

Helena Kraff

Place Branding Through Participatory Design

My PhD research project is practice based and will be conducted at the ecotourism site of Dunga beach in Kisumu, Kenya. With an overall aim to explore what it would mean to adopt a highly transdisciplinary approach in the context of destination development. Where disciplines like design, place branding, tourism, architecture, urban planning etc., as well as practitioners and residents on site, collaborate and co-create knowledge. Here I take a stance from the design discipline, aiming to explore what a design process and knowledge can bring to this transdisciplinary approach.

An important aspect when working with development of places and destinations are the participation of the local society. And I will explore how and if participatory design can provide a destination development process with tools that are needed to reach participation. Hopefully broadening the field of participatory design and the context it can work in, also broadening the field for practicing designers.