New Century Cities: Creating Value through Urban Design and Placemaking

Session 2
MIT/Dennis Frenchman and Susanne Seitinger
Course Updates

Readings
Managing the Discussions
Research Agendas
Timetable for Papers/Projects
Date for Final Session: Nov.24?
Interest in a Tour of Stata

...
A. Layering Technology in space

- Themes and dimensions
- The shape of digital space – “permeability”

B. Precedents and prototypes

- Shopping place: Newbury Street
- Event place: Lyons Festival of lights
- Education place: Sapiens
- Central Place: one north Singapore
- Central place: Seoul DMS
- Entertainment place: The Ride
Layering Technologies in Space

From Dennis Frenchman: *Digital Media Street Elements and Guidelines*, Seoul Development Institute, 1/04
Themes

1. Maintenance / sensing
2. Movement
3. Place information
4. Selling and buying
5. Meetings
6. Magic / event places

Dimensions

- **Street level:** connected to physical objects, places, public display devices and sensing
- **Personal level:** communicating and information containing devices
- **Cyber level:** meta sources of aggregated data, monitoring, programming that support the street and available to its users.

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1. Maintenance /Sensing

- **Street cleaning and disposal;**
- **Street lighting and sound;**
- **Utility network monitoring.**
- **Street sensing and surveillance.**
Pervasive surveillance

A Wireless Network of Sensors Scanning the Environment

PERSONAL - Hand-held Field Support
2. Movement

- Traffic management
  (pavement markings; signs; stop lights)

- Emergencies

- Transit stops

- Parking management

- Communication with “smart vehicles”

- Way-finding
  (GPS; address identification)
3. Place Information

- Location specific information
- Stories and interpretation
- Maps and orientation
- Portals to other times other places
4. Selling and buying

- Programmable signs and advertising
- Thin shops
- Customer sensing
- Ubiquitous points of sale [no check-out]
- Advanced Vending (you name it)
Wireless E-Banking .......... Infrared Membership Confirmation

Welcome, Mike!
TODAY'S SPECIAL FOR YOU
enjoy a free
Hagen Das Ice Cream

MIT/Frenchman, Geng 1/04
5. Meetings

- Ubiquitous computing and wireless access
- Social links / Business links / Community links
- Places to meet or congregate that support digital access
- Extended working space
- Distributed conference center
- “smart threshold” -- “guarded” interface
Sensors and a voice recognition system outside and inside the digitally enhanced threshold indicate a person's approach and identity.
6. Magic / Event places

- Street “clothes” (lights, decorations)

- Coordinated media dimensions of “movement”, “place”, and “transaction” create event setting and mood

- Artistic expression or political statement
The shape of digital space
How do elements combine to affect the physical design of a place? How is it different from a conventional place?

- New media blurs the line between public and private realms.
- Aspects of one realm can be found deep within the other.
- Most implications at edge conditions, like streets or districts.
- Deconstructing edges between activities, replacing them with more complex, “permeable” forms.
Deconstructing the edge
The permeable realm

**Private realm:**
content/production; access controlled by tenant/owner

**Public realm:**
movement/connection; access free but sensed, "hyper-public"

**Permeable realm:**
interaction/transaction; access by mutual consent between provider and user;
Discussion Questions

Who has examples of new technologies in public space? What is the potential for more? What does it mean when they interconnect?

Will media reinvigorate and expand the public realm? Do successful public places have media associated with them?

How will this layering change the dynamics of use and value in the city?