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
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.
“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 workspace 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 15th 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 crosswalk buttons in Boston compare to those in San Francisco, or Manhattan, or the crosswalk nearest your home? We’re going to find out and you can get involved. Self-assembly required.
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.
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 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.
Our trendfilter Dave Siegel, president of ad agency Wondergroup’s Launchforce Division, brought the solar power bag to our attention.
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.
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
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.
In the morning a breakfast on the go is preferred over an elaborate breakfast.
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 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.
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
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.
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.
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.

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)

@elven, weer nap in de bossen - sum:31.02 max:6.06 time:00:32:06 dst:16.97 http://bit.ly/did8OG #llightfeet #mytracks

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

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
Open iTunes to buy and download apps.

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.

iSpotSwap iPhone App - Find Parking Fast, Switch Spots with Other Drivers
by Jaymi Heimbuch, San Francisco, California on 03.25.10
CARS & TRANSPORTATION

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

defran said: "Very cool. I didn't thought that biodesel 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

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
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/
Round up ON
THE MOVE
NATURAL HABITAT: CREATIVE CITIES

Strategic Urban Planning

Creative Clusters

Spaces viewed anew

Collective Action
Dongtan is China showcase of how innovative and eco-friendly their future will look like.
Gary Lawrence, Don’tang’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.
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.
Anna Klingmann – Brandscapes
Barcelona Street Lamps

Cities, Rethought > GOOD on March 20, 2010 at 5:30 am PDT

The Rise of the Urban Nomads – What they buy
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.

LAST SEASON AT ROOFTOP
Wednesday 3/2
Friday 5/2

ROOFTOP TALKS
"A Serious Man is our final screening for the season - don’t miss out. 3pm Saturday on the roof...http://bit.ly/1JoQv" 11 days ago.

FOLLOW ROOFTOP ON TWITTER

SIGN UP TO THE NEWSLETTER
Sign up to our fortnightly Rooftop Newsletter. Things to WIN and FUN to be had.

LOCATION
ABOUT US
F.A.Q.

ROOFTOP CINEMA
NIGHTMARE ON SWANSTON ST

JAMESON
GREAT TASTE IN FILM
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.
SMART MOBS
THE NEXT SOCIAL REVOLUTION
TRANSFORMING CULTURES AND COMMUNITIES IN THE AGE OF INSTANT ACCESS
HOWARD RHEINGOLD AUTHOR OF THE VIRTUAL COMMUNITY
Urban Nomads love Urban Farming and Foraging.
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 Rise of the Urban Nomads – What they buy

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

- Wiki (online workbook)
All you can find in your city that is edible
Www.bandondemand.com is a place where you can suggest your Music venue of festival to the community.
Round up NATURAL HABITAT: CREATIVE CITIES

Strategic Urban Planning
Creative Clusters
Spaces viewed anew
Collective Action
THE RISE OF THE URBAN NOMAD: BEST BOOKS
The Future Workspace
Perspectives on Mobile and Collaborative Working

Editors: Hans Schaffers, Torsten Brodt, Marc Pfister, Wolfgang Prinz
BRANDSCAPES
Architecture in the Experience Economy

Anna Klingmann
SMART MOBS
THE NEXT SOCIAL REVOLUTION
TRANSFORMING CULTURES AND COMMUNITIES IN THE AGE OF INSTANT ACCESS
HOWARD RHEINGOLD AUTHOR OF THE VIRTUAL COMMUNITY
Cities of the future

global competition, local leadership*