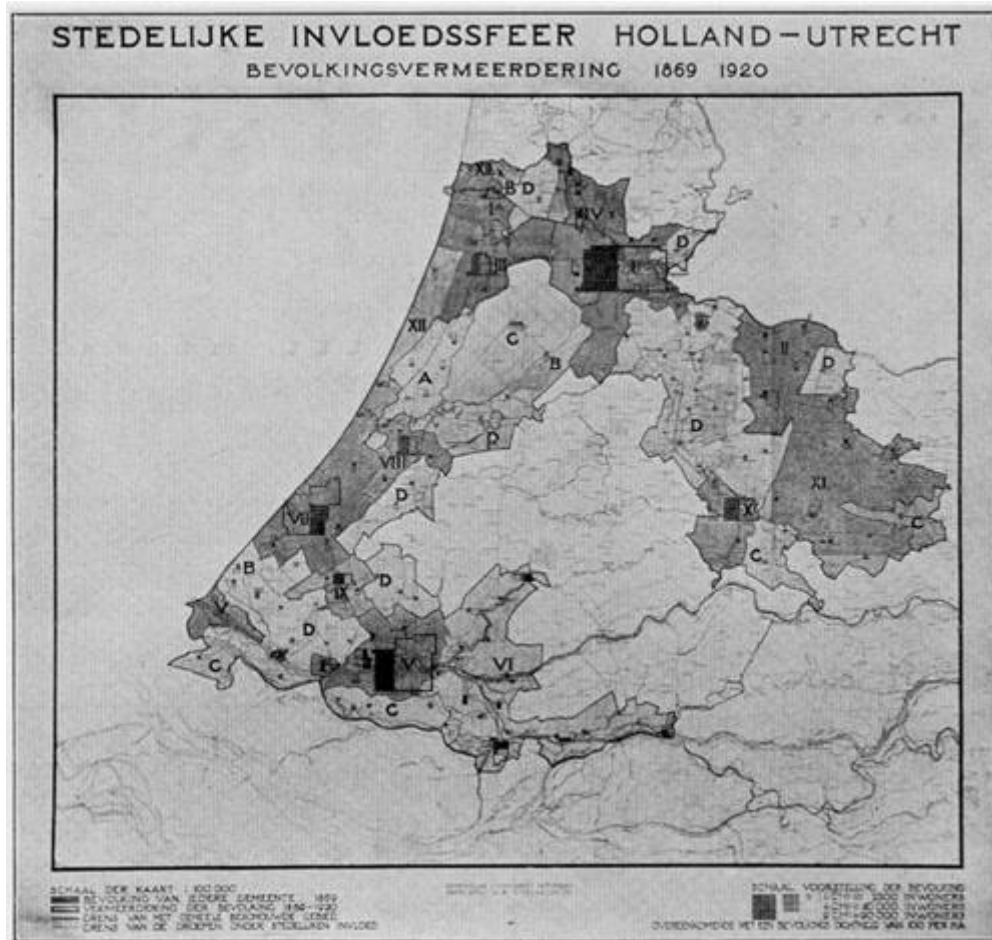


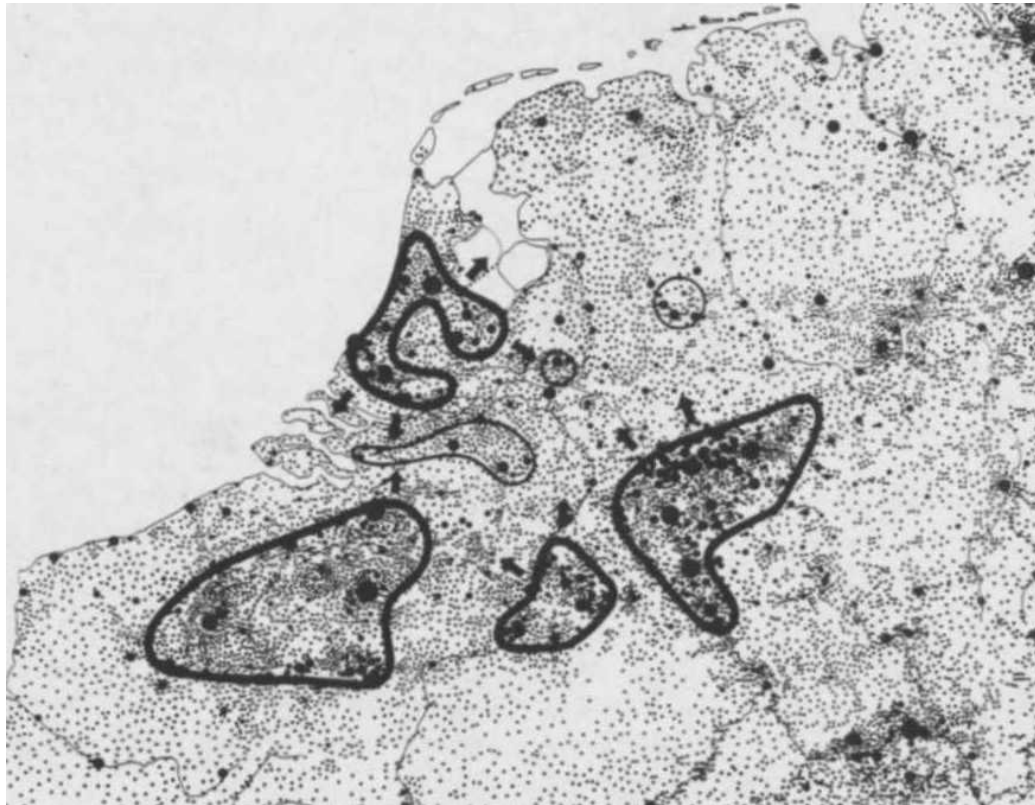
Regional design and governance: Clients of design

