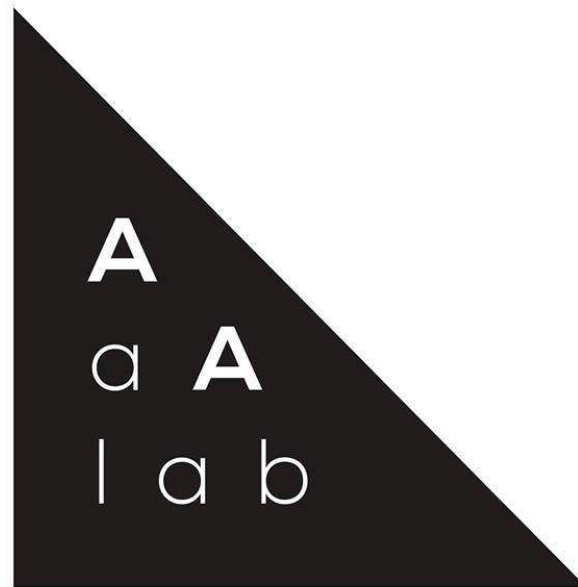




Urban Analytics

Accelerating the Development
of Smart Cities in Portugal

Workshops Regionais | Norte | 10 de março de 2015



AMARRA-TE
a **AMARANTE**





Design & Thinking





Ideia

1. Criar / Desenvolver o conceito de “laboratório de inovação urbana”
2. Testar a aplicação do “Design Thinking” numa autarquia



Projeto experimental promovido pelo Município de Amarante

- 10 semanas
- Equipa: 5 Elementos
- 6 Protótipos



Objetivos

1. Melhorar a qualidade de vida e dos serviços urbanos em Amarante;
2. Inspirar os cidadãos a envolverem-se com o desenvolvimento da sociedade;
3. Inspirar os funcionários da autarquia a adotar processos mais criativos e centrados no munícipe;
4. Posicionar Amarante como concelho criativo e inovador;





FOCO NO SER HUMANO

Processo de imersão empática



COLABORAÇÃO MULTIDISCIPLINAR

Cocriação em colaboração com os clientes



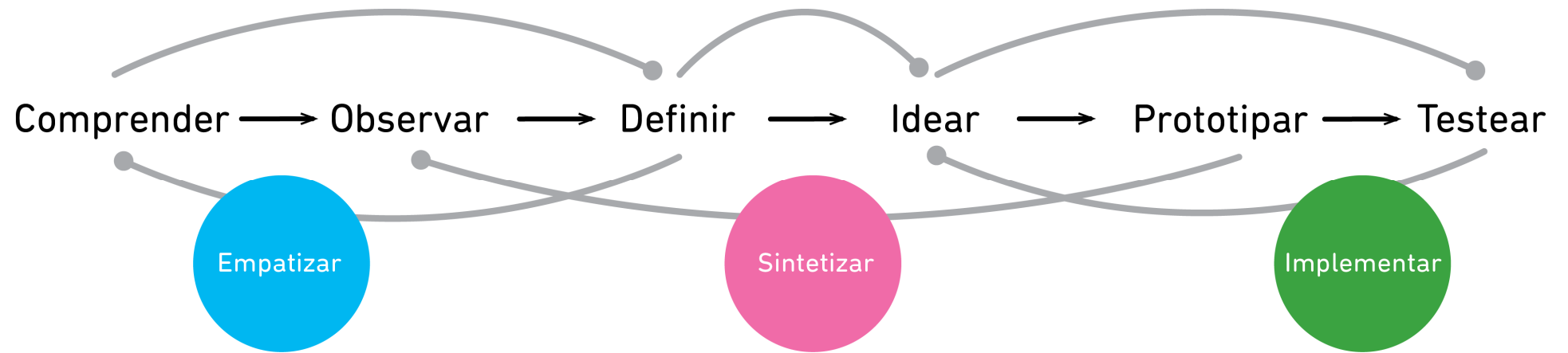
TANGIBILIZAÇÃO DE IDEIAS

Prototipação de modelos conceituais



VIABILIDADE & VALOR COMERCIAL

Transformação de ideias em soluções



DESAFIO



ENTREVISTAS



CRIAÇÃO DE PERSONAS



PROBLEMA



SOLUÇÃO



TESTE











Protótipos



Urban Farming

Abandoned spaces are reused for growing fruits and vegetables. Volunteers who engage in the project receive the finished crops and if they are unemployed this can be a first step towards a job. The concept takes advantage of the closeness of rural and urban areas in Amarante.





