

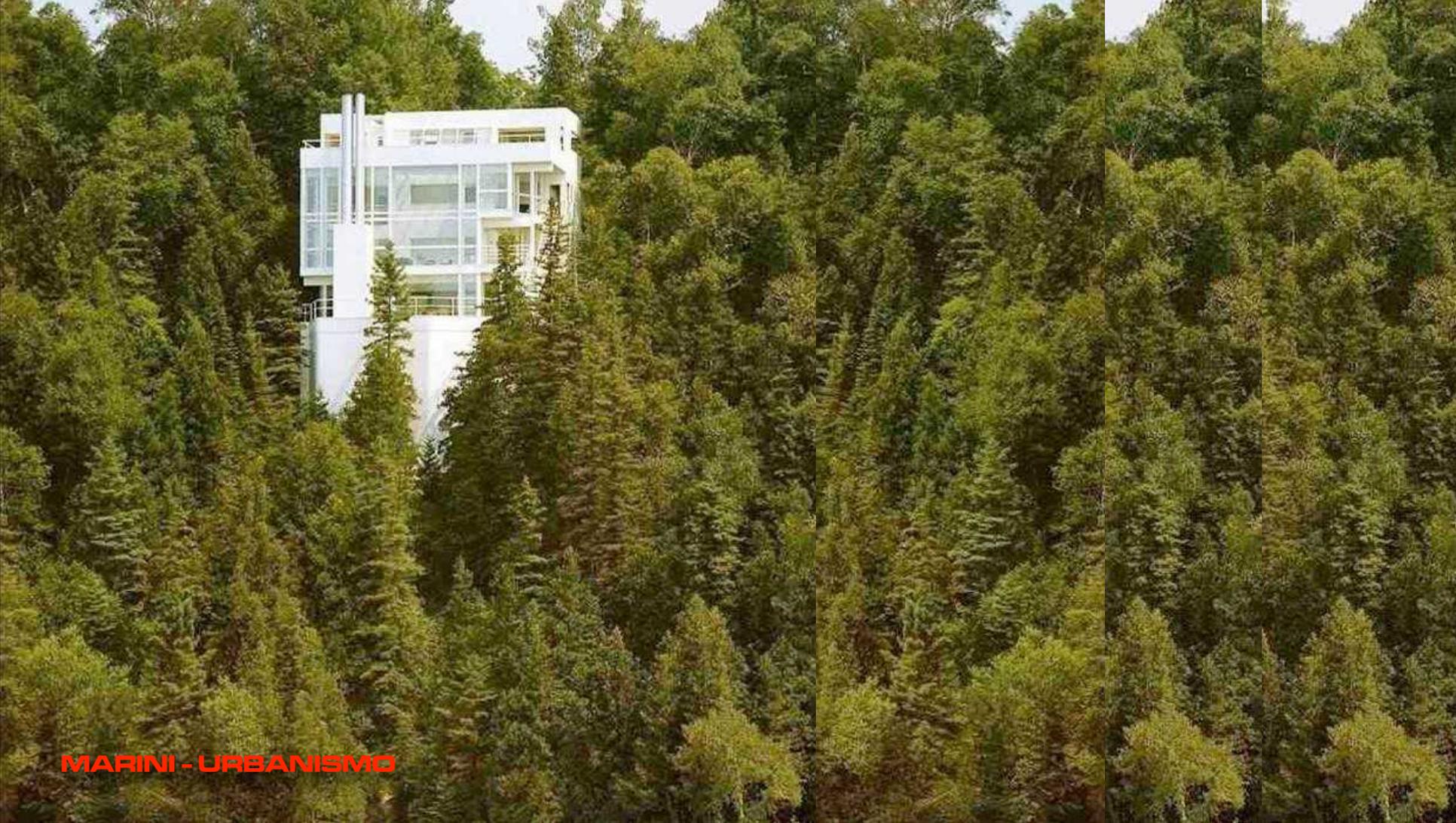


MAN THE WALKING ANIMAL

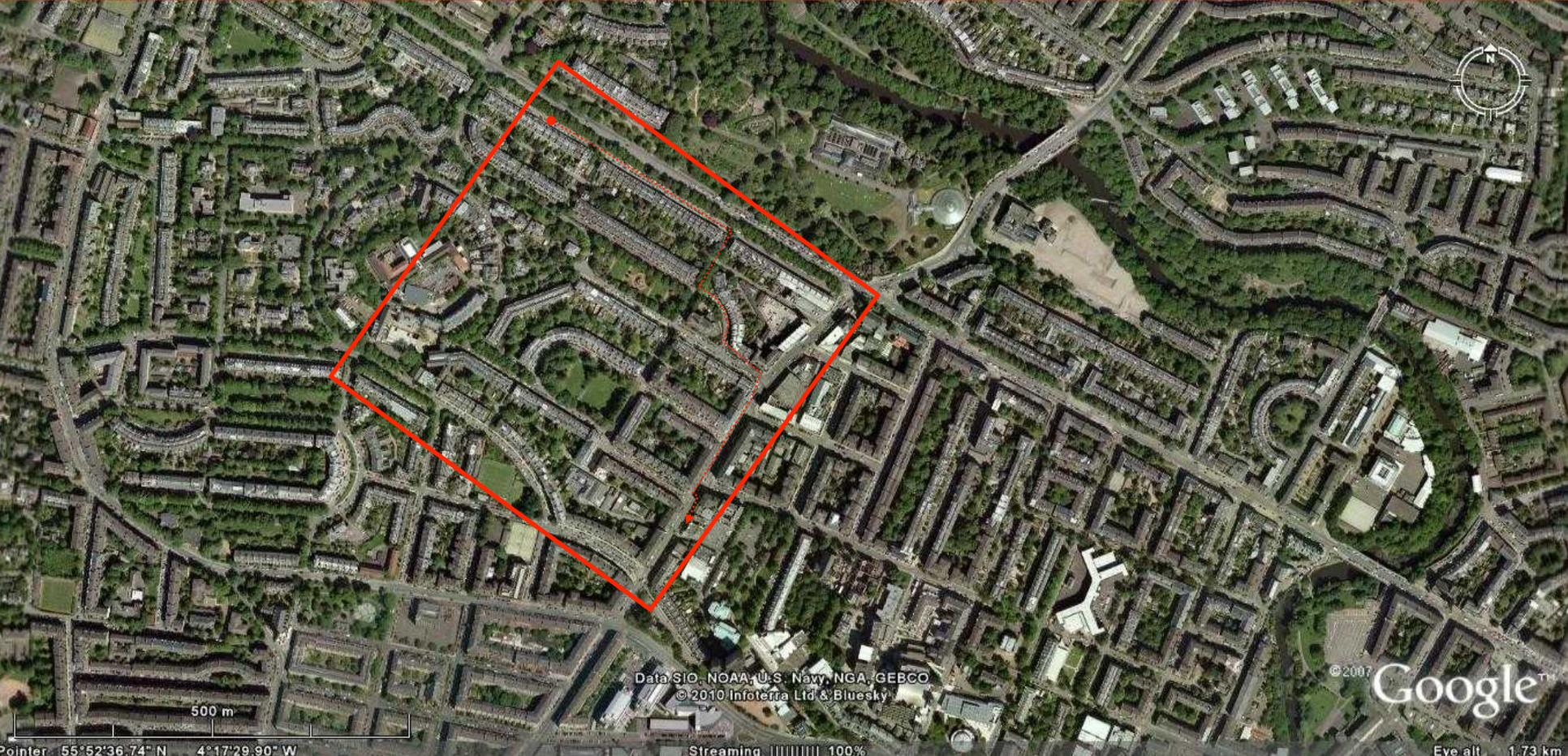
MARINIURBANISMO.COM



MARINI - URBANISMO



MARINI - URBANISMO



500 m

Pointer: 55°52'36.74" N 4°17'29.90" W

Data SIO, NOAA, U.S. Navy, NGA, GEBCO
© 2010 Infoterra Ltd & Bluesky

Streaming ||||| 100%

© 2007 Google™

Eye alt. 1.73 km

MARINI - URBANISMO

500m²

WEST END of GLASGOW



**DARLING!
TRUST ME
I AM AN
URBANIST**

CO-CREATION

**“Tell me and i will forget.
Show me and i will remember.
Involve me and i will understand.
Step back and i will act.”**

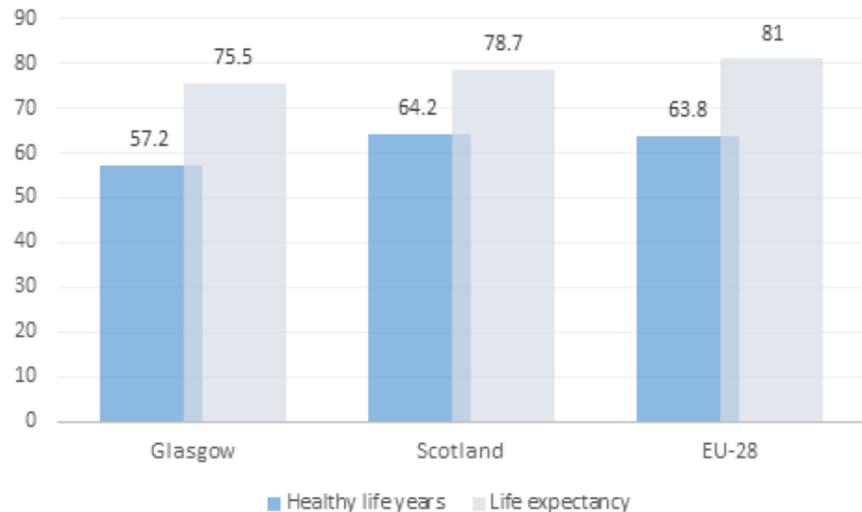
Old Chinese proverb



Why are architects, are not interested in **people**?

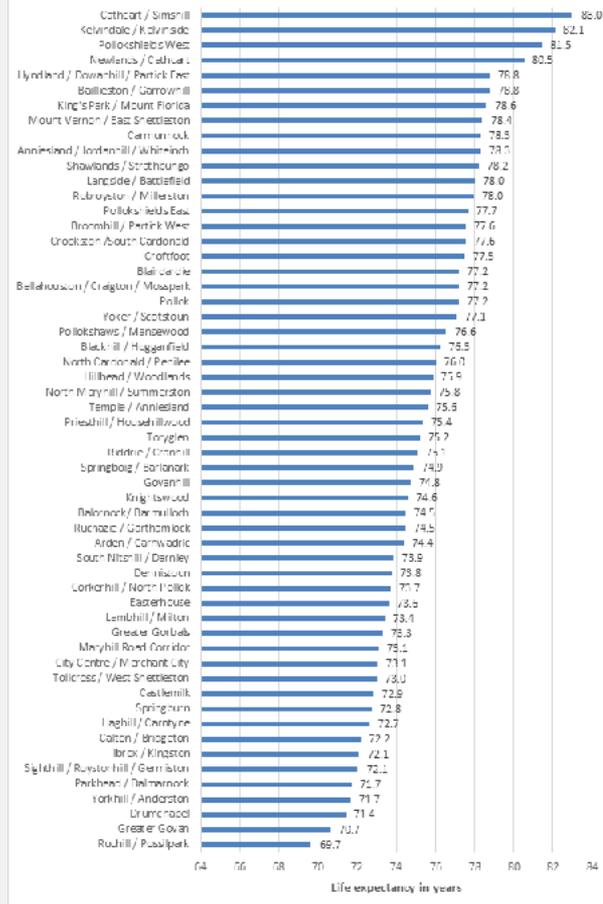


Male and female averaged life expectancy at birth and healthy life years for Glasgow, Scotland and the EU



Source: Male and female averaged life expectancy and healthy life years in Glasgow, Scotland and EU-28, (Public Health information for Scotland, 2013), (Eurostat, 2016).

Life Expectancy at birth in Glasgow, by neighbourhood, (2008-2012)



Source: 2008-2012 male and female averaged life expectancy at birth for each Glasgow neighbourhood, (Glasgow Centre for Population Health, n.d.).



Made in Sauchiehall and Garnethill

Summary Document

Final Regeneration Framework for Sauchiehall and Garnethill District

April 2016

SAUCHIEHALL STREET
CITY CENTRE

Made in Sauchiehall and Garnethill

Summary Document

Final Regeneration Framework for Sauchiehall and Garnethill District

April 2016

City Centre Regeneration
Development and Regeneration Services
Glasgow City Council
231 George Street
Glasgow
G1 1RX

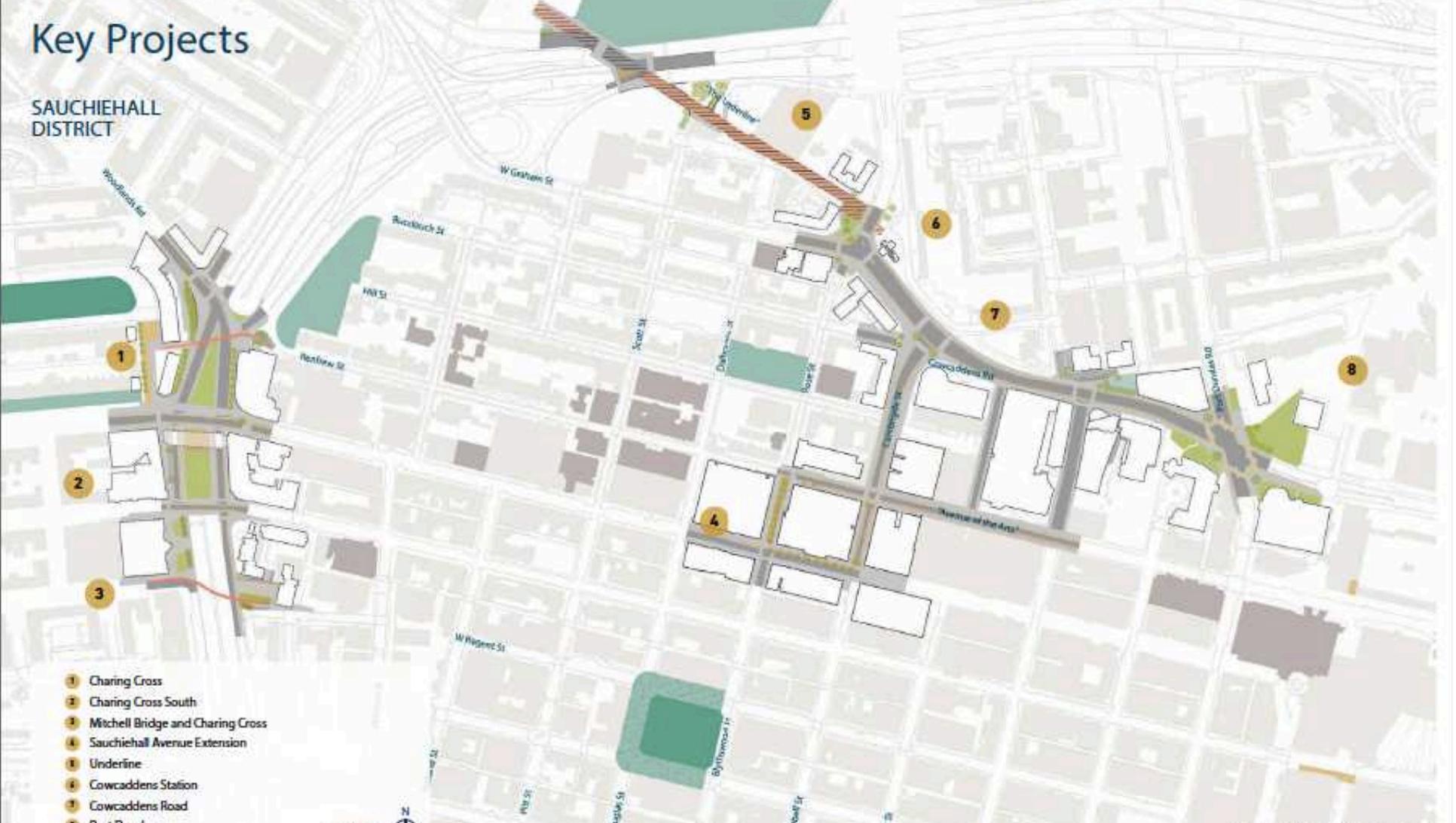


nick wright planning

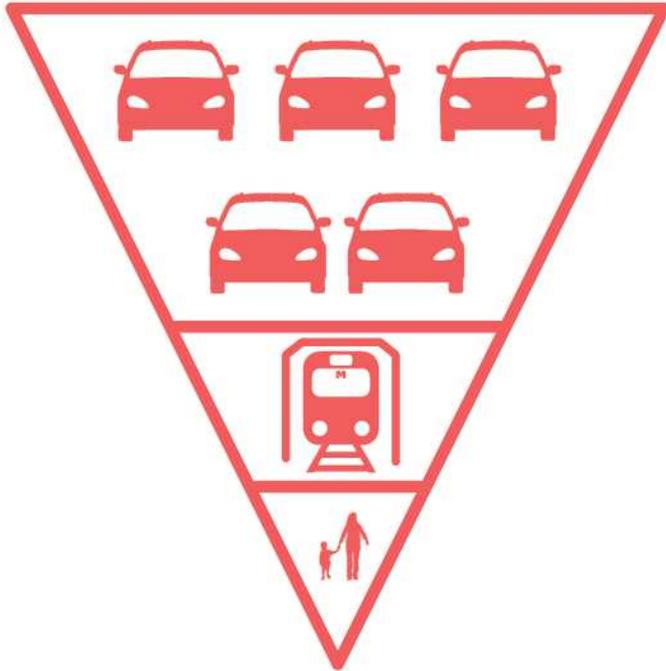


Key Projects

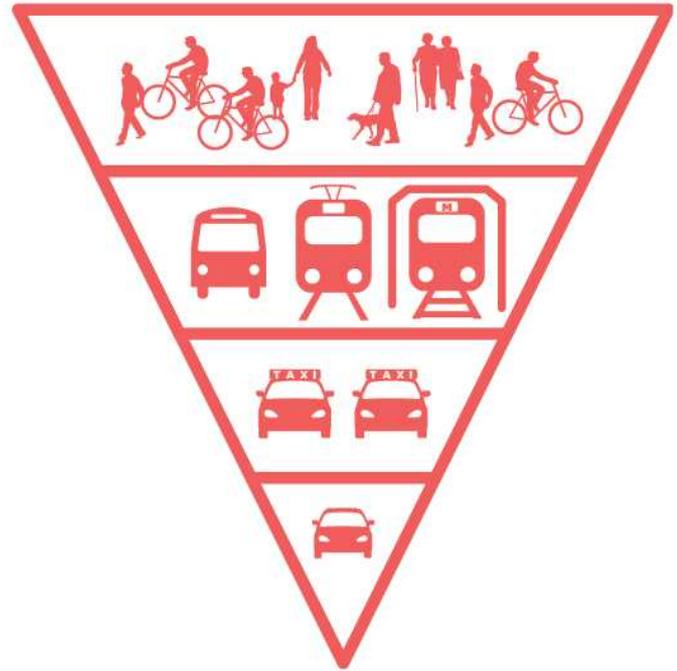
SAUCHIEHALL DISTRICT

- 
- The map displays the Sauchiehall District with various streets and landmarks. Key projects are indicated by numbered yellow circles (1-8) and colored lines. Project 1 is at Charing Cross, Project 2 is at Charing Cross South, Project 3 is at Mitchell Bridge and Charing Cross, Project 4 is at Sauchiehall Avenue Extension, Project 5 is an underline project, Project 6 is at Cowcaddens Station, Project 7 is at Cowcaddens Road, and Project 8 is at the intersection of Cowcaddens Road and Rosemount Road. A legend in the bottom left corner provides details for each project. A north arrow is located at the bottom center of the map.
- 1 Charing Cross
 - 2 Charing Cross South
 - 3 Mitchell Bridge and Charing Cross
 - 4 Sauchiehall Avenue Extension
 - 5 Underline
 - 6 Cowcaddens Station
 - 7 Cowcaddens Road
 - 8

WHICH ONE IS GLASGOW?



