



MUNDO 4.0

SMART CITY

REGRESO A LA ESCALA

HUMANA



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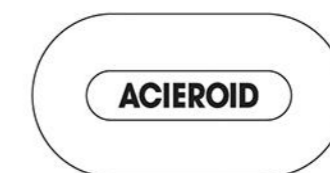
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**Tecnología cívica para los desafíos urbanos**

**Roca Barcelona Gallery**

 RocaBarcelonaGallery

 @rocabarcelonagallery



**Roca**

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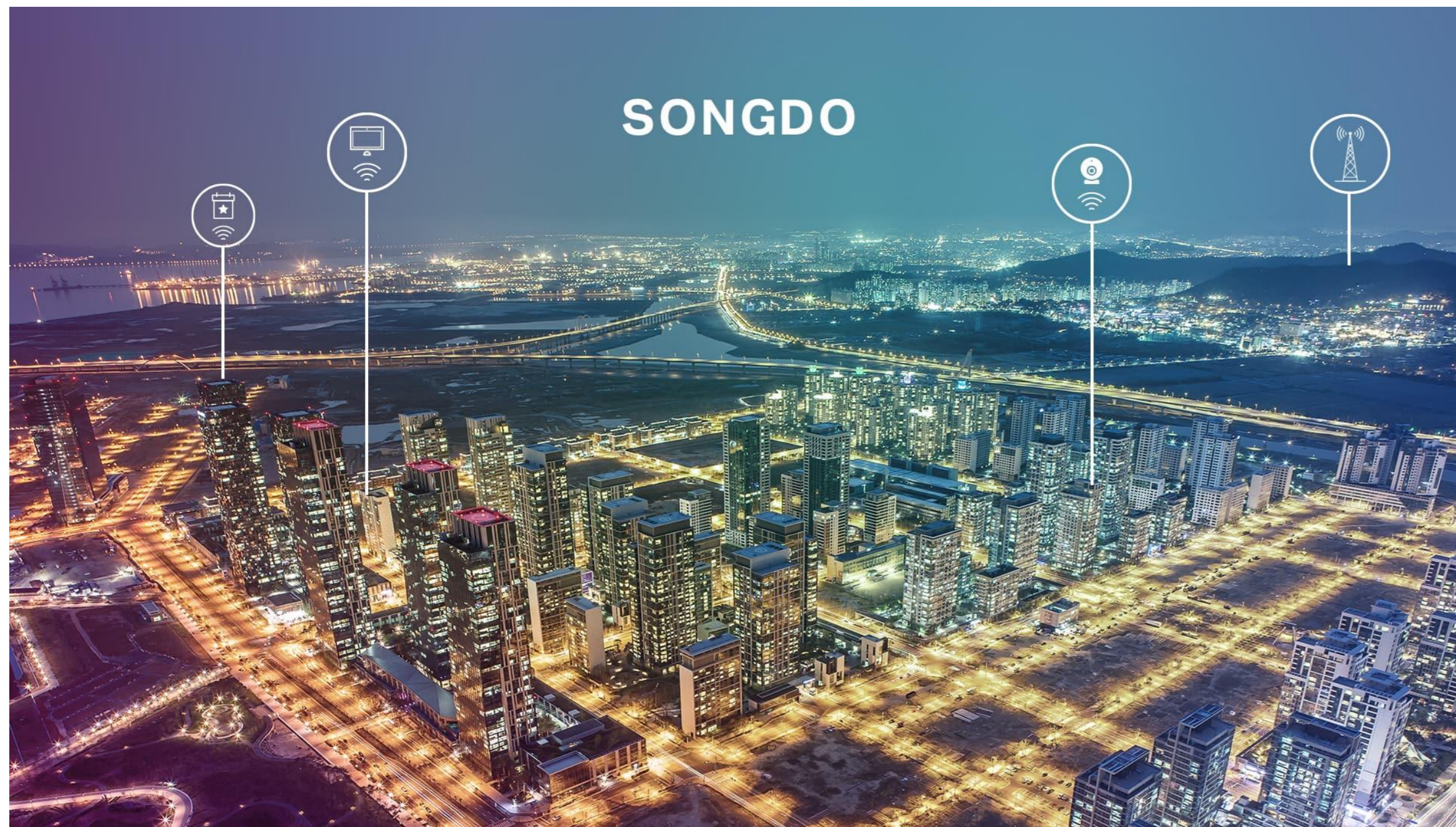
¿Cuál es el papel de la tecnología en el futuro de las ciudades?



