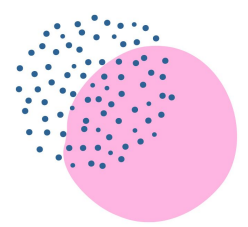


This is what we over the last decade started to call "Place-Led Development". It takes placemaking from one time and temporary interventions to a more structural fundament under urban development. Thus, place-led Development uses the lessons around the city at eye level and placemaking in each stage of the development process, to make sure we get areas with great human scale, areas for people, buildings that interact with public space.

The first place-led development session discovers the 'why' and 'what', and explores the new roles of the different partners in the development process.

Starting with the book "[Urbanism Without Effort](#)" (2019/2013), Chuck Wolfe, speaker and author of the book, explains how his approach to the urban reality is founded on experience as part of his knowledge. The key lesson is the importance of going back to the old relationship of space with people. The tool to study this relationship is the "urban diary", useful to rediscover the simplicity of spaces. In particular, the case that Chuck brings as an example is the creation of an open-air movie space in a poor neighbourhood of Seattle, developed through a placemaking intervention. This case achieved a process of co-creation with the involvement of opposite forces, such as pop up versus permanent, organic versus design.





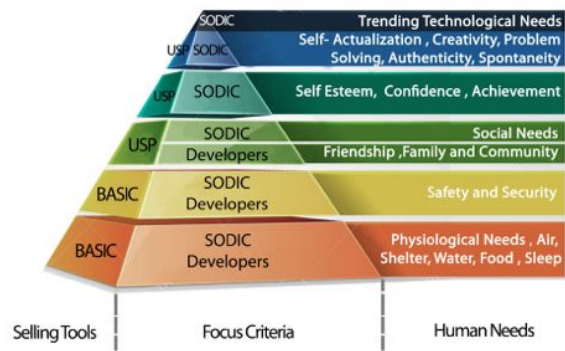
### PlaceLed Development

- Co-creation
- Human scale
- Lively areas/streets
- Social/cultural values
- New communities
- Use – re-use and management

### Big issues in NL

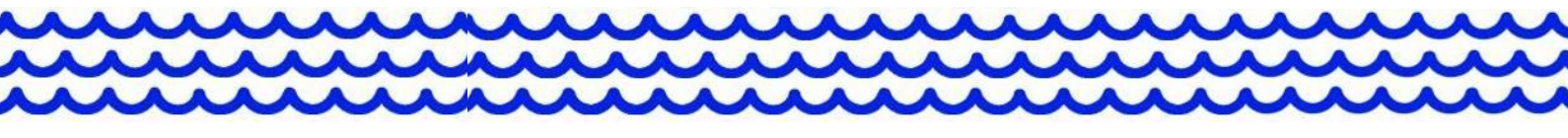
- Transformation
- High density
- Mixed use
- Sustainability & Healthy urban living
- Collective challenges
- Governance

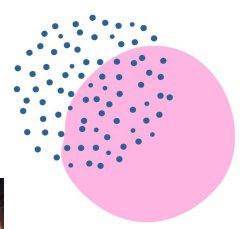
From a financial perspective, Theo Stauttner describes the relation between place-led development and finance and how his experience taught him how to collaborate with diverse stakeholders, especially in high-density areas and public spaces.



One of the aims in his profession is to develop more sustainable areas, as healthy urban living: going from producing to re-using the area. Thus, to finance a place on a longer term it is possible by following the guiding principles, which are the relation between mixed-use and density, location and context, organisation and finance. In addition, the principles are also based on the scale of the city, site, and building block.

The session is followed by a panel discussion between two developers, Ronald Huikeshoven and Ramy Raafat. From a developer point of view, the goal is to create values, especially in relation with design: while placemakers are trying to create vibrant spaces, developers have different objectives nowadays; it is a matter to bridging the gap and the Hierarchy of Human Needs (Maslow's Pyramid) can be a good reference for real estate developers to take more in consideration for the community needs.



