

Sick of Axe-Grinders?

**Moving from the customer
model to the citizen model**

David Engwicht



Myth 1:

**People have a unified set
of values and needs**



Stakeholders have purged their
internal world of its complexity...

Citizens wrestle with this
complexity

Myth 2:

**Sense of place is a product
that authorities can deliver**



What is Place Making?

Like **Home Making** turns a
house into a home...

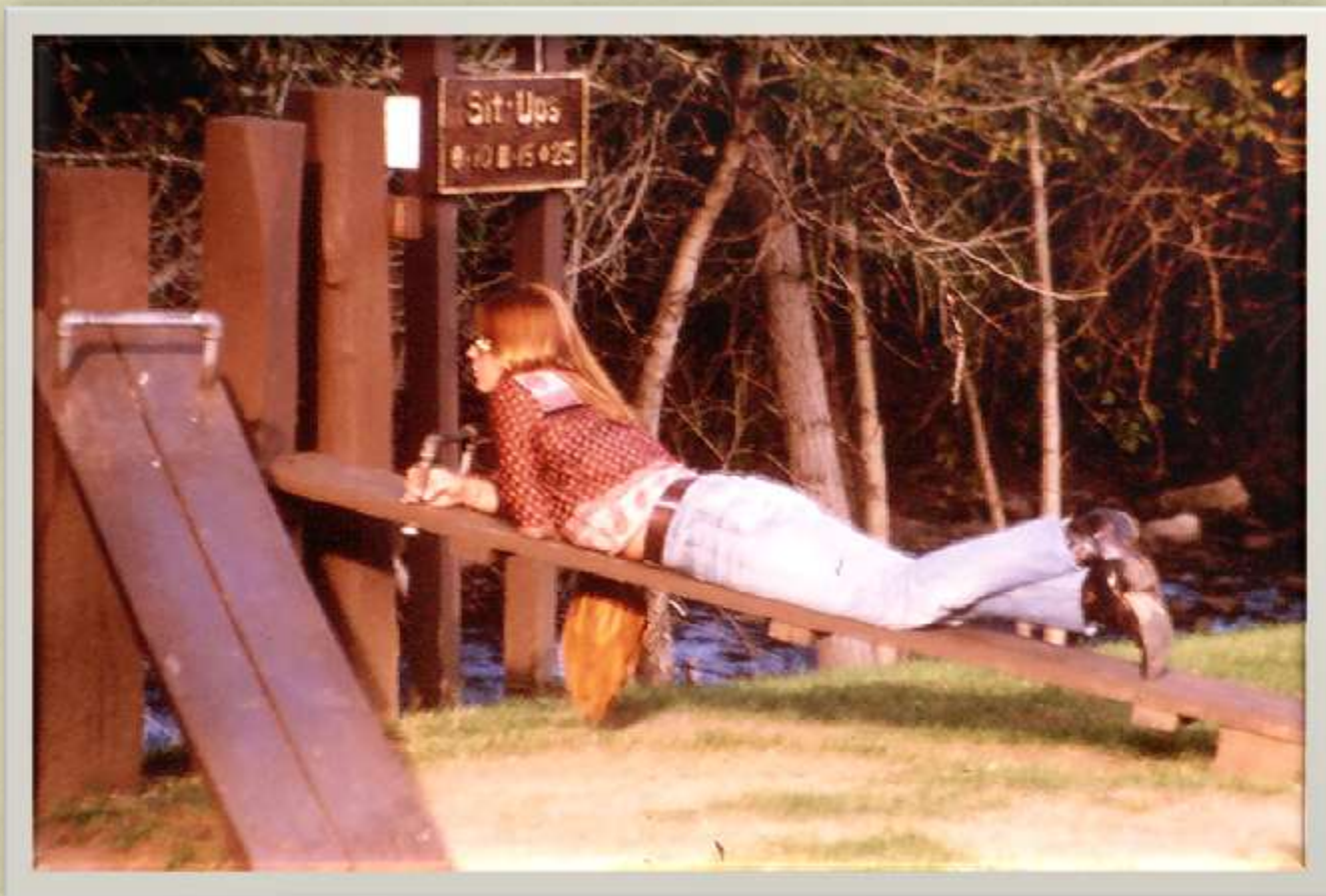
Place Making turns a
space into a place

What creates a sense of home?

Think of a house where
you instantly feel at home.

What is it that makes you
feel at home?