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## When Smart Cities are Stupid

article by Rachel Keeton

A few years ago, when 'smart cities' starting dominating the landscape of urban trends, it seemed like a pretty exciting model. Technology integrated into every aspect of daily life! A more convenient, comfortable urban experience for everyone! Right?

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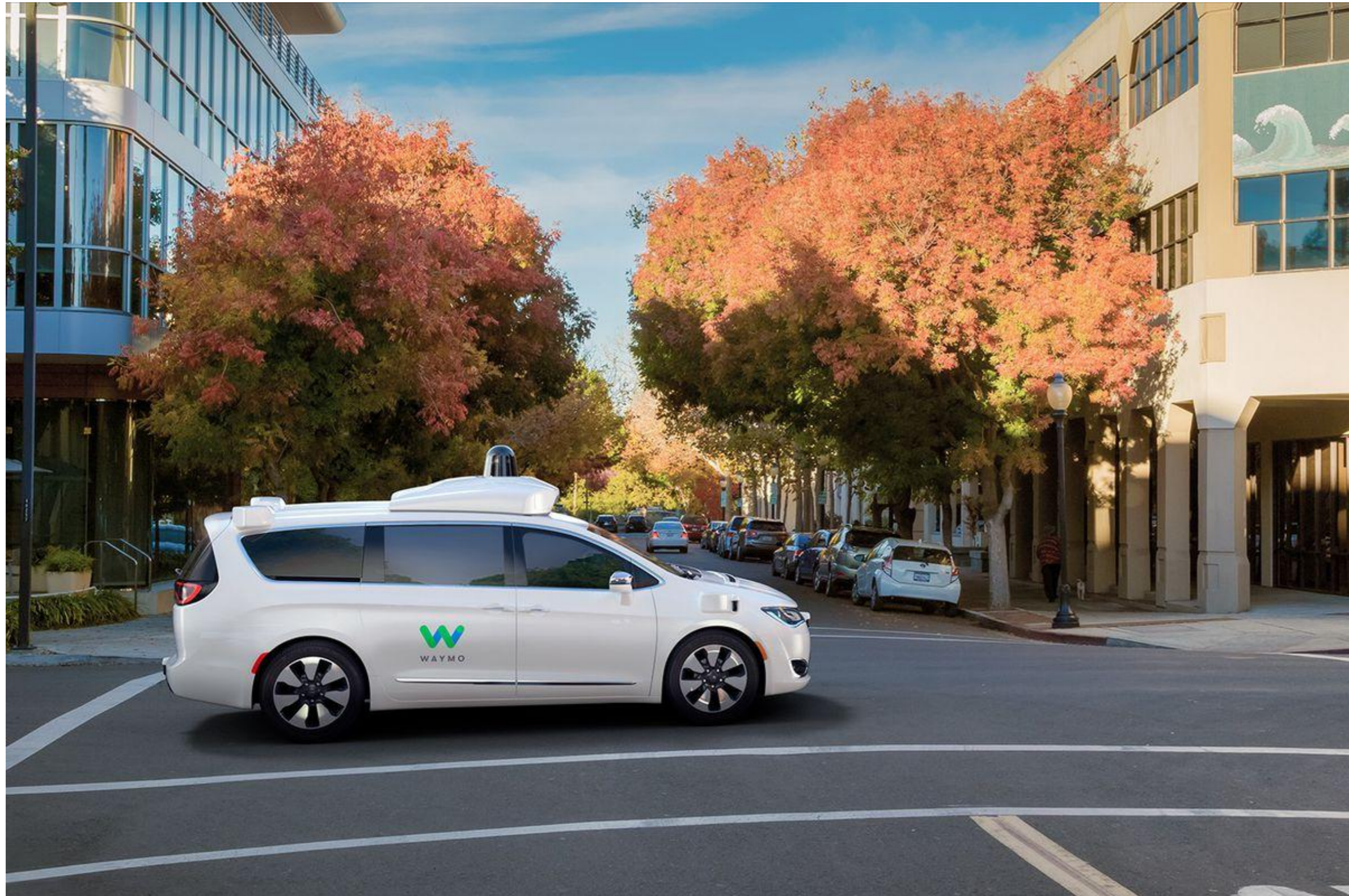


**TheUpshot**

DREAM CITY?

