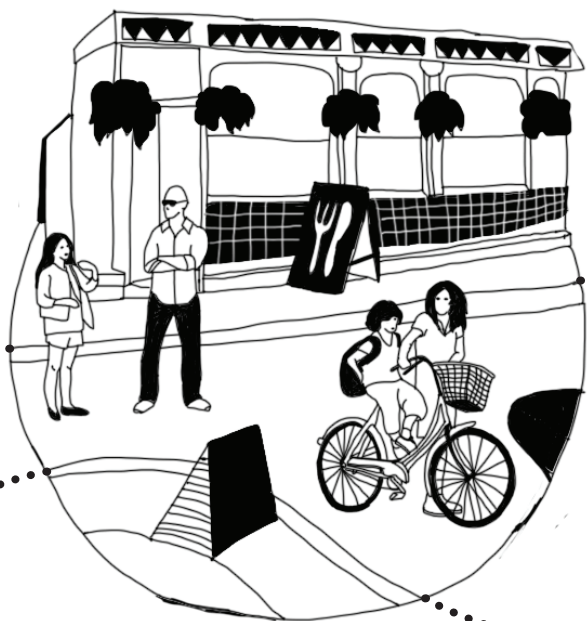


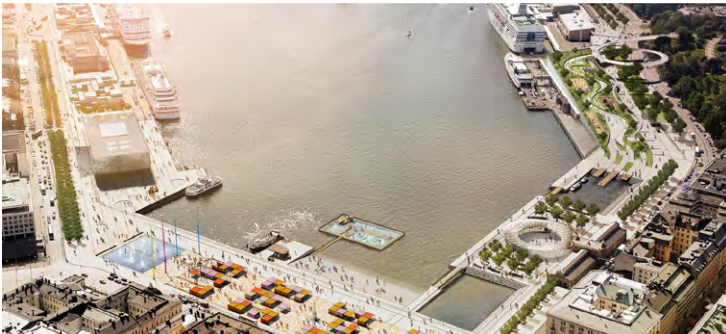
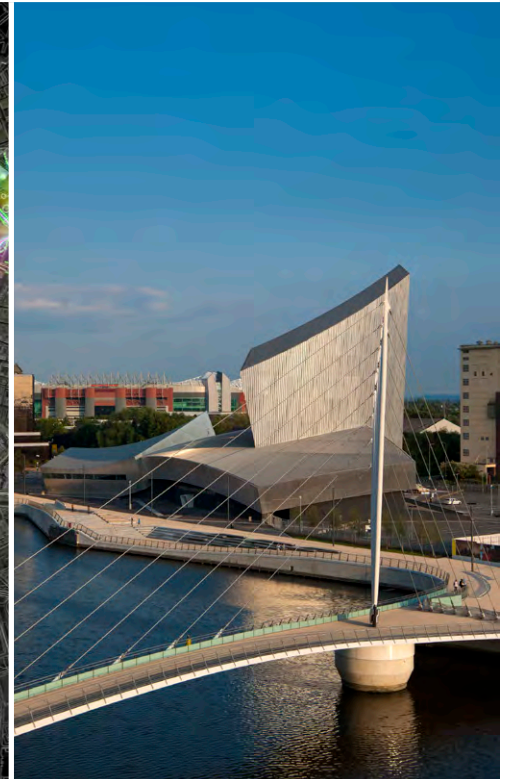
Mestotvorba a miestotvorba

Práca zo živým organizmom



Igor Marko
Marko&Placemakers London

markoandplacemakers





markoandplacemakers
designconsultancyforlivablecities

animated
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inclusive
contextual
green

