



PARKS WITHOUT BORDIERS

Ideas for the Next Generation of Urban Parks and Public Space
Tuesday, May 24, 2016 at The New School's University Center



NYC Parks

An aerial photograph of a city plaza. In the center, a large rectangular area is covered with a white tarp, serving as an event space. This area is enclosed by a white fence with blue and white banners. To the left of the white area, there are several white tents and a purple canopy. To the right, there are yellow walls forming a courtyard. The plaza is surrounded by numerous palm trees and other greenery. In the background, there are multi-story buildings, including one with a red-tiled roof. A street with cars and a white van is visible on the right side. The overall scene depicts a well-organized public event in an urban setting.

PARKS WITHOUT BORDERS

PLACEMAKING MAKING IT HAPPEN



"What is the new paradigm for the postmodern city?"



Dr Juan Clos
Director, United Nations Habitat

“PLACE” & “PLACEMAKING” COULD BE THAT IDEA?

*It can: mobilize entire communities, cities, and countries to define
their future*

add a purpose and foundation to people's lives

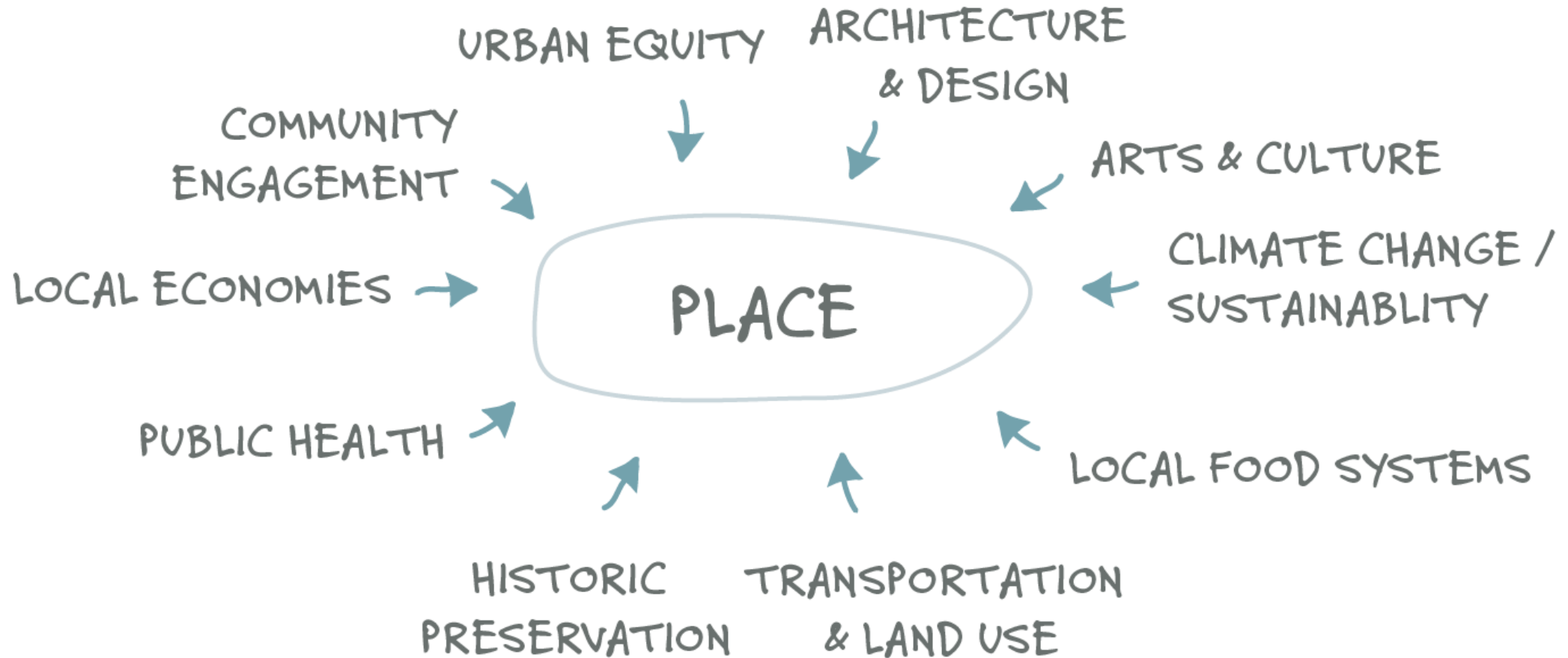
creates ownership and shared value

allows local wisdom and common sense to thrive

It's community based, holistic and inclusive

Positive outcomes can be enormous and be done quickly.

