

EU DESIGN DAY 2023

FROM PLACEMAKING
TO THE NEW
EUROPEAN BAUHAUS:
WHAT'S THE FUTURE
OF OUR PUBLIC
SPACES?



Event Organisation: ERRIN Design&Creativity Working Group

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AUTONOME
PROVINZ
BOZEN
SÜDTIROL



PROVINCIA
AUTONOMA
DI BOLZANO
ALTO ADIGE



INTRODUCTION



Pirita Lindholm

ERRIN Director

The Design Day is back with the 11th edition! The Design Day has become the yearly 'place to be' for European regions and other key players at European level, who consider design and design thinking as drivers for innovation in different sectors and across Europe. Design can be used as a tool for social change and impact the creation of sustainable and healthy environments.

This year's Design Day – From placemaking to the New European Bauhaus: what's the future of our public spaces? – will investigate the challenge of shaping and reusing public spaces. This theme links the Design Day, organised by the ERRIN Design & Creativity Working Group, and the establishment of an ERRIN Task Force on the New European Bauhaus (NEB) dedicated to exploring the opportunities of this initiative and stimulating co-creation processes among members. NEB, through its interdisciplinary approach, brings different communities together and boosts local initiatives.

Design Day aims to break silos between different sectors, enhance collaboration among various stakeholders and provide a unique opportunity to share examples of innovative projects. Design Day also provides an important platform for tackling governance, process and societal innovation. This edition features some extraordinary projects tackling topics such as co-designing sustainable cities with digital technologies, uses of nature-based solutions, and creating hybrid spaces integrating economy, education, culture and social life.

In this booklet you can find information about the EU Design Day's speakers, innovative projects implemented in ERRIN member regions, as well as inspiration for creative use of public spaces.

Pirita Lindholm

Director

European Regions Research and Innovation Network ([ERRIN](#))

THE EVENT

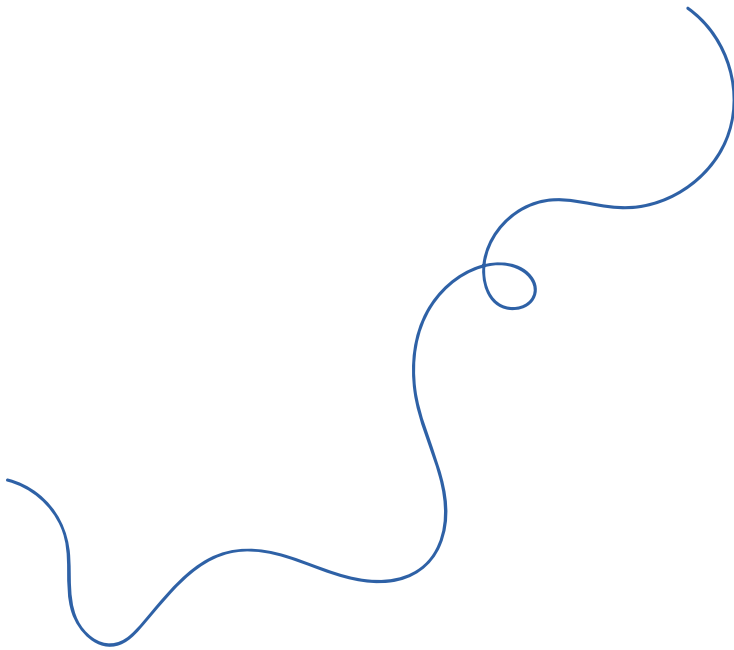
This year's edition focuses on the creative use of public spaces: ideas, projects, and collaborations to re-imagine the spaces of our communities.

The projects are divided into three panels.

Panel 1 is entitled "Together," where the regions of Apulia, Stuttgart, Auvergne-Rhone-Alpes, and South Tyrol engage in community projects and smart approaches reflecting on how to work together.

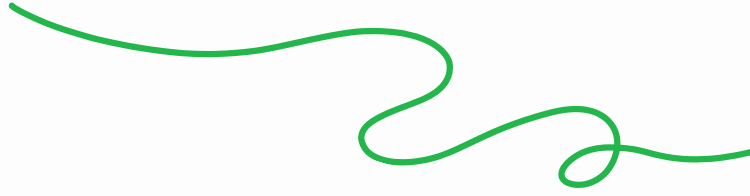
Panel 2 focuses on the theme of sustainability for lifestyles and society: reaching green goals through individual choices, and involved the regions of Catalonia, Gothenburg, Vastra Götaland, and Kujawsko-Pomorskie.

Finally, **Panel 3** has been named "Beautiful" and sees the participation of the regions of Leeuwarden, Helsinki-Kymenlaakso, and Pays de La Loire reflecting on how to create the spaces of the future with the power of art and creativity.

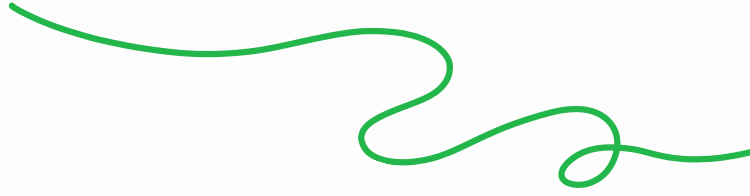


PROJECTS SUMMARY

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EUDD23 - Panel 1



LUOGHI COMUNI



A short talk with...

Marco Ranieri

Consultant of ARTI for the Youth Policy Department of Apulia Region.

How would you describe the concept of public space just with a single word?

Public space is an **opportunity**: to create new relations and alliances, to engage and enable people and organisations, to strengthen social cohesion and democracy, to change our cities and to create new forms of economy.

How would you describe your project to the public?



