

“How to measure public space with cultural analytics”.

Co-creating smart & green neighborhoods, blocks and spaces
SPIN Unit // 10.06.2022



Production of urban value has developed around 3 processes of value-creation - Primary, Secondary and Tertiary. *The local has become the hyperlocal of the rest of the world.*



Primary

Extraction of values from the production of nature

Secondary

Production and global distribution of industrial good.

Tertiary

Development of intangible values through the delivery of services



A fourth mode of production. Develop collaborative and inclusive approaches to discover urban values and translate them into drivers of change. **CoEvolution of intangible assets focused on planetary wellbeing.**



Cultivating urban commons.



Favouring home-grown technologies



Allocating collective assets to catalyse new ideas.

CULTURAL ANALYTICS FOR PUBLIC SPACE

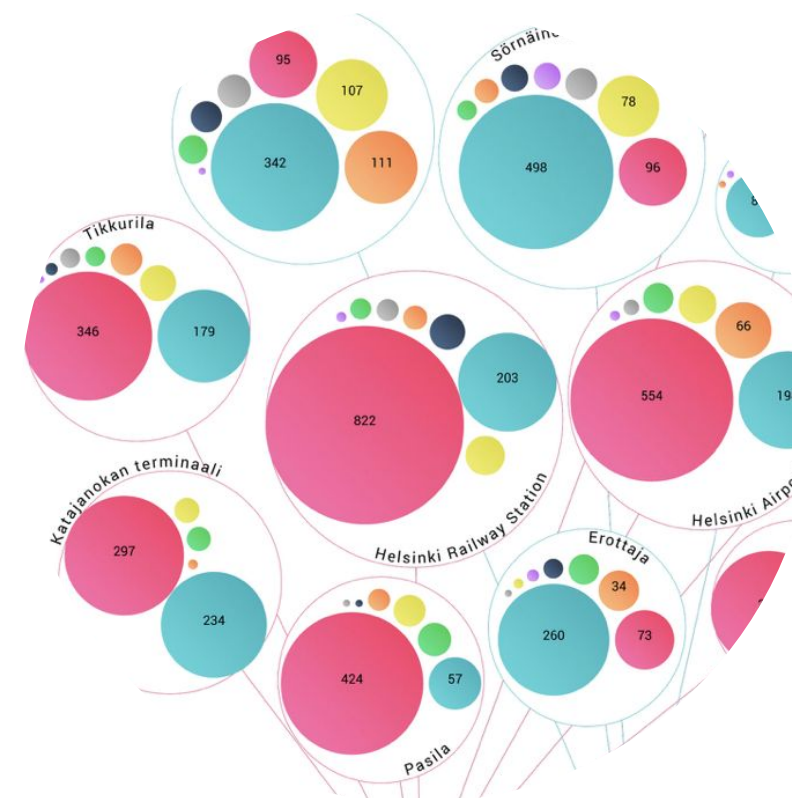
Using the metamorphology approach to analyse the hybrid space of our cities

Exploring the form of the city by examining the configuration of the urban environment and its cultural landscape, emphasizing the significance of culture and the rules of media platforms in the creation of urban loci.

SPACE



ACTIVITIES



VALUES



1 • SPACE

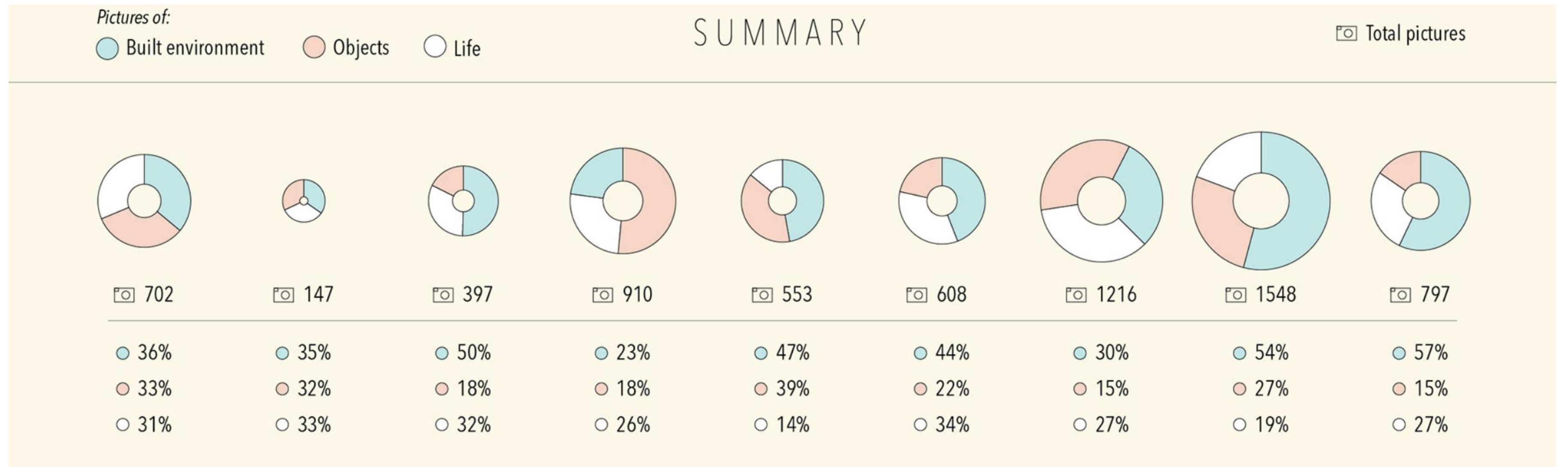
Spatial configuration is a driving force of human behavioural patterns and location choice.

