

Placemaking = People & Place

Frith Walker
Pedestrian
Tāmaki Makaurau/Auckland, NZ
(and Head of Placemaking, Panuku)



Firstly:

Where I Come From





Secondly:

Who I Am



Thirdly:

What I/We Do

**Eke Panuku
Eke Tangaroa**





Our vision:

**Shaping spaces
for Aucklanders
to love**



- 
Transform
 Significant long-term regeneration
- 
Unlock
 Creating development opportunities with others
- 
Support
 Enabling housing development on council-owned land



Why Panuku Has Placemakers

**PEOPLE TEND TO SIT
WHERE THERE ARE
PLACES TO SIT.**

Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody

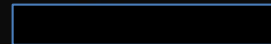
Jane Jacobs





Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.

— Fred Kent —





[ABOUT](#)

[PEOPLE](#)

[EVENTS](#)

[GET INVOLVED](#)

We are a **global network** of leaders who together accelerate **placemaking** as a way to create healthy, inclusive, and beloved communities.

[GET INVOLVED](#)

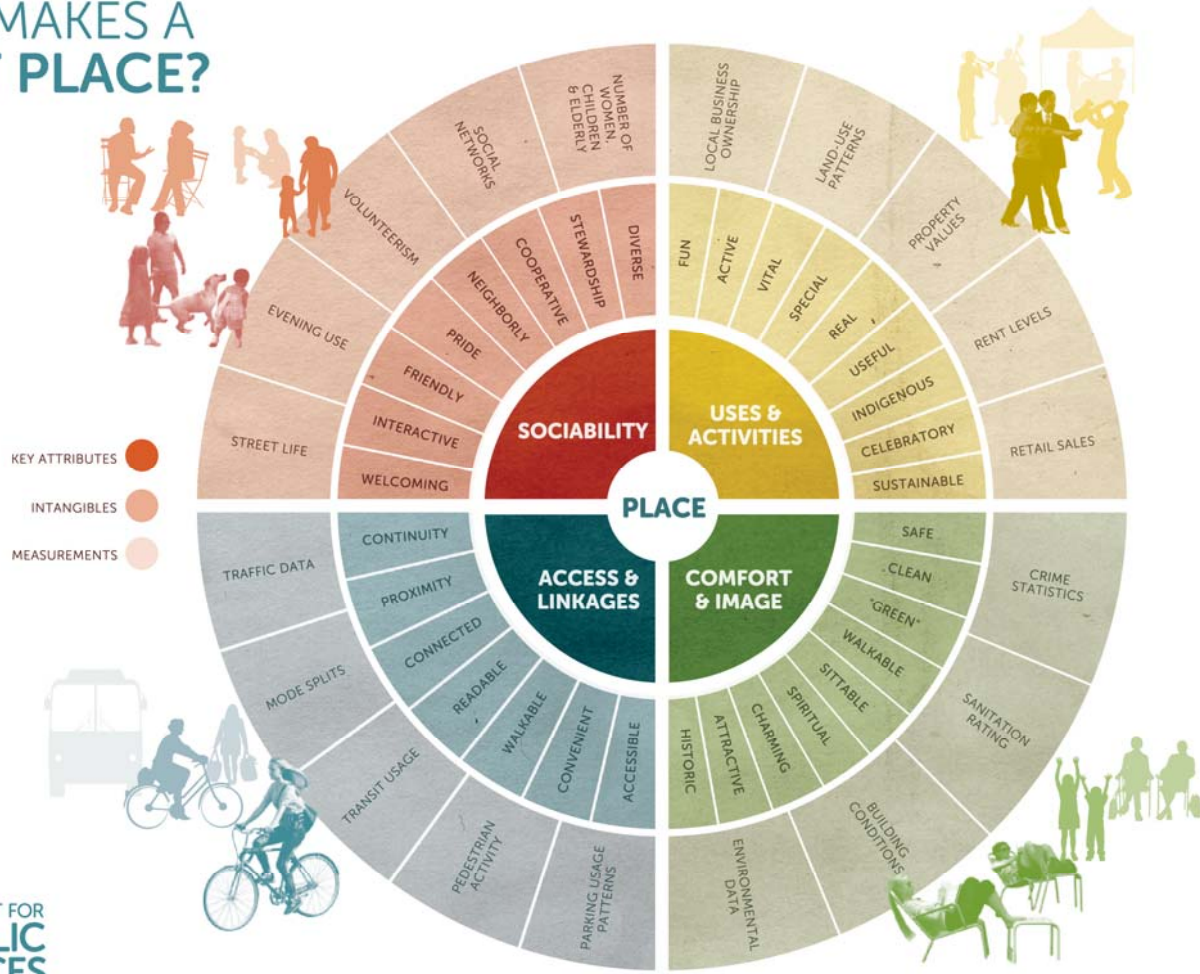
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WHAT MAKES A GREAT PLACE?









