

De los Juegos Olímpicos A los Juegos Urbanos

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Los XIX Juegos Olímpicos de Invierno, celebrados en Salt Lake City (Utah, Estados Unidos) en 2002, se recuerdan especialmente por su capacidad para lograr un elevado nivel de implicación ciudadana, sobre todo a través de una promoción del poder pedagógico y las aspiraciones transformadoras de los valores tradicionalmente intrínsecos al espíritu olímpico. Los ciudadanos de Salt Lake celebran hoy orgullosos la transformación colectiva que se llevó a cabo en su ciudad a través de su compromiso con los Juegos de Invierno.

Cada uno de los ciudadanos de Salt Lake experimentó los Juegos de Invierno de manera individual y exclusiva; cada historia personal constituye una parte fundamental de las memorias olímpicas de la ciudad, un relato colectivo y memorable. Y, por encima de todo, los Juegos de Invierno encendieron la llama del espíritu olímpico en los habitantes de Salt Lake y dejaron como legado en cada individuo un enlace emocional con su ciudad.

¿QUÉ? JUEGOS URBANOS

La apropiación por parte de los ciudadanos de Salt Lake de los rasgos distintivos utilizados para identificar el espíritu olímpico y su desarrollo con relación a su cotidianidad podría suponer el proceso de popularización de un espíritu urbano que fuese más allá del mero legado olímpico. El proyecto Juegos Urbanos (Salt Lake, 2014)

aspiraría así a adquirir un papel destacado en esta oportunidad detectada para la vinculación proactiva de los ciudadanos de Salt Lake en la activación de los espacios intermedios de los bloques 69&70, el núcleo creativo en el corazón de la ciudad.

¿POR QUÉ? HABILIDADES URBANAS

A través de su participación en los Juegos Olímpicos, los atletas desarrollan diferentes habilidades olímpicas, tales como fuerza, velocidad, potencia, agilidad, estrategia, precisión, resistencia o camaradería. Participar en los Juegos Urbanos debería implicar también la capacitación o entrenamiento de diferentes habilidades urbanas. Estas Habilidades Urbanas son capacidades adquiridas por los ciudadanos que les permiten entender, usar y construir de manera compartida una ciudad más consciente y sostenible.

¿Cuáles son estas Habilidades Urbanas?

El poder de la identidad, el paisaje urbano, los generadores de comunidad, el aprendizaje urbano, la activación y programación y los microequipamientos.

¿CÓMO? DINÁMICAS URBANAS

El proyecto de los Juegos Urbanos pone su confianza en el empoderamiento de la ciudadanía como la única vía para generar

actividad y vida urbana auténtica en los espacios intermedios de los bloques 69&70. Los juegos son diseñados como procesos que toman en consideración todos los parámetros que configuran las dinámicas urbanas a través de las interacciones humanas, sus voluntades, deseos y esperanzas. Estas dinámicas se pueden describir como estrategias pedagógicas, emocionales y comunitarias que configuran el núcleo creativo de Salt Lake City como un aspecto clave para una ciudad vibrante.

¿Cuáles son los elementos que configuran estas Dinámicas Urbanas?

Paisaje, infraestructuras, espacios activos, gestión, herramientas, agentes y comunidades.

¿DÓNDE? INFLUENCIA URBANA

Cada ciudadano de Salt Lake City tiene influencia en su ciudad; confrontado con su vida cotidiana, cada ciudadano realiza pequeñas acciones capaces de operar cambios en su ciudad y en el futuro de la misma. El Urban Clout (Influencia Urbana) tiene su inspiración en la voluntad de facilitar a los ciudadanos de Salt Lake un desbloqueo y comprensión de la capacidad que tienen su voces y sus acciones para democratizar su influencia.

¿Cómo trabaja el Urban Clout?

Analogico y Digital El Urban Clout es una herramienta estratégica que combina y conecta la influencia, en lo analógico y lo digital, de las acciones desarrolladas por los ciudadanos al participar en los Juegos Urbanos.

Smart Cities El Urban Clout se conecta con la idea de Smart Cities, en el sentido de que los ciudadanos que entrenan sus Habilidades Urbanas son ciudadanos más capaces de utilizar información de manera eficiente a través de tecnologías de la comunicación.

