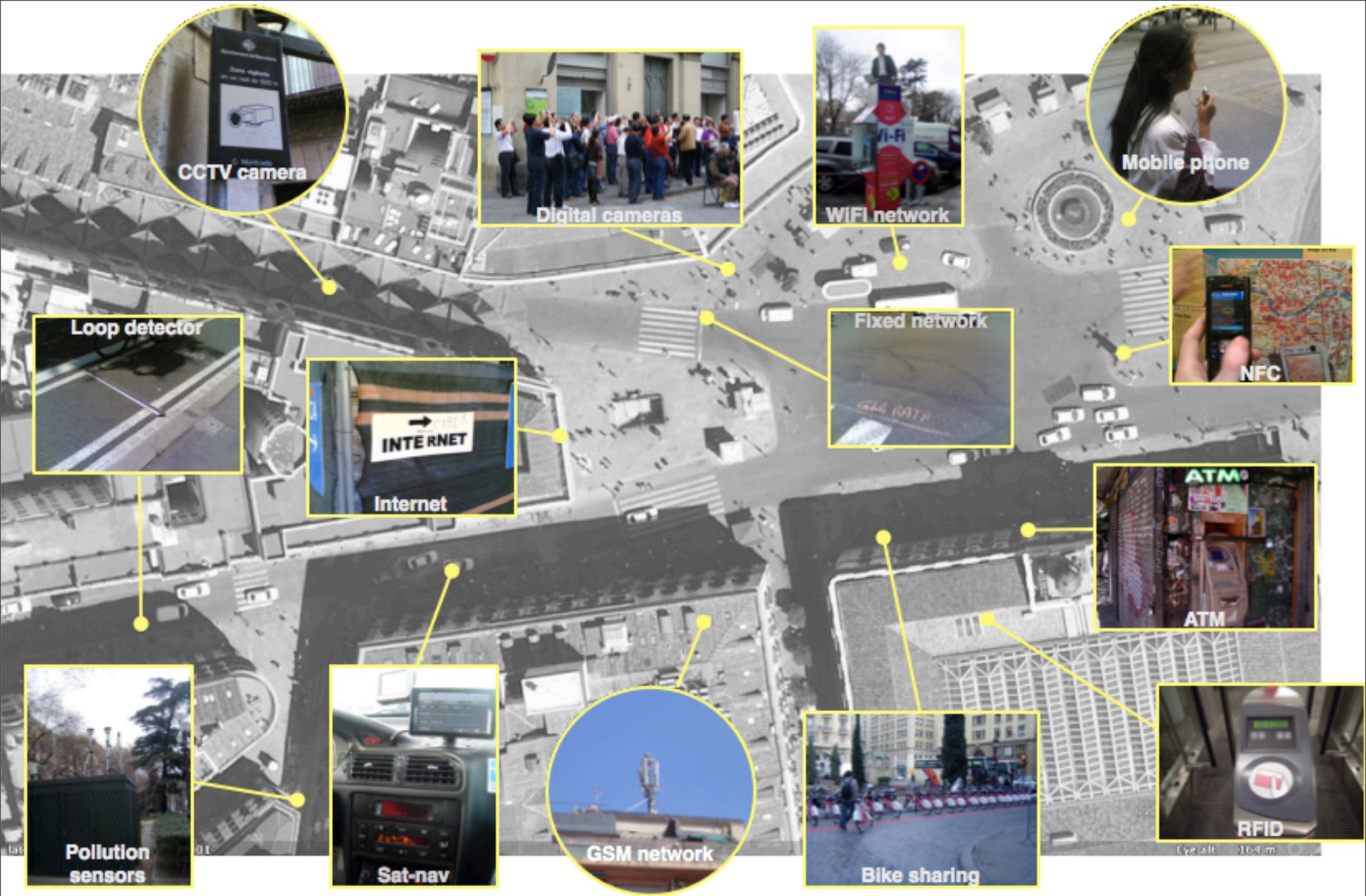


Fabien Girardin
Universitat Pompeu Fabra
MIT SENSEable City Lab

Villes 2.0 & Co
La ville 2.0 existe déjà, on l'a rencontrée
Paris, 8 janvier 2008



nouveaux *acteurs* urbains



Viareggio

Pescia

Pistoia

Montecatini Terme

Prato

Lucca

Capannori

Quarrata

Sesto Fiorentino

San Giuliano Terme

Vinci

Lastra a Signa

Fiesole

Pontassieve

Bagno a Ripoli

Pisa

Cascina

Fucecchio

Empoli

Montelupo Fiorentino

Impruneta

San Casciano in Val di Pesa

Pontedera

San Miniato

Ponsacco

Castelfiorentino

Figline

Certaldo

Montebelluna

(Tuscany)

