

[Briefing workshop 'Designing for Ownership'](#)

[Aim of the workshop](#)

[Yushnoye Medvedkovo](#)

[Complex issues](#)

[Approach](#)

[Outcomes](#)

[Schedule](#)



Briefing workshop 'Designing for Ownership'

9 July - 14 July 2012 at Strelka Institute

Michiel de Lange & Marc Tuters | The Mobile City (<http://www.themobilecity.nl>)

Announcement: <http://bit.ly/KZNJ8n>

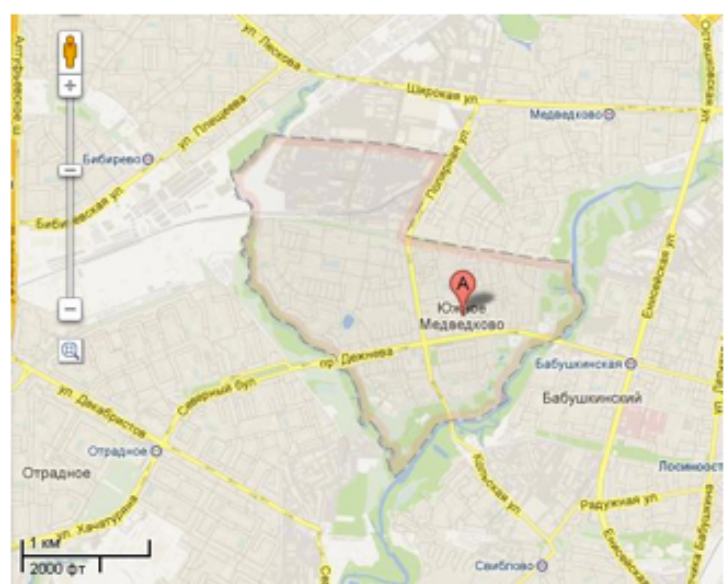
Aim of the workshop

This workshop aims to help create an actual long-lasting change for the better in the neighborhood Yuzhnoye Medvedkovo in Moscow. This is done by bringing together creative workshop participants and various neighborhood stakeholders (citizens, local government, businesses, neighborhood organizations, and so on). The workshop aims to find out how these different people can communicate better with each other and collaborate, by making a prototype for a product, an event, or a service that acts as a catalyst for conversation.

In this workshop we explore how a complex issue situated in an urban context can be addressed with the aid of digital technologies. Can we use new media technologies to make our cities more social, instead of more hi-tech? Can we port the collaborative principles from e-culture to urban design? How can digital technologies enable citizens to act on shared issues? And can media technologies bring about a sense of place and connection among urbanites, and a feeling of 'ownership' of their environment that is not exclusive but inclusive?

Yushnoye Medvedkovo

The Municipality of South Medvedkovo is located in the North of Moscow. It has a population of 83,000 people (16,000 children) and has a growing residential population#. It was ranked 120 in a weighted index by slon.ru.# The decline in ranks was due to a 'worsening' of indicators: population density, housing, social infrastructure, health, education, transport, environment and finance. The district consists of 4 smaller 'okrugs,' and seems reasonably well connected by public transport modes - bus, tram, and metro facilities exist (stations are located in between Babushkinskaya, Medvedkovo, Bibirevo and Otradnoe), but depending on which part of the district you are going to, the metro stations can be quite a distance away. There are several green and public spaces, including near the river, forest and park areas. There are no theaters# or museums, but there is a very popular park and plenty of green space.# The raion is surrounded by dense forest and parks that run along the river Yauza. In October of last year, the district came under criticism from the Mayor of Moscow for poor performance of improving yards and households. Out of 11 schools in the district, only two meet modern requirements, and six schools were built in the 60s, as such they "require modernization and the creation of full-day schools".



Complex issues

Complex issues involve multiple stakeholders with often conflicting interests. Short term and long term interests may be incompatible, even for individual stakeholders. Stakeholders often disagree on what exactly the problem is, on the solution and how to get there. There are multiple unknowns and constantly shifting variables, so each intervention changes the initial question. This makes it impossible to propose a simple solution, a technological fix. Instead it may be useful to see how online collaborative efforts have organized themselves around specific issues and how they manage complexity.

Approach

The workshop program is structured as an iterative process in which the original question is revisited at specific points. Heterogeneous teams provide diversity of knowledge and experience. The assumption is that collaboration on the basis of team diversity is an appropriate strategy to address complex urban issues, since cities too have been theorized in terms of a meeting of differences, and as problems of organised complexity.

*“Collaboration is inherently composed of two primary components, without either of which collaboration cannot take place: **social negotiation** and **creative output**.”*
(source)

Social negotiation during the workshop takes place on at least two levels: between teammates and between the team and actual stakeholders involved in the case. In the six workshop days the challenge is to design the road to a potential solution rather than the solution itself. This may involve redefining the initial question too! Teams need to find a workable optimum between consensus (everyone agrees; unrealistic in complex urban contexts or diverse teams) and antagonism (unresolvable disagreement; strongest party decides). Can disagreement itself give insight into the problem and in stakeholder viewpoints? Which party should invest what resource in the collective. When and why would they do that? Ideally an optimum is found in which all parties benefit.

