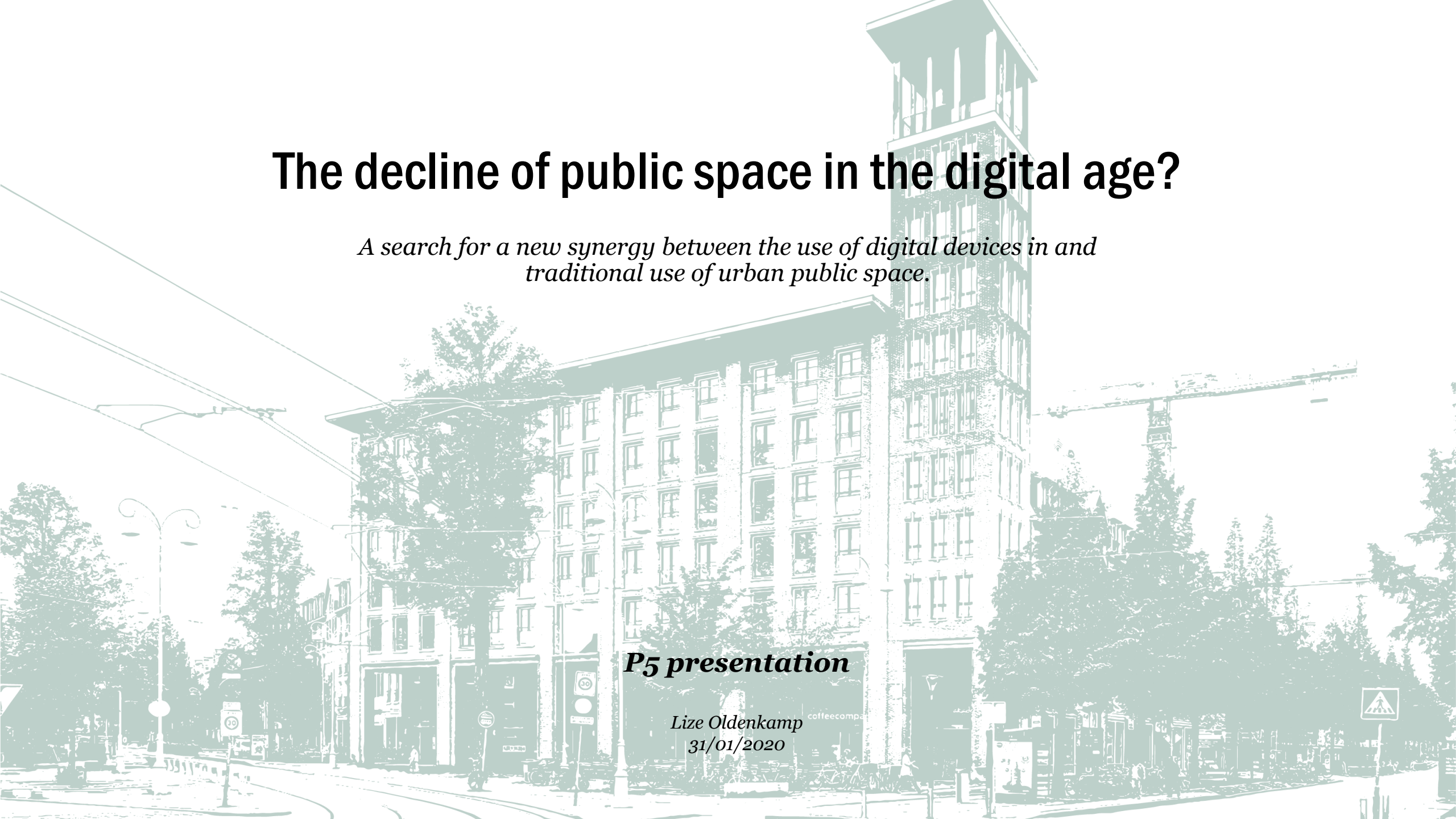


# The decline of public space in the digital age?

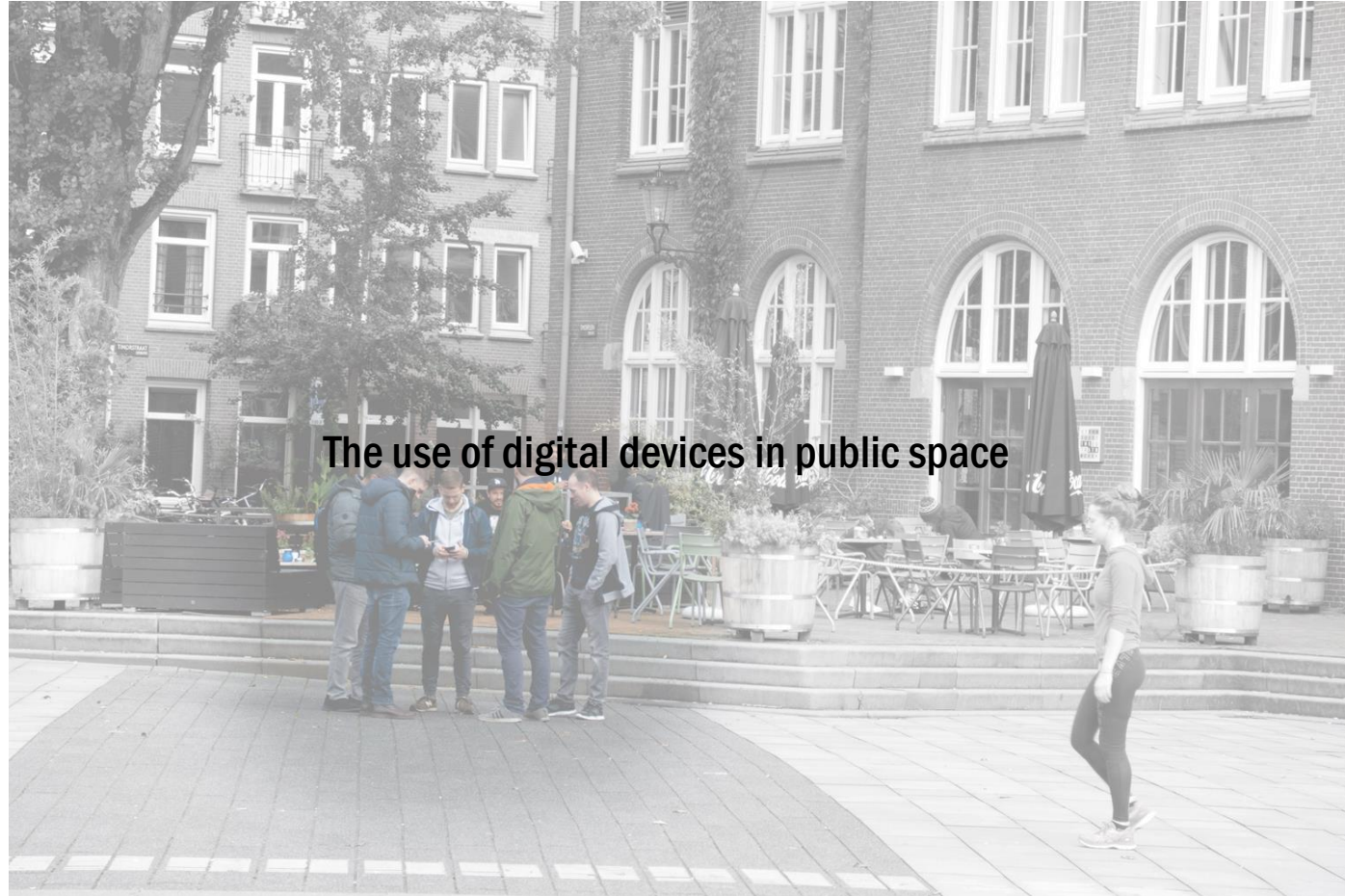
*A search for a new synergy between the use of digital devices in and traditional use of urban public space.*

***P5 presentation***

Lize Oldenkamp  
31/01/2020







CAN'T STOP, WON'T STOP

# People won't stop staring at their phones, so a Dutch town put traffic lights on the ground

By Neha Thirani Bagri • March 25, 2017



Toe the line.

