

# New European Bauhaus Academy

**Design Thinking and Green Skills for Common Futures**

**Module 4** Module 4 – Place-Based & Cultural Sensitivity

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**Circular  
Bio-based  
Europe**  
Joint Undertaking

 Bio-based Industries Consortium



Co-funded by  
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This course is part of the **New European Bauhaus Academy South Hub**, designed to empower professionals, students, and young with future-ready knowledge and skills. Through participatory and interdisciplinary methods, the course integrates the core values of the New European Bauhaus: sustainability, inclusivity, and aesthetics.

### Organized by:

SocialTech Lab (Coordinator, Cyprus)

SURF Lab (University of Cyprus, Cyprus)

Karma Mixed Reality Lab (Koç University, Turkey)

Ankara Aks Creative Hub (Turkey)

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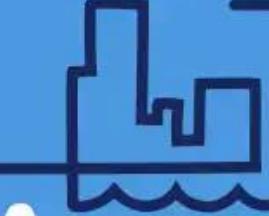
# LECTURE 4.1

# PLACEMAKING & BELONGING

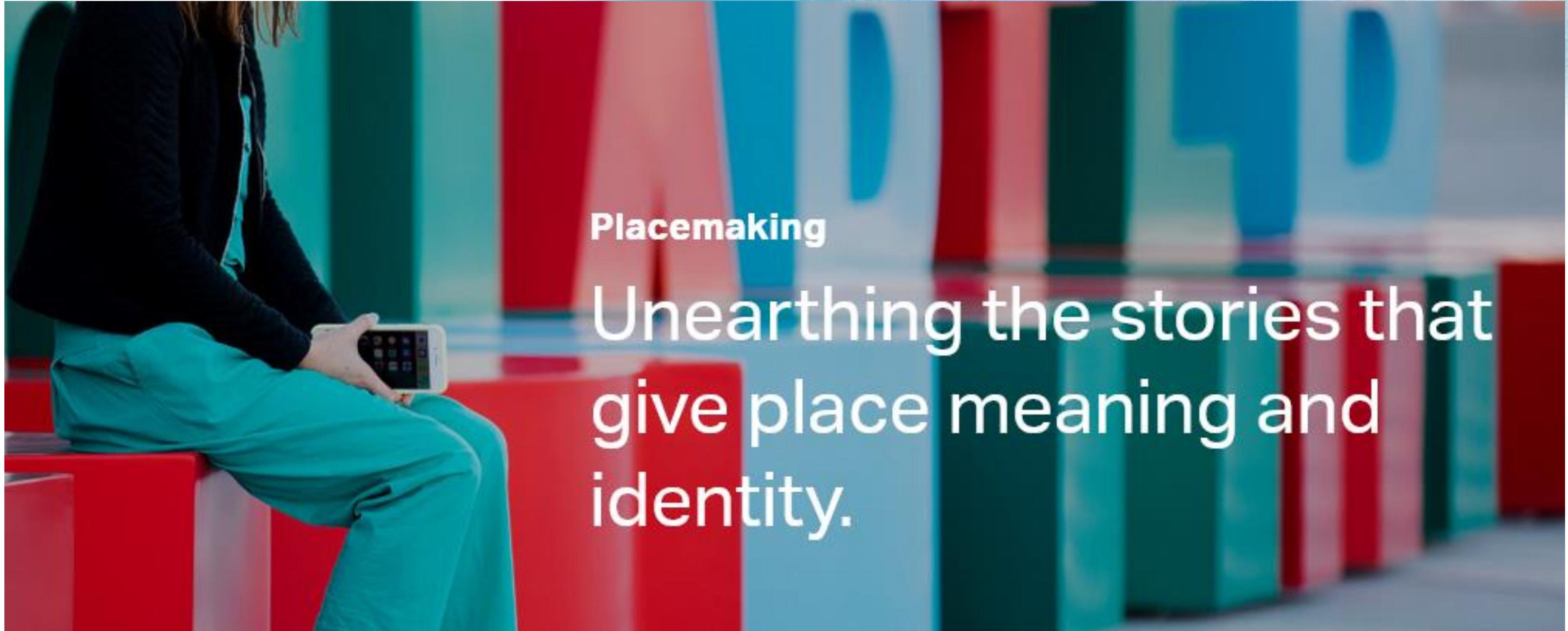
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## What is Placemaking?

