



URBAN IMAGINARIES

POTI

GEORGIA

Population: 41,600

Area: 65,8 km²

Grant amount:
EUR up to 60,000



Challenges

At starting phase of the project we set up a working group, which identified two local challenges – non-availability of the infrastructure in Maltakva forest park and unused spaces at the central park of the city. The group, based on a human-oriented approach, interviewed and surveyed on these issues the citizens who spend most of their free time at the central park or Maltakva forest park.

Based on the interviews and in-depth survey, the group started to work on ideas for the development of the central park, to transform the park into a multifunctional space.

The development of the central park will make the city more attractive since there are many cultural heritage monuments around. In addition, the park unites 12 central streets of the city and should be highly used, but due to the lack of services, the citizens have to travel to other municipalities to get them. The implementation of this project, on the one hand, meets the citizens' demands and on the other hand, it will improve their social and economic condition.



Interventions

As a result of the survey analysis, we selected the city's central park and ideas that will make the park multifunctional, attractive and comfortable for people of all ages, social statuses, and interests. This study brought to the fore the issues that are topical for the population.

Idea – is the zoning of the park for people of all ages, identification of spaces by taking into account the interest of the population, the films will be presented, sports competitions will be telecasted, and entertainment and cultural events will be organized. With this approach, we have the potential to make central park distinctive and competitive in the region.

Idea II – the creation of a friendly environment for children with disabilities, providing adapted attractions for them.

Regrettably, adaptability was minimally considered in the park rehabilitation project, therefore, within the framework of the project, we plan to fill this gap and ensure equal conditions for all.

The implementation of these two ideas will add multi-functionality and diversity to the park; make Poti Central Park - a cultural heritage monument, a place with a distinguished history, more attractive, modern, and adapted to the needs of people - both locals and tourists.



Learnings

Within the framework of the project, a working group was formed. The working group engaged in theoretical learning of user-centred design methods and user-centred research methodology. After the theoretical part, the group performed practical work - conducted research to analyze problems and define priorities.

The next phase included formulation of problems and design approaches and sharing of experience both locally and abroad.

Based on communication with the stakeholder, the working group generated ideas and using a design approach conducted informational meetings with private and public sectors and stakeholders to make the ideas more user-friendly.

In the final phase, the group began to develop a prototyping plan. Prototyping and corresponding experiments will show the need for the implementation of the project and its sustainability.



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