



SMART STATIONS IN SMART CITIES

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EMPOWERING RAILWAY STATIONS: GLOBAL RAILWAY CULTURE TO IMPROVE TRAVELER EXPERIENCE

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4A. New services for users and customers

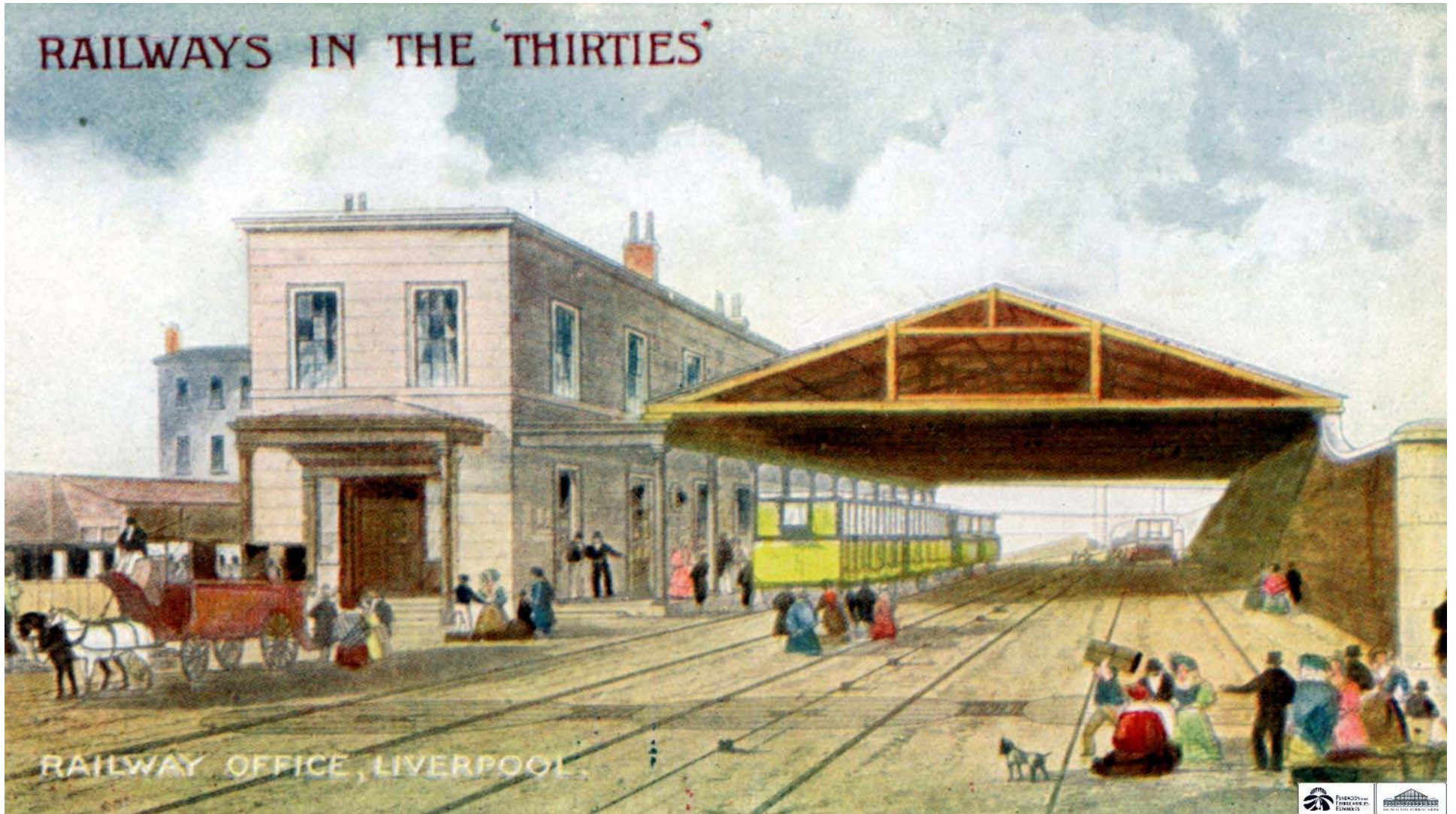
UNDER THE HIGH PATRONAGE OF