1



2

A photograph of a man with a beard and a grey cap embracing a woman with long dark hair in a crowded, blurred city street. The man is looking to the left, and the woman is leaning into him. The background is filled with other people, creating a sense of a busy urban environment.

'LA DOLCE VITA'

what is it that makes a place the kind of place that we want to spend time in

MARINI - URBANISMO

GLASGOW 25 JUNE 2019

Thinking of the city

A place is a reflection of the Culture of the people who created it.



“The point is that you can't be too greedy”

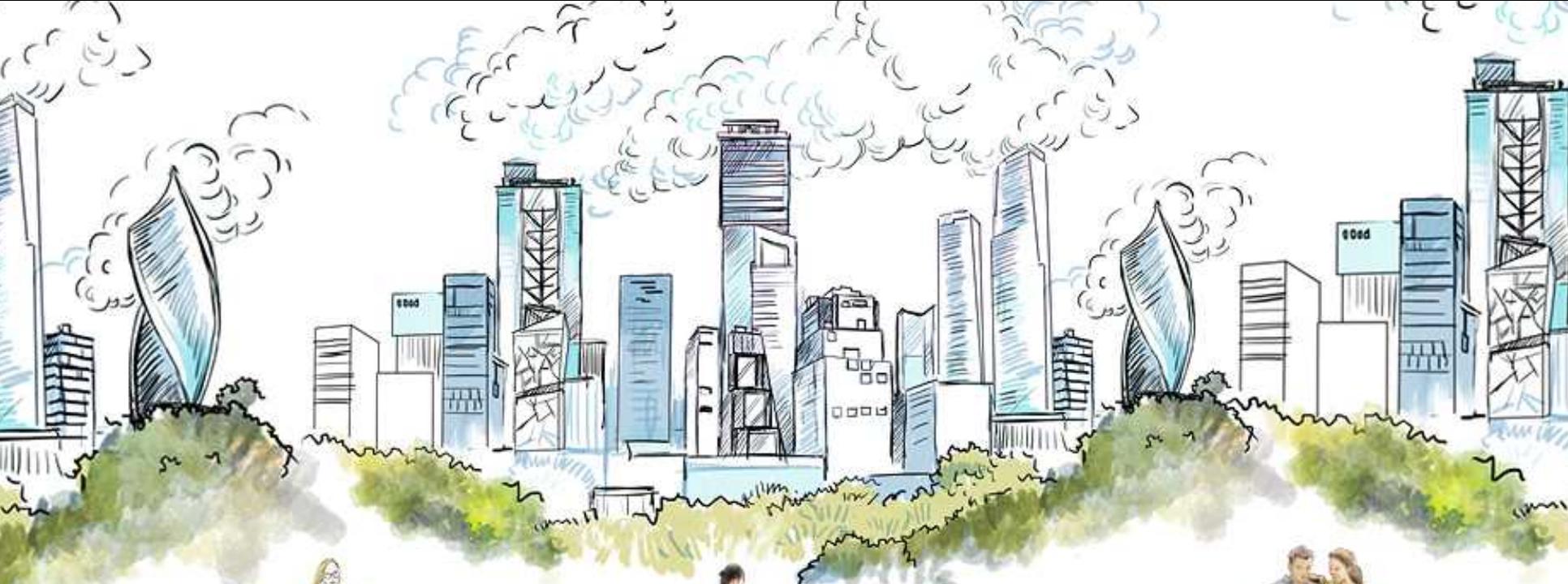
Donald J Trump

**NO NEW SHOPPING MALLS HAVE BEEN BUILT
IN THE USA SINCE 2006 - THE SHOPPING MALL
IS DEAD AS AN INVESTMENT PRODUCT**



A CITY WITHOUT PEOPLE IS A ZOMBIE FILM SET





CBRE
Gehl
Architects



PLACE



MAKING



VALUE AND THE PUBLIC REALM

MARINI - URBANISMO

CBRE

**At a time when
technology allows us to
work anywhere...
we all want to be
somewhere**

THE CASE STUDIES



TIMES SQUARE, NEW YORK

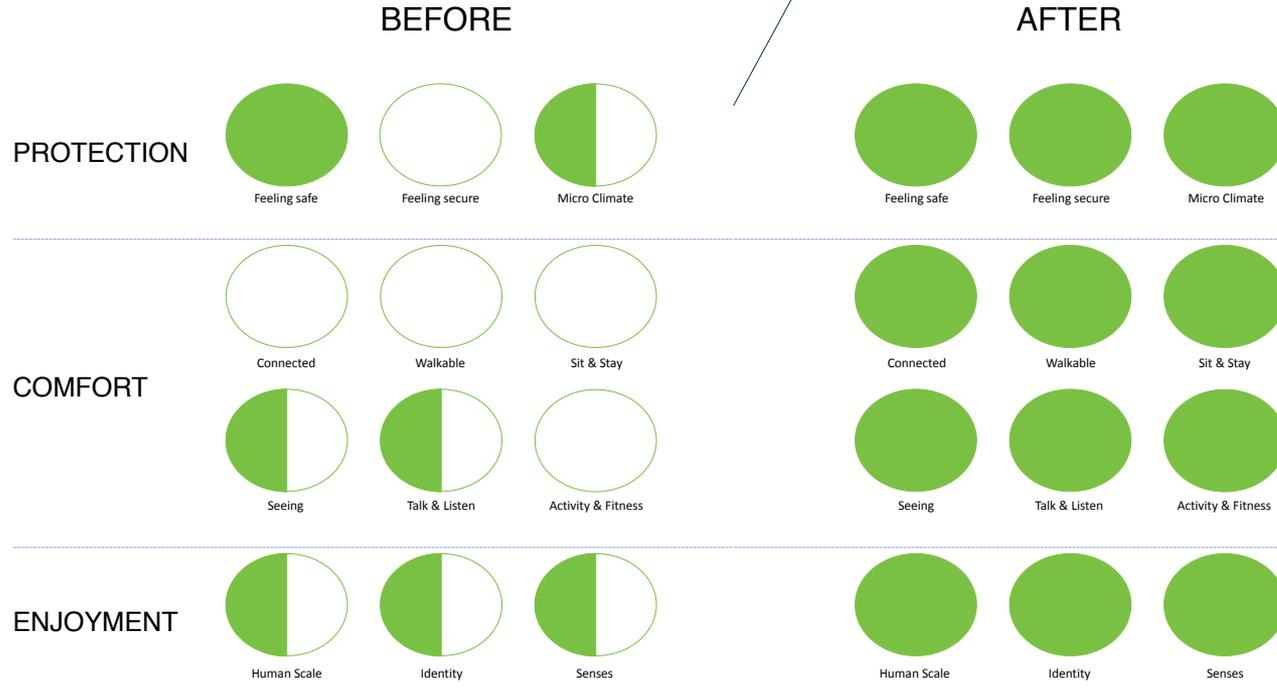


WHAT HAPPENED?

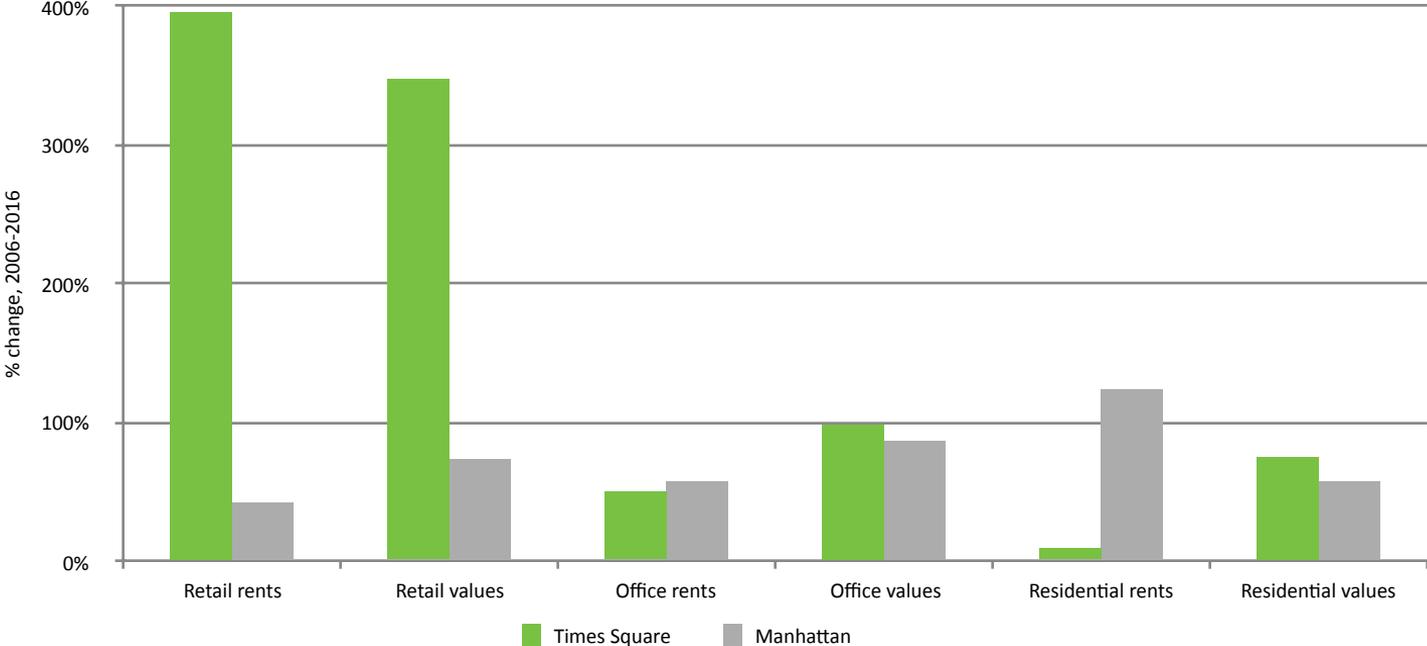


MEASURING THE HUMAN EXPERIENCE

GEHL'S 12 QUALITY CRITERIA



REAL ESTATE IMPACT



GRANARY SQUARE, KINGS CROSS



GRANARY SQUARE, KINGS CROSS



WHAT WAS THE RESULT?

PROTECTION



Feeling safe



Feeling secure



Micro Climate

COMFORT



Connected



Walkable



Sit & Stay



Seeing



Talk & Listen



Activity & Functions

ENJOYMENT



Human Scale



Identity



Senses



Good



Average



Poor

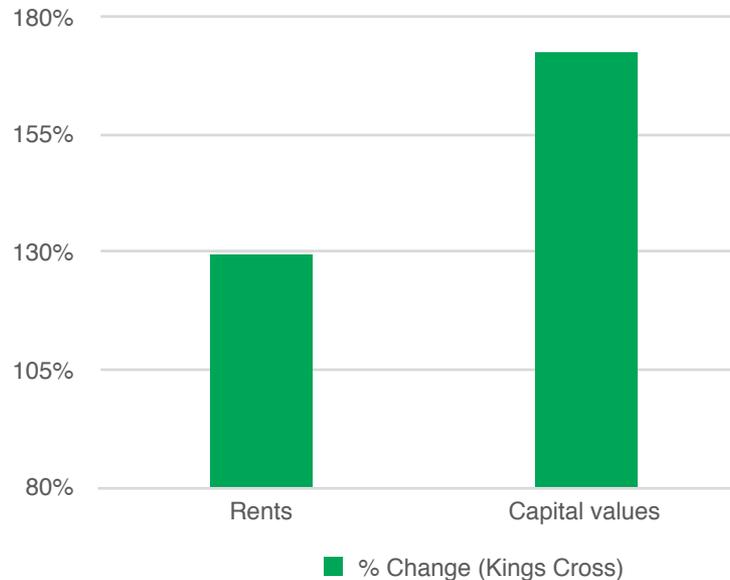


WHAT WAS THE RESULT?

Residential impact (2011-2016)



Offices impact (2006-2016)



WHAT HAVE WE LEARNED?



VALUE CANNOT BE
BOUGHT...
IT HAS TO BE **CREATED**



THE **HUMAN EXPERIENCE**
IS FUNDAMENTAL



PLACEMAKING
IS ALL ABOUT **CONTEXT**

Sustainable Cities are People Cities

Many of the same aspects make Cities both liveable and sustainable



TIME



HEALTH • PUBLIC HEALTH

**Air Pollution Kills More Than 5 Million
People Around the World Every Year**

34

MARINI - URBANISMO

MARINI - URBANISMO



KILLER AIR

Air pollution in Europe is reducing the average lifespan by 2 years

By Zoë Schlanger • March 21, 2019

WHICH COUNTRIES BUY THE MOST CARS?



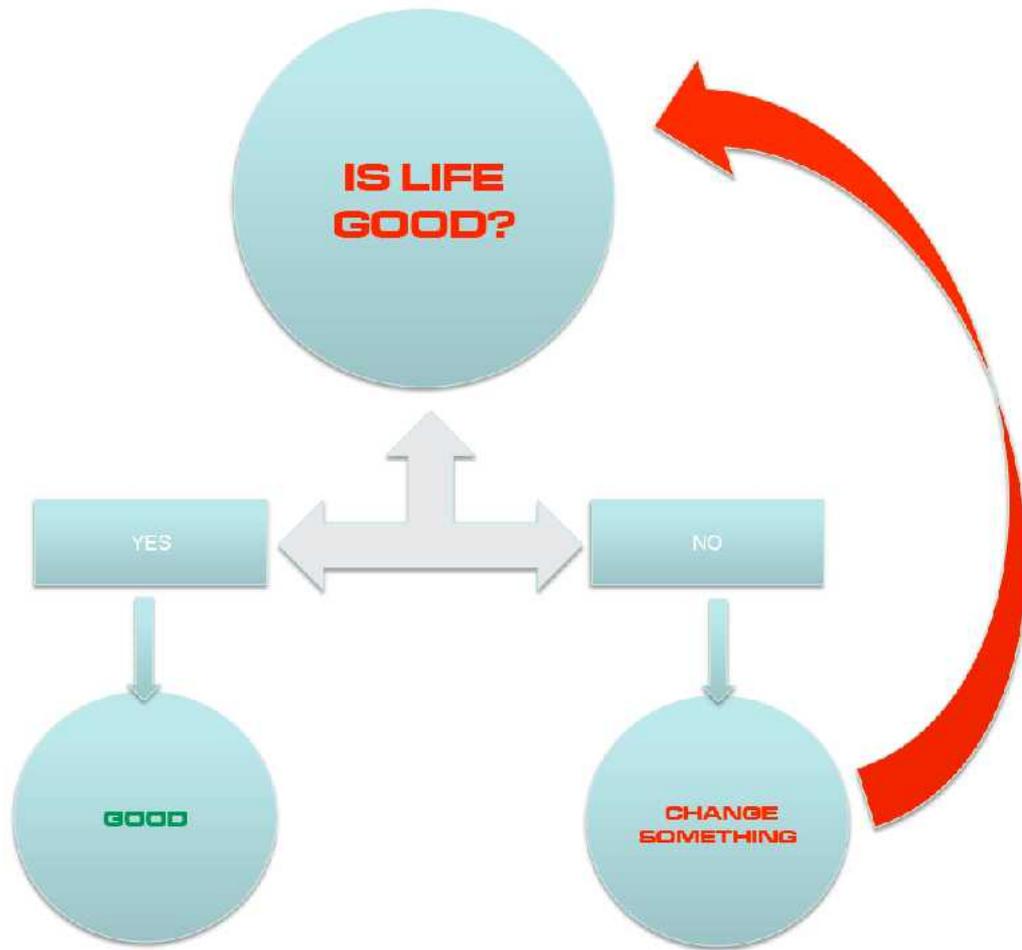
**HEALTHY AIR
IS A HUMAN
RIGHT**

PROBLEM - compliance / vision
OBJECTIVE - health / wellbeing
SOLUTION - invitations / change

A woman wearing a white kurta and red leggings is riding a white scooter on a city street. A young child is seated in front of her, and another woman in a colorful sari is seated behind her. The background shows a busy street with several cars and buildings. The text "EVERYONE WANTS PROGRESS - NO ONE WANTS CHANGE." is overlaid on the left side of the image.