Floating sculptures

Artists from different parts of the city lead teams of inhabitants to create sculptures on platforms that can float on water. On a certain day during summer, the sculptures are launched into the river and anchored there as an exhibition for a number of weeks.

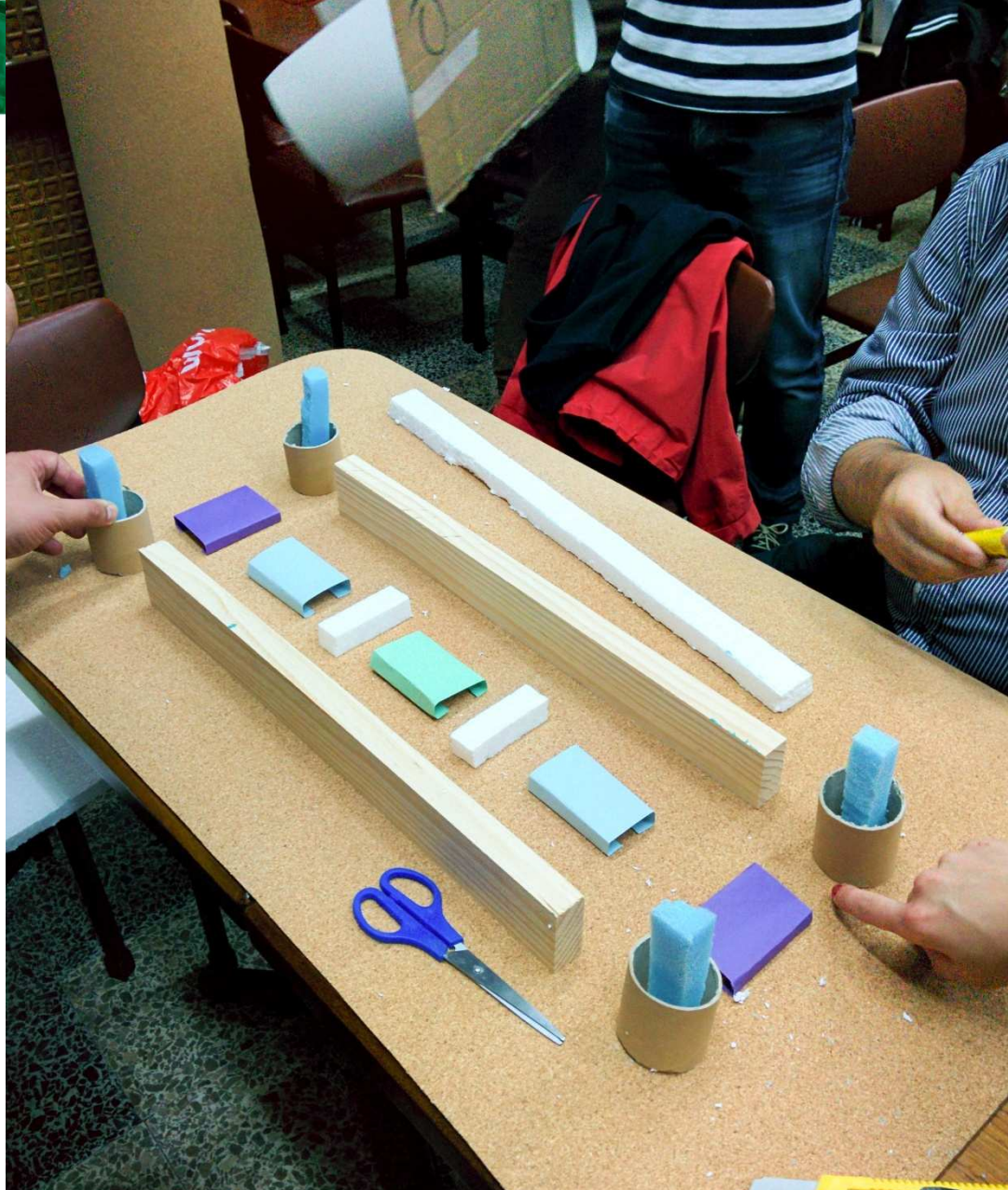


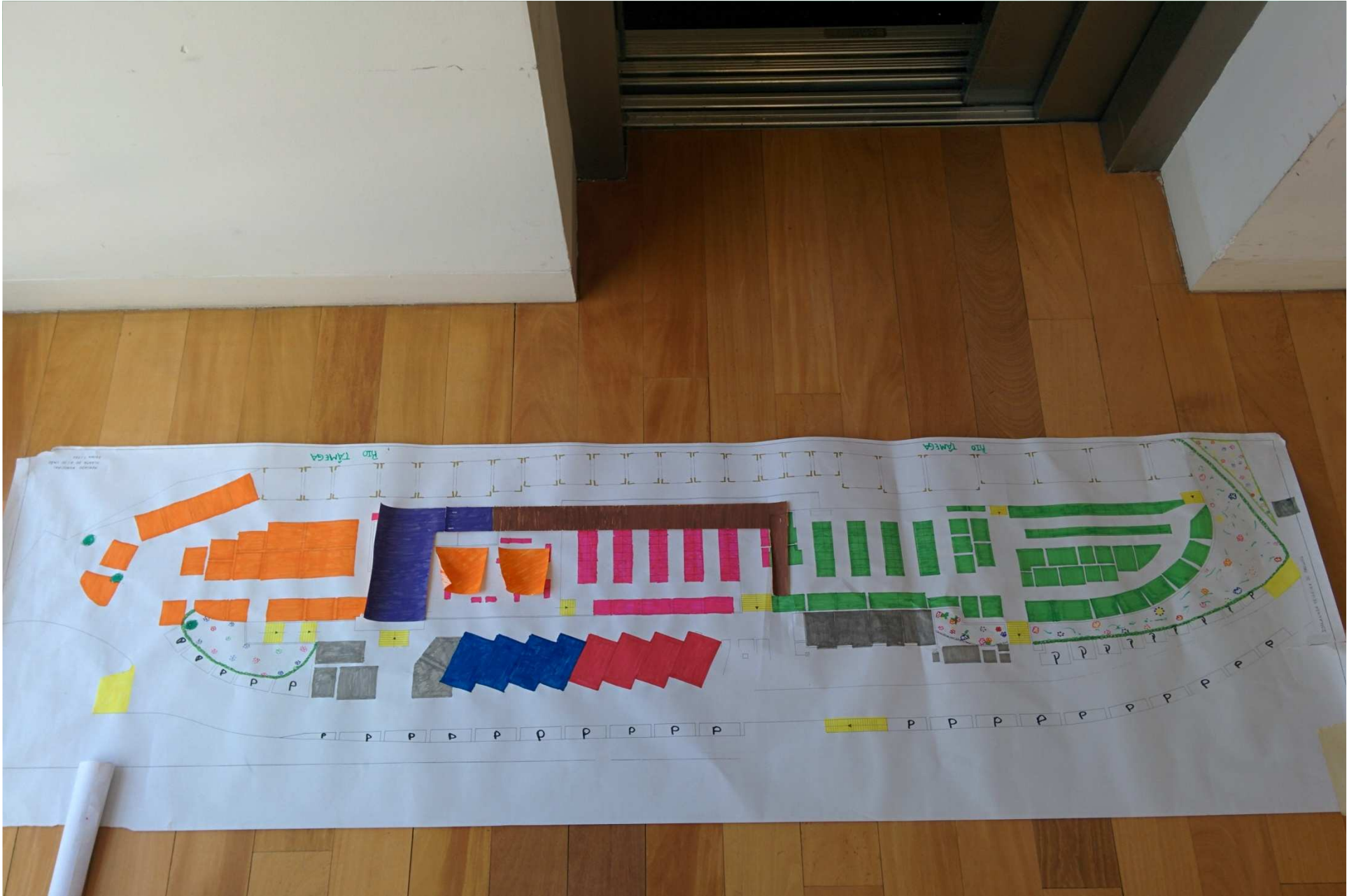




Mercado das Flores

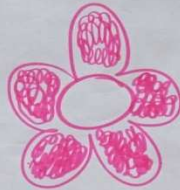
A central market organized by colors and with all flower stands at the heart of commerce. In comparison to today's market the Mercado das flores offers riverside bars and restaurants, an event area, clear and obvious navigation as well as traditional products and handicrafts plus art and culture features.







