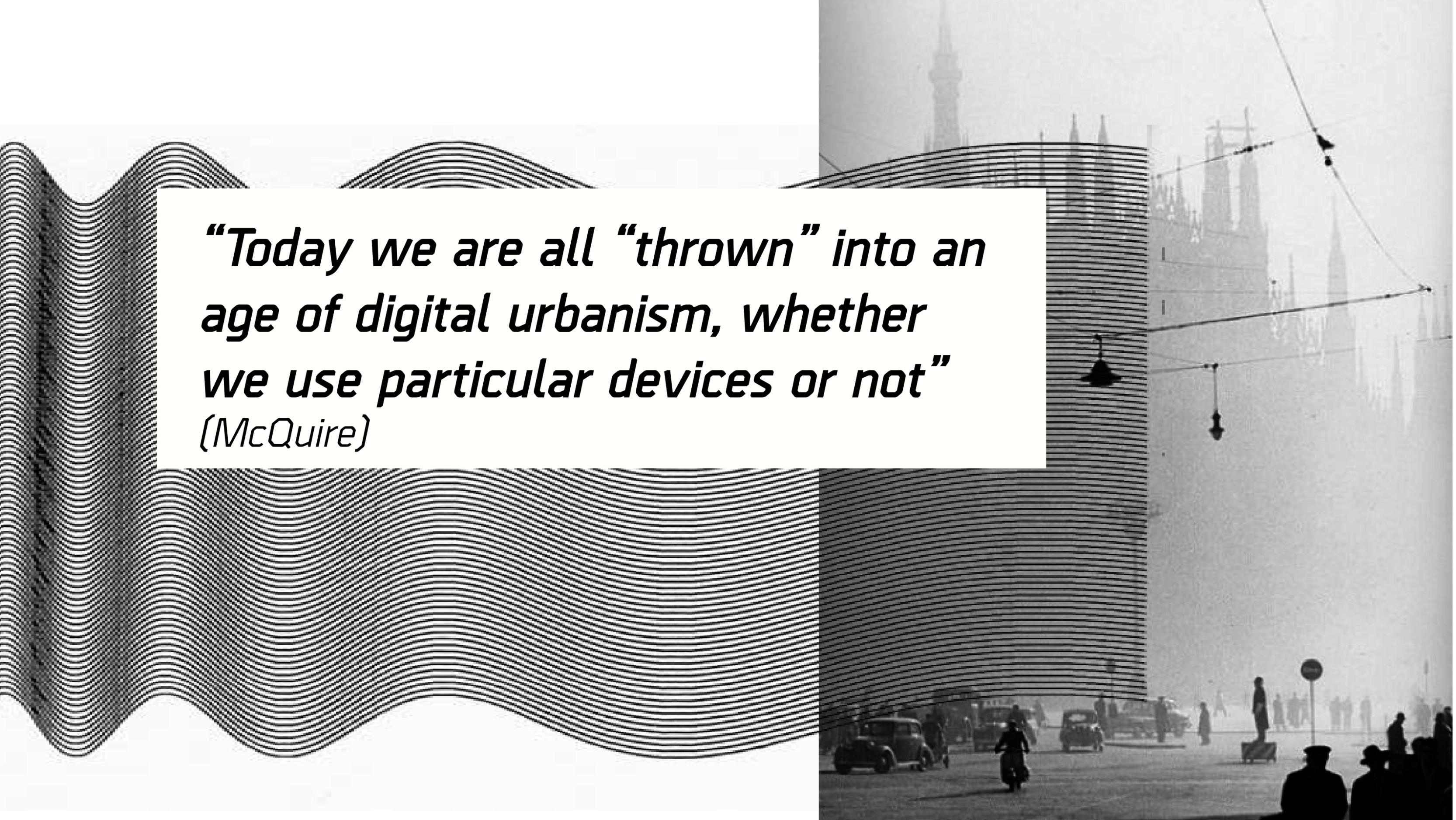
The background features a complex, abstract pattern of overlapping, colorful lines and shapes. A prominent feature is a large, bright, curved shape that resembles a stylized 'C' or a partial circle, rendered in shades of white and light blue. This shape is set against a dark green background with a subtle grid pattern. To the right, there are intricate, swirling patterns in shades of purple, blue, and red, resembling a topographical map or a complex network. The overall effect is a vibrant, multi-layered digital landscape.

*Hybrid Space – connecting physical
and digital dimensions of public spaces*

*Yulya Besplemennova
CreateIT, 2017*



“Today we are all “thrown” into an age of digital urbanism, whether we use particular devices or not”
(McQuire)

new spatiality

networked city

Augmented space

the Stack

***Hybrid
Space***

Geoscape

doubling of space

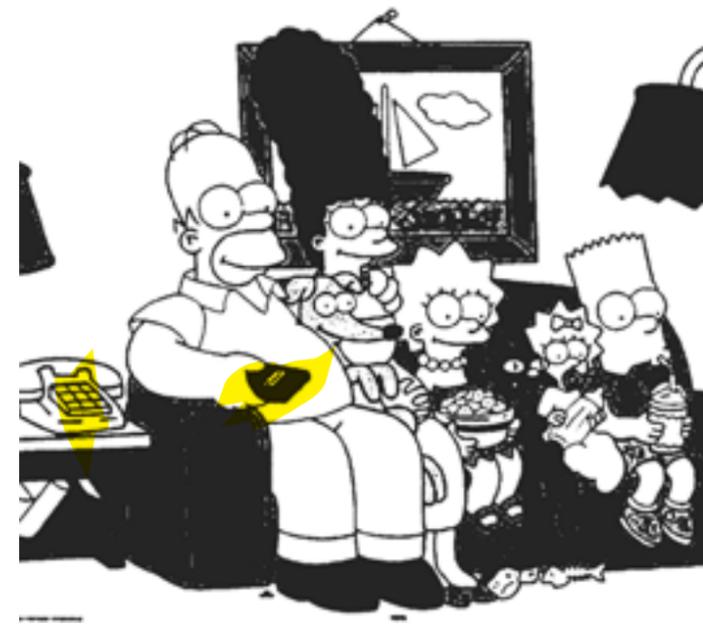
Geomedia

space of relations

Cyberspace vs. Public Space



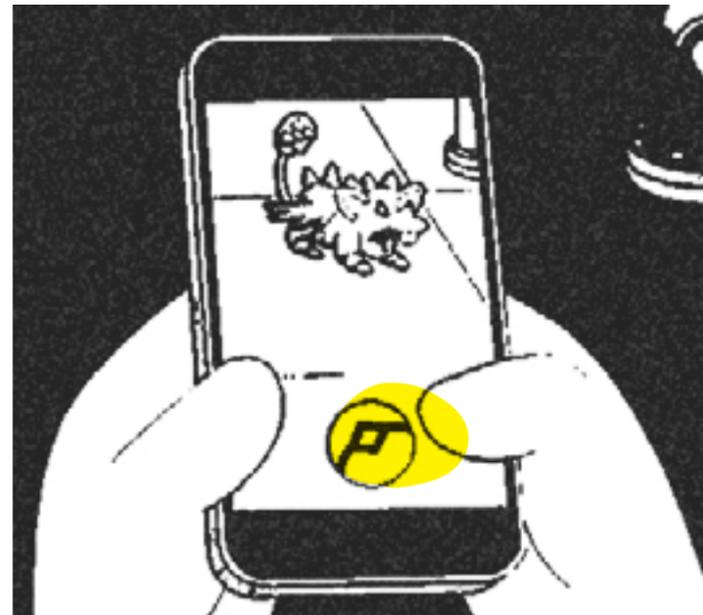
Local community



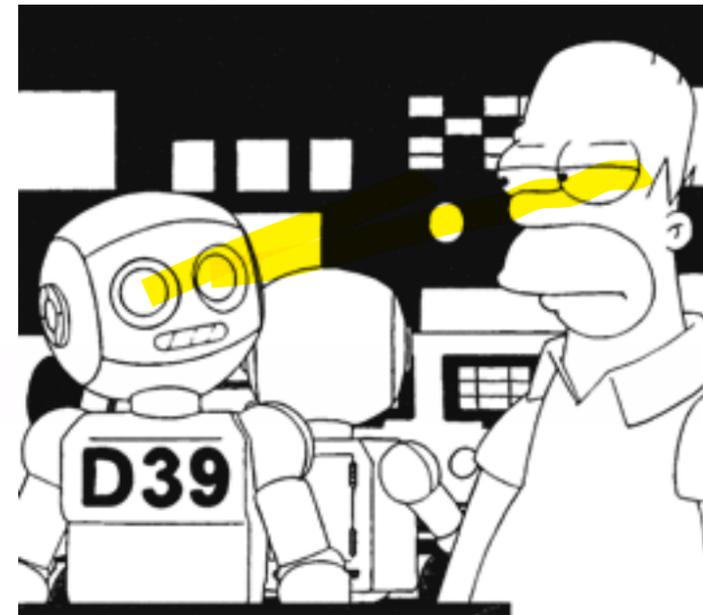
"Little boxes"



Glocalization



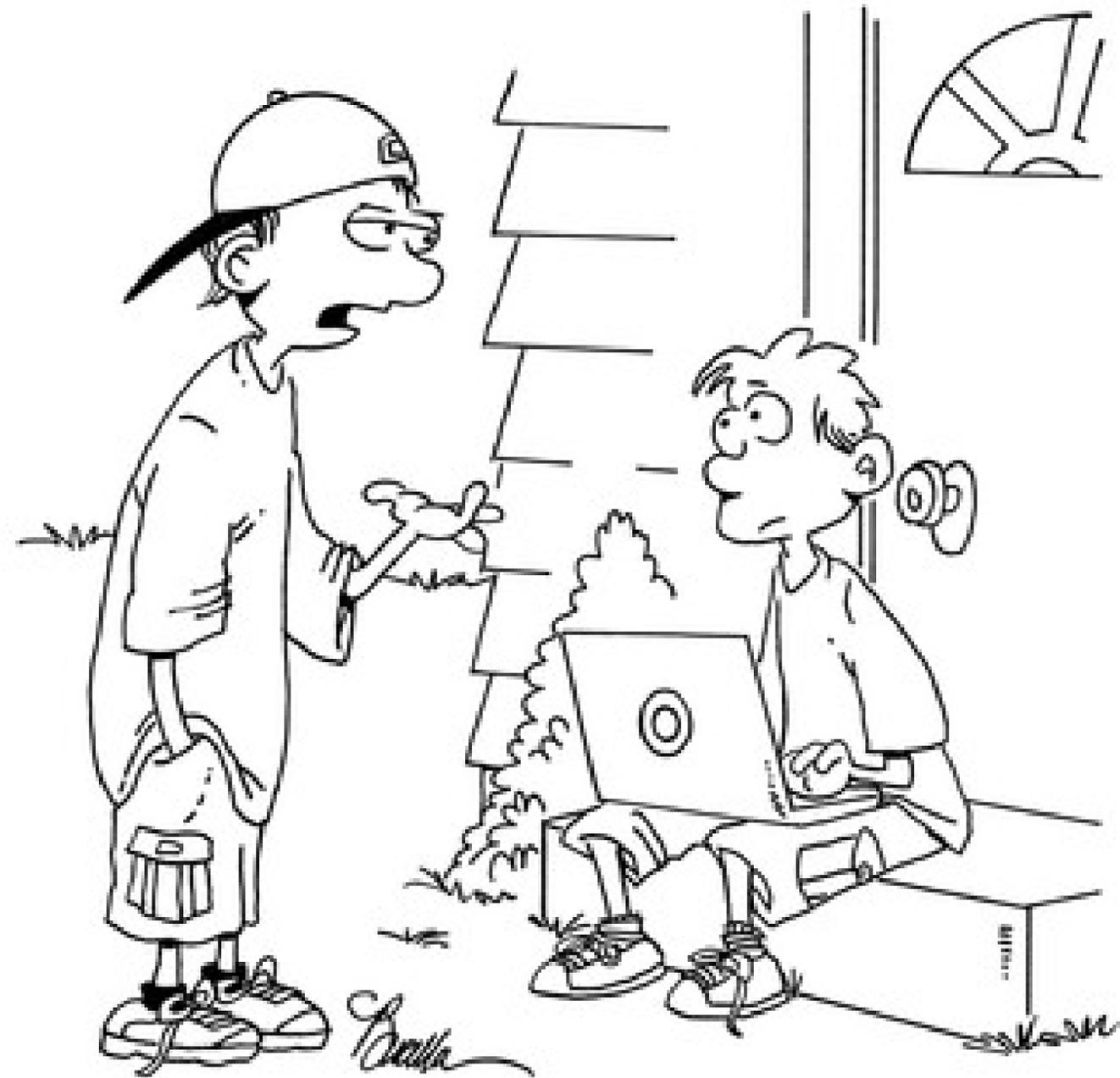
Person-to-person



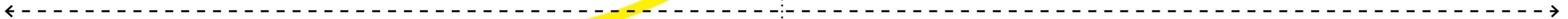
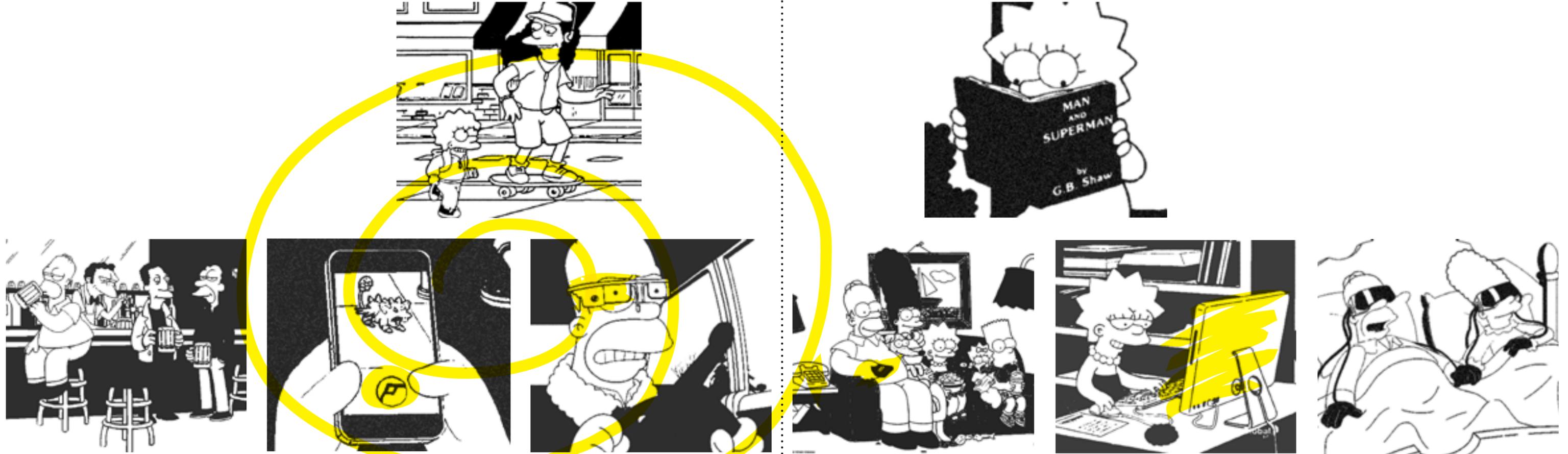
Role-to-Role



Augmented Space



"You are so lucky. When I was your age, I couldn't play outside because the wifi connection was spotty."



