

**Transfer-Modul: Innovative Produktentwicklung mit
externen Partnern 2025**

**Revitalizing
Ingolstadt's South
Entrance**



**Transfer-Modul: Innovative Produktentwicklung mit
externen Partnern 2025**

**FUTURE FESTIVAL:
Science in the City
2025**



AGENDA

01

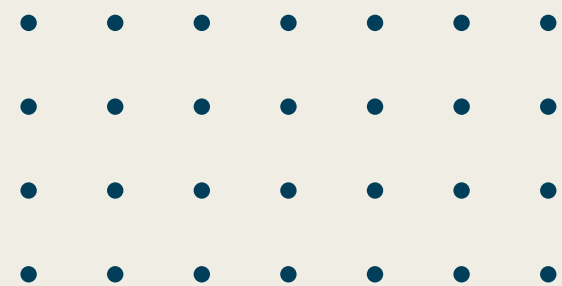
Our Vision

02

Shaping Identity Through Action

03

Shaping Identity Through Place





WELCOME TO INGOLSTADT SOUTH

01. THE VISION

"The only thing worse than being blind is having sight but no vision." - Helen Keller

Vision

Our Vision is:

To turn Ingolstadt into a city filled with colour, lights and life shaped by incorporating the best interests, ideas and creativity of the people of Ingolstadt.



The background is a colorful illustration of a street scene. On the left, there are multi-story buildings with blue and orange facades. People are walking along the sidewalk. In the center, a family of three (two adults and a child) is walking across the street. On the right, there is a red food truck with two people inside, and several wooden picnic tables are set up on the street. The sky is blue with a few white clouds. The overall style is modern and illustrative.

02. Shaping Identity Through Action

Events & Activities

Photo Frame Trail

Problem

- Disconnected city experience
- Small local shops struggle with visibility and foot traffic
- Lack of engaging, healthy city experiences



Solution



Walking trail that guides residents and tourists through Ingolstadt using creatively designed photo frames placed at culturally and historically significant locations.



Examples of the Frames



EXAMPLE OF A TRAIL



Concepts for the Frame

- Frankenstein
- Illuminati
- Reinheitsgebot (1516, Beer Purity Law)
- Festung Ingolstadt (Military or City fortress)
- Local Artists (Kunstverein)
- Festivals & Culture
- Historic Gates and Towers
- Audi & Innovations



A themed walking guide focusing on history, culture or innovation and connecting the main points of the city.

Photo Frame Trail



ROADMAP

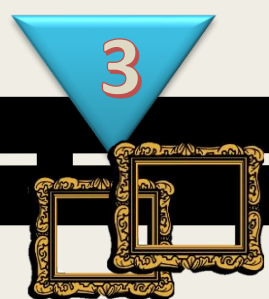
Step 1: Select Pilot Route
& Sites (Month 1)



Step 2: Community Co-Creation &
Design (Months 2–3)



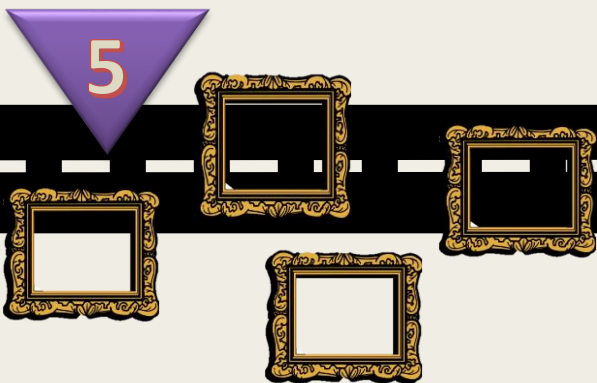
Step 3: Install Pilot
Photo Frames (Month 4)



Step 4: Monitor &
Evaluate (Month 5–6)



Step 5: Scale &
Formalize (Month 7+)



WHO TO INVOLVE?

City Planning
Dept. – Route
Planning

Tourism Office –
Promotion

Cultural Office /
Museums

Schools / Art
Institutions –
Frame design

Local Businesses
– Visibility &
feedback

IT Team – QR
codes,
Interactive
content

Stakeholder – PHOTO FRAME TRAIL



- Ideal partner for community workshops and co-creation of frame designs.
- Aligns with social participation goals
- Can be used to promote the trails.



