

Reframing urban mobility in aspern Seestadt



@ Christian Fürthner / MA 18



wien3420
aspern development AG



Funded by:

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Content

2km



+ aspern Seestadt

The biggest urban development zone in Vienna and central Europe



aspern.mobil LAB

A neighbourhood-oriented mobility lab

Location within Vienna



Centre

10km



**aspersn
Seestadt**

Factsheet aspern Seestadt



One central point of contact for all matters relating to Seestadt.

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- Area of planning zone: 240 ha
approx. 340 football pitches
- Net building land: 107 ha
- Green spaces: 54 ha
- Gross floor space: 2.6m m²
- Development horizon: 20 years (until approx. 2030)
- **A multifunctional urban centre**
in Vienna by 2030 with:
 - 11,500 dwelling units > **25,000 inhabitants**
 - **20,000 workplaces**
- **9,000 inhabitants by October 2021**



Vgl. <https://www.aspern-seestadt.at/presse>: Facts + Figures

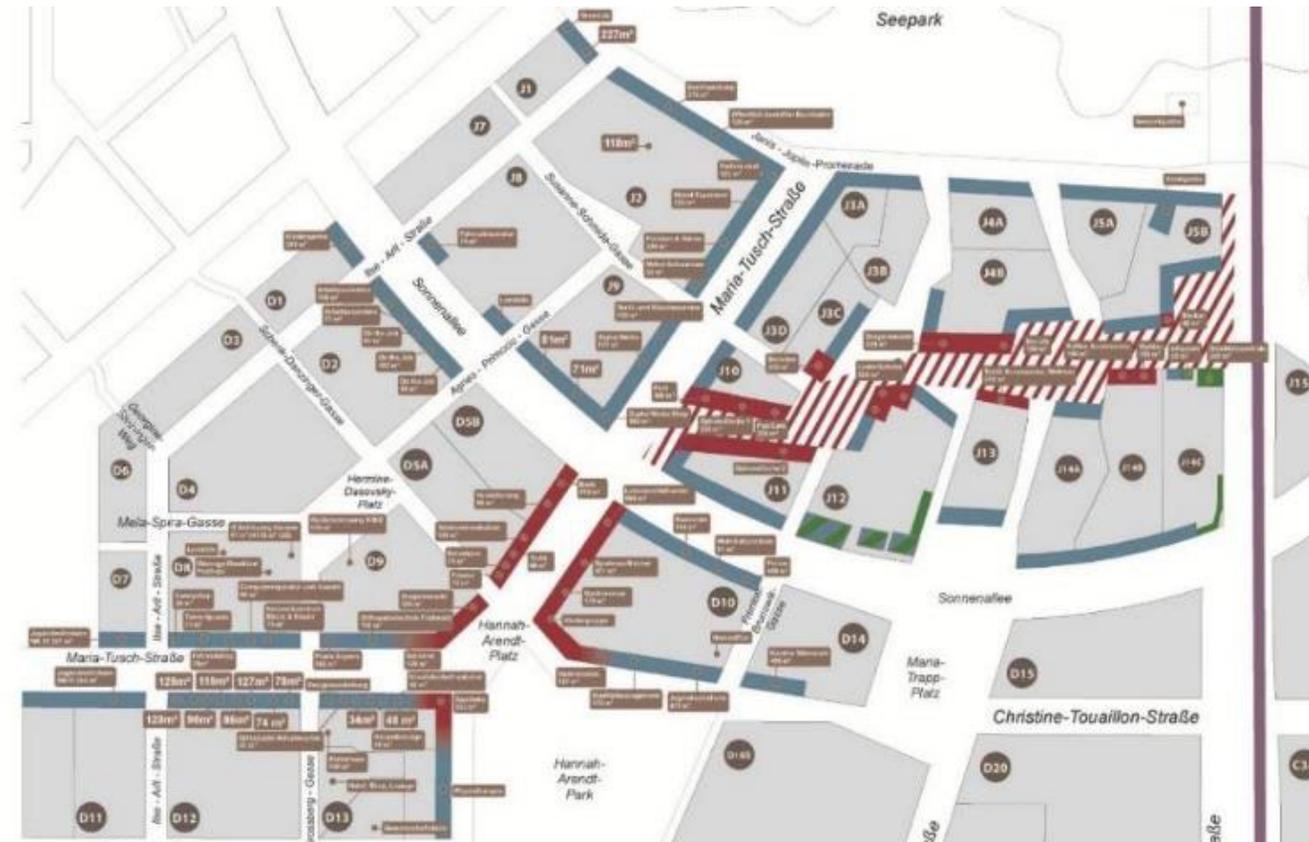
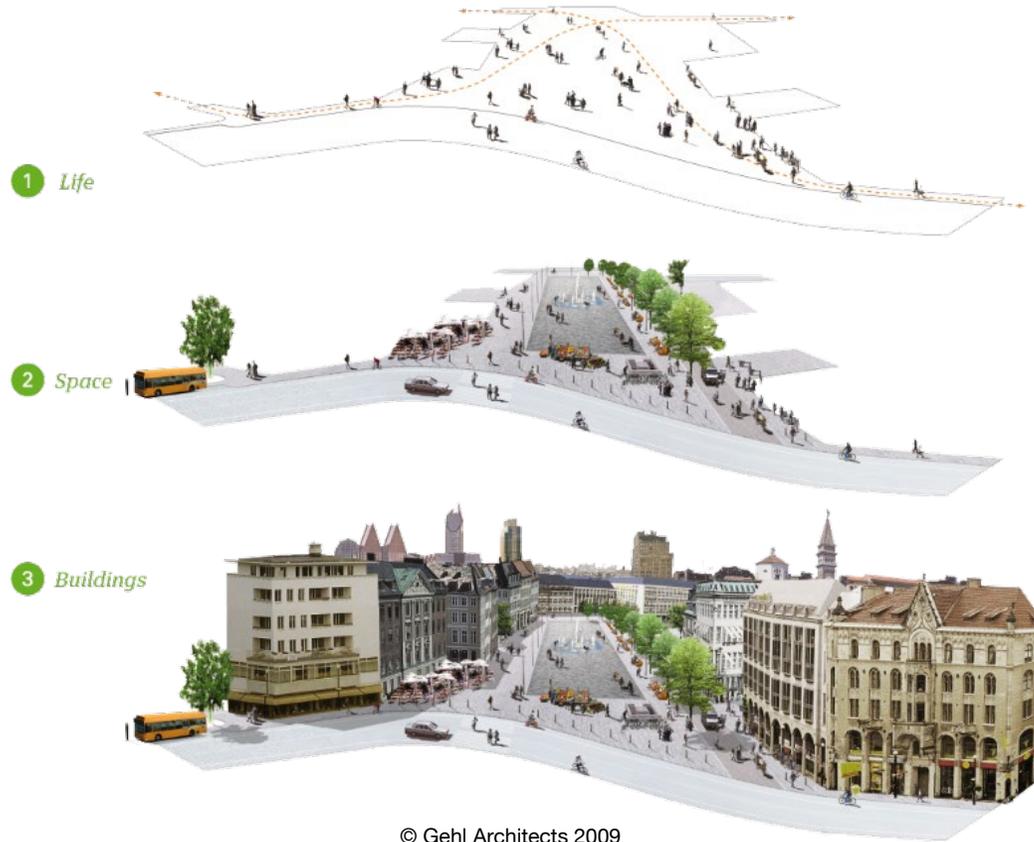
<https://www.tovatt.com/projects/urban-design/wien/>

