

Market days in Kagran Centre

How should urban planning present itself locally at the district level?

PlanSinn advised the team responsible for the Kagran Centre target area and collaborated with the team to design a toolkit for communicating information and ideas to the public. A market stall providing information on the current status of planning, integrated in a farmers' market with regional products, discovery tours for interested citizens guided by local experts and city representatives, photo sessions with the dasviadukt group and a W24 film team shooting footage on the Donaustadt district rounded off the canon of mediation tools.

On three afternoons during the market days, local people had the opportunity to find out more about a large number of projects and project ideas, such as the Forum Donaustadt, the cherry blossom park, the revitalisation of Wagramer Strasse, etc. Apart from addressing people directly on the spot, the local W24 TV channel aired information about the market days, documented the events and in its W24 Special series repeat broadcasted a 95-minute portrait of Donaustadt district including a panel discussion involving representatives from the fields of politics, planning and art, as well as local people.



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Client

Stadt Wien, MA 21 Stadtteilplanung und Flächennutzung

Partners

dasviadukt:
Atelier/Fotostudio/Siebdruckwerkstatt
W24 - WH Medien GmbH
a2 wissenschaft + kommunikation +
gestaltung

Project management

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Categories

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