

UNITED NATIONS CONFERENCE ON HUMAN SETTLEMENTS

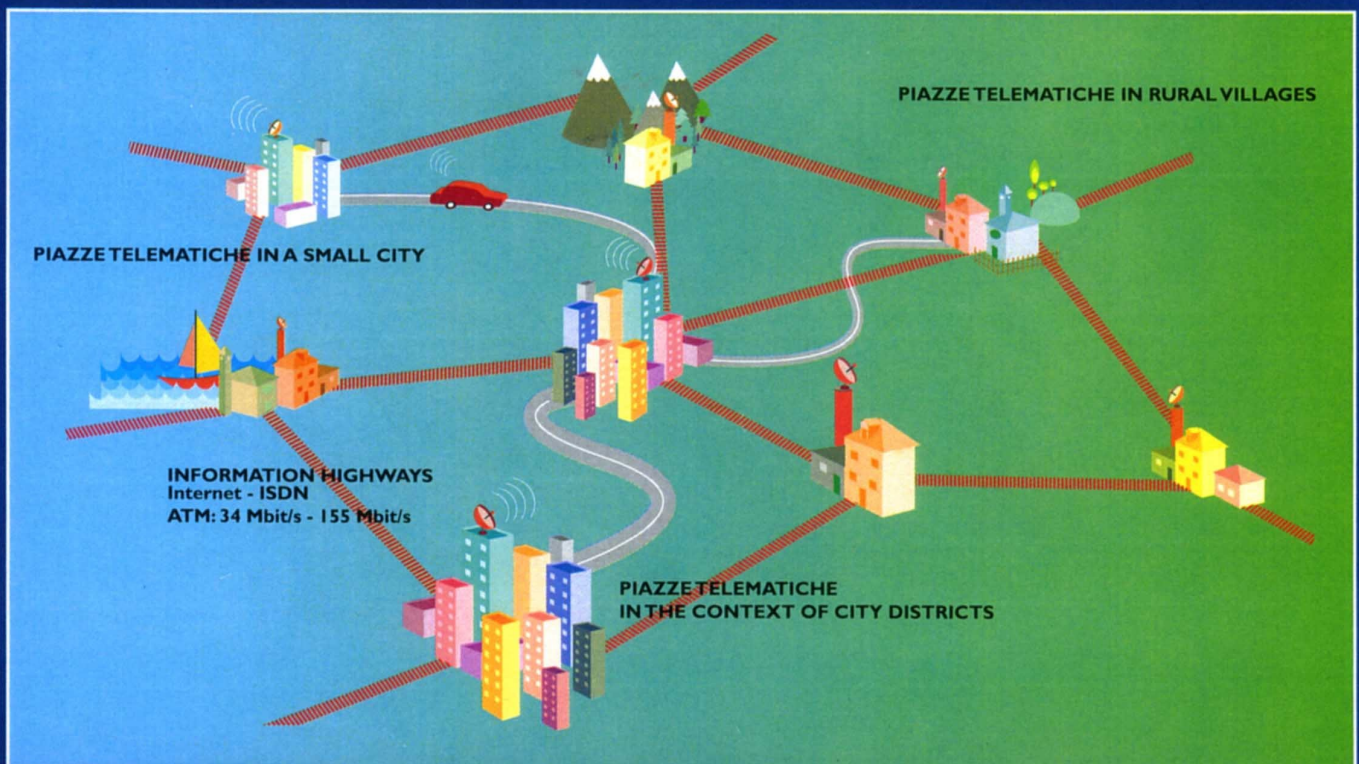
# HABITAT II CITY SUMMIT

Istanbul 3 - 14 June 1996

A PROPOSAL FOR THE QUALITY OF LIVING ENVIRONMENTS,  
NEW JOBS AND TELEMATIC INDUSTRY

# PIAZZE TELEMATICHE<sup>®</sup> NETWORK

URBAN, NATIONAL AND INTERNATIONAL NETWORK



New poles of attraction,  
located in disused buildings  
rehabilitated to new  
urban functions  
and equipped with powerful HW,  
SW, and TLC instruments

Main services for the city community:

- ◆ widespread telematic literacy
- ◆ council courses on telematics
- ◆ telematic workshop
- ◆ edutainment, entertainment
- ◆ internet - club
- ◆ etc
- ◆ PC networking
- ◆ electronic - mail
- ◆ tele - work
- ◆ video - conference
- ◆ promoting consensus between citizens and public administration
- ◆ integration of minorities

 **smau**

 **editalia**  
GRUPPO  
ISTITUTO  
POLIGRAFICO  
E RECCA  
DELLA STATO

 **STET**



## PIAZZE TELEMATICHE NETWORK

At the beginning of the third millennium more than the half of the world's population will live in cities and in metropolitan areas. By 2025 there will be at least 100 megacities with more than 5 million inhabitants furthermore, it is forecast that in the year 2000, at least 1 billion of the total world population of 6 billion will live in metropolitan areas. City administrators will be faced with major problems to ensure communication between people of different countries and continents and among their citizens, to manage resources and the local area better. The beginning of the diffusion of the information highways (e.g. **Internet**), thanks to their intrinsic ubiquity, could be a key factor in tackling these problems and in promoting new economic growth, development of public services, improvement of the quality of life.

