

New Futurama

Demos Helsinki / MaaS Global

17 January 2020

Objectives

Of the project:

- Strengthen MaaS Global's thought leadership position
- Create a concept and materials to demonstrate the thought leadership position, eg. "New Futurama"
- Building thought leadership consortium and founding partner acquisition for the concept
- Initiating negotiations with Dubai Expo 2020 organisation

Today:

- Get feedback to the concept
- Agree on the next steps

Demos Helsinki / MaaS Global

28 November 2019

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Creating concept

OUTPUT

An inspiring 4-10 slide presentation

OUTCOME MaaS Global and Demos Helsinki understand and share a founding vision.

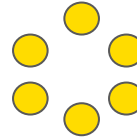
We are here

Gathering thought leadership consortium of experts

Opening discussions with founding/funding partners

Opening discussions with Dubai

“Decision body”, including e.g. Krista, Sampo, Juha, Roope and Henrik decides scope, scale and context of next steps



OUTPUT

Feedback (from 4-6 meetings) of the vision.

OUTCOME

A decision of next phase scope, scale and context of delivery.

The budget of this project includes Demos Helsinki's work until gate 2.

Further fundraising, partner acquisition and concept development

Gate
1

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Gate
2

Schedule

Concept v1

Concept v2 based on
feedback

Concept iteration based on the feedback

Long list of thought leadership consortium of
experts

Contacting and negotiations with thought leadership
consortium

Long list of consortium founding partners

Contracting and negotiations with founding partners

Testing the status of Expo 2020 situation

We are here

Week 44

Week 45

Week 46

Week 47

Week 48

Week 49

Week 50

Week 51

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Gate
2



Photo: Gin Lane, U.K.

In the aftermath of the industrial revolution, cities were horrible places to live.

Moreover, even the GDP per capita rose significantly, real incomes did not rise and middle-classes didn't really benefit from the technological development.

Mass production and automobiles were going to unlock the potential of the industrial society.

Futurama

Vision built to tackle the most **pressing tensions of early 20th century.**

20 years scenario
Automated highways, stylish airports, power plants, agricultural landscapes and high-rise cities.

A large-scale exhibit, multimedia (model, 1:1 street section, video)

Was essentially based on the modernistic planning vision that organised key functions of the industrial society.

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Images from the 1939 event
Bel Geddes' book 1940



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Mass-production of goods, organised public consumption of surplus in social housing and reproduction of labour were interpreted as homogenous and mutually exclusive metropolitan land-uses.

Transport served as the necessary link between the three main spatially separated functions. The Key inputs of the old **Futurama** were the 'Magic Motorways' and the concept of the interstate highway system, to be realised in post-WW U.S.

THE CIRCLE TO THE CENTER THE CENTER TO THE CIRCLE

- A** Centerton—the business section, higher education, the social and cultural center of Democracy. Few live here.
- B** Pleasantville—residential towns, within 60 miles of the center — population (census of 1940) about 10,000 each.
- C** Millville—industrial towns—factories, greenery, homes. Estimated population (census of 1940) 25,000 each.
- D** Terminus at Centerton—to which you come from Pleasantville and Millville.
- E** The Dam in the river—source of electrical power supply for Democracy.
- F** The Farms, which are part of Democracy.



Pleasantville

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Pleasantville



Tapiola

Futurama's idea had global impact

After WWII were realised beyond the U.S. from British New Towns to contemporary Asia and South-East Asia. The old futurama is still influencing city making in the regions of the global south with foreseeable disastrous consequences for social well being and climate change.



Introducing Xiong'an, the New Satellite City That Will Relieve Overcrowded Beijing of Its Most Talented People



Xiongan, a recent example of new towns in Beijing region, about 100 km South-West from the capital - same distance as Pleasantville suburban towns but with radically higher densities

