

Three-staged lab rocket

1. Local Knowledge
2. Local Value Creation
3. Local Impact



You are at **Stage 1 – Exploring**
and sensing socio-spatial layers



Walk and talk: *What do you sense?*

- *Ask others what they (dis)like about the place...
- *Ask more... dive deeper and have a chat.



Look and feel: *Who do you (not) see?*

- *Observe over several hours; on different days

Ownership: *Who owns this place (in)formally?*

- Who designs this place?
- Who has agency and creates *collective ownership*?
- How does the place-based network look like here?

Leisure and Tourism Attractions / Attractiveness

- What is the typology of the offer?
- Mono or a nice mix?

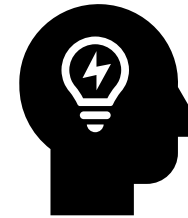
Grey – Green – Blue – and ...?

- Can you see any *hidden treasures*?
- Can you play, chill and deep hang out around here?



PAST: *A trip down memory lane.*

- Dive into the past: Which events, places, people, organisations had an influence here?
- Think of goods, people, flora and fauna: Which flows have shaped this place?
- Go back 1, 10 and 100 years in the past!



PRESENT: *Here and now.*

- Mobility and Infrastructure?
- Accessibility?
- Feeling (un)welcome?
- An inclusive place?



FUTURE: *Fast forward.*

- Which plans, policies and circumstances might influence this place in the future?
- What does this place need to become a regenerative hotspot?
- Imagine 1, 10 and 100 years ahead!

Whose perspective? **Young / Old / Resident / Visitor**

Consider perspectives of profiles like:
The cleaner; The Mayor; A female tourist; A family;
The Skateboarder; Yourself and others...!

**Make a 2.5 min video of your exploration:
Fun, serious, science fiction, instareel,
animation... It's up to you!**

Kissing index

Where would lovers like to share a kiss?



Pissing index

Where might others choose a spot to pee?



Place exploration and sense making tool



Place: A particular space that has more or less clear physical boundaries, but also represents individual and collective layers of meaning.

Exploration: An activity through which you want to find out things. It is like being an explorer who wants to discover a place. Use all your senses, talk with strangers and let them explain to you the ins and outs of this place. Take notes, make photos and even drawings if this helps you.

Sensemaking: There is no single agreed upon definition of sensemaking, but there is consensus that it is a process that allows people to understand ambiguous, equivocal or confusing issues or events. We consider sensemaking as an ongoing process, whilst working on complex challenges.

Map: It is a tool specially constructed for the ULT-labs and contains indicators, questions and entry points in order to encourage your exploration capabilities. It is a dynamic tool, so we keep on enriching it. If you have any ideas for improvement, do let us know.

Why? Three-staged lab rocket: You are invited to design a tourism and/or leisure concept for a particular place and create local value. In order to do so, you need to start with step 1: gaining local knowledge. Ask yourself questions like: what makes this place unique and what are its unique stories? Where lies any potential? Who is involved? What is needed and could be of value? This map will help you to do so as a starting point.

Make a short video: Based upon your exploration, you will make a short video (approx. 3 minutes) as a group. It will help you in your sensemaking process and filter the most striking insights. Try to combine images with and without people, different moments during the day or week and get some illustrative quotes of a variety of people who are willing to share their stories about the place. Some people don't want to be filmed in the face, if so, you can suggest to just audio tape what they are telling you. If you are able to: make subtitles in English, so we can all understand it.

Past – Present- Future

Places are constantly evolving, they are comparable to living systems that have their own rhythms and flows. Time-space correlations might be very relevant for you to consider. Urban places are mainly human-made constructions and designed by following certain ideas/visions about for instance: livelihood, quality of life and place, infrastructure and the availability of retail, work, art, schools, sports, etc.

Nature however, also plays a role, think for instance about the current Climate Change: urban planners are nowadays far more aware of building futureproof and green cities. We as urban experience designers see a growing role in using tourism and leisure as strategies for capacity, community building and identifying pathways towards a regenerative future.

(Regenerative) Placemaking & What makes a place attractive? Thriving, lively, joyful, green, diverse and open places are perceived as more attractive than cold, grey and isolated areas. We (non) humans need attractive places to experience a higher quality of life, places where we take our friends to or want to visit because there is so much to do! However, a lot of our public spaces aren't yet as such. Although every place is unique, there are some placemaking key principles we can address to. You might notice that stimulating leisure practices plays a main role in doing so. The kissing and pissing index are funny indicators of (un)attractive places. Placemaking is a relatively recent term for describing a city making movement that focuses on the process of developing places through the active participation of the citizens that conceive, perceive and live in that place. It aims to create place attachment, positive outcomes in health, community participation, civic behaviour and perceptions of safety. Regenerative development focuses on the delivery and evolution of vital, viable and resilient places to support all human and non-human life. A central component is the notion of facilitating long term potential and adaptability of place (Hernandez-Satin, 2020).

Have a look at: Placemaking: www.pps.org, www.stipo.nl, regenerative placemaking will be elaborated on during expert sessions.

Ownership, Perspectives and Participation:

A very crucial phenomenon is to understand “who owns and co-designs this place”. Is this done by only the happy few or a wide variety of representatives from the local community? Can one person or organisation decide what will (not) happen or is there an existing network that collaboratively wants to improve the place? The municipalities of Amsterdam and Rotterdam both stimulate participatory processes whilst creating the cities of today and tomorrow.

Try to indicate and stimulate (collective or community) ownership for and through your own designs. At the lab, we don't want to design one offs and therefore involve the local quadruple helix. Seek for a certain level of embeddedness and use co-design ways with existing local stakeholders: what or who is already there and might be able to grow further thanks to your design? Be aware of different perspectives: a teenager might have different wishes and needs than an entrepreneur, a tourist or a policymaker or even the only tree that stands in the middle of a square.

The lab will offer you a wide range of local stakeholders and a concrete challenge to work with. We will invite you to start working as a local “weaver”.

Extra sources: THE CO-DESIGN CANVAS (inholland.nl) (also an expert session)

<https://dezwijger.nl/project/wemakethe-city>;

<https://www.socialpinpoint.com/blog/6-reasons-to-participate-community-engagement/>;

<https://www.amsterdam.nl/bestuur-organisatie/invloed/participatie/>;

<https://diopd.org/wp-content/uploads/2022/08/Samavati-2022-Happy-Public-Spaces.pdf>