space for place

FERMATA

Ted Lee Eubanks
Founder & President
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*
Sense of Place

- Affective
- Functional
- Cognitive
...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
Sense of Place

The Role of Interpretation in Defining and Communicating 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
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.
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

- Passion
- Power
- Profit
- Proficiency
The inventory of places includes points of interest, thematic punctuation, interpretive potential, and engagement.
Matrix of Opportunities

- Inventory
- Assessment
- Implementation Strategy (DO)
- Priority of Opportunities
- Identify Gaps & Constraints
- Adjustment Markers
- Measure Success
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.
• 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
Knowledge

Opportunity

Technique and Technology
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.
Plan

Inventory

Assessment

Programs
- Recreation
- ED
- Engagement
- Training
- Investment

Measures of Success

Adjustment Markers
Measure Success

- $ Generated
- Jobs Created
- Children Educated
- Communities Stabilized
- Acres Conserved
The sustainable tourism cluster
High Volume, High Impact, High Yield

Low Volume, Low 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.
SUSTAINABLE TOURISM CLUSTER

- Venue/Resource
- Food, Lodging, Transportation
- Manufacture
- Wholesale
- Retail
- Rental
- Outfitter/Guide
Ted Lee Eubanks, Founder and President
PO 5485
Austin, Texas 78763-5485
(512) 391-0095
www.fermatainc.com
tedleeeubanks@fermatainc.com