

Liveability -Designing Public Services for Resilient Neighbourhoods

## Liveability Talks

# The Art of Placemaking: Designing Cities for People

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**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union

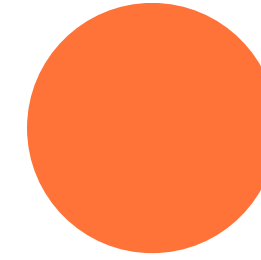


RESPONSIVE PUBLIC SERVICES

**Liveability**

# Who am I?

AND WHY AM I HERE WITH YOU TODAY?

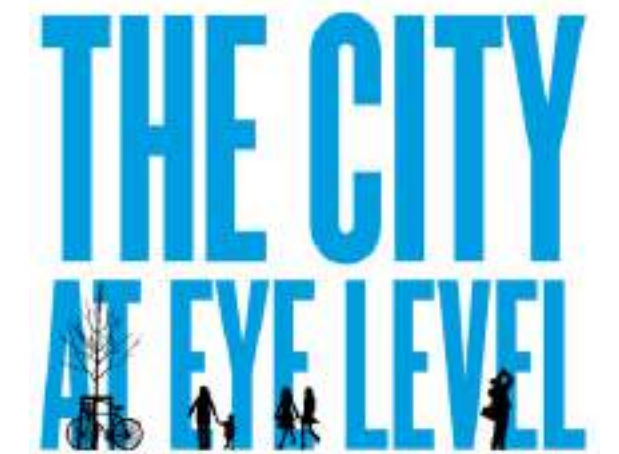


**placemaking**  
  
**europe**

[placemaking-europe.eu](http://placemaking-europe.eu)



[stipo.nl](http://stipo.nl)



[thecityateyelevel.com](http://thecityateyelevel.com)

**We are an urban development team oriented towards public space and neighborhood revitalization through citizen engagement and community empowerment.**

**We envision the cities of tomorrow.**

**We collaborate closely with the STIPO teams in the Netherlands and Italy.**

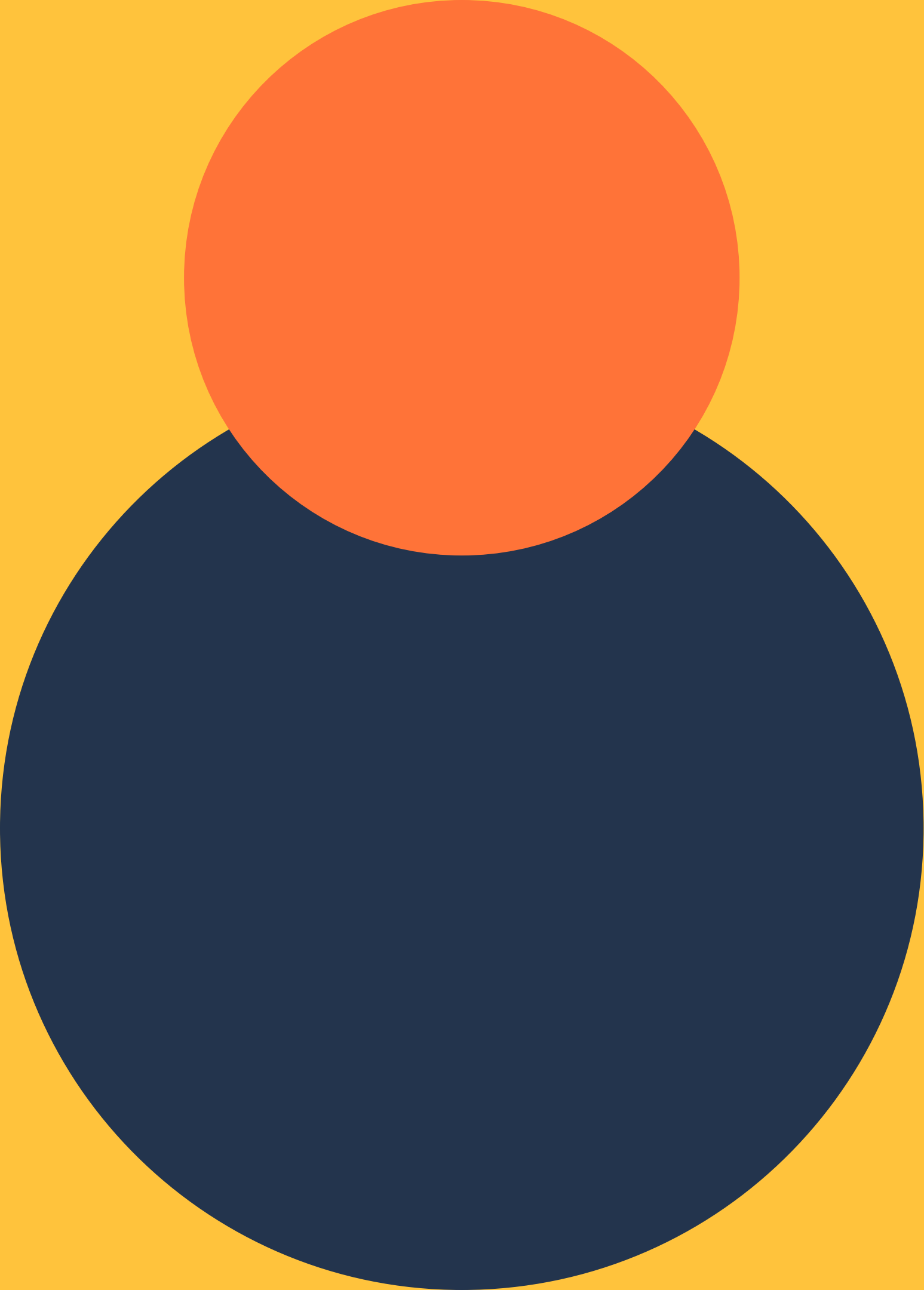






# Agenda

- **Introduction to Placemaking**
- **Two Case-studies**
- **How to integrate placemaking in your system**
- **About Placemaking Europe**

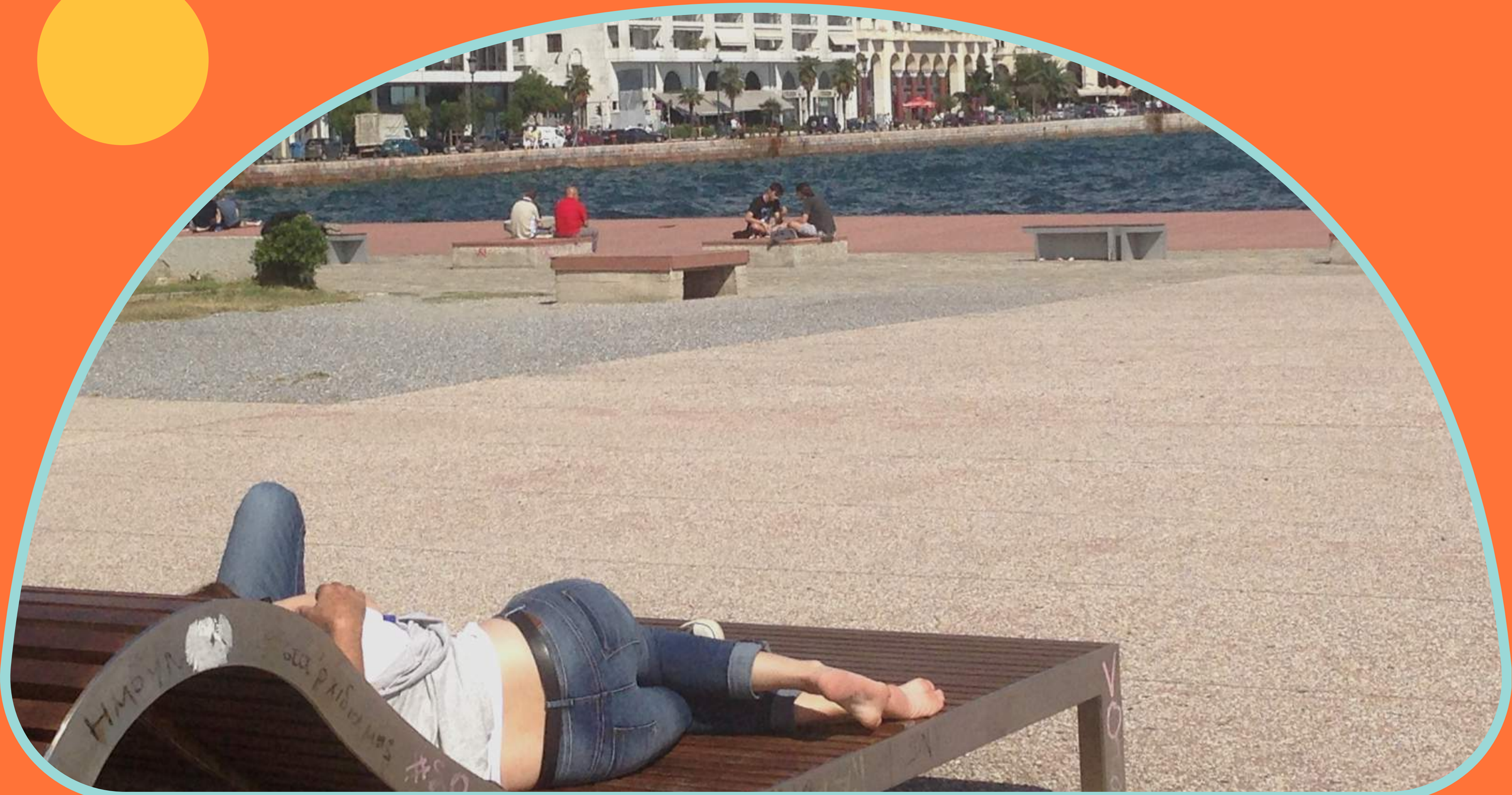


# **Intro to Placemaking**



**SPACE**

**PLACE**





# Placemaking "Parents"



**Jane Jacobs**

May 4, 1916 – April 25, 2006  
American-Canadian journalist,  
author, theorist, and activist

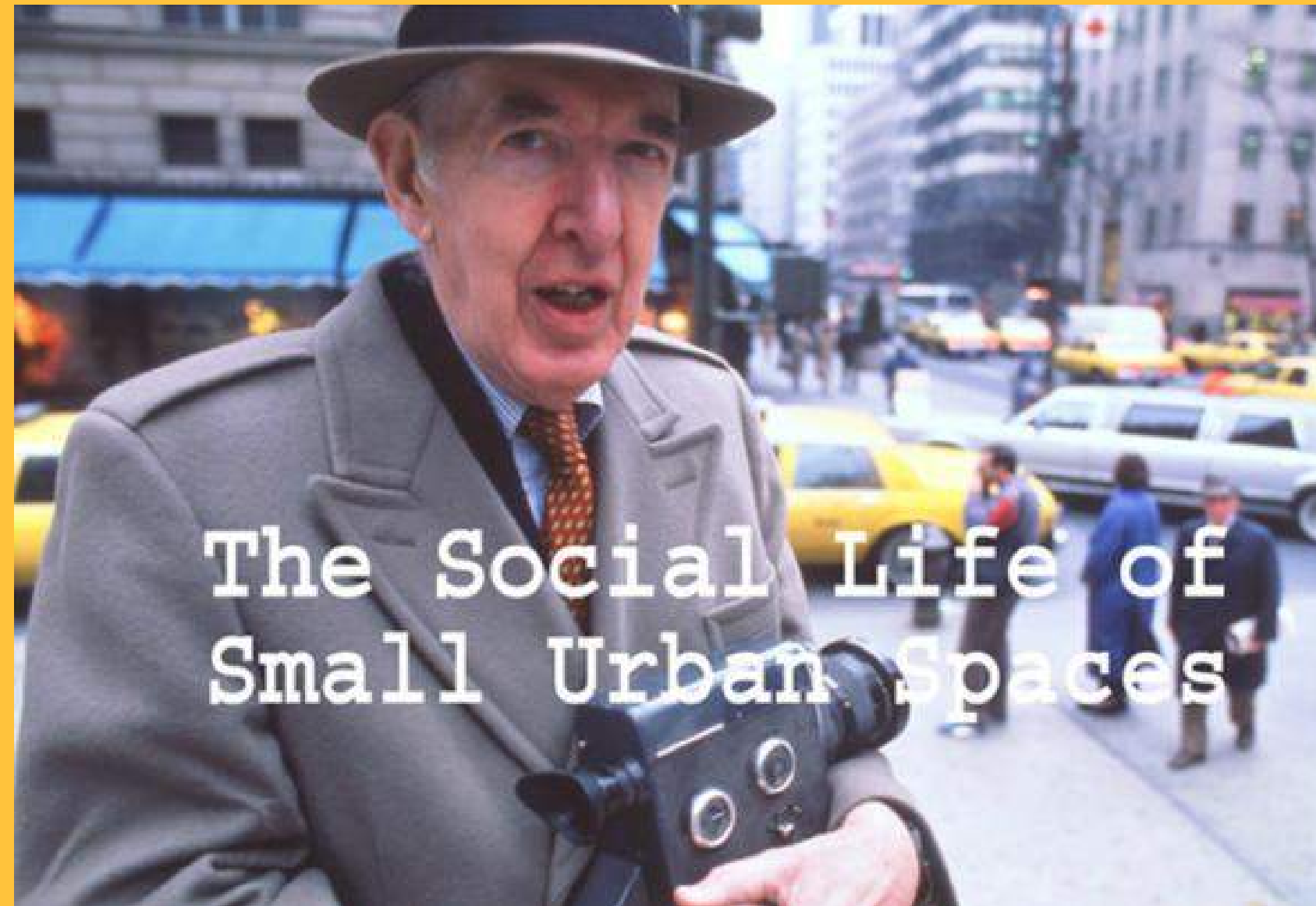


**William H. Whyte**

October 1, 1917 – January 12, 1999  
American urbanist, sociologist,  
organizational analyst, journalist  
and people-watcher.

**Watch below:**

**The Social Life of Small Urban Spaces (dir. William Whyte Jr, 1980)**



**<https://edisciplinas.usp.br/mod/resource/view.php?id=2089178>**



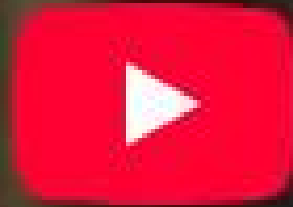
**Fred Kent**  
**Founder of Project for Public Spaces**  
**& The Social Life Project**



The Place Man (2024)



Share



Watch on  YouTube



**Jan Gehl**  
**The Life Between the Buildings**

# First LIFE



# Then SPACE



Space



# Then BUILDINGS



**Buildings**





“It is hard to create a space that will not attract people.

What is remarkable, is how often that has been accomplished.”

Project  
for Public  
Spaces



“If you design a community  
around cars...

...you get more cars.”



“If you design a community  
around cars...

...you get more cars.”





“If you design your community  
around people...

...you get more people.”

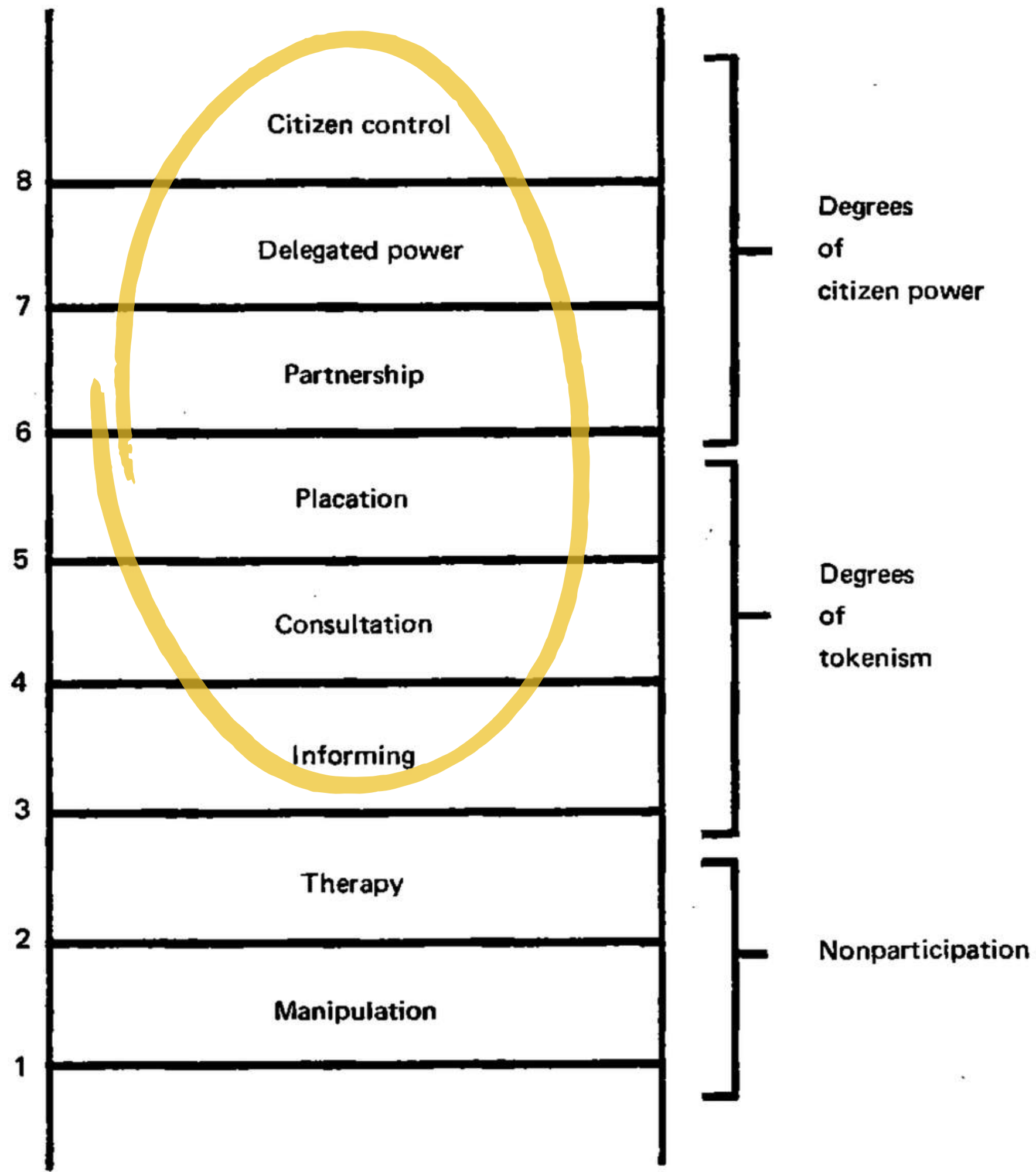
Placemaking is

organising your happy accidents, by opening up to unexpected initiatives, emerging from an engaged community



