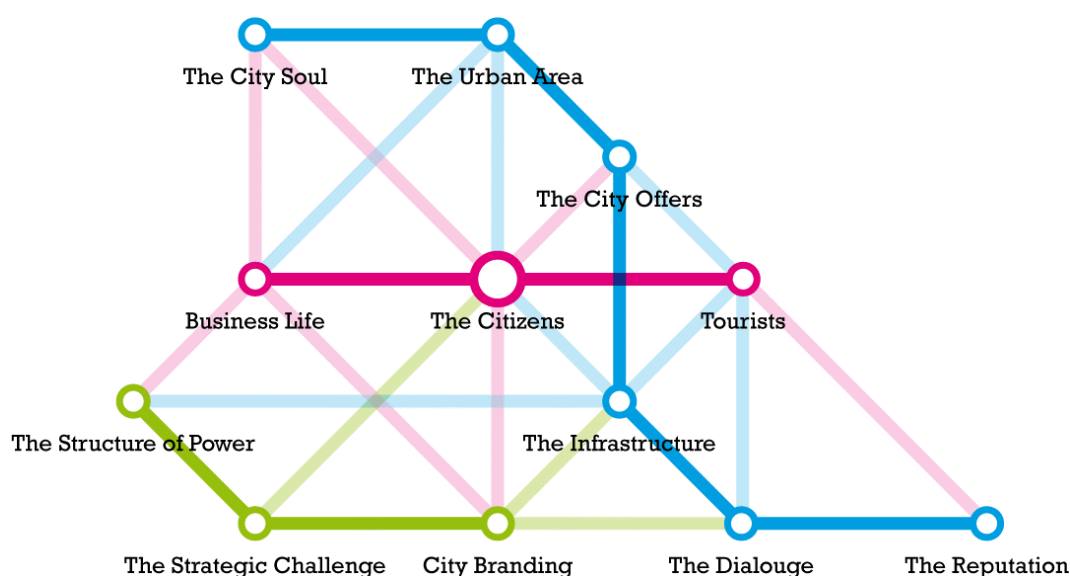


CityDesign

— City development for the citizen

By Steffen Gulmann, professor

The CityDesign Model



Idea:

Many cities have realized that they must develop in such a way that they can stand up in the competition for attractive citizens, an attractive business life and an attractive tourism.

Many cities have realized that new culture and leisure facilities, better housing, a clear profile or spectacular events all contribute to a better reputation, and many cities have got such projects going. But few cities, or none, have seen, or been able to see city development or city profiling from a holistic point of view, or that everything, which may influence identity, profile and reputation, and be the lifeblood to citizens, business and tourism are part of a comprehensive plan for the development of their city. This does not mean that everything concerning the city must be treated at the same time, but that the city focuses on what is most important in a given situation – without losing track of all the other important things.

The holistic concept of city development leads to a lively, active and creative process in the development of a city. A process, which – from the same starting point – involves the municipality, non-governmental organizations and individuals. The result will be a considerably faster and more harmonious city development, increasing the attractiveness of the city. The idea is to write a book, which explains:

Why CityDesign is important and what it will lead to.

How to implement CityDesign.

How cities around the world have set about CityDesign.

People around the world use the word "City Branding" for city development. But often City Branding is about marketing a certain city. This is why we, so far, speak of CityDesign.

The book was published in Danish by the leading Scandinavian publisher Gyldendal – November 2005

Who does the book cater for?

CityDesign is addressed to all those who are engaged or interested in city development. From municipally authorities to researchers, city planners, developers etc. to citizens.

CityDesign is universal. The contents are international with cases from e.g. Liverpool, New York, Essen, Havana, Bilbao, Helsingborg and a number of Danish cities. In the international edition a number of international cities will substitute some of the Danish cities. All cases are based upon personal interviews with heads of city organisations.

What does the book contain?

The book on CityDesign is no theoretical work on urbanism. Nor is it a coffee table book, but a book to be used by those who have to deal with the subject. Something like those American "what is the problem and how do you manage it" books – but written in the Scandinavian tradition. The book is based upon the CityDesign model – developed by the author. There are illustrated case stories to support the instructions. CityDesign is based upon a number of theories from e.g. consumer research, social science, power research, strategy theory and branding theory.

General organization of the book

Introduction:

Why?

