

De Veelzijdige Stad

Ontwerpend onderzoek
naar een veilig, generous en
LHBTIQ+ vriendelijk Zwolle.

Design research

Design research
for a safe, generous and
LHBTIQ+ friendly Zwolle.

The Versatile City

Design research
for a safe, generous and
LGBTIQ+ friendly Zwolle.

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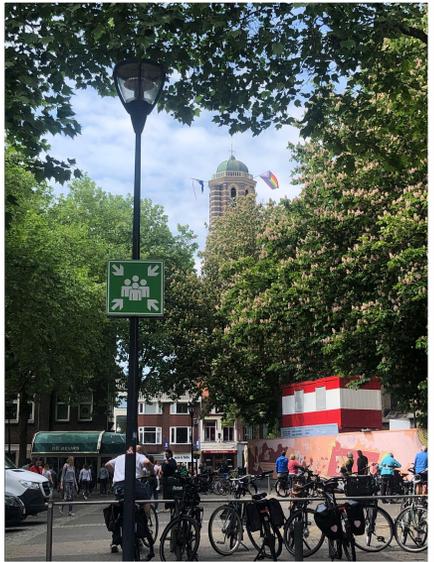
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Placegame

evaluate public space

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Placegame



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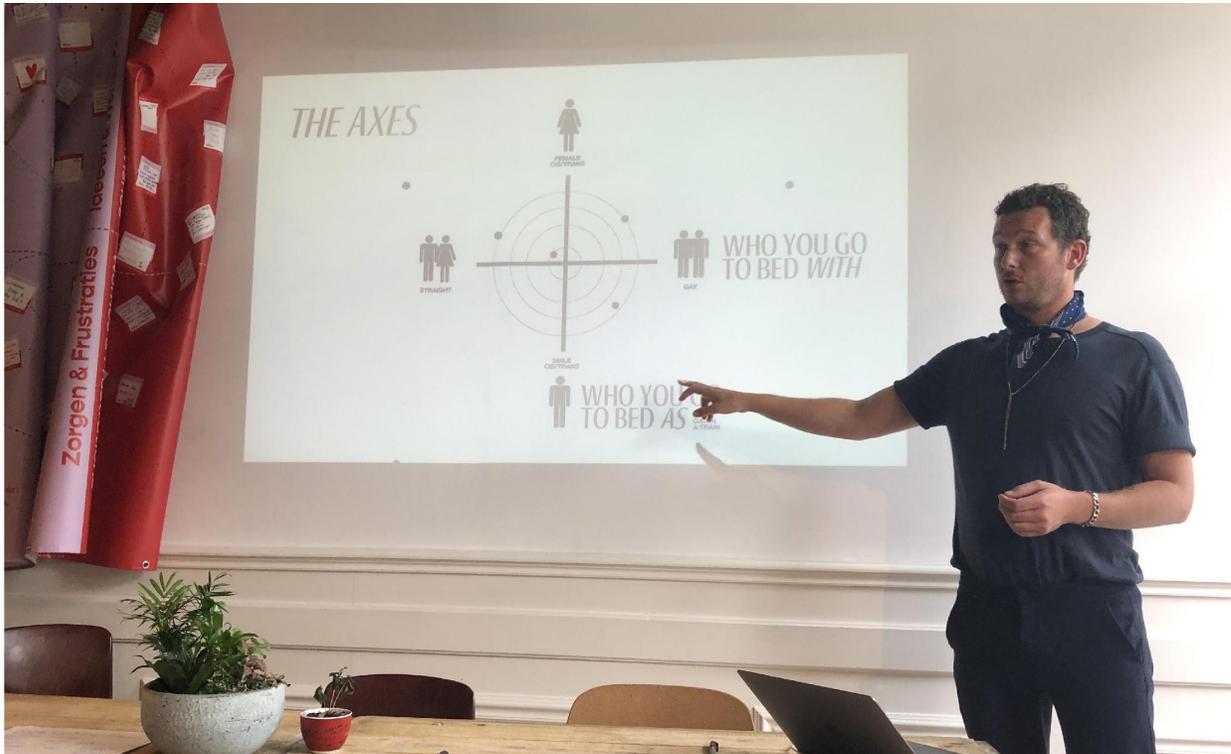
12 designers, artists and creatives working with the results of the
action research

