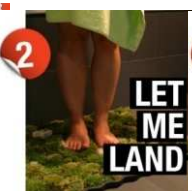


# SCIENCE of the TIME

Science of cool



SCIENCE OF THE TIME'S

TOP  
10

# WORLD TREND REPORT 2011/2012

10



# The Rise of the Urban Nomads



With their laptops and mobile phones they travel through cities from one WiFi-hotspot to the next. If restaurants or bars do not offer them WiFi they probably will not dine or drink there. Usually they don't just dine and drink, they *work*, dine and drink...

# The Rise of the Urban Nomads





## The Rise of the Urban Nomads

These mystical creatures are known as Urban Nomads. The growing number of city dwellers who daily weave their own web intertwining work and play on the go. Just take a look at how students worldwide organize their studies, project management sessions, lives and you'll see that they've become Urban Nomads. They're expressing less need for one single central place to work and a routine schedule. Flexibility in location and time is on demand.

How did it start? Is there a pattern to be found in what they consume? How do they move and sleep? Where do they live? Why do they live there? These are just a select few questions that we will be tackling in our presentation of *The Rise of the Urban Nomads*. First the birth of the trend and its spread will be illustrated. This is followed by the consumption idiosyncrasies, mobility choices of the Urban Nomad. And last but not least where they can be found and why.

# The Rise of the Urban Nomads - Content

1. THE BIRTH OF A TREND – AND HOW IT CONTINUES TO SPREAD

2. WHAT THEY LIKE TO BUY

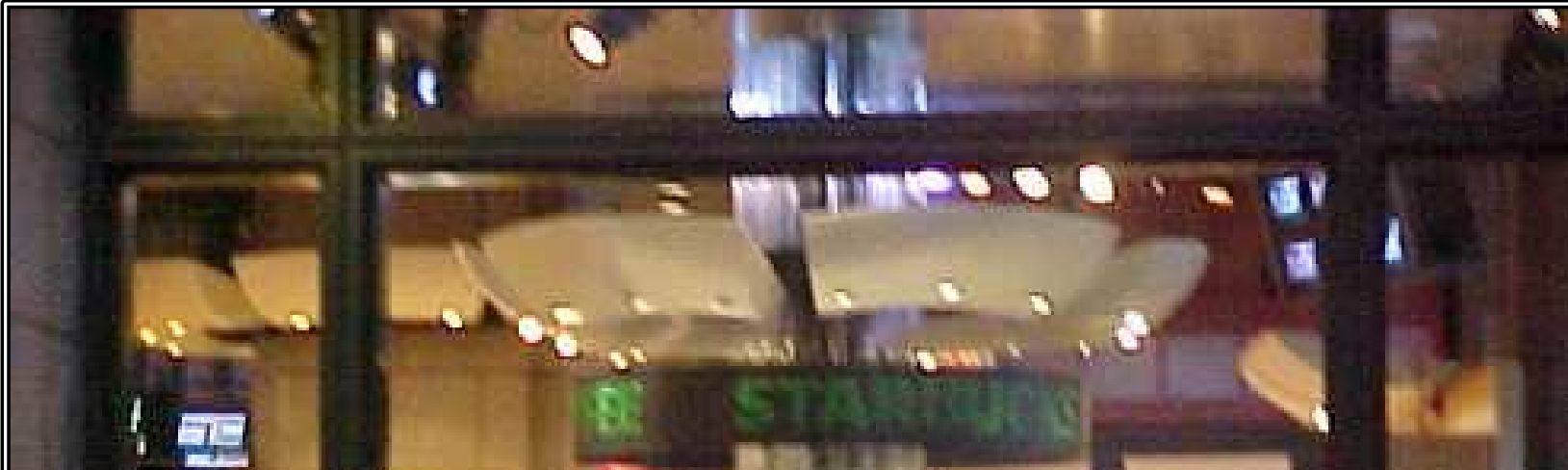
3. ON THE MOVE

4. NATURAL HABITAT/CREATIVE CITIES



# THE BIRTH OF A TREND AND HOW IT CONTINUES TO SPREAD

It is necessary to first chart how this trend caught our attention. It's not just something that popped up out of nowhere but can be traced to certain developments.

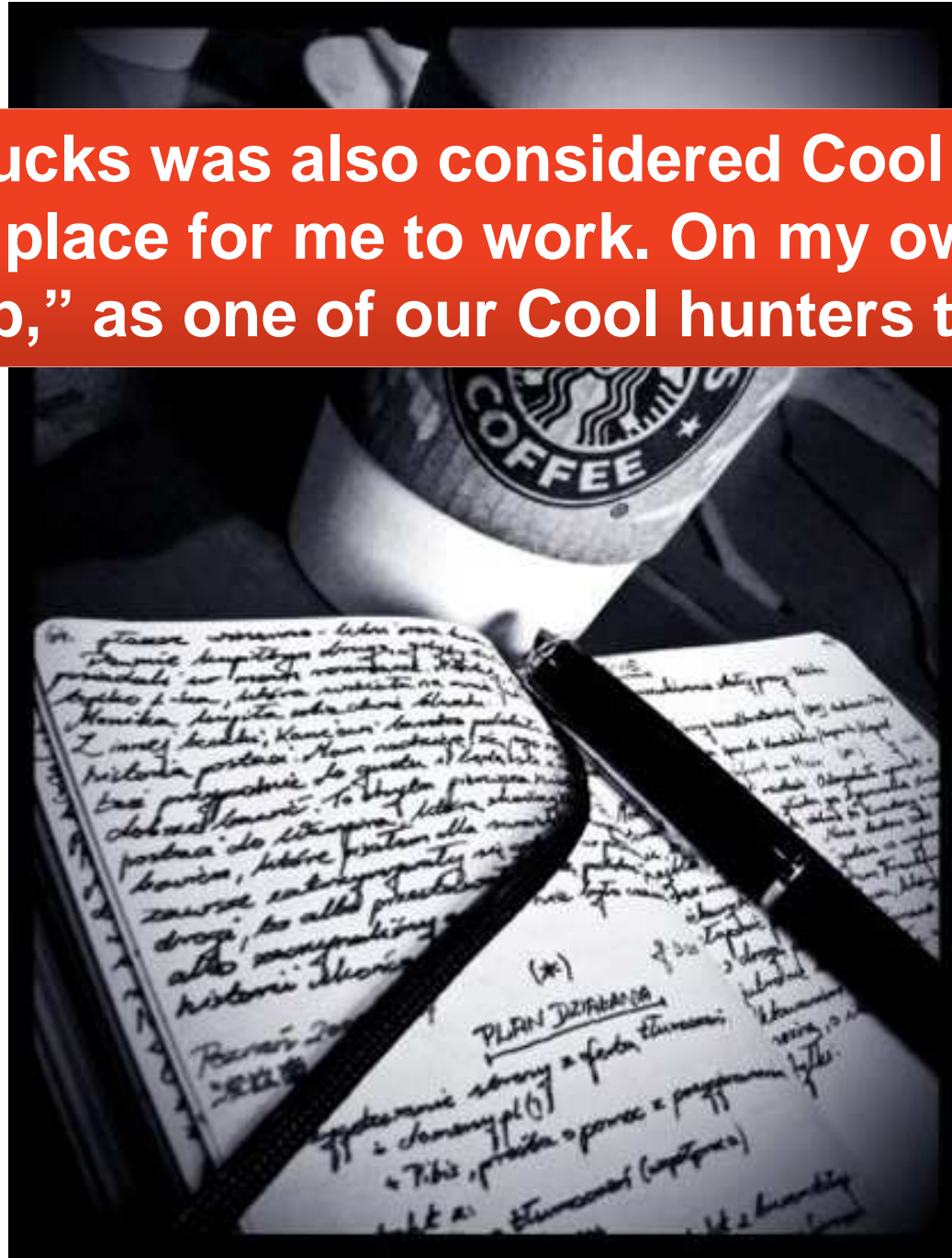


**Seven years ago our Science of the time Cool hunters started mentioning a coffee house: Starbucks.**





But Starbucks was also considered Cool because “it is a good place for me to work. On my own or with a group,” as one of our Cool hunters told us.



Now there are even groups that turn the ubiquity of computing in the Starbucks franchise into a visual gag by taking their desktops with them.





**Seven years ago however Starbucks manifested itself as the go-to place to satisfy an up-until-then unknown group's unknown need. Urban Nomads with schedules and agendas that are not exactly 9-5 mentality stable**



**This group wants to be able to work everywhere anytime. And this group has also realized that the efficiency of work can be maximized when it is coupled with a relaxed but not carefree environment.**





**Coming in varying shapes and sizes Urban Nomads however all have in common that they thrive on flexibility. Often young and having been brought up with mobile technology and living in a beta-fied world they are quick to adapt to change. With their mobile phones and laptops they are connected to the rest of world, a global awareness of the here and now, well beyond their grandparents' imagination.**

**More and more stores are opening up to provide the Urban Nomad with the equipment they need in an environment that they respond to. Some of these stores even look and feel like workplaces.**





Primarily in the urban centers of the USA, there is currently a rise in the accommodations for these Urban Nomads beyond the coffee shops.



Well designed professional places where you simply walk in and rent some space, big or small, to work: Open Work Spaces. The Hive Cooperative in Denver Colorado is such a place. From shared printers to videoconferencing rooms.



The Hive Cooperative in Denver Colorado is such a place. From shared printers to videoconferencing rooms.

