

DEVELOPING A CONCEPTUAL FRAMEWORK OF CREATIVE PLACEMAKING FOR SOCIAL COHESION

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Abstract

The recent concept of place-making contends that urban places are rooted in the physical environment and emerge through reiterative social behaviors, meanings that are created and reconstructed on a daily basis. Iconic architecture, monumental artworks, sculptures, and other aesthetic expressions have greatly supported the formation of images and identities for cities, villages, and towns that are attempting to identify themselves. Placemaking is an important activity that has been studied for its effects on people's health and happiness in urban planning and is one of the most effective methods for ensuring a community's long-term sustainability. However, in terms of community-level social process, including the planning and design of interventions, it lacks traits of social cohesiveness. The research aims towards exploring different aspects and indicators of place-making in public green spaces in residential settlements and how this practice towards developing social cohesion. The study uses a qualitative strategy to determine the various factors that are indicative of placemaking. Theoretical review of literature has uncovered a variety of indicators, including ecological-connectedness, perception of a place, collective memory, urban happiness and place attachment. The outcome of the research is towards developing a conceptual framework towards enhancing socially cohesive public green spaces within residential settlements. This shall enable the future designers to integrate the concept of placemaking considering the indicators explored through the study to develop place making character enhancing social interactions within the open space in the community.

Keywords: *place making; ecological-connectedness; perception of place; collective memory; urban happiness; place attachment.*

1. INTRODUCTION

Peoples' interactions and perceptions of urban public spaces are influenced by cultural, economic, political, and geographical aspects (Nandineni & Dash, 2021). As a result, the notion of placemaking emerged as an essential part of any urban design intervention initiatives (Alzahrani et al., 2017). The research focuses on how urban design has made it feasible to implement a place-making approach in several locations, focusing on public green spaces hence influencing urban transformation. Placemaking has proven its ability to revitalize underutilized spaces or create brand new, significant, and livable places through creative design and landscaping, but it has yet to be validated as a viable long-term solution

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(Pancholi et al., 2018). On the other side, the goal of place-making is to encourage social interaction and environmental stewardship via the development of a positive emotional connection between people and their surroundings (Dash, 2018). It has been characterized as a social element revolving around people's interactions with activities and the places they visit (Alzahrani et al., 2017). Public, private, non-profit, and community partners work together in creative placemaking to shape the physical and social characteristics of a public space through the arts and cultural activities that foster public dialogue, neighborhood growth, community health and safety, social justice, economic growth, environmental sustainability, civic pride, and an authentic "sense of place." (Ekomadyo et al., 2018). Making cities more visually pleasing is another way to improve their spatial quality, which in turn increases the likelihood that people will spend more time there (Furlan et al., 2019). A successful public space necessitated not just a variety of activities, but also the ability of the space's physical characteristic to amplify these activities and make the space socially viable (Aflaki et al., 2016a). To make a community towards making it inclusive, it is crucial to priorities aspects like design, safety, aesthetics, and cleanliness. However, social cohesiveness is created when people in a community work together toward a similar goal, and these interactions shape the way people feel about their neighborhood (Nandineni & Dash, 2021). For a group to function well, "closeness," which can refer to either physical or social proximity, is crucial. Prospective social network linkages' proximity to one another in space, which in turn affects interactions between contacts, may be impacted by geographical characteristics of a given region (Ekomadyo et al., 2018). Communities gain when public spaces in their area celebrate the shared experiences, identities, and values of many cultural groups (Chitgopkar et al., 2020). Researchers have shown that people are more likely to remain in the same area if they have a strong sense of belonging to that place. Individuals' experiences and locations can pave the way to dynamic ties to other spheres of life and the global economy (Nandineni & Dash, 2021). However, there are numerous fundamental requirements that space must meet for people to connect with it. For people to appreciate the value of protecting the natural world, it's important that places like this one aren't hard to find (Alzahrani et al., 2017). To communicate the site's physical features, perhaps emphasizing the site's connections and social significance would be most effective. Therefore, it is important for the psychological and physiological health of individuals and communities that place-making considers both social and physical factors.

The previous studies lack the evaluation of the neighborhood community's response towards the numerous modern design strategies and approaches aiming towards enhancing user experience and creating a pleasant and appealing ambiance in residential neighborhoods. Through this study, we intend to identify the elements of placemaking that foster community cohesiveness and identify strategies for fostering social cohesion in public open spaces. The following objectives are also addressed through a survey of relevant literature conducted for the project.

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- a) What are the attributes of placemaking that have been evolved through urban interventions?
- b) What indicators of placemaking contribute to attributes of social cohesion in a public green space?

The primary objective of the research is to establish a conceptual framework towards incorporating "placemaking" concept as a design strategy in public open spaces within residential settlements. The qualitative studies performed in this area typically consist of four phases: In the first stage, called "conceptualizing place-making from urban design perspective" researchers looked at how the idea of "place-making" has developed through urban design approach. The second part of this study reviewed the literature on the many aspects of social cohesion and its importance to placemaking. In order to establish placemaking as a social approach to urban open space planning, its third step involves an analysis of its many indicators. The creative placemaking components of a neighborhood's open space are linked in the last step of the conceptual model, which aims to strengthen social cohesion.

2. THEORETICAL BACKGROUND

2.1. "Place-Making" from Urban Design Perspectives

Barnett and Jones define urban design as "the process of creating a physical design for growth, conservation, and changes in urban context." (John, 2010). This "physical design" includes landscaping as well as the built environment, which consists of preservation and new intervention (Ekomadyo et al., 2018). According to this point of view, open green space is an essential component of any urban environment that can support human habitation, and it is the responsibility of the urban planner to ensure that there is adequate provision for it (Furlan et al., 2019). The study of urban design draws from a wide range of fields, including but not limited to social sciences, architecture, urban planning, and landscape architecture, as well as civil engineering, and landscape architecture. As a result of this, a cross-disciplinary field has developed that analyses the interaction that occurs between people and the physical world around them (Nandineni & Dash, 2021). Regarding the challenges that are inherent in urban design, it is an increasingly complex task as the range of human activities grows, communications processes become more diverse, new ways of putting geometries together are found, and the rate at which physical changes are being made in cities accelerates (Badar & Bahadure, 2020). The process of developing a strong environment with the purpose of including green space is referred to as "place-making," which is a notion that exists within the realm of urban design. According to Schneekloth and Shibley, the process of "creating a place" can be defined as "the way by which all of us as human beings modify the locations in which we find ourselves into places in which we live" (Schneekloth & Shibley, 1995). The idea of "place-making" brings the topics of space and location to the focus of the research. According to another concept,

