

★ IIID



Traffic & Transport
Forum 2017

Line 1 机场

23-24 November



A blue banner is suspended in a window, partially obscuring a view of a city and a river. The banner features the acronym 'IIID' in large, bold, white letters. Below it, the full name 'International Institute for Information Design' is written in smaller white text. At the bottom of the banner, the website 'iiid.net' is printed in white. The window frame and a black cord are visible on the right side.

IIID

**International
Institute for
Information
Design**

iiid.net





"Danube Sailor", courtesy of Linz Tourism

Welcome to the IIID Traffic & Transport Forum 2017

The Traffic & Transport Forum 2017 is the 8th in a series of IIID events since 2006.

It serves the shared interests of planners, designers, researchers, suppliers, users, transport authorities and others in the field.

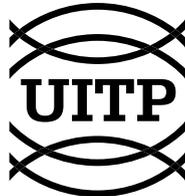
In 2017 our content partner for the Forum is UITP (Union Internationale des Transports Publics), the International Association of Public Transport. UITP is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.

Organised by:

**International
Institute for
Information
Design**

IIID

Content partner 2017:



Information as a (public) service

Ever more public and private players are involved in providing mobility services and information. The design of manageable and understandable information environments is a major challenge – for providers as well as users:

- Who owns information (design) for mobility: designers, communities, transport authorities, data sources?
- Does standardisation also mean loss of community identity?
- Who moderates/advocates design qualities in the public interest?
- What are future information needs and technologies for mobility?

IIID Award Exhibition

Also at the Traffic & Transport Forum: the exhibition of the winning entries to the IIID Award 2017.



Venue

Linz may look like a surprising choice for hosting the conference, on closer inspection it is a perfect location. Linz was European Capital of Culture 2009, and has been named Unesco City of Media Arts. It is industrial heartland with a vibrant contemporary cultural scene.

The SkyLoft in the Ars Electronica Center in Linz provides an ideal venue for the Traffic & Transport Forum overlooking the river Danube and the city of Linz.

Presentations

Presentations are made available to all participants.

IIID members can access the presentations in the Knowledge Base on the IIID website www.iiid.net/members-login/

Photography: Ophelia Reuter (mostly)

