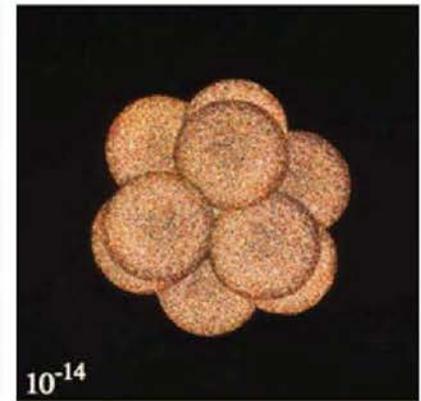
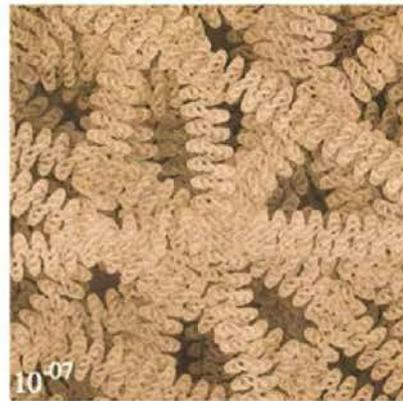
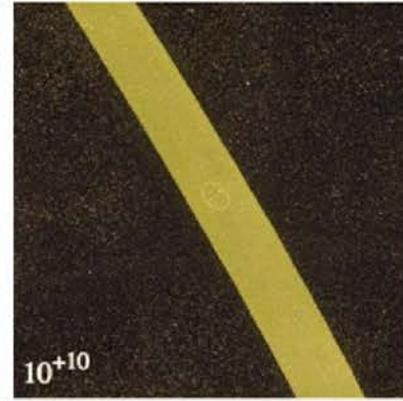
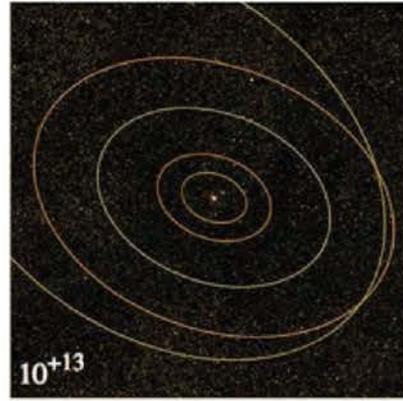
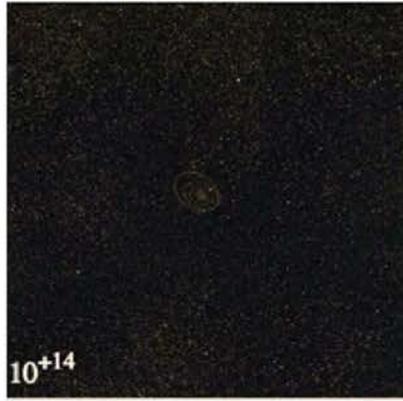
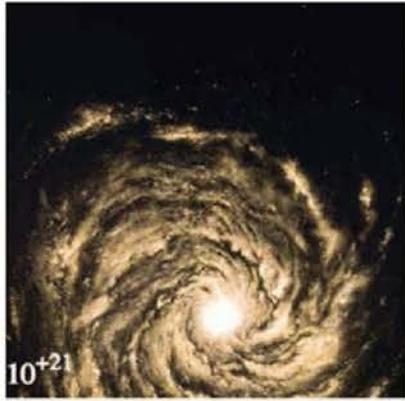


# UE X: EXPERIENCE DESIGN

AUGMENTED CITY



The seminar UE X - Experience Design examines the effects of digitalization on architectural experiences in the contemporary city. The course questions traditional typologies by focusing on an understanding and redesign of social, geographic, spatial, temporal and emotional experiences.

At the beginning of the digital revolution, technologists painted a picture of a disembodied future in which people would shed their skins and live online, evolving from citizens into “netizens.” While the virtual world has profoundly changed the way we practice some of our most basic social everyday activities - learning, working, banking, shopping, praying, healing, etc. – it has not rendered the physical world obsolete or even less important. People enjoy and need social and sensual contact. Yet, as digital infrastructures increasingly become part of our built environments, physical and virtual elements merge in many ways, leading to new architectural typologies.

This year, UE X – Experience Design will focus on the *Augmented City* as a response to the inevitable changes catalyzed by Covid-19. The recent outbreak of global pandemics has accelerated the virtualization of our everyday life, and made aware of the potential (and dangers) of digitalization to transform the practice of everyday life in the city and the associated experiences. We will explore the notion and practices of experience design by analyzing, mapping and questioning contemporary urban life and developing alternative urban apps and interfaces that combine physical and digital environments.

Cities are a multiplex of networking flows that form an incredibly complex systems that is alive and changing constantly. Over fifty percent of the world’s population currently live in urban areas, and this share is predicted to increase to over 70% by 2050. As new technologies and methodologies begin to decrypt the multiple interwoven flows of urban environments, designing uses

for collected data will become crucial to ensure that cities are planned, built, and evolve to reflect the needs and desires of its citizens.

As more and more urban data become available, how can it be translated and leveraged into experiences to impact urban life and well-being? How can the perception and interaction with one's urban environment alter with access to new data through experiential elements? What new applications and experiences become possible? How can a digital interface raise awareness of issues such as climate change, data privacy, and urban health, as well as promote citizen-involvement and social equity?

The seminar will combine students from both IC and ENAC to work together in a real interdisciplinary process. The course will be conducted through weekly mini-workshops that will guide the seminar through the experience design workflow.

