

Building the Social City

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"It's hard to create a space that will not attract people; what is remarkable, is how often this has been accomplished."

William H. Whyte













USER FRIENDLY

INTUITIVE





USER FRIENDLY

INTUITIVE





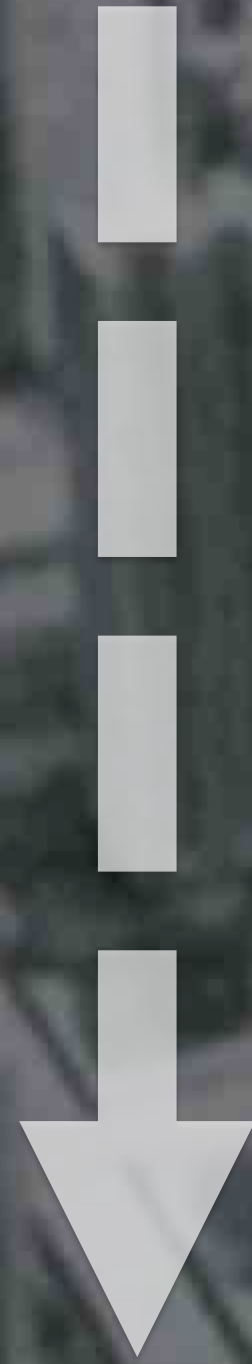
PLAN VOISON, PARIS, 1925 ; THE HAND OF THE ARCHITECT (LE CORBUSIER)

Architecture presides over the destinies of the city... health, gaiety, and harmony are subject to its decisions. Architecture is the key to everything.

Le Corbusier

PROJECT-LED APPROACH

PROBLEM/SOLUTION DEFINED BY
EXPERTS



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DESIGN

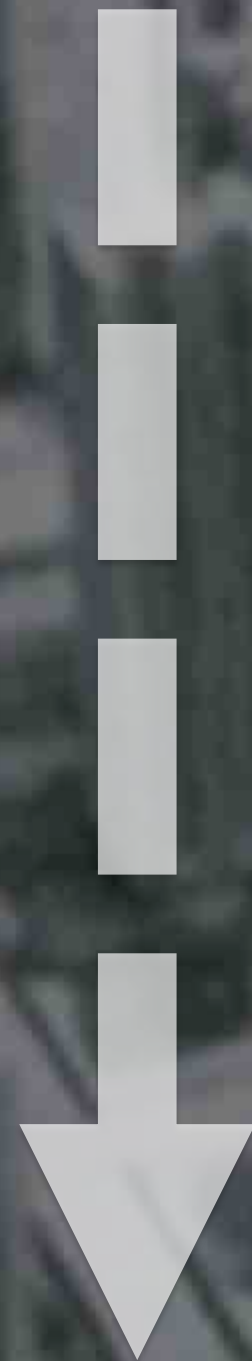


PROJECT-LED APPROACH

PROBLEM/SOLUTION DEFINED BY EXPERTS

DESIGN

APPROVAL
PROCESS



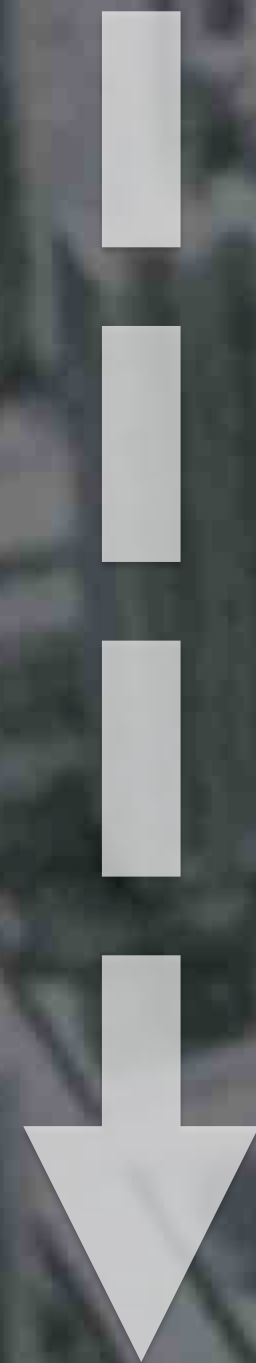
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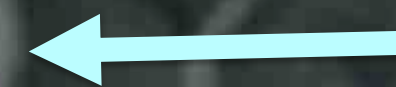
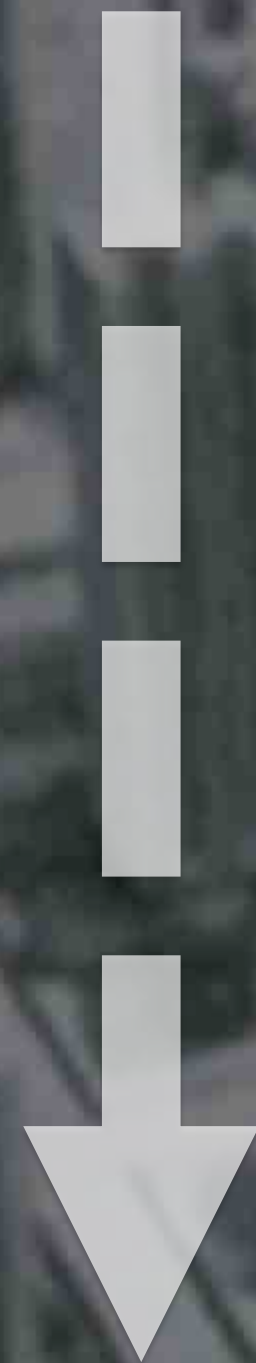
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IMPLEMENTATION