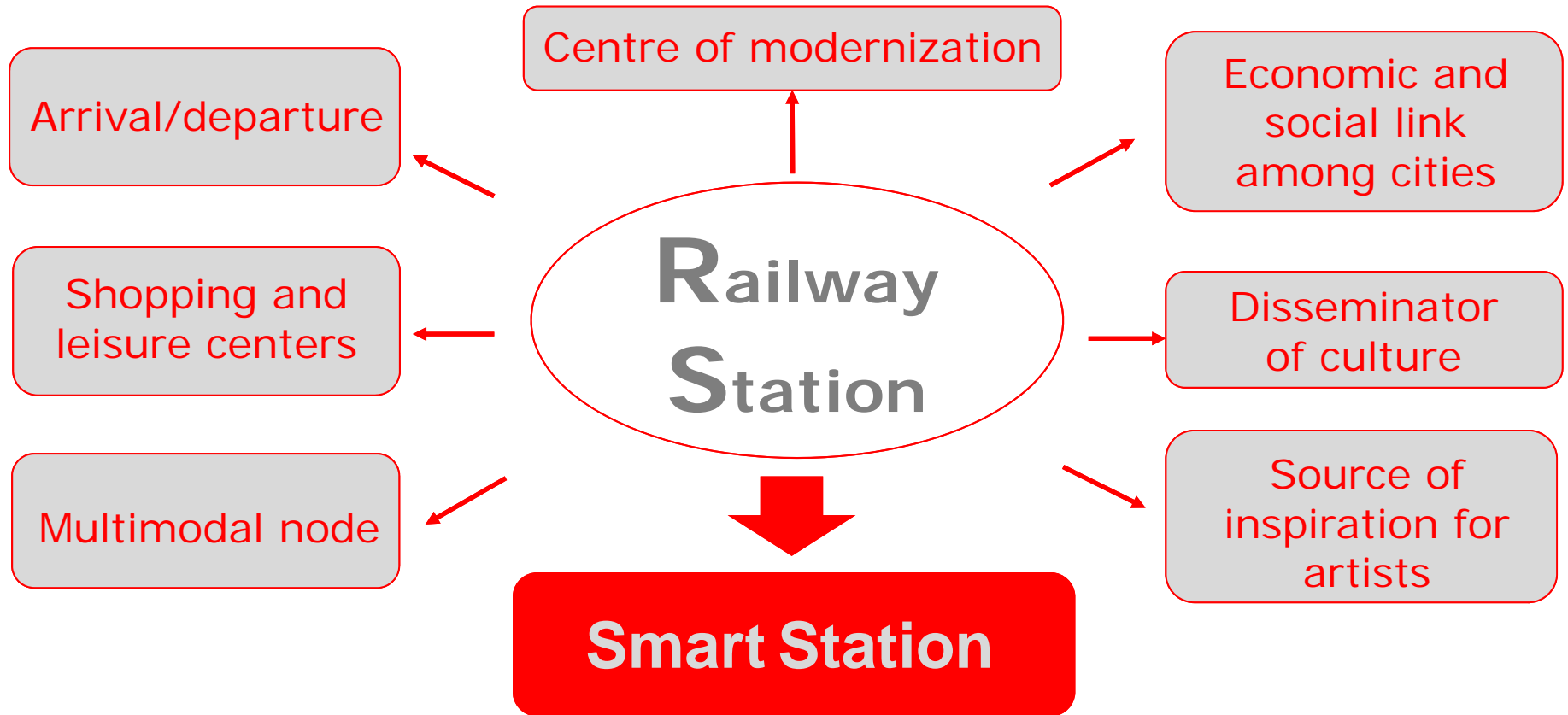
ORGANISERS

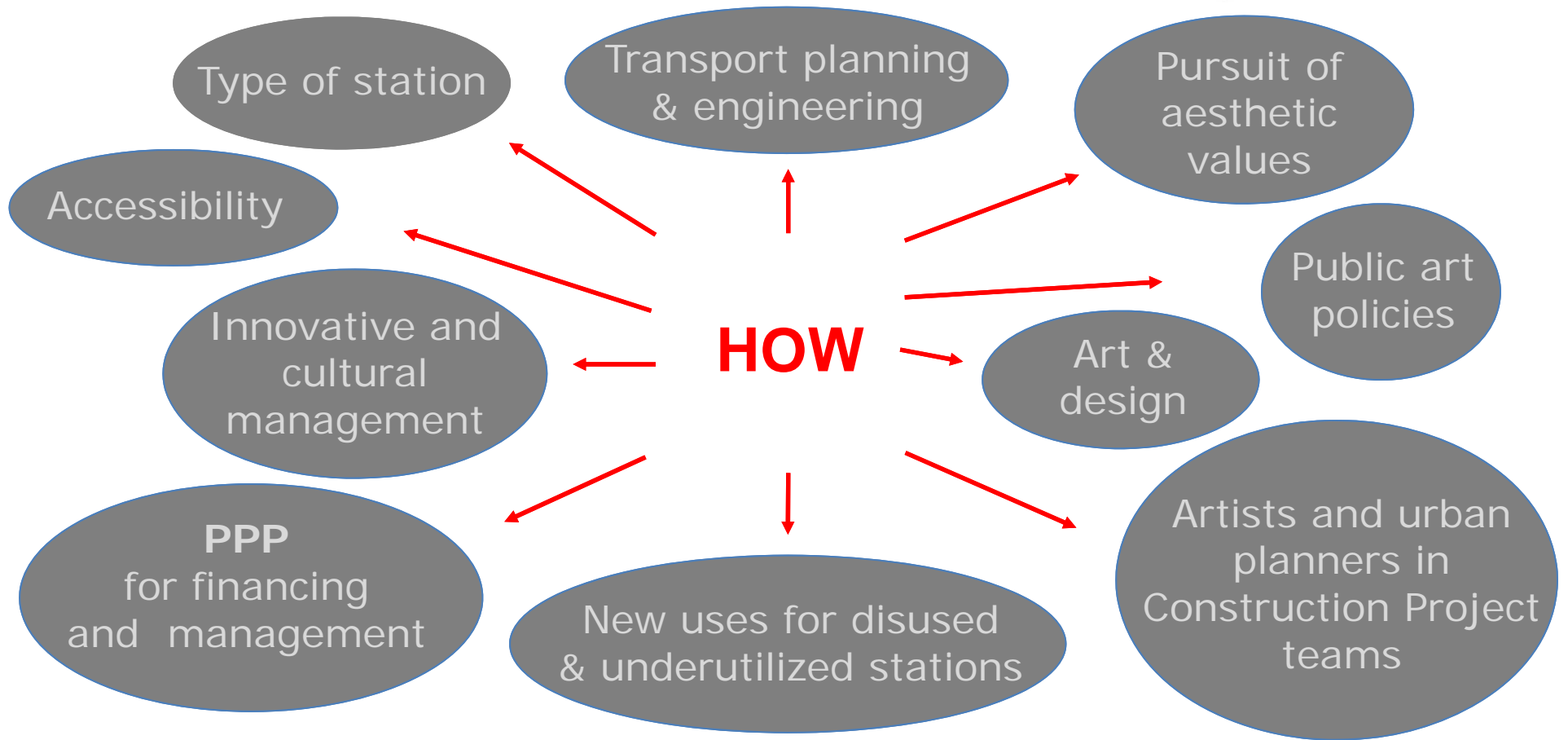


RAILWAYS IN THE THIRTIES



RAILWAY OFFICE, LIVERPOOL.





Benefits

- ❖ Increase the number of passengers
- ❖ Embelish the Station
- ❖ The Station as an ICON of the city
- ❖ The Station as a work of ART
- ❖ He Station as a container of ART
- ❖ Multifunctional Scenario
- ❖ Promotes visual & cultural literacy
- ❖ Increase the intangible value of the station & surroundings
- ❖ Increase Station profitability
- ❖ Increase business opportunities
- ❖ Creation of a sense of place & community
- ❖ Decrease in greenhouse gas emissions
- ❖ Decrease vandalism & graffiti

