

L'analyse urbaine à partir des activités numériques

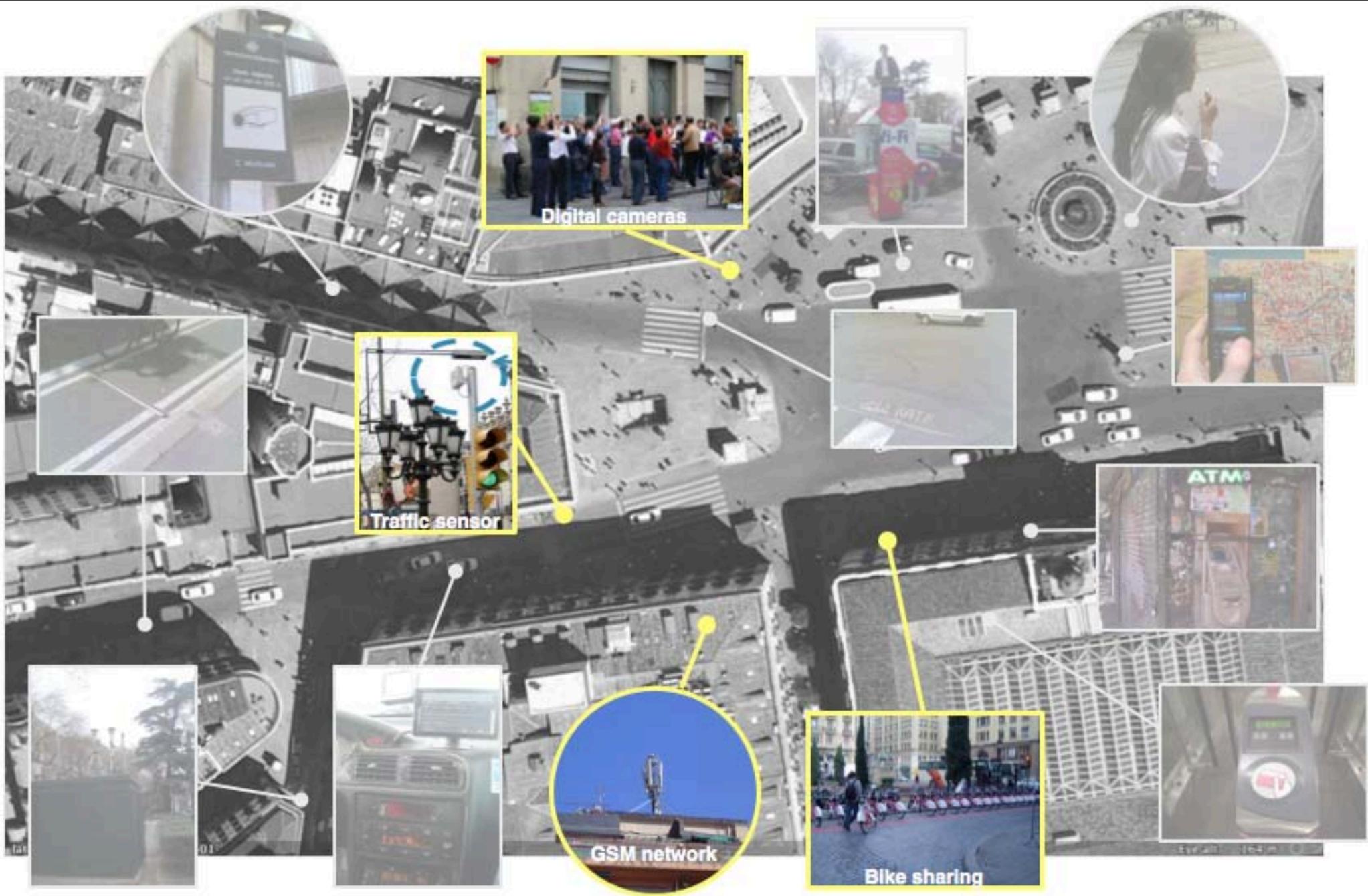
lift **Lab.**

Fabien Girardin

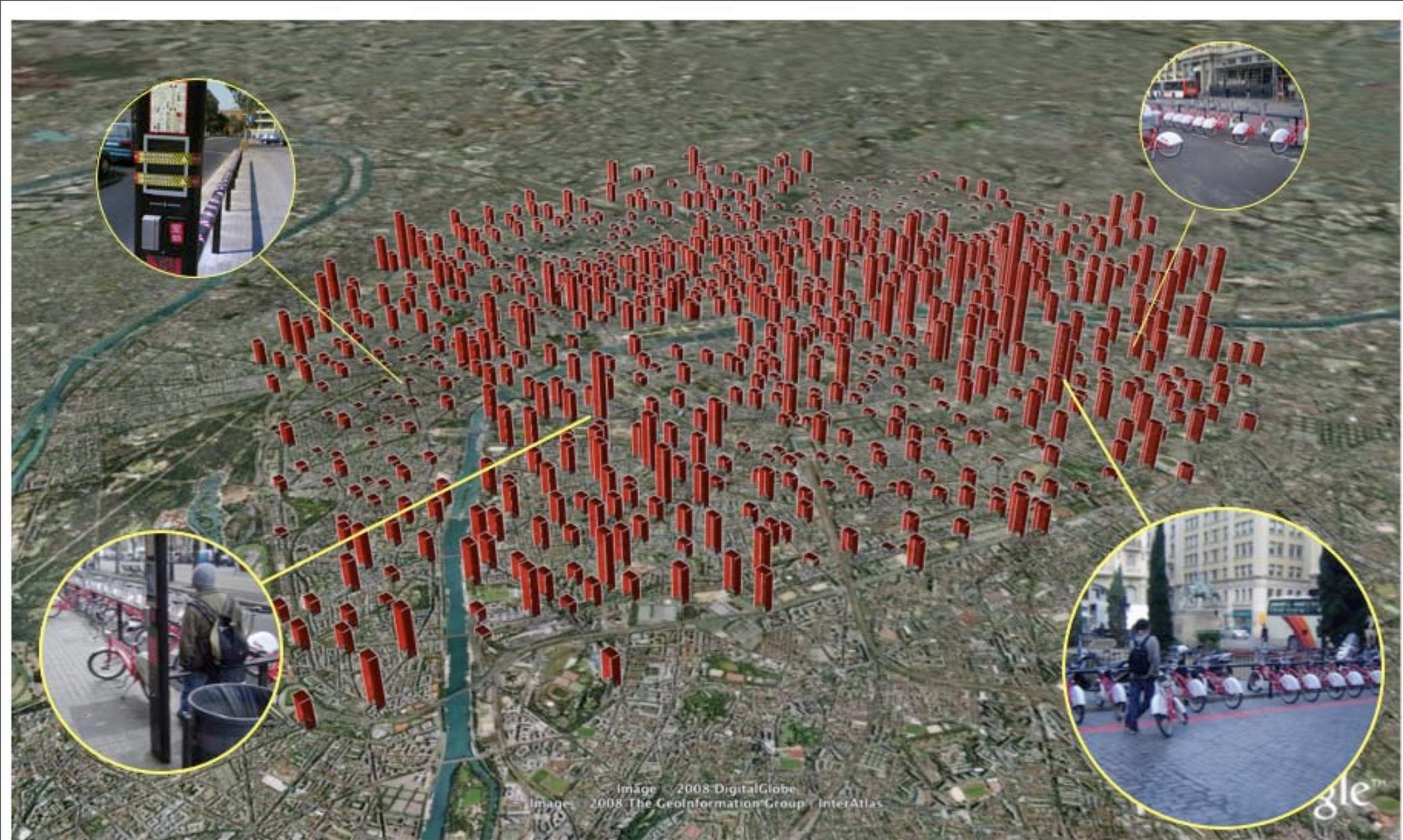
Lift Workshop @ Lift office

"Urban informatics / Les nouveaux paysages numériques"