In the last 15 years, Apulia Region gave a substantial contribution to the creation of a network of cultural and creative facilities that allow young people to be active citizens, creating more opportunities for their engagement, empowerment and skills improvement. In particular, the project Luoghi Comuni

EUDD23 - Panel 1- Apulia Region

(which means both “common places” and “clichés”) supports social innovation projects carried out by youth organisations (associations and social enterprises) for the temporary reuse of public spaces. Luoghi Comuni is based on the co-design and co-management of social innovation projects, fostering a new dialogue, an alliance, between public administration and non-profit organisations.

Who are the project promoters?

Luoghi Comuni is promoted by Apulia Region - Youth Policies Office and ARTI - Regional Agency for Technology and Innovation.



From what need does your project arise and what needs does it respond to?

A lot of public spaces are unused or underused. At the same time, young people and non-profit organisations need spaces for their meaningful participation in society. The reuse of public spaces through young people's ideas fosters new solutions that meet social needs and empower young people as changemakers.

What were the main challenges you faced throughout the realisation of your work?

The main challenges of Luoghi Comuni are: the involvement of all young people, especially those most affected by the COVID-19 pandemic, those from disadvantaged backgrounds and with fewer opportunities; the sustainability of the social innovation projects (and indirectly of our communities); the transition from temporary reuse projects to well-established and stable practices.



Are there any regional or local authorities involved in the project?

Luoghi Comuni is promoted by the Apulia regional administration and involve public administrations, in particular, local authorities and municipalities who usually are the owner of public spaces. They are engaged in the co-design processes with youth non-profit organisations to define the social innovation projects that enhance their underused assets.

EUDD23 - Panel 1- Apulia Region

LUOGHI COMUNI



Get in touch with the project

Website: <https://luoghicomuni.regione.puglia.it/>

Documentary: https://youtu.be/R_FXJeMcddw

Email: m_ranieri@hotmail.it

EUDD23 - Panel 1- Stuttgart Region

NECKAR ISLAND

A short talk with...

Beatrice Bucher, Christine von Raven,

Yannik Plachtzik

Agency Apero



How would you describe the concept of public space just with a single word?

Everyone has access.

How would you describe your project to the public?



The future is at the Neckar. Characterised by industry and infrastructures, it flows through Stuttgart unnoticed until now. Hidden between bridges and highways, Neckar Island offers the starting point for new approaches. As a space for experimentation and knowledge around water, the island opens a place for discovery, for collective action and radical-positive ideas for the future.

EUDD23 - Panel 1- Stuttgart Region

Different formats for young and old, neighbours and river enthusiasts, experts and interested people offer access to the river for everyone. A place of knowledge transfer and production is created with a diverse range of offers: open working groups, tangible measurements of water quality of the Neckar water, sunbathing and more.

Who are the project promoters?

The project is funded within the „Nationale Stadtentwicklungsplolitik“ by the Federal Ministry of Housing, Urban Development and Building / Federal Institute for Research on Building, Urban Affairs and Spatial Development. The project is coordinated by Agency Apéro GbR and run by the Neckarinsel e.V.



From what need does your project arise and what needs does it respond to?

With Neckar Island, we want to bring the Neckar back into people's consciousness, create new positive narratives of a livable, climate-adapted future, and bring about a long-term, cooperative, sustainable, and radically positive transformation of our rivers and water infrastructures.

EUDD23 - Panel 1- Stuttgart Region

What were the main challenges you faced throughout the realisation of your work?

Working with people, networking and working at interfaces is often not paid for and there are no job descriptions or funding to expand it to the extent needed. To take our work to the next level, it needs proper recognition and support at this point.



Are there any regional or local authorities involved in the project?

- Bundesschiffahrtsamt Neckar (Federal Shipping Authority)
- Verband Region Stuttgart
- Internationale Bauausstellung 2027 StadtRegion Stuttgart GmbH
- Kulturamt Landeshauptstadt Stuttgart (Cultural Department Stuttgart)
- Amt für Stadtplanung und Wohnen Landeshauptstadt Stuttgart (Department of Urban Planning and Housing Stuttgart)

NECKAR ISLAND



Get in touch with the project

Website: www.agency-apero.com

www.instagram.com/agency.apero

Email: info@agency-apero.com

EUDD23 - Panel 1- Auvergne-Rhone-Alpes
CITÉ DU DESIGN ESADSE



A short talk with...
Sonia Hedhibi

International Relations Manager in charge of international projects at the Cité du design-Saint-Etienne Higher School of Art and Design

How would you describe the concept of public space just with a single word?

Public spaces are those areas in the public realm that provide a public use or recreation function where people would meet together, such as parks, plazas and street spaces.

How would you describe your project to the public?



Active design consists of designing public spaces and buildings in order to do physical activity or sports, in a free and spontaneous way, for all. We support 6 pilot cities in France from the program Action Coeur de Ville (234 cities) in developing this type of project. Ease of use and appropriation is central to active design. It is a matter of using universal design principles to design spaces that are accessible to all, and good for people's health and wellbeing. Active Design also allows companies to experiment with users.

EUDD23 - Panel 1- Auverne-Rhone-Alpes

Who are the project promoters?

Cité du design Esadse, located in the heart of the creative district of Saint Étienne, the only French Unesco creative design city, the Cité du design raises awareness of the realities and uses of design with three principal missions: teaching art and design through the High School of Art and design, disseminate culture through Biennale Internationale Design Saint-Etienne, permanent exhibitions, support companies and public entities. Paris 2024, the Olympic Games Organization, and the National Agency for Territorial Cohesion (ANCT) are also involved.



From what need does your project arise and what needs does it respond to?

Sedentary lifestyles, especially among children, are on the rise in France. One adult in two and one child in five are overweight. In addition, in 40 years, young people aged 9 to 16 have lost 25% of their physical capacities.

