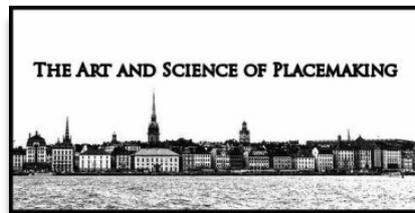


THE ART AND SCIENCE OF PLACEMAKING: CONCEPTUALIZING, GROUNDING AND UNDERSTANDING THE NEW PARADIGM IN URBANISM

16TH OF JUNE 13:00-16:00, ROOM: A2, SCHOOL OF ARCHITECTURE, ÖSTERMALMSGATAN
26 GROUND LEVEL, STOCKHOLM, KTH – ROYAL INSTITUTE OF TECHNOLOGY



This seminar will explore the complex and often ethereal, ambiguous, and intangible concept of “Placemaking”; one for which there is no real or universal definition or consensus among the academic or practitioners’ community. Placemaking has become dominant in the everyday discourse ranging from advocacy and citizen input activity through the fostering of public dialogue in everyday urbanism to complete town planning principles and the art of civic design. Finally, public spaces in cities are becoming the venue for creating and engaging interesting spatial experiences which foster urban vitality and creativity for all the residents of the community. As our cities are increasingly becoming complex arenas and are compounded by the current economic and ecological crisis, there is a strong belief that the deepening global social inequality is translating itself spatially. This is manifested as increased social-economic segregation in residential but also in the public realms.

In recent years it has become ordinary to hear everyday claims that many public spaces in cities worldwide are becoming more and more the exclusive domain of the rich and privileged, at the expense of the needs of wider society. In many respects the public spaces have become the battleground for the “right to the city”. Our cities and communities are made up of many layered, complex and overlapping public spaces, good and bad, but also influenced by economic, political, cultural, and other processes. It is clear that there is a strong predilection for all things associated with “good urbanism” and a preoccupation with the “livable and vibrant public realm” within the framework of “building sustainable communities and places”. What is less clear, or has been sidelined, is the linkage between specific urban form types and public spaces with social life and behavior, this is the combination of physical characteristics of places, the activities performed there, and the significance (or meanings) that these places have for people.

The Art and Science of Placemaking will feature short “TED” talks and panel session, followed by Q&A from the audience, by distinguished theorists, practitioners, and advocates, all carefully chosen to bring together the right mix of personalities and positions: Mahyar Arefi, DAAP Cincinnati, Susan Silberberg, MIT and Matthew Carmona, UCL Bartlett. Moderator for the event is Tigran Haas, KTH. The event will be taped and transcribed into a book (part of 3-Series Debates on Urbanism).



**Speakers and Panelists:
Susan Silberberg, MIT Boston.**



An accomplished city planner, urban designer, architect, author and educator, Susan Silberberg is Lecturer in Urban Design and Planning in the Department of Urban Studies and Planning at MIT. She is the Founder and Managing Director of CivicMoxie, LLC, a planning, urban design, real estate advisory and strategic placemaking group with experience in serving municipalities, not for profits, corporations, developers, foundations, and community groups. Susan is lead author of *Places in the Making: How placemaking builds places and communities*. This MIT white paper reveals the importance of the placemaking process in building social capital and restoring local political voices in communities. Her planning, research and academic endeavors at MIT have been supported by national foundations and competitive research grants. In her planning practice, Susan has led two Boston waterfront planning efforts that identify the unique challenges faced by developers and that propose creative solutions for cultural and public uses along the Harborwalk. She has also created master plans for new arts districts and worked with community development corporations. As Associate Director of the MetLife Innovative Space Awards, she worked with over 100 arts and cultural organizations nationwide to identify best practices for affordable artist space development and community engagement. Susan is completing a book on *Artists' Engagement with Community* with groundbreaking insights for funders, developers, community advocates, arts organizations, and artists. Susan has a Master in City Planning degree from MIT and a Bachelor of Architecture from Pratt Institute.

Matthew Carmona, UCL Bartlett London.