Genève, 9 novembre, 2009

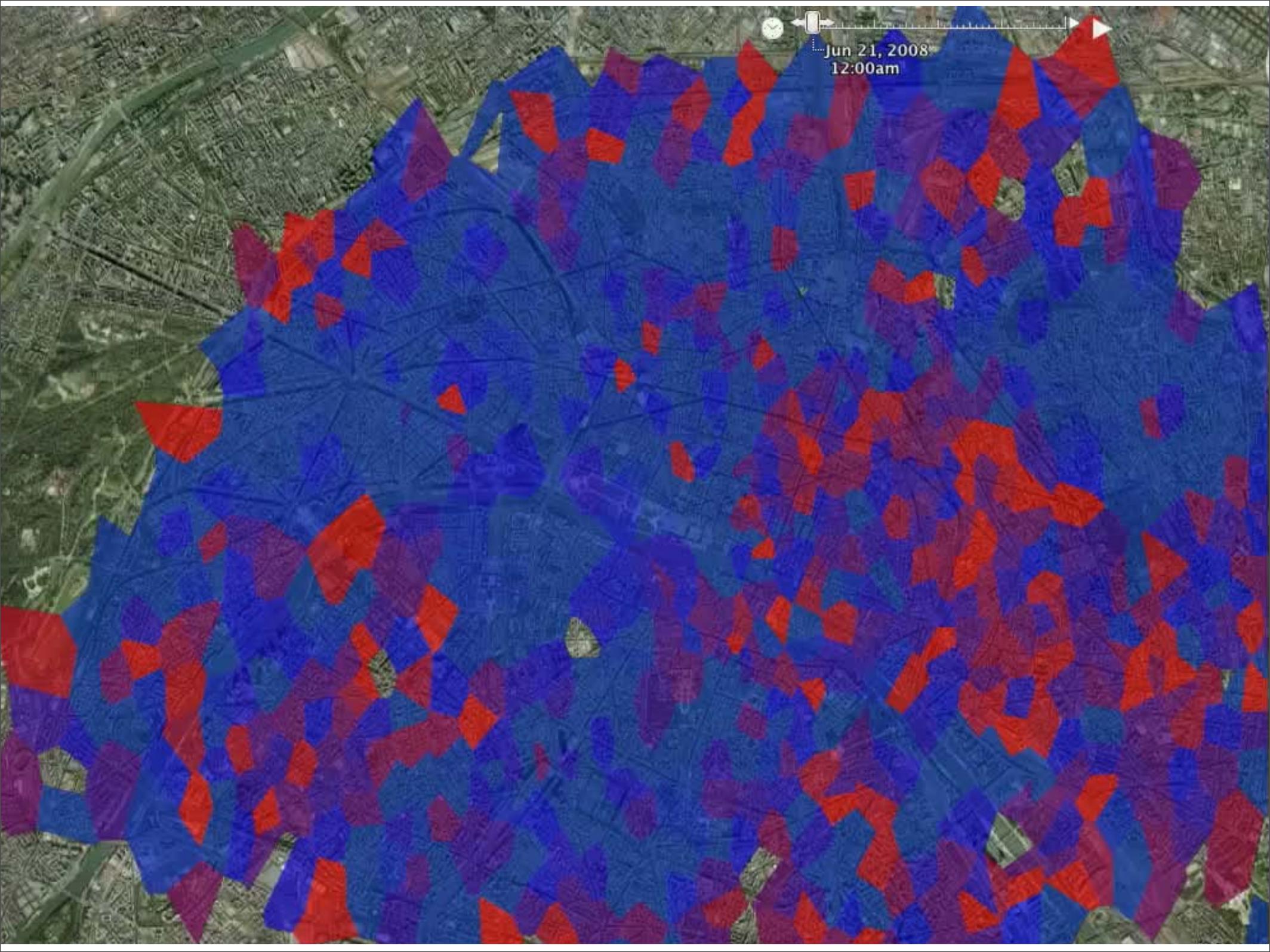


Etudes de cas



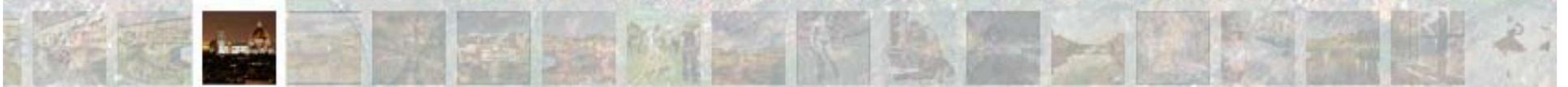
Nouveaux acteurs urbains