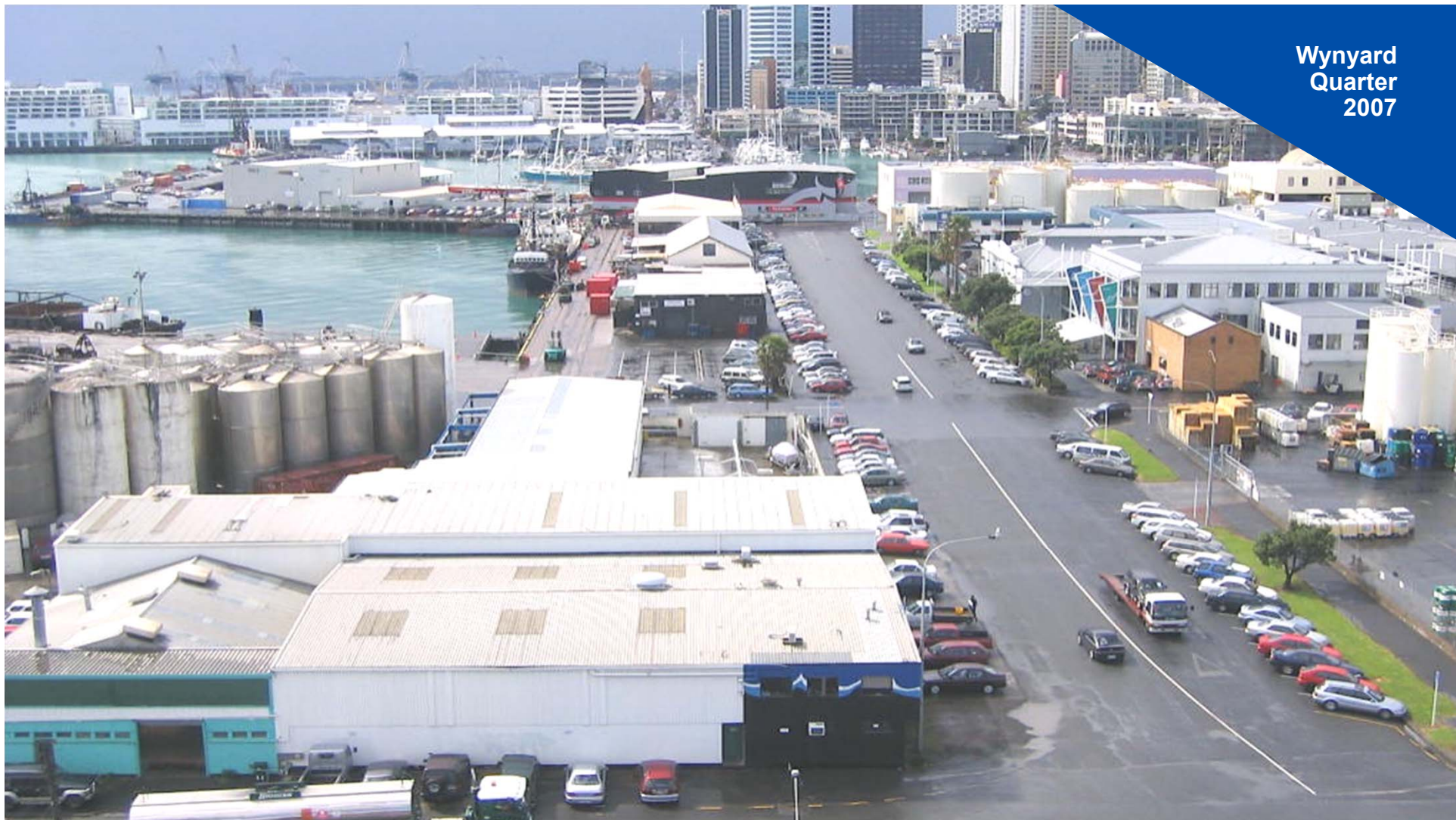
Auckland's CBD Waterfront

THE WATERFRONT VISION

A world-class destination that excites the senses and celebrates our sea-loving Pacific culture and maritime history. It supports commercially successful and innovative businesses and is a place for all people, an area rich in character and activities that link people to the city and the sea.



Wynyard
Quarter
2007



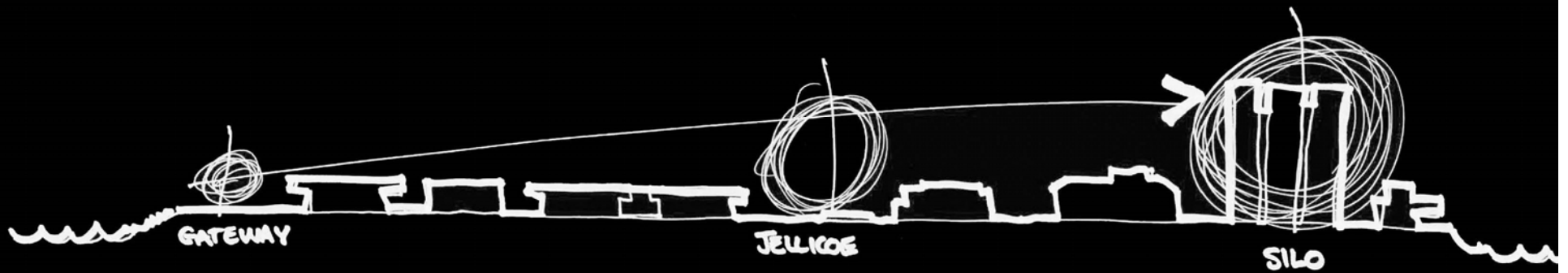
Wynyard
Quarter
2017





Placemaking is:

“A collaborative process by which we can shape our public realm in order to maximise shared value. Strengthening the connection between people and the places they share”



“**Placemaking** consciously introduces strategies of enticement, encouragement and reinforcement sufficient to ensure that strong patterns of public use take hold of, and gradually possess, a specific physical setting. “

Stuart Niven





Place by Design

Place by Programme



Place by Activation



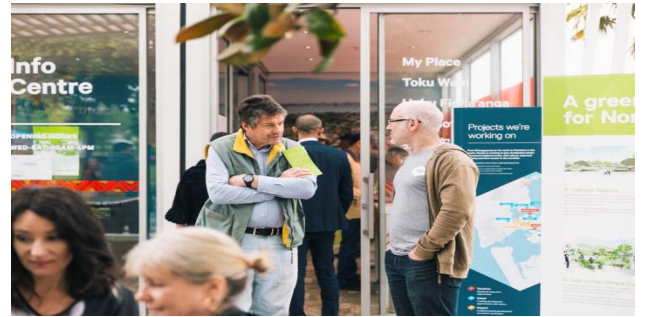


Do - Learn - Do





- +** **Transform**
Significant long-term regeneration
- +** **Unlock**
Creating development opportunities with others
- +** **Support**
Enabling housing development on council-owned land





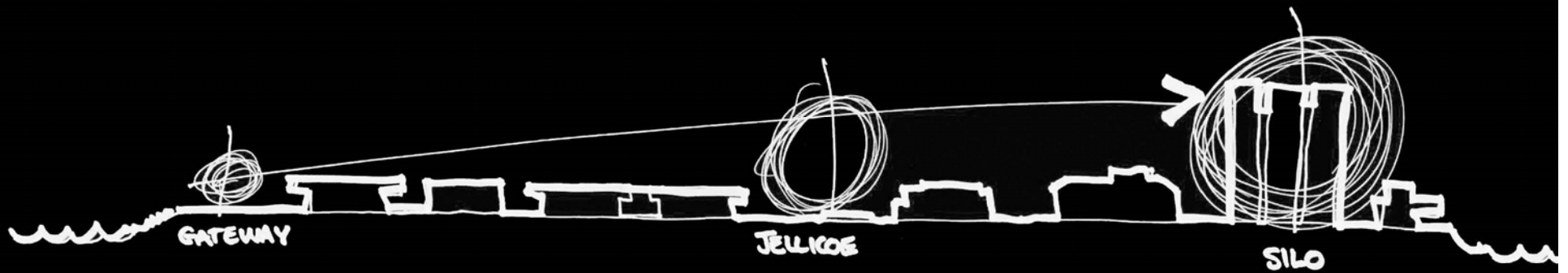
- 
Transform
 Significant long-term regeneration
- 
Unlock
 Creating development opportunities with others
- 
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 Enabling housing development on council-owned land



- WE FIND LOCAL KNOWLEDGE
- WE TEST DESIGN IN THE PLACE, FROM THE POINT OF VIEW OF THE PEOPLE THAT USE THE SPACE
- WE BUILD EMPATHY
- TO GAIN TRUST WE LOOK TO BE IN A SPACE CONSISTENTLY
- WE STITCH TOGETHER STORIES AND USERS OF THE SPACE TO HELP INFORM FUTURE DESIGN
- WE SUPPORT LOCAL GROWTH
- TRANSFORMATION







Placemaking is "...a process of remembering the history and associations of a place, but also of imagining our own place in its future"

Sharon Blackie, *The Enchanted Life*, pg. 208

Aroha

Love for all things,
living and otherwise

Forethought

Where the possibilities of a place are explored – what it could look like, how it should feel, and who would want to be there.

