

The power of story telling

Why we don't need traffic planners

Why we need storytellers

B R U
G G E





Martin Luther King never inspired others with “I have a nightmare”.

He started with his famous words “I have a dream”.

Ignace Schops, founder of the National Parc Hoge Kempen
Goldman Environmental Prize Ceremony 2008

What world do you want ?



What world do you want ? Action speaks louder than words



Geldmuntstraat

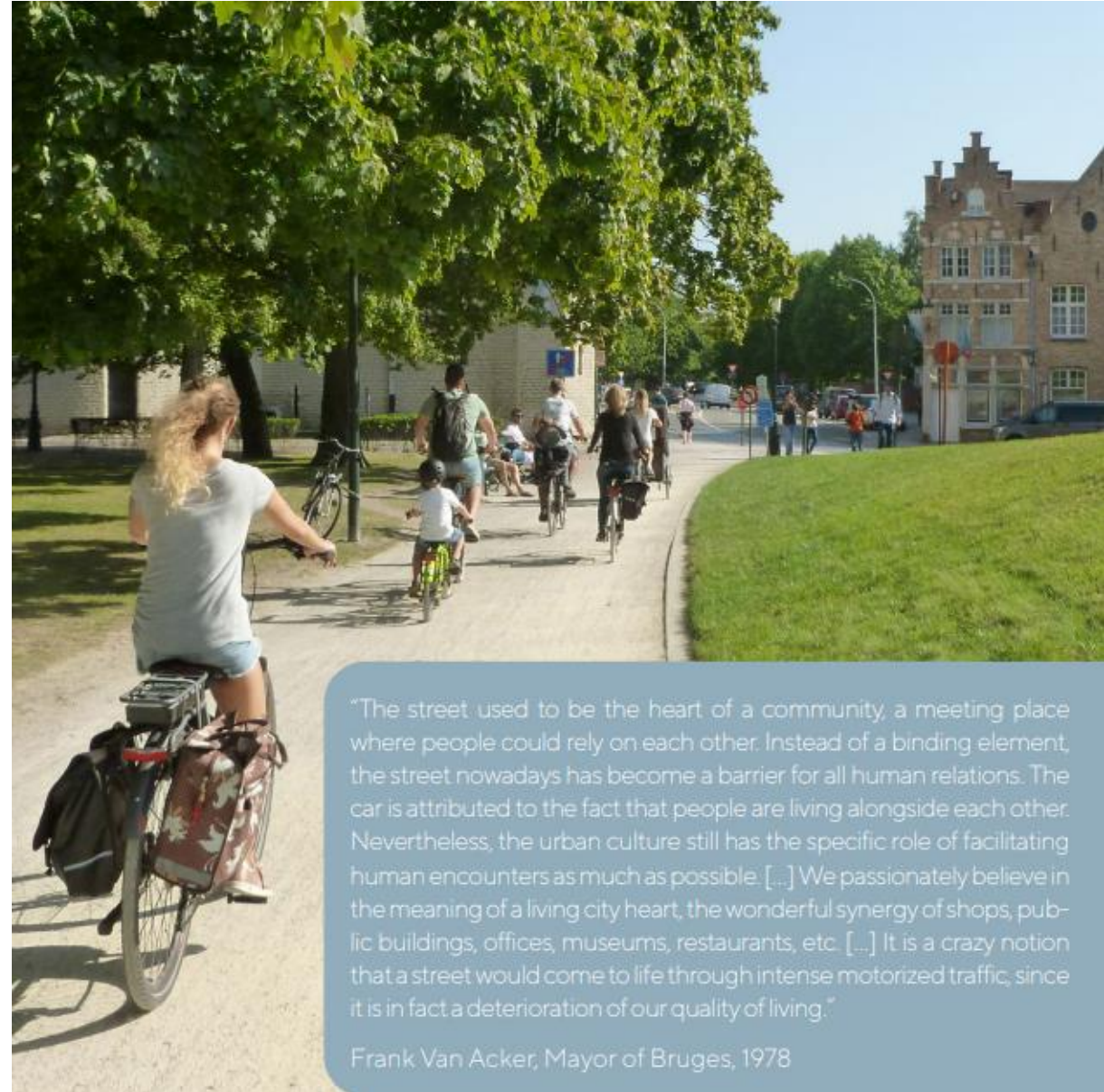


't Zand



Myth 1 : choosing for sustainable mobility, is a choice against the car

Answer : we choose for a sustainable city



Storytelling is not traffic planning

If you plan for car traffic, you get car traffic

If you plan for electric traffic, you get electric traffic

If you plan for sustainable traffic, you get sustainable traffic

Life with cars.



Life with electric cars.

