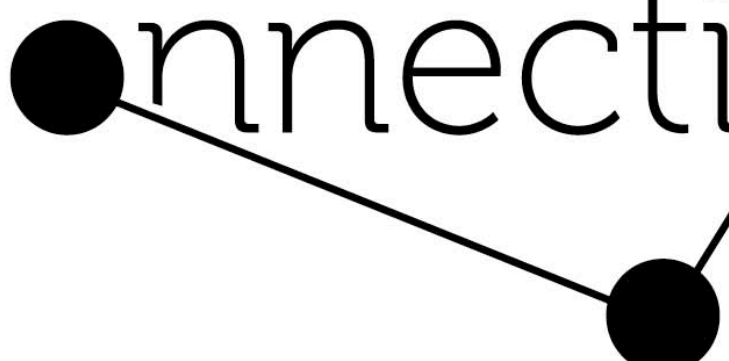


smART connection



Daniela D'Avanzo, Giulia Pagani, Zaira Elizabeth Tello

Mission



STEP 1

The first step is to exploit social identity following the cultural and art-friendly approach that Yverdon les Bains already has.



STEP 2

The second step is to improve the experience in the city, for citizens and tourists and increase permanence period of the tourists.

- To realize this intent we have used two methods:
 - scientific method
 - social method

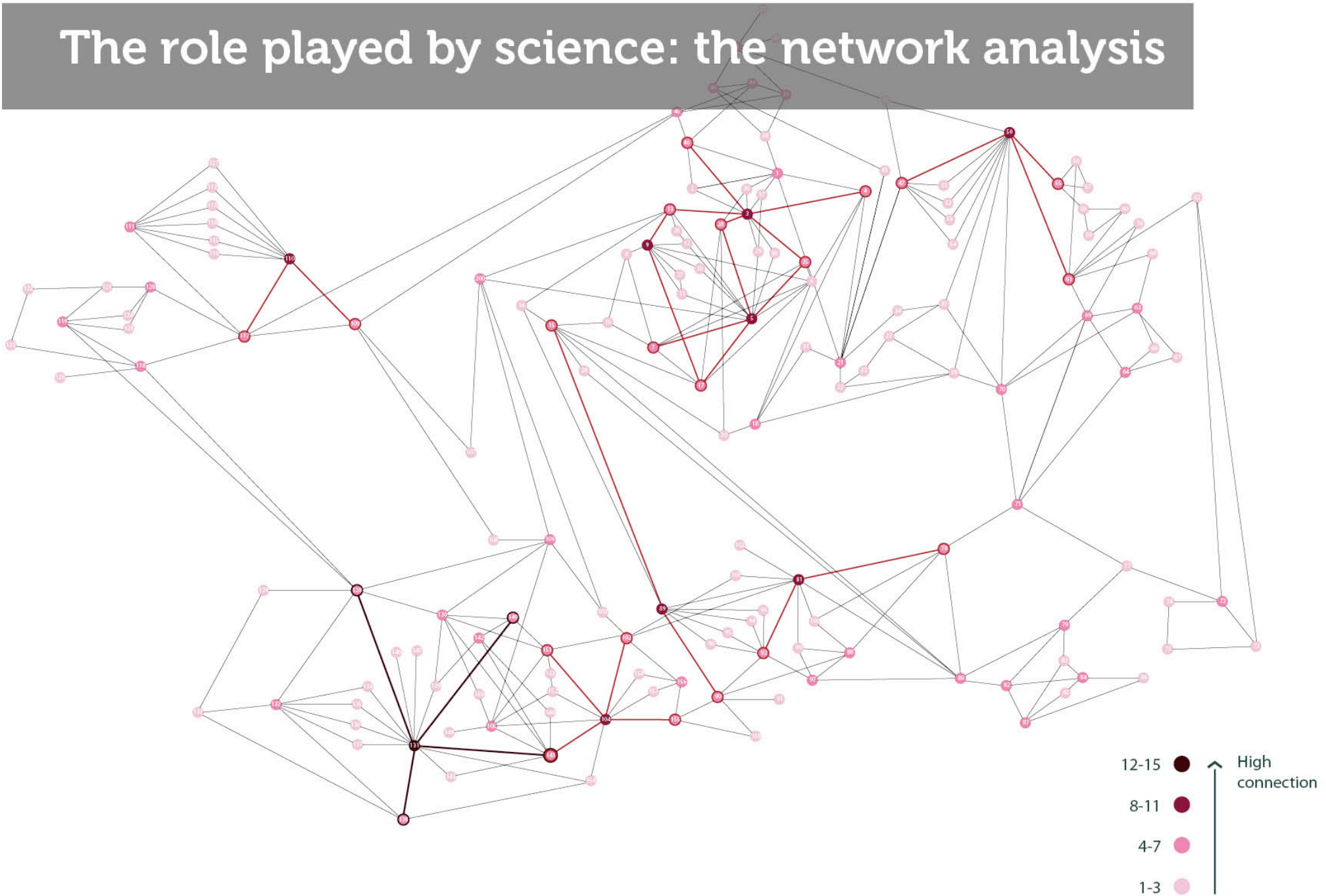
The role played by science: the network analysis



