

A portrait of Steffen Gray, a bald man with light skin and blue eyes, wearing a dark t-shirt. He is looking directly at the camera with a slight smile. The background is a blurred green foliage.

URBAN SAFETY
SOCIAL ENTREPRENEURSHIP
LOCAL DIALOGUES
URBAN ARTS CURATING

STEFFEN GRAY
STREET STUDIES

Bottom-up perspectives on perceived safety in urban
planning practices

H22 Summit | 6. November 2019



TODAY'S PROGRAM

Urban safety, community initiative & creativity



About us + The bigger picture



Perceived safety



Initiative + democratizing



Youth + Local empowerment



A portrait of Steffen Gray, a man with a shaved head and light blue eyes, wearing a dark t-shirt. He is positioned in the center of the frame against a background of dense green foliage. A dotted white line forms a speech bubble shape on the left side of the image, containing text about his professional background.

VICE PRESIDENT / CEO
14 YEARS IN URBAN SAFETY
LIVES IN GREATER COPENHAGEN

STEFFEN GRAY
STREET STUDIES

Msc. Economics & Business Administration

Major in Urban and Organizational Sociology



Street Studies as a creative transformation initiative

Street Studies combines social entrepreneurship and urban renewal - connecting culture and urban settings, and we made our mark globally in the field of large-scale muralism.

We are managing the world's leading urban arts program, with more than 30.000 artworks in the portfolio

Non-profit based organization, working with holistic urbanization at micro level:

- Urban space transformations
- Community building and sociology
- Project management and strategizing
- International muralism and research
- Urban safety and renewal
- Help and sparring for local initiatives

The Street Studies team manages The World's largest Urban Arts program



A NATIONAL FESTIVAL EVERY
2 WEEKS ALL YEAR

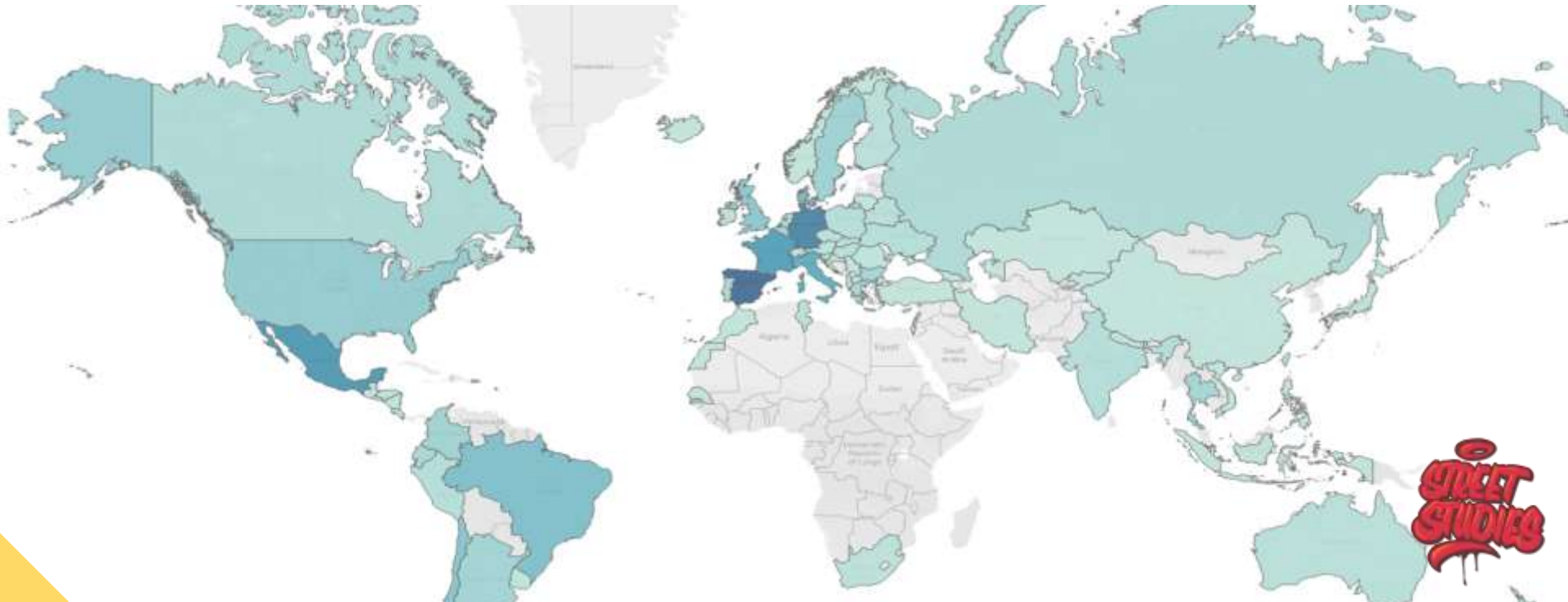
400 FESTIVALS SINCE 2002
WITH 30.000 ARTWORKS