Jun 21, 2008
12:00am





Florence et ses visiteurs

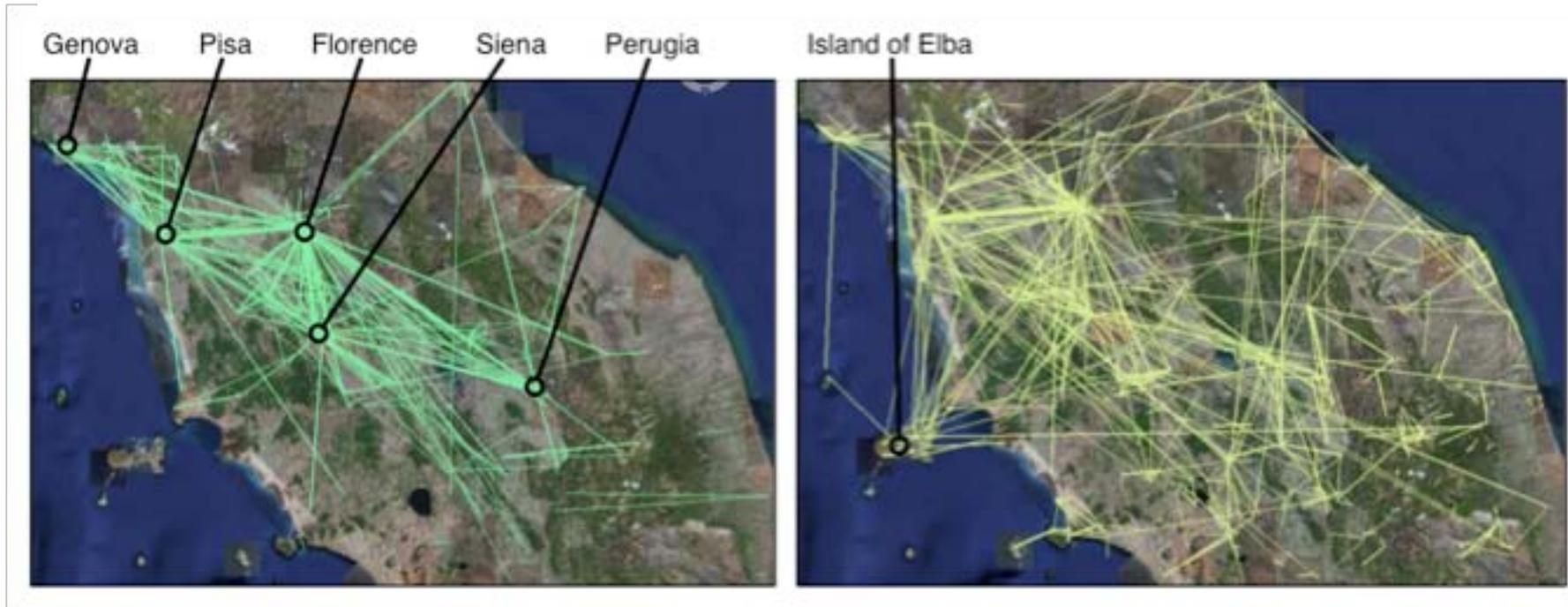
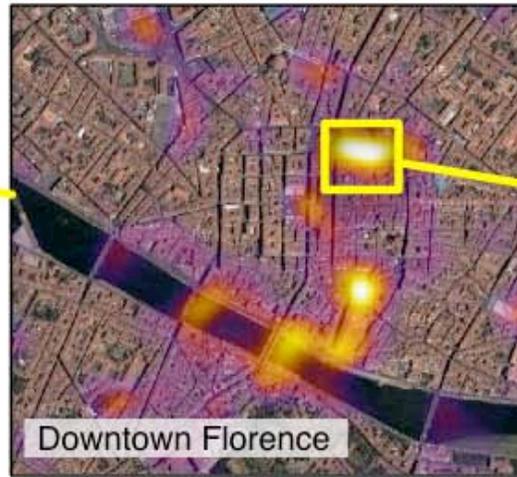


