

The Art of Placemaking

And the role of playgrounds.

Acknowledgement of Country

I respectfully acknowledge the Traditional Owners and custodians of the land on which we meet today.

I also acknowledge that we have several parties joining us virtually today from other regions of Australia. I would also like to acknowledge the Traditional Owners and custodians of those regions and pay my respects to Elders past, present and emerging.

Nice to meet you, I'm Stacey Hack!

- Team Leader for KOMPAN Australia's Design and Visualisation Team
- 8+ years in playground industry
- Reg. Landscape Architect



The Art of Placemaking

- What is placemaking?
- The principles behind great placemaking
- The benefits and importance of placemaking
- Why there is a need for playgrounds in placemaking?
- International case studies
- Take home considerations





What is Placemaking....

“Placemaking is a process of creating a quality place that people want to live, work, play and learn in.

- Mark A. Wyckoff, FAICP. “Definition of Placemaking: Four Different Types

Source:

<https://hazel-hepburn.medium.com/placemaking-is-a-process-of-creating-a-quality-place-that-people-want-to-live-work-play-and-2bb4b91746f#:~:text=Original%20Concept,rather%20than%20emphasize%20automobile%20connectivity.>

“Placemaking is a multifaceted approach to the planning, design, and management of public spaces.”

- Fred Kent, Project for Public Spaces

Source:

<https://hazel-hepburn.medium.com/placemaking-is-a-process-of-creating-a-quality-place-that-people-want-to-live-work-play-and-2bb4b91746f#:~:text=Original%20Concept,rather%20than%20emphasize%20automobile%20connectivity.>

“First life, then space, then buildings. The other way around never works.”

- Jan Gehl, Danish Architect and Urban Designer

Source:

<https://hazel-hepburn.medium.com/placemaking-is-a-process-of-creating-a-quality-place-that-people-want-to-live-work-play-and-2bb4b91746f#:~:text=Original%20Concept,rather%20than%20emphasize%20automobile%20connectivity.>



Placemaking is...

Characteristics outlined by Projects for Public Spaces:

The word cloud features the following terms in various sizes and colors (red, orange, green, and teal):

- Transformative
- Creating destinations
- Inclusive
- Adaptable
- Visionary
- Dynamic
- Flexible
- Community-driven**
- Function before form
- Transdisciplinary
- Collaborative
- Context-specific
- Social

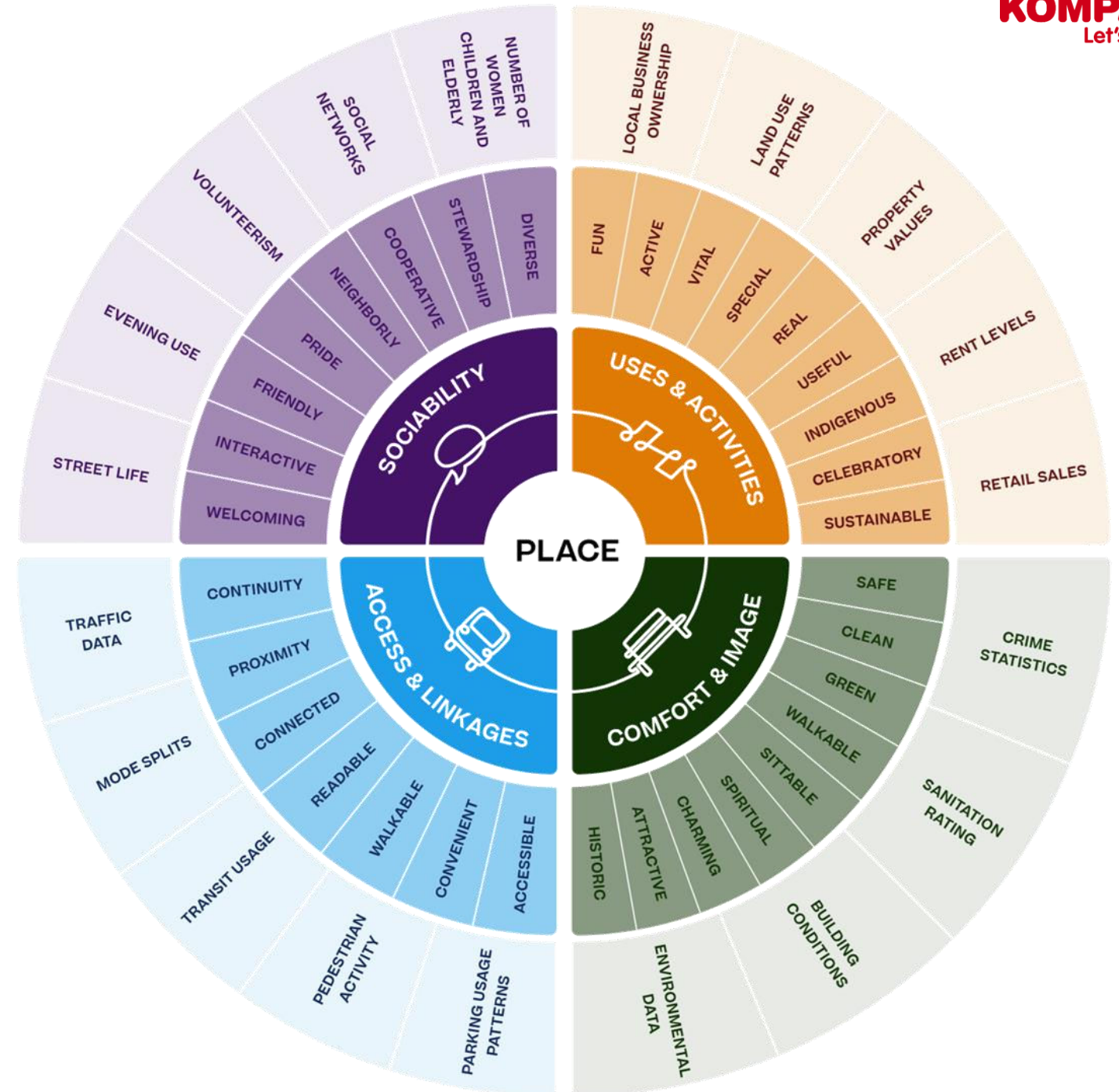
The principles behind great 'placemaking'?



What makes great a place?

