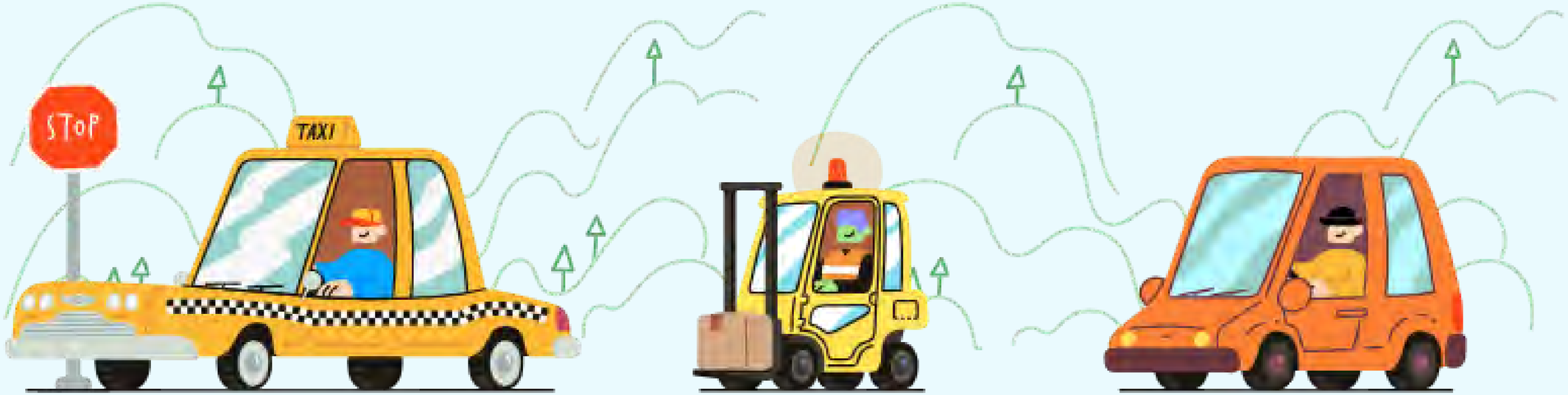
Spring 2023

FLUXATHON IDEA

Amadeus, Maria, Celine

THE PROBLEM:

AMERICA'S CAR ADDICTION



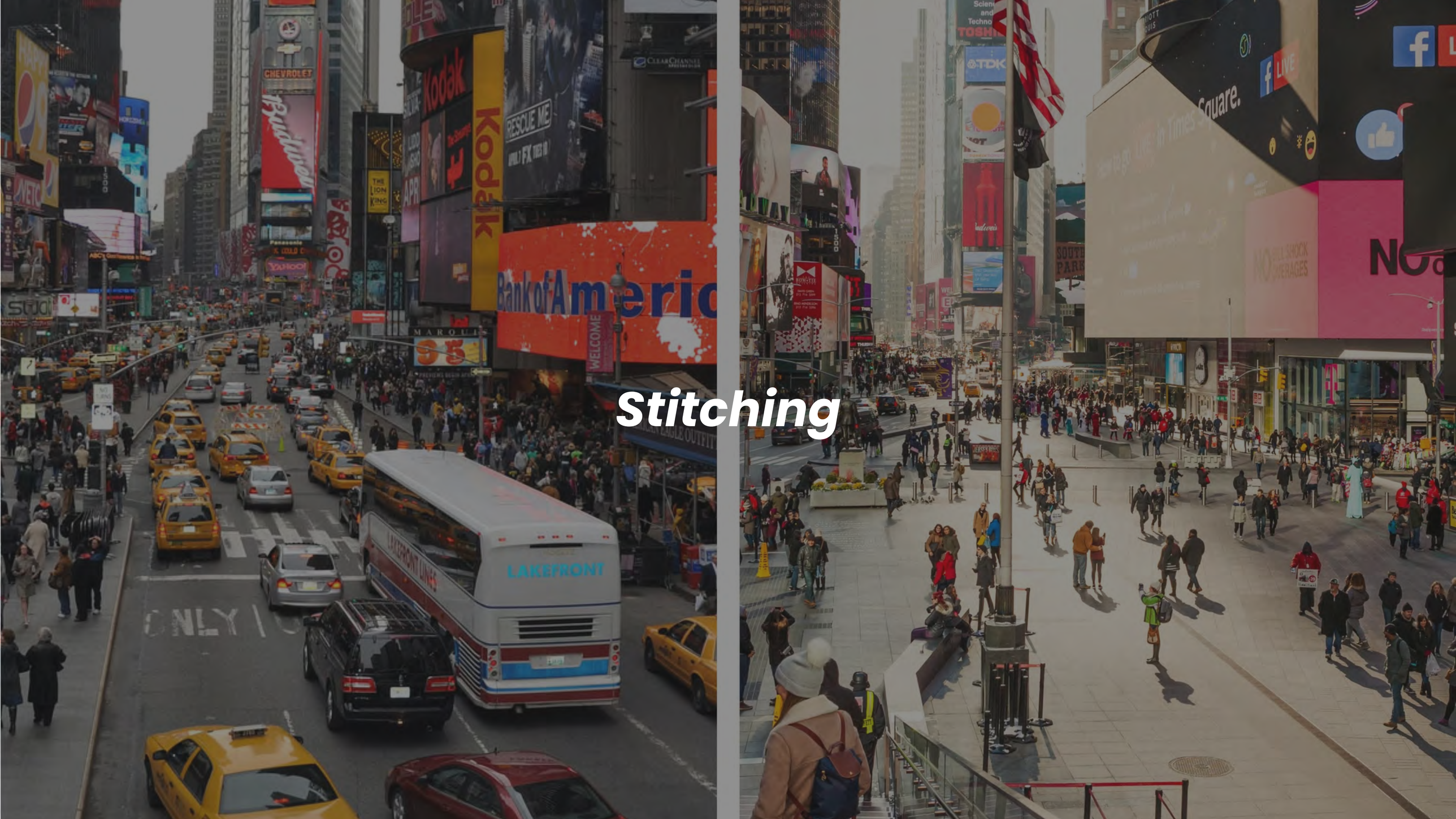
BEFORE

AFTER

How Might We....

Reduce Car Usage For A Car-Addicted Society?

Before We Dive Deeper...


Stitching
CHEVROLET
Kodak
RESCUE ME
Bank of America
MARQUIS
WELCOME
LAKEFRONT
ONLY
TDK
Square.
LIVE

42ND ST
43RD ST
44TH ST
45TH ST
46TH ST
47TH ST
48TH ST
7TH AVE
BROADWAY
BROADWAY
7TH AVE
N
FAST CIRCULATION
SLOW CIRCULATION