*Physical
reality*

*Virtual
reality*

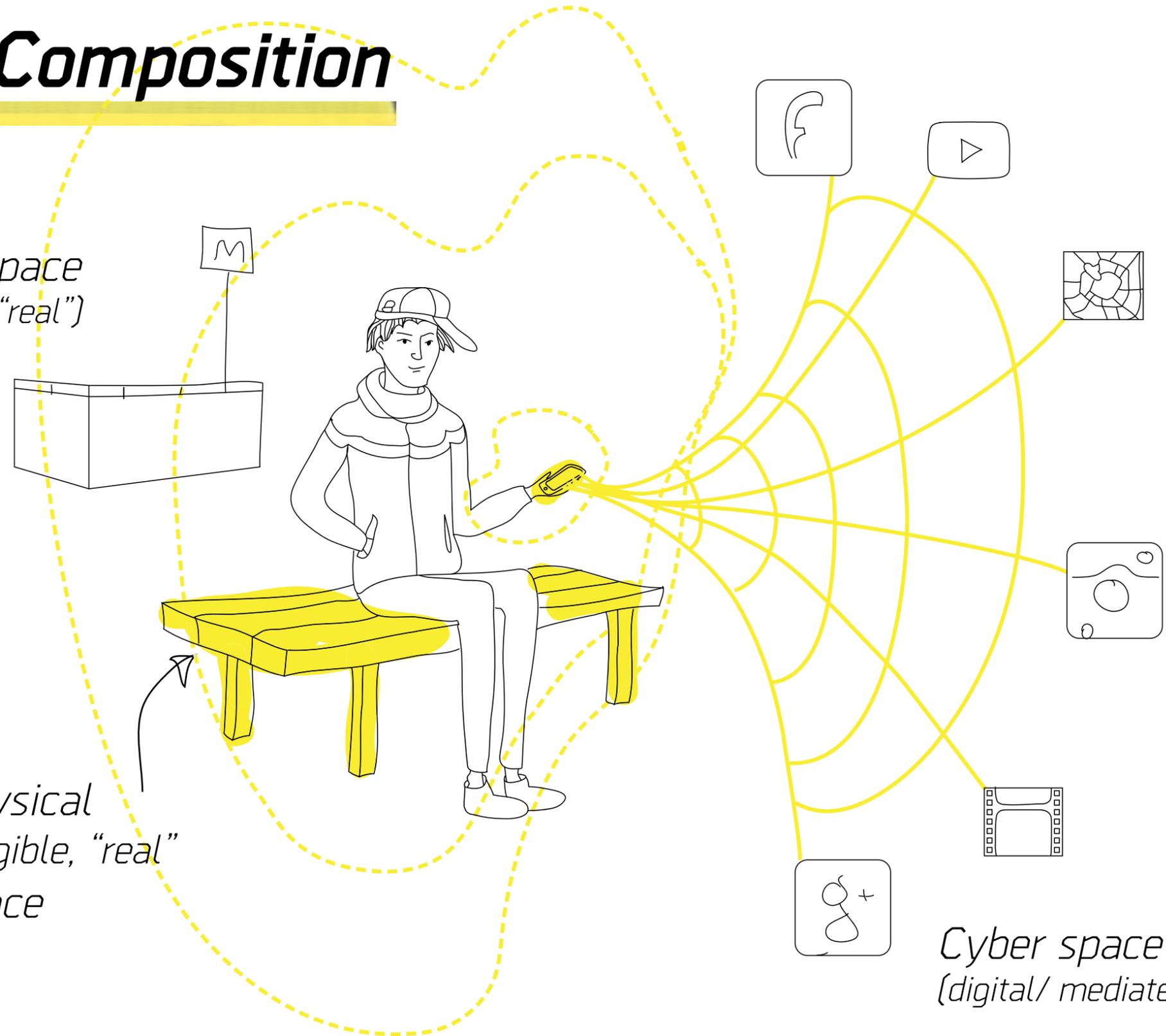
*“Instead of annihilation of space-time we are
facing new space assemblies” (McQuire)*

Hybrid Space Composition

"Hertzian" space
(physical, intangible, "real")

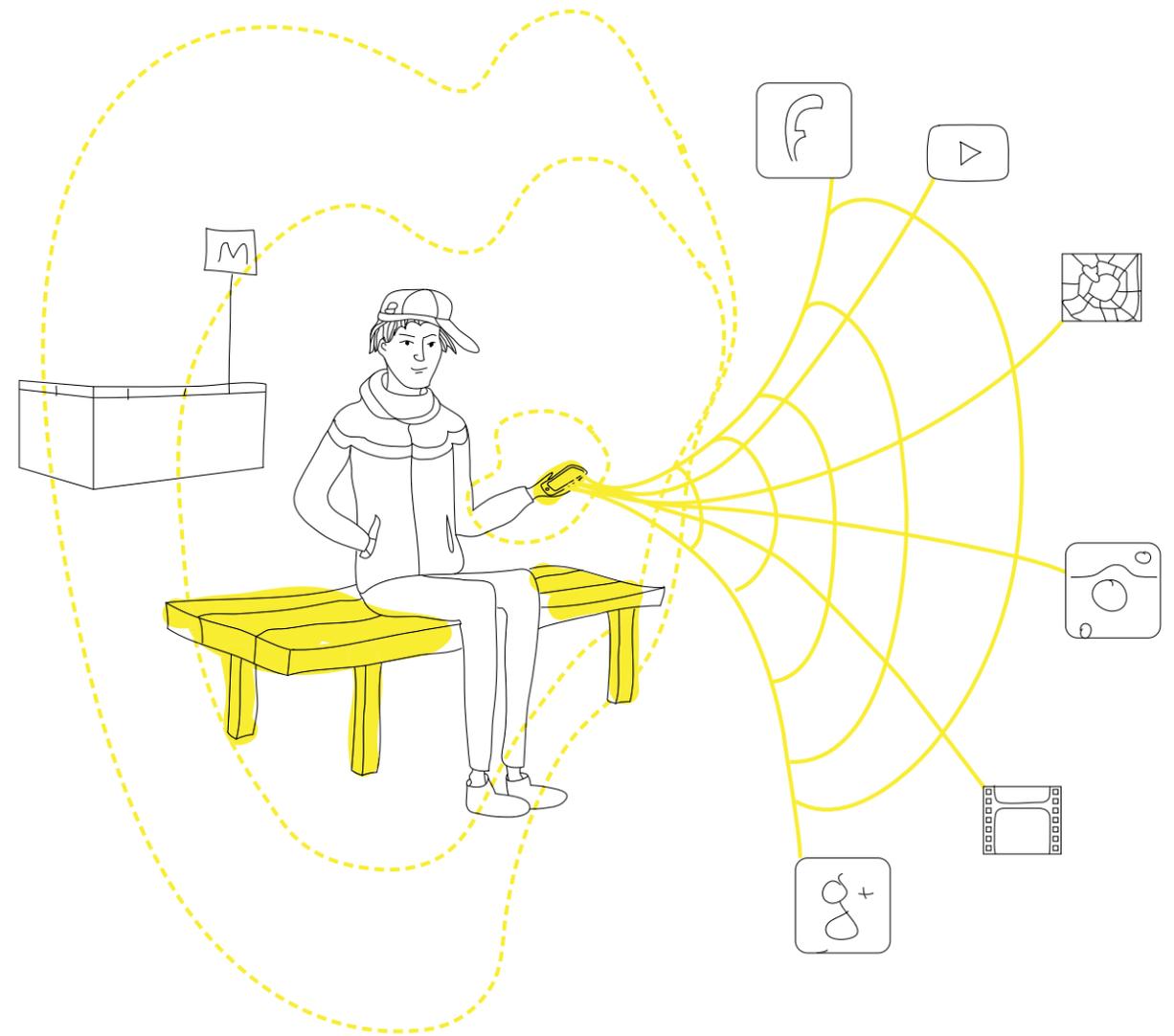
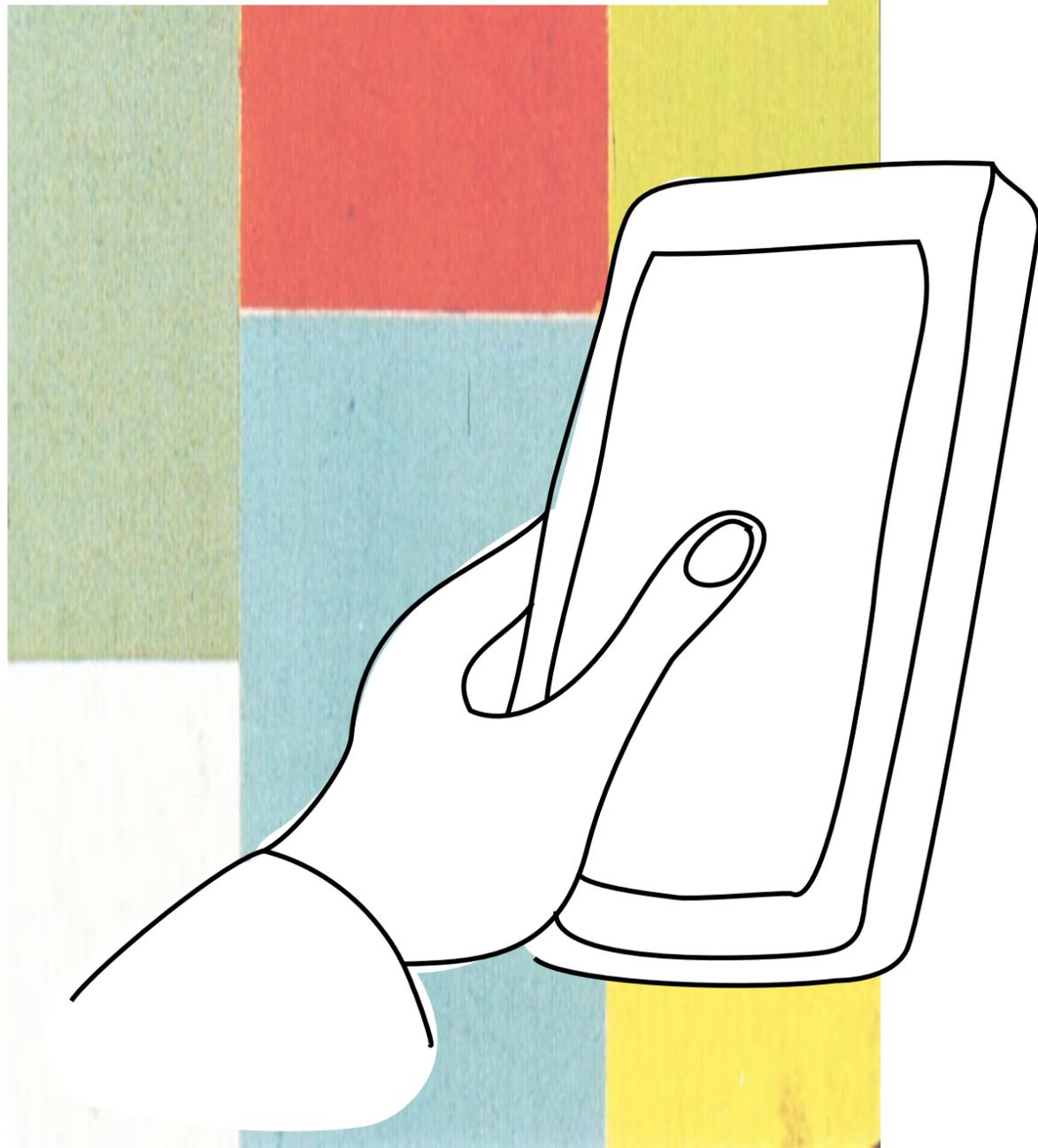
Physical
tangible, "real"
space

Cyber space
(digital/ mediated real, virtual)

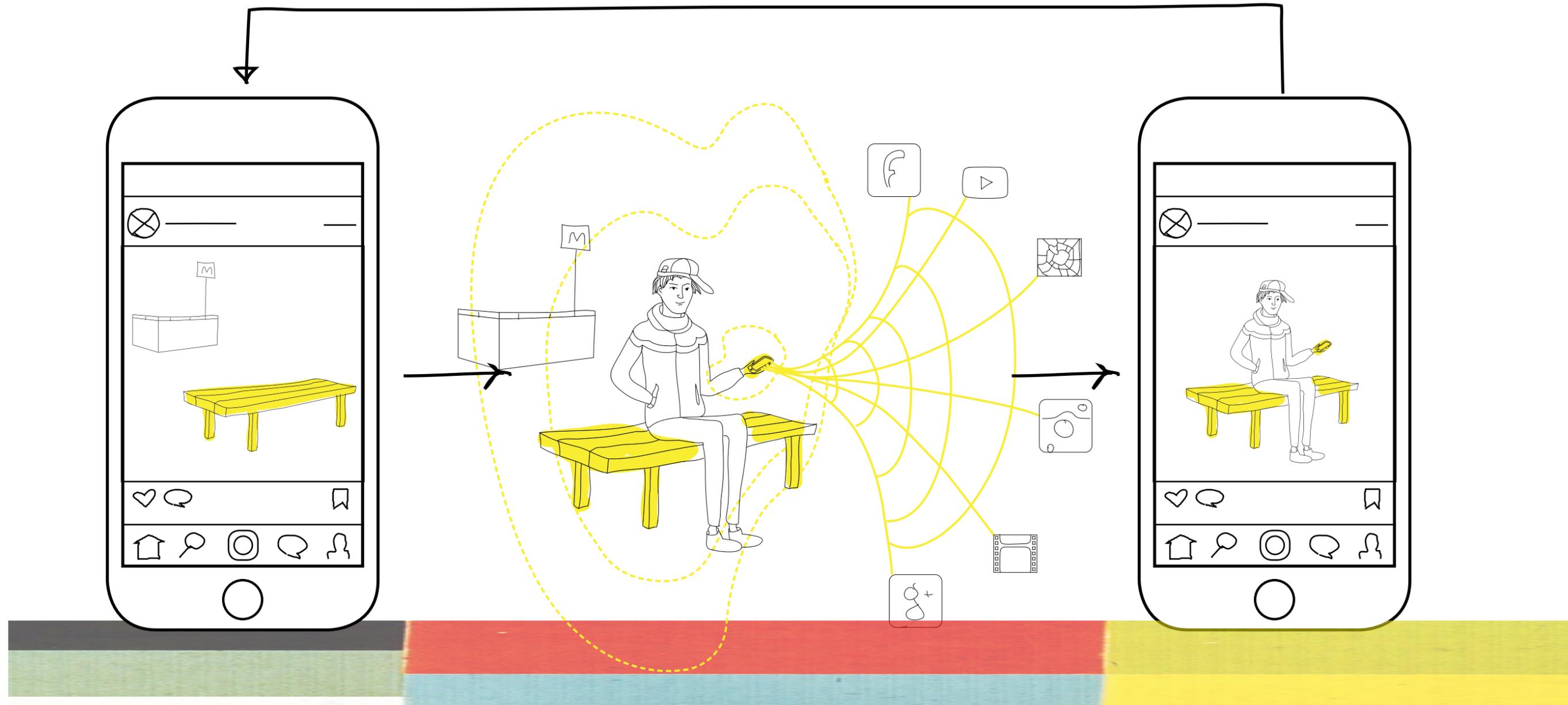


*“Mobile device plus city equals
a composite read-write medium”*

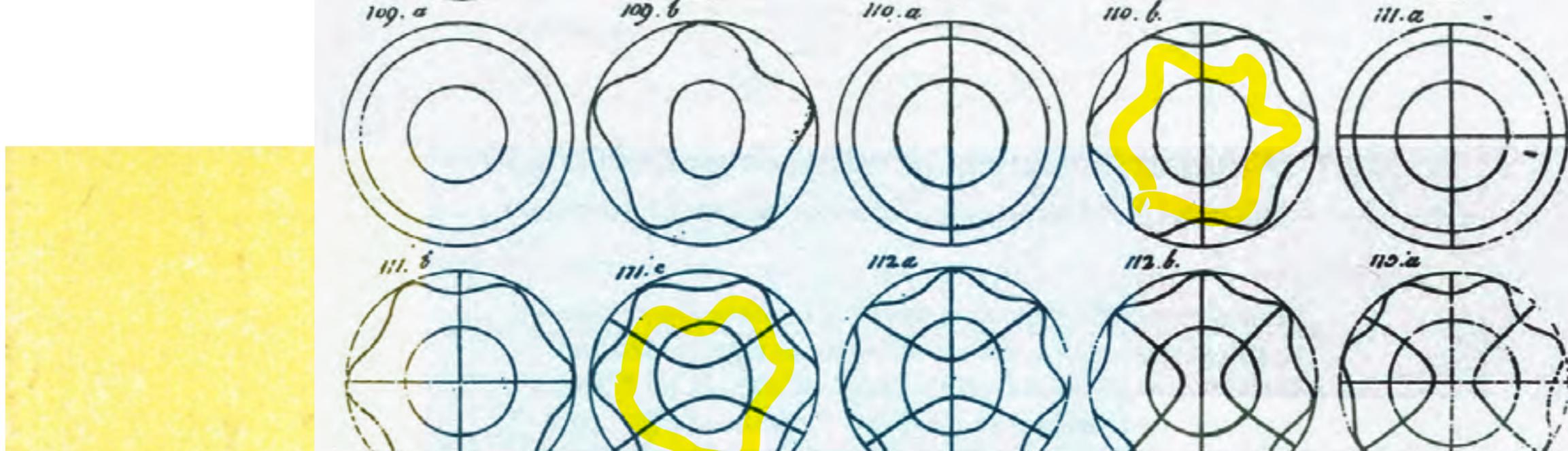
(B. Bratton)



