

Platform Urbanism: Beyond Colonization and Commodification Designing the Platform Before It Designs Us

THE THEORETICAL BASICS



THE ATLAS



THE INTERVENTION

THE DIGITAL PLATFORM

platforms don't own the means of production, they create the means of connection









THE PLATFORM ECONOMY





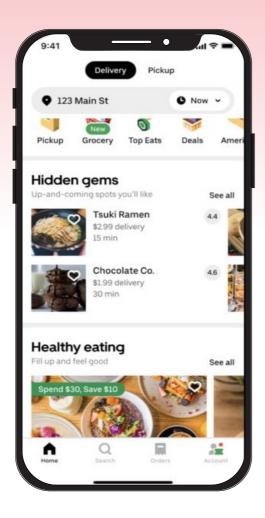


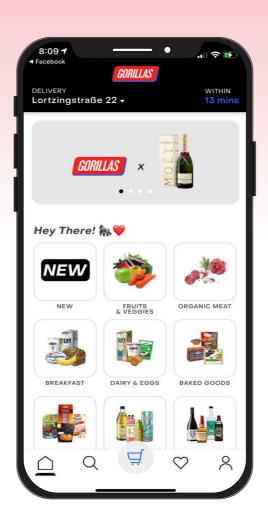


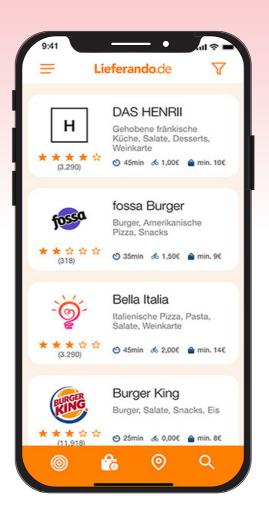


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THE GRAPHIC USER INTERFACE









HOW VIRTUAL BECOMES PHYSICAL



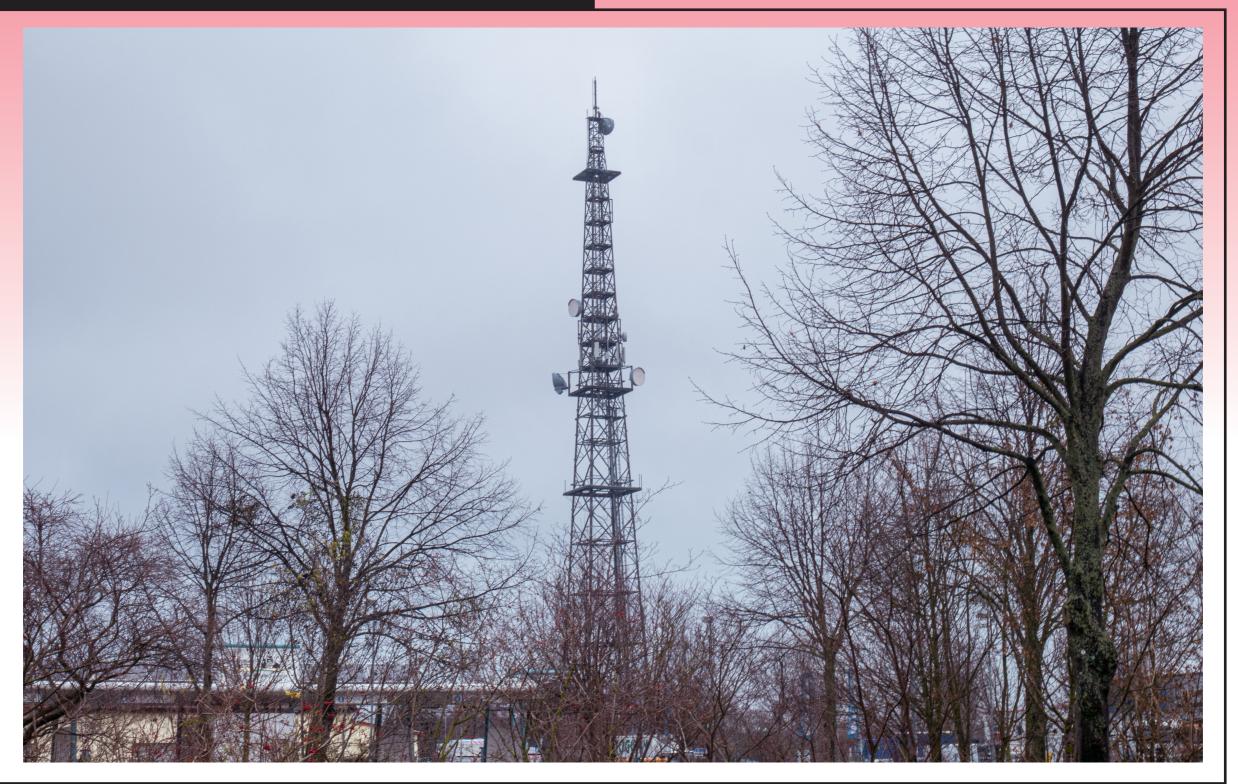
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GNSS_SATELLITES_



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TELECOMMUNICATION_INFRASTRUCTURE_



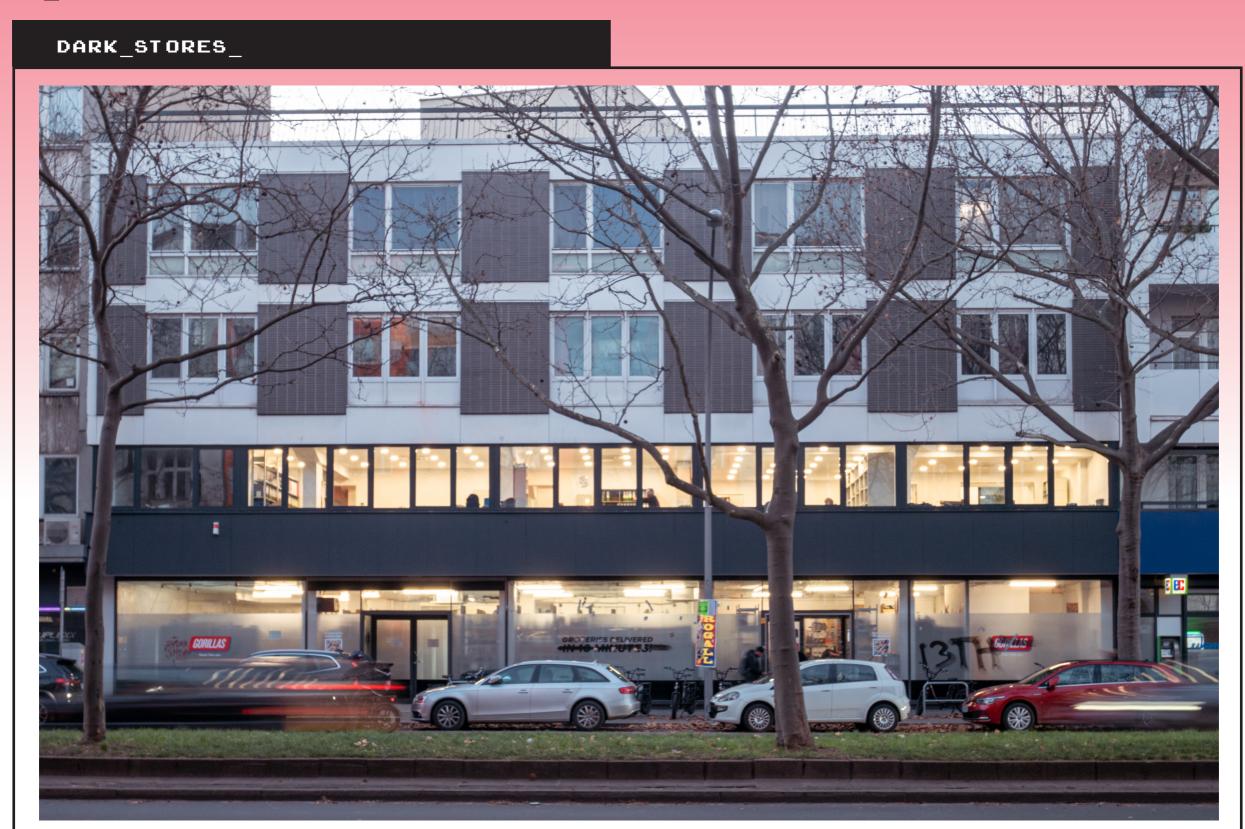
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COLOCATION_CENTRES_



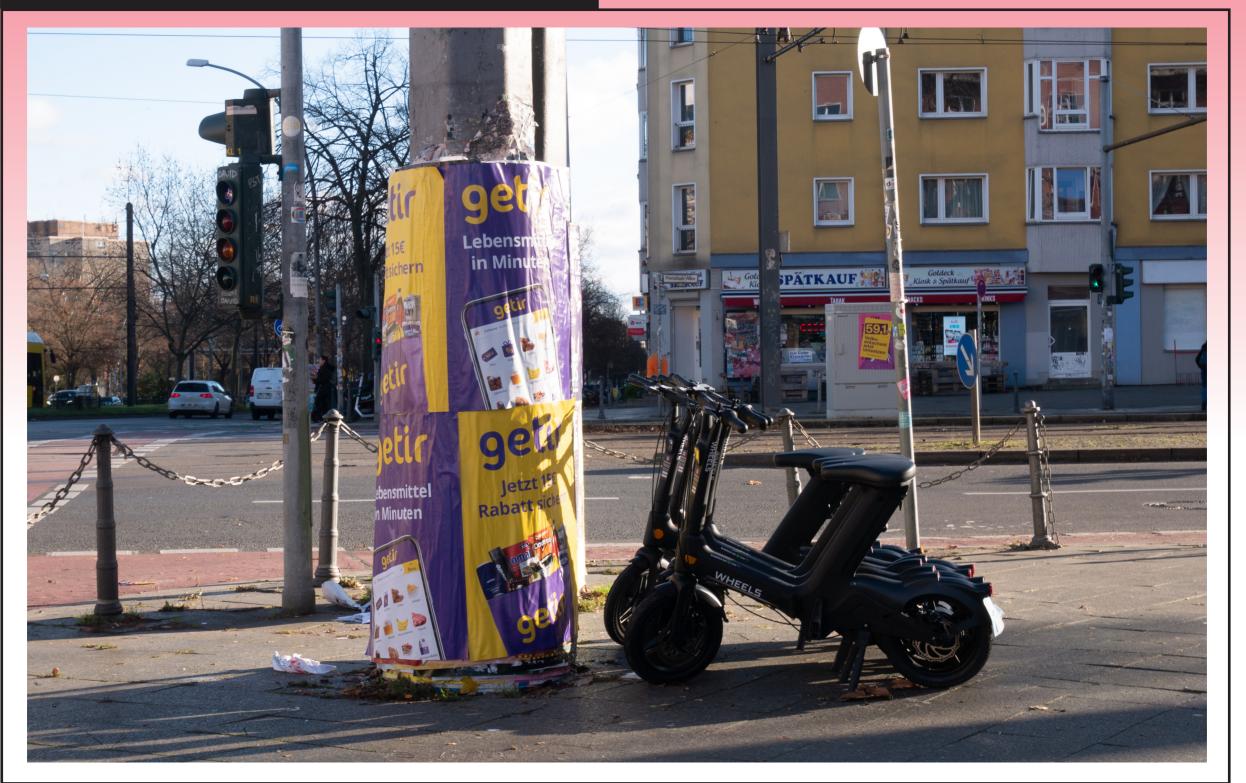




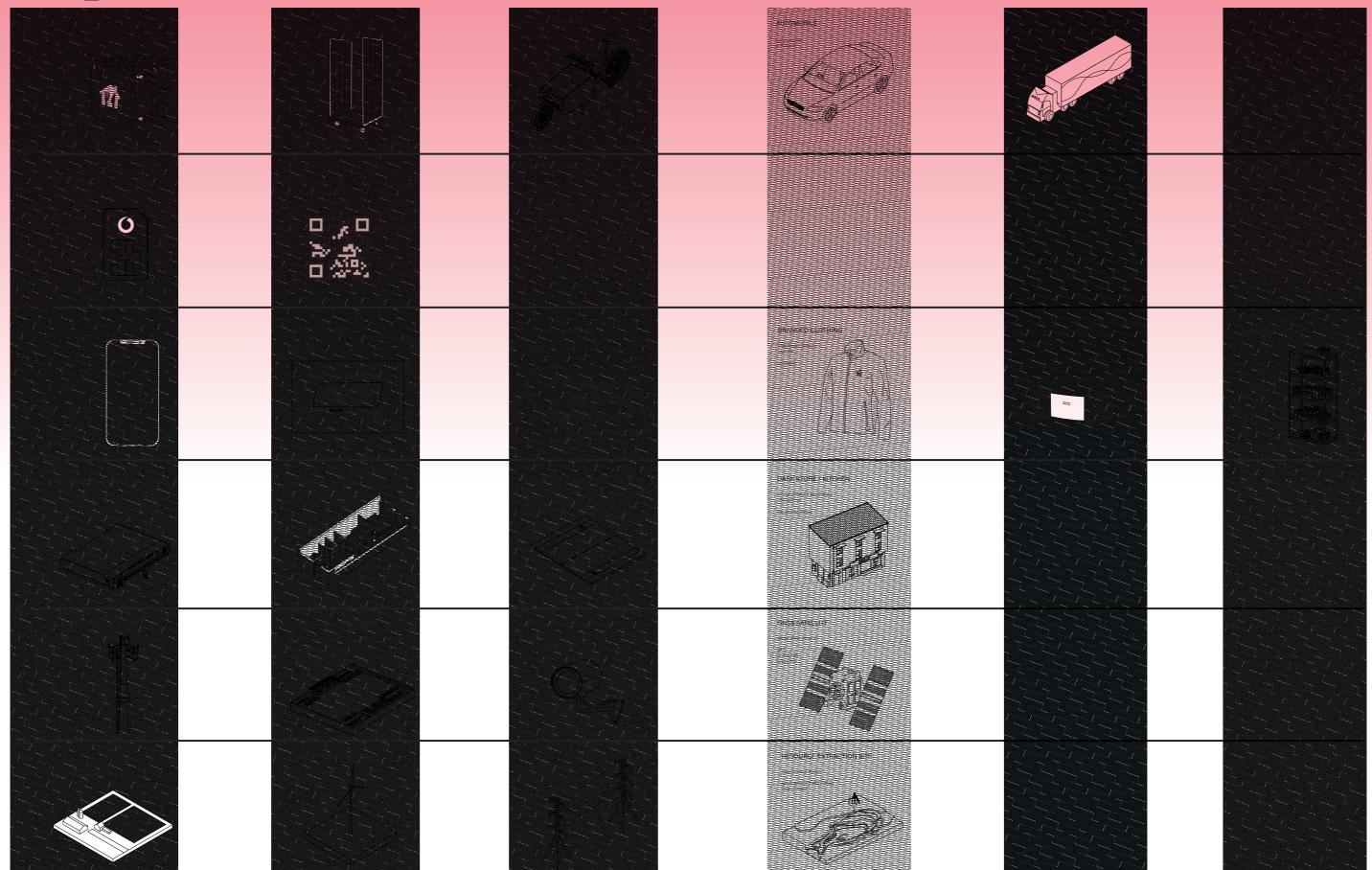


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STREET_AS_MARKETPLACE_







THE DIGITAL PLATFORM

"it's clear they are intensifying many of the worst features of capitalist urban development"

(Sadowski, 2020, p.451)

PLATFORM URBANISM

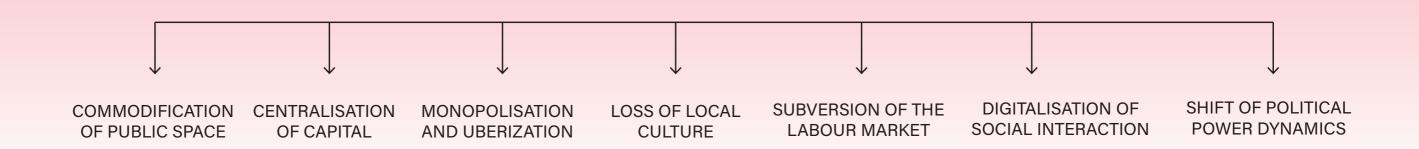
discusses the fundamental transformation of urban space through platform technologies

Platform Urbanism: Beyond Colonization and Commodification Designing the Platform Before It Designs Us

шг	ECONOMIC CONDITIONS	POLITICAL CONDITIONS	TECHNOLOGICAL CONDITIONS	S SOCIETAL CONDITIONS
ANGE	low interest rates	policy gaps	I I cloud computing	individualisation
CHO	venture capital investments	neoliberalism	digital communication	globalisation
ЭF (Taylorism	I I conflicting interests	I I geolocation	popularity e-commerce
38 (expansion of tax havens	I I asymmetrical power relations	automation	COVID-19 pandemic
DRIVEF	availability vulnerable workers	geopolitical design problem	artificial intelligence	"access is the new capital"

DIGITAL PLATFORMS



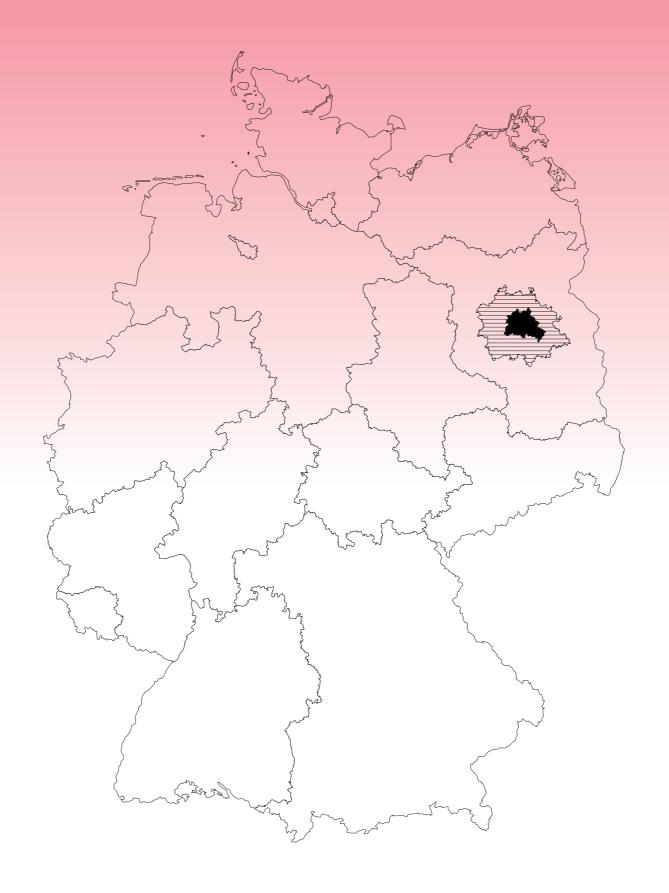


SHARING ECONOMY # PLATFORM ECONOMY

PLATFORM COOPERATIVES

They rely on democratic decision-making and shared platform ownership by workers and users

