MP4

Marcia Pereira

making places
profitable

The Interreg IVB
North Sea Region
Programme

ESALA- SBE event
09/09/2011

introduction

designer & researcher

architecture & urbanism + education + information technology = user empowerment

design & development of real & virtual environments = user-centred + critical + collaborative process

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process → design & production → architecture & urban space

participation

partnerships

learning

creativity & innovation

governance

community development

new technologies

place-making &
place keeping

empowerment

open spaces

transnational learning

urban management

virtual environments 4
learning & collaboration

rapid urbanisation issues

intelligent cities

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MP4 project

delivering sustainable **open spaces** -
From Place-Making to Place-Keeping

Although often seen as something that comes after Place-Making...

PM → PK
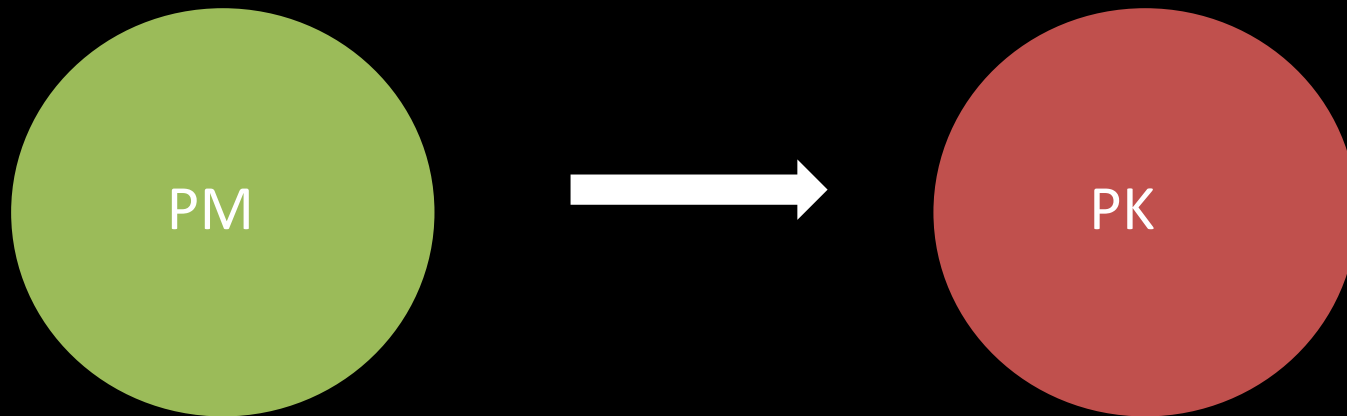
We understand **Place-Keeping** as the long-term management and maintenance of a space in a sustainable way, guaranteeing its lasting social, environmental and economic qualities and benefits.

