

PLACEMATTERS

THE FUTURE WE WANT WEBSITE

In collaboration with Google, and cutting-edge visualization firms, PlaceMatters will provide state-of-the-art networking, decision-support, and visualization tools for the local, regional, national, and international components of the Future We Want initiative, primarily through an interactive website. The Future We Want website will explore livable futures on multiple levels: the individual, buildings, neighborhoods, transportation, cities, and the world. The website will be a natural extension of the Future We Want exhibit space, allowing visitors to learn more at home and get involved. Overall, the site would offer a range of options for people to discuss, imagine, and design a desired future.

When first entering the site, visitors will be struck by the beauty of a low carbon future... Using Arnold Imaging expertise, we will create an opening page that shows images of a striking vision for a low-carbon future. As visitors move throughout the site, they will discover the more interactive components that invite user contributions and input.



Sample opening page with video by Arnold Imaging

As people dig deeper, they discover sections that are informative, organic, and interactive...
 The open source content management platform, Drupal, combined with Google Earth will provide an excellent interface for the website.



Early Conceptual Design of Drupal Interface by PlaceMatters

Google Earth can be used to post multi-media content linked to location.



Early Conceptual Design of Drupal Interface by PlaceMatters

Interactive Cool Iris technology will allow people to scroll through a gallery of futuristic photos and videos...



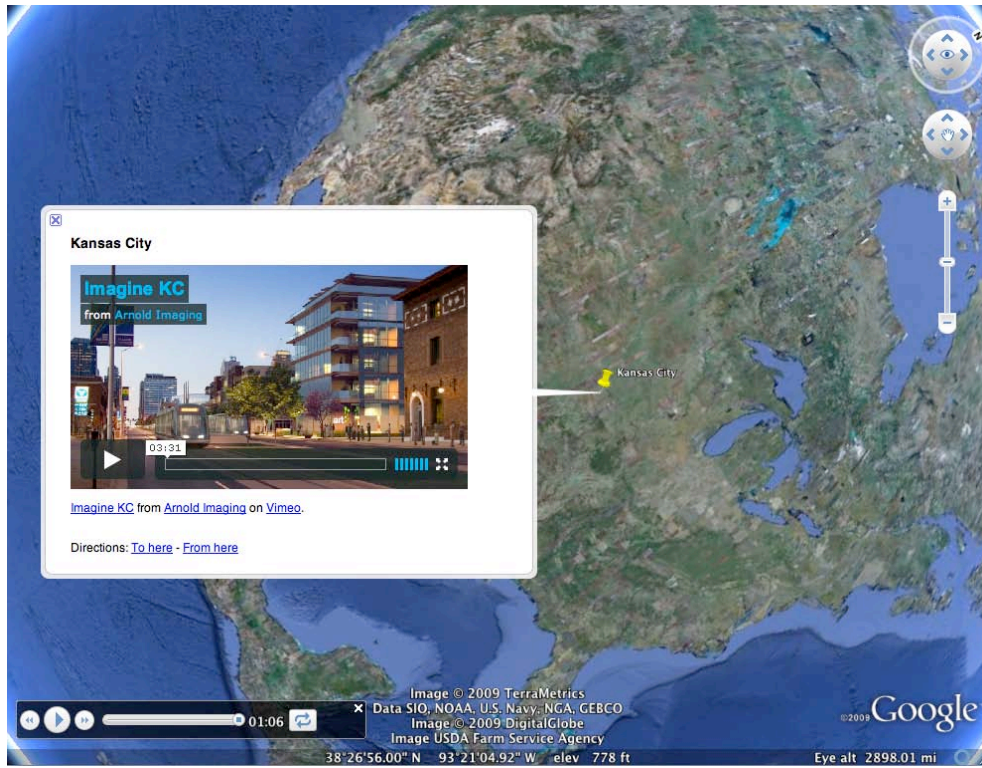
Sample video/photo Interface by PlaceMatters

... and view videos directly within the site.



