Maarten Hajer

Professor of Urban Futures at Utrecht University
Chief Curator International Architecture Biennale Rotterdam 2016.
Former professor of Public Policy at the University of Amsterdam and Director of Netherlands Environmental Assessment Agency
The Next Economy

Rethinking the Role of Design

@maartenhajer

@iabr
Urban Imaginaries

I.
Modern functional City as a ‘socio-technical configuration’
I HAVE SEEN THE FUTURE
The modern city

1. An *industrial* orientation
   - General Motors launched *Futurama* in 1939

2. A strict set of *design principles* to make it work
   - Functional separation of work, mobility, dwelling, recreation

3. Backed up by a shared value set of *individual growth*
   - Aspiration of suburban lifestyles, consumerism

4. Technological *optimism*
   - Nuclear energy: ‘too cheap to meter’, no env. awareness
Automotive, generic solutions, expert led, fossil-based, agnostic to urban metabolisms, politically corrupt ...
‘Disfunctional agglomeration’
Piketty City

- Metropole as ‘archipelago of enclaves’ (Hajer & Reijndorp 2001)
- Endless urbanisation to get away from the ‘poor’ rather than developing cities that come to terms with urbanity
- African blue collar worker spending 40% of income on transport
- Offshoring of wealth, erosion of the state
Urban Imaginaries

II.
SMART ABOUT CITIES

Visualizing the Challenges for 21st Century Urbanism
Maarten Hajer en Ton Dassen

naioio publishers / pbl publishers
A smart idea in one city can make any city smarter.

Visit ibm.com/thesmartercity/cc
Let's build a smarter planet.
Data analytics helped cut NYC's crime by 35%.

Smarter grids cut peak energy loads in the Pacific Northwest by 15%.
Google to Test Bubble-Shaped Self-Driving Cars in Silicon Valley

By CONOR DOUGHERTY and AARON M. KESSLER  MAY 15, 2015

A prototype of Google's self-driving car. Tony Avelar/Associated Press

SAN FRANCISCO — The world is one step closer to the day when people can, in good conscience, drive to work while sipping coffee, texting with a friend and working on a laptop computer.
Fear Mercedes’ self-driving truck

Merc reveals a concept lorry for the future, able to drive autonomously. Be afraid
Watch: Audi's self-driving car in action

The Telegraph takes the wheel - and then lets go of it again

By Alex Robbins
6:00AM BST 18 Apr 2015
Google: Human drivers are the problem

Self-driving trucks hit Nevada roads
Captivated?

Big Data

Smart technologies

3D printing

Domotica

Platform capitalism
Making the existing more efficient is not the answer
The 21st Century City

1. A smart tech orientation
   – ICT corporations behind *smart cities*

2. No clear set of design principles to make it work
   – Modern, functional separation no longer works
   – Global development, Connectivity

3. A growing inequality, but a widespread politics of ‘aspirations’
   – New urban lifestyles, intercontinental migration, informal cities here to stay

4. A global world disorder, a collapse of mass party politics

5. Technological optimism / environmental pessimism
   – ‘The driverless vehicle is on its way’
   – A 4-degree world
Urban Imaginaries

III.
21\textsuperscript{st} Century Imaginaries

- CO2
- Separation of functions
- Social Inequality
- Diploma education
- Innovation via science

- Clean City
- New combinations
- Shared public spaces
- Urban turn in education
- Innovation through social interaction
The Extractive Economy

versus

The Economy of the Local Value
added
Urban politics starts with capturing the imagination
We need new, enabling Urban Imaginaries
• “cash-machine deserts” vs “mobile-based financial services”
• Traditional banks versus mobile money
‘iShack’
‘iShack’: Off grid development in Capetown

Enkanini, Capetown
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Concluding

• Let’s not be captured by imaginaries that are not ours
• Let’s reinvent design: let’s dare to experiment, let’s dare to engage
• Try and get legitimacy in debate, not merely in decision making
• Let’s start with the real societal challenges we face
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