

MAKING CITIES FIT FOR THE GREEN DEAL

Is it possible to create the market for a collective vision?

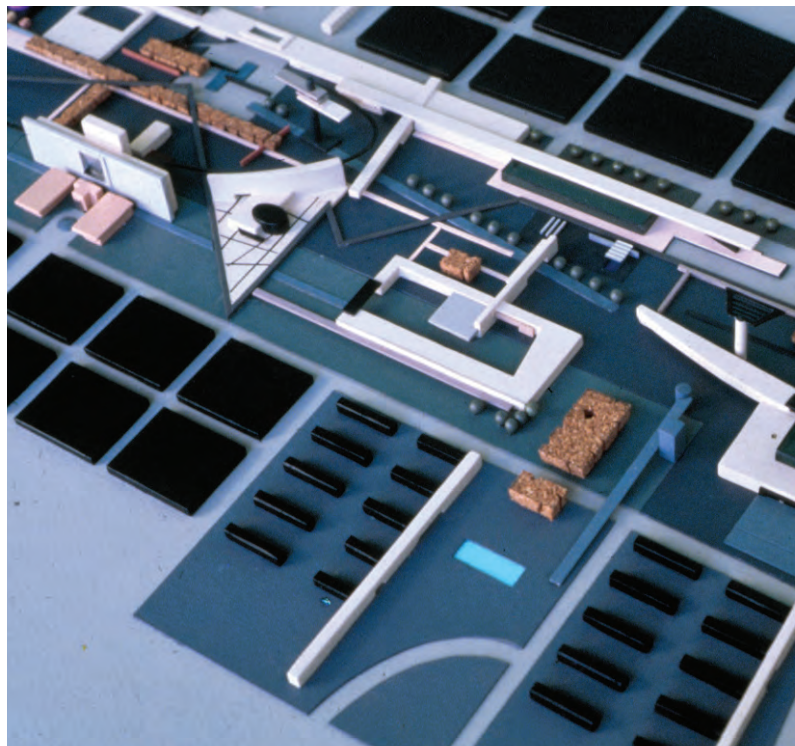
Rethink hierarchies
with the believe in
corporate social responsibility



Architects are pathfinders of reality

BOA

Location Marketing /
Urban Communication Strategies and Interactions /
Visualization / Realistic Utopias



Outstanding Artist Award



Go International India



Creative Industries XL Innovation

Architects are storytellers, who report of a better future

Rethink hierarchies
with the believe in
corporate social responsibility



I don't want to be successful as the system defines it. I want to feel alive and I like to speak with journalists, students or people from all over the planet because we need a critical mass of free thinkers who believe we can change the world. That we can do something to be happier, to bring back hope. I think change will come from the bottom up, but we need to build a lot examples. I am talking about Holistic Villages where people can live with values, the environment, the sun. We have to do it because most of today's politicians, teachers, and authors live in a comfort zone.

from Architecture under the skin - WPS Prague

Laura Patricia Spinadel (7 July 1958 in Buenos Aires, Argentina) is an Austrian Argentine architect, urban planner, writer, educator and principal of the firm BUSarchitektur and of the company BOA office for advanced randomness in Vienna. Laura P. Spinadel has made an international name based on her Compact City and Campus WU works, both considered pioneers of the holistic architecture ideology. She is Doctor Honoris Causa at the Civic Parliament of the Humanity, Transacademy Universal Institute of Nations

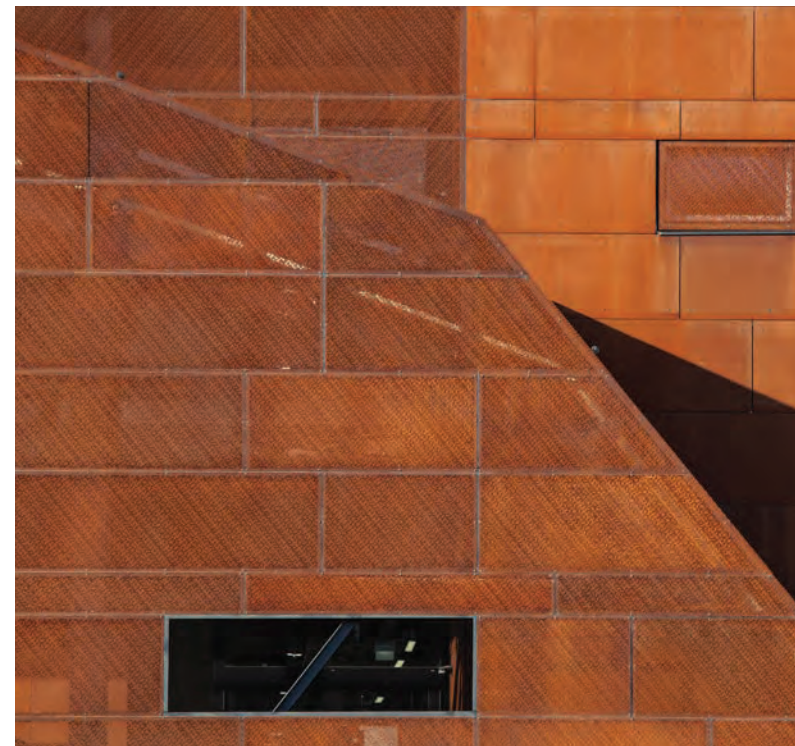
Architects are Argonauts in fantasy worlds

BUS

Architecture / Urbanism / Project Development /
Integral Design and Building /
Master Planning / Executive Planning / Landscape



Otto Wagner Urban Design Award



Ernst A. Plischke Award



CICA Award Urban Design

Is architecture shaping society?

WE

Rethinking society
in a city where children
don't play in the street



City Lofts



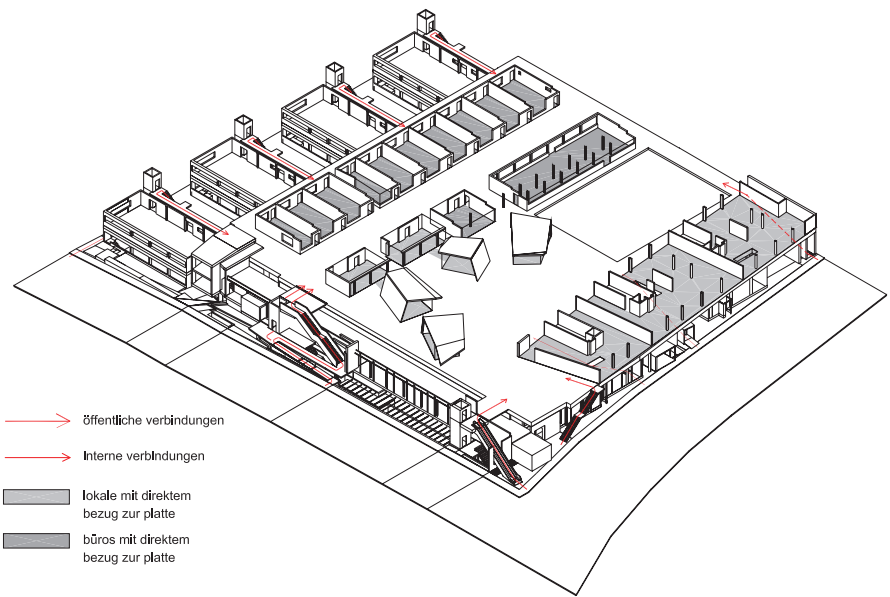
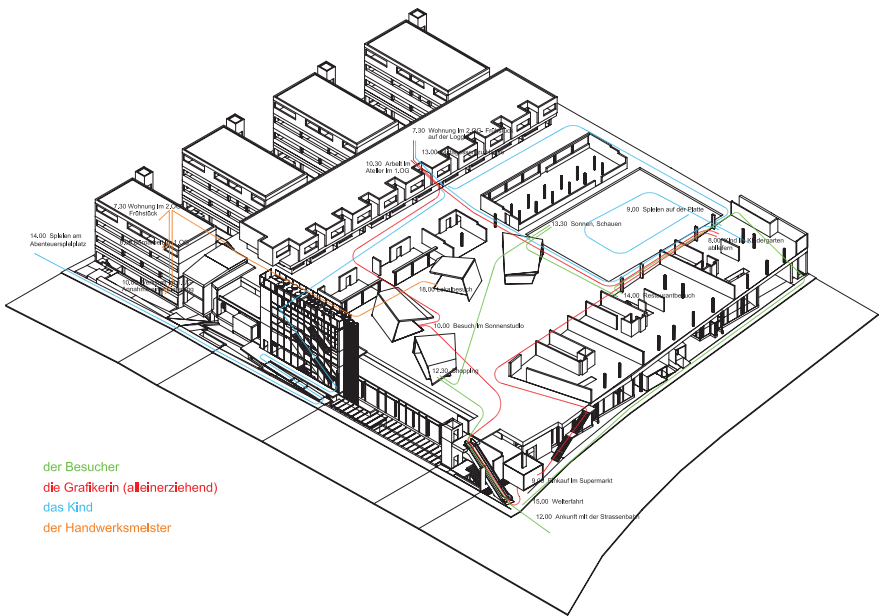
Townhousing