**EVERYONE WANTS
PROGRESS - NO ONE
WANTS CHANGE.**

Soren Kirkegaard



how can we

CHANGE

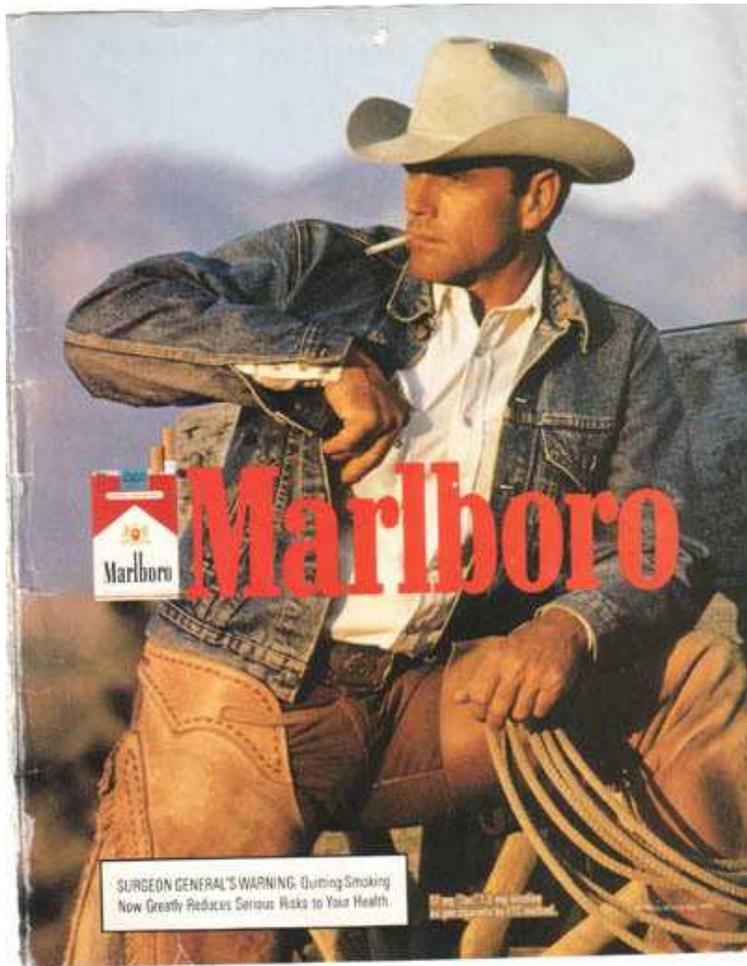


A vintage advertisement for Lucky Strike cigarettes. The central figure is Santa Claus, depicted with a long white beard, rosy cheeks, and a red hat, holding a lit cigarette in his right hand. To his left is a pack of Lucky Strike Cigarettes. In front of him is a white card with a red holly leaf and berry in the top left corner. The card contains the following text:

A GIFT BY REGARDING
 To impart—the spirit of Christmas—creativity—
 is accorded to the land. A gift that expresses
 that spirit, and brings pleasure to every
 one, both great and small, in their homes,
 such a gift, my friends, is LUCKY STRIKE
Santa Claus

At the bottom of the advertisement, the text reads: *Luckies—a light smoke* and **OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"**. A small, partially visible stamp in the bottom right corner reads "FOR LOVE".

A vintage advertisement for Chesterfield cigarettes. The top half features a large, smiling portrait of a young boy with blonde hair. A blue speech bubble with a white outline contains the text: *I Remember Momma and Poppa!*. Below the boy, a man in a suit and tie is shown smiling and pointing upwards with his right hand. In front of him is a large, white Chesterfield cigarette pack with a gold ribbon around it. A small tag attached to the pack says *Love from Mike*. To the right of the pack is a smaller pack of Chesterfield cigarettes. At the bottom, a red banner contains the text: **FOR MOTHER'S DAY FATHER'S DAY- ANY DAY**.



 **Marlboro**

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



"My Choice for Taste and Mildness"



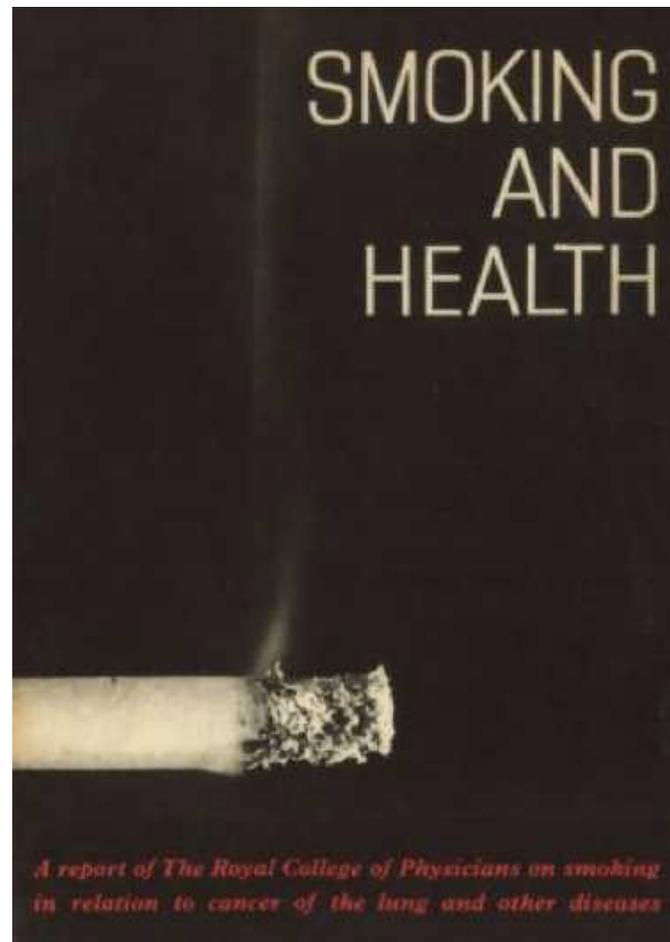


Royal College
of Physicians

57

1962

MARINI - URBANISMO



**SMOKING CAUSES
BLINDNESS**



Brand
Variant

25

The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

WARNING

**SMOKING CAUSES
MOUTH AND THROAT
CANCER**



Mouth cancer

Brand
Variant

25

The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

WARNING

**DON'T LET
CHILDREN BREATHE
YOUR SMOKE**



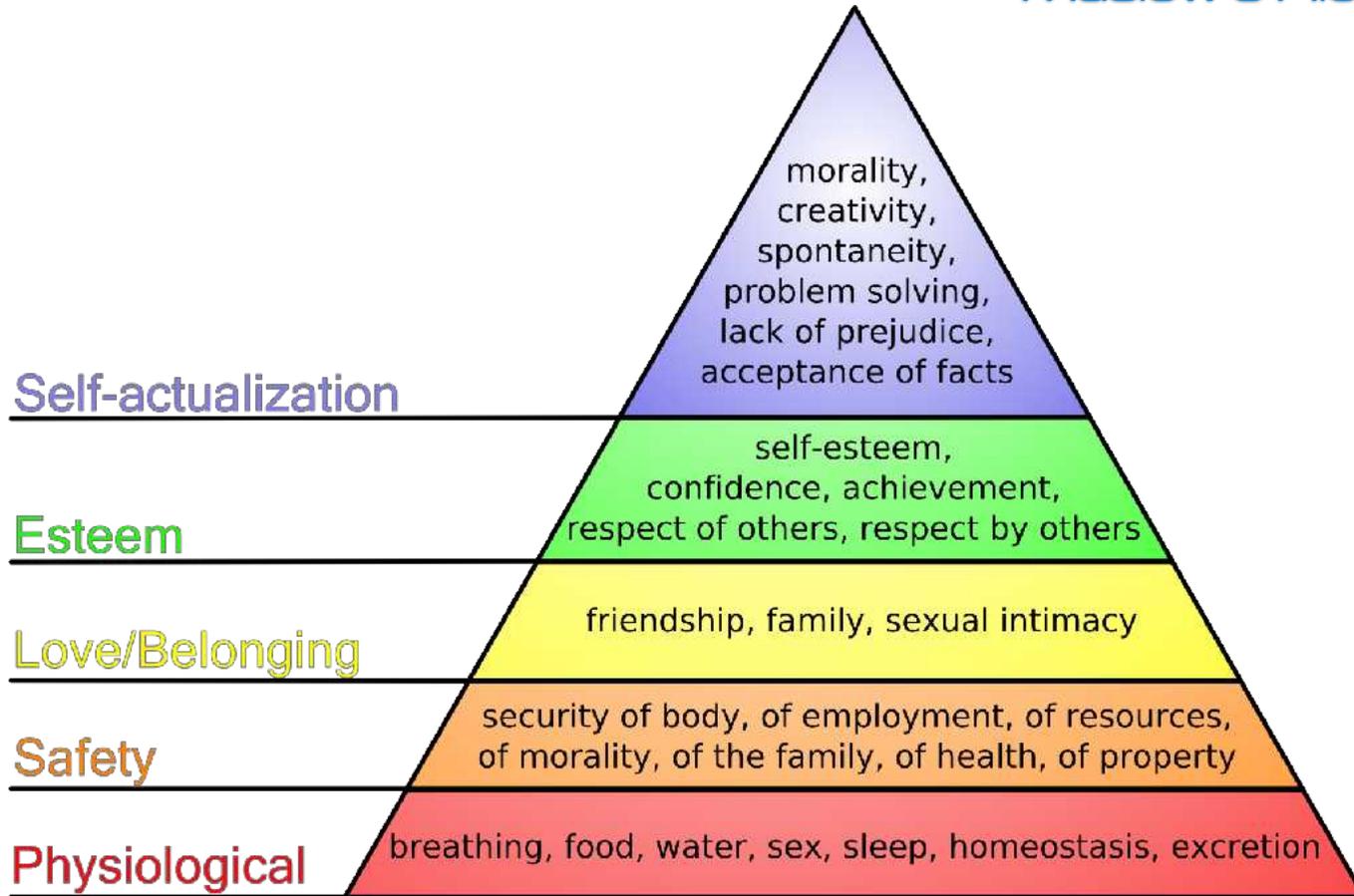
Brand
Variant

25

The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

WARNING

Maslow's Hierarchy of needs



LIVEABILITY

SURVIVAL

LIVEABILITY



**THE MONOCLE
GLOBAL QUALITY
OF LIFE SURVEY**

Paris 10

HELSINKI 5

Munich 2 ↓

**福岡 17
Fukuoka 17 →**

VANCOUVER 8

Copenhagen 1

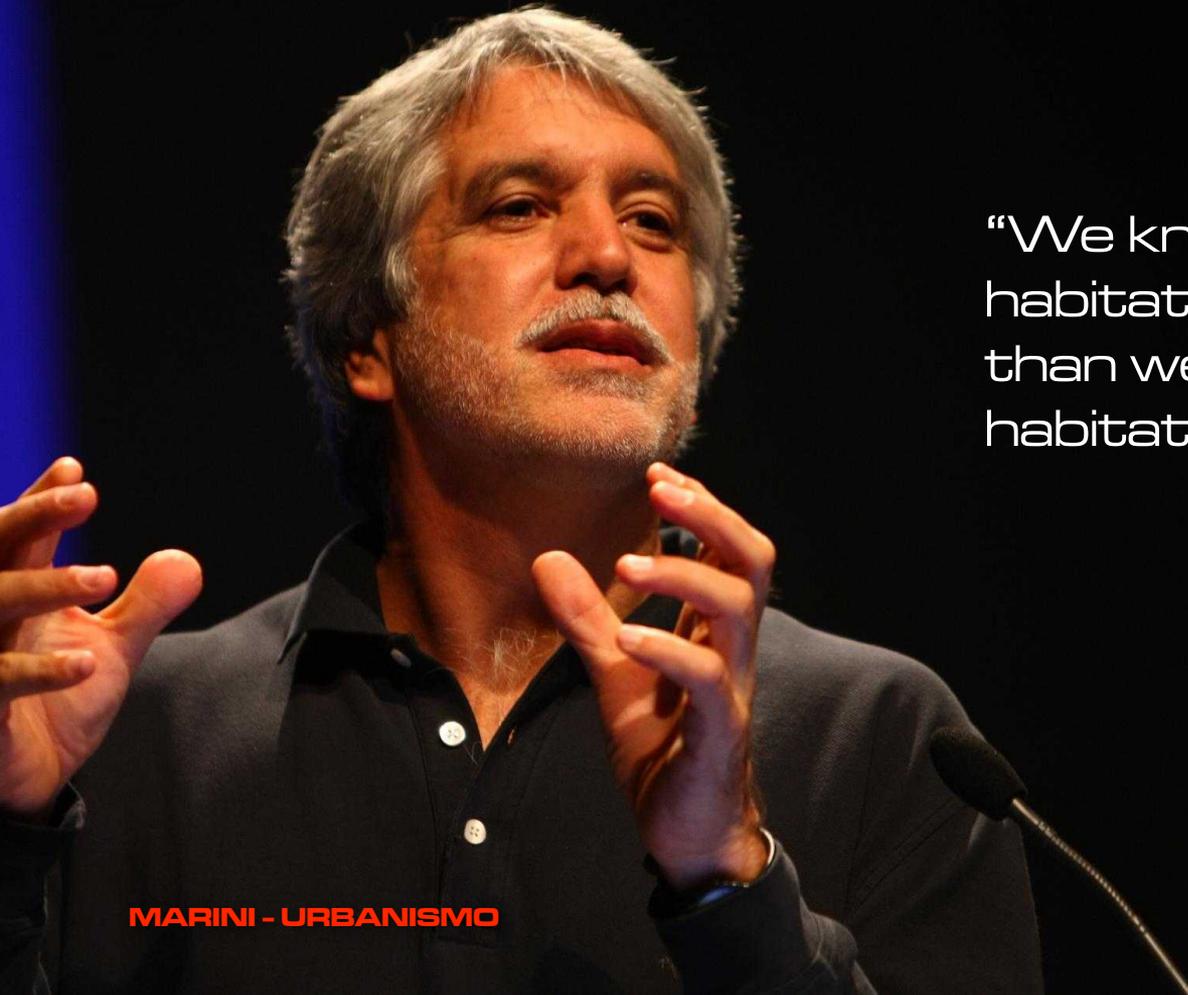
Sydney 11

14 Berlin

**N-13
Madrid
↓**

2017 QUALITY OF LIVING RANKINGS

MAKE TOMORROW, TODAY  MERCER



“We know more about good habitats for mountain gorillas, than we know about a good habitat for Homo sapiens. ”

Enrique Peñalosa Londoño



United Nations
Educational, Scientific and
Cultural Organization

Social and Human Sciences

Definition

A public space refers to an area or place that is open and accessible to all peoples, regardless of gender, race, ethnicity, age or socio-economic level. These are public gathering spaces such as plazas, squares and parks. Connecting spaces, such as sidewalks and **streets**, are also public spaces.

public space in cities

27-37%

Our methodology

1 Life



2 Space



3 Buildings





WHAT KIND OF CITY DO YOU WANT?

MARINI - URBANISMO

A CITY OF HIGHWAYS



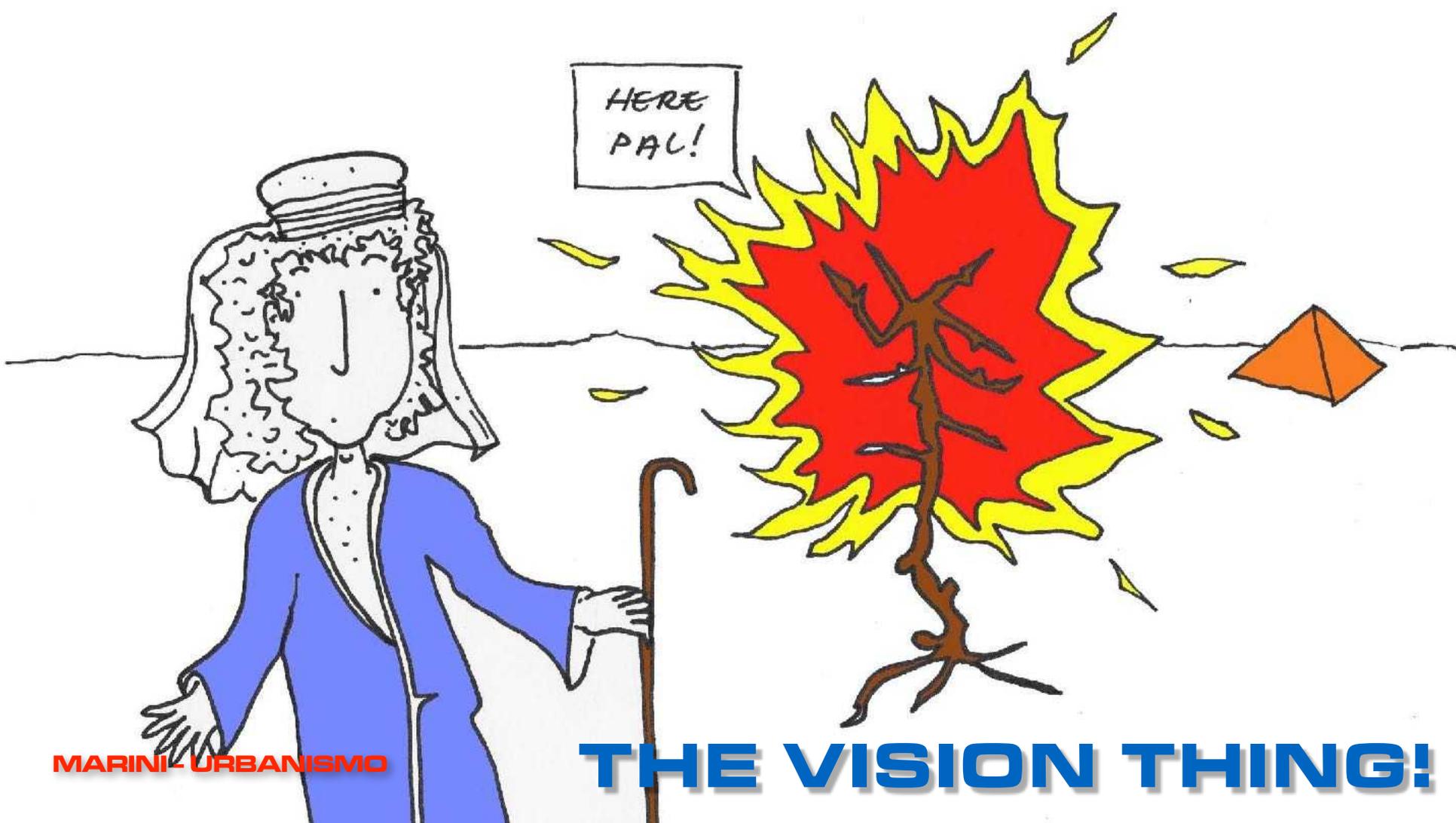




An aerial photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and a river in the background. The text "A CITY OF STREETS" is overlaid in white, bold, sans-serif font across the upper portion of the image.

A CITY OF STREETS





HERE
PAL!

MARINI-URBANISMO

THE VISION THING!

WELCOME

TO *Fabulous*
LAS VEGAS
NEVADA

MANDALAY BAY

MULTIPLE VISIONS!

