





## Milena Ivkovic


Nationality: Dutch, Serbian

### CONTACT

 Bierstraat 103,  
3011 XA Rotterdam,  
Netherlands (Work)

 [milena.ivkovic@blok74.org](mailto:milena.ivkovic@blok74.org)

 (+31) 624761038

 <https://www.linkedin.com/in/milenaivkovic/>

### WORK EXPERIENCE

**2013 – CURRENT** – Rotterdam, Netherlands

#### Director / Founder

BLOK 74 Urban Simulations / Urban Communications

- Founded BLOK 74 office with the aim to use digital technology and gamification for efficient civic engagement and communication between different actors and urban design
- Created specific web-based tools for urban design think-tanks and researchers to present their results and data in an immersive, interactive way and support their research
- Provided supporting web-based services and gamified visual collaboration tools for the research of public space
- Leading a mixed team of web developers, UX experts, urban designers and communication professionals across two geographic locations
- Piloting digital co-design tools, using open source Web3D technologies
- Hands-on leadership in combining complex visualisations and urban design with digital technologies, supporting digital learning and education.

**Business or Sector** Professional, scientific and technical activities | **Website** [www.blok74.nl](http://www.blok74.nl)

**01/10/2021 – CURRENT** – Belgrade, Serbia

#### CEO / Founder

Placemaking Western Balkans Association

- Founder of the Association of international experts dedicated to creating better public spaces in the Balkans and the South-East Europe region
- Responsible for the development of strategic partnerships in the field of placemaking as Official Partner of the New European Bauhaus Initiative of the European Commission.
- Actively promoting good public space design using placemaking methodology. Organisation of the French Chamber of Commerce in Serbia.
- Hands-on leadership in participation of the Association in educational, research and dissemination projects of the Erasmus + / Tempus Programme

**Website** [www.placemakingweb.org](http://www.placemakingweb.org)

**01/04/2022 – CURRENT** – Amsterdam, Netherlands

#### Member of Management Board

Placemaking Europe Foundation

Responsible for defying the Foundation's strategic projects, partnerships, goals and management.

**Website** <https://placemaking-europe.eu/>

**2013 – CURRENT**

#### Visiting Lecturer

- Invited lecturer on public space renewal, participatory urbanism and placemaking
- Invited lecturer on applied games for design and planning, immersive simulation and Collaborative Methods
- Invited lecturer on the future of urban planning and tech for social good

**2017 – 2021** – The Hague, Netherlands

#### Board Member and Consultant

ISOCARP

- Advising role in developing the ISOCARP Society international activities.
- Consultant role in ISOCARP Institute projects.

2011 – 2015 – Brussels, Belgium

### Chairwoman and Consultant

YDF - Yellow Design Foundation

- Driving international partnerships development in the field of public space research and policy making
- Leading urban design and public space consultant in charge of Foundation's applied research in the field of urban mobility and community oriented design

2000 – 2010 – Rotterdam, Netherlands

### Urban Designer

Kuiper Compagnons Urban Planning, Architecture and Landscape Consultancy

- Instrumental urban designer in international consultancy projects, specialised integral urban solutions for public space
- Key urban design and landscape team member in national (Dutch) consultancy projects, focusing on sustainable urban renewal

1998 – 2000 – Belgrade, Serbia

### Associate Lecturer Urban Design

Faculty of Architecture University of Belgrade

- Associate Lecturer in the fields of Urban Design and Public Space Renewal

2000 – 2000 – Rotterdam, Netherlands

### Junior Urban Designer

Urban Development Department, City of Rotterdam

- Developing integral urban design projects as team member of Rotterdam South area

## PROJECTS

2017 – CURRENT

### Dynamic Web3D simulations for planning, design and education @BLOK 74

<https://urbanri.ethz.ch>

- **UTurn** - web-based VCT (Visual Collaborative Tool) to support gamified action research of sustainable urban mobility. Tech used: Java and HTML. Role: Team Leader, Gamification and UX Advisor; Client: Intrestik Studio Munich,D, in cooperation with OFFIS BV and HBK Braunschweig, with the research grant of German Federal Ministry for Economic Affairs and Climate Action (2021-2022)
- **Urban Research Incubator** - advanced dynamic interactive website presenting scientific research results with integrated data visualisation. Tech used: Web 3D Java, HTML, Blender. Role: Team Leader, Gamification Advisor; Client: ISTP - Institute of Science Technology and Policy ETH Zurich and Urban Think Tank Studio, Zurich, CH (2021-2022)
- **City Builder** - web-based educational simulator of sustainable urban densification and climate adaptation. Tech used: Web 3D Java script. Role: Developer, Gamification Advisor; Client: ETH Zurich Urban Think Tank Studio, Zurich, CH (2019)

2014 – CURRENT

### Gamified simulations for co-design, action research and capacity building @BLOK 74

<https://www.blok74.org/urban-gaming>

- **Future Of Canton Redange** - strategic serious game on integral territorial development with wide stakeholders participation; Role: Planning Strategy, Gamification and Participation Advisor, Client: LAG Atert-Wark LEADER Programme and Canton Redange, LU (2022)
- **Urban Resilience Game for the 4Haven Area Rotterdam** - board game training simulation for youth in climate resilience. Role: Gamification Advisor, Client: Fynder Foundation Rotterdam, NL (2017)

