



VELO-CITY
GLOBAL 2016
EVOLUTION OF CYCLING
FEB 27-MAR 1 TAIPEI, TAIWAN
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Shin Kong Group

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Cynthia Wu
&
Rachel Wingfield

Top 10 preferred employer in Taiwan



Financial Services

Most diversified conglomerate with over **30** companies

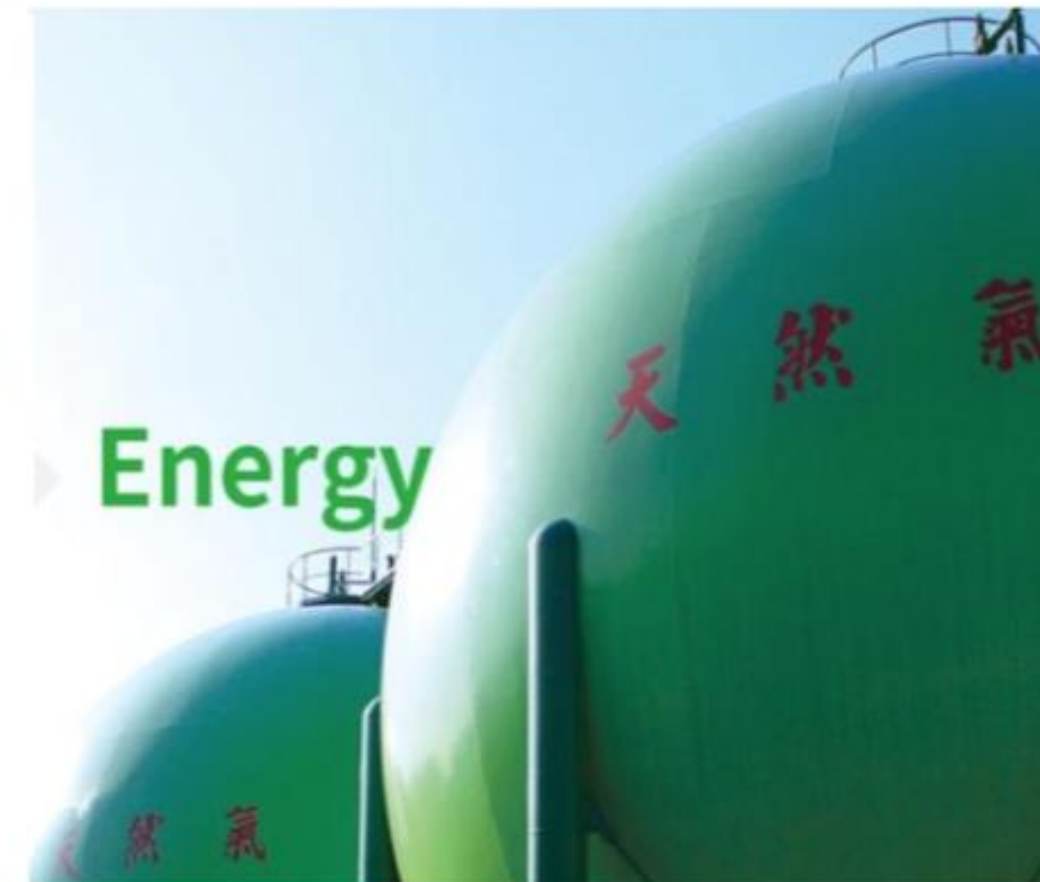


Consumer Services



Security Service

Listed Group assets valued at **USD \$140 billion**



Energy

Parent to **8** publicly listed companies

Founded in **1945**
By Wu Ho-Su Wu



Real Estate

With **11** foundations including a leading medical center in Taiwan



Philanthropy & Health Care



Raising Environmental Awareness Starting From Cities because cities:

Cities generating nearly 80% of global GDP

Cities consume 75% of the world's natural resources

Cities produce more than 60% of greenhouse gas emissions

Source: World Economic Forum



在城市發展的過程中，人類的進步伴隨著許多可能產生空氣污染的原因，最主要大致是以汽機車、工廠所排放的微粒造成，人口較多的都市通常都有比較嚴重的空氣污染問題。監測空氣品質有PSI（空氣污染指標）及PM2.5（細懸浮微粒）等數值可以參考，若想即時了解各地空氣狀況的話，可以點選縣市來取得即時資訊喔！

臺北市

- 陽明
- 大同
- 松山
- 古亭
- 萬華
- 中山
- 士林

臺北市 松山

| | | | |
|------------|-----------|-------------------------|-----------|
| PSI | 74 | PM_{2.5} | 56 |
| 空氣污染指標 | 普通 | 細懸浮微粒指標 | 不良 |

| | | | | | |
|------------------------|------------------------------|------------|----------------------|-------|-----------|
| PM₁₀ | 小時濃度值 | 120 | O₃ | 小時濃度值 | 57 |
| 懸浮微粒 | ($\mu\text{g}/\text{m}^3$) | | 臭氧 | (ppb) | |

空氣污染指標(PSI) 《資料來源：行政院環境保護署》

| | | | |
|---------|-----------|------------|-----------------|
| 良好 0-50 | 普通 51-100 | 不良 101-199 | 非常不良 ≥ 200 |
|---------|-----------|------------|-----------------|

細懸浮微粒(PM2.5) 《資料來源：行政院環境保護署》

| | | | |
|---------|----------|----------|----------------|
| 良好 0-35 | 普通 36-53 | 不良 54-70 | 非常不良 ≥ 71 |
|---------|----------|----------|----------------|