*Google's Founders Wanted to Shape a City. Toronto Is Their Chance.*

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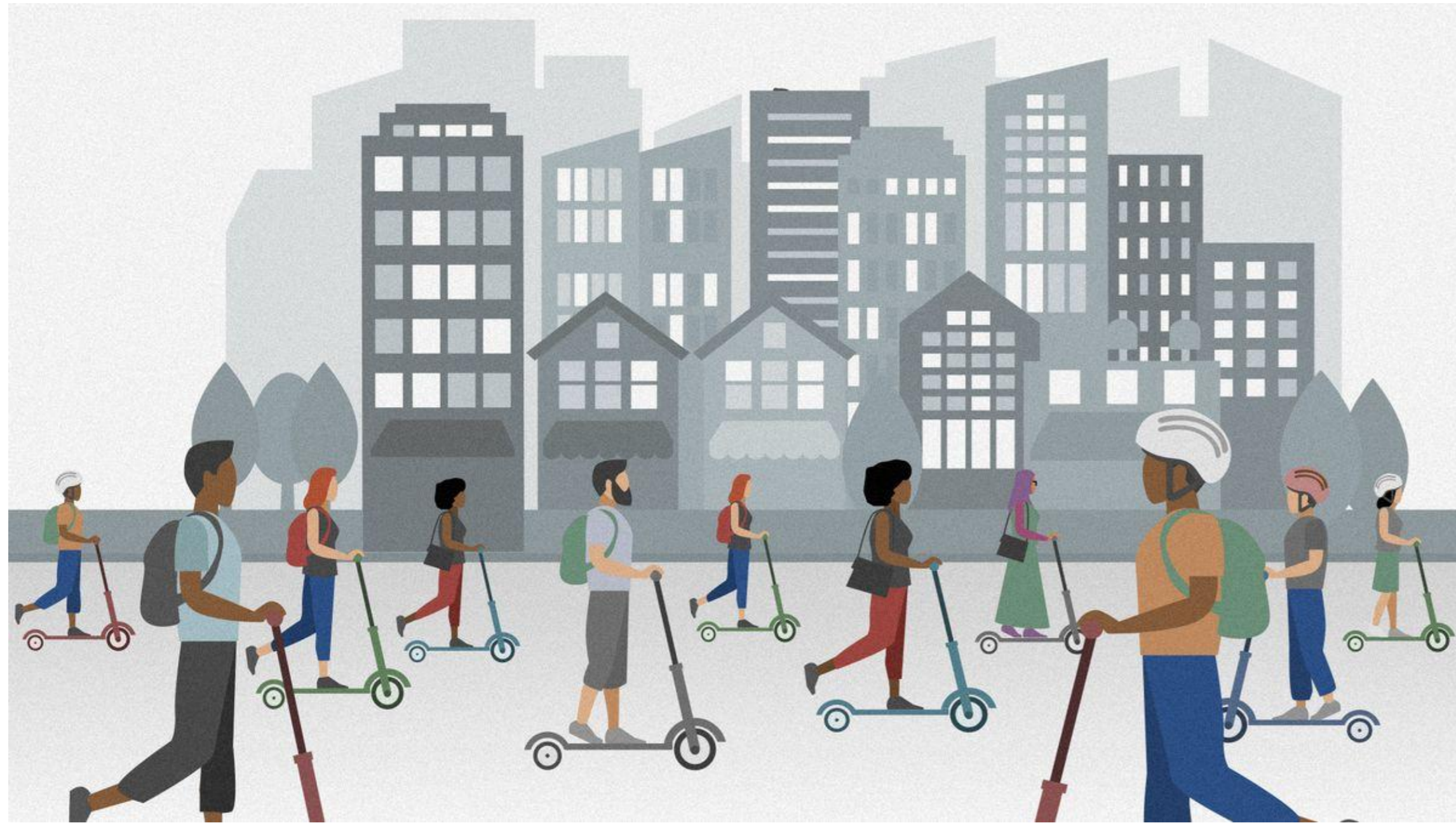
Home / Urban Mobility

## What impact will autonomous vehicles have on cities?

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Self-Driving Cars Are Out.  
Micromobility Is In.