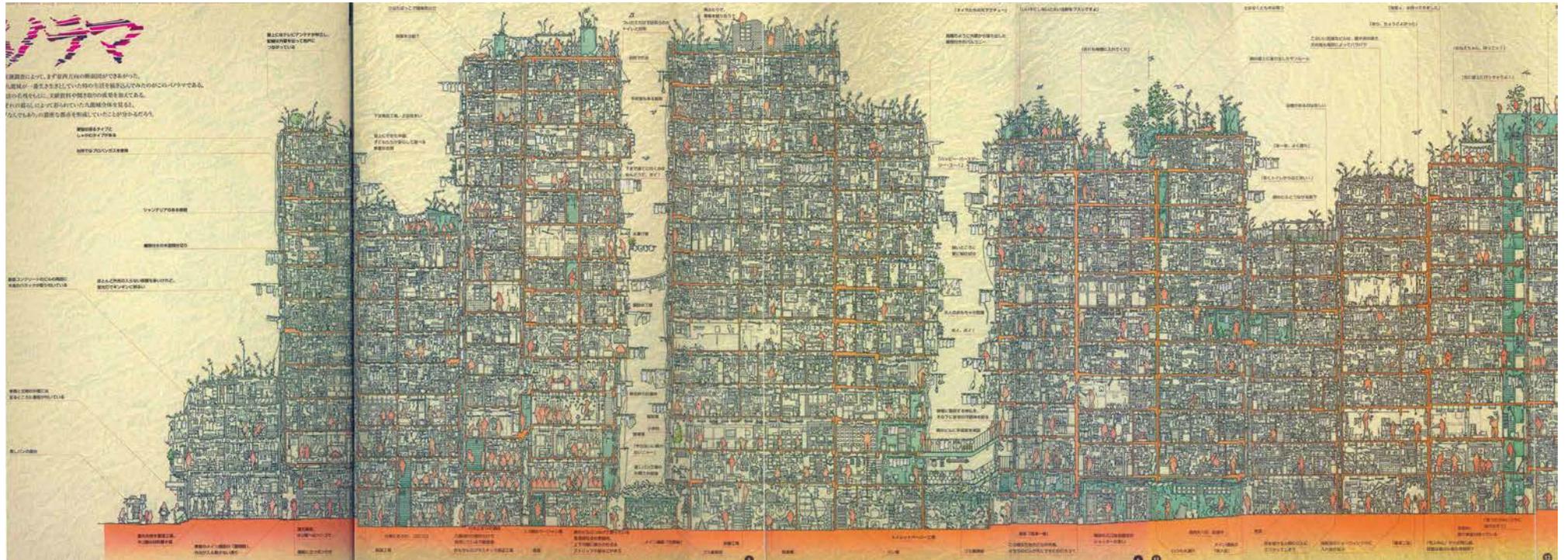
The first half of the semester will focus on the examination of the current city experience, and include a rigorous mapping and critical analysis of the actors involved, the spatial-temporal flows, and the key touchpoints of a chosen virtualized experience. The second half of the semester will focus on the redesign of that experience. Digital interfaces and augmented urban artifacts will be considered as possible alternatives to reconfigure the senses of perception, redistribute time, and re-orchestrate the configuration of social, emotional and spatial experiences in the augmented city. The course will culminate in a final experience design proposal that will use the city of Lausanne, as a case study or living laboratory. Projects will study the complex and diverse flows that define its "urban pulse", and propose novel, unexpected, radical, engaging, civic experiences that combine UX design with virtual (and possibly physical artefacts) in proof-of-concept prototypes.

ONE-DAY PORTRAIT FRANZ ZOKAN-WEST, WIEN, 1976

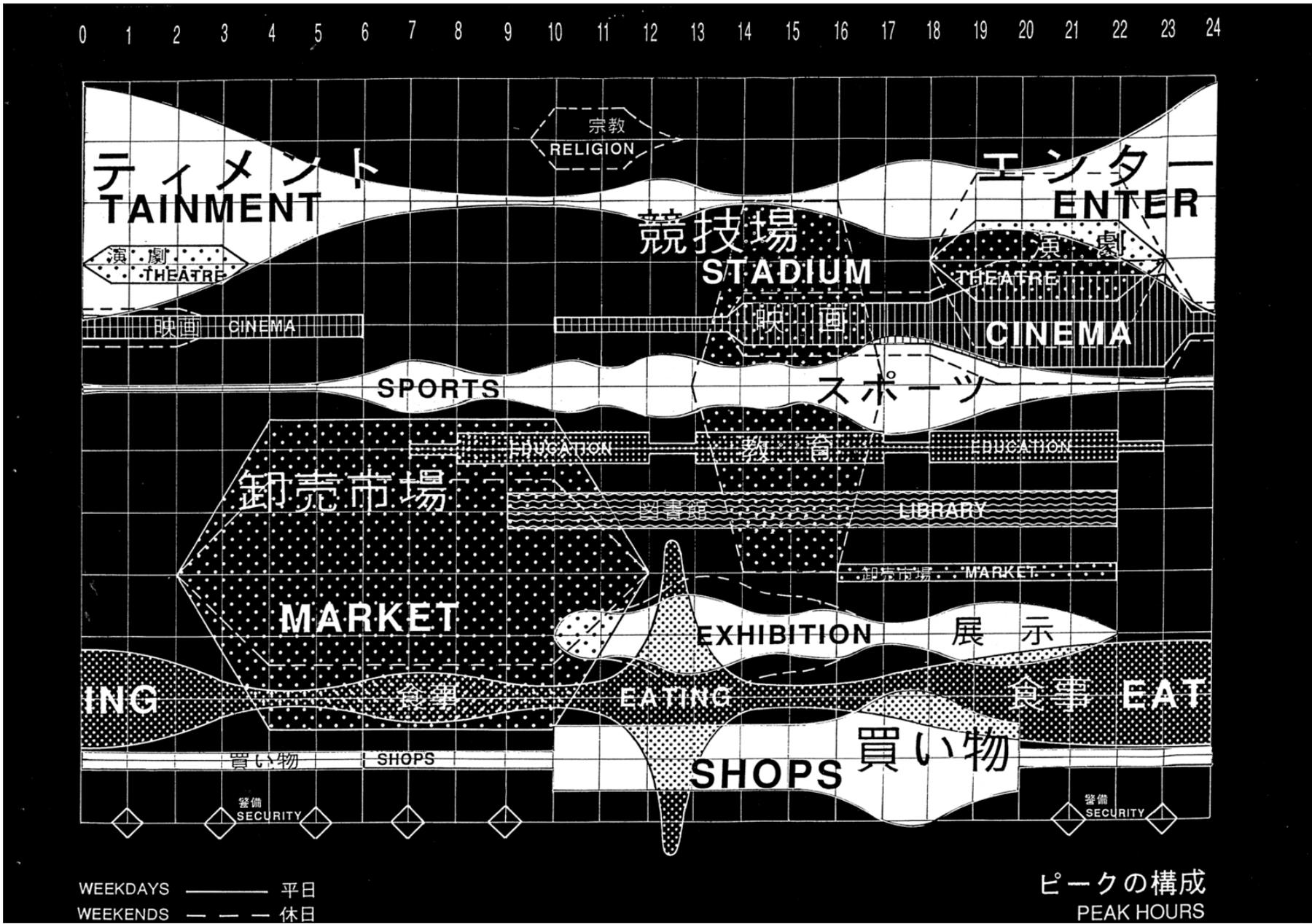


BOPY

Friedl Kubelka  
Tagesportrait Franz Zokan-West, Wien, 1976.