- **Road Map for the Next Economy:** Rotterdam The Hague Airport Eco-Wall - supporting board game simulation for decision-making on the spatial development of Eco Wall Concept, Role: Simulation Advisor Client: TU Delft, NL (2018)
- **Knowledge Region Challenge** - board game simulation on co-creating sustainable Rotterdam-The Hague knowledge region, Role: Gamification and Participation Advisor, Client: TU Delft, NL (2015)

## 2019 – CURRENT

### Urban planning and design communication @BLOK 74

<http://kristin-feireiss-80.com> <https://www.blok74.org/videonarratives>

- **AEDES Architecture Forum Berlin** - celebrating AEDES founder Kristin Feireiss anniversary with Web3D immersive format Tech used: Java and HTML. Role: Creative Director; Client: Urban Think Tank Zurich (CH), in cooperation with Aedes Architecture Forum Berlin (D) 2022

## 2021 – CURRENT

### Visual collaborative tools @Placemaking Western Balkans Association

<https://www.placemakingweb.org/post/open-call-for-co-creation-of-urban-gardens-in-belgrade-and-novi-sad>

- **Urban Garden Initiatives** - placemaking for green renewal and civic engagement; Role: Participation Consultant; Client: Ekonaut Association in the framework of "Green Incubator" programme of Belgrade Open School, "EU4You" Programme and Friedrich Ebert Foundation. Belgrade, Novi Sad and Pancevo, RS (2021 - ongoing)

## 2022 – 2022

### Public art and public space design @Placemaking Western Balkans Association

<https://www.placemakingweb.org/post/street-art-placemaking-horizontal-mural-on-silos-danube-waterfront-belgrade>

- **Horizontal Mural as Placemaking Tool for Waterfront Renewal** - public space art project for 17th Belgrade International Week (BINA) Role: Creative Director together with mural artist Sanja Momčilović ; Client: BINA, Belgrade, RS (2022)

## 2017 – 2021

### Urban Planning Advisory Teams @ISOCARP Institute

- **QiaoTouPu New District** short term consultancy on smart port-city interface Role: Team Leader; Client: Qingdao West Coast New Area District HQ, CN 2019
- **Durban Inner City Urban Development Models**, short term consultancy on spatial and financial models for urban renewal Role: Urban Design Expert; Client: Durban Municipality, SA, 2018
- **New Identity and Urban Renovation of the Xinmalu Historical District**, short term consultancy on heritage urban renewal, Role: Urban Design Expert; Client: Ningbo Urban Planning and Design Institute - NBPI, CN 2018
- **Guangzhou Historic and Cultural Corridors**, short term consultancy on integrated heritage urban renewal; Role: Urban Design Expert; Client: Guangzhou Urban Planning & Design Survey Research Institute - GZPI, CN 2018
- **Panmen - Changmen National Culture Park**, short term consultancy on heritage adaptive urban renewal; Role: Team Leader, Client: Jiangsu Institute of Urban Planning and Design - JUP, CN 2018

## 2001 – 2010

### Urban Design and Master Planning @Kuiper Compagnons

- **Central Sixin Area** masterplan consultancy Role: Urban designer; Client: City of Wuhan, and WDPI, Wuhan, CN (2008)
- **Future Strategy for Oude Westen 2030**, Rotterdam Role: Public space and integrated urban design expert; Client: De Nieuwe Unie, Rotterdam, NL (2005)
- **Masterplan Middengebied Vlissingen** ; Role: Urban designer; Client: City of Vlissingen, NL (2005)
- **Masterplan Reinier de Graaf Hospital**; Role: Public space designer; Client: Reinier de Graaf Group, Delft, NL (2007)
- **Suqian Lake Garden - Conceptual Plan of New Town's Waterfront Area**; Role: Urban designer; Client: Suqian Urban Planning Bureau, Suqian Municipal Government, Suqian, CN (2009)

2011 – 2015

## Public Space Research @YDF - Yellow Design Foundation

- **Intelligent Interchange** - Guidelines for Complex Station Surroundings in Europe and Asia, multi sectoral research; Role: Consultant and researcher; Client:UIC - International Railway Union, Paris, FR (2014)
- **Low Carbon Stations for Low Carbon Cities** - Paradigm shift towards more sustainable urban mobility, multi sectoral research; Role: Consultant and researcher; Client: Mistra Urban Futures International Centre for Sustainable Development, Stockholm, SE (2015)

## PUBLICATIONS

### City Wide Public Space Strategies - a Compendium of Inspiring Practices

2019 [https://unhabitat.org/sites/default/files/2020/03/cwpss\\_compendium\\_20200116-1.pdf](https://unhabitat.org/sites/default/files/2020/03/cwpss_compendium_20200116-1.pdf)

UN HABITAT Public Space Programme and The Centre for the Future of Places

### Hello City! Discussing Urban Planning in the Age of Connected Citizens

2016 <https://www.academia.edu/29431209/>

[Hello City Discussing Urban Planning in the Age of Connected Citizens](#)

