



# Placemaking & Information Architecture

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# Definitions

- The process of creating plazas, parks, streets, & waterfronts that will attract people because they are pleasurable or interesting.
- Good buildings; bad places.
- Living Space
- Creating for everybody



# Opening Challenge

- The last half of the 20th century was a devastating time for our cities and communities . . . . Most of the blame on urban renewal & suburbanization .... These two movements fueled by the design and engineering professions, focused more on creating objects than on creating good spaces that serve people . . . . More often they advanced the agendas of their disciplines at the expense of creating good spaces.

# Retail Ecologies, E-commerce, and Information Architecture (Schleicher & Kush, 2001)

<p><b>Provisional</b> ex. kids need back to school pens &amp; notebooks  <i>Object meaning: low</i>  <i>Social relationship: high</i></p> <p>“You feel good about what you are doing for your loved ones . . . And treat yourself.”</p>	<p><b>Pilgrimage</b> ex. Visit to winery  <i>Object meaning: high</i>  <i>Social relationship: high</i></p> <p>“You have a mystical, ephemeral really fun experience -- it’s the holy grail of shopping”</p>
<p><b>Maintenance</b> ex. Stamps to pay bills  <i>Object meaning: low</i>  <i>Social relationship: low</i></p> <p>“Gotta get it done as quickly, easily and efficiently as possible.”</p>	<p><b>Consumption</b> ex. favorite music  <i>Object meaning: high</i>  <i>Social relationship: low</i></p> <p>“You feel good about yourself, it’s a retail therapy kind of thing.”</p>

# Placemaking

## IS

- Community-driven
- Visionary
- Function before form
- Adaptable
- Inclusive
- Flexible
- Culturally aware

## ISN'T

- Reactive
- Design-driven
- One-size-fits-all
- Discipline-driven
- A cost/benefit analysis
- Project-focused

# Some Relevant Principles

- The Community is the Expert
- Create a Place, Not a Design
- You can See A Lot Just by Observing
- Start with the Petunias
- Triangulate
- Form Supports Function
- You Are Never Finished



# The Place Diagram



# IA Place Diagram

## **Sociability**

Marriage Proposals on Twitter  
Divorces  
Feel comfortable interacting with a stranger

## **Uses & Activities**

Not lurkers who are hidden.  
Visible lurkers

## **Access & Linkages**

Search  
Browse  
Ask

## **Comfort & Images**

No porn  
Can visitors be seen in different areas.