**THE COMMUNITY  
IS THE EXPERT**

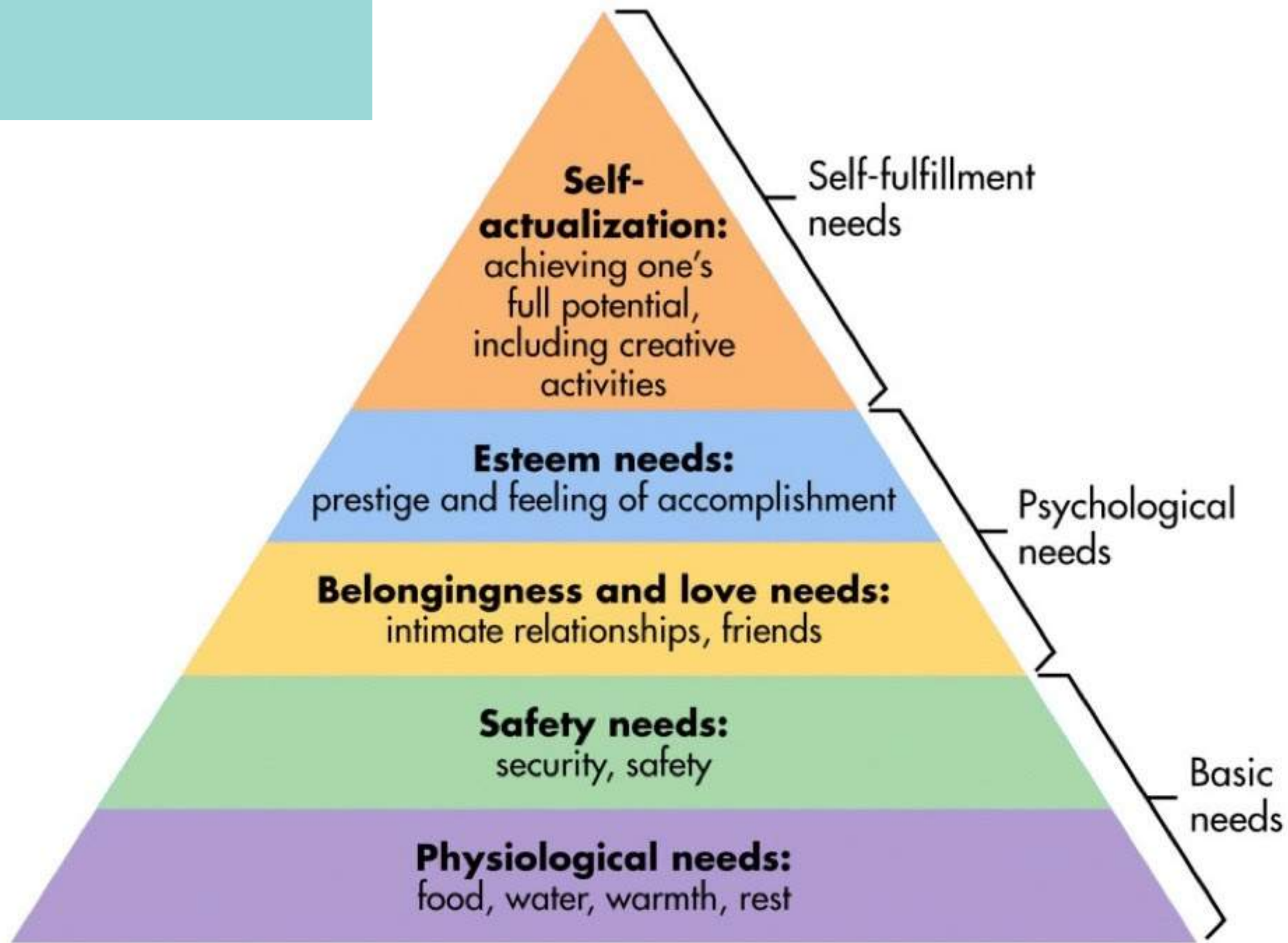




Sherry Arnstein's Ladder of Citizen Participation as it appeared in the Journal of the American Planning Association in 1969





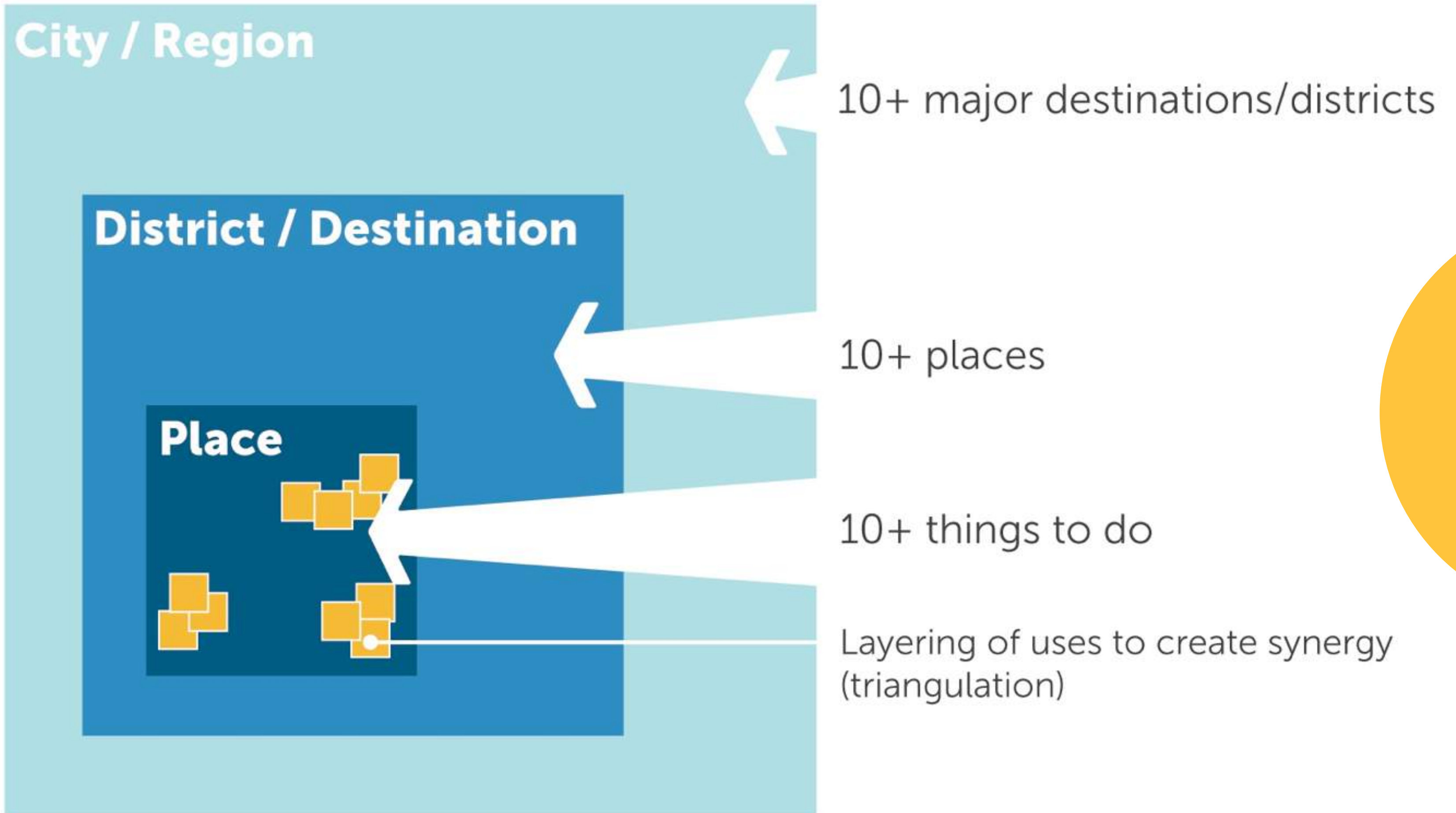


**place:**

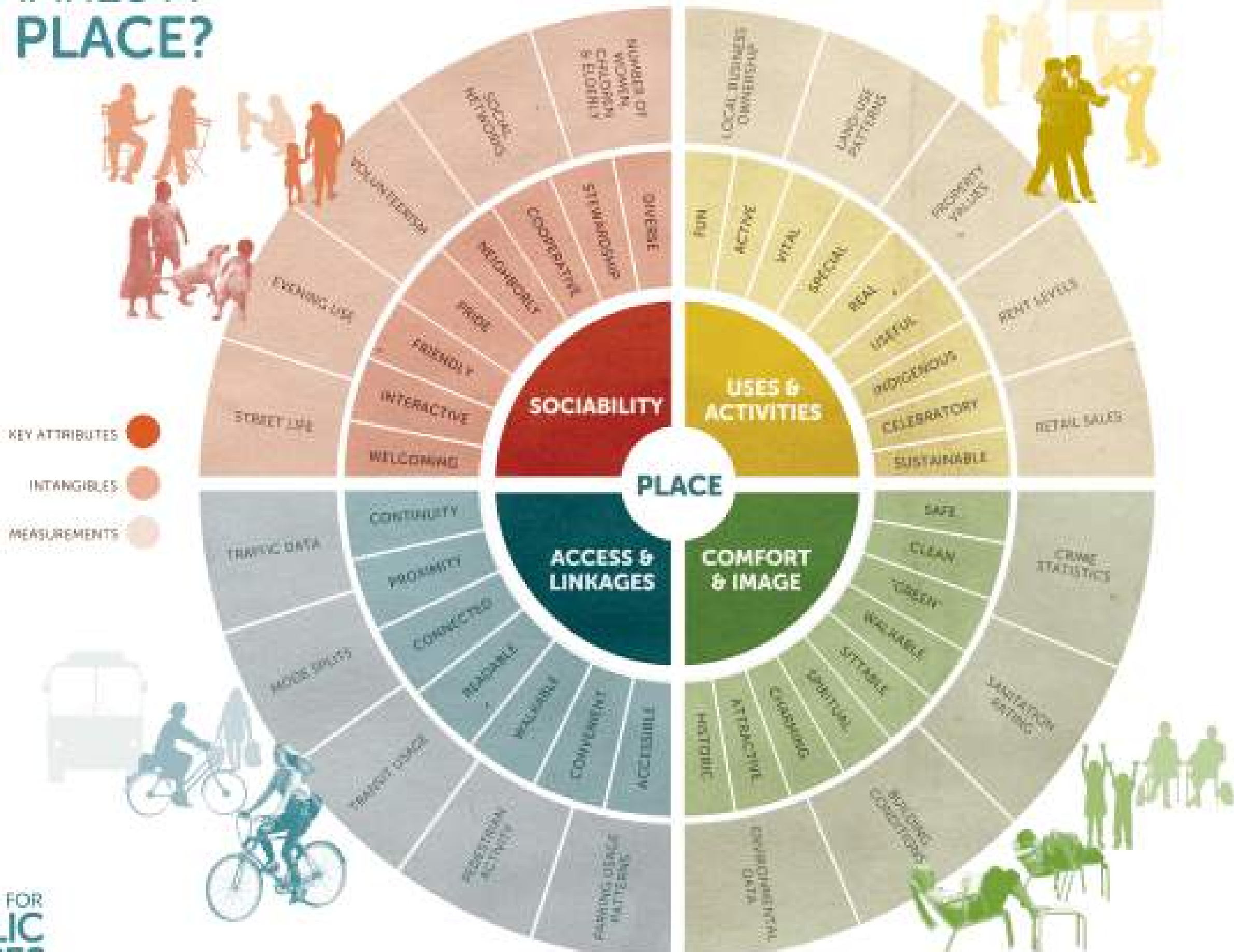
social, active, fun,  
creative, inspiring  
- by and for the  
'community'

**space:**

clean, safe, basic  
maintenance  
- municipality



# WHAT MAKES A GREAT PLACE?





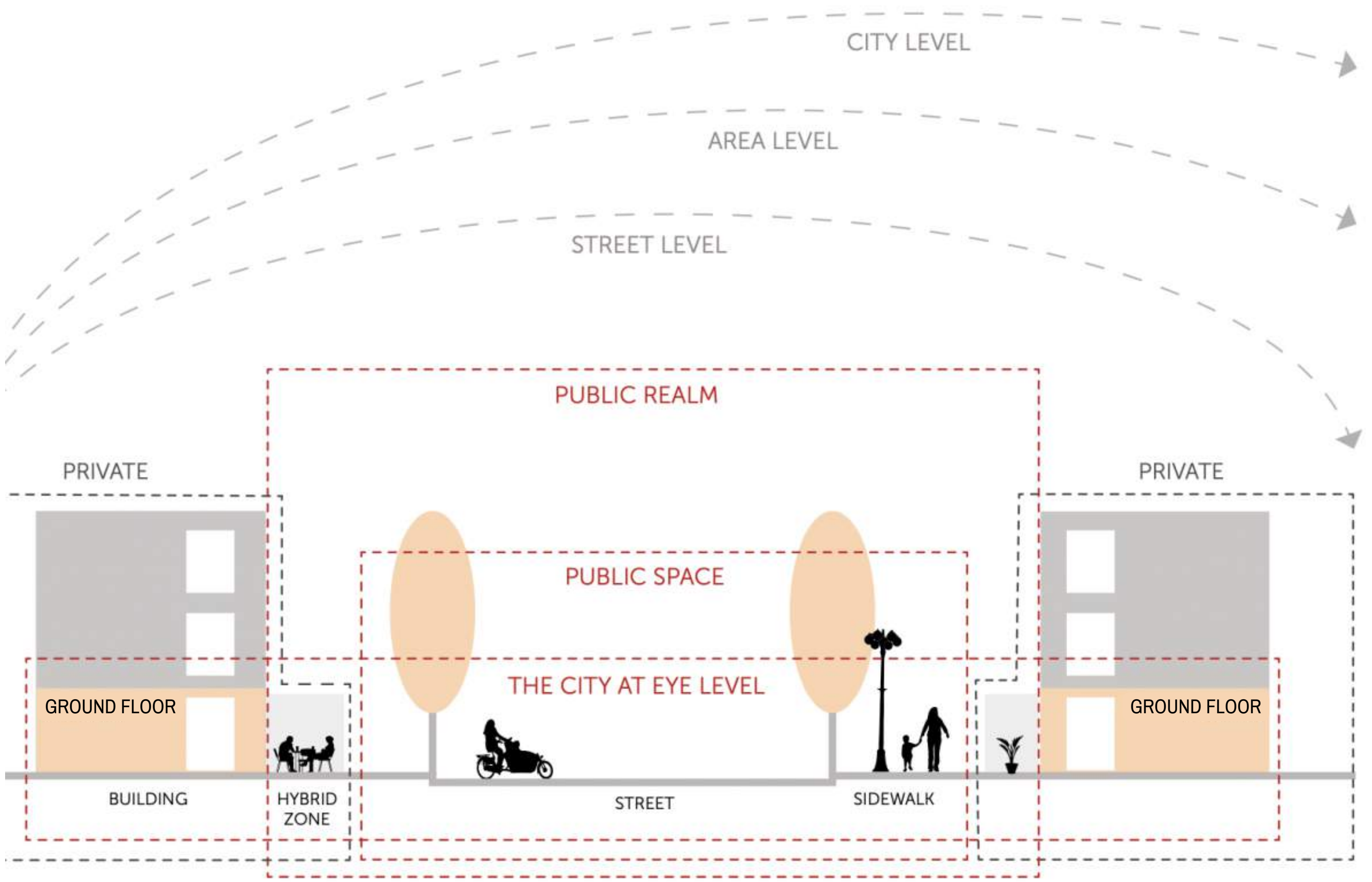
# THE CITY AT EYE LEVEL

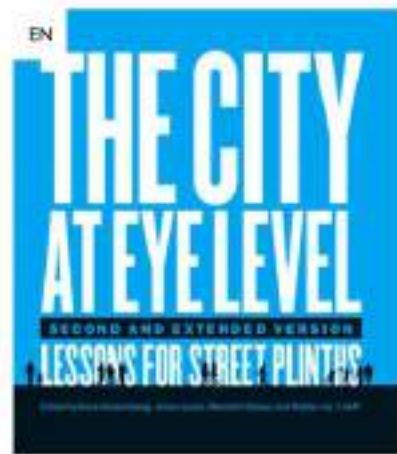


TOP TOYS TOP TOYS

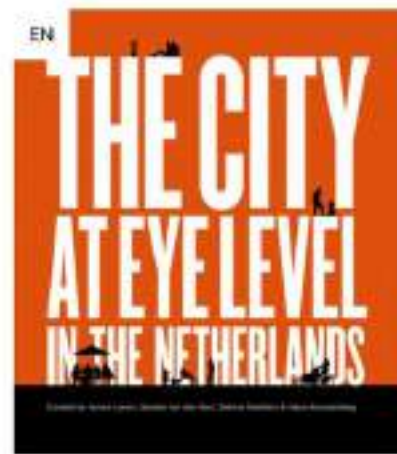


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**THE CITY AT EYE LEVEL – SECOND AND EXTENDED VERSION**  
€35,00



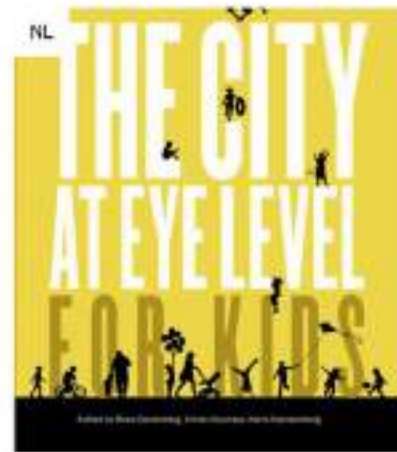
**THE CITY AT EYE LEVEL IN THE NETHERLANDS**  
€29,50