*Placemaking is an approach to urban planning and design that focuses on the people who use a space, rather than just the physical structures or buildings. The idea is to create places that are not just functional, but also beautiful and meaningful to the people who live, work, and play there.*

Placemaking:  
What If   
We Built Our  
 Cities  
Around  
Places? 

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**Placemaking**

Unearthing the stories that  
give place meaning and  
identity.

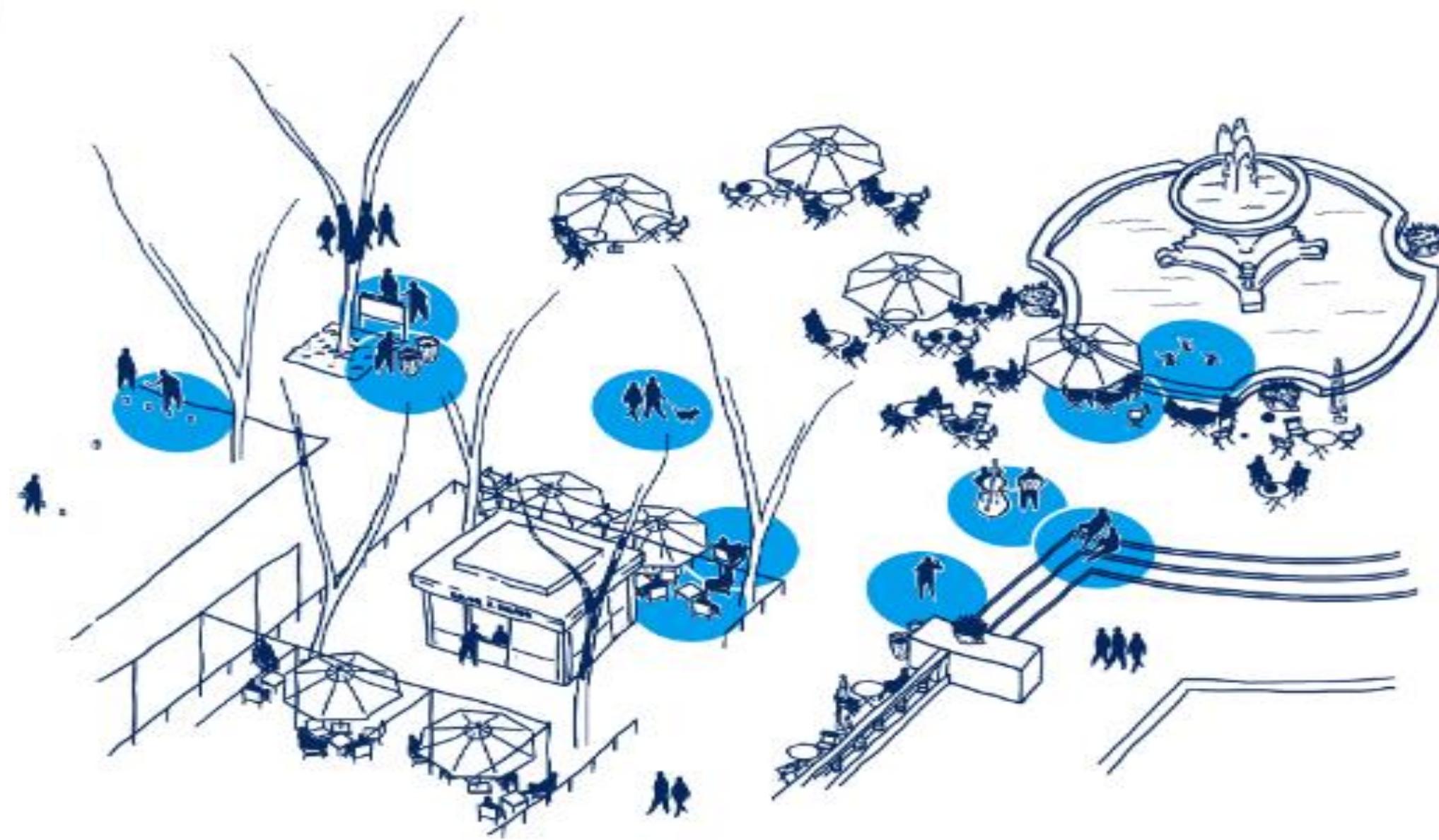
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**Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.**