Thursday

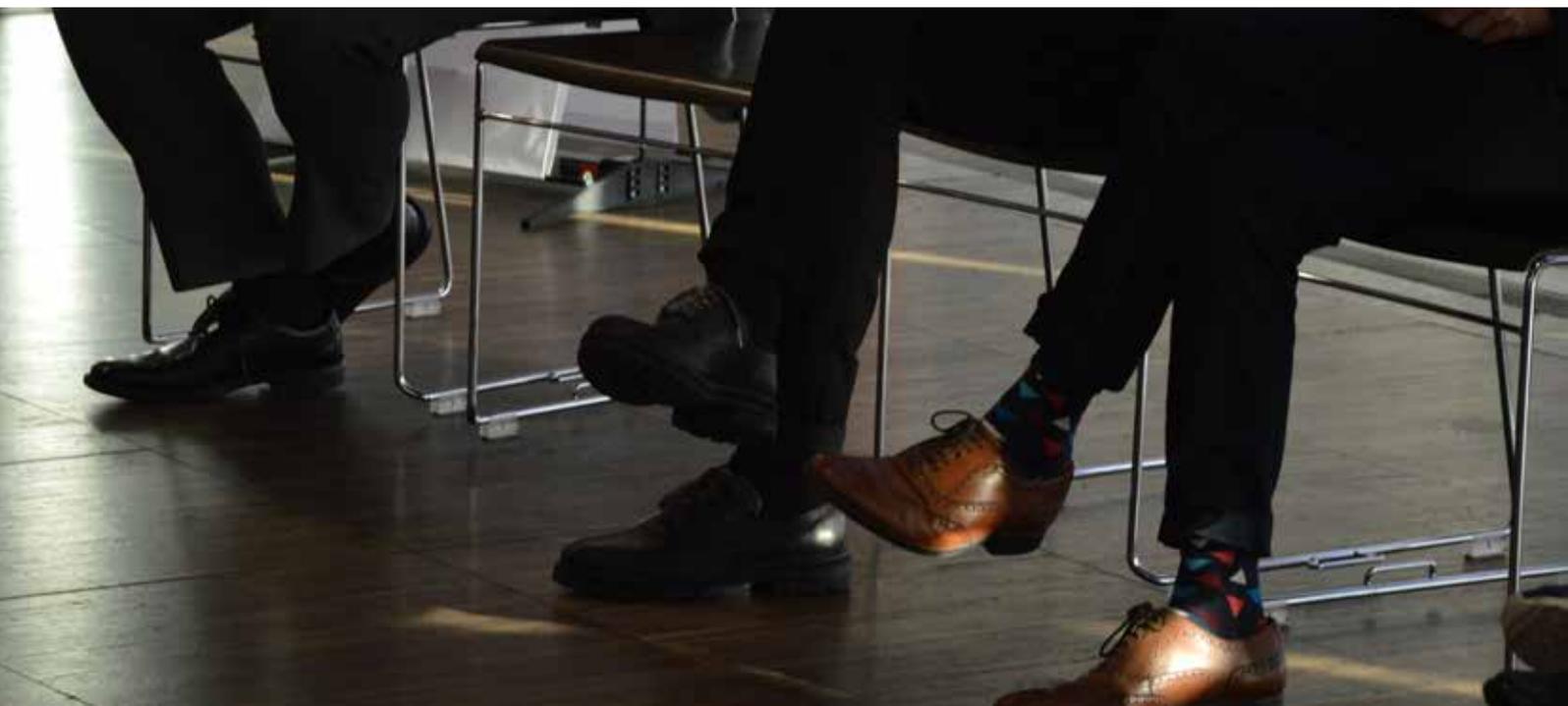
23 November 2017

09:00	Registration
10:00	Keynote: Matthew Clark Intelligent Mobility, Steer Davies Gleave, UK
<i>Session 1:</i>	<i>Future Mobility services and governance</i>
	Stefan Blachfellner Bertalanffy Center for the Study of Systems Science (BCSSS), Austria; <i>Systemic Design for Future Mobility and Transport. Too complex to handle?</i>
	Paul Clemens Bart and Marvin Bratke Founders of BART//BRATKE, Germany/UK; <i>Update // Accelerate – Enabling for Resilient Architectures</i>
	Doris Wiederwald AustriaTech, Austrian Federal Ministry for Transport, Innovation and Technology Judith Preinesberger and Nadine Moritz Logistikum Steyr, Austria
13:00–14:00	Lunch
	Discussion and wrap-up session 1
<i>Session 2:</i>	<i>Design for and with people</i>
	Helmut Schrom-Feiertag Austrian Institute of Technology, Mobility Systems, Austria; <i>VR-Planning: Improving Participation in Planning Processes Through the Use of Augmented and Virtual Reality</i>
	Mandar Rane Industrial Design Centre, Indian Institute of Technology Bombay, India; <i>Asking for travel information versus using the Mumbai Rail map</i>
	Shalini Sahoo Royal College of Art, UK; <i>Harmonising Human Material Interaction (hHMI) within interiors of Public Transportation</i>
	Markus Schroepfel University of Applied Sciences, Cologne, Germany; <i>Guidance designed with everyone in mind</i>
17:00–18:30	Guided Tour of the Ars Electronica Center with Virtual Reality Lab, Geocity and Deep Space
Evening	City Walk and „Glühwein“

24 November 2017

09:00	Start day 2
<i>Session 2:</i>	<i>continued – Design for and with people</i>
	Tomoya Kamijo (presented by Keiichi Koyama) i-design, Japan; <i>Kansai Explorer: Research and study of information signs for foreign visitors in Japan</i>
	Gerhard Nussbaum and Franz Pühretmair KI-I, Austria; <i>A holistic approach to accessible information systems</i>
	Discussion and wrap-up session 2
<i>Session 3:</i>	<i>Standardisation, branding and identity</i>
	Giuseppe Attoma attoma, France; <i>The end of the consistency myth</i>
	Tony Pearce T-Kartor, Sweden; <i>How to standardise public transport and wayfinding information while offering a strong design brand and local identity</i>
	Christian Nordström Ruter, Norway; <i>Ruter's pictograms for the nation</i>
	Veronika Egger and Lisa Ehrenstrasser is-design and iDr-design, Austria; <i>The fourth dimension of walking the city</i>
13:30–14:30	Lunch and conference end

Friday





Prof. Clive Richards

Past President IIID,
Professor emeritus at Birmingham City University,
Coventry, UK

Conference Chair



Peter Simlinger

Founder of IIID, IIID Director until 2014
Initiator of the Traffic & Transport Expert Forum



Matthew Clark

Intelligent Mobility, Steer Davies Gleave, UK

Matthew is a specialist in Intelligent Mobility at Steer Davies Gleave. His work focuses on analysis of the market for new and enhanced transport services both in the UK and worldwide with a particular focus on shared transport. He works for both the public sector and private sector building an evidence base to maximise the positive impacts of new transport technologies in our cities and towns. Based in London, Matthew works on a range of projects planning, implementing, monitoring and evaluating projects involving car clubs, bike sharing, on-demand taxis, on-demand minibuses and autonomous vehicles in the UK, US and Latin America.

