

# Mobile lifestyles and publicity

how accessorizing the urban nomad  
changes pedestrian representation of self

Walk 21, Melbourne, Oct. 24, 2006

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# Starting block

1. Mobile lifestyles in an urban world
2. Walking culture = urban culture
3. Values : Identity . Freedom . Flexibility
4. Walking wearables
5. Technology for kids
6. Hints from consumer research
7. Representation . Appropriation . Practice
8. Tools for pedestrian empowerment
9. Futures

# Facts & figures

1 person out of 2 has a car

1 household out of 5 has no car

We've been vying for modal split for 20 years,  
but 2/3 of all trips are still made by car

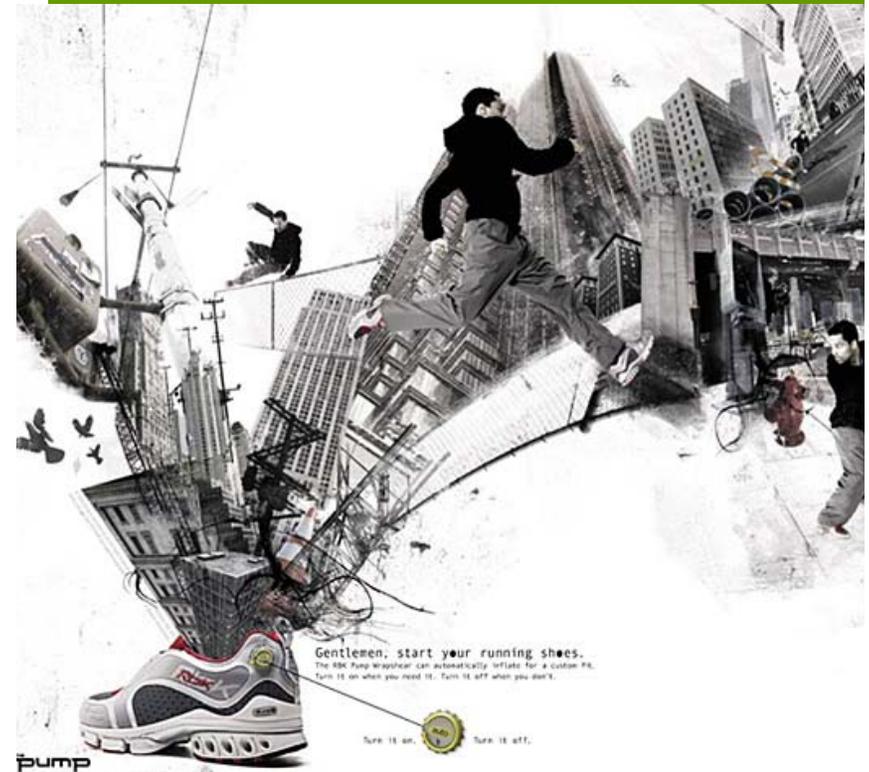
Trip time and distance are on the rise

Great potential of small trips

40% trips are made for leisure  
(> 40 min/person/day)

