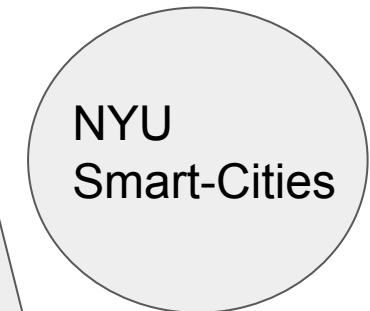
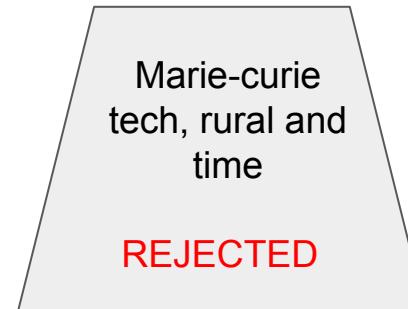


Smart cities  
Place - branding/making  
Cultural Routes



# Vasilis Ntouros (PhD HCI, Digital Civics, NCL Uni)

- BSc - Business and Marketing (Athens University of Business and Economics, Bergen NHH)
- ~~MSc - Business Education~~
- MSc - Environment and Development of Mountain Regions (Metsovio Interdisciplinary Research Center (MIRC) , National and Technical University of Athens)
- MRes - MRes, Human-Computer/Machine Interaction (OpenLab, Computer Science, Newcastle University)
- PhD - Human-Computer/Machine Interaction (OpenLab, Computer Science, Newcastle University)
- STSMs:
  - University of Zurich
  - L'Atelier Paysan (Grenoble)
  - Basel Academy of Art and Design FHNW
- Other:
  - Creative Europe: PLANT (Spain, Portugal, Greece)
  - INTERREG: 'Phygital" (Greece)
  - Karrot.world (international)
- Internships:
  - Prinzessinnengarten (Berlin)
  - L200 (Zurich)
- Gig labor (UK, Greece, Switzerland) (platforms and WOM)
  - Cutting weed
  - Making gardens
  - Removing debris
  - KPing
  - X-Mas Markets
  - Building / dismantling



other...

- Working on my traumas and doing therapy
- My plan A is working on the plan B
- My parents are middle class
- I expect to inherit a sellable/rentable property
- I own a house in the countryside (22- )



# ‘Sharing-for-Community’: Investigating and Designing Sociotechnical Processes to Scaffold Community-led Sharing Economy Initiatives

## 4 case studies / contexts of inquiry

- Share The Ride ‘squatting’ FB
- FSS groups turning waste into commons while developing digital ecologies
- Karrot collective: a grassroots Tech Community developing a digital tool for communities
- From CSA’s to CSS: an organisational framework for Community Tech

ΟΙ ΤΖΟΥΜΕΙΚΕΡΜ

EST.

