

## ADAM GREENFIELD



### World-Renowned Urbanist

Adam Greenfield is a world-renowned urbanist, leading "smart cities" sceptic, and passionate advocate for the human-centered design of technological systems. He is one of the world's foremost thinkers on urban environments. Greenfield is founder and manager of Urbanscale, a New York City-based practice dedicated to design for networked cities and citizens, and co-founder of Do projects.

In 2010 Greenfield founded Urbanscale, and since then as managing director he has applied the toolkit and mindset of user-centered interaction design to the specific problems of cities. Through the design of products, services, interfaces, and spatial interventions, he makes cities easier to understand, more pleasant to use and live in, and more responsive to the desires of their inhabitants.

Greenfield co-founded Do Projects in 2010, a platform for collaborative making, publishing books, pamphlets, and editions exploring space and experience. Prior to 2010, he lived and worked in Helsinki for two years, as Nokia's head of design direction for service and user interface design. He taught 'Urban computing' and Urban experience' classes at NYU's graduate Interactive Telecommunications Programme from 2006-2008. Earlier in the decade, he worked as lead information architect for the Tokyo office of Internet consultancy Razorfish .

In September 2013, he was awarded the inaugural Mellon Fellowship in the Humanities at LSE. As a Senior Urban Fellow at LSE Cities, currently based in London, Greenfield is concentrating his research on the interaction of networked information technology with urban experience, and particularly on the implications of emergent technologies for the construction of public space and the right to the city. In 2007, he co-authored the pamphlet 'Urban Computing and its Discontents', which was an overview of informatics for urban environments.

#### Topics (Selection):

- Smart Cities and Urban Environments
- Ubiquitous Computing
- Future of Cities
- Collaboration

#### Publications (Selection):

- Radical Technologies: The Design of Everyday Life, 2018
- Everyware: The dawning age of ubiquitous computing, 2013
- Against the smart city, 2006