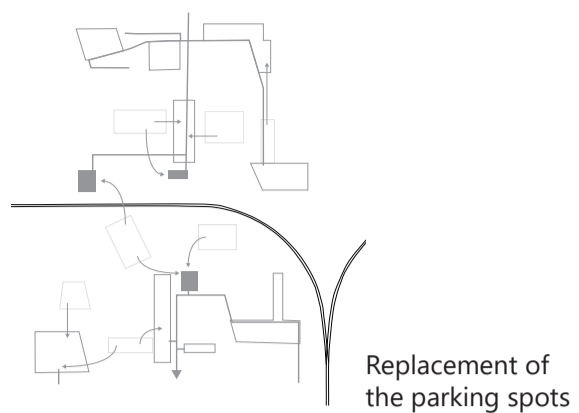


STRATEGY

Phase I: Removing the parking spots and realizing an information centre



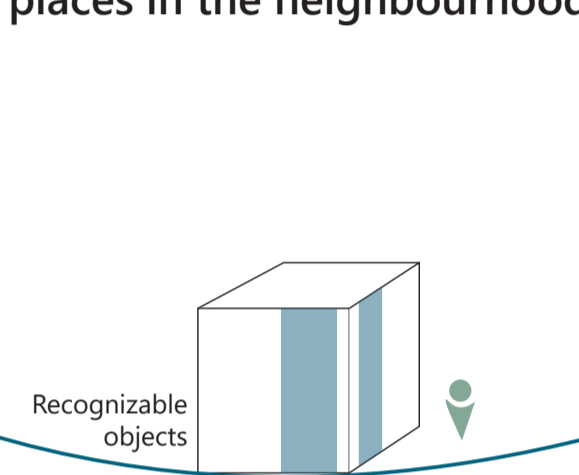
Phase II: Constructing a basic ring

Replacement of the parking spots



Malus Royal Raindrops

Phase III: Adding meeting places in the neighbourhood



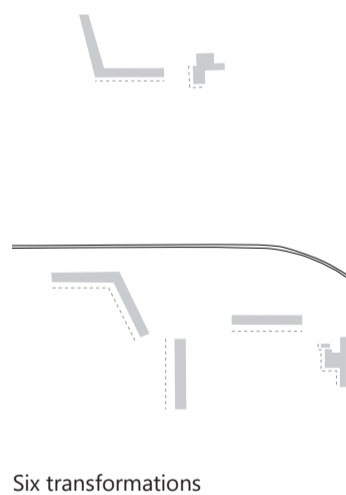
Recognizable objects

Phase IV: Constructing a secondary ring



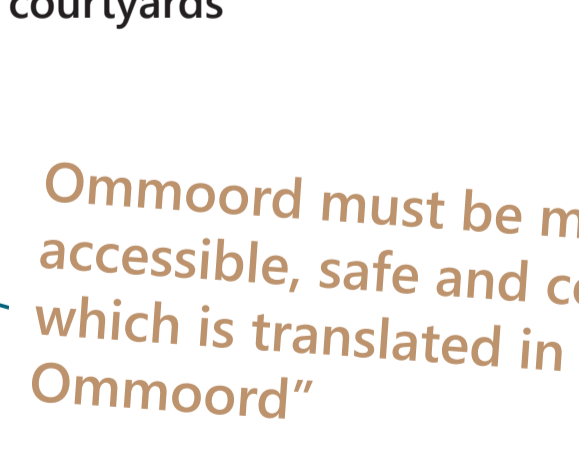
Acer negundo 'Flamingo'