—Jane Jacobs

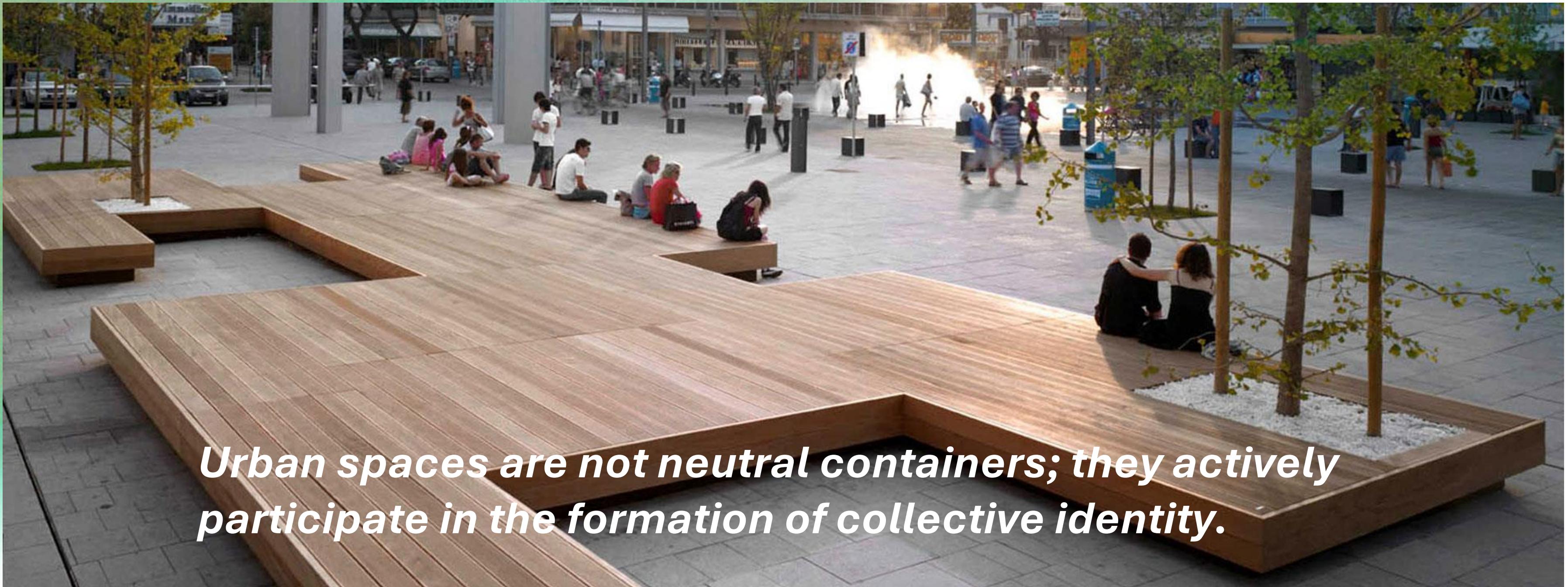


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**Urban belonging is more than a social extra: it's fundamental for sustainable city life. A sense of connection contributes to better health, happier communities, and robust civic life. By contrast, the World Health Organization (WHO) now recognizes urban loneliness as a critical health threat, especially in dense, anonymous, and gentrified settings. "Belonging" reflects both our social and spatial need to feel at home, underscoring the importance of shared identity and meaningful connections rooted in meaningful places.**

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***Urban spaces are not neutral containers; they actively participate in the formation of collective identity.***

