Disruptive times, balanced city

Andreas Reiter

Cities in transformation

Digitalization

Climate change

Structural change (e.g. Retail, Overtourism)

Covid-19 as accelorator
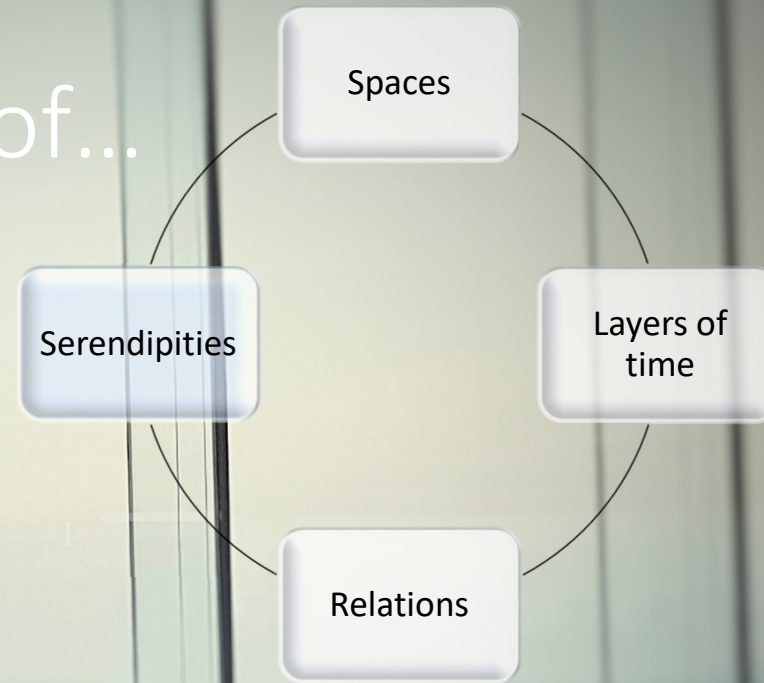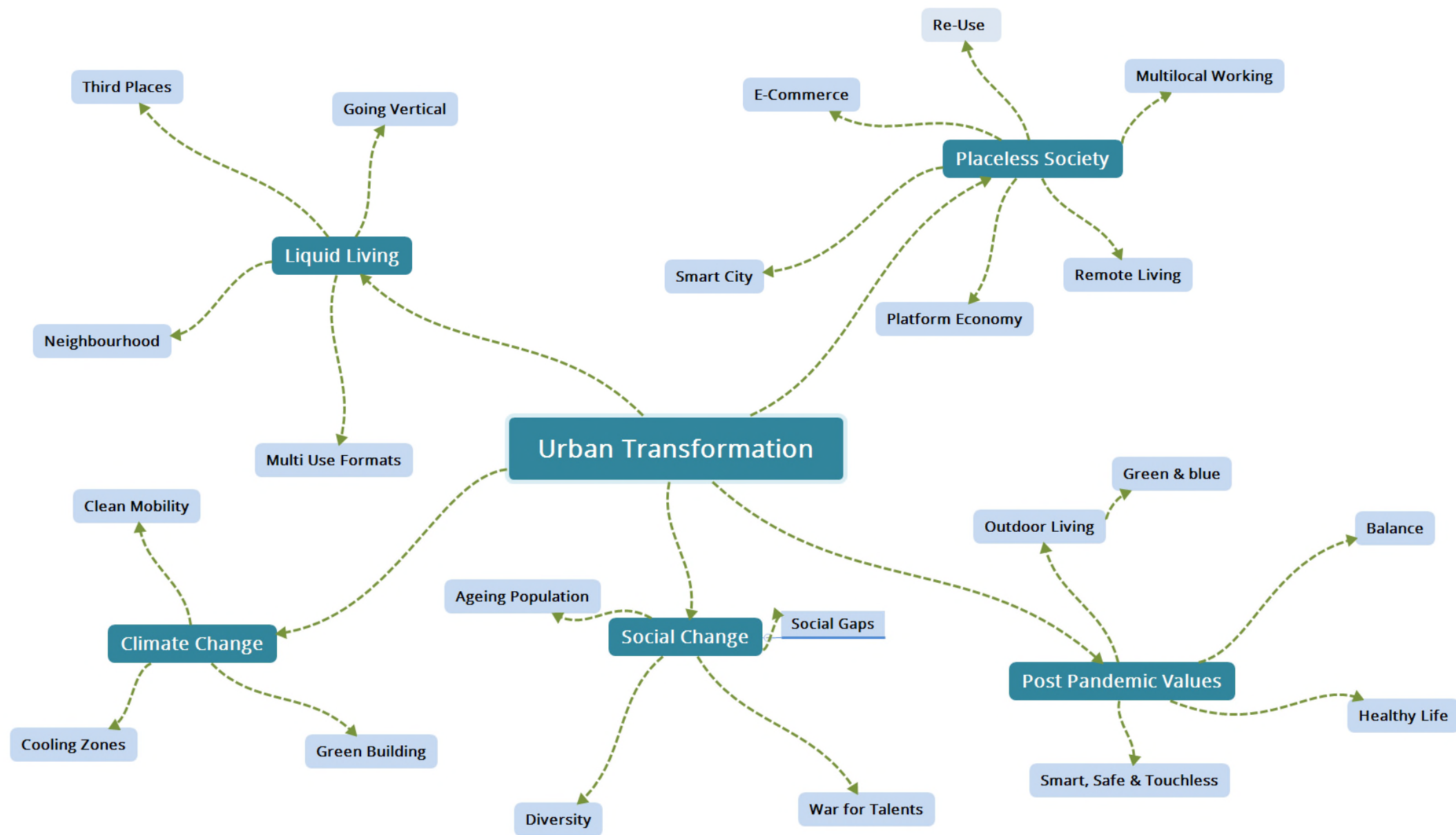
Framework: Values of European Cities
(in contrast to High Speed Urbanism)

