

PERCEIVED SAFETY IN NEIGHBOURHOODS

A design to increase the subjective safety

The **perceived environment** of a person (social, physical, institutional and criminal) has a lot of influence on the **perceived safety** of this person. The perceived environment is formed by one's **expectations and perceptions** of this environment. To improve one's perceived environment, one must affect its expectations and perceptions of this environment. People should encounter 'new' environments to do so.

The paradox here is that encountering new environments is often 'unsafe' in itself. That is why there is a '**De Nacht Club**' (The Night Club). It offers a safe way to encounter new environments and to affect expectations and perceptions in neighbourhoods.

De Nacht Club

Een veilige plek voor onveilige onderwerpen

De Nacht Club is a **mechanism for encounters**. It brings a diverse group of people together in the neighbourhood. This small group of local inhabitants and professionals intimately meets each other in a **public space**.

De Nacht Club does this in neighbourhoods where social interaction or encounters are **not necessarily self-evident**. People can meet other people, places or perspectives, without the **daily prejudices** and social structures.

The DNA

Purpose

We believe in the power of encounters to affect people's expectations and perceptions of their environment.

**De
Nacht
Club**

Positioning

'Two-sided market': municipality/neighbourhood
Temporary (boost) project in neighbourhoods
Equal, neutral and intimate place for encounters

Personality

Familiar, intimate, unsure, defiant.

The method

This is the method of De Nacht Club. It affects people's expectations and perceptions in **three editions**.

These editions have different themes but the purpose is the same: using the **power of encounters** to affect people's expectations and perceptions.

**#1
See**

What is?

**#2
Think**

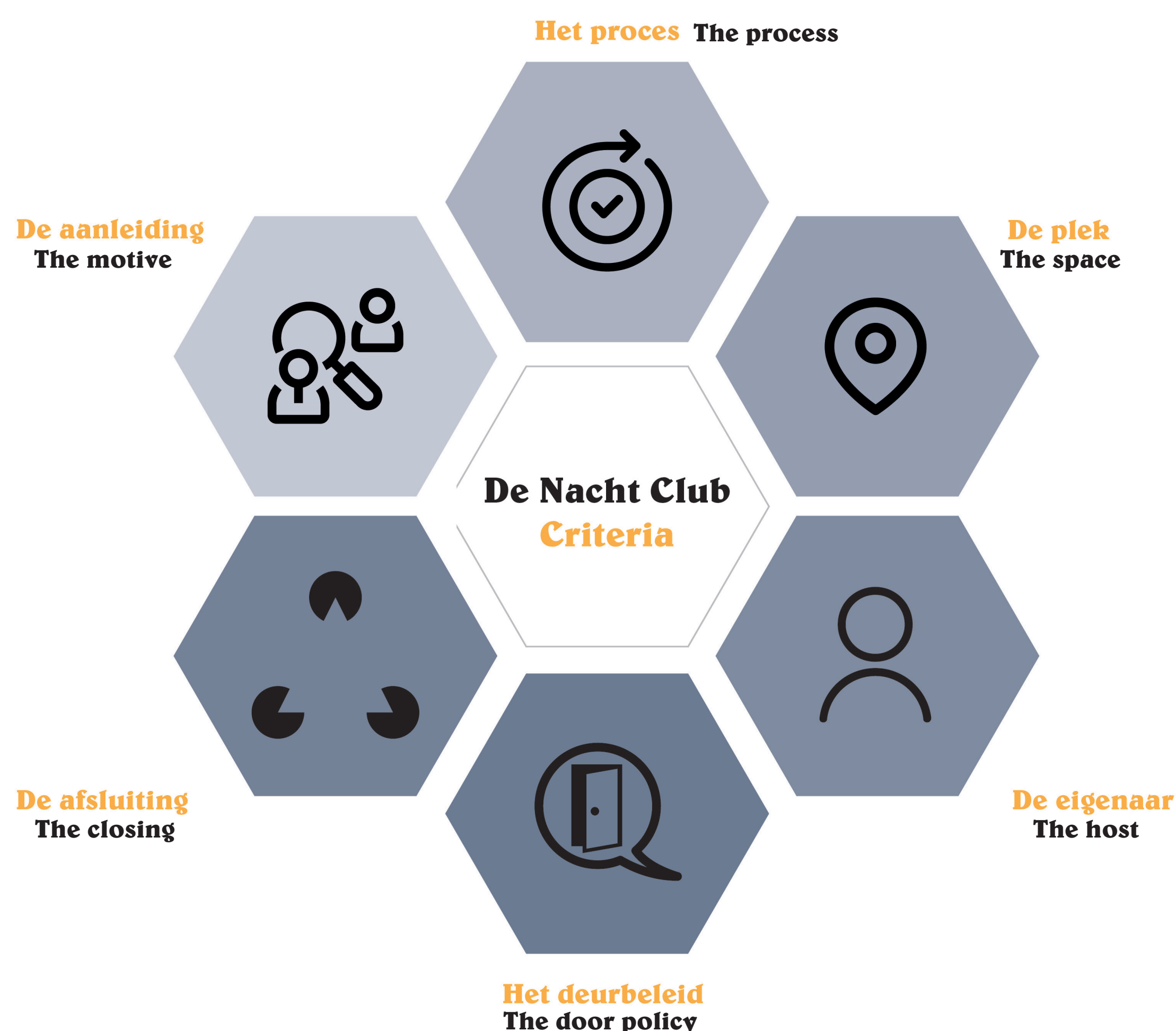
What might be?

**#3
Do**

What should be?

Affecting people's expectations and perceptions in three steps.

The criteria



The purpose of the criteria is to provide **generic guidelines** for the application of De Nacht Club in neighbourhoods. They serve as a **framework** in which an edition must fit in order to ensure the value of De Nacht Club.

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Strategic Product Design

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