

Experience Improvement Districts

Exploring Lucknow's Urban Innovation Potential

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**Urban Land
Institute**



MIRABILIS



AGENDA

1. **Who We Are**
2. **Introduction**
3. **University Innovation Precinct**
4. **Lucknow in the World**
5. **Q&A**



Lucknow Clock Tower
Source: Pexels, Prashanth Gautam



Who We Are



ULI is the oldest and largest **network of cross-disciplinary real estate & land use experts in the world.**

Through our members' dedication to the mission and their shared expertise, the Institute has been able to set standards of excellence in development practice.



On August 18, 2022, ULI India expansion was announced.



Mirabilis Advisory is a research-based strategy and design collective focused on **urban innovation, placemaking and experience design.**



Urban Innovation

We pursue pragmatic ideas for urban transformation with a relentless focus on sustainable placemaking and on incremental innovation.



Placemaking

Placemaking is an evolving multi-disciplinary practice of our times. At Mirabilis, we consider placemaking as a strategy for sustainable cities, not just as a set of tactics.



Experience Design

Experience Design (XD) is at the heart of all our work. We apply eXperience Design as an approach to creative problem solving, whether for countries, cities, communities, companies or causes.

Mirabilis Provenance



**Founded by Anupam Yog,
a Lucknow Boy, in 2007...**

***“Today, the challenge is not
connecting India to the
world, but connecting the
world to India.”***

PROFILE
Metro Yogi

Anupam Yog's passion, and vocation is to turn cities into big brands

From Lucknow to Brand London...





Introduction

What are XID's?

A **scalable strategy** and an **implementation framework** for **urban governance** and **economic development**, that harnesses the value of **human centered design**.

- **Considers urban hardware, software and governance infrastructure.**



X I D
EXPERIENCE IMPROVEMENT DISTRICTS

Who are Experience Owners?

'Experience Owners' are **people who inhabit and interact** with the urban environment. XIDs focus on human outcomes.
Experience = f {People x Place}



Vendors

Differently Abled



Students



Tourists

Service providers



Senior Citizens



Performers/Talent



Working Population

Children



Commuters



Residents

It's all about Place...



Placemaking

A participatory process for shaping public space that **harnesses the ideas and assets of the people who use it.**

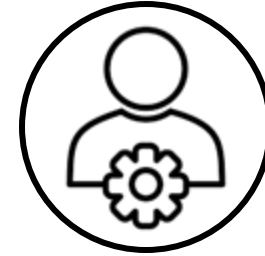
Source: [Project for Public Spaces](#)



Place Branding

It is a **strategy for projecting images and managing perceptions about places**, including the economic, political and cultural development of cities, regions & countries.

Source: [Journal of Product & Brand Management | Emerald Insight](#)



Place Management

"a coordinated, area-based, multi-stakeholder approach to improve locations, harnessing experiences and resources of private, public, voluntary sectors".

Source: [Institute of Place Management](#)

Connecting 'People to Places'



Source : www.c2ae.com

Positioning 'Brand Lucknow'

Celebrate the Past

Improve the Present

Imagine the Future



Source: (Left to Right) Lucknow Smart Cities, [Archohm](#), [Timestance](#)

