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CREATING PLACE FOR YOUNG AUDIENCES 3RD PLACES 4 ALL

THE POTENTIAL OF INTERVENTION

WHAT ARE WE TALKING ABOUT?

PUBLIC SPACE

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CONTENT

GOOD DESIGN
IS A NICE TO
HAVE

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IMAGE CREDIT: NOGAS 1974

A THIRD PLACE

Safe

At Home

Known

Familiair

Invite

As long as you like

Whatever you want

Around the corner

Relevant

THE PROBLEM

The public domain increasingly becomes the exclusive territory of those who have.

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THE SOLUTION

Reopen the public domain for all - using public program to do so.

OKAY
HOW DO WE
DO THAT?

FIVE PILLARS

PEOPLE

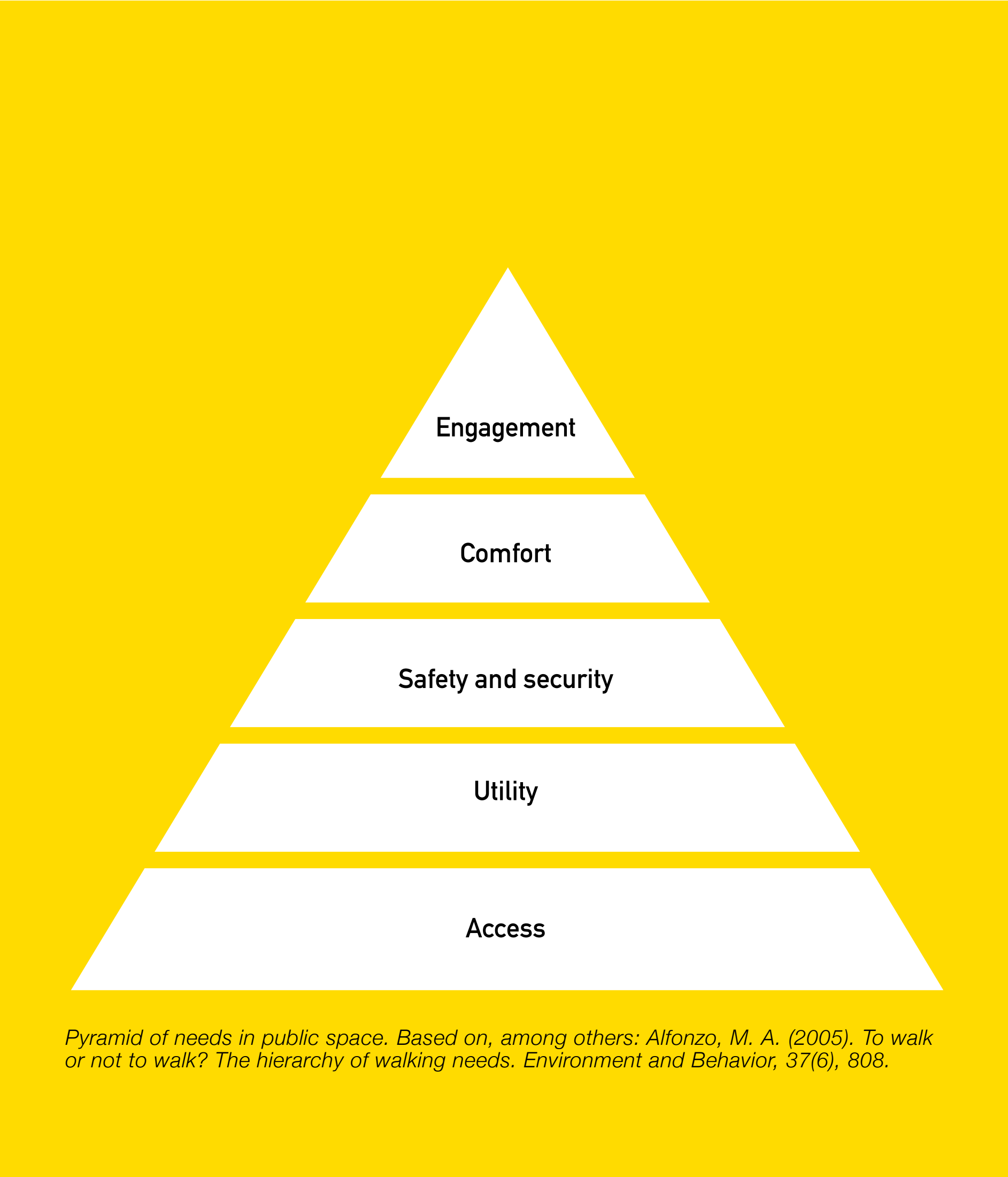Who are we dealing with?

No assumptions

Investigate

Connect

PEOPLE GIVE MEANING TO PLACES

PLACES

Turn anywhere into somewhere

Communities compete

Icons create mental addresses

Places facilitate reasons to stay

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THE PLACE IS ALWAYS PART OF THE STORY

PIRAMIDE OF NEEDS IN PUBLIC SPACE

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Pyramid of needs in public space. Based on, among others: Alfonzo, M. A. (2005). To walk or not to walk? The hierarchy of walking needs. Environment and Behavior, 37(6), 808.

Pyramid: Engagement, Comfort, Safety and security, Utility, Access

Pyramid for the design of public spaces

EXPERIENCE

We live in a experience economy

Memory has become a product

Want to stay relevant?

Collect experiences

PEOPLE DON'T BUY PRODUCTS, THEY BUY MEMORIES

A PROGRAM

attracts

adds relevance

creates experiences

brings people together

FUTURE

Virtuality meets reality

New references

New expectations

Layering

PEOPLE
PLACES
EXPERIENCE
PROGRAMMABILITY
FUTURE

LOCALISM

RECAP

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CONTENT + CONTEXT

**GOOD DESIGN
IS A NEED TO
HAVE**

PUBLIC
SPACES

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CHECKLIST

You know your users.

You create mental addresses.

It's free accessible.

You create meaningful experiences.

You mix relevant programming.

You merge public and commercial.

It's future proof.

You put mental health first.

IT WILL BECOME

Informal

Inspiring

Personal

Attractive

Relevant

A somewhere rather than an anywhere

A place to stay

3RD4ALL
PLACES FOR YOUNG AUDIENCES
SOCIAL CEMENT
IN A VITAL SOCIETY

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THANK YOU

Continue talking?

Welcome!

aat@aatvos.com

www.aatvos.com

www.3rd4all.com

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Marco Heyda

Jan Willem v Bruggen

HOW TO CREATE A RELEVANT PUBLIC SPACE

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4
ALL

HOW TO CREATE
A RELEVANT
PUBLIC SPACE

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