Keynote

With automotive OEMs joining disruptive technology companies in the race for new mobility service customers, cities are facing real challenges when trying to deliver equitable mobility choice. Information design is central to this challenge. Russ will discuss current and emerging mobility technologies, and the challenge/opportunities for information designers to ensure that the consistency and legibility of transport information related to these systems is protected from the potentially diluting impact of private enterprise looking to maximise market share.







Stefan Blachfellner

Managing Director, Bertalanffy Center for the Study of Systems Science (BCSSS), Austria

Stefan Blachfellner also chairs the Group on Socio-Ecological Systems and Design in the International Society for the Systems Sciences, and is the Founding Editor of the journal *Systema: Connecting Matter, Life, Culture, and Technology*, building on his broad international experience as an entrepreneur, consultant and university lecturer in Austria, Germany, China and the USA. In 2016 he was appointed as Special Adviser of the European Commission for Mobility and Transport on Digitalization and Multimodal Transport.

Systemic Design for Future Mobility and Transport. Too complex to handle?

The presentation highlights examples of future technologies within the European Multimodal Eco-System which might become the drivers of an Integrated Intelligent European Transport System. Systemic Design intends to identify and utilize systems patterns which may enable or hinder systemic changes. Creating an efficient multimodal traffic system for passengers and freight through digitalization in Europe relies on major systemic changes not only in the technological, but also economic and political system, with impacts on the social and environmental system itself and the quality of life. Is this endeavor too complex to handle?



BCSSS
BERTALANFFY CENTER FOR
THE STUDY OF SYSTEMS SCIENCE

Emergent Nested Systems View





Paul Clemens Bart and Marvin Bratke

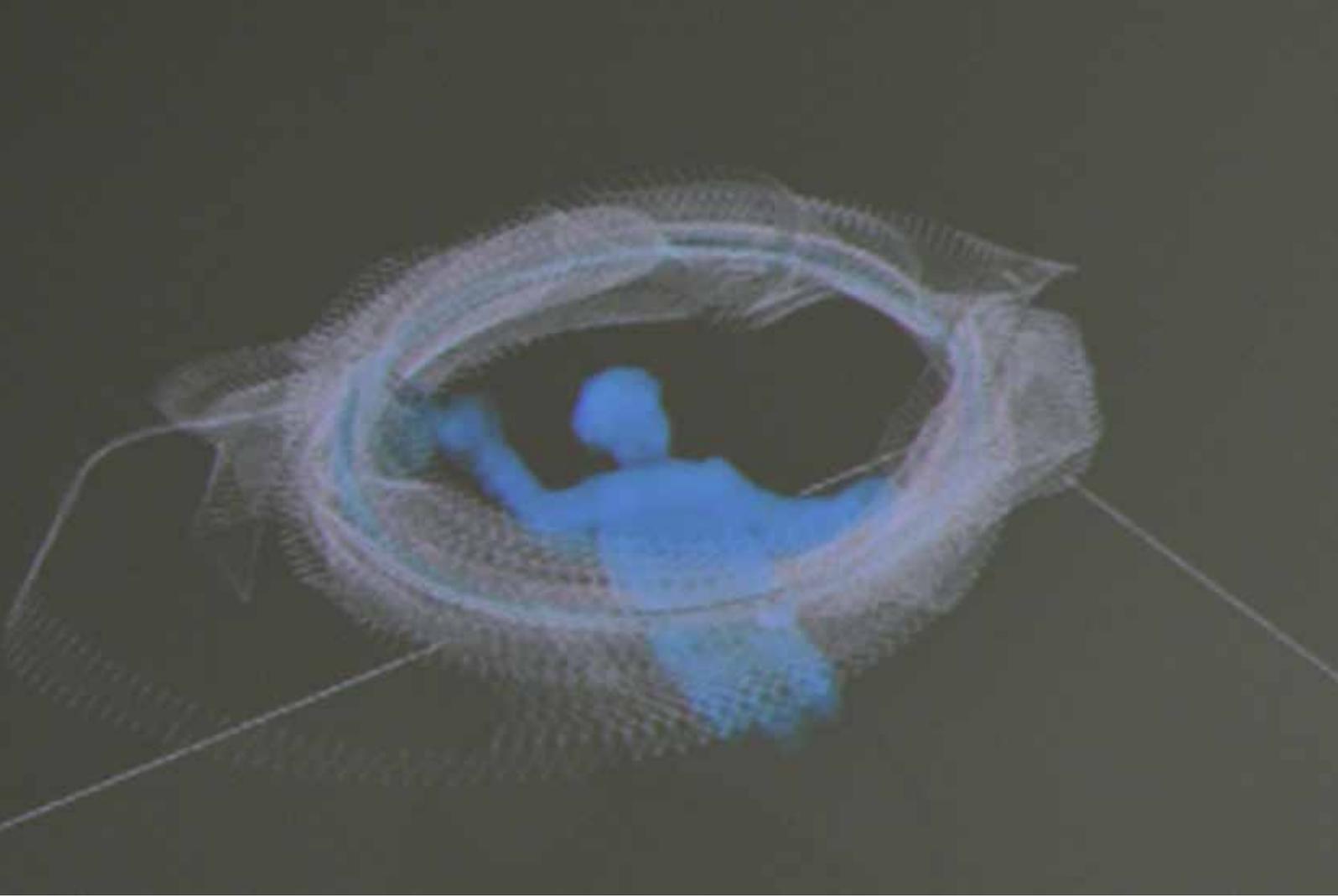
Co-founders BART//BRATKE, UK
and Germany