數據來源：《政府資料開放平臺》

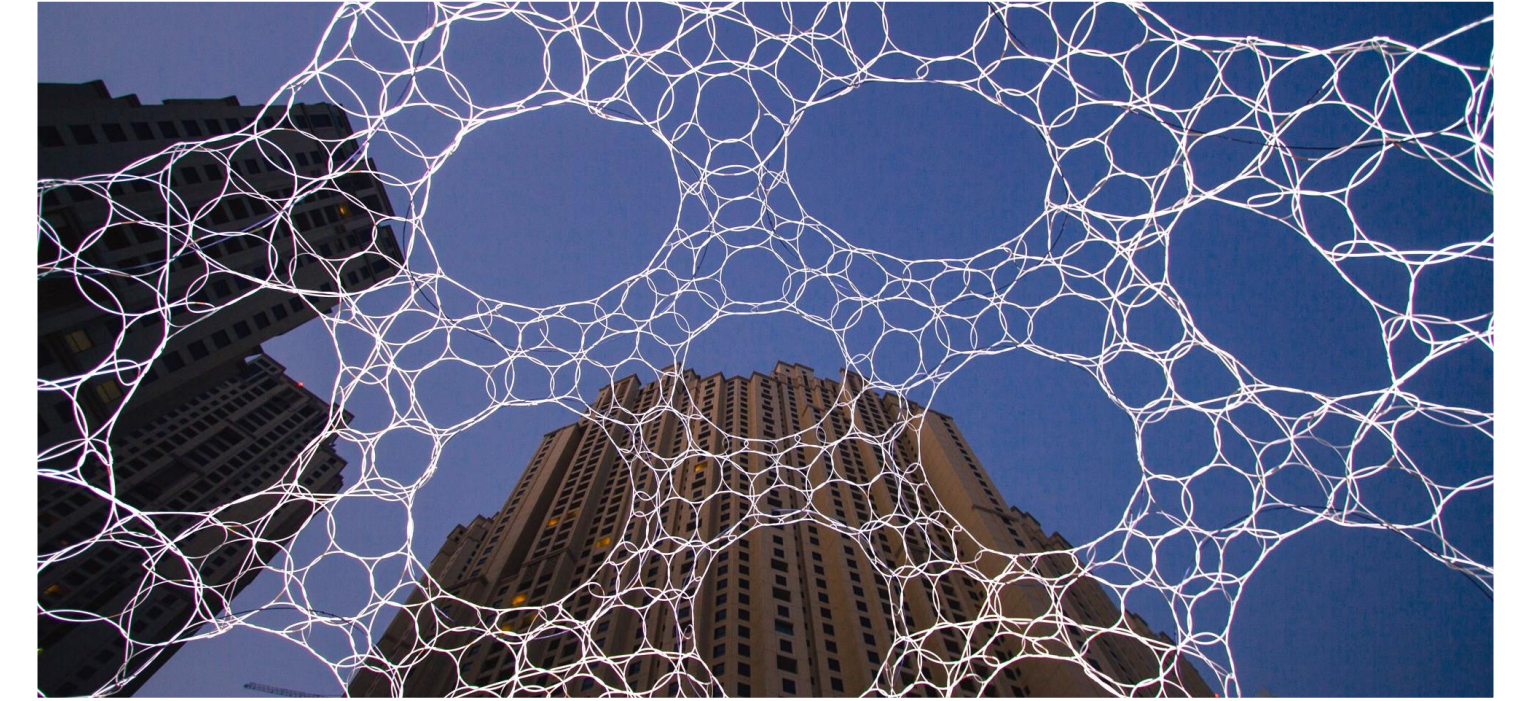
Belvedere Trees



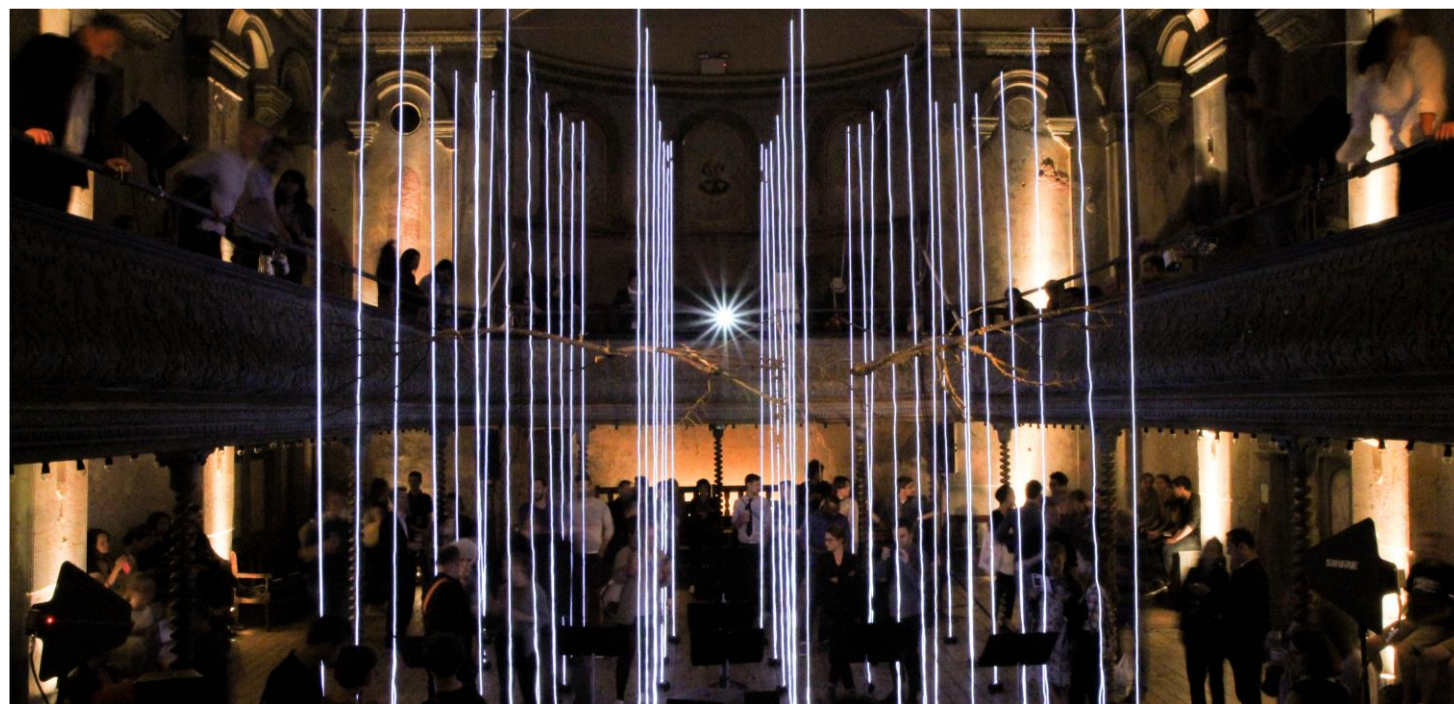
Enerav Futures (EDF)



Lunar Dome



Brainwaves



Loop.pH: A Spatial Laboratory

Straddling the worlds of art, architecture and the sciences to create environments that radically re-think the City