Home > Smart > Technologie >  
Dit betekent 5G voor de openbare ruimte



## Dit betekent 5G voor de openbare ruimte

News & opinion

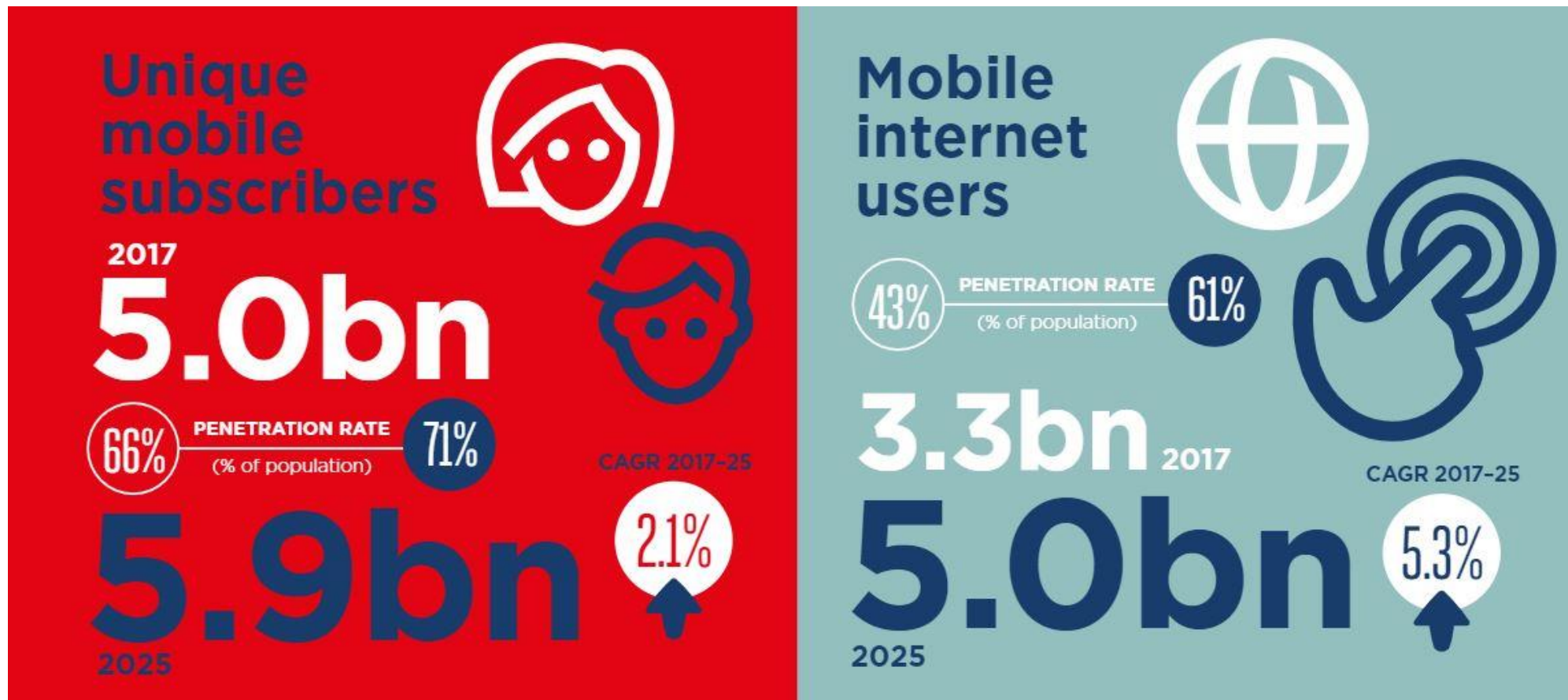
7 FEB 2019

# Big data meets public space

City planners are harnessing the boom in real-time data to build better public spaces and more people-focused cities.

For architect Carlo Ratti, everything in life is about feedback loops. On your way to work, you see a traffic jam and take a different route. By the end of the month, the city transport administration has detected recurring jam patterns and decided to change the programming of the traffic lights. Over the next few years, the city's urban planning will be more data-driven. For public works are needed; a new road

5 juni 2019 16:00 uur



Predicted growth of individual mobile subscribers and internet users worldwide, 2017-2025 (GSMA, 2018, p.6)

# Digitalization:

*“the integration of digital technologies into everyday life by the digitization of everything that can be digitized.”*

*- [IGI Global dictionary, (n.d.)]*

Is this how we will see the world in the future?

**Introduction**  
**Research**  
**Location**  
**Design proposals**

# Public space:

*space that is being maintained by the public government*

*freely accessible for anyone*

*free of charge*

*a space for (impersonal) contact between people*

*an interface between people*

Public space is about people



**The use of public space  
=  
human behaviour**

**Behaviour is based on (irrational) choices**

A vibrant park scene with a central stone fountain. In the foreground, a dirt path leads past a metal railing and a bed of plants. Several people are walking along the path, including a man in a white polo shirt and a man in a dark jacket. A woman with a bicycle is also visible. In the background, a man sits on a bench, and others are scattered across the grassy area. The scene is surrounded by tall, leafy trees under a bright sky.

Our surroundings shape our behaviour...



Our surroundings shape our behaviour...

And our behaviour shapes our cities...

**Can we influence human behaviour?**

# Nudging:

*"any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives"*

- (Thaler & Sunstein, 2008, p.6)

*"a nudge should be easy to avoid, it is not a mandate"*

A vibrant city square in a European setting. On the left, a multi-story brick building is heavily covered in green ivy. In front of it is an outdoor cafe with several tables and white umbrellas, where people are sitting and talking. A large, dark, curved stone bench sits in the middle of the square. To the right of the bench, a large row of colorful bicycles is parked. In the background, more brick buildings with red-tiled roofs line the square. A tall, thin tree stands prominently in the center. The sky is blue with scattered white clouds. A person is riding a bicycle on the right side of the square. The overall atmosphere is bright and lively.

Digitalization has an increasing influence on the use of public space.



**Digitalization has an increasing influence on the use of public space.**

**Working**

**Meeting with friends**

**Playing**

**Using phone**

**Biking (with phone in hand)**

# Public space has transformed into a place for:






*traditional use of public space*

*use of digital devices*

*practical*

*social*

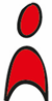




# 5 roles

		<b>Traditional analogue</b>	<b>Practical digital</b>	<b>Social digital</b>
<b>Resident</b>				
<b>Tourist</b>				
<b>Commuter</b>				
<b>Social meeter</b>				
<b>Digital nomad</b>				

