RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research	Service Design for Placemaking. The Challenge to Provide Quality Multi-Stakeholder Engagements and Experiences to Regenerate a Space into a Meaningful Place.
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Abstract

Placemaking has been defined as the process of strengthening communities by fostering a deep sense of belonging to the places they inhabit. Traditionally, placemaking has been a field of investigation and practice for urban planning and architecture, primarily focusing on physical infrastructures, spatial arrangements, and functions.

However, researchers point out that there is a lack of attention on the intangible and soft aspects of placemaking, i.e. services and activities that respond to people's needs, values, and aspirations, as well as the social, and political role of the 'place' construct towards meaningful empowering of communities within the dynamics of culture, power, and economy.

Design, mainly through co-design methodologies, scenario building, service and spatial design, can play a role in regenerating public spaces for communal value and sustainability.

From this perspective, design for placemaking in all its forms can fill in a frame in which policy, urban planning and civil society may encounter, fostering communication between different stakeholders.

The research programme aims to investigate, through primary/secondary and applied research, the approaches, frameworks, and directions that design can take in implementing placemaking processes while considering i) service-logic perspective, ii) commoning strategies, iii) citizen and stakeholder engagement, iv) envisioning and scenario building, and v) policy making.

The goal of the programme is to outline knowledge that can inform design for placemaking on the specifics of collective envisioning, service co-production, sustainability, and impact evaluation.

Keywords	Placemaking, Urban Commons, Service Design