Can place management promote economic growth in societies with an ageing or shrinking population? In Japan a coordinated multi-stakeholder approach has become more important for local area growth marketing, area-based placemaking, and visitor hospitality. “Area Management” organizations, together with national and local governments, have introduced new partnership models to let them manage public spaces such as streets, parks or privately-owned public spaces.

In this lecture, Dr Yasui Miki will introduce how area management has been organized in Japan, what policies have worked, and which partnership models have been successful.