

“The misconception [...] is the notion of ‘independent existence.’ There is no such mode of existence;

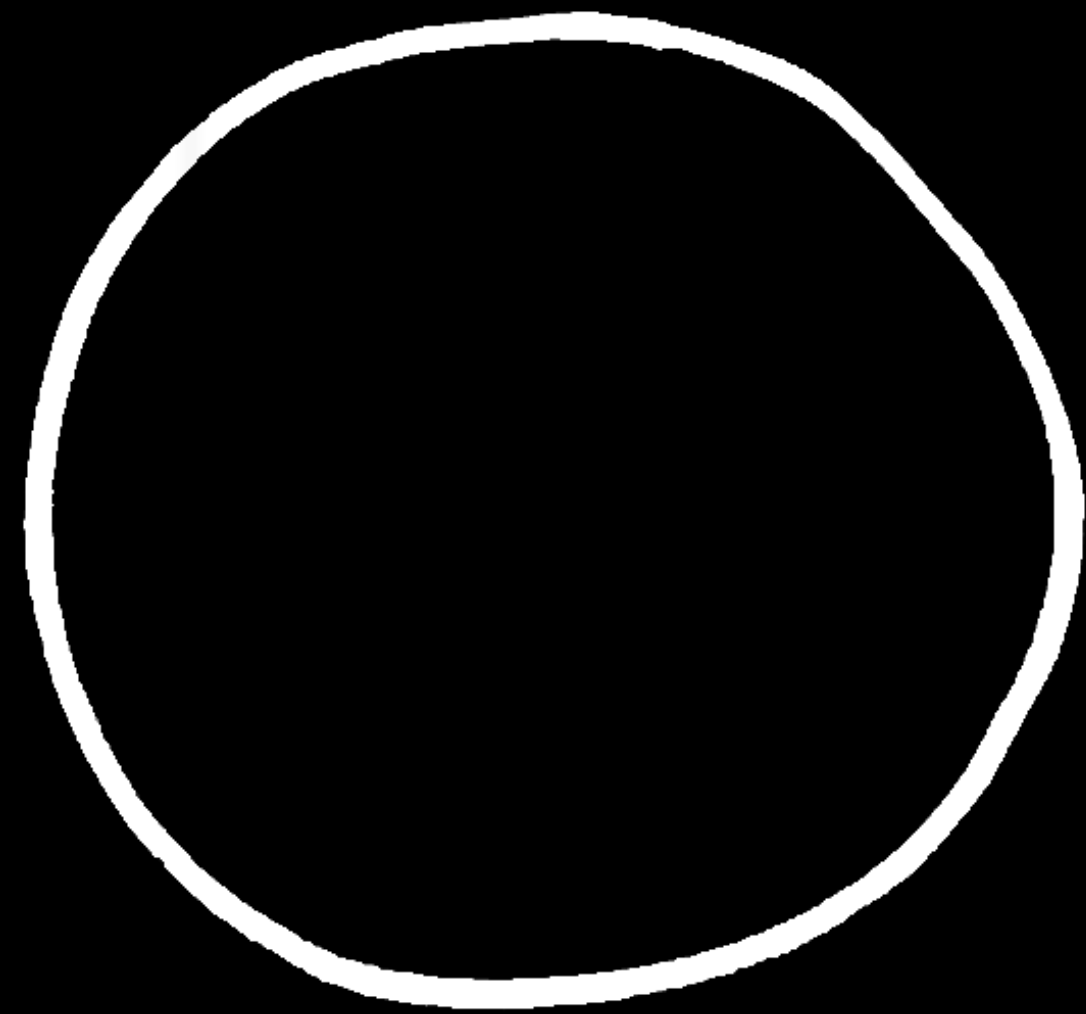
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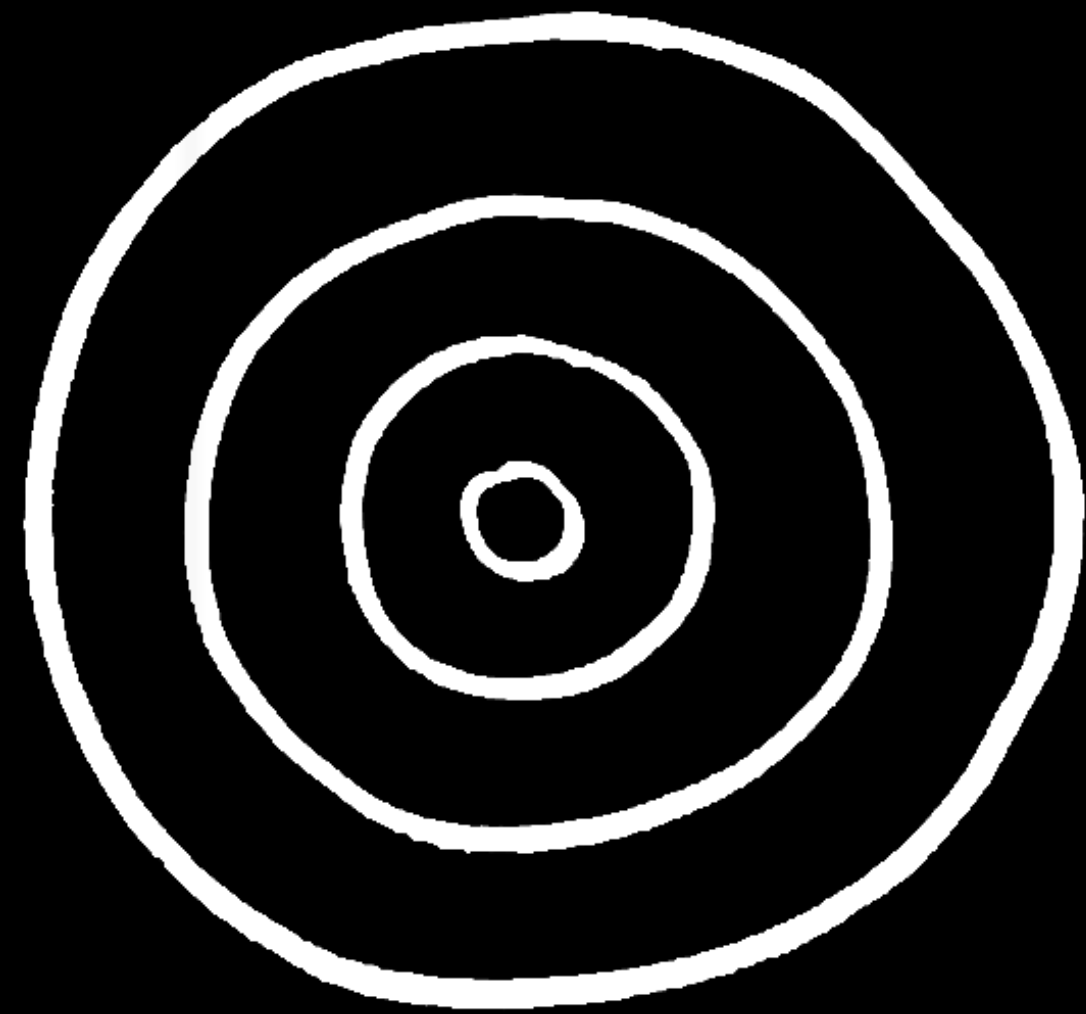
Alfred Whitehead

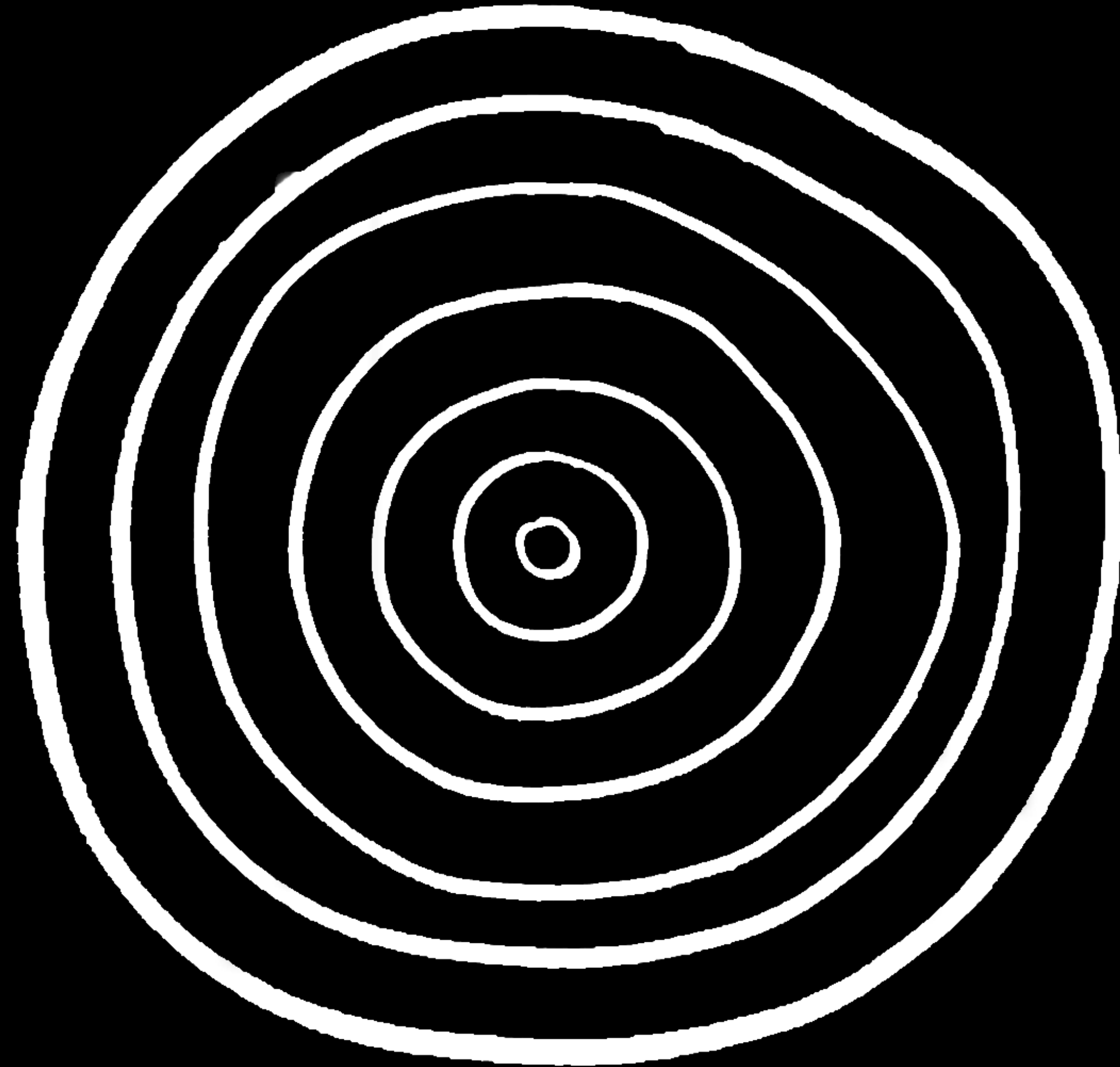
“The misconception [...] is the notion of ‘independent existence.’ There is no such mode of existence;

every entity is to be understood in terms of the way it is interwoven with the rest of the universe”.

