



בית להצמחת מנהיגות
עירונית וידע מקומי
לקידום צדק מרחבי

•
بيت لتنمية المعرفة
والقيادة الحضرية
لتحقيق العدالة المكانية

•
Nurturing urban leadership
and local knowledge for
just and inclusive cities

Listening to Local Context: Extreme Examples

Dr. Emily Silverman
Hebrew University of Jerusalem
December 2018





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4 Reflections on Placemaking Networks!

Dr. Emily Silverman
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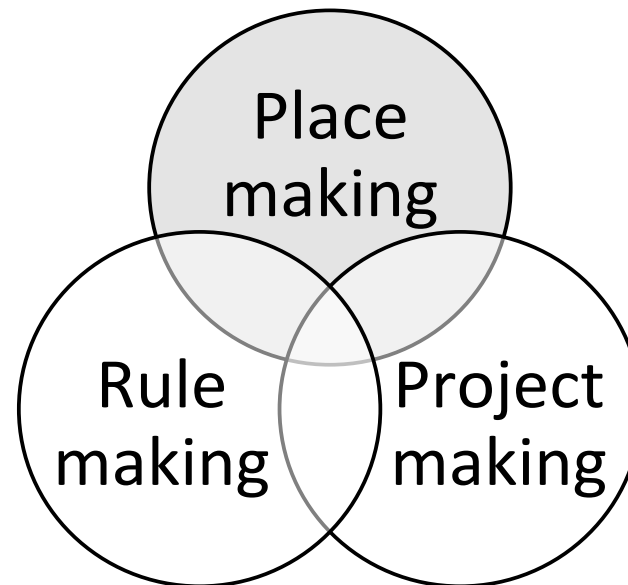


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**The Urban Clinic is an academic unit,
with a people-centric theory of change**



Empowering place makers, and influencing rule makers and project makers:



10-14 במאי 2015

במסגרת האירוע השנתי של ההגות והסכנת באוניברסיטת העברית ובשיתוף פעולה עם המעבדה לתכנון וקיימות גבירי הספר ללימודי הסביבה ולשינוע באוניברסיטת תל אביב

שבוע Placemaking

יוצרים מקום, בונים קהילה בעיר

Building community, creating places, using common sense



נווה שאנן, תל אביב 10.5 / לוד 11.5 / עראבה 12.5 / ירושלים 13.5 / תל אביב 14.5



שבוע מיוחד בהנחיית צוות המומחים הבינלאומי של



פרטים נוספים על ההרצאות והסדנאות בתכנית האירוע



5 days, 5 cities, 5 place-based workshops and 5 public lectures, with final conference bringing all together.

על הצוות האורח

איתן קנט הוא סגן נשיא בכיר ב-PPS ואחראי על ארגונים, פרויקטים ומנהיגות ל"יצירת מקומות" - פלייסמייקינג, ברחבי העולם. ב-17 שנות עבודתו בארגון הוא ביקר בלמעלה מ-750 ערים ו-55 מדינות על מנת לקדם רעיון "יצירת מקום" ושירוגם של המרחבים הציבוריים. איתן מתמחה בממשק בין פלייסמייקינג ובין פיתוח כלכלי, איכות הסביבה, תכנון תחבורה, משילות ועיצוב.



פיליפ וויץ הוא שותף בכיר ב-PPS ומנהל מטעמים את תכנית "לב הקהילה" של חברת התעופה סאוט'וסט איירליינס. הוא עזר לפתח וליישם פרויקטים רבים על בסיס עקרון "קל יותר, מהיר יותר, זול יותר" של PPS ובהם "ימי שבת של קיץ" ו"בל אייר, דטרויט ו"מרכז הדמיון" בברנסייד פארק, פרובידנס.



Lod workshop

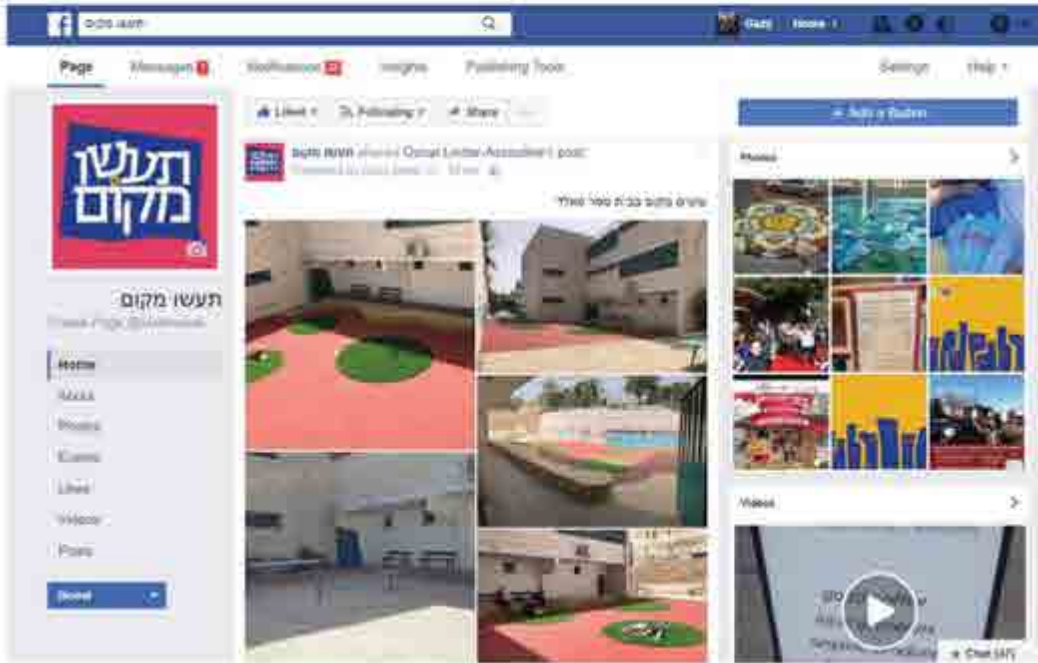


Aarabe workshop



Jerusalem





שטח פרטי!

כאשר מבחנו הצרכים במקומות השונים שהמנהל לריון חושבים וזנים ציננו את המחסור בפינת חושים, הצבת מנורות או נדנדות כשטח לא נהיה יעילה מספיק. משום שמתקן או שנים לא ינלו לספק מענה לילדים הדנים המתגוררים בכל אזור ולילדים הנוספים אשר גיעו מרחוק לגיה החושה. מסיבה מסוימת הלידה רעיון חילופי חודשי: מחסני משחקים. זה זה אמור!

לאחר הכנת השטח, שותבלו ניקיון ואף שיפור עיצובי קל בעזרת החושים. יוצבו מחסני משחקים אשר יאפשרו לנו יצירת גיה נידות. המחסן יהיה בעול והמפתח יחולק לפי הסכמה משותפת שתתקבל מראש. תכולתו של מחסן המשחקים עשוי להיות מגוונת ומשתנה, החל מתכל או כדור, ענבר דרך מצריר כמבוי ועד כסאות נוח למתקפלים לאמנות.

זוגה מצינת לגיה נידות בפעילות היא 'גינה נדיה' שברחוב ענדת ישראל. גיה נידות זו פעילה כבר במשך תקופה בהצלחה מגודרת. המפעלות הצלחה זו היא אורות למעורבות והאחריות שליל החשובות באיתנו המקום, בתבנון השטח ובשימוז המיום.

סביבה ציבורית
 ציבורית ופומית: מרחב ציבורי ופומי המיועד לשימוש של כלל תושבי האזור. המרחב ציבורי ופומי הוא מרחב המיועד לשימוש של כלל תושבי האזור. המרחב ציבורי ופומי הוא מרחב המיועד לשימוש של כלל תושבי האזור.



ידע והכשרות | כנסים ומפגשים



תעש מקום

סדנאות הכשרה לפלייס-מייקינג ירושלמי

התכנים נבחרים קטגוריים, זכר ונקבה, פתוחים וסגורים וכל המשתתף יכול להצטרף. לצד קריאת חומרים ודיאלוגים, תהיה קהילה בנה את הדיאלוג וקראית אחרים אחכם על דברים שנגלגלו ו נשארים במוחך ולעם את פלייס-מייקינג וצוי בשם חלוצי קהילה, תחילה, אחריו יבואו השתתף תהיה אחרים המשתתף.

הכשרות נתינתן שני ימי חמישי ושישי, יום ראשון, 17:00 // 10.7

הכשרות נתינתן שני ימי חמישי ושישי, יום ראשון, 17:00 // 17.7

הכשרות נתינתן שני ימי חמישי ושישי, יום ראשון, 17:00 // 24.7

סדנאות תכנס הרוחניות בסדנת סדנת הסדנת

לפרטים: << JLM.PLACEMAKING@GMAIL.COM >>



תעש מקום

סדנה וכנס אקדמי

Place Making - Complex System - Jerusalem

Place Making through the lens of Cities as a Complex System Theory: a focus on Jerusalem

שבת 27.9.16 | ימים 28-29

הסדנה תהיה מקומונטריות ומוקדמת המשתתף מכל הארץ, מכל העולם ומכל המדינות. הסדנה תהיה מקומונטריות ומוקדמת המשתתף מכל הארץ, מכל העולם ומכל המדינות. הסדנה תהיה מקומונטריות ומוקדמת המשתתף מכל הארץ, מכל העולם ומכל המדינות.