CONVERGENCE AROUND PLACE



WHERE WE HAVE WORKED

Since 1975



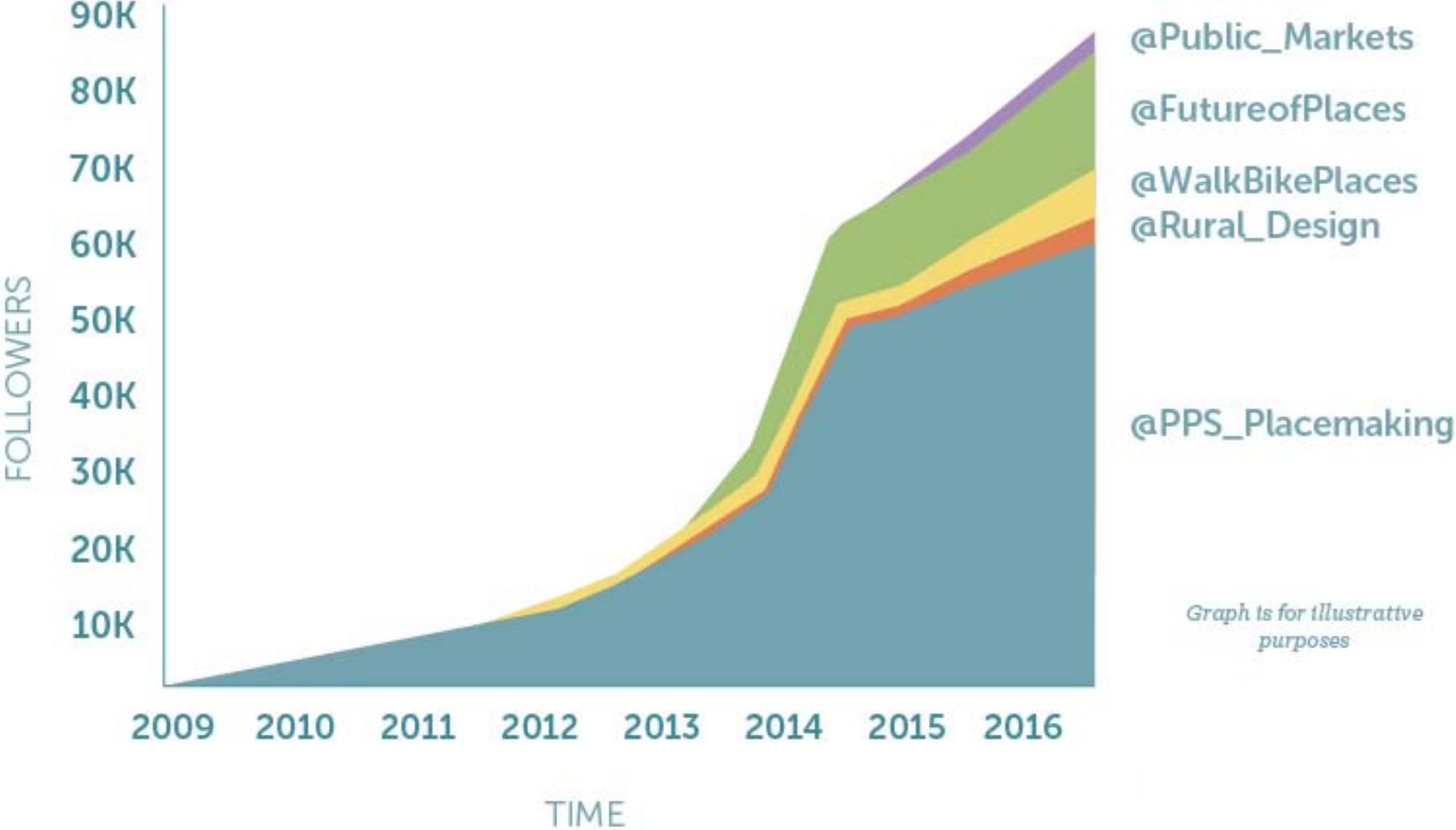
Projects & Training

● 1 to 2

● 3 to 9

● 10+

PLACEMAKING REACH ON TWITTER



Graph is for illustrative purposes

WHAT IS PLACEMAKING?

