



waterside  
**PLACEMAKING WEEK**  
**INDIA 2022**  
**EVENT**  
**REPORT**  
 DEC 2022

**PLACE**  
**MAKING**  
**INDIA**

# PLACEMAKING WEEK INDIA 2022

## Background & Objective

Placemaking Week India is the annual event of Placemaking India, a collective of architects, urban planners, urban designers, heritage conservationists, human geographers, biologists, social workers, researchers, academics, artists, community engagement professionals, bloggers, and local and regional government administrations.

We are committed to enhancing the public realm through small-scale planning that encourages sustainable and democratic use of communal spaces. Our goal is to connect people to spaces to make them places, be it streets, markets, water bodies, shrines, public markets or festivals, wherever people go to make social connections.

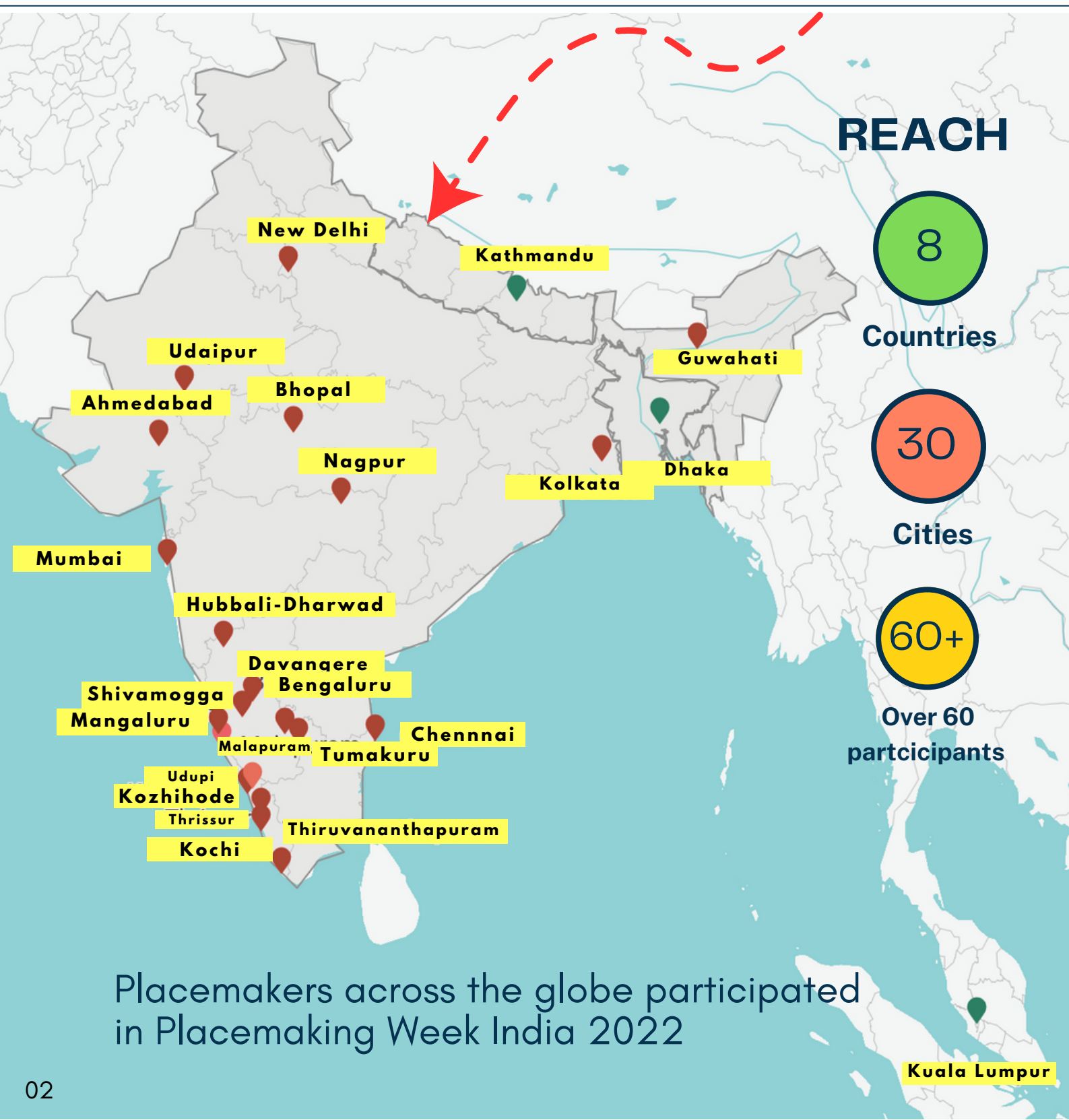
Placemaking India is one of the 22 self-organized, self-funded affiliates of Brooklyn, NY-based PlacemakingX, a global network of leaders who together accelerate placemaking as a way to create healthy, inclusive and beloved communities.



## Theme

The theme for Placemaking Week India 2022 was waterside placemaking. The lakeside, backwaters, riverine and seafronts in south coastal Karnataka were the locations of the gathering held from November 30 to December 4, 2022. The activities and sessions were spread across four locations: Udupi, Manipal, Mangaluru and Malpe. The hospitality hub of the event, Paradise Lagoon, was located on the backwaters of the fragile ecosystem of the Udupi coast. The Arabian Sea is at new risk of frequent and severe cyclones due to climate change and the city of Mangaluru faces flooding and pollution caused by rampant urbanisation and industrialisation.

**Waterside Placemaking  
was the theme for #placemakingweekindia2022**



Placemakers across the globe participated in Placemaking Week India 2022

**DAY 1**

NOVEMBER 30, 2022

# Inaugural Session

Placemaking Week India 2022 opened with a walkshop in rural placemaking, a nod to the reality that 64% of India's population still lives in its villages as do the solutions to the challenges of water. Local stakeholders led delegates through the backwaters of the Suvarna River in Kalianpur, a village close to the hospitality hub, in Thonse. The panchayat head highlighted the perils of sand mining for construction and the lack of maintenance of the estuarine channels as villagers migrated to larger cities. This has led to a disruption of the local ecology as salt water has flooded agricultural land and diversity of fish has dwindled.

The panchayat solicited ideas for activating the nearby reservoir, Agasene Kere (Washermen's Tank) to draw more people from the village and nearby towns for recreational enjoyment. Technical, engineering and placemaking solutions were offered by experts including Mumbai-based architect PK Das, KUIDFC's Technical Head, N. Srinivas and Udaipur-based architect Deepak Gahlot.



This was followed by a walkabout of the 11th century temple and precincts of Udupi Sri Krishna Temple by Placemaking Week India's cultural coordinator, Nandkishore Kalyanpur and former head of the Manipal University's Architecture department, Dr. Deepika Shetty. The focus of this guided walk was on ritual and place nostalgia as a form of community-building.



The inaugural session opened in one of the eight monasteries established from antiquity, with a presentation by Dr. Deepika Shetty highlighted the valuable lessons in sustainability that can be drawn from various aspects of its combined heritage. She drew from the example of Barkur, the ancient capital of the Alupa Kingdom.

Prashant Prasad, founder of We'Collab, then put out a call for engagement for Temple Townmaking 2023, Madurai, which is set to be the location for Placemaking Week India in 2023 from December 13 to 17. Temple towns have acquired importance because of religious activity and structures and the association of saints. Allahabad, Banaras, Sialkot, Fatehpur Sikri, Ajmer, Jaganath Puri, Haridwar, Mathura, Dwarka are a few examples. Prashant shared the overview, major themes for action and discussion, and what to expect at the Placemaking Week India next year, calling for engagement from the audience.



After a blessing and interaction with the pontiff of Puttighe Matha, delegates partook of a sattvic Shivalli Brahmin meal served on banana leaf. This dinner was hosted by Raghupati Bhat, Karnataka state legislator.

DECEMBER 1, 2022

# The Blue Shift in Placemaking

Moderator: Urmi Buragohain, Placemaking Foundation



DAY 2

The day-long conference at Placemaking India Week 2022 was curated around the theme 'The Blue Shift in Placemaking', focussing on connecting water and people. The conference highlighted initiatives from various regions of India, and was particularly relevant as the country faces a water crisis while initiatives for urban development and water management compete for resources. Co-creating public spaces at the water's edge could address tangible issues like pollution and flood mitigation, as well as intangible issues like building social capital and political support. The session sought to provide a platform for the discourse and emergence of a new placemaking perspective for India and the region.

## Keynote on River Cities Alliance and the Opportunities for Placemakers

Ishleen Kaur, National Institute of Urban Affairs, New Delhi

Ishleen Kaur, a Senior Environment Specialist at the Water & Environment (W&E) Vertical of the National Institute of Urban Affairs (NIUA), a think tank of the Ministry of Housing and Urban Affairs, opened the conference with her keynote highlighting NIUA's activities at the intersection of water management and urban planning.