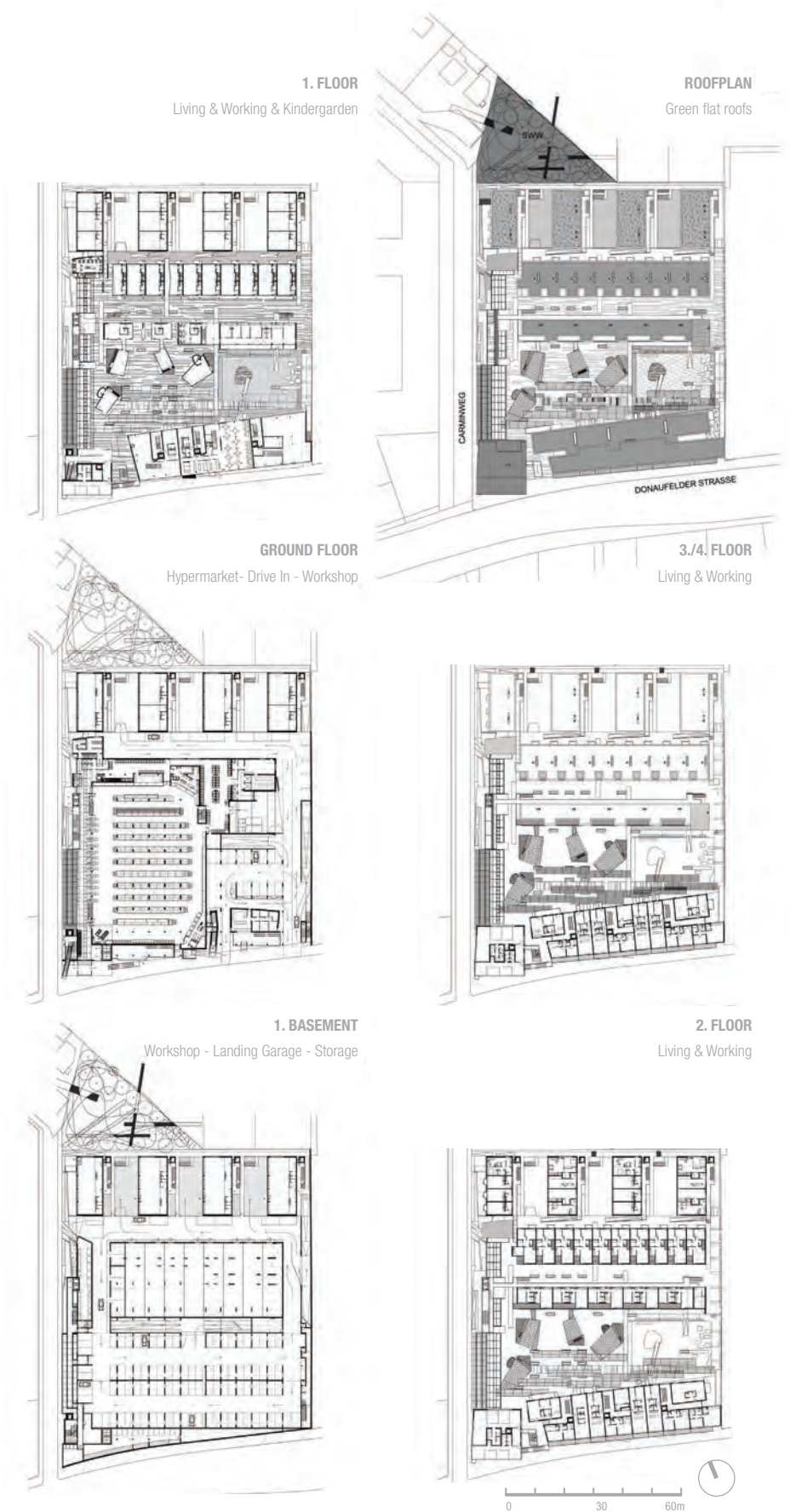


City Housing

Compact City, Vienna

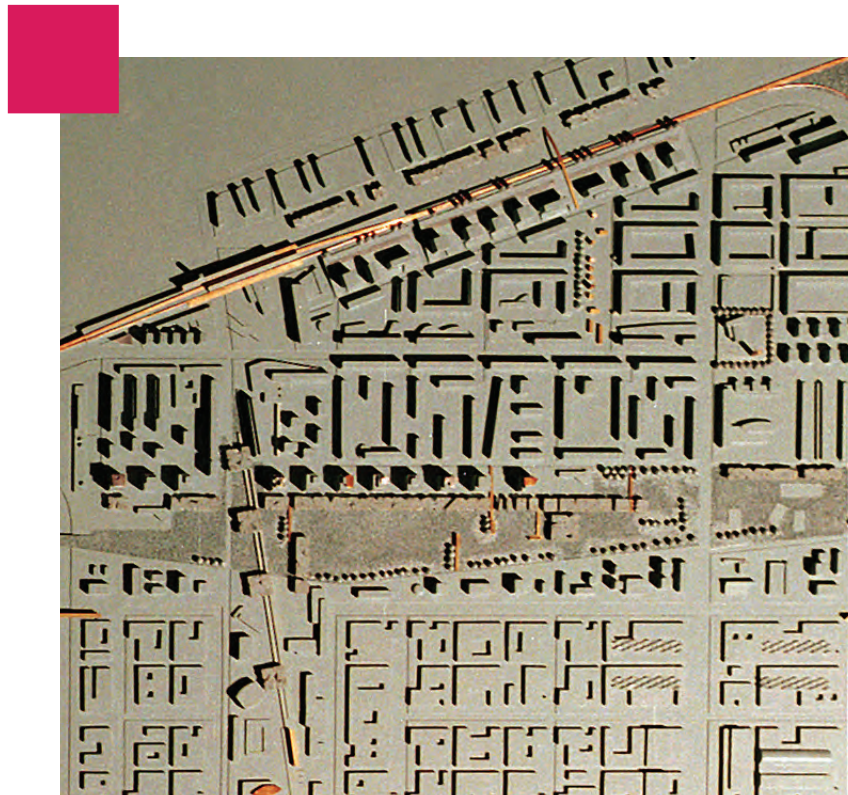
<https://en.wikiarquitectura.com/building/compact-city/>





Are Holistic Village an alternative way of life?