Research

Truly understand the place you are working with: observe, research and critique everything – both built and human.

Equity

Finding all the people that should be involved in a place and engaging with them in an authentic, enthusiastic and respectful manner.

Kaitiakitanga

Guardianship, authority and charisma

Manaakitanga

Hospitality, kindness and compassion

Do-learn-do

Trialling ideas in nimble, flexible and low cost ways before undertaking significant investment.

Aroha

Love for all things, living and otherwise

Mātauranga Māori

Knowledge and understanding based upon a Māori world-view

Wairuatanga

Spirituality, mindfulness and soul

Curation

Everything that goes into our places impacts on our audiences' experience. Everything is chosen with care.

Resilience

The creation as well as the enhancement of communities, including papakāinga, that are connected, robust and able to work through disruption – large or small in scale, planned or otherwise.

Tātai-Whakapapa

Identity is imprinted in place, people and practice

Kotahitanga

Unity, cohesion and collaboration

Long-range thinking

With an eye to future growth, we work on the understanding that with small, considered moves we have time to get things right.

Whanaungatanga

Relationships, accountability and reciprocity

Little things

We focus on things that tend to be smaller in scale, easy to deploy and cost effective.

Honouring the placemaking themes

Taking time to sit with the place, to carefully listen to its people, to respectfully hear and consider what is being said, and adjust our references accordingly

Play

Children enjoy and need play, and so do adults. Play makes us all happy. And being happy is good for you.

all things,
otherwise

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Our vision:

**Shaping spaces
for Aucklanders
to love**

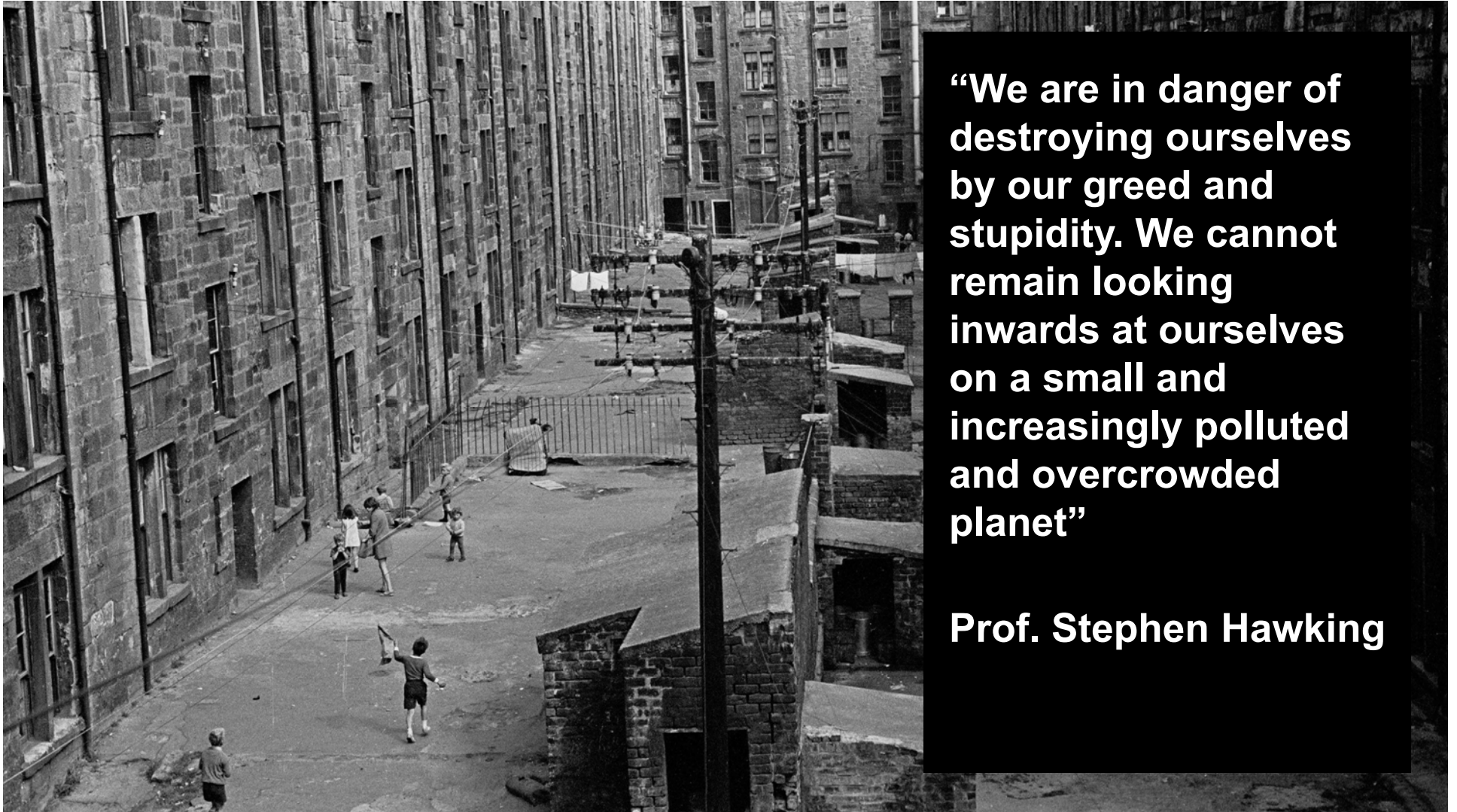


“[Love] is a word. What matters is the connection the word implies”

Rama-Kandra to Neo, Matrix Revolutions







“We are in danger of destroying ourselves by our greed and stupidity. We cannot remain looking inwards at ourselves on a small and increasingly polluted and overcrowded planet”

Prof. Stephen Hawking



And So:

The Other Side of the Conversation

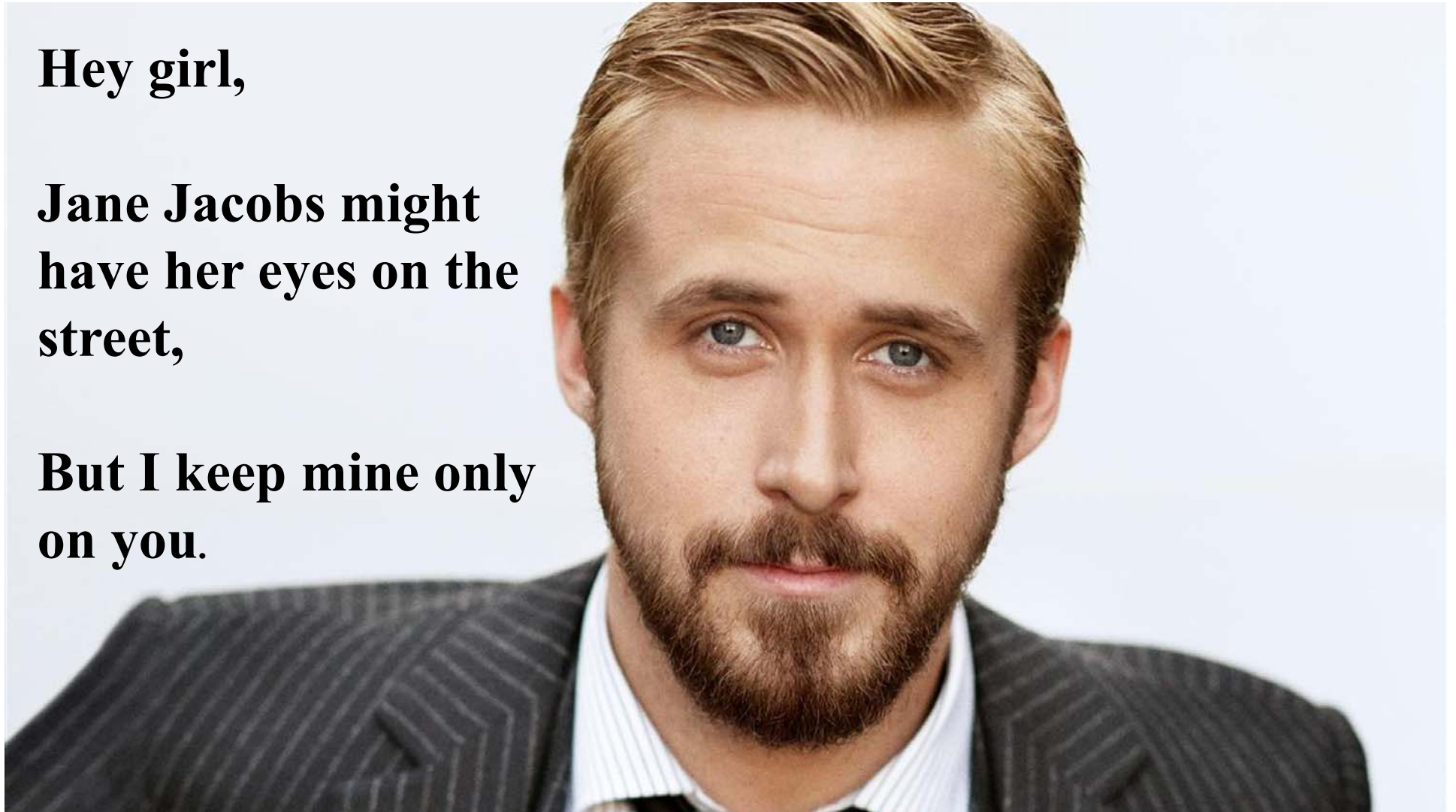
ELEMENT	SYMBOL	PERCENTAGE
Oxygen	O	65.0
Carbon	C	18.5
Hydrogen	H	9.5
Nitrogen	N	3.2
Calcium	Ca	1.5
Phosphorus	P	1.0
Potassium	K	0.4
Sulfur	S	0.3
Sodium	Na	0.2
Chlorine	Cl	0.2
Magnesium	Mg	0.1
Trace Elements include boron, chromium, cobalt, copper, flourine, iodine, iron, manganese, molybdenum, selenium, silicon, tin, vanadium and zinc		Less than 1.0

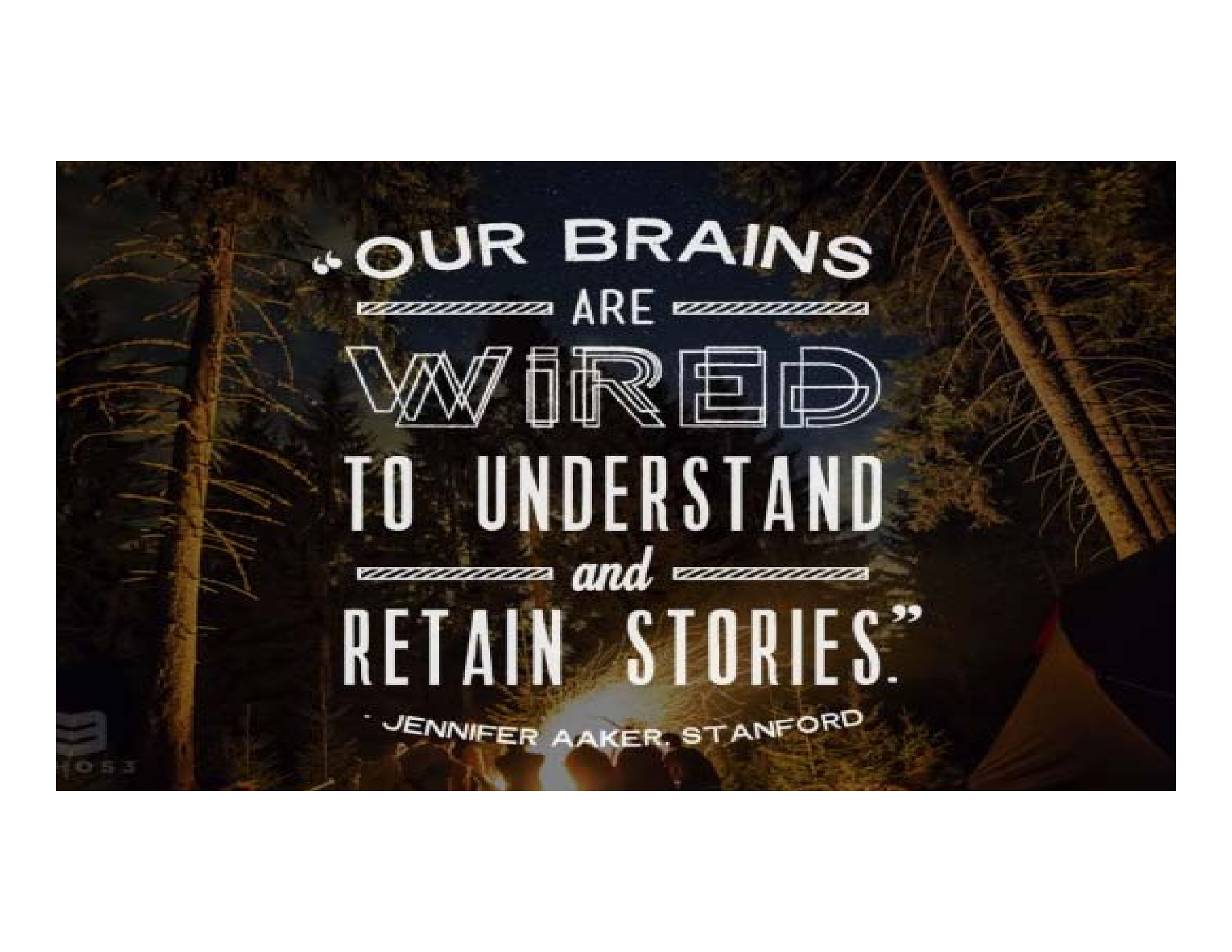


Hey girl,

**Jane Jacobs might
have her eyes on the
street,**

**But I keep mine only
on you.**





“OUR BRAINS
ARE
WIRED
TO UNDERSTAND
and
RETAIN STORIES.”

