

STUDENTS PRIZE

INNOVATE FOR THE CITY OF TOMORROW

AROUND

AUGMENTED REALITY TO SERVE DEVELOPMENT IN CITIES

vimeo.com/238609552

HEAD OF PROJECT

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THEME

In the digital era, what would the city
of your dreams look like?

INTERNATIONAL REGION

Context

The walls of Paris and other European capitals are covered with graffiti. Many elected officials have decided to engage a very costly battle against this urban phenomenon, seen as vandalism by some and as street art by others. Whatever side you are on, the graffiti artist's freedom of expression frequently collides with the desire of many citizens to enjoy a calm and neutral public space.

Description

To guarantee that all citizens can share a pleasant public space, a team of Singapore University students decided to explore an alternative avenue. It designed a participative application that allows street artists to create their works not on the physical walls of the city, but to project them virtually, using the principle of augmented reality. As they stroll through the streets, passers-by can admire these works, digitally embedded on the walls of buildings, on their smartphones. They can also award them a score, comment on them and share them with their connected community.

Benefits

The augmented reality principle brought into play by this participative application could be adopted by entities of the VINCI Group, particularly VINCI Energies. They could, for instance, allow their clients to test, virtually, the relevance of their projects – wall frescos, urban facilities, building illuminations – and the public's reaction to them before actual implementation. ARound could strengthen links between public authorities, the company and citizens, who in this way are invited to participate in the decision-making process.

- 1 VINCI Energies could allow its clients to test its projects, virtually, before they are actually implemented.
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