



**THINKING CULTURALLY ABOUT PLACE:
THE CULTURAL PLANNING MODEL**

Copenhagen 13 September 2007

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Changing urban context

Competition

More buildings

Bigger developments

Culture and buildings



Culture-led Regeneration



The magic of Barcelona

In essence...



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For Example: cultural tourists

The ATLAS Cultural Tourism Project (2004) shows that:

Today's cultural tourists are generally well-educated people with high status occupations and good incomes.

What is often overlooked, however, is that not all cultural visitors are cultural tourists, and the level of cultural motivation varies greatly from one tourist to the next.



So not just this ...misty past



But this too...



But also this ...



Chronicle / Kat Wade



And this...



Culture-led Regeneration

And yet in some cases what happens is. ..

Local cultures are packaged to appeal to investors and visitors, and 'distinctive' urban lifestyles and cultural resources disregarded, or absorbed into gentrification of city centres.



Culture-led Regeneration

The result:

- **Banal places and anywhere-ville (Augé's non places)**
 - **The same experience everywhere**
 - **Cities become Theme Parks (Hannigan's Fantasy City)**
 - **Spatially, socially, economically, culturally fractured places**
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Non Places



Culture mobilised for city branding

Deeply rooted in history...



turned towards
the future



Are you thinking what I'm thinking?

What the planners and civic leaders want:

Bigness!!

Big sites need big solution, big buildings need big developers, the result is that projects rarely happen and often they are delayed by economic cycles.

Cities and small towns alike can be victims of **quick fixes**.



From an urban and economic perspective

Gentrification and affluent living concentrate around city centres with dereliction at the fringes.

Not sustainable because:

Too much emphasis on **consumption**. Risky because local government no control over flows of visitors...

Quality of jobs generated by this type of development is often low.



Culture-led Revitalisation...in Britain



Cultural Quarters - Drinking Streets

The Drinking Chain

Increased numbers of licensed premises

Increased size/capacity of such premises

Increased competition between venues

Increased concentration of alcohol-based E/NTE venues.

Expansion of restaurants chains to serve hungry night customers....etc....

Result:

CONCENTRATION OF ENTERTAINMENT VENUES AND
THE EROSION OF **FUNCTIONAL DIVERSITY** (plus
disorder and crime)



Need for new Urban 'Cultural' Policy Tools

So we argue that there is a need for new policies. To be effective, these need to:

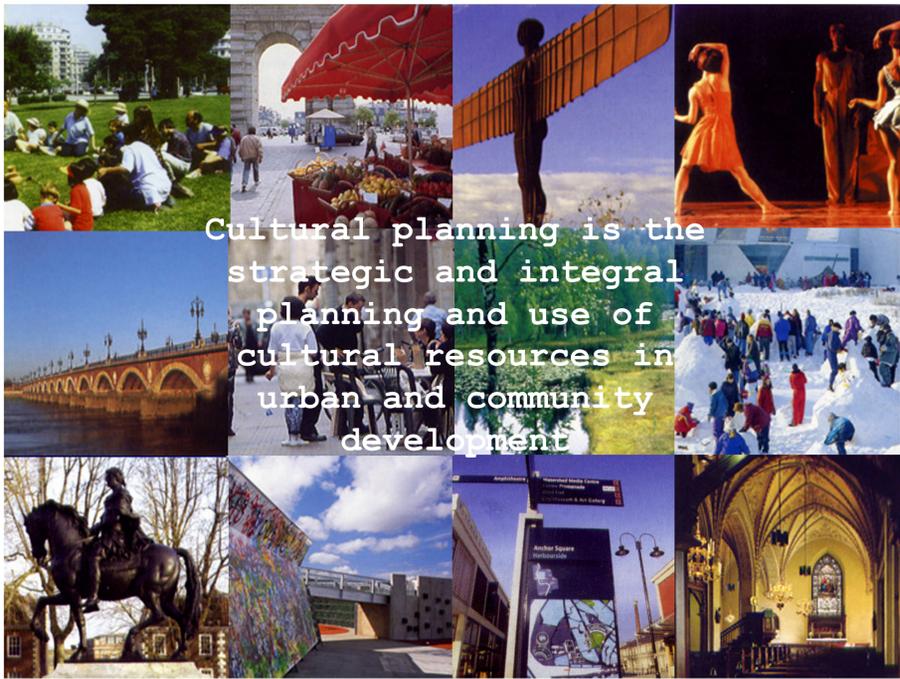
- Focus on the local 'distinctive' resources and dynamics
- Be 'organic' and based on local needs and aspirations
- Adopt a culturally sensitive approach to place making
- Be transparent and creative in using consultation tools
- Be delivered through team-work and partnerships



Learning from examples of implementation in North America and Australia, we call this new policy approach:

**Cultural Mapping and
Strategic Cultural Planning**





Cultural planning is the strategic and integral planning and use of cultural resources in urban and community development



Cultural Planning

But also, **Cultural Planning** as a 'culturally sensitive' approach to local development.



