

22- 31 May, 2024

LONDON,
PARIS,
NANTES

BOOKING PACK

2024 CITY MAKERS' GUILD STUDY TOUR: CULTURAL POWERHOUSES

Presented by

Left
Bank
Co.



YOU ARE INVITED

IF WE KNEW A BETTER WAY TO MAKE CITIES FOR THE BETTERMENT OF ALL, AS A PLATFORM FOR INCLUSIVITY AND SELF-EXPRESSION, WHY WOULDN'T WE DO IT? LONDON AND PARIS ARE REGROUPING AFTER THE PANDEMIC TO REINFORCE THE CULTURE AND CREATIVITY THAT MAKES THEM GREAT CITIES: . THROUGH A RANGE OF INNOVATIVE INITIATIVES, INFRASTRUCTURE AND MODELS, THESE CITIES ARE SEEKING TO BREAK OUT OF THE TRADITIONAL DEFICIT-LED ARTS MODEL TO INSTEAD CREATE THRIVING CREATIVE ECONOMIES IN CITIES THAT ARE INCREASINGLY UNAFFORDABLE. IT'S TIME TO TAKE INSIGHT FROM THOSE WHO ARE LEADING THE WAY - AND WE'VE CREATED A STUDY TOUR THAT DOES JUST THAT.

The City Makers' Guild invites you to join us on a 9-night study tour of London and Paris: Europe's cultural powerhouses. Both cities have excelled at growing their cultural tourism offer and making up for lost time and missed expenditure during the Covid years. However, their approaches to cultural planning, policy-making, infrastructure and impact differ widely. Experience, engage and learn from these two great cities (and a bit more!) to understand how culture and the creative industries occupy a central role in metropolitan decision-making. You will discover how creativity is supported, how infrastructure needs are determined, what new modes of financing are emerging and how the impact of investment in the cultural and creative industries is being amplified.

The 2024 City Makers' Guild Study Tour (the Tour) will be a rich educational experience, providing exclusive access and in-depth insight into the policies, projects and actors making a difference in Paris and in London. It will focus on the next generation of cultural and creative policy initiatives, infrastructure and local-impact development projects, while also taking in the community, social, cultural and public life that allows these projects to flourish.

Delegates will be exposed to some of the most progressive city makers, research institutes, funding bodies, infrastructure operators and practitioners in both cities. We invite professionals in both the public and the private sector, working across planning, development, design, policy, and urban advocacy, who have a genuine interest in establishing, supporting and delivering alternative models of

development to join us on the Tour.

We look forward to travelling with you.

What to expect:

- Learn from the next wave of cultural and creative initiatives including alternative ownership, integration into developments, operations and funding models that demonstrate exemplar sustainability and sense of community.
- Experience rare, behind-the-scenes glimpses into the workings of some of Europe's most significant cultural infrastructure projects.
- Take insight from Europe's leading urbanists, developers, owners, architects and government officials on their successes, challenges and opportunities.
- Absorb the newest international ideas across creative industries, cultural planning, public realm activation, and social impact.
- Engage directly with creative practitioners to hear their experiences of new approaches to creative space provision, affordability and more.
- Grow collaborative networks and partnerships with other industry and academic professionals working in your sector.

CULTURAL POWERHOUSES

AS OUR CITIES ARE RECOVERING FROM THE PANDEMIC, THEY ARE DISCOVERING THAT THE DIAL HAS SHIFTED: THE APPETITE FOR REAL-LIFE CULTURAL AND CREATIVE EXPERIENCES HAS GROWN AND WITH IT, THE POTENTIAL FOR CITIES TO BE MORE THAN A PLACE FOR PEOPLE TO WORK.

The pandemic years gave us an insight into what our lives would be without the ability to participate, as a community, in cultural and creative endeavours. Now, with an increase in demand for experiences, there is a renewed focus on creativity, culture, discovery and communion as a hygiene factor for a great city to thrive. And with that, there is a reconceptualisation of the city's fabric as a dynamic and multi-faceted environment where more opportunities for cultural production and consumption are available, tying culture and creativity into our daily lives.

