

## 7 FUTURES

In the development of design concepts and action scenarios based on these frames, we hope to find ways to combine several of these frames, integrating the needs of the widest possible group of people into a coherent solution. Space does not permit us to examine all of the scenarios that were developed in the course of the marathon project, but let's take the second frame, that of the "themed marathon," as an example. In pursuing this frame, the designers quickly discovered a hitherto hidden potential. They found that the marathon runners are mostly highly educated people, often on the technical side of the higher education spectrum, and that they come from all over Holland and Belgium (with a small number of people from other countries). In a region with high-tech companies that continuously need employees who fit this profile, this finding is significant. Having these marathon runners come to the city, many bringing along their families, thus creates a great opportunity to show off the region of East Brabant as a good place to live. The city could be very precise in orchestrating this appeal: by entering the runners' data in Google Street View, one could see the kinds of houses where these people live now, and then use the information to organize events along the marathon route that would expose visitors to the possibility of a lifestyle in the Eindhoven region that they will be most likely to enjoy. International recruitment could be galvanized by extending publicity for the Eindhoven marathon into Germany and other neighboring countries. It could be an attractive business proposition for the local companies to become involved in the marathon, adopt a theme along part of the marathon route, and properly show what the city has to offer. Including businesses would, in turn, involve more of the Eindhoven population in the marathon day. ... This is just one path of inquiry; there are many more. Please note that even in all the far-flung directions that the four frames might lead us, there is a bottom line: the original problem of the traffic complaints. All solutions will have to address that point—either by reducing the alienation of the population, by dispersing the marathon crowds in time or in space (as with the themed sections of the city; see figure 8.1), or by creating a more permeable circuit.

## 8 TRANSFORMATION

The next step is one of (creative) deduction: taking the idea of the themed marathon circuit, we map out the support structures that need to be further developed and implemented, and then outline the changes that would be required