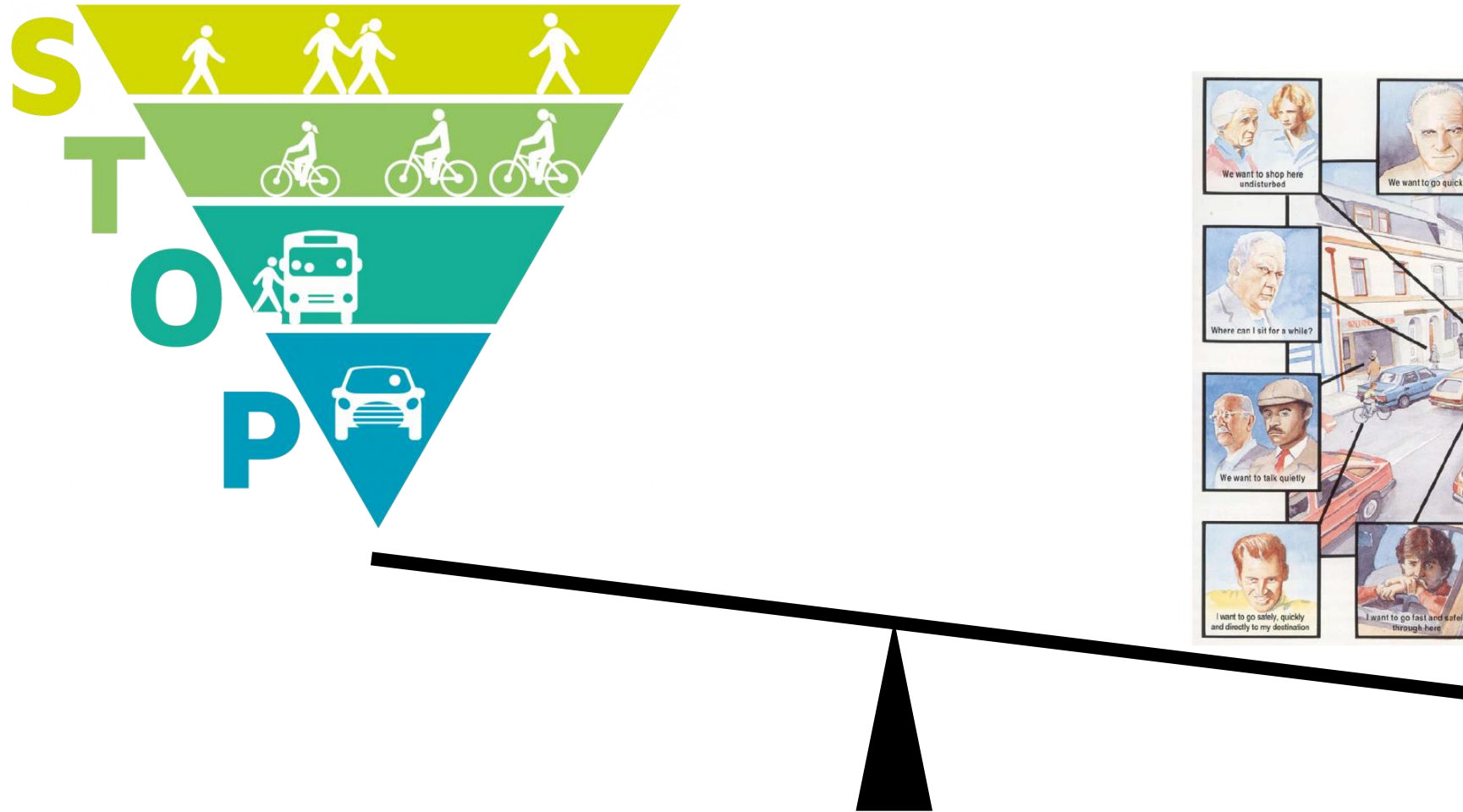


Life in a modern city.



If you plan for a city of people, you get people

Storytelling is not traffic planning
Storytelling is not about telling the story right (e.g. defending choices based on traffic manuals)
Storytelling is about telling the right story (i.e. touching peoples heart and minds)



*A Sustainable Urban Mobility Plan is a strategic plan designed to satisfy the mobility **needs of people** and businesses in cities and their surroundings for **a better quality of life**.*

