Yard 9

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About us

As one of the world's largest professional services providers Yard 9 offers its customers and partners over 30 years' experience in the field of strategy, concept, product, brand and service & policy development.

We distinguish between five stages: thorough reframing, original concepting, desirable styling, hard-core engineering and appropriate retailing.

With over 140 professionals we manage the entire process from concepting and ideation to strategy and policy and from engineering to prototyping and production support.

About me

Marcel Vroom M.Sc

Founder / Managing partner of Yard 9

Graduated Industrial Design Engineering, Delft University of Technology.

Responsible for the output of the company, working for clients in multi-disciplinary project teams as well as embedded in corporate project teams.

During the last 30 years many of my professional and consumer products have been rewarded with awards for outstanding design.

In 1995 received the Kho Liang Ie award, the most prestigious design career award in the Netherlands.

ahrend

PHILIPS

DSM
BRIGHT SCIENCE. BRIGHTER LIVING.

ING

Sara Lee

YAMAHA

HEWLETT
PACKARD

ThyssenKrupp

pininfarina

Haier

RICOH

ASML

Steelcase Strafor

SIEMENS

Miele

Kimberly-Clark

Honeywell

DELL

Heineken

KLM

Nestlé

GE

Unilever

LOUIS VUITTON

AIRBUS

vodafone

NITROCARE

BANYO · MUTFAK · EV · ESSE · YASAM

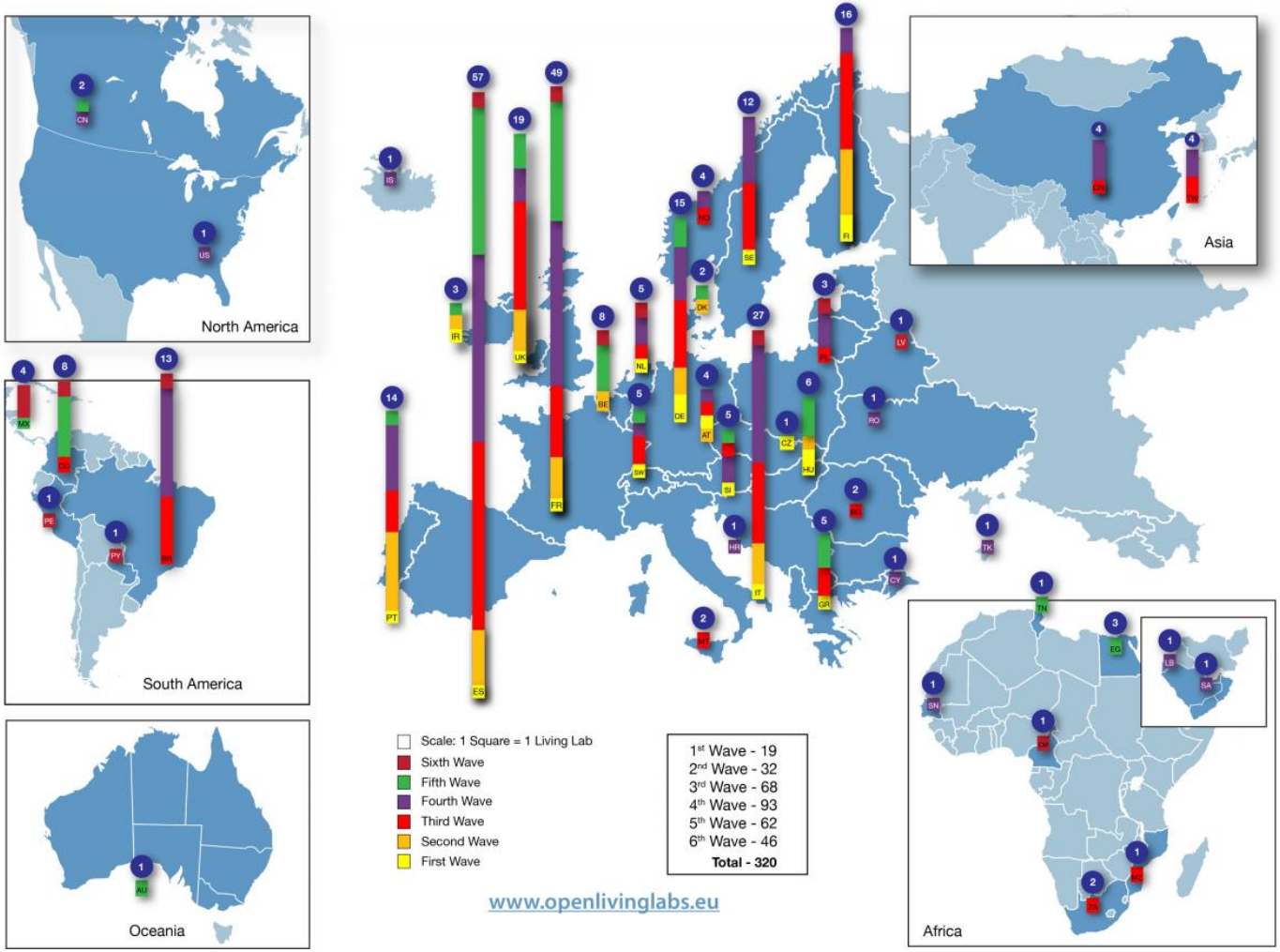
arçelik

Otokar

mey

EMBARQ
Türkiye

Liveable cities = Smart cities


North America
South America
Oceania
Asia
Africa
Scale: 1 Square = 1 Living Lab
Sixth Wave
Fifth Wave
Fourth Wave
Third Wave
Second Wave
First Wave
1st Wave - 19
2nd Wave - 32
3rd Wave - 68
4th Wave - 93
5th Wave - 62
6th Wave - 46
Total - 320
www.openlivinglabs.eu

