actually buildings. Trans- upon the best local tradi- ally followed the brief.

and enclosed gardens Actually, we didn't re-

no difference between Bergamo town-plan ofmeters high, 16 meters high culture and super- fice.

It was fairly boring and meaningless. We left the A system where there is practical problems to the

You see the colorful string of code 🖊 🖊 while landing \ on your Ryanair flight. Then you are in the airport, ready to walk to the city. Each unit 🥒 is a 🗫 building, 🔪 each building is a nice welcome to Italy. Shopping, flirting, drinking, art, creativity, life.

units to be placed inside.

You have the externa box (8 by 8 by 16 meters) with one of the endless configurations. Volumes, void, zen gardens, one orange tree and you are ready to fall in love.

National road

LOCAL PRODUCTS VS

IMPORTED PRODUCTS

Do people prefer buying Ital

ian products or do they trust

Can the local goodies defeat

more international prod-

In this representation the

orange rings stand for the

local products and the blue

...welcome

In such a way, the facade become s

big pixel display, enabling all kind of



Technology-wise is nothing special.

"On the shelf" components. The qual-

ity comes from a wiseful mix between

architecture, interior design, physical

computing and software design.

Bergamo - Road to nowhere



Using Processing software, physical computing and interaction design tools, we define a new concept.

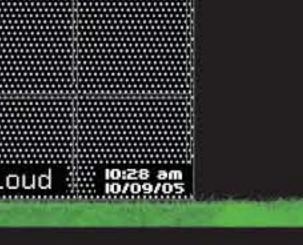
Interactive maps, weather forecasts, message boards where you can sms your love messages and send your pictures

dance around. Their size

and number corresponds to

density of the clouds in the







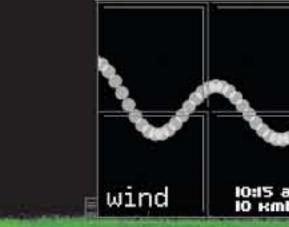




The concentration of the

ticles shows the levels of

innumerable coloured par

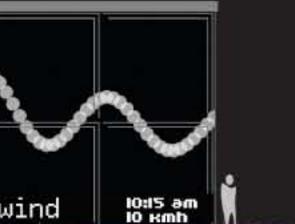


A string of circles moves

intensity of the wind.

like a wave. The peaks and

lows of the wave show the





Each of these lit colourfu

rings coresponds to certain Celcious degrees. When the

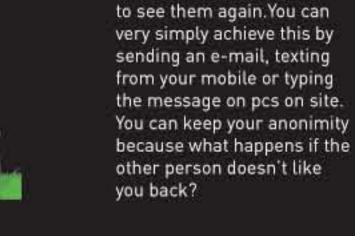
the red ring starts swallow-

temperature starts falling

ing the others. When the

it happens the other way





Imagine that you can use

the Facade of a building to

tell someone that you re-

ally like him/her. Or invite

them to dinner. Or even tell







Capture your favorite mo-

them to the whole of the

city. Why not? You can up-

load your pictures on this

or on site.

facade by sending an e-mail

ments or places and show



An alternative option to

send out a message in a

mor personal way. You can

record it on site or call from

your mobile. Your message

is delivered instantly.





PRODUCTS SOLD

ing to the season?

sumer favorites.

What do people usually

buy? Is it shoes? Gloves?

Magazines? Hi-fi? Are the

products bought related to

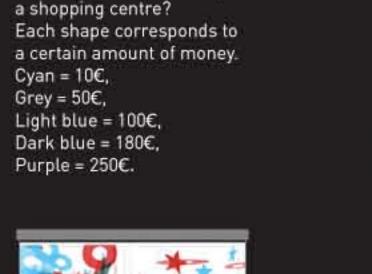
our needs or to our desires?

How do they change accord-













Where is what. The inter-

esting places to visit along

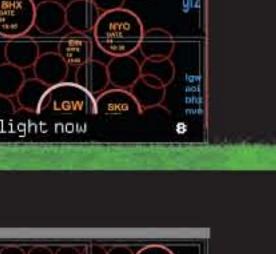
sites'lovers. You can see the

name of the places and what

you can find there. Every-

thing is an attraction.





Keeping a track of the de-

parture times next to the

prevents you from loosing

your flight. Time to hurry

back at Orio al Serio!

code names of the airports,

· Ma DS all the information you need for the city and the airport.



CITIES OF THE WORLD

Faraway so close. The prox-

pears with the name of the

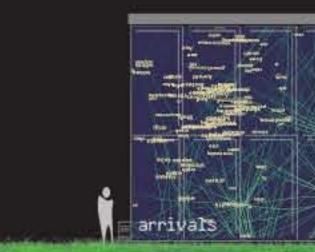
city and the flight duration. You can decide according to

your available time which

is not that far away!

city to visit. After all Helsinki

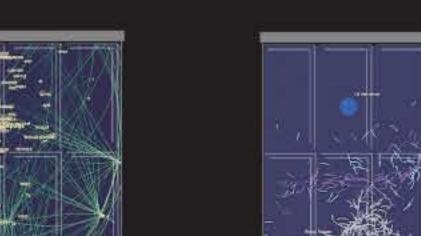
imity of the citis of the world

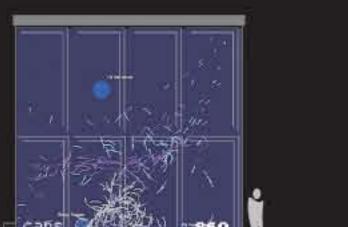


tries "land" at Orio al Serio.

Each time there is an ar-

the map and is graphically





Since we all hate being

stuck in a car, this is a very usefull map. It demon-

strates the traffic in the city

its density, how it moves

etc. Now you Know where

you don't want to find your-





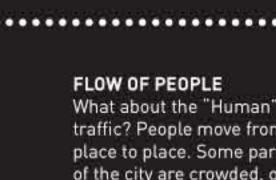


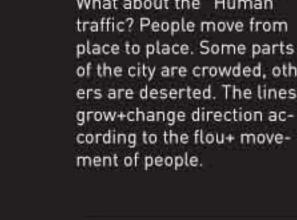
























SHOPPING ACTIVITY

a shopping centre daily?

How many of us were buy-

ing something on the 22th

September? Which are the

Early in the morning or at

On this chart are noted the

days of the week and the

times of the day so that you

shopper's favorite hours?

Each builing can change its color and



Cyan = 10€,

Grey = 50€,

EUROS SPENT

How much money do we

usually spend when shop-

ping? How much does a

stroll at a shopping centre

cost even if we didn't plan

on buying something? What

is the daily flow of money in









