

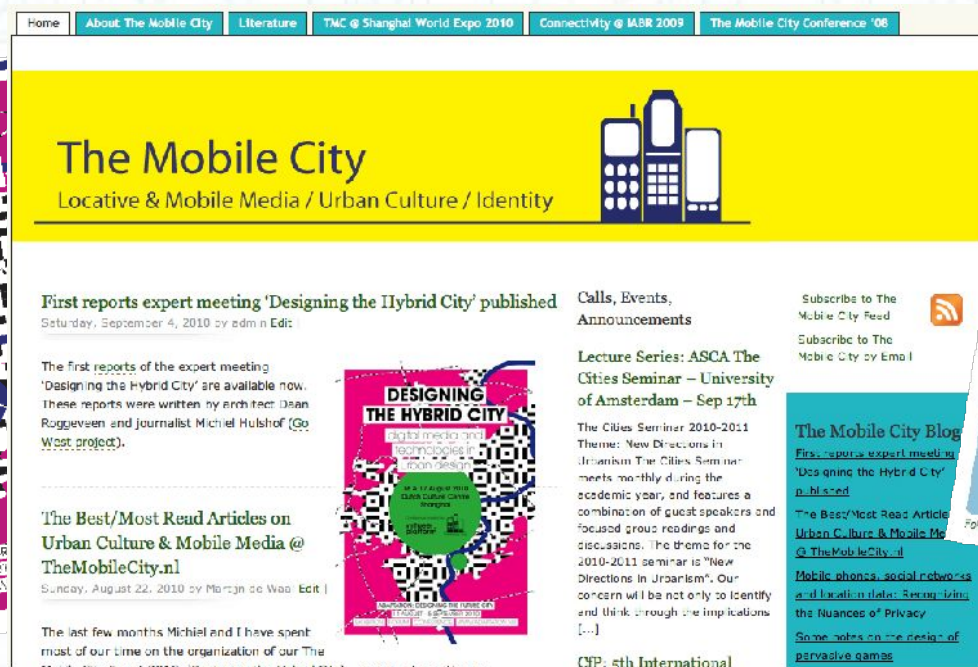
The Hybrid City

About The Mobile City | www.themobilecity.nl

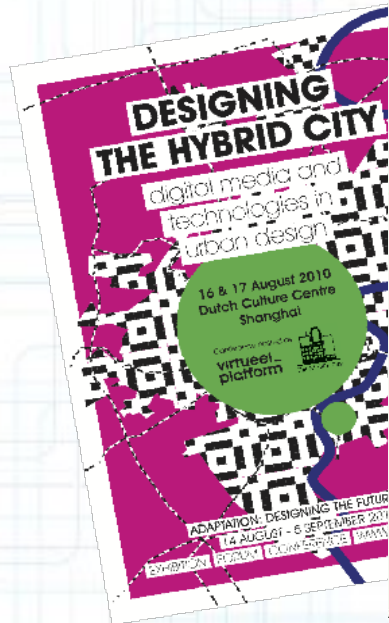
Events

Weblog & research

Network



The screenshot shows the homepage of 'The Mobile City' website. The navigation bar includes links for Home, About The Mobile City, Literature, TMC @ Shanghai World Expo 2010, Connectivity @ MBR 2009, and The Mobile City Conference '08. The main header features the title 'The Mobile City' and the subtitle 'Locative & Mobile Media / Urban Culture / Identity' next to an icon of three mobile phones. The content area is divided into three columns: 1. 'First reports expert meeting 'Designing the Hybrid City' published' with a date of Saturday, September 4, 2010. 2. 'Calls, Events, Announcements' featuring a 'Lecture Series: ASCA The Cities Seminar - University of Amsterdam - Sep 17th'. 3. 'Subscribe to The Mobile City Feed' and 'Subscribe to The Mobile City by Email'. A central section titled 'The Mobile City Blog' lists 'First reports expert meeting 'Designing the Hybrid City' published' and 'The Best/Most Read Article Urban Culture & Mobile Media @ TheMobileCity.nl'. A sidebar on the left contains a 'virtuelplatform' logo and 'ADAPTION: DESIGNING THE FUTURE' exhibition information. A small thumbnail of the 'DESIGNING THE HYBRID CITY' book cover is also visible.