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space is "amorphous and intangible" and cannot be directly defined and analyzed (Chitgopkar et al., 2020). Because of the way they are defined, the notions of place-making and space are inexorably related to one another. In fact, it is practically impossible to intervene one of these concepts without the other (Gulsrud et al., 2018). There is a strong relationship that exists between the process of establishing a place and the character of the area (Yu et al., 2021). According to Lynch, the identity of a place is "that which offers its individuality or differentiation from other locations and serves as the foundation for its identification as a separate entity; this definition suggests that each place possesses a nature that is distinct from every other place." In other words, the identity of a place is "that which offers its individuality or differentiation from other locations and serves as the foundation for its identification as a separate entity." (THE IMAGE OF THE CITY Kevin Lynch, 1960). "Place-making" was described by Schneekloth and Shibley as a process that is concerned with "place" rather than "space," and it expresses human attachment to settings that are pleasant and suited for their preferred ways of usage. This human connection is reflected in the building of places (Schneekloth & Shibley, 1995). The conceptual underpinning for the practice of place-making is the differentiation between "space" and "place," which is referred to as "place-making." (Naegele et al., 2018). The concept of "place" provides a relational view of "space" as the venue of diverse stakeholders' social activities, whereas the concept of "space" relates to the operational "physical space" (Yu et al., 2021). According to study that was conducted in the year 2020 by Ellery et al., the term "place-making" refers to the process of modifying urban surroundings in order to increase the amount of public engagement and pedestrian activity (Ellery et al., 2020). "Placemaking" was described as a group activity that enhances community bonds and provides the framework for an engaged culture by Gwiadziski et al. (Gwiaździński et al., 2020). To phrase it another way, "the iterative actions and collaborative efforts that are inherent in the growth of places are what are responsible for improving communities and providing individuals with more agency." (Cohen et al., 2019). As a consequence of placemaking, which enlivens both public and private places and lends new life to structures and streetscapes, people from all walks of life come together to celebrate, be inspired, and inspire others. When we talk about placemaking, we are referring to the process of interpreting a site in light of the objectives, strategies, and routines of a diverse group of stakeholders. Urban planners are of the opinion that one of the most crucial aspects in judging whether or not a project was successful is the extent to which it was able to physically transform the environment in which it was situated (Ellery et al., 2020). The incorporation of significant architecture, large-scale works of art, sculptures, and other forms of aesthetic expression into the design process of public spaces in cities, towns, and other types of communities has resulted in significant benefits for those spaces. These communities have reaped the benefits of these additions in a variety of ways. "Placemaking" also refers to the process of enhancing public space through community-based rehabilitation initiatives that are rooted in the values, history, and

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culture of the people who live in the area, in addition to the natural environment (Chamorro-Koc & Caldwell, 2018). These initiatives are rooted in the natural environment as well. This is a phrase that refers to the improvement of areas that are accessible to the public (Stoletov, 2016).

In conclusion, "place-making" reflects to the process by which local communities construct their own impressions of a variety of events and locations and communicate those perceptions with one another. People from all walks of life should be able to have their voices heard through the use of a method called "place-making," which is a way that should be included into the process of urban planning. It is necessary to exercise moderation in order to overcome these discrepancies and develop community-based placemaking since "concepts of place" fluctuate widely amongst user groups (for instance, based on ethnicity or socioeconomic status). Place-making can be described as "the process of merging the viewpoints and roles of numerous players in order to alter urban environments". In other words, the act of creating a place is more significant than the result that it produces. Design never pursues a purpose in and of itself; rather, it is the consequence of the criteria that the community as a whole has as a whole. When developing a concept of placemaking for urban design, only the physical transformation and long-term impact concepts of specific locations are taken into consideration. On the other hand, the idea of cultivating a sense of place has evolved as time has passed. This cutting-edge method of creating urban places proposes that social customs and meanings should be perpetually reimagined and revitalized within the built environment. Therefore, because a location is seen as a continuous process in which the actions of its users modify its appearance, the act of reconstructing a location is seen to be a participatory activity. In order to get a comprehensive knowledge of place-making, it is essential to lay an emphasis on the many social linking processes that are responsible for the formation of places. As academics attempt to get a deeper understanding of the relationship that exists between people and the built environment in which they live on a day-to-day basis, place-making research is growing in scope and depth. Phenomenology, which investigates the humanistic aspects of the built environment; psychometrics, which quantifies the relationship between humans and physical environments; and sociocultural ties, which investigates the reciprocal relationship between spatial layout with activities creating community ties and social cohesiveness. Place studies can be categorized into these three broad approaches based on their relationship to psychological school thought: phenomenology, which investigates the humanistic aspects of the built environment; psychometrics, which investigates the relationship between humans and physical environments.

To briefly summaries the concept of place making that has evolved throughout the course of the last two decades by a large number of researchers, place making (as a process) is defined as an activity of integrating various actors' perspectives and functions in order to transform urban spaces. This is achieved

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by not only viewing place as a static spatial aspect and designing the physical form, but also by taking into consideration the social processes that shape and construct cities. Place-making can be thought of as an activity of integrating various actors' perspectives and functions in order to put it another way, place-making focuses a significant amount of importance on the procedure itself, rather than on the result of the procedure. "Design may follow, but it should only emerge out of a need for the community; it should never be a goal in and of itself. " "Design may follow, but it should only arise out of a need for the community".

