



Stefano Maffei  
Venanzio Arquilla

# MOBILITY

Laboratorio di Design Concept

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Maria Dukhvalova  
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MOBILITY

# PRINCIPIO DI DIVISIONE

MASS TRANSIT



MOTORIZED



NOT-MOTORIZED



PEDESTRIAN



INDIVIDUAL

COLLECTIVE

PERSONAL TRAVEL  
ASSISTANT

THE GREEN  
WHEEL

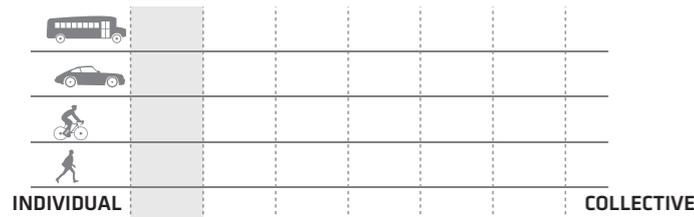
MOBILITY-ON-DEMAND  
SMART CITIES

CUD:  
CONNECTED  
BUS

THE OPEN  
PLANNING  
PROJECT

TRANSBAY  
TRANSIT  
CENTER

# PERSONAL TRAVEL ASSISTANT\_CONNECTED URBAN DEVELOPMENT

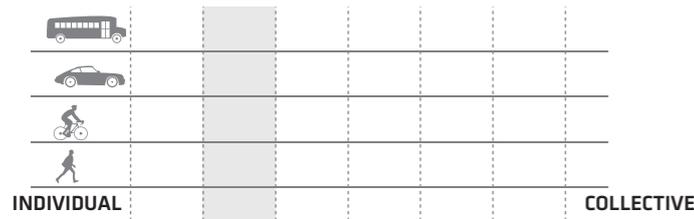


TAG:  
 mobility innovation project  
 pilot\_project soul individual  
 inspiration mesh\_network  
 node article wireless  
 sustainability  
 geolocalization  
 technology community\  
 laboratory mit ecotown  
 service gps l  
 ocal-base-managment sustainabil-  
 ity cisco cdu



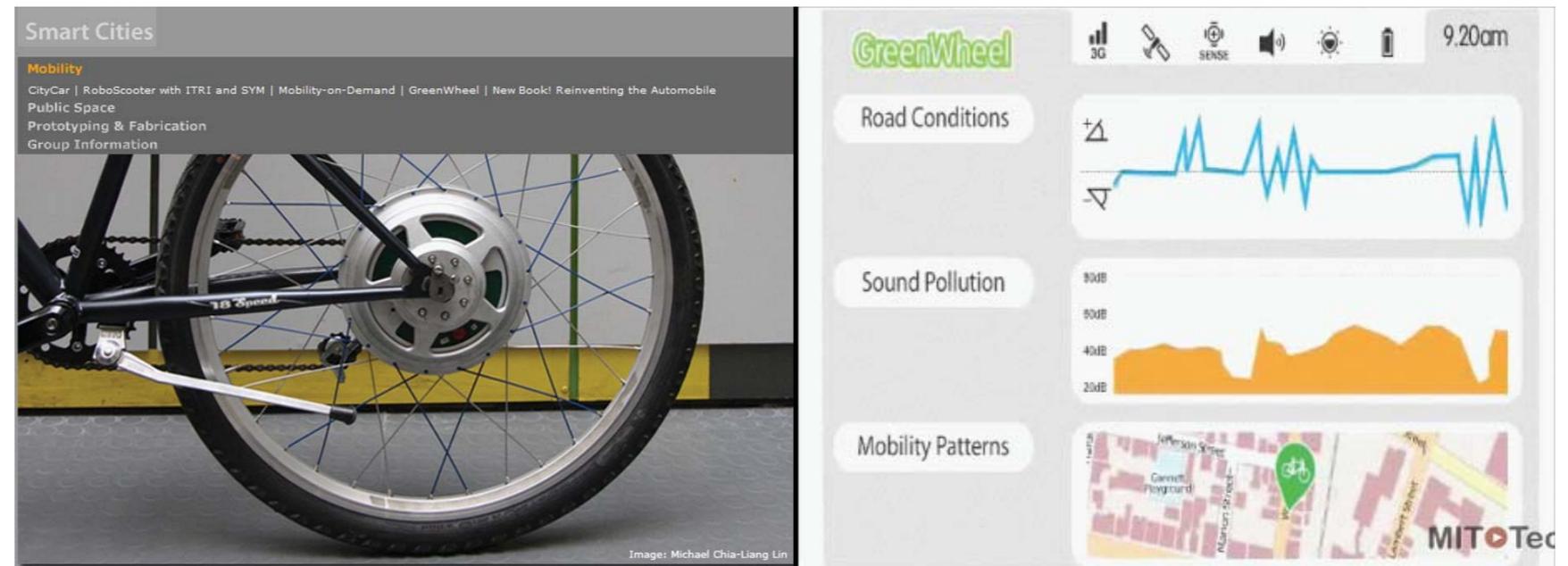
Personal Travel Assistant (PTA)  
 accesso diretto all'informazione sul spostamento  
 "assistente virtuale"  
 meshnetwork  
 geolocalizzazione (GPRS, RFID)  
 ottimizzare il percorso  
 diminuzione del tempo impiegato e personal carbon footprint