Projects for Public Spaces illustrates:

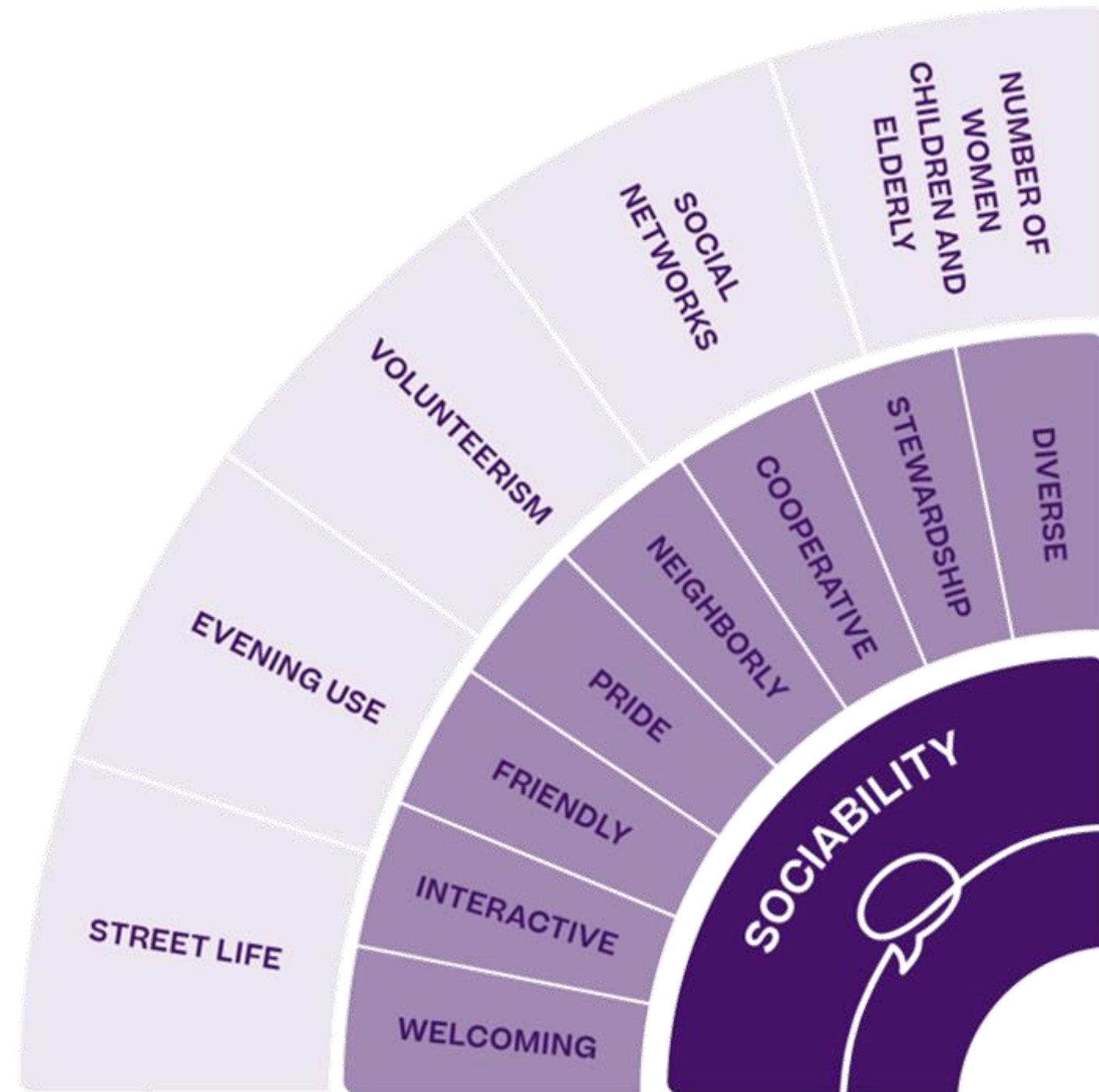
- Sociability
- Uses and Activities
- Comfortable and Image
- Access and linkages



Source: https://uploads-ssl.webflow.com/5810e16f876ce6bcbcd86e/6335ddc88fbf7f29ec537d49_2022%20placemaking%20booklet.pdf

