

**DEAR YOUNG URBAN PLANNERS....**

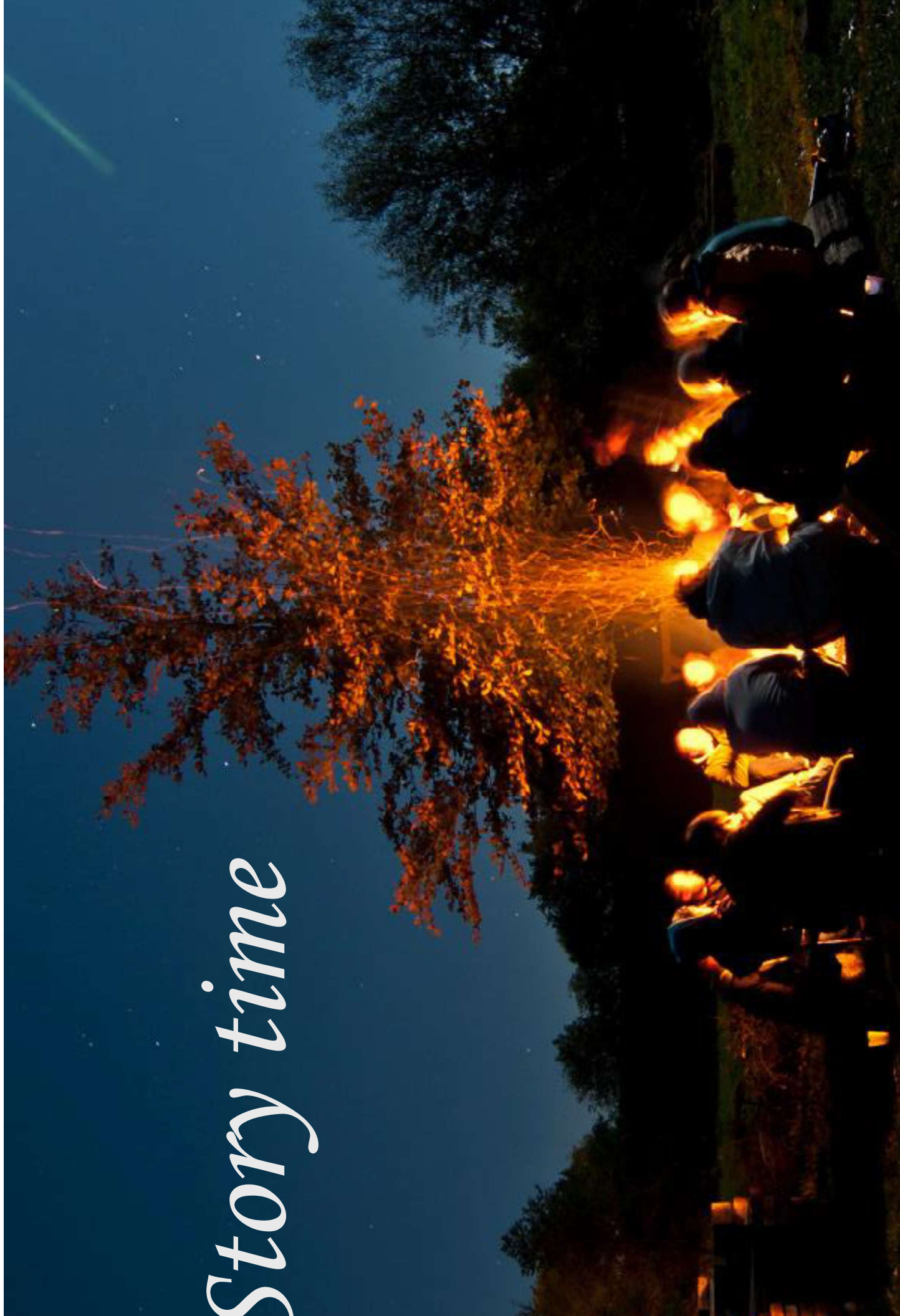
**WHAT I WISH I KNEW 10 YEARS AGO**

MAY 30, 2025

