

# Placemaking Manifesto

Issued by Christina Lanzl, Rob Tullis and Anne-Catrin Schultz | 10 Years of the [BSA/AIA Placemaking Network](#) | 11.01.2017  
Following the October 23 public review with Kathryn Firth (moderator), Polly Carpenter/BSA Foundation, A. Vernon Woodworth/AIAMA Board of Directors  
Anthony Clayton, Deborah Fennick, Júlia Hilário, Marek Jacisin, Victoria LaGuette, Doris Martinez, Neil McCann, Stephanie Osser, Sergio Arturo Perez  
Coco Raynes, Eric Reinhard, Renata von Tscharnier, Sara Wermiel, Douglas Wohn and Claudia Zarazua

**The [Placemaking Network](#) explores what it takes to further the creation of high-quality, distinctive public places.**

Placemaking transforms space into place. Our public realm is a *common good* that comes alive through an understanding of how humans instinctively relate to place, design leadership that leverages it, and active programs for and by communities as a civic benefit for everyone. Placemaking activates our built and lived environment. We acknowledge and actively work towards improving hard as well as soft *quality of life* factors.

## **Placemaking = Quality of Life**

Placemaking engages the five senses. It is about developing and continuing *identity*, distinctive, specific and memorable *character* in our public spaces. It's about fostering a *sense of place*: our body-mind's positive kinesthetic, emotional and cognitive experience in, and in relationship to our public surroundings. It's achieved by putting the importance of our shared, exterior spaces between buildings above that of our private, interior spaces within them. We recognize that storytelling gives meaning to our lives and is therefore an important narrative device of human civilization.

## **Placemaking = A Sense of Place**

Placemaking is about the benefits that accrue to us, our neighbors, our community, and even our culture when we engage with each other in a high-quality and healthy public realm. Including public participation in its design and use helps create community *identification*. Active programming, public events, and public art are powerful tools that help foster community pride.

## **Placemaking = Caring About the Community**

Placemaking integrates the individualized focus of disciplines such as architecture, urban design, landscape architecture, public art, and community cultural programming; and supersedes their boundaries by focusing on *collaboration, communication and place* instead of isolated projects, bringing together individuals of all backgrounds, interests and talents.

## **Placemaking = Collaboration and Communication**

Placemaking embraces *inclusivity* by offering a universal platform for discourse. Everyone is a maker of place. Everyone can serve the agenda of excellence in design, supportive environments, healthy communities, and thriving neighborhoods. In a high-quality public realm, we shed our individual bubbles and participate in a life of greater civic engagement.

## **Placemaking = Active Participation**

Placemaking combines an awareness of *tradition* with an embracing of new and emerging technologies. It respects time-tested rules of form and space, but also employs the *research, development and innovation* along with contemporary digital and social media tools to further community building.

## **Placemaking = Tradition and Innovation**