**BOGOTA**

Departamento Administrativo de la
**Defensoría del Espacio Público**

**ALCALDÍA MAYOR
DE BOGOTÁ D.C.**
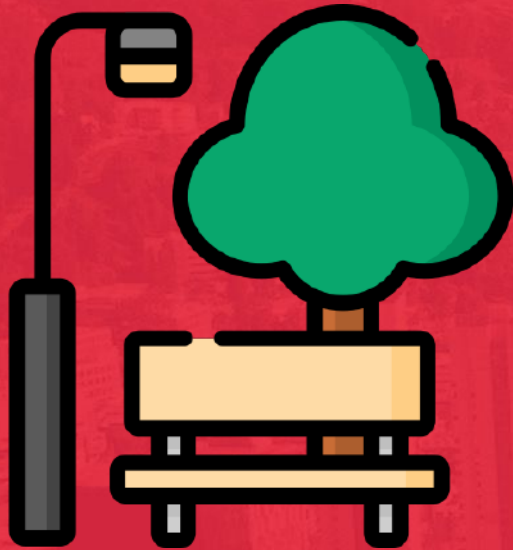
1. **CYBERCITY**

   *Some edges of the debate*

2. **NEITHER DYSTOPIA NOR UTOPIA:**

   *Adaptation*

3. **THE CHALLENGE IN THE DIGITAL SPACE:**

   *Bogotá examples*

Pretty Street - Bogotá center

# CYBERCITY:
## *Some edges of the debate*

Is the digital age a threat to social life and citizen mobilization in cities?

✱ The Digital 2022 annual report revealed that more than 58% of people around the world use platforms such as Facebook, TikTok, Instagram and WhatsApp among others.

✱ Revolution after technological revolution in history (agriculture, aqueducts, electricity) the city has transformed its social dynamics.

* A vision of the development of the city was given in a trend of technophiles, under the premise that technological development would allow the solution of the problems of the industrial city.

Mitchell's technophile theory proposes that since many of the economic, social and cultural activities that previously took place in the city now take place in cyberspace, it is now necessary to reformulate both urban planning and urban design.

* Another vision of cities took shape, with a technophobic perspective, critical of the wild developmentalism of capitalism, where the new technological insertion generated a hyper-individualization of society. This perspective had great diffusion in cultural consumption since cyberpunk.
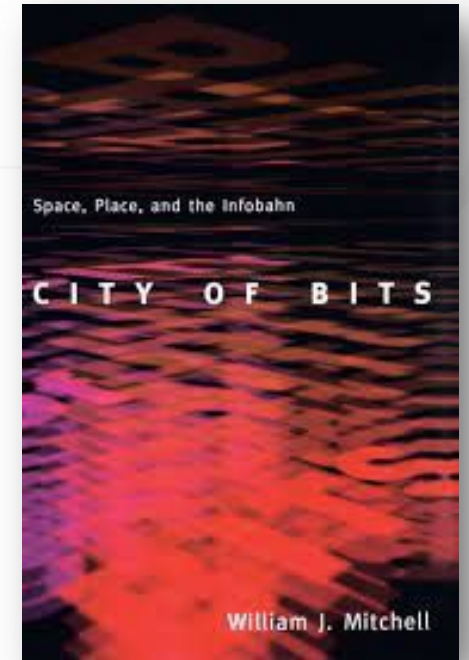


*Scene V for Vendetta: Spy vans listening in on everyone citizens*

Pink zone - Bogotá

# NEITHER DYSTOPIA NOR UTOPIA
## *Adaptation*

**First reflection:** What are the main places in the public space of the city?



**PLACE TO BE**
*(Permanence)*

▶ It is associated with the public space of enjoyment (parks, squares, small squares and green areas).



**CONNECT**
*(Mobility)*

▶ It is related to public spaces for mobility and the infrastructure required for the integration of the city.
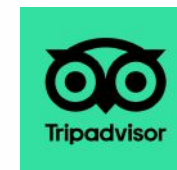
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BOGOTÁ

93 Street park - Bogotá

**Second reflection:** Examples of platforms and their relationship with public space

**PLACE TO BE**
*(Permanence)* ▶ Tripadvisor · civico · BOGOTÁDC.TRAVEL

**CONNECT**
*(Mobility)* ▶ Google Maps · waze · tembici

# **Third reflection:** The social construction of the city in the digital age

✳ The public space is the meeting place and the symbolic creation of the city.

✳ The edge of the city experience expands to social media. Public spaces are cultural consumption goods that we physically and digitally inhabit.

✳ Aesthetic cultural consumption, linked to access, use and consumption of ICT techno-cultural devices. These are practices that would be associated with strong tendencies to commodify their spatial experiences based on transmedia narratives and the hypercommunication.