Sociability

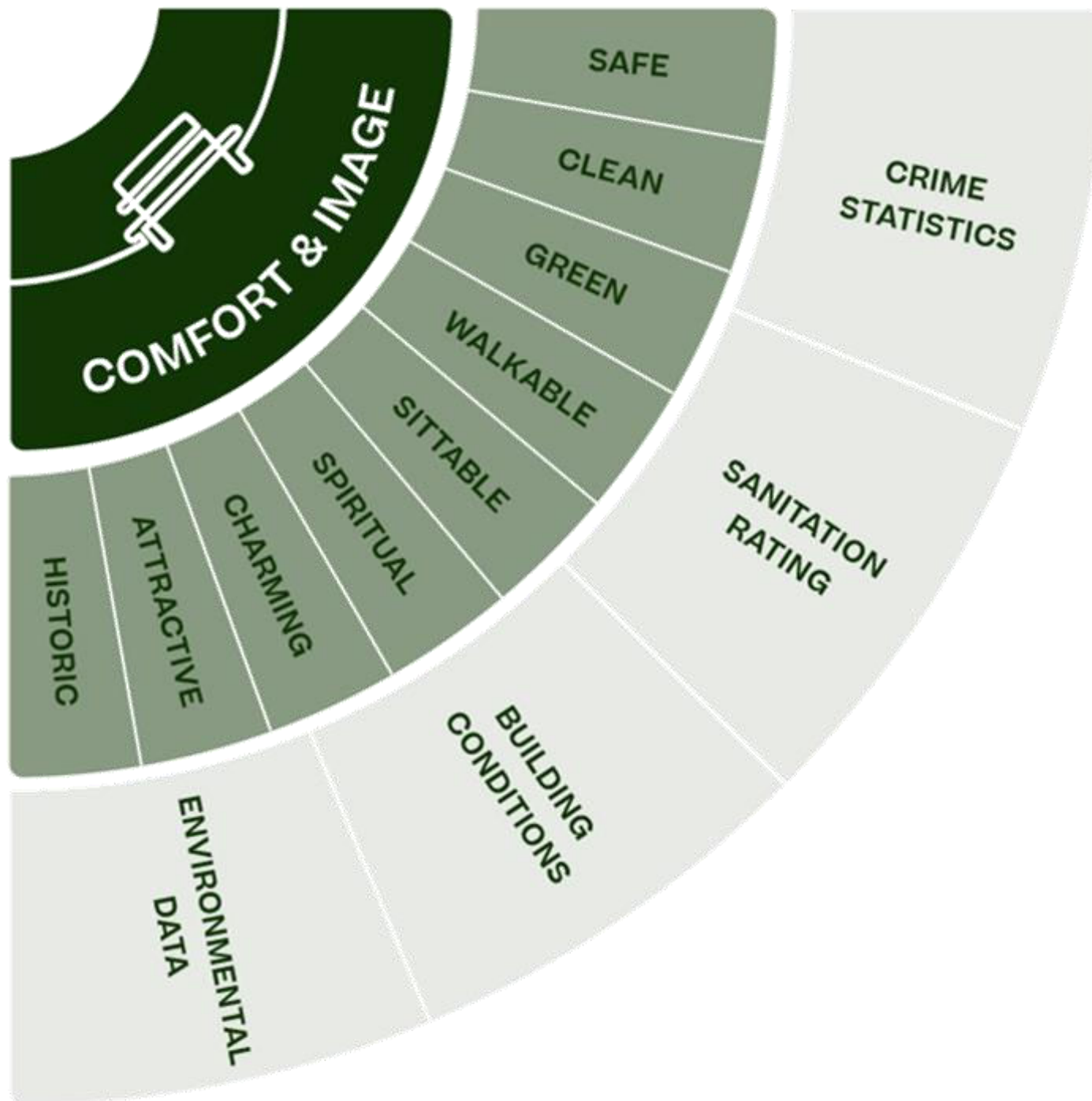
- Choose
- Positive
- Sense of Pride





Uses and Activities

- Diversity in activities
- Attraction

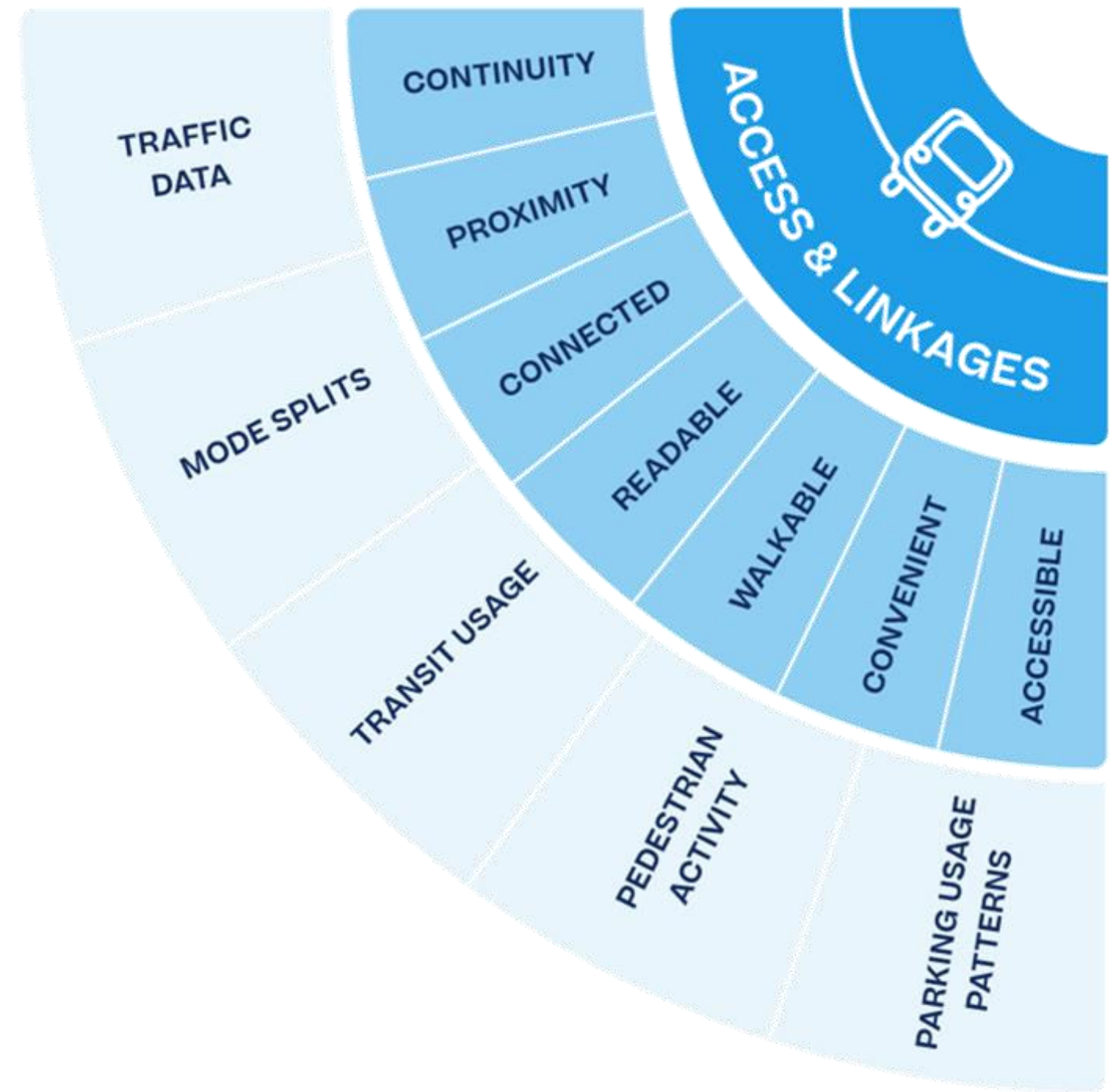


Comfort and Image

- Sense of comfort
- Safe
- Clean
- Seating
- Experience
- Balance > vehicle and pedestrian

Access and Linkages

- Viewsheds
- Visual connection
- Macro and micro connections
- Adequate and functional pathways
- Easy to travel to





Identity and Theme



Safe Access & Circulation



Gateway Features &
Signage

Photo Credit: ©Stockland



Amenities

Photo credit: Brett Tandy

An aerial photograph of a coastal city. In the foreground, there's a sandy beach with waves crashing onto the shore. Behind the beach is a green park area with several large, modern apartment buildings. The buildings have curved facades and many balconies. Some buildings are white, while others have glass facades. The park has green grass, trees, and some structures that look like playground equipment or art installations. In the background, there's a dense residential area with many smaller houses and buildings. The sky is clear and blue.

The benefits and importance of placemaking

Image Credit: Sunshine Coast Council, 2022.