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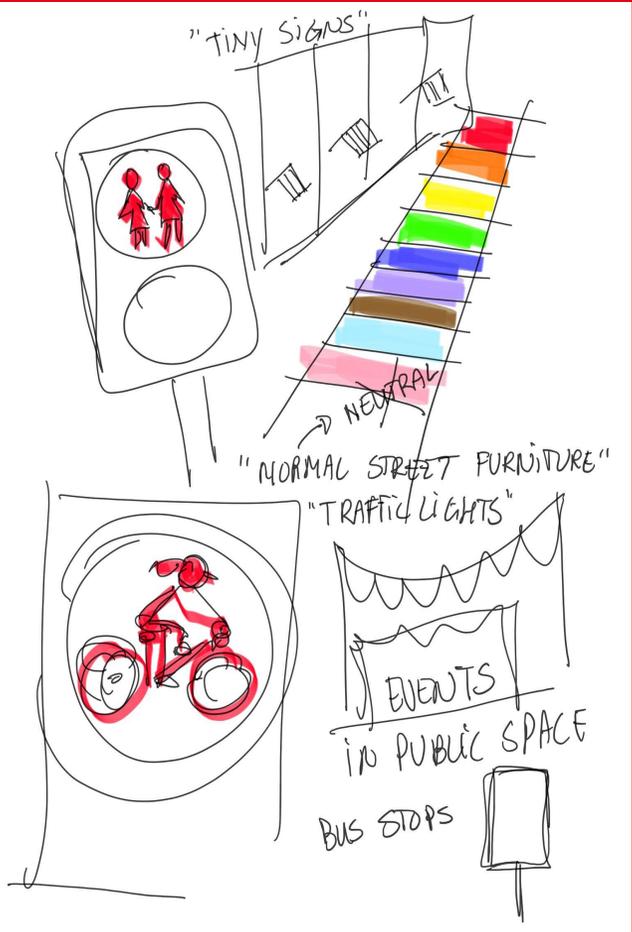
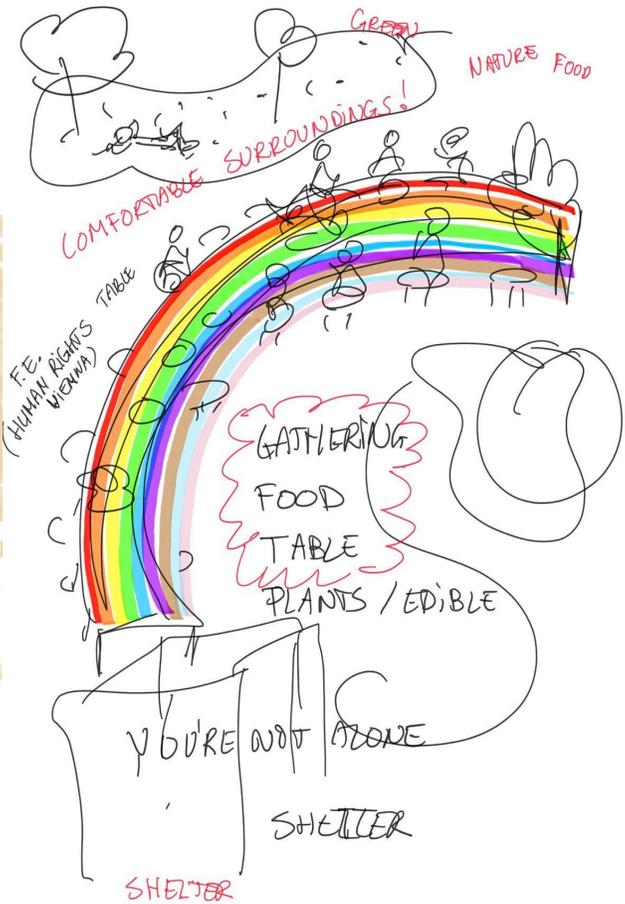
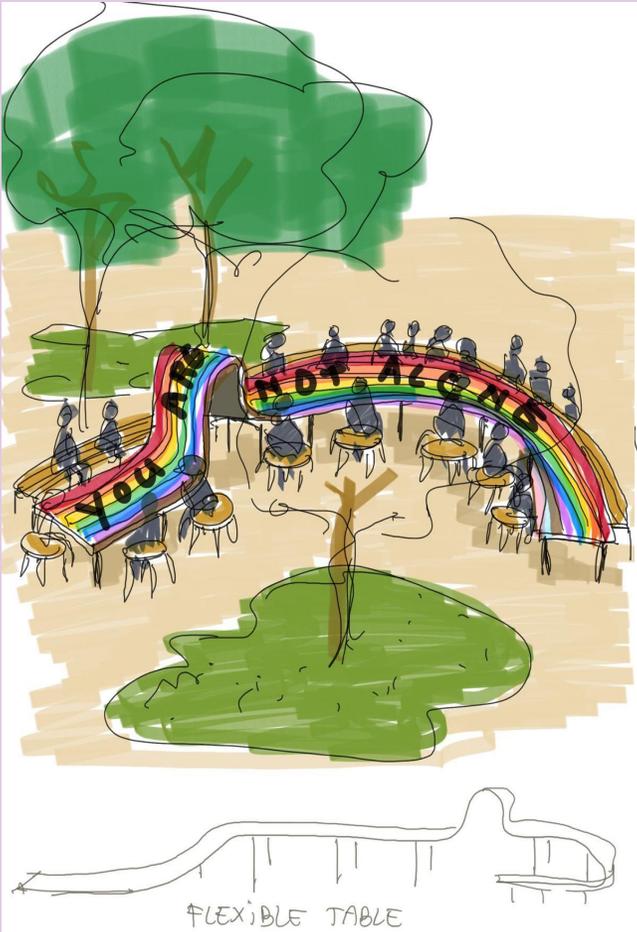
Design Studio | presentation