Alfred Whitehead







GLOBAL TRENDS

Interdependent problems

Interdependent problems
→ solve in constellation

Interdependent problems

→ solve in constellation

not by a single entity

Interdependent problems

→ solve in constellation

not by a single entity

not one discipline at a time

Interdependent problems

→ solve in constellation

not by a single entity

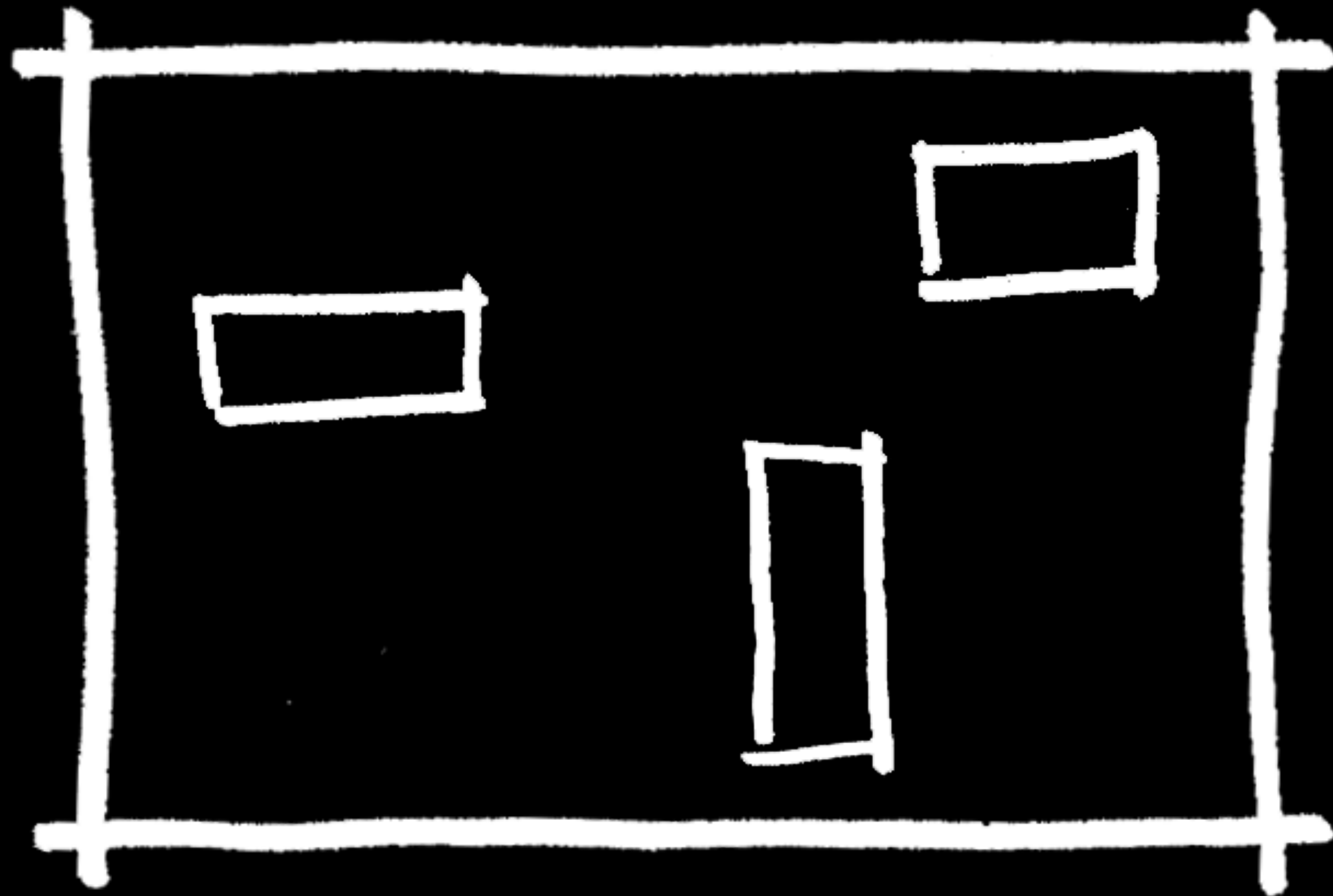
not one discipline at a time

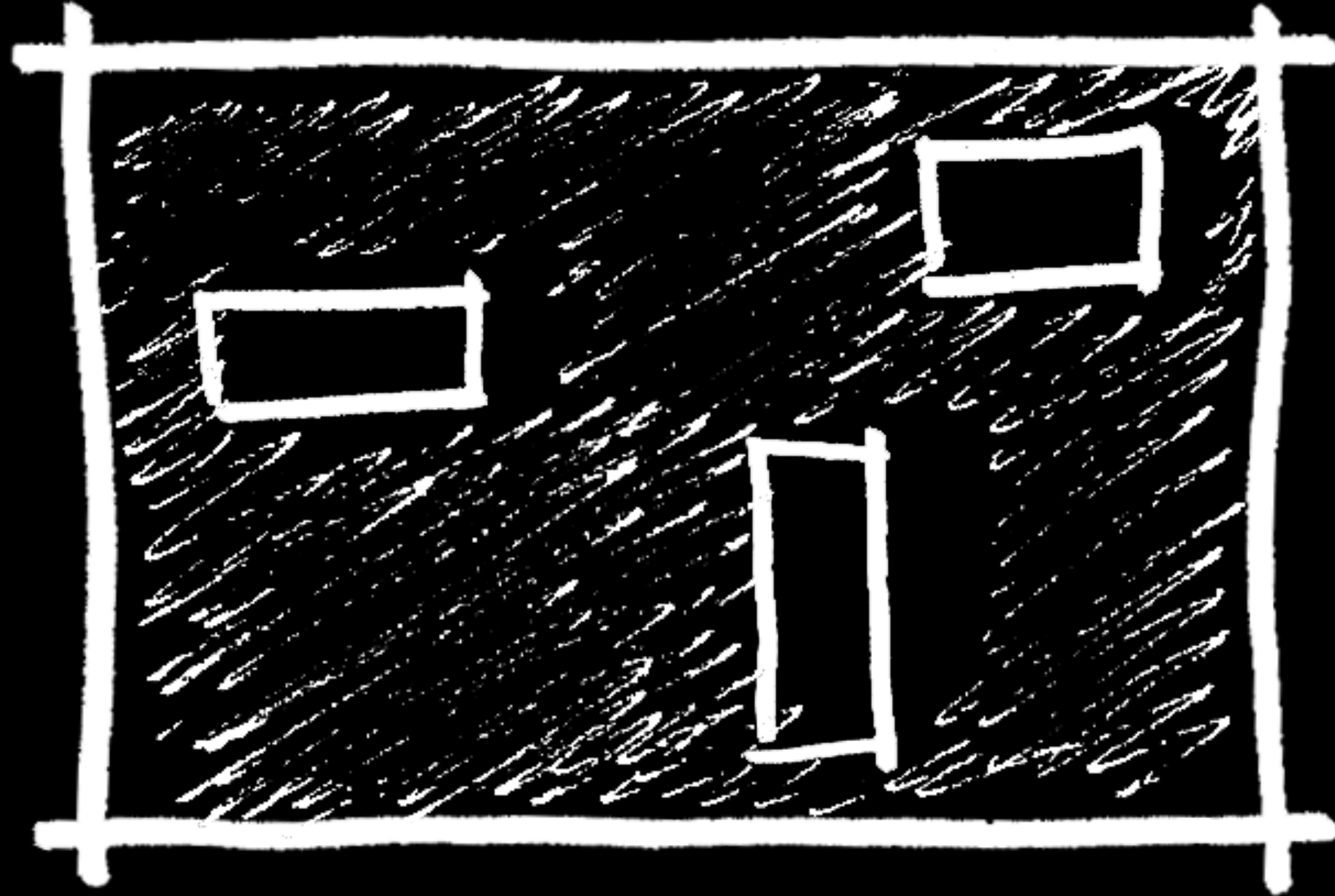


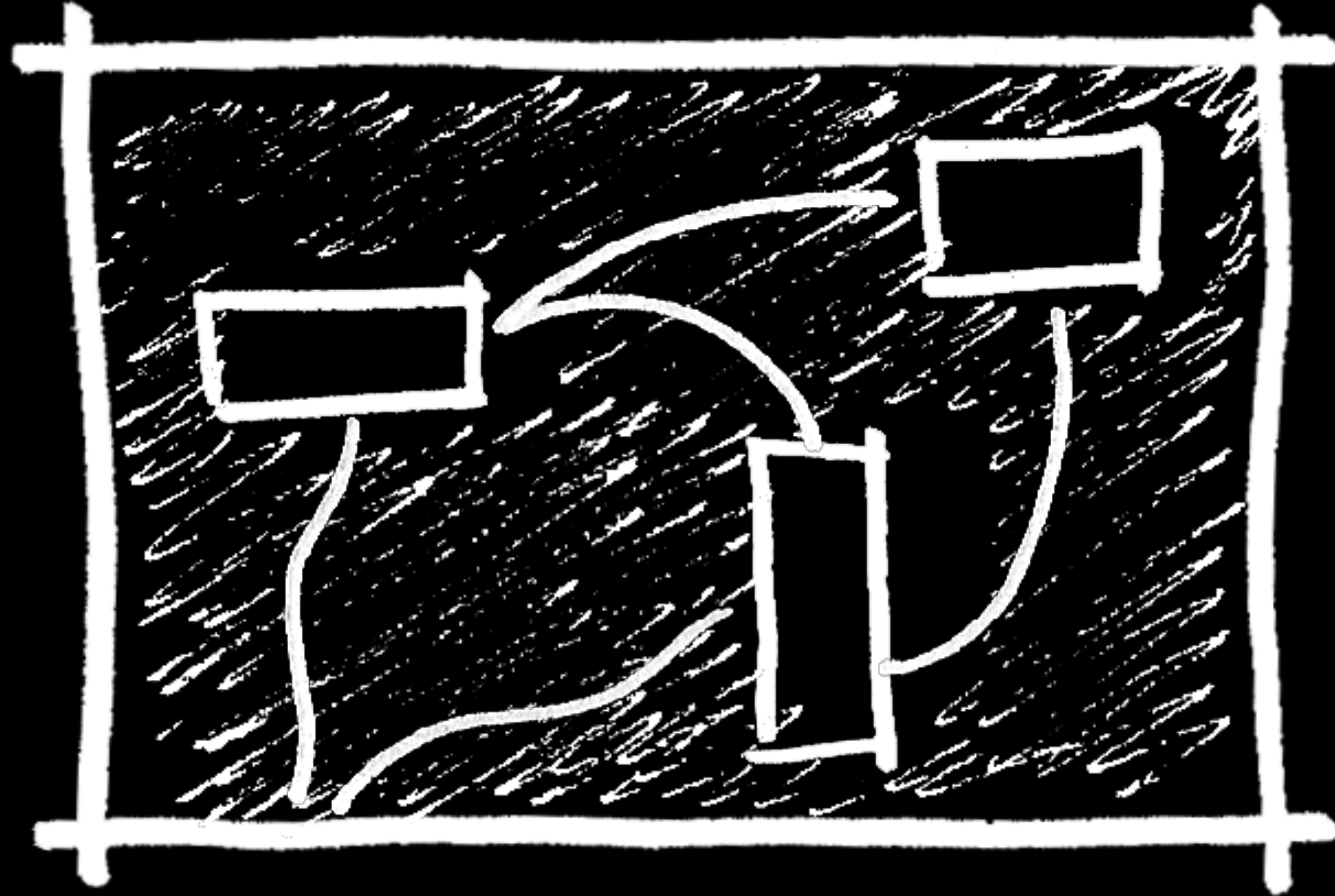
INTERACTIONS

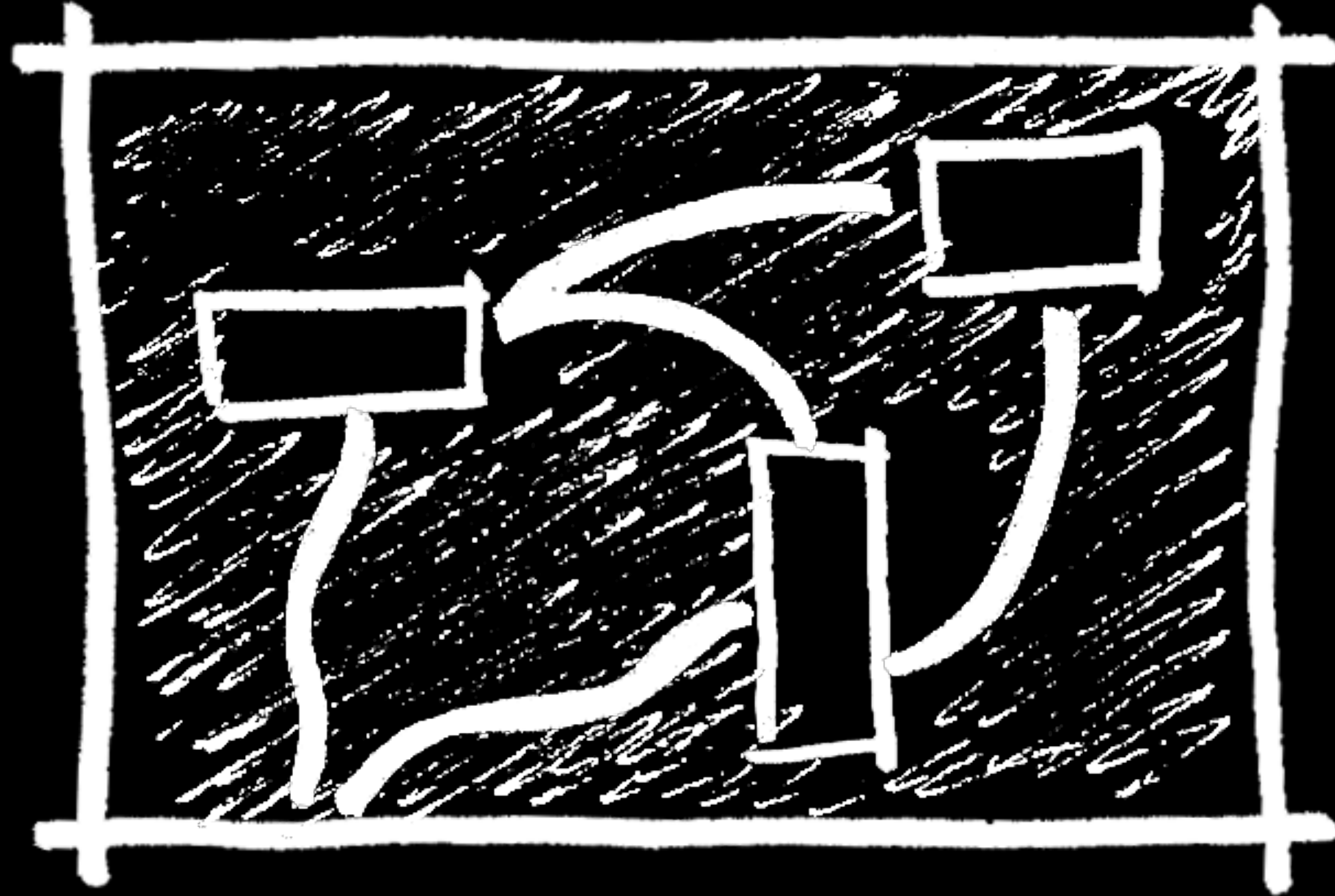
ON CAMPUS_











THREE CONCEPTS_

THE INTELLIGENCE OF USERS

THE INTELLIGENCE OF USERS

THE HONESTY OF BEHAVIOUR

THE INTELLIGENCE OF USERS

THE HONESTY OF BEHAVIOUR

THE VALUE OF TIME

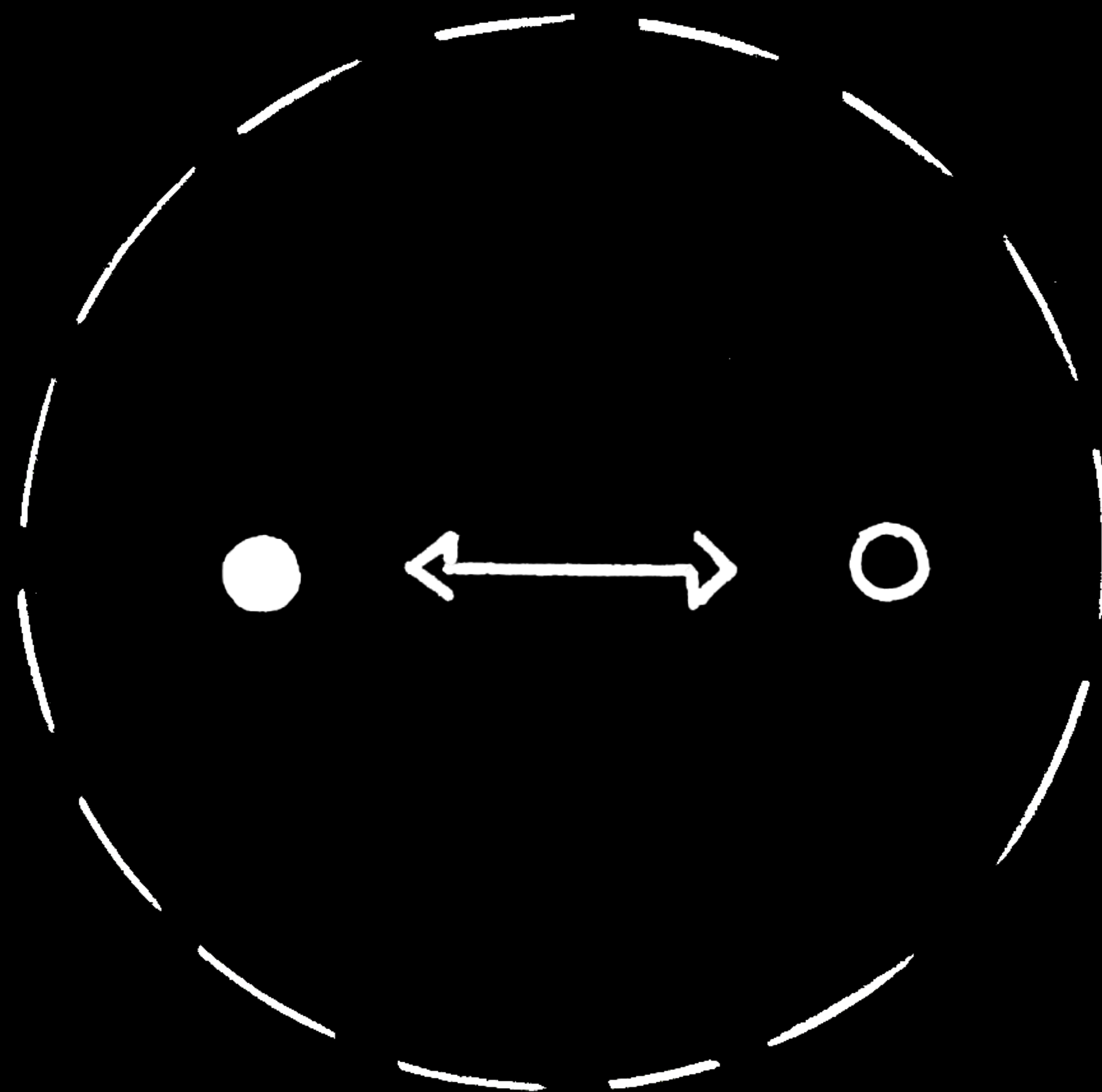
INTERACTION





AN INTERACTION IS
A LIVING RELATIONSHIP





