

# ECOWEEK | W5 the opportunity of the sidewalk

THESSALONIKI 2016



# The OPPORTUNITY of the SIDEWALK

# ECOWEEK | W5

The opportunity of the sidewalk

## Placemaking Concept

HARDware-SOFTware-ORGware

CAEL+ Site visit+ Elements recorded

MAP

Plinth+ Hybrid zone+ Elements

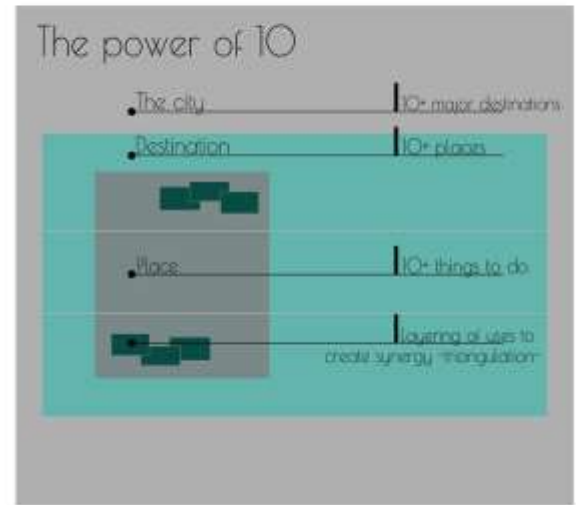
Design elements

Hybrid zone

Plinth

Reflection

Municipality's Action Plan



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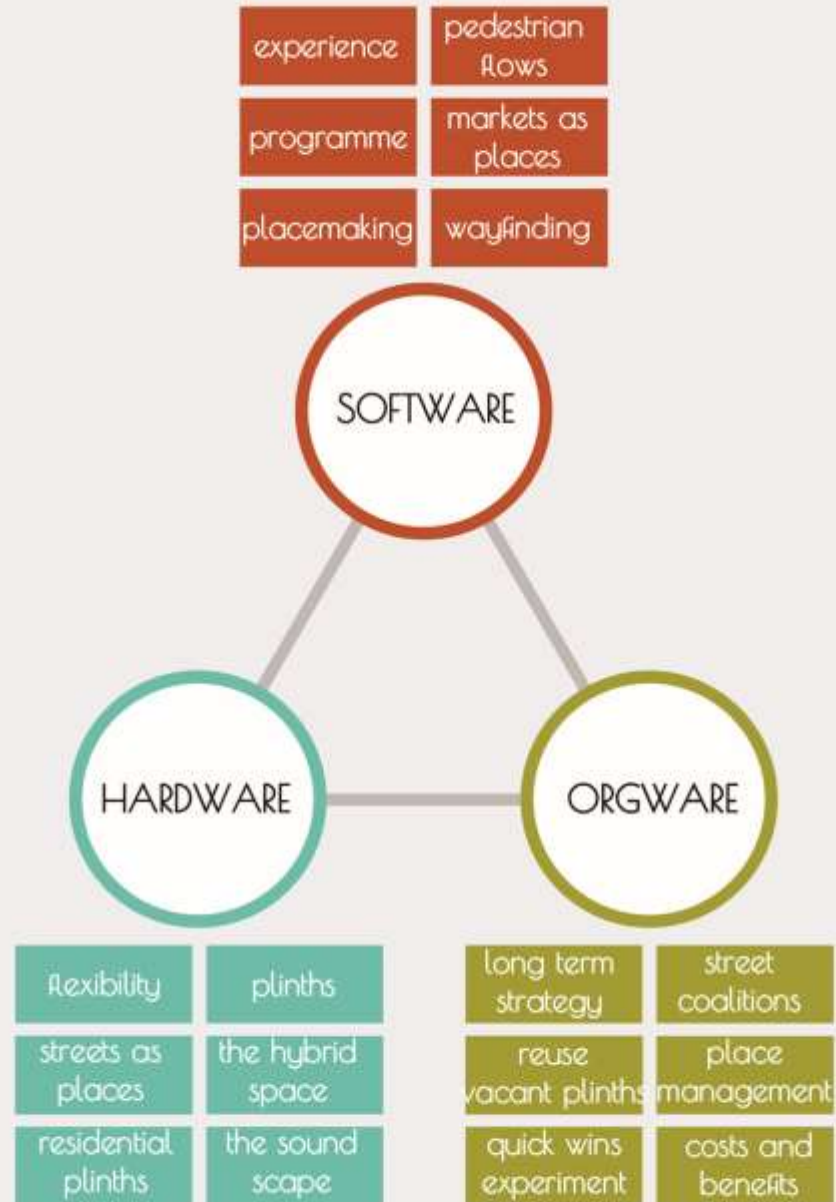
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# THE CITY AT EYE LEVEL



