

## Organizers

### Placemaking Week Europe 2019

#### La Marina de Valencia



La Marina de Valencia is today what once was the old harbor of the city of Valencia. The space was recently converted into a one million m2 of public space dedicated to nautical activities and innovation. The waterfront is managed by Consorcio Valencia 2007 (CV07), a public institution established as an alliance between the Government of Spain, the Regional Government of Valencia and Valencia City Council. La Marina, situated between the industrial port of Valencia and the beach Las Arenas, inherited the controversial legacy of several grand-scale projects like the 32nd edition of America's Cup and the Formula 1 Grand Prix Race. Today, CV07 has embarked on a mission to rethink and reuse the existing infrastructure in order to maximize the civic, commercial, ecological and cultural potential of La Marina. Its Strategic Plan 2016-2021 outlines a vision for La Marina where both tradition and inventiveness drive the transformation of the economy, urban environment and civic culture, better integrating La Marina with the urban fabric and transforming it into a vibrant urban center for the people of Valencia to work, study, play and live. This is to be achieved through (1) the making of La Marina as the engine for the city's economic development and (2) the creation of sustainable, inclusive and interactive public spaces.

Among the strategies proposed to achieve this is the establishment of a Living Lab to explore and monitor innovative and collaborative practices for the activation of La Marina's public space. To this end, we have collaborated with Western Sydney University (WSU) in the process of consolidating La Marina Living Lab - an urban laboratory, which uses systematic practices of participatory co-creation to design and reimagine inclusive and innovative public spaces. Our Lab is a user-based process through which public space is adjusted to the preferences of those who work, study and play in La Marina. Furthermore, it follows a multi-stakeholder approach, counting on the support of research organizations, public administrations, civic associations as well as the private sector.

#### STIPO



"STIPO offers an open window to a better city." STIPO is a multi-disciplinary office for urban development. We focus on sustainable area development, good public spaces, social and economic innovation and co-creation in strategic vision. We connect thinking and acting, bottom up and top down, long term and short term, local and global. We work in networks with our communities and partners to ensure we get results. We share our knowledge open source. As a public developer we make ourselves co-responsible to bring new ideas from strategy to action. With The City at Eye Level STIPO started an international knowledge program bringing some of the best examples from all over the world on good places and plinths. The City at Eye Level consists of three books, with at least three more on the way in the near future.

#### Placemaking Europe, the European Placemaking Network



As a result of the Placemaking Week 2017, STIPO and The City at Eye Level initiated the European Placemaking Network. Moving into 2019, the European Placemaking Network is continuing to grow, evolve, and collaborate in multidisciplinary projects. We are a passionate collective of individuals from diverse backgrounds, working together towards the shared goal to make cities better and more inclusive for all - achieved through sustainable, resourceful, and co-creative methods. Placemaking Europe is a non profit organisation with a board, approximately 70 European Placemaking leaders helping to grow the movement, share and build the moment, and hundreds of members and followers who are very active on our social media and meetings.

We trust our shared efforts and knowledge to instrumentally impact our respective environments, and even further, to initiate and achieve shared projects across Europe. Through our vast connections we advocate what makes a good PLACE, but also, how we can help create exceptional places. Moreover, we are eager to accomplish this through connecting diverse groups of people and initiatives, from placemakers, practitioners, universities and cities to developers and all other zealous nuts in between.

The European Placemaking Network was launched in 2018 in Stockholm with the Cities for All conference. Placemaking Week Europe marks the annual conference of the European Placemaking Network.

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## *Placemaking Week Europe 2019*

### **Becoming a member of Placemaking Europe**

All participants of Placemaking Week Europe get a year long personal membership for Placemaking Europe, the European Placemaking Network. Some of the benefits of a personal membership:

- Connect to other placemakers by sharing your professional contact info via our new [www.placemaking-europe.eu](http://www.placemaking-europe.eu) website (on line during Placemaking Week)
- The opportunity to share your best practices in our monthly newsletter
- Discount for the annual City at Eye Level Masterclass by STIPO, Placemaking Week Europe and the City at Eye Level books
- The opportunity to participate in our content driven Placemaking Europe groups, on subjects from placemaking tools to European funding.

You can also become a member as an organisation like a city, company or non-profit organisation.

For more information: [contact@stipo.nl](mailto:contact@stipo.nl)