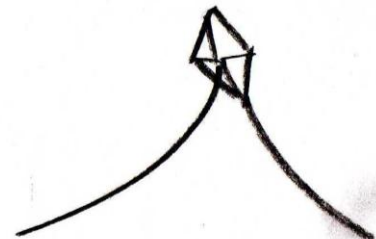




The psychology of urban mobility – La psicología de movilidad urbana

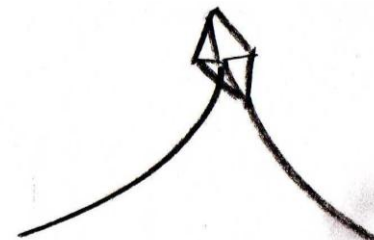
Carlosfelipe Pardo – Slow Research / Despacio
Cities for Mobility
World Congress 2011



What I'll talk about / De qué voy a hablar

- Perception
 - Dreams
 - Love
 - Space (distance)
 - Speed
 - Proposals?
- Percepción
 - Sueños
 - Amor
 - Espacio (distancia)
 - Velocidad
 - Propuestas?

PERCEPTION - PERCEPCIÓN



Which is more beautiful? ¿Cuál es más hermosa?

(please don't answer "both" / Por favor no respondan "las dos")



Number 1



Number 2

Which is more beautiful?
¿Cuál es más hermosa?

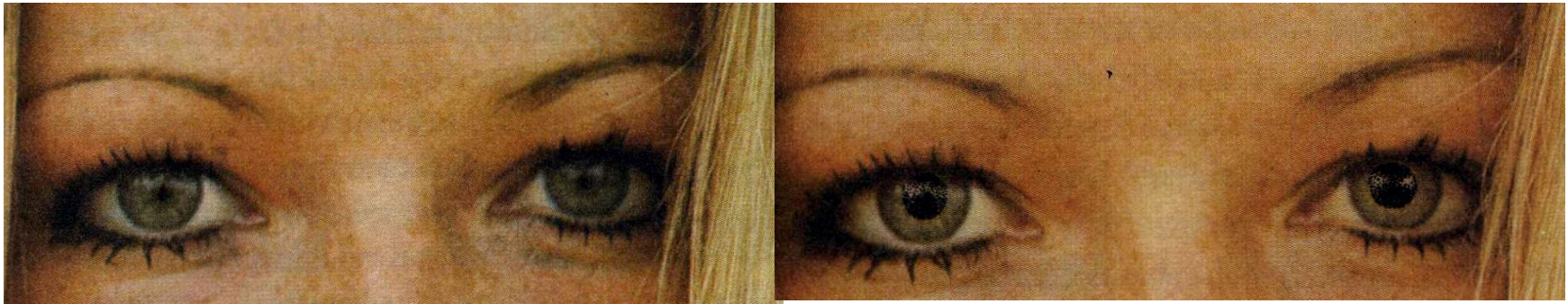


Number 1



Number 2

Which is more beautiful?
¿Cuál es más hermosa?



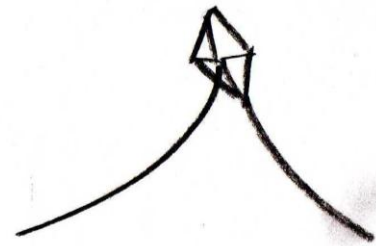
Number 1

Number 2

It's all about how you perceive things.

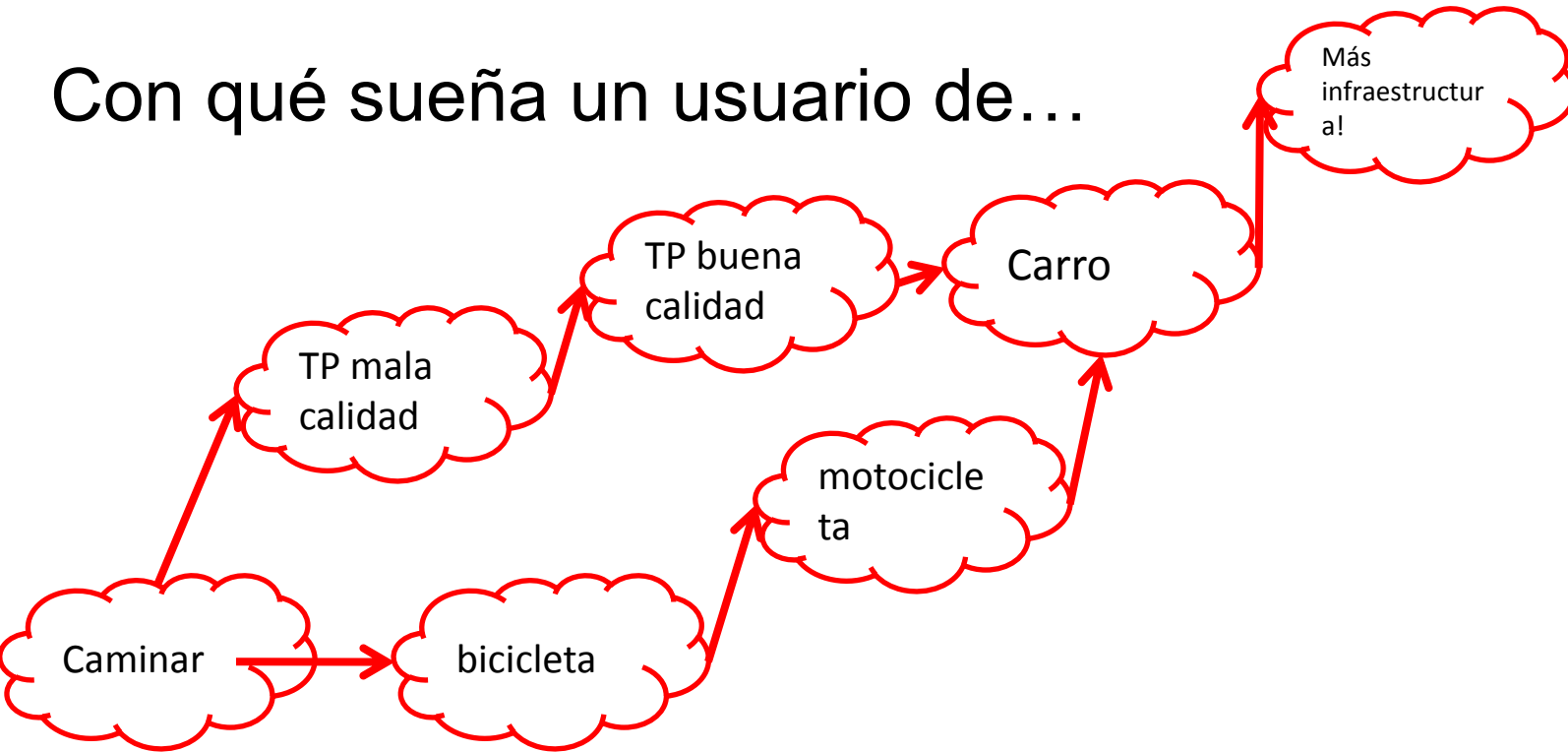
Todo se trata de cómo percibimos las cosas