# THE GREEN WHEEL



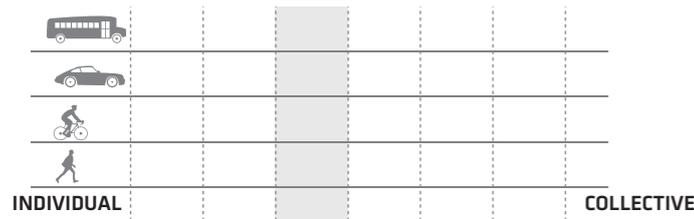
## TAG

mobility innovation  
project\_pilot individual  
mesh\_network node wireless  
smart\_phone sustainability  
geolocalization technology  
bike\_2.0 research community  
laboratory sustainability  
gps sostenibile opensource  
crowdsourcing datatracking  
regenerative\_electric\_motor  
mit

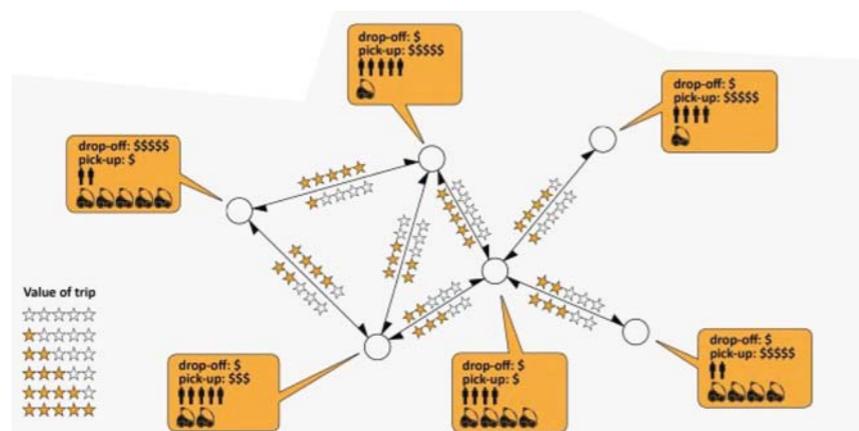
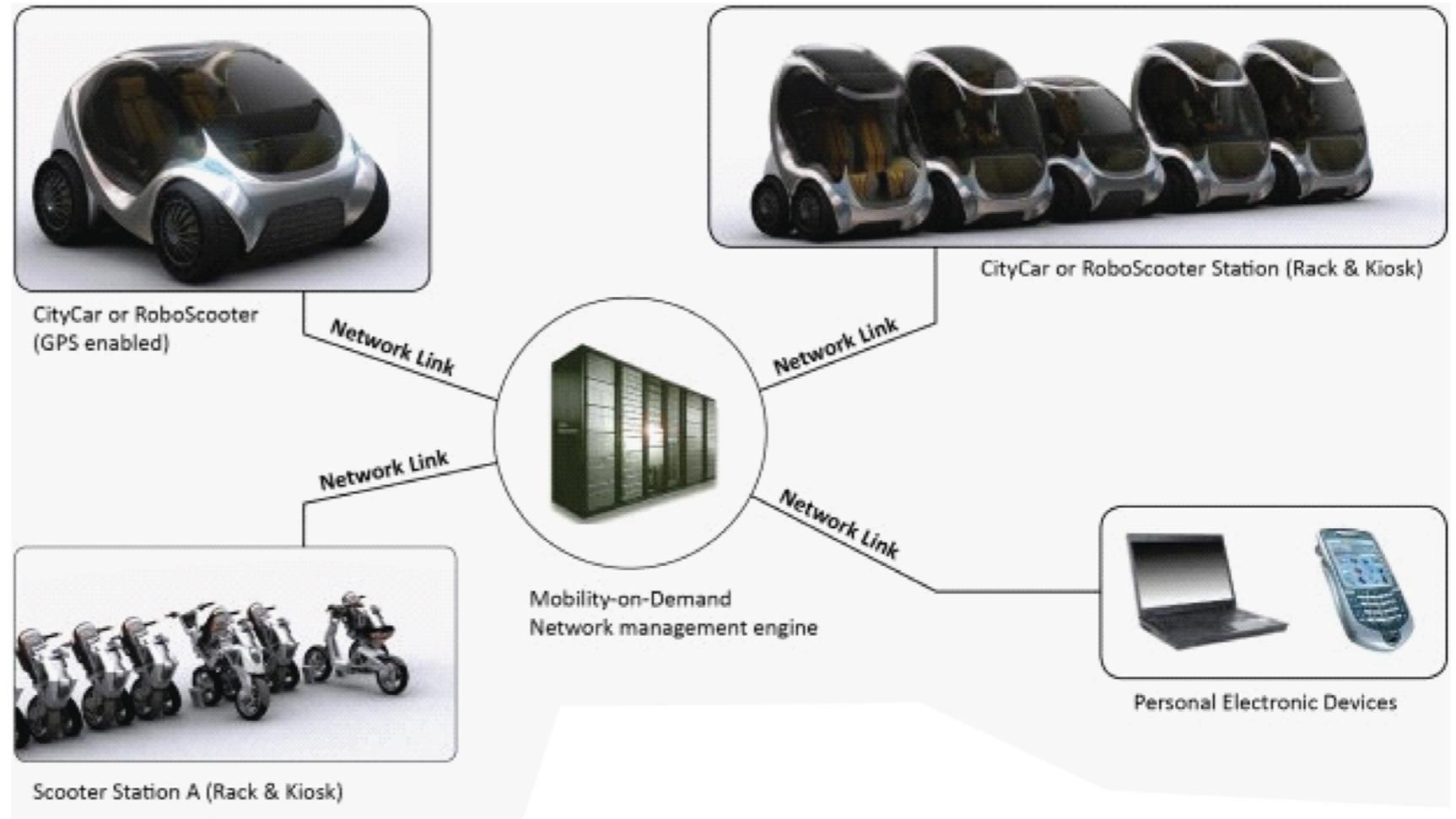


mobilità individuale  
vaolorizza mobilità sostenibile  
electric-assist wheel  
opensource tecnologia  
distributed data sensing  
qualità di vita e healthcare  
ottimizzazione della modalità sharing  
multi-modal transit

