CONNECT UNIVERSUM 2016

МАТЕРИАЛЫ
III Международной трансдисциплинарной
научно-практической WEB-конференции
CONNECT-UNIVERSUM – 2016

ЦИФРОВОЕ
КОЧЕВНИЧЕСТВО
КАК ГЛОБАЛЬНЫЙ
И СИБИРСКИЙ ТРЕНД

24–26 мая 2016 года

**Национальный исследовательский
Томский государственный университет
Кафедра социальных коммуникаций**

TOMSK AND NATIONAL RESEARCH TOMSK STATE UNIVERSITY: A "NEW ATHENS" IN SIBERIA?[6]

Nicolas Bouchaud
Founding Principal of Renaissance Urbaine Consulting Agency (France, Paris),
President for Grand Paris Alliance
Phan Lan-Phuong
PhD, co-founder of Renaissance Urbaine Consulting Agency (France, Paris)
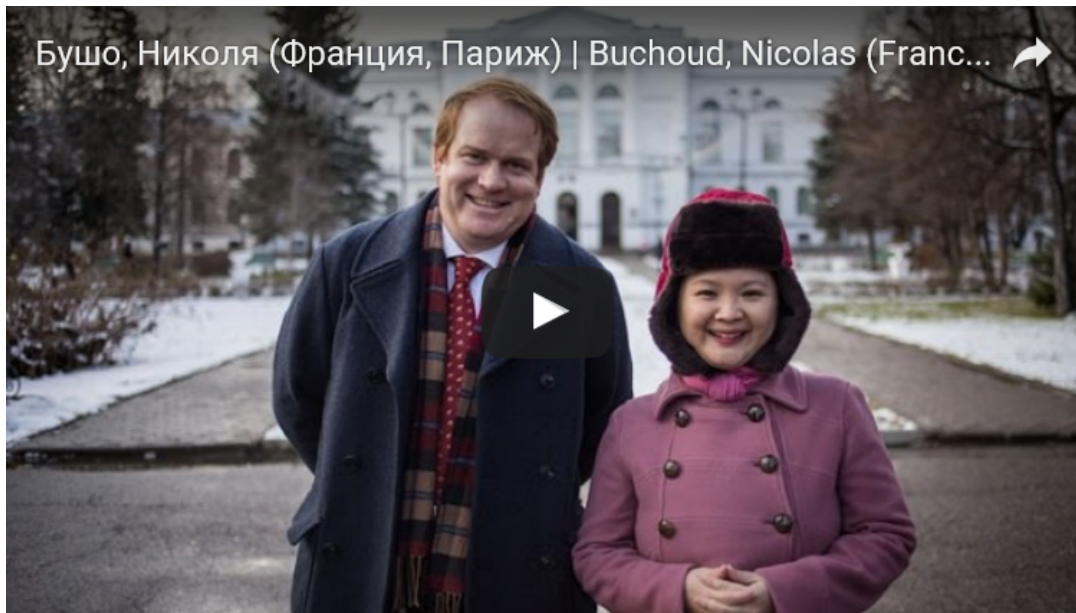
Nicolas Bouchaud (France, Paris) & Phan Lan-Phuong (France, Paris)

We have researched on the topic of digital nomadism, on the topic of global trend, on the topic of Siberian trend. In our work we have tried to understand in which regard Tomsk and Tomsk State University could play a specific role in learning and how to deal with the global trend of digital nomadism.