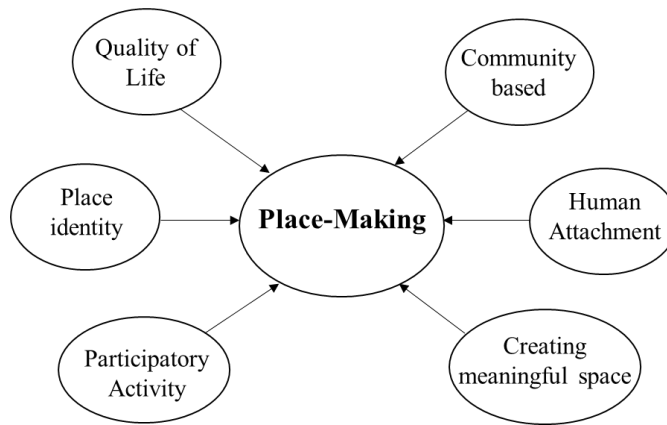


FIGURE 1 - ATTRIBUTES OF PLACE-MAKING
Summarized by authors

The vast majority of the study indicates that, despite the existence of multiple theories that emphasize the need of collaborative methods for the creation of places, the vast majority of real cases are solely bottom-up. They provide evidence in favor of the proposition that the creation of a place does not necessitate the creation of a formal plan and does not largely depend on the influence of elite officials. The examples that have been provided illustrate various different ways in which local community aspects contribute to the formation of places. On the one hand, the process of place-making is transitory, inexpensive, spontaneous, and small, which makes it more accessible to the inhabitants of the surrounding area. This leads to the creation of further projects that empower communities and solve local needs. Placemaking has the potential to have positive social implications for local communities, particularly in terms of increasing local empowerment, strengthening social bonds, reinforcing place identity, and improving quality of life. These objectives can be accomplished by strengthening social bonds, enhancing place identity, and strengthening social bonds. The Figure-1 summarizes the various attributes of placemaking after the review of past literature and research works.

2.2. "Social Cohesiveness in Public Open Space" through an urban perspective lens

Although "social cohesiveness" has been described in a variety of ways, in general usage it refers to the interpersonal interactions and/or collective activities that may be used to assess an individual's well-being in terms of their social contacts, connectivity, and concentration on common goals (Cramm et al., 2013).

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Past researches have revealed that social cohesion is inter-related to trust, acceptance, a sense of belonging, and connection (Cramm & Nieboer, 2015). These health-promoting social structures may play a role in reducing health disparities. People in nations with strong social cohesion also tend to have more optimistic views about their own health (Gulsrud et al., 2018). Because of a stronger sense of community, people in these nations report higher life satisfaction. Health related challenges, such as loneliness and a lack of time spent in nature, are more common among city dwellers as a result of the interplay of several environmental and social factors (Chitgopkar et al., 2020). There is a "nature deficit" since more and more people are spending their time indoors. As a result of this "nature deficit," people are less likely to form strong bonds with one another (Schneekloth & Shibley, 1995). Few studies have examined the connection between urban open spaces and social elements of health, despite the fact that prior research has shown that pleasant social interactions are connected with greater health and that exposure to open spaces may promote health and wellbeing (Cohen et al., 2019). The health of urban populations might be improved with further research on the role that public places play in fostering social interaction and community. Urban open spaces consist of places like parks, gardens, and other green areas. They serve as meeting points for those who want to hang out and have fun together (Lak & Zarezadeh Kheibari, 2020). According to a recent study, Urban green areas, such as parks and woodlands, have been shown to improve community cohesion by researchers studying the link between the environment and human health. These studies suggest that a peaceful society may be fostered by encouraging people to spend more time outside (Akbar & Edelenbos, 2021). According to Bobby et al. (2019), the quantity and quality of parks in close proximity to a neighbourhood are related to the citizens' feeling of belonging in that community. In addition to improving people's health, urban parks may bring people together and develop social bonds (Bobby et al., 2019). Past researches also examined the social interaction and community cohesion that takes place in urban parks. Urban parks were viewed as places for community gatherings regardless of the park's location or the demographics of the neighbourhood it was a part of. Individual's sense of social cohesion in the park increases in proportion to the number of parks visits they make with other people (Naegele et al., 2018). According to several studies, high social cohesiveness encourages people to join clubs and groups where they may make new friends. Therefore, city parks and other open areas may play a significant role in maintaining and shaping the social fabric of urban areas. Open park design that encourages active leisure, pathways, increased access to parks via excellent transit, shaded places that promote relaxation, functional playgrounds, and the breadth of scheduled activities may all play a role in fostering social relationships in urban open spaces. There is some evidence that the built environment and facilities close to urban green areas contribute to social cohesiveness in the surrounding neighbourhoods.

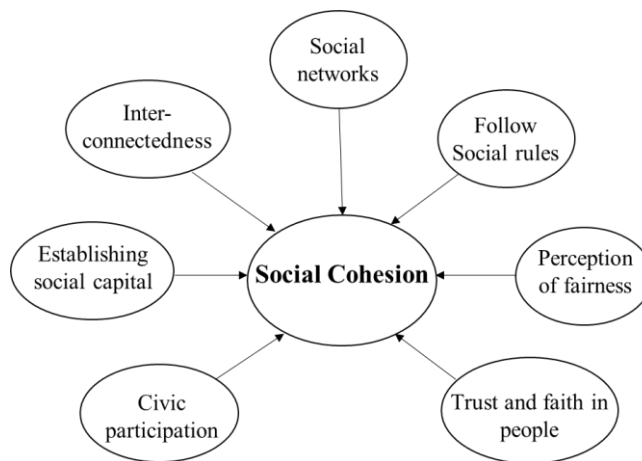


FIGURE 2 - ATTRIBUTES OF SOCIAL COHESION
Summarized by authors

2.3. Underlying “inter-relationship of placemaking and social cohesion” in urban open spaces

Placemaking for fostering interpersonal connections is an important factor in strengthening communities and getting people involved in various events and activities. An increase in "social control" and "social cohesiveness," and their inter-relationships that have been found to improve social interactions (Alzahrani et al., 2017). The crucial aspect of local pride, however, must not be overlooked. Physical and social networks are related to levels of social engagement (Pancholi et al., 2018). A region's level of social capital can be increased if its residents are naturally more outgoing than average because of demographic, socioeconomic, or other environmental variables. Increased trust between neighbors helps them work together for a common good (Dash, 2018). Through frequent exposure, children might grow a sense of belonging to the area. Because of their ability to foster social cohesiveness, open spaces deserve more attention at the local community level in our efforts to improve place creation (Aflaki et al., 2016a). Combining the benefits of social cohesiveness with environmental and public health measures, studies have highlighted the role of urban Open spaces in promoting health and well-being (Furlan et al., 2019). One example of this integration is the ecosystem services framework, which highlights the positive effects of the natural world on human health and well-being (Ekomadyo et al., 2018). Several researchers have shown that cultural ecosystem services (such as pleasant surroundings and outdoor recreation) are frequently ignored in health-related studies (Lepofsky & Fraser, 2003). As a result, interacting with others is another method in which members of a society might deliberately behave. To understand its practical implications in terms of its usage and benefits, there is a desire to create such spaces as a memory inculcating a sense of attachment, but this is only possible in the planning and design of open spaces, which is where the concept of social cohesiveness can be fully realized (Salizzoni & Pérez-Campaña, 2019). If these pursuits are allowed to take place in the community, they can help strengthen existing social bonds. Community members are expected to collaborate to address social issues and advance