what can happen when Place-Keeping is not considered

what can happen
when Place-Keeping is
not considered

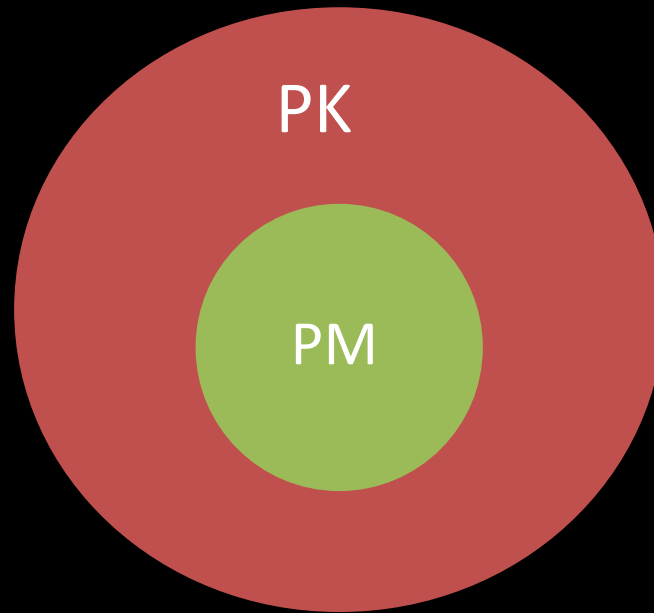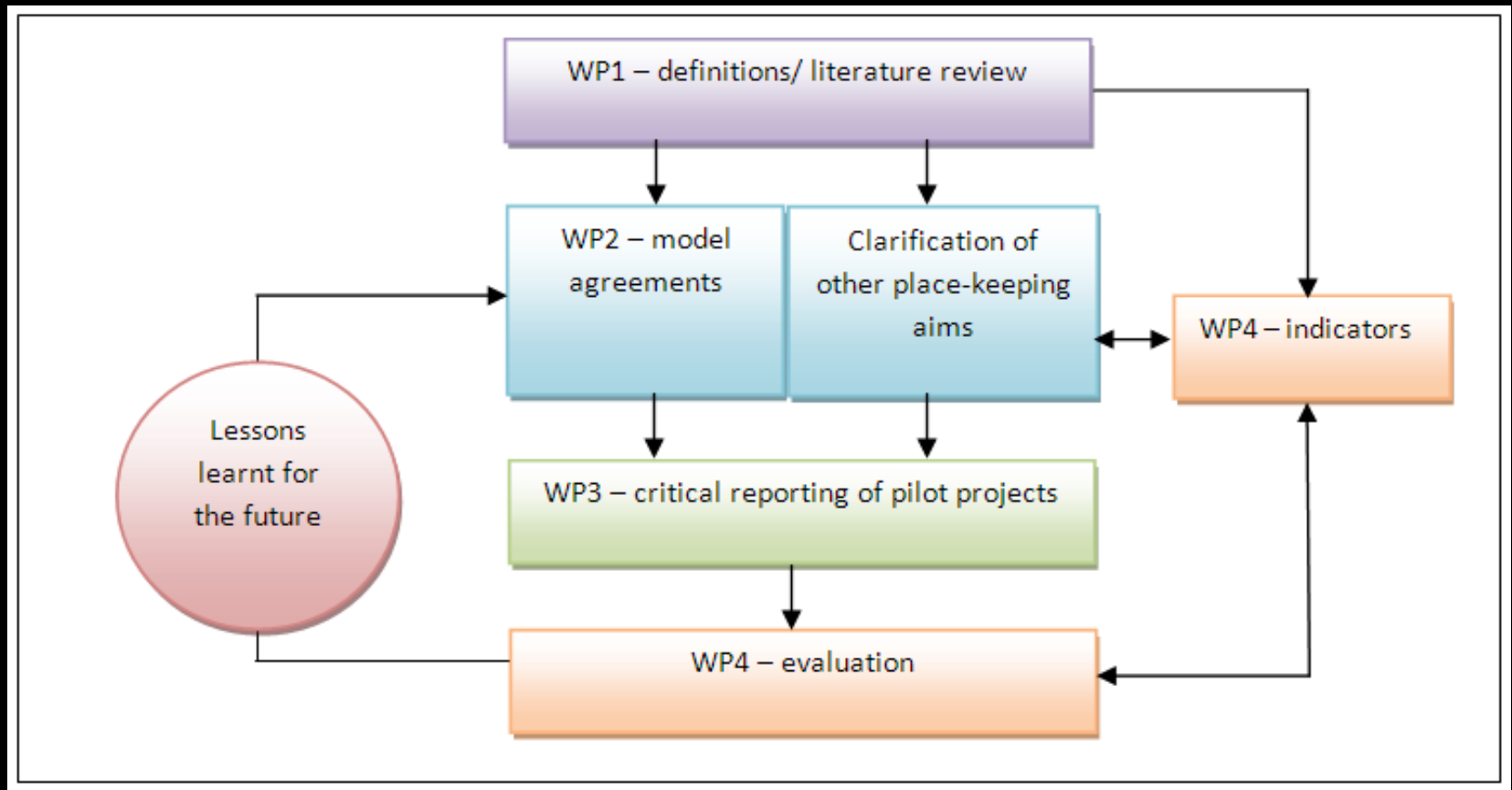**Place-Keeping** needs to become an integral part of the planning & design processes

