Beyond touristic tracks
Everyday local development in an exceptional location

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Beyond touristic tracks
a design research workshop about local development
Context.
The small town of Conques is the district centre, situated on the Route of Santiago de Compostela, within the department of Aveyron. The Conques area is near the top of the list of cultural sites most visited in France, although it is not easy to reach. Its inhabitants suffer from the gradual loss of population and everyday public services.
The project.

Beyond touristic tracks is a one-week design research workshop hosted in the Conques-Marcillac canton. Its aim is to stimulate the emergence of co-designed services bringing together civil society, local policy makers and cultural and economic stakeholders to work on sustainable life scenarios.
The design process.
| 2012 : 4 days set-up and contact trip
| April 2013 - Monday to Wednesday : research, observation and interviews among public, civic, economic and cultural stakeholders
| Wednesday to Friday morning : mock-ups, scenarios and mapping design
| Friday afternoon : presentation and debate
Due to a recent re-organisation, Conques has become the administrative centre of the Conques-Marcillac district. The workshop was set up in a moment of transition, and helped to open up discussion around new responsibilities and distribution of power.
Newly formed associations dedicated to art, civic participation and collaboration took part in the collaborative sessions and interviews and engaged a deeper and prospective dialogue with local policy makers.
Social Interactions and Relations

everyday life observation
all stakeholders involved

The project gathered together local stakeholders, in the context of their private and professional lives.
The workshop’s projects promoted an open approach to regional planning, looking beyond the town scale, and inviting inhabitants to discover more isolated areas. Two tests were set up through a walk and a drive around certain parts of the district.

decongestion of the touristic area

opening sustainable development scenarios at district scale
Involving inhabitants in the preservation of their own heritage: opening outlying, isolated monuments and bringing them back to life; sharing immaterial heritage through storytelling.
Over a short period, students were immersed in local development issues, discovering how they could tackle some of these issues by using their design skills. They formulated questions through qualitative research, construct design scenarios and present them to the community to gather feedback.
Storyboards, user journeys and photomontages set in the area, as well as quick physical mockups (cards, maps, paper app and such) were used to present the service proposals and help the community to project their future.