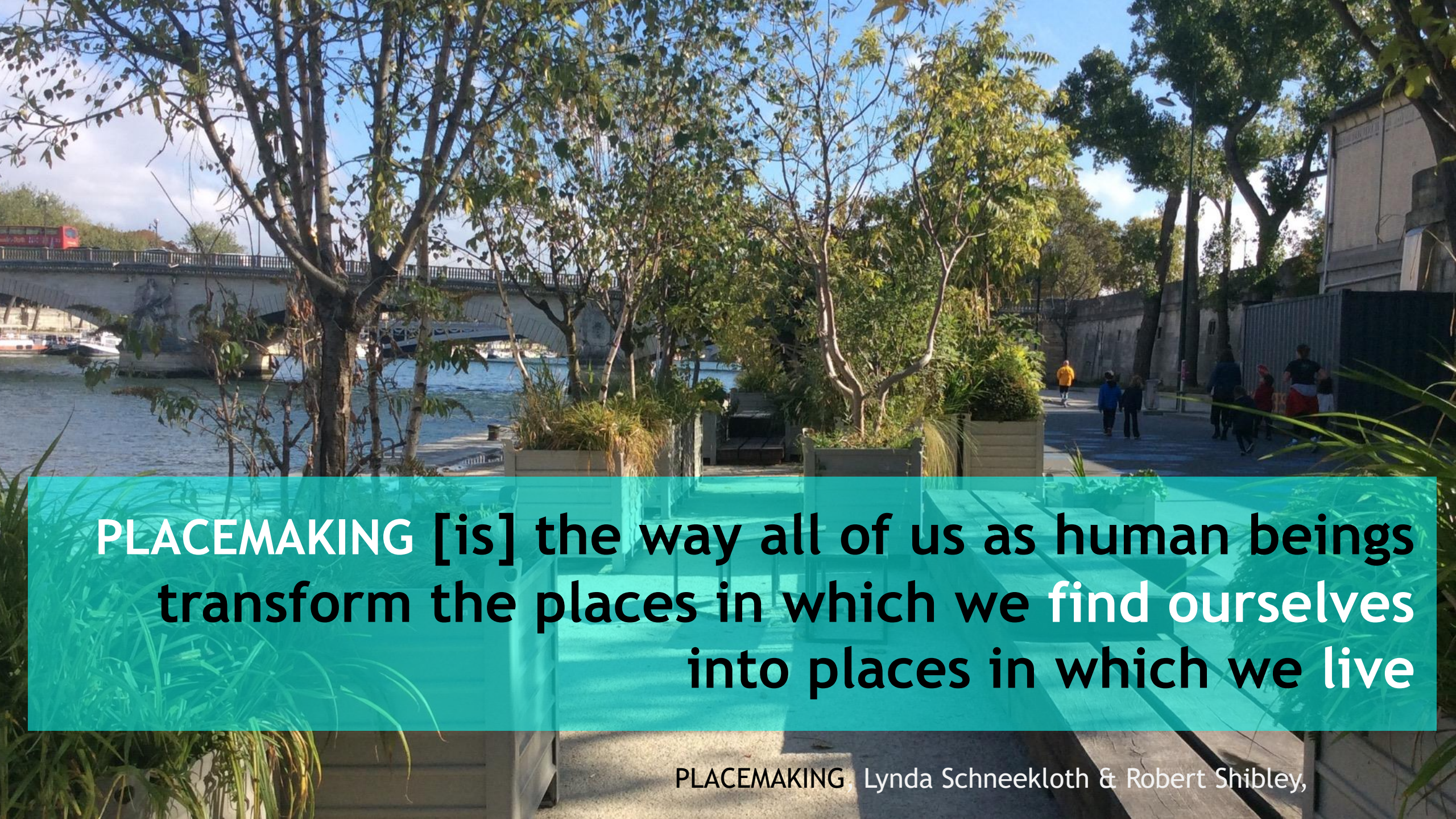


PLACE ACTIVATION

A vibrant outdoor public space, likely a park or plaza, with people walking and a woman sitting on a swing. The scene is bright and sunny, with green trees and a clear sky. In the background, there are red umbrellas and a paved walkway. The foreground features a woman sitting on a swing, looking at her phone, surrounded by colorful flowers and greenery. The overall atmosphere is lively and inviting.

