The CityDesign method
– bringing citizens inspiration into planning

InnoUrba, Oulu | 11CityDesign

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Steffen Gulmann, professor adj / founder 11CityDesign

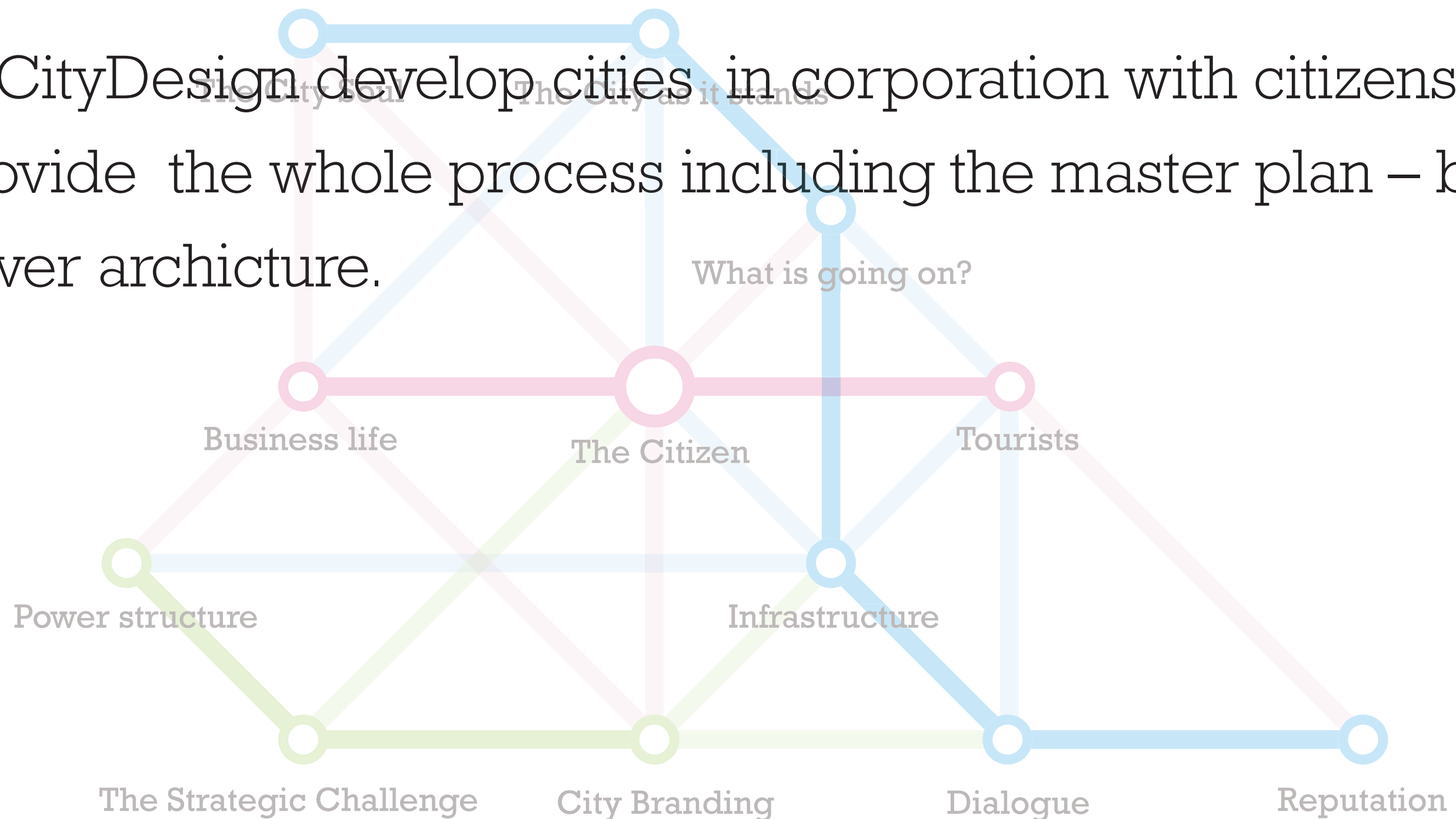**11** CityDesign®