By mapping the morphology of our site, we can later establish a relationship between people's location choices and the shape of the city.

Our team will collect open geo data and information from additional sources provided by local partners, to set the benchmark for the rest of our analysis.

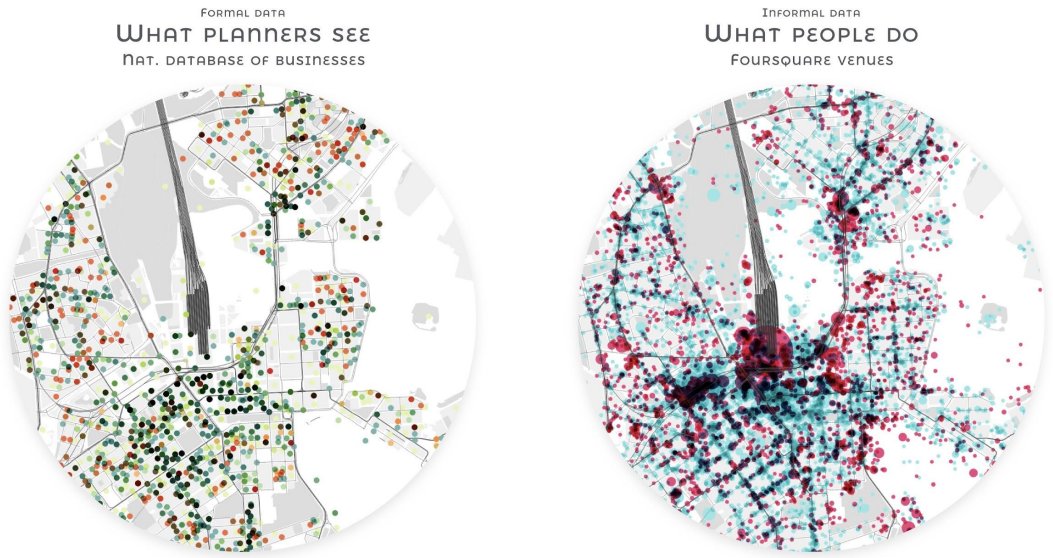


