

Essentials of placemaking

Report from the kick-off meeting | Amsterdam, March 2023

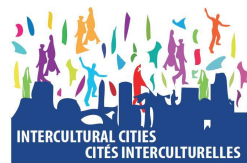
Participants Cities

Organised by:

placemaking

europe

In partnership with:



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



Why 'Cities in Placemaking'?

A group of people are seated around a dark wooden conference table in a modern meeting room. They are engaged in a discussion, with some looking towards a whiteboard in the background. The room has large windows with greenery outside and a teal wall. The scene is brightly lit, suggesting a professional and collaborative environment.

By bringing together knowledge partners and practical experience of city administrations, we aim to create together a roadmap to guide local governments in implementing Placemaking at a city-wide level.

From Spaces to Places

Great places are spaces where all people feel welcome, they are made meaningful through experience and create a sense of belonging and attachment to them

Piazza Becone, Milan. Images from the City of Milan (2022)

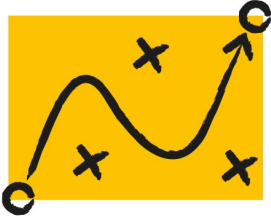


5 Key Lessons of Great Public Spaces

1. Public space is the backbone of urban development
2. A great public space is 3D
3. Consider the Maslow pyramid, fulfill more than basic needs
4. Public space includes hardware, software and orgware
5. Great public spaces are incomplete, open to co-creation

Strategies with placemaking at their heart

1.



From tactical
To strategic

2.



3D: Demands,
Data, Dreams

3.



The city for
whom?

4.



Make change
visible

5.



Join wider
alliances

6.



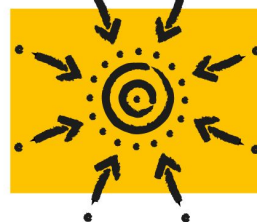
Create the
conditions

7.



Innovate
from inside

8.



Reconcile
Centrality
& Proximity

9.



Engagement
strategy is
development
strategy

10.



Locals first,
visitors will
follow

An Inclusive Process with the Community



1. Identify the place
and the community



2. Evaluate the space
& identify issues



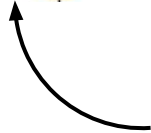
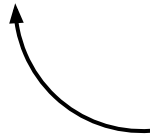
3. Set a Shared
Place Vision



4. Test short-term
experiments



5. On-going reevaluation &
long-term improvements



Tools for Placemaking

placemaking-europe.eu/toolbox



[The Place Game](#)



[Street art](#)



[15' City Mapping](#)



[The Spiel Mobile](#)



[Pop-Up Cafe](#)



[Plant and Seed Swap Market](#)

