

space for place



FERMATA

Ted Lee Eubanks

Founder & President

# Left Right

Facts

8

OH

H

OH

Goal

5

3

Logic

$E=mc^2$

6

1

2

$\pi = 3,141592...$

$c^2 = a^2 + b^2$



Creative

Dream

Imagination

Emotions

S4P

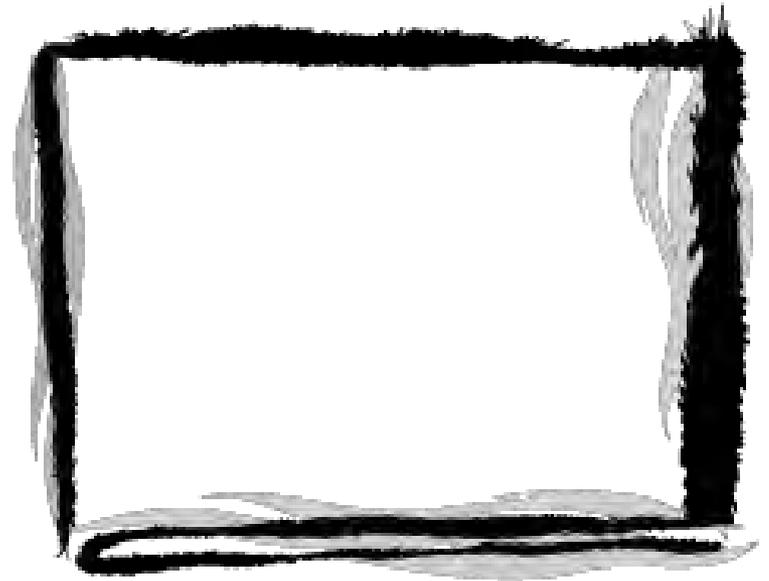
## space for place

“If history were taught in the form of stories, it would never be forgotten.”

— Rudyard Kipling, *The Collected Works*

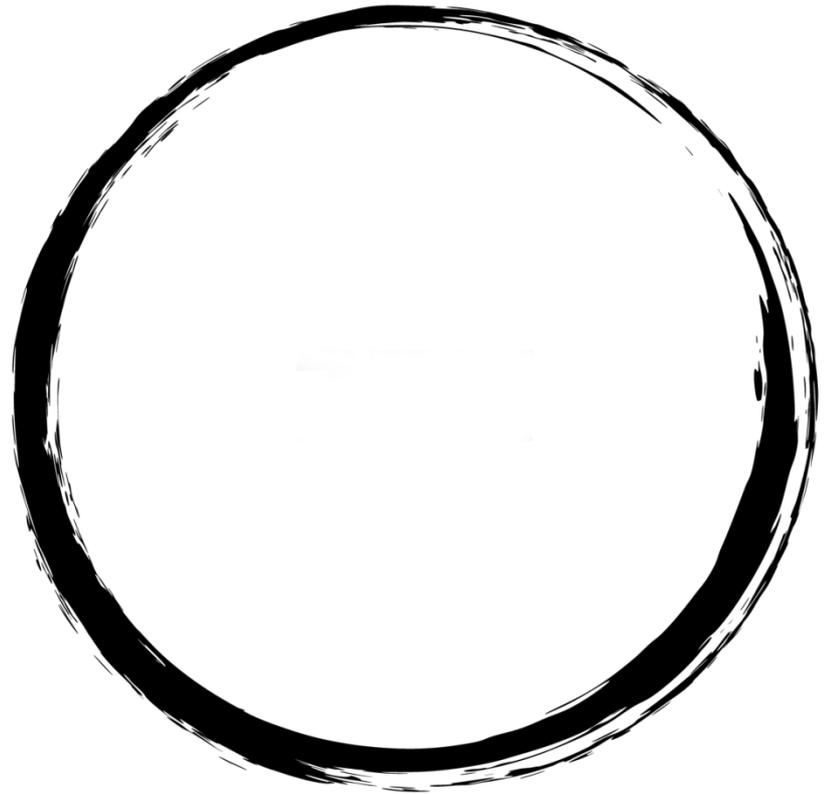
# Place

- Cognitive
- Logical
- Factual
- Objective
- Discrete



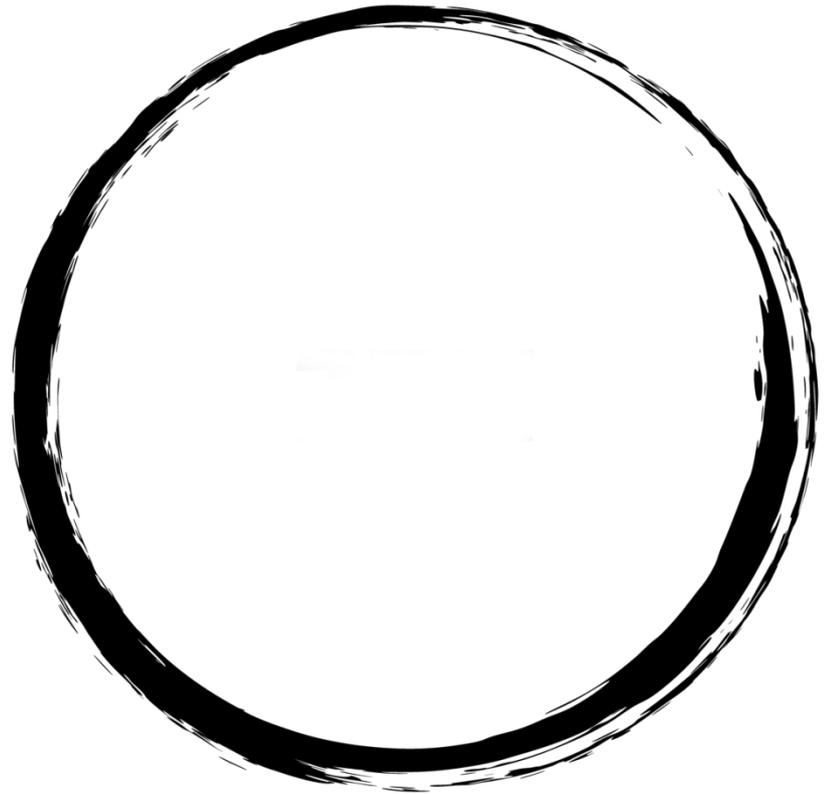
# Space

- Affective
- Perceived
- Emotional
- Judgmental



# Space

- Opinionated
- Subjective
- Amorphous
- Conjectural
- Shared



...space requires a *movement* from a place  
to another place...