Today two drivers are shaping our way of life fundamentally

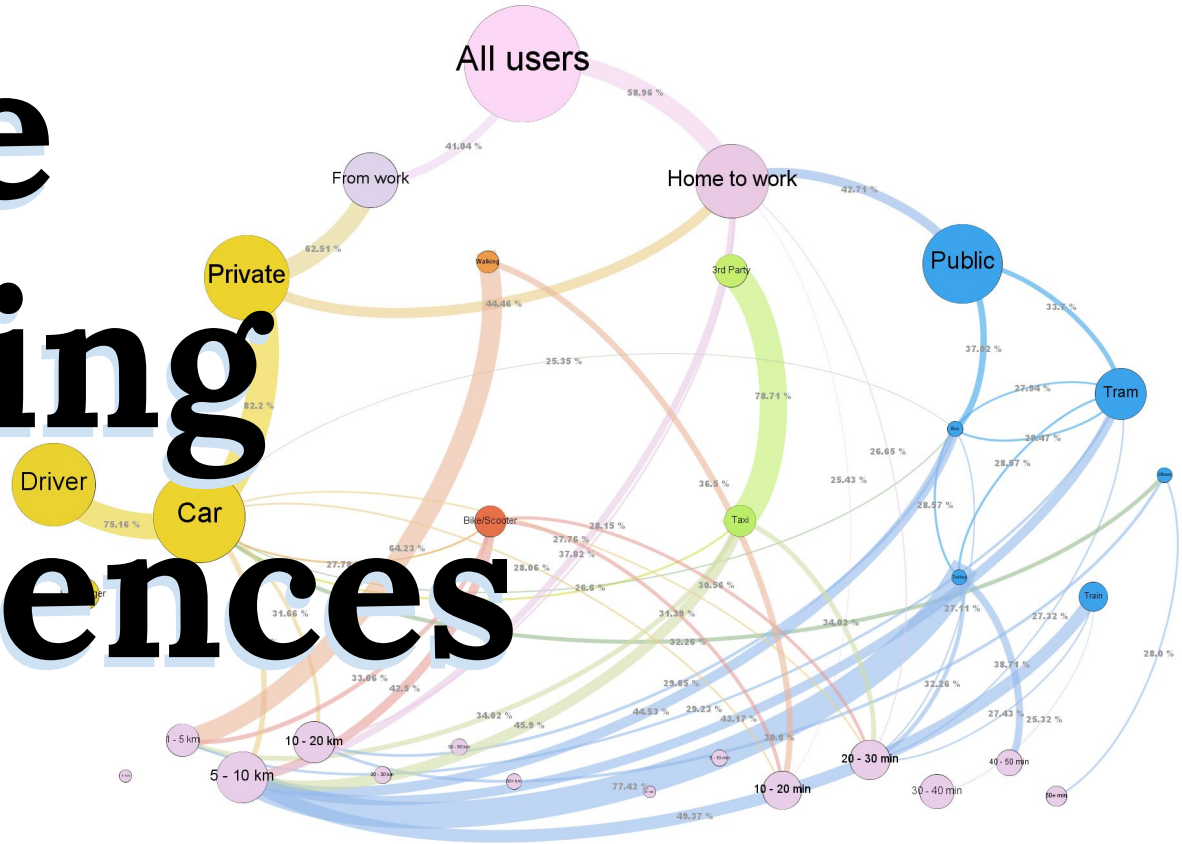


**Non-linear
climate change**



**Rapid
digitalisation
of life**

We are changing preferences



1950s



2010s

**70% of millennials favour
experience over ownership**
(Harris 2018)

**Only 9% of 18 years old
were getting a driver license**
(In Stockholm, 2018)

Our pressing issues



Natural resources

Over **20%** of global CO2 emissions and **39%** of energy use comes from mobility.



Community

Infrastructure projects from highways to dams **harm local communities** and erode democratic processes.



Economies

An average European household uses as much money (**ca 14%**) on transportation than food, only housing costs more.



People

An average Indian spends **90 minutes** daily in mobility. **1,25 million** people die in traffic accidents every year.



Cities

Up to **25%** of urban land is parking space. Up to **75%** to **infrastructure**.