STARTED BY 5 LOCAL
CULTURE-MAKERS

VICE-PRESIDENT IN THE
WORLD'S LARGEST IN 7 YEARS

OUR ACTIVITIES MAPPED OUT | FIRST HALF OF 2019



OUR ARTISTS CONTRIBUTION TO THE STREET ART FESTIVAL 2019 - PAUSER, CZECH REPUBLIC

CURATING AND
FACILITATING
WORLDCLASS MURAL ART





LEGITIMACY, CSR AND
SOCIAL INNOVATION IN
FOCUS

PROJECT FOR PUBLIC SPACES, NEW YORK & BOSTON, 2019

In 2019 we were booked for a number of talks on grassroots approaches in Urban Safety and participatory design. Grassroots movements are evolving, offering new and impactful collaborations

With this kind of momentum..
..we put it to work!

TRANSFORMING OVERLOOKED
NEIGHBORHOODS

FACILITATING A RESEARCH
NETWORK WITH UNIVERSITIES

SPARRING ON POLICY AND
APPROACHES

MOTIVATING LOCAL/YOUNG
INITIATIVES

CONNECTING INSTITUTIONS FOR
LONG TERM BENEFITS





DIALOGUE AND SAFETY
IN LOCAL
NEIGHBORHOODS

Hver fjerde føler sig utryg

- Hver fjerde passager har følt sig utryg inden for de seneste seks måneder.
- Dobbelt så mange kvinder føler sig utrygge som mænd.
- Flest føler sig utrygge sent på aftenen.
- Det er først og fremmest ubehagelig og asocial adfærd af mennesker, der er kilde til utrygheden.
- Herudover skyldes utrygheden dårlig belysning, mangel på andre passagerer, dårlig vedligeholdelse eller rengøring, mangel på personale, mangel på information og frygt for terrorisme.

Hvad var årsagen/årsagerne til, at du følte dig utryg?

Unpleasant and antisocial behaviour from others

83 %

Poor lighting

31 %

Lack of other passengers

25 %

Poor maintenance and cleaning

25 %

Mangel på personale

22 %

Bekymret for terrorisme

17 %

Mangel på information

14 %

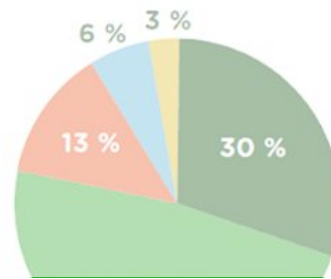
Manglende overblik over stationen

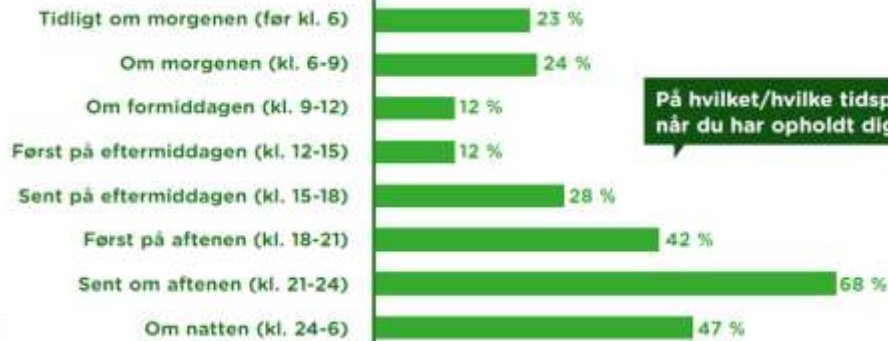
11 %

Bekymret for ulykker/uheld

8 %

Hvor ofte føler du dig utryg, når du rejser med bus, tog eller metro?





På hvilket/hvilke tidspunkt/tidspunkter på døgnet har du følt dig utryg, når du har opholdt dig på en togstation, i forbindelse med en togrejse?

En tunnel som her på Glostrup Station skaber utryghed, fordi man ikke har nogen flugtveje, hvis der sker noget ubehageligt.

Knuste ruder, der ikke repareres, sender på Avedøre Station et signal om, at der er foregået ting, som skaber utryghed.



