

“SENSIBLE SMART CITY”

Prof. Ad van Berlo

Vera Winthagen Projectleader

Prof. Kees Dorst DOC methodology

in cooperation with **TU/e** & **VANBERLO**

Transition moment / ?

SURPRISES

TRENDS

Financial



Post industrial



Social media



World / Change

OPEN

NO BOUNARIES

COMPLEX

MANY ELEMENTS AND RELATIONSHIPS

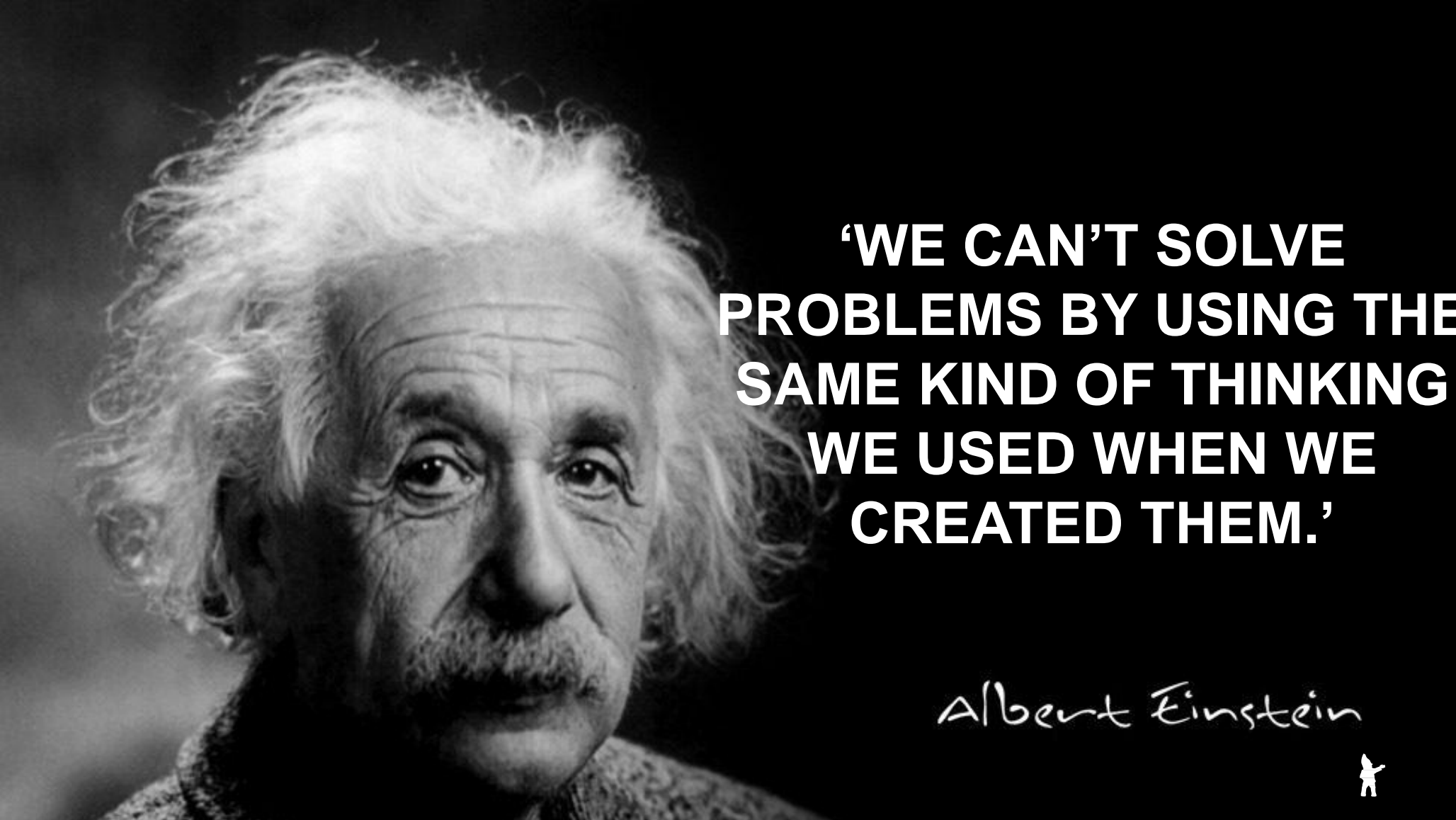
DYNAMIC

CHANGE OVER TIME

NETWORKED

ACROSS ORGANISATIONS



A black and white portrait of Albert Einstein, showing his characteristic wild, white hair and mustache. He is looking directly at the camera with a serious expression. The background is dark and out of focus.

