

Reimagining Des Voeux Road Central

Expanding the stakeholders and their issues



The Value of Hong Kong



REIMAGINING



6 SCENARIOS



PLAYGROUND



FOREST



THEATER



CARNIVAL



GALLERIA



ARTSCAPE

IMAGINING A DIFFERENT DES VOEUX ROAD CENTRAL

The pedestrianization of the road will enable citizens (amongst other stakeholders) to engage with the space in new and better ways. The Hong Kong Clean Air Network (HKCAN) nurtures the public's imagination about how this new space could look and feel like. [To continue this process they need to gain insights about how people currently engage with the urban space. We respond to this need by expanding their stakeholder list by adding new publics.](#)

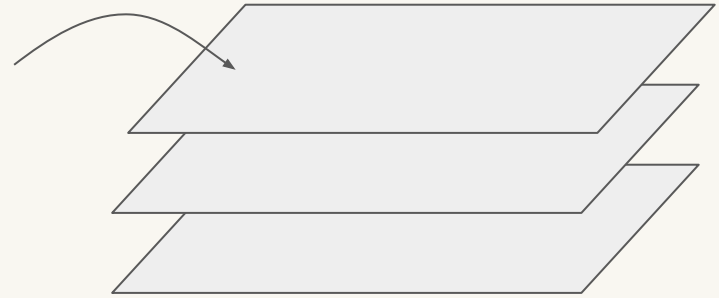
SEARCH AS RESEARCH

- Querying Facebook groups and pages to find (new) publics.
- Querying post and comments from these (new) publics to find localized engagement.
- Querying actions and feelings that interest HKCAN within the spaces of the (new) publics.
- Querying Google and YouTube to find Des Voeux Road Central and to find publics and disseminators (and their audiences)

REIMAGINING WITH FACEBOOK

We use Facebook groups and pages to gain insights into what city users care about. The aim is to reimagining (and re-issue-fying) the Road.

Could the citizen issues be embedded into Des Voeux Road Central in future? And if so, can city users become not only new stakeholders but newly recognized road users as well?



NEW PUBLICS

Children looking for playgrounds

Cyclists

Freelancers

Creatives

Crafters

Gym users

Foodies

Wedding goers

Runners

Urban historians

Pregnant women (who wish to breastfeed)