CONTEXT

CONTEXT GIVES MEANING
TO OUR INTERACTIONS

THE INTELLIGENCE OF USERS

THE HONESTY OF BEHAVIOUR

THE VALUE OF TIME

How can we gather
THE INTELLIGENCE OF USERS?

THE HONESTY OF BEHAVIOUR

THE VALUE OF TIME

SERVING_

SERVANT LEADERSHIP

“Good leaders must first become good servants”.

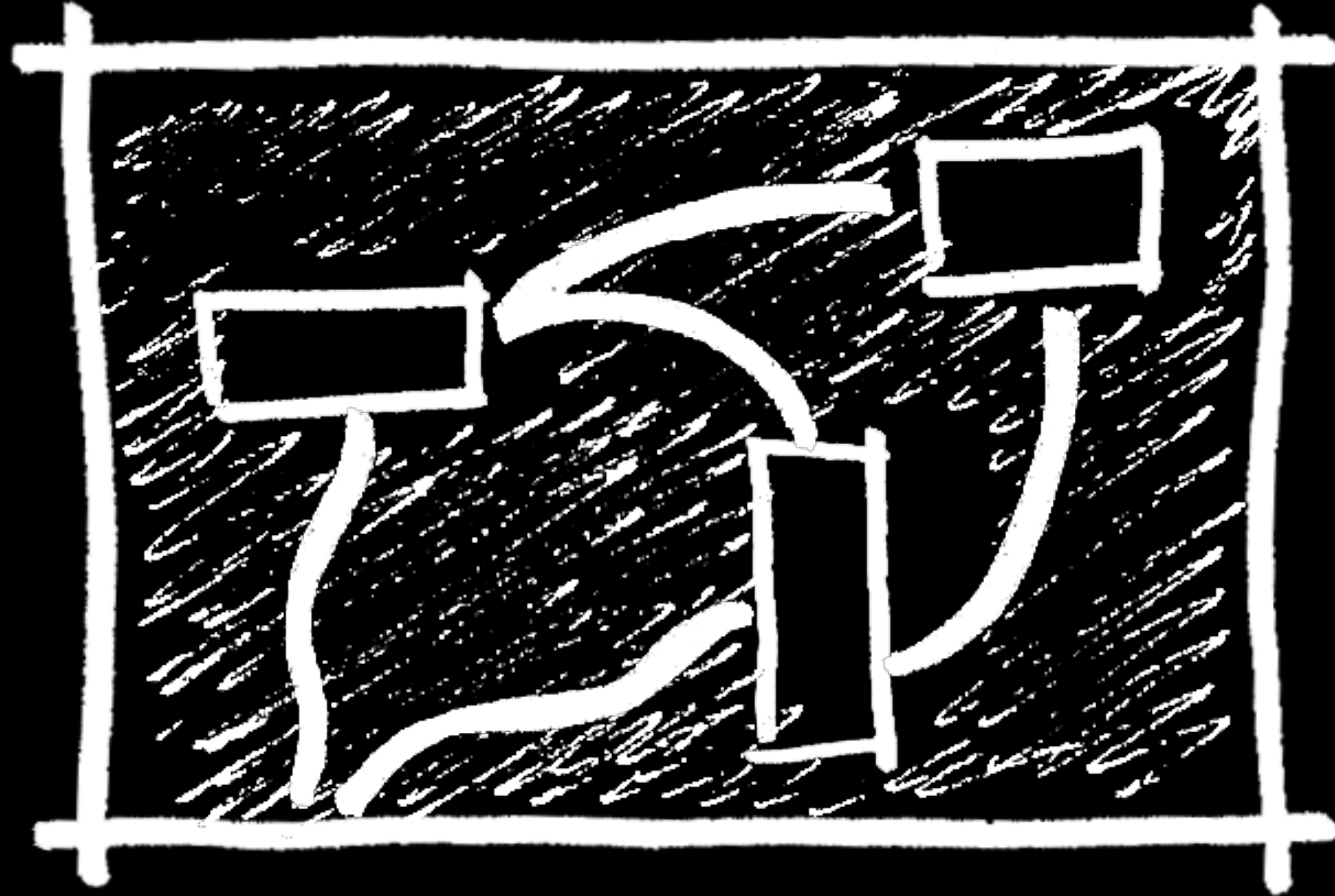
Robert Greenleaf

MATURE LEADERSHIP

DICTATOR

~~Dictator~~ → Facilitator

FACILITATION

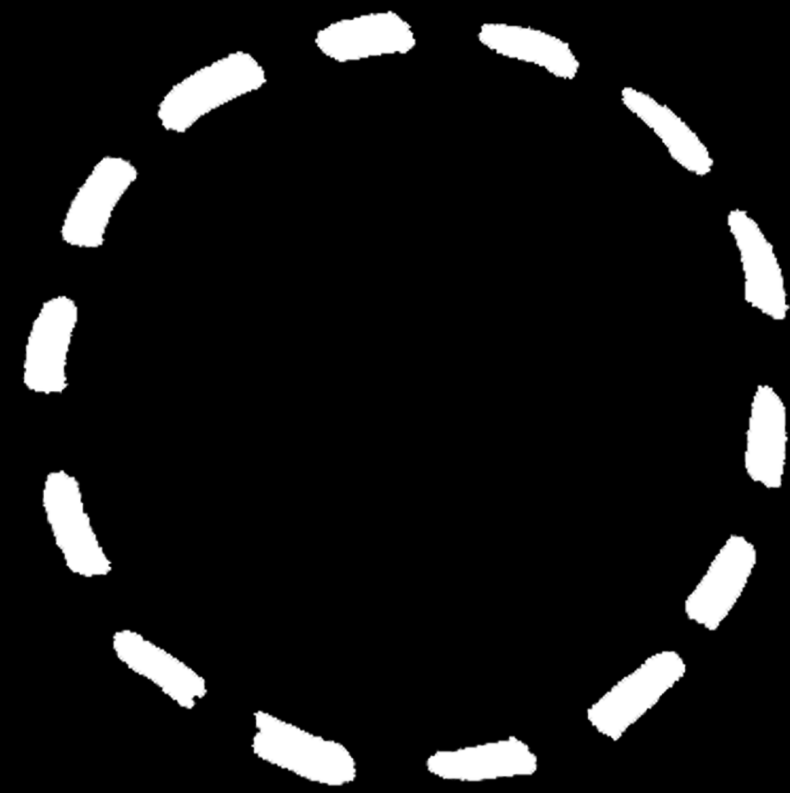




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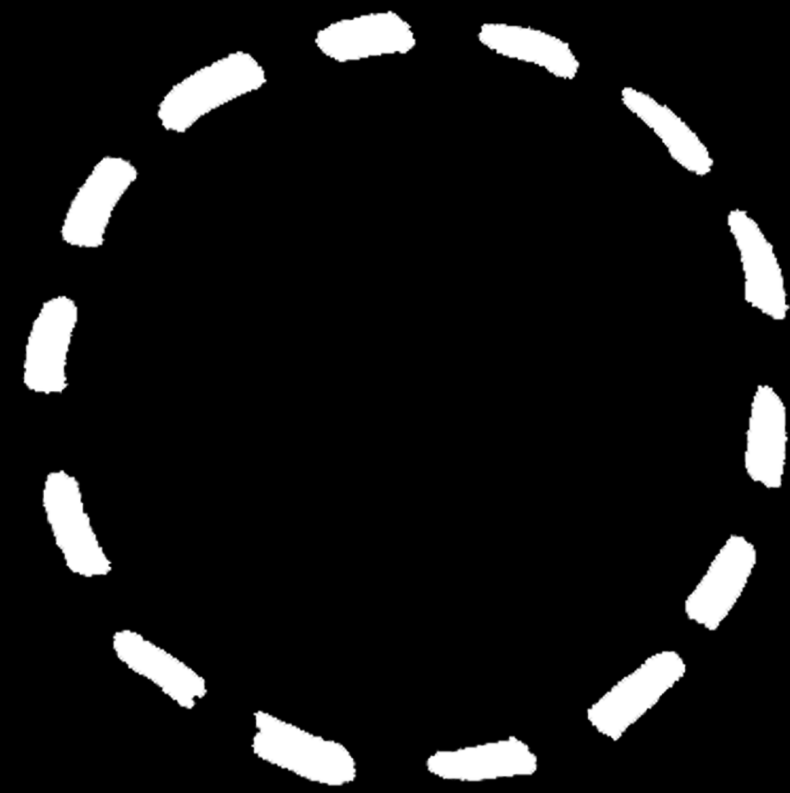
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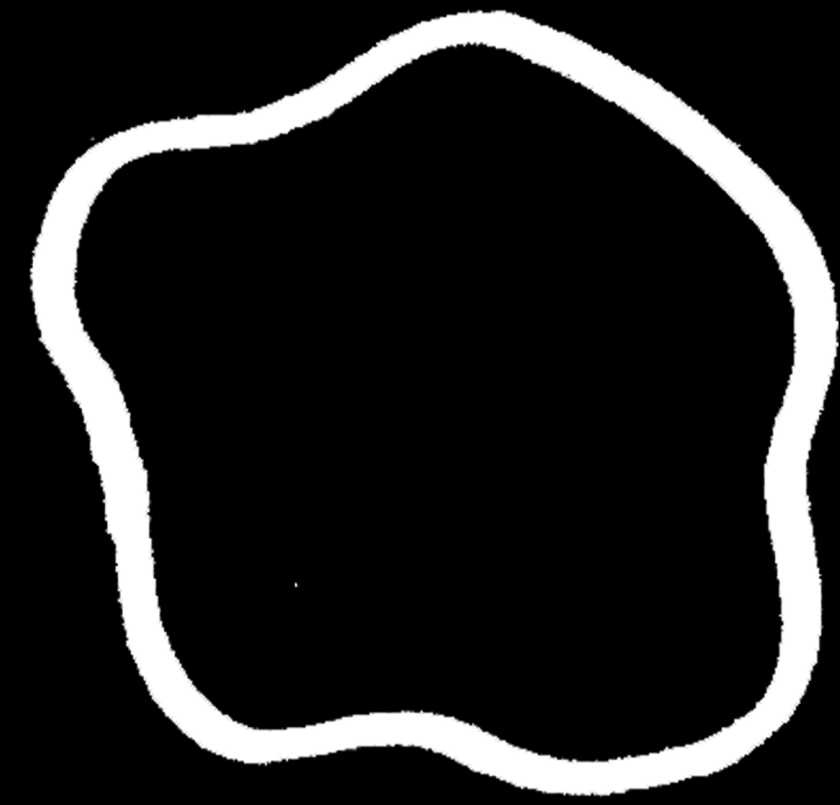
Impermanent



Incomplete



Impermanent



Imperfect

FACILITATING IS
CREATING CONTEXTS THAT ARE

FACILITATING IS
CREATING CONTEXTS THAT ARE
INCOMPLETE, IMPERMANENT, IMPERFECT

How can we gather
THE INTELLIGENCE OF USERS?

