

# Mobiglobe

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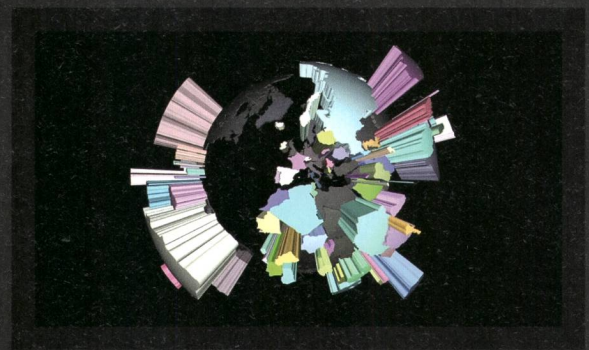
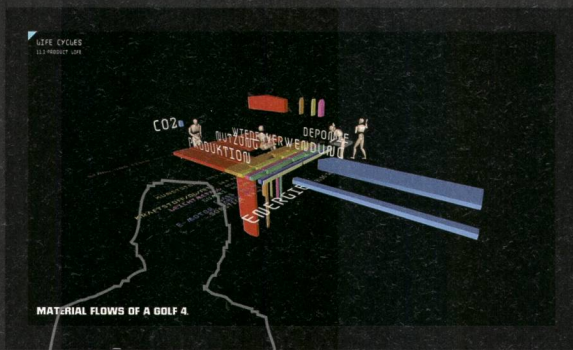
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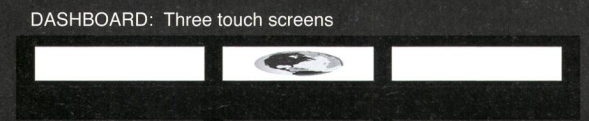
# MOBIGLOBE

# GLOBAL PHENOM

by Hosoya Schaefer Architects



FRONTSCREEN: LCD Wall Display Screen



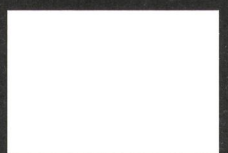
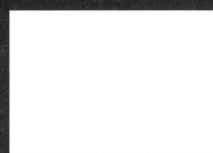
DASHBOARD: Three touch screens



TS1: Theme selection

TS2: Topic navigation

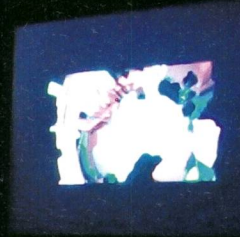
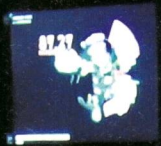
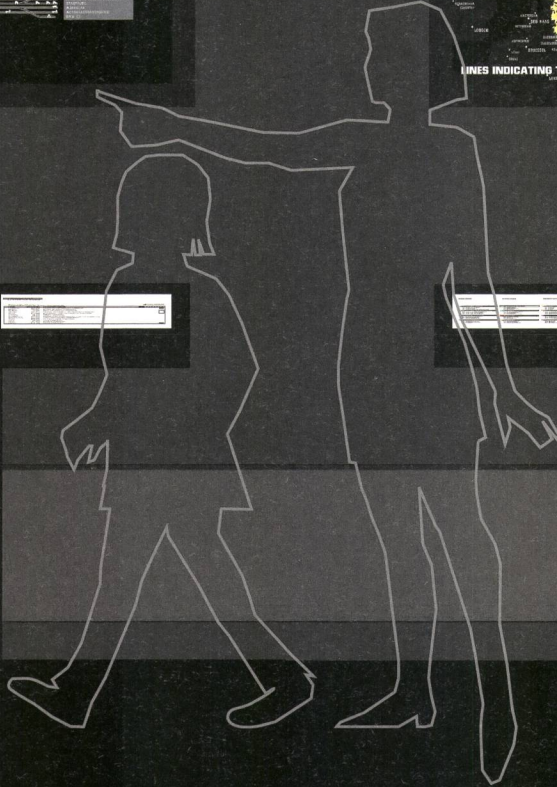
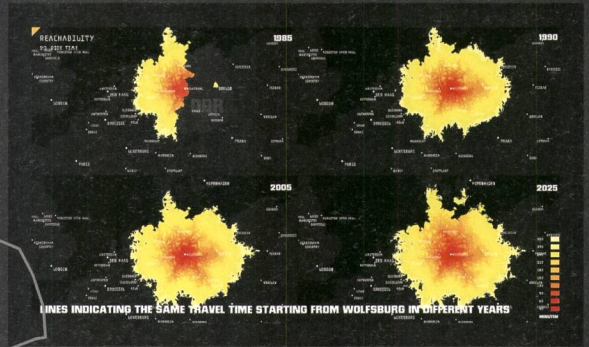
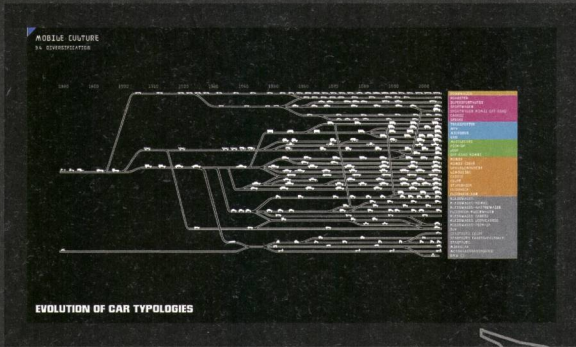
TS3: Text and data info



