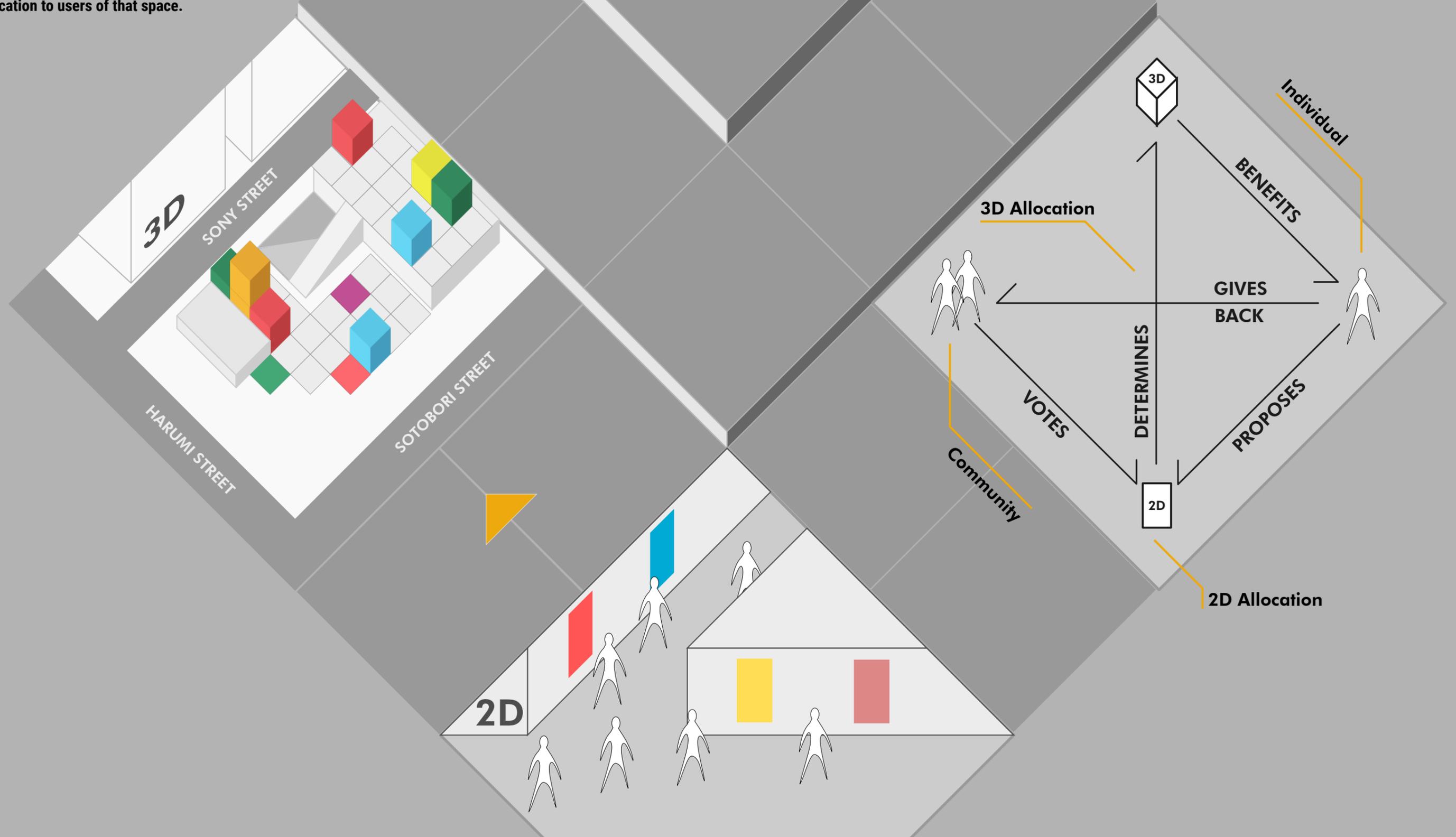


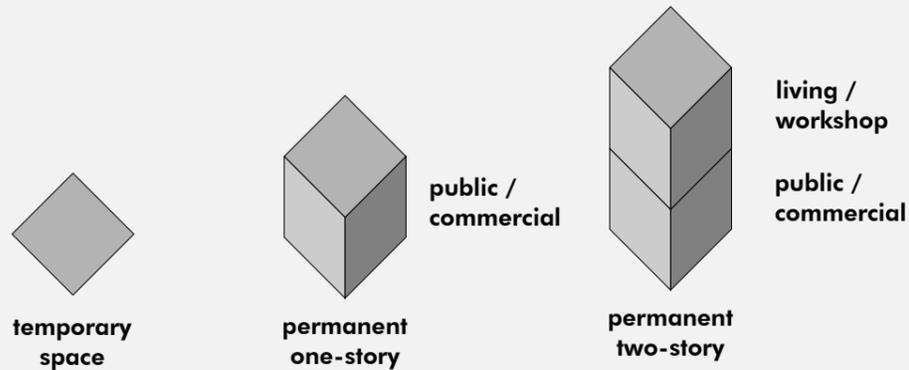
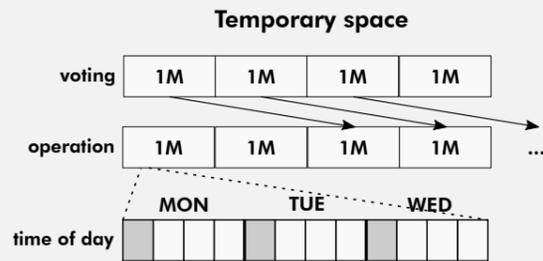
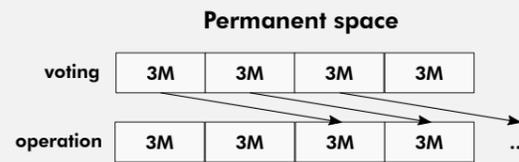
2/3 is a democratic solution to the problem of allocating space in urban locations to initiatives beneficial to the community. A selection mechanism based on two stages (2D -> 3D) is embedded in the physical space of Ginza Sony Park in Tokyo. Individuals or groups who apply to use the available space, submit a visual presentation of their proposal. Proposals are screened on flat surfaces (2D) in the vicinity of the Park, in a way which ensures a fair exposure of all ideas to passers-by. A voting system enables people in Ginza to express their support for the proposals. An automatic algorithm allocates the available space (3D) to the top-voted proposals, while satisfying use type and schedule constraints. The system enables young entrepreneurs, artists and activists to gain presence in a prime urban location, while shifting the decisions on space allocation to users of that space.



1 SUBMISSION

A special **committee** overlooks the voting process. It checks the submitted proposals for basic criteria, for example that the proposal is suitable for all members of the community, or, if it is submitted by a business, that the business is not a large company.

The committee establishes the **division of space**. There can be both **temporary** and more **permanent** spaces to apply for. These always have two separate rankings. Permanent spaces have a voting period of 3 months, after which the winners have a 3 months preparation period, followed by a final 3 months where they can use the space. Temporary spaces have a shorter, one month cycle. In addition, people apply for temporary spaces by specifying days of the week and times of the day when they would like to use the space, allowing for varied uses of the same space throughout a single day.



The use of **modular architecture** enables easier scaling to other locations. The standard, one-story permanent units are suitable for small businesses or other activities, e.g. art exhibitions. The inclusion of a **two-story unit** allows for setting up simple, **temporary accommodation** or an artist's **workshop**. This is potentially very useful for individuals having to commute long distances to their place of work. However, it is not intended as permanent accommodation.