www.markoandplacemakers.com

Skrytý význam verejného priestoru



malecón, havana

Skrytý význam verejného priestoru







le Corbusier
Plan Voisin, 1946



Placemaking, Relationship and Process

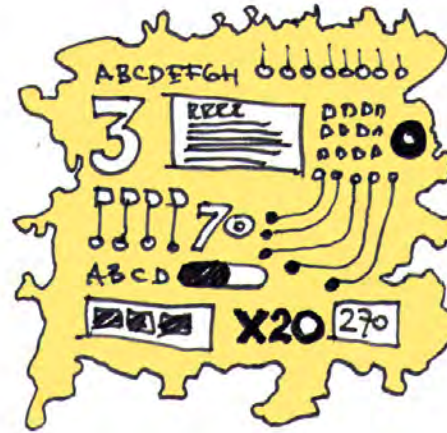
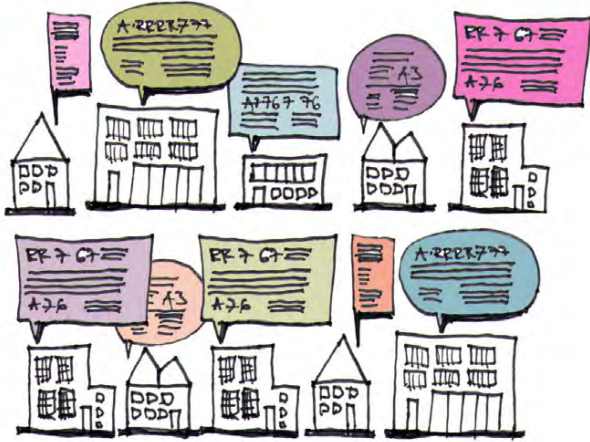
Storytelling



[illegible]



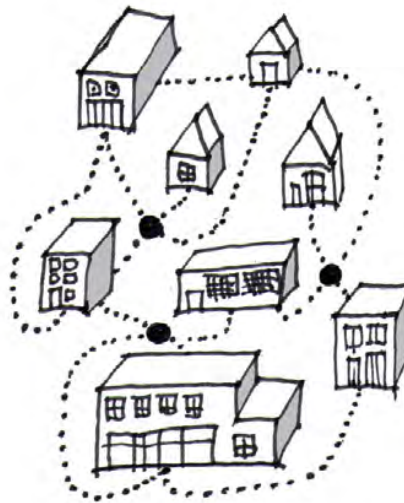
communication



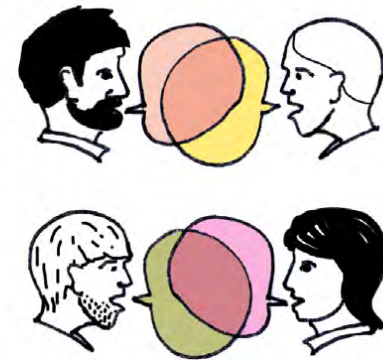
Parametric design consultancy



PEOPLE



PLACE



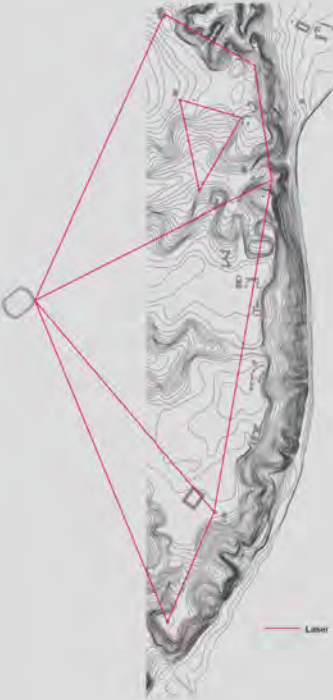
PROCESS

masterplan and participatory engagement strategy, kiev

psychological to physical transformation

1 highlight & inspire:

First step in creating awareness of Dnieper River Park - a web of light will animate the city and visually define the future park



2 empower & engage:

2012 Championship as driver to promote the future Dnieper River Park by engaging people in symbolic 'flower promise' movement will empower the citizens of Kiev to conceive of the big park idea mentally, creating the Dnieper River Park brand



3 restore & protect:

- strengthen existing entrances to the park and restore existing landscape character zones along 'The Edge'
- restoring protected landscape zones and establishing new green infrastructure
- restoring scenic qualities by exploring the natural topology
- thinning of existing tree planting to reveal hidden vistas



4 reconnect & discover:

- establishing good connectivity to the river
- completing 'The Edge' by resolving major severances
- developing the brand of Dnieper River Park through lighting, place making and way finding
- new opportunities of passive and active recreation
- improving biodiversity of the unprotected green spaces
- establishing hydrological connection between land and river



5 transform & enjoy:

- establishing connectivity between the park and the river
- creating viable public realm connection between the 'Upper City' and the waterfront
- creating new riparian river edge through biohaven islands
- enlivening the waterfront by enabling new activities
- establishing 'enterprise corridor' for green & culture industries
- making the River Dnieper the centre of community life





receive



discover



share



give



visit



enjoy!