Bikes and scooters can transform cities in a way autonomous vehicles never could

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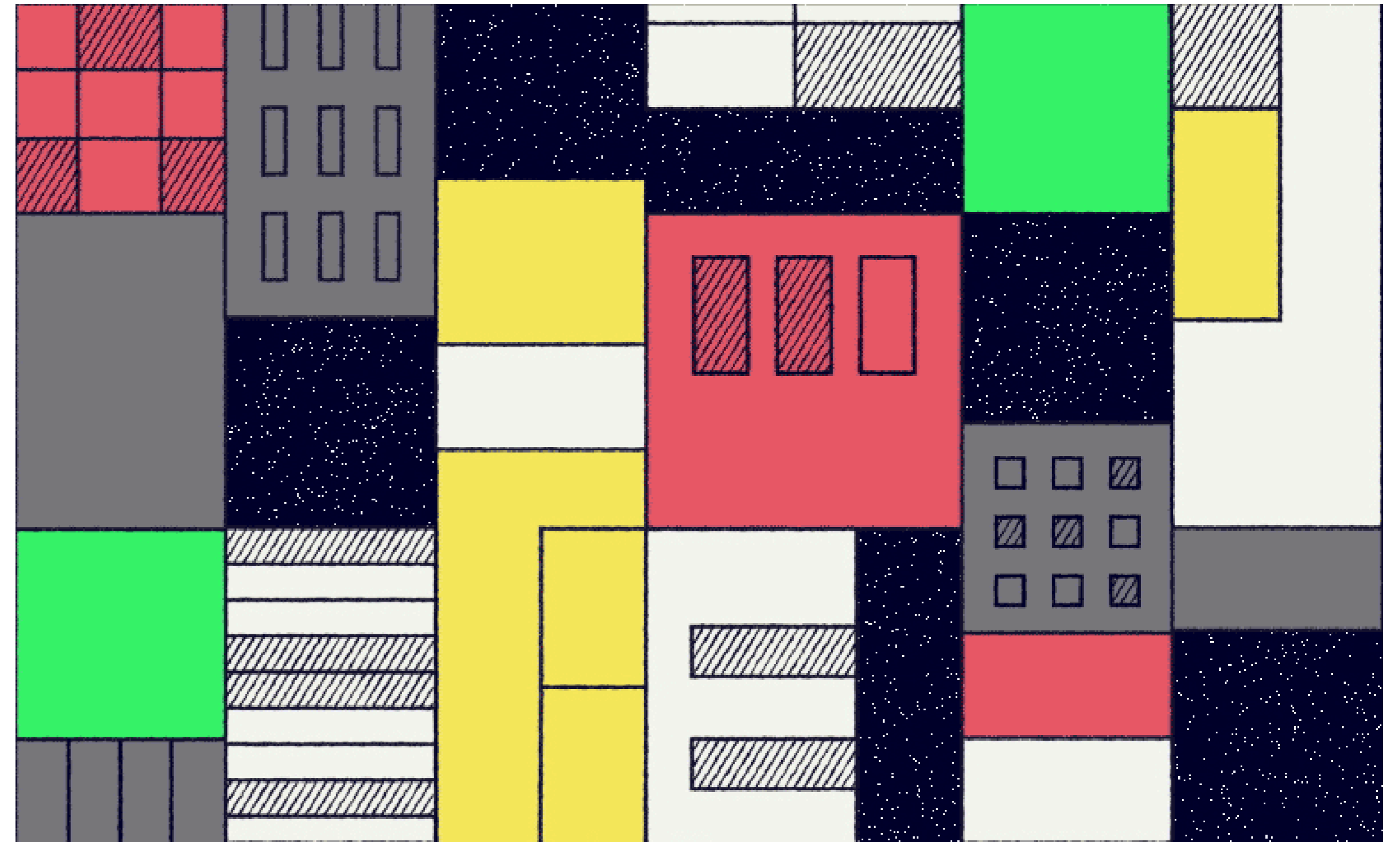
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**TheUpshot**

*Why Technology Hasn't  
Fixed the Housing Crisis*

A lot of start-ups have promising ideas, but the fundamental problem of affordability seems beyond their reach.