THE ANATOMICAL ATLAS



GROCERY FLASH DELIVERY







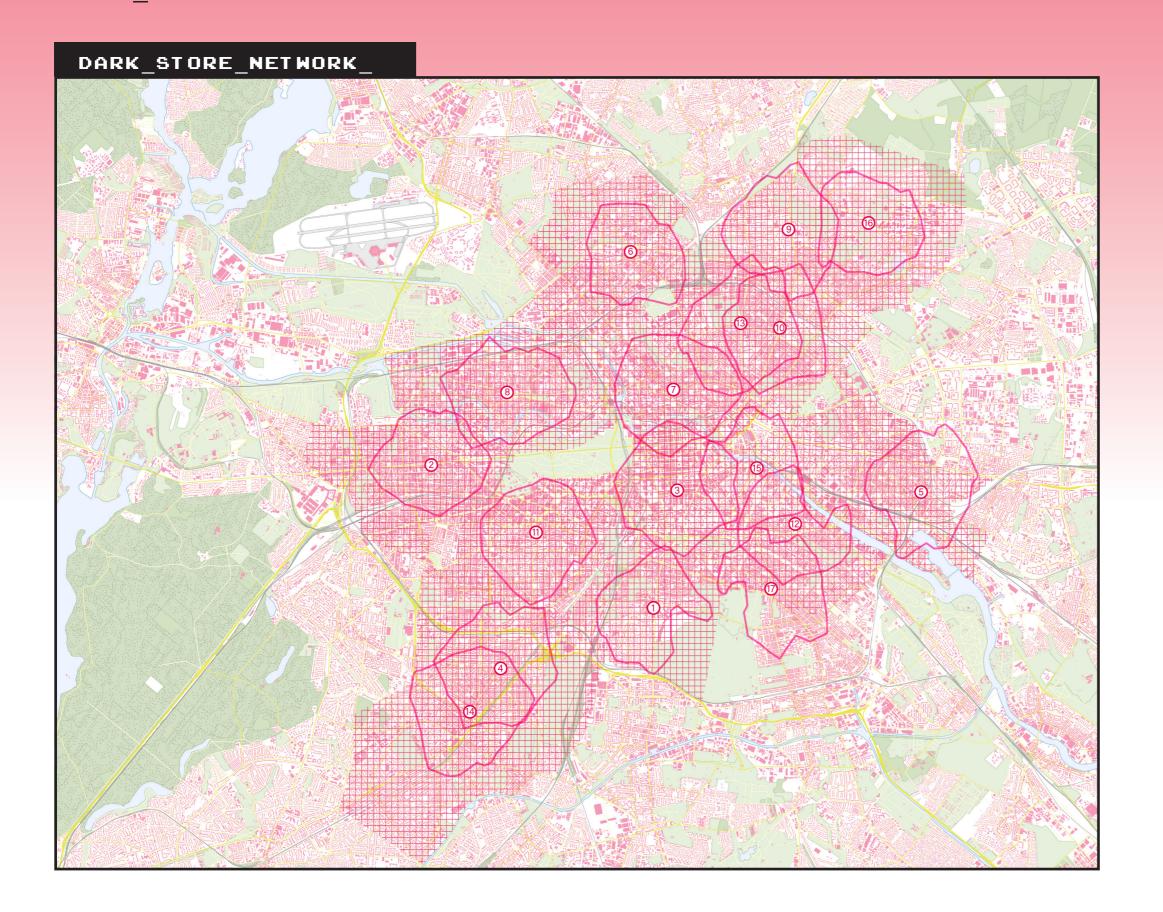
GROCERY FLASH DELIVERY







2021_ 2022_URBANISM design of the urban fabrics





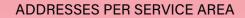


Platform Urbanism: Beyond Colonization and Commodification

Designing the Platform Before It Designs Us

SERVICE AREA INVENTARISATION SERVICE AREA ADDRESSES PER AREA **BERGMANNKIEZ** 956 5.180 **CHARLOTTENBURG** 621 4.405 CHECKPOINT CHARLIE 630 3.165 FRIEDENAU 1.434 9.411 FRIEDRICHSHAIN 952 6.363 WEDDING 5.480 835 MITTE 5.495 PANKOW 647 PRENZLAUER BERG 1.013 7.212 **SCHÖNEBERG** 898 6.223 KREUZBERG 1.075 6.916 SPRENGEL KIEZ + 419 BRÜSSELER KIEZ 1.018 7.315 STEGLITZ 372 2.555 WESTEND 1.129 WEISSENSEE 7.473

2021_ 2022_URBANISM design of the urban fabrics



1:50.000

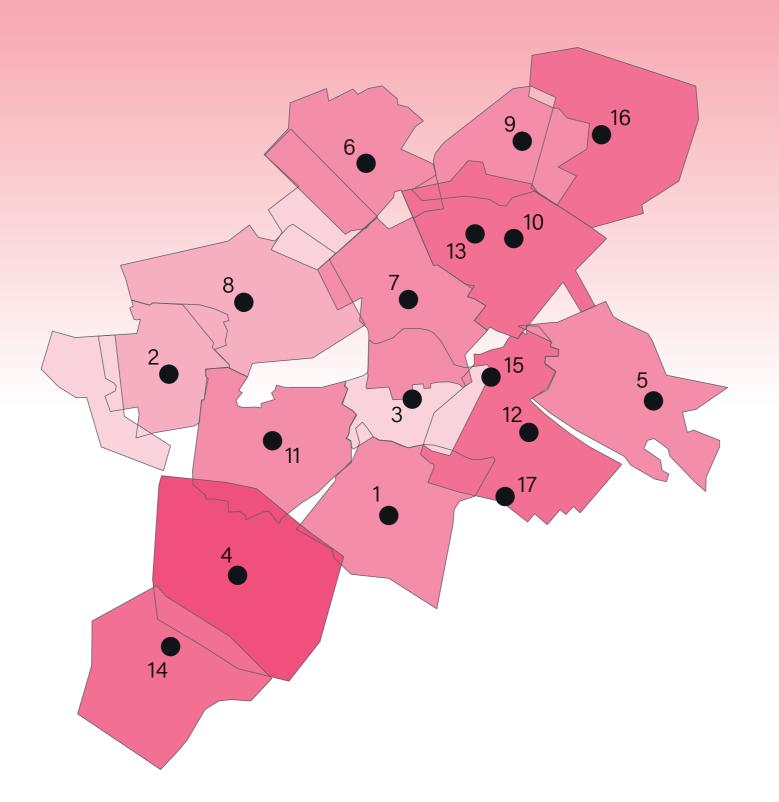
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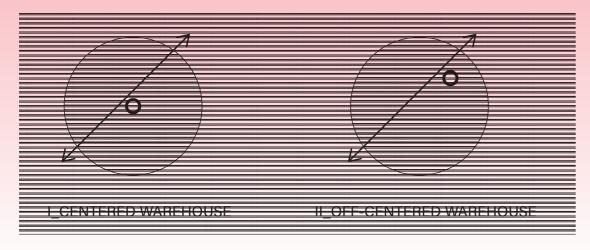
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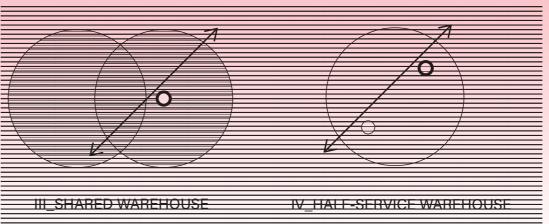
5100 - 6500

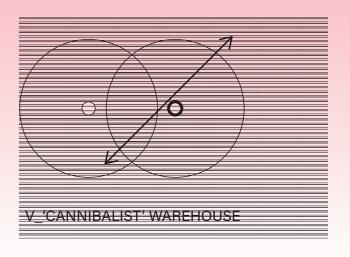
6500 - 8000

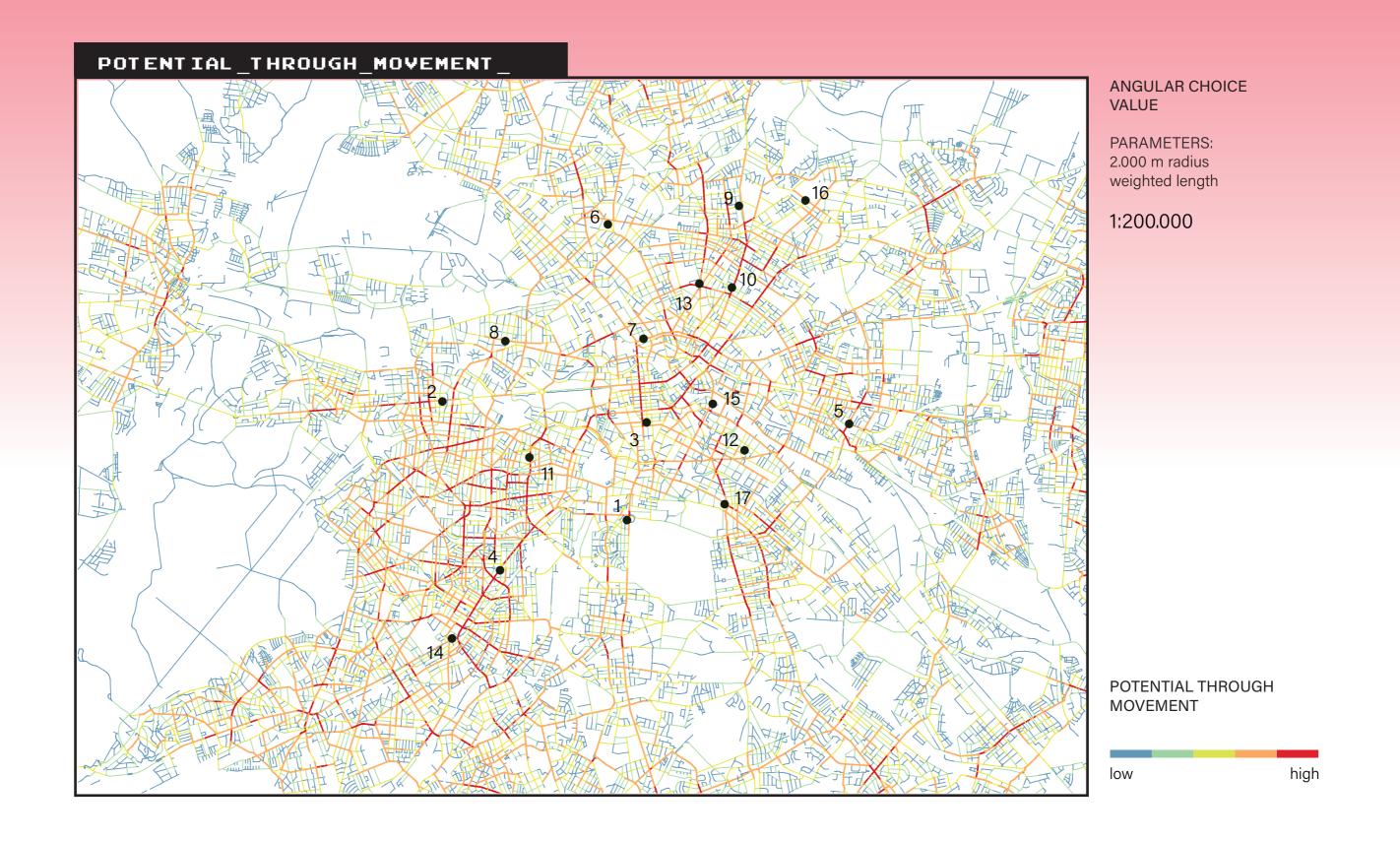
8000 - 9400

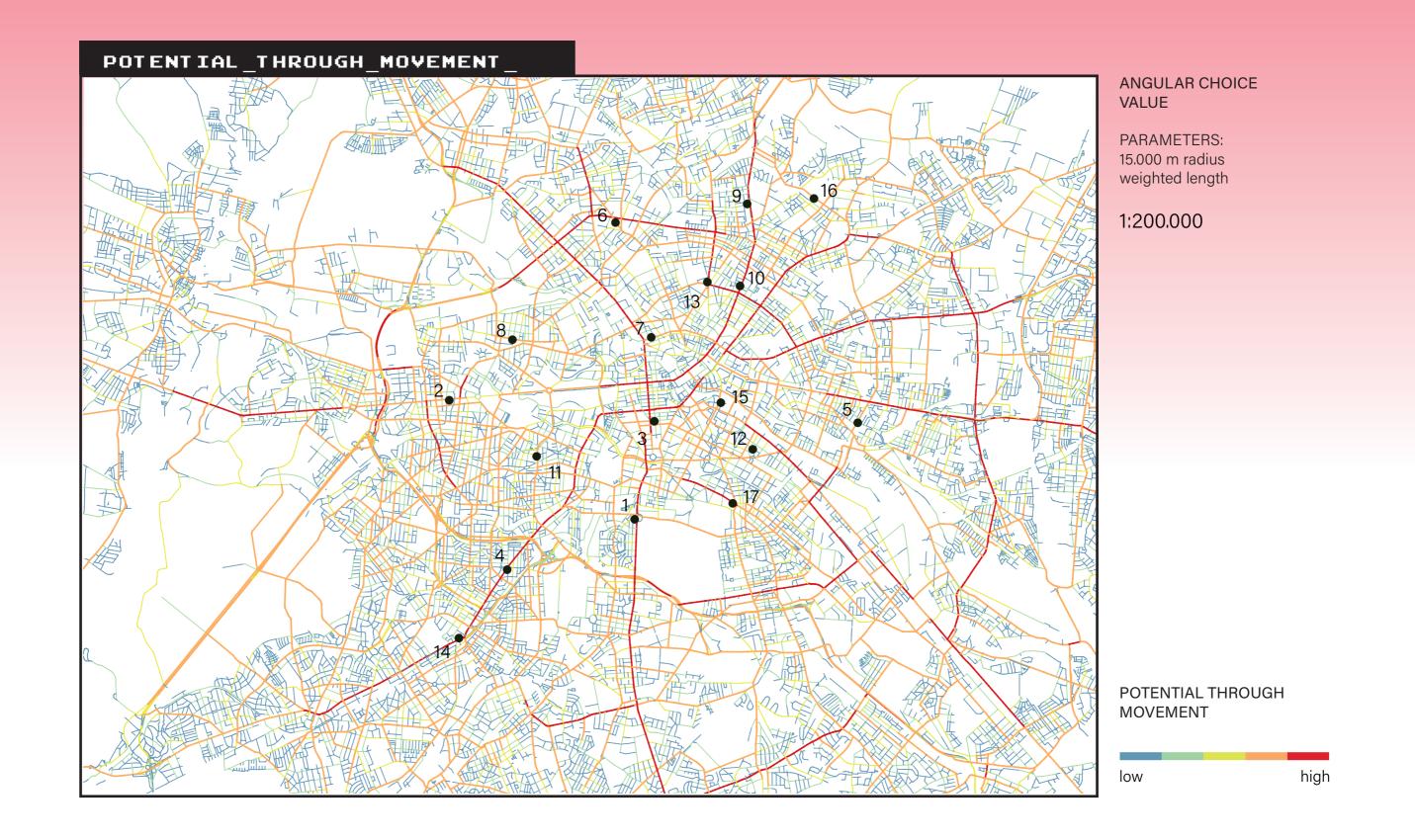












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PROJECT_TITLE_

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2021_ 2022_URBANISM design of the urban fabrics

1_BERGMANNKIEZ

POPULATION 2020 148

BLOCK AREA m² 18.000



2_CHARLOTTENBURG

POPULATION 2020

BLOCK AREA m²



3_CHECKPOINT CHARLIE

POPULATION 2020 220

BLOCK AREA m²



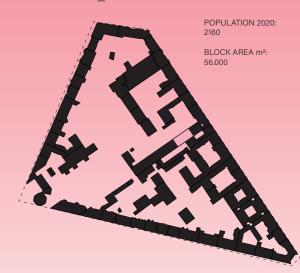
4_FRIEDENAU

POPULATION 2020: 390 BLOCK AREA m²: 16.000

5_FRIEDRICHSHAIN

POPULATION 2020: 281 BLOCK AREA m²: 20.000

6_GESUNDBRUNNEN



7_MITTE

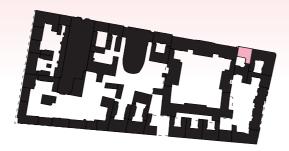
POPULATION 2020



8_MOABIT

POPULATION 2020

BLOCK AREA m²



9_PANKOW

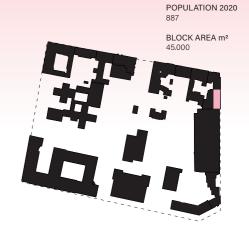
POPULATION 2020 235 BLOCK AREA m² 29.000