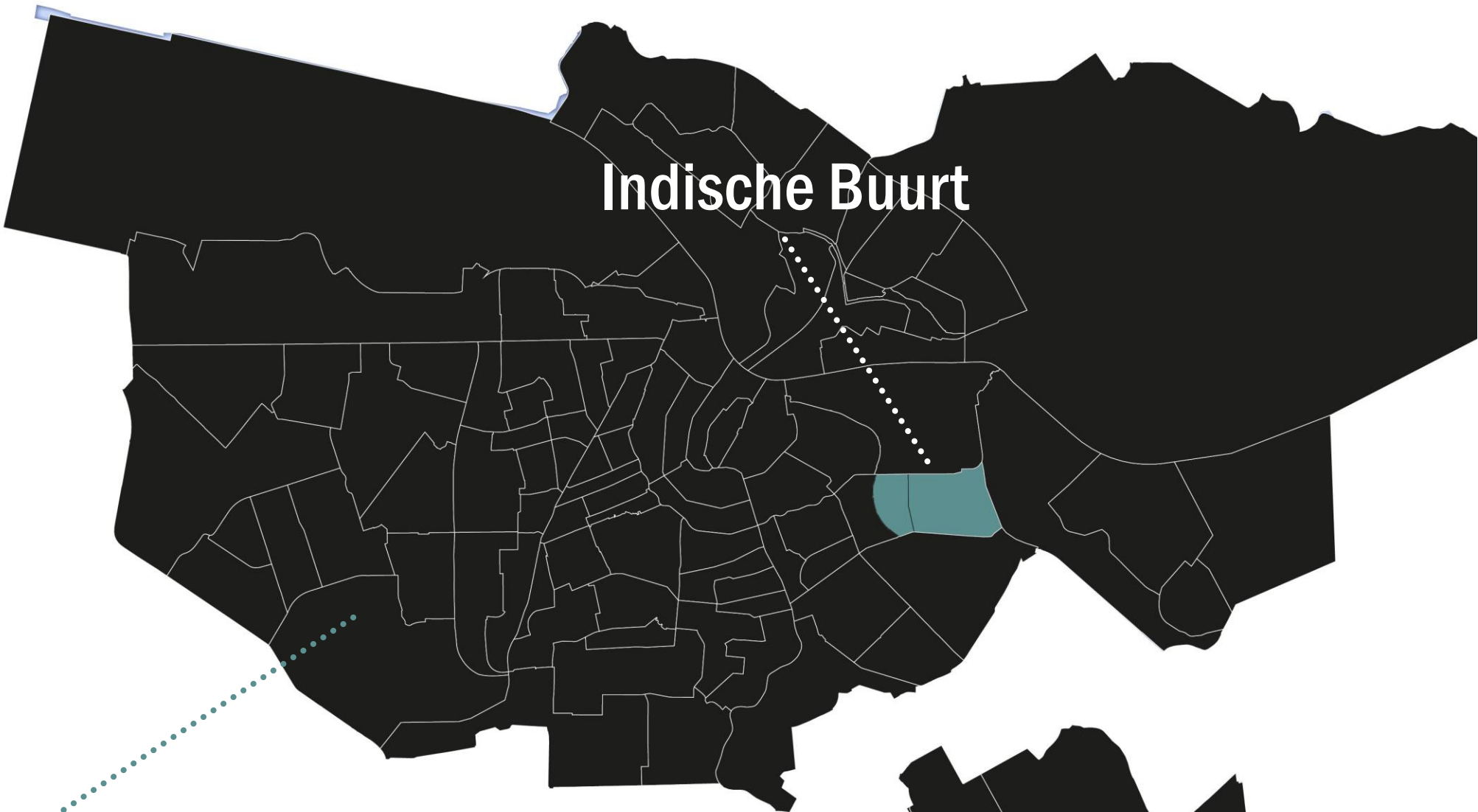
# A lot of different behaviour

## Type of use

R  
O  
L  
E  
S

		<b>Traditional analogue</b>	<b>Practical digital</b>	<b>Social digital</b>
<b>Resident</b>		<i>Walking</i>	<del></del>	<i>Posting on social media Whatsapp</i>
<b>Tourist</b>		<i>Walking around</i>	<i>Finding route, information, facilities</i>	<i>Posting on social media Keep in touch</i>
<b>Commuter</b>		<i>Walking A &gt; B Using public transport</i>	<del></del>	<del></del>
<b>Social meeter</b>		<i>Meeting people</i>	<del></del>	<del></del>
<b>Digital nomad</b>		<del></del>	<i>Working Using Wi-Fi</i>	<i>Contacting people / clients</i>

*How can urban design interventions contribute to a new synergy between the traditional use of and the use of digital devices in urban public spaces in cities?*



**Indische Buurt**

**Amsterdam**



Gentrification

+/- 100 spoken languages

Former  
"Vogelaarwijk"

# The Indische Buurt, Amsterdam Oost

Originates from 1900s



## Four challenges:

1. Digital devices are taking over the role of interaction with people
2. There is a mismatch between proposed routes and the facilities offered in the neighbourhood
3. The design of main routes often does not invite to stay, so no, or little, opportunity for (impersonal) contact
4. The defined public meeting places often lack facilities both for the analogue as well as for the digital lifestyles.

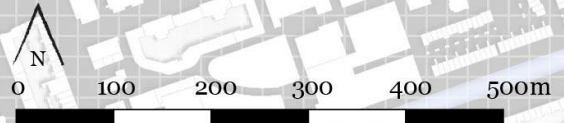


Image by author (2020)



## Vision:

### **Aim:**

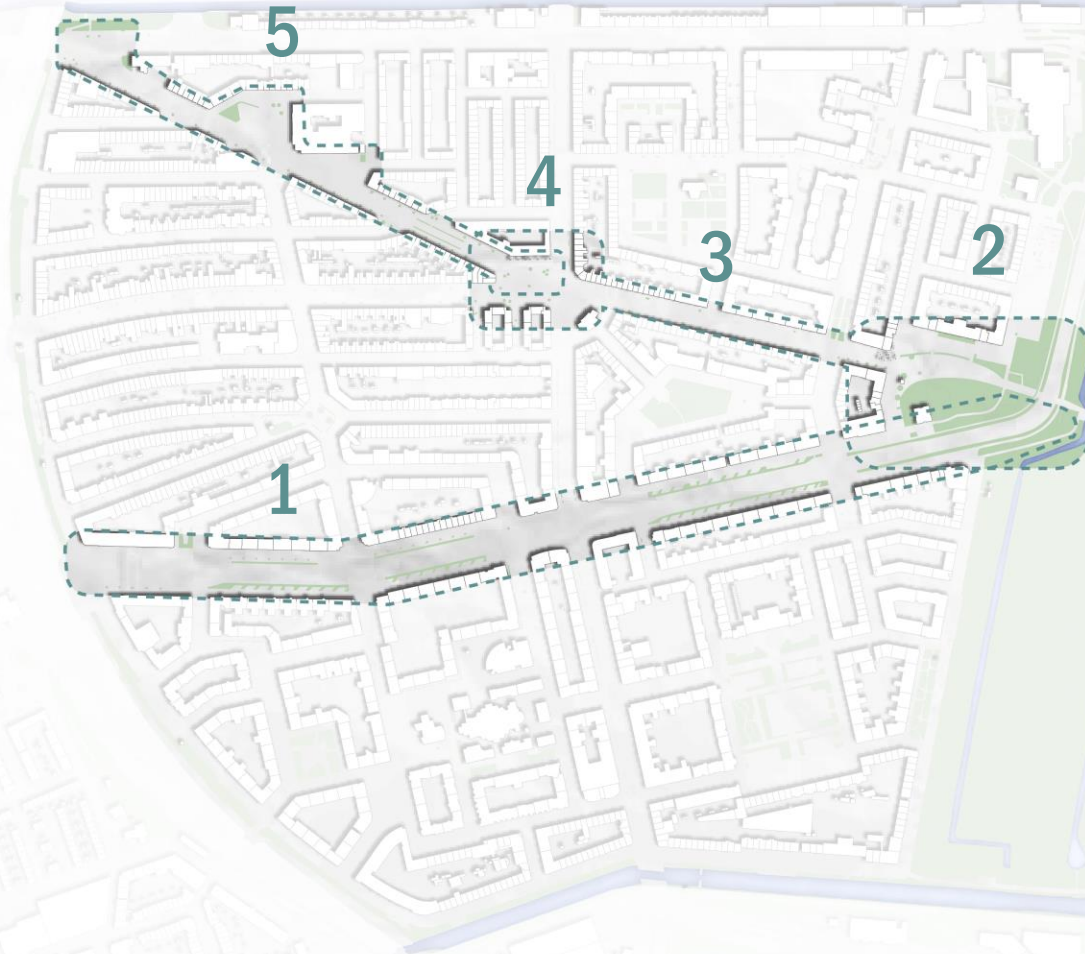
*Create a neighbourhood where people still want to go outside, although living in an increasingly digital world.*

### **Steps:**

1. Strengthen the main proposed routes with facilities of (impersonal) contact and staying;
2. Transforming the Javaplein into the heart of digital life of the neighbourhood;
3. Create different zones, focussing on different uses;
4. Propose interventions to create new synergy between uses.

## Five locations:

1. Insulindeweg
2. Javaplantsoen
3. Javastraat
4. Javaplein
5. Borneostraat and Timorplein



0 100 200 300 400 500m

# Let's go on a journey through the neighbourhood of the future, from two different perspectives



***perspective 1***

*Habiba  
19 years old  
resident/commuter  
likes to be connected*

***perspective 2***

*David and Sophia  
52 & 53 years old  
American tourists  
Like to know everything*



# Insulindeweeg



Sit down

Walking straight

Wander around



# Insulindeweg

“Fietsstraat”