- A major contemporary public art institution in Ingolstadt
- Can contribute artistic quality of frames or organize design competitions
- Use to help local artists show their creative talent.



- Represents city-level cultural strategy and policy by showing the cultural side of things on the photo frames.
- Can support funding, PR, and permissions for installations in public space.



- Responsible for economic development and city branding.
- Can help connect small businesses along the trail route and help increase foot traffic in local retail areas.

LOCAL BUSINESSES AND SCHOOLS

- Direct economic beneficiaries from increased visibility
- Involve youth in city-making → promotes ownership and creativity
- Possible micro-sponsors of individual frames
- Builds long-term engagement with younger generations



- Strong alignment with health promotion goals (walking, stress reduction)
- Urban health campaigns and public engagement.
- Can support with funding, branded materials, or incentives (e.g., different fitness tracks to each frame)



03. Shaping Identity Through Place

Infrastructure & Urban Character

Bridge Beautification

Problem

- Uninspiring Visual Identity
- Missed Thematic Opportunity
- Underutilization for Public Engagement
- Underwhelming Night Presence



Design Options



Paint and Surface Treatment

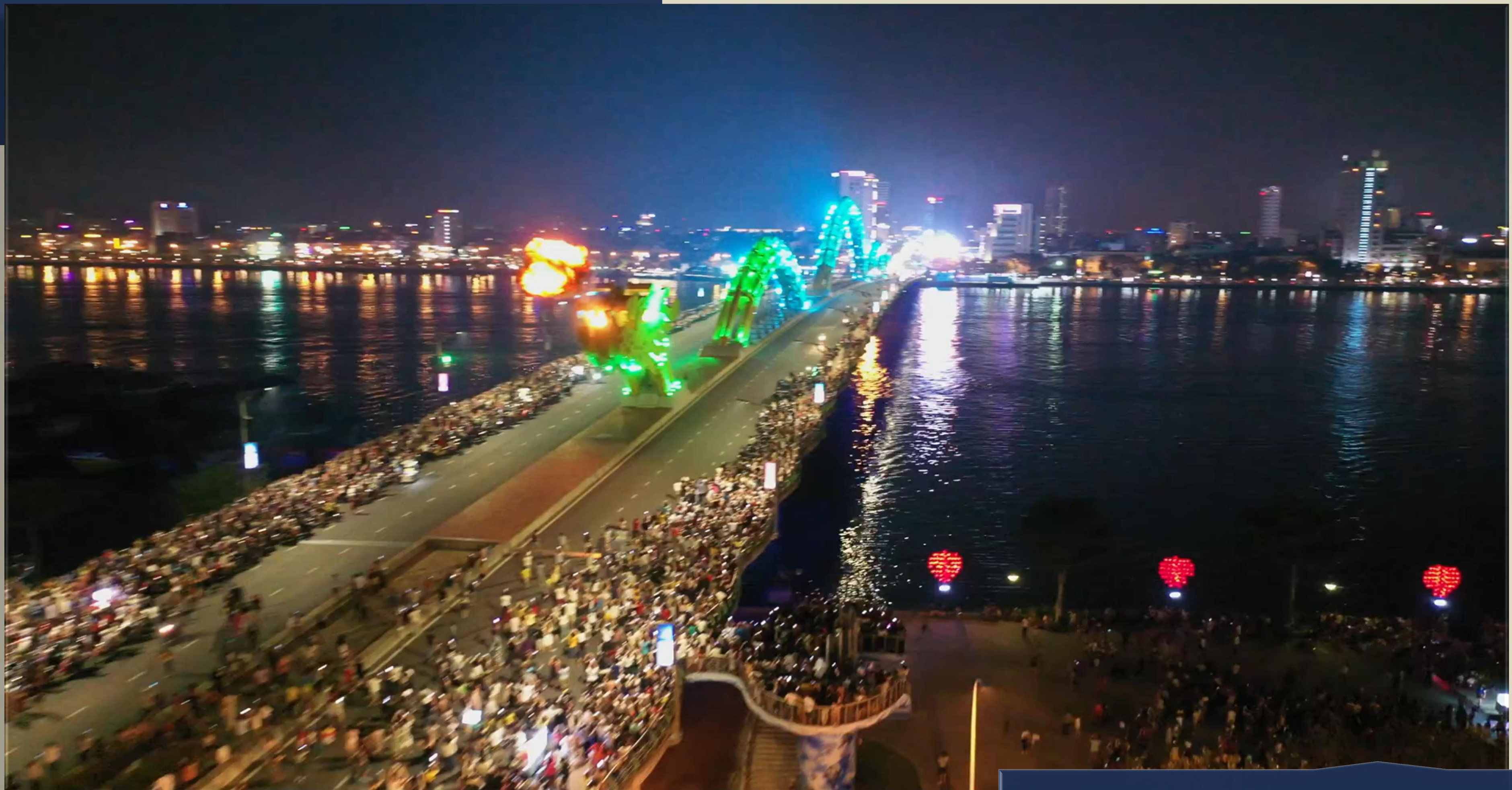


Lighting Enhancements



Architectural and Functional Add-Ons





The Dragon Bridge (Da Nang in Vietnam)

Architectural Beauty



Pont-Neuf
(Toulouse in France)



Alkaff Bridge, Singapore



Rainbow Bridge
(Qingdao in China)

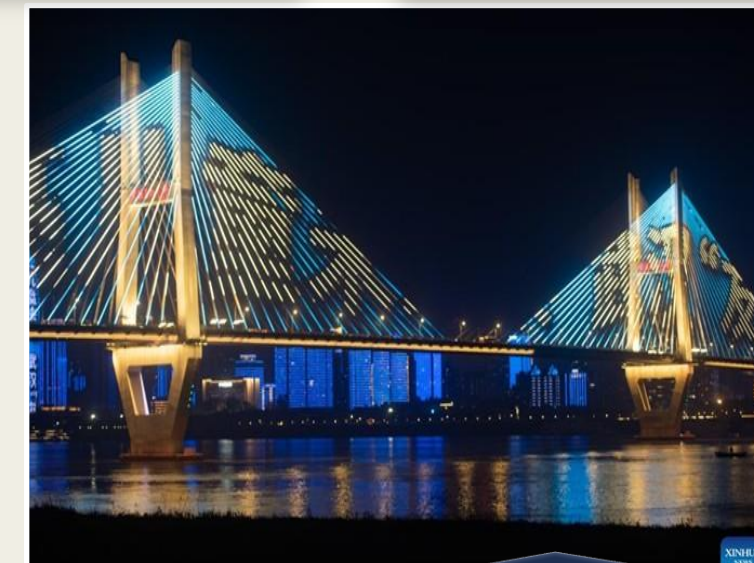
Lighting Revival



Lambeth Bridge (London)