Paul Clemens Bart is a German architect and designer, currently based in London. He collected a wide choice of experience in multifaceted disciplines, working at Zaha Hadid Architects, LAVA Sydney and Berlin and as a fellow at the German Institute of Science and Technology, Singapore. In 2014 Paul co-founded the research design collaborative BART//BRATKE, following ten years of collaborative work. Paul holds a diploma in architecture from Technical University of Munich and a MArch from the Architectural Association's Design Research Lab in London. His work is committed

to emerging technologies, digital methodologies and their application across scales – from urban visions to ecological mobile systems – and has been internationally published and exhibited, e.g. at the 13th Architectural Biennale in Venice and the IAA Frankfurt Motor Show.

Marvin Bratke is German architect and designer, currently based in Berlin. Following ten years of collaborative experience in academic, research and professional projects he co-founded his speculative research office BART//

BRATKE as a network of creative minds in 2014. His ongoing research and design ambitions are focused on emergent technologies in architecture and industrial design, the digital methodology relating both professions and their application in performance-orientated, mobile and ecological building systems. His award-winning work has been widely published in several journals and exhibited e.g. at the IAA Frankfurt and Munich Design Week. Marvin has been collaborating with internationally renowned office Graft, LAVA and KERE Architecture.



Update//Accelerate – Enabling for Resilient Architectures

„Update//Accelerate“ takes a look at BART//BRATKE’s work as speculative research office and their workflow at the intersection of architecture and mobility, the influence in emergent technologies relating both professions and the vision to design for universal transformative systems. The studio’s designs enable for resilient and adaptable architecture systems and installati-

ons that can react to their surrounding as dynamic constructs with changing needs in real time. The lecture will show design strategies that tackle the need for adaptive spaces and flexible infrastructure as demands and dynamics of the city change faster than our environment can keep up with.

We will investigate into non-finite building systems and their lifecycles for

nomadic structures and adaptive environments. A prognosis and research on man-machine and machine-machine relationship (automation, self-assembly systems, swarm robotic, AI, behavioural assemblies) in speculative design systems and art exhibitions will be elaborated.



Doris Wiederwald

AustriaTech, Austrian Federal Ministry for Transport, Innovation and Technology

Doris Wiederwald is a Senior Expert for Mobility Innovation and Policy at AustriaTech, a community-oriented company owned by the Austrian Federal Government and aims to maximise the social benefits of new technologies in transport and traffic and generate economic benefits by optimizing the future traffic situation. In her work she focuses on urban mobility and assumes the position as National Contact Point for the Urban Mobility Labs (UML), an initiative launched and funded by the Austrian Ministry for Transport, Innovation and Technology.



Judith Preinesberger and Nadine Moritz

Logistikum Steyr (University of Applied Sciences Upper Austria)

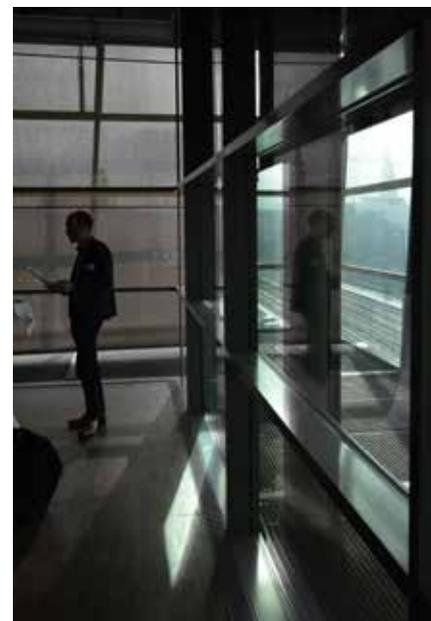
Judith Preinesberger is Research Associate at Logistikum Steyr. Judith holds a Master's degree in "Supply Chain Management" from the University of Applied Science Upper Austria. She wrote her master thesis on the topic "Critical Success factors for the implementation of a mobility living lab in the region of Upper Austria" and currently works for the Logistikum Steyr as a Research Associate in the field of "Urban Mobility Living Labs". In this context, she is dealing with the development of the Urban Mobility Laboratory "MobiLab Upper Austria".