Access by metro from the very beginning



City of short distances

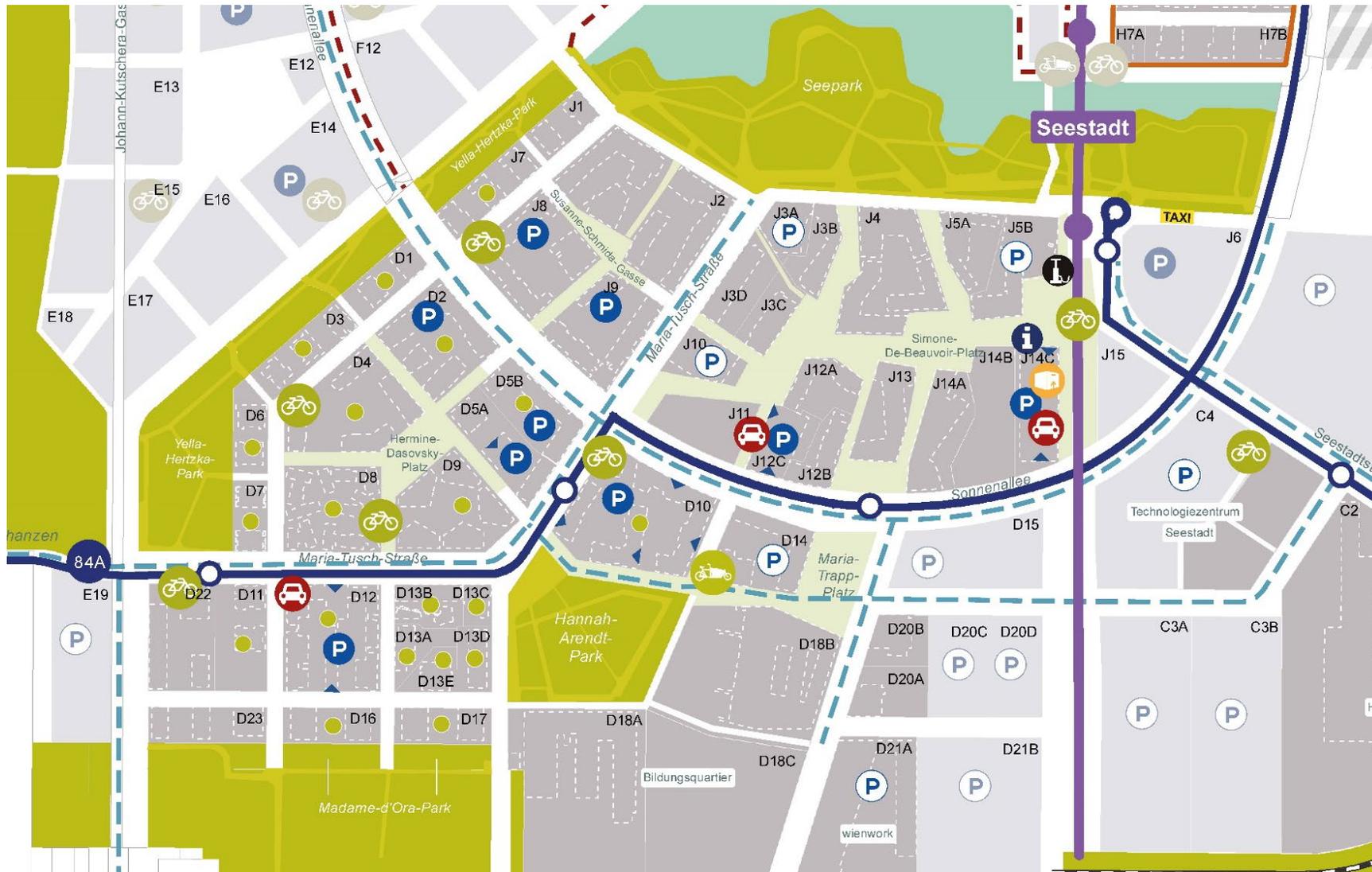
Walkability and attractive public spaces



