The Augmented City
A Panel Discussion

Urbanism Next 2019
Session 2: 3:00 – 4:30 PM, May 8, 2019
Moderator, Gerry Tierney
Perkins+Will
The Augmented City: A Panel Discussion
Augmented Reality is NOT Virtual Reality
In the first reality is Augmented; in the second reality is Replaced
And now our panelists .....
Augmentation in the Public Realm
We are reaching a point where the smartphone has reached widespread exposure.
The screen age is ending
“Statista forecasts that 200 million people (worldwide) will be using mobile AR in 2018 (versus 60 million in 2013).”
“In the supposedly less stressful environment that had wider windows, I perspired less, my heart-rate was lower, and my facial expressions along with the EEG monitoring also indicated lower stress levels.

The ramifications of this research pertain not only to virtual reality (VR) but augmented reality (AR) services, in which computer-generated visuals are superimposed on a tech user's view of the real world.”

- Jason Sayer, CityLab
“Working in museum technology, my challenge is to amplify object stories through technology in a way that makes them meaningful to museum visitors. Museum collections tell important stories about being human and AR is a really exciting technology because it has the potential to profoundly enhance our opportunity to engage with history and empathize with the people that came before us.”

- Emily Gumpel, CultureConnect
Technological inequities still exist.
Outdoor advertising disproportionately impacts COCs

“At-risk communities and communities of color hosted more outdoor advertising depicting harmful content than other communities.”

Source: US National Library of Medicine, National Institutes of Health
“Media theorist Franco Berardi argues in Precarious Rhapsodies that the rising overload of information in the average person’s daily life has already “produced a saturation of human attention that has reached pathological levels.”

- Jason Sayer, CityLab
“What does the virtual space that “belongs to us” look like? ...instead of a hybrid landscape dominated by ads and obfuscating distractions, augmented overlays are used to highlight the hidden dimensions of place, or serve as a distinctly spatial platform for alternative forms of communication and culture.”

- Joshua McWhirter, Failed Architecture
Values & Outcomes

Linea 1

Linea 2

Linea 3

Linea 4

Image credits: Lance Wyman, Metro de la Ciudad de Mexico