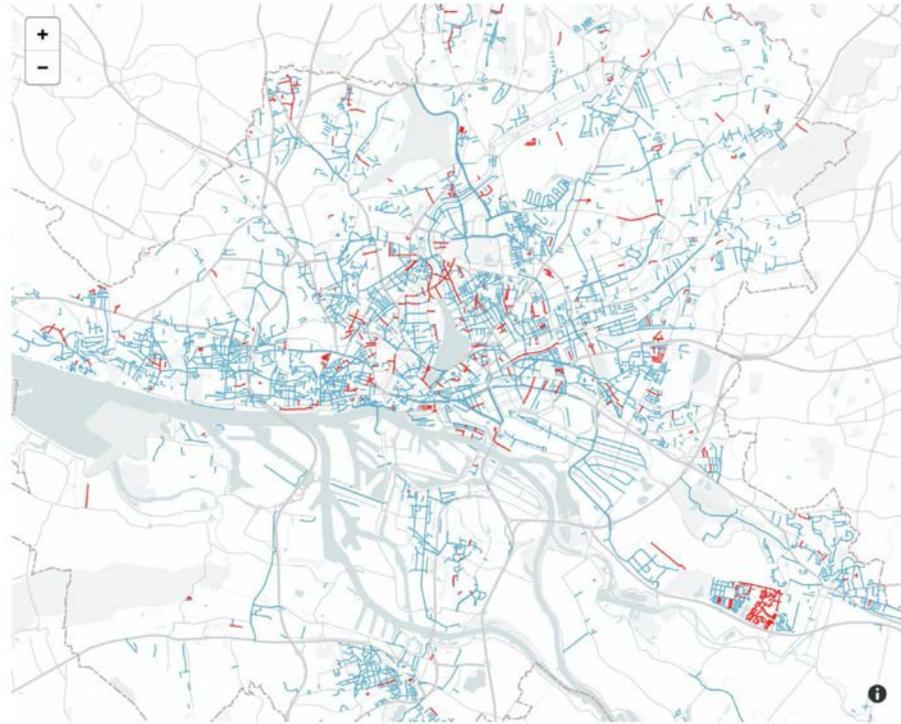
Kazumi Terasawa & H. Kani  
Kowloon Walled City, Hong Kong, 1997.



Office for Metropolitan Architecture (OMA)  
 Yokohama Masterplan, Yokohama, 1991.

## How feminine is Hamburg?

The distribution of streets in Hamburg that are named after men and women.



⊙ All streets that are named after women and men

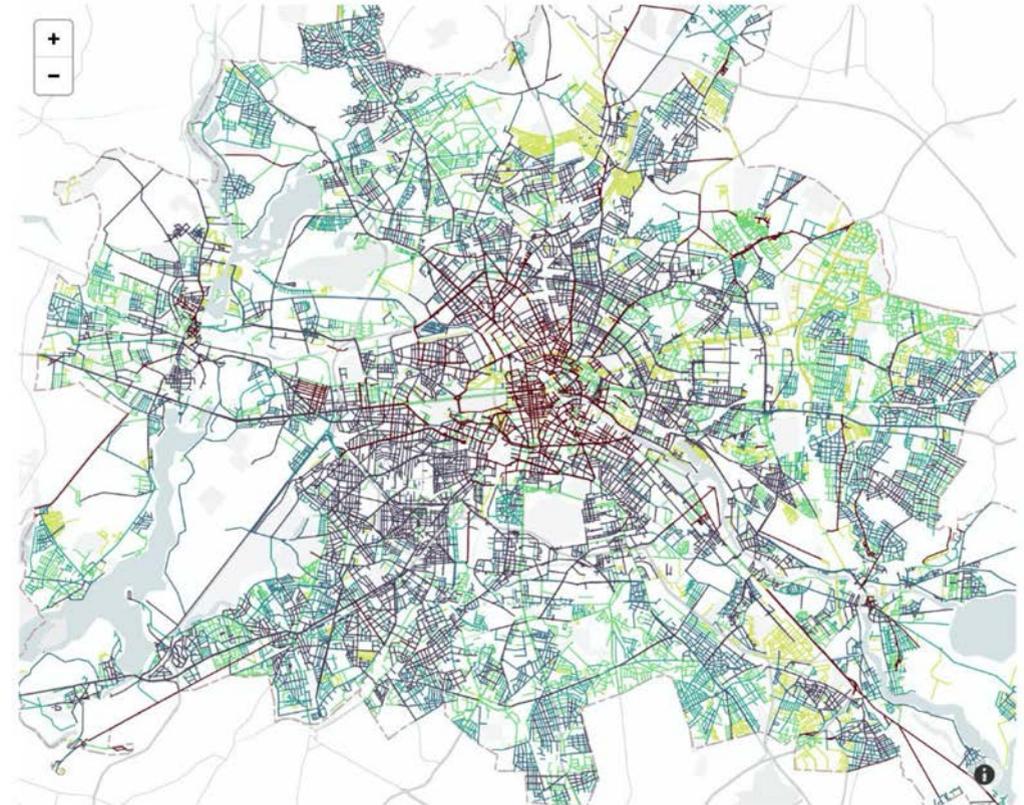
○ Women

○ Men



## How old are the street names used in Berlin today?

Streets in Berlin have often been renamed over the course of history, some multiple times – after the end of Nazi rule and the fall of the Berlin Wall, for example. The result is a city map in which new street names can often be found next to ones that are centuries old.



⊙ Display street names from all periods

○ before 1896

○ 1870–1918 *The German Empire*

○ 1918–1933 *Weimar Republic*

○ 1933–1945 *Nazi period*

○ 1945–1989 *Divided Germany*

○ since 1989

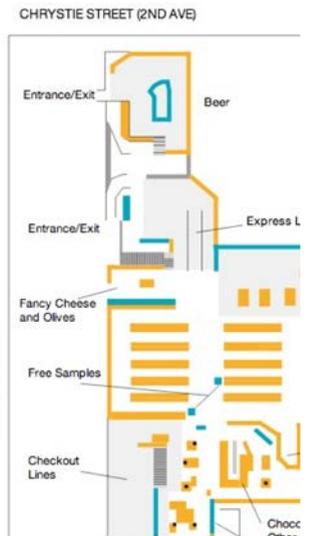


## Lost In the Supermarket:

### Love and Loneliness in the Bowery Whole Foods

One of the more often referenced cliché locations for New York Missed Connections is the grocery store, specifically any Whole Foods in Manhattan. This typical type of Missed Connection, and the mockery of it, refers to one of the easiest to mock demographic of the Missed Connections community: conscientious, overeducated, excessively groomed, well-to-do young urban professionals. The Whole Foods Missed Connection is a trope that combines criticism of both the shallowness of both the New York dating scene and of expensive feel-good organic food shopping.

For such a frequently satirized scenario, it doesn't actually happen all that much. Among settings that are neither on public transportation nor in the street, grocery stores are the fifth most common setting for Missed Connections. What's interesting about this percentage is that everyone (or, theoretically everyone) goes to the supermarket at some point—not everyone has a gym membership, not everyone drinks or goes to bars, but we all eat, and we have to get food from somewhere. And, stereotyping aside, among grocery stores surveyed thus far, the Whole Foods located at the corner of Houston Street and the Bowery is the most common site of grocery store Missed Connections. We set out to identify some factors that might contribute to the associations that this store has with Missed Connections and why shoppers might be looking for something more than fair trade organic coffee in its aisles.