THEY Rethink the Local
in the Globalization
Framework



City Development



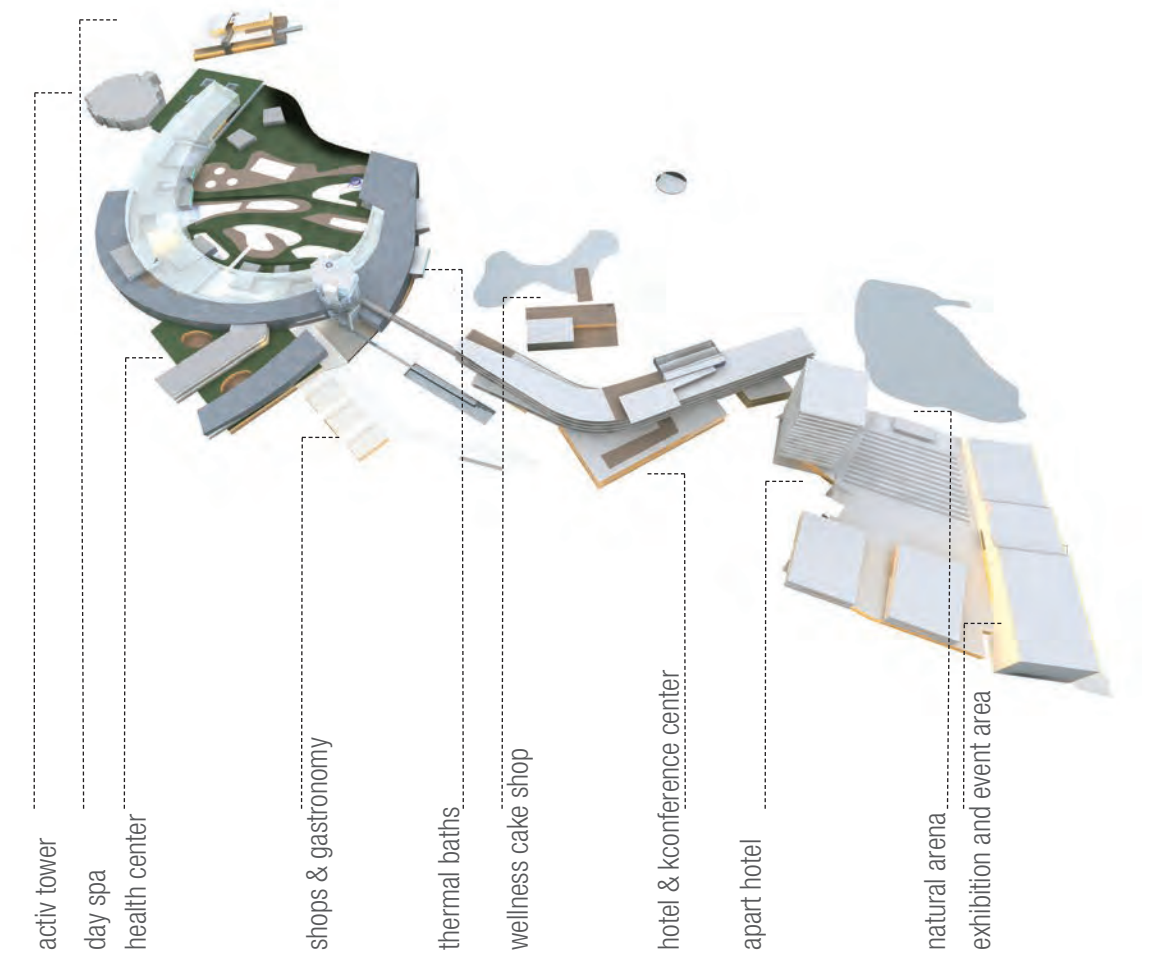
Social Housing



Health

Thermal Baths Oberlaa, Vienna

Video: <https://bit.ly/2BI6GF2>



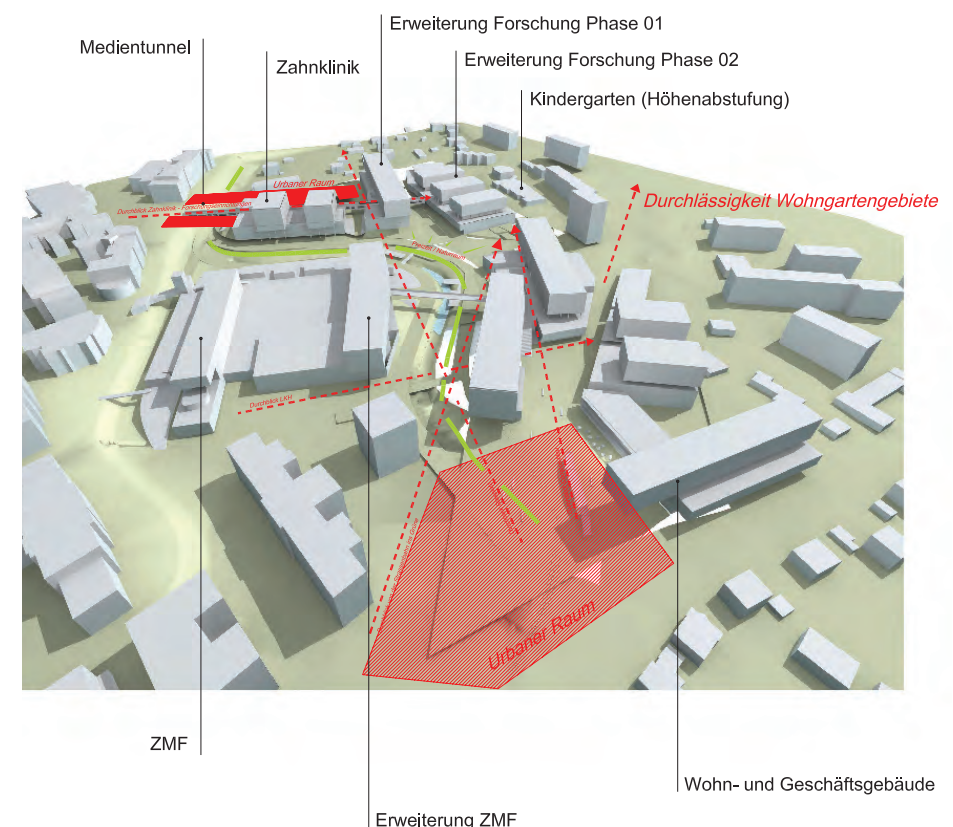
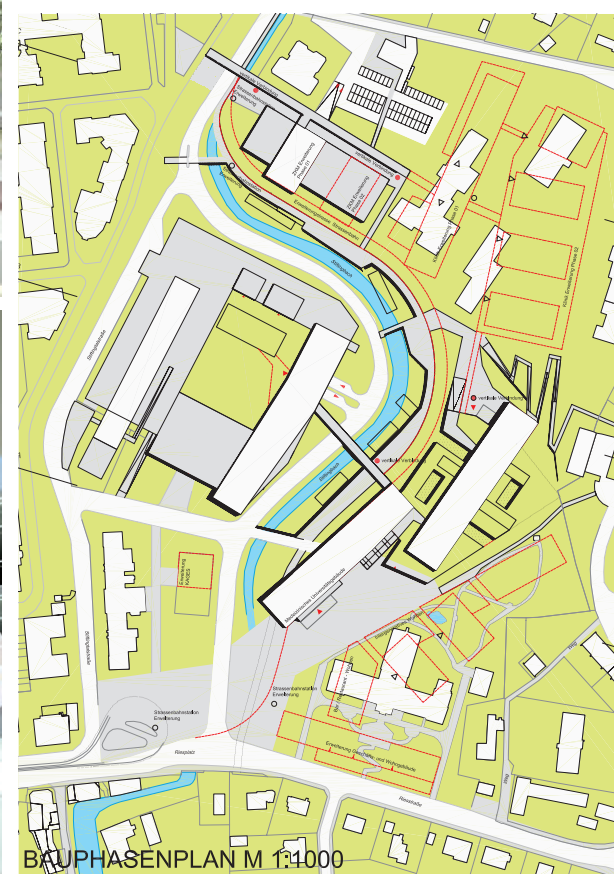
panorama from the hotel to the thermal complex

panorama from the thermal complex to the hotel



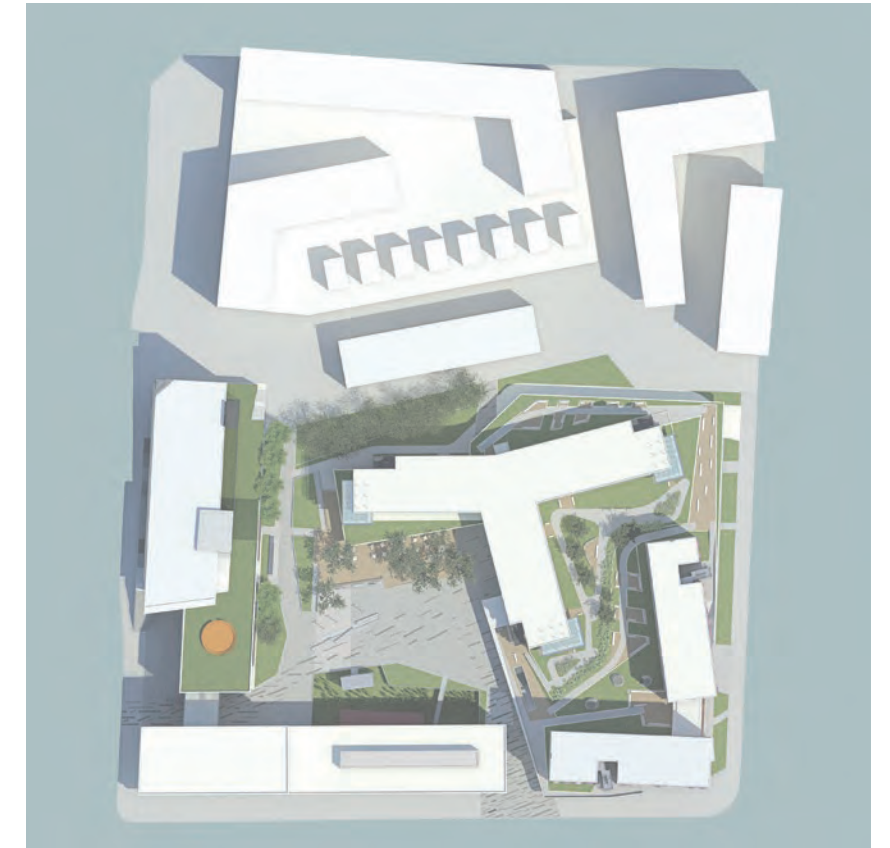
Medical University Campus MUG, Graz

Information: <https://bit.ly/2Pkp6sa>



Town Center STAR 22, Vienna

Video: <https://bit.ly/2MwDEql>



Can spaces awaken vocations?

