



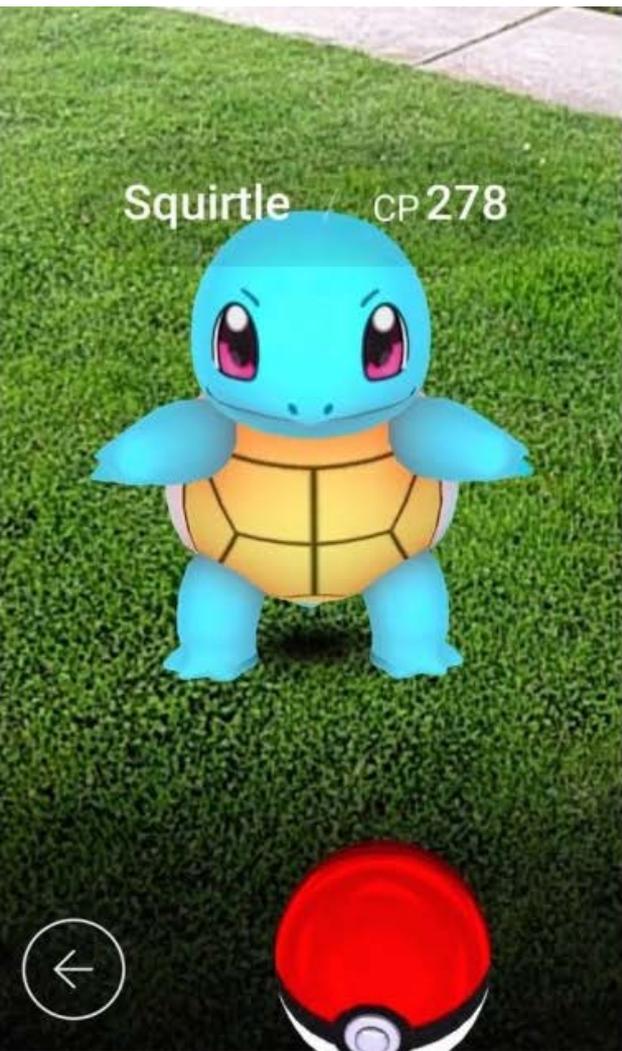
POKÉMON GO, RÉVÉLATEUR DE LA VILLE HYBRIDE



POKÉMON

GO



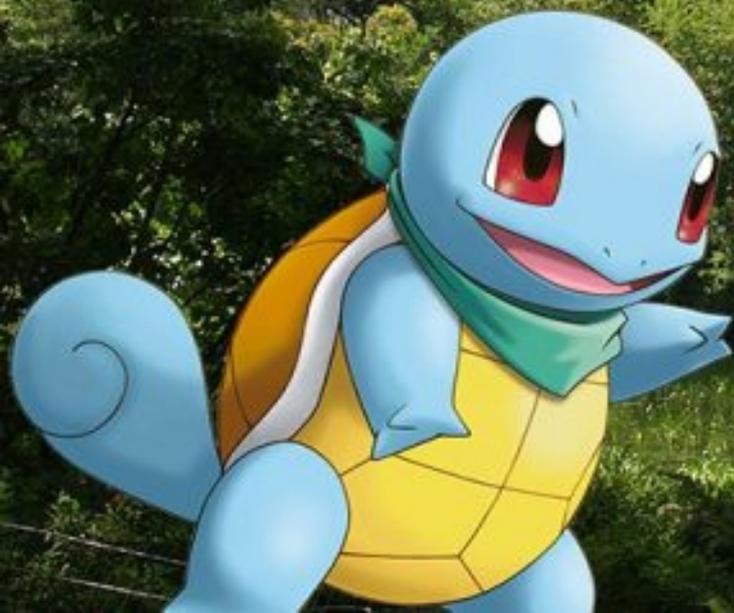


A large crowd of young people, likely students, is walking along a paved path in a park-like setting. Many of the individuals are looking down at their smartphones, suggesting a high level of digital engagement. The path is lined with trees, and the overall atmosphere is one of a busy, modern urban environment. The text "LA VILLE LUDIQUE, SOLITAIRE OU CONVIVIALE ?" is overlaid on the image, centered horizontally and vertically.

LA VILLE LUDIQUE, SOLITAIRE OU CONVIVIALE ?