It is a Community Process

It is a Natural, Organic Process

It Localizes

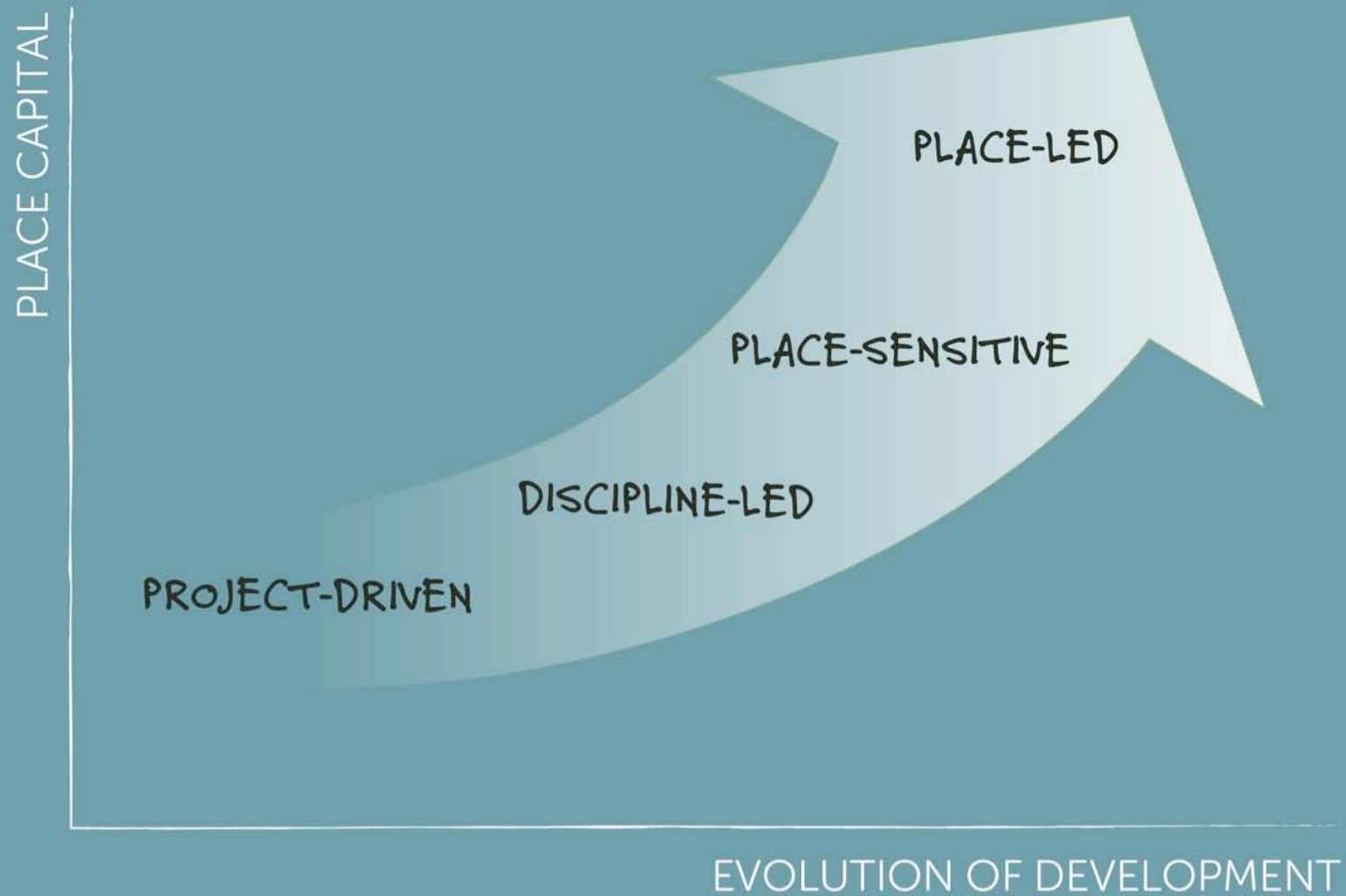
It is Economic Development

It is Scaled to each Community