11CityDesign

Founded 2003 as a branch of 11Design (1985)
Theoretical and practise basis: The CityDesign model
tested in such places as Havana, Essen, Liverpool, Bilbao,
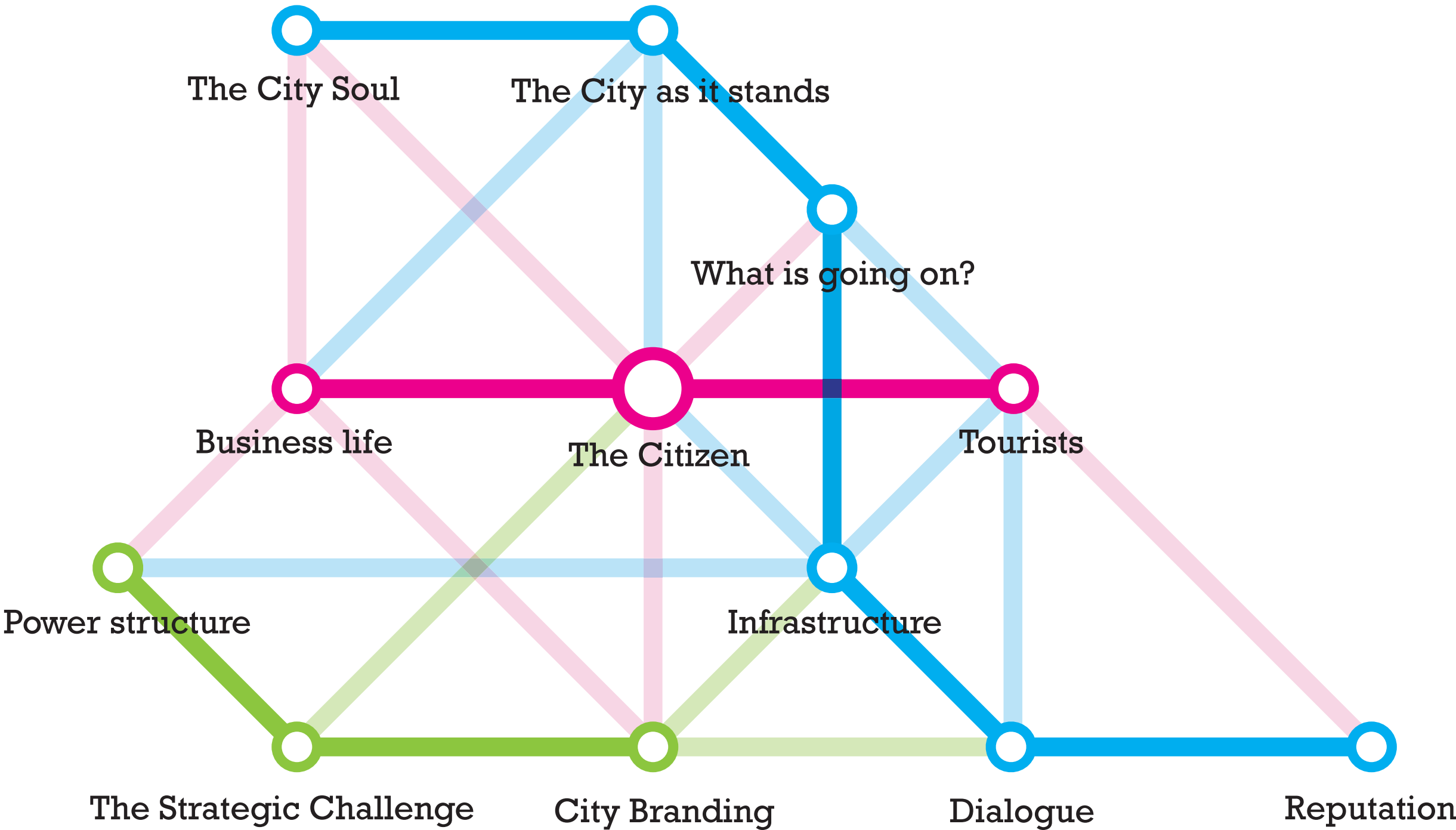Skanderborg and a number of other Danish cities.

