

FOR SCREEN READING

WHAT DO YOU WANT TO ACHIEVE IN YOUR CITY?

MEETING WITH AND STAYING AT LIVING STREET PIONEERS IN GHENT



*Digital memory aid international partner meeting
LIFE Living Streets-project in Ghent
4th and 5th of July 2016*



Co-funded by the LIFE Programme of the European Union



Living Street Kozijntjesstraat, 2014

INTRODUCTION

DEAR ANN, JOHAN, VLATKA, BIRGITTA, ESTHER, JAN, TRUDY, MICHELE, ROSSANA, ŠIME, CHRISTINE, NEIL, MARIE-ANNE, LOES AND JOLANDA

Imagine your neighbour knocking on your door: *“Hi, how are you? Do you have a few minutes? I have an idea I want to share with you... Imagine that we could temporarily transform our street into a beautiful green meeting place for the neighbourhood? We would remove the cars, just for a few months and see what happens. What do you think?”* Precisely these kind of simple questions triggered the imagination of hundreds of citizens and led to more than 30 Living Streets in 5 cities.

We hope that looking back, you too feel good about the 4th and 5th of July. During these two sunny days we had the opportunity to roam in the Ghent Living Streets. We met with pioneers involved since the very beginning. The ones whose ideas, vision and determination created the spark that set the Living Street movement on fire. People who stood up for

an idea which still had to crystallise. People who quit their job, stuck their necks out and went all out to make it happen. Even today these storytellers don't know how the story is going to end. To them the Living Streets are more than just another neighbourhood BBQ or new street furniture. We met with Trojan Lab and city representatives, we got a feeling of the interaction between formal and informal involvement that led to the practical Living Street realization and living street state of mind in Ghent.

With this digital memory we take you back to these two ‘wijs’ days (‘wijs’, meaning in Ghent ‘cool’, though it was pretty warm). If the Living Streets inspire you, please share with us what you want to achieve for your city during this European LIFE Living Street project! Are you taking up the challenge? Will you make the Living Street story continue in your own Living City to-be?

*Enjoy reading this book of ideas of our two days meeting in Ghent,
Pepik, Dries, Pieter, Kinga and Laura*

Lets go! 

A LIVING STREET NETWORK

LET'S FIND CREATIVE SOLUTIONS AND CHALLENGE EACH OTHER'S THINKING, ACTING AND LEARNING TOGETHER

LIVING STREETS CAN BECOME A CATALYST FOR SOCIAL INNOVATION AT THE NEIGHBOURHOOD LEVEL

WE LOOKED AT THE LIVING STREETS FROM GHENT'S POINT OF VIEW AND WE SAW SOCIAL INNOVATION BUT CLEARLY ORIENTED TOWARDS AN END GOAL

LIVING STREETS CAN BE THE BEGINNING OF A SOCIAL CHANGE IN YOUR CITY

LIVING STREETS TAP INTO THE CREATIVE SOCIAL POTENTIAL OF YOUR CITY

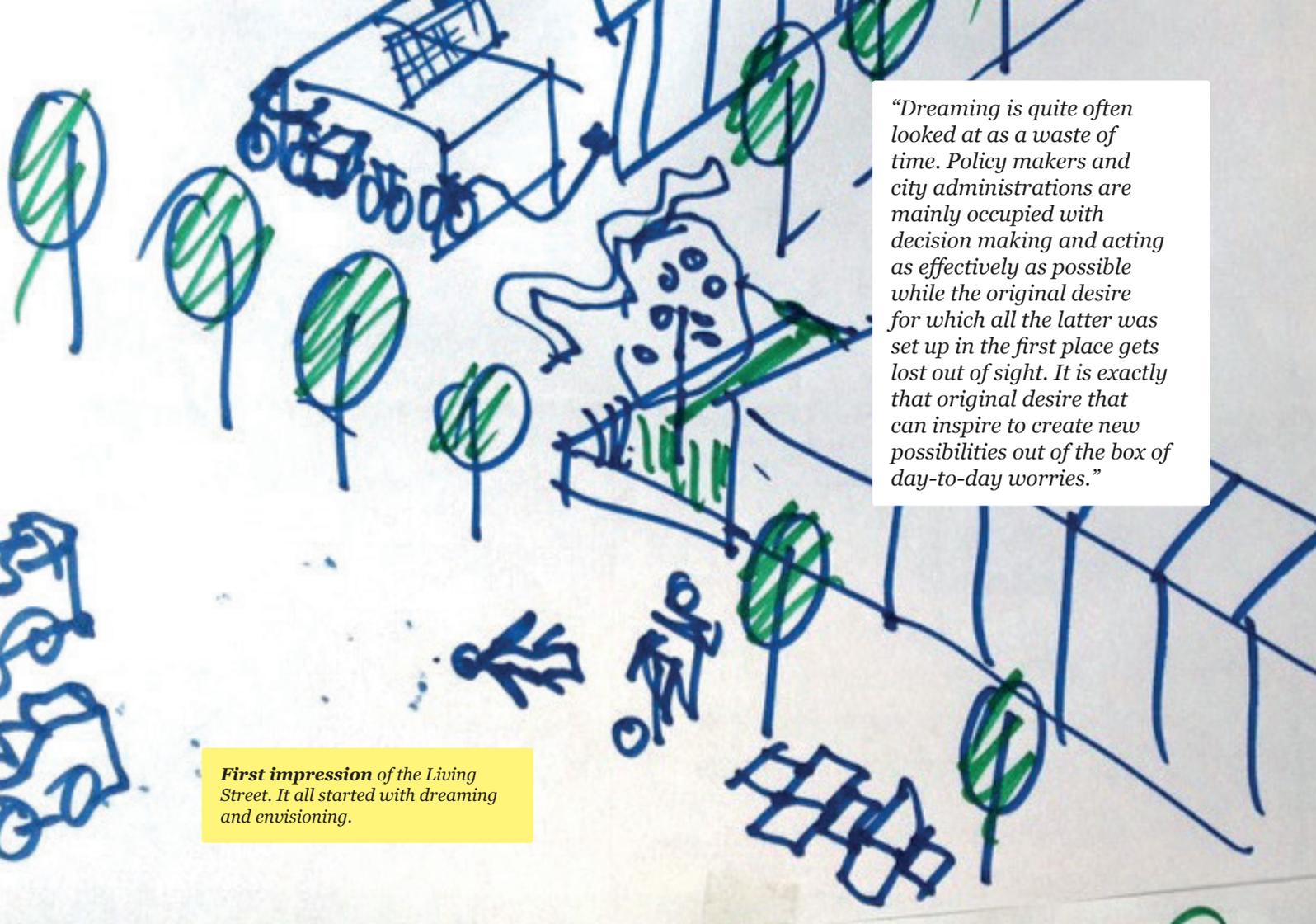
LIVING STREETS CAN CHANGE MIND SETS AND SWITCH PARADIGM TOWARDS MOBILITY BEING CONSIDERED AS A SERVICE, RATHER THAN AS AN ISSUE OF OWNERSHIP