THE HONESTY OF BEHAVIOUR

THE VALUE OF TIME

How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

THE HONESTY OF BEHAVIOUR

THE VALUE OF TIME

How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

How can we harness
THE HONESTY OF BEHAVIOUR?

THE VALUE OF TIME

FORM & FLOW_

FORM

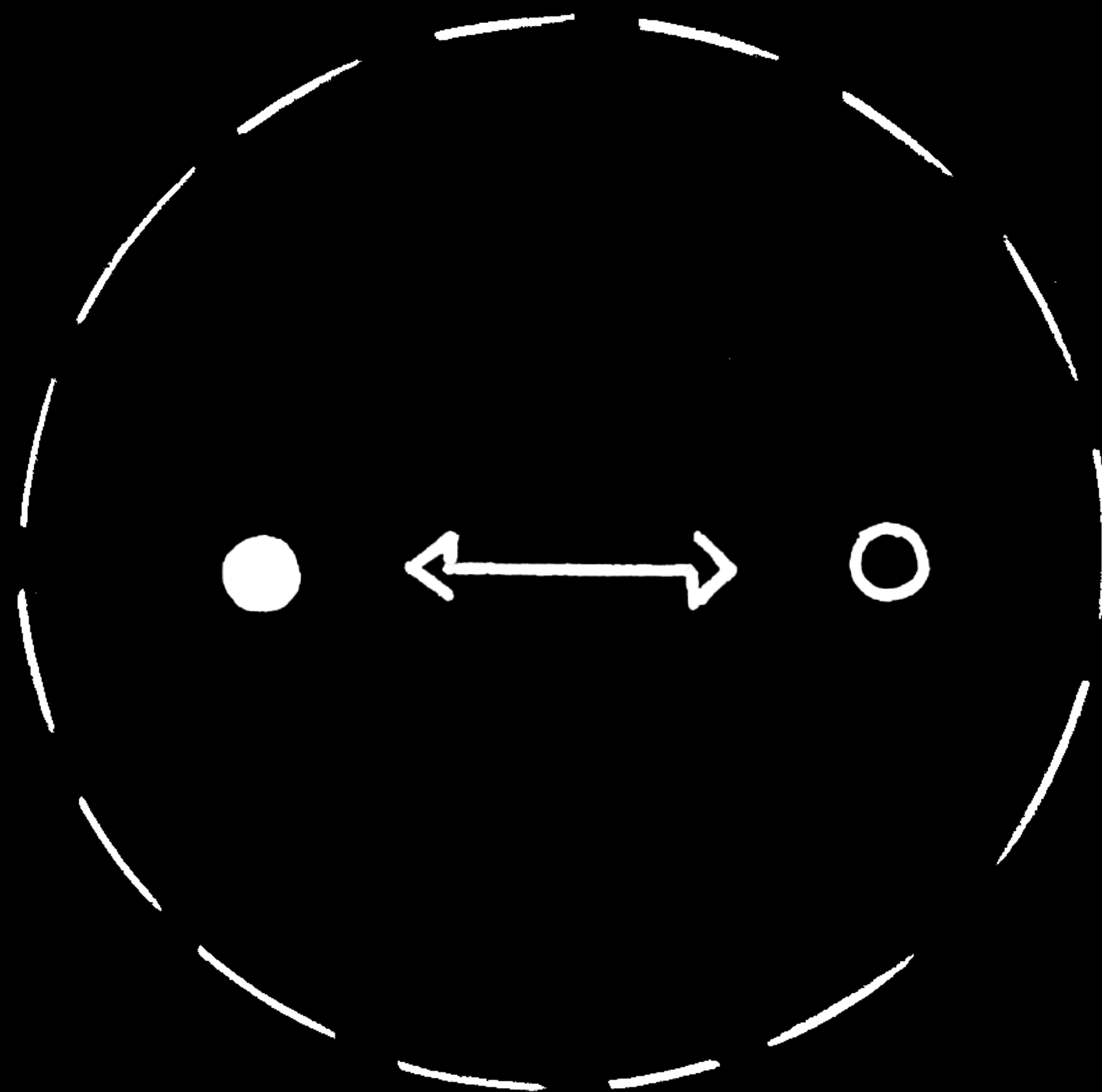
FORM

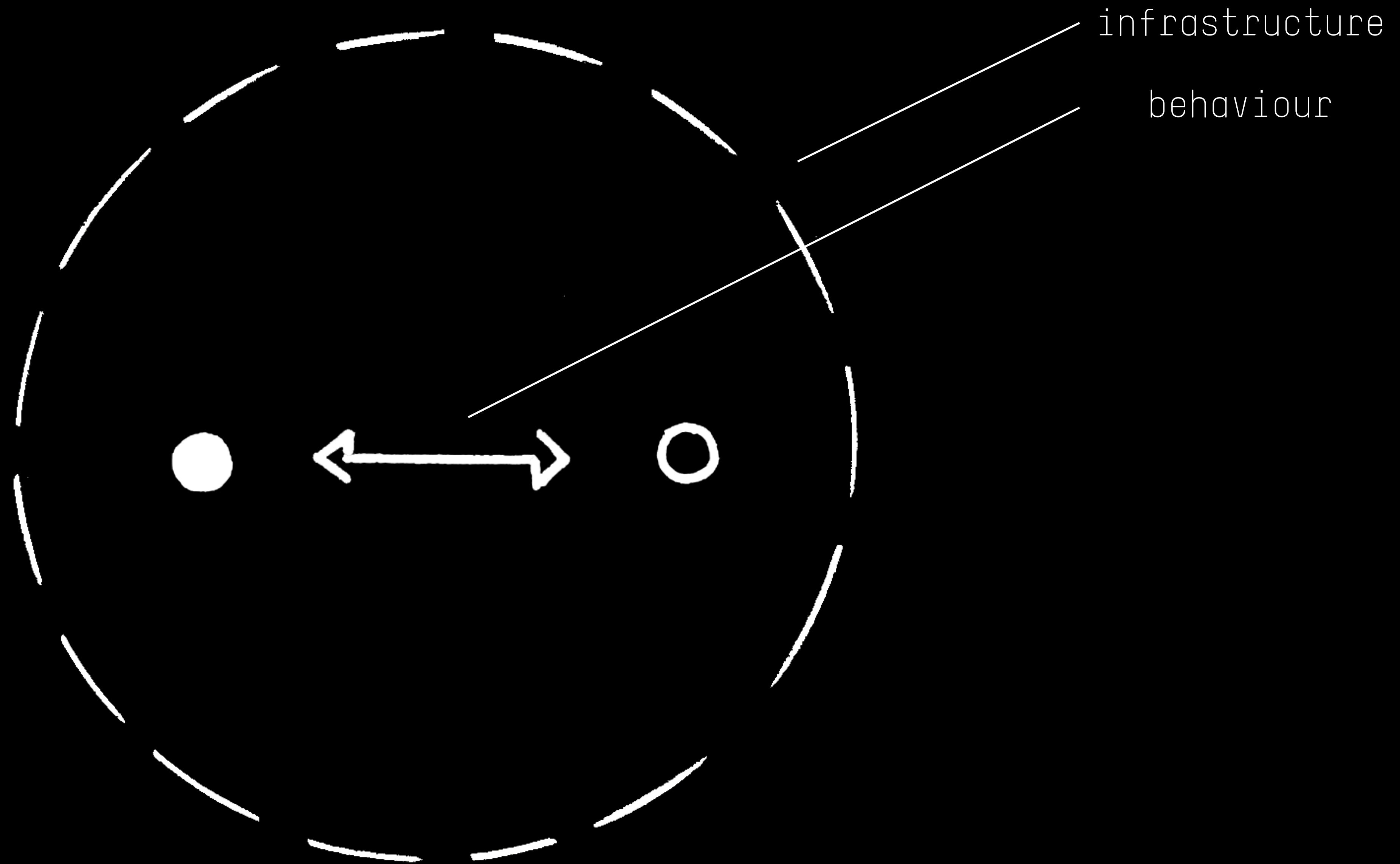


FLOW



IT IS NOT WHAT IT IS
IT IS WHAT IT DOES





How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

How can we harness
THE HONESTY OF BEHAVIOUR?

THE VALUE OF TIME

How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

How can we harness
THE HONESTY OF BEHAVIOUR?
from conversation to observation

THE VALUE OF TIME

How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

How can we harness
THE HONESTY OF BEHAVIOUR?
from conversation to observation

How can we utilise
THE VALUE OF TIME?

OXFORD_

DESIGNING SUSTAINABLY

DESIGNING SUSTAINABLY
IS FACILITATING THE PROCESS

DESIGNING SUSTAINABLY
IS FACILITATING THE PROCESS
INTO THE FUTURE

How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

How can we harness
THE HONESTY OF BEHAVIOUR?
from conversation to observation

How can we utilise
THE VALUE OF TIME?

How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

How can we harness
THE HONESTY OF BEHAVIOUR?
from conversation to observation

How can we utilise
THE VALUE OF TIME?
fostering interactions along 4D

How can we gather
THE INTELLIGENCE OF USERS?
by facilitating their interactions

How can we harness
THE HONESTY OF BEHAVIOUR?
from conversation to observation

How can we utilise
THE VALUE OF TIME?
fostering interactions along 4D

INTERDEPENDENCE OF HARD & SOFT_

CITIES; ORGANISED COMPLEXITY

- 
1. S. Maria Virginia.
 2. S. Jacobi.
 3. S. Andrea.
 4. S. Georgij.
 5. De Bussch.
 6. Hospitale magnū.
 7. Forum Mariæ.
 8. Predicatorum.
 9. Minoritarum.
 10. S. Michaelis.
 11. Ballia Jæ.
 12. Ballia Jæ.
 13. Forum maius.
 14. Forum minus.
 15. Forum equit.
 16. Forum pædagog.
 17. S. Maria.
 18. S. Michaelis.
 19. Porta Imperatoria.
 20. Porta Rudolphina.
 21. Porta Regia.
 22. Porta Castellana.
 23. Porta Carolburgica.
 24. Curia, ornamentum Urbis vni. olim per Hifpanos in: unda abfumpta, pofl modum: fed reftaurata.
 25. Castrum ab Albano Duce olim extructum.
 26. Beluardo del Duc.
 27. Beluardo de Tomando.
 28. Beluardo de Toledo.
 29. Beluardo de Alca.
 30. Beluardo de Pædagog.
 31. Ortohaus.
 32. Die Non Stet.

“Cities are the result of a million
individual human decisions,

...

Mike Batty, The Bartlett Centre for Advanced Spatial Analysis

"Cities are the result of a million
individual human decisions,
all rational but relatively non coordinated,
...

Mike Batty, The Bartlett Centre for Advanced Spatial Analysis

“Cities are the result of a million individual human decisions, all rational but relatively non coordinated, which makes the resulting whole behaviour quite unpredictable”.