Rupprecht Consult (eds), 2019

What world do you want ? ~~Action~~ Images speaks louder than words



What world do you want ? ~~Action~~ Images speaks louder than words



Myth 2 : it took you and your city fifty year to become a cycling city

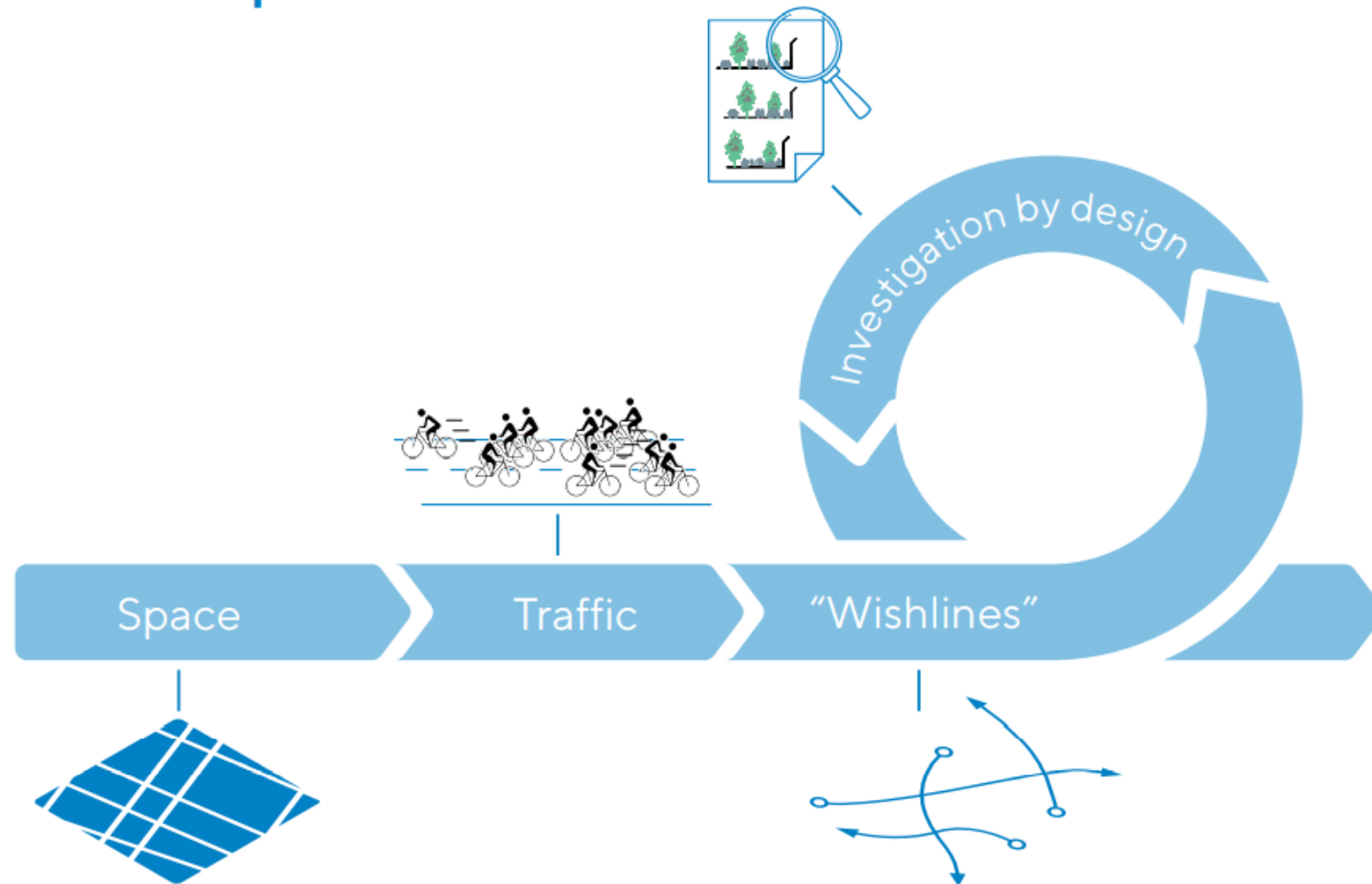
Answer : the city of your dreams is just one click in Photoshop away

Of course the design process can be messy and tricky
... but remember : so is every good story



Of course the design process can be messy
... but remember : so is every good story

Iterative process



And remember : a good story guides the author (not vice versa !)
a good city already knows its destination

- also something I learned from Natuurpunt and the Boeboeks:

In every seed there is already the entire flower, just nourish it and it will go ... b/oem !

[“bloem” is in Dutch “flower”, hard to translate, and ‘boem’ is ‘boom’]



And know : a good story guides the author
a good city already knows its destination

in city planning they use the phrase “genius locus”,
i.e. the sense of continuity and authenticity of a particular location



Bruges, a city build by and for people

Like I was learned at college

when planning a city – when planning streets, you have to smell at the cobblestones

Myth 3 : we are not Copenhagen

Answer : each city has to write its own story



/ MORTEN KABELL
CO-CEO OF THE EUROPEAN CYCLISTS' FEDERATION

"Copenhagen transformed itself into the wonderfully livable city it is today by prioritising people over moving cars. But it's not how Bruges can become Copenhagen, it's how Bruges can become a better version of itself thanks to the bicycle!"

