

# **Human Scale City**

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**URBAN AGENCY**

**humanscalecity.org**

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# MISSION

HUMAN SCALE CITY is a project of **urban analysis** dealing with the current debates on cities, urban policies and local actions.

**Cities are crucial to understand the world today. They are always imperfect creations but, nevertheless, they still work and make sense as the best form of collective organization.**

From an **optimistic view on the future of the cities** we have already built and we live in, and assuming the particular circumstances that differ among them, HUMAN SCALE CITY wants to analyze and generate social change actions from different perspectives. The project has been launched in **2012** but, in fact, it started years ago when the blog **Ciudades a Escala Humana** was born as a research and publishing tool and in this time it has become a professional independent project.

# APPROACH

Human Scale City is a **strategic design agency** specialized in defining actions in their **early stages of development** and focused on developing urban projects that encourage social interaction, sustainability and local economies. We are interested in working on projects related to urban economy, local sustainability, urban innovation processes and actions, digital cities and civic engagement in public space. Our research and consulting activity focuses on three main fields:

Sustainable creative economies



Adaptive urbanism



Bottom-up smart cities



# TOOLS

Evolving from **strategic consultancy on urban policies**, HUMAN SCALE CITY intends to be a partner for both private and public actors that want to play an active role in promoting innovative projects that bring change to cities.

Strategic design

Research

Lecturing

Workshop facilitation

Strategic planning

Participatory planning

Public space interventions

Trends analysis

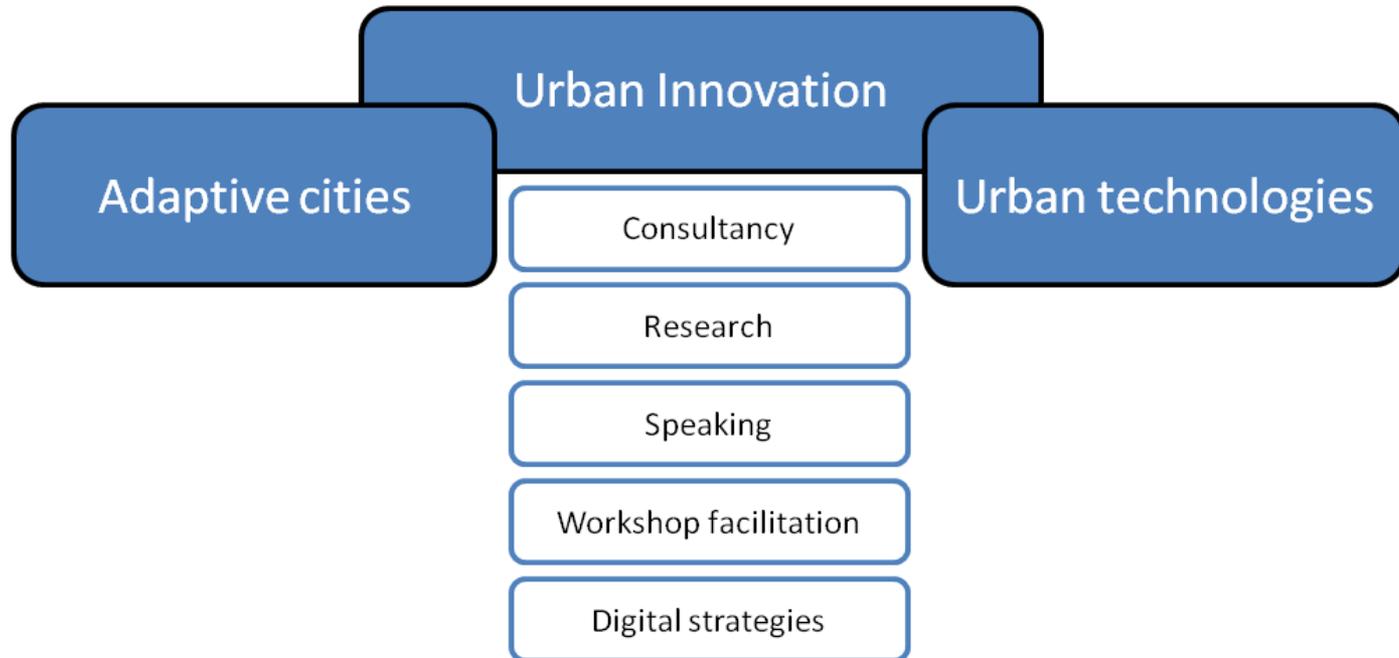
Design thinking

Digital media

Civic engagement

User experience

# SERVICES



Mixing analysis of **urban trends**, **collective work facilitation** and **exploration of digital technologies**, HUMAN SCALE CITY builds joint actions with public institutions, creative professionals, academia, entrepreneurs and civic organizations displaying knowledge, skills and motivation from different urban related fields: economics, urbanism, sociology, architecture, science, etc.

# ABOUT



**URBAN STRATEGIST**

## **MANU FERNÁNDEZ**

As a researcher and urban policy consultant for the last ten years, I have always been involved in projects relating to local sustainability and analysis of urban economies. I am currently working as a freelance in three areas: adaptive strategies to cope with the economic crisis, the intersection of digital and social perspectives of bottom-up smart cities and, finally, the actions to boost economic revitalization in cities.



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