

# Melbourne Place Making Series



**BOOK NOW**  
to secure your  
Early Bird place  
(Available until  
17 September)

October 27 - 29, 2010  
Melbourne, Australia

The Art of Creating Great Cities and Places.  
Be part of a transformative debate.

**This conference aims to transform how we approach the creation and delivery of our future cities and communities.**

**As populations continue to grow, how do we develop our cities and communities in a way that maintains and enhances our liveability? What is the role of place making, and, what solutions or models can it bring to the table?**

Themes such as sustainability and population growth, and sectoral interests in design, economics, development, environment and social outcomes will be synthesised to test and develop new models for sustainable urban development.

You will be asked to contribute to and shape the outcomes; to share experiences to build on the work to date to refine these models, and to document what has been learned to influence ongoing market practice.

Hear from those who are blazing the trail for a more integrated model of urban development; Carol Coletta, US moderator of the debate on successful cities; Christopher Leinberger, a developer of sustainable and profitable urbanism; the often quoted James Kunstler 'The future will require us to build better places or the future will belong to people in other societies'; and Neil McInroy, CEO of the UK Centre for Local Economic Strategies.

## Summary Program

TIME	SESSION	SPEAKERS CONFIRMED TO DATE
<b>Wednesday 27th October</b>		
Morning Session	<b>What is the value of place? What does place mean to you?</b> International speakers and lead-up events create a vision and set the scene for the conversation over the next three days.	Carol Coletta, CEO, <i>CEO's for Cities</i> Chris Leinberger, President, <i>LOCUS Responsible Developers</i>
Afternoon Session	<b>'Getting the elephants on the table'</b> What are the issues/challenges that need to be understood? What can we do about these? Debate and discussion.	James Kunstler, Author, <i>'The Geography of Nowhere'</i> Neil McInroy, CEO, <i>Centre for Local Economic Strategies</i>
Evening	Conference dinner	
<b>Thursday 28th October</b>		
Morning Session	<b>Case studies- 'An integrated approach to place making'</b> This session will encourage the development of practical models by speakers and participants through dissection of key themes. Planning and Infrastructure, Financing Models, Sharing of Space and Place Management.	Speakers and case studies to be advised
Afternoon Session	<b>Hands on with experienced practitioners</b> This session will provide the opportunity for participants to engage in an intimate learning experience with leading practitioners. Participants will hear about real projects in detail, and will discuss the issues that arose and how they were addressed.	Practitioners to be advised. There are opportunities to register an abstract to lead a session via the MPMS discussion board (Abstract and Registration)
<b>Friday 29th October</b>		
Breakfast	Business breakfast	
Morning Session	<b>Melbourne Place Making Declaration</b> After two days of discussion and debate, this session will bring together the thoughts and ideas discussed into a statement of practice. This will ensure the Place Making movement and principles are continuing to be developed and implemented.	
Close	Conference closes at 1pm	

The **Melbourne Place Making Series** partners believe that for urban development to deliver high quality, enduring places, a range of interdependent elements must be brought together. These include, but are not limited to, an appropriate development strategy, enabling urban planning, creative urban design, skilful marketing, well structured development finance, sustainable management and an engaged community. While this combination of factors may occur by serendipity, place making is the emerging discipline of systemically bringing these elements together to create great places.

[www.melbourneplacemakingseries.com.au](http://www.melbourneplacemakingseries.com.au)

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