Myth 3 : we are not Copenhagen

Answer : each city has to write its own story

To think out of the box
You have to know the box inside out

interdisciplinary research = explaining things

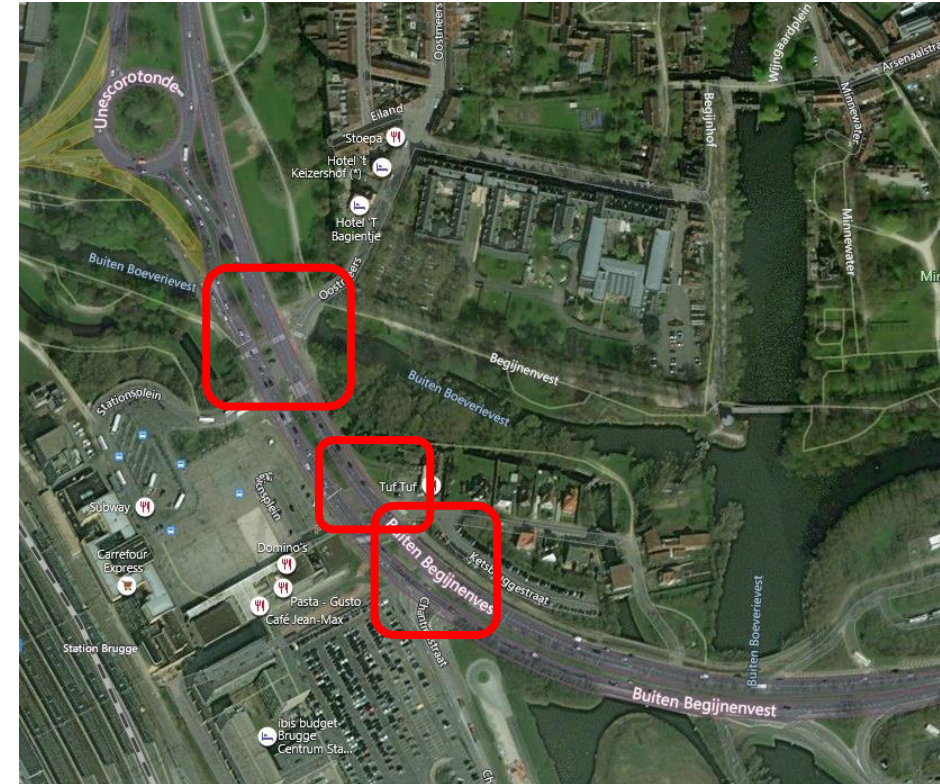
transdisciplinary research = understanding things

So use the strength of your city

Write you own story

R30 Station Bruges

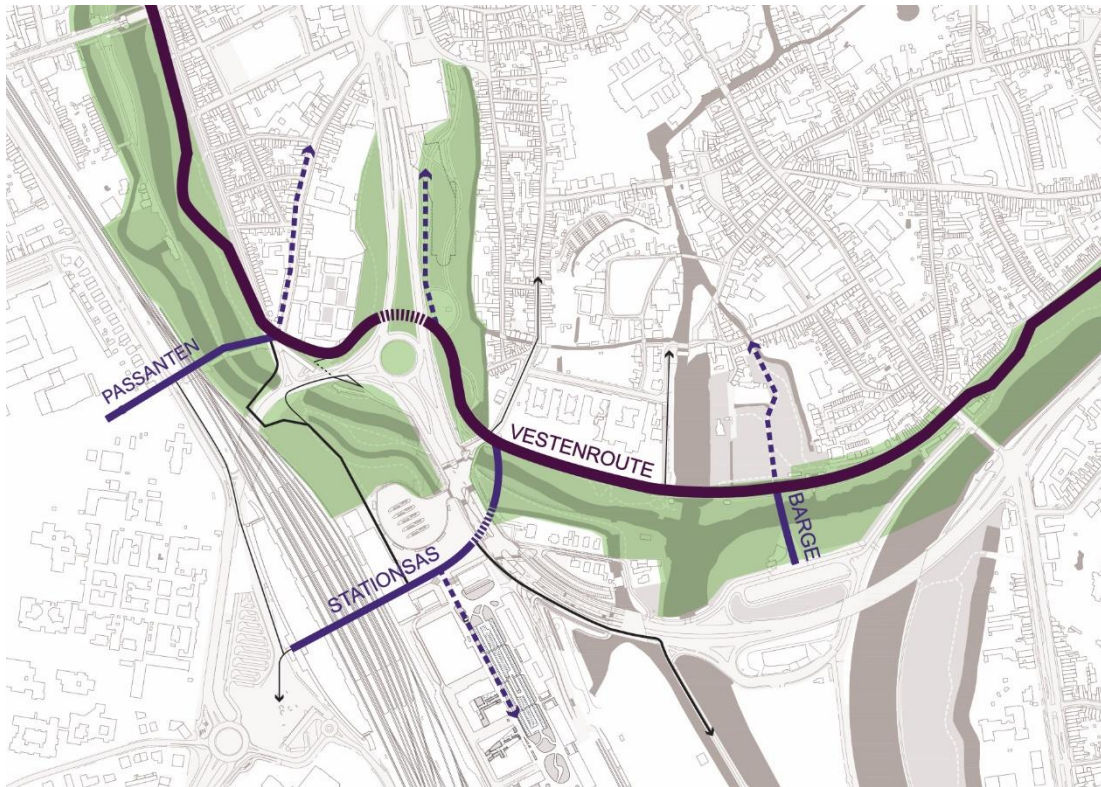
- 3 black spots
- 15.000 cyclists / day
 - 3 – 4.000 cyclists crossing R30 / day
- up to 2.500 pedestrian crossing R30 / rushhour



