Smart Cities
MIAMI
conference

workshop

zenciti:
Designing a
smart city
in Yucatán

Moore Building 191 NE 40th Street ■ Miami Design District ■ February 23-24, 2017

AGENDA
DAY ONE

12:00-1:00	Registration and Check-In
1:00 – 1:15	Welcome
	Rodolphe el-Khoury
	Nick Tsinoremas
1:15 – 2:15	Datafication & the City
	Presentations and Discussions
2:15 – 2:30	Break
2:30 – 3:30	Technology & the City
	Presentations and Discussions
3:30 – 3:45	Break
3:45 – 5:00	New Experiences & Services
	Presentations and Discussions
5:00 – 5:15	Break
5:15	Keynote Speaker
	Antoine Picon
5:45	Exhibits
	Networking Reception
	(2nd floor)

Welcome to
Smart Cities MIAMI

The University of Miami brings cutting-edge research in urban planning, architecture, and engineering—in alignment with computational resources and analytical expertise—to aid in the design and development of more sustainable, livable, and resilient cities. This Conference gathers leaders in academia, professional practice, and industry to examine the Smart Cities phenomenon in relation to emerging trends and technology. The focus is on infrastructure and the built environment, as well as new potentials for business and governance.

Keynote Speaker
Antoine Picon, PhD
Director of Research, Harvard Graduate School of Design

Dr. Antoine Picon is the G. Ware Travelstead Professor of the History of Architecture and Technology and Director of Research at the GSD. He teaches courses in the history and theory of architecture and technology. He is also Director of Research at the Ecole Nationale des Ponts et Chaussées in Paris. Trained as an engineer, architect, and historian, Dr. Picon works on the history of architectural and urban technologies from the eighteenth century to the present. He has published extensively on this subject. His three most recent books deal extensively with the changes brought to cities and architecture by the development of digital tools and digital culture. Digital Culture in Architecture: An Introduction for the Design Profession (2010) offers a comprehensive overview of this important transition. Ornament: The Politics of Architecture and Subjectivity (2013) focuses on the "return" of ornament in digital architecture to further the investigation. Finally, Smart Cities: A Spatialised Intelligence (2015) discusses its impact on cities.

Dr. Picon has received a number of awards for his writings, including the Médaille de la Ville de Paris, and twice, the Prix du Livre d'Architecture de la Ville de Briey, as well as the Georges Sarton Medal of the University of Gand. In 2010, he was elected a member of the French Académie des Technologies, and in 2015, an associate member of the French Académie d'Architecture.

Datafication & the City

The Dataficiation and the City discussion panel examines the transformative power that data have to help make informed decisions when designing city environments, allocating resources, attracting investments, and engaging with the public.

Jean-Pierre Bardet MODERATOR
Dr. Bardet is Dean of UM College of Engineering. His interests include earthquake engineering, civil infrastructure, geomechanics, and megacities.

Amy Knowles miamibeachfl.gov
As Deputy Resiliency Officer, Amy's focus is on the Rising Above Resiliency Strategy, and the Greater Miami and the Beaches 100 Resilient Cities Award.

Woodrow Pattinson airqualityltd.com
Dr. Pattinson has worked on urban air quality projects for close to a decade. He currently manages two city sensor networks in New Zealand.

Philip Peters citiquants.com
Philip is a business development analyst. He focuses on the design of digital business development and new economic development strategies.

Shouraseni Sen Roy UM Department of Geography and Regional Studies
Dr. Roy specializes in Climatology & GIS using geospatial techniques at various spatial scales.

Mike Sarasti miamigov.com
Mike is the City of Miami Chief Innovation Officer—a new position: driving innnovation, process improvement, collaboration, and customer service.

Technology & the City

Technology and the City offers an opportunity to dive into applications in the areas of the Internet of Things, Artificial Intelligence, and environmentally sustainable technologies, in the context of urbanization.

Natalia Martinez-Kalinina MODERATOR
Natalia is an organizational psychologist and strategist focused on merging innovation, entrepreneurship, and community impact.

Brian Brackeen kairos.com
Brian is Founder and CEO of Kairos, a Human Analytics platform providing face recognition, emotion analysis, and easy-to-use APIs and SDKs.

Miguel Pardo endesa.com
Innovation Project & Living Labs Manager, Miguel has broad experience in the energy markets, and collaborating in research and innovation.

Rodolfo Saccoman admobilize.com | matrixlabs.ai
Rodolfo is Co-Founder/CEO of AdMobilize/Matrix-Labs, a "machine intelligence" company reimagining humanity's relationship with the physical world.

Darren Ware cisco.com
As Sr. Bus. Dev. Manager, Darren leads Cisco's Smart Cities efforts in Latin America to increase operational effectiveness and improve citizen services.

Joel Zysman ccs.miami.edu/ac
Director of Advanced Computing for UM's Center for Computational Science, Joel specializes in storage design and data management.

New Experiences & Services

The New Experiences & Services panel examines new experiences, and how disruptive technologies have altered the way that smart city residents interact with our urban environments.