# May mobile nomads become walkers ?

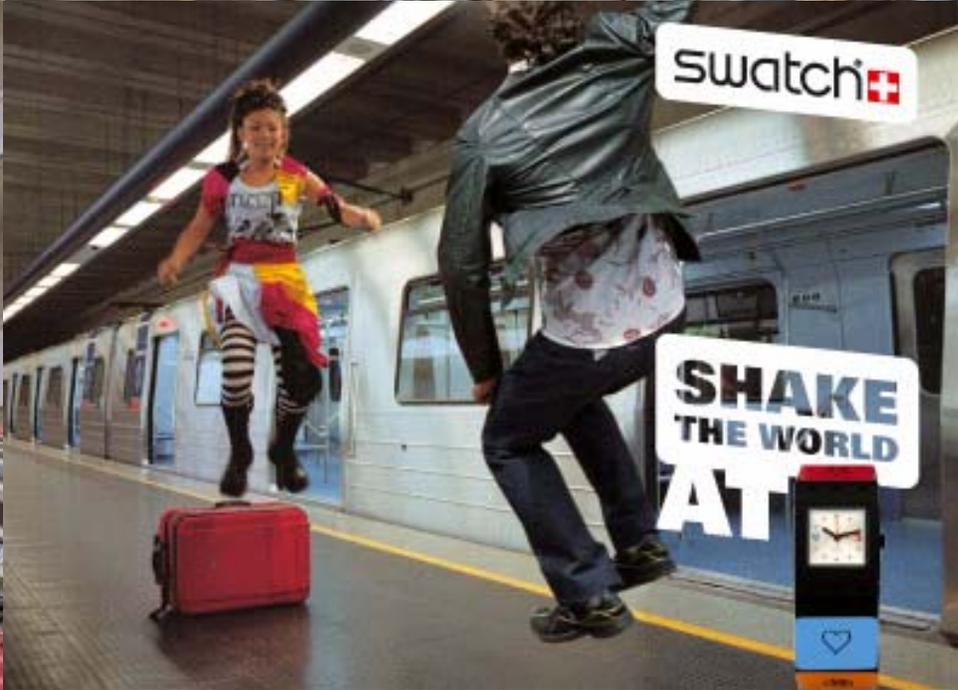
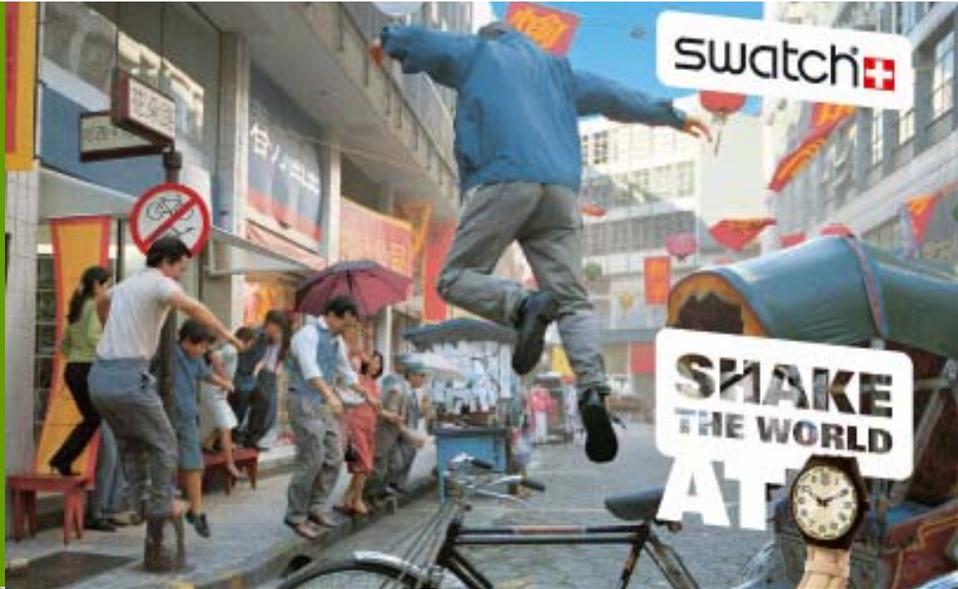
- Walking is a matter of choice, not of need !
- Urban daily agendas chain multiple, complex activities
- More flexibility, less time, no hassle
- Mobility for all = mobility for none
- Good policy is like good publicity: targeted !