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11CityDesign develop cities in corporation with citizens. We provide the whole process including the master plan – but never archicture.
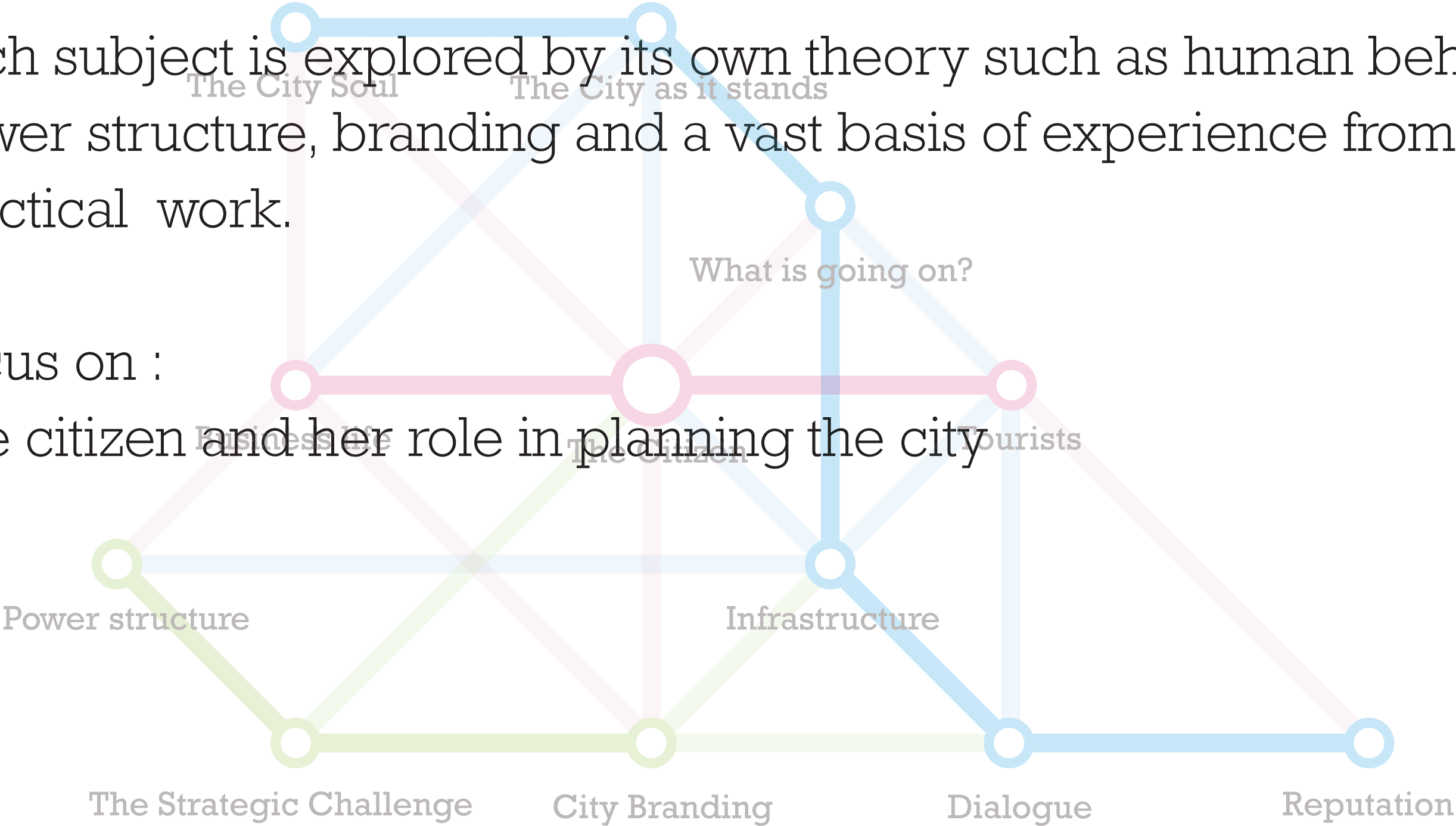
The City Soul

The City as it stands

What is going on?

Business life

The Citizen

Tourists

Power structure

Infrastructure

The Strategic Challenge

City Branding

Dialogue

Reputation

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The CityDesign model

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The CityDesign model

Each subject is explored by its own theory such as human behavior, power structure, branding and a vast basis of experience from practical work.

Focus on :
The citizen and her role in planning the city

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The Strategic Challenge 1

''Human creativity is the ultimate economic resource''
(Richard Florida 2002 – and many others..).

Business will establish it selves where the human creative flourish

To create growth a country/city/place must maintain and attract ''creative labour''.

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The Citizen

- I come from …. – I am proud of my city.

- The citizens are the owners of the city.

- Citizens are the most powerful resource for development.

- Citizens focus versus traditional planning.

