

Culturally Conscious Place Making

*Place development & the role of culture in
community planning.*

Webinar – 21 March 2025

Region Skåne's Cultural Administration &
The Swedish Cultural Planning Association

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The Big Picture



Rapid urbanisation (includes peri-urban areas too).

4.4 billion people live in cities today.

80% of global GDP is generated in cities.

50% of forcibly displaced people live in urban areas (World Bank).

Cities consume 75% of planet material resources.

The "urban" is a contested terrain.

Development without progress?

A Polycrisis

A photograph of a subway platform. In the foreground, a yellow metal barrier with the words "MIND THE GAP" in black capital letters runs across the frame. Above the barrier, there are two white rectangular boxes containing text. The top box contains the text "Climate, Health & Cost of Living Crises". The bottom box contains the text "Markets Rule—But at What Cost?".

Climate, Health & Cost of Living Crises

Markets Rule—But at What Cost?

Inequality Isn't Just Unfair—It's Deadly!

Urban Regeneration or Extraction?

Think Systemically

"The time has come to innovate the most brilliant project of evolution ever achieved by Homo Sapiens. A new Homo Urbanus can be achieved only through a renewed sisterhood between city, community and nature."

(Maurizio Carta, Homo Urbanus, 2022)





Conscious Change Leadership

Create opportunities for all to reach their potential (Human flourishing)

At the core of social policies and initiatives the '*Capability approach to human development*' (Amartya Sen, 1985; Martha Nussbaum 1988; 2011)

How?

Software and hardware of place go hand in hand

Think Systemically - Act Holistically

Recognise that actions in one part can have ripple effects throughout the entire ecosystem

Local growth about replenishing

Cultural Planning – Culturally Conscious Placemaking

"A people centred approach to equitable place based development based on a deep understanding of the local urban, cultural ecology, social and economic texture and dynamics"

(Ghilardi 2001)

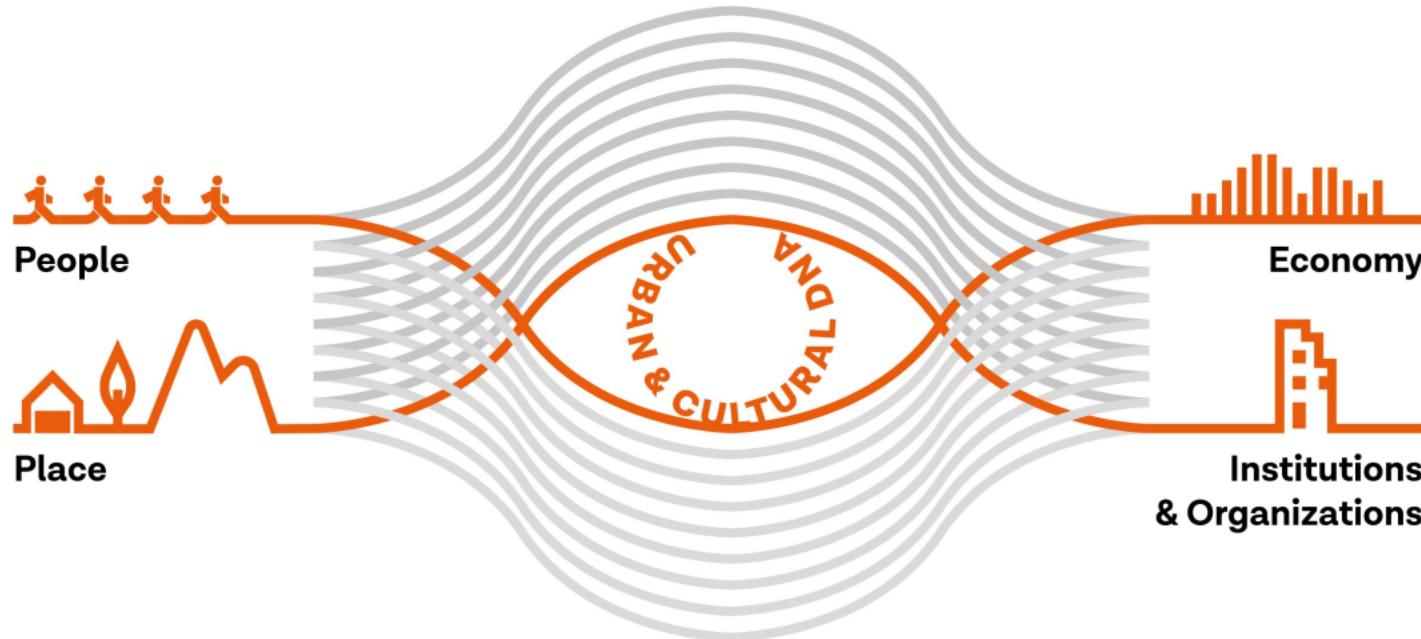
When faced with change places need to draw on their resources, skills, knowledge, distinctive culture, and work collaboratively across departments and areas of expertise for the COMMON good.

