



URBANOCreativo

Solutions for changing cities





URBANO CREATIVO

Urbano Creativo is a company based on creating strategies for Urban Planning and Town Management.

We provide to Local Government and to Private Companies effective solutions on environmental and energy saving management, sustainable mobility and improvement of life's quality.

We use participatory methods (i.e. involving local population with interviews and innovative systems) and technological systems based on Pervasive Computing in all our projects.

intro

URBANO CREATIVO

Innovative trails for a city far away commonplaces

Urbano Creativo works with Civil Services and Private Companies to develop project of government and urban and local management.

It provides the most effective solutions to face, share and communicate the transformation of the city and its inhabitants.

Through simple trails but with an high innovative content, the Urbano Creativo's interdisciplinary staff faces every single requirement from different views, in order to suggest the most effective and cheap solutions.

Sustainable Development

A **method** oriented toward the search of balance in any choice that involves citizens and territory.

Interdisciplinary

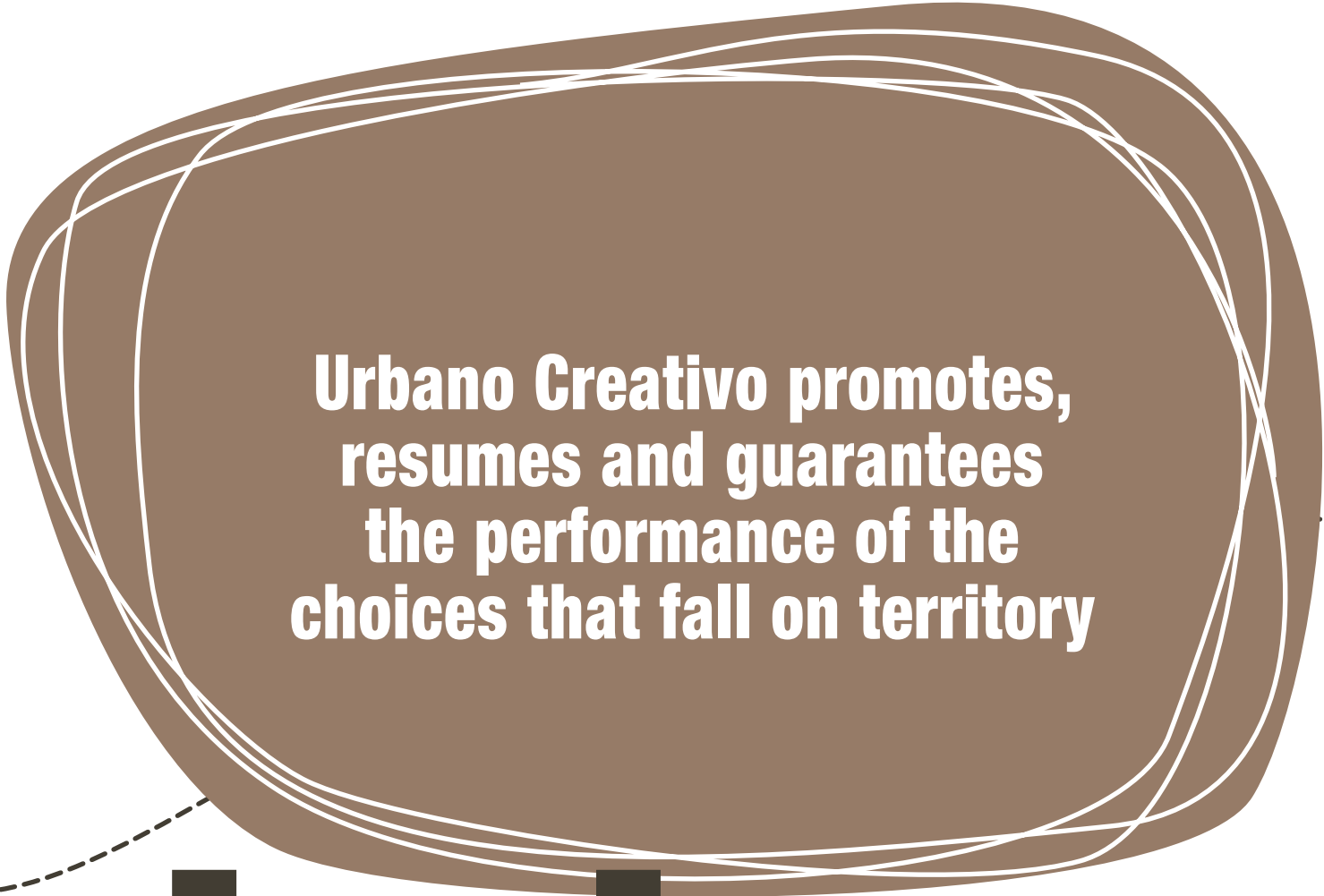
An **approach** with high scientific connotation, thanks to comparison between creative persons who come from different disciplinary fields.