- There is more creativity and knowledge outside than inside the Town Counsil/Administration

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All great cites are made by citizens

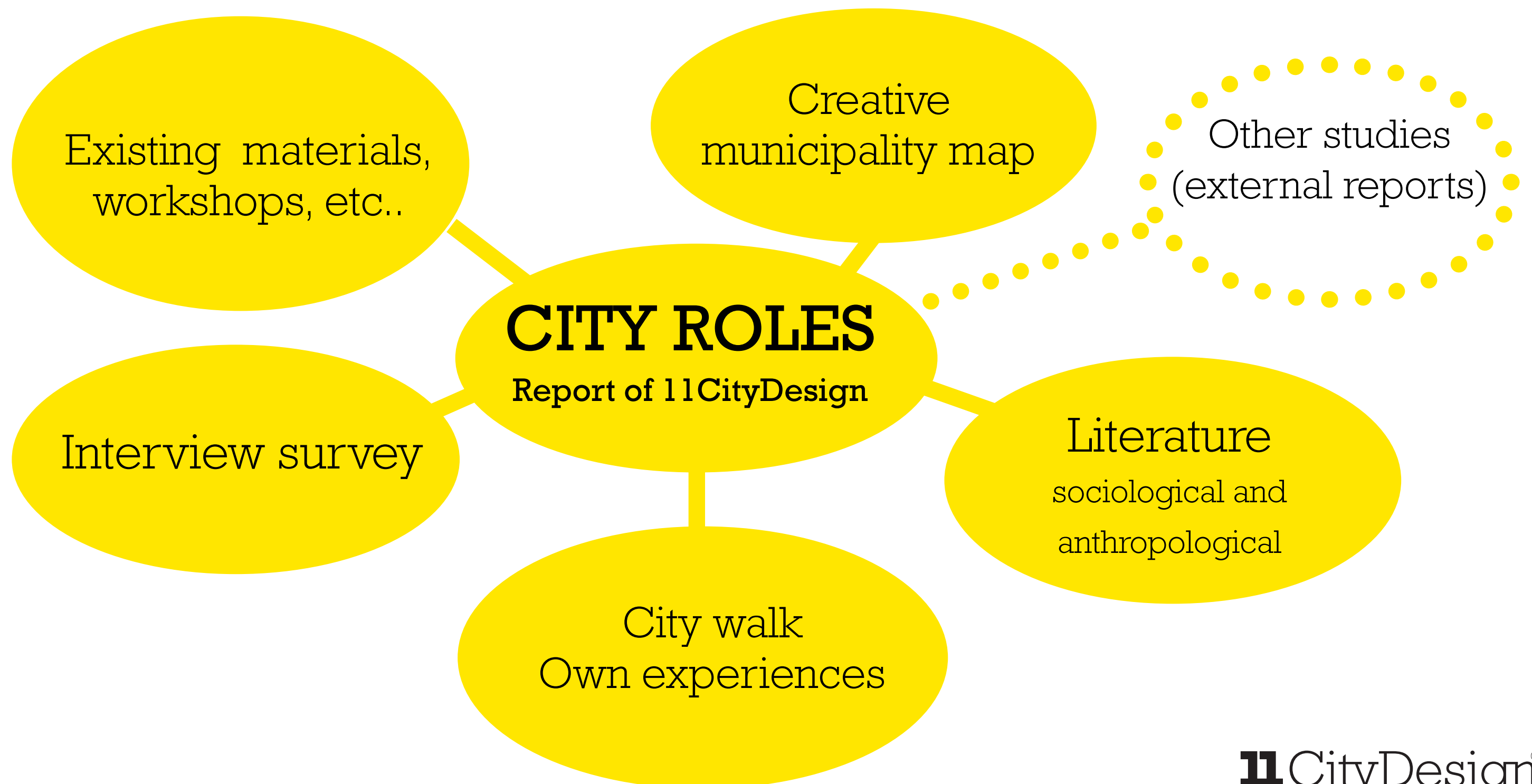Not any citizen mostly craftsmen and business men = the citizen

Athens vision

''We shall leave this city not smaller, not more humble that when we came here but bigger and richer'' (Athens approx 400 bc)

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The typical process

Existing materials, workshops, etc..

Creative municipality map

Other studies (external reports)

CITY ROLES
Report of 11CityDesign

Interview survey

Literature
sociological and anthropological

City walk
Own experiences

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The two chamber system

The Inspiration Chamber:

- Where inspiration is generated by the citizen

The Decision Chamber:

- Where decisions are made

The process calls for very explicit rules.