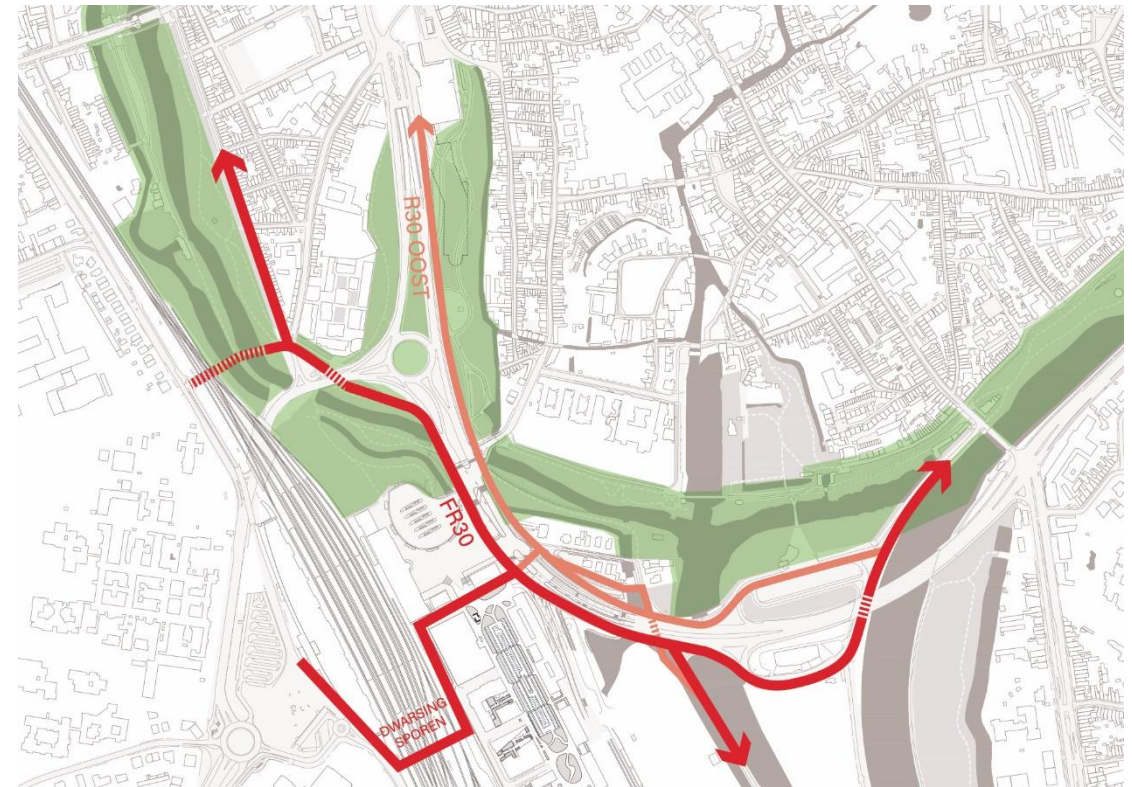
Write you own story

- Solution 1 : untangling the network of pedestrians and cyclists

future network pedestrians



future network cyclists



Write your own story