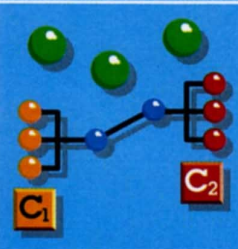
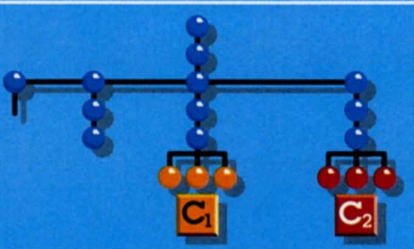
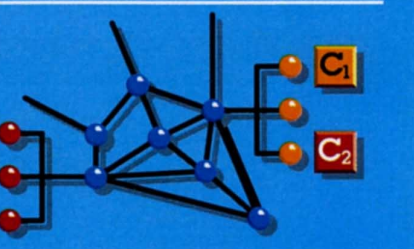
*Piazze Telematiche* network is a proposal that, through innovative town planning schemes and well focused compatibility between telematic networks and digital contents (see scheme 2), is aimed at pursuing the objectives indicated in three urban scenarios for the city of the future by the European Union XII Directorate for Science and Technology (ACT-VILL project):

the **AGORÀ CITY** a city focused on man, in total harmony between construction and urban space, between social cohesion and economic development;

the **GLOCAL CITY** (global/local): a city with greater equilibrium between the processes of globalization and the capacity to make the best possible use of local resources as well as differences in specific characteristics and aptitude;

the **SUSTAINABLE CITY**: a city capable of solving the problems it generates within itself and without shifting the

Scheme 2: TELEMATIC INFRASTRUCTURE PATTERNS AND INTERACTION SYSTEMS

	1.	2.	3. "Piazze Telematiche"
1. Partially connected 2. Connected and controlled 3. Connected and free			
Kind of interaction system between two citizens	Isolated or partially connected poles	Poles connected in modo ordinato, the role of telematics and interactivity is to support the system connected for return on investment in single sector	Poles connected in multiple networks. Telematics and interactivity are essential to ensure the system a multidisciplinary return on investment
Telematic networks	Connect few houses	Wide-band connection of many houses	Narrow-band connection of all houses and wide-band connection of a few houses and all Piazze Telematiche
Digital contents Information, SW, etc.	single sector, not integrable	single sector, partially integrable	Multidisciplinary integrable
Investment telematic network digital contents	Low Medium	High Low	Medium High
Passive multimediaity	High	Medium	Low
Interactive multimediaity	Low	Medium	High
Return on investment	-	Low	High
Benefits Social development cultural development interdisciplinarity	Low Low Monodisciplinary Multi-language	Medium Medium Monodisciplinary Multi-language	High High Multidisciplinary Multi-language
Urban utopias Self-government Self-learning	No	No	Yes

The use of the word "piazza" serves to underline the semantic significance of the urban area par excellence traditionally dedicated to communication, meetings, and the exchange of commodities and services. At the same time, the project is to be seen as a web of urban sites (physical and multicenter telematic infrastructure) connected by means of telematic networks and sufficiently distributed locally (city, rural villages, etc.) to ensure "new urban functions". The concentration of high-level, innovative technological services offered by the Piazze Telematiche together with social contact, will thus exercise a

strong force of attraction capable of triggering the development of a new poly-centric urban structure.

### General features of "Piazze Telematiche"

- physical place for the concentration of services based on powerful HW, SW and TLC instruments;
- public place of access to knowledge and use of the "raw material" of information for work, study, creativity and enterprise, an interface with the public administration and with other agents for purposes regarding the following sectors:



- entrepreneurial/professional/commercial/financial
- cultural/cognitive/informational
- administrative/fiscal/social security/authorization
- entertainment/leisure/social activities, etc.
- new urban polarity enjoying sufficient critical mass, economies of scale, and environmental livability to activate an aggregative process based on a mix of interests capable of triggering a virtuous spiral of attraction towards the new pole
- pole of attraction for daily commuter flows assuming a precise urban function capable:
  - in the short term, of re-orienting the occasional and permanent flows of mobility;
  - in the medium/long term, of modifying the type and quality of the structures, infrastructures and services gravitating around the new pole.

