

**placemaking**  
**europe**

# CITIES IN **PLACEMAKING**

a city-to-city learning programme  
with and for European cities



**KICK-OFF MEETING 2023**

20th-22nd March - Amsterdam, NL

# Welcome on board!

Our partners:



# Meet your colleagues



## Connection

Enthusiastic for new knowledge and to share our information and experiences open source, based on mutual respect of each other's view, a positive attitude, empathy, and honesty.

## Commitment

Aspire to scale up thoughts, skills, and the execution of placemaking projects to help the network grow, while keeping our word on our promises.



CITY OF  
BERGEN

#### LAND AREA

445,4 km<sup>2</sup>

#### POPULATION

271.949

#### OFFICIAL WEBSITE

[Link](#)

#### OTHER SOCIAL MEDIA

- [Facebook](#)
- [LinkedIn](#)

#### TEAM MEMBERS

- Laura Ve
- May Britt N. Hernes

# Bergen

“We have many ambitions, goals, and wishes for the new district to transform it into a vibrant place. There is a strong commitment from several players, both residents, public and private actors, who see the potential and who want to contribute to creating an exciting area. We hope that through the city2city program of Placemaking Europe we will learn more about how to motivate and inspire residents and professionals to help create exciting events, places and identity while transforming the area. By participating in this program, we hope that the City of Bergen will gain more knowledge about placemaking as a strategic tool in city- and project development through the program.

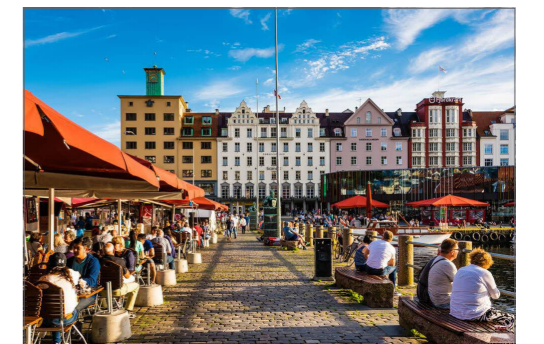
#### BRIEF DESCRIPTION OF THE CITY

Bergen is Norway's second largest city, located on the west coast in the heart of the fjords. As a UNESCO World Heritage City and a European City of Culture, the Bergen region has the ideal combination of nature, culture and exciting urban life.

The City Council's vision is for Bergen to be active, attractive climate-smart, green, pedestrian-friendly and compact. The city has nearly 300 000 inhabitants and functions as one of the regional centres on the west coast of Norway. Leading business and industry clusters are finance, energy (renewables, oil and gas, ), maritime industries, tourism, creative (media, design film and music) and the marine sector.

#### PICTURES:

(1) View of the city centre during a Night jazz festival (pic. by Ole Christian Bjarkoy); (2) view of the peculiar landscape of the City of Bergen; (3) aerial view of the city of Bergen; (4) a view of the Fish market square, located in the inner part of the picturesque waterfront bay, the older part of the town.





# Bradford

“We’d like the programme to help improve our capacity to create healthy and inclusive places, to reimagine and reinvent public spaces, and explore new ways of working innovatively and collaboratively together. In particular, for the UK City of Culture 2025, and our UNICEF Child Friendly District bid and as an ICC member we think there is an opportunity to focus on unlocking the potential of our young and diverse communities through placemaking to support inclusion, equality and prosperity.

## BRIEF DESCRIPTION OF THE CITY

Bradford is one of the biggest and fastest growing cities in the UK. Over half a million people live here and, with more than a fifth of the population under the age of 15, it is one of the youngest cities in the country.

It is a very diverse place, home to people of many different backgrounds and cultures and there is a wide variety of different landscapes and settlements. Bradford has a strong physical identity, due in part to its natural landscapes and dramatic topography (it is built across a series of valleys) and also to its wealth of built heritage, largely a legacy of its time as the wool capital of the world during the industrial era. Since the decline of the woollen industry in the latter 20th Century, the local economy has had the potential to grow rapidly thanks to a strong culture of entrepreneurship and new business start-ups in the local population.

## PICTURES:

(1) Project views of the City Park, the major public space in the heart of the city centre with a large water feature known as the ‘Mirror Pool’; (2) , (3) and (4) differ point of view of the same “Mirror Pool” at the centre of the city.