PART ONE

**CREATING
SOMETHING
NEW**



“Dreaming is quite often looked at as a waste of time. Policy makers and city administrations are mainly occupied with decision making and acting as effectively as possible while the original desire for which all the latter was set up in the first place gets lost out of sight. It is exactly that original desire that can inspire to create new possibilities out of the box of day-to-day worries.”

First impression of the Living Street. It all started with dreaming and envisioning.

PEPIK'S INSTRUCTIONS FOR WONDERING AND IMAGINING



Each Living Street in Ghent started with somebody dreaming about a Living Street. ***Dreaming and envisioning is a key phase in every creation process.***

That is why we invite you to dream. You have experienced

the Ghent Living streets. Together with the Living Streets pioneers we have reflected on how and why they came about. You are participating in the LIFE Living Streets project. Forget about your constraints, forget about feasibility issues, forget about risks... and tell us what are your dreams? What do you wish for your city? We are in the future now, nice things happened, Living Streets happened. The only thing you need to do is to describe what you see around you happening in your city... thank you!

Sharing dreams proved to be useful also in a very practical way. Sharing what if our street turns into

a Living Streets stories between residents turned out to be a very powerful approach. Some people have big dreams, others more concrete ideas and others still tend to see constraints. But most people combine a bit of everything, resistant to huge changes but tolerant of small ones and open to meaningful experimentation. Dreams vary among residents and streets. And where dreams vary finding compromises is necessary. The dialogue that arises amongst citizens is key. By identifying each other's needs and dreams, a mutual understanding is created and this can lead to a plan for their Living Streets that enjoys widespread support. We have captured your dreams in the city description. →

IT ALL STARTS WITH ENVISIONING, SO YOU CAN SHARE IT FULL OF JOY WITH OTHERS



know-
examples
what made
spread? + memo

Whish



Communicate



Visualize

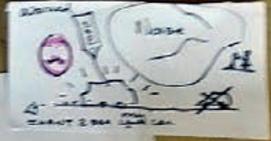
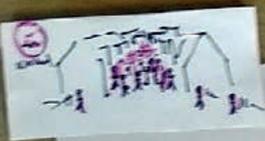


Believe

How to
bridge the gap
between
top down and ↑



help me to
convince city
leaders...

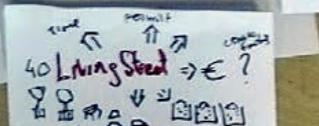


how involve
citizen?

preference you own
budget thing
how to transfer that?

Research

how/who
selects the...



PART TWO
VISITING
GHENT



The historic city centre of Ghent after the mobility plan of 1997: one of the largest car-free areas in Europe.



Visiting the historic city centre of Ghent with our guide Martine. According to the Lonely Planet, 'it might just be the best European city you've never thought of visiting.' We especially love the vibrant mix of functions and services in the city centre. Not too big, not too small..



THE GHENT PIONEERING

IN SEARCH OF A NEW STEP FORWARD

In 2012, the city council – looking to establish a climate neutral city – recognized that as concerns sustainable mobility, not much had happened since 1997, the year the pedestrian area was installed. The awareness that new steps forward cannot be realised by the government itself, the City decided to bring 25 special people together.

They got the freedom to think without regime boundaries and to envision what a transport/mobility system in a sustainable system would look like. This group of local frontrunners quickly added a human dimension to the administrative challenge. They identified that the strengths of Ghent (conviviality, interconnectedness of functions, vibrant environment in the historic city centre) were under pressure. This group started rethinking these desirable strengths with a vision on 2050 and called it the “Ghent interconnectedness”. With this shared vision in

mind they identified the necessary choices and decisions to save the “Ghent interconnectedness”.