2018

KOINOTIKON EPΓΑΣΤΗΡΙΩΝ







# Smart cities

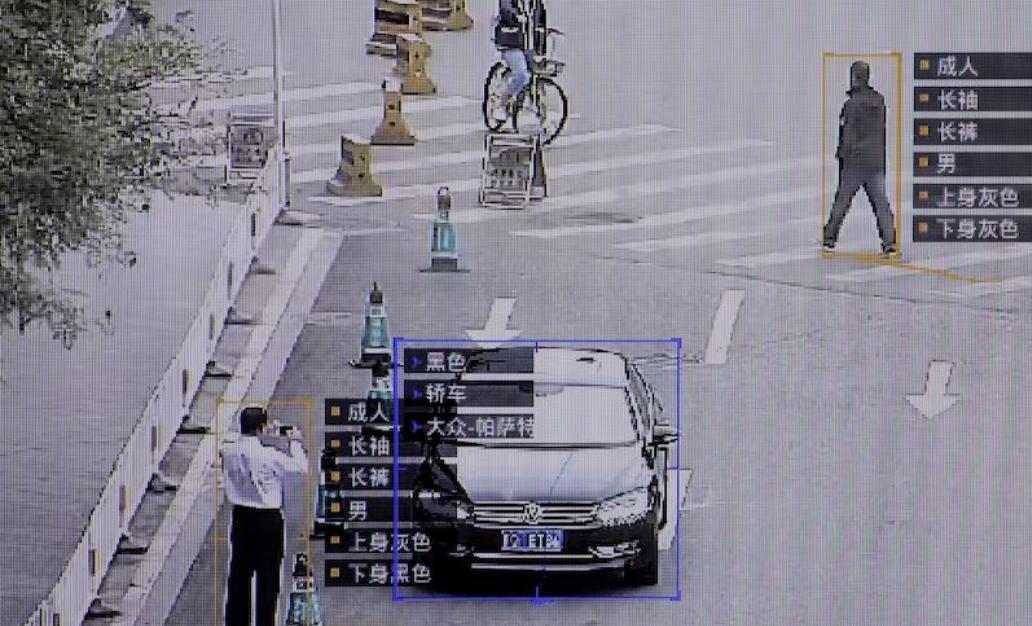
Smart City  
Sustainable City  
Green City  
Resilient City  
Human-Centred City  
15-Minute City  
Sensible City

Design is  
Politics



## Smart city essentials

5G  
Tech (sensors)  
IoT  
Citizen 'science'  
Data centres  
Data analysis  
Action  
(assisted/autonomous)  
Generative/predictive AI



Surveillance or Utopia ?  
Smart cities or smart citizens?  
Who defines what smart is?  
From passive sensors to actors?

# Smart city aims

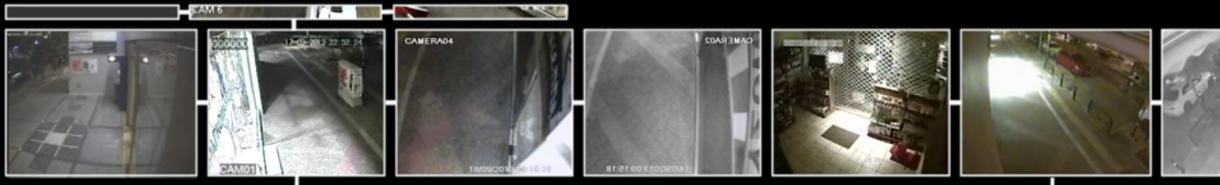
- Make everyday life easier and safer for people
- Run city services more efficiently
- Improve safety and emergency response
- Reduce environmental impact
- Use data to make better decisions and involve citizens
- Create new markets / (open) data

# (pre) Smart 'things'



# Smart City applications (the well known examples)





ΔΙ.ΑΣ. ΚΕΝΤΡΟ

-Απ' τη συμβολή των οδών Ιφιγενείας και Τσαλδάρη, στην Αμφιάλη.