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# EXAMPLES

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# Rega Leuven, Belgium



The riverbed was opened up over the entire length of the terrain and finished with masonry walls. In the garden area, the quay walls “fold open” and the riverbed is formed by playful positioned, descending terrace plateaus in prefab concrete slabs. As a result, the students can enjoy an attractive, sun-oriented, recessed relaxation area along the water. Stepping stones offer the opportunity to cross the river “through” the water. The colour of the concrete slabs gradually darkens in the descend. The seating area is bordered on three sides by quay walls. A concrete bridge with handrail, situated against the building, crosses the Vunt and leads cyclists to three covered bike stands with vegetative roofs, scattered over the garden and connected with each other by pedestrian/bicycle paths in concrete stone. The garden is conceived as an open courtyard with a variety of –predominantly multi-stemmed- trees, with different leaf colour and flowering times. Hanging plants adorn the quay walls. Shallow wadis in the grassy plateaus serve as water storage and infiltration on site of the rainwater.

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## **Champ de la Confluence – Lyon, France**

The guide plan is naturalistic, inspired by the logics and geographical movements of the river that has transformed this site over thousands of years. The buildings, which host cultural or advanced technology programs, fit easily into this landscape. Streets transform into crossroads, wandering around the buildings in an alluvial nature. An investment strategy defines an urban focus and thematic events called ‘Camp de Base du Champ’ boosting the attractiveness of the site.

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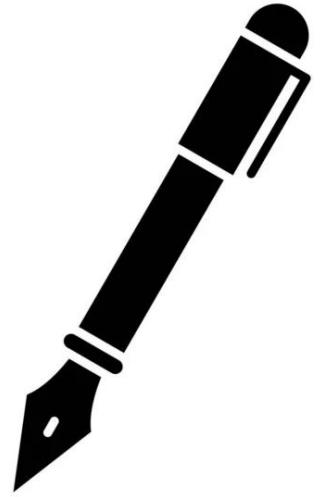


## **Theaterquartier Augsburg Placemaking Project, Germany**

Through sub-activities called TALKIT, WALKIT, DREAMIT, and DISCUSSIT, we gather ideas directly from the people in the area. Our collaborative approach ensures that the final outcomes align with the collective vision and desires of the community. By transforming these ideas into tangible realities, we create vibrant and resilient urban spaces that enhance the daily lives of residents and visitors.

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# ACTIVITY



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# LECTURE 4.2

# CULTURAL HERITAGE & SUSTAINABILITY

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**Climate change and environmental degradation are among the biggest challenges of our times, threatening Europe and the world. The European Union (EU) is taking action and leading the way, striving to become the first climate-neutral continent. This also applies to cultural heritage.**

**Sustainability is one of the five pillars of the Framework for Action on Cultural Heritage, which highlights its potential to enhance social capital, boost economic growth and secure environmental sustainability. Culture and cultural heritage can help to achieve inclusive and sustainable development.**

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**Combating climate change is this generation's defining mission, and Europe's rich and diverse cultural heritage plays a key role in this regard. For this reason, heritage organizations around the world periodically come together with the arts and creative sectors to launch the Global Call to Action, which calls on the United Nations Framework Convention on Climate Change (UNFCCC) to incorporate culture into climate policy.**