Sample video/photo Interface by PlaceMatters - watching ImagineKC video by Arnold Imaging

Website visitors can explore a Google Earth map, navigating to pins marking various locations that have content (video, photos, etc.) that describes ways to envision and create a low-carbon future at that location. A Google Earth Narrated Tour will fly viewer to different locations around the globe and describe the videos posted at each location.



Sample Google Earth Tour

The site would be launched with a rich collection of images and videos collected and produced for the "Futurama 2020-Future We Want" exhibit for Copenhagen.



Exhibit prototype by Arnold Imaging

Overtime, content will grow with user submitted items...

An "add content" section will invite people to add their own videos and media to a Google Earth account that will include the high-quality images/video demonstrated in the main site but will also welcome and feature user submitted items. In addition to videos, photos, and digital stories, users can submit 3D SketchUp designs of green buildings, and low carbon transportation solutions. User submitted content can be rated by other visitors, with the most popular items "bubbling" to the top of the list of recommend images, and videos. This crowd source mechanism for reviews could set the stage for an international design competition on green design with top rated buildings, developments, and transportation systems judged by a panel of experts.

As people explore the site, they will learn about low carbon design ideas at different scales...

The site will provide the opportunity to learn about creative design solutions for a variety of scales and disciplines--**cities and regions, neighborhoods, buildings, transportation systems** and the **individual**.

Subsection: Cities and Regions and the Tale of Two Futures

This section will feature a "Tale of Two Futures" theme with sections divided into "If we do nothing" and "If we act now". In the latter section, the site will feature the "Crisis Averted" video, the Masdar City and Dongtan videos, and Project Venus depictions. In the "do nothing" section, we will link to videos of actual climate consequences, as well as the trailers for the disaster films and documentaries like Eleventh Hour, Age of Stupid, Day After Tomorrow, Six Degrees, Day the Earth Stood Still. In addition, Google Earth will provide the ability to show the coastal inundation renderings from Architecture 2030 and other interactive Google Earth tools that show different scenarios of climate change and sea level rise.

A centerpiece of the website, will be the same introductory video developed for the **Futurama 2020-Future We Want** exhibit proposed for the upcoming climate conference in Copenhagen. Using green-screen technology combined with high fidelity 3D animation, this video will feature a high profile spokesperson walking through a futuristic community (President Obama and Secretary General Ban Ki-moon are top choices currently being pursued). As the spokesperson walks through the community he would point out the myriad of benefits that stem from living in a ultra low-carbon future.

This subsection would also discuss how communities can implement ultra-low carbon strategies such as: 1) Identifying Walkable Village Centers, 2) Connecting Centers with Transit, 3) Allowing Mixed-Use Zoning, and 4) Using Financial Incentives to Level the Playing Field. Information from the SmartCode and other model codes will be provided as links.

Subsection: Neighborhoods

This portion of the website will feature smart growth principles applied to neighborhoods and urban design. It will show the synergistic carbon reducing and quality of life benefits that can be gained by combining green buildings with good design. Google Earth will also be used to show neighborhood-scale actions and provide information on case studies as well as visualizations.

Subsection: Transportation

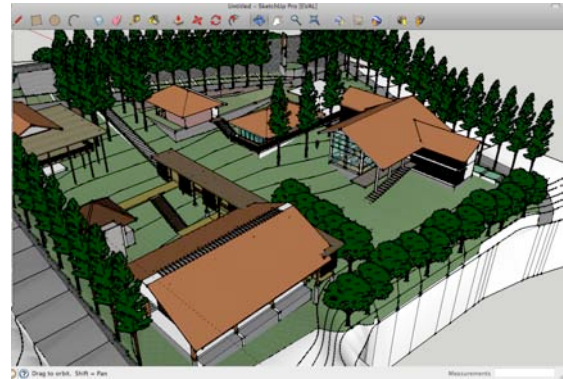
A critical third piece to an ultra low carbon future is adding green mobility options to our neighborhoods and communities. Walk-ability and bike-ability are central to good green design. Advancements in personal rapid transit, moving sidewalks, light rail, high speed rail, etc., provide exciting opportunities to move people and goods locally, regionally, and nationally with fewer emissions. This subsection would host a selection of 3D animations giving people a sneak preview of promising technologies and invite feedback.



