



WHY?_

Cities are not only the space configured by buildings, but also are a living organism, made by active cells, working in many different layers. Isolating the human approach of it, the only way to improve life, from an urban perspective, is to focus and catalyze activity and the linkage with the place and between the individuals, making a sense of community.

WHAT?_

To involve people in public space, it has to be more than a simple place, should offer structures that make possible to improve the living standards in many different fields as contact with nature, social interactions or a come back to play. Therefore, looking for this, we propose the city as a **playground**.

HOW?_

We suggest some tools for stimulating and encourage Ginza society, characterized by an evolutionary history, to go outside and enjoy their public space. Nevertheless, these are universal tools, based on a 3 step process:

IDEA > ACTION > REACTION.

Nowadays, we also should implement high technology ingredients, to promote this cycle.

If we want an active society we have to give them the proper tools, the basic ones are **COMMUNICATION** and **CONNECTIONS**. A playground is a place full of activity, everybody knows what is happening in every place, to bring this to Ginza, is necessary an APP in which every single person can upload his ideas. But not only that, if we want the street as the place to enjoy, it will be necessary to take control of the city flows, everything has to be connected.

Using projection mapping this people-events will be shown around the city, also as previous adverts, spreading the ideas. But not only the ideas, also streaming the events using drones as video cameras, so people can easily know what is happening in the surrounding area. Using artificial intelligence it is possible to offer each one their own preferences and keep the peoples' interest. Means of transport are also involved, linking self driving cars to this GinzaApp means that when an event has a huge audience, or if one of them will need more space that pedestrian way, cars will choose another route, lent space to the people. These are few examples of concrete applications using new technologies for improving DIY Urbanism, focusing on the people. New ideas will come to build this network and this place like a future district created by everyone.

This project enhances people activity outside, in the public space of the city, as it was a playground. Hence we propose creating a district-network in order to connect and make easier the communication between people, promoting spontaneous actions, making possible anonymous ideas become true. Nevertheless, it is not only a social network, it looks for a global connection between people and the city, using technology tools. Therefore, these items will be implemented in the network: when somebody posts an idea, people may join and it becomes an action. Using drones, the event could be streamed and previously announced using virtual reality or project mapping. Also, they can get information about the audience, so in case it needs more public space, traffic could be redirected by using self driving car technology. These are only some examples, but there are many others, that will come with technology evolution and Ginza requirements.



GinzaApp workflow



Post your idea



People join



City adapts

Helping to develop it:

Advertising idea
Generating traffic-free space
Streaming idea