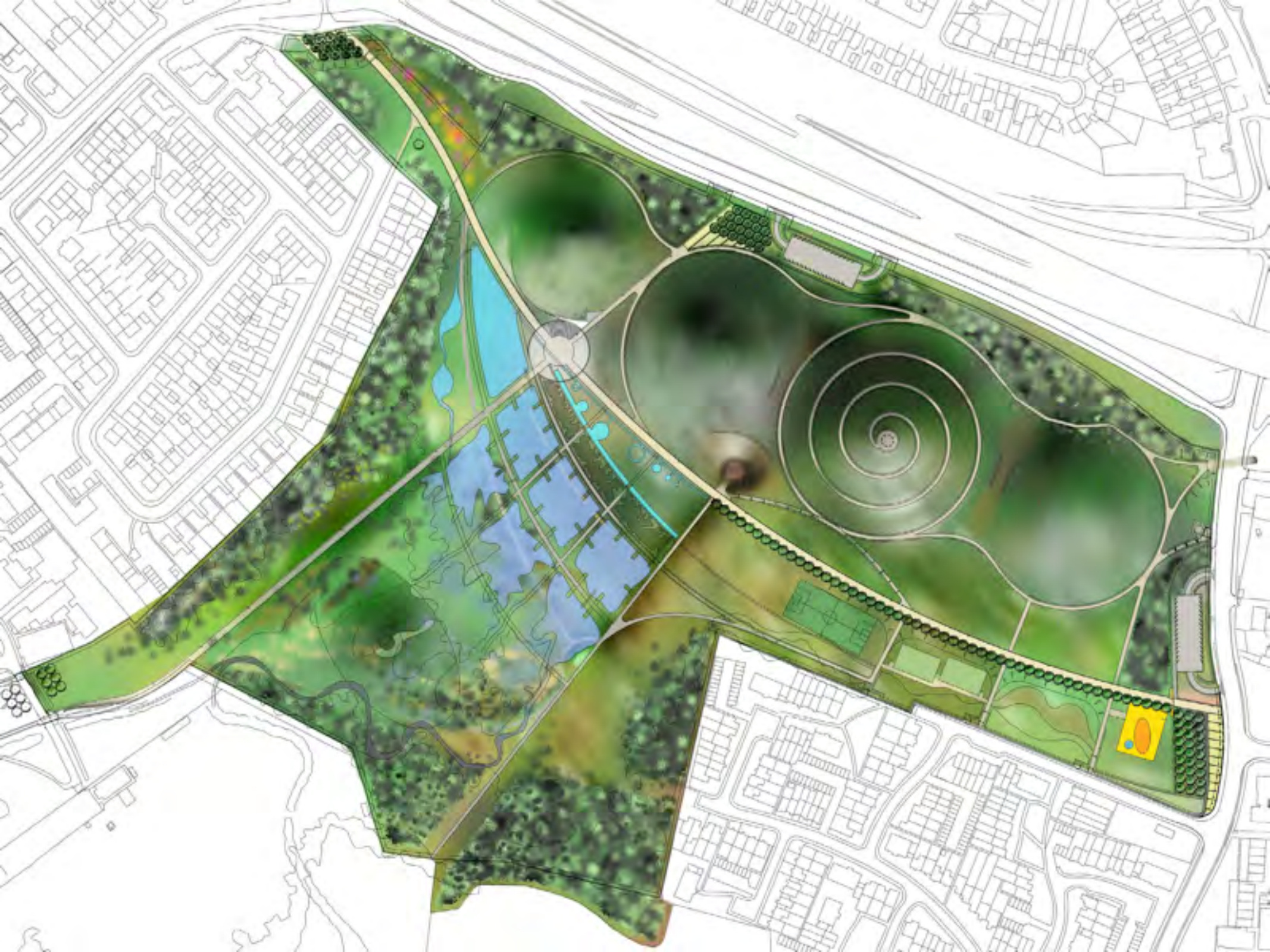
participatory event





Northala Fields, London



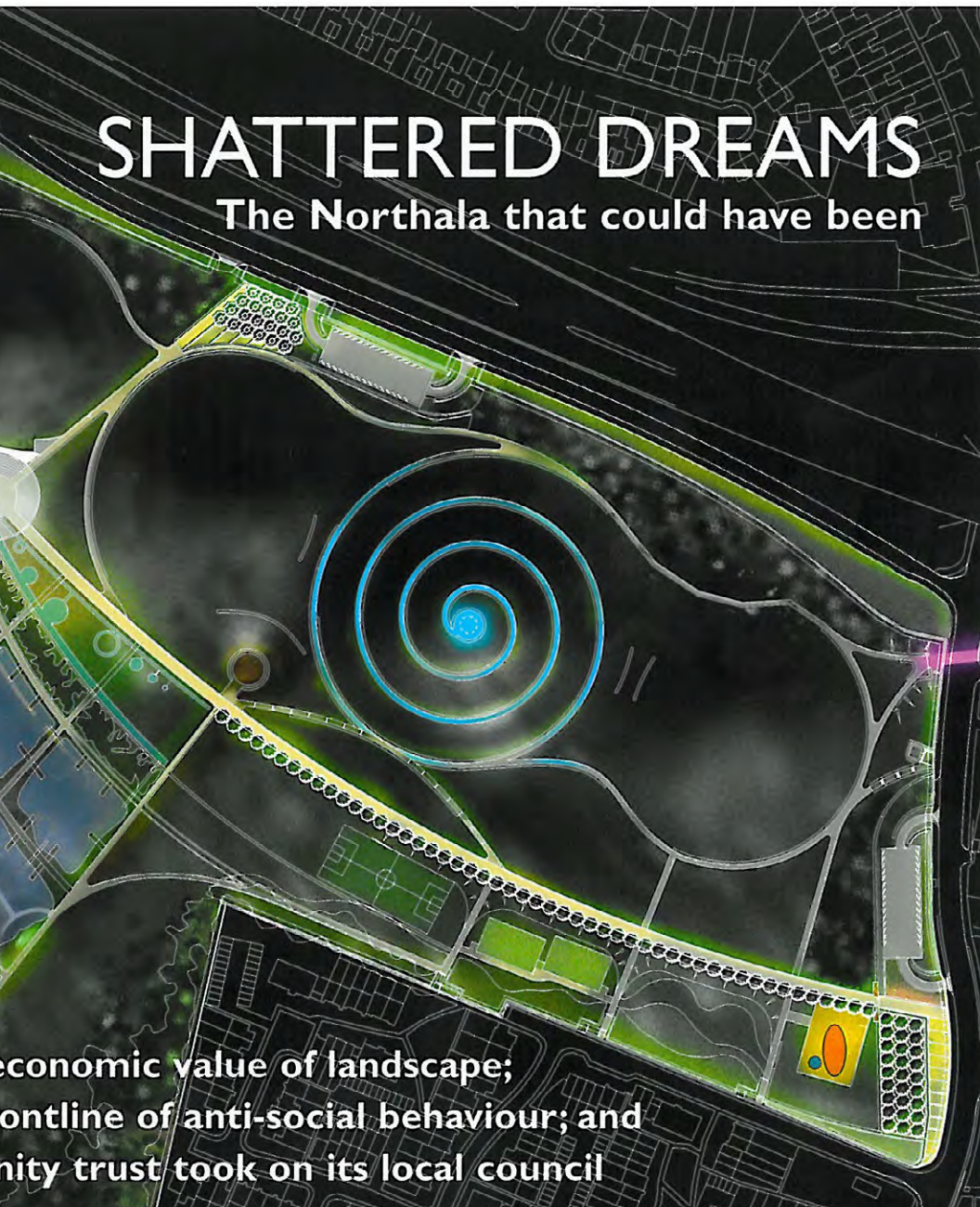




green places

SHATTERED DREAMS

The Northala that could have been



economic value of landscape;
outline of anti-social behaviour; and
community trust took on its local council