Mike Batty, The Bartlett Centre for Advanced Spatial Analysis

15-20%

15-20%

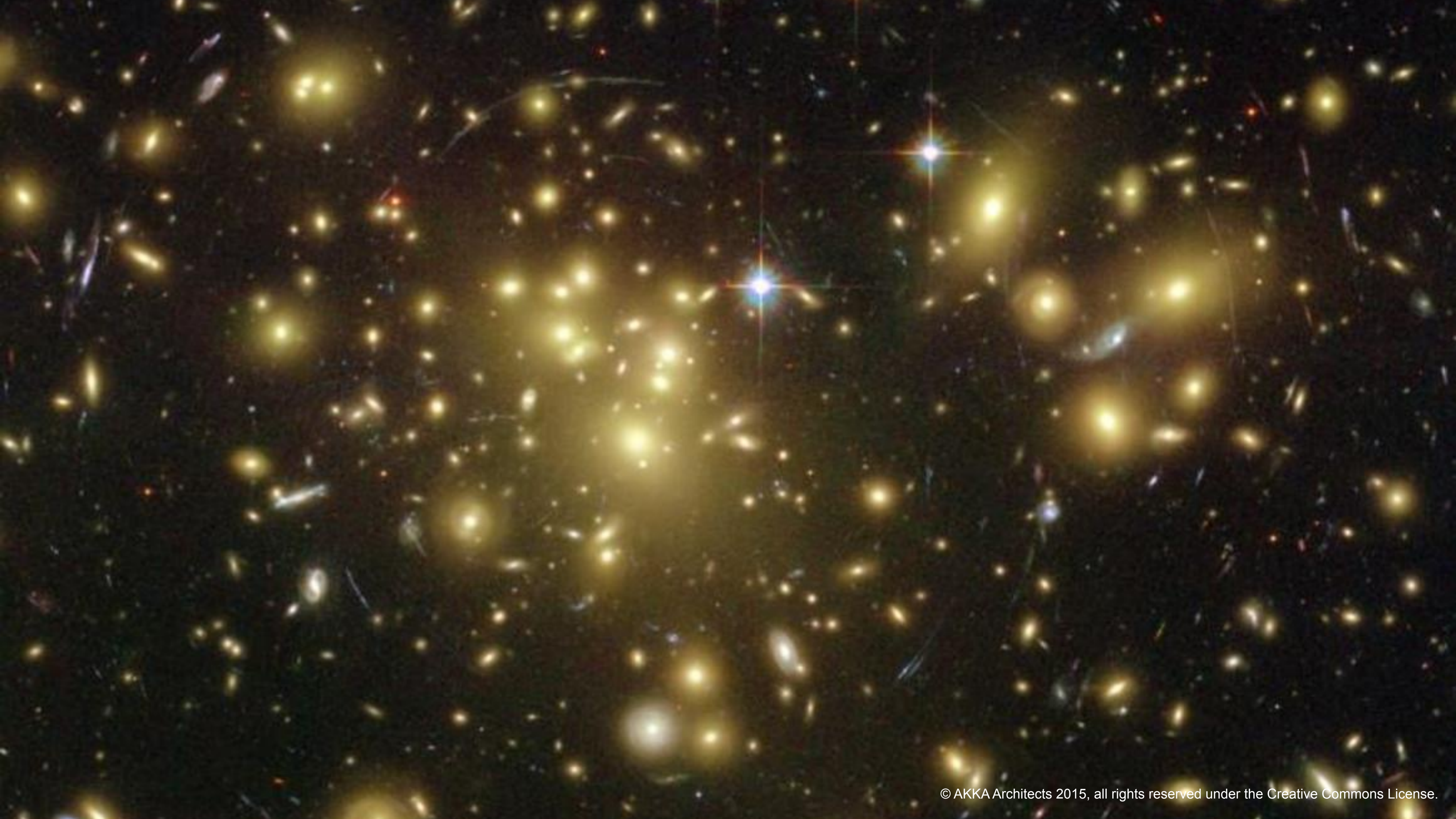
x2

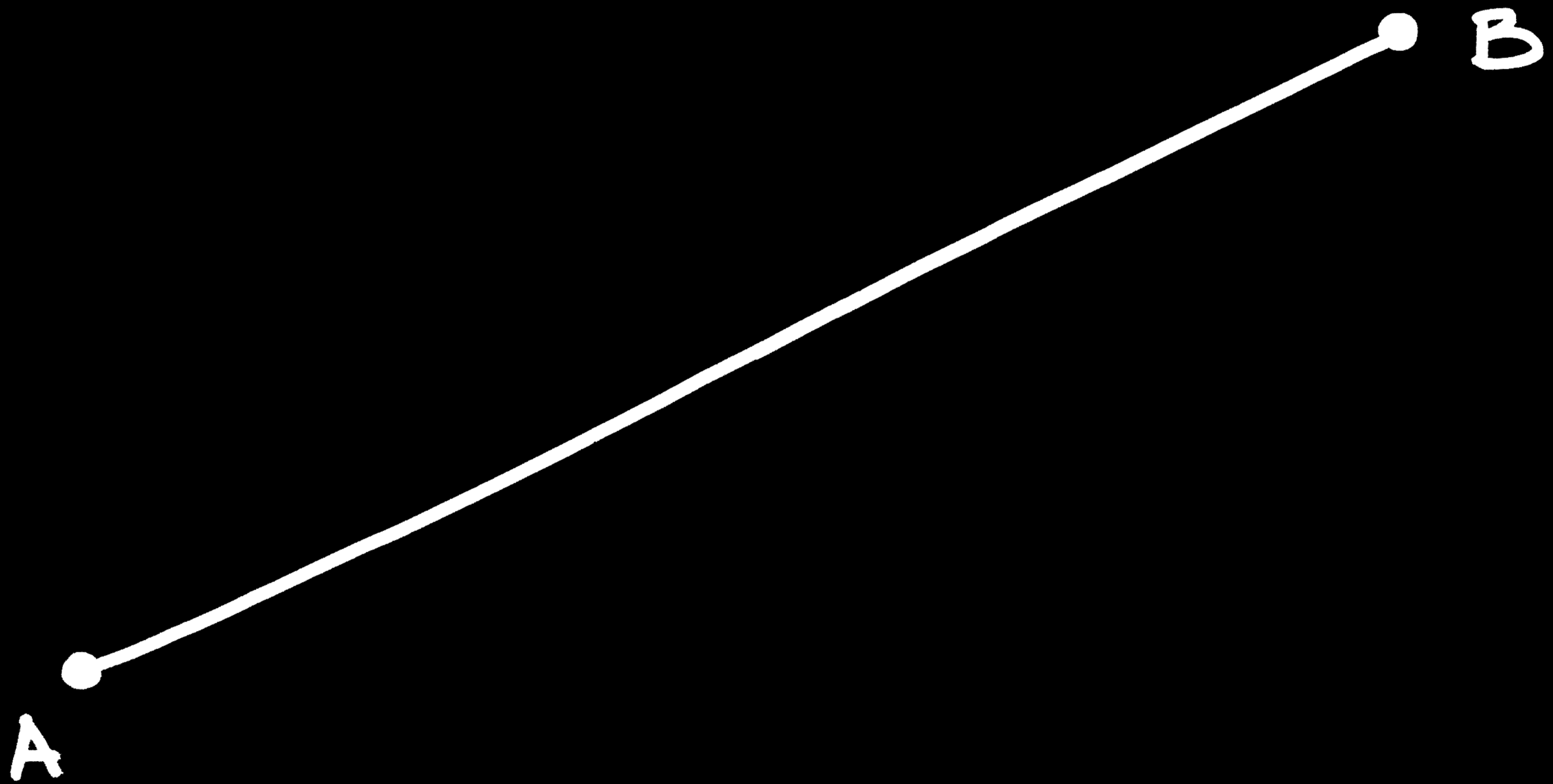
15-20%

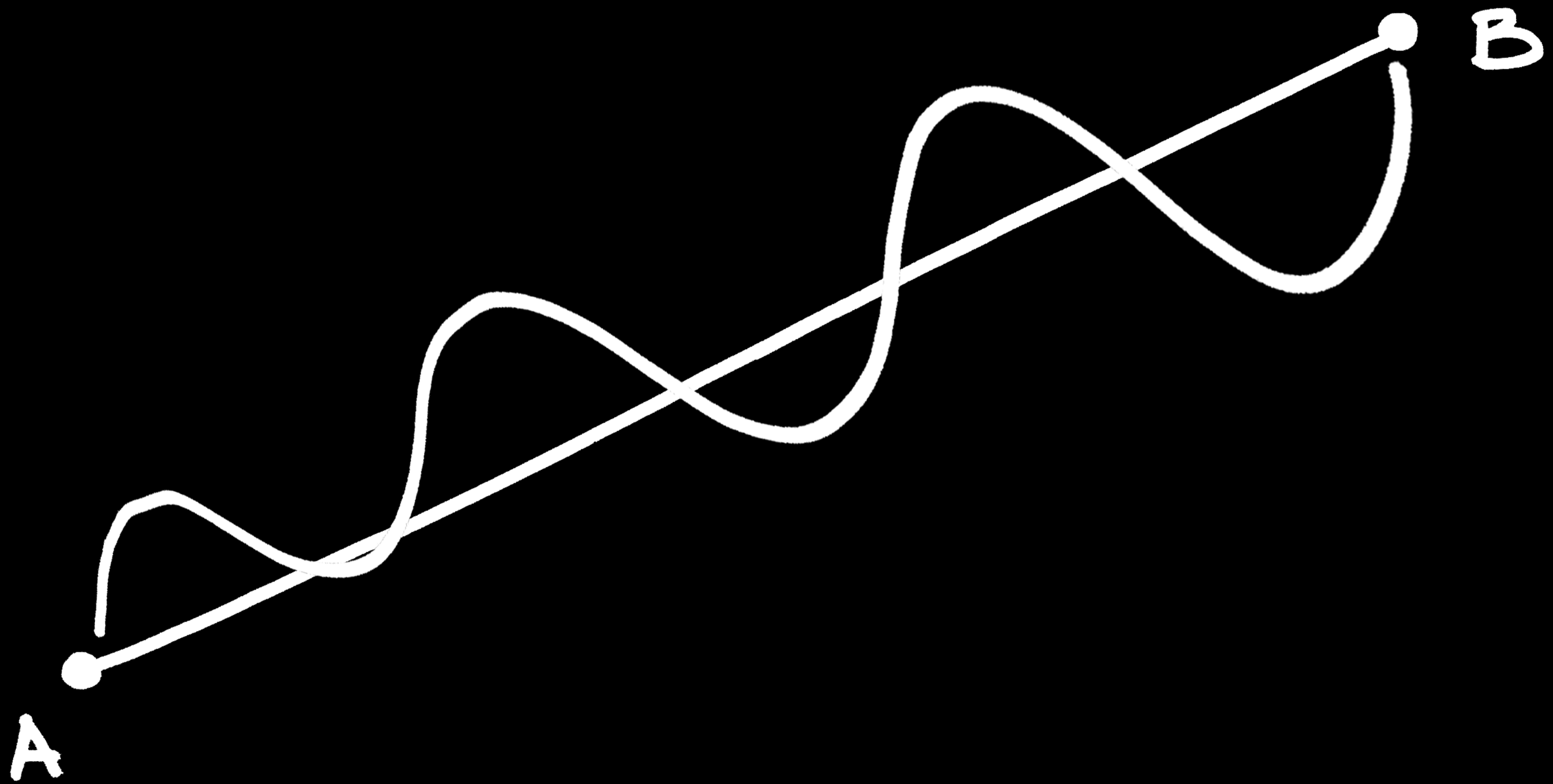
x2

Cⁿ

INTENSIFICATION OF SOCIAL INTERACTIONS







The journey is defined
by the quality
of its interactions

MINISTRY OF INFRASTRUCTURE_

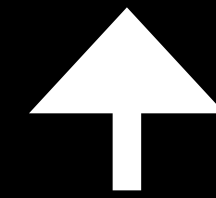
De Verkeersonderneming



“BETER BENUTTEN”

BETTER UTILISATION

BETTER UTILISATION



BEHAVIOUR

“Rotterdam’s international port is one
of the most important crossroads of
trade flows in the world.

...

- De Verkeersonderneming

“Rotterdam’s international port is one of the most important crossroads of trade flows in the world.

Good accessibility of the Rotterdam region is of vital importance to the Dutch and international economies”.

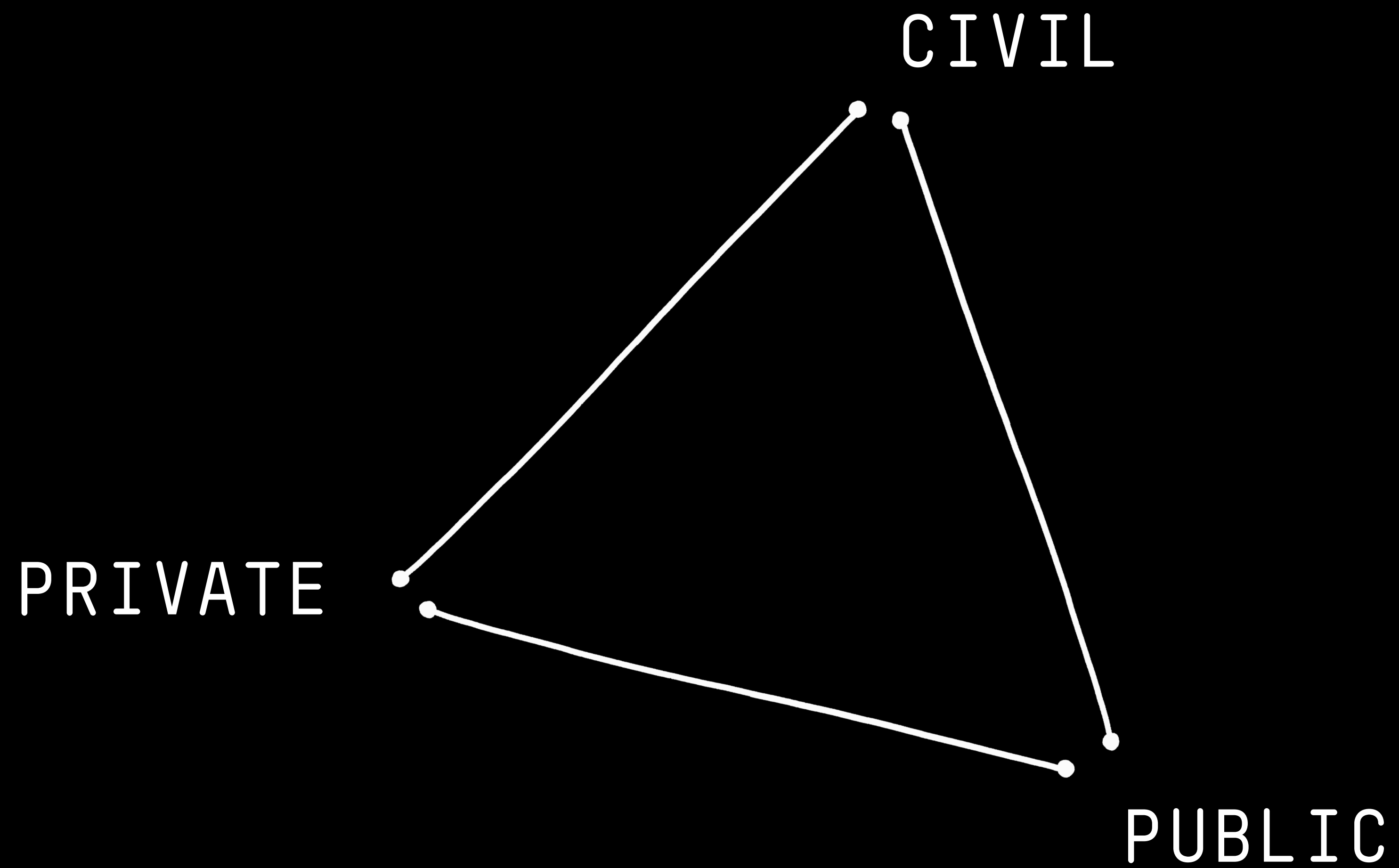
- De Verkeersonderneming

PUBLIC

CIVIL

PRIVATE

PUBLIC



De Rotterdamse Infrastructuur uitdaging!



De Rotterdamse Infrastructuur uitdaging!

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TRAVELER

TRAVELER

- Behavioural change happens in stages

TRAVELER

- Behavioural change happens in stages
- Focus on the receptive traveller

TRAVELER

- Behavioural change happens in stages
- Focus on the receptive traveller
- Do not talk about but with travellers

TRAVELER

- Behavioural change happens in stages
- Focus on the receptive traveller
- Do not talk about but with travellers
- Utilise compelling events

14 167

14 167

30

14 167

30

2000

De Verkeersonderneming



RESULTS!

