



WAYMOUTH STREET PARTY | PART OF SPLASH ADELAIDE

The Place Leader



Place Leaders
Asia Pacific

IN THIS ISSUE

Do you have an interesting public space project?



Our friends at Future of Places are currently on the look out for interesting public space projects.

Future of Places is an international partnership between UN Habitat, Project for Public Spaces New York and Ax: son Johnson. Each partner is committed to sharing placemaking best practice and raising the profile of placemaking as the best way to create great cities across the world.

Future of Places is currently on the lookout for interesting public space projects in Africa, Asia, Australia and Europe.

Place Leaders members have many great examples of interesting public space projects for example the well-established Splash Adelaide temporary activation project of the Adelaide City Council.

Future of Places is looking for a range of case studies that it can feature as part of its international placemaking campaign. Putting your project forward would be a great way to showcase it on the international stage.

Preferably your project will be well documented, have been developed for a while and you are seeing some tangible results.

Your placemaking could be temporary activation or a more permanent approach.

If you are a Place Leaders member and you think your project fits the bill drop us a line.

info@placeleaders.com

Placemaking around Asia Pacific
See what some of our members are up to including Build Media's latest work.

Page 3



Meet our Members
Find out more about Place Match in this edition.

Page 2

Meet our members

In this edition we get to know Place Match a bit better.

Place Match is a destination development and placemaking agency established in Perth, Western Australia.

We deliver people-focused outcomes in urban renewal, Greenfield, regional development and tourism projects and build memorable destinations and experiences from ordinary places.

Since our inception in 2011 we have played key roles in the strategic direction and development of some of WA's most recognised places, including:

- Scarborough
- Curtin University
- Brookfield Place
- Elizabeth Quay
- Cockburn Central

Perth Cultural Centre

As one of the pioneers of the placemaking movement in WA, our approach is to work at the nexus of brand, business, infrastructure, design, events, the environment and creativity.

Each organisation and project has its own set of unique challenges and opportunities but our work has consistently shown that there are three fundamentals that underpin successful destinations:

- A strong vision and place brand – not a logo, but a mantra that brings people together and articulates the place experience
- A destination plan that transparently reflects visitor needs and defines attractions and activities, supported by good planning and design
- A commitment to programming and management, to curate and support day-to-day happenings and special celebrations.

For us, Place Leaders provides the opportunity to collaborate, learn and connect with other professionals who are part of this growing movement. In

Australia the place movement is still relatively new and we believe there is plenty of scope for growth and advocacy of its philosophy and benefits.

We offer clients expertise in:

- Destination and place planning – establishing the role, purpose, function and operational needs of existing and new places
- Visioning and branding – bringing people together to articulate and co-create the vision and essence of a place
- Place Activation – the 'on the ground' delivery of initiatives such as public art, special events, pop up initiatives
- Engagement and facilitation – working with communities, user groups and stakeholders to determine their aspirations.

Further information about our work, clients and approach can be found www.placematch.net.au



SIZE REALLY DOES MATTER

<http://nextcity.org/daily/entry/favorite-cities-big-small>

In this article Next City finds that size really does matter when it comes to place attachment. You are more likely to feel attached to big or small cities rather than cities in between.

ECONOMICS OF PLACE

<http://www.mml.org/home.html>

Economics of Place by the Michigan Municipal League is a great read for anyone trying to bring a harder business edge to placemaking.

PROTECTING PUBLIC SPACE

http://www.theguardian.com/cities/2015/jan/16/two-years-after-istanbuls-protests-will-gezi-park-be-redeveloped-after-all?CMP=share_btn_tw

Are you currently trying to protect a public space in your city? Let The Guardian know about your story.

IMPORTANCE OF STREET TREES

<http://www.citylab.com/housing/2015/01/londoners-living-near-street-trees-get-prescribed-fewer-antidepressants/384559/>

City Lab highlight the importance of street trees to the mental health of our communities

GREAT PUBLIC MARKETS

<http://www.pps.org/blog/what-makes-a-great-public-market-nominate-your-favorites/>

Our friends at Project for Public Spaces are on the look out for the great public markets of the world. Is the market in your city or town one of the best? Do you have a favourite public market in the world? Then drop Project for Public spaces a line.

Seen something you think we should know about?

CONTACT US
info@placeleaders.com

Placemaking from around the Asia Pacific

There is lots of placemaking happening around our Asia Pacific members.

Build Media released its newest presentation for the New Zealand International Convention Centre. At just over three minutes long the animation consists of 15 individual shots with the 3d model of Auckland City playing a big part in the project. You can check out the detail [here](#).

The City of Sydney opened up a bunch of rehearsal spaces for free for Sydney musicians as part of its Live Music & Performance Action Plan – details [here](#).

The City of Auckland had a range of community events and activities taking place in January 2015 to celebrate Auckland's 175th birthday. In addition to a range of great events the community could explore Auckland's past, present and future with a spectacular mobile app, which was part event guide, way-finding system and multi-user reality game. Details [here](#).

Speaking of birthdays, the City of Adelaide turns 175 years old in 2015 and is running a whole range of activities through the year to celebrate this milestone. The City of Adelaide was the first Council established in Australia and is the second oldest Council in the Westminster System of Government. You can keep track of what they have planned during 2015 [here](#).

City of Auckland were on the hunt for their 2015 Artist in Residence and the City of Gold Coast were calling for expressions of interest to participate in a three day workshop for local artists.

Peter Smith, CEO of Adelaide City Council and a previous Chair of Place Leaders is speaking in Detroit and San Francisco this month talking about placemaking happening in Adelaide and the Asia Pacific – [details here](#).