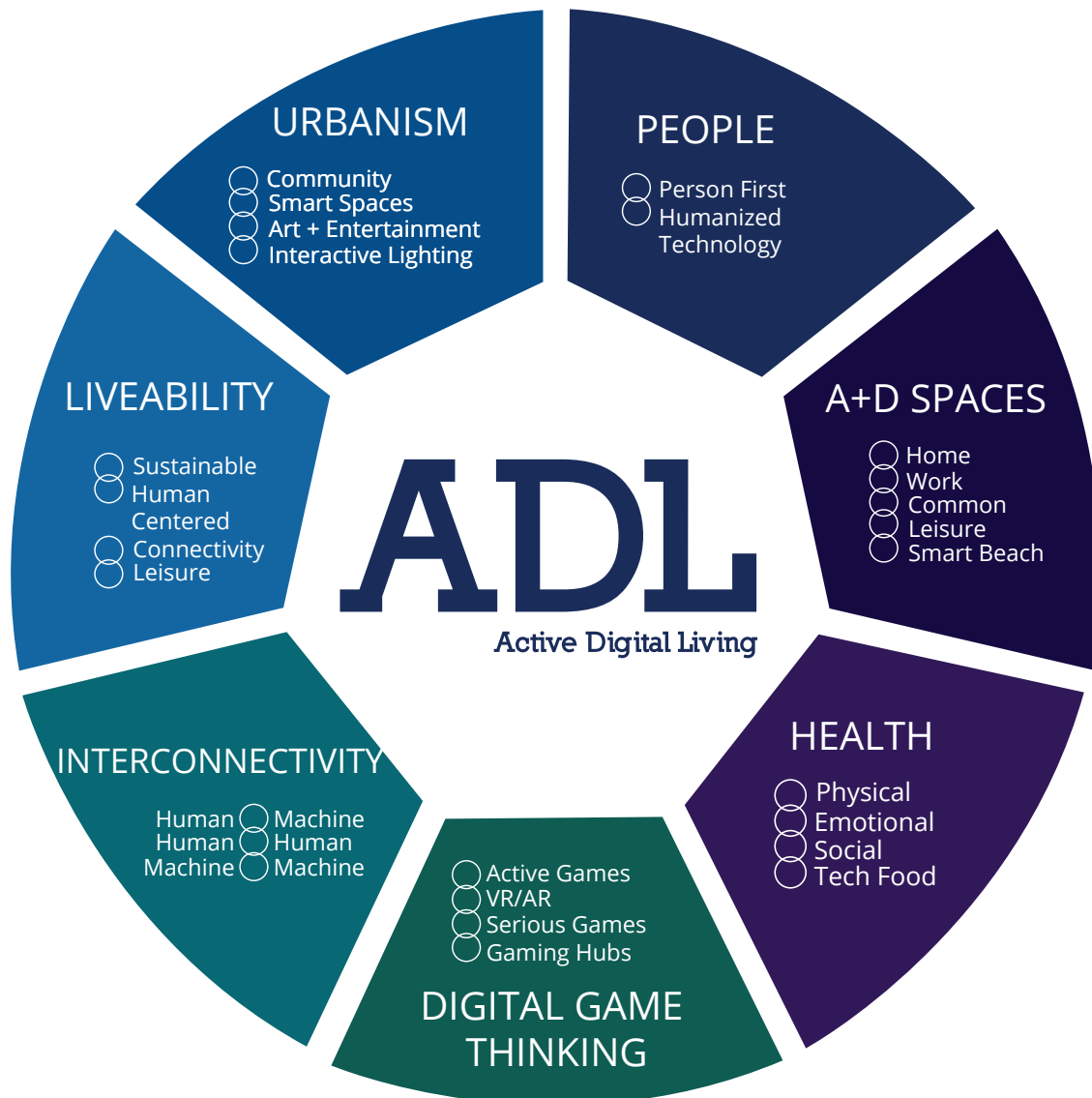




Our digital world is a promoter of active lifestyle; seeing the development of technologies and its possibilities in human enhancement we identify areas of opportunity in the digital life and its transfer to active digital aided lifestyles, we want to reduce indicators of tendencies such as obesity, we want to use technology to feel, participate and include everyone in this digital active world.



