

## A MASTER CLASS ON:

# TACTICAL URBANISM AND BETTER BLOCKS

Find out how to create quick, inexpensive, high-impact changes that revitalise streets and public spaces and engage local communities to drive long-term change.

Don't miss this opportunity to learn from leading local and international experts on tactical urbanism.

Can temporary urban experiments be used to build community capacity and shape city-making? How do you manage the risks and challenges involved in getting projects off the ground?

Join special guest Jason Roberts from Better Block, USA and Lucinda Hartley from CoDesign Studio, together with Victoria Walks in a masterclass on tactical urbanism and rapid placemaking. This hands-on workshop will provide key insights and tools for how to build better neighbourhoods quickly and simply.

## The program:

The interactive program will include presentations from Jason and Lucinda and an opportunity for questions and discussion. There will then be a practical exercise, transforming a street in 90 minutes. There is also the opportunity to bring along your idea, project or problem space and gain expert advice. Morning tea and lunch will be provided.

## Why attend:

- Learn practical rapid placemaking strategies for urban infill and greenfield developments.
- Find new creative, low-cost strategies for promoting economic development and bringing underused spaces to life.
- Hear from local and global case studies.
- Bring along your project or problem space and receive advice from leading experts.

#### You will learn how to:

- Identify, plan and implement projects faster through early activation.
- Rally local stakeholders and communities to get involved in the project.
- Manage risk and expectations.
- Set measures for evaluating your project's effectiveness.
- Apply new tools through a practical hands-on rapid placemaking demonstration exercise.

#### COST:

\$230

#### TO REGISTER:

For online registration and workshop details go to www.mav.asn.au/events (click on 'upcoming events' and scroll down to March 24)

#### DATE:

March 24th 2015

## TIME:

10 - 4pm

#### LOCATION:

Municipal Association of Victoria, Level 12, 60 Collins Street Melbourne

## **SPEAKER BIOGRAPHIES:**



JASON ROBERTS Better Block



LUCINDA HARTLEY
CoDesign Studio

Jason Roberts is the originator of the Better Block Project, founder of the Oak Cliff Transit Authority and co-founder of the Art Conspiracy and Bike Friendly Oak Cliff. In 2010, Jason organized a series of "Better Block" projects, taking blighted blocks with vacant properties in Southern Dallas and converting them into temporary walkable districts with pop-up businesses, bike lanes, cafe seating, and landscaping. The project has become an international movement and has been featured in media including the New York Times and The Age. Team Better Block now works with cities, developers, and communities across North America and internationally to create quick, inexpensive changes that revitalize underused spaces and highlight the potential to create great "Complete Streets".

As a public outreach consultant, Jason leads all communications, stakeholders and coordination with government authorities through translating complex engineering and planning terms and methods into easily understood messages. In 2011 Jason received the American Society of Landscape Architects Honor Award for Communications 2011, the Venice Biennale 13th Annual International Architecture Exhibition, and in 2012, the Texas Bicycle Coalition Advocate of the Year.

Lucinda Hartley is a designer, urbanist, innovation strategist and placemaker. She is the CEO and cofounder of CoDesign Studio, a placemaking consultancy that creates faster and simpler solutions to urban problems, through tactical and community-led projects. CoDesign has completed more than 30 urban renewal projects and mobilised a volunteer network of over 700 people. Lucinda co-authored the Tactical Urbanism Guide to Australia and New Zealand, and the Rapid Urban Revitalisation toolkit.

Lucinda is trained in landscape architecture and spent two years working with slum communities in Vietnam and Cambodia, before turning her attention to Australian cities and towns. Now, alongside CoDesign Studio, Lucinda sits on the Youth Advisory Board of UN-Habitat and the Global Placemaking Leadership Council. In 2012 she was credited as one of Melbourne's 'Top 100' most influential people' by The Age newspaper.