Rethinking the notion of individual perception and group experience



Kindergarden



School

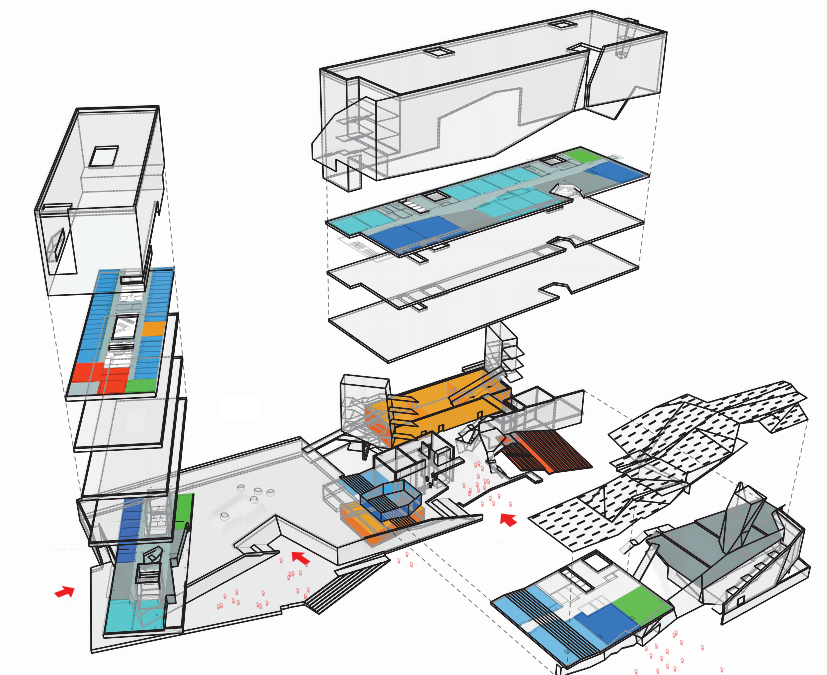
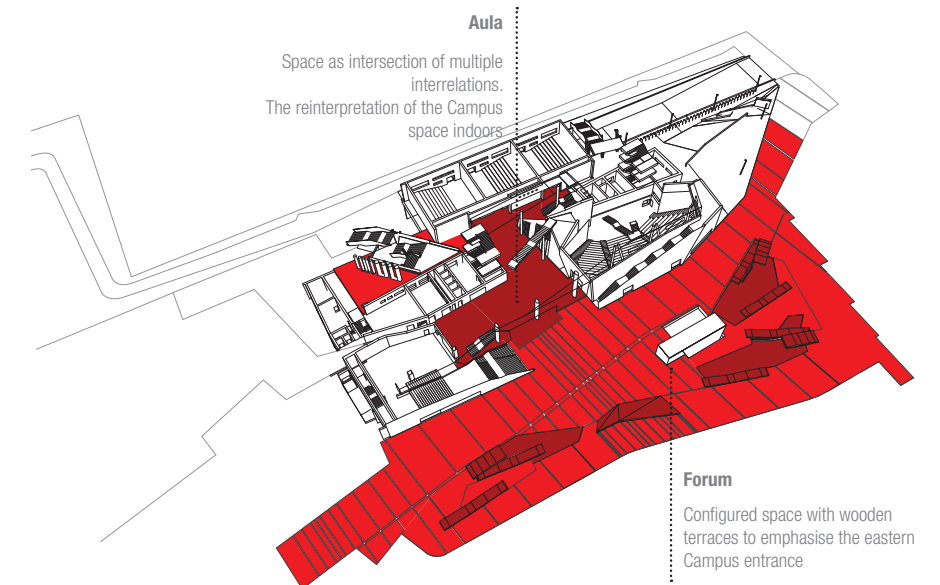
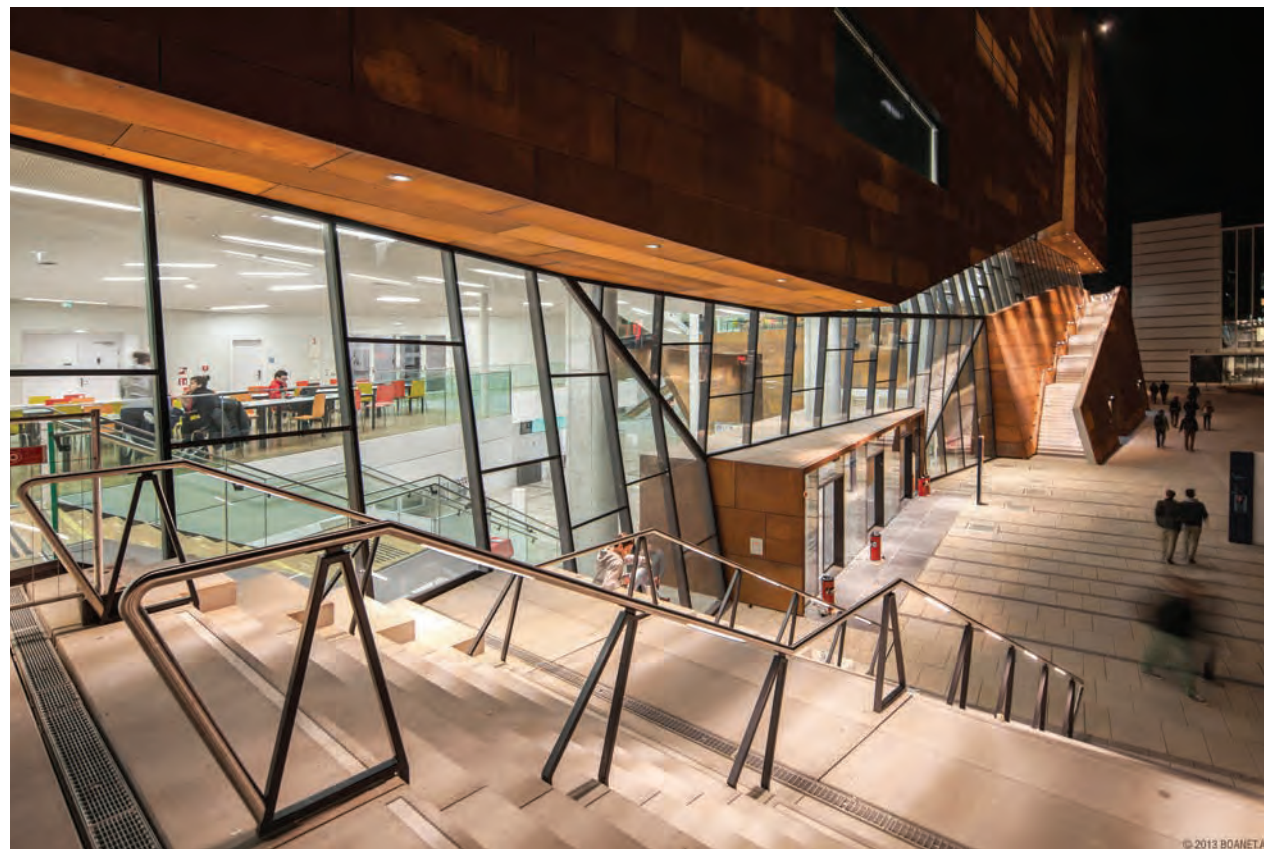


University

Economic and Business University WU, Vienna

Video: <https://bit.ly/2BrmLci>

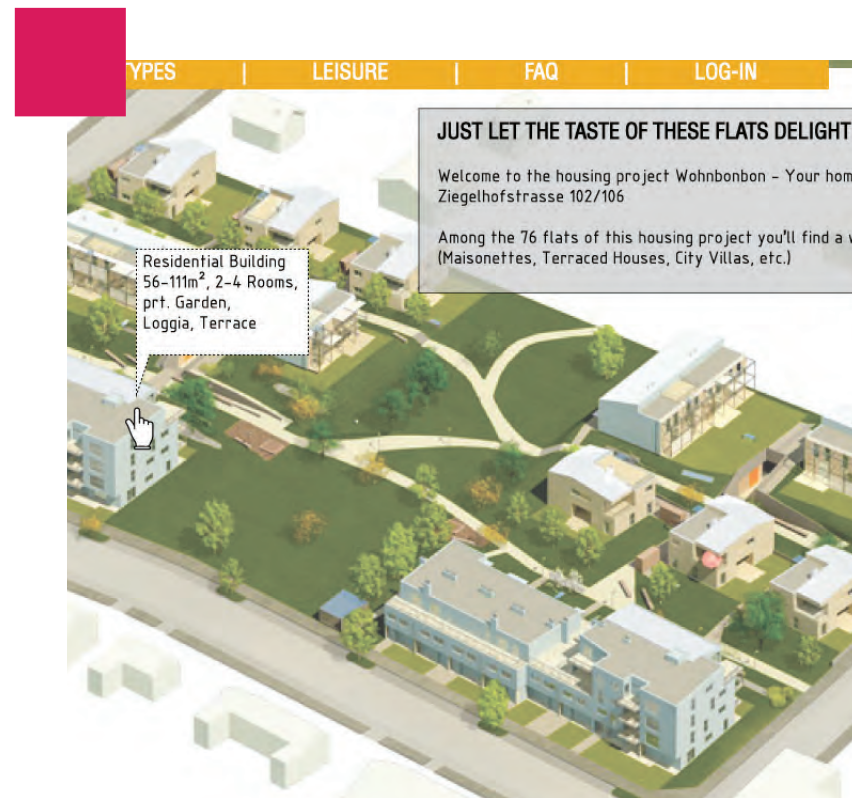




How to use Urban Menus to work in a more inclusive way?