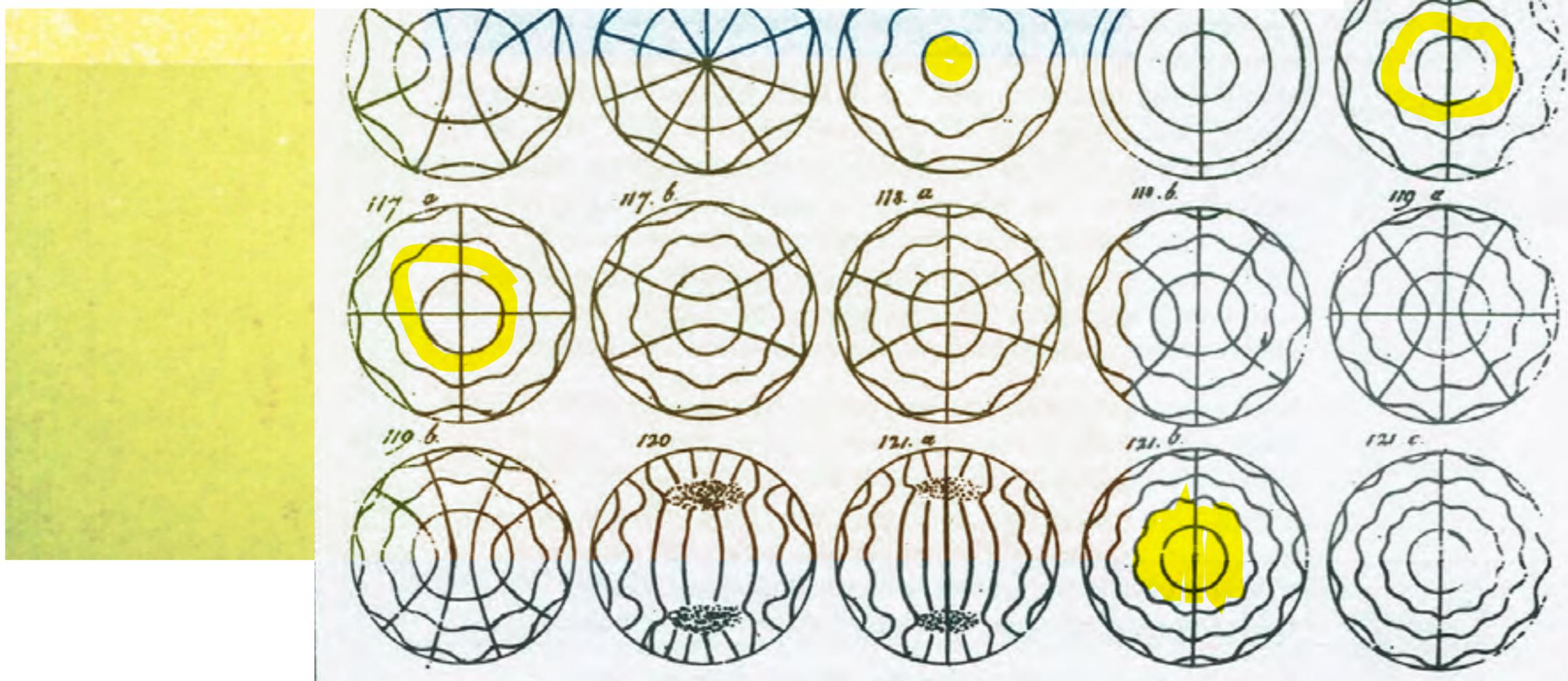
Interaction is recursive



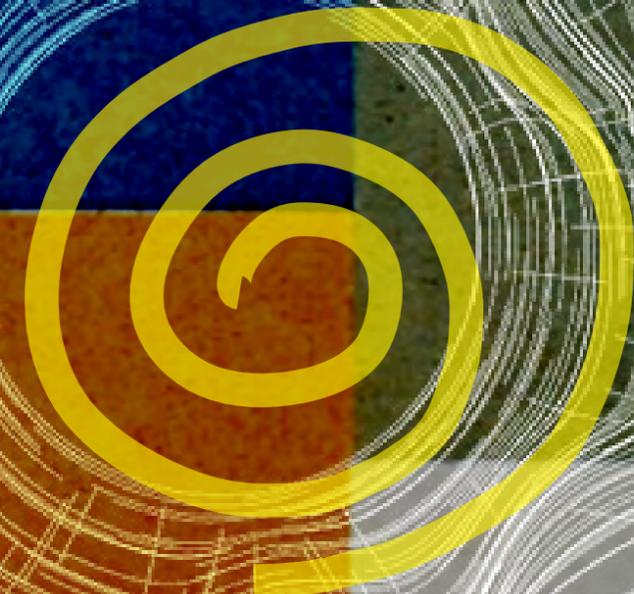
“Representation of space is entirely incorporated into the production of the embodied space” (McQuire)



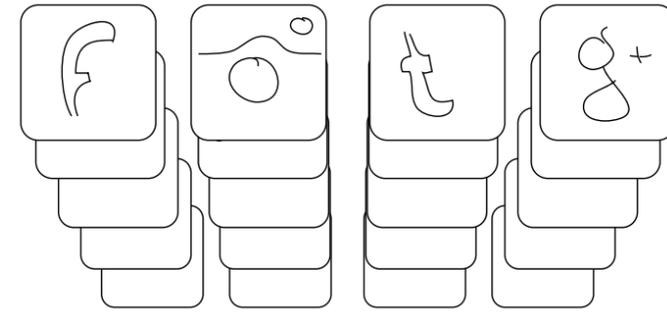
How to deal with all this complexity?



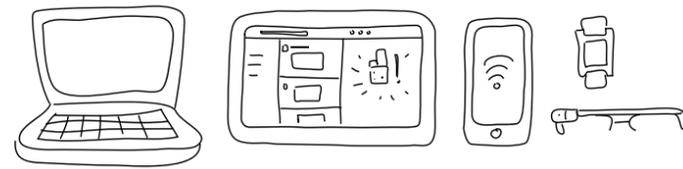
Entering hybrid space



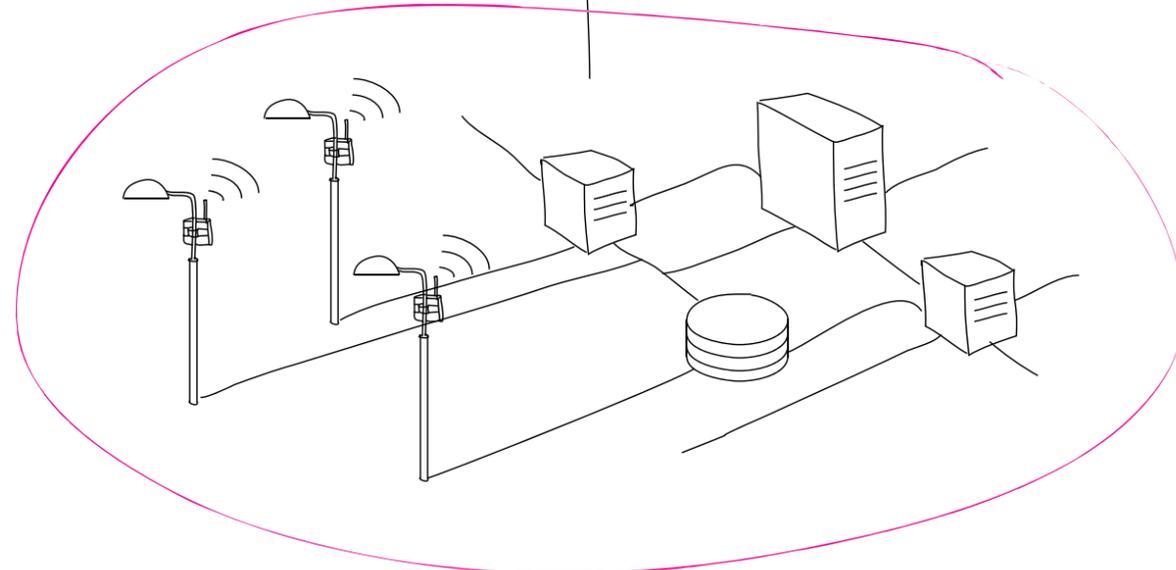
apps/services



devices/environment



infrastructure



WiFi in the City

“Loss of communication system becomes equivalent to the loss of social network” (McQuire)



Digital Islands



- 1. Cadorna
- 2. Via Cusani
- 3. Viale Pasubio
- 4. Centrale
- 5. Loreto/piazza Argentina
- 6. Oberdan

- 7. Via Cadore
- 8. Cinque Giornate
- 9. Bocconi
- 10. St. Agostino
- 11. Pagano
- 12. Amendola Fiera



1.



2.



3.



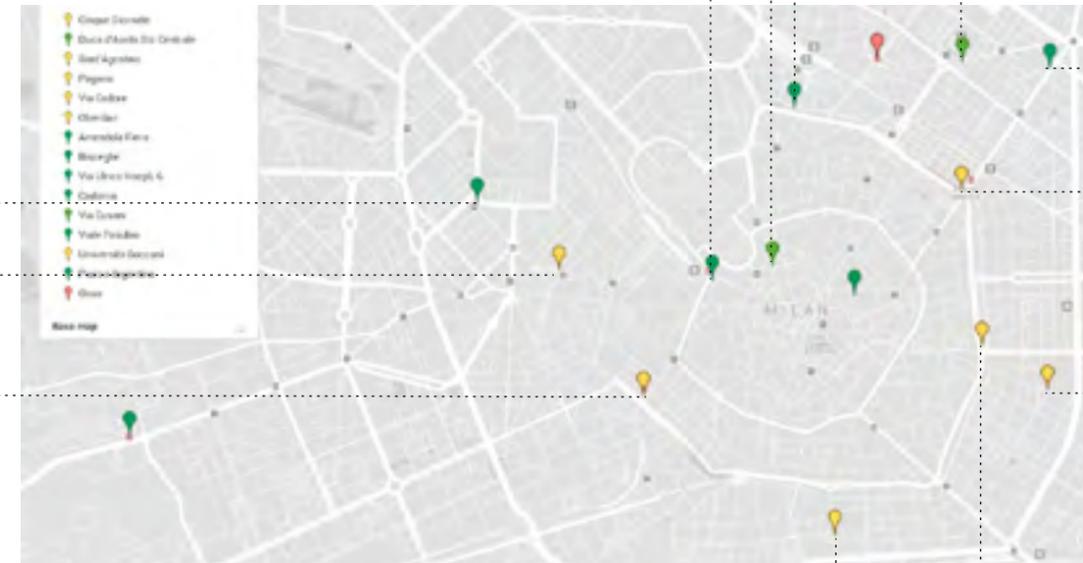
4.



5.



12.



11.



10.



9.



8.



7.



6.



Public Realm

“This place has everything - wifi, food, water, benches, people”

“What would I do in the park? Watch trees? My phone screen is what is important to see for me!”

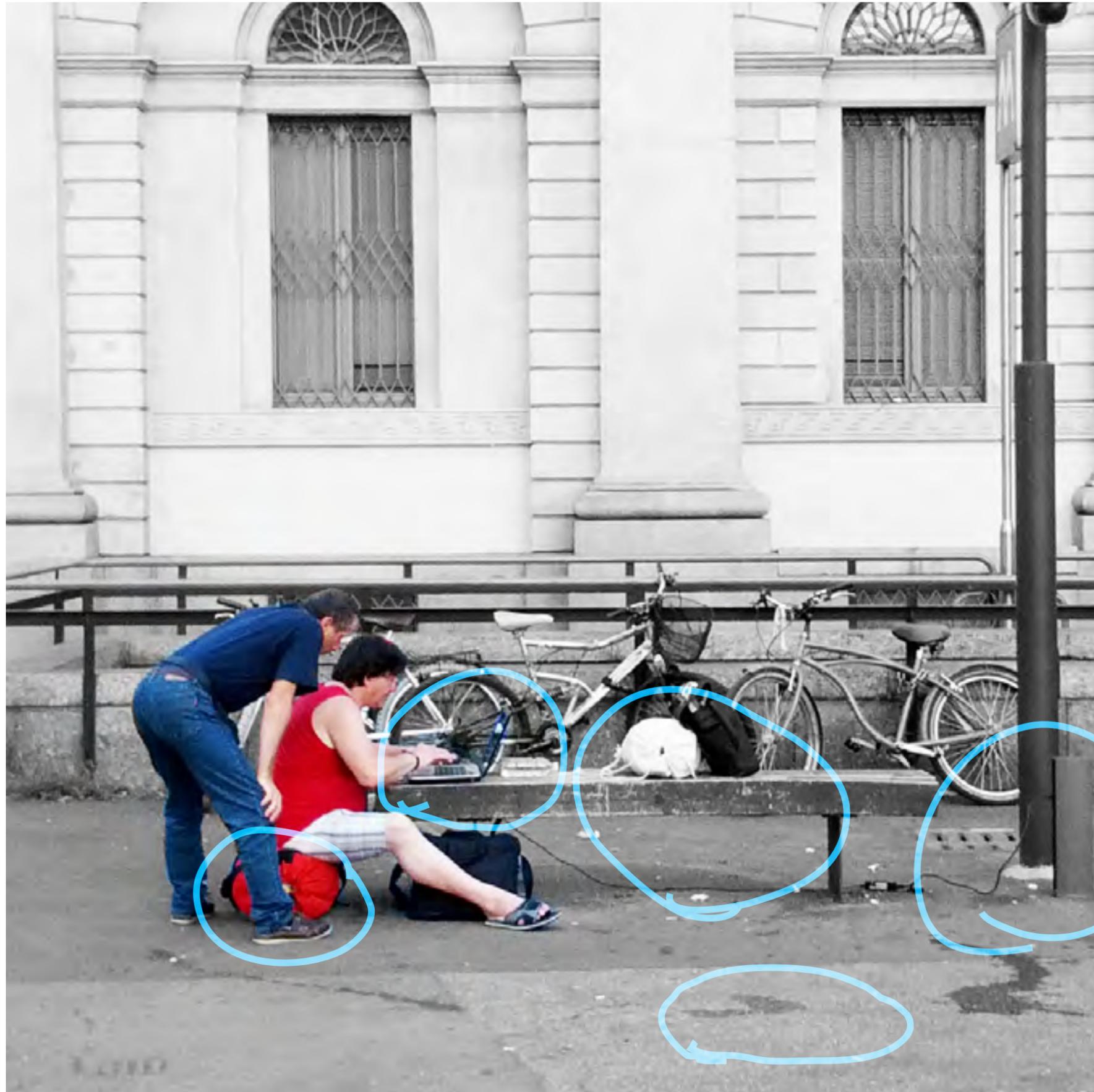


“I don't have time to learn all these interfaces! I need to work to take care of my ill mother!”

“Take care of your belongings, it's not that safe around here”

Accessibility

“We are just looking for a job!”



