



# Preview

## Information as a (public) service

International  
Institute for  
Information  
Design

**IIID**

IIID Traffic & Transport Forum 2017  
23-24 November 2017, Linz, Austria

# IIID Traffic & Transport Forum 2017

## Welcome to the IIID Traffic & Transport Forum 2017

The Traffic & Transport Forum 2017 is the 8th in a series of IIID events since 2006.

It serves the shared interests of planners, designers, researchers, suppliers, users, transport authorities and others in the field.

In 2017 our content partner for the Forum is UITP (Union Internationale des Transports Publics), the International Association of Public Transport. UITP is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.

## Information as a (public) service

Ever more public and private players are involved in providing mobility services and information. The design of manageable and understandable information environments is a major challenge – for providers as well as users:

- Who owns information (design) for mobility: designers, communities, transport authorities, data sources?
- Does standardisation also mean loss of community identity?
- Who moderates/advocates design qualities in the public interest?
- What are future information needs and technologies for mobility?

## The programme

The IIID Traffic & Transport Forum has a track record of high level presentations and interaction among experts from around the world. Our programme committee represents this global appeal and the core competences relevant to this year's topic.

## Participants

We expect participation of experts from within and outside the global IIID and UITP communities in the fields of

- wayfinding, communication, visualisation,
- data management,
- transport planning and architecture,
- transport service design,
- or in the public sector from transport authorities and communities.

## Publication(s)

We will document the conference with a proceedings book printed for participants and published on the IIID website.

Something to browse and enjoy, to convey the energy and atmosphere of the event, to portrait the delegates and organisations who contributed to the success of the Traffic & Transport Forum 2017.

[ttf.iiid.net](http://ttf.iiid.net)

# Information as a (public) service

## Speakers, the lineup so far

### Keynote: Matthew Clark

Intelligent Mobility, Steer Davies Gleave

### Giuseppe Attoma

attoma, Paris, France; *The end of the consistency myth*

### Paul Clemens Bart and Marvin Bratke

Founders of BART//BRATKE, Germany,UK; *Update//Accelerate – Enabling for Resilient Architectures*

### Stefan Blachfellner

Bertalanffy Center for the Study of Systems Science (BCSSS), Vienna, Austria; *Systemic Design for Future Mobility and Transport. Too complex to handle?*

### Veronika Egger and Lisa Ehrenstrasser

i-design and iDr-design, Austria; *The fourth dimension of walking the city*

### Tomoya Kamijo

i-design, Japan; *Kansai Explorer: Research and study of information signs for foreign visitors in Japan*

### Myles Miller

Lead Up.biz, Pennsylvania, USA; *Standardize or customize – can there be an acceptable balance that leads to success for all?*

### Christian Nordstrom

Ruter, Oslo, Norway; *Ruter's pictograms for the nation*

### Gerhard Nussbaum and Pranz Pühretmair

KI-I, Linz, Austria; *A holistic approach to accessible information systems*

### Tony Pearce

T-Kartor, Sweden; *How to standardise public transport and wayfinding information while offering a strong design brand and local identity*

### Mandar Rane

Industrial Design Centre, Indian Institute of Technology Bombay, and Samsung R&D Institute, Bangalore, India; *Asking for travel information versus using the Mumbai Rail map*

### Shalini Sahoo

Royal College of Art, London, UK; *Harmonising Human Material Interaction (hHMI) within interiors of Public Transportation*

### Markus Schroepel

University of Applied Sciences, Cologne, Germany; *Guidance designed with everyone in mind*

### Helmut Schrom-Feiertag

Austrian Institute of Technology, Mobility Systems, Austria; *VR-Planning: Improving Participation in Planning Processes Through the Use of Augmented and Virtual Reality*

### Doris Wiederwald

AustriaTech, Austrian Federal Ministry for Transport, Innovation and Technology

# Traffic & Transport Forum 2017

## Venue

Linz may look like a surprising choice for hosting the conference, on closer inspection it is a perfect location. Linz was European Capital of Culture 2009, and has been named Unesco City of Media Arts. It is industrial heartland with a vibrant contemporary cultural scene.

The SkyLoft in the Ars Electronica Center in Linz provides an ideal venue for the Traffic & Transport Forum overlooking the river Danube and the city of Linz.

We will integrate some of the attractions of the Ars Electronica Center and its Future Lab into the conference, such as the virtual environment of **Deep Space** and the interactive exhibit **GeoCity**.

[www.iiid.net](http://www.iiid.net)

[tf.iiid.net](http://tf.iiid.net)

[www.uitp.org](http://www.uitp.org)

[www.aec.at](http://www.aec.at)

[www.linz.at](http://www.linz.at)

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