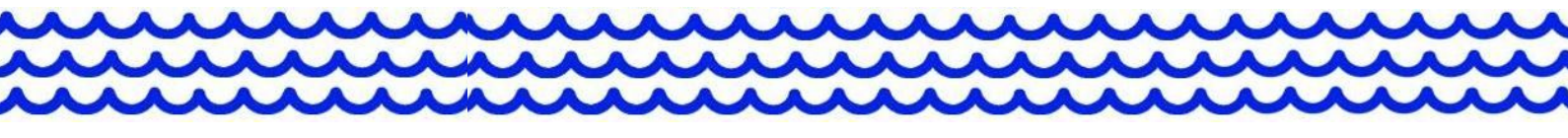


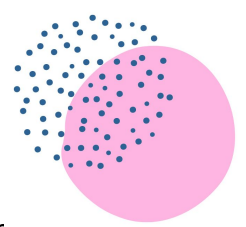
One way to bring two worlds closer to each other, is to find a common language and to integrate placemaking in the development process, as well as having more developers inviting investors to invest in placemaking initiatives.

Respectively working in Delft and Valencia municipalities, Gido ten Dolle and Ramon Marrades represent the public institutions' opinion and experience to collaborate with many stakeholders. One of the main challenges is cooperating in public spaces with the community. In Delft, the municipality developed connections between dense areas through more mixed-use activities along pedestrian paths, by acting as a partner of the business case and by consenting stronger ownership to the society.

In Valencia, La Marina is part of the municipality and also of the “port governance”. As an urban spot, La Marina has been perfect for place-led development and encourage placemaking as a public area to influence people with the right developers and stakeholders involved. A key strategy is to find the right investors that can bring additional values to the area program, such as financial, innovation (helping to create a cultural value), inclusion (connection with the closed by neighbourhood), sustainability, and a specific design following the City At Eye Level values.

To continue, Milena Ivkovic answer to the question “What is the role of designers and architect?”. In the process of developing a space, the designers think to be the main value as they have been taught this since the modernistic period, although nowadays, the urban development dynamics have been drastically changed. It is difficult to define design as part of the process rather than a need at the end of the process. “Places are where we are”, we are the users that make the place and considering only the designers' opinion is not enough. Thus, “the design is in the second ground and the user is on the first ground”. A new approach would be to bring the architect at the next step after that the design and the construction are over. The architect needs to be a more integral part of the process, by becoming a glue between the stakeholders.





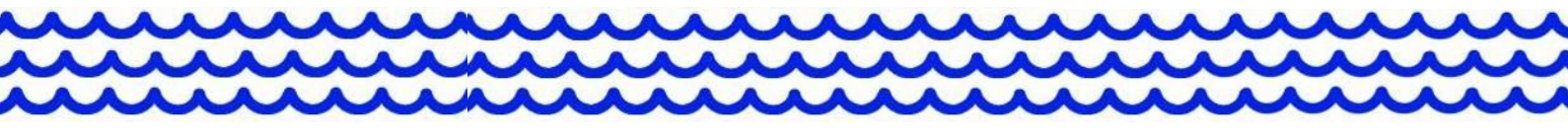
Among the main conclusions defined in the closing part of the session, these are the most important:

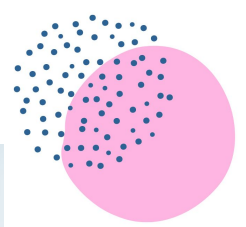
- Bring more the community perspective on stage for next year's conference.
- The refugees deserve a voice, and thus, have a more inclusive discussion.
- It is necessary to have more people from the municipality on board.
- More financial inputs are needed.



The first session discovered the 'why' and 'what', and explored the new roles of the different partners in the development process. Session 2 built upon this session and shifts to the 'how', the new tools we need in the place led development. Three tools for place led development were introduced:

- *Virtual Reality for Eye Level Design*: **Bart Haazen** of BFAS+, Stefan van der Spek and **Luuk Goossen** of TU Delft. VR will and can help us to understand future designs from the eye level perspective more.
- *Time Machine Heritage tool*: **Siënna Veelders** of STIPO. The time machine maps the 'soul of the place' and builds on it for future development, providing a value passport.
- *Seeing the Better City*: **Chuck Wolfe**. A tool to walk and observe. No matter which city you develop in, you can always find great local examples of great human scale. How can we learn from them for new development?