JENNIFER AAKER, STANFORD

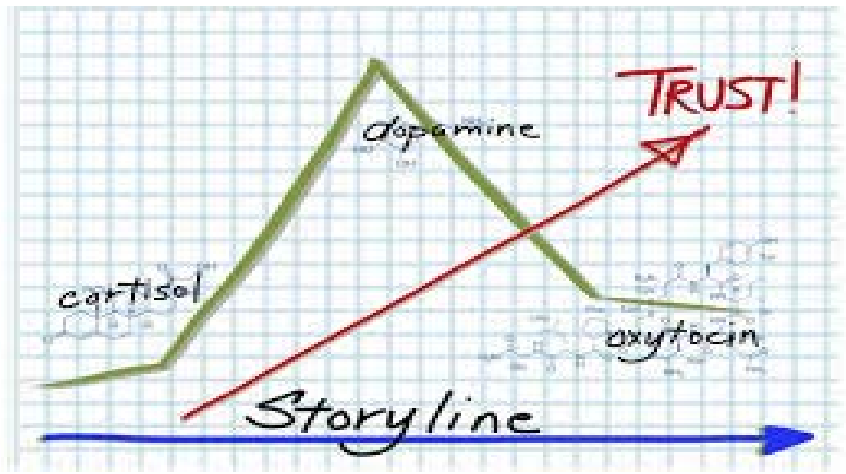
HOW STORYTELLING AFFECTS THE BRAIN

RETICAL COUPLING
A story activates parts of the brain that allow the listener to turn the story in to their own ideas and experiences. Thanks to a process called neural coupling.

IMMERSION
Listeners will not only experience the same brain activity as the speaker, but also the speaker.

DOPAMINE
The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.

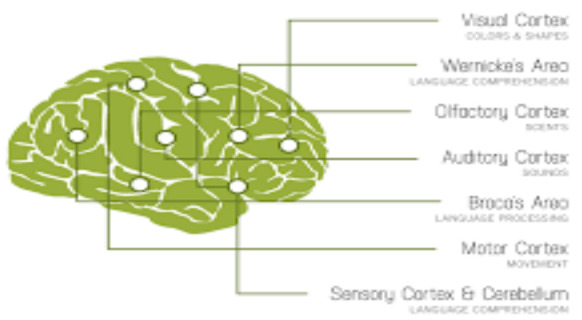
CORTEX ACTIVITY
When processing fiction, two areas of the brain are activated: Broca's and Wernicke's areas. A well-told story can engage many additional areas, including the visual cortex, sensory cortex and frontal cortex.



YOUR BRAIN ON DATA



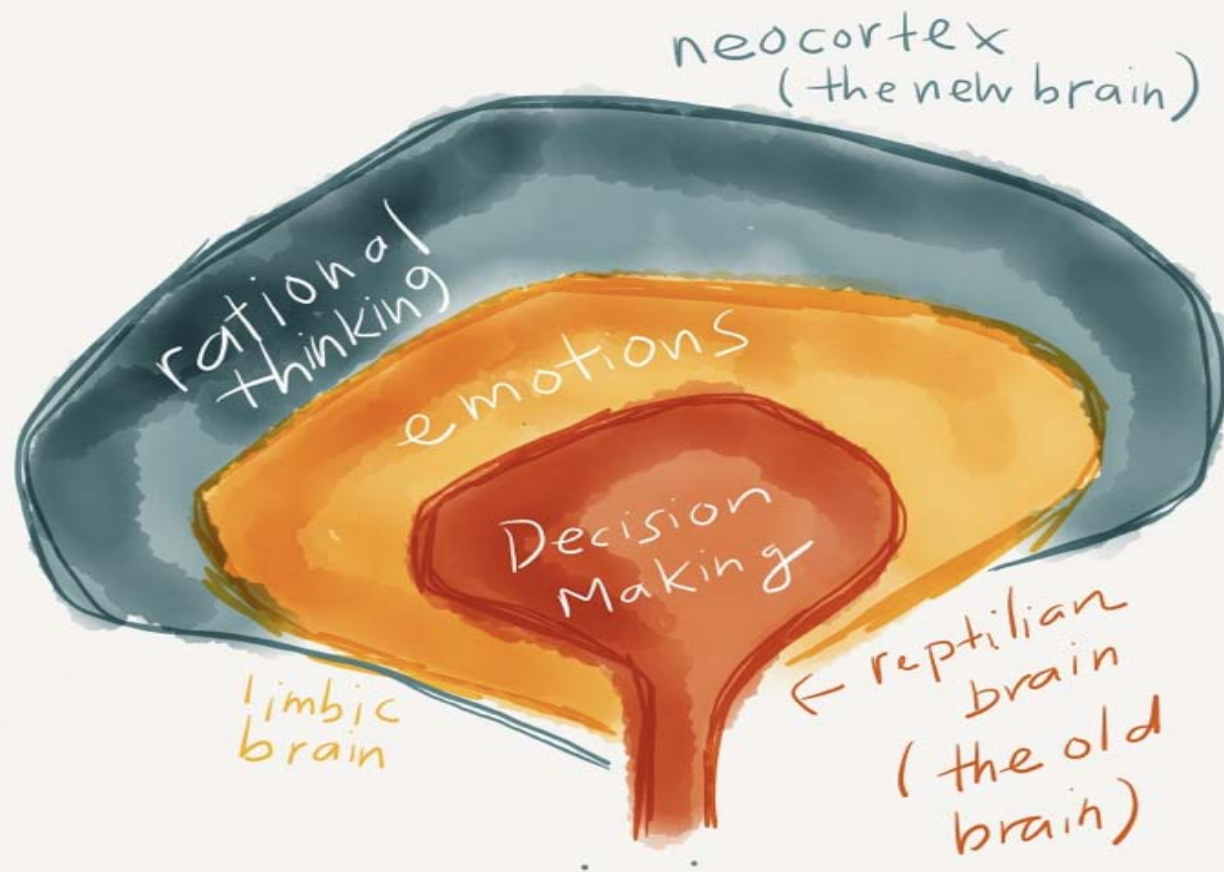
YOUR BRAIN ON STORIES




Why Tell a Story?


Distinctly human— hard-wired into DNA
Activates the emotional part of brain
Aids memory

Source: Dr Paul MacLean - Triune Brain Theory.
Illustration: Myself



A black and white photograph of a weathered, rectangular sign with rounded corners. The sign is mounted on a dark, textured surface, possibly a wall or a large piece of machinery. The sign's surface is heavily worn, with significant peeling and chipping of the top layer, revealing a lighter material underneath. The text "you are beautiful" is printed in a bold, lowercase, sans-serif font across the center of the sign. The background is dark and out of focus, with some faint horizontal lines and a few small, bright spots. The overall mood is one of resilience and enduring positivity.

