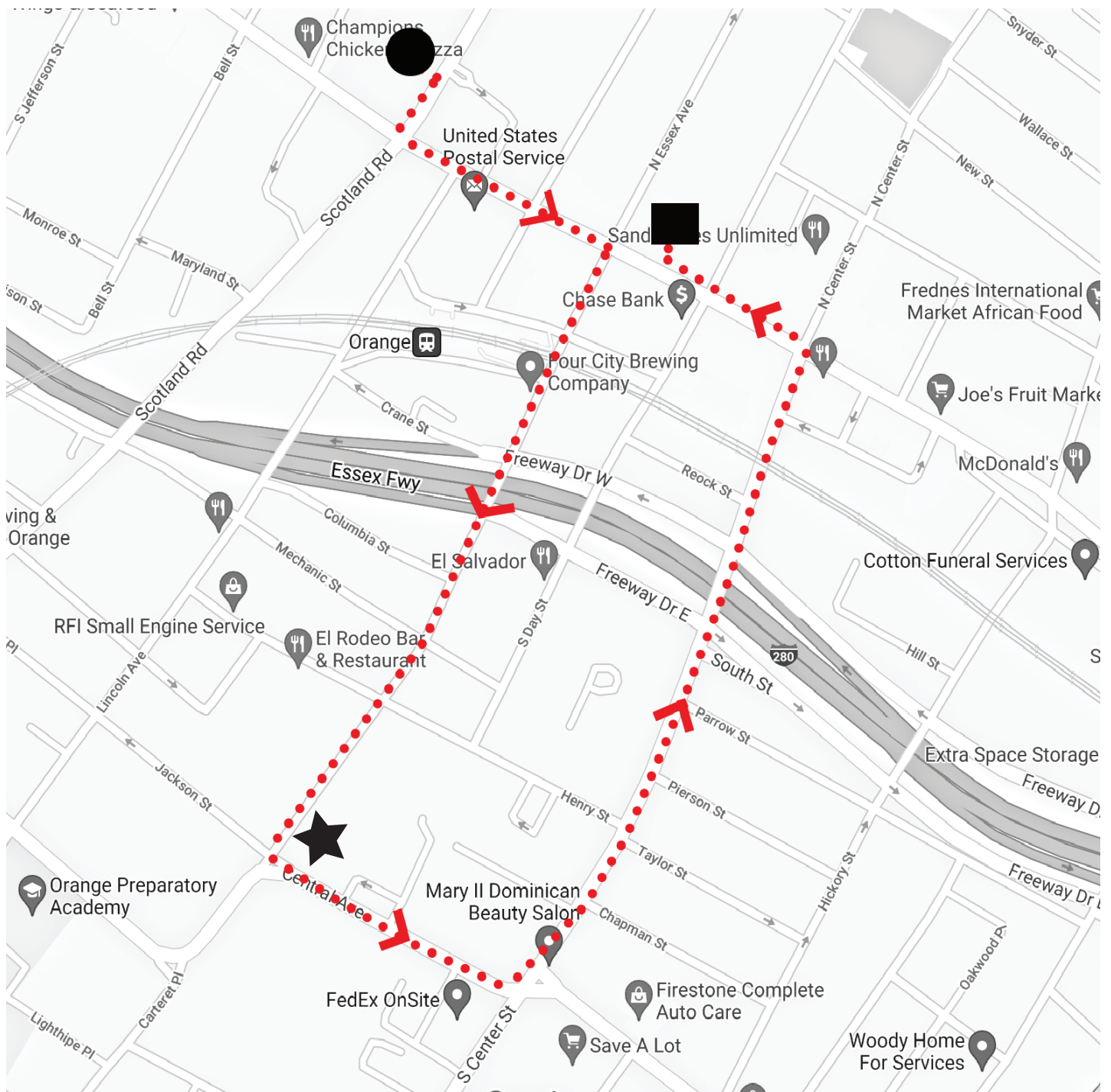


## PLACEMAKING 13: PLANNING TO STAY

# STROLL AND SCROLL



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# STROLL AND SCROLL



### TAKE A STROLL AND SCROLL

The idea of a “stroll and scroll” comes from Japanese environmental psychologist Hirofumi Minami. Mindy Fullilove interpreted this as having two parts.

The “stroll” is the urban walk. Your goal is to walk a Main Street -- either the “box” and its surrounding “circle” or a long transect.

During the walk, you are enjoying the weather, the people, the buildings, and the unexpected. You can use your phone to take photos. Send your photos to [universityoforange@gmail.com](mailto:universityoforange@gmail.com).

### Find the Elephants

What is an elephant?

An elephant can be many things: an historic building, the site of a special memory, a place someone is caring for, a monument. An elephant might be neglected right now but your team can see the promise.

The term “elephants” comes to us from the French urbanist Michel Cantal-Dupart. Michel Cantal-Dupart was an advocate for the lower income neighborhoods on the outskirts of Paris known as the banlieues. He and a colleague set out to find an “elephant” in each section stating that every place has a right to be loveable.

Cantal-Dupart teaches us that all cities and towns have “elephants.” Elephants are examples of outstanding urbanism. These are places we love because of their history and our memories. They are the places people cherish. It is our job as urbanists to find the “elephants” and connect them to the people and each other.

- Urban Alchemy, p. 229

Look for the elephants as we walk. When you see an elephant you can use the stencil to mark it. Take a photo and email it to [universityoforange@gmail.com](mailto:universityoforange@gmail.com)