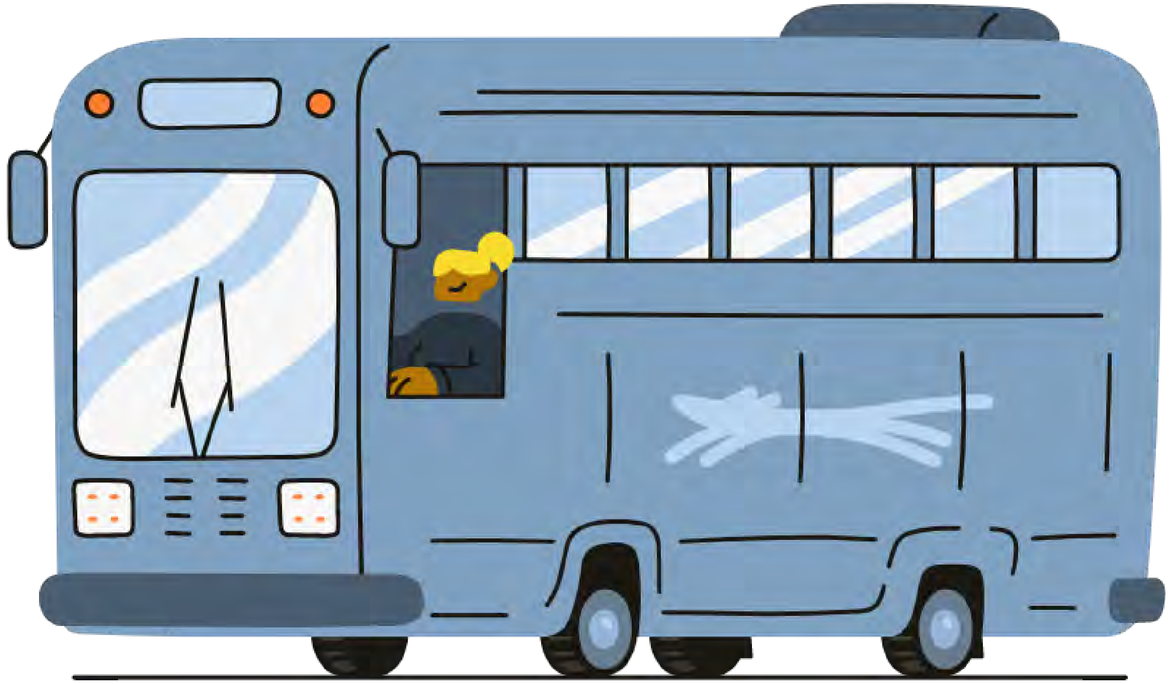
43RD ST
7TH AVE
44TH ST
7TH AVE
45TH ST

With Research, And Data, They Could Make **Impactful Designs**

Smaller Cities Are Trapped In A Debt-Run Suburban Development Loop

OUR CONCEPT...

