

The Augmented City

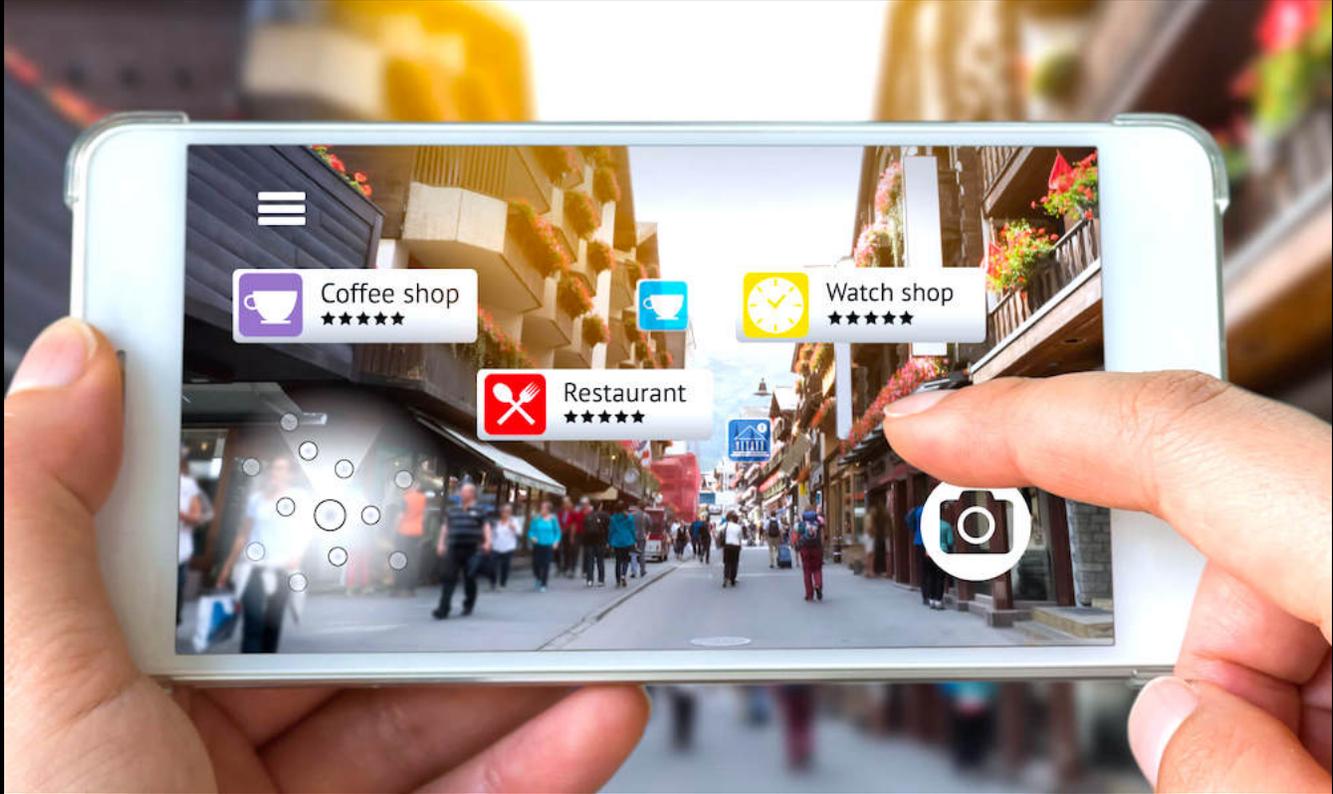
A Panel Discussion



PERKINS+WILL

Urbanism Next 2019
Session 2: 3:00 – 4:30 PM, May 8, 2019
Moderator, Gerry Tierney
Perkins+Will