Sidewalk back to the residents

Walk through green area



# Insulindeweeg

Traffic lights

Scan for real time traffic info

Digital sign post for information

Scan to get a map

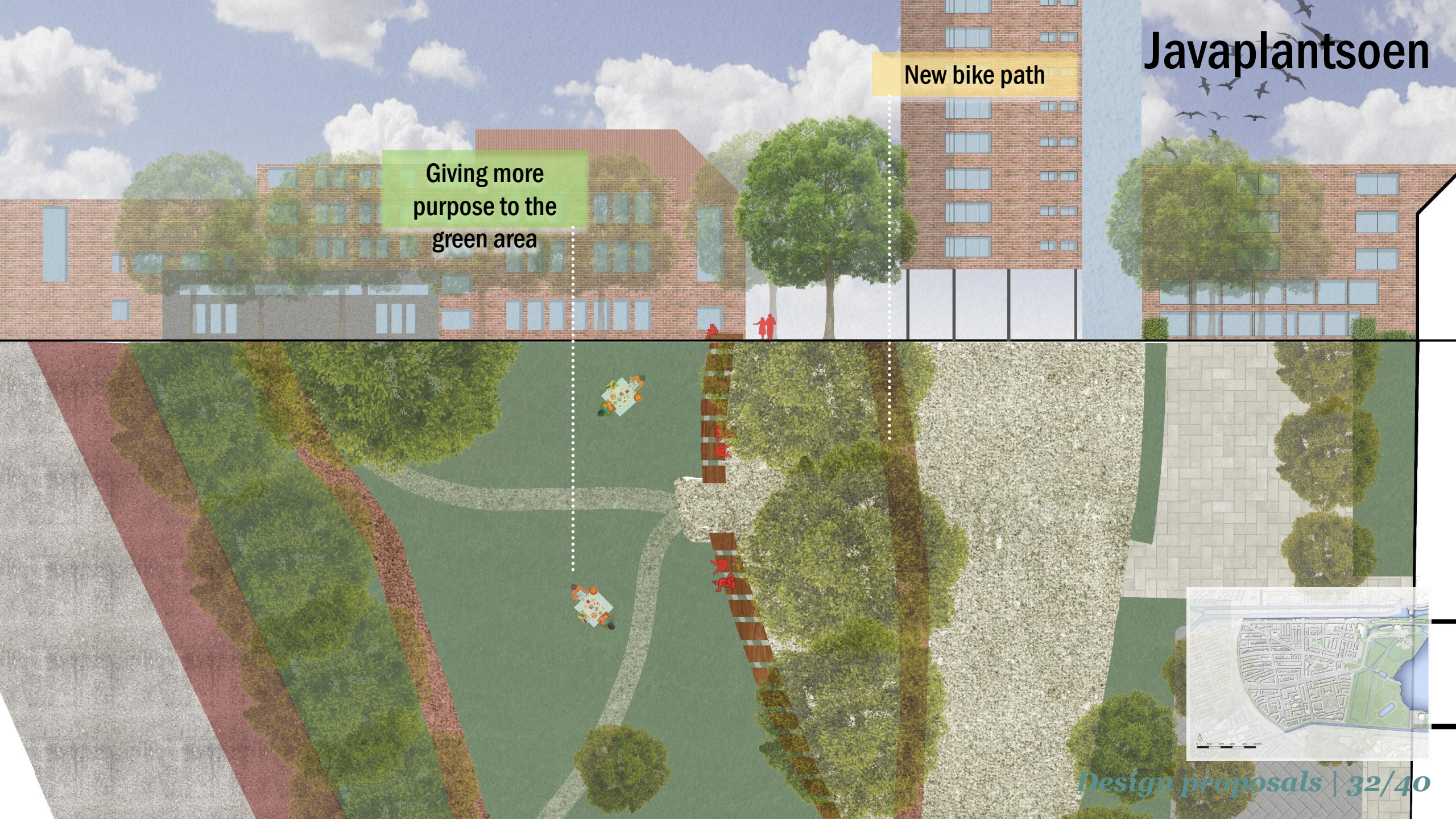
Scan for real time traffic info

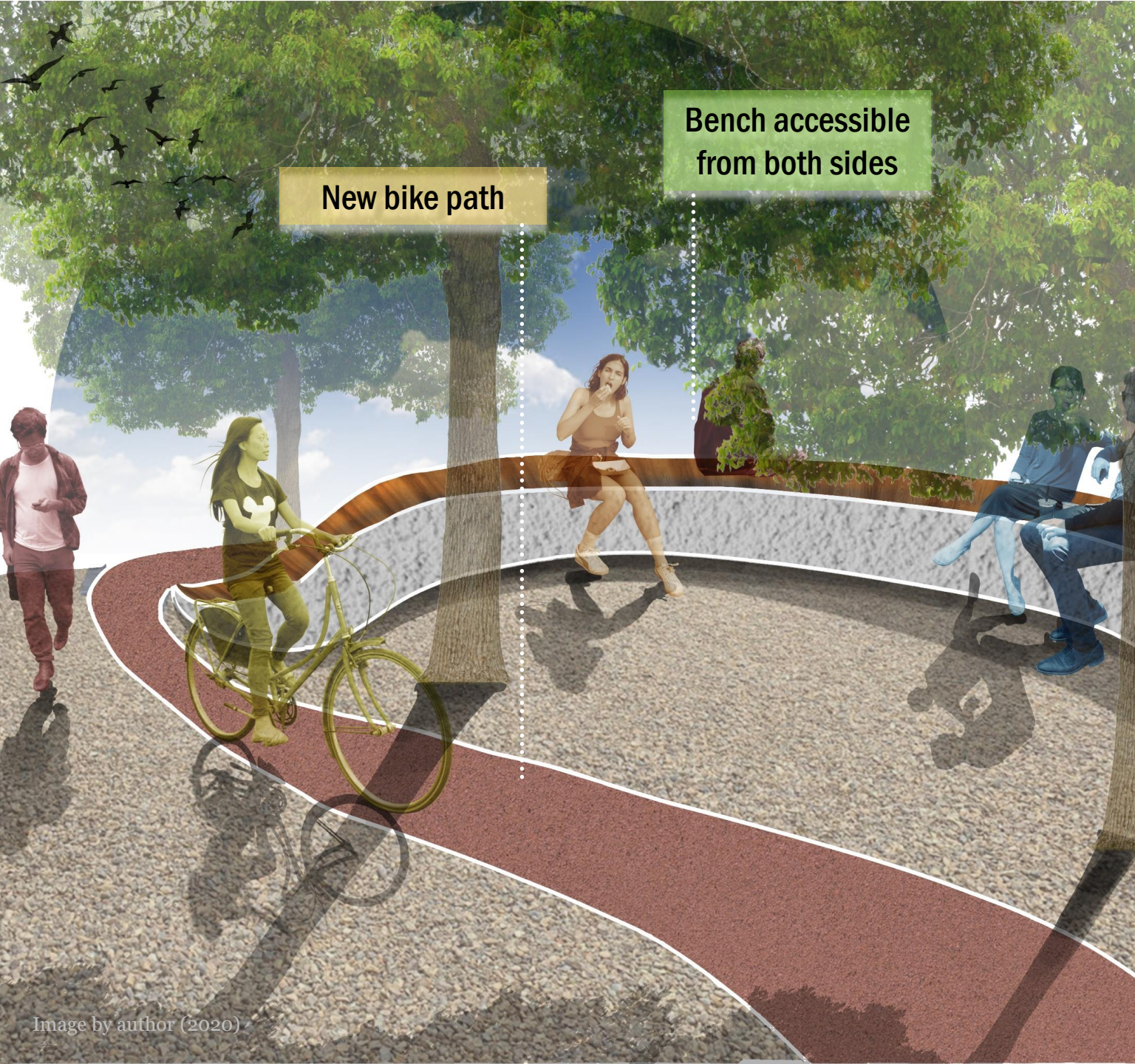


# Javaplantsoen

New bike path

Giving more purpose to the green area





New bike path

Bench accessible from both sides

# Javaplantsoen



Play area



# Javastraat

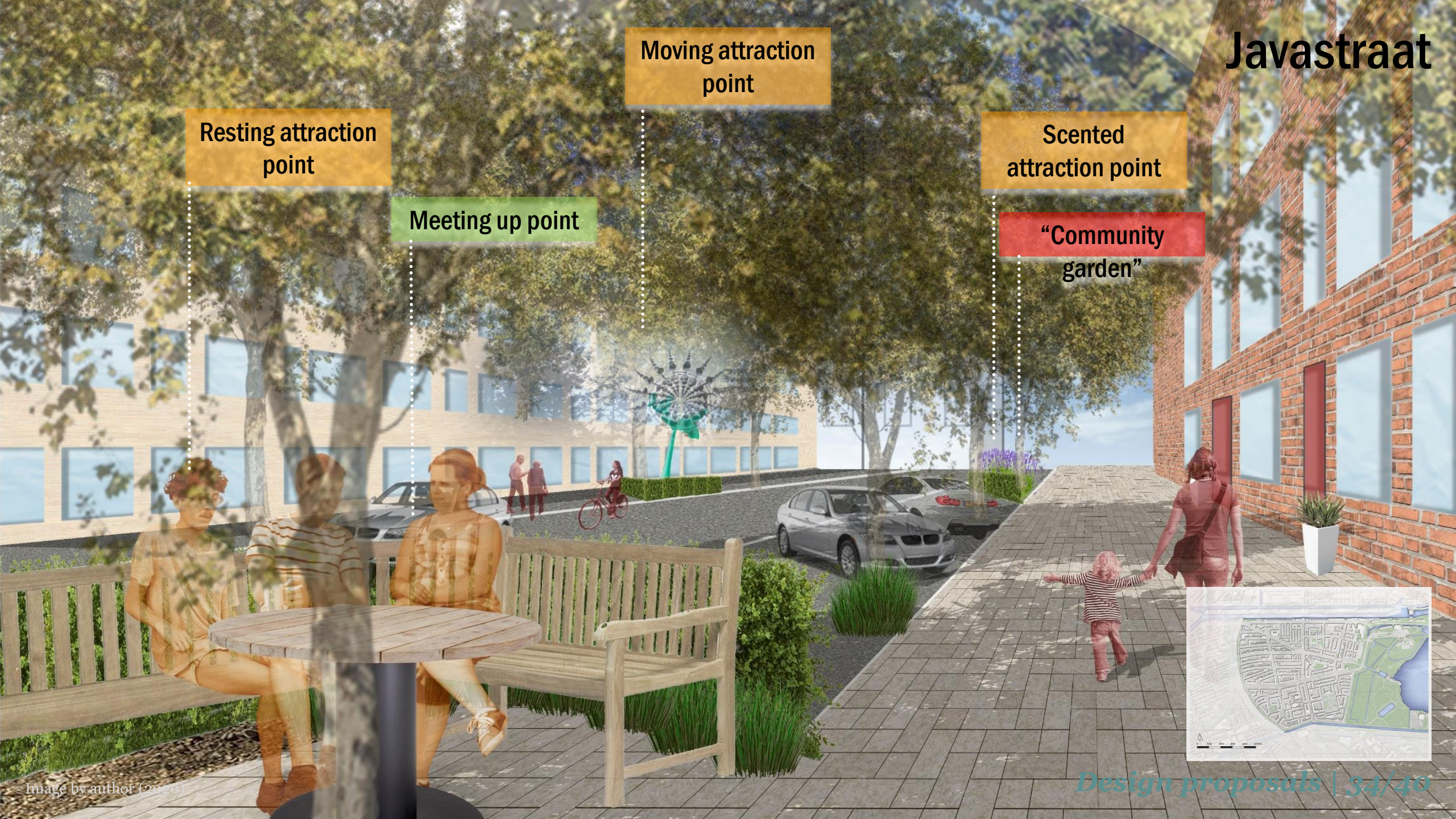
Moving attraction point

Resting attraction point

Scented attraction point

Meeting up point

“Community garden”





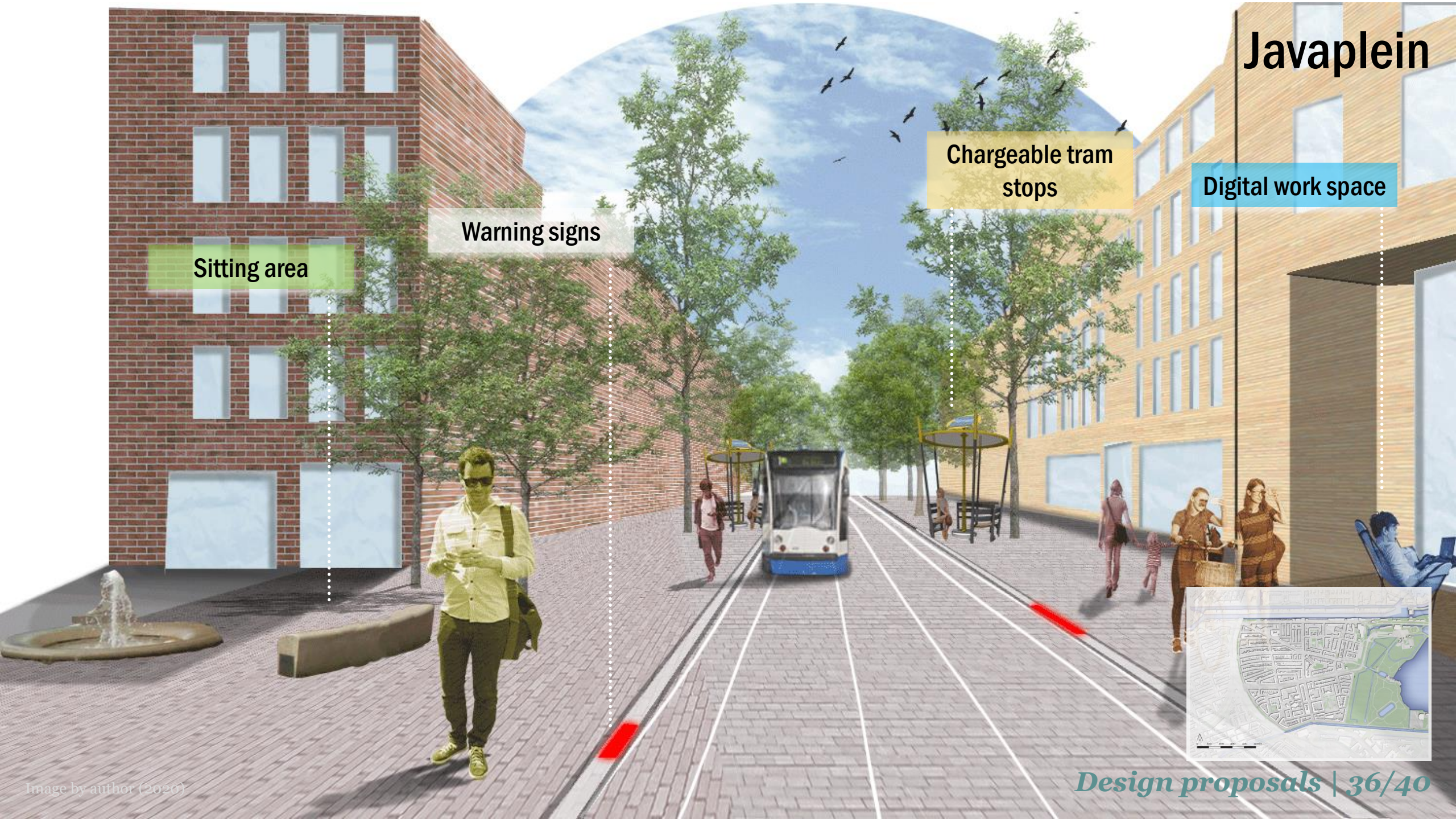
# Javaplein

Chargeable tram stops

Digital work space

Warning signs

Sitting area



# Borneostraat



Meeting place

Digital work spaces

STUDIO.K

- Studio.K 1 min
- KOFFIE
- WORKPLACES 4F#
- Tram 14 5 min  
Bus 22 7 min




# Borneostraat

Scan for information

Workspace

Meet-up area

Scan to get historic information



Studio.K  
1 min

KOFFIE

STAYOKAY

WORKPLACES 4Free

Tram 14  
BUS 22

5 min  
7 min



# Borneostraat



**The traditional ideas of what public space is, should be maintained, while new uses of public spaces should be facilitated as well.**

**Thank you!**



## Image references:

### Slide 4:

HIG. (2017). *HIG werkt met gemeente Bodegraven-Reeuwijk aan veilig oversteken*. <https://hig.nl/traffic-systems/nieuws/hig-werkt-met-gemeente-bodegraven-reeuwijk-aan-veilig-oversteken>, january 2020. Screenshot taken from: <https://qz.com/942104/people-wont-stop-staring-at-their-phones-so-this-dutch-town-put-traffic-lights-on-the-ground/>

RICS. (2019). *Big data meets public space*. [Screenshot of website]. Retrieved from: <https://www.rics.org/nl/news-insight/future-of-surveying/surveying-technology/big-data-meets-public-space/>, january 2020.