← COMMUNITY INPUT
(MAYBE)



To create architecture is to put in order, functions and objects.

- Le Corbusier





A fundamental misunderstanding of the needs of people and our planet...

repeated again and again.



Placemaking is..

A collaborative process by which we can
shape our public realm in order to
maximize shared value.

Strengthening the connection between
people and the places they share.

*When you focus on a place,
you do everything differently.*



“What attracts people most it would appear, is other people.”



WHAT MAKES A GREAT PLACE?



Uses & Activities



Comfort & Image



Grays Ferry Triangles - Philadelphia, PA





PLACE-LED APPROACH

Architecture contributes to the life of the place

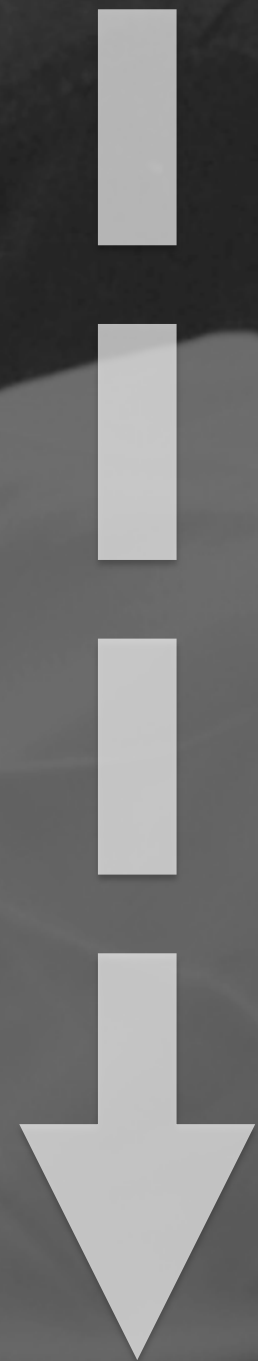


Akker Brygge, Oslo, Norway



PLACE-LED APPROACH

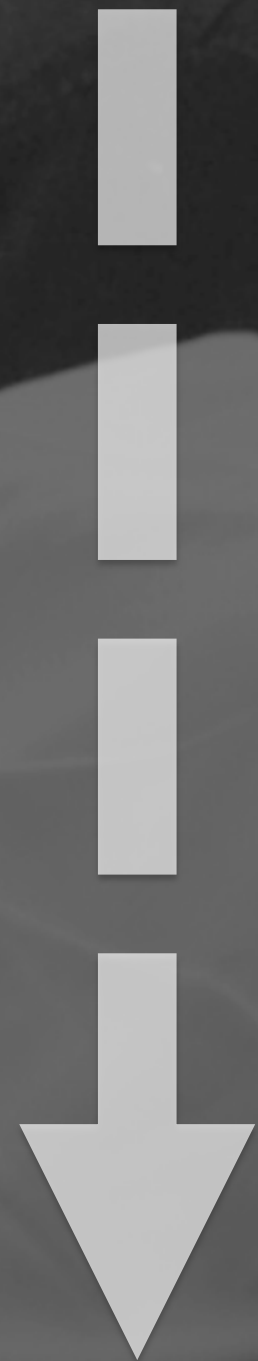
PLACE, NOT A PROJECT, IS THE ORGANIZING
IDEA



PLACE-LED APPROACH

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COMMUNITY RESIDENTS HELP DEFINE
VISION