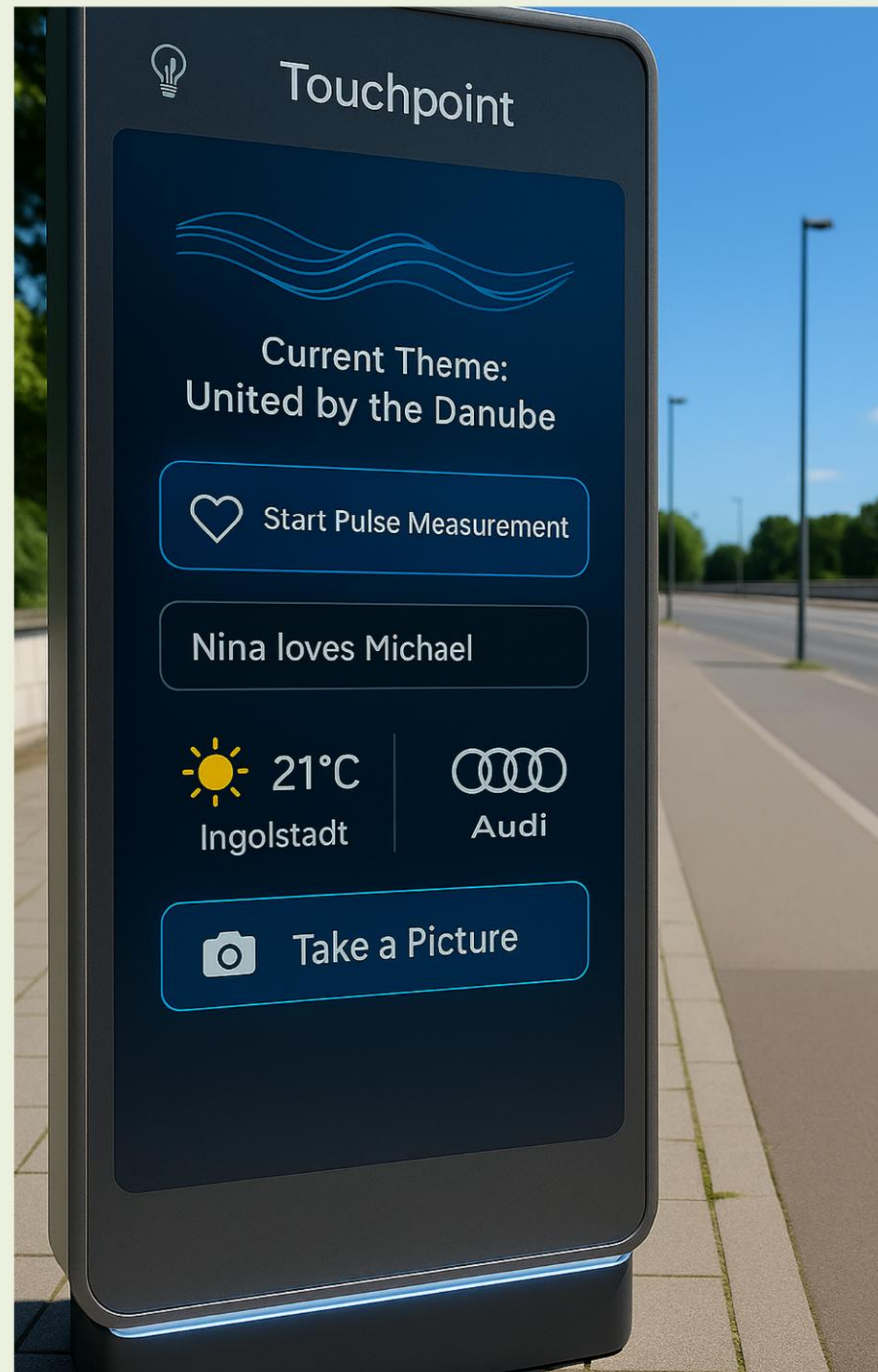


Connection Bridge Sea
Link (Mumbai)



Yangtze River
Bridge (Wuhan)

