live up! Rdam
Challenge the future
Challenge the future
Rotterdam’s Spatial Development Strategy 2030

“(…) guarantee an appealing residential and social climate capable of attracting more graduates and creative workers.”

“Rotterdam wagers on fully-fledged, quality residential environments by devoting a great deal of attention to public space and the indispensable facilities.”

Master Degree in Cultural Animation & Urbanism

“identification, activation, dynamisation of particular sphere of cultural experience”

Target: to re-evaluate Rotterdam’s public space

Means:
  • cultural events
  • social initiatives
  • redevelopment of public space
Objectives

- Integration - Team Work
- Acculturation – Acknowledging Similarities Accepting Differences
- Understanding - Bridging the gap

Purpose
- Familiarization (City, Way of Living)
- Masters Program (Cultural Animation and Urbanism)
Mobile App

Activities are proposed by the introduction program, but also can be initiated by the students.
Scoring system

The amount of points granted depends on the activity, but also is higher when the group is more multicultural.
Challenge the future
Challenge the future
Upload your photos

The probe to redeem the points is to upload a photo with your multicultural group.
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Process of work

**Day 1** - Needs
Work Division & Plan
Summary

**Day 2** - Listing and Organizing Main Topics
Individual Opinions
Brainstorming

**Day 3** – Product selection
Rotterdam visit
Presentation

**Team Reflections**

+ Collaborative team work
+ Creative environment
+ Motivated Ideas
- No designated leader
- Unable to Materialize Ideas / Time

**Better Understanding of Acculturation**