**We are facing the consequences of the
climate change**



Technology hasn't solved our biggest challenges

Opinion

It's Time to Break Up Facebook

By Chris Hughes

May 9, 2019



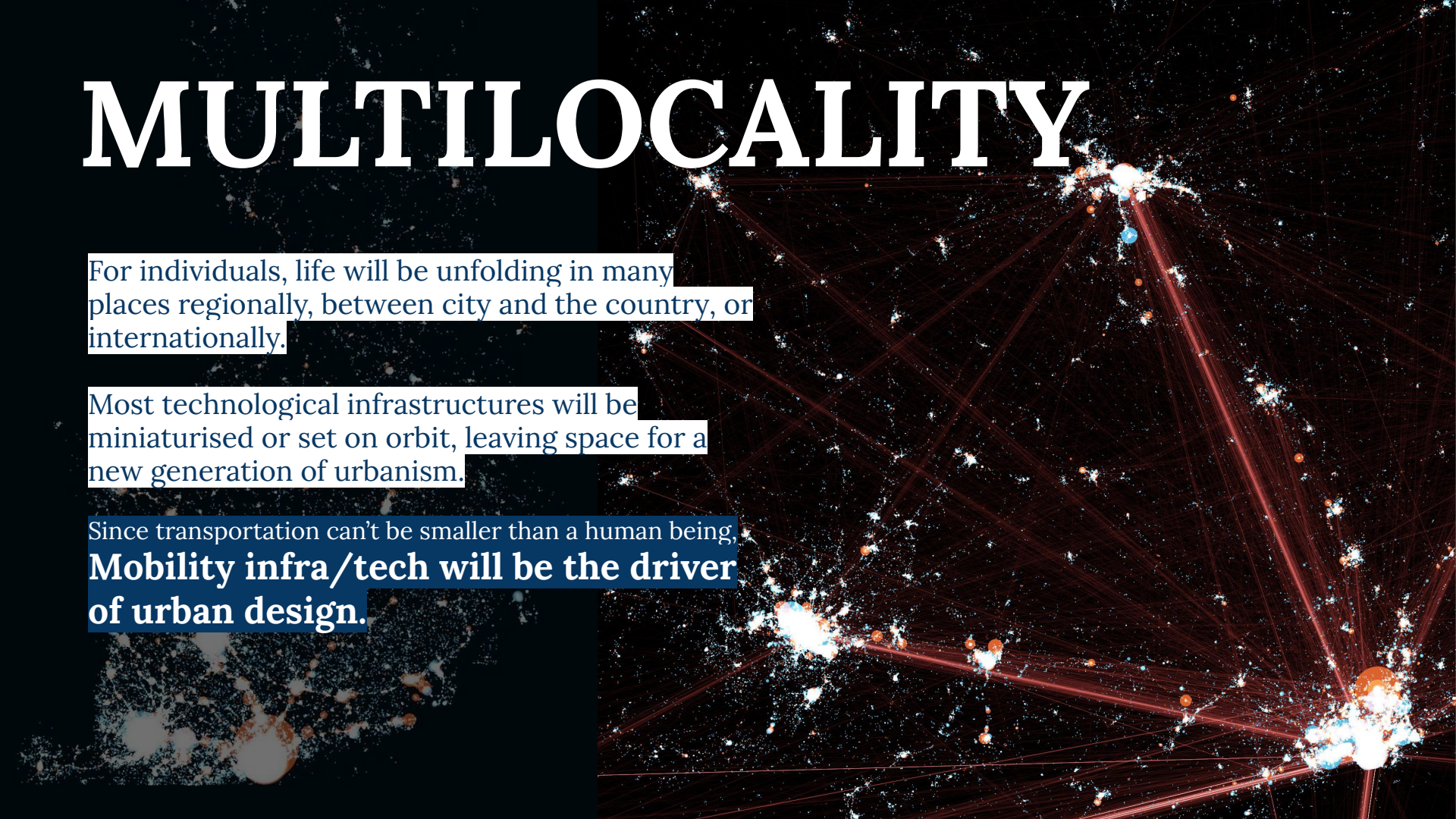
We have experiencing the first backlashes



Society is changing faster than cities do

By 2035,
our societies and **our way of life** have to look
different.