## The Murder of Pavlos Fyssas (Full Investigation; Greek)



Forensic Architecture  
33k subscribers

Subscribe

3.4k

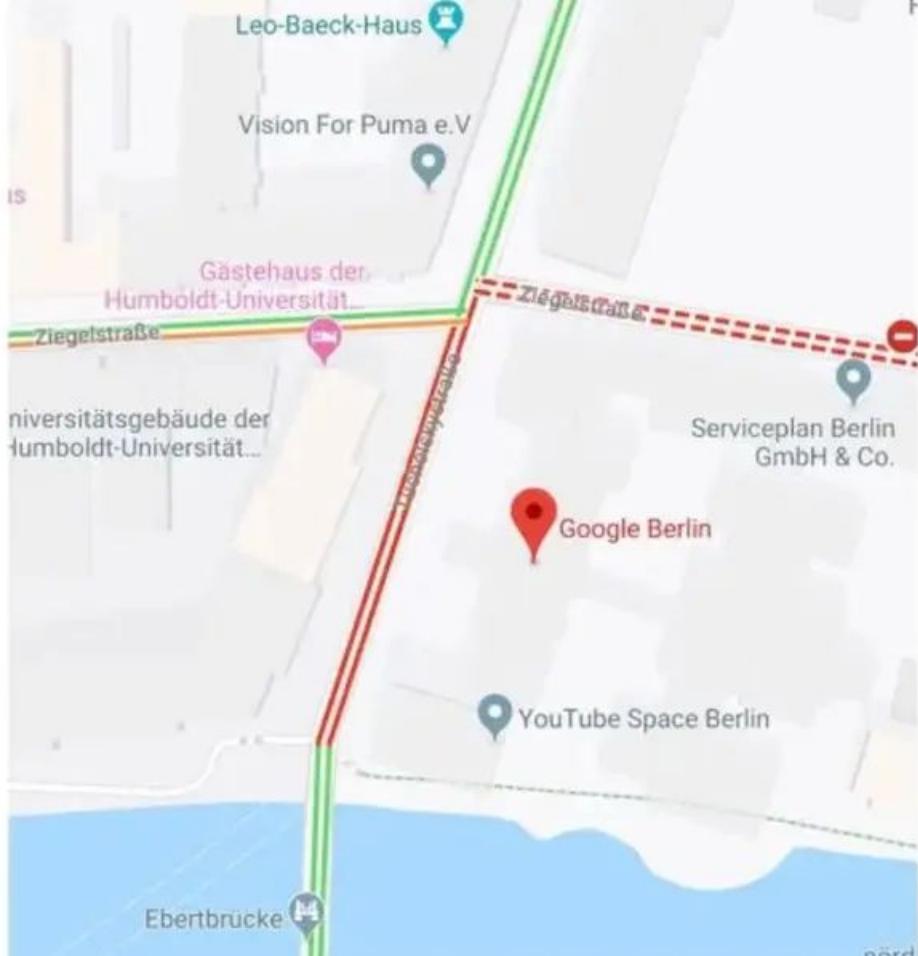


Share

Save

Download

...



**Google Maps Hacks**, Artist: Simon Weckert (German artist & designer)



anti-facial recognition makeup, used by groups such as **Dazzle Club** in London

# COLLECTION & DELIVERY

as never before



[parcourier.com](http://parcourier.com)

# Hostile Architecture and Urban Planning

<https://99percentinvisible.org/episode/unpleasant-design-hostile-urban-architecture/> ← unpleasant design

Hostile architecture hacks:

<https://www.youtube.com/watch?v=Qv3M7FxJqtM&t=2s>



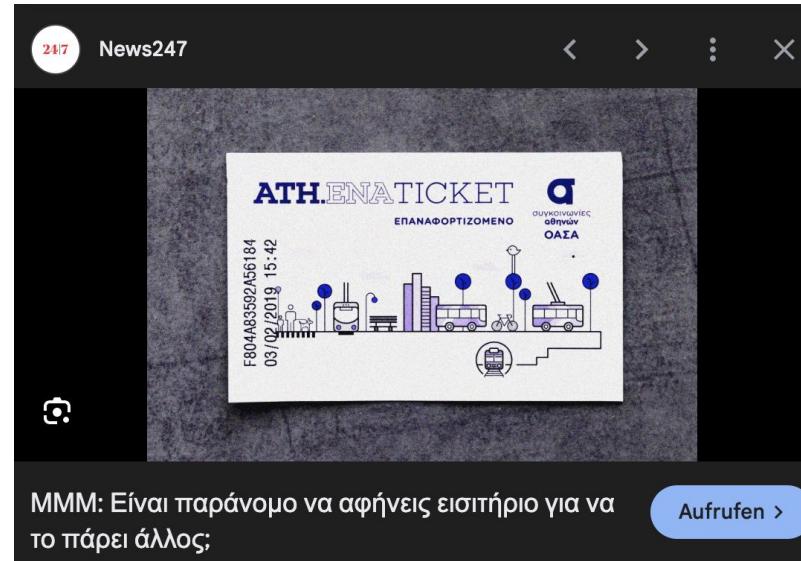
# Smart? City applications (less well known examples)