Spiratomic Space



St James Park



Belvedere Trees

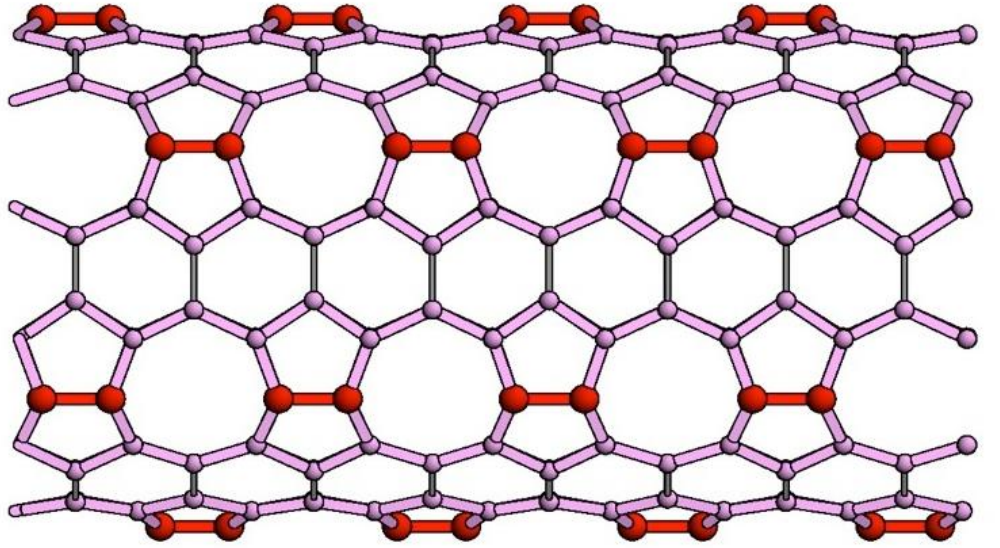
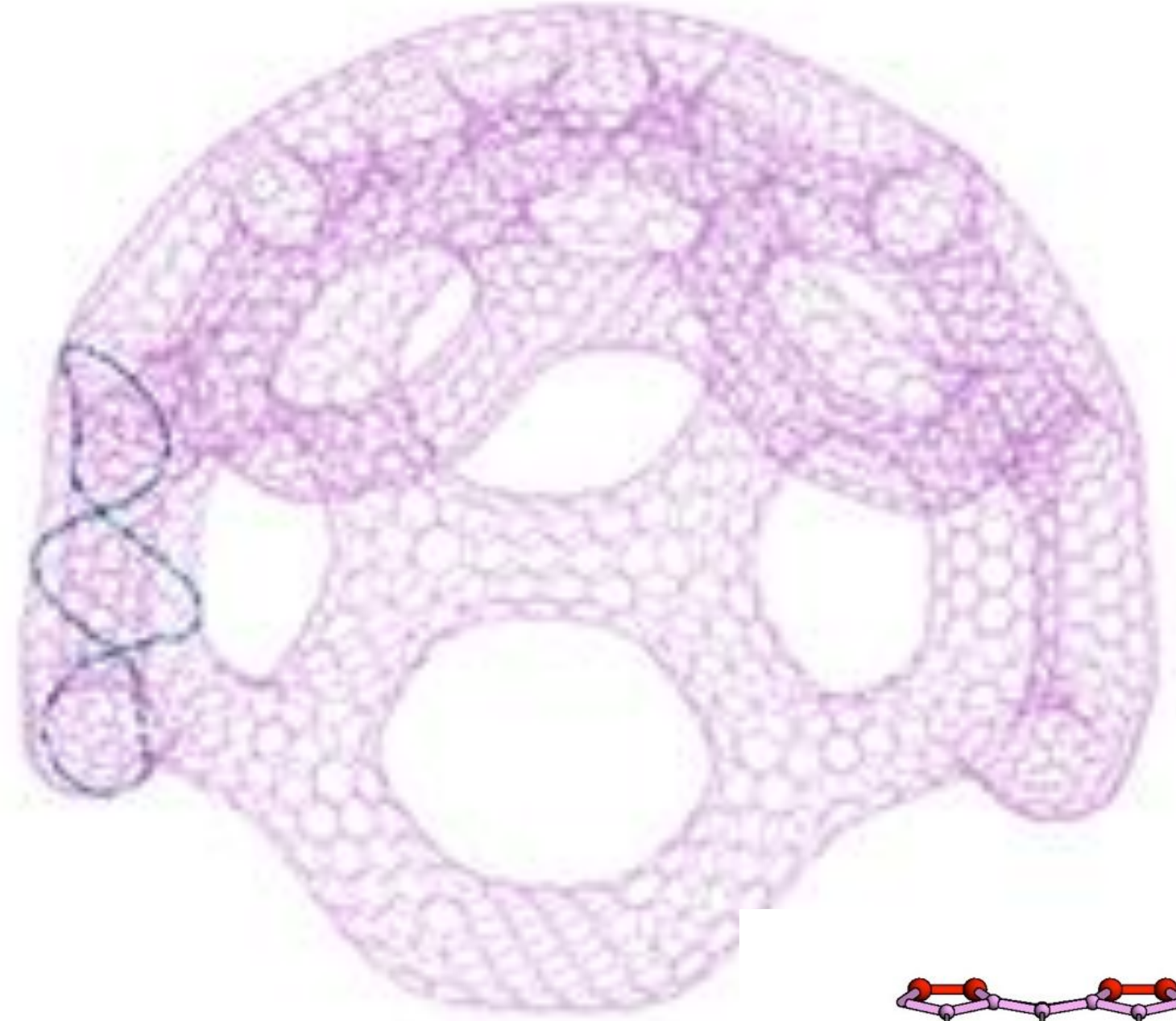
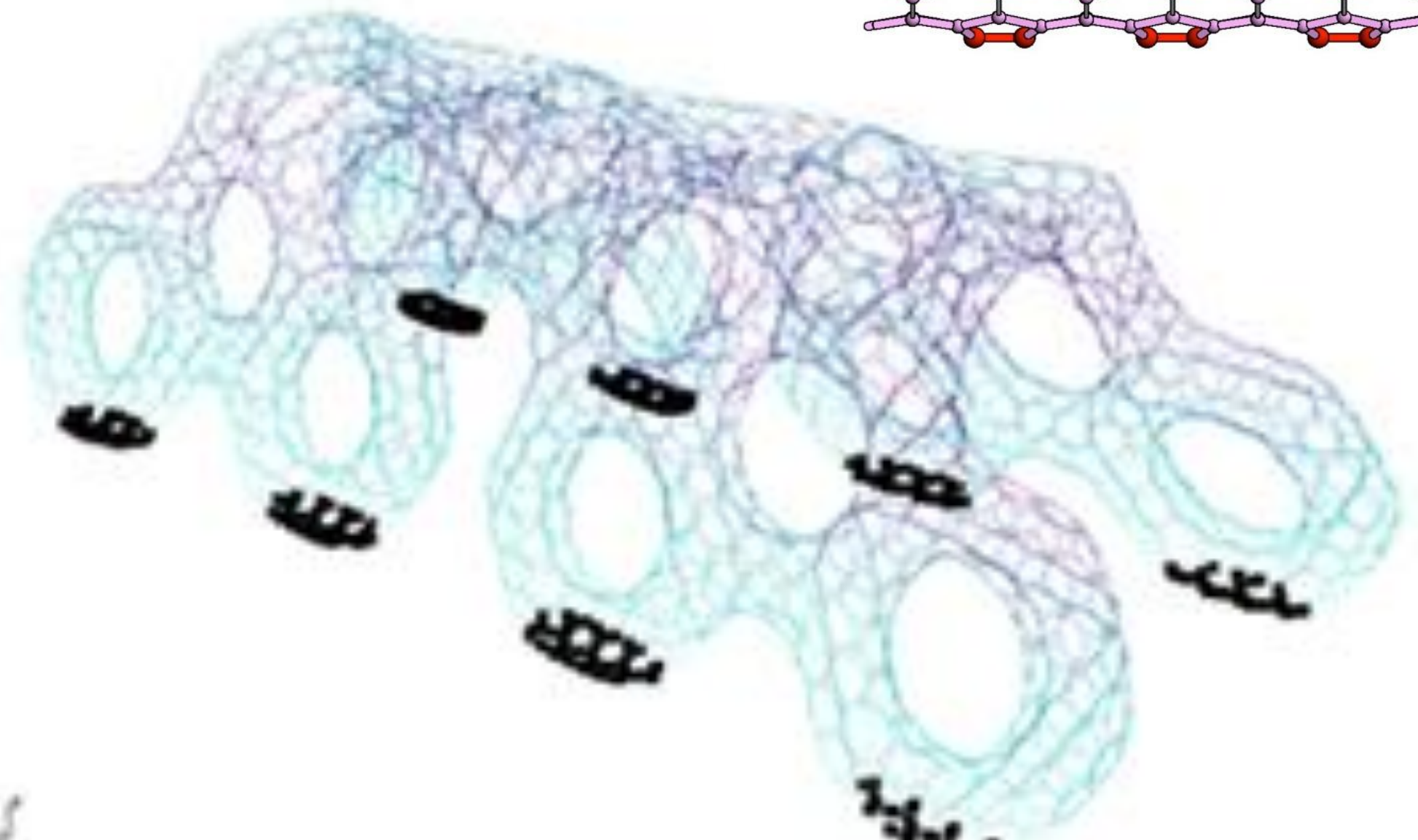


