The Power of Culture in Creative Placemaking for Future Urban Economy

Ehsan Ranjbar
Assistant Professor of Urban Design, Tarbiat Modares University, Tehran, Iran
21th Century

A New Window for Urban Experts to Look at City and Public Spaces
21st Century, An Urban Century

The Speed of Urban Change

Urban Experiences

21st Century, An Urban Century

Copenhagenization

Barcelona: Urban Branding Market as Places

Different Typology of Public Spaces

McDonaldization
The Age of Urban Transformation
Before / After

Photoshop or Real?
Emergence of Urban Transformation Concept

DRIVING FORCES

- population
- politics
- Governance
- wealth
- life style
- technological innovation

Competition

Culture

Economic Growth

Mega events
City Brandaging
Urban Competitiveness

Creative City

Placemaking

Urban Tourism

Culture-led Regeneration

Mobility

Architecture and Urban Spaces
Pedestrian Zones
Public Arts
Urban Events

New Tools
Transportation is mostly related to safety, cleanness (pollution), accessibility.
CREATIVE PLACES

Creative City Vision: Place, Culture and Economy

Place Competitiveness

Authentic Urban Environments

Economy

Culture

Creative and Cultural Industries

CREATIVE CITY
Creative Places

creative industries
museums art
writing painting
radio film
movies video
photography sculpture
dance sculpture
writing animation
media architecture
crafts theatre
mixed media
cable fashion
design
digital art jewelry
 löyly helsinki

Cultural Roots in a Creative way
Districtissä tapahtuu...

#ddhelsinki

Le Flon district, Lausanne, Switzerland
Marseille france
The Way that urban designers couldn’t think last decades
Marseille Vieux Port Pavilion
Joint winners at EUROPEAN PRIZE FOR URBAN
PUBLIC SPACE 2014
Oslo Opera
New Urban Space By Architecture
+
Barcode Project
Opera Kvarteret

Ny bolig?
www.operakvarteret.no

Salg ved: Røsland & Co
prosjekt salg as
Beijing Olympic Park, 2008

“Green Beijing, Green Olympics”
Federation Square, Melbourne
Client: Copenhagen Municipality, Realdania

Location: Nørrebro, Copenhagen

Function: Public space

Site area: 30,000 m² / 322,917 sq.ft / 750 m long public space

Superkilen Opening: 22 Jun 2012

Building area: No buildings

Total floor area: No buildings

Cost: 13.4 million euro

2009 - 2012
The Black market
What’s happening in Tehran; the capital of an alive civilization?
Tehran  Car factories; 50 car /h
Abbasabad Cultural Area

- Verity of cultural and recreational functions
- Innovative design of elements,
  - pedestrian bridges
  - cycle tracks
  - different theme parks in 68 hectare
  - connection to a forest park
  - vast view to the mountains of north of Tehran
- Good connection to Metro and public transport by a network of walkable spaces and sidewalks introduce an
- excellent public spaces planning policy of Tehran Municipality.
- Connectivity is a key quality in the area
Tabiat Bridge success as a new type of public spaces in Tehran which also has captured virtual spaces because of selfie photos on the bridge by young groups.
New Creative Public Space, New Urban Culture
Pedestrian zone of central Tehran
Results of questionnaire show overall satisfaction of people of changing mobility in the area. Also shopkeepers are more satisfied from economic point of view after changing streets from car dominant to pedestrian friendly situation. The main quality of the area which is more notable for people is safety especially for women (in day time not night time)
Atigh Square, Isfahan
Creating new problem by planning and Design
Chitgar Lake waterfront, Tehran; an entertainment-led project
The Challenge of Privatization of Public Space and Decreasing the Concept of Culture into Consumption

- new change in history of 230 years old capital of Tehran
- locating close to mountain in connection to forest
- 9 kilometre continuous pedestrian including a ring of bicycle track
- lack of public transport
- Planning different shopping malls
Integrated model of culture-led regeneration strategies
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Thank You
E_ranjbar@modares.ac.ir
e.ranjbar1983@gmail.com