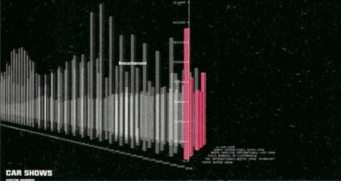
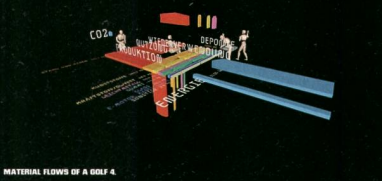
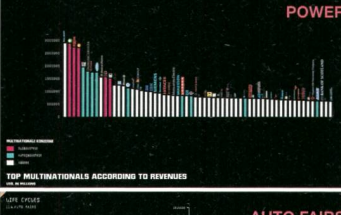
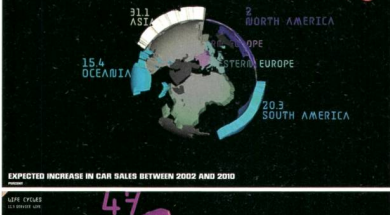
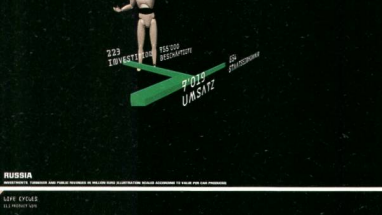
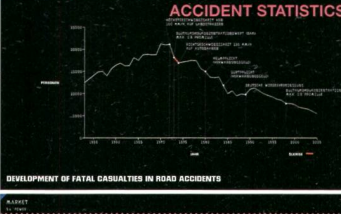
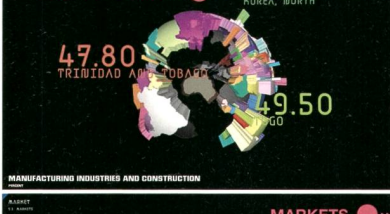
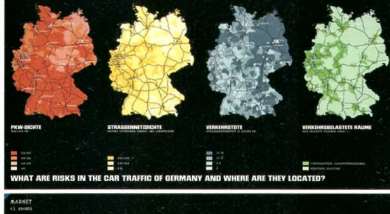
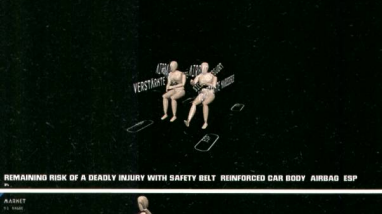
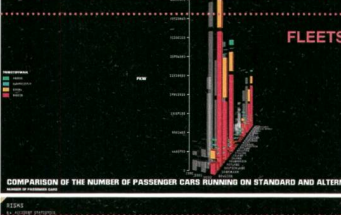
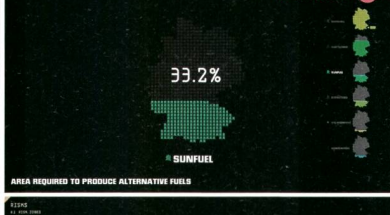
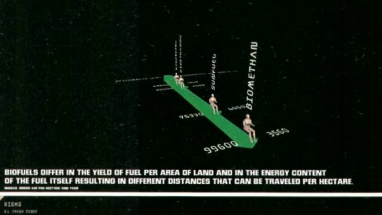
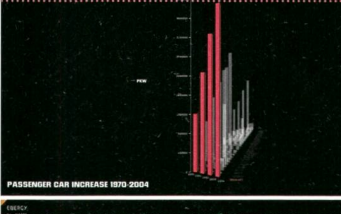
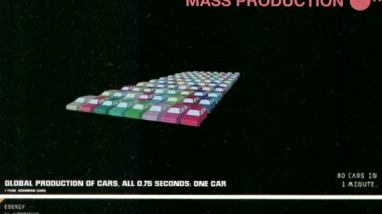
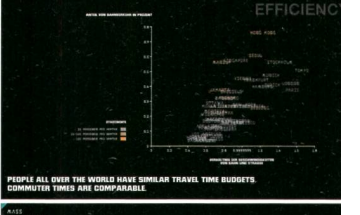
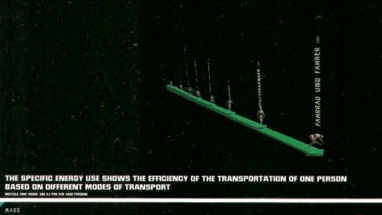
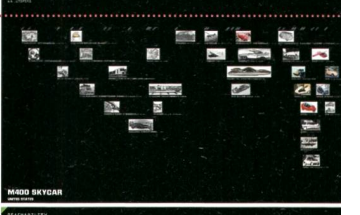
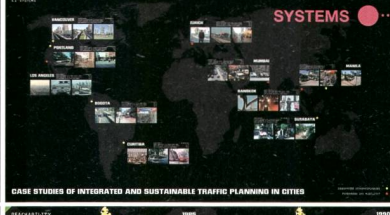
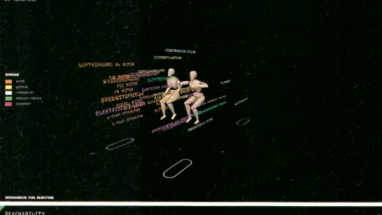
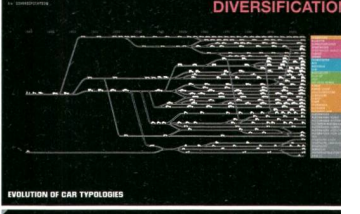
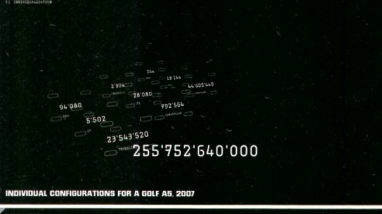
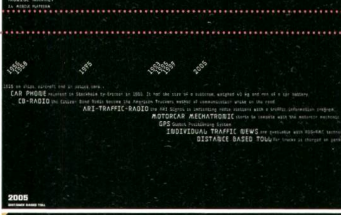