Benefits for community



Builds & Supports an Equitable Local Economy

- Small-scale entrepreneurship
- Economic development
- Higher real estate values
- Local ownership, local value
- More desirable jobs
- Greater tax revenue
- Less need for municipal services

Promotes Health

- Increased physical activity
- Access to fresh food
- Greater security
- Greater social inclusion
- Enhanced environmental health

Promotes Sense of Comfort

- Visually pleasing
- Generally stimulating
- Sense of belonging
- Greater security
- Better environmental quality
- Feeling of freedom



Fosters Social Interaction

- Improves sociability
- More cultural exposure, interaction
- Draws a diverse population
- More women, elderly, children
- Greater ethnic/cultural pluralism
- Encourages community creativity

Nurtures & Defines Sense of Community

- Greater community organization
- Sense of pride and volunteerism
- Perpetuation of integrity and values
- Less need for municipal control
- Self-managing

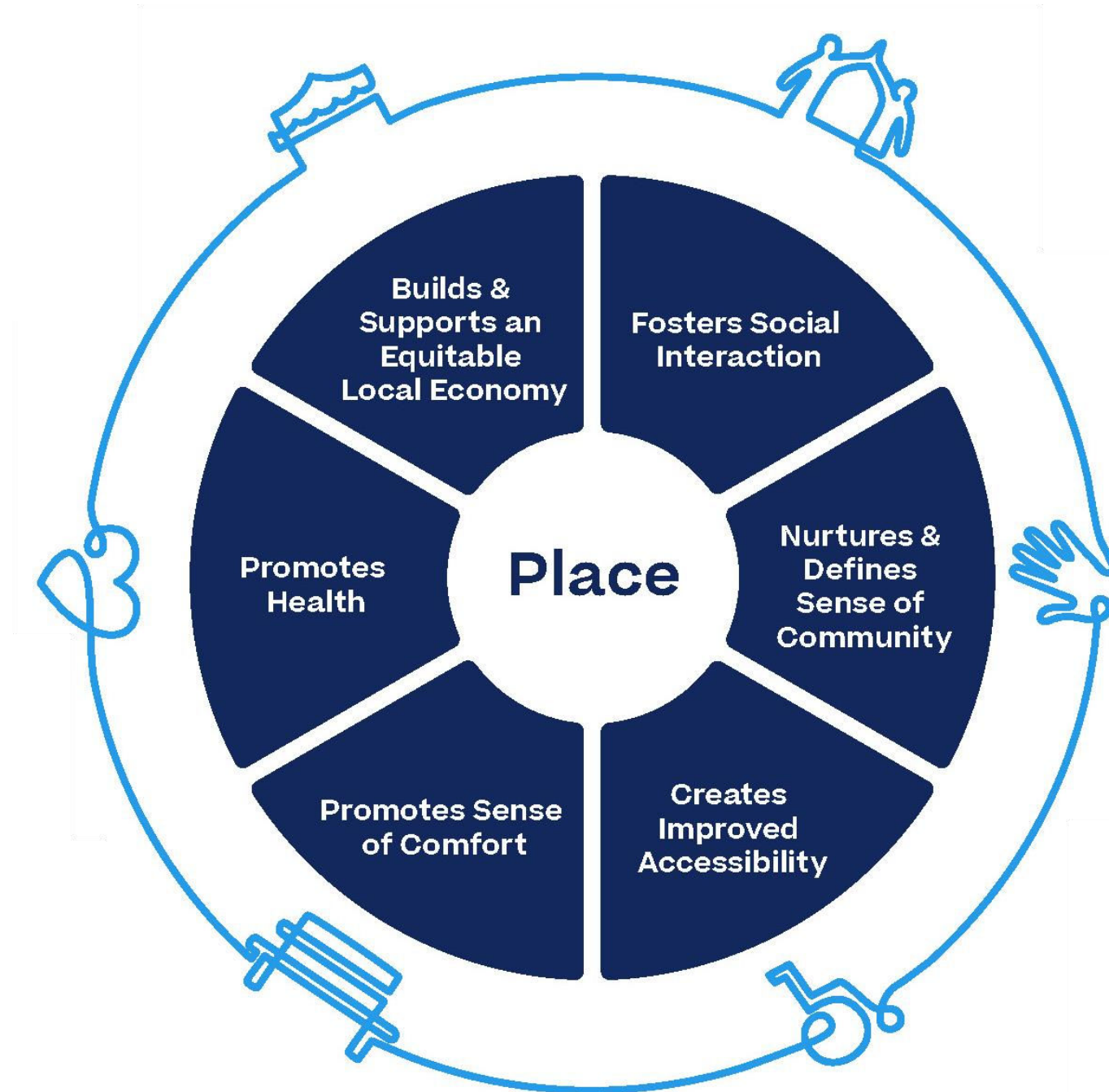
Creates Improved Accessibility

- More walkable
- Safe for pedestrians and bicyclists
- Compatible with public transit
- Reduces need for cars and parking
- More efficient use of time and money
- Greater connections between uses

Why there is a need for playgrounds in placemaking?





Benefits of Placemaking Vs Benefits of Play



Benefits of Placemaking Vs Benefits of Play



Benefits of Placemaking Vs Benefits of Play

-  Physical
-  Social



Benefits of Placemaking Vs Benefits of Play



Physical







Social



Cognitive

Benefits of Placemaking Vs Benefits of Play



-  Physical
-  Social
-  Cognitive
-  Emotional

5 ways to enhance placemaking with play



Engage Community



Activate the space



Meaningful,
interesting



Broad user group



Combine Art and
Play

International Case Studies





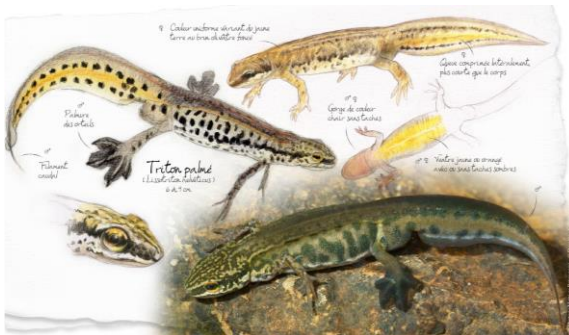
Rennes Metropole, France

<https://www.youtube.com/watch?v=US4eNt9SAe4>



Identity through play

Sharing a narrative through playground design





Principles, Play and Placemaking



Identity and Theme



Safe Access & Circulation



Gateway Features &
Signage

Photo Credit: ©Stockland



Amenities

Photo credit: Brett Tandy

A group of children are running across a vibrant orange and yellow safety mat at a playground. In the background, a large, modern play structure with red and black frames and grey slides stands under a blue sky with scattered white clouds. A circular platform with red railings is visible on the right side of the mat.

David Lange Playground, Auckland, NZ

The Team

David Lange Playground, Auckland, NZ



Isthmus.

Masterplan



Stakeholder

WĀHI WAIRUA

Detail Design

Te Ākitai Waiohū

Katheen Wilson



NZ Local Play
Consultants



Playground Design
& Manufacturer

Function before form...