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The Creative Citizen and other human beings

- Scientists, engineers, artists, musicians, designers, knowledge-based professionals…
  (1/3 in most industrialized nations – and growing)

- All growth is a result of a joined effort!

- Creativity is a social phenomena (Daniel Ericsson)

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The Creative Citizen is attracted by

Members of
there own tribe

Warm networks

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The Creative Citizen is attracted by

Small and many experiences

The Creative Citizen is attracted by

Creative/ re creative challenges

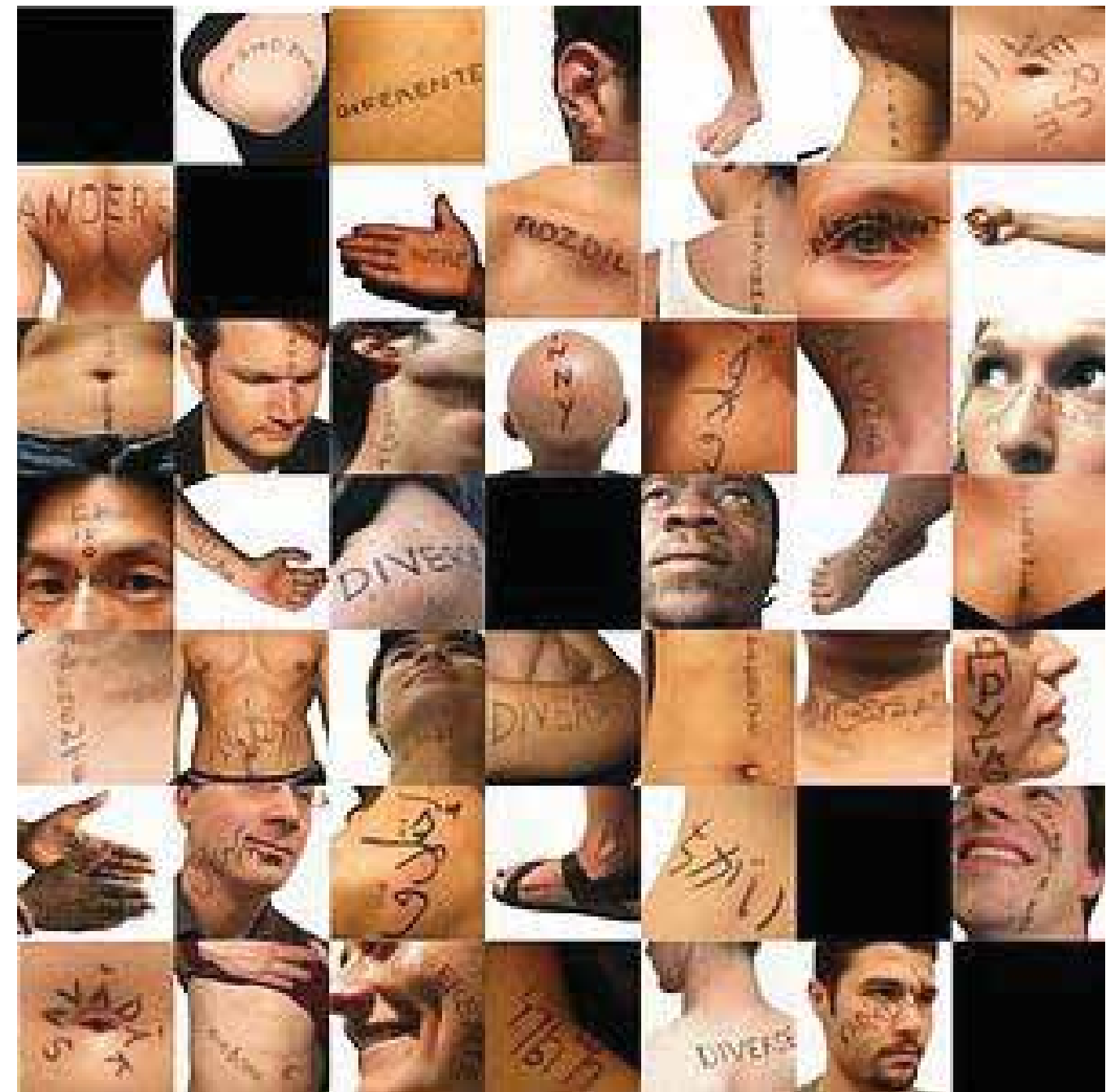# The Creative Citizen is attracted by

The beautiful

The Creative Citizen is attracted by

Tolerance

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The Creative Citizen is attracted by

