CULTURAL PLANNING-
THINKING
CULTURALLY
ABOUT
PLACE
TJÖRN 15-17 APRIL 2015

A SEMINAR AND AN EDUCATION AS AN
INTRODUCTION TO A METHOD WHICH
OFFERS AN INNOVATIVE METHOD TO PLACE-
MAKING, REGENERATION AND URBAN
TRANSFORMATION BASED ON MAPPING AND
CREATIVE THINKING
Why working with Cultural Planning?

More and more municipalities of all sizes are turning to cultural planning as a powerful tool to rebuild local economies, think more creatively about their assets and make places more livable, equitable and attractive for all sectors of the community.

A broad definition of cultural planning starts with the idea of culture as ‘the way we live’. Thus, cultural planning is not about ‘the arts’, although the arts can be used to address problems and improve community involvement, it is really an integrated creative approach to place making and local development that we understand by cultural planning.

In essence, cultural planning is about valuing what is essential and distinctive to a place or a group (tangible and intangible heritage, sub-cultures, life styles, leisure habits, traditions, cultural institutions, built environment, history, craft, industry, urban texture, landscape, are all examples of what constitutes the unique texture of a place). Thus, as well as putting people and the way they want to live and work in a place at the centre, cultural planning involves finding creative and innovative solutions to local challenges by building on what is already there (which we call the ‘local assets’). So when embarking on a cultural plan, the first thing is to look at the assets (the positives) of a place rather than its deficits (i.e. what it is lacking), then talk to the community and bring on board decision-makers experts and politicians. This way of thinking can bring real improvements to a place because it is inclusive, sustainable, and right for the people who live there.

Practical information

The seminar will be held at Nordiska Akvarellmuseet in Skarhamn, 70 km north of Gothenburg Wednesday afternoon the 15th of april. We start with lunch, and then the seminar starts at 1 pm and ends by 5 pm. The price 350 SEK/PP includes lunch, coffee and the seminar. You can go by bus from Gothenburg, take Tjorn expressen at 9:40 and go off at “kommunalhuset” 11:07. Then you have a walk on 10 minutes out in the harbour. The bus back to Gothenburg leaves at 17:19 or 17:49.

The course will be held at “Art Institute” in Skärhamn, 70 km north of Gothenburg from Thursday morning the 16th of april to Friday lunch. We highly recommand you to go to the seminar first, as it will be an introduction to the course. Art Institute is a beautiful house, situated just by the sea. We offer the possibility to sleep here. If you have long travel, you can come the tuesday evening and you can also stay until saturday morning.

The course starts thursday the 16th of april at 9 am and the programme is until 5 pm. Friday the 17th of april we work between 9 am and 1 pm. Coffe morning and afternoon, as well as lunch, is included in the price. Travel, accomodation and dinners are not included in the price. Accomodation at Art Institute is 495 SEK in a shared room/night or 595 in a single room/night. There are also other possibilities to sleep in Skärhamn, please contact us for more information.

If you are a group from one agency or municipality the price for the whole group is 25 000 sek (up to five people). If you are one up to three persons the fee is 7000 SEK/person. All prices incuding VAT. We will be up to 16 people and we will give lectures as well as we will work in three smaller groups. Some lectures are going to be held in english and one of the small groups will have Lia as guide, who is english speaking. The two other groups will be talking in swedish.
Day 1 Wednesday
Cultural planning seminar

11.45 Meet for registration and lunch

13.00 – 13.15 Welcome to Tjorn! Introduction by Evike Sandor, head of the department of kultur- och fritidsförvaltningen and Benita Nilsson, chairman of kultur- och fritidsnämnden.

13.15 – 14.45 Session One - Lia Ghilardi. How can this way of thinking help us to tackle local challenges? How do we implement it? What tools to use? Discussion of case studies where such tools have been used.
What is Cultural Planning? Is it just planning for culture? Why is there a need for integrating culture-led regeneration into the broader agenda of local development?
When did cultural planning emerge as a method? Why? Who adopted it first? How?

14.45-15.15 Coffee break

15.15 - 16:30 Session Two- Tinna Harling and Marie Bergdahl. How Tjörn have done it.
Description of process with working with the method in planning and in different strategies and projects. What has been achieved, next steps.

16.30 – 17.00 Concluding Remarks
First reactions to the day, other questions, or issues.

Please note that the seminar is going to be held in english!

Interested?
Register to before 1st of April to:
isabell.olofsson@tjorn.se
Please be clear about if you are attending only the seminar or both the seminar and the course!

Questions?
Lia Ghilardi
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CV Lia Ghilardi
A creative polymath, Lia is the founder of Noema, a UK-based organization working internationally to design integrated place making processes and cultural plans. She has more than twenty years experience of working with civic leaders, community organizations, urban designers, architects and cultural institutions to provide creative and bottom-up solutions to the social and economic challenges of contemporary cities. She is a highly respected academic and an inspiring teacher with many years’ experience of lecturing on cultural planning to both Master students and practitioners from all walks of life. She is a Fellow of the prestigious Royal Society for the encouragement of Arts, Manufactures and Commerce, and a member of the UK-based Academy of Urbanism, a network of influential thinkers and professionals passionate about making places more livable, beautiful and equitable. Website is: www.noema.org.uk

CV Tinna Harling
An architect, examined from Chalmers in the year of 1999. Tinna is living and working at the municipality of Tjörn since 2006 as a planning architect. At Tjörn she and her colleagues are using the cultural planning method in all scales of projects since 2009; detailed plans, projects as well as master plans. Tinna was furthermore the project leader of Tjörns new masterplan, finished in the year of 2013, produced as an action plan for cultural planning. Tinna is a often hired lecturer for showing other planners and architects about the benefits of using the method.

CV Marie Bergdahl
Marie has worked as a cultural planner for several years, including as a process manager for the cultural planning work in Tjörn, but also as a consultant in her own company MB kulturpartner AB. She works with advice in cultural planning and as process- and project manager, develop strategic documents and plans, mainly for municipalities and regions. She has several years of experience in development work in the field of culture and society. Including other assignments, she has worked as a regional culture developer in the region of Västra Götaland. She is a frequent lecturer on how to work with cultural planning in areas, communities, municipalities or regions.

Photos front page- Maria Johanessen, Tjörns Kommun