Matthew Carmona is Professor of Planning and Urban Design at the Bartlett School of Planning, UCL. He has previously lectured at the University of Nottingham and before that worked as a researcher at Strathclyde and Reading Universities and as an architect in practice. Matthew is on the editorial board of 'Urban Design Quarterly', is European Associate Editor for the 'Journal of Urban Design', and edits the 'Design in the Built Environment' book series for Ashgate. He is a regular advisor to government and government agencies both in the UK and overseas and writes a column for Town & Country Planning, the journal of the Town & Country Planning Association. He is a Design Council CABE Built Environment Expert. Between 2003 and 2011 Matthew Carmona served as Head of the Bartlett School of Planning. His research has focused on the policy context for delivering better quality built and natural environments. Prof. Matthew Carmona teaches undergraduate, postgraduate and research students. His classes focus on urban design theory and practice and the governance of design. Much of his teaching utilizes project work as a vehicle for learning and London as the laboratory for this. He has published extensively in leading peer reviewed journals in the field and is an author of more than eight books. His Recent Key Publication is: Capital Spaces: The Multiple Complex Public Spaces of a Global City, Routledge London 2012.

Mahyar Arefi, DAAP Cincinnati.



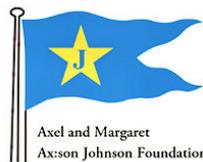
Mahyar Arefi received his PhD in planning from the University of Southern California. He also holds Masters Degrees in urban design and architecture from Tehran University. The U.S. Department of Housing and Urban Development funded Dr. Arefi's doctoral dissertation. Prior to joining the UC School of Planning faculty, Dr. Arefi taught at Cal Poly Pomona, USC and Tehran University, and has received several research awards from the United States and the Middle East. He is also a guest Associate Professor, Department of Architectural Engineering, College of Engineering, University of Sharjah in the United Arab Emirates. Dr. Arefi has also practiced architecture and urban design for many years, and his research interests include urban design and community development. Dr. Arefi is the recipient of Goody Clancy's 2005 Summer Faculty Fellowship in Boston and Fulbright in Turkey where he explored the concept of placemaking in different contexts. The UN-HABITAT published Dr. Arefi's book "An Asset-based Approach to Community Development" in 2008. Dr. Arefi's recent publications on place and placemaking, community

development and the notion of urban resiliency have appeared in *Built Environment*, *Open House International* and the *Companion to Urban Design* (Routledge, 2011). His Recent Key Publication is: *Deconstructing Placemaking: Needs, Opportunities, and Assets*, Routledge New York 2014

Moderator:
Tigran Haas, KTH Stockholm.



Tigran Haas is the Associate Professor of Urban Planning + Urban Design and the Director of the Civitas Athenaeum Laboratory (CAL), Applied Social Science Research Platform at the School of Architecture and the Built Environment at KTH. He has advanced degrees in Architecture, Urban Planning and Design, Environmental Science and Regional Planning. He has written over 30 scholarly articles, 4 books and has been involved in teaching in International educational programs such as: Real Estate Management, Environmental Engineering and Sustainable Infrastructure, Spatial Planning and Sustainable Urban Planning & Design. Tigran Haas' expertise, current research and teaching focus on contemporary trends and paradigms in urban planning & design, new urbanism, sustainable urbanism, social housing and urban transformations, and city development and design. His Key works are: *New Urbanism & Beyond - Designing Cities for the Future*, Rizzoli, New York 2008 and *Sustainable Urbanism & Beyond - Rethinking Cities for the Future*, New York 2012, Rizzoli. Currently Dr. Tigran Haas teaches three masters courses, two PhD course and supervises 5 PhD students and 10 Masters Students. He is also the director of post graduate studies at Urban and Regional Studies Division. Haas sits on editorial boards of leading urban planning and design journals. His Recent Key Publication is: *Emergent Urbanism Urban Planning & Design in Times of Structural and Systemic Change* (w/Krister Olsson), Ashgate, London 2014.



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