Feeling of freedom

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The Creative Citizen is attracted by

Be part of the plan / part of progress

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The Creative Citizen is repelled by

- Rules set by others

- Architecture by Mr. Know all

- The ugly things

- Not being part of the game

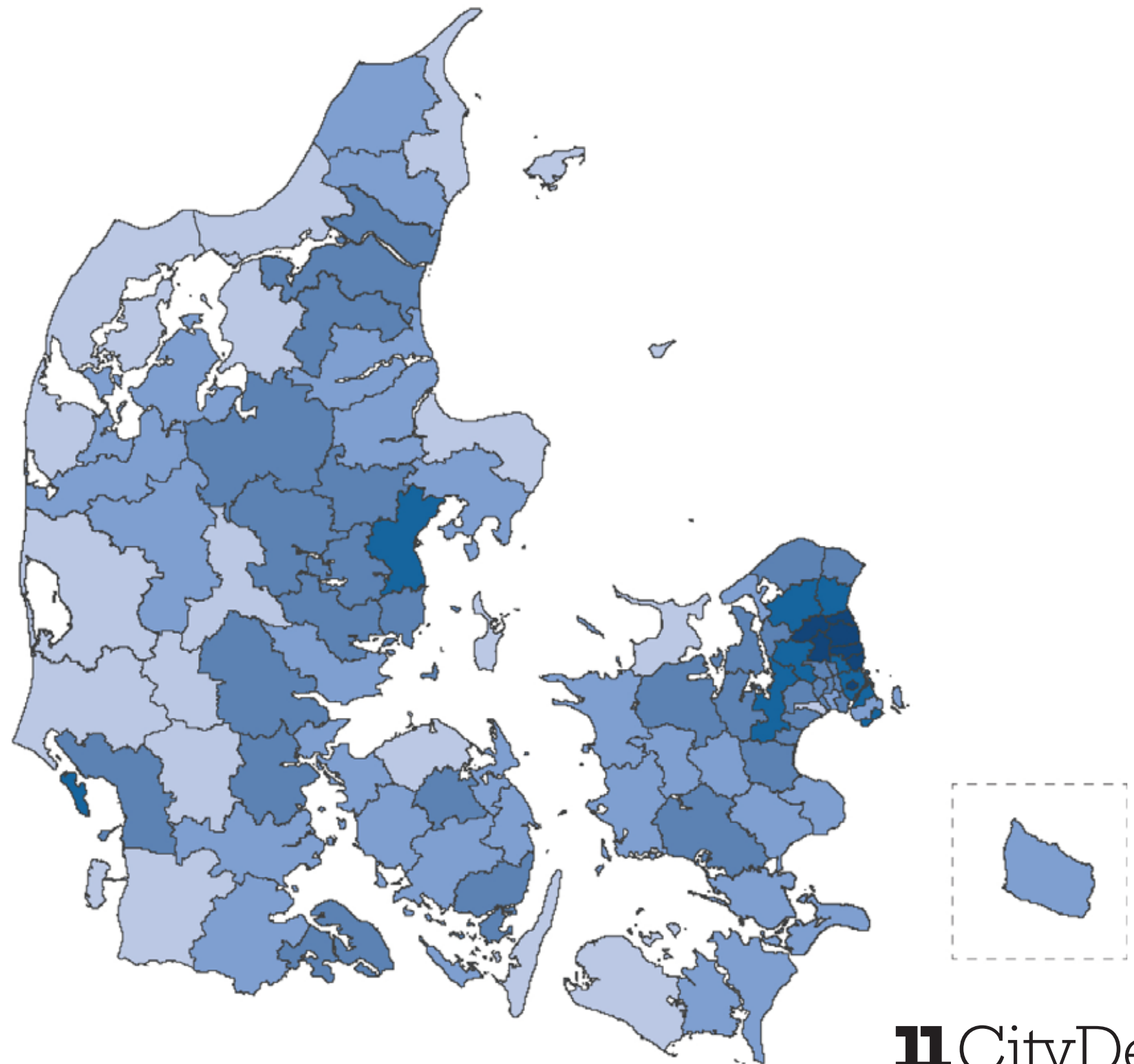A great many methods
based upon consumer
behaviour