### LAND AREA

64,4 km<sup>2</sup>

### POPULATION

536.986

### OFFICIAL WEBSITE

[Link](#)

### OTHER SOCIAL MEDIA

### TEAM MEMBERS

- Saira Ali
- Stephen Broadbent



# Cork

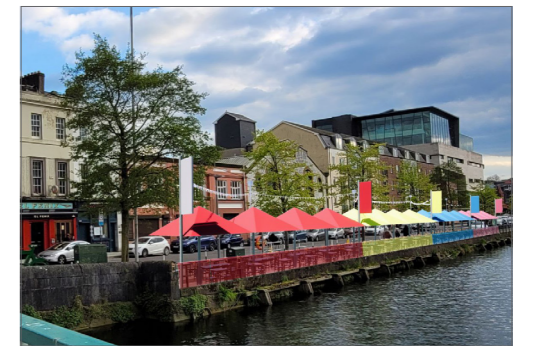
“This programme offers an opportunity for our Council to begin a journey of engaging all departments in the practice of placemaking. This involves increasing the understanding and ownership of Placemaking methods and aspirations for the city. We hope that the Cities in Placemaking programme can help to position us at the forefront of this work, as well as support us to execute a comprehensive and successful pilot in the city.

## BRIEF DESCRIPTION OF THE CITY

Cork is Ireland’s second city and it is a proud river city with an industrial history and a rich trading heritage. Cork City is notable for its hilly landscape, deep harbour and a temperate climate. Among the municipal body of Cork and the City Council there is a strong practise of inter-agency, multi-stakeholder cooperation, particularly on social inclusion, community development and policy development work. Cork is a UNESCO Learning City, a WHO Healthy City and is engaged with UNICEF Child Friendly Cities programme. All of these have driven the increased interest in using Placemaking as an innovative tool to drive cross sectoral work as our city grows. National planning policy also envisages the following enablers of growth for Cork City by 2040- large scale regeneration projects for provision of new employment, housing and supporting infrastructure in Cork Docklands, identifying opportunities to intensify housing development in inner city and suburban areas, supported by public realm and amenities, and in ‘greenfield’ areas with good transport links.

## PICTURES:

(1) (2) (3) (4) Some views of the City of Cork from the river by day and night, its coloured houses



# Helsingborg

“New strategies to effectively incorporate placemaking in a broader sense than just on a project basis. It is also an opportunity to network with other placemaking experts and exchange knowledge in the field. Inequality, loneliness and ill health are challenges we are facing and that have an impact on the use of the urban environment and feeling of safety, where we see that part of the solution can be through placemaking.”

## BRIEF DESCRIPTION OF THE CITY

Helsingborg is one of the oldest cities in the Nordic region and people have been living here since the 10th century. The city is located in Northwest Skåne, where the Öresund strait is at its narrowest and where Denmark and Helsingör are 20 minutes away by ferry. In Helsingborg the sea is very important to our wellbeing, we like to go bathing all year round. In the summer, we head off to one of the beaches found in the heart of the city, and in the winter, we visit one of our three cold water bathhouses. In 2019, a decision was made to accelerate the City of Helsingborg’s innovation work. The initiative was kicked off with H22 – a long-term investment to improve quality of life for those living and working in the city. The path to achieving the goals has involved challenges, but also inspiring opportunities. The vision states that Helsingborg in 2035 should be a creative, vibrant, shared, global and balanced city for both people and businesses. As urban planners, we implement that vision through co-creative processes and placemaking together with engaged residents to develop successful public places.”

## PICTURES:

(1) View of Kärnan, the medieval tower in Helsingborg; (2) view of the Helsingborg City Hall; (3) and (4) Söderscen is a placemaking project aimed at transforming the neighborhood Söder in Helsingborg into a more inviting and safer community.



## LAND AREA

38,41 km<sup>2</sup>

## POPULATION

112.496

## OFFICIAL WEBSITE

[Link](#)

## OTHER SOCIAL MEDIA

• [Instagram](#)

## TEAM MEMBERS

- Cecilia Fredriksson
- Moa Sundberg

## Helsinki

# Helsinki

“Experiences and viewpoints from other cities. Policy implementation relating to placemaking, participation, urban design. How to overcome bureaucratic obstacles and how to integrate placemaking into different planning and design processes. Learning to argue an economic and sustainability case for placemaking.