Prof.dr. Wil Zonneveld

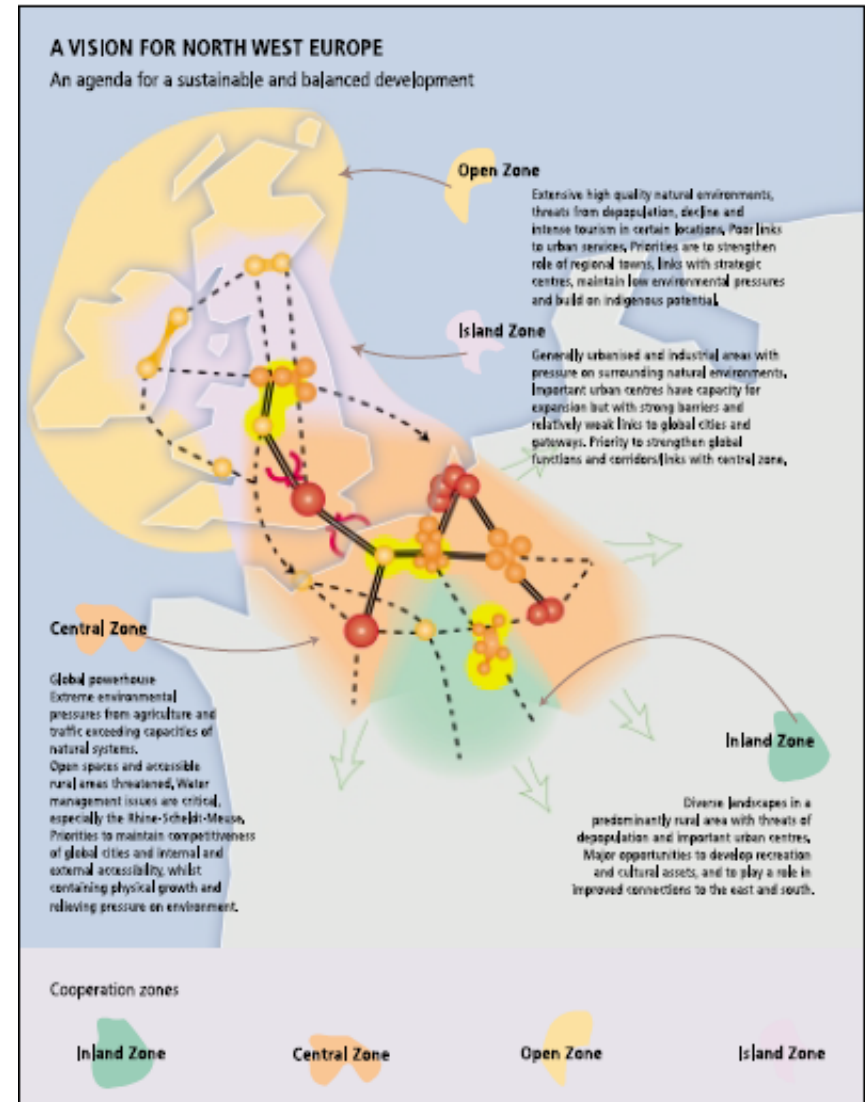
The Client: General Remarks

- THE region not given or natural (in most cases...)
- Invention or (mental) construction
- Who owns the region?
- One purpose of design: quest for ownership
- Governance networks
- Network governance theories:
 - Dialogue
 - Joint framing
 - Joint fact finding
- Initiator?
- Not necessarily implementation first!





1950s: Spatial impact of EEC: European competences needed (RNP, 1960)



