

JOIN US THIS SPRING AND LEARN ABOUT IMPROVING CITIES AND CREATING GREAT PLACES STREETS AND PLACES FOR PEOPLE. DISCOVER EVERYTHING YOU NEED TO KNOW ABOUT PLACEMAKING AND PLACEMANAGEMENT, BIKE-FRIENDLY CITIES, TACTICAL URBANISM AND HOW TO IMPLEMENT A LONG TERM STRATEGY. BECOME A MEMBER OF THE CITY AT EYE LEVEL COMMUNITY AND EXPAND YOUR NETWORK WITH AN INTERNATIONAL AND INTERDISCIPLINARY GROUP OF PROFESSIONALS.

Cities worldwide each face their own challenges according to their social and economic context to improve the quality of public space. But how do we create great streets and places where people want to be? Join our City at Eye Level Masterclass and learn how to improve cities, streets and places by developing a people-centered approach to placemaking. Learn about analyzing places with placemaking games, develop a specific strategy by using the City at Eye Level toolbox and get inspired on how to create great streets and places for and by people.



For more information contact us at
sienna.veelders@stipo.nl

THE CITY AT EYE LEVEL MASTERCLASSES

ROTTERDAM
APRIL 3RD, 4TH & 5TH, 2017



LEARN ABOUT

- Placemaking: turn public space into great places where people want to be
- The city at Eye Level: creating streets and places for people
- Adopting Urbanism: lighter-quicker-cheaper actions to start change now
- Develop vision and criteria for newly built areas or for transforming existing areas
- Mobility and movement: bicycle-friendly cities, infrastructure, culture and design
- Place and street management: building coalitions as a long-term sustainable strategy

Day 1: Great Places. Explore the city. Learn about the theory behind turning anonymous spaces into exciting, lively places where people feel at home – and put your knowledge into practice. We'll walk and learn about ZOHO. After the introduction on placemaking we'll be learning by doing by implementing the Place Game tool in a concrete place. We'll reflect on the method for your own practice afterwards.

Day 2: Great Streets. Exploring streets. We will experience high quality people-centred public spaces in the city that is continually transforming itself. We'll visit streets in higher and lower income areas, in existing and newly built situations. We will learn about how to get great 'plinths' – active ground floors – and streets We will walk and talk with the people behind the transformations. We'll implement the Eye Level game tool for analysing and improving streets in Rotterdam.

Day 3: Street and Place Management. A day of reflection, developing process strategies and putting ideas into action. We will learn about how to set up processes of change by a range of sessions developing organisation models, processes and business cases for concrete streets and places – inspired by a range of examples from practice. A great chance to share your own practice with the international group.



LEARN FROM

The City at Eye Level initiating partners at Stipo and a network of City at Eye Level contributors, including international leaders in placemaking, urban designers and planners. Through our worldwide network of contributing partners we can help cities and people anywhere to develop strategies to create and improve their own great City at Eye Level.

Our core partners include Project for Public Spaces, Gehl Architects, Future of Places, UN-Habitat, Copenhagenize and the FAU PUCRS University in Porto Alegre. Next to that, we have a worldwide network of many local partners and contributors with whom we work together to utilize locally rooted knowledge and networks.

FOR WHO

- Experts working on improving streets, plazas and parks in cities
- Professionals in public space and urban planning
- Civic leaders active in placemaking and community-driven approaches
- Politicians looking to improve public space
- Entrepreneurs, real estate owners and developers who want to learn about the City at Eye Level
- Students and young professionals who want to develop their skills



WE OFFER

- A three-day course at our headquarters in the centre of Rotterdam
- Learning by doing at inspiring locations
- Background material for theory and practice and a pragmatic action toolbox from The City at Eye Level, Project for Public Spaces and Stipo
- International experience, examples and membership to the international City at Eye Level community
- Access to all our open source resources and a copy of "The City at Eye Level" book
- An interdisciplinary group at the masterclass and a lasting membership of the global City at Eye Level community

PRICE

Fees including lectures, the book, materials, local travel cost, lunches and dinner: €750 (ex. VAT and registration costs)

SIGN UP NOW!

If you are interested to join, please register at our Eventbrite page: www.eventbrite.nl/e/tickets-the-city-at-eye-level-spring-masterclass-29617469649

If you are working for an organisation (like a municipality) and you are not able to buy a ticket right away, then send us a mail to sienna.veelders@stipo.nl and we will send you an invoice.

ORGANIZED BY

STIPO

Find more info: www.stipo.nl/english