כנס סדנת מקום

17:00 // 27.9

17:00 // 28.9

17:00 // 29.9

סדנת תכנס הרוחניות בסדנת סדנת הסדנת







































כנס
מקצועי
לפלייסמייקינג
ישראלי

תעשן
מקום

jlm-policemaking.com

Local communities

Ideas and initiatives



Mediators:



Community Planner



A Maker



Eden Company



Institutions



Municipality

4 Reflections on Placemaking Networks

1. Learn by doing
2. Connect the dots
3. Stone Soup: trust the process
4. Make it inclusive, local and fun

1. Learn by Doing



Lod workshop



Aarabe workshop



2. Connect the Dots

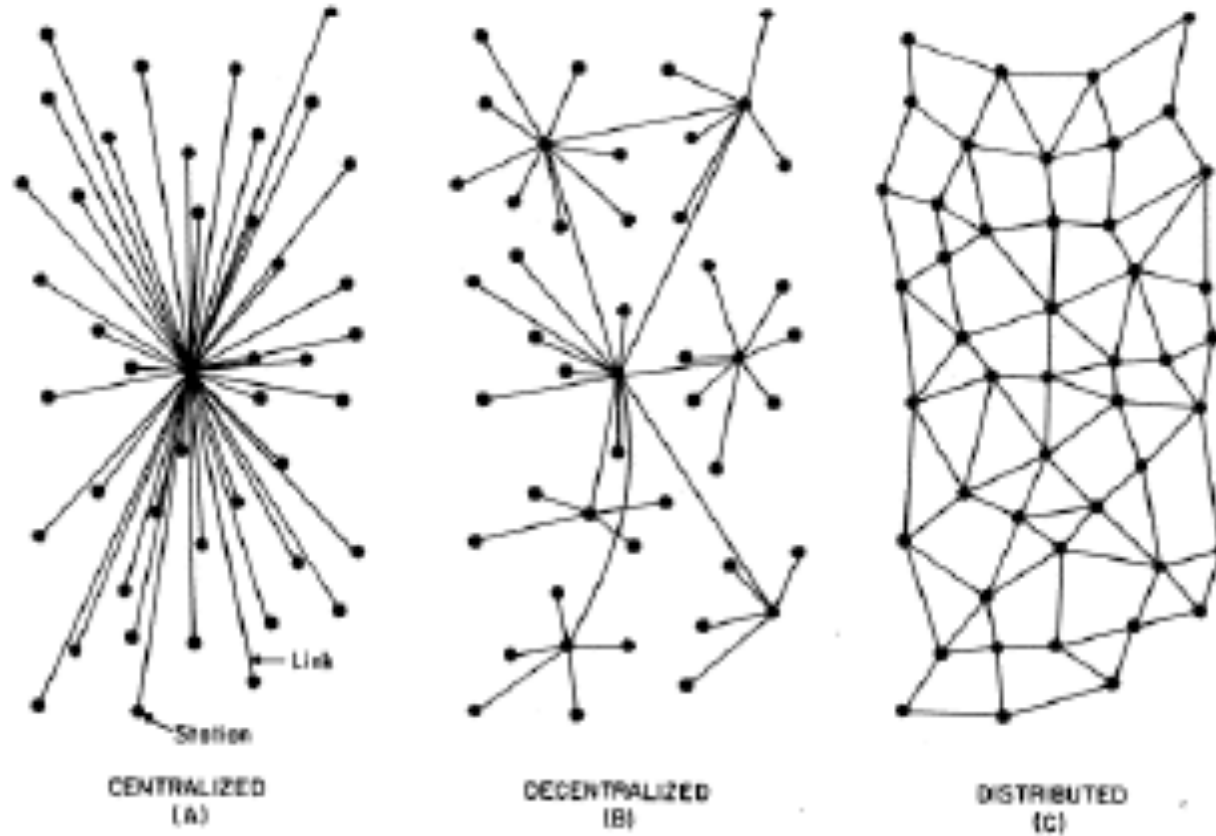
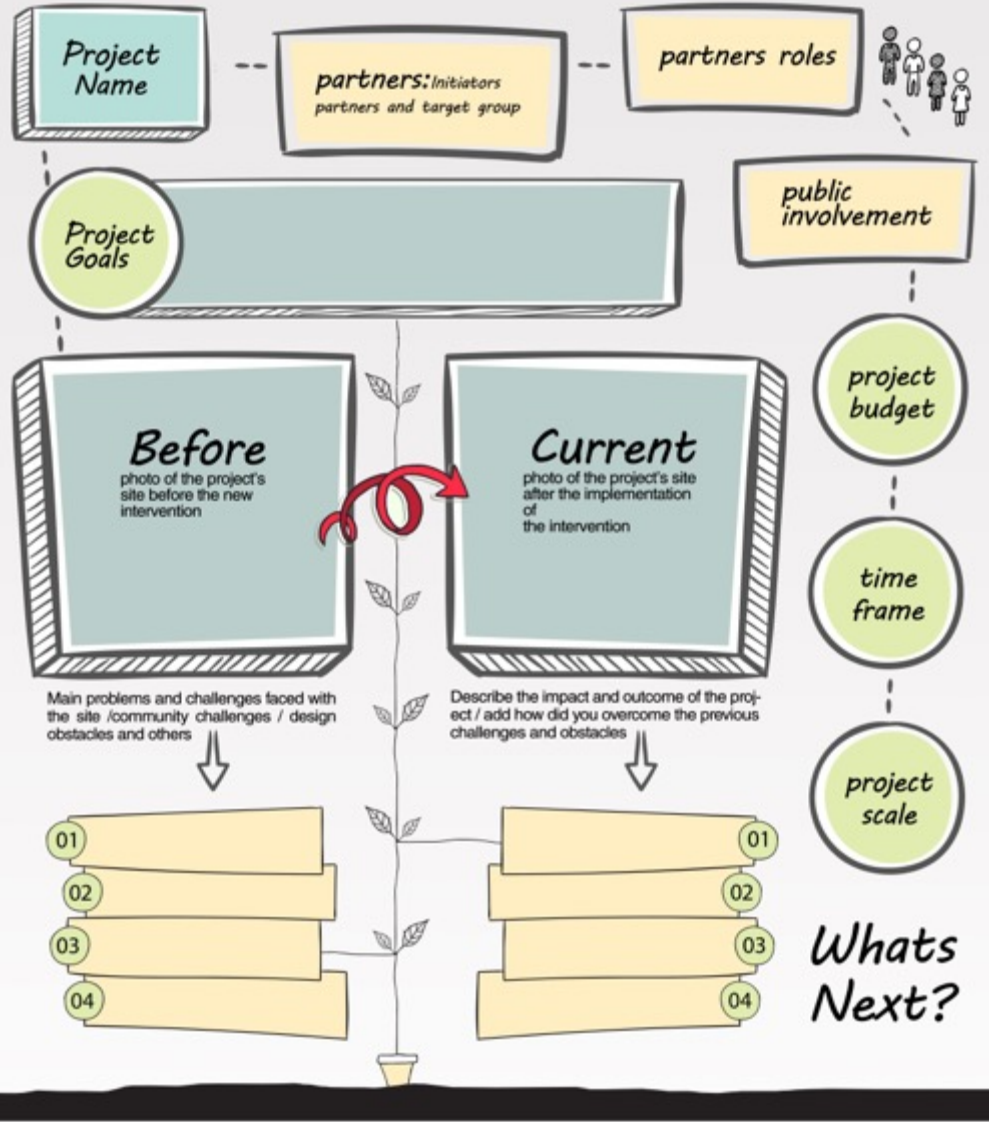


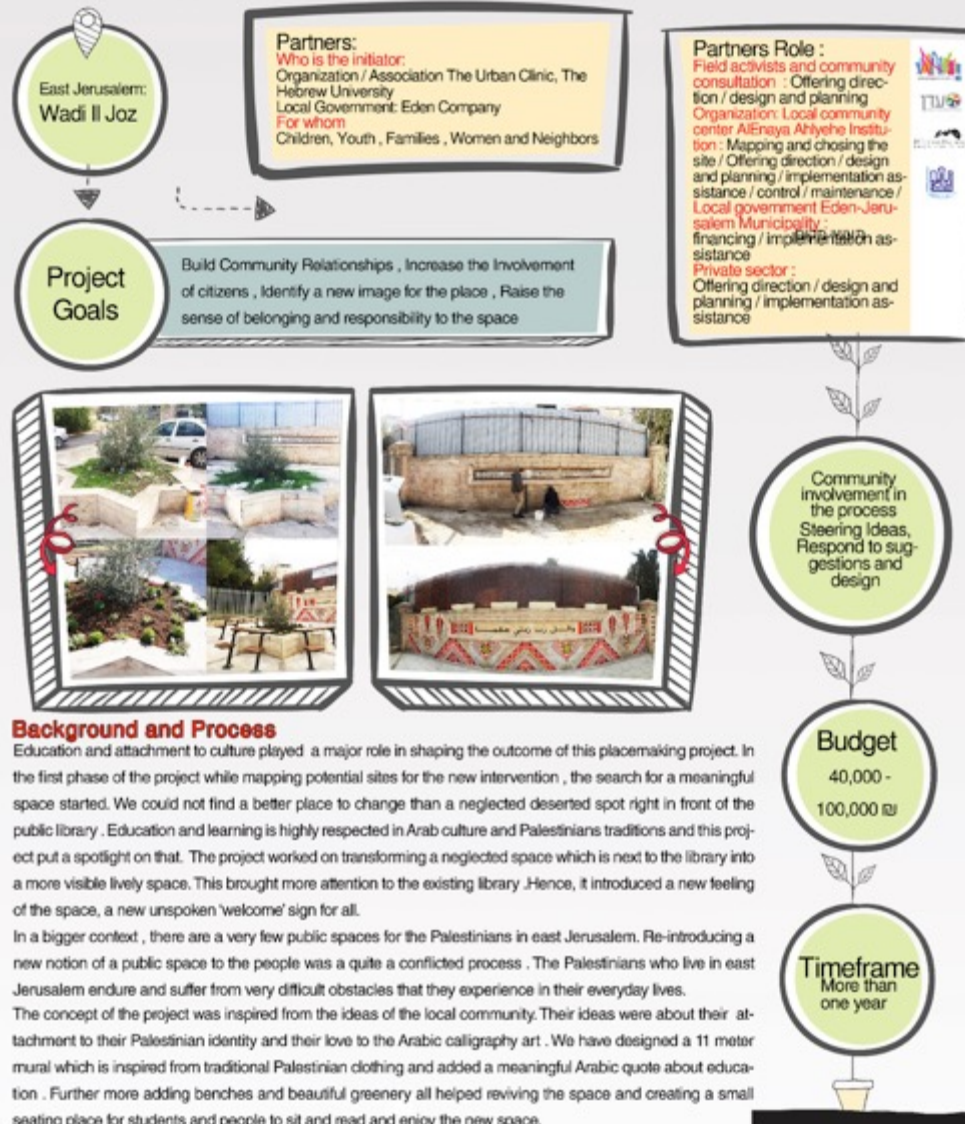
FIG. 1 - Centralized, Decentralized and Distributed Networks

