



Holon's 'Smart City' Challenge

If you are Innovative, daring, entrepreneurial join the city of Holon (Israel) in creating a ground breaking, novel new town square, the 21st Century Piazza.

Background

We live in an era where technology is changing human interaction and behavior, thus affecting public spaces in urban areas. The historical Greek Agora, the "gathering place" was the focal point of each city. This was the place where people came to buy things, exchange ideas, meet people and much more. Today, much of the interaction between people occurs in the virtual space or on virtual devices in the public realm (streets, piazzas etc.).

Our vision

Holon is the 'Children's City' and thus it strives to be as **innovative** as possible, amongst other things in order to keep up with children and youth who are always one step ahead of everyone else. Holon will be **the first city in Israel** to embark on such an innovative journey of **creating a new type of square** more **suitable to today's challenges** and characteristics.

Our dream project

With this in mind we have envisioned a dream project. The project is re-creating one of Holon's city squares/piazza into **a digital piazza**.

Our main goal is that in this piazza (an eye level Times Square) youth, business people, families, visitors and the residents of Holon will gather and spend time together. Play challenging computer games, exchange information, share information, receive information regarding what is happening in the city, the country, the world, view videos and listen to audio but most importantly spend time as a community in the piazza.

We wish to give our residents (children, youth, families, elderly etc.) A reason and an excuse to go out mingle; meet their neighbors, to encourage social interaction, intergenerational communications and community building via technological systems.

The square we have chosen is of this project is located at the heart of Holon – **adjacent to Holon's world renowned Design Museum**, library, youth theater, cinemateque and mall. **A prime location**.

Additional ideas we picture the piazza having the following features:

1. Games for children and youth – virtual and tangible. On the one having a play area and on the other hand allowing visitors to take tablets with different activities for kids for example: instructions how to prepare a salad, locating produce and then preparing the salad according to the instructions given to them on the tablet.



2. Receiving information from the municipality, government, and more service providers, including advertisers.
3. Allowing residents to create objects which they can leave for other residents and visitors to see.
4. Communication via large screens
5. An area for resident and an area for businessmen
6. Virtual picnics- allowing residents and visitors to take tablets loaded with 'Treasure hunt' type games obliging them to follow a set of activities some of which enable them to learn more about their city.
7. Linking the square to other areas in the city. For example – people may come to the piazza to park and then after a related activity take busses to the city's theater. Encouraging interaction between the patrons.

We are looking for a business model which would **sustain itself financially**. This is a trial, to be conducted in a city which many come to learn from, and thus, if successful **many cities in Israel will wish to follow**.

**Accept this challenge in creating the 21st century piazza and
it will be only the beginning.**

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