The Augmented City: A Panel Discussion



Augmented Reality is NOT Virtual Reality



In the first reality is Augmented; in the second reality is Replaced



And now our panelists



Michael Austin
Senior Urban Designer,
Associate



Ingrid Stromberg
Global Urban Design
Knowledge Manager,
Associate



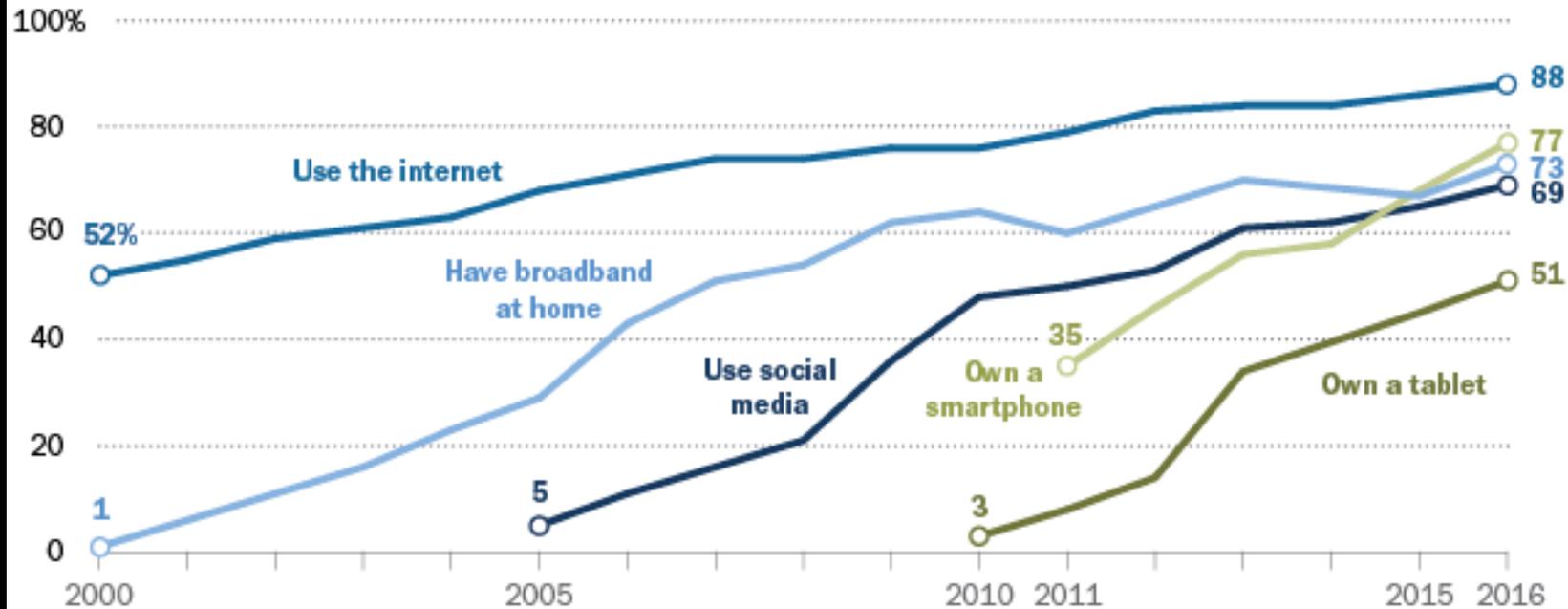
Luc Deckinga
Digital Practice Manager

Augmentation in the Public Realm

We are reaching a point where the smartphone has reached widespread exposure

The evolution of technology adoption and usage

% of U.S. adults who ...