# SMART CITIES: SUSTAINABLE URBAN MOBILITY-ON-DEMAND

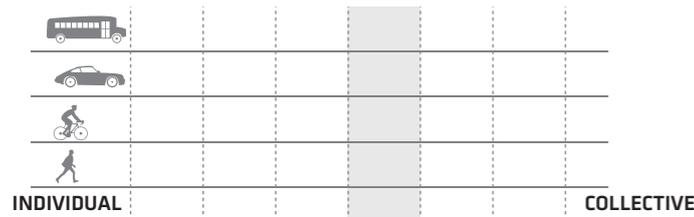


TAG  
 mobility innovation project  
 individual mesh\_network  
 node wireless sustainability  
 geolocalization technology  
 transport mit research  
 laboratory gps mobility-on-  
 demand plug-in\_hybrid\_veicle



mobility-on demand  
 multi-modal transit  
 congestion pricing system  
 citycars ricaricabili, greenwheel bicycles, roboscooters  
 intelligent wireless grid  
 esigenze del utente (quando, dove e come spostarsi)

# CONNECTED URBAN DEVELOPMENT (CUD)

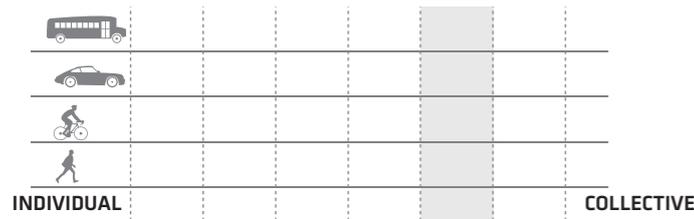


TAG  
 mobility innovation  
 san\_francisco public  
 mesh\_network node wireless  
 sustainability  
 geolocalization technology  
 transport work future  
 research community  
 laboratory pilot\_project  
 ecotown service  
 local-base\_managment cisco mit  
 cdu



informazione e tecnologie di comunicazione (ICT)  
 l'informazione accessibile in tempo reale  
 la posizione del autobus sul percorso  
 possibili collegamenti con altre linee  
 ottimizza le operazioni della gestione del trasporto  
 diminuzione delle emissioni di CO2 e dei costi operativi  
 mobile access router, personal computers, touchscreen monitors e software apposti)  
 Intelligent urban furniture

## TOPP (THE OPEN PLANNING PROJECT)



### TAG

mobility collective  
mesh\_network activism  
sustainability  
cityzen\_experience  
local-base\_network  
citizen\_experience web\_2.0  
civic\_engagement  
crowdsource\_info\_gathering  
sense\_of\_place creative\_  
community urban-day\_event  
street\_design urban\_planning

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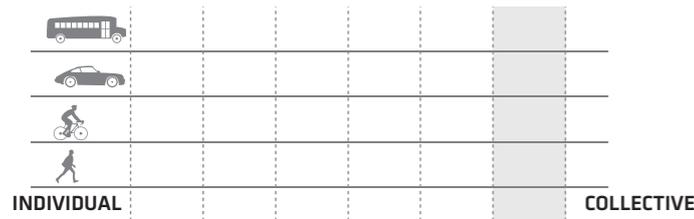
**Streetsblog and Streetfilms are the gold standard in Internet advocacy and education for sustainable transportation—the 21st Century public interest voice for the 21st Century transportation system that we all need.**

— Janette Sadik-Khan, NYC Dept. of Transportation Commissioner

[See All Testimonials](#)

compito di informare è coinvolgere comunità  
rendere persone sensibili e partecipanti  
giornalistica, interview, filmati  
mobilità individuale  
singole persone fanno parte della mobilità collettiva

# TRANSBAY TRANSIT CENTER



## TAG

mobility innovation  
mass\_transit ecotown  
sustainability geocalization  
technology transport  
urban\_planning  
connected\_station  
light\_rail\_transit  
rapid\_bus\_transit



scenario futuristico dello sviluppo della mobilità  
forte impatto sulla infrastruttura è architettura della città  
compito di legare nel migliore modo possibile i mezzi di trasporto pubblico  
stazioni-collegamenti (multi-modal hub)  
riqualificazione del territorio  
modifiche significativi nel paesaggio dell'area