ATTRIBUTES OF THE CITY AT EYE LEVEL

- \_evaluation of context, street/place and buildings
- \_recording of experience
- \_interviews
- \_on spot ideas
- \_users' profile



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\_Main transit corridor connecting the East side to the Centre of the city  
 \_Arcade: sheltered public space  
 \_Points of reference: "School", "Dentro sto bar"  
 \_Visual escapes towards the sea  
 \_Monotony, repeated patterns

\_Contrast between main street and intersections  
 \_Issues of abandonment and ground floors with no use  
 \_Insufficient light and insecurity inside the arcades  
 \_Lack of character  
 \_Lack of road safety

\_Lack of green space  
 \_Cluttered sidewalks  
 \_Big unused spaces

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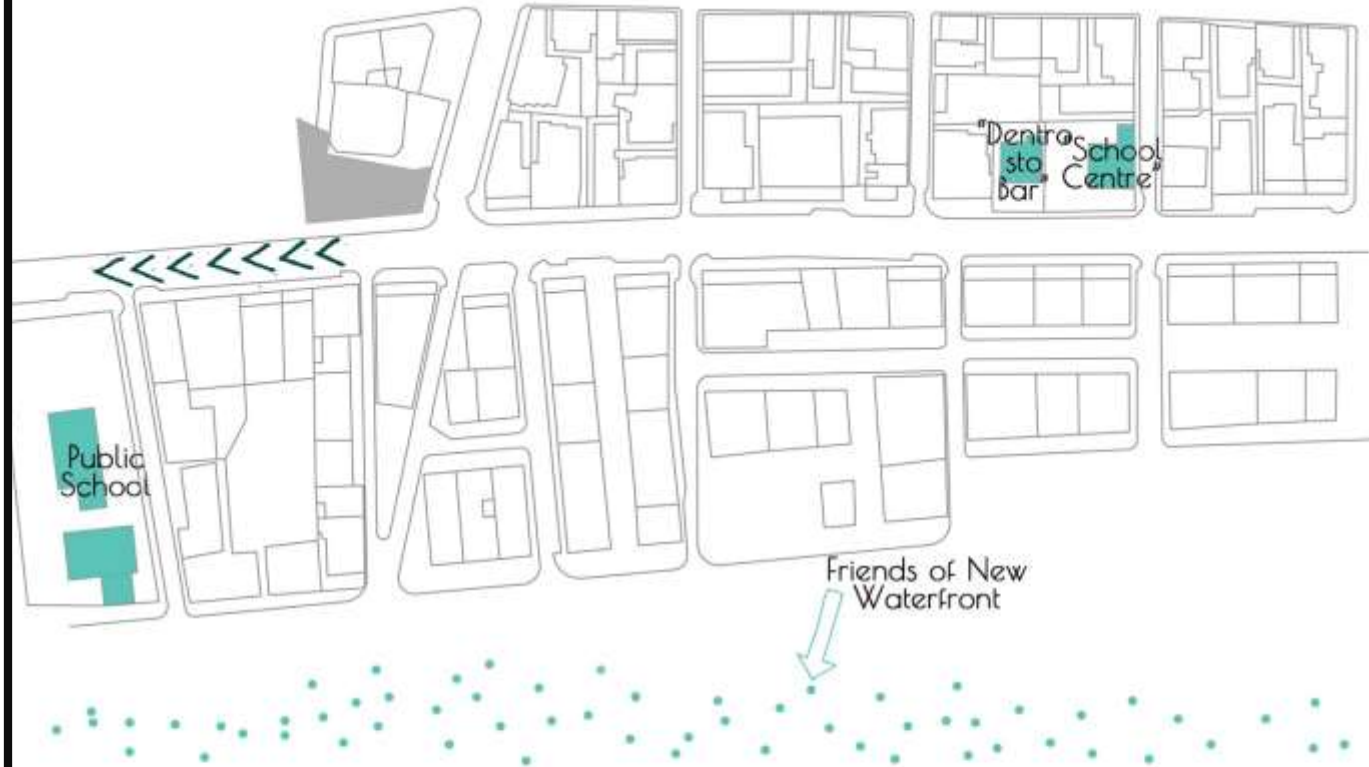
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- towards City Centre.  
City Hall, HELEXPO
- Key Partners
- Park