Significant difference

Negative cues are picked up by locals and are often perceived as unpleasant or unsafe. By changing these cues we can alter atmospheres, and urban art is one of the most cost-effective solutions.

The creative process gives us an amazing contact with locals and a great amount of direct feedback.



Example case -videos



CREATIVE SOLUTIONS ON
VERY REAL PROBLEMS

12K VIEWS

GREVE SAFER TUNNELS PROJECT, 2018



Local initiatives

We are social entrepreneurs and one of our biggest focus area in the Organization, is to support others in “getting started” themselves.

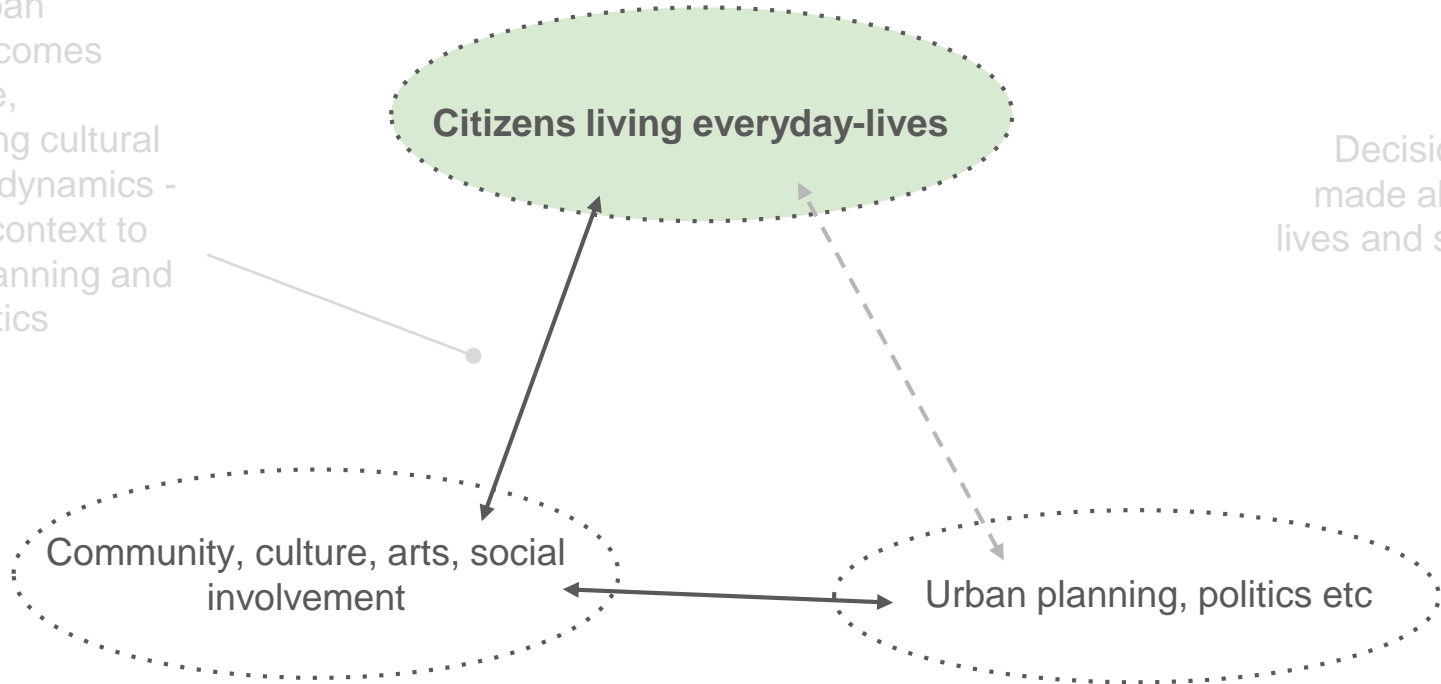
A little friendly push and some advice can mean the difference between having a good idea, and starting to carry it out in the community.

- How do I gather a team around my idea?
- How can my passions fit into the landscape of local “players”?
- How do I get funding for my ideas?
- How can it make an impact?



The path to urban initiatives and the missing link

Often urban initiative comes from here, addressing cultural or social dynamics - In close context to Urban planning and local politics



Decisions being made about local lives and structures



Let's look into that!



Learn how to raise money for your great ideas!

Street Studies now offers locals and young people to get experience with grant funding and project proposals in a 3-day crash course. Right here in Ringsted!

