

Interactive Models of Design Enquiry  
from Urban Place Lab

# MAKING ENGAGEMENT MATTER



Active enquiry and innovative engagement are among the pillars on which Urban Place Lab was founded. Making change visible, fun and believable should be the ambition of every engagement event. How else can we challenge misconceptions around development, if we only serve to reinforce them by consulting in the same age-old fashions?

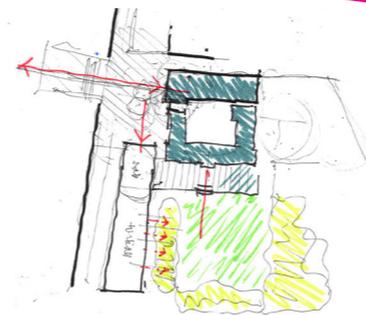
At Urban Place Lab we bring change to the public at a meaningful scale and trigger dialogue and debate through accessible media, taking plans off the wall and to the people!

## Whitehill & Bordon Town Centre Engagement



Before presenting ideas for the new town centre at Whitehill & Bordon, we road-tested our ideas with some of the brightest and most creative ideas in the architectural community, inviting more than ten design studios including Ash Sakula, Duggan Morris and MacCreannor Lavington to challenge our design concepts for the new town centre proposal.

Managing a two-day architectural 'summer school', designs were developed, refined and then validated by a panel including senior members of the Defence Infrastructure Organisation (DIO), the local MP Damian Hinds (SoS for Education) and local planning officers, before settling on an agreed masterplan framework.



Intensive 2-Day Workshop with 10 Architect Practices, Landscape Designer, Colour Artist, Urbanists & Client Team



Residents Event 2015  
1:100 Model of Town Centre



Residents Event 2017, 1:200 Model of Town Centre, Food & Craft Market

## Residents event with walkthrough model of the Town Centre proposals



*"Wow! What a day! Without doubt the best Stakeholder Engagement event I have either attended or sponsored"*

UK Board Director  
Lee Bishop of Taylor Wimpey  
commenting on the event

Residents events were held at key stages of the scheme's evolution.

A total of three models were produced for community engagement, at 1:100, 1:200 and the massive 1:12.5 scale 'walkable' town centre experience.

This level of interaction allowed for an immersive engagement experience, which when coupled with a fully simulated public realm, a town park and town square (complete with pop-up coffee shop), simulated the look, feel and vibrancy of the town centre proposals and welcomed more than 2,000 people across all three events.



Residents Event 2017,  
Walkthrough Model of Town Centre,  
Coffee Van & Children Activities

