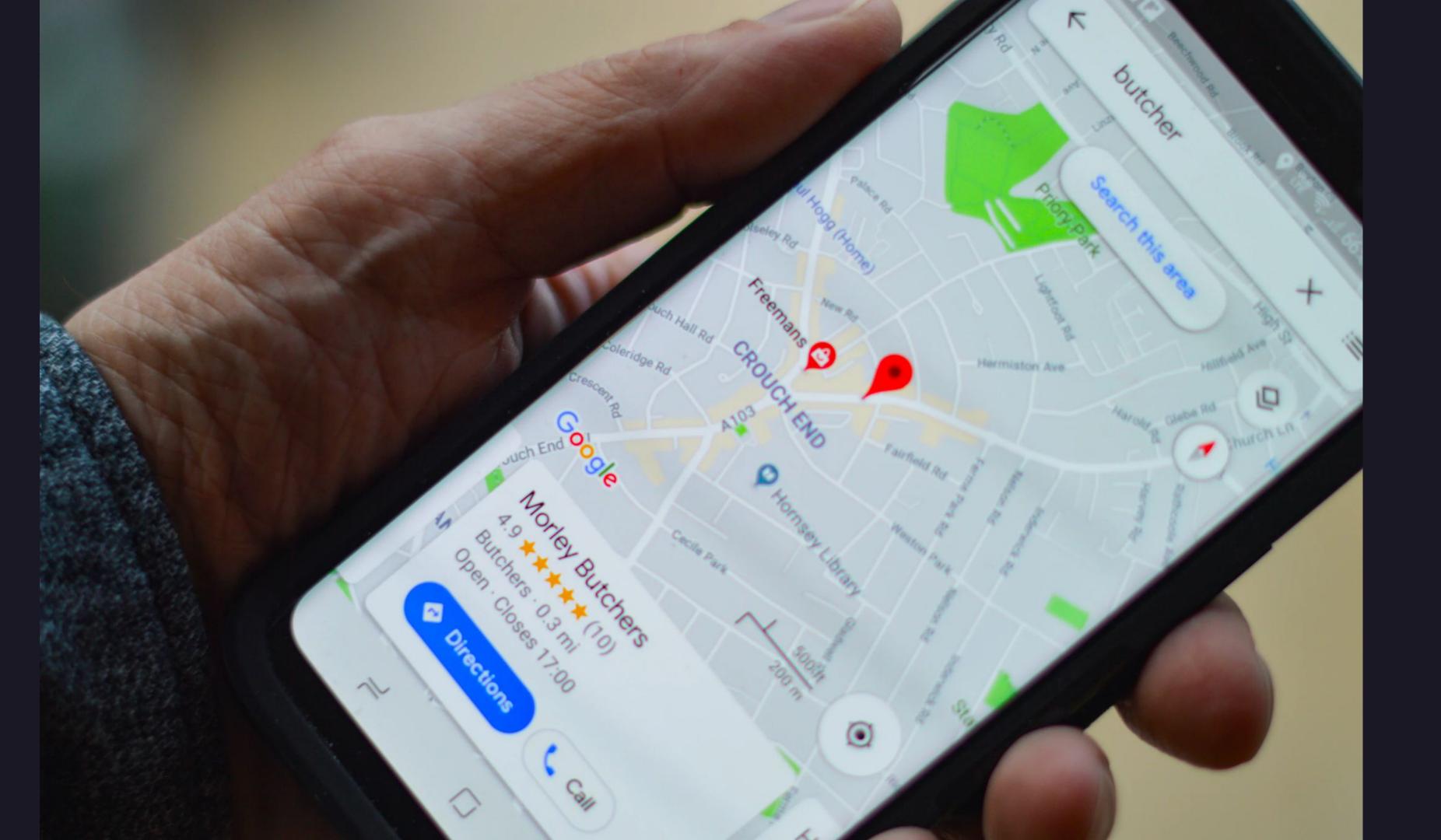


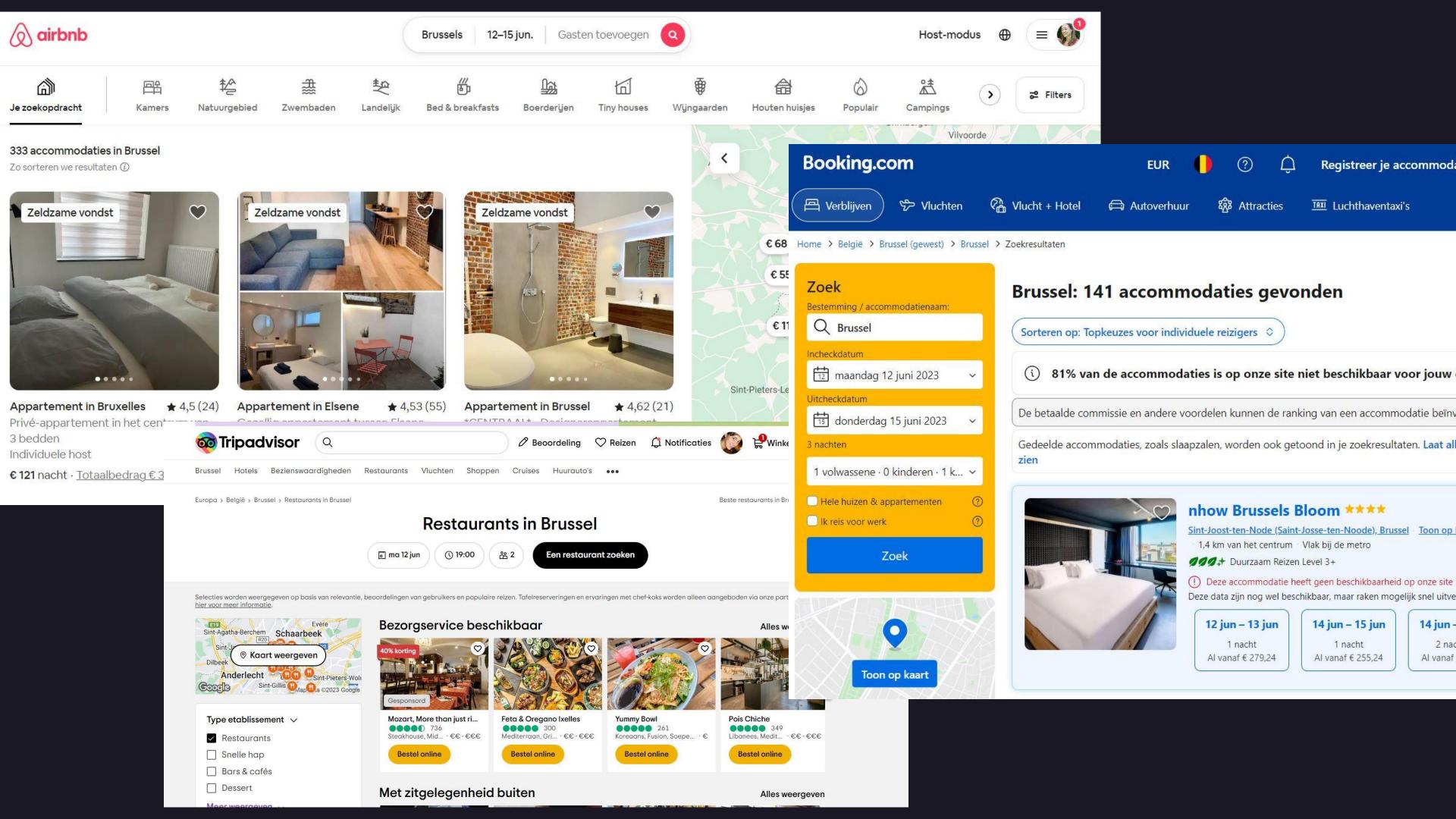