# Urban culture

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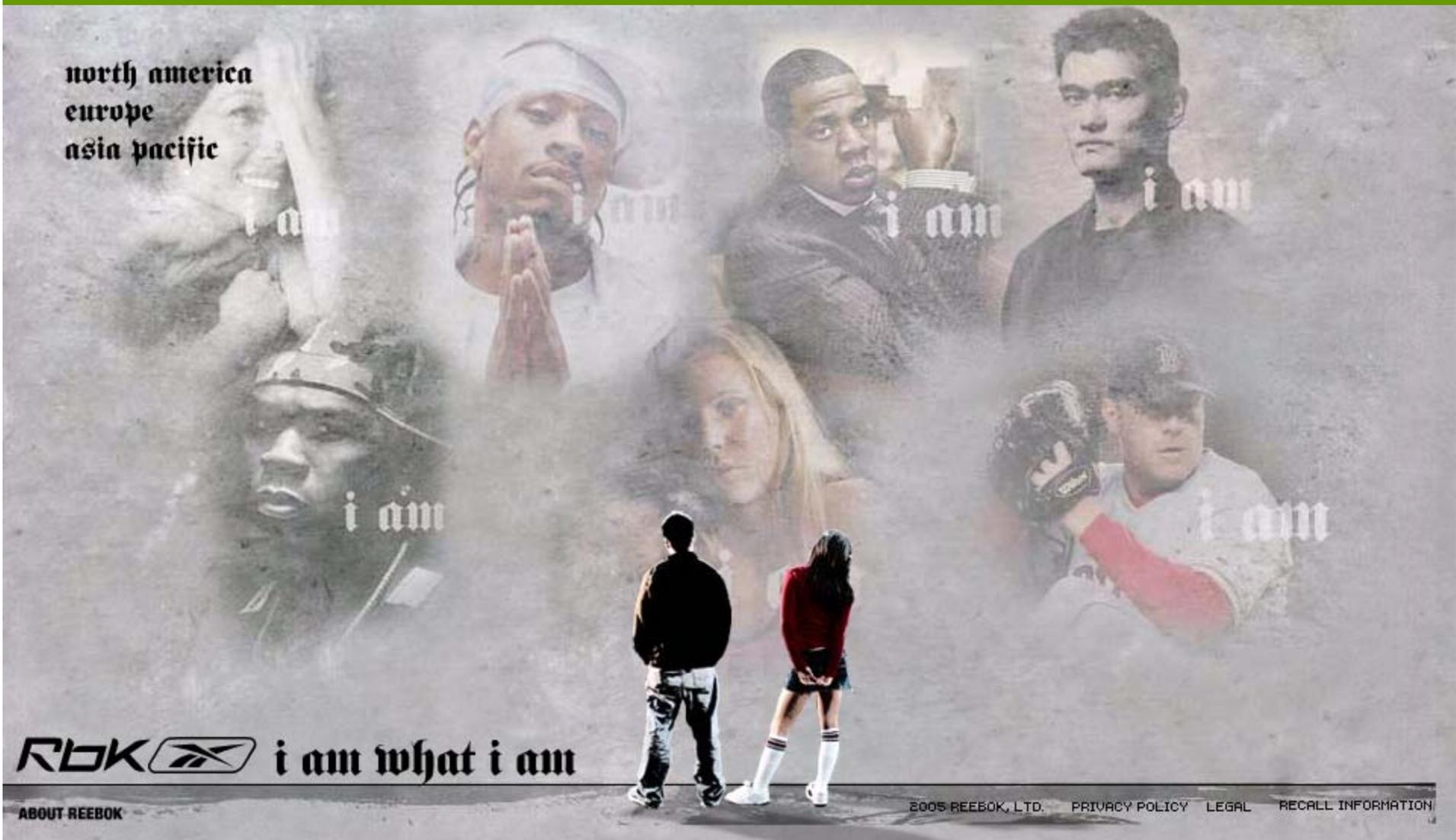
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Multimodal world

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## EXPRESS YOURSELF BY CREATING YOUR OWN UNIQUE PAIR OF SHOES.

Choose colors for parts of the shoe such as the upper, midsole, overlays and Swoosh.  
In selected models, you can even establish your width, stability level and a different size for each foot.  
And then, speak your mind in a personalized iD tag.