Read more and sign up no later than April 10:
www.streetstudies.eu/projekter/bliv-projektmanager



LOCAL CAMPAIGN:
YOUNG VOICES IN THE
STREETS OF RINGSTED



14K VIEWS

ELECTION FOR CITY COUNCIL IN RINGSTED, 2017



Learn project skills and grassroot approaches



Teaching material for community schools



Involve dialogue facilitators for good feedback



Visibly connect local stakeholders



Renewal jobs for at-risk youth



Cultural and artistic workshops with youth



Get the schools involved

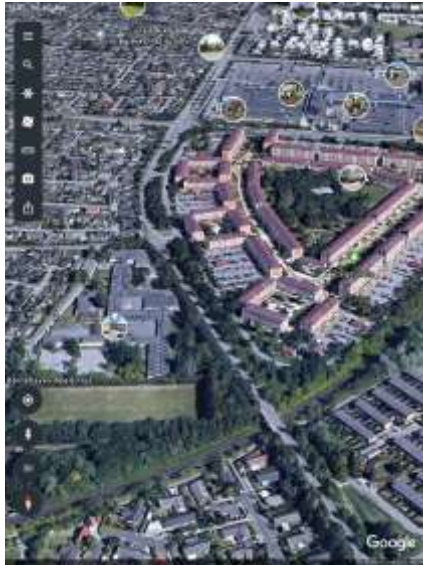
Through community schools and the teachers there, you get one of the most representative groups of children and young people possible.



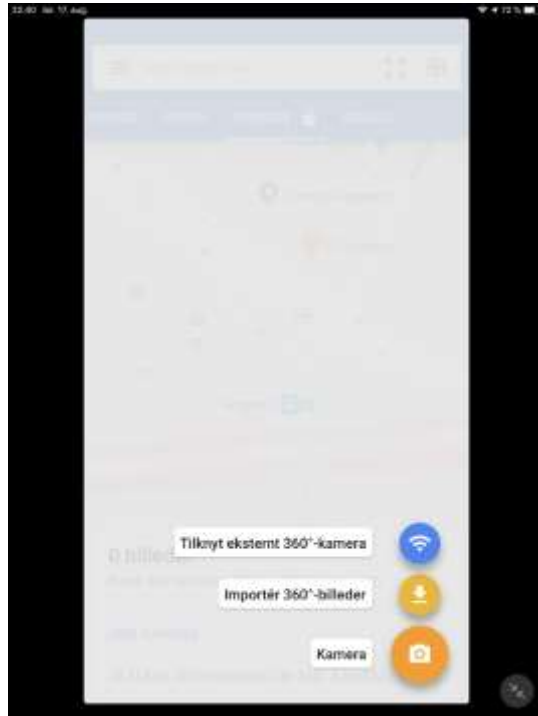
- Valuable feedback for local institutions and the municipality
- Mandatory teaching material for 7th graders
- Explore and reflect upon local “places”
- Write letters to the urban planners about concerns
- Exhibitions and presentations
- Sharing stories about your neighborhood on Google and Social media



The students include modern IT where they explore the urban spaces - Both physically and online.



Make a 360 photo in the Google
Street view app



Use VR Cardboard Glasses to
experience it



Feedback is very important to our work

..And it comes in many forms..



Social entrepreneurship Crash course

Stakeholder brainstorm



Time for a quick brainstorm!

We're gonna make our own WordClouds

Take your phone out



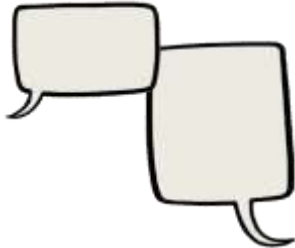
And go to the website: **www.Menti.com**

[Go to WordCloud](#)



Connects Local Actors

We see different institutions and initiatives working separately on the same problems, in the same area. We bind those actors together and add new skill sets and ideas to the dialogue.



We can all benefit from a short distance between stakeholders in the same area

- Urban planners
- Neighborhood
- Street teams and social efforts
- Youth centres
- Schools
- Citizen and community boards
- Creative resources in and outside the neighborhood



CURRENTLY ENGAGING IN:



More large-scale mural projects & international networks



More holistic urban safety projects



Expanding our “local initiative”-programs to other cities



Mentor more young people and build local support



NICKY PETERSEN

Questions and answers!



STEFFEN GRAY

Let's invite Nicky to the podium and get some
questions from the audience





NICKY PETERSEN

Municipality side
Urban planner - Project manager

Questions and answers!



STEFFEN GRAY

Contractor side
Project manager

Safer tunnels project 2017-2018





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Thank you for being here!

Catch us for a chat afterwards

Info@Streetstudies.Eu

