PLACE AGENCY – An introduction

https://placeagency.org.au/

A project funded by:
What placemaking means to us:

“[process] Creating the capacity for people to invest space with meaning.”
1. Course Modules

2. State-based Summits

3. Project-based Studios
Theory Modules

1. Placemaking Fundamentals
2. Reading the site
3. Community engagement
4. Council and developer engagement
5. Design for adaptability
6. Economics of Place
7. Negotiations & Communication
8. Project Implementation
9. Governance & empowerment
10. Digital Placemaking

Studio Module
A. From Theory to Practice
B. Project evaluation

PROCESS

2 The Story of Place

Local/Global Trends
Site analysis
Env. Flows
Community engagement
Council/Dev. Engagement

Project conceptualisation

1 Placemaking Principles
5 Designing for Adaptability
10 Digital Placemaking
6,7 Pitching the benefits Irresistible narrative

PRODUCT

8 Project Implementation

Attributes of Place
Negotiation & Communication
Implementation Frameworks
Safety
Budget Management

PROGRAM

Project realisation

9 Governance & Empowerment
A From Theory to Practice

PROJECT EVALUATION

Input
Output
Outcome
Legacy (impact)
Much of placemaking is about listening. An appreciation for the soft skill challenges of getting a success in placemaking. We were able to act as 'facilitators' in a collaborative design process rather than as 'masters'.
NEWPORT CASE STUDY
https://unimelb.placeagency.org.au/studio/newport-project-studio/

- Intensive Studio (7 weeks)
- Objective: Re-imagine a park
- Four 1-day intervention
- Focus on Process (consultation)
- Feeding into a 2 year process
- RESULTING IN FOUR DESIGNS:
• At least 2 events at each participating state
• Organised by the universities involved in the project

• Small Recovery Cost
  • ~$30-70 (GST included)

• Buy Tickets through Eventbrite: **Placemaking Training Summit**
Rating place –
how do we know we are doing a good job? and able to support communities and places to evolve?

Melbourne docklands 8th of Nov 9-5pm
Community Hub at the Dock - 912 Collins Street,
Docklands VIC 3008
Email ratingplace@placeleaders.com
RATING PLACE: PROJECT OBJECTIVES

How do we critically, reliably, easily and meaningfully identify between projects that achieve the desired place from those that engage in place-masking?

Objectives:

Action-research process to

• Co-develop a Tool to rate place. Multiple iterations slowly improving the tool through black box thinking (innovation strategies). Tool to include measurable attributes as well as ‘relationships’ and governance.

• Assess the role of the tool to improve capacity of industry on ‘Place’