MASS TRANSIT



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NOT-MOTORIZED

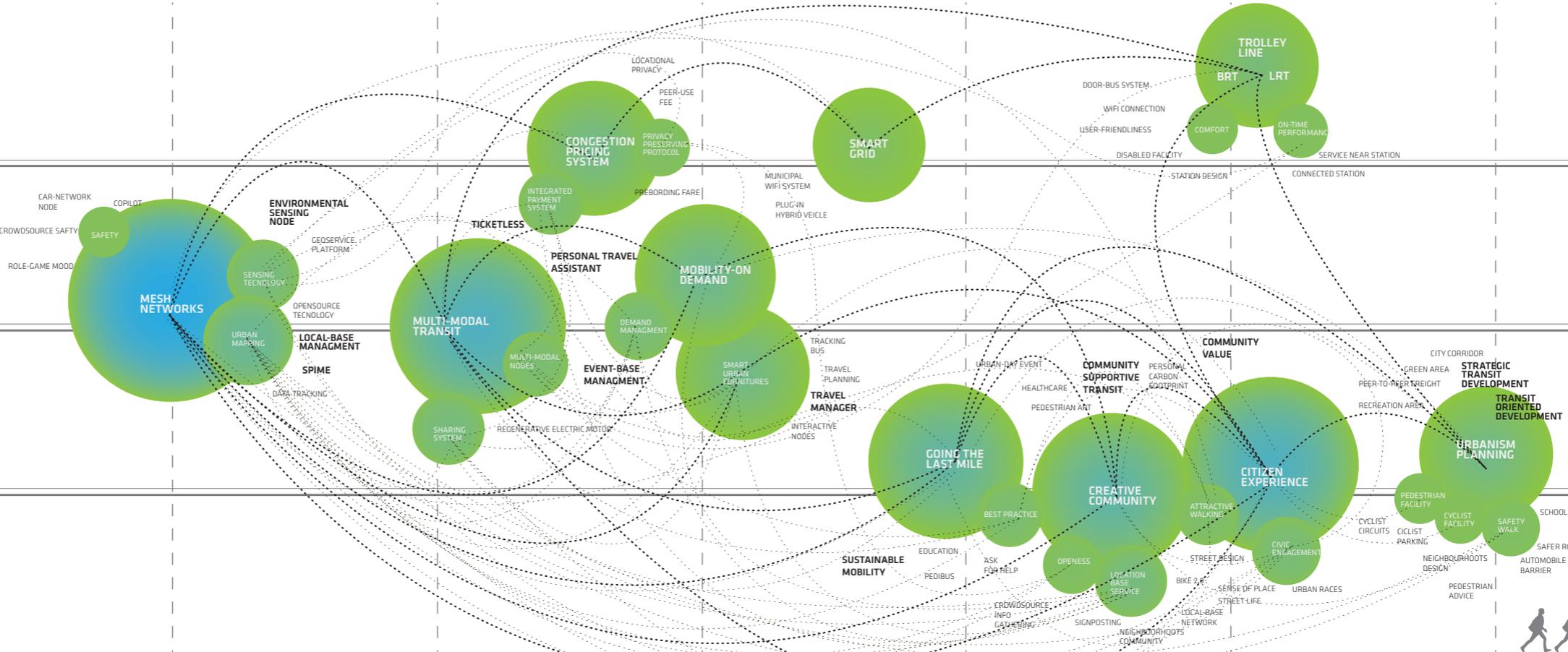


PEDESTRIAN

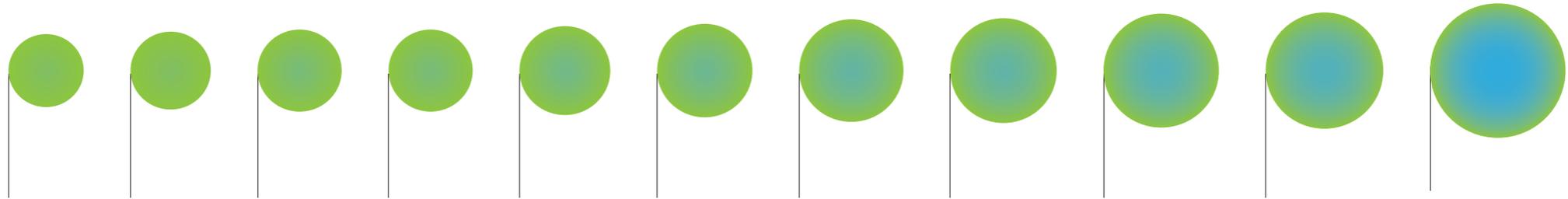


INDIVIDUAL

COLLECTIVE



PERSONAL TRAVEL ASSISTANT | THE GREEN WHEEL | MOBILITY-ON-DEMAND SMART CITIES | CUD: CONNECTED BUS | THE OPEN PLANNING PROJECT | TRANSBAY TRANSIT CENTER



SMART GRID | MASS TRANSIT | URBANISM PLANNING | SMART URBAN FURNITURES | CONGESTION PRICING SYSTEM | MOBILITY-ON-DEMAND | GOING THE LAST MILE | CREATIVE COMMUNITY | MULTI-MODAL TRANSIT | CITIZEN EXPERIENCE | MESH NETWORKS