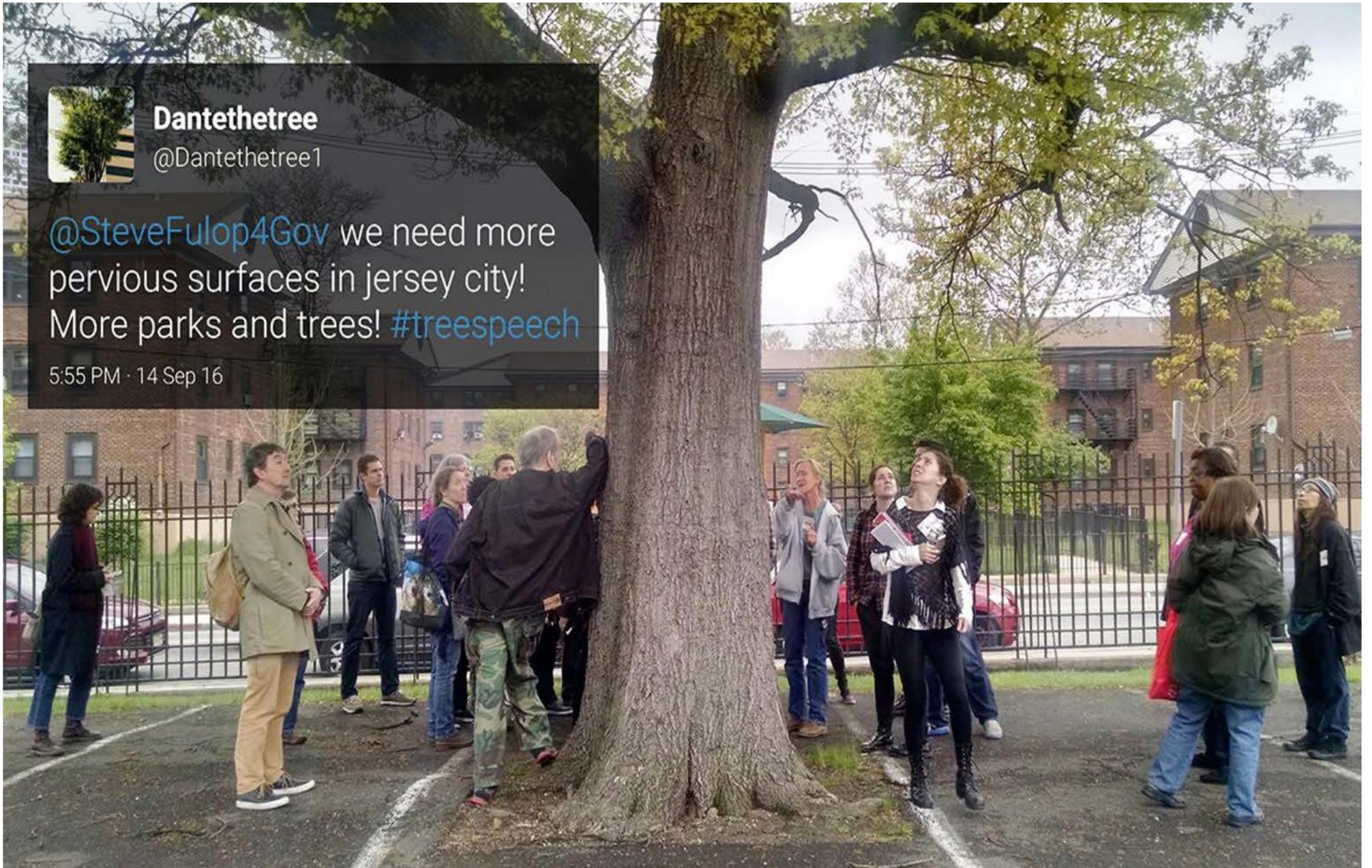


**Dantethetree**

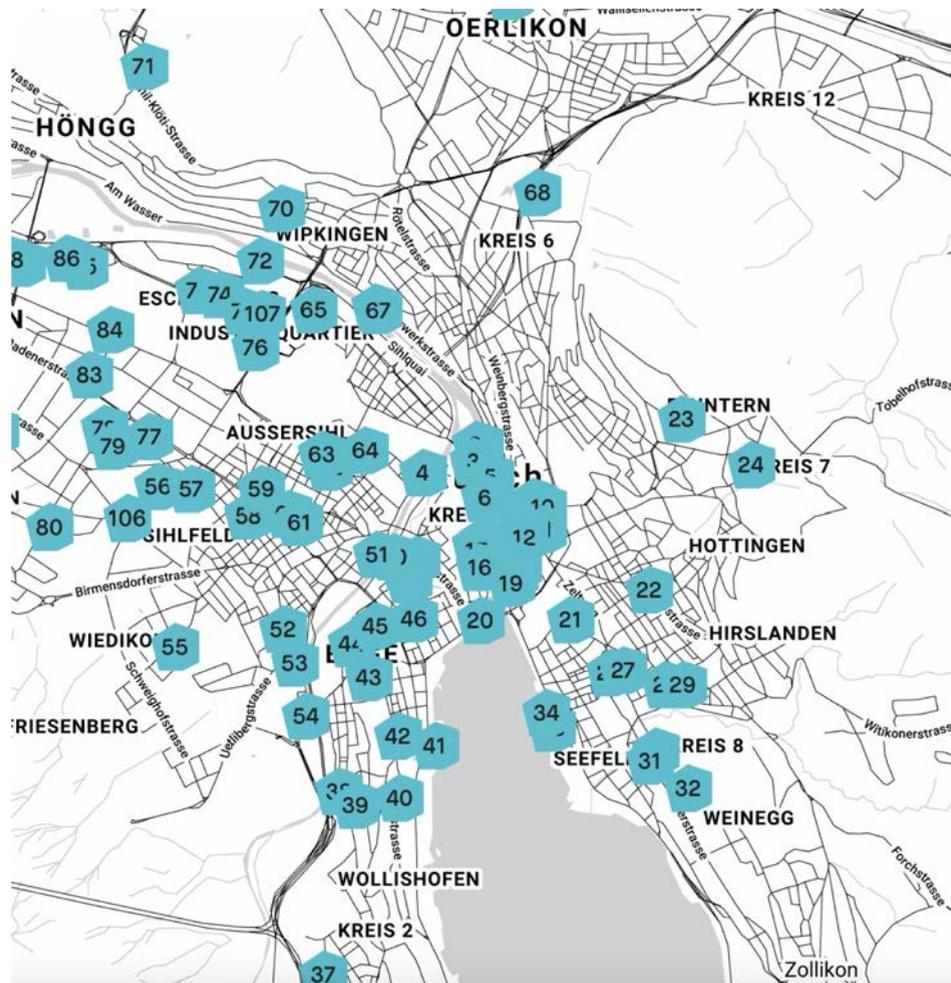
@Dantethetree1

@SteveFulop4Gov we need more pervious surfaces in jersey city!  
More parks and trees! #treespeech

5:55 PM · 14 Sep 16



#TREESPEECH - ANNE PERCORO  
2021, Jersey City



ERFAHREN

**PLANEN**

OPEN HOUSE FAMILIE

← zurück



### 23 MEHRFAMILIENHAUS FORSTERSTRASSE 38

Das Mehrfamilienhaus an der Forsterstrasse liegt in einem dicht begrünten Villenquartier in unmittelbarer Nähe des Stadtzentrums. Die Grösse und Situierung des Gebäudes wie auch die strukturelle Auflösung des Baukörpers ist ein Versuch, restriktive baugesetzliche Vorgaben dieser Wohnzone in eine architektonische Logik zu überführen, um aus vereinzelt, unzusammenhängenden Gestaltungsvorschriften eine architektonisch verständliche Einheit zu schaffen.

