#OpenCall
Placemaking for Innovation
Co-creation workshop at La Marina Living Lab
15 – 17 of November 2018

La Marina de València
Introduction

The workshop will explore the role of placemaking in fostering open and inclusive innovation ecosystems.

The capacity of public space to attract and retain talent, to facilitate networking, and to stimulate the successful exchange of knowledge and ideas is becoming increasingly recognized. Yet, there is a need to determine the key characteristics of space that can leverage this experimental co-creation and co-production in the context of the modern innovation hub. This is why we organized Placemaking for Innovation - a co-creation event which seeks to gather the best and brightest in urban planning, placemaking and innovation in order to assess and define the role of place in stimulating new and higher levels of connectivity, collaboration and innovation among individuals, firms and institutions.

Placemaking for Innovation is organized by La Marina de València and is part of a broader initiative called La Marina Living Lab (LMLL). LMLL is an urban laboratory, which seeks to engage the citizens in the transformation of the public space. It is defined by five key principles:

- Design understood as a process
- Citizen engagement
- Co-creation
- On-site experimentation
- Continuous observation, evaluation and analysis

LMLL was born in collaboration with Western Sydney University (WSU) and is based on our shared commitment to including different actors in the design and improvement of our urban environment.

About the Workshop

It is clear that innovation does not occur in vacuum. It occurs at the intersection: the metaphorical intersection of disciplines,
but also the physical intersection when talented and inventive people meet each other and share their thoughts in spaces beyond the glassdoor office - perhaps in the park outside, in the café next door, or in doing sports together. This workshop is all about making that intersection happen through the principles of placemaking. So, beyond the key question, that is *how can public space foster innovation*, the event will explore the challenges of:

- How can placemaking make the benefits of innovation reach the underserved communities in our cities
- How can place help create a lasting and self-sustained network of economic relationships that enable the continuous flow of knowledge and ideas
- How can innovation foster inclusive public spaces and vice versa
- How can we overcome the institutional barriers that obstruct the public space-innovation nexus

**What to expect**

The workshop is going to take place in La Marina de València. During the three days of the event, practitioners, entrepreneurs, and urban planners from across Spain, Europe and beyond will share their experience and their vision for strengthening the nexus between innovation and place. The presentations will be supplemented by individual working sessions where participants will have the opportunity to actively discuss and debate the key question of the event: how can public space foster innovation? The last day will feature the co-creation of a manifesto and a joint publication, which outlines the main conclusions. Please note that the working language of the workshop is English, but basic knowledge of Spanish is appreciated, although not required.
How to participate

Placemaking for Innovation is designed for people with experience in placemaking, urban planning, design, architecture, data analysis, economic development, innovation and technology, sustainability, communication, and/or living labs.

Applications for attending the workshop are now being accepted here. The application deadline is September 30 and successful candidates will be notified by October 15. La Marina de València can provide financial assistance to cover travel expenses and/or accommodation.

Accepted applicants will be expected to:

- Attend all scheduled sessions of the event
- Contribute actively and meaningfully to the conversation during the individual sessions
- Share information about the event through any preferred social media outlet (eg. Twitter, Facebook, etc.)
- Write at least one blog post (minimum 500 words) to be published on La Marina Living Lab blog. The post should address one of the topics discussed during the workshop.

About the organizers

La Marina de València is the historic harbor of the city of València, now turned into a million square meters of public space open to innovation and nautical activity. La Marina de València is managed by Consorci València 2007 - a public institution, formed as an alliance between the Government of Spain, the Regional Government of València and València City Council. Since 2016, La Marina de València has placed a strong emphasis on open, innovative and participatory processes as a powerful tool for leveraging the hidden potential of underutilized public spaces.
About the venue

The city of València is the third largest in Spain. For many, the name of the place evokes images of sun, delicious cuisine and spacious coastline. And while these images are perfectly accurate, Valencians know that underneath the surface, their city has a lot more to offer. València’s modern and entrepreneurial city culture blends seamlessly into the atmosphere of traditional barrios with narrow meandering streets carrying the authentic spirit of the local community. Furthermore, València offers many outstanding examples of bottom-up public space transformations, which have rightfully attracted the attention of urban practitioners from around the world.

La Marina de València is one of the most notable examples of such participatory revitalization of urban space in the city. La Marina was marked by the legacy of a few white elephant projects and gross prolonged economic and strategic mismanagement which began in the early 2000s. The old harbor was used to host several editions of America’s Cup and F1 Grand Prix Race which fueled rapid infrastructure growth, but left behind a long list of idle installation with no future plans for exploitation. Today, La Marina de València is once again reclaiming its identity through the help of local neighborhood associations, NGOs, civil society groups and entrepreneurs from all around València and beyond. Vacant spaces are re-used for a wide variety of cultural events, most of which - free-of-charge, while the once idle installations are re-purposed through the installment of novel innovation companies and organizations. Currently, La Marina is proudly hosting a start-up incubator, a business school and the first fintech accelerator in Spain. With a clear vision in mind, La Marina de València aspires to be a “living and breathing” example of a place-led innovation ecosystem, which is open, accessible and inclusive.
Placemaking for innovation

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