
Digital-Cultural Ecology and the Medium-Sized City

2016

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Abstract Submission Form

1. Paper / Proposal Title: The Digital Economy and Lifestyle in Emerging Generations and an Analysis of the Impact on the Urban Fabric.

2. Format: Verbal presentation with slides/written paper.

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5. University or Company Affiliation: Visiting professor of Urban Design, University of Strathclyde; director, ADAM Urbanism

6. Abstract (300 words):

All cities evolve out of existing physical and cultural structures. As digital communication has an increasing impact on work and habitation significant changes are emerging. Conventional retailing is in crisis and demand for big-box, branded electronics and white goods retail outlets is contracting. Home-working is transforming residential areas and creating informal mixed-use districts. A greater understanding of emerging trends is essential to develop a meaningful response to changes in both city centres and residential districts.

Alongside and influenced by developments in digital communication, lifestyles in the key 18-34 age cohort are changing. This is creating new demands for homes, leisure and work and, according to current evidence, is reversing 20th century urban flight. High housing prices and living conditions in first-tier cities, the ability to work flexibly in location and task, and improved public transport are likely to deliver a major stimulus to medium-sized cities.

Drawing on up-to-date research recently published as 'Tomorrow's Home', <http://www.adamurbanism.com/download-tomorrows-home-summary.htm>, this paper

will explore the latest findings on the social trends of the 18-34 age cohort and chart the impact on working patterns, the sharing economy, home life, commuting, transport and the increase in city living - all to a significant extent driven by the digital economy.

This material will be supported by a digital analysis with Place Logic, <http://www.placelogic.org.uk/>, of the physical urban structure through movement patterns related to changing use. Studies of changing retail patterns of small towns reveals an underlying urban structure and how it can be modified to enhance city centre living while responding to changing retail and work patterns.

This paper will draw together the realities of current digitally-driven changes in patterns of living and, with the use of the latest systems analysis, test out the ways which existing city structures can adapt to new demands.

7. Author(s) Biography (200 words each):

Robert Adam is a director and founder of ADAM Urbanism and has worked as an architect and urban designer for 40 years. His firm has several major new masterplanning projects under way and has pioneered contextual urbanism and the latest developments in design coding. He has won numerous awards for masterplanning, including Planning magazine, Planning Application of the Year, and two awards from the Congress for the New Urbanism in the USA. He has been widely published in academic journals, the professional and national press and has published four books, most recently on The Globalisation of Modern Architecture and Urban Design. He is a visiting professor in urban design at the University of Strathclyde and has lectured in the UK and abroad, including the USA, China, Iran, Israel and Brazil. He was an elected councillor of the RIBA and Honorary Secretary for two years, was a founder of the Academy of Urbanism and the Council for European Urbanism, served on CABE for two years and is currently a CABE Building Environment Expert and is a Fellow of the Royal Society of Arts.



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