EUDD23 - Panel 1- Auverne-Rhone-Alpes

Moreover, many city centers have experienced difficulties in terms of vitality, and attractiveness and are looking for new ways to attract residents and visitors so, the objective is to facilitate access to sports for all via urban infrastructures. The rethinking of the city allows to combine different types of mobility (walkers, bicycles, cars..) and takes account of the planet for sustainability.

What were the main challenges you faced throughout the realisation of your work?

Allow each actor to be involved in the design phase, designer, company, public actors, and users. To answer the needs of the citizens and the possibility of the city's technicians and politicians.



Are there any regional or local authorities involved in the project?

The City of Saint-Etienne and Saint-Etienne Métropole will host some JO Games and the Métropole encourage active design in its municipalities.

EUDD23 - Panel 1- Auvergne-Rhone-Alpes

CITÉ DU DESIGN ESADSE



Get in touch with the project

Website: <https://www.citedudesign.com/en/>

Email: info@citedudesign.com

BASIS VINSCHGAU VENOSTA



A short talk with...

Hannes Götsch

Founder & Enabler

How would you describe the concept of public space just with a single word?

Common

How would you describe your project to the public?

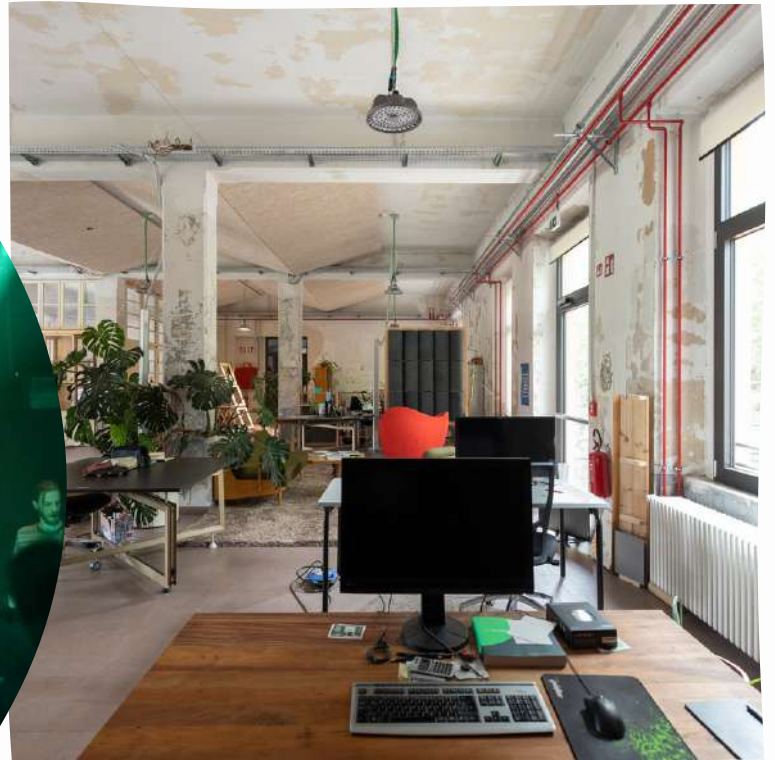
BASIS is a prototype, statement and precedent of a non-dominant, bottom up and DIY culture which was able to rethink a former fascist military barrack into a peace project – a place for enabling niche culture, social cohesion and cooperative economy.



BASIS is a practical answer against the brain drain and gives opportunities to the citizens in access and distribution of space, services and events. It is a motor for the needed diversification and internationalisation. As a common public space BASIS is open for private people, companies, institutions and associations. BASIS is a needed counterbalance of tolerance, respect and love. A true rural-urban link.

Who are the project promoters?

The project promoters now are the board of 7, the operational team of 7, about 10 external coworkers, the daily users of the shared spaces, about 50 volunteers and a lot of artists, students, research institutes and the UniBZ. Then the local municipality, the province of South Tyrol and international networks as TEH and ECHN.



From what need does your project arise and what needs does it respond to?

The need for free end elastic spaces for experimentation and development. The need for solution-oriented acting, trust and self-responsibility. The need for a future-oriented, non-patriarchal and machoistic mindset. The need for activating the citizens in taking action for themselves. The need for a social-ecologic and circular economy.

EUDD23 - Panel 1- South Tyrol

What were the main challenges you faced throughout the realisation of your work?

The complacency of the status quo, lethargy, greed, jealousy, patriarchy, machoism, lobbies, associations of category, centralization, ignorance, and ego. The biggest challenge was in March 2020 to steer the initiative out of the public body into the private, self-organised, non-profit association we are now. During Covid.



Are there any regional or local authorities involved in the project?

At first no, now yes, many. We co-create transformation projects. The local municipality, district community, province of south tyrol innovation department, culture department, youth department, ERDF, ESF, EUSALP.

BASIS VINSCHGAU VENOSTA



Get in touch with the project

Website: <https://basis.space/en/>

Email: hg@basis.space

MENDEL SQUARE



A short talk with...

Ondrej Chybik

co-founder of Chybik+Kristof Architects

How would you describe the concept of public space just with a single word?

Shared. Accessible. Inclusive. Reconciliation.

How would you describe your project to the public?

Mendel's Square is a public space in Brno, Czech Republic, created to commemorate the father of genetics on his 200th birthday. The reorganisation of traffic made space for this new public area, with a red circle marking the site



of the St. Augustinians abbey where Mendel worked. It is anchored in the values of the European Union but also grounded in complex local history.

The Pavilion of Humanity is an open-air pavilion for a multigenre festival, which abstractly recreated the "German house" that once stood on the site using scaffolding tubes, which were later dismantled and reused.


Who are the project promoters?

