

PAWEŁ HALICKI

Drobiazgi Miejskie

CZY **MIKRODOŚWIADCZENIA**
MOGĄ ZMIENIĆ MIASTO?



Na co dzień projektuję doświadczenie
użytkownika = aplikacje, strony, usługi...



...czyli w telegraficznym skrócie, żeby podawanie numeru telefonu w formularzu nie wyglądało tak:

Please enter your phone number:

(216) 409-9997 

...czyli w telegraficznym skrócie, żeby podawanie numeru telefonu w formularzu nie wyglądało tak:

Please enter your phone number:

(216) 409-9997 

Is this your phone number? **8645850496**

...ani tak

Guzik wzywający ślusarza przy każdych (!) drzwiach



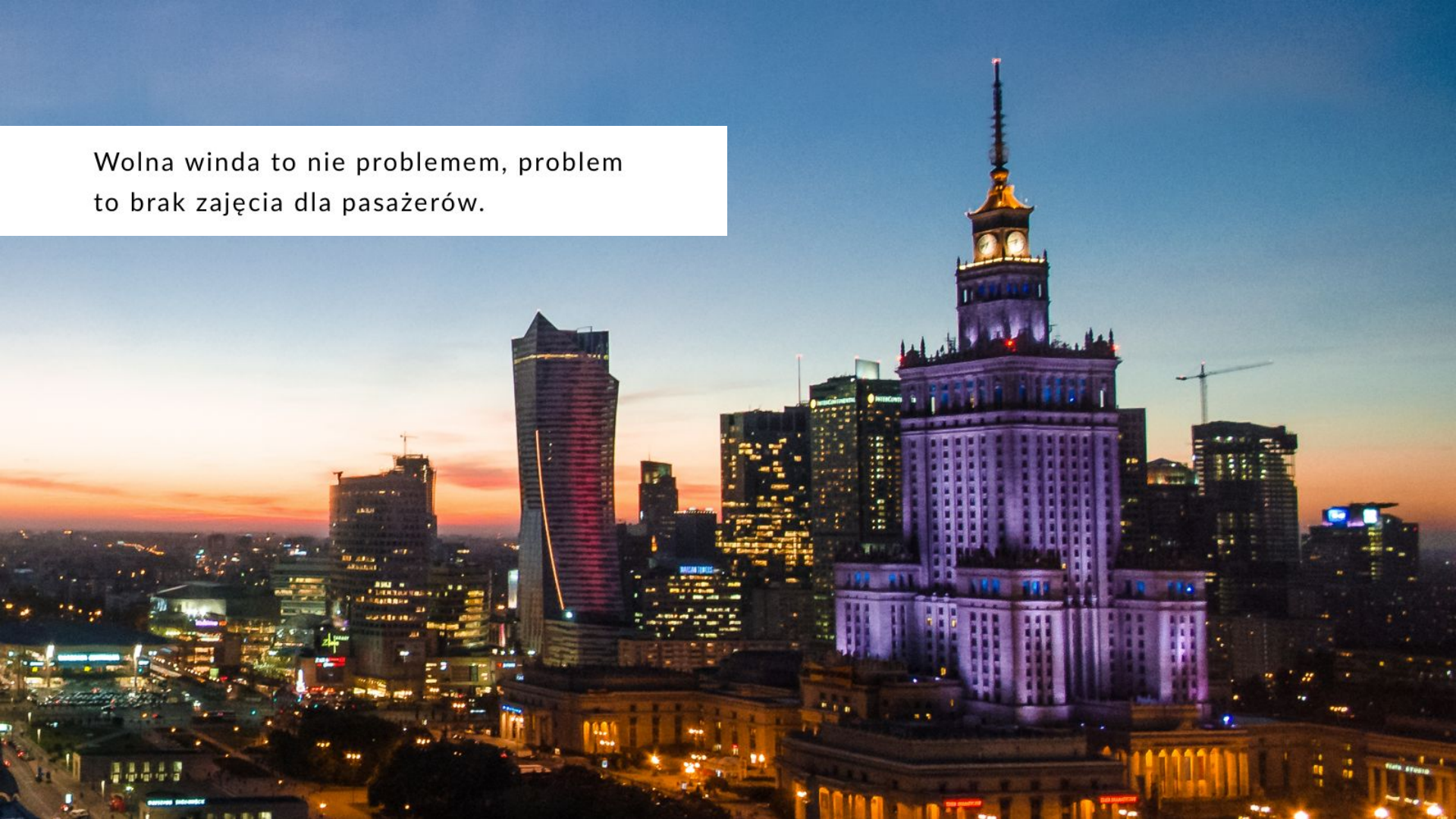
Guzik wzywający ślusarza przy każdych (!) drzwiach