*Env footprint vs handprint?*



Smart parking?:

[https://www.youtube.com/watch?v=ph\\_3b5zuCIU&t=1s](https://www.youtube.com/watch?v=ph_3b5zuCIU&t=1s)



MMM: Είναι παράνομο να αφήνεις εισιτήριο για να το πάρει άλλος;





STUDIO  
EDUARDO  
AIRES



Aspect	Place Branding	Placemaking
Core question	<i>How is this place perceived?</i>	<i>How does this place work &amp; feel?</i>
Focus	Image, identity, reputation	Experience, use, social life
Main tools	Marketing, storytelling, visuals	Urban design, public space, activities
Audience	Visitors, investors, outsiders	Residents, local users
Driven by	Governments, agencies, consultants	Communities, planners, designers
Risk	Superficial / cosmetic	Slow, messy, underfunded

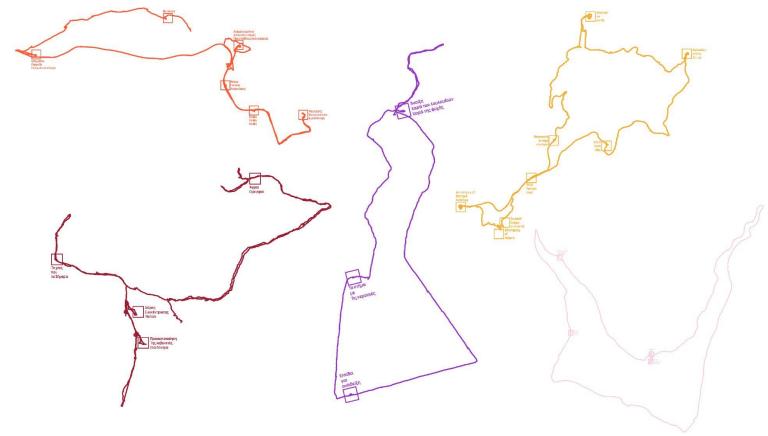
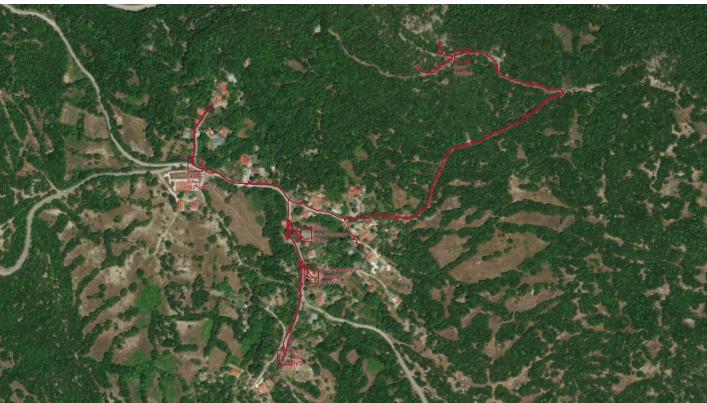
LOCALS  
ARE  
MAD

because political  
leaders are  
turning this  
city into a  
tourist  
playground