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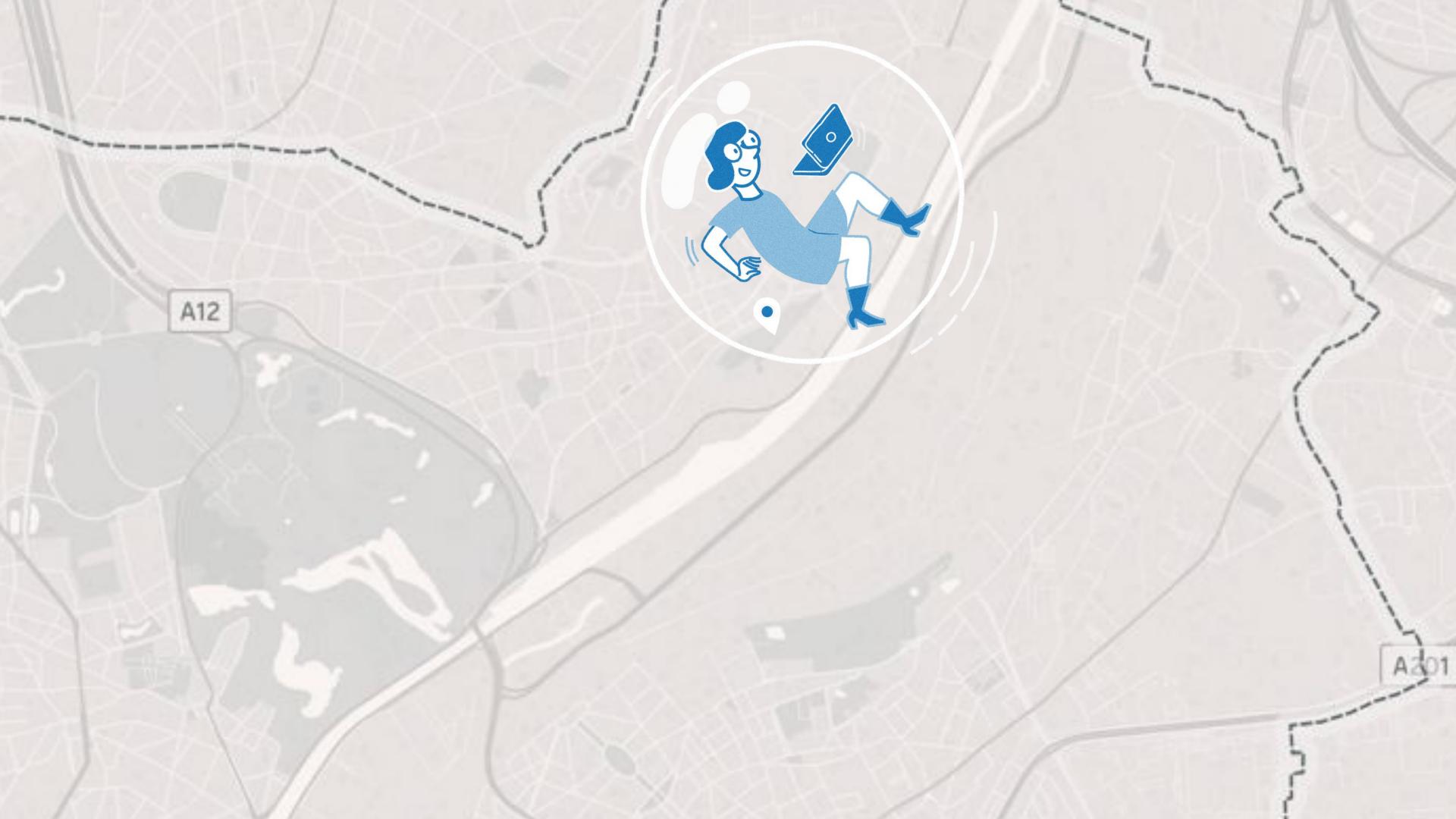
# OASC - Brussels