Source: David Lange Destination Playscape. Concept Design 100% Issue | 16 Sept, 2021. Isthmus in collaboration with Wāhi Wairua

Isthmus. WĀHI
WAIRUA

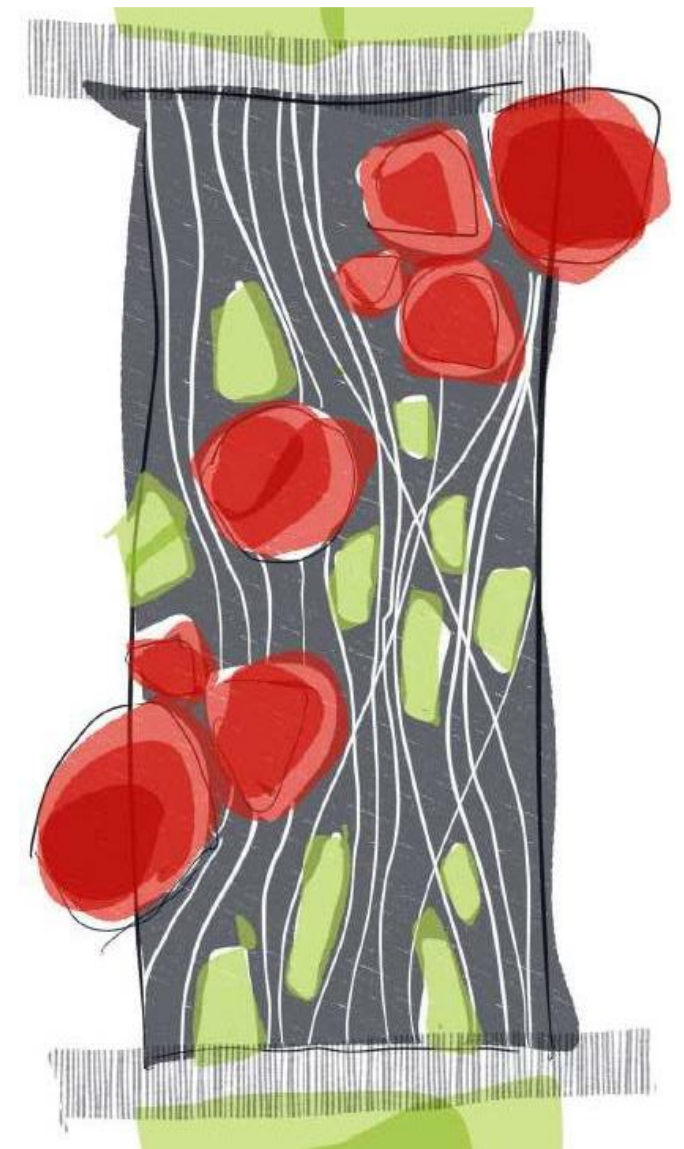
Context



Principles



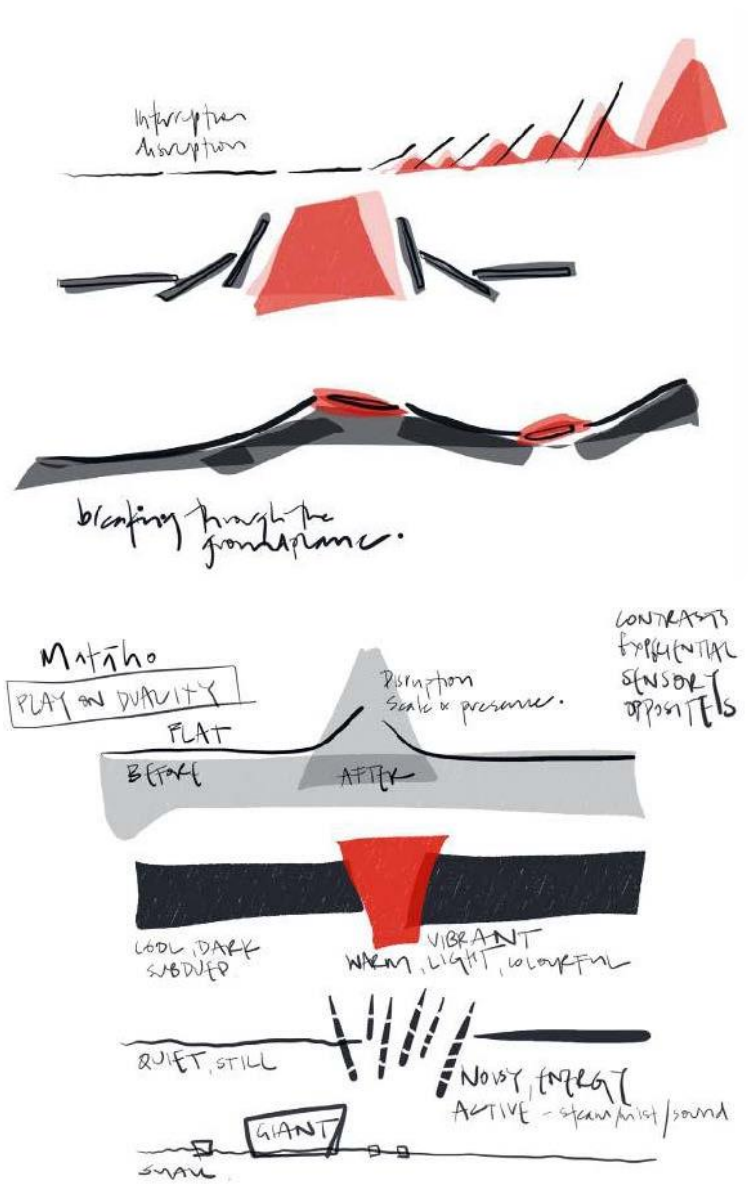
Narrative



Cultural Identity and Theme

Source: David Lange Destination Playscape. Concept Design 100% Issue | 16 Sept, 2021. Isthmus in collaboration with Wāhi Wairua