53rd ISOCARP Congress, Durban, South Africa 2016

### Toolkit for Public Spaces

2015 <https://unhabitat.org/global-public-space-toolkit-from-global-principles-to-local-policies-and-practice/> ISBN 978-92-1-132656-7

ISBN 978-92-1-132656-7

UN HABITAT Public Space Programme

### The Space of Engagement: Participatory Design through Serious Urban Gaming - the Case of euREKA Digital Simulation Game

2015 <https://www.academia.edu/18511249/>

[The Space of Engagement Participatory Design through Serious Urban gaming the Case of euREKA Digital Simulation Game](#)

ISBN 978-960-99791-2-2

Hybrid City 2015: Data to the People, Proceedings of the 3rd International Biennial Conference, Athens, Greece, 17-19 September 2015

## CONFERENCES AND SEMINARS

2022 – 2022 > – UN HABITAT 11th World Urban Forum, Katowice, PL

### 11 Public Spaces for 11 SDGs in Serbia

Speaker and moderator on the achievements in public space renewal in three Serbian cities - Belgrade, Nis, Krusevac - at the 11th WUF Special Session, in organisation of the Ministry of Transport, Infrastructure and Construction of Serbia

2022 – 2022 > – World Bank Beijing Office and online

### Place Making, Participation and TOD

Speaker on integration of public participation and placemaking for better TOD, at the World Bank China and GEF6 China SCIAP (Sustainable Cities Integrated Approach Pilots) Annual Conference 2022

2021 – 2021 > – Cultural Centre of Belgrade, Belgrade, RS

### The Art of Green Placemaking

Presenter and panelist during "The Good Urban Life" conference, part of COST RESTORE ACTION - Rethinking Sustainability Towards a Regenerative Economy (EU-funded Pan-European project and network).

<http://www.arh.bg.ac.rs/en/2021/10/20/the-good-urban-life-the-space-you-are-living-in/>

2021 – 2021 > – Mannheim City Hall, Mannheim, D

### Soft City: Making Gender Sensitive Public Spaces

Speaker on placemaking and gender- sensitive public spaces at UN HABITAT Urban Thinkers Campus conference

<https://utc-mannheim.de/en/#speaker>

**2019 – 2019** > – Avans Hogeschool Breda, Dept. Communications and Media, Breda, NL

### ● **Game Design Hackathon**

Presenter on "Immersive Storytelling to Define Urban Futures of Aleppo, Venice, Bogota and Tokyo"

**2018 – 2018** > – WERK1, Munich, D

### ● **New.Urban.Participation Conference**

Organizer of the 2-day conference on the "Future of Civic Participation" in cooperation with Intrestik Studio Munich, and supported by Bundeszentrale for Politische Building (BPB), Bonn, and Dutch Consulate in Munich.

**2020 – 2020** > – UN HABITAT Climate Action Urban Thinkers Campus online

### ● **Women in Progressive Climate Adaptation Planning**

Guest speaker at the UN HABITAT UTC on "Female Approaches to Build Climate Resilience" in co-organisation with UIA - International Union of Architects

**2020 – 2020** > – OECD OPSI "Government After Shock" Global Event online

### ● **Strength of Places**

Organizer of online expert meeting on innovative government, civic innovation for public space and urban planning post-Covid in NL, with speakers from the public administrations of Rotterdam and The Hague

## EDUCATION AND TRAINING

### 2002 – CURRENT

#### ● **Ir / MSc Recognised Title**

Informatie Beheergroep

Website [www.ib-group.nl](http://www.ib-group.nl)

### 1996 – 2000

#### ● **Ir / MSc Master of Science in Architecture and Urbanism**

Faculty of Architecture, University of Belgrade

Website <http://www.arh.bg.ac.rs>

### 1989 – 1996

#### ● **Ing / BSc Bachelor in Architecture**

Faculty of Architecture, University of Belgrade

Website <http://www.arh.bg.ac.rs>

## LANGUAGE SKILLS

**MOTHER TONGUE(S):** Serbian

**OTHER LANGUAGE(S):**

Dutch

Listening  
C2

Reading  
C2

Spoken  
production  
C2

Spoken  
interaction  
C2

Writing  
B2

English

Listening  
C2

Reading  
C2

Spoken  
production  
C2

Spoken  
interaction  
C2

Writing  
C2

## DIGITAL SKILLS

### My Digital Skills

Microsoft Office / Social Media / Adobe Illustrator / Adobe Photoshop / Adobe InDesign / Google Drive

## NETWORKS AND MEMBERSHIPS

### 2010 - CURRENT

#### ● Dutch Architect Title by BA

The Hague, Netherlands

The Architects Registration Bureau ('Bureau Architectenregister' or BA in short) is an independent administrative body that is responsible for carrying out the Dutch Architects' Title Act.

### 2018 - CURRENT

#### ● Member of ISAGA

Utrecht, NL

ISAGA - International Simulation and Gaming Association

### 2015 - CURRENT

#### ● Member of ISOCARP

The Hague, NL

ISOCARP - International Society of City and Regional Planners