Ishleen described how her team partners with urban water sector actors on knowledge exchange and amplifies the dialogue around water-sensitive design and planning for water-secure Indian cities. Efforts are also on to develop frameworks around Urban River Management, Urban Groundwater Management and Urban ecosystem-based adaptation. To implement



these on the ground, a first of its kind River Cities Alliance led by two central ministries (MoHUA and MoWR) and 32 cities across India has been established.

She presented the success of the Kham River Restoration Mission in Aurangabad, and subsequently, the setting up of the Kham Eco Park. This was an inspirational project where the dying 'seasonal' Kham river, at one point the life source of the city, was

## The Blue Shift in Placemaking

Moderator: Urmi Buragohain, Placemaking Foundation

restored through collective stewardship of stakeholders, and building a sense of ownership among people towards their river. The project was based on a collaborative model led by Aurangabad Municipal Corporation (AMC) while technical, design and community engagement support was provided by EcoSattva. The project was funded by AMC and the Confederation of Indian Industries, while AMC and NIUA were involved in scaling up of the project.

Ishleen left the audiences with two questions to ponder upon:

- Can 'collaborative placemaking' become the answer for long-sustained change?
- Can design become the catalyst for behavioural change?



Ishleen Kaur, NIUA, New Delhi



Dhanya Rajagopal, Mirabilis Advisory, Chennai

## Integrating Cultural Landscape Management Framework with Coastal Commons (Chennai)

Dhanya Rajagopal, Mirabilis Advisory

Dhanya, an architect, placemaker and participatory designer, is director of placemaking at Mirabilis Advisory. She presented her project to integrate cultural landscapes framework with the coastal commons at the Kottivakkam Kuppam Fishing Hamlet in Chennai, India.

Over centuries, fishing communities have evolved a deep concern for the landscape of the seafront and their unique culture and internal governance to oversee and manage the coastal commons. In India, coastal commons are "land that is uncultivable and

## The Blue Shift in Placemaking

exempt from taxation.” These are denoted as wastelands or non-revenue land. Urbanisation and seaside developments render these settlements invisible, making the communities vulnerable to eviction and putting their livelihood at risk.

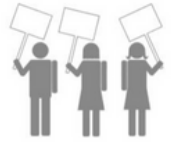
In her presentation, Dhanya explored the placemaking practices and tools that can legitimise these commons as cultural landscapes and how public space for recreation can be better integrated with the fishing commons.



Source: Saravanan is a pioneer in GIS mapping of coastal commons/ Photo by Mahima Jain

### “Maptivism”

Mapping Commons as a tool for advocacy & socio-spatial values



Source: Transparent Chennai

Photo from Dhanya's presentation



The Kottivakkam Kuppam Living Archive, a website documenting the Kottivakkam Kuppam Cultural Landscape, can be accessed [here](#).

## Barrier-free beaches in Kerala

George MP, ESAF Foundation



George MP, ESAF Foundation

"Beach for All" was a campaign which mobilised policymakers to create disabled-friendly infrastructure on Thrissur Beach. It eventually snowballed into technical support and funding for installing ramps for wheelchairs, accessible toilets and viewpoints and a whole host of features at 15 waterside locations in 6 districts across Kerala. In his presentation, George MP of Evangelical Social Action Forum (ESAF) shared how this successful model of barrier free Kerala Tourism was rolled out, and could be replicated in other states.



"Beach for All" has won the "Accessible Tourism Destination 2019 Special Mention", by the United Nations World Tourism Organisation (UNWTO) and is supported by the HealthBridge Foundation of Canada.

## The Blue Shift in Placemaking

### Blurring the Boundaries: Water's Edge Development in South Mumbai

Oormi Kapadia, Plural



Oormi Kapadia, Plural

Long before Mumbai was landfilled to grow into a global mega-metropolis, it was an archipelago of fishing and agrarian villages. The indigenous fishing community, the Koli, are dispersed through the city, crowded out by prime seafront locations with skyrocketing real estate values.

Machchimaar Nagar, skirting the prosperous Cuffe Parade in South Mumbai, is one such village fighting for its identity with neighbouring slums and among the country's wealthiest.

Oormi, an Architect and an Urban Designer practicing in Mumbai, is the founding partner of Plural, a collaborative planning research firm that works to make urban policies people-centric and demonstrates it through real-life public projects. She talked about how her team blurred the boundaries through a people-centric design process, and built economic resilience for women through placemaking while reclaiming neglected waste spaces as a park for all.



A transformed public park. Photo from Plural's presentation

Oormi's presentation threw light on how placemaking is a multi-faceted concept that goes beyond just designing public spaces. It serves as a tool for promoting inclusivity, empowering communities, and building economic resilience, particularly for women. Additionally, placemaking can also contribute to creating safer cities by transforming defunct spaces into vibrant, outdoor cultural hubs. It involves a model of institutional governance at the local level, with clear terms of engagement to ensure that the placemaking process is equitable and participatory.

## The Blue Shift in Placemaking

### Transforming Public and Community Spaces through Blue-Green Infrastructures in Puri

Rajeev Malagi, WRI India



Rajeev Malagi, WRI India. Right: Photo from the field in Penthakotta, from his presentation

Rajeev, a safe access and public space expert at WRI India, spoke about WRI India's project in the Penthakotta fishing settlement in Puri to create a blue-green infrastructure to improve water resilience and create safe and healthy spaces and promote community bonding between the locals.

Penthakotta, 200 to 300 metres from the coast of Puri district, Odisha, is battered by extreme climate phenomena such as tropical cyclones, tsunamis, flooding and waterlogging, which inflict heavy damage to infrastructure and human lives every year. A migrant Andhra woman's self-help group here created a resilience fund to support each other during times of disasters. The NGO Spandan helped by directing wastewater from the open drain to a soak pit covered by coastal weeds, to avoid direct discharge into the sea. One of the challenges was that the lack of public space disconnected people from the intervention.

Rajeev's presentation showed how the team at World Resources Institute (WRI) India, led by Sindhuja Janakirama, helped Spandan to come up with solutions that were nature-based and climate-resilient considering that Puri is prone to climate events. Together, they built pits lined with plants whose roots purify the water. Tyres and sandbags were used to build seating and fish-drying areas. The walls of the soak pits were also painted by the locals to make them visually exciting.

After a break for traditional south Kanara Konkani lunch hosted by Udupi Nirmithi Kendra, the session resumed with a look at case studies north of the Vindhyas.

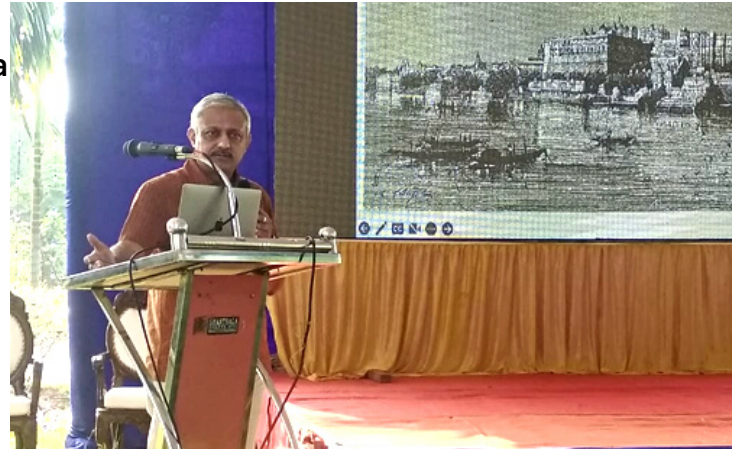


## The Blue Shift in Placemaking

### Lake Pichola: How Civic Initiative Created a Vibrant Waterfront

Deepak Gahlowt

Civic initiative supported by and sometimes despite, local administration, has flowered into a vibrant lakefront in the city of Udaipur with social spaces, temples, restaurants, hotels, art galleries and retail outlets catering for both tourists and residents of the old city. Architect and historical conservator Deepak Gahlowt's presentation showed how citizens appropriated the iconic Pichola Lake to derive social, economic, cultural and spiritual benefits for the city and the region at large.



Deepak Gahlowt



Niharika Mathema, of Placemaking Nepal, spoke about connecting neighbourhoods in Nepal to the waterfront

### Nepal: Water, Culture and Cities through a Placemaking Lens

Niharika Mathema, Placemaking Nepal

Water has been intimately intertwined with Nepal's rich culture and identity, cementing ideas of place and heritage woven in the sentiments of the local people. In a world that is fast being lost to invasive urbanisation, Nepal has been tackling the challenges inhibiting the broad interface between land and water such as riverbanks and lakesides from reaching their full potential. As Nepal today envisions the waterfronts as vibrant public destinations, there is an increasing interest in revitalising the water bodies through thoughtful placemaking to better suit the evolving needs of the urban population.

