MAP MY NEIGHBOURHOOD

digital app for community-led cultural mapping, planning and branding of historic inner-city districts

by iDiscover Academy

WHAT YOU WILL LEARN

- How this innovative participatory approach has worked to harness culture as a driver for sustainable urban development piloted in 50 historic neighbourhoods across Asia
- How you can apply this methodology in your own neighbourhood. Through a hands-on sample mapping exercise to
- How it can fit into a planning/regeneration process and/or place-making and branding in different local contexts

WHAT YOU WILL WALK AWAY WITH

- A free toolkit - packed with templates, exercise sheets instructional videos and case studies - that allow you to run this mapping exercise in your own neighbourhood
- A clear idea on how this methodology can help to make what it takes to make Global Goal 11.4 and the New Urban Agenda #38. #45. #60. #97, #124. #125 a local reality in your city

WHAT WE WANT FROM YOU

- We are looking for planners, place makers, property developers, social workers, university lecturers, NGO representatives and artists who are passionate about local culture and living heritage in their city. Join us for a fun-filled and educational morning.

PROGRAMME

30 min - Introduction to methodology, app demo & quick quiz game

60 min - In-depth case studies from Hong Kong, Yangon and Ahmedabad

30 min - Panel discussion/Q&A - reflection on relevance of the tool for city planning, place branding, heritage awareness, cultural profiling and community building

30 min - World Café style group discussion on applicability of community mapping tool in local context of training participants (will be grouped by geographic area and/or occupational position (public, private or civil society representatives)

30 min - Discussion based on reflective exercise and closing
ABOUT THE INSTRUCTORS

Dr. Ester van Steekelenburg (lead facilitator) - co-founder of Urban Discovery, an advisory firm specialised in urban heritage planning and also the brains behind the iDiscover Academy a scalable non-profit initiative to help keep heritage alive in Asian cities. 15+ years international experience in urban regeneration and heritage preservation. MSc Urban Planning, University of Amsterdam, PhD in Urban Economics, University of Hong Kong.

Stephanie Cheung - head iDiscover Academy. specialised in community dialogue in a multi-disciplinary context and in partnership with local government, private companies, creatives, NGOs, and grassroots communities. BSc Business. Chinese University of Hong Kong

Sameeha Seth. founder of ICID, a young Ahmedabad based organisation specialised in heritage revitalization, pro-poor tourism projects and community upliftment. ICSC has worked in some of India’s most prominent heritage cities Agra, Mathura, Vrindavan, Varanasi, Ahmedabad, Rishikesh, Haridwar and Shimla.

ABOUT COMMUNITY BASED CULTURAL MAPPING

Community-led participatory mapping and planning process

Based on 20+ years of experience in urban regeneration and heritage revitalization projects, Urban Discovery Ltd has developed a methodology for data-driven and participatory cultural mapping specific for the context of older neighbourhoods in Asian cities. The purpose is to aid specific target groups - youth, elderly, women, students etc. - in fast growing or changing urban areas to identify what are the cultural assets that matter to them and make their neighbourhood unique.

This has resulted in a 6-step project-based learning programme where community groups or students explore the cultural identity of their own city. An exciting workshop format that allows them to study their city through their lens. Zooming in to neighbourhood level and guided by playful exercises they analyse the neighbourhood narrative, articulate the spirit of place and then work in groups to map places that matter: places that locals like to eat, work, play and pray.

The programme is developed by a group of urban planners with a passion for culture and tested with leading academics in schools, universities and urban communities in Hong Kong, Macau, Manila, Penang, Manila, Jakarta, Surabaya, Yogyakarta, Bandung, Bali, Hanoi, Bangkok, Chiang Mai, Lampang, Colombo, Galle, Ahmedabad, Kalaw and Yangon.

Map my neighbourhood

This training event gives participants a taster of the methodology through a hands-on exercise, and also allows ample room for discussion on how the output could be used as input in a planning or regeneration process, as a basis for cross generational and multi-stakeholder dialogue or for place-making/branding in historic neighbourhoods.

The training event will articulate the process from different perspectives; community members, collaborating artists, planners and developers to allow for meaningful reflection about how to analyse the deeper layers of tangible and intangible cultural and heritage and how these can be used to 1) create common understanding and trust in complex and fast gentrifying neighbourhoods and 2) as drivers for vibrant and viable inner-city districts.
ABOUT iDISCOVER

iDiscover Academy is a Hong Kong based charity. Our mission is to keep heritage alive for a better urban future. We work with NGO’s, schools and universities to map cultural assets in their community. Through our award-winning app platform we share these data with policymakers, city leaders and property developers to show them what matters to locals. We work in heritage districts across Asia and can’t wait to start working in your city!

iDiscover Academy is the passion project of Urban Discovery Ltd., a boutique consultancy firm based in Hong Kong. We passionately believe in the value of culture for city making, preserving and revitalising heritage assets makes for liveable neighbourhoods, a strong sense of community and a valued collective identity. Clients include multilateral agencies like the World Bank, Asian Development Bank and the United Nations but also the Thai Crown Property Bureau, Asia Society and the Royal Institute for Chartered Surveyors. Recent signature projects include ‘Heritage Works’ an feasibility study/investment programme for urban upgrading of privately and publicly owned historic properties in Yangon (ADB/CDIA, Myanmar), a heritage management plan for the UNESCO listed imperial city of Hue (Dutch Embassy, Vietnam), heritage-led development plan for the heritage town of Thakhek (ADB, Laos), an urban regeneration plan for a historic district in Istanbul (MATRA, Turkey), feasibility studies for adaptive re-use colonial properties in the old town of Semarang (Nuffic, Indonesia) and community created heritage guidelines for Kalaw (GIZ, Myanmar).

RELEVANCE FOR WUF10 THEMES

Urban Planning and Heritage Preservation
Tailored for planning/regeneration/place making projects in older neighbourhoods in Asia, this digital app allows communities to create a cultural map of their own surroundings that can be used as input in a planning process and provides a constructive basis for cross generational and multi-stakeholder dialogue, particularly in areas where heritage is at risk.

Partnerships and Initiatives
The methodology allows the local community to be curators. Designed to aid specific target groups - youth, elderly, women, students etc. - in fast growing or changing urban areas. iDiscover has collaborated with over 200 NGO’s, universities and schools in more than 40 neighbourhoods across Asia. The participatory process amplifies their voices, shares it with a wider audience and bridges the gap with policymakers, city leaders and property developers.

Tradition and Modernity
iDiscover collaborates with local creatives - illustrators, photographers, filmmakers and copywriters - as co-creators. They work hand-in-hand with the community to creatively interpret cultural assets and produce visual and written content to convince different stakeholders of the value of place.

Frontier Technologies
The app combines navigation functionality and visual storytelling in one. It is supported by an-easy-to-use CMS that allow for flexible data-input from different community curators.