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positive social change. Through getting to know their neighbors, people in the same area can develop a strong sense of community and a feeling of belonging to a group (Nikounam Nezami & Asadpour, 2021). The quality of the people's daily lives and social interactions can be enhanced by paying attention to their wants and hobbies. Also, the residents' relationships with one another form a web that contributes to their sense of place. It's crucial to incorporate physical elements that encourage socializing, resting, and everyday activity in public spaces (Nandineni & Dash, 2021).

It has been found through a review of the relevant academic literature that there has been a significant increase in the amount of research done by academics on the topic of place and the related concept of place-making. The concept of place-making, as well as how it may be implemented in actual settings, has been the subject of a great number of academic investigations. The idea has gained popularity due to the inherent advantages it possesses, specifically the fact that it makes use of a community's resources, inspiration, and potential in order to construct fantastic public spaces that improve human health, happiness, and welfare. The concepts of "access and connections," "comfort and image," "uses and activities," and "sociability" are all fundamental to the practise of "creative place-making" from the point of view of society. The process of creating spaces fosters the growth of communities and gives individuals more agency. People from various walks of life are brought together in a range of situations, from public to private, thanks to the creativity that goes into placemaking. Participating actively in the affairs of one's community allows one to gain first-hand information as well as experience, both of which are essential components in the process of establishing a healthy sense of self. The public's participation shapes the context, and the setting, in turn, shapes the public's participation in a link that is mutually reinforcing. Documentation and preservation of experiences are essential steps in this process because they help in the preservation of cultural heritage by enabling academics to use statistics to better understand social dynamics. The assessment of the relevant literature reveals that there is a significant gap in the application of the idea in residential settings at the community level. The vast majority of these conceptual applications have been tested out in urban settings. As a result, the purpose of this research has been to uncover all of the markers of place making from the viewpoints of community neighbourhoods that encourage social interactions in residential neighbourhoods. In this stage of the research process, the goal is to foster social cohesion by investigating a wide range of components of placemaking that have an impact on the social as well as the physical dimensions of residential communities. A greater sense of responsibility toward the natural surroundings (henceforth considered as ecological connectedness), collective symbolic meaning of a place of visit (henceforth considered as perception of place), the deposition of pictures and memories of a place of visit (henceforth considered as collective memory), and locus of experience are the primary indicators that have been identified through the review of the relevant literature (henceforth considered as urban happiness). These characteristics, although they had been

discussed in previous literature with various case examples and practises, either through a concept or through a process, had not been investigated in any of the research findings as a means of integrating them to produce a successful creative place making under a single umbrella. The conceptual model that is given as a contribution through this research suggests that these numerous traits, together with their fundamental components, that collectively contribute to a successful creative place creating focused on community residential environment through integrating social cohesion in open spaces.

2.4. “Ecological-connectedness” towards ensuing health and wellbeing:

The feeling of connectedness is characterised by the dissolution of barriers and the perception of a shared or common essence that exists between one's own being and the beings of others and nature (Boby et al., 2019). Other theories of environmental values, such as cultural bias, post materialism, and social altruism, are conceptually and practically distinct from connectivity with nature. There are several aspects of the natural environment that provide people with both direct and indirect advantages (Soga & Gaston, 2016). For example, trees are frequently the most prominent feature of urban environments and provide a positive contribution to people's health at the level of the community or the neighbourhood. It has been suggested by the United Nations Environment Programme (UNEP) and the Intergovernmental Panel on Climate Change (IPCC) that increasing the number of trees in an area is a straightforward method to both reduce the negative effects of a changing climate and increase resilience to it. It is possible that in order to persuade people to act about climate change, it will be required to place an emphasis on the numerous positive effects that trees (and other aspects of nature) have on human health and well-being (Colléony et al., 2019).

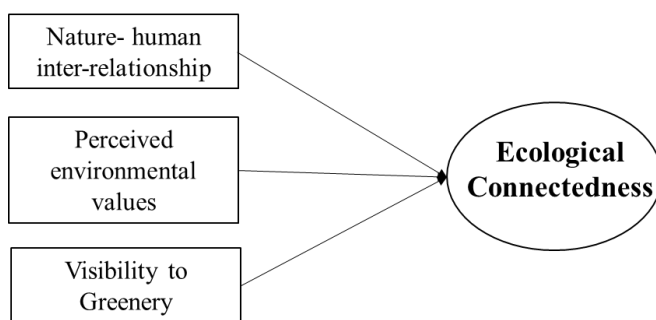


FIGURE 3 - ASPECTS OF "ECOLOGICAL CONNECTEDNESS"
Source: Authors

When analysing the nature-human relationship, academics have stressed the need of accurately framing these customised pictures since they are rooted in social and political circumstances. According to the findings of these researchers, the literature on "connection to nature" should pay a greater amount of attention to the social, cultural, political, and economic concerns that are also incorporated in these

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encounters (Clayton et al., 2017). However, the nature connectivity, which is a significant factor in getting attached to a place, can only be enhanced when the users are feeling connected to the nature and are feeling comfortable and accepting of the ambience of the place they use on a daily basis (Zylstra et al., 2014). This is the only way that the nature connectivity can be enhanced. When individuals felt that they linked to a place through other dimensions, in particular through community connections, studies have shown that there are positive links between natural connectedness and social engagement through ecological connectedness (Figure-3) which is one of the aspects of community ties. In conclusion, a user's experiences, his/her feelings and perceptions, the amount of time spent cultivating a sense of connection to nature and ecology, as well as their knowledge of the natural world, all play a key part in the place making process.

