



# POP-UP URBAN SPACES

## E-NEWSLETTER

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Time flies, and with just six months left in the PopUpUrbanSpaces project, we are now entering the final stretch – and perhaps the most rewarding one. Across our partner cities – Bamberg, Kamnik, Krems an der Donau, Ferrara, Nyíregyháza, Rzeszów, and Varaždin – the majority of technical pilots and accompanying digital campaigns have already been completed. These initiatives have brought tactical urbanism and tactical transit tools to life, directly engaging citizens and transforming urban spaces in visible, people-centered ways.

At the same time, the pilot assessments are being finalized, paving the way for the development of our final solutions, which will translate these valuable experiences into transferable and scalable models for other cities across Europe.

With just a few steps remaining – the preparation of policy proposals and mainstreaming activities – the PopUpUrbanSpaces partnership is focused on ensuring lasting impact beyond the project's lifetime.

And as our journey nears its end, we warmly invite everyone to join us in Kamnik on **21st January 2026** for the project's Final Dissemination and Mainstreaming Conference, where we will present our key results, tools, and lessons learned. Let's celebrate the shared achievements and shape the future of sustainable, people-friendly urban mobility together!

POPUPURBANSPPACES  
E-NEWSLETTER

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# MEETING #6



Rzeszów  
23-24 September, 2025



## First day of the meeting



The first day of our PopUpUrbanSpaces project meeting in Rzeszów was really wonderful, full of inspiring discussions and experiences!

We started the morning with a warm welcome, followed by the Transnational Urban-Rural Stakeholder Workshop, where experts from the University of Technology in Rzeszów, the Municipality of Rzeszów, and the Public Transport Authority shared their insights.

After a short coffee break, partners had the chance to visit the Rzeszów pilot location, seeing first-hand the impact of tactical transit interventions.

The afternoon was dedicated to the final presentations of pilot activities and campaigns, led by z IRMIR, with each partner sharing their results and lessons learned. Later, IPOP guided us through an interactive session on the Urban/Rural partnership network workshop.

The day concluded with a guided tour of Rzeszów's city centre, allowing partners to experience the local context in which the project unfolds.

Day 2 of the PopUpUrbanSpaces project meeting in Rzeszów was all about planning ahead and shaping the project's legacy!

After a welcome coffee, the day kicked off with a communication session on the mainstreaming campaign, followed by interactive discussions on action plans that will help partners integrate project results into long-term urban mobility strategies.

Later in the morning, partners explored the upcoming PopUpUrbanSpaces Toolkit, learning how to make project outcomes both impactful and visually engaging for wider audiences.

In the afternoon, focus shifted to preparing for the final conference and the last 6 months of work, before wrapping up with the Steering Committee meeting.



Rzeszów  
23-24 September, 2025



## Second day of the meeting



# 23-24 SEPT RZESZÓW

PopUpUrbanSpaces - Urban/rural workshops in progress under Work Package 1

It might be said that nothing new is under the sun, as the PopUpUrbanSpaces partners have already developed the key deliverables and outputs of Work Package 1 - "Transformation":

- The Baseline Study compiles the latest scientific and practical insights on tactical urbanism and tactical placemaking, emphasizing how these methodologies contribute to fostering sustainable urban mobility.
- The Urban Mobility and Travel Behaviour Audit, conducted in the seven pilot cities, evaluates the current mobility landscape, examining existing infrastructure and key obstacles in delivering sustainable mobility solutions and optimizing public space usage. Additionally, the audit explores residents' travel behaviours and their willingness to adopt alternative mobility options.
- The Good Practice Catalogue presents a collection of popup strategies and their potential outcomes, offering an easy-to-use resource for cities, stakeholders, and the general public.
- The Capacity Building Strategy defines the framework for knowledge transfer at both transnational and local levels. In addition to setting key objectives, it outlines the necessary knowledge, skills, and competencies while recommending targeted actions and interventions to strengthen the capacity of the intended groups.
- The strategy was developed based on a Training Needs Analysis conducted across all partner cities, along with Co-Creation Sessions during the 2nd transnational meeting in Ferrara, Italy. These sessions played a crucial role in shaping the concept, structure & content of the strategy.
- The strategy directly supported the preparation of the Interactive Capacity Building Sessions in Varaždin, Croatia, held during the 3rd partner meeting. These sessions equipped the "PopUp Mobility Ambassadors" with the necessary skills to plan and execute pilot actions under WP2.