Public space as a starting point for planning

A ,managed‘ shopping street

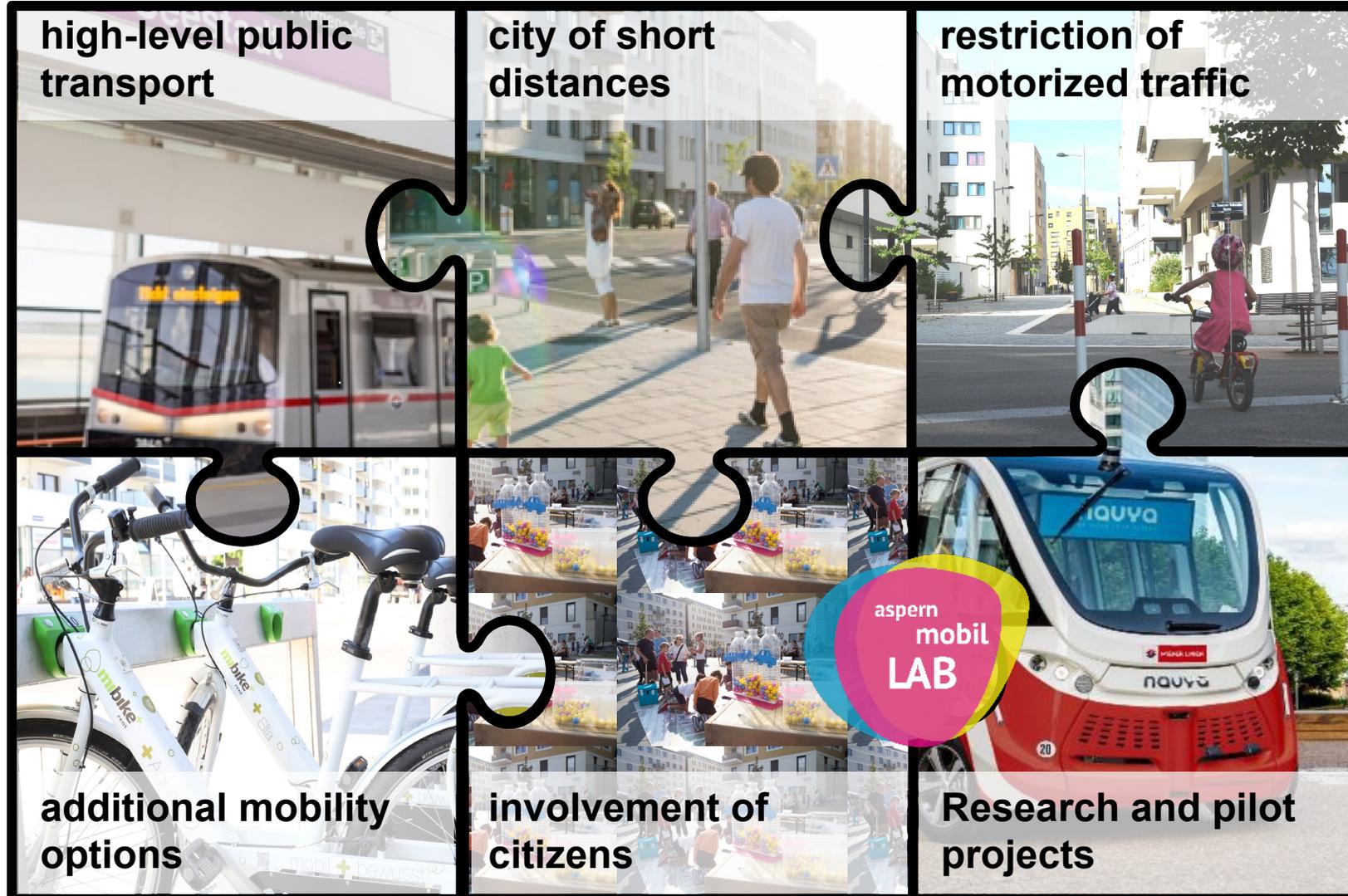
Restriction of motorized traffic & car parking



