



case study:
cultural mapping

sand box



Client:

A collaboration between Sandbox, UCLan and the Lancashire Arts Development Service

Objective:

The development of a planning tool that enables urban planners and citizens to work in close collaboration on the development and regeneration of Preston's urban environment.

The production of simple, creative media tools, which will enable citizens to participate actively in a sustainable urban regeneration process.

Background / Process:

With Lancashire's regeneration well in progress, Preston finds itself at the centre of renewal and change. Local economic regeneration through public and private investment, the growing presence of UCLan, globalisation and the expanding trans-national flow of people, money and media, present new challenges to urban development and the city's identity.

A city has both a physical and emotional infrastructure. The latter reflects the fears, hopes and aspirations of its citizens. These intangible assets, which are created over time, make up its character and identity. In this project, we aim to capture these intangible assets.

- The project uses the methodologies of creative / design research, together with user centered design.
- Stakeholder groups have been formed and have met.
- Local communities and community leaders, have been identified and involved in the project.
- Workshops for local communities have been designed and implemented around identity and the urban environment, or around additional issues arising from stakeholders' group meetings.
- The first of a number of events, designed to raise the awareness of the project in the population and gather relevant citizen information, has run. "Preston Tastes" successfully engaged public participation and media interest; further such events will aim to leverage this initial success.
- Projects are being developed with partners such as UCLan, Preston College, CVS, Preston FM and Intag.
- Collaborations are being mediated between academics and experts for the analysis of the collected data.
- New creative media tools, designed specifically to enable citizens and experts to gather and store relevant information, on a user-friendly basis, are being developed and distributed.
- A Central Planning Tool, an application which models the past / present / future of the physical / emotional city according to defined criteria (i.e. the repository of all the collected data and criteria) is being designed with internal and external specialists.