



Towards a social approach to digital cities

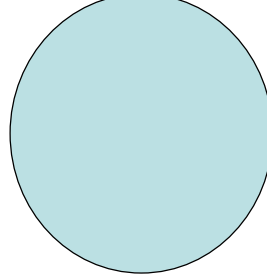
*New Work International congress 2002
sustainability in the new economy,
designing a new work space*

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The real



REAL

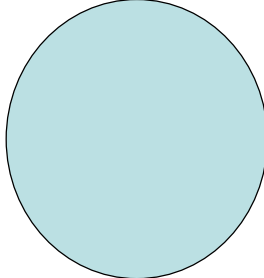


- physical space
 - where time and space are democratic
 - impose restrictions
 - are unique
 - possess property issues
 - concept of original and copy
- populated by people
- well defined limits

The virtual (digital)



VIRTUAL



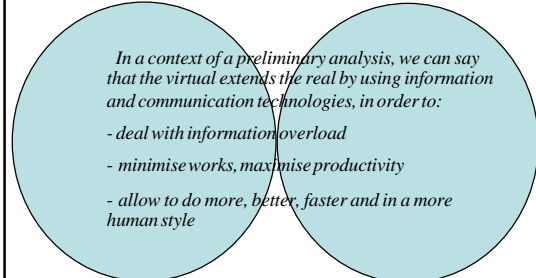
- digital space
 - alternative time and space with several different models
 - free of physical restrictions
 - can reproduce the unique
 - concepts of ownership, rights owner and user
- populated by representations
 - limits are an ongoing development

The real and the virtual



REAL

VIRTUAL



In a context of a preliminary analysis, we can say that the virtual extends the real by using information and communication technologies, in order to:

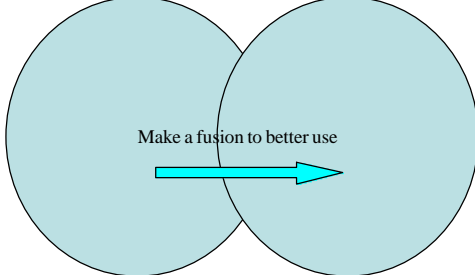
- deal with information overload
- minimise works, maximise productivity
- allow to do more, better, faster and in a more human style

real/virtual: fusion or complement?



REAL

VIRTUAL

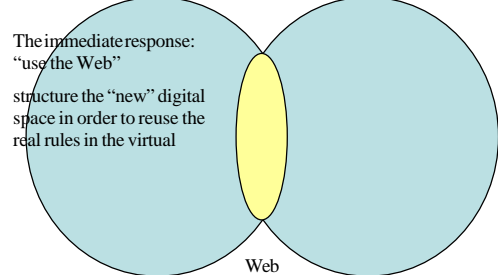


real/virtual: fusion or complement?