OpenWiFi



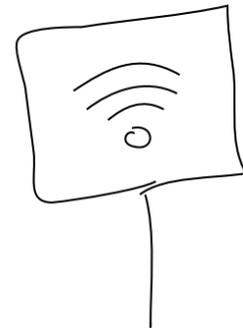
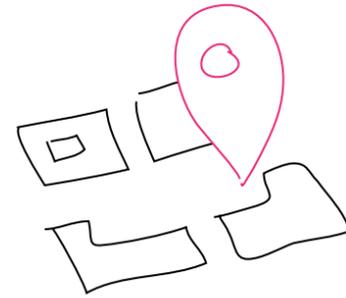
Very small amount of
people uses free Wifi
outdoors



Usefulness

Difficulty of access

Good Wi-Fi Service



1. Meaningful locations
(urban planning)
2. Supportive environment
(product design)
3. Information about service
(communication)
4. Usefulness of offer
(service design)

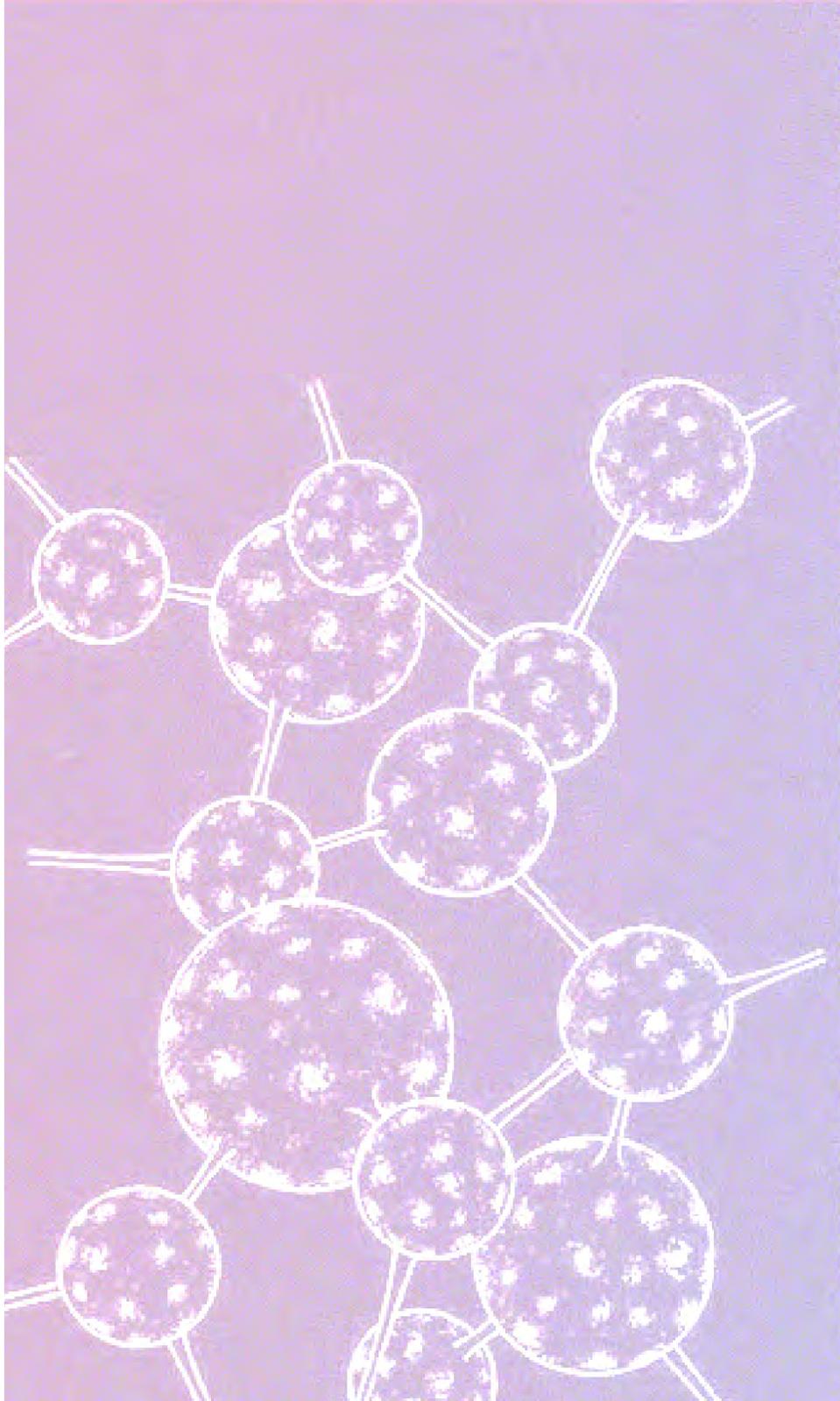




***#nevicata14 - hybrid public space
built from a collective dream***



photo: #cenaconme © robertinoRadovix





WASTE BEST WASTE

WASTE BEST WASTE
WASTE





(a)

(b)

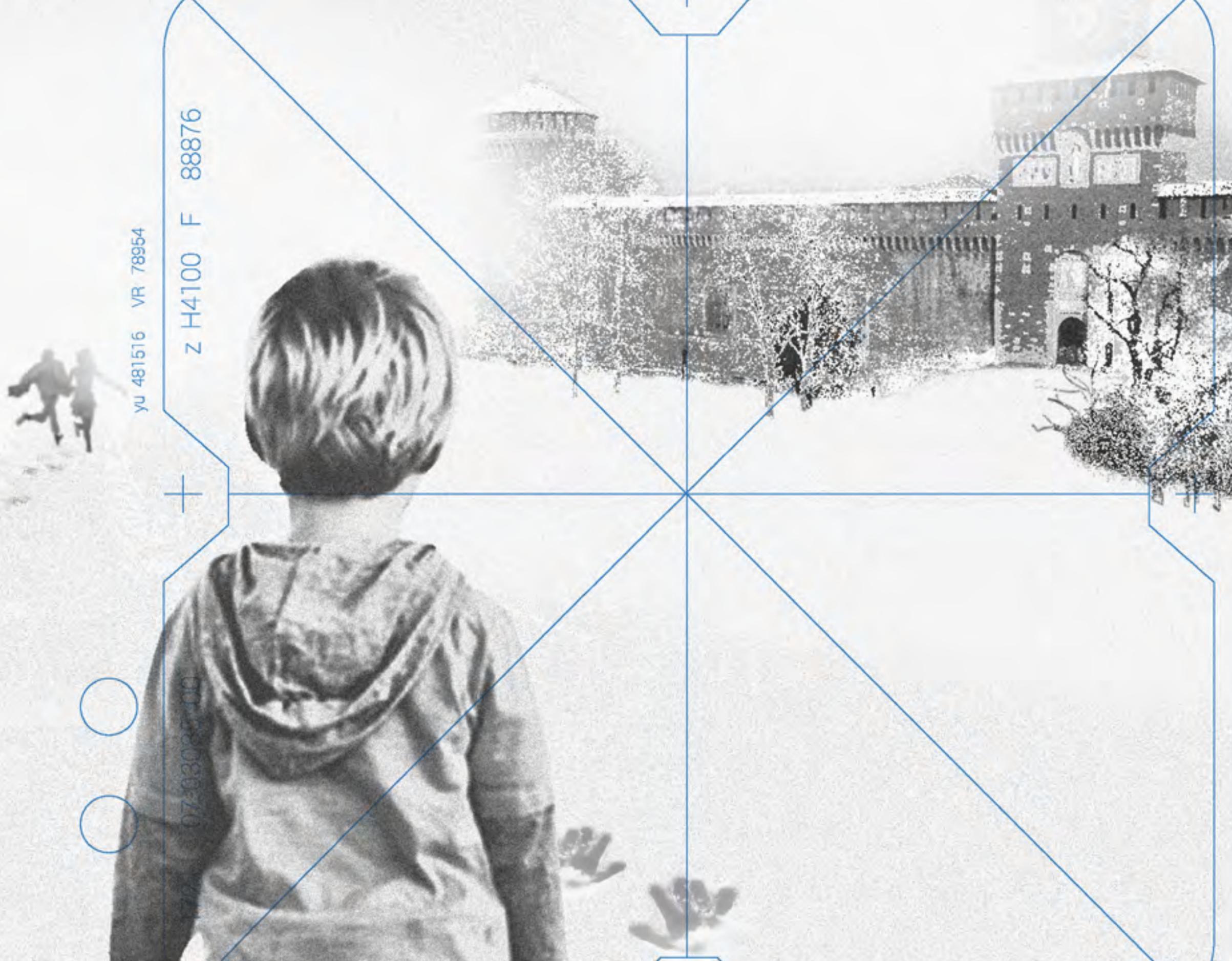


#nevicatal4

Titolo: Prime

impronte

Data: 29/7/2014



YU 481516 VR 78954

Z H4100 F 88876

07.03023.00

#nevicata14

Titolo: Primo

scatto di

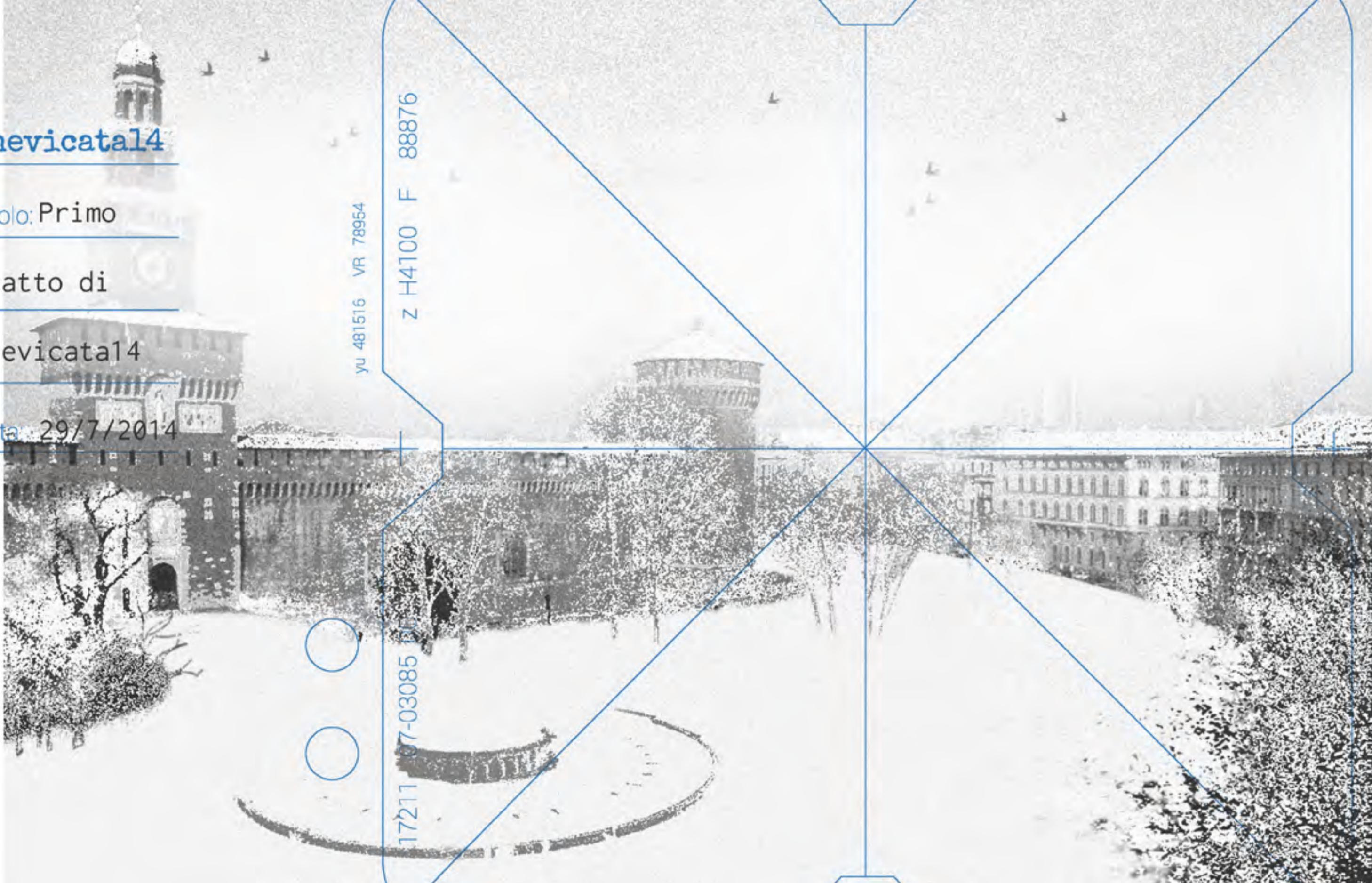
#nevicata14

Data: 29/7/2014

YU 481516 VR 78954

Z H4100 F 88876

17211 07-03085



#nevicatal4

Titolo:

Esplorazione

delle reti

Data: 5/8/2014

YU 481516 VR 78954

Z H4100 F 88876

721-07-03085 00



[#nevicata14](#)

[Titolo: Nevicata](#)

[Reloaded](#)

[vista N1](#)

[Data: 20/1/2016](#)







Ci sono vari modi per diventare un autore di #nevicata14 e #ateliercastello:

...Puoi disegnare cosa immagini potrebbe realmente cambiare piazza Castello: poi porta il tuo disegno alla casetta postale all'Expo gate o mandalo agli indirzi qui sotto.

...Vieni all'evento del 29 Luglio dalle 14:30 alle 20:00, all'Expo gate-spazio Leonardo (poi ti scopri tutte le cose da fare)

...mandando una foto di piazza Castello dalla tua finestra, che poi viene incorporata in varie parti del progetto.

- 1. Porta il tuo disegno al gate all'Expo
 - 2. Scarica il regolamento del progetto
 - 3. Contattaci su [facebook.com/nevicata14](https://www.facebook.com/nevicata14)
 - 4. Segui il progetto su [Instagram](https://www.instagram.com/nevicata14)
- Realizzato con: **DESIGNER**
X LE ZARCH, CAGA I... + ALBERTO
(GUIDARINI E SALVADORE)

UN GRANDE SPANCOLO IN ACCIAIO E CRISTALLO
 CONTENENTE DI SCAMBI DI IDEE
 GIOVANI E LEGGERE CHE HANNO
 LA TENDENZA DI PROGETTARE
 #NEVICATA14
 COSE BELLE

Quell'anno che a Milano risale
 Al Castello
 E di colpo fa più bello
 E nostro

Il messaggio
 ABOLIRE LA FONTANA ARDURE
 STRUCHE PEDONALI, BINARI, MARCIAPIED
 UN GRANDE SPAZIO PEDONALE, GASTRONOMIA
 IN UNA PIAZZA IN RINGHIERA CHIARA
 L'AREA RICAVATA CON AL CENTRO
 GIANNFRANCO MARRAZZINI (VIA SANTI) 101
 MAX: MINIST. LIBERAZIONE@LIBERA.IT
 CELL. 333 2972 423

Ascolta un suono naturale

Parla

Abbraccia

La fontana diventa ghiaccio

Esploratore:
 IDA LIA RILLO

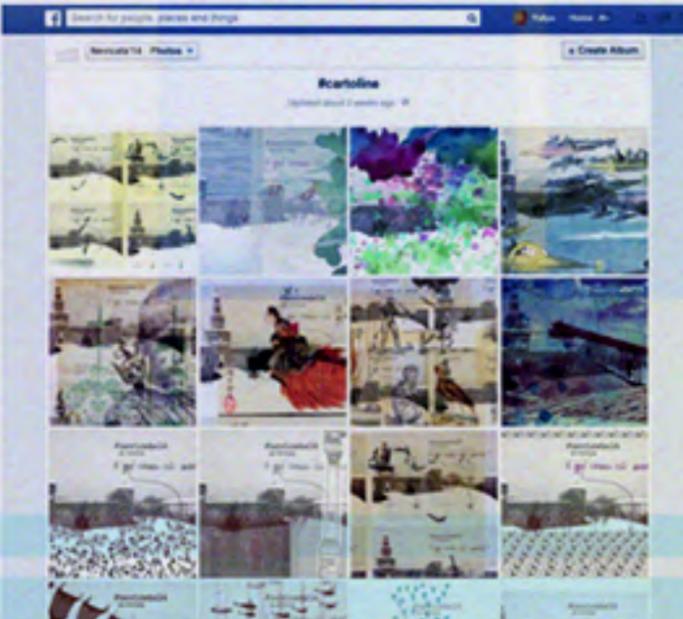
che accade nel in piazza Castello?