However, the partners remain actively engaged: they must regularly organize urban-rural partnership network workshops to involve and raise awareness among stakeholders, ensuring their active participation in the project implementation. The involvement of local actors is crucial, as they:

- supported the preparation of demonstration actions in each city,
- contribute to the implementation of the pilot interventions,
- engage the community during digital campaigning activities, and
- will actively participate in the action planning process until the end of the year.

## WHAT WE ACHIEVED SO FAR



## WHAT WE ACHIEVED SO FAR

WP2 - Demonstrations officially ended a few months ago. It was an intense period for IRMiR representatives and Territorial Partners, who designed and implemented pilot activities in their cities as part of the PopUpUrbanSpaces project.

The demonstrations focused on creating and implementing dream spaces in seven partner cities. While each city took a slightly different approach, all shared the concept of pop-up activities. IRMiR coordinated the implementation of these pilots.

As Knowledge Provider and leader of WP2, we had a productive time. Throughout the year, we co-organized workshops with colleagues from IPOP, UWK, and EMFIE, the results of which enabled us to prepare three Action Plans:

- Tactical Urbanism methods to test sustainable urban mobility in public spaces
- Tactical Transit methods to improve the public transport experience
- Digital Campaigning for raising awareness

Territorial Partners contributed valuable input from their diverse perspectives, challenges, and ideas. These documents serve as a roadmap for cities across Europe, easing the implementation of tactical urbanism or transit projects and supporting effective digital campaigns.

IRMiR was involved in activities that continue to form the basis for subsequent deliverables, even though WP2 officially ended in February.

WP2 was the focal point of PopUpUrbanSpaces, linking the groundwork of WP1 with the evaluation and dissemination of WP3.

Based on pilot results, we've compiled summaries of our partners' achievements for the transnational pilot document - the full insights and key findings will be revealed soon, so stay tuned!

### WP3 Highlights - From pilots to sharing lessons learned

We are well into the final phase of our project. With all pilots successfully completed, we are now ready to share experiences, solutions, and recommendations with cities and policymakers across Europe.

As cities concluded their pilot activities, they assessed their impact and distilled valuable lessons learned. Insights from these evaluations, together with discussions from the co-creation workshop in Bamberg, directly shaped the project's final publication *Making space for people: A tactical guide for cities to reclaim urban spaces and reimagine mobility*.

Developed collaboratively by project partners and coordinated by IPoP, the guide serves as a hands-on resource for local authorities, planners, and community organisations working to create more livable, inclusive, and people-centred cities. It provides clear, step-by-step guidance on tactical urbanism, tactical transit, and digital campaigning, grounded in real experiences and proven practices from cities across Europe.

The guide shows how small, low-cost, and temporary actions, such as pop-up plazas, parklets, or bus lanes, can spark long-term transformation when paired with collaboration and creative communication. Readers will find inspiration, practical examples, and lessons learned from partner cities that successfully tested new ideas for improving mobility and public space.

The message is simple: meaningful change doesn't always need big budgets—just creativity, cooperation, and a willingness to experiment. The guide invites cities to start small, learn by doing, and build momentum toward lasting change.

In parallel, cities have begun preparing their territorial policy action plans, building on project results to guide future work beyond the project's duration. Knowledge providers are also drafting a policy position paper to ensure lessons learned and opportunities for improvement at the EU level are clearly reflected.