DREAMS - SUEÑOS

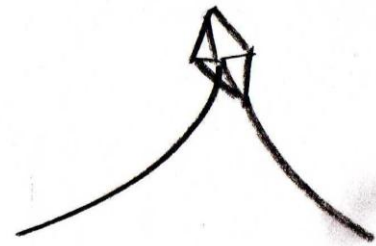


Los “sueños” de cambio modal / dreams of modal shift

Con qué sueña un usuario de...



LOVE - AMOR



Why do people love their car? ¿Por qué ama la gente su carro?



Why do people love their car? ¿Por qué ama la gente su carro?

Car Got Attitude?

Do you ever think of your car as having a personality of its own, or don't you think about your car this way?

2006

Yes Si

%

(Piensa ud que su carro tiene una personalidad propia?)



Source of all data above: Pew Research Center study: Americans and their Cars. 2006

This is what you think you'll get...
Esto es lo que piensa que va a tener...

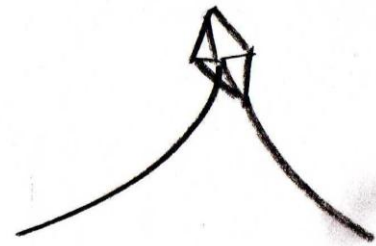


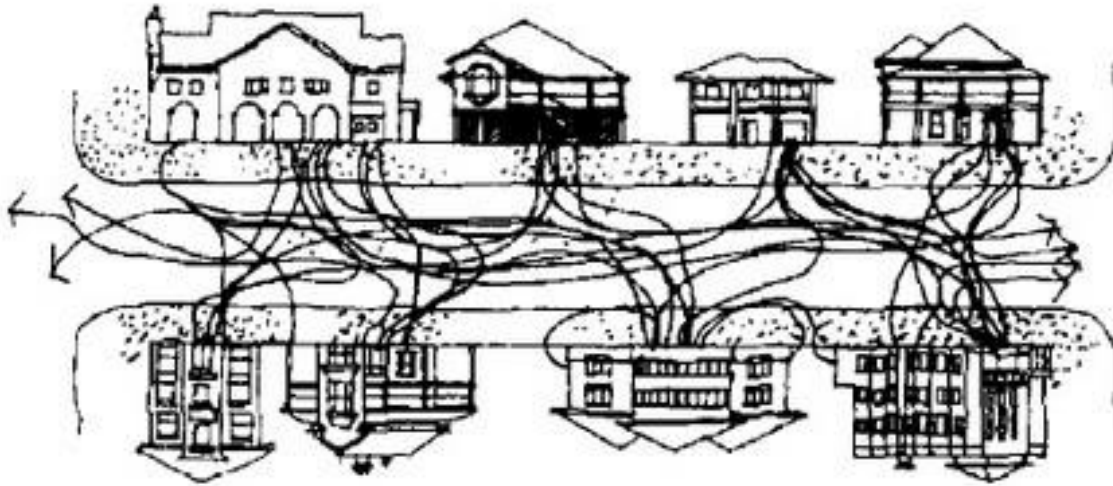
THIS IS WHAT YOU GET – ESTO ES LO QUE CONSIGUE



(In a setting that is unmanaged, improperly priced, with no adequate urban transport policy)

SPACE (AND DISTANCE) ESPACIO (Y DISTANCIA)