ROBIN HOOD IN REVERSE

Stacey is accused of 'robbing' Northala Fields

by Steve Gill

CAMPAIGNERS fighting to keep the borough's flagship green park a legacy for future generations are gearing up to fight the council. The protesters believe they can force officials into a U-turn over plans to divert cash from the £5.5 million Northala Fields project into other schemes.

But Ealing Council wants to halt the project instead of taking it to phase two.

It wants to take £700,000 from funds for the project and put it into other 'top priorities' in the borough. But project leaders, politicians and residents rounded on officials, claiming the cash was not theirs to take because the project is self-funding.

The park, between Western Avenue and Kensington Road, is the largest to be built in London in over 100 years and is due to be completed in some form next year.

It was funded by charging companies to dump green waste in what became the 30-metre cone-shaped hills with a view of London.

Council leader Jason Stacey denied the cash for phase two would be spent elsewhere but refused to back the next phase.

He said the case for it is deeply flawed and would leave the taxpayer footing a bill of more than £18 million in future years.

At a Greenford area committee meeting last week Councillor Stacey said the money would go towards project essentials including public toilets, a playground and CCTV cameras.

He said: 'I'm not some kind of reverse Robin Hood stealing from the poor to give to the rich.'

However, Peter Fink, director of Art2Architecture, which drew up the plans for Northala Fields, said the council had misled residents. He said: 'Either they don't

understand or don't want to understand the report, to justify taking the money they had and to undermine phase two.'

'But now the money is back in the park it has reopened the discussions about the second phase. So instead they are misrepresenting the report which is beginning to look like they are trying to mislead people.'

Councillors at the meeting angered project supporters by suggesting it was a toss-up between the next stage and green recycling bins.

But Pastor David Wise, chairman of the project steering committee and will attend the Cabinet meeting on October 17 where the issue will be discussed, said: 'This project is a legacy for generations to come. I know which we would rather have. Bins are paid for through the council tax, this project has not cost the council a penny.'

Jason Stacey roams Northala Fields site.



www.icEaling.co.uk

Friday, September 15, 2011

Friday, September 15, 2011

Town hall accused of siphoning £700K intended to build a park

Park project crisis as cash row starts



An artist's impression of how the project will look, above, and building work on the park, right.

Picture by Sharon Dempsey ZUMA Press Ltd



Northala Fields
London

Northala Fields Park, London, re-visit 2014 (completed 2008)



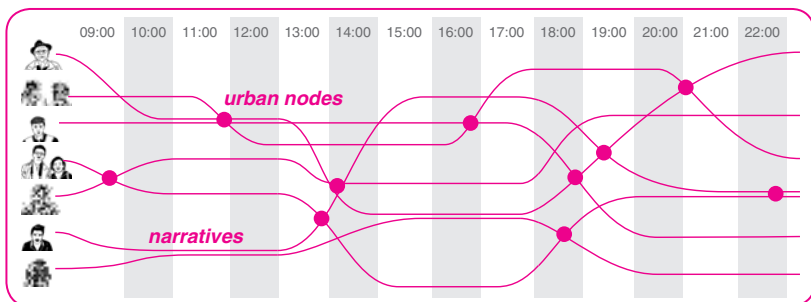


local fishermen
involved in
maintaining the park

Vauxhall, London, Development Framework



Mental Map Spatial Solutions



Digital network

An Internet forum and social media, such as Facebook and Twitter, provide a communication hub for people to get involved in project nodes and support the social fabric.



Social Fabric

The social fabric is made up of the interconnected everyday narratives of the people living, working and playing in the neighbourhood. The project nodes strengthen the link between the social and physical fabrics.

Reinforcing Strands

The strands reinforce existing elements in the urban fabric with long-term projects and policies which work with and guide the detailed implementation of the GLA and Lambeth strategies. The framework identifies three main strands:

BLUE PARK

Widening and improving the connectivity of the river walk.