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The creative potential

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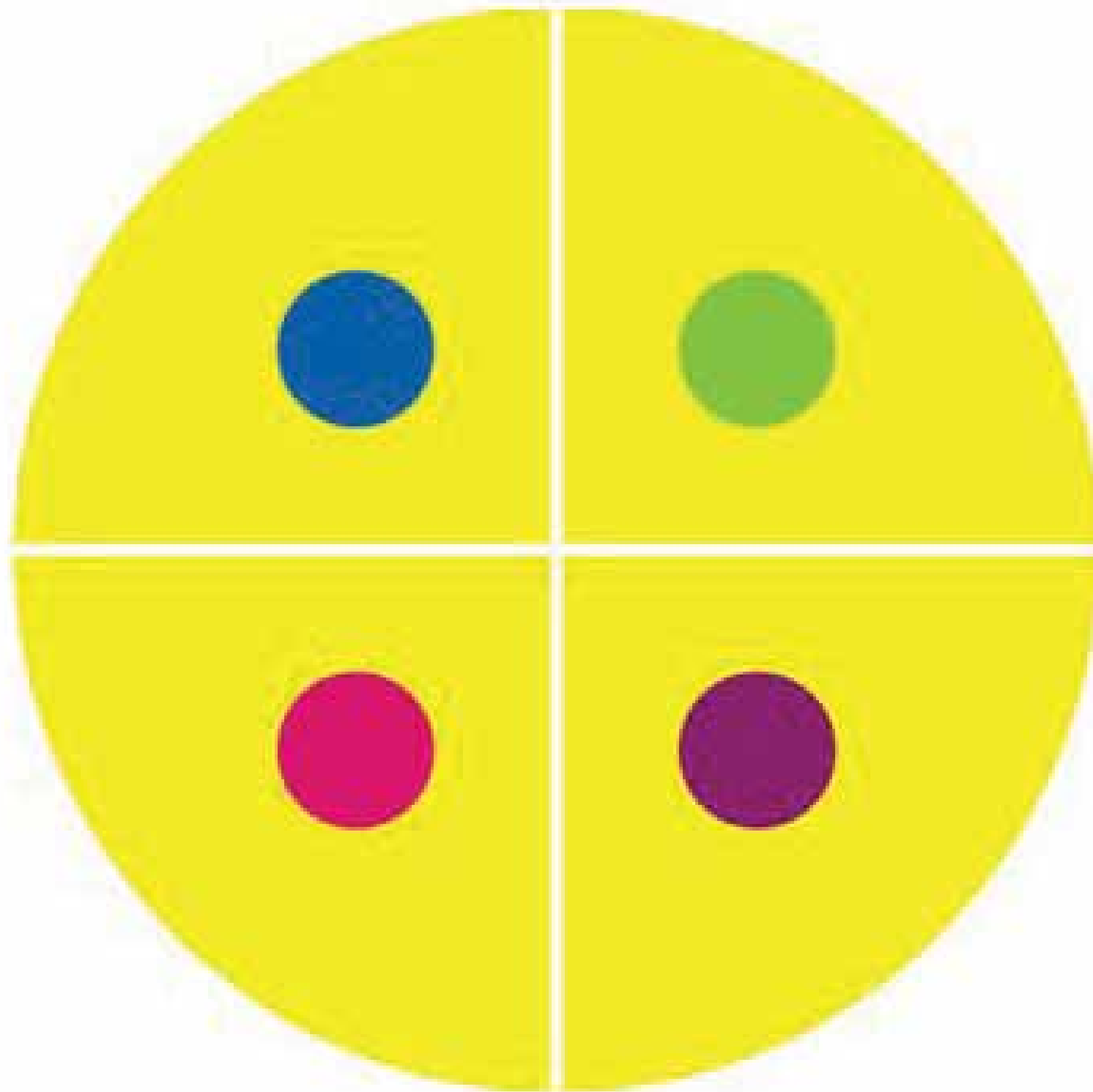
The citizen analysis
(Copenhagen and others.)

- Homemakers 50%

- Retailers etc. 5 – 10%

- Destitute a.o. 5%

- Careere people 35%

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Minerva

The soul of the city

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Citizen research – the indirect way

The structured in depth interview

- A structured process (Aarhus, Helsingborg a. o…)

- The voting

- The Café

- The photo walk aground

The Strategic Challenge

The basis for the city is under great change therefore the city must change into a more organic organism – closer to the citizen, a tool for the citizen more than just a city in its own rights.