Tree Lunas









Urban Network



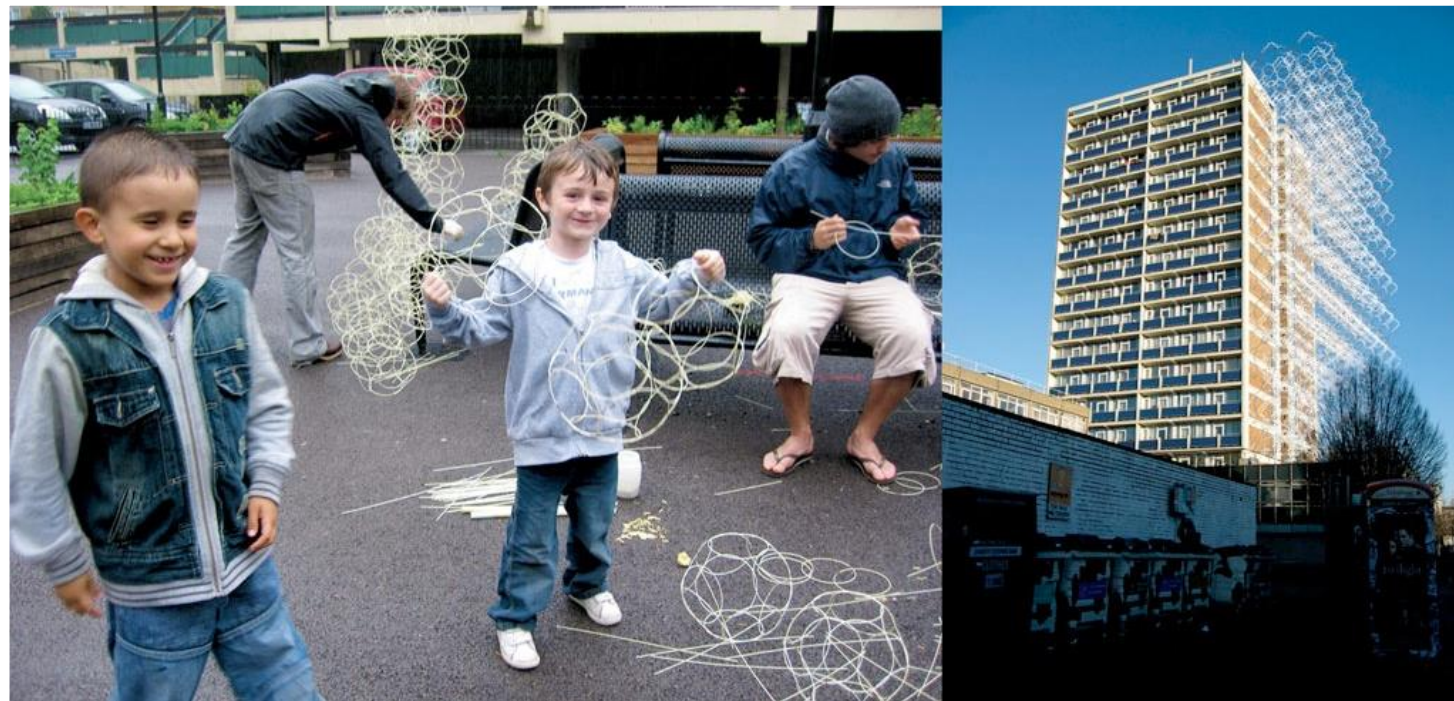
Vertical growing



Design Workshops



Grow Labs in Housing Estates



MetaboliCity, London, 2008

Bringing NASA food growing techniques to urban communities

Urban Crafts



Metadesian community tools




NASA Aerobonic Growing



Hydroponic window farms in restaurants





Adaptive
Abundant
Diverse
Successive
Emergent
Seeded
Transforming
Resilient

Air Quality Sensor

AirSensa Technology for local on site air quality monitoring

| AQI Score | Description | PM10 (US) $\mu\text{g}/\text{m}^3$ 24 hr | PM10 (CHINA) $\mu\text{g}/\text{m}^3$ 24 hr | PM2.5 (US) $\mu\text{g}/\text{m}^3$ 24 hr | PM2.5 (CHINA) $\mu\text{g}/\text{m}^3$ 24 hr |
|-----------|---------------------|--|---|---|--|
| 0-50 | Excellent | 0 | 0 | 0 | 0 |
| 51-100 | Good | 50 | 50 | 15 | 35 |
| 101-150 | Slightly Polluted | 150 | 150 | 40 | 75 |
| 151-200 | Lightly Polluted | 250 | 250 | 65 | 115 |
| 201-300 | Moderately Polluted | 350 | 350 | 150 | 150 |
| >300 | Heavily Polluted | 420 | 420 | 250 | 250 |

AirSensa

HEALTH FACTS



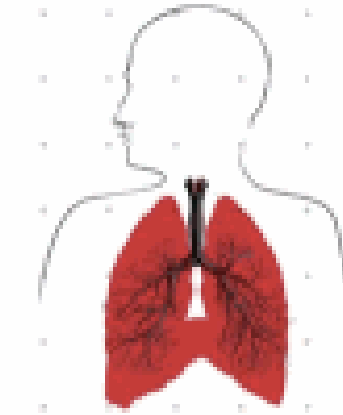
29,000

Premature deaths in the UK



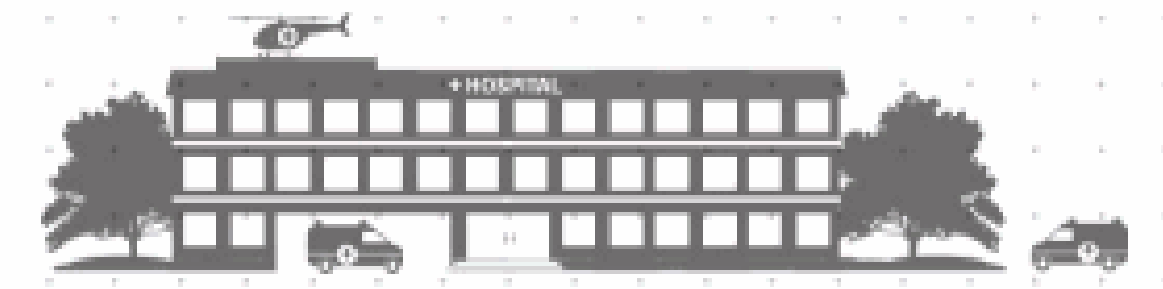
380,000

Deaths a year across Europe



5-15%

loss of child lung capacity in high pollution areas



£1,000,000,000

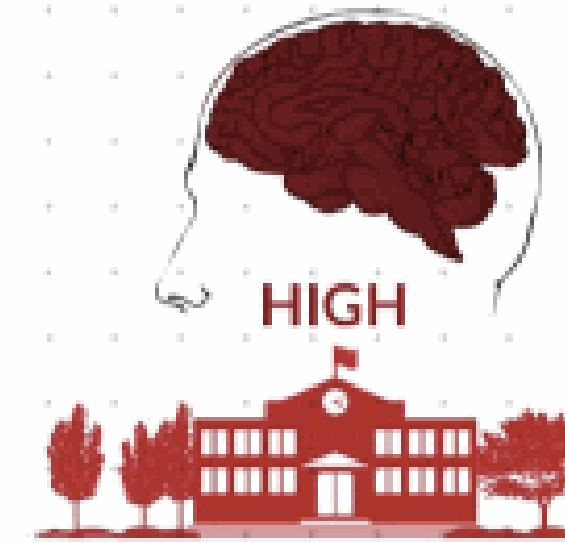
Asthma costs the NHS £1 billion a year, 1,167 people died from asthma in 2011 and 90% of these deaths were preventable

There is **no safe level** of exposure to particulate matter - it penetrates the sensitive parts of the respiratory system

A moderate increase in large particulates can increase the risk of lung cancer by up to 22%
A moderate increase in small particulates can lead to an increase of 12% in cardiovascular related deaths