London and Paris have been cultural and creative giants for centuries now. Their identities as cultural cities are a large part of their overall attractiveness for business, tourism and investment in general. However, following a series of political and economic crises, these two stalwarts have had to change gears and trial new approaches to funding and promoting culture and creativity in the face of funding cuts, increased unaffordability and - more recently - inflation.

In tandem, there is a growing awareness within the development community that successful precincts have a unique and non-replicable cultural life that needs to be seeded and grown from within rather than imported and imposed to create the veneer of 'activation'. This is linked to increased attractiveness, authenticity and community cohesion and is a key part of any project's legacy.

London and Paris are both deploying a range of initiatives to help insulate and protect the creative and cultural industries from indifferent market forces, such as:

- Affordable workspace policies and subsidies

- Cultural and creative meanwhile use policies that incubate future uses rather than fill a gap during a transition
- Creative zoning and enterprise initiatives to enable creative businesses to access more support and network more efficiently with peers and supply chains
- Live/work housing typologies and real estate models to enable artists to resist displacement, live near their workplace and participate in the creative life of cities
- Innovative development agreements that bake in no-net-loss or replacement of creative space to ensure that creative character is retained as the city changes
- Alternative types of real estate and governance models that enable property prices to be artificially depressed for creative and cultural uses
- Hybrid forms of culture and entertainment that harness emerging technologies and new audience expectations
- New impact measurement frameworks to continue to prove the cross-sectoral value culture and creativity creates in order to continue to secure investment.

On this Tour, we will take a rounded view of what government, private sector and the creative sector itself are doing in each of these cities. We will engage with the evidence base policy-makers use to ascertain the best areas for intervention, the actors that make projects and initiatives possible and the businesses and individuals who are the intended beneficiaries of these actions. Not all projects and initiatives are successes but they are forging ahead with new ideas and partnerships to ensure that creativity and culture is a lasting part of the fabric of these major metropolises.

THE PEOPLE

THE CITY MAKERS' GUILD IS A COLLECTIVE OF PASSIONATE URBANISTS WHO VIEW DEVELOPMENT AS A CRAFT, NOT A COMMODITY.

Established in Sydney, Australia, the City Makers' Guild is an international organisation sharing a common purpose in calling for more equitable, meaningful and sustainable cities.

Our purpose is to provide a robust platform for more collaborative, cutting-edge and intelligent city making. We're calling out what must change and challenging old, broken models. We're going beyond the talk and engaging in real conversation about the future of cities, in the places that are leading the way. We represent small business owners, artists, community groups, workers, ethical investors and social entrepreneurs who believe there's a better way for us all to shape the future of our cities. We're part education, part advocacy, and all for more inclusive and human-scale cities across the globe.

YOUR TOUR GUIDES

The Tour has been planned and coordinated by a collective of leading urbanists under the City Makers' Guild, who share a common passion for the future of more equitable, meaningful and sustainable cities, and bring a variety of unique and specialised experience in urban development insights to the tour.



Michelle Tabet, Left Bank Co.: with over 15 years of experience as a planner with creative and cultural expertise in Australia, Michelle's leadership within Left Bank Co. has focused on finding systemic approaches to including creativity and culture in cities as we build them new or renew. Her track-record has been to create compelling project visions

that are the result of active engagement with stakeholders and being a cultural advocate on a range of urban regeneration projects. She is a champion of generational legacy by working on cultural infrastructure projects and cultural precincts that will stand the test of time. This will be Michelle's third time leading a European study tour, this time in her native Paris and in London, a city she discovered as a student while studying urban planning at UCL's Bartlett.