BETER BENUTTEN: RESULTATEN VAN DE ROTTERDAMSE AANPAK

1415

SPITSMIJDINGEN

6 MILJOEN MINDER
AUTOKILOMETERS



Vaker op
de fiets naar
het werk

MARKTPLAATS
VOOR MOBILITEIT

Ruim 30 alternatieven
voor de auto in de spits

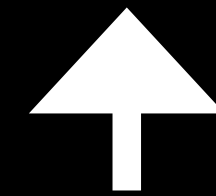
8 INTERESSANTE
CASES Werkgevers
nemen
maatregelen

ALLES IN DE
STRIJD GOOIEN:

Van Filedier tot
Wild! van de spits

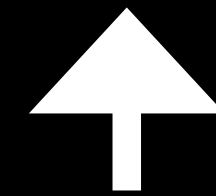
TRAVELER BEHAVIOUR

BETTER UTILISATION

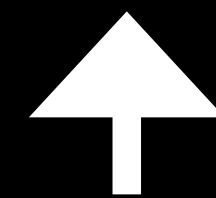


TRAVELER BEHAVIOUR

BETTER UTILISATION



TRAVELER BEHAVIOUR



MINDSETS

LOGICAL LEVELS_

5. ENVIRONMENT

4 . BEHAVIOUR

5 . ENVIRONMENT

3 . CAPABILITIES

4 . BEHAVIOUR

5 . ENVIRONMENT

2 . BELIEFS

3 . CAPABILITIES

4 . BEHAVIOUR

5 . ENVIRONMENT

1 . IDENTITY

2 . BELIEFS

3 . CAPABILITIES

4 . BEHAVIOUR

5 . ENVIRONMENT

1. IDENTITY

2. BELIEFS

3. CAPABILITIES

4. BEHAVIOUR

5. ENVIRONMENT

external conditions
- when? where?

1. IDENTITY

2. BELIEFS

3. CAPABILITIES

4. BEHAVIOUR

actions or reactions within the
environment - **what?**

5. ENVIRONMENT

external conditions
- **when? where?**

1. IDENTITY

2. BELIEFS

3. CAPABILITIES

guide behavioural actions through
mental map - how?

4. BEHAVIOUR

actions or reactions within the
environment - what?

5. ENVIRONMENT

external conditions
- when? where?

1. IDENTITY

2. BELIEFS

reinforcement to support
or deny capabilities - why?

3. CAPABILITIES

guide behavioural actions through
mental map - how?

4. BEHAVIOUR

actions or reactions within the
environment - what?

5. ENVIRONMENT

external conditions
- when? where?

1. IDENTITY

shapes beliefs through our
sense of self - **who?**

2. BELIEFS

reinforcement to support
or deny capabilities - **why?**

3. CAPABILITIES

guide behavioural actions through
mental map - **how?**

4. BEHAVIOUR

actions or reactions within the
environment - **what?**

5. ENVIRONMENT

external conditions
- **when? where?**

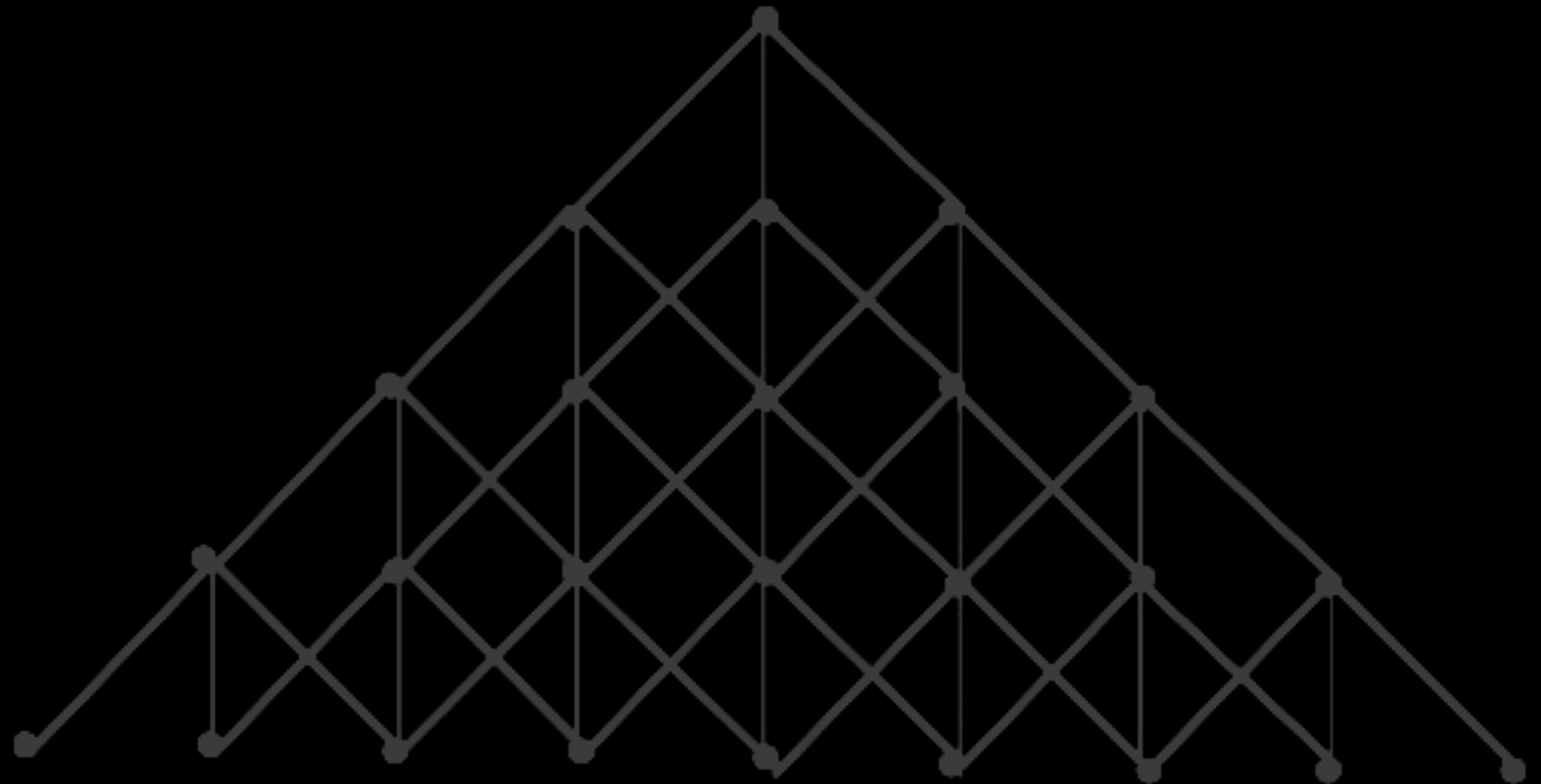
IDENTITY

BELIEFS

CAPABILITIES

BEHAVIOUR

ENVIRONMENT



IDENTITY

who I **A**m

BELIEFS

what I **B**elieve

CAPABILITIES

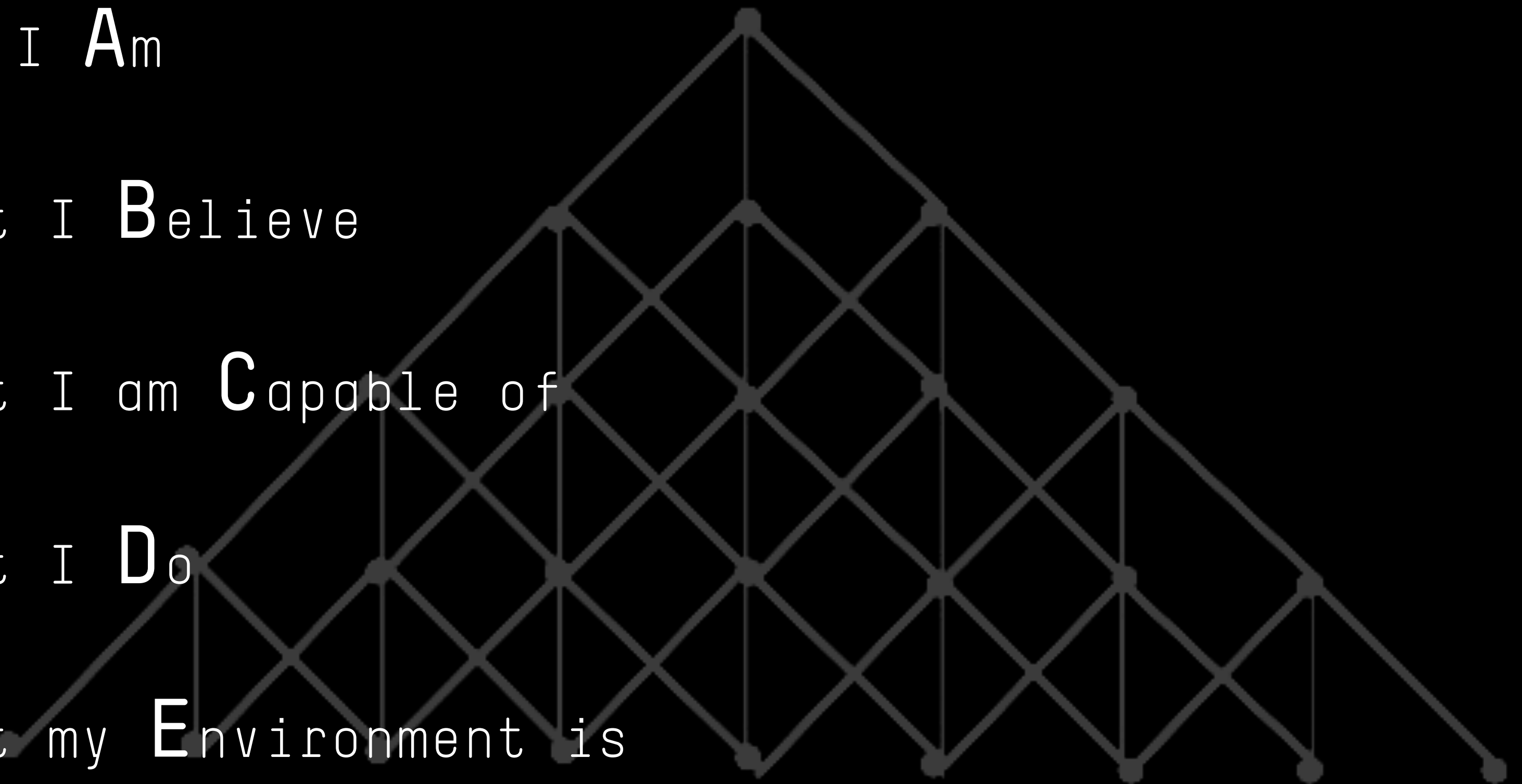
what I am **C**apable of

BEHAVIOUR

what I **D**o

ENVIRONMENT

what my **E**nvironment is



DO NOT_

DO NOT DESIGN INTERACTIONS

DO NOT DESIGN INTERACTIONS
INSTEAD DESIGN THE CONTEXT
FOR INTERACTIONS

BRICKS & BIRDS_

DO NOT DESIGN INTERACTIONS
INSTEAD DESIGN THE CONTEXT
FOR INTERACTIONS

QUESTION_

How can we design contexts
that foster interactions?