- Solution 2 : separating motorized and active traffic

design process bridge versus tunnel

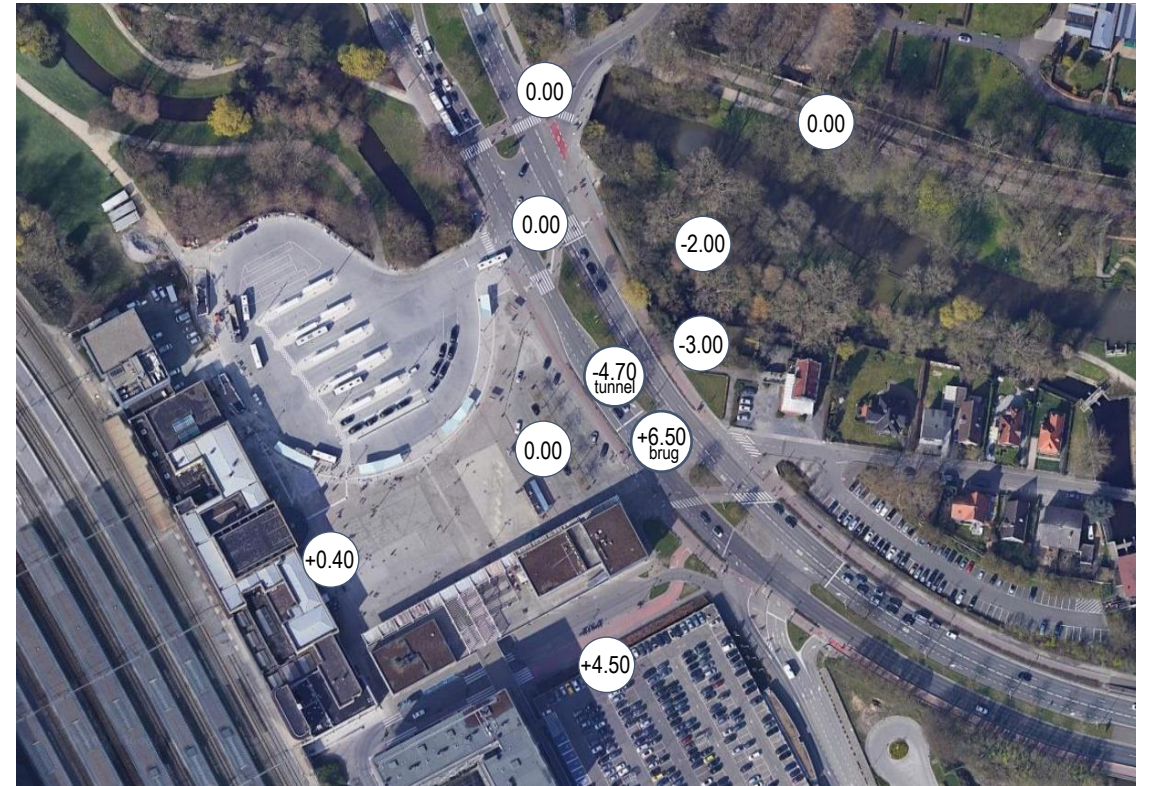


Write your own story

Don't be afraid to go off road, in fact: you should go off road