Aida Esposito, creativethinkinganddoing: A seasoned cultural place-making specialist Aida Esposito and founder of creativethinkinganddoing, Aida is dedicated to exploring the pivotal role that art, culture, and place play in fostering positive development within cities and communities. With over 15 years of experience in London, Aida is a fervent advocate for meaningful, culturally-led regeneration, boasting a proven track-record in forging sustainable partnerships and creatively producing and commissioning cultural projects across both art institutions and public spaces. Having closely collaborated with London's local authorities, developers, and communities, Aida ensures the implementation of appropriate and exciting approaches to the creation of new spaces for living, working, and leisure. Aida led on the development and delivery of London's first ever Creative Enterprise Zone in Tottenham, now successfully known as MadebyTottenham. She will join Michelle on the London leg of the tour as your guide.



Clarissa Pelino, freelance urban-ist: Clarissa is an Italian urban planner specialised in cultural planning, art interventions, adaptive reuse, and temporary urbanism. She studied Urban Planning, Political Science and Geography at SciencesPo Paris and UCLA. After an international career spanning Mumbai and Paris, she is now an independent consultant, collaborating with several organisations, including the urbz urban collective on the link between participatory planning and visual arts, and Manifesto on urban and heritage projects. Since 2018, she teaches the course “Art and Culture in Urban Development” at Université Paris VIII. Clarissa will join Michelle on the Paris leg of the tour.

YOUR FELLOW DELEGATES

The delegates for the Tour will come from a variety of cities, countries as well as a diversity of backgrounds. Bringing together a mix of professional expertise that will likely include urbanism, architecture, design, governance, policy, research, financing, culture and community, the Tour is a place for urban leaders to come together over a shared interest in progressing their cities for the benefit of all.

This mix of knowledge, experience and passion within an environment of discovery and learning offers delegates unrivalled networking opportunities and a platform to build initiatives that can be applied in their own cities.

ITINERARY HIGHLIGHTS

LONDON

**TOUR COMMENCEMENT:
WEDNESDAY 22 MAY 2024**

**DEPART:
SUNDAY 26 MAY 2024**

- Learn about London's innovative and experimental approaches to supporting and fostering the creative industries
- Enjoy a comprehensive symposium with hand-picked speakers covering the main issues and initiatives launched by the GLA, including the World Cities Culture Forum, the Creative Enterprise Zones and more
- Meet a range of advocacy organisations focused on making the economic and social case for creativity in cities.
- Gain access to a range of creative spaces that house London's creative industries and meet their operators
- Understand the details of alternative property models that ensure that creative spaces are perennial and affordable
- Discover new typologies such as artist housing, live-work and new types of presentation spaces
- Gain insight into how local authorities are using their planning systems and policies to attract and nurture the creative industries (Waltham Forest, City of London Corporation, Greenwich and Barking)
- Experience the top-rated immersive experience at Light Room and a behind the scenes view at what makes an exceptional immersive experience
- Get a behind the scenes view at how culture is being embedded in new development areas such as Elephant and Castle redevelopment, EastBank and King's Cross

PARIS

**ARRIVE:
SUNDAY 26 MAY 2024**

**DEPART:
FRIDAY 31 MAY 2024**

- Learn about the historic approach to housing culture and creativity that dates back to the 19th century
 - Understand the metropolitan view of how culture and creativity will continue to be embedded in urban renewal (Plaine Commune, Grand Paris Express, Olympic Village)
 - Experience a range of creative workspaces including spaces for making for the highest standard of artisanship (ICI Montreuil, 19M, Villa Belleville, Poush)
 - Get a behind-the-scenes understanding of the role the luxury sector plays in making culture happen (LVMH, Moët and Chandon, Kering)
 - Understand how creative jobs are evolving and how France is maintaining a global leadership position by supporting and growing its métiers d'art
 - Experience a different approach to immersives and storytelling to discover the City with Notre Dame Eternelle and Grand Palais Immersif
-

NANTES

DAYTRIP 29 MAY 2024

- Hear from a city that re-invented itself around a yearly arts and culture festival
- Visit the newest full-scale urban renewal area (Ile de Nantes) that has been imagined with culture and creativity as a driving force for education, employment and community life
- Experience the revitalisation of the historic LU biscuit factory into a large scale third space for creatives and entrepreneurs

Comprehensive itinerary to be issued closer to departure, and subject to change.