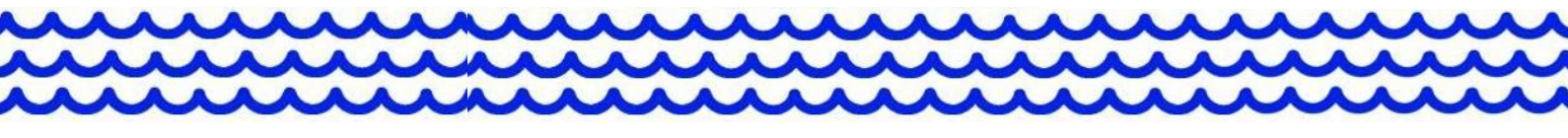




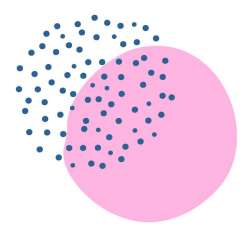
#### MAIN POINTS & NEXT STEPS

1. Developers need to integrate placemaking and the city at eye level in the process and find a common language.
2. Collaboration of experts with the community is the key and everybody has to play his/her role with an open mind.
3. In the world of real estate development & investment, public space and placemaking are still neglected too often. On the other hand, the world of placemaking needs to learn the language and models of the real estate sector. Therefore, more vice-versa learning is needed.

[View the FULL the presentation here](#)







## Case Study Workshops

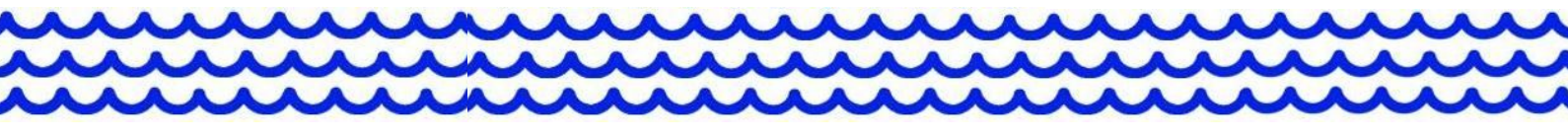
### PLACEMAKING AND TAVERNES DE LA VALLDIGNA

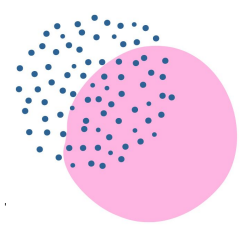
Tavernes de la Valldigna is a Spanish coastal town with a special character. It consists of two town centres separated by a highway. During the summer period, social and economic activities relocate from the inland part of town to the coastal area. This interesting dynamic undoubtedly plays a role in the public life of Tavernes, where especially the north-west part of town deals with a number of challenges.

On 12 June 2019, a day-long working session was organised with a group of around 40 people with the goal to identify these challenges and to formulate interventions that may change this for the better. Prior to the session, the following ambitions for the area were formulated:

- Improving the quality of public space;
- Adding more functions and services;
- Increasing attractiveness to young people;
- Inviting to walk;
- Green spaces and places for children to play.

The group consisted of placemakers attending as part of Placemaking Week Europe, as well as local government representatives, architects and entrepreneurs living in Tavernes. The experts brought in their professional knowledge and experience, and the locals contributed with their personal knowledge about the places under examination. STIPO was guiding the programme, that consisted of a Place Game in the morning and a tool developing session during the afternoon.





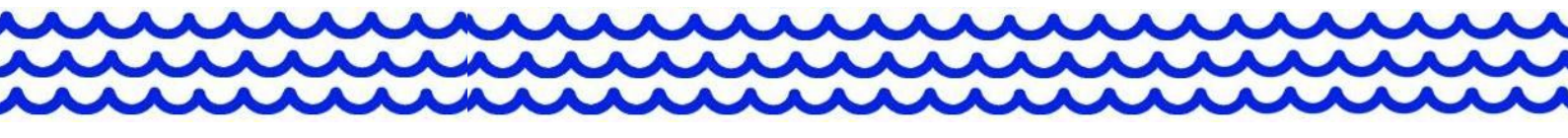
## SUMMARY

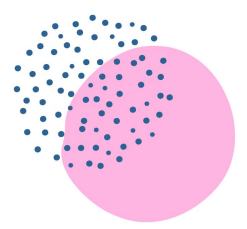
The Place Game and tool developing session proved successful methods for identifying the challenges and potential solutions for the north-west part of Tavernes. There was a great synergy between the experience of local experts and the knowledge of professionals, resulting in well-defined and suitable suggestions for the transformation of the area. Creativity flourished in the formulation of ideas for short term and long term solutions, improving the attractiveness of the area in many different ways.