# How to Turn a Place Around

- Rockefeller Center,  
Bryant Park, &  
Times Square,  
Washington  
Square



# Washington Square, NYC



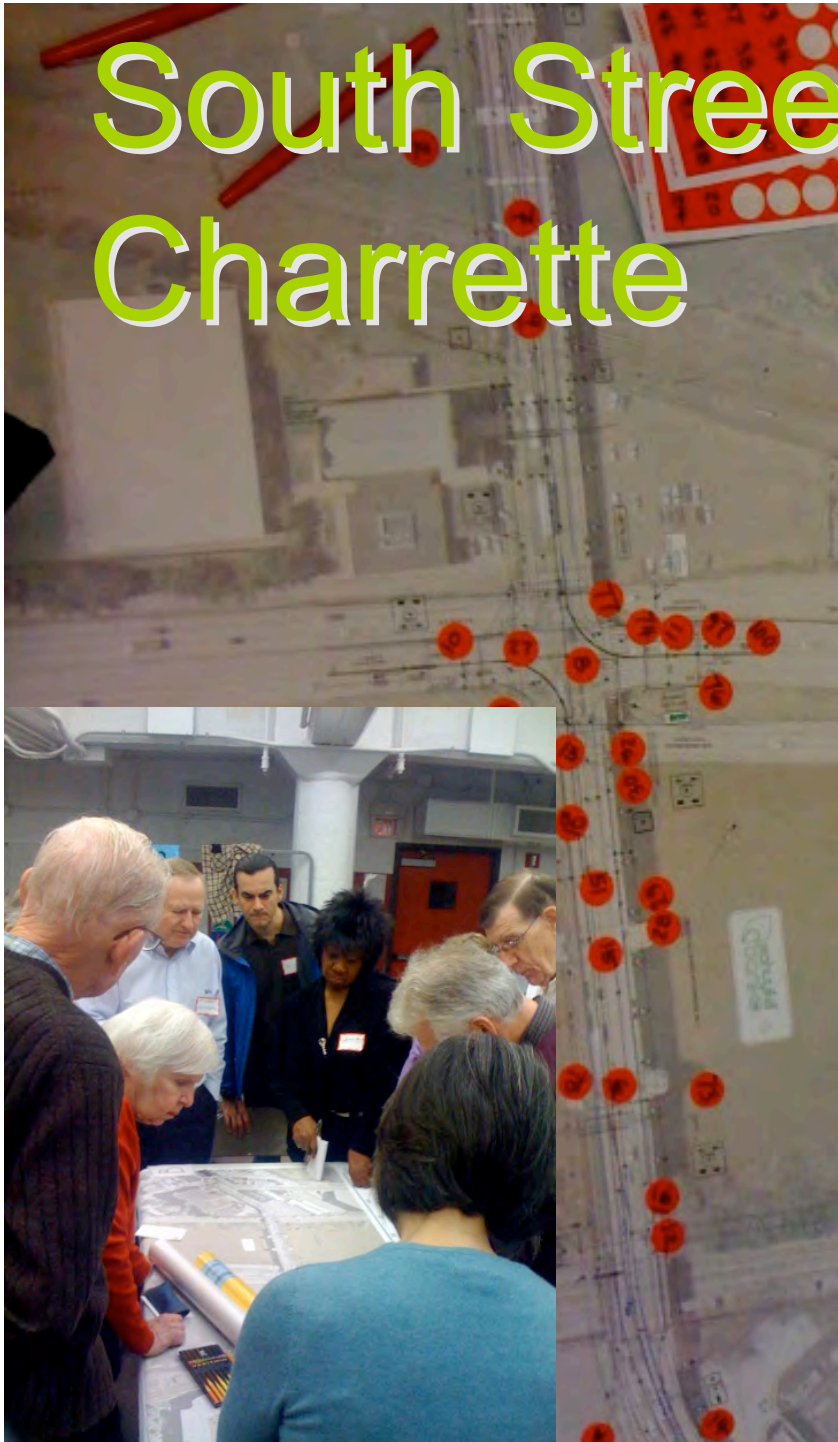


# How to Create Successful Markets





# South Street Bridge Charrette



# Central Market



# Survey Results

- Central Market in Lancaster Pa
- Survey of people on a Friday morning  
January 12, 2008
- Stand Owners and Customers



# Survey Results

- 8/12 People Surveyed
- 6/10 Had Cell Phone
- 5/9 Had Cell phone w/Texting
- 2/5 Said they would sign up/send for alerts



## Markets & Mobile

- Over at Morgiewicz, those knobby sweet baby carrots have been selling out first thing. Some of the die-hard regulars have even taken taken to texting their orders in at the crack of dawn to make sure to have some bunches set aside for them. \_Text messaging a farmers1 market vendor? You gotta love it

# Markets & Mobile



# Market & Mobile

- Balance
  - Human Resources
  - Physical Resources
  - Online Resources



# Probe I

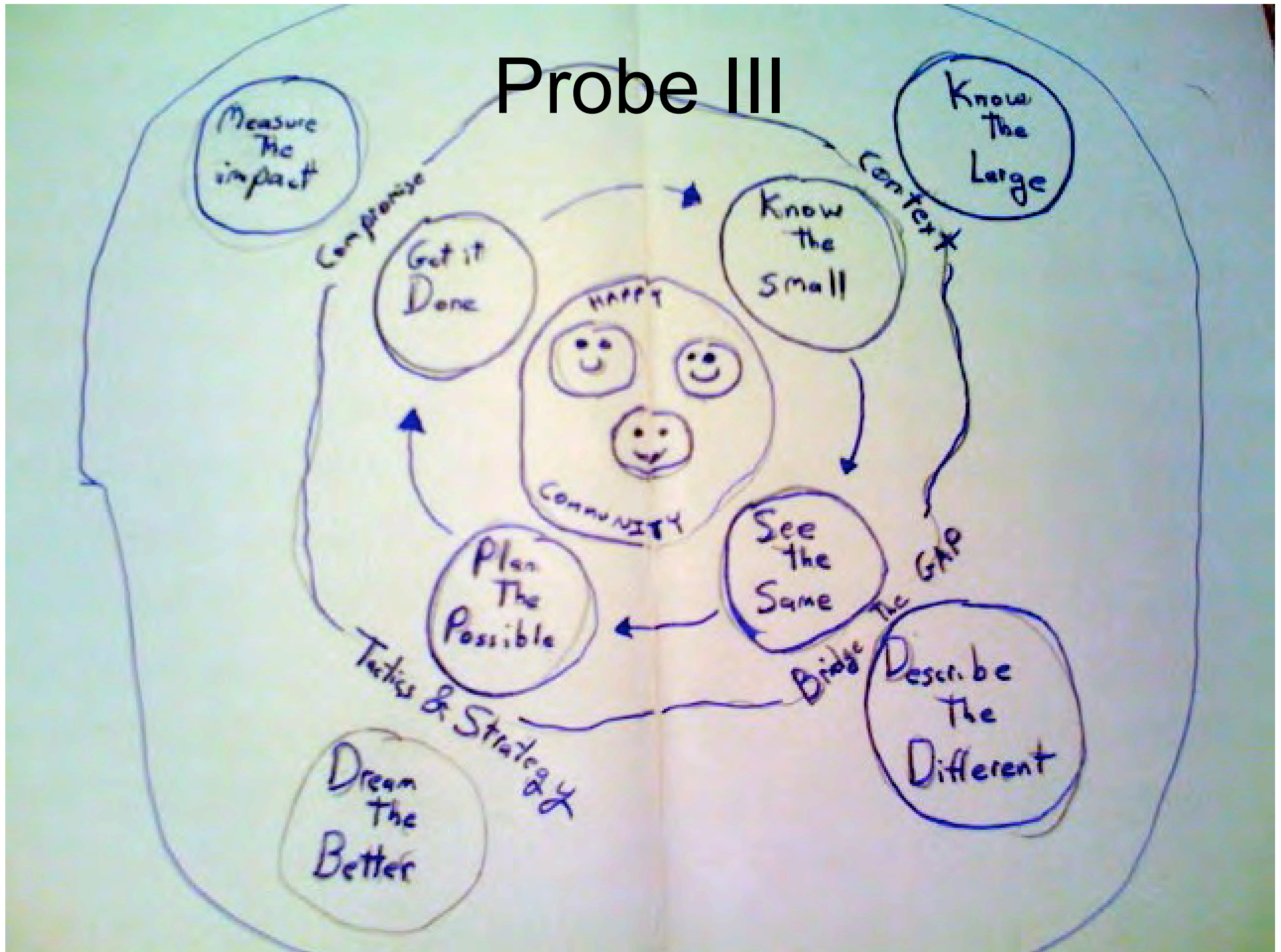


## Probe II





# Probe III



# Dilemma

- Design - Steelcase is making hallways with little cubby holes to take people out of the traffic flow
- Observations - Direct Impact (Design says lets do this)
- Placemaking says “People want to be in the flow, in the center of the flow” - Placemaking says “how do we allow this to happen