Density

Inclusion

Diversity

Human Scale

City: Network of...

- Spaces
- Layers of time
- Relations
- Serendipities

Drivers of Change

Urban Transformation

- **Liquid Living**
  - Third Places
  - Going Vertical
  - Neighbourhood
  - Multi Use Formats

- **Placeless Society**
  - Re-Use
  - Multilocal Working
  - E-Commerce
  - Smart City
  - Platform Economy
  - Remote Living

- **Climate Change**
  - Clean Mobility
  - Cooling Zones
  - Green Building

- **Social Change**
  - Ageing Population
  - Social Gaps
  - Diversity
  - War for Talents

- **Post Pandemic Values**
  - Outdoor Living
    - Green & blue
  - Balance
  - Healthy Life
  - Smart, Safe & Touchless

Digital transformation is changing urban display & visitor flow

Virtualisation

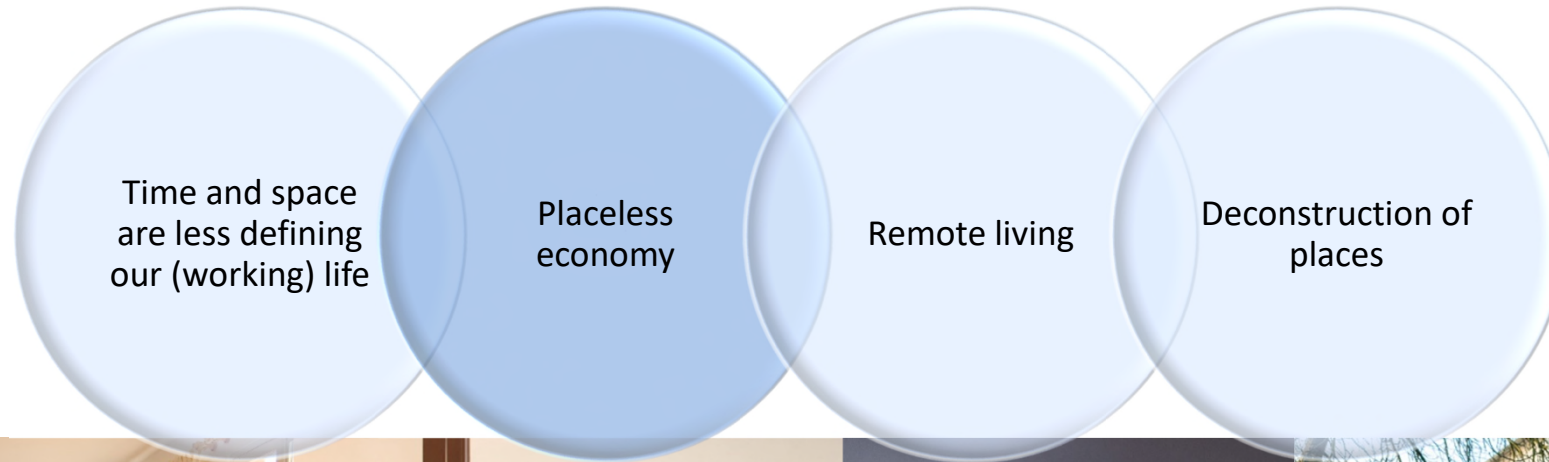(retail, services etc.)

Platform economy

Market places of tomorrow

Blended living

Remote / multilocal working / virtual social behaviour

(beyond Covid-19)

Descending inner-city frequency

Anytime, anywhere

Time and space are less defining our (working) life

Placeless economy

Remote living

Deconstruction of places

©Sun Desk, Agadir

Credit ©Coconat/TMB Steffen Lehmann

Liquid Modernity

Physical & Virtual Reality

Urban & Rural Areas

Bricks & Clicks

Producer & User

Work & Leisure

Hybrid world,
liquid formats

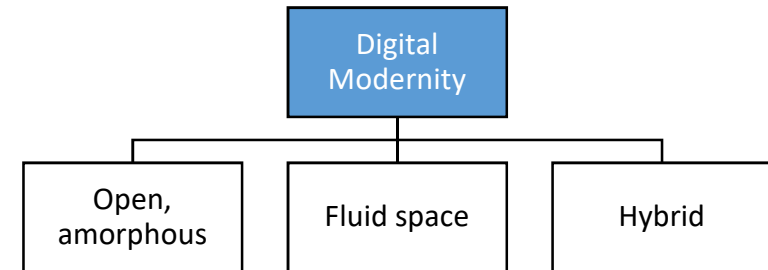The digital modernity has got a weakness for hybrids. „Time, space and functions can not be defined any more."
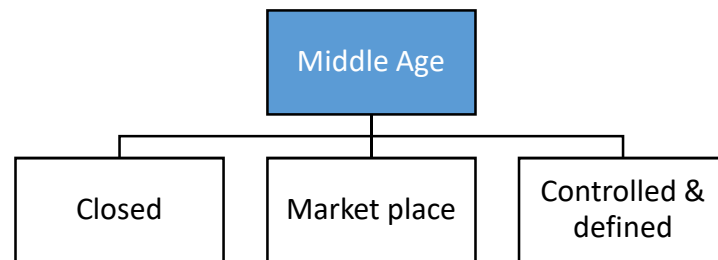
(Hanno Rauterberg)

©Daria Scagliola and Stijn Brakkee

Foto ©Twenty Two, London

Open City

Middle Age
- Closed
- Market place
- Controlled & defined

Digital Modernity
- Open, amorphous
- Fluid space
- Hybrid

Urban future

Interdependency
Space ⇔ Place

Meaningful places

You can scale spaces, but not (identifying) places

Increasing importance of Third Places

(post Covid)

Social rituals

Emotional & cognitive transfers

©Time Out Market Lisboa

Experience Economy

Liquid identities

Immersive experiences

Reproduction of „memory effects" and „continuities"