Evelien Marlier – Casper Van Gheluwe imec - 14/06/2023











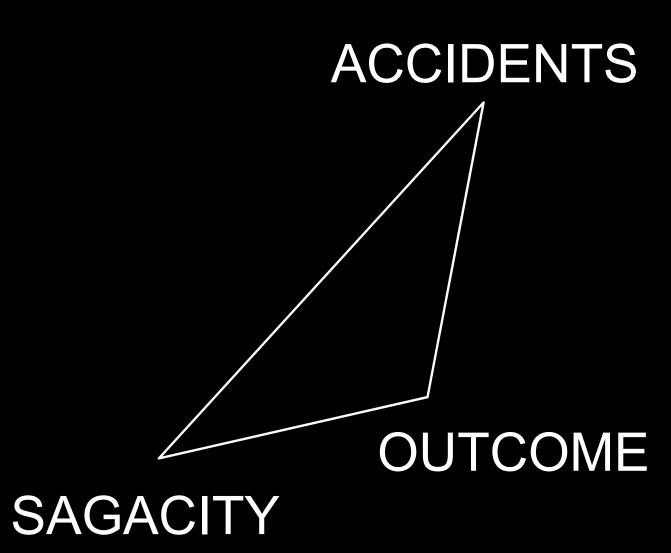
# SERENDIPI-WHAT?

# SERENDIPI-WHAT?

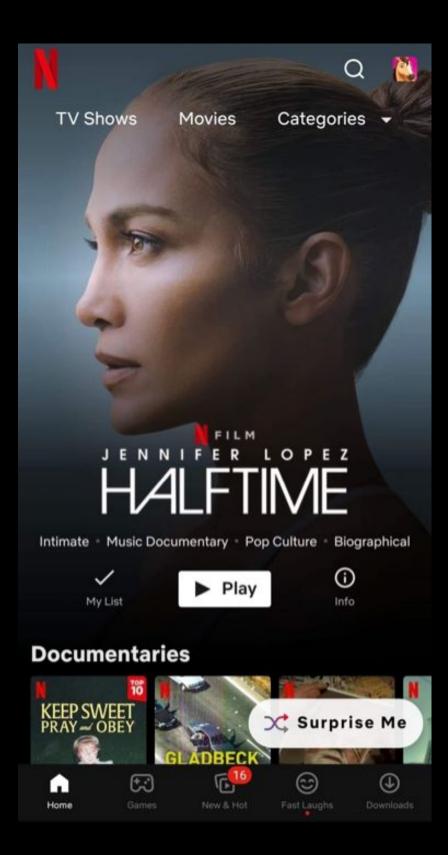
"Serendipity is defined as what happens when we, in unplanned ways, encounter resources (information, things, people, etc.) that we find interesting." (Björneborn, 2017, p. 1053)



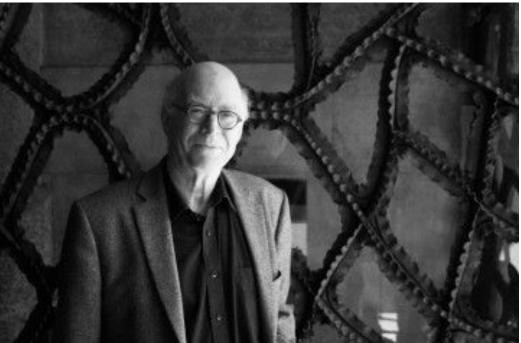














"serendipitous encounters, the unplanned social interaction and intellectual exchange that are the essence of urbanity" (Kasinitz, 1994, p. 94)

"Will the capacity for low-cost distributed communication facilitate casual and serendipitous social encounters with others, extending and deepening them in new ways? Or will the new digital urban infrastructure sterilize such encounters, submerging spontaneity under the kind of predictive analysis enabled by high volumes of data? This is one of the key tensions running through the contemporary smart city rhetoric." (McQuire, 2016, p.

## SERENDIPITY ENGINE www.serendipityengine.b

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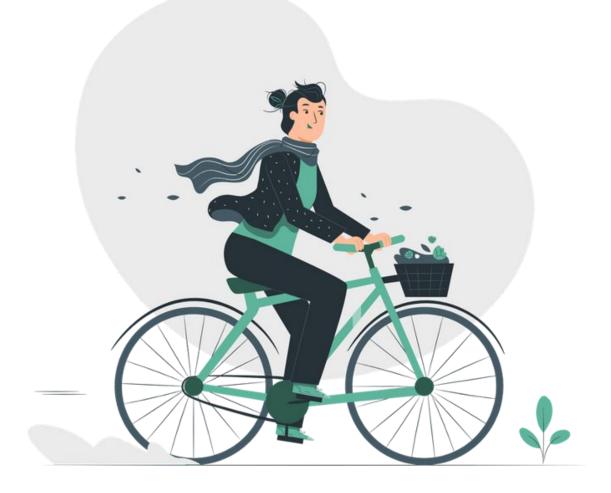
#### Universiteit Antwerpen



