

The Great Urban Mind(re)set: Changing Minds for Changing Cities



October 2009

When I was getting to know the City:

urban development // design // planning
// architecture // transport //
sustainability // mindsets...



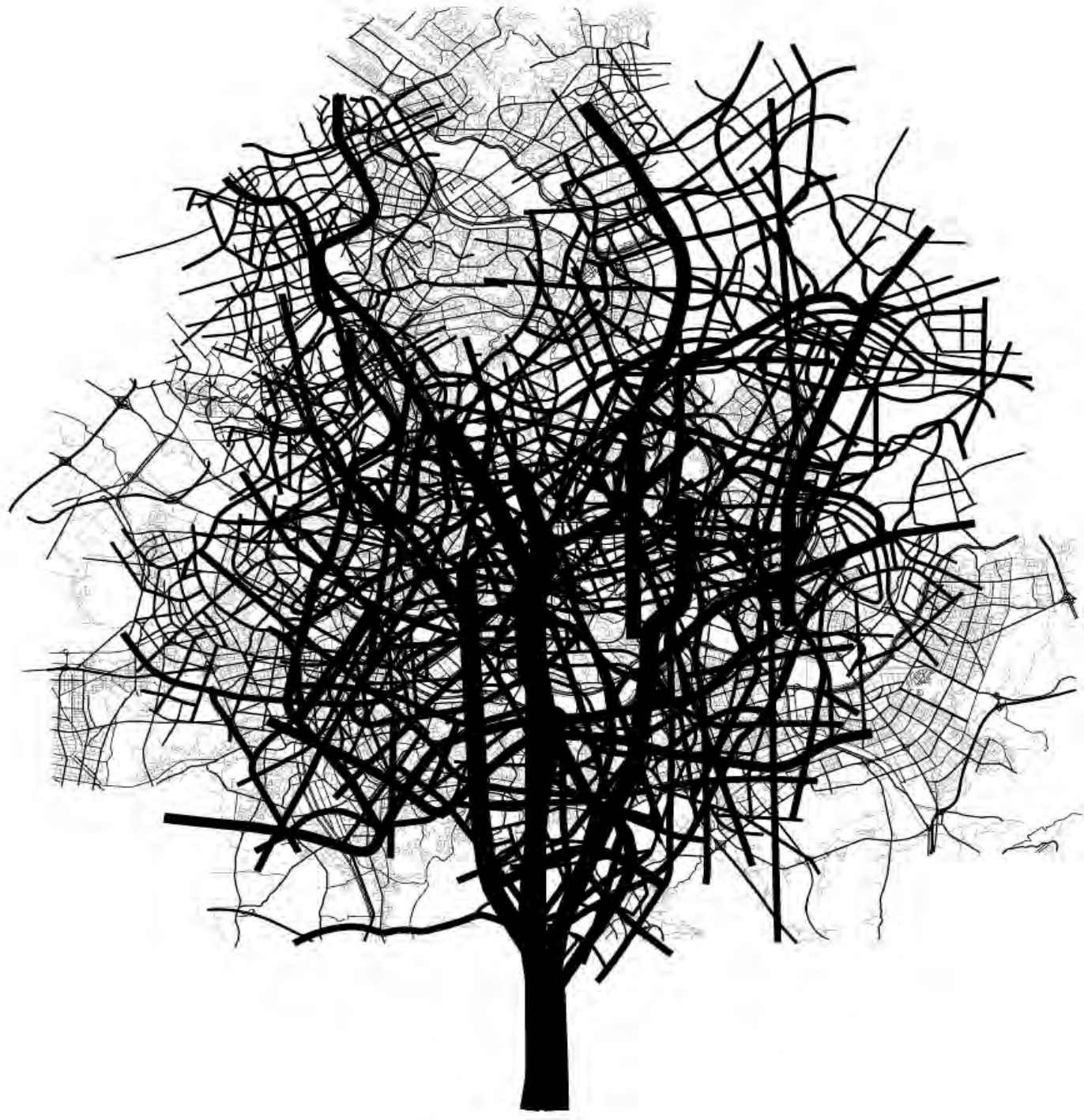
Attending lots of **public talks**





Committees were forming

ComplexCity
by Lee Jang Sub





What is the city
but the people.