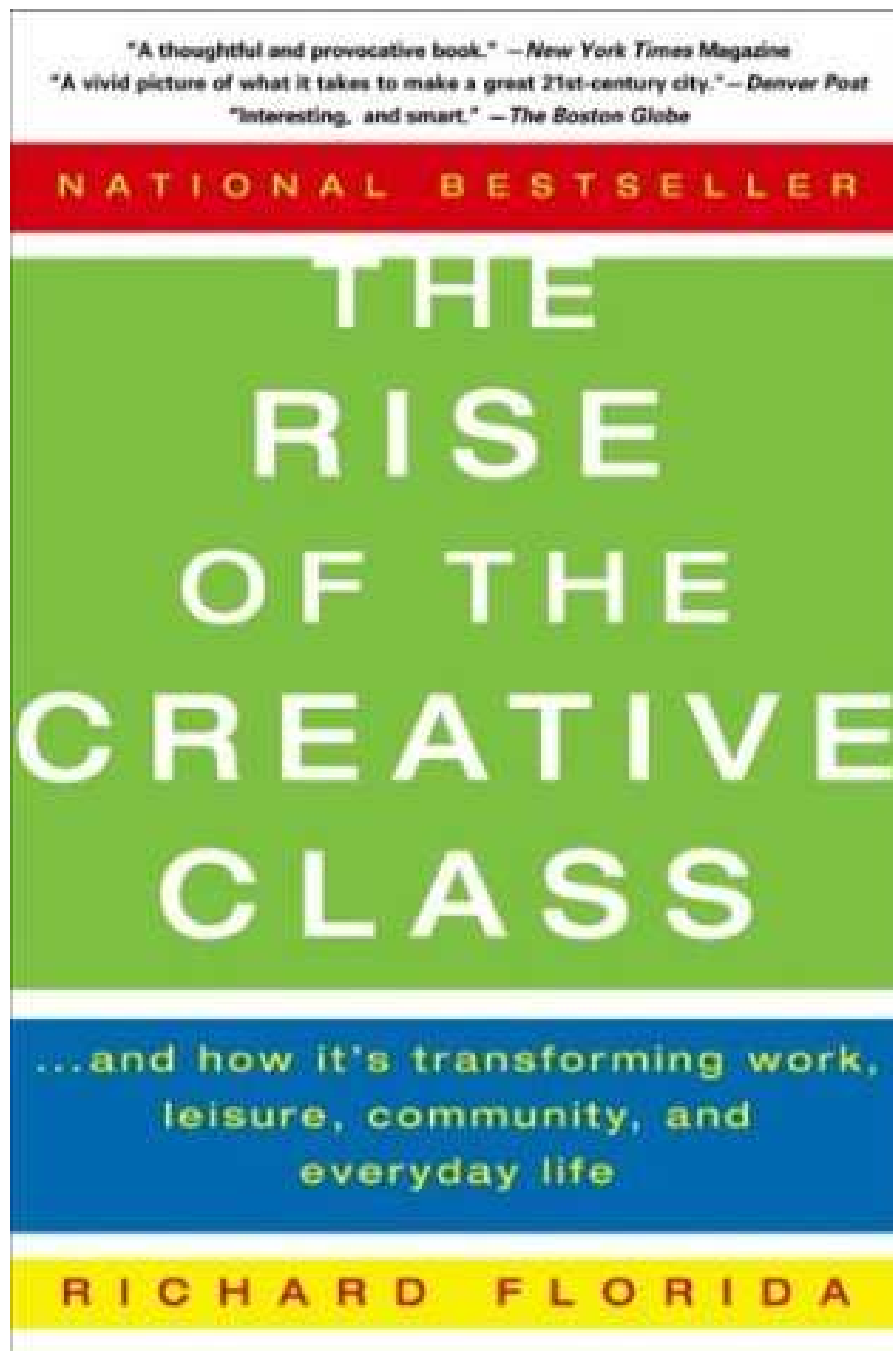


# Wojtek Szumowski

In-house sociologist and VP of pop-culture engineering at Miami based ad agency

Crispin Porter + Bogusky

**“Work turns into a nomadic activity. Therefore, we expect our new work spaces to be transient, ‘third-space like’, social yet anonymous, high techno-capable yet creativity-stimulating.”**



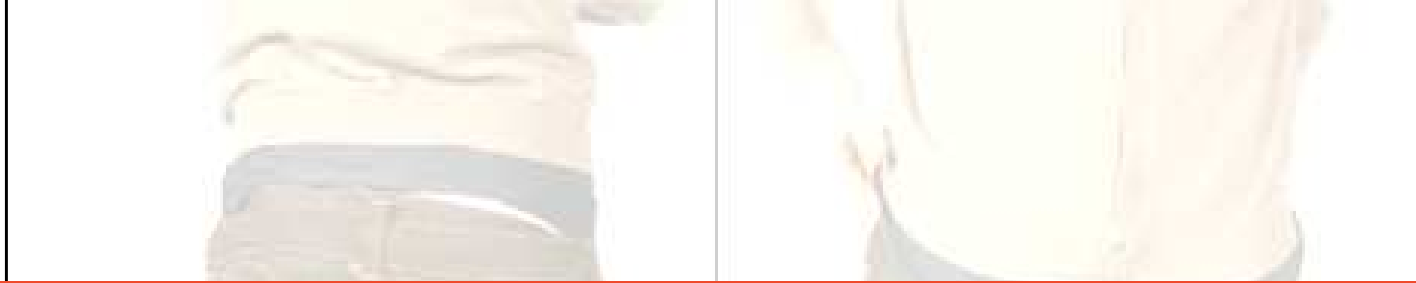
As Szumowski writes there is a high interest in creativity. It is the new oil of our economy as *The Rise of the Creative Class* by Richard Florida points out. Urban nomads often belong to this creative class. Primarily knowledge industry workers they are picky about the places they want to live and work. Because they travel around they are put off by boring office surrounding.

Safwan Sweidan, an internist from New York, epitomizes this development. He has transformed his car into the ultimate open work space and in turn himself into an underground New York City attraction.









**But not only vehicles are being reimagined and adapted to the Urban Nomad working sensibilities. Clothing is also being repurposed. In one of our European Cool Hunts with students one student spotted a pair of jeans with a functioning keyboard sewn into the lap. What is remarkable about this find is not so much the design itself, but the manner in which students from around the world seemed to be able to identify with the Do It Yourself mentality behind the concept. If current incarnations of pants don't accommodate our fast pace living we'll change that.**







**Instructables Restaurant also came to be via that thought process. First realized for the 15<sup>th</sup> anniversary of the Dutch organization the Waag Society in 2009, everything in the restaurant was made via instructions that can be found on Instructables.com. From the food to the tables to the lights, everything was made via open source information exchange. The creative mind at work to transform what we eat, how we eat and where we eat and how to reproduce that away from the site of initial consumption.**



**Guillermo Boces, Science of the Time's Argentinean Barcelona based trendfilter who introduced us to Carrotmobs, also brought Do It Yourself Garage Biologists to our attention. The idea with Do It Yourself Garage Biologists is that (young) scientists can work together in their web-empowered small garages. Do It Yourself Biotechnology is now happening and encouraged by organizations like DIYbio.org, and GinkgoBioworks.com, specialized in affordable science toolkits.**





## Projects

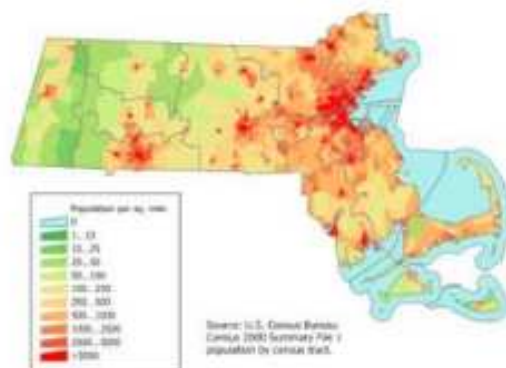
### BioWeatherMaps

*"Self-Assembly Required"*

Flash mobs meet consumer-generated science in the new DIYbio initiative FlashLabs, where we'll be pulling-off a new large-scale collaborative science project annually for amateurs and enthusiasts worldwide.

First up: the BioWeatherMap. Ever wonder how the microbial communities living on cross-walk buttons in Boston compare to those in San Francisco, or Manhattan, or the cross-walk nearest your home? We're going to find out and you can get involved.

*Self-assembly required*



about us ▾

DIYbio is an organization that aims to help make biology a worthwhile pursuit for citizen scientists, amateur biologists, and DIY biological engineers who value openness and safety. This will require mechanisms for amateurs to increase their knowledge and skills, access to a community of experts, the development of a code of ethics, responsible oversight, and leadership on issues that are unique to doing biology outside of traditional professional settings.

recent comments ▾





[works](#)

[technologies](#)

[careers](#)

[about](#)

We've been involved in a variety of projects and product offerings at Ginkgo. Selected works are described below (click the images for details). To learn more about how Ginkgo might be able to work with you, please [contact us](#).



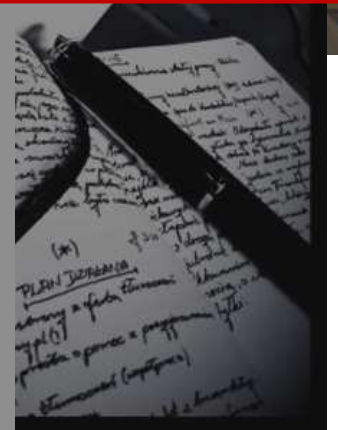
## BioBrick™ Assembly Kit

New England BioLabs

Ginkgo and NEB developed the [BioBrick™ Assembly Kit](#), a [new product offering](#) in the synthetic biology tools space. The BioBrick™ Assembly Kit is the first commercial product to support an open standard in biotechnology. Leveraging our extensive experience in DNA assembly, Ginkgo wrote a [step-by-step kit manual](#) to accompany the new product. Ginkgo also provides expert technical support for customers using the product. You can [purchase the kit](#) directly from NEB.