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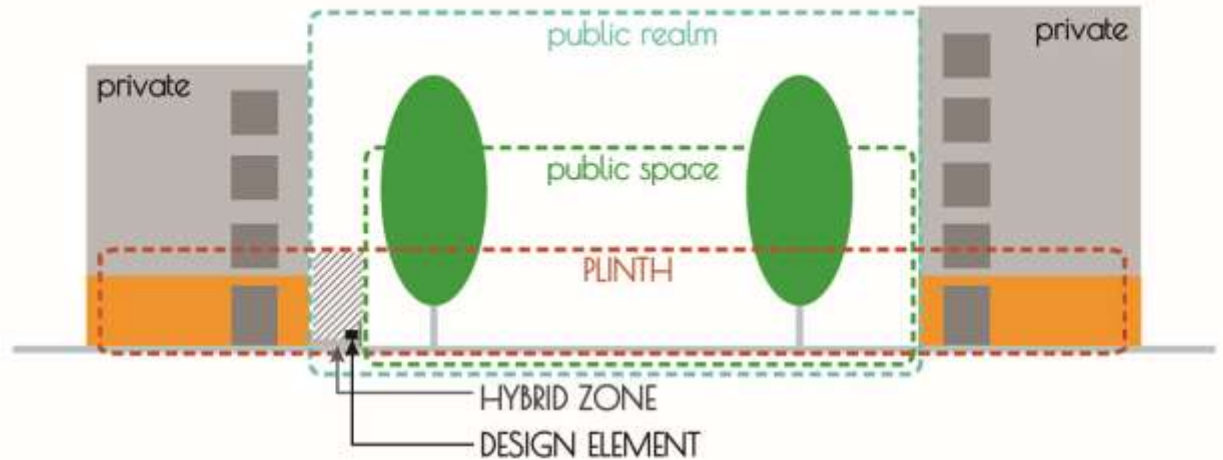
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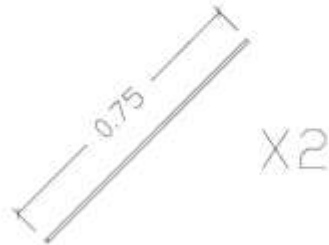
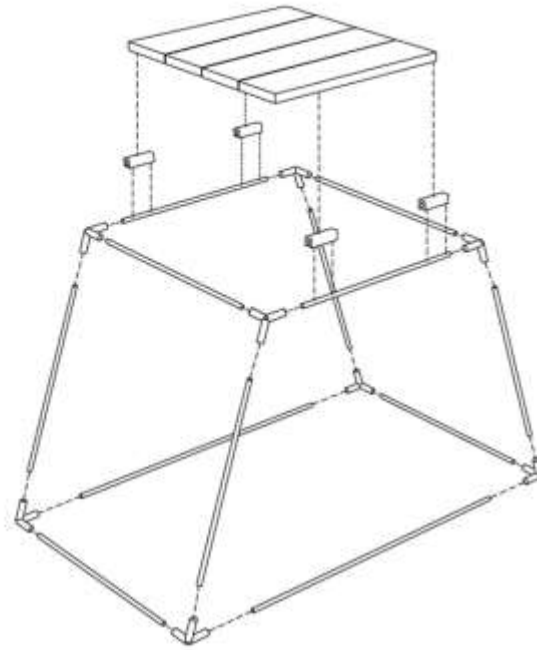
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The  
Resilient  
Neighborhood



**The Module**

The module is a light structure, which consists of a metal frame and wooden coating on different parts of the frame, to give the structure the ability to gain different forms of urban equipment.

The point of the module is to give the people the initiative to build it themselves, so that they are prompt to come together, interact and create their own place, which is the basis of *placemaking*.