The Cultural Planning model

The cultural planning approach will have at its core the cultural resources of a place feeding into all aspects of local development in the following way:



Roots of Cultural Planning

Roots in:

Patrick Geddes, (Scottish biologist) *'Planning has to start with a survey of the resources of such natural region (whose ingredients are Folk-Work-Place), and of the human response to such a natural region'* (1925)

Jane Jacobs: *'The city is as an ecosystem composed of physical-economic-ethical processes interacting with each other in a natural flow'* (1965)

Cultural Planning for us

Characteristics:

- Clear understanding of local communities' different components
- Community involvement (through various forms of consultation and participation)
- A process rather than a product (ongoing)
- Artists at the centre of the process
- Joined up thinking at micro- level on an 'ad hoc' basis (bottom-up politics)



Cultural Planning - **Strategies**

Key Ingredients

Cultural mapping - A cultural mapping is an assessment of the resources of a place. This is best done by using quantitative and qualitative methods.

Strategy building - This is a holistic, community-based process aimed at long term development



How do I do Cultural Planning?

Mapping of resources, policies and potential stakeholders:

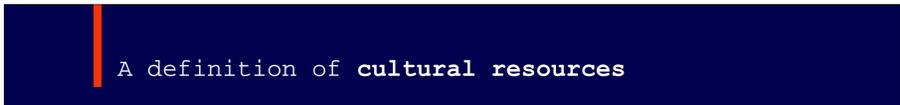
- **Research local images and their components** - (from jokes and conventional wisdom to songs, film, literary representations, mythology and media coverage)
 - **Map of internal and external perceptions**
 - **Map existing infrastructure** (e.g. cultural infrastructure)
 - **Map existing urban and other key policy initiatives**
 - **Collect information about local trends** (economic, social, tourism, lifestyle)
-



More specifically...

I ask myself:

- What is distinctive about this place?
 - What are the *distinctive* resources of this place?
 - Are there resources we did not know we had?
 - How can we maximise such resources?
 - What policies, schemes, initiatives are already there?
 - How can we ensure those initiatives are joined and that we avoid duplications? What are the obstacles to change?
-



A definition of **cultural resources**

**A cultural resource is anything that contributes to the culture of a particular place or people.
It may be something tangible - a heritage building, or it may be intangible - a 'feeling of place'.**



A definition of Cultural Resources

Historical, artistic, archaeological and anthropological heritage (folk traditions)



A definition of Cultural Resources

But also:

local festivals and rituals, local dialects;

the diversity and quality of **leisure**;

cultural, and **entertainment** facilities;

the cultures of **youth, ethnic minorities** and communities of interest;

and the repertoire of **local products and skills** in the crafts,
manufacturing and service sectors.



A definition of Cultural Resources

The local Cultural DNA



A definition of Cultural Resources

The **attractiveness and accessibility of streets, public spaces and the built form** are also important resources for a place



A definition of Cultural Resources



A definition of Cultural Resources

Finally **the external image of a place** as perceived by visitors as well as internal perceptions are resources.



Cultural Mapping - How?

When dealing with regeneration, or with a transformation within a community:

Cultural mapping involves the identification and recording of an area's distinctive cultural resources for the purposes of social, economic and cultural capital development.

The identified resources can provide the foundation for your new plans and developments.



Cultural Mapping - How?

One tool: Cultural Mapping Checklist

The Place

- Does your place have a name?
- Is there a story associated with that name?
- What are some of the other names for the area?
- What are the important physical characteristics of that place?
- What smells and sounds are associated with the area?
- What places in the area hold special significance? Why?
- What local ways and values are connected with this place?
- How do people use public spaces? (what are the dynamics?)

Here can be included the questions about the status of the current cultural infrastructure.

Cultural Mapping - How?

One tool: Cultural Mapping Checklist

The People

- What happened in the past in the area?
 - What happened in the past among the group or groups of people who lived here?
 - What is happening now?
 - Who are the key stakeholders?
 - What informal groups are there? (e.g. voluntary groups but also, edgy lifestyles, underground activities, patterns of congregation)
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Cultural Mapping - How?

One tool: Cultural Mapping Checklist

The Economy

- What is the main economic activity for the area today? (what was it in the past?)
 - Examples of new and innovative firms, economic activity? (include SMEs)
 - What level of social capital is there?
 - How strong is the social enterprise sector?
 - What is the level of education and skills of local people?
 - Presence of Creative industries?
 - Tourism strategies? How strong, realistic and innovative are these?
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Cultural Mapping - How?

Other tools: Create Maps and Cross Reference them

As well as the use of: survey maps, transport maps, zoning maps, business maps, tourist maps, historic site maps, cultural maps... etc.