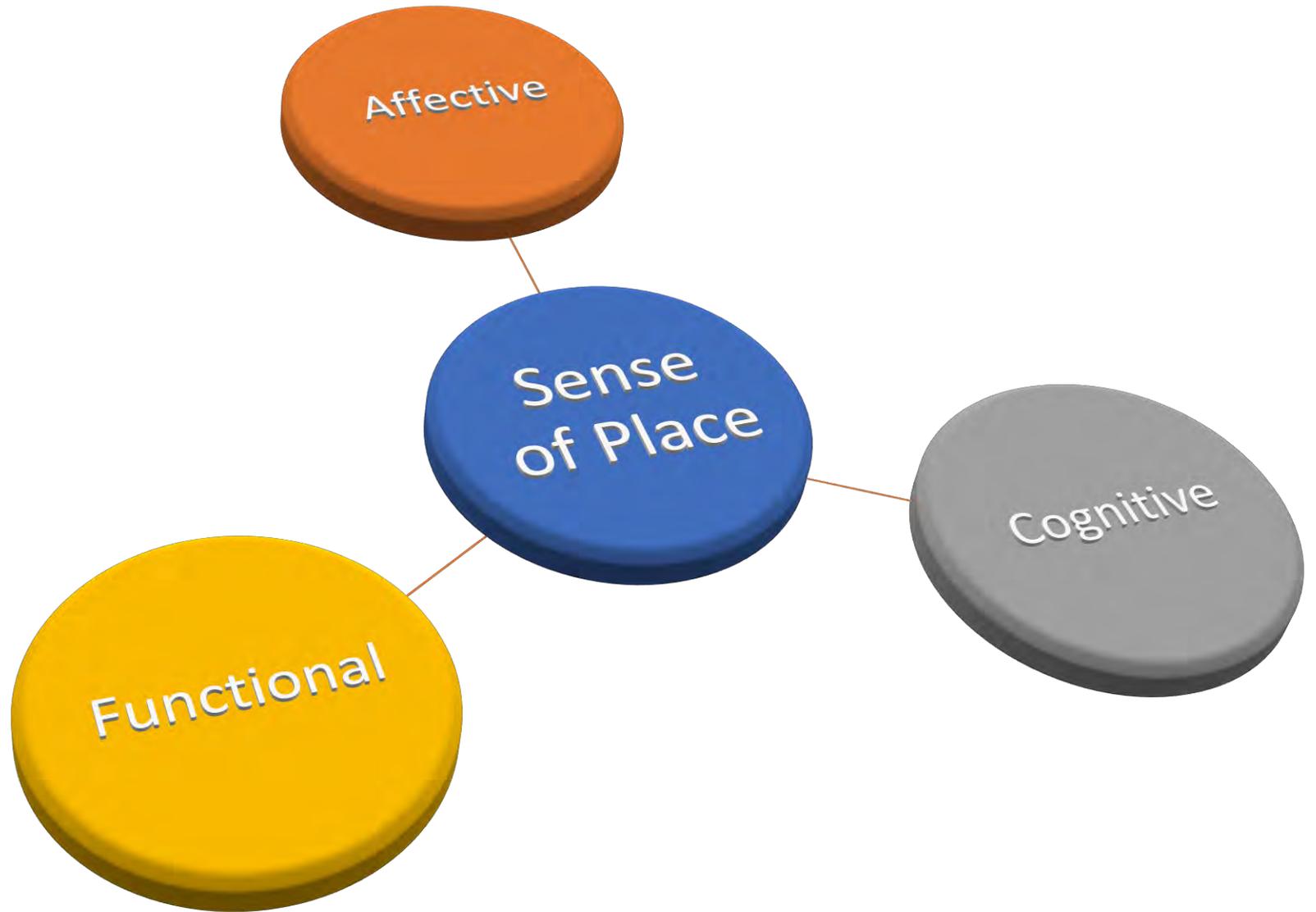
...an unknown physical setting is a “blank space” that only becomes a “place” as it is endowed with meanings through *lived* experiences.

Planning, especially the types of planning undertaken by communities, is based on place.

All begin and end with *place*.



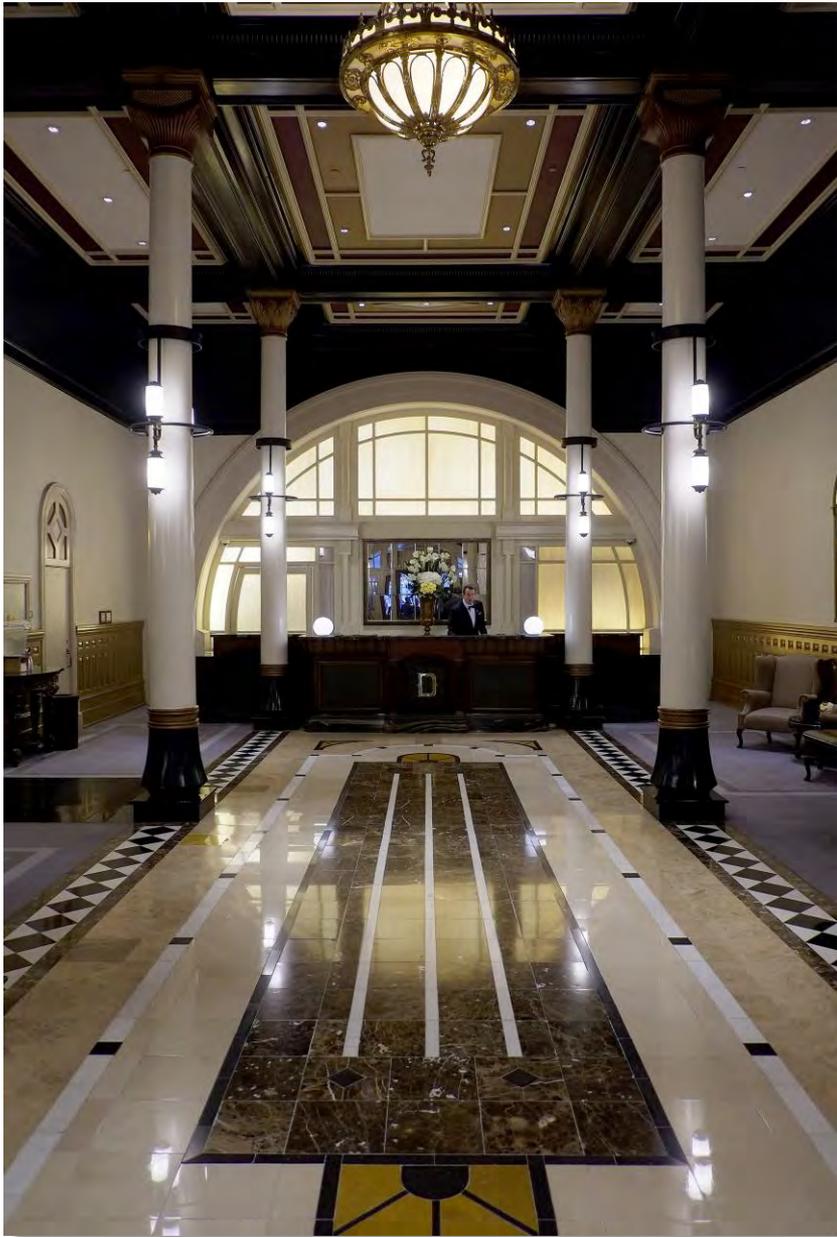
What begins as undifferentiated becomes a place as we get to know it better and endow it with value...*Yi-Fu Tuan*



