

URBAN MENUS



Master planning,
architecture,
landscape planning

unique method
and 3D tool
for impact-oriented,
co-creative processes
for smart cities

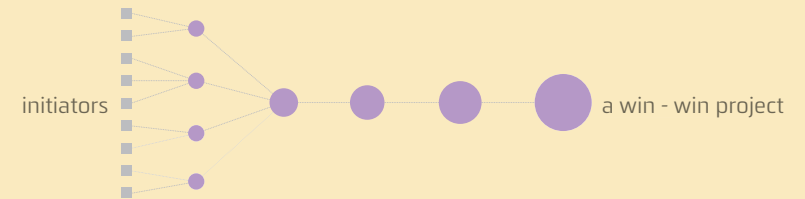
Offer

Advantages/
innovation

- Combination of architecture and impact analysis
- Impact analysis with focus on "quality of life"
with more than 100 detailed parameters in 5 topics: happiness, safety, innovation, profitability, circularity; SDGs
- Early phase application possible – save costs!
- 100% digital (if desired)

How does it work

Urban Design Process



Visualise Status Quo and Potentials
Impact analysis of Scenarios
Find best solution through consensus



USPS vs.
conventional alternatives

- Detailed planning tools
not suitable for early phase, no impact analysis
- Scientific assessment tools
not holistic (specific scientific focus e.g. energy),
not connected with architectural/spatial planning
- Virtual reality/3D gaming tools
not usable for real contexts
- Traditional planning practices
with low or very expensive, inefficient
participation, rarely involving impact analysis