Aspern mobility funds



Innovative mobility concept



high-level public transport

city of short distances

restriction of motorized traffic

additional mobility options

involvement of citizens

Research and pilot projects

as per n
mobil
LAB



aspern
mobil
LAB

aspern.mobil LAB

A neighbourhood-oriented Mobility Lab

 Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

aspern.mobil LAB - a research project

Operator & funding



Operator



Lead & Co-Lead

 Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

Initiator & Funding

Core role of lab and mode of operation

Priority setting and applied methods

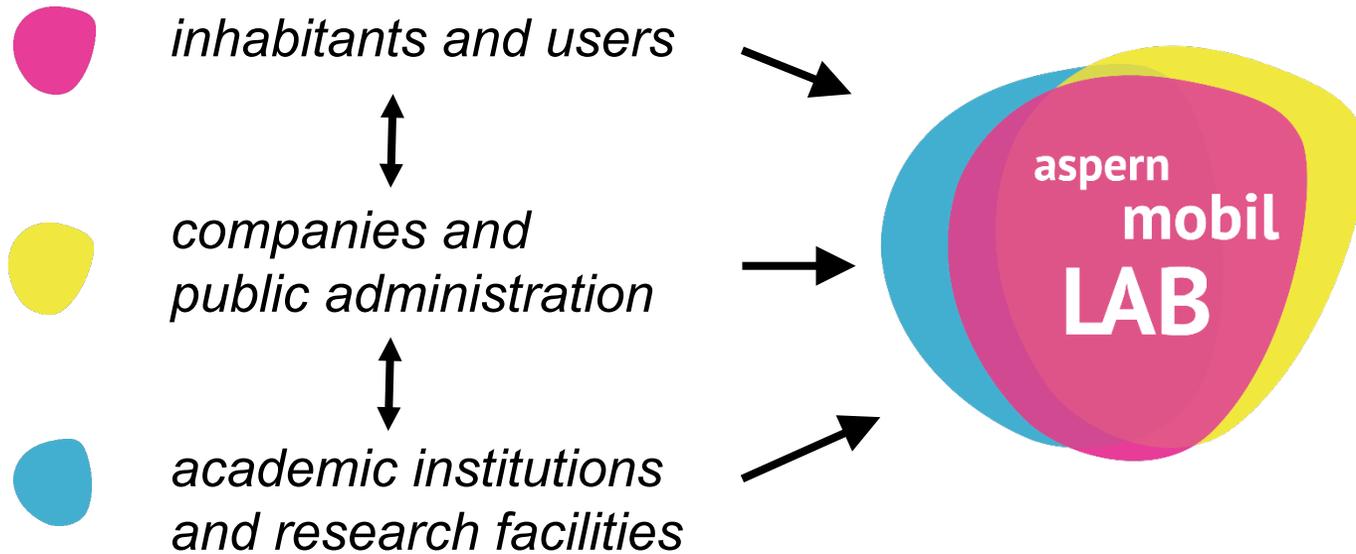


„...contribute to develop a sustainable mobility culture on site“

Social and organizational innovation

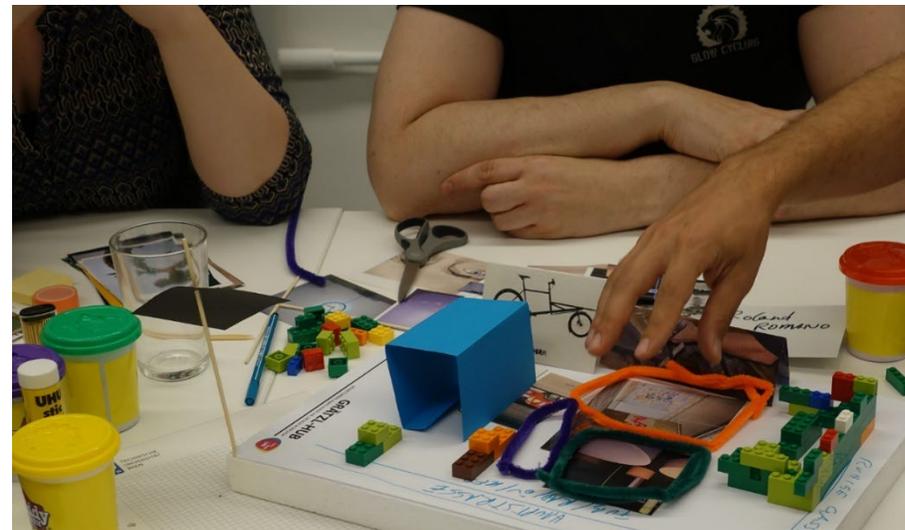
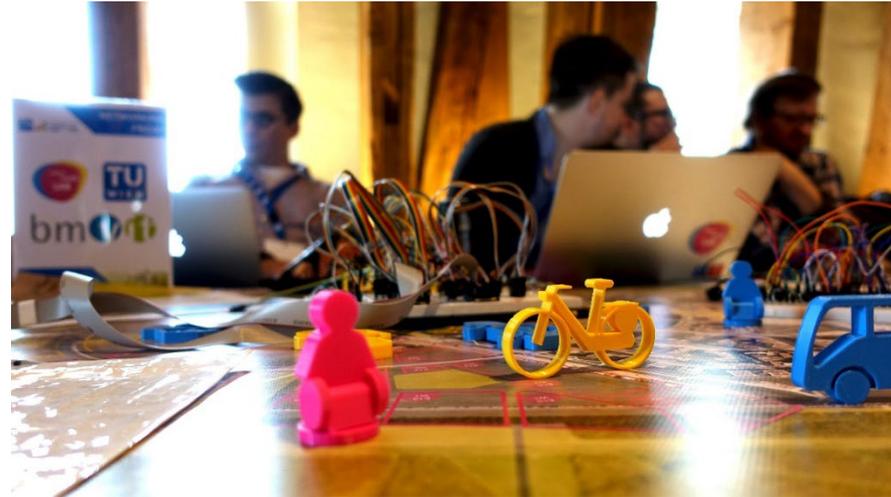
Research Community