Die massiven, tragenden Wandscheiben dieser offenen Gebäudestruktur gliedern den Raum ohne ihn zu unterteilen. Sie ermöglichen ganz unterschiedliche Durchblicke und Lichteinfälle innerhalb des Grundrisses. Es gibt keine dienenden und bedienten Räume; es gibt keine Hierarchie oder Differenzierung von unterschiedlichen Bereichen der Wohnung und alle Räume sind gleich konstruiert und materialisiert. Das Grün der Bäume, der seitliche Lichteinfall setzen sich in den Spiegelungen der glatt geschalteten, fugenlosen Betonwände bis in den innersten, introvertierten Wohnbereich fort. Die Härte und Stringenz dieser Wandscheiben ist nicht das Ziel des Entwurfes, sondern lediglich ein Mittel zum Zweck, in dem begrenzten, gefangenen Außenvolumen eine vielfältige, reiche Innenwelt zu schaffen.

#### ADRESSE

Forsterstrasse 38  
8044 Zürich

[In GoogleMaps öffnen](#) →

#### ÖFFNUNGSZEITEN

Samstag  
Gemäss Führungen  
Reservation erforderlich

#### FÜHRUNG MIT RESERVATION

Sa 26 Sep 13:00–13:30 (0 freie Plätze)  
Sa 26 Sep 13:45–14:15 (0 freie Plätze)  
Sa 26 Sep 14:30–15:00 (0 freie Plätze)  
Sa 26 Sep 15:15–15:45 (0 freie Plätze)

#### RESERVIEREN

Für Reservation bitte mit Benutzernamen anmelden →  
Oder als neuer Benutzer registrieren →

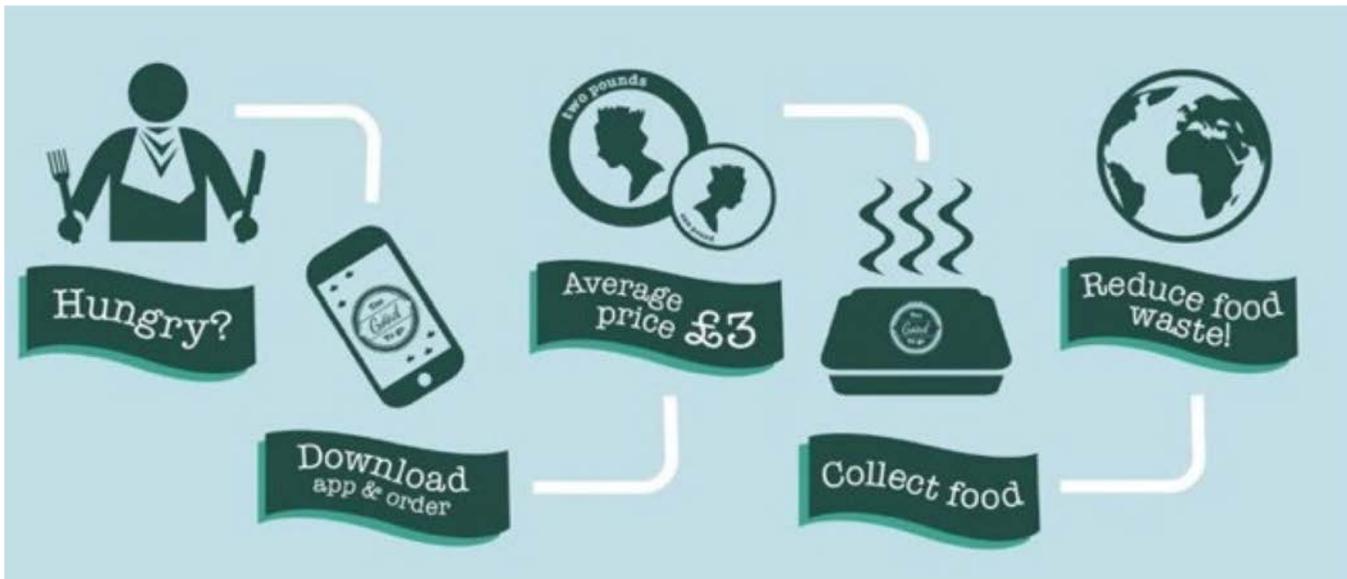
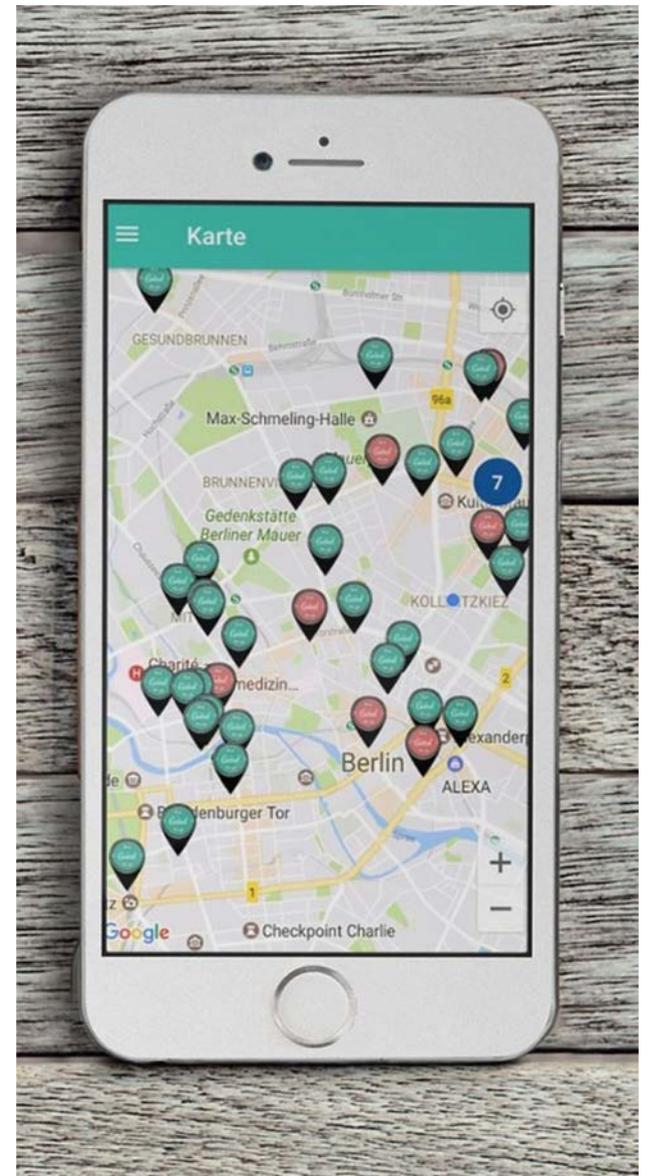
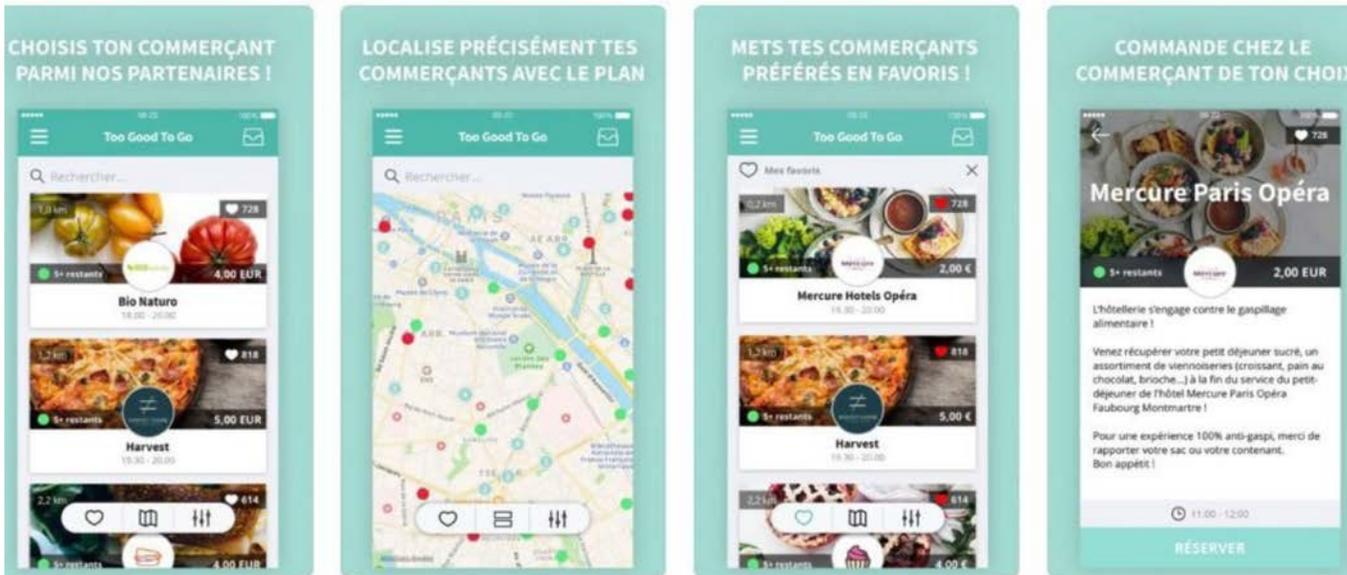
Mit Catherine Dumont D'Ayot: In der oberen Etage gibt es eine Einführung. Danach kann die Gruppe in geschlossener Formation die untere Wohnung der Künstlerin Hanna Roeckle besichtigen.