cancella cancella prova

non gioca

ora inizia 17.30 ora fine 17.50

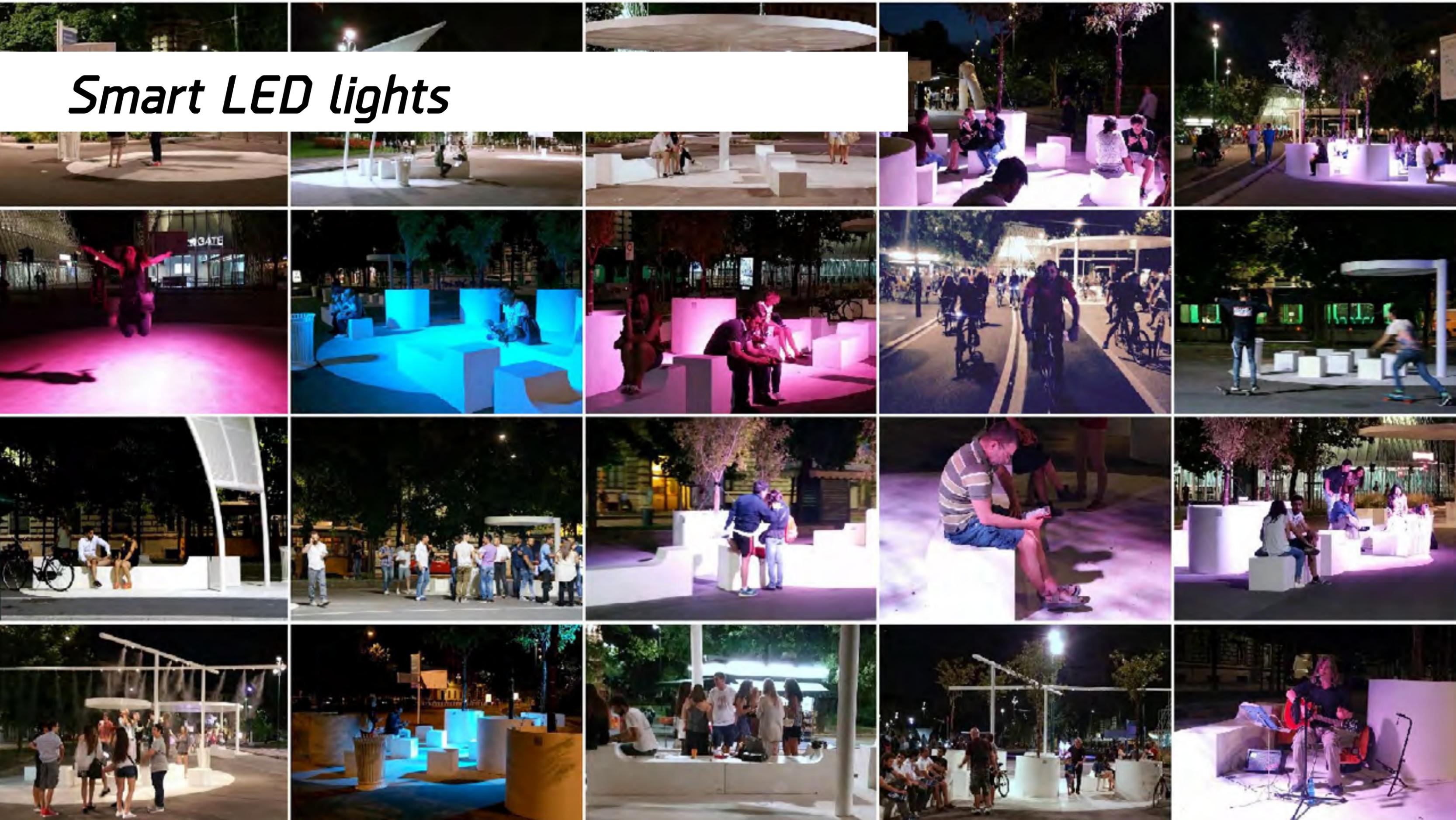
nevicata14.tumblr.com/







Smart LED lights

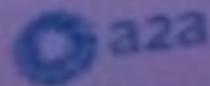


#nevicata14 ha scelto MyLED,
un progetto di A2A e Philips, per creare su quest'isola
suggestive atmosfere luminose.

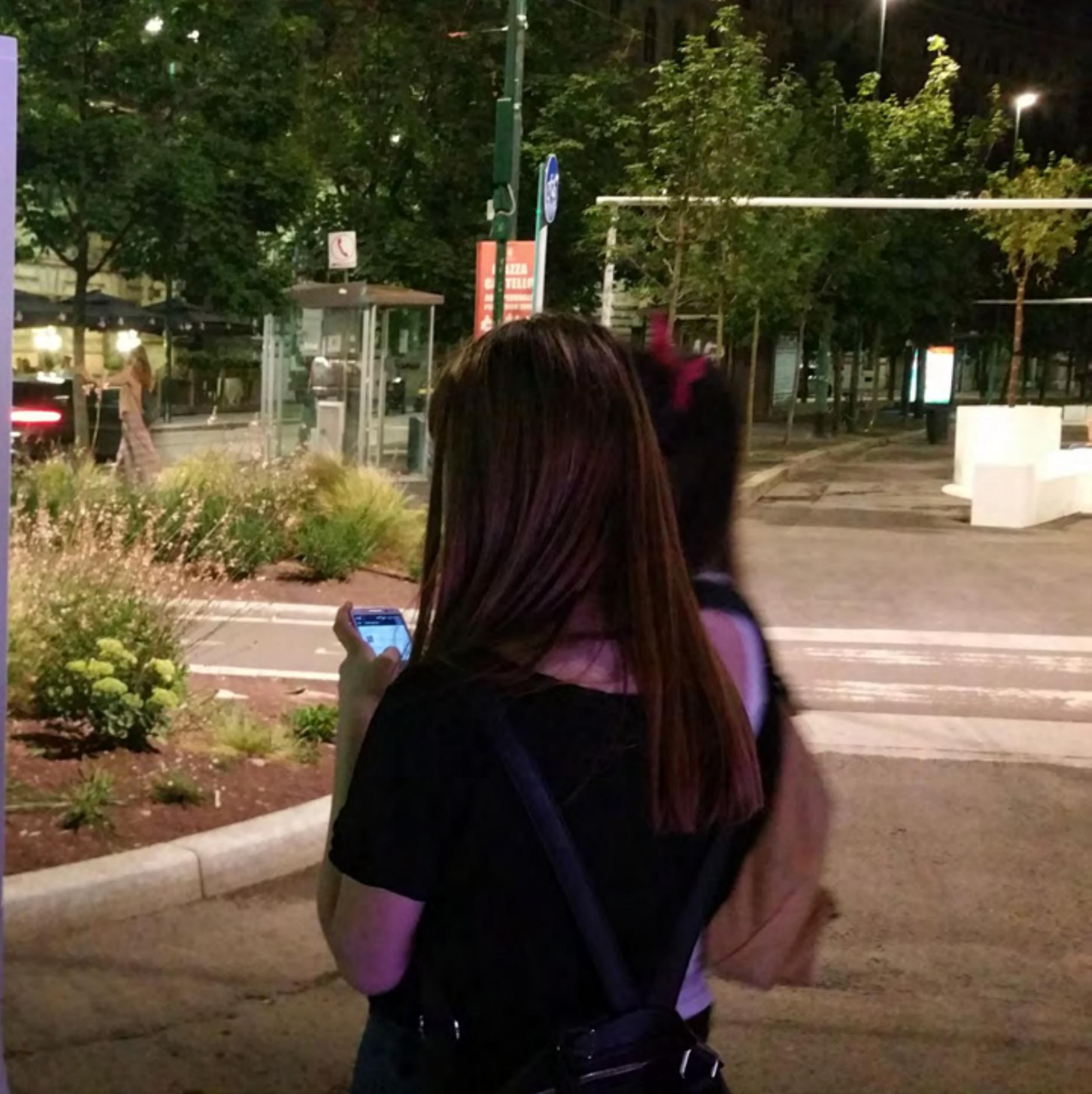
Scarica l'app MyLED e scegli la tua luce.



Tutta l'efficienza
della tecnologia LED
e i più innovativi
sistemi di controllo
a portata di App.
Installa subito la tua
LEDexperience!



Comune di Milano





#ne
vicata14 from imagining
to inhabiting



#nevicata14



Open WiFi
copre tutta #nevicata14

Scopri come accedere
alla rete
OpenWiFi14
e registrarsi al
servizio cultura di
vicenza.

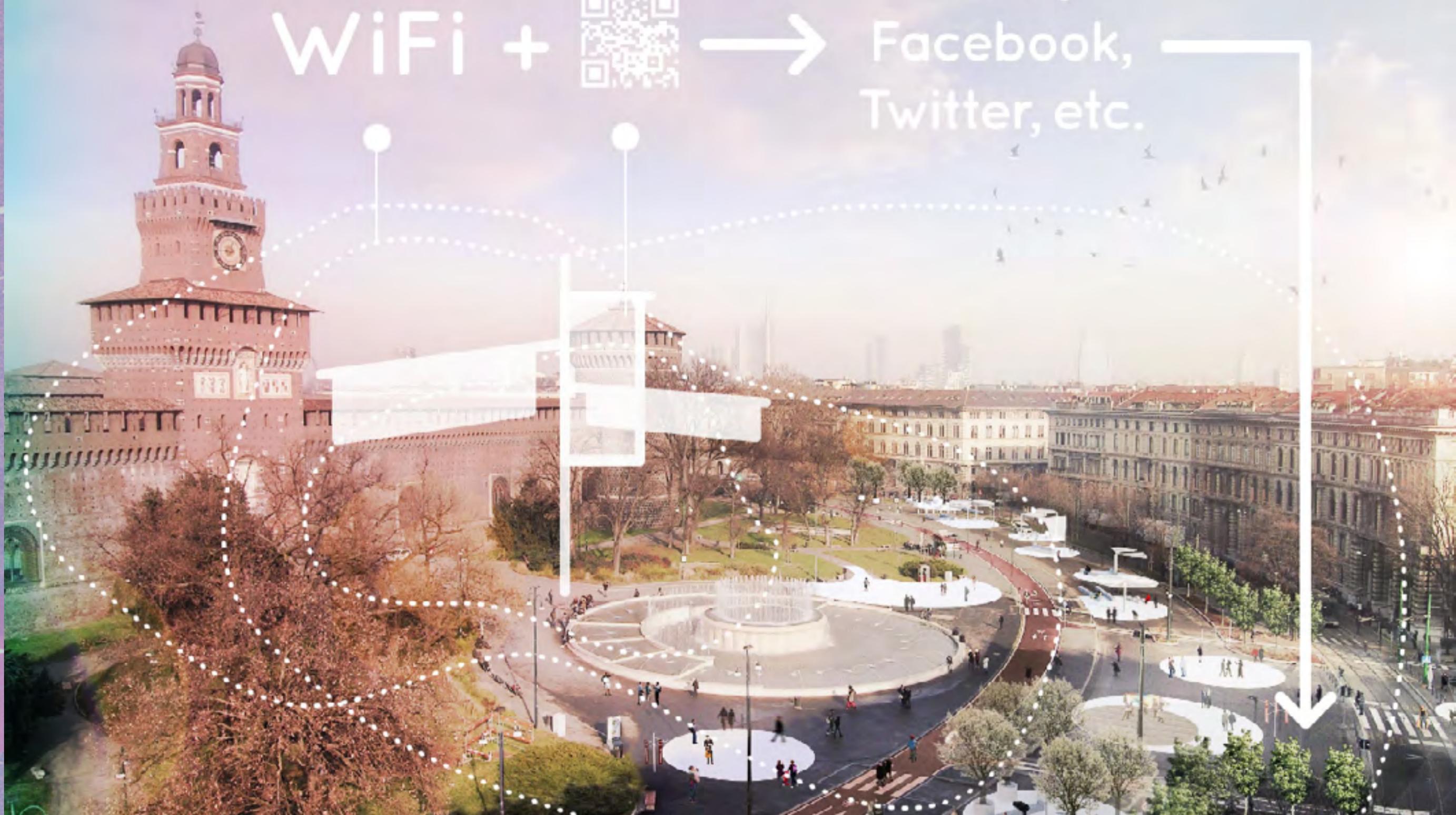
www.nevicata14.it

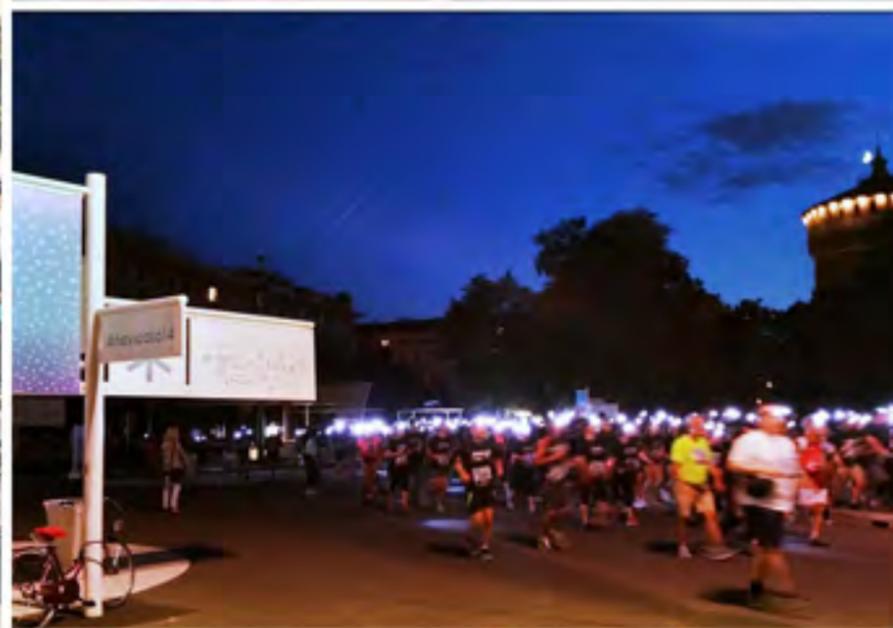
Wi-Fi
area

WiFi +



www,
Facebook,
Twitter, etc.