MARINI - URBANISMO



WHY SEND A POSTCARD?



EDINBURGH



EDINBURGH



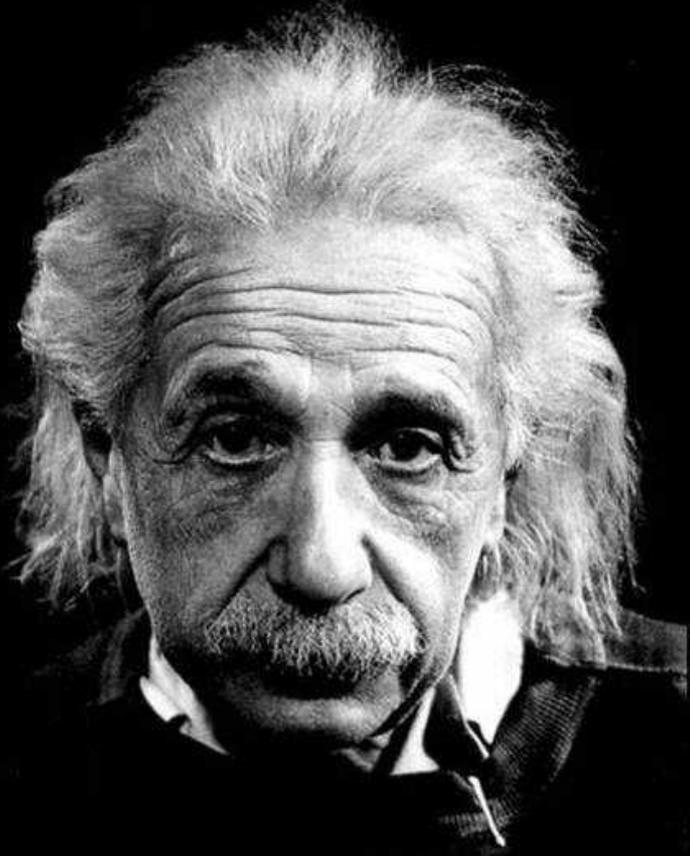
EDINBURGH



EDINBURGH



MARINI - URBANISMO



“Insanity is this:
doing the same thing
over and over again
and expecting different
results.”

Albert Einstein





From about the 1940's we have not really
Created good places.

WHY?

In our quest for efficiency we separated functions



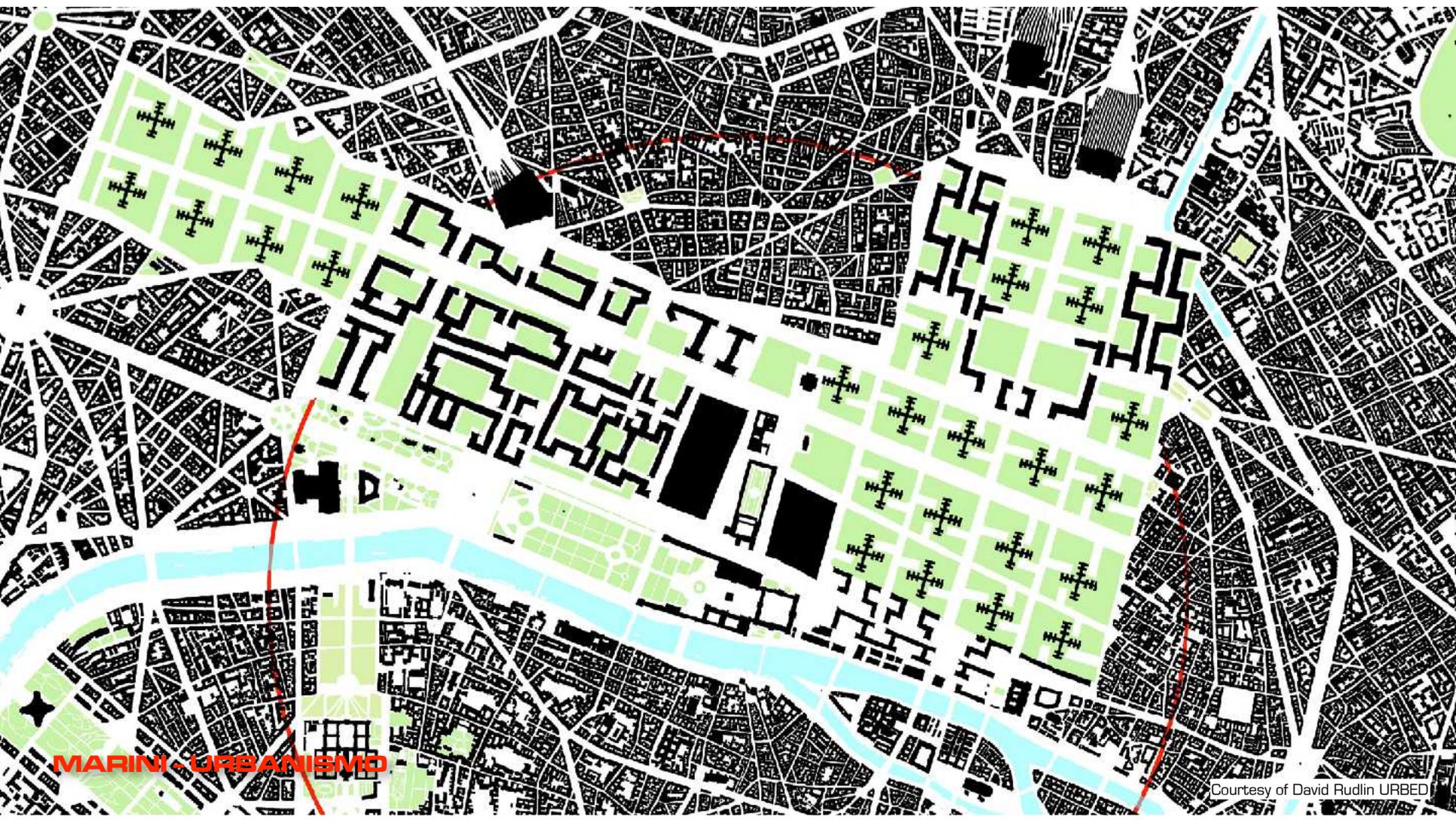
“In the past man has been first, in the future the system must be first.....”

Frederick Winslow Taylor 1856 - 1915



MARINI - URBANISMO





MARINI - URBANISMO

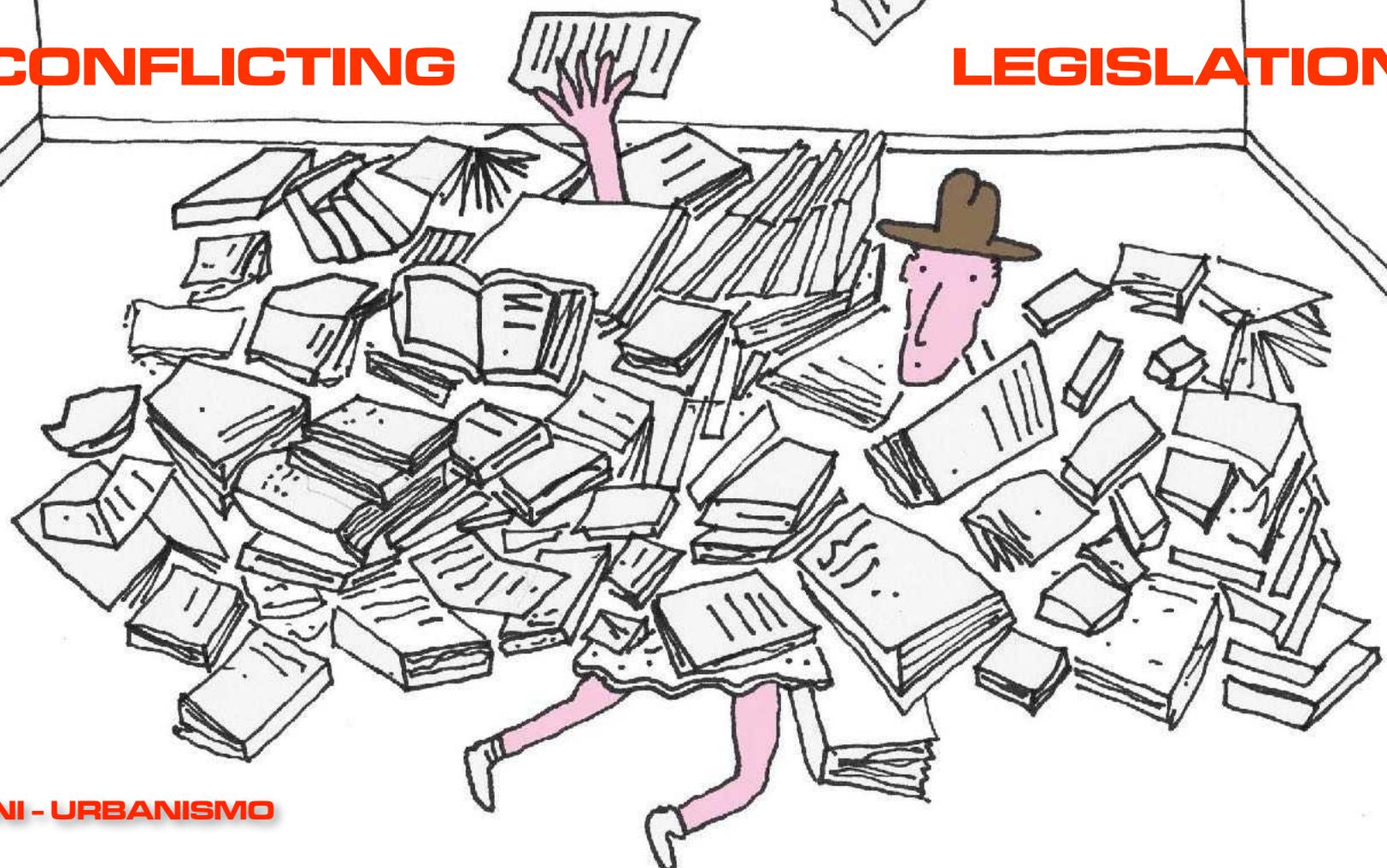
Courtesy of David Rudlin URBED

And we created.....



CONFLICTING

LEGISLATION



FALSE EFFICIENCIES

We handed our world over to the accountants

Köln-Nord

Suburbia

NEXT 6,000,000 EXITS



Dortmund
Wuppertal-Ost



Oberhausen
Düsseldorf
Wuppertal West

Köln-Nord
Koblenz
Eifelmer-Süd

Dortmund
Wuppertal-Ost



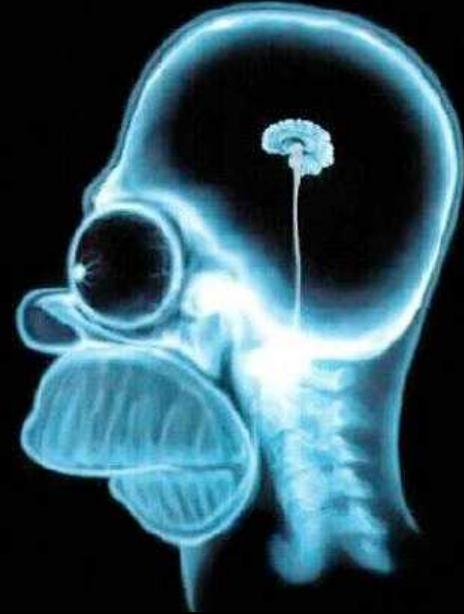




MARINI - URBANISMO



'Normal' brain
Good Design



Professional comfort zone
False Efficiencies

Don't let the
situation
confuse you.....





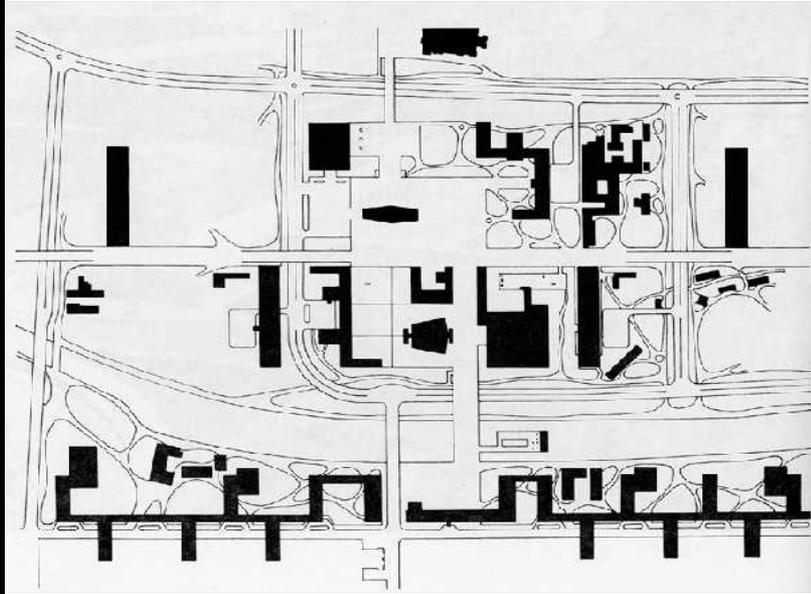
Alice had always been able to recognise bad design when she saw it!

MARINI - URBANISMO

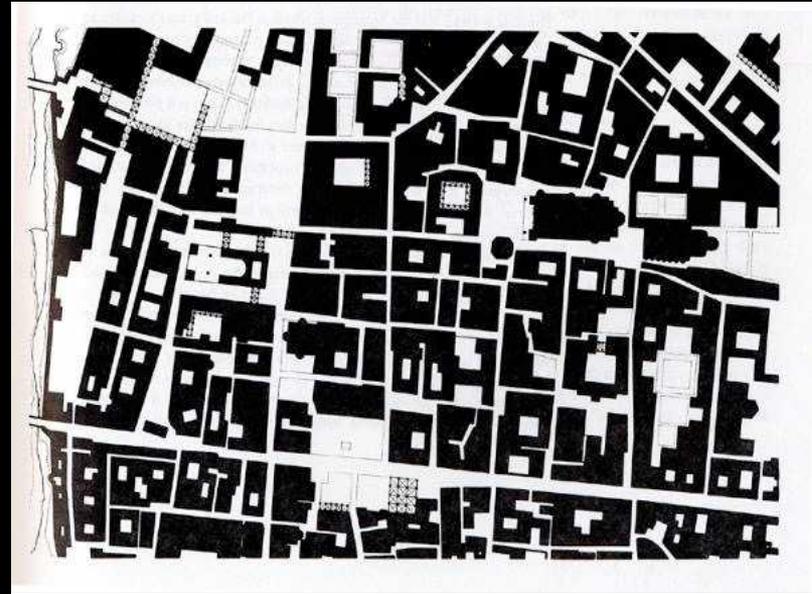


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Corbusier



Italian town



Colin Rowe: Figure grounds

Hulme Manchester



MARINI - URBANISMO

1951 (Approx. 60 dwelling/acre)





MARINI - URBANISMO

1991 (Approx. 14 dwelling/acre)