---

[6] Videoreport: https://www.youtube.com/watch?v=IDWoUfGrP6o

As you can see in this picture, which is a photo we made in Tokyo a few months ago, now we are with digital natives. It's not like us – the old generations. The new generations are digital natives, and it has got a lot of consequences on understanding how to use the big space, etc.
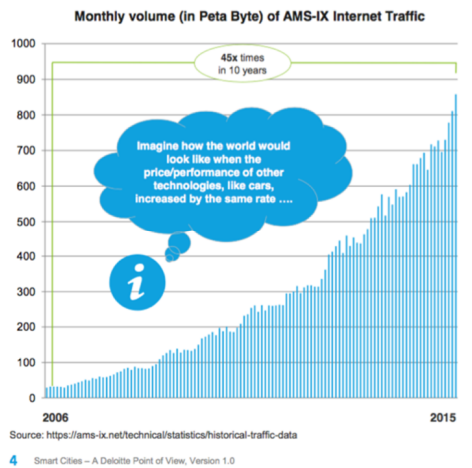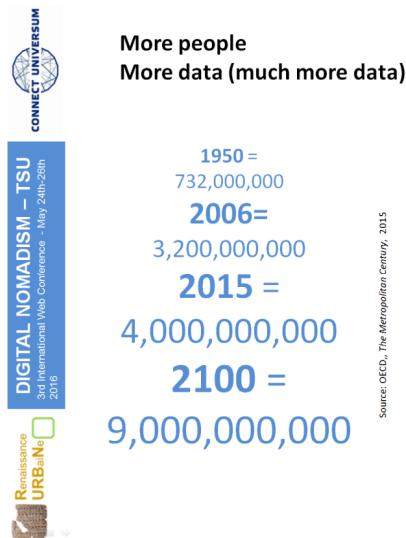
As you can see, we've got the evolution of the urban population. Now, in 2015, there are approximately 4 billion urban dwellers in the world. In between 2006 and 2015 there have been approximately 1 billion more urban citizens in the world. Between 2006 and 2015 the measure of the Internet traffic has been multiplied by 45 in 10 years. So, we believe, this issue of digital nomadism is made of 2 things: physical, demographic, digital on the other side, and we can see that we are in a completely changing context. It is not only digital nomadism as a luxury; we are dealing with completely changing patterns on city and city development, on the one side, and on Internet development, on the other side.

Digital nomadism is admitting place of those two issues. So the way we used to look at the future belongs completely on those different illustrations and photos from history, and recent history, and present; we have been used to looking at urban future as a whole, as an integrated, global understanding of cities, etc. We believe it will be the difference. We can see here, on the right, this is the photo we made two weeks ago, the future is more like this question about what is next, and a very unspectacular environment. We also need to understand that everything that can be digital will be digital. So the way we are looking at the city, the way we are looking at learning systems, is completely changing, but we don't know really where we are going.
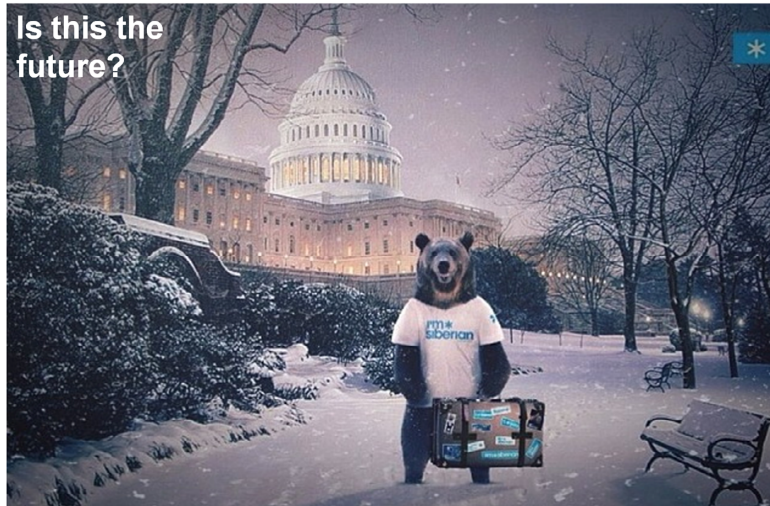
So, the first proposal for the future, since we are also dealing with Siberia. This is the illustration, which we like very much, because here you can see, he is a digital nomad. With the t-shirt, he is a Siberian, he has a suitcase, he can travel. You can also see that, with those kinds of illustrations, mixing Alexander Park in Moscow with the Capitol in the United States, there is one tendency to see. We are in a digital society, we can travel from point A to point B all the time, wherever, whenever.

But the reality is a little bit different. This could be the future, but this is more what the present looks like about digital nomadism. This photo was made in the city of Johannesburg in South Africa, already 8 years ago. The development of Africa and African cities relies a lot on mobile phones and mobile devices. You can see the guy here using a telephone. The question is more about digital society. This is the illustration of how the society has integrated digital technologies. Those technologies are part of the global landscape.

In another context, this photo was made two years ago. You can see, it is a meeting in Paris, and that is another kind of digital nomadism – the interface between human intelligence and artificial intelligence in robots. May be you know this guy from the US, Mc Afee, he has worked a lot about cyber security. We have found this quotation from him, which we liked, preparing for the session, connecting the issue of development of digital technologies, and how they add to human brain power. They also allow us to overcome many limitations. The reality is that we don't know exactly where we are going, the speed of change is extremely quick, and there are always new descriptive

