

INTRODUCTION

The Paradigm of Mobility: A radical change in urban transport to challenge sustainability

RATP, the major transit operator responsible for public transportation in Paris and its surroundings, has employed an innovative and provocative group of thinkers to aid in their planning for the future. Unlike many U.S. transit properties, or transportation agency, where planning is simply matching estimates of future demand to changes in supply, RATP asks, "What will the mobility needs of future Parisians be?" Changing demographics, emerging cultural shifts, economic shifts, attention to the environment – all add to the complexity of responding to this question. So RATP works with experts, not only in technology, but also the social sciences, and arts and letters. RATP does not believe this is a luxury, but is indeed a necessity – for RATP is as much a part of the culture of Paris as are the cafés and left bank (La Rive Gauche). So what will the future hold? Our Visiting Scholars write:

"Like many other fields, transport is undergoing intense and sometimes paradoxical innovation. Although it is less able than ever to predict the future, the prospective task is to hint and formulate the emerging paradigm, which implicitly underlies present and coming changes. In our field of transport and mobility, we will successively analyze three main aspects of this shift: 1) deep evolution in the uses and values of mobility; 2) unexpected innovations in the tools and means of mobility; and 3) changes and new actors in mobility profession."

So innovative and provocative was our scholar's recent presentation at the MTA, that UTRC immediately arranged for them to return to NYC and share their ideas with a broad and responsive audience.

ABOUT THE SPEAKERS

Georges Amar is Head of *Prospective & Innovative Design team* at RATP (the Paris public transport company), whose function is to bring new knowledge, concepts and methodologies through extended cooperation, notably with the academic world. Engineer from the Ecole Nationale Supérieure des Mines de Paris, Georges is also an artist (painter) and a writer (essays and poetry). A long career in urban transport has afforded him a large experience as a researcher, a manager of large innovative projects (*La Défense Hub*, etc.), as well as a prospective expert. He has published many papers in different Journals ("Les Annales de la recherche urbaine", "Les Cahiers de géopoétique », etc.), and several books, among which "*Mobilités urbaines, éloge de la diversité et devoir d'invention*" (2004) is devoted to cultural differences and the urge for innovation in urban transport.

Dominique Laousse, MSc Economics, MBA. joined RATP Prospective and Innovative Design team as project director of various projects on mobility 2.0, smart mobility with MIT Media Lab (Smart Mobility/ Smart City group and Mobile Experience Lab), applied cognitive sciences to urban navigation in complex spaces, mobility learning and coaching, mobility management. He is a former project manager for French Ministry of the town on subjects like transport and social exclusion and times in the city. He is currently member of different scientific committees of international networks dedicated to sustainable mobility (www.move-forum.net) and intelligent cities (www.inta.org) and expert for ICTs Paris cluster Cap Digital (www.cap-digital.com) and National Research Agency.

AGENDA

Speakers:

Georges Amar, Head of Prospective & Innovative design team in The Paris Public Transport Company (RATP).

Dominique Laousse,

The Paris Public Transport Company (RATP)

Topic: The Paradigm of Mobility: A radical change in urban transport to challenge sustainability

Date: September 26, 2008

Location:

Baruch College, Conference Center, 151 East 25th Street, 7th Floor, New York, NY

Registration & Refreshments:

9:30 AM - 10:00 AM

Seminar:

10:00 AM - 12:00 noon

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Visiting Scholars Seminar
September 26, 2008

**The Paradigm of Mobility:
A radical change in urban transport to challenge sustainability**

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DIRECTIONS

Baruch College
Information & Technical Building
151 East 25th Street, 7th Fl. Rm 750
New York, NY 10010



Directions to the seminar:

By Subway

Take the #1, #6, F, N, or R to 23rd Street Station

By Bus

Take the M1, 2,3,5,6,7,15,18,101 or 102 to 23rd Street.

Baruch College
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VISITING SCHOLARS SEMINAR Series 2008

The Paradigm of Mobility: A radical change in urban transport to challenge sustainability



Georges Amar

Head of Prospective & Innovative Design team in the Paris Public Transport Company (RATP)



Dominique Laousse

Paris Public Transport Company (RATP)

Presented by
Region 2, University Transportation Research Center

Dr. Robert E. Paaswell, Director,
Distinguished Professor
City College of New York

Sponsored by:

University Transportation Research Center
NYU Wagner Rudin Center For Transportation Policy & Management
New Jersey Department of Transportation