From our perspective, the primary advocates of the project are their satisfied users, that feel connected to the place and its heritage, with a sense of belonging and identity. Undoubtedly, every stakeholder associated with the project takes pride in promoting it, including the city and the organizations involved.



From what need does your project arise and what needs does it respond to?

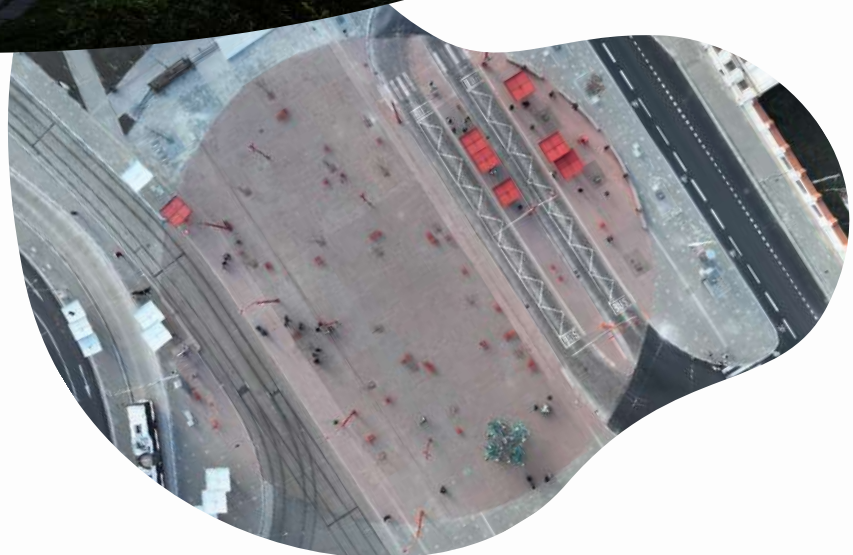
Mendel's Square was created to make the site a public space for everyone to enjoy. The project responds to a need to teach citizens of post-socialist cities to participate in community activities. The Pavilion of Humanity aims to support the idea of European unity and connect the site's historical layers.



EUDD23 - Panel 1- South Moravia

What were the main challenges you faced throughout the realisation of your work?

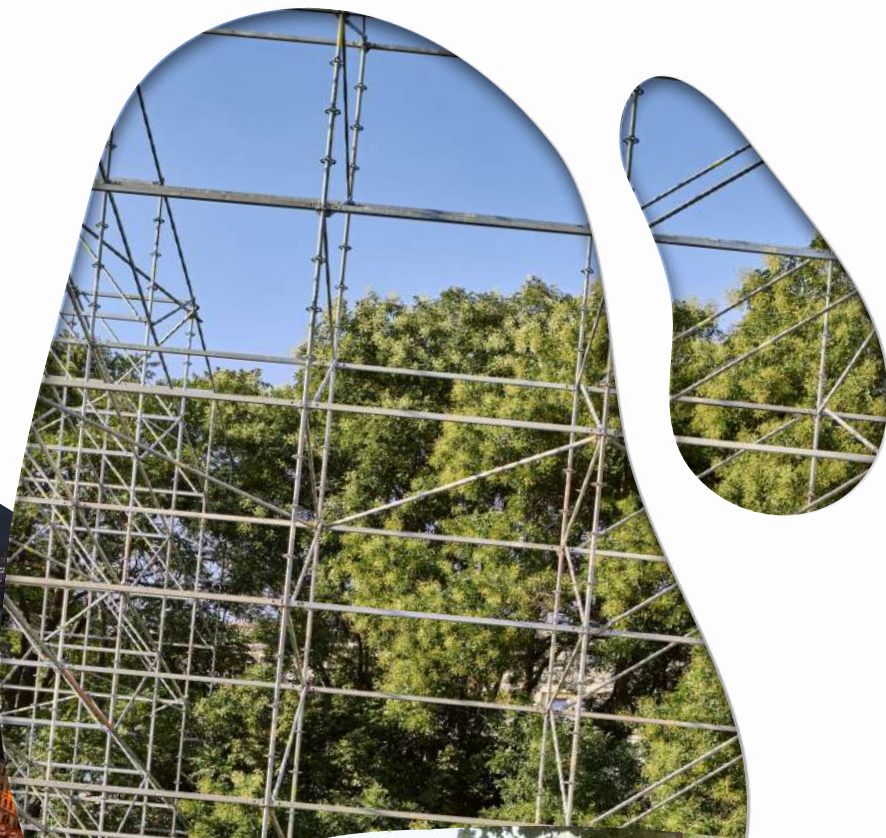
The primary challenge we encountered during the designing of the Mendel's Square project was related to the original traffic solution, which presented a significant obstacle to the creation of any public space. We had to reevaluate the site and carefully consider every aspect to effectively manage the issue at hand.



Are there any regional or local authorities involved in the project?

We have collaborated with both regional and local authorities, as well as the non-profit organisation "Společně" (Together), to coordinate events in Brno.

