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# Placemaking and community building

## Digital placemaking for cultural heritage

**Dr. Jo Morrison**

Let’s Get Real Conference, London, 2019

- Calvium
- Context
- Digital placemaking
- Case study insights

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Calvium is a leading creative technology agency combining expertise in experience design, software engineering and mobile innovation.

# Our clients include

theguardian

UNIVERSITY OF EXETER

YODEL

Historic
Royal Palaces

National Theatre

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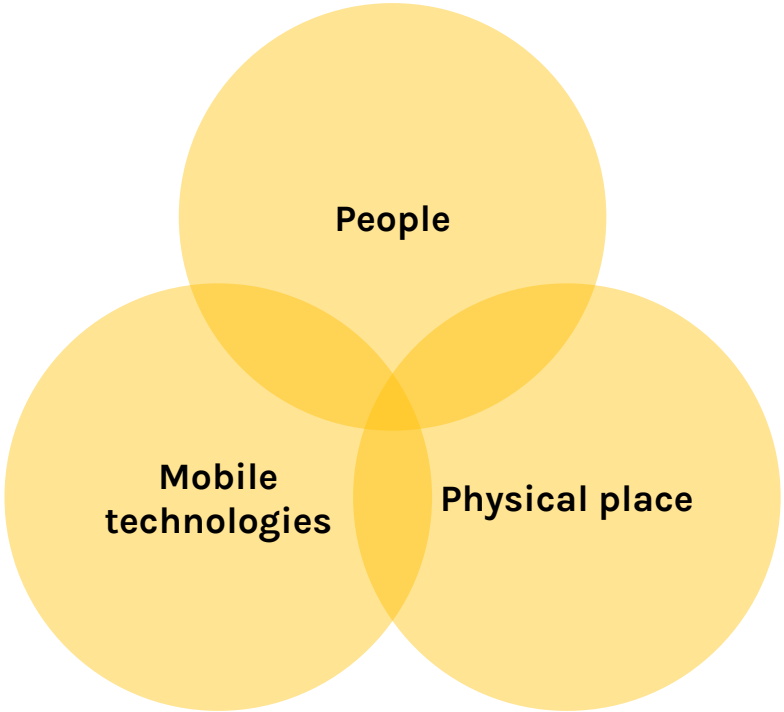


# People, place and technology

With foundations in **digital placemaking**, we are recognised as specialists in designing and delivering stellar location-based digital solutions for a wealth of leading clients.

## Digital placemaking

The augmentation of physical places with location-specific digital services, products or experiences to create more attractive destinations for all.

# We operate across, and impact upon, all dimensions of a place

Social

Cultural

Environmental

Economic

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“We are living in a dramatically changing society that is increasingly influenced by digital culture and technologies.”

Culture24, Let’s Get Real 6, 2019

**“We make our technologies, and they, in turn, shape us.”**

Sherry Turkle, Alone Together, 2011

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UK is at maximum
penetration of smartphones

40,000 searches on Google every
second globally - more than 50% is
driven from mobile devices