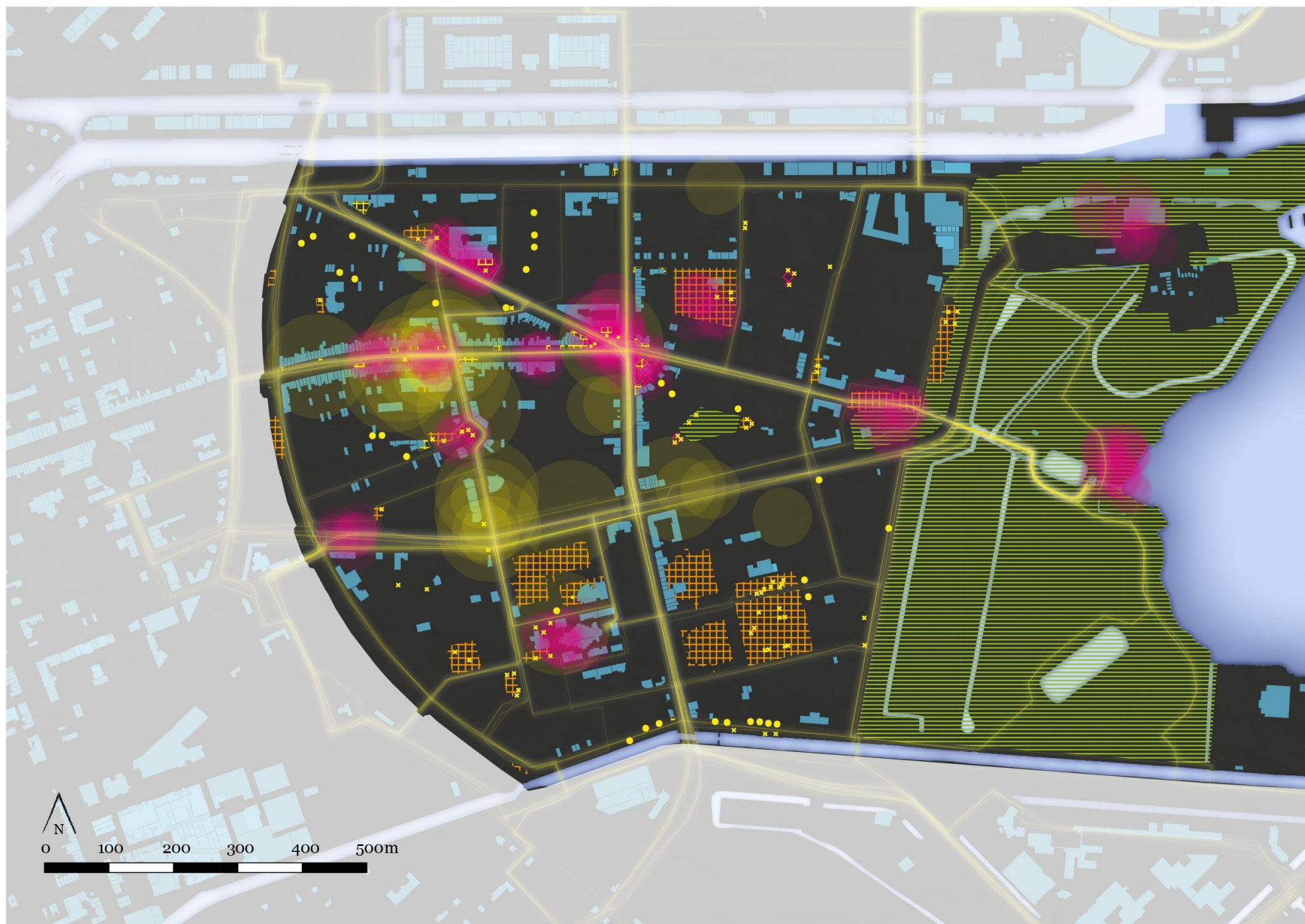
Stadszaken. (2019). *Dit betekent 5G voor de openbare ruimte*. [Screenshot from website]. Retrieved from <https://www.stadszaken.nl/smart/technologie/2209/dit-betekent-5g-voor-de-openbare-ruimte>, january 2020.

### Slide 5:

GSMA. (2018). *The Mobile Economy 2018*. London.

### Slide 14:

Jan-Dirk van den Broek. (2011). *Teylingerlaan, Voorhout - Terreinwinst: 4,5 meter*. [Photograph]. Retrieved from: <http://www.jandirk.com/olifantenpaadjes.html>, 27-01-2020.

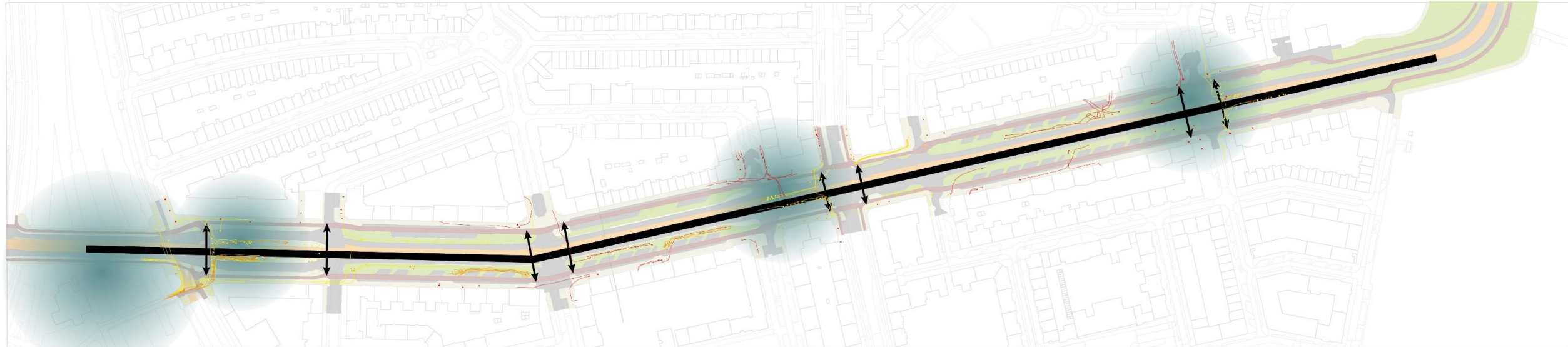


## Conclusions of analysis:

1. Public meeting places
2. Benches
3. Non-residential buildings
4. Proposed routes through the neighbourhood
5. Social media hubs

# Insulindeweeg

## g



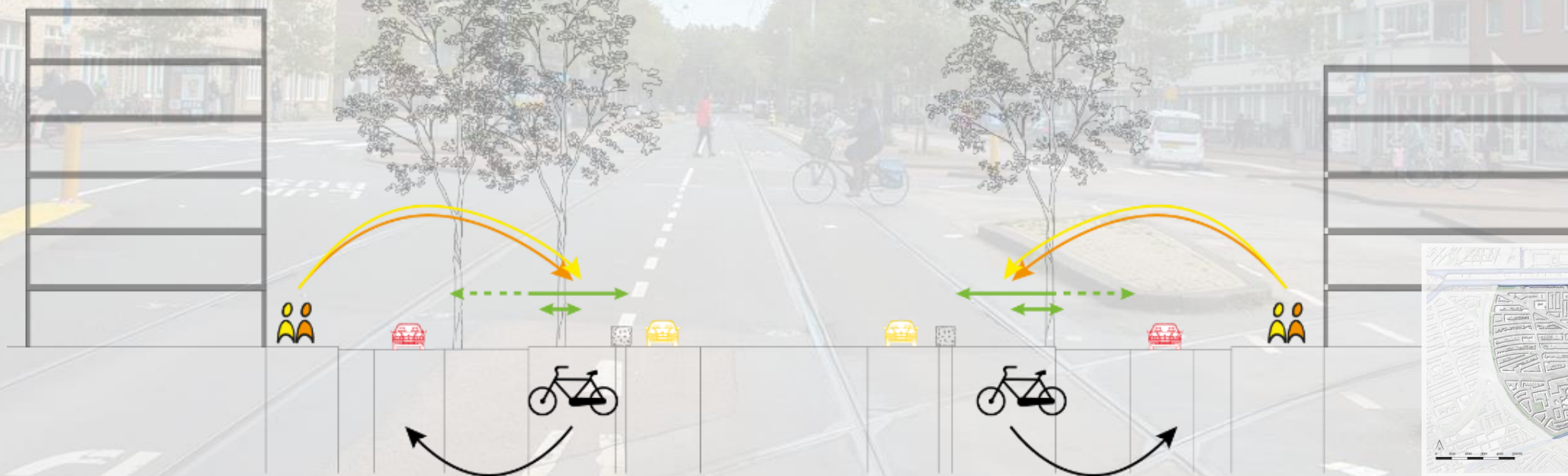
New situation Insulindeweeg



# Insulindewe g

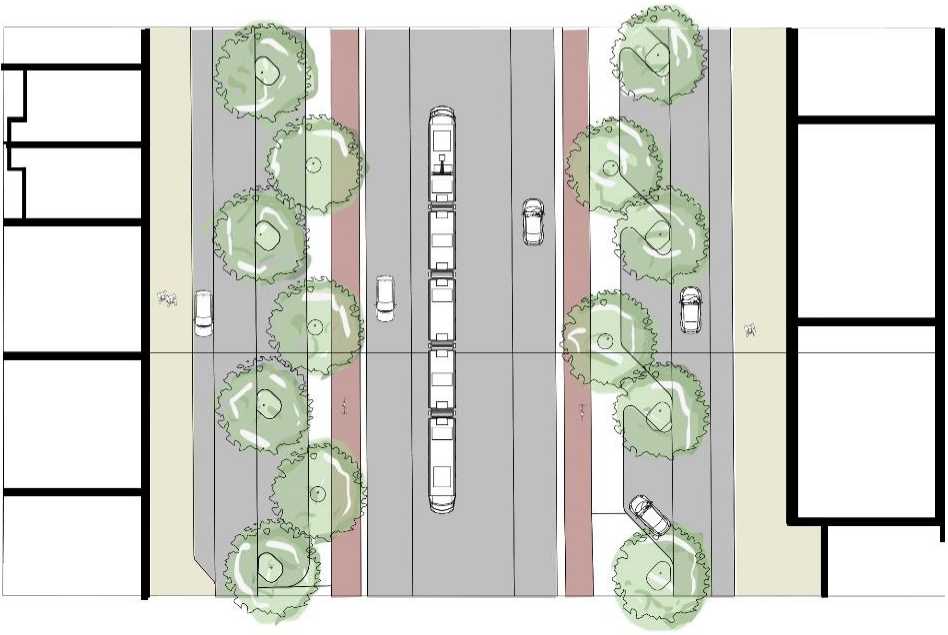
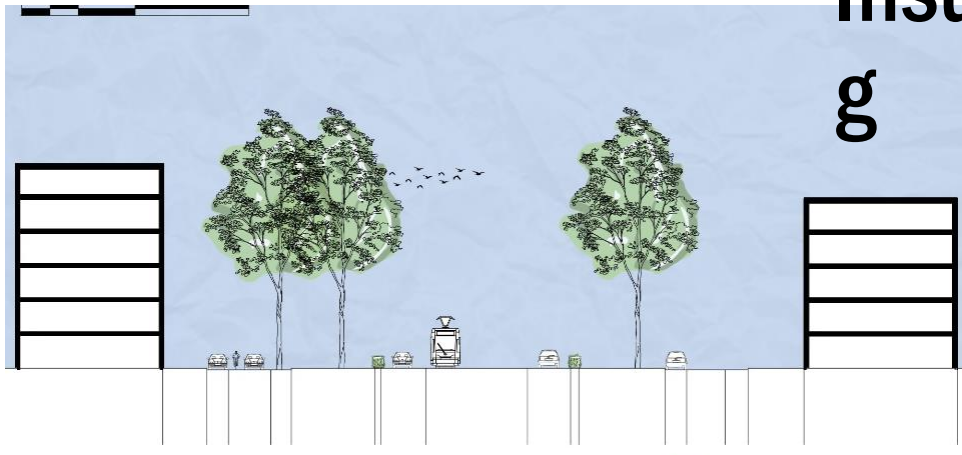