**you are
beautiful**

A close-up photograph of a dark-stained wooden bench. A rectangular metal sign is mounted on the bench with four screws. The sign contains a humorous message in bold, black, sans-serif font.

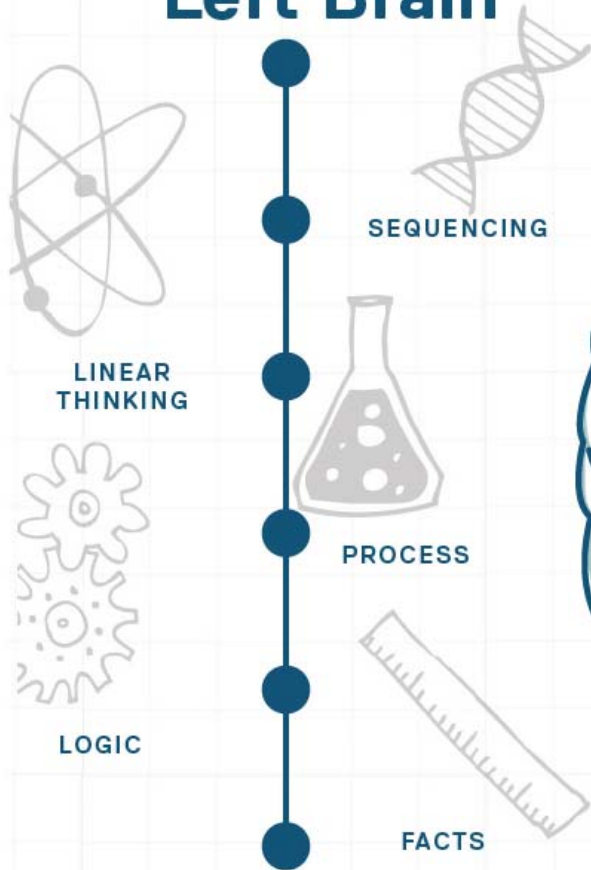
**This bench is reserved for
the young, beautiful and affluent.
If you are old, ugly or poor
please sit elsewhere.**

“We are all different, but we share the same human spirit. Perhaps it’s human nature that we adapt and survive”

Prof. Hawking again



Left Brain



Right Brain



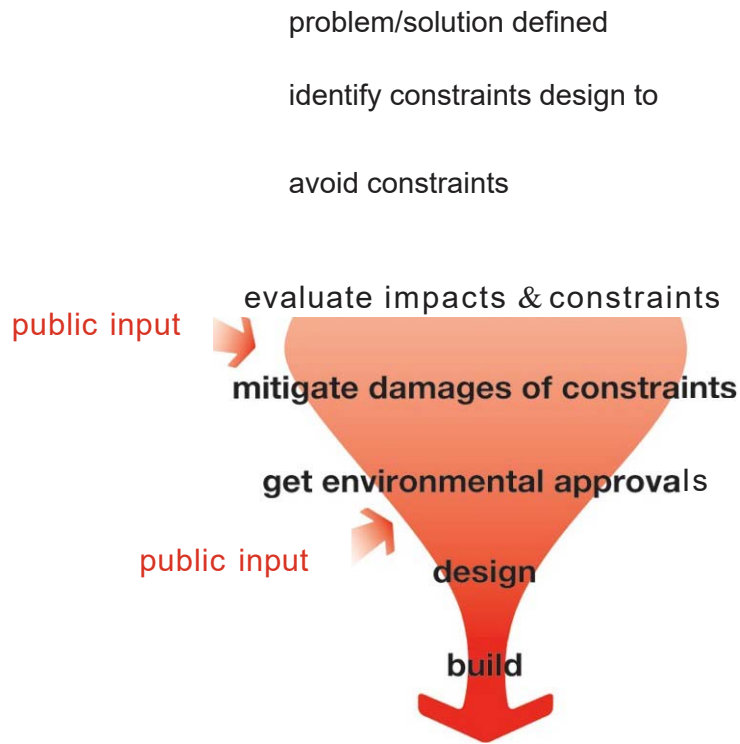


Icon

Bert and Ernie
1969
from the PBS television series *Sesame Street*
The children's educational television show *Sesame Street*
debuted in 1969 with the Kennedy Museum's support