10_PRENZLAUER BERG

POPULATION 2020 1041

BLOCK AREA m² 25.000

11_SCHÖNEBERG



12_KREUZBERG

POPULATION 2020 414

BLOCK AREA m²



13_SCHÖNHAUSER ALLEE

POPULATION 2020

BLOCK AREA m²



14_STEGLITZ

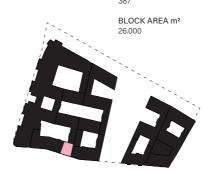
POPULATION 2020

BLOCK AREA m²



15_ALEXANDERPLATZ

POPULATION 2020



16_WEISSENSEE

POPULATION 2020

BLOCK AREA m²



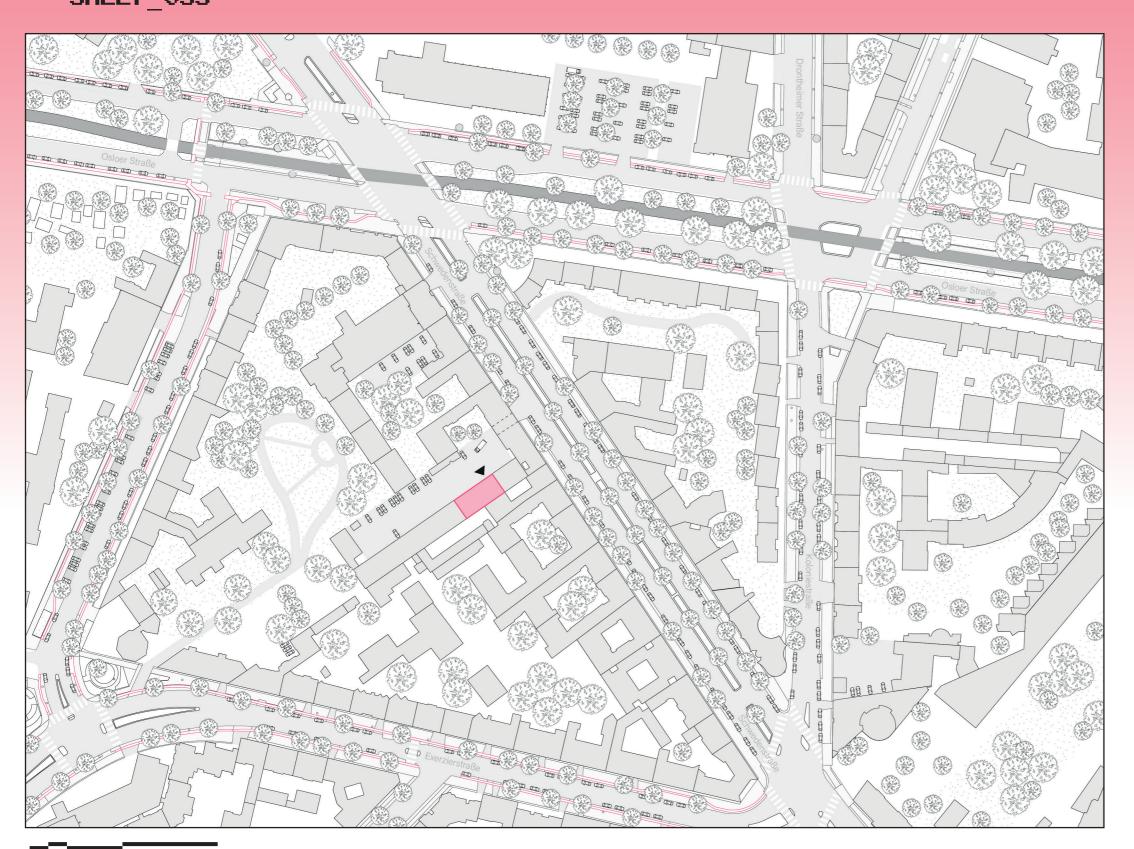
17_NEUKÖLLN

POPULATION 2020 1093 BLOCK AREA m² 61.000

2021_ 2022_URBANISM design of the urban fabrics

WAREHOUSE INVENTARISATION					
WAREHOUSE		APPROX. SIZE (m²)	ADDRESS		
1_BERGMANNKIEZ		150	KAISERKORSO 154		
2_CHARLOTTENBURG		175	BISMARCKSTRAßE 94		
3_CHECKPOINT CHARLIE		150	CHARLOTTENSTRAßE 81		
4_FRIEDENAU		250	RHEINSTRAßE 65		
5_FRIEDRICHSHAIN		300	GÜRTELSTRAßE 25		
6_GESUNDBRUNNEN		200	SCHWEDENSTRAßE 14		
7_MITTE		175	TORSTRAGE 205		
8_MOABIT		200	TURMSTRAßE 76A		
9_PANKOW		350	ELSA-BRÄNDSTRÖM-STRAßE 95		
10_PRENZLAUER BERG		200	PRENZLAUER ALLEE 189		
11_SCHÖNEBERG		175	MARTIN-LUTHER STRAßE 12		
12_KREUZBERG		225	MUSKAUER STRAßE 48		
13_SCHÖNHAUSER ALLEE		125	SCHÖNHAUSER ALLEE 143		
14_STEGLITZ		200	SCHLOßSTRAßE 51		
15_ALEXANDERPLATZ		150	RUNGESTRAßE 25		
16_WEISSENSEE		300	RENNBAHNSTRAßE 87		
17_NEUKÖLLN		250	URBANSTRAßE 72		

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06 Gesundbrunnen

BRIEF:

The facility is located in a former depot for horse-drawn buses, which was later used as a sausage factory and a print shop. The courtyard now functions as a parking area, while Gorillas partly occupies the building.

ADDRESS

Schwedenstraße 14

PREVIOUS FUNCTION

Printshop "ProBusiness"

WH. TYPOLOGY

WAREHOUSE SIZE (m²)

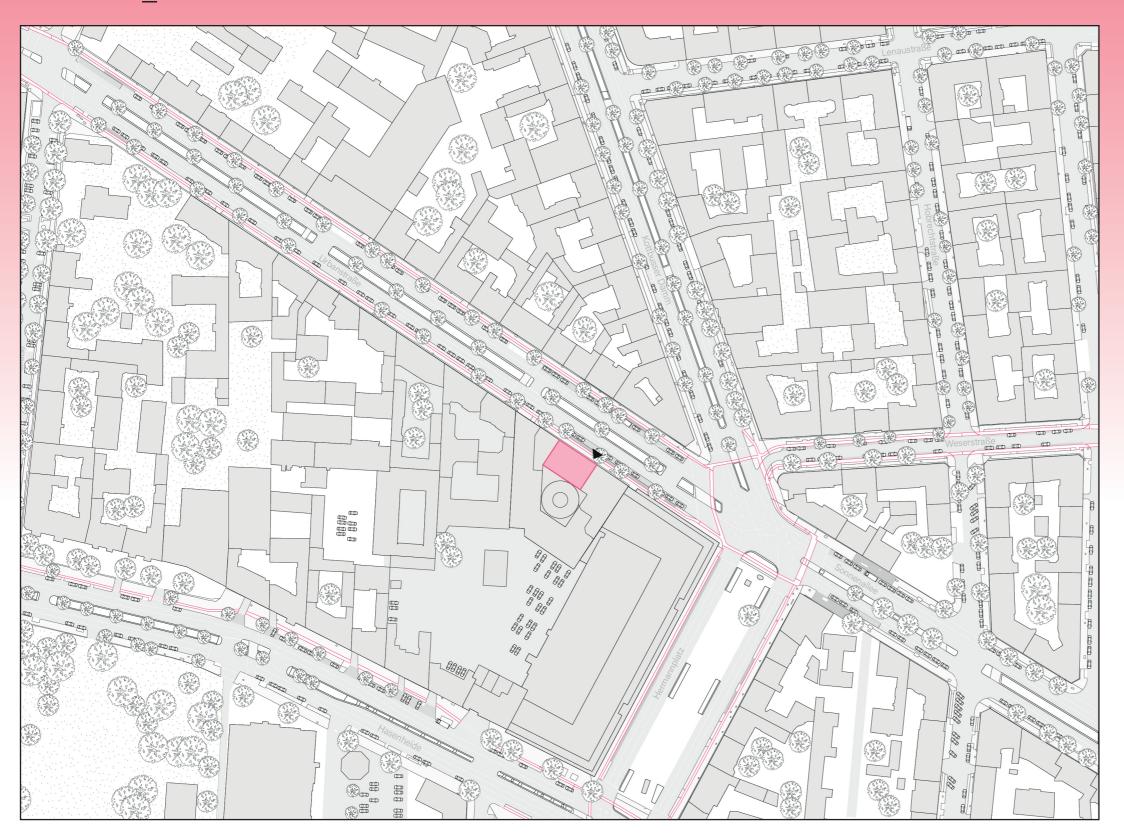
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17 Neukölln

BRIEF:

The warehouse is located on the ground floor of a car park. The only entrance of the facility is on the main street. Bicycle parking happens inside the warehouse.

ADDRESS

PREVIOUS FUNCTION

Urbanstraße 72

Bank office "Sparkasse"

WH. TYPOLOGY

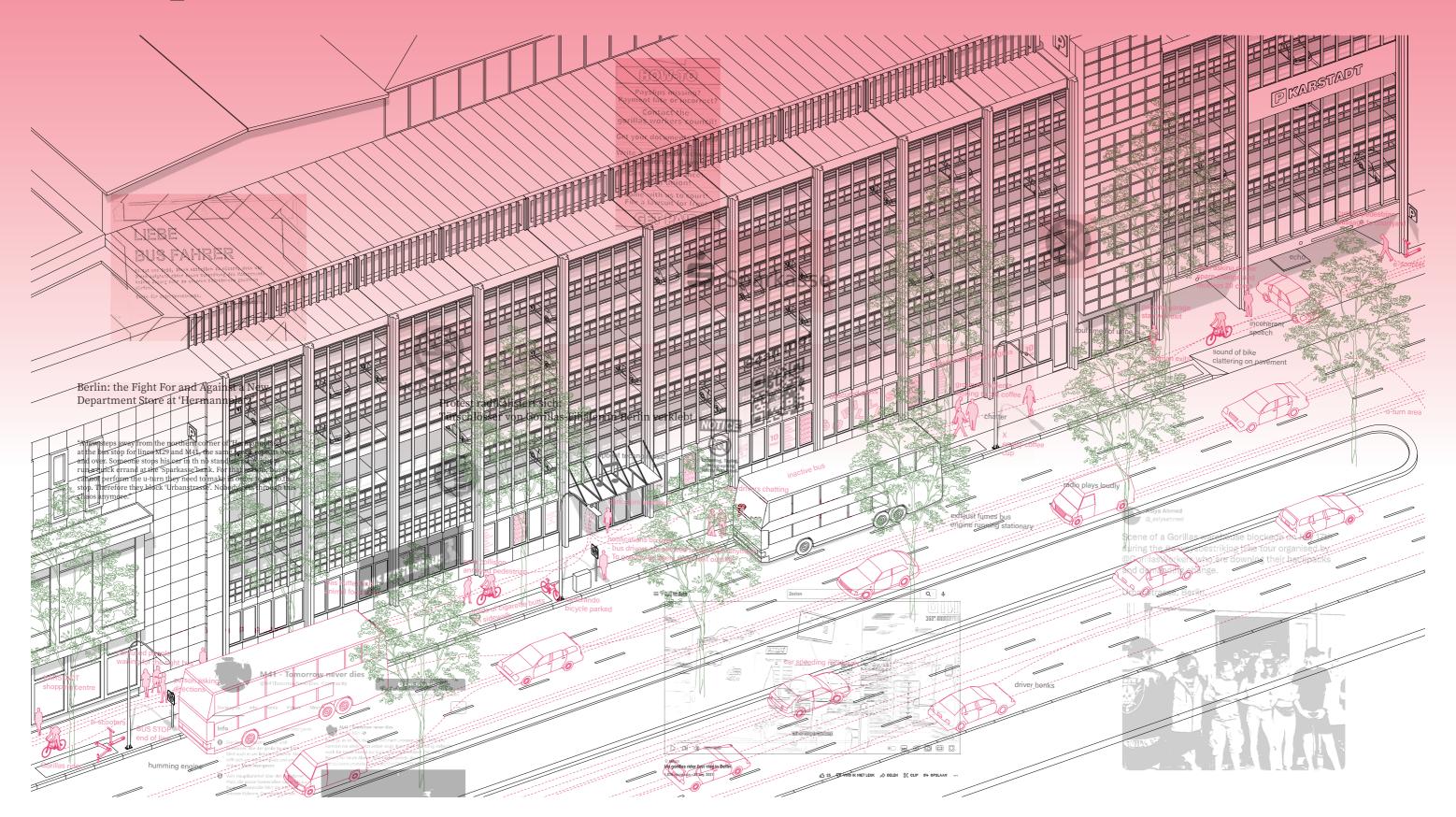
WAREHOUSE SIZE (m²)