## BRIEF DESCRIPTION OF THE CITY

Helsinki is a place of growth. In our city, children can grow into healthy adults, people can freely grow their skills, and all the good things that already surround us can continue to grow even better. All this is supported by long-term sustainable economic growth. Helsinki is a place where people can realise themselves and create and seize opportunities. It's a peaceful ecosystem that evolved by the open sea, hidden from view. Helsinki is opening up to the world without losing its kind heart, its emotional core of safety and hominess. Everyone is free to be a part of Helsinki just as you are, Helsinki is built on trust. Designated as City of Design by UNESCO, Helsinki is a city of distinctive urban arts and culture, uniting professionals from local, national and international communities with well-established independent actors. Helsinki harnesses design to help better understand city residents' everyday life and needs. This effort utilises the expertise of people working in the creative industry in many ways. Design is a major factor in the development of the built environment.

## PICTURES:

(1) view of the harbour; (2) view of the Uspenski Orthodox Cathedral; (3) View of the Helsinki central library (4) View of the “Amos Rex” an underground museum topped by conical domes that bubble up from the surface of the Lasipalatsi Square in downtown Helsinki.



**LAND AREA**  
213,80 km<sup>2</sup>

**POPULATION**  
631.695

**OFFICIAL WEBSITE**  
[Link](#)

**OTHER SOCIAL MEDIA**  
• [YouTube](#)

**TEAM MEMBERS**  
• Salla Ahokas  
• Hanna Harris  
• Taika Tuunanen



# Reggio nell'Emilia

“A comparison between cities that want to experiment new public places. Through the Programme we would like to learn which tools to use, which could be the community involvement, qualifications of social subjects towards the responsibility of regeneration and management of public spaces in the dimension of social use (cultural, educational, sport and wellness).”

## BRIEF DESCRIPTION OF THE CITY

Located in the Emilia-Romagna Region, in Northern Italy. Reggio Emilia is at the top of the rankings as one of the most prosperous and liveable territory in Italy. It's particularly renowned for the quality of its public services, food sector, industry and civic participation. The Reggio Emilia Approach in educational philosophy has been developed since seventies and today it is internationally recognized thanks to “Reggio Children and the Loris Malaguzzi International Center”. In addition, the University of Modena and Reggio Emilia has more than 8000 students, offering high quality “student-friendly” services, also promoting new courses and degree courses linked to the new Digital District. Reggio was one of the founder members of the Intercultural Cities Network in 2008. It was also the founder, and the coordinator, of the Italian Network of Intercultural Cities “Le città del dialogo”. Finally, Reggio is the city of the First Italian Tricolour flag.

## PICTURES:

(1) Picture of Piazza Martiri del 7 luglio, this square has been recently renovated and made more accessible for all; (2) Another view of the Piazza Martiri del 7 luglio; (3) A view of the the Municipal Theater “R. Valli” in the same square; (4) A view of “Piazza Fontanesi” another square in Reggio Emilia.



## LAND AREA

2.291 km<sup>2</sup>

## POPULATION

524.000

## OFFICIAL WEBSITE

[Link](#)

## OTHER SOCIAL MEDIA

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

## TEAM MEMBERS

- Nicoletta Levi
- Graziana Bonvicini
- Monica Rossi

# Rotterdam

*“We are especially curious how other cities use placemaking in relation to climate adaptation.”*



## BRIEF DESCRIPTION OF THE CITY

Rotterdam is a major port city in the Dutch province of South Holland. The Maritime Museum's vintage ships and exhibits trace the city's seafaring history. The 17th-century Delfshaven neighborhood is home to canalside shopping and Pilgrim Fathers Church, where pilgrims worshiped before sailing to America. After being almost completely reconstructed following WWII, the city is now known for bold, modern architecture. But Architecture is more than just the buildings: from architecture, urban design, interior and landscape architecture to the design of public space. Together they shape our living environment and influence how the city is perceived and experienced. Architecture is a matter for all Rotterdammers.

## PICTURES:

(1) View of the city and the iconic Erasmusburg; (2) a picture of the activation of the Grotekerkplein square in front of the entrance to the Grote or Sint-Laurenskerk; (3) a view of the landscape and the skyline of the city; (4) an internal view of the Markthal in the city centre.