Shakespeare



The majority of urban innovations do not require sophisticated high tech solutions, more often attitudinal and mindset shifts were both the issue and answer.

Charles Landry



“ Things alter for the worse spontaneously, if they be not altered for the better designedly.

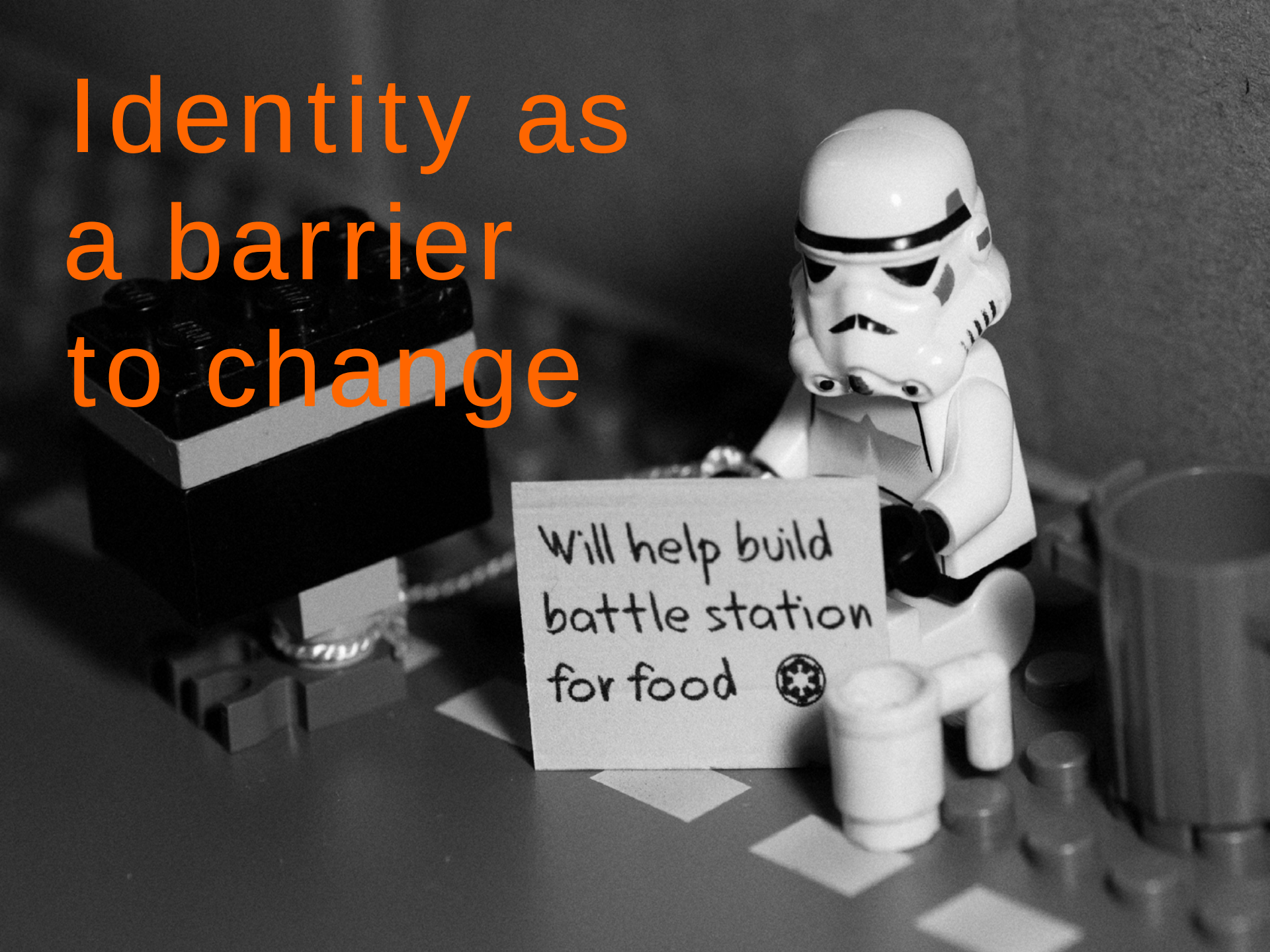
Sir Francis Bacon