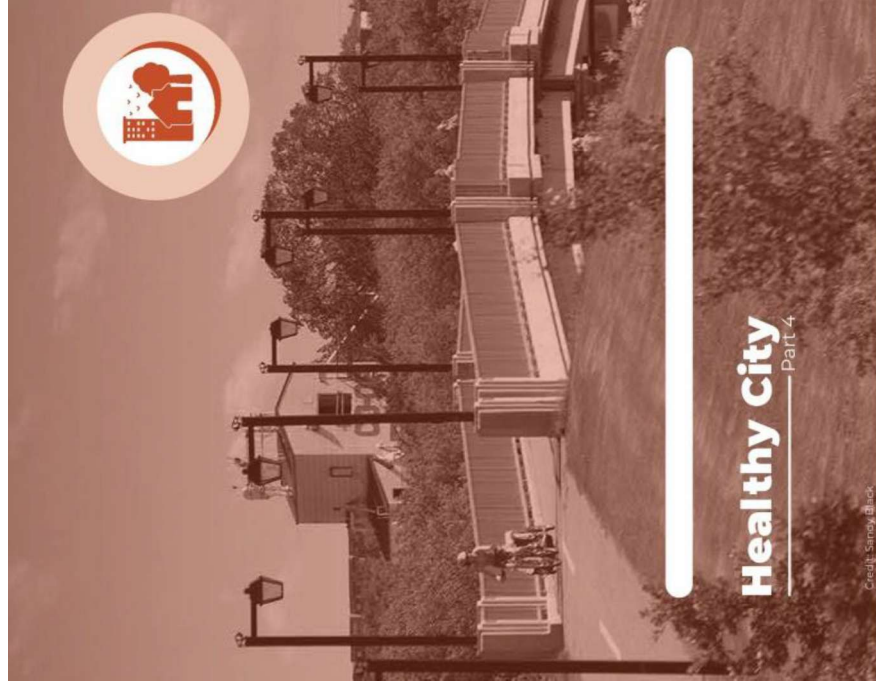
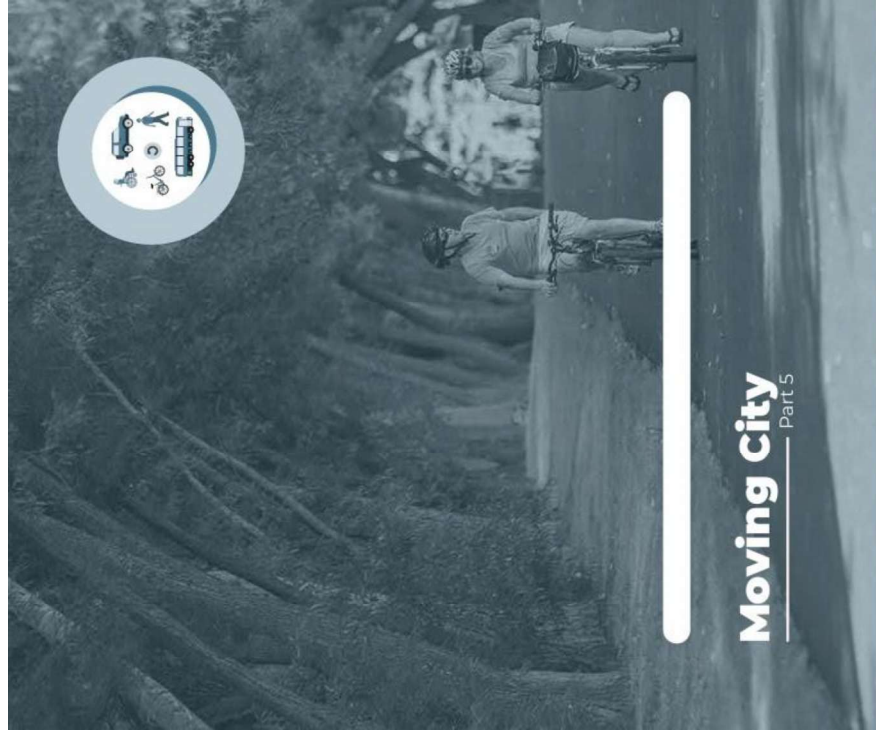
**Urban CITIES FORUM**



