the lean.city
design+experience+new media for Millenials and Z generation

Abstract

objectives
How are cities changing? Introduction to the lean.city
The aim of this research is to demonstrates that the future of the city is already in action and it is producing spaces with new characteristics thanks to the combined use of traditional design tools and new digital opportunities (apps, platforms, social media), where the experience of designers is combined within information, opinions and needs of the people who will inhabit the spaces. A relationship that can act before, during and after the realization of the project according to a cyclic and *lean* process (research, project, prototype, test) supported by digital tools. These approaches can improve the general livability of the environment in indoor and outdoor interventions and allow the possibilities to have new experience of the space where online and offline spheres are part of the same augmented world.

method
A collection of best practices
The research uses a collection of examples and best practices from all over the world where designers and people are related in the transformation of the space using new forms of collaborative design. The lean.city is not an utopia, it is already around us, but in forms and uses that should be identified and related one to the other to understand how much are pervasive. The case studies identify four macro-topics. 1. DOMESTIC EXTENSIONS / Digital Nomadism and Sharing Attitude,
2. HYPER NATURE / Collective Projects for a Re-Vegetation of the City, 3. NATIVE SPACES / Activators and Experience of the Space, 4. SOCIAL HUBS / Onlife Spaces and Systems.

expected outcomes
A sharing and collaborative city
From the case studies and the data emerges a city capable of constantly changes according to the needs of its inhabitants, using the traditional tools of the architectural/urban culture and those of the digital innovation. This scenario generates more shared and active places, co-designed within the users and they assume new characteristics that change or hybridize the traditional architectural and urban typologies, crossings the usual design scales and relationships. As mentioned in the previous paragraph, from the data set it is possible to recognize four macro-topics that can describe the new urban scenario: a city where the difference between interior and exterior is less tangible and more hybrid, a re-vegetation of the space developed together with people, new devices that re-activate underused spaces linking people's needs together with brands and companies in a bottom-up/top-down process and vice versa, spaces that were born firstly online and then offline and create new opportunities, business models and "onlife" activities.

Keywords: #lean #co-design #cross-scale #digitalculture #architecture #urbanspace

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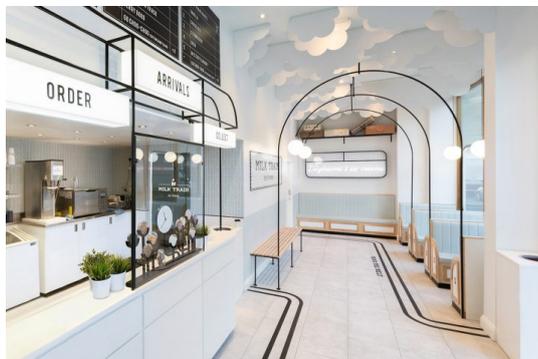## Principal References

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