BIG data

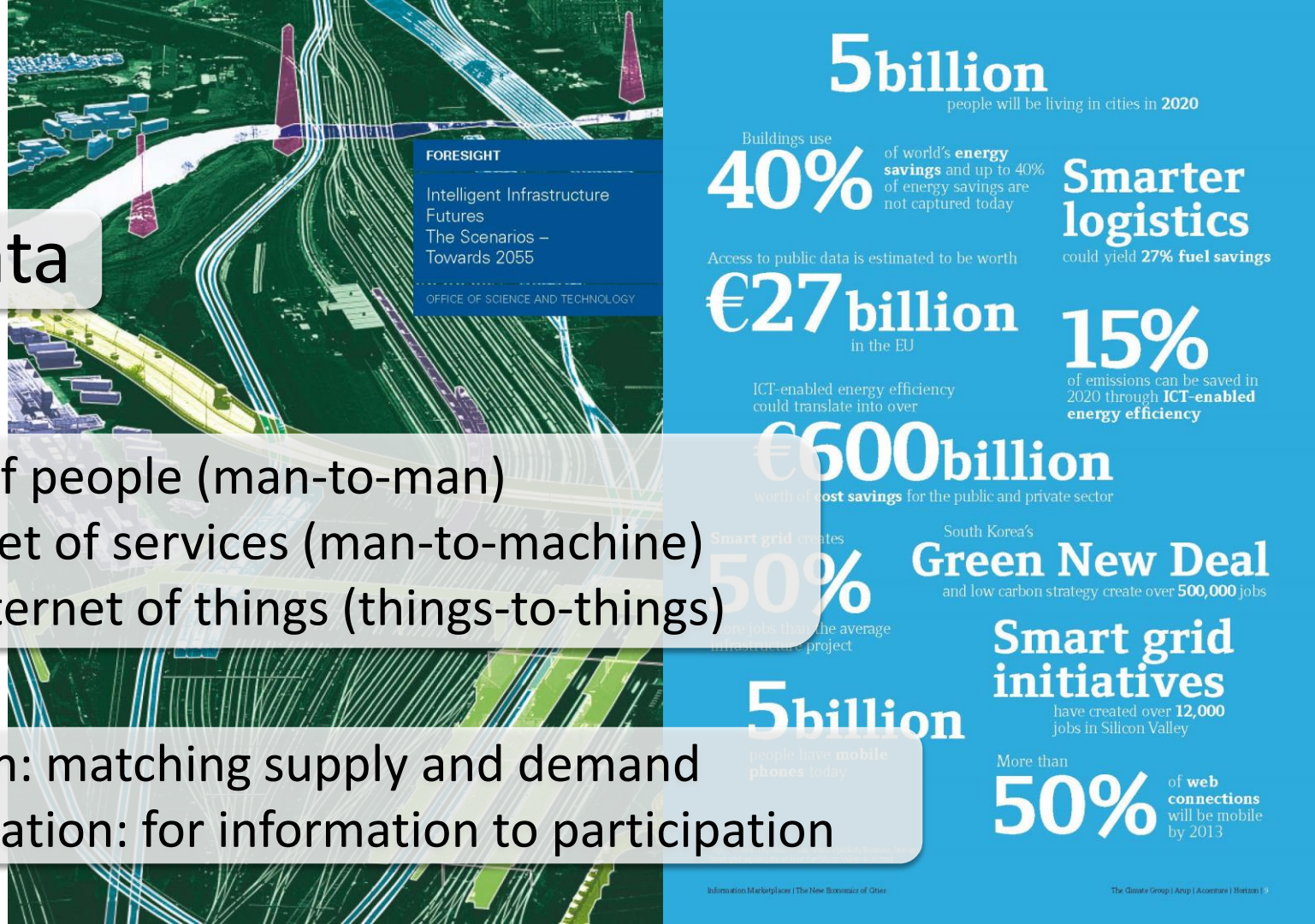
Internet of people (man-to-man)

Internet of services (man-to-machine)

Internet of things (things-to-things)

Interaction: matching supply and demand

Transformation: for information to participation



Liveable cities > Smart cities

Liveable cities < Smart cities

Liveable cities = Smart cities

15. Path taken by a woman in a shopping mall whilst talking on her mobile phone. Courtesy of Horst Kiechle.

James J. Gibson

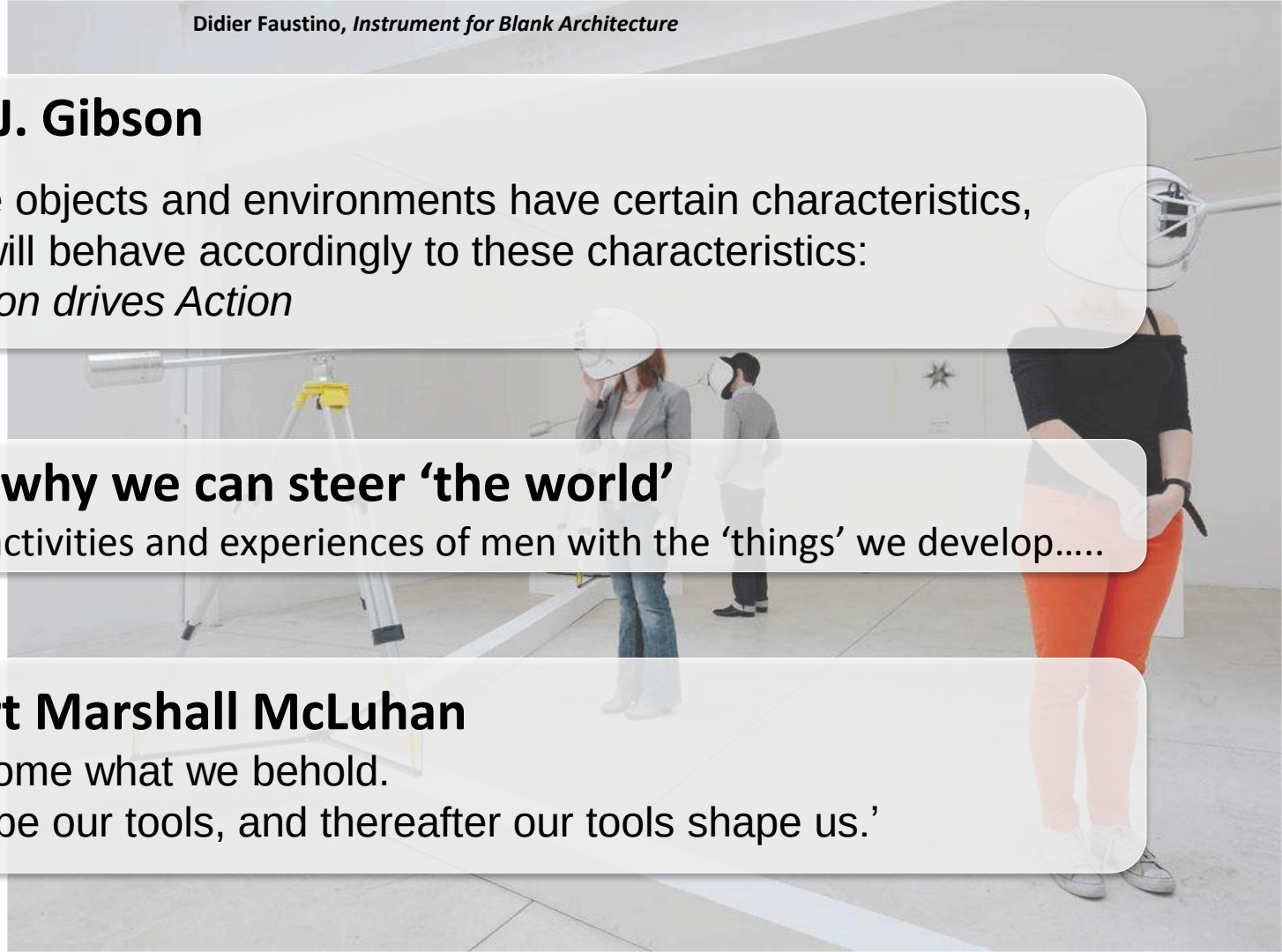
Because objects and environments have certain characteristics, people will behave accordingly to these characteristics:
Perception drives Action