Cultural Capital: <u>hard</u> location factor

Cities are
- Hubs for talents
- Production sites of cultural signs and symbols

Experience Economy
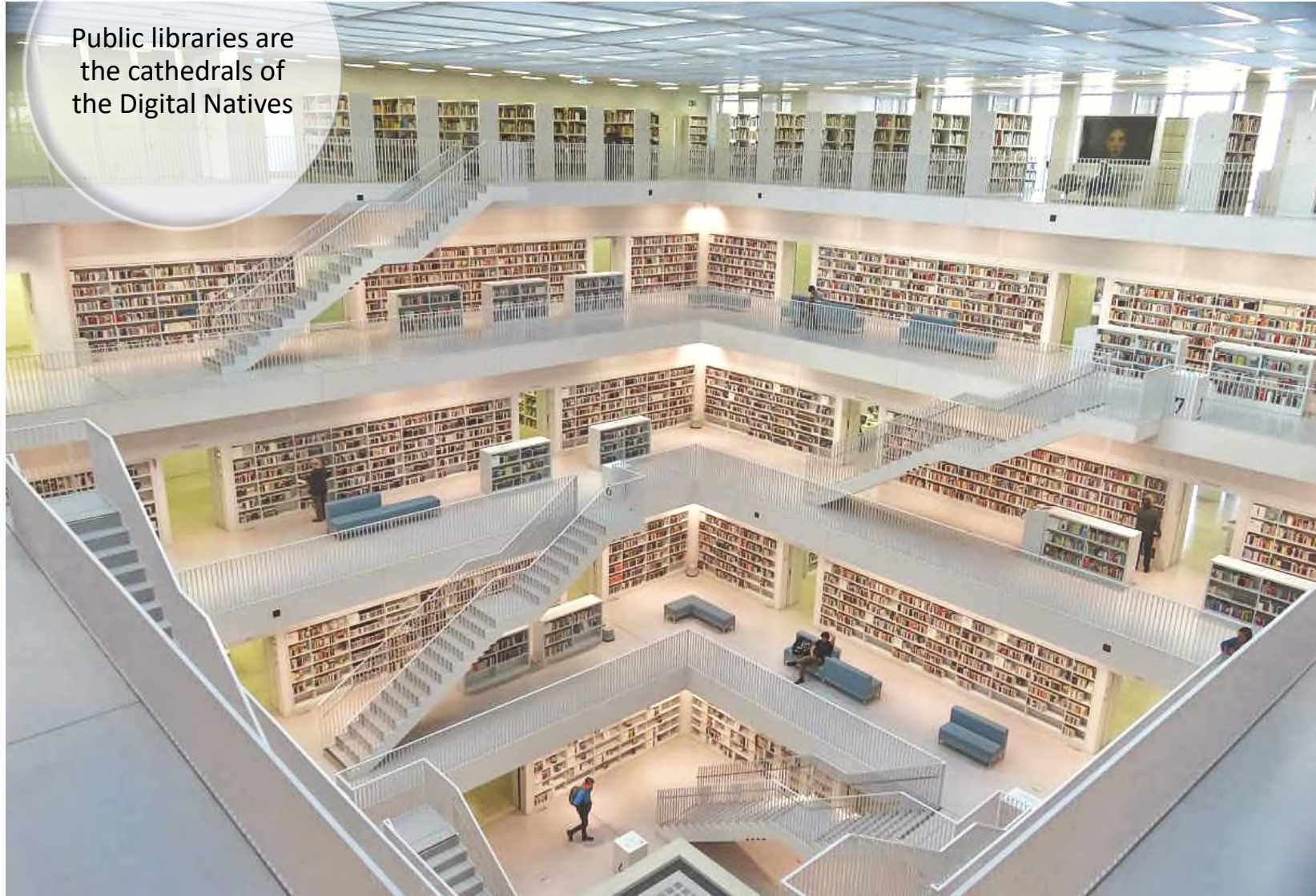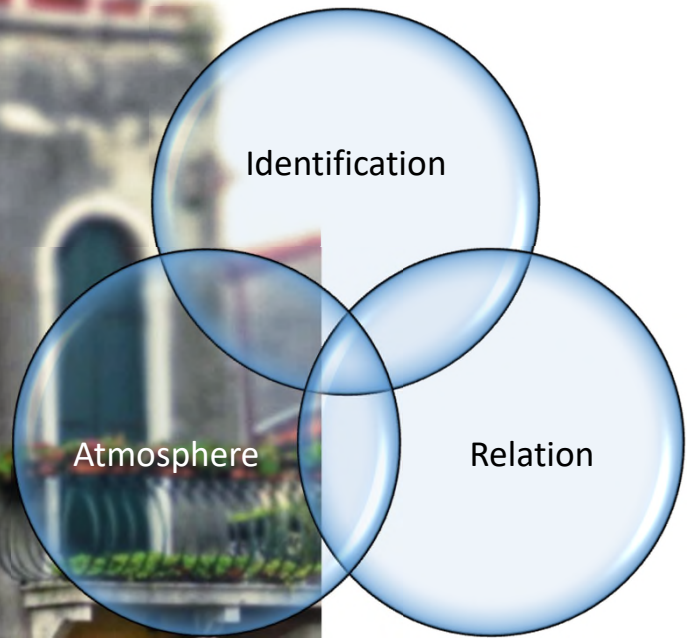- In search of narrative experiences