Light Traffic
2000 vehicles per day
3.0 friends per person
6.3 acquaintances

Tráfico bajo
2.000 vehículos por día
3 amigos por persona
6,3 conocidos



Heavy Traffic
16,000 vehicles per day
.9 friends per person
3.1 acquaintances

Tráfico pesado
16.000 vehículos por día
0,9 amigos por persona
3,1 conocidos



falabella.
www.falabella.com

AVIA UR

Becken

Vella

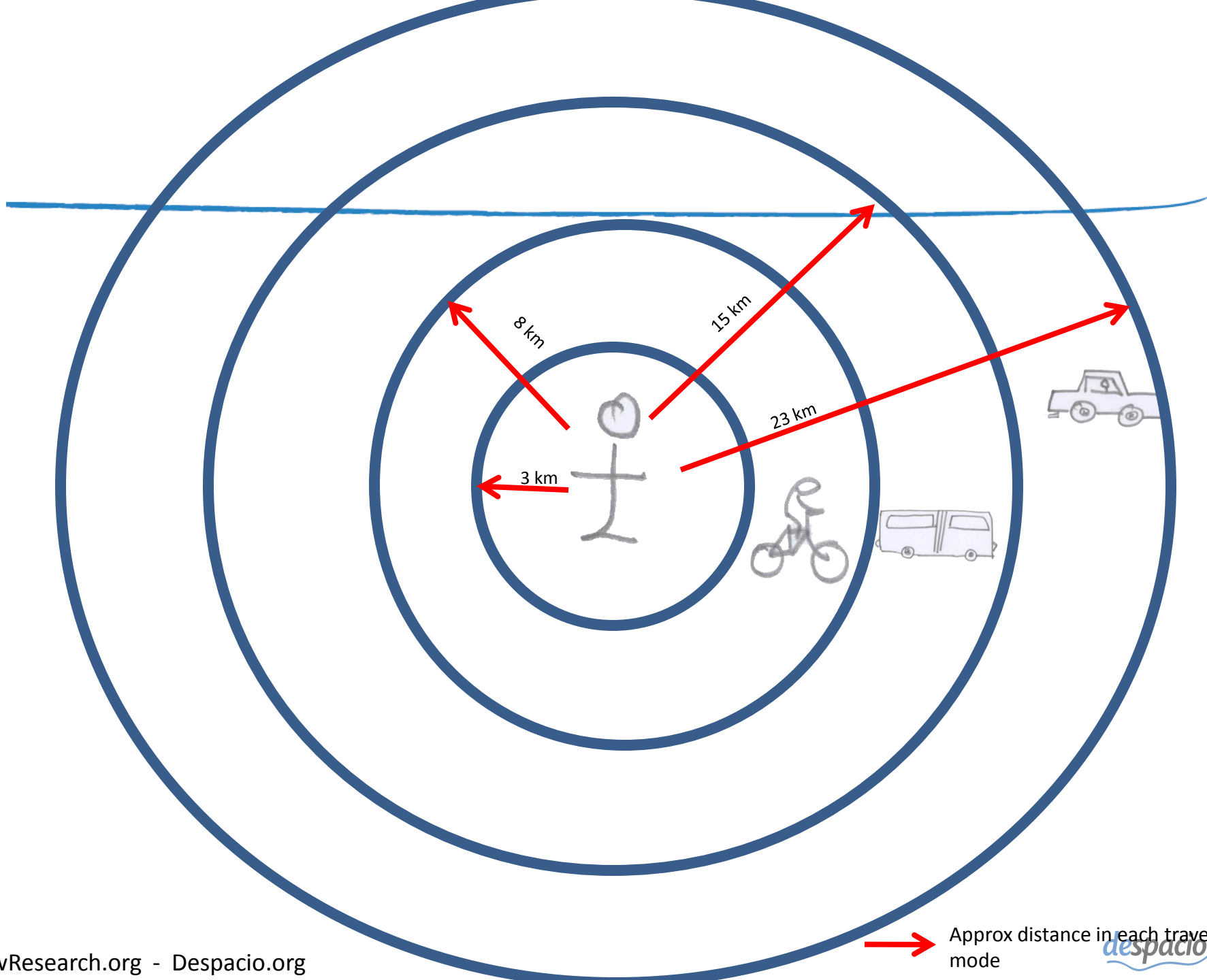


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AVIA UR

Heineken

Vista

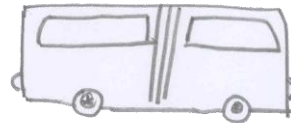


How we prefer / perceive space ¿Cómo preferimos / percibimos el espacio?

- With people /faces / interactions
(con personas/caras/interacciones)
- Shorter distances / travel times
(distancias/tiempos de viaje más cortos)
- Eyes on the street
(ojos en la calle)
- Diverse (land use)
(diversidad – en usos del suelo)