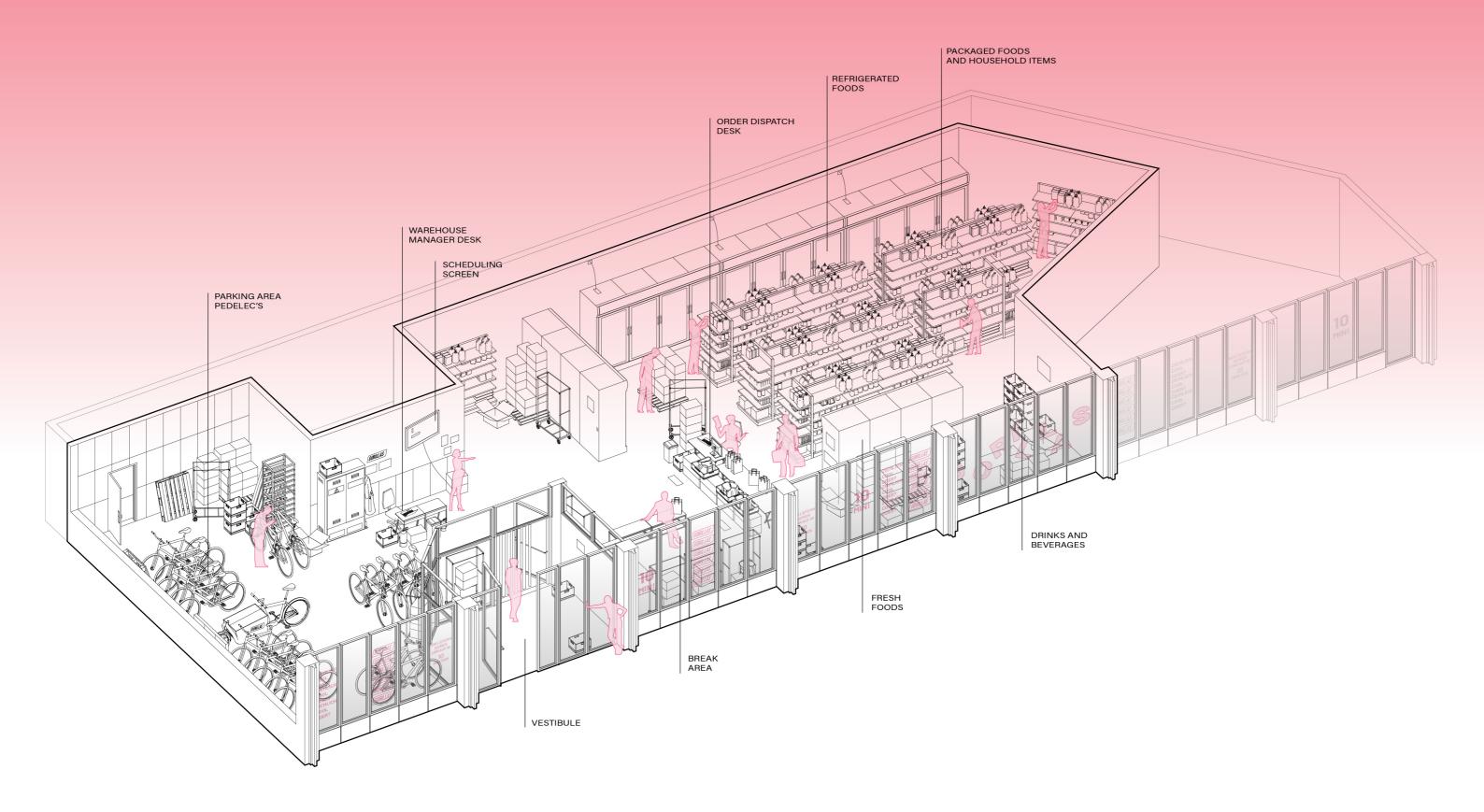
IV

250

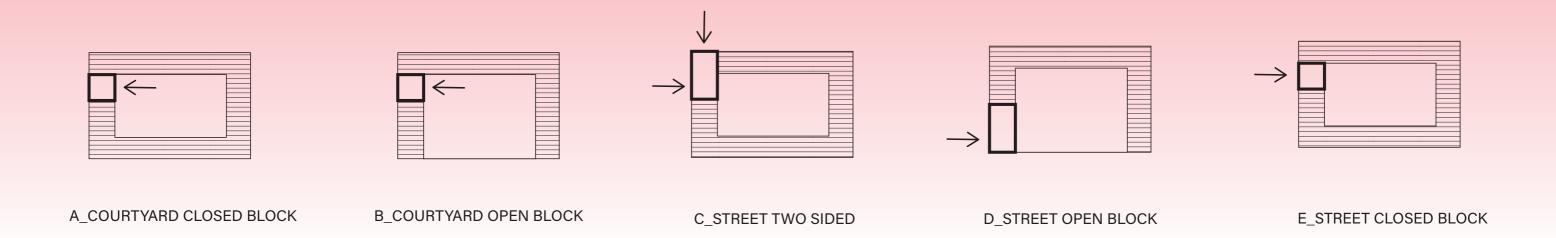




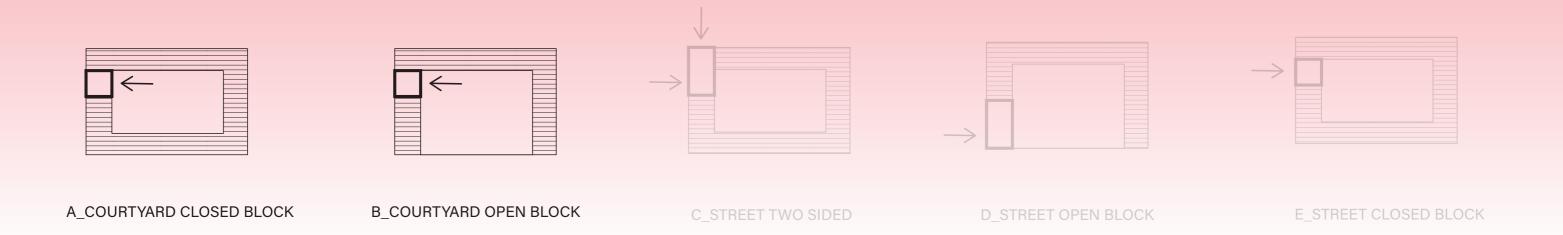




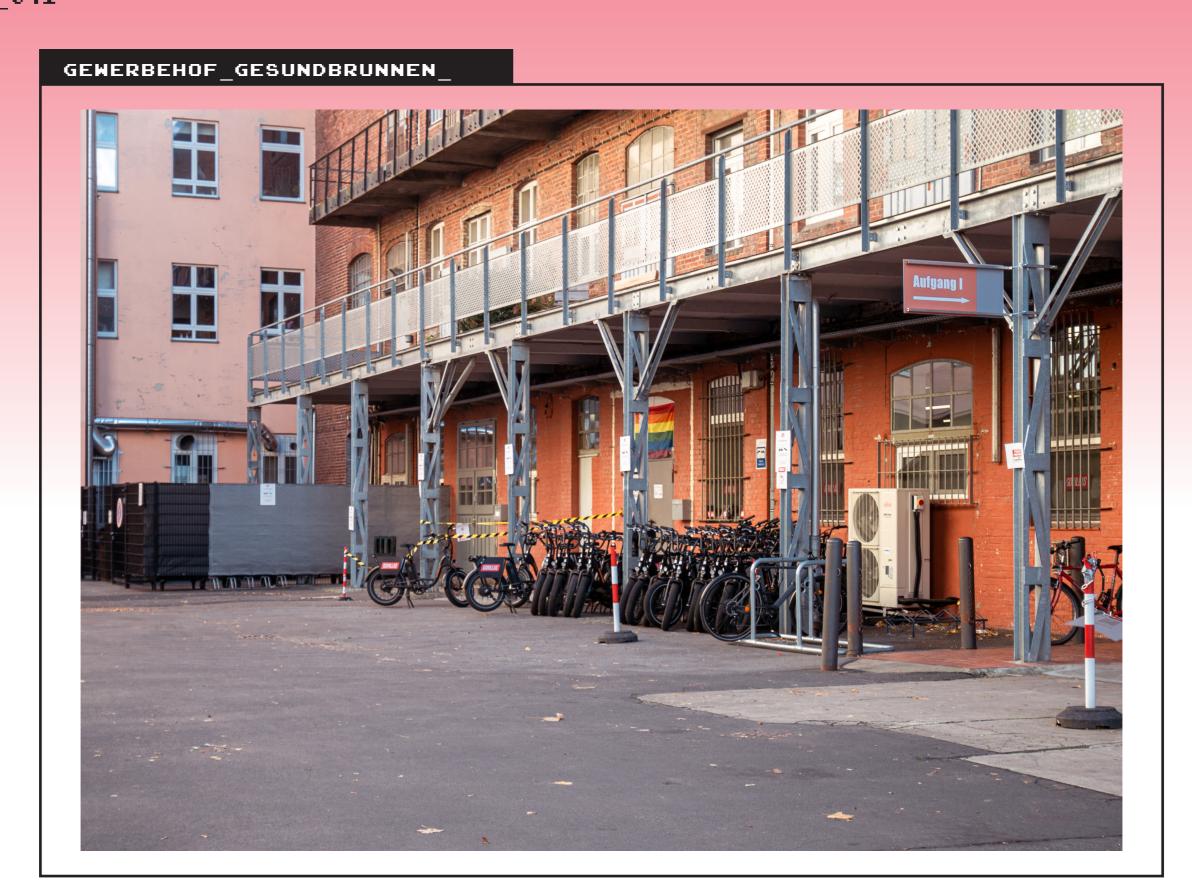
2021_ 2022_URBANISM design of the urban fabrics



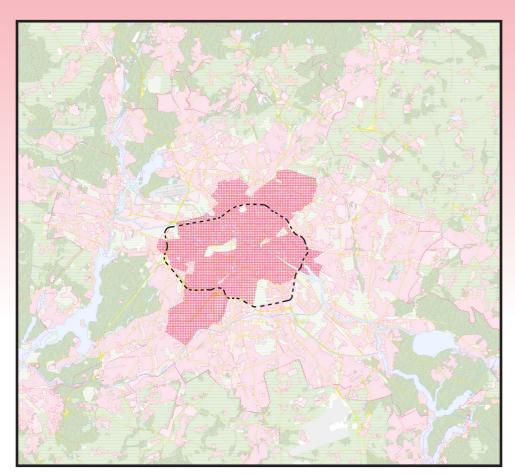
2021_ 2022_URBANISM design of the urban fabrics

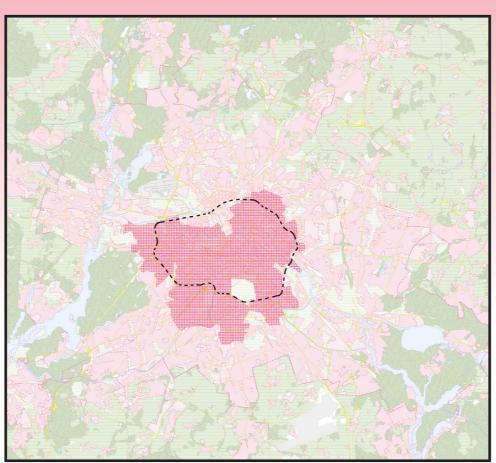


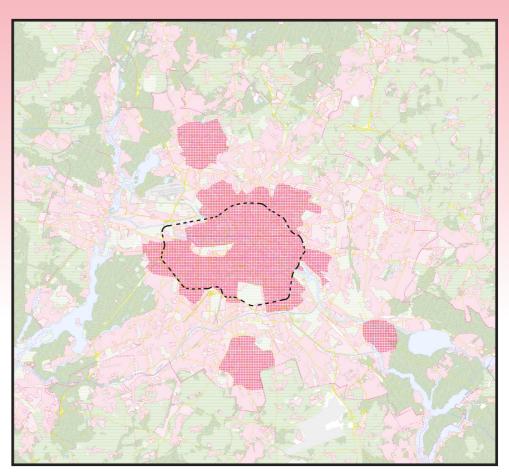








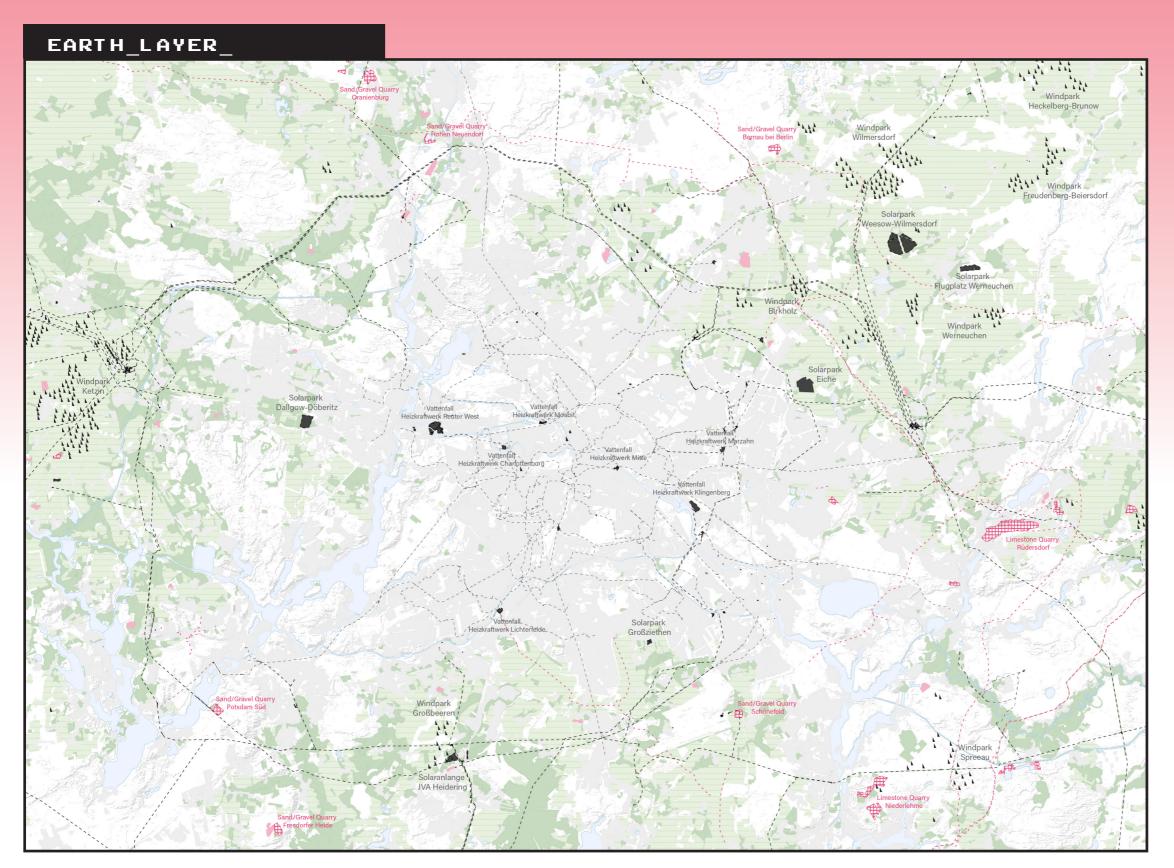




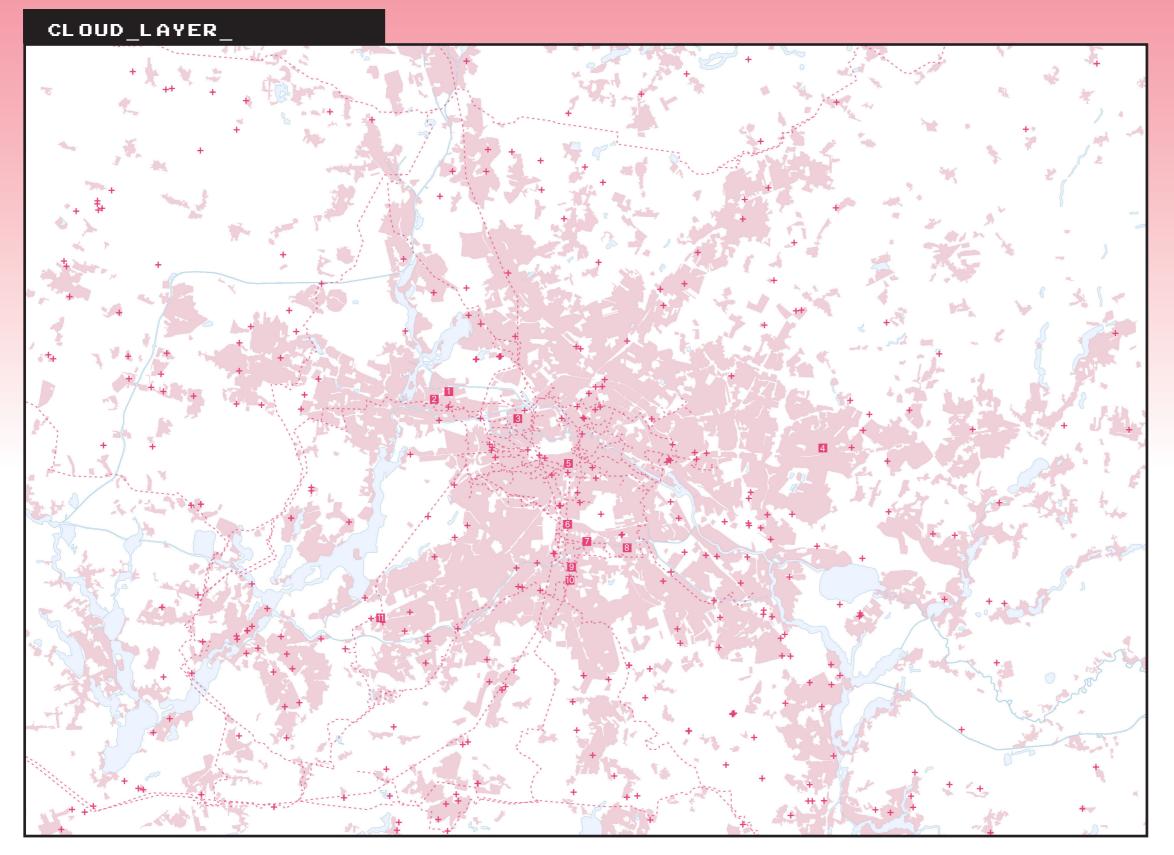


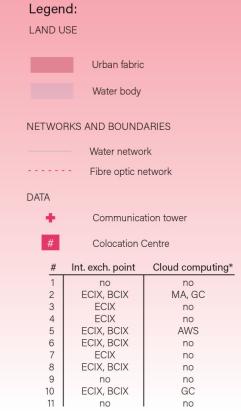


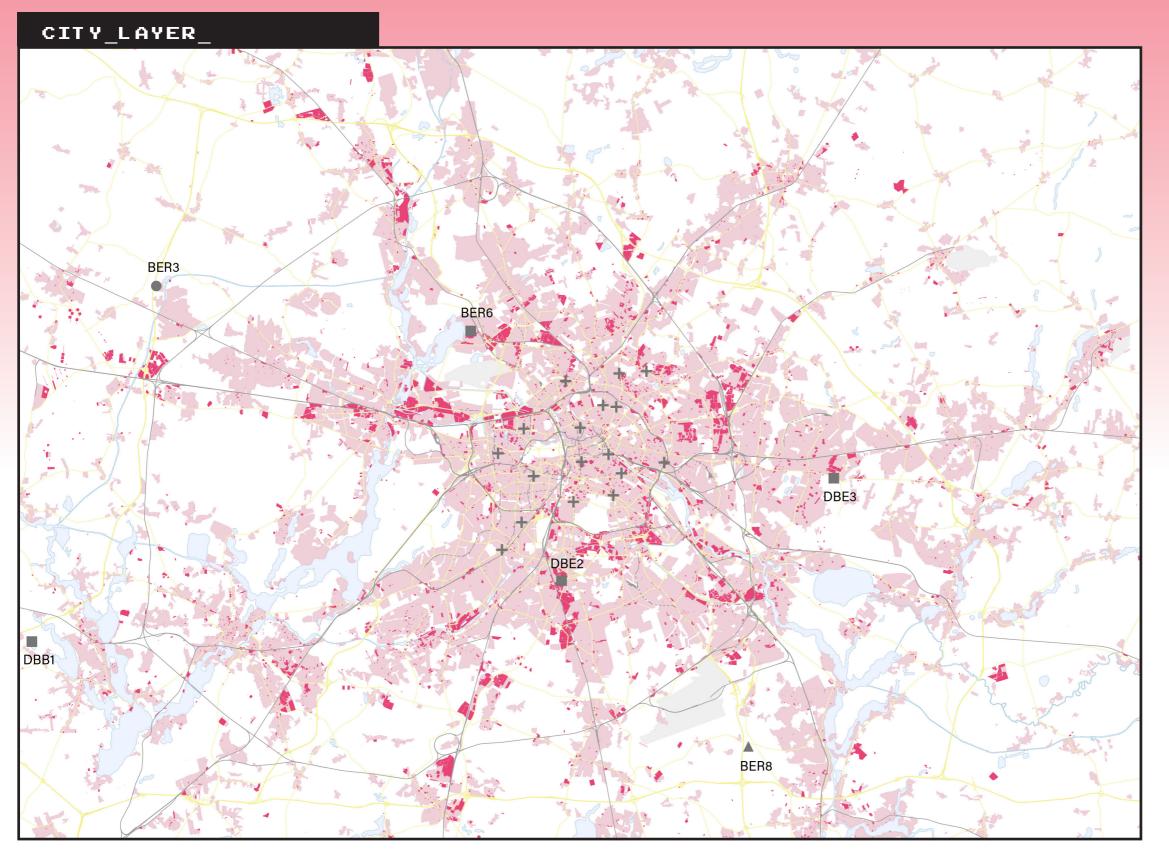






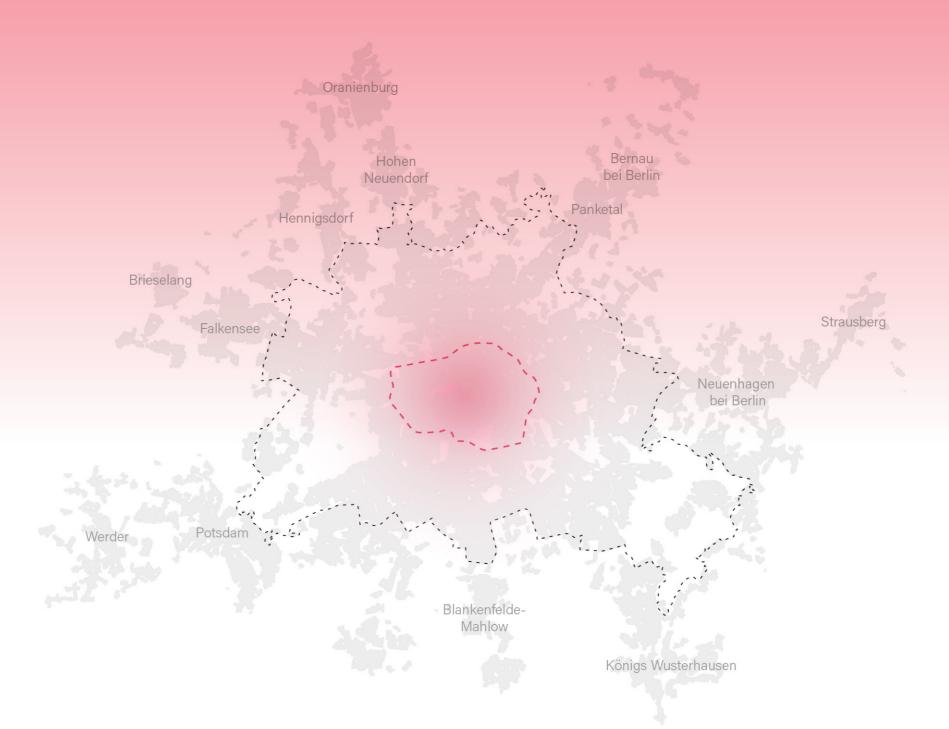








(sortation centre, international shipping)