# *Story time*



**#1** NOBODY GIVES A DAMN ABOUT YOUR MASTERPLAN... UNLESS YOU CAN SELL IT.



#2

CITIES AREN'T DESIGNED IN  
AUTOCAD...THEY'RE NEGOTIATED IN CAFES  
CORRIDORS AND 11PM WHATSAPPS



**SUSTAINABILITY IS NOT A GREEN  
ROOF AND A BIKE LANE. IT'S A DAMN  
WAR AGAINST LAZY DECISIONS.**

**#3**

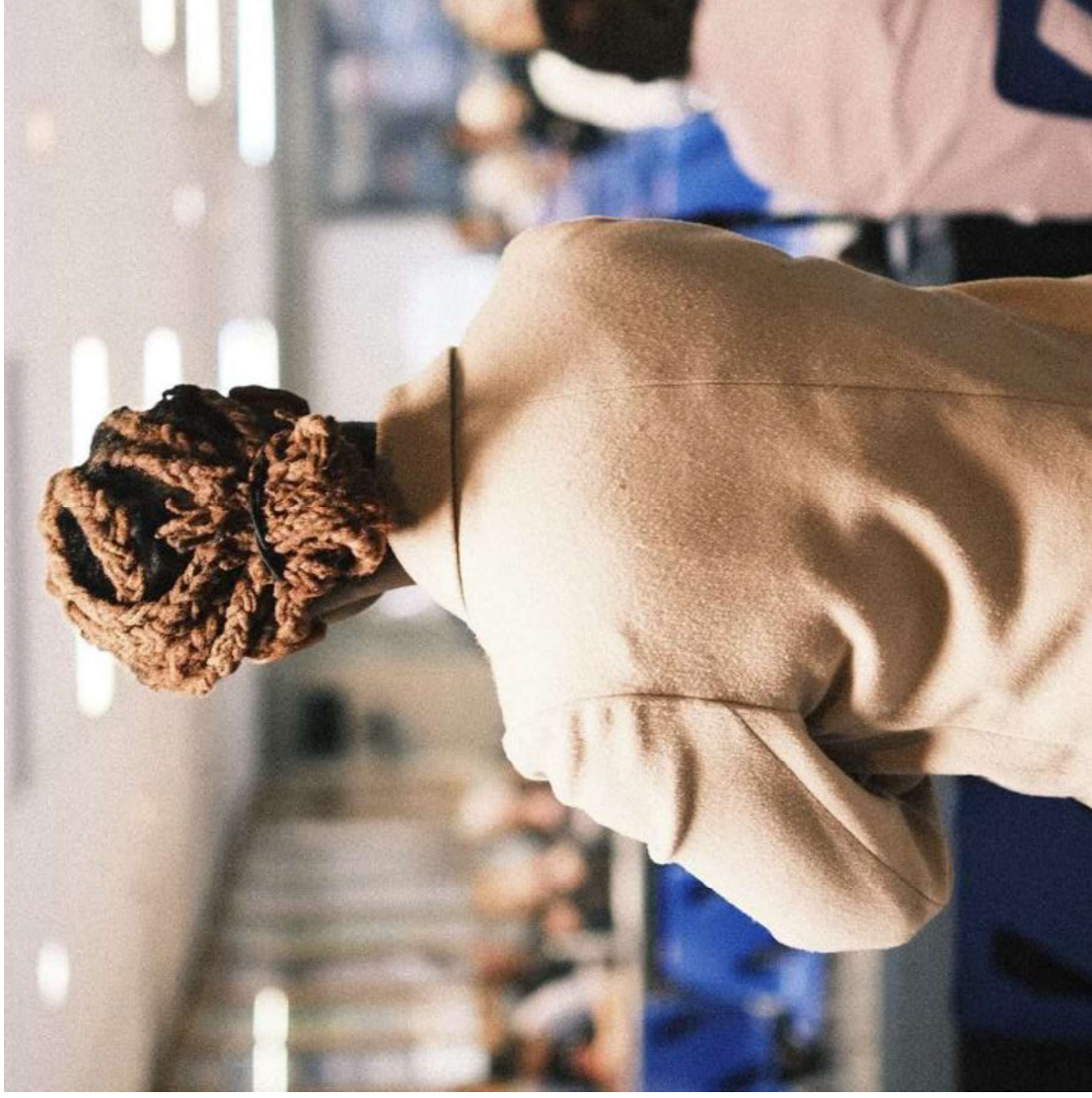


**Sustainability is every small unpopular hell decision prioritizes long over easy work you're not swearing arguing occasional swearing up your breath, you not doing it**

#4

URBAN PLANNING WILL BREAK YOUR HEART. DO IT ANYWAY.