## WHAT WE ACHIEVED SO FAR

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

ZWB (GER)



**ERÖFFNUNG AUF  
DEM POPUP**



A parking lot turned into a meeting place: with the pilot project “Your PopUp on thEUERstadt”, Bamberg has shown how vibrant a space can become when people shape it together. Where cars once stood, conversations, shared meals, and laughter took their place — creating a new sense of neighborhood. Initiated by the PopUpUrbanSpaces team at the World Heritage Office, the project temporarily transformed Theuerstadt, located in the UNESCO-protected Gärtnerstadt, into a car-free community space. For several weeks, the historic street blossomed into a lively plaza with seating areas, a sandbox, a dance floor, picnic tables, and a Pop-Up Café — inviting residents and visitors alike to linger, meet, and connect.

“Neighborhood matters — and this place shows how it can come alive. Here we come together, start conversations, and spend time as a community. Without the people here, this would just be a dull parking lot. They fill it with life and show that it can be so much more.” — Xenia Jakubek, Project Manager, PopUpUrbanSpaces

The initiative thrived thanks to strong local collaboration. The citizens’ association of Gangolf became a key partner — organizing weekly BBQs, helping shape activities, and building community spirit.

“Everything went perfectly with the PopUp,” said Michael Kalb, Chair of the Gangolf Citizens’ Association and an enthusiastic supporter of the project. Despite a temporary dip in business, he fulfilled a childhood dream by opening a small beer garden right outside his door.

The PopUp also encouraged a shift toward greener, more sustainable mobility. With cars temporarily removed from the area, people experienced firsthand how quiet, safe, and pleasant the street could be without traffic. Many arrived by foot or bicycle, and the project sparked conversations about how reduced car dependency could enhance both the environment and quality of urban life. By reclaiming public space for people instead of vehicles, the PopUp offered a glimpse of a more climate-friendly and human-centered city.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

IPOP (SLO)



Jane's Walk in Maribor



Toolkit design in the making



Meeting in Rzeszow

As the leader of Work Package 3, IPOP coordinated the entire process of developing the tactical guide *Making Space for People*—from concept to publication. We supported partners throughout the preparation, carried out editorial work, and ensured that the final content captures the diversity, creativity, and experiences of participating cities.

Beyond leading WP3, IPOP also contributed to the evaluation report, summarising pilot experiences and lessons learned from Krems, Kamnik, Ferrara, and Bamberg. We prepared templates for territorial policy action plans and guided partners as they began drafting these documents. In parallel, we developed the first version of the policy position paper, highlighting how tactical approaches can inform and strengthen future European policies — a process now continuing with input from all project partners.

In May, we organised a Jane's Walk in Maribor - "A City for People, Not Cars." Together with the City Municipality of Maribor,

IPOP

Slovenian municipal representatives, and local stakeholders, we explored how redesigned streets and small-scale mobility solutions are transforming the city centre into a more vibrant, people-friendly space.

We also presented the project in Kamnik during a study visit from representatives of Wales, sharing how Central European cities are rethinking mobility and public space through collaboration and experimentation.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## MOK (SLO)

The pilot intervention PARK(ing) Veronika (PARK(irišče) VERONIKA) renovated a historic square near Veronika Café and the Mali Grad castle in Kamnik. Part of the plaza, used for parking, was transformed into a vibrant and multifunctional area for community use. Through the installation of custom-designed urban furniture, the square became more welcoming and comfortable for visitors. A sculptural bicycle rack by local artist Nina Koželj, inspired by the legend of Queen Veronika, added cultural significance and created a recognisable symbol for the city. To improve the visual quality of the space, protective wooden elements were introduced to shield the waste area and clearly define the new event zone. Five benches were added for passers-by and visitors to various events to take a break.

Over summers of 2024 and 2025, the space came to life with cultural events including theatre, music, and street performances for young and old, testing its potential as a social and cultural gathering point. The main part of the programme and accompanying digital project campaign took place in the summer of 2025.

The most important local summer event, festival Kamfest, attracted an exceptional number of visitors to the pilot location, where the central festival stage ensured that PARK(ing) Veronika was established as an important generator of the Kamnik cultural scene. More than a temporary redesign, the pilot served as a real test of shifting the logic of the city centre—from car-oriented use to a focus on culture, community, and public life. It offered several valuable insights for future spatial interventions. It showed that removing car parking spaces can have a positive impact on public life, but only when combined with attractive urban design and engaging programming that brings people in and gives the space new purpose.