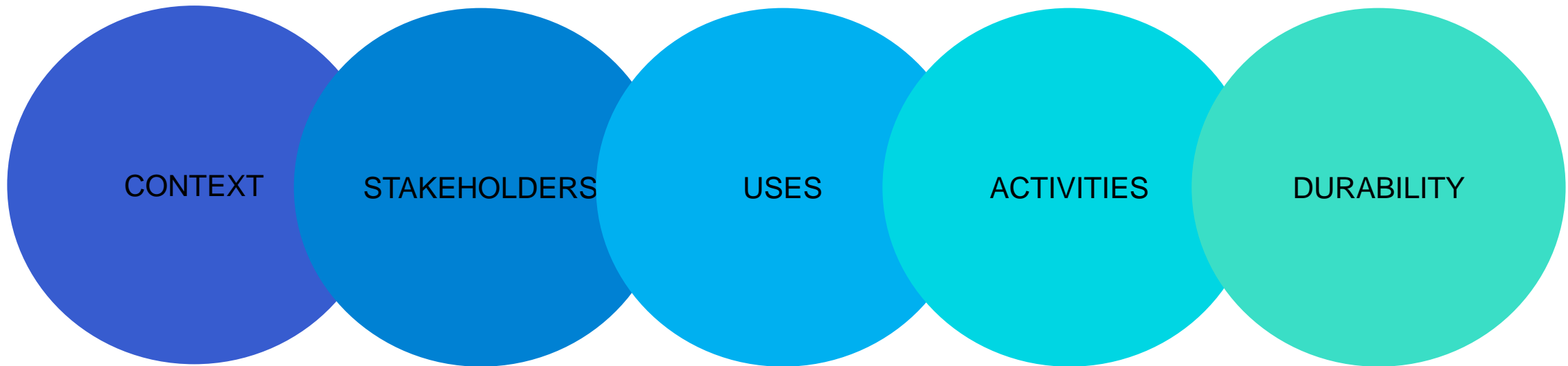
A scenic view of a waterfront park. In the foreground, there are several trees with green and yellowing leaves, and some wooden planters with plants. A paved path leads towards a body of water. In the background, a bridge with a red double-decker bus on it spans the water. Several people are walking on the path. The sky is blue with some clouds.

PLACEMAKING [is] the way all of us as human beings
transform the places in which we find ourselves
into places in which we live

PLACEMAKING, Lynda Schneekloth & Robert Shibley,

POSITIONING > PLACEMAKING

Creation of safe, connected, inclusive, community-related places



“Give public space value from a marketing point of view”

OUR PLACE MAKING APPROACH



START SIMPLE !