THE MAGIC HAPPENED AT THE TIME WHEN THE GROUP SHARED THE SAME FEELING. IT WASN'T THE STORY OF “THE CITY”, NOR THE STORY OF SOME CITIZENS. IT BECAME THE STORY OF THE WHOLE GROUP.

EXPERIMENTING ENABLES TO MAKE CHOICES

The group invented experiments that should make it possible to easily make these “tough choices”. One of the experiments was the Living Street. A living laboratory in which desirable streets of the future can be envisioned. Year after year more streets joined to show that choices →



The Living Street started with the freedom to think without regime boundaries and to envision how the future could look like.

around a new approach to urban space, around new forms of long distance parking and sustainable mobility and around a different relationship between government and residents are possible. The Living Streets had different layers: from nice neighbourhood contacts to a strategic experiment giving direction to local policy. Dries, in his function as civil servant, paved the path for the city council to make the experiment “not impossible”.

THE POWER OF TEMPORALITY

No money was requested from the City so they could concentrate fully on the search for creative solutions for all administrative obstacles. A creative “interspace” emerged between civil servants, citizens and companies. As the experiment expanded, so did the network that grew out of

the transition arena and eventually Trojan Lab of Ghent started a NGO. A remarkable element at the foundation was the fact that 31/12/2017 already was established as an end date of the ngo. This temporality proved to be the power of the entire network.

THE LIVING STREET IS NOT ABOUT CREATING SUPPORT FOR YOUR VISION, BUT ABOUT ENGAGING PEOPLE TO WANT SOMETHING



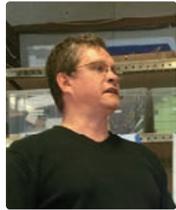
Living Street Meibloemstraat, 2015

Living Streets are living laboratories in which desirable streets of the future can be envisioned with a threefold objective:

1. Experimenting with the sustainable mobility of the future
2. Creating a new approach to urban space
3. Reinforcing social links by multiplying interactions among citizens.

THE POWER OF FRONTRUNNERS

During the two day visit we met some of the frontrunners of the Ghent Living Streets. They all helped making space for the Living Streets.



Name: Yves De Weerd
Organisation: VITO, research and technology organisation
Role: Yves

translated the little anecdotes out of the streets into sharp and influencing stories

“The framing of a question that you ask yourself determines the answer that you’re going to get for it. The Living Street is about asking the right questions.”



Name: Tim Scheirs
Organisation: City of Ghent, department of mobility
Role: Trojan

civil servant, translating the language of the Living Street to the policy making of the City of Ghent

“Living Street is not about surrealistic new ways of mobility, but about the proximity of services and activities in our neighbourhood.”



Name: Filip Watteeuw
Organisation: City of Ghent, alderman for mobility, helping to make the

experiment possible (or at least “not impossible”)

“Living Streets are challenging the way our city administration works.”





Name: Wim De Smet
Organisation: Securex, Social Secretary and HR consulting

“The Living Street is like a soft hand, lifting up all participants together to a next level.”



Name: Pieter Deschamps
Organisation: Working for the national railway company (NMBS) on

innovation. Started working for Lab van Troje last year.

“Over the past years, we discovered the power of “what if”. The power of what if makes people and civil servants think big.”



Name: Dries Gysels
Organisation: City of Ghent, department of mobility. Started working for Lab

van Troje two years ago.

“Living Streets confuse people in the street and in the city administration. It’s our job to help them deal with this confusion.”



Name: Pepik Henneman
Organisation: Mister Lion

“In Ghent they call intrinsic motivation ‘goesting’, that’s the engine of the Living Streets and hopefully also the engine of our network here.”



Name: Daniël Termont
Organisation: Mayor of the City of Ghent

“Cooperation requires time and effort. Time that we are often not used to investing anymore. Living Streets purposefully provide everyone with the time to find their place in a new dynamic. I believe this emancipates our city – from its finest capillaries, the streets – to deal with urban challenges like poverty, refugees and social isolation.”



Name: you
Organisation: your city

“This will be you after the first Living Street edition in your city...”

INTERMEZZO: CROWDFUNDING

Ghent launched a locally-oriented crowdfunding platform in 2015, as an additional tool for its citizens to jointly shape their city. The website crowdfunding.gent allows citizens, for-profit and non-profit organisations to raise alternative financing for innovative and sustainable projects tackling municipal challenges in the districts or for recent start-up companies looking for seed capital. On crowdfunding.gent, some projects are looking also for additional expertise or helping hands and they may choose to announce this call for help. Today, 37 organisations made use of this platform raising 74.000 euros.

Trojan Lab of Ghent deliberately started a one-off crowdfunding campaign in 2015. They wanted to find out whether besides the existing financial and practical support of private companies and the local government, the citizens would also support the Living Streets. A goal was set for 5.000 euros and with all kinds of initiatives of residents in the Living Streets, up to 7.100 euros were raised. This proved the local support of the citizens in Ghent.



One year later, individual Living Streets also used the Crowdfunding platform. De Lusthoflaan raised money to improve their self-made wooden bridge so it would last a couple of years longer, awaiting the planned permanent construction by the City of Ghent, which will happen thanks to their initiative during the Living streets project.