NWMA vision (2000) How to use this vision

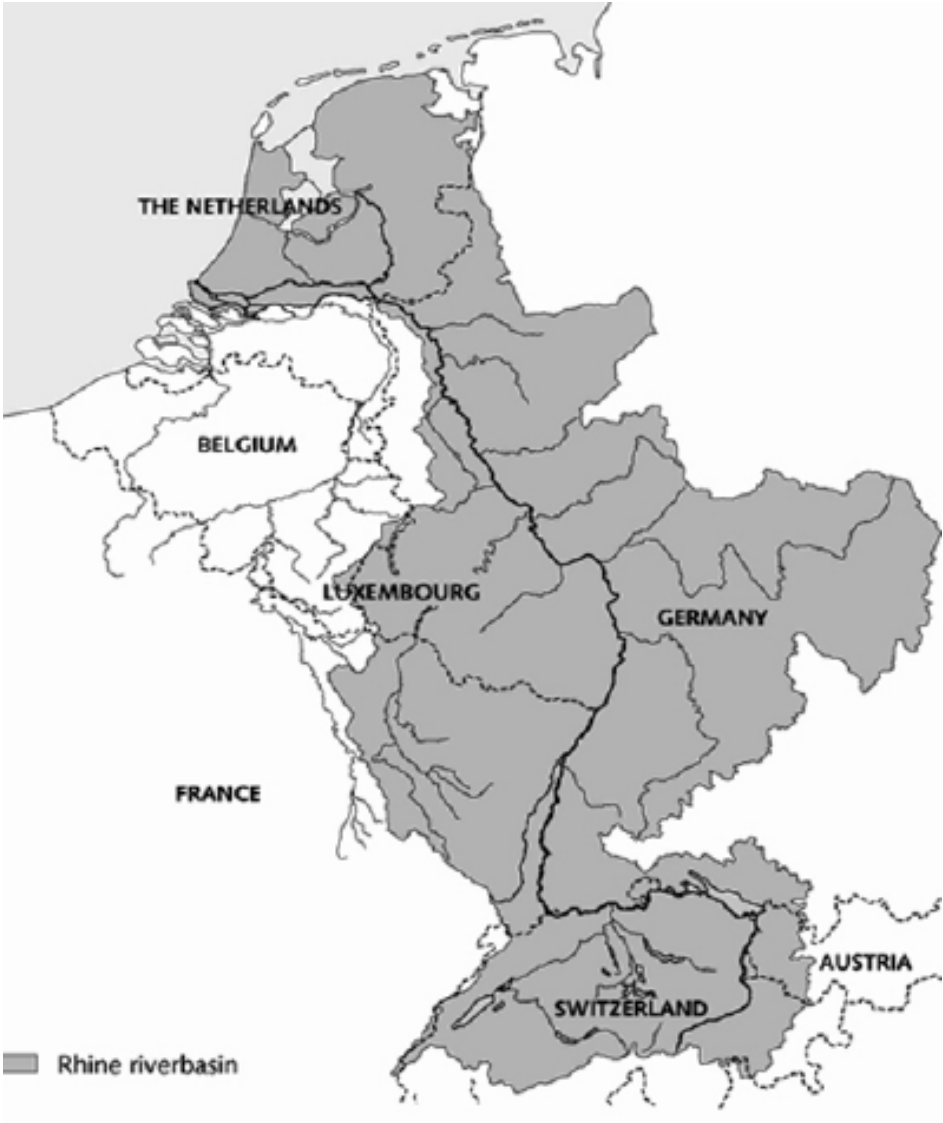
The Client: Research Questions

- Who is the subject behind a design or plan?
- Is it singular, plural or unknown?
- Often unclear: colophon missing; singular publisher, plural maker
- The author(s) reach(es) out to other agents: what is the wake up call/invitation
- When making a regional plan/design/strategy yourself: target groups? Their resources?

The Clients & the Site: Regions Galore!

- Regional design = client formation
- Regional design = discovery of issues
- Regional design = wake up call
- Regional design = destroying current frames

EU Water Framework Directive + Flood Directive



Main watersheds Europe
(<http://www.nature-education.org/watershed.html>)

Denmark

Denmark wants to rebrand part of Sweden as 'Greater Copenhagen'

Country hopes incorporating southern Swedish region of Skåne will gain the region more business and visitors - but the idea is not universally loved



The Øresund bridge between Copenhagen in Denmark and Malmö in Sweden. Photograph: Johner Images/Getty Images



