Ester van Steekelenburg

LEVERAGING LIVING HERITAGE TO CREATE ECONOMIC IMPACT

Founder & Director

URBAN DISCOVERY

iDiscover
Cities across Asia are starting to look increasingly the same.
with little reference to original architectural or cultural heritage
city identity is getting lost in the urban jungle
WHY?
little public investment in public infrastructure of old neighbourhoods
little public investment in public infrastructure of old neighbourhoods
or conservation of publicly owned properties
few incentives for owners to preserve, not an attractive value proposition
Civil society cares and campaigns but has little leverage
so developers can be in the driving seat..
CHANGE ?
Young generation fear a loss of identity
New generation of developers who recognise demand for authenticity
for people to live, shop, drink and eat in places that are comfortable,
and they can relate to
and travellers are looking for an experience ‘like a local’
Creative entrepreneurs with a different value of place
Building the business case of preservation
and how to make heritage relevant in contemporary urban society
iDiscover

🌟 NEIGHBOURHOOD GUIDE.
    honest and authentic, handpicked local favourites

🌟 APP & MAP.
    unique combination of illustrated map and mobile app

🌟 SPIRIT OF PLACE.
    telling the stories of the neighbourhood
Created by locals

universities, NGOs, street associations, creative collectives
Designed by locals

every map is a piece of art,
a poetic ode to the neighbourhood
Powered by locals

Cultural foundations, hotels or developers who want a positive association with a neighborhood.
THANK YOU

www.urbandiscovery.asia

#GETLOSTWITHOUTGETTINGLOST