Rethinking decision making processes including different stakeholders in a multioptional process

IT



Add On Packs



Optional features



Configurator

FUTURE DREAMS

Traditional Dream



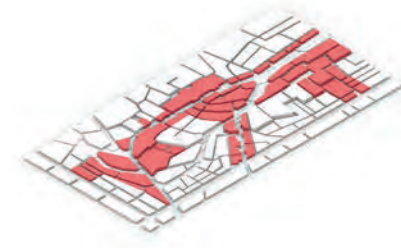
Progressive Dream



Productive Dream



Imperial Dream



Business Dream



Status quo



MULTIPLE SCENARIOS



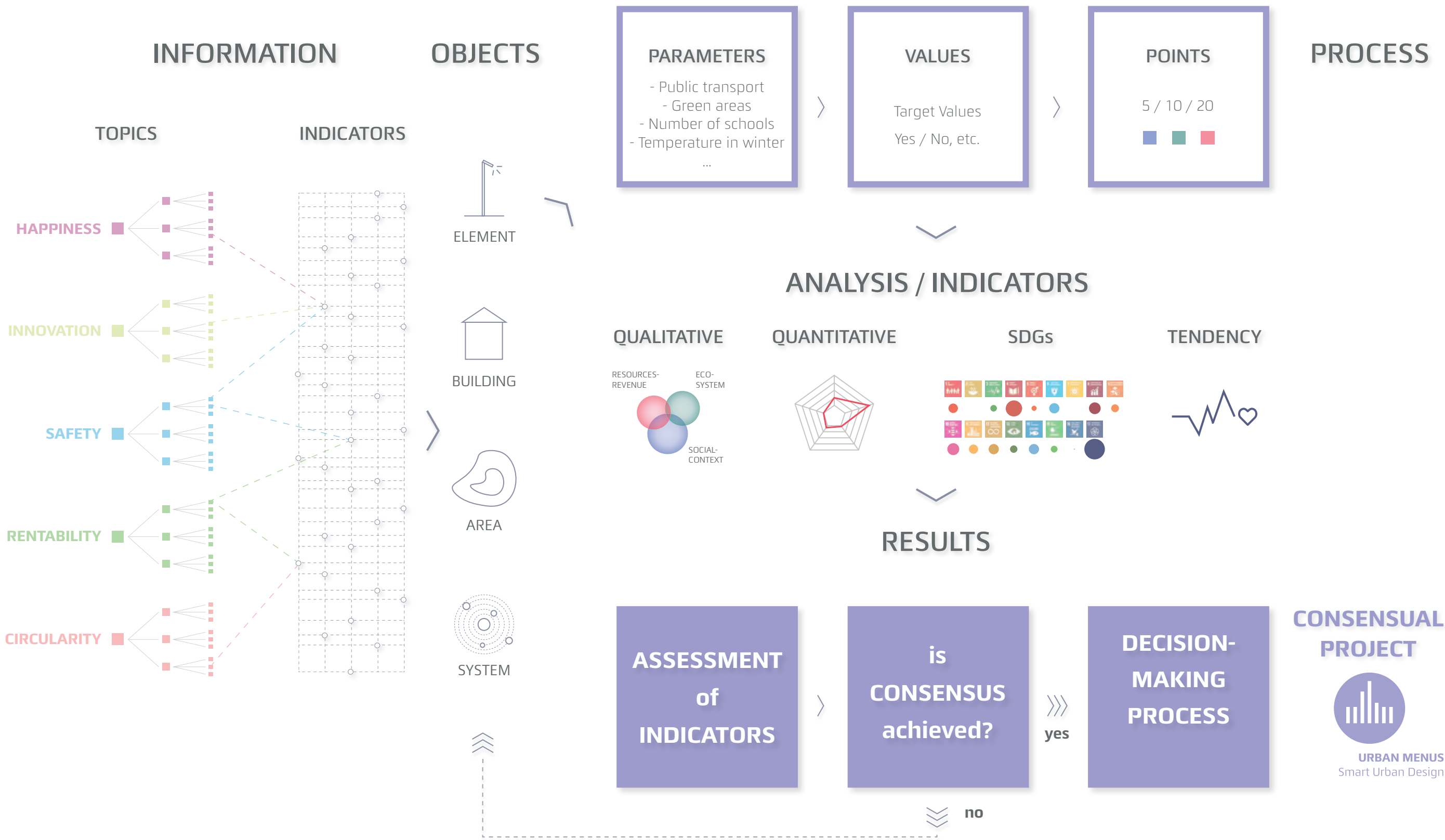
City models - Urban dreams

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

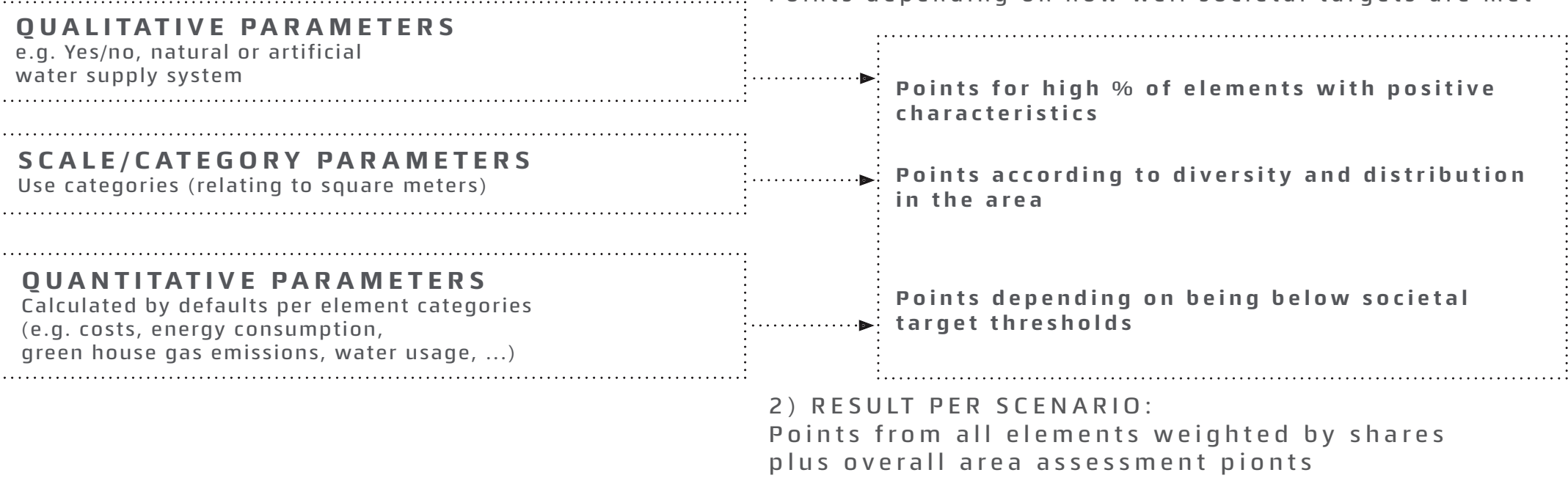


URBAN
MENUS
TECH-
NOLOGY

for impact-oriented urban (sub)vision development



ALGORITHM SHOWS :
How happy? How secure? How innovative? How profitable? How circular and sustainable?



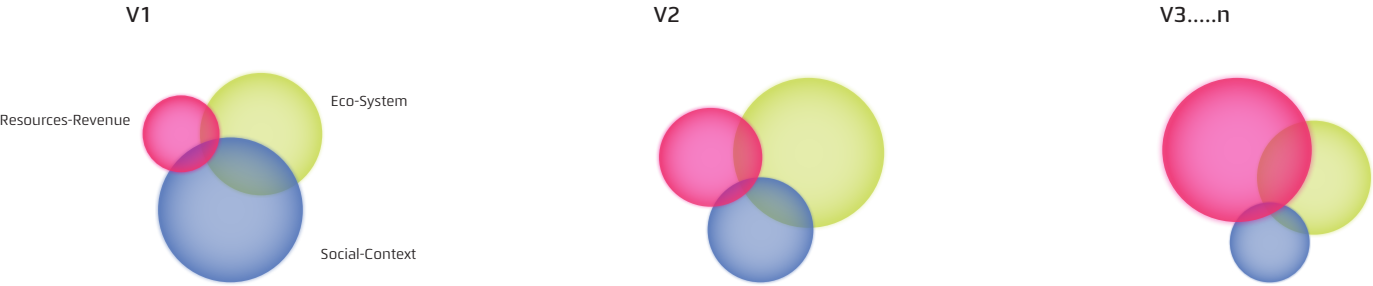
IMPACT
ANA-
LYSIS

including
Sustainable
Development
Goals (SDGs)