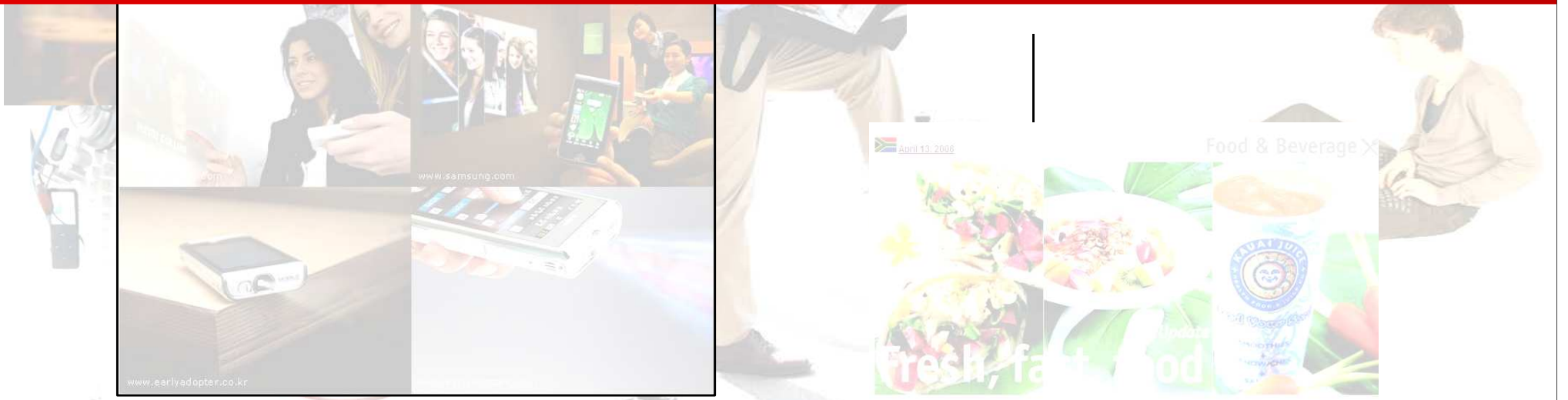
# THE BIRTH OF A TREND AND HOW IT CONTINUES TO SPREAD

Ubiquitous Connection  
Co-creative  
Less Boundaries  
Self-organizing





# WHAT THEY LIKE TO BUY



# Outdoor and sportswear meet tailoring and urban wear in these designers' products.

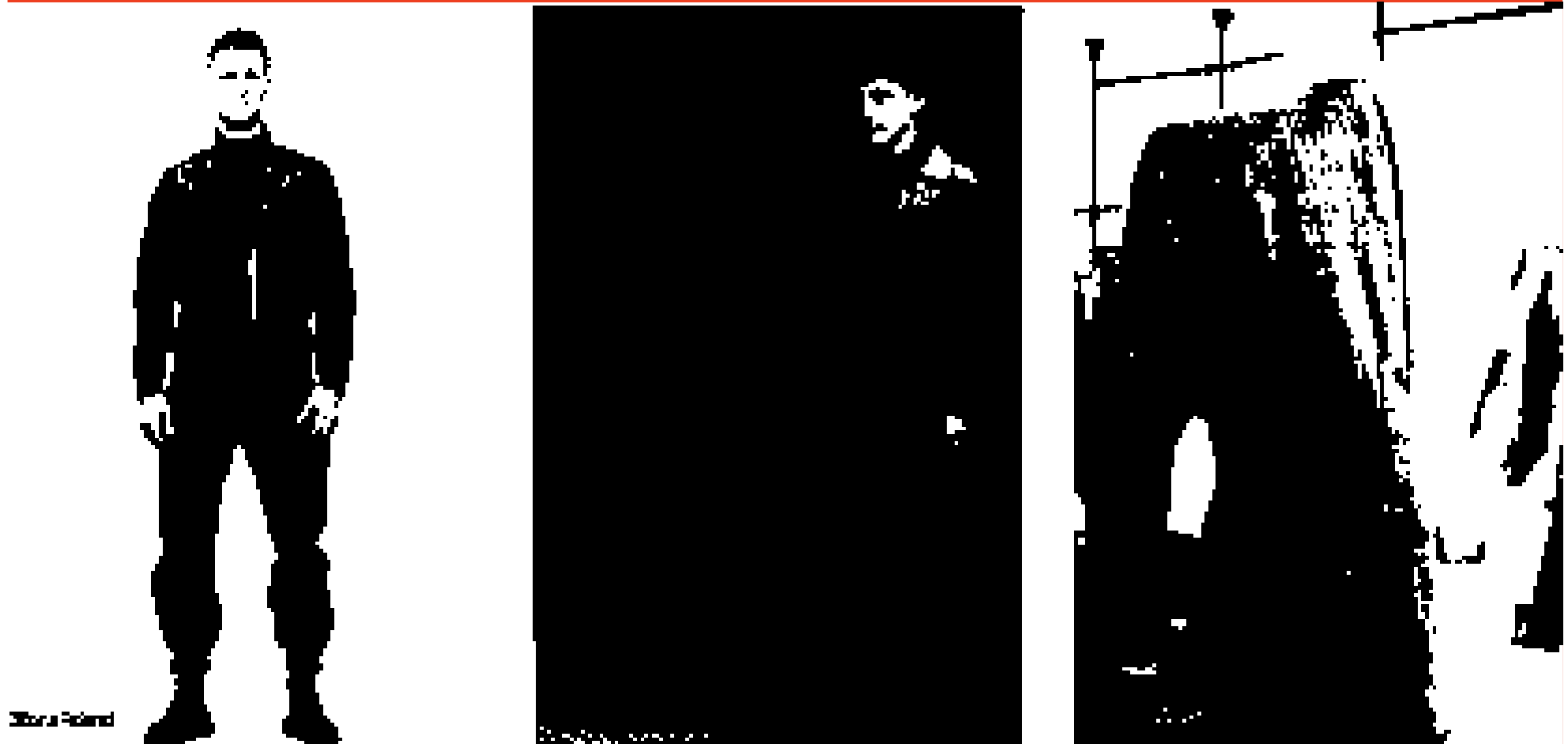


The Rise of the Urban Nomads – What they buy





**Peter van Rhoon, CODE Magazine's creative director, with whom we put together our Fashion Lifestyle Top 15, noted a slew of designers with the collective dictate of**



© 2011 Peter van Rhoon

**clothing with a purpose and style. Made from top of the line materials these outdoor clothes are combined with high fashion cuts and styles.**



## The Rise of the Urban Nomads – What they buy





## The Rise of the Urban Nomads – What they buy





## The Rise of the Urban Nomads – What they buy

Outdoor and sportswear meet tailoring and urban wear in these designers' products. The results are extremely versatile clothing that looks great and is weatherproof.



Arc'teryx Veilance, Acronym, Stone Island, North Face Purple Label, plus cycling brand Rapha and Joe Casely Hayford are brands that are trailblazing and pioneering.



The Rise of the Urban Nomads – What they buy



**This is the innovative world of new technological possibilities translated into perfectly functional, sophisticated fashion.**



**The Rise of the Urban Nomads – What they buy**



**Our trendfilter Dave Siegel, president of ad agency Wondergroup's Launchforce Division, brought the solar power bag to our attention.**



**The Rise of the Urban Nomads – What they buy**



**It's not just a fashion accessory but also a functional. The bag charges your mobile phone battery as you travel through the city. With unisex models the company caters to the male and female Urban Nomad. Both carry their world with them throughout the day.**



**The Rise of the Urban Nomads – What they buy**



And it's also tapping into an environment consciousness of the Urban Nomad. By using solar power it represents the move towards awards of sustainability and affection for nature while being an urban jungle warrior.



**The Rise of the Urban Nomads – What they buy**







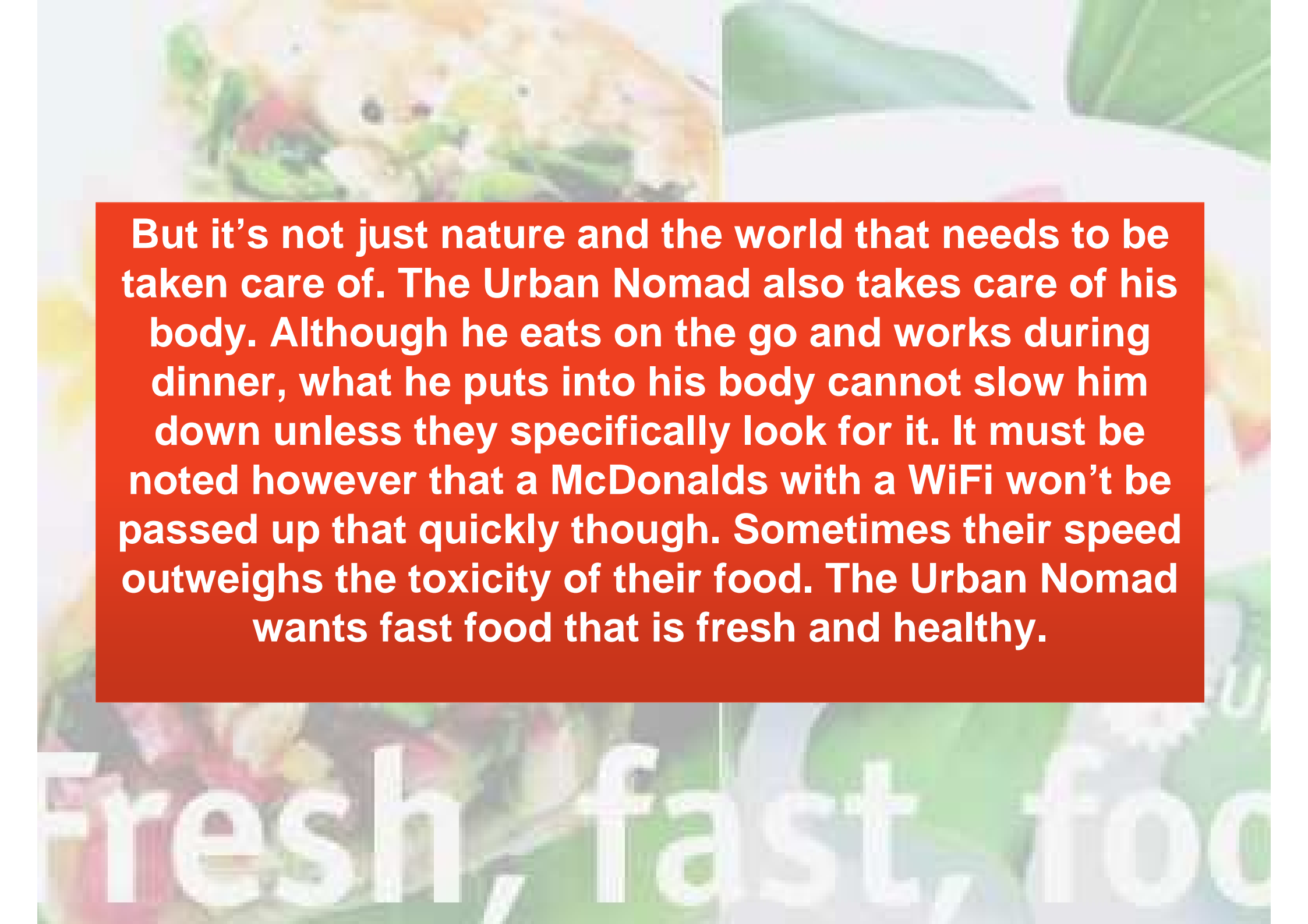
**Fresh, fast, food**



**The Rise of the Urban Nomads – What they buy**







**But it's not just nature and the world that needs to be taken care of. The Urban Nomad also takes care of his body. Although he eats on the go and works during dinner, what he puts into his body cannot slow him down unless they specifically look for it. It must be noted however that a McDonalds with a WiFi won't be passed up that quickly though. Sometimes their speed outweighs the toxicity of their food. The Urban Nomad wants fast food that is fresh and healthy.**

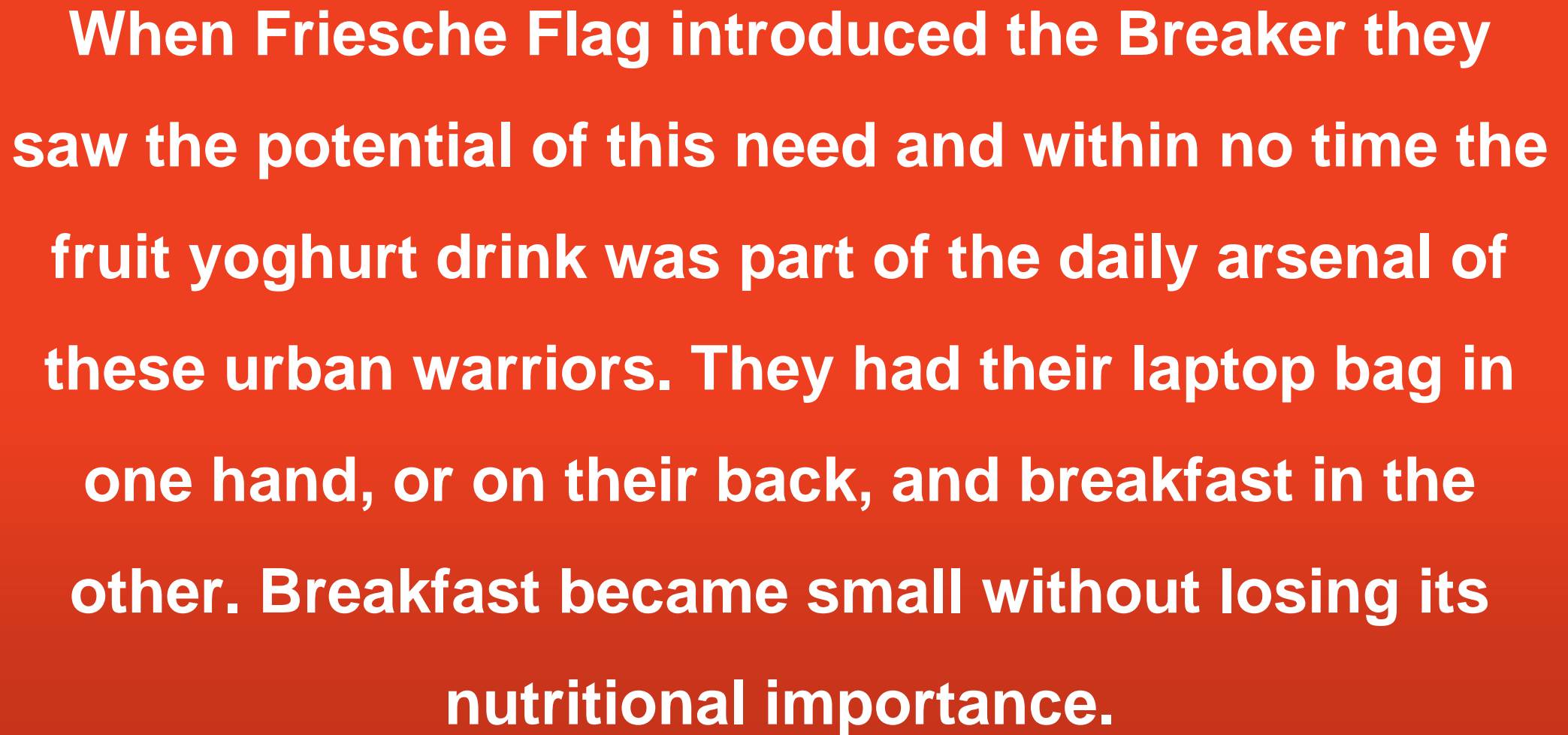
**Fresh, fast, food**

In the morning a breakfast on the go is preferred over an elaborate breakfast.