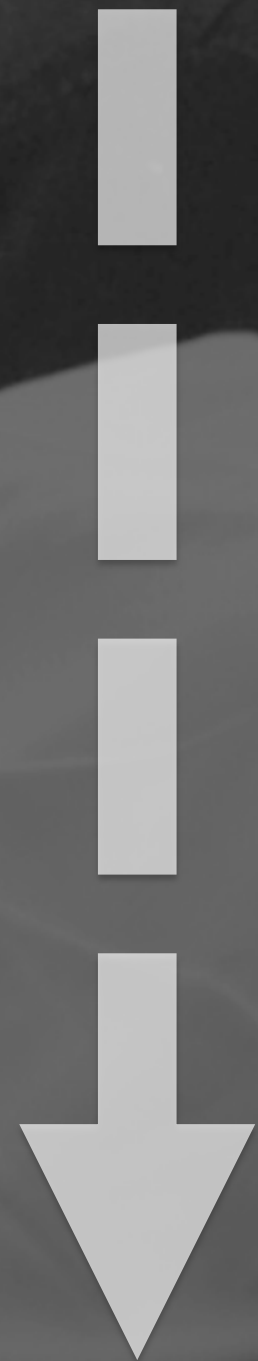


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SHARED ROLES FOR
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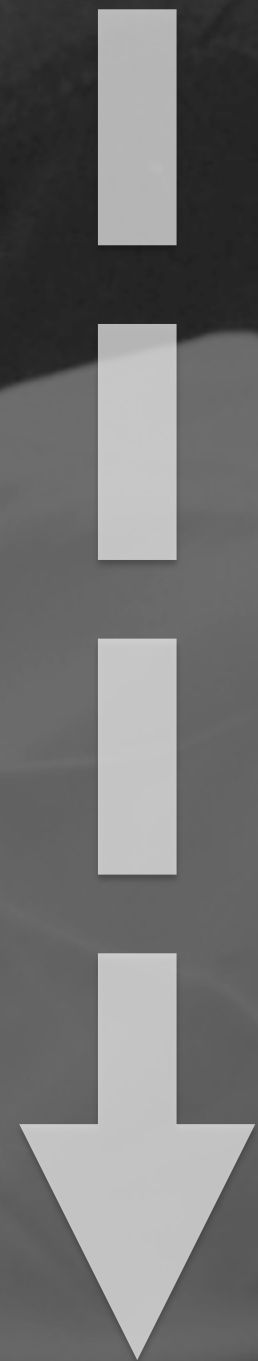
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PLACE-LED APPROACH

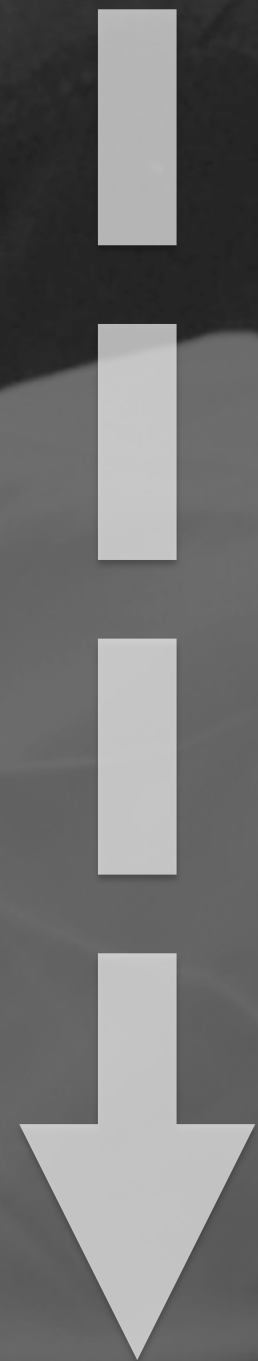
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SHARED SENSE OF
COMMUNITY

EXPERTS
ADVISE
THROUGHOUT



ARCHITECTURE...

EMBRACES PUBLIC SPACE



IS SCALED TO EYE LEVEL



ALLOWS US TO BE US!



WUHAN, CITY OF INNOVATION?



WUHAN, CITY OF INNOVATION?

PLACE

Talent Attraction
Social Interactions
Partnerships
Urban Laboratory

INNOVATION

WUHAN, CITY OF INNOVATION?



WUHAN, CITY OF

INNOVATION?

Learning

Colliding

Socializing

Networking

Coworking

Biking

Playing

Visiting

Shopping

Drinking

Eating

Meeting

Working



Everyone has the right to live in a great place, and the right to make the place where they already live better



“There is no logic that can be superimposed on the city; people make it, and it is to them, not buildings, that we must fit our plans.”

- Jane Jacobs



Stay in Touch!



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