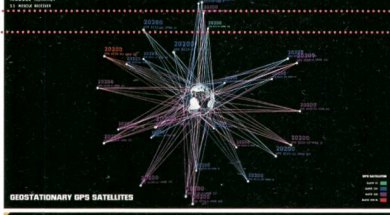
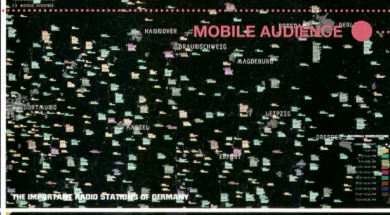
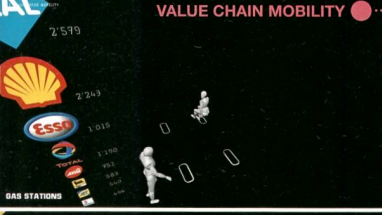
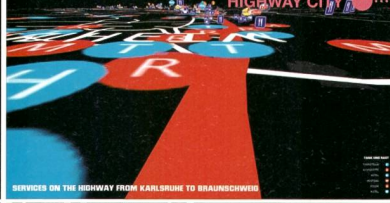
Mobiglobe is a research project and media installation for Autostadt in Wolfsburg, the theme park, and communications platform of the Volkswagen Group. The installation, created by Hosoya Schaefer Architects in Zürich in collaboration with Shiftcontrol, Copenhagen, and Buro Destruct Berne, shows topics of auto-mobility in a wide range of areas from 'highway city' to 'oil world.' With interactive, three-dimensional data graphics driven by a game engine, the installation aims to convey the contemporary dilemma between increasing comfort, freedom and safety in the individual experience of a car on the one hand, and the increasingly problematic urban and global effects on the other, especially when faced with new demands in emerging countries.