The Rise of the Urban Nomads – What they buy





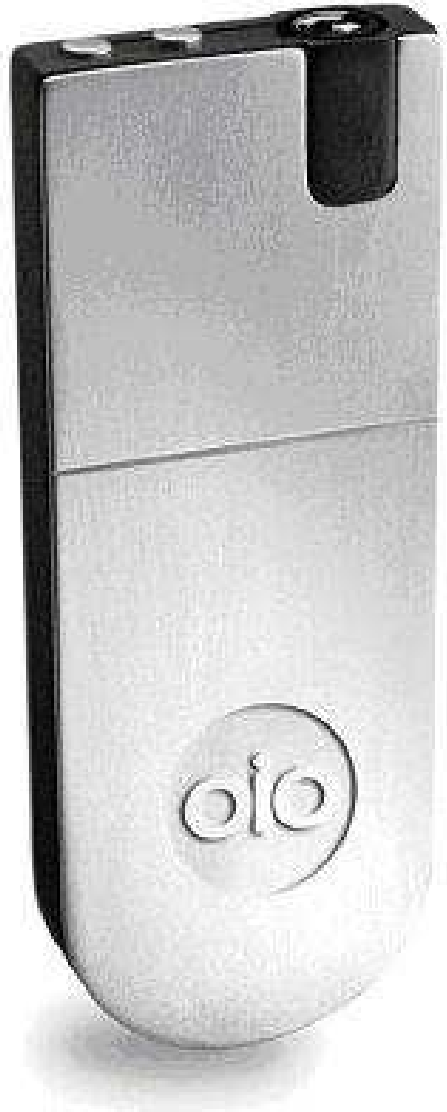
**When Friesche Flag introduced the Breaker they saw the potential of this need and within no time the fruit yoghurt drink was part of the daily arsenal of these urban warriors. They had their laptop bag in one hand, or on their back, and breakfast in the other. Breakfast became small without losing its nutritional importance.**

# Fit in with the lifestyle of the Urban Nomad



The Rise of the Urban Nomads – What they buy





The Oio Nano Projector that creative Diddo Velema directed us to is also part of this development. . It is a cool and expertly designed tool to show your slides in whatever situation you may find yourself. It may have been introduced in 2008, but it has future growth potential.

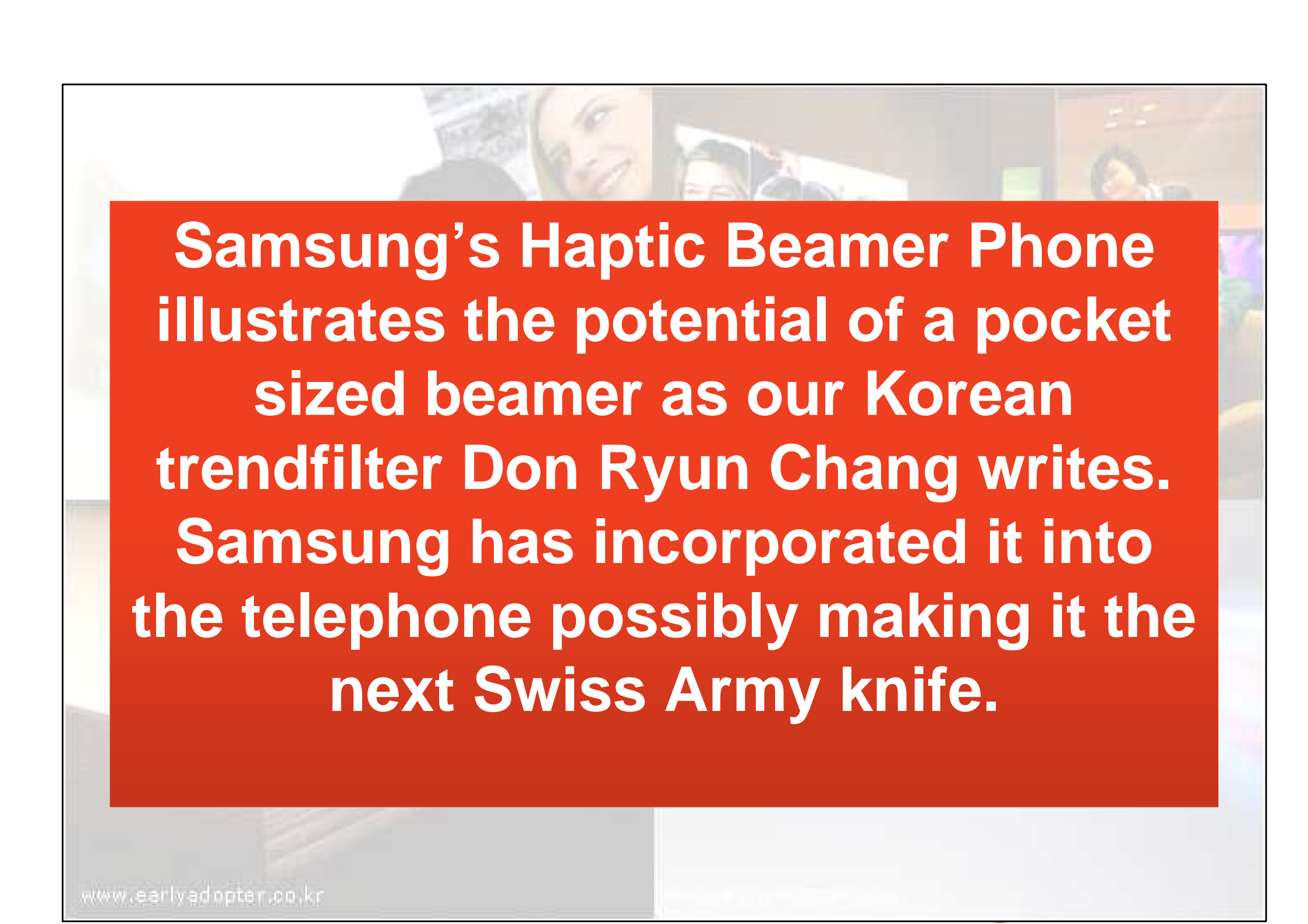


# Samsung's Haptic Beamer Phone



The Rise of the Urban Nomads – What they buy





**Samsung's Haptic Beamer Phone illustrates the potential of a pocket sized beamer as our Korean trendfilter Don Ryun Chang writes. Samsung has incorporated it into the telephone possibly making it the next Swiss Army knife.**



# Compare everywhere



**Compare Everywhere**  
SHOP SMARTER USING YOUR PHONE

**Compare Everywhere** is a Google Android app that will change the way you shop forever.

- Scan any barcode and **instantly search dozens of online and local stores**, finding out if that "sale price" really is a good deal.
- Read **product reviews**, listen to music clips, and watch movie trailers with a single tap.
- Easily **connect with stores in your area** using driving directions or a phone call.
- Quickly **build shopping lists**, wish lists, and share them with friends.

More details [compare score](#), stay in the loop:



The Rise of the Urban Nomads – What they buy

# Partial Ownership =



## Sharing responsibilities



The Rise of the Urban Nomads – What they buy

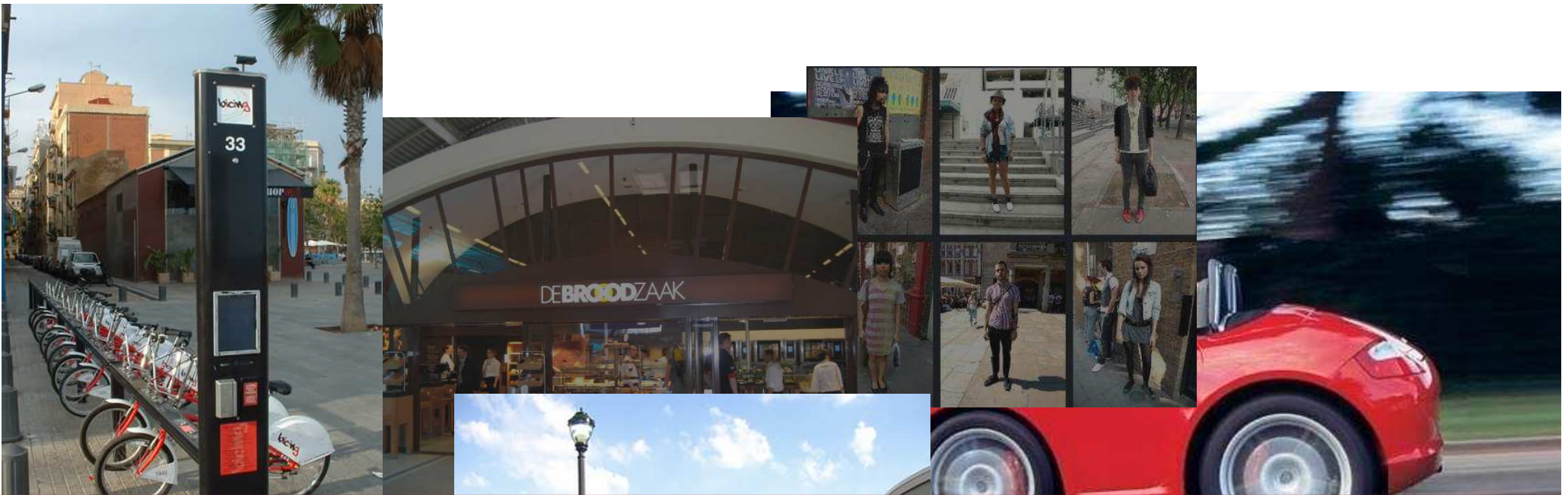


# Round up: WHAT URBAN NOMADS LIKE TO BUY

Accommodating clothing  
Fast and healthy  
Pocketsized  
Sharing







# The Rise of the Urban Nomads

## On the Move



Image via [iSpotSwap](#)

When it comes to parking, it pays to ride a bike. Usually you can lock it on to any tree or post without concern about finding a "parking spot." But if you have to drive somewhere, especially in a crowded place, you could be wasting a lot of gas driving around for 15 minutes just to find a spot. And in parking lots, you might end up following a pedestrian around like a culture so you can grab their spot as soon as they reach their car. Cutting

**planet green**

Rotating Blogroll (1 of 2)

Here are a few recommended websites.