Smart Interaction

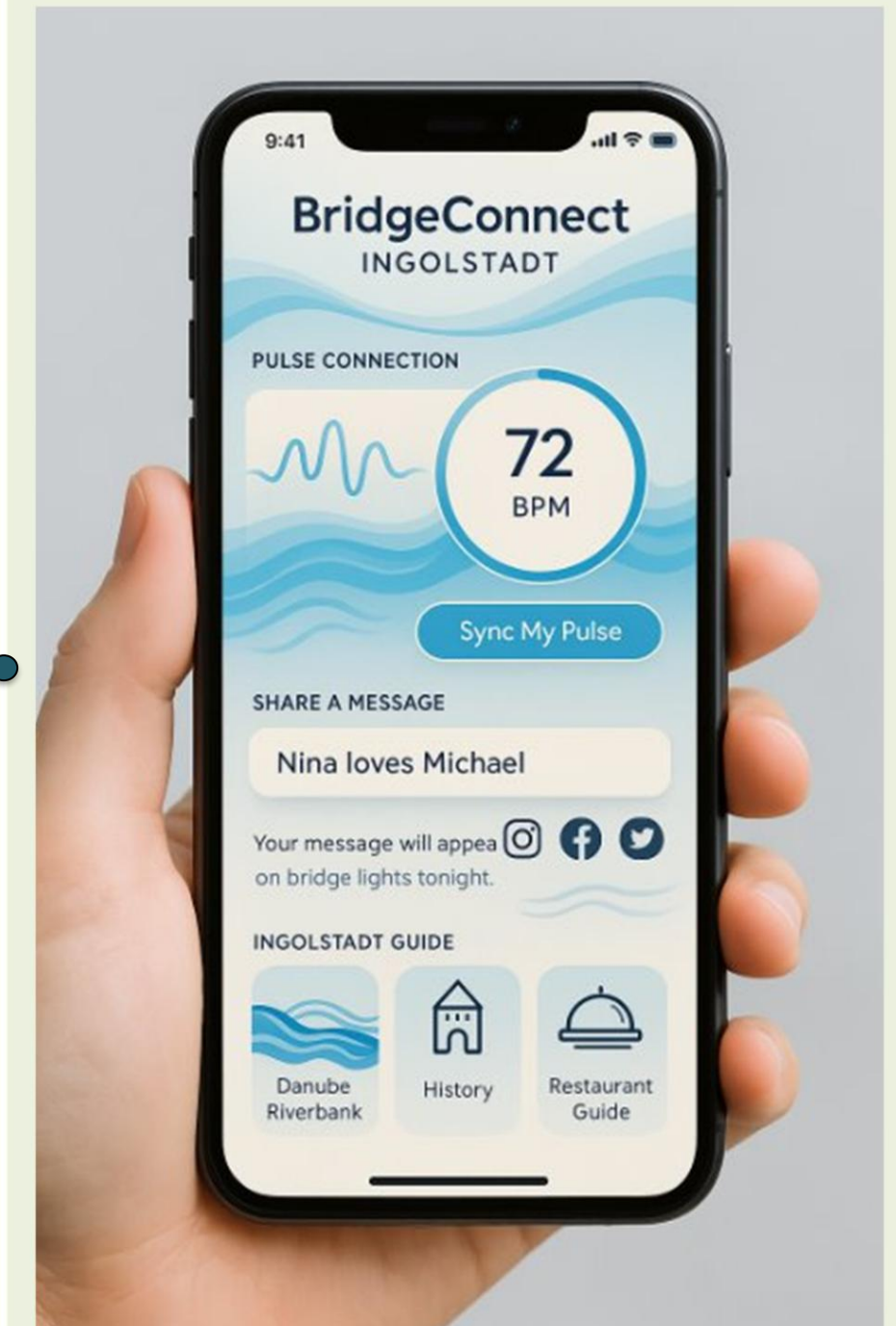


Required Equipment

- LED Hardware with high Resolution
- Power Infrastructure
- Central Control System
- User Interaction System (with AI Integration)

Touchpoint and App Implementation

- Interactive Experience
- Tourism Boost
- Cultural Education
- Smart-City Feature



Bridge Themes



Monetizing the LED Bridge

Sponsorships & Partnerships

Paid Personalization

Visitors buy custom light messages via app (token system)