People - Based Community Development

1. Entrepreneurs: Cultural and Commercial

- Local Artists, Historians
- Bazaars & Chowk
- Hazrat Ganj

2. Networks: Associations & Groups

- Merchant's Association
- Engaged Citizens and Youth Groups

3. Well-Being: Learning, Nature & Culture

- Lucknow University
- National Institute of Botanical Garden

4. Stories - Memories, Experiences, Histories

- Annual Lucknow Mahotsav
- La Binge Fiesta

5. Institutions - Formal Organizations

- Lucknow Tourism Department
- NGOs

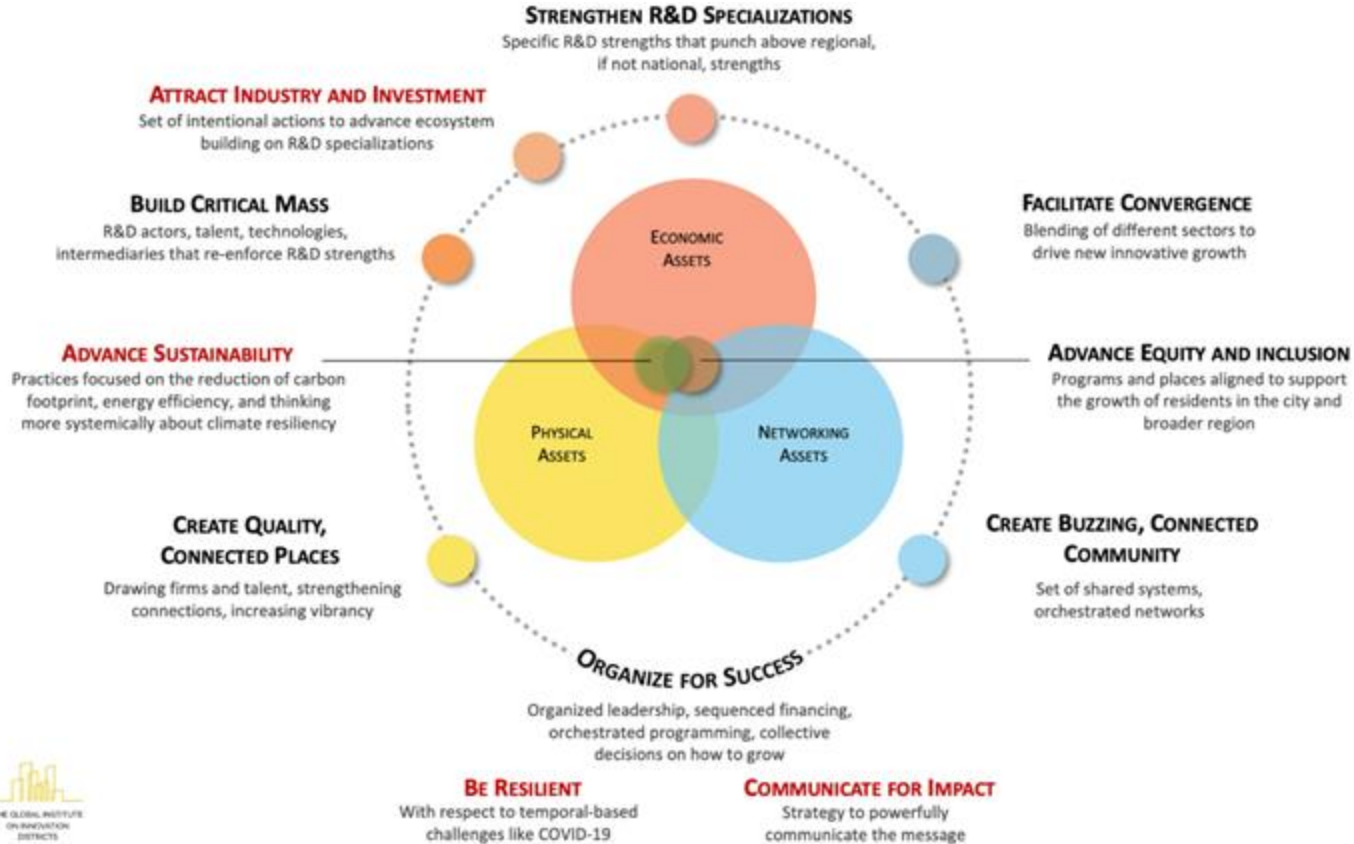




University Innovation Precinct

Innovation Precincts Framework

Global Institute on Innovation Districts



Universities as Anchors for Innovation Precincts



GACHIBOWLI, HYDERABAD : D-LABS, INDIAN SCHOOL OF BUSINESS, T-HUB, T-WORKS, ETC



EDUCATION CITY, SONIPAT : ASHOKA UNIVERSITY, OP JINDAL UNIVERSITY, IIT, WORLD DESIGN UNIVERSITY ETC

Lucknow's Hidden Innovation Potential

University of Lucknow Precinct



University Goals (Source: University of Lucknow)

- Sustainable Development
- Public and Community
- World-class campus



Precinct Goals (Source: Mirabilis)

- Maximize Innovation Potential
- Economic Development
- International Reputation

Universities are Placemakers...



Source: [University of Lucknow](#)



Lucknow in the World

Connecting Lucknow to the World...

Brisbane - Lucknow Sister Cities



Source: Getty Images, 2021

Lucknow Global Shapers Community

The Lucknow Hub of the Global Shapers Community created empowering spaces for adolescents through arts.



Source: Global Shapers Community

Urban Transformation (UT)

**Capitalise Value of Culture
Art x Nature x Heritage**

$$UT = f(A \times N \times H)^C$$

**Urban Transformation through
Experience Improvement
Districts (XIDs)**



GCDN
Global Cultural
Districts Network

**WORLD
CITIES
CULTURE
FORUM**

Bara Imambara forms part of the proposed Heritage Walk Zone
Source: Knocksense.com



Thank you!

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Source: Rahul Mishra, Unsplash.com