Nadine Moritz is Research Associate at Logistikum Steyr. Nadine acquired her Master's degree in "Supply Chain Management" at the University of Applied Sciences Upper Austria. Currently, she is employed as a Research Associate with the Logistikum Steyr, Austria, and involved in the development of the Urban Mobility Laboratory "MobiLab Upper Austria". In this context, she is dealing with the elaboration of a concept regarding creative environments triggering innovation. Besides this, Nadine is trying to promote multimodal dangerous goods transport in the course of the Interreg Central Europe project "ChemMulti-modal". Hereby, the focus is put on the identification of potential modal shift volumes in close cooperation with relevant actors along the transport chain.









Helmut Schrom-Feiertag

Scientist, AIT Austrian Institute of Technology, Austria

Helmut Schrom-Feiertag has specialized for more than 10 years in analysis, modeling and simulation of pedestrian behavior, wayfinding behavior and evaluation of guidance systems in the context of urban transportation. Currently his research focuses on traffic simulation for Augmented Reality (AR) and Virtual Reality (VR) applications in the context of participatory planning and behavior analysis, for a better understanding how people interact with their physical environment and how different sources of information influence their behavior.

VR-Planning: Improving Participation in Planning Processes Through the Use of Augmented and Virtual Reality

The aim of the project VR-Planning is to investigate improvements in participatory planning processes through the use of Augmented Reality (AR) and Virtual Reality (VR) to allow planners, stakeholders and citizens to experience designs of buildings and public areas before they are built. The biggest challenge for participatory planning is to include persons with various backgrounds and diverse knowledge. Thus VR-Planning examines how AR and VR can be used to best support participation in different application areas during different planning phases for an effective and swift decision making. The project results will provide usage scenarios in future planning.





Mandar Rane

Industrial Design Centre, Indian Institute of Technology Bombay

Mandar Rane is an Associate Professor at Industrial Design Centre (IDC), IIT Bombay. He is a specialist in communication design and his research concerns are on efficient organization of information and message design. His current focus is on theoretical aspects of Semantics and communication theory, to rationalize them with practice (design of communication messages).

You can learn more about his academic as well as professional work on his personal website: www.mrane.com

Asking for travel information versus using the Mumbai Rail map

Is it possible to design a rail map that is understood within the multicultural, multilingual context of Mumbai, India, catering to varying degrees of literacy and complete lack of exposure to map-reading? The authors of the paper suggest that designers should avoid re-inventing newer syntax (visual language) as a first step towards designing transit maps; especially in the Indian context of an ever increasing, multi-modal (metro/mono/rail) travel network across multiple cities. The paper also reports observations regarding everyday habits of commuters in high-density travel networks of Mumbai, which would provide insights on designing for latent needs on such travel networks.



// Reasons for variety in visual language // Functionality // Novelty

But, why designers strive to exhibit novelty?

Because largely designers are hired to design something new and different.
In the design world you are praised for doing new, and not the same old thing.

Designers are reluctant to use conventions...





Shalini Sahoo

Royal College of Art, UK

Shalini Sahoo's work spans from doing material and colour innovations for the automobile industry in Germany, to working as a barefoot designer with craftspeople in India and Pakistan. Apart from this, she teaches design in various universities in Germany and in the Indian sub-continent. In her works Shalini always seeks to understand the larger metaphor. Her intrinsic capacity to map the coherent elements of a project at the macro level and use this as the basic structure for finding solutions has helped her develop the method of Systems Design Analysis (SDA). She is at present doing her PhD in harmonising Human Material Interaction within interiors of public transportation at the Royal College of Art.

Advocating wellbeing in design for public transportation spaces

Traffic congestion, growing environmental destruction and increasing sizes of cities are forcing transport providers and municipalities to rethink the way urban mobility is offered and consumed. As a result, the seeming future of urban mass transit will be a collective utilisation of resources at all levels.

Through self-driving cars, mobility apps, shared taxis etc. society is moving towards a paradigm shift in the way we relate and use mobility. As private vehicle ownership is slowly disappearing from the urban landscape the future of mobility is increasingly based on collaborative usage patterns. Consequently, making interiors of public mobility gain more importance.

Although there is a long history of

idealism in public service, spaces of public transportation are being designed largely on the principle of anti-vandalism. Robust, easy to clean, anonym optic defines this realm. What effect does this have on the state of being of the commuter? This investigation in harmonising Human Material Interaction (hHMI) within interiors of public transportation is human centered. Grounded in a vision of ethical design, it is looking at the potential for design to enhance the qualities of public realm. An enclosed space in movement is a complex composition of proportions, materials, surfaces, colour, lighting, sounds and smells. How can these elements be arranged in sensitive ways to create a space which positively

influences the user's state of being?

