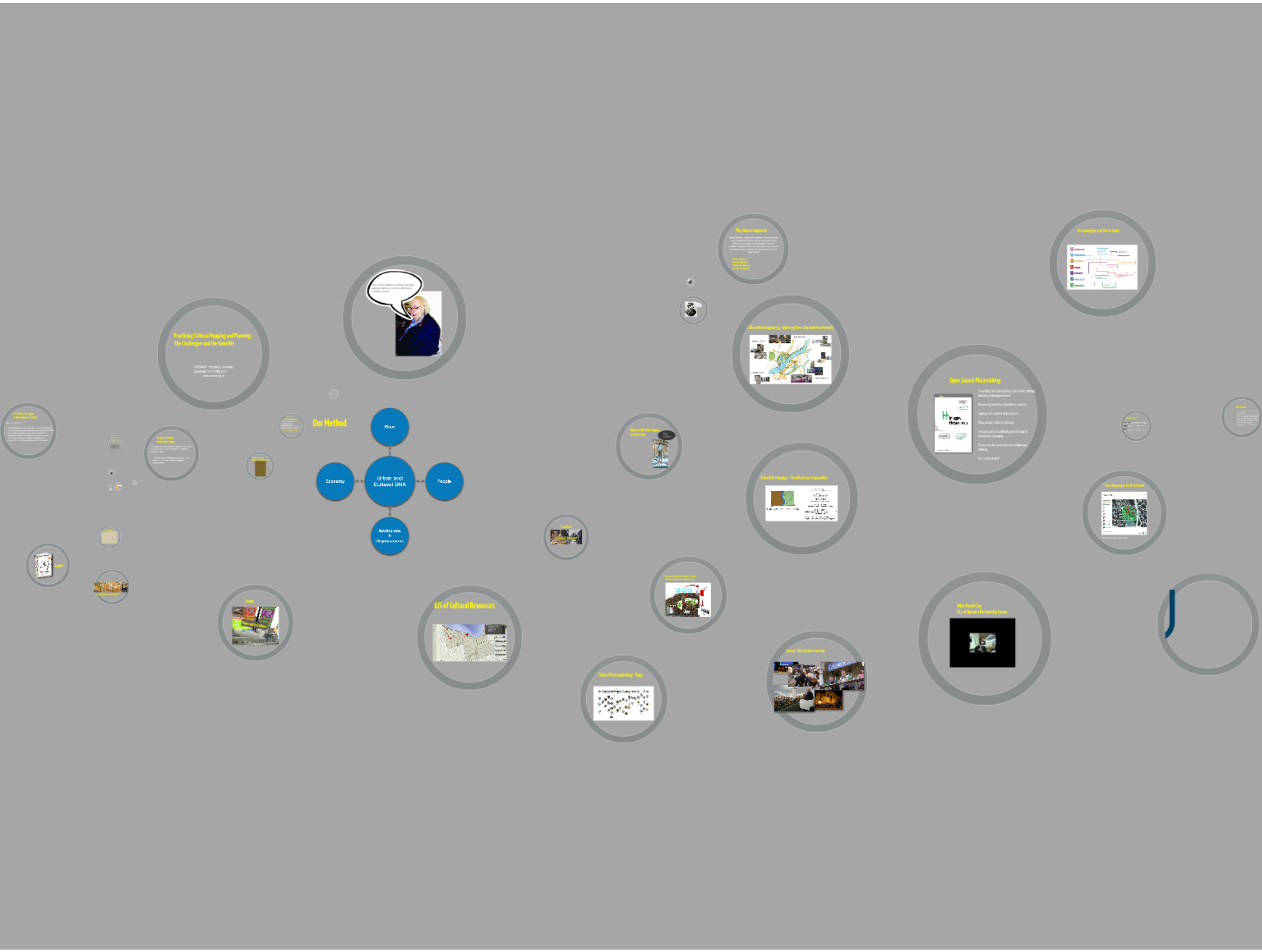

Practicing Cultural Mapping and Planning - The Challenges and the Benefits
Our Method
Place
Economy
Urban and Cultural DNA
People
Institutions & Organisations
GIS of Cultural Resources
Open Source Placemaking

Practicing Cultural Mapping and Planning - The Challenges and the Benefits

Lia Ghilardi – Metropolis Laboratory
Copenhagen 21-23 May 2014
www.noema.org.uk

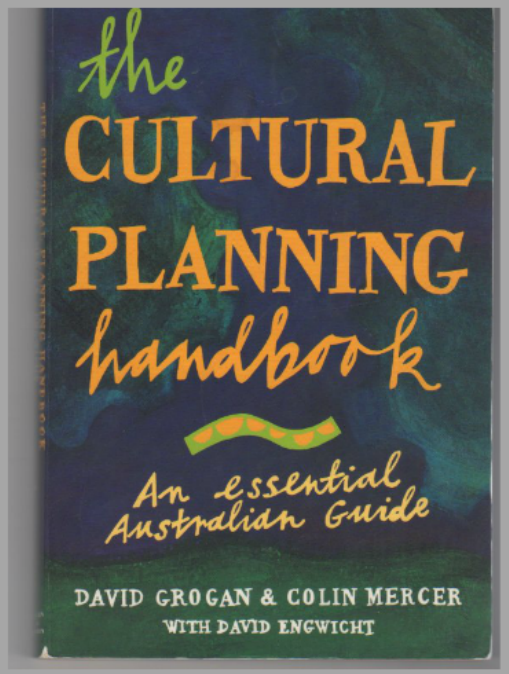
Cultural Planning
Back in the 1990s

"Cultural planning is the strategic and integral planning and use of cultural resources in urban and community development".
(Colin Mercer, 1993)

"Cultural Planning is a 'culturally sensitive' approach to local development including community development".
(Bianchini, 1993)

Australian Model

1990, Brisbane Cultural Development Strategy, guaranteed a wide circulation of the model among policy-makers.
1992, The Joondalup Cultural Plan.
1993, The policy framework Cultural Development in South East Queensland
1995, Publication by Arts Queensland & the Australia Council for the Arts of the Cultural Planning Handbook.