- GreenDrinks
- Our Tomorrow
- It's the Environment, Stupid.
- Ideal Bite

# ON THE MOVE

**Bicycles**  
**Economically sized cars**  
**Urban Software**  
**Innovative Hotels**





**Barcelona was one of the first, with their eco-friendly almost-free city bikes to ride on. 130.000 subscribers. 300 new ones each day. The red and white bikes have become part of the city's image. The idea is cool and fits well in the Urban Nomads lifestyle. It is a well-know example but with an iconic value.**



**Barcelona might have started it. But Milano, Paris, London, Sevilla and very many more follow. It is proof of the rise of the Urban Nomads.**



**The Rise of the Urban Nomads – On the move**





**Makeshift bikes (two bicycle frames welded together), made in small bike workshops (USA) are driven in urban, op and coming areas more and more.**



**For the Urban Nomads who want to make a distinctive statement. (And many of the Urban Nomads do want to make such statements.)**





## The Rise of the Urban Nomads – On the move



## The Rise of the Urban Nomads – On the move



**Little flexible cars have the future. All car brands are working on it. But not too happy: profit margins are lower. Unless, of course, you make the car ultimately connected like the New York city guy.**



**The Rise of the Urban Nomads – On the move**





# MyTrack is an application for ANDROID that enables you to record GPS tracks and view live statistics.



## My Tracks

Record GPS tracks. Monitor your performance. Share your outdoor activities with friends.

[Download My Tracks](#)

[Home](#) [Features](#) [FAQ](#) [Group](#) [Contact](#) [Sister Applications](#)

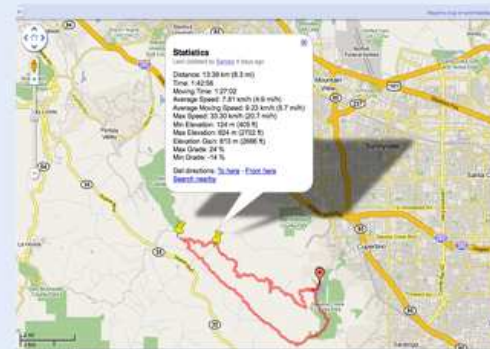
**New! My Tracks Version 1.0.11 updates.**

My Tracks is an application for your Android™ phone that enables you to record GPS tracks and view live statistics - such as time, speed, distance, and elevation - while hiking, biking, running or participating in other outdoor activities. Once recorded, you can share your tracks, upload them to Google Spreadsheets and visualize them on Google My Maps.

### Learn about My Tracks



### Sample Maps



**Twitter Tracks from My Tracks users** (apply "#MyTracks" to your Twitter posts)

[olle vent. weer pap in de benen - \( avg:31.92 max:48.09 time:00:32:08 dst:16.97 http://bit.ly/dk63OG #ligfiets #mytracks](#)

TM "Android is a trademark of Google Inc. Use of this trademark is subject to Google Permissions."

powered by  
Google App Engine



The Rise of the Urban Nomads – On the move



# Available parking ... on your Iphone. Again, fits very much into the Urban Nomad lifestyle.

## iSpotSwap By Everyday Giants LLC

[View More By This Developer](#)

Open iTunes to buy and download apps.



[View in iTunes](#)

**Free**

Category: [Utilities](#)

Updated: Mar 03, 2010

Current Version: 1.1

1.0 MB

Language: English

Seller: Everyday Giants LLC

© 2010. Everyday Giants

LLC

Rated 4+

**Requirements:** Compatible with iPhone and iPod touch. Requires iPhone OS 3.1.2 or later.

### Description

iSpotSwap puts real-time information about available parking on your iPhone... giving you the ultimate "insiders edge" to quickly and easily find that perfect spot.

[Everyday Giants LLC Web Site](#) ▶ [iSpotSwap Support](#) ▶

[...More](#)

### What's New in Version 1.1

New Update - New Features!

Our community spoke...and we listened! We've taken two of iSpotSwap's most useful features and made them even better. The latest versions of our built-in parking "Meter-Minder" and "Spot Finder" are now fully

[...More](#)

### iPhone Screenshots



The Rise of the Urban Nomads – On the move





# iPodSwap iPhone application helps you to find parking places and enables you to switch spots with other drivers.

cities pass this into law. The practice of using plastic bags just to quickly dispose of them has been going on for t..." [read]

Jay Knecht said: "What are the performance stats for the Son of Max? ..." [read]

gazelle said: "@ Dallas: The book, and the supplementary videos in the "How It All Ends" youtube series, address this in detail, but I'll try to paraphrase..." [read]

Barry said: "Kofi Annan has about as much of a clue about electric cars and developing countries as Ann Ann the Panda. He underestimates the ingenuity o..." [read]

JJ said: "Very cool. I didn't thought that biodiesel might be our future fuel..." [read]

Derek said: "'I guarantee you this will spark huge debates around the world," she said. "We have to delve into this in a way that

## iSpotSwap iPhone App - Find Parking Fast, Switch Spots with Other Drivers

by Jaymi Heimbuch, San Francisco, California on 03.25.10

CARS & TRANSPORTATION

Digg reddit share StumbleUpon Buzz up!



Image via [iSpotSwap](#)

When it comes to parking, it pays to ride a bike. Usually you can lock it on to any tree or post without concern about finding a "parking spot." But if you have to drive somewhere, especially in a crowded place, you could be wasting a lot of gas driving around for 15 minutes just to find a spot. And in parking lots, you might end up following a pedestrian around like a vulture so you can grab their spot as soon as they reach their car. Cutting



planet green

Rotating Blogroll (1 of 2)

Here are a few recommended websites.

GreenDrinks

Our Tomorrow

It's the Environment, Stupid.

Ideal Bite



The Rise of the Urban Nomads – On the move



# Citizen M is an upcoming new European hotel chain for the Urban Nomads.



Urban Nomads often are creative but not necessarily rich. Citizen M is a container hotel, simple rooms, wifi all over, relaxed big lounge.



# And colored mood management in all the rooms.



The Rise of the Urban Nomads – On the move



# Citizen M.



The Rise of the Urban Nomads – On the move





Everland is a mobile hotel chain. With ad hoc to build and replace rooms. Interesting new concepts.



The Rise of the Urban Nomads – What they buy





## The Rise of the Urban Nomads – What they buy



# Everland is Creative and special

<http://www.everland.ch/>



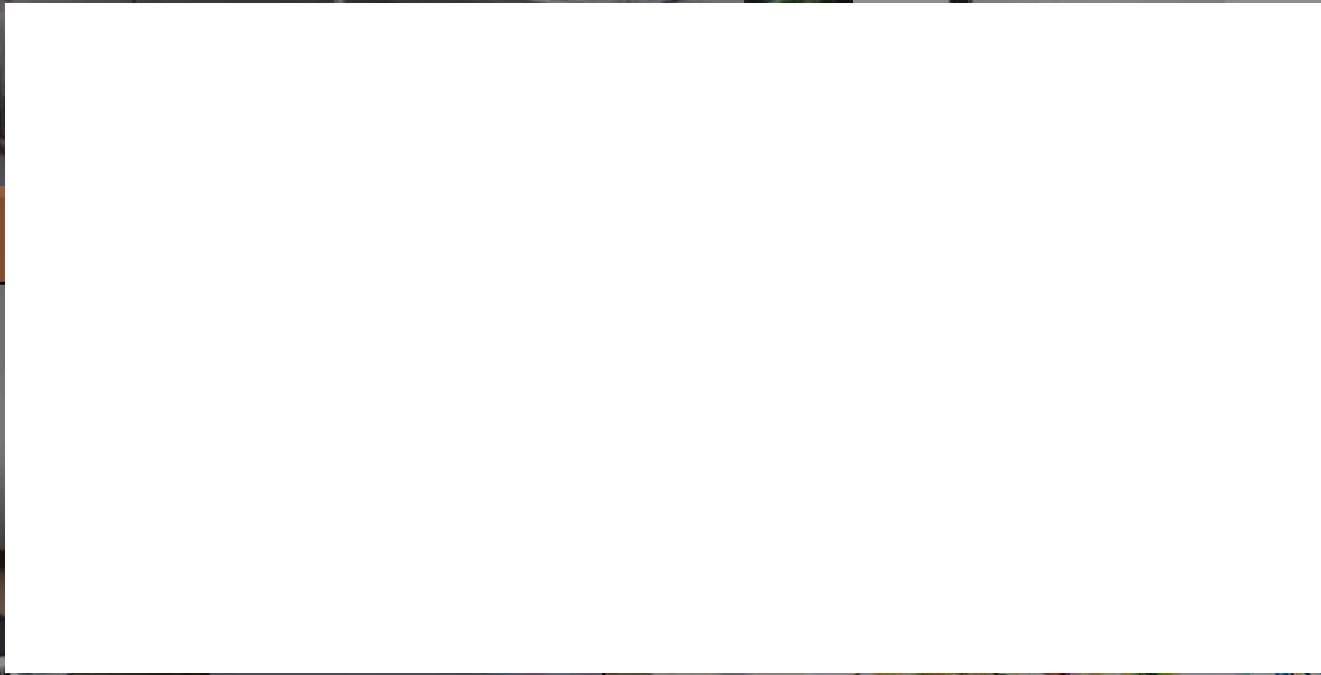
The Rise of the Urban Nomads – What they buy







# Round up ON THE MOVE



[www.samsung.com](http://www.samsung.com)

[www.earlyadoption.co.kr](http://www.earlyadoption.co.kr)

[www.earlyadoption.co.kr](http://www.earlyadoption.co.kr)

Update  
Fresh, fast, food

Beverage X



# Natural Habitats: Creative Cities

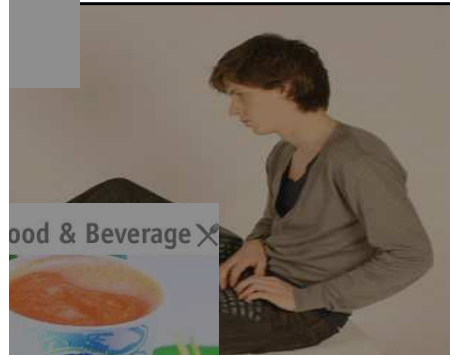
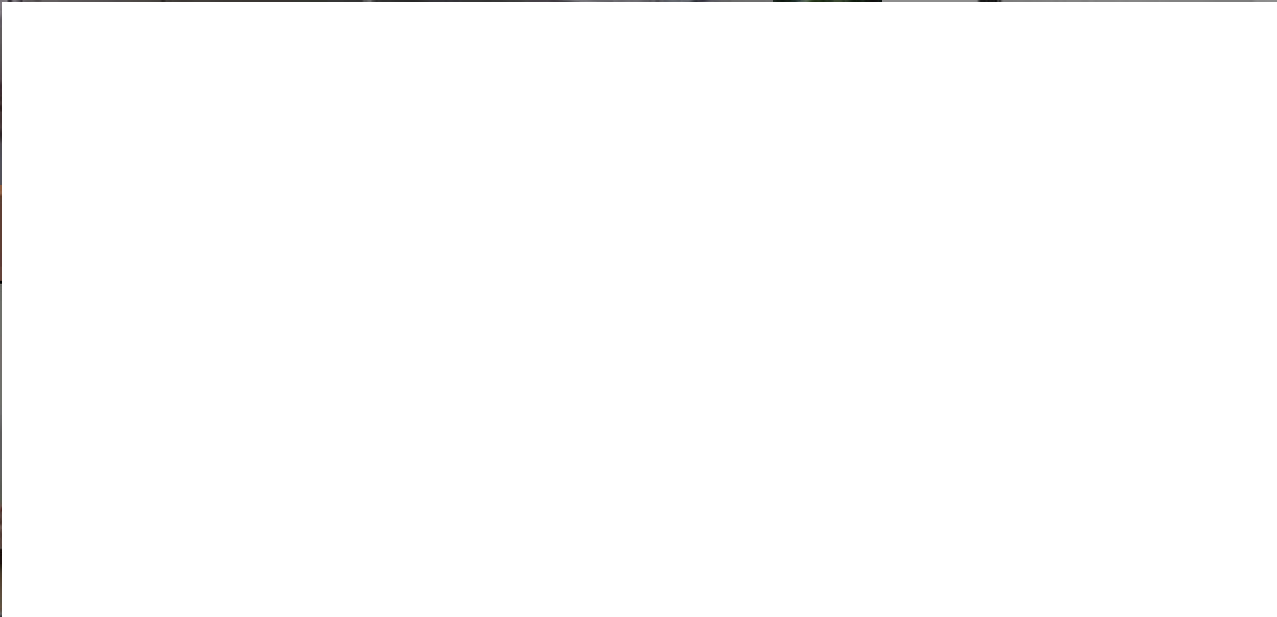
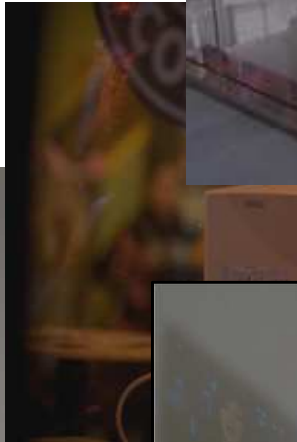