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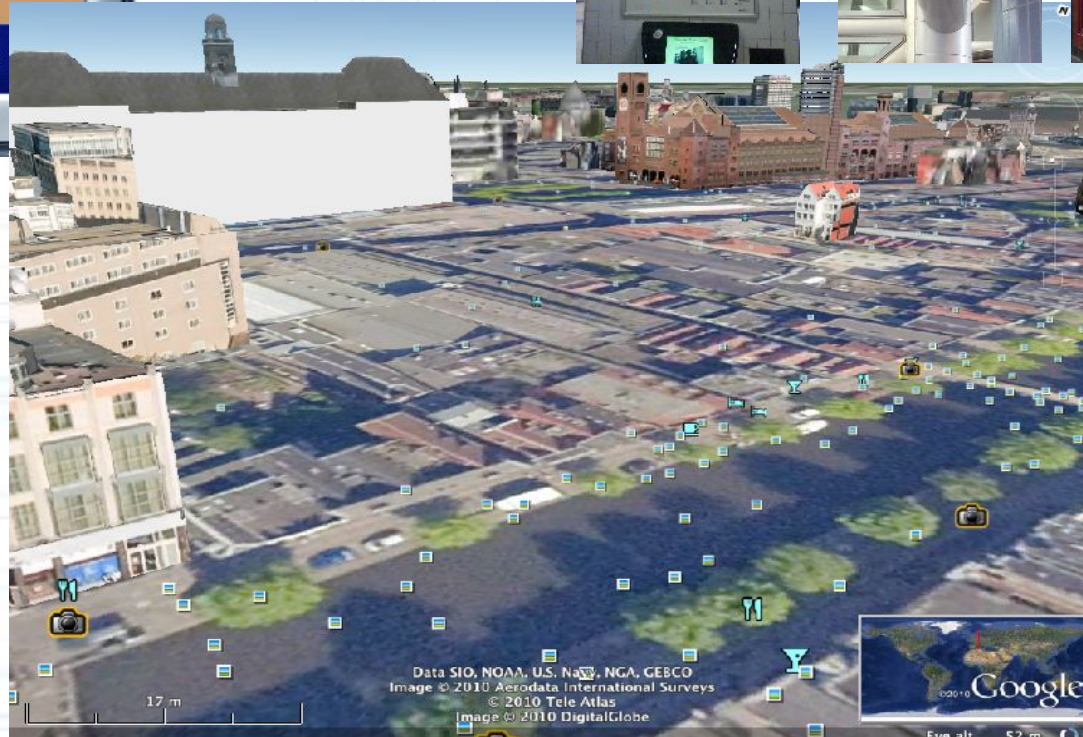
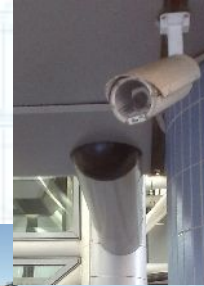
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1. The city becomes a 'hybrid city'.
2. What does this mean for urban design?



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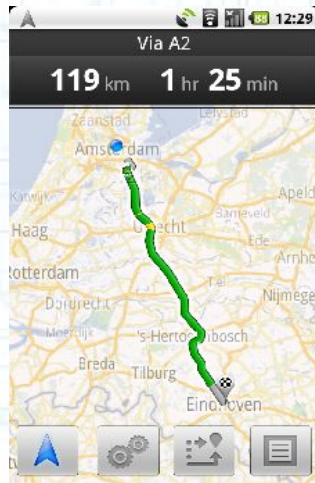
New technologies enter the city



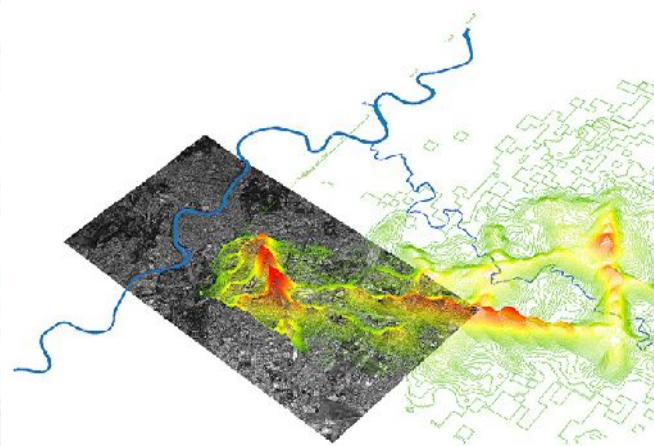
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wayfinding