Submission elements:

- type of space required
- operation time required
- proposal type
- visual presentation

Potential uses of space:

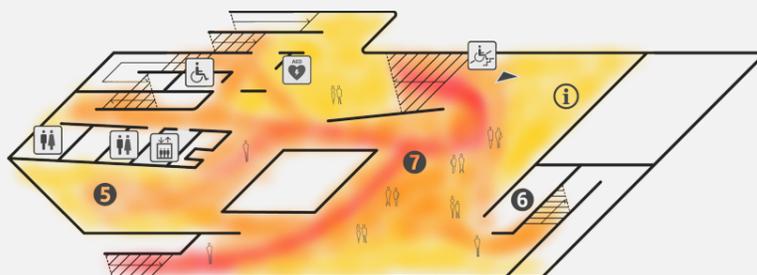
- fast food
- artist in residence
- playground
- language classes
- street musicians
- art gallery
- cinema

2 2D ALLOCATION

Interactive **screens** are located around Ginza Sony Park, on flat wall surfaces.

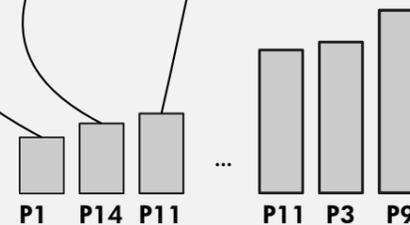
By installing pedestrian **traffic sensors** in the location, it can be estimated how many people passed by each screen at any time. The 2D **allocation algorithm** aims to continuously allocate screen space to proposal presentations, so that the exposure of each idea remains approximately equal.

Ginza Sony Park - B1 floor plan hypothetical pedestrian flow heatmap

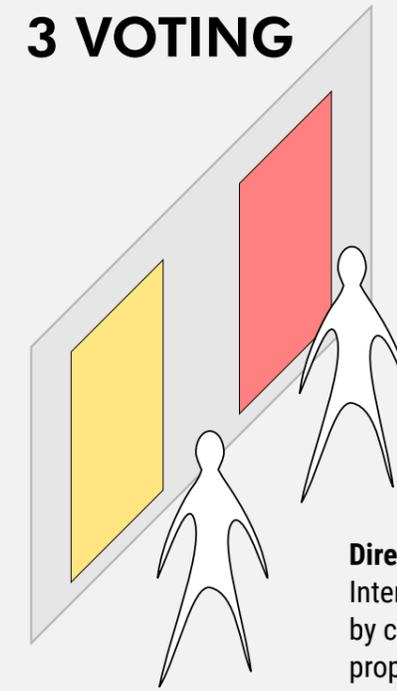


	Now					
Screen 1	proposal	P1	P21	P9	P18	?
	exposure	101	113	215	78	
Screen 2	proposal	P17	P2	P5	P10	?
	exposure	101	310	143	99	
Screen 3	proposal	P4	P15	P11	P3	?
	exposure	120	257	103	61	

Total exposure of each proposal so far



3 VOTING



Direct voting
Interested passers-by can vote on the proposal directly by interacting with the green VOTE button

Example 1

Fast food
3 months

Example 2

Live music
3 hours daily

Indirect voting
Proposals can gain votes when passers-by use the QR code to access services related to the proposal through an external website like food delivery, music streaming, online shopping

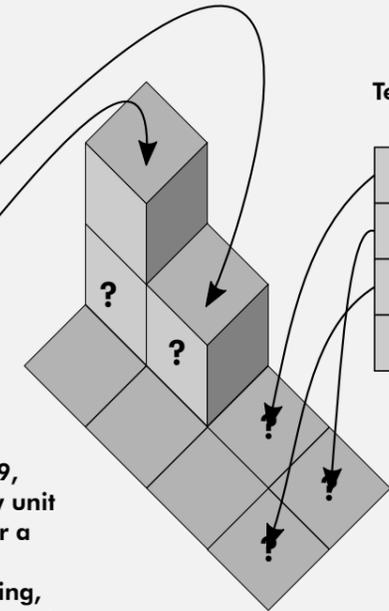
4 3D ALLOCATION

Permanent - ranking

P9
P2
P11
P15

Temporary - ranking

P10
P12
P13
P20



The top voted proposal, P9, does not get the two-story unit because it only applied for a single-story one. The next proposal in ranking, P2, applied for a two-story unit, which is allocated to that proposal.