# LANDSCAPE OF AUTOMOBILITY



Location: Wolfsburg, Germany  
Client: Autostadt, Wolfsburg  
Concept, research, art direction, and production: **Hosoya Schaefer Architects, Zürich**: Markus Schaefer, Hiroshi Hosoya, Isabelle Bentz and Yann Gramegna, Tim Rieniets, Thomas Kägi, Hyuck Jin Yoon, Jeanette Beck, Sandra Sands, Magnus Gabrielsen  
3D application development and application integration: **Shiftcontrol, Copenhagen**: Jorgen Skogmo, Patrik Svensson, and Henrik Malmgren  
Graphic consulting, style guide, typography: **Buro Destruct, Bern**: Lopetz and Heiwid  
Installation design: Ralph Applebaum Associates, New York  
Sound: Nik Schäfer, Zürich  
Completion: November, 2006



MOBILE SPACE

## FROM INDIVIDUAL EXPERIENCE TO GLOBAL EFFECTS

MOBILE MARKET

The topics are organized in three large chapters (culture, economy and system) and twelve themes ranging from mobile space to fuel. Each theme again is examined in the scale of the car, the region, the world and time. Throughout the themes, the project intends to show the link between individual experience and global effects.

MOBILE CULTURE

Since its invention the car has always been about more than just movement. The automobile and auto-mobility have brought about a whole range of phenomena that, to a large extent, define our society.

INNOVATION

Mobility not only makes space accessible, it also creates its own spaces. The increase in everyday mobility has transformed the automobile and its infrastructure into parallel universes at the scale of the car, the streetscape or the **highway city**. Like a marketplace, the car is at the intersection of diverse **value chains** and **information flows**.

REACHABILITY

Yet the car's technological basis has hardly changed since its inception. The car evolved from an industrial **mass product** to an increasingly differentiated product for ever more finely grained consumer **segments and lifestyles**. However, the one product in human history that has most profoundly affected our personal reach and urban environment has at the same time never undergone a radical reinvention.

Enabled by industrialization and mass consumption, the car plays a central role in our culture. It is a product for **conspicuous consumption** and for many represents the very progress in culture and technology.

MASS

In **many places** in the world, life without a car is not thinkable or worse, as in the large suburban developments in the industrialized nations, not possible.

While cars are getting more **secure**, comfortable and attractive for individuals, on a global level auto-mobility reaches its limits. Global risks, like **climate change** and **peak oil**, are becoming apparent.

ENERGY

While **resources** and spaces are becoming scarce, there are nine multinational car companies and nine oil corporations among the **sixty largest companies**, by turnover, in the world.

Even though large **oil reserves** remain, demand shows no sign of slowing its exponential growth. And although shrinking reserves make the search for **alternative fuels** increasingly urgent, the oil dependency only grows more acute. Conflicts are certain to arise once decreasing reserves meet increasing demands.

RISKS

Alternative fuels do not yet provide the efficiencies to be an effective replacement for fossil fuels nor are they **widely used**.

MARKET

In order for individual mobility to retain the role it has today, mobility needs to be reinvented fundamentally. New **efficiencies**, multi-modal transport systems, energy sources, behaviors and cultural values need to be developed, especially when faced with the huge potential demands in **emergent economic powers** like China and India.

LIFE CYCLES

For cities to function, access to resources, jobs, ideas or people is essential. It is critical to envision a future where access is provided by spatial and programmatic density more than by ever increasing levels of individual mobility.