THE DETAILS

THE BOOKING PROCESS

Those who have registered their interest in the 2024 Study Tour have the first opportunity to secure a place by paying a 50% deposit. Places on the Tour are limited and offered on a first-come, first-served basis.

Key dates for booking are as follows:

- **01 February 2024:** bookings open, send us a \$AUD 1500 deposit to secure your spot
- **15 March 2024:** booking period closes 50% deposit (or balance between \$1500 and 50% deposit) required
- **15 April 2024:** 50% balance is due (provided enough deposits are secured for the tour to go ahead)

Provided there are places left on the Tour, any bookings received after 15 March 2024 must pay 100% of the Tour fee upfront in order to secure a place on the Tour. The quoted Tour fee cannot be guaranteed after this date. Once all places on the Tour are filled, no more bookings will be taken. Any deposits received above the Tour capacity will be notified and arrangements made to refund their deposit.

FEES

- The Study Tour fee is quoted at **\$9,900 AUD per person including taxes**, subject to seasonality, availability and changes
- No accommodation is currently being held, and prices are subject to change until confirmed and booked
- Any bookings made after the 15 March 2024 will need to be requoted, as accommodation and flights costs are subject to change. Alternative options will be discussed between the City Makers' Guild/Left Bank Co. and the Delegate and requoted. If alternative options are not suitable, the arrangements will be cancelled and a refund of any deposits will occur
- Delegates acknowledge that the prices quoted for the Tour to which these terms and conditions relate are based on arrangements with service providers and on exchange rates, taxes, and surcharges current at the date of publication. Such prices are subject to increase without notice. Notwithstanding that the deposit or complete payment may have been made, delegates shall be liable for and hereby agree to pay any increase in price applying at the date of utilisation of any service provided by any service provider.

PAYMENTS

- Payment are to be made to Left Bank Co. via bank transfer, using the details provided in the booking form. All payments must be made in Australian Dollars and are inclusive of taxes

- For payments made from outside Australia, please use an international bank transfer platform - we suggest [TransferWise](#). All bank transfer fees are at the expense of Delegates.

ITINERARY INCLUSIONS

The final itinerary will indicate all inclusions, which are:

- Comprehensively organised and guided 10-day / 9-night Study Tour
- 9 nights' accommodation in 4-star hotels with single accommodation, including breakfast
- Train transfers and ground transport between Paris, London and Nantes as well as ground transport in each city to itinerary items
- Behind-the-scenes tours and access to selected projects
- Key lectures, meetings, symposiums with local experts
- Group dinner and functions in Paris and London
- Tour package including detailed itinerary, background information, transport tickets and vouchers.

ITINERARY EXCLUSIONS

Price excludes:

- International airfares to London, and returning from Paris
- Visas and passport costs
- Travel insurances
- Meals and various personal incidentals other than those specified in the itinerary.

It is advisable to ensure additional funds are available to cover any additional expenses.

CANCELLATION

Cancellation by Delegates:

- \$1,500 AUD constitutes a non-refundable deposit, for any cancellations made prior to 15 March 2024
- Cancellations made after 15 March 2024 will be charged 50% of the total Tour fee
- Any cancellations made on or after 15 April 2024 will be non-refundable
- Cancellations must be received in writing and formally responded to and accepted by the City Makers' Guild and Left Bank Co. in order to be approved.