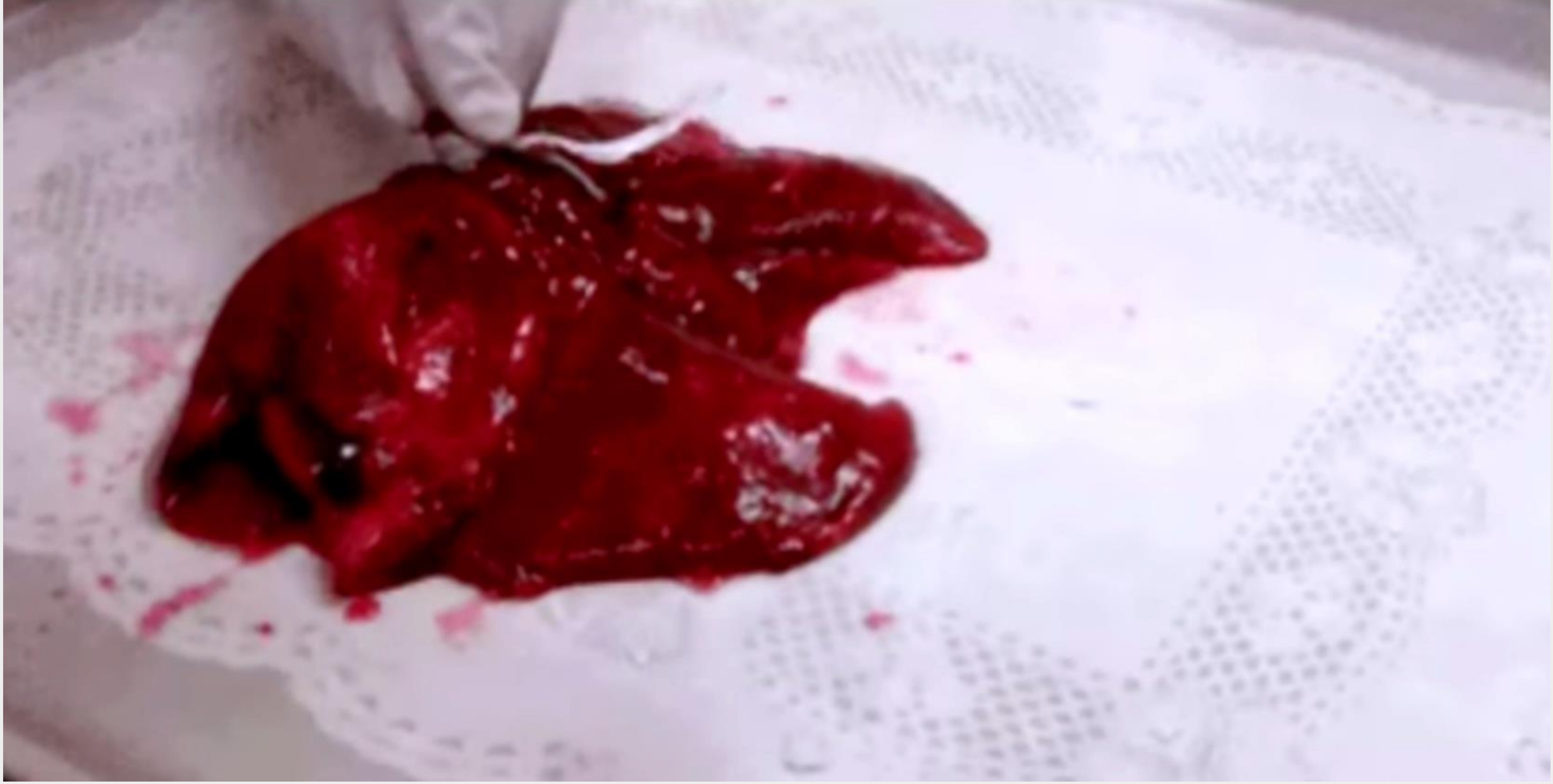


Children attending school in high pollution areas can experience smaller improvements in cognitive development and a substantially smaller increase in all three cognitive measurements; attentiveness, brain development and memory

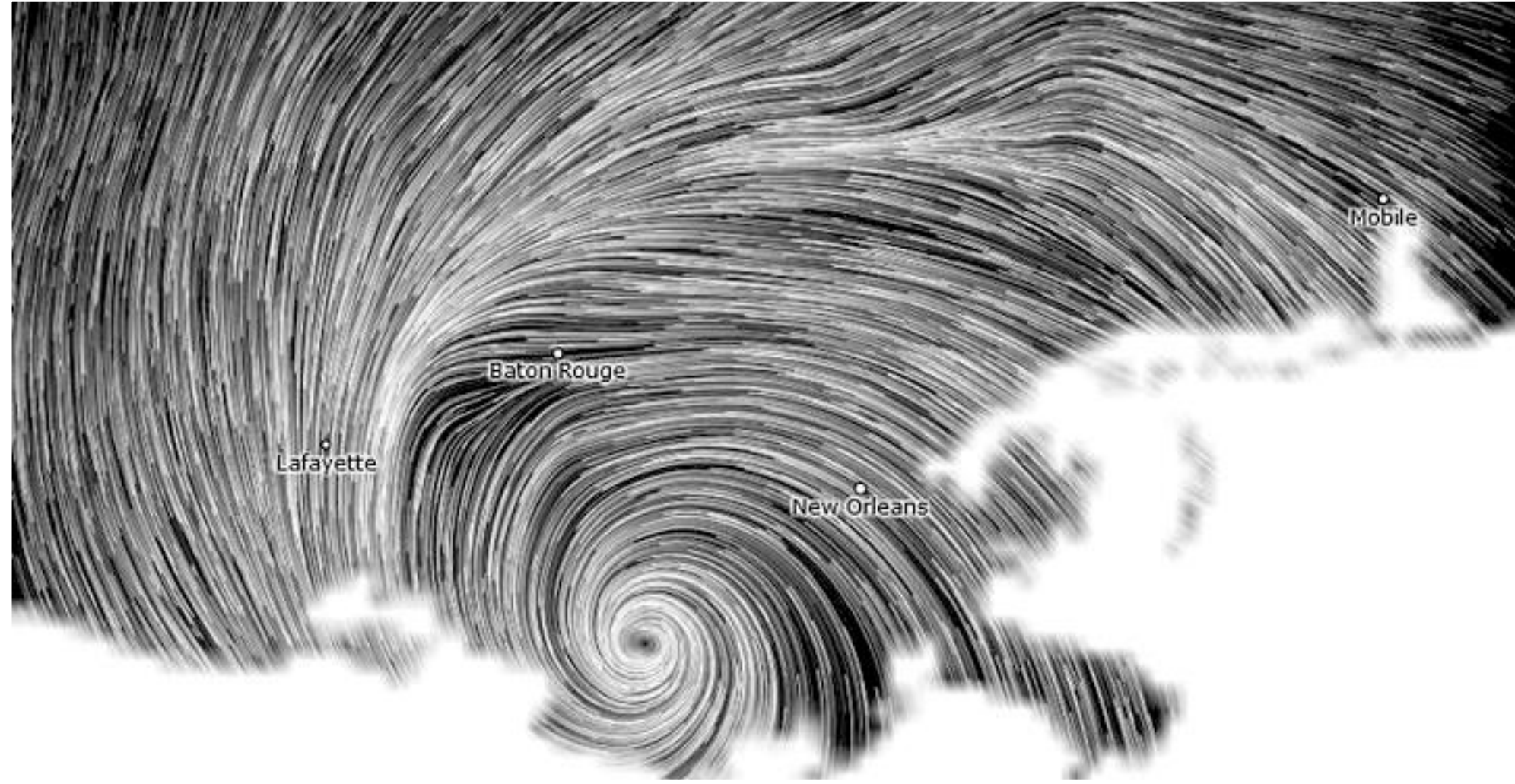


We are using air quality sensors that allow people to check the air pollution levels in real time, giving people the option to choose their route based on real-time data.