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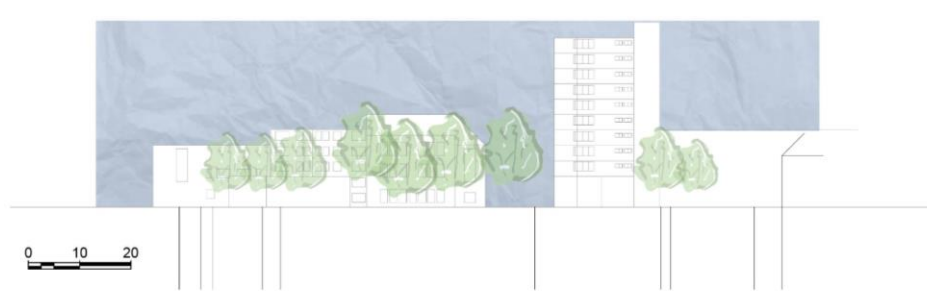
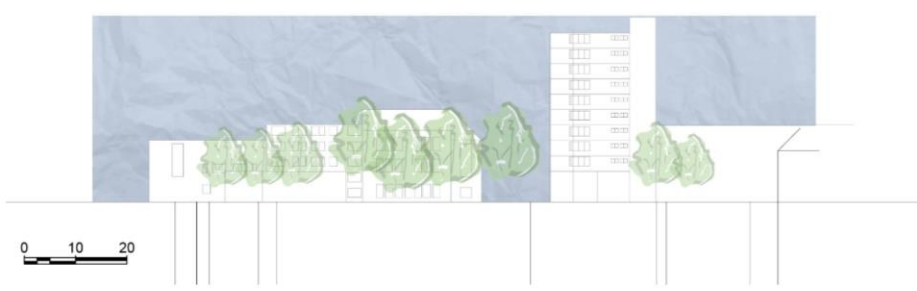


# Javaplantsoe n



0 10 20

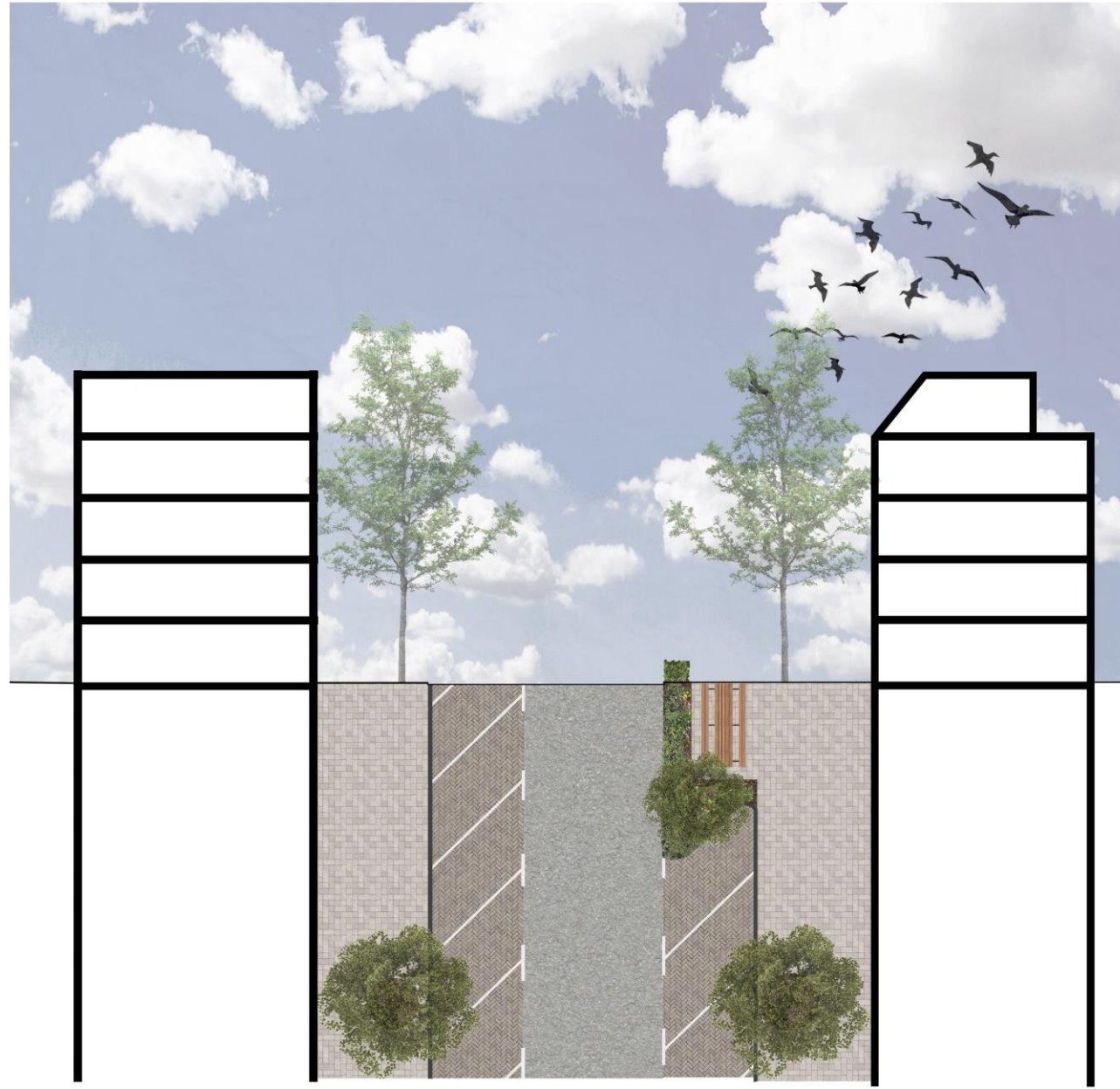
# Javaplantsoen



# Javastraat



# Javastraat



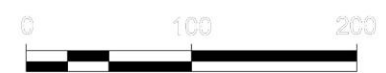
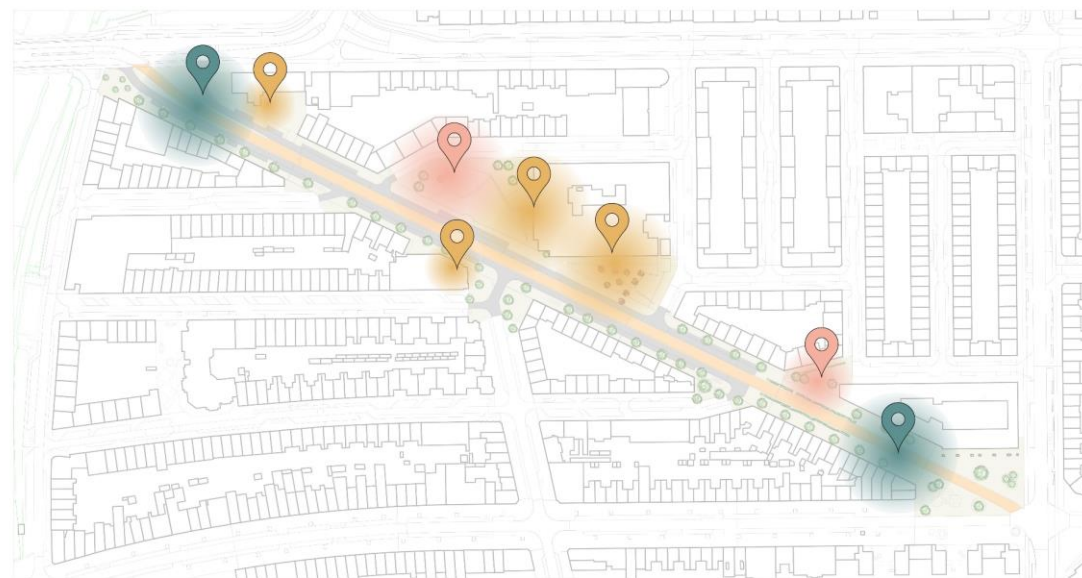
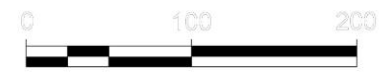
# Javaplein