FUTURE DREAMS

Traditional Dream



Progressive Dream



Productive Dream



Imperial Dream



Business Dream



Status quo



City models - Urban dreams

MULTIPLE SCENARIOS



Variation 1 : Density



Variation 2 : Urbanity



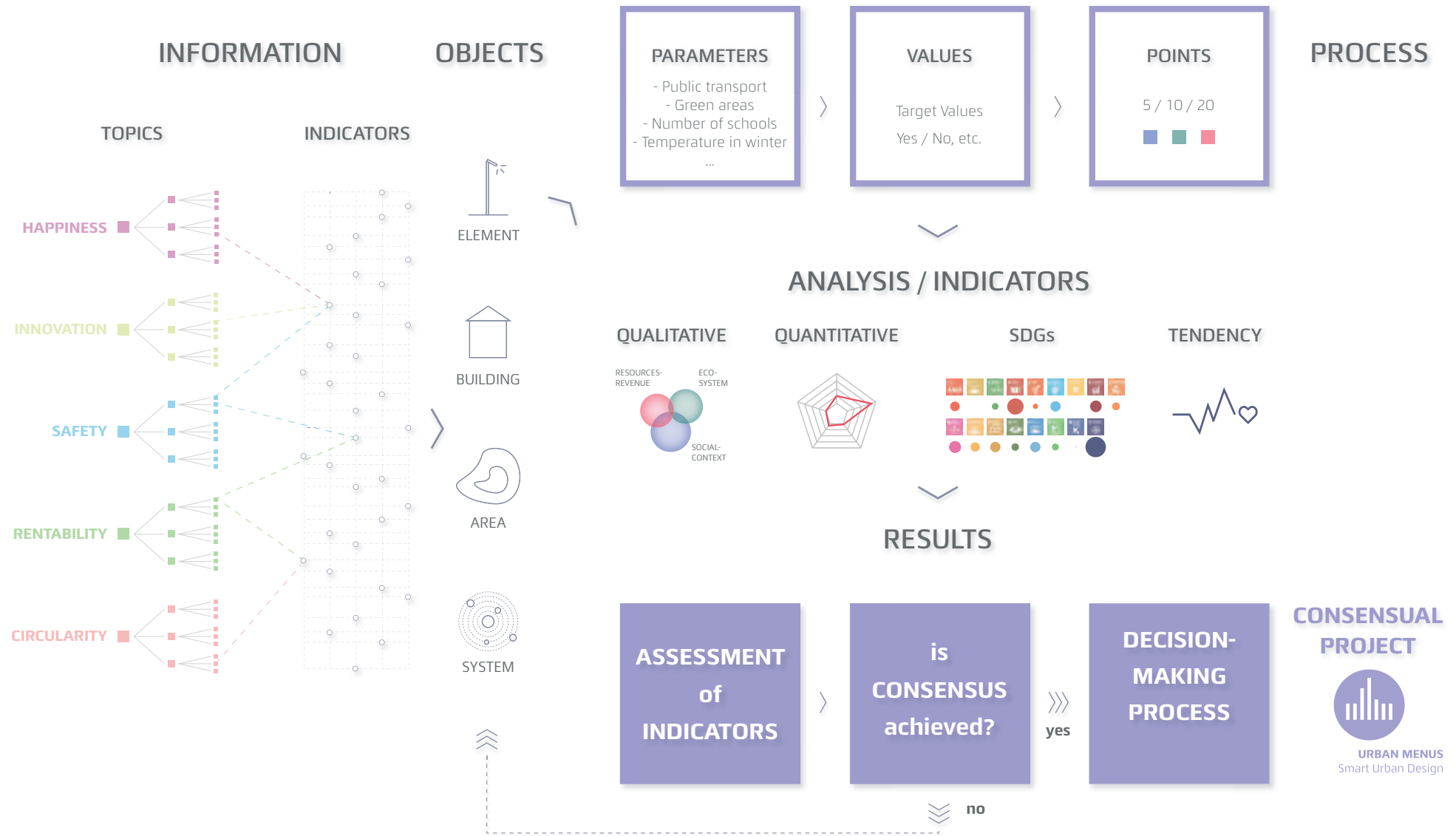
Variation 3 : Ecology

URBAN MENUS TECH- NOLOGY

for impact-oriented urban (sub)vision development

3D-Instrument for the **participative** development of **visions** for public spaces with various stakeholder groups, multiple goals as well as the process design.





DIFFERENT VISIONS OF DEVELOPMENT

Finding consensus between stakeholders



3D Modell of the area and relevant surroundings



Basis for interviews & for the development of various scenarios for the Think Tank and Workshop