quantitative analysis



qualitative analysis



SDG analysis



COMPREHENSIVE HOLISTIC INCLUSIVE ASSESSMENT



URBAN MENUS in action

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

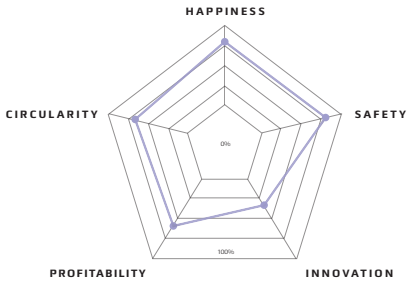
Main interest: Ecology

Main interest: Urbanity

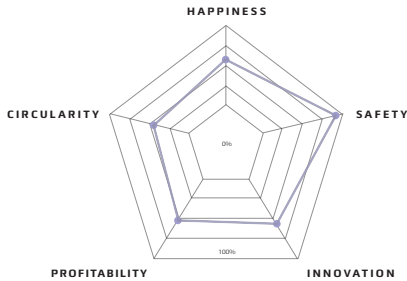
Main interest: Density



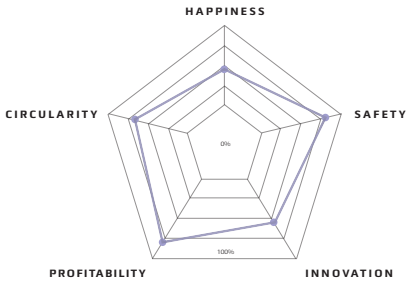
low innovation



low circularity



low happiness



BIG EVO- LUTION

Reference Campus WU VIE, AT



Integral Masterplan

Open Space as Interlinking Pro



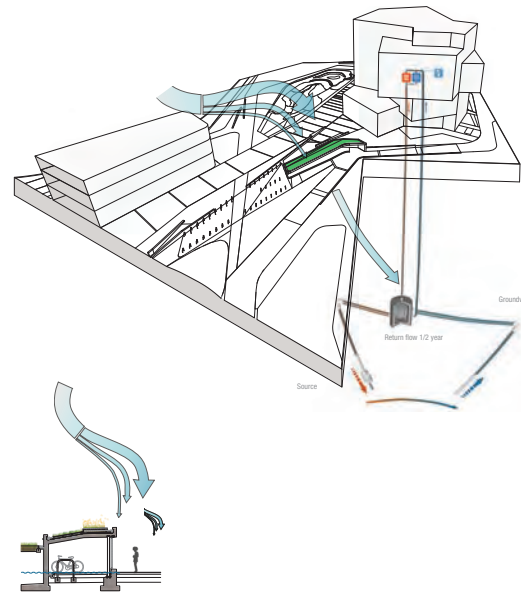
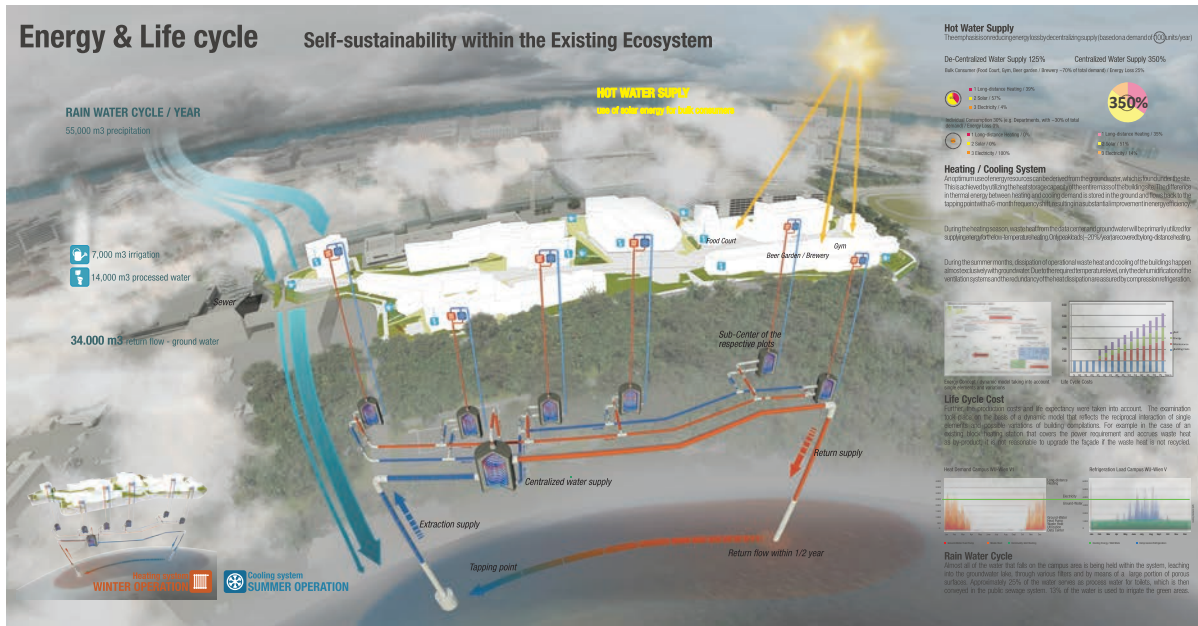
Ecological Urbanism

Intensities & Densities: Encouraging Interaction in Public Spaces

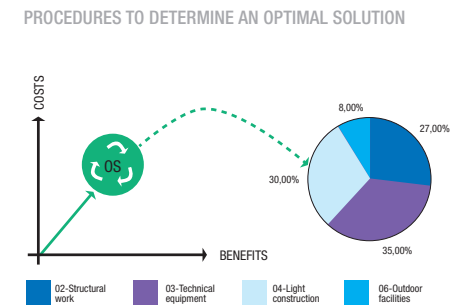
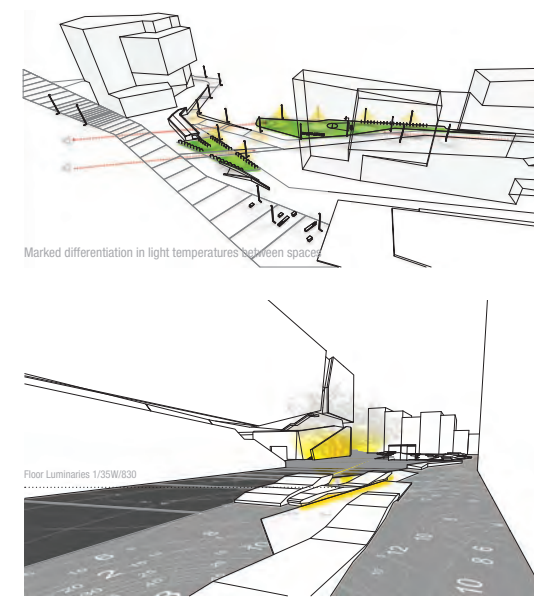


ENERGY & BUILDINGS CAMPUS WU

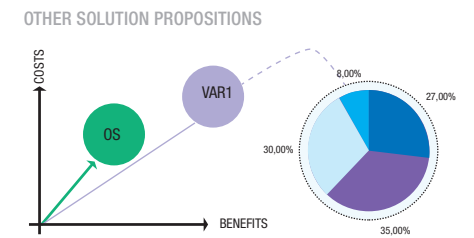
Ecology means the absolute integration of systems.



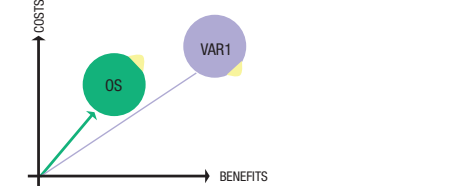
MASTER PLAN ENERGY GROUNDWATER USE IN THE CAMPUS OPEN SPACE



Determination of the Basic Solution



THE INCLUSION OF ADDITIONAL IDEAS



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**.



INCLUSION & PARTICIPATION & APPROPRIATION

Interactive urbanism: A university as impulse generator for holistic regional development

Playing from the Inside

REAL EXPERIENCES
Strategic actionism can be worth a thousand words in order to initiate processes for participating and taking ownership of the new Campus WU in Vienna.

HYPERLOCAL MASTER PLAN FOR TRANSFORMING A DIVIDED AREA
Strategies for encouraging participation and taking ownership in Campus WU communication. The challenge: 14 stories for freedom in a 20/7 campus facing Vienna's Prater Park.



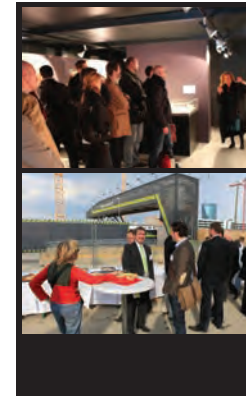
HOW TO MOBILISE THE UNIVERSITY I
Objective: To develop communication tools that enable the academic community to comprehend architecture's cryptic language and evaluate the spatial qualities of existing.

Approach: Configurators

Application: The jury's work in the stage of the urban and architectural international competitions.



HOW TO MOBILISE THE CITY OF VIENNA I
By managing to communicate that the "object of desire" can have as much added value for the immediate area as for the city and the country as a whole, thereby initiating complementary work.



HOW TO MOBILISE THE STUDENTS I
By developing applications for phones and tablets, as well as creating the experience of new roles embodied in a digital Time Machine installation. Visits in 15 days: 2,300 students and professors.

The motor of the Vienna University of Economics and Business next to a student, "travels through time" and "changes his role at Campus WU."