Cancellation by the City Makers' Guild/Left Bank Co.:

- The City Makers' Guild/Left Bank Co. reserve the right to cancel the Study Tour at any point
- If the City Makers' Guild/Left Bank Co. cancel due to unforeseen circumstances within their control, or due to events or circumstances they do not have control over, such as Acts of God or terrorism, the City Makers' Guild/Left Bank Co. will refund all funds not already expended on

THE DETAILS

the Delegate's behalf

- The City Makers' Guild/Left Bank Co. are not liable for expenses that have already been paid on behalf of the Delegate, plus any other expenses that may have been incurred by the Delegate
- It is the responsibility of Delegates to submit a claim to the travel insurance provider they have chosen, and release the Organisers from any liability.

FLIGHTS

All delegates on the Tour will be required to arrange their own international flights to and from Europe, in order to arrive and depart around the Tour schedule.

Key dates are as follows:

- Start date in London on 22 May 2024 for Study Tour commencement
- Departure from Paris on 31 May 2024 after conclusion of Tour.

The City Makers' Guild/Left Bank Co. will organise internal transfers between the two destinations as well as on-the-ground transport, all of which is included in the Tour fee. The train journeys are subject to availability and may change at the time of booking. The Eurostar will include two pieces of luggage and one piece of hand luggage, max length 85 cm. Excess baggage will be at the expense of the Delegate.

It is not the responsibility of the City Makers' Guild to assist Delegates in procuring travel arrangements beyond those specified as transfers, and no changes can be made to the itinerary to suit individual needs.

The City Makers' Guild also take no responsibility for any missed flights or their rebooking, which will be the responsibility of and at cost to the Delegate.

TRAVEL REQUIREMENTS

Delegates will be expected to organise their own visas, passports and travel insurance in order to attend the Tour.

Travel insurance:

- It is a requirement of the Study Tour that all Delegates are covered by travel insurance for the duration of the Study Tour, in order to protect themselves against financial loss in the case of cancellation or interruption of the trip, medical or personal emergencies or other unforeseen events.
- It is the responsibility of Delegates to arrange their own travel insurance and declare this information to the City Makers' Guild
- To compare travel insurance policies and providers go to <https://www.comparethemarket.com.au/travel-insurance/>

Passports and Visas:

- Passports and visas are the responsibility of Delegates. Be aware that strict requirements are enforced by airlines and that failure to adhere to these requirements will result in losses or additional expenses for you including name changes fees after ticket issue, ticket cancellation or rerouting at a higher airfare at your expense
- Passengers name supplied to the City Makers' Guild/Left Bank Co. must be exactly as shown in their passport. Delegates must ensure that all relevant visas are obtained prior to departure and that any eventual re-entry permits are obtained
- Some visas may take a few months to be issued. Passport expiry date must not be under 6 months from the date of return to Australia.
- You can find out about visas and entry requirement here: http://smartraveller.gov.au/bulletins/Pages/europe_schengen.aspx and <https://www.smartraveller.gov.au/destinations/europe/united-kingdom>

Provision of Travel Arrangements:

- Delegates will be required to provide the City Makers' Guild/Left Bank Co. with their finalised travel arrangements prior to departure, including:
 - » Flight numbers and times for arrival and departure into Europe
 - » Travel insurance details
 - » Visa and passport details
- Please begin your arrangements for these details, as you will be asked to return them to the City Makers' Guild/Left Bank Co. prior to departure.

LIABILITY

The City Makers' Guild/Left Bank Co. and its representatives shall not be liable for any injury, damage, loss, accident, delay or irregularity, additional expense or liability occasioned to any Delegate, person or property howsoever caused or arising including, but without limiting the generality of the foregoing, whether due to the act, neglect, default or otherwise of its servants or agents or resulting directly or indirectly from an Event of Force Majeure, dangers incident to the air, land or sea, fire, breakdown in machinery or equipment, acts of Force Majeure or de facto governments or authorities, wars whether declared or otherwise, riots, strikes, insurrections, theft, pilferage, epidemics, quarantine, medical, custom or other regulations, delays and cancellations of or changes in itinerary or schedules of overbooking, improper or insufficient passport, visa or other travel documents or by any act, neglect, default or otherwise of service providers, their servants or agents or any other person on the tour.

