

smarttravel.17
Bragança | Portugal



30 Novembro 01 Dezembro

#SMARTCITIES

#BIGDATA

#SMARTHEALTH

#BRAGANÇA

#SMARTDESTINATIONS

#IOT

#SUSTENTABILIDADE

#SMARTTOURISM

#PORTUGAL

**a inteligência
é o destino**



Boyd Cohen
Iñigo de La Serna
Manel Sanroma
Lorenzo Cantoni
Rob Adams
Carlos Moreno
Caroline Couret
Francisco Morcillo
Francis Ortiz
Steve Lewis
Esteve Almirall
Carl Piva
Mara Balestrini
Saskia Beer
Daniel Sarasa
Mikele Brack
Pablo Bustamente

The background of the slide is a photograph of a historic city, likely in Portugal, featuring a prominent castle or fortress situated on a hill. The image is heavily filtered with a warm, orange-yellow color, giving it a vintage or artistic feel. The city below the hill is densely packed with buildings, and the overall scene is bathed in the glow of the filter.

2014 a 2016

audiência média
300 pessoas

40% oriundas de
fora da região

+ de 110 oradores

+ de 100 referencias

+ de 1 milhão
de visualizações

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ChuckWolfe

SEEING THE BETTER CITY : HOW TO EXPLORE, OBSERVE & IMPROVE URBAN SPACE

with
CHUCK WOLFE
TERRY SCHWARTZ
ERICK RODRIGUEZ
DONALD BLACK JR.

TO SEE IS TO
THINK

• COLOR
• Juxtaposition

HOW THE BUILT ENVIRONMENT
MAKES US FEEL

I'M THE SON OF AN
URBAN PLANNER

CULTIVATE A
VISUAL LANGUAGE
CAN LEAD TO MORE
EQUITABLE OUTCOMES

from
PARISIAN
WANDERER

TO POKÉMON
GO

COMMON
PLACE
BOOK

HAS AN
INDEX

- CAN DO IT DIGITALLY
- HELPS YOU REMEMBER
- SEE CONNECTIONS
- UNLEASH CREATIVITY

AKRON ART MUSEUM

EXCITING
ARCHITECTURAL
NON SEQUITUR

UNION
MILES
LOG
CABIN

SUBJECTIVE
VS
OBJECTIVE



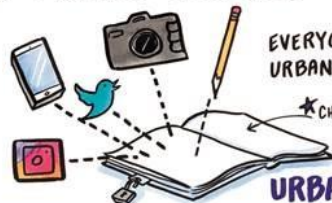
EIFFEL TOWER
WE ALL SEE
DIFFERENT THINGS

CONTEXT

WHO'S LOOKING
AT WHAT and
FROM WHICH ANGLE

THE URBAN
WITHIN &
WITHOUT

SOCIAL MEDIA
AS
COMMUNITY
CRITIC



EVERYONE'S AN
URBAN PLANNER

★ CHOOSE A TOOL

URBAN DIARY

★ SELECT
WHAT YOU
WILL FOCUS
ON

★ PLAN YOUR
PATH



★ LENS

★ FINALIZE
CONCLUSIONS
and USE

- LOOK
- EXPLORE
- NARRATE
- SUMMARIZE



MY
TARGET
AUDIENCE

I WANT TO
TAKE PICTURES
THAT SHOW
MY EXPERIENCE



TEDDY BEARS
AND LIQUOR
BOTTLE
MEMORIALS

TRYING TO
MAKE
BEAUTY OUT
OF THE
CHAOS
WITH MY
PHOTOGRAPHY
- DONALD BLACK JR.



BUCKEYE ROAD

BRINGING
PEOPLE TO
THE TABLE

LEARNING
FROM THE
LIVED
EXPERIENCE



TAKING WALKS
TO LISTEN TO
STAKEHOLDERS



#seeingthebettercity

seeyourwords.com
DRAWN IN REAL TIME

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MarinaOstrowski

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FernandoAlvim



XanderBueno

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Maria**Costeira**
Jesus**Martinez**
Filipe**Roquette**
Galvão**Meirinhos**
Nicola**Henriques**
Paulos**Santos**
Alexandrina**Fernandes**
Anabela**Anjos**
Filipe**Carvalho**

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