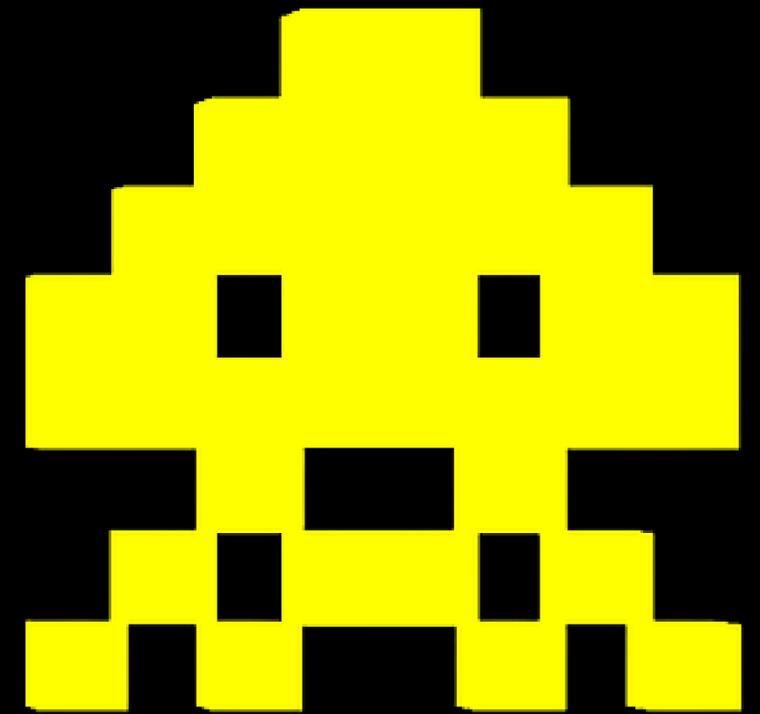
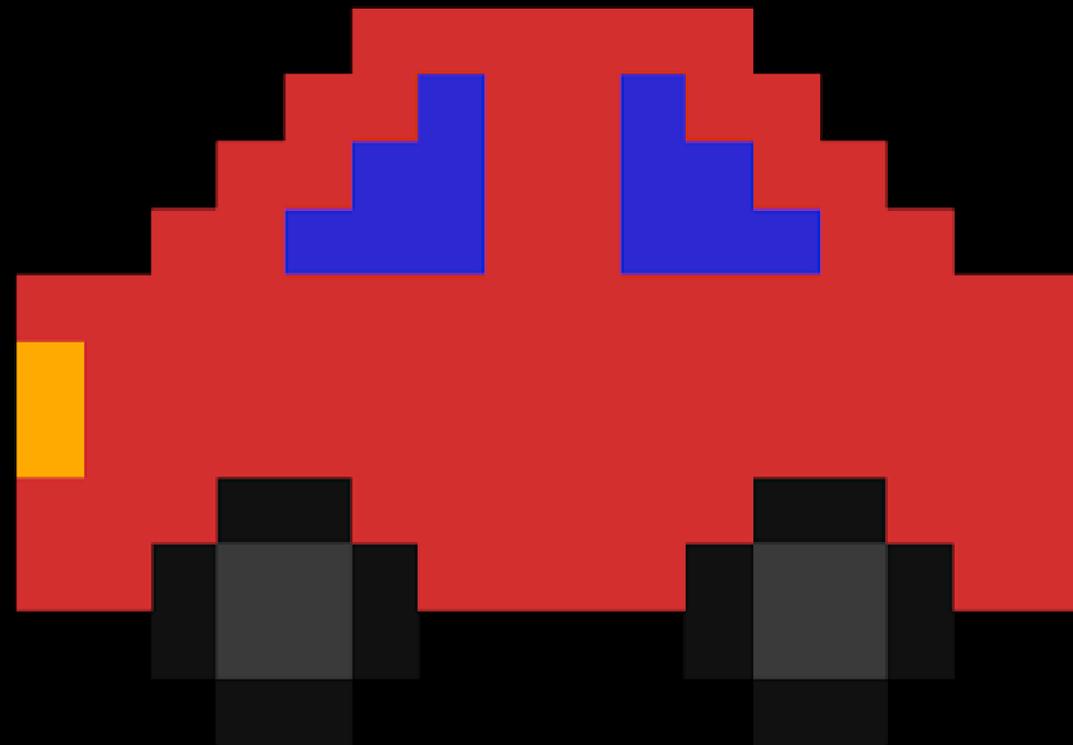


