

PlaceCity

PLACEMAKING for SUSTAINABLE,
THRIVING CITIES

Supported by

 **Bundesministerium**
Verkehr, Innovation
und Technologie

 **URBANO EUROPE**

 **The Research Council
of Norway**

This project has received funding in the framework
of the Joint Programming Initiative Urban Europe.

PlaceCity

- Experience from Austria, Norway, Netherlands, Belgium
- Collaboration of SME's, cities and university

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StadT  Wien



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Oslo



SUPERWIEN
urbanism ZT OG

Aim and objective

- establishment of a multidisciplinary and trans-sectorial European Placemaking Network
- support and resources for Placemaking initiatives across Europe
- test and evaluate existing tools
- establish sustainable business cases

Approaches and methods

- International and interdisciplinary consortium
- Work with local partners (cities, communities, businesses)
- Pilot projects
- Knowledge platform with a direct connection to the implementation

expected results and impacts

- a consolidated European network for Placemaking
- offer constructive tools and strategies to local Placemaking practitioners
- Establish local network for Placemaking in each of the involved JPI countries
- implementation of toolbox in sustainable business cases

Grønland: Oslo's most multicultural neighbourhood





BOTSEN

From prison to culture hub



URTEHAGEN



Local city consortium Vienna

- Smart City Wien Project Unit at Municipal Department MA 18 (Urban Development and Planning)
- Superwien Urbanism ZT OG
- University of Applied Arts Vienna / 'Social Design-Arts as Urban Innovation'



Universität für angewandte Kunst Wien
University of Applied Arts Vienna

Pilot project: PlaceCity Floridsdorf

main objective: (re)generation of the centre of Floridsdorf, the 21st district of Vienna

- implementation of Placemaking strategies
- activating urban agents and networks through open calls, public workshop formats and social programming
- developing a common vision to vitalize the urban space and make it useful for the local population with hands-on implementation strategies

result: a local Placemaking toolbox for the (re)generation of centres in Vienna

City of Vienna - Smart City Wien Unit

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- Consolidation of processes to strengthen urban centers
- Finding and activation of players in the urban environment
- From temporality to sustainable permanence > analysis of pivotal aspects
- Analysis of deficits (and potentials) and how to deal with them
- Set impulses through activities (superwien, University of Applied Arts Vienna)
- Creating a platform of activities and their 'persons in charge'



©MA18_Florisdorf Am Spitz

superwien urbanism ZT OG

Research Phase

- Identify key networks & stakeholder mapping
- Create a Local Support Group & economic and legal assessment
- Mapping of activities in public space and ground floor
- Assessment of local challenges ('emerging topics')

Urban Strategy

- Identify integrated and thematic focusses
- Propose an urban vision and project goals
- Develop project ideas for areas of intervention
- Coordinate efforts of public and private stakeholders

Local implementation and Placemaking in Floridsdorf

- Open Calls for pilot projects & Co-operation workshops



Past projects in Vienna

Social Design-Arts as Urban Innovation / University of Applied Arts Vienna

The Social Design Studio expands the craft of „place-making“ in all its diverse (mis)understandings through a transdisciplinary approach.

Utilizing methods from both artistic and social research, our aim is to engage residents in the co-production of knowledge, visibility, discussions and sustainable projects around three main topics connected to public space in a specific Viennese district:

1. What are commonalities that need to be strengthened, and what are differences that need to be protected?
2. What are the qualities that make up a good place, what makes a 'failed place' ?
3. What is an appropriate methodology to co-develop a notion of culture, that is able to respond and materialize the specific orientations of residents in their everyday practices?

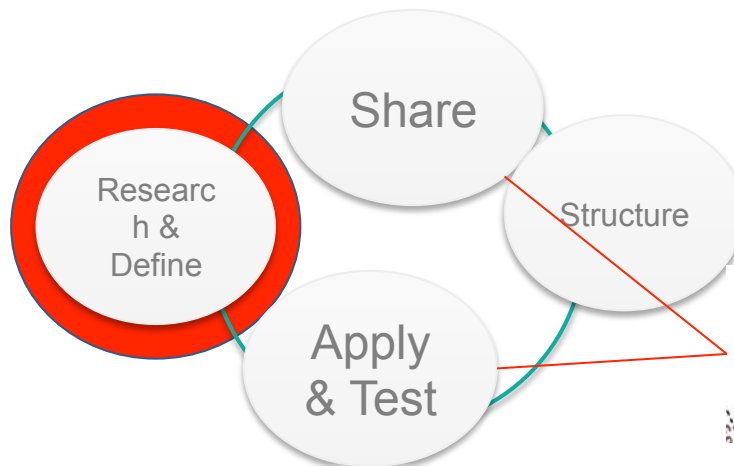
<http://socialdesign.ac.at/>



THE TOOLBOX

- research & analysis

- Undertake a literature review of previous JPI research and a risk and ethical assessment of possible interventions for each city project
- Research of on-going placemaking initiatives (Oslo, Vienna, international) and of placemaking history of the project area
- Research and evaluate status quo of planning tools regarding centrality in Oslo and Vienna
- Evaluation of the existing toolbox and methodological preparation for the case studies in Oslo and Vienna



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an urban strategies firm and social developer focusing on good public spaces, sustainable area development, social and economic innovation, and co-creation in strategic vision.

The European Placemaking Network helps create exceptional places by connecting diverse groups of people and initiatives, from placemakers, practitioners, universities and cities to developers and other networks that influence urban development.

European
Placemaking
Network

THE TOOLBOX

- consolidation & dissemination of results

- *Develop a dissemination strategy and identify key stakeholder networks and communication channels*
- *Oslo: Communication and dissemination strategy*
- *Vienna: Communication and dissemination strategy*
- *Present results at annual EPN conference*
- *Promote use of tools resulting technologies and applications resulting from the project amongst the target groups: content creators, the academic and research community, developers and industry*
- *Ensure that the placemaking toolbox will live on in a commercial context, in the research community and in the Open Source community*



A open-source collection of best practices, methods, and resources to share and apply towards making GREAT and INCLUSIVE places.

- Open-source
- Accessible
- Multidisciplinary
- Evolving
- Practical
- Robust
- Focused
- Combine tools unique to each context
- Defined use and steps
- Peer reviewed
- Co-creative



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Thank you for your attention!

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