3D Animations (Arnold Imaging and ULTra PRT)

Subsection: Buildings

This section would showcase technologies and lifestyle changes that could significantly reduce the carbon footprint of our homes, businesses, stores, etc. – even make them net energy producers. In addition to informative text, diagrams, videos, and links to online resources, this section of the site will direct people to experiment with tools, such as SketchUp, that help them design their own building concepts and share them with others.



Subsection: You, The Individual

This section will address what you can do as an individual. In addition to encouraging people to participate in the design competition mentioned above, it will provide resources and links to activities including:

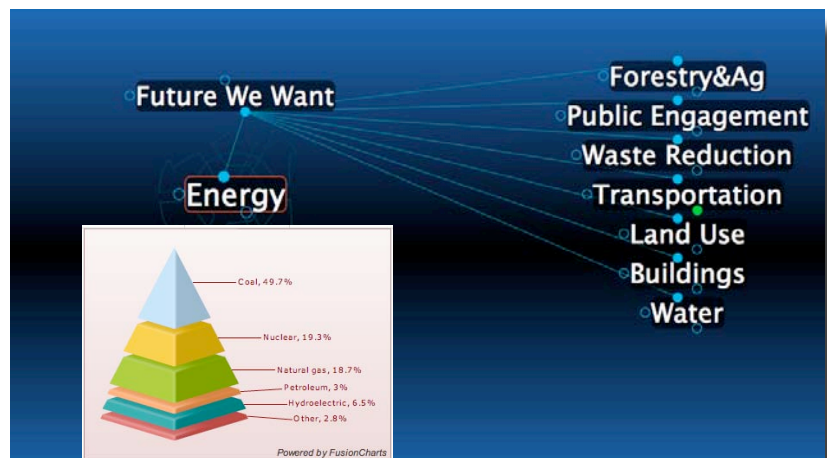
Potential Links to "Hopenhagen"

Visitors could dive further in to what they can do by type of individual. For example, actions and links would be listed for each of the following type of individual: homeowner, business owner, educator, public official, and commuter. These types would help people understand how they use energy in different capacities and provide targeted education and action to help people develop individual energy action plans.

Users could create a personal profile, then drag and drop action items and set targets for their personal energy consumption. The lists would be as comprehensive as possible and cover the range of potential options so that everyone felt they could participate. Also, this section could educate individuals on the full range of options that can help them live more fully. For example, not many people enjoy the idea of giving up something like television, but if that action is linked to other positive actions like spending time in local parks, having a board game night, or sponsoring “green” potluck dinners with neighbors, the site can help people realize that the Future We Want is about creating healthier and more meaningful lifestyles.

In this section, individuals would be able to track targets interactively through the website and other means, like text messaging or Twitter, sharing results with other users and creating online communities that could help build momentum for people to reach their individual goals. For example, a user selects an action item like “Carpool” and can set the number of days they will carpool and the distance to work (which they can measure on the site with interactive mapping tools). They also set up a baseline travel summary and can track how well they are doing in meeting their goals and decreasing carbon usage. Each user can then get a badge that they can put on social networking sites or their personal sites marking their progress that will help hold them accountable and help market the site. This badge will tell people how well that person is doing in meeting their goals and link to a summary of their energy action plan. Challenges between users to see who can meet their carbon reduction goals first, similar to Minneapolis-St. Paul’s MetroTransit Commuter Challenge (www.dontlosethechallenge.com), could also be used to make the site more engaging, positive, and light-hearted.

Finally, the individual section will be the interface to allow people to submit videos, pictures and stories about the possible future. These submissions will be geo-referenced so that visitors can “tour the globe” through GoogleEarth and see an emerging collective vision for the future. As mentioned above, the site would be pre-populated with content, such as work done by Jonathan Arnold on Imagine KC. Users could



bookmark content, share it on social networks, and tag it with their own custom tags. We would allow users to create their own “storybooks” which would be collections of their own and others’ stories submitted and linked to Google Earth. This would tap in to the mashup culture, providing a number of creative outlets for users that would help the site become viral.

TIMELINE:

Public announcement of site by September 2009.