Arts and Culture – Our Compass

A large, bold word cloud centered on the page. The main words are 'Culture' (red), 'Creativity' (pink), and 'Arts' (black). Various other words are scattered around them, each associated with a color and a small descriptor:

- History (orange)
- Inspiration (orange)
- Expression (purple)
- Connection (orange)
- Literature (yellow)
- Empathy (purple)
- Theatre (orange)
- Tradition (orange)
- Identity (purple)
- Dance (red)
- Engagement (orange)
- Storytelling (orange)
- Well-being (purple)
- Art (purple)
- Social (yellow)
- Community (orange)
- Diversity (orange)
- Music (red)
- Education (red)
- Innovation (purple)

THE CITY IS A COMPLEX ECOSYSTEM OF RELATIONS



Decoding and Rebuilding Place Through Mapping

Mapping processes combined to arts and cultural initiatives work as laboratories of empowerment to collaborate and co-imagine a better future.

Enable innovative open ended solutions.

Experiments for new forms of incremental, porous urbanism.

Tools towards deliberative democracy a challenge to rigid governance systems.
(including planning systems).

DISTINCTIVENESS MAPPING



- ↳ Internal and external perceptions
- ↳ Spirit of place maps
- ↳ Media coverage/reporting
- ↳ Urban feel maps
- ↳ Tourism profile and visitors' perceptions
- ↳ Narratives of place maps
- ↳ Local people's mental maps



Example: Cultural Mapping Labs

Cultural institutions, organisations, artists and practitioners take on new roles as mediators, intermediaries, interpreters of change or advocates for tolerance.

Story telling

Deconstruct dominant discourses about places, and spatial identities.

Mobilise in creative ways the heritage of a place.

Cultural Mapping Labs – Test Human Centered Design

The aim: fostering communities where people can thrive beyond just meeting their immediate needs.



Through Mapping participants become active agents of their own well-being.



Designing through Mapping breaks with the orthodoxy of "the right solution" to create and recognize alternatives.

Open ended.

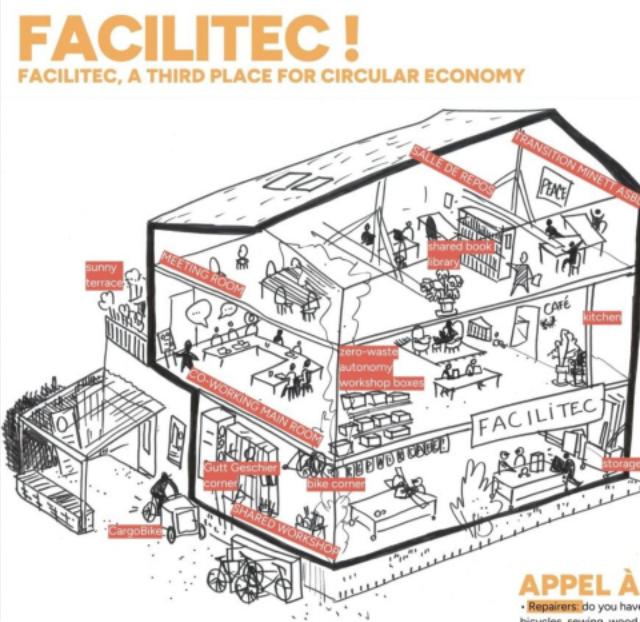
Esch-Sur-Alzette (LU)

The 'crap town' of Luxembourg. Negative image (crime & grime).
Un-loved city.

About 34,000 inhabitants, more than 120 languages spoken (3 official).

Two faces: the former industrial today a hyper-modern hub
(Knowledge and IT).

Esch's DNA



378 rue de la
Fontaine (access
via rue Berwart)



Monday and Thursday 9 am-8 pm / Tuesday 11 am-5 pm/ Wednesday 9 am 5 pm / Friday 9 am-4 pm.
Weekend closed except if there is an event.
Workshop open from 10 am to 5 pm every last
Sunday of the month

APPEL À

- **Repairs:** do you have a talent for repairing electronics, bicycles, sewing, wood or any other subject?
 - **Donations of objects to share:** as part of the 2024 launch of the library of objects, we're looking for small kitchen appliances and children's equipment to complete the library!
 - **Coworking!** Are you an entrepreneur looking to join our network?
- Contact : info@facilitec.lu



Example: Esch sur Alzette (LU)

QU'EST-CE QU'UN GRAND RÊVEUR?