- Solution 2: separating motorized and active traffic

design process bridge versus tunnel

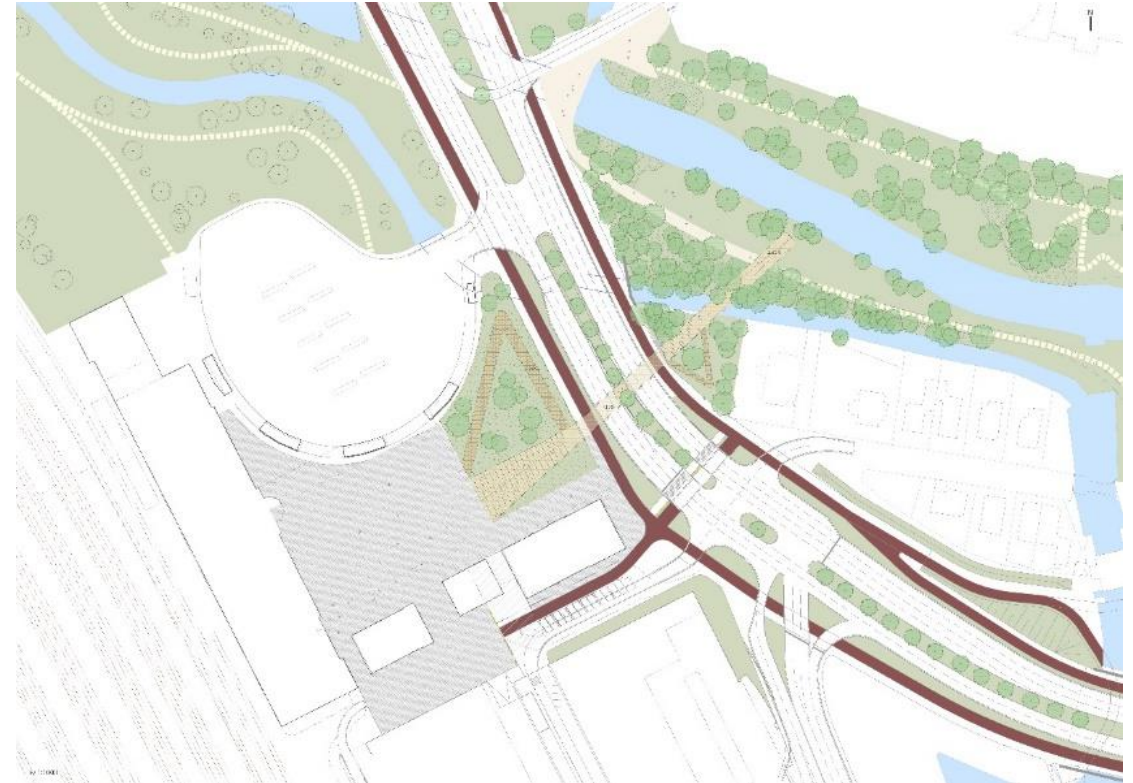
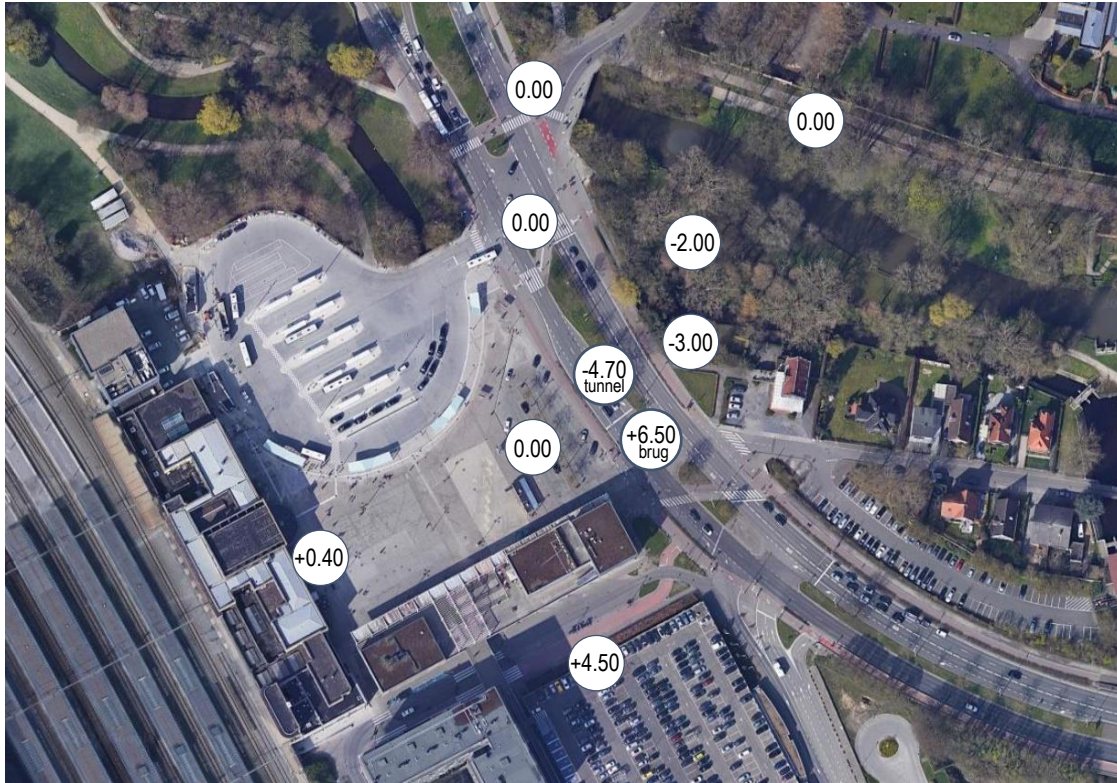