2.5. The essence of "Perception of a place" to experience the feel of space

A person's emotional links and attachments to certain locales and settings, on dimensions ranging from the house to the nation, are referred to as their perception of place. These emotional bonds and attachments can range in intensity from mild to intense (Stedman, 2016). A perception of place may also be used to define the distinctiveness or individual personality of specific locales and areas. Place perception is an increasingly popular concept (Haywood et al., 2016). Both the good sensations of comfort, safety, and well-being that are created by a location, home, or residence, as well as the negative feelings of anxiety, dysphoria, and place lessness, can be referred to as having a sense of place (Zhang et al., 2020). Over the course of the previous three decades, the notion of a feeling of place has played a significant part in the discourse around human geography (Chitgopkar et al., 2020). The idea when it was initially presented, brought attention to the frequently subjective aspect of human environmental experience, in addition to the perceptual and cognitive qualities that are associated with such experiences. A sense of place continues to serve as a connection between humanistic and positivistic approaches to geography, as well as a bridge across a number of different subdisciplines (Haywood et al., 2016).

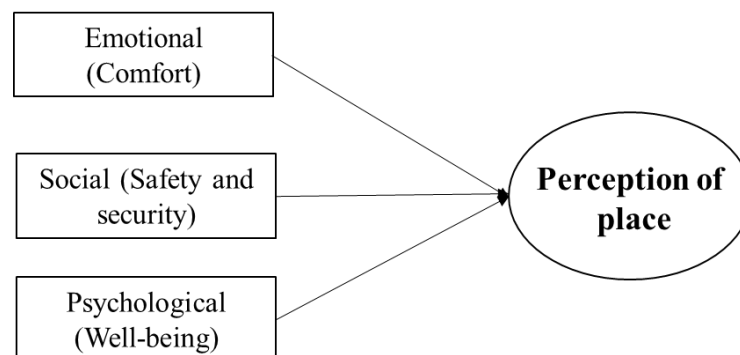


FIGURE 4 - ASPECTS OF "PERCEPTION OF PLACE"

Source: Authors

Researchers who are exploring a feeling of place are coming to the realisation that their models need to incorporate a number of different variables. Including not only the emotional, social, and physiological aspects of place attachment, as shown by a large number of psychological studies, but also the interaction with place meaning and creative place-making frameworks (Zhang et al., 2020). For example, researchers have developed a three-dimensional framework of perception of place that includes both personal and collective/universal sense of place and highlighted possible linkages between place attachment and place-making. It was also highlighted possible linkages between place attachment and place-making. Individual place meanings are able to be communicated through the use of "placemaking performances." It is possible for individuals' emotional, social, and ecological ties to a particular area to interact with the common meanings associated with the location, so impacting the individual's sense of place (Figure-4). It is necessary to construct a conceptual framework with several layers in order to have a better understanding of how a location is seen, created, and interacted with on a personal as well as a social level.

2.6. The ideation of "Collective Memory" as a symbolic meaning to a place:

It is considered that the increase of visitation might have an effect on the urban environment, since the visitors' attractions would constitute a node and a meeting place where people will congregate (Dash, 2018). If the space has a significance to the surrounding environment that is drawn from the culture of the area, then it may be considered a place (Zhang et al., 2020). The act of congregating a large number of people in one location, such as at a tourist attraction, subconsciously adds to the developing of a memory. Memory, whether collective or individual, plays a significant role in the formation of identity, particularly memories of events that hold significant importance for a community (Stedman, 2016). Memory is also created as a result of the constant movement of individuals that takes place in metropolitan areas. Memory from the past that is related to buildings and locations in the urban landscape can be investigated and connected to the requirements of today's memory if desired (Clayton et al., 2017). In the same way that locations have histories, those locations will also continue to develop in the years to come. A good memory is extremely valuable in a destination because it enables one to have a better understanding of the urban setting. An individual might form an emotional connection to a destination through the collection of memories they have while visiting that destination with other people (Chitgopkar et al., 2020). Collective Memory may be related to the individual's emotional connection to a certain area or node. It is a symbol of relationship with the place where it is generated by giving emotional and common sense meaning to a particular place or boundary and explaining how people perceive and relate to them (Figure-5).

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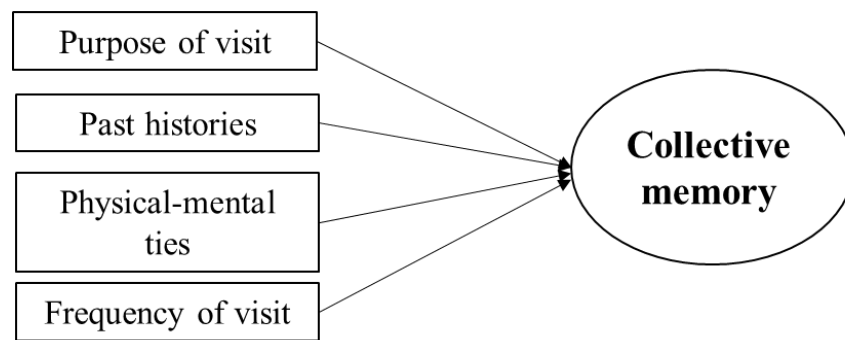


FIGURE 5 - ASPECTS OF "COLLECTIVE MEMORY"

Source: Authors

Additionally, the term "Collective Memory" can refer to the emotional or affective link that exists between an individual and a certain location, in addition to the functional attachments that develop as a result of recurrent encounters between individuals and locations (Stedman, 2016). These memories are not only vital to preserve this history for future generations, but it also serves as a reminder to city inhabitants, allowing them to keep a connection to their home (Akbar & Edelenbos, 2021). There is no experience of a location if there are no memories associated with it. Activities that are repeated on a regular basis and follow a set pattern can help us get a deeper comprehension of the history of places that have a significant impact on our lives (Cohen et al., 2019). The place is of little significance unless it is associated with anything important; otherwise, it is just another site that is of no interest. As a result, it has been discovered that place collective memory is a significant contributor to the process of creative place making (Nandineni & Dash, 2021). Place memory may also be interlinked with the frequency with which users visit these places for the purposes of participating in the activities of their communities and interacting with one another.