That is why we can steer ‘the world’

as in the activities and experiences of men with the ‘things’ we develop…..

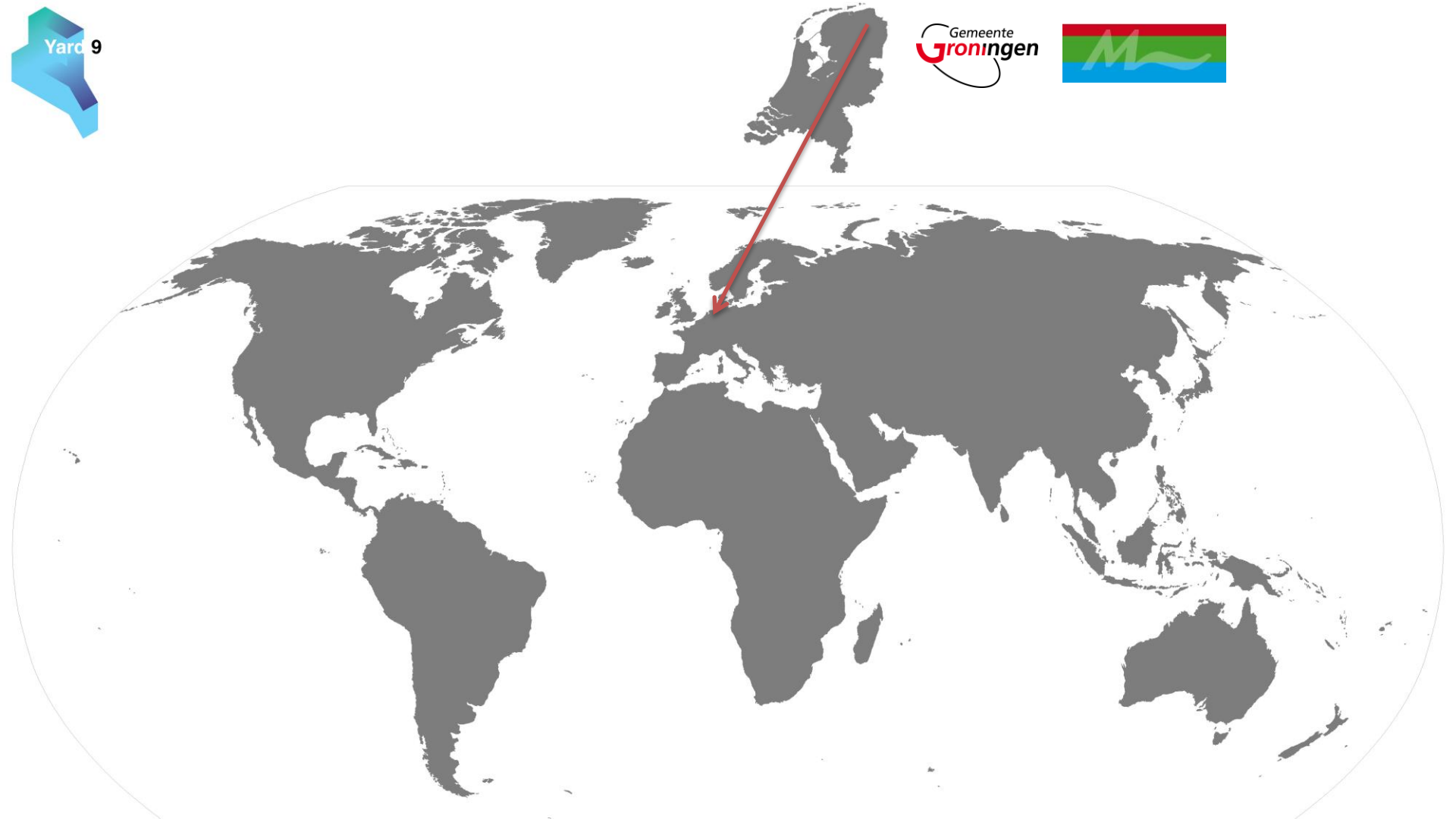
Herbert Marshall McLuhan

‘We become what we behold.
We shape our tools, and thereafter our tools shape us.’