innovations coming in. So digital nomadism is about trying to move towards one concept to another, one place to another.
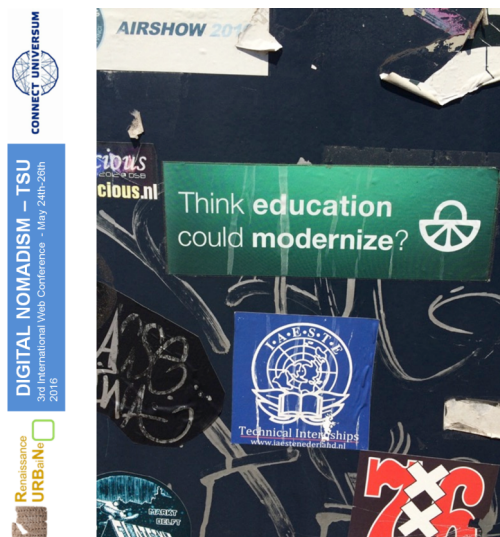

Digital technologies are doing for human brainpower what the steam engine and related technologies did for human muscle power

They are allowing us to overcome many limitations rapidly and to open up new frontiers with unprecedented speed

But how exactly it will play out is uncertain

A.Mc Afee

**In the very near future, all of the students in TSU will be complete digital natives**

How can this trend offer scientific, academic, economic and urban added value?

And even more importantly, how do public authorities, companies, and universities, engage into providing the right frameworks to create more human and social K?

Here comes the question for us, which is the key question of education and higher education. In the very near future, all students in universities including TSU will be complete digital natives. So the question is about scientific, academic, economic and urban added value. Not just digital nomadism alone, but the consequence on life in general. The question is also about how to move from a digital world to a world where we reinforce human and social capital. You can see here a photo. It was made in the city of Drenthe in the Netherlands 10 days ago. You can see it was a world with graffiti and stickers and we were very surprised that one of these stickers was about education. It's like youngsters or hippy people, who are talking about hard rock, about sports, about whatever…, but they care about education. So our assumption is that in the time of digital nomadism there is a lot of anxiety in the society and also in the young generation. And the key question is how we empower people, and how we create learning centers to make sure that digital nomadism corresponds to create more human and social capital.

We believe that digital nomadism is digital, but is also moving from territories. You can see these are illustrations of books. We are talking about territories in crisis, we are talking about cities in transition, we are talking about Europe in transition. We are talking also about participation. So what we would like to share with you is this idea of digital nomadism as a synonymous for change