**DE STAD OP OOGHOOGTE IN NEDERLAND**  
€29,50



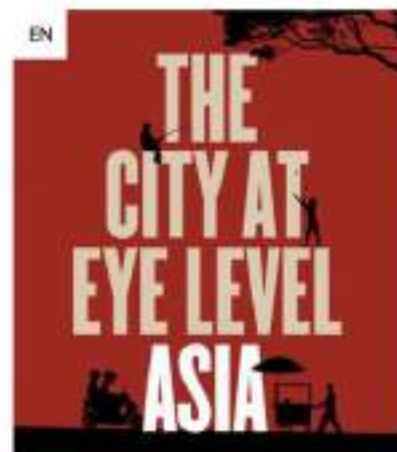
**A CIDADE AO NÍVEL DOS OLHOS – SEGUNDA VERSÃO, ESTENDIDA**



**THE CITY AT EYE LEVEL FOR KIDS**  
€22,50



**DE STOEP: ONTMOETING TUSSEN HUIS EN STRAAT**  
€29,95

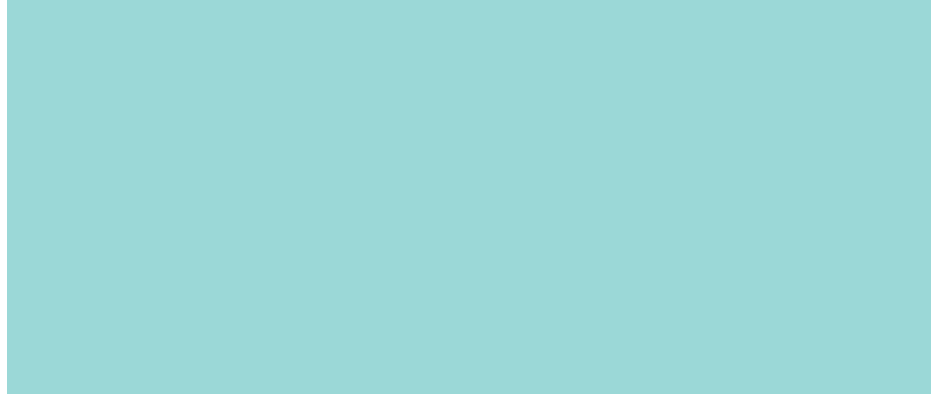
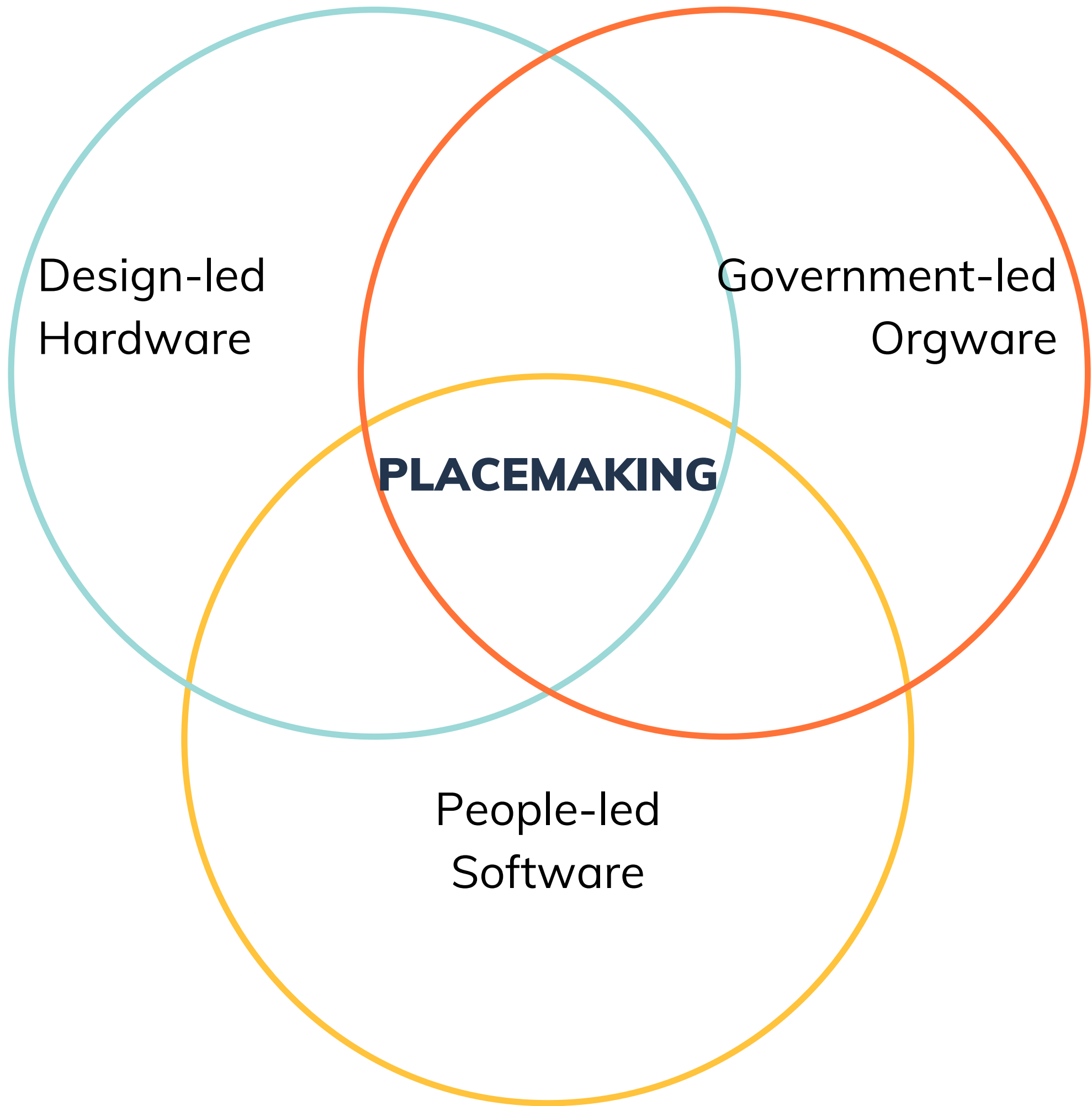


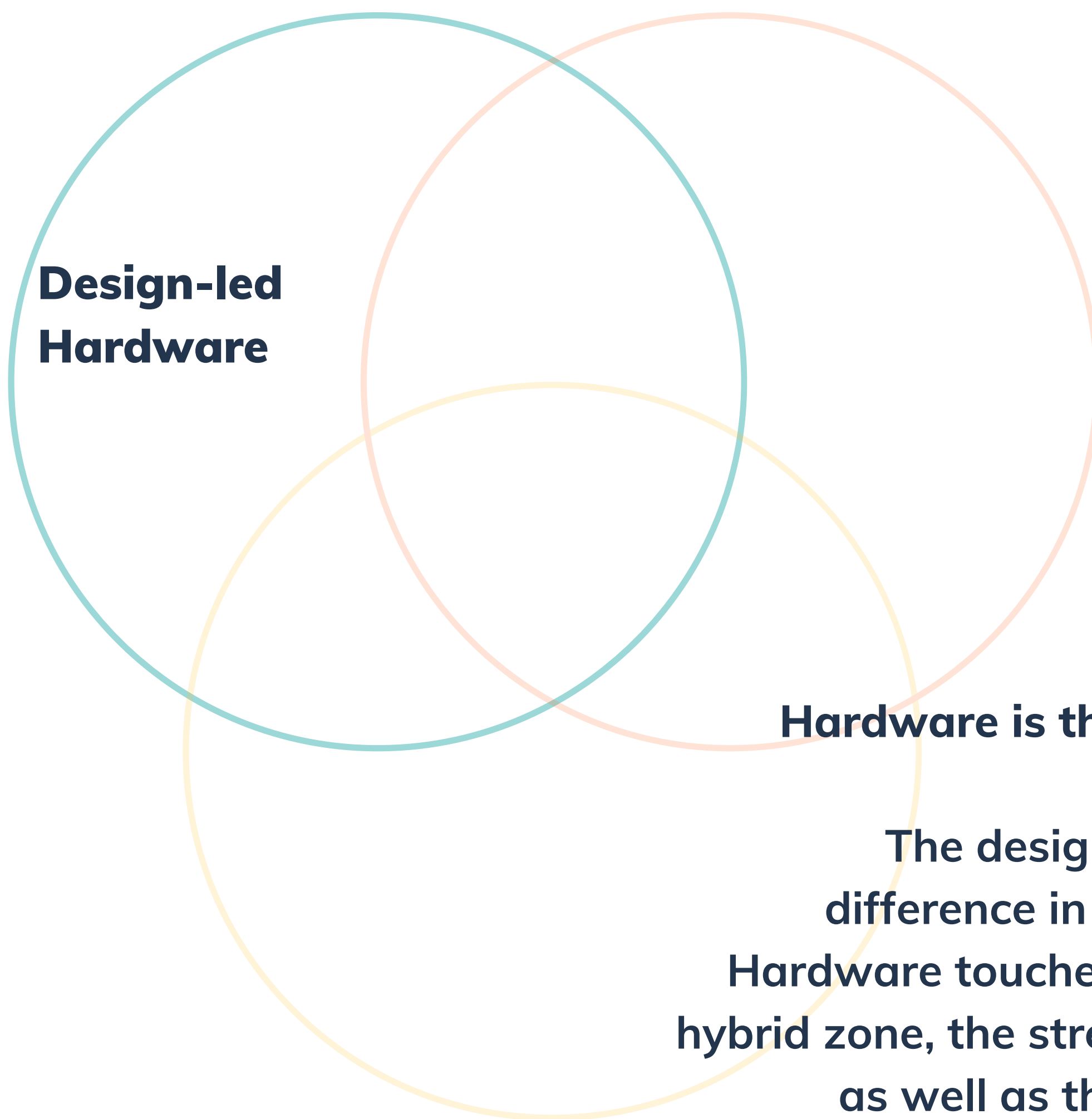
**THE CITY AT EYE LEVEL ASIA**  
€16



**OUR CITY? COUNTERING EXCLUSION IN PUBLIC SPACE**  
€22,50







**Residential  
plinths**

**Flexibility**

**Plinths**

**Sound-  
scape**

**Streets as  
places**

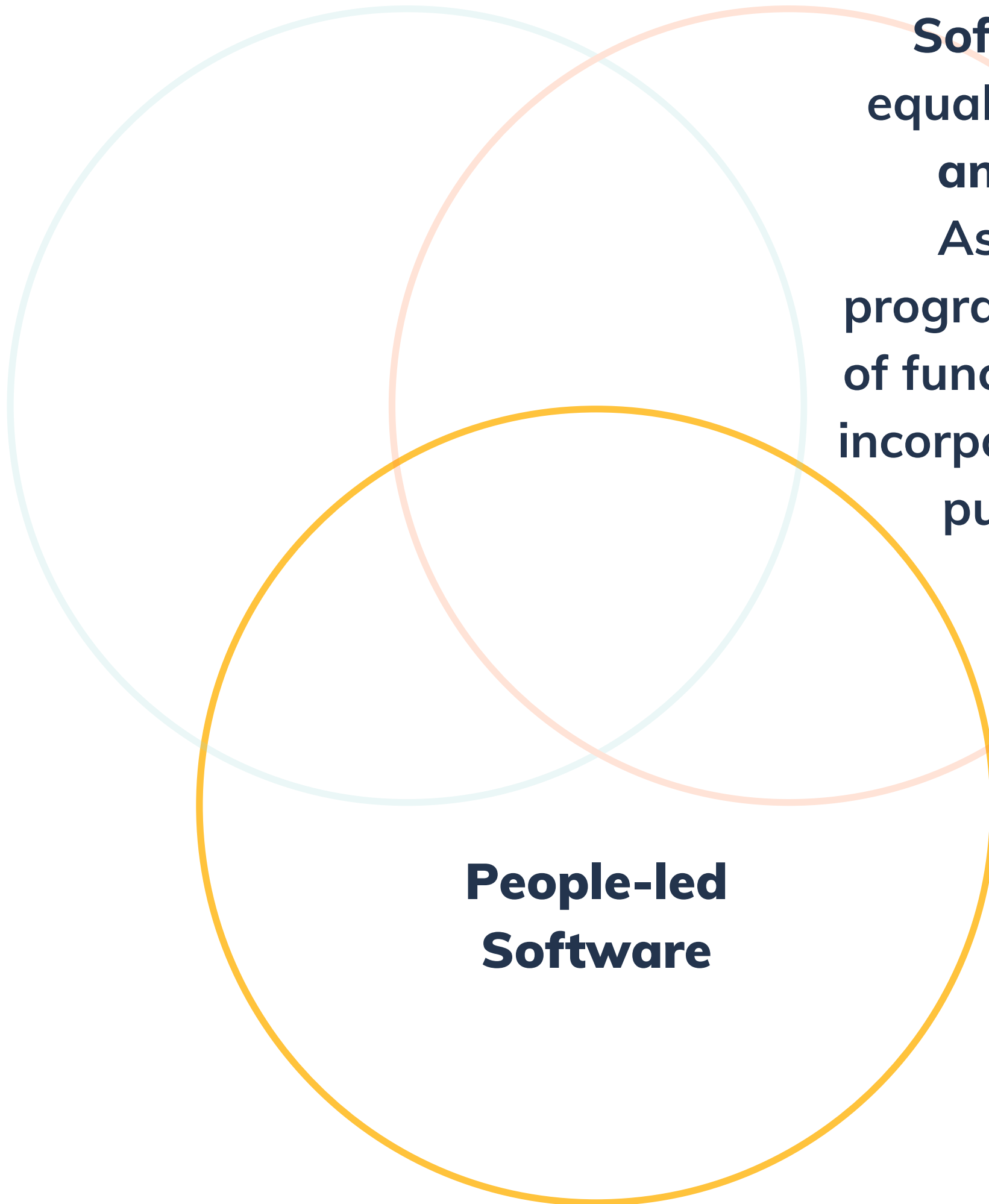
**Hybrid  
space**

**Hardware is the physical appearance of buildings, streets and the city.**

**The design and building rules that can make a difference in creating a more people-centred city.**

**Hardware touches every scale of a city; the plinth, the hybrid zone, the street, the area, and the city as a whole as well as the connection between all the scales.**





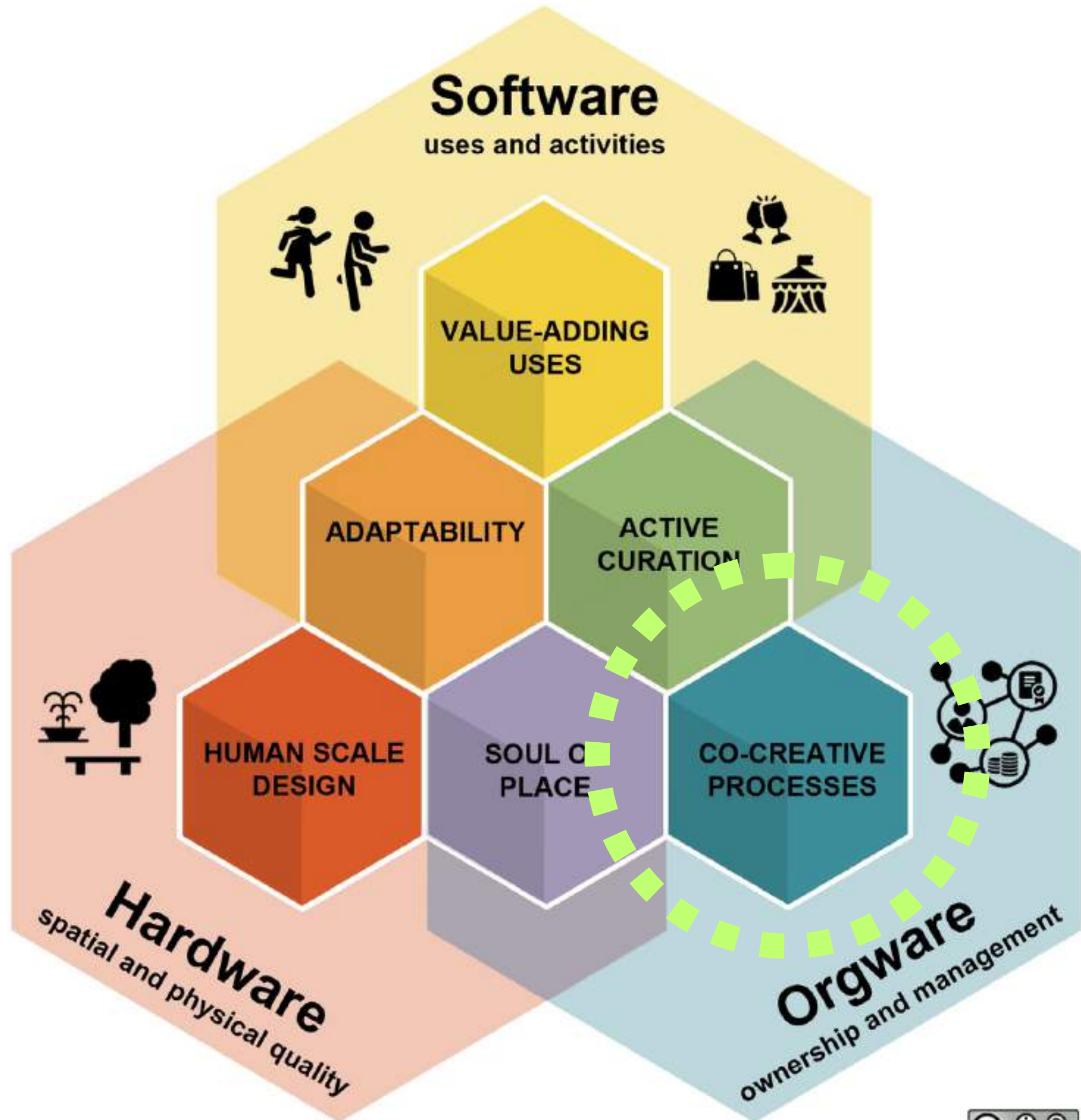
**Software** is the least tangible part, nevertheless, equally important. It regards the user's experience and their perceivance of the built environment. Aspects such as wayfinding in the area and the programming are crucial to consider, as is the order of functions in a street or area. It is also essential to incorporate a mixture of uses within the area and in public spaces, on both smaller and larger scale.