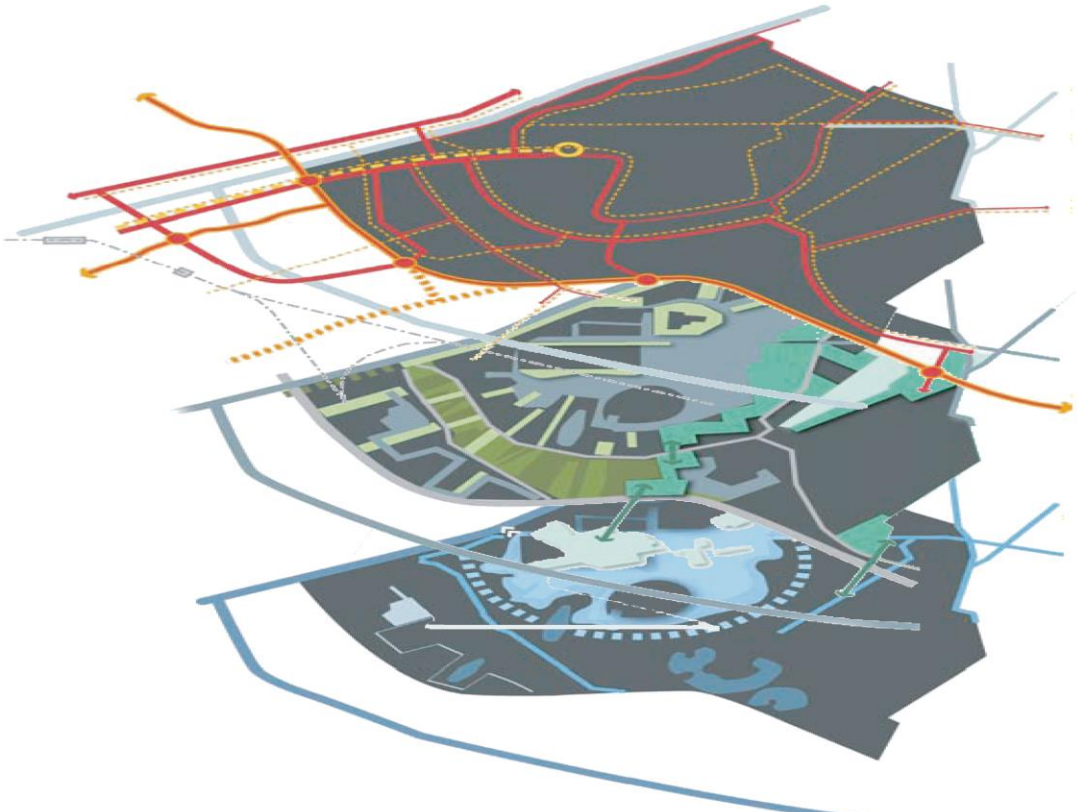


Liveable cities > Smart cities

Meerstad (Lake town)
The Netherlands



Infrastructures

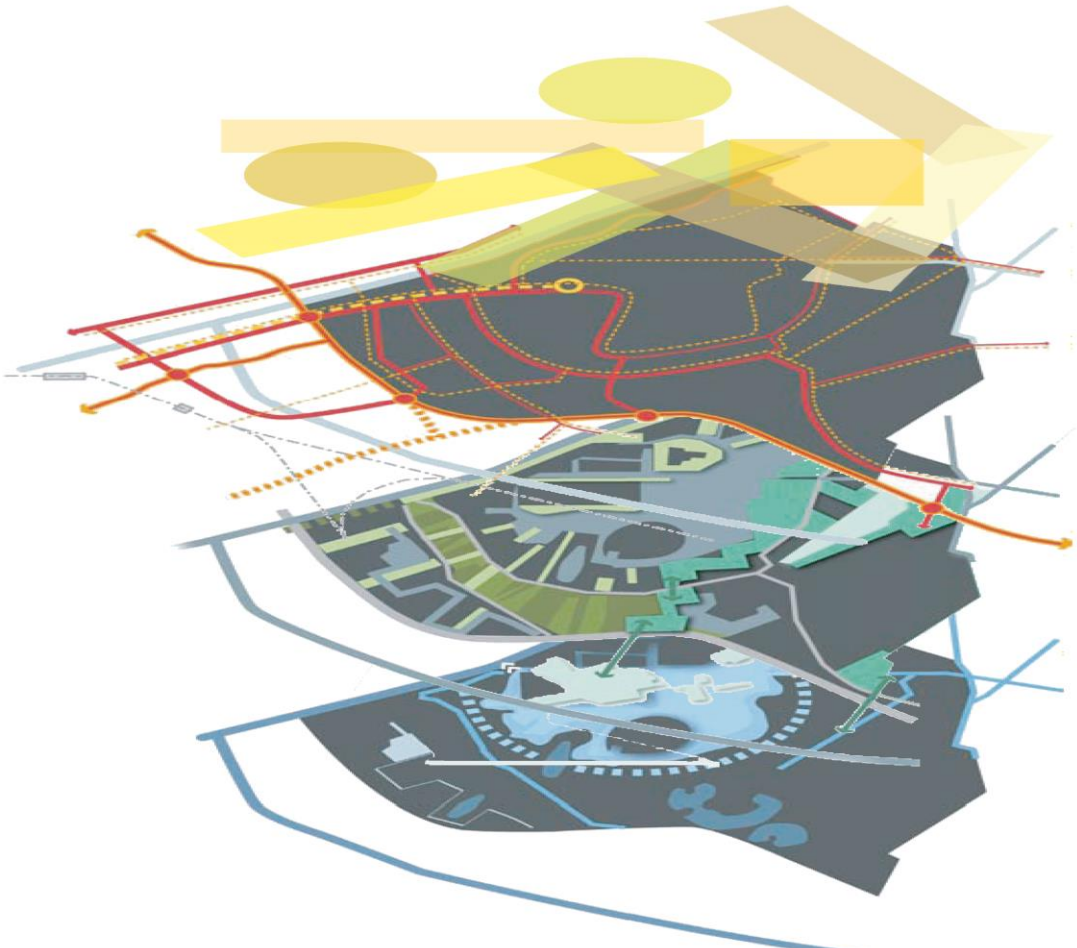


Transport

Ecology

Water

Infrastructures



ICT

Transport

Ecology

Water

WORK BALANCE
Work and living: a new way of working
40% stopped working on a fixed spot
House: increasing importance for work
full-time home-working
part-time home-working
mobile working
Living outside the city (increase since 2010: 0.6% per year)
Passenger growth of 25%
Freight transport is growing by 40% to 80%
Intelligent building
automation
robots
laser, GPS
Remotely controll
Digital, wireless, f
WORK B
RESPONSIVE PLANNING
Cities will be largely self-sufficient
Mobility will be reduced
Further urbanization
Much attention to the relation of neighborhoods and surrounding areas
New dynamic structures
Respond to use and load, on supply and demand
Investments: mi
Ubiquitous loca
Redesign and re-classifi
Government and res
Monitoring
Output i
Database of a
PRIVATE PUBLIC
The impact of information and communication technology on public space
Center is the social infrastructure
e the property of their residents
ership of public space
of goods and infrastructures
sts and responsibilities
SOCIAL SHIFTS
Working and living: a new way of life
Increase of leisure time: 40% in 2010 > 65% in 2030
Share of entertainment: 20% in 2010 > 30% in 2030
Entertainment: more interactive
Social contacts: 10% in 2010 > 20% in 2030
40 % of working on a flexible location
Local spendure of leisure time and social activities
More activities take place outside
More leisure time thro
SOCIA
ENERGY TRANSITION
ble society
Recycling, reuse and energy recovery
sources
Energy management and e-commerce
energy
Greenspaces and residential ecospaces
plier
Water management and water technology
artgrids: more than 50% of household electricity
th solar panels
Biogas: by local gas distribution
l online marketplaces
Efficient transport, delivery and billing
energy output
ITIONS
SMART FLOWS
Infrastructures are optimally adapted
Efficient transport of data, people, goods, energy, waste
Outside the city live (0.6% increase from 2010 per year)