The new term: social spaces

El nuevo término: espacios sociales

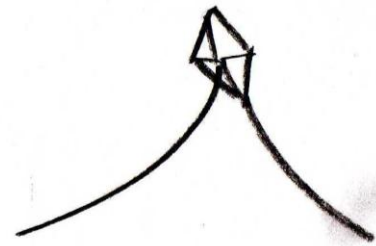


Private/privado

Public / Público

Social

SPEED - VELOCIDAD



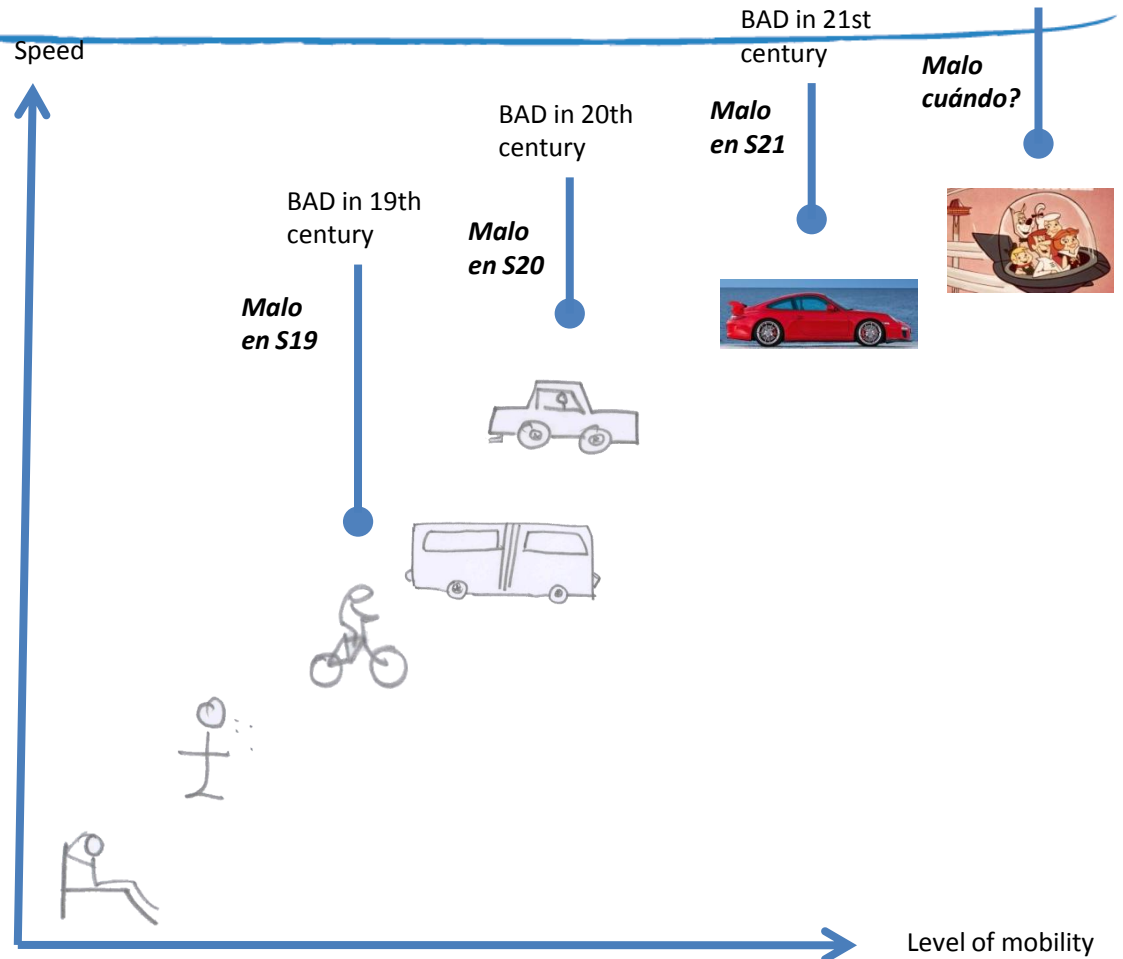
How speed has been perceived

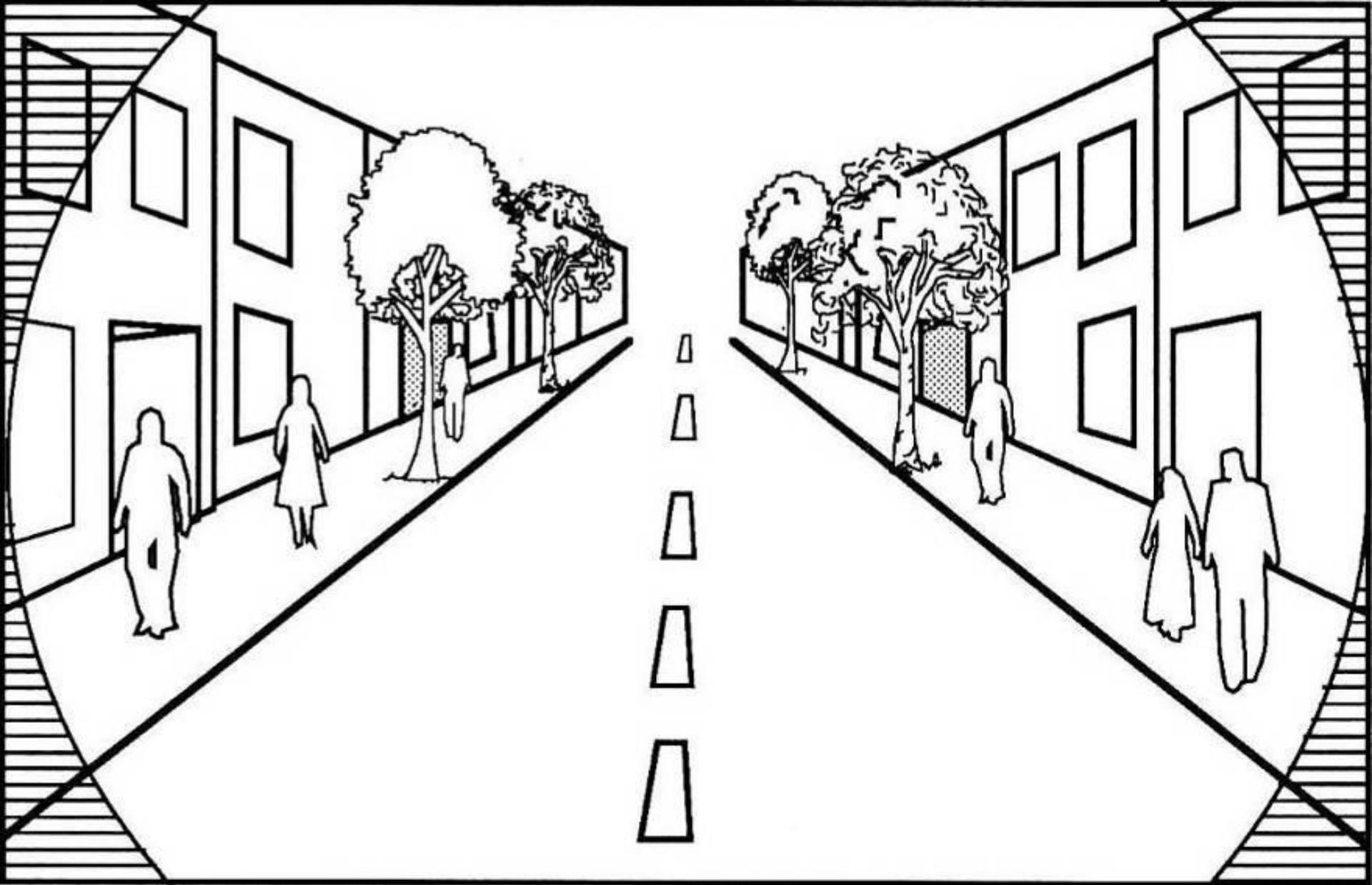
- “The **bicycle** was about four times faster than walking and warnings were issued about getting ‘**bicycle face**’ by moving against the wind at such high speeds” (Kern, 1983)
- “**railroad** carriages are pulled at the enormous speed of fifteen miles per hour by “engines” ... The Almighty certainly never intended that people should travel at such breakneck speed.” Attributed to Martin Van Buren (Government of New York) in letter to Andrew Jackson.
- “in traveling on most of the **railways**... the face of nature (is) lost or changed or changed to...the **screaming engine**” (London, 1844)
- “The **train** was experienced as a **projectile**, and traveling on it, as being shot through the landscape” Schivelbusch, 1983.
- “We declare that the splendor of the world has been enriched by a new beauty: the **beauty of speed**. A racing **automobile** with its bonnet adorned with great tubes like serpents with explosive breath ... a roaring motor car which seems to run on machine-gun fire, is more beautiful than the Victory of Samothrace.” (Marinetti, Futurist Manifesto, 1909)

From static to hypermobile

De lo estático a lo hipermóvil

- What does it mean to be “mobile” today?
(¿ qué significa ser “móvil” hoy en día?)
- What does it mean to be “hypermobile”?
(¿Qué significa ser “hipermóvil”?)
- When does speed become bad?
(¿Cuándo se vuelve mala la velocidad?)

