The time has come for urban planning to embrace the issue of productivity in the city, in the broadest meaning of the concept.

Many of us are talking the same language in Planning, pointing out that a reinvention of Planning may be built. It is possible to rework a city like Antwerp, for instance by: introduction of start-ups spreading over the residential territory; cultivation of informal outlets; and strategical proposals accompanying a big project such as Blue Gate Antwerp.
The reworking of mixed uses and a future-proof productive city requires an open-ended co-creative process, which involves the creation of a system of places through placemaking. This values the uniqueness of the place in a fragmented landscape, its uses and its varied users.

Learning from daily life allows bringing out exploratory, future-oriented propositions; and registering the manifestation of creative alternatives, developed through experiments.

In the reworking of the productive city, fundamental human values should be guiding. Reworking the productive city, e.g. to re-develop uses for a brownfield industry or harbour site, is a matter of considering economic, social and ecological aspects at once. Although a planning cliche, it is not sufficiently endorsed.