BOOKING FORM

To secure your place on the tour, please complete the following pages of the booking form, sign the declaration, and return the completed document along with receipt of your payment, and a copy of your passport to: citymakersguild2024@gmail.com

YOUR DETAILS

NAME:

TITLE:

MOBILE:

EMAIL:

COMPANY:

ROLE:

ABN:

ADDRESS:

EMERGENCY CONTACT

NAME:

RELATIONSHIP:

PHONE:

EMAIL:

PASSPORT DETAILS

NAME ON PASSPORT:

PASSPORT NUMBER:

COUNTRY OF ISSUE:

EXPIRY DATE:

DATE OF BIRTH:

BOOKING FORM

INSURANCE DETAILS

WHAT FORM OF VALID TRAVEL INSURANCE DO YOU INTEND TO SECURE?

I WILL PURCHASE MY OWN INSURANCE

MY CREDIT CARD COVERS MY INSURANCE

HEALTH

DO YOU HAVE ANY DIETARY REQUIREMENTS THAT NEED TO BE CATERED FOR?
PLEASE PROVIDE DETAILS:

DO YOU HAVE ANY PRE-EXISTING HEALTH CONDITIONS THAT MAY AFFECT YOU ON THE
TOUR?
PLEASE PROVIDE DETAILS:

PRESENTATION OPPORTUNITIES

WOULD YOU BE INTERESTED IN DELIVERING A PRESENTATION OF YOUR WORK/
INSIGHTS, SHOULD THE OPPORTUNITY BE AVAILABLE TO PRESENT TO THE DELEGATES
AND/OR HOST ORGANISATIONS IN EUROPE?

YES

NO

IF YES, WHAT SUBJECT MATTER WOULD YOUR PRESENTATION COVER?

GROUP TRAVEL

ARE YOU ATTENDING THE TOUR WITH A PARTNER/COLLEAGUE?

NO

PARTNER

COLLEAGUE

THEIR NAME:

Please note, your partner/colleague will also have to submit their own booking form to secure their place on the Tour.

PAYMENT & DECLARATION

All payments must be made directly to the Left Bank Co. via bank transfer. Please complete the transfer using the details below, and supply Left Bank Co. with a remittance notice along with your completed booking form. Upon receipt of money, we will issue you with a receipt.

50% DEPOSIT - \$4,950.00 AUD

Places are strictly limited and will be accepted on a first-come, first-served basis.
All deposits must be received by 15 March 2024.

ACCOUNT NAME: LEFT BANK CO
BSB: 062-948
ACCOUNT NO: 11688490
REFERENCE: PLEASE QUOTE 2024TOUR & YOUR NAME

I have transferred my deposit to Left Bank Co.

I have attached a remittance notice of payment to this form.

I have attached a copy of my passport to this form.

I agree that I have read, understood and agree to all the terms and conditions of the 2024 City Makers' Guild Study Tour: Culture Powerhouses. I agree that the City Makers' Guild and Left Bank Co. have provided me with adequate information in order to proceed with booking a place on this Tour. I agree that I have supplied the City Makers' Guild/ Left Bank Co. with all my relevant details and answered questions to the best of my knowledge.

By signing this waiver, I agree to take responsibility for my own travel requirements and release the City Makers' Guild and Left Bank Co. from any and all liability associated with my failure to acquire and purchase suitable visas, international flights and travel insurance. I understand this could result in the loss of my travel cost and/or require more money to correct the situation, and that there may be no way to recoup any losses, costs or expenses incurred.

SIGNATURE: _____

PRINT NAME: _____

DATE: _____

22 - 31 May, 2024

LONDON,
PARIS,
NANTES

CONTACT

ANY QUESTIONS?

citymakersguild2024@gmail.com

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