## KEY FINDINGS

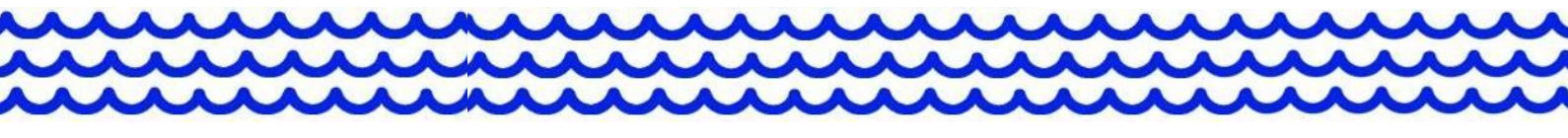
Most important observations gained from the Place Game and tool session include:

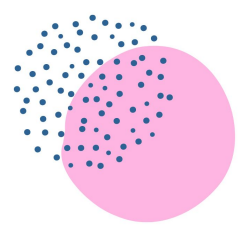
- Connect with the community through small scale interventions. The Tavernes case shows that 'quicker, lighter, cheaper' often is key. On every corner, small things can provide big changes.
- Make the already existing great assets present in the area bigger. The city of Tavernes has some really good qualities such as the mountains, views from different points, and the river. Highlight these.
- Work on routing, wayfinding and simple infrastructure logic. Create a cycling and walking route around and through the town, this fosters connection of the different parts of Tavernes and supports an active population. Also, by developing the factory area into an attractive sports/market place, a connection is created between the 'richer' center and the 'poorer' north.
- The area has lots of opportunity for entrepreneurial activities, thereby offering employment and future perspectives for the youth. Maker spaces in the old furniture factories, community olives projects ie.
- Connect with the educational institutions. There are a great number of schools in the area. They are important users of outside space, need safe routes from house to school and through the kids it is possible to connect to the parents
- Address the youth. They are now leaving the area, and seem not attached to their neighbourhood. Yet the opposite might be true. Connect, stand next to them and help them feel proud about their area.
- Work on branding. Think #PlazaDonis. In addition to adding activities and making it nicer: position it also as the place to be. Help it become a real place that people talk about, connect to and take selfies.





[Learn how to hold a Place Game yourself!](#)





