

**WeMakeThe.City** is a festival that makes cities better. For five days in a row, we will tackle urgent everyday challenges in the urban environment, together with an audience and experts, spread across different locations in the Amsterdam metropolitan area. With lectures, film screenings, expositions, performances, urban expeditions, games, workshops, expert meetings, conversations, labs, maker spaces, and an attractive and active weekend programme for a large and wide audience. For Amsterdam, the metropolitan area, European cities and the rest of the world.

**WeMakeThe.City**  
**Wednesday 20th to Sunday 24th of June 2018**  
**Amsterdam Metropolitan Area**

First, we shape our cities. Then, our cities shape us. The places we work and live in have a great influence on us. And through these places we influence the city. Worldwide, the urban population is growing rapidly. The city attracts, seduces, connects and makes us creative. But the city also has the power to divide, pollute and exhaust. The urban environment poses challenging questions.

Questions about the quality of everyday life. Air, water, space, commotion, and the quiet. Garbage trucks or garbage boats? **Are there enough robots living nearby?** Questions about close ties with neighbouring cities, villages and the surrounding countryside. And to bring the countryside into the city, is this even possible? Questions like: Who owns the city? Is the city a collective good? What will our new neighbourhoods look like? How do different cities create a metropolis? What can we do as a city to become self-sufficient? How is the port developing into a circular economy? **How we create city gas from human waste? What does traveling to your work look like and how do you easily meet new people? How to feel safe? How do we guard the balance between world economy and local entrepreneurship?** How can you grow vegetables in an abandoned greengrocer? Two euros tourist tax or twenty?

**Thousands of questions. Some people might call these questions bottlenecks. But we would rather speak of opportunities.**

Opportunities we take up using the inclusive *Amsterdam approach*. Amsterdam proves that intensive collaboration creates a unique and ideal Amsterdam climate: to prototype and experiment. A climate where all people make the city. Together. So not just the planners, professionals and experts, but also the questioners, cross-grained thinkers and everyone who is dreaming out loud. **All those living and working in Amsterdam.** The 'Amsterdam approach' stimulates initiative and boosts creativity and input. It makes the social and technological domains develop unusually fast.

**The 'Amsterdam approach' is the starting point for the international five-day festival WeMakeThe.City**  
*The festival that makes cities better.*

**WeMakeThe.City brings together all questioners, creative minds and thinkers: the audience and the geeks.** WeMakeThe.City is created by inhabitants, businesses, scientists, specialists, directors, but also by designers, artists, tech start-ups, social organisations, and local and regional initiatives. **We tackle urgent everyday challenges in the city of Amsterdam, the metropolitan mrea, other European cities, and the rest of the world.** With a total of 180 nationalities, we have already connected the entire world in our metropolitan region.

**Expect everything that inspires new ideas and insights, at numerous locations across the city of Amsterdam and the metropolitan region:** lectures, film screenings, expositions, performances, urban expeditions, games, workshops, expert meetings, conversations, labs, maker spaces and an active weekend programme for a large and wide audience.

**For more information**  
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