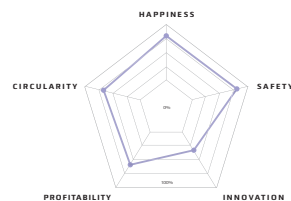
Main interest: Ecology

Main interest: Urbanity

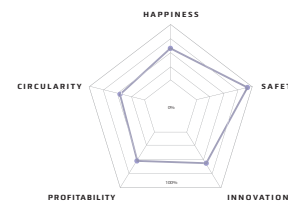
Main interest: Density



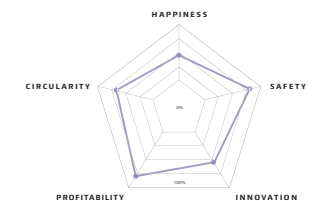
low innovation



low circularity



low happiness



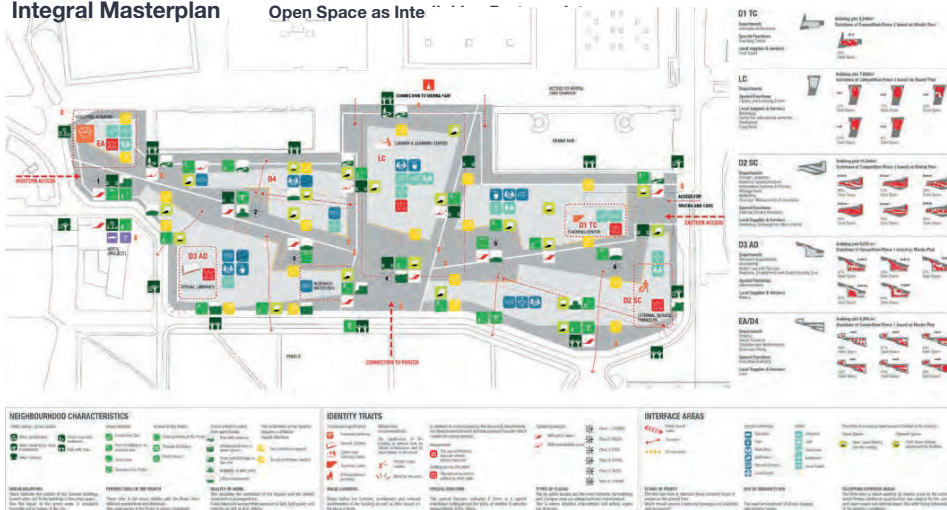
BIG EVO- LUTION

Reference Campus WU VIE, AT



Integral Masterplan

Open Space as Inte



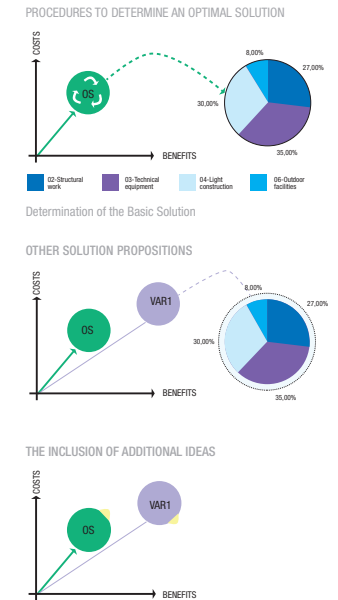
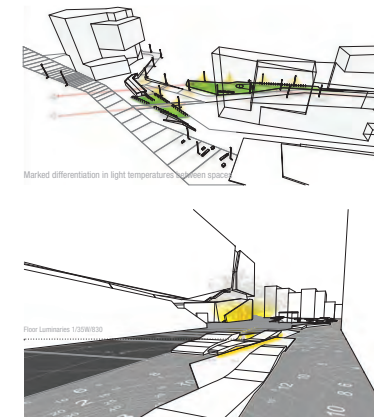
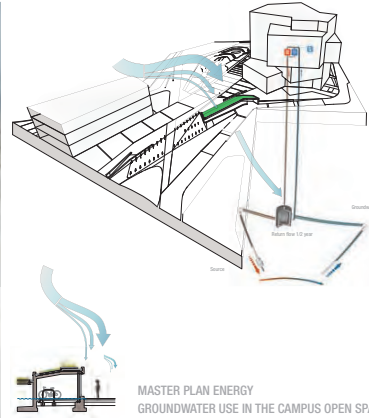
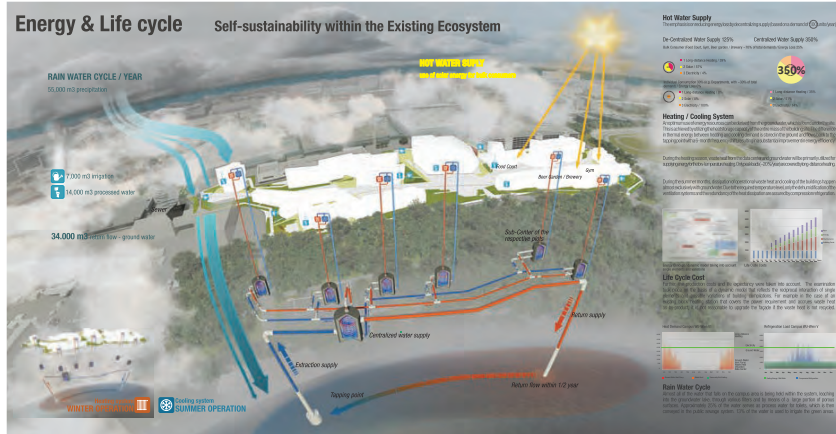
Ecological Urbanism