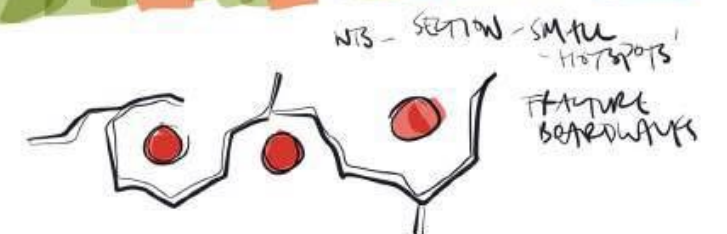
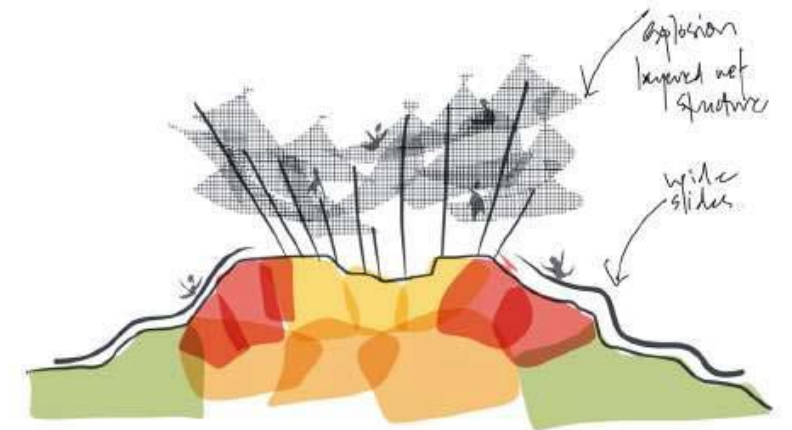
Isthmus. WĀHI
WAIRUA



Design Evolution

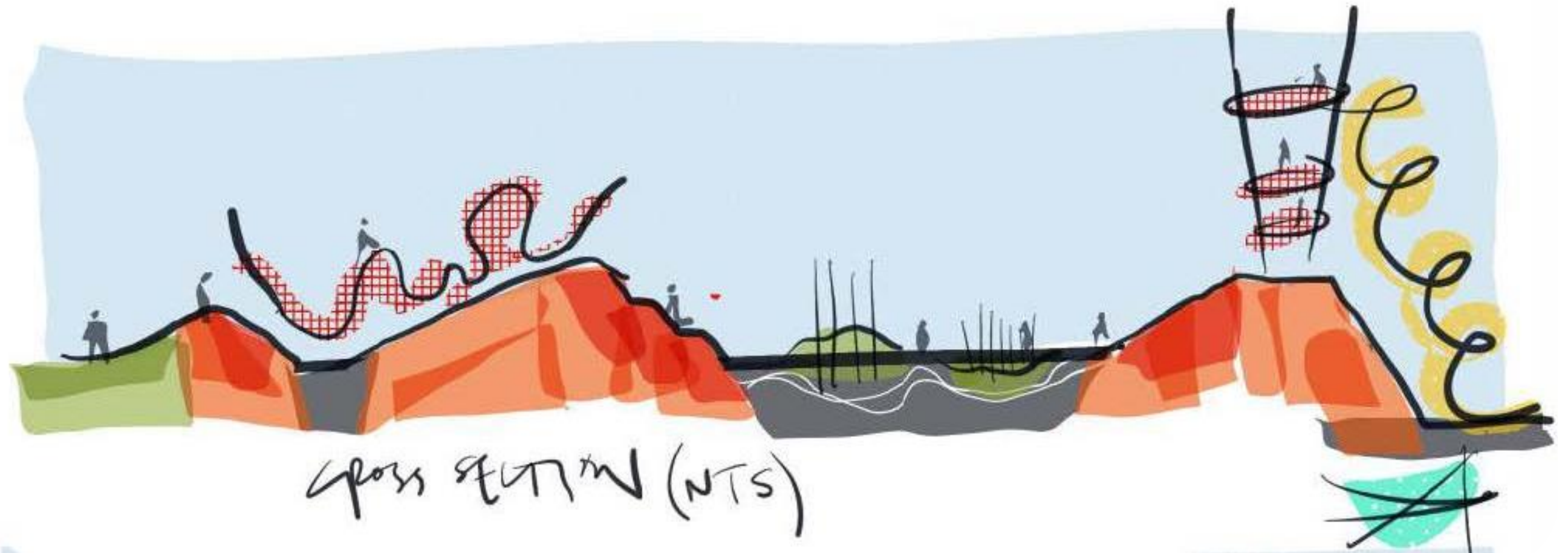
Source: David Lange Destination Playscape. Concept Design 100% Issue | 16 Sept, 2021. Isthmus in collaboration with Wāhi Wairua

