

## PROSUMER TALKS: CREATING VALUE IN A PROSUMER WORLD

Digital information and communication possibilities have changed consumers and citizens in general, as well as changing their relationships to their cultural environment. They have evolved from passive users to active contributors. These “prosumers” have the power to change established settings – such as public spaces for urban quality of life. More and more often they articulate actions around city’s public places and create their own possibilities for people to stay in a place and to meet other people.

### CO-CREATING URBAN LIFE:



### POPULAR ENGAGEMENT TO



### SHIFT URBAN ENVIRONMENTS

SPEECH WILL  
BE IN ENGLISH



Registration:

Wednesday, 24 January 2018, 5.30 – 7.30 pm, JOSEPHS, Nuremberg



#### CO-CREATING URBAN LIFE: POPULAR ENGAGEMENT TO SHIFT URBAN ENVIRONMENTS

Laura Sobral, Fellow at the Alexander von Humboldt Foundation and director of The City Needs You Institute, is an architect, urbanist and urban commons activist. In 2014 she started a movement engaging citizens to reclaim and re-create urban spaces from the bottom up, transforming some areas of Sao Paulo, the Brazilian megacity. The popular movement developed into an internationally recognized institute.

Laura will share her learnings on how to bring people together, co-create and prototype new possibilities. Such learnings could be applied by any person or organization working areas where the lines between providers and consumers are blurring.

**WHERE** JOSEPHS, Karl-Grillenberger-Straße / Ecke Hintere Ledergasse 44, 90402 Nürnberg, [www.josephs-innovation.com](http://www.josephs-innovation.com)

**WHEN** Wednesday, 24 January 2018, 5.30 – 7.30 pm

**NETWORKING** After the talk we invite you to a networking session with drinks and snacks.

**FREE ACCESS** The event is free of charge. **Reserve your place at <https://en.xing-events.com/TWOWNRQ>**  
Alternative to this list, attendants will be seated on a first-come, first-served basis.