Colle di Val d'Elsa

Siena

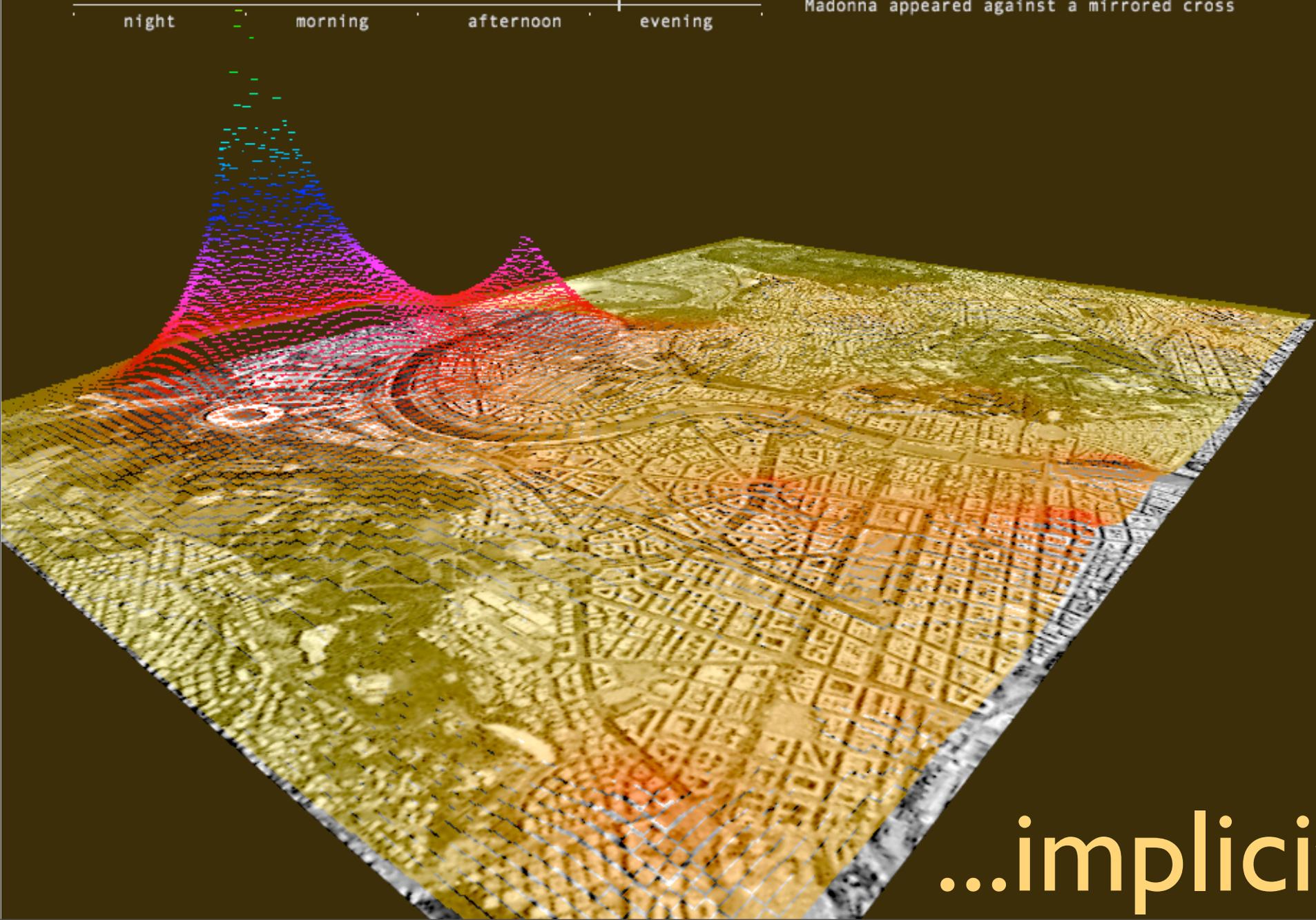


empreintes numériques...