Underground transportation of products, food and waste
Electronic identification and verification
Companies and products inform consumers
d, monitored, measured
- 80%
LOWS
HYPER LIVING
Free room house: open and flexible, with a single core
Machines connected to central facilities
Alarms and communication
The house is energy supplier
16% of homes: solar panels
Intelligent systems are ubiquitous
Eliminating imperfections
Energy savings, reduction of harmful emissions
37 screens, multiple home offices
Private TV channel
Industrial, flexible, intelligent
€ 40,000 to ICT (5x as much as today)
Every 10 years rebuilding
Medical assistance at home
Internet shopping, online services, remote maintenance
Contact via internet
HYPER LIVING
LOCAL TR
portant than ownership
onic payment
important technical infrastructuren
ment and payment
space
ectronic data aquisition
The house will be energy supplier
Fully automated electronic commerce
Average age is 85 years: caregiving
ouse for commerce and energy management
ore than 50% of household electricity supply
Public electronic commerce
Virtual communities
LOCAL TRADE
URBAN FARMING
Large scale and micro scale agriculture
Greenspaces and private ecospaces
18% of houses: a kitchen garden or small glass house
• in the garden
• on the foof
• along public roads
• in the parks
• artificial soils
• vegetable and poultry
• optimalized plants
• water culture
Internet marketplaces and bartering
Biogasses: local distribution via the gas network
Efficient transport, delivery and payment
URBAN FARMING
PERSONAL S
housing
rhood and at home
and flexibel, with a fixed core
ch fresh air, free of allergens
communication functions
th special layouts
personal responsibility
Technology is helpful
Information concerning health
Healthcare: decentral
Medical assistance at home
Healthcare outside of hospitals
PERSONAL SPHERES

Liveable cities < Smart cities

Skolkovo

Russia

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Sk Skolkovo

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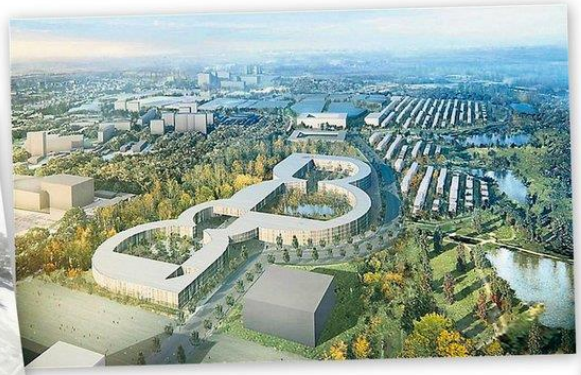
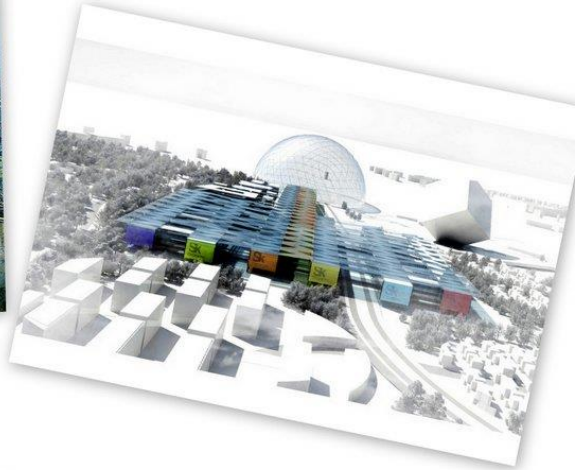
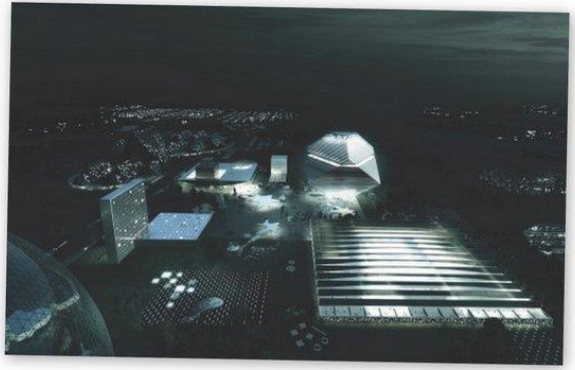
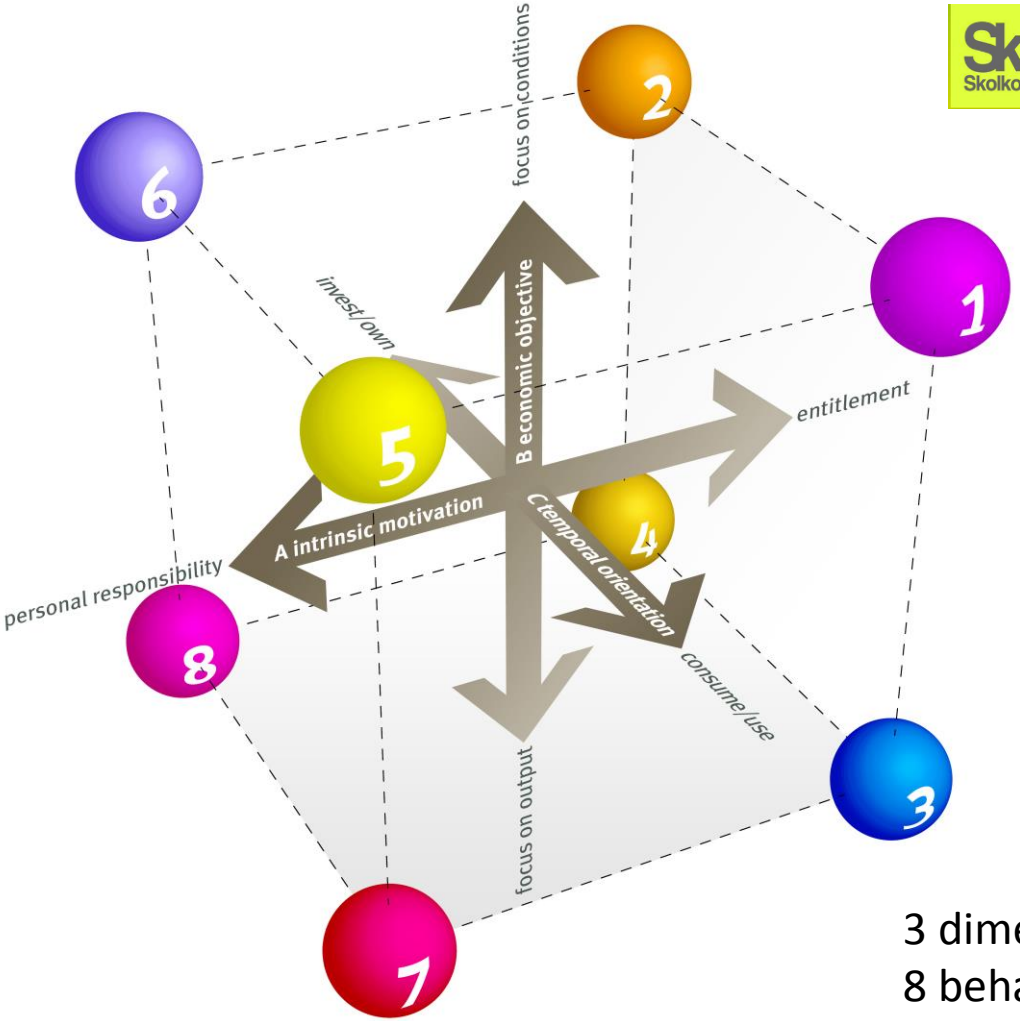
Sk Skolkovo