Intensities & Densities: Encouraging Interaction in Public Spaces

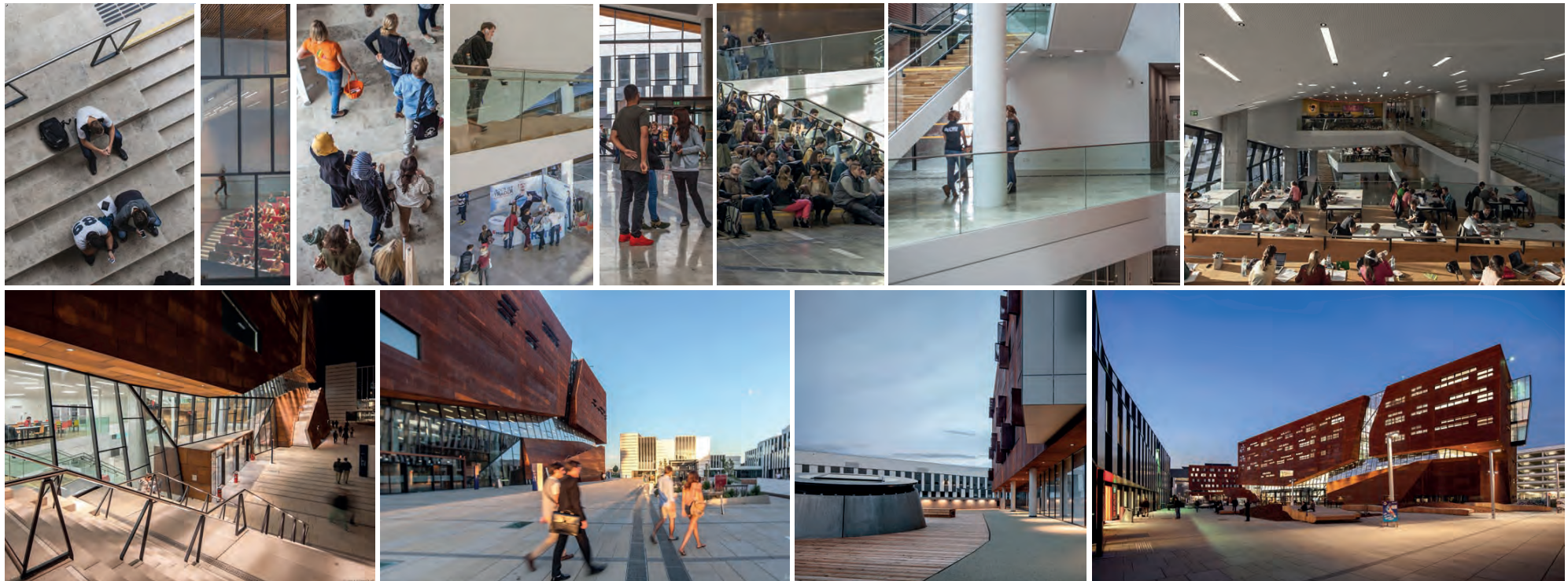


ENERGY & BUILDINGS CAMPUS WU

Ecology means the absolute integration of systems.



This master planning method was implemented into the digital 3D tool **URBAN MENUS**, which allows walking through scenarios and analyzing the **impacts** in terms of **resources & ecology, society & urbanity and economic efficiency**.



Reference Sports & Leisure Mile Krems, AT

Master plan for the revitalization of the sports and leisure mile Krems in order to set impulses for urban development based on the body culture



At the future conference the mission statement or master plan was presented, illustrated with the URBAN MENUS tool and put into a public discourse as part of a panel and audience discussion.



This workshop aims to encourage participants to reflect on and co-create in an everyday open space in Venice by applying participatory consensus techniques and experiencing real-time virtual simulation.



Reference Venice Biennale, IT

Built environment education for young people (Get involved IV BINK Initiative) URBAN MENUS Workshop at the Architecture Biennale, Venice

Reference Street Menus Vienna, AT

Based on typical street profiles of the city of Vienna in Austria, an urban 3D configurator was simulated and developed.

URBAN
SIMU-
LATION



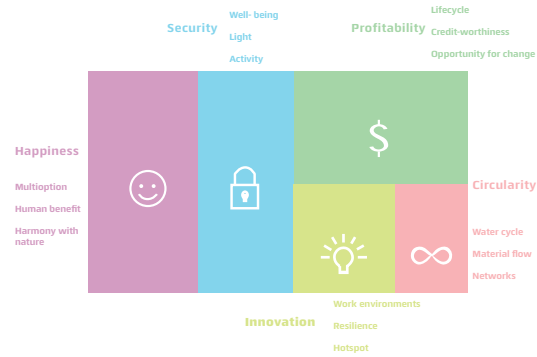
Reference Innovation Mile at ITMO Highpark, RU

An ambitious goal – the creation of the University of the Future. We created an interactive configurator for the Innovation Mile



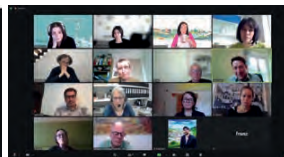
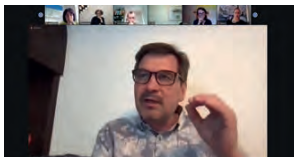
The innovation centre for the development of ITMO near St Petersburg, was an area designed to accommodate SME start-ups. There would be several co-working spaces with recreation zones, an entrance hall & exhibition spaces

RECENT APPLI- CATION



The URBAN MENUS Team integrated the inputs from the virtual Think Tank meeting into several interventions for the resort, which were visualised and analysed live during the workshop using the 3D Tool.

This workshop aims to encourage participants to reflect on and co-create in an everyday New Center of Waidhofen by applying participatory consensus techniques and experiencing real-time virtual simulation.



Reference
New Centre Waidhofen, AT

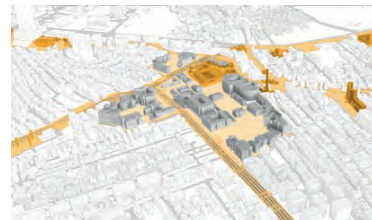


MASS PARTICIPATION

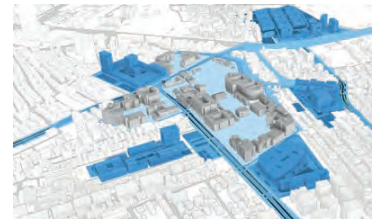
Reference Cummins College Road, Pune, IND



Acropolis



Agora



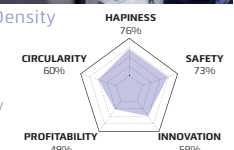
Catalyst



Ecosystem



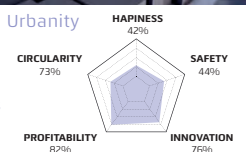
Main interest: Density



Low Profitability



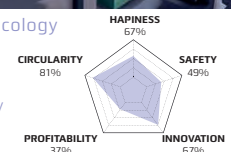
Main interest: Urbanity



Low Hapiness



Main interest: Ecology



Low Profitability