Activities at the pilot location continued over September 2025, when the Municipality of Kamnik joined the European Mobility Week initiative between September 16 and 22, which promotes sustainable forms of transport such as walking, cycling, and using public transport. Special emphasis is being placed on children, as the younger generations are key to shaping sustainable habits in the future. This year's slogan, "Mobility for All," reminded us that streets, sidewalks, and means of transport must be accessible to everyone—children, the elderly, people with disabilities, and other vulnerable groups. Municipality of Kamnik hosted a variety of events aimed at raising awareness, learning, and entertainment.

On Thursday, September 18, the city center came alive with "Car-Free Day," organized by the municipality in collaboration with the Council for Prevention and Education in Road Traffic and numerous associations and volunteers. Children from kindergartens and elementary schools met firefighters, paramedics, police officers, mountain rescuers, and other services, created art in painting workshops, and enjoyed the Mini Planica ski jump. They were brought to the city free of charge by bus or a special train.

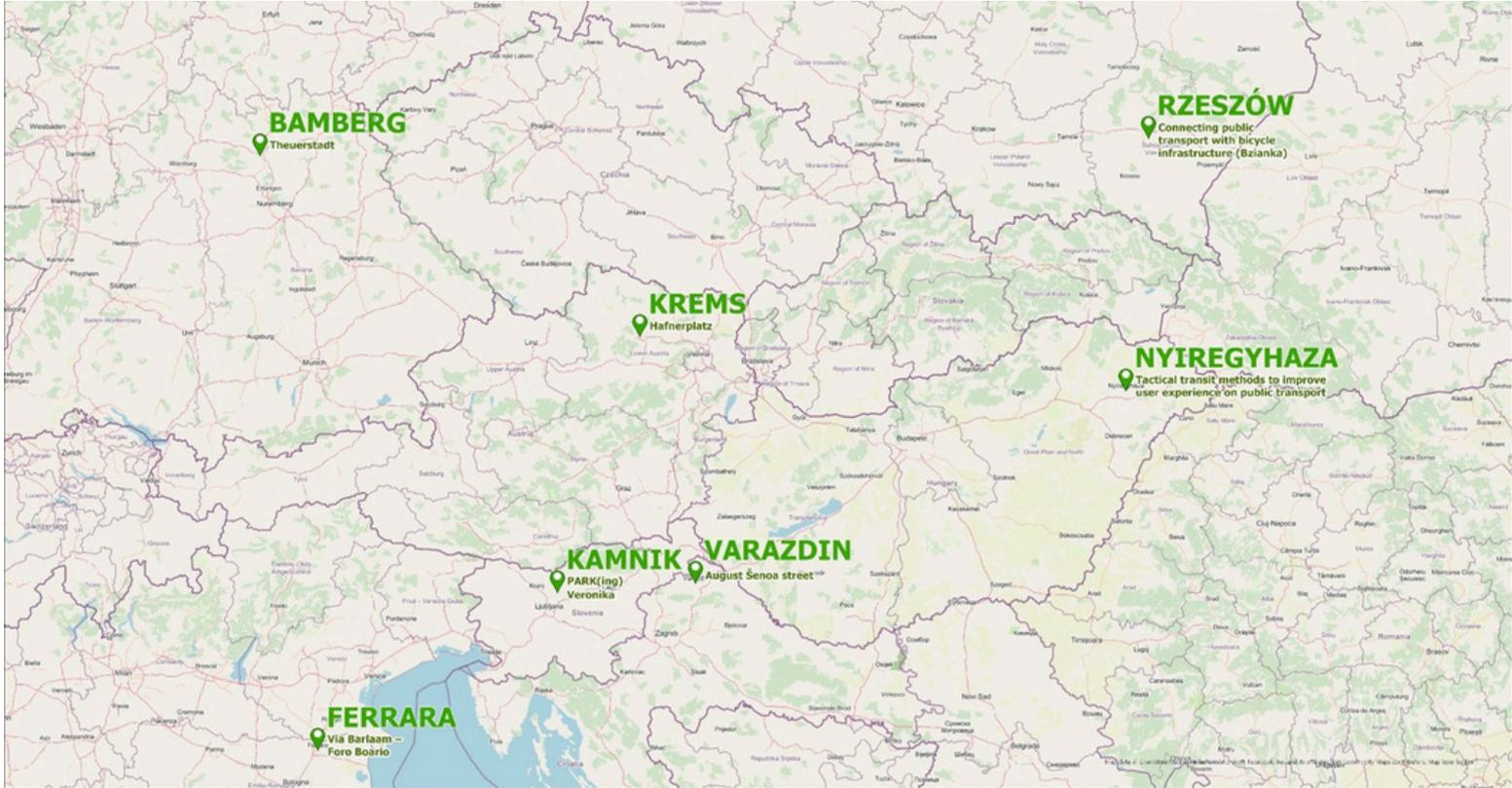
After a colorful summer and fall season, a final evaluation of the achievements and effects of PARK(ing) Veronika was carried out. To validate the success of revitalizing a market square filled with parked cars through tactical urbanism measures two evaluation methods were used: footfall and narrative interviews with selected stakeholders. Both methods showed that the pilot was a success. Parking lot usage at the pilot location is declining, people have embraced the pilot arrangement, even those who were more skeptical and those who favor parking lots, and the pilot and pre-pilot programs have attracted a great number of visitors, old and young, locals and tourists, to the pilot location. Through the thoughtful planning and implementation of temporary tactical urbanism solutions (PARKing Veronika), we are gradually and in the long term changing the habits and mindsets of the population towards a higher quality use of public space instead of motorised unsustainable (conventional) use.