#### ÖFFENTLICHER VERKEHR

Bus 33 und Tram 6 bis  
Toblerplatz



Farmy - Local Product Home Delivery  
farmy.ch



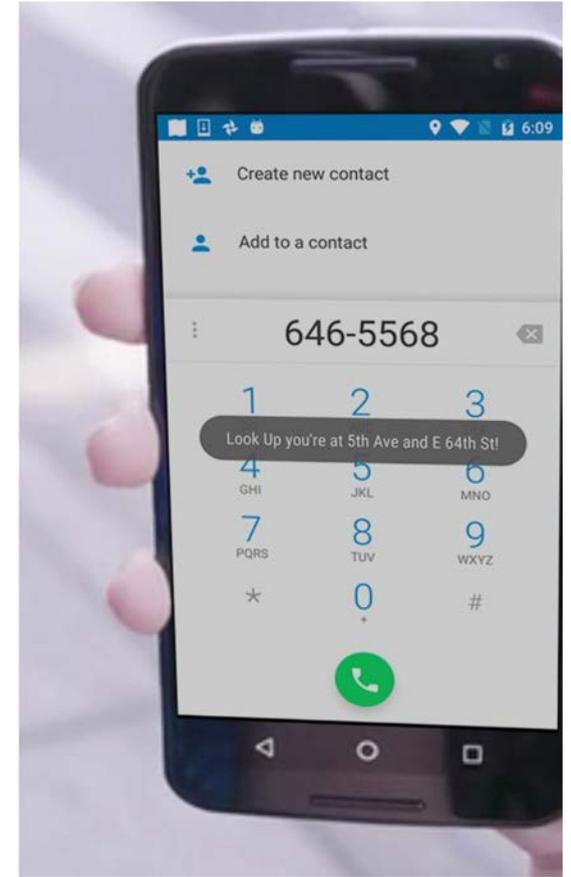
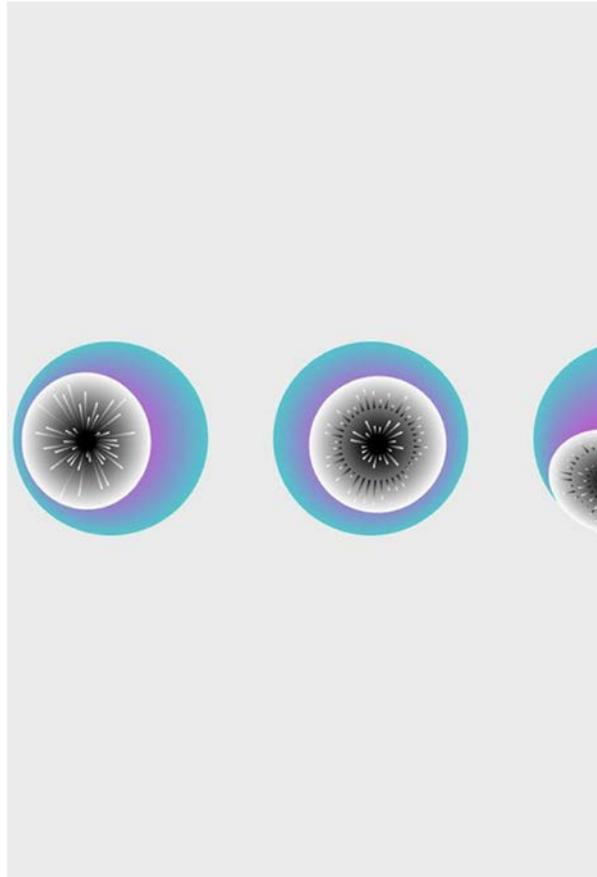
Too Good to Go - "Anti-Waste Food App"  
 toogoodtogo.org