In her presentation, Niharika emphasised adopting placemaking concepts through place-based, community-led, assets-driven approach to connect neighborhoods to the waterfront and create equitable, cohesive, quality public space. She is the founder/initiator of Placemaking Nepal, a self-organised collective of placemakers dedicated to "Creating Meaningful Places for Memorable Experiences".

# The Blue Shift in Placemaking

## Living on the edge – Indigenous waterside place-keeping in Majuli, Assam

Urmi Buragohain, PlaceMaking Foundation

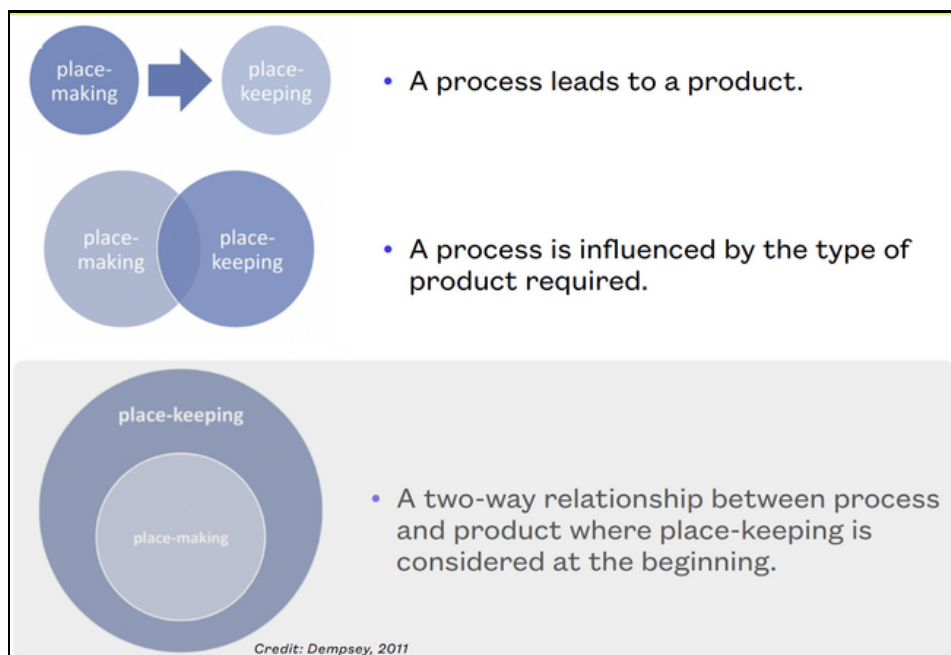


Urmi Buragohain, PlaceMaking Foundation

Urmi is the founder of PlaceMaking Foundation that aims to improve the quality of public spaces through temporary interventions that lead to long-term changes. In her presentation, she explored the intricate balance that exists between the people of Majuli, their institutions, their environment, and their livelihoods. Majuli is a riverine delta in the Brahmaputra basin that represents a unique physiographic setting vis-à-vis the eastern Himalayas. The dynamic nature of the river morphology is demonstrated by the fact that Majuli has lost as much as 371 sq. km of its landmass in the last 50 years.

Through centuries of cohabitation with the unique natural conditions of Majuli, its people have evolved a lifestyle, which includes local knowledge systems regarding their day-to-day activities like agriculture, sericulture, pisciculture, etc. They have developed a special understanding of the available resources, as well as the natural calamities, that has enabled them to cope with internal and external shocks including climate change. Thus Majuli as a 'place' is defined by these characteristics that continue to evolve to this day embodying it as a living example of a cultural landscape.

In her presentation, she examined how in Majuli's case, placemaking should be considered as the creation, or re-creation, renewal or regeneration of place that occurs within the longer-term process of placekeeping, which can bring the focus on indigenous governance system. She emphasised a two-way relationship between process and product where placekeeping is considered at the beginning.



The relationship between process and product, and placemaking

DECEMBER 1, 2022

# Waterside Musings at the Amphitheatre

Moderator: Sobia Rafiq, Sensing Local



DAY 2

The session began with an enchanting drum performance by the Koragas, an indigenous tribe that is primarily found in the Dakshina Kannada and Udupi districts of Karnataka and in the Kasaragod district of Kerala in South India. The session was led by Sobia Rafiq, who is a co-founder of Sensing Local and a regional leader of Placemaking India.

## Citizen Participation in Hyperlocal Branding

Roshnee Desai, Local, Mumbai

Roshnee is the founder of Local, a graphic design brand strategy and design studio based in Bombay, with expertise in bringing local stories, cultural knowledge and insights into brands. In her presentation, she highlighted the huge disconnect between the world of branding and urban development, and emphasised the need for both to coexist for place branding projects to be successful.



Roshnee Desai, Local, Mumbai

Meet Nanna, Amma and Chinni.

మీట్ నాన్న, నాన్న, చిన్ని



Roshnee presented case studies, one of which was a signage system for the Warangal POSCO and Family Court Complex, drawing elements of storytelling from Cheriya dolls and paintings to create a sense of calm and welcome in the space. The second was the Taxi Fabric Project, which experimented with taxi interiors provoking conversations about the safety of women in public spaces. The third case study was a rebranding project for West Bengal in 2010, which aimed to create a brand strategy that would reverse

the state's falling image of a Communist state by focusing on local culture and heritage as a way to attract tourism and boost the local economy.

## Waterside Musings at the Amphitheatre

Roshnee raised some important issues around the present practices in branding and urban environment. In a world of mass homogenisation and globalisation, how can we still celebrate the original city and pay homage to its roots? Our streets are 'polluted' with branding and marketing, often losing its local identity. She also reminded the audiences of the cognitive load of designing in silos.

### Malaysia and Mexico: Consonance and Congruence

Daniel Lim and Yi Reng Gan, ThinkCity, Kuala Lumpur



Yi Reng Gan and Daniel Lim, ThinkCity

Daniel is the director of Urban Mechanics at ThinkCity. He leads the placemaking practice at Think City and has spent more than a decade pioneering projects to activate spaces through placemaking in Penang, Johor Bahru and Kuala Lumpur. In his presentation, Daniel discussed the work of ThinkCity in Malaysia.

Think City is an urban impact organisation with the mission of making cities more people-friendly, resilient and liveable. Established in 2009, Think City is a special-purpose subsidiary of Khazanah Nasional Berhad, Malaysia's strategic investment arm, formed to work on urban rejuvenation, and has been running programmes since 2009 in Georgetown, Kuala Lumpur, Johor Bahru and other cities in the region. The presentation highlighted the use of creative and cultural strategies to make Georgetown and other cities in Malaysia more liveable and united.

Gan is an electronic engineer and the Senior Associate of Think City's Urban Mechanics. He specialises in stakeholder management and public realm improvement, working with various stakeholders from community to the authorities.

Gan shared a specific and highly successful project that Think City has worked on: the Kuala Lumpur Creative and Cultural District. The project aims to use creative and cultural strategies to make the city more liveable and unite diverse communities. He highlighted the importance of using a participatory design process and governance framework to create a sense of ownership among the community, and shared examples of activations that Think City has implemented in the laneway improvement program such as public screenings and art installations to keep the space alive.