Isthmus. WĀHI
WAIRUA



Play within Placemaking

Isthmus. WĀHI
WAIRUA



Identity through play

Sharing a narrative through playground design

Te Ākitai
Waiohūa

WĀHI
WAIKUA

KOMPAN
Let's play

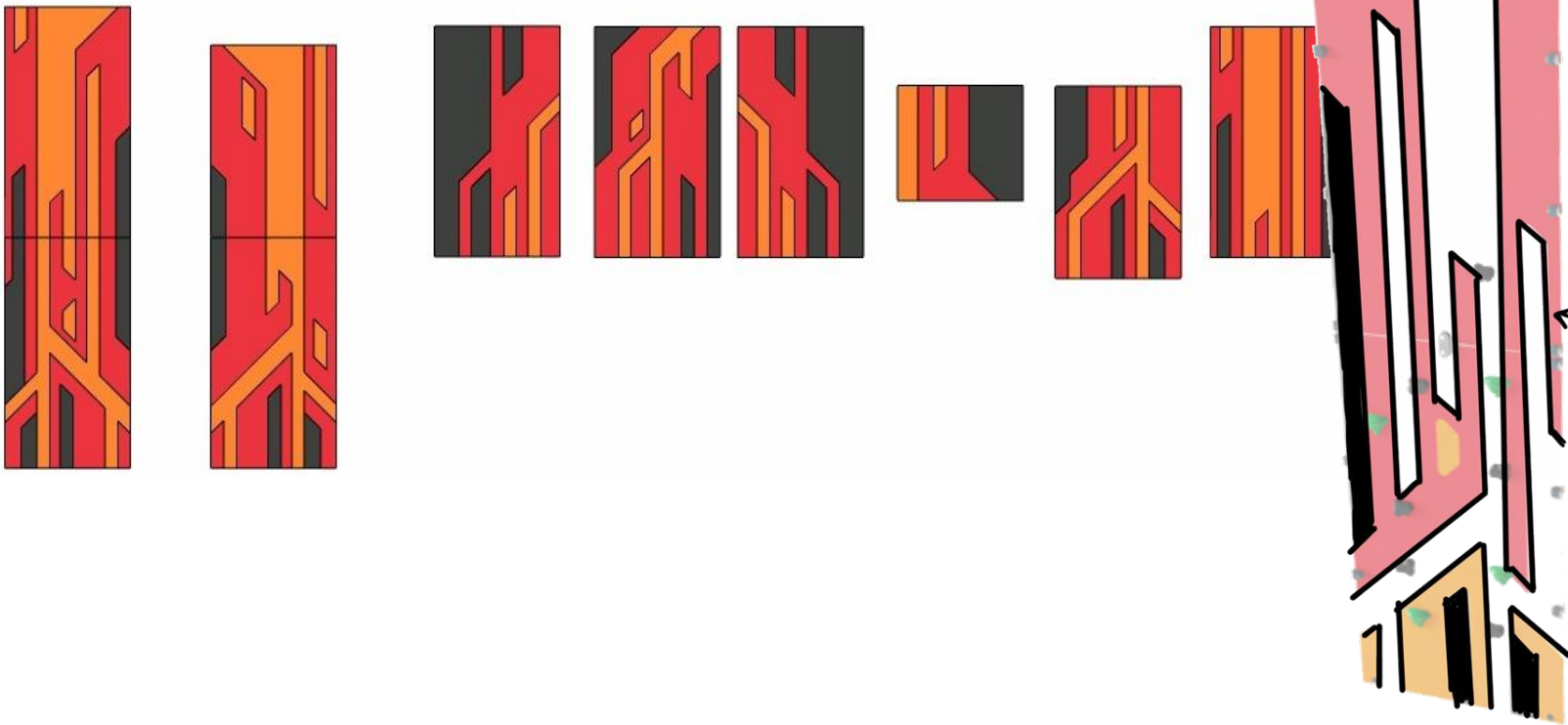
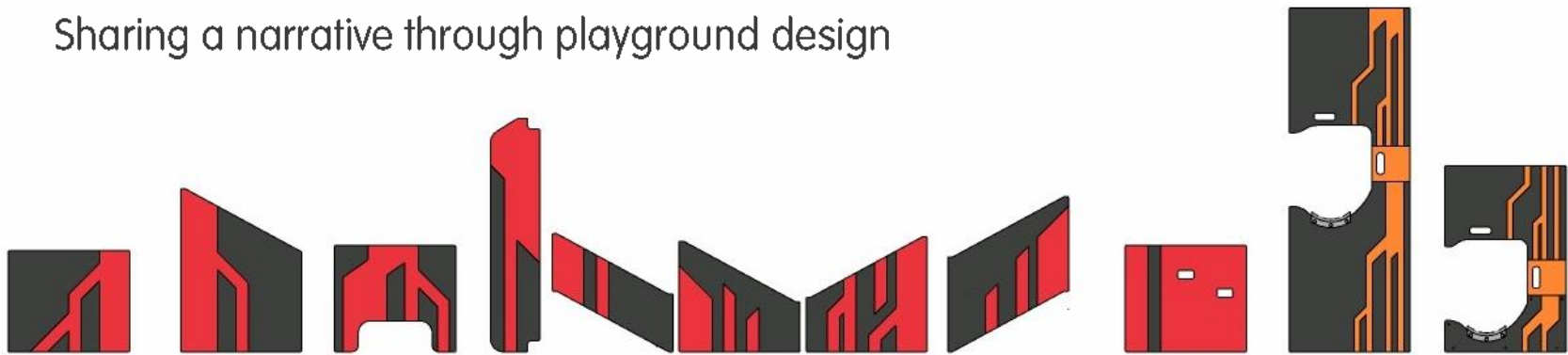