Our Model of Active Digital Living stands on seven pillars; with People at the center it goes around Urbanism, Liveability, Interconnectivity, Digital Game Thinking, Health and the convergence of Analog and Digital Spaces, all of them basic components for our Lifestyle Model.

Wellness



- Physical
- Emotional
- Social
- Tech Food

“

Looking good and feeling good go hand in hand. If you have a healthy lifestyle, your diet and nutrition are set, and you're working out, you're going to feel good.

Jason Statham

At school we learn to read, add and subtract, history, writing, languages, technology and even to drive -where the autonomous car will redesign its learning-, but; who teaches us to follow a healthy lifestyle ?; What should we do to have a better quality of life? Do cities favor and are designed for a healthy life? Will technology be a means or an end?

We should educate from the coexistence perspective either from school, the house, parks, the beach, etc. However, educating in health does not only mean showing the importance of physical activity: learning to eat well (techfood), investigating which is the supermarket of the future is a reality due to new consumption habits and technologies (stores without boxes, artificial intelligence), tools such as screens, augmented reality and

blockchain help day to day activities and facilitate household purchases, tasks in the kitchen, correct nutrition. But eating well and healthy should be part of a Smart ecosystem: learning to socialize, to control emotions, to manage good use of free time, etc. Even technology adapts to traditional stores with virtual testers and smart mirrors and we are forgetting that this technology can help facilitate good health with the necessary means.

Samsung Teams up with Calm to Provide Better Mindfulness and Wellness Experiences
(<https://news.samsung.com/us/samsung-health-calm-app-better-wellness-experience/>)



DIGITAL GAME THINKING



- Active Games
- VR/AR
- Serious Games
- Gaming Hubs

“

Running taught me valuable lessons. In cross-country competition, training counted more than intrinsic ability, and I could compensate for a lack of natural aptitude with diligence and discipline. I applied this in everything I did.

Nelson Mandela

The concept of Digital Game Thinking (TGD) is all about the playful aspects of the rationalized game and the set of digital game-like approaches to solving problems, its objective is to create better experiences that involve interactions in physical augmented or virtual environments.

Digital Game Thinking includes experiences such as gamification, challenges oriented activities and motivated sessions using game elements. DGT animates, motivates and surpasses entertainment to achieve a specific goal, and the game or parts of a game can be an excuse to immerse in different levels of simulation.

Serious Games have also renewed potential in the DGT environment where the addition of pure entertainment, meaningful games and learning based training combine for a more specific part of the physical motor element.

The central core of TGD is the experience, where we can find entertainment, not only fixed rules, and where winning or losing is not everything, but the “play first” actions and the objectives & rationalization that the session or Hub offers; with TGD Ludification happens in activities such as esports, transforming the event as a gasified from of video gaming & competitive practice.



*The mirror; the nearly invisible interactive home gym
(<https://www.mirror.co>)*



- Human/Machine
- Human/Human
- Machine/Machine

Community is hard to quantify, but MGI surveyed urban residents to determine if digital channels for communicating with local officials as well as digital platforms that facilitate real-world interactions (such as Meetup and Nextdoor) can have an impact. The analysis suggests that using these types of applications could nearly double the share of residents who feel connected to the local community, and nearly triple the share who feel connected to local government.