ECONOMY OF CORPORATE PLATFORMS



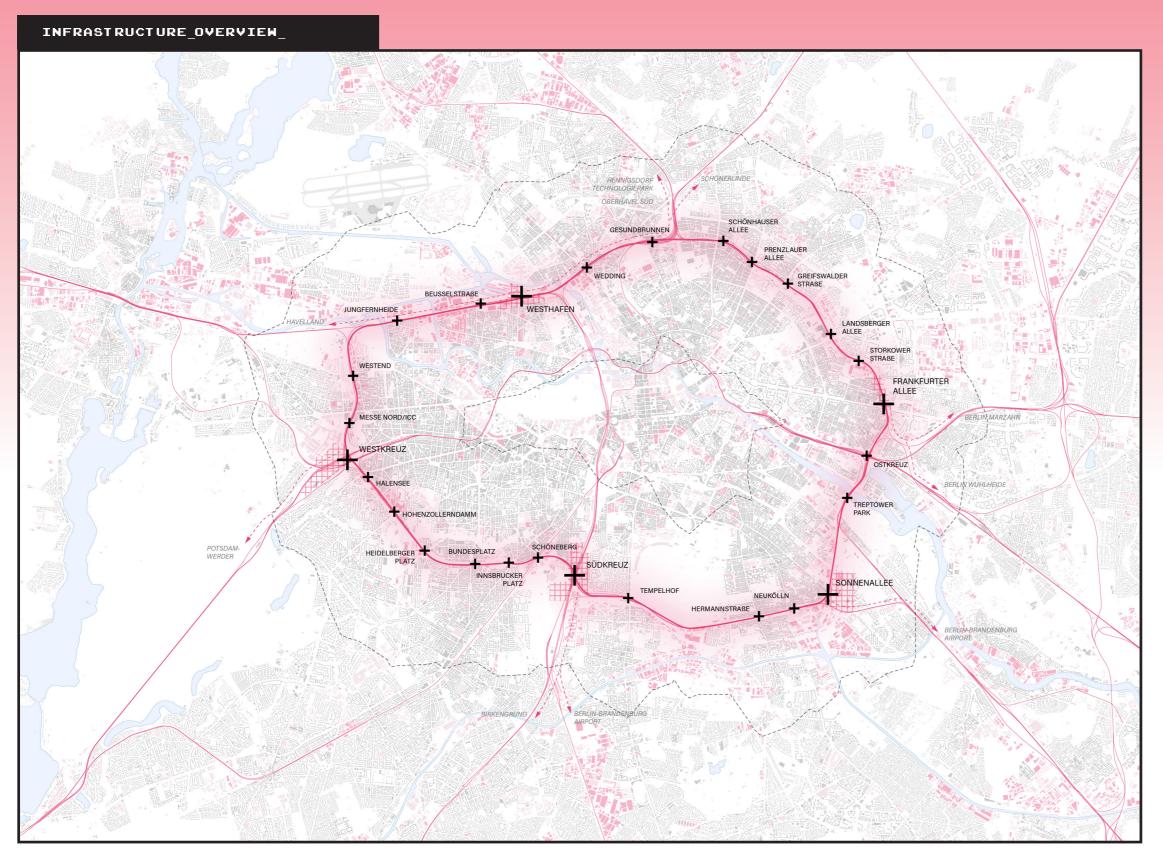
THE VIRTUAL CITY WALL

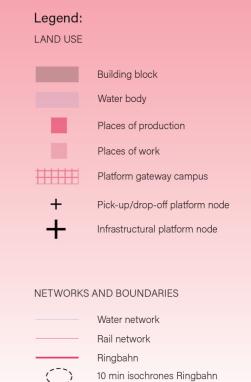
LESSONS LEARNED

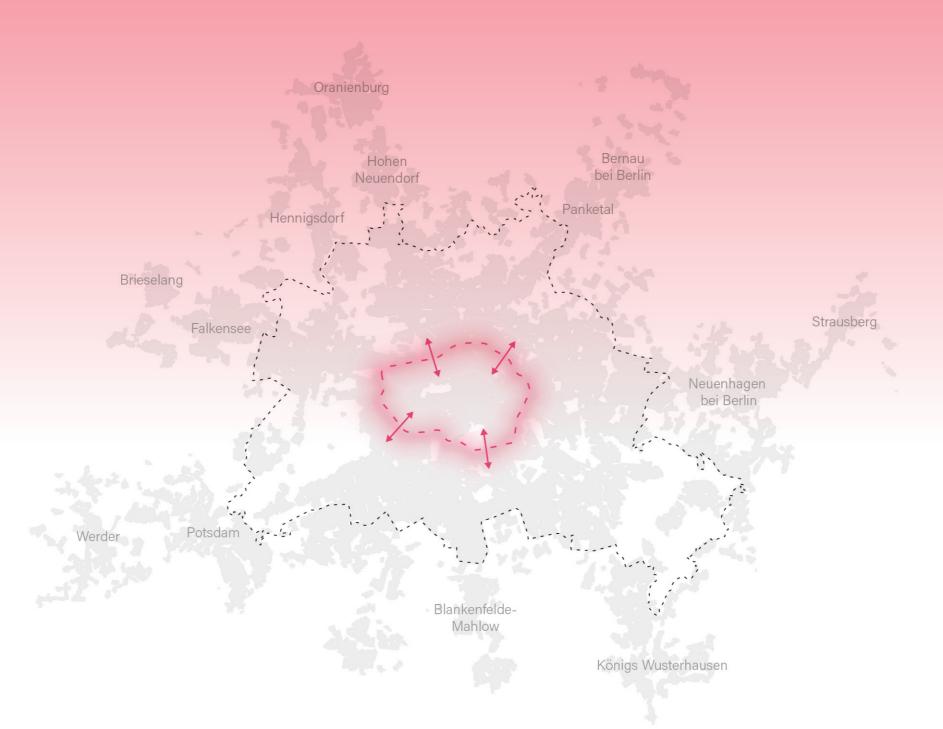
- Provide space for disorder: courtyard spaces can absorb different uses, narrow sidewalks cannot
- Design generative spaces to deal with the temporality and evolvability of platforms
- Shopfronts are not desired unless they are designed as public interfaces
- Mediate access to platforms in a better way: strict boundaries perpetuate the already existing socio-cultural divide and practices of exclusion