# SPACE INVADERS

MOBIEL21  
ZET MENSEN IN BEWEGING

Using public space as a forum for dialogue and  
action to rethink public space





**NOT THESE GUYS**

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# THE REAL SPACE INVADERS



# 3 X DIY URBANISM

## TOP DOWN

A Mobile Parklet for municipalities to rent for a couple of weeks.

## TOP DOWN & BOTTOM UP COMBINED

Data visualization on the streets powered by Telraam and WeCount.

## BOTTOM UP

The joyful tactical urbanism of Everybody's a Gorilla for livable and healthy streets.



# Mobile Parklet

## TO CONQUER SPACE

- Free of charge
- Takes the place of a car parking spot
- For a minimum of 2 weeks
- Communicate with and involve citizens
- Water the plants





# The outcome

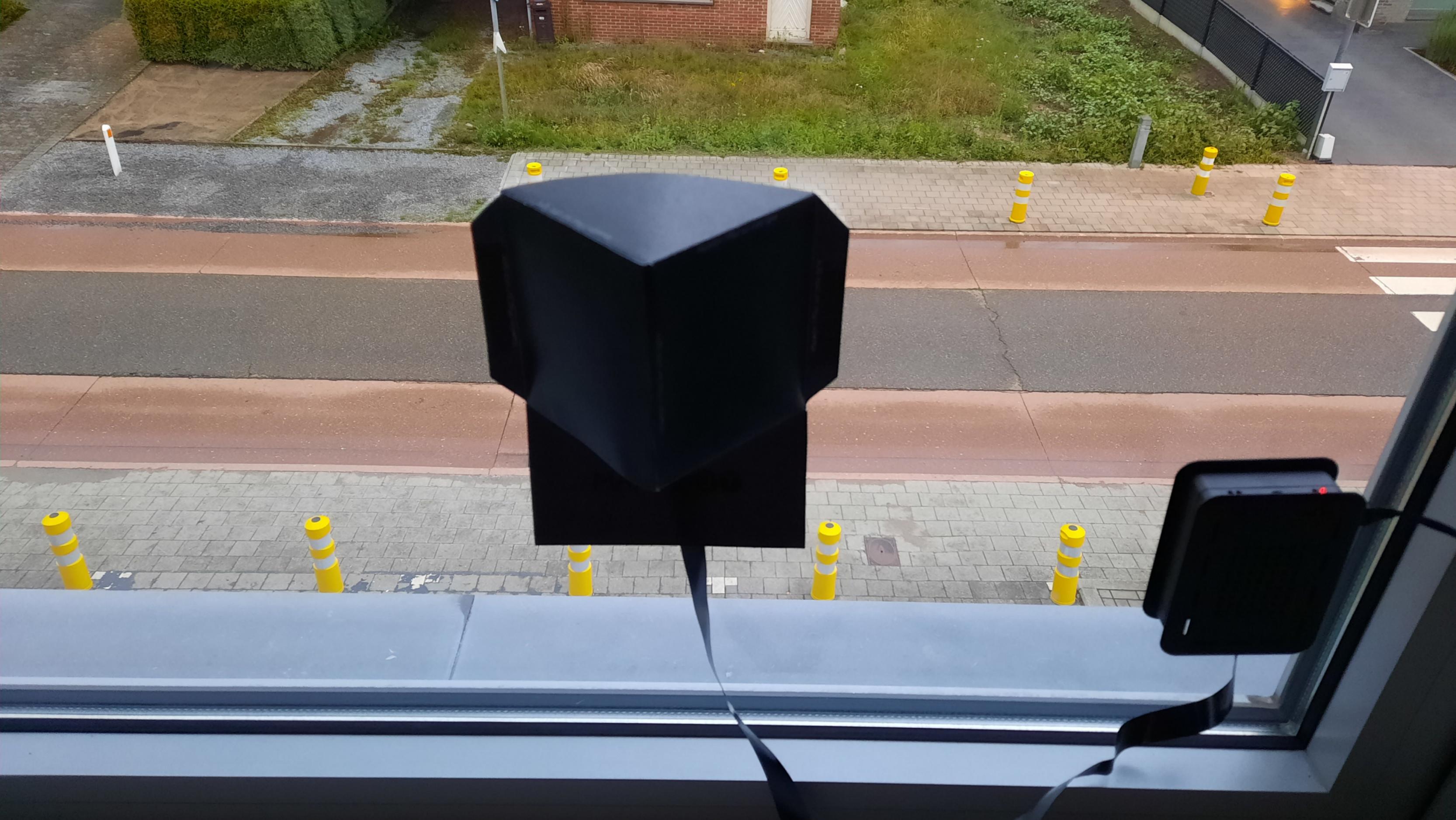