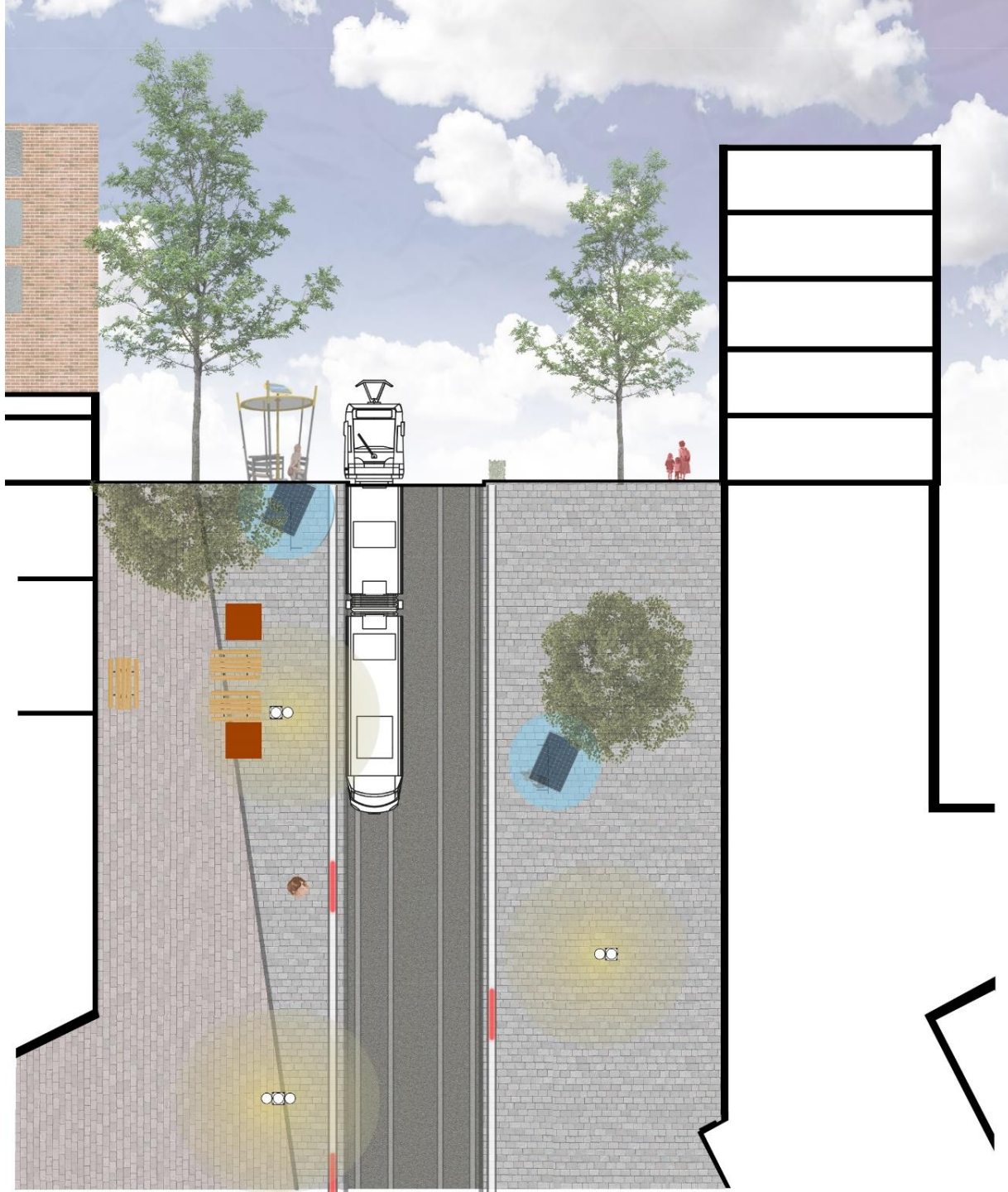
Javaplein



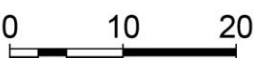
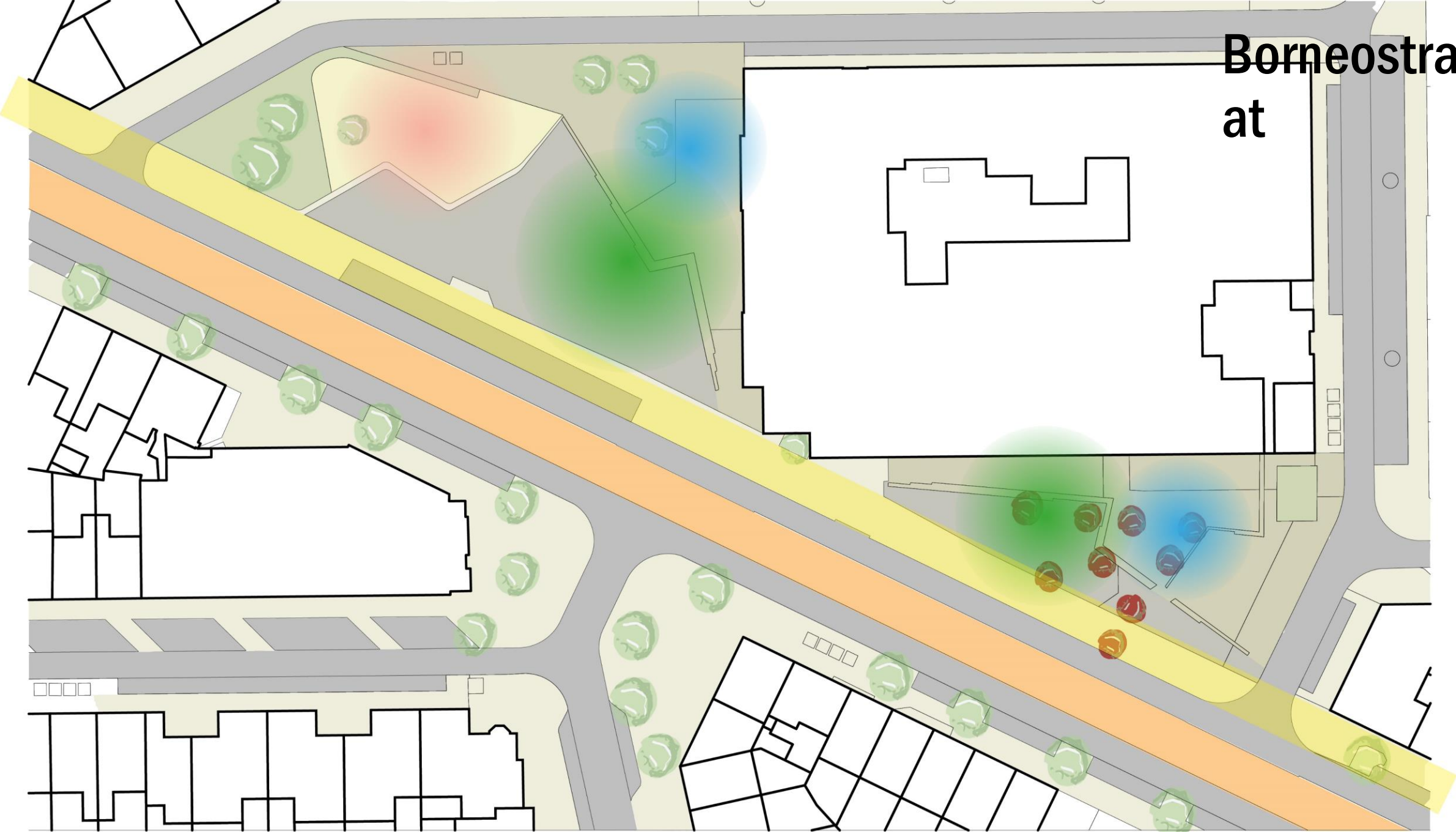
# Borneostra at



# Borneostra at



# Borneostra at



# Borneostra at