Madonna Concert
Cellphone activity in Stadio Olimpico Rome
2006-08-06

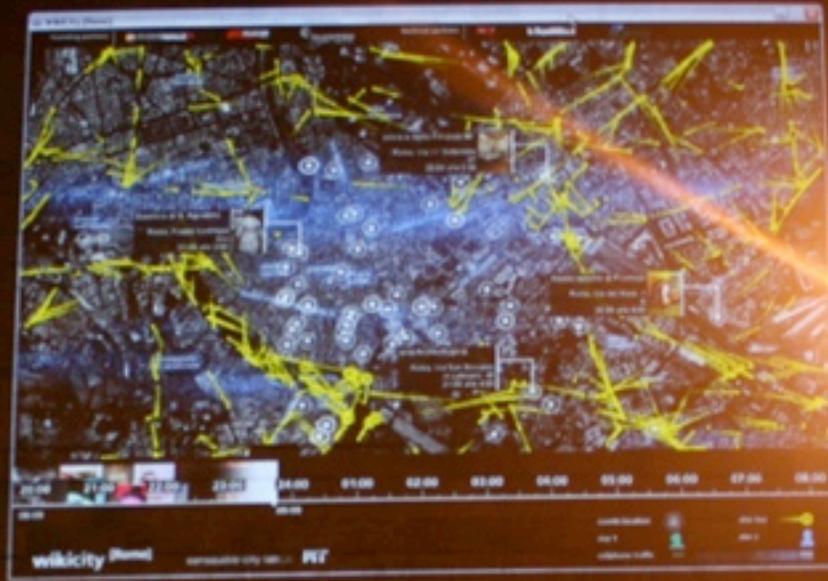
But receives rave reviews from 78,000 in attendance
At Rome's Olympic Stadium
Located about three kilometres from the Vatican
During the song Live to Tell...
Madonna appeared against a mirrored cross