“ If you want to make
enemies, try to change
something.

WOODROW WILSON

Identity as a barrier to change



Will help build
battle station
for food 🌌

Urban Identity

Pervades Pop Culture



What is an urban identity?

Laneways



Iconic Buildings



Maccas



Quarter Acre Block



Sport



Cars + Traffic



Café Culture



Street Art



What is an urban identity?



What is an urban identity?

Laneways



Iconic Buildings



?

?

Sport



?

Café Culture



Street Art



The power of loss is...

x2

...as strong as gain





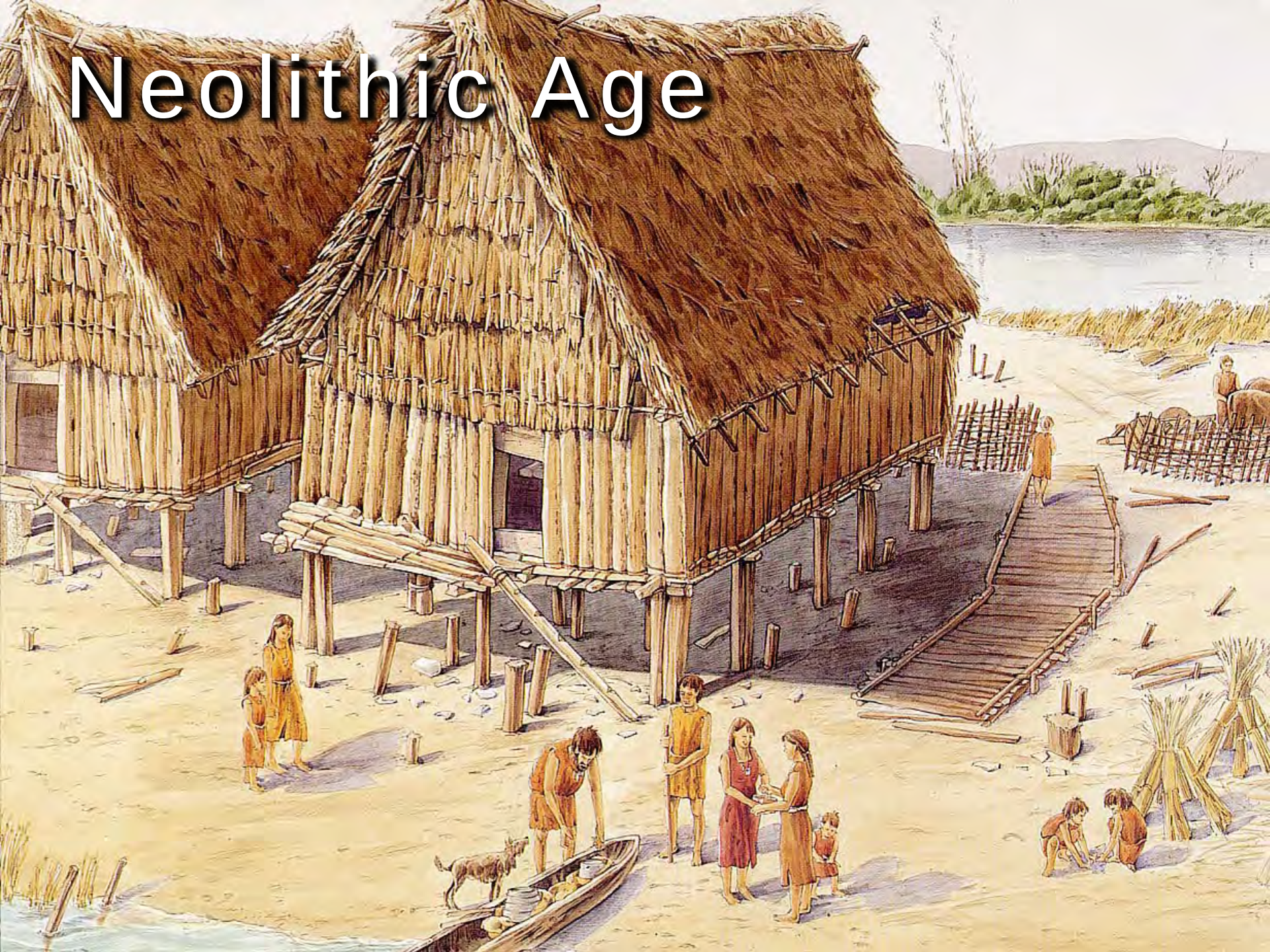
“ Rush had dramatised the issue by making people feel if they accepted change they would be giving up something of themselves.