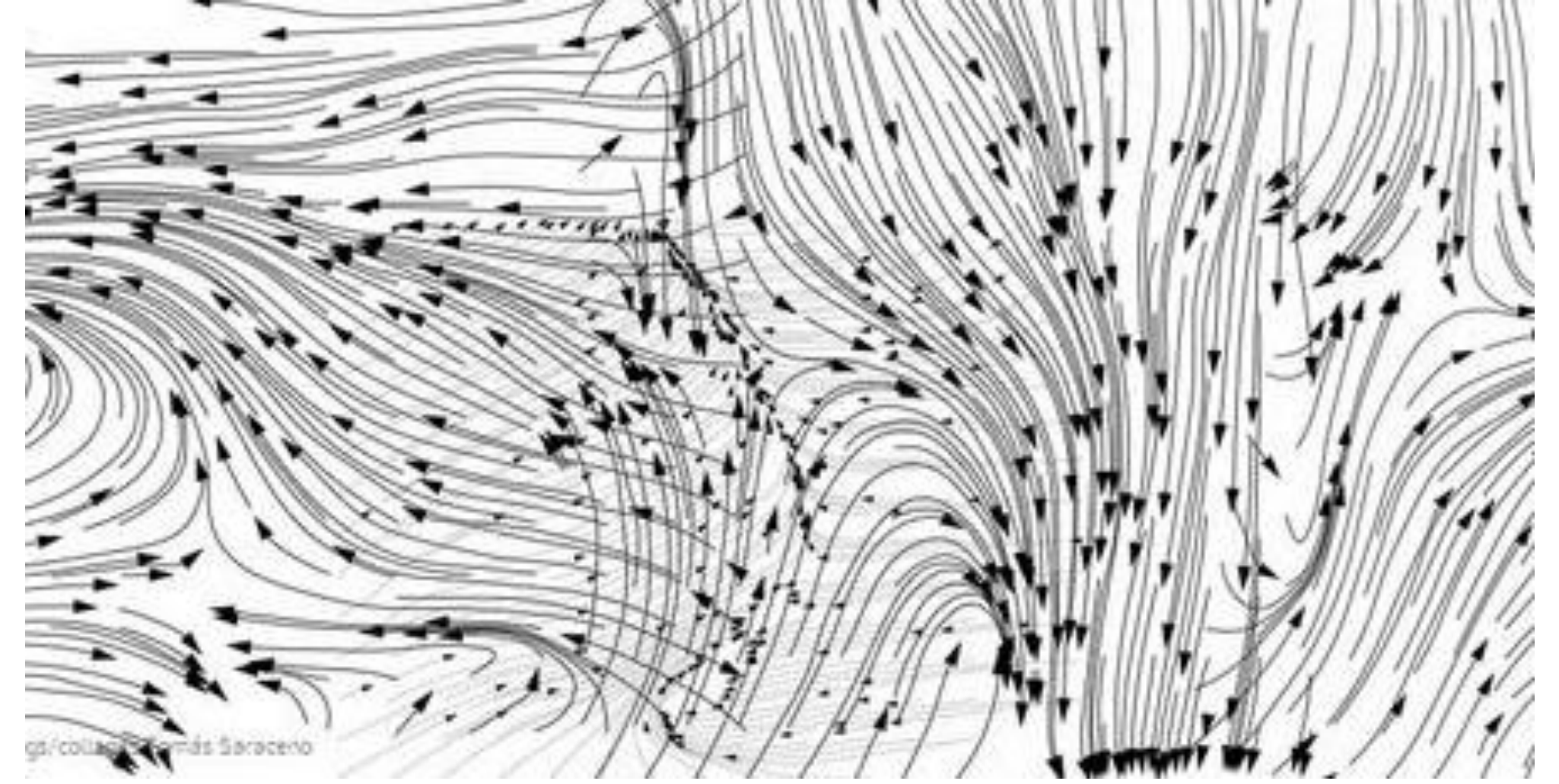




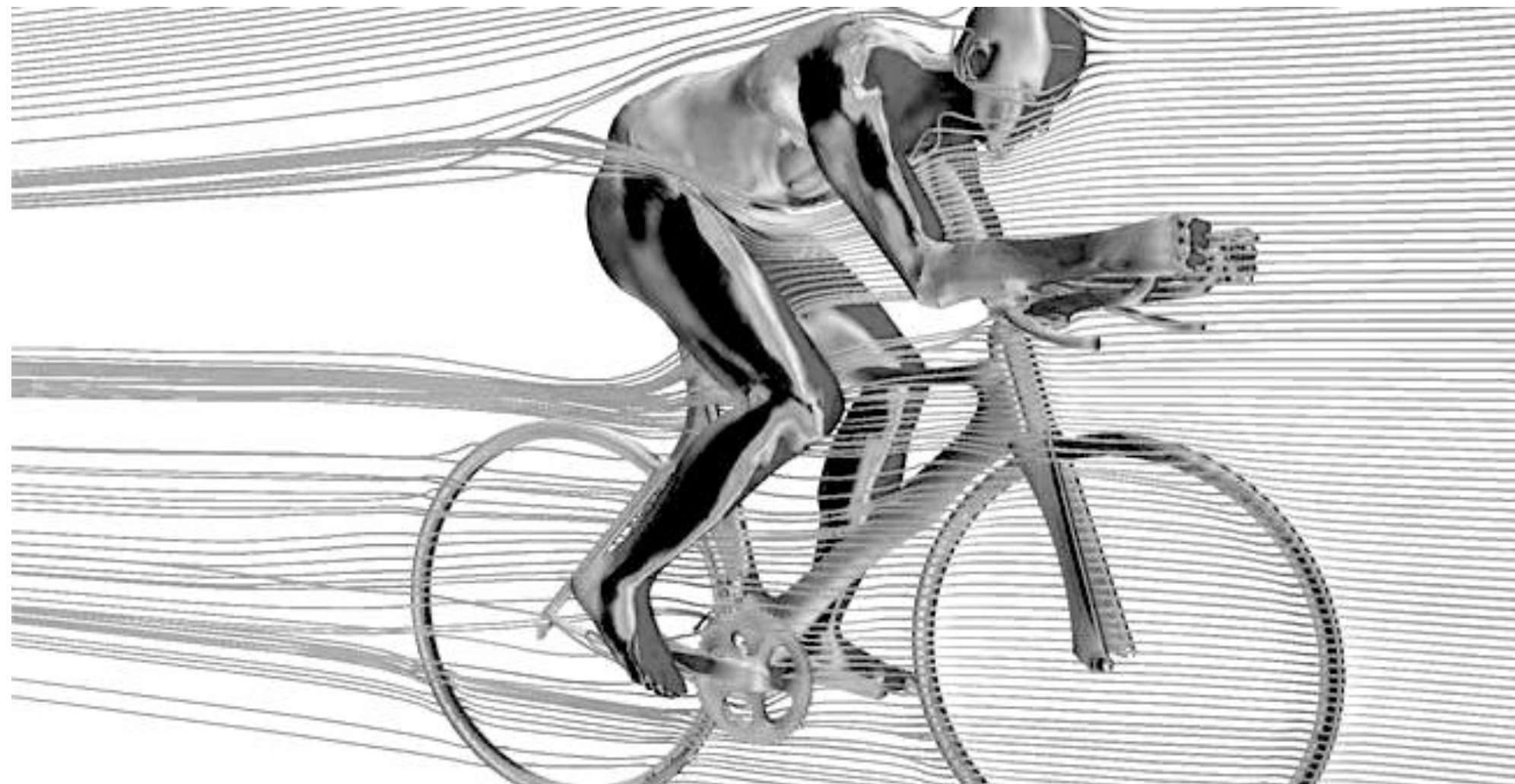