## Waterside Musings at the Amphitheatre



**Parklet at  
Jalan Panggong**



**K.U.L.S. Bus Shelter @  
Jalan Raja Chulan**



**YWCA  
Community Garden**

Think City's approach to urban development involves four key steps: discovery, design, demonstration and dissemination to test and implement new ideas:

Discovery	Design	Demonstration	Dissemination
Understanding the local context through evidence-based approaches, culture mapping & stakeholder engagement	Working together with the community to design solutions	Demonstrate them through pop-up projects	And, if successful, disseminate and scale them up

## Malaysia and Mexico: Consonance and Congruence

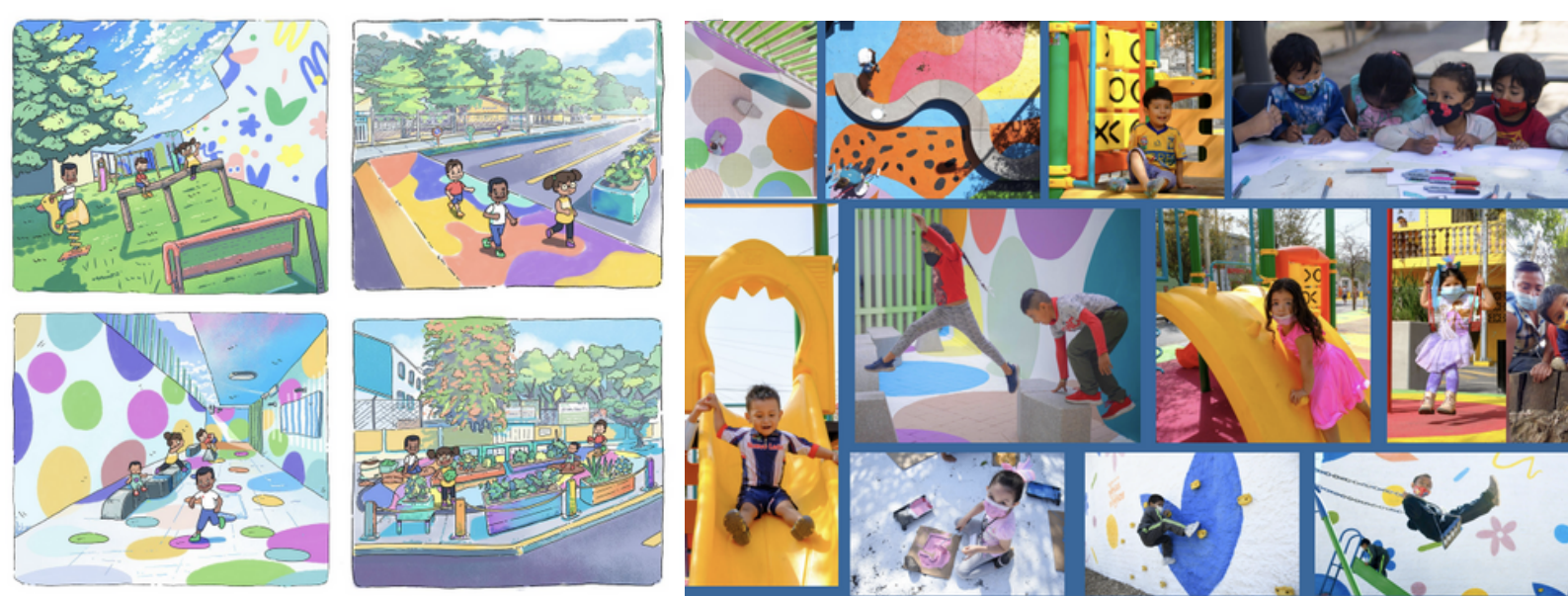
Guillermo Bernal, Fundacion Placemaking Mexico, Mexico City

Guillermo Bernal is the Director of Fundación Placemaking México and Lugares Públicos, a Mexican nonprofit organisation that conducts community outreach programs in public spaces that create more strong and sustainable communities.

In the presentation, Guillermo discussed his work in Mexico and how it relates to his experience in India. He sees similarities between Mexico and India in terms of culture and food. He shared his perspective on why placemaking is important to him and the work he does.

He spoke about his approach to placemaking in Mexico, where he follows three key principles: short-term, low cost and high impact. He works with the community to make fast, short drawings that everyone can relate to on how the spaces can be envisioned after being activated. His focus is on early childhood development and along with his team, he has built 30 small places for children using a fast and simple planning process.

## Waterside Musings at the Amphitheatre



*Fast, short drawings that everyone can relate to of how the spaces can be envisioned after being activated.  
Right: Spaces after activation.*

Guillermo emphasised the importance of working with the community and doing projects quickly because kids grow quickly and the needs of the community change rapidly. He also mentioned that it's not just about the process, but also the impact that the project will have on the community. Additionally, he highlighted that his approach is to share why he does things and how placemaking relates to his life and work, rather than imposing his ideas on others.

Along with his team, Guillermo has been able to convert 200 spaces into places.

### NDSM: When Top Down Met Bottom Up

Dirk de Jager, STIPO, Amsterdam

Dirk, former deputy mayor of Amsterdam Southwest, presented a unique case study of placemaking in his city, where literally the top authorities met and realised the vision and efforts of the communities leading to the transformation of a public place. The project in Amsterdam dates back to the 1920s. In the past, the shipbuilding industry was a major player in Amsterdam's economy but eventually collapsed in the 70s, leaving a large area at the waterfront empty for over a decade. The area was abandoned for 10-15 years. It was occupied by squatters, artists and makers in the 1980s who started to live there and create communities.

The city government eventually saw the potential of the area and started to invest in it. It has now become a vibrant and popular area with a mix of residential, commercial, and cultural uses. Dirk mentioned this project was a good example of placemaking, and how it can be done even before the term placemaking existed.

## Waterside Musings at the Amphitheatre



NDSM Wharf - in 1985, in 2003, and in 2022

### Key Takeaways:

- Community ownership and government support can completely transform a place
- People together can take ownership of a space and create a new vision for it with the support of government investment and private sector involvement



The evening erupted with delegates breaking into dance as the percussion by the Koraga troupe resumed. A dinner of delicate seasonal organic preparations was offered by the host, Udupi Nirmithi Kendra.



Click to view the recorded livestream of the session on our [YouTube Channel](#).

DECEMBER 2, 2022

# Placemaking and Climate Readiness

**Moderator: Sandhya Naidu Janardhan**

## Climate Action as a Collective Cause

Ambika Malhotra, City Climate Alliance,  
National Institute of Urban Affairs

Ambika from the City Climate Alliance at the National Institute of Urban Affairs spoke on Climate Action as a Collective Cause. She introduced the Climate Smart City Climate Alliance (CCA), which is an aggregator for driving climate actions and transitions. The CCA's goal is to build a partner community for climate action by providing forums, alliances, and opportunities for knowledge creation, sharing and exchange. The CCA also maintains a repository of best practices from champion cities and provides resources for building a climate capacity grid.



Ambika Malhotra, City Climate Alliance, National Institute of Urban Affairs

In her presentation, Ambika talks of three types of climate extremities: loss of land, loss of ecology, and loss of life, housing, and belongings. She mentions Placemaking as one of the opportunities for community ownership, to maintain the waterside, create spaces for all, and support climate-sensitive regions.

She discussed three main methods to encourage collaboration towards positive action:

City & Citizen	City + City	Citadel
Climate-resilient placemaking, and a strong partnership between citizens and the city is crucial	Incorporating peer-to-peer learning from champion cities and setting larger regional goals for waste and water management	Implementing nature-based solutions for resilient, natural and engineering infrastructure along the water's edge through collaboration

## Placemaking and Climate Readiness

### Permaculture and Placemaking

Ryan Smolar, Convenor, Placemaking US

Ryan, initiator of PlacemakingUS and a passionate food enthusiast, gave an invigorating talk on Permaculture and Placemaking. Ryan has made a mark facilitating a public edible landscape in front of the Michelle Obama neighbourhood library in north Long Beach, a veritable food desert.



Ryan Smolar, Placemaking US

He discussed the positive impacts of utilising natural elements, and contrasted this with the negative effects of traditional development. He emphasised the importance of harmonising with nature, rather than destroying it in the name of profit. The speaker also brought up the idea of interdependent co-development and mentioned how disruption of one part of the ecosystem can cause ripple effects throughout the system. He touched upon the threat caused by climate change which is often ignored or reframed to not be directly related to human actions. According to Ryan, "Places in urban and rural India are intricated with supreme nature, unmatched intensity, manifested spirituality and historic significance. And they deserve the highest forms of placemaking to be deployed."

Ryan explained how permaculture is related to placemaking, describing it as a way to utilize nature-based services to make the earth work better across various fields. He highlighted some of the benefits of permaculture, referring to it as "a car manual for the earth", providing technical information on how it works and how to improve it.

Click to view the recorded livestream of the session on our [YouTube Channel](#).



### Breaking the Order: Linear Parks and Climate Response

Architect PK Das, PK Das Associates

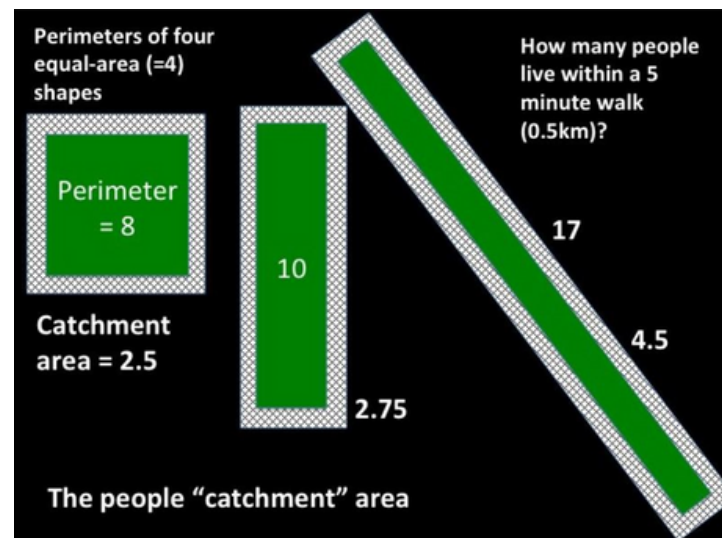
In his masterclass, Architect and activist PK Das, spoke about the "prevailing ecology of segregation" in cities and how he aims to break this order through placemaking. He talked about evolving a new ecology of cities that is responsive to climate by focusing on the scale of the city to bring about change. According to him, cities are constantly evolving and spaces must be re-envisioned and restructured through wider participation. He describes the ecology of cities as the relationship between nature, people, and development. However, the speaker noted that many of these relationships have been severed and that the built environment has been separated from the natural environment, which is a concerning issue.