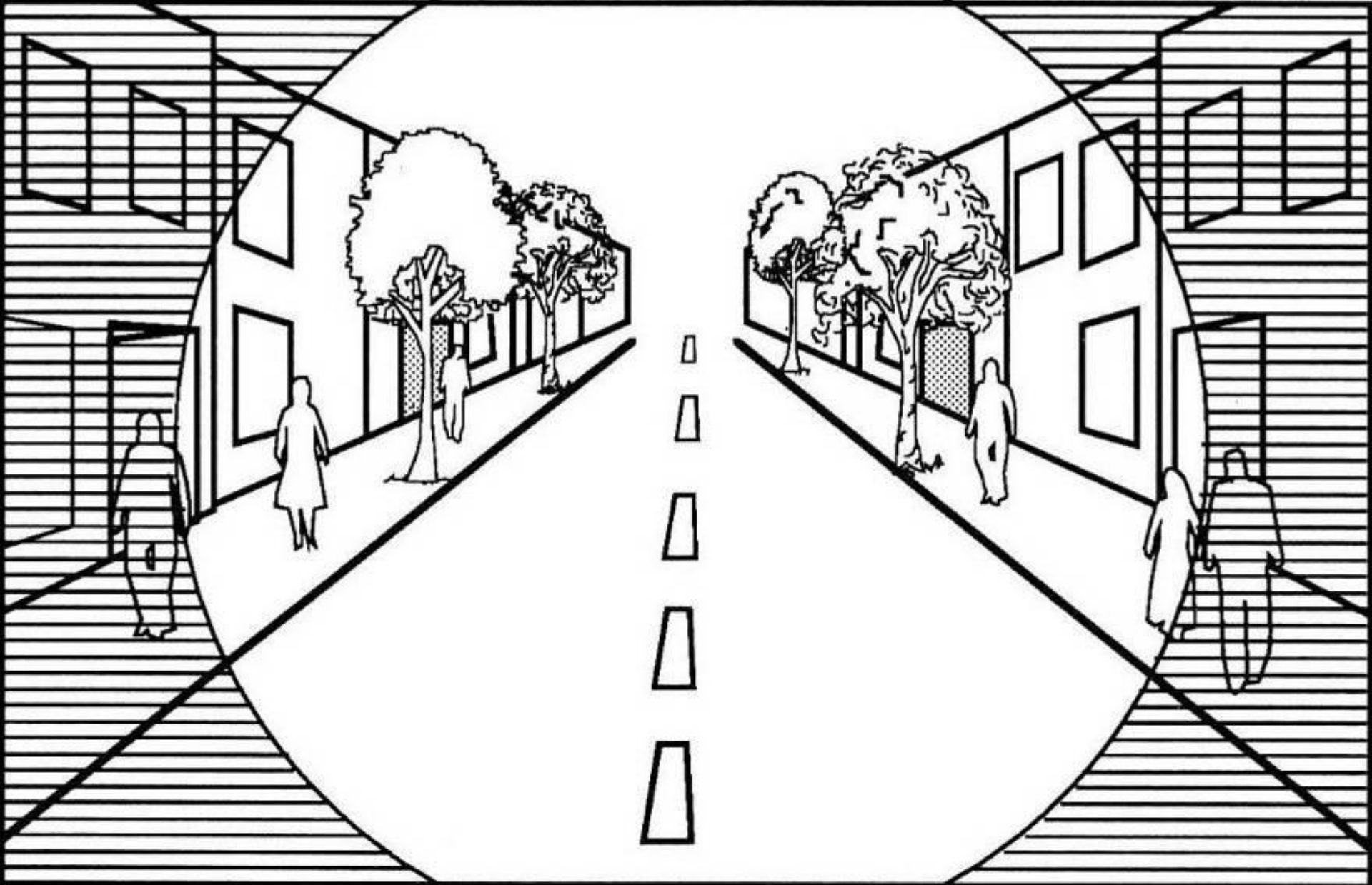




25 KPH

SlowResearch.org - Despacio.org

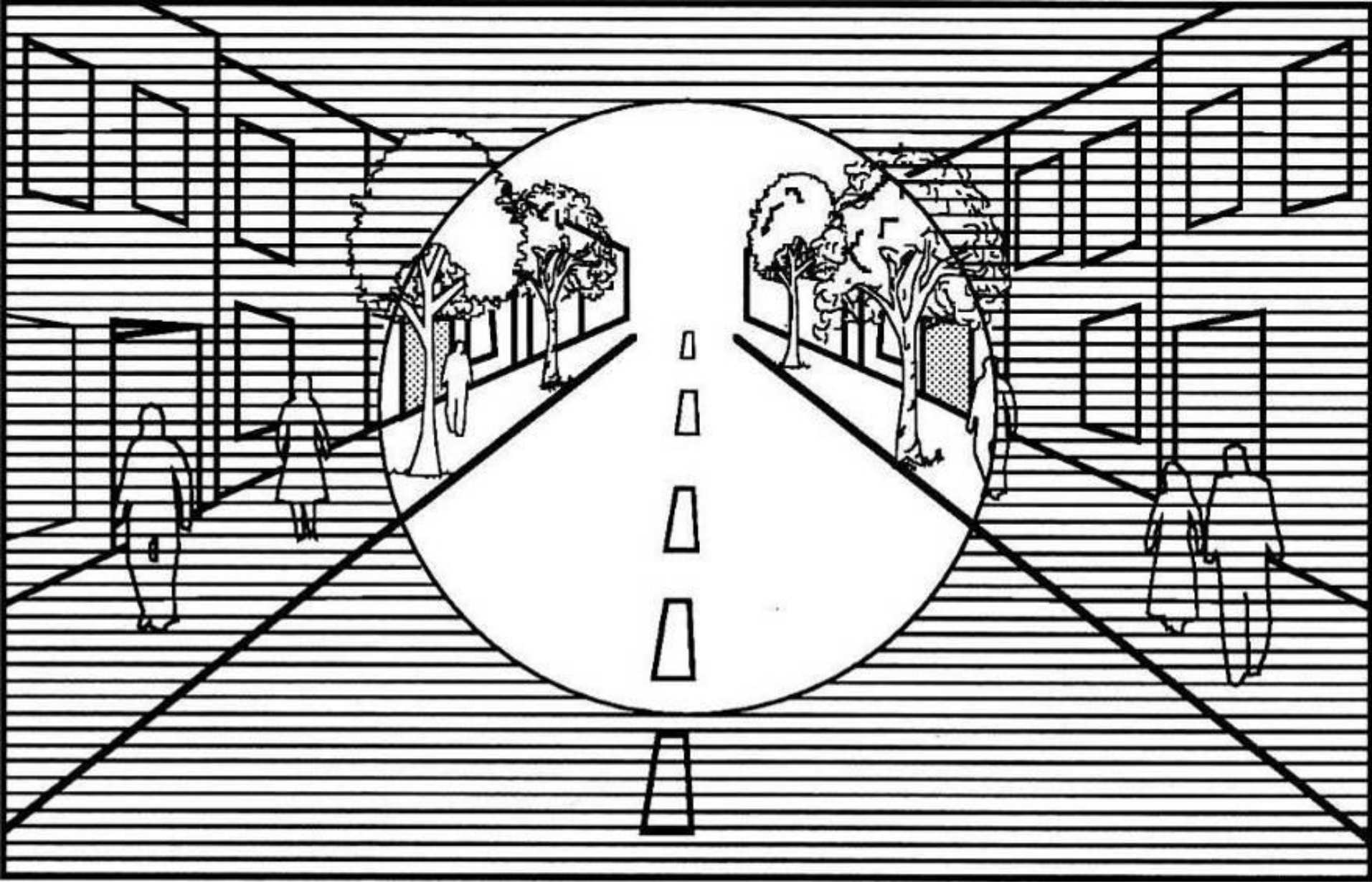




35 KPH

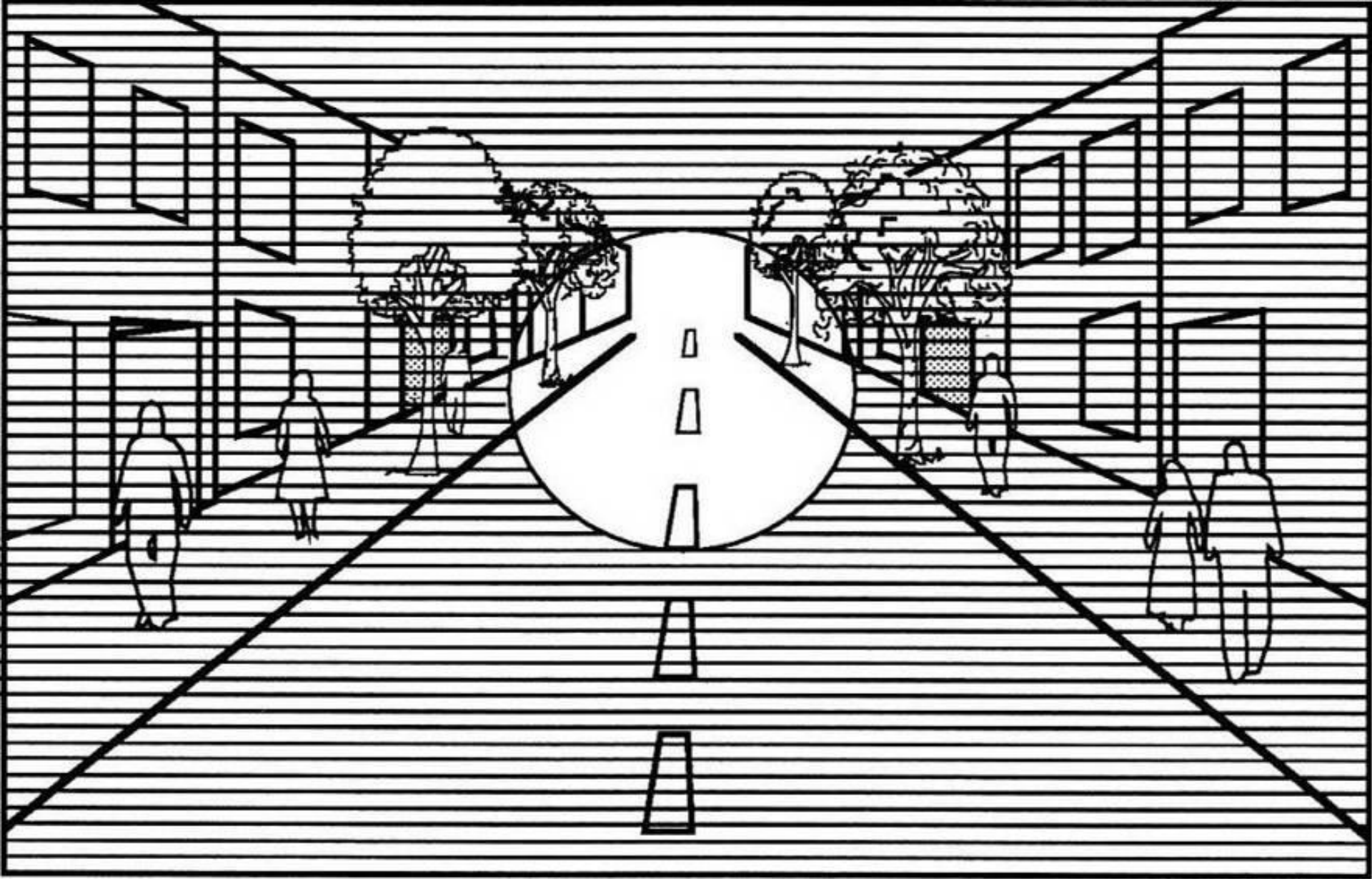
SlowResearch.org - Despacio.org





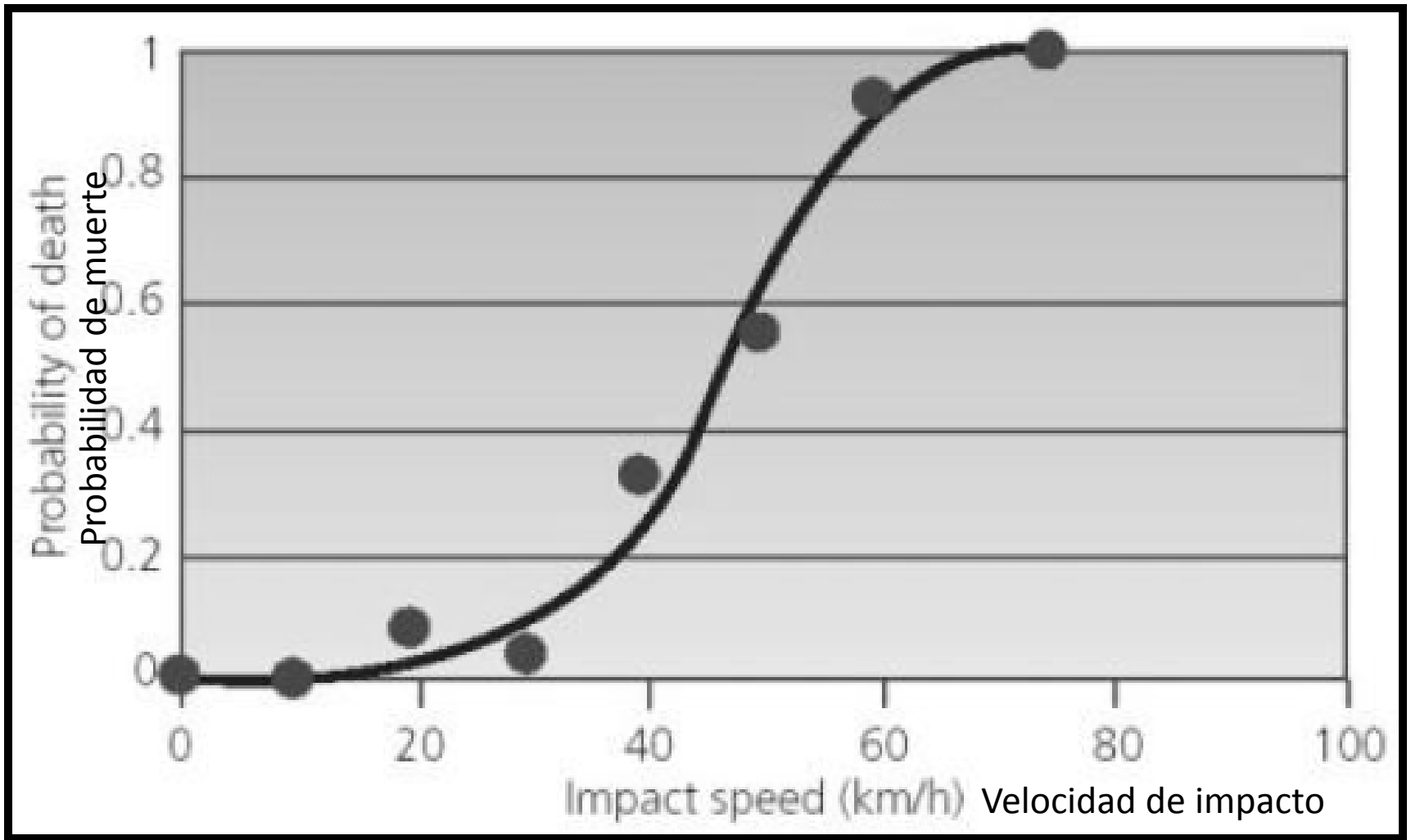
40 KPH

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50 KPH

SlowResearch.org - Despacio.org



Do you see a conflict?
¿Ve ud un conflicto?



http://www.f1-site.com/f1-wallpaper/race-f1-wlp/274-turkey_istanbul_park_circuit_race_formul