Source: Surveys conducted 2000–2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

The screen age is ending

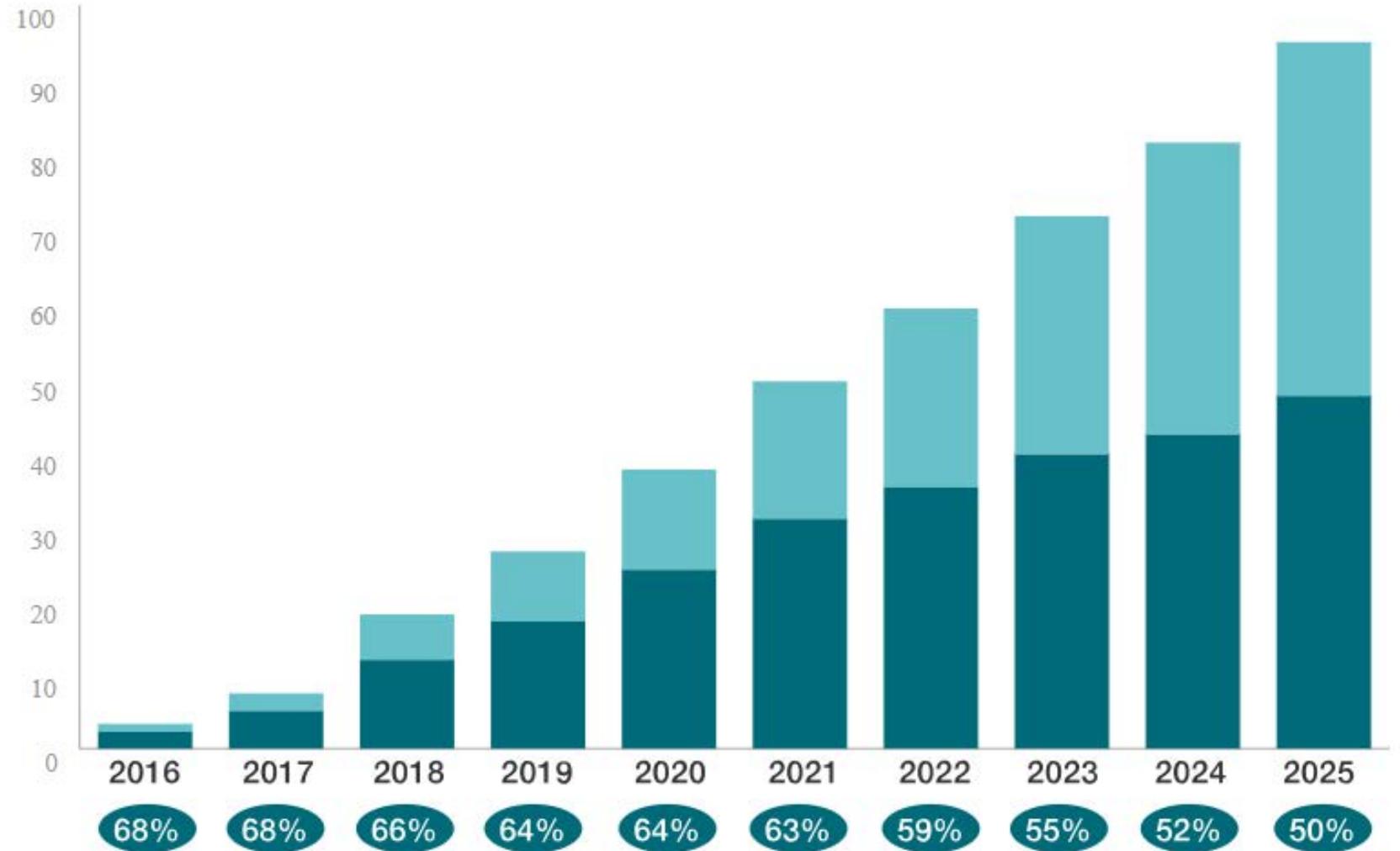


“Statista forecasts that 200 million people (worldwide) will be using mobile AR in 2018 (versus 60 million in 2013).”

Projected AR and VR growth, 2016-2025

Revenue, \$billion

Other sectors % Creative economy



Source: McKinsey



Artist: Tamiko Thiel "Gardens of the Anthropocene"

“In the supposedly less stressful environment that had wider windows, I perspired less, my heart-rate was lower, and my facial expressions along with the EEG monitoring also indicated lower stress levels.

The ramifications of this research pertain not only to virtual reality (VR) but augmented reality (AR) services, in which computer-generated visuals are superimposed on a tech user's view of the real world.”