2.7. *Achieving "Urban Happiness" through mind-mapping of a place*

Happiness in metropolitan settings is receiving a growing amount of attention in modern times, whether from a theoretical or observational standpoint. Despite the fact that research in the social, environmental, and economic realms, as well as new crises and alterations in lifestyles, needs, and routines, are all linked to the concept of urban happiness, the definition of urban happiness is always subject to change (Akbar & Edelenbos, 2021). Despite this, the term is similar to ideas like "well-being," "quality of life," and "sustainability." One definition of urban happiness is a personality trait that, for the people who live there, imposes a sense of desirability on their surroundings and encourages them to either spend more time there or seek out new possibilities there in the future (Nandineni & Dash, 2021). This is because people who live in cities tend to have positive attitudes toward the environment around them. The goal of the happy place mapping project is to identify the features that contribute to the happiness of a city's residents

as well as the aspects that comprise happiness in general (Gulsrud et al., 2018). According to the findings of several studies and questionnaires, there are tangible and intangible characteristics that both contribute to and are independent of one's overall level of happiness (Zhang et al., 2020). The investigation of the intangible aspects of urban life necessitates the involvement of a number of academic areas, including sociology and environmental psychology, among others (Nandineni & Dash, 2021). To be more explicit, it may be difficult to put into words the intangible factors that contribute to happiness (Lepofsky & Fraser, 2003). As a result, the strategy must be very adaptable in order to support the gathering of fresh information and the establishment of new findings. It is also critical to the overall pleasurable and livability of public places to provide a range of seating spots with sea or landscape views, where people may relax and take in the surroundings (Cohen et al., 2019). These sites might offer tourists the chance to observe the sea or the countryside. On the other hand, there are crucial things to consider, such as the environment and the weather, which can be especially harsh in the winter (Dash, 2018). Despite the fact that there are fewer public places these days, the neighborhood still has plenty of opportunities for activities all year round due to the existence of public buildings and private societies. As a result of these investigations, it is suggested that happy place mapping is closely related as a socio-physical property of that location, which adds to the successful completion of effective place making (Figure-6).

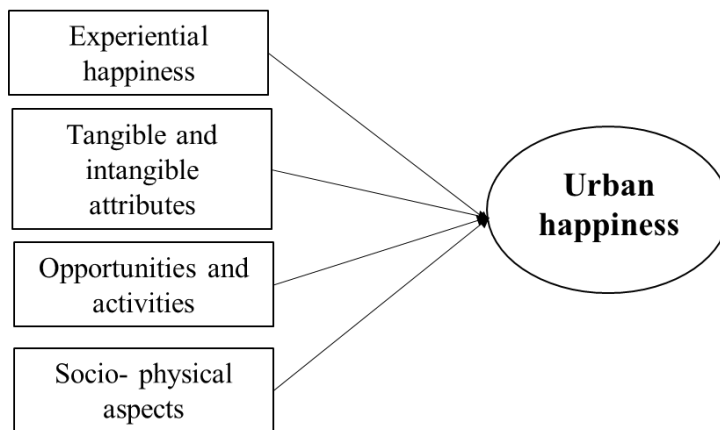


FIGURE 6 - ASPECTS OF "URBAN HAPPINESS"
Source: Authors

2.8. "Place attachment" through identity and image of the place:

Residents are able to differentiate themselves from others who live in other parts of the city due to the fact that they have ties to specific neighbourhoods or districts located within the metropolis (Cohen et al., 2019). As a consequence of this, people have a stronger sense of belonging to the city as a whole. In one of the earliest researches on cognitive maps and neighbourhood links, that residents of one of London's most desirable neighbourhoods were more likely to wish for the image of their neighbourhood to be improved if they lived there. This association was found to be significant (Chitgopkar et al., 2020). If a

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person believes that they have influence over the day-to-day events that take place in their surroundings, it is an indication that they are living in an environment that can be controlled by them (John, 2010). That is, they have the understanding that they are able to carry out the activities that they have selected, even if they are carrying out those activities in that particular circumstance. The findings of previous studies have led us to the realisation that a person's feeling of self-efficacy may be put in jeopardy if they have the impression that a certain circumstance is beyond their control (Boby et al., 2019). Because of this, it is essential to consider place attachment to be more than just a physical occurrence; rather, it may also be regarded as a social phenomenon that contributes to the upkeep and revitalization of public personalities in a certain site (Zylstra et al., 2014). The overlapping of social activities in a location, in addition to individual and community recollections of recognisable signs and symbols, is a defining characteristic of the development of a sense of attachment to a place (Stedman, 2016). This characteristic is present in addition to the fact that a sense of attachment to a place is a defining characteristic of the development of a sense of belonging. An approach to spatial planning that places a strong focus on collaboration will make it easier to maintain and enhance important public spaces (Clayton et al., 2017). To put it another way, an individual will become emotionally invested in a region when they have established a connection with that location and have begun to consider it to be their very own personal territory. Five primary elements have been identified as the most important markers of successful place attachment in residential neighbourhood situations (Cohen et al., 2019). These indications have been whittled down from a larger pool of potential users. These important indicators consist of the social and physical aspects of a location, the social contacts that people make during their interactions, the public realms and behavioural domains, the events and activities that are taking place, community participation, and communal memories (Figure-7). It has been found that there are primary characteristics that contribute to the development of a place attachment for the purpose of fostering social cohesion over the course of time and that influence the social process of place-making.