12. OIL  
12.1 OIL CITY

NORWAY

GREAT BRITAIN

BARRELS (in Billions)  
1 US BARREL = 158.9 Liters



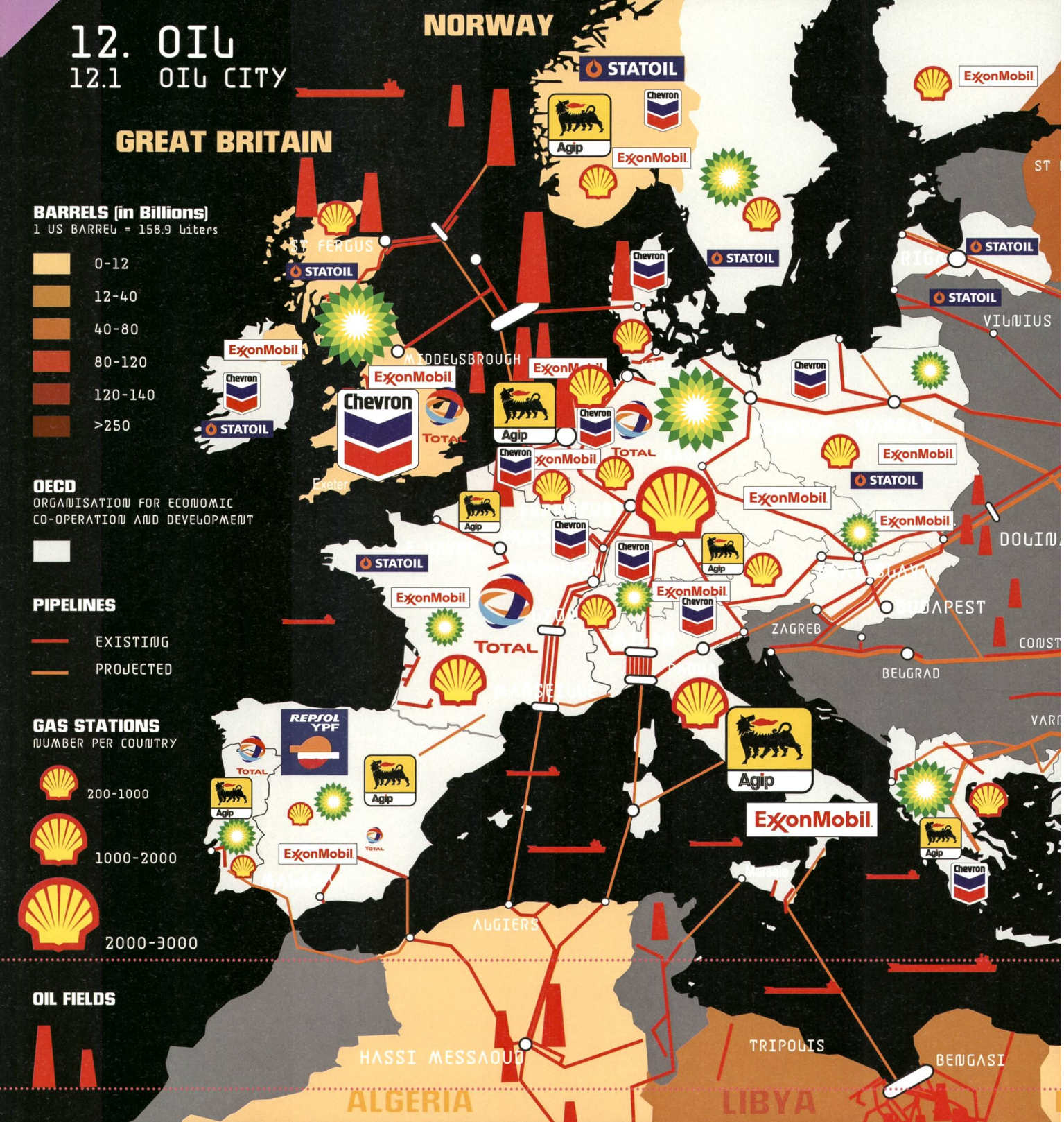
OECD  
ORGANISATION FOR ECONOMIC  
CO-OPERATION AND DEVELOPMENT

PIPELINES  
— EXISTING  
— PROJECTED

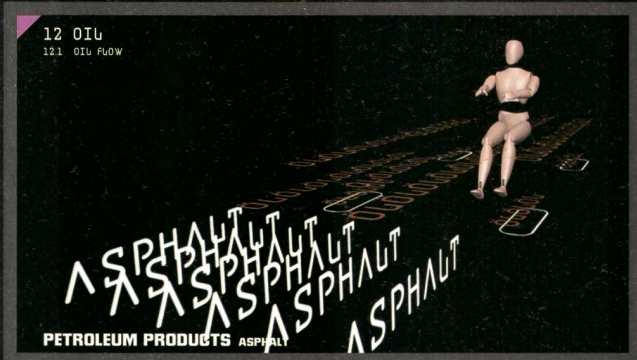
GAS STATIONS  
NUMBER PER COUNTRY



OIL FIELDS



OIL FLOW



Cars are dependent on oil not only for fuel, but as an essential ingredient in synthetic products, like tires or gaskets, plastics or lubricants.

OIL CITY



The vast infrastructure of oil and gas pipelines now serving the EU has taken on almost urban proportions. The EU aims to keep the energy supply stable with additional investments in infrastructure, international agreements, and political work.

# RUSSIAN FEDERATION

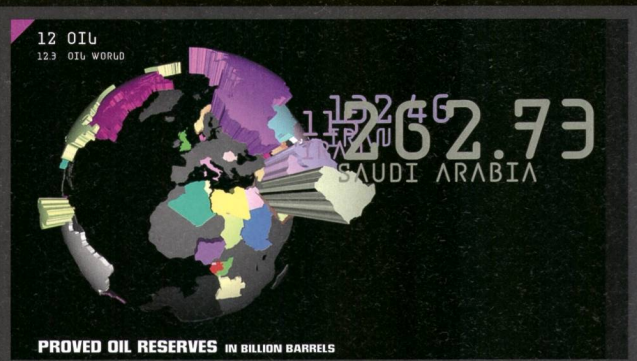


While there are different estimates when we will run out of oil, according to Dr. Colin Campbell, a former oil consultant turned peak oil activist, the peak of oil production might be crossed as early as this year. Despite the fact that there are at that moment still large oil reserves available, the cost and the conflict of distribution will increase when dwindling supply faces rising demand. The EU