MENTAL MAPS are also important

Mental maps can be used to learn how people perceive their environment. Sometimes neighborhoods become home to succeeding layers of communities so it is good to be able to map such layers. (examples: weaving and textile industry in East London)



Cultural Planning - The advantages

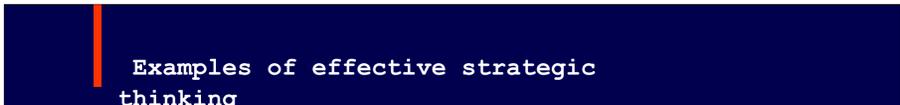
Through Cultural Planning, **Regeneration and Cultural, or Urban Policies** can become:

more **interdisciplinary** and **intercultural**, by collaboration between policy makers across different disciplines and skills.

more **critical** and **challenging** through the acknowledgement of the actual cultural dynamics (and conflicts) that characterise any particular place or locality.

more **culturally and historically sensitive** by being more aware of the history, economic realities and cultural representations of a particular locality.





Examples of effective strategic
thinking

What examples are there at city or regional level
implemented through Cultural Planning?



The past image of Dundee:

Poor health

Lack of confidence

A 'depressed' city

Isolated culturally, economically and geographically

High dependency

Under achievement

Apathy

'High maintenance' (Executive)

Dundee?... Where?

Ah, the Dundee cake!

A 'basket case'!



Dundee

2006 The reality after Mapping

Key resources

Business: Bio-tech start-ups, IT, digital media, computer games, arts and creative industries.

Culture: DCA, the Rep, the Space, Festivals.

Education: Two universities and Dundee College.

Regeneration: the Waterfront redevelopment, the cultural quarter, the expansion of the university.



Dundee

2006

The reality...

A city in transition

Ambitious

A bit of an 'upstart' mentality (which is good!)

Determined to make the most of its resources

Comfortable with change

Internal networks beginning to work well

Presence of visionary individuals

'Learning by doing' mentality (not bureaucratic)

Examples of implementation - Sweden

Kronoberg County

January 2005 - Two weeks after Storm Gudrun

Workshop with the 'Cultural Strategy' group and Open Forum (including some politicians)

State of Play:

- A Cultural Strategy for the County (led by the County Development Department) in draft form (effectively an Arts Strategy)
 - The need for a new Tourism Strategy (especially after The Storm)
 - Regional Development Board compiling a strategy document
 - Some co-operation between municipalities but not enough
 - Invest in Smaland Agency repositioning the County on the competitiveness map
-

Kronoberg Strategy - Charting The Process

The Image: The Romance of nature



Autumn in Småland

"Bold brush strokes depict nature in warm red and golden-yellow tones. The air is crisp..."

Life is good here. Let autumn be a time of enjoyment. Dinner for two at a country house. A weekend at a spa warms the soul. A round of golf will do the body good. The footbridge over the swamp in the nature reserve leads to adventure with the feeling of autumnal freedom for ever."

Småland - a wonderful place to live!

Yes, but for whom?



Kronoberg Strategy - Charting The Process

The reality

Kronoberg County - Now renamed Södra Småland

- Forests and lakes, nature and landscape
 - A history of entrepreneurship
 - A new University (1999 - now the second largest academic institution in Southern Sweden with 15,000 students from 50 nationalities)
 - One airport in Växjö (and another in Jönköping)
 - Lammhult: 15,000 square metres of design furniture (the Kingdom of Furniture)
 - Södra (leading Swedish forest management company)
 - Heavy Vehicles production cluster
 - Glasriket (the Kingdom of Crystal with 11 glassworks with leading designers)
 - Växjö the first city in Sweden to use biomass for heating in 1980
 - Videum Science Park in Växjö (a ground-breaking centre of excellence for IT)
 - Växjö region more than 500 IT companies (InternetCity)
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Cultural Mapping in Kronoberg

Key guiding principles and outcomes

Listen to people

(e.g. audio-guide by young people with the Interactive Institute, or networks of young Internet SMEs)

Challenge assumptions (e.g. '*culture has no place here, we are entrepreneurs*', or landscape and heritage, more than just guide books)

Think more creatively about the County's resources (e.g. links between story-telling, literature, animation; blogging and story telling contemporary style and links with diversity)

Connect initiatives (Cultural Strategy Partnership and representation on the Regional Development Board, the new role of the university)

Turn weakness into strength (The Storm Centre)



In Kronoberg: The Storm Centre

A **new building** situated somewhere outside one of Kronoberg towns, with a strong interaction with the forest.

Bold in its architectural features, built by using entirely sustainable materials and local glass and wood products.

Aimed at both attracting visitors and educating young people (and other users) to weather patterns and extremes, but also a place for recording personal experiences of the storm.



In Italy

Mantua

A small town with a 'heavy heritage burden'

Started with thinking about a new tourism strategy

We did a mapping

Discovered new resources related to the theme of
Books

Now a Literature Festival which is the biggest in Italy

Very successful and beginning to change the image
of this city

The Process...

- Implement new and creative ways of consulting
- Set up ad hoc partnerships to deliver specific action plans
- Start small and grow step by step
- Mix big projects with small scale initiatives
- Monitor and evaluate success
- Disseminate information through the media

But above all...**Think creatively about your resources!!**