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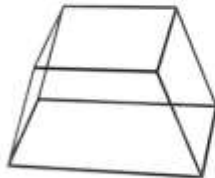
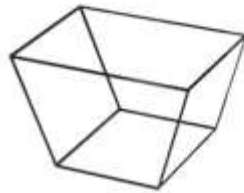
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# Urban Equipment Dynamics



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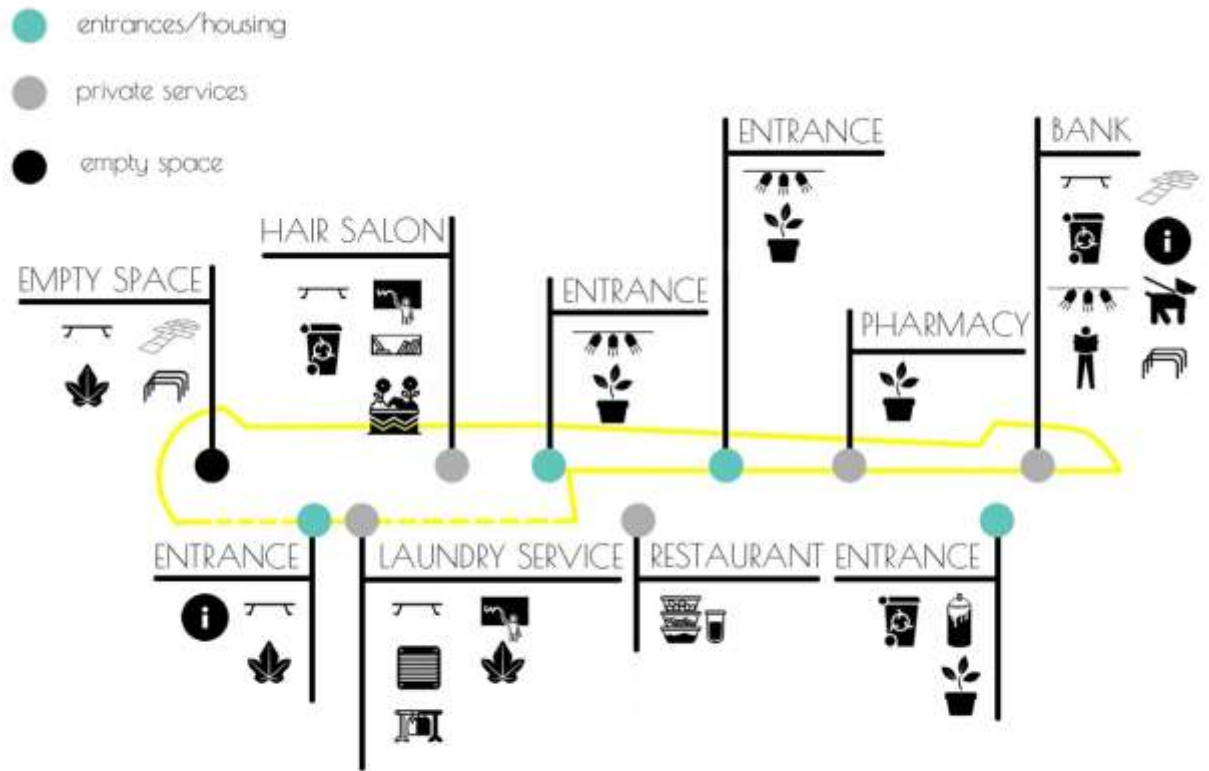
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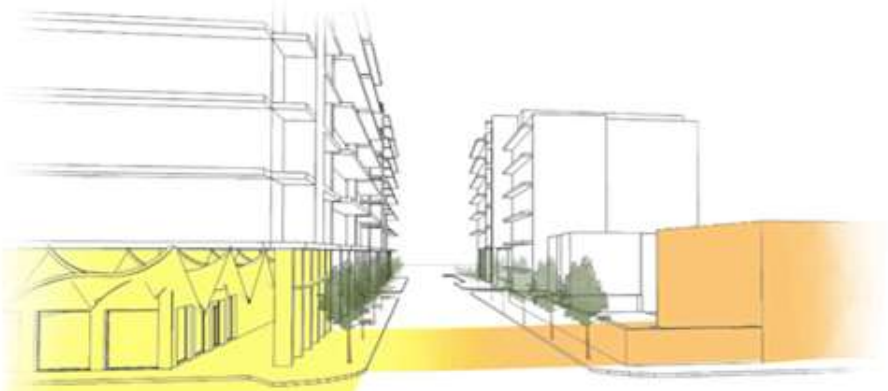
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Vibrant public realm  
Arcade becomes a new landmark