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## IRMIR (POL)



The PopUpUrbanSpaces project has entered its final phase, with period six now underway. What does this mean? It means that the Territorial Partners – our protégés, if you will – have just finished their pilot projects.

As the leader of Work Package 2, IRMiR's primary focus was to support the Territorial Partners in implementing their pilot projects. As well as providing substantive support to Partners in the form of workshops, we also managed to share knowledge and information about the project and the progress of activities within the pilot projects.

Together with our Partners, we created three Action Plans (on Tactical Urbanism, Tactical Transit and Digital Campaigning) – documents showing how to plan activities in the spirit of pop-up projects. These plans were intended to support our Territorial Partners and demonstrate various ways in which they could achieve their goals. However, they will also serve as a guide for other cities on their way to developing inclusive spaces wisely.

Our partners achieved their goals by systematizing knowledge, identifying the best tools and receiving appropriate mentoring. Some of them realized how effective these ideas were when their temporary interventions became permanent.

Over the last few months of the project, we have been co-creating content for the Toolkit – a guide for small and medium-sized cities that want to follow in the footsteps of PopUpUrbanSpaces project participants and try redesigning their city spaces in a similar way. This document will help them choose the right path and design their spaces in the optimal and inclusive way.

There is a good reason why Work Package 2 – Demonstrations – was the focal point of the PopUpUrbanSpaces project. Everything before and after relates to the pilot projects implemented during that period. This covers both the substantive basis of Work Package 1 and the evaluation and dissemination of Work Package 3.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## RARR (POL)

The aim of the pilot project was to build a bicycle shelter in the immediate vicinity of a bus stop. This solution was intended to enable residents to conveniently combine cycling with the use of public transport. Thanks to this, people commuting to work from more distant parts of the city could ride their bikes from home to the stop, leave their bikes in a safe place, and then continue their journey by bus to the city center. This type of solution is a practical alternative to daily commuting by car and promotes the development of sustainable urban mobility.

The outskirts of Rzeszów were chosen as the location for the pilot action, where the need for this type of infrastructure was particularly evident. The implementation of the project was the result of close cooperation between the Rzeszów Regional Development Agency (RRDA), the Public Transport Authority (ZTM), and the City of Rzeszów. The public procurement procedure was carried out by ZTM, and the construction of the shelter was carried out by a contractor selected through a tender. The costs of the investment were covered by RRDA. Due to withdrawal of a chosen contractor and the need of choosing another one, the pilot action was a little delayed. The construction of the bus shelter and a new bus stop took a contractor approx. two months but at the break of June and July it was finally ready.