## TEAM MEMBERS

- Melany van Twuijver
- Emiel Arends
- John Jacobs

# The Hague

“We have many questions about placemaking approach and we are curious to know more about it.  
How placemaking fits into overall city-making?  
It already fits as a physical; component, but how can we strengthen it also in social part

## BRIEF DESCRIPTION OF THE CITY

The Hague is the largest Dutch city on the North Sea in the Netherlands and forms the centre of the Greater The Hague urban area. It has been described as the country's de facto capital. The Hague is also the capital of the province of South Holland, and the city hosts both the International Court of Justice and the International Criminal Court. After the separation of Belgium in 1830, Amsterdam remained the capital of the Netherlands, while the government was situated in The Hague. When the government started to play a more prominent role in Dutch society after 1850, The Hague quickly expanded. The city sustained heavy damage during World War II and the bombardment wreaked widespread destruction in the area and many fatalities. After the war, The Hague became at one time the largest building site in Europe. The city expanded massively to the south-west, and the destroyed areas were quickly rebuilt. The population peaked at 600,000 inhabitants around 1965.

## PICTURES:

(1) View of the “Plein” that is a town square in the old city centre of The Hague; (2) view of the Mauritshuis, the museum that is home to the best of Dutch painting from the age of Rembrandt and Vermeer (3) a view of the “Binnenhof” or “Inner Court” that is a complex of buildings in the city centre; (4) canal view.



## LAND AREA

98,13 km<sup>2</sup>

## POPULATION

514.861

## OFFICIAL WEBSITE

[Link](#)

## OTHER SOCIAL MEDIA

## TEAM MEMBERS

- Herman de Kievith
- Annemijn te Velde

# Trenčín

“In 2026 we will host European Capital of Culture and we would like to see locals as well as visitors enjoying healthy and inclusive public spaces, the vibe of the city and the cultural program which also works a lot with architecture, heritage and interventions in public space. Thanks to many investment projects in the city and the European Capital of Culture title we would like to learn not only how to make infrastructure but how to initiate connections, relations, atmosphere and feelings among people and how to let them to co-create our common identity of a European city.



## LAND AREA

82 km<sup>2</sup>

## POPULATION

55.725

## OFFICIAL WEBSITE

[Link](#)

## OTHER SOCIAL MEDIA

• [Facebook](#)

## TEAM MEMBERS

- Lívia Gažová
- Peter Kohout
- Patrik Žák
- Stanislav Krajčí
- Lenka Kuricová
- Lucia Dubacova

## BRIEF DESCRIPTION OF THE CITY

Trenčín is located in the West of Slovakia at the river Váh under the medieval castle cca 120 km from the capital of Bratislava. With its 55k inhabitants it is the 8th largest city in the country. In the 19th century it became an important commercial and military centre with textile, food processing and machinery industry. The city experiences the post-industrial shift and it bets on regeneration by culture. Trenčín won the title of European Cultural Capital 2026 and one of the goals of the project is to make its public spaces more liveable and inclusive.

## PICTURES:

(1) The old railway bridge represents a flagship project of European Capital of Culture (ECOC) 2026 and is designed as a synergic connector between the city center and the riverbank; (2) The former railway corridor; (3) A view of the city from above; (4) A view of the castel rock from the river.





# Vinnytsia

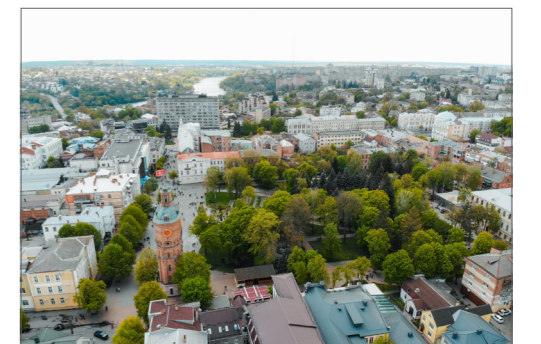
*“We want to share our experience in work with complicated, conflict public spaces and how we are searching for local solutions to lead for global changes. We expect it will be proactive, collaborative, educative and insightful for us. The key issue for us is how we can work with public spaces to maximize its profit and impact on citywide citizens’ quality of life.”*

