



WP7

URBAN ACCUPUNCTURE & SOCIAL ARCHITECTURE

MAY 2026

Activity 7.2.2.

Project Partner 9 – Cocoon Modules



**EUROPEAN
URBAN
INITIATIVE**

SOCIAL ARCHITECTURE / PLACEMAKING

"Architecture is a social act." — David Adjaye

Activity 7.2.2.

"Urban Acupuncture relieves stress in the city... it is a tactical, small-scale intervention that can create a ripple effect." — Marco Casagrande.



SOCIAL ARCHITECTURE / PLACEMAKING

Providers of Architectural Services: European Code of Conduct

General Principle 1

The Principles and Applications of this Code, which explain and clarify its General Principles, shall be read and interpreted in accordance with the following General Principles:

1. Providers of architectural services within the European Union shall uphold the highest principles of independence, impartiality, professional confidentiality, integrity, professional competence, and professionalism, as well as the highest possible quality in design, technical outcomes, and the services provided.

2. Providers of architectural services shall contribute to society specialized and unique knowledge, professional skills, and capabilities that are essential for the development of the built environment, as well as for the societies and cultures within which such development takes place.

<https://architecture.org.cy/wp-content/uploads/kodikasDeontologias2016.pdf>

SOCIAL ARCHITECTURE / PLACEMAKING

Providers of Architectural Services: European Code of Conduct

General Principle 2

Obligations Toward the Public Interest

2.1 All providers of architectural services shall respect and help preserve and develop the system of values, while also protecting the natural and cultural heritage of the community in which they create an architectural work. They shall strive not only to improve the environment through the highest possible quality of their design, but also to enhance quality of life and the natural environment in which that community exists, in a sustainable manner, giving particular consideration to the conservation of water and energy resources, the reduction of waste, and the reduction of carbon emissions in the context of global climate change, always keeping in mind the impact of their work on the broader interests of all those who may reasonably be expected to use and enjoy the product of their work.

<https://architecture.org.cy/wp-content/uploads/kodikasDeontologias2016.pdf>

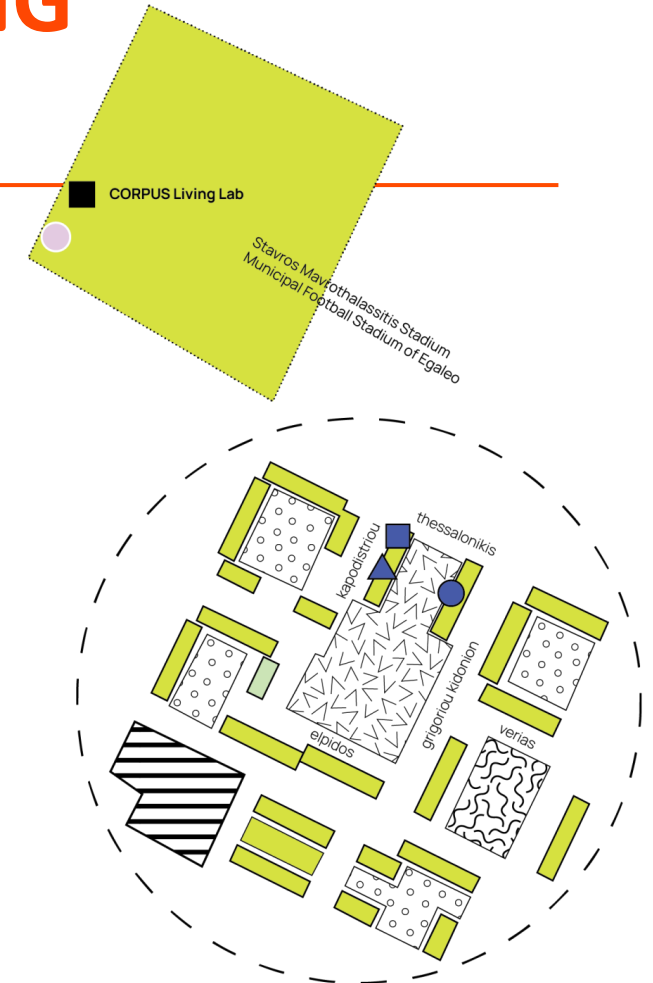
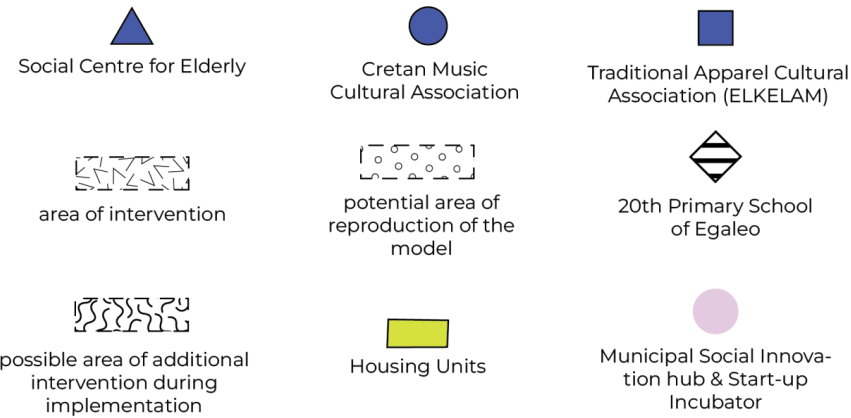
SOCIAL ARCHITECTURE / PLACEMAKING