Creative output involves connecting your analysis of a problem (looking at separate parts) to a synthesis in a proposed solution (putting it all together). The following methods may lead to creative output:

- A stakeholder analysis and mapping of the parties involved (including yourself!) and their interrelations. One approach is relating stakeholder power to involvement. Another possible way is to map the kind of resources stakeholders can bring in (time, money, knowledge, skills, network, legislative power,

materials).

- A scenario planning that extrapolates present tendencies into the future; teams may design interventions to catalyse or deter developments.
- Incubators sessions: pressure cooker brainstorm sessions with stakeholders to build up trust and collaboratively work on solutions.
- Using forms of play as a way to explore and test options in a safe environment, and allow people to adopt roles of other stakeholders.
- Design for debate, critical design interventions that raise thorny questions and gather people around issues. Read more about this approach here.
- Learn from similar cases: study best practices but also beautiful failures. For examples of digital media used for urban issues, see here.

Many more possible approaches exist, see <http://www.planningtoolexchange.org/tools>. You are free to come up with your own ideas for creative output!

Outcomes

The workshop results in a prototype for an intervention (a product/service/event/approach). Outcomes shall be presented on 16 July 2012. Stakeholder organizations will give a short reaction and voice their commitment to continue collaboration after the workshop is over. Deliverables are:

1. A prototype of an intervention.
2. A 30 minute public presentation of the workshop process and outcomes to present on 16 July.
3. Documentation (text, images, film, code, etc.) for the event website.

Schedule

Below the preliminary schedule of the workshop (changes are made as necessary)

<i>Schedule</i>	<i>Activities</i>
Monday 9 July Day 1 - Introduction <i>morning: 11:00 - 13:30</i>	- Welcome & short introduction (15 mins max.) on notion of social cities and ownership + photos/outcomes of ARCAM workshop. - Introduction of participants: 5 minutes of interviewing neighbor (what's your individual contribution to workshop? what do you want to get out of it?); then introduce neighbor in 1 minute.

<p><i>afternoon: 14:30 - 19:00</i></p>	<ul style="list-style-type: none"> - Discussion of theme and concepts: social cities, ownership, smart cities: example-driven longer discussion of terms (media city, ownership, smart city, social design, etc.) + overview of how new media tools can be used in the process. - Walk through workshop schedule. - Partizaning.org present their fieldwork in Y. Medvedkovo. - In-depth discussion of issues and case. - Discussion of potential (digital) methodologies. - Creating teams based on complementary qualities.
<p>Tuesday 10 July Day 2 - Research <i>afternoon 14:00 - 15:00</i></p> <p><i>afternoon + evening 16:00 - 20:00</i></p>	<ul style="list-style-type: none"> - Brief on aims and research methods. - Travel to Y-Medvedkovo (1 hour). - On site research; Talking to local stakeholders. - Teams each assess <i>strengths, weaknesses, opportunities</i> or <i>threats</i> in the neighborhood (SWOT analysis). - Analysis; brainstorming and generating ideas ("Powers of Ten").
<p>Wednesday 11 July Day 3 - Analysis & ideation <i>morning: 11:00 - 13:30</i></p> <p><i>afternoon: 14:30 - 19:00</i></p>	<ul style="list-style-type: none"> - Teams each present 10 minutes; based on presentations teams, Marc & Michiel respond with ideas and best practices. - Introduction to stakeholder mapping. - Mapping stakeholders, interests, and relations. Aim is to visualize what each stakeholder can bring in and see how interests can be aligned. Who owns the problem, what are their stakes, and what resources do they have to do something about it (time, money, knowledge, skills, network, legislative power, materials)? - Analyze and redefine the issue. <p><i>lunch break</i></p> <ul style="list-style-type: none"> - Group discussion and ideation: "charette". - Explanation of scenario planning. - Ideation and scenario planning. - Operationalize the question to a program or design brief. - Plenary gathering of initial ideas for projects by participants; matchmaking for clusters around these ideas; this establishes new teams.
<p>Thursday 12 July Day 4 - Prototyping 1 & testing <i>morning: 11:00 - 13:30</i></p> <p><i>afternoon: 14:30 - 19:00</i></p> <p><i>evening</i></p>	<ul style="list-style-type: none"> - Work on designing prototypes in teams. - Open studio session with team from Wageningen University Netherlands; Informal presentations + feedback. - Continue work on prototypes. - To Yuzhnoe Medvedkovo to test prototypes and collect second

	feedback.
Friday 13 July Day 5 - Prototyping 2 <i>morning: 11:00 - 13:30</i> <i>afternoon: 14:30 - 19:00</i>	- Continue work on prototype.
Saturday 14 July Day 6 - Finalization & presentation <i>morning: 11:00 - 13:30</i> <i>afternoon: 14:30 - 19:00</i>	<ul style="list-style-type: none"> - Finalizing prototype and preparing public presentation; Think about continuation of your intervention: how can the intervention be made sustainable, e.g. by enabling others to govern it? - Public presentations of workshop outcomes. - Reaction from various stakeholders on workshop outcomes. - Interview and reflections.