### SELECT A SHOE TO iD



NIKE SHOX COG



NIKE SHOX GO



AIR MAX MOTO



NIKE FREE



NIKE SHOX 2:45

# ID

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## MAKE MINI YOUR OWN

[> FIND YOUR LOCAL DEALER](#)

Drive MINI and you'll stand out from the crowd, no doubt about that. With hundreds of different accessories available you really can turn MINI into something extra-special to you.

### > MINI ACCESSORIES

There are literally hundreds of ways to personalise MINI. Roll over these images to discover the world of MINI personalisation.



### > MINI CHARACTERS

So many options, so little time, so we've created some MINI characters for you. Click on the MINI character of your fancy and prepare to be inspired.



THE BLING



THE MOJO



THE GROOVER



THE HIPSTER



THE BUSINESS



THE ADVENTURER



THE MOVER



THE TIMELESS

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## MINI CHARACTERS

MINI says lots about the people that drive them, but with MINI Accessories, they say more!

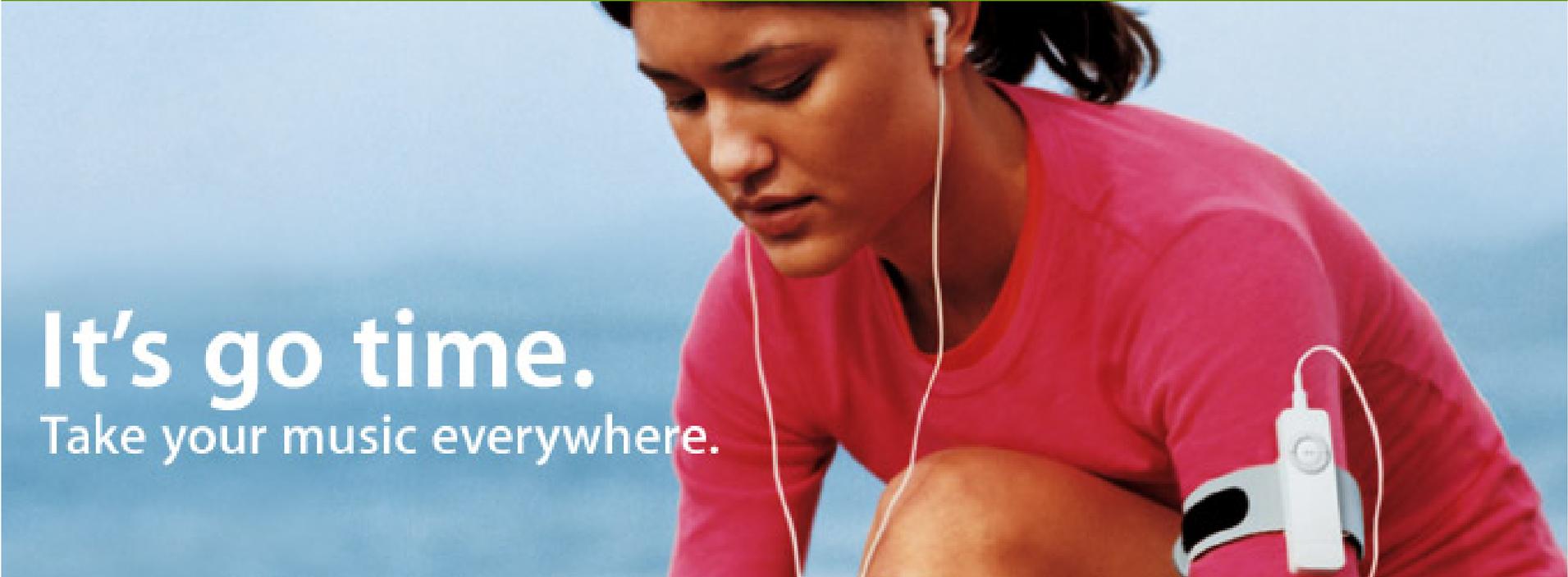
We've taken some MINIs and added a liberal sprinkling of Accessories, to give them characters of their own, and to give you some inspiration. Two of these "characters" can even be fitted to your MINI after you buy it.