Help Smaller Cities Make Informed Decisions About Urban Planning



2 Product System

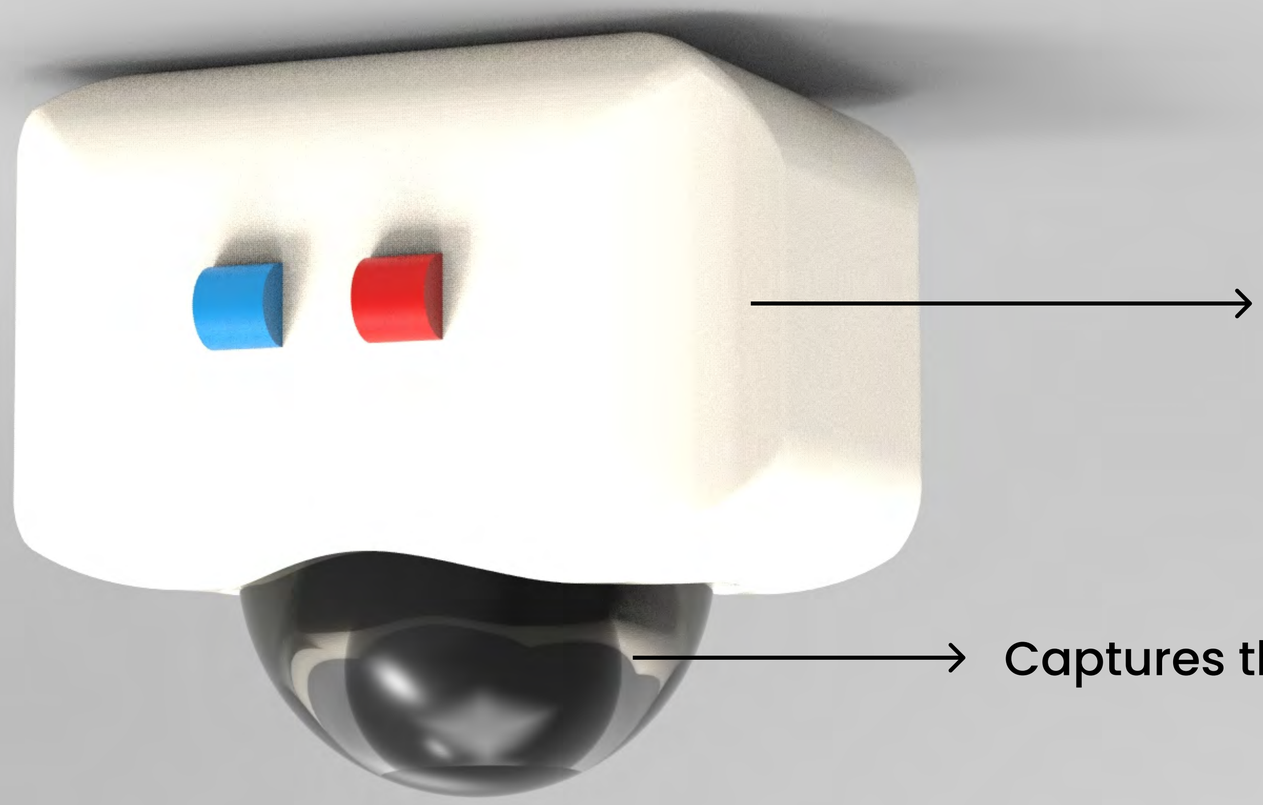
COLLECT - TEST

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

COLLECT

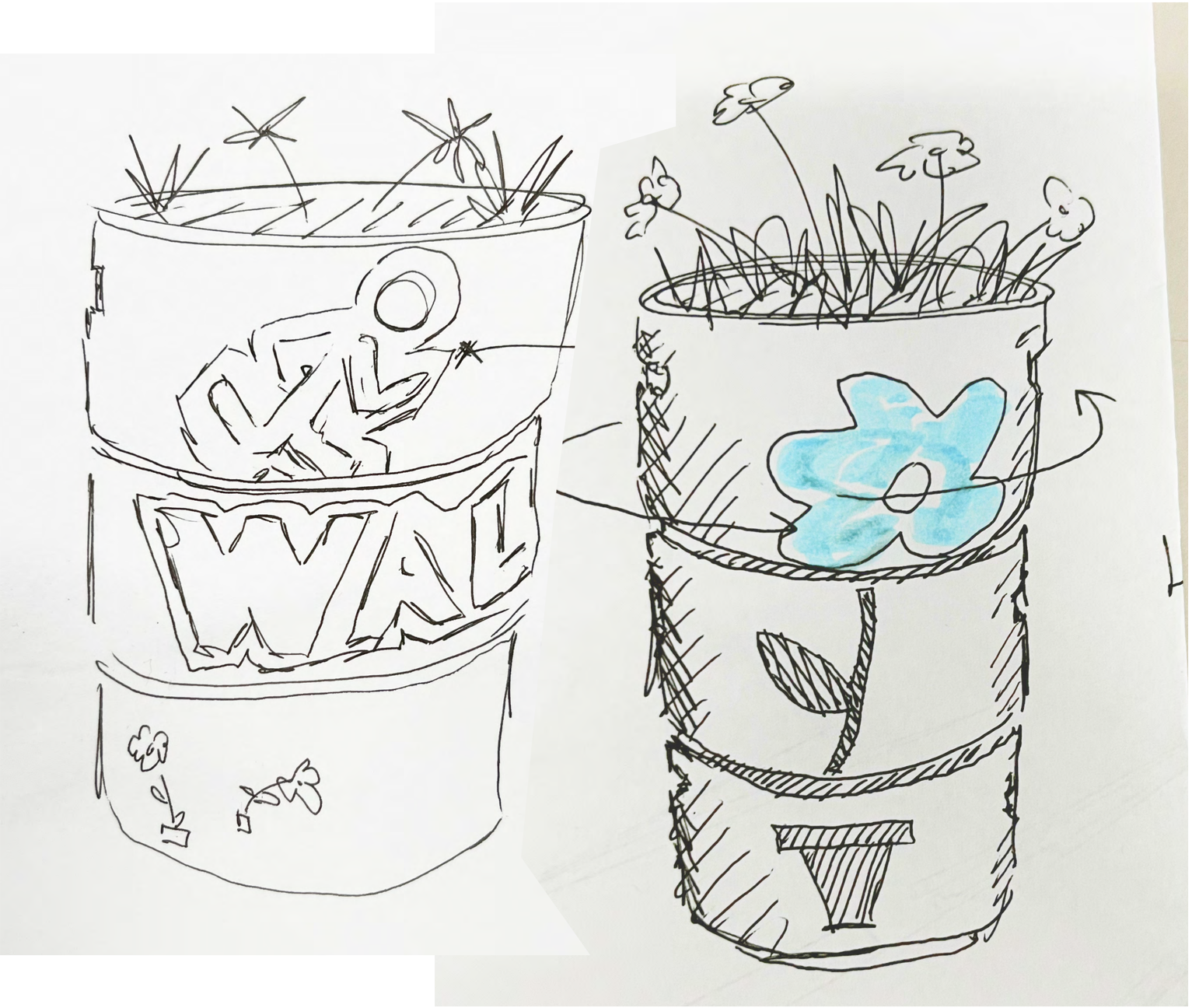
COLLECT



