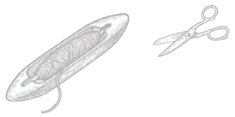
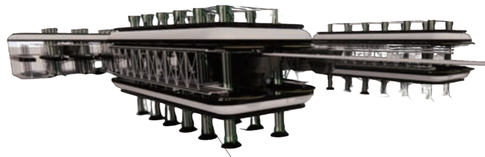
MilanoFlow

The 16th Virtual Design World Cup

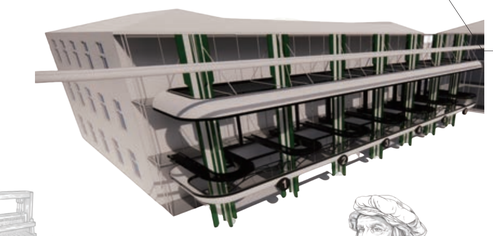


Concept

Milan's historic canal network, enhanced by Leonardo da Vinci's lock systems, helped overcome differences in elevation, connect different parts of the city, and contribute to the growth of its textile industry.
Inspired by this history, our design adopts weaving as its central concept. The shuttle is reinterpreted as a new form of urban mobility, while threads become a transportation network weaving through the city.
Moving both horizontally and vertically, the system reconnects urban spaces fragmented by roads and existing infrastructure. History forms the warp, the future forms the weft, and mobility becomes the thread that weaves Milan together.







Bobbin Exchange Station

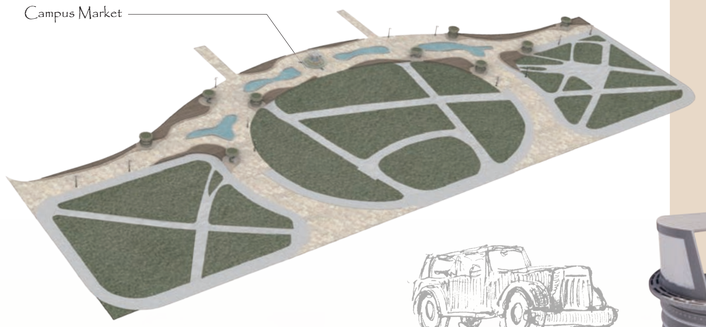
A station where bobbins can be detached and exchanged, allowing different functions to move flexibly through the network. Mainly used for Meeting Bobbins.





The City

Milan is a densely populated city where streets are occupied by moving and parked cars, a challenge also found on university campuses.
To address this issue, our design introduces parking facilities that move vehicles away from ground level, reducing their impact on public space and reclaiming the city for pedestrians.



Bobbin System

The bobbin system consists of four types designed for different urban activities and user needs.
Beyond transportation, the system integrates mobility with work, commerce, and public activities, transforming travel from simply moving between destinations into part of everyday urban life.



Passenger Bobbin

The basic unit of the system, designed primarily for passenger transport and daily commuting.
Moving with the shuttle along the urban mobility network, it provides convenient horizontal and vertical transportation while connecting different urban nodes.

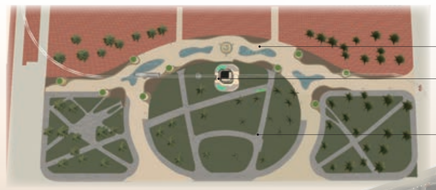
Strategy

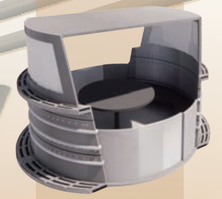




Urban Patterns — Pathways







Meeting Bobbin

Transforms mobility into a private meeting space. Users can hold meetings, work, and communicate while traveling, with an enclosed environment that reduces external distractions and allows work and mobility to take place simultaneously.



Commercial Bobbin

Brings commercial activities into the moving transportation system. As the bobbin travels with the shuttle through different parts of the city, shopping, exhibitions, and other commercial activities can take place during the journey, creating a new form of mobile commercial space.

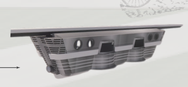


Loom — Station





Shuttle





Bobbin



Public Plaza

Market Stall

The market stalls extend the form and design language of the bobbin into the campus market. By transforming the bobbin into stationary commercial units, the mobility system becomes part of everyday public life, creating flexible spaces for vendors, exhibitions, and social interaction.



Waiting Shelter

Micro Robot

Small autonomous robots move through public spaces to deliver real-time information, including transportation updates, campus events, and navigation guidance. By bringing information directly to people, they create a flexible communication network that connects users with the surrounding city.



Underground Parking



Vehicle Interior



Passenger Station

A compact station where the bobbin lowers to ground level for passengers to enter or exit, then reconnects with the shuttle.
Mainly used for Passenger Bobbins.



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