Take a look, and see how you could really stamp your personality on MINI.

[← MINI ACCESSORIES HOME](#)

- > THE BLING
- > THE MOJO
- > THE BUSINESS
- > THE ADVENTURER
- > THE GROOVER
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**It's go time.**  
Take your music everywhere.

**Ipod community**

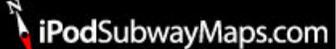
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Take your iPod personally.

**Montreal, QC**  **Plan du métro**

- Montreal01.jpg
- Montreal02.jpg
- Montreal03.jpg
- Montreal04.jpg
- Montreal05.jpg
- Montreal06.jpg
- Montreal 07.jpg



# Navigate

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- 1 Colonnade  
Schulhausstrasse
- 2 Grossmühl  
Spitalstrasse
- 3 Der Markt  
Lindenhofstrasse von 1801 bis  
Lindenhof
- 4 Hof of Kaserne, Spandau  
Kasernestrasse mit Hofspandau
- 5 Colonnade  
Kasernestrasse und Militärstrasse
- 6 Militär  
Hof öffentliche Anlage mit Hof  
1800/1800
- 7 Militärstrasse  
Lindenhofstrasse
- 8 Kasernestrasse  
Hof Kasernestrasse, Spandau
- 9 Kasernestrasse, Hof  
Kasernestrasse
- 10 Kasernestrasse, Hof  
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- 11 Kasernestrasse, Hof  
Kasernestrasse
- 12 Hof  
Hof der Kaserne, Hof Kasernestrasse
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Hof der Kaserne, Hof Kasernestrasse
- 24 Hof  
Hof der Kaserne, Hof Kasernestrasse

- 1 Alfred Escher Brunnen, Vorspann
- 2 Alfred Escher Brunnen, Start
- 3 Löwenplatz
- 4 Gessnerbrücke/Kasernestrasse
- 5 Militärbrücke
- 6 Schanzengraben
- 7 Sihlstrasse/Bahnhofstrasse
- 8 Amtshaus IV, Stadtmodell
- 9 Eingang Parkhaus Urania
- 10 Lindenhofstrasse/Lindenhof
- 11 Schlüsselgasse/Thermengasse
- 12 Münsterhof
- 13 Paradeplatz
- 14 Zentralhof
- 15 Kreuzgang Fraumünster
- 16 Grossmünster
- 17 Münstergasse/Spiegelgasse
- 18 Haus zum Rech, Ankunft und Aufenthalt Stadtmodell
- 19 Haus zum Rech, Abgang
- 20 Predigerstrasse/Predigerplatz
- 21 Hirschenplatz
- 22 Niederdorfstrasse/Am Rank
- 23 Linmatquai/Hühlesteg
- 24 Alfred Escher Brunnen (Abspann)

Züri z'Fuess



Boni Koller  
**Der Skalp des Opernsängers**  
 In geheimer Mission unterwegs in der Innenstadt

# Navigate

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<a href="#">MINI RANGE</a>	<a href="#">FUN &amp; ADVENTURES</a>	<a href="#">CONTACT US</a>	<a href="#">THE MINISTRY</a>	<a href="#">APPROVED USED MINIS</a>
<a href="#">MINI UK HOME</a>	<a href="#">MINI Range</a>   <a href="#">Accessorise your MINI</a>   <a href="#">MINI Characters</a>			<a href="#">SITE HELP</a>

## THE BLING

Bring on the bling - this Convertible is strictly for those who want to be seen and heard. JCW Tuning Kit, Double-Spoke Alloys and Aerodynamic Kit guarantee you get noticed. And just wait until you see the inside...