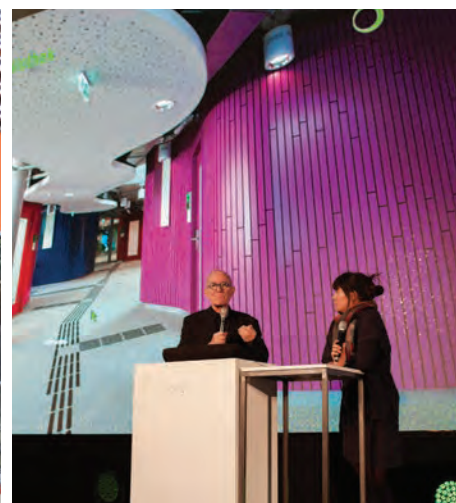
HOW TO MOBILISE THE BACKGROUND/FOOD I
Objective: To create a bridge between virtual reality and the live construction project by using interactive panorama applications for digital tablets.

Approach: Panoramas and animations.

Application: 360° spatial panoramas with instantaneous interactions between the different spatial worlds.



The main long-term **inclusion** objective was to **promote open access** to the area, for Campus-related people as well as passers-by. In order to optimally prepare this and to **integrate all possible perspectives** into the master plan, inclusion principles during **planning and construction** phase were utmost comprehensive, not only touching upon the main 200 contributors and stakeholders, but **including every single person involved**,



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.



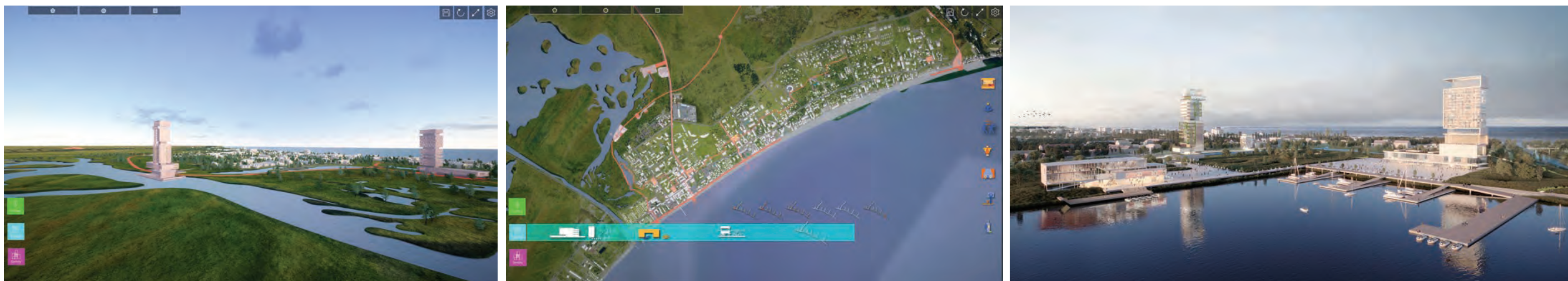
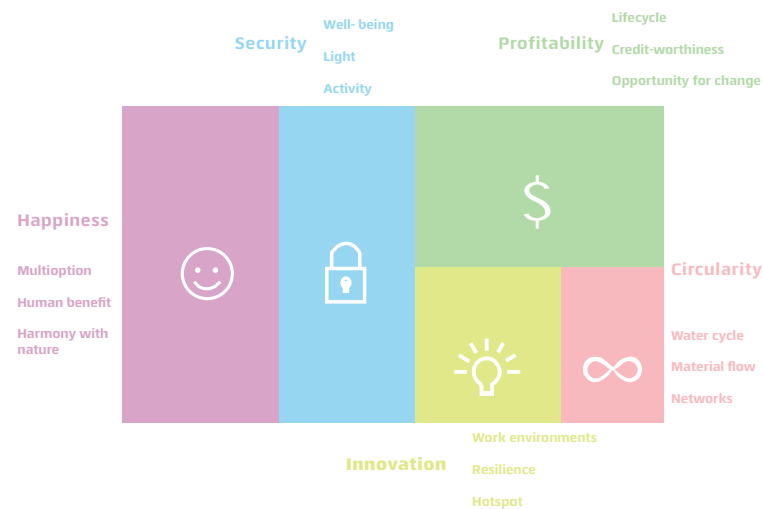
This workshop aims to encourage participants to reflect on and co-create in an everyday open space in Venice by applying participatory consensus techniques and experiencing real-time virtual simulation.



Reference Venice Biennale, IT

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

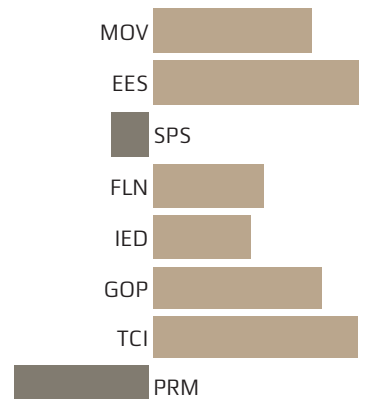
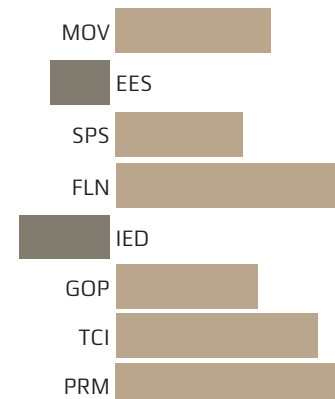
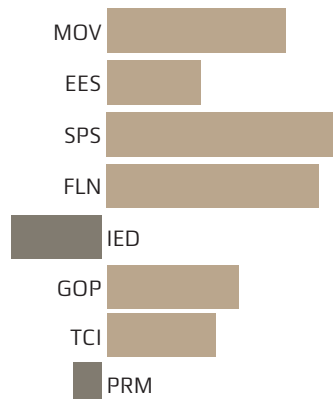
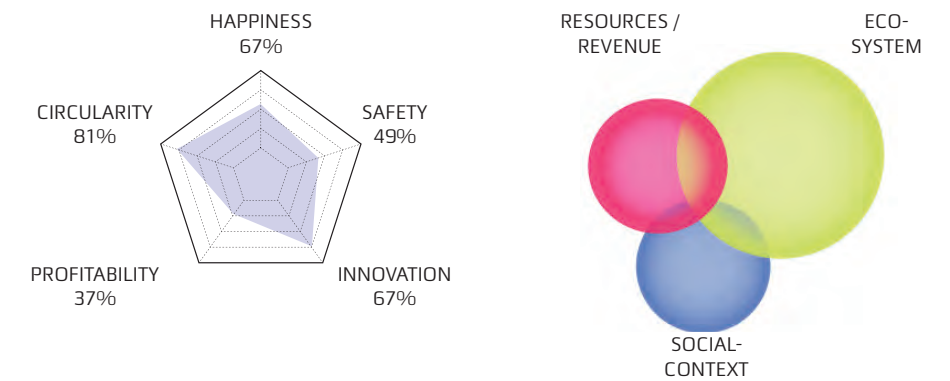
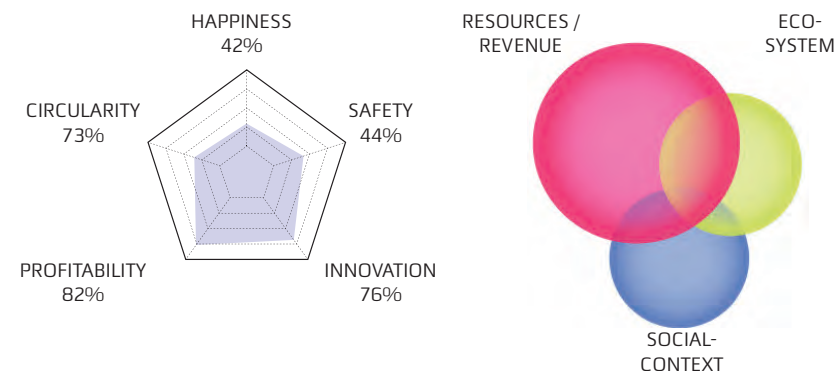
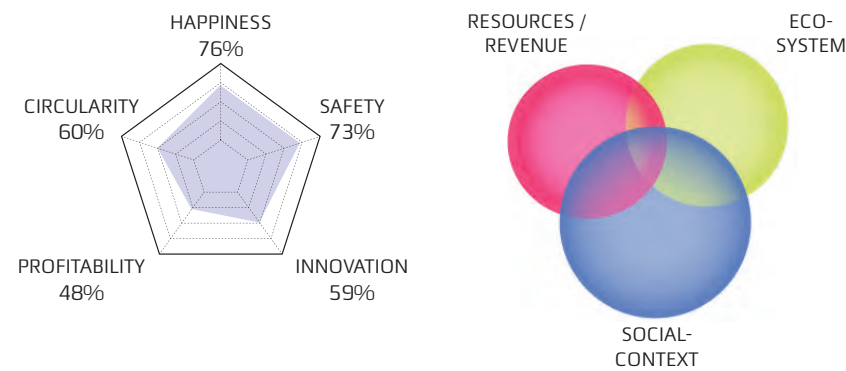
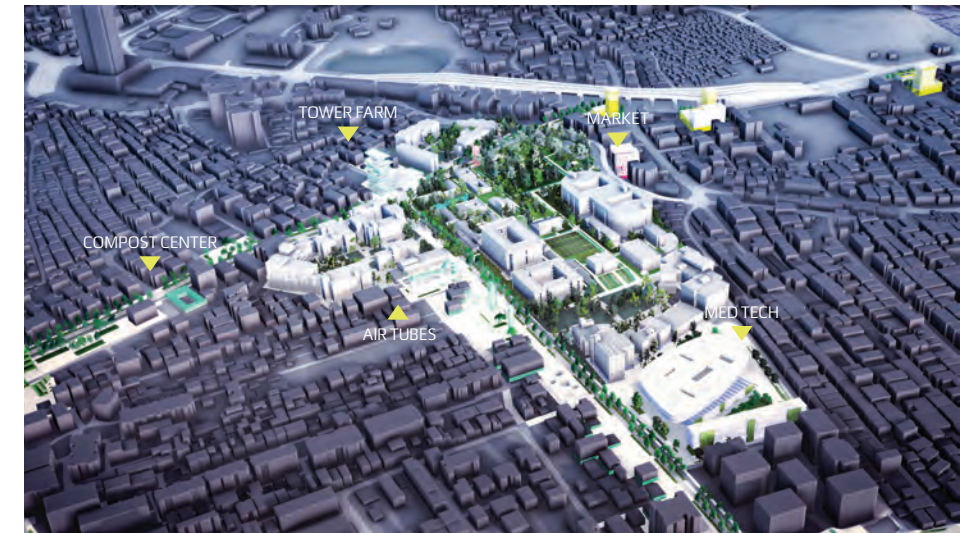
RECENT APPLI- CATION