Dłuższe światła po przytknięciu karty seniora



Wolna winda to nie problemem, problem to brak zajęcia dla pasażerów.



Poinformuj w restauracji,
że nie zajmujesz wszystkich miejsc





FIGUE À VONTADE PARA DIVIDIR A MESA COMIGO.
MESA LIVRE

i poznaj nowych przyjaciół.



małe gry do Wielkiego Miasta

Mayor of London presents
99 TINY GAMES
part of Showtime

COUNTERSPELL

You are all wizards, casting spells and counterspells at each other.

A GAME OF WORDS AND SPELLS FOR TWO OR MORE WIZARDS

To cast a spell, find a sign around you with one word on it - and read that word out backwards. Feel free to point at each other, or make dramatic spell-casting gestures, as you do. Then your opponents must do the same with a different one-word sign.

Now find a sign with two words, and do the same. Again, all your opponents must also find a two-word sign and read it out backwards.

Keep going with longer and longer signs. If you make a mistake, or it takes you too long to find a sign, you're out. The last wizard left wins.

99TINYGAMES.CO.UK
#99TINYGAMES

MAYOR OF LONDON
London 2012 host city



A TINY GAME BY
Hide&Seek

Zamień znaki drogowe w zaklęcia...

Mayor of London presents
99 TINY GAMES
part of *Spaethmo*

#03 SQUIRREL RUN

A
WALKING AND
SCURRYING
GAME FOR TWO
OR MORE
SQUIRRELLY
PLAYERS

While you walk
around the park, keep
an eye out for dogs.

Any time you see a dog you
haven't seen before, you must
run to a tree, like a squirrel
looking for safety, and touch
it (only one person per tree!).

Each time this happens, the
last person to reach a tree
gets a penalty point. The
player with the fewest
penalty points when
you leave the park
is the winner.

... lub udawaj wiewiórkę w parku

99TINYGAMES.CO.UK
#99TINYGAMES



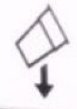
MAYOR OF LONDON
London 2012 Host City

A TINY GAME BY
Hide&Seek



ARTS COUNCIL
ENGLAND

BRENG
MICHAEL
TERUG



BRENG
ELVIS
TERUG



Twoje śmieci powinny mieć głos
(bo wtedy to nie śmieci, tylko głosy)



Otwórz przesyłkę

Pumpipumpe

All das kannst
du bei mir
ausleihen!
www.pumpipumpe.ch



METEOR Collectif

Mittelstrasse 12a
CH - 3012 Bern
+41 31 558 59 03
meteorcollectif.com
pumpipumpe.ch

Lieber Max

Mit viel Liebe und Hingabe haben wir deine Stickers für dich gefertigt, dem pfliffigen Pösterler übergeben und sind sehr froh, dass sie nun heil bei dir eingetroffen sind. Das ganze Team ist sehr glücklich darüber, dass du mitmachst und wünsch dir viele erfreuliche Erlebnisse beim Leihen und Ausleihen.

Den Flyer auf der Rückseite kannst du benutzen, um deine Nachbarn auf das Projekt aufmerksam zu machen. Je mehr Leute in deiner Nachbarschaft mitmachen, desto besser funktioniert es!