PK

PM

Place-Keeping needs the long-term involvement of several stakeholders in several stages - planning, design and construction <place-making> as well as management and maintenance.

project work-packages

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8 pilot projects
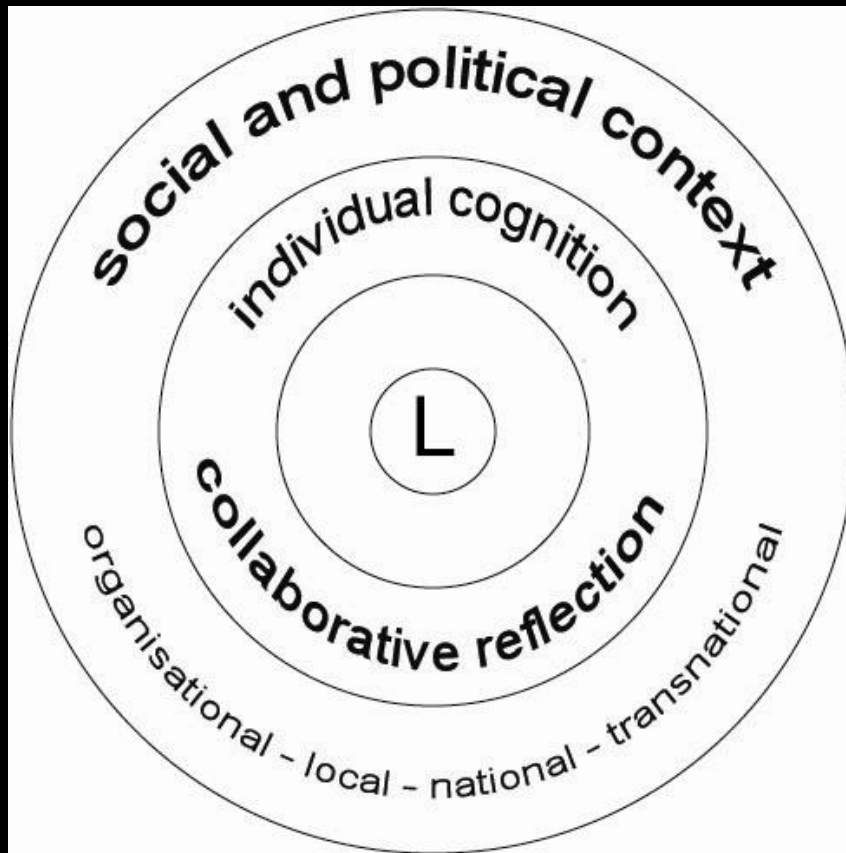Emmen (NL), Bruges (BE), Sheffield (UK), Gothenburg (SE) and Hamburg (DE)
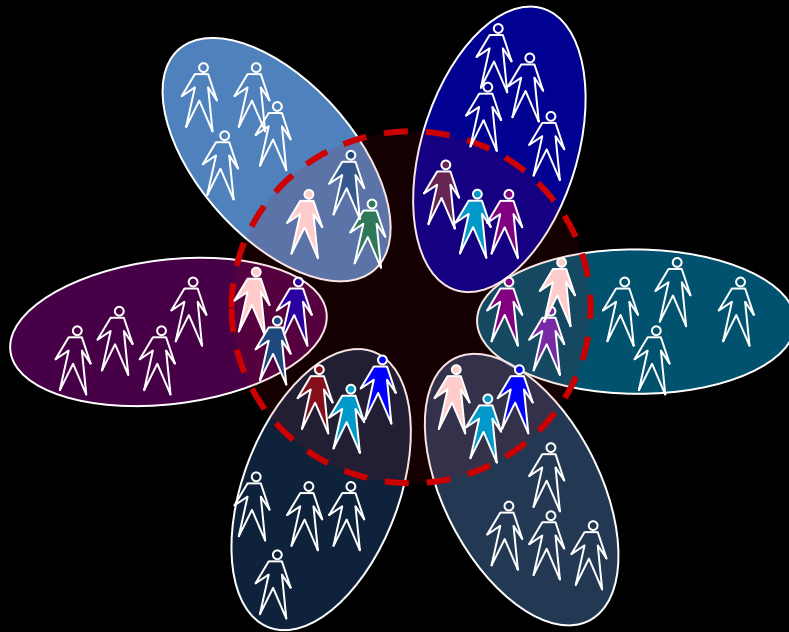+
2 lab projects
Aarhus (DK) & Barger-Compascuum (NL)