What is Social Architecture?

Social Architecture is a branch of architecture in which designers use human-centered research and design objectives to apply design strategies to their projects. It explores ideas such as placemaking, shared spaces, understanding behaviors, co-creation, and collectivity.

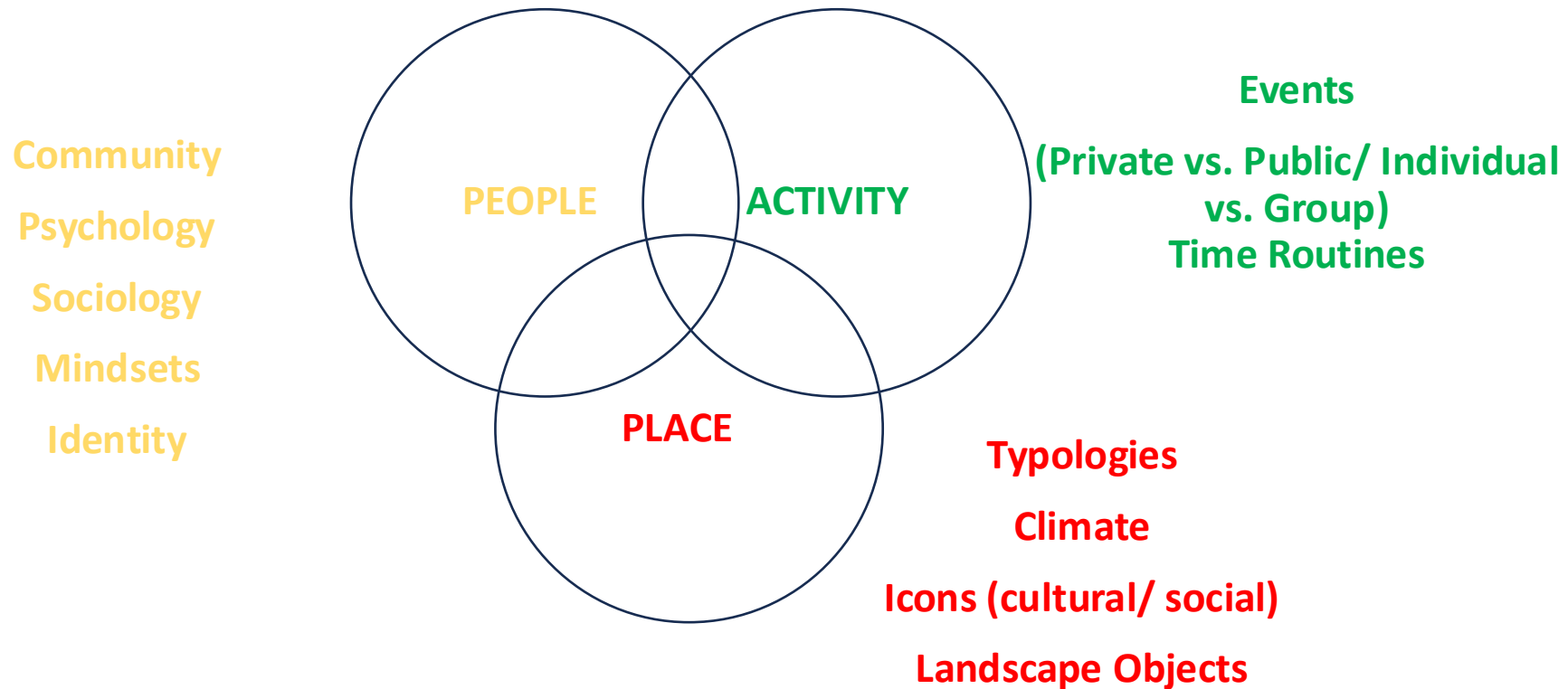
Reference: Aigaleo Urban Living Lab

https://corpusproject.eu/aigaleo-urban-living-lab/?utm_source=chatgpt.com










SOCIAL ARCHITECTURE / PLACEMAKING

What is Social Architecture?



SOCIAL ARCHITECTURE / PLACEMAKING

What is Social Architecture?

	SIMPLE	COMPLEX	
MINDSET (What to think & ask about)	 <ul style="list-style-type: none"> Time Activities/Routines Location Movement/Progression Pain Points Demographics 	 <ul style="list-style-type: none"> Emotions Relationships Journeys Stories Metrics Motives 	
METHODS (How to research)	Interviews 	Observation 	Mapping 
TOOLS (How to record research data)	Photos Notes Drawings Audio recorder Surveys 	Video Timelapse GPS Sensors 	

Source: <https://docs.archlogbook.co/01-industry-basics/social-architecture>

SOCIAL ARCHITECTURE / PLACEMAKING

Placemaking – What is it?

This term can be understood as the process through which foundations can be laid for creating places—landmarks within the urban fabric—with the active participation of the local community. In other words, it seeks to create the basis for the gradual transformation of the spaces in which we live into places we experience and love.

Decision-making in “placemaking” involves an entire network of people from different backgrounds and fields, who come together for this shared purpose: the creation of places—public spaces with character—that emerge from participation and collaboration without exclusion.



Source:<https://www.archisearch.gr/architecture/placemaking-xenia-mastoraki/>

Source:https://www.archdaily.com/945826/camille-walala-unveils-public-urban-intervention-in-white-city-west-london?ad_campaign=normal-tag

Source:<https://design-anthology.com/story/design-trust-yau-tsim-mong-micro-park>