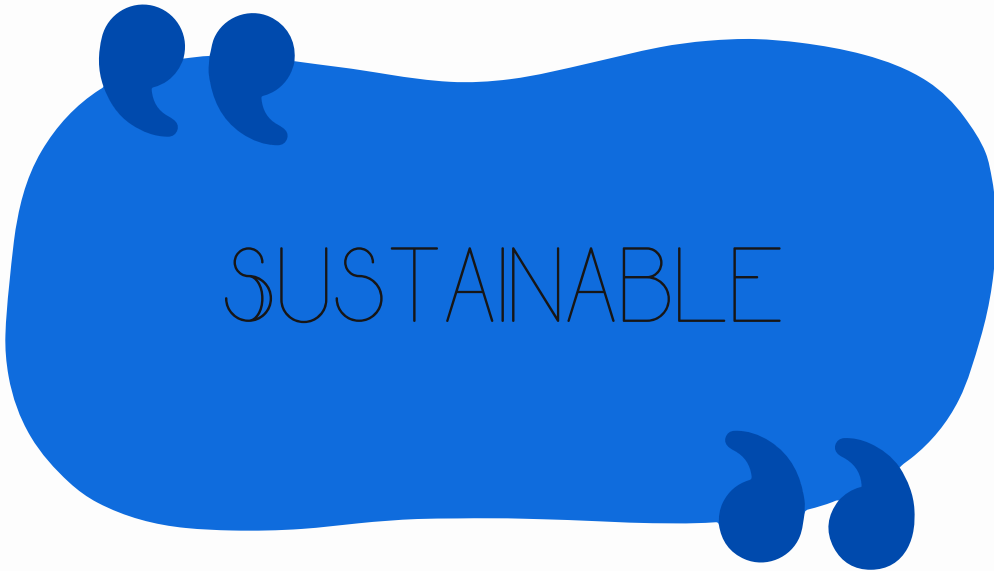
MENDEL SQUARE



Get in touch with the project

Website: <http://www.chybik-kristof.com/>

Email: pr@chybik-kristof.com







PROTOTYP GÖTEBORG



A short talk with...

Ulf Dalnäs

Vice dean for cooperation,
artistic faculty, university of
Gothenburg

Björn Siesjö

City Architect

How would you describe the concept of public space just with a single word?

Together.

How would you describe your project to the public?



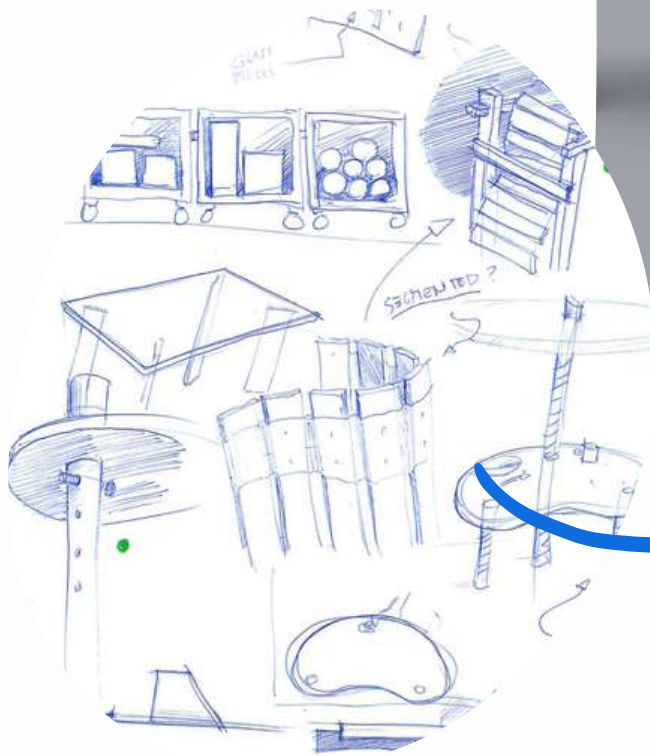
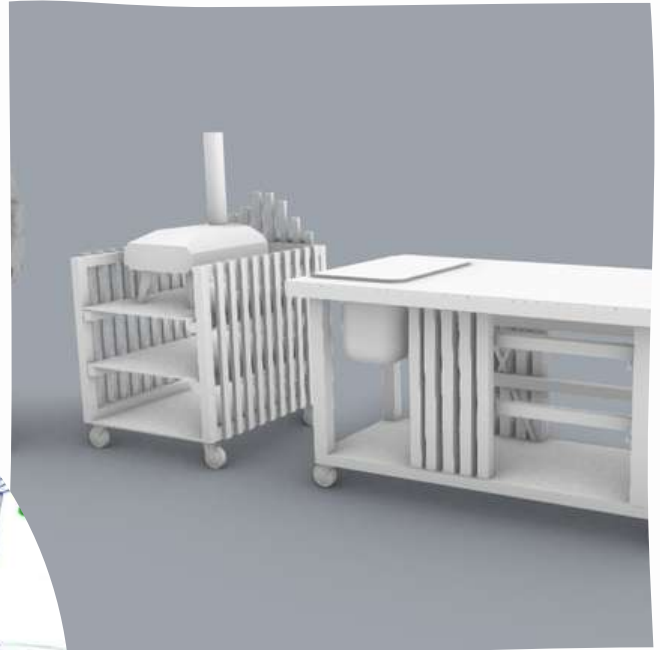
A group of students from HDK-Valand Academy of Art and Design collaborated with city officials and researchers from the university to design and build an outdoor kitchen. The kitchen was built as a part of the Transition lab – a prototype that is being developed in Frihamnen in Gothenburg, with the aim of strengthening, exploring and testing methods of co-creation and inclusion linked to the transition work towards sustainable cities.

EUDD23 - Panel 2- Gothenburg Region

One part of the lab is a blue community garden, where algae and mussels are grown. The mobile kitchen will be used by the researchers and marine biologists at Gothenburg University that are involved in the blue community garden, for exploring and testing the future food from the ocean.

Who are the project promoters?

HDK-Valand and the City of Gothenburg.



From what need does your project arise and what needs does it respond to?

The project was created through a need for an outdoor kitchen and a need to explore participatory prototyping as a design method, with a focus on making.

EUDD23 - Panel 2- Gothenburg Region

What were the main challenges you faced throughout the realisation of your work?

Designing and building together always create challenges to overcome, some were common, like balancing ambition with time and budget. But some very specific and hands-on, like questions regarding insurance and workplace security. Another challenge was building with reused materials within the municipal structure with its procurement regulations.



