



# RICHARD PLUNZ

## Toward a Public Space Social Media Interface



## Benvenuto Lectures

**Aula 5H**

**Dipartimento Architettura e Design\_Scuola Politecnica  
Università degli Studi di Genova  
Stradone S. Agostino, 37 Genova**

**Benvenuto Lectures 2010/11/12/13/14/15/16**

Carlo Olmo\_Ramon Prat\_Francis Solaer  
Giorgio Grassi\_Rudy Ricciotti  
Alberto Ferlenga\_Dominique Alba  
Alberto Clementi\_Bernardo Secchi  
Eduard Bru\_Richard Burdett  
Werner Oechslin\_Mario Botta  
Benedetta Tagliabue\_Marco Dezzi Bardeschi  
Per Olaf Field\_Mario Kaiser\_Francesco Moschini  
Massimiliano Fuksas\_Paolo Portoghesi  
Roberto de Rubertis\_Ruggero Pierantoni  
Guilherme Lassance\_Serge Latouche  
Anna Steiner\_Ko Sliegers  
David - Dave - Daniels\_Martin Foesleitner  
Giuseppe Attoma\_Pepe\_Joseph Grima  
Areti Markopoulou\_Thomas Auer  
Adolfo Natalini\_Carles Llop Torné  
Tullia Iori\_Sergio Poretti\_Mario Avagnina  
Margherita Guccione\_Davide Rapp  
Michele De Lucchi\_Daniel Naegele

The social media revolution is producing a new generation of urban design and planning tools that can augment reading of urban public space and management of next generation distributed urban infrastructure. Deployment of social data analytics has the potential for real-time understanding of the occupation characteristics of public space; from real-time configurations of occupation densities to detailed understanding of diverse cognitive factors related to the users. The outcome is new predictive modeling that is more robust than any of the normative techniques now in common practice. Two case studies for New York City will be examined: an app and web-based platform for managing new storm water infrastructure, and a crowd sourced platform for defining public space usage through Twitter-based sentiment analytics. Both are in development at the Earth Institute Urban Design Lab at Columbia University.

**Richard Plunz.** He is Professor of Architecture and Earth Institute Professor at Columbia University. He is founding Director of the Earth Institute's Urban Design Lab since 2005. He has served as Chair of the Division of Architecture at Columbia and until 2015 he was Director of Columbia's post-professional Urban Design Program. He holds professional and post-professional degrees in engineering, architecture and urbanism from Rensselaer Polytechnic Institute.

Plunz is recognized for his broad range of research on architecture and urbanism in the United States and abroad, with support including the Rockefeller and Ford Foundations, The Aga Khan Program for Islamic Architecture, the National Endowment for the Arts and New York State Council on the Arts, the National Endowment for the Humanities, the J. M. Kaplan Fund, and the National Science Foundation.

He received the Andrew J. Thomas Award from the American Institute of Architects for his work in housing. He has mentored several generations of students at Columbia and elsewhere, and enjoys a dedicated following for his lectures and writing. Among his books are *Housing Form and Public Policy in the United States* (1980); *Design and the Public Good. Selected Writings, 1930-1980*, by Serge Chermayeff (1982); *Two Adirondack Hamlets in History. Keene and Keene Valley*. (1999); *The Urban Lifeworld* (2001); *After Shopping* (2003); *Urban Climate Change Crossroads* (2010); *A History of Housing in New York City* (1990, revised 2016); *City Riffs: Urbanism, Ecology, Place* (2017, forthcoming).

Iscrizione per accreditamento CFP  
Fondazione Ordine degli Architetti PPC della  
Provincia di Genova:  
online all'indirizzo  
ecosystemics@arch.unige.it

# mercoledì 15 marzo 2017 ore 17.00