



**Ms Dan ZHU**

*Project Director, Bigfish Community Design Center*

Dan Zhu is a User Experience strategist who works across borders, and is the project director of Bigfish Community Design Center and the funder of Ninety-Nine Design Studio. She has a master's degree in applied psychology and is a practitioner in the field of user experience for more than 10 years. Since 2019, she has been deeply involved in projects in the fields of urban renewal, community design, and social innovation across borders, flexibly using design

thinking to solve problems, balance the needs of various stakeholders, and create new products and service models.

She is the project leader of the community participatory museum in Hongqiao Airport New Village and the branding event “Free Living Exhibition” of Maotai Road Senior Citizens' Neighborhood, the co-curator of the aging section of Shanghai Urban Space Art Season, the project leader of Wuhan Responsible Planner Training Camp, and the leader of the inclusive community projects such as Ruihong Parlor and Gaojing Park.

### **Topic: Inclusive Community Practice in Shanghai in the Post-Epidemic Era**

During the epidemic control period, the emergence of self-governance and mutual help groups in the community has enhanced the basis of dialogue and communication for community inclusion in the post-epidemic era, and also deepened the phenomenon of grouping among different circles. Based on the concept of 15-minute community living circle and the governance perspective of community co-governance and sharing, Bigfish Community Design Center creates innovative projects related to community activation in communities with multiple types of circle characteristics, looking for breakthrough points in the complex situation of communities, and working from public space to community alliances. I will share with you my superficial observations and reflections from my practice.



**朱丹女士**

大魚社區營造發展中心理事

朱丹，跨界合作的用戶體驗策略師，大魚營造理事，九十九設計事務所主理人。應用心理學碩士，10年以上用戶體驗領域從業者，自2019年開始，跨界深度參與城市更新、社區營造、社會創新等領域專案，靈活使用設計思維的解決問題，平衡各利益方的需求，創造新的產品與服務模式。

虹橋機場新村社區參與式博物館項目負責人，茅臺路養老街區品牌自在生活展，上海城市空間藝術季怡養板塊聯合策展人，武漢責任規劃師創造營項目負責人，瑞虹會客廳、高境公園等共融社區項目負責人。

### **題目：後疫情時代共融社區主題上海社區項目實踐**

疫情封控期間的社區自治互助社群的顯現，為後疫情時代提升了社區共融的對話溝通基礎，同時也加深了圈層間的抱團取暖現象。從15分鐘社區生活圈社區共治共建共用社區治理視角下，大魚營造同時在多類圈層特徵的社區展開社區啟動相關創新項目，一線社區複雜局面中尋找切圖點，工作路徑從公共空間到社群大聯盟，將實踐中淺顯的觀察思考與各位分享。



朱丹女士

大鱼社区营造发展中心理事

朱丹，跨界合作的用户体验策略师，大鱼营造理事，九十九设计事务所主理人。应用心理学硕士，10年以上用户体验领域从业者，自2019年开始，跨界深度参与城市更新、社区营造、社会创新等领域项目，灵活使用设计思维的解决问题，平衡各利益方的需求，创造新的产品与服务模式。

虹桥机场新村社区参与式博物馆项目负责人，茅台路养老街区品牌自在生活展，上海城市空间艺术季怡养板块联合策展人，武汉责任规划师创造营项目负责人，瑞虹会客厅、高境公园等共融社区项目负责人。

### 題目：后疫情时代共融社区主题上海社区项目实践

疫情封控期间的社区自治互助社群的显现，为后疫情时代提升了社区共融的对话沟通基础，同时也加深了圈层间的抱团取暖现象。从15分钟社区生活圈社区共治共建共享社区治理视角下，大鱼营造同时在多类圈层特征的社区展开社区激活相关创新项目，一线社区复杂局面中寻找切图点，工作路径从公共空间到社群大联盟，将实践中浅显的观察思考与各位分享。