Grassrooted - Food Waste reduction subscription  
grassrooted.ch



After Pokémon Go – Andrew Knott  
[architectural-review.com](http://architectural-review.com)



LookUP App - NYC Intersections - Ekene Ijeoma  
[studioijeoma.com/Look-Up](http://studioijeoma.com/Look-Up)



Stranger Visions - Facial Reconstruction from DNA on Chewing-Gum and Cigarette Butts - 2012-13 - Heather Dewey Hagborg  
deweyhagborg.com



### TELEPHONE LINES

Unclear if this refers to VoIP communications or traditional telephony, given the volume of existing copper wires still in underground ducts, the latter seems likely.



### TELEVISION MARKING

This cable is more commonly seen in boroughs other than Manhattan. Although the labeling indicates a television cable, it is repeating that most consumer ISPs in New York operate as "bundlers" of television and internet connections, and are often serviced by the same company.



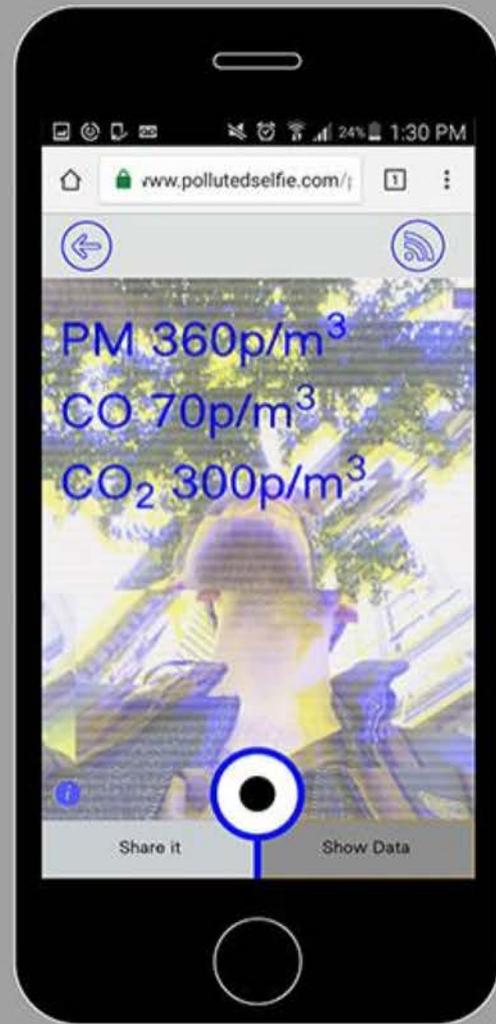
### TRANSIT WIRELESS

Transit Wireless is the contractor building out a fiber-optic network for the MTA's subway platforms. See more in [Subway Wireless Networks](#).



### WINDSTREAM COMMUNICATIONS

Windstream, a smaller telecommunications company based in Little Rock, AK, spun off its copper and fiber network into a real estate investment trust (REIT) in the summer of 2014. The REIT is a carry business choice: by placing their infrastructure assets into a tax-exempt entity, Windstream saves around



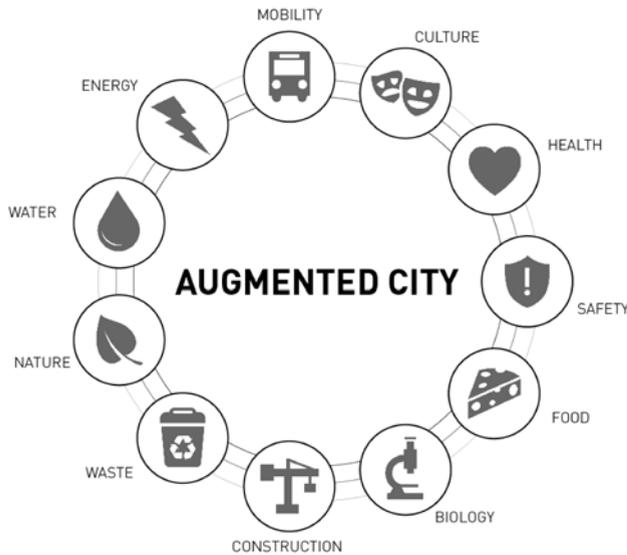
Polluted Selfie / LDF  
Fragmentin, 2017