By 2020 it's expected that 50% of all
searches will be voice driven

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# Tech Topics in 2018

Smart cities

Internet of things

Big Data

Machine Learning

Artificial Intelligence

Haptics

Augmented Reality

Automation

Blockchain

Crypto currencies

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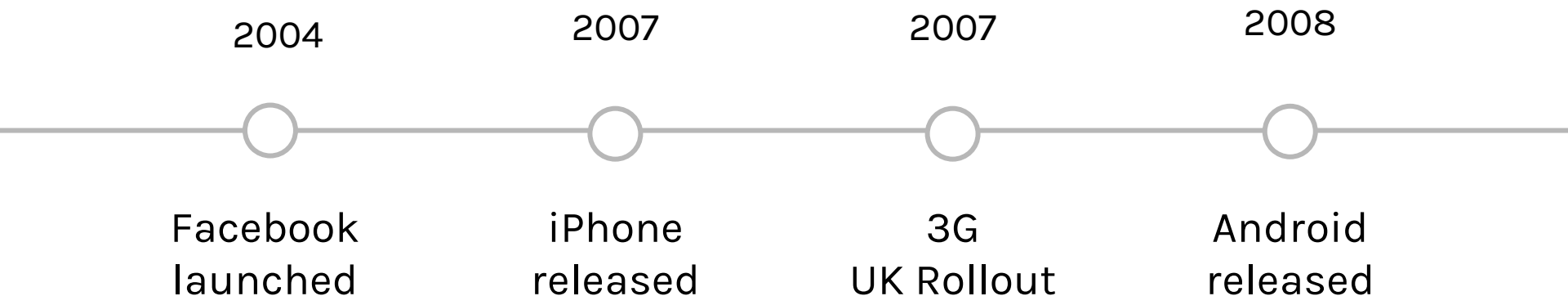
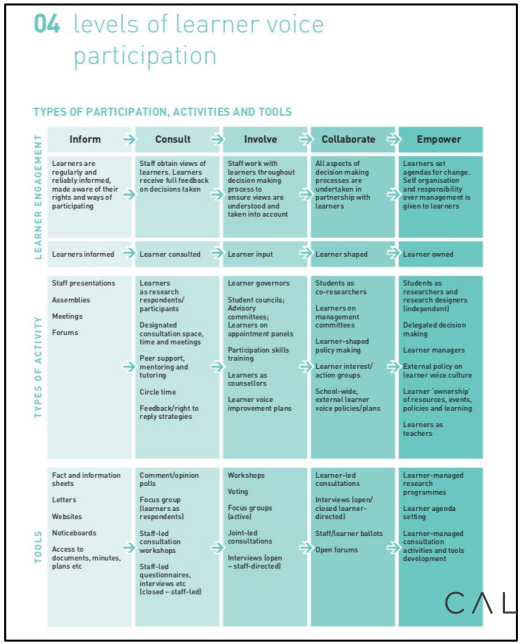
# Mobile technology has changed the world in 15 years



# #LGR19 conference… ‘exploring how to connect digital practice with social purpose’

Savannah (2002-04)

Create-A-Scape (2007)




Digital tech and citizenship →

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# #LGR19 conference… ‘exploring how to connect digital practice with social purpose’

Citizen agency

Citizen voice

Supporting critique

Connecting citizens

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# Digital placemaking

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https://calvium.com/about/digital-placemaking/

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Digital Placemaking

# Place activation for urban regeneration

**CASE STUDY**

BATTERSEA POWER STATION

As part of the £6.8m cultural programme, we created the '*Battersea Power Station Heritage Trail App*' to offer the public a content-rich heritage experience and a wayfinding aid.

**RESULT** A more attractive destination that supports revenue generation during construction.

# Immersive entertainment in the city

**CASE STUDY** Historic Royal Palaces

'*The Lost Palace*' is a groundbreaking augmented reality theatrical adventure in London. Through the creative use of complex technologies and innovative storytelling, people can witness the stories of a site that no longer exists.

