



2062

MONTRÉAL

summer olympics

introduces L I N C

Light In Light Circuits



built by
the Cloud

THE CITY LIT BY BIOLUMINESCENT TREES



I think our team has a really great chance in the games this year. Our star player is from Montreal and he's so excited by what they've done with the city.



the Athletes

It's great that we have paths linking different universities together. Montreal's student culture is so much more than any single campus.

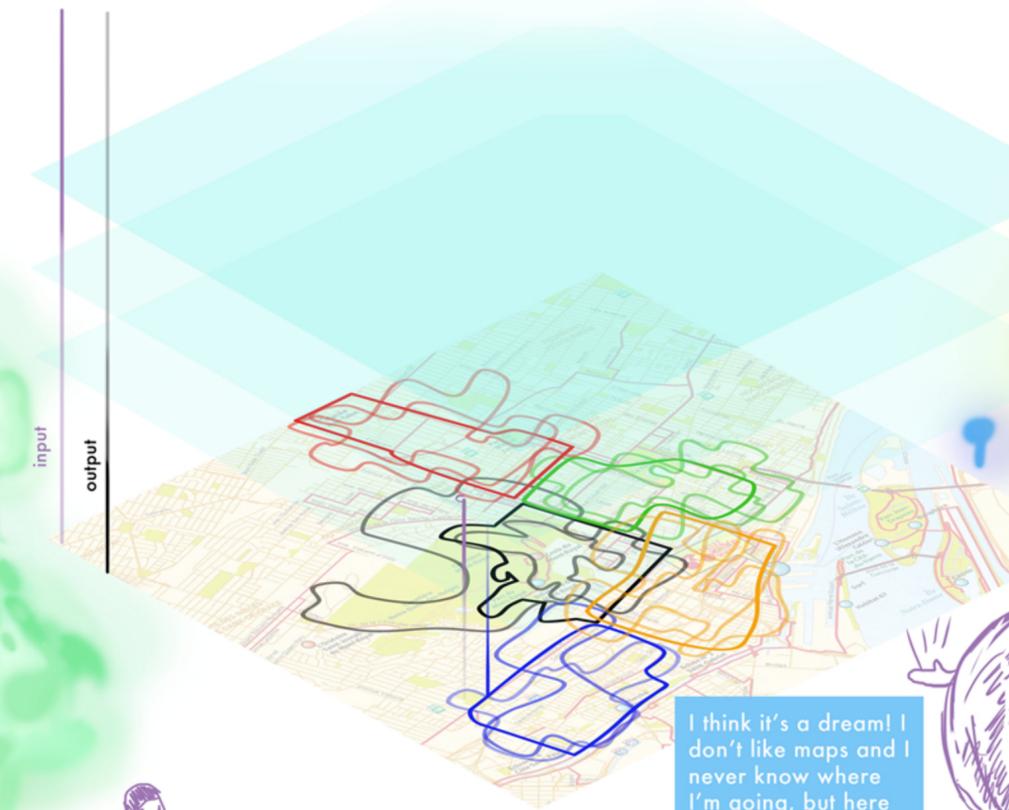


the Universities

The Olympics don't last forever. No matter how well your business does while the athletes and tourists are in town, eventually the party ends and everything goes back to normal. But with the [tree paths], even after the Games people will want to come out later, stay longer.



the Business



Configuration of the linc is influenced by three dynamics

- Discretionary Coordination
- Data Collection
- Social Media

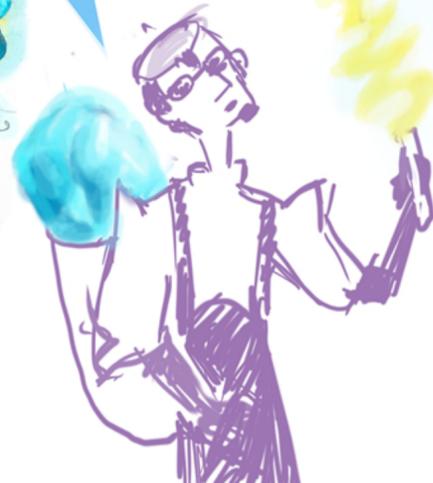
I think it's a dream! I don't like maps and I never know where I'm going, but here it's so easy to follow the lines of trees. I've sent photos to all my friends.



Used to be, if you wanted to know where to go in a city, you'd get to figure it out yourself. Now the trees react to people's movements to guide you straight to the buzzing parts of town. There's no challenge to it anymore.



Tending the trees, that's my trade. These trees may look different from regular ones, thanks to their spliced-in jellyfish genes, but they don't need much more to keep them going. Just a dose of ion water now and then to make their colours change. Think of me as the lamp-lighter.



Next thing you know, they'll be colouring the pigeons too...