SHEET 050

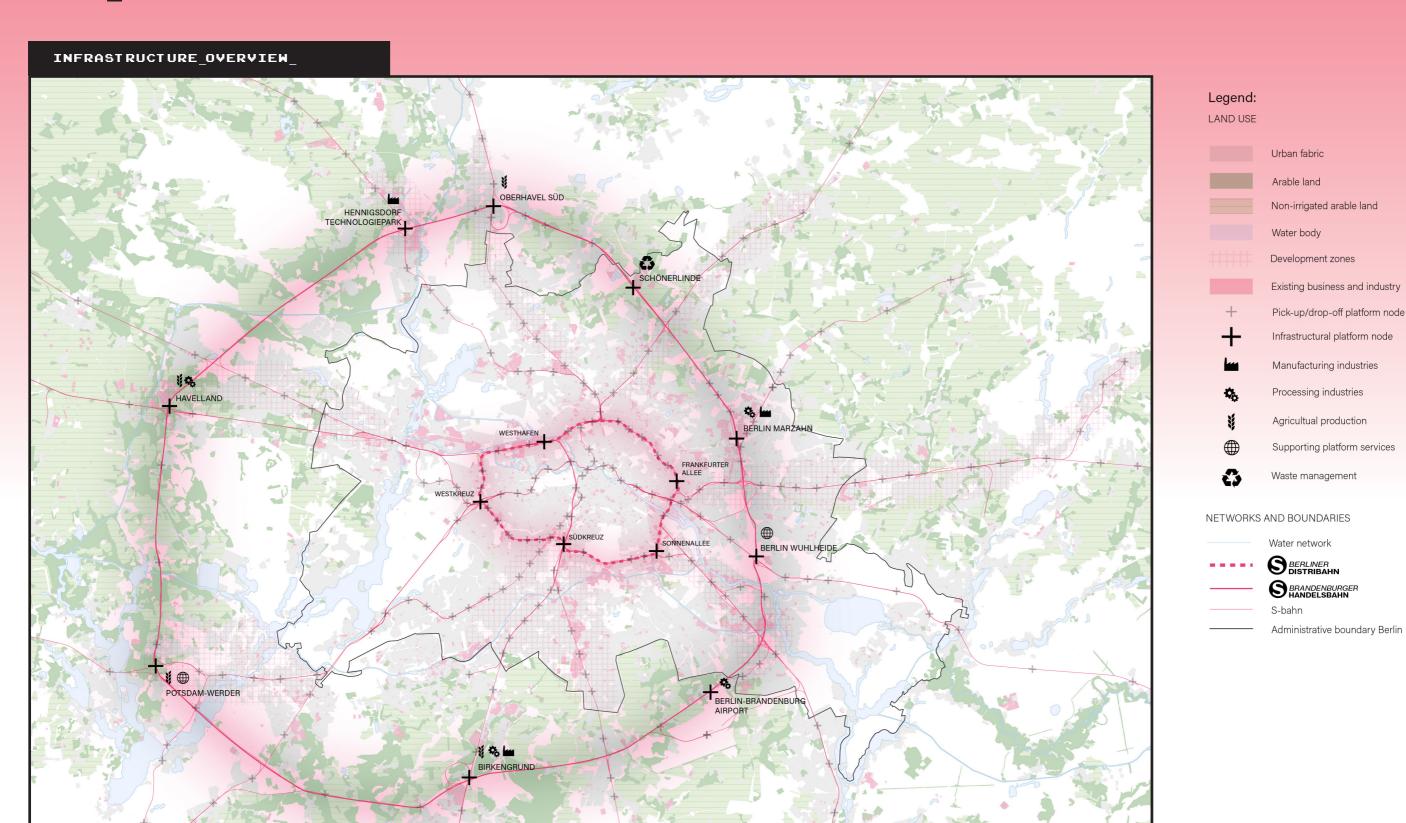
PROPOSAL FOR INTERVENTION

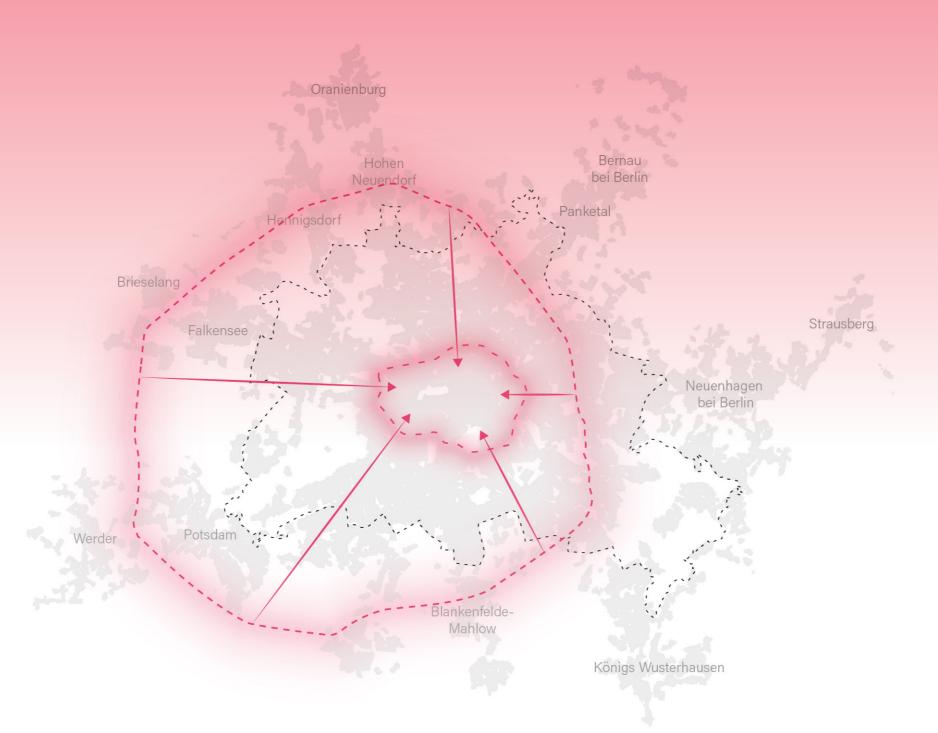




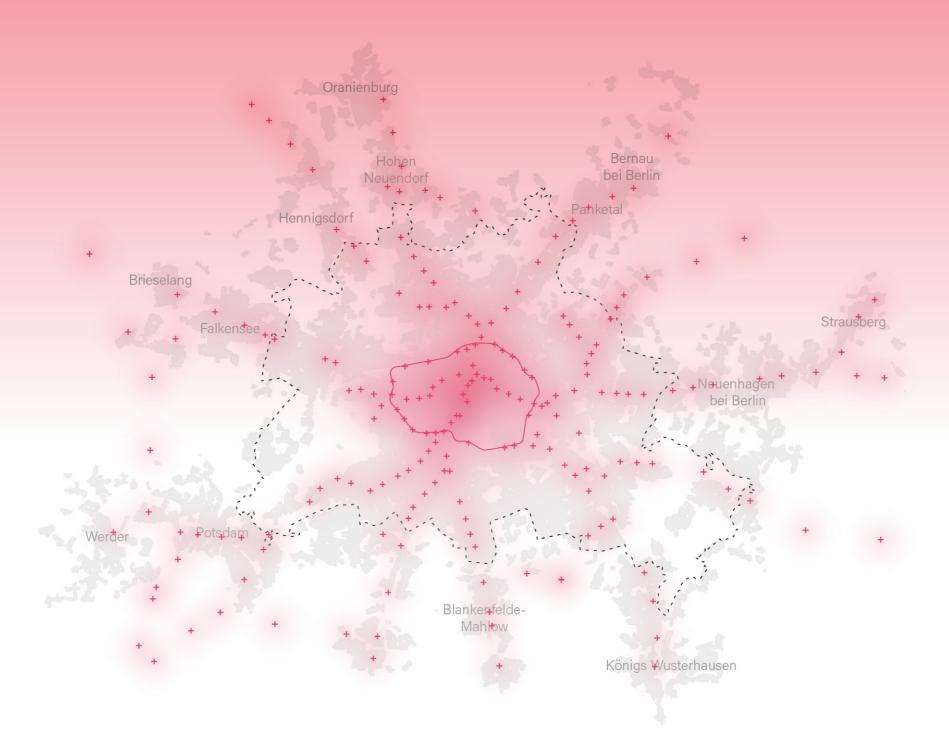


THE RING AS A CONNECTOR

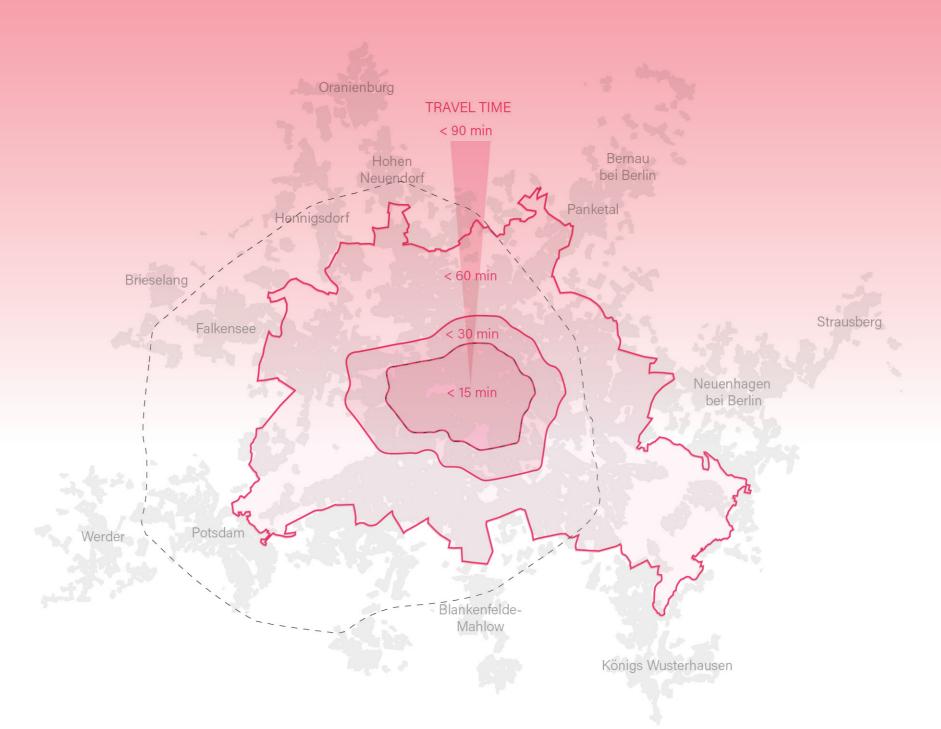




A 2ND RING TO STRENGTHEN LOCAL PRODUCTION

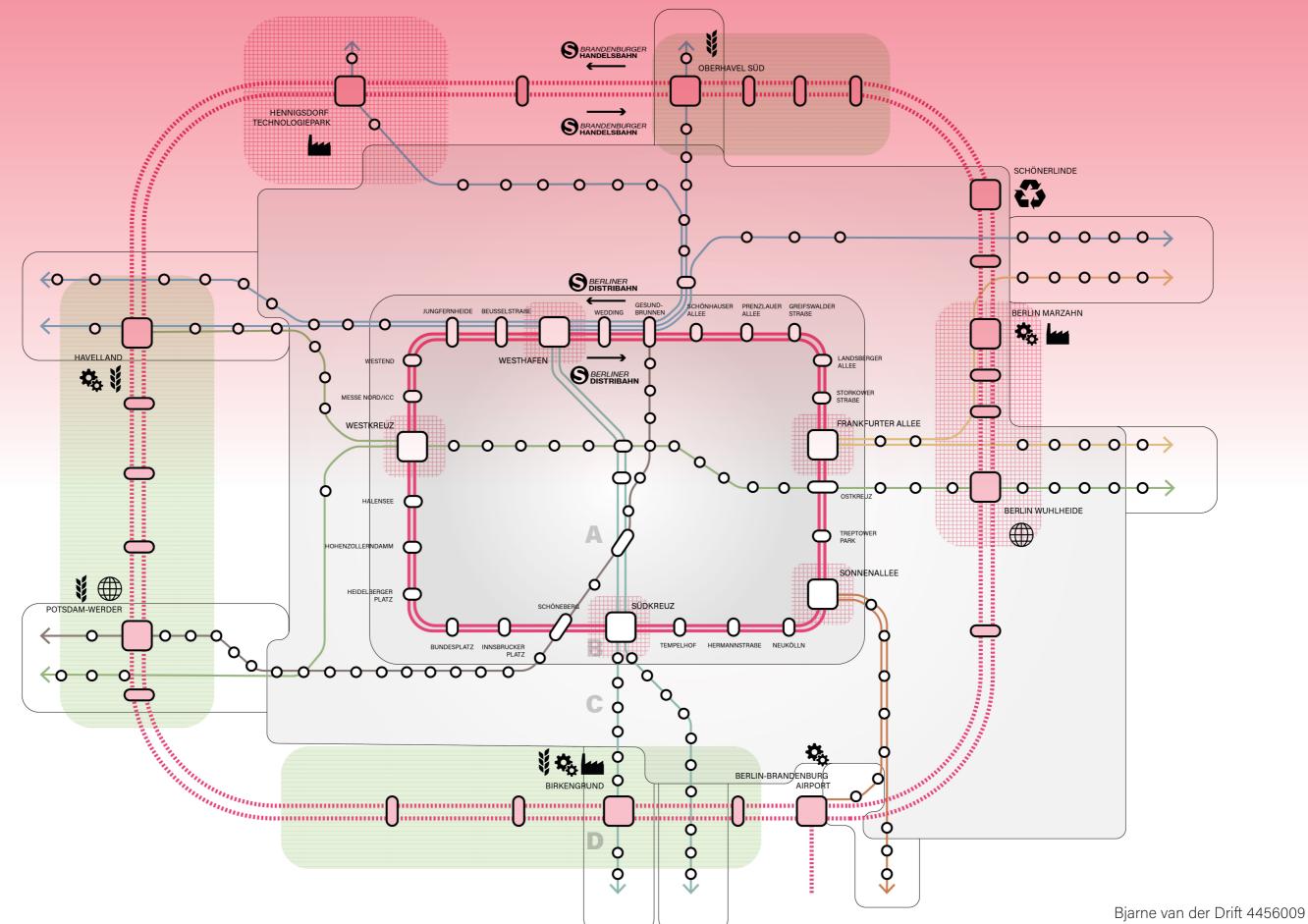


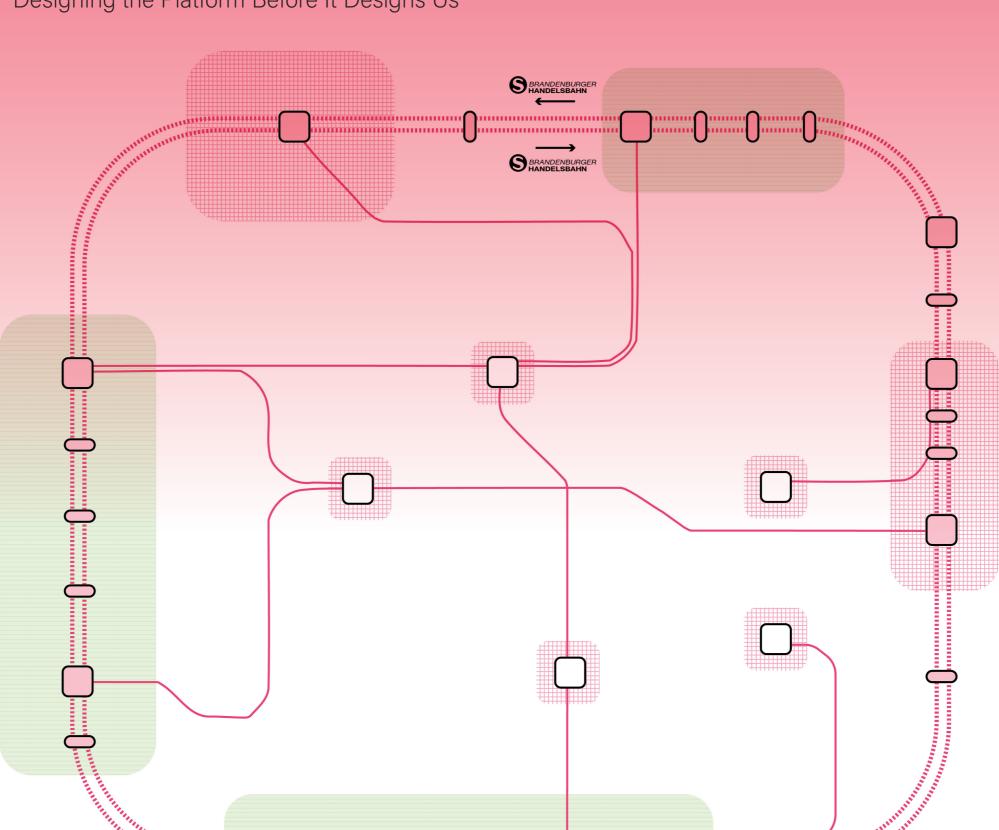
ECONOMY OF COOPERATIVE PLATFORMS

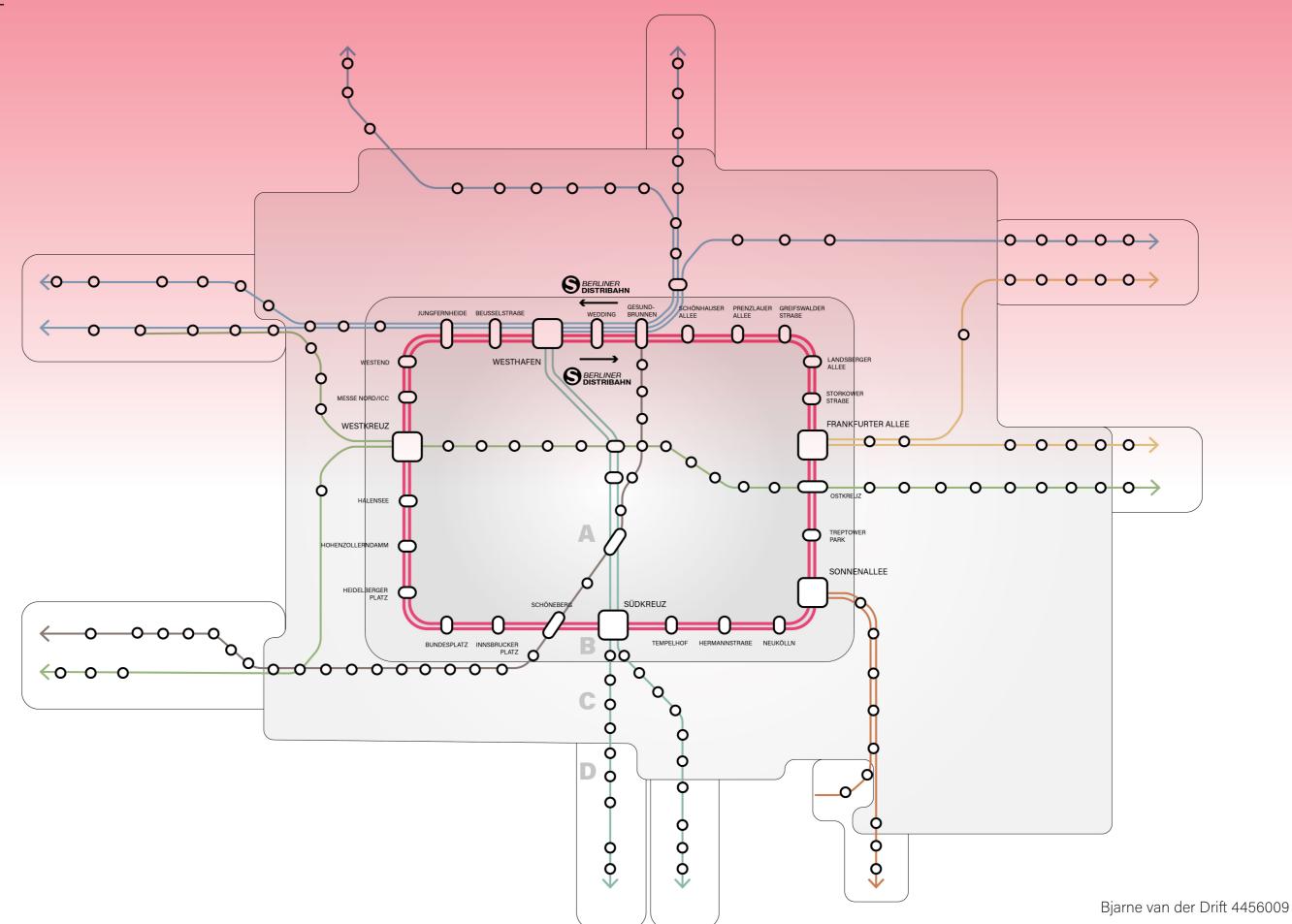


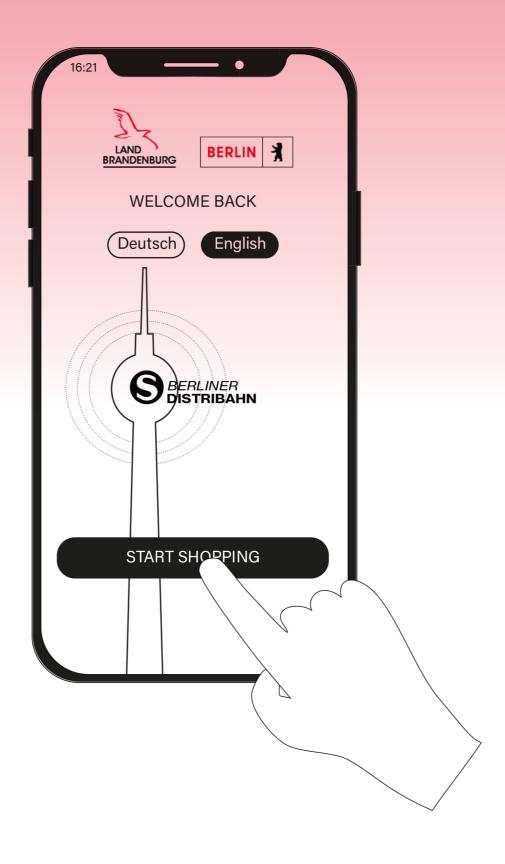
BERLIN'S TIME - ACCESS LEVELS

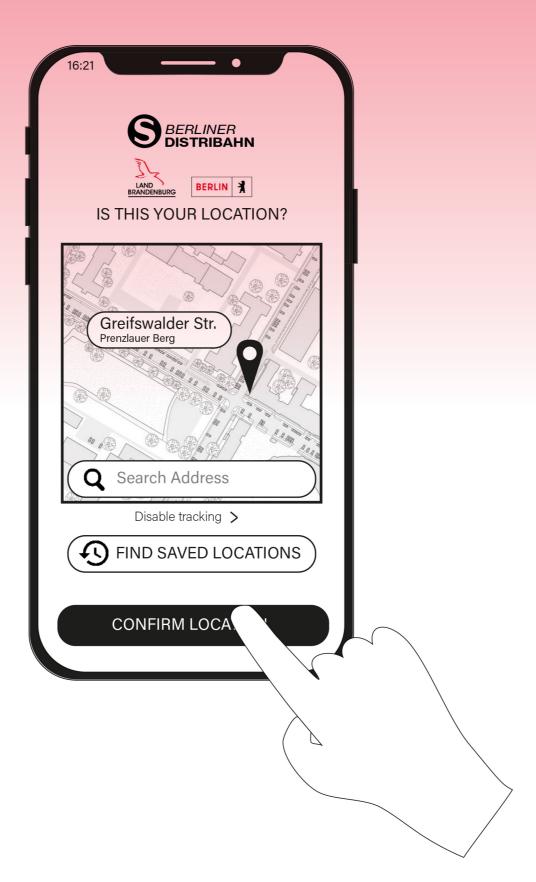




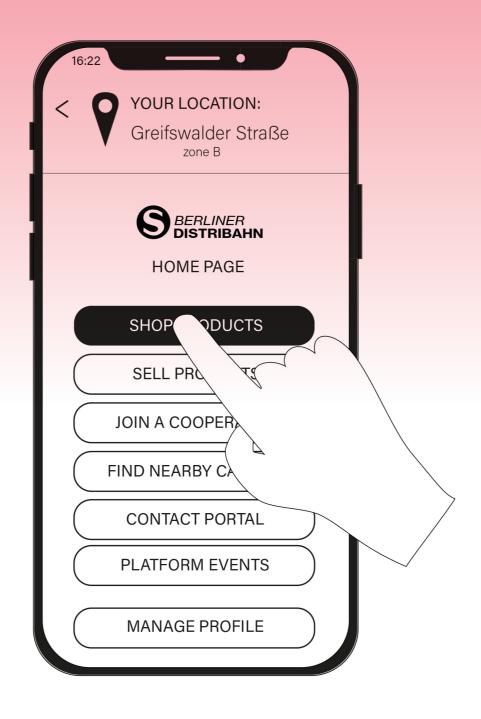


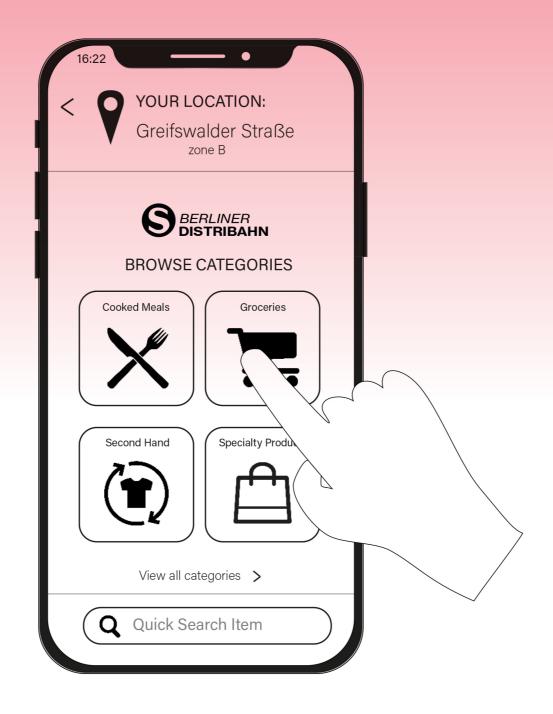






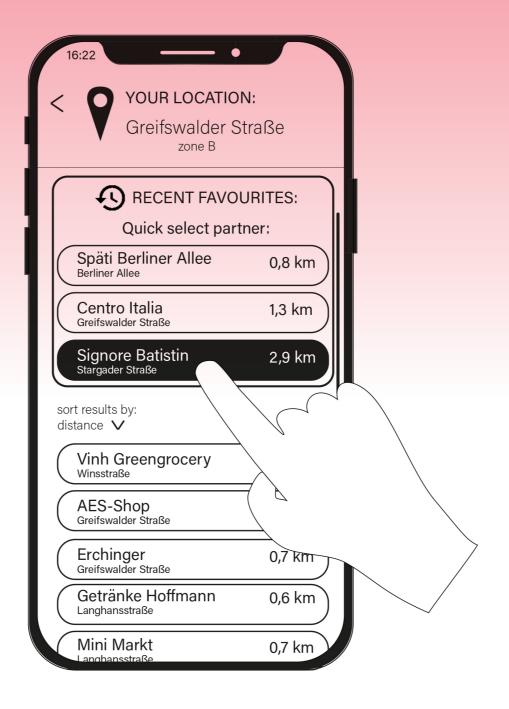
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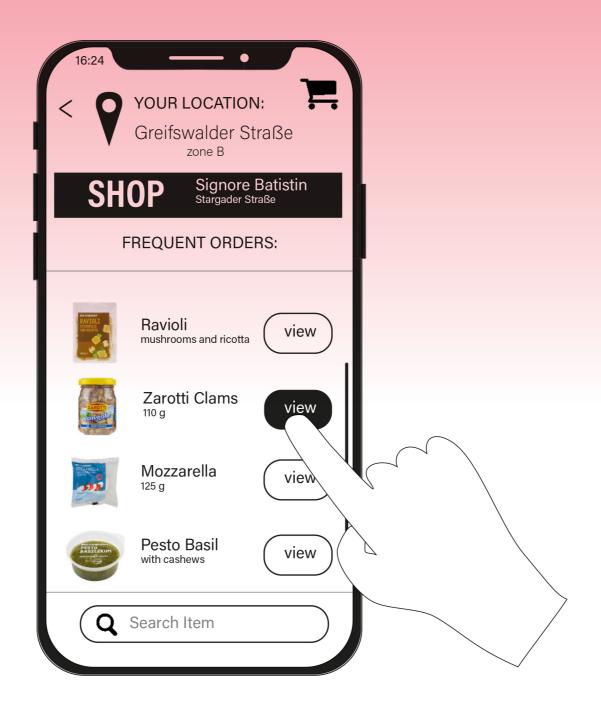


