PLACE IT! founder James Rojas holds an MA in City Planning and an MS in Architecture Studies from MIT. He works as a city and transportation planner, and is the founder of the Latino Urban Forum, a non-profit dedicated to increasing awareness of planning and design issues facing low-income Latinos. He has written and lectured extensively about how culture and immigration are transforming the American front yard and landscape, and, through Place It!, has organized an impressive number of on-site model installations and interactive workshops.

PLACE IT! is a design-based urban planning initiative developed by urban planner James Rojas that uses model-building workshops and on-site interactive models to help engage the public in the planning and design process. Participants are able to translate conceptual planning ideas into physical forms, and learn about the value of planning and design in shaping how we live.