157,620 geotagged items

Sort by: Interesting • Recent

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Empreintes numériques



Valeur de l'explicite

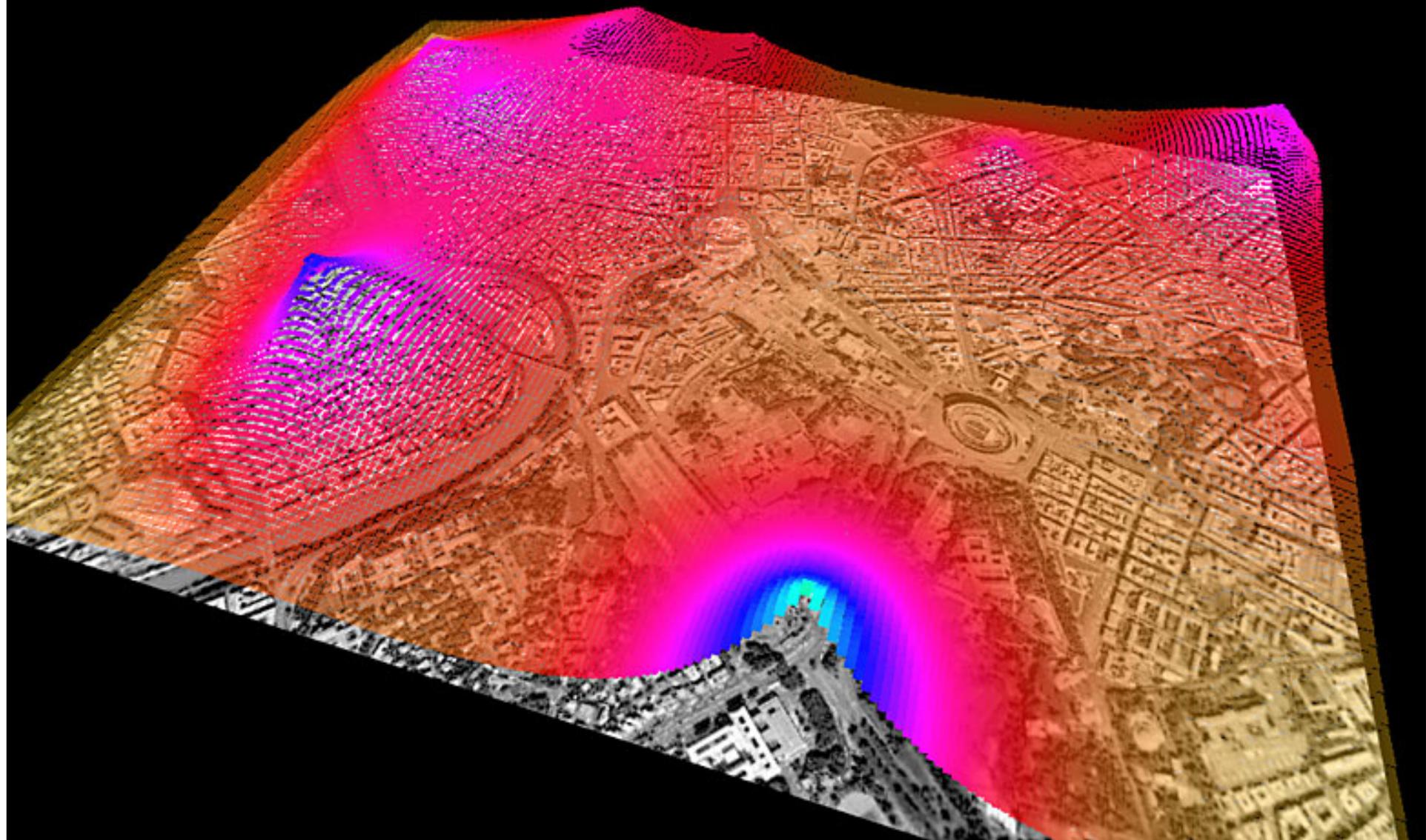


