

## Vienna: Real Corp 2010

Written by Jeff Thurston  
Sunday, 23 May 2010 11:42



Vienna - Real Corp - 2010 - urban - planning



Real Corp 2010 opened in Vienna, Austria last week at the Messe Vienna under the theme Cities for Everyone: Liveable, Healthy, Prosperous Promising Vision or Unrealistic Fantasy? With 500 urban planners, transport, design and sustainable planning individuals in attendance, the presentations covered a wide variety of topics ranging from technologies to social planning issues and environmental aspects within urban environments.

Manfred Schrenk presented opening remarks and commented upon the diversity within urban environments today. He posed the viewpoint to the audience that cities are undergoing great change and that urban planners and others involved often do not know whether or not their work will be successful until a long time after the work is done. "We bring together many experts and non-experts into the urban planning process and this presents its own challenges as differences in opinions and thoughts also emerge," he said.



**Manfred Schrenk - Conference Director and Managing Director at Central European Institute of Technology**

### Efficiency in the City

Stefan Denig of Siemens AG then indicated that several key drivers are operating as sustainable urban planning moves forward. "Conservation and the creation of sustainable environments is a major challenge."

We are working to include technologies as these goals are reached, Denig said. Denig spoke about some research in London, UK performed with McKinley that indicated that city was looking to reduce CO2 and that most of that could be realised through personal choices.

He also spoke about the Siemens business model that is based on saving energy and that those savings were realised to the extent that they financed the purchase of company products. In other words, technology efficiency could offset its own costs and Siemens was seeing these gains in transport systems, for example.

London rates high on the European Green City Index because of the large civil participation helping to realise gains (75%) in efficiency. Governance also has a role to play, although only 14 of 30 cities actively used legislation presently to realise these benefits. Interestingly, Siemens sees renewables as only contributing 7.3% of overall energy savings in this case. The research is clear - individual choice play the largest role by far.



Real Vienna- CEE/SEE Focused Real Estate and Investment Fair

Ingo Schadler of the Ministry of Transport - Austria would also comment on sustainability. He suggested that urban environments will become 'hot spots' with grand challenges including climate change, energy and demographics. "While population will rise to 9-12 billion by 2050, it will be followed by a period of significant decrease in population into the next 100 year period," he said. "We should consider the concept of offshore cities as the pressure and velocity of change increase," Schadler indicated. "We tend to talk about changes, but less about cities."

### Social Capital of the City

'Social Capital' is the concept of psychological energy of an urban environment explained Ernst Gehmacher. He outlined this concept in more detail explaining that social capital has basically been dropping over the last 100 years or so, but technology has been serving to increase social capital.

Thus the shift has been from less social capital derived through close family associations to be replaced by external social capital originating through technology.

Gehmacher said, "social capital can be seen across micro, meso and macro scales." That in reference to the origin of connections sometimes being close or further away from individuals.

'Bonding' he said, was one type of contribution to this process and was realised through setting boundaries. While helpful to increase social capital, bonding also served to keep groups together - and against each other. 'Bridging' on the other hand served to connect these different groups - crossing boundaries. The social capital process contains both types and the goal was to maintain both.

Michel Sudarkis posed the question "Are we planning cities for everyone?" In a sense he asked more questions than answered them, asking the audience to query what is planning? Is it necessary? What is the purpose of planning? Do we plan for people or government? "We live in a liquid society," he said.

"There are many planning errors, mistakes and questions to be asked." He pointed out that the instruments of planning are outdated. "We have lost the book of planning," Sudarkis said. That in reference to the fact that we need to plan with more certainty. Interestingly he pointed to the fact that Asians plan for 20 years while the western world seemingly plans (buildings for example) for a long time, perhaps forever.

### Cities for People or Kings?

Ismael Fernandez Meija, president of ISOCARP (International Society of City and Regional Urban Planners) spoke on the topic of cities for everyone. "Do we have health in the city or city health?" he queried. There is no common recipe for urban planning he said.