Involvement

A decision-making **process** shared inside local management policies.

ECOLOGY, EXCELLENCE, ECONOMY

The balance between the three E: in other words, to plan (innovating) without making damages to Future.



**Urbano Creativo promotes,
resumes and guarantees
the performance of the
choices that fall on territory**

mission

vision

**Urbano Creativo plans
a new and more easy way
to live the city.
Though the tools of Creativity
and Involvement
we make better the quality of
life
in harmony with the
environment**

customers



Comune di Como
Comune di Lurate Caccivio (Co)
Comune di Mozzate (Co)
Comune di Tremezzo (Co)
Comune di Orsenigo (Co)
Comune di Cernobbio (Co)
Unione dei Comuni della Tremezzina
Comune di Viganò Brianza (Lc)



Politecnico di Milano
IUM Montecarlo



Fondazione Setificio
Fondazione Politecnico
Coordinamento Comasco per la Pace
Associazione L'isola che c'è



Impresa Costruzioni Carboncini
Kema
Omnia Eventi



Parco del Lura (Co)



Scuola di Valmorea (Co)
Scuola di Sagnino (Co)
Scuola di Lurate Caccivio (Co)



Promedia Publishing
Bema Editrice

Together we can do sooner and better

Urbano Creativo cooperates with not profit associations and agencies to promotes systems those improve the life quality.

Since our beginning , we have been cooperating in partnership with Acceleratore d'impresa (Politecnico Milano) and with Centro Studi Polis Maker (Politecnico di Milano). Since 2009 we have been cooperating with Dipartimento Indaco (Politecnico di Milano) end with Université d'été of Yverdon Les Bains (Switzerland). In the same year, we have launched a new project in partnership with Biblioteca Ambrosiana located in Milan and we have begun to cooperate with Coordinamento Comasco per la Pace and with the association L'isola che c'è. We have developed these cooperations because we believe that to share competences and to compare ideas, is the key to achieve successful projects. Since 2010 we have a partnership with l'Ecole Polytechnique located in Yverdon Les Bains, with laboratory Senseable City (Mit of Boston) end with the association EuroMobility.

Our technical partners:

Piramide Engineering

Video4u

UrbanStudio

network

1 Requalification of urban areas

Starting from customer's request, we study traditions, history, local architecture, and then we put on the most innovative systems for sustainable design without letting fashions influence oneself. In addition, we involve citizens because we wish that public works are in line with users' demands.

How?

- > Preliminary analysis of surrounding areas and territory.
- > Local research.
- > Fulfilment of Feasibility Study and Business Plan for economic sustainability of project and its management.
- > Drafting Activity Plan for Participated Planning (co-planning) of intervention.
- > Providing a platform to discuss the project with partners.
- > Data collection and analysis.
- > Architectural designing of intervention.

If you need...

To recover disused areas, neglected squares, spaces at risk of vandalizing.

To think over about Intended Use of urban places and their roles.

To develop urban misused environments.

**Don't restrict your
city livability
to architectural projects**

**Change your life in town
with Urbano Creativo**

2 Mobility Management

We study and realize systems of sustainable mobility, together with customers and considering local needs and all the regulations in force related to environment

How?