## SERENDIPITY ENGINE www.serendipityengine.b

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## ACTOR (CAPABILITIES)

**ENVIRONMENT** 

(CAPACITIES)

OUTCOME

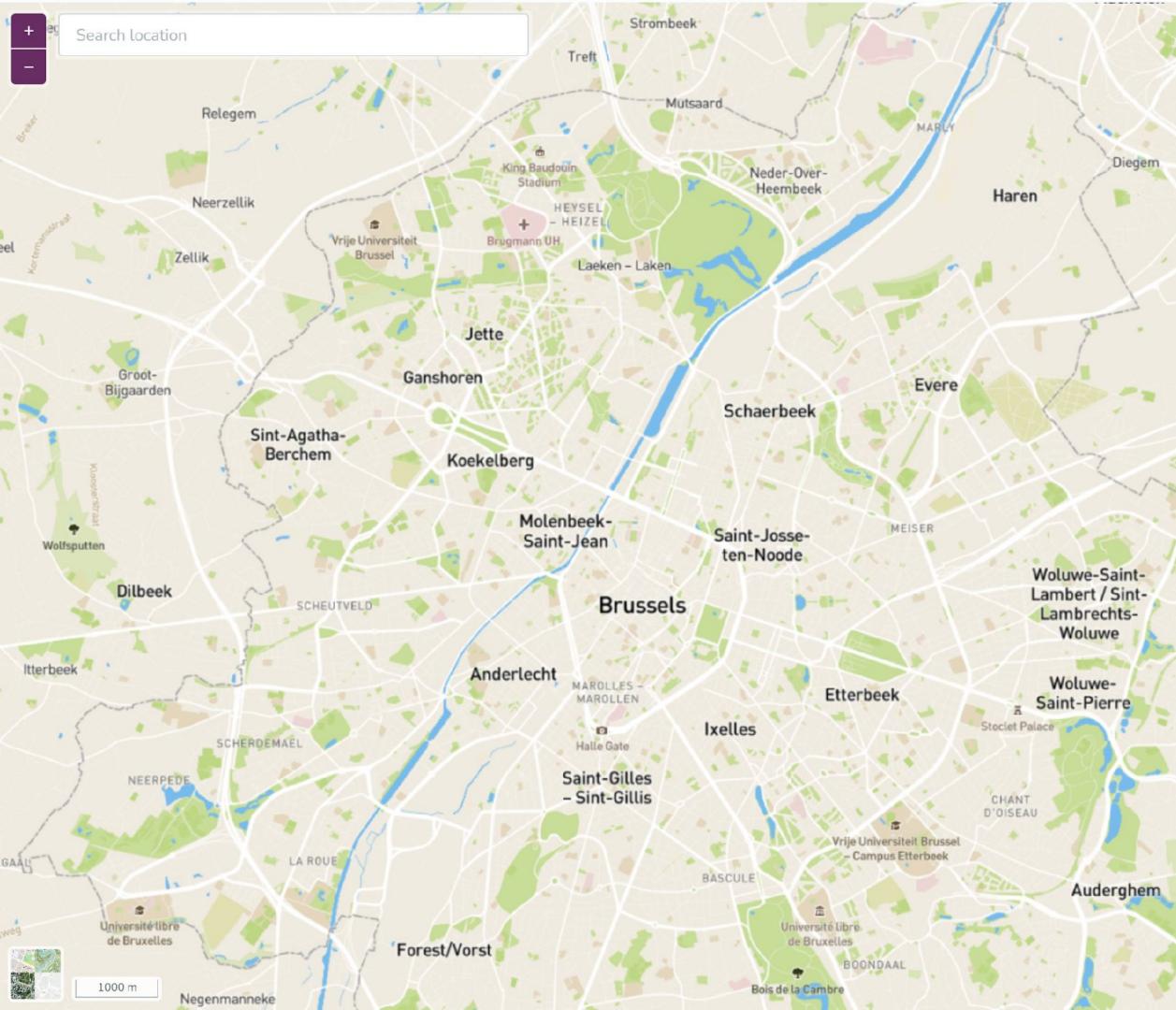
What are experiences of urban serendipity?