IMPRESSIONS FROM THE LIVING STREETS



**MAKING A LIVING STREET
IS MAKING A PUZZLE,
EVERYONE HAS A PIECE
OF THE STORY**

**OUR JOB IS TO SEE WHAT
YOU CAN DO AND EXPLAIN
WHY YOU CAN'T DO SOME
THINGS**

**WHEN YOU BELIEVE IN IT,
YOU CAN FLY HIGH**

**TRY TO CREATE
"A MOMENTUM"**

STAD GENT
OMMEGANGSTRAAT



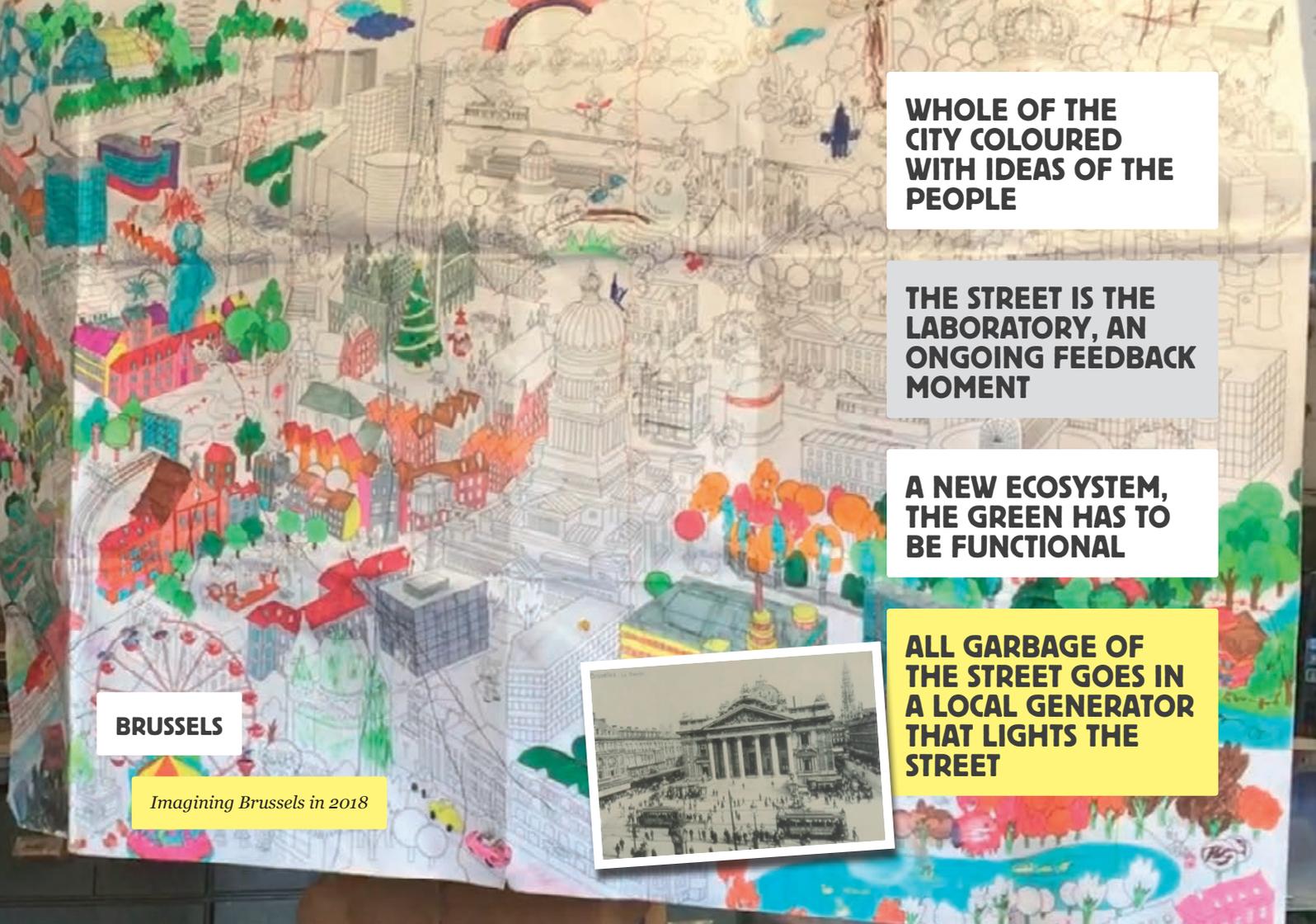
IMAGING OUR OWN LIVING STREET



PART THREE

WHO'S IN?

Seven cities, seven different stories, but we were all enthusiastic about Living Streets from the very start. Everyone gave his or her point of view about the beginning of this two-year trajectory of the Living Street journey. And above all, we started dreaming about the future.



WHOLE OF THE CITY COLOURED WITH IDEAS OF THE PEOPLE

THE STREET IS THE LABORATORY, AN ONGOING FEEDBACK MOMENT

A NEW ECOSYSTEM, THE GREEN HAS TO BE FUNCTIONAL

ALL GARBAGE OF THE STREET GOES IN A LOCAL GENERATOR THAT LIGHTS THE STREET

BRUSSELS

Imagining Brussels in 2018



WHY IS BRUSSELS PARTICIPATING?



*Ann Van De Vyvere
and Johan Van Roy*

Through projects such as “out of the city”, residents have the opportunity to take their town into their own hands. For example, residents who took initiative to remove a fence from the park. Brussels is looking for further ways to make the link between top-down and bottom-up and finding solutions for other ways of living together. Brussels

is currently working on her first Living Street, in a street with street prostitution and insecurity.