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The Bubble



THE BUBBLE

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Manifest

5 handles for a safe, generous and LHBTIQ + friendly Zwolle

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Manifesto

Guidelines for a safe, open and attractive city that forms a home for everyone inside and outside the LHBTIQ+ community.

We, residents of the city of Zwolle, believe in a diverse, generous and versatile city. A city where everyone feels seen, heard and respected. A city in which all people, regardless of age, sex, gender, colour, sexual orientation, physical condition and/or income, feel safe and at home.

Through design research with input from more than 200 Zwolle residents, we investigated how diversity and versatility are expressed in relation to the LHBTIQ+ community. This manifesto is one of the results of the research and offers five insights that form a starting point for the Versatile City of Zwolle.

1. Make (a) place for diversity

In dialogue, encounter, but certainly also physically. Temporary, and permanent. At the moment, for example, there is no permanent place where people from the LHBTIQ+ community can meet. A large part of Zwolle's inner city is also defined by people from the LHBTIQ+ community as a place where people do not necessarily feel safe, represented and at home. Many participants experience a lack of acceptance and respect for who they are. This applies to women, members of the LHBTIQ+ community, people with a non-Dutch cultural background, a disability or anything else that is seen as a deviation from the norm. Many people indicate that they do not always feel safe and comfortable in the public space of our city.

2. Work on LHBTIQ+ literacy

It is time to normalize the conversation about LHBTIQ+ related topics. We need to relearn how to talk about the subject. There is a need for good information in schools. Let's make sure it's not an issue in the future. Let's make room for sharing knowledge about identity and diversity in relation to gender and sexual orientation. Let's learn to have a good, pleasant and respectful conversation about LHBTIQ+ diversity. Knowledge transfer about gender and sexuality, inside and outside the walls of the educational system, also in the Zwolle society itself is of great importance.

3. Let the flag fly!

Provide physical visibility. The rainbow flag now only flies on special days, but why not permanently? It gives people from the LHBTIQ+ community a pleasant feeling, the feeling that they are seen, heard and accepted. Give a stage to diversity and role models, make that an integral point of attention in all campaigns and communications. Tiny signs (minor interventions) can make something subtle but at the same time big visible by means of small adjustments. Let Zwolle proudly propagate its Rainbow City identity and show that the city wants to be a welcoming place for everyone, including the LHBTIQ+ community.

4. Make difference standard

'Normal' is a wish that often comes back: to be accepted, or maybe even not seen because it is so normal for two men or women to walk hand in hand without being noticed. This wish is strongly expressed and understandable, but not yet self-evident. For people from surrounding, conservative villages, Zwolle is often a place where they can be themselves more. That's great, but we're not there yet. It is about time that we pigeonholed heterosexuality and male/female sexuality in the same way as other genders or sexual orientations. And not as a normal you can deviate from.

5. LHBTIQ+ goes beyond all borders

LHBTIQ+ acceptance affects all policy domains: it is not only a matter for diversity officials and aldermen, but is reflected in all topics and layers of policy and governance. A white, heteronormative and male perspective still predominates in the design and policy-making of the city. Who shapes the city? Who makes up the rules? Is that sufficiently diverse? Can you put yourself in someone else's shoes? We must continue to ask these questions and we must ensure that everyone's perspective is incorporated into the social and physical development of the city. And therein lies an important task, for you as mayor and aldermen and councilors, and for all of us as residents of a safe, open and attractive city.

The Versatile City

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Colophon

Authors: Gooitske Zijlstra and Saar van der Spek
Design identity: Anniek Docter | docmerk

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