Transform the travel experience into a RICHER experience

Global Net of Railway Art & Design



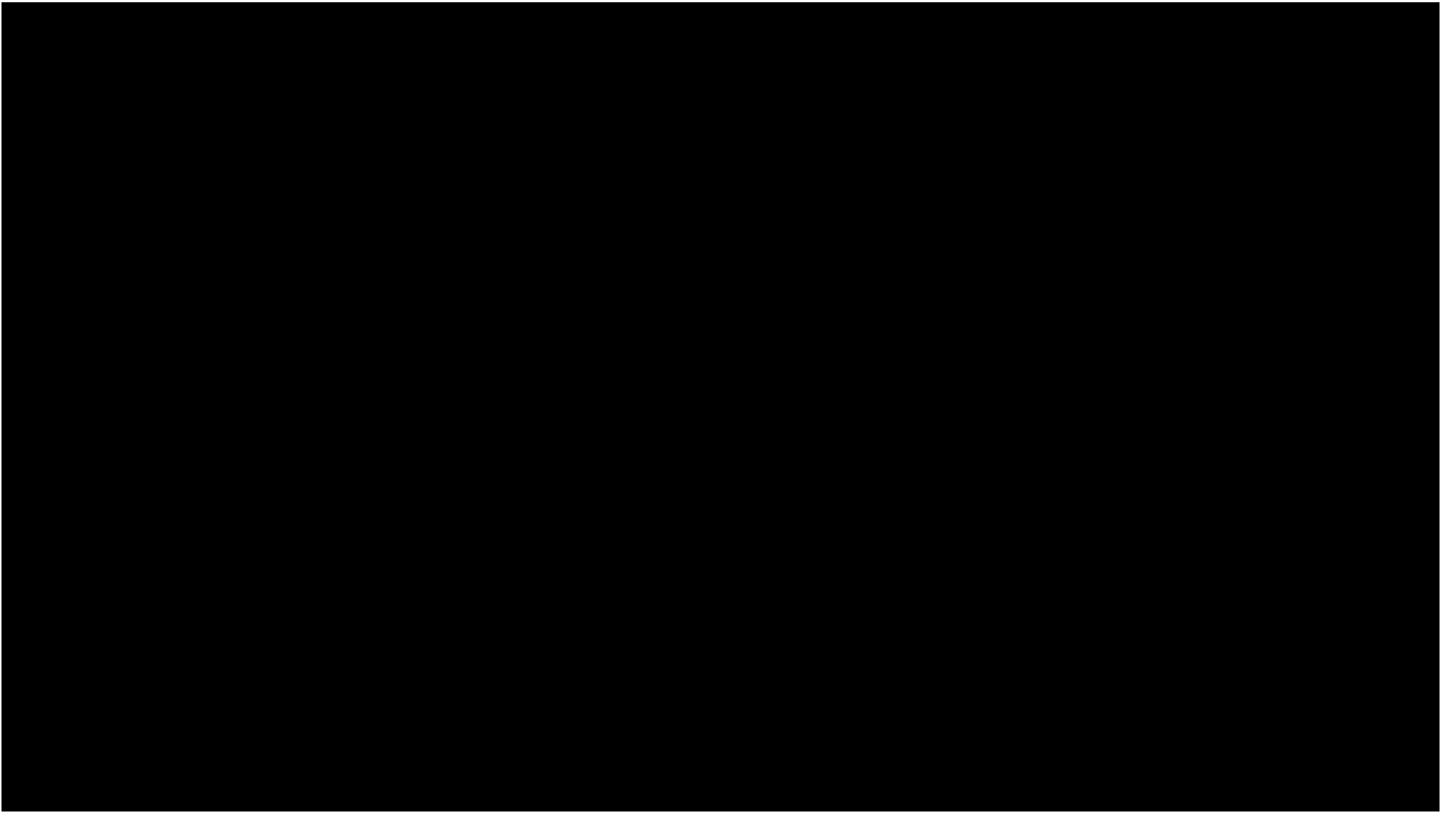
Global Net of Railway Art & Design

A platform to promote the Railway Art, Culture and Design

- ❖ An open web for UIC members
- ❖ Coordinated & managed by UIC members
- ❖ Financed with advertising and sponsors

Objectives & Benefits

- ❖ A tool for exchanging information and knowledge related with Railway Art, Culture and Design
- ❖ Promote international research and Big Data Analysis
- ❖ Create synergies among projects
- ❖ Disseminate experiences related with Railway Art, Culture & Design





Thanks **Muchas gracias** Merci beaucoup



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