# City Plan





#5

I DIDN'T NEED ANOTHER BOOK. I  
NEEDED A MENTOR



**#6**  
STOP TRYING TO PLEASE EVERYONE.  
THAT'S HOW CITIES BECOME  
MEDIocre.

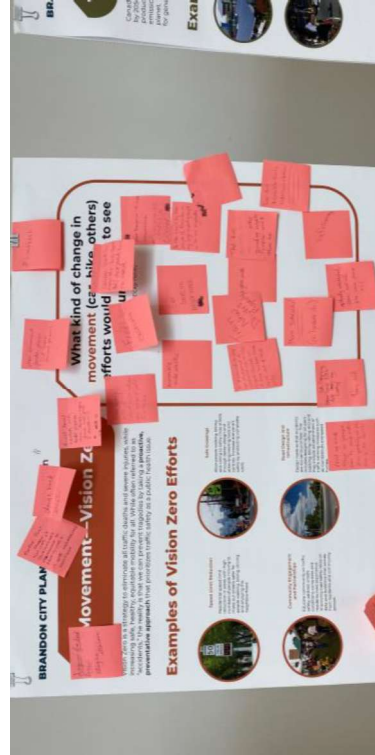
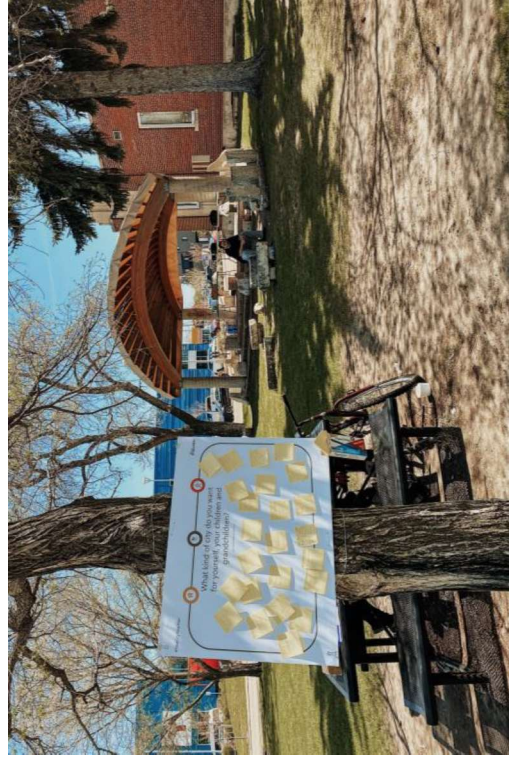
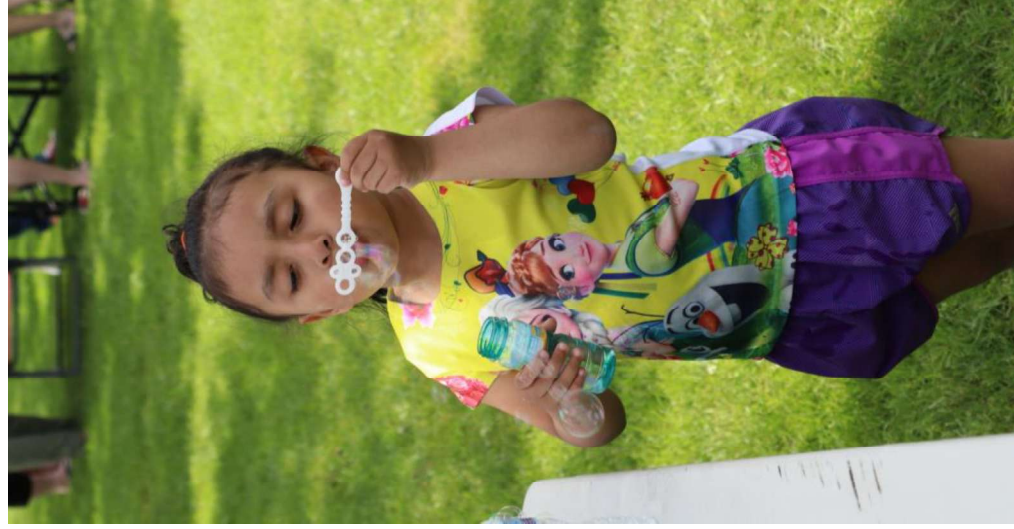