Identity through play

Sharing a narrative through playground design

Te Ākitai
Waiohū

WĀHI
WAIRUA



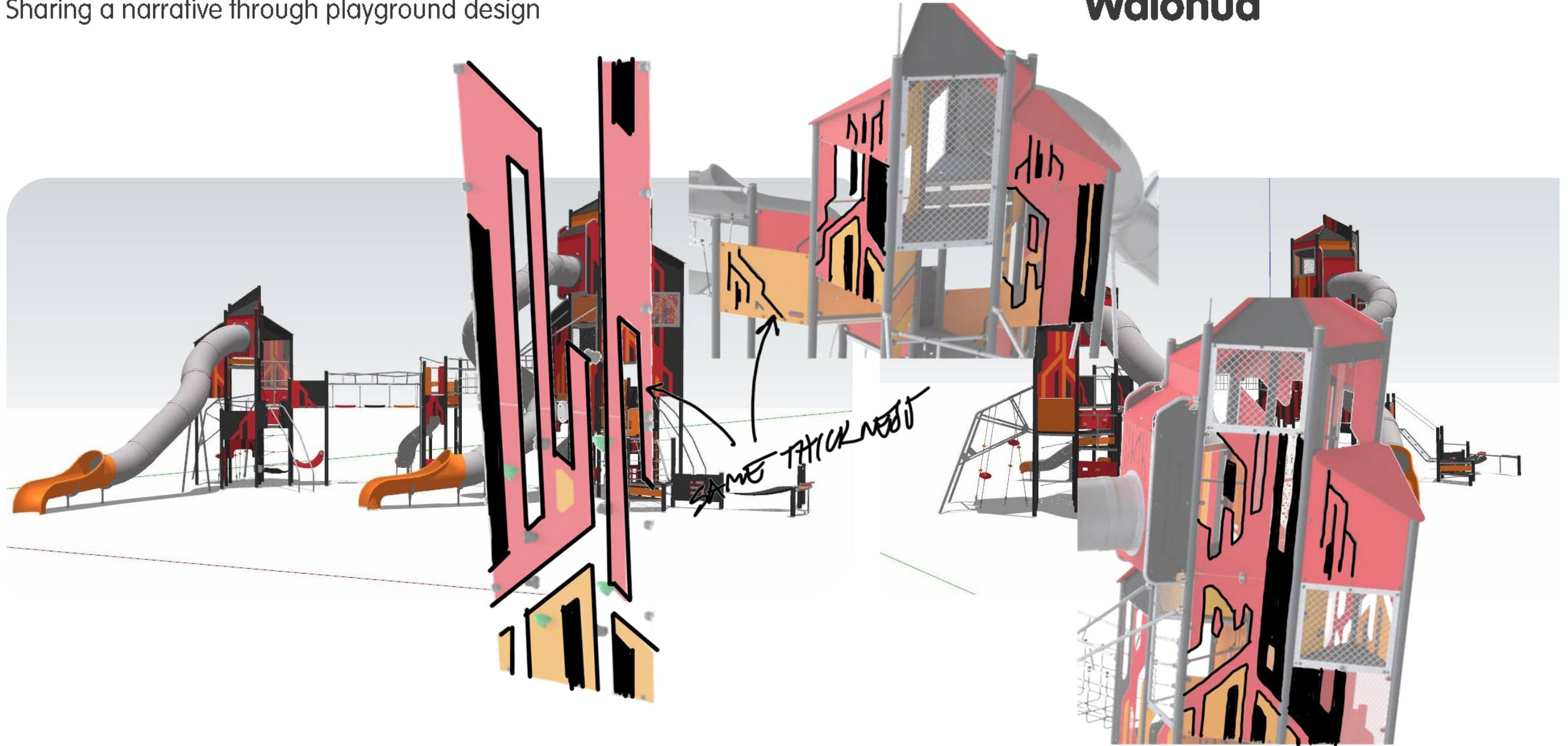
Identity through play

Sharing a narrative through playground design

Te Ākitai
Waiohū

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WAIKUA

KOMPAN
Let's play



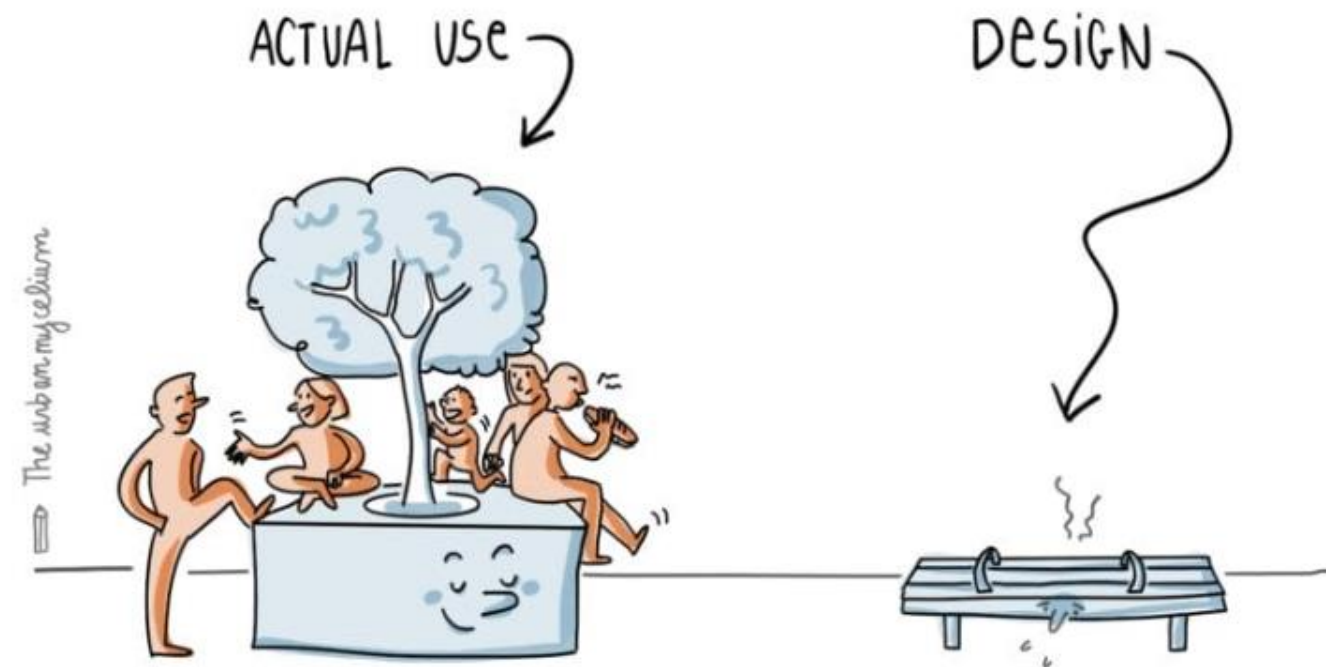




Take home considerations

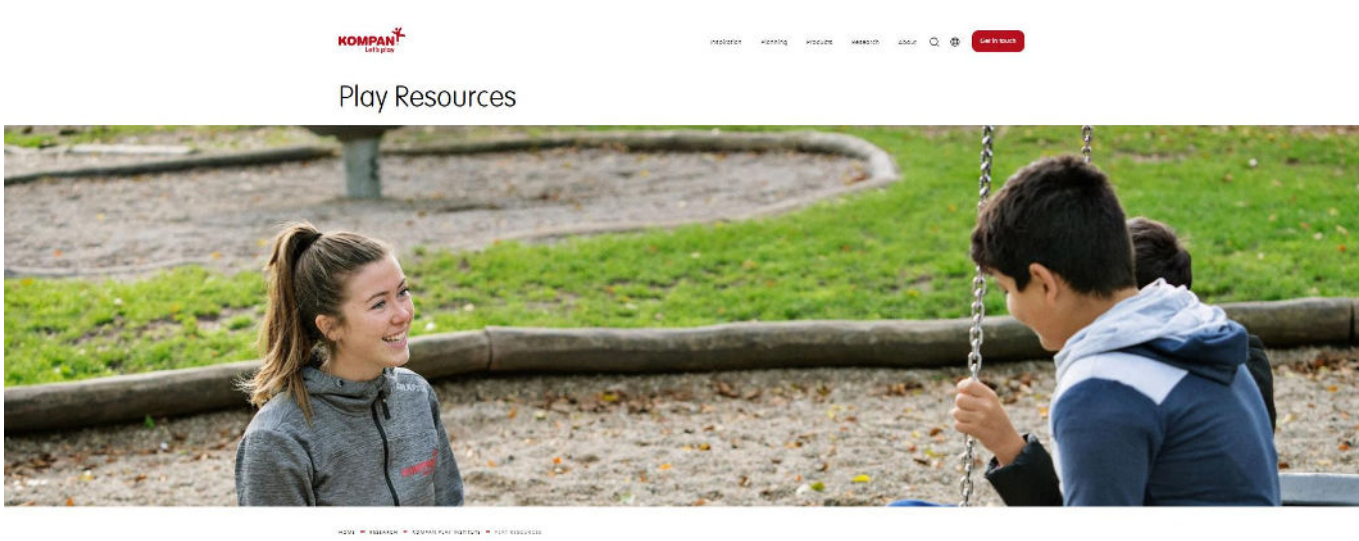
- Community driven, function before form
- 4 key principles> social, activities, access, comfort
- Is the community benefiting from the outcome?
- Offer play.

Sense of Belonging
Sense of Ownership
Sense of Pride

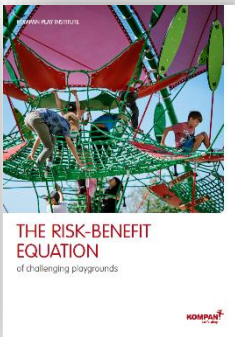
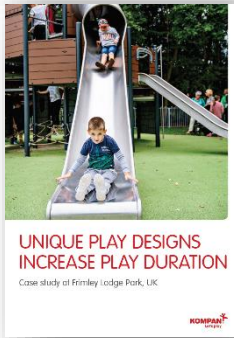


Want to know more?

KOMPAN Play Institute Resources



Free download
on your local
KOMPAN
website or
KOMPAN.com





Let's play

Thank you.