The **network analysis** is a method that allows to analyze the hierarchy relations between streets, identifies the crucial nodes, establishes the degree connection between the areas of the city.

* This research is fruit of a collaboration with the EPFL of Lausanne, and the great help of Emanuele Strano

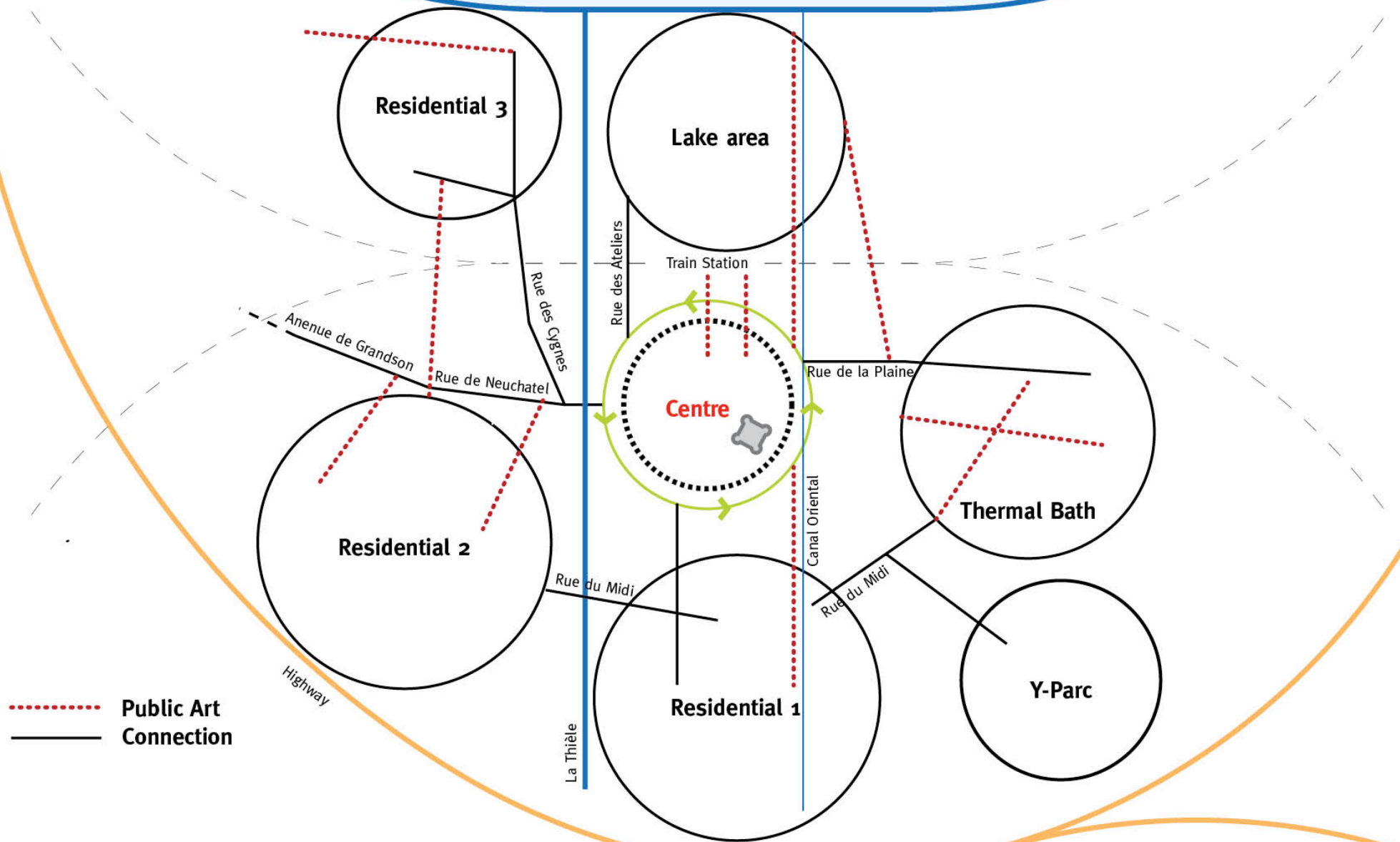
The role played by science: the network analysis