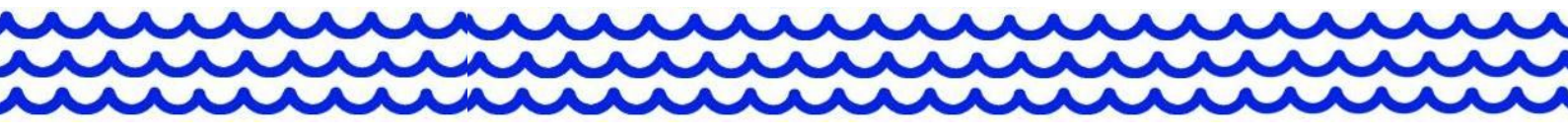
## THE CITY AT EYE LEVEL, THE EYE LEVEL GAME AT LA MARINA DE VALENCIA

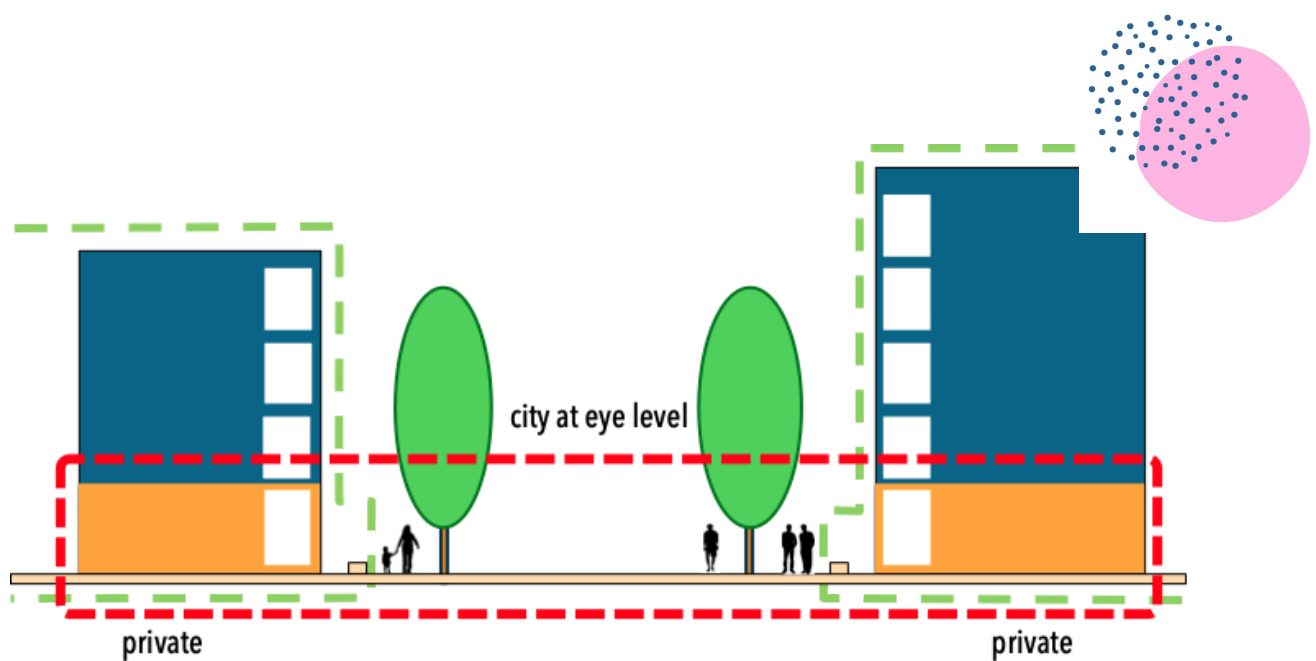
The City At Eye Level Game started with an introduction of Placemaking Europe by Jeroen Laven, chairman of Placemaking Europe. The network's aim is to connect different systems around Europe to work together with an open source sharing method, one of the tools is the City At Eye Level Game created by STIPO and open for the public to experience.



[Hans Karssenber](#), founder of [STIPO](#), explains that the game has the goal to improve La Marina de Valencia public space and the quality of the streets that lead to La Marina.

Before getting started with the workshop, Hans points out a few concepts related to public spaces and the importance of experiencing them at the human scale. The values behind these concepts are lasting quality, public quality, mixed-use, ownership and soul of the city. The goal of these values is to create “streets where we feel at home” and to do so placemaking and the city at eye level are good tools. The fundamental idea of placemaking is to think about the point of view of the user, the social perspective - software, hardware and orgware, concepts on which the City At Eye Level and its plinth (active ground floors) theory is based.



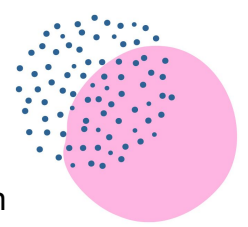


On the other hand, “which are the mechanisms that work against us?”

1. Cities and developers lack (good) rules for human scale
2. Human scale comes too late in the process
3. Short term profit
4. Standardisation, sterile development
5. Lack of proper management for good places and streets (only clean, safety, but no programming)
6. Top-down planning leads to sterile public space and lack of (mental) ownership
7. Designs being made from The Bird’s eye view, no attention to the street

After this introduction, the City At Eye Level Game has been explained, starting from its criteria, which are defined by their scale: the context (neighbourhood scale), the street and the buildings. These criteria have been defined by following among others four lessons of Jane Jacobs, which she considered fundamental for a good place: mixed-use, short blocks, diversity in buildings and density. But also the lessons by William Whyte, Jan Gehl and the many cases and analyses in the City at Eye Level program, as well as the experience of working on street improvements in practice with municipalities, shop owners, real estate owners and developers and residents have been used as a fundament under this workshop. The Eye Level Game is a ‘serious game’, using a playful method to analyse the street and generate new creative ideas for the future, both the long term and the short term (quick wins).

Once the groups and the areas have been assigned, the participants started their analysis of the spaces, through observation, discussion and interaction with the built environment and the users.