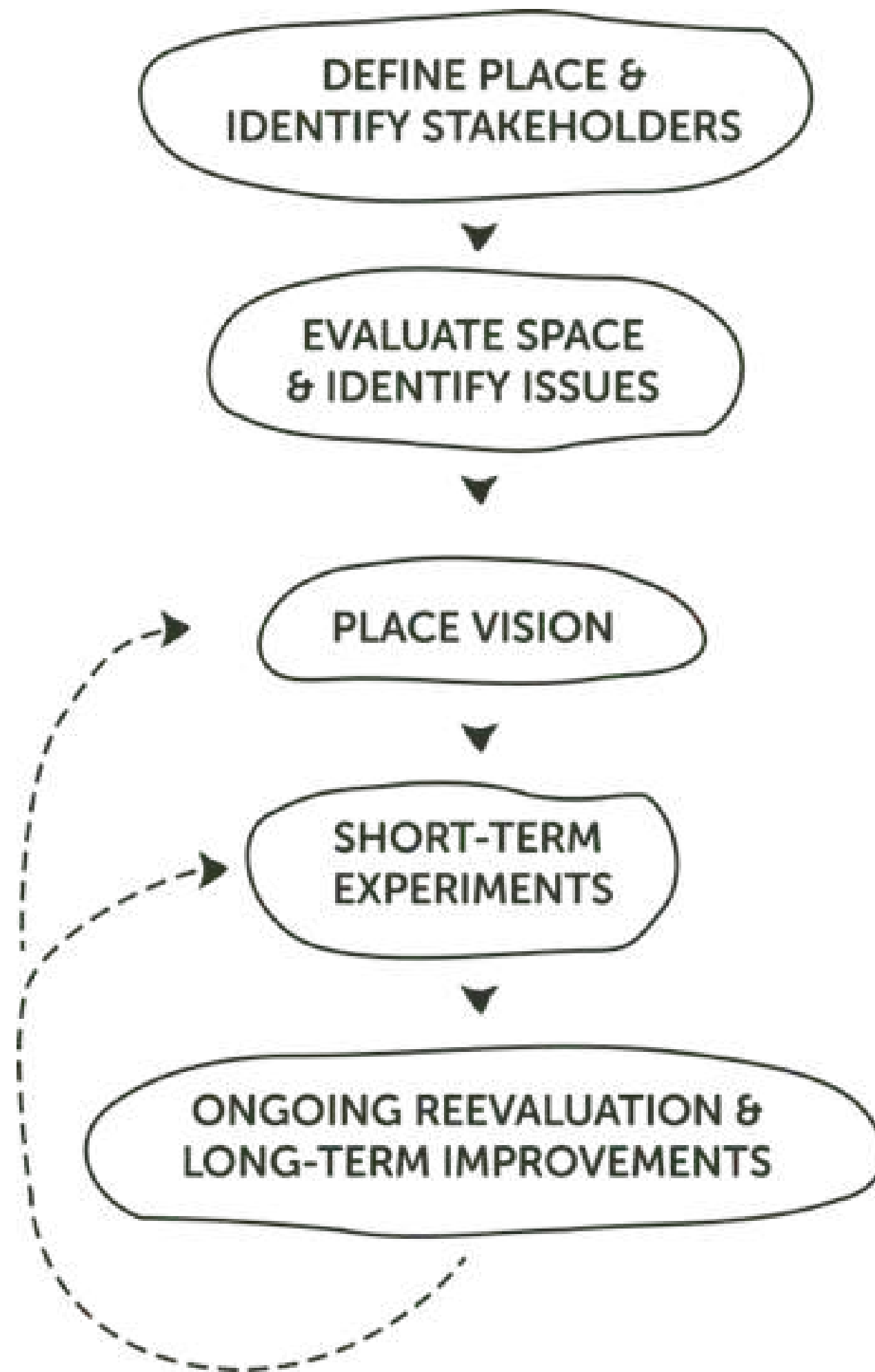
- |             |                   |
|-------------|-------------------|
| Experience  | Pedestrian flows  |
| Programme   | Markets as places |
| Placemaking | Wayfinding        |



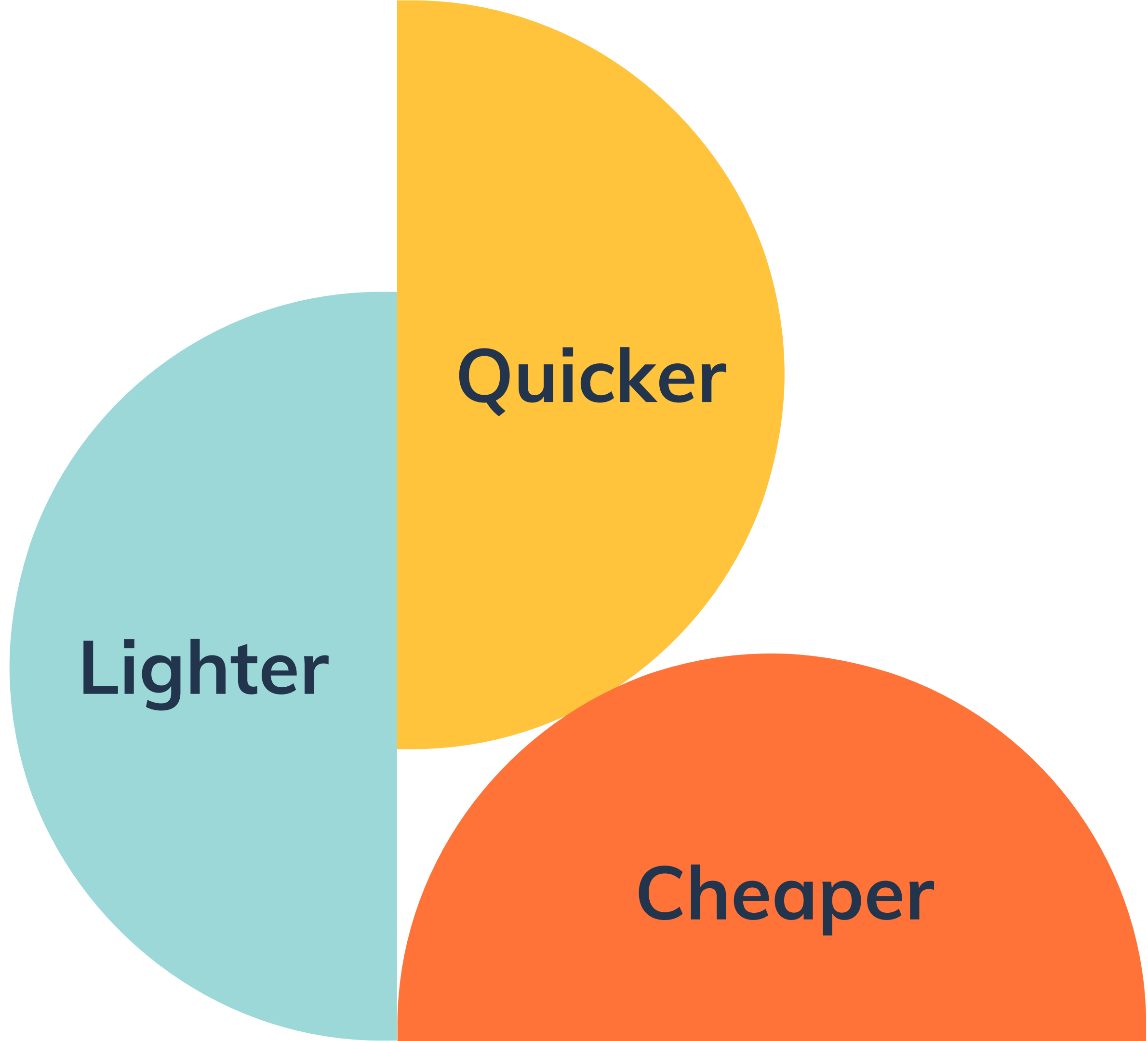
- Long-term strategy
- Street coalitions
- Quick-wins experiments
- Re-use vacants plinths
- Place management
- Costs and benefits

**Orgware is the way we organize a good city at eye level. How can cities and market parties work together. How can we give people influence to improve their surroundings. How can we organize this in a sustainable and viable way. It can be adapted on different scales by creating teams and coalitions for managing plinths, buildings, streets and cities. Various time-frames such as quick wins and long-term strategies have to be taken into account.**





**Related to Design Thinking & Service Design process**



# Tactical Urbanism

Making things happen lighter, quicker, cheaper with a long-term vision, together with the community!



<https://christiccompass.com/tactical-urbanism-lesson-plan/>



<https://www.gia.org/articles/6154217-tactical-urbanism-in-rural-utah>



<http://www.merit.com/tactical-urbanism/>

# Tactical Urbanism

Miami, coined 2011

## STREETPLANS

<https://street-plans.com/>



Mike Lydon



<https://tacticalurbanismguide.com/>

# TACTICAL URBANISM VOL. 1

Short Term Action || Long Term Change

tac·ti·cal

adj. \tak-ti-kəl\

1. of or relating to small-scale actions serving a larger purpose
2. adroit in planning or maneuvering to accomplish a purpose

The Street Plans Collaborative



[https://issuu.com/streetplanscollaborative/docs/tactical\\_urbanism\\_vol.1](https://issuu.com/streetplanscollaborative/docs/tactical_urbanism_vol.1)

# Tactical Urbanism

Ciclovía in Bogotá, since 1976



Paris-Plages in Paris, since 2002



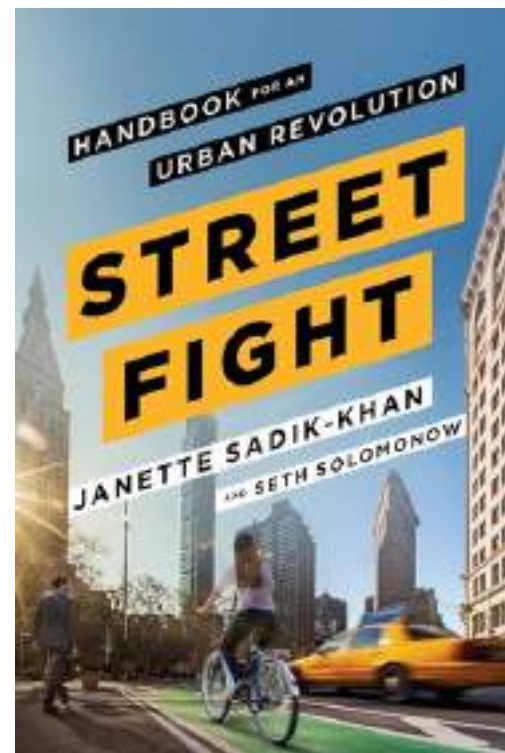


# Tactical Urbanism

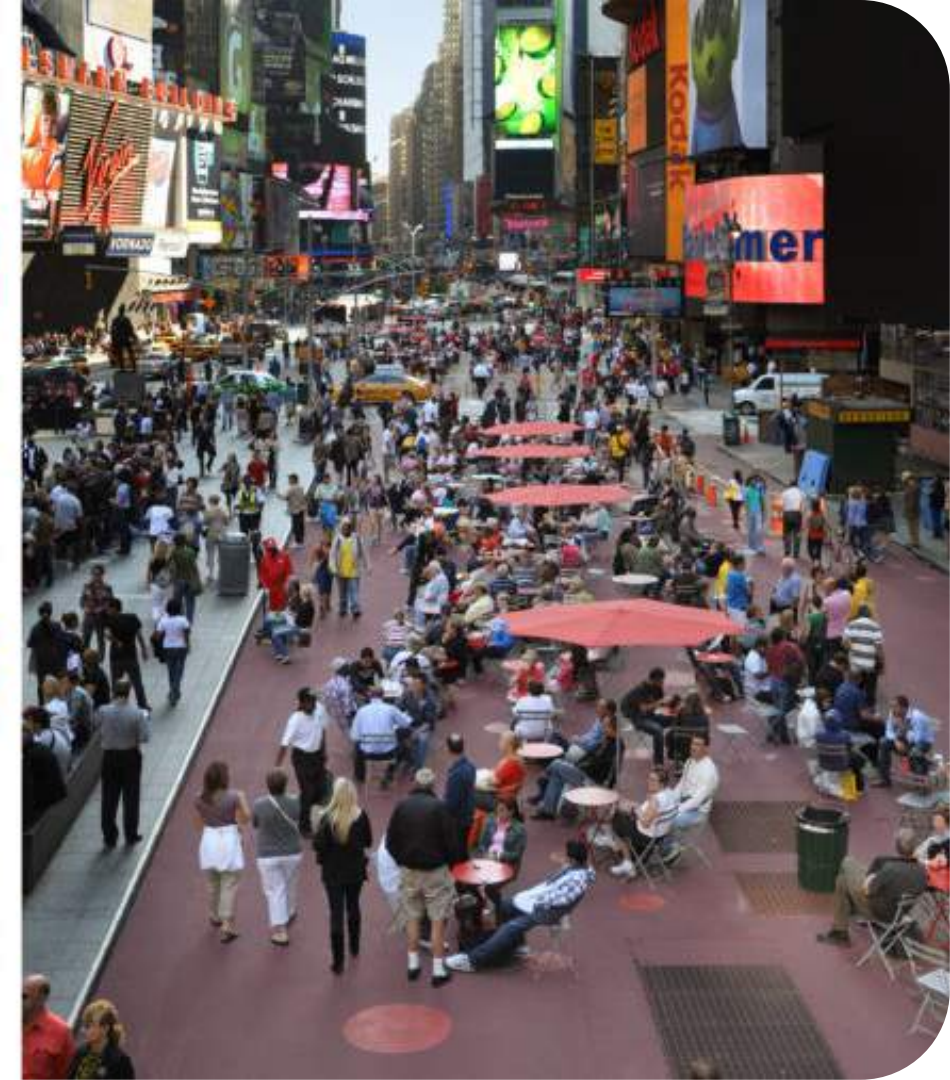
New York, est 2009

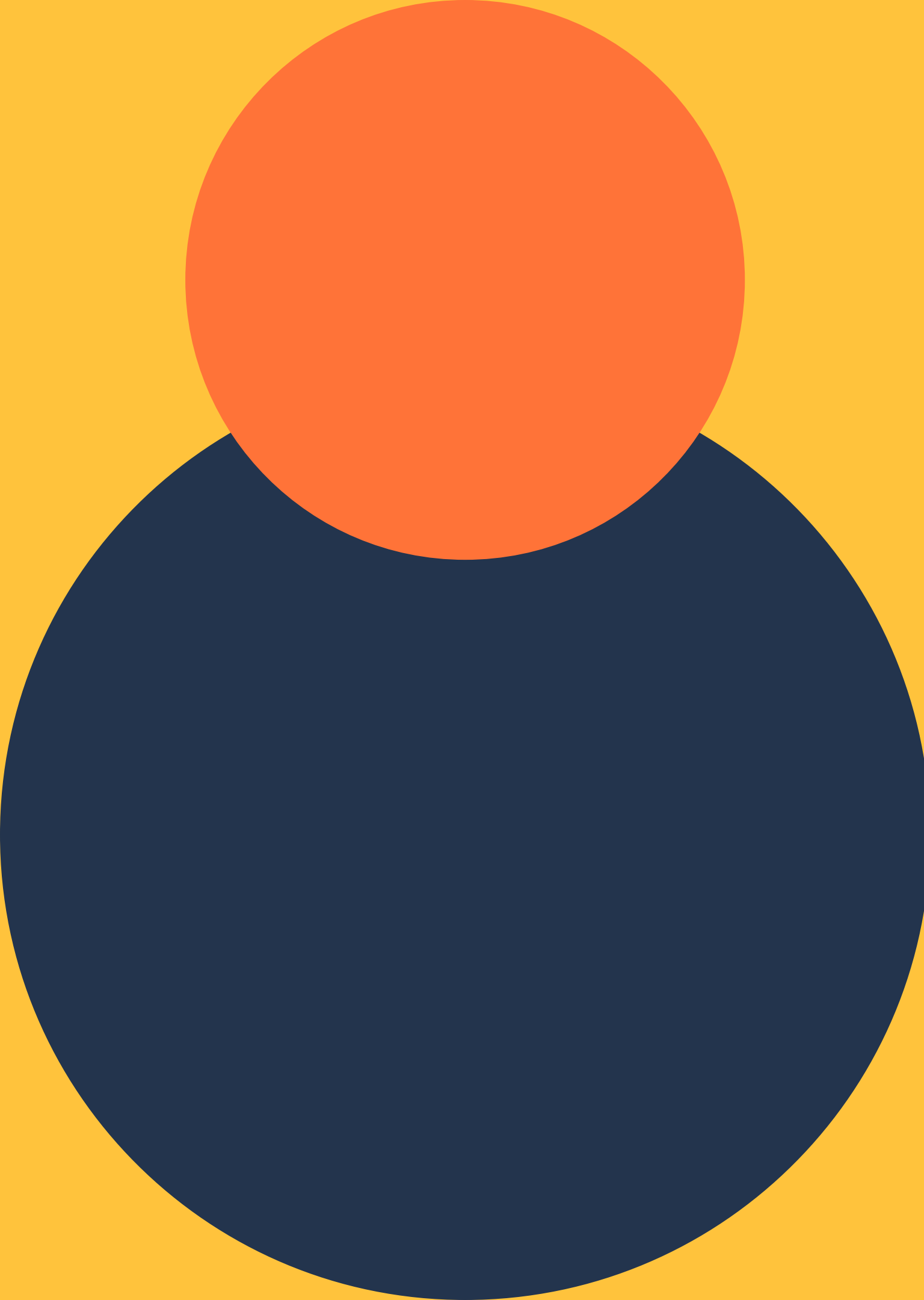


Janette Sadik-Khan  
@olugbenro photography



<http://tacticalurbanismguide.com/materials/movable-chairs-tables>





**Two Case-studies**

**from**

**Tactical Urbanism**

**to**

**Placemaking Strategy**

**to**

**Systemic shifts**

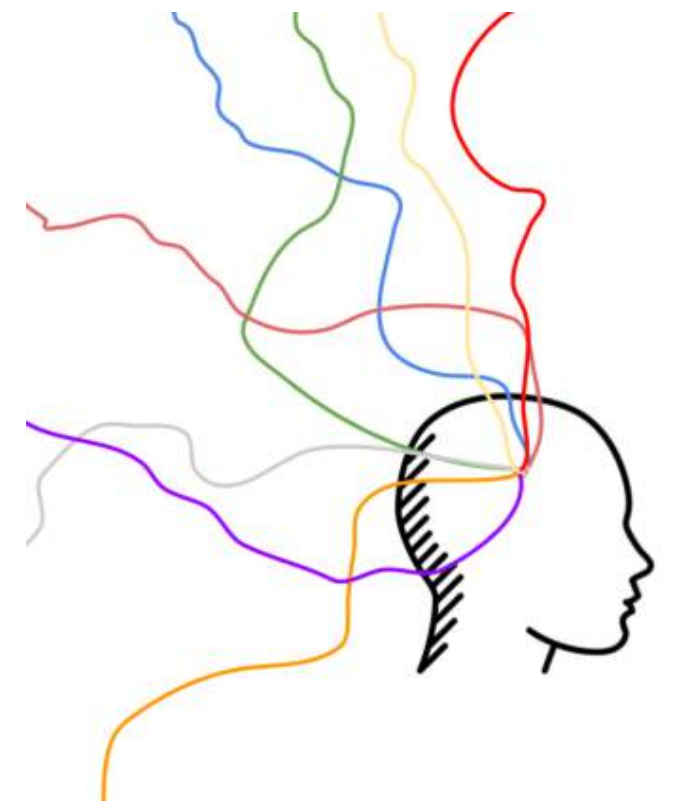
**Asphalt Art**

**Kessariani**

**Athens, Greece**



**Path of Memories**  
(Actors of Urban Change)  
(2019 - 2020)





**Path of Memories**  
(Actors of Urban Change)





# Asphalt Art Kessariani (2023)

Asphalt Art European Initiative

Bloomberg Philanthropies

Municipality of Kessariani

STIPO Greece

European Public Law Organisation

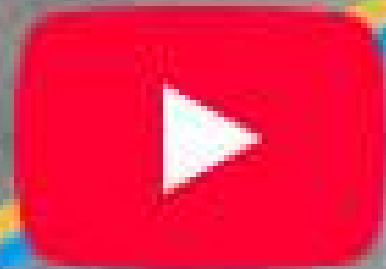


**B**

Watch this City in Greece Paint one of Their Busiest Stre...