Phase V: Transforming the plinths



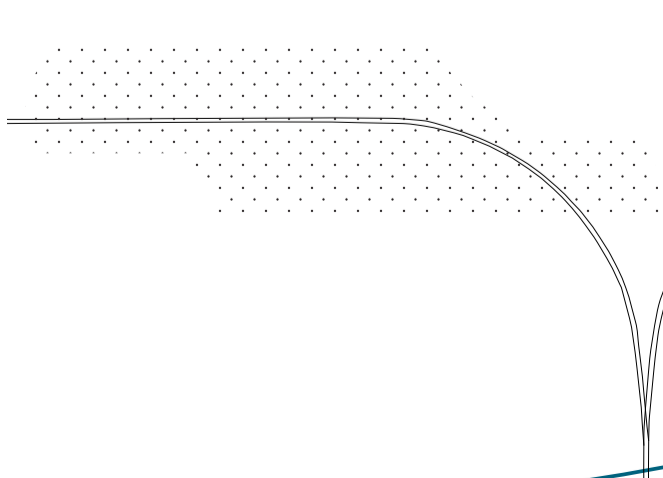
Six transformations

Phase VI: Upgrading the courtyards



Ommoord must be more accessible, safe and comfortable, which is translated in "Remember Ommoord"

Phase VII: Setting up a new heart



Pedestrian island

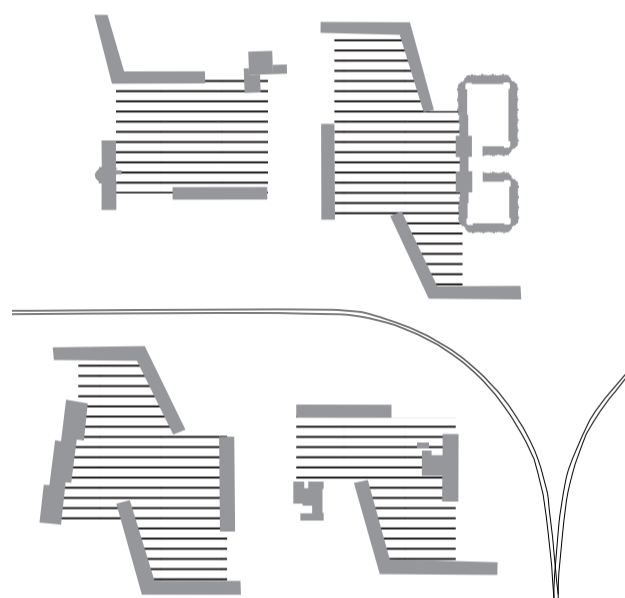
REMEMBER OMMOORD

VISION

Ommoord will be a **connected** neighbourhood in 2030

1. Adding more basic facilities in the heart of Ommoord
2. Creating more awareness for dementia
3. Setting up spaces where people can meet each other
4. Focussing on a better pedestrian infrastructure

Wayfinding points will be added to improve the **recognizability** within the neighbourhood.



Reinforcing the courtyards

Barriers at the metro crossings

The outcome of "Hersenspinsels" helps the designer to realize an initial design (specific target group (people with dementia)/ specific location (Ommoord))



HERSENSPINSELS

METHODOLOGY

Design-based research has been used to connect theories to practice.