Placemaking as community building



What are your Insights and Recommendations?

m Placemaking in the Palestinian neighborhood of East Jerusalem



Background and Process

Education and attachment to culture played a major role in shaping the outcome of this placemaking project. In the first phase of the project while mapping potential sites for the new intervention, the search for a meaningful space started. We could not find a better place to change than a neglected deserted spot right in front of the public library. Education and learning is highly respected in Arab culture and Palestinians traditions and this project put a spotlight on that. The project worked on transforming a neglected space which is next to the library into a more visible lively space. This brought more attention to the existing library. Hence, it introduced a new feeling of the space, a new unspoken 'welcome' sign for all.

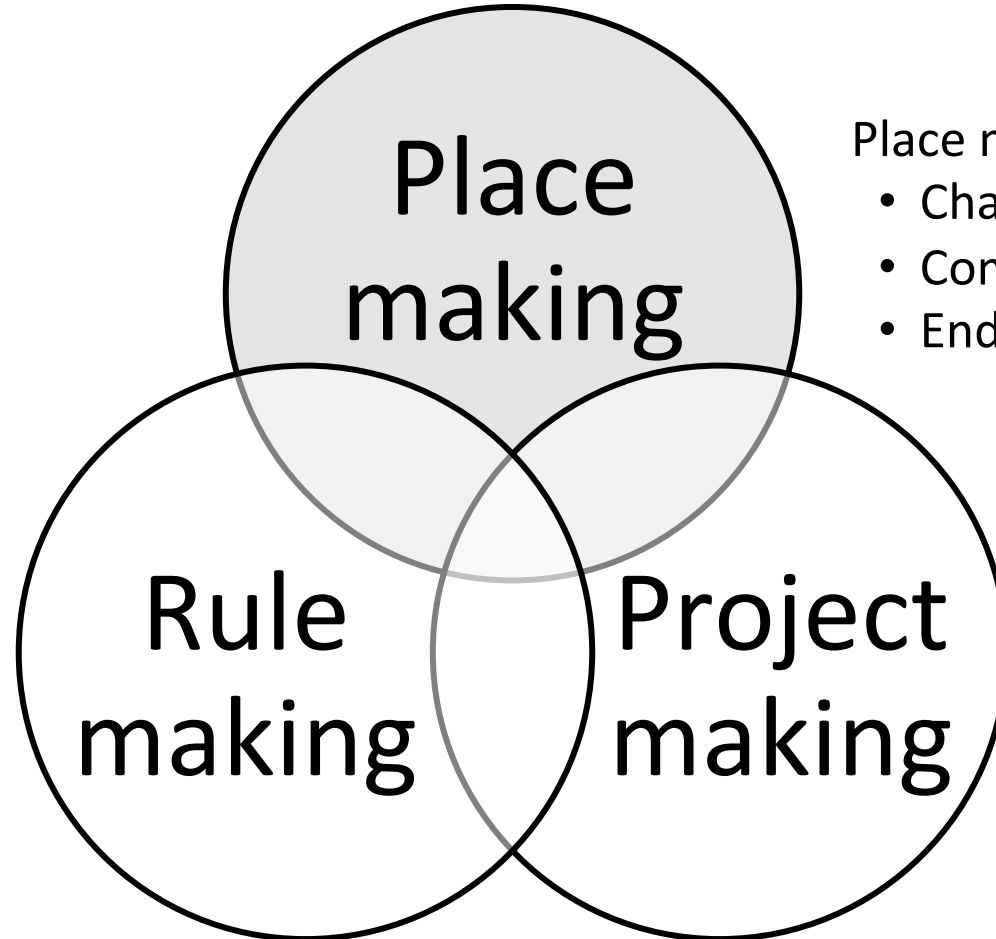
In a bigger context, there are a very few public spaces for the Palestinians in east Jerusalem. Re-introducing a new notion of a public space to the people was a quite a conflicted process. The Palestinians who live in east Jerusalem endure and suffer from very difficult obstacles that they experience in their everyday lives.

The concept of the project was inspired from the ideas of the local community. Their ideas were about their attachment to their Palestinian identity and their love to the Arabic calligraphy art. We have designed a 11 meter mural which is inspired from traditional Palestinian clothing and added a meaningful Arabic quote about education. Further more adding benches and beautiful greenery all helped reviving the space and creating a small seating place for students and people to sit and read and enjoy the new space.

What are your Insights and Recommendations?

- 1 The right to have a safe inclusive public space for the Palestinians communities in east Jerusalem
- 2 Community involvement in the primary stages of the project is very essential especially in cities of conflict. As a result, this will increase their attachment to the project and decrease the chance of vandalism
- 3 Designing public spaces should be unique and site specific: the project should respect the local community identity traditions and culture.

3. 'Stone Soup' – trust the process



Place making

- Change management
- Community building
- Endless planning

Rule making

- Level playing field
- Planning regime
- Smart regulation

Project making

- Feasibility & approval
- Implementation
- Public/Private Partnership

4. Make it local, inclusive and fun









4 Reflections on Placemaking Networks

1. Learn by doing
2. Connect the dots
3. Stone Soup: trust the process
4. Make it inclusive, local and fun



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Emily.silverman@mail.huji.ac.il



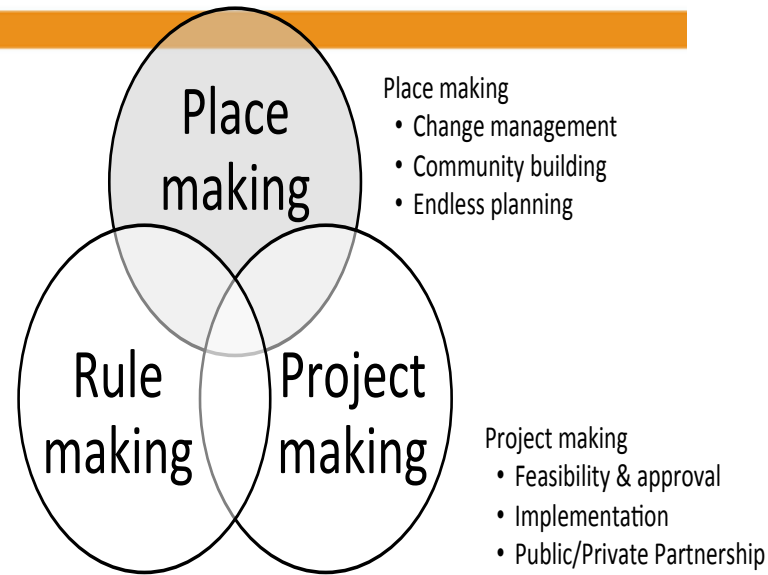
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Ying Gao, Intern Summer 2014



People-centric theory of change for places: empowering place makers, and influencing rule makers and project makers. The placemakers are social entrepreneurs and interpreneurs who *share the values* of placemaking, and possess the *drive for effecting change*. The network seeks to transform people and support transformative people.

Closing image – all four on one page with description of each

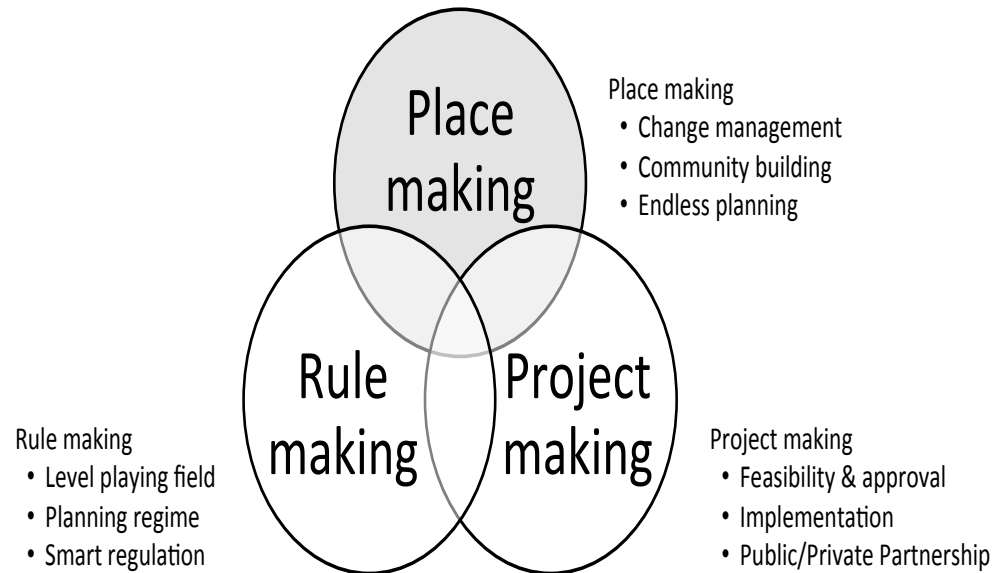
- Research I want to do – on placemaking networks –
- Would like to hear from you
- And for the internationals – I have interns – if anyone wants!