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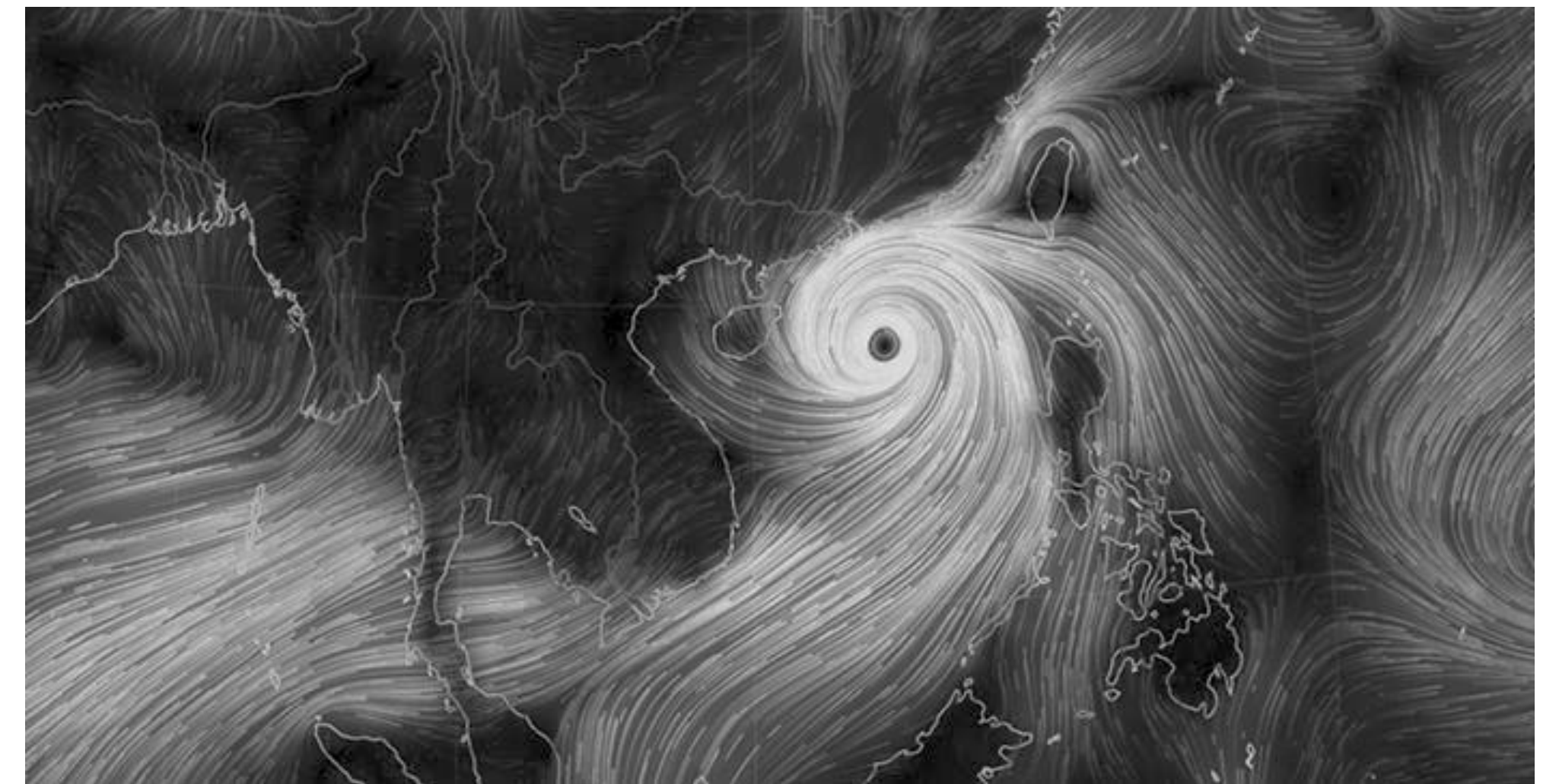
02