Herzlich,

METEOR Collectif



Pumpi



Mixer



Küchenwaage



Gugelhopfform



Racletteöfeli



Reiskocher

Wybierz odpowiadające Ci naklejki



Fondue Set



Waffeleisen



Pastamaschine



Wok



Grill



Werkzeuge



Bohrmaschine



Säge



Stichsäge



Nähmaschine



Bügeleisen



Leiter



Naklej na skrzynkę na listy wszystko to,
co możesz pożyczyć swoim sąsiadom.





Prosty sposób na ukojenie nerwów,
na każdym dworcu i każdym lotnisku (albo urzędzie)

QUE ÔNIBUS PASSA AQUI?

Se você já se fez essa pergunta algum dia, é porque os pontos de ônibus na sua cidade não estão sinalizados. A boa notícia é que esse é um problema bem fácil de resolver.

AJUDE A SINALIZAR OS PONTOS NA SUA CIDADE



FAÇA O DOWNLOAD

Baixe o arquivo do adesivo aqui: <http://bit.ly/Y5ndPP>



IMPRIMA NA GRÁFICA

Mande por e-mail ou leve o arquivo até uma gráfica próxima. Peça para imprimir em papel adesivo branco em folha A3. Serão 3 adesivos por folha, já peça pra eles cortarem.



VÁ PRA RUA

Escolha pontos perto da sua casa ou por onde você passe com frequência pra você poder acompanhar os adesivos ao longo do tempo e cuidar deles com mais facilidade.



COLE!

Agora é só colar o adesivo! Escreva pelo menos uma linha de ônibus que passa no local, assim você demonstra para as pessoas como funciona a brincadeira. Se não souber a linha, pergunte para alguém do ponto, essa pessoa deve saber :)



REGISTRE TUDO

Tire fotos ou filme e mande pra gente. Vamos divulgar tudo pra inspirar mais pessoas a fazerem o mesmo que você!

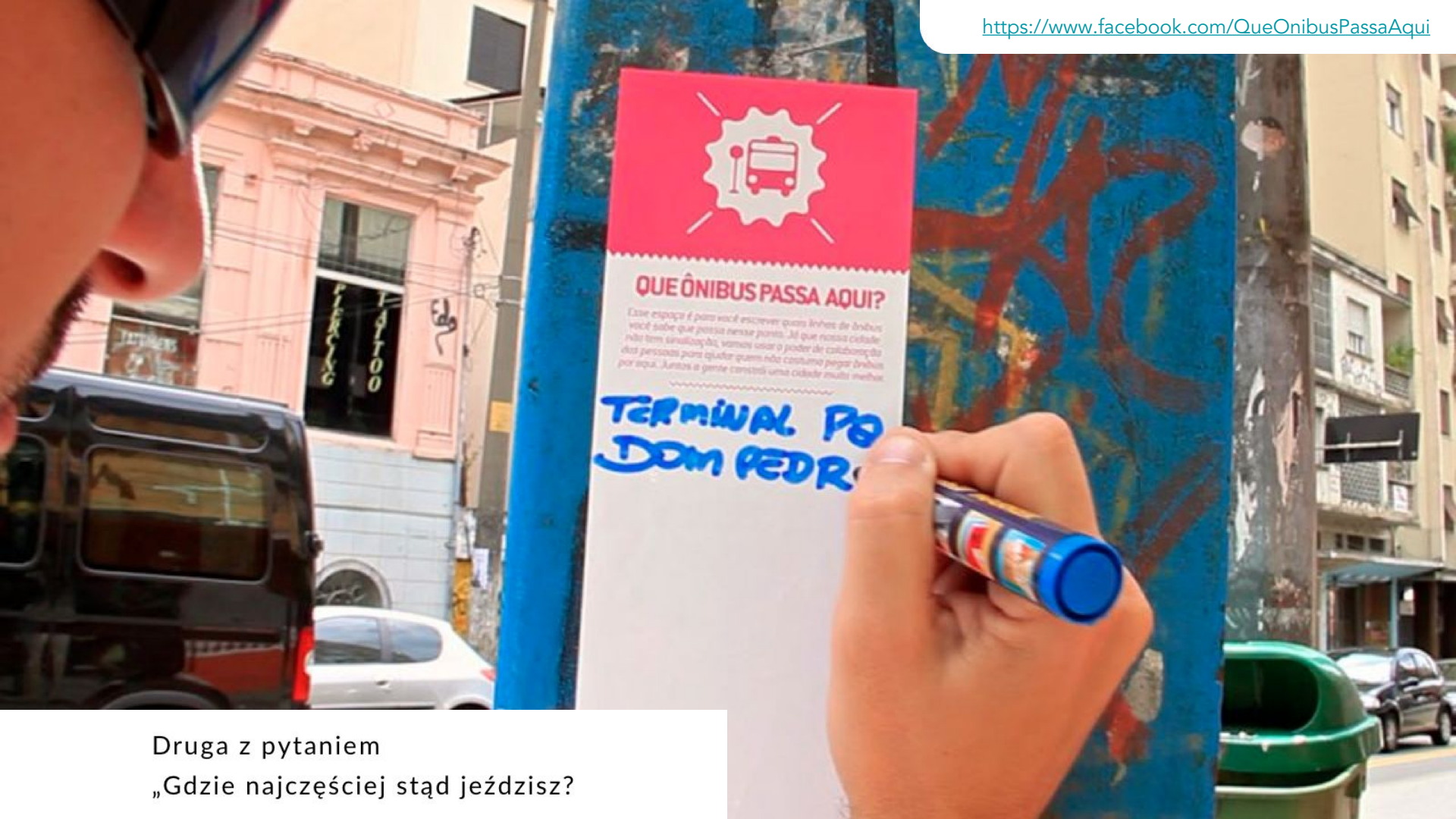
<https://www.facebook.com/QueOnibusPassaAqui>



