

The LINE, a linear vertical city, is an integrated, hyper-connected, linear urban development with walkable neighborhoods, integrated mobility and direct access to the natural landscape.

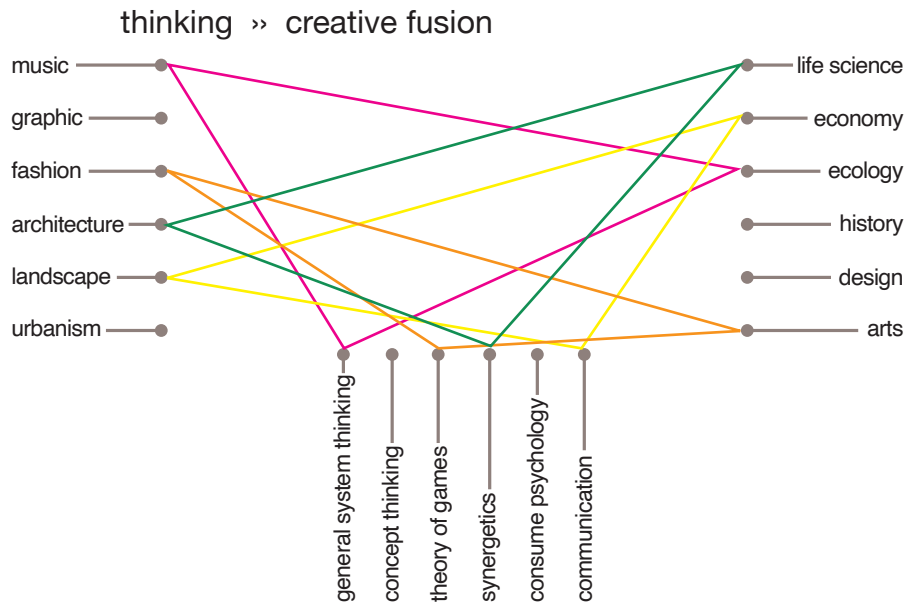
The LINE is in the region of NEOM, has a total length of 170km, includes The MIRROR LINE of 108km with its tallest modules reaching a height of 500m and a targeted maximum population of 80,000 people per module.

Our project “Human-Centred Design for Vertical Urbanism” is aiming to achieve the highest Human-Centred Design (HCD) standards for human health and wellbeing by refining psychological, physiological, and social factors.

All three elements are investigated and discussed to explore qualitative and quantitative factors of Human-Centred Design for Vertical Urbanism and to develop a tool optimizing HCD for NEOM - THE LINE’s Vertical Urbanism.

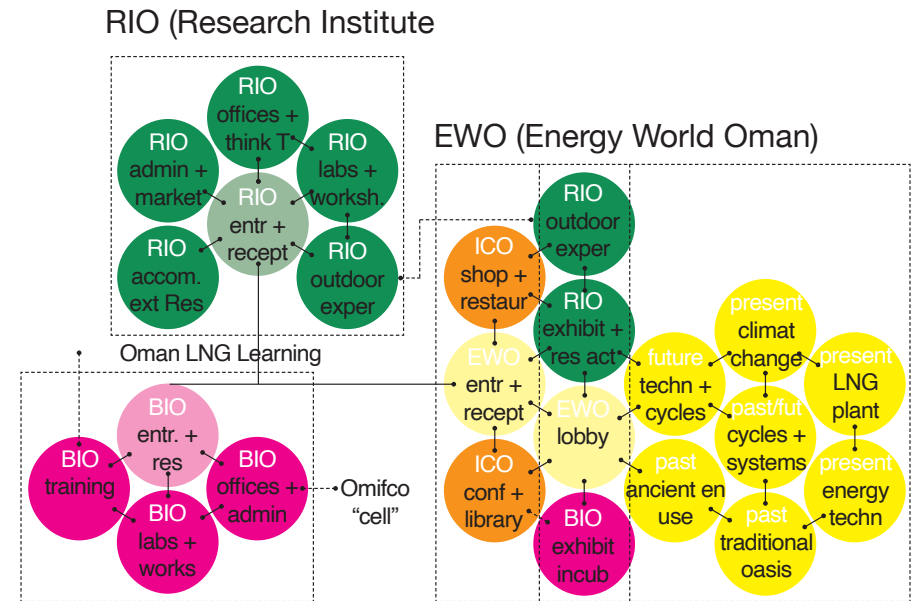
“Human-Centred Design for Vertical Urbanism” is confidential project that is lead by Joerg Baumeister and Daniela Ottmann including more than 20 experts.

Innovation Consultancy for industry, government, NGOs



UDI University of Design Innovation

The curriculum fuses different areas, tools and elements to achieve innovation in entrepreneurship, education, and culture



Oman LNG Eco Future Centre

The ICO establishes a future oriented development of Oman in terms of independency on hydrocarbon and job creation