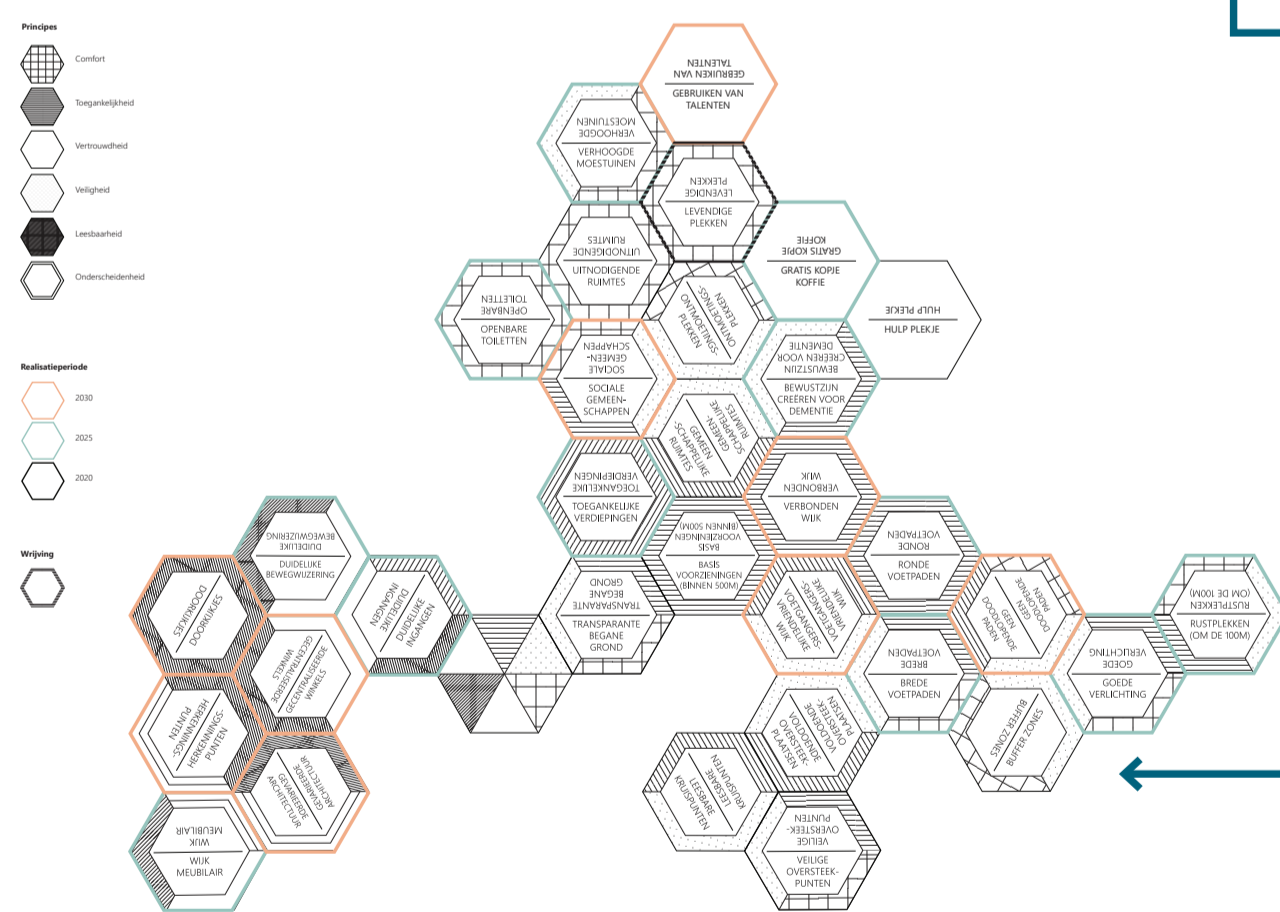
AIM OF THE GAME

The aim of the game is to stimulate cooperation between the relevant actors and to explore the challenges for a chosen neighbourhood.

Co-creating in the beginning phase has effected the results in a positive way.

	2020	2025	2030
URBAN DESIGNER	[Icons: Meeting table, Information board, etc.]	[Icons: Meeting table, Information board, etc.]	[Icons: Meeting table, Information board, etc.]
POWER NETWORK	[Icons: Power lines, etc.]	[Icons: Power lines, etc.]	[Icons: Power lines, etc.]
KNOWLEDGE NETWORK	[Icons: Knowledge icons, etc.]	[Icons: Knowledge icons, etc.]	[Icons: Knowledge icons, etc.]

Each group will develop Ommoord in a different way

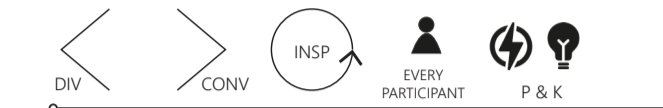
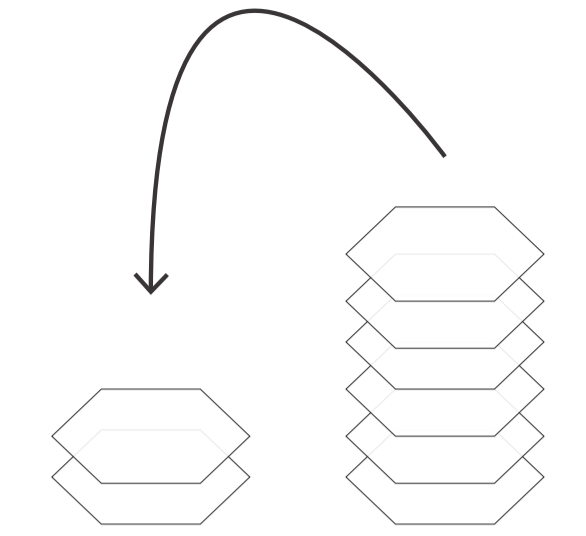