Are there any regional or local authorities involved in the project?

Yes, local authorities such as the Urban Environment Office.

PROTOTYP GÖTEBORG



Get in touch with the project

Website:

<https://goteborg2023.com/jubileumsprojekt/prototyp-goteborg/>

Documentary: <https://www.youtube.com/watch?v=2BZAXdLUNp4>

Email: ulf.dalnas@hdk.gu.se



A short talk with...

Chiara Farinea

Head of European Projects at the Advanced Architecture Group
Department at IAAC

How would you describe the concept of public space just with a single word?

Public spaces, as open and accessible to everyone, regardless of their social status or economic background, play an important role in promoting social interaction and community cohesion, and architects and urban designers can contribute to promoting democratic values, hindering climate change, and fostering accessibility, diversity and social inclusion.

How would you describe your project to the public?



CO-mida is a 3D-printed vertical vegetable garden co-designed in Barcelona in the framework of a participatory process. It has been developed with the collective Connect-Hot, a group of citizens that shares a vegetable garden in a plot in the Barcelona neighborhood PobleNou. It has been realised with 3D printing ceramic, thus giving wide flexibility in terms of shapes and morphologies.

EUDD23 - Panel 2- Catalonia Region

To respond in an accurate manner to the citizens' proposals. The project has been printed at IAAC facility while offering to the citizens tutorials about 3D printing.

Who are the project promoters?

The project has been funded by BIT-Habitat (Barcelona Municipality) and developed by the Institute for Advanced Architecture of Catalonia (IAAC), Taula Eix Pere V, and Connect-Hort.



From what need does your project arise and what needs does it respond to?

CO-mid tackled topics relevant to many EU cities and regions as food systems, participatory processes, local production, ecological connectivity enhancement, and new technologies for construction. Through digital fabrication it is possible to create every part of the system with different spheres and morphologies, adapting to citizens' needs and local climate conditions.

What were the main challenges you faced throughout the realisation of your work?

Working with Co-design processes and working living systems in real-life architectural applications poses challenges because of a level of unpredictability, whether in ensuring continuity in participation or nature adaptation to the environment where plants grow.



Are there any regional or local authorities involved in the project?

The project was funded by Bit Habitat-Barcelona Municipality in the framework of "La Ciudad Proactiva" programme. It has been further developed with the H2020 Urbinat project, with the Municipality of Porto which selected 6 schools in deprived areas in which IAAC has co-designed new versions of the wall. It will be also developed with the Municipality of Milano (IT) and the Municipality of Ballina (IE) in the framework of Heritact (New European Bauhaus Horizon Europe) , co-designing new versions of the wall with locals.

CO-MIDA



Get in touch with the project

Website: <https://advancedarchitecturegroup.net/project/co-mida/>

Email: chiara.farina@iaac.net

THE MILLS



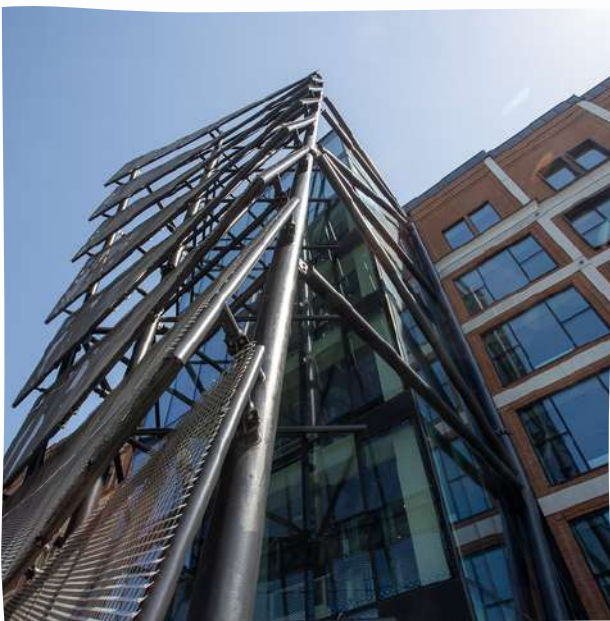
A short talk with...

Beata Skowbronska

Representative of the Kujawsko-Pomorskie
Region in Brussels since 2010.

How would you describe the concept of public space just with a single word?

Public space combines openness, accessibility with inclusiveness and community building. It is an area that welcomes everybody to create and enjoy various forms of activities - outdoor or indoor. Finally, public space supports community forming and helps to experience those undertakings that can be developed together.



How would you describe your project to the public?

"The "Mills" – creative and innovative revitalisation interventions for regional community works as a common denominator for 4 independent undertakings in 3 big cities of the region: Bydgoszcz, Toruń and Grudziądz. The project shows how Kujawsko-Pomorskie regional authorities support, co-finance and promote creative and innovative revitalisations of former, devastated mills (19th-century industrial buildings). It includes the following interventions:

EUDD23 - Panel 2- Kujawsko-Pomorskie Region

- The [Mill of Knowledge Centre for Modernity](#), in the City of Toruń
- The [Rother Mill](#), in the City of Bydgoszcz
- The [Mill of Culture](#), in the City of Toruń
- The **Mill of Energy**, in the City of Grudziądz (under construction)

The project perfectly illustrates the regional approach to the New European Bauhaus, where revitalisation projects have been changing former industrial complexes of buildings with the highest design quality. Thanks to EU funding the region receives, centers for cultural, educational, and scientific activities are created for local and regional communities. It is worth mentioning that this new approach involves also new collaboration and community communication strategies, which makes it truly open for new forms of participation. Thanks to these revitalisations each local community has received new and attractive spaces to explore science, enjoy education and life-long learning, and express their creativity.