Toute personne souhaitant s'impliquer dans la vie eschoise et la vie culturelle en général.

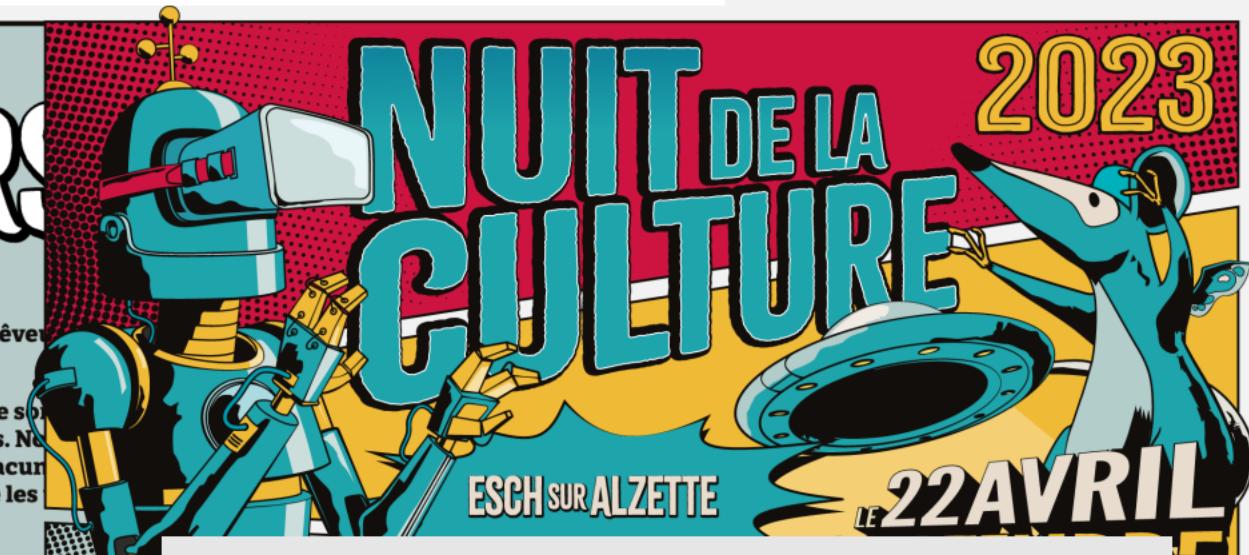
Devenir Grand Rêveur, c'est faire partie d'un groupe actif, désireux de créer des liens avec les autres Grands Rêveurs et les équipes des opérateurs culturels eschois.

LES VALEURS DES GRANDS RÊVEURS

- ★ Motivation, implication et fiabilité: un Grand Rêveur, c'est quelqu'un sur qui on peut compter
- ★ Respect, partage et ouverture: chacun donne de son temps, volontairement, et selon ses possibilités. Nous respectons et apprécions les différences de chacun pour nous enrichir mutuellement et apprendre les uns des autres
- ★ Cauchemars interdits: même les plus grands défis sont surmontables quand on s'y met ensemble et avec bonne humeur !
- ★ Rêver! En grand!

POUR DEVENIR
GRAND RÊVEUR
INSCRIVEZ-VOUS:

ICI



Barbara tells a story about being new to the city and her journey to integrate...



