

## A place kissed awake

Ein wachgeküsster Ort



LOCATION

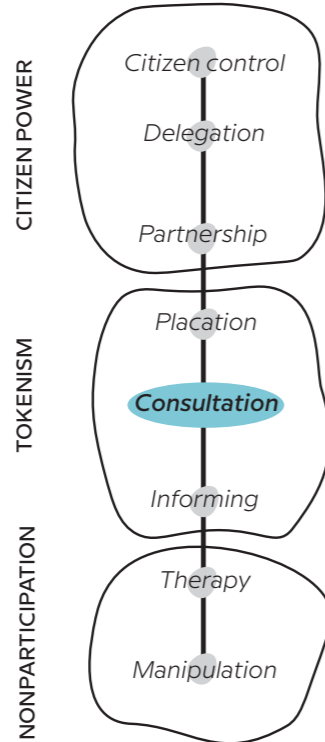
**Trofaiach, Austria**

TIME PERIOD

**Since 2014**

### THE PROJECT

The project is located on the **main street of Trofaiach**, which used to be the economic center of the village where most of the shops were located. However, the city center shops were left vacant especially because of heavy individual motorized traffic in the street. Therefore, the aim was to **counteract vacancies to make this inner-city area economically interesting and liveable again** for all residents.



management. Moreover, the process for inner city development was also financially supported by the office of the Styrian Provincial Government.

### RESULT

**All the goals set were achieved.** Not only did the vacancy rate decline, but in spring 2021, there were more enquiries than offers. The public space has gained enormously in quality of stay. The residents have benefited on several levels. **The inner city has become quieter, cleaner, nicer and its redesign increased the pedestrian frequency fivefold.** The local businesses and its owners have benefited greatly from vacancy management. They now have new tenants and get support in renovating their properties. The project and its success have been the subject of strong media coverage all over Austria with the public being very positive about the activities.

### DESCRIPTION OF THE SPACE

Here, the degree of remoteness refers not to Trofaiach but to the village center. This space faces remoteness due to the **donut effect**. Indeed, the inner city and its shops are affected by vacancy, while around the town there are numerous shopping facilities. Trofaiach has a classic village center with densely built-up areas around the main street and there are numerous small streets and alleys with very good accessibility. However, due to some historical reasons, there is no public square in the area.

### WHAT MAKES THE SPECIFICITY OF THE PROJECT

The **project was initiated by the mayor, who placed great emphasis on citizen participation** right at the beginning. He commissioned the

**architectural Nonconform group**, specialized in citizen participatory work, to carry out these processes.

### ROLE OF THE LOCAL COMMUNITY & METHODS USED

Nonconform organized **workshops with 1000 citizens** from different backgrounds about 10 topics. Afterwards, interested people were assigned to specific topics and met regularly. Given the fact that the activities are still ongoing, the population is continuously involved. From these workshops and meetings, **many projects have emerged.** One of the most relevant is the visual upgrading of the main street where, with support of the municipality, homeowners renovated their buildings and especially their facades. The town provides 100 000 euros annually for activities related to the upgrading of the main street and vacancy



One of the many workshops conducted by nonconform with the residents.  
©nonconform



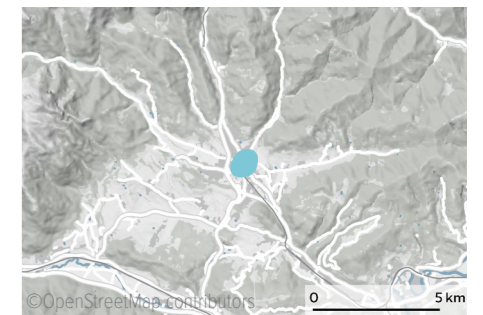
Participation meeting with nonconform, citizens and community representatives.  
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Since 2016, Trofaiach has held an annual street festival in the Main Street.  
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Trofaiach, Styria, Austria

more about this project