Squad school-landmark



Wayfinding reference within  
the urban fabric



Rediscovery the human scale  
at the ground/floor level

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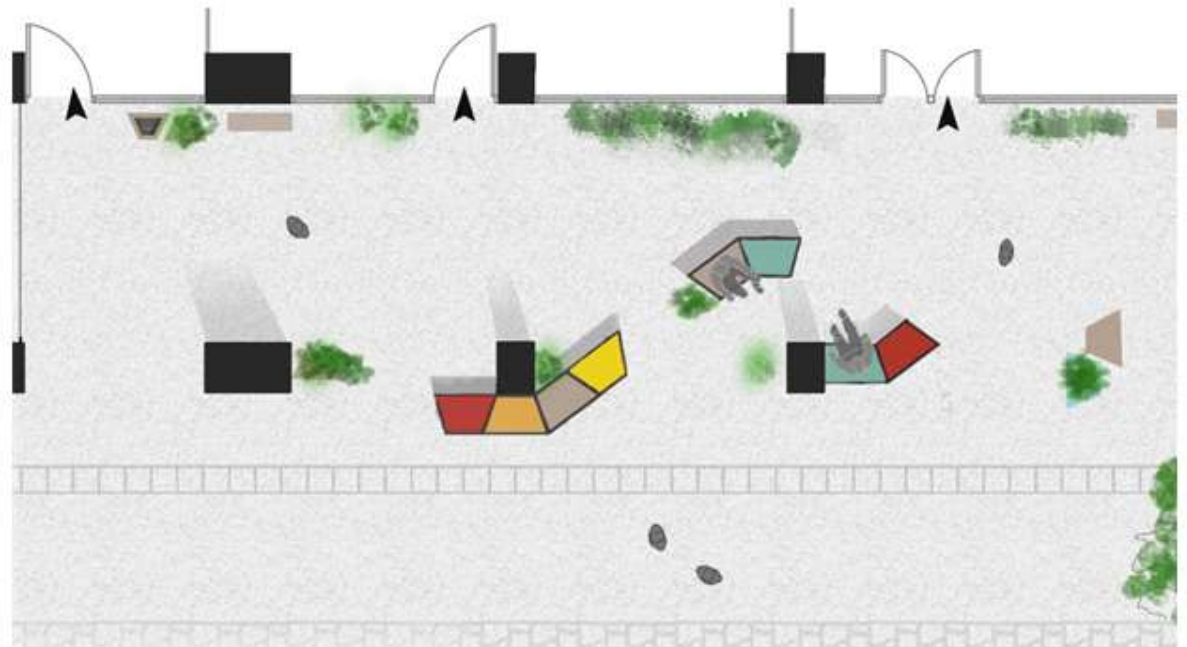