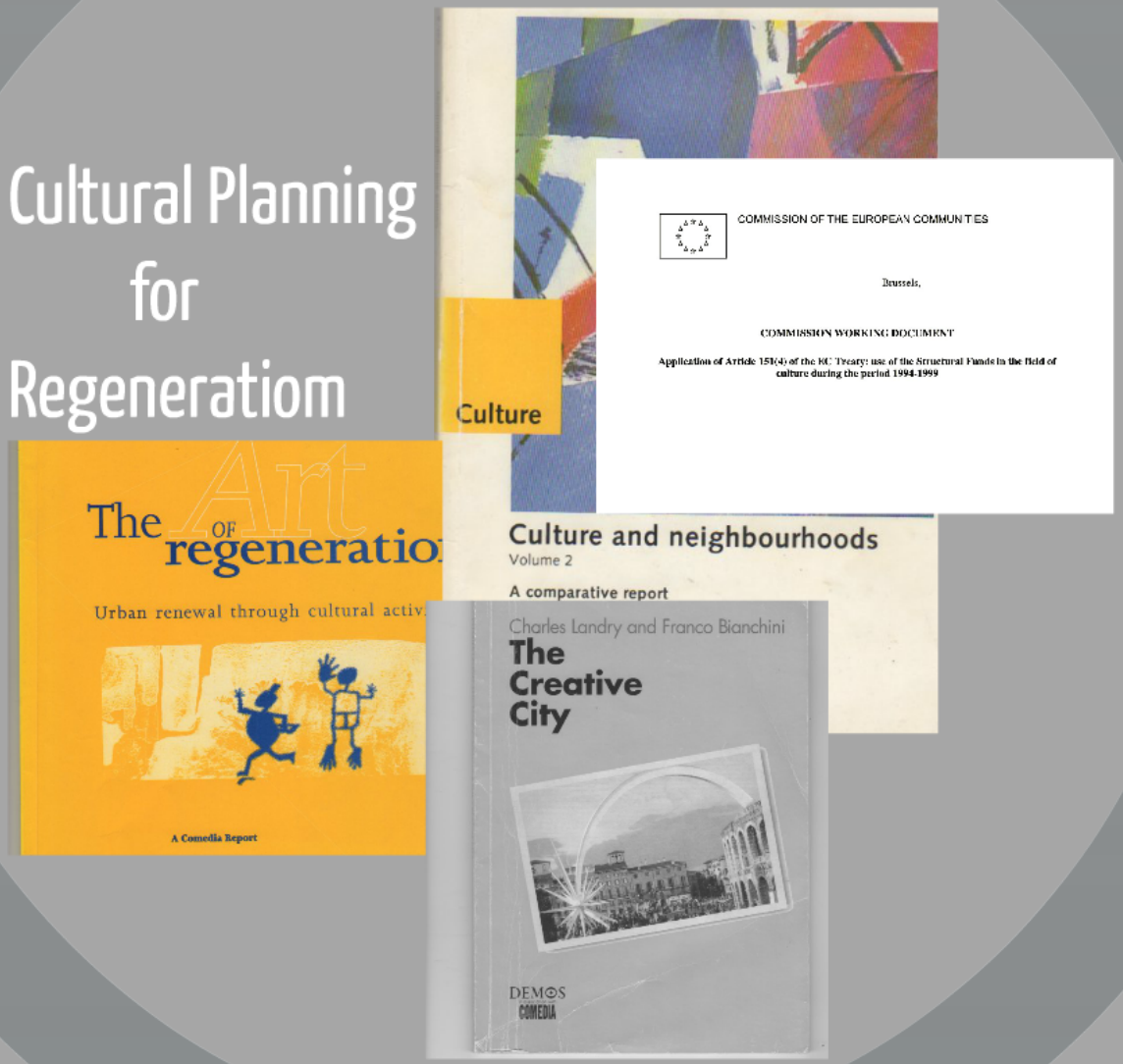
In the UK in the 1990s -
A Broader Notion of Culture

Using Cultural Planning to :

- Bring cultural activities centre stage in the business of local authorities.
- Foster a balance between production and consumption of culture in a place.
- Assist urban renewal and generate economic opportunities.
- Improve the quality of life and well being of people living in a place.
- Foster strategic thinking and collaboration between spheres of government, community organisations and the private sector.

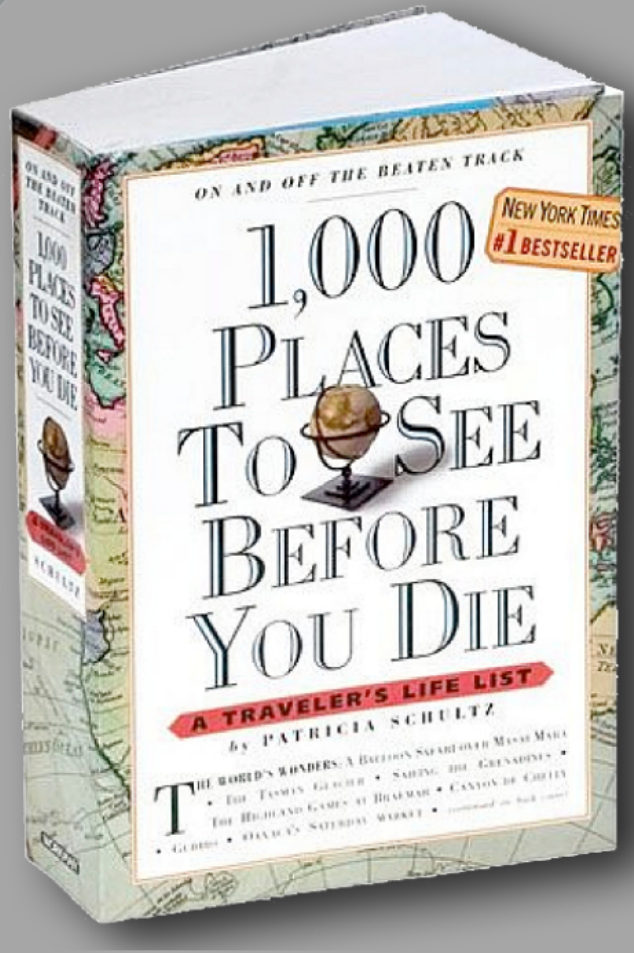
In the UK & EU - 1990s

Cultural Planning for Regeneratiom



Trends

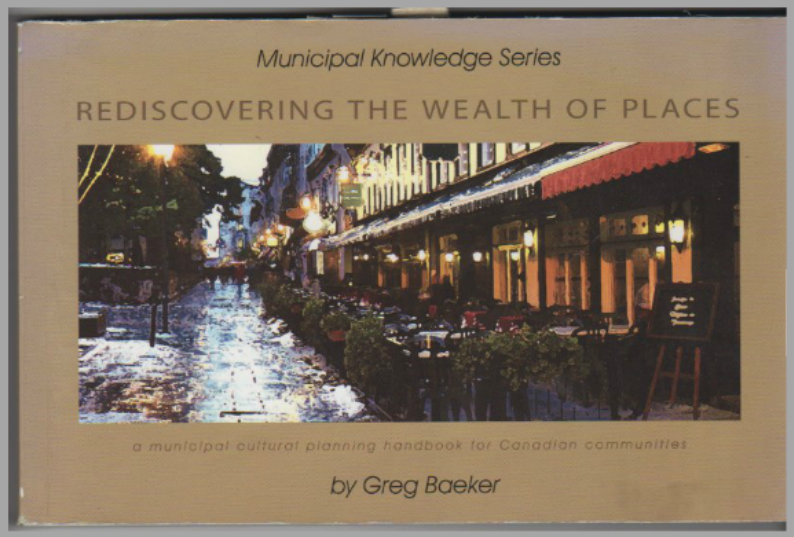
08
Liverpool
08
Liverpool
EUROPEAN
from coal to culture
CLASS


ON AND OFF THE BEATEN TRACK
1,000 PLACES TO SEE BEFORE YOU DIE
NEW YORK TIMES #1 BESTSELLER
A TRAVELER'S LIFE LIST
by PATRICIA SCHULTZ

