

FUTURE OF PLACE

THE BIG PICTURE

A PRIMER

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THE BIG PICTURE

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There is no knowing or sensing a place except by being in that place, and to be in a place is to be in a position to perceive it.

Edward S. Casey



FUTURE OF PLACE

by Adam Beck

FORWARD

We all love place.

We love places because they are made for people, by people.

They provide us with so much.

Happiness, respite and love. Employment, access [to opportunity] and engagement.

We believe our places are a superior driver for the economy, and an accelerator for sustainability, productivity and inclusivity.

We believe there is a special mix of ingredients, old and new, that are converging, to make places better, for people.

We are compiling these special ingredients into a shared resource - the Future of Place Handbook.

We know this project will be controversial. It will bring together the most 'analogue' and the most 'digital' of issues, thinkers, policy makers, practitioners and innovators.

Issues that at times clash, and fundamentally disagree with each other.

But regardless of our different perspectives, one thing binds us - place.

The mission for the Future of Place Handbook is to find the mutually reinforcing goals of these different perspectives so we can shape the best places for people.

Join us.



I want to see the sun go down from
St Kilda Esplanade

Where the beach needs
reconstruction, where the palm
trees have it hard

I'd give you all of Sydney Harbour,
all that land and all that water

For that one sweet promenade.

Paul Kelly

PLACE

LOVE

CONNECTIONS

EXPERIENCE

PEOPLE

LANDSCAPE





experience

verb

**something that happens to you
that affects how you feel.**

**to have something happen to
you, or to do or feel something.**

WHAT IS CHANGING WITH PLACE?

...kind of everything.

This is where and why the Future of Place project has emerged - things have changed.

Lifestyles have changed.

Expectations have changed.

Methods of planning and engagement have changed.

Tools and techniques to activate place have changed.

The data to better understand what we love about place has changed.

The way we manage and care for place has changed.

Change can be good, but change can be challenging.


Nurturing and shaping change for the good, is critical.

This is the goal of the Future of Place project.




OSER

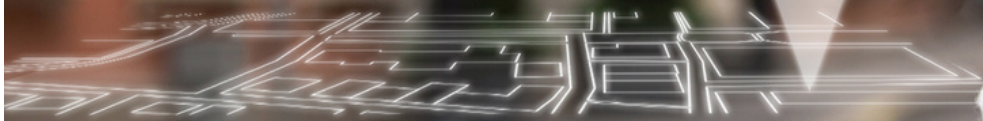
Sort

 **Clothing store** ▶ 50
♥ 742 💬 53

 **Cafe** ↖ 110
♥ 1154 💬 231

 **Museum** ◀ 570
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HER



What does this look like?

Once, we would have to rely on subjective, in-frequent, biased and at times unrepresentative feedback and data to try and determine if people were happy with their place experience.

This same data would be used to direct public funds to invest in public place improvements.

Today, we have access to real-time, quantifiable data that more accurately represents what people love about the places they engage with.

This has been made possible by enablers such as social media, the cloud, smart devices and advanced data analytics.

Technology and data is now helping shape better places for people.

***IS A NEW SET OF PLACE PRINCIPLES
REQUIRED?***

Maybe. But maybe not.

The outcomes we seek from great places hasn't changed.

Connection
Engagement
Experience
Enjoyment
Choice
Happiness
Safety
Comfort
Respite
All ages
Nature
Culture



Our proposition with the Future of Place project is that a range of technology and data enablers can help accelerate and enhance these outcomes.

The technology and data enablers and innovations helping accelerate better outcomes for places include:

Internet of Things
5G connectivity
Interoperability
Security and Privacy
Cloud computing
Community-generated data
Advanced analytics
Visualisation
Micro-mobility
E-commerce
Artificial intelligence
Civic Data Trusts
Data Exchanges
Digital Twins.



TECHNOLOGY AND DATA
for people, prosperity and planet...



WITH **PLACE** AS THE
SUPERIOR ENABLER

SO WHAT'S NEXT?

Let's discuss.

We will be exploring through dialogue, discovery, research, knowledge exchange and collective experience the evolving relationships between people, place, technology and data.

These activities and engagements will help shape the **Future of Place Handbook** - a blueprint for how policy makers, placemakers, city shapers and innovators alike can harness the changing face of city and community building.

We invite you to participate in this journey and help shape the future of place.

Join us.





futureofplace.global