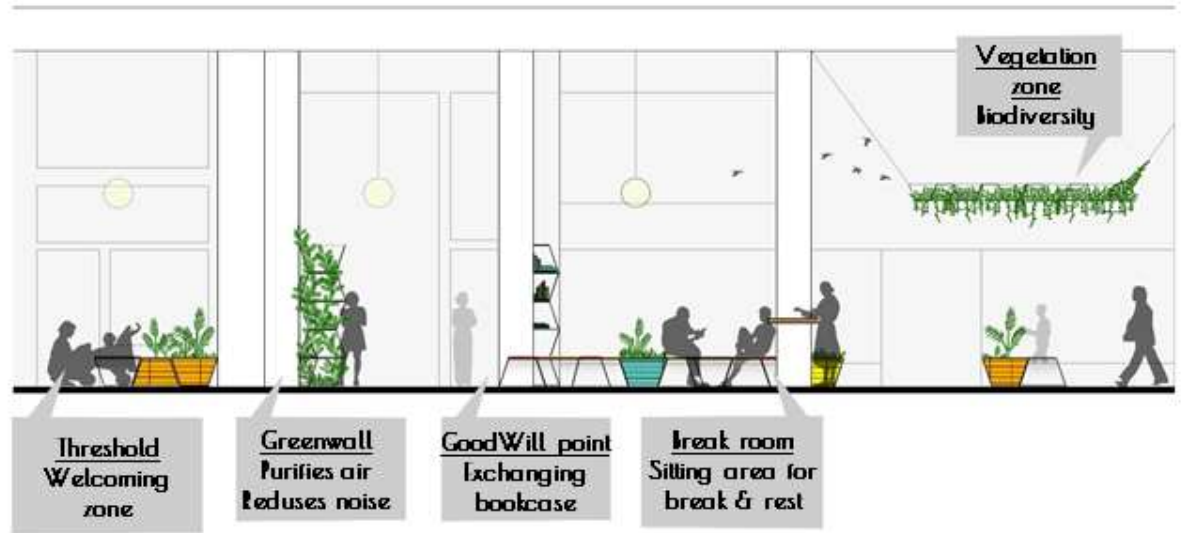
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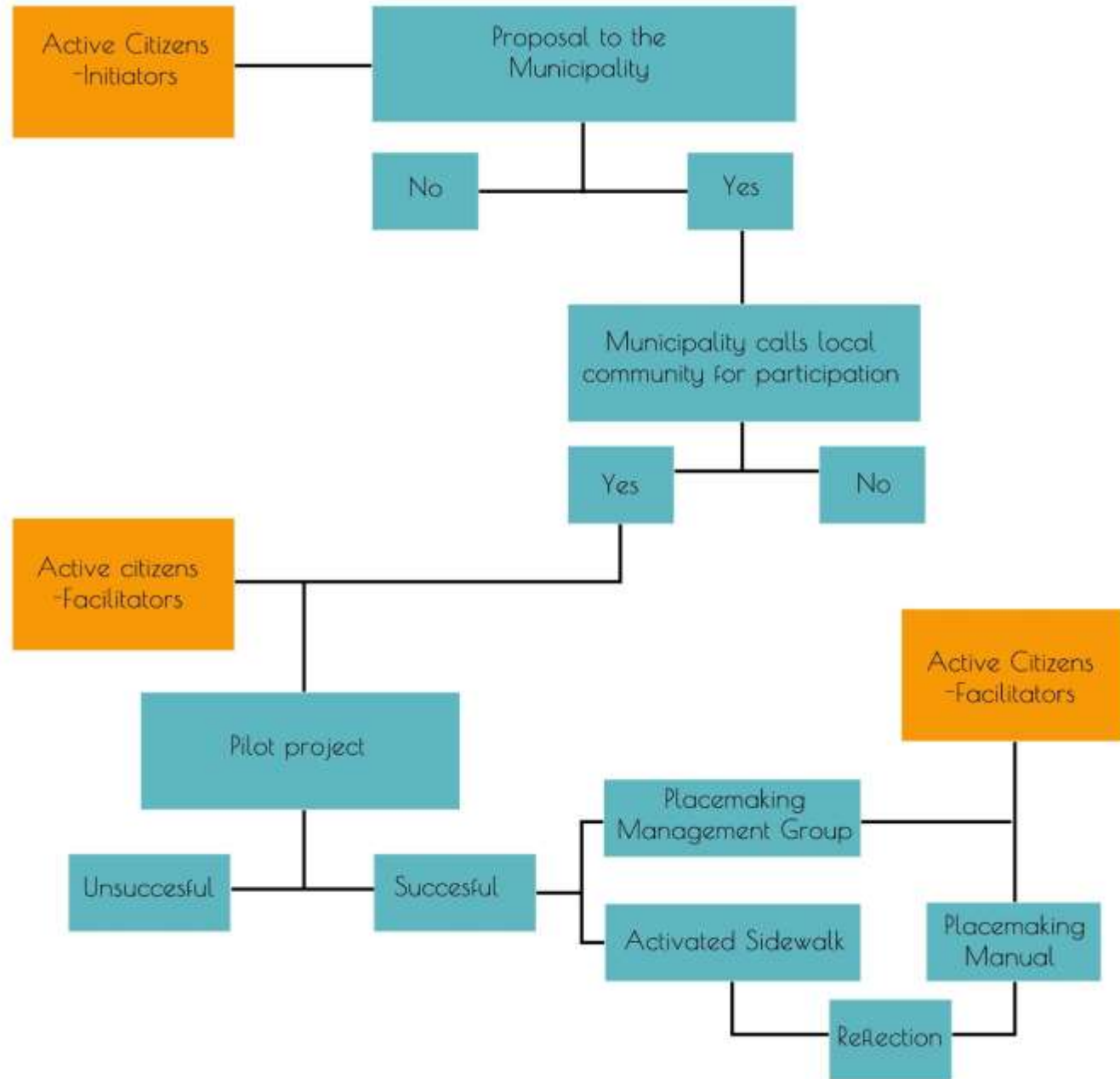
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