Connect urban space and community

Let's imagine the urban mobility of tomorrow with fewer cars and more open space. What will we do with that free space, and how can it be used to benefit communities and the environment?

We envision a gathering spot that encourages sustainable mobility by combining public bicycle parking with seating to chat with friends or relax with a cup of coffee. The first VeloHUB is being built at the moment and will premiere on Königsplatz here in Munich at the IAA in September.

But how can we find the perfect spot in a city to put a VeloHUB? Where do we put a VeloHUB for commuters or a neighbourhood gathering spot? And how can we include and engage cities, citizens and city planners in these decisions?

We want to develop a software framework that can support us with that. For now, we want to start with the city of Munich, but we want to scale to, well, basically everywhere! Imagine VeloHUBs in all cities of our 17 studios worldwide.

There are a couple of opportunities for IDPs, e.g.:

- What kind of algorithms and data structures can be used for that framework to calculate possible locations of VeloHUBs?
- How can we create an interactive interface so that everybody can participate? And how can we facilitate a dialog with that interface? Think AR/VR to preview a VeloHUB at their future location or something with WebGL, or whatever comes to your mind.
- What are possible data sources that can be leveraged to find suitable spots for VeloHUBs, and how can they be pulled into the framework?
- How can citizens and city planners participate in the process? In which steps can and want they be involved? How can they give their feedback, and how does this influence the decisions?

But we are also totally up for suggestions from your side! If you got an idea or can think of something that would fit our needs, approach us!

Come and join us!

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A little bit about us:
As an experience innovation company with creativity at our core, Designit works at the intersection of strategy, design, marketing, and technology. With 17 studios and more than 700 people worldwide, we help brands progress by designing new futures, bringing those innovations to market, and connecting them to people around the world. You will be partnering up with our VeloHUB team at the Munich studio for your IDP.

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