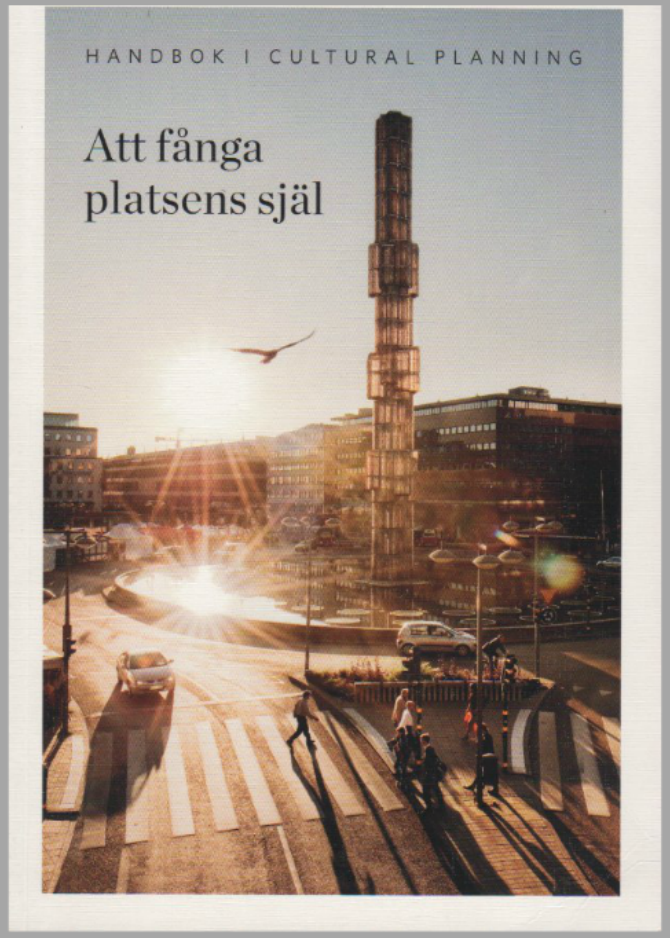
Really?

In Canada (2010)

"Municipal Cultural Planning is a municipally-led process to systematically identify cultural assets and integrate culture into all aspects of municipal decision making".
It is a 'whole system approach' (involvement of local stakeholders, interdisciplinary, addresses the inter-relations between different aspects of local culture).



Mapping is Key



More Recently in the UK
Emphasis on the Planning Element

The Noema Approach

"Cultural Planning is a people-centred approach to local development and place making which implies an understanding of the local cultural and social ecology, community assets, urban DNA.
It's about mobilising the distinctiveness of place in order to create more opportunities for people to work, play and grow as citizens".
(Ghilardi, 2001)

Use words such as:
Planning Culturally
Collaborative Urbanism
The Soft City Planning

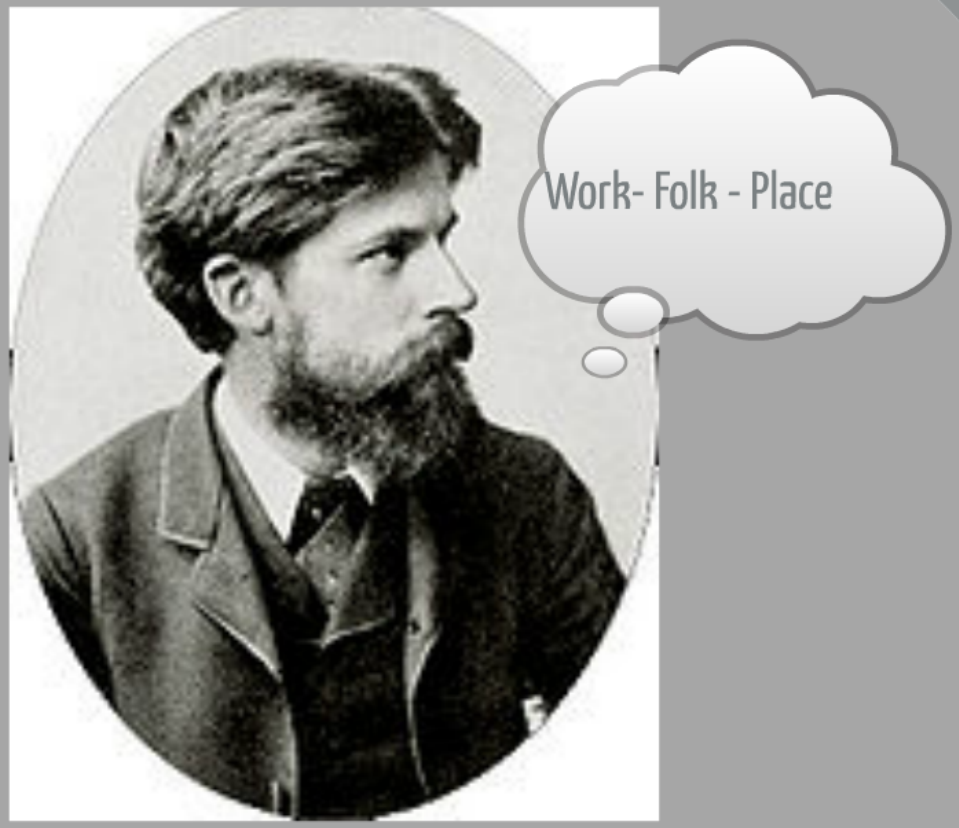
My Experience

Have completed 40 + full Cultural Planning strategies

50 + Mapping assignments in a variety of contexts
(e.g. cities of culture, branding exercises, tourism strategies and community plans)

Recently key role in over 15 architectural and design competitions.

The city is a conscious work of art,
and it holds within its communal framework
many simpler and more personal forms of art.


Work- Folk - Place

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

Ecosystems

The Process

- Become ethnographers by practicing the art of 'deep hanging out'.
- Identify distinctive character, resources/assets.
- Design participatory mechanisms combining expert knowledge with 'wisdom of crowds'.
- Put in place delivery mechanisms supported by shared leadership on the ground.
- Implement trigger initiatives (urban & cultural acupuncture!).

The Process

- Work out a 'story' a trajectory for a city or place.
- Establish ethos of internal collaboration, openness and support of new ideas.
- Citizens' role in the mapping and delivery.
- Delivery through mixed teams with different competences.
- Start small then grow incrementally by adapting to changing internal and external circumstances.