## THERE'S STILL SPACE TO IMPROVE

- 19 municipalities showed interest
- Positive evaluation by municipalities
- Start of a process to rethink public space

## BUT

- Little or no communication or interaction
- Not always placed on a car parking spot
- The plants died twice :-)





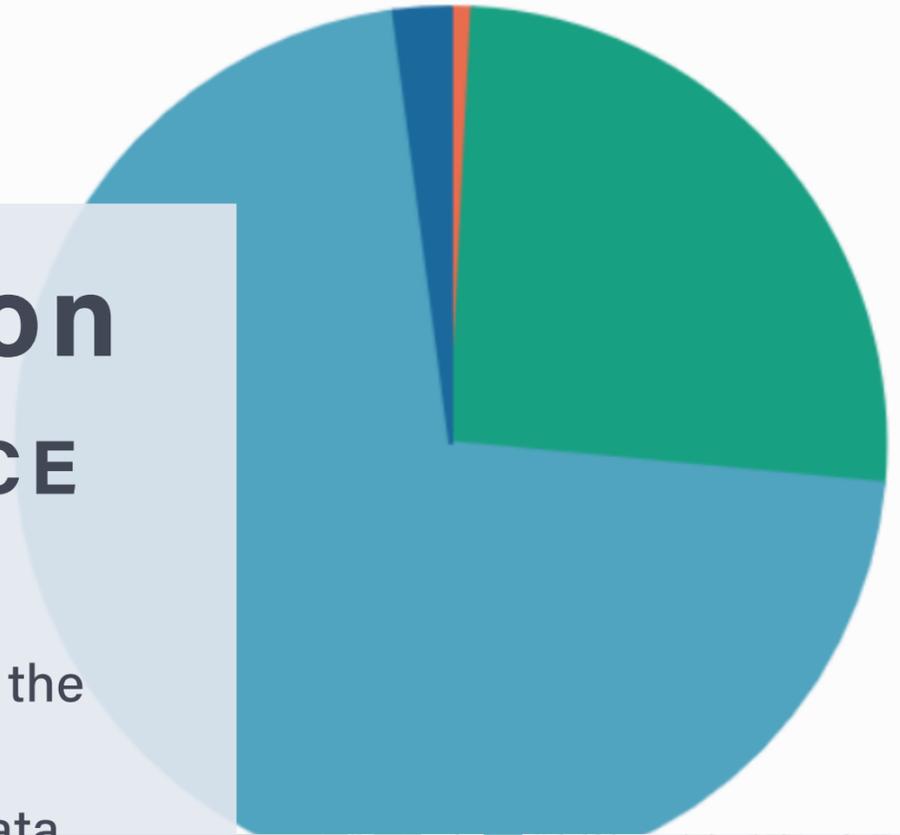
All days Weekdays only Weekend only Show all together

Pedestrians Bicycles Cars Heavy vehicles



# Data visualization TO UNDERSTAND SPACE

- Putting the 'citizen' in 'science' is just the start
- Making Telraam & WeCount traffic data talk
- Helping other citizens see, understand and discuss relevant traffic data
- Insight leads to debate > leads to positive action
- Making citizens equal partners in local mobility policy