## Placemaking and Climate Readiness



Architect PK Das, PK Das Associates

The speaker stated placemaking considers the social, spatial and environmental issues by bringing people and places of engagement together. However, he noted that the places that people choose to engage are often in better parts of the city and the people who steer such movements are often class-biased and dominated by upper and middle-class groups. The speaker argues that instead of substituting governments with groups and clans, the priority must be to achieve greater public control over public resources and build compelling structures and pressures on the government. He discussed the importance of city-wide transformations, specifically referencing slums redevelopment and resettlement programmes, sustainability projects at a local or neighborhood level. He argued that the idea of a city as a democratic, liberating, and diverse multicultural space where access to opportunity has no boundary for all must be upheld.



People catchment area. Four equally sized parks have dramatically different perimeters because of their shapes. The long and skinny park is within 1/2 km of almost twice as many people as the square park. Image: David Maddox  
Credits: Nature of Cities

Visual from PK Das' presentation

PK Das's idea of linear parks breaks the order of mainstream city planning as it enables easy access to most people and is a major opportunity in urban design. The linear path formulation includes the integration of all natural areas and elements such as rivers, lakes, ponds, wetlands, creeks and mangrove forests that are excluded from government's planning discourse.



Click to view the recorded livestream of the session on our [YouTube Channel](#).

DECEMBER 2, 2022

# What's Right with this Place?

## Exploration of proposed waterside activations by Smart City Mangaluru led by Engineering staff, Smart City Mangaluru

A ferry ride along the Netravati gave participants a glimpse of life along the river and proposed waterside activations by Smart City Mangaluru



DECEMBER 2, 2022

# What's Right with this Place?

Nitte Institute of Architecture with its campus in Derlakatte, Mangaluru, hosted a Roman Catholic lunch at the Rosario Cathedral

Students and faculty then led a multi-sensorial walk at the antique port of Mangaluru. Stops included spice shops, a traditional shophouse, a mosque, a red tile factory, temples, fishing wharves and fish-drying area.



Photos: Nitin Bhardwaj and others

DECEMBER 2, 2022

# What's Right with this Place?

## Evening Session



*Market Road: a popular food lane connecting two major streets in the city of Mangaluru. Photo by Rajeev Malagi*

Led by PlacemakingX executive director, Ethan Kent, a team of placemakers visited Market Road, a food lane in Mangaluru which is targeted for transformation under the national Placemaking Marathon. Market Road is a popular food lane connecting two major streets in the city of Mangaluru.

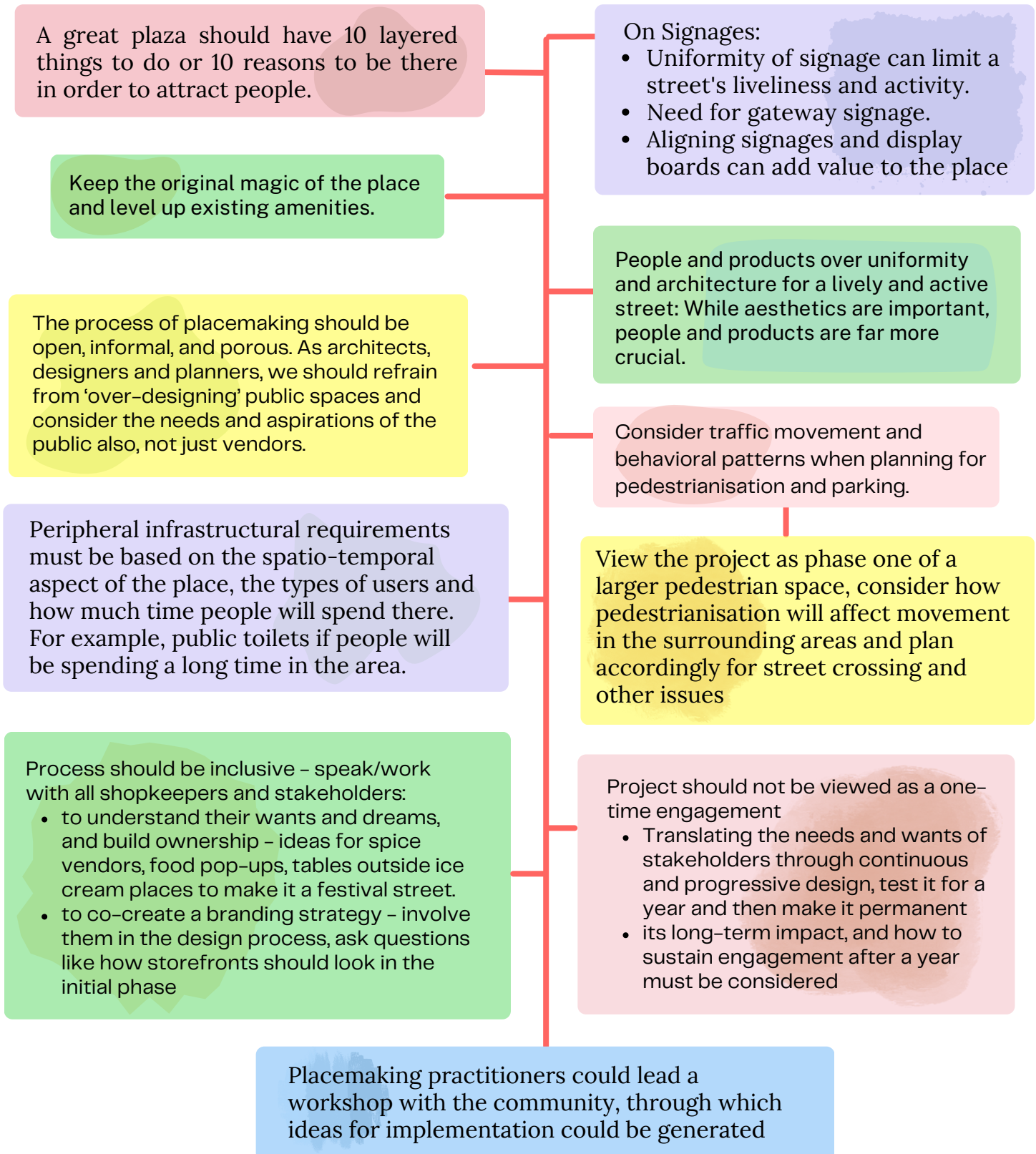
It is about 150 meters in length with a width of 4-6 meters. Currently, the road is primarily used by non-motorised traffic, such as shopkeepers and local residents, for everyday activities. The plaza, which is currently being used for both parking and shopping, is projected to have two multi-level parking facilities in the future. The design of this concept plan is still in the early stages and is yet to be finalised.

The team took a recce of the street at peak hour when shoppers were visiting, and returned to Ocean Pearl to share their observations with executive engineers and urban designers of Smart City Mangaluru.

## What's Right with this Place?

### Evening Session

Some priceless insights and recommendations emerged from the consultation with Smart City Mangaluru:



DECEMBER 2, 2022

# What's Right with this Place?

## Evening Session



*Discussion and knowledge sharing with executive engineers and urban designers of Smart City Mangaluru.*



The result of this ideation and recommendation session resulted in a shift in the approach of SCML towards a more inclusive and community-focused design plan. Instead of a top-down design offered by a government department, a questionnaire was given to retailers to gather their input and ideas. The focus is now on enhancing social connections by utilizing the natural elements such as a tree as focal point while also exploring solutions for limited parking on the street. The PlacemakingX team's consultation helped prioritise the needs and wants of the people, place and product over physical objects.

Click to view the recorded livestream of the session on our [YouTube Channel](#).



