

PLACEMAKING: HOW TO CREATE A PUBLIC SPACE?

WORKSHOP BY FRED KENT AND KATHY MADDEN 4.08 13:00–17:00

- 13:00–13:30 **INTRODUCTION TO PLACEMAKING AND THE PLACE GAME PRESENTATION**
Theoretical part held in ZAL of Institute Strelka
- 13:30–13:45 **ESTABLISHING WORK GROUPS**
All participants will form groups of 4–6 people. Each group will be given a site to evaluate and will assign a facilitator.
- 13:45–14:00 **WALKING TO THE SITE**
A site will be announced before the workshop
- 14:00–14:30 **PLACE GAME TO TAKE PLACE ON SITE**
Analyzing place and identifying opportunities by methodics of Fred and Kathy

Result: Place map with a diagram of qualities
- 14:45 **RETURN TO STRELKA**
- 14:45–15:30 **GROUP WORK ON THE PLAN OF PLACE MODIFICATION**
Development of the plan of place modification in groups, under the supervision of speakers and facilitators who will record the process and results.

Result: Draft plan of activation, project, or program of a specific site development
- 15:30–16:15 **REPORT BACK. PRESENTATION OF THE GROUP WORK RESULTS**
Each group should present its plan and get a feedback from speakers and other groups
- 16:15–17:00 **SUMMARIZE IDEAS AND NEXT STEPS**
Further discussion, project evaluation, and creating a strategy of changes

Result: Elaborated activation plan or final program of specific site changes