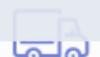
Pedestrians

**35**  
0.80 %

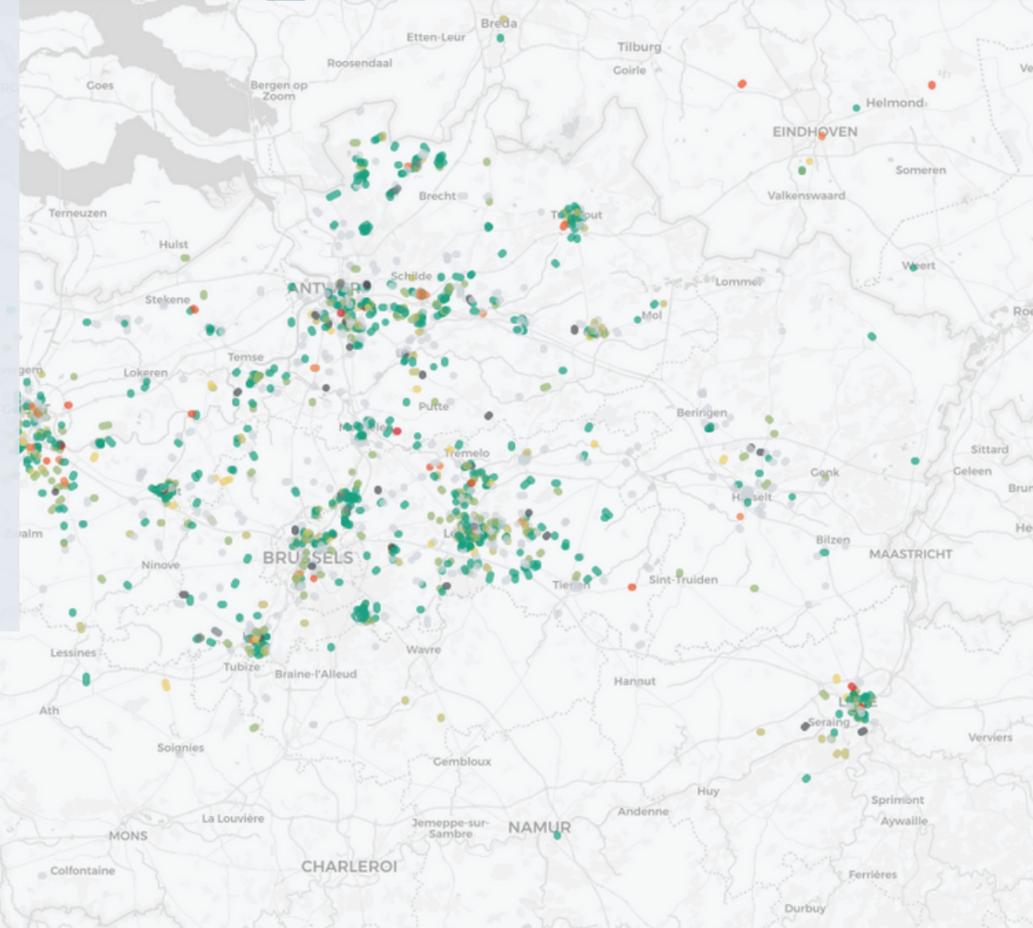


Cars

**3121**  
71.45 %



Heavy vehicles



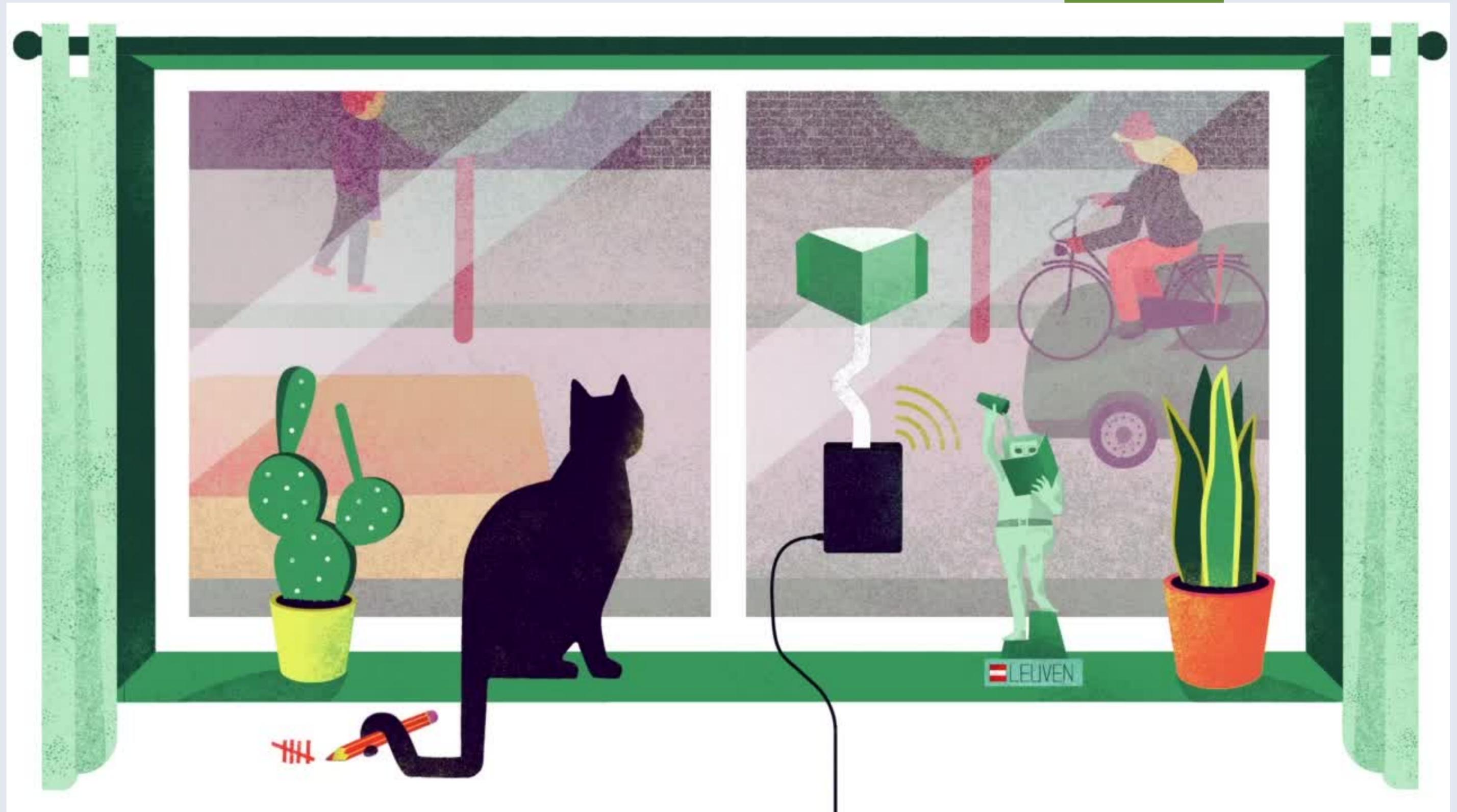
# The idea

LET'S TALK NUMBERS WITH PEOPLE

- Low-tech, easy to understand & interactive
- Conversation starter
- Instant feedback in the public space about changes in that same space
- The human factor behind the data



# Taking the numbers to the street





# Tactical urbanism TO CHALLENGE SPACE

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- Everybody a Gorilla = Act first, think later
- Activate and inspire people to rethink their neighborhood
- Bring local authorities and citizens closer together (wisdom of the crowd)
- Experience the fun and excitement of tactical urbanism



# The idea

THERE ARE SO MANY DULL STREETS  
WAITING TO BE IMPROVED BY  
BEAUTIFUL PEOPLE

- Guerrilla communications in 20 dull streets
- Get up and gather 5 likeminded neighbors
- prepare for positive, short-term action

## BUT

- Attention for fines
- Keep local authorities in the loop and aim for dialogue





# TAKE OUT

## SUPPORT

Help local governments to see tactical urbanism and citizen science as policy building instruments. **Citizens are not a pain in the ass.**

## SHARE

**Citizens are highly motivated** to share ideas, to objectify gut feelings, to understand data and improve local mobility situations.

## PARTICIPATE

Participation is bi-directional. **Bridge the gap between politics and people.** We're all looking for the answer to the question: What's my favourite street?

## EXPERIMENT

**Stay curious** and keep finding new ways to inspire real change for a public space built for people, not machines.

# More about us



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