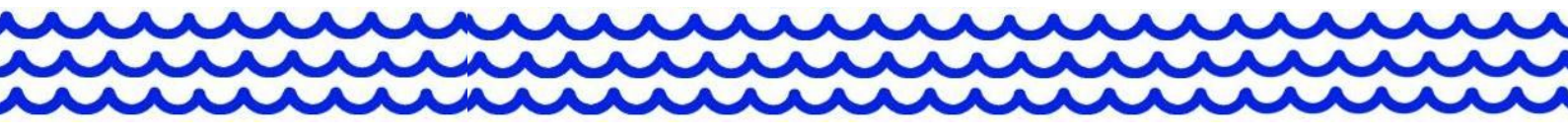
The final discussion is directly related to the results the participants have defined during the fieldwork and they tried to decide which could be their n the following day in the surroundings of La Marina. The following is a summary of the group's conclusions:

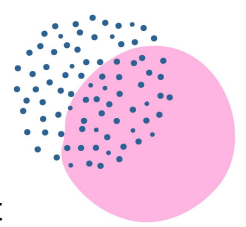
#### SUMMARY

1. The area has the potential to welcome more kids and a temporary intervention to reduce parking spots and add more activities can be the next action to take.
2. Need to define a better balance between cars and pedestrians. "Tomorrow we will draw on the road white zebra crossing roads."
3. Revitalise the market pavilion would be beneficial for the whole neighbourhood. The idea is to create a gathering space for the residents by changing the building function.
4. The area needs more remark the community identity. This can be achieved by starting local activities and businesses in unused spaces.
5. By reducing the parking spots, more space is gained for local activities. The local community has expressed the willingness to revitalise the neighbourhood with graffiti.
6. The next action for the area is to cover traffic lights to invite people to quietly enjoy a coffee in the local cafe.
7. The physical infrastructure of the neighbourhood is present, although a lack of social infrastructure is threatening the area. Create a stronger connection between people is necessary and also possible by organising local events and by stimulating the residents to participate in more activities, such as the dance classes for kids of the local dance school.

In a very short time, many ideas were sparked - these are the beginning of a street coalition for a long term development, which can be achieved through the next steps at Placemaking Week Europe 2020 in Valencia.

Placemaking Europe is developing an open-source toolbox for placemaking, available to all users. The Eye Level game is one of the first tools for which we have developed a step-by-step do-it-yourself manual. The form used during the [Eye Level Game can be downloaded via this link](#) and also in the appendix.





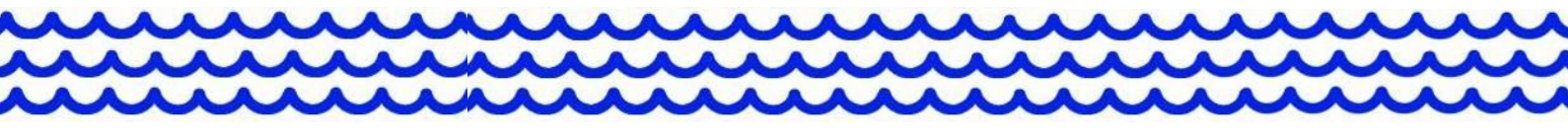
## KEY FINDINGS

- The Eye Level Game is one of the open-source tools provided by t Eye Level and Placemaking Europe to improve the street with the local community.
- The City At Eye Level - “A city where we feel at home.” Hans Karssenber
- With the Placemaking Europe we “collect the secrets behind placemaking.” Jeroen Laven

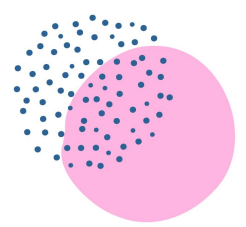


Visit the website [www.thecityateyelevel.com](http://www.thecityateyelevel.com)

[Download the Eye Level Manual](#)



## LABORA FUTURE OF WORK



Workshop moderators: [Joan Sanchis i Muñoz](#), [Irene Reig Alborela](#), [Jonathan Reyes](#), [Maje Reig Alborela](#), [Julian Siravo](#), [Aitor Deza](#), and [Laska Nenova](#)

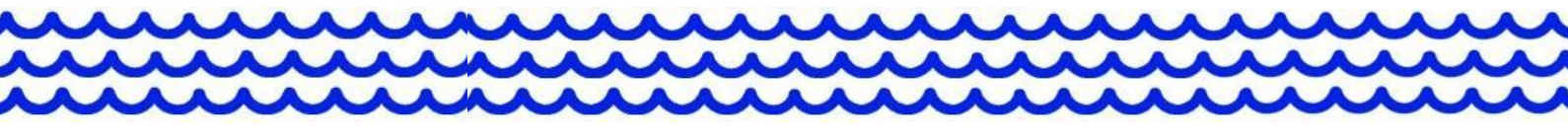
Looking at the ever-dynamic shift of the economy, this session - led by Joan Sanchis i Muñoz, Irene Reig Alborela, Jonathan Reyes, Maje Reig Alborela, Julian Siravo, Aitor Deza, and Laska Nenova - considered how a building can flexibly function as a