At the same time, an information and promotion campaign was conducted, covering social media and advertising space on ZTM buses. Its aim was not only to encourage residents to use the bicycle + public transport solution, but also to raise awareness of the benefits of this type of ecological and convenient form of transport.

The pilot activities culminated in the organization of the "Bicycle Jane's Walk" event, combined with the grand opening of the new infrastructure. Participants - including representatives of the RRDA, the City of Rzeszów, ZTM, local residents, and representatives of other public institutions - set off on a joint bike ride from the RRDA headquarters towards the newly built shelter. The symbolic moment of the event was the official opening of the facility by the Director of ZTM.

The first positive signs confirming the validity of the project can already be observed. Every day, bicycles are locked to the shelter, which clearly indicates that residents have begun to use the new infrastructure. This is a proof that the investment responds to the real needs of the local community and has the potential to become even more important for residents' daily commutes over time.

As part of the pilot program, the RRDA team also collected opinions from residents and public transport users. The reception of the project was overwhelmingly positive. The safety and convenience of leaving bicycles in the new shelter, as well as its aesthetic appearance and functionality, were emphasized. The only critical voice was a comment about the overall bicycle infrastructure in this part of the city, in particular the lack of bicycle paths leading directly to the center of Rzeszów.

The implementation of the pilot action was successful and can be regarded as a positive achievement. The key factor behind this success was the excellent cooperation between the RRDA project team, ZTM and the City of Rzeszów as well as the belief that this small bus shelter might be a stimulus for a major change in commuting habits.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## EMFIE (HUN)

Continuing the work of the previous period, EMFIE used the results of the digital campaign pilot assessments, as well as the findings from the peer review sessions to prepare the Evaluation report on digital campaigning with the aim of helping the design of tools and the development of policy proposals. The final Evaluation Report on Digital Campaigning summarises the so far conducted activities, their results and provides an analysis based on them, focusing on tactical urbanism as a tool to promote sustainable urban mobility in public spaces. The report consolidates the experiences of all seven partner cities – Bamberg (Germany), Ferrara (Italy), Kamnik (Slovenia), Kress (Austria), Nyíregyháza (Hungary), Rzeszów (Poland), and Varaždin (Croatia).

In frames of the PopUpUrbanSpaces project, a toolkit set is prepared with the aim of helping local authorities and public sector bodies in small- and medium-sized towns in CEE. One part of this Toolkit set is focused on applying digital campaigning approaches and methods to raise awareness of citizens, with the purpose of encouraging a shift to sustainable mobility modes. EMFIE developed the toolkit chapters about digital campaigning.

The document provides useful information about what are the important aspects during pre-intervention and during intervention, and also recommendations on how to create a strong and effective digital campaign. To support the work on designing local actions and preparing policy proposals to scale-up project results, EMFIE provided its comments to the WP leader on the draft template for partners in connection with territorial policy action plans. Furthermore, EMFIE is working on the preparation of a background document which explores funding opportunities that could support the continuation of PopUpUrbanSpaces results with the involvement of project partners.

Additionally, EMFIE has continued producing eNewsletters and overseeing all graphic design elements within the project, from newsletters to promotional materials. The project's social media presence remains a priority, with EMFIE actively managing LinkedIn and Facebook channels. Over the past six months, 62 posts have been published, significantly increasing public awareness and engagement around project activities.

Through its combined efforts in communication, knowledge provision, and technical support, EMFIE has been instrumental in advancing the objectives of the PopUpUrbanSpaces project. By ensuring that pilot actions are effectively communicated and evaluated, EMFIE contributes to the broader mission of promoting sustainable urban mobility solutions across Europe.



