

**19th**

International Cities,  
Town Centres  
& Communities  
Conference



**ICTC 2019**  
**TRANSFORMATIVE**

23-25 October 2019  
Townsville, North  
Queensland

*Cities*

**Ethan Kent**  
**Co-Director, PlacemakingX**  
**Senior Fellow, Project for Public Spaces, USA**

### **From Liveable to Lovable: Building People Powered Places**

Ethan will share the frontiers of placemaking from his extensive work on six continents leading the movement over more than 20 years.

Ethan has visited Australia at least once a year, to learn from and grow the regional placemaking movement, since first keynoting ICTC in 2007. He will share on how Australia has helped lead the global movement since, and ways it still needs to learn from other regions.

While Australia leads on livability for its capital cities, Ethan will talk about how communities of all sizes need to focus on lovability to achieve livability more affordably and inclusively. Pursuing place attachment, achieved through placemaking and place governance, can drive local investment, innovation, and entrepreneurship, that will further set communities apart in a future where place matters more than ever.

Ethan will discuss how regional and satellite cities are positioning to lead on placemaking by inviting existing and new residents to shape their places and economies in ways that large cities can not.

He will also share thoughts on how place and placemaking are disrupting and reinventing more collaborative approaches to tourism, innovation districts, new mobility, governance, urban design, arts and culture, urban planning, economic development, and many other fields.