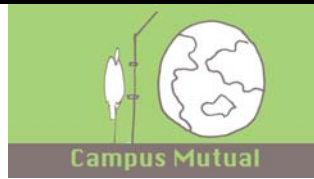




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Urban sustainable street furniture integrating campus's information

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PARTNERS:

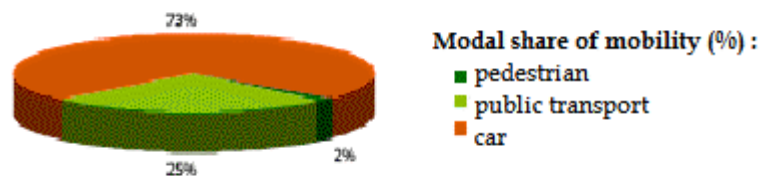


Context

The prototype of street furniture is an answer for the Cité Descartes campus issues.

Our campus is located 20 minutes to Paris center. Built in the 70's, French government intended to create a competitive area in the East of Paris. Well known for Disneyland Paris, it welcomes 15 millions visitors a year. It's also a large economical center with 7000 companies providing 127000 jobs. About 15000 students study in the 18 higher education institutions and 50 laboratories.

Mobility on the Cité Descartes campus



However, the campus challenges urban planners. In terms of sustainable development the campus is out of date. In the 70's, car was a sign of modernity. The town is not meant to be practical for pedestrians. The rate of car use is huge (72%). Urban sprawl is a hazard for environment and for human quality of life.



Pictures of Cité Descartes - Manon Richerme

We can expect change thanks to the Grand Paris. This transport project intends to change the Parisian region in next 30 years. Cité Descartes is one of its priority areas. The current project redesigns the priority given to the car to enhance soft mobilities. The main objective is to reduce pollution. Our project will participate to this challenge changing the mobility practices.

Objectives

In order to conceptualise the street furnitures, we analysed the students' needs in our campus:

- Lack of dynamism in student life : the street furniture will enhance connection between students from different universities and between students and professional world
- Lack of information : the street furniture will provide schedule, location of practical services, itinerary for transport
- Lack of sustainability : our project will offer information about public transport, carpooling in order to build a walkable city

We'd like to create a participative prototype before the conception in order to propose a collective project.

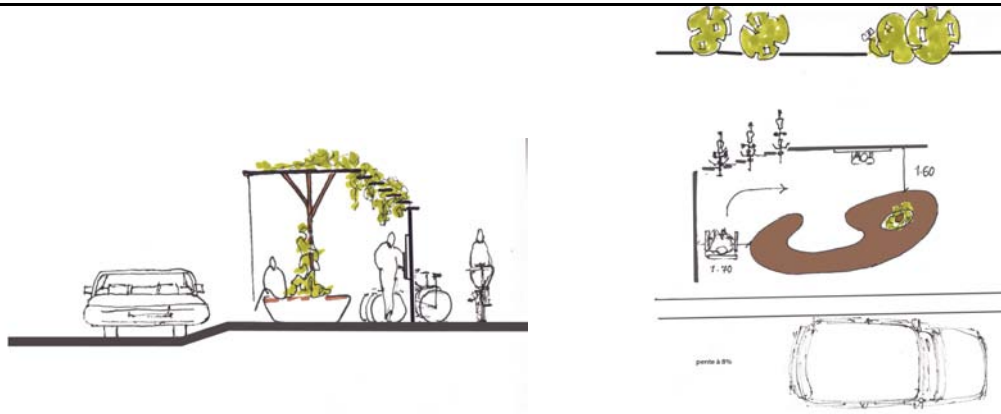
Description of the project

Interactive mapping

Thanks to interactive maps, users will locate and calculate itinerary of educational buildings, shops, services and firms. Temporary events would be located thanks to an updated map. A notice board would offer to place an advertisement with a smartphone application.



Our urban furniture is different from a bus shelter or a terminal information. Its interactive furniture must attract by providing urban services : dropping your bike, waiting for a carpool, downloading music, using mail relay, placing an advertisement for a share flat or a student party.



Urban furniture by Roshanak Naderi

TIC

The users would have two way to access to the information :

- a multi touch screen
- a downloadable application thanks to near field communication technology.

The information platform will be lodged on a website the urban furniture provides thanks to a limitative server.

Governance

We had already negotiate with local partners to elaborate a governance. The data would be provided by the city GN (national geographic institute), the university and economical agencies.

The fund would be allocated by the hub of research and teaching. The installation would be assumed by the urbain town planning company.

The agency will update the data.

Our project interest institutions because it represents a way to mutualize communication.

Results

We are at the very beginning of the project. The interest of our project has been recognized by a student challenge we ran, awarded by the “sustainable local rooting” prize.

After a governance meeting we will organize in May, we will start the conception of a prototype. We plan to entrust a junior firm (JINU) with an urban study mission. A company specialized in web use study will realize the co-conception phases. Vertigeo – an other junior firm - will realize interactive maps and web mapping. The town will manage the street furniture installation. **Depending on the result of the prototype use, we will develop the project all around the campus and, why not in some other campuses!**