4 Principles and Paradoxes for Placemaking Networks

- **Trust not Control:** Networks are built on long-term trust-based relationships. *But a placemaking network makes decisions about allocating resources and visibility.*
- **Humility not brand:** Network leaders are stewards who build capacity for others. *But a new network also needs a visible international profile.*
- **Nodes, not hubs:** An international placemaking network needs to connect across nodes, not act as hubs alone. *But starting a strong placemaking network may need a centralized organization that recruits budgets and partners, evaluates and rewards.*
- **Mission not organization:** The network needs to prioritize outcomes, not organizational standing. *But a placemaking network may need to prioritize people, enabling leadership, over places.*

4 Reflections on Placemaking Networks

- Learn by Doing
- Do it together
- ‘Stone Soup’
- Trust the process.



People-centric theory of change for places: empowering place makers, and influencing rule makers and project makers. The placemakers are social entrepreneurs and interpreneurs who *share the values* of placemaking, and possess the *drive for effecting change*. The network seeks to transform people and support transformative people.

Networks as Complex System

A City Is Not A Tree

(Christopher Alexander, 1968)

The tree of my title is not a green tree with leaves. It is the name of an abstract structure. I shall contrast it with another, more complex abstract structure called a semilattice. In order to relate these abstract structures to the nature of the city, I must first make a simple distinction

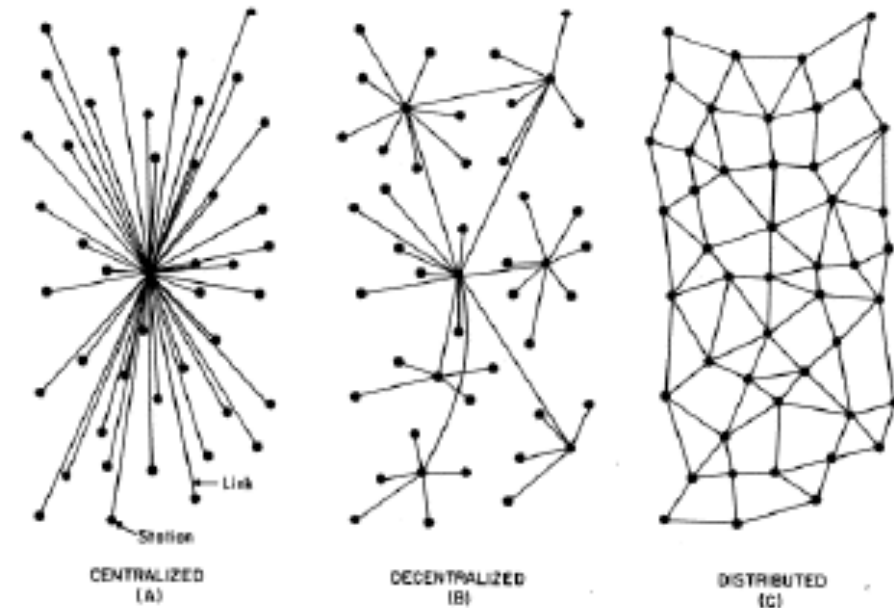
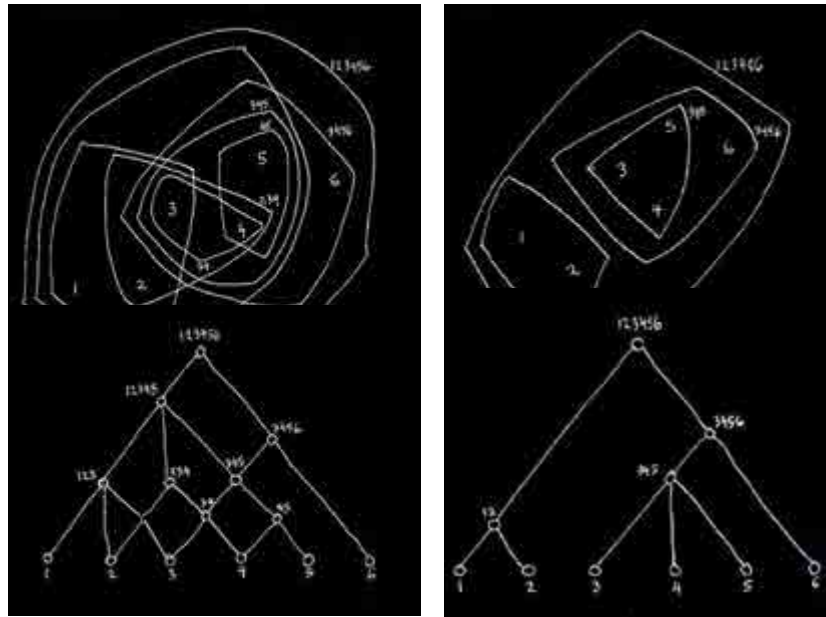


FIG. 1 - Centralized, Decentralized and Distributed Networks

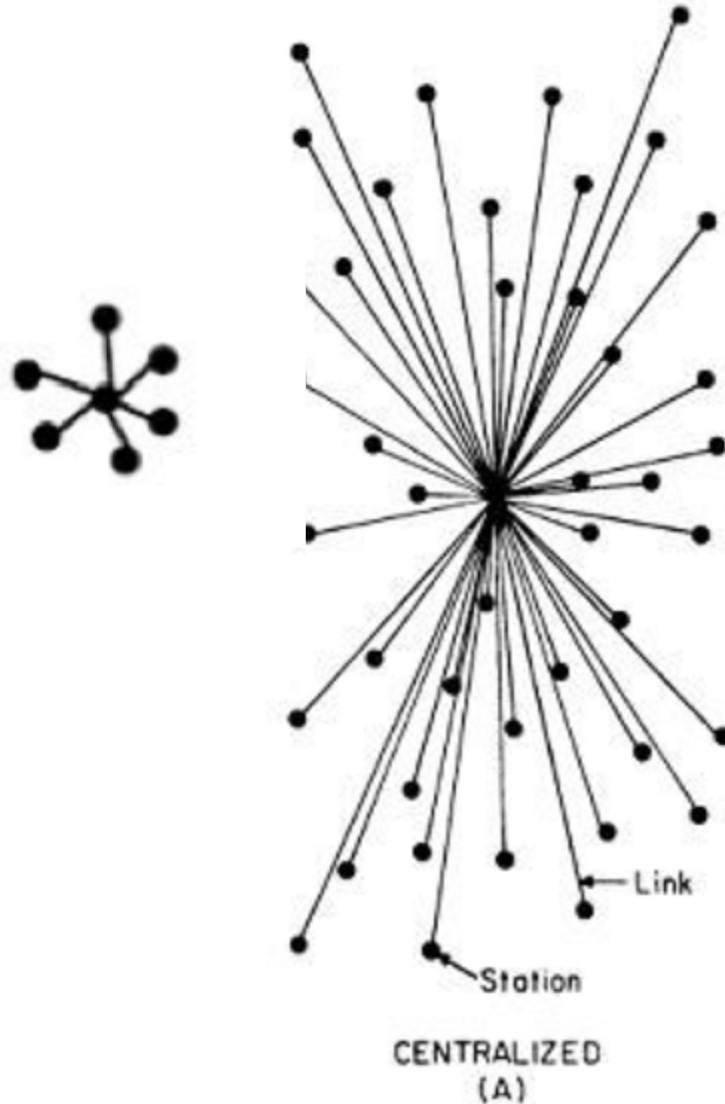
De-centralized Hub with Nodes

ADVANTAGES:

Clear structure, easy to join.

Centralized decision making is stream-lined.

Information is well organized.



DISADVANTAGES

Nodes don't learn directly from each other.

The Network doesn't benefit from each nodes' relationships beyond the network.

Requires lots of long-term cultivation and maintenance.

Some nodes are antagonistic to each other, may oppose linkage.

Distributed Web with Channels

ADVANTAGES:

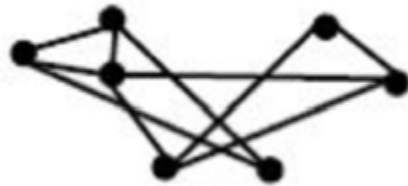
Multiple entry points, easy to join.

No competition for relative status.

Branching and clusters allow for variation among types.

Nodes bring in their own connections, and form connections with each other

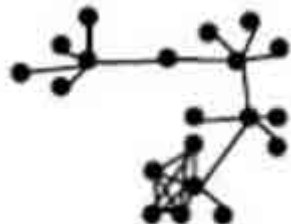
With branching, nodes can keep each other at a distance if desired.