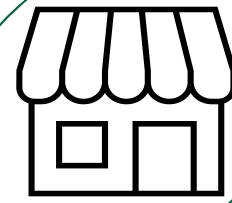
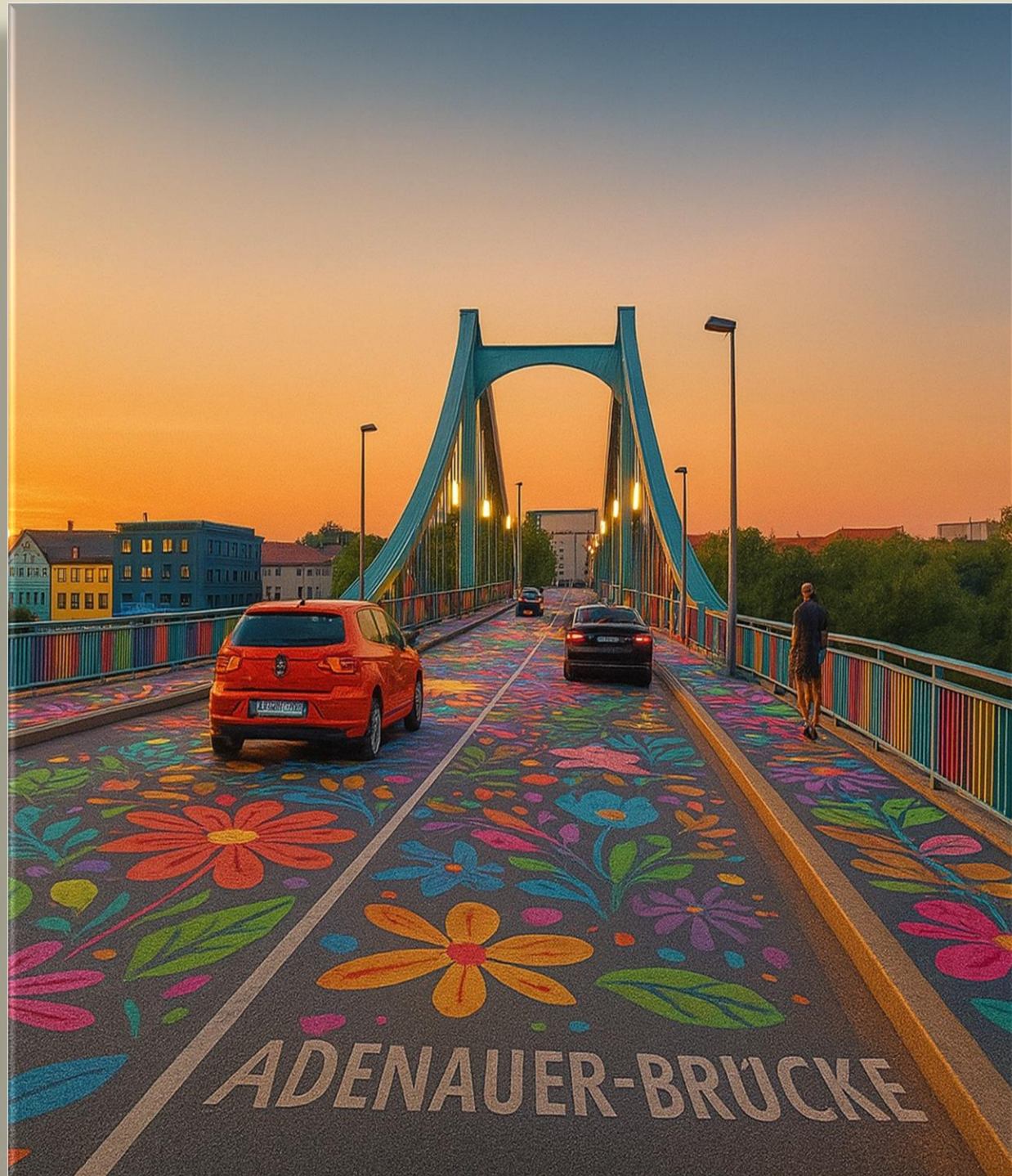
Tourism & Events

Ticketed light shows and cultural events

Advertising & Rentals

Limited time slots for approved ads, art displays, or film productions

Benefits



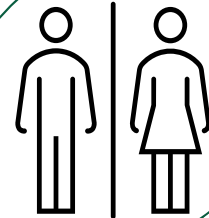
Local Businesses

- Boosted visibility and customer flow for local businesses
- Use the bridge as a backdrop for marketing and social media



City of Ingolstadt

- Attracts new investments in nearby areas
- Increases property value in adjacent neighbourhoods
- Boosts local economy through increased visitor spending



Residents & Commuters

- Increases citizen satisfaction with urban improvements
- Residents feel a stronger connection to the area



Tourism

- Enhances the city's cultural and architectural identity
- Attracts media attention and tourism, putting Ingolstadt on the map



THANK YOU!

APPENDIX

A group of people are standing on a bridge, looking towards the right. In the background, there are several multi-story buildings with red-tiled roofs and white walls. The scene is set during the day with soft lighting. The image is framed by blue and orange geometric shapes on the left and right sides.