Learning

from individual learning to transnational learning

transnational learning

social and political context
individual cognition
collaborative reflection
L
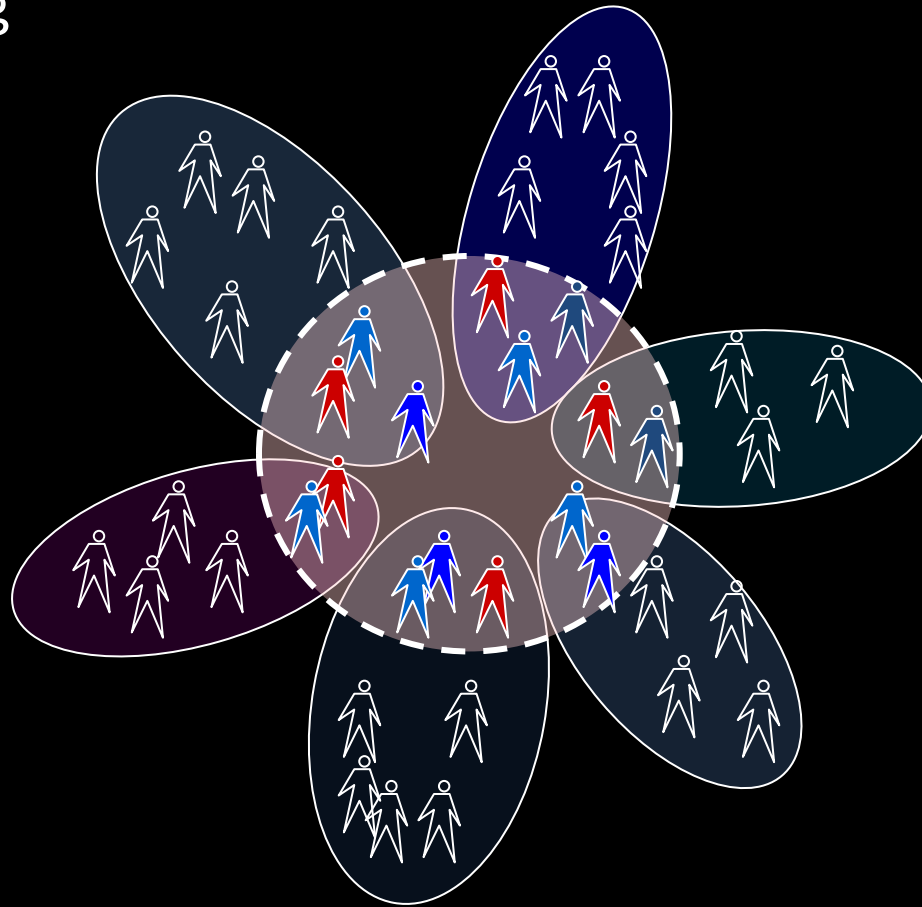organisational - local - national - transnational

(adapted from Pereira 2001)

f2f
online
learning logs
learning labs
workshops
joint planning groups
...

individual > team > organisational > local > national > transnational

transnational learning

f2f
online
learning logs
learning labs
workshops
joint planning groups
...

individual > team > organisation > local > national > transnational

finally...

moving soon...

but still to be found at marcia.pereira07@gmail.com

and looking forward to collaborating with you from...

Marcia Pereira

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