This new board helps to formulate a vision and to develop a time frame. It gives information over de established relationships and a perspective on the applications of the patterns.

The urban designer / planner plays an important role in this approach, because he or she is involved in every step of the process.

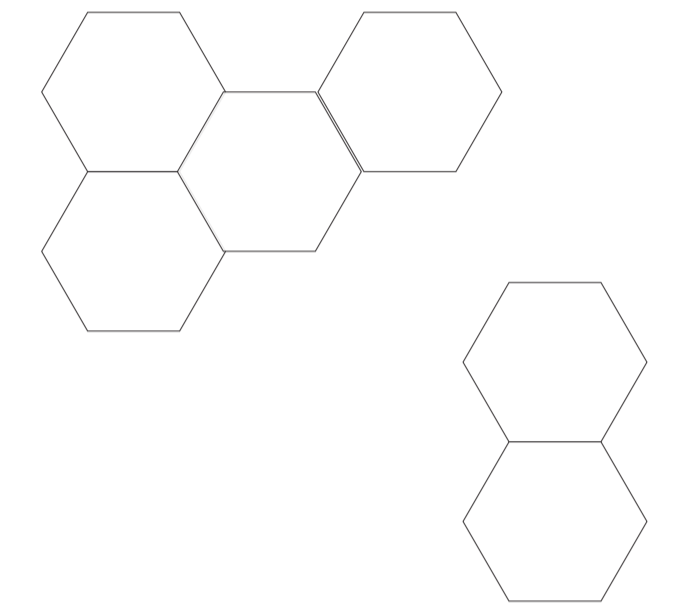
1. Discovery step

In the discovery round the actors look at the situation. The goal of this round is to develop a personal vision. Every player has to complete a questionnaire, whereby the 57 patterns have to be evaluated. The dictionary will help the participants to understand the patterns. At the end of this round every stakeholder choose 6 crucial tiles.