This article is 2 years old

6,521 779

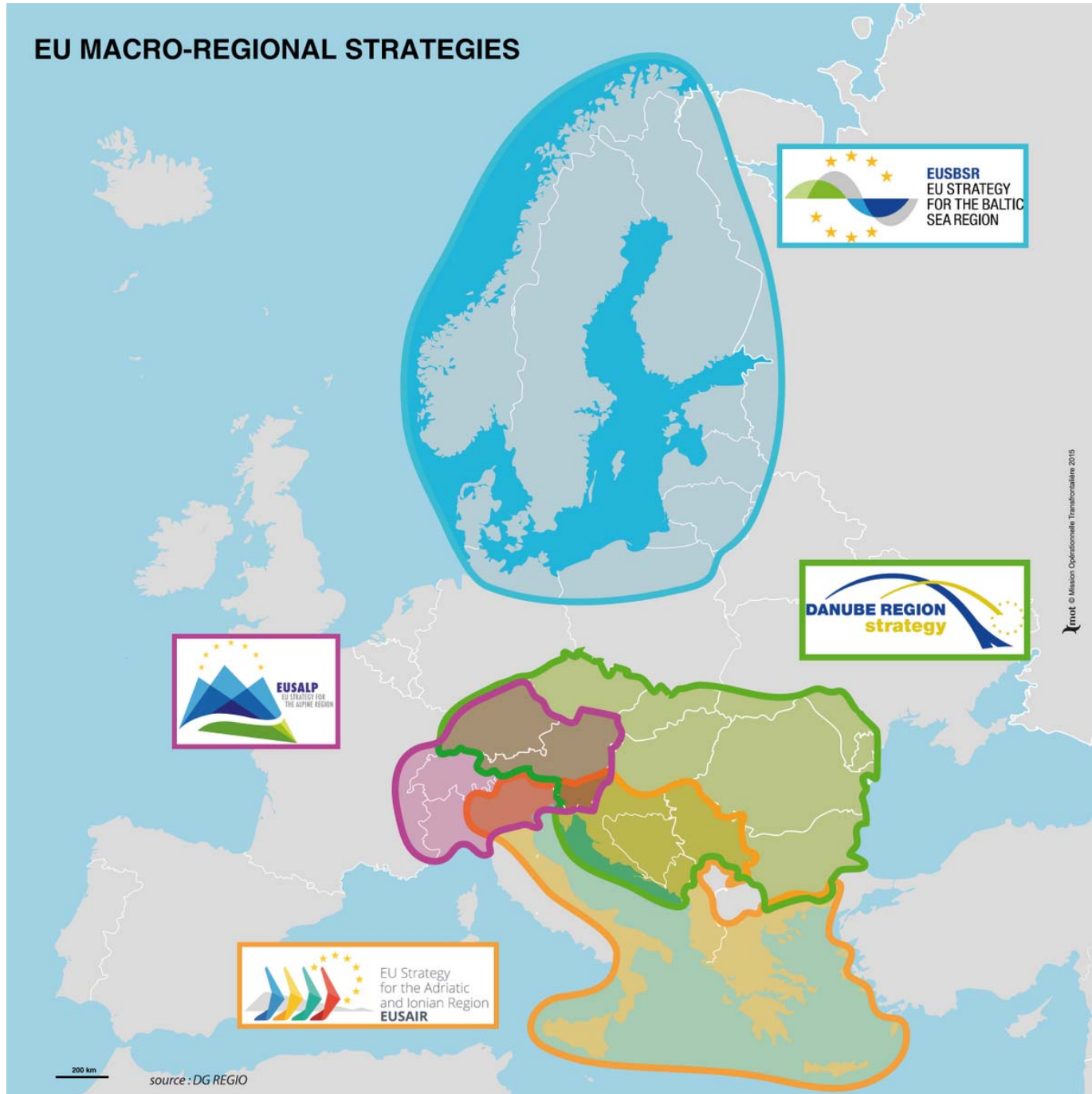
Not since 1675 has there been such tension on the border. When Denmark's King Christian V launched a bloody conquest of Skåne, Sweden's southernmost province and fertile breadbasket, he could hardly have foreseen that Copenhagen might one day find a more civilised way of spreading its influence.