Nevicata14

@nevicata14

Home

About

Photos

Likes

Events

Videos

Notes

Posts

Services

Shop

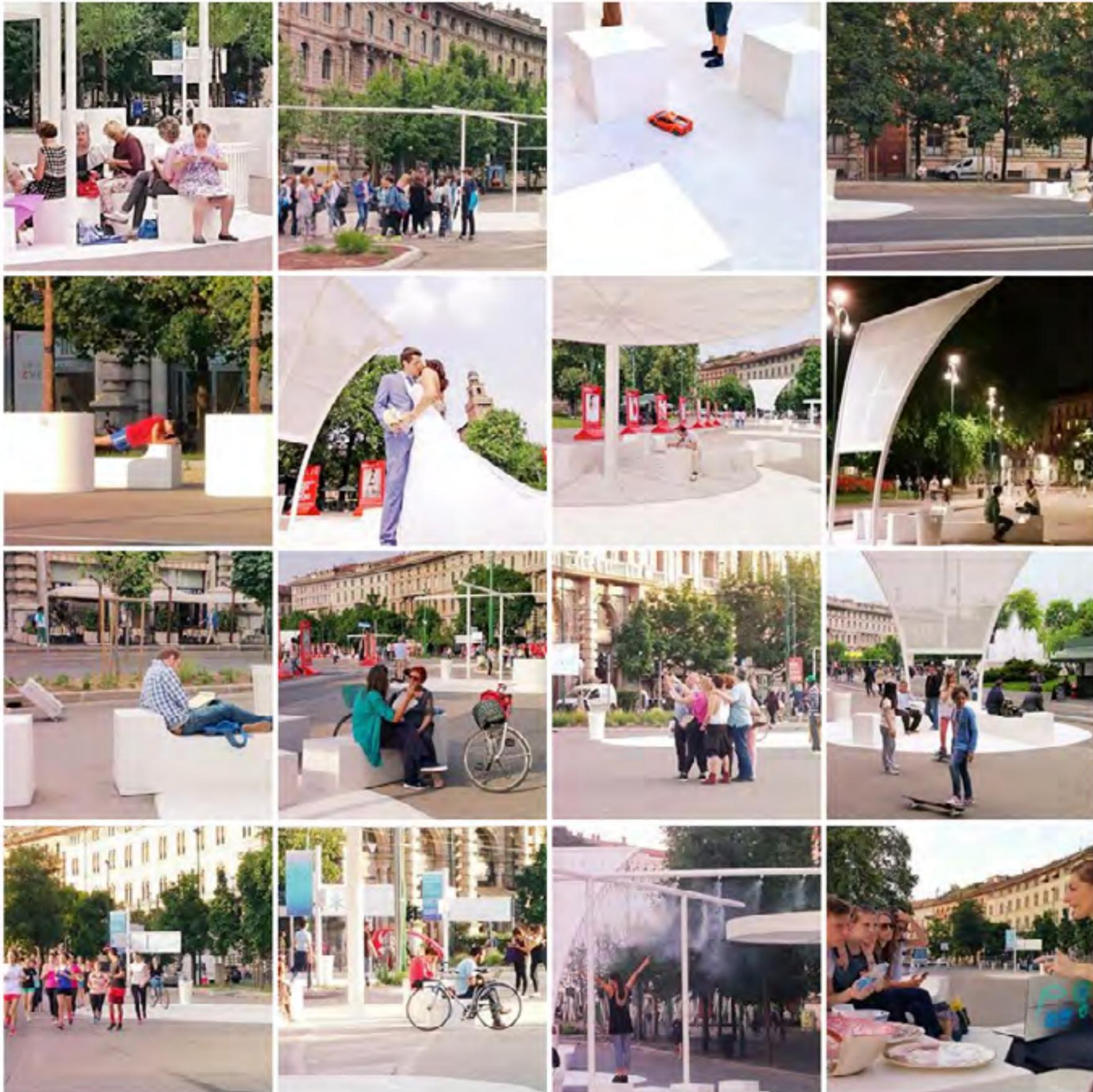
Groups

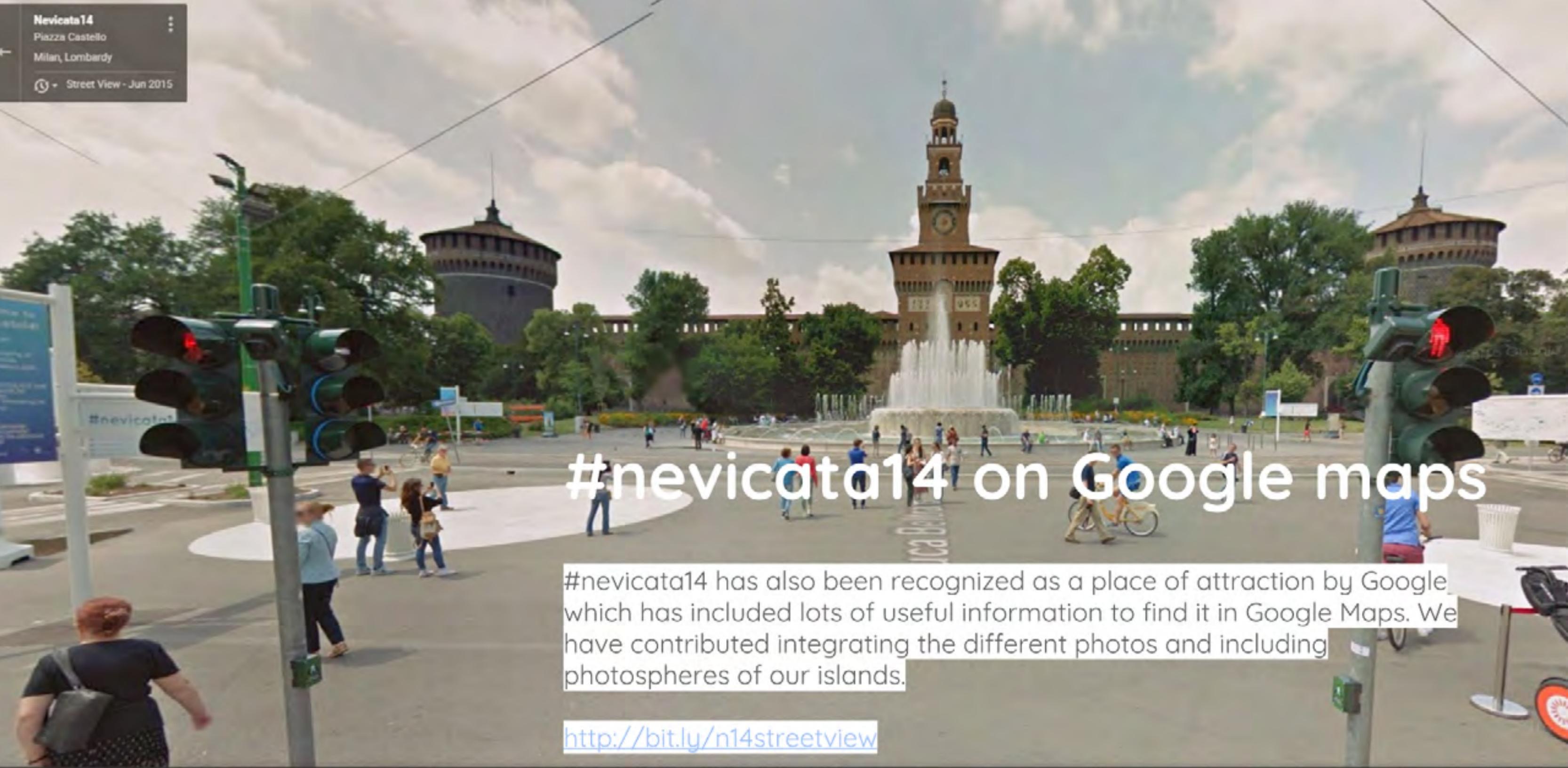
Offers

Promote ▾

Liked ▾ Share ...

+ Add a Button

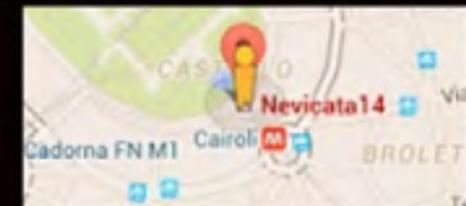




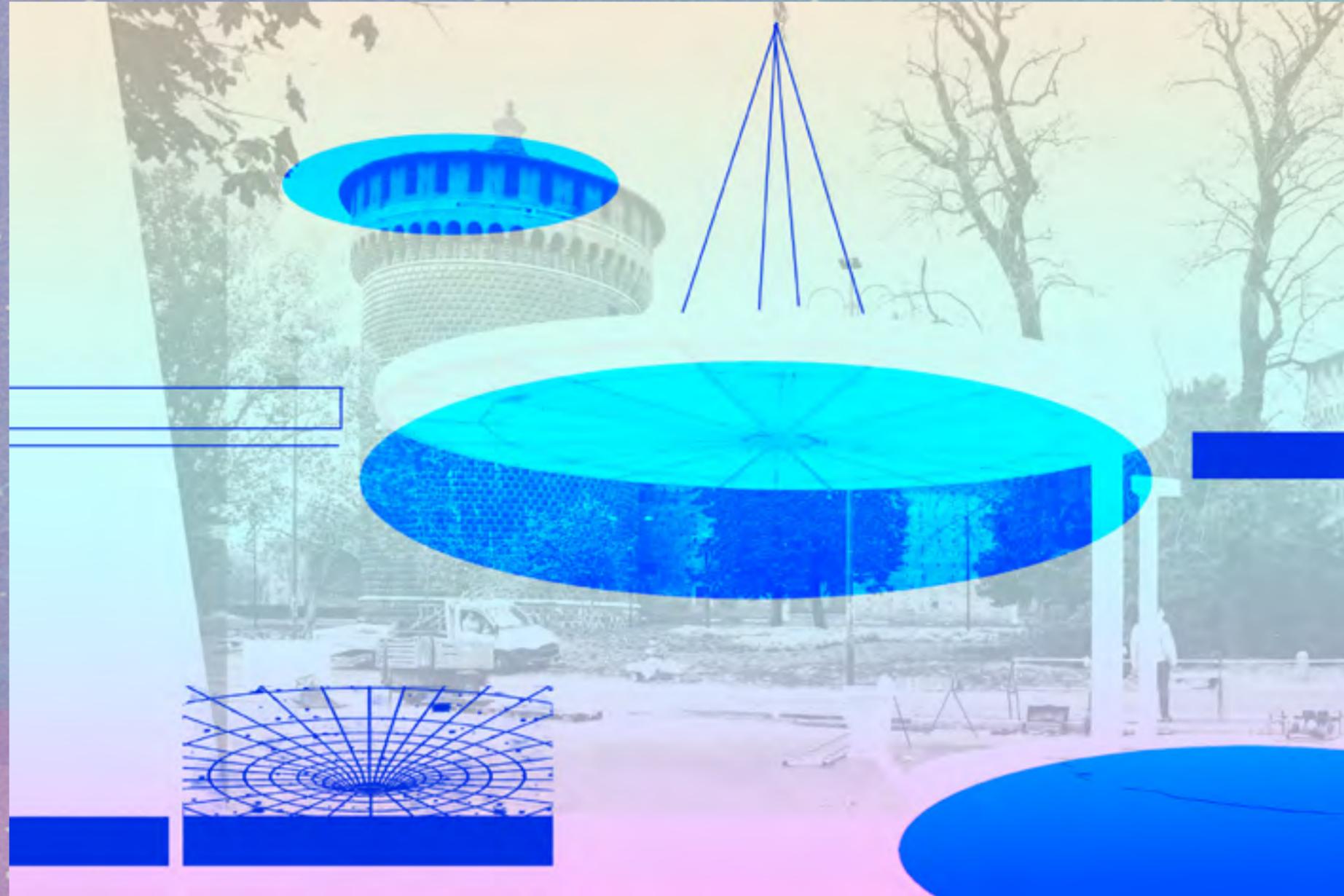
#nevicata14 on Google maps

#nevicata14 has also been recognized as a place of attraction by Google which has included lots of useful information to find it in Google Maps. We have contributed integrating the different photos and including photospheres of our islands.

<http://bit.ly/n14streetview>



New Business Model





Gli alberi sono stati gentilmente donati
dalla Municipalità cinese di Guangzhou
nell'ambito della collaborazione e amicizia
tra le nostre due città.



Milano





Bianco estate

Gusto per EXPO
YOGURT variegato, Salsa di kiwi
Varied YOGURT, Kiwi Sauce

Nevicata 14
YOGURT variegato, Salsa di kiwi
Varied YOGURT, Kiwi Sauce
GUSTO DEL GIORNO
FLAVOUR OF THE DAY
MILANO

EXPO
GUSTO PER EXPO

Gusto per EXPO



#nevicata14

Report

May - October 2015



nevicata14.it
nevicata14.tumblr.com
twitter.com/nevicata14
instagram: #nevicata14
facebook.com/nevicata14
nevicata14lab.tumblr.com
youtube: Nevicata Quattordici

#nevicata14



system of services enriching the experience in the square: free wifi, bikesharing, LED lights controlled by smartphones, spots for street artists, etc.

#formfollowsfiction

#nevicatal4

Titolo: Instagram

di @mlampu

Data: 27/9/2024



mlampu Following
14 minutes ago
#nevicatal4 #reloaded 27/9 #2024 #memoires :)

mariaazzurra, meui8, marcopioventini and 3 others like this.

cahahah
È anche meglio dell'originale!! 🌟

marcopioventini
Wow! Che bello! L'hanno ricostruita!

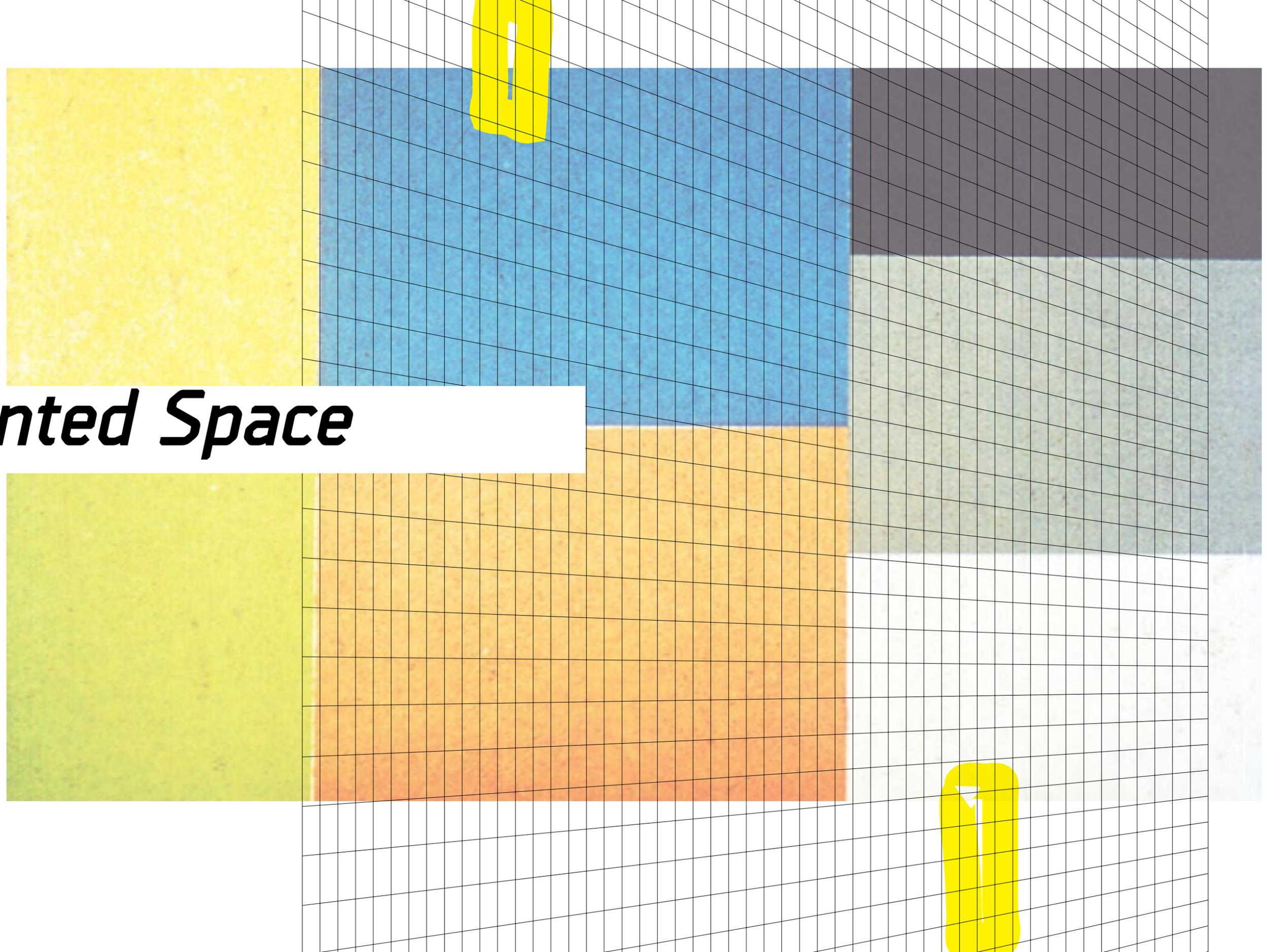
hihickster
Ah! Mi ricordo quell'estate 2014! Straordinario!