BRUSSELS IN THE HEAT OF THE MOMENT

Brussels is persevering. They’ve taken the drastic decision to make the Place de La Bourse car-free and by doing that they created the biggest pedestrian zone in Europe, as an answer to the Picnic-the-Streets movement. This decision has many unexpected consequences, for example homeless people are more visible now. The city took the decision, wanted it to happen but they will have to work hard to cope with all these consequences, but most of all take them forward. Johan is in the believe mode. He feels that so many things are possible. They now have a subsidy scheme for real city experiments.

**I CAN SEE MY OWN YOUTH IMAGES
– CLIMBING TREES AND RUNNING
THROUGH THE FIELDS – WHEN I SEE
MY KID DIVING INTO THE TUBE AND
DANCING IN THE SUBWAY**

ENERGY CITIES

Dreaming of Energy Cities in 2018

I HAVE A DREAM!

Many other cities inspired & started Living Streets!
in cities come back to life!

Citizen exchange in different cities, in different countries.
Structural changes!

Shared ideas & tools corner → Inspirational dream corner!

More social cohesion & shared space!

Different mind-sets!

What is public space?

WE'LL WORK MORE DIRECTLY TO AND WITH CITIZENS

WE WILL INSPIRE AND MOTIVATE OTHER CITIES IN EUROPE AND TWIN CITIES WILL INSPIRE EACH OTHER



PARELS EN TWINNING



WHY IS ENERGY CITIES PARTICIPATING?



Laura Guérin and Kinga Kovacs

We're dreaming of streets with a lot of green, where you can walk, the things you like from the countryside but then in the city.

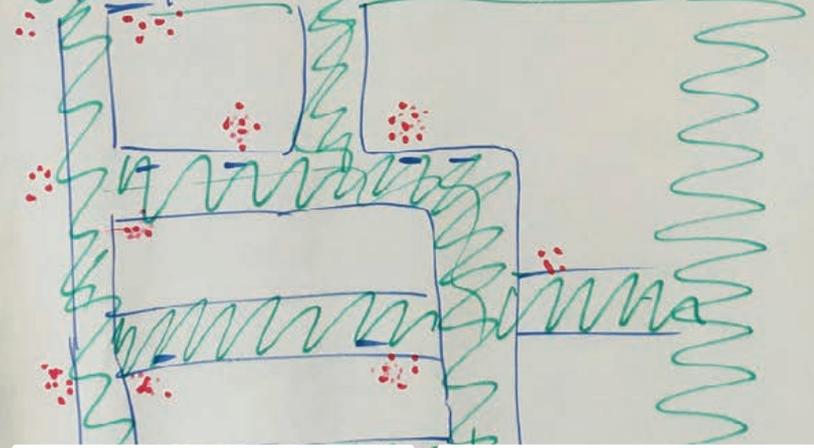
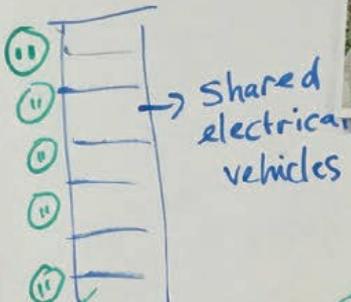
WE HAD ONLY ONE MONTH TO PREPARE EVERYTHING, TO FIND PARTNERS. WE LIKED THAT THERE WAS SO MUCH ENTHUSIASM. IT WAS LIKE EVERYONE WANTED TO JOIN THIS PROJECT.



Each object symbolizes one of our understandings. The bench challenges us to put something 'trojan' – without explanation – in the street and just wait and watch what will happen.



Haarlem



- Solar panels on all houses
- Green rooftops
- bike parkings

Imagining Haarlem in 2018

NEIGHBOURHOODS WITH WATER ABSORBENT GREEN STREETS

GREEN ROOFS AND SOLAR PANELS

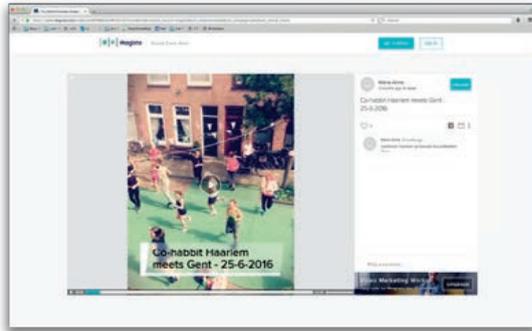
ELECTRIC CARS ARE STANDING AT THE NEIGHBOURHOOD PARKING

trees

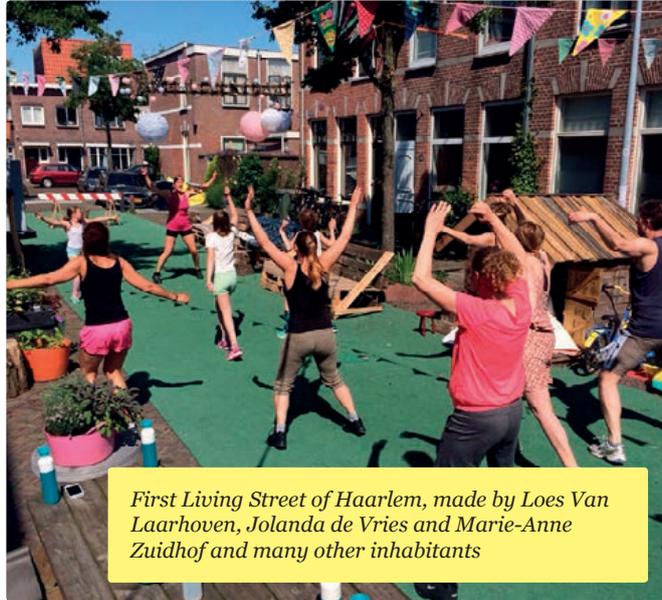
WATER
LEEF
WIK

WHY IS HAARLEM PARTICIPATING?