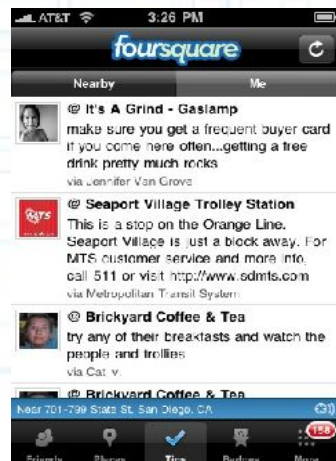
sensing and visualization



annotation



social networking



pervasive play



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‘Hybrid city’ not just technological but social

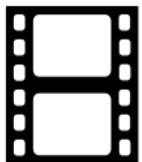
Changes in urban domains:

1. living
2. working
3. traveling
4. leisure
5. meeting



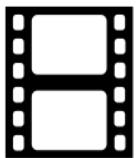
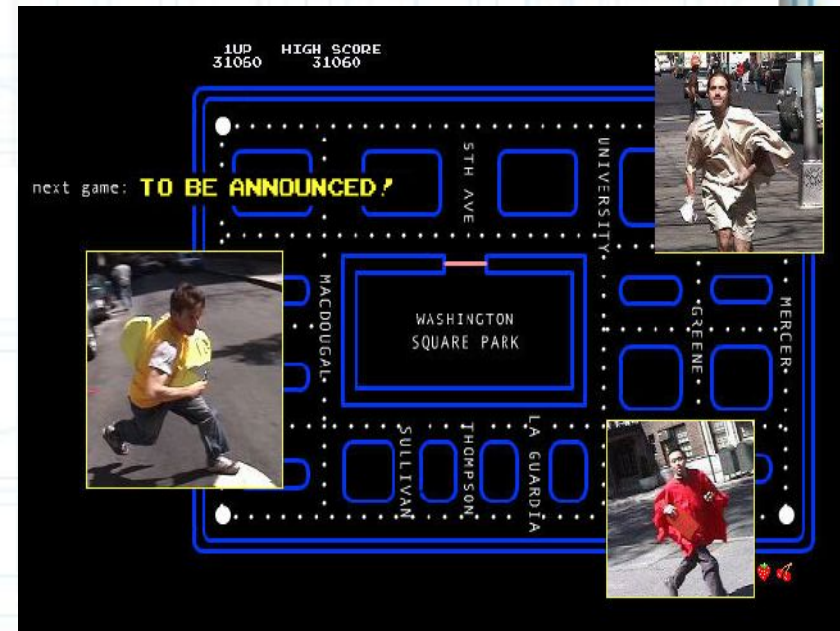
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2. What is 'working'?



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4. What is 'leisure'?



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3. What is 'traveling'?

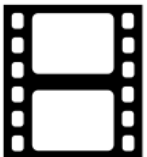


£96,000 Merc written off as satnav leads woman astray

Last updated at 20:37pm on 16.03.07

[Add your view](#)

This is what happened to a driver who put her faith in her satellite navigation system – she ended up in deep water. The £96,000 Mercedes sports car was swept away in a swollen river and the motorist had to be rescued as it sank.



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5. What is 'meeting'?

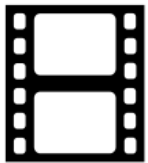


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What does this mean for urban designers?