## What's Right with this Place?

Evening Session

### Consultations on Smart City Mangaluru waterside projects

Fredrik Lindstal and Dirk de Jager, Placemaking Europe

Fredrik Lindstal and Dirk de Jager former deputy mayors of Stockholm and Amsterdam respectively, initiated a role-play during a consultation on Smart City Mangaluru Projects. They urged the authorities and audiences to consider the vision for the sites for placemaking interventions that the Smart City Mangaluru authorities presented. Both speakers have experience with waterfront development and placemaking in their own cities. Dirk, playing the role of a Governor, spoke about the plans for Mangaluru to become a smart city and attract new people and investors by using the waterfront for new functions. However, Fredrik, playing the role of a fisherman, expressed concern that the plans do not take into account the heritage of Mangaluru and the impact on the fishing industry and maritime legacy.



The audiences consisting of placemakers and urban practitioners entered the discussion leading to an engaging session highlighting a number of issues that could be better addressed in the planning and process for placemaking in the old port area. Here are the key points that were raised that the government officials can take into consideration while moving ahead with the process of planning and implementation for Smart City Mangaluru.

- There are many voices that need to be heard, including cultural heritage aspects, environmental considerations, and the needs of the community.
- Some members of the community could feel that the proposed plans are too focused on development at the expense of preserving culture and community. Their concerns need to be addressed.
- More transparency and communication about the project would help the project gain support from the community and move ahead smoothly.
- The project should be able to maintain a balance between development and preserving the heritage and community of the place. Community and culture needs to be respected and recognised in the plans.
- There is a need for a more inclusive and collaborative approach to the planning and implementation of the project.

The vibrant evening ended with a buffet banquet of Bunt and other traditional local foods.





**DAY 4**

DECEMBER 3, 2022

# Masterclass in Placemaking: Basics and Beyond

**Ethan Kent, Executive Director, PlacemakingX**



Ethan Kent

Ethan Kent is a global leader in the placemaking movement. He co-founded PlacemakingX in 2019, and helped initiate and grow 22+ regional placemaking networks all over the world. He works with numerous organisations to advance the placemaking movement, drawing on over 20 years of experience in the field.

Ethan delivered a masterclass on placemaking that started off with the various placemaking interventions across the world that he and the worldwide affiliates have initiated. Ethan reminded the audiences that placemaking is about making conscious choices

and enabling our agency to shape our public realm. He spoke about the roots of the placemaking movement, starting with Jane Jacobs and William Whyte and how it evolved with Fred Kent, who then went on to found Project for Public Spaces (PPS) in 1975. For its first two decades, PPS focused on fixing dysfunctional public spaces and developing place management plans, reversing patterns of disinvestment and hostile architecture in American downtowns. It was in the 1990s that PPS developed 'placemaking' as a public space planning process to support communities getting it right from the start. The movement, since then, has grown and expanded to different regional networks around the world.



**10+ THINGS TO DO**

*In his masterclass, Ethan spoke about the Power of 10.*

He added that this way of looking at a public place can also be used to evaluate the Market Street in Mangaluru or the waterfront places to find opportunities for placemaking on the street.



## Masterclass in Placemaking: Basics and Beyond

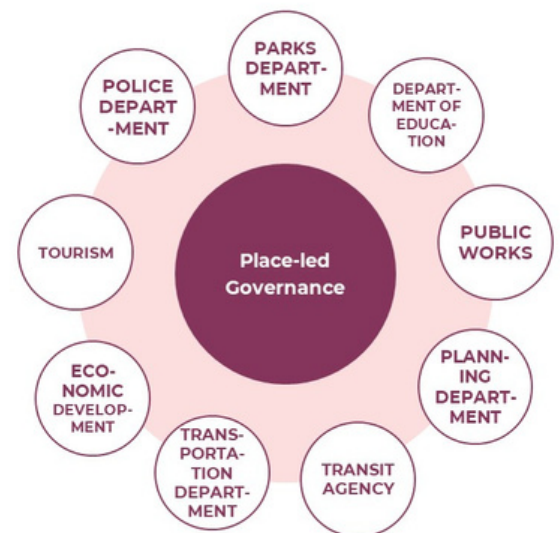
On the topic of waterfronts, he emphasised how cities can capitalise on the appeal of waterfronts. According to him, the best waterfronts in the world showcase a city's rich history and offer diverse activities. Waterfronts can tap into their unique qualities to create a dynamic place to live, work, and play. With one-of-a-kind commercial spaces, entertainment venues, parks, plazas, or markets, waterfronts frequently serve as a city's living room and highlight its connection to the water.

*"Cities can capitalise on the appeal of waterfronts...by showcasing the city's rich history and offering diverse activities."*

Ethan highlighted the need to focus on key public destinations and cater to various user groups in activating a waterfront. Preserving nature and incorporating it into urban spaces should be a priority to create stronger connections between people and the waterfront. He used the example of Brooklyn Park and Granville Island to illustrate the successful development of parks and vibrant urban placemaking. Granville Island is considered an international model for its combination of markets, cultural activities, and stunning waterfronts.



Granville Island, a successful example of urban placemaking using waterfronts



Governance can be redefined and refocused around Places

In the masterclass, he further touched upon various ways and approaches through which public places can be activated. He discussed the idea of a place-led governance, which implies governance, whether formal or informal, strong or weak, top-down or bottom up, has great potential to redefine and refocus itself around Place. Work on public spaces around the world shows that focus on placemaking is not only a logical one for most governmental agencies and community-focused organisations, but also a rather natural transition.

Ethan also talked about the importance of building successful sidewalks as key to connecting socially. Citing sidewalks as key to creating rich social lives, Ethan pointed out that India has more public life wealth than any other part of the world and we need to leverage that. The idea is to build a campaign to lead with the sidewalks in a way that respects the social and economic fabric of India.

## Public Markets as Places

Moderator: Phaeba Abraham, Healthbridge Foundation of Canada

**Aley Kent**, Technical Advisor for Food Security and Agriculture & Community Food Systems, International Rescue Committee



Aley Kent

### Market cities: Continuum of entry points



Aley is a Community Food Systems and Training Professional who promotes health and social equity through community-led strategies. She uses participatory methods and has a wealth of experience in organisational development, network creation, programme planning, and facilitative leadership to foster integrated and collaborative approaches towards community regeneration.

Building on her work with marginalised communities in markets in the US, Aley emphasised the role markets play in upward mobility for marginalised populations. She discussed some of the ways she and her team are activating markets for the different groups of people in the US. Food demonstrations are one such activity that has proved to be beneficial for the farmers. But markets have something different to offer to every section of the population. She made the audiences see how markets are of value to women as they provide safe spaces where they can go to sell, showcase their skills, improve communications, and build confidence. Markets then become a means for people to do something productive for their community and their household, and be truly proud of the heritage and knowledge that they have and bring with themselves. Markets are also places where unconscious learning is constantly happening. In addition to selling food and goods, Aley's team has been organising activities and performances at markets to make them more exciting for different parts of the community.

Aley urged the audience to think of markets as more than vending and to consider the potential for rebuilding local food economies and creating exciting spaces for different parts of the community. When we look at markets as places, we can layer various uses on top of each other to create a vibrant and dynamic community space.

## Public Markets as Places

Moderator: Phaeba Abraham, Healthbridge Foundation of Canada

Guillermo Bernal, Director of Fundación Placemaking México and Lugares Públicos



Guillermo Bernal

Guillermo Bernal is the Director of Fundación Placemaking México and Lugares Públicos, a Mexican non-profit organisation which conducts community outreach programmes in public spaces that create stronger and sustainable communities.

According to the speaker, the four simple steps to running an organisation are:

1. Funding: 85% of funding comes from a pilot project.
2. Distribution of grants to local and regional organizations to implement projects.
3. Providing technical assistance to the network and building capacity where it is lacking.
4. Reporting back to donors and effectively communicating to engage them with the community.

The speaker also discussed a tool they have developed to measure the effectiveness of their work, which is divided into four indicators that can be related to the Sustainable Development Goals (SDGs).



Lunch hosted by The Urban Vision featured local seafood delights and immersive drinks-tasting session of geographical indicator (GI) tagged and locally abundant flowers for shots and immunity-based refreshing drinks.



DECEMBER 4, 2022

# Financing the Urban Commons

Moderator: Prathima Manohar, Founder, The Urban Vision and PlaceXplore Labs

## Design, Decentralise & Devolve: Delivering Transformative Urban Infrastructure

Architect Naresh Narasimhan

Naresh V Narasimhan, Managing Partner at Venkataramanan Associates (VA), Bangalore and the Co-founder of MOD Institute spoke about the need to use placemaking to stir larger urban transformation. He shared some of his place-led urban transformation projects in the city of Bangalore led by his practice.