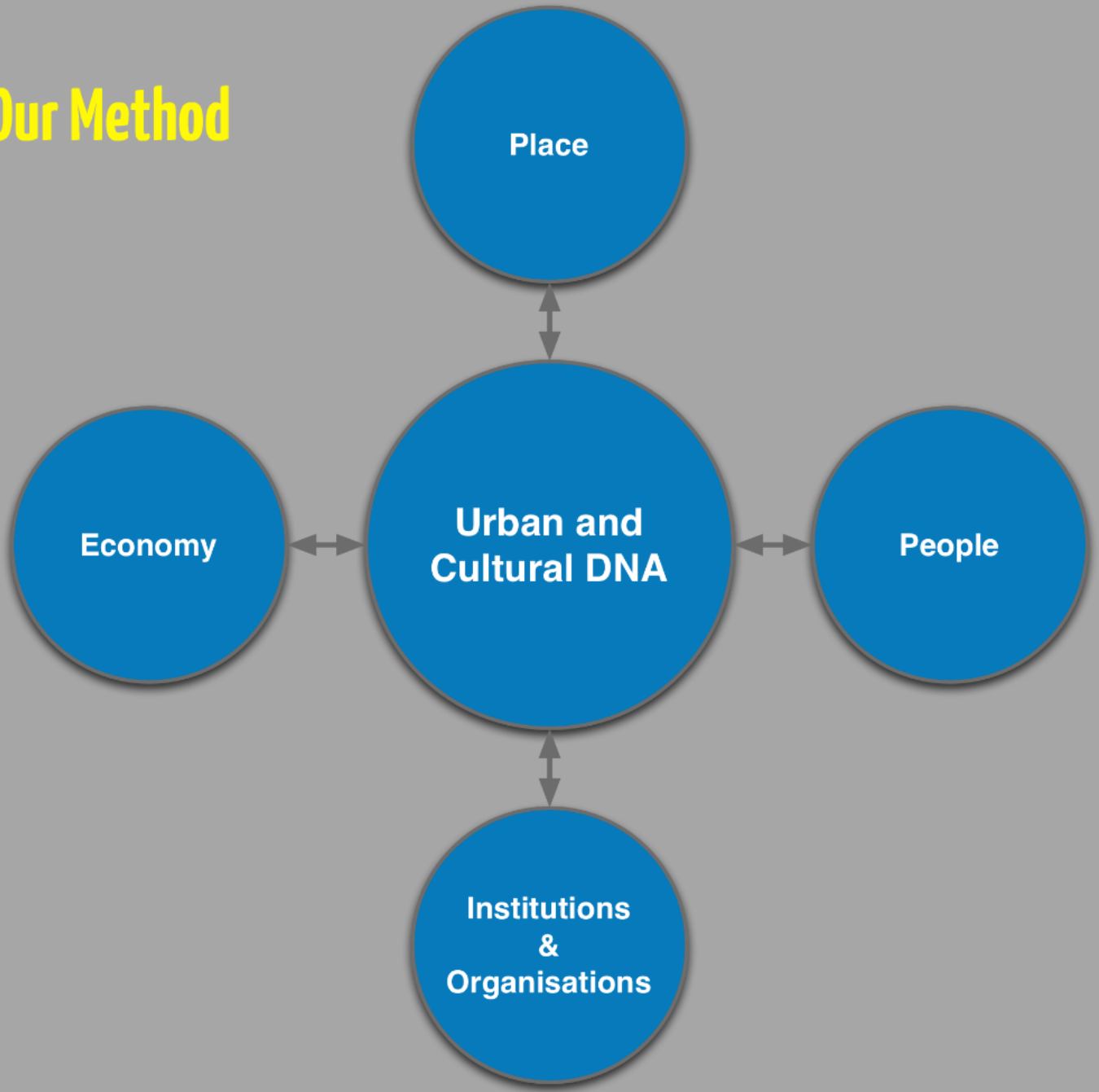
Mapping Tools

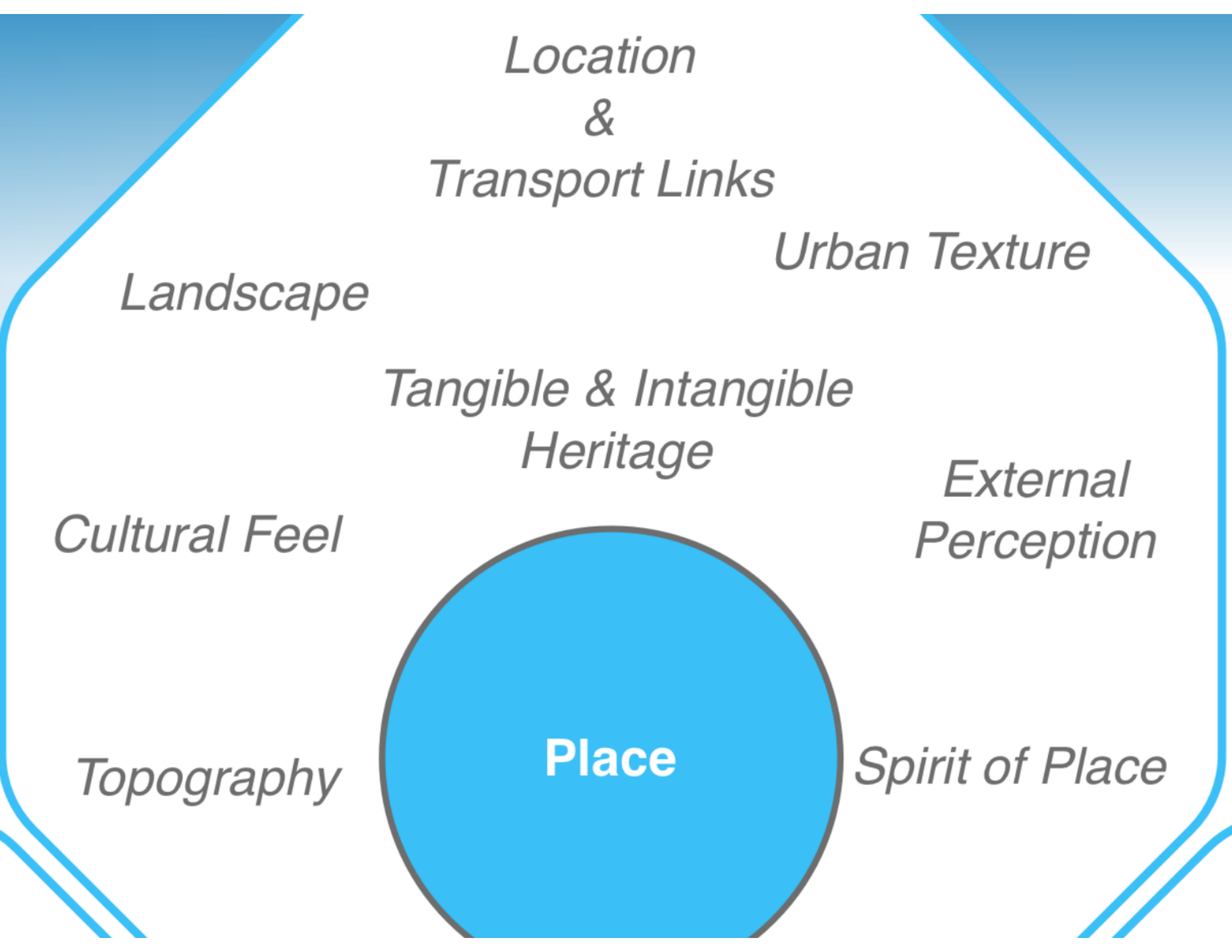
CULTURAL ECOLOGY MAPS (for better information about cultural assets, better marketing, improved networking among cultural organizations) Include GIS maps.