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.

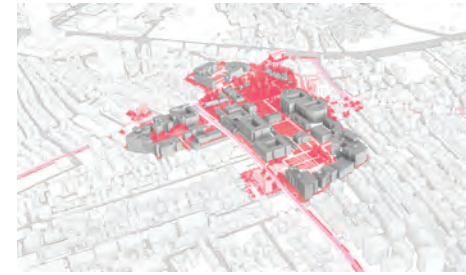
This workshop aims to encourage participants to reflect on and co-create in an everyday New Center of Waidhofen by applying participatory consensus techniques and experiencing real-time virtual simulation.





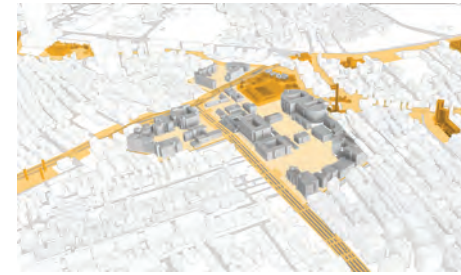
Reference
New Campus District , IND

CAMPUS AS DRIVER



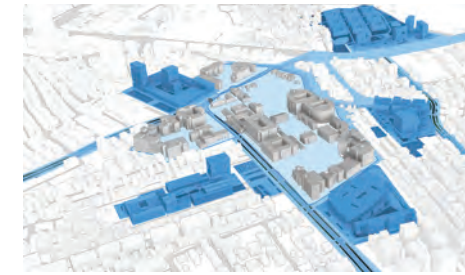
Acropolis

Learning and socializing is in connection with nature as a strong signpost are materialized by a resource-wise autonomous university.



Agora

The neighborhood and peer exchange are encouraged by a cultural center. Education reaches out with a strong focus on culture, creation, and community.



Catalyst

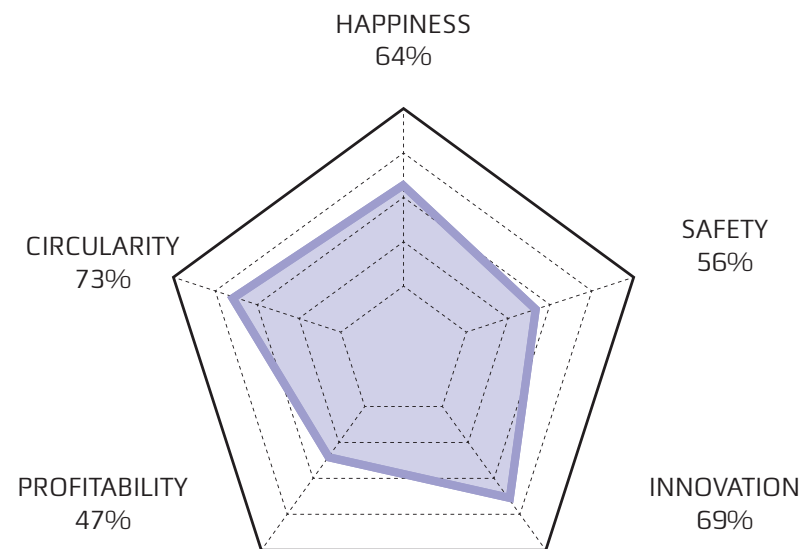
The campus becomes an innovation hub where startups in densification pockets make the most out of the synergies of production and research.



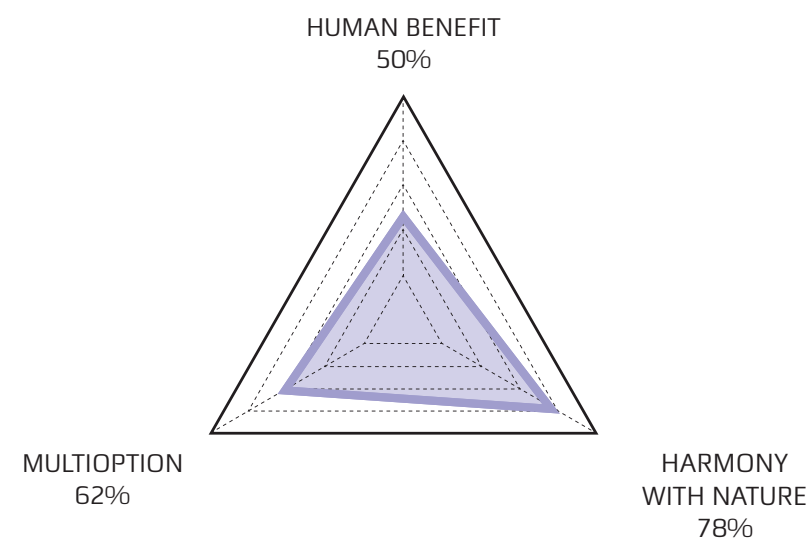
Ecosystem

Education is emerging on a central boulevard, rethinking processes in terms of circularity, and promoting engagement on various stations along the central axis.

HOLISTIC QUANTITATIVE ANALYSIS



HAPPINESS ZOOM-IN



URBAN MENUS



Master planning,
architecture,
landscape planning

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

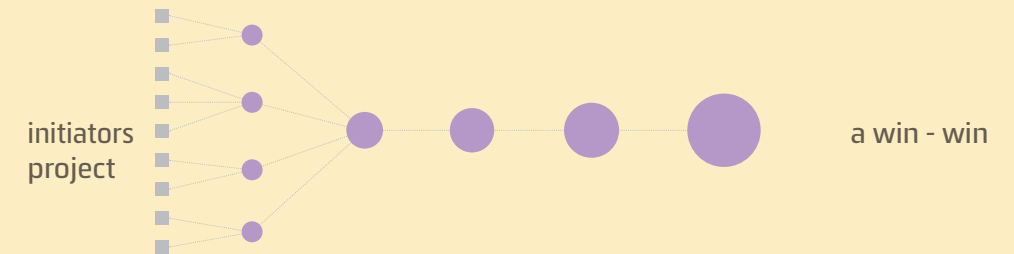


Future smart development

- **Partners:**
 - Research from urban design, impact assessment, policy making
 - Development business stakeholders
 - Public sector and pilot regions
- **Objectives:**
 - Standardization of participative development processes
 - Impact assessment components
 - Validate in different project settings: districts, cities, development zones of various "types" & challenges

How does it work

Development Process Steps



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

Making cities fit for Green Deal Development with URBAN MENUS

Rethink systems
with the belief in urban miracles
for a better future



Laura P. Spinadel, head of the competence center of URBAN MENUS, for years has approached the topic of area development in a holistic way:

With the 3D web tool URBAN MENUS area development can consider simultaneously all impact dimensions – economy, ecology, social – easily and already at early stage, supporting offline and online processes. At the same time, it allows to involve the stakeholders that a project might need: Everybody can participate in offline and online sessions, where different approaches (e.g. use of different technologies) AND their effects are discussed, supporting the identification of a joint vision which is best for the area, the planet – and aligned with the new Green Deal rules, that only allow “good” activities and investments.

As a basis for individual projects, like in the city of Waidhofen (AT) or Koblevo (Ukraine), which have both conducted URBAN MENUS processes, Laura P. Spinadel also has set up a Smart City Platform (<https://smartcity.earth>) where technologies, products and services, are characterized in terms of their “Green Deal Contribution” along the parameters Happiness, Safety, Profitability, Innovation and Circularity.