MASS TRANSIT



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NOT-MOTORIZED

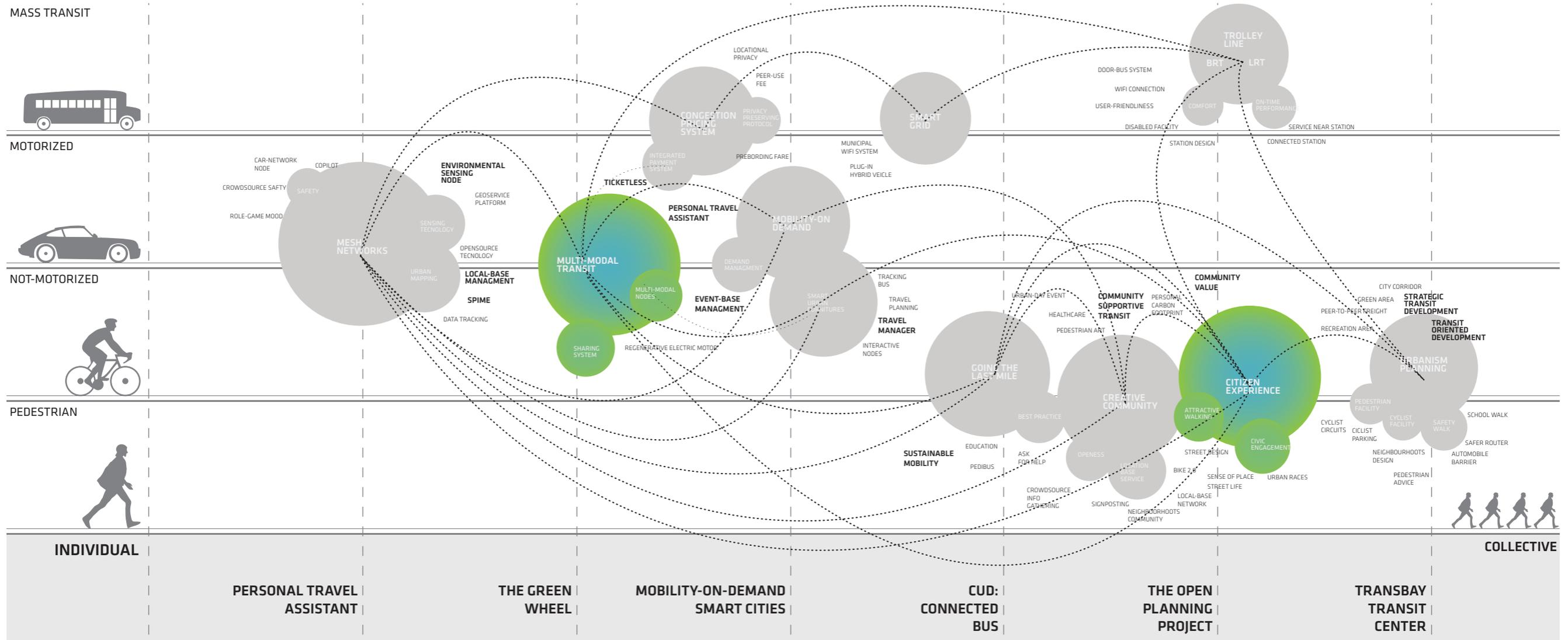


PEDESTRIAN

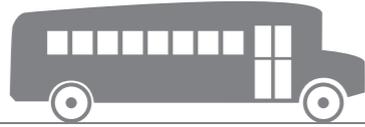


INDIVIDUAL

COLLECTIVE



MASS TRANSIT



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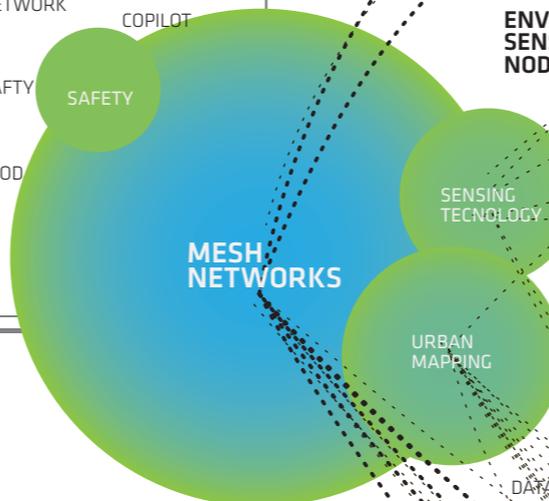