Wystarczy 2 naklejki, żeby zmienić sposób, w jaki planowana jest komunikacja miejska



Pierwsza z pytaniem
„Jaki autobus powinien się tu zatrzymywać?”



QUE ÔNIBUS PASSA AQUI?

Este espaço é para você escrever quais linhas de ônibus você sabe que passa nesse ponto. Já que nossa cidade não tem sinalização, vamos usar o poder de colaboração das pessoas para ajudar quem não costuma pagar ônibus por aqui. Juntos a gente constrói uma cidade muito melhor.

TERMINAL PO
DOM PEDRO

Druga z pytaniem
„Gdzie najczęściej stąd jeździsz?”

Mission Objective: Connect

Give this card to someone dressed as a superhero.



Mission Objective: Create

Design a new Sneaky Card.
Create a new card for this game!



Prosta gra dla nieznanymych z całego miasta

Mission Objective: Engage

Play a board game with a stranger.

Bring a board game to a popular cafe.
Give this card to the first person who plays with you.



Mission Objective: Surprise

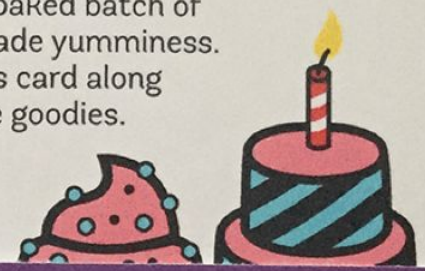
Post this card on a community bulletin board.



Mission Objective: Grow

Bake something for a friend.

Treat someone to a freshly baked batch of homemade yumminess.
Give this card along with the goodies.



Mission Objective: Grow

Try a new food.



Mission Objective: Surprise
**Hide this card somewhere
it can be easily found.**



IF FOUND: Take card and hide it
somewhere new.

Niewyczerpane źródło odpowiedzi na pytanie „Jak minął Twój dzień?”

The FedEx guy just challenged me to rock paper scissors and handed me this

Mission Objective: Engage

Defeat someone in a duel.
Challenge somebody to a contest:
arm wrestling, rock-paper-scissors, etc.



IF YOU ARE VICTORIOUS:
Give your opponent this card.

TRACK THIS CARD: C 677604-03
SNEAKYCARDS.COM

Give this card to somebody without them knowing.

If your target catches you, try again on someone else.



Give this card to someone who makes you smile.

Hand this card to the first person you see who - for whatever reason - makes you smile.



