Moving from tactics to strategy: city intervention and its insights

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ABOUT...

- the **APPROACH** used to investigate a place development trajectory

- the experience of **URBAN TACTICS** implementation

- the **APPLICATION** of the results of the particular intervention on a more strategic scale

- the possible spatial development **SCHEME**, useful for local activists, practitioners and municipality working together
APPROACH: roots

The city is no longer a field of programmed and regulated operations...

de Certeau, 1984

Despite the fact that interventions, focused and usually directed, are constantly changing the nature of urban spaces, this type of spatial actions has rarely been associated with city managerial practices.

Robinson, 2006
Spectrum of Urban Tactics

Lydon et al., 2009

Tacticians
- city agencies
- mayor office
- developers
- entrepreneurs
- non-profits
- community groups
- local activists
- artists

Unsanctioned tactics
- Bike parking
- Guerilla gardening
- Chair-bombing

Hybrid tactics
- Pop-up shops
- Site revitalization
- Parking Day

Sanctioned tactics
- Open Streets
- Pop-up cafes
- Pavement to Plazas

Spectrum of Urban Tactics

Lydon et al., 2009
Intervention base:
abandoned building attached to the residential house block
Site re-vitalization: Soviet nostalgie concept and the creative warming of 70s
## Types of Utilization

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<tr>
<th>Sanctioned</th>
<th>Semi-sanctioned</th>
<th>Unsanctioned</th>
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### Stakeholders
- Private owner
- Businesses
- Municipal authorities
- Local activists
- Neighboring residents
- Children/Families
- Young
- Elderly
- Local residents
- Single Children/Families
- Youth
- Elderly

### Types of Activities
- Café
- Restaurant
- Shopping area, free market
- Fitness club
- Bar
- Karaoke club
- Casino
- Local celebrations
- Local cinema
- Table games club
- Rally
- Graffiti
- Local exhibitions
- Library, book-crossing activities
- Children activity centre
- Children café
- Children playground zone
- Community meeting point
- Co-working space
- Parkour activities

### Resources
- Money
- Power
- Time

## Encoding the ‘Seashell’
Abandoned Moscow and its hidden social potential
SCHEME

Key steps of moving from urban tactics to place strategy

1. Preparation of the intervention
   - Include the members of the local community

2. Intervention execution
   - Should be extremely interactive to provoke emotions and collect impressions

3. Documentation and coding of the intervention
   - Proper data collection and analysis

4. Conceptual plan and vision statement of the place
   - Ascertain whether stakeholders' interests correspond to those of residents

5. Guideline for place development which contains the necessary requirements and should be a part of official documentation
Thank you very much for your attention, questions and comments are welcome!

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