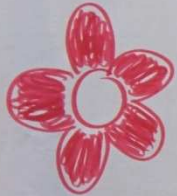
PRODUTOS
FRESCOS



FLORES



ADMINISTRAÇÃO
E SERVIÇOS



CARNE



PEIXE



PARQUE



PRODUTOS
TRADICIONAIS
E ARTESANATO



CULTURA
E ARTE



MAPEAMENTO
E SINALÉTICA



RESTAURAÇÃO
E BARES

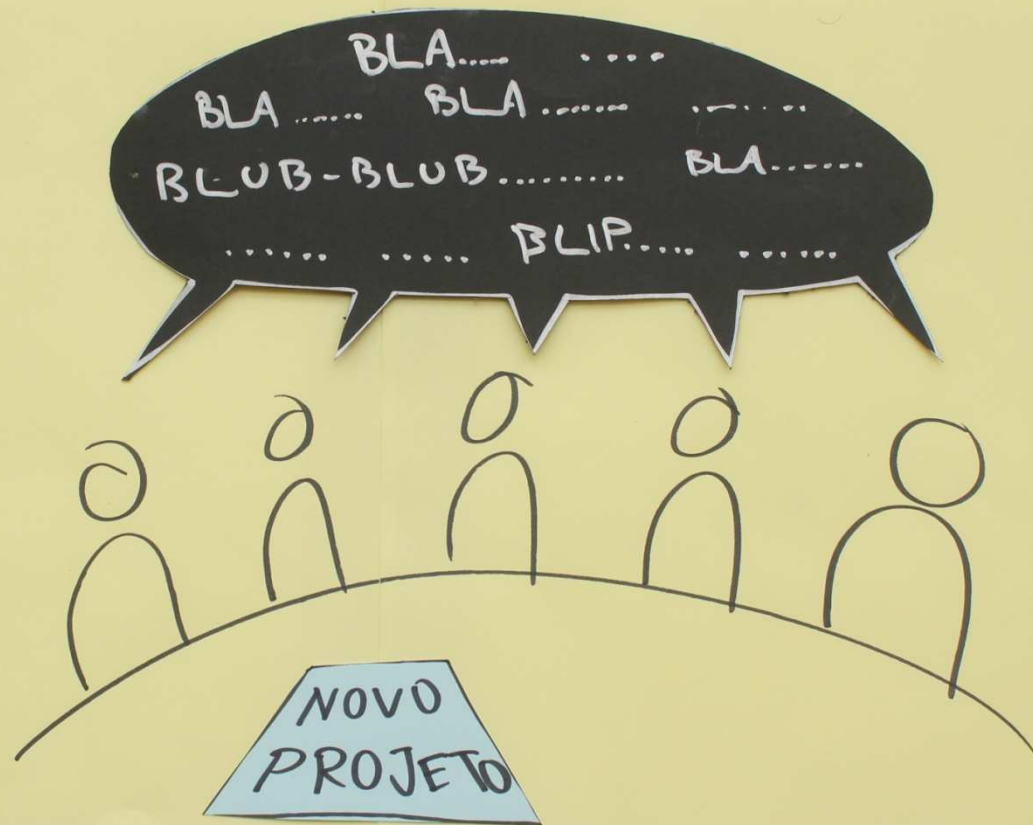


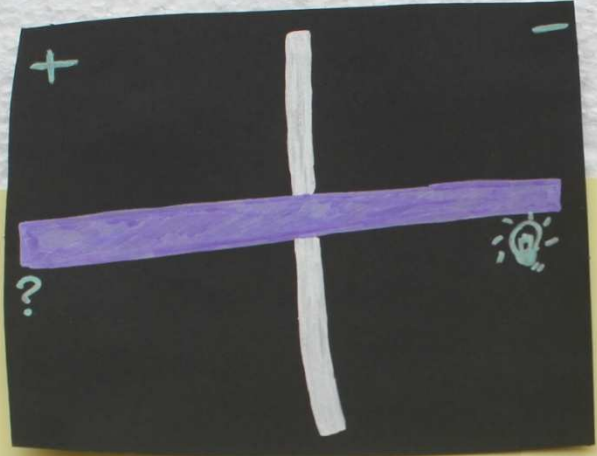
ÁREA DE
EVENTOS



Complementar











Pontos Fortes

- 1. Hosted engaging events in many different formats.**
- 2. Successful and appreciated training workshop for CMA.**
- 3. Branding, awareness and recognition in the local community.**



Pontos Fracos

1. **Lack of interaction and integration with CMA -> low impact.**
2. **Aiming to do too much and not doing any of it exceptionally well.**



Futuro



Obrigado