**RESULT** Pioneering visitor experiences that inform future strategy and investment.

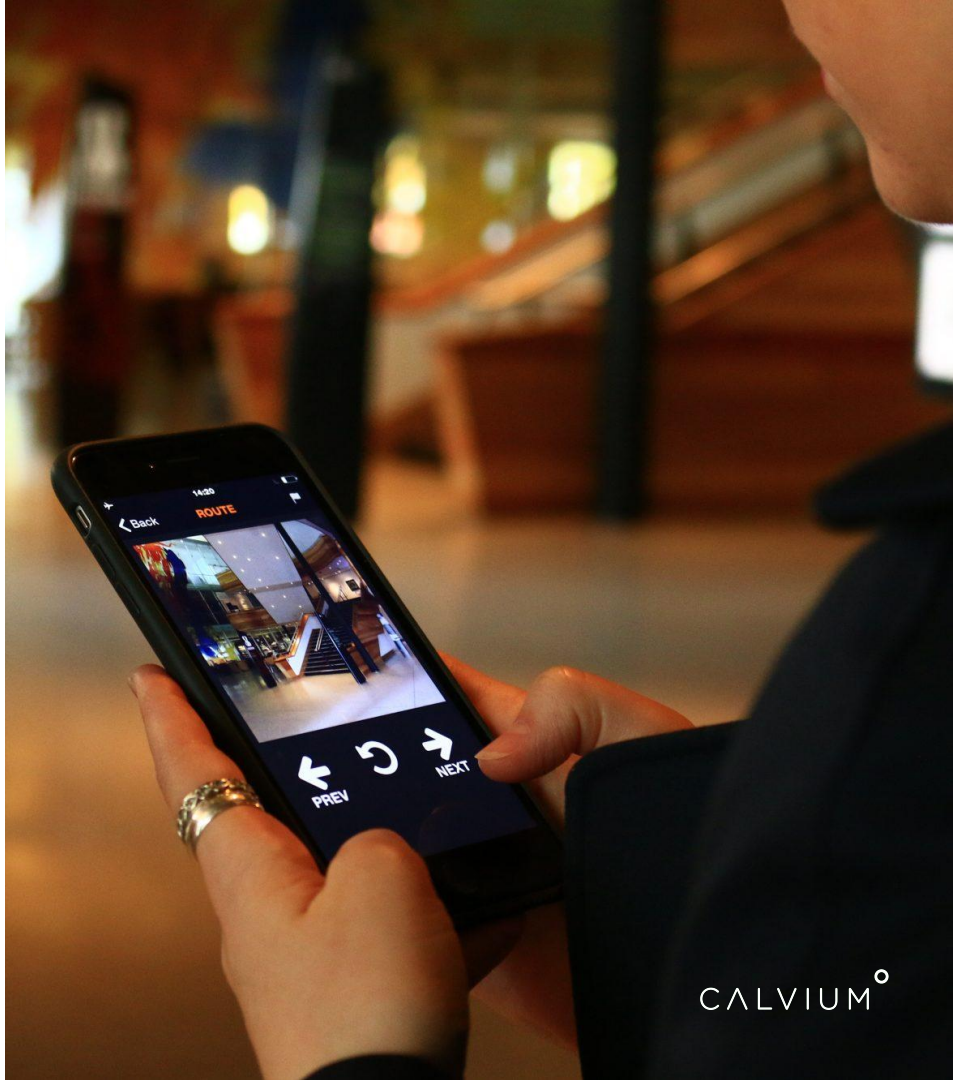
Digital Placemaking

# Wayfinding: navigation systems

**CASE STUDY** UCAN

Designed with visually impaired people, the UCAN GO App is a reliable and simple to use navigation tool that allows people with sight loss to find their way around public buildings.

**RESULT** A scalable solution that creates more inclusive and supportive environments.



# Public engagement with urban developments

**CASE STUDY** igloo

To understand how digital placemaking can help a major regeneration site become a more attractive place for people to live, work and visit, Calvium led the research project: '*Ideascape: digital placemaking for Porth Teigr, Cardiff Bay*'.

**RESULT** Reveals how public engagement and technologies can contribute to the social, cultural, and economic prosperity of a development.

# #LGR19 conference… ‘remain relevant for audiences now and in the future.’

Citizen agency

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https://calvium.com/signup-ideascape-research-report/

The Porth Teigr Masterplan
Bespoke property solutions within the 'four linked places
1 Teigr Gateway
— Mixed use
— Residential
— Crèche
— Local shops
— Live work
— Small Business
2 Roath Basin Waterfront
— BBC Roath Lock studios
— Centre for Creative Industries
— A new working waterfront
— Mixed use
3 Bute Dry Dock
— Hotel
— The social heart
— Mixed use
— Work and leisure
— Mixed business
4 Bay Front
— Doctor Who Experience
— Residential
— Marina
— Bay frontage
A BBC Roath Lock studios
B Doctor Who Experience
C Centre for Creative Industries
Cardiff Bay Station
Pier Street
Bute Place
Roald Dahl Plass
Wales Millennium Centre
Mermaid Quay
Senedd — National Assembly for Wales
Stuart Street
Techniquest
Roath Lock
Norwegian Church
Teigr Beach
Queen Alexandra Dock
1
2
3
4
A
B
C

# Attitudes to the *digital* in digital placemaking

- Willingness by citizens to explore.
- Desire for digital placemaking to be an open and inclusive practice that is sensitive to the existing environment and accountable to the public.
- Developed a greater sense of the scope of digital placemaking.

**‘The Ideascape event contributed to expanding people’s conceptual understanding of the range of ways, and applications, in which they could experience location-specific digital tech and content in urban public space.’**

# Community: engaged and sharing

- Supporting communities to actively and meaningfully participate… has the potential to enhance people's experience of a place
- Inspired some participants to become more locally aware and inspired others to become engaged in stakeholder groups.