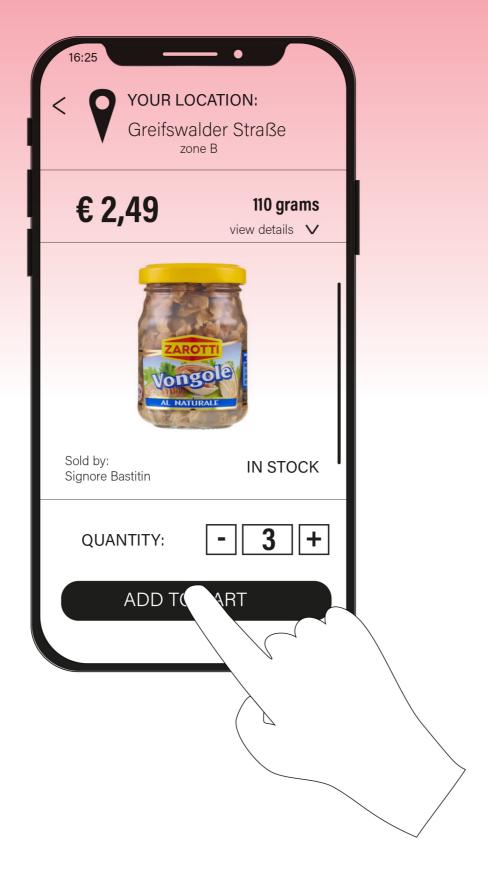


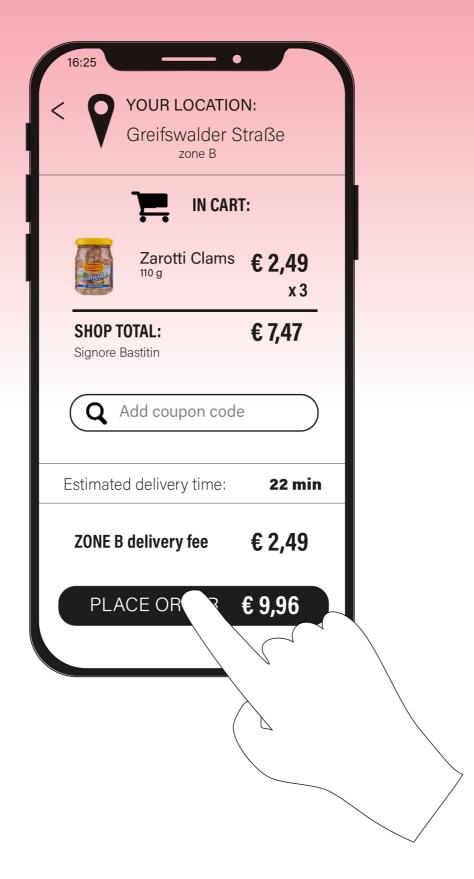


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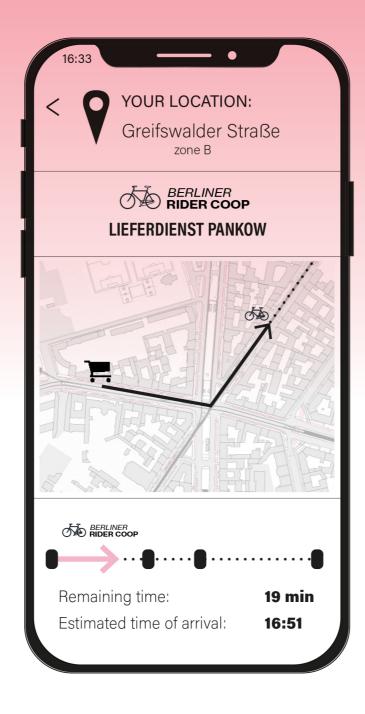






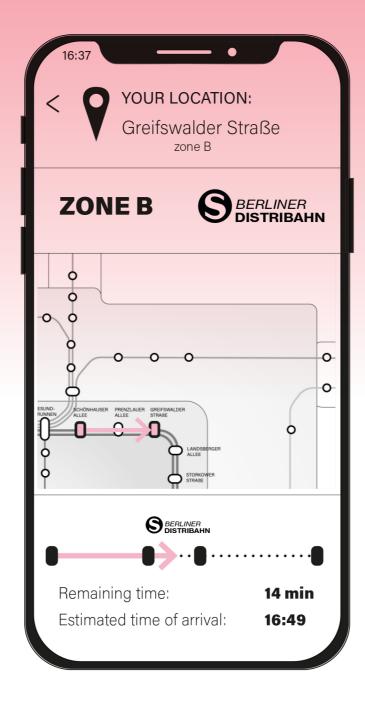


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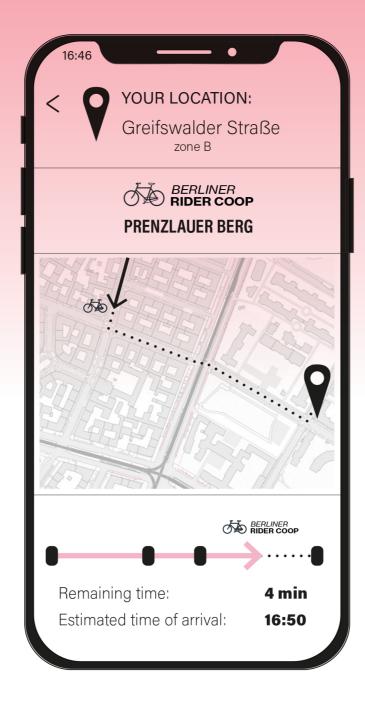


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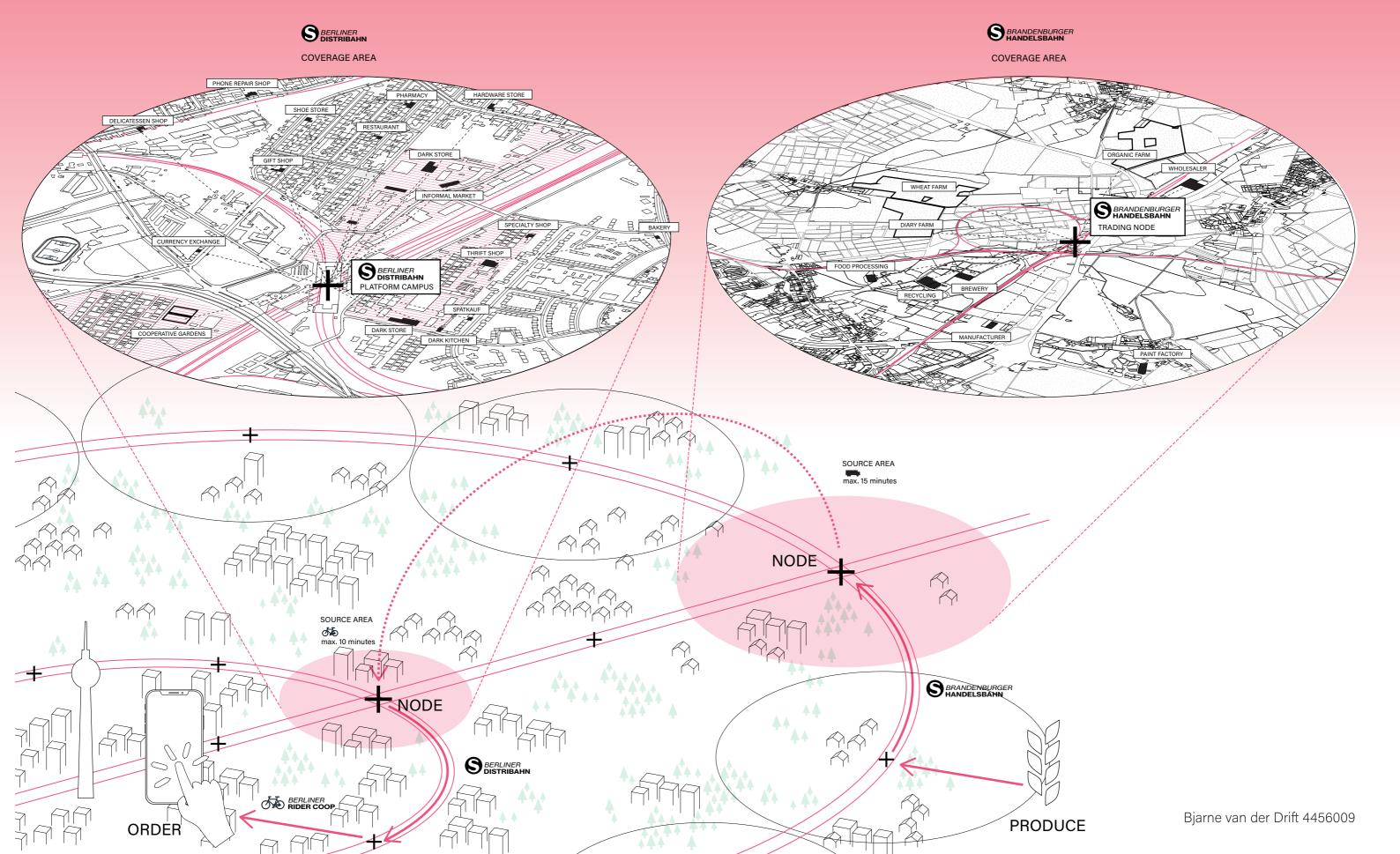




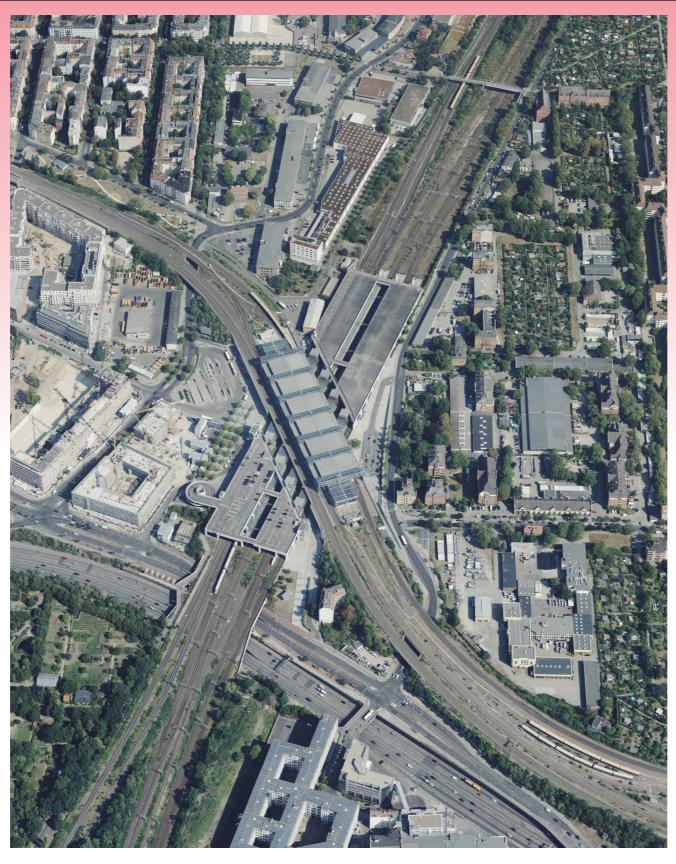
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DELIVERY_SCHEDULE_ BERLINER RIDER COOP **ZONE A** < 15 min max 15 min. < 30 min BERLINER BERLINER RIDER COOP **ZONE B** max 10 min. BERLINER DISTRIBAHN **ZONE C** BERLINER RIDER COOP < 60 min **REGIONALBAHN** max 15 min. **ZONE D** BERLINER DISTRIBAHN BRANDENBURGER RIDER COOP REGIONALBAHN < 90 min max 15 min.











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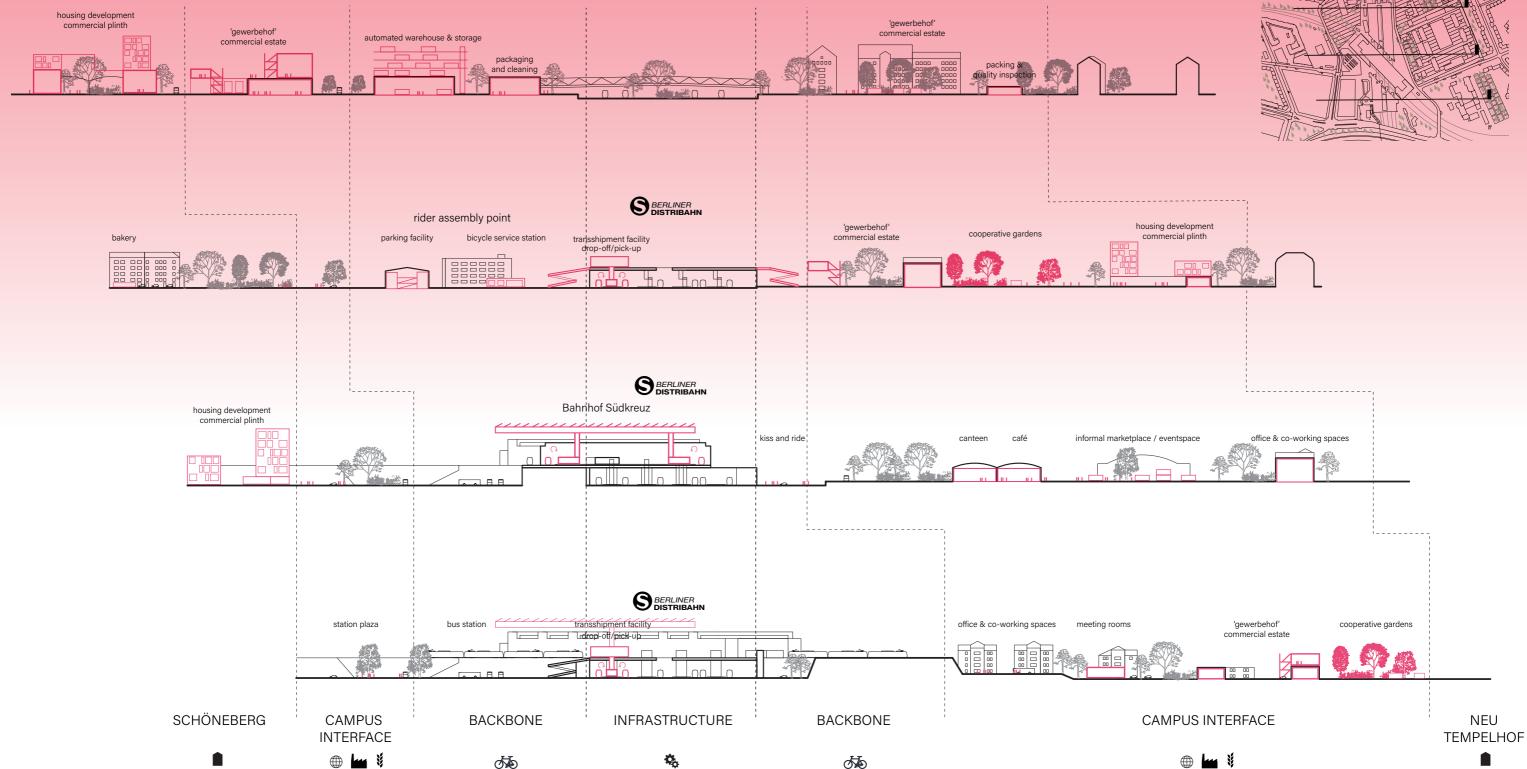


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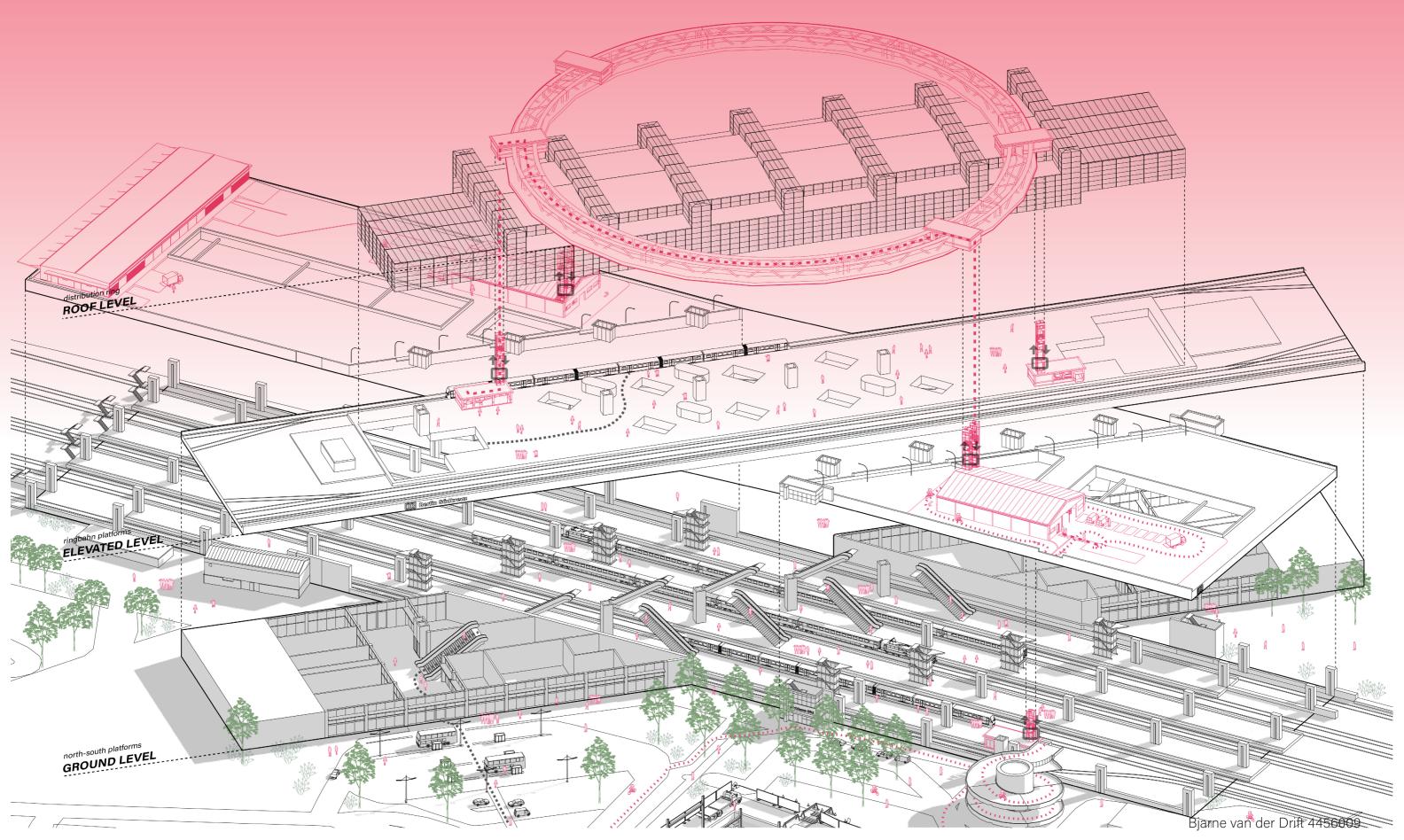
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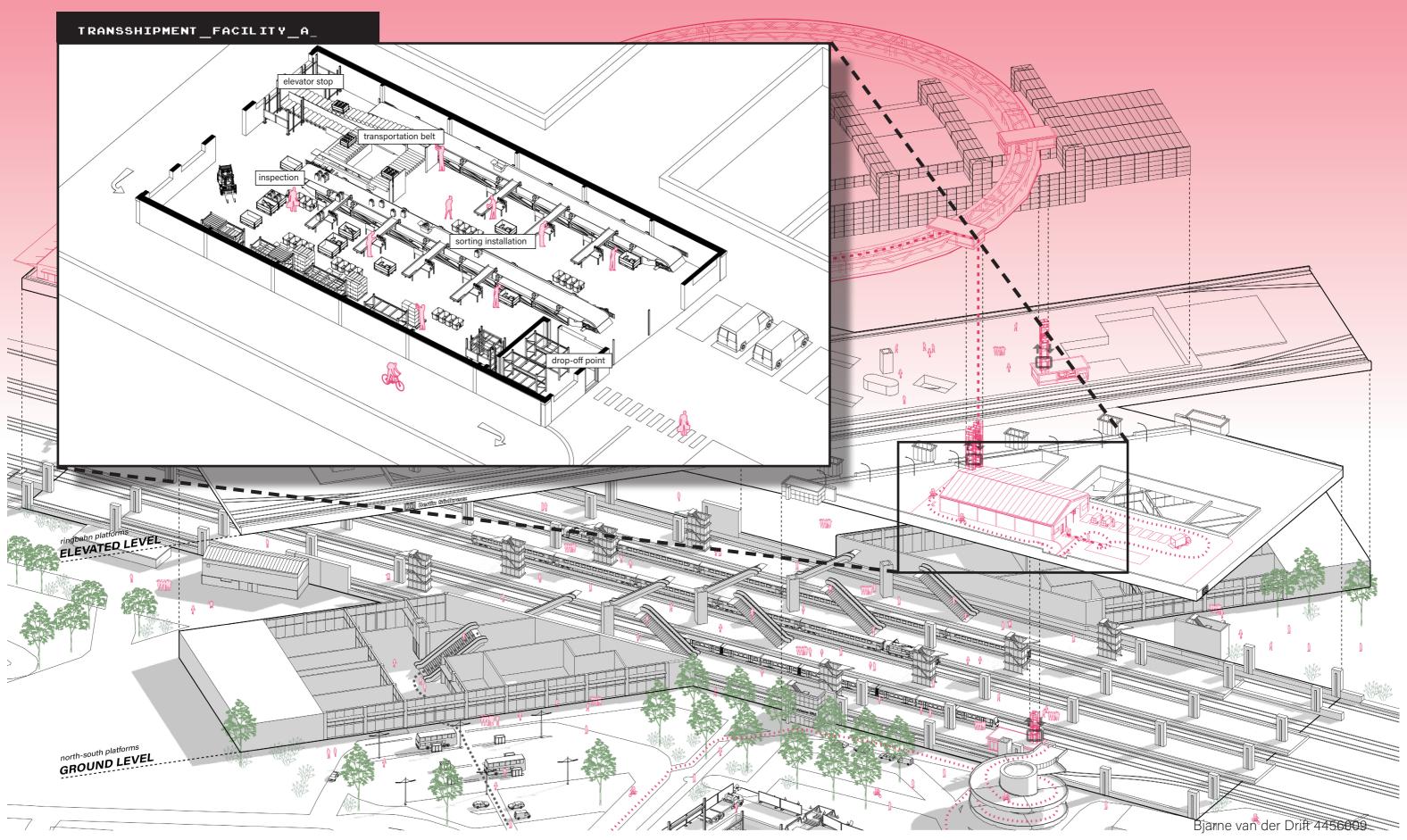