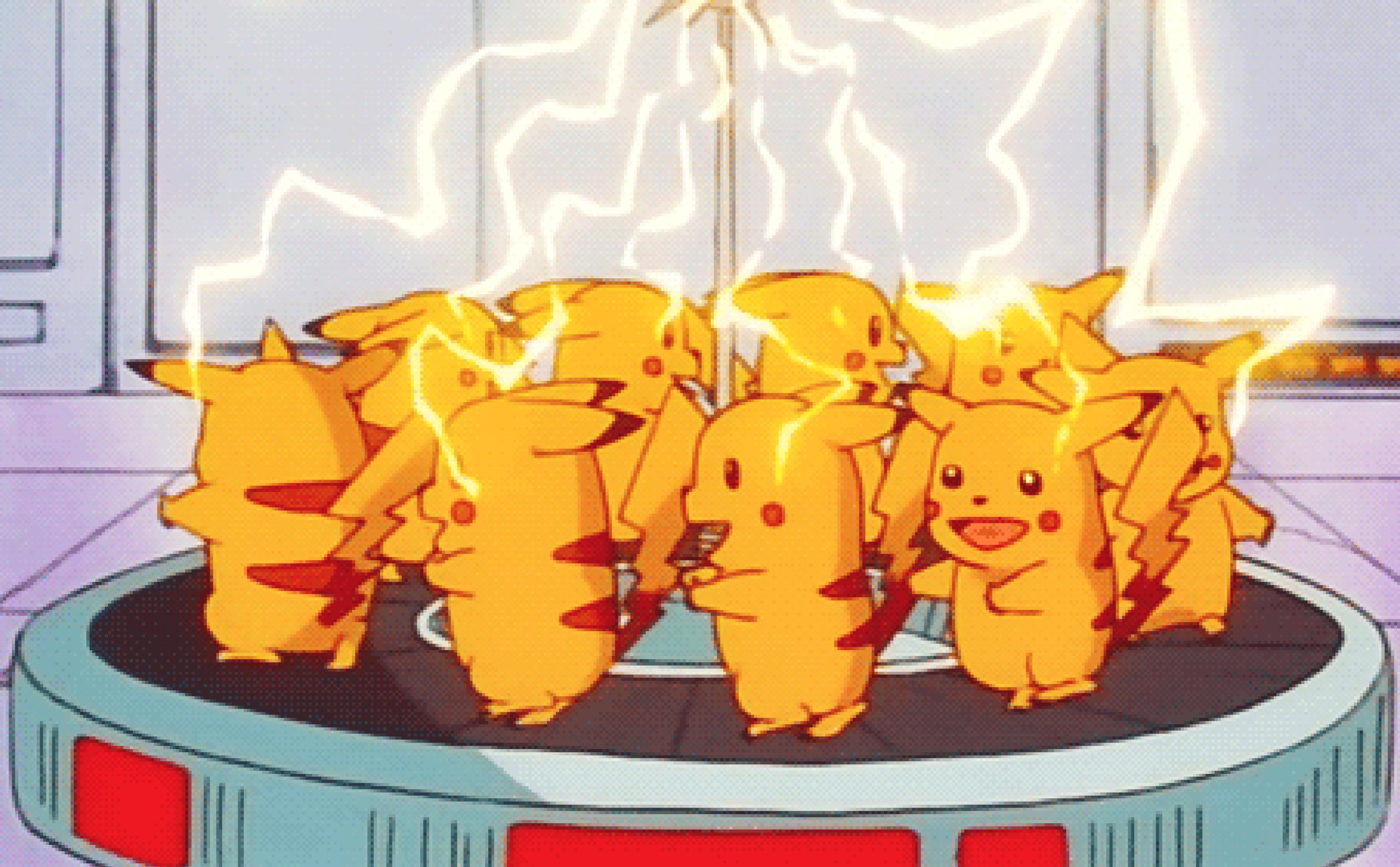
martipmart
Mai stata così bella!!

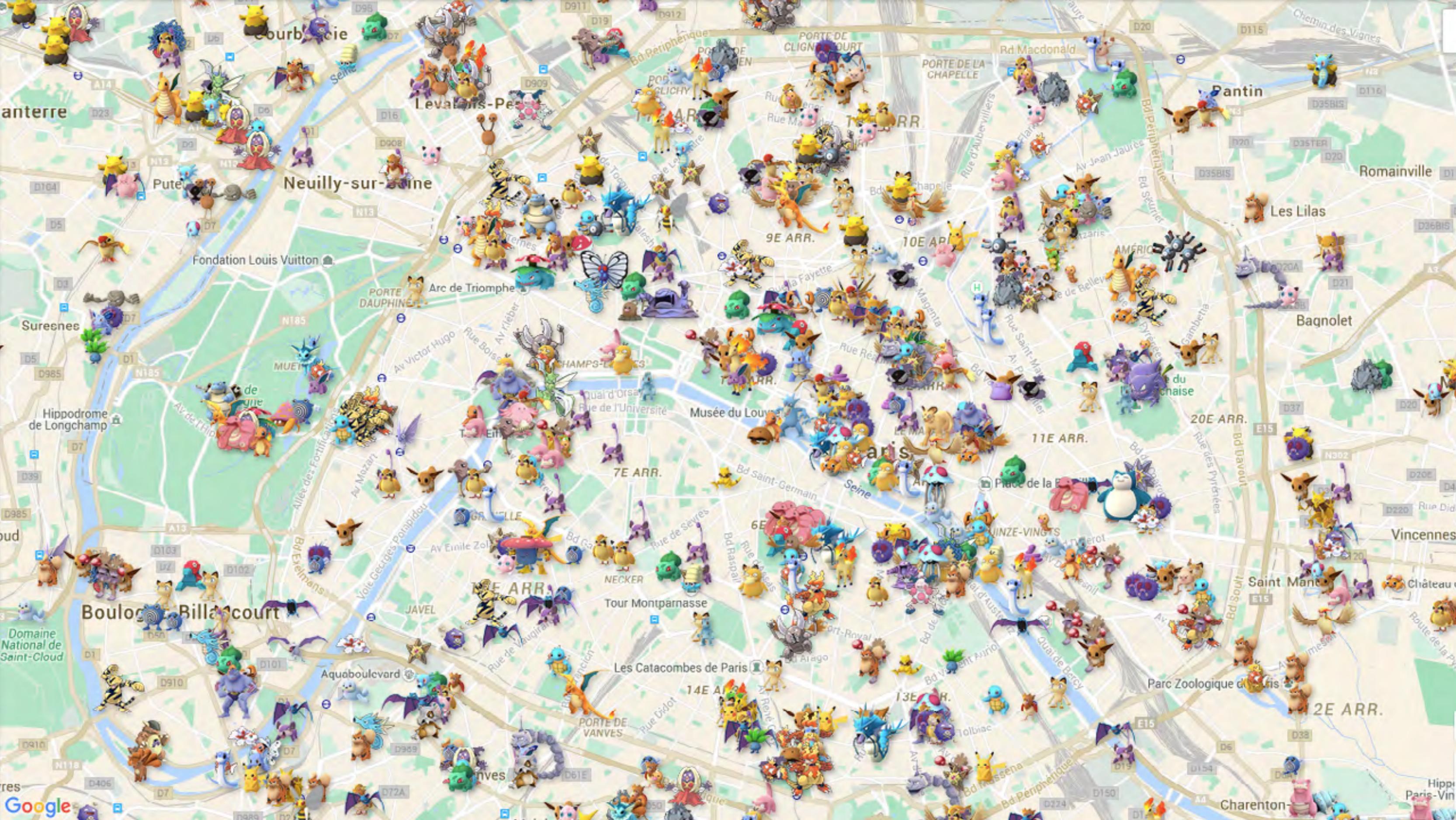
meui8
Grazie a Guidarini e Salvadeo! Che ricostruzione perfetta! :)

Leave a comment...

Augmented Space







anterre

Courbevoie

Levallois-Perret

CLICHY

PORTE DE CLIGNY

Rd Macdonald

Pantin

Romainville

Puteaux

Neuilly-sur-Seine

9E ARR.

10E ARR.

Les Lilas

Fondation Louis Vuitton

Arc de Triomphe

PORTE DAUPHINE

Bagnolet

Suresnes

MUET

CHAMPS-ÉLYSÉES

Musée du Louvre

PARIS

11E ARR.

20E ARR.

Hippodrome de Longchamp

7E ARR.

Bd Saint-Germain

Place de la Bastille

Vincennes

oud

Boulogne-Billancourt

15E ARR.

Tour Montparnasse

QUINZE-VINGTS

Saint-Mandé

Château de Vincennes

Domaine National de Saint-Cloud

Aquaboulevard

Les Catacombes de Paris

13E ARR.

Parc Zoologique de Paris

12E ARR.

res

Google

Charenton-le-Pont

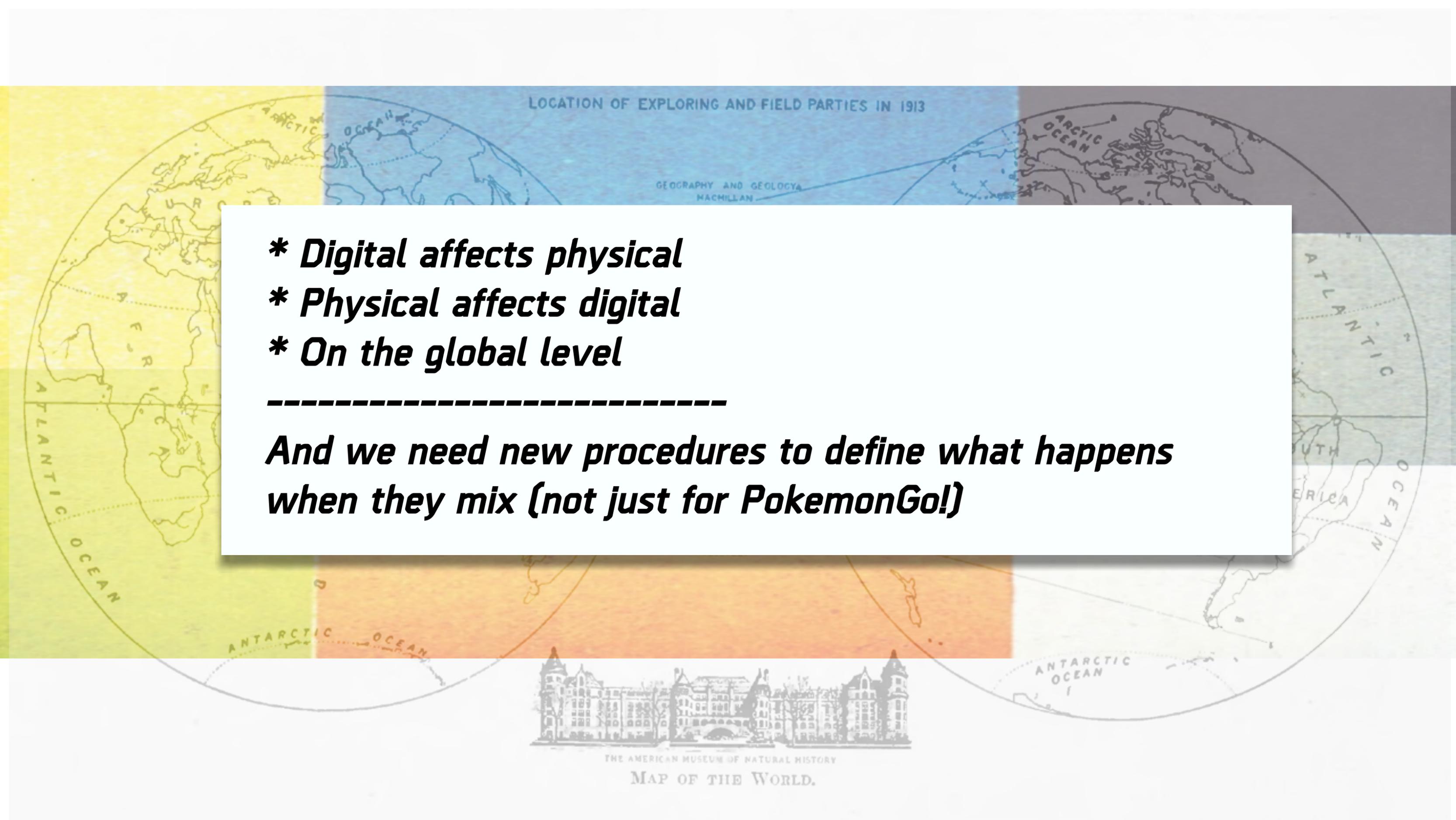
Hippodrome de Vincennes



**POKEMON
ARE FOR
PAYING
CUSTOMERS
ONLY**

DQ Gift Cards

Birthdays
1985-2020

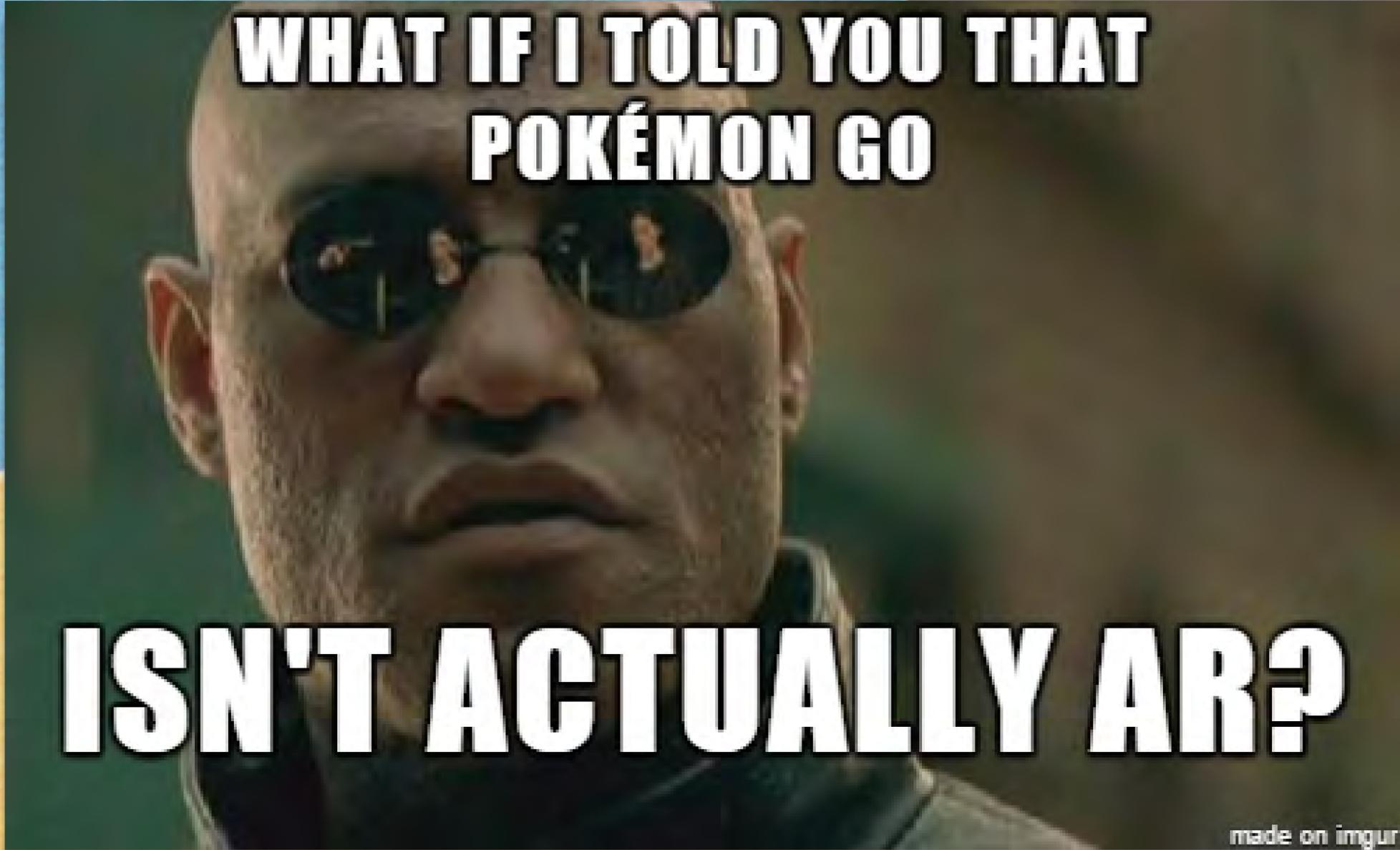
- 
- The background features a historical map of the world, titled 'MAP OF THE WORLD' by 'THE AMERICAN MUSEUM OF NATURAL HISTORY'. The map is divided into four colored quadrants: yellow (top-left), blue (top-right), orange (bottom-left), and grey (bottom-right). A white text box is centered over the map. The map includes labels for 'ARCTIC OCEAN', 'ANTARCTIC OCEAN', and 'ATLANTIC OCEAN'. A specific section of the map is titled 'LOCATION OF EXPLORING AND FIELD PARTIES IN 1913' and is published by 'GEOGRAPHY AND GEOLOGY MACMILLAN'.
- * Digital affects physical**
 - * Physical affects digital**
 - * On the global level**

And we need new procedures to define what happens when they mix (not just for PokemonGo!)



THE AMERICAN MUSEUM OF NATURAL HISTORY

MAP OF THE WORLD.