Retired people

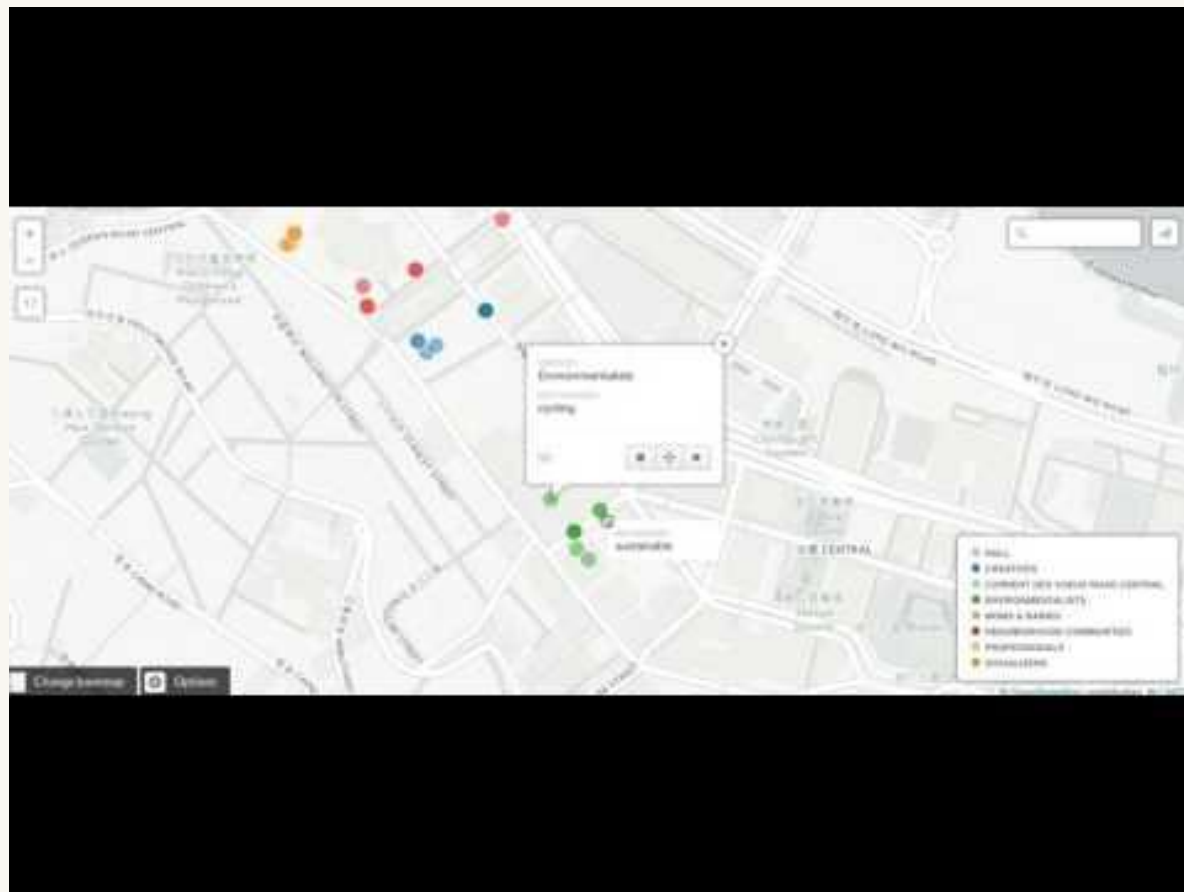
Domestic workers

Socializers

Special interests

Community groups





WHO ELSE IS RE-IMAGINING THE ROAD?

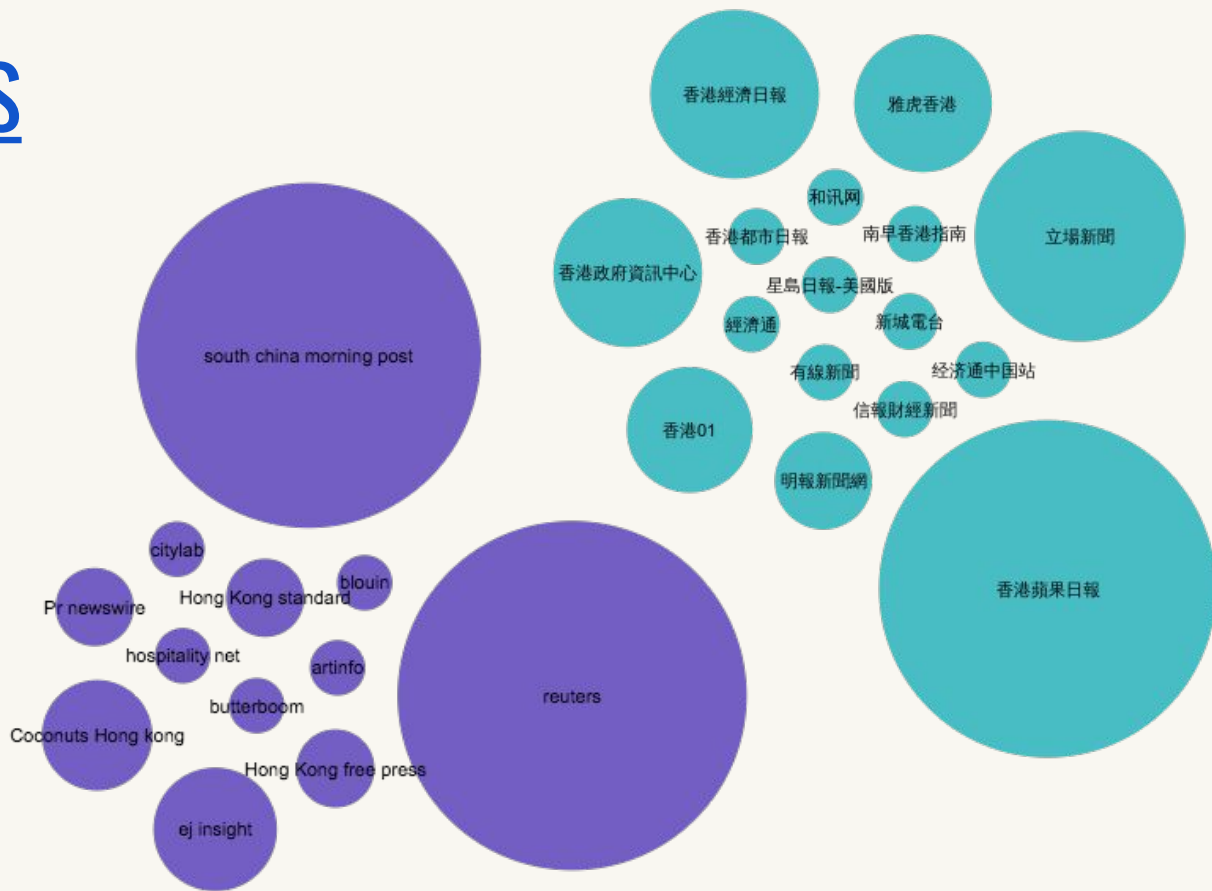
There are different versions of re-imagining, from Youtube, NGO's to news publications all have their own story. In addition to Facebook we looked into other platforms to identify the publics who are also re-imagining their version of Des Voeux Road Central.

