

The Hidden Values of Public Space

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Placemaking Europe

July 11, 2023

placemaking

europe

WHO WE ARE

We are the network for placemaking in Europe, connecting practitioners, academics, community leaders, market actors and policy makers throughout Europe in the field of placemaking, public space, social life, human scale and the city at eye level.



WHAT WE DO

We develop and share knowledge; develop, test and use tools; exchange ideas; and actively shape projects together. We support and collaborate with organisations who want to work on placemaking, social life, human scale, and a better eye level experience.

OUR MISSION

To make the spaces we live into places we love. Create a thriving, equitable, and sustainable world by joining values, passion, and action around our public spaces.

HOW IT STARTED



placemaking week europe Strasbourg

placemaking
europe

Strasbourg.eu
le COMUNITATE URBANA



Creating better
cities together

26th - 29th
September 2023



The toolbox

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

Filter projects

All Create better places Engage your community Make placemaking long lasting



Park[ing] Day for Fitness
[Learn more →](#)



Wishfinding
[Learn more →](#)



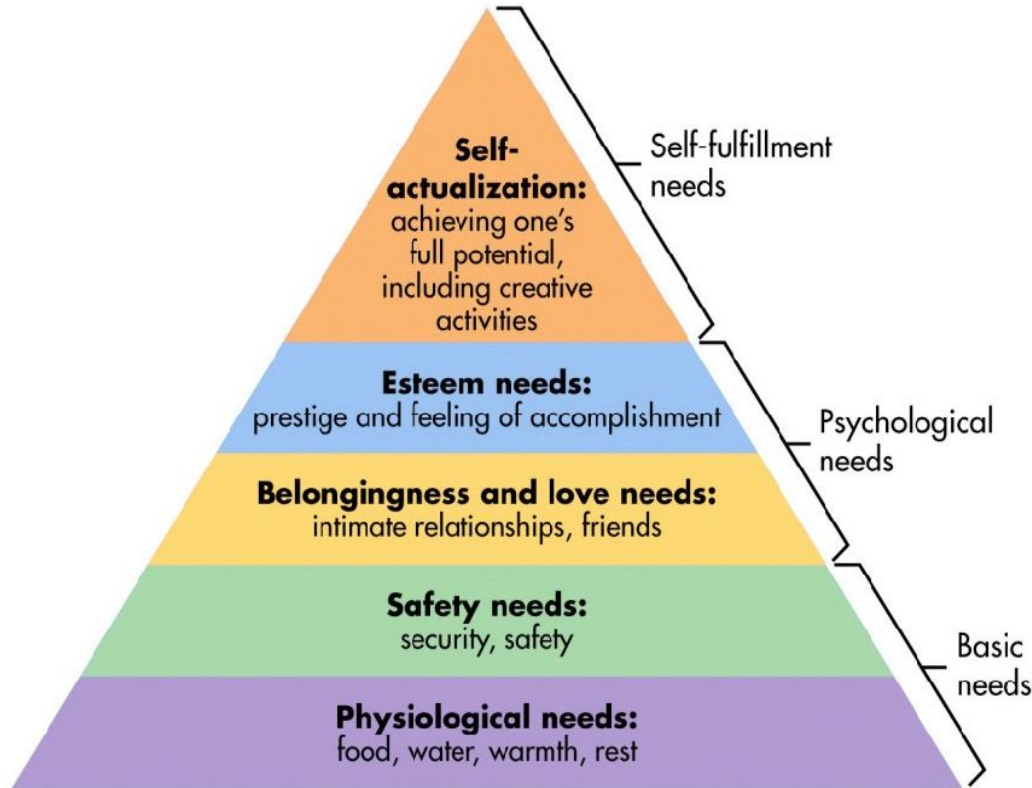
Valuing the community as an expert in the built environment revitalisation process
[Learn more →](#)

What is placemaking?

Space is an open and objective area, whereas a **place** is a part of space and gains identity and value through its components. **Place** is associated with the presence of memories (events), whereas **space** is the emptiness that exists in every place and is not a state associated with events or memories.







place:

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

space:

clean, safe, basic
maintenance
- municipality

**When do people find
a public space
pleasant place to stay
in, and interact
with other people?**



informal

bring the 'living room' feeling outside



innovative

social and economic innovation



incomplete

so the users can co-create



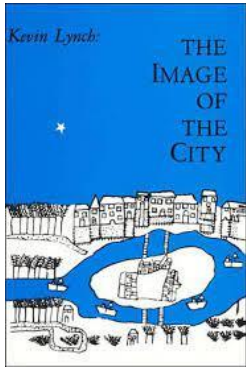
intimate

smaller places, no large place
that you drown in

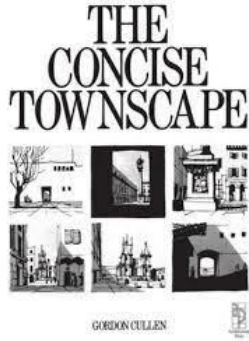


inclusive

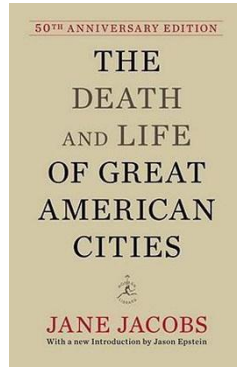
variation of user groups, not one
group dominates