## BRIEF DESCRIPTION OF THE CITY

Vinnytsia is a city with a population of about 400,000 people, located in the central part of Ukraine on both banks of the Southern Bug River. It is a regional center, a multinational intercultural city, open to innovative ideas, and known for its cultural and scientific life. It has a Strategy for the Development of Vinnytsia Urban Territorial Community until 2030 of the European model, which indicates the key priorities of the city’s development in the near term. Vision of the Strategy: “Vinnytsia is a magnet city, a modern and comfortable city, a community where you want to live and work; space of great opportunities and prospects”. The city is one of the most attractive regions for investment in Ukraine, thanks to its strong industrial and scientific potential and favorable investment climate. Vinnytsia is one of the leaders in the development of innovations and IT industry in Ukraine. Vinnytsia is known far beyond our country as a city of students. We are proud of outstanding higher education institutions, such as Stus Donetsk National University

## PICTURES:

(1) an aerial view of the city (2) a view of the main street of the city (3) and (4) other views about public spaces of the city and its landscape.



## LAND AREA

113.2 km<sup>2</sup>

## POPULATION

400,000

## OFFICIAL WEBSITE

[Link](#)

## OTHER SOCIAL MEDIA

- [Facebook](#)
- [Telegram](#)
- [Viber](#)

## TEAM MEMBERS

- Nazar Kovalenko
- Yanna Chaikovska
- Kateryna Pisotska
- Yuliia Kashpruk
- Viachelav Polhun



# Wrocław

*“We'd like to learn how to create public spaces having regard to its most important values, respecting the needs of residents and environment. Also, we'd like to learn how overcoming different kind of legal limitations, how to work across departments, and how to communicate with citizens – we need their involvement in projects, also financially, having in mind the limitations of city budget.*”

## BRIEF DESCRIPTION OF THE CITY

Wrocław is located in the heart of Europe and very well connected with the rest of the world. The city of Wrocław is the third largest academic centre in Poland with 28 universities, including over 100.000 students in various field. Wrocław is an innovation and creativity centre: knowledge and rapid growth drive its creativity. IT, biotechnology, engineering, chemistry and pharmaceutical sectors are represented as well as locally established start-ups. R&D facilities, incubators, co-working spaces, networking, business friendly support and over 200 start-ups makes Wrocław interesting place to create and launch modern idea and solutions. The rich history and diverse cultural offer will allow everybody to find the sustainable place to live, work and study in Wrocław. Within over 40 parks, aquaparks, swimming pools, theatres, an rich offer of entertainment the city gives limitless possibilities to spend fantastic time and to keep work-life balance. The city is called the meeting place, loved for being green, smart, multicultural and innovative.

## PICTURES:

(1) the first picture shows Wrocław's Market Square and its coloured buildings; (2) (3) and (4) pictures show the city centre and its activation with citizens. Pictures taken from the official Flickr account of Wrocław.



# Your hosts

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Co-director

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**Stefania Campioli**

Urban planner Intern

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## Partners



### CREATIVE BUREAUCRACY FESTIVAL

Organisation celebrating outstanding innovation in the public sector and its contribution to strengthening democracy as the basis for a more sustainable, just and thriving world. By bringing together bureaucrats and their allies – those who, at all levels of government, fight for the common good and make a difference, they aim to cultivate a more positive attitude towards the public sector as well as more drive and eagerness to experiment within the public sector.



### INTERNATIONAL SOCIETY FOR URBAN HEALTH

The International Society for Urban Health (ISUH) is the only global non-governmental organisation solely focused on advancing urban health and health equity by addressing the broader determinants of health in cities. Through an annual global conference, the ISUH connects interdisciplinary academic researchers and educators, practitioners, policymakers, the private sector, NGOs, and philanthropy, to learn from each other and partner to translate evidence into action, improving health, wellbeing and equity for all.



### INTERCULTURAL CITIES BY COUNCIL OF EUROPE

The Intercultural Cities Programme supports cities and regions in reviewing and adapting their policies through an intercultural lens, and developing comprehensive intercultural strategies to manage diversity as an advantage for the whole society. Intercultural Cities is also a platform to connect cities and leaders globally into a community where initiatives and practice from one city are analysed and shared to inspire the others.



**Thank you for  
joining us!**

**placemaking**



**europe**