A meme featuring a close-up of Morpheus from the movie The Matrix. He is wearing his signature black sunglasses and has a serious, questioning expression. The background of the image is a dark, slightly blurred outdoor setting. The text is overlaid in a bold, white, sans-serif font with a black outline. The overall image is set against a background of four colored quadrants: yellow (top-left), blue (top-right), green (bottom-left), and orange (bottom-right).

**WHAT IF I TOLD YOU THAT
POKÉMON GO**

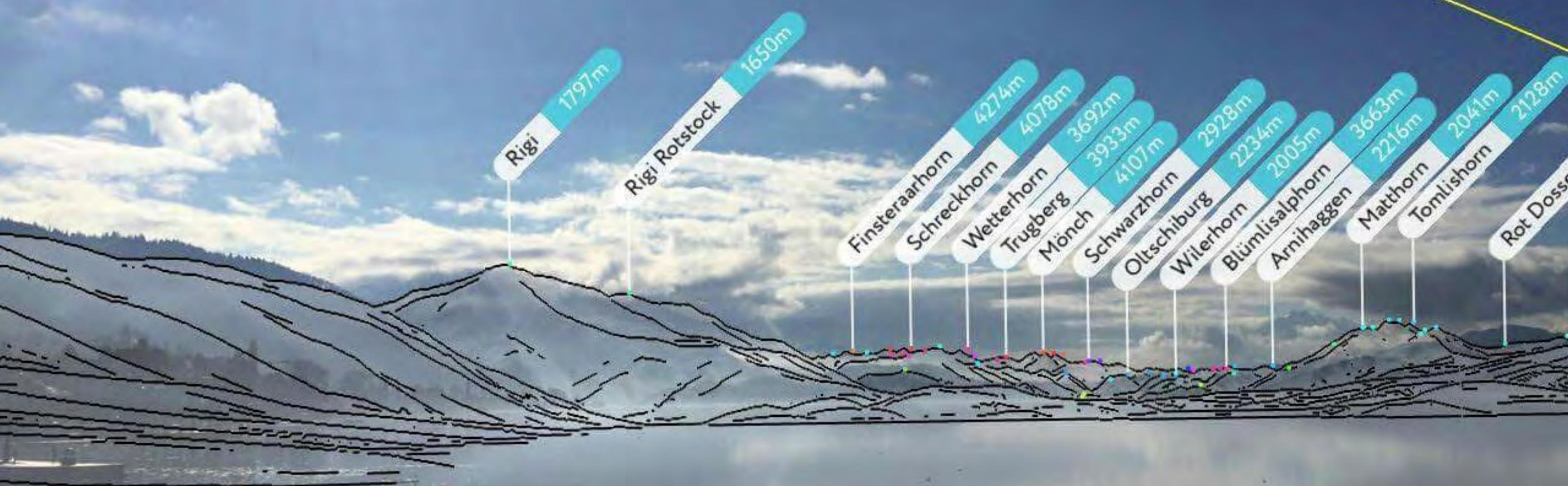
ISN'T ACTUALLY AR?

made on imgur



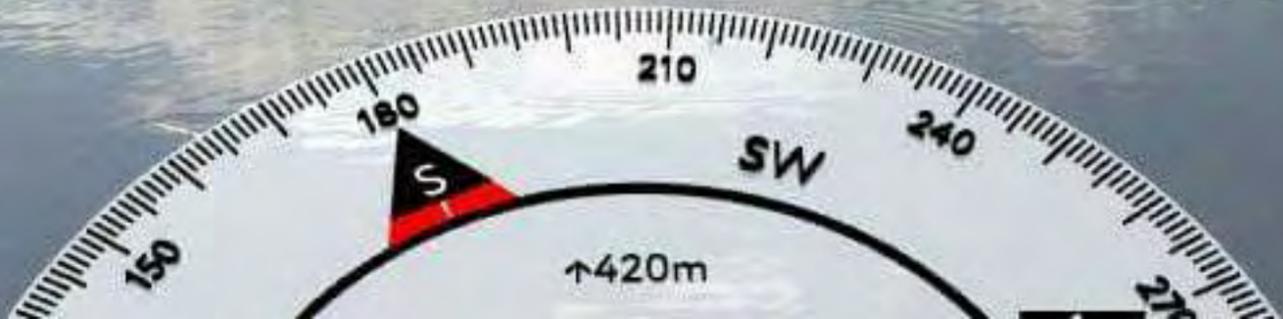


Composing panorama...

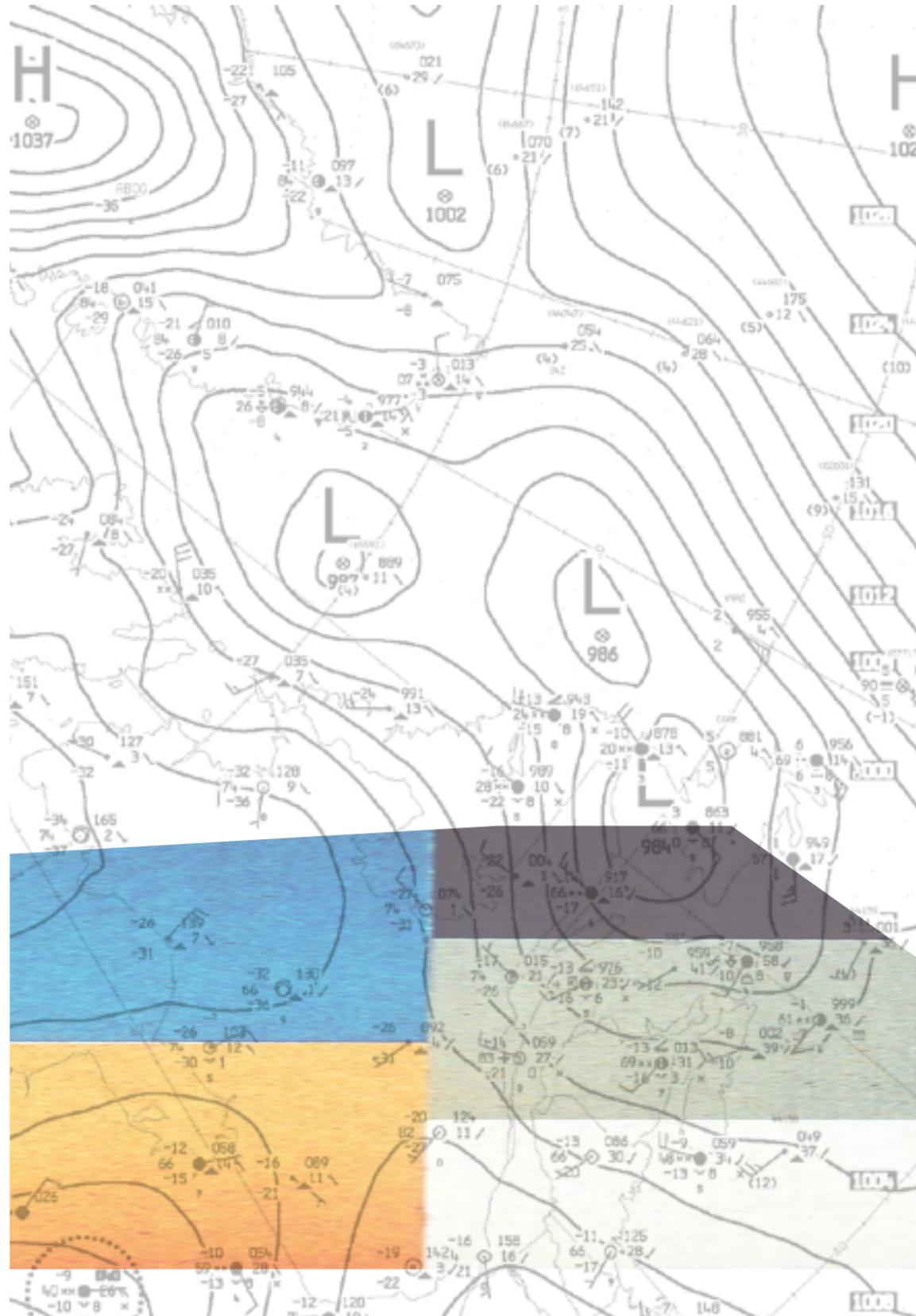
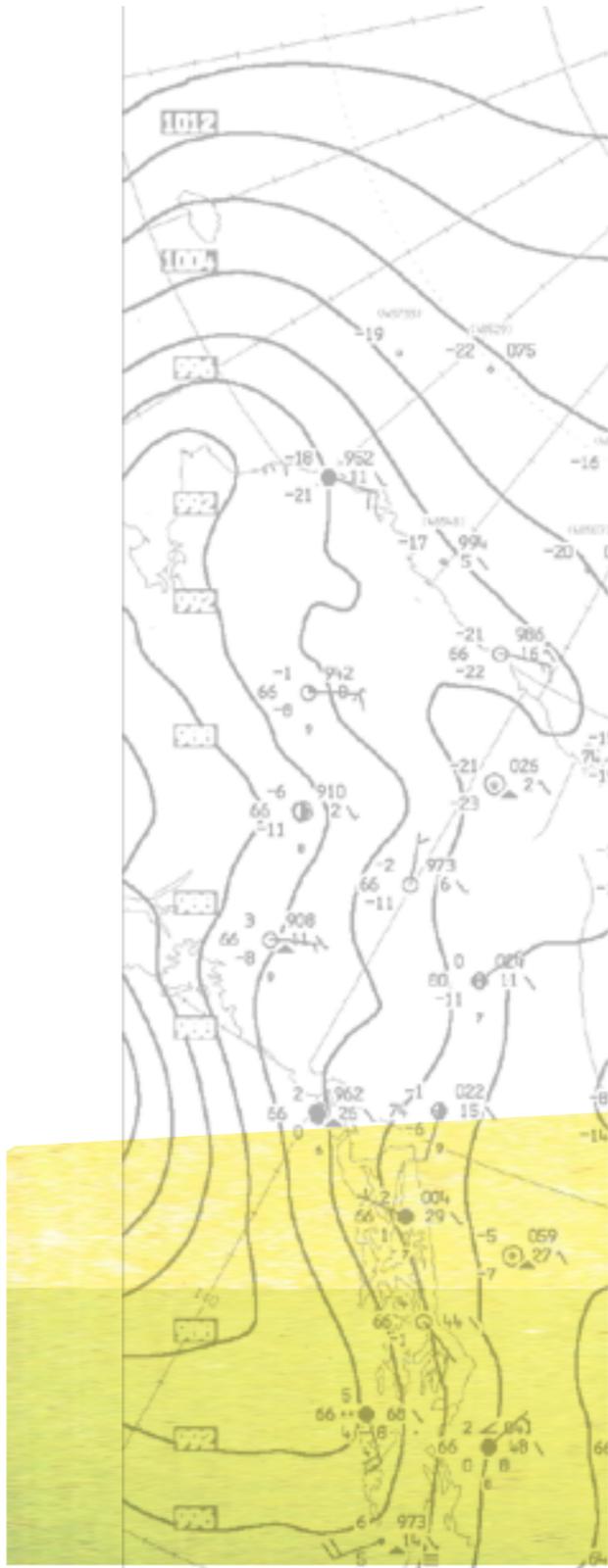


reset compass

zoom 1x









173m

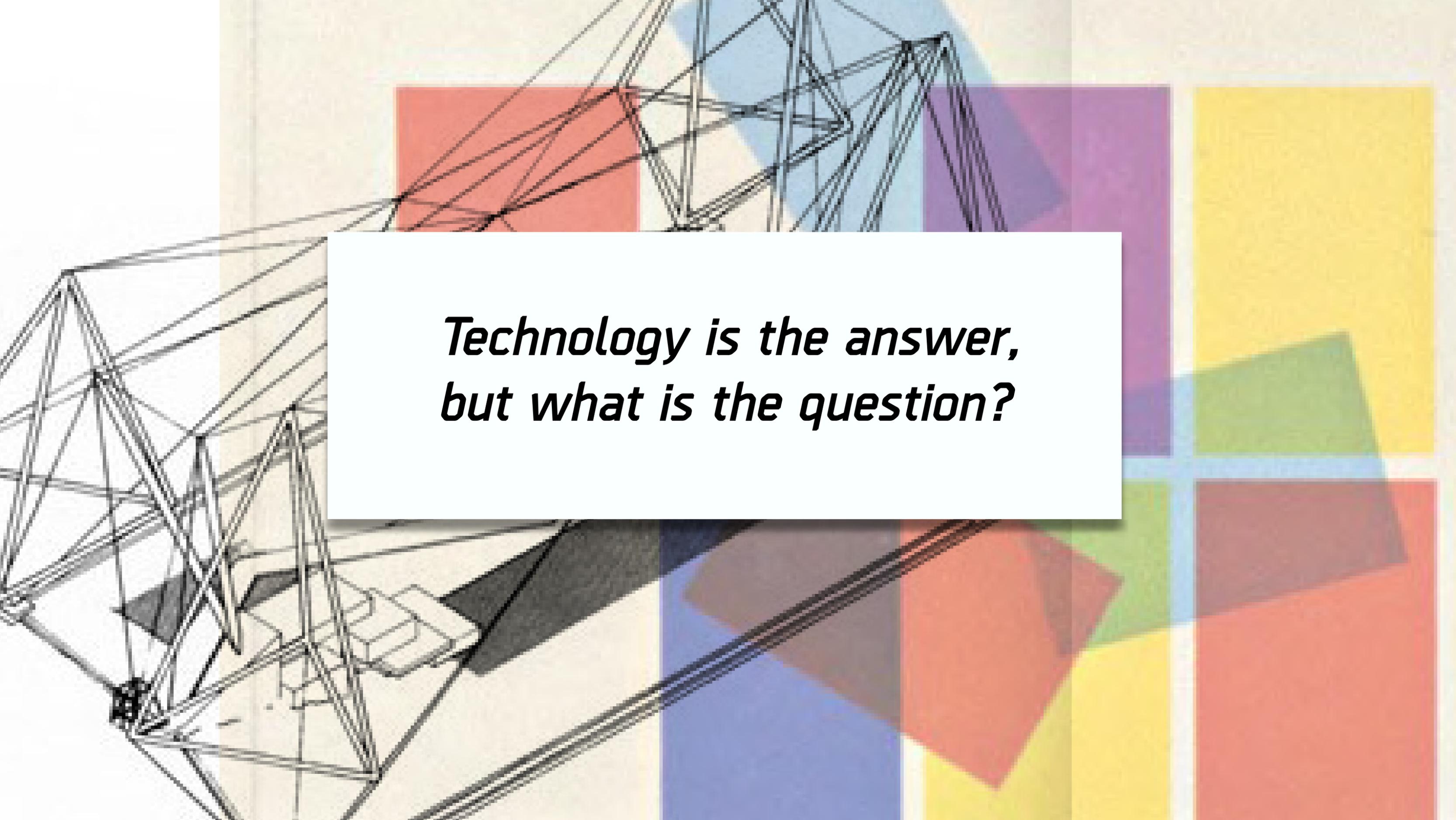
“What is reality? What is the relationship between reality and mediality? Between reality and virtuality? Between reality and simulations? Reality and fictions? Reality and lies? Reality and the fake? Reality and software code?”

What is hyper-modernism?, by Alan N. Shapiro





“Dominant social norms can be challenged in as many ways as there are apps, and each time, public space is made anew”

The background features a complex wireframe structure on the left side, composed of numerous thin black lines forming a grid-like pattern. To the right, there are several overlapping, semi-transparent geometric shapes in various colors, including red, blue, purple, yellow, green, and brown. The overall composition is abstract and modern.

***Technology is the answer,
but what is the question?***

new spatiality

networked city

Augmented space

the Stack

***Integrated
Space***

Geoscape

doubling of space

Geomedia

space of relations



The background of the slide is a detailed architectural floor plan. The top portion of the plan is highlighted in a vibrant blue color, while the bottom portion is highlighted in a bright red color. The plan shows a grid of rooms and corridors, with various rectangular shapes representing different spaces. The text is overlaid on a white rectangular area in the center of the plan.

Integrated Design Approach

“It is only by conceiving the design of both physical and virtual modes of the urban interface at once, either as conflicting or complementary parts of the whole, that we can hope to intervene in their effects with consequences.”