

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 co-founder 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.