1 • DIGITALSPACE

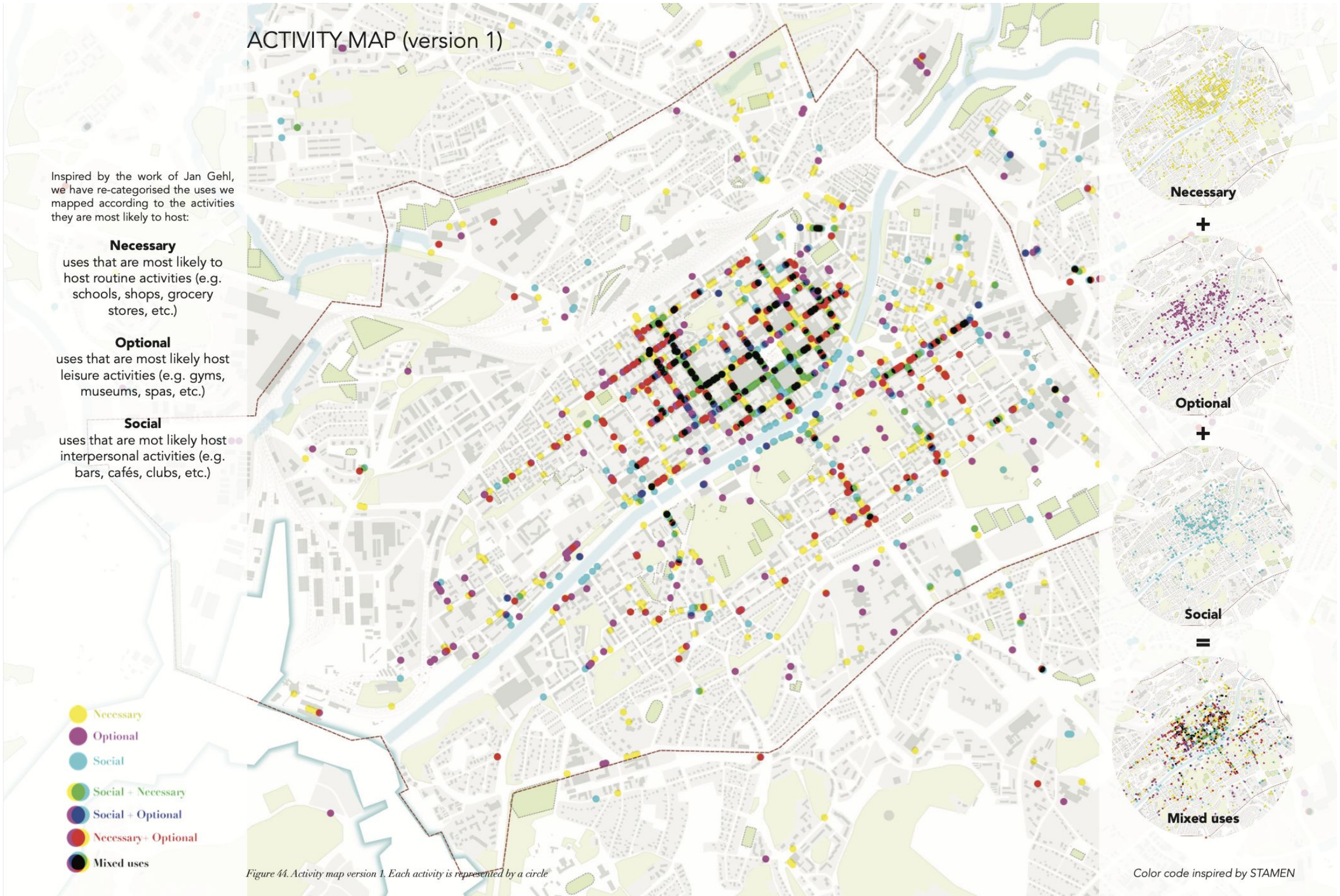


2 • ACTIVITIES

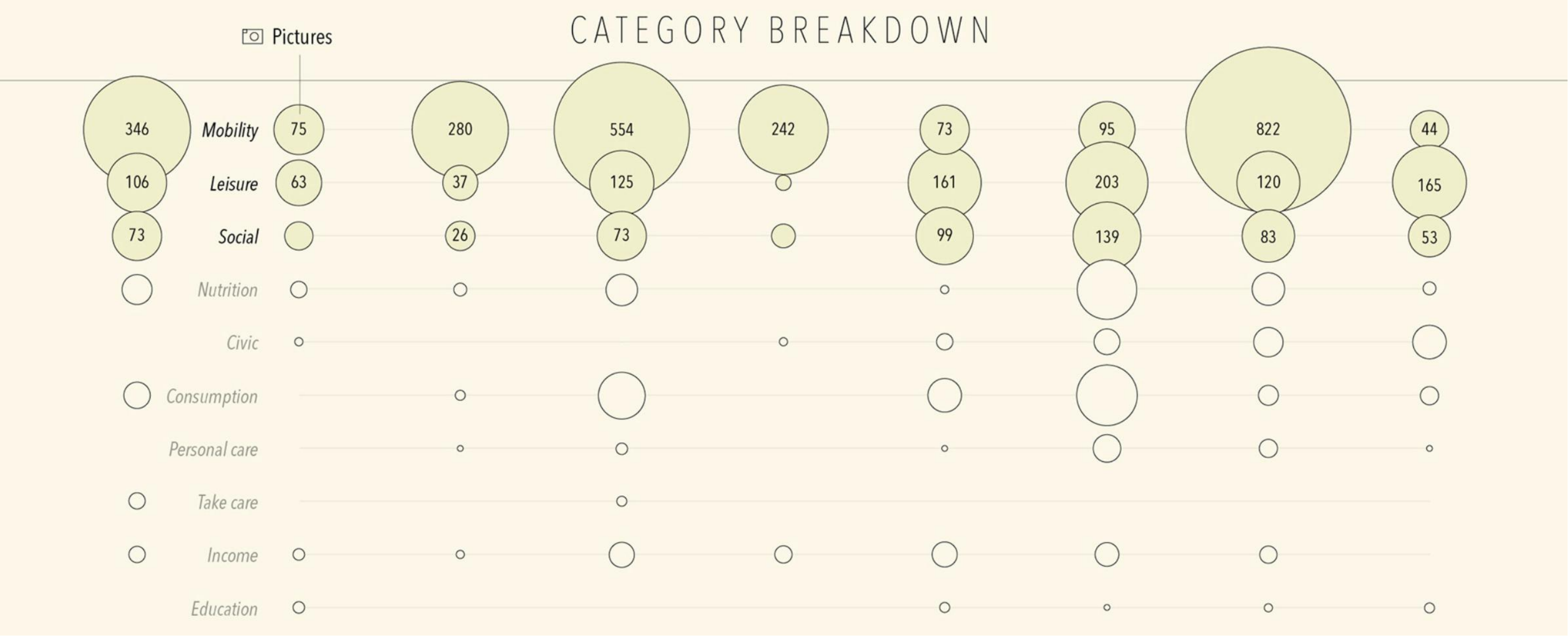
Social practices are not exclusively determined by the morphology of the place, but they are associated to the availability and mixity of local activities - that attract people and generate a sense of place.