Share

**BEFORE**



Bloomhour

**AFTER**

Watch on YouTube









1/Κ

17.0694

2.5032

45 tn

5.0000

απαγόρευση στάθμευσης λόγω ΚΟΚ

απαγόρευση στάθμευσης λόγω ΚΟΚ

20.4535

45 tn

2.5014

4.9583

5.0827

4.6575

απαγόρευση στάθμευσης λόγω ΚΟΚ

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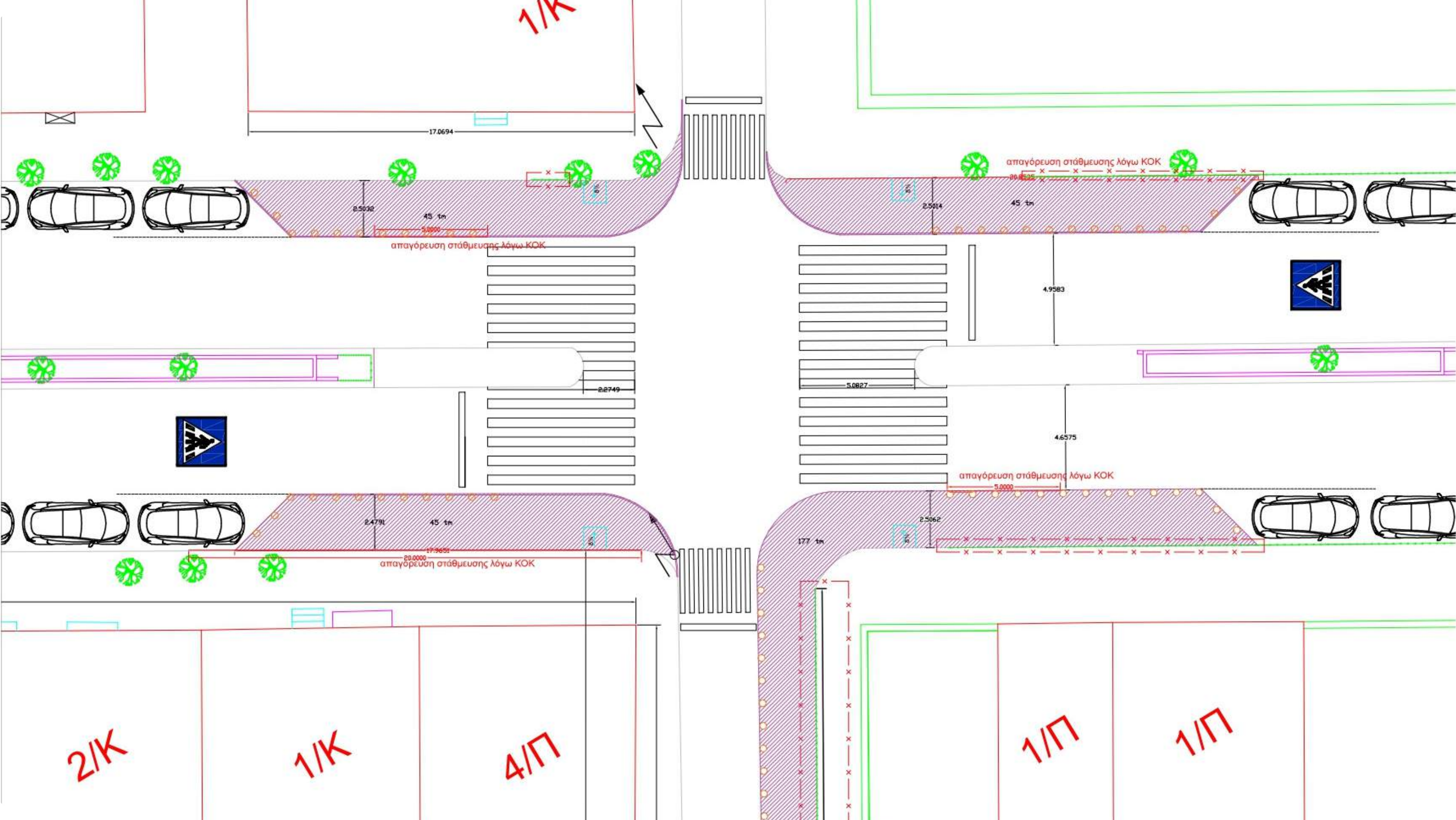
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1/Π

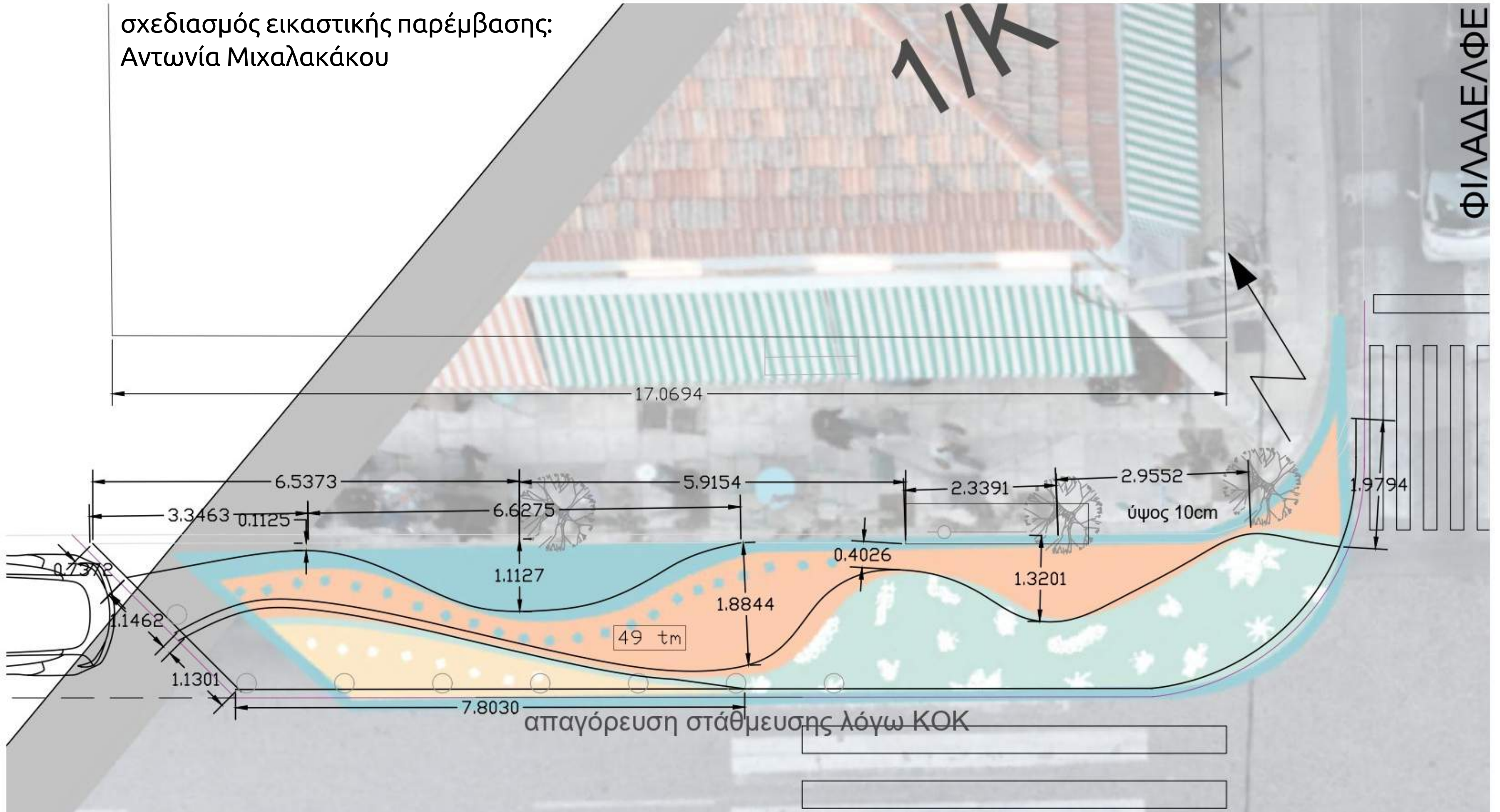
1/Π



σχεδιασμός εικαστικής παρέμβασης:  
Αντωνία Μιχαλακάκου

11K

ΦΙΛΑΔΕΛΦΕ









@Constantinos Stathias











@Constantinos Stathias



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@Constantinos Stathias







August 2023





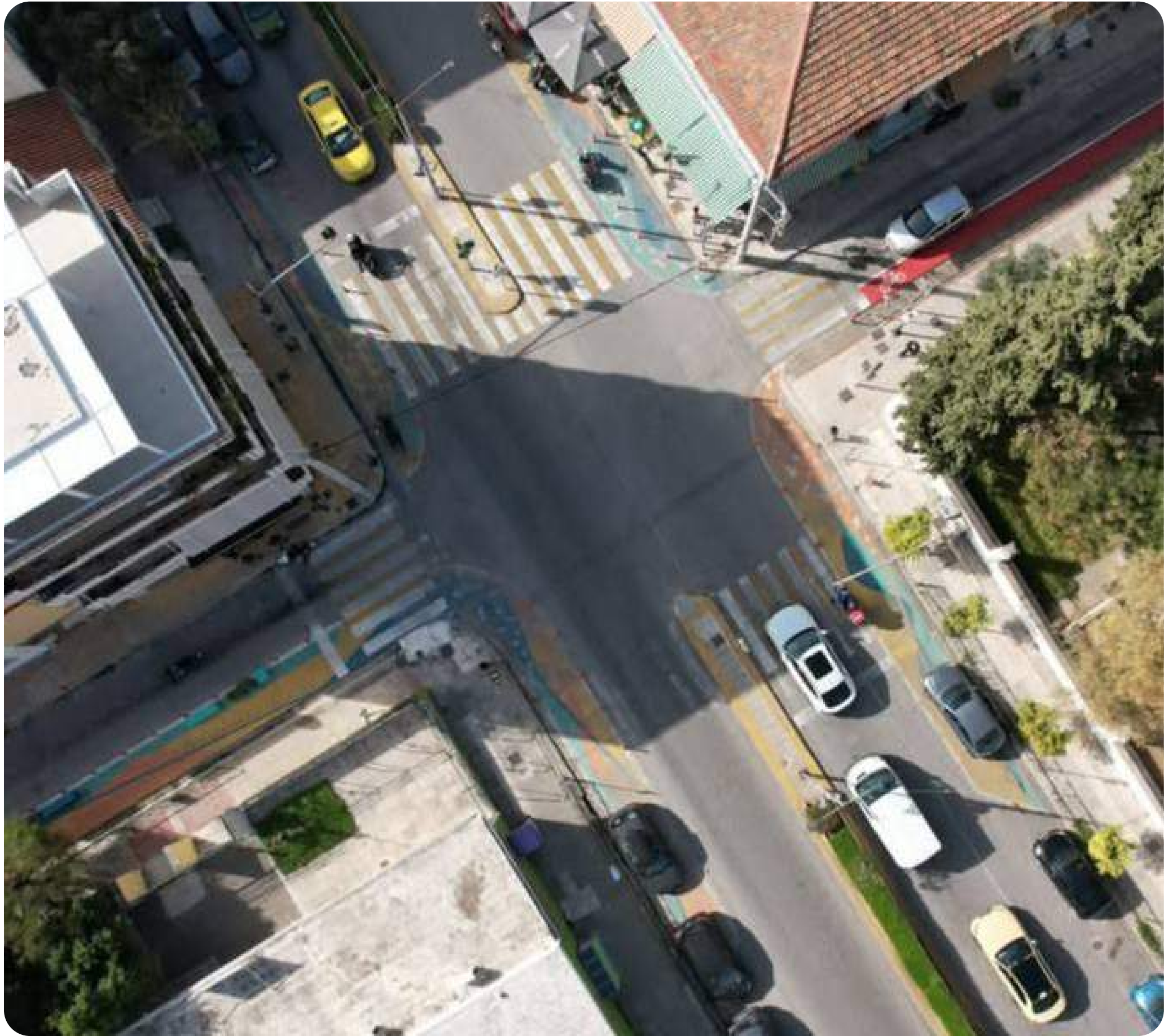


March 2024





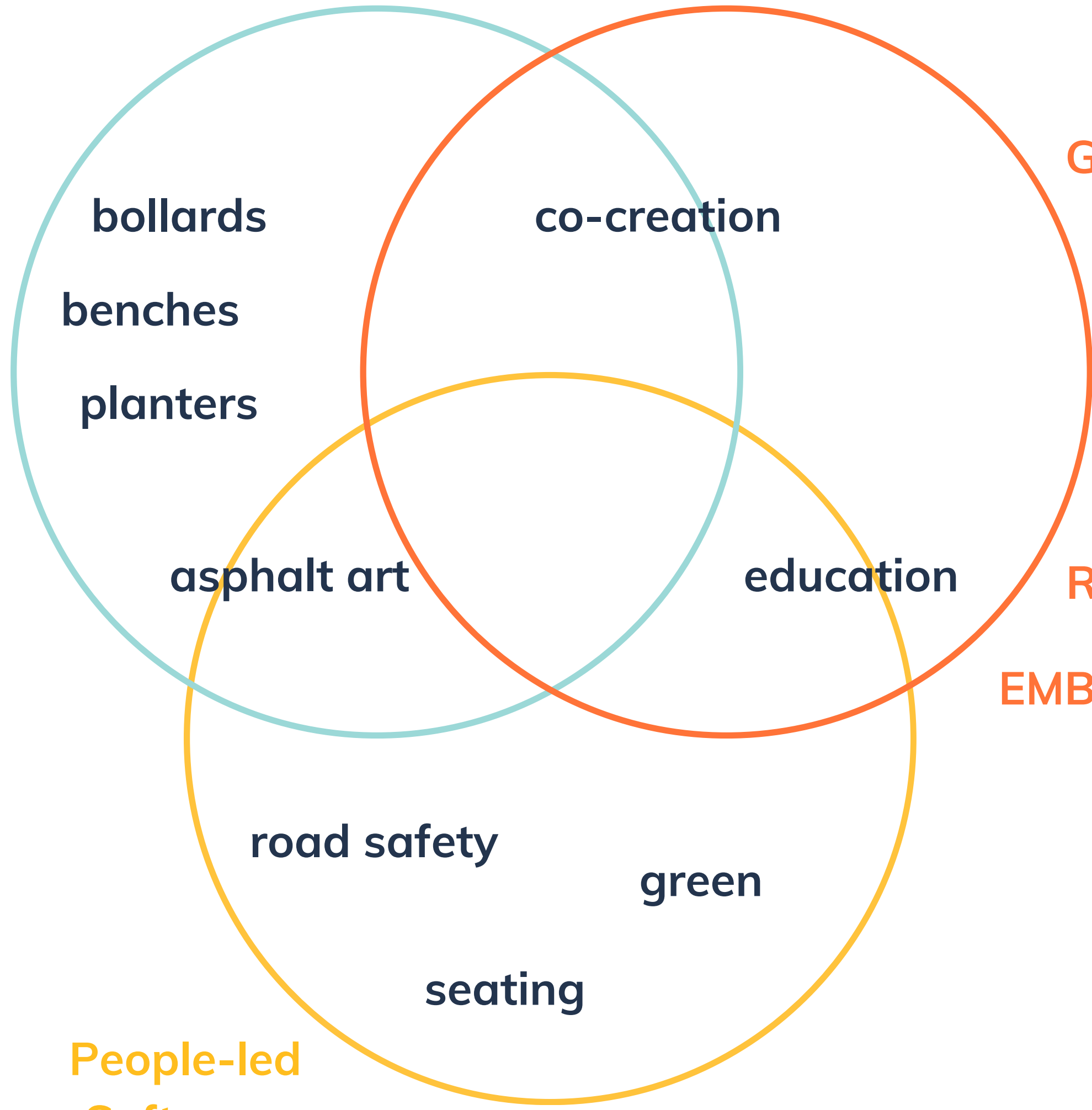
March 2025



March 2025



**Design-led  
Hardware**



**bollards**

**benches**

**planters**

**co-creation**

**Government-led  
Orgware**

**MAINTENANCE?**

**PERMANENT?**

**asphalt art**

**education**

**REPLICATION?**

**EMBEDDEDNESS?**

**road safety**

**green**

**seating**

**People-led  
Software**

# **Piazze & Strade Aperte Program**

**by AMAT Milano -  
Comune di Milano**

# The case of Milan

## Piazze Aperte

est 2018

Milano



Comune  
di Milano



AGENZIA  
MOBILITÀ  
AMBIENTE  
TERRITORIO

<https://www.comune.milano.it/aree-tematiche/quartieri/piano-quartieri/piazze-aperte>






# PIAZZE APERTE

Un programma per lo spazio pubblico di Milano



# Milano

CERCA

Seguici su:     

HOME CRONACA SPORT WEEKEND FOTO VIDEO ANNUNCI LOCALI CAMBIA EDIZIONE

## Milano, torna a salire dopo 15 anni il numero di auto in città

Luca De Vito



(fotogramma)

*Per gli economisti è un fatto puramente congiunturale legato alla ripresa. Per gli ambientalisti è la prova che non si è fatto abbastanza per disincentivarne l'uso. Sono oltre 690mila le vetture milanesi, circa 3.900 in più*

increase in the number of cars in Milan after 15 years of decline



Home News Sport Business Innovation Culture Arts Travel Earth Video Live

## Milan car ban: Drivers ignore anti-pollution measure

2 February 2020

Share Save



Milan was named Europe's most polluted city in 2008

Italian police have handed out 162 fines in less than three hours to people ignoring a driving ban in Milan.