In the light of the above, *Piazze Telematiche* constitutes a fresh opportunity to implement a project aimed at the rehabilitation of abandoned buildings and areas and at helping to combat urban fragmentation and the loss of identity typical of metropolitan outskirts, thus triggering processes of re-rooting and integration based upon the following:

- self-centered development
- making the best possible use of local resources (human, entrepreneurial, environmental, cultural, etc.)
- a new stimulus for the local authorities to undertake an entrepreneurial role by launching projects of urban rehabilitation and upgrading based on conditions of project financing negotiated between public agencies and private concerns.

### PIAZZE TELEMATICHE SPACES (Metaphor '95)

**Telematic spaces** host the terminals for access to a space that conceptually goes beyond local confines and through public and private telematic networks reaches anywhere in the world.

**Social spaces** are represented symbolically by corner walls that border the "Piazza Telematica".

The chairs within these walls are an invitation to citizens to stop for a while, sit down and win back time, exchange ideas with other citizens, share experiences and emotions. In these "social spaces", local socio-cultural integration can be achieved, the sense of belonging to ones own community is developed, ones own identity is preserved etc..

It is the "social space" that guarantees the presence of people and multidisciplinary skills, considered the essential condition for the creation of new ideas, projects, new products and services etc.

### MAIN GOALS OF PIAZZE TELEMATICHE

#### Widespread telematic/multimedia literacy

The *Piazze Telematiche* infrastructure, enabling universal access to information highways, facilitates large-scale education in the use of telematics and multimedia, thereby promoting knowledge of the new tools for information and communication.

#### New jobs

As the *Piazze Telematiche* cater for a broad and varied spectrum of users (thanks to the presence of both social spaces and telematic spaces), they are necessarily multidisciplinary environments and thus constitute the most appropriate setting to stimulate citizens to embark on individual initiatives in the fields of work and enterprise.

#### Telework

By furnishing opportunities for meeting at professional and social levels, the *Piazze Telematiche* will make it possible to

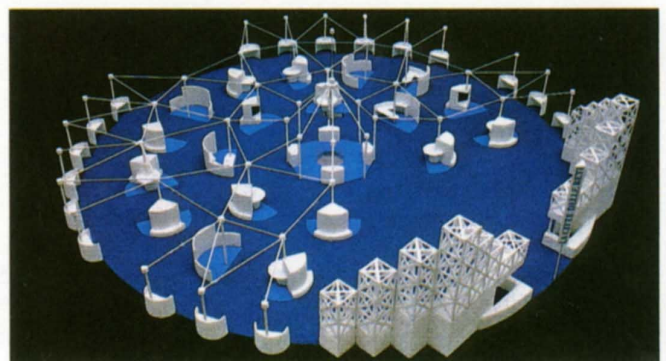


PIAZZETTA TELEMATICA "ITALIA '90" FOR JOURNALISTS  
Roma, 1990

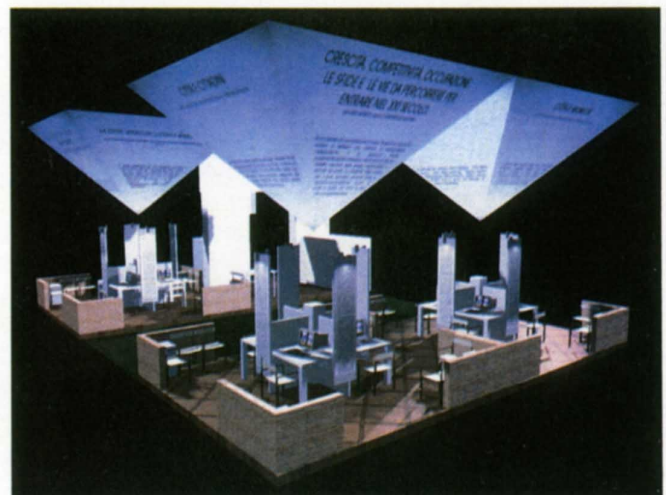
#### PIAZZE TELEMATICHE METAPHORS (SMAU '91, '93 AND '95)



LA PIAZZA DELL'INFORMAZIONE  
Milano, 1991



THE CITY OF THE NETWORKS  
Milano, 1993



COMUNI E RETI INFORMATICHE: PIAZZE TELEMATICHE  
Milano, 1995



eliminate the inhibitory factors obstructing the spread of telework. They will thus play a key role in accelerating the spread of this new form of employment.