Zacturn 360 Panorama Terminal (Urban visualisation)

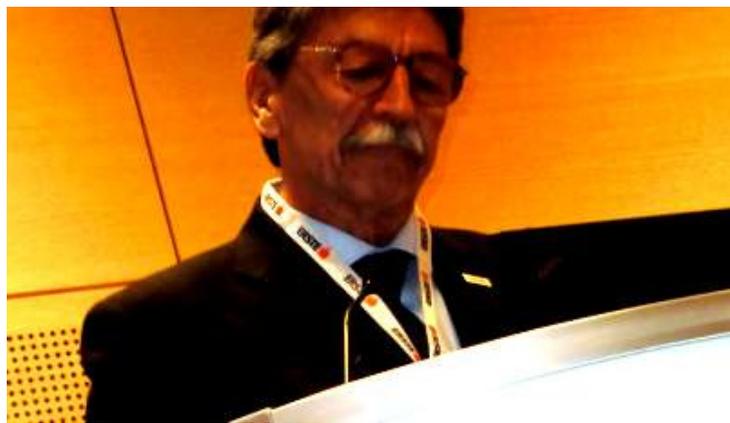


"It is hard to transport the culture of a city to another, in fact, I don't think it can be done - each city is unique," Meija said. Cities are agglomerations of people and it is the people that ultimately give cities their character.

He said we cannot impose old values on cities and cited the case of Brasilia, a planning project developed in the minds of foreign people but to which the local people never really accepted - or understood.

If cities are about people, then what is happening in the Middle East where visions by kings and princes are being erected, rather than developments through people participation.

"It would be interesting to ask Martians what they think about the planning on earth," he said. That bringing smiles to many peoples faces in the audience. "We need to consider whether development comes first then infrastructure, or infrastructure first then development." He suggested the later is the goal. "Planners need to participate in terms of guidelines and their role is oriented toward economy, design and society," he indicated.



**Ismael Fernandez Meija - President ISOCARP, International Society of City and Regional Planners**

**ROdEM**  
10/2008-09/2010

**Modelling optimal land use allocation for minimising traffic emissions.**

**Model principle**

**Objectives**

- Development of a new planning tool to optimise land use allocation in respect of minimising environmental impacts of transportation system
- Support of a long-term sustainable land use and traffic development
- Modelling land use allocation as endogenous variable in the model
- Consistent integration of emission modelling into modelling cycle of land use and transportation modelling
- Use of different types of emissions e.g. CO<sub>2</sub>, NO<sub>x</sub> and PM<sub>10</sub> in the objective function
- Including model spill effects for car and truck traffic, public transport, pedestrian, cyclists
- Including congestion effects in traffic and emission modelling
- Optimisation of the cold starting model in NEMO (Network Emission Model) for realistic evaluation of changes of emissions on small scaled road segments
- Including local immissions as a constraint of optimisation procedure

**Demonstration project**

Results of immission modelling - NO<sub>x</sub> yearly average value

Land use allocation, infrastructure network and traffic cells

**bmvi**  
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Chongqing at Crossroads and how urban planning can support sustainable industries was topic presented by Debra Lam of ARUP, UK. That city is located in the centre of China and the region holds 32 million people. She cited the high contamination rate in the industrial city but also pointed to a new 2020 Master Plan that is now being rigidly enforced for cleaner water, waste and more efficient transport.

That city is working on saving energy because power outages are now being experienced. "Low hanging fruit" as she put it included rudimentary changes to collect and reuse rainwater, for example.

She mentioned that only 25% of the waste is reused and that food constitutes a major source of waste. Interestingly she pointed to the fact that multi-modal forms of transport were in higher use. These often involved one type of transport option connected with another. Imagine a region with 57 universities and colleges.

**Cars and Territorial Services**

Peter Tschulik of Siemens Austria talked about SmartGrids and E-Mobility. "We see the electrification of society with more renewables in the system," he said. He suggested that China was well ahead in the race to development batteries that power autos over long distances.