3 dimensions that lead to
8 behaviors for innovation

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1. INFLUENCING PUBLIC POLICY

A. Judicial interpretation of legislation

B. Steps for the grass roots

C. Keeping an ear to the ground

D. Power of the spoken word

5. MENDING THE SOCIAL COHESION

Decreasing tensions in Skolkovo Innovation Ecosystem and ensuring social coherence

POSSIBLE FIRST DIRECTIONS FOR DEVELOPMENT

A. Monitoring

B. Inhabitant directed news

C. Hanging out

D. Embedded sociability

2. CLAIMING LONGEVITY

A. Well-being centers

B. Night life

C. Wall of fame

D. Children in the city

8. LONG-LIVED SOCIAL ENTREPRENEURING

A. Attract business angels

B. Apply the rule of 150

C. Stages of the life cycle

D. Stand out in Social design

7. IMPROVING YOUR SURROUNDINGS

A. Room for urban interventions

B. Balance defined and undefined

C. Accommodate personal mobility

D. Artist-in-residence

6. INSPIRING TO STRIVE FOR IDEALS

A. Safe testing-ground

B. Alumni support

C. Accessible role models

D. Tolerance for failure

3. EXPLOITING VALUABLE COMMODITIES

A. Showcasing Skolkovo knowledge

B. Space for individually owned commercial services

C. From trash to treasure

D. Copy/past or plug and play

4. OCCUPYING YOUR PLACE OF LIVING

Creating your own long-term living environment (territory)

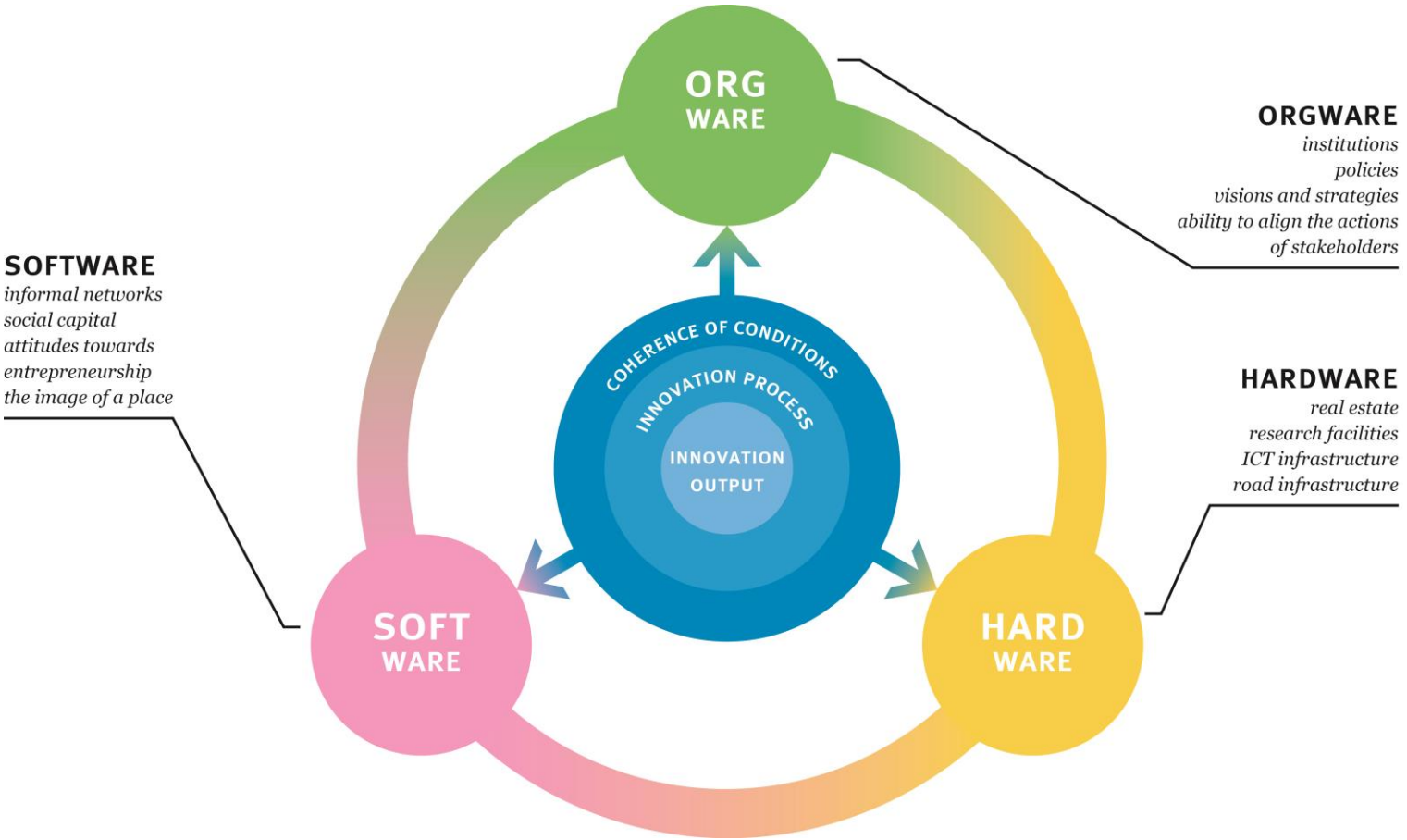
POSSIBLE FIRST DIRECTIONS FOR DEVELOPMENT