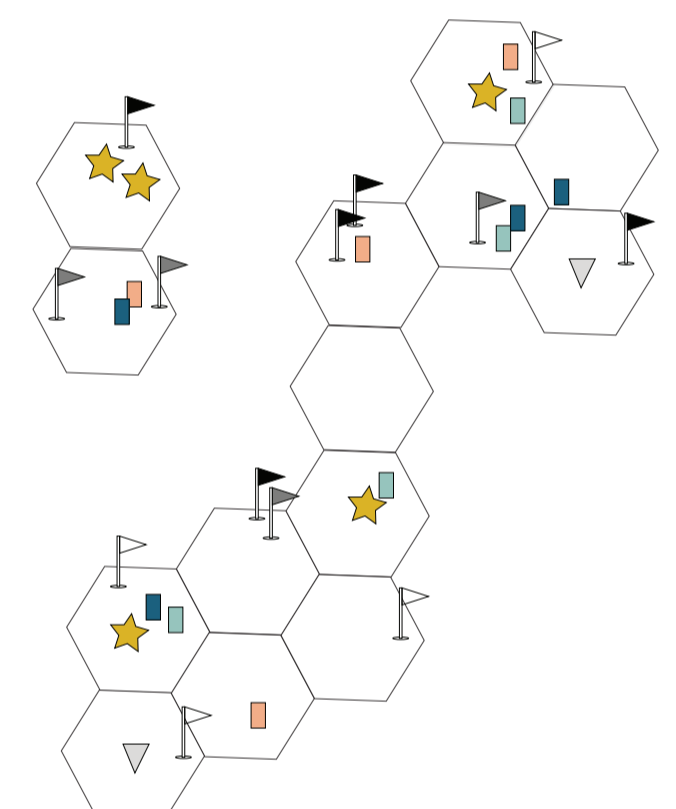
2. Connection step

In the connection phases actors learn from and about each other. The aim is to see the problem in broader perspective. In turn players lay a tile on the table, explaining why the tile was chosen. They also do have a blanc tile to write new ideas on and the joker can be used when they see a connection but the shading makes it not possible to connect them.



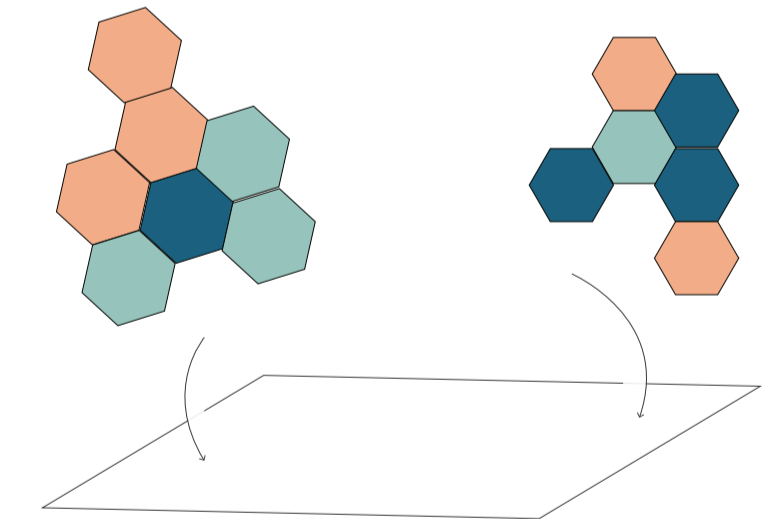
3. Conclusion step

In the third round the cloud will be analysed to get new insights. At the end of the round the problem has been explored and there are focuspoints.



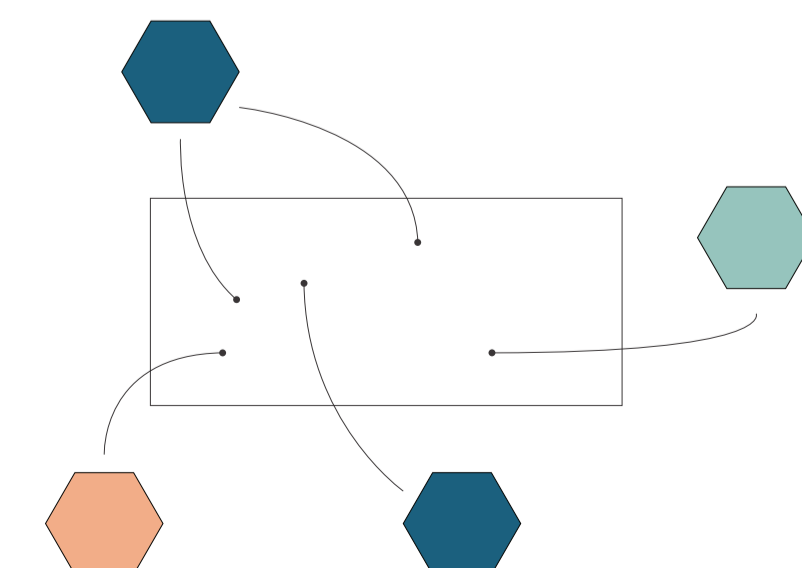
4. Development step

The developed ideas in step 1-3 have to be translated in a first plan for a chosen neighbourhood. It is important that the ideas will be bundled to discover the overall vision for the neighbourhood.



5. Testing step

In the last step the first proposal will be analysed by the involved stakeholders to find out if the ideas are translated in the right way. Hereafter the design can be strenghtend and improved.



THE NEIGHBOURHOOD MEDICINE