<https://illustrarch.com/landscape-architecture/public-spaces/40172-creating-inviting-public-spaces-architectural-insights.html>

SOCIAL ARCHITECTURE / PLACEMAKING

Placemaking Movement

The first reference to the term was made in the 1960s through the “Placemaking Movement” by Jane Jacobs and William Whyte. The aim of the movement was to promote the redesign of cities with people at the center, rather than around the use of automobiles for connecting their various parts.

In 1972, through Jan Gehl’s ground-breaking book *Life Between Buildings: Using Public Space* and the phrase, “*First life, then space, then buildings. The other way around never works,*” many architects, urban planners, and landscape architects began increasingly focusing on the design of parks, squares, and public spaces in general that attract people and support their activities.

In 1975, through Fred Kent’s NGO project *Project for Public Spaces*, the term “placemaking” began to become synonymous with the creation of public spaces that support—and are supported by—communities.

Πηγή:<https://medium.com/the-urban-condition/humans-of-urbanism-jane-jacobs-bd34380992ec>



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

SOCIAL ARCHITECTURE / PLACEMAKING

Placemaking Movement

To achieve social sustainability—which to a large extent both defines and is defined by economic and environmental sustainability—a long-term relationship among all stakeholders is required, one that can both transform and sustain public spaces. However, to ensure this social sustainability, certain parameters are needed, such as:

- 1. Inclusiveness and acceptance of diversity.**
- 2. Experimentation through temporary activities (pop-ups).**
- 3. The creation of shared spaces for interaction (common spaces).**
- 4. Accessibility for all.**
- 5. Human-scale design.**
- 6. Attractive urban environments (great places).**

Attractive urban environments are a key pillar of social sustainability in the placemaking process. Among the factors that create such urban environments are an enhanced sense of safety, identity, and value—concepts that help foster more effective social integration.