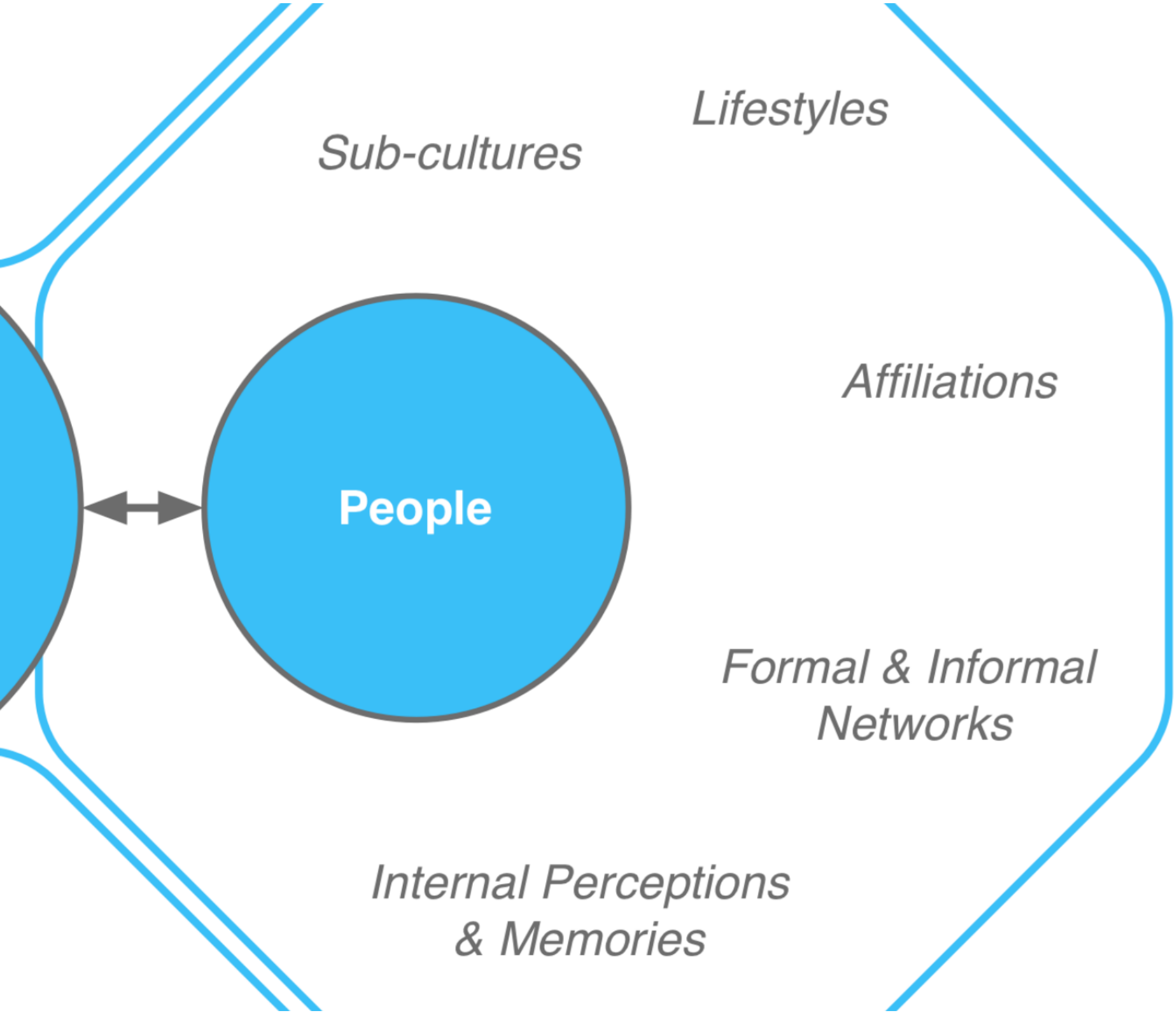
MENTAL MAPS (to show perceptions, feelings, place image, identity) Also Image Banks.

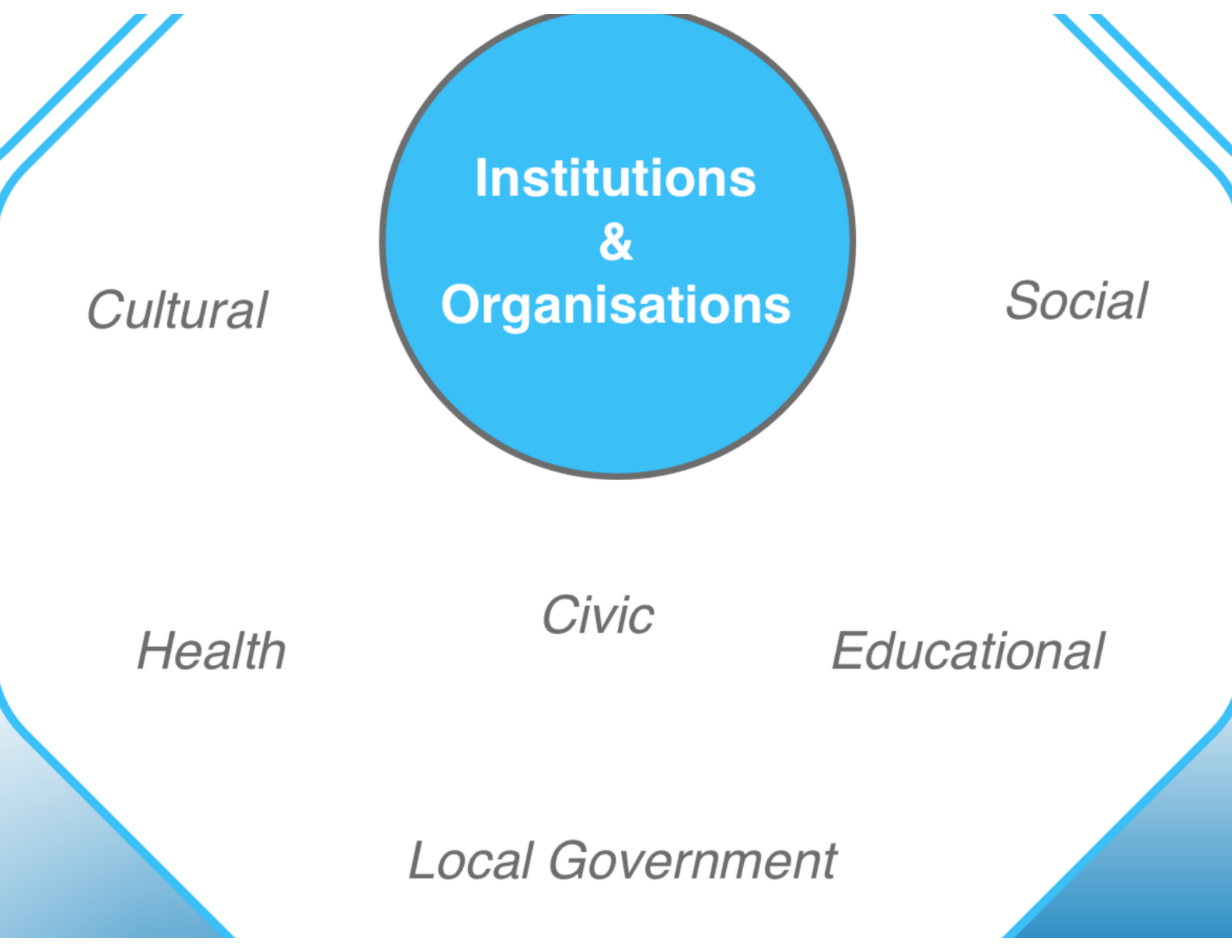
MIND MAPS (to generate new solutions or development opportunities, to match assets/resources to needs, tackle challenges in a creative way).