0 50 100 150 200 250 m



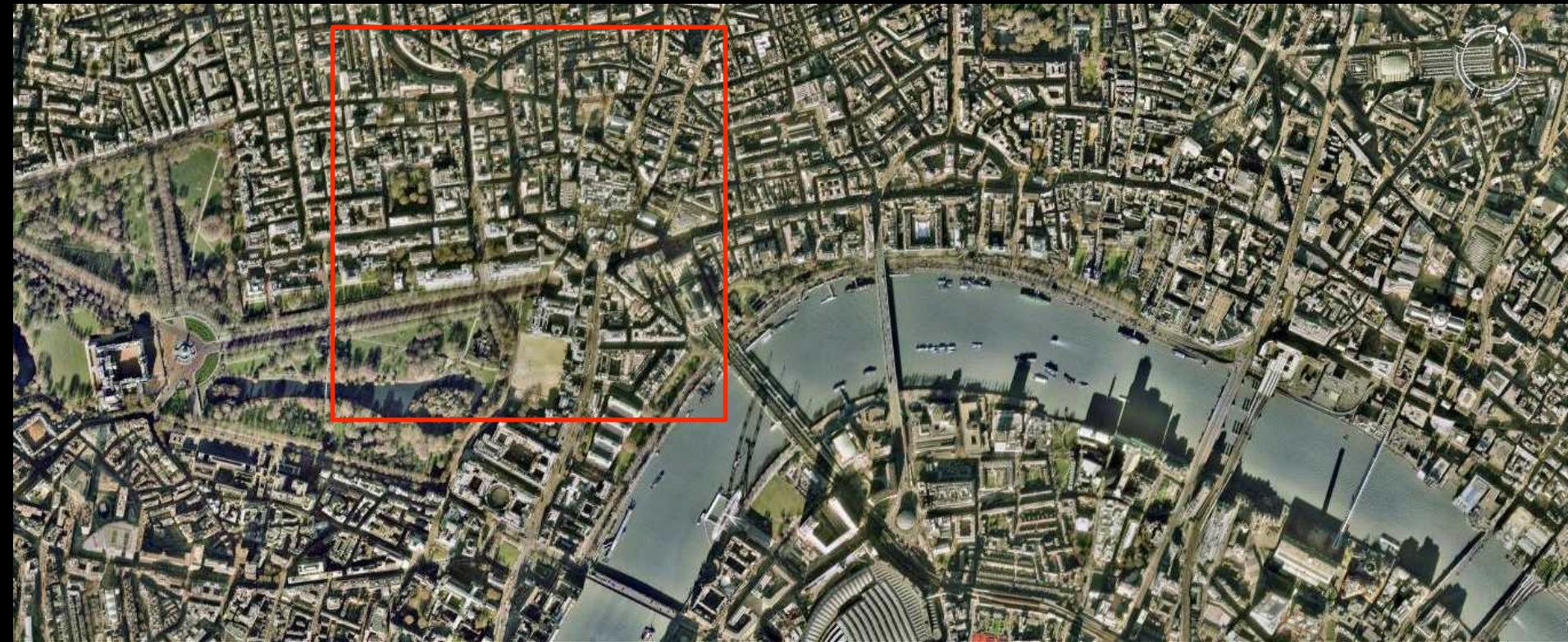
MARINI - URBANISMO

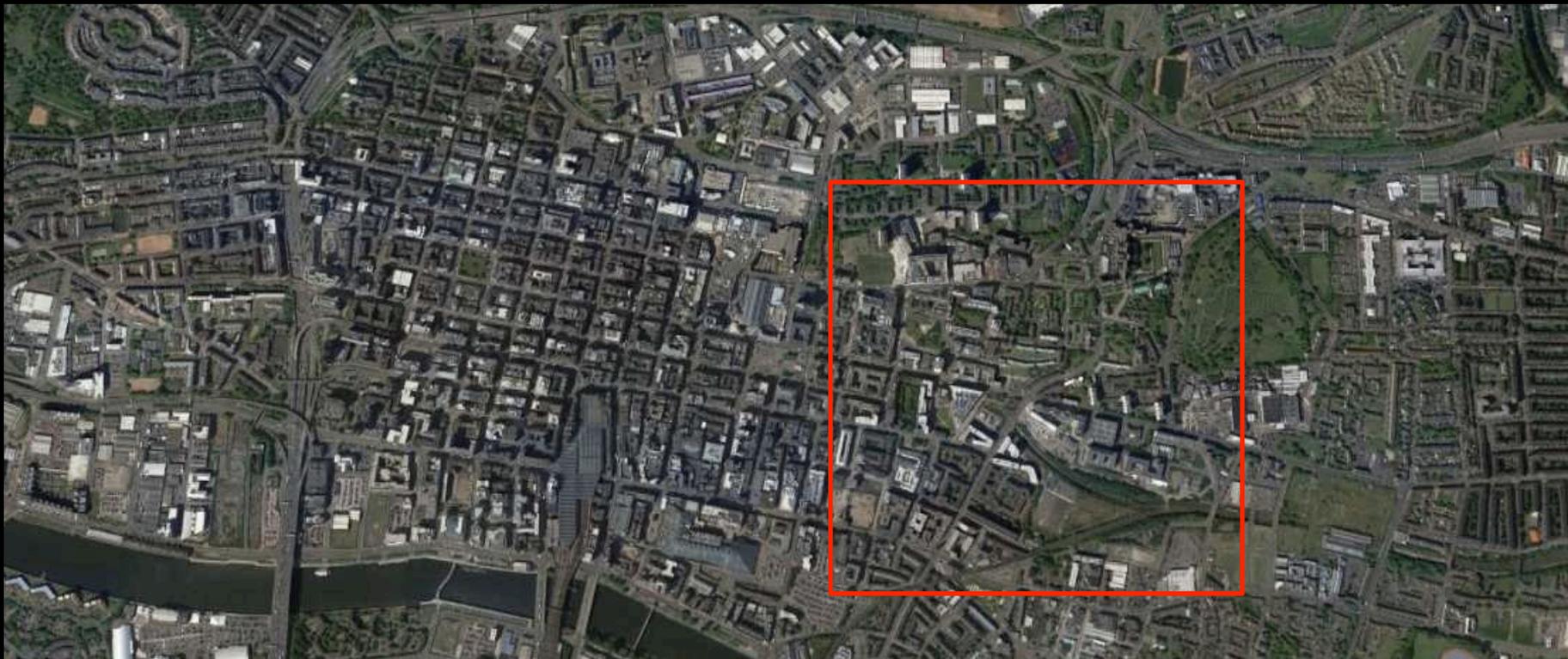
2000 (Approx. 35 dwelling/acre)















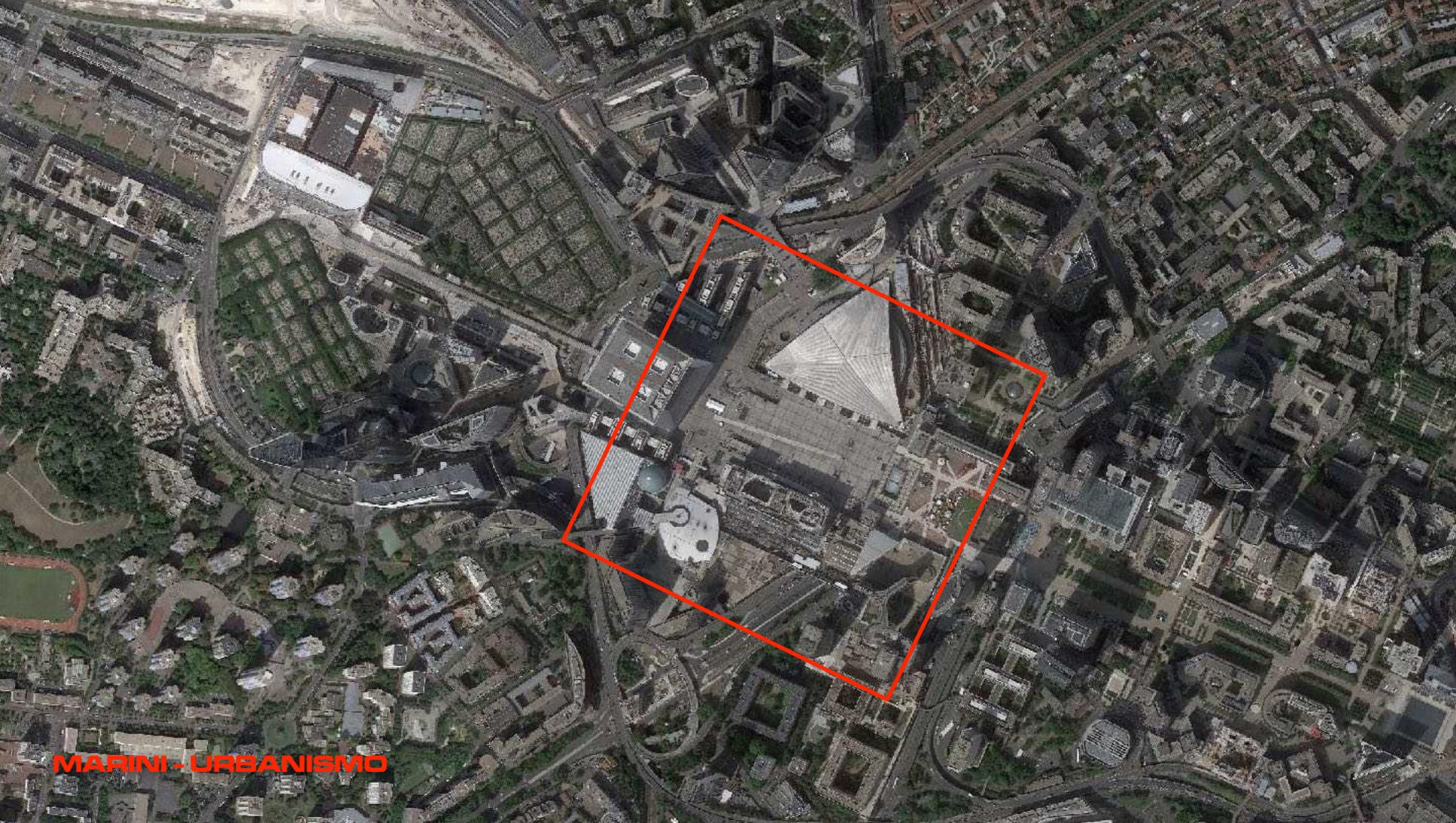




description for your map.



MARINI - URBANISMO







MARINI - URBANISMO





MARINI - URBANISMO

500 m

Google









MARINI - URBANISMO

your map.



MARINI - URBANISMO

500 m



MARINI - URBANISMO

500 m



The Traditional City

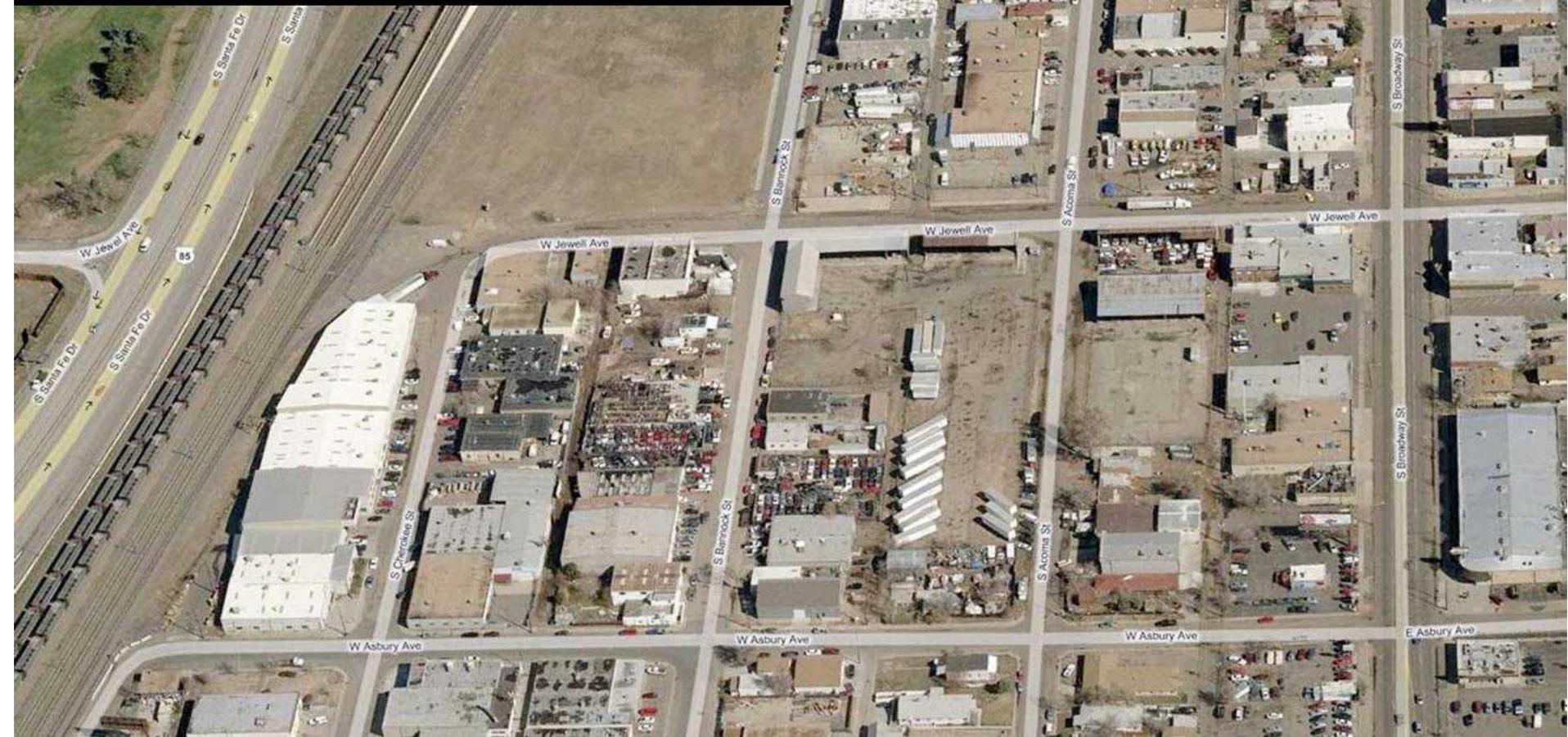


MARINI - URBANISMO

The Invaded City



The Abandoned City





MONEY

IN CHE MONDO

NATURE

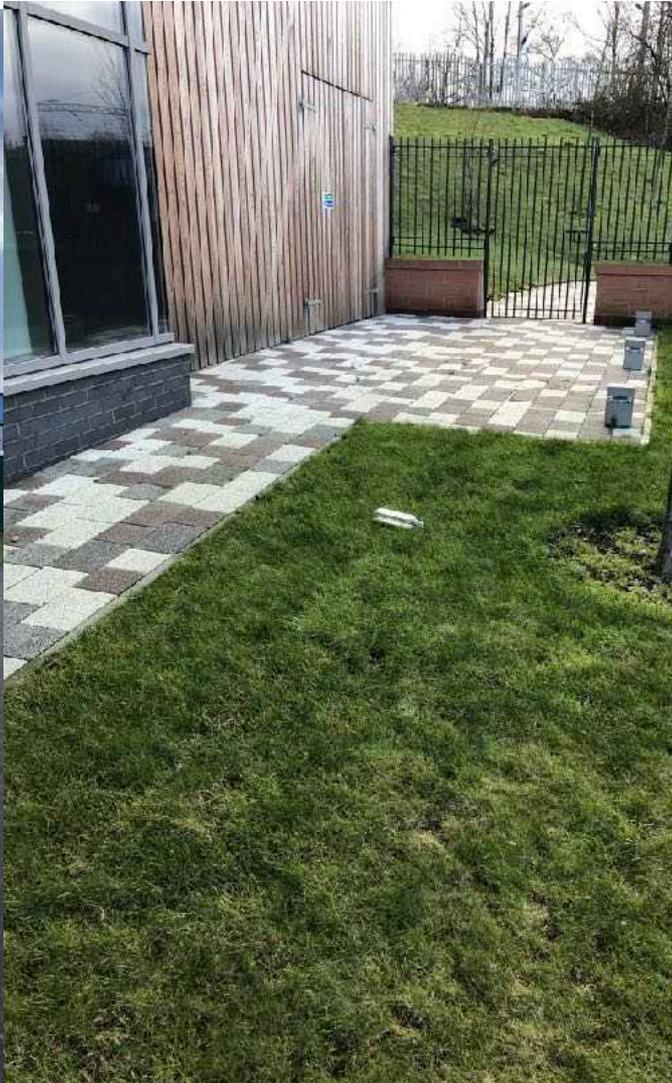
VUOI VIVERE?

LOOK AND LEARN!
EVERYTHING IS DONE
FOR A REASON OR
NOT?

MARINI - URBANISMO









Cities are for People!



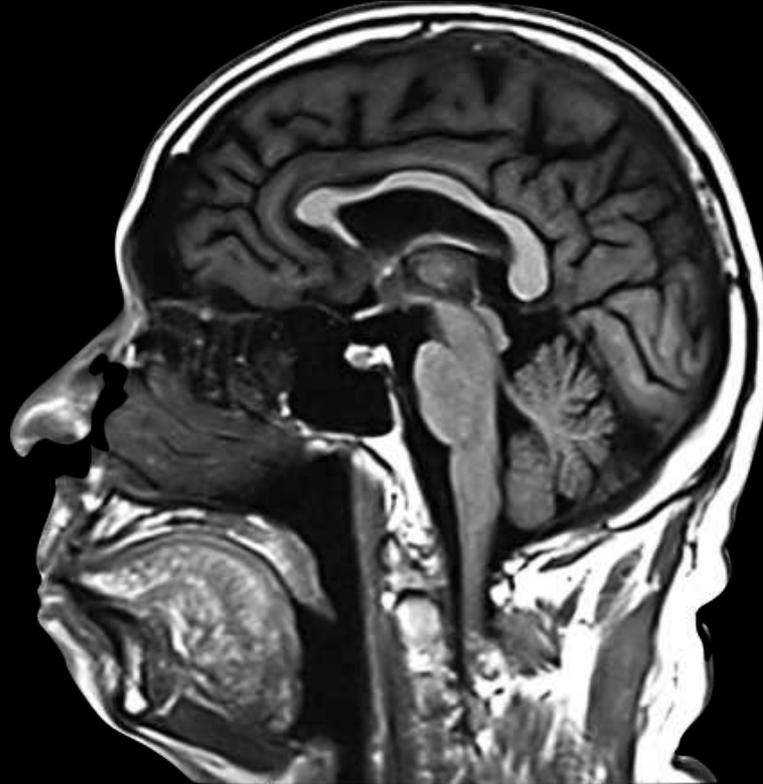
About six million years ago we became **bipedal** .

We **evolved** into walking mammals – With a ground speed - 5 km/hour



Mammalian Brain:

Memory
Maternal love
Sociability
Anxiety
Attack
Fear/hate
Anger
Jealousy



<http://www.dreamstime.com/royalty-free-stock-image-mri-brain-scan-image24527856>

Cortex:

Logic & analysis
Language
Rational thought
Morality
Emotional control

Reptilian Brain:

Breathing / temperature / avoidance / survival / hunger / thirst / territoriality
balance / reproductive drive

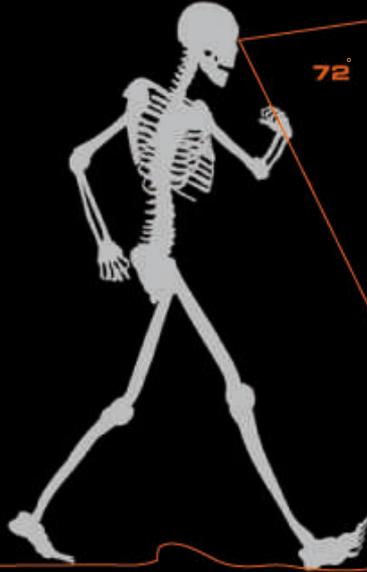


GEHL ARCHITECTS

WE HAVE A MAXIMUM VELOCITY OF 32 Km/h



When walking we look where we are
public realm is a recent invention.



putting

MARINI - URBANISMO



OUR RIB CAGE CAN WITHSTAND IMPACTS AT UP TO 32 Km/h

Our ancestors used to chase down prey by running them to the ground.





SIX MILLION YEARS LATER

-we are still a slow, fragile, linear, horizontal, max 5 km/h walking creature





Cultures are different.....



Climates are different.....





**But the way
people inhabit
and use space
is universal**



We are curious creatures

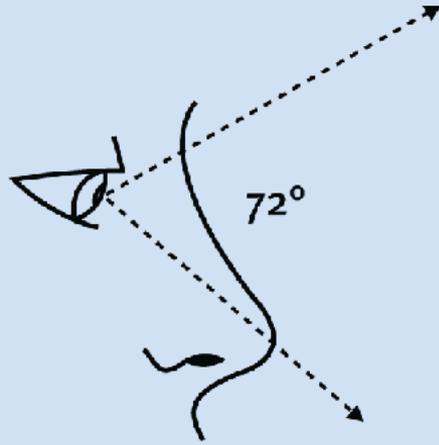


A favourite universal activity “people watching”

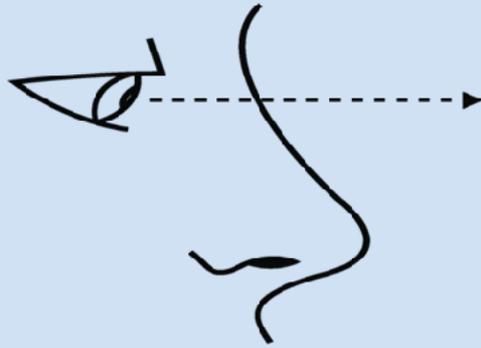


**Our senses are very
important**

75% of all our stimuli are visual



What do we experience at eye-level?