...individuals who are emotionally, cognitively,  
or functionally attached to a place *will act* to  
protect that place.



...research has shown this is true in several different contexts including parks, protected areas, and recreation landscapes.



...we are willing to fight  
for places that are more  
central to our  
identities...this is  
especially true when  
*important symbolic  
meanings* are  
threatened by  
prospective change...

Richard Stedman

S4P

The Role of Interpretation in  
Defining and Communicating  
Place

Sense of  
Place



...outside interests have a role in shaping cognition, through shaping the physical landscape, *through interpretation of the landscape...*

Richard Stedman 2002

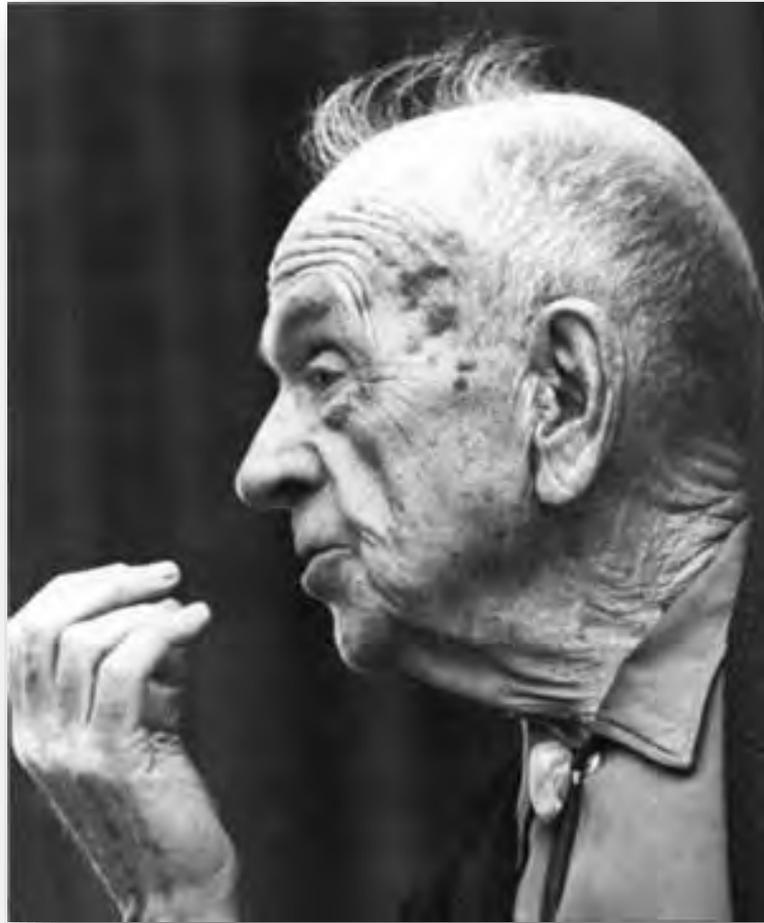
Interpretive planning constructs a thematic framework overlaying space and time.



The interpretive framework includes not only an inventory of places and resources within a space, but also identifies a diversity of meanings and values associated with each place.

...the visitor's  
chief interest is in  
whatever touches  
his personality,  
his experiences,  
and his  
ideals...*Freeman  
Tilden*





“...to reveal the beautiful truths that lie behind the appearances.”

Freeman Tilden

S4P

# narrative

Through narrative we understand the world and our place in it.



...The community character of a city, county, town, or neighborhood can be seen as a story or narrative of a place...*American Planning Association*

A great city  
may be seen as  
the  
construction of  
words as well  
as stone...*Yi-Fu  
Tuan*





Narrative is introduced into our lives with our first breaths. Parents begin telling children stories at the earliest age. The concept of story, of narrative, is a fundamental component in human communication.

The narrative provides a rationale and context for the planning effort. Without this rationale, planning efforts are often seen as an imposition or a threat. Absent a context, efforts such as historic preservation are viewed as little more than regulation.

The narrative also identifies those values and attributes that distinguish the community (park, tourism destination) from those with which it competes or compares. The obvious way to defend against becoming *nowhere* is to be *somewhere*.

- **Theme** is what the narrative is about.
- **Stories**, organized along **storylines**, are the materials that we use to construct the narrative.

# Thematic Structure

- Theme
- Subthemes
- Storylines
- Stories

- Theme – *Our Austin Story*
- Subthemes – Brush, Republic, Wooldridge Squares
- Storylines
  - Brush Square
    - Cattle, Cotton, and Commerce
    - Cowboy Culture
    - Austin's New Deal
  - Republic Square
    - Austin Origins
    - Austin's Mexico
    - The Tex-Mex Revolution
  - Wooldridge Square
    - Soul of the City
    - Winds of Change
    - Powerful Women
    - Keep Austin Weird

Narratives typically contain a rich and varied array of ideas; however, at any given time, a certain set of ideas (and memories) tends to dominate. In other words, there is a dominant narrative that society, in general, follows.