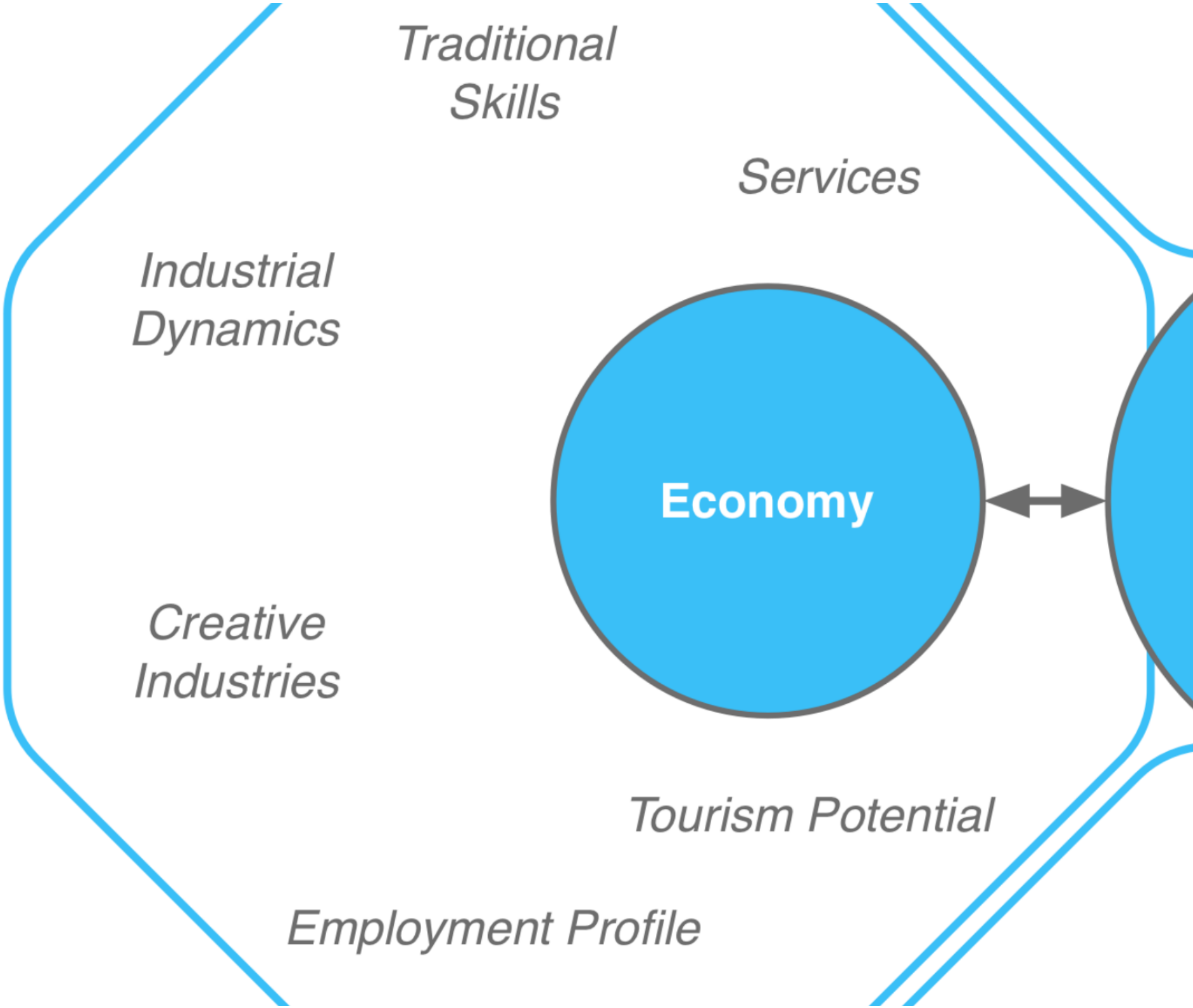
Our Method


Place
Economy
Urban and Cultural DNA
People
Institutions & Organisations

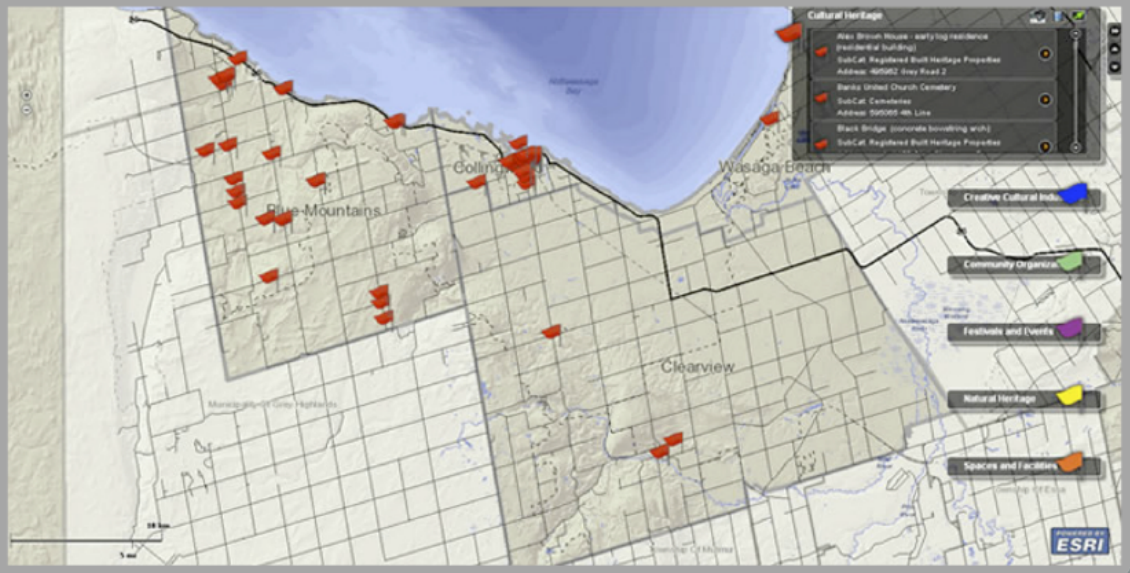

Location
&
Transport Links
Urban Texture
Landscape
Tangible & Intangible
Heritage
External
Perception
Cultural Feel
Place
Topography
Spirit of Place


Lifestyles
Sub-cultures
Affiliations
People
Formal & Informal
Networks
Internal Perceptions
& Memories


Institutions
&
Organisations
Cultural
Social
Civic
Health
Educational
Local Government


Traditional Skills
Services
Industrial Dynamics
Economy
Creative Industries
Tourism Potential
Employment Profile