Prof Kim Dovey, Melbourne University

Paleolithic Age



Neolithic Age



Problem
solved???



The pressure points of urban change

Streets

Buildings

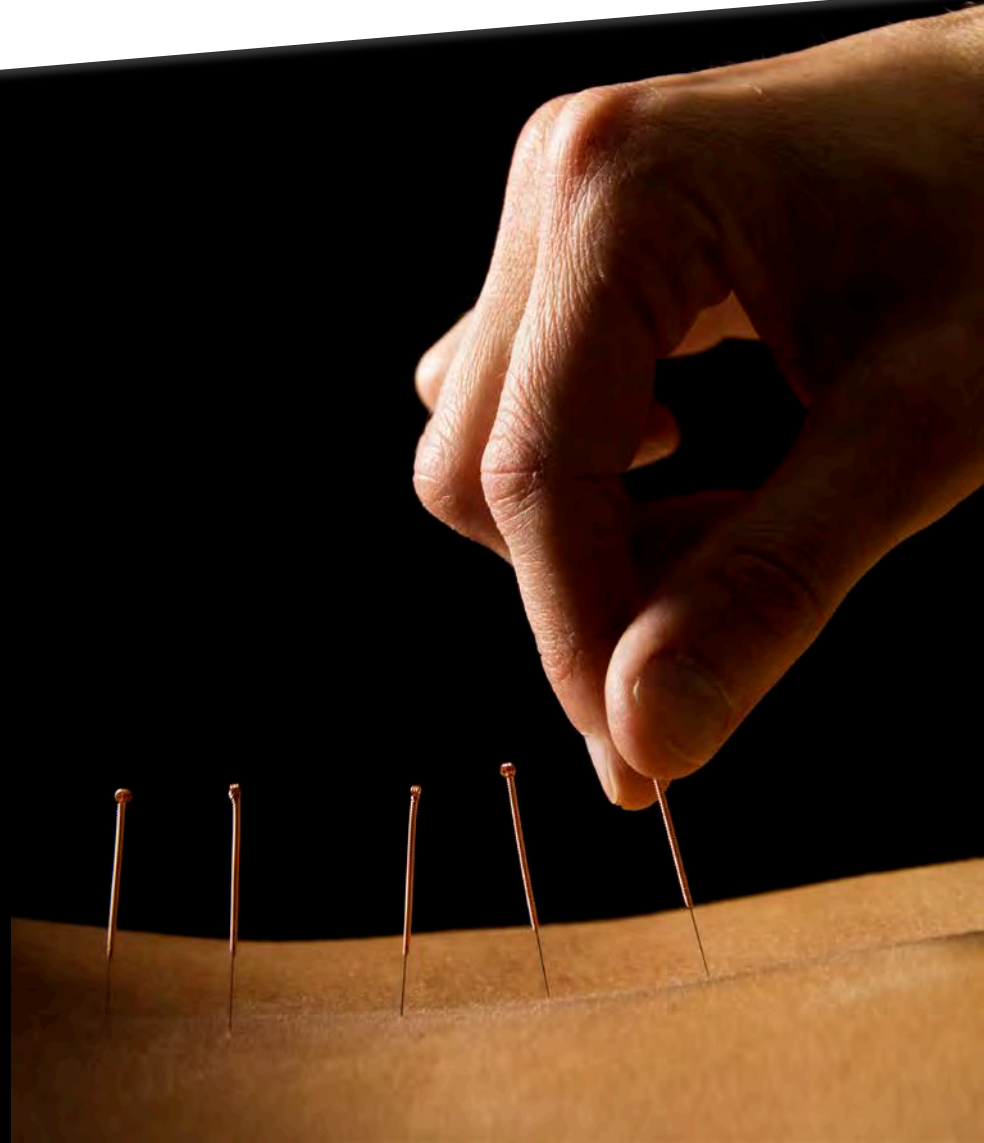
Car Parking +

Car Ownership

Urban Space

Mobility

Rules and Regulations



Streets re-defined





Buildings re-designed

BEDZed Development LONDON

CARBON FOOTPRINTS RESULTS:

1.9 to 4.4
hectares
per person

THE DIFFERENCE IS

Human behaviour



A multi-story, curved parking garage, likely the 'Garden of Eatin'' at the University of California, Berkeley. The structure is a concrete spiral with multiple levels, each containing several parking spaces. Numerous cars of various colors (red, silver, black, white) are parked on the different levels. The perspective is from a low angle looking up at the structure.