MULTILOCALITY

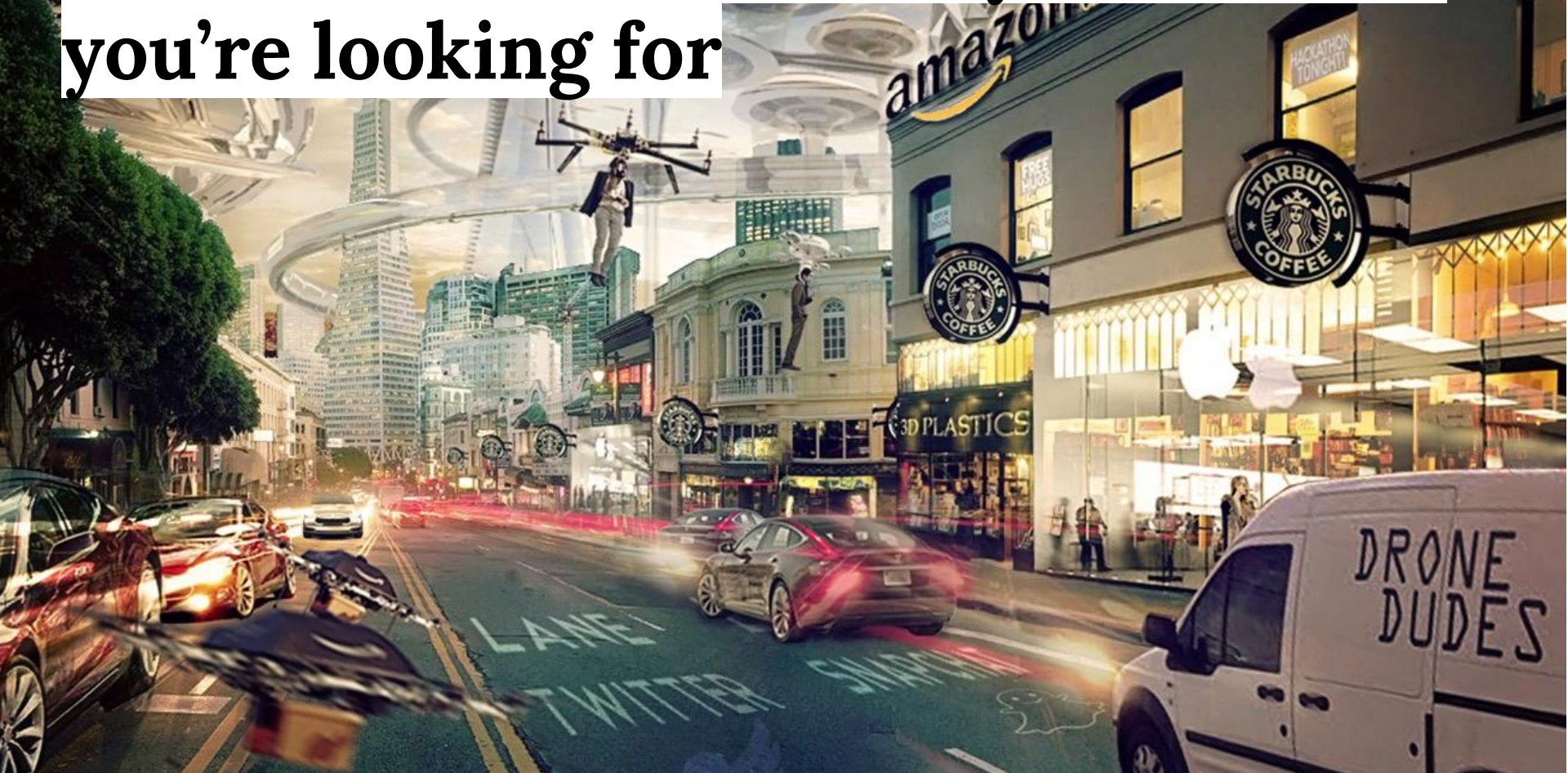


For individuals, life will be unfolding in many places regionally, between city and the country, or internationally.

Most technological infrastructures will be miniaturised or set on orbit, leaving space for a new generation of urbanism.

Since transportation can't be smaller than a human being, **Mobility infra/tech will be the driver of urban design.**

**This is not the Smart City vision that
you're looking for**



The **smart city** is such that
retrofit the existing city

X

contemporary life

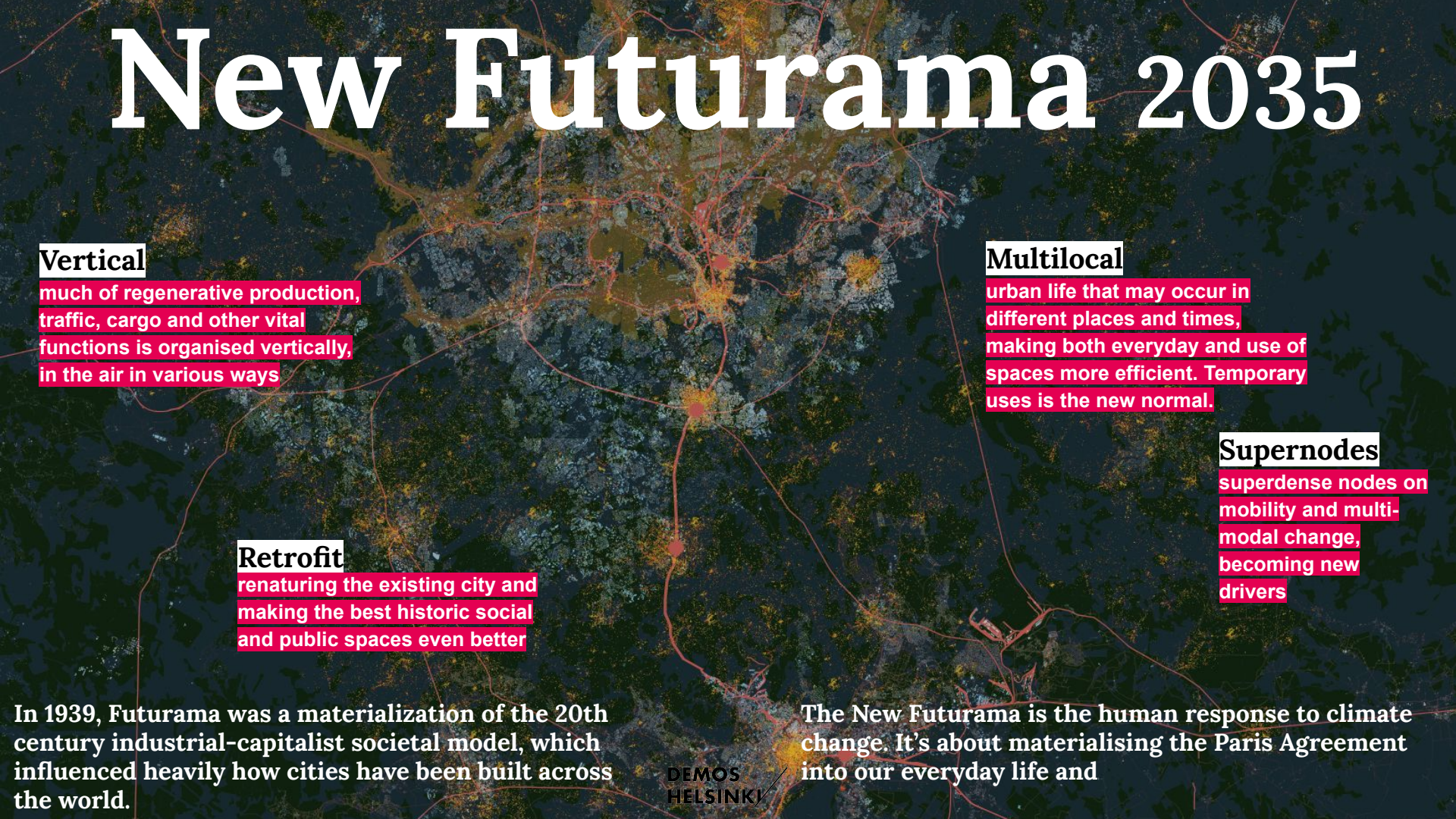
to thrust urban society through
the climate crisis



Solving the fundamental problem
not the most visible



New Futurama 2035



Vertical

much of regenerative production, traffic, cargo and other vital functions is organised vertically, in the air in various ways

Retrofit

renaturing the existing city and making the best historic social and public spaces even better

Multilocal

urban life that may occur in different places and times, making both everyday and use of spaces more efficient. Temporary uses is the new normal.