**‘WE CAN’T SOLVE
PROBLEMS BY USING THE
SAME KIND OF THINKING
WE USED WHEN WE
CREATED THEM.’**

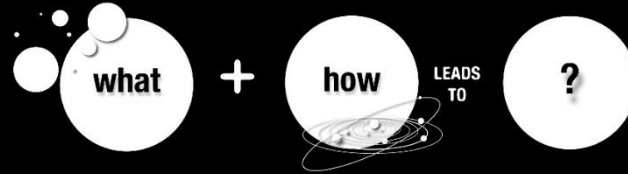
Albert Einstein



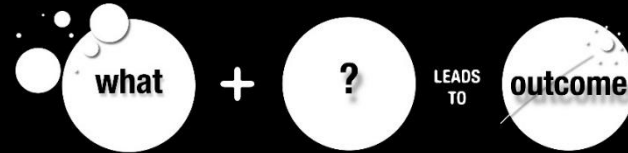
Thirth way/ Desing thinking



DEDUCTION



INDUCTION



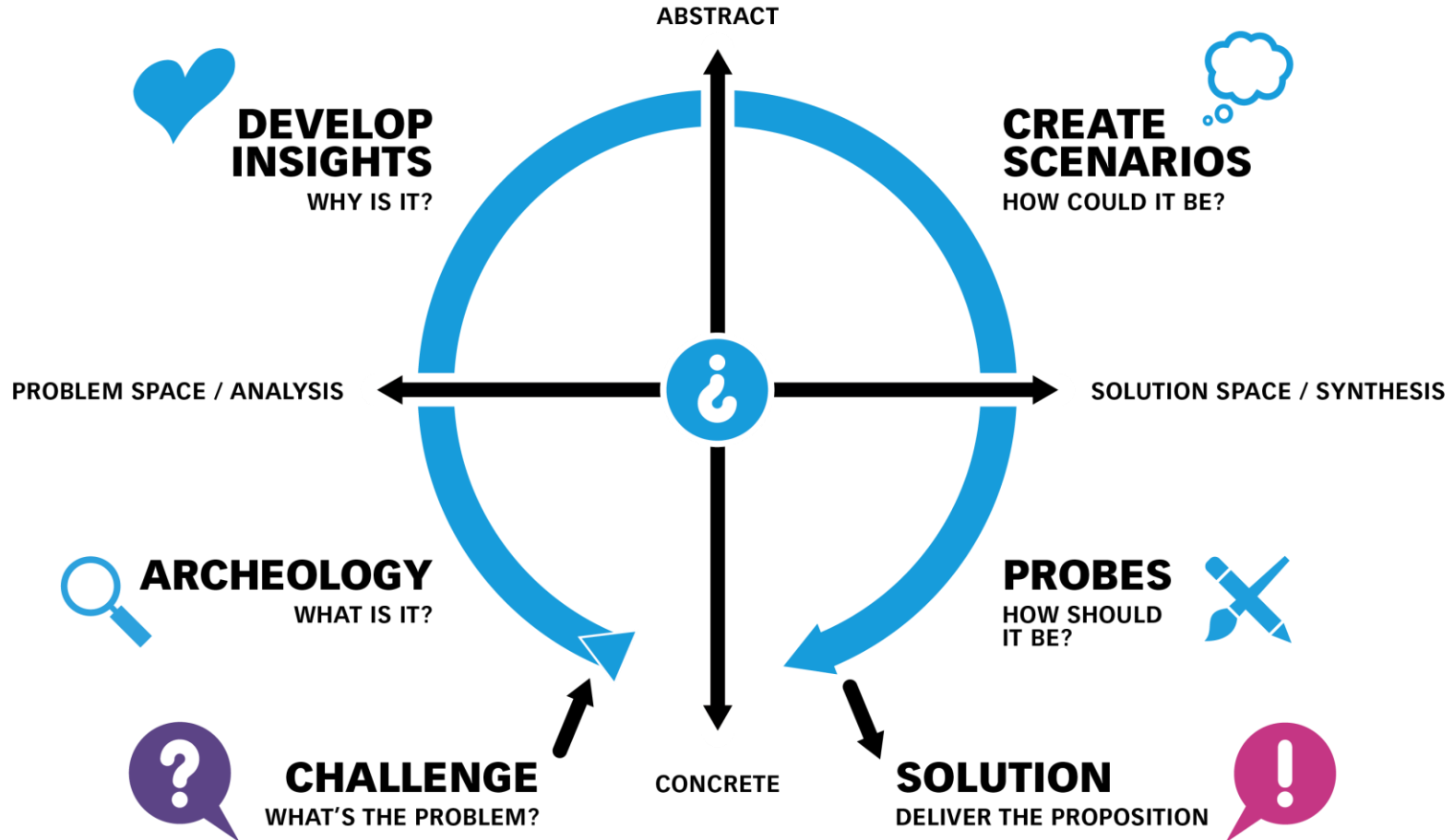
NORMAL ABDUCTION



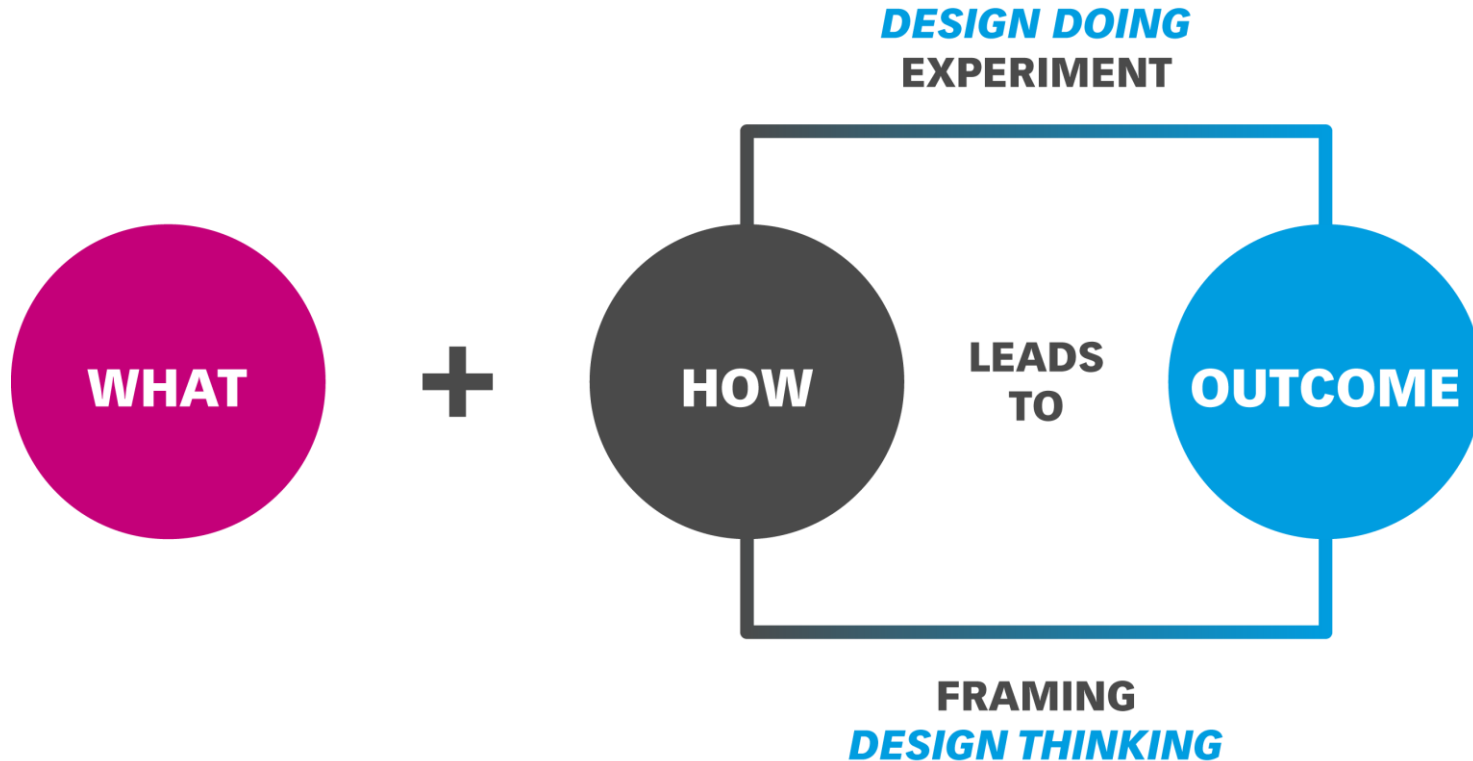
DESIGN ABDUCTION