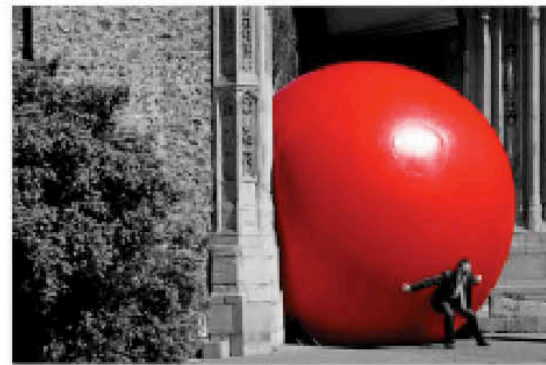
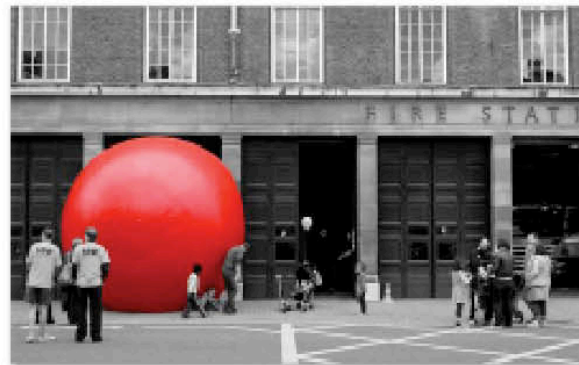
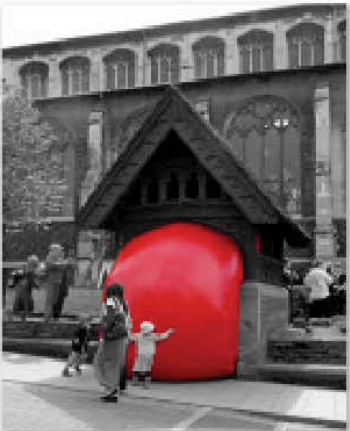
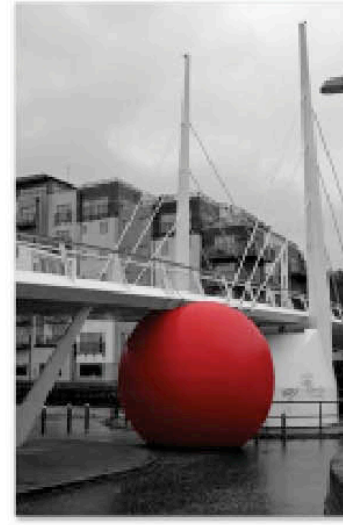
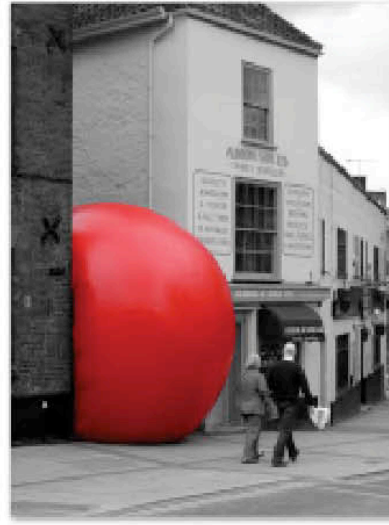
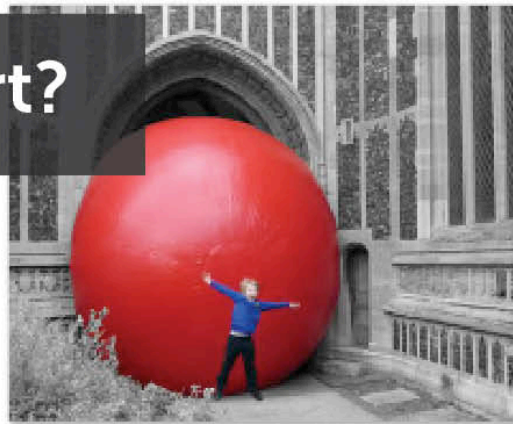
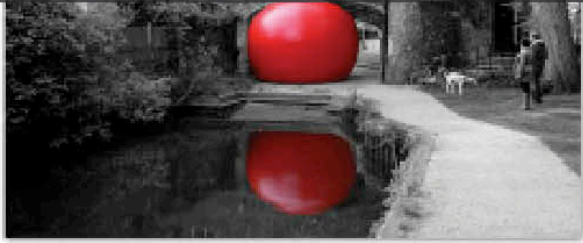
The role played by science: the network analysis