ACTIVE SPINE

Public access and active business frontages along the railway arches.

GREEN LINK

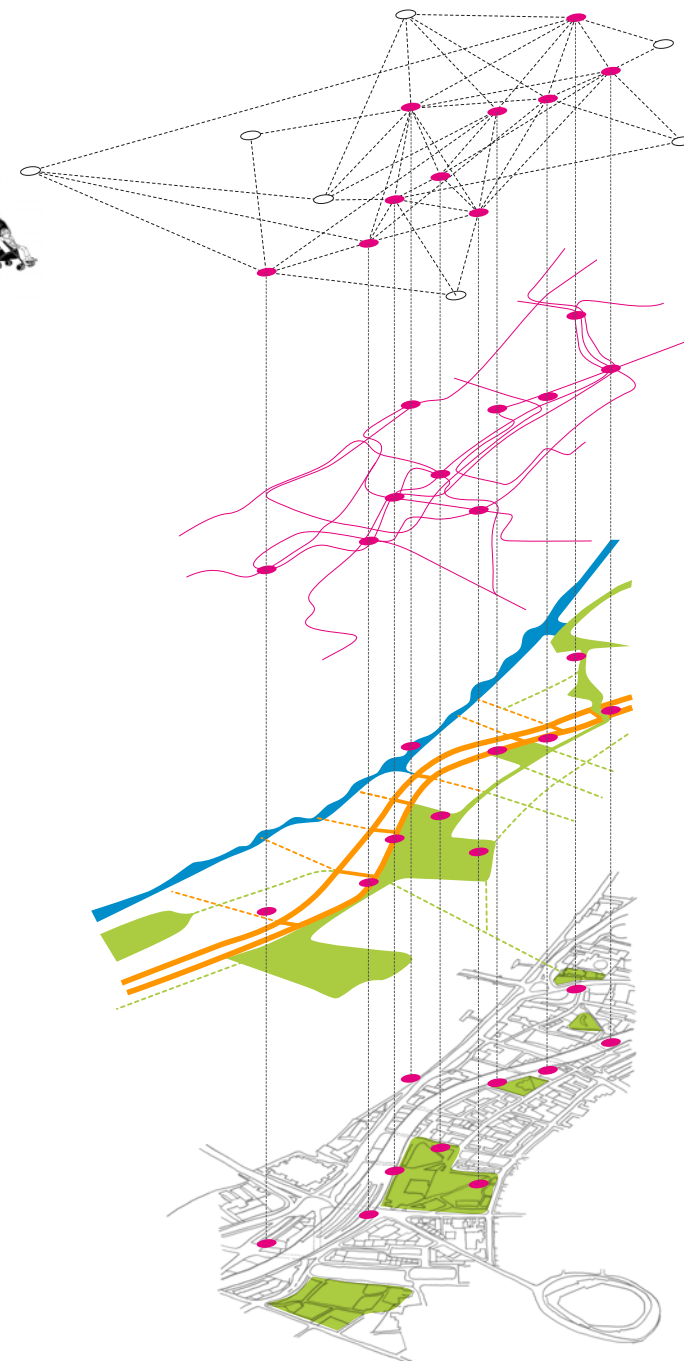
Improving and connecting the green spaces.

Existing area

Special attention is paid to the existing physical fabric and history, as they contain the seeds of the neighbourhood's character. The physical fabric is the base for the framework and its potentials are uncovered at the specific project nodes.

Urban Nodes

The nodes are practical interventions which focus the mutual interests and desires of individuals, groups and businesses. They combine various elements of the social and physical fabrics together. They can be permanent installations or temporary shows, everyday routines or special events, planned or spontaneous constructions, small buildings or large activities.