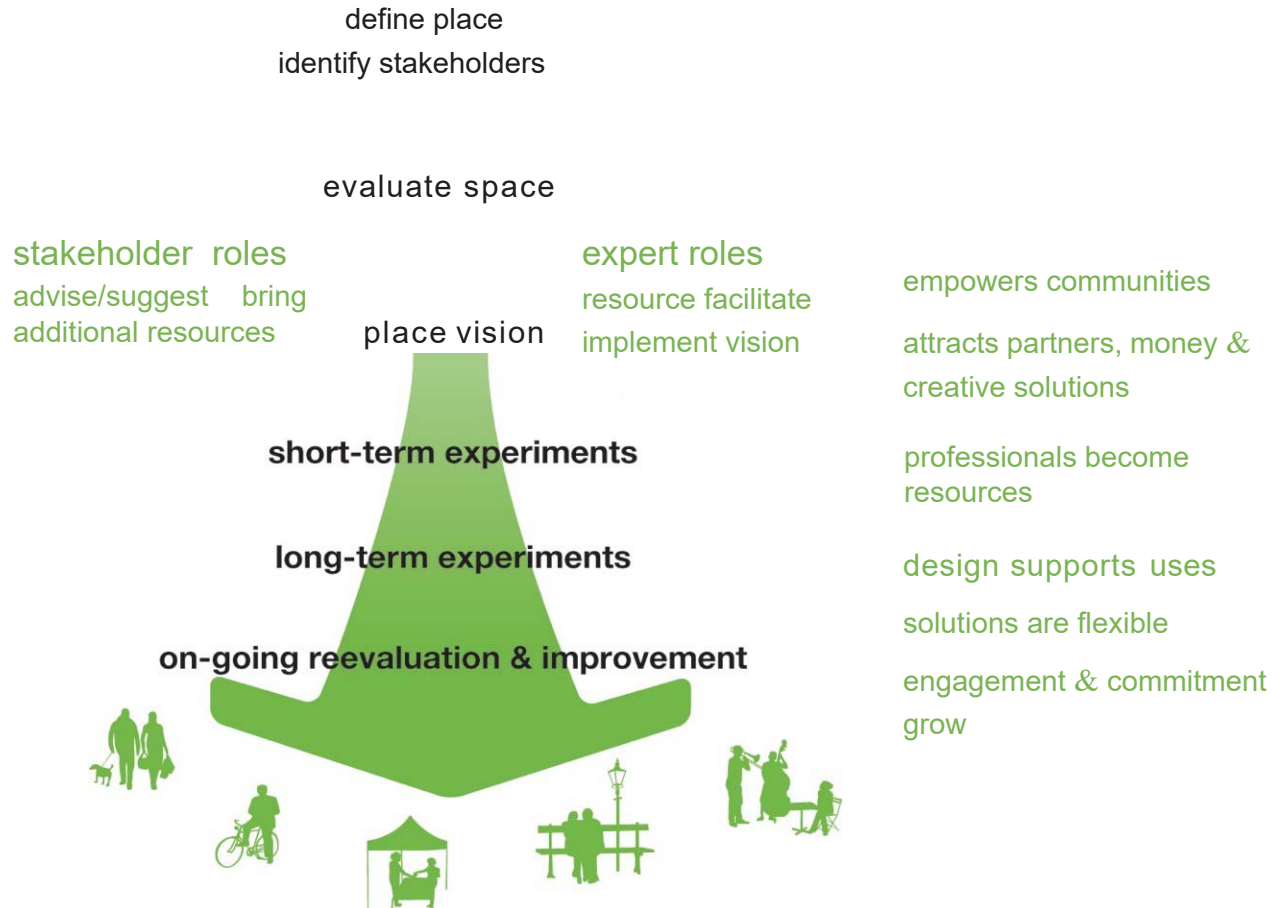
PROJECT/DISCIPLINE DRIVEN APPROACH



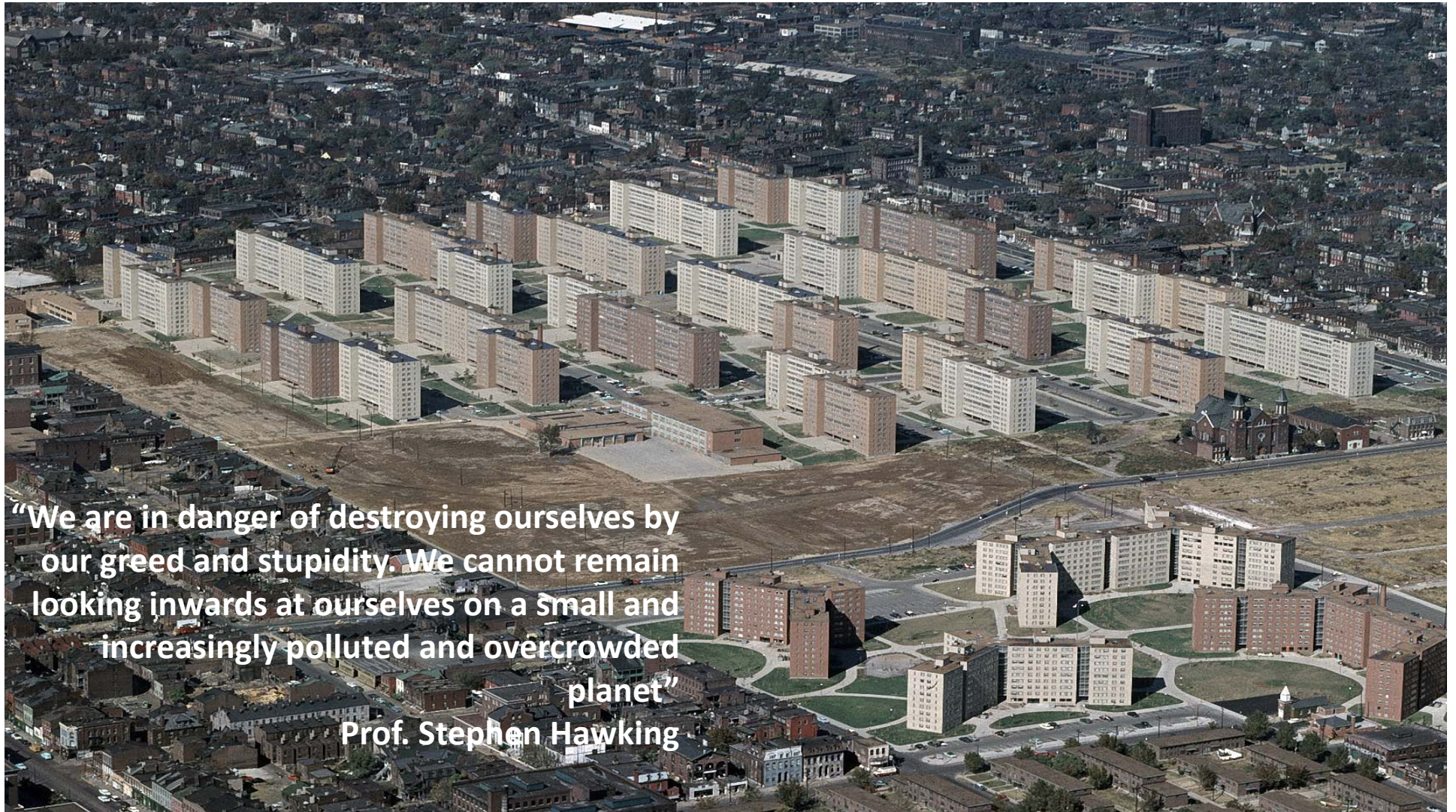
- narrow goals
- relies on professionals & "experts." crisis driven, politically initiated angry/reactive
- community meetings
- expensive
- static designs
- results in limited experience of place



PLACE/COMMUNITY DRIVEN APPROACH







**“We are in danger of destroying ourselves by our greed and stupidity. We cannot remain looking inwards at ourselves on a small and increasingly polluted and overcrowded planet”
Prof. Stephen Hawking**



“With community ownership... people could recover an authentic sense of connection with place and therefore have a framework in which to cultivate responsibility.”

Alastair McIntosh,
Soul and Soul, pg. 141

Lastly:

A Wee Anecdote (or two)