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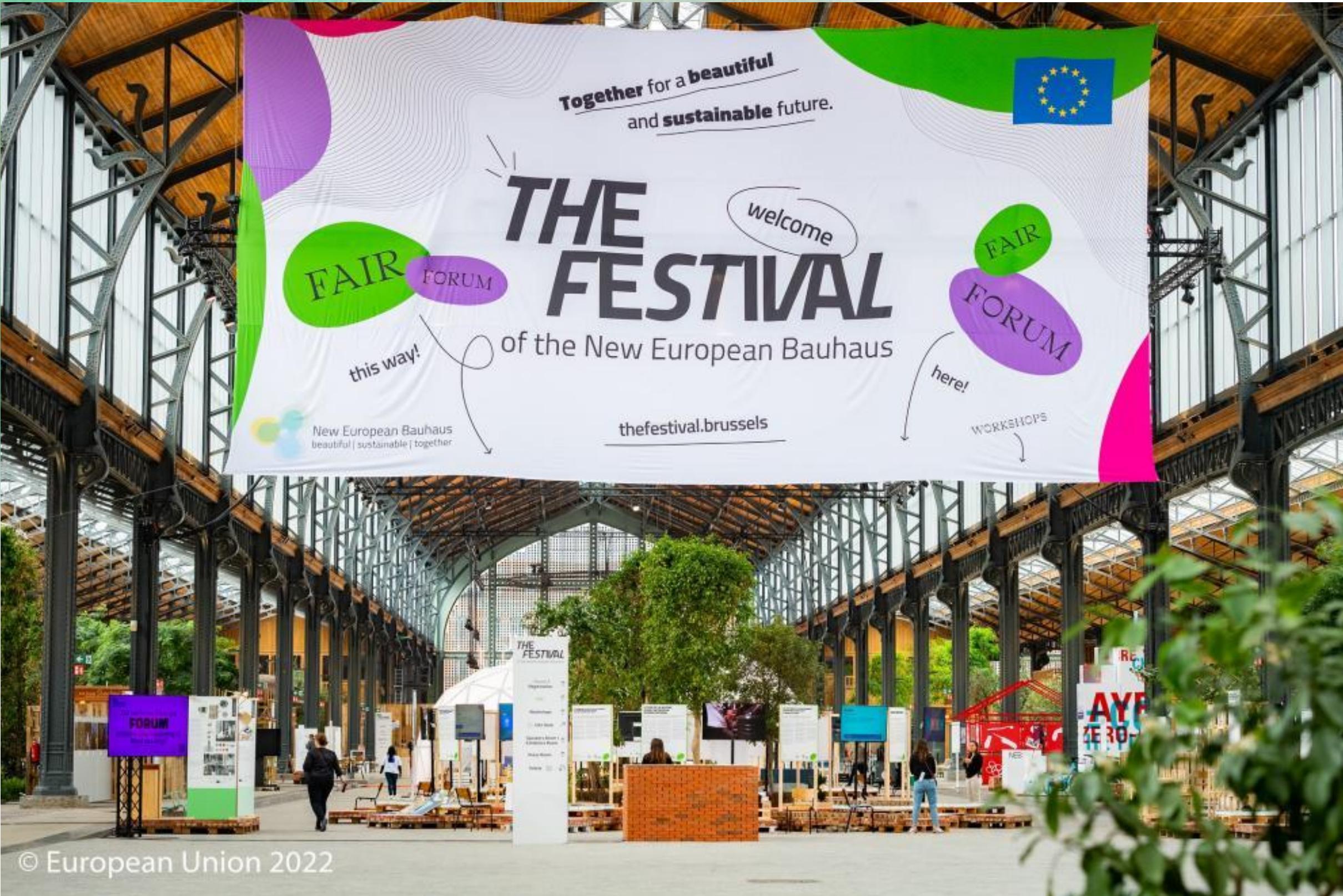


**La Friche was born out of the ashes of the Seita tobacco factory in Marseille (France) and today it is a place of creativity and innovation.**