Constant change will be seen – it takes a new planning method and organization to meet this challenge .
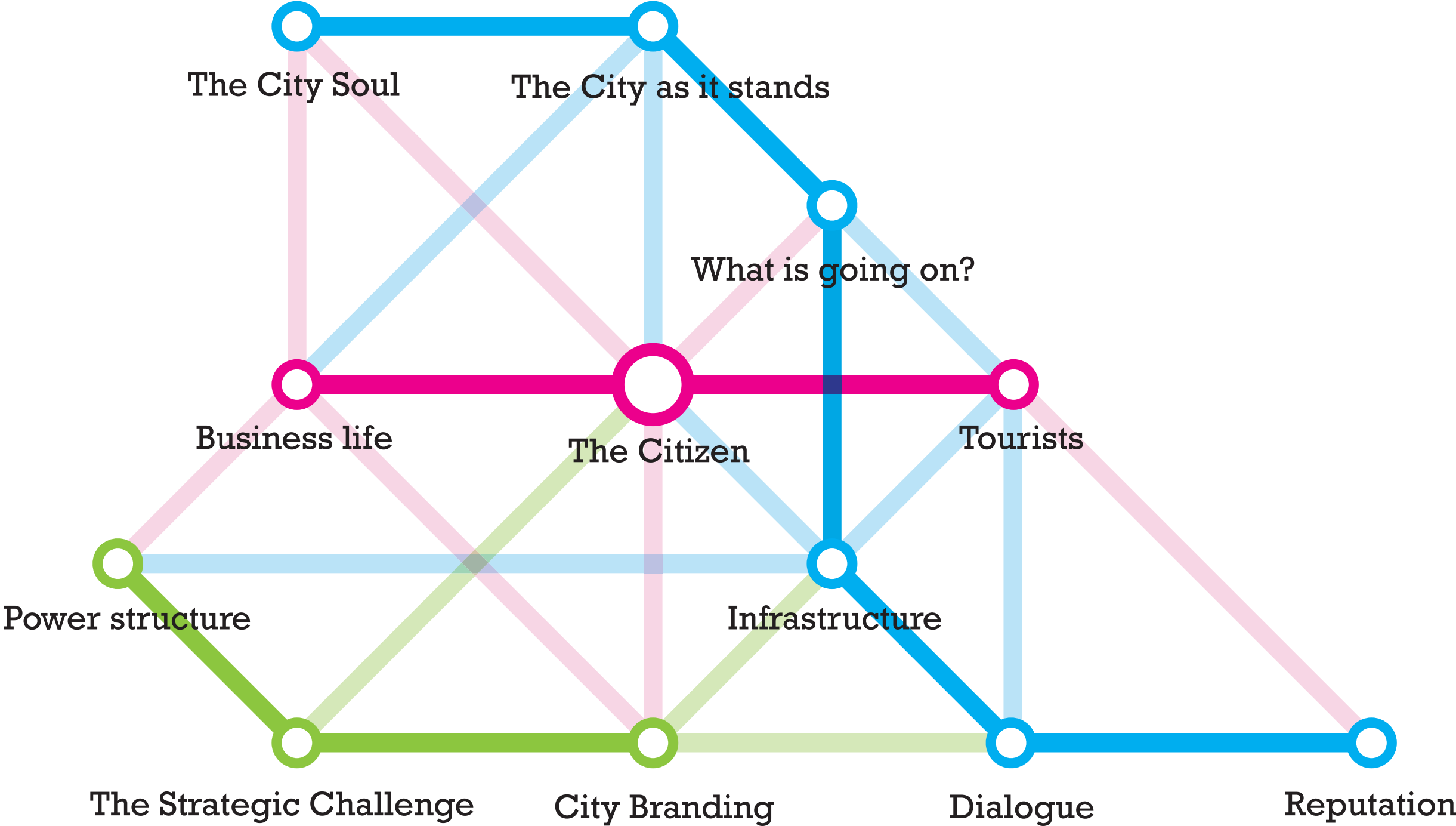
All major stakeholders must be involved and respected. (Citizens, business life , cultural life..)

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Some effects on the planning procedure

- Introduce a planning procedure with citizen involvement as a fixed element

- Make the ''two chamber system'' explicit

- Bring in creative people in early and late stages

- Dissolve sector planning

- Use visual communication techniques

Enjoy the result.

The CityDesign model

The City Soul The City as it stands

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CityDesign - for further reading