Car Parking re-imagined

The average length of time cars
are not used in a day is 23 hours



E-BIKE PRO SHOP
KROPFHAMER

KROPFHAMER
RADL

KINDER-RADL-ZENTRALE

ELCHEN

Green City

Planting Day



Car Ownership

re-thought

Car sharing

Like
owning
a car
only
better

www.gogel.com.au

In Melbourne

1 car share vehicle replaced



8 private vehicles



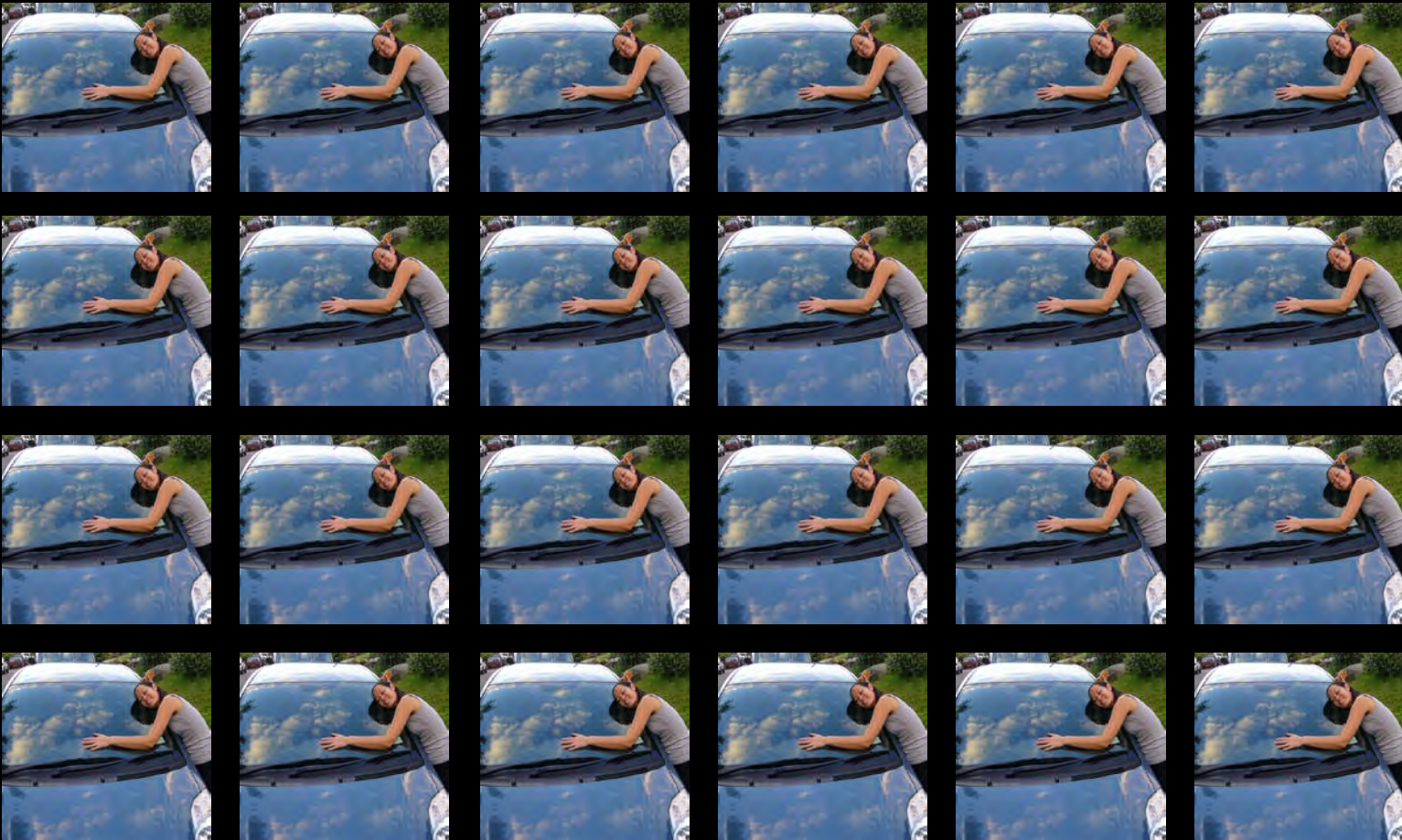
2 car share vehicles replaced 16 private vehicles



