BUILDING COMMUNITY: PUBLICLY ENGAGED DESIGN AND PLANNING
Department of Architecture, Faculty of Civil Engineering and Office for Popularization of Science and Research Technical University of Ostrava invites you to

BUILDING COMMUNITY: PUBLICLY ENGAGED DESIGN AND PLANNING
An attempt at detailed insight into the world of architectural design with public involvement.

Lecture by architect Nadia M. ANDERSON
Wednesday November 2nd 2016, from 16:00 to 18:00
Venue: Aula VSB-TUO, 17. listopadu 15, Ostrava-Poruba, Room NA3
Lecture in English will be simultaneously interpreted, free entry.
Please register for the lecture at popularizace@vsb.cz

Workshop with Nadia Anderson Thursday, November 3rd, from 10:00 to 13:00,
Venue: Business Incubator Technical University of Ostrava, Kovork café, Studentská 17, Ostrava-Poruba
The workshop will be held in English and is free of charge for participants.
Please confirm your participation at popularizace@vsb.cz.
Those with no prior registration will not have a secured a spot at the workshop (available for max. 15 participants).
Nadia M. Anderson is an Associate Professor of Architecture and Urban Design and the Director of the City.Building.Lab. Her research, teaching, and practice focus on publicly-engaged design as a vehicle for social empowerment and environmental resilience. Her work ranges across scales from the detailing of modular post-flood affordable housing to regional studies of local foods systems. Her research on the history of architectural practice and the transformative power of publicly-engaged design practice and pedagogy are published in the *Journal of Architectural Education, Public: A Journal of Imagining America*, and the edited volume *Community Matters: Service-Learning in Engaged Design and Planning* along with numerous national and international conference proceedings, presentations, and symposia. More recently, she has been involved in connecting community engagement with big data systems-modeling to create informed, implementable policies and practices with respect to the built environment.

Prior to joining the UNC Charlotte faculty, Nadia was a member of the Architecture and Urban Design faculty at Iowa State University (ISU) where she developed the Bridge Studio, recipient of the NCARB Prize for Creative Integration and Practice and the USGBC Excellence in Green Building Education award. She co-founded and co-directed the Community Design Lab, an interdisciplinary engaged research practice, as a partnership between ISU Extension and College of Design. Nadia is a licensed architect, practicing in Chicago, Warsaw, and Vienna prior to moving to full-time academic work. She received her Master of Architecture from the University of Pennsylvania and her Bachelor of Arts from Yale University.
PUBLICLY ENGAGED DESIGN WORKSHOP

This workshop will introduce participants to tools for publicly engaged, community-based design partnerships with community organizations and residents. Tools include:

- asset identification and asset-based design,
- community visioning,
- scenario identification and design.

The workshop will use site in Ostrava as case study. It will be the central square in Ostrava-Poruba named Alšovo náměstí.

Participants will be asked to take on personas of different types of people who are likely to or should be encouraged to participate in these kinds of activities. The premise of the workshop is that the relationship between designers and local people is one of partnership where each party brings important knowledge to the table rather than experts telling local people what they should do based on professional expertise.

Examples of potential personas include:

- Local residents – variety of ages, genders, etc. to particularly include elderly and young (teens or younger) residents
- Local business owners
- Members of local service professions based in the area (they may not live there but their work anchors them locally) – teachers, police, public transportation workers, etc.
- Members of local organizations committed to the well-being of the area – economic development, housing, health care, etc.
- Government officials elected (not appointed) to represent the interests of local people
AGENDA
(based on an assumption that this will be a 4 hour session)

Part 1:

ASSET IDENTIFICATION AND ASSET-BASED DESIGN:
How to learn what local assets exist and use these as a driver for issue identification and design
  – Material vs. Immaterial culture
  – Story-telling
    * Interviews
    * Mapping
  – Assets + Issues

Part 2:

COMMUNITY VISIONING:
How to transform identified assets and issues into projects and priorities
  – Scales of interaction: steering committee, general public, key populations
  – Visioning meetings
    * Creating consensus
    * Identifying project topics

Part 3:

SCENARIO IDENTIFICATION AND DESIGN:
Gathering public input and creating scenarios (a cyclical process)
  – Using case studies and interactive maps to gather feedback
  – Distilling input from public sessions
    * Text analysis
    * Survey input
  – Identifying and developing scenarios
  – Repeat!