Linking function



Co-Creation Methods

Linking function



Design Game
Prototyping
Research Mat
Cultural Probes

Variety of Formats

Support of partners through different formats



-  Lab Hour
-  Popup LAB
-  Uni in Seestadt
-  Open.mobil LAB

Mobilitätsberatung „Am Seebogen“

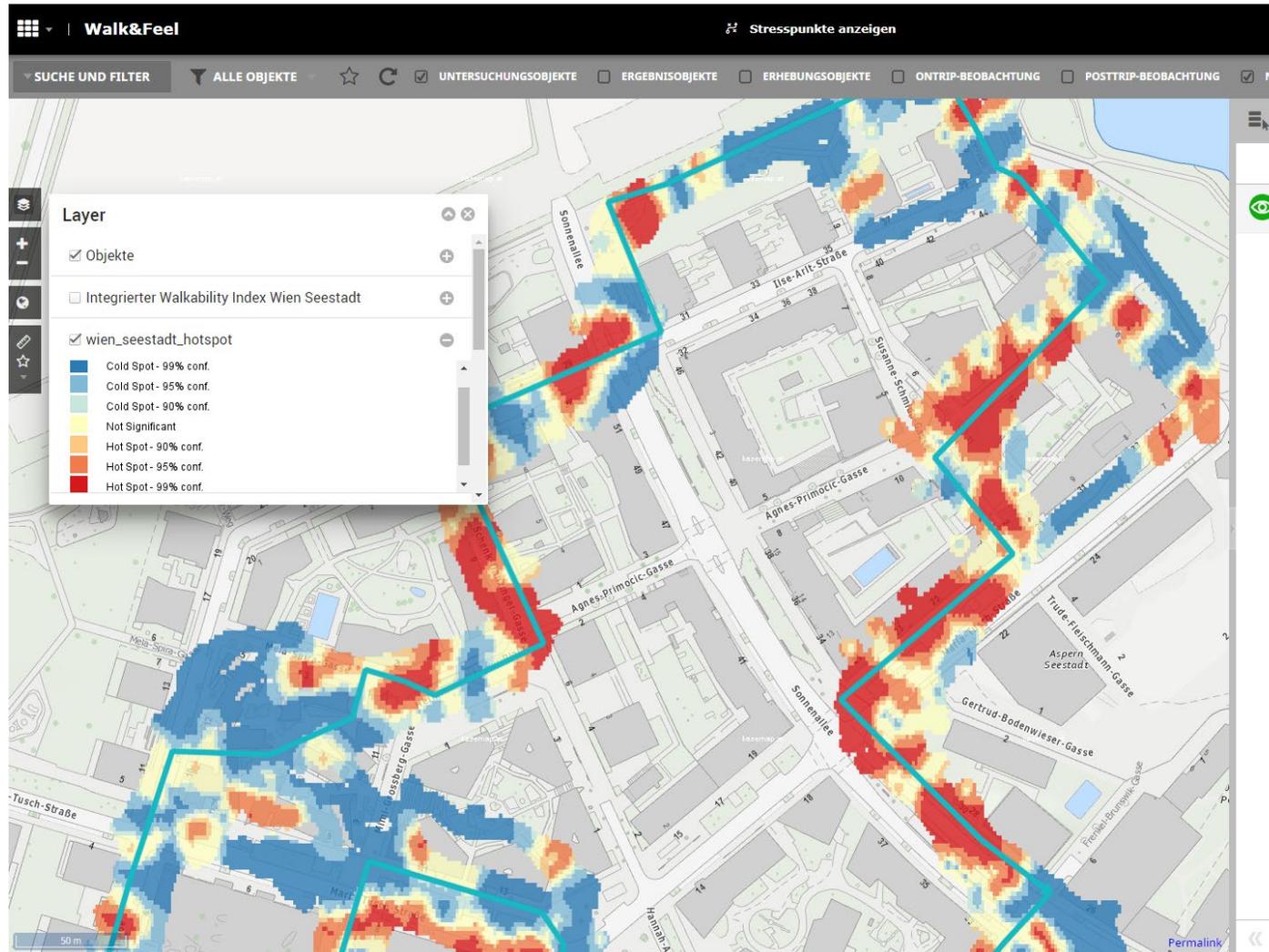
A research project on mobility consultation for new inhabitants in aspern Seestadt



- Consultation offer for new inhabitants
- Overview and information on mobility offers in aspern Seestadt
- Personal phase of transition -> higher likelihood for behavioural change