3 car share vehicles



replaced 24 private vehicles



Shared Space re-imagined





Seville, Spain

Cycling re-imagined









will require a
re-think about
our approach to
health & safety

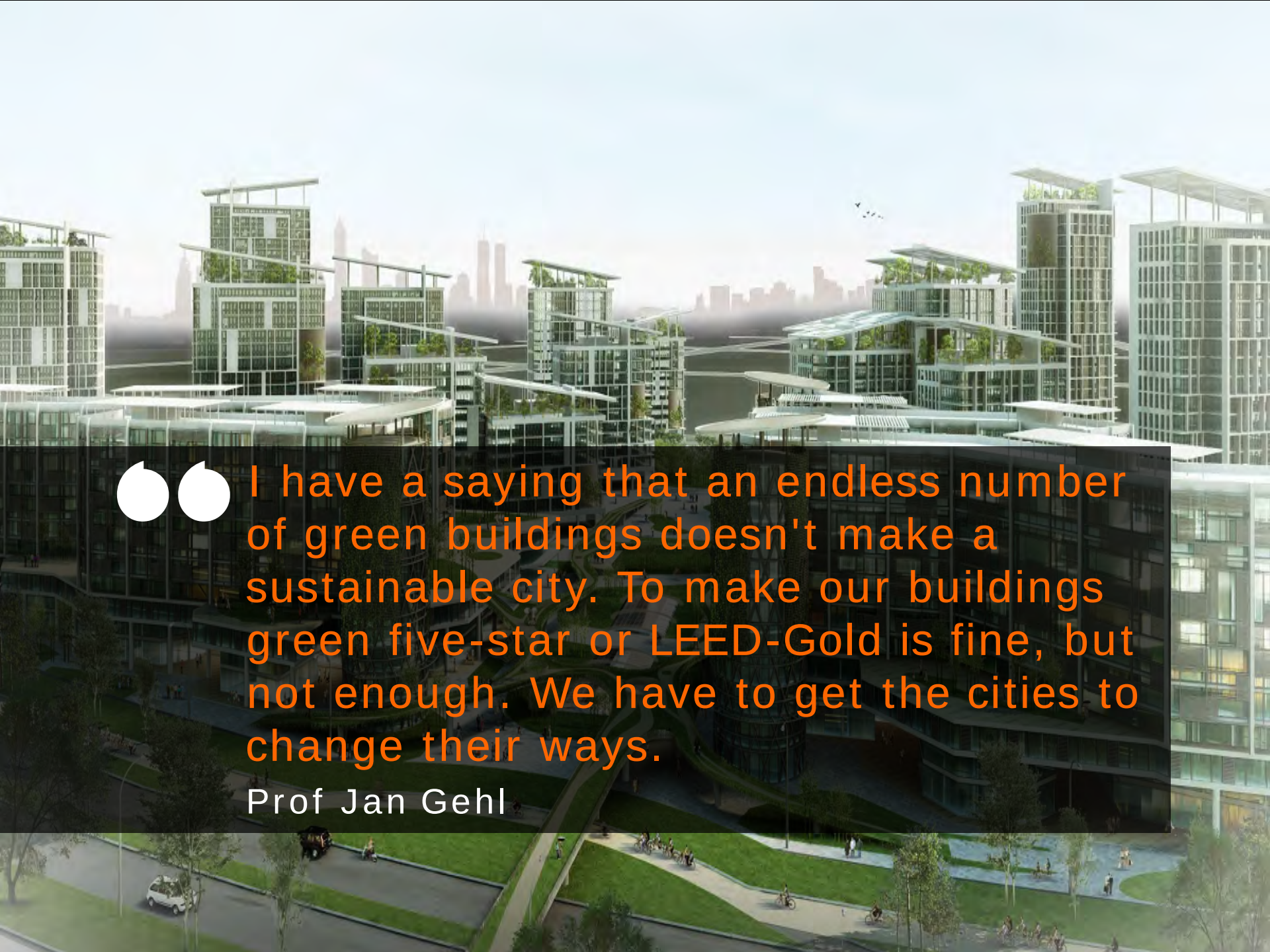
...the greatest
threat to the
creative city?

Quick recap... 3 ideas...

1. Cities as a human system, with both a physical and mental well-being; and
2. The mental well-being represented as a shared consciousness and identity; and
3. Urban identity as a barrier to urban change i.e. when mindsets are not aligned with the physical changes of urbanisation and sustainability.

Thinking inside
the box



An architectural rendering of a sustainable city. The background shows several tall, modern buildings with green facades and rooftop gardens. In the foreground, there is a large, open green space with a winding path, trees, and people walking and cycling. A small white car is parked on the left. The sky is clear and blue.

“ I have a saying that an endless number of green buildings doesn't make a sustainable city. To make our buildings green five-star or LEED-Gold is fine, but not enough. We have to get the cities to change their ways.

