



WORKSHOP THEME

Urban planning is a main tool of social and economic progress of urban agglomerations worldwide and foundation for healthy governance and steered development. With the scale and the speed that current urbanization is taking place worldwide, cities house about 70% of the world's population. They are growing into major economic powerhouses, oriented towards economic growth, which endangers the people element in societies.

The great shift that can be sensed in urban planning and architecture transforms architects and urban planners from king/queen in architecture into sensors of the society. Their new design approach will leave the blue-prints and the "aesthetics of bricks" behind and move the focus on the process of knowledge sharing and nurturing between generations and social design, resulting with great movement of reusing the soft and hard elements of human society.

Our workshop will show participants a new dimension of making of places. By the use of the interactive method Hackathon, the workshop will re-examine the role of the urban planner/designer/architect in the society. Hackathon will bring focused innovation efforts in city-making, while mixing input of people with different backgrounds, regardless of setup constraints. The outcomes of this method are scenario driven and location specific with capacity to offer ready-to-use solutions.





## METHOD: INTERACTIVE HACKATON

- + The workshop was structured collaboratively, to extract, share, and exchange experiences of the professionals and young planners convened who work in other cities addressing the question of what has happened in their city and region as industry has departed.
- + By working in a collaborative group setting, workshop participants were able to compare hybrid ideas emerging from this convergence





## AUTHORS: REBRANDING ESTABLISHING LANGUAGE AND COMMON CRITERIA

- + Redefining the City's New Identity: Rebranding a settlement in transition will be achieved by changing the decision-making processes from top-down to bottom-up. This will inevitably include building new knowledge mindset based on the emerging social and economic reality in a partnership amongst businesses, cultural organizations, educational institutions and community groups and opening towards international network.
- + Establishing Institutional Capacity: Via developing common language of interaction an active working group, as a platform for dialogue that will engage all stakeholders, encourage public debate and monitor social and economic consequences.
- + Establishing Implementation and Monitoring Strategy: The "traditional industry" should be revived by implementation and management of contemporary strategies to embed emerging industries, aiming to improve the spatial, social and economic performance and quality of settlements.
- + Establishing Success Criteria Towards Public Participation: The motivation of inhabitants to participate in the spatial development process is the first success criteria. The planners are not only engaged throughout the collaborative design but also coaching the inhabitants with the skills to maintain the projects further. Another key element is developing strong sense of identity and belongingness among inhabitants and the settlement.





EINDHOVEN, THE NETHERLANDS  
HOW TO REACT WHEN TRADITIONAL  
INDUSTRIES MOVE AWAY?

## THE CHALLENGES:

- + MOTIVATING PARTICIPATION
- + INTERVENING WHEN OWNERSHIP IS IN TRANSITION
- + CONTAGIOUS REGENERATION

+ To test these ideas in the real time, the workshop broke into small group settings to apply these ideas and case studies to current situations in Eindhoven.

+ Team challenges addressed the question of motivating participation; intervening when ownership is transitory; and the question of how to spread regeneration from bounded areas, where an initial resurgence may be experienced, beyond and into neighborhoods.

+ Workshop participants visited the Challenge sites, met with the local Challenge representatives, and proposed a short-term activation strategy to a local audience at the end of the two days together.





# THE RESULTS: PLANNER AS PROGRAMMER

- + The planning profession needs to reinvent itself:
- + From designers of places to facilitators of urban processes: when cities change or stop their path of growth, planning becomes also a matter of non-physical interventions.
- + Builders of trust and social capital within communities: need for new tools to create resilient local networks, which are the basis and inspiration for planning.
- + Acknowledging the role of communities as the experts of the place: mutual learning between planning professionals and place users.
- + Stimulating starting points that generate meaningful engagements among actors: think about light-quick-cheap interventions allowing quick gains opening the path towards more complex plans.