Supernodes

superdense nodes on mobility and multi-modal change, becoming new drivers

In 1939, Futurama was a materialization of the 20th century industrial-capitalist societal model, which influenced heavily how cities have been built across the world.

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The New Futurama is the human response to climate change. It's about materialising the Paris Agreement into our everyday life and

Mobility > *Journey planning*

Real Estate > *Cultural capital*

The last mile > *The first mile*

National currency > *City currency*

What will change?

Local > *Multilocal*

Urban planning > *Interaction planning*

Growth > *Negative rent*

Transformation > *Retrofit*

Big Data > *Thick Data*

Jobs > *Relationships*

Smart City > *My City*

Policy making > *Experimentation*

Branding > *Cultural branding*

Retrofit

Climate crisis won't allow us to make new cities from the scratch alike in the 1930s urban visions.

Instead, the New Futurama works on changing the existing spatial and social fabric by applying digital technologies and retrofitting urban infrastructures.

Some of the less valued old structures will be even left empty and renatured to increase urban green and biodiversity.

The remaining urban structure will be used more intensively.



Vertical

The New Futurama is about leaving much more land, rivers and seas to natural ecosystems, and building new urban infrastructure in the air.

Moreover, the necessary, and regenerative, productions (such as solar and wind energy, hydroponic food production, carbon sinks, logistics) are vertically integrated to the built environment.

Fast trains in tunnels, elevators, drones and satellites become thus critical parts of the urban infrastructure and mobility.

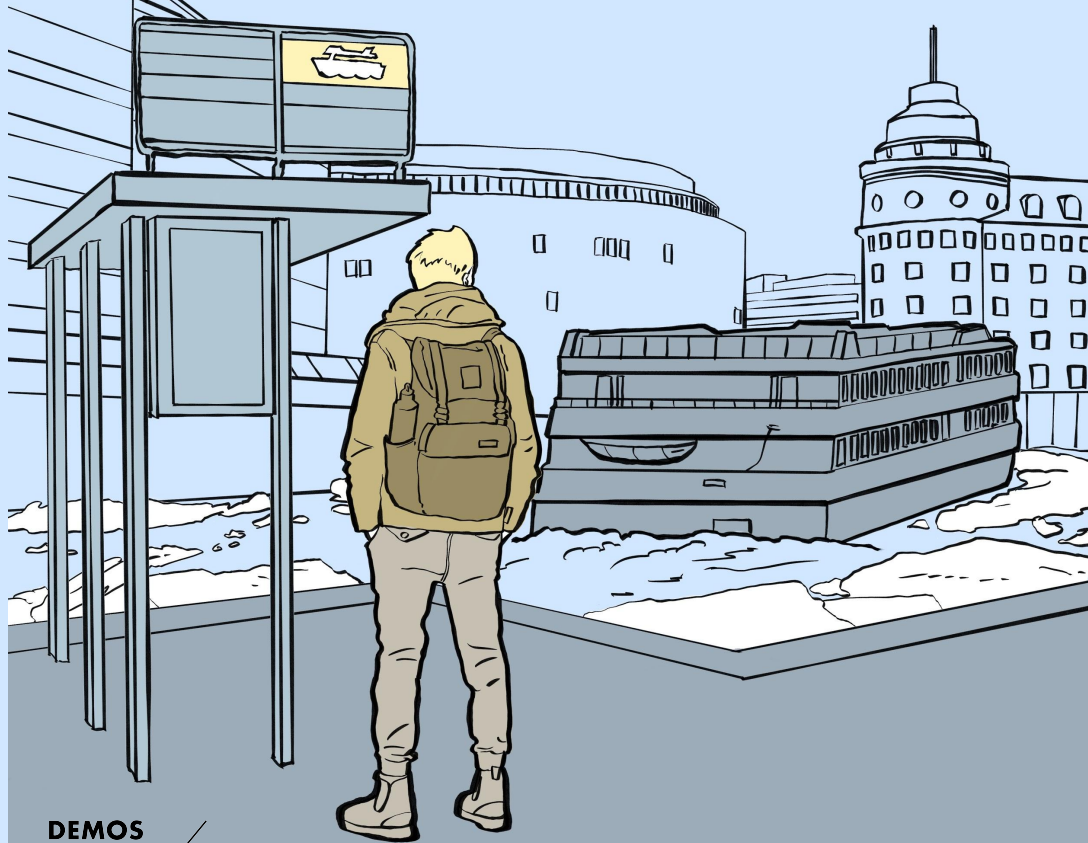


Smart retro

While the aim of New Futurama is to show a path to urban future that makes the Paris Climate Agreement possible to achieve, there will be big climate-induced changes nevertheless.