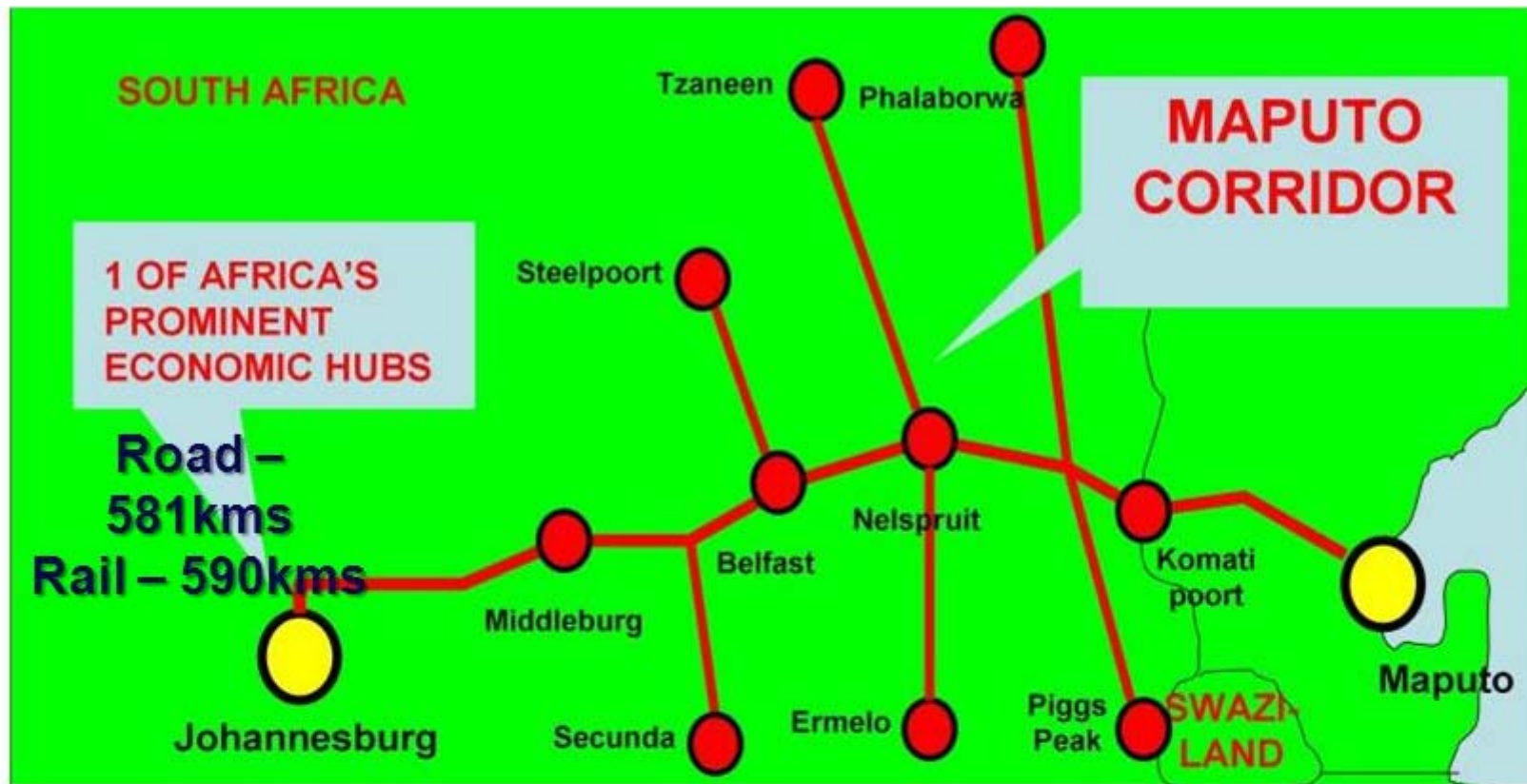
Swedes are now facing a landgrab of a different sort: [Denmark](#) wants to rebrand

The Guardian (website)
5 March 2015

r/05/denmark-wants-to-rebrand-part-of-sweden-as-greater-copenhagen#img-1

EU MACRO-REGIONAL STRATEGIES





Re-established proven transportation route for regional trade to international markets for SA, Zimbabwe, Swaziland, Botswana through Mozambique.

THE MAPUTO CORRIDOR



The Client(s) and the Site

- What issues are connected?
- What reasons?
- What interventions are (seen as) needed?
 - from softest (joint identity), to softer (creation of government networks) to hard interventions (the infrastructure gaze)
- Who gains and who will (probably be) marginalized?

The Client(s) and the Map

- Two language domains: verbal and pictorial
- Agency of Mapping (James Corner 1999)
‘The function of mapping is less to mirror reality than to engender the re-shaping of the world in which people live.’
- Agency: 1) are directly analogues to actual ground conditions; 2) they are abstractions of ground conditions
- In design two main functions: 1) problem seeking; 2) future seeking

The Client(s) and the Map

- Scale
- Frame
- Frame
- North Direction
- Key:
 - Logic structure (Is there logic in the map?)
 - Number of elements
 - Symbols
 - Dots, lines, planes etc
 - Thickness
 - Colors
 - Zonal maps: fading colours (fuzzy boundaries)
 - Flows: meaning of arrows and lines