“It doesn't matter how much data we have if it doesn't matter to people”



2 • *DIGITAL*ACTIVITIES



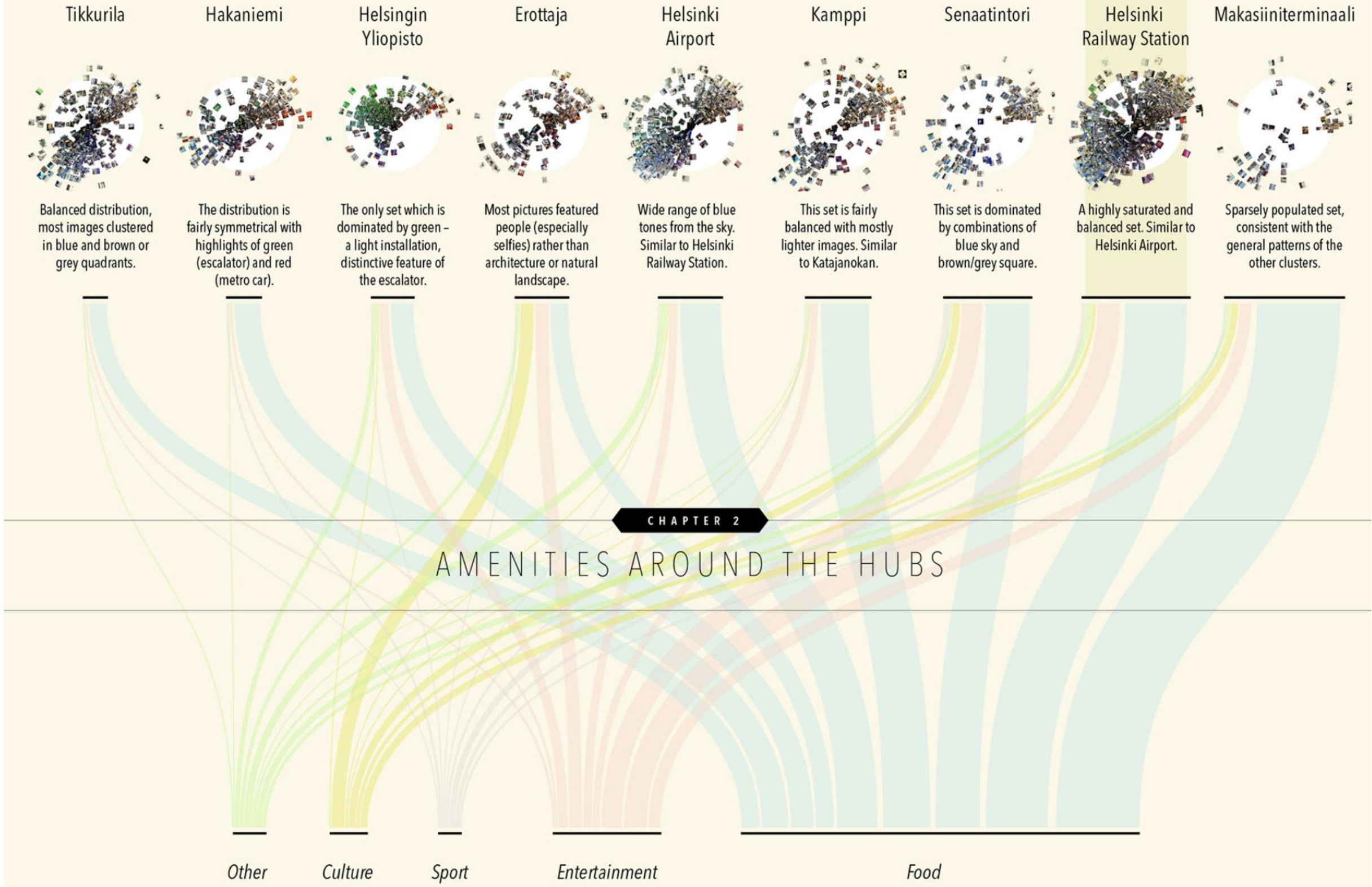
3 • VALUES

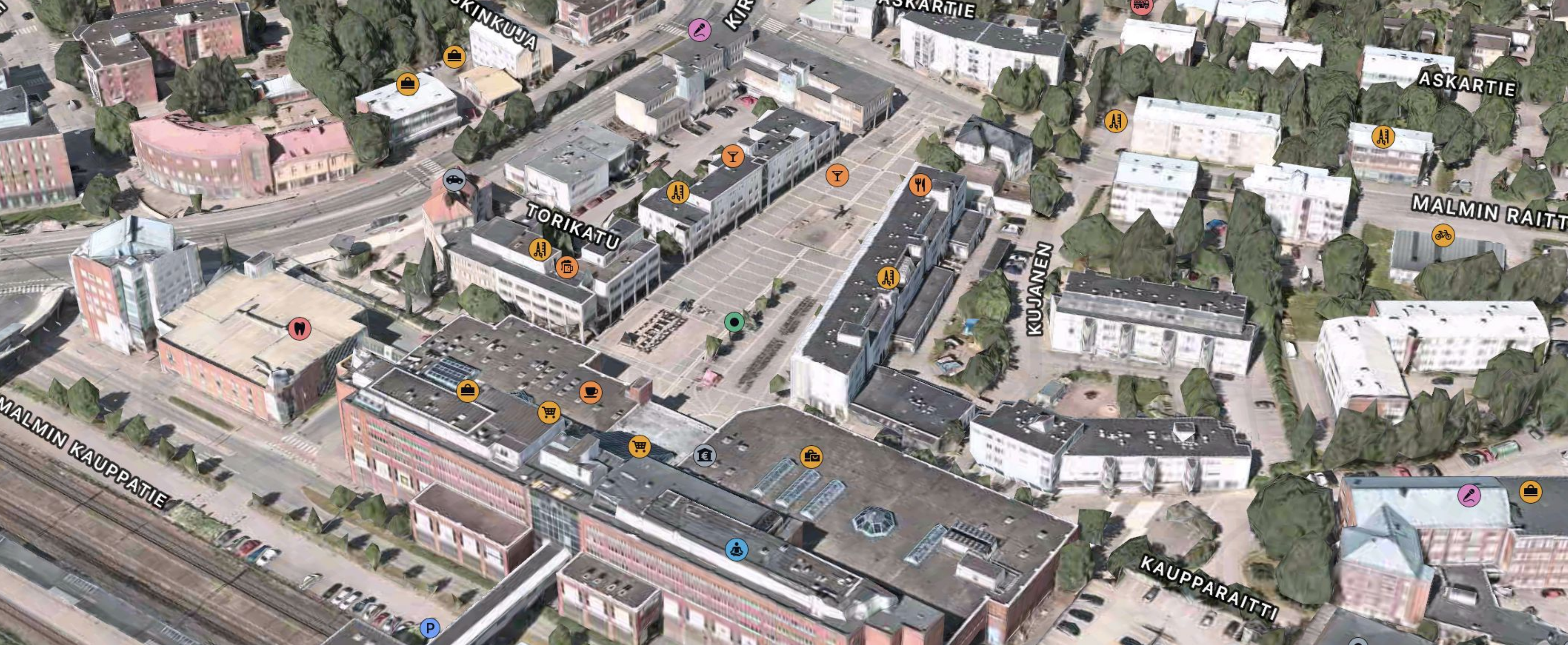
Existing and potential values of urban spaces can both be seen and touched on the ground as much as being hidden in the digital world.

Our analysis deconstruct the hybrid space we live in through digital-ethnography. We do that by analysing publicly shared photographs using a protocol we developed through academic research.



3 • DIGITAL VALUES





Developing a model to evaluate public space interventions in Ylä-Malmi.

 + miltton

“Data-driven narratives support communities exercise agency in their institutional contexts”

Expand the debate about this presentation on twitter.com/spinunit



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