The role played by science: the network analysis



What is public art?



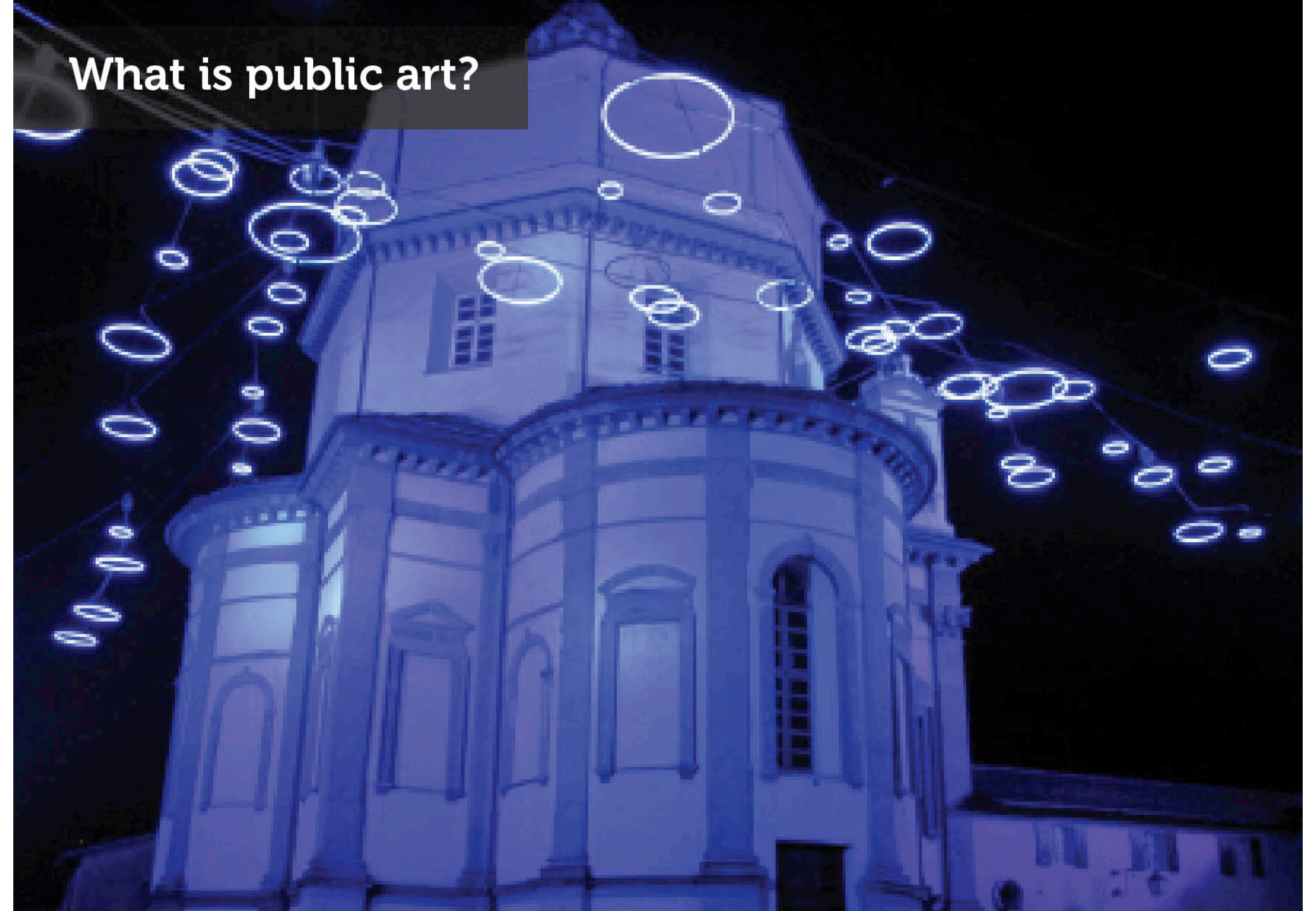
What is public art?