- > [THE BLING](#)
- > [THE MOJO](#)
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- > [THE MOVER](#)
- > [THE HIPSTER](#)
- > [THE TIMELESS](#)
- < [MINI CHARACTERS HOME](#)
- < [MINI ACCESSORIES HOME](#)



### EXTERIOR FEATURES

### INTERIOR FEATURES



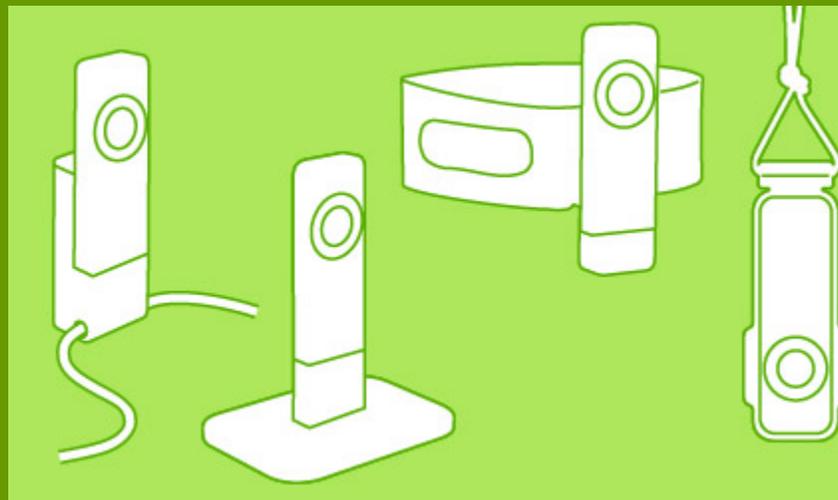
Stuck, lost, flummoxed? Simply press your Smartnav button and talk to a real live person who can guide you to anywhere in the country.

### ACCESSORY PRICES >

#### MINI SMARTNAV

£579\*\*





Outfit your  
**iPod shuffle**  
to fit your life.

Customize

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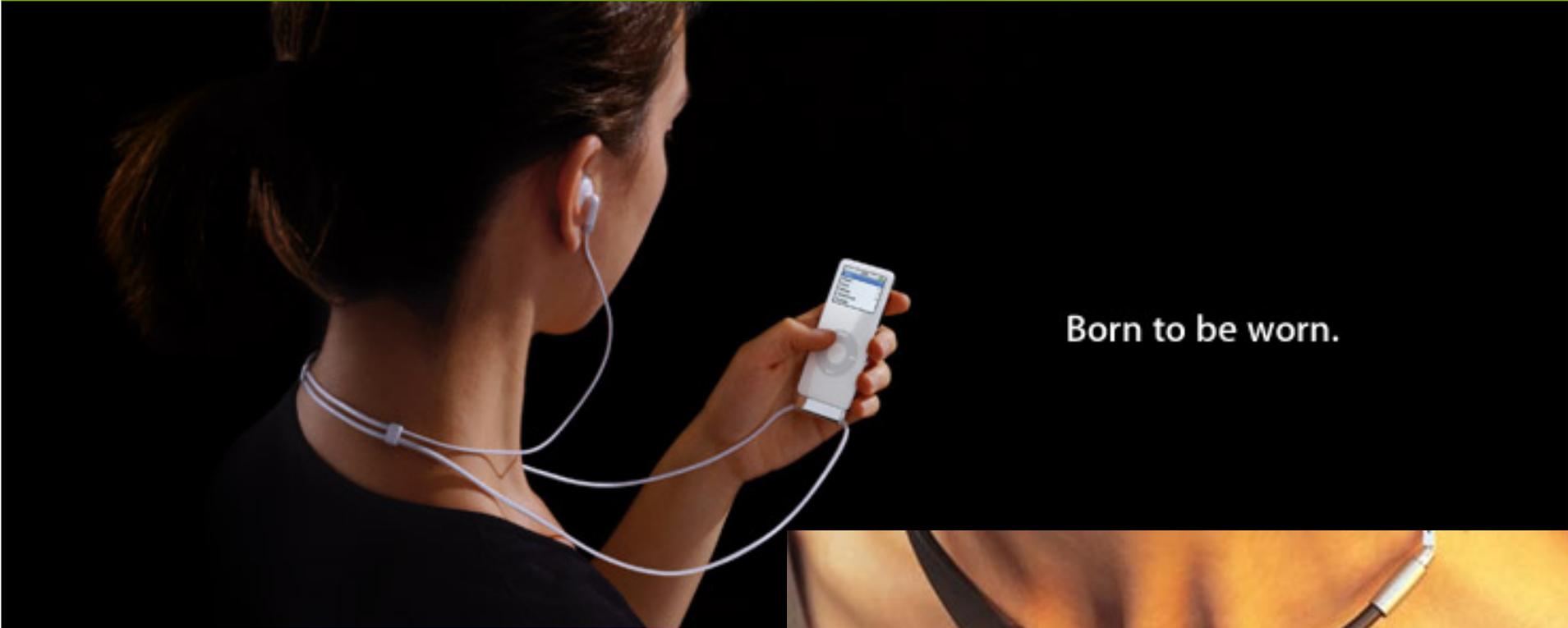
1,000 songs. Impossibly small. iPod nano