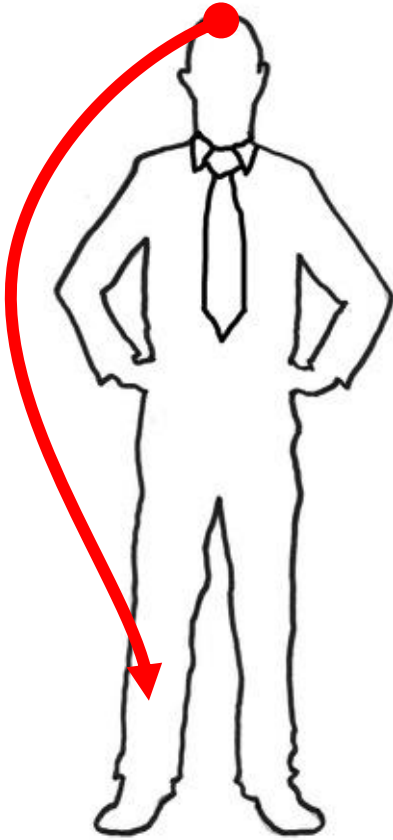
Human Centered Design Model /



Combineren / Design thinking met design doing

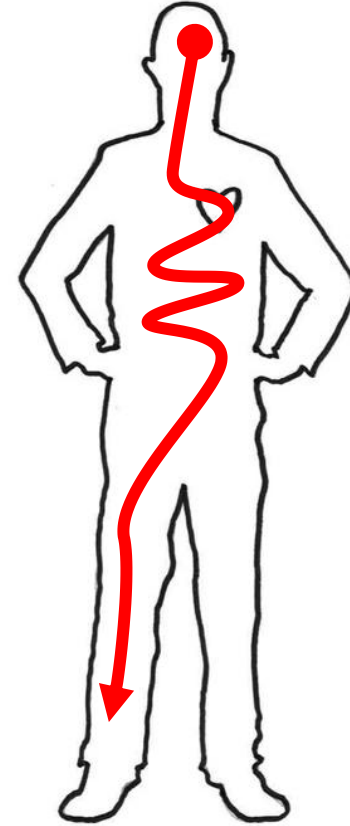


Usual thinking



Analysis > Decision

Design thinking



Analysis > Idea > Prototype >
Evaluation > Decision



De veiligheidsutopie

Hedendaags onbehagen
en verlangen rond
misdaad en straf

Derde druk

‘De Veiligheidsutopie’

Veiligheid als gevoel van onbehagen

Hans Boutellier
(criminoloog/ psycholoog)

B*J*u

Boom Juridische uitgevers



veiligheid

(on) zekerheid

crime

risico

|

angst



VERSTOPPEN

tegenmaatregelen



OPENHEID

sociale samenhang

CONTROLE



CARE



criminaliteit / overlast problemen



Roep om sociale orde



JAZZ muziek

Gestructureerde spontaniteit 'Hans Boutelier'



