

Joana Santos

Universtiy of Aveiro, Portugal



Speaker Qualifications

Joana Santos holds a degree in Design from the University of Aveiro (2008), and is currently working on her Master's dissertation under the supervision of Professor Rui Roda, also at the University of Aveiro. Her research focus on the role of Information Design applied to mobility in cities, aimed at the production of networks/maps designed to promote sustainable mobility.

Since 2007 integrates the Junior enterprise Aveiro Smart Business, of the University of Aveiro, of which she has been a founding team member and where she is Director of Marketing and Communications. Recently, she has joined the Portuguese Junior Enterprise Federation, where she worked as designer in the communications department.

At present, she works as a freelancer for the atelier Providência Design, in Oporto, and studies Business English.

Mapping intermodal transportation for a sustainable city: Integrating public and private means for transportation, cyclists and pedestrians

Abstract

Mobility in the 'contemporary city', more and more dense, complex and diverse, does not contribute to a sustainable model in the face of the current trends of individual mobility.

A new reading becomes necessary for the understanding of the city's use; one that reconciles economic development and accessibility with the improvement of the quality of life.

By actively participating in the configuration of today's urban complexity, new technologies have the ability to become assimilators of "mobilities". In other words, a system of information that is co-participated and able to integrate information on the various offerings, promotes transports' coordination, allows for a better territory management and enables citizens' active participation.

In this context, one of the challenges put forward to designers is to enhance the visibility of transport networks, by designing clear interfaces supported on images and graphic symbols, which are able to make the system more attractive, promoting and informing decisions leading to a more sustainable category of mobility.

The city of Aveiro is presented as a case study; the example of a Portuguese city whose potential for the development of intermodal transports allows for the formulation of scenarios of intervention for a sustainable mobility, so that, while acting at the local level, more far-reaching reflexes can be produced.

How, then, will we be able to build visual representations, materialized in the form of maps, which will conduce to the integration of pedestrians and cyclists with the use of public and private means of transportation?