



A GLOBAL SERIES OF CITY INNOVATION FESTIVALS

Created by Gray Area Foundation for the Arts

Brought to Singapore by Newton Circus



San Francisco

Singapore June 15 - July 4, 2012

Zurich



Corporations face unique challenges. Governments face unique challenges. Crowdsourcing can help.



UP, or **Urban Prototyping Festivals** are an exciting new mechanism that productively unleash the creative energy of citizens - working with government and the private sector - to improve cities. We get ordinary people using open data to build extraordinary prototypes and we create new ecosystems where the best ideas can be integrated into existing design and development processes, or established as sustainable businesses in their own right.

In June and July 2012, Newton Circus, in collaboration with Gray Area Foundation for the Arts, Re:Imagine Group, and the Singapore's Economic Development Board, are bringing an UP Festival to Singapore.

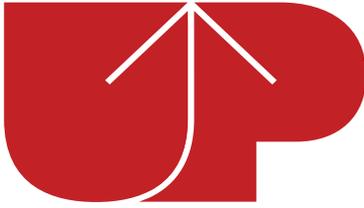


Culminating with a public exhibition, a book launch and presentations at Singapore's World Cities Summit, the Festival will include one month of idea generation, urban prototyping, and co-creation between government, data providers, community groups and creative citizens.

We invite you to join us as we kickstart a new era of idea generation and innovation in Singapore.

For more information contact:

alek.cannan@newtoncircus.com



A SHORT HISTORY OF URBAN PROTOTYPING

The Urban Prototyping project was launched by Gray Area Foundation for the Arts, a non-profit, arts and innovation firm, in partnership with the city of San Francisco as “the Summer of Smart” in 2011. It continues to have a galvanizing effect on the city: in 2011, over 500 participants attended, 25 applications and urban solutions were created, and 10,000 hours were contributed by designers, developers, urban activist, city officials and all eleven candidates running for Mayor of San Francisco. UP resulted in the generation of creative solutions and cost savings for government through rapid prototyping. Most importantly it was a catalyst for a new innovation ecosystem for San Francisco.

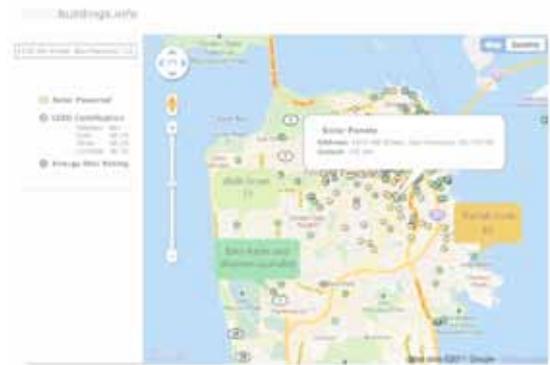
In 2012 The Mayor’s office of San Francisco is institutionalizing this form of innovation and will collaborate with Gray Area Foundation for the Arts on the 2012 UP Festival in San Francisco.

Project UP, is the leading global program to research and implement crowdsourced solutions as a cornerstone of smart cities. In 2012, we are pleased to be working with Singapore, the first Asian country to crowdsource city solutions at scale.

The project is guided by a leading team of technology, academic, and social innovation entrepreneurs including:

Jay Nath (Chief Innovation Officer to the Mayor of San Francisco), Jen Pahlka (Code for America); Anthony Townsend (Institute for the Future); Chloe Sladen (Media Manager, Twitter); John Gage (Former vice president Sun Microsystems); Peter Hirshberg (Chairman, Re:Imagine Group); Christine Outram (MIT and City Innovation Group); Aaron Koblin (Technology Lead at Google and Data Visualization Artist).

EXAMPLES



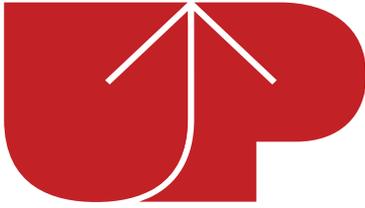
Good Buildings is a web platform that aggregates data about energy and water use, occupant comments, walk scores and transit data to help tenants & building owners make more informed decisions.



Created in one weekend, Tenderlearn is a platform that helps residents teach and learn from each other.



ArtHERE is a platform for crowdsourcing urban revitalization. The app matches blank walls in a neighborhood with skilled artists to enliven public space.



WHY BY INVOLVED?

Thought Leadership

The Internet, social media and mobile computing is changing the way we live, work and play. Through sponsoring UP Singapore your company will be identified as a leader in using the tools of the digital age to promote the building of smart cities that nurture the community and innovation.

Early product development

UP Singapore represents a unique opportunity for early product development. During *Urban Innovation Weekends*, private companies can form teams and provide their own data sets from which innovative mobile and web applications can be prototyped.

Market Trends

With over 300 hundred participants from government, the private sector and the community, UP Singapore represents a unique opportunity for market research. The prototypes produced and the presentations given, will reflect the needs and desires of government, and a future generation of urban residents. High-level sponsors will have access to the projects and prototypes.

High-level Engagement

Alongside the *Urban Prototyping Weekends*, UP Singapore will host a series of round tables on the use of open data in the design and development of Singapore. High-level sponsors will be invited to participate in these events which will include representatives from government, academia and the private sector.

Crowdsourcing Innovation

The Internet has proven that some of the best ideas come from the crowd. High-level sponsors of UP Singapore will have a chance to seed ideas with participants through speaking engagements. Through a creative commons license, sponsors will also get access to the teams and prototypes produced during the festival.



UP SINGAPORE OUTCOMES

- Hundreds of ideas for how to improve Singapore and create new businesses through harnessing public and private data sets.
- 10 - 20 web and mobile prototypes that harness open data to improve the City of Singapore.
-- Applications developed in previous festivals include: a real-time bus information system, an applications for alerting CPR trained individuals when someone has a heart attack; and an application that aggregates information about energy use in buildings, to promote a sustainable built environment.
- A civic-incubator that will nurture winning ideas and help them be integrated into the design and development of the City of Singapore.
- A high profile presentation and exhibition at the World Cities Summit in Singapore, as part of the Singapore Government's Open Data Pavilion.
- A 100-page book that details how citizen-led urban prototyping is creating the innovative Smart Cities of the future.
- Exclusive roundtables on the use of open data to improve Singapore. Participants include members of government from Singapore and the US, key community leaders, international academics, and selected private sector companies.

PRIZES

The winning projects from the festival will be presented at the World Cities Summit and invited into the Newton Circus incubator, NC Venture Partners. Here, teams will have the opportunity to receive up to \$250,000 worth of funding and mentorship to develop their idea into a sustainable business.

Festival partners will also be invited to take part in guiding the development of the winning ideas.



FESTIVAL ORGANIZERS

NEWTON CIRCUS

in collaboration with



GRAY AREA
FOUNDATION
FOR THE ARTS

re:imagine group

PARTNERS



NUS Enterprise



eden strategy institute
Markets · Innovation · Sustainability

SENATUS

syinc

SUPPORTERS



sg e



inSing.com

QUANTUM
INVENTIONS
---mobility intelligence---



Metro Parking



GREEN FUTURE
SOLUTIONS