DOC

Prof. Kees Dorst in Sydney

design research centre

NSW Attorney General / UTS / BOCSAR / NSW Police



Re-framing / DOC Methodology



DOC / Voorbeeld Kings Cross







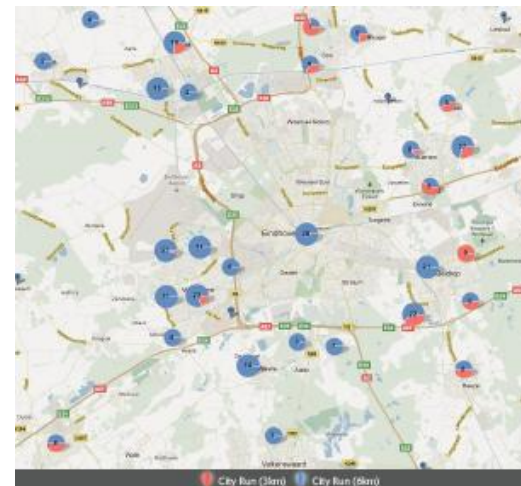
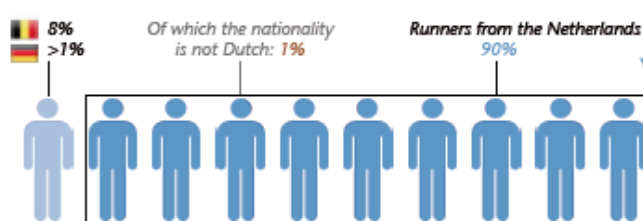
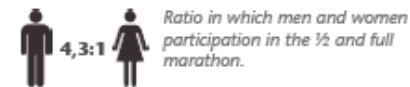
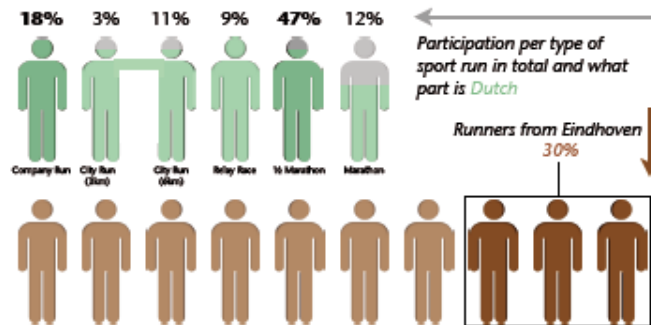
KINGS CROSS
LIGHT-SAVER

