



laboratorio di simulazione urbana
Fausto Curti



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AR4CUP Augmented Reality for Collaborative Urban Planning H2020 EIT Digital (Digital Cities) European Project

In a nutshell, AR4CUP is based on the use of experiential simulation through Augmented Reality for anticipating and pre-assessing urban design projects. The AR4CUP project aims at pushing on the market a new SAAS (Software As A Service) product that will enable to show urban projects in Augmented Reality on site in order to enable citizens and decision-makers to collaborate with architects and developers to a virtuous co-creation process. Data collection and analysis of environmental preferences through the app will inform the transformation along the design phase. The process will empower inclusiveness and encourages evidence-based decision making.

The service will allow:

- Real Estate developers, architectural offices, Public Administrations to communicate urban projects along the design phase using 1 to 1 scale virtual models in Augmented Reality
- To benefit from a virtuous co-creation service that involves citizens and stakeholders (i.e. by collecting users' feedback, comments, activity, etc.)
- Citizens to be informed and involved in the process, and to react to urban project proposals before construction

PILOT CASE STUDY APPLICATION
December 16th, 2019
Auditorium HQ Fastweb
Olivetti square 1 - Milan

VITAE by Covivio is one of the winning projects of the Reinventing Cities competition promoted by the C40 Cities Climate Leadership Group for the redevelopment of an urban zone in Milan, namely the Serio area in the Porta Romana district in the south of Milan (Italy). This AR4CUP pilot case study application is based on this urban design project by Covivio, Carlo Ratti Associati, Habitech, and other partners, including Politecnico di Milano (Department of Architecture and Urban Studies - Laboratorio di Simulazione Urbana Fausto Curti).

Vitae

COVIVIO

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habitech
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