



# Re-connecting Communities to Public Spaces

URBACT  
Placemaking 4 Cities , Project Conference



Thursday March 5th 2015  
9.00 – 17.00  
European Foundation  
Loughlinstown  
Dublin



## Re-connecting Communities to Public Spaces

Moderator: Jim Dunne

Time	Item	Speakers/Facilitators/Panellists
9.30	Welcome and Introduction	Cllr Marie Baker An Cathaoirleach, Dún Laoghaire-Rathdown County Council
9.40	1 <sup>st</sup> Keynote Address <i>'The growing influence of Placemaking to reprioritise public spaces in our cities and towns'</i>	Ethan Kent, Project for Public Spaces, New York
10.10	2 <sup>nd</sup> Keynote Address <i>'Reconnecting communities to the Main Street'</i>	Cathy Parker, Institute of Place Management, Manchester Metropolitan University
10.40	Methodology of the Placemaking 4 Cities (P4C) Project	Hans Schlappa, P4C Lead Expert, Hertfordshire University
11.10	Coffee Break	
11.40	P4C Placemaking Project in Pori	Daniel Nagy, Town Planner, City of Pori, Finland
12.00	P4C Placemaking Project in Albacete	Ana Córdoba, Projects Consultant, BIC Albacete, Spain Javier Rosell, Director, BIC Albacete, Spain
12.20	P4C Placemaking Project in Eger	Attila Rátkai, Chief Architect, Eger, Hungary Éva Urbán, EU Project Manager, Eger, Hungary
12.40	P4C Placemaking Project in Dún Laoghaire	Dave Lawless, Social Development Officer, Dún Laoghaire-Rathdown County Council
13.00	Lunch	
14.00	Parallel Sessions (Themes): (1) Interaction between place designers and communities (2) Community-led animation of public spaces (3) Institutional frameworks to facilitate placemaking (4) Using new technologies to promote placemaking	(1) Bob Hannan, Senior Architect, Dún Laoghaire-Rathdown County Council (2) Mikko Kyrönviita, Project Planner, City of Pori, Finland (3) Wessel Badenhorst, Director, 180 Degrees Retail Consultancy, Dublin (4) Ferenc Szigeti, Consultant, HBH Euroconsulting Kft., Budapest
15.00	Coffee Break	
15.30	'Mainstreaming' Placemaking in the EU	Hen Gerritse, Consultant, EU-Liaison
15.50	Feedback from Parallel Sessions	Bob, Mikko, Wessel and Ferenc
16.10	Panel discussion: Reconnecting communities with Public Spaces	Ethan Kent, Cathy Parker, Hans Schlappa, Iván Tosics
17.00	Closure	Iván Tosics, Thematic Pole Leader, URBACT



### Ethan Kent

Ethan Kent works to support Placemaking organisations, projects and leadership around the world. Ethan is the Senior Vice-President of the Project for Public Spaces (PPS). For the past 17 years at PPS, he has travelled to more than 750 cities and 55 countries to advance the cause of Placemaking and public spaces.

Ethan has been integral to the development of Placemaking as a transformative approach to economic development, environmentalism, transportation planning, governance and design. Having worked on over 200 PPS projects, Ethan has led a broad spectrum of Placemaking efforts, providing comprehensive public engagement, planning and visioning for many important public spaces including Times Square in New York; Kennedy Plaza in Providence, RI; Pompey Square, Nassau, Bahamas and the Garden Place in Hamilton, New Zealand.

In order to begin to institutionalise Placemaking in cities, Ethan has initiated and led local Placemaking Partnerships and Campaigns with public, private and non-profit leaders to build capacity on all levels, shift organizational culture, implement demonstration projects and develop local campaigns for Placemaking. This approach has had a tangible effect in New York City where Ethan co-founded the NYC Streets Renaissance Campaign - an effort to challenge auto-centric transportation policy and inspire a new public vision of streets as dynamic destinations. The campaign and its demonstration projects led to a bold shift in NYC transportation policy to reclaim street space for dynamic new public spaces throughout the city.

Ethan studied sociology, environmental studies and economics as an undergraduate at Bowdoin College. He explored local development issues in the context of globalization during a year of travel around the world as a participant in the International Honors Program. Ethan did his graduate work at Antioch University Seattle's Center for Creative Change in Environment and Community.

Ethan volunteers as a member of the UN Habitat Public Space Expert Group, the Steering Committee of 'The Future of Places Conference Series and the Steering Committee of Community Matters. He is a Board Member of the Congress for New Urbanism (New York Chapter) and 8-80 Cities.



### Cathy Parker

Cathy Parker is Professor of Marketing and Retail Enterprise at Manchester Metropolitan University Business School, where she leads and contributes to a number of commercial and research projects, in the areas of retailing, marketing and place management.

Cathy is the Executive Director of the Institute of Place Management (IPM). The IPM is the international professional body that supports people committed to developing, managing and making places better. It aims to support and develop the profession of place management.

As a not-for profit, membership organisation, IPM is linking the worlds of the practitioner, academic and policy maker establishing an international network of people committed to making neighbourhoods, towns, cities, retail districts or any other places the best they can possibly be.

She is also Editor-in-Chief of the Journal of Place Management and Development.

As the principal investigator of a large research project that has been investigating town and city centre retail change in the UK, Cathy is examining the affect of over 200 factors on the vitality and viability of town centres. The aim is to identify the top 25 priorities place partnerships need to address if they want to manage/curate sustainable locations.

Cathy supports place leaders with the development of vision, area development strategies, networks with council, facilitatory and diffused leadership.



### Hans Schlappa

Dr Hans Schlappa studied town and country planning in Berlin before developing his career in urban regeneration in England. He has a strong track record of engaging civil society organisations in the regeneration process and extensive experience in undertaking practice oriented research concerned with the provision of public services for a wide range of public and third sector organisations in England.

At European level Hans has undertaken comparative impact studies on third sector led regeneration in the context of URBAN II and a number of evaluations concerned with social inclusion. Dr Schlappa has worked for URBACT as Lead Expert since 2005 (REGENERA and SURE), recently led the URBACT capitalisation project on shrinking cities and is currently Lead Expert for the knowledge exchange pilot Placemaking 4 Cities.

He is programme director for the MSc in Public Services Management at Hertfordshire University Business School in the UK and his current research interests are focused on leadership and strategy as well as the co-production of public services in the context of budgetary austerity and urban decline. Prior to his academic career Hans has worked for 20 years in public and third sector organisations where he managed regeneration initiatives aimed at the socio-economic development of deprived neighbourhoods.



## HOW TO BOOK A PLACE AT THIS CONFERENCE?

Places at the conference can be booked by using the Eventbrite online tool.

<http://www.eventbrite.ie/e/urbact-placemaking-4-cities-conference-tickets-15035801487?aff=eac2>

or by emailing **Dave Lawless at [dlawless@dlrcoco.ie](mailto:dlawless@dlrcoco.ie)**

For further information about this conference please contact **Dave Lawless on Tel: 2047297**