- Jason Sayer, CityLab





“Working in museum technology, my challenge is to amplify object stories through technology in a way that makes them meaningful to museum visitors. Museum collections tell important stories about being human and AR is a really exciting technology because it has the potential to profoundly enhance our opportunity to engage with history and empathize with the people that came before us.”

- Emily Gumpel, CultureConnect



Image credit: National Museum of Singapore “Story of the Forest”



Artist: Jeff Koons
Image credit: Snapchat



Artist: Sebastian Errazuriz
Image credit: ARNYC



take out or eat in! So tasty!

WE DELIVER

TAPAS

ARGOS

GOOD YEAR

EXITO

GET DOUBLE POINTS NOW!

LEVEL 99

美好每一天

Yeastrol
GoYeast?

BancoLomb

BETTER BOO
BETTER LIFE

Artist: Keiichi Matsuda "Hyper-Reality"



Artist: Keiichi Matsuda "Hyper-Reality"





POINTS OF INTEREST
RECOMMENDED FOR YOU

PLAZA BOTERO
with impressive Fernando Botero statues,
witnessing the work of Medellín's most beloved
artist.

PARQUE BOLIVAR
located just a few blocks away, it's bustling place
with a fountain, and tons of people that the
pleasant weather makes perfect in the trees.

CATEDRAL METROPOLITANA
This cathedral whose claim to fame is that it's
one of the buildings made with the largest amounts
of gold in the world. Check for yourself!

CALLE JUNÍN
Experience the top center of Medellín. It has
many shops and restaurants. It's a great place
to visit.

CATEDRAL LA CANDELARIA
This cathedral is the most beautiful in the world.
It's a great place to visit.

CASINO

SHOP

Sleepio

Nestlé

CANDY
BATTERIES

FLUID
occupied

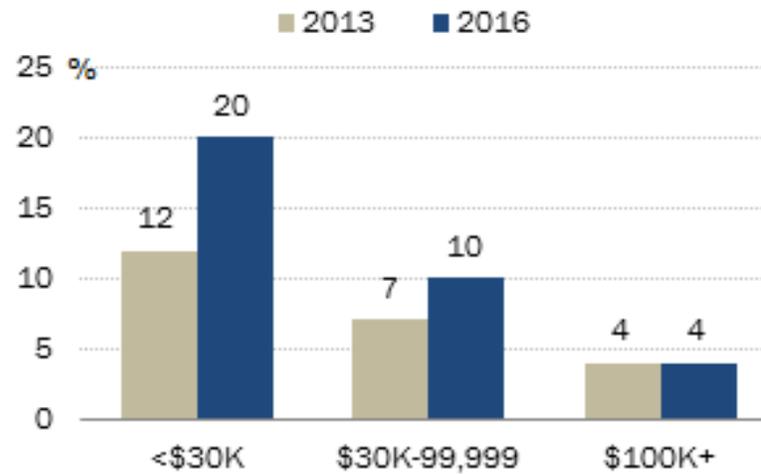
TAXI

Artist: Keiichi Matsuda "Hyper-Reality"

Technological inequities still exist

Growing share of low-income Americans are smartphone-only internet users

% of U.S. adults who have a smartphone but no broadband at home, by annual household income