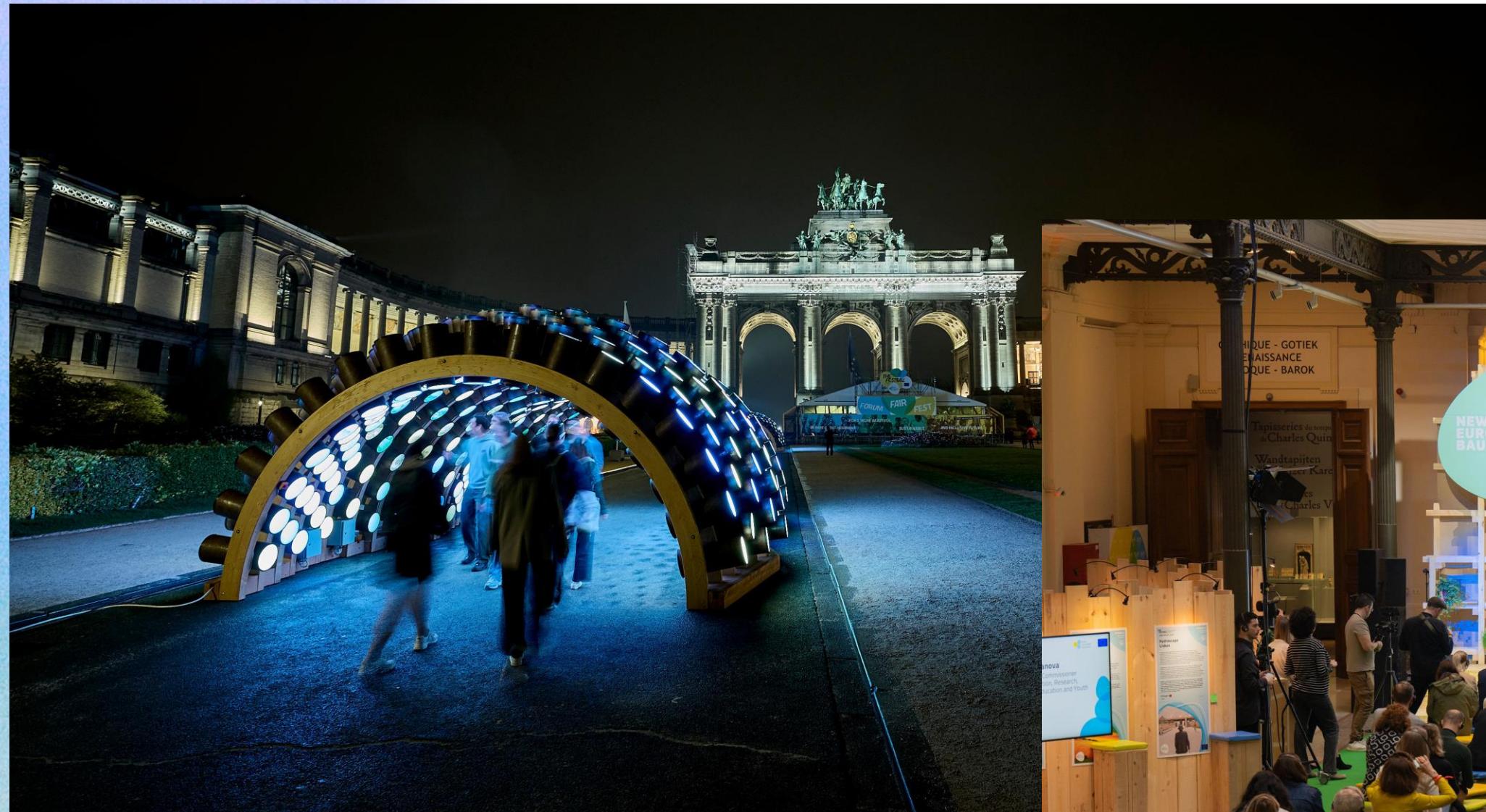
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# LECTURE 4.3 CASE STUDIES