Source: <https://www.archisearch.gr/architecture/placemaking-xenia-mastoraki//>

Source: <https://www.pps.org/article/what-is-placemaking>

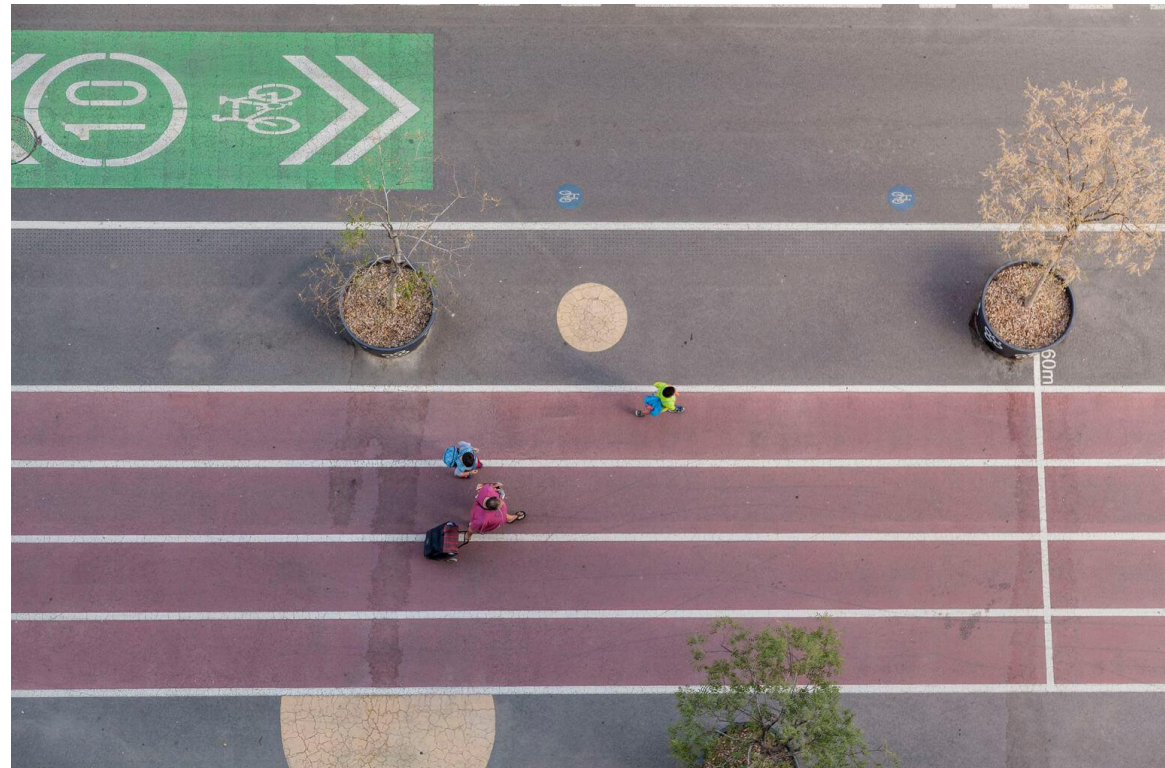


SOCIAL ARCHITECTURE / PLACEMAKING

Great Places

Access & Connectivity

An attractive public space should be easy to reach, enter, and move through. It should be walkable, well-connected by public transport, visually open, and bordered by active, welcoming edges such as shops rather than blank walls, making it both accessible and safe.



SOCIAL ARCHITECTURE / PLACEMAKING

Great Places

Comfort & Image

A successful public space feels welcoming, safe, and clean. Comfort is supported by amenities like seating and shaded areas, encouraging people to stay and use the space throughout the day and year.



SOCIAL ARCHITECTURE / PLACEMAKING

Great Places

Uses & Activities

A successful public space offers diverse activities that attract people throughout the day. A mix of uses—play, sports, events, and everyday activities—creates reasons for people to visit, stay, and return.