Possible attitudes:

1. ignore
2. embrace
3. critical engagement



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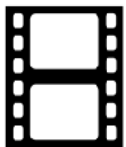
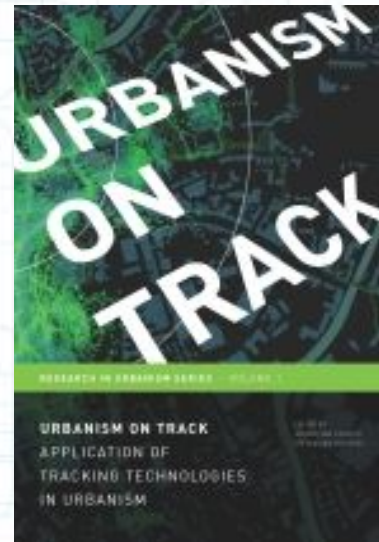
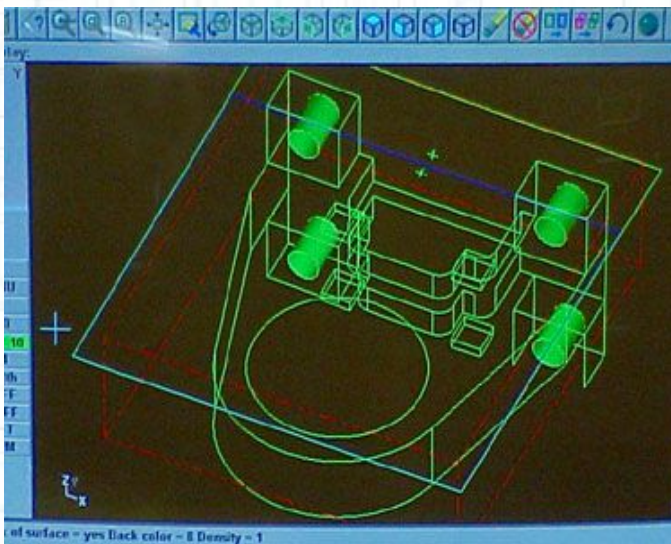
Relation urban design – new media

1. designing with new media
2. designing for new media
3. designing urban culture at large with new media
4. using spatial expertise in media design



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1. Design with new media



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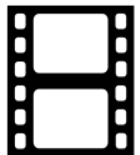
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2. Design for new media



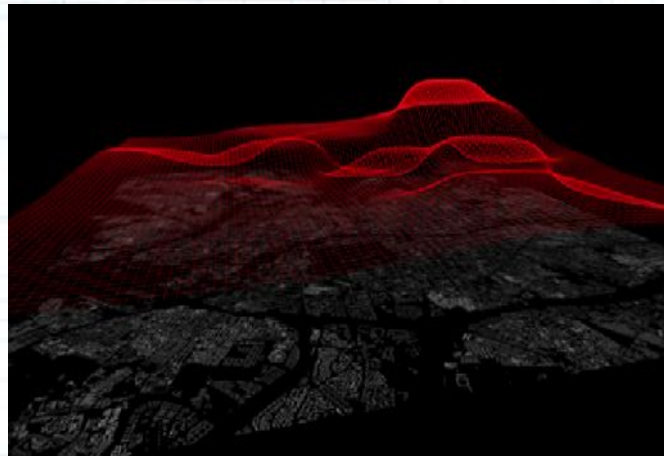
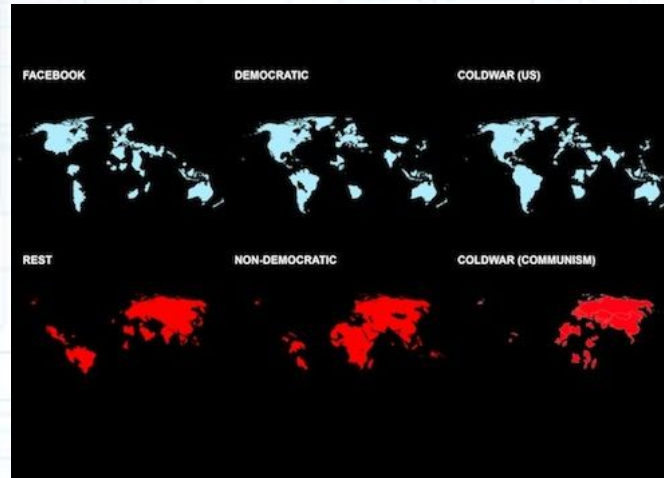
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3. Designing urban culture with new media



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4. Using spatial expertise in media design



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What kind of city do we want?

- optimizing uses and services?
- safer cities?
- play experiences?
- meeting strangers and encountering differences?
- new types of sustainability?



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Thanks!

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