Lille, France



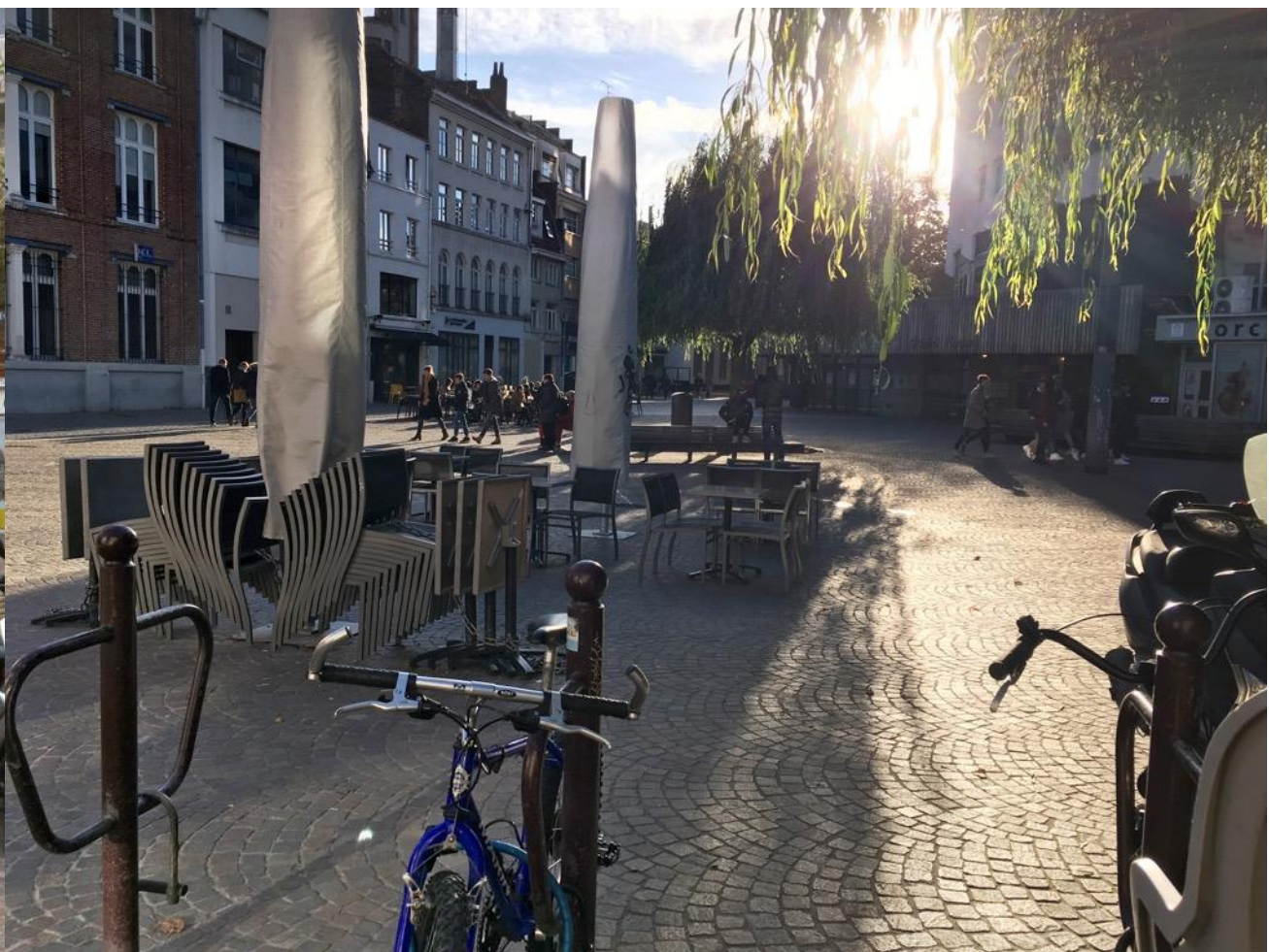




















MAC ALLANS

IRISH PUB

MAC ALLANS

HAPPY HOURS



PLUS DE 10 PRESSIONS
AU CHOIX

5.00€

5.00€

5.00€

5.00€

5.00€

5.00€

5.00€

5.00€

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5.00€

5.00€

5.00€

5.00€

5.00€

5.00€

AT A GLANCE

PROCESS

1. A SPACE
2. A NEED/ AN OPPORTUNITY
3. LOCAL STAKEHOLDERS
4. INVOLVED & ACTIVE PARTNERSHIP

TOOLS

1. OBSERVATIONS
2. CONSULTATIONS
3. PARTICIPATION
4. MONITORING

5. ONGOING EVOLUTION

<https://youtu.be/99SU3FdB378>