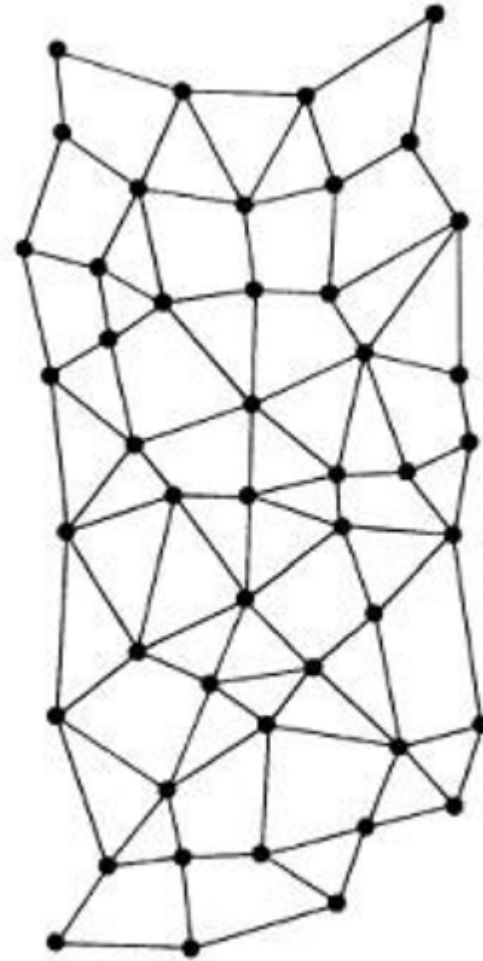
Many Channels



Dense Cluster



Branching



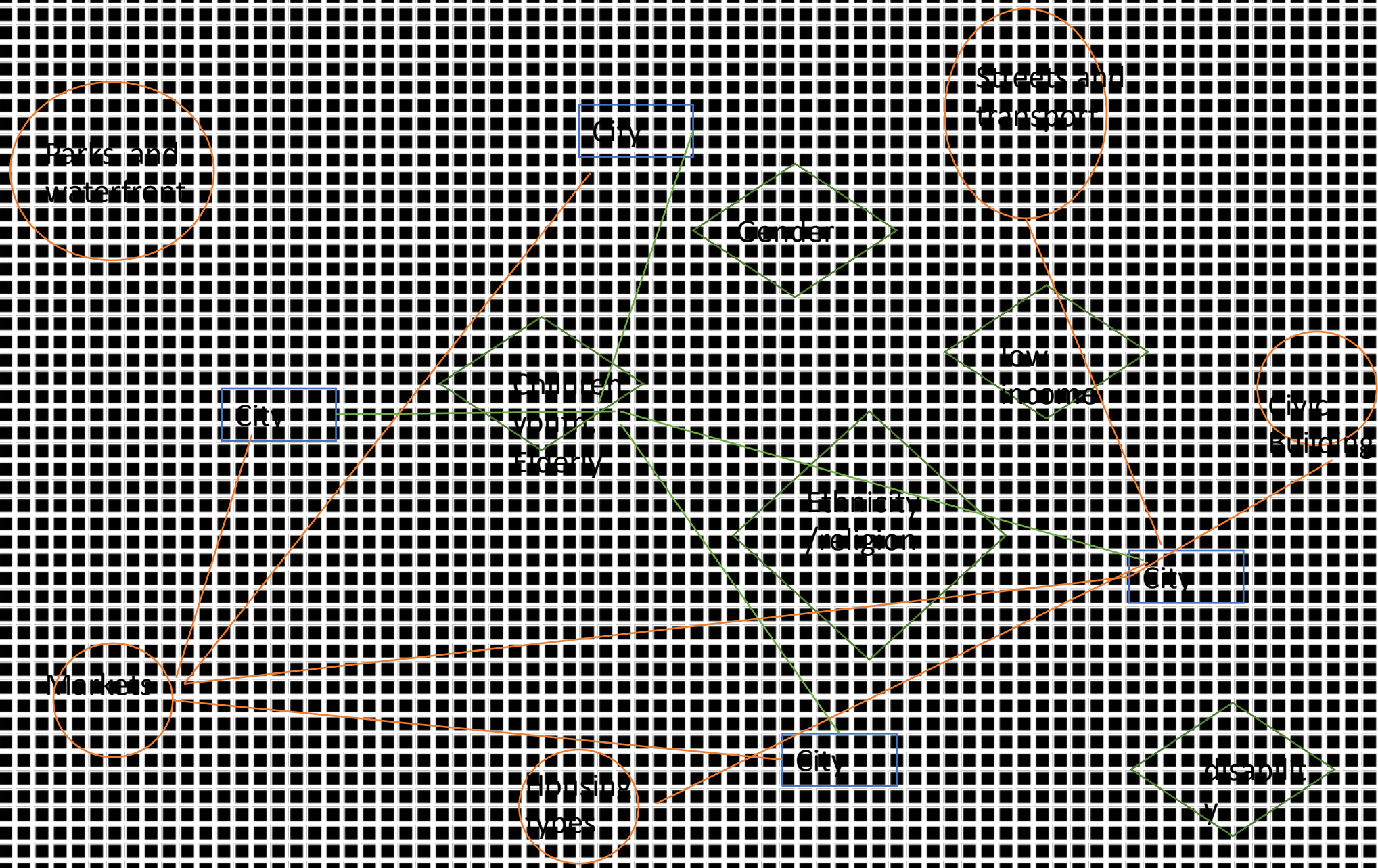
DISTRIBUTED
(C)

DISADVANTAGES

Without a clear center— who sets priorities, makes decisions, raises and distributes funding?

Role of network is purely supportive and enabling, not leadership.

Learn by Doing



Networks: Grouping Similar for depth, different for breadth and impact

- About network by:
 - Country – and then region
 - Topic (streets, markets, historic preservation, parks,
 - User Population: age, gender, religion.
 - Sectors: Government, Private sector, Academia, Non-profits.

Unite around VALUES –list them. Still need to be countering the project –led approach... see the values.

Network across the topics (not separated like here), and sectors, and user populations...

Consider recast back to local context for Networks

1. Venn: in order to have place-making, must influence the rule-makers and the project-makers. THEY are the ones who will finance and pilot the great projects at scale.
2. But – they don't come to our conferences UNTIL they share the values.
3. In order to get them on board – need the 'placemakers' – those who share the values and visions (show these).
4. Nurturing the placemakers requires Active translation into LOCAL CONTEXT. We tend to think that it's enough to 'train' the placemakers by conferences – at fees, with scholarships for those from lower income countries. There, learn good practices, see great places, practice skills internationally, as requested) for the policy makers and the rule-makers who need to take the first step...

1. But for influencing the rule-makers and project makers – going to a conference isn't enough for the placemakers. They will need to 'translate' the analysis and tools into local context. For example from my country:
 1. UO – death threats in trying to paint with families, this courtyard – bk play isn't supported, leisure is taking away frm study, is 'toeva' (translate), physical activity is immodest, and even the much loved benches are outlawed – boys and girls – so single benchers. Needed to learn how to cast in terms of children's healthy development, to make this modest and acceptable.
 2. EJLM – needed to develop a palatte, referencing calligraphy, Palestinian history, absolutely no municipal identifying symbols...

People centric placemaking network – to listen to local context.

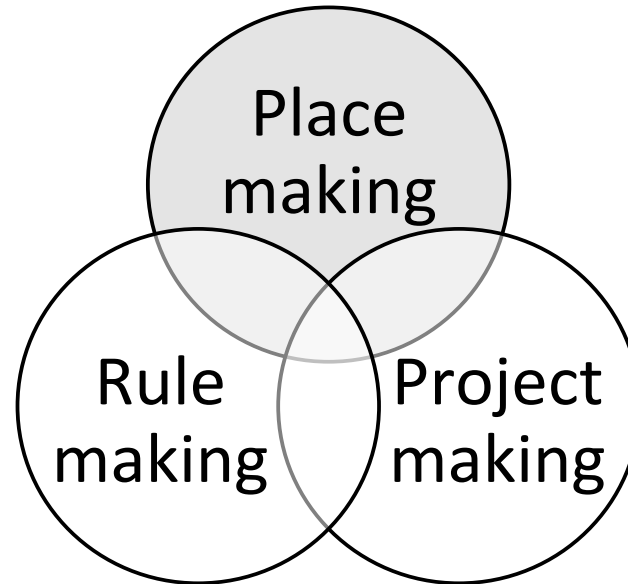
Illustrate with KOLB, and show what each stage means for ‘translation’

- Experience (travel and see and smell)
- Describe: how is this similar to / different from ME? :
- Analyse: WHY is it different? Politics, scale, history and culture demography economics, religion, climate – what else?
- Plan Change – what needs to be different when doing this in MY country?

Add an external – research and evaluate the differences, and what is working – collate the knowledge, teach other.

Redo to address students too?