Do you see a conflict?
¿Ve ud un conflicto?



Do you see a conflict?
¿Ve ud un conflicto?



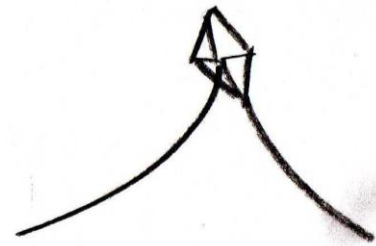
Do you see a conflict?
¿Ve ud un conflicto?



WHY DID YOU SEE THAT CONFLICT?

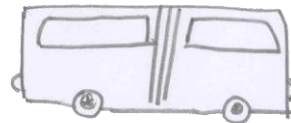
¿POR QUÉ VIO ESE CONFLICTO?

NOW WHAT?
¿Y AHORA QUÉ?



How to arrive at social spaces? ¿Cómo llegar a espacios sociales?

- **Love what? Cars, bicycles, buses, pedestrians... your wife?**
- ¿Amar qué? Automóviles, bicicletas, buses, peatones... su esposa?
- **What widths/spaces?**
- ¿Qué anchos/espacios?
- **With or without people?**
- ¿Con o sin gente?
- **Fast or slow?**
- ¿Rápido o lento?
- **What differences in speeds?**
- ¿Qué diferencias en velocidades?
- **Division/segregation (windows)?**
- ¿División/segregación (ventanas)?



Private/privado

Public / Público

Social

(“Vaya **despacio** y vea nuestra hermosa ciudad, vaya rápido y vea nuestra **cárcel**”)



GO SLOW
AND SEE OUR BEAUTIFUL
CITY
GO FAST AND SEE OUR
JAIL
STATE LAW ENFORCED.