# Walks and Talks



# Monumentum: The momentum of an ephemeral monument



'Giannis Georgakopoulos' 5x5 public  
football pitch

Playground



Directions



Save



Nearby



Send to phone



Share

Epar.Od. Artas - Ioanninon, Katsanochoria 440  
13, Greece

FXQM+45 Katsanochoria, Greece

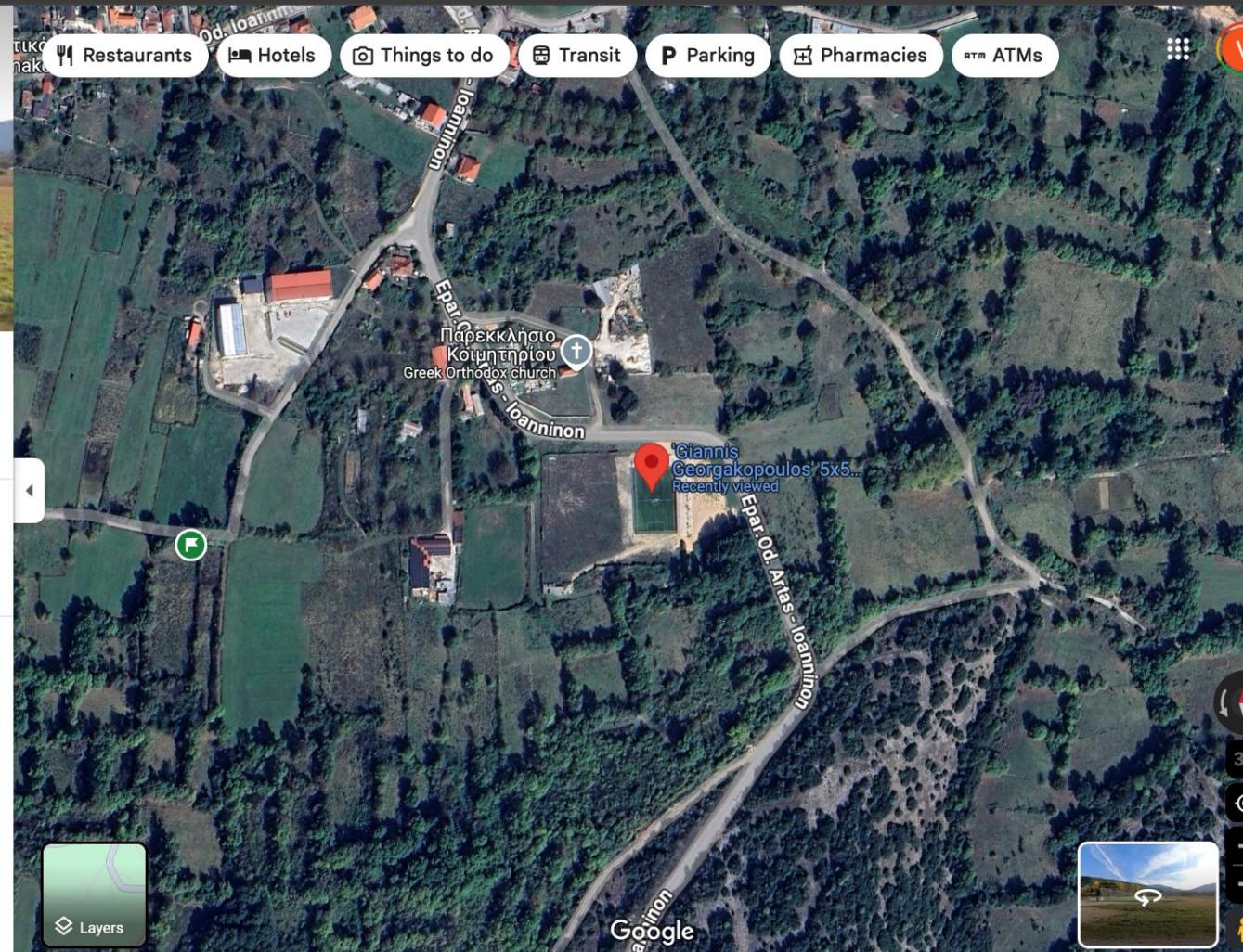
Claim this business

Your Maps activity

Add a label



Layers



reek Orthodox church

Epar.Od. Artas - Ioanninon

ARACHTHOS A.O  
ΑΡΑΧΘΟΣ Α.Ο



Google Maps