Thanks to their Living Streets, these 3 ladies had the chance to get to know their neighbours in a different way.



Marie-Anne Zuidhof about her Living Street in Haarlem



First Living Street of Haarlem, made by Loes Van Laarhoven, Jolanda de Vries and Marie-Anne Zuidhof and many other inhabitants

WHEN YOU TURN YOUR STREET INTO A LIVING STREET, YOU START THINKING DIFFERENTLY ABOUT “NORMAL” THINGS, SUCH AS CARS IN THE STREET

Ivanic-Grad

14.000

2016 1 1

2017 1 2

2018 1 3

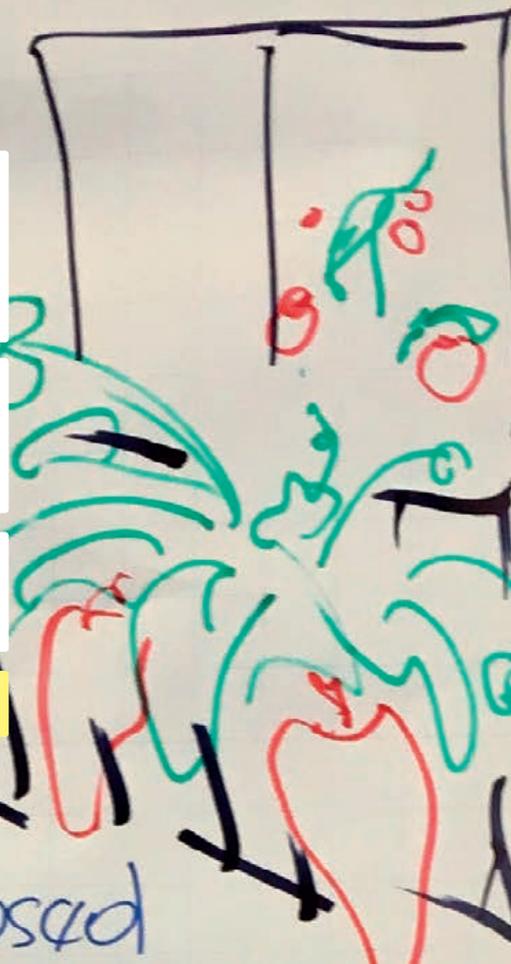
**EVERY YEAR ONE
LIVING STREET, IN
2018 MAIN SQUARE
CLOSED**

**COMPETITION
IN BALCONY
GARDENING**

**HOPE WE WILL HAVE
FUN ALL THE TIME**

Imagining Ivanić-Grad in 2018

main square - closed



WHY IS IVANIĆ-GRAD PARTICIPATING?

There's a gap between inhabitants and city administration: on the one hand inhabitants think there's nothing happening in the city and on the other hand the inhabitants don't respond to invitations and events of the city administration. Vlatka is looking for ideas to end this vicious circle.



IVANIĆ-GRAD IN THE HEAT OF THE MOMENT

Ivanić-Grad is still in the wishing mode. Living Streets still feels like something very remote, still far from local practice and culture. Both society as the local authority still have to be convinced.

I'D LIKE TO HAVE FUN WITH THE 'SERIOUS TOPICS' MOBILITY AND CITY DEVELOPMENT



Vlatka Berlan Vlahek

La Rochelle

April 2018



The "Rue de l'Enfant"
Children's Street will
making the People
"Like to Bike"

Créer un espace agréable et modulable, adapté et dans l'intérêt des commerçants.



Transformer nu parking - no business

→ no pleasures - no people, no people - no business

The Old Market Place
will be a new
Living Place

LA ROCHELLE

Dreaming of La Rochelle in 2018

Installer des arceaux
mobiles dans des rues
menant au marché?



Chaque commerçant
peut avoir son
passage sur le marché et
ou à associer avec un
groupe de musiciens
(improvisation, jazz, autres).

Le marché deviendrait aussi
une place touristique
d'événements et un
magasin... café du bar à côté
d'ouvert.



WHY IS LA ROCHELLE PARTICIPATING?

The inhabitants of La Rochelle really often use their car for short trips, while it is a small and flat town.

LA ROCHELLE IN THE HEAT OF THE MOMENT

La Rochelle is in the acting phase because they have been communicating towards their citizens about their transport plans and they have invested heavily in infrastructure. The city strongly believes in the Living Street, but where on earth are they going to put the cars? Birgitta, on the other hand, has already entered the next phase of the spiral and is a true believer. She has had the opportunity to set up a car-free street and really feel what kind of dynamic it brings about.



Birgitta Morin

FROM 'NO PARKING – NO BUSINESS' TO 'NO PLEASURE – NO PEOPLE, NO PEOPLE – NO BUSINESS'

PEOPLE WILL LOVE TO BIKE IN LA ROCHELLE

HOW CAN WE MAKE CITIZENS LOVE BIKES?