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The New York Times

*Amazon Pulls Out of Planned  
New York City Headquarters*



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CONTRA LA ESPECULACIÓN

## El barrio de Berlín que ha vencido a Google

Tras dos años de protestas, el gigante tecnológico abandona su idea de crear un campus en Kreuzberg, golpeado por la gentrificación y el encarecimiento del alquiler



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Data

## Barcelona is leading the fightback against smart city surveillance

"Now we have a big contract with Vodafone, and every month Vodafone has to give machine readable data to city hall. Before, that didn't happen. They just took all the data and used it for their own benefit"

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*“People and social interaction,  
not technology,  
is the key to the future of cities.”*

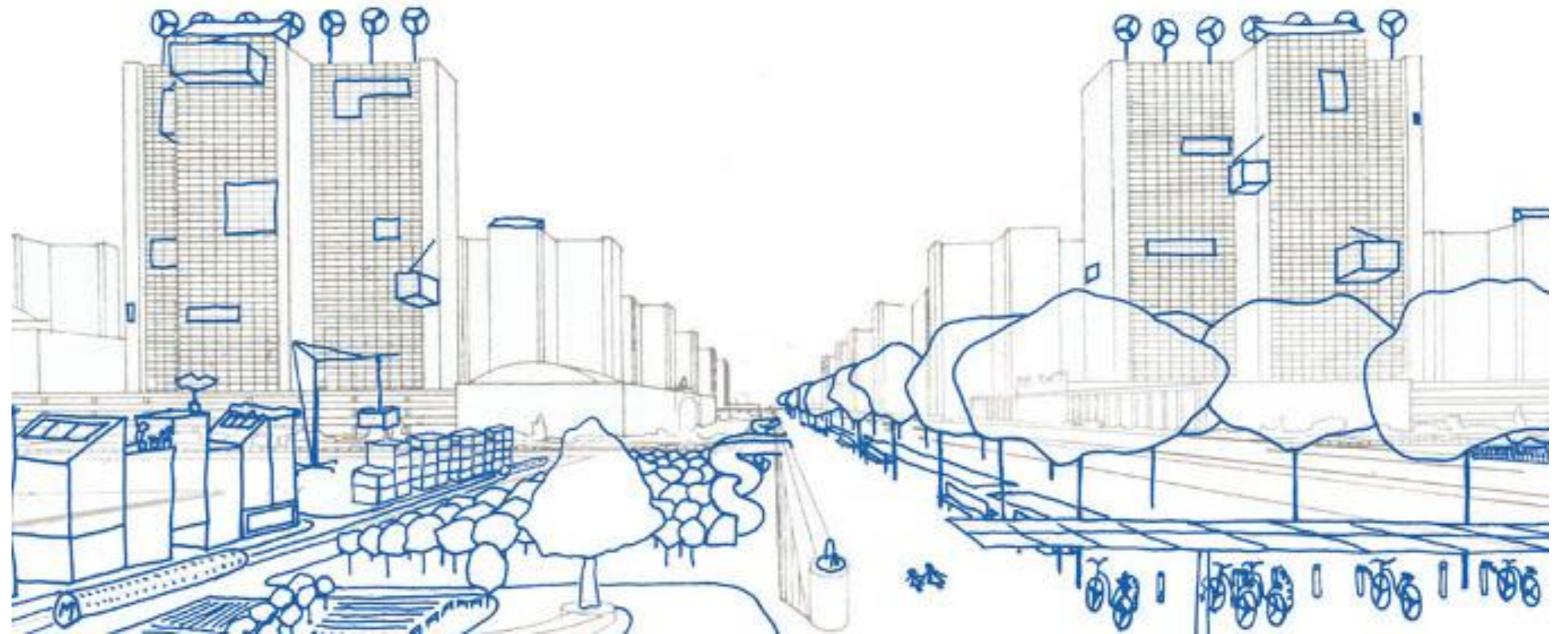
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**Hacia nueva**

**Agenda Urbana**



A person is sitting on a sidewalk, surrounded by colorful chalk drawings of geometric shapes and patterns. The scene is captured from an overhead perspective.

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# 1. Desigualdad y segregación urbana

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## 2. Acceso a la vivienda

A person is sitting on a sidewalk, drawing with chalk. The sidewalk has various geometric shapes and lines drawn on it in pink and green. The person is wearing a red top and dark shoes.

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# 3. Sostenibilidad y cambio climático





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# 4. Soberanía alimentaria

A person is sitting on a sidewalk, surrounded by colorful chalk drawings of geometric shapes and patterns. The scene is captured from an overhead perspective.

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# 5. Acceso a agua potable

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## 6. Boom demográfico

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# 7. Envejecimiento población

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## 8. Multimovilidad



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# 9. Digitalización de la economía

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## 10. Co-gestión urbana

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