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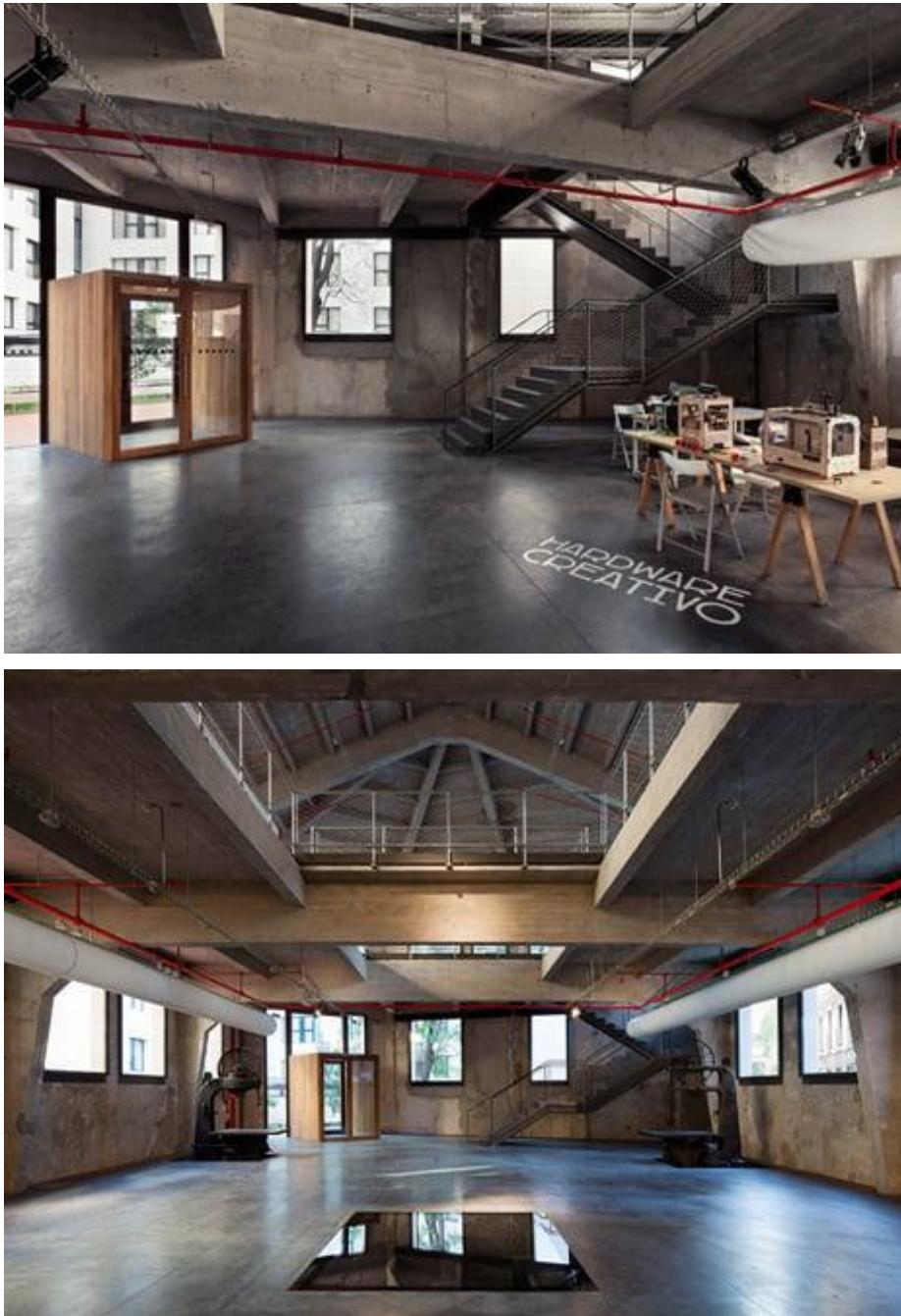


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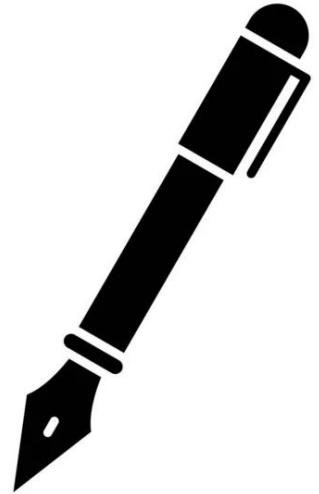


**Media Lab Prado, Spain**



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# ACTIVITY



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# LECTURE 4.4 APPLIED WORKSHOP