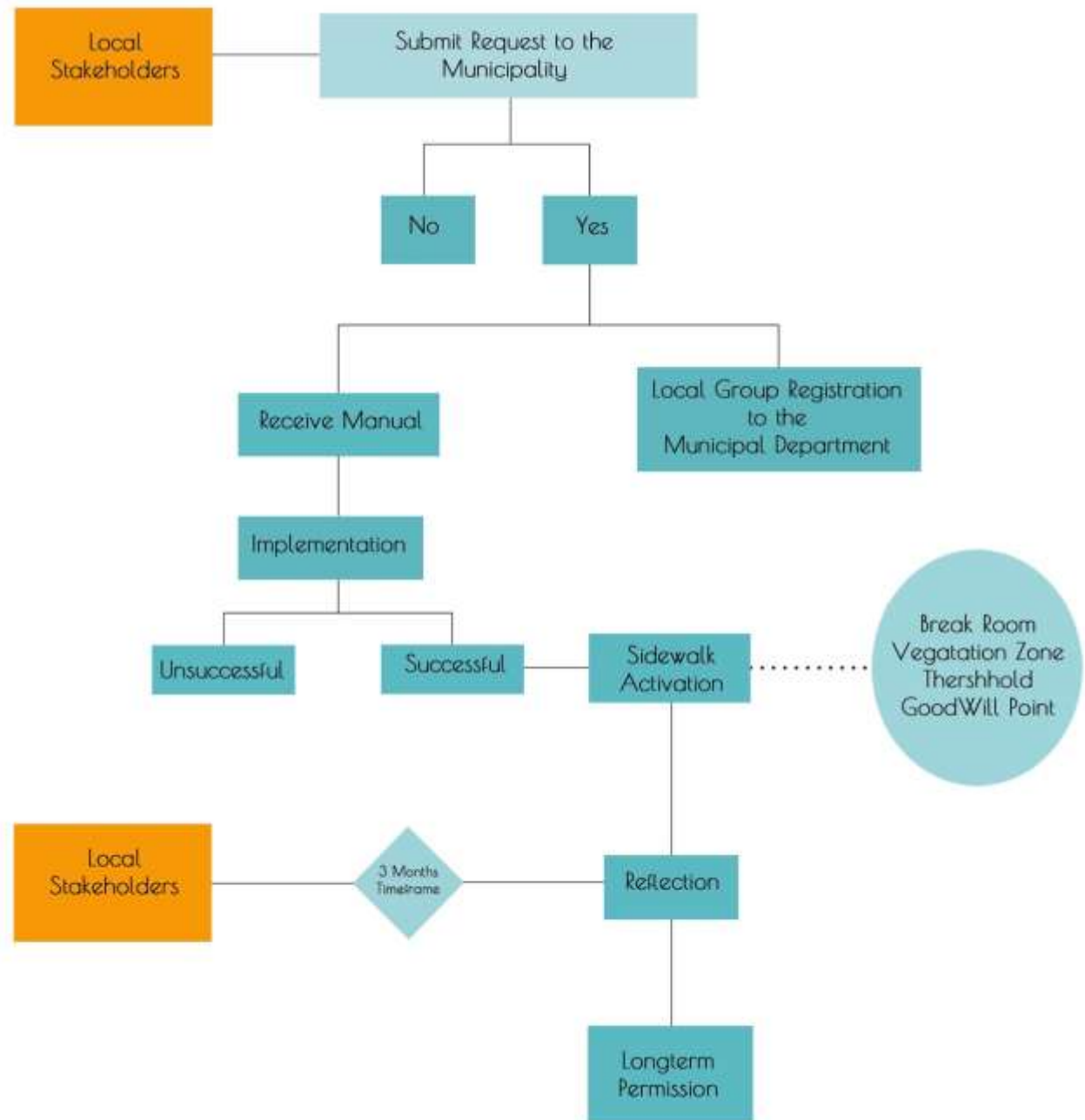
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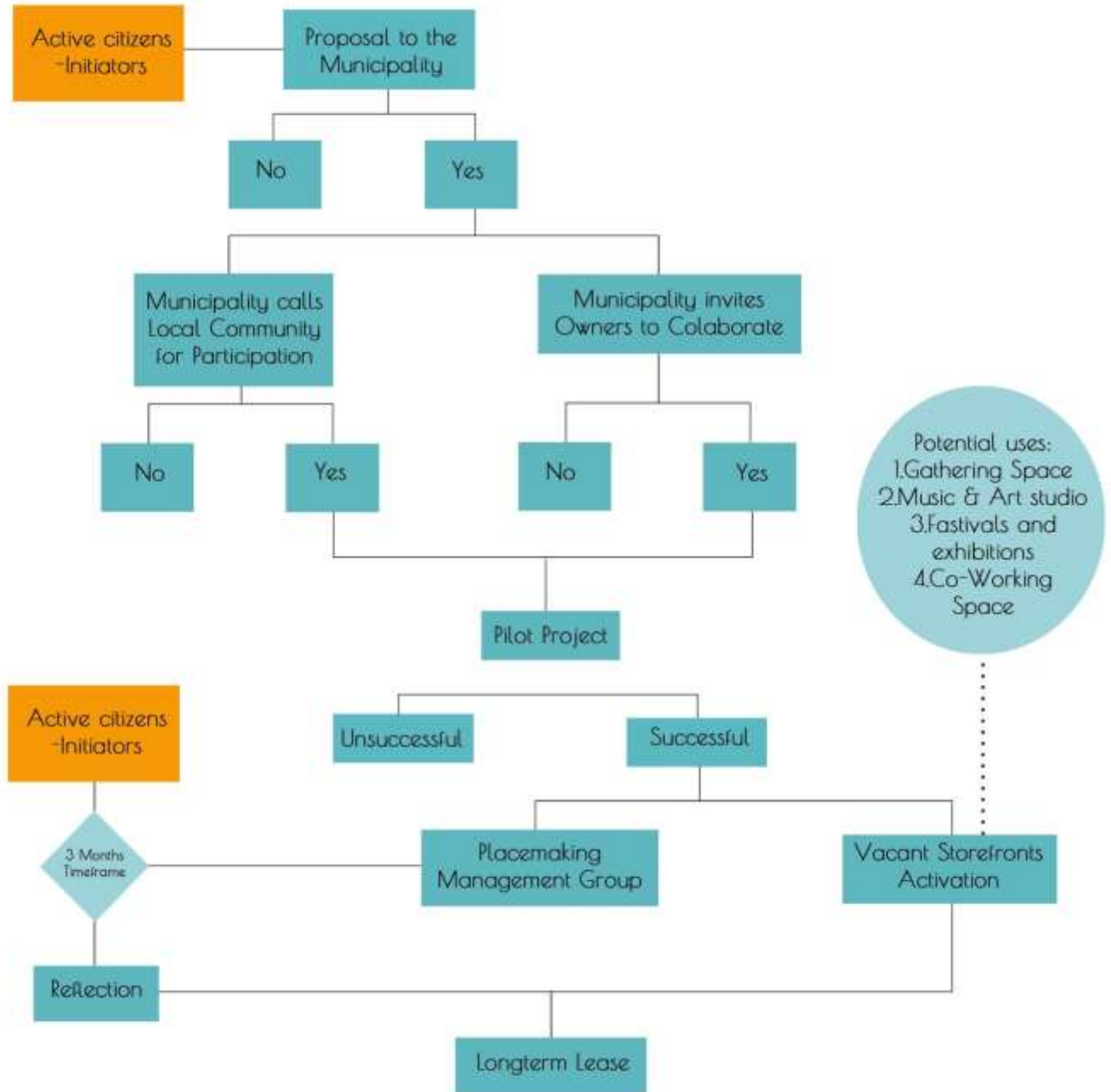
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Pilot Placemaking  
Projects



Long Term Strategy:  
Resilient City Actionplan





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## COORDINATOR

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