

■ 040 TEDx: Rasmus Frisk

Project Name: TEDx: Designing Cities for People

Location: Wollongong, Australia

Theme: Teaching

Type: Lecture

Client: University of Wollongong

Size: N/A


Date and Duration: 2013

Status: Complete

Rasmus was invited to present his personal take on 'Designing Cities for People' for TEDx in Wollongong, Australia. His opening mantra "It's ok to think big, just as long as you remember people are small" set the tone for the lecture. He then began to share stories and insights into his three main passions: sustainability, temporary use and education through involvement. Through experiences as both a student and professional architect, Rasmus had a revelation about single sensation architecture. He found current trends catering towards car built cities and architect's ego, not for people.

One day while playing legos with his son, Rasmus had a career changing revelation. Making lego cities without people offers display and no play. Similar to design, we must place people's needs and livability first. He realized that for the time being he was done making buildings and wanted to shift his talents towards making spaces for people. Working closely with Jan Gehl, a famous architect known for looking at life, then space before buildings, Rasmus realized how important human scale and proximity are to design.

Rasmus then begins to tell the story of how temporary use of space came about with the collapse of the economy. People were taking to the streets and creating temporary spaces that fit their daily needs allowing them to become co-creators of the city. Bicyclists began gaining traction and the right of way on the streets of Copenhagen breathing new life into the economy, environment and health of the residents. Citizen involvement in the design process also started to play an integral role in Rasmus's design philosophy. Lastly, he explores the power of education and involvement of users in the design dialogue. To view his full TEDx talk visit www.arkilab.dk.



I invited Rasmus to speak at TEDx: Wollongong after seeing his lecture on Temporary Use in Melbourne. We could greatly benefit from more people like Rasmus!

Pascal Perez,
SMART Research Director at
University of Wollongong, AU