

**JOIN US IN JUNE AND LEARN ABOUT
IMPROVING CITIES AND CREATING GREAT
PLACES STREETS AND PLACES FOR
PEOPLE.**

**DISCOVER EVERYTHING YOU NEED
TO KNOW ABOUT PLACEMAKING AND
PLACEMANAGEMENT, BIKE-FRIENDLY
CITIES, TACTICAL URBANISM AND HOW
TO IMPLEMENT A LONG TERM STRATEGY.**

**BECOME A MEMBER OF THE CITY AT EYE
LEVEL COMMUNITY AND EXPAND YOUR
NETWORK WITH AN INTERNATIONAL
AND INTERDISCIPLINARY GROUP OF
PROFESSIONALS.**

Cities worldwide each face their own challenges according to their social and economic context to improve the quality of public space. But how do we create great streets and places where people want to be? Learn the HOW TOs firsthand. Join our City at Eye Level & Placemaking Training and learn how to improve cities, streets and places by developing a people-centered approach to placemaking. Learn about analysing places with placemaking games, develop a specific strategy by using the City at Eye Level & Placemaking Europe Toolbox to become Inspired to create great streets and places for and by people.

For more information contact us at
salman.guldemon@stipo.nl

THE CITY AT EYE LEVEL & PLACEMAKING ANNUAL TRAINING

AMSTERDAM
JUNE 12TH TILL 14TH 2023





ELEMENTS IN THE TRAINING

- **The City at Eye Level:** creating human scale streets with interaction between buildings and streets. We will learn about the mechanisms of creating great ‘plinths’ – active ground floors.
- **Placemaking:** turn public space into great places where people feel at home.
- Placemaking as part of a **larger, long-term approach:** the journey from Placemaking to Place-Led Development, Place Management and the business case of placemaking for system change.
- How to include the community in the **co-creation** of public space, in an **inclusive** and **sustainable** way.
- **Learning by doing:** hands-on tools to apply the new knowledge directly by means of the Eye Level Game and the Place Game. Apply the tools to inspiring cases in Amsterdam.
- We will create enough space for **knowledge exchange**. Apply your own knowledge to your own practical examples and challenges you encounter in your own work.
- During the three days there is enough space to **get to know** your fellow participants and **to inspire each other**.
- **Relaxation is also important.** During dinner the first evening we can enjoy good food and drinks together.



LEARN FROM

The City at Eye Level initiating partners at STIPO and a network of City at Eye Level contributors, including international leaders in placemaking, urban designers and planners. Through our worldwide network of contributing partners can we help cities and people anywhere to develop strategies to create and improve their own great City at Eye Level.

Our core partners include Project for Public Spaces, UN-Habitat, Pakhuis de Zwijger & Think City. Next to that, we have a worldwide network of many local partners and contributors with whom we work together to utilize locally rooted knowledge and networks.

FOR WHO

- Experts working on improving streets, squares and parks in cities
- Professionals active in public space and urban planning
- Civic leaders active in placemaking and community-driven approaches
- Politicians looking to improve public space
- Entrepreneurs, real estate owners and developers who want to learn about the City at Eye Level
- Students and young professionals who want to develop their skills in placemaking.



WE OFFER

- A three-day practical course in Amsterdam West
- Learning by doing, at inspiring locations with cases
- Background material for theory and practice and a pragmatic action toolbox from [The City at Eye Level](#), [Project for Public Spaces](#), and [STIPO](#)
- International experience, examples and membership to the international City at Eye Level community
- Access to all our open source resources, including hardcopies of “The City at Eye Level” books
- An interdisciplinary group at the masterclass and a lasting membership of the global City at Eye Level community

PRICE

Fees including lectures, book, materials, local travel costs, lunches, dinner (on the first day) and end drinks (on the last day):

- €950: non-commercial organisation
- €1250: commercial organisation
- €250: scholarship for students & zealous nuts
- Early bird: Get your early-bird tickets till April 14th

*Prices are ex. VAT & registration fee

SIGN UP NOW!

Register at our [Eventbrite page](#) or send a mail to: salman.guldemond@stipo.nl if you need to request for an invoice.

ORGANISED BY

STIPO

Find more info: stipo.nl/?lang=en

