Tracks of Experience
Curated Routes in Space

PhD Researcher: Maximi Papathanasiou
Promotor: Prof. Dr. Pieter Uyttenhove
maximi.papathanasiou@ugent.be
pieter.uyttenhove@ugent.be

WHY

Today a large number of sites in Flanders represent ‘throw-away’ landscapes. So far suburban and sprawl areas, horizontal metropolises and ‘nebulous cities’, are areas of transitions that rarely become visit destinations themselves. The apprehension and sustainable development of this landscape is one of the greatest challenges of our times for urban planners and designers.

Globalization and the rise of a mobile global middle class changed the profiles of travelers. Contemporary travelers seek to routes away from the ‘tourist bubbles’ that offer a sense of belonging in a place.

WHAT

A new type of visiting tracks relates the ‘throw-away’ landscape of Flanders to the expectations of contemporary travelers. The idea derives from the combination of PET applications (Personalized Electronic Tourist Guide) & Curated museum guides.

We correlate data from the landscape (coordinates, infrastructure, geography, cultural & historical narrations) and the visitor’s preferences to generate a curated route. In the curated route the traveller can find his personal Points of Interest (PoIs) tied on a track with interesting storyline and scenographic value.

We reconstruct the way people visit (walk and perceive) a landscape. By doing so we alter the landscape’s state from static to dynamic. It is the dynamic that directs the ones that attract interest for development.

HOW

Three sequential steps are required to develop a curated (context awareness) route.

I. Content Selection
A list of PoIs (Points of Interest) is developed in the proximity of the departure/arrival points. The profile of the user is edited.

II. Curation & Route Generation
The hard data of the landscape and the user’s preferences are loaded. Here the user selects the ‘chronotope’ filters that express better his mood and interests. The term ‘chronotope’ emphasizes that each landscape contains charges. The charges of landscape are tangible (patina, array of structural components) and intangible (cartographic grids or reminiscences).

III. Adaptation
The user can change the generated route by removing visiting points, selecting different filters or altering departure and arrival points.

Each ‘chronotope’ filter generates a different narration of a landscape.

dramatic track (important historical events, emotions)
idiyllic track (romantic, wellness, happy end)
postmodern track (electric, without a real beginning or end)
memory track (heroic events, consciousness, respect)

1. Department of Architecture and Urban Planning, Faculty of Engineering and Architecture, Ghent University
2. Head of Department of Architecture and Urban Planning, Faculty of Engineering and Architecture, Ghent University

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