It Creates Social and Place Capital

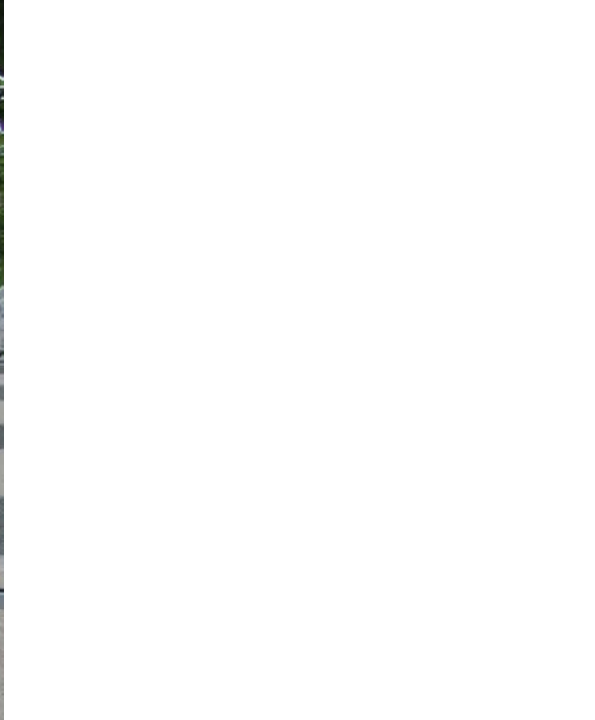
Outcomes: Inclusive, Healthy, Sustainable, and Viable Communities