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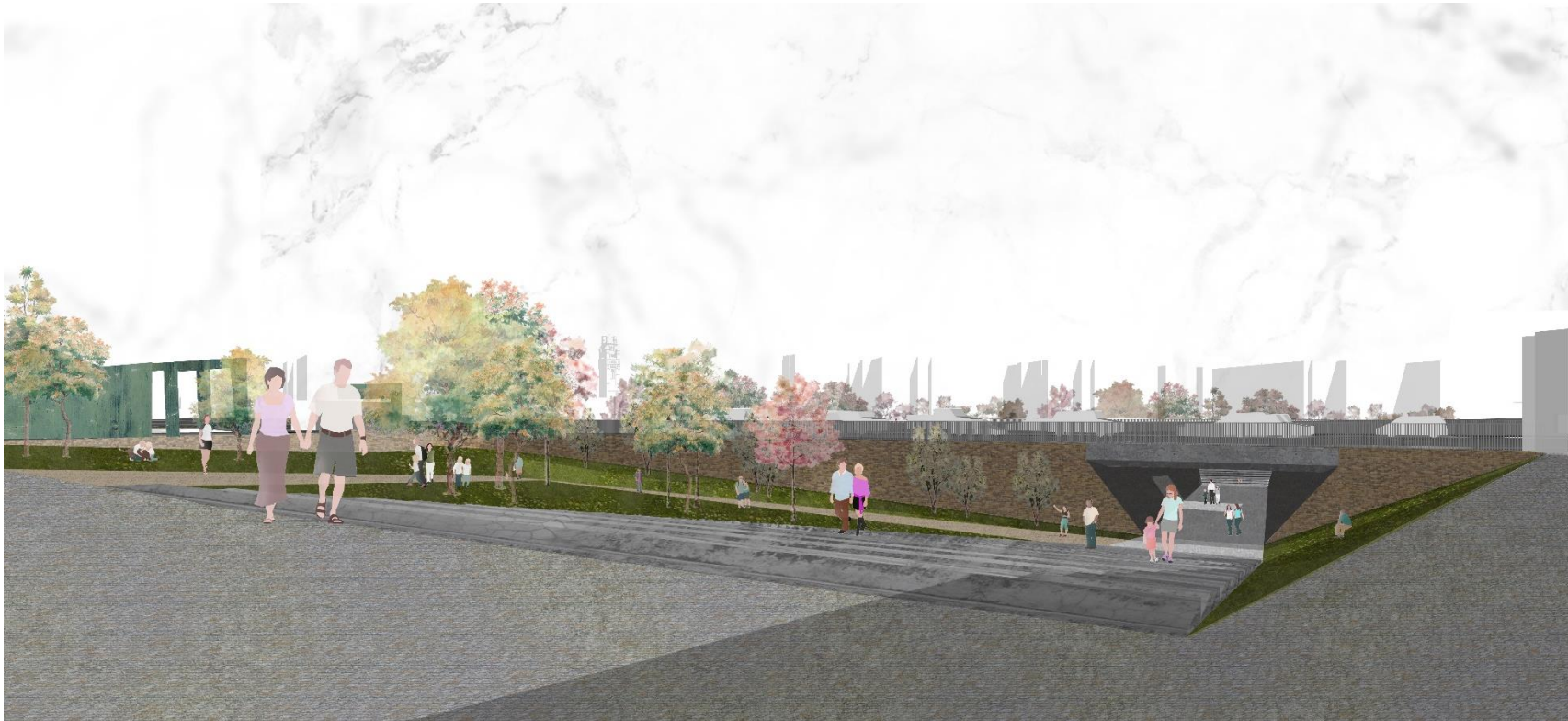


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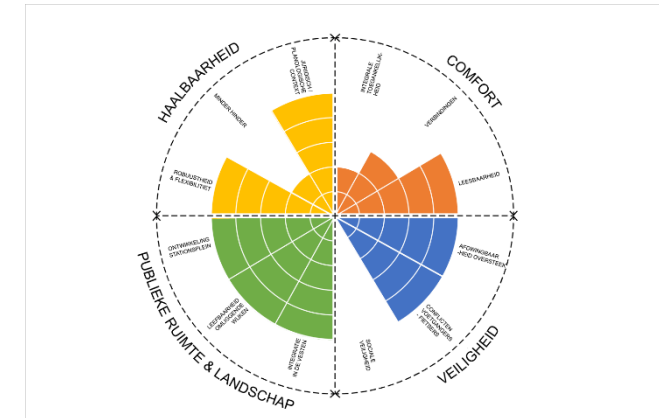
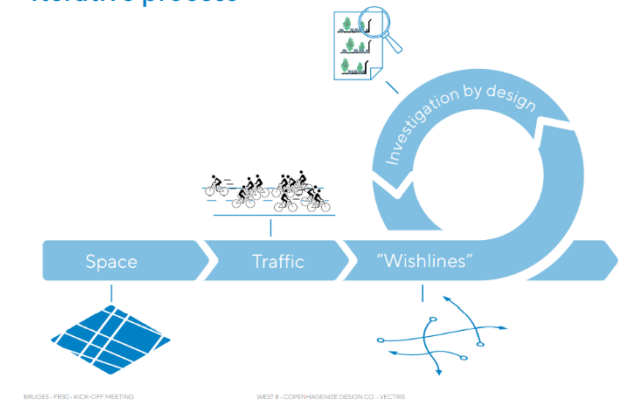
Don't be afraid to go off road , in fact : you should go off road

- Solution 2 : separating motorized and active traffic

thinking outside the box : how the pedestrian tunnel transformed into a car bridge



Iterative process



- Solution 2 : separating motorized and active traffic

thinking outside the box : how the pedestrian tunnel transformed into a car bridge – a passage



thinking outside the box :
how the pedestrian tunnel transformed into a car bridge



thinking outside the box :
how the pedestrian tunnel transformed into a car bridge



Conclusions

- designing a street / city, is like writing a story
 - with the quest for the good city as the ultimate goal
 - with the design process as a quest on its own
 - so don't be afraid to struggle
 - and don't be afraid to go off road, to think outside the box
 - with your city and your citizen as the main characters
 - with your city and your citizen even as your muse – source of inspiration



Martin Luther King never inspired others with “I have a nightmare”.

He started with his famous words “I have a dream”.

***So let’s live our dream
and be the change we want to see.***

Ignace Schops, founder of the National Parc Hoge Kempen
Goldman Environmental Prize Ceremony 2008