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What is public art?



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What is public art?



What is public art?



What is public art?



What is public art?

Public art is:

Communicate to an universal target in an universal language.

Involve populations to cultural process to increase entertainment, exchange, free expression.

Is a bridge built between various disciplines.

An expression of the social identity and a tool of valorisation **of public space.**



Why Yverdon les Bains could be interested?

Because you just do it!



Advantages

Economic

More tourism

More money to invest



Social

Valorisation of common spaces

Sense of belonging to the community

More identity for Yverdon les Bains

Connection between spaces

How Make Yverdon Les Bains An Art City?



International contest directed to international artist.

The announcement will invite the participants to design a public installation that functions as a catalyst of attention and valorize public space. The installations could be visual, melodious, interactive...is up to the artist! This first contest will be celebrated with a public manifestation.



Contest directed to young artist to design a new urban furniture.

This format is profitable economically and socially, increment tourism and youth occupation space.



A private could decide to publicize his activity sponsoring an art installation in front of his shop.

This could be usefull for activities as hotel or the thermal center. The example is of the Lego Museum in Berlin.



How leave an experience for citizens and tourists?

• Augmented experience APP

Where you can find the APP

- on the web, writing “Yverdon les Bain” on the search engine, on the web site of the city, on social networks
- on interactive totem of the city
- on bench

How can you use the APP?

- usefully on your smartphone

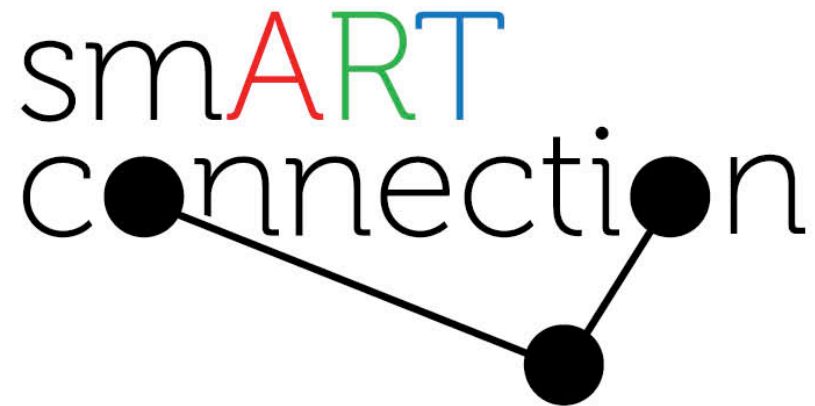
What are its functions?

- augmented reality
- real time suggestions about YIB and the region
- find your point of interest and suggest the linked activities referring to the social network
- find your path
- translator
- social network connection



The APP is an important tool for the municipality to **collect datas** about the tourists and the citizens activities.

smART connection means communicate in a universal language
to create connection between people and place.



Thank you for the attention
and we hope that You will enjoy our project in your city.

Daniela D'Avanzo, Giulia Pagani, Zaira Elizabeth Tello