This was mentioned several times at this event. "In the future people will rent these batteries from power company's as part of their automobile leasing." The idea here was that the car would be much like a computing Cloud today - used but not owned.

In this scenario autos would take up the slack of renewable energy technologies that would generate electricity in irregular ways - the autos serving as regulators to the electrification system.

Meanwhile Xabier Velasco presented on Territorial Indicator Systems as a Tool for Evaluating Territorial Strategy. "We see maps as integral to the communication process for planning."

The Navarre region contains 600,000 people and goal is to develop a means to translate intangible impacts and events into tangible and understandable solutions.

**RODEM poster - Modeling urban traffic emissions**

ways2navigation Project

strategy Navarre employs includes a 6 prong mechanism including cohesion, competition, conservation, social, economical and environmental factors. The spatial planning includes a process that involves,

- transport communication
- natural and cultural heritage
- coordination
- urban system
- more refined classification

The

**ways2go** **ways2navigate** **bmvi**  
04/2010 - 11/2011  
Industrielle Forschung

Digital Map, Audio, Augmented Reality: Investigating New Ways of Communication in Pedestrian Navigation

**Consortium**

- TrafficCity
- FACTUM
- 3m

**Goals**

- Consideration of pedestrian navigation strategies in technical navigation solutions
- Iterative adaptation and evaluation of the developed solutions on mobile devices
- Assessment of economic potential of pedestrian navigation technologies

**Milestones**

- 13 field tests, each with 20 users, for testing pedestrian navigation technologies

Data quality was mentioned as a growing need to enable accurate indicators. The availability of data was a topic often mentioned. Many people spoke about the difficulties acquiring the data they needed for information and planning purposes.

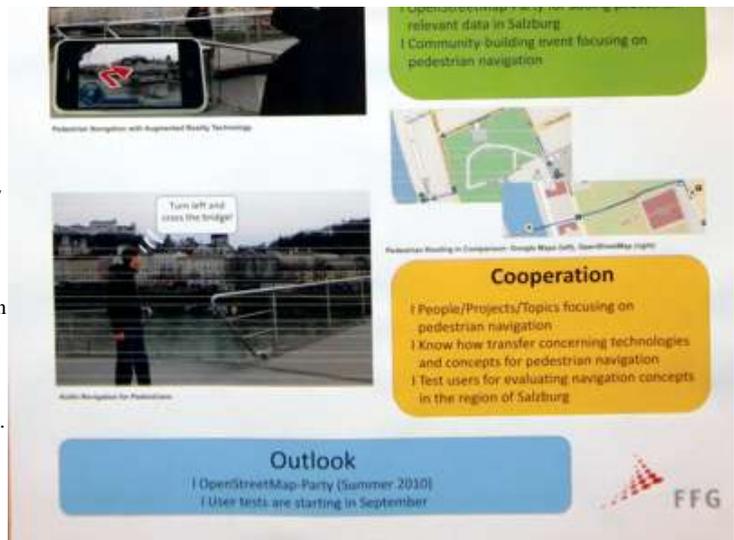
### Technologies and Research

The Zacturn 360 Panorama Terminal is a unique circular and tilting tables that contains a menu grip. Users rotate the table by beginning to look at aerial imagery in planimetric view to identify a place they wish to see closer in 3D.

Through identifying the top-down position, the user then slides down to oblique view and begins to move through the buildings of the urban environment. This device is used in main display areas for tourism and other applications where a computer is not needed. The ease of use provides users with a common and simple way to navigate through the city.

P-Vision company manufactures a line of digital display menus that users can interact with. Information s provided through a menu system and the clarity of the images and instructions lends to the attractiveness and usefulness of the displays.

In 2011 this Real Corp event will be held in Essen, Germany.



### Additional Blog Contact from the Conference

- [Real Corp 2010 Papers Online](#)
- [Vienna: Real Corp—Cities for Everyone Opens](#)
- [Vienna: Real Corp—‘Social Capital’ of the City](#)
- [Vienna: Real Corp 2010—Sustainable Urban Infrastructure](#)
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