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## DAN (CRO)

Over the past months, the City of Varaždin has taken significant steps in transforming its urban spaces into more creative, inclusive, and people-oriented areas through the PopUpUrbanSpaces project among others. The city's pilot action focused on Šenoja Street - a charming street located in the heart of Varaždin's historic core - aiming to demonstrate how temporary, small-scale urban interventions can spark lasting change in the way citizens experience and use public space.

### A Living Street during Špancirfest

The transformation of Šenoja Street came to life during Špancirfest, one of Croatia's largest and most beloved street festivals, which attracts tens of thousands of visitors each summer. This year, part of the festival's diverse programme took place directly within the pilot area, turning Šenoja Street into a vibrant urban stage. The pilot included the Preloved Market - a sustainable second-hand and vintage market promoting circular economy principles - alongside workshops, performances, and creative showcases from local artists and entrepreneurs. The street became a meeting point of culture, design, and sustainability, where visitors could not only shop and explore but also experience a new way of interacting with the city.

Through these activities, the pilot demonstrated how even a modest intervention, when embedded in an existing cultural framework such as Špancirfest, can successfully activate an urban space and attract new audiences. Temporary installations, flexible market setups, and colourful decorations gave the street a renewed identity while preserving its historical character.

### Community Impact and Lasting Impressions

The feedback collected from festival-goers, residents, and vendors confirmed the success of the approach. People highlighted the friendly atmosphere, accessibility, and visual appeal of the redesigned street. Local entrepreneurs appreciated the opportunity to present their work in a unique, open-air setting that connected directly with the city's cultural pulse. The pilot also revealed strong community interest in continuing similar initiatives throughout the year, proving that short-term interventions can have a long-term social and economic impact.

For the City of Varaždin, this pilot provided valuable insights into participatory urban planning and the reuse of existing public spaces for cultural and social innovation. The experiences gathered will contribute to future strategies for public space management, emphasizing adaptability, sustainability, and community engagement.

### Building a More Human-Centered City

The PopUpUrbanSpaces pilot in Varaždin highlights the city's broader vision of developing a resilient and creative urban environment. By combining culture, heritage, and modern urban design, Varaždin continues to strengthen its identity as a city that values both tradition and innovation. The project reaffirmed the importance of involving citizens, local creatives, and event organizers in shaping the urban experience, ensuring that public spaces remain open, inclusive, and dynamic.



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## NYHMJV (HUN)

As the weather got warmer day by day, the outdoor events got more and more frequent here in Nyíregyháza. But why is it good for us besides the favourable temperature? It is a great opportunity to take our pilot action to the next level!

Every time residents visit an outdoor event in the heart of Nyíregyháza, quite likely after a few drinks with friends and relatives, they choose mass transportation to get back home safely. On the other hand, the tourist traffic is also rising in this period, which gave a great overview and accurate data to our expert regarding the passenger traffic in different bus routes in the city, especially the ones involving the "tourist magnet" locations.



After the long and joyful summer nights comes the (maybe less) happy beginning of the school period. This is one of the busiest time of the year from the transportation experts' point of view. This gives us another opportunity to use the data we get with the help of our pilot's devices, and the experts bring a more accurate and passenger-friendly timetable and bus route adjustments to life.

And there is still more! The mass transportation topic is not just a separate entity from the sustainable urban thinking of Nyíregyháza. The Action plan is an important part of the SUMP (Sustainable Urban Mobility Plan), which is currently under review and will evolve to a more effective tool in the hands of urban development experts and decision makers.

So yeah, life is busy, but we like it!

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

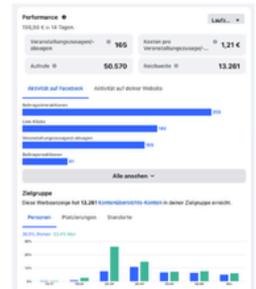
## UWK (AUT)