A space does not become a place until it is used for a purpose other than that intended by the designer





***Home is
a feeling
not a
location***





























Myth 2:

**Sense of place is a product
that authorities can deliver**



Myth 3:

**Master-planning the future
is possible**

The Waterfall Model



Problems with Waterfall Model



Problems with Waterfall Model



1. Software takes years by which time computer world changed

Problems with Waterfall Model



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2. Small mistakes at start imbedded in productt

Problems with Waterfall Model



1. Software takes years by which time computer world changed
2. Small mistakes at start imbedded in product
3. Client only knows 20% of what they *really* want

The agile alternative



The agile alternative

1. What do we think the client wants?
2. What are some small deliverables that move us in this direction?
3. Which would potentially benefit client most?
4. How do we deliver this in the shortest time (a sprint)?
5. Deliver
6. What did we learn?
7. Choose the next deliverable.















Lighting design: Simon Gullifer



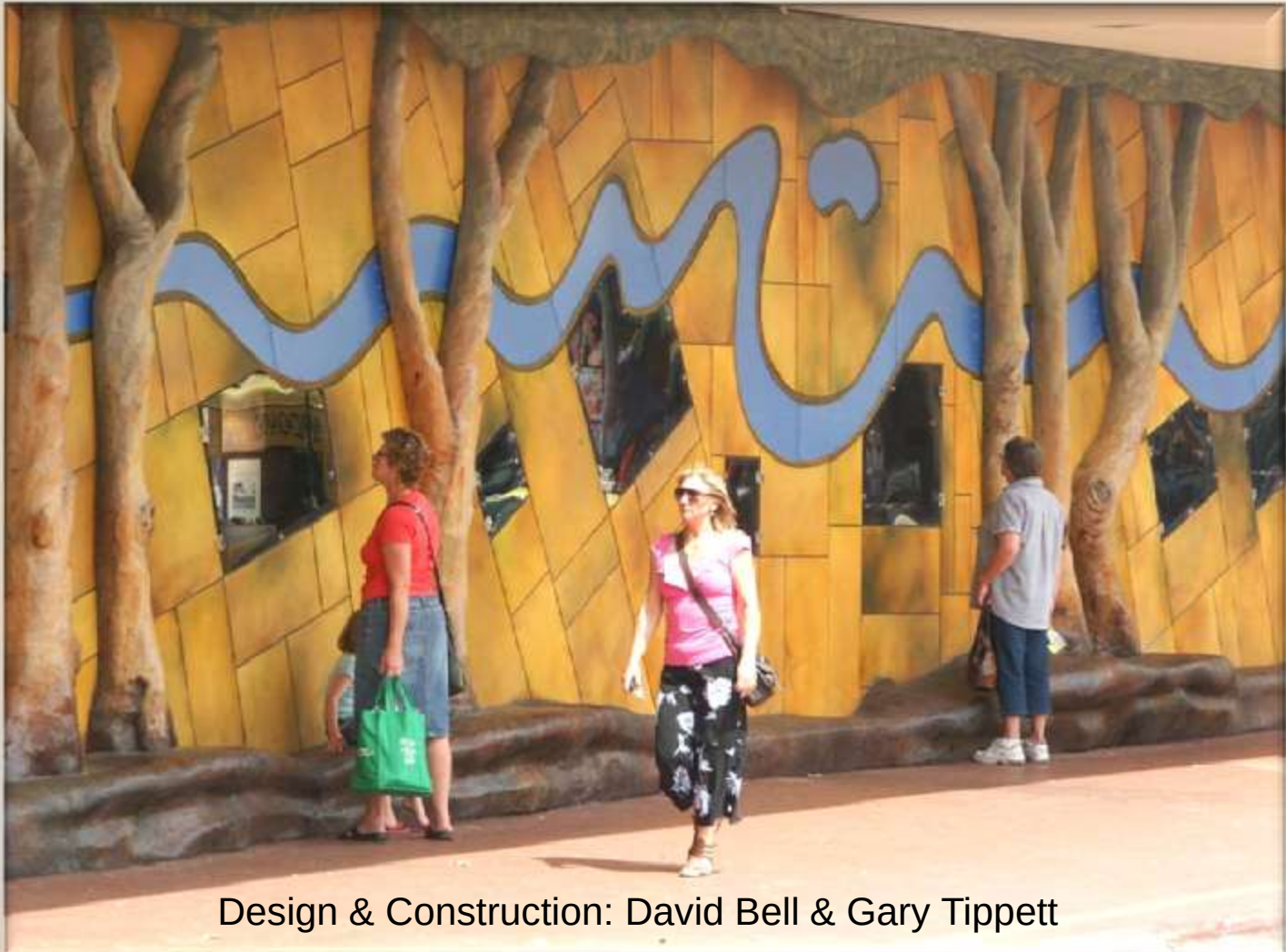
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Actions that contain the DNA of the future



Actions that contain the DNA of the future

Paihia Phantom Place Makers























DIY Kits



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