Neighborhood

wikipedia:

is a geographically localized community within a larger city, town or suburb. Neighborhoods are often social communities with considerable face-to-face interaction among members.

pps:

is the basic unit of civilization. the level of social organization at which people interact most regularly and naturally, providing a ready-made forum for tackling problems that arise in a community.

Recipe to change a neighborhood

ingredients: one "local hero" zealous nuts

preparation:

- take local hero and mix in equal parts zealous nut
- -find a problem
- -take action
- -mix in vision
- -simmer slowly
- -add public campaign for garnish

4 Characteristics

Promote sociability
things to do
comfy
accessible



What Do You Think





Principles of Placemaking

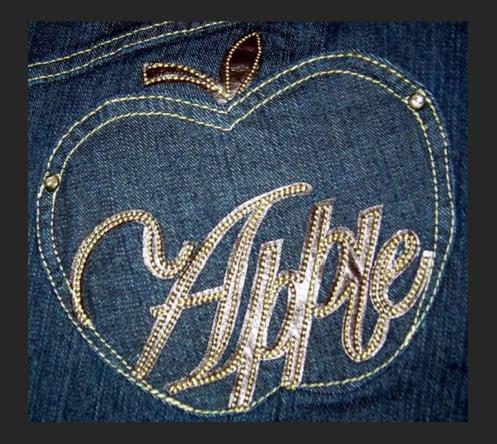
expert community
create a place not a design
can't do it alone
it can't be done
observe
vision

form supports function
make the connections
little things
what money
iterative

Power of 10



Apple Bottom Up Approach



- recognizes experts
- guided by collective
- intelligence
- builds partnerships

SMILE

- david burwell: we are hardwired to connect
- david engwicht: more rich more satisfying



What Can You DO **?**



What Can You DO f 2

dave marcucci: built a bench and provided a place for neighbors to meet

sloooooooow down

passeggiata, paseo, volta, ____?

- size matters
- x 10

las parcelas = fresh eyes + fresh veggies + fresh food – drugs

join a gang

What's Your Third Place

- •get a feel
- •triangulation: more than the sum of its parts
- rockefeller center was transformed by creating places to sit
- •short-term visible changes give you credibility
- •does anyone really care?
- •give people ownership sk8 or die
- •i always wanted a stoop
- •put the commy in communities

My Third Place