is attempting to secure its almost urban infrastructure of oil- and gas-pipelines. The "Inogate" program, short for Interstate Oil and Gas Transport to Europe, aims to ensure regional stability, cooperation, and investment to secure the oil supply. Shown on the consumer side is the amount of petrol stations per oil-corporation and country.

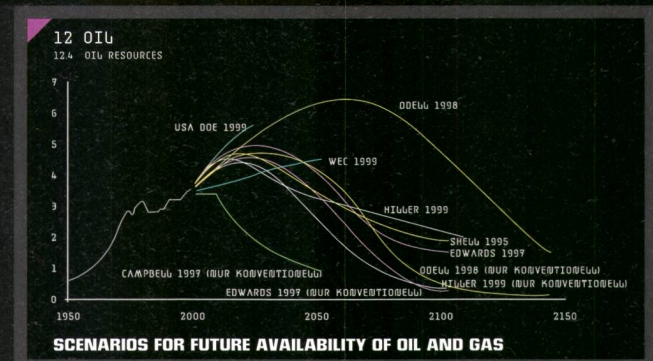
The Baku-Tiblisi-Ceyhan (BTC) pipeline from Azerbaijan to the Mediterranean Sea connects for the first time Baku, where the very first oil drilling derricks were built, directly with Europe navigating around politically unstable Armenia.

**Markus Schaefer, Isabelle Bentz**

## OIL WORLD



## OIL RESOURCES



An overview over fossil fuel reserves, production, and consumption world-wide shows their uneven distribution. It also gives an idea about their flows and choke points.

Opinions differ as to when we will run out of oil. Shown here are reserves when extracting oil with conventional methods, respectively methods that are not commonly used yet. Even though large reserves remain, demand shows no sign of slowing its exponential growth. Conflicts are certain to arise once decreasing reserves intersect with increasing demands.