

HELLO

LAMP POST

Hello Lamp Post bring cities to life.

Inviting people to playfully interact with their built environment, whilst collecting data and insights to better inform the development and planning of cities of the future.

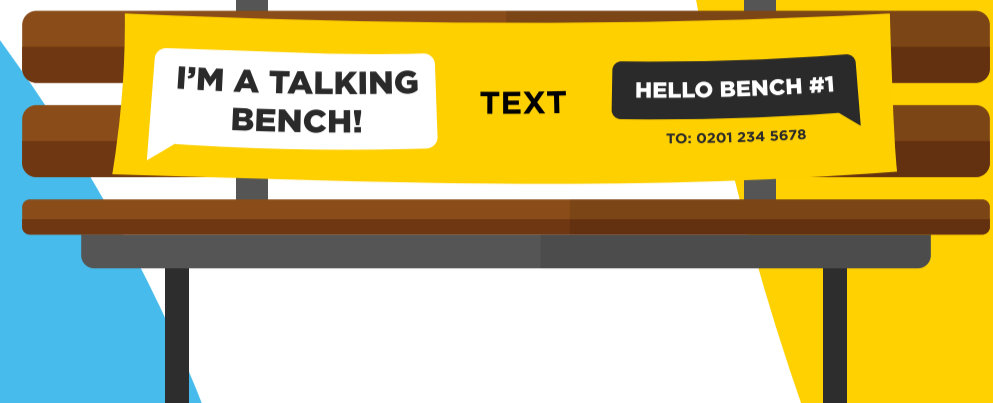
Hello Bench #1

Good evening. What a nice, warm day! Great seeing you again, thanks for coming back! Can I ask - if you were Mayor a the day, what would you do?

I'd bring a tram network into place! I think trams would be great around here again!

That's cool. Someone told a friend nearby "I'd make more places to relax in at train stations". If you could improve the area around me, what would you add?

Faster wifi.



HOW IT WORKS

CITIZENS SEE SIGNAGE

1.

Signs next to objects catch people's attention.

SAY HELLO

2.

To start a conversation the user texts "Hello Bus Stop #123" on SMS, WhatsApp or Facebook Messenger.

SHARE & LEARN

3.

Citizens share their views and learn about key topics in their city.

KEEP TALKING

4.

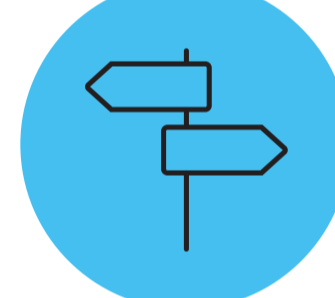
All street furniture has a physical reference code already assigned to it. Citizens are encouraged to awaken any other object.



USE CASES



Community Engagement



Placemaking & Way-finding

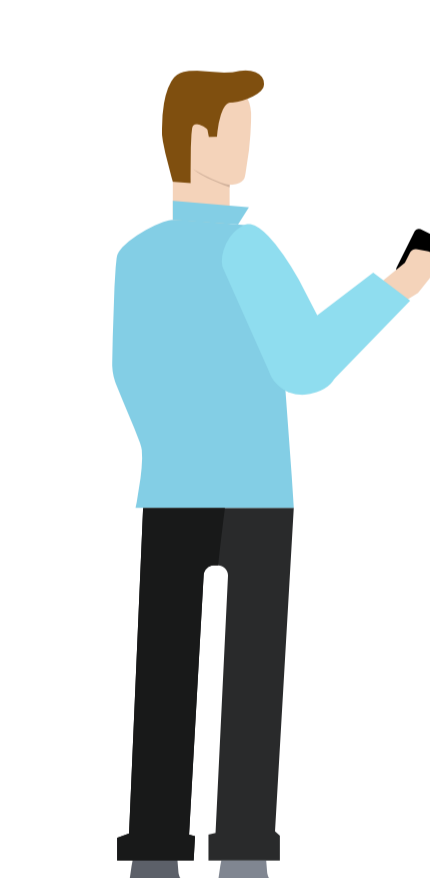


Public Consultation



Tourism & Cultural Storytelling

EXAMPLE THEMES



CLIENTS INCLUDE



SOUTHWARK COUNCIL



UNIVERSITY OF BRITISH COLUMBIA



INTU SHOPPING CENTRES



Belfast City Council



CITY OF INDEPENDENCE



MESA ARTS CENTRE

OUTPUT

- Citizen-centric insights reports.
- Well-informed decision making.
- Connected & empowered communities.

HELLO LAMP POST

2020

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