In May 2025, UWK, together with the walking and cycling advocate from the Mayor's office, organized the first Jane's Walk in Krems. Despite rain and low temperatures, eleven residents took part. The walk was embedded in the already established Kremser "GEHspräche" - WALKINGtalks, a participatory format where residents and city officials exchange perspectives and ideas on specific areas of the town in an informal setting. The goal was not to cover as much ground as possible, but rather to observe together, listen, and engage in meaningful conversation. In another activity, UWK and the City of Krems joined forces again during the EU Mobility Week in September 2025, focusing on the change of travel behaviour in the city center. Three underused parking garages surround the city center, and the project "PARK:RAUM:KUNST" - parking space art - aimed to draw visitors' attention to these garages and discourage on-street parking. UWK, together with the walking and cycling advocate from the Mayor's office, developed a map identifying potential intervention areas, while students from BORG High School created the sketches to be applied on the streets at these strategic locations. However, the intervention was not granted permanent status, and therefore the artwork had to be applied using temporary chalk.

Both activities were successfully promoted by our digital campaign manager. We are currently looking into possibilities to keep the campaign sustainable after project completion. In any event, the campaigning increased the number of followers on Social Media significantly.

On the more theoretical side, UWK contributed to the pilots' evaluation reports and preparations for the partners' meeting in Bamberg as well as providing inputs on tactical transit interventions and other chapters for the toolkit. UWK is now preparing the territorial policy action plan for Krems, identifying stakeholders for upscaling our results, and continues to play an active role in the digital campaign, which is gaining new followers every month.

In addition to digital outreach, project activities were featured in local and regional newspapers. Further dissemination efforts included participation in the Krems Climate Conference and leading an excursion for the Interreg project "Ruralscapes", where our pilot was presented to an audience of over 40 European partners, both events took place in October.



Jane's Walk - GEHspräche



EU Mobility Week: PARK:RAUM:KUNST



Ruralscapes project visit - introducing Krems' pilot action

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## COFE (ITA)

As summer 2025 unfolded, the Municipality of Ferrara brought to life the long-awaited pilot action in the Foro Boario district - a neighbourhood rich in history and community spirit, yet marked by underused spaces and an abandoned cinema that had long awaited new purpose. Under the title *A Garden of Earthly Delights*, the pilot conceived by the Basso Profilo social enterprise translated the PopUpUrbanSpaces approach into a tangible, vibrant experiment of tactical urbanism.

At its centre stands the Rifugio, a resting structure co-designed and co-built with residents, artists and students. Conceived as both a functional installation and a symbol of regeneration, it has quickly become a new point of reference in the neighbourhood, inviting people to pause, meet, and enjoy public space in new ways. The designer Zeno Franchini infused the intervention with creativity and meaning, bridging traditional and - very! - local reed craftsmanship, visual art, and collective imagination.

Around it, colourful pedestrian routes were drawn on the ground through participatory workshops, transforming everyday paths into playful trails that children now follow on their way to school, thanks to the stencils designed by international visual artist Andreco, moving from the tiniest green infrastructures of the block.

"My daughter wants to look for the coloured leaves, so the trip becomes a game", said one parent, capturing the spirit of this renewed connection between mobility and creativity.

The pilot also sparked moments of genuine community life. The large neighbourhood dinner held on June 2nd gathered far more participants than expected, turning public space into a setting of shared stories and rediscovery. Later in the Summer, soon after the Rifugio was installed, someone left two books and a note reading "Take and read" - an unplanned gesture that evolved into a small (yet huge now!), spontaneous book exchange and a sign of collective care.

Meanwhile, the symbolic reactivation of the former Alexander Cinema through a large-scale artistic billboard reminded residents of the area's cultural past while inviting them to imagine new possibilities for its future and driving residents' attention to the richness and beauty of the green spots around them, acting as an invitation to explore and engage with the urban tissue.



The combination of artistic quality, community engagement, and visible transformation demonstrated how temporary, low-cost actions can have lasting effects on urban perception and everyday behaviour.

Through *A Garden of Earthly Delights*, Ferrara reaffirmed the value of tactical urbanism as a flexible and participatory approach to urban regeneration. What began as a pop-up experiment has grown into a shared vision for the city's future - one where art, mobility, and community come together to make neighbourhoods thrive.

Let's keep walking towards cities that care, connect, and create together.

*Our Garden of*  
**EARTHLY DELIGHTS**



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