The research will be an in-depth study of their semantics – indicating, symbolic functions and their connection to formal aesthetic aspects and human responses. By defining established parameters the outcome will be in the form of design guidelines, to propose solutions for the public interest in order to enhance the future traveller's journey experience in urban mass transit.





Markus Schröppel

Professor for graphic design, design theory, signage and visual communication at the HMKW Hochschule für Medien, Kommunikation und Wirtschaft, University of Applied Sciences, Cologne, Germany

Former Creative Director in internationally operating design-agencies for cross-media communication concepts like guidance for the Department of Non-Aviation, Düsseldorf International Airport [DUS] or observing, examining and testing of existing signage systems, like the City Airport Bremen [BRE]. Researcher for effects in guidance and routing systems at an early stage, to develop new and unusual ways of orientation in a humanistic and generation spanning manner.

Guidance designed with everyone in mind

The quality of transport network hubs, and corresponding space, has a strong influence on the quality of a passengers's journey, independent of the mode of transport. Decisions about the design, planning and management of places like an airport or a train station, can enhance or restrict a sense of belonging and offers a place of welcome or expulsion. Even though accessibility has improved over the last decade, and planning policy has shifted, there is a narrow ridge between the increased or reduced feelings of security, stretched or limited boundaries, and its resulting promoted or reduced mobility.

Good space design creates an inclusive space – a place designed with everyone in mind. The predominant notion of guidance systems is still mechanistic (cause - effect), but the use of not internationally harmonised pictograms (Kneebone, 1966; Mead & Modley, 1968) must fail (Lam, 2003). Recent findings in in the fields of cognition science demonstrate that previous models of visual perception (Peirce, 1955) (de Saussure, 1995) (MerleauPonty, 2002) and spatial orientation (Marr, 1980) only can highlight partial aspects. The management and use of places have a significant effect on whether we find them friendly and welcoming, and whether they generate a sense of belonging.











Tomoya Kamijo

Designer, i-design, Japan

Tomoya Kamijo is a designer of i Design inc. which specializes in signage design of public facilities, such as railways, airports and environmental design fields. Main objective of the firm is to communicate information by developing and providing user-friendly signage systems. He has 8 years' experience in public information design both at railway stations and at airports in Japan.

Recently he has been working as a signage expert of Ho Chi Minh City Urban Railway Construction project Line 1. He has finished the planning of signage practical drawings of 17 stations and its sign manual.

Kansai Explorer: Research and study of information signs for foreign visitors in Japan

Tomoya Kamijo and Keiichi Koyama

The number of foreign visitors in West Japan area (we call Kansai area) is increasing recently, but the effective information for comfortable travel start from stations to expected destinations, such as sightseeing spots has not been provided in the station.

So we did a questionnaire to station staff, and analyzed the results of inquiries from foreign visitors and considered design requirements from the analysis, then proposed suitable information system “Kansai Explorer” for foreign visitors.

“Kansai Explorer” consists of two information boards.

- The first one is named “Train from (This) Station” which provides transfer information from the station to major destinations for departing passengers.
- The last one is named “for Arrival Passengers” which provides an area map, ticket purchasing methods, Wi-Fi and other useful information for arriving passengers.

We are now planning to install them in this year at several major stations in Kansai area.

In this presentation, we would like to introduce the ideal design system of information signs for foreign visitors through research results.



Unfortunately Tomoya was unable to join us in Linz, his contribution was presented by Keiichi Koyama, Managing Director of i-design, Japan





Gerhard Nussbaum and Franz Pühretmair

KI-I Competence Network Information Technology to Support the Integration of People with Disabilities, Austria

Gerhard Nussbaum is researcher at the KI-I and is responsible for project management and technical issues. He studied computer science at the Johannes Kepler University Linz and received his degree in 2003. His current research work is related to the use of information and communication technology to enable the integration of people with disabilities. It concerns the field of assistive technology as well as accessibility and usability of modern IT and the Internet. Furthermore he is specialized in environmental control, smart environments and toy accessibility.

Franz Pühretmair is scientific and managing director of the KI-I. He was involved in numerous national and European research projects and was speaker at various international conferences. His current research work is based on the aim to improve the life situation of people with disabilities. In addition to information and communication technology for people with disabilities, including assistive technology, he focuses on accessibility and usability of modern IT, software, documents and the Internet, as well as accessible communication ranging from understandable information (Easy-to-Read) to Augmentative and Alternative communication(AAC).

A holistic approach to accessible information systems

Over the last decade a serious technological and social change has taken place and Information and Communication Technology (ICT) has become an essential part of our daily life. The information age and the digital society we are living in, offer great possibilities also for people with disabilities and enables them to take part in almost any area of the daily life. To support the needs of people with disabilities a holistic accessibility approach is needed. This presentation highlights the importance of accessible content generation and gives insights into different areas like accessible web design, PDF/UA and easy-to-read.