- > Preliminary analysis of surrounding areas and territory.
- > Local research
- > Unique software manager
- > Fulfilment of Feasibility Study and Business Plan for economic sustainability of project and its management.
- > Drafting Activity Plan for Participated Planning (co-planning) of intervention.
- > Providing a platform to discuss the project with partners.
- > Data collection and analysis.
- > Architectural designing of intervention.

If you need...

- To retrieve areas choked by traffic
- To establish logistic areas and distribution networks
- To reproject land use after car parkings
- Health and safety regulations for roads and routes
- To conjugate big infrastructures with local viability
- Innovative and sustainable means of transportation

**... Jump aboard with
Urbano Creativo!!!**

3 City Runner

City Runner is an unique project that unites alternative systems of mobility (i.e. carpooling and taxi sharing) with high tech systems on smartphones, thanks to Bluetooth or wireless networks, to share information about urban traffic, car parks, and commercial, tourist and cultural events. This project foresees the installation of touchable displays with printer for transports, theatre or cinema tickets. By this systems is possible to phone and make payment as well.

City Runner has been created by Urbano Creativo thanks to cooperation with Video4U.

Totem and display windows can be easily accessorized with:

- **Barcode, Chip card and Badge Readers;**
- **Electronic coin box;**
- **Laser printer;**
- **Tickets Thermal printer ;**
- **Usb Port;**
- **Wireless card;**
- **POS Terminals.**
- **Webcam.**

How?

- > Preliminary analysis of urban contest end movement infrastructures.
- > Research about customs/ citizens' demands/ city users/ tourists.
- > Possible planning of cultural and tourist routes.
- > Design Mobility Plan.
- > Fulfilment of Feasibility Study and Business Plan for economic sustainability of project and its management.
- > Design web/mobile phone/ personal digital assistant platform.
- > Establishment of an urban bluetooth network.
- > Look for Partners and sponsor.
- > Communication plan (internal and external).
- > Monitoring and updating phase.

If you need...

- To give informations about urban traffic and mobility.
- To establish an automatic communication network of tourist and commercial events and news.
- To plan a town infrastructure that regulates mobility, simplifies urban traffic and improves uses of areas designed for parking

...City Runner: a new way to move around, to inform and share information in the city!!



We can also add to City Runner the new technology **Call me**, it makes possible the vocal interaction, this means that it is accessible to 100% of users.

4 Innovative Mobility

Stop with fuel!

Urbano Creativo offers you the opportunity to move around Europe with electric car and minibuses, bikes, solar means (ex. boats, tricycle, minicar), means of transportation working by hydrogen...

How?

- > Analysis of needs;
- > Identification of routes;
- > Selection of means of transport;
- > Check and application of rules regarding road safety;
- > School workshops;
- > Research of partners, sponsors and possible incentives;
- > Fulfilment of Feasibility Study and Business Plan for economic sustainability of project and its management;
- > Communication Plan.

If you need...

- To organize a “sustainable” event;
- To advertise products of alternative mobility;
- To establish a service of ecologic transport during events or to connect different urban areas.
- To advertise the culture about alternative and sustainable mobility during events, festivals etc.
- To plan discovering trip with unused and sustainable means of transport (i.e. Solar bike, electric minibus etc.)

... Urbano Creativo is paving the way for you!!!

5 Social Calendar of City Events

All the events planned and organized in your city, connected together in a unique and accessible Calendar.

You need just an internet connection to watch it from anywhere.

The Social calendar of City Events is a virtual infrastructure that regulates the urban complexity, making better use of spaces addressed to host events or festivals.

It is an informative system based on Internet/intranet technology, geo-referenced adopted to manage an event during all its cycle of life.

How this Social Calendar can make a better life in downtown?

The system is studied to improve the citizens' and tourists' life's quality in the city but it is address to local administrators as well:

- Management of complexity – “Complete events calendar” coordinates the exchange of information and the scheduling of urban events.
- Unification of all application form needed for requests for patronage or for space invasion.
- Total Mapping of every kind of events organized in the territory, included the surrounding areas.
- Relieve the traffic congestion – it is a helpful system to supervise and manage car parking areas and problems related to the mobility of large groups of people during important events (ex. music concert, football match, festivals etc).
- Traffic control and management – This system sends an automatic message to Local Police to inform them about every introduced new event.
- Publication of one unique territorial appointment schedule which includes all events organized in an established territory.
- To prevent overlaps of similar events during the same time of the year and in very close places.