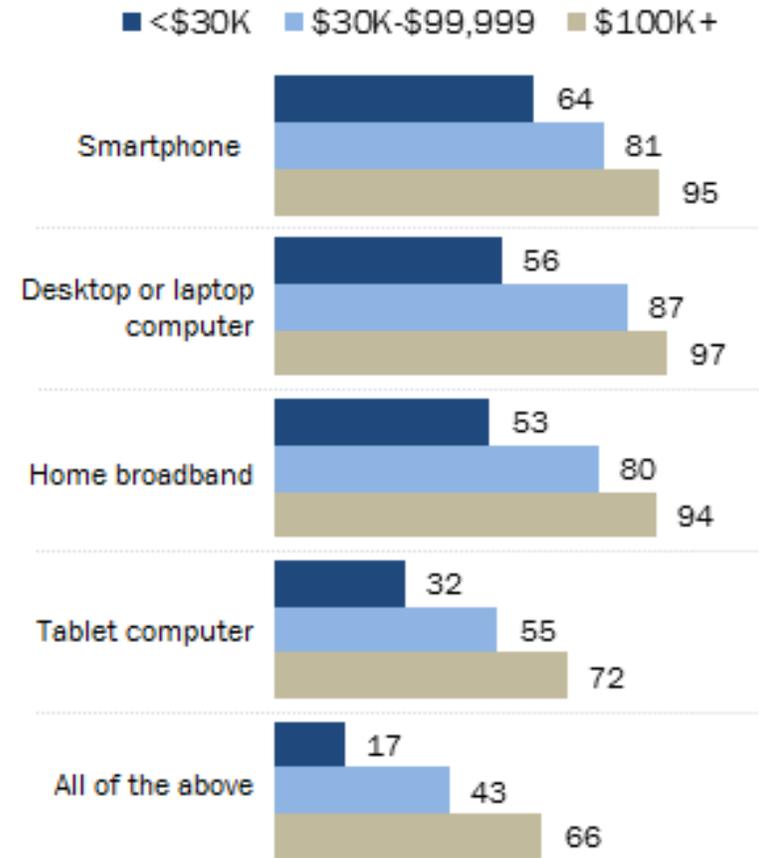


Source: Survey conducted Sept. 29-Nov. 6, 2016. Trend data from previous Pew Research Center surveys.

PEW RESEARCH CENTER

Lower-income Americans continue to lag behind in technology adoption

% of U.S. adults who have the following ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.

PEW RESEARCH CENTER

Outdoor advertising disproportionately impacts COCs

“At-risk communities and communities of color hosted more outdoor advertising depicting harmful content than other communities.”

TABLE 4—

Square Foot Area of All Outdoor Advertising by Population and Content for Selected Population Characteristics: Los Angeles, CA, June 2012–December 2012

Race/Ethnicity (Location)	Sq Ft of Unhealthy Ads			Sq Ft of Community Service Ads			Sq Ft of Other Ads		
	Per Sq Mile	Per Lane Mile	Per Intersection	Per Sq Mile	Per Lane Mile	Per Intersection	Per Sq Mile	Per Lane Mile	Per Intersection
African American (Baldwin Hills)	5586	670	431	1359	163	105	10 946	1313	844
Asian American (Chinatown)	7440	644	333	2722	522	421	6243	540	279
White (Encino)	4080	951	633	538	145	105	9002	2097	1397
Latino American (Van Nuys)	9188	1293	667	4775	691	367	22 553	3175	1638
Latino American Youths (Boyle Heights North)	3989	621	175	2054	646	460	6120	953	269
Latino American Poverty Risk (City West)	10 058	619	288	9380	4179	3996	17 466	1076	500
Latino American Multiple Risks (Boyle Heights South)	5295	1074	442	1446	447	297	8242	1672	688
Total average	6519	839	424	3182	970	822	11 510	1547	802

“Media theorist Franco Berardi argues in Precarious Rhapsodies that the rising overload of information in the average person’s daily life has already “produced a saturation of human attention that has reached pathological levels.”

- Jason Sayer, CityLab

Source: Citylab

*“What does the virtual space that
“belongs to us” look like?
...instead of a hybrid landscape
dominated by ads and
obfuscating distractions,
augmented overlays are used to
highlight the hidden dimensions
of place, or serve as a distinctly
spatial platform for alternative
forms of communication and
culture.”*

- Joshua McWhirter, Failed Architecture

PERKINS+WILL



Artist: Keiichi Matsuda "Hyper-Reality"

Values & Outcomes



Linea 1



Linea 2



Linea 3



Linea 4



Image credits: Lance Wyman, Metro de la Ciudad de Mexico