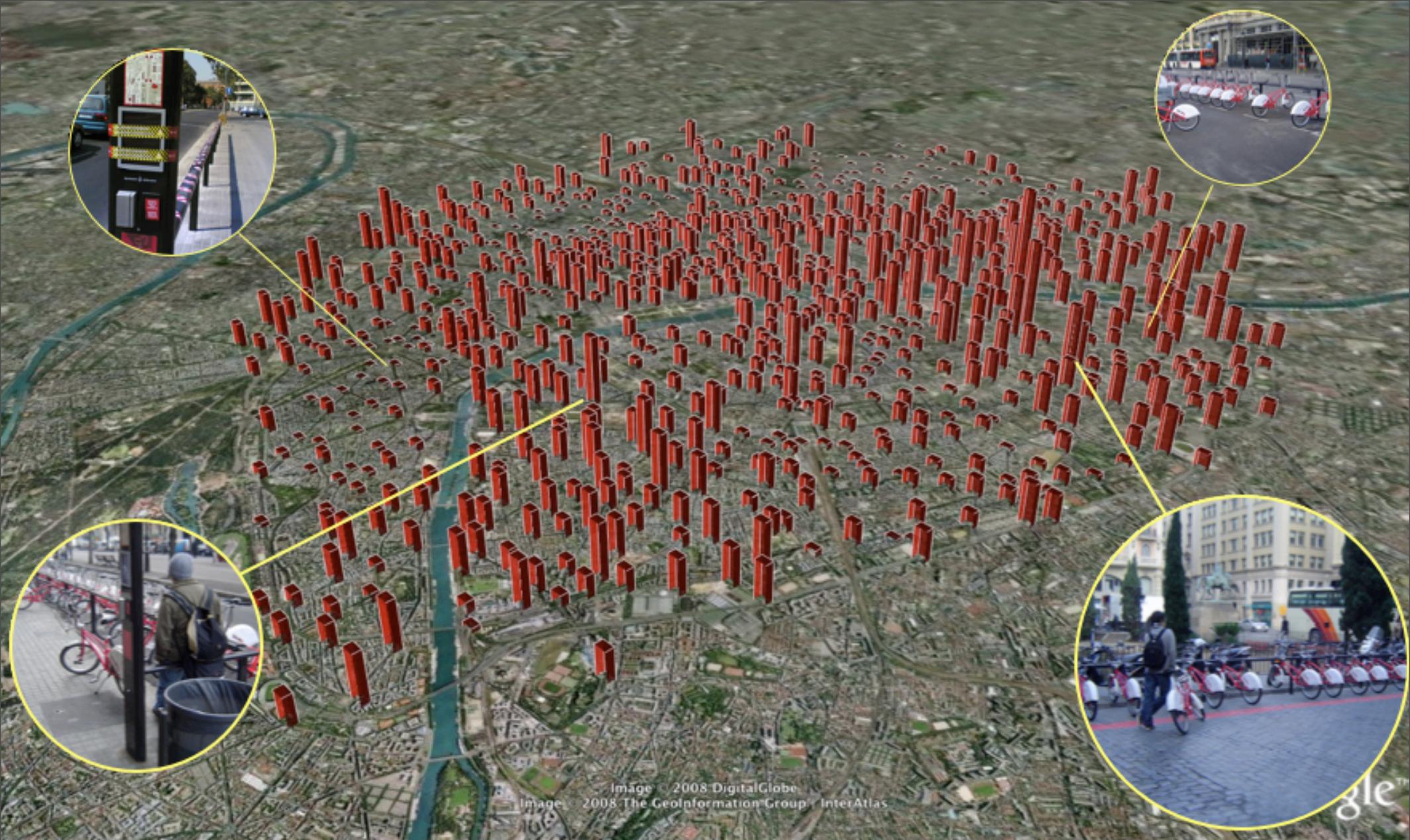
19:00
night morning afternoon evening



...implicites

boucle d'auto-régulation

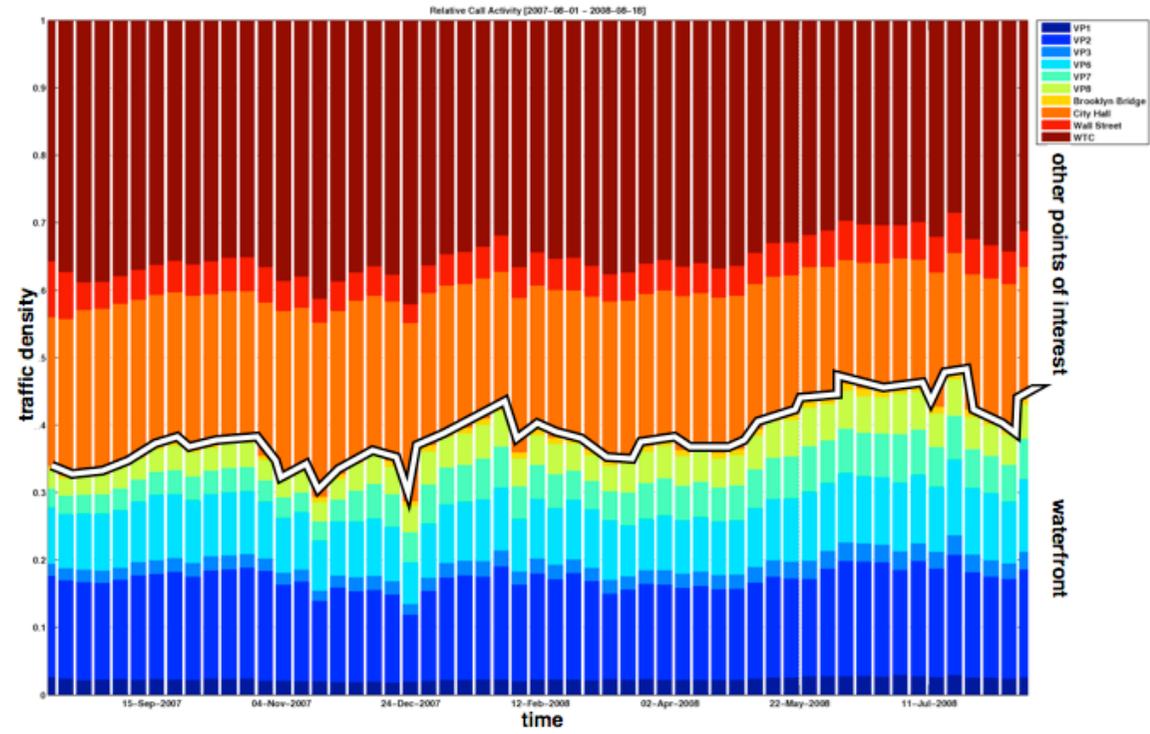




évaluation *post-occupation*



**urbanisme basé sur des
évidences**



indicateurs d'attractivité

+ traces numériques

+ cartographier l'invisible

+ évidences and indicateurs de la vie urbaine

+ citoyens, autorités, fournisseurs de service

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