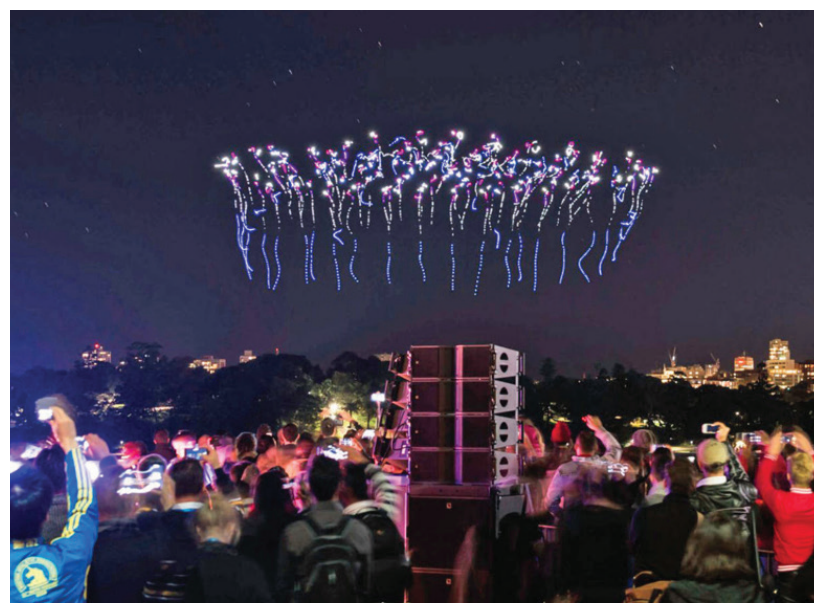
Establishing channels for two-way communication between the public and local agencies could make city governments more responsive. Many city agencies maintain an active presence on social networks, and others have developed their own interactive citizen apps. In addition to disseminating information, these channels create vehicles for residents to report concerns, collect data, or weigh in on planning issues. Paris & Madrid have implemented participatory budgets, inviting anyone to post project ideas and then holding online votes to decide which ones merit funding.

“

We cannot live for ourselves alone. Our lives are connected by a thousand invisible threads, and along these sympathetic fibers, our actions run as causes and return to us as results..

Herman Melville

Drone Light Show. Toronto 2017





- Sustainable
- Connectivity
- Human Centered
- Leisure

“

Liveability means being able to take your kids to school, go to work, see a doctor, drop by the grocery or Post Office, go out to dinner and a movie, and play with your kids at the park - all without having to get in your car.

Ray La Hood

Proyecto One Ninety Seven Australia
<http://www.rafaeldelahoz.com>

Every Smart City that cares about the happiness of its citizens should provide liveability tools and means that favor healthy practices, tending to the global welfare of people. To aid in this practices professionals such as Personal Health Assistants (PHAs) must be able to develop, according to each user, an integrated program that is at the same time healthy, fun and socializing. Only then will the Liveability project be successful in the long term. Therefore, the intelligent happy city must offer these practice options, integrated in the urbanism of the city, the activities offered to the citizens and the assistance that can be provided to ensure goals and the best use of the overall resources.





Automated Cars Parking. ArrowDirect.

Community Smart Spaces Art + Entertainment Interactive Lighting

With the rise of urbanization, megacities will become the primary nodes of data acquisition, data integration and thereby the primary mechanism of governance.

In just over 10 years, the UN forecasts that around 43 cities will house over 10 million residents each. Autonomous and flying cars, delocalized work and education, and growing urban populations are all beginning to transform cities into interconnected, automated ecosystems, sprawled over vast swaths of geography.

Now more than ever, smart public services and automated security will be needed to serve as the glue that holds these megacities together. Public sector infrastructure and services will soon be hosted on servers, detached from land and physical form. And municipal governments will face the scale of city states, propelled by an upwards trend in sovereign urban hubs that run almost entirely on their own.

Take e-Estonia.

Perhaps the least expected on a list of innovative nations, this former Soviet Republic-turned digital society is ushering in an age of technological statecraft.

Hosting every digitizable government function on the cloud, Estonia could run its government almost entirely on a server.

Starting in the 1990s, Estonia's government has covered the nation with ultra-high-speed data connectivity, laying down tremendous amounts of fiber-optic cable. By 2007, citizens could vote from their living rooms.

