



new
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NEW CITIZEN URBAN DESIGN JOURNEY

The NEW CITIZEN URBAN DESIGN JOURNEY is a way of urban experimentation through creative urban interventions and programs. It is a process of action, reflection and learning, whereby new ideas can be tested and, if successful, implemented. Experimentation is a key element of healthy cities.

The New Citizen Urban Design Journey is a work format which encompasses the use of a 3D parametric design tool. During a design journey (consisting of multiple sessions) we work real-time on a strategic urban or building design program of requirements in which soft factors like the human perspective and human preferences, can also be included. The urban design journey is a way of scenario planning in which different directions of design can be explored without risk, outside the box and which leads to common ground for urban design (strategies).

The parametric design tool is used as a sort of serious game visualizing spatial volumes and simultaneously calculating effects and costs.

Added value

The New Citizen Urban Design Journey enables clients:

- To be able to explore all sorts of scenarios and wishes without having to face direct consequences.
- To be able to think outside the box, without limitations and immediately see the effects.
- To end up with feasible directions for the actual design.
- If required or desired, to involve stakeholders in an early stage to reach common ground.

To get an idea

Please watch our 5 minutes video of a New Citizen Urban Design Journey in Rotterdam, Holland.

<https://youtu.be/A0gXieJcWjc>

Multiplayer game

The Urban Design Journey is a collaborative game in which participants with different signature and expertise are involved. The basis of the game is a set of rules, like in a real

The Dutch Approach

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Our terms of reference apply to all our activities.



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game, decided upon together or by the client. New Citizen Design will take care of leading the design journey (process and the role of 'the new architect'¹) and operating the tool.

Rights

The rights of the design journey with parametric design tool remain with New Citizen Design and professor Kas Oosterhuis/ONL.

Results that will be obtained with the help of the design journey, will become the property of the client and will be delivered in the form of a written report.

¹ New Architect: a revised role whereby the architect acts as a social catalyst, community organizer, and facilitator for organizing space and brokering urban relationships. BMW Guggenheim City Lab – 100 urban trends.

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