

Dinner Programme

SPIN-UP: Global cities and design for public transport environments

Monday, December 7th, 2009
Sofitel Brussels Europe - Place Jourdan 1, 1040 Brussels

We have all been walking around public transport stations feeling insecure. This may be because of very objective and obvious reasons like for example dark corners or vandalized areas.

However as an individual, your perception of security depends not only on the physical aspects. It depends as much on the level of human and social interaction and the cohesion in and around the station.

It is therefore important to develop the surroundings of public transport stations in a sustainable way. Public transport areas are much more than just a place to take the train. They are a vital part of the city, a dynamic meeting place where many people and activities come together.

What is the role of public transport operators in the creation and maintenance of attractive modern cities?

What are the needs and aspirations of public transport users in order to feel secure?

How can public transport operators contribute to a more welcoming and safe environment, directly or with partners?

Based on a research program in 6 European countries, SPIN-UP urges a different approach to transport security and encourages public transport operators to go beyond addressing perceived security from a physical design perspective only. SPIN-UP emphasizes the importance of human interaction within the station and surrounding neighborhoods.

The SPIN-UP methodology, developed by the YellowdesignFoundation, is not only an assessment tool to appraise both existing as well as future plans for stations. It is also praised for delivering a positive impact on social and customer relations, as well as maintaining, if not reducing, the cost of maintenance and equipment.

Agenda

19h00 – 19h30 Registration & Aperitif

19h30 – 20h15 Main Course

20h15 – 20h45	Presentation by Anne Leemans
20h45 – 21h00	Q & A
21h00 – 21h30	Dessert
21h30 – 22h00	Coffee, Tea & Networking

Speaker

Anne Leemans



Anne Leemans is Secretary General of YellowdesignFoundation and Managing Director of Fontana Design. Anne graduated in 1981 as a interpreter (MA, E – S). After a 3 year teaching abroad and a free-lancing career, she focused on the arts (Europalia, Verhulst arts & events). Since 19 years she has been involved in design and design management, the last 10 heading Fontana identity & design. Fontana specialises in the creation, development and implementation of visual identity and (corporate) branding programs on behalf of national and international organisations and brands.

Between 1993 and 1996, Anne coordinated the design development of the Thalys HS Train. In 1997, she became a Board member of the Belgian Institute for the Promotion of Industrial Design, which in 2004 evolved into YellowdesignFoundation.

Since then, she has acted as their Secretary General. Anne is a regular contributor to Kwintessens, the official design magazine of the Flemish Community.

Fontana initiated and coordinated on behalf of YellowdesignFoundation, and with the backing of UITP, as well as Public Transport operators and authorities, and also including IBM, Clear Channel and Schröder, in 6 European countries, the research program concerning the link between design and perceived security in intermodal stations of urban public transport. This in-depth research ultimately led to the development of the SPIN-UP (Security Perception in Intermodal Stations for Urban Public transport) methodology.

The SPIN-UP methodology changes the face of intermodal urban public transport stations as well as their immediate environments while actively promoting and supporting sustainable urban mobility.

Participation fee & how to reserve

PRICE: € 50 for members – € 60 for non-members. Open doors event!

RESERVATION: Please reserve by Thursday, **December 3rd at 2:00 pm latest** with events@pwi.be

Pre-registration and pre-payment compulsory for all events - no-shows will be invoiced.
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