Building the Social City

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@PPS_Placemaking
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
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

DESIGN
PROJECT-LED APPROACH

PROBLEM/SOLUTION DEFINED BY EXPERTS

DESIGN

APPROVAL PROCESS
PROJECT-LED APPROACH

PROBLEM/SOLUTION DEFINED BY EXPERTS

DESIGN

APPROVAL PROCESS

IMPLEMENTATION
PROJECT-LED APPROACH

PROBLEM/SOLUTION DEFINED BY EXPERTS

DESIGN

APPROVAL PROCESS

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?

PLACE

- Sociability
- Uses & Activities
- Access & Linkages
- Comfort & Image

PROJECT FOR PUBLIC SPACES
PLACE-LED APPROACH

Architecture contributes to the life of the place.
PLACE-LED APPROACH

PLACE, NOT A PROJECT, IS THE ORGANIZING IDEA
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COMMUNITY RESIDENTS HELP DEFINE VISION
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SHARED ROLES FOR IMPLEMENTATION
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SHARED SENSE OF COMMUNITY
PLACE-LED APPROACH

PLACE, NOT A PROJECT, IS THE ORGANIZING IDEA

COMMUNITY RESIDENTS HELP DEFINE VISION

SHARED ROLES FOR IMPLEMENTATION

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?
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