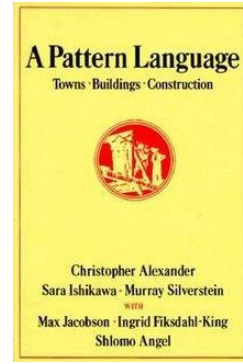
Kevin Lynch
The Image
of the City
1960



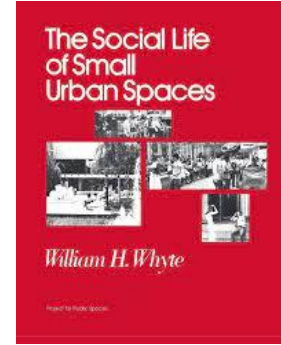
Gordon Cullen
The Concise
Townscape
1961, 1971



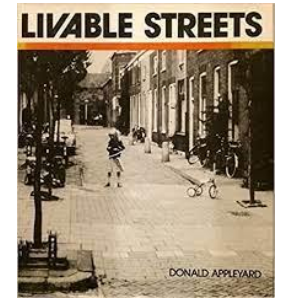
Jane Jacobs
Death and Life of
Great American Cities
1961



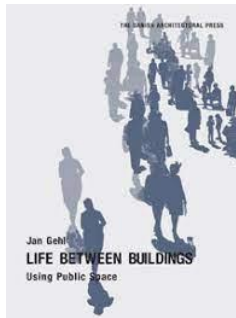
**Christopher
Alexander**
A Pattern Language
1977



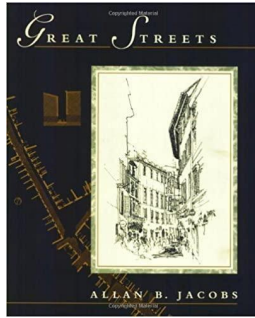
William H. Whyte
The Social Life
of Small Urban
Spaces
1980



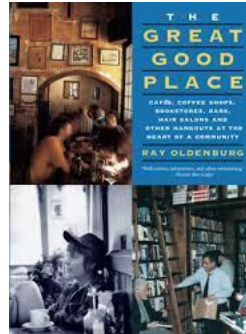
Donald Appleyard
Livable Streets
1981



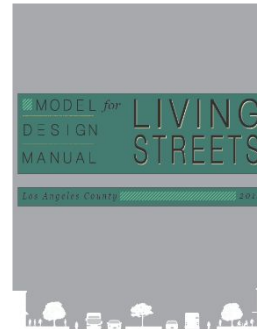
Jan Gehl
Life Between
Buildings
1987



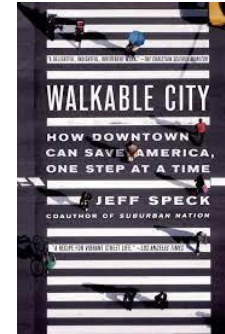
Allan B. Jacobs
Great Streets
Boulevards Book
1995, 2003



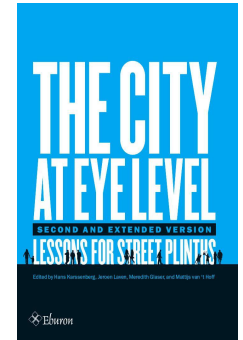
Ray Oldenburg
The Great
Good Place
1989



**Dan Burden and
others**
Model Design
Manual
for Living Streets
2011



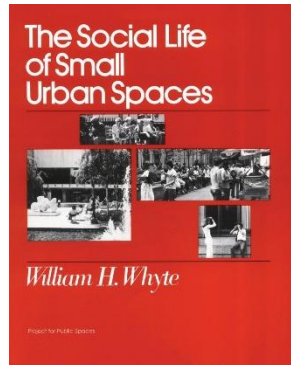
Jeff Speck
Walkable City
Walkable City Rules
2012



**Glaser, van 't Hoff,
Karsenberg & Laven**
The City at Eye Level
2017

William H. (Holly)
Whyte

The Social Life of Small Urban Spaces (1980)



Public spaces are built of a set of basics:

- Food
- Places to Sit
- Places to Watch People
- Water
- Sun / Shade
- Programming
- Sense of Scale
- Triangulation (multiple things to do)