Esch sur Alzette – Maison de la Diversité



In Sweden

Since 2004

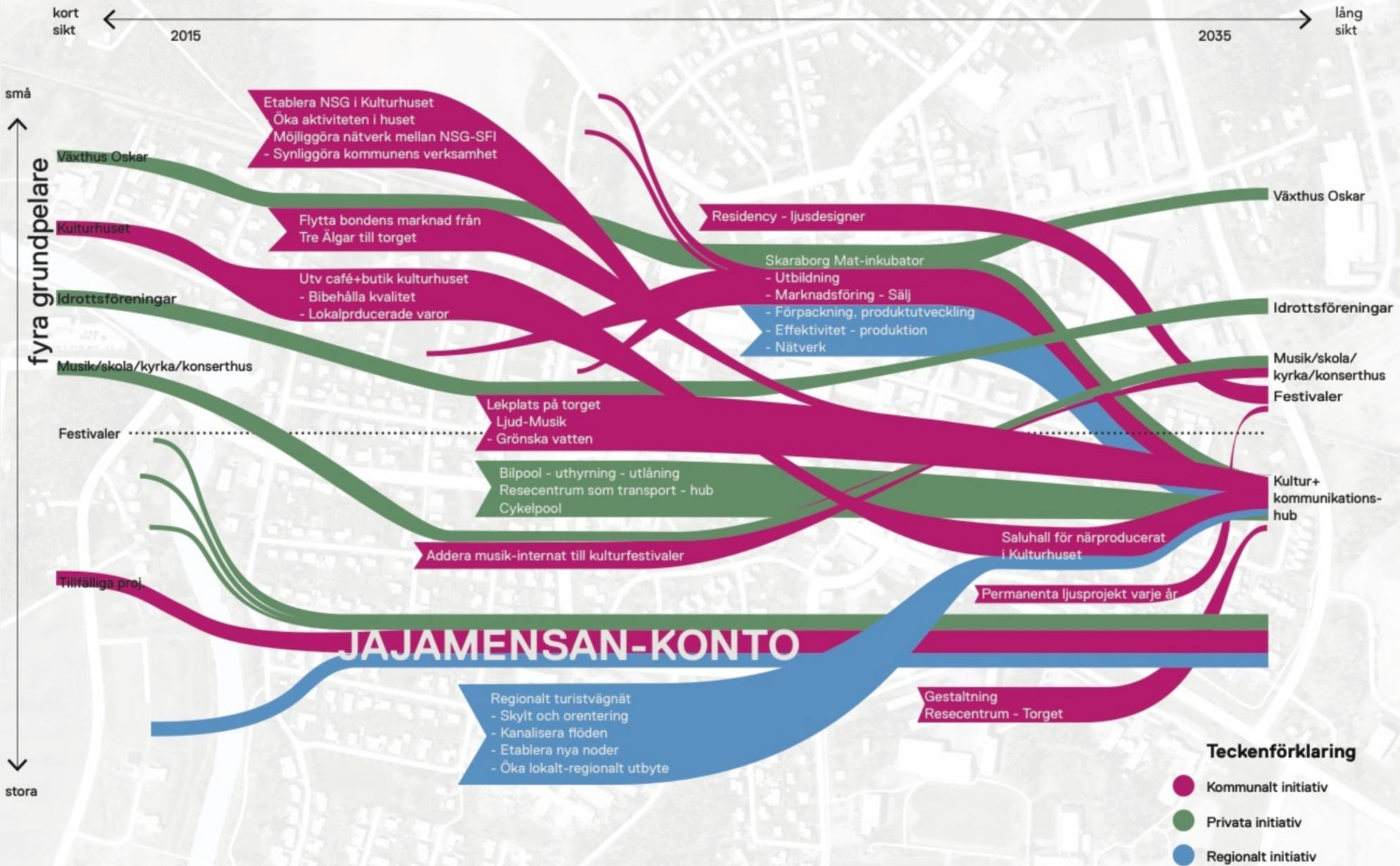
Kronoberg County: Thinking Culturally, Acting Creatively (strategy
KULTURPARKEN SMÅLAND)

Jonkoping, Landskrona, Helsingborg, Tibro, Floda, Trollhättan, and
more...

With architects, urban designers, community leaders real estate
developers:

Trelleborg, Göteborg, Kiruna, Skaraborg, Grastorp, Skane Region,
Boden/Lulea Developed proposals and worked on culturally sensitive
masterplans challenging conventional approaches to place making by
working with mapping exercises to inform the design process.

Handlingsplan





VÅR MYLLA

Vi har utgått från regionens korsvirkestradition med ädelträ på ett nytt sätt, för att möjliggöra temporära, anpassningsbara rum i rörelse.

Vi vill visa arkitekturens roll som organiserande system och möjliggörare av sociala relationer. Vår Mylla är en mobil, flexibel och modulär korsvirkespaviljong med syfte att utveckla offentliga och lokala mötesplatser, säger Erik Giudice, arkitekt, Gustav Magnusson, fysisk planerare, Jonas Nordgren, arkitekt och Lia Ghilardi, kulturplanerare.

Principles for the Future

Approaches that are about refocusing urban policies/initiatives towards growing the quality of life and well-being of communities in the first instance.

Less extractive and more restorative of local ecosystems (from the "conservative surgery" of Geddes to Michael Storper's "re-specialization").

More tactics feeding strategies. Communities are active protagonists of their future by regularly engaging in local participatory and deliberative processes (from Cultural DNA Mapping/s, to Citizens' Assemblies, Participatory Budgeting, Urban Labs).

Local governments enablers of change by working on a whole range of elements in co-ordination with the community, holistically, and across silos (policy agendas are co-created).

Cultural engagement and infrastructure seen as the necessary social infrastructure for growing resilient and creative communities.