

**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 Training 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](mailto:sienna.veelders@stipo.nl)**

# THE CITY AT EYE LEVEL

# SPRING TRAINING

**ROTTERDAM**  
**APRIL 22nd till 24th 2020**





## ELEMENTS IN THE TRAINING

- **The City at Eye Level:** creating human scale streets with interaction between buildings and streets. We will learn about the mechanisms of creating great ‘plinths’ – active ground floors.
- **Placemaking:** turn public space into great places where people feel at home.
- **Tactical Urbanism:** lighter-quicker-cheaper actions to start change now.
- How to include the community in the **co-creation** of public space, in an **inclusive** and **sustainable** way
- **Cities for all:** places for all types of people
- Develop a strategy and criteria for **newly built areas** or for **transforming existing areas**, place-led development
- Sustainable in the **long term:** building coalitions, place and street management and business cases for systemic change.
- **Learning by doing:** hands-on tools to implement the new knowledge during an Eye Level Game and Place Game at great and inspiring cases in the inner city of Rotterdam.
- We will create space for **knowledge exchange** and helping each other with your own practices, examples and challenges. There will be time to **interact** with the other participants of the always very mixed and inspiring group of participants, among others during our joint dinner after the first day.



## 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 can we 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, UN-Habitat, Pakhuis de Zwijger & Think City. 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
- Master students and young professionals who want to develop their skills in placemaking.



## WE OFFER

- A three-day course at our headquarters in the centre of Rotterdam
- 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
- An interdisciplinary group at the masterclass
- Access to all our open source resources and a copy of “The City at Eye Level” book.

## PRICE

Fees including lectures, book, materials, local travel costs, lunches, dinner (on the first day) and end drinks (on the last day):

- Early Bird tickets (available until Jan 31 2020): € 600,-\*
- Regular ticket price: € 750,-\*
- 2 special scholarship tickets (Master students, PhD candidates or fresh starters with some placemaking experience): € 200,-\*. Please send us a mail for more information. Deadline for registration: April 4th 2020

\*Prices are ex. VAT & registration fee.

## SIGN UP NOW!

Register at our [Eventbrite page](#) or send a mail to: [sienna.veelders@stipo.nl](mailto:sienna.veelders@stipo.nl) if you need to request for an invoice.