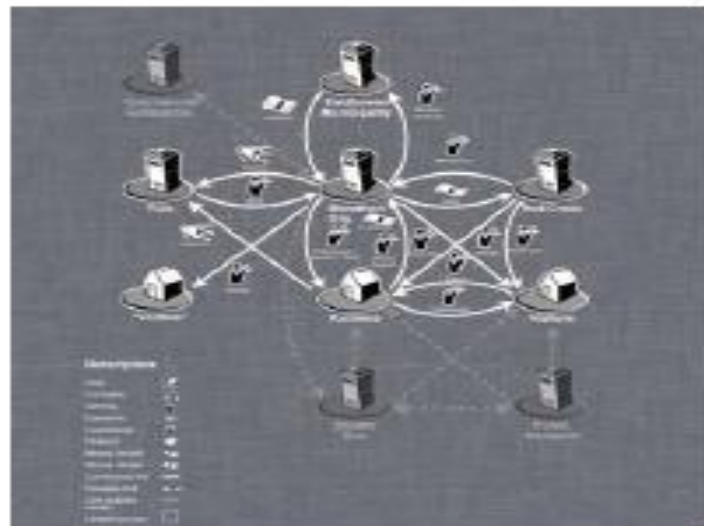


DOC / Voorbeeld marathon Eindhoven









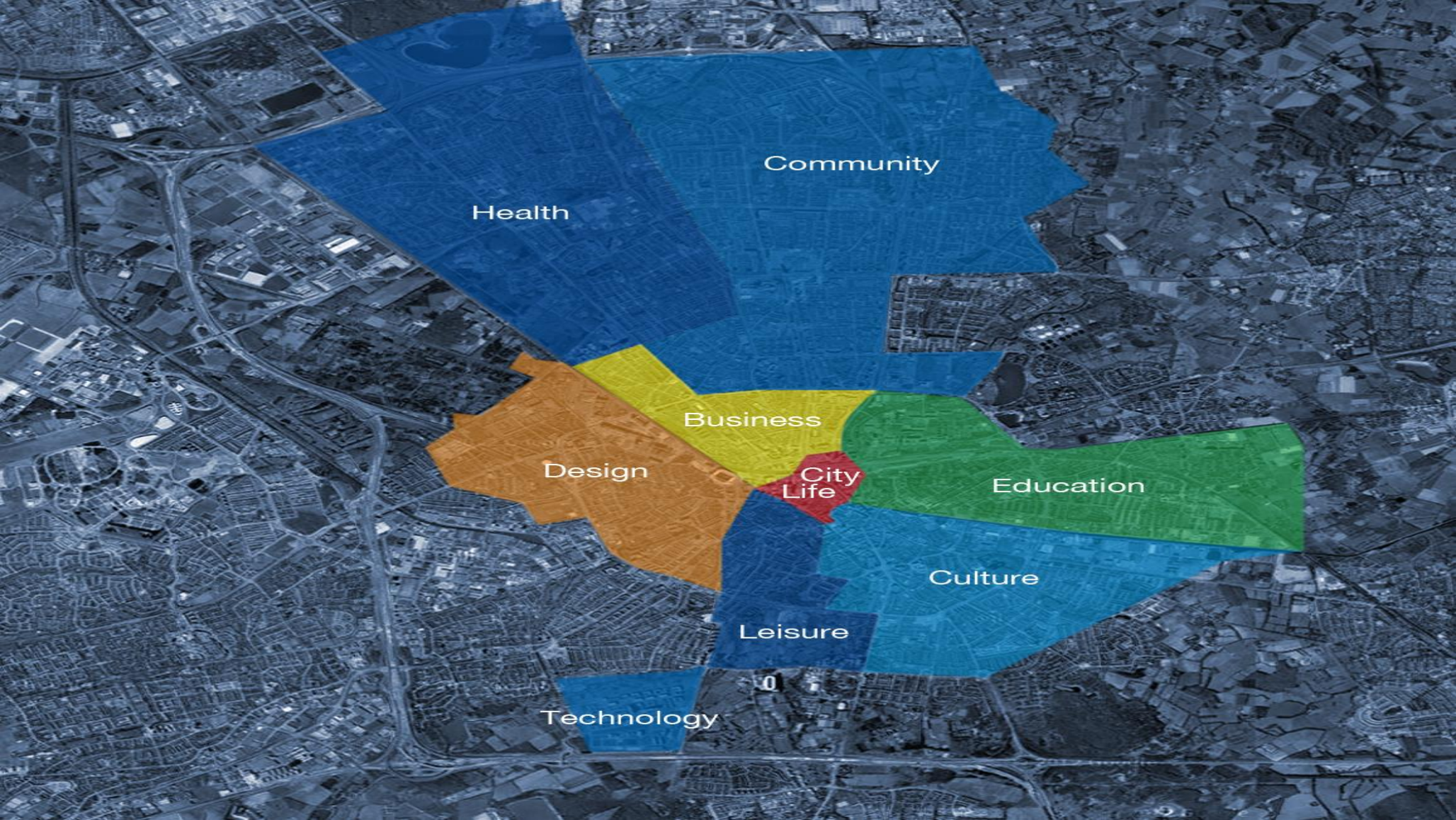
eindhoven

rotterdam

new york

londen





Health

Community

Business

Design

City
Life

Education

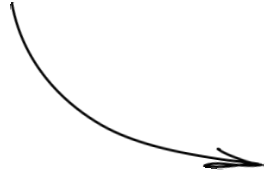
Culture

Leisure

Technology



DOC / Voorbeeld NS



NS STATION EINDHOVEN

HOW TO MAKE SAFEST STATION IN NL?