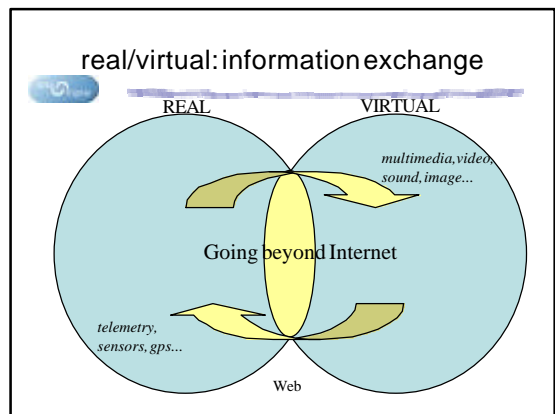
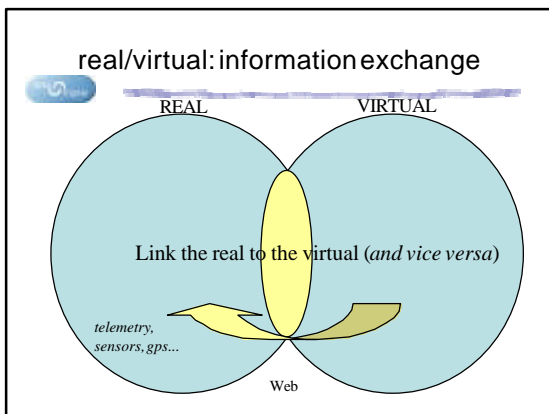
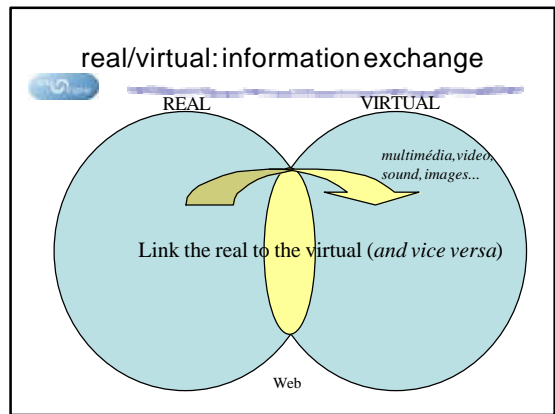
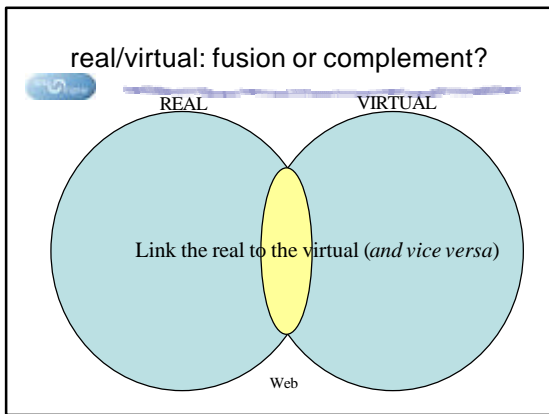
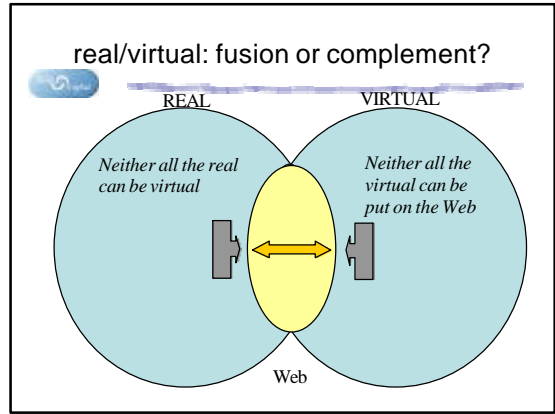
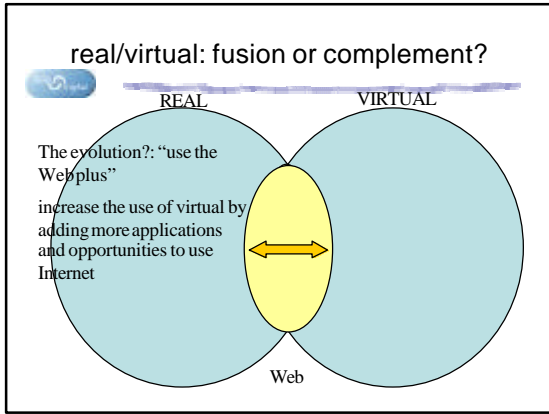
REAL

VIRTUAL



The immediate response: "use the Web"

structure the "new" digital space in order to reuse the real rules in the virtual



The Gaia Digital project

- Oriented to the offer of an environment that involves the local population and others that may interact with the city life
 - the land is the main integrator for the project
- the project adopts a social approach, taking people as the most important asset to be considered
 - the social and inclusion has a key role in the project
- the reference to be followed concerning information and ICT
 - technology must serve the information needs, and information exists to support people interact

Digital cities

- qualify the **rapid growth of information and communication technologies** that is currently transforming advanced industrial cities as well as to designate on-line services managed by municipal government, businesses, citizens or users and which either present local content or use the urban metaphor to facilitate user understanding (Bastelaer and Lobet-Maris, 1999)
- **networks of people** with the same problem are more valuable and digital cities provide the infrastructure for networking local communities (Ishida, 2000)
 - communities tend to be thematic and surpass geographic restrictions (Rheingold, 1993)
- digital cities provide an opportunity to people to create a **new informationspaces** for their everyday life (Ishida, 2000)
- digital cities provide resources to **fulfil a number of community requirements** such as Internet Access, information, service delivery on-line, participation on-line, e-commerce, learning networks, regional planning, and telework (Gurstein, 1999)
 - digital cities can be considered as **platforms to fostering the creation of community networks**

Gaia digital follows the digital cities concept

- The priority: a social approach to link the place and the community
 - using one or more digital images of Gaia to extend and support interaction among the community and with others
- the lemma "*Gaia Digital, a cup of ideas*" reinforces the role of innovation (technologies, uses and applications) and the involvement of people in the city
- the Gaia Digital proposes an digital environment that may be recognised and used as a Gaia another facility, by the largest number of people possible

The Gaia Digital environment does not propose an alternative place or a digital place to be there, but an integrated and linked new medium to foster people interaction.

Thus the social approach to the digital cities concept where technology follows information needs and information just exists to support people interaction