Think of all the electricity that's wasted by city lights that stay on when no one needs them. To solve this problem, one Barcelona neighborhood is using a system of Endesa LED lights, controlled wirelessly, to provide light exactly when, and where, it's needed. It keeps the streets safe while saving the city money.





# NATURAL HABITAT: CREATIVE CITIES



www.earlyadoption.co.kr

www.earlyadoption.co.kr

# WHO'S YOUR CITY?

HOW THE CREATIVE ECONOMY  
IS MAKING WHERE TO LIVE  
THE MOST IMPORTANT  
DECISION OF YOUR LIFE

# RICHARD FLORIDA

AUTHOR OF *THE RISE OF THE CREATIVE CLASS*



**Dongtan is China showcase of how innovative and eco-friendly their future will look like.**



**The Rise of the Urban Nomads – Natural Habitats: Creative Cities**



**Gary Lawrence, Dantang's sustainable Development leaders says:  
“This is an attempt to demonstrate to the rest of China,**



**if not to the world, that we can create high quality urban spaces that are ecologically sound and make more money at it at the same time.” Once again, Urban Nomads like this mentality and broad innovate cleverness.**



# Dontang



The Rise of the Urban Nomads – Natural Habitats: Creative Cities



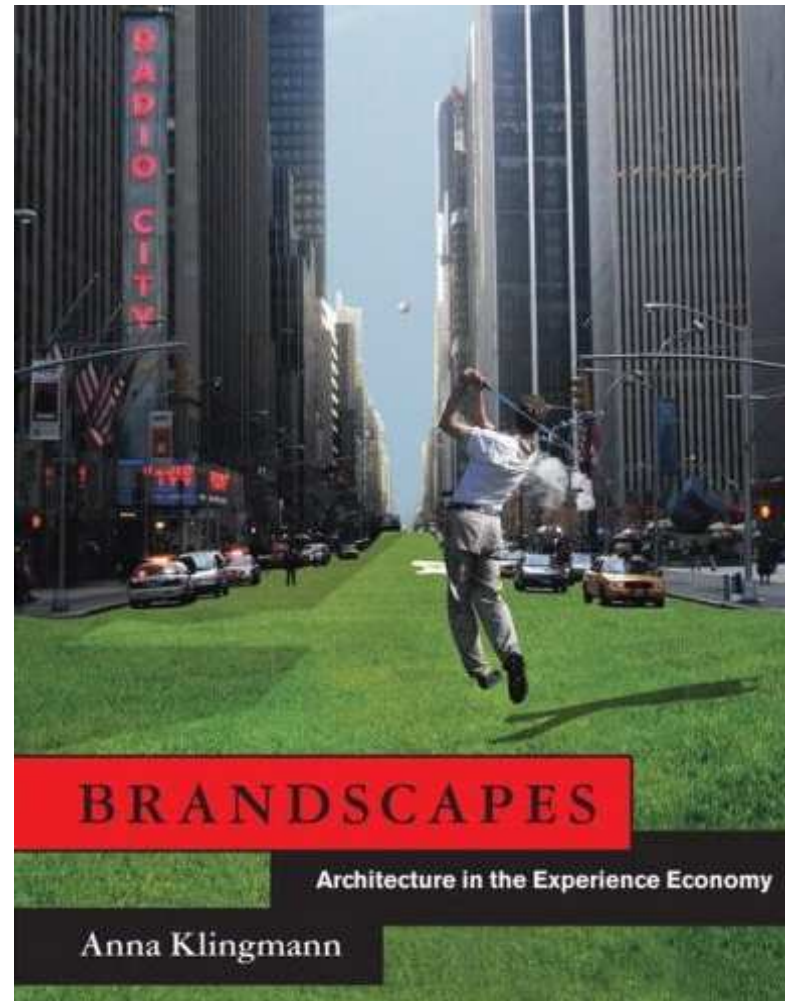
This new city expects to receive its first half a million inhabitants by 2011. A 100% sustainable city closer to big polluting sister Shanghai.



The Rise of the Urban Nomads – Natural Habitats: Creative Cities



# Anna Klingmann – Brandscapes





CITIES, RETHOUGHT

Read more



A project in collaboration with

IBM



# Barcelona Street Lamps

Mark it  
good

[Cities, Rethought](#) > [GOOD](#) on March 20, 2010 at 5:30 am PDT

BARCELONA  
STREET LAMPS



00:08/02:13



The Rise of the Urban Nomads – What they buy



**PROGRAM**  
**TICKETING**  
**GIFT VOUCHERS**

# ROOFTOP CINEMA

**LOCATION**  
**ABOUT US**  
**F.A.Q.**

## NIGHTMARE ON SWANSTON ST



**THANKS FOR  
A FANTASTIC  
SEASON 09/10**

**SEE YOU BACK IN NOVEMBER**  
The 09/10 cinema season has concluded.  
Rooftop Bar is open as usual.



### ROOFTOP TALKS

"A Serious Man is our final screening for the season - don't miss out. 9pm Saturday on the roof...<http://bit.ly/RJoQv>" - 11 days ago.

**FOLLOW ROOFTOP ON TWITTER**



Click here to  
find out more.



**JAMESON**  
GREAT TASTE IN FILM

### SIGN UP TO THE NEWSLETTER

Sign Up to our fortnightly Rooftop Newsletter.  
Things to WIN and FUN to be had.

