

Creative Partnership for Urban Sustainability, A Comparative Analysis of Advertizing in Bandung City and Solo City Planning Adaptation to Climate Change

Dr. Ramalis SUBANDI

Ministry of Public Work – INDONESIA

ramalis@yahoo.com

Tri Wahyu HANDAYANI

Lecturer - Department of Architecture, ST-INTEN Bandung - INDONESIA

handa54@yahoo.com

ABSTRACT

A city is a product of collaboration among stakeholders that bring on board their capacities, interests as well as agendas across periods and boundaries. Using a comparative analysis of outdoor media advertisement in Bandung and city planning adaptation of Surakarta (Solo) and its existence as part of the Bengawan Solo river basin to climate changes, this study illustrates the impossibilities of neither common process of partnership to expand opportunity nor the continuity of urban making place for its sustainability.

The Bandung case shows that the lack of urban planning expertise in the decision-making process as well as the justification of authorization on form, location, and placement of advertisement lead to the un-representativeness of public importance on safety, visual and urban space.

The Solo case shows that partnership across professions and countries that concentrate on common interests potentially expand opportunities to understand and elaborate alternative strategies, mobilized different needed resources for improving the synergy of the city and the river as part of the adaptation to climate change strategy for the sake of the livelihood sustainability. The potential benefits of the approach are: lessening the risk of negative water balance; integrated urban open, green space; and the river as part of the livelihood and cultural advantages for Solo.

This study combined the partnership theory and the making of two extreme places to illustrate to advance opportunities for the people and the city, when all stakeholders are taken into account the importance of the long term objectives; expand the networks of actors; elaborate the processes and the resources out of the ordinary available up to the minutes supported by the development of technology and the social dynamic.

Keywords: *urban space, sustainability, partnership process.*