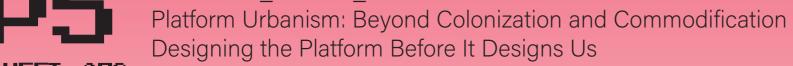


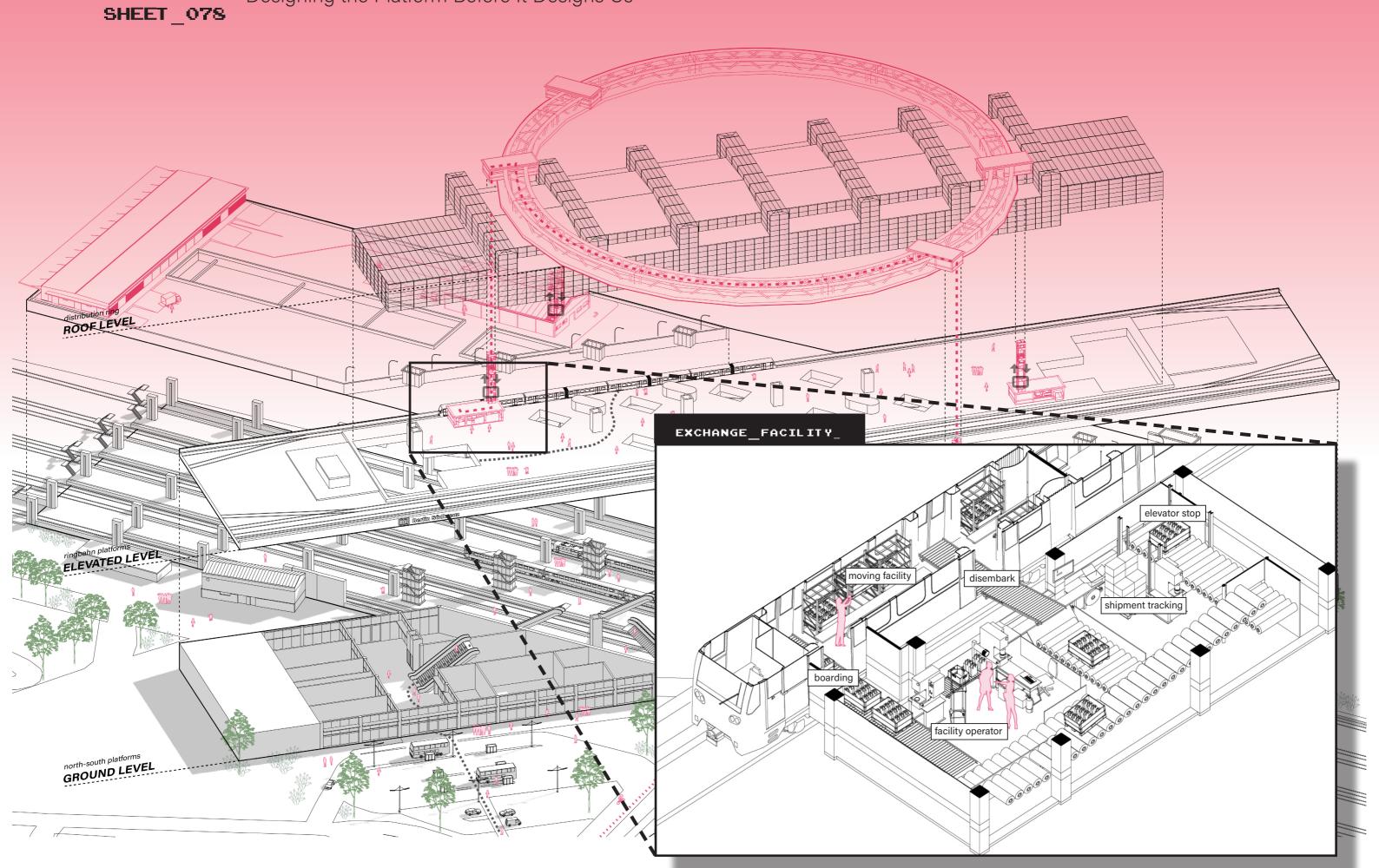




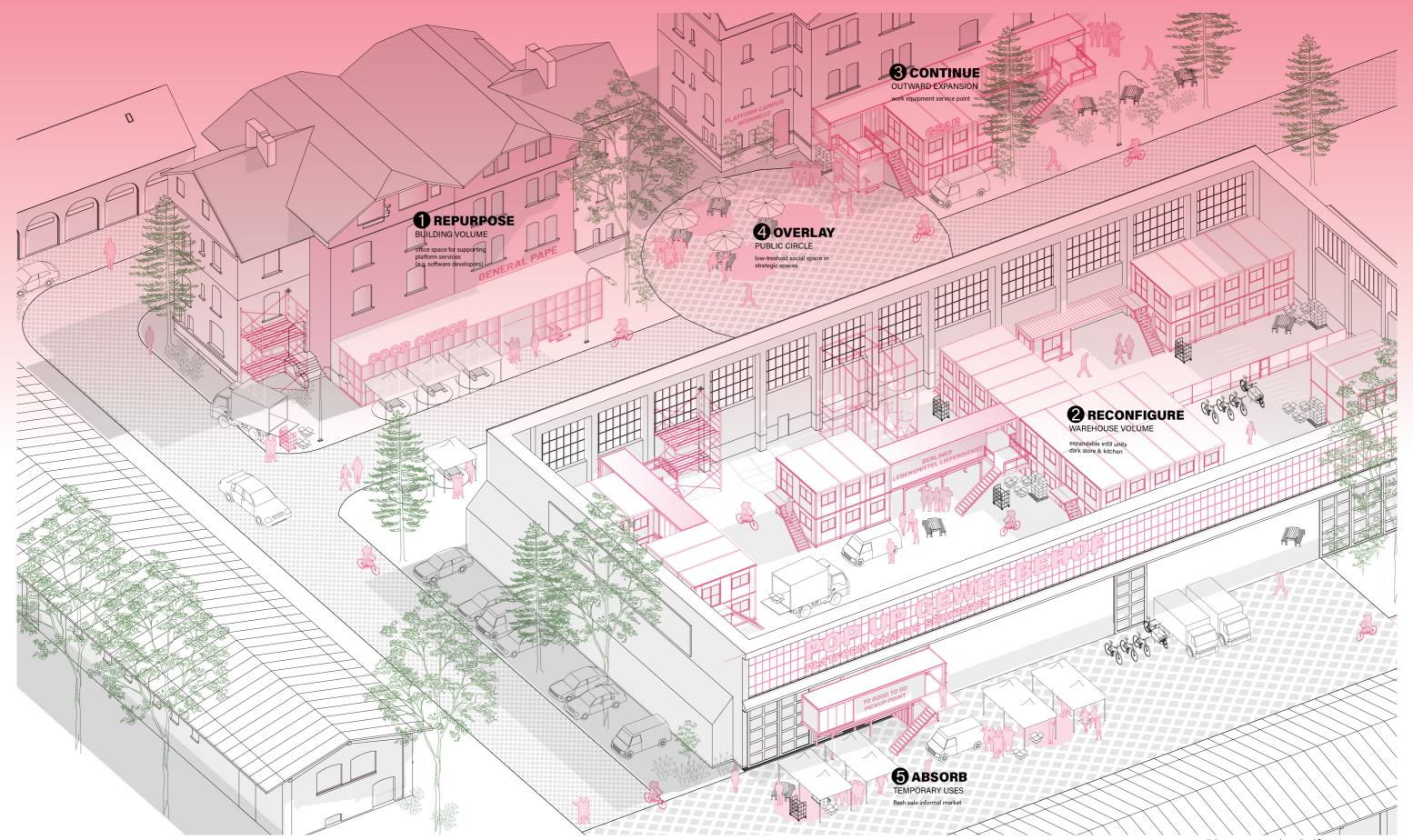




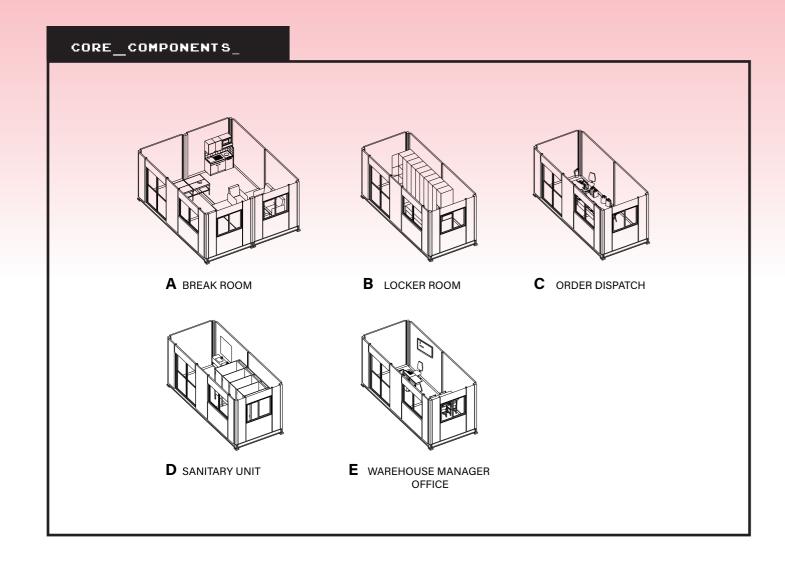


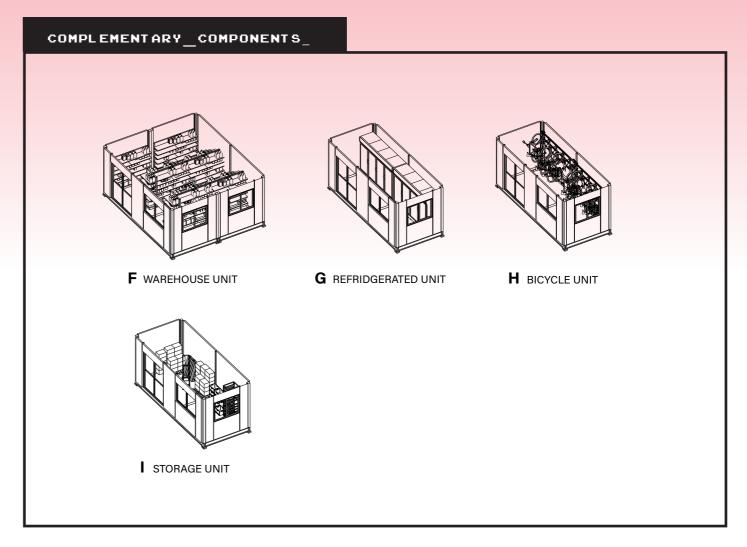


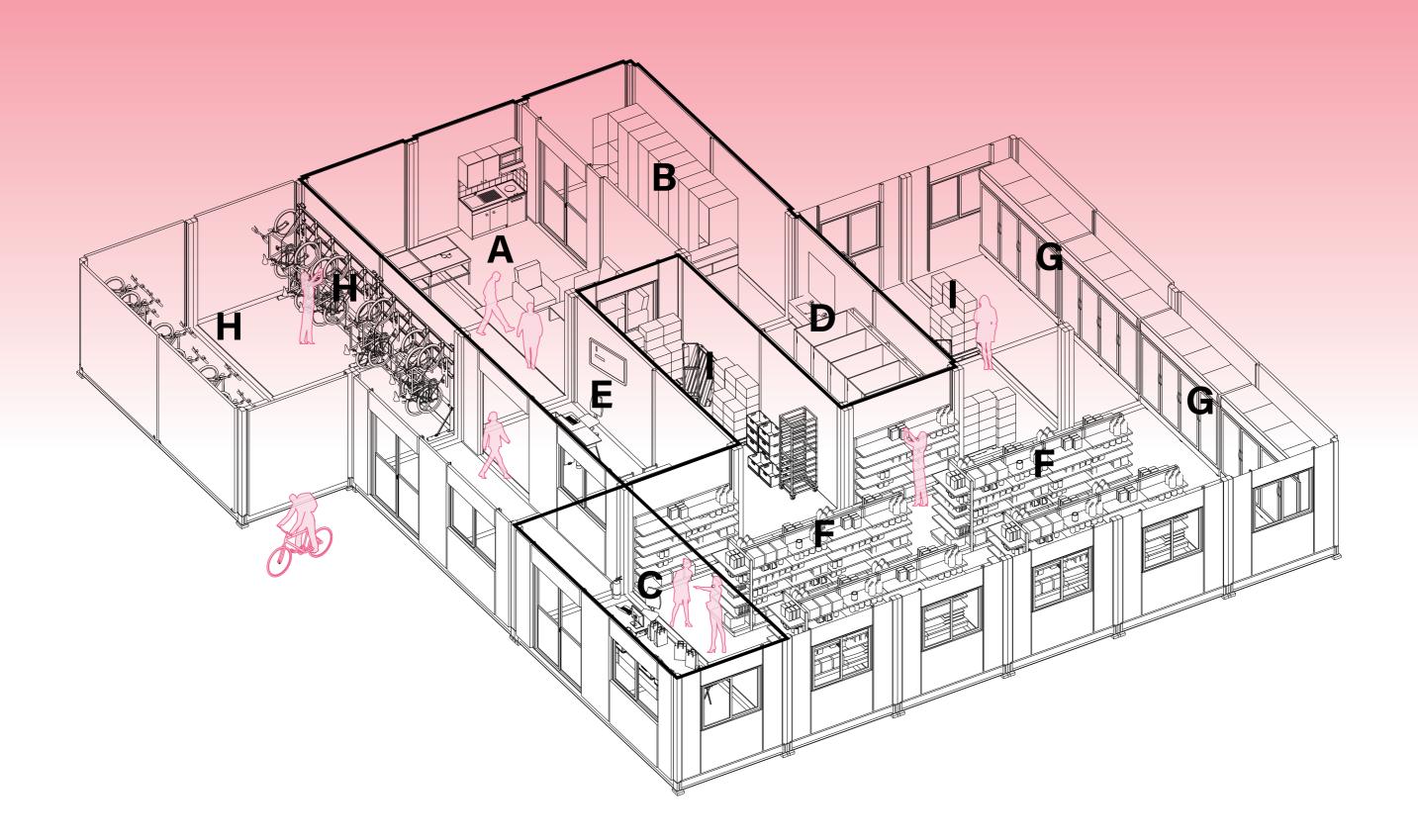
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SHEET_079



PLATFORM ARCHITECTURES







SHEET 082

Platform Urbanism: Beyond Colonization and Commodification Designing the Platform Before It Designs Us

CONCLUDING STATEMENT



Platform Urbanism: Beyond Colonization and Commodification Designing the Platform Before It Designs Us