Why do they matter and to whom?

## URBAN SERENDIPITY



# STORIES



#### 0

#### Share your Urban Serendipity Story

In this survey, we want to learn more about valuable or meaningful experiences that people go through when they visit the city (e.g., bumping into a charming restaurant by chance, bumping into someone you were just thinking about by chance, or bumping into a spectacle show by chance). As long as the event was **unplanned** or **surprising** and **meaningful** to you, we'd love to know more about it!

- First, zoom in on the map to map the location of your story in as much detail as possible (may be outside of Belgium!).
- Next, draw a point on the map to mark the location of your urban serendipity story.
- After that, you will have the opportunity to write down your story.

Story shared? Click next.

Select below what you want to draw.

Location of your Urban Serendipity Story

bo

← Previous

Next  $\rightarrow$ 

Joli-Bois -Mooi-Bos

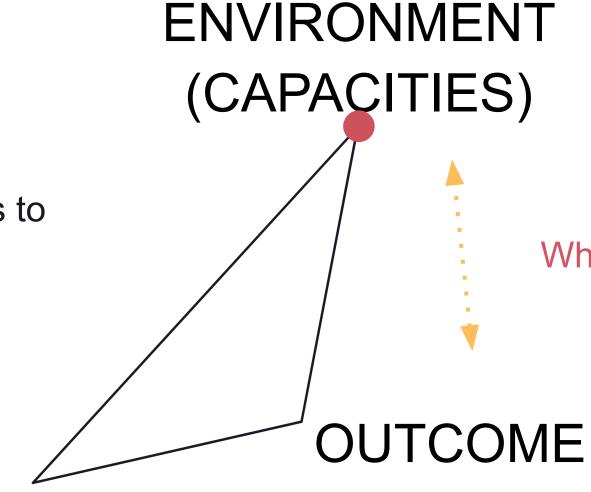
KAPELLEV

Tervuren

#### URBAN SERENDIPITY STORIES

Gengage © Powered by Maplix

How can we design digital systems to trigger this kind of experiences?



#### ACTOR (CAPABILITIES)

What are experiences of urban serendipity?

Why do they matter and to whom?