Service Center Square
University of the Andes

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Virgilio Barco public library - Bogotá

# THE CHALLENGE IN THE DIGITAL SPACE:
## *Bogotá examples*

The State must generate the conditions for meeting, debate, use and enjoyment of public space, enhancing the possibilities of the digital age for this purpose.

The examples that we are going to present are directly related to the categories of analysis of the public space presented above; place to be, connected and The social construction of the city.

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**PLACE TO BE**
*(Permanence)*

▶ **BOGOTÁDC.TRAVEL**

Consult the events offered by the city and its entire monthly agenda. - Schedule personalized routes and tours or take some suggested tours offered by the city.

Geographic portal and space with the public spaces of Bogotá and the dashboard of public space indicators.

*Batería de indicadores | Visor del Espacio Público (dadep.gov.co)*

**CONNECT**
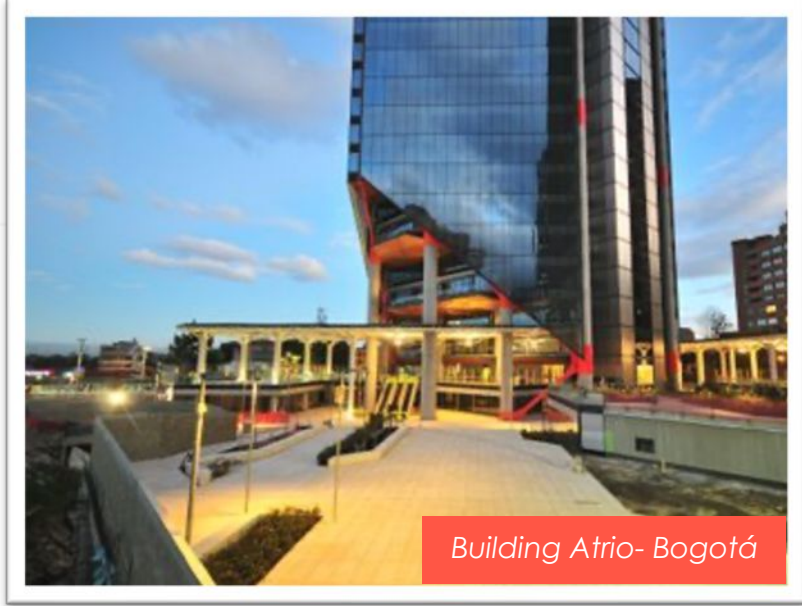*(Mobility)*

▶ **tembici**

Public bicycle rental in Bogotá.

**TransMiApp**
App Store · Google Play

Application to guide the use of public transport in Bogotá.

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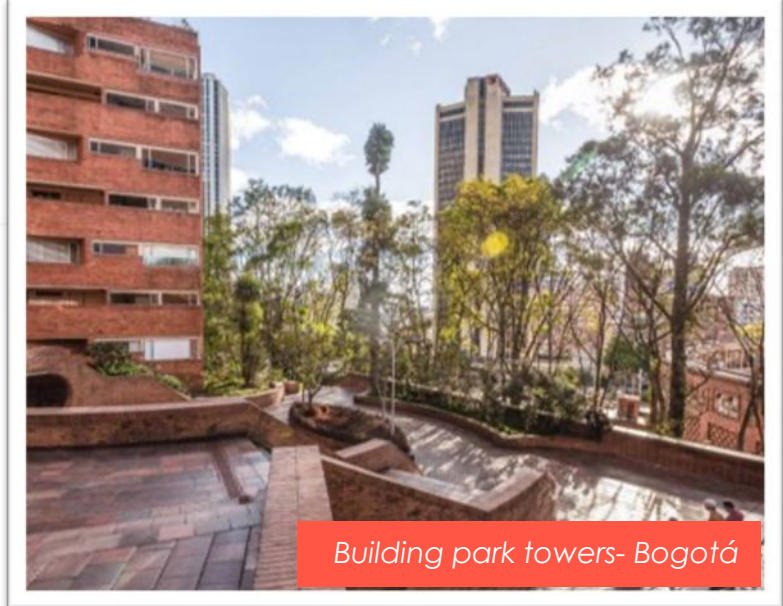
Corferias - Bogotá


Building Atrio- Bogotá


Building park towers- Bogotá

**SOCIAL CONSTRUCTION**

Official Instagram account of the Bogota Public Space Ombudsman. Content aimed at knowing the experience of the public space of the city.

Virtual agent that will facilitate access to services, citizen participation campaigns and voting on projects and participatory budgets.

Story maps: Virtual tour of Pasquilla, a rural area of Bogotá, with the experience of rural public space.

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