With digitized law, Estonia signs policies into effect using cryptographically secure digital signatures, and every stage of the legislative process is available to citizens online, including plans for civil engineering projects.

But it doesn't stop there.

Citizens' healthcare registry is run on the blockchain, allowing patients to own and access their own health data from anywhere in the world – X-rays, digital prescriptions, medical case notes – all the while tracking who has access. And i-Voting, civil courts, land registries, banking, taxes, and countless e-facilities allow citizens to access almost any government service with an electronic ID and personal PIN online.

But perhaps Estonia's most revolutionary breakthrough is its recently introduced e-citizenship.

With over 50,000 e-residents from across 157 countries, Estonia issues electronic IDs to remote 'inhabitants' anywhere in the world, changing the nature of city borders themselves. While e-residency doesn't grant territorial rights, over 6,000 e-residents have already established companies within Estonia's jurisdiction.

As smart city governance becomes democratized, what's to stop these or any other town from building out or even duplicating e-services?

Within the next year, Dubai aims to become the first city powered entirely by the Blockchain, a long-standing goal of H.H. Sheikh Mohammed bin Rashid Al Maktoum.

Being the objective of ADL to create spaces in which to design and accompany the coming changes, its focus on digital gaming & training is a priority due to the transversal opportunities it represents. We must design a model based on strategic hierarchy and not in a strategic hierarchy divided into segments without connection. However, the center of change is people. Person FIRST. It will contribute and build a new ecosystem for future generations.

PEOPLE



- Person First
- Humanized Technology

In the last 30 years, the global phenomenon of obesity has increased, reaching impressive figures. Some data can help us understand the magnitude of the problem.

In 2016, more than 1,900 million adults were overweight. Of them, more than 650 million are obese. Overall, 13% of the world's population was overweight in 2016. Obesity in the world has tripled from 1975 to 2016.

Obesity problems not only affect adults: last year, more than 340 million children and adolescents were overweight or obese. Since 1975, the percentage of young people with weight problems has almost quintupled.

Today, there are more overweight or obese people in the world than those suffering from malnutrition, and this is true worldwide.

The characteristics of the problem and its extension make sedentarism a "social plague", a very high cost for society and governments: inactivity not only has a strong negative impact in the form of direct costs for the health system, but also has high indirect costs in terms of increased sick leave, work incapacity and premature deaths.

It is estimated that, in a population of ten million



iWall Sky Jumping. <https://youtu.be/yE5S8zBZsJ4>

people, half of them are not active enough and the cost of inactivity is 910 million euros per year. "Globesity" is the epidemic of the 21st century, the public enemy number 1 that the WHO (World Health Organization) tries to eradicate with the new guidelines. The main recommendations of the WHO: at least 150 minutes per week of activity Physics for adults and 60 minutes a day for children and youth; a path to workout thorough this problem is to promote Active Living, and with the aid of humanized technology we can enhance the effect of this solution, Active Digital Living centered in the citizens of the XXI century and their health issues (social, physical & emotional) can help face the challenges of our times.



- Home
- Work
- Common
- Leisure
- Smart Beach



MORI Building Digital Art Museum. <https://borderless.teamlab.art>

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You are an analog girl, living in a digital world.

*Neil Gaiman,
American Gods*

Today we live in a disruptive digital wave that will affect society globally as well as leisure, entertainment & sport. The combination of Analog and Digital spaces in Active Living helps to build new ecosystems. New Technologies in this environment promote innovative and immersive experiences, experiences that define new concepts of interactions with the implication of the society to face its current goals. As a result new types of sports are emerging; interactive surf, 3x3 basket, Big air, beach sports, urban sports and also new electronic sports.

We must find synergies, balances in both digital and analog environments, bridges to facilitate the proper use of this renewed mixed spaces. Its values and principles, such as the values and principles of traditional sports, should be reviewed and put to good use in the electronic competition to promote a healthy sports technology culture.



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