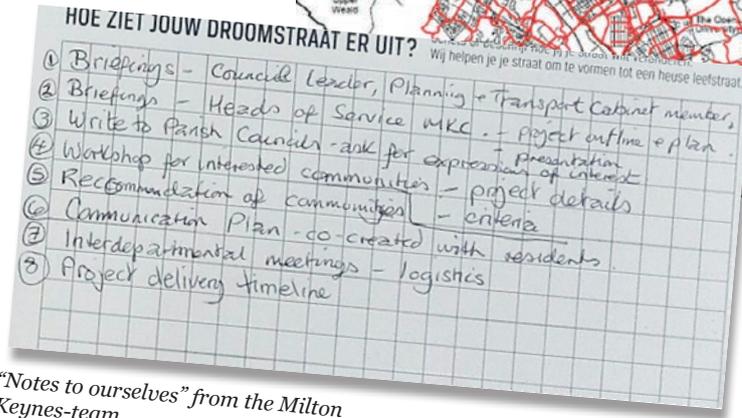
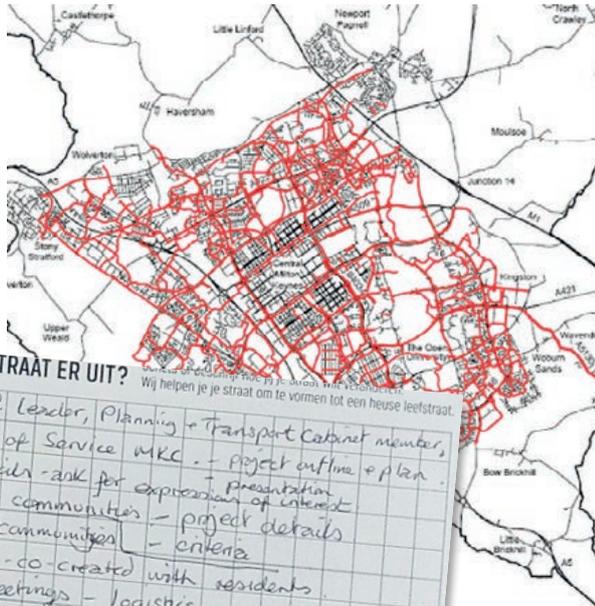
Dreaming of Milton Keynes in 2018



WHY IS MILTON KEYNES PARTICIPATING?

**FLUSH OF
20 LIVING
STREETS**

**GROCERY
DELIVERIES IN
THE STREET**



"Notes to ourselves" from the Milton Keynes-team



Christine Ballard and Neil Sainsbury

Milton Keynes is known for its green open spaces... and its people in their cars. Treating streets like actual meeting places is a rather novel approach for us. Next year the city celebrates its 50th anniversary. A unique opportunity to come with a new story.

MILTON KEYNES IN THE HEAT OF THE MOMENT

In Milton Keynes they are believing. Living Streets fits well within the current political 'localism' agenda. The street is being seen as part of the community and should stimulate people interaction.

♥ K dam 2018 ♥

ROTTERDAM

Dreaming of Rotterdam in 2018

- water sensitive.
- greener
- healthy(er) children
- more exercise
- car free centre
- more bikers
- less social isolationment.
- no dropp-outs.
- opportunity's for everybody
- = Co2 neutral



GREEN, CHILD-FRIENDLY AND WITH BIG CO2-NEUTRAL HOUSING PROJECTS

THE INHABITANTS OF ROTTERDAM ARE THE LOCAL HEROES AND THE CIVIL SERVANTS WILL LIVE IN THE CITY TO SET UP EXPERIMENTS WITH THE CITIZENS

NO MORE SOCIAL ISOLATION IN OUR SOCIETY

ELECTRIC CAR STATION



ROTTERDAM

The Rotterdam ‘dream team’ will support the Rotterdam Dream Streets and change the mindset of the city administration. Last year they organised the first edition of the Dream Streets and they like to share all their experiences with us.

ROTTERDAM IN THE HEAT OF THE MOMENT

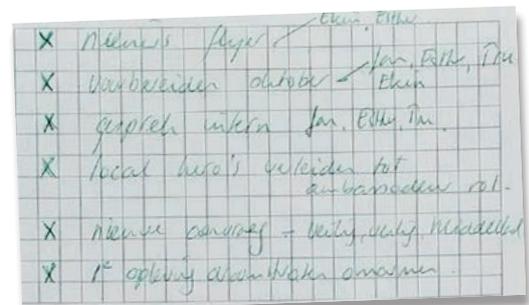
Rotterdam is in the reflecting phase. They have lived their first Dream Street edition and reflect about what it did to them and what it means for the organisation, looking for answers. They are a bit confused. Bottom-up and top-down clearly clash. Jan, however, is in the acting phase.

See also the TV report from the first Dream Street in Rotterdam



The Rotterdam-dream team: Esther Sprangers, Trudy Poot and Jan van der Wolde

*“Notes to ourselves”
from the Rotterdam
dream team*



- MOVE GREEN AREAS WITH BENCHES
- CROWDFUNDING FOR INITIATIVES
- TO SHARE ENERGY COSTS HAVING A DISCOUNT
- TO BUY FOOD THROUGH A JOINT PURCHASING GROUP
- TO HAVE STREETS ART
- TO HAVE TABLE GAMES
- OPEN AIR CINEMA



THE LIVING STREET CAN BE A CHANCE FOR A NEW MODEL OF PUBLIC SERVICES AND NOT ONLY NEW TRANSPORT SERVICES

TORINO

"Imagining Torino in 2018"

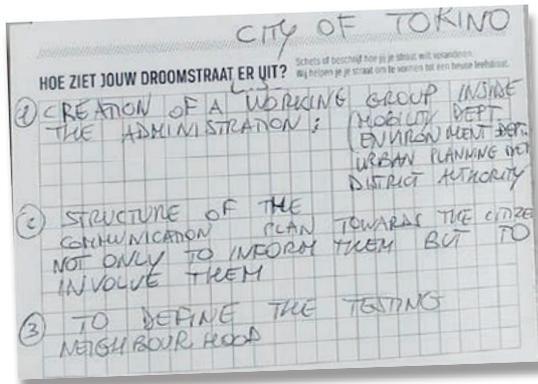


WHY IS TORINO PARTICIPATING?