Aesthetical conditioning of users
- Personal fulfilment
- „Pics or it didn't happen"

A digital knowledge society develops new iconic places

Public libraries are the cathedrals of the Digital Natives

Urban places, walkable hi-stories

Identification

Atmosphere

Relation

Old Town: epicenter of emotion

Shared identity

Space for community rituals

(Christmas markets, Social Shopping etc.)

„Age of nostalgia…" Zygmunt Bauman

Retrotopia

Living ~~Museum~~

Vibrant Life # Retro Land

(Integrated development: campus, start-ups schools etc.)
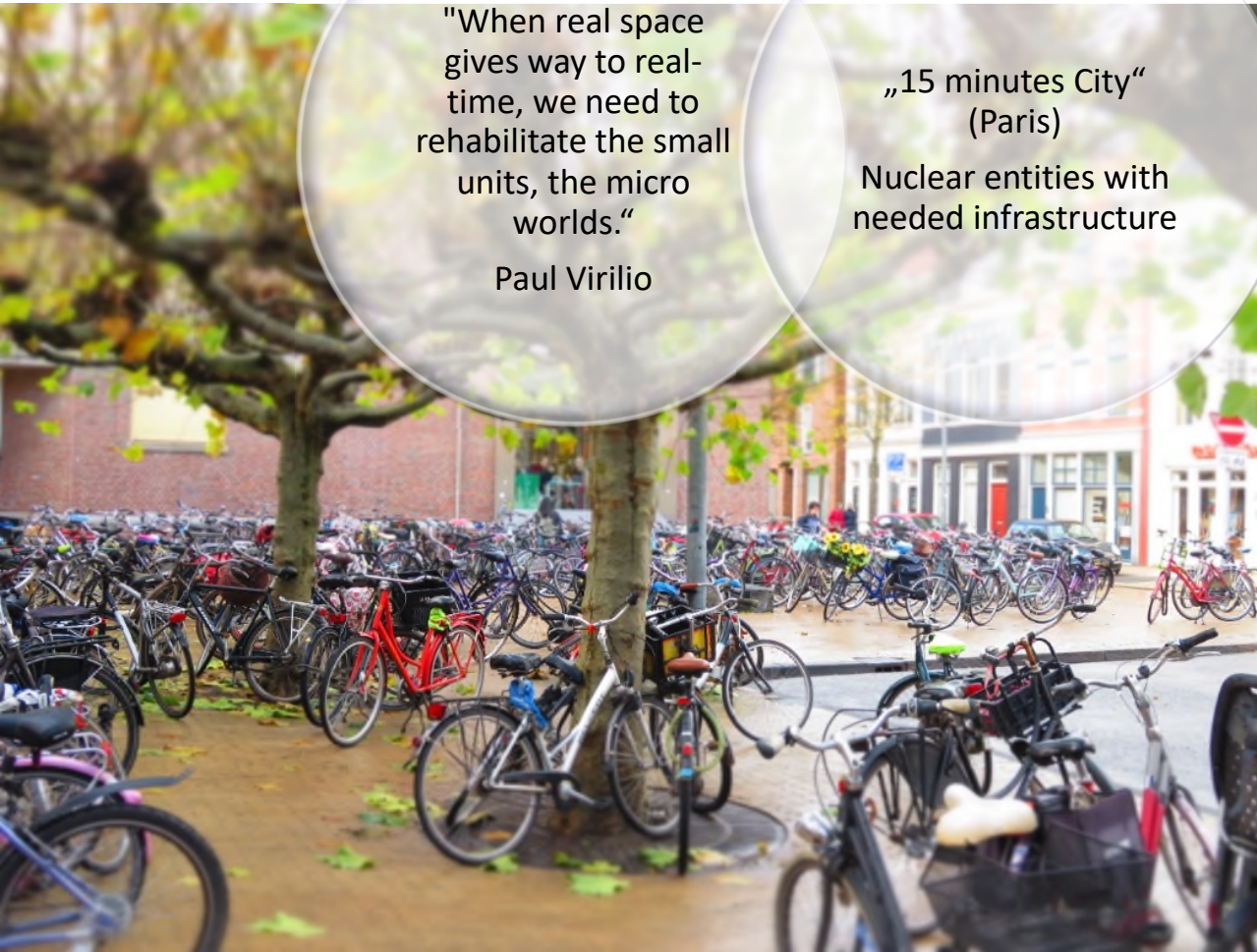
3 C's