Ombres numériques

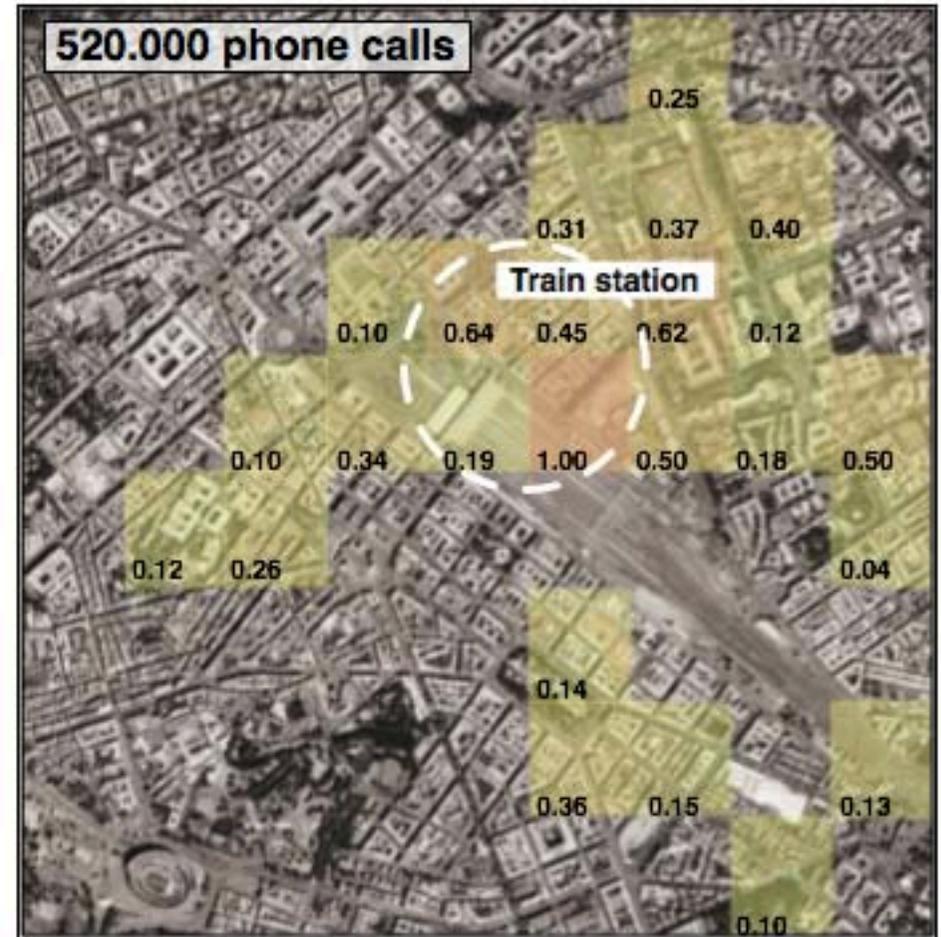
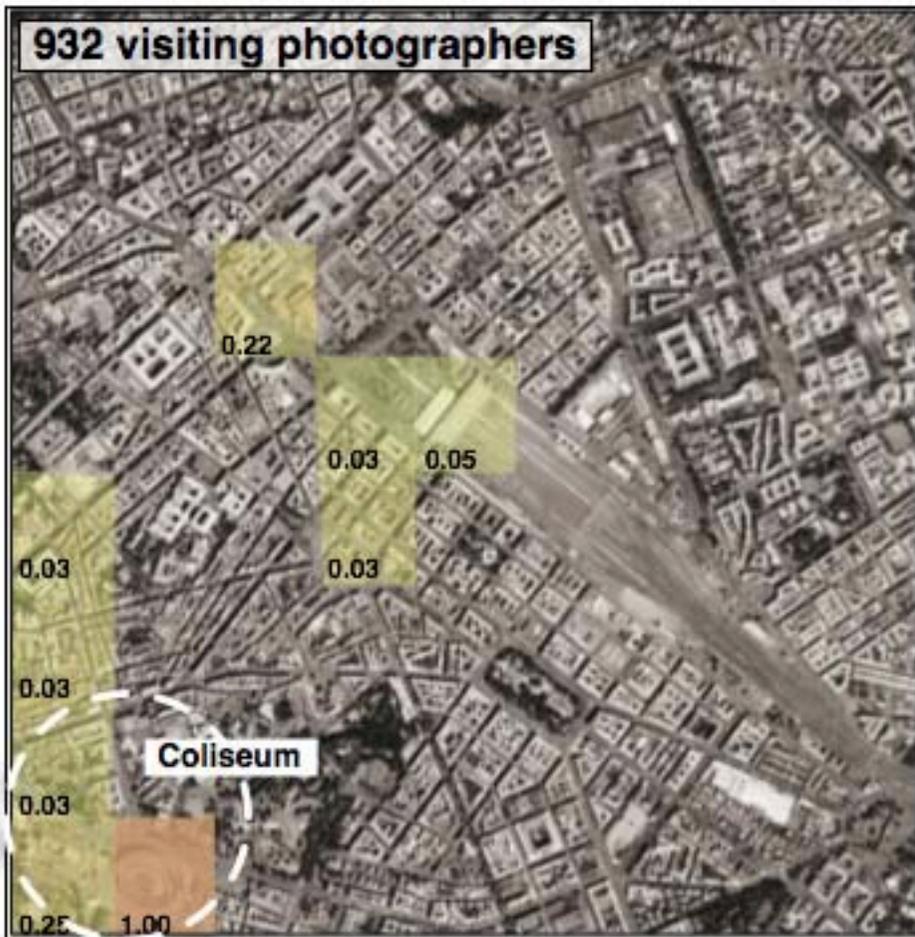
World Cup Final
Cellphone activity in Circo Massimo, Rome
2006-07-09