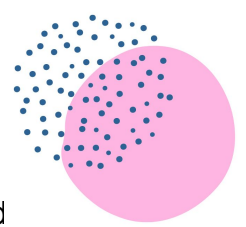
place to facilitate the future of work. Within the entire session, several organisations take the lead to steer the participants in a smooth way, aiming to inspire the group.

Labora is a public service facilitating the improvement of employment in Valencia. Three challenges within employment: aging population, automation and climate change. Work and employment is an end in itself but more so a tool for an inclusive and communal society. Looking at underutilized spaces, this session aimed at combining the method of experimental placemaking with the demand for public working spaces. The essence of the objective was to establish inclusive and accessible places, therefore focusing on involving different skills from the varying working classes.

The workshop is focused around setting up a working space plan for Tinglado 4. Within the session, four groups have taken the challenge of re-imagining the Tinglado 4. Three of the groups put together a plan for the design and hardware approach, whereas one of the groups focused on the orgware and software challenges of the Tinglado on a more theoretical level → how can Tinglado add value to the city development and Valencia's urban agenda.







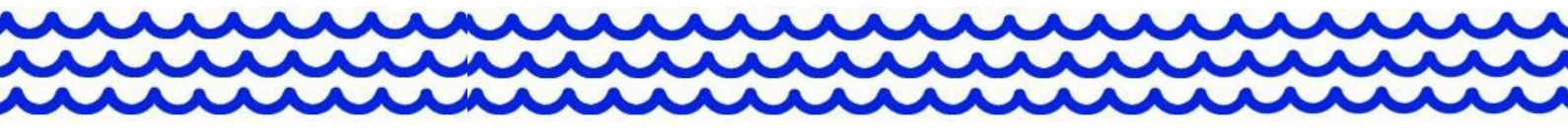
The groups work is as follows:

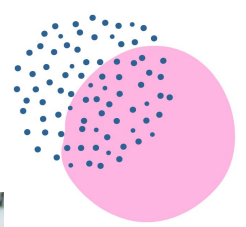
**Group 1** constructed a space focussing on inclusion of vulnerable and individuals into working practices and communities under the theme Center for Long Term Care. They titled this guiding concept “Work That Heals”.

**Group 2** concentrated on the Dark Kitchen idea. The question in the context of the Marina was how this could become an activator for public space while at the same time encouraging innovative entrepreneurship. Along with the Dark Kitchens, the area presents a food market for fresh produce and prepared meals as well as a series of eating areas.

**Group 3** also concentrated on the Dark Kitchen idea integrating however elements from the open work spaces, such as child-care and play areas. To this end, the group took ‘the garden’ as a guiding concept for their design. This garden provides produce and most importantly shade, a scarce resource in the Marina.

**Group 4** was critical of the brief given for the workshop. They believe a broader conversation on the instrumentality of the site for the city was necessary. Rather than choosing one of the infrastructures for work proposed for the workshop they devised a conceptual plan that integrated three functions (elder-care, gym, and child-care) the intention was to create bridges of activity between the Tinglado, the existing residential neighbourhoods and the planned ones.





## KEY FINDINGS

Looking both at public and private space, the groups have established plans for inclusivity to welcome the neighborhoods and citizens of Valencia, while simultaneously establishing a sustainable plan for existing and new businesses. The plans therefore covered both the facilitation of existing companies and start-up businesses to cover educational relationships between the two.

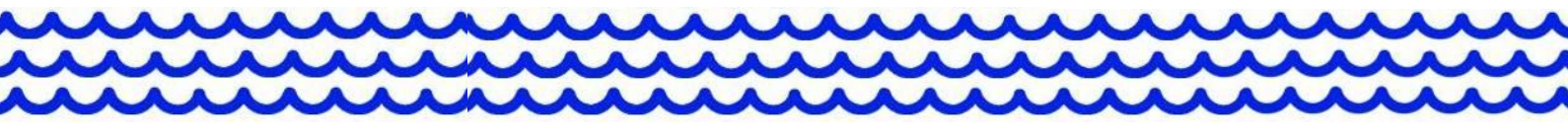
The plans have covered three aspects of employment issues focusing on prevention, healing, and development. As the plans need to be inclusive, the solutions highlighted the differences in stages of the unemployed.