Those changes unfold very differently in different localities. For many cities, raising sea level and unprecedented rain and wind patterns will be reality, calling for systemic adaptation in mobility and other key sectors.

New Futurama is about turning problems to opportunities and finding positive visions to complement the crisis discourse.



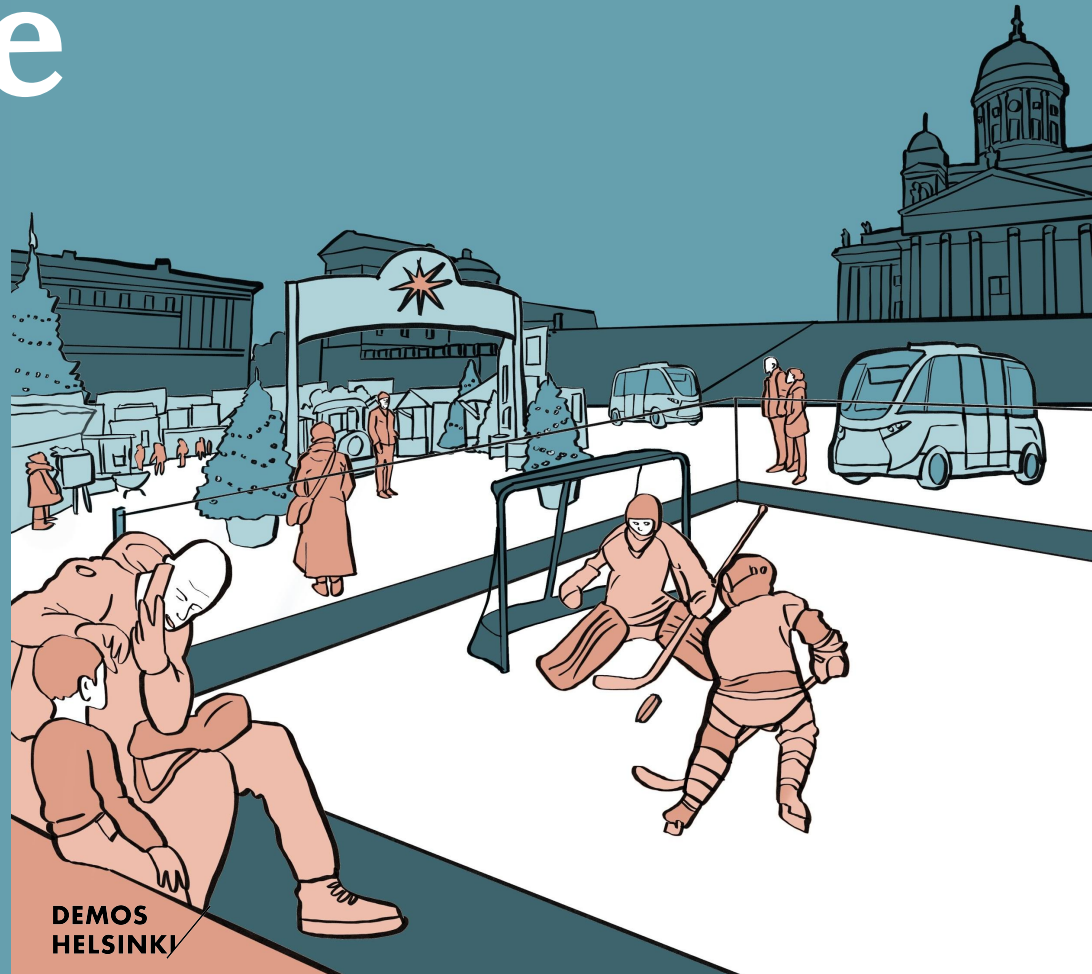
Beta space

Urban design is never final, space is always beta.

The strategy of City as a Service extends multi-use, sharing and co-habitation to almost any urban function. Cities are seen as a system of opportunities, not as a system of places.

Buildings with good locations and most qualitative urban spaces get radically more uses. Hybrid uses overlap in space and time, adding to social and economic value of the retrofitted urban structure.

Best spaces stay in use and also shrinking cities that can become better organised, more ecological and liveable.