E. TORND AHL

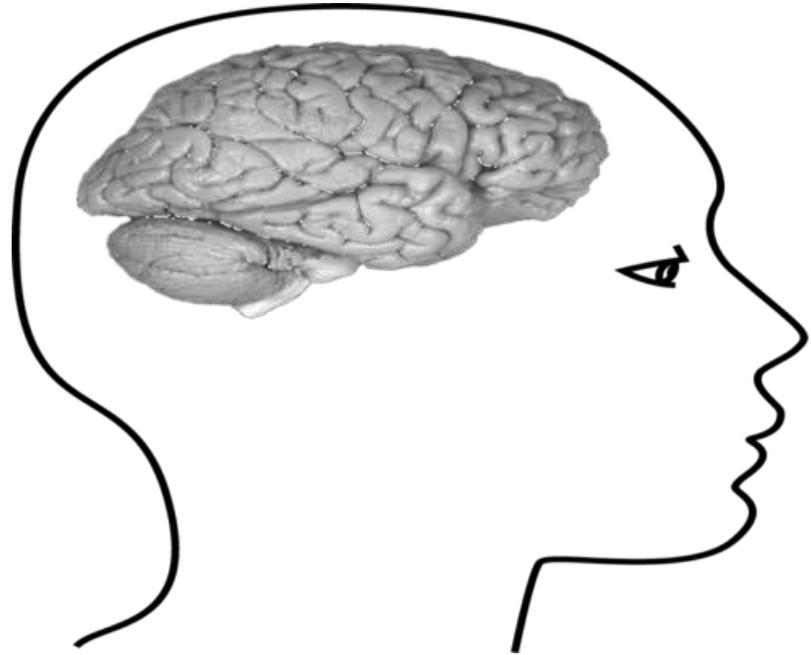
1163

GARVE

Gehl
Architects

We need a lot of stimuli

1000 stimulus per hour =
1 per every 4 seconds







COC... NS SP34

↑
↓
Ud- og
Indstigning
tilladt

40



MARINI - URBANISMO

4 sec.

4 sec.

4 sec.

4 sec.

4 sec.



1000000

4 sec.

4 sec.

4 sec.

4 sec.

4 sec.

Social field of vision 100 - 0.5m



100m - recognition, movement and posture



20m - public distance



20m - public distance



10m - facial expression and emotion



10m - facial expression and emotion



3.5-1.3m - social distance and conversation



3.5-1.3m - social distance and conversation



0.5m - intimate and sensitive distance

1.3-0.5m - personal distance



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0.5m - intimate and sensitive distance



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WHAT MAKES A LIVEABLE CITY?

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PEOPLE



PEOPLE



PEOPLE



THE HUMAN SCALE

People centric planning

THE HUMAN SCALE

People centric planning



THE HUMAN SCALE

People centric planning





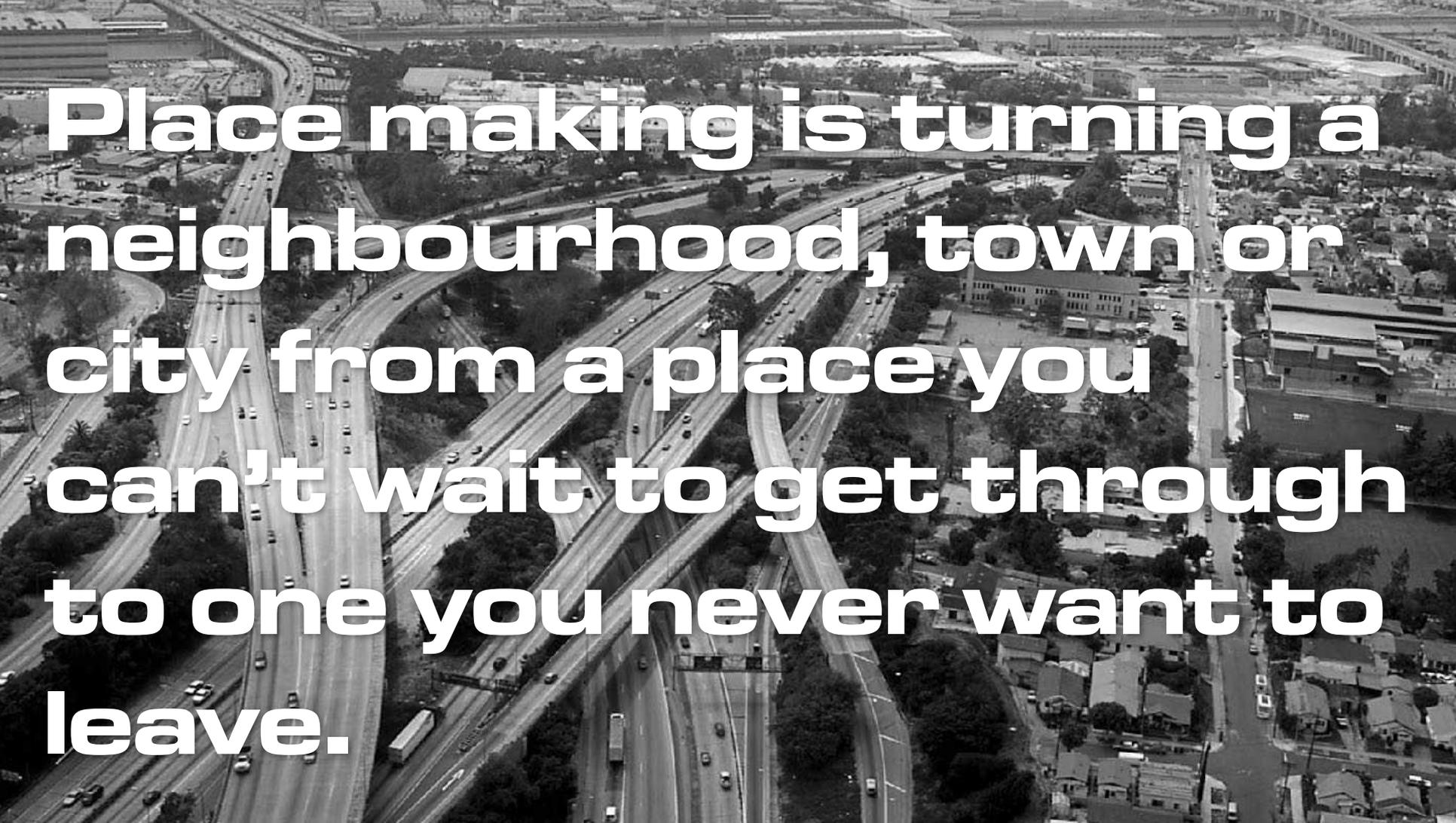
PHILIPS

PerfectCare Aqua

The excruciating pain of our urban reality

MARINI - URBANISMO

TAYLORISM APPROACH TO PLACE



Place making is turning a neighbourhood, town or city from a place you can't wait to get through to one you never want to leave.

**WHAT IS THE MOST VALUABLE
THING WE HAVE?**

THIS IS NOT ROCKET SCIENCE!

A close-up, high-angle shot of Harry Potter. He is wearing his signature round glasses and a dark green robe over a white shirt and tie. He is pointing his wand directly at the viewer with a serious, intense expression. The background is a dark, swirling teal color, suggesting a magical or ethereal environment. The lighting is dramatic, highlighting his face and the texture of his clothing.

AND DEFINITELY NOT MAGIC!





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Cities for all



IT'S ONLY ABOUT INVITATIONS

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Universal Design!