DESIGN LED vs. COMMUNITY/PLACE LED















DUFFERIN GROVE PARK, TORONTO







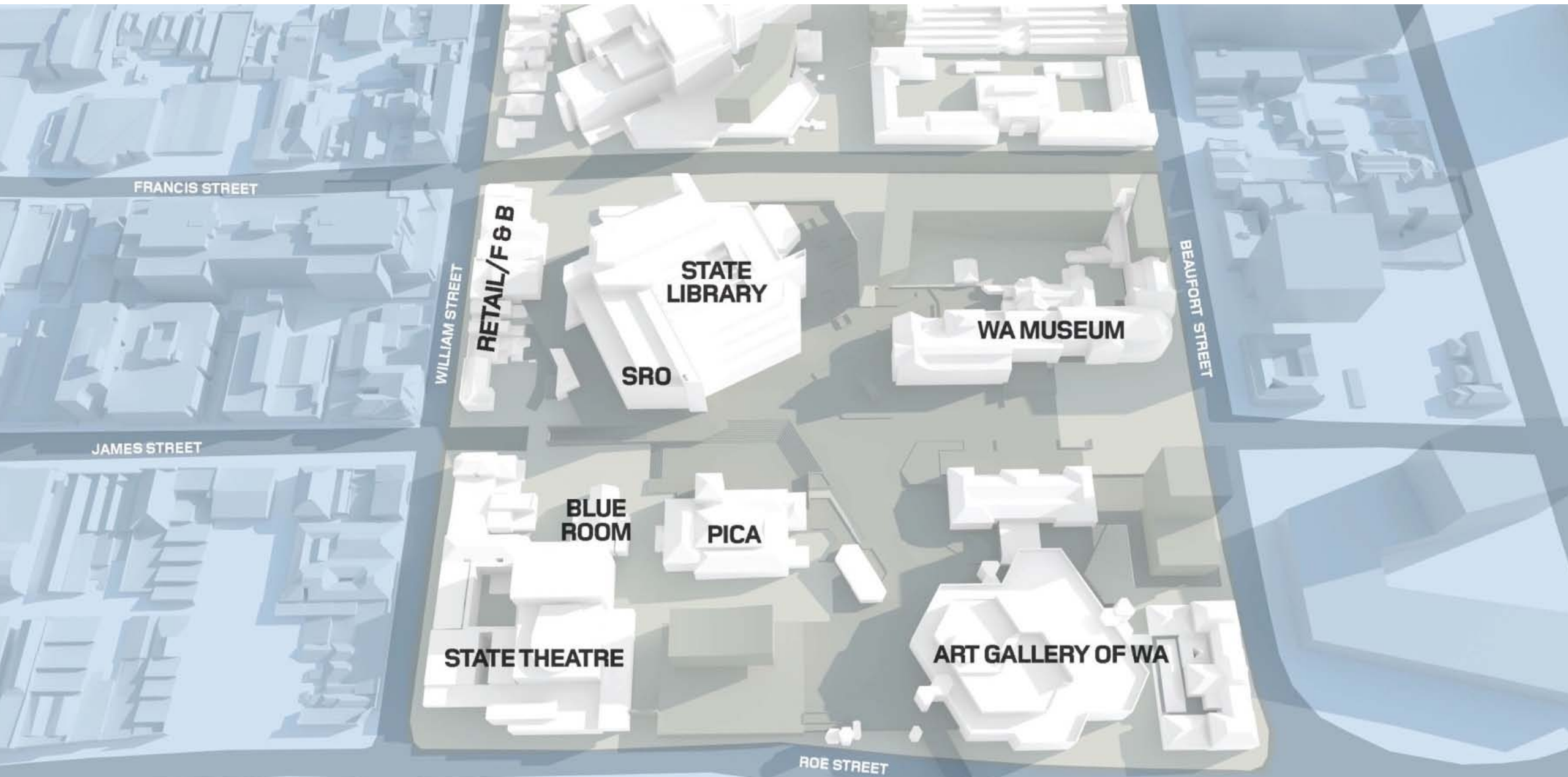




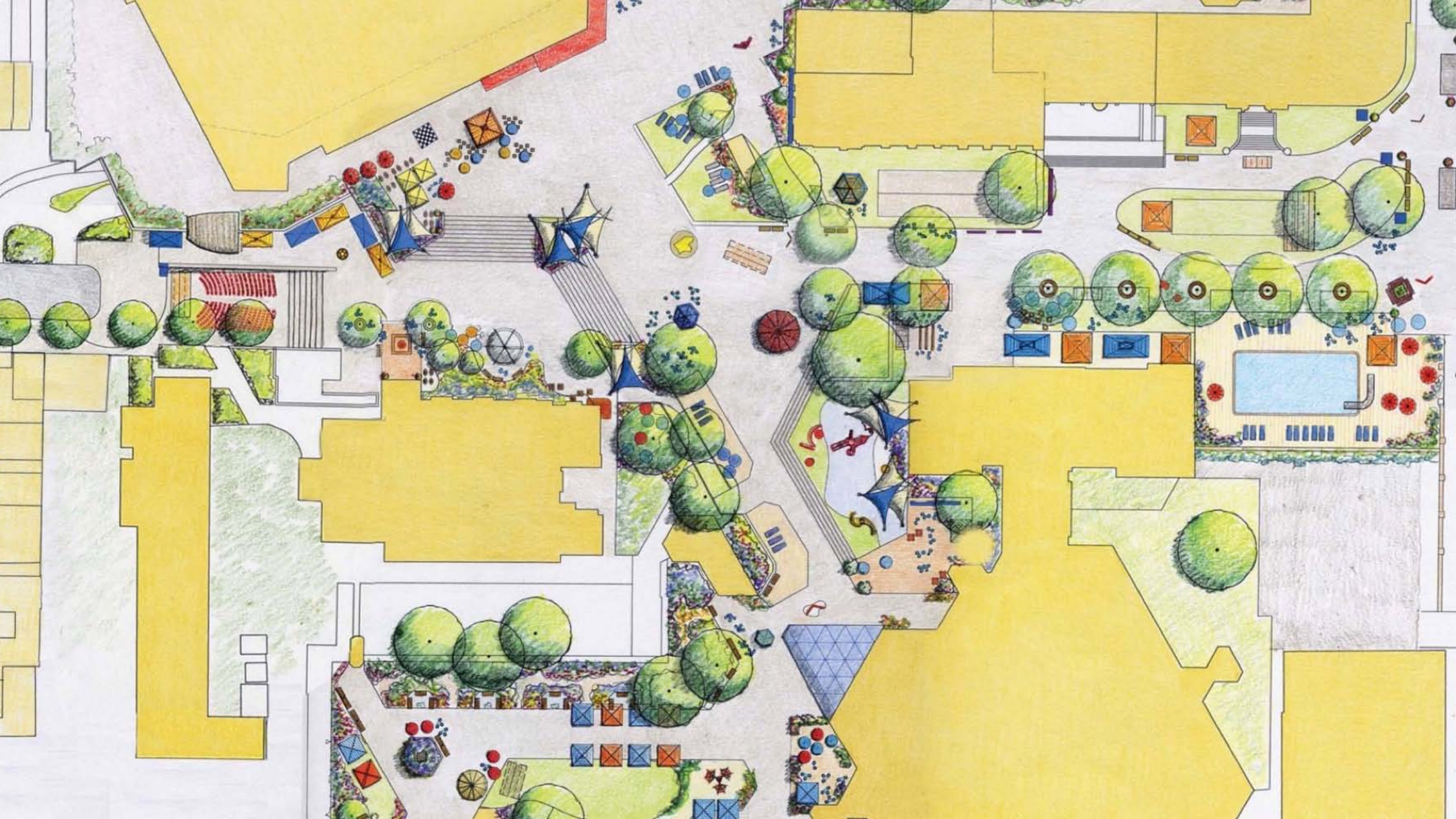




PLACEMAKING IN PERTH













Art Gallery
of Western Australia

ART GALLERY

WONDERLUST

New journeys



CARBON TAX & CLIMATE ACTION

ENVIRONMENTAL ACTION

Let's look at the facts









caffissimo
AT THE GALLERY

CAR PARK

am









LINCOLN CENTER, NYC







The Juilliard School

LINCOLN



LINCOLN CENTER THEATER

War Horse



A Minister's Wife

BEAUMONT CLAIRE TOW HEWHOUSE







*“When you focus on a place,
you do everything differently.”*



POWER OF 10+



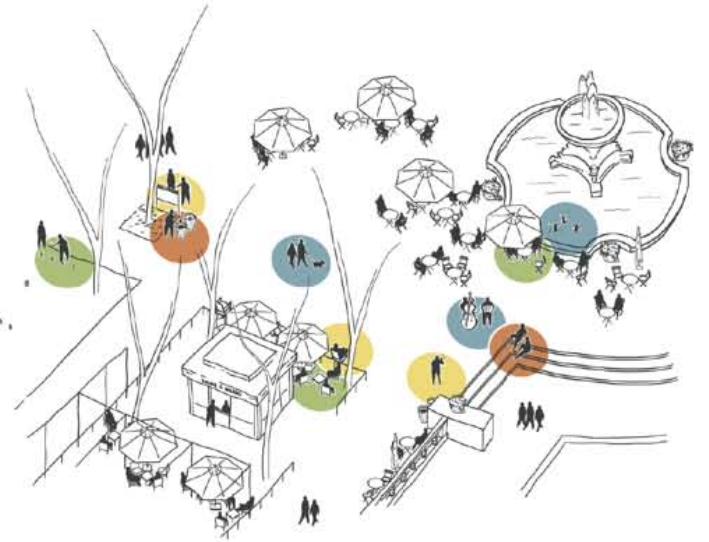
City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

NYC DESTINATIONS 1980



Bryant Park
Intimidation or Recreation?

by Project for Public Spaces, Inc.

The slide features two black and white photographs. The top photograph shows a person standing in a park with trees in the background. The bottom photograph