

Digital Placemaking Consultancy
2D 3D VR AR

*We create **places** in time.
Unlock the creativity and
innovation in your community.*

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Place Jam[®] is a digital place-making consultancy that unlocks the creativity and innovation in communities through collaboration.

This is achieved by:

- **Reconnecting** people with the outdoors to improve community health, strengthening the local economy and nurturing *sense of place*.
- **Recognising** the necessity for outdoor spaces to become *digitally enabled* aspects of our modern cultural landscape.
- **Connecting** with communities to establish locations that can benefit from upgrade and rejuvenation.
- **Empowering** communities to generate content through creative consultation techniques.
- **Adopting** a pioneering, forward thinking approach to digital placemaking.





Place Jam® specialise in the visualisation of public space with the use of extended reality technology such as VR (Virtual Reality) and AR (Augmented Reality).

Place Jam® reconnects people with the outdoors; improving community health, strengthening the local economy and nurturing *sense of place*. Sense of place can be attributed to community knowledge and values of their built and natural environment.

Place Jam® recognises the necessity for outdoor spaces to become *digitally enabled* areas of the modern cultural landscape. This can be achieved through the use of immersive technology to develop visualisations and hybrid reality experiences, and as part of the upgrade or adaptation of spatial use. These experiences can manifest in a number of ways, including new forms of play, exploration, and discovery.

Place Jam® connects with communities to establish locations that can benefit from upgrade and rejuvenation. This includes locations such as public squares, streets, parks, playgrounds, schools, or a series of interconnected spaces across the urban and rural environment.

Place Jam® empowers communities using creative consultation techniques to generate meaningful content for integration as part of hybrid reality spatial experiences. Communities can contribute in many ways including design, art, photography, film, stories, poetry and music.

Place Jam® is a pioneering approach to digital placemaking ideally suited to forward thinking government bodies, local authorities, community groups, schools, and institutions. Clients can reach their audience in new ways, but may be unsure how extended reality technology can be tailored to the spaces they manage.

Place Jam® engages with professionals, academics, businesses, and communities to actively promote the benefits of Digital Placemaking across a range of locations and sectors.





Place Jam® services:

Workshops

Interactive events that demonstrate the broad benefits of Digital Placemaking; network, generate ideas in teams, and gain hands on experience of generating digital content for real world locations.

Lectures

Learn about the benefits of Digital Placemaking in the wider context of our cities and the landscape.

Places in time

Digital modelling of significant places in time; past, present and future. These can be places of interest, commemoration; meaningful to individuals, such as homes and gardens, or public places that resonate with the wider community.

More services overleaf...



Place Jam® services:

Community Engagement

Tailored activities to engage communities and generate creative content with specific locations in mind.

Design and Development

Specialised design and development techniques that progress ideas for the integration as part of the physical upgrade. Use of advanced visualisation tools including:

- 3D Modelling
- Video Production
- 360° Panoramas
- 360° Virtual Reality
- Real-Time 3D Models
- Real-Time Virtual Reality
- Augmented Reality

Strategic Development

Liaison with stakeholders, community groups, businesses, and governing authorities to develop Digital Placemaking strategies. This includes education on how it can be integrated with existing strategies, and support with the production of the document itself.

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