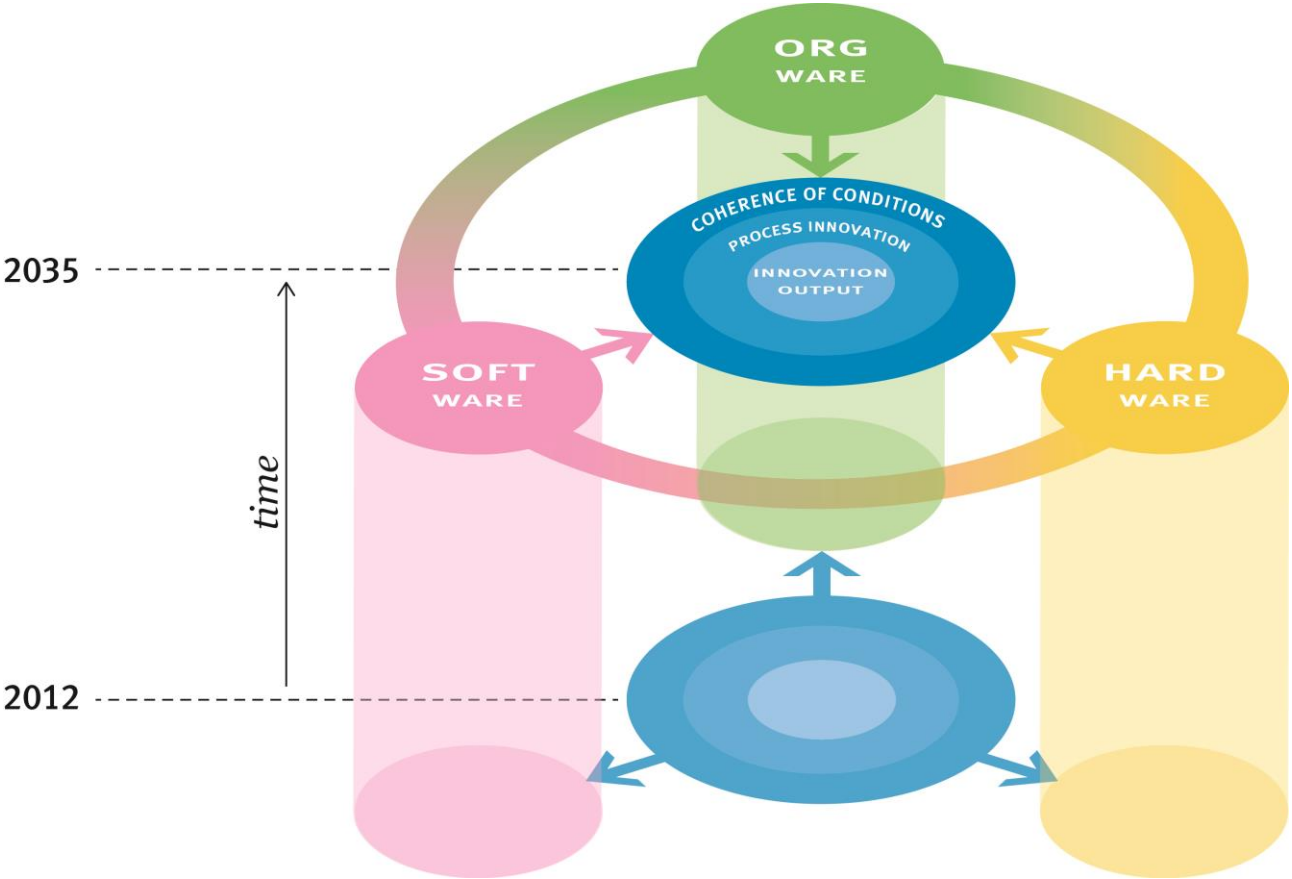
A. Earnership housing

B. Belonging through food

C. Making your mark

D. Connection to nature


ORG
WARE
ORGWARE
institutions
policies
visions and strategies
ability to align the actions
of stakeholders
SOFTWARE
informal networks
social capital
attitudes towards
entrepreneurship
the image of a place
COHERENCE OF CONDITIONS
INNOVATION PROCESS
INNOVATION
OUTPUT
HARDWARE
real estate
research facilities
ICT infrastructure
road infrastructure
SOFT
WARE
HARD
WARE