Walk & Feel

Research Project in the thematic field of „Active Mobility+“

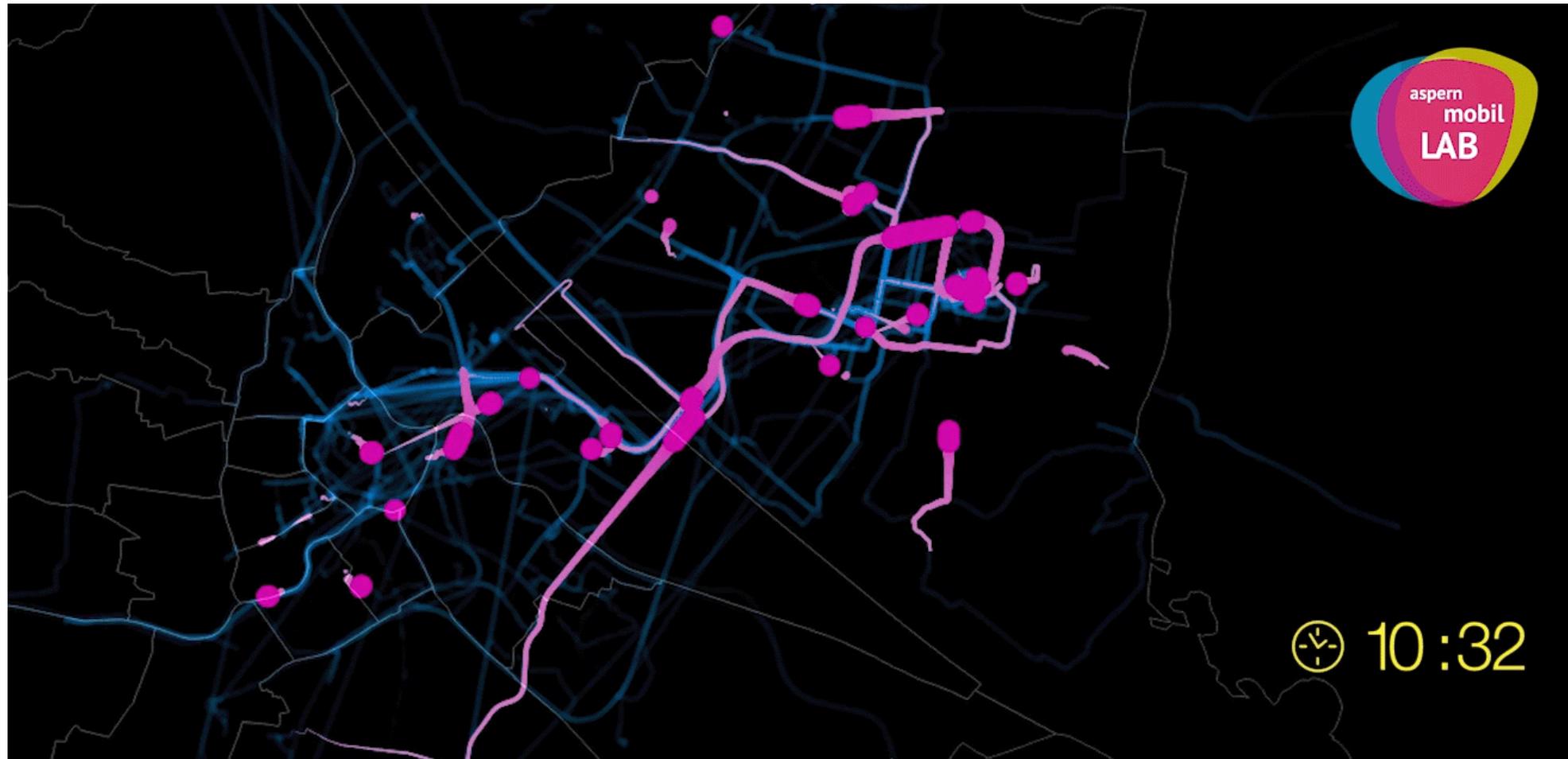


Sensor technology supported measurement of emotions while walking



Mobility Panel

Mobility behaviour of inhabitants of aspern Seestadt according to milieu



Data Mobilitätspanel Seestadt aspern, 03/2019 – 02/2020. Gebäudepolygone: © OpenStreetMap-Mitwirkende; U-Bahn und Verwaltungsgrenzen: Stadt Wien – <https://data.wien.gv.at>. Erstellt mit QGIS 3.14

<https://mobillab.wien/storymaps>
<https://youtu.be/OKSDdQx0Ew8>

Contact



AML 3.0 Project lead
Prof. Dr. Martin Berger



AML 3.0 Project co-lead
Prof.ⁱⁿ Dr. Hilda Tellioglu



AML 2.0 Coordinator
DI Christoph Kirchberger



AML 3.0 Coordinator
DI Magdalena Bürbaumer



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