One Day in Vauxhall

06:00

07:00

08:00

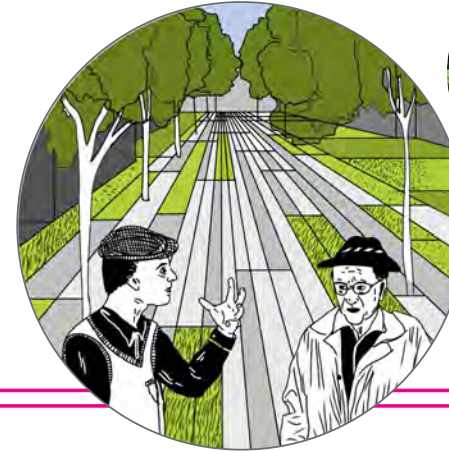
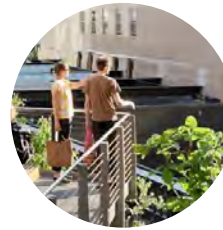
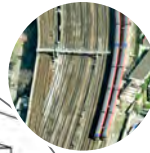
09:00

10:00



Panorama Walk

Austin enjoys his morning stroll and some trainspotting on the new elevated walk connecting the reinvigorated Pleasure Gardens with the gallery quarter along the railway arches. The extra exercise is definitely worth the fantastic views over the railway tracks towards the river.



Garden link

Cyclists using the generous cycle lanes along Tyre Street admire the gardens on either side. As member of his resident's association, even Frank helped plant a vegetable patch beside his building with the downstairs neighbour. The private back gardens and housing estate green spaces have become an attraction since the competition was held by the BID for the best garden and Austin and many of his neighbours removed the shabby wooden screens replacing them with various plants and flowers.



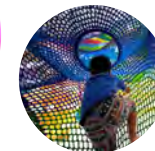
Adventure Playground & Sensory Gardens

Reactivating this pocket park through sensory gardens and playground planted with different species close by the Garden Museum. This is the favourite spot of little Emilia to play while her mother watches her from a Café in the railway arches, sipping coffee from beans freshly roasted by Costa just next door.



Continuous & Active Riverfront

The widened river walk from Battersea to the South Bank Centre provides space for cyclists to pass by as Mr and Mrs Chung stop to take pictures of the Houses of Parliament during their walk along the river edge. In some areas the new walkway hangs over the river while in others the embankment has been softened and stepped down to the river's edge.

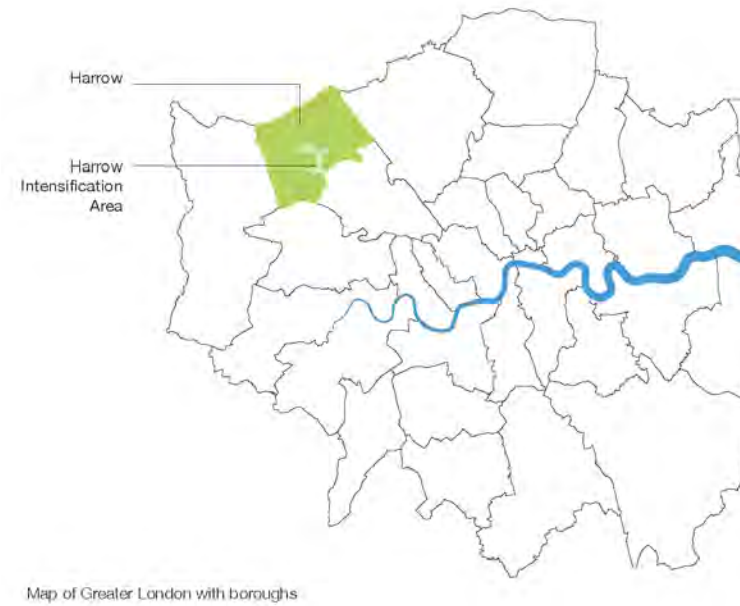
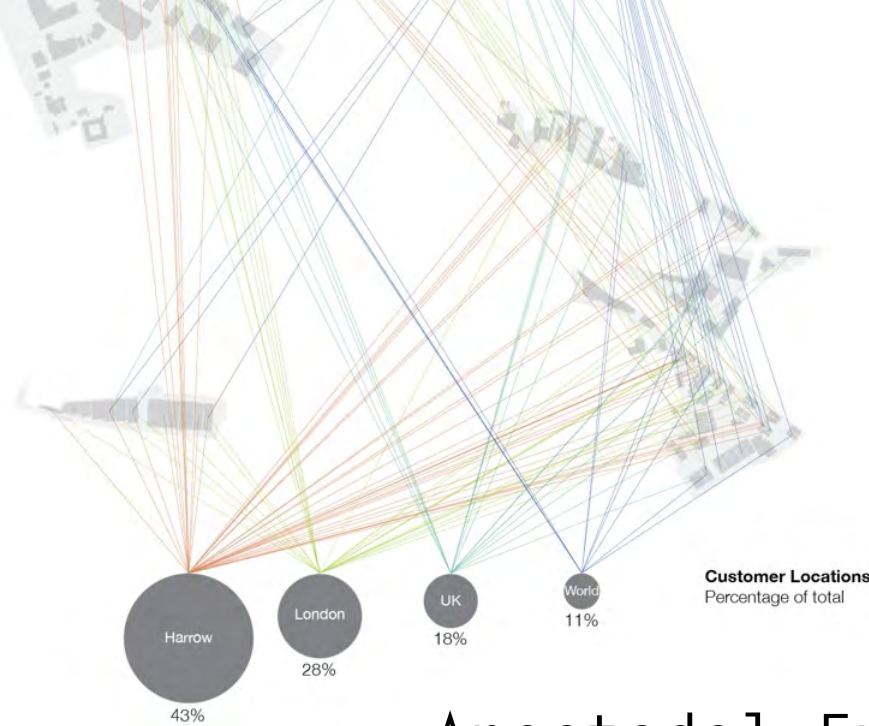