Community Voices & Stakeholder Contribution

“The best research you can do is talk to people”
– Sir Terry Pratchett

Survey Results

Number of Responses

54

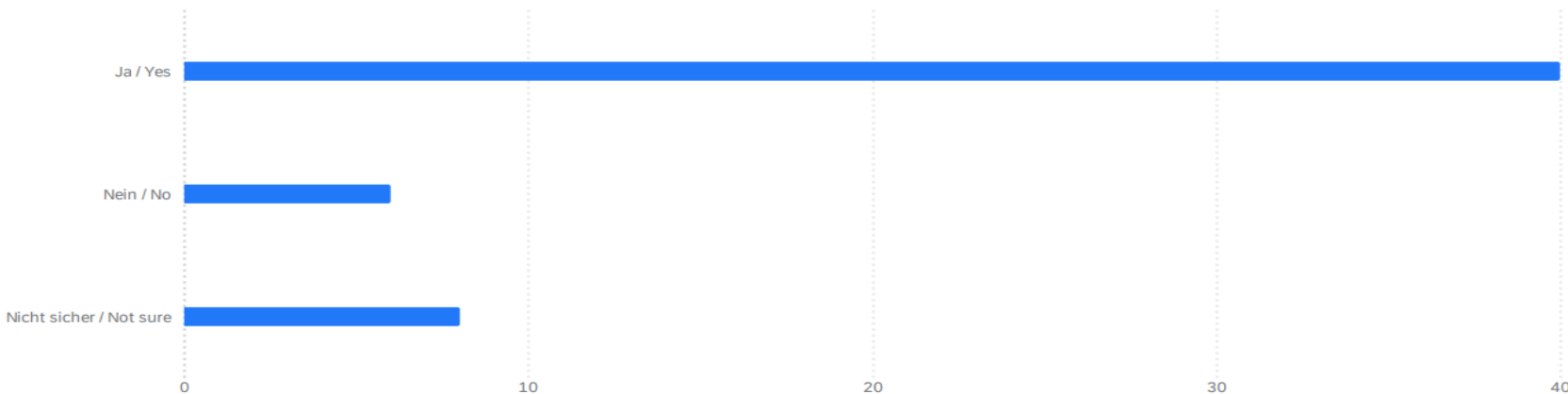
Age of Respondents

- 15–18 = 3%
- 18–25 = 25%
- 25–60 = 70%
- 60 + = 2%

Survey Findings (Summary)

- Most people don't visit the area frequently
- Strong interest in revitalization through events and attractions
- Cultural, food-based, and artistic initiatives are key to increasing engagement
- Implementing these ideas could significantly boost visitor numbers and community involvement

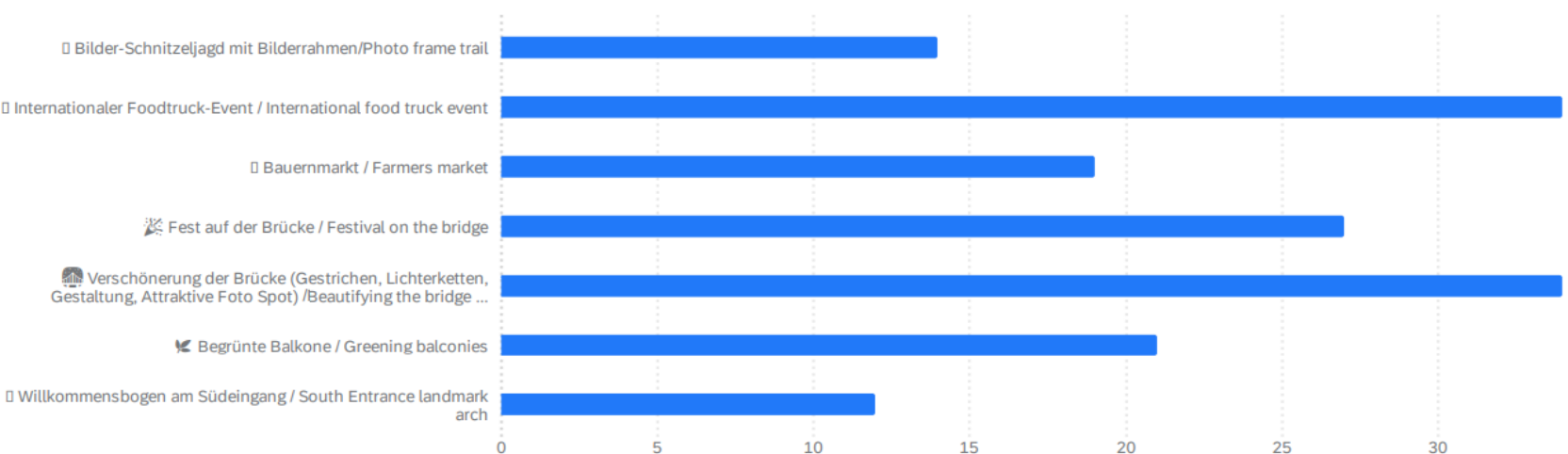
Würden mehr kulturelle Veranstaltungen (z.B. Foodtrucks, Kunst, Feste) Sie eher dazu bringen, den Bereich am Südeingang zu besuchen? Would more cultural events (e.g. food trucks, art, festivals) make you more likely to visit the South Entrance area? 54 ⓘ