There's a lot of traffic in Torino. People don't like cycling. With the Living Street we can improve the life of our inhabitants.



Rossana Guglielmetti and Michele Fatibene



"Notes to ourselves" from the Torino team

TORINO IN THE HEAT OF THE MOMENT

Torino is reflecting and looking around, but at the same time they persist and believe. They have been working for a few years on their pedestrian area and the current mayor wishes to renew this commitment. They are looking around because they want to know what they have to do with people who are in a subsistence modus, how this can also be adapted to their needs. Michele and Rossana are reflecting. They will be inspired!

120 001



* High potential
+ Use by youths

→ Under culture
→ Vibrant
neighbourhood

**LIVING STREETS
HAVE CHANGED
THE WAY THE CITY
ADMINISTRATION
WORKS**

- YOUTH CENTRE
- CREATIVE
LOCAL CITIZEN +
CITY WORKS TOGETHER
ON CO-CREATION OF
THE NEIGHBOURHOOD

ZADAR
CENTER

**LIVING STREETS WILL
HAVE GATHERED
CITIZENS AND
ORGANISATIONS
TO TRANSFORM
AN ILLEGAL AND
ABANDONED URBAN
AREA TO A HIGH
POTENTIAL SPACE**



ZADAR

Imagining Zadar in 2018



WHY IS ZADAR PARTICIPATING?



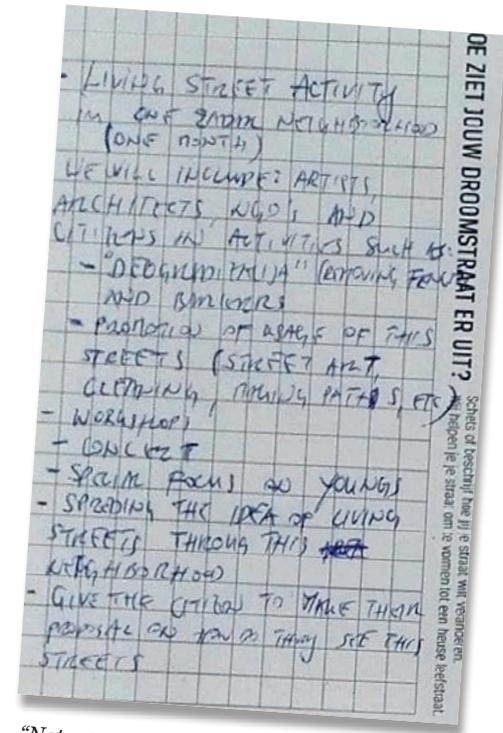
Šime Erlić

Zadar wants to increase the importance of the public space of the residents. They have a rundown neighbourhood, which is used by many young people. Šime sees the Living Street as a chance for people and urban planners to do interesting things with this neighbourhood.

ZADAR ON PEPIK'S CREATION SPIRAL

Zadar is going from looking around to believing. Gradually they have come to cooperate with civil society organizations and they acknowledge that that car-focused policies and behaviour are destroying many beautiful aspects with historical value in the city. Šime is in between planning and realizing. There are opportunities like the blind spot close to a youth center.

SOMETIMES YOU SHOULD NOT CULTIVATE ANYTHING, BUT USE THE STRENGTH OF THE UNDEVELOPED AREA



"Notes to myself" from Šime



**AT WORK IN
THE INSPIRING
WORKING SPACE
FROM TIMELAB**

UP TO ROTTERDAM

October 27 and 28 we'll meet again.

We'll dive into the stories of Rotterdam: Dream Streets, Happy Streets and lots of other initiatives.

We are looking forward to helping you discover how Living Streets are a means to tackling challenges your city is facing. We imagine again the “creation spiral” and in which phase you were back then in Ghent and how you managed to get to a next phase. The pioneers of Trojan Lab of Ghent and Mister Lion are at your service to help your own story become stronger.

**LIVING STREETS IS
NOT A 'PROJECT'.
IT'S TAKING TIME
TO MAKE PEOPLE
DREAM AND DEAL
WITH FEARS AND
WORRIES.**



DISCLAIMER

POINTERS FOR USING THE DIGITAL MEMORY AID

The Digital Memory Aid is a storage place for newborn ideas and concepts. During a good brainstorm or envisioning session, participants see new connections and come up with new ideas. They can see these ideas in front of them. New ideas are very volatile, it's hard to capture them or transfer them to people who were not present during the brainstorm session. A week later, the ideas often have faded from our memory. We recall a vague notion of a good feeling and positive energy but we cannot easily reproduce what we had in mind. The Digital Memory Aid contains everything that can help remember and capture the energy of what happened in the brainstorm: sketches, impressions, opinions, quotes and ideals. The Digital Memory Aid is a place where concepts and images are structured further and made communicable. In the Digital Memory Aid all ideas are good. The ideas that generate most energy should be explored further.