### How can we design them in digital systems?

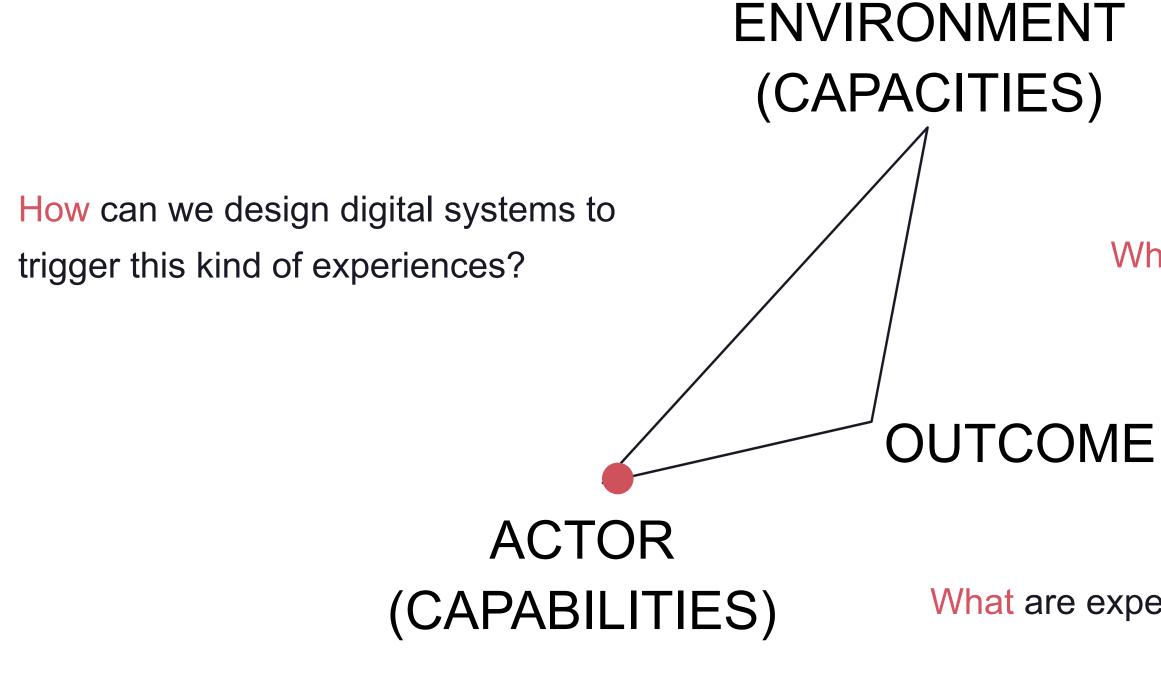


(Björneborn, 2017)

#### **Affordance features**

#### diversifiability, traversability, sensoriability





What are experiences of urban serendipity?

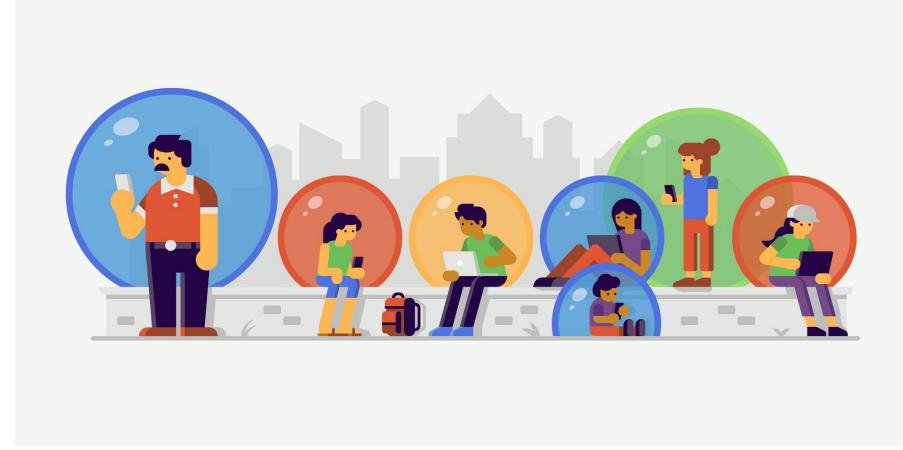
Why do they matter and to whom?



# SERENDIPITY IN YOUR CITY?

### Context / problem definition

- For cities: Urban recommender systems ->
   algorithmic filtering could lead to <u>homogenization</u> of urban experiences and a decline in cohesion among citizens
- 2. For small companies: <u>'big fishes'</u> that can afford costly advertisement campaigns have a significant advantage
- 3. For citizens: the <u>filter bubble</u> created by your online activity can limit the exposure to different points of view and weaken the ability to avoid fake news and bias



#### Workshop

5 min round table – naam + organisatie + functie 15 min questions

- Is there a need from your city / organisation to implement more Serendipitous experiences in your city? Why (not)? -> which areas, domains (e.g. Culture participation, Urban planning, Mobility, Tourism...)
- If so: what are current initiatives that are running? Do you 'design' for serendipity in your city?
- What data can we use to cultivate serendipity?
- How can you stimulate people to experience serendipity?
- Do you have any specific (research) questions that you would like to see answered / investigated in our research?

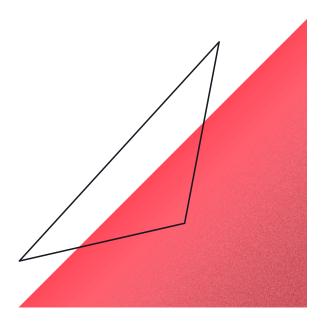
5 min round up

# We can design contemporary cities for serendipity.



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#### Casper Van Gheluwe - <u>casper.vangheluwe@imec.be</u>

Share your Urban Serendipity Story www.serendipityengine.be/urbanserendipity