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Placemaking as a tool to resolve global-local conflicts in rapidly globalising commercial streets- case of Commercial Street, Bangalore

The study focuses upon the visible relationship between the process of globalisation and corresponding transformation of public spaces that lead to an associated conflict with the local aspects of a region. The intense dynamics involved in the transformation is particularly visible in the case of Commercial Street Bangalore. As a vibrant street acting as a hub of continuous activity, this street has played platform to numerous globally visible transformations of globalizing streets. But being locally rooted as a commercial zone since pre-independence times, a conflict has thus arisen between the local and the newly developing global image. This has led to the generation of a new characteristic process called 'glocalisation'. The research addresses this new phenomenon of glocalisation and identifies placemaking as a tool to address the same. Thus creating significant, identifiable local commercial streets, that considers local needs alongside globalisation, creating a unique glocal identity for the street. The placemaking approaches thus adopted in the design process are directed towards easing the global-local conflicts of Commercial Street, through carefully directed activity zones with multi-directed purposes, and through a mutual adaptation of local within the global creating a glocal atmosphere, and a well-directed pedestrian zone that relates to the users at eye-level.

Keywords: Global, Glocal, Local, Conflict, Placemaking