making, but this is more a question then solution. So how can we move towards better understanding of this question and the solutions?
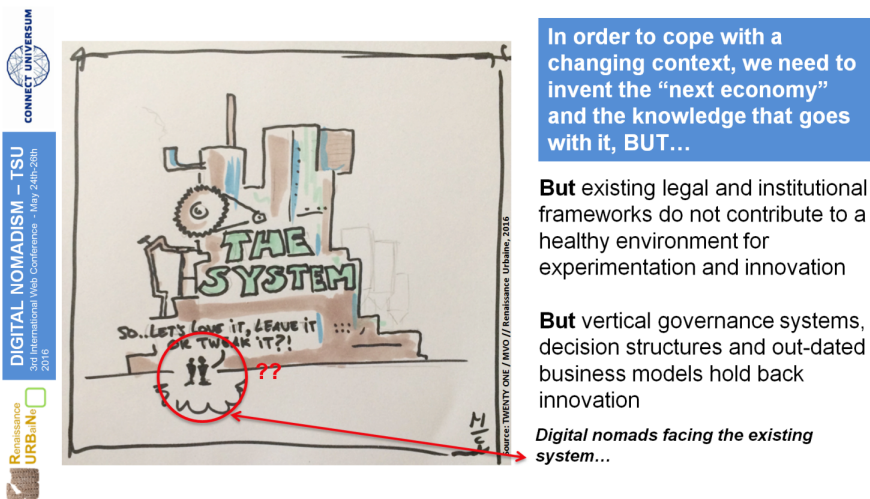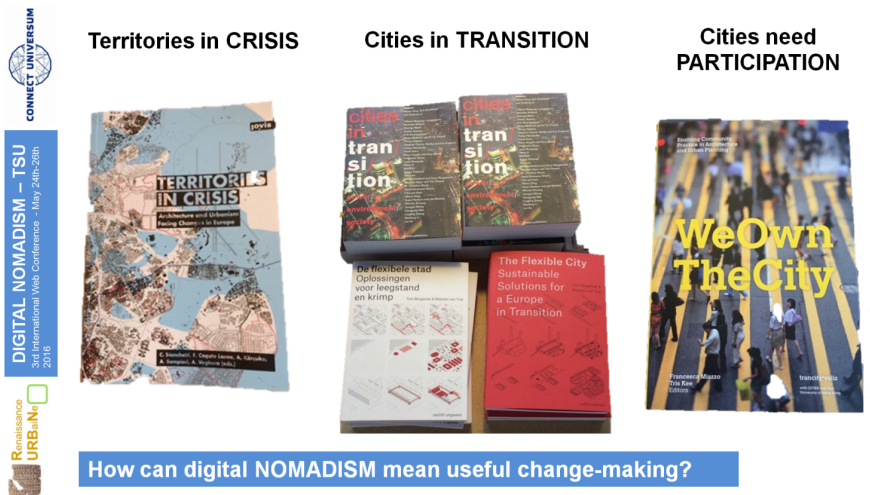
The system. You can see two small characters here; they would be digital nomads facing the existing system. And the question they are asking is: shall we love the system? Shall we leave the system? Or shall we transform or trick the system so that the system adapts to the changing conditions of city life, and learning, and education, and connectivity between people? This is all about digital nomadism and next economy, and digital nomadism and transformation of the existing legal and institutional frameworks. Nothing is easy.
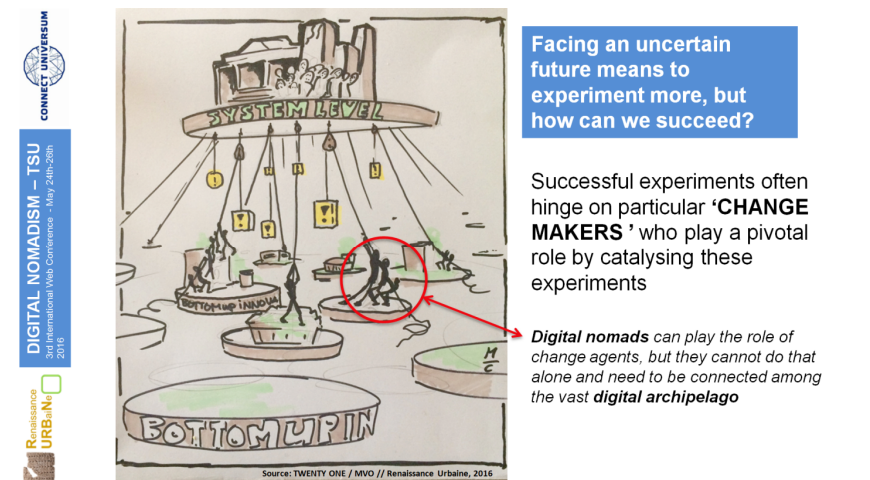
So we are moving towards those two digital nomads facing the existing system to the digital nomads trying to reconnect their system with a changing context. Digital nomads can be change makers. They try to reconnect with the overall system. But digital nomads also try to change the world by itself. This is stupid. The key question is: how can those digital nomads all together, and connected the one with the others, reconfigurate the whole system? Because the whole system, that is urban framework, the urban economy, all environment has been created in the world that was not digital, but who is becoming digital more and more, and who is becoming digital more and more quickly. So this is exactly the kind of interaction that digital nomadism we believe is about.


So now, it's important to understand what kind of places is digital nomadism creating, or what kind of places look like in the digital economy. It is not very much the futuristic approach that we showed before. It would be more this kind of thing: temporary installations, uncertain urban environment with digital workshops looking like this, with interrogations about what is really a smart city, what is the dark side of the smart cities. Digital nomads can feel isolated; they need first to find people to connect with. They also need to find places where they can meet, where they can convene, where they can learn. And this is more something like this than completely finalized projects.