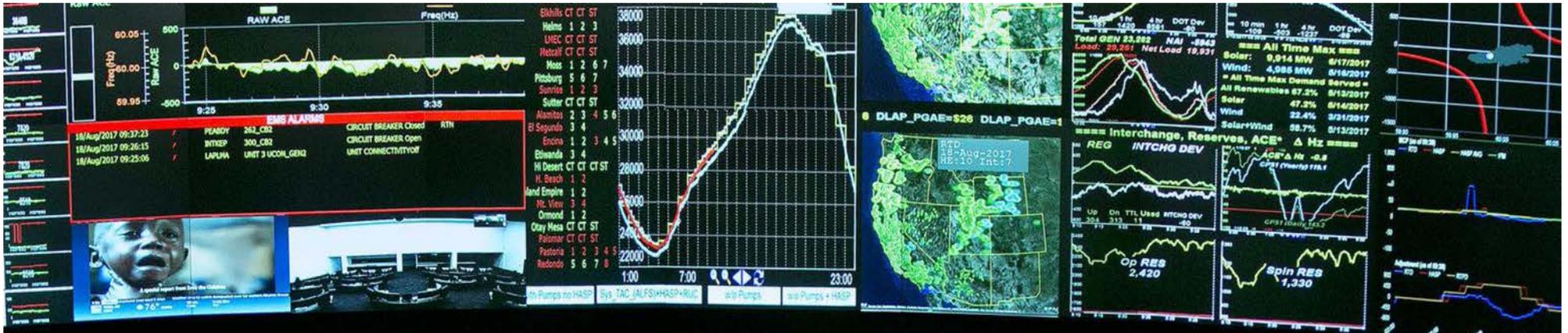


States of Disassembly  
Lateral Office, SBAU 2017

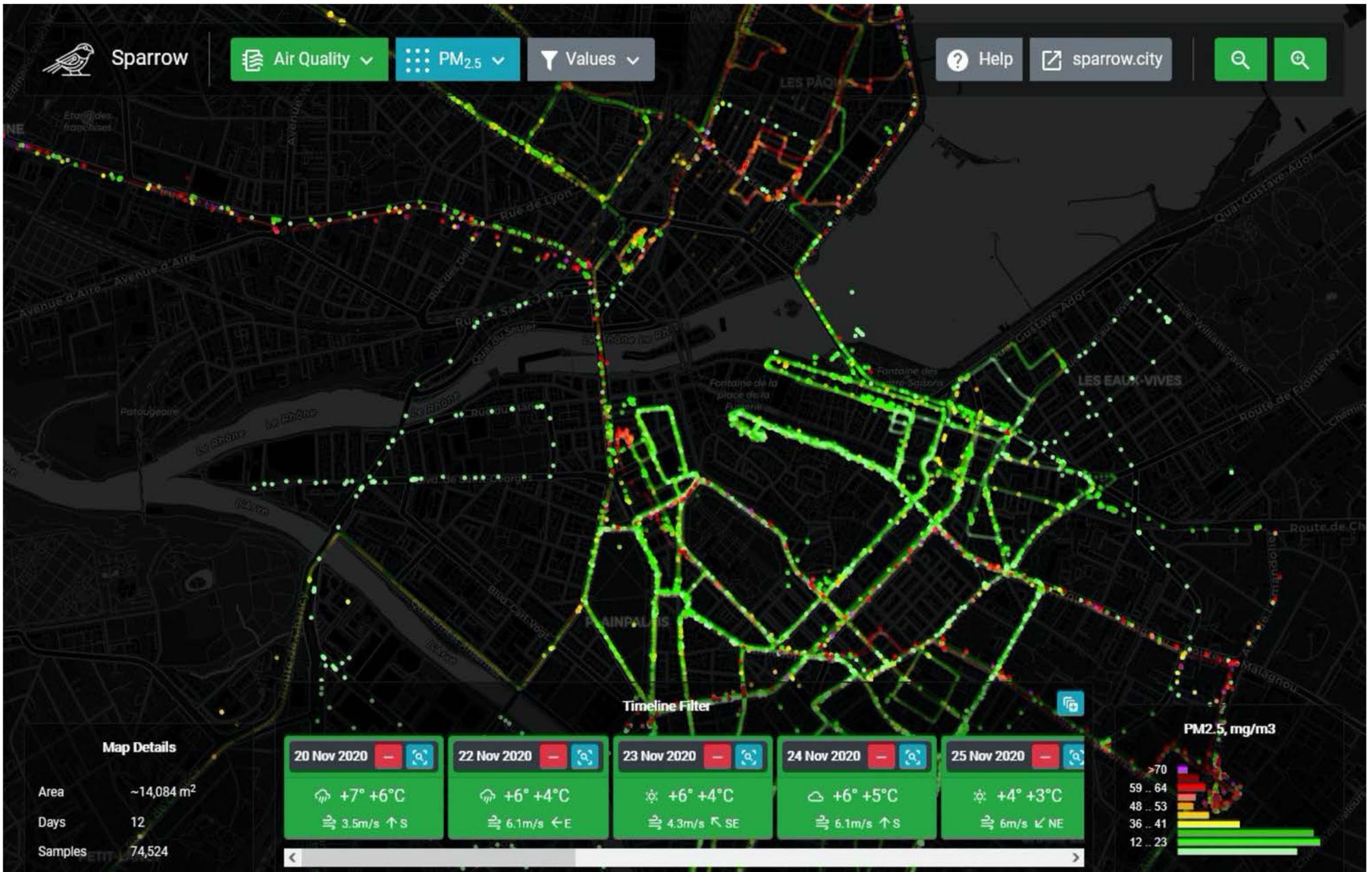
## Urban Flows

- **Culture**  
(Tourism, Art, Events, ...)
- **Mobility**  
(Public Transportation, Public bikes, Shared Vehicles, ...)
- **Safety**  
(Natural Disasters, Illumination, Crime, ...)
- **Health**  
(Sports, Pollution, Contaminants, ...)
- **Energy**  
(Energy use, PV potential, ...)
- **Water**  
(Water quality and pollution, potable water points, ...)
- **Nature**  
(Biodiversity, Plant-Life, Insects, ...)
- **Waste**  
(Recycling, Sharing Economy, ...)
- **Construction**  
(Building Materials, Heritage Preservation, ...)
- **Biology**  
(Microbes, Viruses... )
- **Food**  
(Reducing waste, local agriculture, urban farming, ...)





California Grid Control System  
The New York Times, 2018



Title

CONCEPT :

Vivamus ultrices vestibulum sem, sit amet sodales enim dui. Ut porttitor leo eu ligula dictum pellentesque.

descriptions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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touchpoints

1

touchpoint name

2

touchpoint name

3

touchpoint name

4

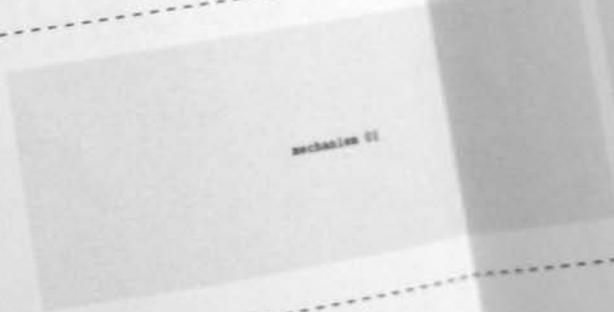
touchpoint name

5

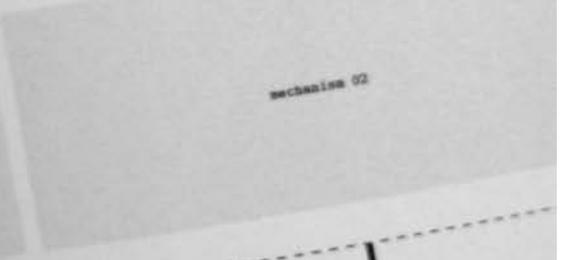
touchpoint name

disruptive

key AI/AR/VR mechanisms for disruption



mechanism 01



mechanism 02

## Schedule

Fall, 2021

Week 1: Introduction / Intuition Workshop

*EMOTIONEERING*

Week 2: Immersion Workshop

*FORENSIC MANUAL*

Week 3: Mapping Workshop

*EXPERIENCE JOURNEY*

Week 4: Disruption Workshop

*THREE RADICAL IDEAS*

Week 5: Precedenting Workshop

*ANALOGIES*

Week 6: Sharpening Workshop

*DIAGRAMS*

Week 7: Midterm Review / Pitching + Mashup

Week 8-11: Critical Prototyping I – IV

Week 12: Packaging Workshop

Week 13: Final Review / Pin-up

Keywords

*design thinking, ethnography, prototyping,  
assumption testing, visual thinking,  
convergent thinking, divergent thinking,  
collaboration, visual thinking, value propositions*

Dates are subject to change.

Media x Design Laboratory

Prof. Jeffrey Huang

Alex Sadeghi, Mikhael Johanes, Christina

Doumpiotti, Christoph Holz, Frederick Kim,

Gianna Ledermann