### LAST SEASON AT ROOFTOP





## The Rise of the Urban Nomads – Natural Habitats: Creative Cities

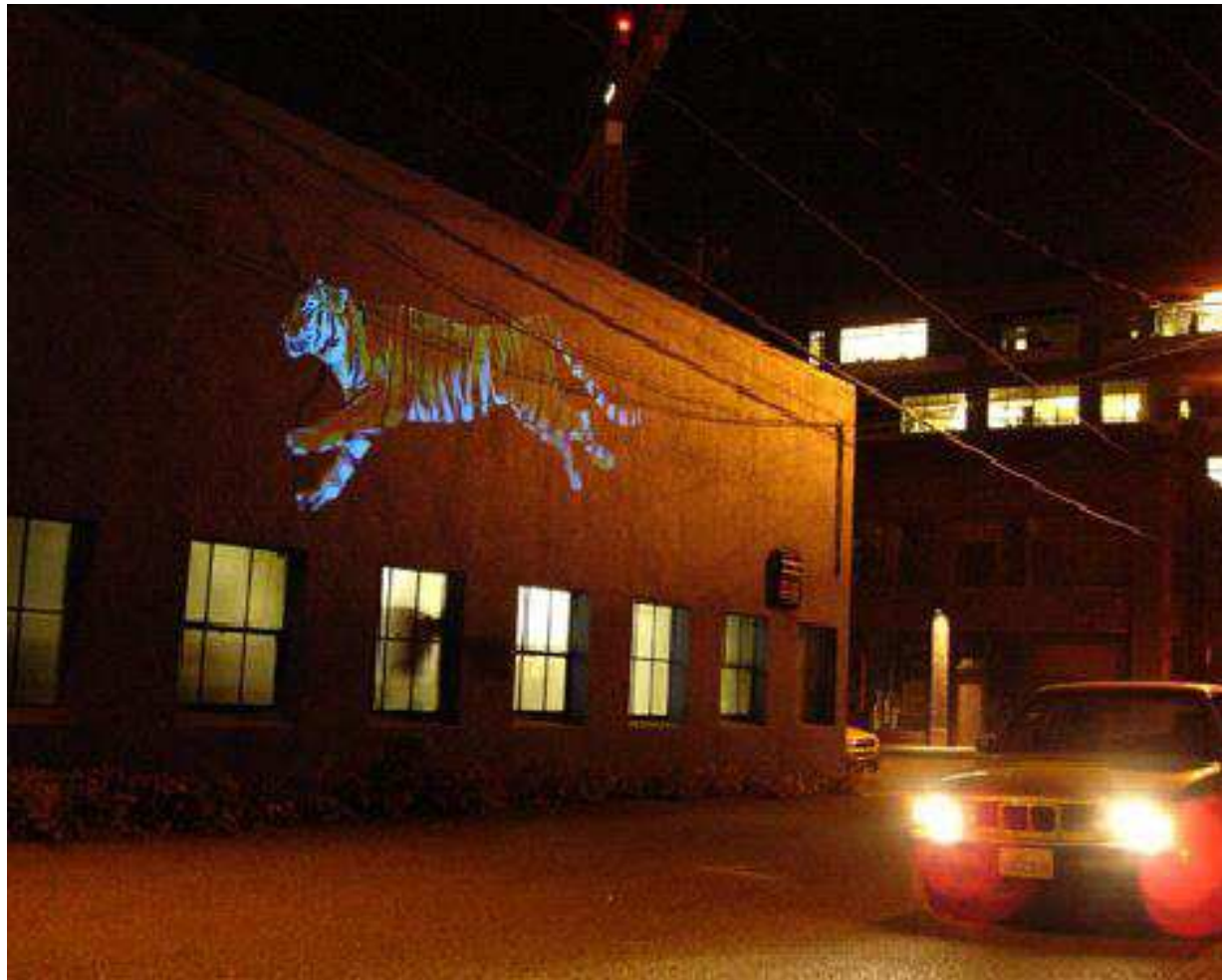




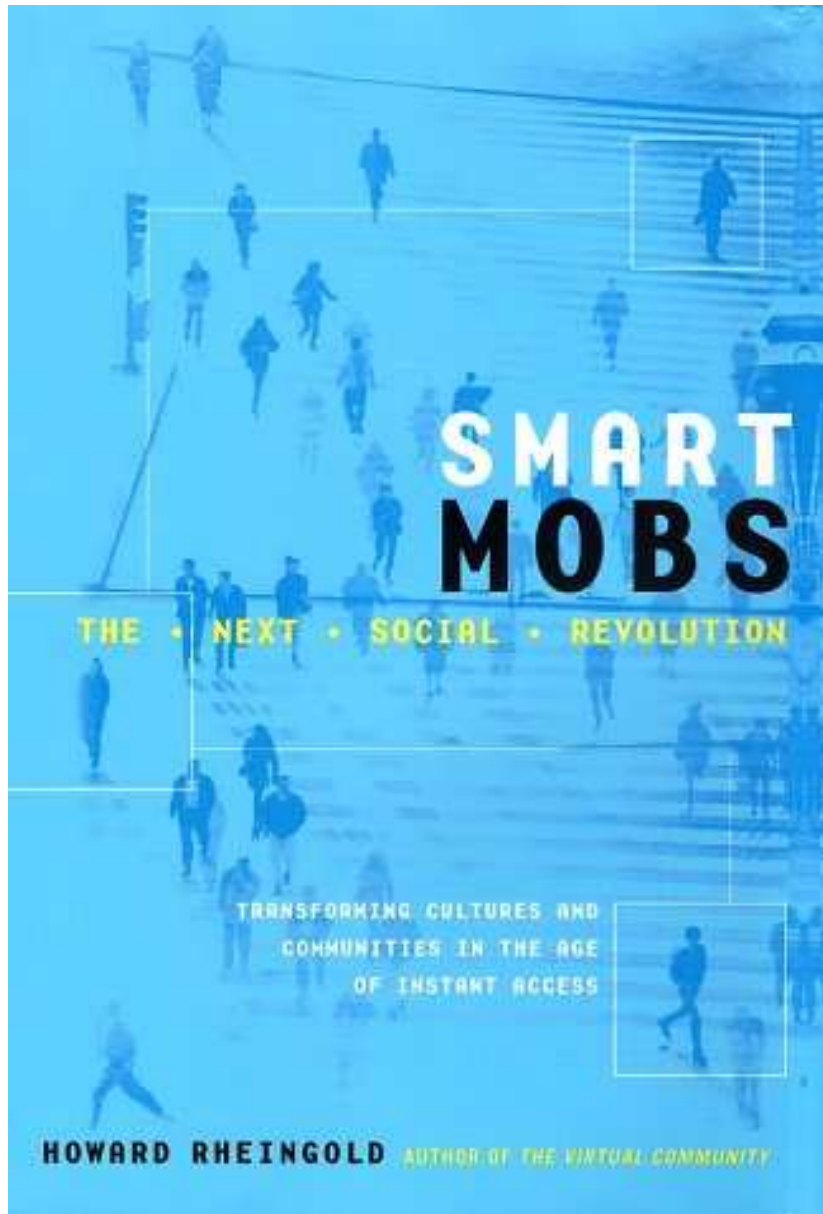
There is a unique cab driving around in Sao Paulo. The cab projects, while driving, a jumping tiger on the walls of this urban jungle city par excellence.



**When the car stops, the tiger gets on guard.  
Urban Nomads like these kind of mobile  
surprises. It makes their city more exciting.**







# Urban Nomads love Urban Farming and Foraging.





# GUERRILLA GARDENING.ORG

## Blog: Tips: Enlist: Community: Links

[Make a donation](#)

[Troop Digs](#)

[Getting Started](#)

[E-mail](#)



### SEED BOMBS A GUIDE TO THEIR VARIOUS FORMS AND FUNCTIONS



[Click here to read more](#)



### Pimp your Pavement



[Click here to find out more and join in](#)



**SHARE YOUR SUNFLOWER DAY PHOTOS**  
**CLICK TO ADD TO THIS ALBUM**

## Welcome

This blog began in October 2004 as a record of my illicit cultivation around London. It is now also a growing arsenal for anyone interested in the war against neglect and scarcity of public space as a place to grow things, be they beautiful, tasty (or both!) Join in, sign up and visit the live *Community* forum pages to share your news from the horticultural front line in your part of the world.



[The Books](#)

[twitter Updates](#)

[GGTV](#)

[Video](#)



1-877-679-8300



ing - The More You Donate The More Food We Can Grow!

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| The Home Farming movement | programs & education ▼ | social networking ▼ | donate ▼ | contact

Sign up for our Mailing List

GO

“EDIBLE” WALL GARDENS

URBAN FARMING FOOD CHAIN

VERTICAL FARMING

Urban Farming's mission is to create an abundance of food for people in need by planting gardens on unused land and space while increasing diversity, educating youth, adults and seniors and providing an environmentally sustainable system to uplift communities.



Donate

Urban Farming partnered with Triscuit to plant fifty community-based home farms in twenty cities across the United States in 2010. For more information about this exciting [Home Farming movement click here >](#)



The Rise of the Urban Nomads – What they buy



# Urban Farming and Foraging meet the Rise of the Social Web.



urban edibles

A community database of wild food sources in Portland, OR

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## ABOUT THE PROJECT

Some nice foliage may make Portland, Oregon a "green" city, but amongst the leaves is a surprising amount of edible food sources. On one side of town there may be a public street lined with fruit trees whose bounty gets swept in to a dumpster year after year, while on the other side some kids may be anxious to make some plum jam. This project aims to make more available the natural food sources throughout the city that go undiscovered each year. Nut trees, berry patches, unsprayed fields of dandelion roots are all welcome. We invite you to share the sources you already know of, search for new ones with your friends, and participate in our official scouting days.

## HELPING OUT

This is a community project that needs lots of help before it can become a truly useful tool. Collecting source data, researching plants, making flyers, spreading the word, and working on the source code -- are all priorities. Get involved by subscribing to the email discussion list and editing the Wiki pages directly.

- **Email list**

Subscribe to the official discussion list by going to:

<http://lists.urbanedibles.org/listinfo.cgi/discuss-urbanedibles.org>

If you have announcements or comments you'd like to make without subscribing, send an email directly to [discuss\[at\]urbanedibles.org](mailto:discuss@urbanedibles.org)

- **Wiki (online workbook)**



The Rise of the Urban Nomads – What they buy





# All you can find in your city that is edible

## Urban Foraging: Wild Edibles In Cities -- Collect And Eat Fruit, Greens, Snails And More! (PHOTOS)

Huffington Post | Eve Solomon First Posted: 11-17-09 08:11 AM | Updated: 11-17-09 03:07 PM



2 days

**Read More:** [Eat Local](#), [Food](#), [Local Food](#), [Organic Food](#), [Slidepoll](#), [Urban Foraging](#), [Green News](#)

Eating locally is a big deal these days -- but few people know about all the edible treats growing wild in cities across America. Here at HuffPost Green, we think the most adventurous way to eat local is to throw on your wellies and go foraging for urban goodies. From delicious fruits to weeds you would never think to eat, clams and snails, cities are full of hand-picked eating opportunities!

49 **SHARE** | 0 **views** **retweet** | **vote now** **buzz up**

We hope this slideshow gives you some great urban gathering ideas, but be sure to check with local experts for help identifying plants before stuffin' your face. Don't forget to vote on your favorite.

Have some photos of found edible treats growing in urban areas? Send them in!

### Foraged Food

Find a picture, click the participate button, add a title and upload your picture

**Participate**



### Rate Best Foraged Goods!

(Current Rank: 4)

Not Appetizing					Forge-alicious				
1	2	3	4	5	6	7	8	9	10



[www.bandondemand.com](http://www.bandondemand.com) is a place where you can suggest your Music venue of festival to the community.

The screenshot displays the Band on Demand website interface. At the top, there are navigation links for CONTACT BOD, BOOKMARK BOD, and VRIENDEN UITNODIGEN, along with social media icons and a LOGIN button. The main content area features a grid of artist cards for Celina Cairo (Genre Pop), DIGABLE PLANETS (Genre Rock), SILVERCHAIR (Genre Rock), BFMV (Genre Rock), and ANTHONY DAVID (Genre Soul). A large banner on the right promotes a campaign with the text 'KLIK HIER! EN STEUN DIT INITIATIEF!!!'. Below the grid is a 'cooliris' search bar. The 'NIEUWS & HIGHLIGHTS' section includes a news item about Justin Bieber's concert being extended, a 'FOREIGN BEGGARS CONCERT' announcement, and another news item about Justin Bieber's concert extension. The 'BOD TWITTER' section shows tweets about a battle with Flinke names for Vodafone and a concert by Angie Stone. The 'EERSTVOLGENDE CONCERTEN' section is partially visible at the bottom.

**celina Cairo**  
GENRE Pop  
REGIO Noord-Holland

**DIGABLE PLANETS**  
GENRE Rock  
REGIO Noord-Holland

**SILVERCHAIR**  
GENRE Rock  
REGIO Noord-Holland

**BFMV**  
GENRE Rock  
REGIO Noord-Holland

**ANTHONY DAVID**  
GENRE SOUL  
REGIO Noord-Holland

**KLIK HIER!  
EN STEUN DIT  
INITIATIEF!!!**

**BOD TWITTER**

Opname voor battle met Flinke namen voor Vodafone. Natuurlijk! Band on Demand is er bij!  
<http://yfrog.com/0g2khgj>  
Tweeted on 01-04-10 at 11:33:39

Band on Demand is feelin' it tonight @ Angie Stone - Melkweg!!  
Tweeted on 16-03-10 at 08:13:00

Het dak eraf bij de albumrelease van Dennis! Wat een topstem!! Waar blijven de eerste Dennis-initiatieven?!  
Tweeted on 11-03-10 at 09:24:11

**NIEUWS & HIGHLIGHTS**

**JUSTIN BIEBER VERLENGD!**  
Vanwege het overweldigend aantal mail dat we ontvingen over Justin Bieber hebben we besloten het initiatief te verlengen met 20 dagen. Hij stond al op 61% dus BieberLiebers, op naar de 100%

