

**JOIN US THIS FALL AND LEARN ABOUT IMPROVING CITIES AND CREATING GREAT PLACES STREETS AND PLACES FOR PEOPLE.**

**DISCOVER EVERYTHING YOU NEED TO KNOW ABOUT THE CITY AT EYE LEVEL, GROWING COMMUNITIES AND NETWORKS, PLACEMAKING AND PLACEMANAGEMENT, 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.**

**EXPLORE OUR 2020 PROGRAM ON THE NEXT PAGE!**

# THE CITY AT EYE LEVEL

# SPRING TRAINING

**ROTTERDAM**  
**SEPTEMBER 9TH TILL 11TH 2020**





## WEDNESDAY: GREAT STREETS

Exploring streets. Everything you need to know about great Cities at Eye Level. We will experience high quality people-centred public spaces in the city that is continually transforming itself. We will learn about how to get great active ground floors and streets. We'll implement the Eye Level game tool for analysing and improving streets in Rotterdam. At the end of the day we will have dinner in the inner city of Rotterdam.

### PROGRAM OF THE DAY

- Getting to know each other – picture challenge of human scale in your own city
- Theory on The City at Eye Level methodology and Human Scale: a Paradigm Shift
- The City at Eye Level Q&A: reflect on own practice
- The City at Eye Level in practice: Eye Level Game
- Personal reflection time: what lessons, insights and questions did today bring you?
- Dinner in Rotterdam



## THURSDAY: 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. After a deeper introduction on placemaking we'll be learning by doing by implementing the Place Game tool in a concrete place. Learn all about placemaking as part of larger long term strategy by building a strong sustainable business case and building coalitions.

### PROGRAM OF THE DAY

- Theory of Placemaking
- Placemaking triangle exercise: hardware, software and orgware
- The diversity of placemaking. Learn all about great seasonal, inclusive, climate-friendly and places with a strong local identity.
- Place Game in Practice @Schouwburgplein
- Short Movie
- Placemaking as part of larger long term strategy
- From Placemaking to Place-Led Development and Place Management - Part 1
- Personal reflection time: what lessons, insights and questions did today bring you?



## FRIDAY: PLACE DEVELOPMENT

A day of developing process strategies and putting ideas into action. How to go from placemaking to long term place management? We will learn about how to set up processes of change and business cases for concrete streets and places – inspired by a range of examples from practice, ours and yours! A great chance to share your own practice with the international group.

### PROGRAM OF THE DAY

- How to grow a snowball? Community and Sense of Ownership
- People are the key to great places. How to develop long term ownership and commitment to a place. Interactive talk
- City at Eye Level and Placemaking in your practice
- Introduction to the open space, gathering questions, setting up the market
- Open Space
- Harvest Discussions
- Placemaking as part of larger long term strategy
- From Placemaking to Place-Led Development and Place Management - Part 2
- End drinks @KINO

**ORGANIZED BY**



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Visit our [website](#), [Facebook event](#) or directly buy a ticket at our [Eventbrite page](#). Would you like to receive an invoice, please send a mail to: [sienna.veelders@stipo.nl](mailto:sienna.veelders@stipo.nl)