A short history (from Venice to NYC and Holstebro)

What to expect from the book and its systematic approach.

The CityDesign model and a short summary of the book.

The CityDesign model

This presents the CityDesign model developed by the writer. The model is like an underground map with lines connecting the chapters.

The book is divided into three main sections presenting CityDesign like a theatre.

The Actors:

- Citizens
- Business life
- Tourists

The Scene:

- The soul and values of the city
- The urban area
- The offers of the city
- The infrastructure
- The dialogue
- The reputation

The Staging

- The structure of power
- The strategic challenge
- City Branding
- How to use CityDesign

Most books on urbanism, the urban area, city planning, infrastructure, service to citizens etc. start with "what is there" (buildings, home help per person, circular roads, community centres etc.).

CityDesign sees things from the viewpoint of the people involved (citizens, business community, tourists) – in other words: How man experiences and uses the framework. This is the truly innovative thing about the book.

The actors

1. The citizens

History of the meaning of the citizens.

Demography of the established and the new sub-cultures. Who is leading them? Are the citizens engaged in this development? Various ways to make analysis of the citizens. The creative class etc.

2. Business life

The "big industries" (workplaces) – what do they demand from the city, and what do they contribute with? The new industries. The smaller, but important trades (cafés, specialist shops, marketplaces, services). What makes one city attract business life over another city?

3. Tourists

Importance to economy and to life. Do they feel that the city is (also) there for them? What do the citizens think of the tourists? How does tourism influence the city?

The Scene

4. Soul and values

How do citizens, the trades and industries, the tourists and the rest of society experience the city. And how does one search for the soul of the city. Is the city based on facts or on "I think", self-glorification or anecdotes?

5. The urban area (streets, squares, buildings, city furniture)

Going through the urban area. Is there a centre? Is there room for living in the city? Cars in town. Consideration for the various population groups. Is the city worn down or is it doing well? Is it clean or a bit dirty?

What are the conditions of "life among the houses"?

6. What is on offer – culture and leisure, education?

What the city has to offer – leisure, culture, and events. Are there enough things? Are they good enough? Is there only the necessary, or is there lots of everything?

The "non-municipal activities" that is very important.

Shopping, cafés, the nice little places, the sub-cultures.

Are there educational opportunities that could attract or hold on to the young?

7. Infrastructure

Is it easy and safe to move about in the city, move in and out of the city?

Is there a natural interplay between the city and other towns that might offer, what the city does not have?

The IT infrastructure – is there broadband technology and cordless communication for everybody?

8. Dialogue

How does the city communicate with citizens, trades and tourists? What is the profile (is there one?), and how is the tone? Is there a dialogue or a monologue? How do the citizens become involved?

9. Reputation

The meaning and importance of reputation. How may one measure the reputation?

The staging of the city

10. Structure of power

The meaning of power. Who governs? Changes in power structure in the city. How to measure power.

11. The strategic challenge

City development is highly complex. There are many opinions, and the agendas (open or hidden) are multiple. It is necessary to put together the many ambitions in some easily understandable main strategies about which it is possible to agree. They must be based on the view that "You can only change things that you can see before you".

The real challenge lies in transforming the strategies into a number of actions that announce, "we have now started". Examples are given of

how cities have activated the strategies. How to engage the persons involved will be part of this section.

A number of creative and innovative techniques are demonstrated – including cases from cities.

12. City Branding

The last station in the CityDesign model is City Branding, which is understood as the commutative part of CityDesign. The subject is introduced by general knowledge to branding and to City Branding and illustrated by one case from a smaller city.

13. Working with the CityDesign model

As a summary the total CityDesign model is now in use with a short explanation of how to get started.

The book consists of 264 pages including illustrations and Index.

Reviews:

The Danish press including TV, Radio, national, local media and trade press, very well received CityDesign.

About the author:

Steffen Gulmann (1942) is chairman of 11Design, one of the trendsetting Scandinavian design companies among others dealing with city development. He was managing director of the newspaper Information and director of Politiken – the largest Danish newspaper group. He is the chairman of Danish Design Centre and Gl. Strand – the oldest Danish gallery of modern and contemporary art.

He is an adjunct professor of the Copenhagen Business School.

Steffen Gulmann is a Knight of Denmark, first degree.