SOCIAL DESIGN



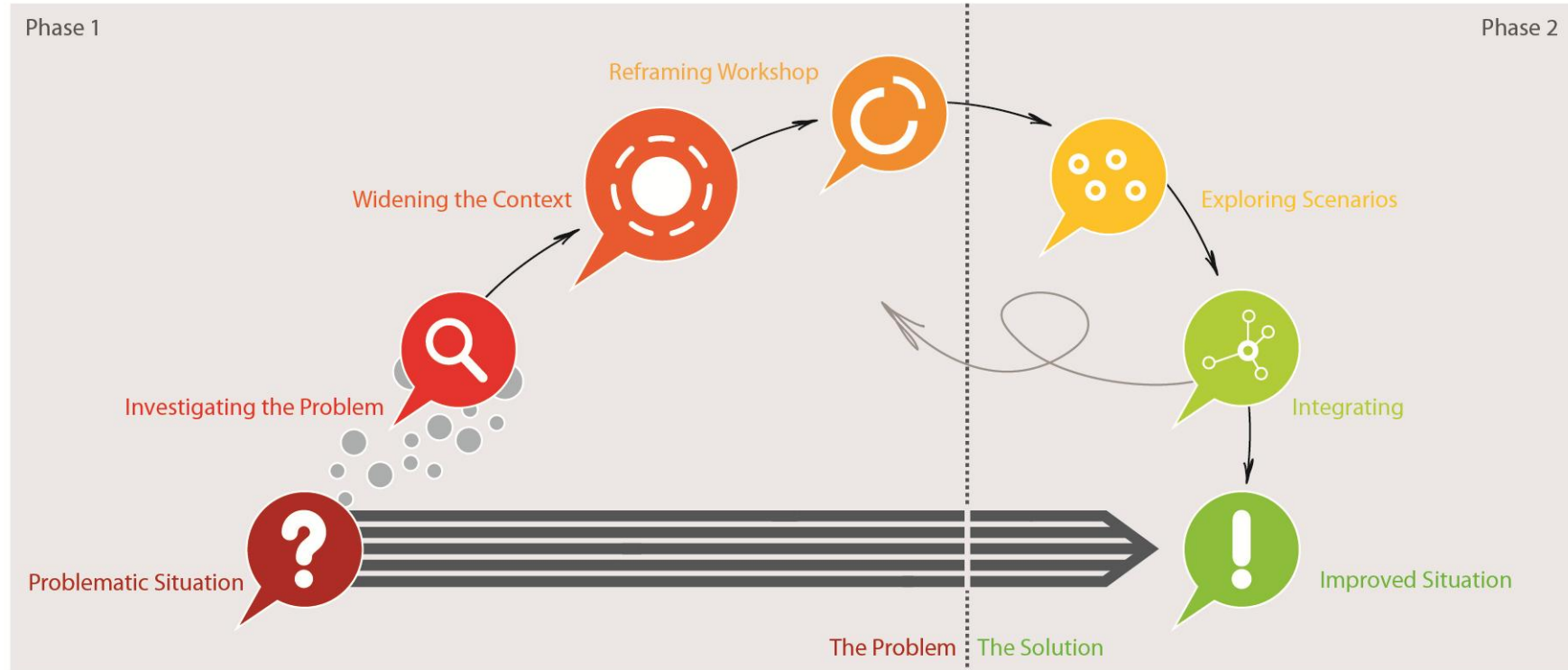
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TU/e

Technische Universiteit
Eindhoven
University of Technology

VANBERLO

HOW / METHOD*



*inspired by the DOC method developed by Prof.Dr.Ir. C.H. Dorst



PHASE 1 / QUOTES STAKEHOLDERS

*“The station should express that
Eindhoven is a city with **global** impact.
We need to attract international
people.”*

HTC Campus management



PHYSICAL TOUCHPOINT



To guide NS customers home in a safe way **includes the surrounding** of the station.



DIGITAL TOUCHPOINT



The screen welcomes travellers on the city-side. **It makes the station itself invisible.**



PHYSICAL TOUCHPOINT



‘Some shops are not where I expect them to be. It’s nice to bump into flowers but **is there a structure?.**’



PHYSICAL TOUCHPOINT



The **unnatural light** changes the atmosphere during the night.



WHAT /

does this mean

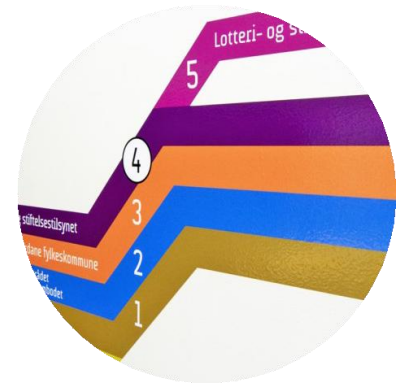




Glocal balance

The term “glocal” is a newly coined blend of global and local- and refers to an opportunity area to describe individual, group, organization, product or services that reflects not only global standard but also global interest with the local personality of Eindhoven.

Providing a simple guiding system through the station, readable for international people could be one idea to reach a glocal station.





North South Traveler

A very regional phenomenon leads to new perspectives. Addressing the North- South- travelers and identifying them as consumers, who are rushing through the tunnel everyday is open up new business opportunities.

A flexible environment to meet the needs of the travelers by day and by night is one option to react on this phenomenon.





Day and Night flexibility

The station has a splitted personality. During the day the function and experinece is completely different then from the night. Currently it also attracks different people with different motivations. To come up with flexible solutions is the opportunity here.



The station has a totally different atmosphere in the night. Light and temporary solutions can be used to enrich the experience.





Activating moments

Different travelers have different motivations. Some are eager to find excitement some need relaxation. By creating activating moments in and around the station we can stimulate the effect of memory on the travelers side to get his attention and excitement.

Pop up stores are one solution for creating an activating moment for the travelers. Also a step further- creating an innovation Lab could be an idea.



THANK YOU!