Who are the project promoters?

The project promoters are: the Kujawsko-Pomorskie Voivodship, the City of Bydgoszcz, the City of Toruń, the City of Grudziądz, Regional Culture Animation Centre in Toruń, the Gallery and Center for Children's Art in Toruń and teams working in each of the renovated centers.

From what need does your project arise and what needs does it respond to?

The project has arisen from the need to revitalise devastated post-industrial buildings and transform them into centers of creativity, innovation and community building. Moreover, each revitalisation contributed essentially to touristic attractiveness, which has been reflected in an increasing number of tourists visiting the region.

EUDD23 - Panel 2- Kujawsko-Pomorskie Region

What were the main challenges you faced throughout the realisation of your work?

Each revitalisation generated various challenges, such as: adaptation and restoration works, budget allocation, designing new program and selection of team members.



Are there any regional or local authorities involved in the project?

The following regional and local authorities are involved in the project::

- The Kujawsko-Pomorskie Voivodship,
- The City of Bydgoszcz,
- The City of Toruń,
- The City of Grudziądz,

THE MILLS

Get in touch with the project

Documentary: <https://fromsmash.com/TLbuohfGKL-dt>
<https://www.youtube.com/watch?v=eN4nUKD6L38>

Email: B.Skowronska@kujawsko-pomorskie.pl

SCIENCE PARK BORÅS PROJECT



A short talk with...

Peter Serrander

Collaboration Coordinator and Project Leader

How would you describe the concept of public space just with a single word?

A public space is where we meet and connect, but also where we interact and get triggered to take decisions about consumption. What we experience and pass by can inspire us as a community when it comes to making sustainable choices from circular services and concepts.

How would you describe your project to the public?

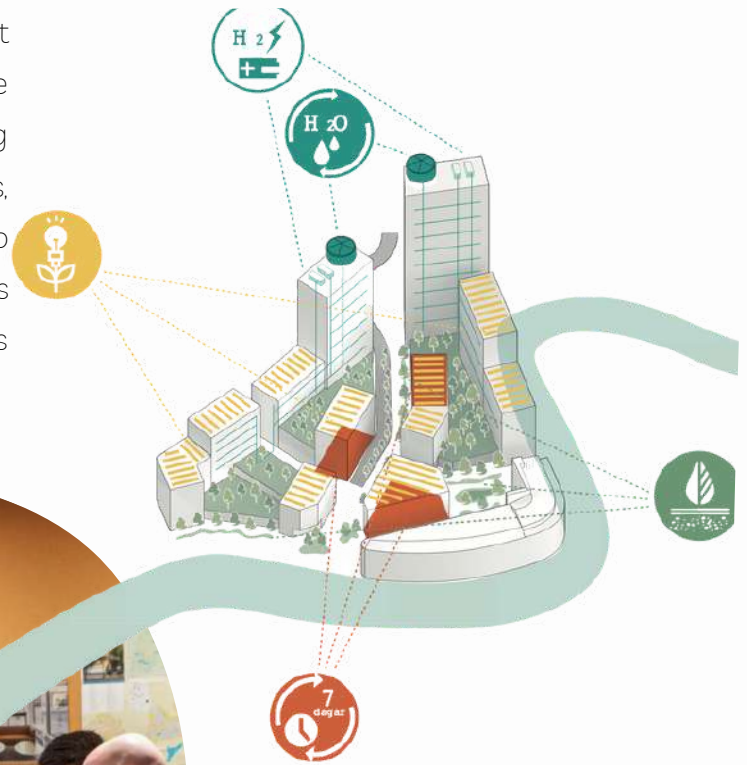
The Science Park Borås projects focus on the lifestyle and habits of the community rather than the physical planning of places and neighborhoods. Nevertheless, it still uses the frame of neighborhood and city planning when bringing circular innovations into context. Concepts and innovations are used as input in developing *Beautiful* and *Sustainable*, but take the starting point in *Together*. This process is guided by a method rooted in design thinking with the characteristic of the double diamond principles. Region Västra Götaland has



EUDD23 - Panel 2- Vasta Götland Region identified this as a helpful tool when redesigning society for sustainable ways of living.

Who are the project promoters?

The idea and frame for the projects were set by the University of Borås with its Science Park Borås, together with local housing developers and the municipalities of Borås, Mölndal and Trollhättan. Part of it has also been done in cooperation with Chalmers University. Region Västra Götaland is financing the project.



From what need does your project arise and what needs does it respond to?

The transformation of society towards sustainability is a complex challenge. The Region Västra Götaland has many smaller cities and medium-sized villages that are very similar to neighborhoods in urban areas. How can the spirit of such a community lead to concepts for more sustainable consumption, starting with young adults?

EUDD23 - Panel 2- Vasta Götland Region

What were the main challenges you faced throughout the realisation of your work?

Professionals connected to housing, business, municipality and administration are easy to get involved in the work. Young adults must be met in a context where they exist and can easily interact. Students through the University were a valuable resource. Validation of scenarios against aspects linked to social sustainability was hard to perform.

Are there any regional or local authorities involved in the project?

Region Västra Götaland with its Klimat 2030 initiative is financing the project. Additionally to that, the cities/municipalities of Borås, Trollhättan and Mölndal are contributing with support in kind.



SCIENCE PARK BORÅS PROJECT



Get in touch with the project

Website: <https://scienceparkboras.se/>

<https://www.youtube.com/@scienceparkboras9862>

Email: peter.serrander@hb.se





BOSK



A short talk with...

Sjoerd Bootsma

Artistic director of Dutch cultural triennial Arcadia



How would you describe the concept of public space just with a single word?

Common.

How would you describe your project to the public?