**FOREIGN BEGGARS CONCERT**  
Nu op YouTube!  
LEES MEER...

**JUSTIN BIEBER VERLENGD!**  
Vanwege het enorme aantal verzoekmail, toch verlengd!  
LEES MEER...

**FOREIGN BEGGARS AFTERMATH!**  
Foreign Beggars Aftermath!

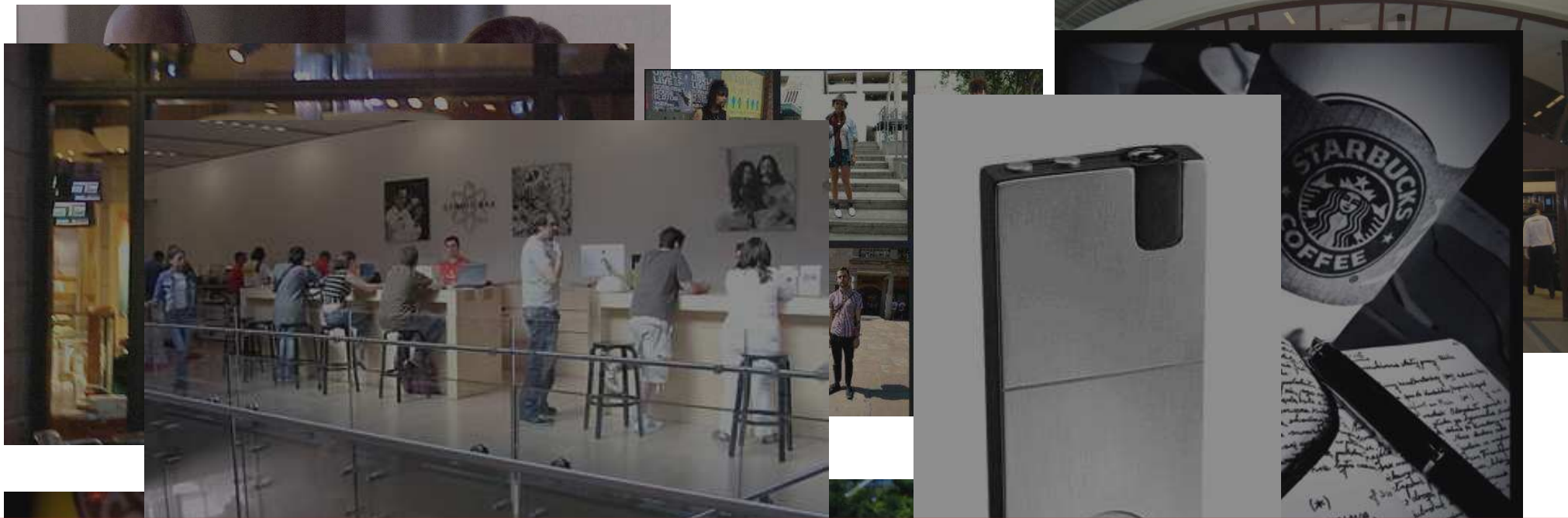
**EERSTVOLGENDE CONCERTEN**



# Round up NATURAL HABITAT: CREATIVE CITIES

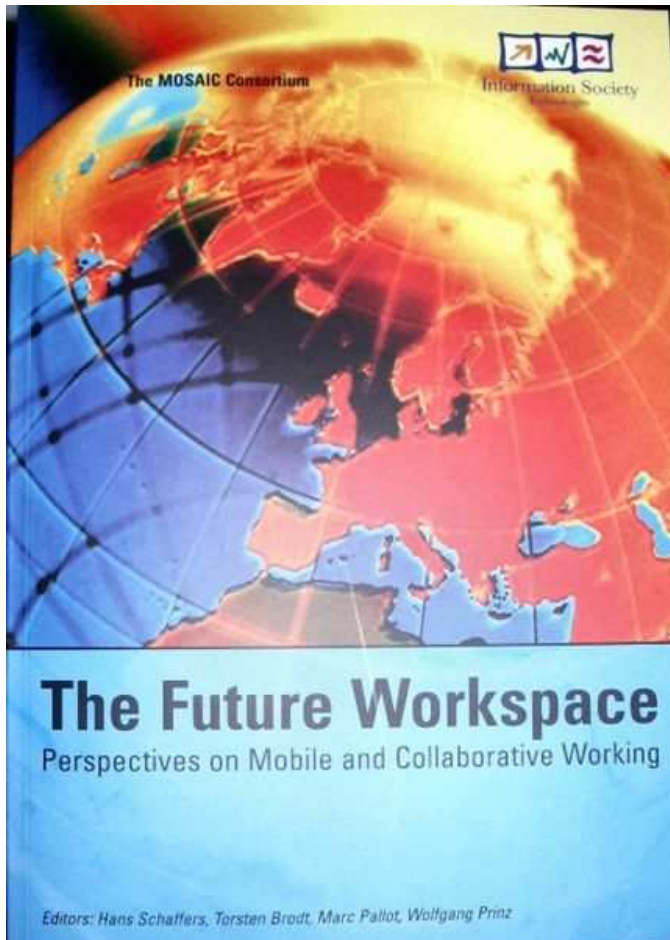
Strategic Urban Planning  
Creative Clusters  
Spaces viewed anew  
Collective Action





# THE RISE OF THE URBAN NOMAD: BEST BOOKS







"A thoughtful and provocative book." — *New York Times Magazine*

"A vivid picture of what it takes to make a great 21st-century city." — *Denver Post*

"Interesting, and smart." — *The Boston Globe*

NATIONAL BESTSELLER

# THE RISE OF THE CREATIVE CLASS

...and how it's transforming work,  
leisure, community, and  
everyday life

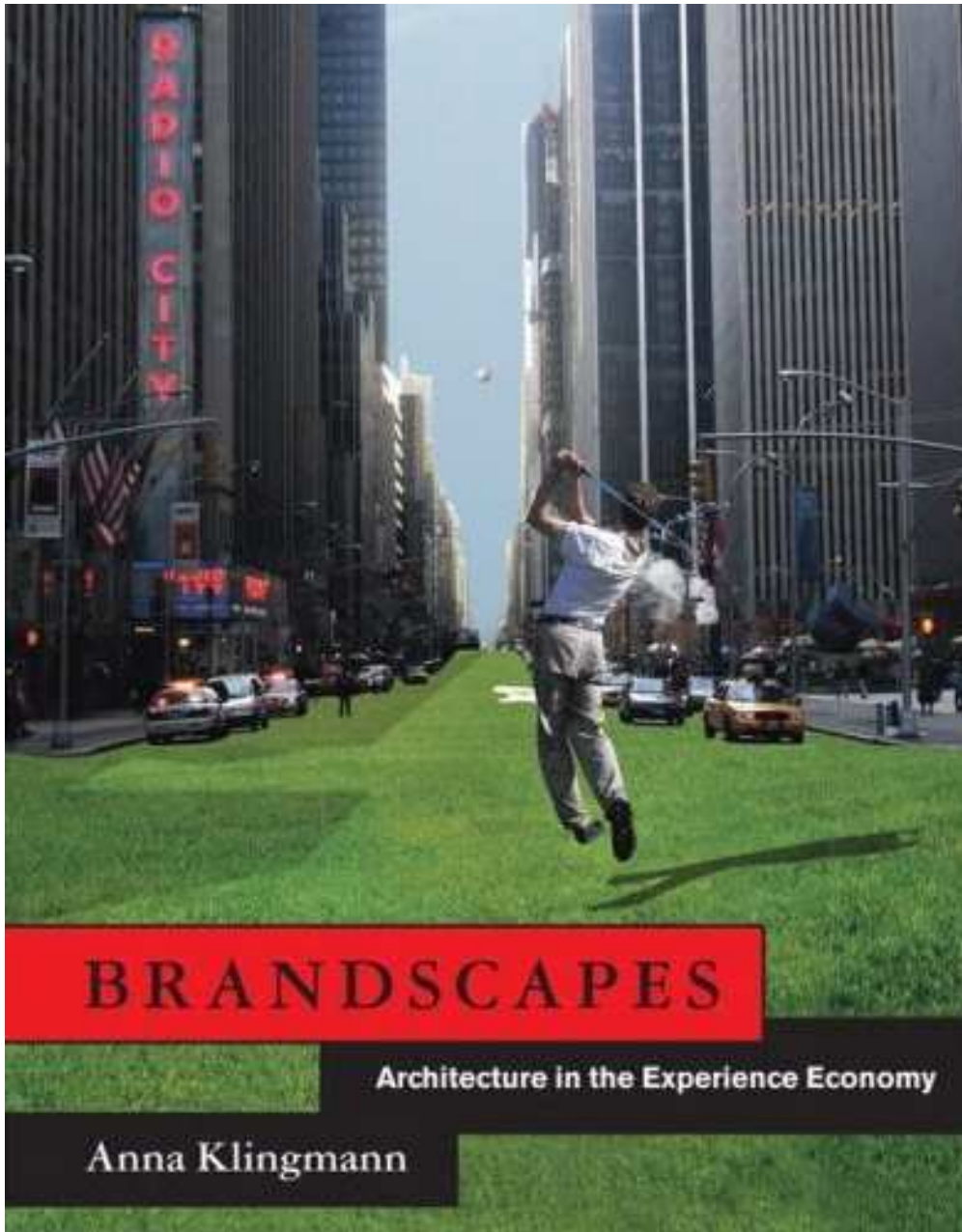
RICHARD FLORIDA

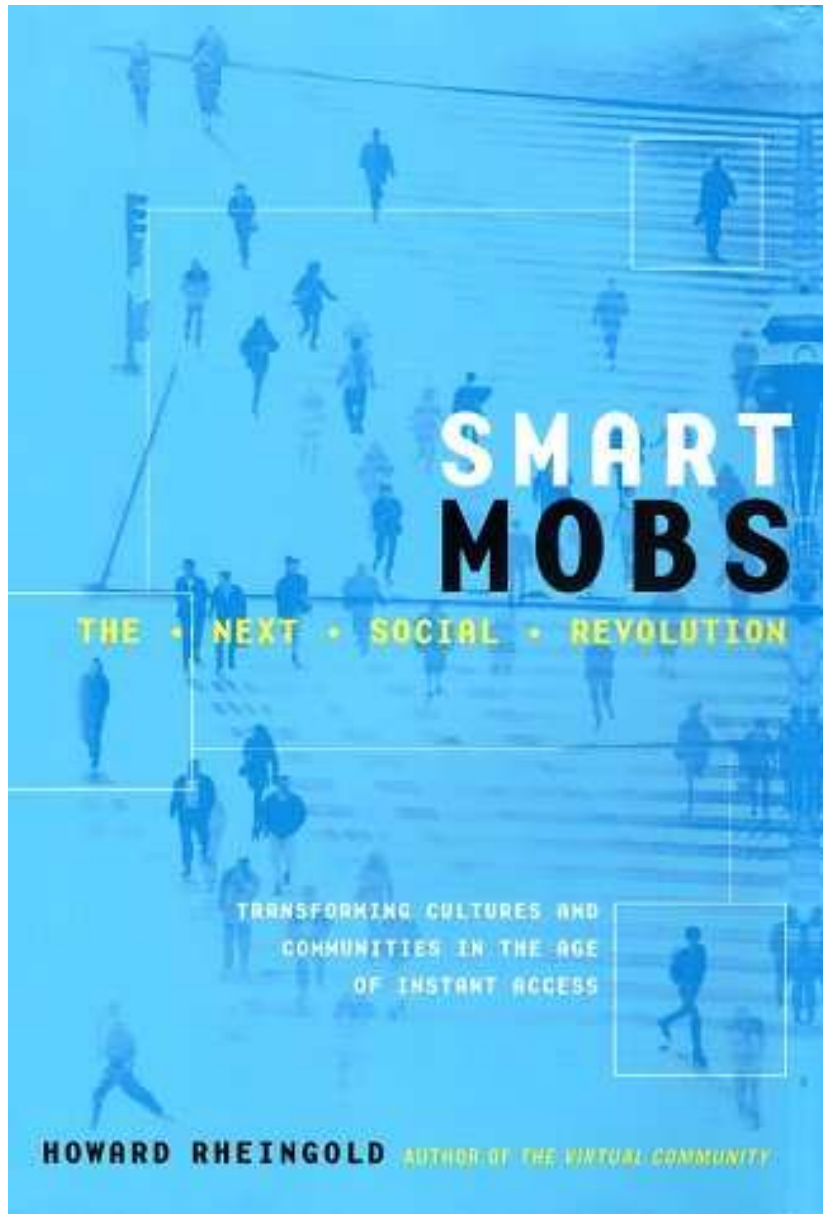
# WHO'S YOUR CITY?

HOW THE CREATIVE ECONOMY  
IS MAKING WHERE TO LIVE  
THE MOST IMPORTANT  
DECISION OF YOUR LIFE

# RICHARD FLORIDA

*AUTHOR OF THE RISE OF THE CREATIVE CLASS*







# Cities of the future

global competition, local leadership\*



\*connectedthinking

PROFITABILITY CENTER