ORG
WARE
COHERENCE OF CONDITIONS
PROCESS INNOVATION
INNOVATION
OUTPUT
SOFT
WARE
HARD
WARE
2035
time
2012

Conclusions

Liveable cities = Smart cities

Social and Technological innovations go hand-in-hand

Understand interactions of people and the context

Know the goals people want to accomplish

Strive for meaningfull interventions

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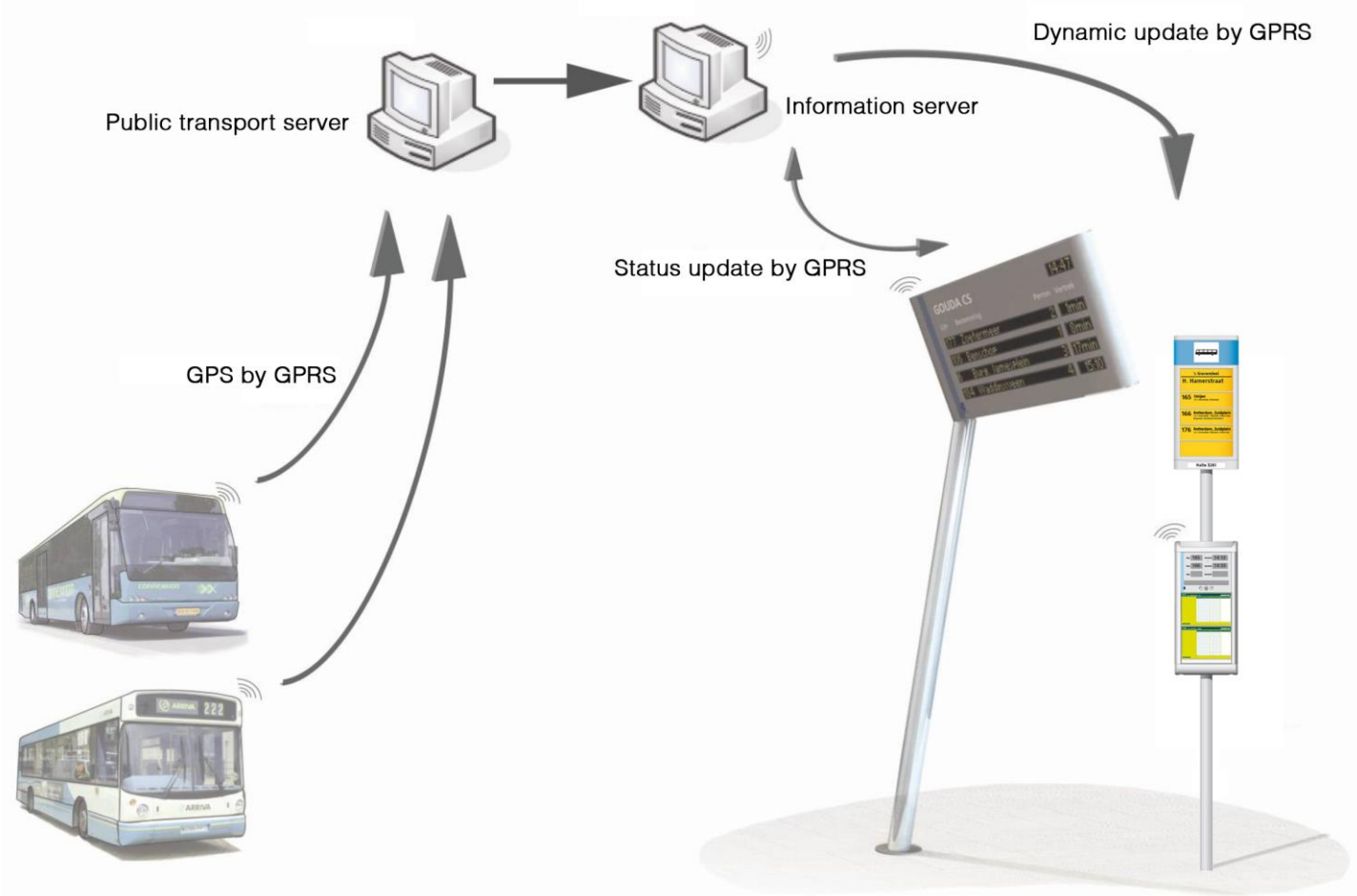
On site dynamic travel information;
autonomous and wireless for a fixed budget.
And we managed, of course!
Lijn 130 Vertrek
Lijn 180 Vertrek
Lijn 160 Vertrek 17:13
27-07-2009 16:45
130 naar Rotterdam CS
Alles waar het bij Connexxion om draait.
Alles voor de reiziger. connexxion


Dynamic update by GPRS
Public transport server
Information server
Status update by GPRS
GPS by GPRS

Based on research on how citizens experience the different responsibilities of the different organizations governing the society of a country (national government, provinces and local governments) in relation to public transport, the province is seen as the key player to ensure a sustainable, reliable public transport system for the short and the long term future. The public transport system is used to brand the province as a whole and expressed by a new public transport service system and bus stop design.

For over fifty years the blue and white ANWB signs have been showing the way in The Netherlands. The result of our redesign convinces once more with considerable improvements with regard to uniformity, legibility and functionality.

For over fifty years the red and white ANWB signs have been part of the bicycle lane infrastructure in the Netherlands. The result of our redesign convinces once more with considerable improvements with regard to uniformity, legibility and functionality.

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Black spot accidents are a shocking reality at crossings where cyclists and truck drivers meet. Our Black Spot Mirror tackles this issue in a very, very simple fashion.

This streamlined litter bin slim line profile is ideal in a world where the minimizing of ‘street clutter’ and ease of movement on our streets is becoming a necessity.

For the seating element in the center of Rotterdam all different widths of the City Centre Bench are used for the seat profile. This gives our design a rhythmic expression and, within the range, the most dynamic character.

‘An advanced mobility concept deservers and advance design. This philosophy has driven our design to give the new Citea citybus a breathtaking appearance.’
We couldn’t have said it but our client did.

MIT Technology Review
VOL. 115 NO. 6 | $4.99 US
HAS QUANTUM COMPUTING FINALLY ARRIVED?
Upfront p24
HOW TOMORROW'S STARTUPS WILL BE FUNDED
Business Report p75
TECH TRANSFORMS MUSIC, ART, AND PROSE
Reviews p87
Buzz Aldrin, Apollo 11 moonwalker, would like a word with you.
You Promised Me Mars Colonies. Instead, I Got Facebook.
We've stopped solving big problems.
Meet the technologists who refuse to give up. p26

"THE BEST WAY TO PREDICT THE FUTURE IS TO DESIGN IT"
-BUCKMINSTER FULLER

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