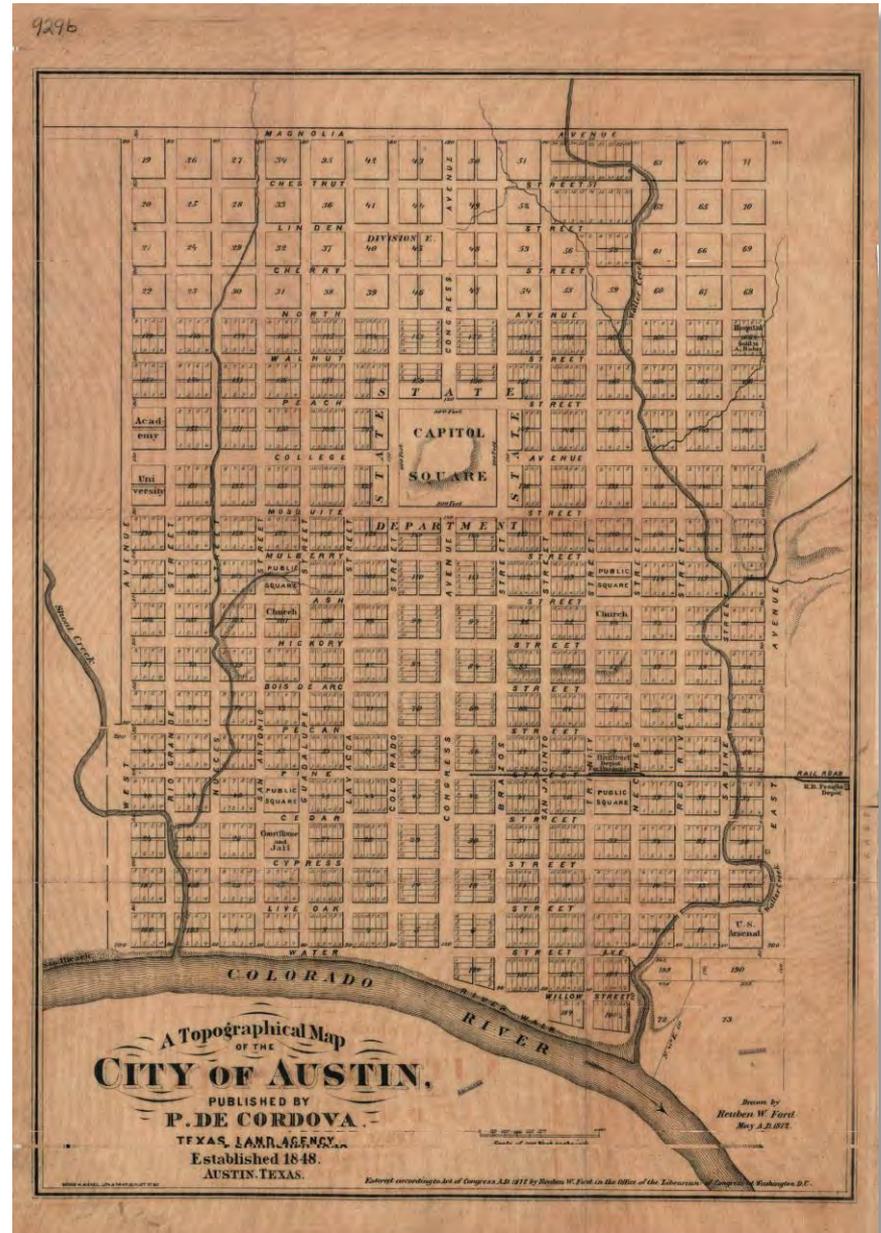
The interpreter's responsibility is to offer a narrative that extends outside the bounds of that which is in vogue.



Woolley  
Park  
www...