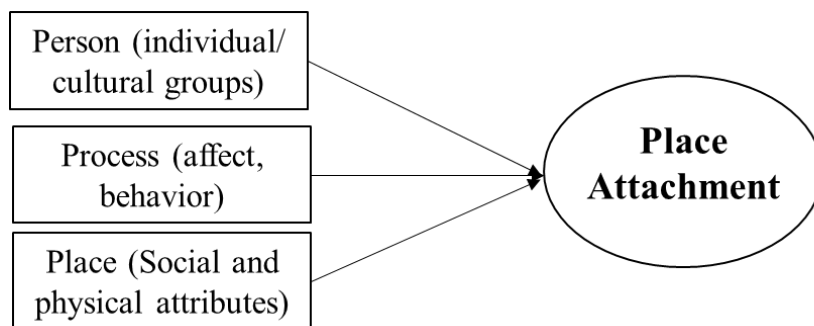


FIGURE 7 - ASPECTS OF "PLACE ATTACHMENT"
Source: Authors

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The phenomena of having an open space or nature in the neighbourhood improves a person's sense of belonging to the community was discovered by a number of different researchers and found to have the same effect. Open space in a community serves as a symbolic representation of the community's values, visions, and recollections of what a place ought to be and how it ought to be created. These ideals, visions, and recollections are all connected to how the community ought to be developed. Residents have a greater opportunity to interact with one another and their community if they make use of open space. As a direct result of this, there is a strong sense of belonging and loyalty to the region, in addition to a strong sense of collective memory, which can also represent the cultural value of the allocations that are under consideration. People who come from a range of various backgrounds and are attempting to integrate into urban life can benefit from the sense of belonging and community that has been developed by communities. These communities have formed this sense. It would appear that having a strong sense of place for an area and having an easy time remembering how to get around in that location are substantially related to one another. A cognitive mapping test provided additional support for the hypothesis that people who have a strong sense of place in an urban setting are also more likely to be able to recall a greater number of the imageable aspects of that setting. The hypothesis was tested to determine whether or not participants could remember a greater number of the imageable aspects of the setting.

3. A CONCEPTUAL FRAMEWORK TOWARDS ENHANCING SOCIALLY COHESIVE PUBLIC GREEN SPACES WITHIN RESIDENTIAL SETTLEMENTS

The physical environment reflects the actions and behaviors of the people who use the space, resulting in place-making that is consistent with the features that characterize it. As a result, the concept of "place making" is one method that may be used to create a dynamic and ongoing relationship between the physical and social components. Furthermore, it will be useful in the development of new neighborhoods. The implementation of a conceptual model capable of grasping the multiple features involved in the process of creative place creation in shared spaces in residential neighborhoods. This model may be used as a starting point by researchers, industry specialists, and local government authorities. This approach may be used in residential communities with a diverse range of socioeconomic conditions to conduct full and holistic assessments of a person's feeling of belonging to a place in order to foster social cohesion. Because the cohabitation of these traits in close proximity to one another in residential areas has been overlooked, the community features under each of the model's parameters are critical. The unorthodox technique provided here for community planning and design has the potential to be game changer.

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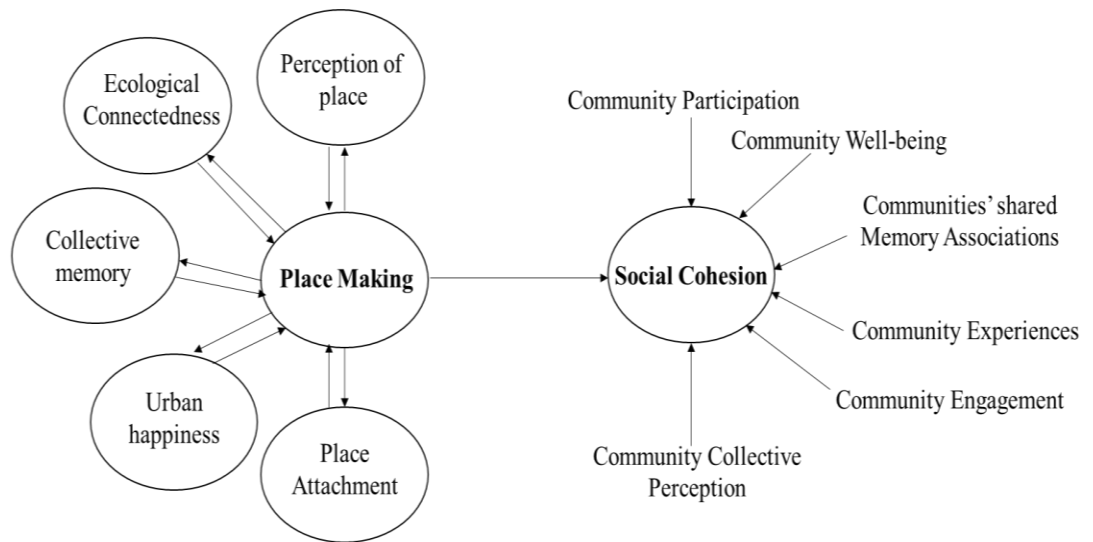


FIGURE 8 - CONCEPTUAL FRAMEWORK: ATTRIBUTES OF PLACE MAKING CONTRIBUTING TOWARDS SOCIAL COHESION
Source: Authors

In regard to the concept of the place building process, this model examines four different elements, including a) Ecological-connectedness, b) Perception of a place, c) Collective Memory, d) Urban Happiness, e) Place attachment. The components of social cohesiveness can be derived from these metrics. Trust is one of the most important factors that contribute to social cohesiveness. Social ties and engagement of citizens in metropolitan areas and the public realm, for example, may redefine trust. If the community members do not trust one another, it will be difficult for them to participate in social activities that benefit both parties. Trust also serves as the foundation for social interactions and even involvement in a cause that benefits society as a whole. When identifying location, establishing indicators, or conducting any other type of social activity, it is vital to have a link with the context; nevertheless, this environment must also have specific rules to follow. When people and the environment collaborate, it is likely that individuals will have an easier time getting along with the environment because spatial fairness and a sense of attachment to place will have formed in the appropriate way. People who live in a community that is not only physically but also socially equal are more likely to feel like they belong there as a result. Because of the importance of the condition to the health of the environment, more people will become interested in it and willing to help. Each of the indicators provided by the model may make a substantial contribution to the building of a creative space within the setting of a residential community, thereby developing a variety of different characteristics of social cohesiveness.

