



laboratorio di simulazione urbana
Fausto Curti



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AR4CUP - 2020

Augmented Reality for Collaborative Urban Planning H2020 EIT Digital (Digital Cities) European Project

AR4CUP-2020 is the second founded project for “**Collaborative Urban Planning**”. The project is part of H2020 EIT Digital (Digital Cities) EU Project. While the AR4CUP-2019 goal was to pre-assess urban design projects from the final users’ perspective, the AR4CUP-2020 enables the **analysis and assessment of the district-community existing context, starting from citizens’ perceptions**. Indeed, the service will enable an up-to-date overview of a district-community through the eyes of citizens, the major experts of their neighborhood. The app will answer Real Estate, Architectural Firms, and Public Administrations’ **need to assess the district socio-urban condition in order to define a proper design brief** before investing. The AR4CUP-2020 speeds up design briefing/conception, saving costs and time, and it **leads to contextually based solutions while generating the first engagement on the urban project**, thus reducing the risk of failure. Citizens will be involved in the process from the very beginning.

The app is grounded on the achievements of the previous year from the technical and contents perspective: it is its natural development. The AR4CUP app is now able to mix the design solution appraisal (AR4CUP-2019) with the today condition appraisal (AR4CUP-2020) for **informing investments and design conception and development**.

PILOT CASE STUDY APPLICATION Experiencing The SIGN

December 2nd, 9th and 21st, 2020
Remote Web Platform

Developed by **Covivio** with **Progetto CMR**, **The Sign** is an **innovative business district** transforming a 1950s industrial area into an **innovative accelerator for large companies** and the city as a whole. The Sign attracts the neighbouring communities and welcomes companies in **offices suited to the newest flexible work methods**.

The complex forms part of the **design district to the south-west of Milan**, comprising Via Tortona, the Navigli, IULM University and the Scuola Politecnica di Design.



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PROGETTO CMR
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