GIS of Cultural Resources

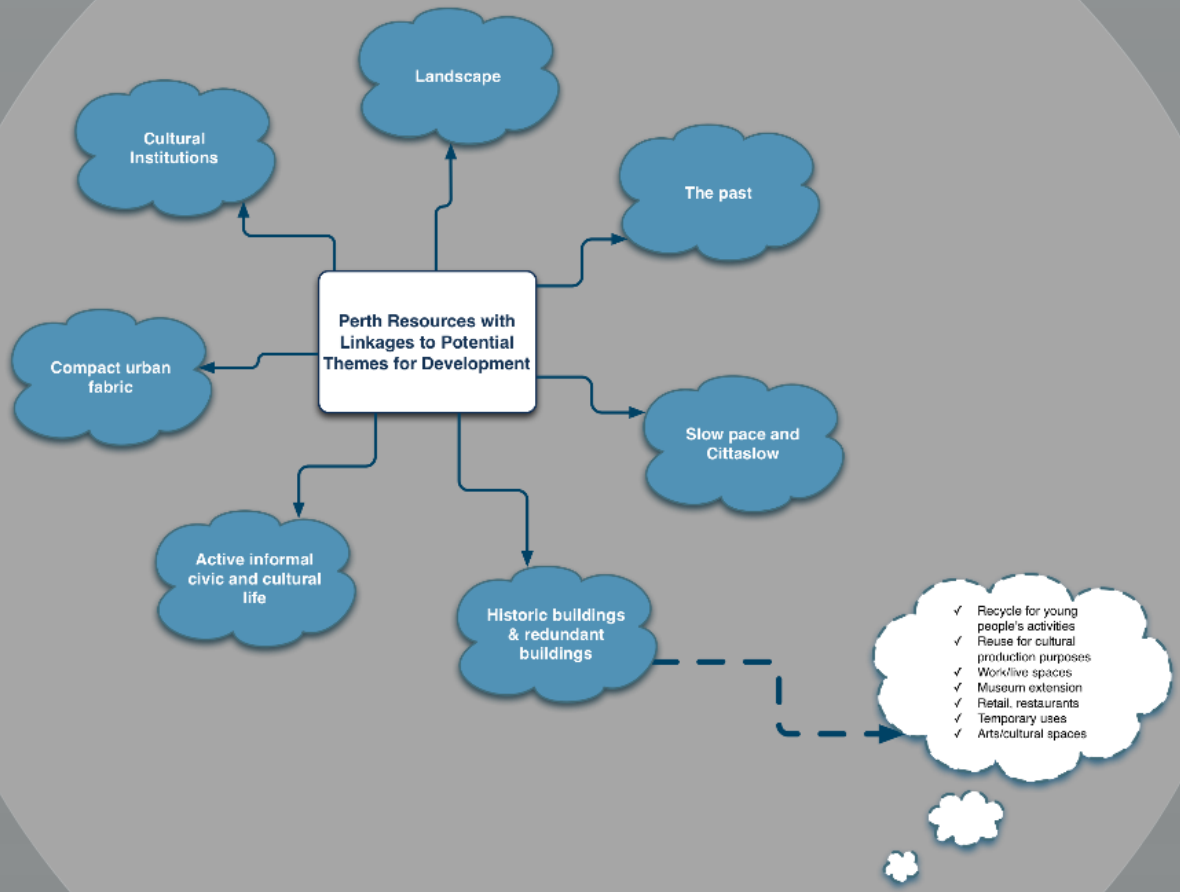


Perceptions Mapping

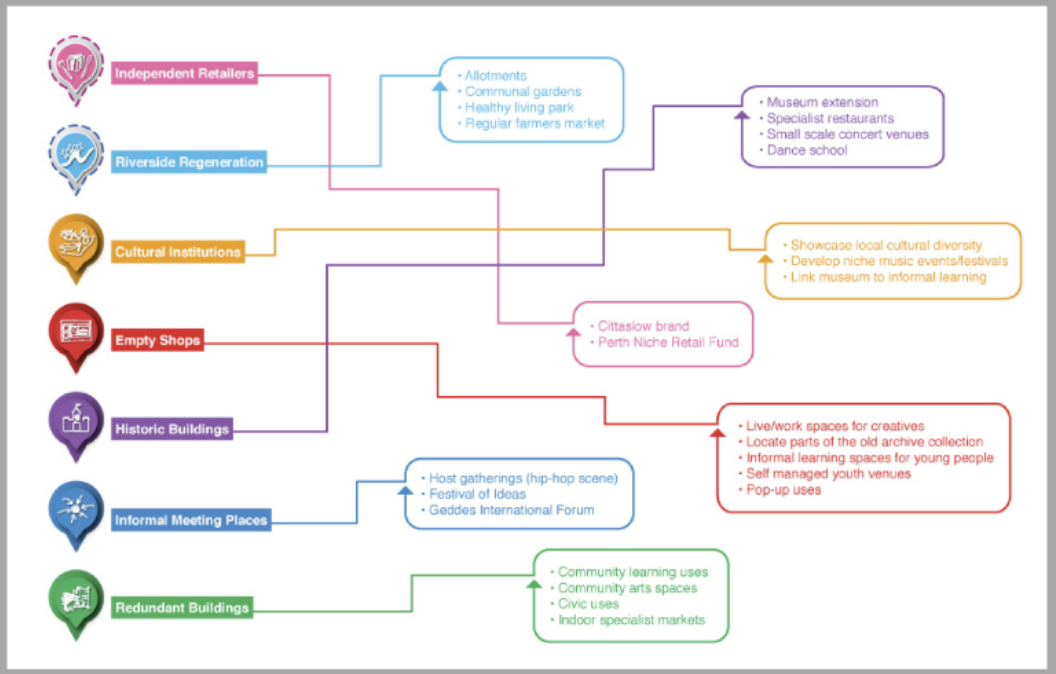
Collectively mapping the unique resources

Place Mapping in Perth Scotland

http://www.noema.org.uk/perth-mapping


Landscape
Cultural Institutions
The past
Perth Resources with Linkages to Potential Themes for Development
Compact urban fabric
Slow pace and Cittaslow
Active informal civic and cultural life
Historic buildings & redundant buildings
✓ Recycle for young people's activities
✓ Reuse for cultural production purposes
✓ Work/live spaces
✓ Museum extension
✓ Retail, restaurants
✓ Temporary uses
✓ Arts/cultural spaces

The Synergies and the Actions



The Noema Approach

Using Place DNA Mapping as a process to:

Construct narratives of possibilities.
Discover unrealised potential (resources).
Search for hidden dimensions and new connections.
Listen to the multiple stories of what the place has been and might be.
Explore the multiple flows which shape experience in a place.

Cultural Planner is a connector, an enabler and a facilitator!

My Observations

- Everybody is confused about the wording, so you need to explain that this is a collaborative process to get to know your city and communities.
- Cultural workers tend to lead on strategies but lose leadership along the way. Also they are a little suspicious of anthropological understandings of culture.
- You need also to explain that this is a trans-disciplinary way of working and the skills required can be diverse .
- This is a pragmatic method which requires time and investment in resources. Not many politicians get this. They want the quick fix.

My Observations

- It's about phasing and incremental growth. The mapping is an instrument not an end in itself. Also too much unfocused mapping can be an obstacle to delivery down the line.

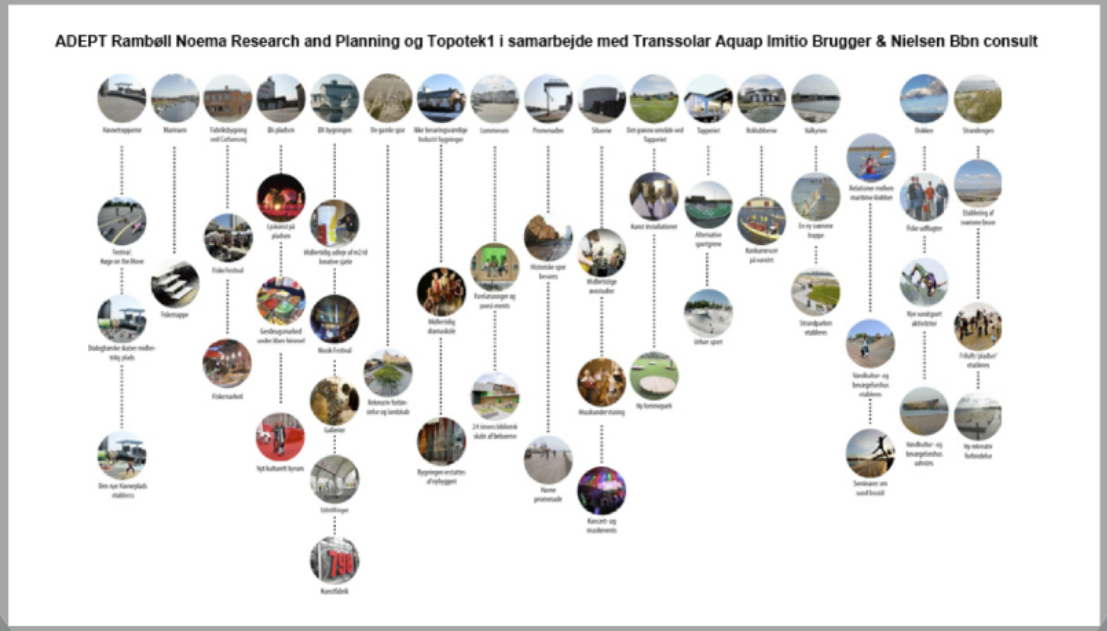
- Difficult to place in any field of local government activity. Unless it is embedded in the local development agenda **as a tool and not as stand alone project.** Cultural Plans as such tend to be relegated to the 'cultural' department (which is fine if this was your original aim.)