Culture, Consumption, Communication

Renaissance of local Neighbourhood

"When real space gives way to real-time, we need to rehabilitate the small units, the micro worlds."

Paul Virilio

„15 minutes City" (Paris)

Nuclear entities with needed infrastructure

Nano Tourism: Life Seeing instead of Sight Seeing

c) Heidrun Henke / Grätzlhotel

Green Travel

©Twycer/Plastic Whale

Lesson learned from the pandemic: smart customer journey
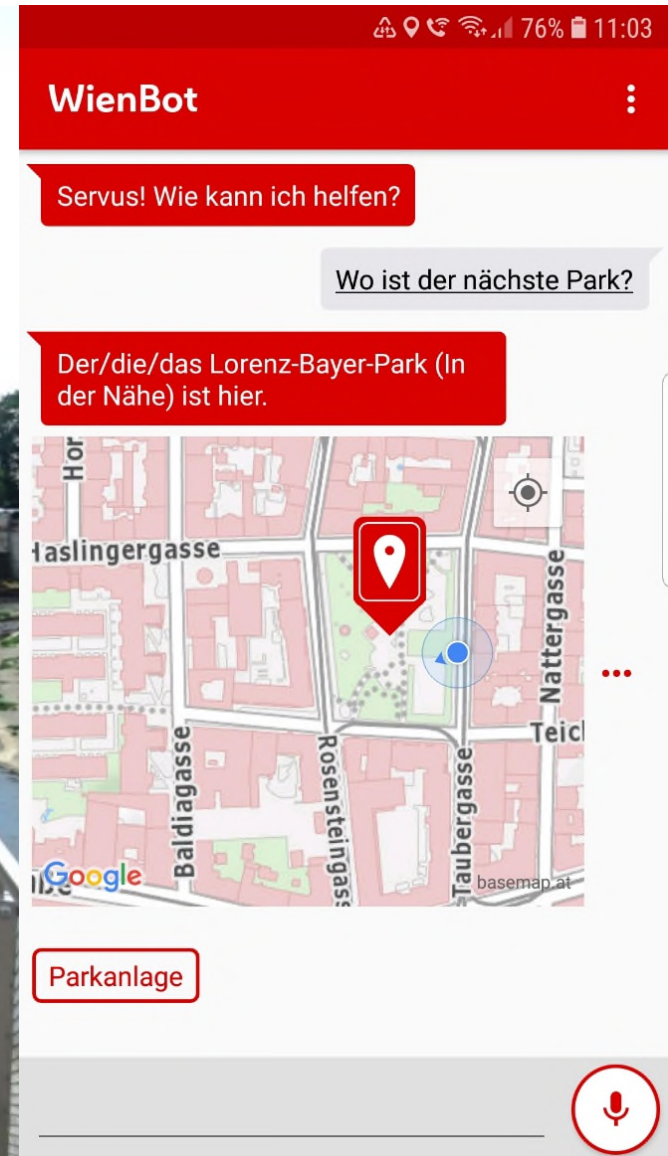
- Smart Data & limited access (first come, first serve)
- Touchless excellence (apps, sensors...)
- Predictive services (AI)
- Smart management of visitor flow (#overtourism)