Layers of Placemaking



Charles Landry (CBF)
Public Sector Innovation



Giselle Sebag (ISUH)
Urban Health



Ivana d'Alessandro (ICC)
Interculturality

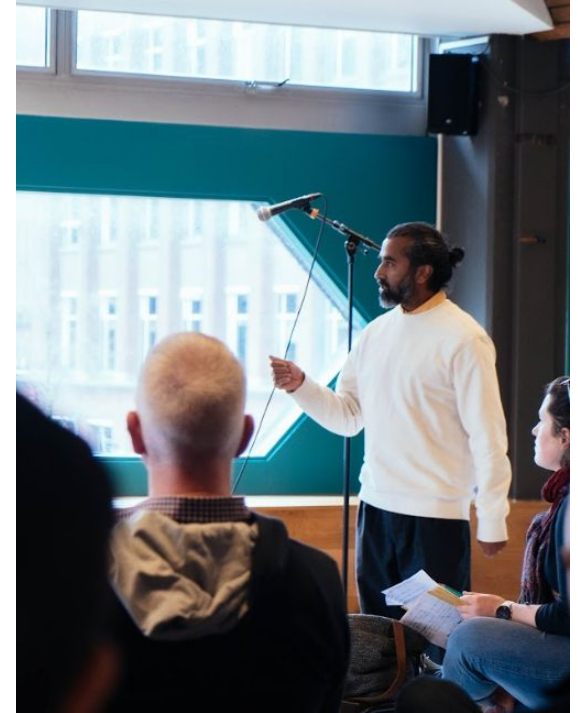
Layers of Placemaking



Laska Nenova
Urban Health

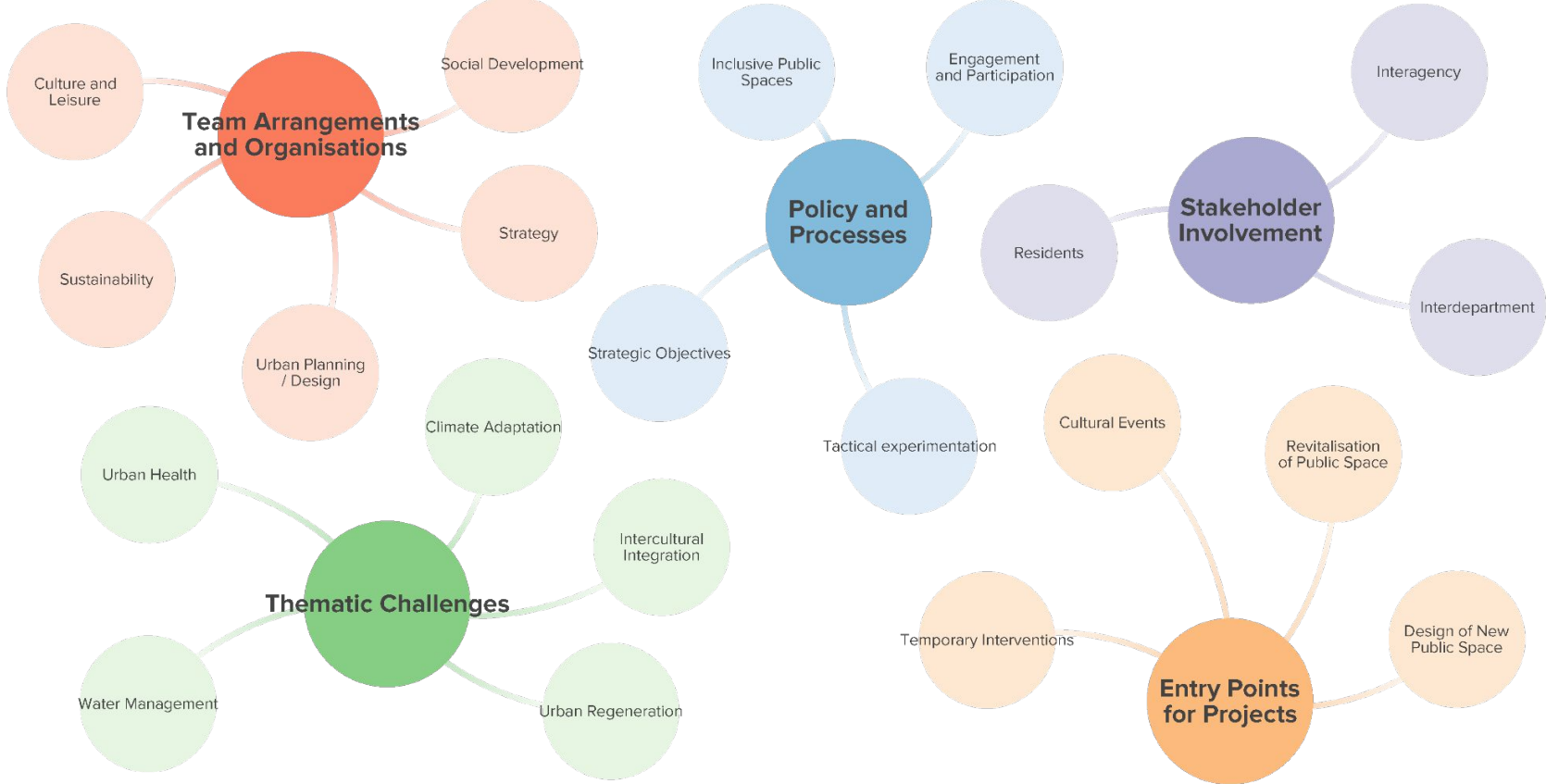


Levente Polyak
Urban Regeneration

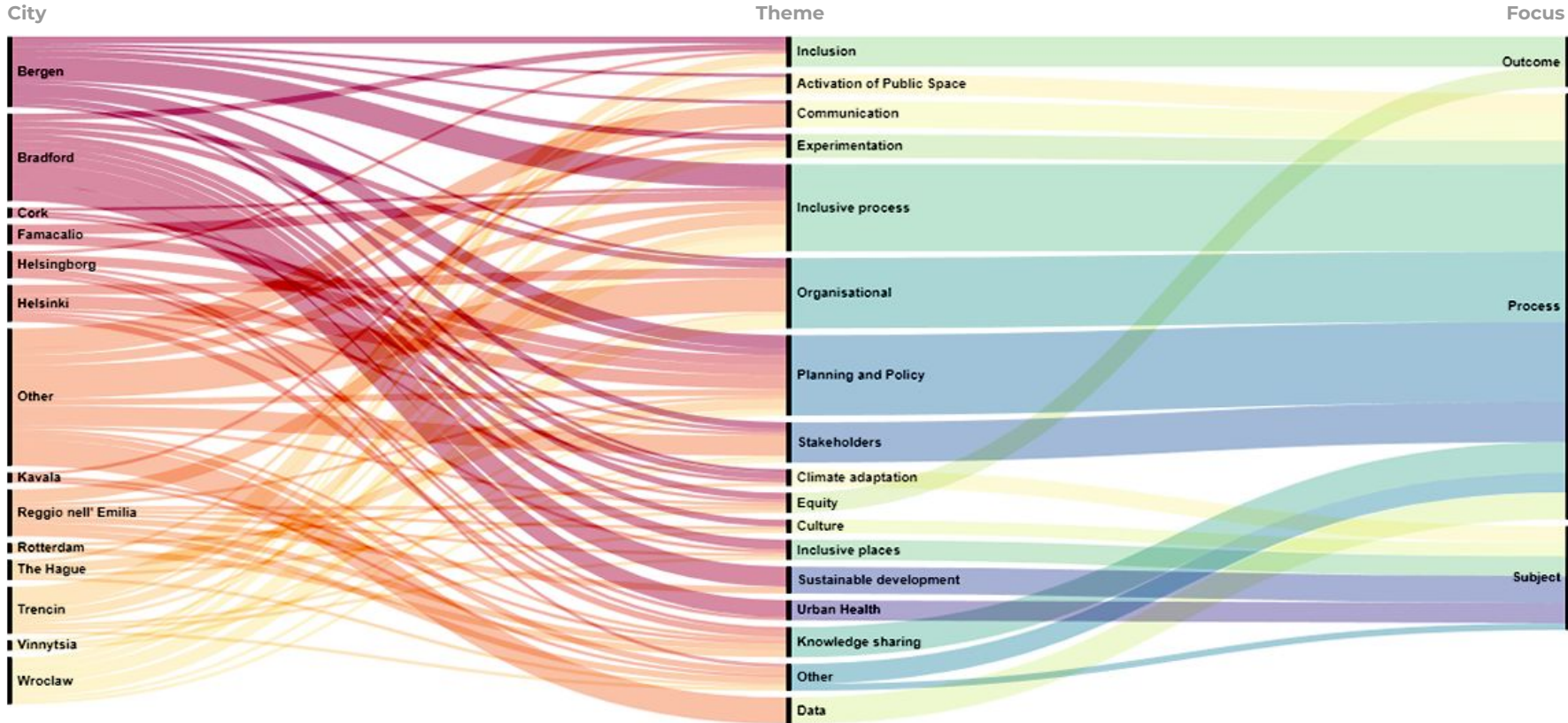


Fredrik Lindstal
Placemaking for Happier Cities

Current state of placemaking in participant cities



Common challenges & themes for future learning



*Other: Groups in the wrap-up session, with participants of multiple cities

Next Steps



Let's meet in Bergen on
June 26th to 28th, to discuss
the **Placemaking Challenges!**



Thank you for being with us!

See you at the next Cities in Placemaking session in Bergen!