Second 15-minute overtime period begins
Zidane headbutts Materazzi
Zidane gets red card
Penalty kicks begin
World Cup match ends, Italy 5-3 France

night morning afternoon evening 22:45



Points de vue multiples



Rome, Sept-Nov. 2006

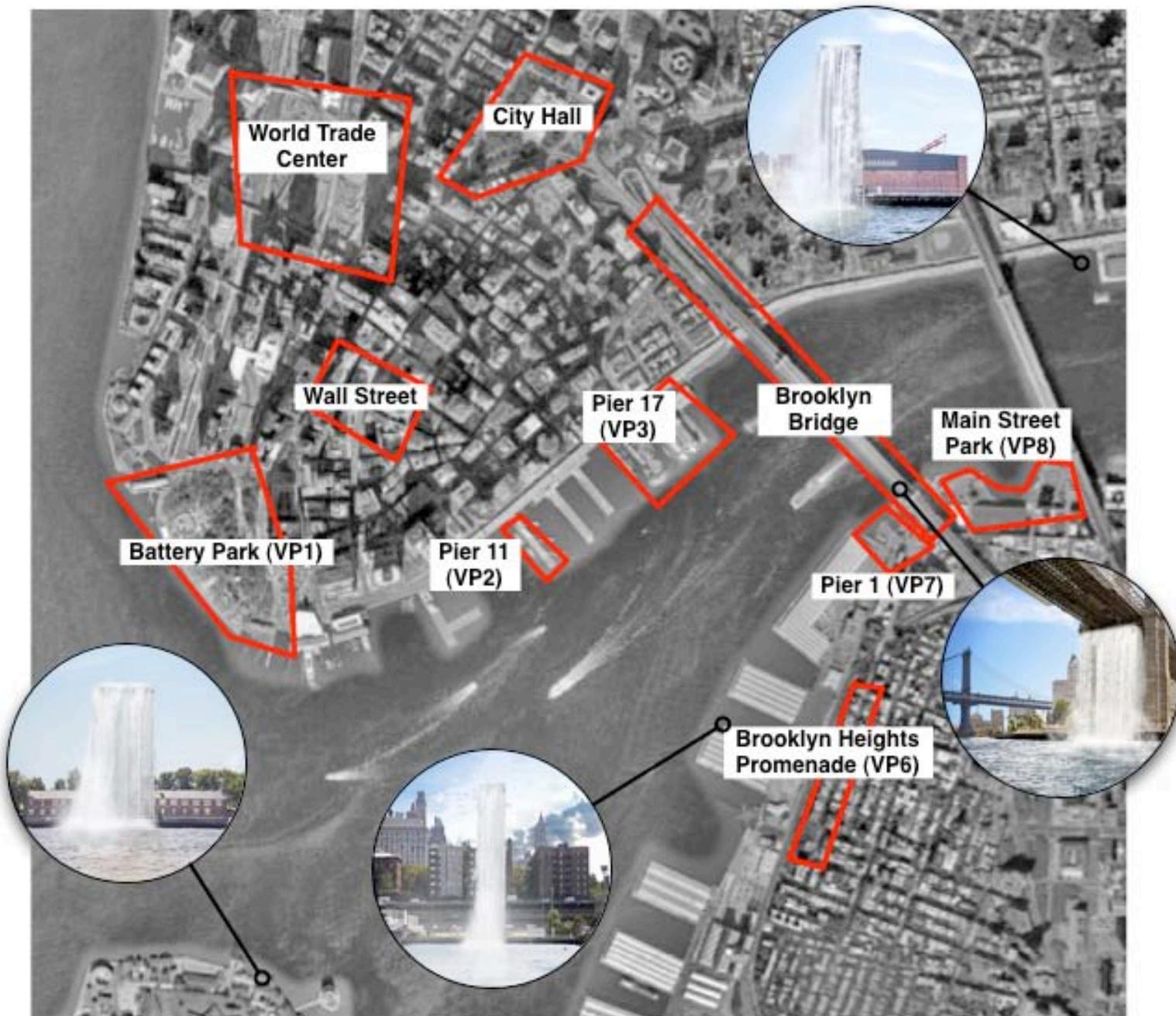


Visualiser pour impliquer



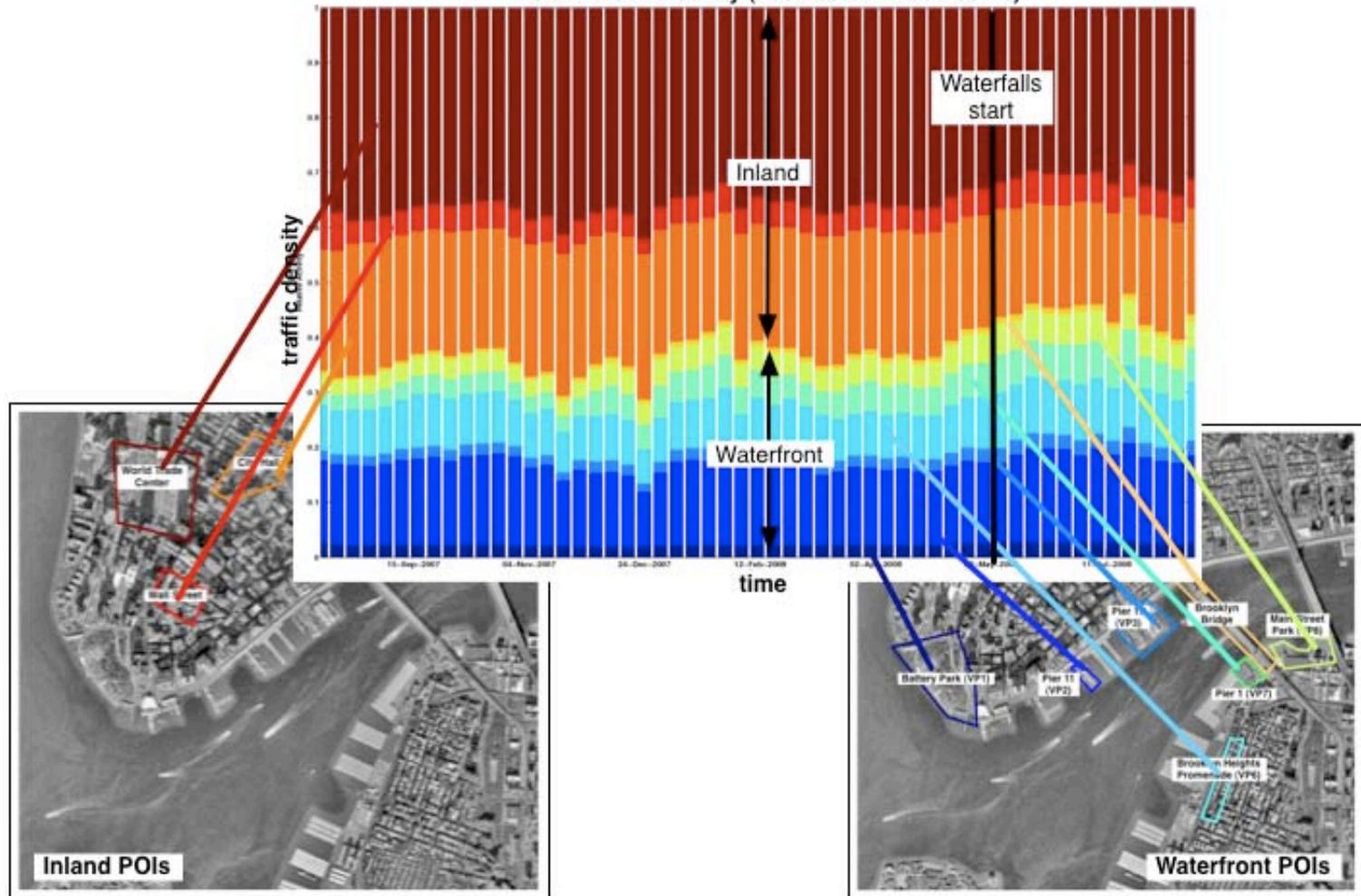
Evaluer des stratégies

art publique comme stratégie urbaine



Capture de l'activité numérique

Relative Call Activity (2007-08-01 - 2008-08-18)