Seamless user experience: physical & digital quality of stay

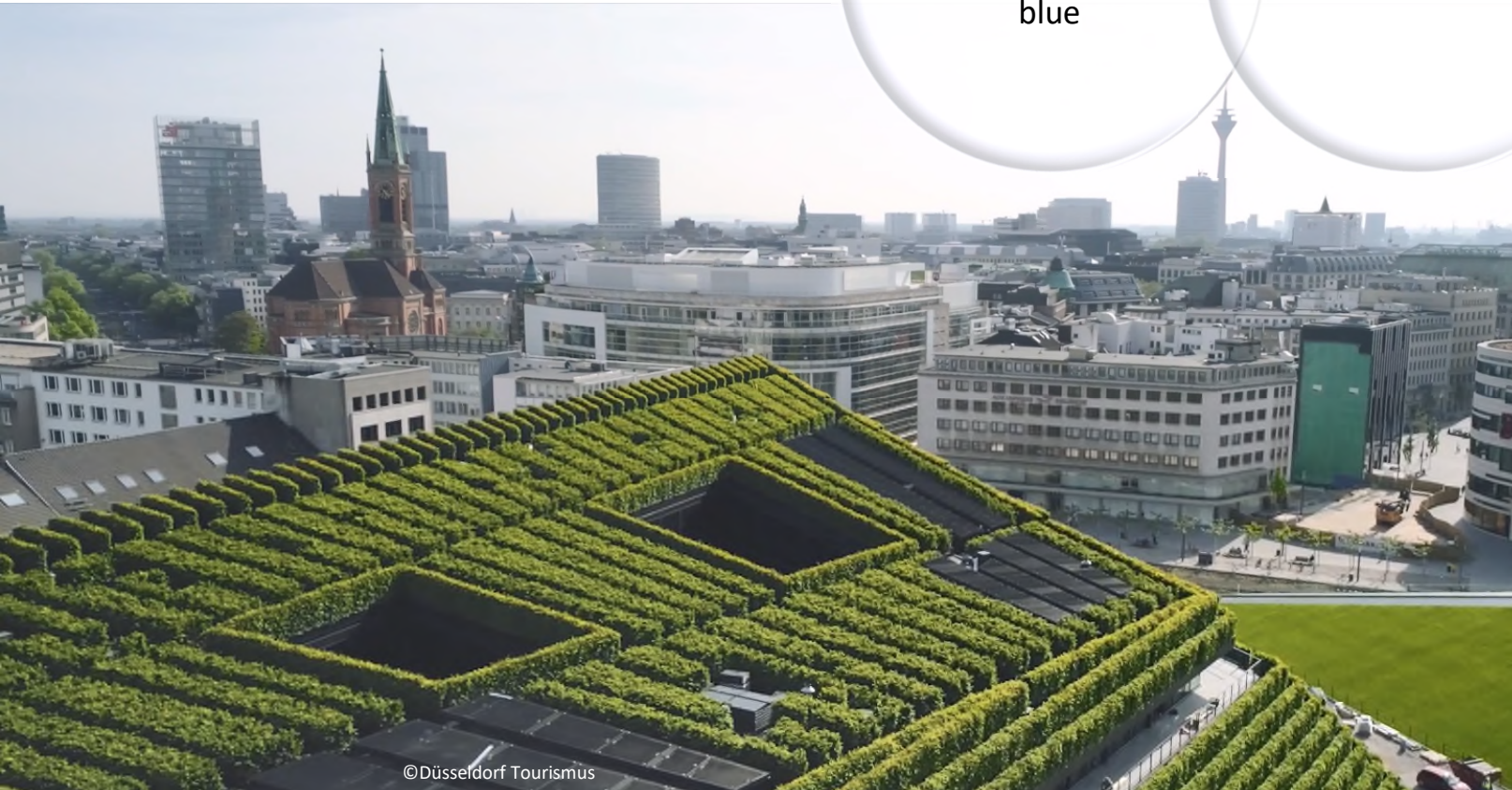# Lesson learned from the pandemic: Outdoor is the new Indoor
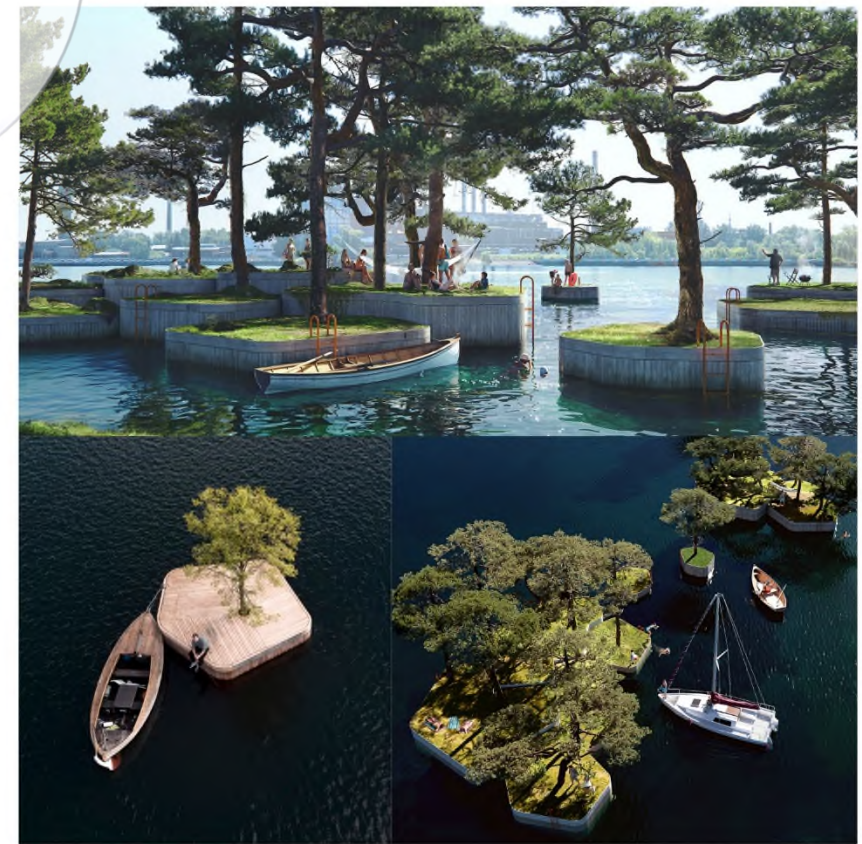
Third Nature
(pocket parks,
green zones,
cycle paths…)

Urban Resilience

Green
&
blue

Embrace
experimentation

©Düsseldorf Tourismus

©Marshall Blecher - Architect (www.marshallblecher.com) Magnus Maarbjerg from Studio
Fokstrot (www.fokstrot.dk

Balanced City

Iconic places & pop-up formats

History & future

Performance & serendipity

Analog & virtual

ztb-zukunft.com