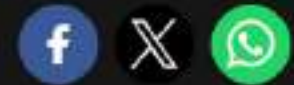


Piccola testa di donna incoronata di fiori  
20 febbraio 1962  
© Succession Picasso, by SIAE 2024



Carmine Ranieri Guarino

09 ottobre 2023 09:46



ROAD ACCIDENTS

## In Milan, 11 pedestrians died in 10 months hit by cars and trucks

On Viale Forlanini, on Sunday, the latest tragedy of an endless list



Si parla di

car

english milanotoday

street



Piazza Aperte, Milano, Italy

Piazza Belloveso - Before



Piazza Aperte, Milano, Italy

Piazza Belloveso - Interim/Tactical



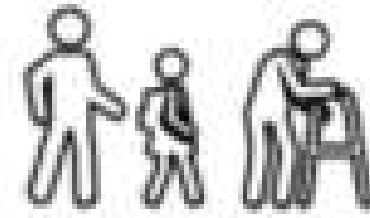
Piazza Aperte, Milano, Italy

Piazza Belloveso - Final/Permanent



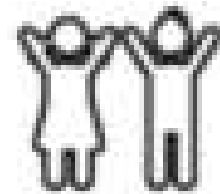
**28.000**

**22.000** m<sup>2</sup>



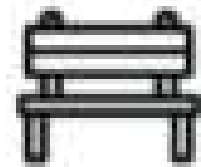
of new pedestrian spaces

**38 42**



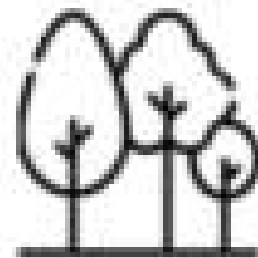
tactical urbanism interventions

**250**



benches

**310**



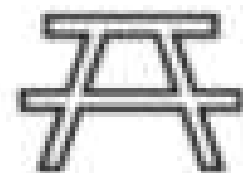
potted plants

**380**



bike racks

**35**



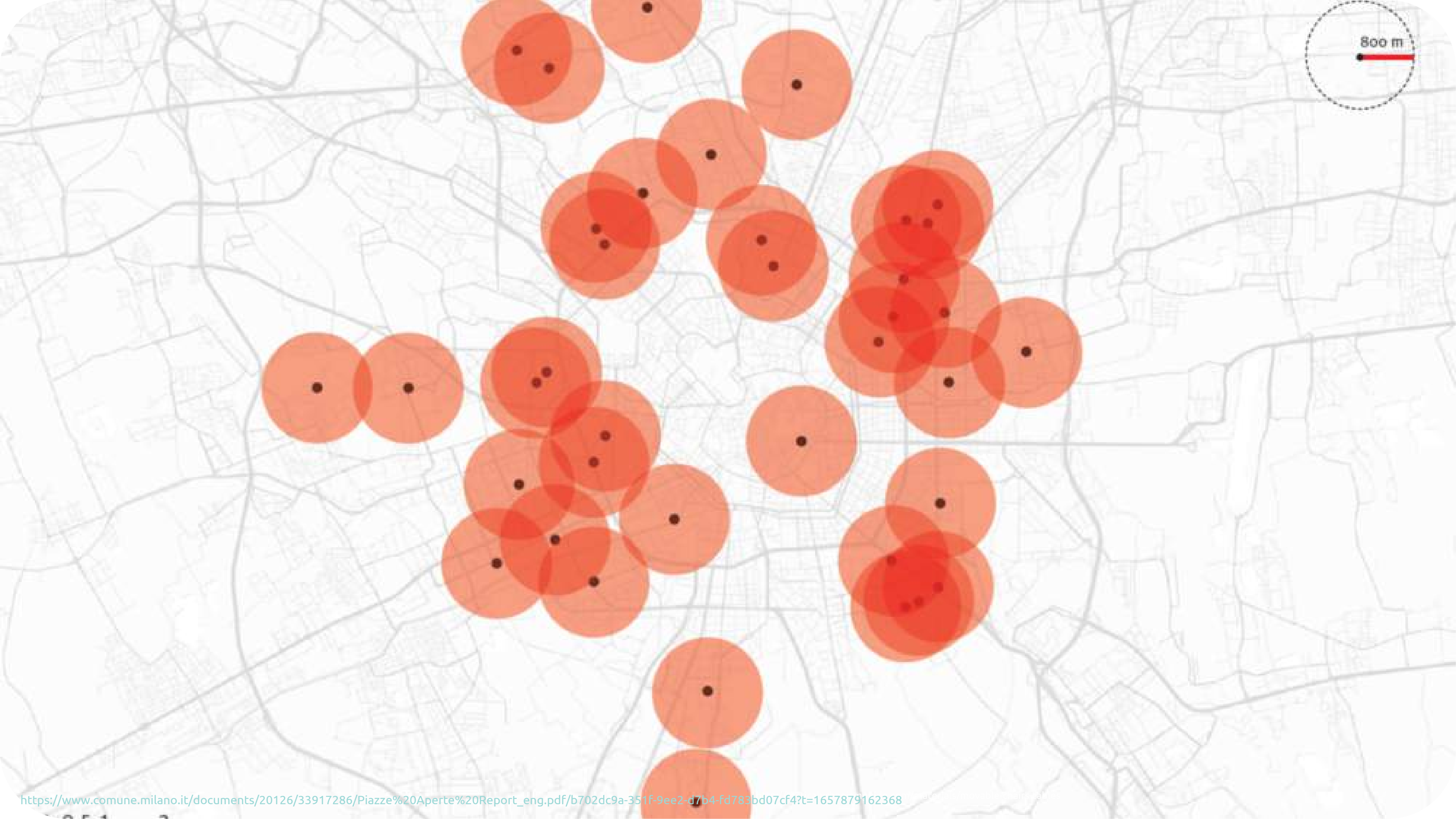
tables

**32**



ping-pong tables

One out of two residents of Milan now has a square in a 15min distance (800 meters) from their home.



800 m

# TACTICAL URBANISM PROCESS - STEPS

+ Collaboration Agreement



## ANALYSES + DESIGN

The design stage begins with an analysis of pedestrian, cycling, and vehicular traffic flows, as well as urban design issues (presence of shade, noise, established uses etc.)



## TACTICAL TESTING

The new square takes shape. In the time frame of just a few weeks, signs and markings are redesigned, the street furniture and plants are installed, and the square is brought to life



## MONITORING

The use of the square is monitored, studying pedestrian, cycling, and vehicular traffic flows, and surveying users of the square.



## PERMANENT DESIGN

The final design stage begins. The information and usage data gained from the testing and monitoring stages guides the design of the public space.



## CAPITAL CONSTRUCTION

The project is implemented, using durable materials, and taking into consideration local environmental and historical aspects. The transformation process is complete.

## Who took part in the Call for proposals “Piazze Aperte in ogni quartiere”?



¹ Business Improvement Districts ² municipalities, museums, foundations, universities ³ residents associations ⁴ including many designers







## Aims of the Piazze Aperte program



To redesign neighborhood streets and squares as places of social interaction, vitality and gathering, bringing urban spaces back into public life.



To improve the safety of residents, pedestrians, and cyclists through pedestrianization and traffic calming measures, with a particular focus on children, the elderly, and people with disabilities.



To transform existing public spaces thanks to low-cost, high-impact street transformations, before addressing permanent interventions.



To encourage effective collaboration between residents and the local government, promoting community engagement through the shared management of community assets.

## Strade Aperte

The COVID 19 health emergency offered an opportunity to make a decisive move towards the widespread use of bicycles, and all other forms of micro-mobility.

Since the Strade Aperte program began in April 2020, it has put in place a series of emergency cycling-related measures for post-pandemic mobility, consistent with the SUMP.

Strade Aperte led to the creation of 68km of new cycle lanes over the two-year period of 2020-2021. The route along Corso Venezia, Corso Buenos Aires, Viale Monza was its first main pilot program, with peak numbers of 11,000 cyclists per day on Corso Buenos Aires.



## Outdoor Dining

Thanks to the simplified procedure for Light and Temporary Public Land Occupations related to the COVID 19 health emergency, it was possible to expand the outdoor spaces used by commercial businesses, including by using parking zones and establishing new pedestrian areas.

Some of the streets in Milan, such as Via Varanini, Via delle Leghe, Via Volta, Via Santa Tecla, and Via Borsieri, to name just a few, have been completely transformed. The measures put in place have generally been accompanied by traffic calming measures, like 30km/h zones and residential areas with speed limits of 15km/h, to improve the safety of public spaces.



## NEWS

23/08/2021

### Piazze Aperte: Milan is giving its squares back to residents

Through a tactical urban planning intervention, the city of Milan is building new spaces for residents to meet and socialize through the project "Piazze Aperte" (Open Squares).

The construction of a pedestrian area on the west side of the city, scheduled for this autumn, will allow 560 square meters to be returned to pedestrians, while maintaining the presence of some parking spaces and without changes to the current circulation scheme.

This intervention will be accompanied by paintings on the ground, the installation of racks for bicycles and temporary bollards to ensure respect for the pedestrian areas.

This is part of "Open squares", a program that started in 2018 with the first intervention "Trentani" in Piazza San Luigi.

With the first 15 interventions carried out across the Italian city, 20,000 square meters of public space were redistributed towards pedestrian use, favoring road safety, social aggregation, quality of life as well as the local commercial activities and neighborhood shops. Squares in the center of Milan districts have been too often absorbed by the need for parking and car traffic, taking away vitality and activity. Some of these interventions



#### Topics

SUSTAINABLE URBAN MOBILITY PLANS



### Four health-conscious cities putting pedestrians first

13 September 2022

Share Save

Lindsey Galloway  
Feature correspondent

#### Milan, Italy

Italy was one of the countries hit hardest initially in the pandemic, and its cities had to adapt quickly to provide alternatives to densely populated public transportation. In summer 2020, Milan embarked on **an ambitious plan** to widen pavements and expand cycling lanes along 35km of roads previously centred on car traffic. The changes have transformed the city, bringing with it more outdoor dining, open-air markets and urban gardens.

"It's not the Milan I remember from 10 years ago during my college days," said resident Luisa Favaretto, founder of living abroad site **Strategistico**. "I love the concept of the 15-minute city [a plan Milan has also explored] and was drawn by the city's evolving infrastructure that prioritises people over cars." She's seen a growth in what she calls an "old world" sense of community, as there are more reasons to be outdoors and to meet in communal spaces.

## The Miracle Of Milan: Taming Car Use With Paint And Ping-Pong

Carlton Reid Senior Contributor @

Carlton Reid is a U.K.-based journalist covering sustainability.

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Jul 11, 2022, 05:57pm EDT

Updated Jul 14, 2022, 02:09pm EDT

This article is more than 2 years old.



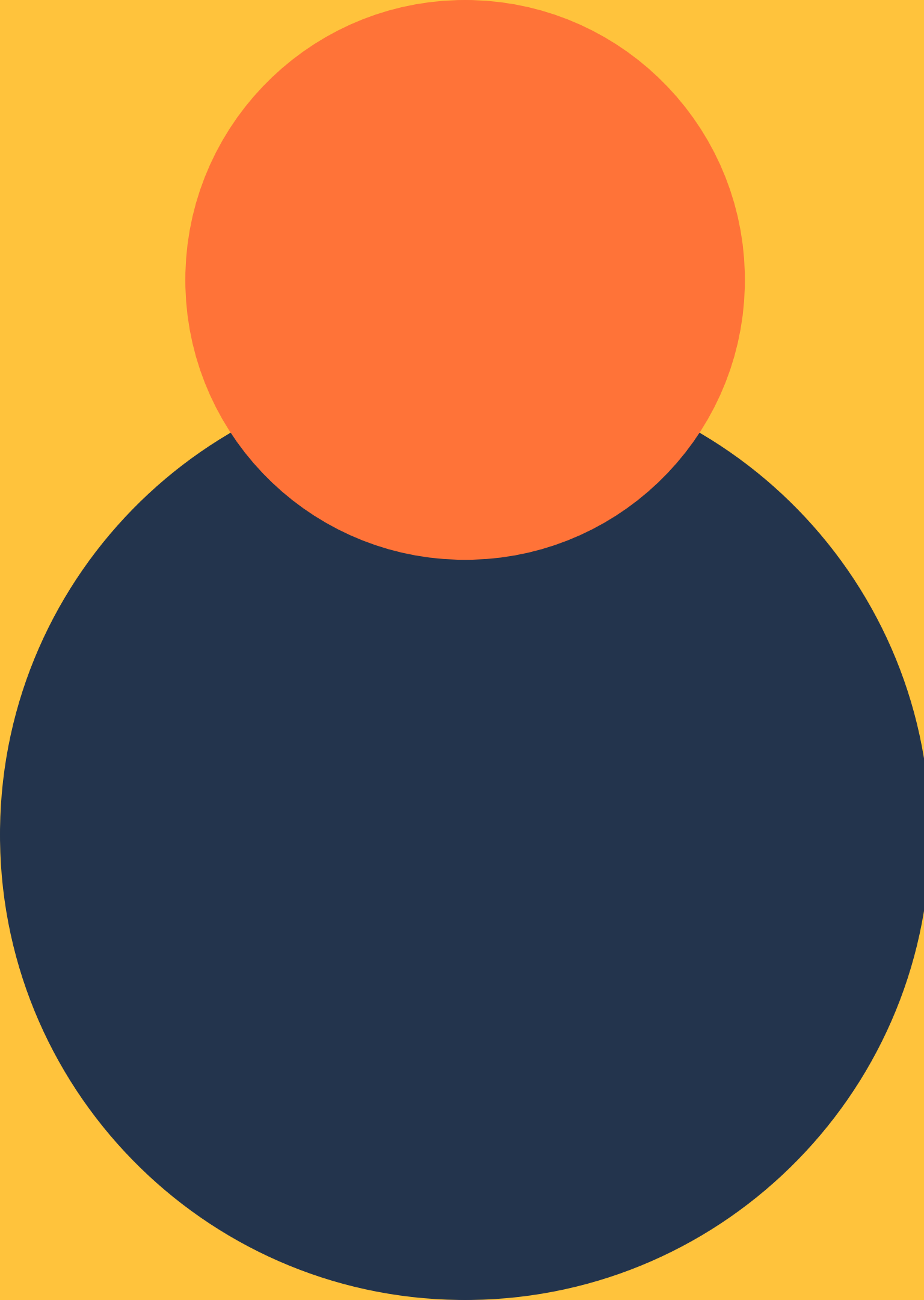
## **Manos Kitsellis**

Former Deputy Mayor for Ecology,  
Education and Tourism  
Kessariani-Athens, Greece



## **Demetrio Scopelliti**

Director of Urban Planning and  
Public Space presso AMAT Agenzia  
Mobilità, Ambiente e Territorio  
Milan, Italy



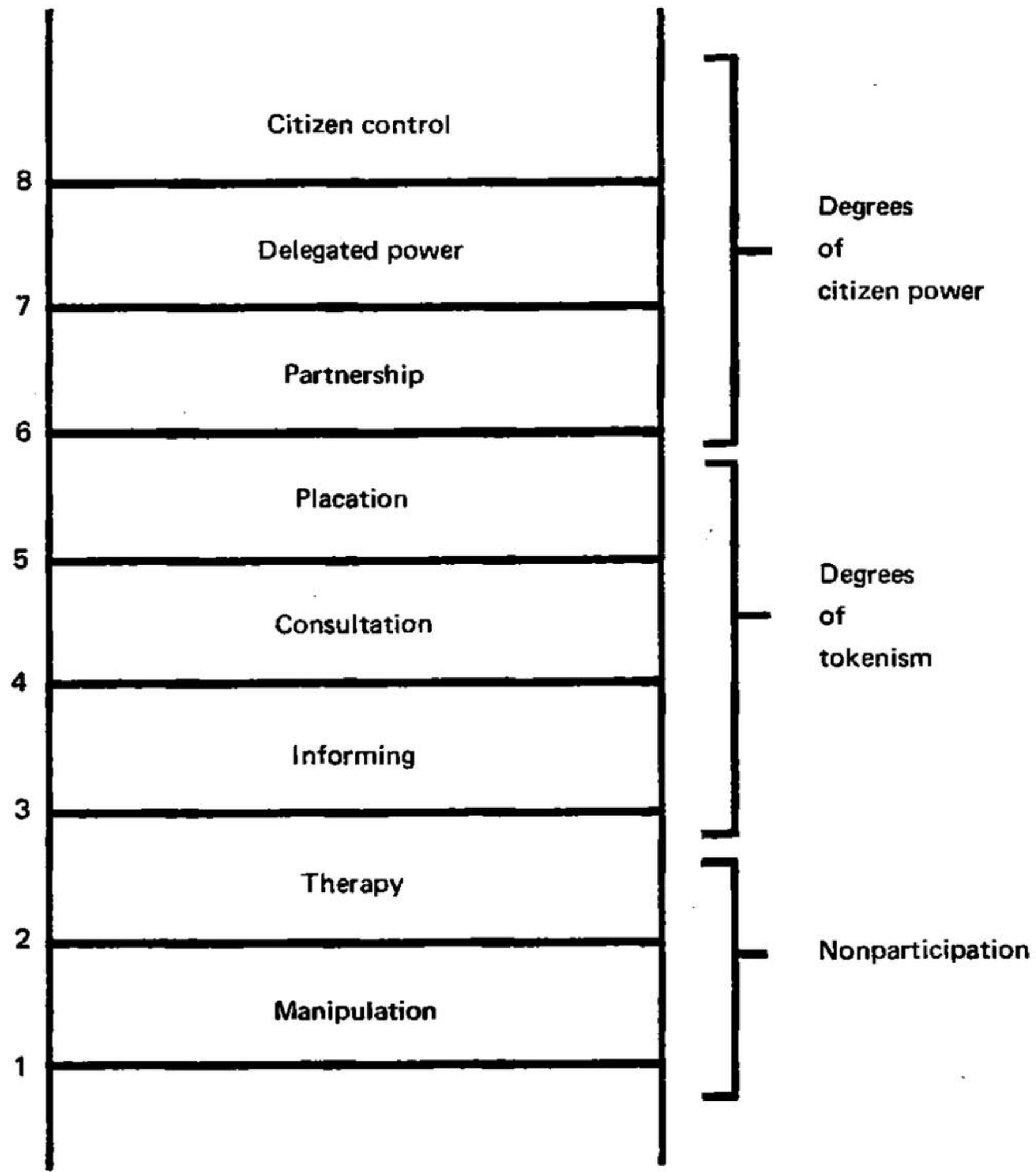
# **How to integrate placemaking in your system**



**Cities in  
Placemaking  
by Placemaking Europe**

Placemaking Europe is a European network that connects practitioners, academics, community leaders, market players and policy makers across the field of placemaking.





# Arnstein's Ladder of Participation

# Cities in Placemaking

A photograph of a man in a dark suit standing on a small stage, presenting to an audience. The audience is seated in a modern, bright room with large windows and indoor plants. A large screen displays a map or diagram. The room has a wooden ceiling and modern lighting.



Cities in Placemaking is a continuous learning programme for municipal public administrations. The programme creates awareness and practical knowledge about placemaking and builds a group of innovative, solution-oriented and passionate city representatives who put placemaking at the heart of urban transformation.