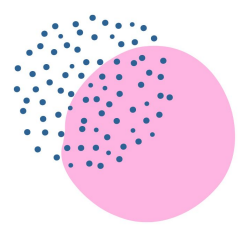
Additionally, by establishing a profitable case, the plans covered the ideas of creating commercial food facilities. This concept uses a food-greenery-playground idea to lead to income for increased greenery, and to eventually provide a playground for the neighborhood. This strongly relates to the People Planet Profit principle of harmony in sustainable (urban) development.

Join this Telegram channel to keep in contact with the team: [t.me/pmwe2019work](https://t.me/pmwe2019work)

## Workshop Sessions and Contributors

Please see our [Sched event profile](#) for full contributors, links, and session abstracts. Thank you to all participants and session leaders for coming together to co-create fruitful cross-knowledge exchanges.





## Call to Action & Closing

### Keep the Momentum Alive and Thriving

THANK YOU placemaking colleagues for your effort, support, and input to drive Placemaking Europe forward together. Now is a crucial time to persevere and harness the inspiring energy we have gained from this past year of growth towards future projects and solidifying the network even more. Let's make great places together using sustainable, inclusive, and innovative methods through our placemaking practices.

Moving forward, we will apply the insights from and reflections on Placemaking Week Europe 2019 to improve and strengthen the 2020 moment, but also, importantly the network itself.

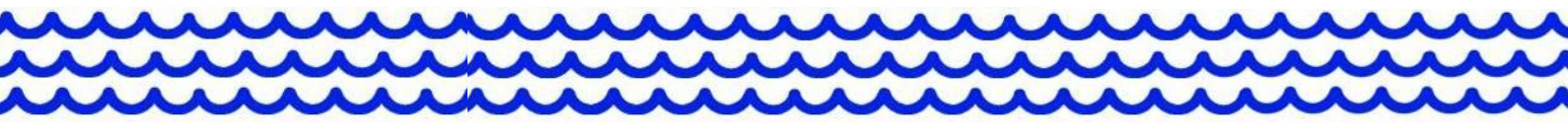
### How can we stay in good contact?

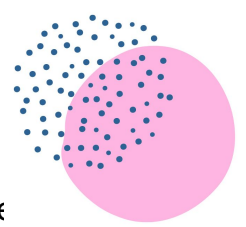
Please use this document towards your future pursuits, especially as a resource to recapping Placemaking Week Europe 2019 from your perspective.

Additional ways to stay in touch:

- <https://placemaking-europe.eu/>
  - Options to add your tools, information, and have a featured bio
  - Feedback on how to make the website more user friendly? Let us know please.
  - Download the manuals and spread the word using your social media profiles
- Use hashtags **#placemakingeurope** **#placecity** **#placemakingweekeurope** on your social media posts
- Get in touch to participate in [The Journal of Public Space](#)
- Join our lively and organic [Facebook group discussions](#)
- Subscribe to our [monthly newsletter](#)
- Want to plan a regional network meeting? We can assist - [please reach out.](#)
- Host a [Placemaking Pils event](#), created by [Helene Gallis and Laura Martinez](#), in your city with local placemakers. We'd love to help you out if so.
- Use the strength of niche networks within Placemaking Europe
  - [re:Kreators](#)
  - [Tool Test Day](#)
  - [PlaceCity and the Toolbox](#)

**[View presentations from Placemaking Week Europe 2019](#)**





## CHECK IT OUT!

The following participants published independent reports from their experience at Placemaking Week Europe. Please take a look.

- [Urbact](#)
- [Urban Maestro](#)
- [JPI](#)
- [Eutropian](#)
- [Paisaje Transversal](#)
- [SoundDiplomacy](#)
- [Pop-City](#)

## KEEP AN EYE OUT

In the coming months Placemaking Europe will announce the official location and themes for **Placemaking Week Europe 2020**. This decision is made collectively amongst the Placemaking Europe Board and Placemaking Europe Leaders. Please keep an eye out on our channels.



Sincerely,

**The Placemaking Week Europe Project Team**

Photos within this report by [Maria Visuals](#)