03



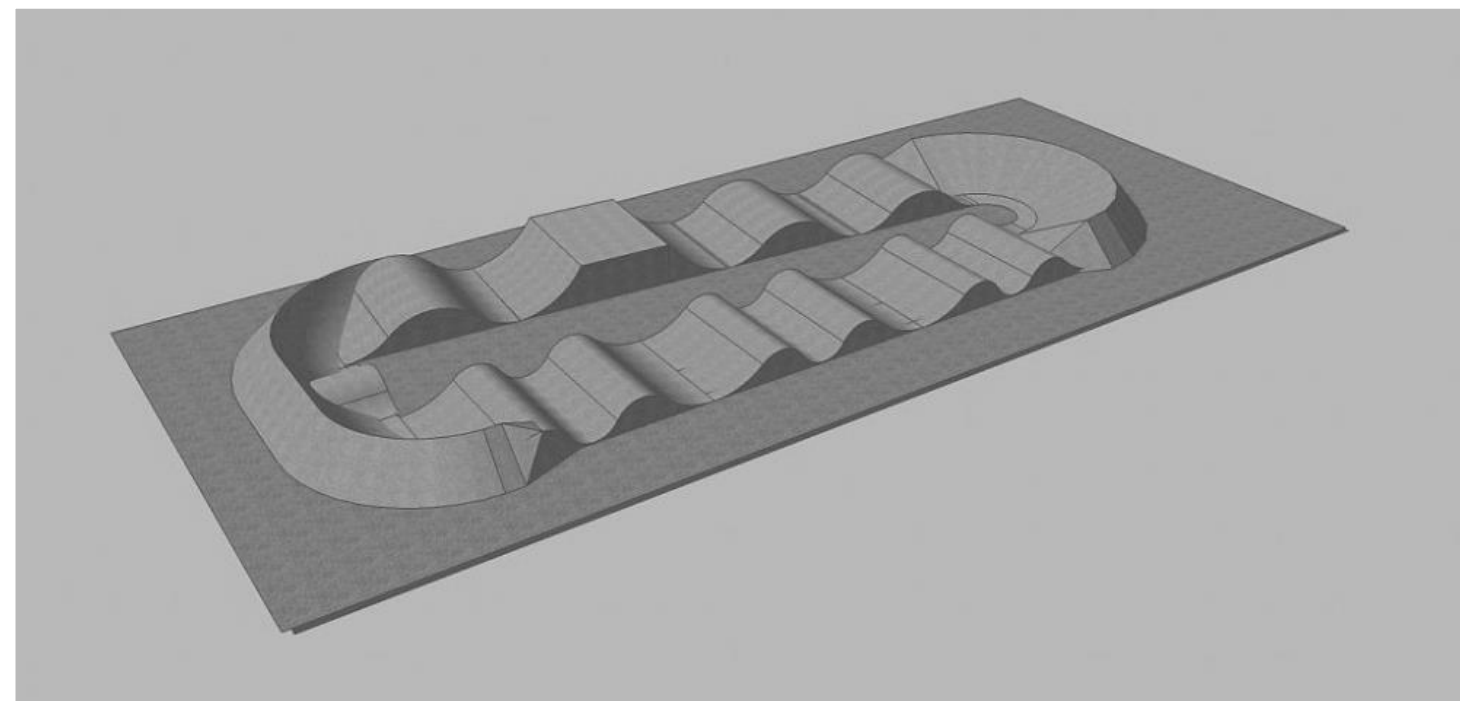
04



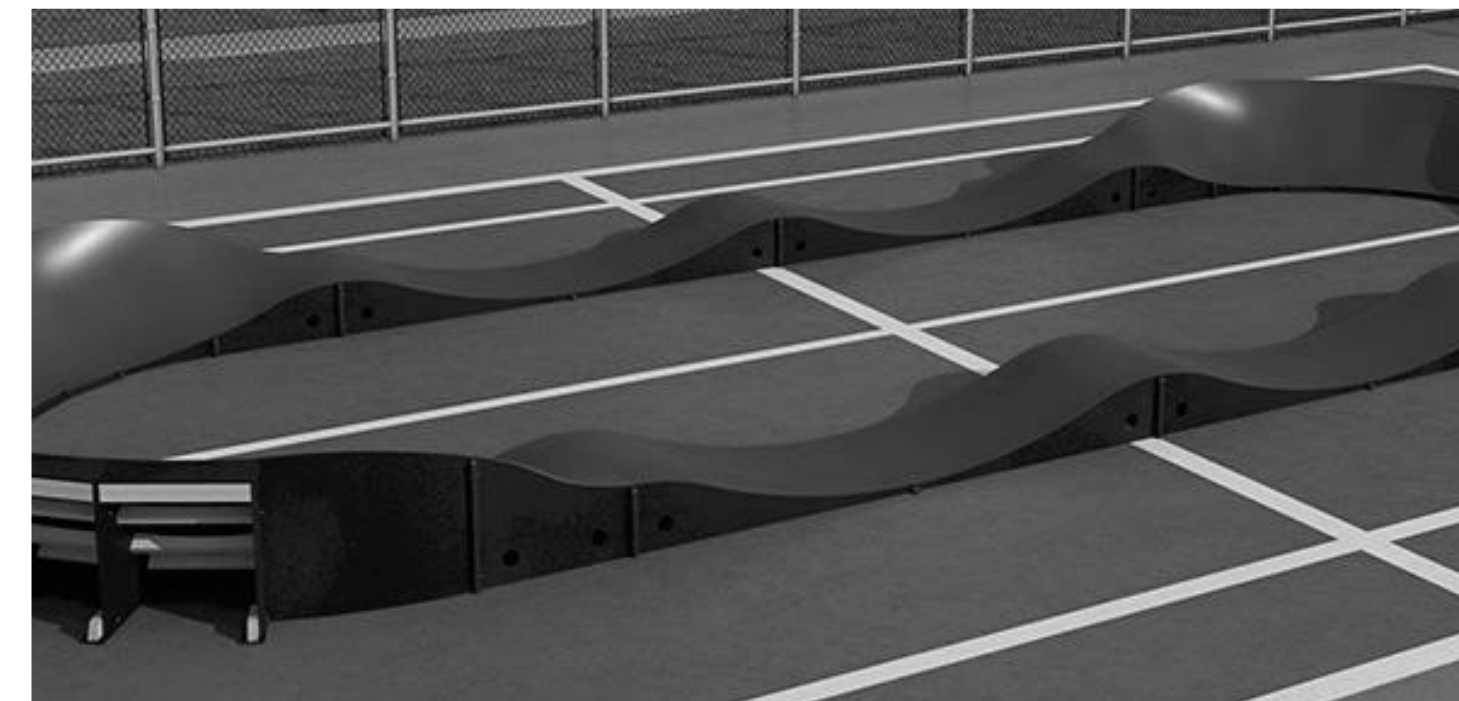
01



02



03



04



Pump Tracks
form the foundational
interactive elements for
the architectural light
installation

05



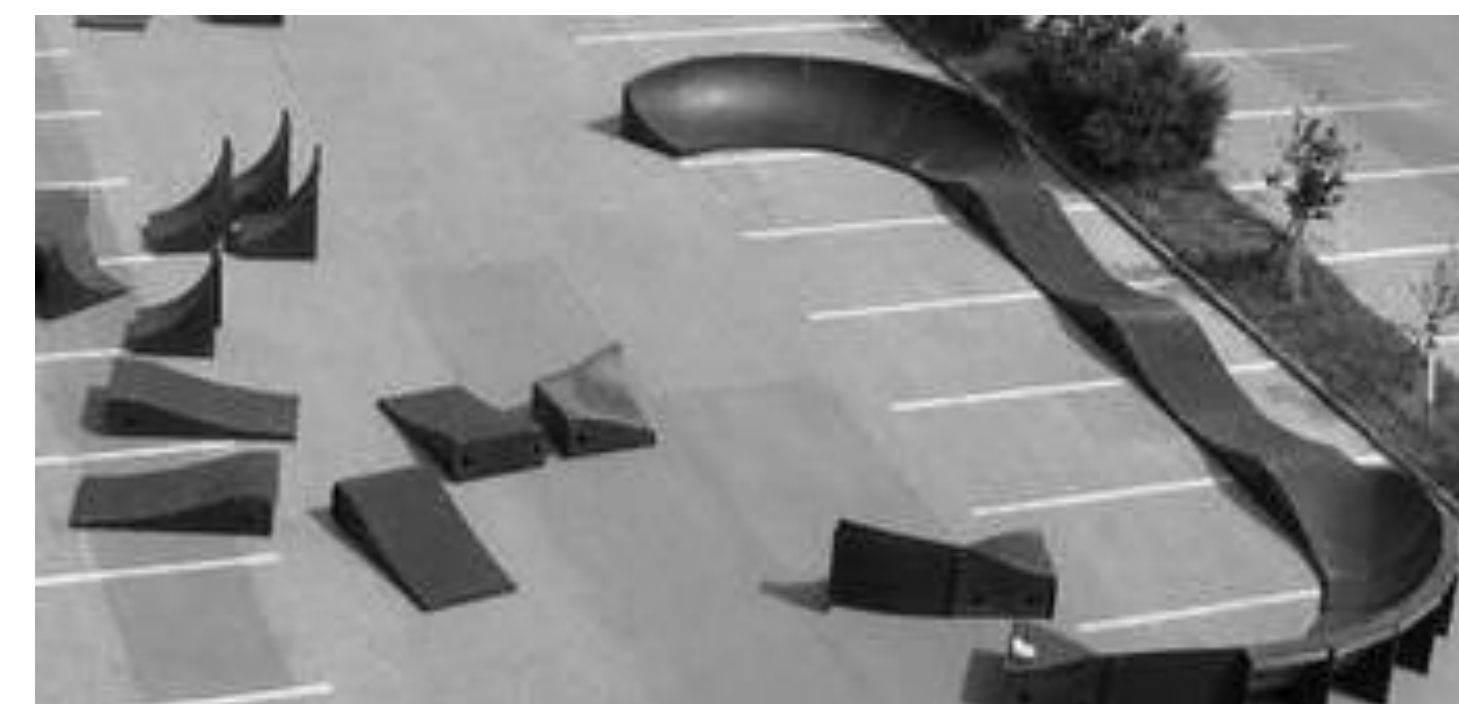
06



07



08









Come visit us!

VelO2

Dadaocheng Waterfront, Taipei

26 Feb – 6 Mar 2016

www.skl-light.com.tw

#velo2 #shinkonglife