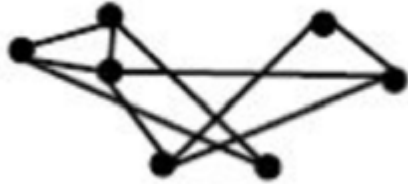
People-centric theory of change for placemaking network



Empowering place makers, and influencing rule makers and project makers:



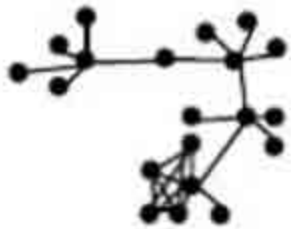
Hub and Spokes



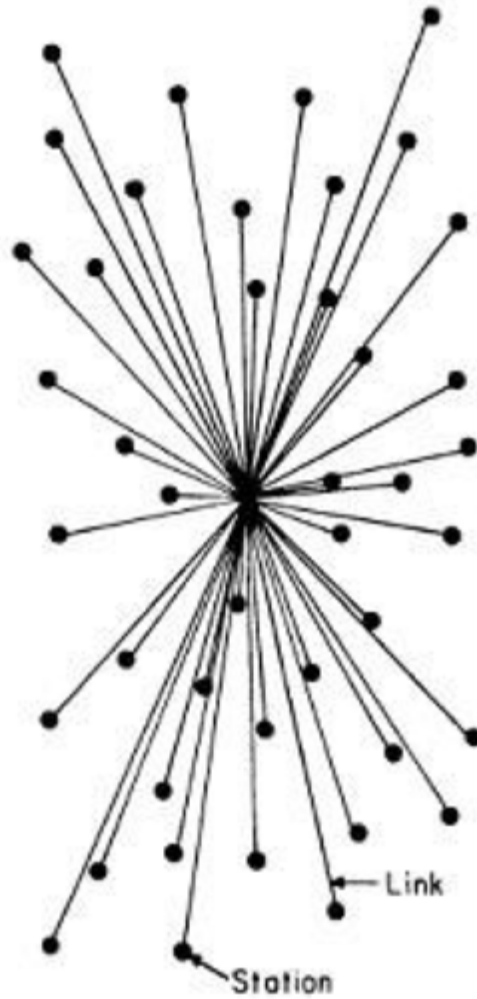
Many Channels



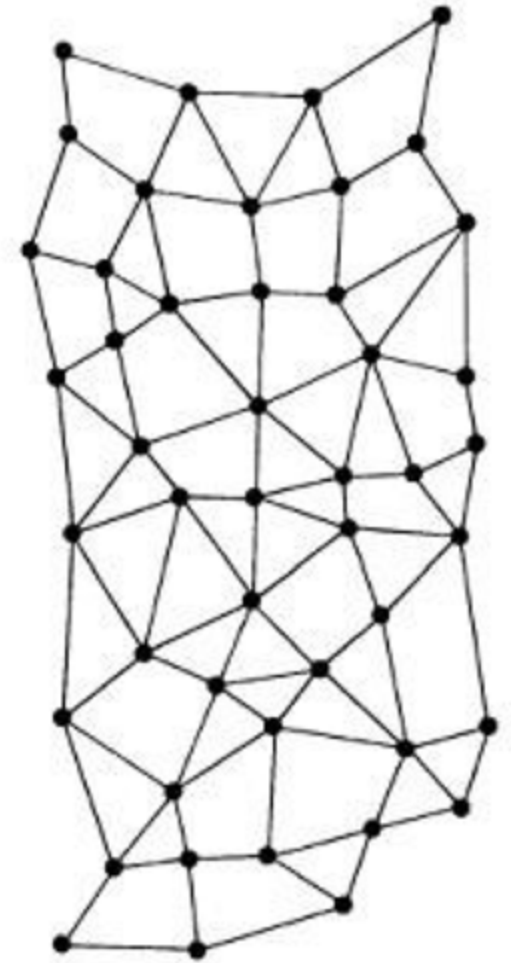
Dense Cluster



Branching



CENTRALIZED
(A)



DISTRIBUTED
(C)

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(Christopher Alexander, 1968)

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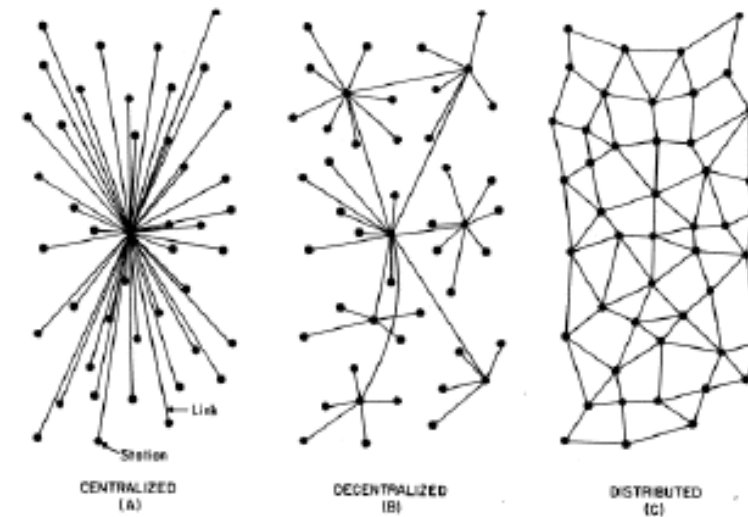
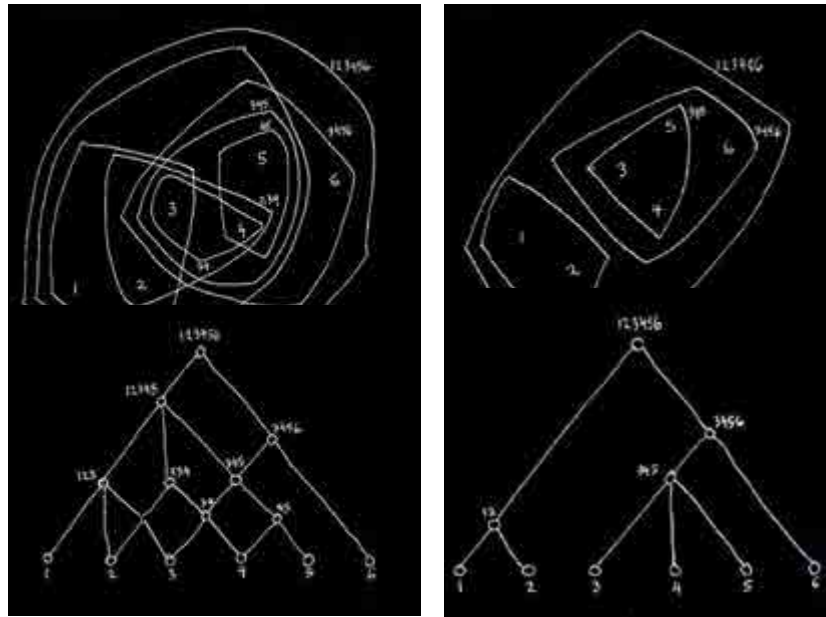


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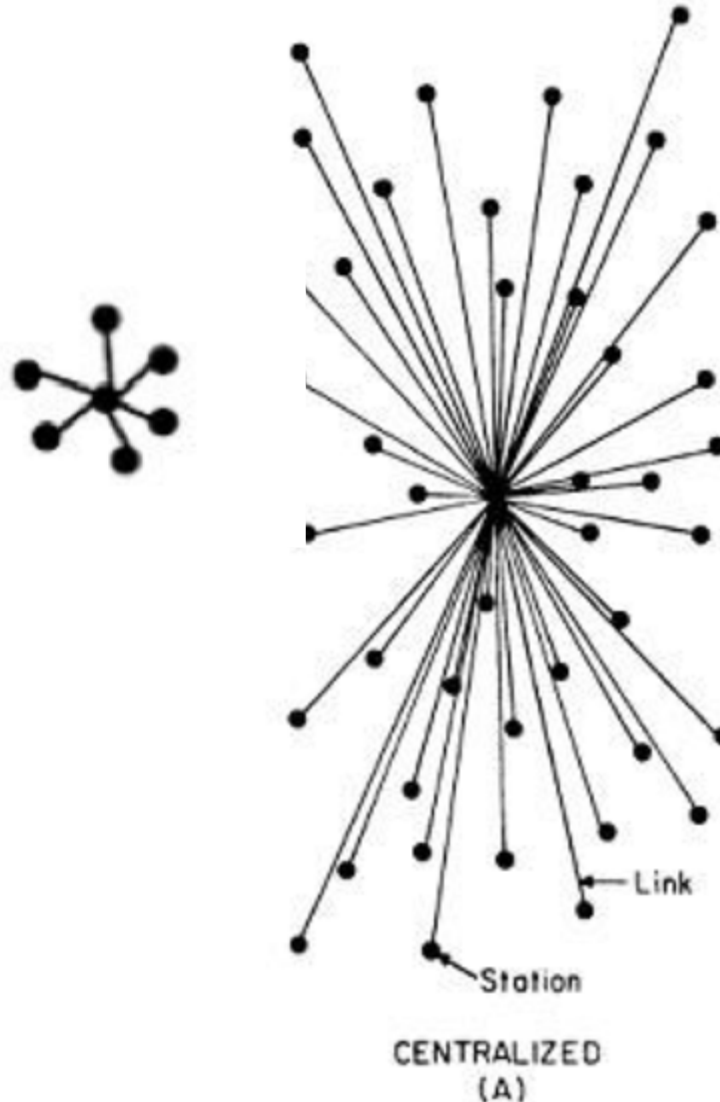
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Decentralized Web with Channels

ADVANTAGES:

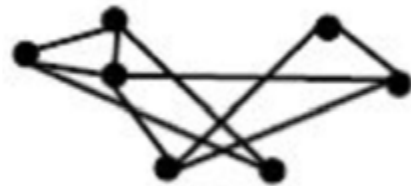
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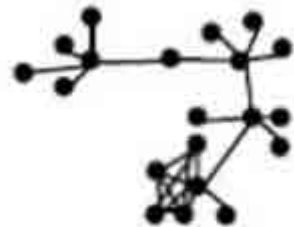
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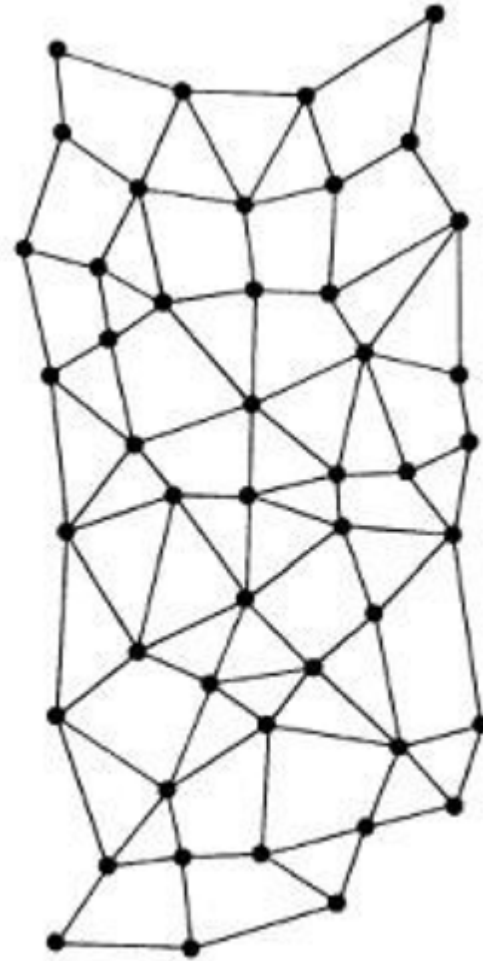
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Dense Cluster



Branching

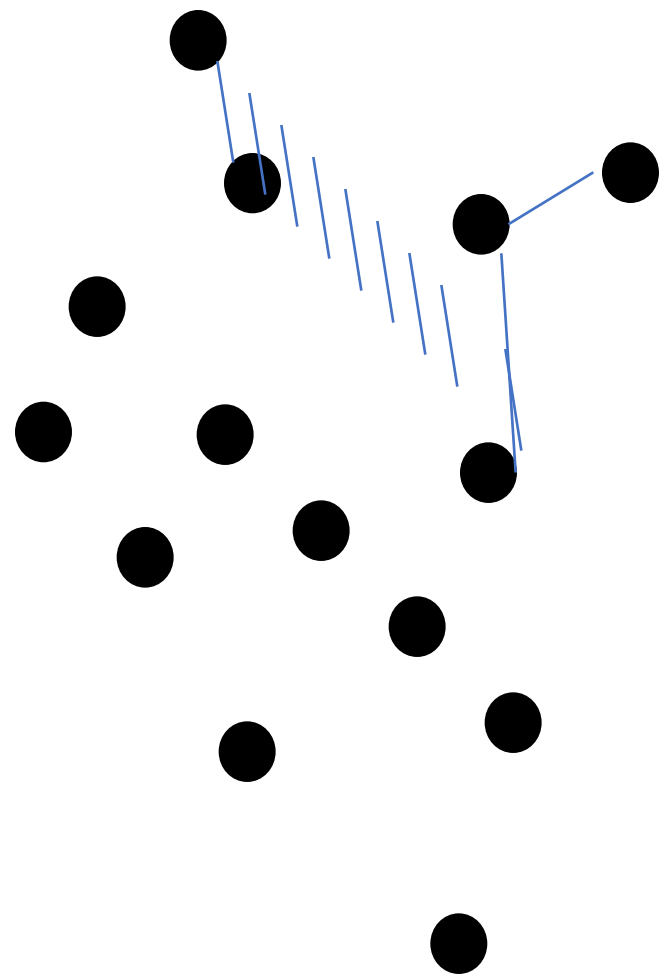
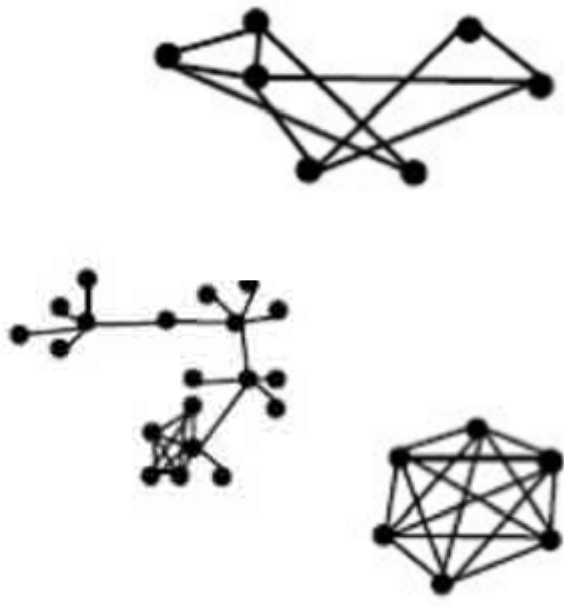


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DISADVANTAGES

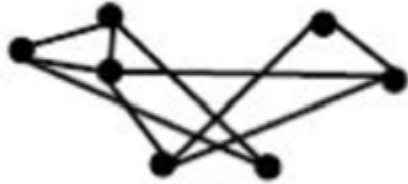
Without a clear center– who sets priorities, makes decisions, raises and distributes funding?

Role of network is purely supportive and enabling, not leadership.