Bosk is a walking forest of 1.200 trees that are 7 meters tall. In 2022 it slowly moved through Leeuwarden, the European Capital of Culture of 2018. Almost 4.000 people came together to move the trees, it was an enormous act of social and green energy and of the transformation of urban space. Bosk was part of Arcadia, a cultural triennial in Friesland, the north of The Netherlands. Arcadia is a 100-day manifestation where (international) artists and local communities come together to create inspiring works of imagination that ask the question 'how are we a good ancestor?'. Arcadia was visited by 800.000 people.

Who are the project promoters?

Sjoerd Bootsma – Artistic director Arcadia.



From what need does your project arise and what needs does it respond to?

From the need to come together as communities around issues of reforestation, urban greening and collective action for a sustainable future. And, from the need to get out of our comfort zones and crisscross communities around the urgent issues of our time.

What were the main challenges you faced throughout the realisation of your work?

The main challenge was that we attempted to achieve something that seemed to be quite impossible. But we learned: if trees can walk, then we can change..



Are there any regional or local authorities involved in the project?

Yes. The municipality of Leeuwarden was a full co-producer. Many members of the municipality were part of the project team. We did this together.

BOSK



Get in touch with the project

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TIME FOR (S)HEROES



A short talk with...

Heini Haapaniemi

&

Maarit Kalmakurki

Xamk

How would you describe the concept of public space just with a single word?

Co-experienced, inviting, shared, polyphonic, accessible, full of potential and digitally moldable with creative methods such as digital assets and gamification. Urban space is strongly linked to social and economic sustainability, cross-sectoral value networks, wellbeing through creativity and multidisciplinary.

How would you describe your project to the public?

Time for (S)heroes (2024-2027, Creative Europe) invites prospective designers and youth to explore hero rethought in the framework of sustainable design, climate change, inclusion, and diversity. (S)hero interpretations inspire digital and tangible costume, fashion, and art installations to contribute to the European-wide dialogue through the network of urban communities, design universities and educational institutions.

EUDD23 - Panel 3- Helsinki-Kyminlaakso Region

Design mesmerises and takes over the urban spaces with their immersive, playable, and explorative elements showcased at the Kouvola Capital of Game Art biennial and beyond. The audience's perception of urban space transforms as they consider societal topics: recycling, sustainable design, nature relationship, (S)heroes – everyday, local, global, and marginalised focusing on inclusion, and diversity.



Who are the project promoters?

The Creative Industries Research Unit at Xamk serves stakeholders, developers and companies. The project is implemented with the Departments of Economy and Culture including the study degrees of game, fashion, costume, service, graphic and bio-based material design. Other promoters are project partners from five European countries.

EUDD23 - Panel 3- Helsinki-Kyminlaakso Region

From what need does your project arise and what needs does it respond to?

Time for (S)heroes combines capacity building with lifelong learning modules on digital tools, co-design, and entrepreneurial skills for prospective designers. It focuses on youth and audience engagement, interdisciplinary co-design and creation of creative mind-space, and regional development through using urban spaces. The project advances a dialogue with European design universities, regional development agents and organisations.

What were the main challenges you faced throughout the realisation of your work?

Planning the project involved European Bauhaus, lifelong learning, and sustainability principles, forecasting, and investigating trends and weak signals, especially for the fields of (digital) fashion, costume, and experimental art installation. Combining audience engagement with the aforementioned aspects required radical creativity, negotiation skills and multidisciplinary staff in planning.

Are there any regional or local authorities involved in the project?

The Regional Council of Kyminlaakso and local creative sector representatives (cultural institutions, festivals, theatres, museums) support the initiative. Beneficiaries in Finland are Kyminlaakso and South-Savo region's three Xamk campus cities of Kouvola, Kotka and Mikkeli.

TIME FOR (S)HEROES



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BIESSE PAS LES YEUX



A short talk with...

Antoine Gripay

Studio Katra

How would you describe the concept of public space just with a single word?

The unexpected meeting between human, art, nature and concrete! A place to connect, interact and give an overview of social cohesion and city DNA. Public space is the playground of the city where culture comes to life, where communities share their singularities, source of enrichment and social mix.



How would you describe your project to the public?

Urban culture, art and design method to implement new uses in the creative district Nantes island!

Biesse is the name of one of the oldest streets and districts in the city of Nantes. To revitalize the district, an innovative urban approach was developed. Based on design methods and tactical tools developed by Studio Katra, the project aimed to create

urban and artistic signals to unite citizens, develop local commerce attractiveness and produce recognition of this area as an attractive destination.

A foundation was built on interviews and participation of different communities, reinterpretation of graphic heritage, historical documentation and photography. A thorough study of this large database allowed us to create an embellishment, a new doorstep into the city.



Who are the project promoters?

The project promoters are Samoa (urban developer), the City of Nantes, Local shop association, and Studio Katra & Super Apes Studio.

From what need does your project arise and what needs does it respond to?

To foreshadow new urban refurbishing opportunities for the city and to enhance use-cases while maintaining the district's core identity. Bring to light local communities and local shop attractiveness to struggle against shutting down. Create a destination, a place to visit a new journey into the city.

What were the main challenges you faced throughout the realisation of your work?

Bring together everyone under the same identity and graphic design (successful through design method). Obtain all the authorisation to implement murals, road signals and hacks in the public space. Get enough finance to achieve a strategic and ambitious urban plan objective.



Are there any regional or local authorities involved in the project

Samoa is an urban developer in charge of the construction of Nantes Island. This parapublic actor (finance from the city, region, and private partner) instigates the experimentation and benefits from external input (attractivity for new users, communication, citizen dialogue, identification of the district, upgrade brand image) And also Nantes Métropoles, city of Nantes.

BIESSE PAS LES YEUX



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EU DESIGN DAY 2023