**Idea: Book this Space: Cardiff -** ***"I love this idea. We run a community choir in the Bay and would be able to perform here."***

# Public realm: transforming relationships with social spaces

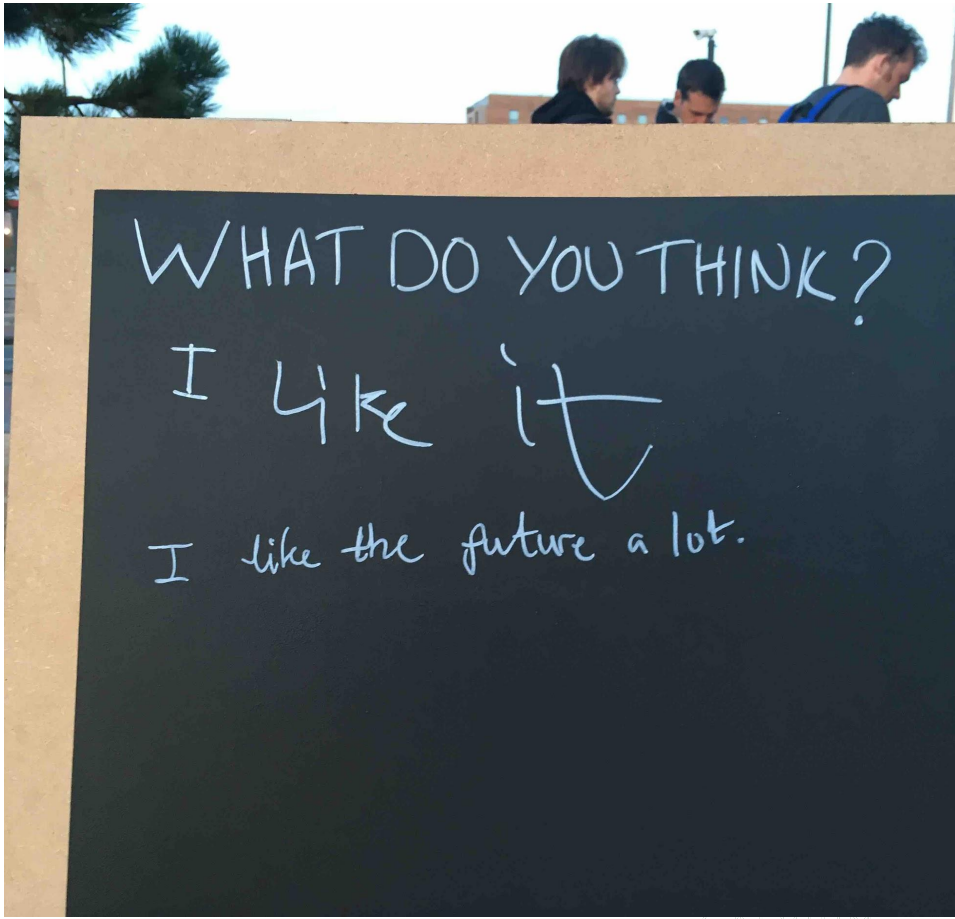
- Offers people deeper connections to a place by providing alternative views of the area that challenge existing perceptions.
- Strong desire to maintain a connection to the natural world.
- All respondents desired a welcoming social space.

***"Even though I felt familiar with the area I wasn't able to understand how it was used before…* [now I] *understand the historic reasoning for the form of the built environment."***

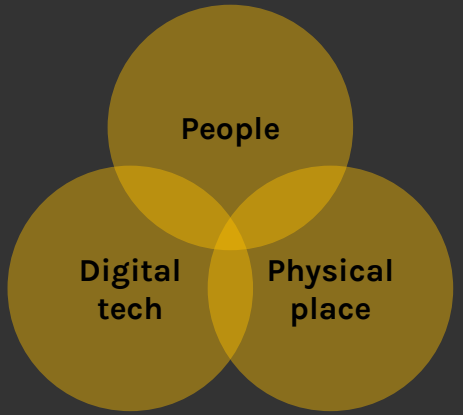
# Heritage: interwoven layers of meaning

- Illustrates the value of enabling a diverse and evolving range of historical accounts of the area to be present - through the application of digital placemaking.
- The rich history of the area was a compelling subject for a significant cross-section of attendees.

**‘The varied nature of these digitally enabled stories, both in terms of the content and mechanisms for delivery, shows how digital placemaking has the potential to offer dynamic, multi-layered and evolving experience to people in Porth Teigr.’**



# Your challenge:




Explore how people can be supported to better understand and shape their experience of public space - now and in the future.

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Let’s go!

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