Give someone frontsies.

Switch places with someone standing behind you in line.



WHEN YOU DO: Hand them this card.



<http://sneakycards.com/>

a total stranger.



WHEN YOU DO: Hand them this card.



Każde muzeum, teatr, kawiarnia, autobus i park mogą mieć swoje karty.

Mission Objective: Care

Buy someone coffee.

Make someone's day better by buying them coffee.



WHEN YOU DO: Give them this card.

Mission Objective: Engage

Play the world's largest game of tag.

Tap someone on the shoulder and tell them they're "It!" Then hand them this card. No tag backs!



Mission Objective: Grow

Try a new food.



WHEN YOU DO: Give this card to someone near you at the time you try it.

Mission Objective: Surprise



Hide this card near the foot of a famous statue or landmark.

IF FOUND: Take card and hide it at a new statue or landmark.

// Skoro zdjęcie to
1000 słów, prototyp
to 1000 spotkań”

POWIEDZENIE Z IDEO

Aleja Marzycieli (remix)

24m · A few seconds ago

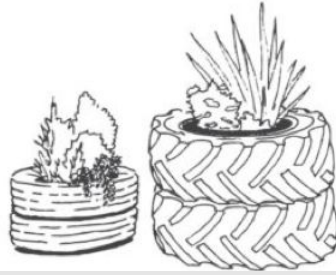


Potrzebujemy narzędzi do prototypowania miasta

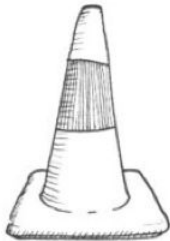
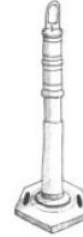
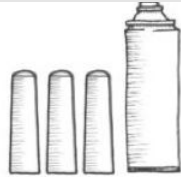
3.6m	1.2m	1.8m	1.6m	.6m	2.5m
Bus lane	Planter box	Bike lane	Sidewalk with a lamp	Sidewalk	Sidewalk