He shared the journey of the Church Street reconstruction project's design. As a departure from the traditional layout of Indian streets, service pipes are buried beneath the sidewalks, and service chambers placed at regular intervals, removing the need for unnecessary road digging by various utility agencies. The "Kasuti design" on the patterned granite cobblestone not only attempted to impart a sense of the local culture but also acted as a traffic calming device.



Architect Naresh Narasimhan

Prathima Manohar

He also shared information about the Koramangala Valley stormwater drainage, popularly known as K-100, which originates in Bangalore's Majestic district and empties into Bellandur Lake. 1/12th of the city's sewage and runoff are transported through its 32 sq km-sized watershed. This project often called Citizen's Waterway Project was envisaged as an urban transformation project where the storm water drain has been desilted and separate drain and water lanes have been constructed along with use of phytoremediation strategies to clean up the waterway.

**Sai Aditya from Invest India from the Ministry of Commerce** shared that GOI's Ministry of Tourism has plans to create five Special Tourism Zones with world-class infrastructure around the nation for holistic tourism development which can offer a lot of opportunities for the placemaking community.



A lavish buffet of local delicacies and cocktails were laid on by the hospitality partner, Paradise Group. The evening culminated with a spectacular folk entertainment by local women's self-help groups nurtured by Place XploreLabs.



DECEMBER 4, 2022

# Ground-Breaking City-Making

## Impacts and Outcomes

**DAY 5**

Placemaking India Week 2023 provided all participants a great opportunity to share ideas, learn from one another, and gain insight into the current state of placemaking in India.

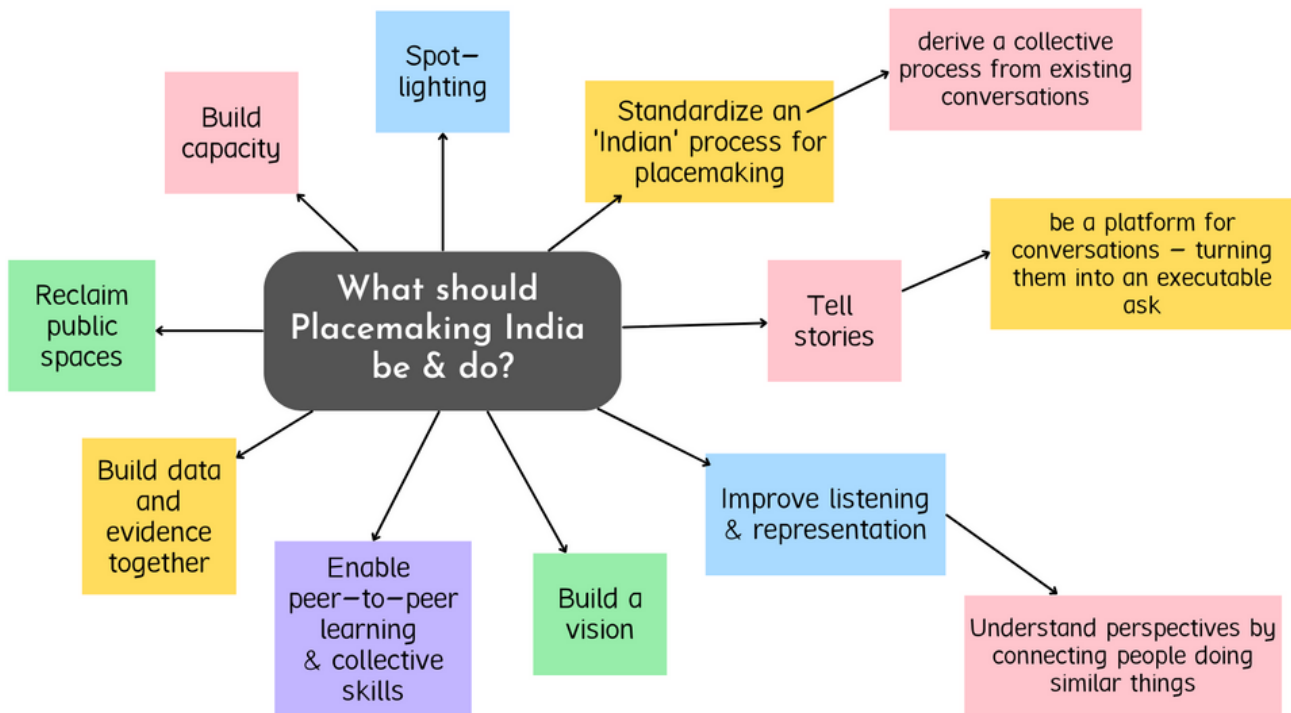
The final day of the event was dedicated to reflecting on the learnings and discussing recommendations and a way forward for the placemaking movement in India. The participants shared their suggestions and reflections on how to improve the process of placemaking and make it more inclusive, effective and sustainable. These are compiled below as a way to continue the conversation and move forward together in creating better public spaces for all.

- To mainstream placemaking in government plans by evolving guidelines, developing white paper and policy for the Indian govt to make it a compulsory part of the process
- Guidelines, if co-authored with the government, can add more weightage
- City-level place making cells can be useful
- Government does not have a mechanism to integrate public and CSR funds yet; integration of CSR in smart cities projects would be a great add-on
- It is important to understand the idea of budgeting in this process
- While laying down guidelines, it is important to keep the process inclusive and not institutionalised, allowing for experimentation and involving people in the decision-making process
- Placemaking India can follow the lean model of building a collective
- MoHUA is very interested in the placemaking aspect of projects, and it will be a huge component of smart cities 3.0
- There is a need for a repository of examples that are solving cross-cutting issues (inclusivity, livelihoods, etc.) and to classify them and build a forum
- Using mainstream media and social media is important to keep the concept of placemaking in the minds of people, and to build connections and network
- A range of tools for community engagement can be developed
- Working together will help in capacity building, which should be an important function of the collective
- Collective learning (annual week-long event), advocacy (campaigns) and action (placemaking marathon) are important
- Community-level organisations have a vital role to play
- Having a common goal and an approach is important for elected officials to understand and relate to
- Need to get creative with funding, and use it as a platform for fundraising for projects

# Ground-Breaking City-Making

## Impacts and Outcomes

### What Should Placemaking India be or do?



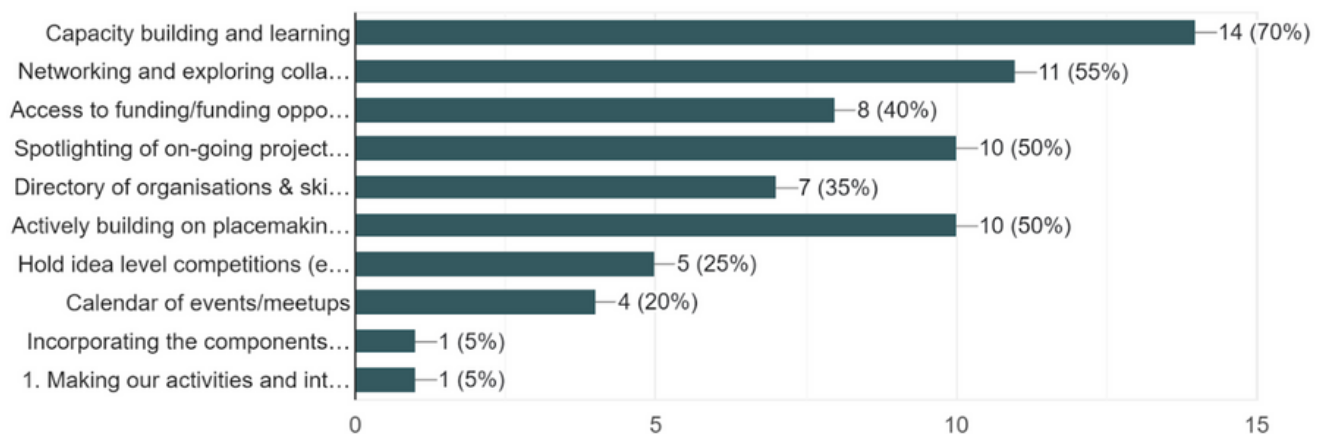
### Insights from Survey:

#### Co-creating the future of Placemaking India

A short survey was circulated by regional leaders among the attendees on how they envisioned co-creating the future of Placemaking India. It helped us to capture what the participants thought were the priority areas of the Placemaking Movement in India. These insights are useful for us to help build a collective vision for our journey ahead.

What would you like the Placemaking India Community to offer in the years ahead?

20 responses



Day 5 ended with a farewell lunch consisting of South Kanara Jain buffet hosted by The Smart Citizen.