Digital nomadism needs to also rely on functional experimental space. This is a very complex question not only for cities but also for universities, especially in Tomsk, with the University of Tomsk and its strong history. It's about discussing the future of the campus. How can the campus be a functional and experimental place for digital nomads to get together and try to understand how to build this future of education and the future of urban systems?
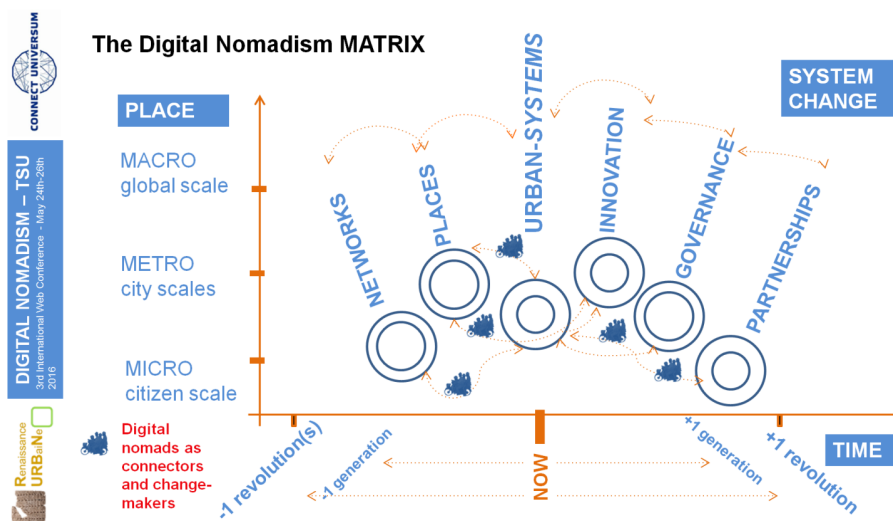
So we would like to share with you this idea of the digital nomadism matrix with very simple place, time and system change. Place would be citizen scale, city scale, global scale. Time would be now, between previous generation and next generation. And system would be about urban system placemaking, network connection, innovation, governance, partnerships. And digital nomads here altogether on this small motorbike are in fact connecting all that kind of different issues, and they are bringing the collective ability to drive the change at system level. If it is just here, moving in networks or creating digital places, it is useless. If it is just about innovation, it is useless. If it is just about partnerships, it is useless. If it is just about one connection or disconnection between urban system and placemaking, or urban system and innovation, this is not sufficient.

So we are talking about digital nomadism as a collective and individual ability to understand system change and build the system of change. This is very critical because this has to move quickly and address the future of digital natives in the very near future. Then digital nomads at citizen scale will have to understand how they can play together at global scale. The digital nomads, not only the big companies like Apple or Google.

So digital nomads need to get together in urban system, they need a place to meet. What kind of place? In 2013, when we worked on the concept of modernization of TSU campus, we brought this idea of the university as being the new village market place, the new place where people will go out of their house and come together. They will come here in the market place to meet and greet together. In using all the digital networks, they also try to find the places to meet physically.

A good campus must be a learning and dissemination center of learning in time of digital nomadism. You can see here, there was a vision of transformation of one building behind the main building of TSU campus. And it was all about this: how a good campus can play the host for digital nomadism champions and change-makers. A good campus is a place with nice buildings, with professors and students. It has to change and the vision. In the near future it is more about hosting the digital nomads, and hosting change-makers, than classical learning systems. It will be more about skills, more about co-working production of learning and co-working together.

Project for an Innovation Pavilion at TSU
Renaissance Urbaine+Rolinet & Associés, 2015
(real scale)
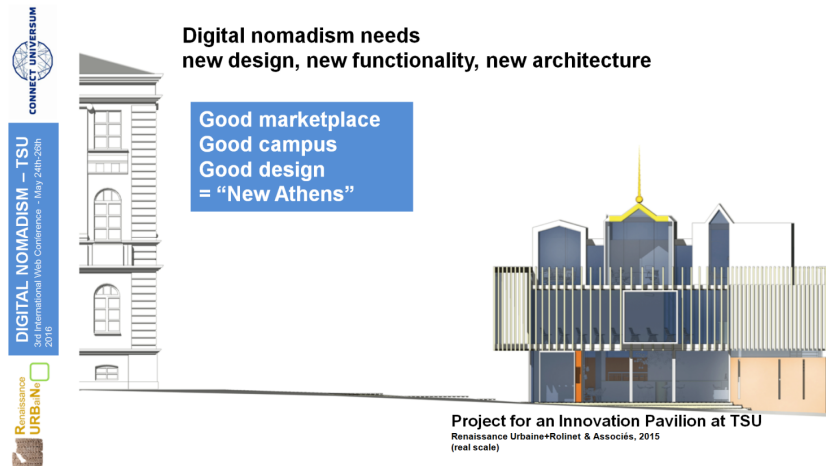
So digital nomadism, at the end, needs new design, new functionally of buildings, new architecture. The title of our presentation was *New Athens in Siberia* that is the concept of a place for free spirits to cooperate together and make discoveries for the new century. It's about good place, good market place, good campus, good design. This is our approach to the New Athens. And we wanted to conclude this short presentation with the illustration of the proposal for a new pavilion for innovation in the campus, right next to the main building. This is only a concept that we have tried to work both on the architecture, on the value, on the design, on the functionality. Such a building would be a building which could be a manifesto for Tomsk and Tomsk State University to really be a host of Siberian and global significance to global nomadism. And we are very grateful and interested in the work that you are carrying out in the Department of Psychology and Social Communications. Because sociology and social communications can really be the corner stone bases for turning digital nomadism into this good market place, good campus, good design, and Tomsk really could play a role at the global scale about that.