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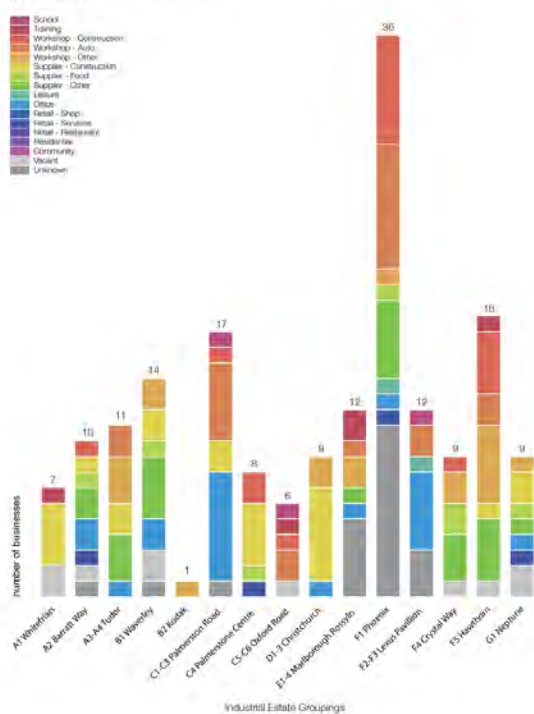


Harrow London,
Invisible Stories

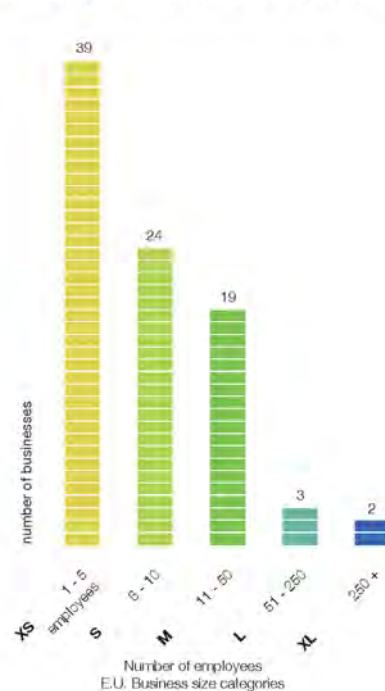


Anecdotal Evidence vs Real Data

Businesses numbers by estate
179 businesses



Number of businesses by employee count
Based on responses from and estimates for 87 of 179 businesses



Harrow London,
Invisible Stories







Thank you
Děkuji