- It is not a religion with precepts you have to obey, so toolkits should be taken with a pinch of salt. The result of a Mapping may not be THE SOLUTION to a problem but an experiment in doing things differently. So there is no 'one size fits all....**which is where the problems start.....**

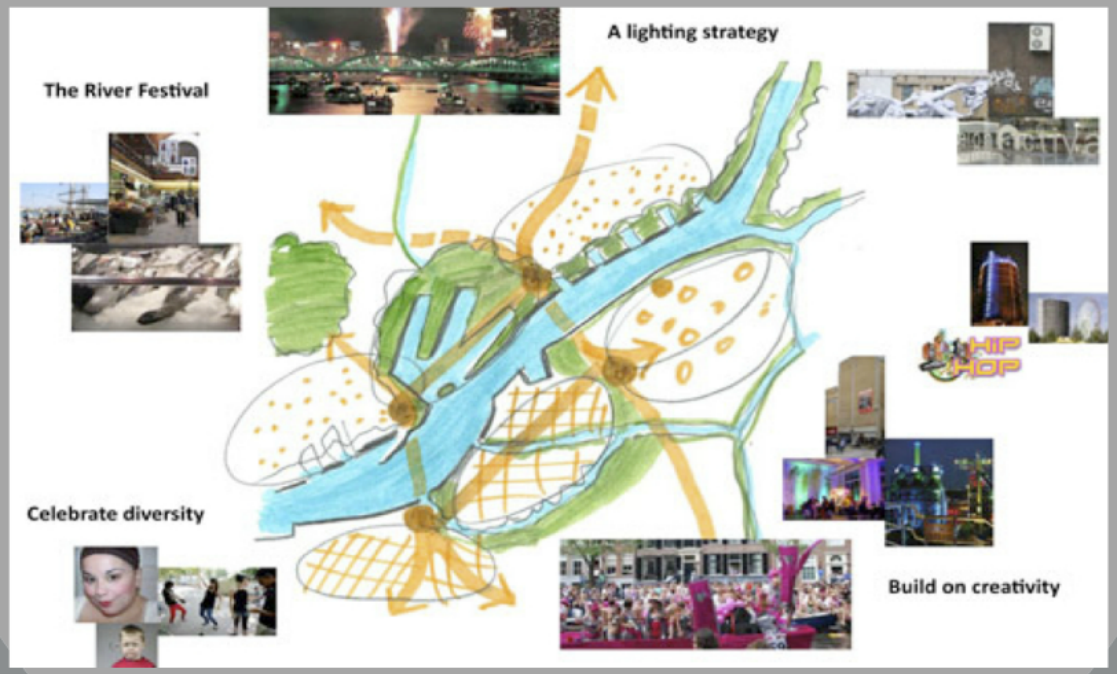
What People Say
City of Norwich Partnership Forum

Mantua: The Literature Festival

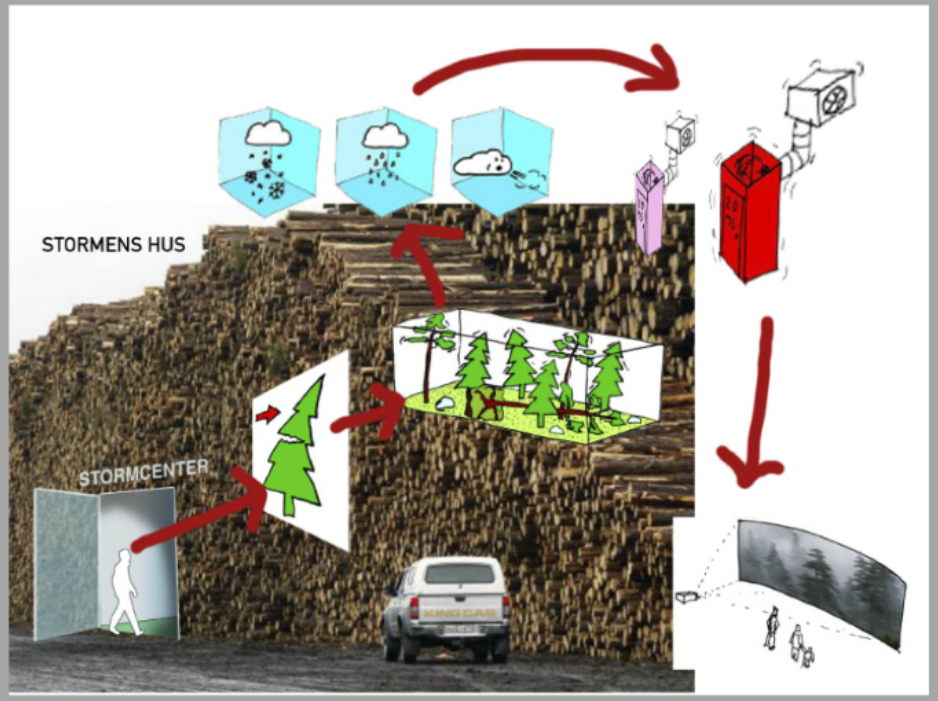
Cultural Masterplanning - Køge



Cultural Masterplanning - Göteborg River City 'mobilise diversity'

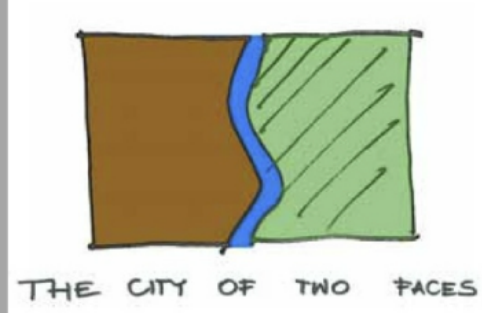


The Storm Centre Södra Smaland - Sweden
'Turning a problem into an opportunity'



Sligo and the Yeats Legacy...
'Creative Sligo'

Turku DNA Mapping - 'The attraction of opposites'



TURKU – ÅBO
(the Finnish and the Swedish)

ARCHIPELAGO – LAND
(water and terraferma)

FIRE – WATER
(the water and the big fire)

WOOD – STONE
(houses in wood and houses in stone)

OLD – MODERN
(old buildings and the new developments out of the old buildings)

MESSY/ORGANIC – THE GRID (old medieval urban pattern and the new geometric plan).

Open Source Placemaking

Embedding new participatory tools in the planning and policy making processes.

Harnessing expertise from diverse sources.

Tapping into a variety of disciplines.

Place, people, cultures mapping.

Temporary art and cultural projects to build identity and belonging.

Delivery mechanisms based on collaborative thinking.

The relational city!!