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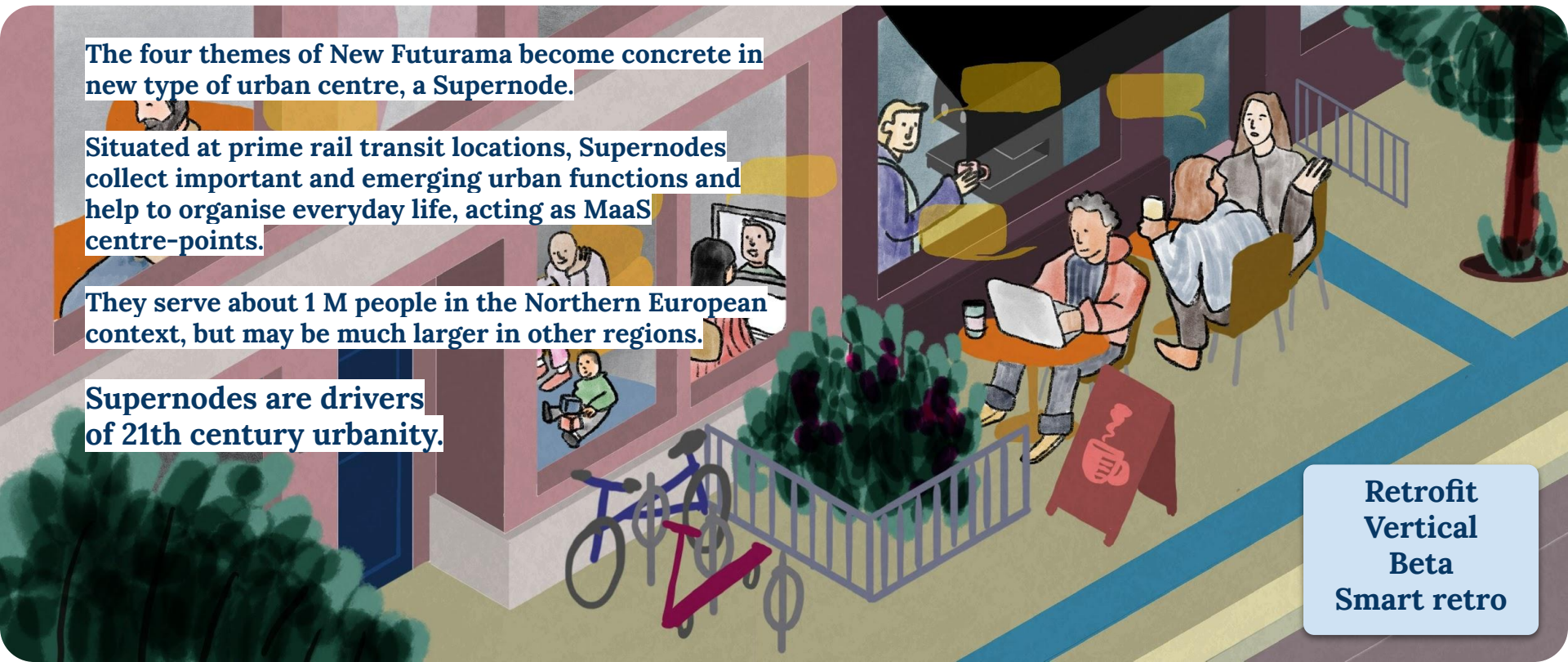
Supernodes

The four themes of New Futurama become concrete in new type of urban centre, a Supernode.

Situated at prime rail transit locations, Supernodes collect important and emerging urban functions and help to organise everyday life, acting as MaaS centre-points.

They serve about 1 M people in the Northern European context, but may be much larger in other regions.

Supernodes are drivers of 21st century urbanity.

An isometric illustration of a vibrant urban scene. In the foreground, a blue and a red bicycle are parked in a designated rack. A lush green bush with dark purple flowers sits in a planter. To the right, a man in a red jacket sits at a small orange table, working on a laptop. Next to him, a woman in a grey coat sits on a bench, holding a cup. In the background, a man in a blue shirt stands near a counter, possibly a cafe or service point. The scene is set against a backdrop of modern, colorful buildings and a clear sky. The overall style is a mix of digital art and hand-drawn illustration.

Retrofit
Vertical
Beta
Smart retro

Helsinki supernode



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Helsinki supernode

New driver of urban life and socio-economic development
1 million people in at 2km radius

Vertical green

Zero impact infrastructures for producing and processing food

Eco-Logic living

Buildings following the new human logic for self-sustainable living with an active skin that regenerates resources and clean air

Skygardens

New spaces for socializing, mobility and micrologists

Retrofit Merihaka

Upgrading modernity and the concrete layers of the city with new responsive and adaptable materials

Multilocal life

Smart Retro

Inevitable sea level rise will transform the use of urban space in coastal cities creating new ecologies

City vault

International fast train (Tallinn tunnel) / National train (Pisara) / Metro / Tram / New regional vaporetto network / E-buses / Shared cars / E-scooters and bikes / Walking / Drones for goods and people / Electronic mobility

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**What do we want to do
and with whom?**

New Futurama

Design Fiction installation with an all-media installation and online social-gaming for climate-impact awareness

Physical model



Mixed reality



Interactive learning



Social gaming



3 funding steps

3 funding sources

1. Business partners
2. Foundations & philanthropy
3. Research funding

3 funding steps:

Phase 1: 15 k€

_Defining the installation

Phase 2: 85 k€

_Prototype of the installation
_2-4 founding partners
_Architect

Phase 3: 450k€

Executing the installation

2-5 Founding partners

_Architect
_“Academic home” eg. university
_Partner cities / city networks

1. Business partners

Actors whose business would benefit from the fulfillment of the vision.