Giuseppe Attoma

Founder and CEO, attoma, France

Giuseppe Attoma Pepe created Attoma in Paris (France) in 1997, preaching since then the value of a structured as well as humanistic approach to Information and Interaction Design. Attoma is now a leading european consultancy (Paris, Milan, Berlin) in User Experience and Service Design with a strong expertise in the mobility domain, working with key clients such as SNCF, RATP, Keolis, Transdev, Société du Grand Paris (SGP), Île-de-France Mobilité (Paris Region Transport Authority), Grand Lyon, etc.

The end of the consistency myth

The mobility services model who dominated the world almost unchanged, since modern mass transit issues have emerged in the 20th century, has been dramatically disrupted in just a few years.

This model was built with the corollary that each system – road, train, urban transit... – should come with its own “information grammar”, designed to deliver the user with a consistent set of data, instructions and directions allowing him/her to understand the service delivered and how to use it. Each player took over to set its information rules and graphic codes, long before any formal standardisation process was launched. Some of them were remarkably successful, so they became “the facto” standards – or at least the good practices to be used as references in the industry.

Today, a crowd of new mobility players are out there, offering immaterial services as information and intermediation platforms – allowing to effectively answer actual mobility needs, sometimes with not even own a single piece of the material system. Each of them is able to dictate their information syntaxes, interaction patterns and user experiences – and impose their brands.

In this brave new world, the question is: is information consistency still a value by itself? And, if yes, is it just possible to build it at such a scale? And what about the user needs?

An expert in travel information design, Giuseppe will challenge the audience with business cases and examples aimed to rise the awareness that time has come to start to build a thinking about a new era of an effective and – hopefully – joyful information chaos.





Tony Pearce

VP Smart City Sales, T-Kartor, Sweden

Tony Pearce has extensive experience with some of the world's best known Pedestrian Wayfinding systems, including London, New York, Toronto and Birmingham (UK).

With a design education from England, he has spent the past 17 years working with wayfinding and public transport information for Swedish firm T-Kartor.

His roles have included cartographer, graphic designer, project manager, business development manager and (currently) VP Smart City Sales.

How to standardise Public Transport and Wayfinding information while offering a strong design brand and local identity

The standardisation of Public Transport and Wayfinding information has many benefits:

- Best practise examples are shared between cities as popular, well functioning systems inspire the adoption of similar solutions. Lessons learned evolve into new, improved methods.
- Design often follows technological advances (e.g. journey planning apps) and standards evolve as current solutions are based on currently available technology.
- Standard icons and styles, especially related to mapping, are learned and understood by many users over time and should thus be preserved.

However, there is often a desire to create a look and feel which is unique to a city, coupled with a need to design consistent, cohesive products across a whole range of information types. These products will help build the identity of a city, and of a transport region around its city centre. Cities and regions often use public facing information design to promote themselves in a way that accentuates a certain part of their character, for example geographical position, culture or history.

I will examine this problem using some world class examples of city wayfinding, including London; New York; Toronto and Birmingham (UK). I will then show the same unique platform that underpins all of these Public Transport and Wayfinding systems. It is a mapping platform which separates functionality and standards from individual basemap design, allowing an astonishing degree of flexibility, interact-ability and scalability with any basemap.

While serving a range of information types from a single basemap, this platform includes modules for management, stakeholder collaboration and maintenance of both basemap and information assets.







Christian Nordstrom

Design Manager, Ruter, Norway

Christian Nordström studied print technology at Gjøvik University College (Norway) and information design at the University of Reading (UK). He previously worked at Suunto Oy (Finland), being responsible for the design and development of product manuals and packaging. Christian has since 2013 worked at the public transport authority for Oslo and Akershus counties, Ruter As (Norway), starting as an information designer and now working as design manager. He is involved in digital-, print-, industrial- and service design projects.

Ruter Public Transport Pictograms, Norway

The presentation is a brief insight in the development process, implementation and use of pictograms across platforms, used in Public Transport in Oslo and Akershus. The presentation considers both challenges and rewards in developing consistent and unified pictograms, based on existing standards.



Veronika Egger and Lisa Ehrenstrasser

Veronika is an information designer. She runs her own design consultancy, is-design in Vienna, Austria, focusing on inclusive information design for architecture, public transport and medicine. She is also an Access Consultant and advocates inclusive, user-centred design. As partner and lead partner in mobility and public transport research she has published a number of papers and presented at many international conferences.

Veronika is Board member and President Elect of the International Institute for Information Design (IIID), co-founder of “design for all” in Austria, and life fellow of the Communication Research Institute (CRI).