ARCHITECTING INTERACTION

CREATING CONTEXTS
THAT FOSTER
INTERACTION

INTERACTIONS
ARE THE SEEDS
OF INNOVATION

A MATTER OF PROCESS_

ARCHITECTURE



ARCHITECTURE



Beginning
of design

End of
construction

ARCHITECTURE



Beginning
of design

End of
construction

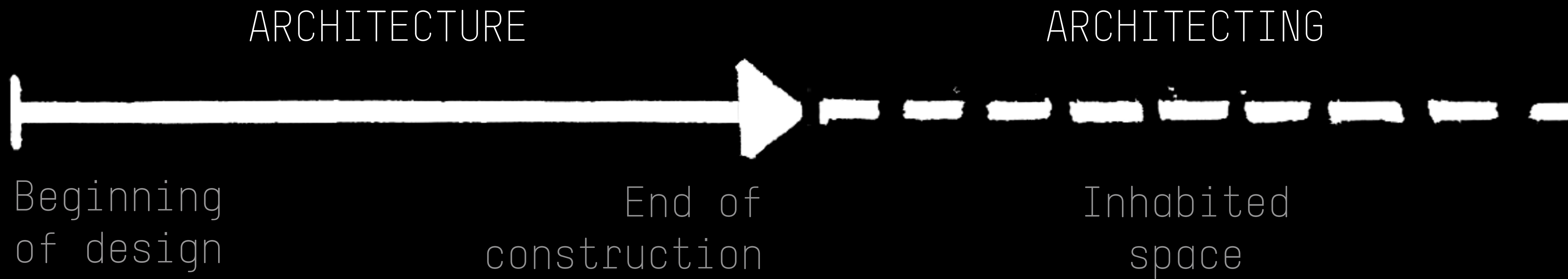
ARCHITECTURE

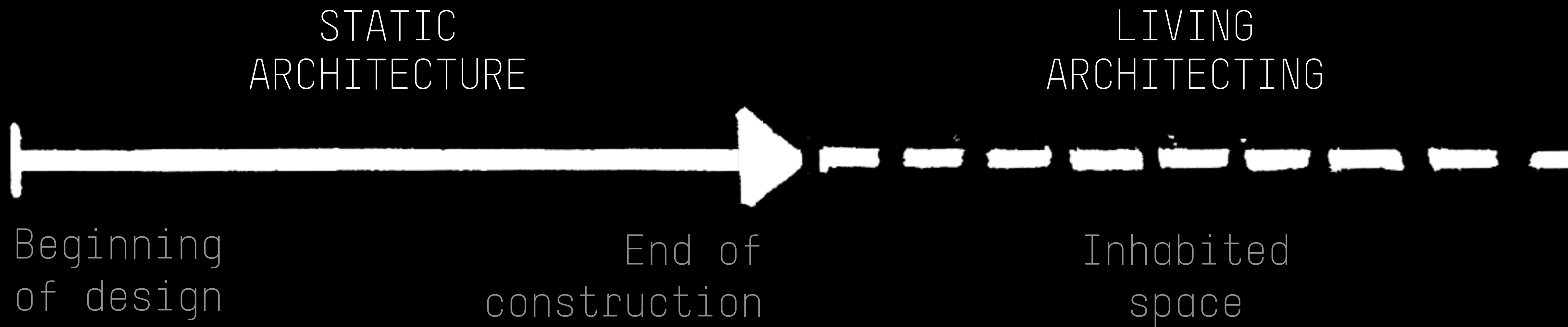


Beginning
of design

End of
construction

Inhabited
space





SCIENTIFICALLY SPEAKING_

$$E = MC^2$$

$$E = MC^2$$

ENERGY

$$E = MC^2$$

ENERGY MASS

$$E = MC^2$$

ENERGY

MASS

SPEED OF LIGHT

$$E = MC^2$$

ENERGY

BUILT
MASS

SPEED OF LIGHT

$$E = MC^2$$

ENERGY

BUILT
MASS

INTERACTIONS

$$E = MC^2$$

EMERGING
QUALITY

BUILT
MASS

INTERACTIONS

QUANTITATIVE

QUANTITATIVE



QUALITATIVE

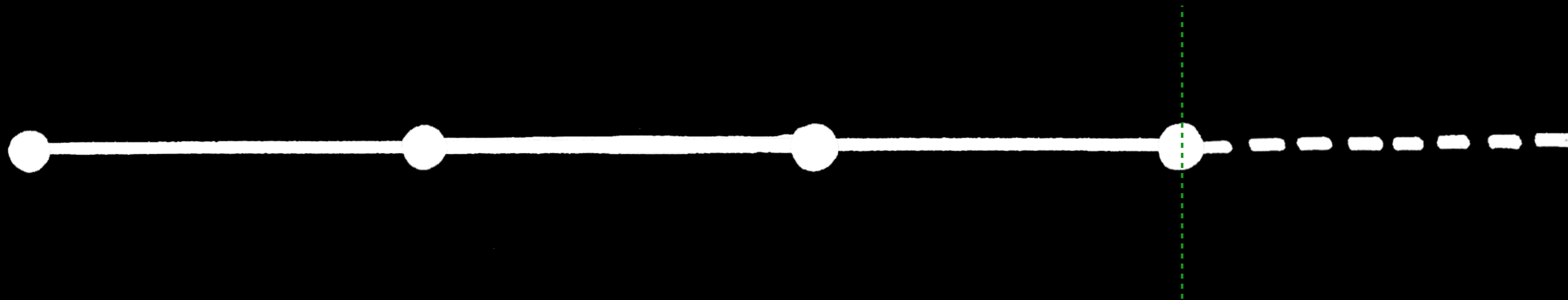
A CUSTOM PROCESS_

INTRINSICALLY COLLABORATIVE

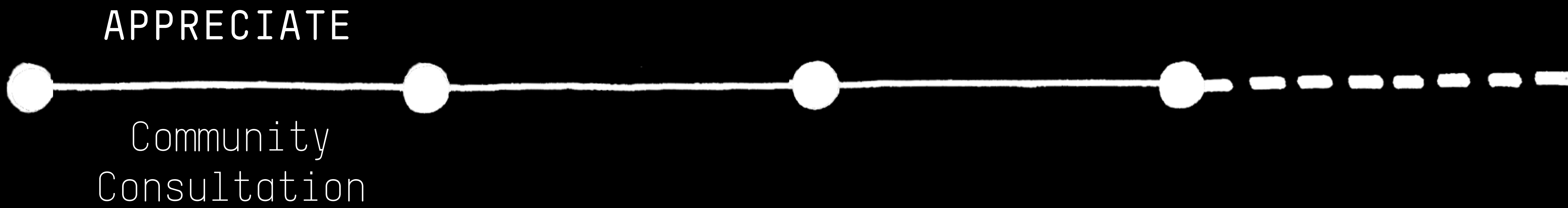
INTRINSICALLY COLLABORATIVE
BASED ON THE COMMUNAL

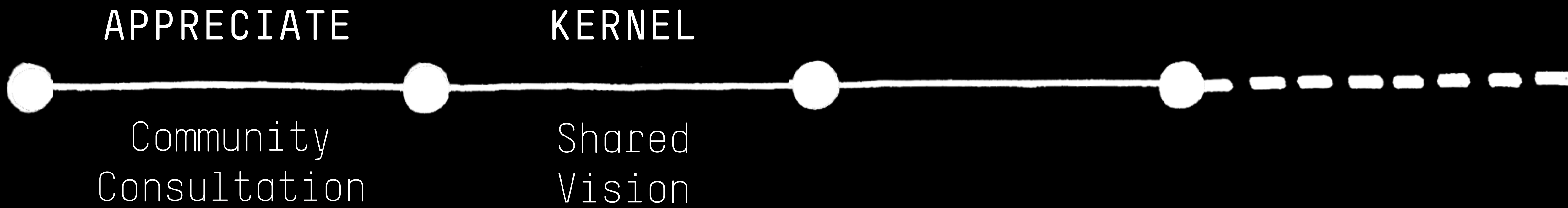
INTRINSICALLY COLLABORATIVE
BASED ON THE COMMUNAL
CREATION OF KNOWLEDGE

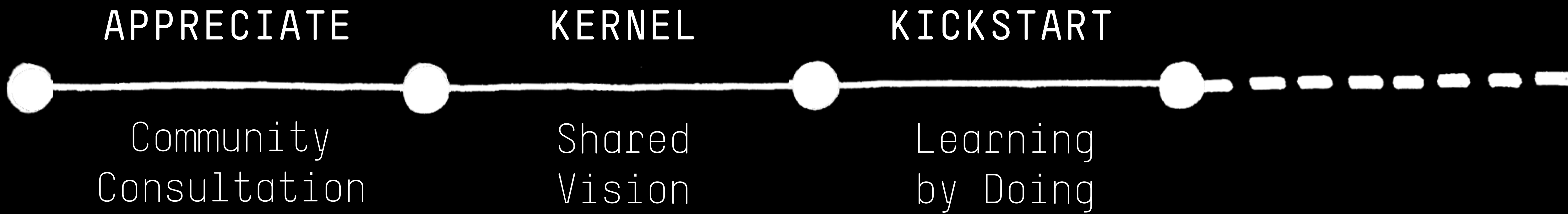