S4P

The matrix of  
opportunity  
mastering space for place



# Where Do I Start?

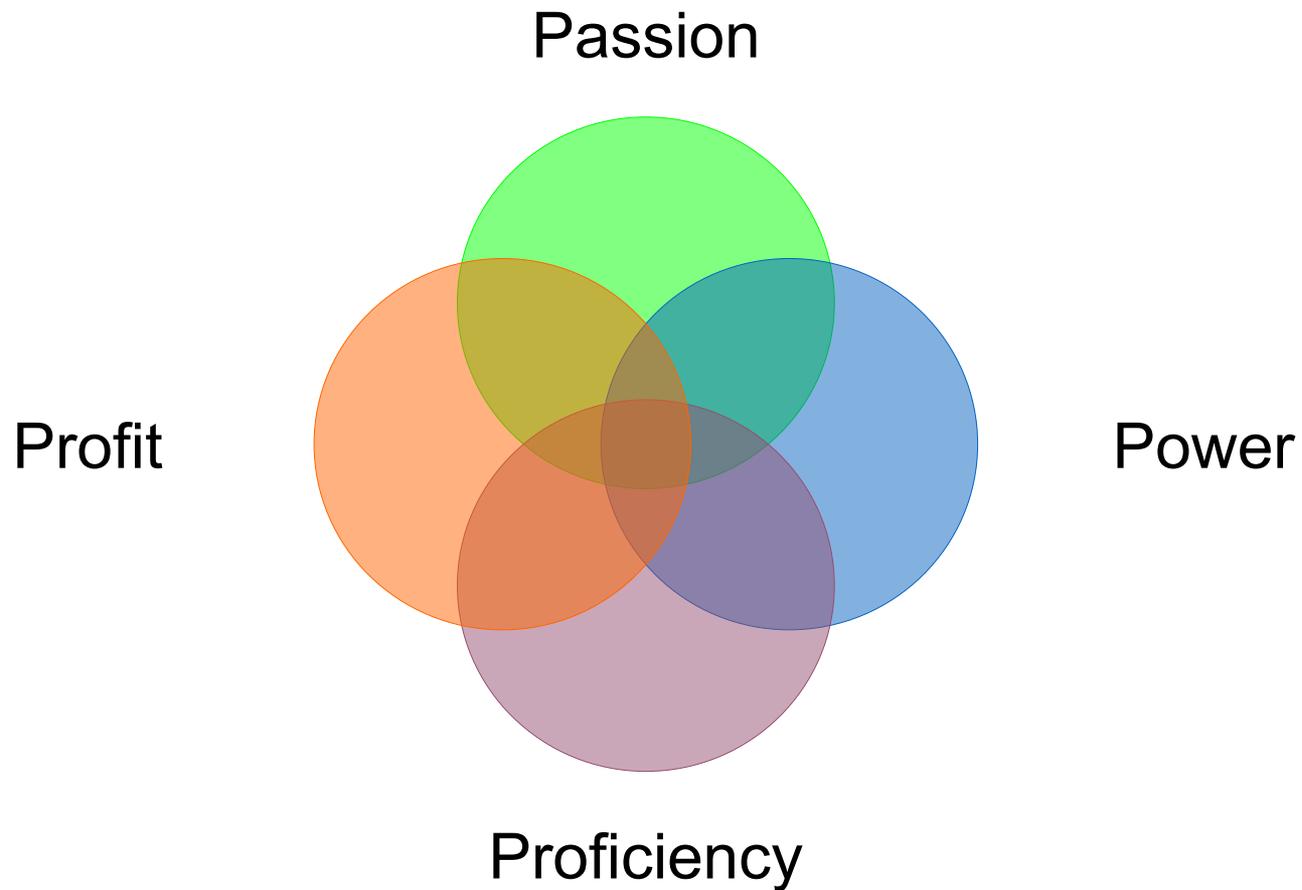


“Do what you can  
with what you  
have where you  
are.”



*Theodore Roosevelt*

# The Hedgehog Concept



The inventory of places includes points of interest, thematic punctuation, interpretive potential, and engagement.





# Matrix of Opportunities

Inventory

Assessment

Identify Gaps &  
Constraints

Measure  
Success

Adjustment  
Markers

Priority of  
Opportunities

Implementation  
Strategy (DO)

1. Delineate Zone of Influence (ZOI).
2. Engage community.
3. With the community, identify and inventory the natural, cultural, and historical resources within the ZOI.

- Public Lands
- Private Lands
- Historical Resources
- Recreation
  - Activities
  - Infrastructure
- Education
- Outreach
- Communities
- Stakeholders
- Goods and Services