# Cities in placemaking

A two-year long city-to-city learning programme



## The milestones

-  **Online talks**  
to assess the challenges and learnings of each participant
-  **Kick-off meeting**  
a 2½ day session organised the 20<sup>th</sup>-22<sup>nd</sup> March in Amsterdam
-  **Hybrid sessions**  
hosted by one partner city at a time, to explore local challenges
-  **Placemaking Week Europe**  
in-person meeting & workshop in our annual placemaking festival



# Workshops



# Creative bureaucracy



# Challenges and reflections from the participants



# Placemaking challenges

Linking bottom-up energy from communities to long term change for the major transitions:

Bottom-up  
+  
Top-down  
=  
**Middle-up-down**



**1** Competition for space

**6** Fair access to public services and amenities

**2** Climate action

**7** Rapid migration

**3** Mobility and car dominance

**8** Safety

**4** Spatial and social divide

**9** Nature preservation and biodiversity

**5** Housing for all

**10** Urban health



# Which City is a “10”?

## 10 x on the HOW

1. Self-organisation, long term networks
2. Learning networks
3. Decentralised, implementation and strategy
4. Say yes quickly
5. Middle-up-down
6. Interdisciplinary
7. Funding structures
8. Use tenders and development for human scale
9. Measure impact
10. Training & developing skill sets



# The three pillars of a Creative Bureaucracy:

## 1. Rethinking rules/regulations and incentives for the 21<sup>st</sup> century

*e.g. financial regulation (can't increase maintenance budgets, grants only available for specific purposes), zoning laws, land ownership*

## 2. Enriching the inner life of bureaucracies

*e.g. centralised and/or siloed decision-making, linear planning schemes, no communication between departments, unclear roles, "placemaking is silly", key skill sets are missing, complaint culture among colleagues...*

## 3. Building trusting relationships with the civic and business worlds

*e.g. no cross-sector dialogue exists, locals don't attend participatory formats offered by the municipality, colleagues are scared of residents, ...*

# The Embedding Placemaking Game

# Which sector do you represent?



[Mentimeter Link](#)



Public



Private

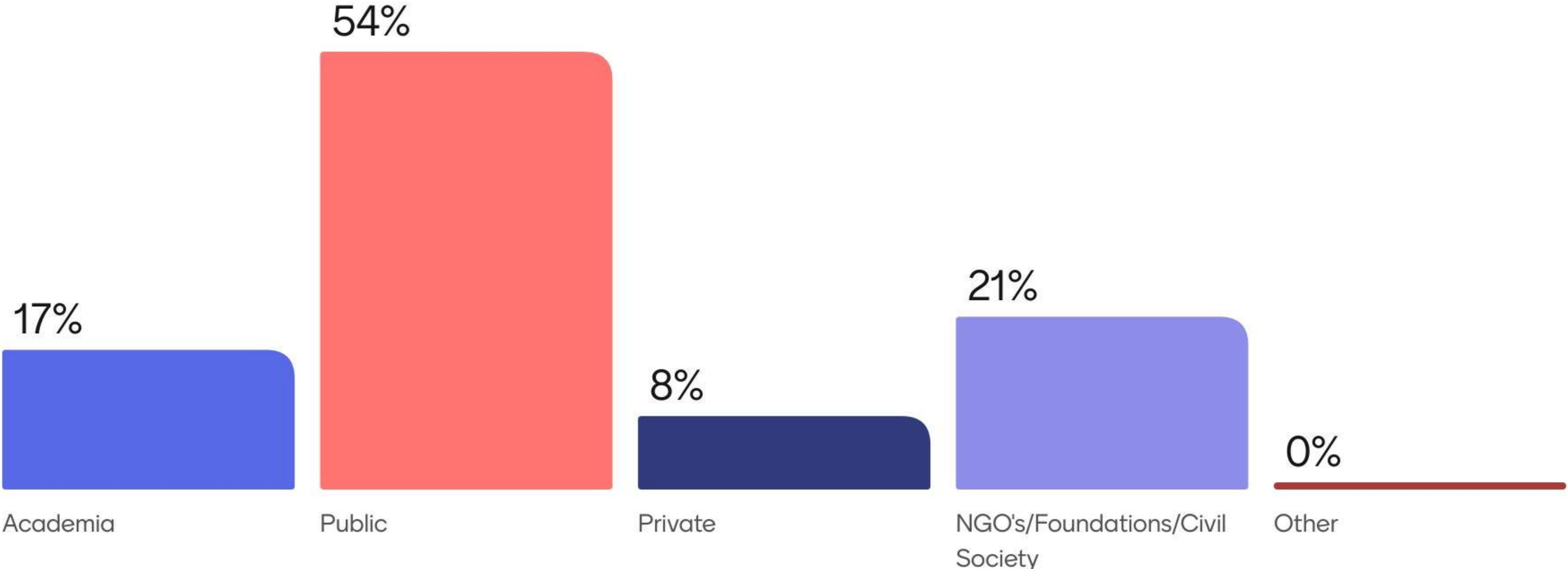


Academia / Research / Other

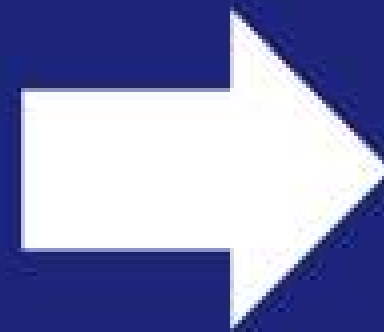


NGOs / Foundations / Civil Society

# Which sector do you represent?



# How far is your city in its placemaking journey?



## The Embedding Placemaking Game

# How far is your city in its placemaking journey?

The aim of the **Embedding Placemaking game** is for participants to assess where they stand on a rating between 1 to 10 on the journey to making the concept of placemaking an integrated part of any urban development initiative.

Every participant has an instinct of where they stand, yet perspectives may differ between a city's participants. The resulting conversation gives spice to the process. It should be fun to compare what cities say about themselves.



# The Placemaking Embeddedness Scale/Index

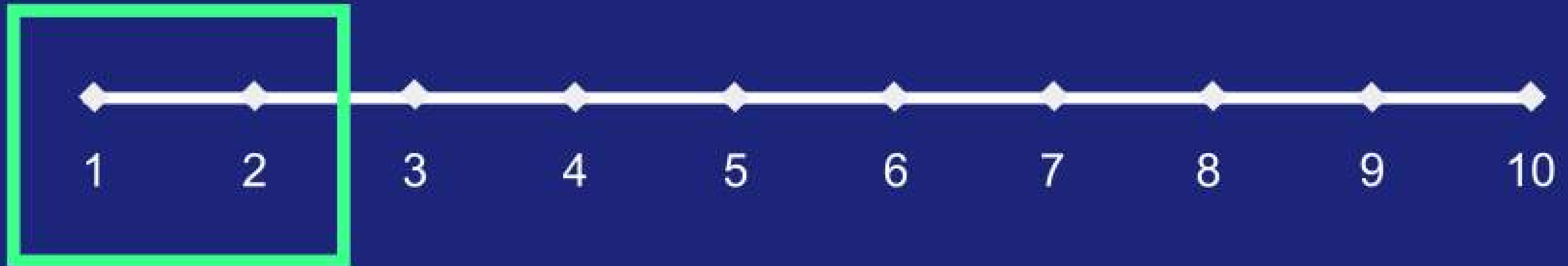
This is a scale from 1 (bad) to 10 (brilliant), split into **five clusters**.





# The Placemaking Embeddedness Scale/Index

1<sup>st</sup> Cluster: **Unaware**



# 1<sup>st</sup> Cluster: Unaware

## LEVEL 1

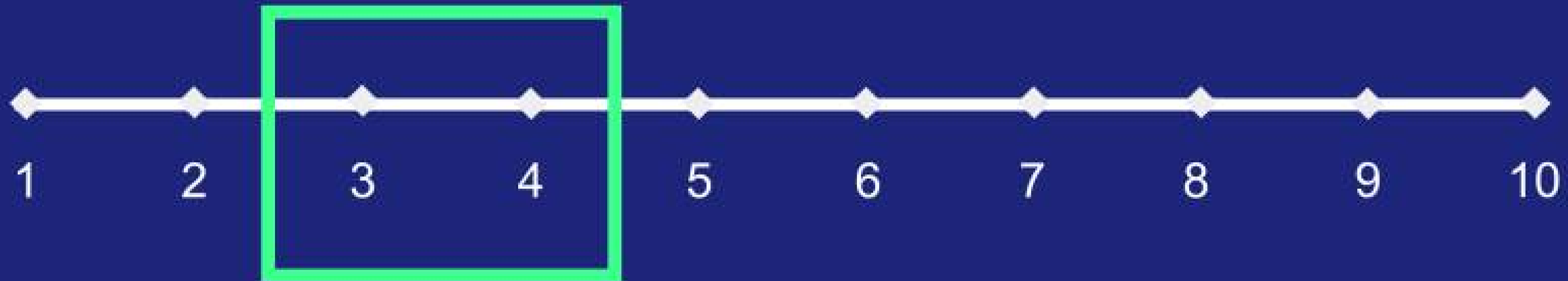
- The city as a whole is actively working against any notion of placemaking.
- The concept has no meaning for major decision makers in the public, private and civic sectors.
- Citizens are equally uninterested and think the idea is irrelevant.

## LEVEL 2

- Placemaking remains a blindspot.
- Rumblings in the undergrowth – the placemaking concept is mentioned, but not taken seriously.
- There is little or no collaboration by departments on city development issues –departments fight their own corner so no integrated placemaking concept can take hold.

# The Placemaking Embeddedness Scale/Index

2<sup>nd</sup> Cluster: Interest Emerging



## 2<sup>nd</sup> Cluster: Interest Emerging

### LEVEL 3

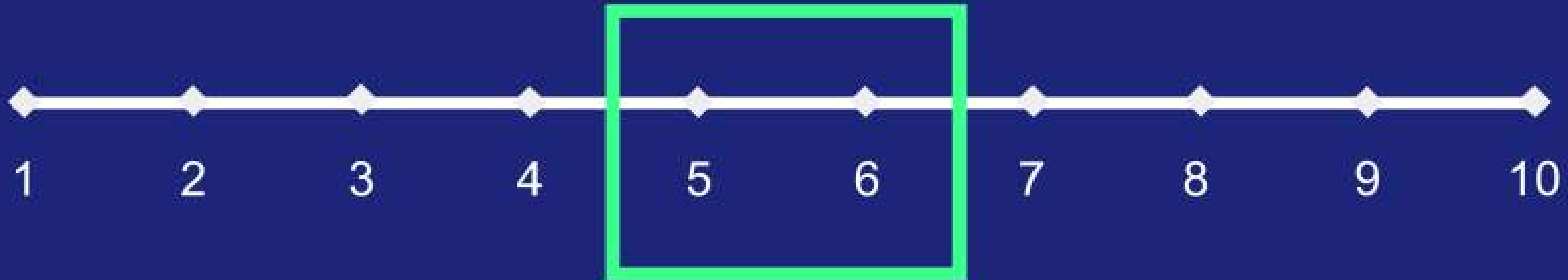
- Some project champions are advocating for placemaking – from any sector.
- An emerging debate is evolving within different sectors – public, private, local academia, civic.
- An awareness of placemaking's role and potential is emerging.

### LEVEL 4

- Certain city departments or entities take placemaking seriously – the idea is gaining traction.
- Initial collaborative meetings between cross-sector stakeholders are happening.
- Experiments and pilot projects are emerging that also involve citizens.

# The Placemaking Embeddedness Scale/Index

3<sup>rd</sup> Cluster: **Mainstreaming**



# 3<sup>rd</sup> Cluster: Mainstreaming

## LEVEL 5

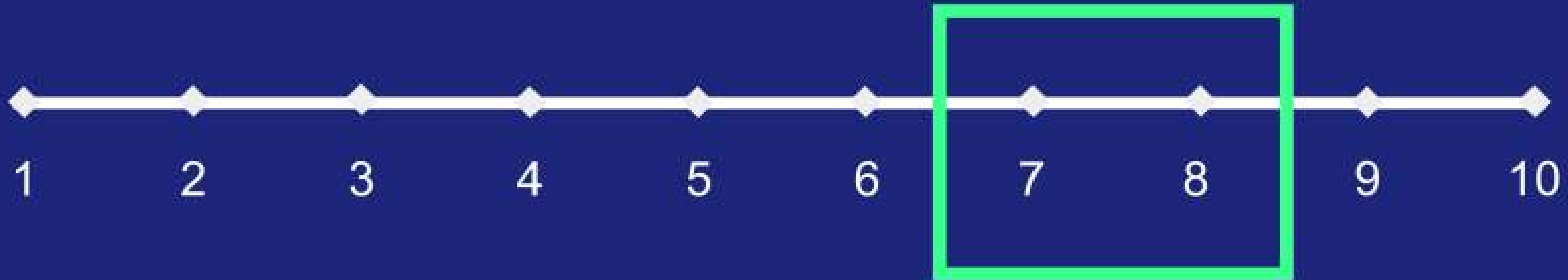
- More frequent collaborative meetings on placemaking.
- The three sectors set up (new) structures to ensure any new developments include placemaking ideas, especially participative processes – typically these emerge within the urban design ideas promoted.
- Projects on the ground begin to inspire continued placemaking initiatives.

## LEVEL 6

- Partnerships on placemaking projects exist – the concept is becoming normalized.
- Cross-sector working and project implementation is more the new common sense.
- Institutionalizing placemaking has begun – there is a policy.

# The Placemaking Embeddedness Scale/Index

4<sup>th</sup> Cluster: **Integrating**



# 4<sup>th</sup> Cluster: Integrating

## LEVEL 7

- A placemaking strategy and overall action plan for a city exists.
- Scaling has begun – not only for new developments but also retrofitting developments with the new placemaking thinking.
- Programmes and/or opportunities to learn from the best exist.

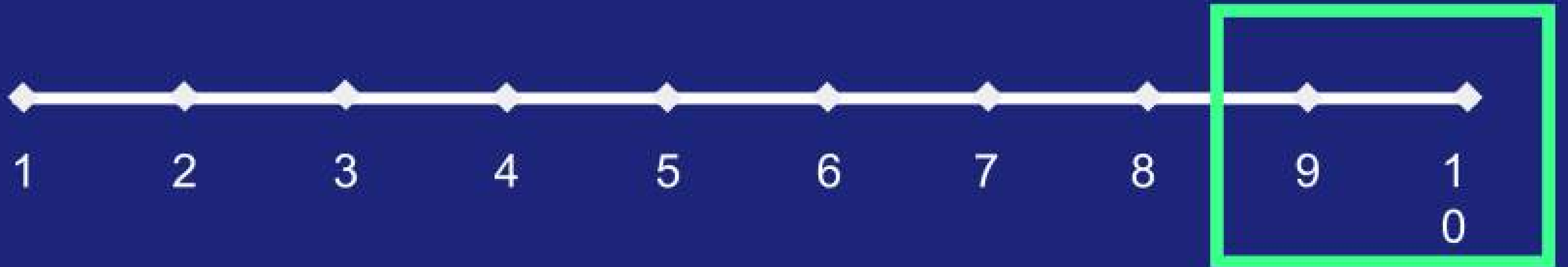
## LEVEL 8

- Integrated urban development with placemaking at its heart is the norm (i.e. across economic, physical, environmental, social, cultural realms)
- Regular events/conferences on good city making (with placemaking a core feature); the city inspires others and is inspired by others.
- Dedicated toolkits and manuals are widely available (e.g. on participatory methods, or design templates).



# The Placemaking Embeddedness Scale/Index

5<sup>th</sup> Cluster: **Leading**



# 5<sup>th</sup> Cluster: **Leading**

## LEVEL 9

- The regulations and incentives regime has been fully adapted to encourage good placemaking.
- Additional resources for experiments are available to keep the city at the cutting edge.
- The private sectors are persuaded and willingly contribute to initiatives.

## LEVEL 10

- A city that is seeking continuous improvement.
- A city that thinks ahead about the next iteration of placemaking – it is a pioneer.
- A city that acts as a model for others to follow and helps others on their journey.

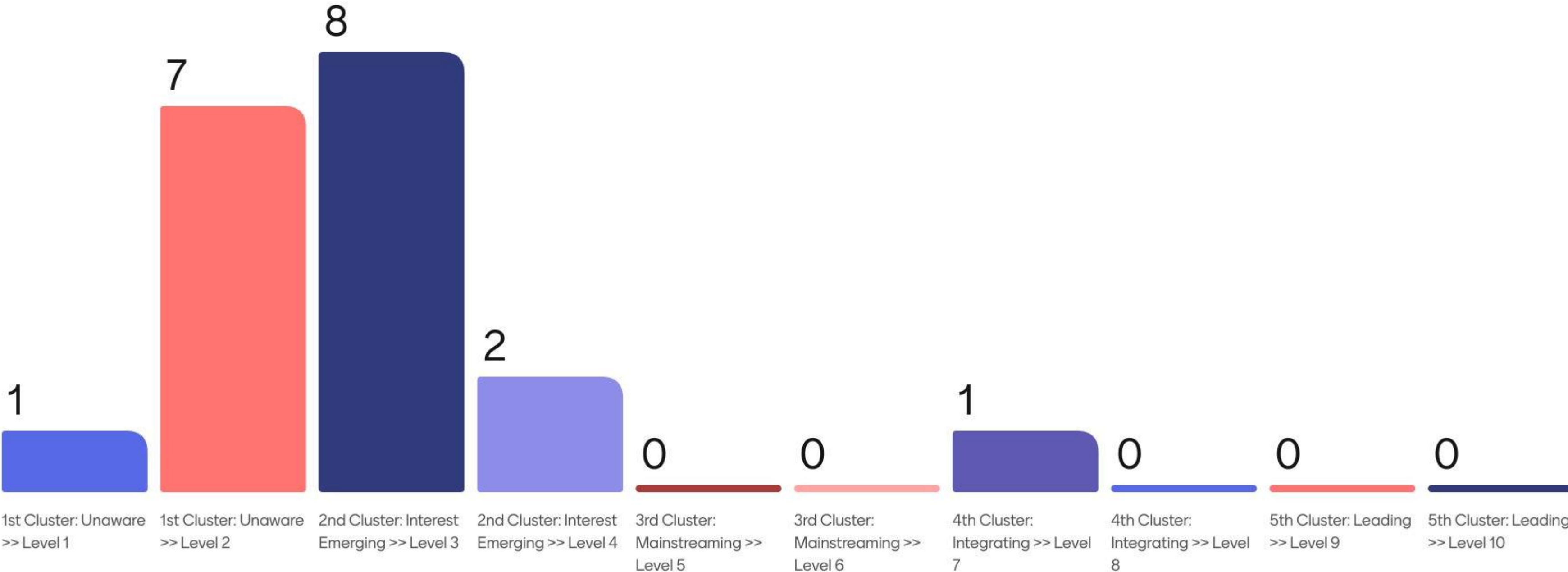
Where do you feel your city is in its journey towards embedding placemaking?

Take a couple of minutes by yourself to select your instinctive score (using the 1-10 scale) on mentimeter.



[Mentimeter Link](#)

# Where do you feel your city is in its journey towards embedding placemaking?



Would someone like to share about their scoring and case?

# Reflection

- What are the **challenges** you're facing to embed placemaking in your system. (e.g Funding, administration, regulations, etc.)
- What are the aspects that are **working well**? Which are the **opportunities** you see for embedding placemaking in your city?
- What needs to **change** in your city to take the next step on the scale? How (we) move ahead?