# Testimonials

"It was indeed a learning experience for me personally and for my Liveable Cities India team to hear from the experts and to deliberate on various aspects of placemaking! We bagged collaborations from Udupi Nirmithi Kendra and Dakshin Kannada Nirmithi Kendra NITK Surathkal after having potential discussions for designing accessible public spaces and beaches at Udupi and Mangaluru! Discussions are underway with Urmi Buragohain of PlaceMaking Foundation Imphal and Imphal Smart City Limited as they sought our technical support to initiate open streets and placemaking initiatives at Imphal City."

- **George MP**

Manager- Programs at ESAF Foundation | Regional Leader, Placemaking India



"An exciting and enlightening adventure with Placemaking India and PlacemakingX. We learned and unlearned so much, ranging from urban placemaking to rural placemaking, and interesting topics around water and the complexity of local context.

In Mangaluru and Udupi, we experienced Malpe Beach, the river from Tannirbhavi, fishing harbour, an old tile factory in Bolar, Rosario Church, and on-going projects run with local authorities."

- **Daniel Lim**

Manager- Programs at ESAF Foundation | Regional Leader, Placemaking India

"I had the opportunity to attend Placemaking India Week and to meet in person my team there and other delegates/placemakers as well. It was a great networking opportunity.

The concept of placemaking is new to me but would like to learn and view it from social work perspective. It was wonderful to hear from all the placemakers and also to discover Malpe's and Udupi's splendour."

- **Barsha Barua**

Project coordinator at ESAF Foundation



A fantastic compilation of case studies from different cities from India and around the world explored different aspects of placemaking and placekeeping that included selection of the potential spaces and communities, engaging with locals and decision makers, funding and approvals, and long-term sustenance and impact over the community. The cases ranged from coastal placemaking projects (to build community resilience through nature-based solutions) to lake and riverfront public spaces development projects. This was further strengthened through international case studies which addressed the concepts of placemaking through varied scenarios and how one can adapt these learnings to Indian context. "

**- Rajeev Malagi**

Program Manager, Sustainable Cities & Transport at WRI India  
Safe Access and Public Space Expert



Read the piece penned by Rajeev on the key takeaways from the Placemaking Week India 2022, [here](#)



"#Placemakingindiaweek2022 at Mangaluru was an experience that left me with many inspirations, questions and clarity. Was great to meet old friends and make new ones along the way. The enthusiasm and hope in the group has been a necessary influence on me.

The event was also a good place to launch the Kottivakkam Kuppam Living archive website in Tamil and English. A research that began with Pratt Institute and GCPE research funding for students."

**- Dhanya Rajagopal**

Strategic Planner, Urban Research and Placemaking Consultant

"Really inspired by Placemaking India's diverse leadership growing their collective wisdom, advocacy and action. The fastest growing PlacemakingX network came together for #PlacemakingWeekIndia2022, one of the highlights of the year for the placemaking movement. Personally this was a dream come true to get to be together with so many amazing #PlacemakingIndia leaders that I've heard about and met over the years. What this group can do together on issues like markets, street vending, sidewalks, waterfronts and #PlaceLedDevelopment is extraordinary."

**- Ethan Kent**

Executive Director, PlacemakingX



# AGENDA

## DAY 1. NOVEMBER 30, 2022

### Inaugural Session

Moderator: Devshri Shah, IBI Group

- **Lessons in Sustainability from Udupi's Heritage** - Dr. Deepika Shetty
- **Call for Engagement Temple Townmaking 2023** - Prashant Prasad, We'Collab

## DAY 2. DECEMBER 1, 2022

### The Blue Shift in Placemaking

Moderator: Urmi Buragohain, Placemaking Foundation

- **Keynote on River Cities Alliance and the Opportunities for Placemakers** - Ishleen Kaur, National Institute of Urban Affairs
- **Integrating Cultural Landscape Management Framework with Coastal Commons (Chennai)** - Dhanya Rajagopal, Mirabilis Advisory
- **Barrier-free beaches in Kerala** - George MP, ESAF Foundation
- **Blurring the Boundaries: Water's Edge Development in South Mumbai** - Oormi Kapadia, Plural
- **Transforming Public and Community Spaces through Blue-Green Infrastructures in Puri** - Rajeev Malagi, WRI India
- **Lake Pichola: How Civic Initiative Created a Vibrant Waterfront** - Deepak Gahlowt
- **Nepal: Water, Culture and Cities through a Placemaking Lens** - Niharika Mathema, Placemaking Nepal
- **Living on the Edge: Indigenous Waterside Placemaking in Majuli, Assam** - Urmi Buragohain, Placemaking Foundation

### Waterside Musings at the Amphitheatre

Moderator: Sobia Rafiq, Sensing Local

- **Citizen Participation in Hyperlocal Branding** - Roshnee Desai, Local
- **Malaysia and Mexico: Consonance and Congruence** - Daniel Lim and Yi Reng Gan, ThinkCity





- Guillermo Bernal, Fundacion Placemaking Mexico,
- **NDSM: When Top Down Met Bottom Up** - Dirk de Jager, STIPO

### DAY 3. DEC 2, 2022

#### Placemaking and Climate Readiness

Moderator: Sandhya Naidu Janardhan

- **Climate Action as a Collective Cause** - Ambika Malhotra, City Climate Alliance, National Institute of Urban Affairs
- **Permaculture and Placemaking** - Ryan Smolar, Convenor, Placemaking US
- **Keynote: Breaking the Order: Linear Parks and Climate Response** - Architect PK Das, PK Das Associates

#### What's Right with this Place?

- **Exploration of proposed waterside activations by Smart City Mangaluru** led by Engineering staff, Smart City Mangaluru
- **In An Antique Land: A multisensorial walk at the antique port of Mangaluru** Students and faculty of Nitte Institute of Architecture
- **Market Road: A Placemaking Marathon intervention opportunity** - Engineering and Planning Staff, Smart City Mangaluru

#### Consultations on Smart City Mangaluru projects

Led by Fredrik Lindstal and Dirk de Jager, Placemaking Europe

### DAY 4. DECEMBER 3, 2022

#### Masterclass in Placemaking: Basics and Beyond

- Ethan Kent, PlacemakingX

#### Public Markets as Places

Moderator: Phaeba Abraham, Healthbridge Foundation of Canada

- Aley Kent, Technical Advisor for Food Security and Agriculture & Community Food Systems, International Rescue Committee
- Guillermo Bernal, Director of Fundación Placemaking México and Lugares Públicos

#### Financing the Urban Commons

Moderator: Prathima Manohar, Founder. The Urban Vision and PlaceXplore Labs

- **Design, Decentralize & Devolve: Delivering Transformative Urban Infrastructure** - Architect Naresh Narasimhan
- Sai Aditya, Invest India, Ministry of Commerce

### DAY 5. DECEMBER 4, 2022

#### Ground-Breaking City-Making Impacts and Outcome



waterside

Placemaking Week  
India 2022

# Call for engagement

placemakingTN@gmail.com

Join us from  
December 13 to 17,  
2023 at Temple  
Townmaking  
#Placemaking  
WeekIndia2023  
in Madurai,  
Tamilnadu.

Placemaking  
Week India

Temple  
Townmaking  
Madurai

Waterside Placemaking Week India 2022 was curated by Vineeta Shetty and made possible by the support of enlightened regional administrators such as Shri Kurma Rao, Udupi district commissioner, Arun Kumar, project director of Udupi Nirmithi Kendra and Deepa M. Cholan, Managing Director of Karnataka Urban Infrastructure Development and Finance Corporation.

The extraordinary success of the event owed much to the selfless contribution of cultural activist and local organiser, Nandakishore Kalyanpur, design contribution by Zarna Doshi and logistical support by Placemaking India Zonal Leader, Harsh Prajapati.

The organisers would also like to thank Hakay Akshay Machchindra, Superintendent of Police, Mangaluru, Rajendra Kalbavi, project director of Dakshin Kannada Nirmithi Kendra and Arun Prabha, General Manager, Smart City Mangaluru Limited.

Placemaking India's activities have been financially supported by Saurav and Upasana Roy, Harsh Prajapati, Devshri Shah, Vishala Reddy, Urmi Buragohain, Vineeta Shetty, Anadi Saxena, Madhushree Bose, Riya Chaddha, Gopinath Gnanakumar Malathi, Pratiksha Surpuriya, Sharaj Sundararaman and Rutuja Patil.

## MEDIA MENTIONS

- [Placemakers take tour of public spaces in Mangaluru - \*The Hindu\*](#)
- [Apli Kham: Ecological river restoration as placemaking - \*Question of Cities\*](#)
- [How cities enlivened places to make them inclusive and comfortable - \*Question of Cities\*](#)
- [Placemaking can reimagine public places, connect people with nature, and strengthen people's movements - \*Question of Cities\*](#)



## EVENT PARTNERS



This report was  
written and  
produced by  
Swati Mishra



PLACE  
MAKING  
INDIA