

Perspective!

Vision for Future Consumption

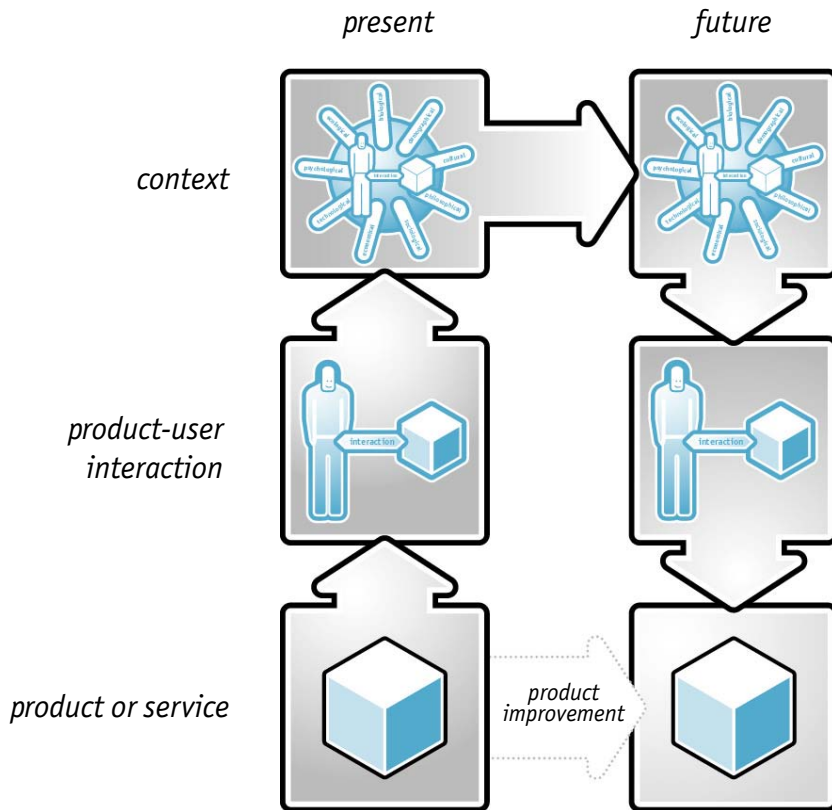
Transformation of urbanization and the era of smart cities

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Product preoccupation: Smart city is seen as futuristic ideal, where the (efficient) use of energy is seen in isolation, as a goal in itself

Reframing: appropriate relationships are the key aspect for meaningful services/products in the future



1. prediction of a future world expressed in a theoretical framework
2. statement: what to accomplish with people in this future world
3. designing products and services that realize the goal set in the statement