# Reflection

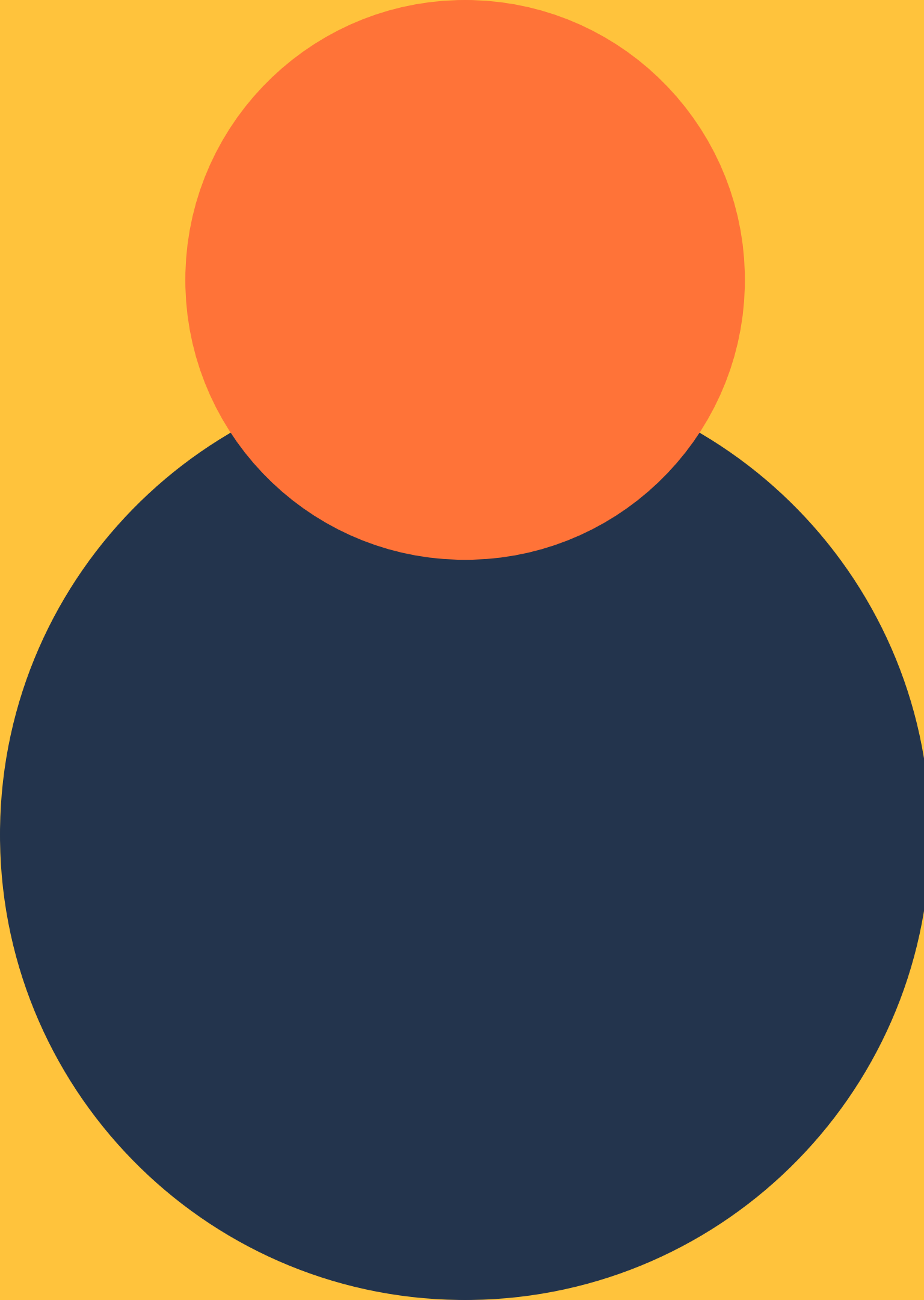
- Reflect on your individual (organizational) role to support a placemaking approach:
    - Public sector: How could you adjust regulations?
    - Foundations: How can you support the movement?
    - Private sector: How can you support the movement?
    - Civil society: What measures can you take within the existing framework?
    - Academia: What can be your role in supporting governments and civil society?
- What can you do in your role to move forward? Tomorrow, in one month in one year?

→ What can you do in your role to move forward?  
Tomorrow, in one month, in one year?



[Mentimeter Link](#)





# **About Placemaking Europe**

Placemaking Europe is a European network that connects practitioners, academics, community leaders, market players and policy makers across the field of placemaking.



# **Our Values**

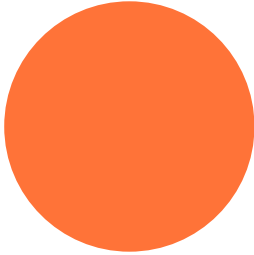
**Stewardship**

**Connection**

**Creation**

**Collaboration**

**Commitment**



**We develop and share knowledge;  
contribute to designing and testing tools;  
create the ground to exchange ideas;  
and actively advocate for better public space policies.**



**placemaking**

**europa**

**placemaking**  **switzerland**



**Placemaking Sweden**





# The Toolbox

The Placemaking Europe Toolbox is a collection of curated placemaking resources for all to access, learn from, and practice.

Filters

All

Create better places

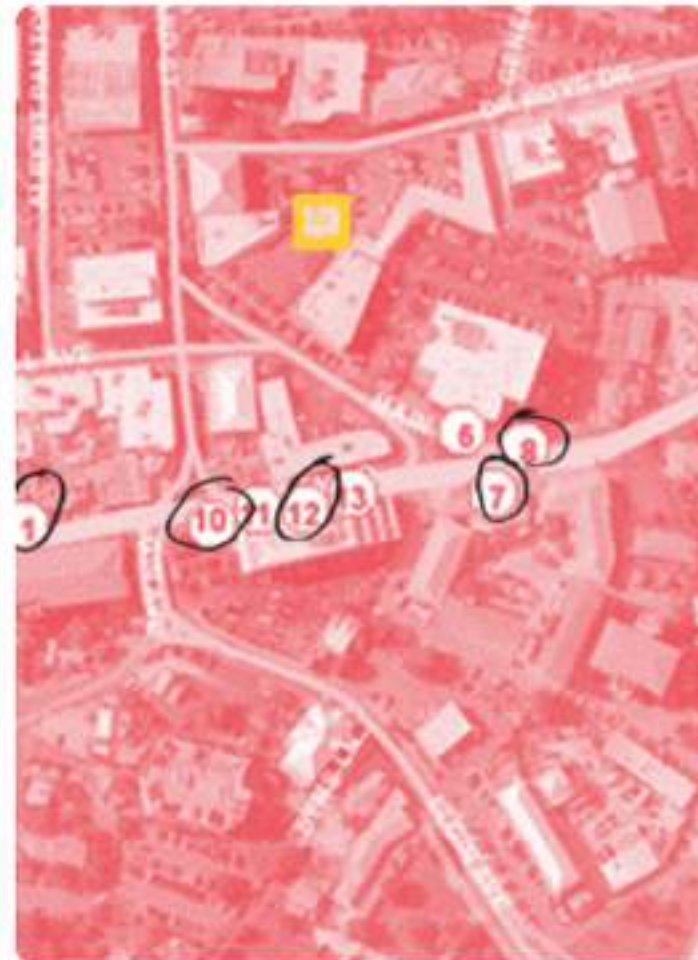
Engage your community

Make placemaking long lasting



Wishfinding

[Learn more →](#)



Valuing the community as an expert in the built environment revitalisation process  
[Learn more →](#)



Usage analysis, a placemaking tool

[Learn more →](#)



**OUR  
CITY?**



**COUNTERING EXCLUSION IN PUBLIC SPACE**



download open source book:



**PlaceCity**



**PARK**



**PLACE**





# INCLUSIVE CITY

## InclusiveCity

WHAT MAKES PLACEMAKING CRITICAL?

ATTENTION TO MARGINALIZED CITIZENS

WHO IS INVISIBLE?

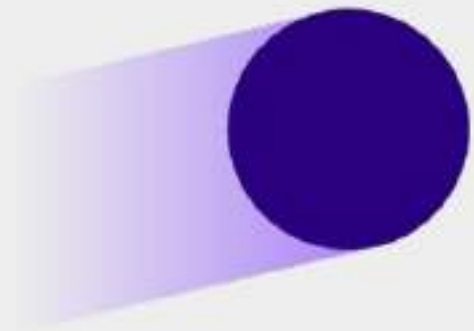
INVOLVE DIVERSE SOCIAL GROUPS

Co-funded by the European Union | DUT | NTNU | SUPERWIEN | SINTEF  
 NATIONAL BODIES | NUOVE RI-GENERAZIONI

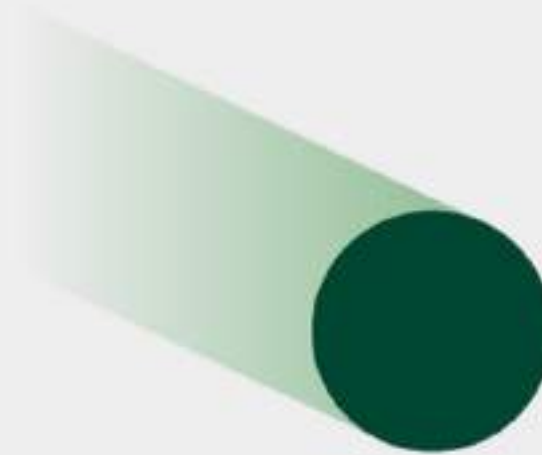
# Cities in Placemaking



# Objectives



**1. Foster collaboration and learning among placemakers**

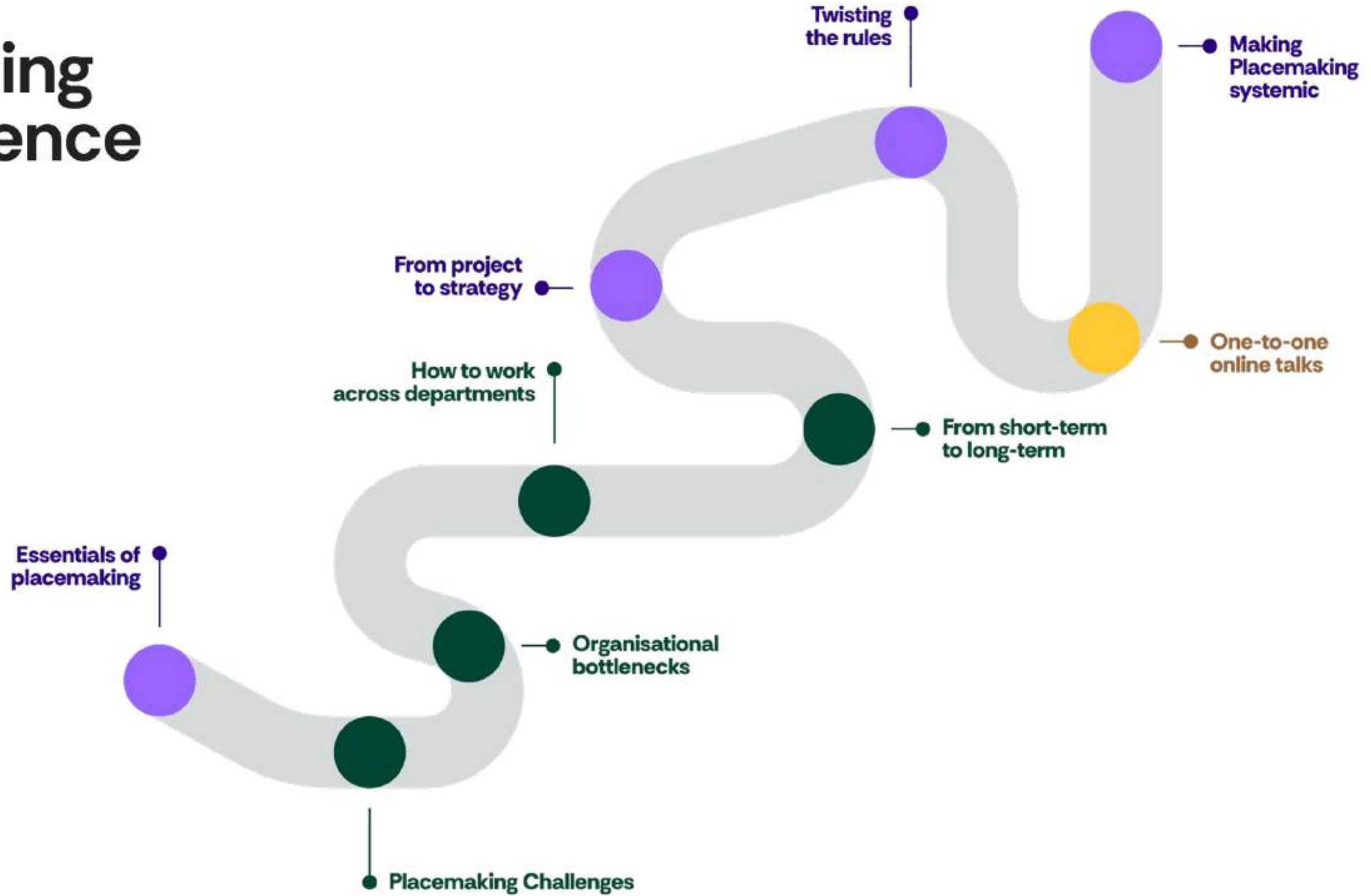


**2. Break down the silos and advocate for placemaking**



**3. Develop a roadmap for systemic change**

# Learning Sequence





# Cities in Placemaking

A photograph of a speaker presenting to an audience in a modern, plant-filled room. The speaker is standing on a small stage, facing the audience. The room has large windows, wooden paneling, and many green plants. The audience is seated in rows, looking towards the speaker. A large screen is visible in the background, displaying a map or diagram.

**Join the “ripple” effect!**



# Call for applications is open

[cip.placemaking-europe.eu/open-call](https://cip.placemaking-europe.eu/open-call)

# Cities in Placemaking 2025-2026

Important dates:

Deadline  
31 March 2025

Programme start  
Spring 2025



[CiP Open Call Link](#)

# placemaking week europe Reggio Emilia

23th – 26th  
September, 2025



Reggio Emilia  
città  
delle persone

Creating better  
cities together





# Open Call for submission is open!

Every edition, Placemaking Week Europe builds much of its programme drawing from open source submissions from global placemakers.

Submit your proposal until April 30th.

[Submit here](#)





## This edition's themes

- > Designing cities for all: Valuing diversity as an approach to urban design
- > Heritage Reimagined: New Life for Historic Centres
- > Places of well-being: mid-sized cities in today's world
- > Connected Journeys: Rethinking Mobility Across Scales





# The City at Eye Level & Placemaking Training & Field trip Berlin

June 2 - 4 2025

<https://stipo.nl/event/city-at-eye-level-placemaking-training-2025-berlin-edition-english/?lang=en>



# Vivian Doumpa

Urban Planner & Geographer  
Creative Placemaker

Co-founder of local Greek office @ STIPO  
Board Member @ Placemaking Europe  
Partner @ The City at Eye Level

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[www.stipo.nl](http://www.stipo.nl)

[www.placemaking-europe.eu](http://www.placemaking-europe.eu)

[www.thecityateyelevel.com](http://www.thecityateyelevel.com)

content by the sources above and  
Project for Public Spaces

27th March 2025

# Thank you for your attention

**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union



RESPONSIVE PUBLIC SERVICES

**Liveability**



Placemaking Europe Open Source Toolbox

<https://placemaking-europe.eu/tools/>

Placemaking Europe Facebook Community

<https://www.facebook.com/groups/1925219721138696>

The City at Eye Level Open Source Books

<https://thecityateyelevel.com/shop/>

Project for Public Spaces

<https://www.pps.org/>

PlacemakingX - International Placemaking  
network

<https://www.placemakingx.org/>



# Useful Links

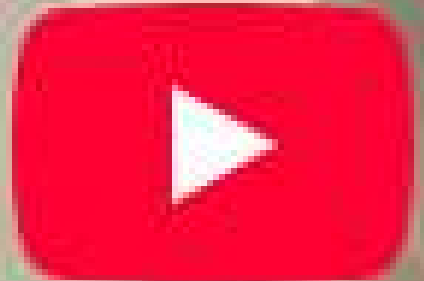
**THE CORE SKILL**



**EMPATHY**



# Brené Brown on Empathy



Shorts

Watch on  YouTube



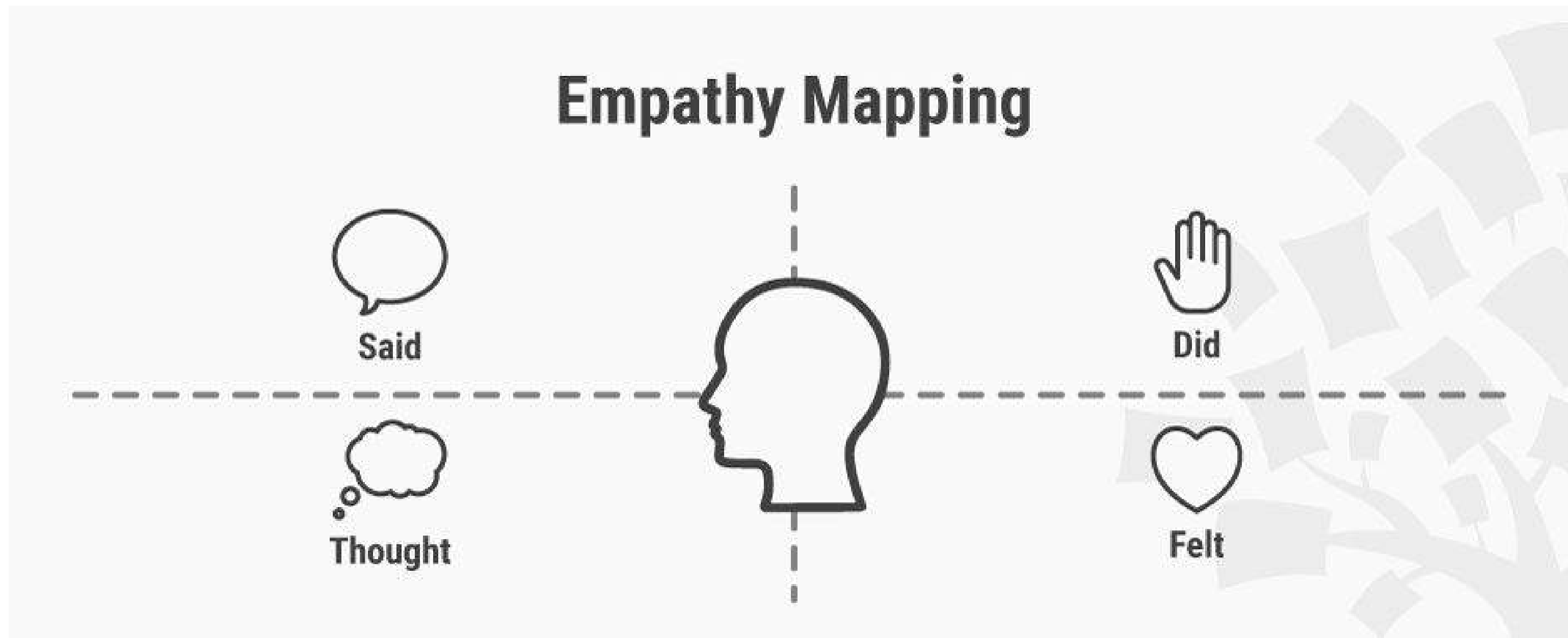
**DESIGN  
WITH EMPATHY**

**HOW DO WE DEFINE  
THE COMMUNITY?**

**We DO need a *strategy* and a *plan***



# HOW DO WE DEFINE THE COMMUNITY?



# HOW DO WE DEFINE THE COMMUNITY?

## PULSE CHECK

### ACTIVITIES

What do they usually do?

### OPINIONS

What do they value and believe in?

### ENVIRONMENT

Where do they usually go?

### UNDERSTANDING

What do they know?

### INTERACTIONS

Who do they connect with?



### PULSE CHECK

Now that you have gone through the questions and have explored who you are serving in the community,

How would you assess your knowledge of your community now?

Poor

Perfect

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|



# THE PROCESS