Miniaturize

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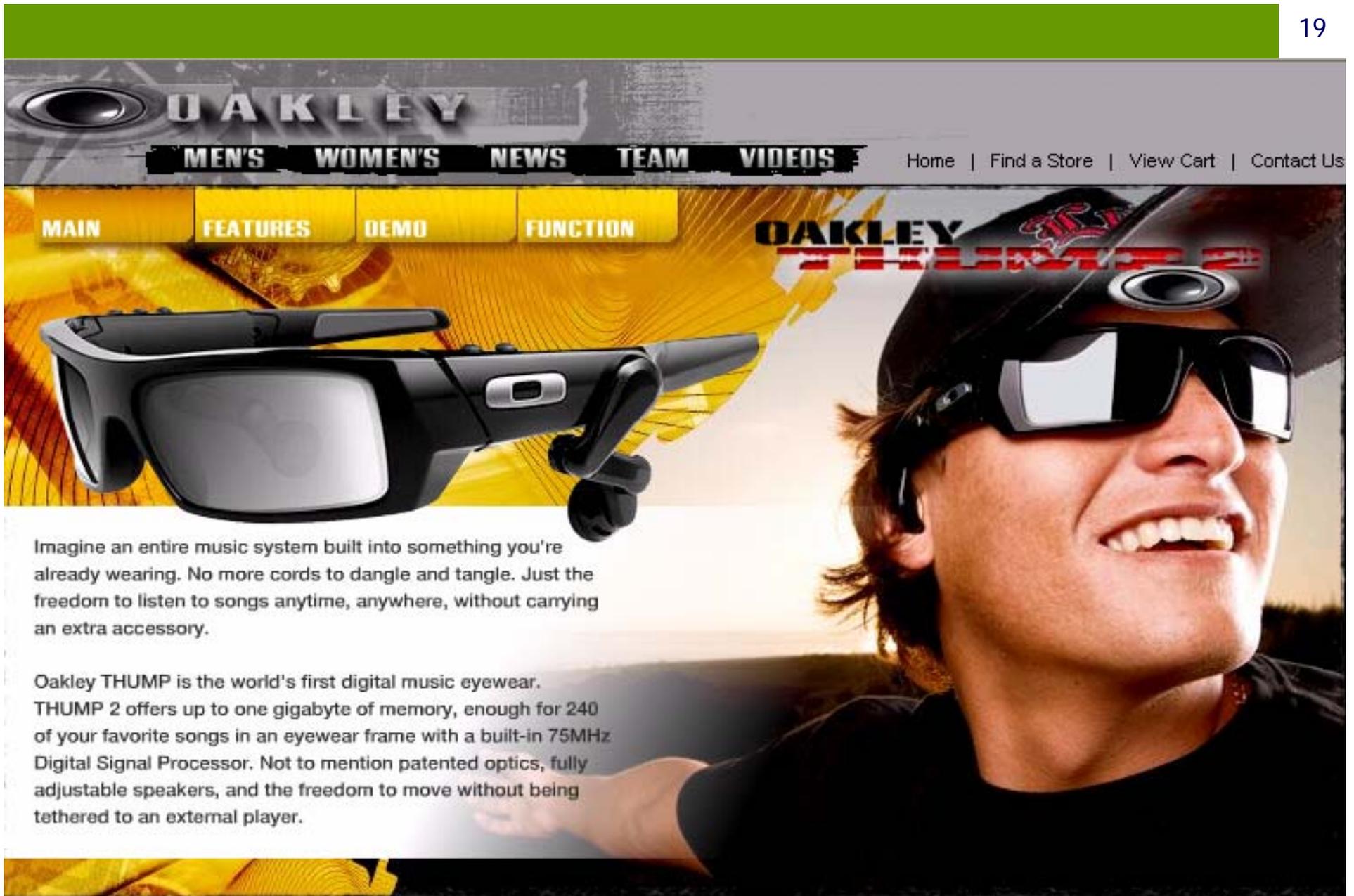
Born to be worn.