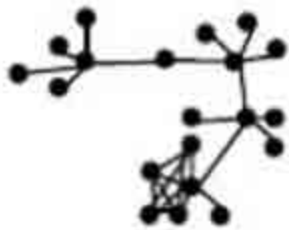
Hub and Spokes



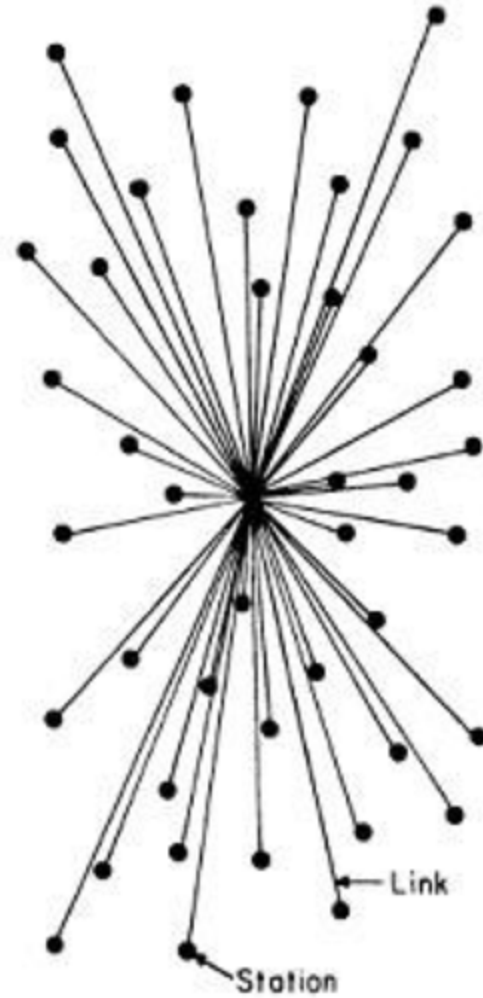
Many Channels



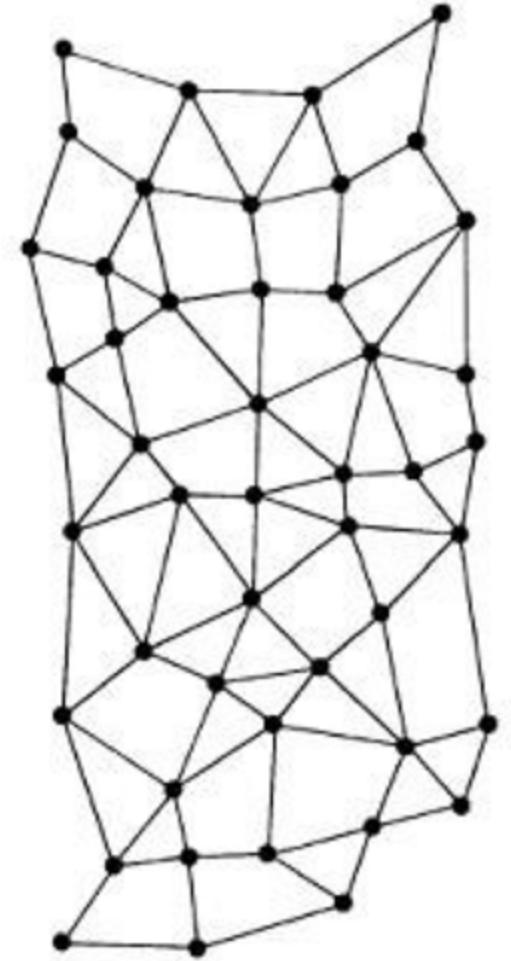
Dense Cluster



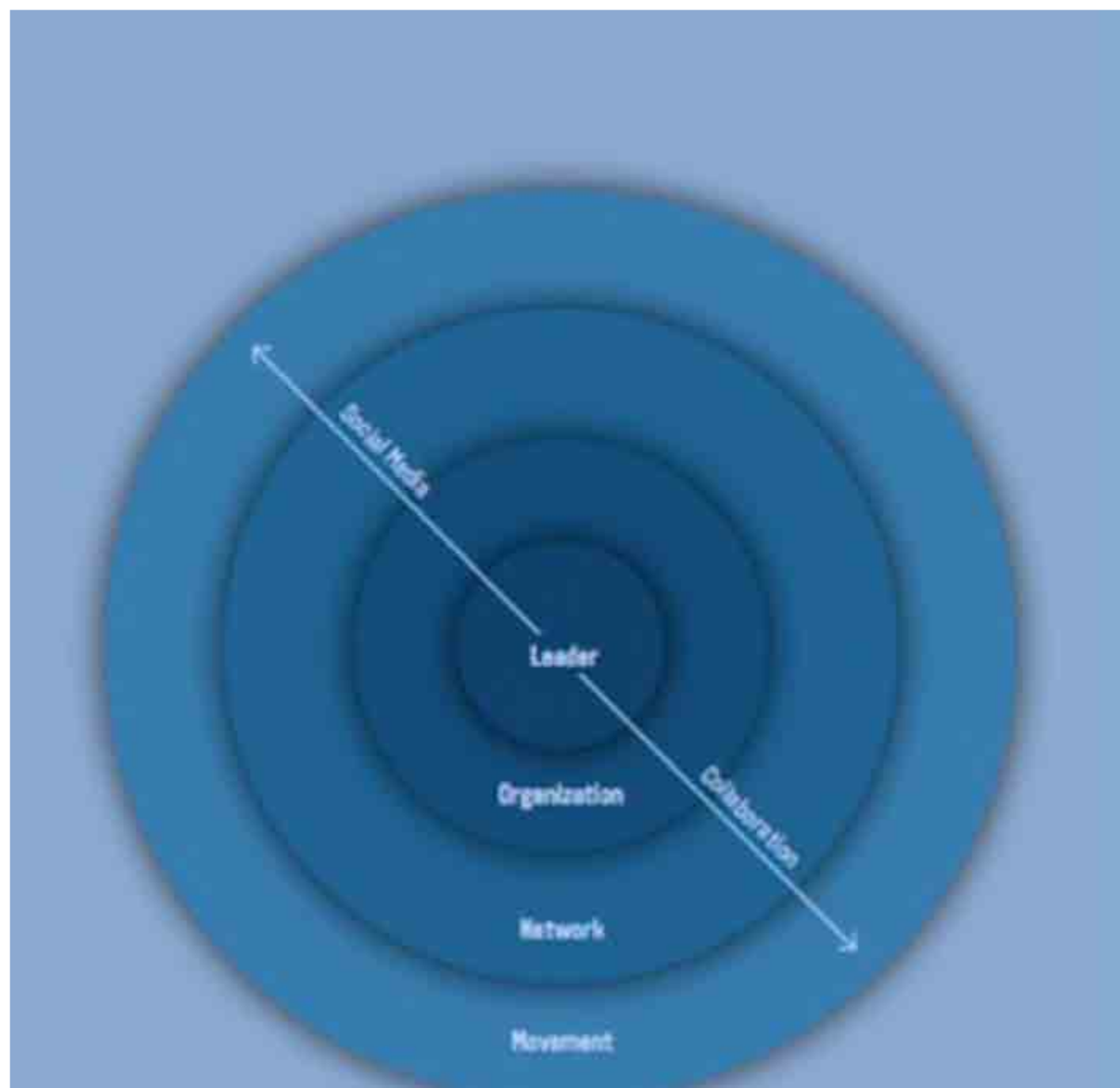
Branching



CENTRALIZED
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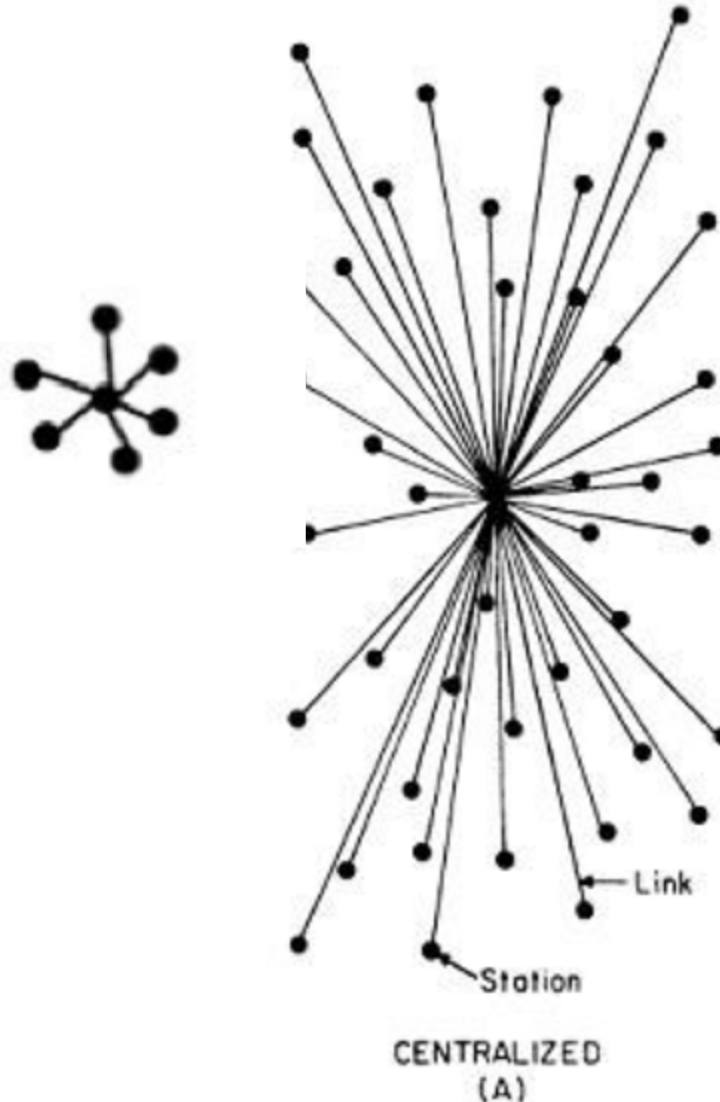
Centralized Hub with Nodes

ADVANTAGES:

Clear structure, easy to join.

Centralized decision making is stream-lined.

Information is well organized.



DISADVANTAGES

Nodes don't learn directly from each other.

The Network doesn't benefit from each nodes' relationships beyond the network.

Requires lots of long-term cultivation and maintenance.

Some nodes are antagonistic to each other, may oppose linkage.

Decentralized Web with Channels

ADVANTAGES:

Multiple entry points, easy to join.

No competition for relative status.

Branching and clusters allow for variation among types.

Nodes bring in their own connections, and form connections with each other

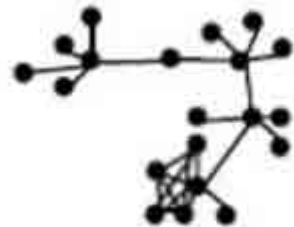
With branching, nodes can keep each other at a distance if desired.



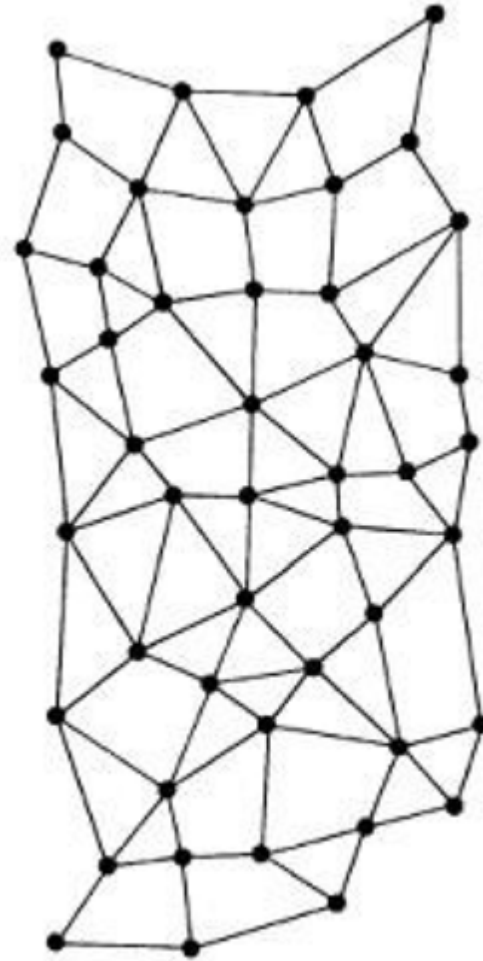
Many Channels



Dense Cluster



Branching



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DISADVANTAGES

Without a clear center– who sets priorities, makes decisions, raises and distributes funding?

Role of network is purely supportive and enabling, not leadership.

After dinner with the westerners

- See notes on previous slide and change.
- Focus more on equity. Explain that if we focus on places – and money for those places from revenue streams – we'll be doing Amsterdam, and Vancouver, and Melbourne and Cape Town – the richer cities and probably the richer areas in them... Note the needs of people who are more crowded, more at home from illness or unemployment, or in really crappy informal places – have huge need for good public spaces.
- They're missing the DNA change in the city – talk about the need to change the values – by empowering the leadership. The places are the expression of the values. The network embodies the values of inclusion and humility and trust and empowerment.
- Add back the Tree to the Network diagrams and note that a tree is NOT a network. Ask – what's the shape – the 3D expression of a placemaking network that links health and historic streets and communities (not separate like here!).
- Talk with Hans – what is happening with the European PM network?

Ideas to add

- Network – use the Sister City networks – with local government and universities. I'm from Jerusalem – strong network – sister city with...
- Critique the passive learning approach – we gather, listen, and go home and do. We are missing the translation to local context piece. Give 'extreme examples'.
- Discuss on-line video courses that provide the questions for translation to local context.