Wynyard
Quarter
2017

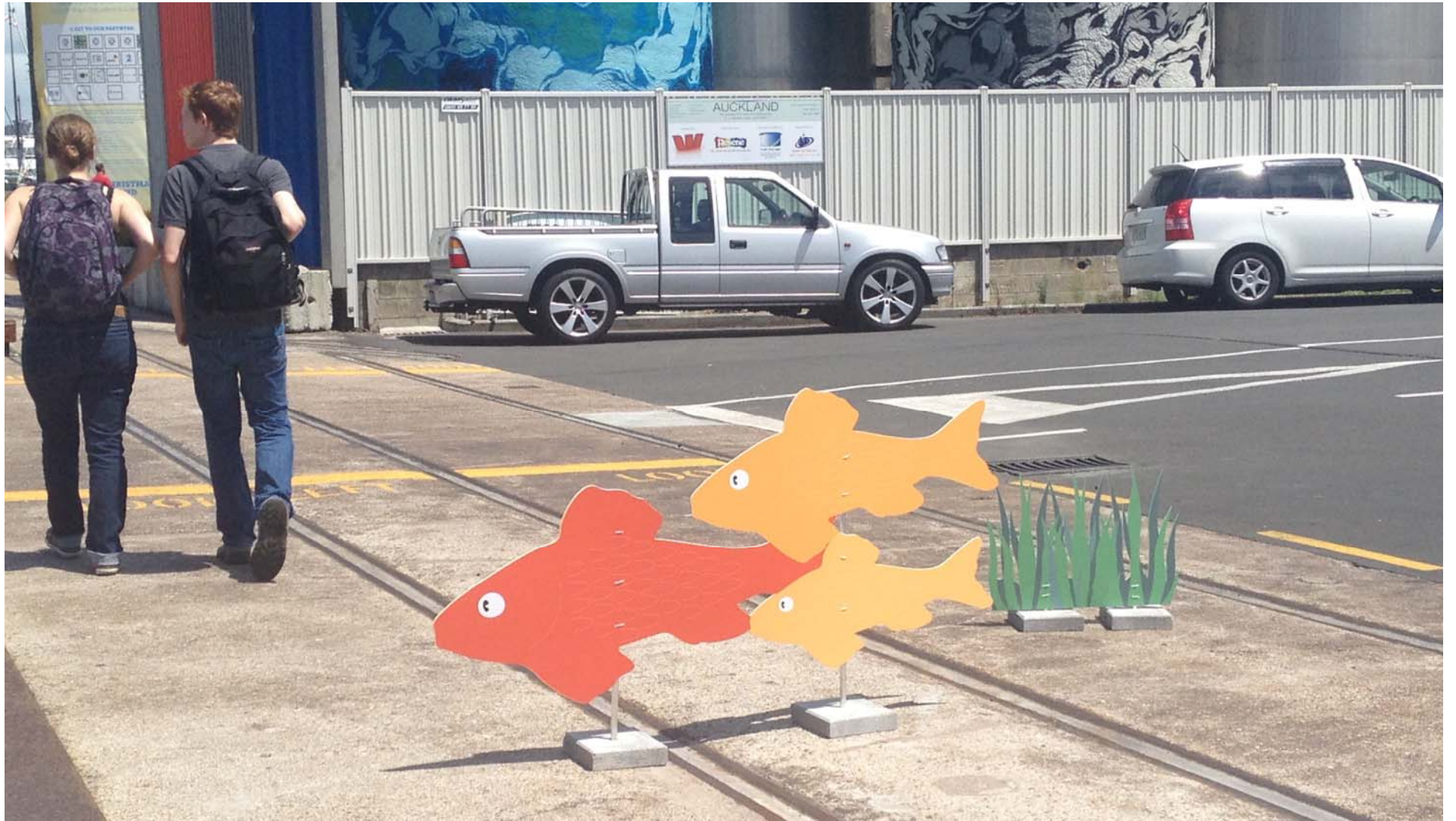


















Transform Manukau project area

600HA

project area.
Council controls

40

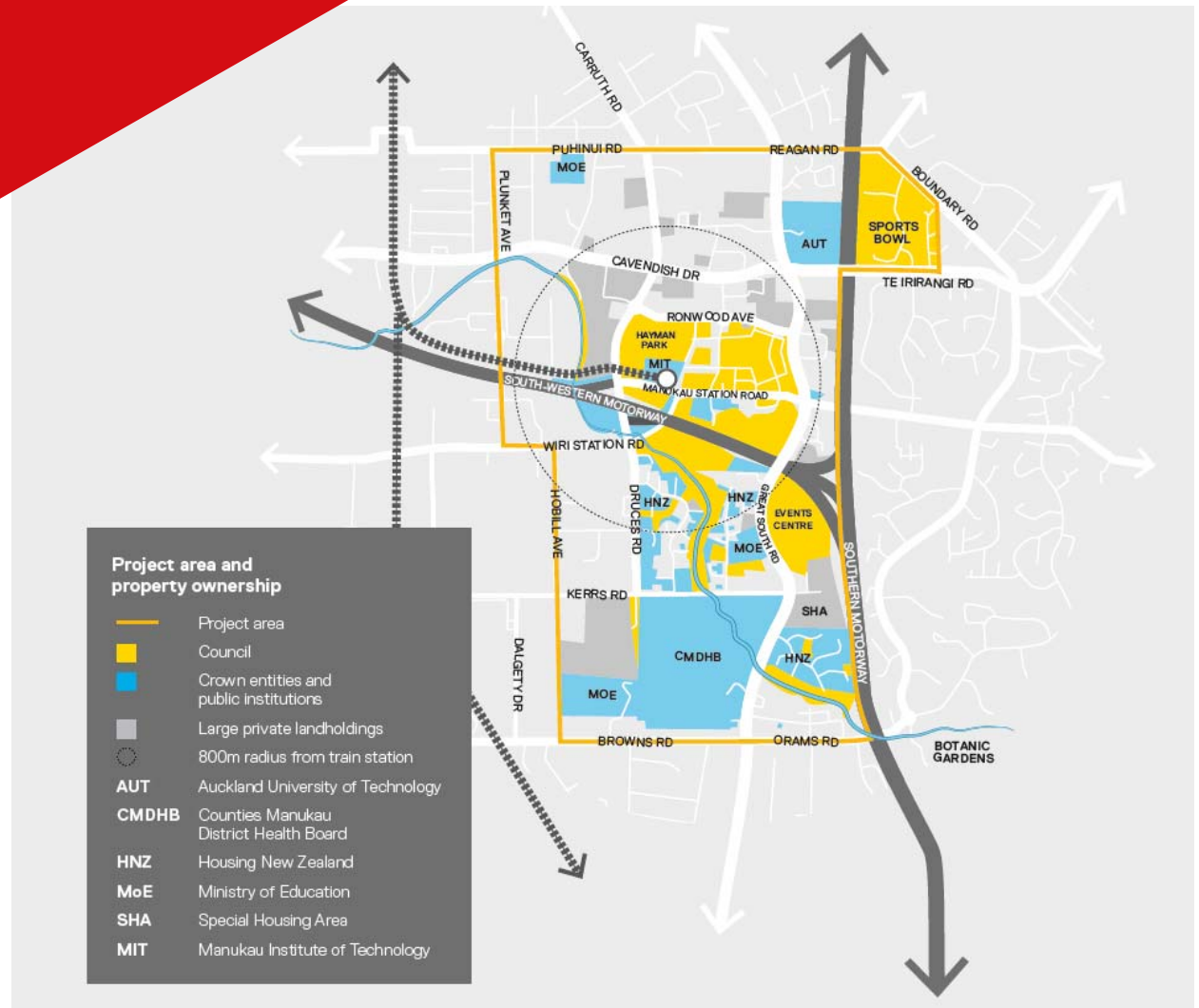
properties totalling

95ha

Crown controls

100ha

(gross)





Key move -Manukau

**Realising the potential
of the Puhinui Stream**

Enhancing the Puhinui Stream corridor
and creating a source of community pride,
activity, movement and interaction

People and place
Reconnecting to nature
Regenerating relationships

‘I like the peace and quiet...
not many people come
down here because they
think it’s yuck – and it is
yuck.’

‘This gives me courage to
help the Puhinui Lake and
clean the water’







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for Aucklanders
to love**



“[Love] is a word. What matters is the connection the word implies”

Rama-Kandra to Neo, Matrix Revolutions





What is the city but the people?
(William Shakespeare)



Ngā mihi nui
thank you