Gather and transfer the real-time data to the Urban planners

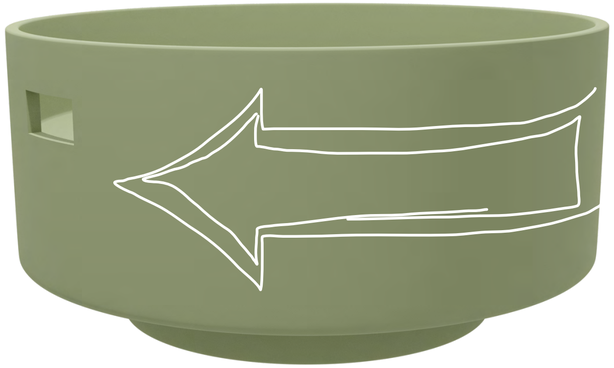
Captures the road-view

ITERATE



Stackable Prototyping

Embedded Display



Montgomery St
LANE ENDS
MERGE
RIGHT
NO
PARKING

Montgomery St
LANE ENDS
MERGE
RIGHT
HAVE
A
SEAT

LANE ENDS
MERGE
RIGHT
WALK
WAY
TEST

RE-BUILDING A CAR-CENTERED MINDSET TAKES TIME

Our Impact Goal/S In The Future...

Phase 1

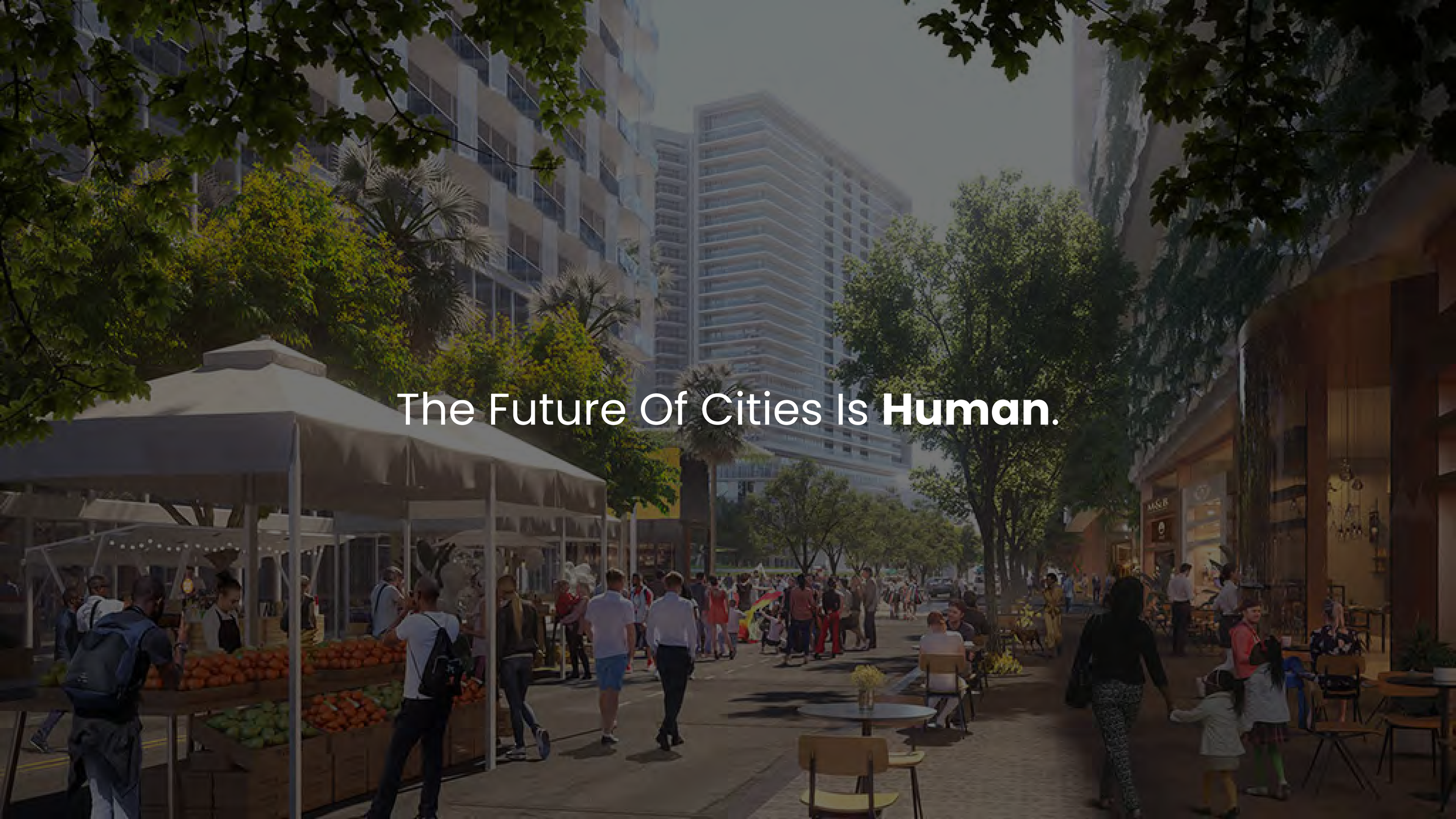
Cities will **trial** more **‘Car-Free zones’** and **‘Pedestrian-Friendly Spaces’**, which will help create a behavior shift within the citizens