Experiencia del Usuario El Urban Clout se diseña para incrementar la intensidad de las experiencias de los ciudadanos que participan en los Juegos Urbanos. El Urban Clout permite a los ciudadanos pasar de la participación individual al reconocimiento y valorización comunitarios. El Urban Clout traduce la participación ciudadana en una puntuación que se cuantifica y se convierte en Privilegios Urbanos.

Red de Juegos Urbanos El Urban Clout facilita el traspaso del espíritu olímpico a una amistad urbana, de la red global de lo olímpico a una red global urbana.

¡¡Desde Salt Lake City al Mundo!!

WHAT?

URBAN GAMES

The URBAN GAMES project [Salt Lake City 2014] aspires to become the leading role and proactive involvement opportunity for Salt Lake's citizens in the activation of the Spaces Between 69&70 blocks, the creative nucleus at the core of their city.

One main value of Salt Lake Winter Games was their capacity to push their citizens towards new communitarian heights, led by the TRANSFORMING AND EDUCATIONAL POWER of the Olympic Spirit.

Citizens of Salt Lake were proud to CELEBRATE the collective transformation that had been accomplished in their city by means of their commitment to the Winter Games.

2002 Winter Games were defined as "flawless" by the President of the IOC, a great success that, to a great extent, led in the INVOLVEMENT of Salt Lake citizens as bearers of the Olympic Spirit.

The Winter Games lit the fire within the inhabitants of Salt Lake setting in motion their COMMUNITARIAN WILLINGNESS and capacity to keep the Olympic Flame lit.

Every citizen of Salt Lake experienced the Winter Games in an individual and exclusive way; every single story makes a fundamental part of the Olympic MEMORIES of the city.

CITIZENS STARRING URBAN GAMES

All the features used to identify the Olympic Spirit apply to citizens in contact with everyday life, a process of popularization of the Urban Spirit.

And, above everything, the Winter Games sparked the Olympic Spirit in Salt Lake's inhabitants leaving its LEGACY imprinted in every single citizen in the form of an emotional link to their city.

URBAN SKILLS

By participating in the Olympic Games athletes develop Olympic skills such as strength, speed, power, agility, strategy, economy, resilience or comradeship. URBAN GAMES imply training urban skills for citizens. URBAN SKILLS mean capacities for understanding, using and building a lively, shared & sustainable city.



HOW?

URBAN KEY

The Urban Games project relies on citizenship empowerment as the only way to initiate real life into the spaces between blocks 69/70. The Games are designed as processes that take into account all the parameters that configure urban dynamics through human interaction, will, hope and desire. They are thoroughly described as educational, emotional & communitarian strategies to make the cultural nucleus a key aspect of a lively Salt Lake City.



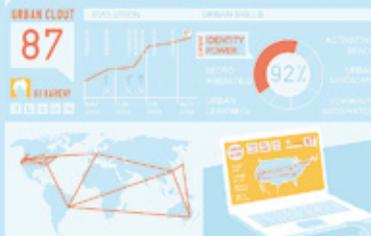
WHERE?