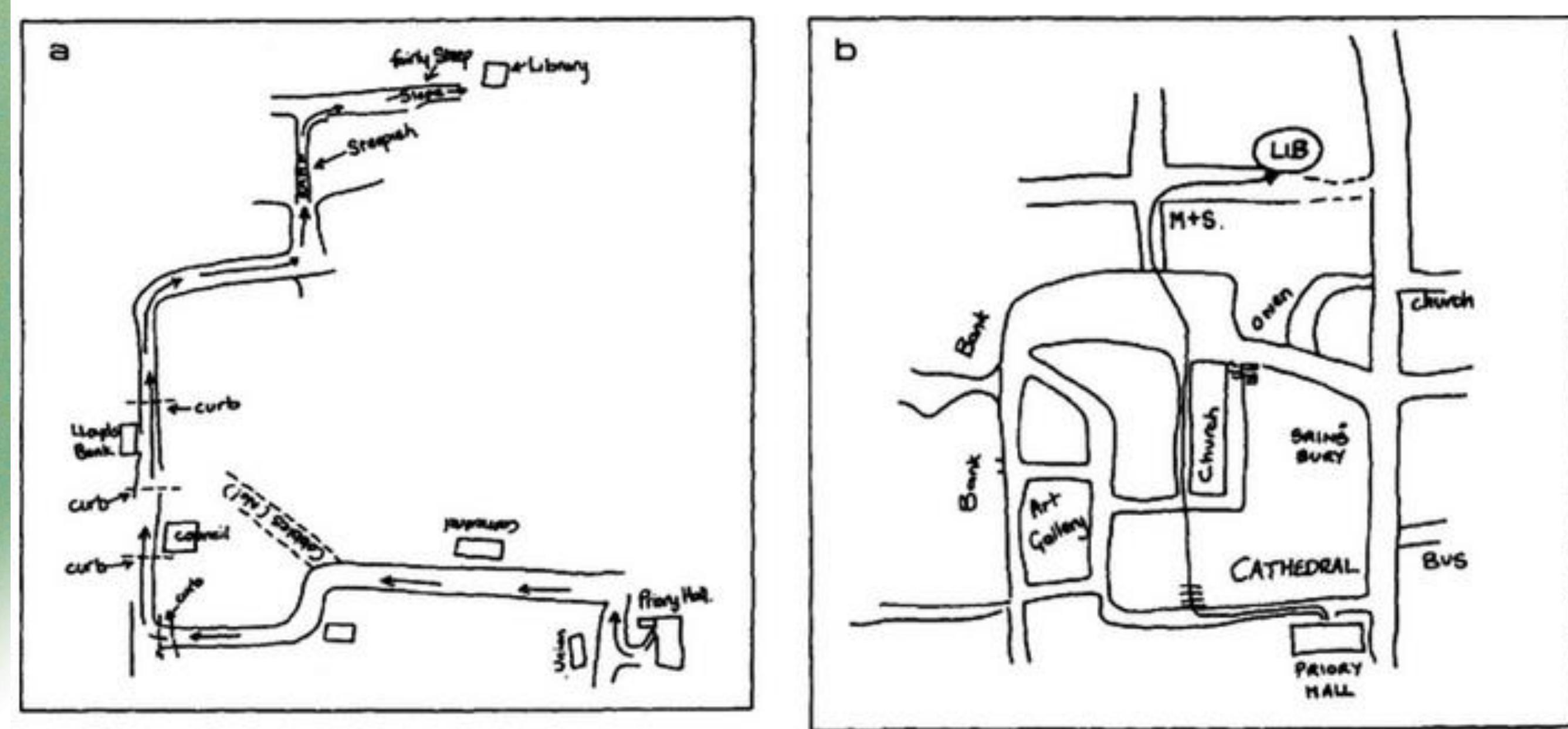
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**Choose a site that you know well: a street, park, vacant lot, or building. The goal is to map its social, cultural, and ecological values.**

### **Mapping Exercise**

- 1. Social: Who uses the space? At what times of day? Is it welcoming for children, elderly people, people with disabilities?**
- 2. Cultural: What memories, traditions, or stories are tied to this place? Are there historical layers that deserve recognition?**
- 3. Ecological: Are there trees, birds, or other natural features that support biodiversity? Could more greenery be added?**

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Individual sketch maps of a neighbourhood in LA drawn by a wheelchair user (a, left picture) and a person able to walk (b, right picture). Source: Vujakovic and Mathews [76].

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# THANK YOU!

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# RESOURCES

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Habitat, U. N. (2009). Planning sustainable cities — Global report on human settlements. UNhabita. Retrieved January 18 2021 from <https://mirror.unhabitat.org/content.asp?typeid=19&catid=555&cid=5607>

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The New Leipzig Charter. The transformative power of cities for the common good. Leipzig, 2020.

EUROPEAN URBAN INITIATIVE (EUI): <https://www.urban-initiative.eu/> Accessed: 20.09.2025.

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**Joint Undertaking**



**Bio-based Industries  
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