Source:

https://www.livacity.com/projects/urbangatherings?utm_source=Pinterest&utm_medium=organic

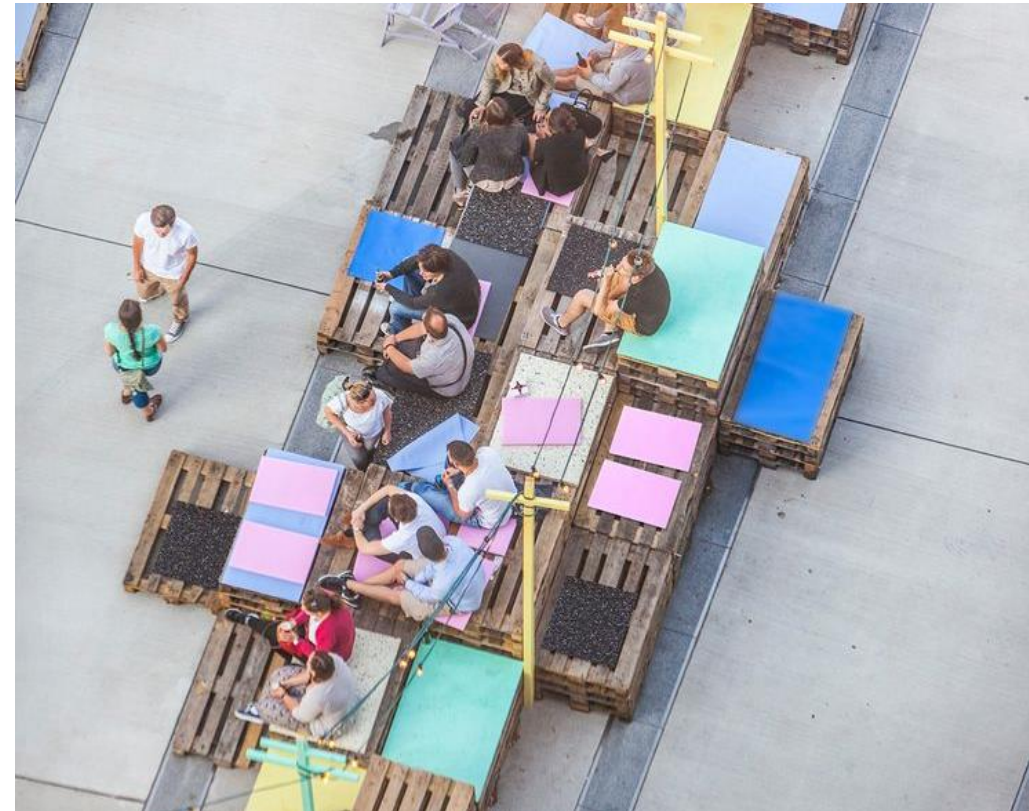


SOCIAL ARCHITECTURE / PLACEMAKING

Great Places

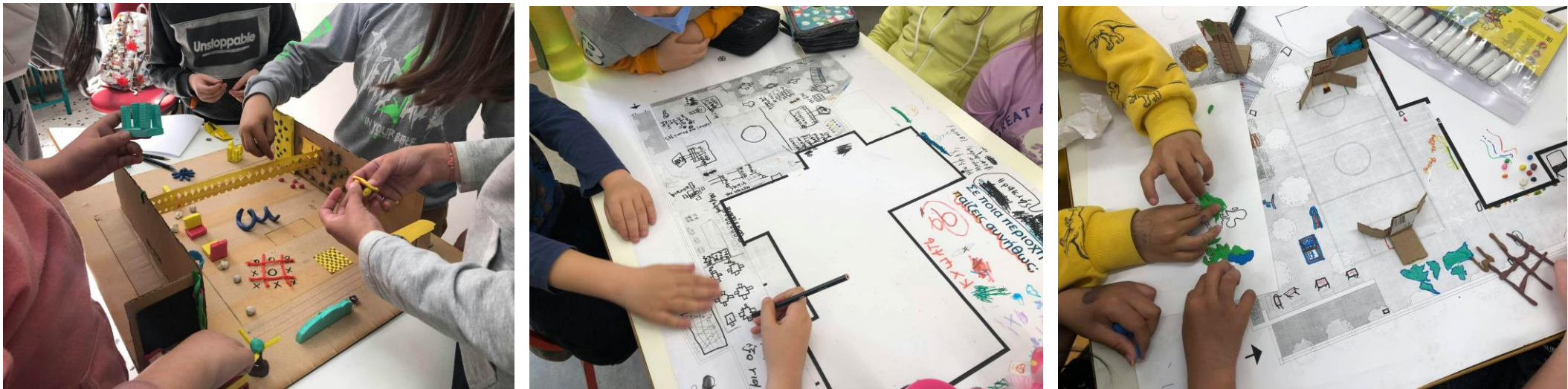
Sociability

Sociability is a key quality of a great place. When people gather, meet friends, interact with neighbors, and feel comfortable connecting with others, a public space becomes truly vibrant and meaningful.