URBAN CLOUD MEANS AN APP TOOL TO PARTICIPATE IN URBAN GAMES THROUGH DAILY OBJECTS & TECHNOLOGY



URBAN GAMES ARE A GREAT TOOL TO EXPORT FROM 69/70 TO THE WHOLE SALT LAKE CITY

URBAN CLOUD MEANS AN INDIVIDUAL INTERFACE TO CONNECT WITH THE CITY

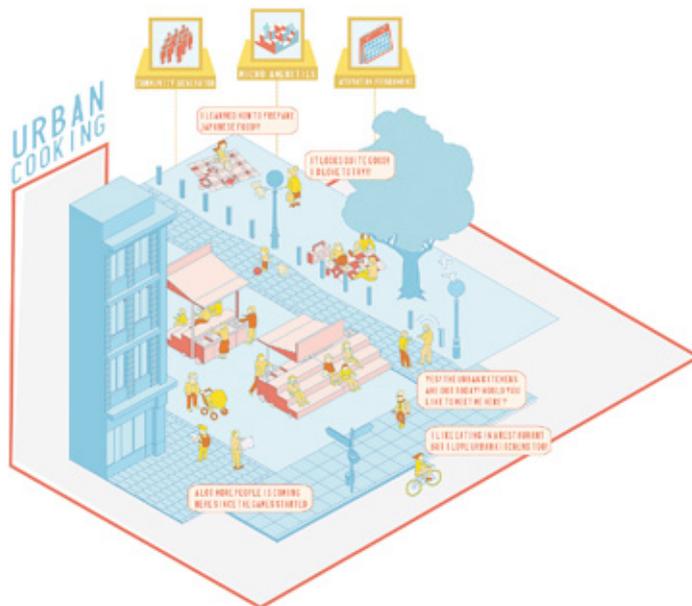


URBAN CLOUD FACILITATES THE TRANSLATION FROM OLYMPIC SPIRIT TO URBAN FRIENDSHIP, FROM OLYMPIC WORLD NET TO URBAN GAMES NET

SEARCH CITY	FORWARD CITIES
SALT LAKE 2014	LOS ANGELES 2015
TOKYO 2016	

REGISTER BE PLAYER	INVITE NEW PLAYERS
FRANCE	FRANCE
USA	USA
RUSSIA	RUSSIA
UKRAINE	UKRAINE
USA	USA

From Olympic Games To Urban Games



The 19th Winter Olympics celebrated in Salt Lake City (Utah, USA) in 2002, are specifically remembered for having harnessed a high level of citizen participation, largely through promotion of pedagogical power and the transformative aspirations of the traditional values intrinsic to the Olympic spirit. Salt Lake City's citizens are today still proud of the city's transformation undertaken as part of its promise to the Winter Games. Each of Salt Lake City's citizens experienced the Winter Games in their own individual and exclusive ways; each personal story forms a fundamental part of the city's Olympic memories, a memorable collective tale. And, above all, the Olympic Games sparked a flame of Olympian spirit inside the habitants of Salt Lake and left an emotional link with their city within each one as legacy.

WHAT? URBAN GAMES

The citizens' of Salt Lake City movement towards distinctive traits used to mark their Olympic spirit and its development with regards to the day-to-day could well suppose the popularisation of an urban spirit beyond the Olympic legacy.

The Urban Games project (Salt Lake, 2014) would thus aspire to acquire a stand-out role in this opportunity detected for the proactive linking of Salt Lake's citizens in the activation of the intermediary spaces between blocks 69&70, the creative nucleus in the centre of the city.

WHY? URBAN SKILLS

As part of their participation in the Olympic Games, the athletes develop different olympic skills such as strength, speed, agility,

strategy, precision, resistance or camaraderie. Participating in the games has to also implicate empowerment or training within different urban skills. These urban skills are abilities acquired by the citizens that allows them to understand, use and build a more conscious and sustainable city in a shared manner.

What are the Urban Skills?

The power of identity, the urban landscape, community generators, urban learning, activation, programming and microequipment.

HOW? URBAN DYNAMICS

The Urban Games project puts its trust in citizen empowerment as the only means towards generating activity and authentic urban living in the intermediary spaces between blocks 69&70. The games are designed as processes that take into consideration every facet that forms the urban dynamics through human interaction; their wishes, desires and hopes. These dynamics could be described as emotional, pedagogical and community strategies that shape the creative nucleus in Salt Lake as a key aspect for a vibrant metropolis.

What are the elements that make up these Urban Dynamics?

Landscape, infrastructure, active spaces, management, tools, agents and communities.

WHERE? URBAN CLOUD

Each citizen of Salt Lake City has some sort of influence on their city; faced with their daily lives, each inhabitant carries out small actions capable of bringing about changes in their city and in its future. Urban Clout takes its

inspiration from the wish to enable a free-up and understanding of the potential of each of citizens' voice and actions in order to democratise its influence.

How does Urban Clout work?

Analogic & Digital Urban Clout is a strategic tool that combines and connects influence, both analogical and digital, in actions undertaken by the citizens upon participation in the Urban Games.

Smart Cities Urban Clout is linked to the idea of Smart Cities, in the way that the citizens who train their Urban Skills are citizens more capable of using information in an efficient way through communication technologies.

User Experience Urban Clout is designed to increase the intensity of the participating citizens' experiences. Urban Clout allows the citizens to go from individual participation to community recognition and assessment. Urban Clout is translated as citizens' participation with a mark that is quantified and is converted to Urban Privileges.

Urban Games Net Urban Clout opens a way in which the Olympic spirit can become an urban friendship, from the global Olympic net to a global urban net.

From Salt Lake City to the World!