Building Communities and Understanding Places

Klangwelt Toggenburg

The Klangcampus as a Learning Process in Regional Development

Photo: Klanghaus / Schwendisee

“What happens to a place when people do not simply consume, but enter into resonance?”
The future of a place depends less on its infrastructure than on the relationships that emerge within it.

Why Toggenburg?

A place with a strong identity –
but not a classic growth destination.

Alpine region in Eastern Switzerland
Sound, music and natural yodeling
Traditions and community
Strong cultural roots
Structurally fragile rural region

From Buildings to Communities

A building can attract people
Architecture
Infrastructure
visibility

Relationships create a place
Participation
Cooperation
Trust
community

A building alone does not transform a region.

A Place Is a System of Relationships

The experience emerges through interaction.

Understanding places

Building communities

Trust

Cultural organisations
Local businesses
Municipalities
Hospitality providers
Mobility partners
Agriculture
Residents
Visitors

Connecting what already exists.

What does this look like?

Raphael Schenk
Local organic baker

Local value creation

Mybuxi
On-demand mobility system

Connecting people and places

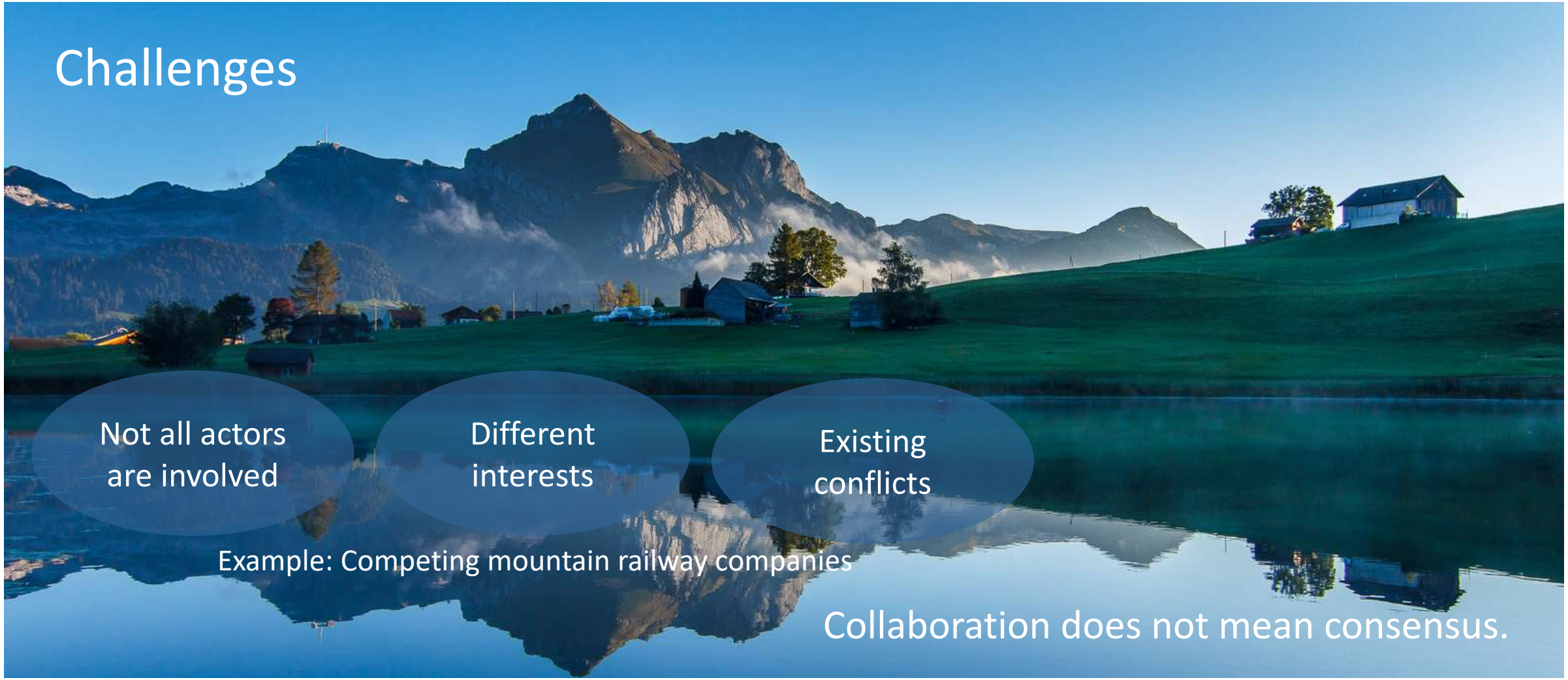
Local Participation
Guides, Teachers, Musicians

Co-Creation

What we learned

The Reality

Community Building Is Not Harmony



A learning process

Places are not developed through infrastructure.
Places are developed through relationships.
Perhaps regenerative tourism begins exactly there.