The Social Life of Small Urban Spaces



William H. Whyte

Project for Public Spaces







**How does
Placemaking differ
from «conventional»
planning and
development?**

**1. Integrate and
activate the local
community

(software)**

Build a strong social network

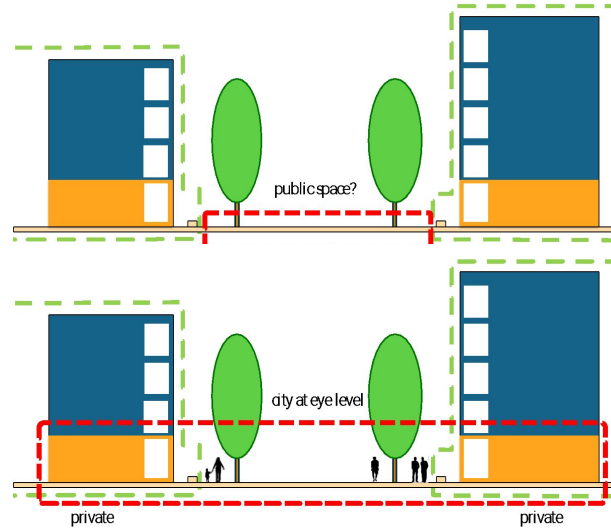


Allow the community to co-create



2. Think of the City at Eye Level (Hardware)

Learn from psychological research



Start planning from public space



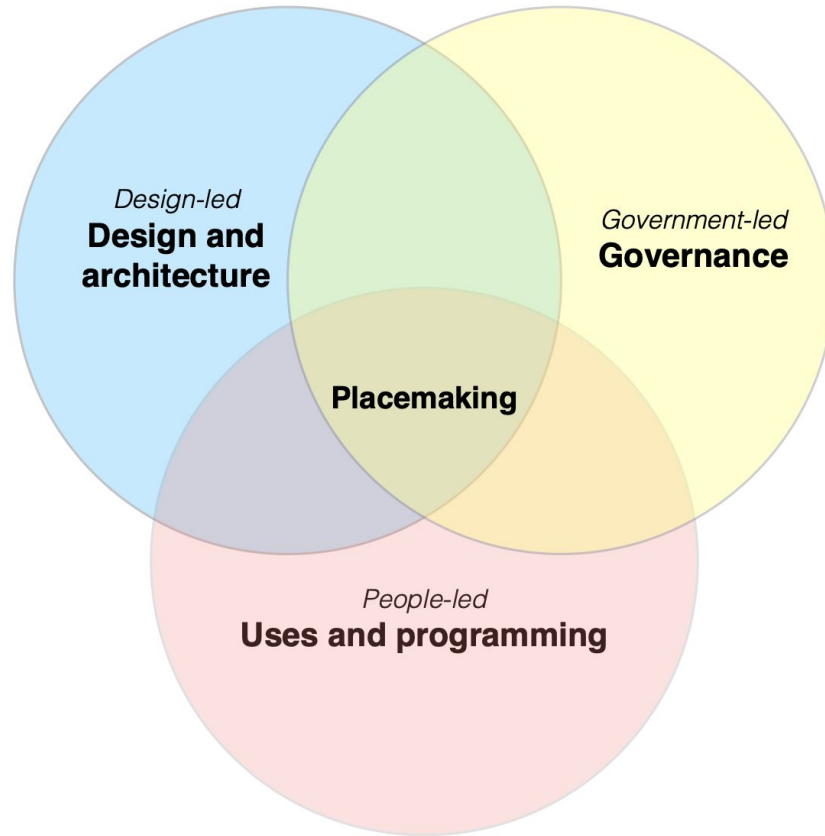
3. Design Processes Differently (Orgware)

Make use of fast prototyping



Think of long-term “Orgware”