If you want...

Citizens to be informed about events, festivals organized in the city and about deadlines

To simplify the booking office's working process and the application procedures to use urban spaces addressed to host events or festivals;

To prevent overlaps of similar events during the same time of the year and in very close places.

Urbano Creativo's Social Events Calendar

**Everything about your city in
“just one click”**

6 Cultural heritage, local Traditions and Landscapes

How?

- > Preliminary analysis about territory and its peculiarity, studying traditions and research of unusual and unsaid features.
- > Data collection and analysis.
- > Supporting Local Government in a process of certification for tourist brands.
- > Planning: routes to improve heritage sites, to make them universally accessible.
- > Micro-planning: tourist routes around the corner and development of complex structures (landscape-history-local art- monuments-gastronomy).
- > Discussion with all the stakeholders.
- > Territorial animation.
- > Fulfilment of Feasibility Study and Business Plan for economic sustainability of project and its management.
- > Creating a Communication Plan
- > Organization of cultural and educational events.

**Are you sitting on natural resource?
Is your territory a well of culture, a
cradle of good food?
Do you have a wonderful landscape and
would you like to highlight it?**

If you need....

- To increase the value of cultural heritage, local traditions and landscapes.
- To create tourist routes.
- To promote the access to artistic locations.
- To spread the knowledge of local wine and food.

**...Urbano Creativo
enhances your territory
with unexpected solutions!**

7 Interactive museum system

We design and realize technological infrastructures able to connect your collection with external objects of art, art galleries and exhibitions. This system can link museums of the same city or all over the world.

“Interactive museum” can make the tour an unique experience, every time different and original. Thanks to our systems the user can receive information, additional contents and in-depth examinations about collections, or you can admire objects of art even though they are in loan or not accessible. And, when your tour is ended, it is possible to repeat the experience from outside as well, thanks to the interaction between our system and mobile phones or personal digital assistants.

How?

- > Through analysis of museum context and exhibitions.
- > Examination of the existing connections with others museums, objects of art and collections and suggestion of unused interactions.
- > Planning of the most update hardware infrastructure (infopoint, electronic display window, totem).
- > Creation of one specific software for museum information.
- > Production of graphic interface.
- > Arrangement of communication system with mobile phones and personal digital assistants.
- > Choice and/or production of contents (texts, audios, videos, photos etc.)
- > Training Course to update contents.

If you need...

To give your users an experience of original and interactive tour.

A technological tool allowing you to enrich your collection

**Discover the
NoFrontiers Museum
with Urbano Creativo**

8 Touch City 24h

We offer you a multimedia informative window that provides not just textual equipments, but gives you videos, 360° videos, photos, audios and interactive maps about your territory with “hotspots” connectable to external sites or pop up windows of deepening.

Our technology allows you to convert a clear surface or a common shop window in a virtual and interactive display window without the need of change on its structure.

Besides, it can be accessorized with different tools such as, for example, Skype or Voip; Bluetooth system to download information on your mobile phone or palm; Ticket printer; Chip Card, Badge and Bar Code Reader, Pos Terminal, Webcam etc.

How?

- > Analysis of communication needs.
- > Preliminary examination of contest.
- > Suggestion of the fittest technological equipment : kind of display window, display system (LCD monitor or oil-graphic film working in rear projection) and accessories.
- > Design web platform.
- > Production of graphic interfaces.
- > Choice and/or production of contents (texts, audios, videos, photos etc.)
- > Urban Geo-referencing study
- > Training Course to update contents.

If you need...

To give news and informations
all around the clock, seven days a week.
To manage informative or communication
campaigns.

To use an innovative tool to improve the
accessibility and the fruition of information.

**Touch your items and
your company on a
display window!**



URBANOCreativo

Soluzioni per la città che cambia

www.urbanocreativo.it

info@urbanocreativo.it

+ 39 031 3327362

thankyou