shows a group of people in white uniforms standing in a park. The text on the right side of the slide reads "Bryant Park Intimidation or Recreation?" and "by Project for Public Spaces, Inc."

DESTINATIONS TODAY



POWER OF 10+: PLACE



1. Read the paper

2. Window shop

3. Learn about upcoming events

4. Go inside!

5. Walk by

6. Sit & relax

7. Read someone else's book

8. Take a break from a bike ride

9. Pet a dog

10. Have a conversation



Wayne State University

Taubman Center for Design

TECHTOWN

College for Creative Studies

Detroit Medical Center

Eastern Market

M1 Rail

DTE Energy

M@dison Building

Compuware Building

Blue Cross Blue Shield of Michigan

American Lightweight Manufacturing Innovation Institute

Waterfront

PLACEMAKING FOR DETROIT DOWNTOWN









PLACEMAKING PLAN FOR DOWNTOWN DETROIT











Frankenmuth
BREWERY
MICHIGAN'S ORIGINAL CRAFT BEER

5 o'Clock
somewhere
every hour happy hour

Beach Party

BEACH
PARTY & RESTAURANT

MICHIGAN







SPALDING

WOODWARD

25



STRATEGY FOR IMPLEMENTATION

Lighter, Quicker, Cheaper

Short term = 1-4 months; Long term = 2 years

Create energetic anchors of activity
in key locations using the ‘Power of 10’

Crowd-source ideas
Digital Placemaking

Make it a “movable feast”
through meet-ups and mobile management teams

People and Products
Get life on the “streets/walkways”
Bring the inside out

Brooklyn Bridge Park



Brooklyn Bridge Park – Community Vision





ARL FISCHER
Music Publishers
Since 1872

Celebrating a Decade of
FREE CHOCOLATE

1 Hr. Photo
OPEN

*“When you focus on a place,
you do everything differently.”*



*When you design your community around cars and traffic
...you get more cars and traffic.*



When you design your community around people and places ... you get more people and places.





*“If you want vehicles to behave like they are in a village,
build a village.”*

*“Essentially, what it means is a transfer of power and
responsibility from the state to the individual and the
community.”*



