SINA
NAFISEH
SOROOSH
BAHAREH
MOHAMMAD
NAVID
FARNAZ
Mammute
• URBAN PLANNING
• SOCIAL FACILITATION
• GIS ANALYST
• URBAN INNOVATION
• BRANDING
• SOFTWARE SOLUTIONS
IRAN
CANADA
UAE
NETHERLANDS
USA
GERMANY
FINLAND
OMAN
QATAR
PORTUGAL
TURKEY
COLOMBIA
AFGHANISTAN
COLLECTIVE IDENTITY & ACTION
LOCAL CONTEXT ASSESSMENT
CASE STUDY
MESSENI NEIGHBOURHOOD
QESHM CITY
PROXIMITY TO PORTUGUESE CASTLE, OLD GRAND MOSQUE
CULTURAL/ HISTORICAL SIGNIFICANCE
500 YR OLD BAZAAR
COMMUNITY engagement
asset based URBAN PLANNING
VISION
CITY COUNCIL & MAYOR
TOURISM
ARCHITECTURE
LOCAL WOMEN
ASPIRATION
PRODUCT LINE DEVELOPMENT
COCREATE A PROJECT PLAN
TRAINING
FATEMEH SELF ELECTS AS A HOST TO INVITE COMMUNITY
ASSET
SHOP AS TOURIST ENGAGEMENT HUB
CRAFT BOOTH @NIGHT
APPROACH
EXTERNAL SUPPORT
DIRECT ASSETS (INTERNAL)
(ACTIVE)
LEVERAGE DEEP KNOWLEDGE OF LOCAL CRAFTS
BRAINSTORM ACTION IDEAS (SOLUTIONS)
SCALABLE
TOOTH
WOMEN
ENGAGEMENT TECHNIQUES
CHILDREN
NETWORKING
COVISIONING
INTERACTIVE TOOLS
Stories to
(MULTIPLE STAKE-HOLDER EXPERIENCES)
LOCAL BRANDING
PLACE Narratives
flexible
(TECHNOLOGICALLY) WIRED/PAPER ONLINE/OFFLINE
(ONE OF THE MANY TECHNIQUES)
PROCESS
VOTE FOR BEST SOLUTION
"ECONOMIC EMPOWERMENT FOR WOMEN"
SPATIALLY MAP SOLUTIONS
PLACE based
HAVE A SHARED LANGUAGE & UNDERSTANDING
CRITICAL! to FIND ASSETS COLLECTIVELY
ACTIVE RESIDENTS
STORY of FATEMEH AHMADI
COMMON URBAN ISSUES
VISUAL AESTHETICS
PAVING
QUESTIONS
LIGHTING
WASTE DISPOSAL
ASSETS
PROBLEM
SUBJECTIVE ANALYSIS
MATRIX
FRUGAL
MAPPING AFFINITY OF ASSET & PROBLEM
"Everyone has a say in decision making"
MARDUM SHAHR
LinScribe
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