PEDESTRIAN



INDIVIDUAL

CAR-NETWORK NODE  
CROWDSOURCE SAFETY  
ROLE-GAME MOOD



ENVIRONMENTAL SENSING NODE

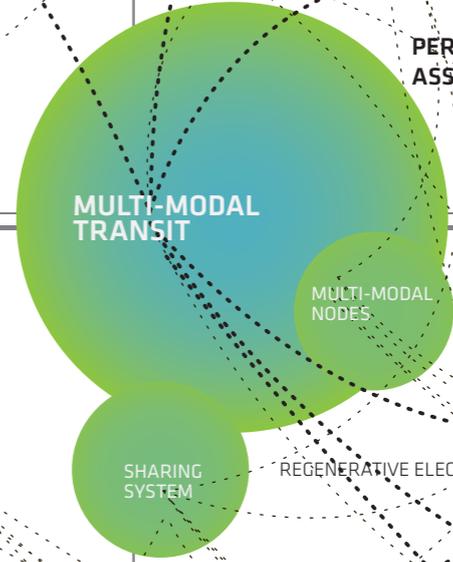
GEOSERVICE PLATFORM

OPENSOURCE TECHNOLOGY

LOCAL-BASE MANAGEMENT

SPIME

DATA TRACKING



TICKETLESS

INTEGRATED PAYMENT SYSTEM

CONGESTION PRICING SYSTEM