» Undo Redo



Potrzebujemy przewodników jak to robić



TACTICAL URBANIST'S GUIDE TO MATERIALS AND DESIGN **VERSION 1.0**

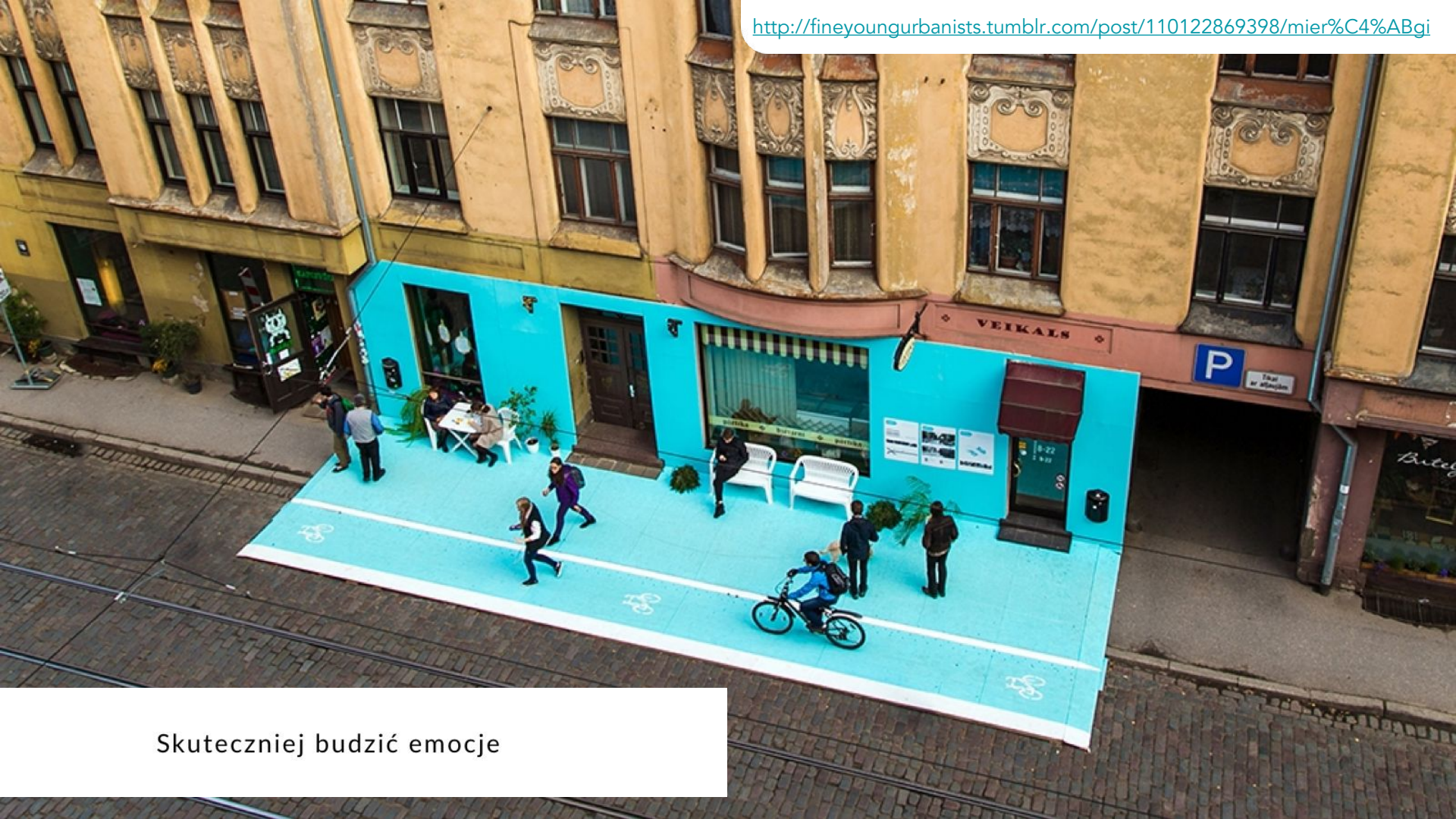
ITERATIVE PROJECT DELIVERY

This chart illustrates the progression of an iterative approach to project delivery. Though not all projects need to follow this exact model, it can be helpful to see how each project phase builds towards the next, using incremental steps to deliver a capital project intended to create lasting change.



	DEMONSTRATION (1 day - 1 month · \$)	PILOT (1 month - 1 year · \$\$)	INTERIM DESIGN (1 year - 5 years · \$\$\$)	LONG-TERM/CAPITAL (5 years - 50 years · \$\$\$\$)
Project Type (time interval · relative cost)				
Project Leaders	Can be led by anyone (city, citizen group, or both)	Government / organizational leadership + involvement required	Government / organizational leadership + involvement required	Government / organizational leadership + involvement required
Permission Status	Sanctioned or unsanctioned	Always sanctioned	Always sanctioned	Always sanctioned
Materials	Low-cost, typically low-durability. Can be borrowed or easily made	Relatively low-cost, but semi-durable materials	Low-moderate cost materials, designed to balance flexibility with maintenance needs	High-cost permanent materials that cannot easily be adjusted
Public Involvement	Public input + public action	Public input, champion engagement, government / organizational stewardship	Public input, government / organizational stewardship	Public input, government / organizational stewardship
Flexibility of Design	High: organizers expect project to be adjusted and removed.	High: organizers expect project to be adjusted; it may be removed if it does not meet goals	Moderate: organizers expect project to be adjusted, but it is intended to remain in place until capital upgrades are possible	Low: project is considered a permanent capital upgrade that is unlikely to be adjusted significantly once installed
		Always	Always	Always - project performance can inform future investments

Aby działać w bardziej ustrukturyzowany sposób



Skuteczniej budzić emocje

Działać w skali, wobec której
nie można pozostać obojętnym



**// The best way to
complain is to
make things"**

JAMES MURPHY



do usłyszenia

tenpawelhalicki@gmail.com | [linkedin.com/pawelhalicki](https://www.linkedin.com/pawelhalicki) | [@pawelhalicki](https://www.instagram.com/pawelhalicki)