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THE BUGGY TEST



MARINI - URBANISMO

THE BUGGY TEST

THE CASE OF THE DISAPPEARING PAVEMENT

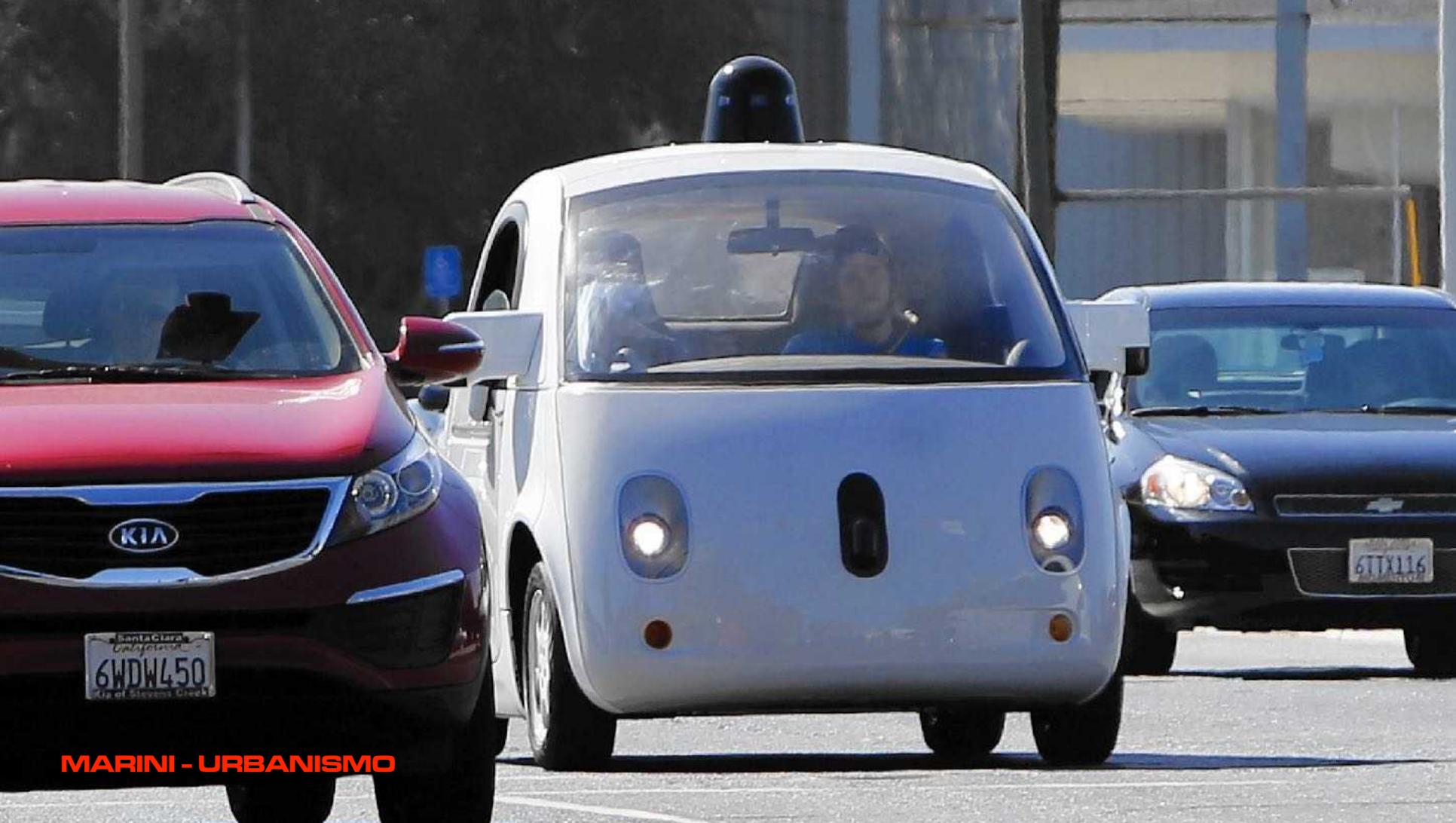




MARINI - URBANISMO







MARINI - URBANISMO



**“widening roads to solve traffic
congestion is like loosening your belt
to cure obesity”**

Walter Kulash

MARINI - URBANISMO

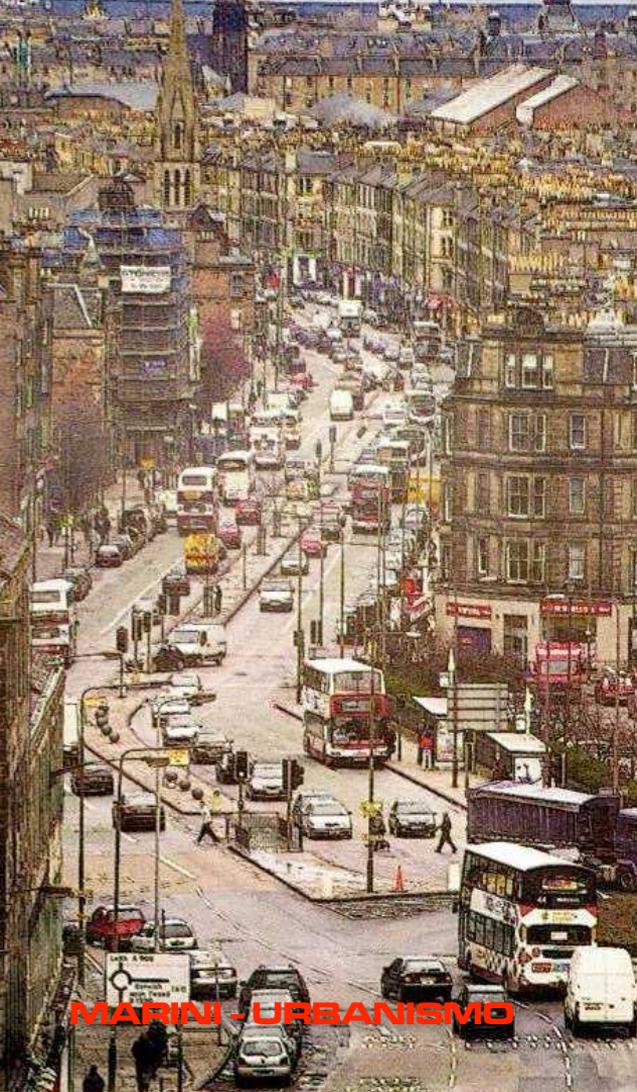


MARINI - URBANISMO

WE HAVE TO MAKE **HARD DECISIONS**

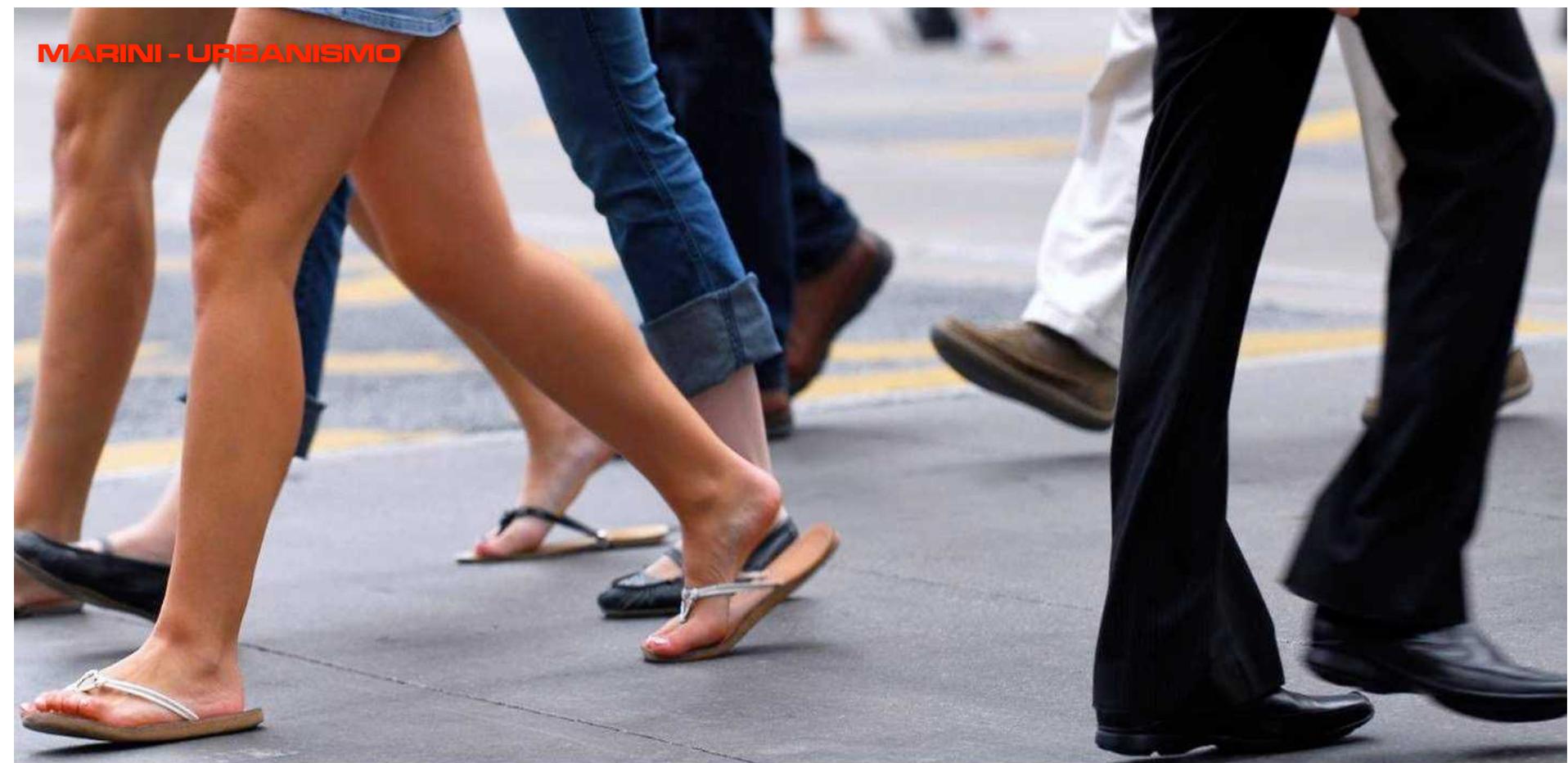


MARINI - URBANISMO



MARINI - URBANISMO

MARINI - URBANISMO



**you may arrive by plane, train, boat, bus, car or cycle but you will all become
pedestrians.**

**5 km/h environment:
Made for walking through**

GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS

НОВАТА RENAULT LAGUNA
БЪДИ ВЗИСКАТЕЛЕН



3
ГОДИНИ
ГАРАНЦИЯ

3 ГОДИНИ ГАРАНЦИЯ ИЛИ 150 000 КМ



60 km/h **invading** the 5km/h environment



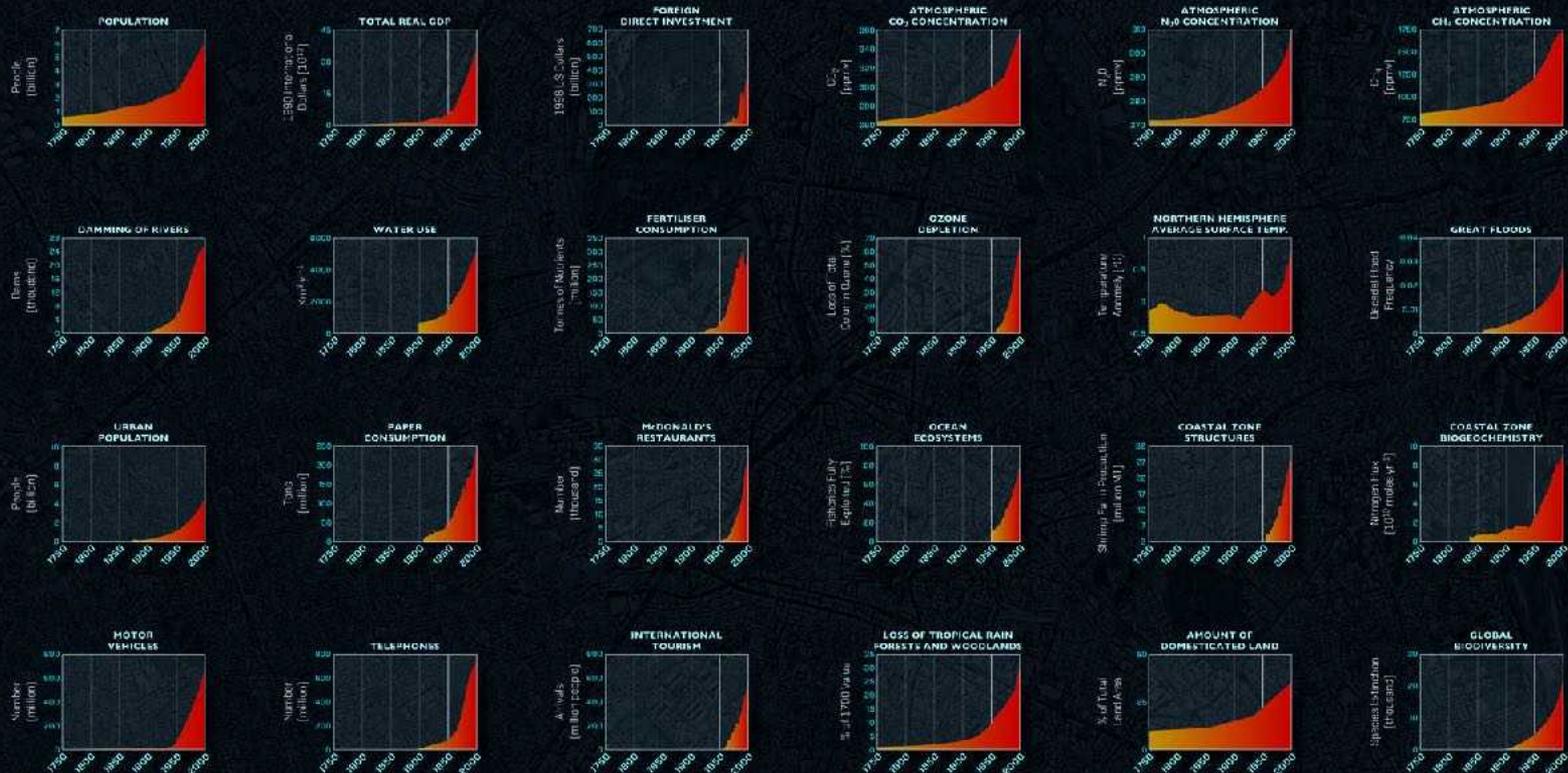
ANTHROPOCENE

THE ANTHROPOCENE

The Anthropocene defines Earth's most recent geologic time period as being human-influenced, or anthropogenic, based on overwhelming global evidence that atmospheric, geologic, hydrologic, biospheric and other earth system processes are now altered by humans.

The line corresponding to 1950 highlights the Great Acceleration, the post-World War II worldwide industrialization, technological development, nuclear arms race, population explosion and rapid economic growth.

These graphs were compiled in a publication of the International Geosphere-Biosphere Programme (IGBP).





ONE PLANET LIVING

Four globes of Earth are arranged in a 2x2 grid. The top-left globe is larger than the three smaller globes below it. Each globe shows the Earth with blue oceans, green continents, and white clouds, set against a black background.

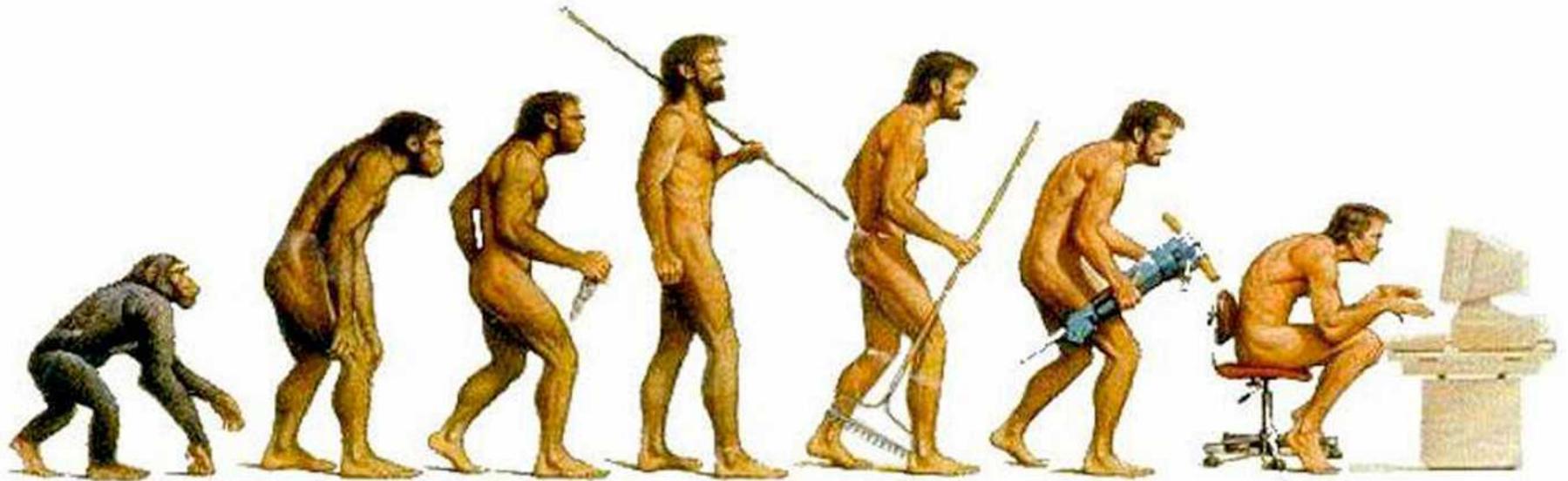
ONE PLANET LIVING



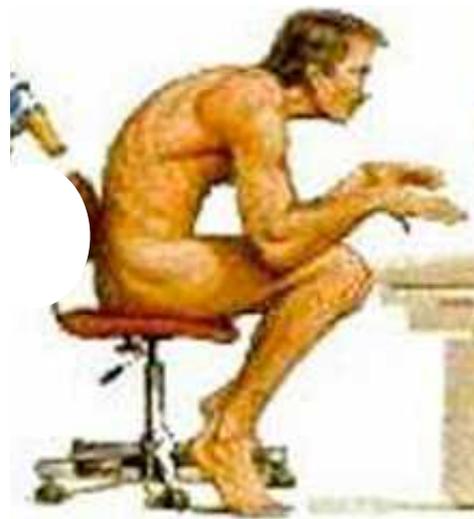
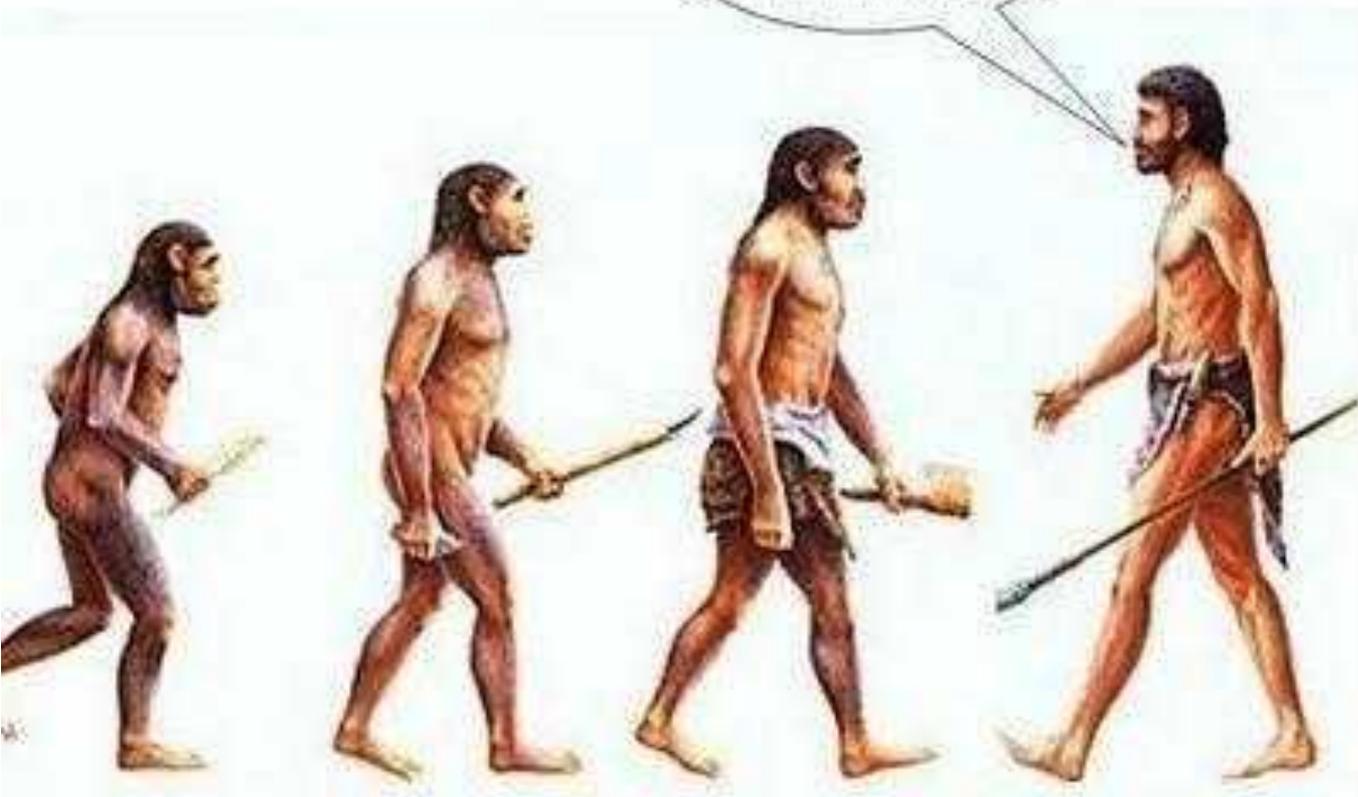
ONE PLANET LIVING



Something went terribly wrong



GO BACK.
WE FUCKED UP
EVERYTHING.



MARINI - URBANISMO

STRESS

WELLBEING

WEALTH



THIS LIGHT
NEVER TURNS
GREEN



It is costing us the earth, it is costing us our lives!



...er ikke kun i Houston, folk er store, selv om byen tog gænge i trafik er udbrudt i Dan fædte by i Amerika. Dette foto er taget i Florida. ... Arkivfoto: Claus Billeberg

Houston er de fedes by

Mens sana in corpore sano

Decimus Iunius Iuvenalis



Mens sana in corpore sano

Decimus Iunius Iuvenalis

MARINI - URBANISMO



Hello
my name is

Grief

Anxiety

Hello
my name is

Phobia

Hello
my name is

POST-TRAUMATIC
STRESS

Hello
my name is

STRESS

Hello
my name is

Shame

Hello
my name is

DEPRESSION

Hello
my name is

PANIC

Hello
my name is



MARINI - URBANISMO

SAD

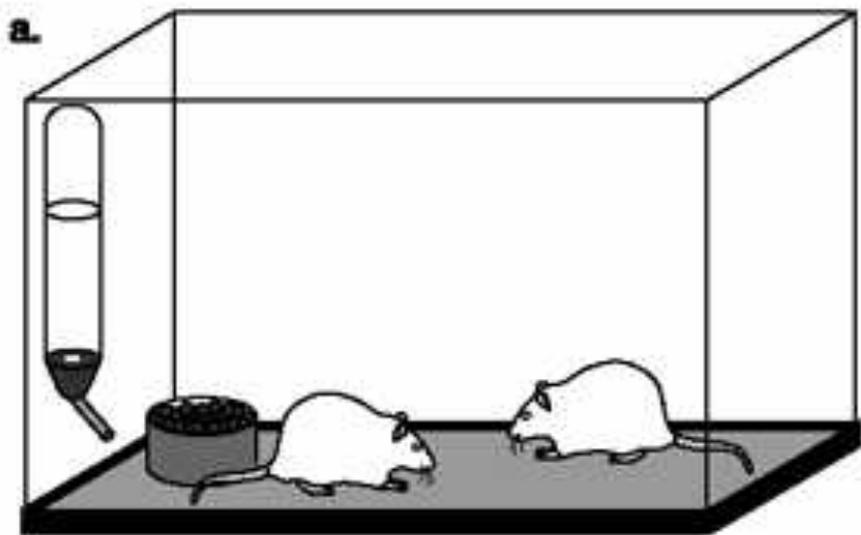
HAPPY



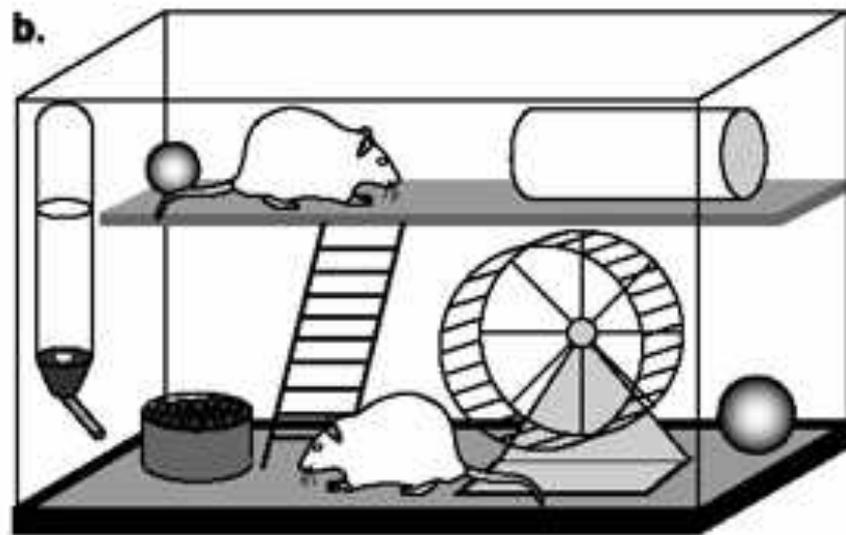


MARINI-URBANISMO





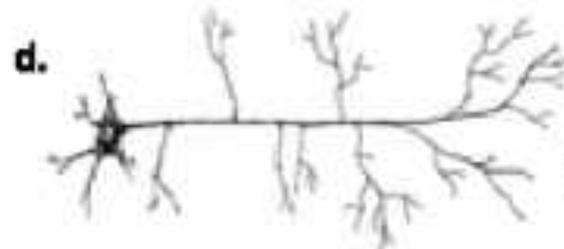
standard cage



enriched cage



**appearance of
nerve cells,
mouse cerebrum**



**appearance of
nerve cells,
mouse cerebrum**

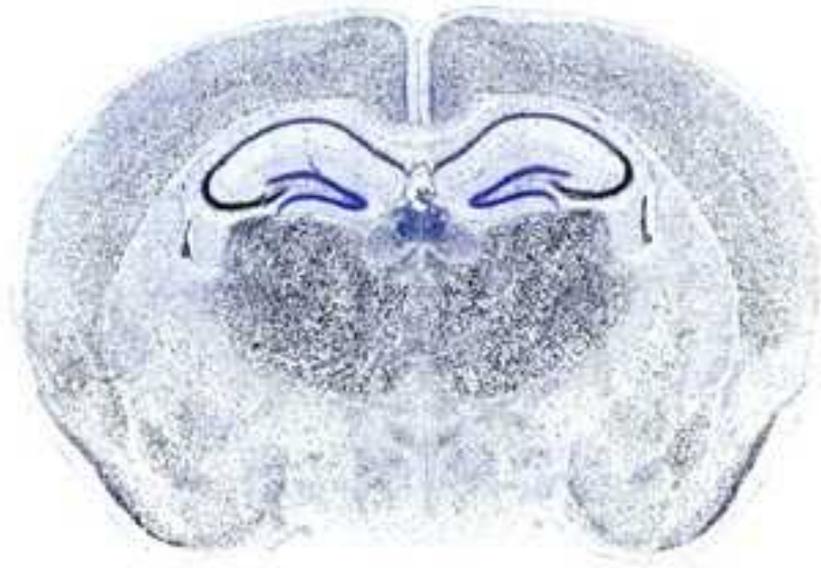


MARINI - URBANISMO

a



b





What makes people healthy?

fresh air

Spending time outside

MARINI - URBANISMO



regular exercise

& healthy eating



Meet People

Positive human contact - sharing quality time with each other

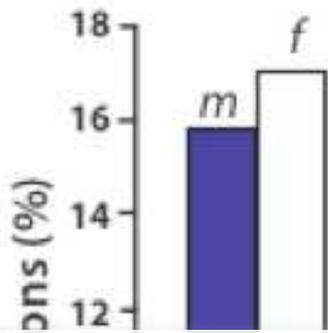
Hug someone



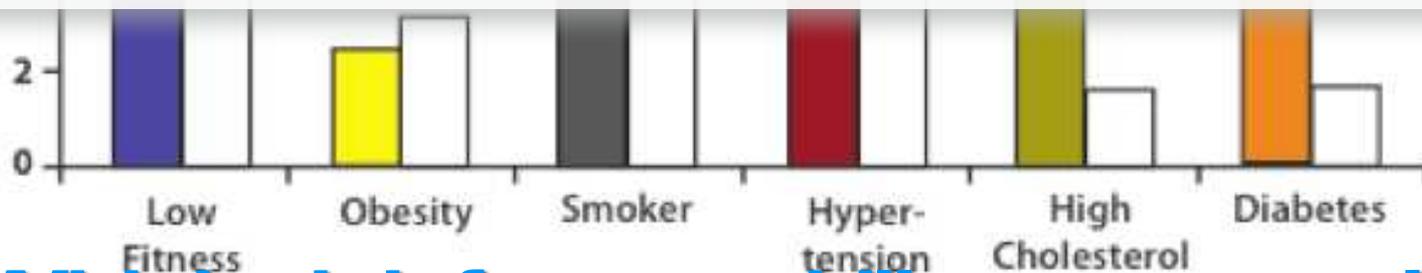
MARINI - URBANISMO

A close-up shot of a blue, furry monster with large, expressive eyes and a wide-open mouth showing sharp teeth. The monster has small, yellowish horns and is looking directly at the viewer with a shocked or screaming expression. The background is dark and out of focus, with a large, dark silhouette of a bull's head visible behind the monster.