NEWS SOURCES

What publications
talk about Des Voeux
Road Central?

- News
- Business
- Arts
- Lifestyle

In English 20% is
related to our issue,
in Chinese only 5%

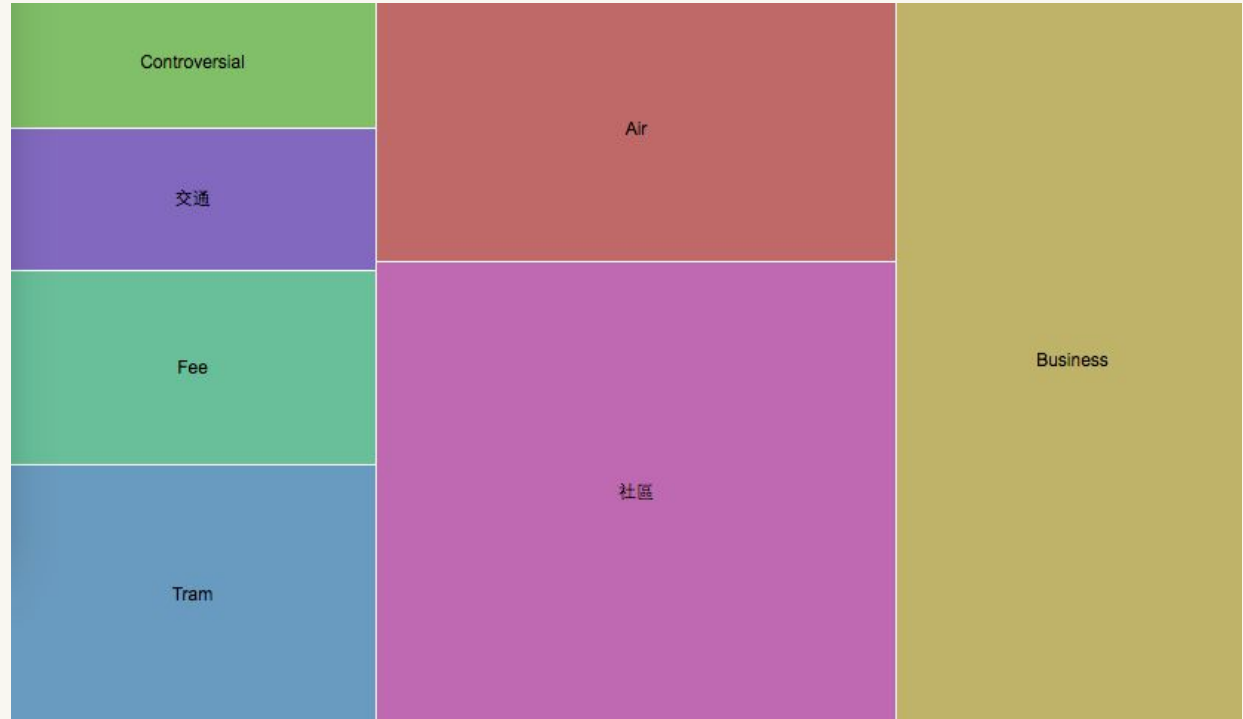


THE DES VOEUX ROAD CENTRAL STORY FROM THE NEWS

In an effort to improve the quality of living and reduce [air](#) pollution in Hong Kong Central, rezoning the Central [Business](#) District has been discussed.

Plans from imposing [fees](#), to expanding pedestrians-only zones have been proposed and reviewed. A [controversial](#) proposal to remove the [tram](#) was met with resistance from the residents and has been ultimately rejected.

WHICH FRAMING OF THE PROJECT RECEIVES ATTENTION?



WHO ARE THE KEY PUBLICATIONS FOR EACH TOPIC?