Would require:

- Creation of direct value (IPR, brand etc.)
- Possible product placements

(Mobility) infra builders

ALSTOM **SIEMENS**
·mobility by nature·

KONE

Mobility operators

RATP **renfe**

DB **transdev**
the mobility company

Banking & real estate owners

ING

BNP
PARIBAS



Deutsche Bank

SEB



MITSUI FUDOSAN

Allianz

Other potential:

- Energy
- Health
- Developers
- Architects
- Network providers
- Micromobility actors

1. Business partners

Actors whose business would benefit from the fulfillment of the vision.

Benefits:

- New IPR
- Sense-making of the future of city
- Brand value and demonstrating thought leadership

(Mobility) infra builders



Mobility operators



Banking & real estate owners



Deutsche Bank



MITSUI FUDOSAN



Other potential:

- Energy
- Health
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- Architects
- Network providers
- Micromobility actors

2. Foundations & philanthropy

There are several foundations with cities and mobility in their focus.

Would require:

- Acquisition of city and university partners
- Possible corporate or city co-funders

**Bloomberg
Philanthropies**



**FORD
FOUNDATION**



KONE FOUNDATION



wellcome



**The
ROCKEFELLER
FOUNDATION**

2. Foundations & philanthropy

Foundations with cities and mobility in their focus.

**Bloomberg
Philanthropies**



3. Research funding

Using European research funding instruments

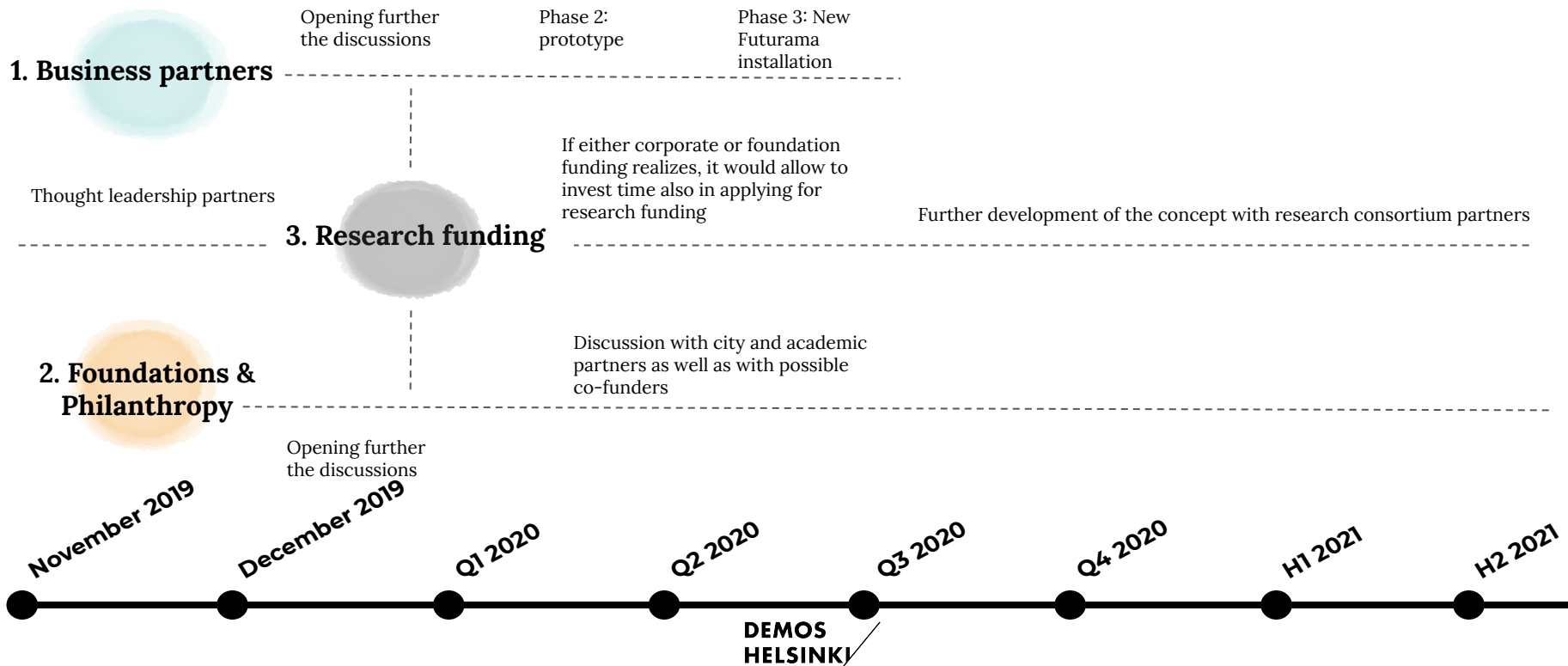
Would require:

- Acquisition of corporate, academic and city partners
- More academic and scenario type of approach
- More patience



MG-4-9-2020: The European mobility culture of tomorrow: Reinventing the wheel?

Suggested way further



Thank you!