#7

BURNOUT ISN'T A BADGE OF HONOR.  
IT'S A F\*ING WARNING SIGN



**#8** COMMUNITY PARTICIPATION ISN'T PUTTING STICKY NOTES ON A WALL. IT'S LISTENING WHEN IT'S UNCOMFORTABLE.

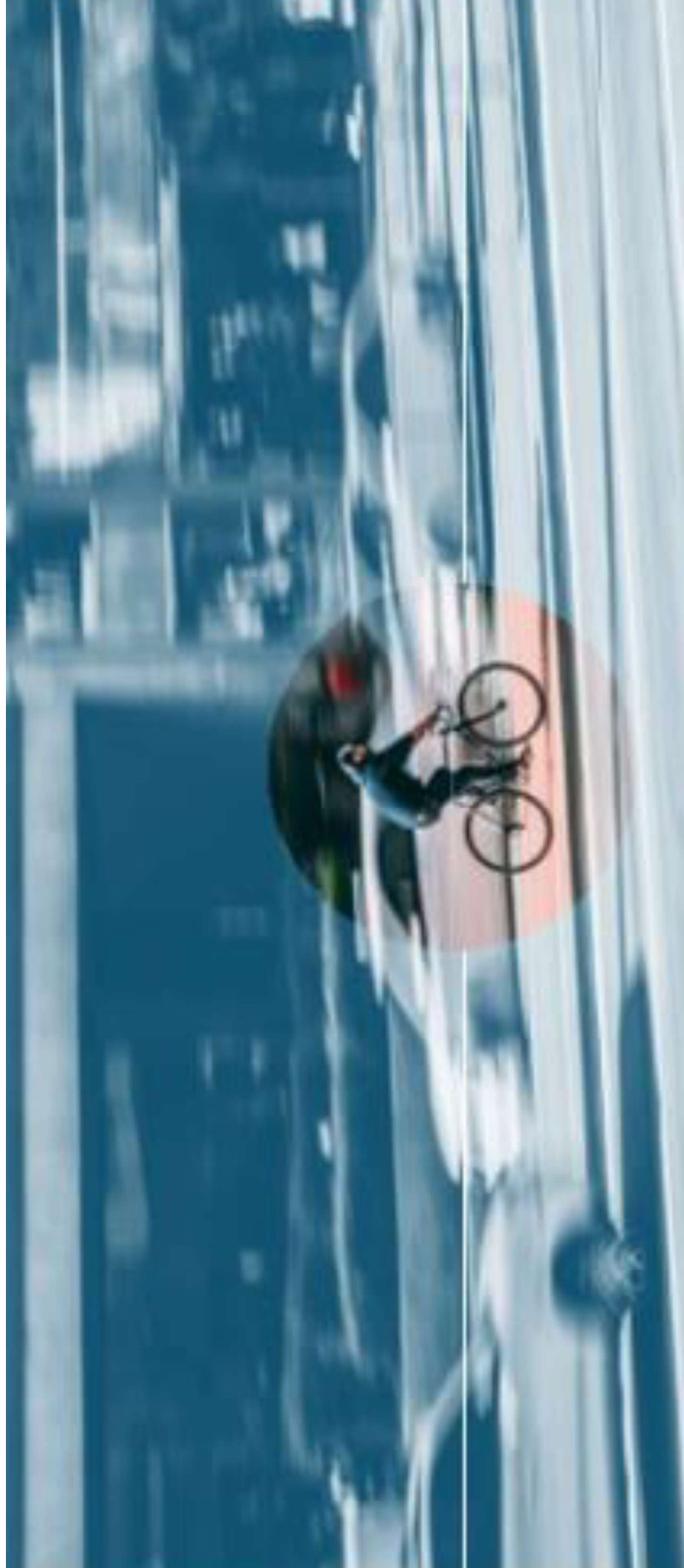


**#9**

**IF YOU WANT CREDIT, BECOME AN  
INFLUENCER. IF YOU WANT IMPACT,  
GET COMFORTABLE BEING INVISIBLE.**



**#10** URBAN PLANNING DOESN'T NEED MORE  
GENIUSES. IT NEEDS FEWER COWARDS.



*Story time... your turn*