### Telematic democracy

In the new social reality pervaded by telematics, this network eliminates the risk of the creation of new forms of marginalization stemming from the cultural or financial limitations of some citizens. It will enable citizens to participate spontaneously in telematic conferences on subjects of public interest. By means of the *Piazze Telematiche*, City Councils will facilitate the integration of minorities into the social and economic fabric of the city, thus reducing the dangers inherent in marginalization. The social space of the telematic piazzas, i.e. the Internet Club, will enable minorities to develop stable channels of external communication and opportunities to socialize.

This aspect is of crucial importance to ensure that plans to cable

the city are compatible with the provisions of the town planning scheme. The new Tertiary Society imposes a new approach. Telework, telematic employment, telematic entertainment, the democratic transparency of city policies, etc., entail the creation of innovative structures. This generates a new urban dimension of "empty spaces". By triggering job-creation processes based on the new services to firms and to citizens supplied through the equipment and facilities available in the *Piazze Telematiche*.

The latter, this network possess great potential for the revitalization and reanimation of the district (also in the evening) and hence, indirectly, for increasing neighbourhood livability and safety while offering generalized social benefits.

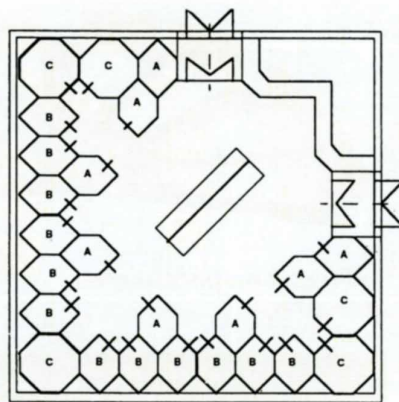
### Piazze Telematiche for the social economy and the production of "intangible goods"

"*Piazze Telematiche*" intends to integrate within its own infrastructure not only the various network and service providers, but above all the vast majority of users. This could

- A - free services
- B - cost based services
- C - value based services

#### SERVICES

- ◆ entertainment
- ◆ eduntainment
- ◆ PC networking
- ◆ electronic - mail
- ◆ telework
- ◆ videoconference
- ◆ etc



INTERACTIVE MULTIMEDIA POIS  
(Points Of Information and Services)

#### Piazze Telematiche services: Access and payment

Users will be able to pay for all the services with:

- telephone credit card
- pre-paid telephone credit card
- commercial credit card

#### Charges

Services offered to citizens and firms

- Free services  
the cost of providing these services will be borne entirely by the supplying agency (City Council, municipal agency, etc.)
- Cost-based services  
this category generally comprises the services provided by public administration (birth certificate, land register, etc.)
- Value-based services  
services of a commercial nature such as telebanking,, teleshopping, information and valued-added teleservices, and so on.

trigger the start of new models of development based on competitiveness for the production of intangible goods (services, software, information), and thus foster new employment and decongest the saturated models based on competition for the production of material commodities (derived from steel, cement, oil, paper etc.).

Telematics "to manage resources better" rather than telematics aimed only at producing more material commodities.

### Piazze Telematiche: new glocal (global/local) realities

that are visible and attract citizens; places with telematic and social spaces, where you can produce, buy and consume intangible goods (software, services, information). Places to exchange ideas, locally and at a distance. The "*Piazze Telematiche*", in the heart of urban villages, in outlying and rural areas, will be able to give visibility to the arrival of the "BIT" highways, just as in the fifties, the arrival of the "concrete highways" astonished farmers in rural villages; opening a new era with renewed urban patterns, with new

lifestyle and work models.

### Other benefits from telematic infrastructures

The "cabling" of the cities, carried out with goals in mind and paying great attention to the interception of the present traffic and information flows could facilitate the transition towards the Services Society, helping to create generalised multimedia literacy. *Piazze Telematiche* is available not only for citizens who do not possess a personal computer, but also for those who, although possessing a PC at home, would like, in any place at any time, to hire (in the "piazza") interactive multimedia instruments, just as today you can "hire" a traditional postal service or a taxi.

**For implementing and managing** the public and civic *Piazze Telematiche*. network, should be set up a joint company with mixed public and private capitals (public bodies, telecommunications companies, informatic companies, publishing companies, building companies, banks, professional

## PIAZZE TELEMATICHE®

Technical, scientific and cultural Association

Sede legale: via Campo Catino, 5 - 00135 Roma - Italia

Sede operativa: c/o PUBBLITECNICA S.p.A. - via Catone, 3 - 00192 Roma - Italia Tel.:+39.6.39738150 - fax:+39.6.39738148

E-Mail: amfm.italia@agora.stm.it www.comune.roma.it/comune/sperimentali/piazze telematiche