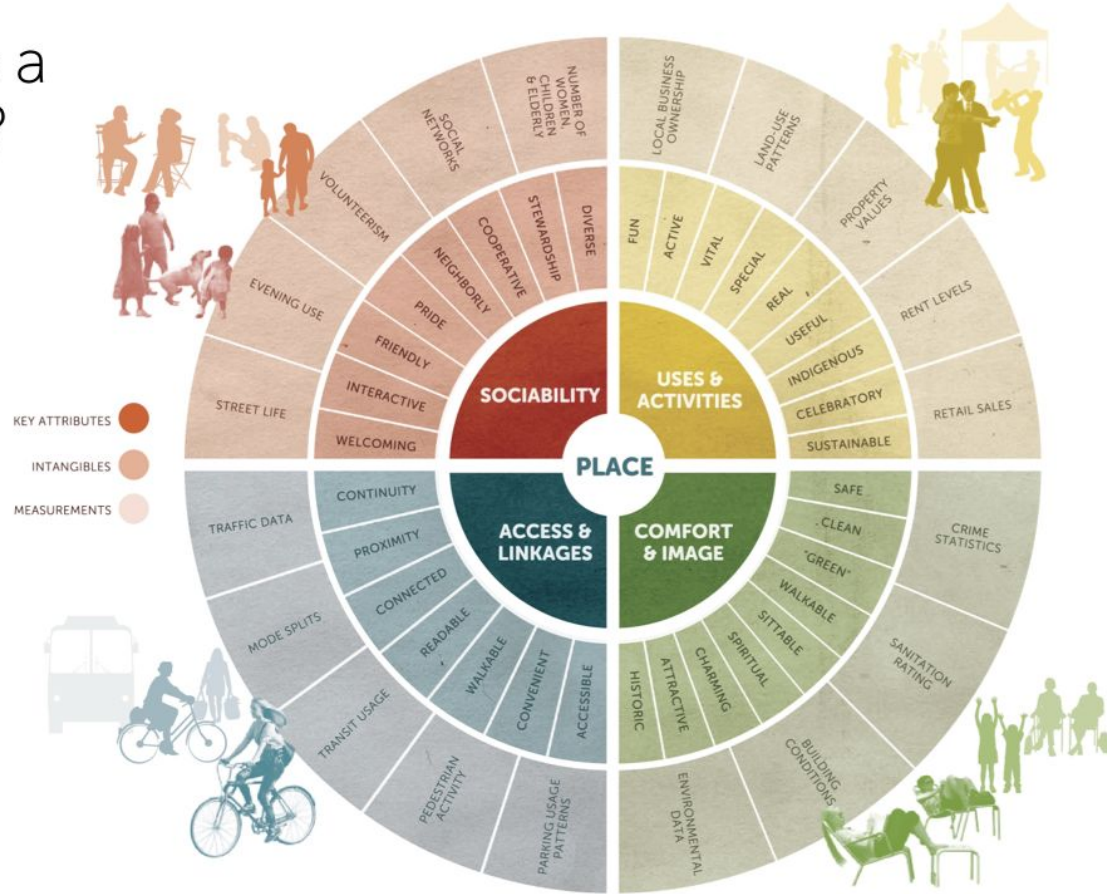




Rotterdam



What Makes a Great Place?



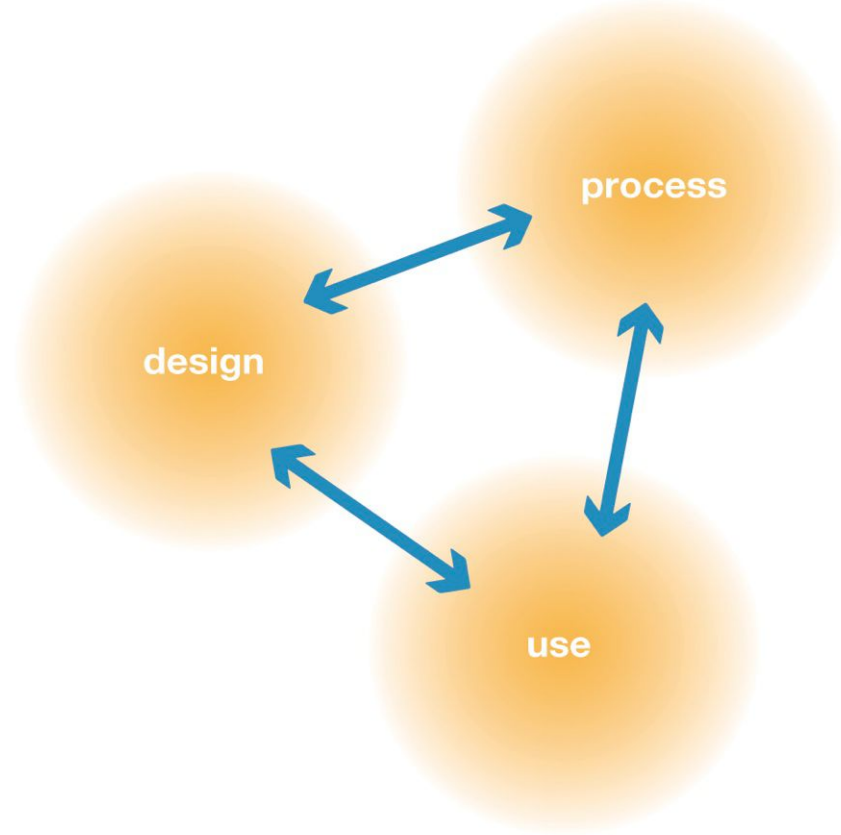
Right to the city
+ Experimental urbanism
+ Urban strategy/co-design

= Placemaking

TRADITIONAL PLANNING



PLACEMAKING PLANNING



THANK YOU!

Marta Popiolek

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