Lisa is a User Experience (UX) consultant, interaction designer and owner of iDr Design. In her work she focuses on the design of tangible, accessible interaction with environments and technologies. She applies user-centred design techniques and processes. She teaches at the Vienna University of Science and Technology Faculty of Informatics, serves on the Board of design for all in Austria and is a member of IIID.

The fourth dimension of walking the city

An augmented reality application that does more than make you smile

The mobile application we will present was first developed as a prototype in a research project funded by the City of Vienna (Wirtschaftsagentur Wien). The challenge: motivating people to walk and explore the city off the beaten track of major shopping streets. The solution: a simple but delightful and surprising enhancement of city maps. No technology revolution but clever use of inherent smartphone properties. “Mappy” (working title) was more about people, the use of smartphones and delivery of content rather than technical innovation.

At the conference we will present the technical solution and its potential for outdoor and indoor orientation. We will also talk about the research about how people interacted with the system and to what extent the app rises to the initial challenge of motivating anyone to walk a few extra steps and getting to know more hidden treasures of the city.

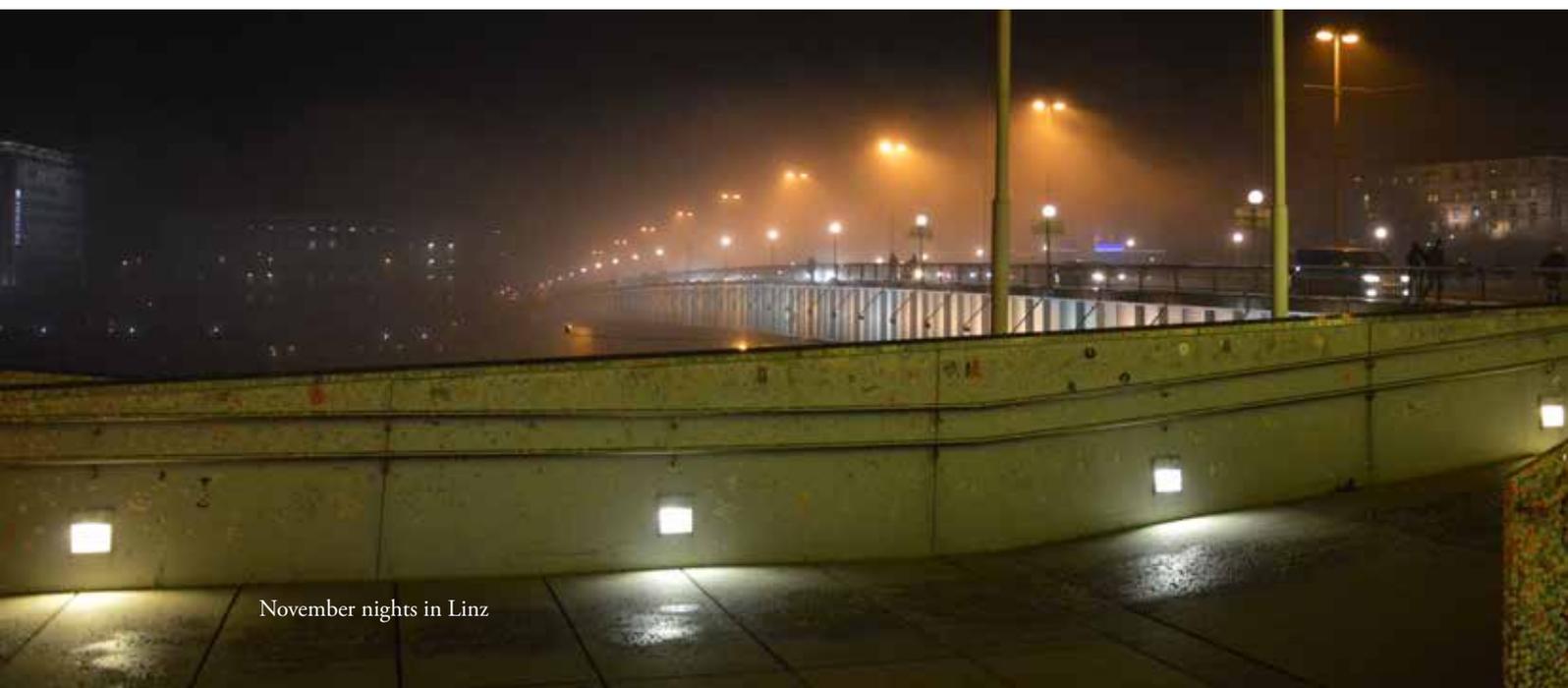
Software developer: Patrick Wolowicz



Deep Space
Ars Electronica Center



Tour of
Ars Electronica Center



November nights in Linz



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www.iiid.net, tff.iiid.net, #tff17