

# Building with Authenticity Workshop

How to Create Places That Matter—And Perform



## Overview

This workshop introduces the transformational principles of Xsense Authentic Places—a framework that helps planners, architects, city officials, and developers build communities, destinations, and buildings rooted in the soul of the local. Rather than replicating styles from somewhere else, you'll learn how to uncover what is authentic, abundant, and alive in your place—and how that becomes the foundation for real estate that performs financially and emotionally for generations to come.

This is a powerful, inspiring, and practical experience for anyone ready to leave behind copy/paste development and create real places for real people.

## What You'll Learn

- Why most real estate feels fake—and how to avoid the trap
- How to uncover the authentic DNA of a place (materials, stories, traditions)
- How to build communities and destinations that evoke meaning, memory, and belonging
- Tools for cultural research and placemaking from the Xsense methodology
- How to align authenticity with sustainability, wellness, and ROI
- Why local-rooted design leads to long-term emotional and economic value

## Format & Delivery

- Available: In-person or virtual
- Length: Half-day to multi-day formats
- Includes: Visual examples, case studies, hands-on tools
- Optional: On-site immersions and custom project consultation

## Who This Is For

- Community and city planners
- Architects, designers, and landscape architects
- Hotel, resort, and wellness developers
- Real estate investors and landowners
- Cultural institutions and tourism professionals



### About the Facilitator: Uta Birkmayer

Uta Birkmayer is the founder of Xsense Authentic Places, a global initiative to bring cultural richness, sustainability, and soul back into how we design and develop places. With over 30 years of experience in international hospitality, development, and placemaking strategy, she blends anthropology, business, and wellness thinking into a powerful, practical methodology. A graduate of Cornell University, Uta has consulted on projects across Europe, Asia, and the Americas—helping people, companies, and communities build with integrity and inspiration.

### Remuneration

Uta offers flexible pricing tailored to the scope, audience, and format of your event. Proposals are customized to meet your goals and budget—please reach out to explore options that work best for your organization or project.

### Let's Build Something Real

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