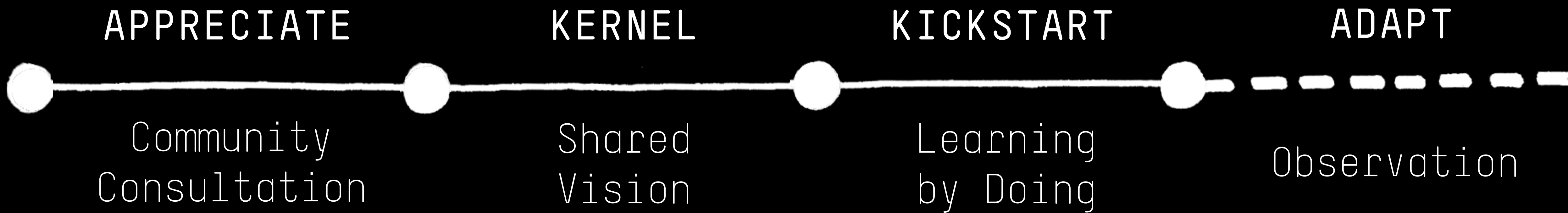


Delivery of space
for users to move in









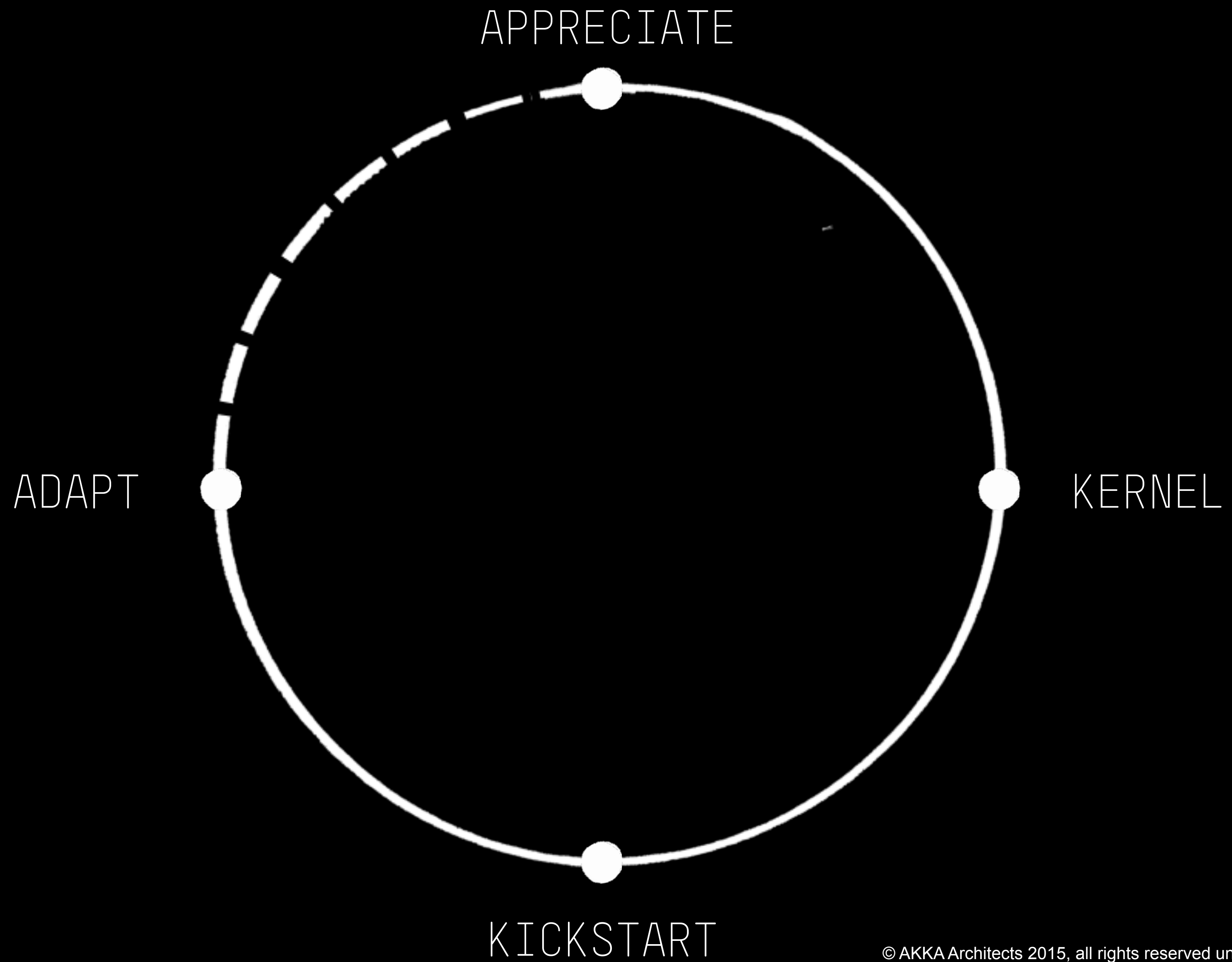


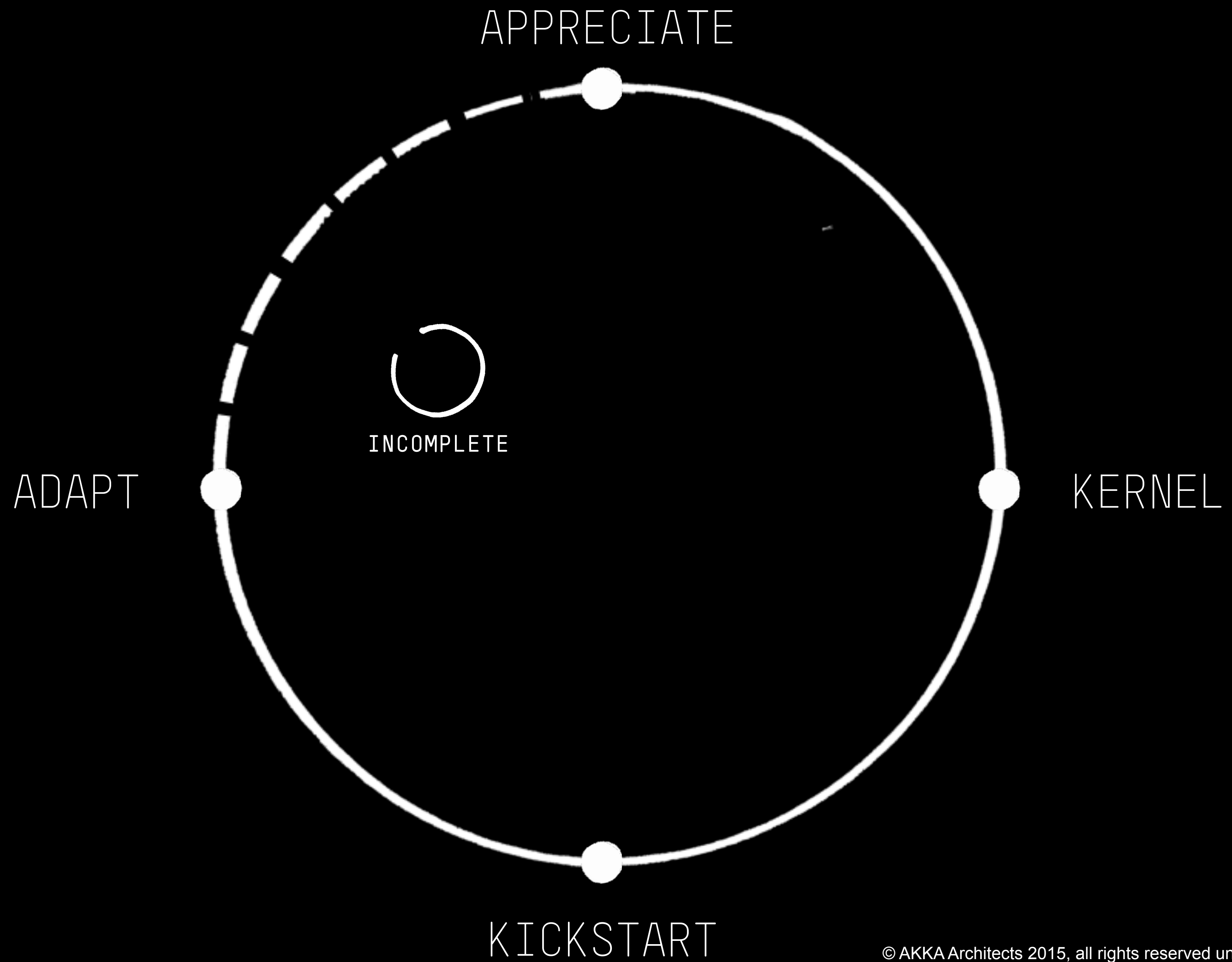
INSIGHTS

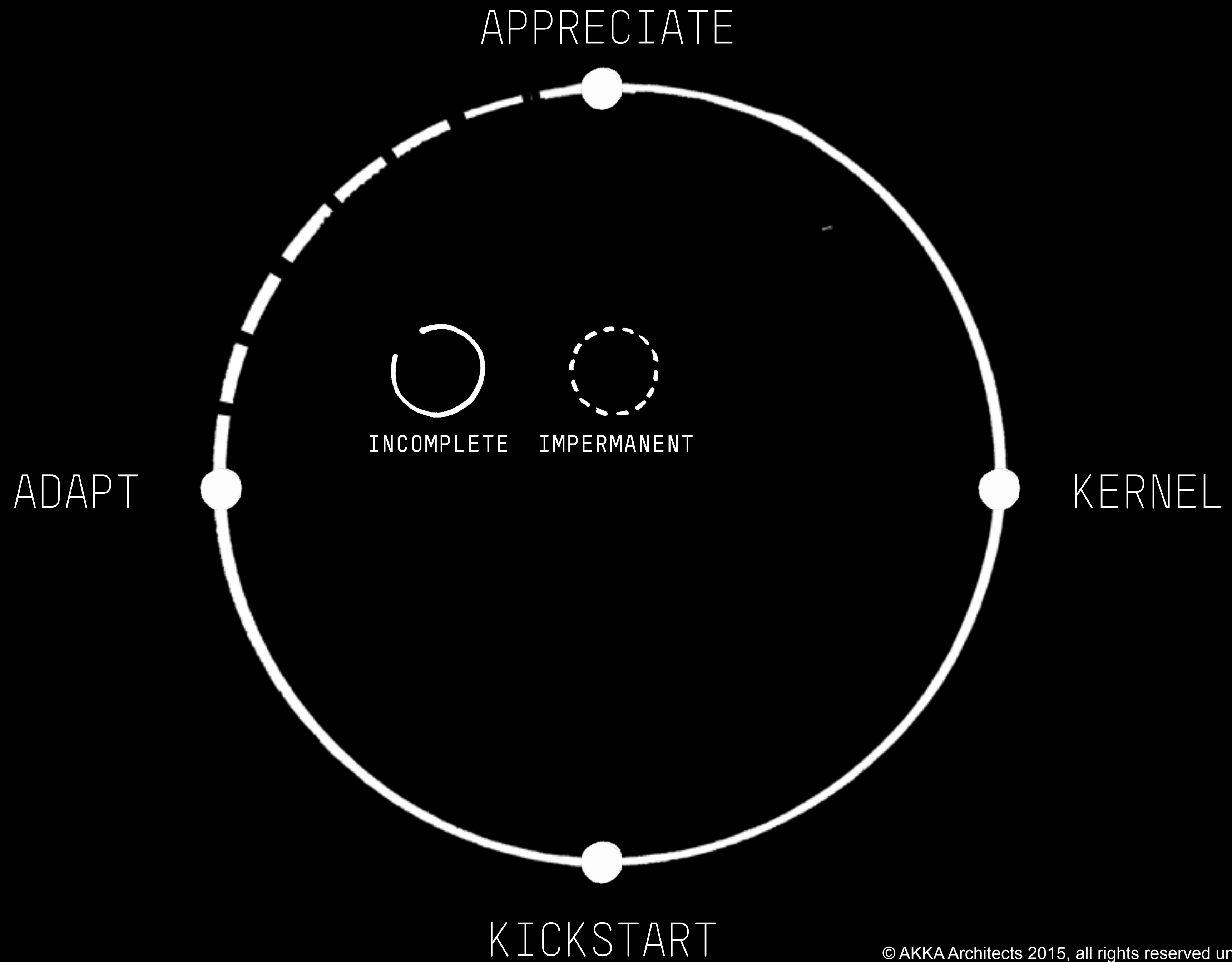
THE USERS ARE THE EXPERTS

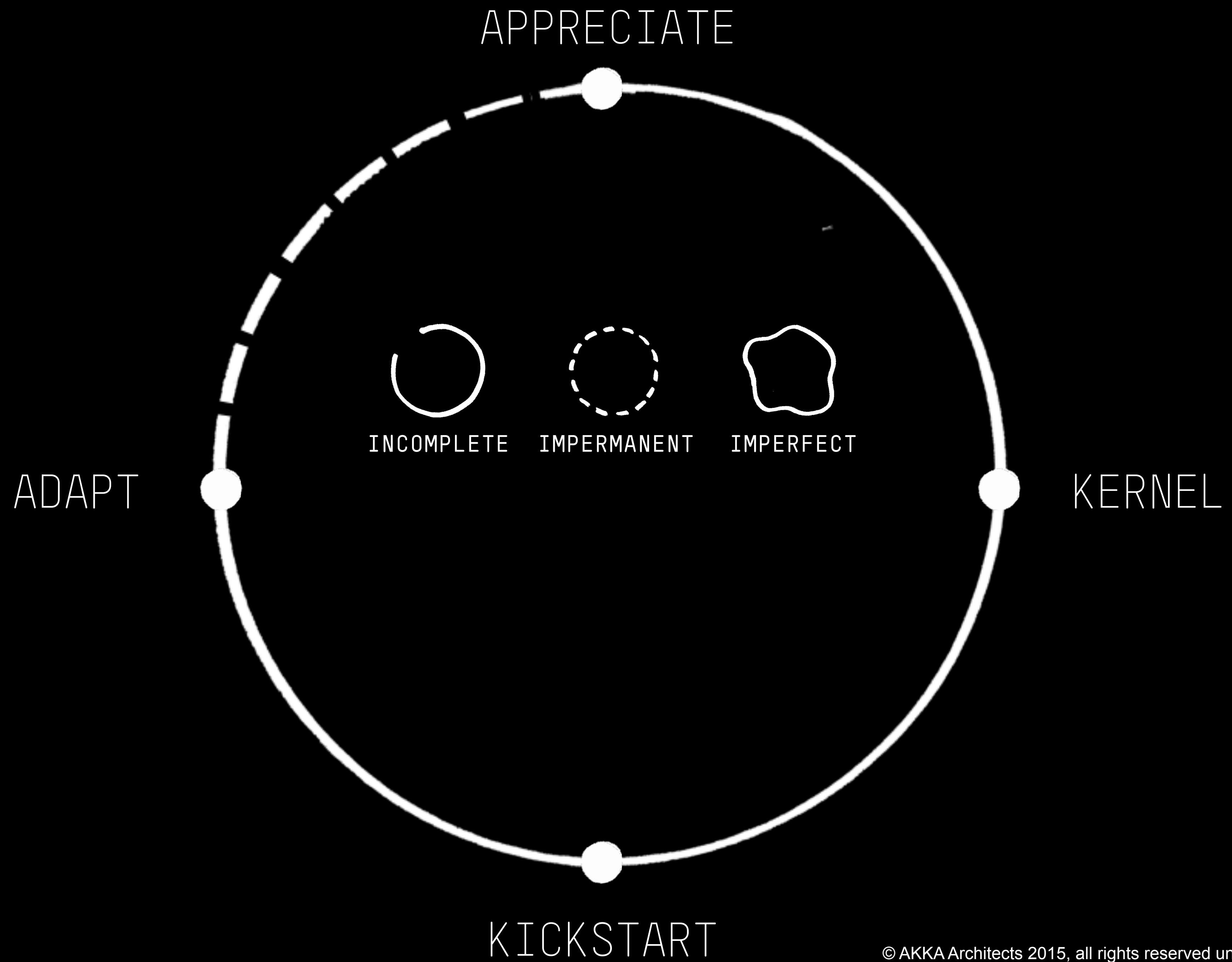
ONGOING_

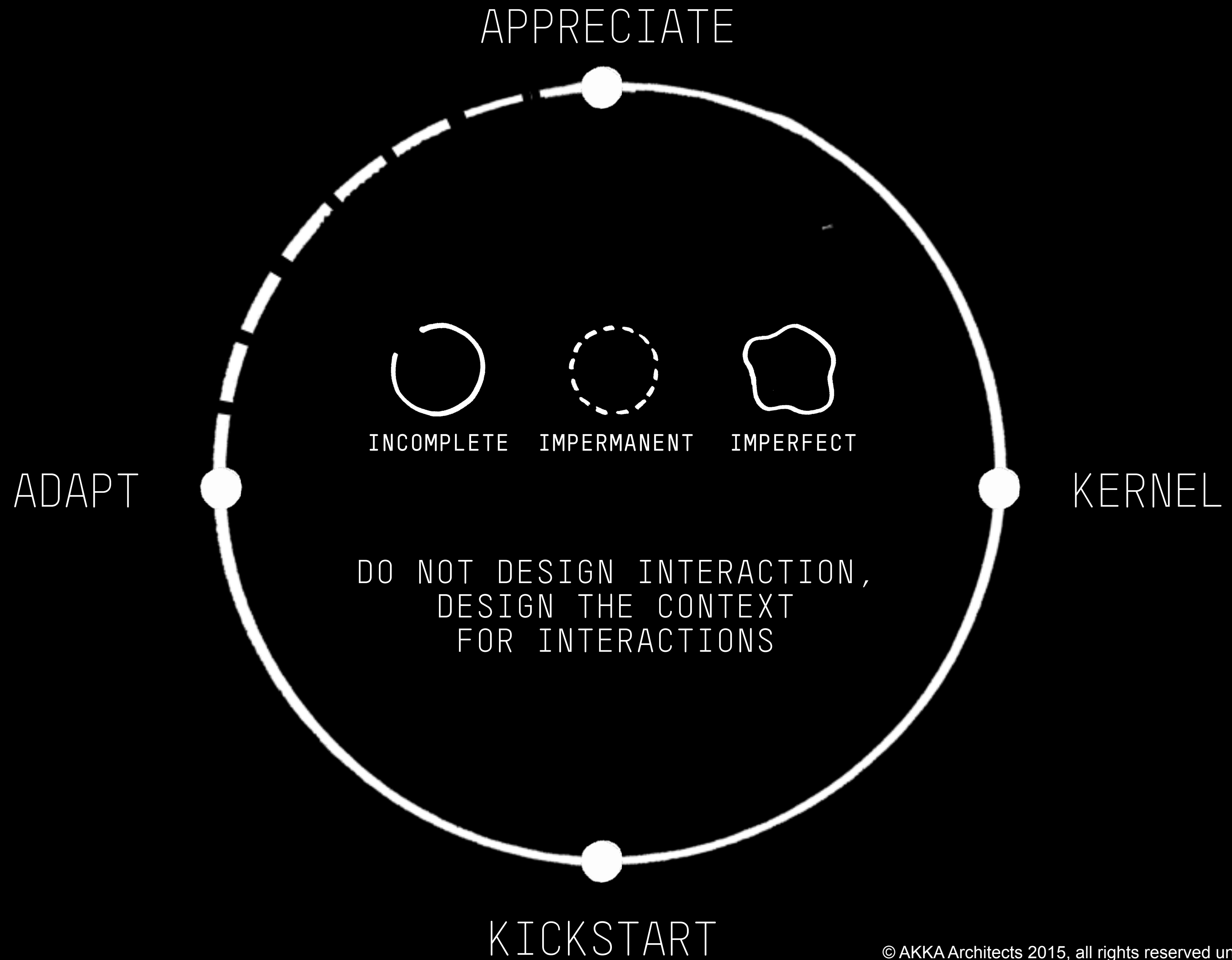












A MOMENT OF REFLECTION_

IN CONCLUSION_

ARCHITECTING INTERACTION

EVERY CONTEXT NEEDS TO
FOSTER INTERACTIONS,
ONLY TO VARYING DEGREES

DESIGNING SUSTAINABLY

DESIGNING SUSTAINABLY



FACILITATING
INTERACTIONS

GATHER THE INTELLIGENCE OF USERS

HARNESS THE HONESTY OF BEHAVIOUR

UTILISE THE VALUE OF TIME

DO NOT DESIGN INTERACTIONS
INSTEAD DESIGN THE CONTEXT
FOR INTERACTIONS

HOW CAN WE CREATE CONTEXTS
THAT FOSTER INTERACTIONS?_

HOW CAN WE CREATE CONTEXTS
THAT FOSTER INTERACTIONS?_

BY DESIGNING
INCOMPLETE, IMPERMANENT & IMPERFECT

HOW CAN WE CREATE CONTEXTS
THAT FOSTER INTERACTIONS?_

BY DESIGNING
INCOMPLETE, IMPERMANENT & IMPERFECT

THROUGH A PROCESS IN ITSELF
INCOMPLETE, IMPERMANENT & IMPERFECT

ALL

WE NOW ALL CREATE CONTEXTS
THAT FOSTER INTERACTIONS