Prof Jan Gehl

The (lesser told) story of Bogota, Columbia





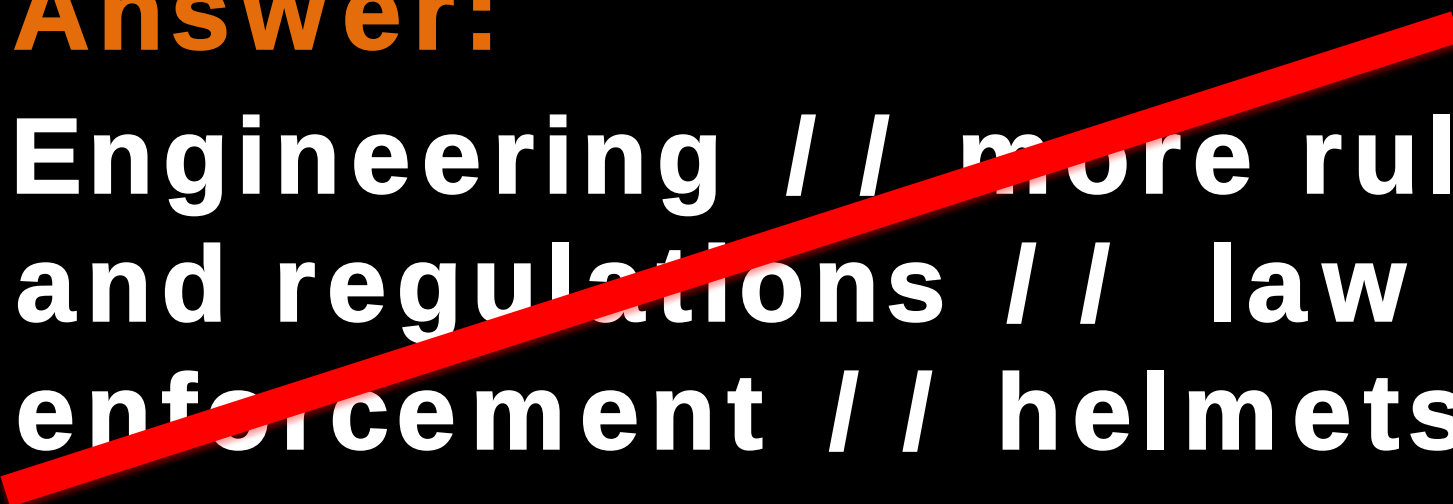
Meet **Antanas Mockus**

Question:

How do you reduce traffic fatalities?

Answer:

**Engineering // more rules
and regulations // law
enforcement // helmets**



Street Performance...



...fatalities fell 50%

Question:

**How do reduce violence
against women?**

Answer:

**More police // heavier
punishments // more laws**

Women only nights...

...700,000 took part



Question:

How do you reduce water use?

Answer:

**More rules and regulations
// restrictions //**



Demonstrating how...



...water use fell by 40%



The World Bank



3 new major
libraries



50 new
schools and
150
upgrades



1200 new +
revamped
public parks



300 km of
new bicycle
lanes



90 km of
new bus
rapid transit

A final thought...

An architectural rendering of a modern urban development. The image shows several multi-story buildings with dark, textured facades and large windows. Many of the buildings have green roofs with plants and trees. There are also green spaces and trees on the ground level. People are visible on the balconies and roofs, suggesting a vibrant community. The overall scene is a mix of urban architecture and nature.

50% of the carbon emissions target for the Low2No Regeneration Scheme in Helsinki will be managed through behaviour change

A photograph of a London street scene, likely Regent Street, featuring historic buildings, a red double-decker bus, and a 'PUBLIC UNDERGROUND SUBWAY' sign. The text '30% of London's carbon emissions strategy will be achieved through behaviour change' is overlaid in white and green. The word '30%' is green, while the rest of the text is white. The word 'through' is also green.

30% of London's carbon emissions strategy will be achieved through behaviour change

A photograph of a suburban street scene. In the foreground, a green car is parked on the side of the road, partially obscured by a large white text overlay. To the right of the car is a tall wooden fence and a utility pole. In the background, a white house with a red roof is visible, along with other houses and trees under a clear blue sky. The text overlay is a large, bold, white question that reads: "What is the cost of not building capacity for change in our cities?"

**What is the cost of
not building capacity
for change in our
cities?**

Thank You



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