- Baselines
- Gap Analysis

Inventory

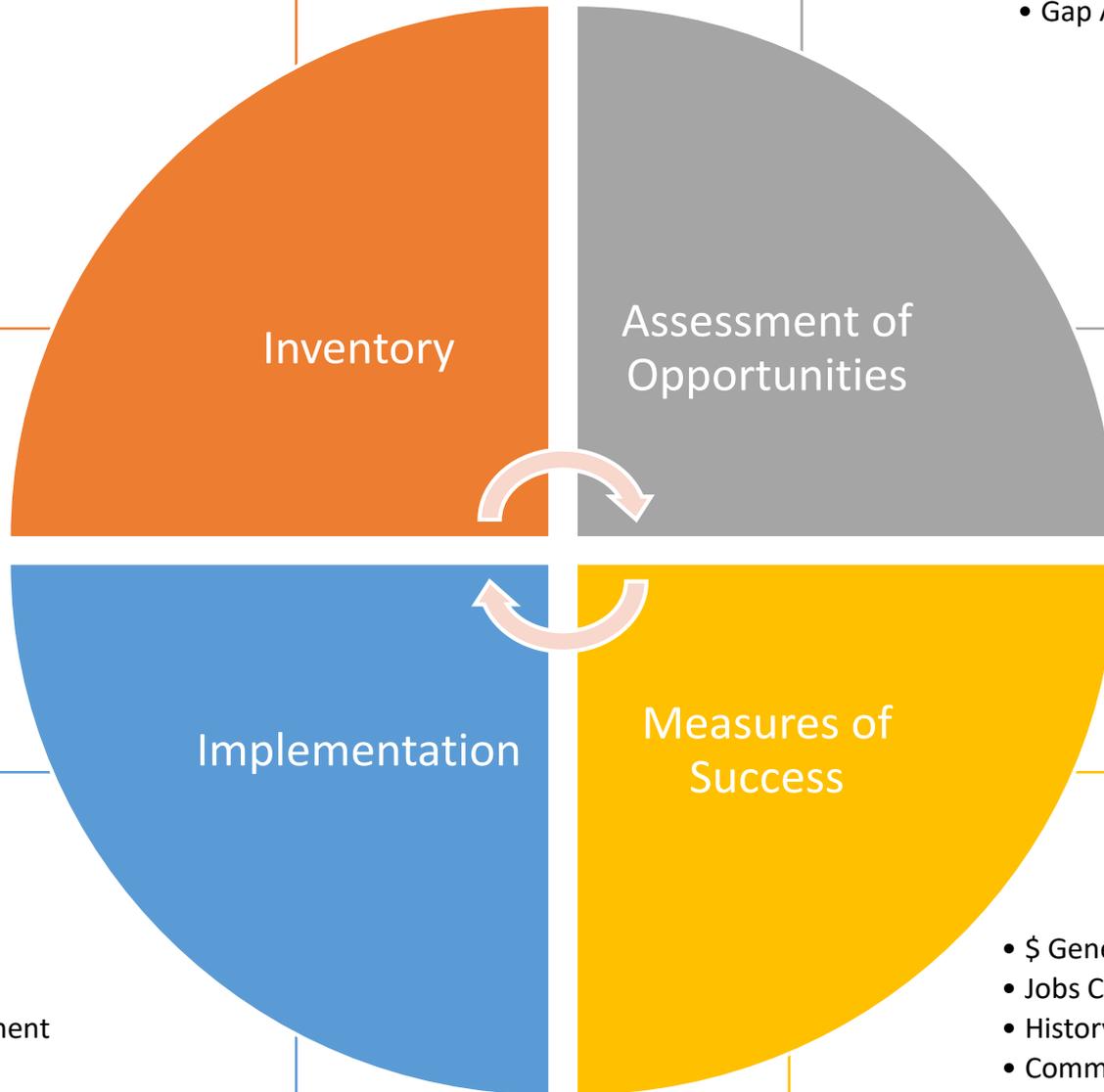
Assessment of Opportunities

Implementation

Measures of Success

- Infrastructure
- Acquisition
- Sustainable Development

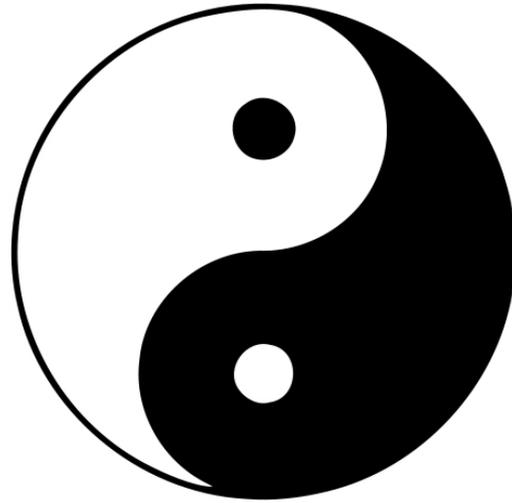
- \$ Generated
- Jobs Created
- History Conserved
- Communities Stabilized
- Children Educated



- Traditional (convention)
- Socio/Cultural
- Geopolitical
- Ecological
- Geological
- Historical



4. Organize the inventory and develop a thematic structure for the narrative-based plan.
5. Interpret the specific stories within the thematic structure.
6. Develop interpretive enhancement strategy for telling these stories.



# Message and Medium

It is the framework  
which changes with  
each new technology  
and not just the  
picture within the  
frame...



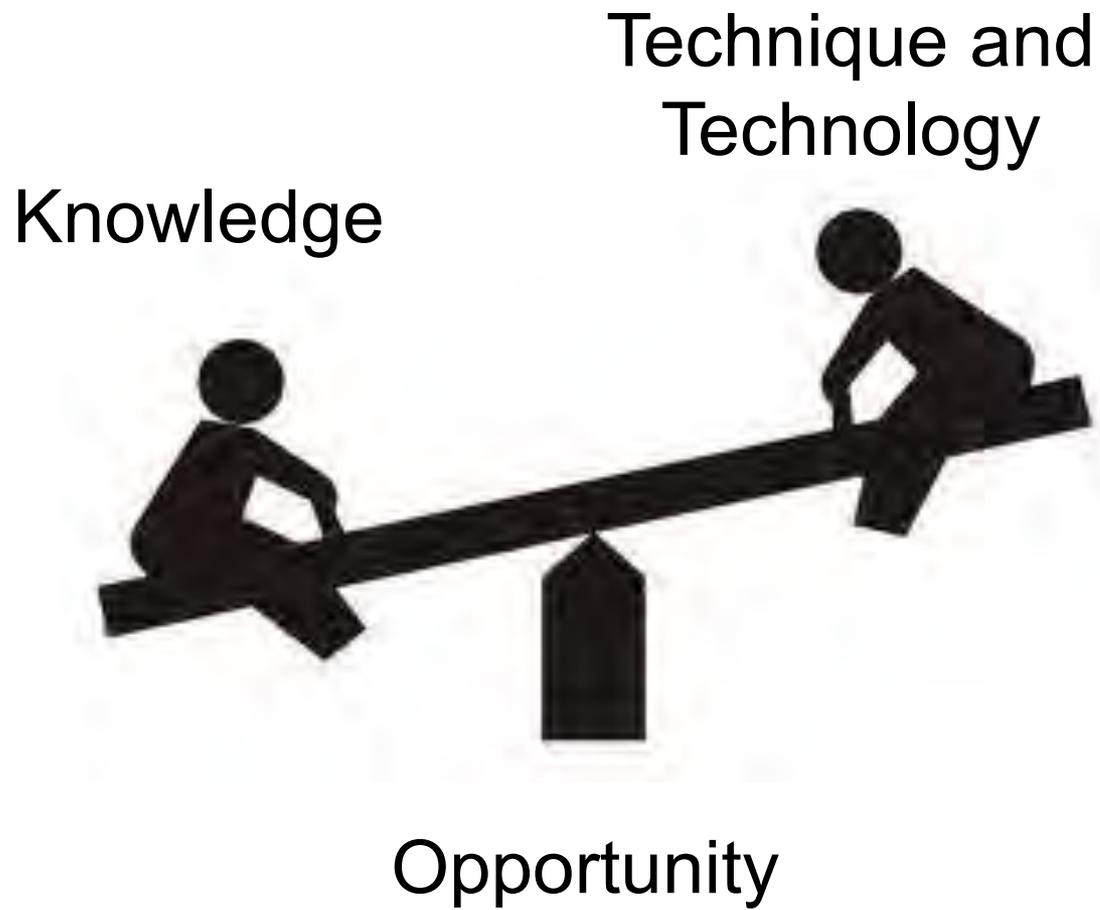
Marshall McLuhan

Message

Medium



Interpretation



*Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior...Marshall McLuhan*



# Traditional Technologies

- Print
- Radio
- Television
- Interpretive Signage
- Interpretive print (guides, brochures, maps)
- Audio guides



# Traditional Digital Media

- Web
- Weblog
  - Itineraries
  - Maps
  - Guides
  - Audio
  - RSS Feeds



# Emerging Media

- Google Earth
- Location-aware media
- SmartPhone apps
- Codes/Tags
- NFC
- Streaming
- Emerging hardware
- Transponders
- VR



# Smart Phones

- Stream (web-based)
  - Web
  - Download (pdf)
- Apps
  - Iphone
  - Android



Go Guerrilla

7. Use interpretive content and media to signal specific goods and services that reflect the nature, culture, and history of the region.
8. Formulate strategy to enhance and develop broader array of destinations and events to offer the public.
9. Formulate strategy to enhance and develop broader array of goods and services to offer the public.



10. Use narrative as an identity (brand) builder for the region.
11. Use new brand or identity in expanding products and services beyond local distribution to a broader market (exportables).
12. Use expanded amenity base (quality of life) to reposition the community or state to attract compatible industries and jobs.



