

LookINg AROUND PROJECT

From **apps for tourists** to those for **resident services**. How **living in the city changes** when everything is covered by GPS, within reach of your smartphone



VENICE 2.0

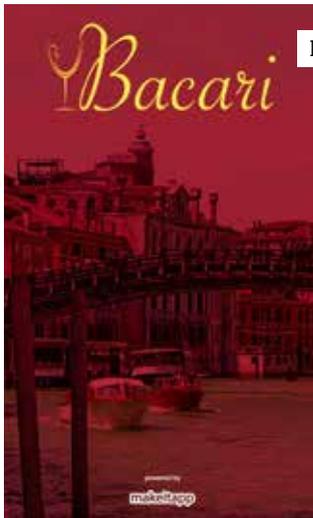


- 1. THE LOUIS VUITTON CITY GUIDE** TO VENICE, ILLUSTRATED WITH PHOTOGRAPHS BY THE GROUP TENDANCE FLOUE, ALSO AVAILABLE AS AN APP.
- 2. THE APP CHEBATEO** LET'S YOU CHECK THE SCHEDULES AND TIMING OF PUBLIC TRANSPORT.
- 3. HI!TIDE** IS AN APP THAT MONITORS TIDE LEVELS AND THE 'HIGH WATER' PHENOMENON. THE COLORS INDICATE ALERT LEVELS, BASED ON DATA SUPPLIED BY CENTRO MAREE VENEZIA.

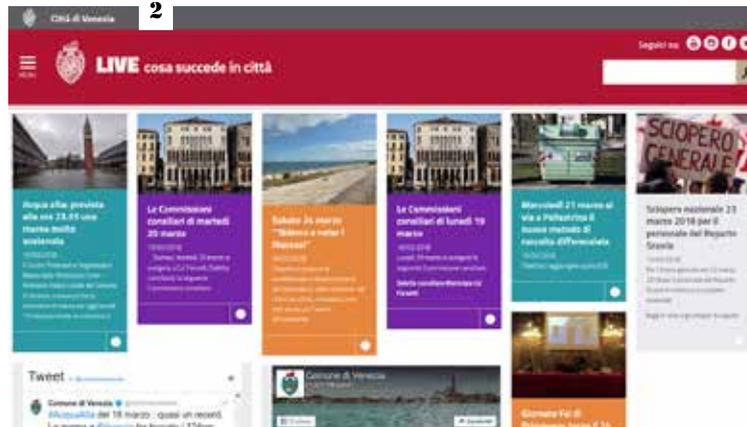
Thanks to smartphones our way of living in the city is rapidly changing. From vehicle sharing to the purchase of tickets and services of different kinds, to immediate information like the timing of public transport: there are more and more apps running on mobile phones to respond to here and now necessities. For a city that thrives on tourism like Venice, these tools not only provide a range of different information and services, but also help you to redesign the use of urban spaces thanks to technologies accessible to all. CheBateo? is an app launched in 2015, through which the public transport service ACTV communicates the schedules of waterbus services. The Venetian programmer Marco Ziliotto first created a platform for personal use, and then in 2016 he made a non-profit app for iOS and Android that has had over 50,000 downloads and about 3500

daily users. Besides waterbus schedules, the services can also offer info on the tides, to avoid the problems caused by the famous 'acqua alta.' Hi!Tide is an app developed since 2013 by Fabio Maran, for iOS, and by Diego Pizzocaro for Android, with a user interface by Rita Petrilli. Featuring simple, inviting graphic design, Hi!Tide provides information in real time on tides, associated with a color code that matches that of Centro Maree Venezia, which provides the data. The app shows the forecast for highs and lows during the present day and the three to follow, the accessibility of the main points of interest in the city and the waterbus docks. To date there have been about 100,000 downloads for the two platforms. Urban services are also the focus of the new website of the City of Venice developed by Venis, winner of the Premio Innovazione Smau 2017. This

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1. **IBACARI** IS AN APP THAT MAPS TYPICAL VENETIAN EATERIES.

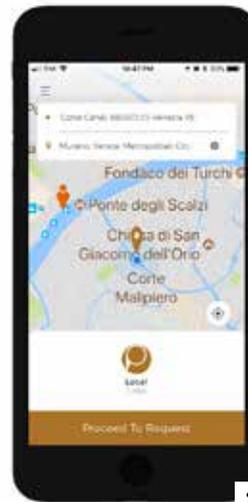
2. THE **WEBSITE OF THE CITY OF VENICE** WAS THE FIRST TO ADOPT THE GUIDELINES OF THE AGENZIA PER L'ITALIA DIGITALE. IT FEATURES AN ALL-NEWS CHANNEL.

3.5. A RECENT RELEASE, THE APP **PRONTOPIA** SETS OUT TO PUT TOURISTS INTO CONTACT WITH 'LOCALS' WHO OFFER SERVICES OF ASSISTANCE AND ORIENTATION.

4. **VENEZIA UNICA** IS THE OFFICIAL SITE FOR TOURISM OF THE CITY OF VENICE. IT OFFERS ONLINE PURCHASE OF THE CITY PASS FOR PUBLIC TRANSPORT AND MUSEUMS.



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Prontopia – The app that gets you there

- 1 OPEN THE APP
- 2 SET YOUR LOCATION
- 3 REQUEST A LOCAL
- 4 A FRIENDLY LOCAL ARRIVES BY FOOT WITHIN MINUTES



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is the first site in Italy to adopt the guidelines of the Agenzia per l'Italia Digitale, offering online access to dozens of services, including the civil registry, payment of fines, enrollment in municipal schools, contract tenders and competitions organized by the public administration. There is also an all-news channel. The site welcomes 18,000 visitors per day, and about 550,000 per month. The official website of the municipality veneziaunica.it, owned by Avm Holding,

is for tourists, making it possible to purchase a city pass that combines access to public transport with a range of cultural offerings. The site is also available in an app version, and offers tourist maps and itineraries, information for the disabled and suggestions for alternative tourism.

For a decidedly typical tour you can use the app iBacari, launched in 2016 by the under-35 startup Harea Digital and developed by Makeitapp, aimed at the city's influx of 30 million annual visitors. The multilingual app covers all the characteristics Venetian eateries and provides theme itineraries. Very demanding globetrotters will appreciate the Louis Vuitton City Guide, also in Italian since 2015 (published by L'ippocampo) and available as apps. The Venice guide is edited by Oscar

and Philippe Duboy and Julien Guerrier, and offers unusual vantage points and suggestions far from the madding tourist crowd, like the itinerary on Isola della Certosa illustrated by the Venetian and American's Cup yachtsman Alberto Sonino. Finally, we should mention a publication that makes tourists and residents meet. Available starting in May 2018, Prontopia is a service that helps people to get their bearings in the maze of narrow streets, and to receive suggestions directly from the 'locals.' The name is a contraction of 'pronto' (which means 'ready') and 'utopia,' namely that of a better city and more sustainable tourism. The idea comes from the two American co-founders Shannon Kenny and Davis Brimer, who have decided to start in Venice, but plan to replicate the project in other cities in the future. ■
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