Hans Monderman,
Dutch Traffic Engineer

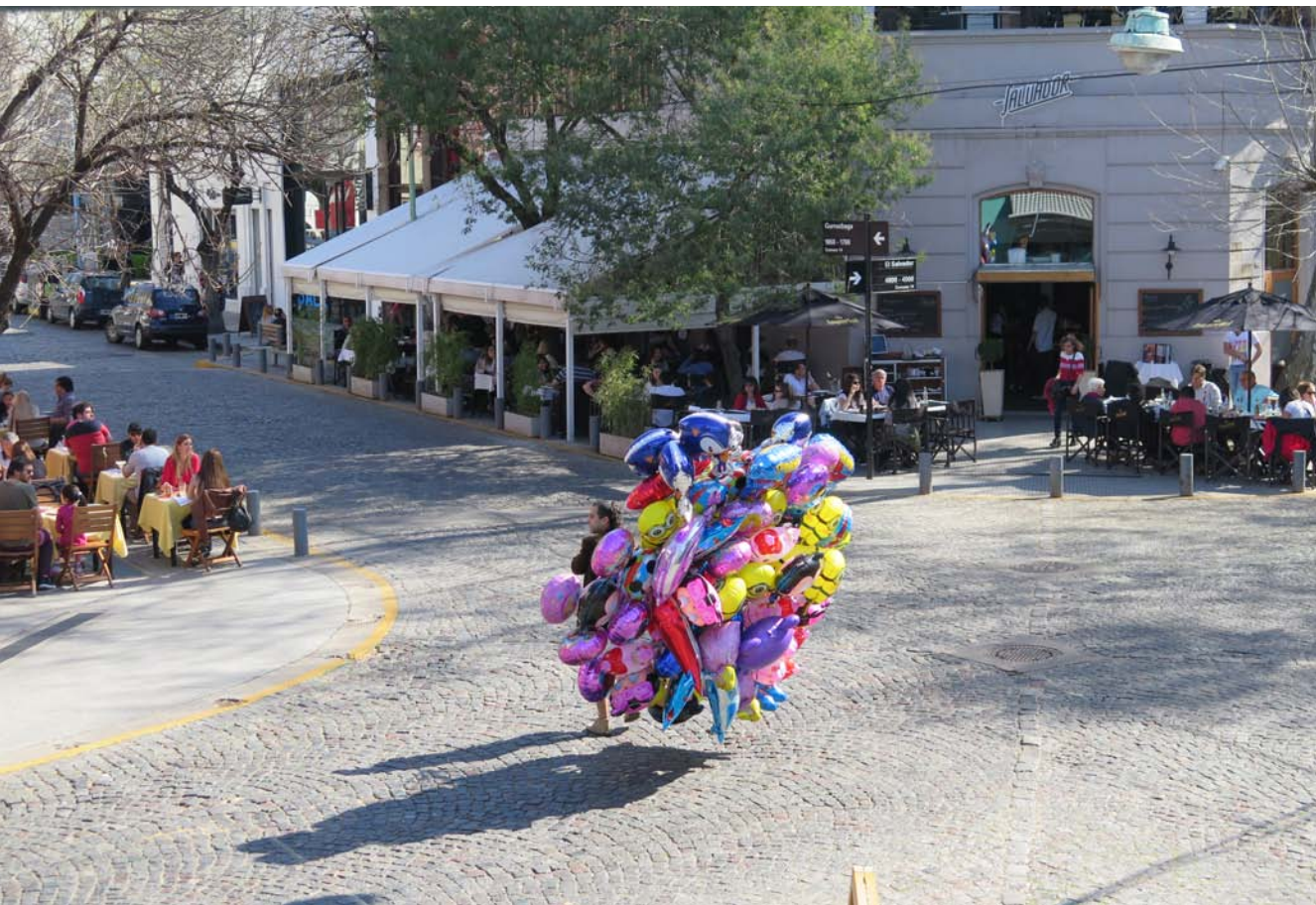
CREATING SQUARES AT INTERSECTIONS



Buenos Aires



Buenos Aires



Buenos Aires



Buenos Aires

PLACEMAKING CAMPAIGN



People Who Make Dramatic Change By John Kotter

*“We have to turn
everything upside down
to get it right side up.
To get from inadequate
to extraordinary.”*



VANCOUVER, BC
PLACEMAKING WEEK
SEPT 12-18, 2016



Join activists and leaders from around the world to envision a place-led future for cities.

**pro walk
pro bike
pro place**



**Future
of Places**

**PLACEMAKING
LEADERSHIP FORUM**



PLACEMAKINGWEEK.ORG