# Wearables

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**OAKLEY**

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**MAIN FEATURES DEMO FUNCTION**

**OAKLEY THUMP 2**

Imagine an entire music system built into something you're already wearing. No more cords to dangle and tangle. Just the freedom to listen to songs anytime, anywhere, without carrying an extra accessory.

Oakley THUMP is the world's first digital music eyewear. THUMP 2 offers up to one gigabyte of memory, enough for 240 of your favorite songs in an eyewear frame with a built-in 75MHz Digital Signal Processor. Not to mention patented optics, fully adjustable speakers, and the freedom to move without being tethered to an external player.

# Wearables

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# Wearables

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# Wearables 1st G.

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Hightech for kids

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Le confort de Stokke™ Xplory™ s'applique également pour les adultes. Le manche télescopique se règle en hauteur entre 67 et 116 cm pour s'adapter à la taille du papa ou de la maman. Ce qui limite les contractions dorsales en conduisant la poussette.



Le design ouvert (espace large entre les roues) permet au papa ou à la maman de marcher sans être gêné.



Stokke™ Xplory™ est légère et peu encombrante. Elle peut se mettre facilement dans le coffre d'une voiture ou trouver sa place à la maison.  
Poids: 12,4 kg avec la nacelle / 10,5 kg avec l'assise. Longueur poussette pliée (roues incluses) avec la nacelle: 107x43x57 cm / avec l'assise: 99x42x57 cm.



La position sur deux roues est très adaptée pour monter et descendre les escaliers ou bien encore pour circuler dans des endroits bondés.



# Hightech for kids

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# Hightech for kids

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# Hints from consumer research

**Know those whom you're addressing to**

**Split offer to better adapt to changing needs**

**Design to live, not just to walk !**

**Make people dream about it !**

**Create privacy while going public!**

# What can we learn before accessorizing ?

- **User profiles**
- **Motives**
- **Choices**
- **Temporalities**
- **Know-hows**

Mobile accessories  
Territories of self  
Enchantment engineering



**Pedestrian empowerment**

# Representation

## Practice

Multiple challenges

accessibility  
continuity  
attractivity

daily needs  
proximity

multifunctionnality  
mixity  
sociability

belonging  
identity

# Appropriation

# Representation . Appropriation . Practice



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# Representation . Appropriation . Practice



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# Mobile games

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**My own private garden**

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living  
vs.  
walking  
room



# Futures

Accessorizing the territories of the self is a key to better balance

- public vs. private space
- living vs. walking space

and make people enjoy walking more

# Futures

Cities are only as walkable as their culture.

Some industries are getting it, and they are not the ones you would think !

There is a need to change the walk talk in publicity !

This fight is not about our streets, it's about our minds and hearts !