POKÉMON GO

Central Park Safari

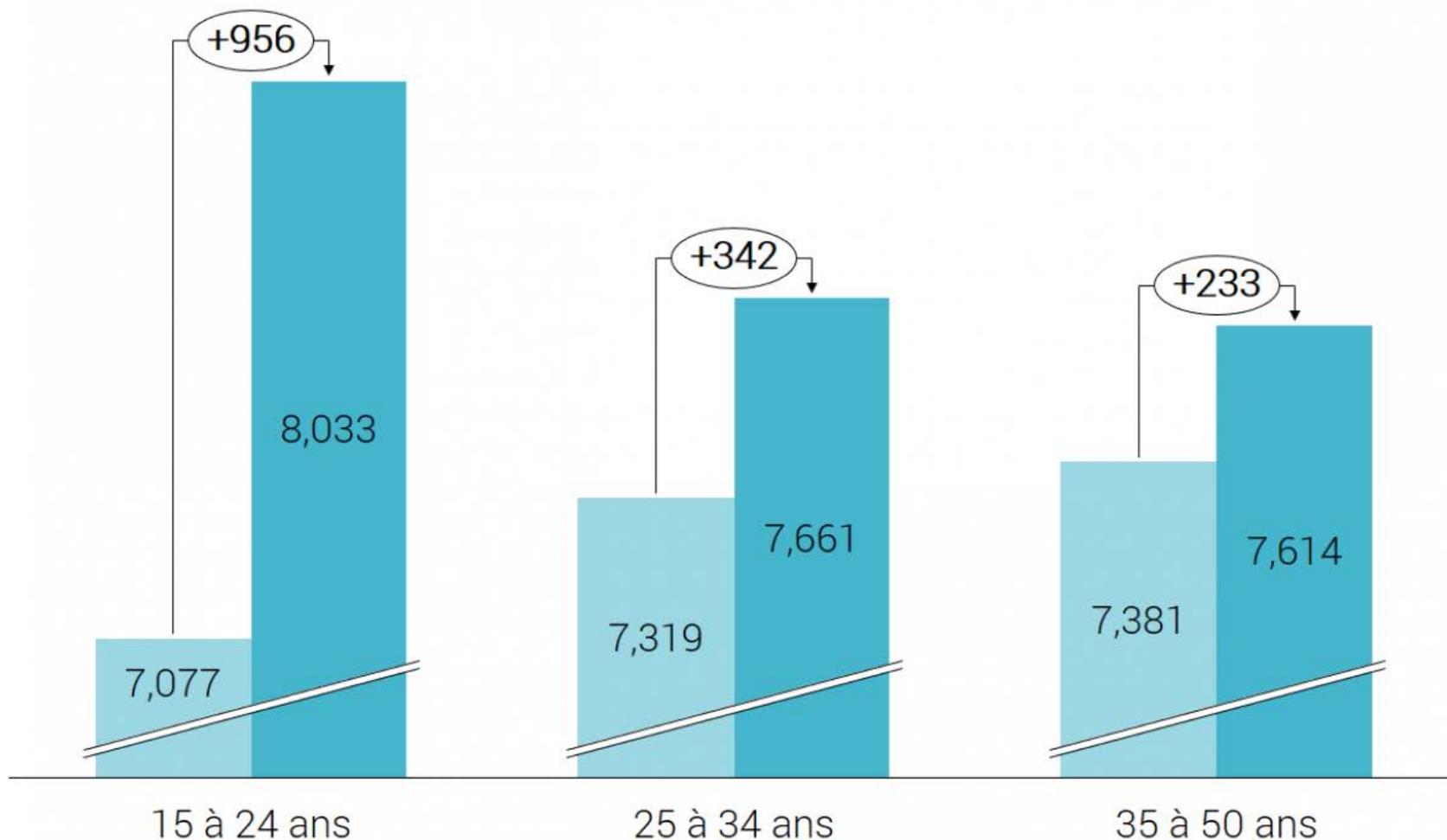




LE NUMÉRIQUE PEUT-IL CASSER DES BRIQUES ?