Matt Haggman MODERATOR
Matt leads the Knight Foundation's communities program, connecting emerging entrepreneurs and startups as a way of building community.

Samuel Cohen lyft.com
Sam is General Manager of Lyft, Florida. Previously he was the Business Dev. Manager for Airbnb Latin America, and helped launch Airbnb in Cuba.

Maria Escorcia jpmorganchase.com
Maria manages JP Morgan Chase Co.'s multi-million-dollar philanthropy portfolio for Miami-Dade, Broward, and Palm Beach Counties.

Ernie Hsiung whereby.us | codefor.miami
Ernie is a developer and community organizer with interests in actual and virtual communities. He currently serves as a Technical Director for whereby.us.

Anayda Frisneda González microsoft.com
Anayda is the General Manager of Microsoft's Public Sector Organization in Latin America. She has over 30 years of experience in the IT industry.

Mark Osterman vizcaya.org
Mark has a Doctor of Education with a focus in arts, literacy, and technology. He is Guiding Programs Manger for Vizcaya Museum and Gardens.

Zenciti Workshop:
Designing a Smart City in Yucatán

Zenciti is a smart city designed from the ground up, built on the experience of leaders in urbanism and technology, as a prototype for the future. Departing from existing models by creating an innovative platform for new forms of governance, transactions, and culture: a new way of life, Zenciti is a living laboratory for open-source research on sustainable development, wholesome living, and participation.

Public spaces, institutions, and businesses are designed as hybrid environments that bridge between physical space—a public garden, a classroom, or a conference room—and the vast network of online services. These environments integrate:

» The Internet of Things
» Pervasive Computing
» Augmented Reality, and
» Telepresence

to bring web-based content and activities to people and places in tangible, interactive, and impactful ways.

Time	Session
8:30 – 9:00	Registration & Breakfast
9:00 – 9:15	Welcome & Introduction **Rodolphe el-Khoury** **Iván Espadas**
9:15 – 9:30	Development Framework in Yucatán **Mauricio Montalvo**
9:30 – 10:00	The Yucatán Science and Technology Park, and the Special Economic Zone **Raul Godoy**
10:00 – 10:45	Zenciti Introduction **Rodolphe el-Khoury**
10:45 – 11:00	Break
11:00 – 12:00	Zenciti Details **Chris Chung** **Carie Penabad** **Joel Zysman** **Wangda Zuo**
12:00 – 1:00	General Discussion
1:00 – 2:00	Lunch & Discussion

Blackdove Digital Art Gallery
blackdove.com
Marc Billings
Smart Art in Public Places

A SaaS platform connecting digital video artists to collectors, commercial installations, and large-format outdoor projections to build interactive, immersive art experiences.

Code for Miami
codefor.miami
Christoper Scott
Open Miami Transit

Open Miami Transit is a demo/showcase of the possibilities when transit data is made available to citizens.

RAD-UM
rad-um.com
Clarisse Lopez
RAD

RAD-UM is a research unit housed at UM School of Architecture that provides resources and expertise for project-based research on the spatial ramifications of embedded technology and ubiquitous computing. The research is premised on the notion that every building or landscape component can be equipped with computational power. Projects at RAD-UM develop models for such digitally enhanced environments to better handle persistent and emerging challenges in the areas of healthcare, building technology, and sustainability.

Woosh Water
wooshwater.com | @wooshwater
Itay Tayas-Zamir & Dara Scoenwald
Woosh Smart Water Stations

Woosh is an innovative Smart Water Station, offering bottle rinsing and bottle refilling as a healthy, and environment-friendly alternative to plastic bottled drinks.

CCS Software Engineering
sweng.ccs.miami.edu
Chris Mader
Incremental Iterative Urban Cartography

Experimentation with tools and techniques for mapping informal urban environments that can be extended to other urban contexts.

Miami Affordability Project (MAP)
miami.edu/afforable housing
Dr. Robin Bachin
Jorge Damian del la Paz
Mario Ortiz

The Miami Affordability Project (MAP) provides a first-of-its-kind free and publicly accessible tool for visualizing neighborhood-level, housing-market dynamics, and for developing data-driven strategies for promoting affordable housing and equitable community development.

TesserRx
discover.tesserhealth.com
Riyaad Seecharan
Using Big Data to Lower Rx for Cities

TesserRx uses behavioral science and member engagement to lower prescription costs for self-insured organizations.

The Underline
theunderline.org
Friends of the Underline
Building Connections

The Underline will transform the land below Miami's Metrorail from the Miami River to Dadeland South Station into a 10-mile linear park, urban trail, and living art destination.

Zenciti, Yucatán
zenciti.mx
Hector Sisniega
The Internet of Living

Zenciti is a smart city designed from the ground up, built on the experience of leaders in urbanism and technology, as a prototype of the future.

2nd Floor

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UNIVERSITY OF MIAMI
SCHOOL of ARCHITECTURE

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The Internet of Living

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