4. DISCUSSION

Figure 8 presents the proposed model illustrates "creating a place" is premised on a range of community features that serve to provide users with a shared environment in which they are able to communicate with one another. These community qualities are known as "placemaking elements." The existence of

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people for whom a location serves as their primary residence is essential to the process of forming a sense of attachment to a certain neighborhood. Firstly, the personal experiences of the participants and their attachments to the natural environment of these locations, the approach connection to nature makes it easier for new community bonds to form. With the help of a varied range of partners and a number of various activities that are ecologically responsible and that represent the culture of the community, it is possible to transform an underutilized place into something that is usable, safe, beautiful, and lively. Secondly, perception of place may help in the production of new collective meanings of location, as well as the reinforcement of meanings that already exist, when place meanings can be connected through "placemaking performances." Furthermore, transcending social, emotional, and ecological links to site can alter the place meanings by establishing their sense of place via the community's collective perception, which gives a symbolic value to such locations and helps to create social cohesiveness. Thirdly, the importance of collective place memory in place-making cannot be overstated. In order for any event or activity to be effective in this respect, it is necessary to first establish a memory link. Users are able to perceive their current reality in a setting that is casually connected with events and items from their history through the repetition of actions or the memory of occurrences. Fourthly, in Happy Place Mapping, a fundamental aspect for the happiness and livability of these community open spaces is the presence of a wide variety of sittings with scenic views. These sittings are places where one can take a break or look around, both of which contribute to a sense of tranquilly in the space. In addition to this, it adds to the physical and mental well-being of both individuals and the community as a whole, which in turn contributes to the general happiness of the community.

Fifthly, the idea of a "place attachment" is an important component of the process of creative placemaking. This idea considers the socio-physical components of community facilities and enables individuals to experience a stronger sense of connection to a particular location. This encompasses the many distinct gatherings and pursuits that are organized to foster interpersonal communication and to make a positive contribution to the expansion of community involvement through the creation of cherished memories for community members. Image and Identity, which is an essential component of our spatial experiences, both influencing and being influenced by them. It is not enough to just recognize differences and similarities across other locations; one must also be able to recognize commonalities within differences. This identification of a location is essential, but so is the identification of a person or group with that location, particularly with regard to whether or not they are insiders or outsiders to that location. It also plays an important role in the preservation of cultural senses and the cultural activities that are linked with them. These cultural activities, which are passed down from one generation to the next over the course of years, help to ensure that cultural traditions are kept alive.

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Therefore, in order for place-making to be successful, the relevance of the identity and image as a "special place" for the community needs to be taken into mind at all times. This demonstrates the deep connection that the community has with the location as a result of their involvement and the coherence of their social environment. The establishment of a person's positive perceptions of their surroundings, as well as the development of their shared ideals and values, can lead to the formation of place attachment, which in turn can lead to higher participation and social engagement. The combination of the variables mentioned above has the potential to increase the communal neighborhood's capacity for sustainable development in the direction of developing creative place-making. Interpersonal links formed as a result of social network elements, shared norms and values, and mutual trust among community members are all instances of social cohesiveness at the community level that can emerge as a result of a successful creative place making process. Individuals will have a higher chance of creating their own social capital and doing it effectively if society as a whole has a bigger quantity of these resources, starting with the community in their immediate neighborhood. A civilization's urban (re)development may also be influenced by social capital, which is based on a number of long-term societal relationships. This could be true if social capital is founded on strong community relationships. It's probable that this is the case since social capital is created on relationships that have been fostered over time. When such conditions exist, engaging in creative place-making is an essential component of the process of creating social cohesion. The various components of this method can be used to build a framework for the creation of creative spaces by urban designers and planners, resulting in a greater understanding of the social dynamics existing in the surrounding environment. Place making is a concept that can be used in residential communities to improve physical space while also addressing social problems and components. This can be accomplished by integrating the strategy's two objectives. This is something that can be accomplished by implementing various place-creation strategies. When it comes to neighborhood planning and design, as well as the construction of distinctive placemaking elements for specific neighborhoods, it is critical to consider the preferences and public interests of the people who reside in those neighborhoods. When residents of a community have easy access to the different resources that comprise that community's social capital, not only does their quality of life increase, but so does their social cohesiveness and long-term viability. People who interact with one another and are socially involved in the communities in which they live find it simpler to meet their own wishes and expectations in terms of the immediate physical surroundings. This not only increases people's sentiments of belonging and safety in their community, but it also makes people feel safer in general. The combination of social and physical factors produces a scale that can be used to assess a person's attachment to a specific place. There is a link between a region's population density and the types of social and natural attractions that can be found there. This holds true for both natural and social attractions. On the other

hand, the model provided sees the creation of creative areas as a necessary component for achieving the desired level of social cohesion in common open spaces. In truth, spatial equality assures that all members of a community, regardless of where they live, have equitable access to the necessary spaces and amenities. This holds true for both the physical and social features of the community. It is important to highlight that academics in the field of urban studies have a propensity to place a larger focus on the significance of social capital and involvement in their study. This is done to increase social capital for effective placemaking.

5. CONCLUSION

The authors came up with the idea of putting the five criteria together as part of a holistic approach to generate placemaking by reviewing the concept of the placemaking process and its components and then evaluating them using past research. Using this method, a better grasp of what "place making" is and how to put it into practice in the context of a community or neighborhood is explored. Each of these traits is directly related to the elements that go into the development of a location. To effectively quantify place generating indicators in residential communities, each must be analyzed in the context of its own culture, social group, and physical surroundings. This is necessary because the requirements of each setting will be different. The concept of placemaking and how it effects the physical environment may be used in the next study to quantify and assess the level of happiness that people experience in their own neighborhoods. The notion of place-making, as well as its dimensions, may be more practically applicable if it were adjusted, or its dimensions were altered in a different way, in response to the community's altering contexts, requirements, and expectations throughout time. Creativity and other attributes may benefit from cultivating placemaking. The goal of creativity in placemaking is to ensure that community leaders integrate the opinions of artists, creatives, and neighborhood inhabitants in their decision-making so that when changes occur, the community is prepared to respond collectively without leaving any members behind. Placemaking also tries to involve citizens in the decision-making process. Pop-ups, while providing an art space in an otherwise vacant venue, may not necessarily accomplish the communal aims of creative placemaking. Nonetheless, pop-ups can be an important tool for testing ideas and showcasing promise. This is due to the rising popularity of pop-up approaches for government, non-profit, and business entities as a result of placemaking. As a result, more research into these traits may be conducted in order to generate design proposals that will lead to effective place making.

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