SMOKADIABESITY



'Smokadiabesity' is reaching epidemic proportions. But **low fitness** still kills more Americans than smoking, diabetes and obesity combined!



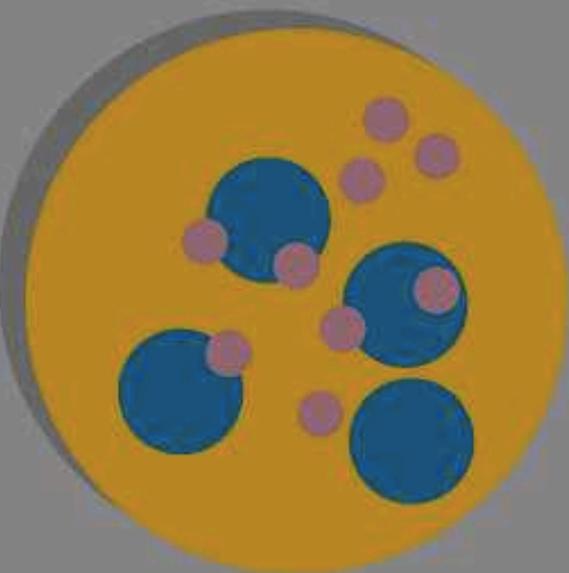
Which risk factors kill more people



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of 114 years

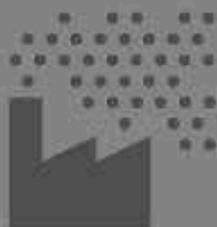
activities in agriculture,
such as fertilizer
and wastewater
management



Particulate Matter (PM)



A mixture of solid and
liquid particles that enter
the atmosphere



Created by smoke, dust
and soot



One of the most dangerous
forms of pollution,
as it can get deep into
lungs and even
bloodstream

CHEMICALS KNOWN TO DISRUPT BRAIN DEVELOPMENT

90%
OF PREGNANT U.S. WOMEN:

have detectable levels of **62 chemicals**
in their bodies out of 163 screened

SOURCE: DOI:10.1289/EHP1002727



Lead



Mercury



Organophosphate
pesticides



Phthalates

Polybrominated
diphenyl ethers
(PBDEs)



Polychlorinated
biphenyls (PCBs)



Polycyclic
aromatic
hydrocarbons
(PAHs)



PROJECT TENDR:
TARGETING ENVIRONMENTAL NEURODEVELOPMENTAL RISKS

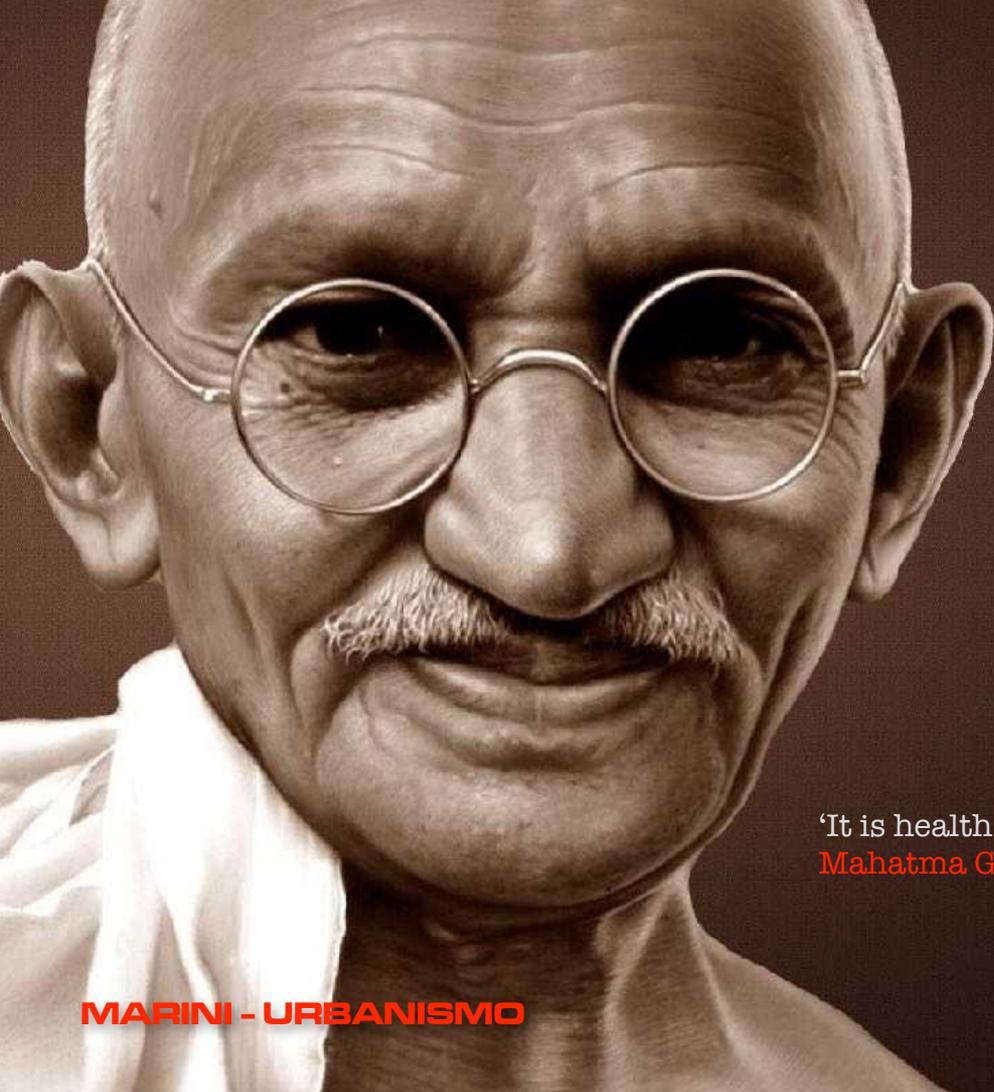




**in Europe,
there are around
4,500
diesel cancer deaths
each year**

WARNING:

Areas within 1,000 feet of major roadways contain substances known to cause respiratory illness, heart disease, cancer, and reproductive harm.



'It is health that is real wealth and not pieces of gold and silver.'

Mahatma Gandhi

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WHAT WILL SUCCESS LOOK LIKE

How could Copenhagen change from being a car dominated city to the bicycle city it is today?





TIME = MONEY

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pre 1980's a **car park** for 180 cars



since 1980 a **destination** for **6000** people



From car invasion.....



From car invasion.....to people place



It is good for your health too

**It is green!
No pollution and no noise**

Everybody can afford it

Individual mobility for all ages

It is good for you, the city and everybody else

Bicycling is much more than transport



Gehl
Architects



PRIORITIES

WHY DO COPENHAGENERS CYCLE?

1% environmentally friendly

12% cheap

21% exercise

56% quick easy and convenient



WHY CYCLE?

Bicycle	<ul style="list-style-type: none">• 1 mile separated cycle track (one direction)• Regional net of Super Cycle Highways (150 miles)	\$ 2 m \$ 200 m
Metro	<ul style="list-style-type: none">• 1 mile Metro city ring	\$ 250 m
Car	<ul style="list-style-type: none">• Connection from urban development area to inner city ("Nordhavnsvej")	\$ 300 m
Regional trains	<ul style="list-style-type: none">• New overtaking track, Holte-Bernstorffsvej	\$ 250 m
Bus	<ul style="list-style-type: none">• Yearly municipal subsidy	\$ 75 m



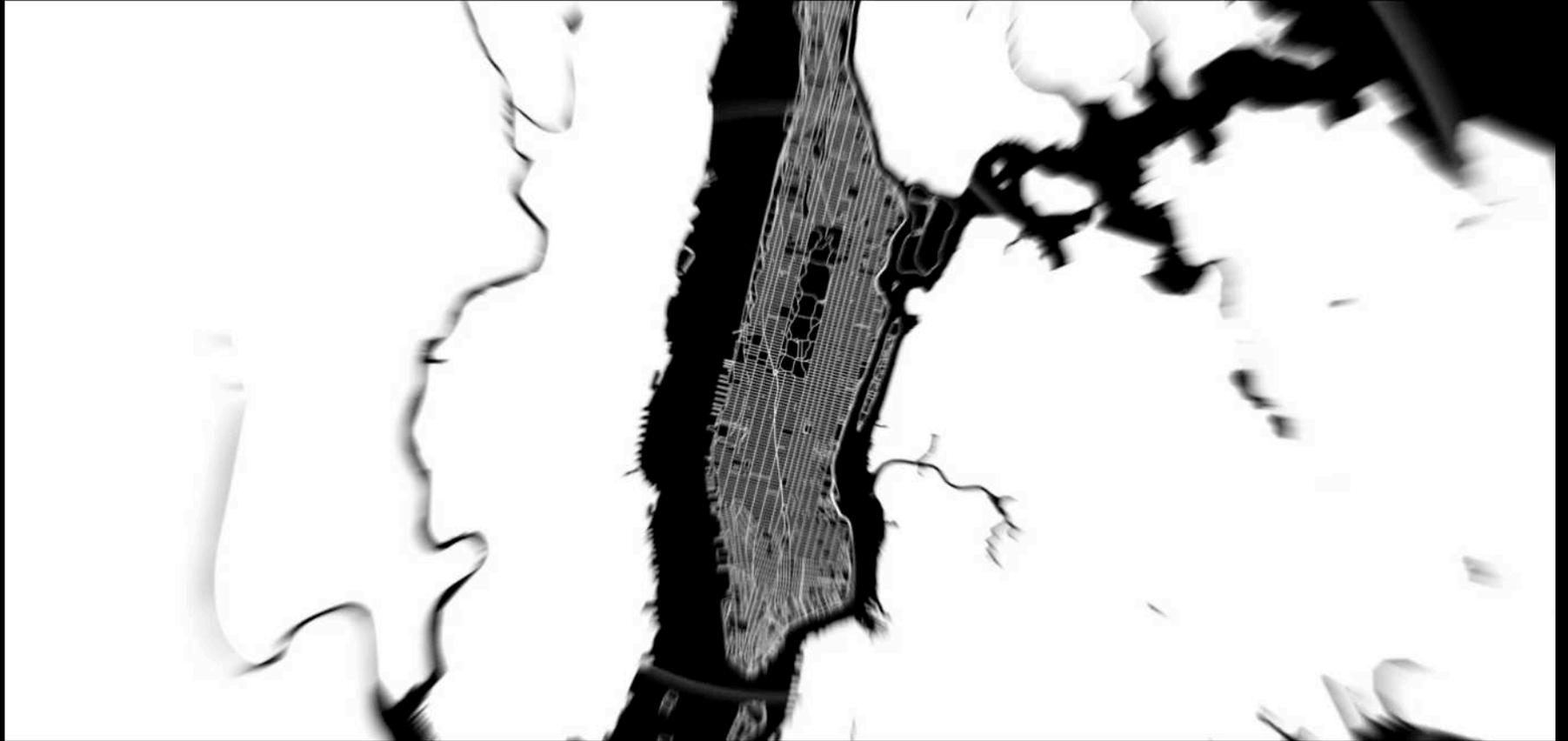
New York is turning people friendly!



Place Making is about the **economy stupid!**

Summer Streets and the pilot projects







DOT used
in-house staff
and resources
to deliver the project.



Times Square
consists of

89%
road space

11%
people space

Times Square -before



PHORA
es Square

ed Fresh Breath

BREATH

STARBUCKS
COFFEE

JVC
ASDA

NEW YORK CITY
News
DOT

Panasonic

WALL STR

YAHOO!

NEW YORK POLICE

Gehl
Architects
УЧПРЕСР

NEW YORK CITY
DOT

Times Square - after



New York City Manhattan, Population: 1.63 million

17% improvement in travel times

11% increase in pedestrian activity

42% of locals now shop more often

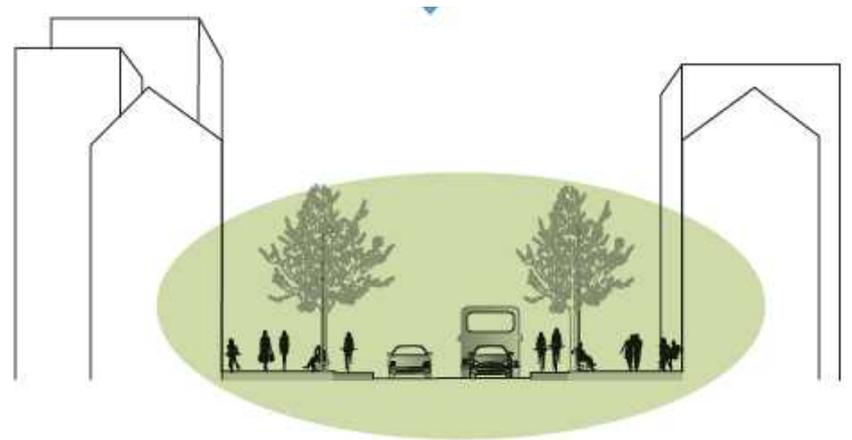
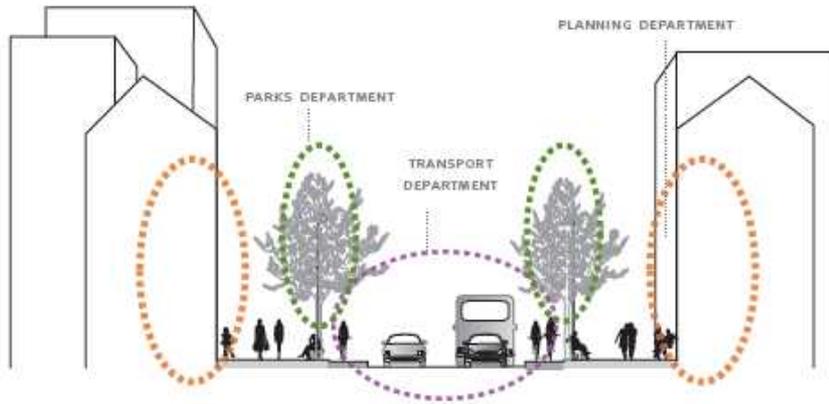
63% decrease in injuries

74% say Time Square has improved dramatically

80% fewer pedestrians walking in roadway

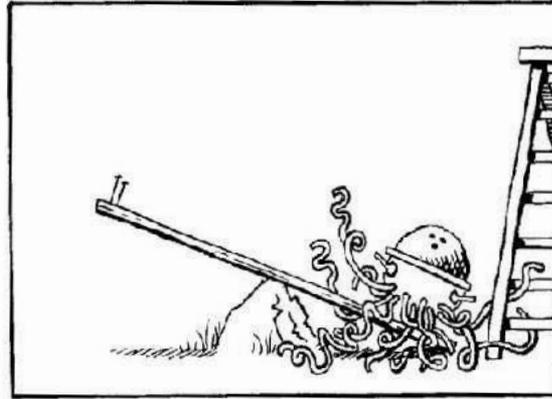
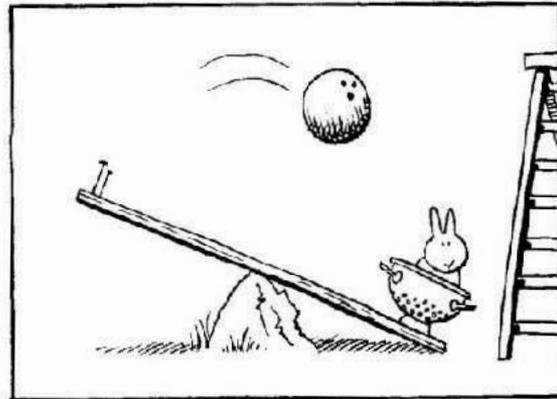
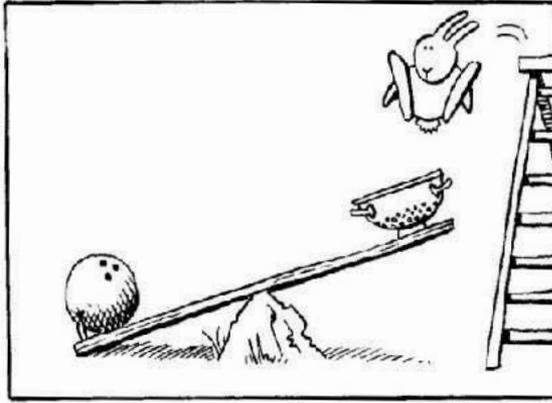
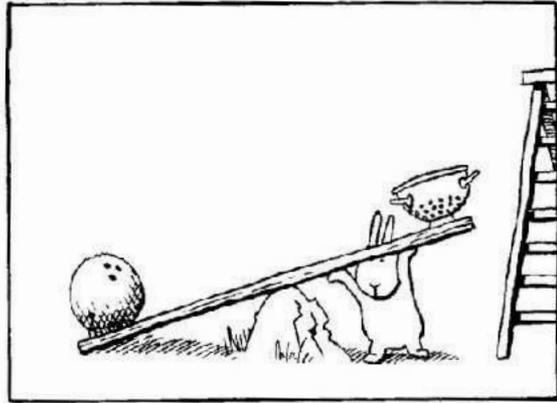
84% increase in stationary activities

Copenhagen's **holistic** approach to urban design



A HOLISTICALLY COMMISSIONED, IMPLEMENTED AND MAINTAINED PUBLIC STREET

THE THIRD LAW OF PHYSICS





Reclaiming our street

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THANK YOU FOR LISTENING



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