Lands

Recreational  
Opportunities

**Inventory**

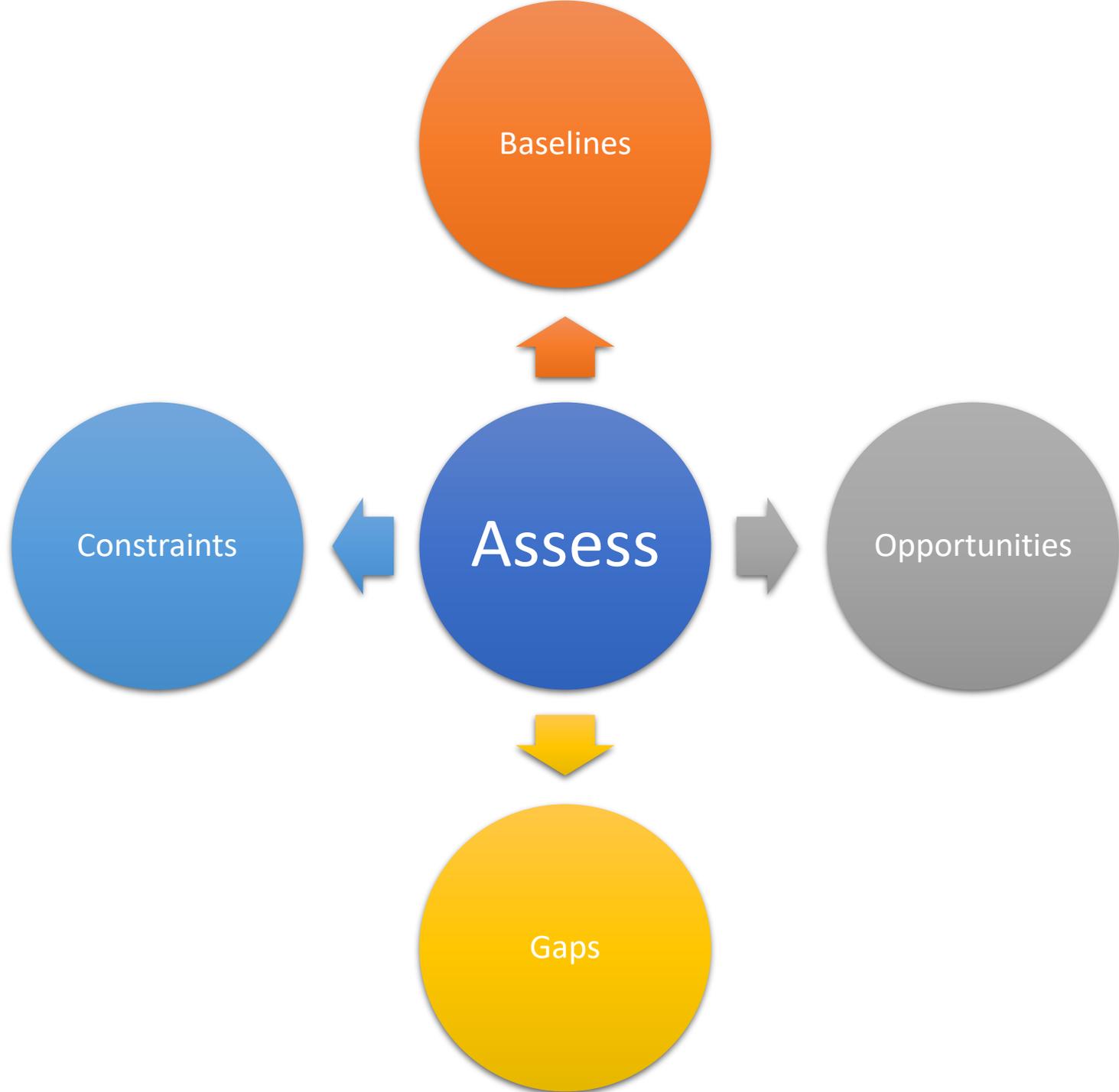
Goods and  
Services

Engagement  
Strategies

Core  
Competencies

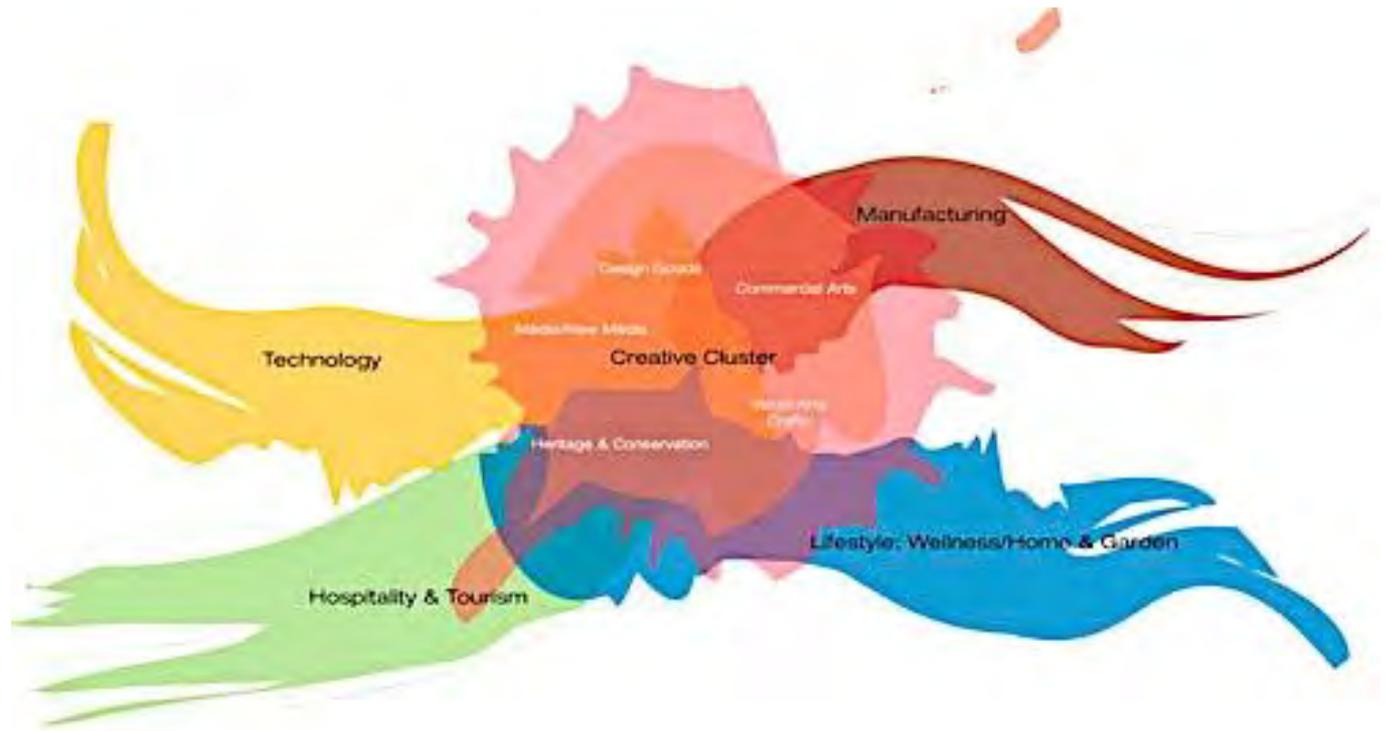
Stakeholders

Constraints

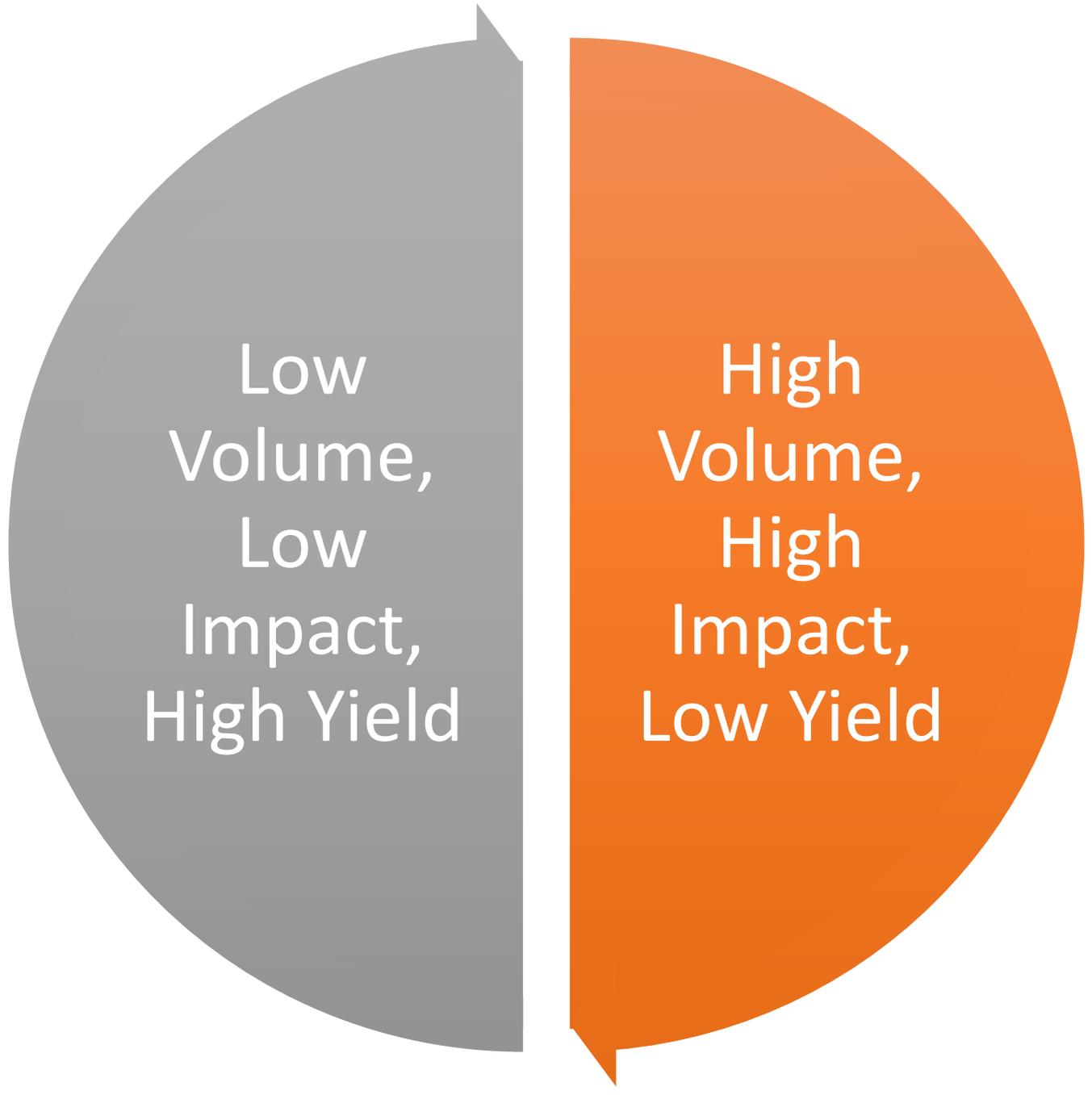








The sustainable tourism cluster



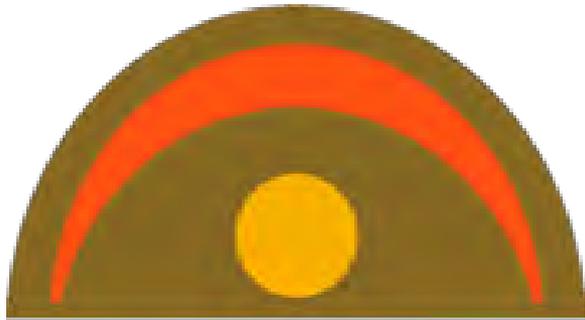
Low  
Volume,  
Low  
Impact,  
High Yield

High  
Volume,  
High  
Impact,  
Low Yield

# Tourism Types

- High volume, high impact, low yield (cruise ships, all-inclusive resorts).
- Low volume, low impact, high yield (ecotourism, heritage tourism).
- Tourism research uses the term “McDonaldization” when addressing mass tourism such as cruise ships and resorts. In our work we use a similar term – Walmartization.
- This form of tourism has low per-passenger yields, therefore demands high volumes. High volumes *inherently* inflict high impacts on destinations.





FERMATA

Ted Lee Eubanks, Founder and President

PO 5485

Austin, Texas 78763-5485

(512) 391-0095

[www.fermatainc.com](http://www.fermatainc.com)

tedleeeubanks@fermatainc.com



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