Nombre moyen de pas journaliers par classe d'âge



- Nombre de pas par jour - Semaine du 25 au 31 juillet 2015
- Nombre de pas par jour - Semaine du 25 au 31 juillet 2016



AUX ORIGINES DE POKÉMON GO



L3 Lincoln Square



Owner:
DovBee



1

by FinalLife

HACK
portal

DEPLOY
status

RECHARGE
resonators

MOD
status

NAVIGATE
to portal

MISSIONS

OK



Lincoln Square



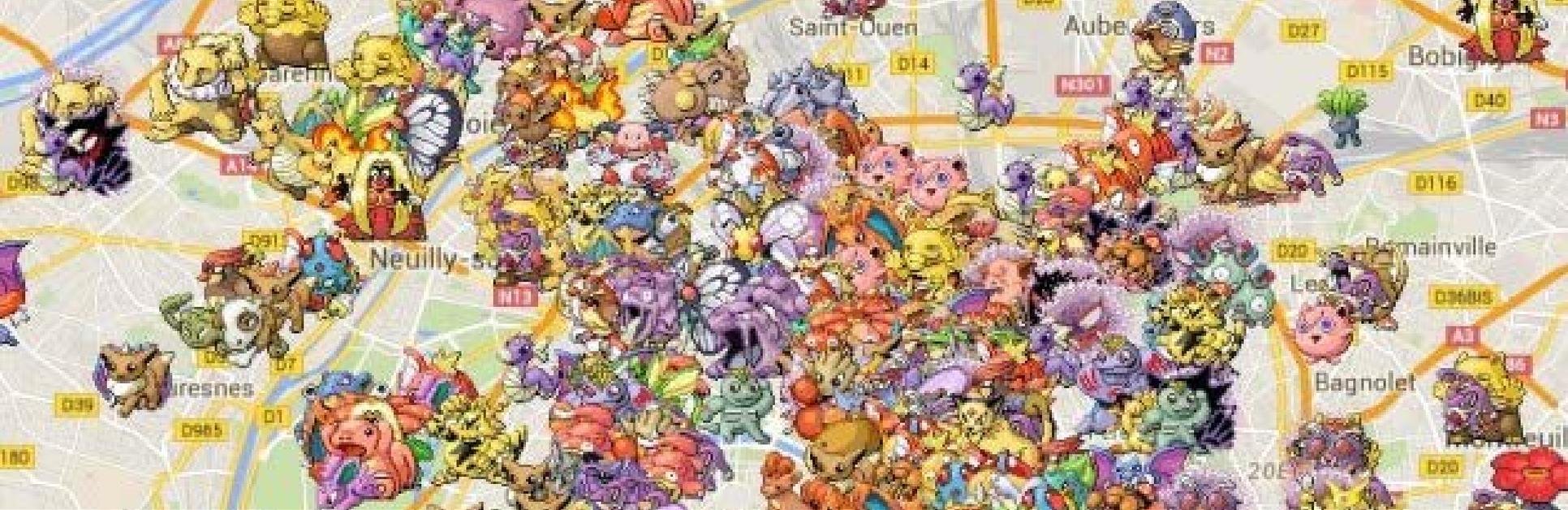
Les Livreurs De Farine



Saint Fiacre

Patron des jardiniers. Sur la maison Bour...





HEURS ET MALHEURS DE LA CARTOGRAPHIE COLLABORATIVE





**POKEMON
ARE FOR
PAYING
CUSTOMERS
➡ ONLY ⬅**



R.I.P

**Jesus Christ
is no longer
a PokeStop.**



QUELLES LIMITES POUR LA VILLE LUDIQUE ?

New Mexico Holocaust Museum

This museum exhibits terrible events t...



NEW AT 5:00

Owners of some Pokemon Go spots ask gamers to be courteous



KOAT

A table set up outdoors on grass, displaying various merchandise. On the table, there are several bags of Doritos (red and orange), bags of Lays (yellow), and other snacks. There are also several water bottles (blue and green) and a white pitcher with a blue lid. The table has a sign on the side that reads 'Pokéstop' in a stylized, bubbly font. The sign also features a small Pokéball logo and some smaller text below the main title. The table is covered with a yellow cloth.

VERS UNE MARCHANDISATION DE LA VILLE HYBRIDE ?

icono (TAD)
POKESTOP
inside!

Come get your pokeballs and
previously rocked threads!

GOTTA CATCH
EM' ALL

in style!



A QUI APPARTIENT L'ESPACE AUGMENTÉ ?



POKEMON GO PITFALLS

- THE APP KNOWS YOUR EXACT LOCATION
- COLLECTS EMAIL ADDRESSES
- KNOWS WHAT WEBSITES YOU VISIT
- INFO. MAY BE SHARED WITH 3RD PARTY SVC PROVIDERS





www.pop-up-urbain.com