SOCIAL ARCHITECTURE / PLACEMAKING

Great Places – Examples - Inclusive Schoolyards, URBANA



Inclusive Schoolyards – Location: Athens, Trikala, Heraclion

Inclusive Schoolyards is a long-term educational and participatory program developed by URBANA, combining pedagogical tools and architectural interventions to promote equality, inclusion, and coexistence in school environments. The program focuses on the schoolyard - the first public space children experience - as a critical setting where social relationships, hierarchies, and exclusionary patterns are formed.

Source: <https://www.urbana.gr/projects/inclusive-schoolyards>

SOCIAL ARCHITECTURE / PLACEMAKING

Great Places – Examples – THE MICE ATE THE DOOR - Natalia Bazaiou, Anastasia Noukaki, Tina Vardalachou

Live Projects Network:

The Mice Ate the Door /

35th Primary School Exarcheia, Athens, 2019
The-mice-ate-the-door Library is a space on the border of the inside and outside of a school, on the very limit of the neighbourhood and the school yard. It is a library that will also address both the students and the children of the neighbourhood. We redesigned the back gates of the school converting them into a library and vegetation space.

<https://liveprojectsnetwork.org/project/library-door/>



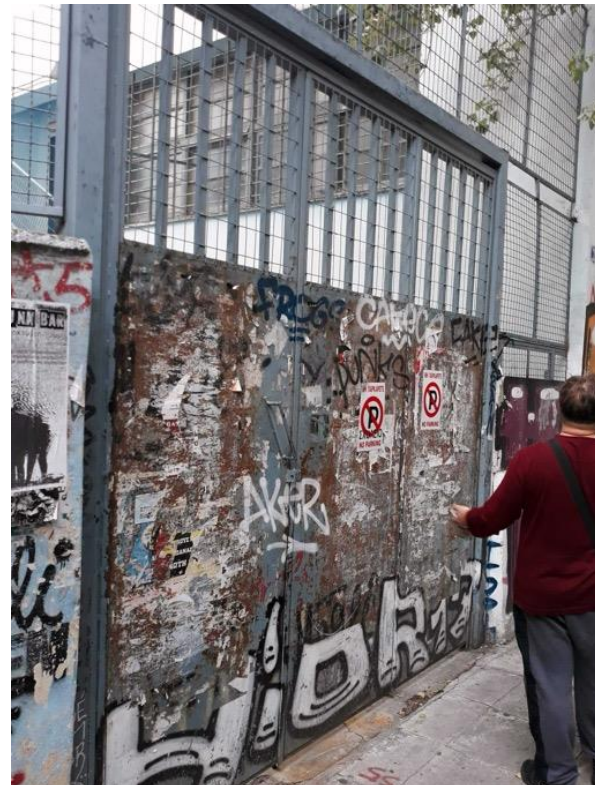
SOCIAL ARCHITECTURE / PLACEMAKING

Great Places – Examples – THE MICE ATE THE DOOR - Natalia Bazaiou, Anastasia Noukaki, Tina Vardalachou

Live Projects Network:

The aim has been the creation of a spatial game in which plants and books on the threshold of the school are inviting children from both sides to explore it. The 2nd Grade school children and designers used play and artistic expression as a common language in order to design the door together.

The intervention has been implemented in the framework of This is Athens-Polis programme



<https://liveprojectsnetwork.org/project/library-door/>

SOCIAL ARCHITECTURE / PLACEMAKING

Great Places

Benefits & Advantages

- Supports and strengthens a fair local economy
- Promotes health and well-being
- Enhances comfort and sense of ease
- Improves accessibility
- Fosters a sense of community
- Encourages social interaction

SOCIAL ARCHITECTURE / PLACEMAKING

Great Places – Examples – YANKO DESIGN, COMMUNAL BENCH





thank you!



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