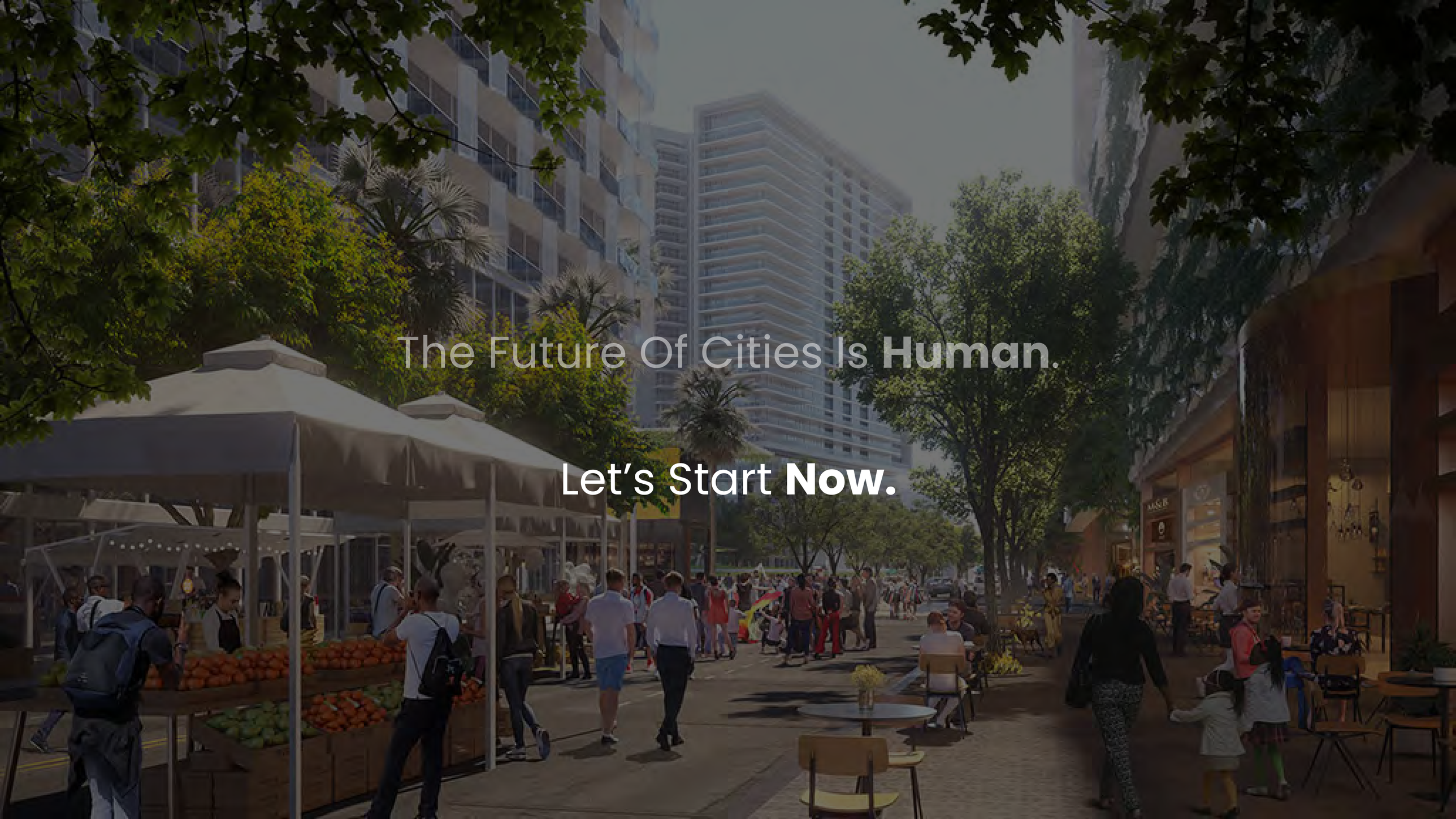
Phase 2

This will allow the government to prioritize in improving public transportation, and **plan infrastructures** around walking/cycling

Phase 3

Create **‘Human-centered cities’**, that have powerful public transits and build a Centralized Community that prioritizes **sustainable behaviors**


The Future Of Cities Is **Human**.

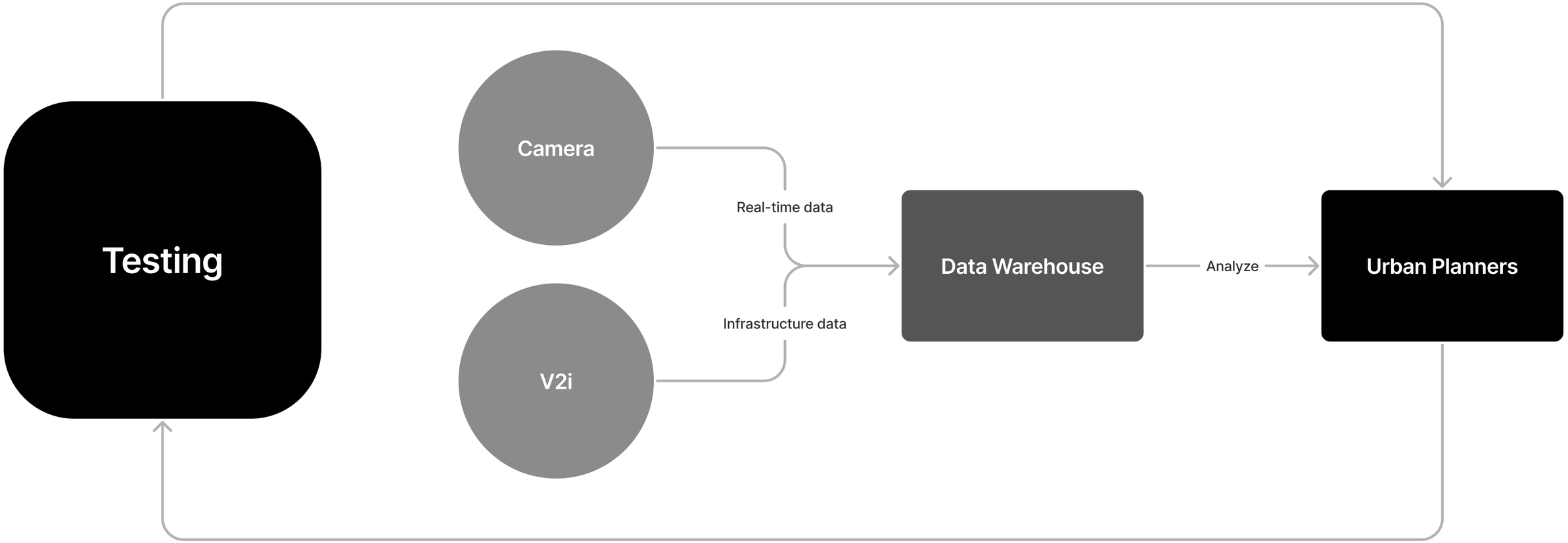

The Future Of Cities Is **Human**.
Let’s Start **Now.**

11 SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, **resilient and sustainable**

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build **resilient infrastructure**, promote inclusive and sustainable industrialization and foster innovation


Testing
Camera
V2i
Real-time data
Infrastructure data
Data Warehouse
Analyze
Urban Planners