Business:

scmp.com
reuters.com
thestandard.com.hk
etnet.com.hk
info.gov.hk
prnewswire.com
ejinsight.com

明報
蘋果日報

Air:

scmp.com
thestandard.com.hk
reuters.com
info.gov.hk
etnet.com.hk
ejinsight.com
hongkongfp.com
prnewswire.com
hongkong.coconuts.co
hk.blouinartinfo.com
Butterboom.com

立場新聞

Tram:

scmp.com
info.gov.hk
hongkongfp.com
ejinsight.com
Hongkong.coconuts.co

蘋果日報
明報

Fee:

reuters.com
thestandard.com.hk
scmp.com
etnet.com.hk

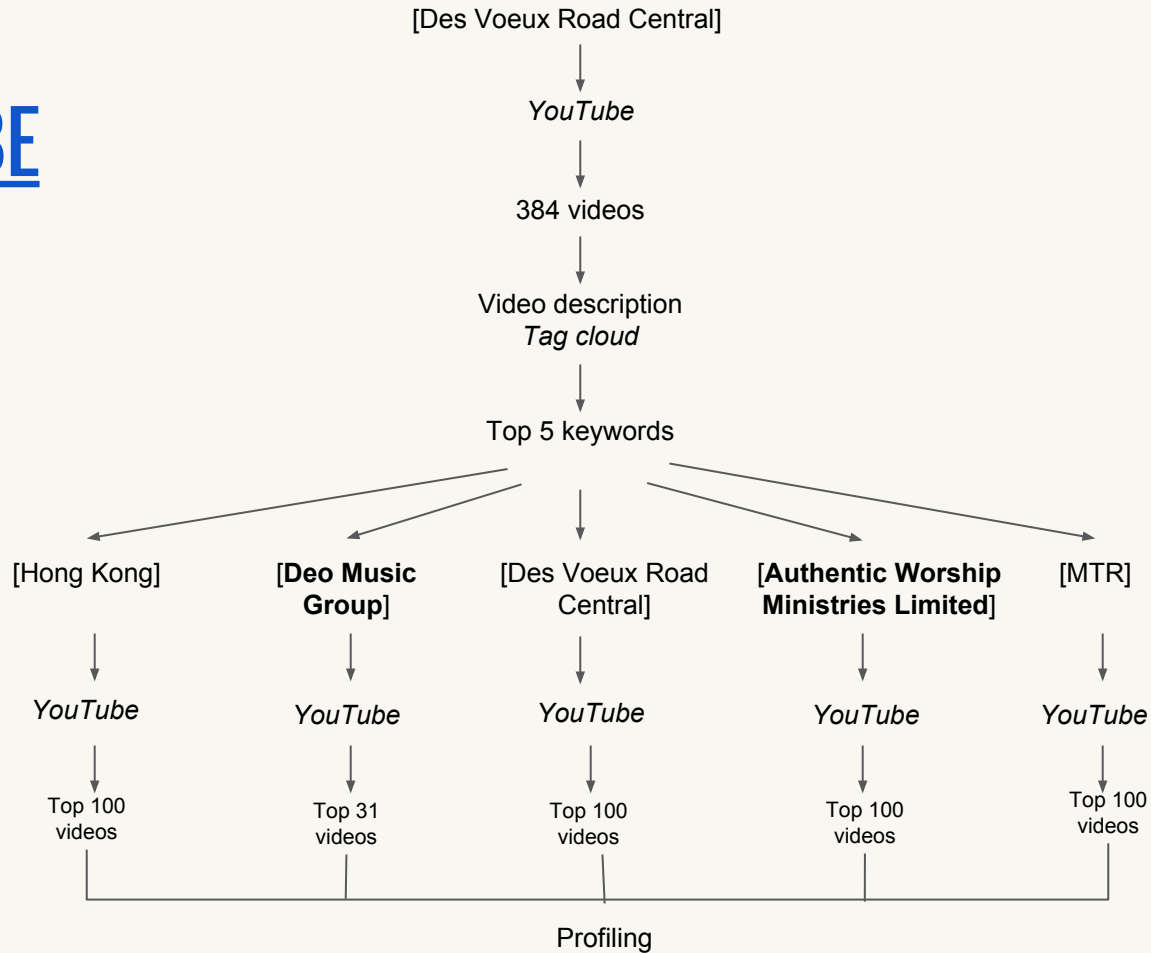
明報
蘋果日報

Controversial:

scmp.com
reuters.com
Info.gov.hk
Hongkong.coconuts.co

明報
蘋果日報

YOUTUBE



IN CONCLUSION

Re-imagine the new values of Hong Kong Central

Add new ingredients into the future plans

Engage new publics

From re-imagination to reality



THANK YOU!
Questions?

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