

JOIN US THIS JUNE 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? Learn the *HOW TOs* firsthand. Join our City at Eye Level & Placemaking Training and learn how to improve cities, streets and places by developing a people-centered approach to placemaking. Learn about analysing places with placemaking games, develop a specific strategy by using the City at Eye Level & Placemaking Europe Toolbox to become inspired to create great streets and places for and by people.

For more information contact us at anna.bradley@stipo.nl

THE CITY AT EYE LEVEL & PLACEMAKING

ANNUAL TRAINING

**AMSTERDAM
JUNE 20TH - 22ND, 2022**





LEARN ABOUT

- **The City at Eye Level:** creating streets and places for people
- **Placemaking:** turn public space into great places where people want to be
- **Tactical Urbanism:** lighter-quicker-cheaper actions to start change now
- **Develop vision and criteria** for newly built areas or for transforming existing areas
- **Cities for all:** places for all types of people
- **Place and street management:** building coalitions as a long-term sustainable strategy

Day 1: GREAT STREET 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 Amsterdam. At the end of the day we will have dinner in the inner city of Amsterdam.

Day 2: 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 implementing the Place Game tool in a concrete place. Learn all about placemaking as part of a larger long term strategy by building a strong sustainable business case and building coalitions.

Day 3: YOUR GREAT PRACTICE 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.



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, Center for Future of Places, 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
- Students and young professionals who want to develop their skills



WE OFFER

- A three-day practical course in Amsterdam West
- Learning by doing, at inspiring locations with cases
- 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, including hardcopies of “The City at Eye Level” books
- An interdisciplinary group at the masterclass and a lasting membership of the global City at Eye Level community

PRICE

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

- €950: non-commercial organisation
- €1250: commercial organisation
- €250: scholarship for students & zealous nuts

*Prices are ex. VAT & registration fee

[Require a scholarship? Apply here.](#)

SIGN UP NOW!

If you are interested to join, please register at our [EventBrite](#) or send a mail to anna.bradley@stipo.nl if you need to request for an invoice.

ORGANIZED BY

STIPO

Find more info: www.stipo.nl/english