PERSONAL TRAVEL ASSISTANT

DEMAND MANAGEMENT

EVENT-BASE MANAGEMENT

SHARING SYSTEM

REGENERATIVE ELECTRIC MOTOR

LOCATIONAL PRIVACY

PEER-USE FEE

PRIVACY PRESERVING PROTOCOL

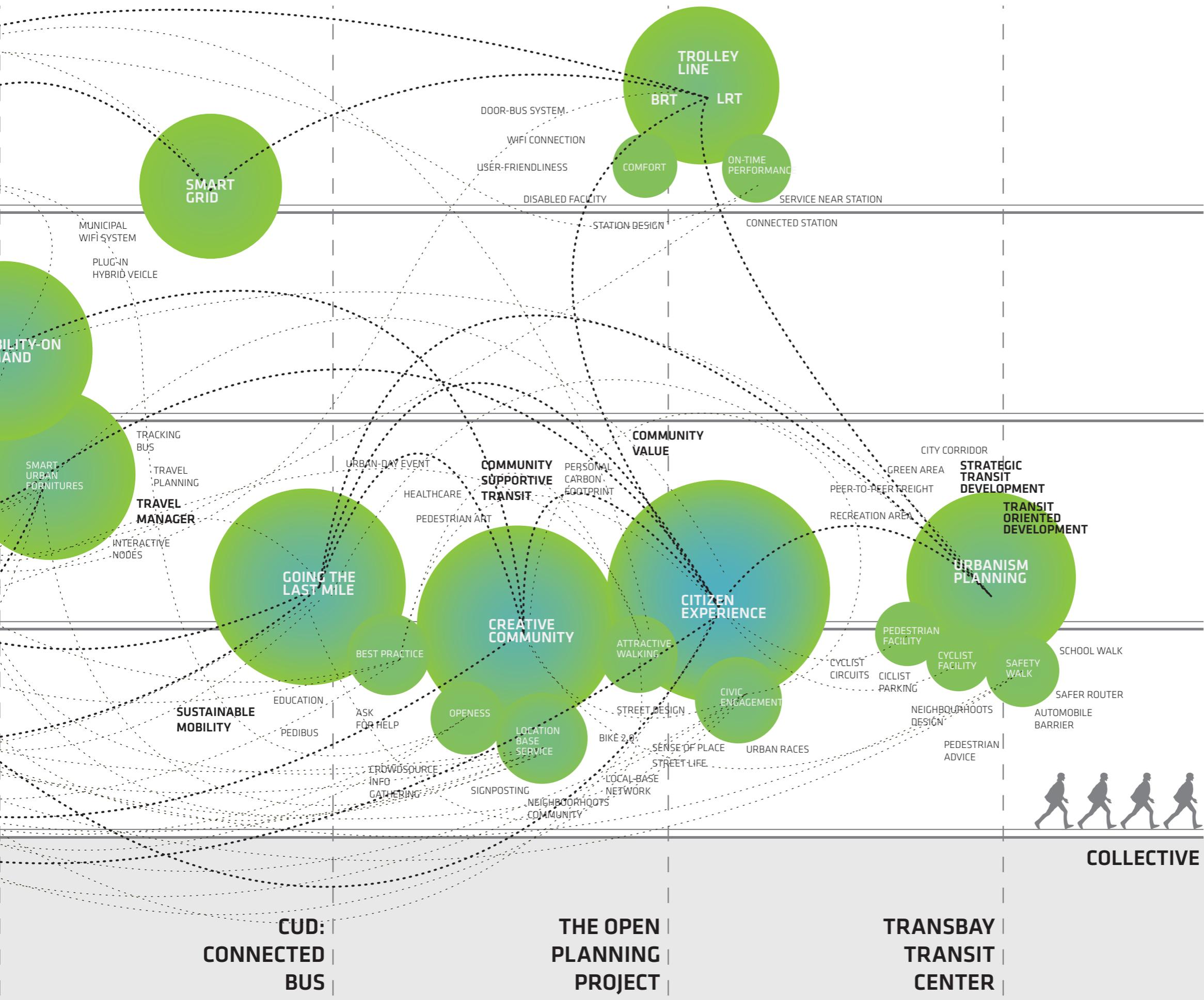
PREBOOKING FARE

MOB DEM

PERSONAL TRAVEL ASSISTANT

THE GREEN WHEEL

MOBILITY-ON-DEMAND SMART CITIES



**GRAZIE**