- City Hall
- Wall Street
- World Trade Center

- VP1 - Battery Park
- VP2 - Pier 11
- VP3 - Pier 17
- VP6 - Brooklyn Heights
- VP7 - Pier 1
- VP8 - Main Street Park
- Brooklyn Bridge

Evolution de l'intensité



POI name

PlaceRank

Evolution from previous year

Evolution de la centralité

THE NEW YORK CITY WATERFALLS
The Economic Impact of a Public Art Work



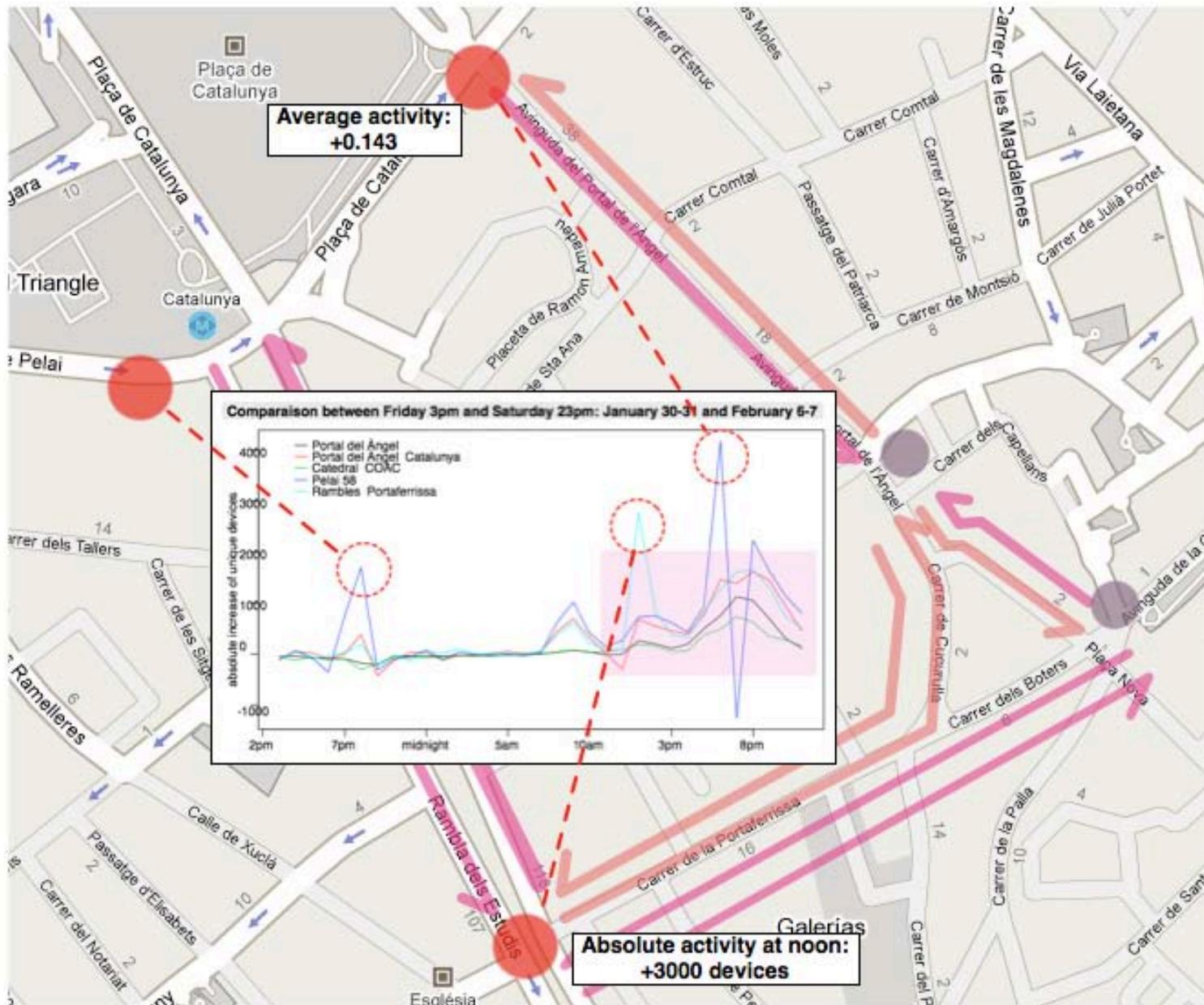
Prepared for
New York City Economic Development Corporation
October 2008
Prepared by Applesseed and Audience Research & Analysis

NYC
Michael R. Bloomberg
Mayor

Intégration dans les pratiques
de la prédiction et adaptation à l'observation et amélioration



Mesurer la dynamique d'un quartier



Impact des soldes



Perspectives supplémentaires

complément au qualitatif: mesurer, évoluer, confronter

El Gran Herinà
Ajuntament de Barcelona

Zona vigilada
en un radi de 500 m



**PUES VA A
SER QUE NO**

Pl. George Orwell

PLACA
DE
GEORGE ORWELL

Vie privée

processus opaque, compromis, “best practices”

Merci!

lift Lab.
fabien@liftlab.com