Wie oft besuchen oder passieren Sie den Südeingang von Ingolstadt (Bereich Konrad-Adenauer-Brücke)? How often do you visit or pass through the South Entrance of Ingolstadt (Konrad-Adenauer-Brücke area)? 54 ⓘ

Q1 - Wie oft besuchen oder passieren Sie den Südeingang von Ingolstadt (Bereich Konrad-Adenauer-Brücke)? How often do you visit or pass through the South Entrance of Ingolstadt (Konrad-Adenauer-Brücke area)?	Count	Count
Täglich / Daily	17%	9
Wöchentlich / Weekly	24%	13
Selten / Rarely	50%	27
Nie / Never	9%	5

Welche dieser Ideen finden Sie am interessantesten oder nützlichsten? (Mehrfachauswahl möglich) Which of the following ideas do you find most interesting or useful? (You can choose multiple) 54 ⓘ



SURVEY RESULTS

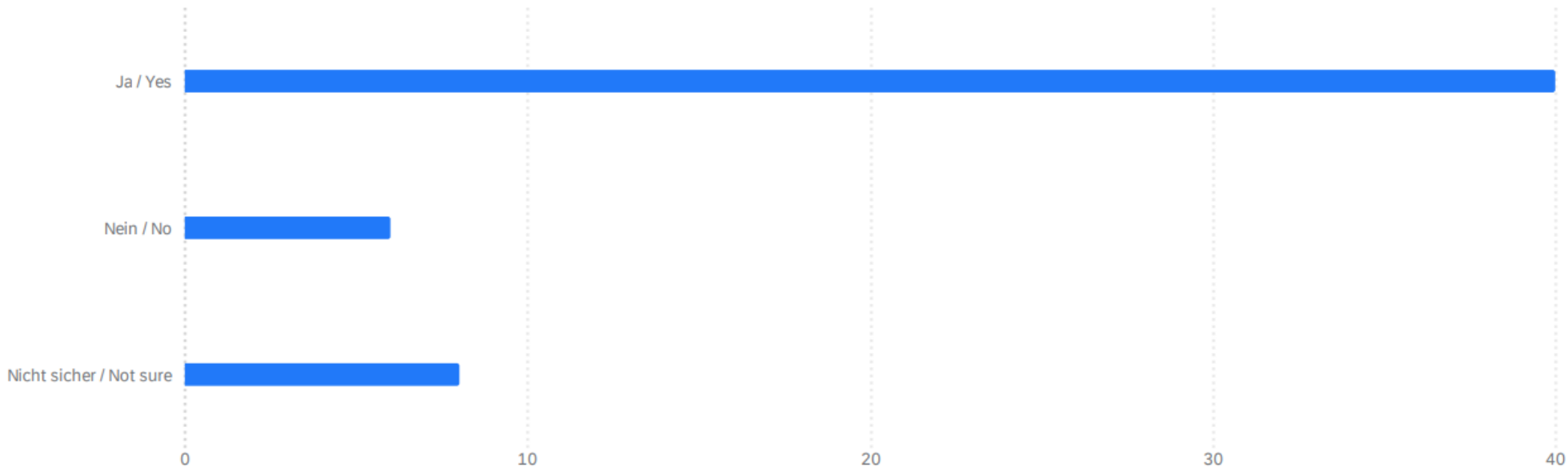
1. How often do you visit or pass through the South Entrance of Ingolstadt (Konrad-Adenauer-Brücke area)?

- ☐ Daily / Täglich
- ☐ Weekly / Wöchentlich
- ☐ Rarely / Selten
- ☐ Never / Nie

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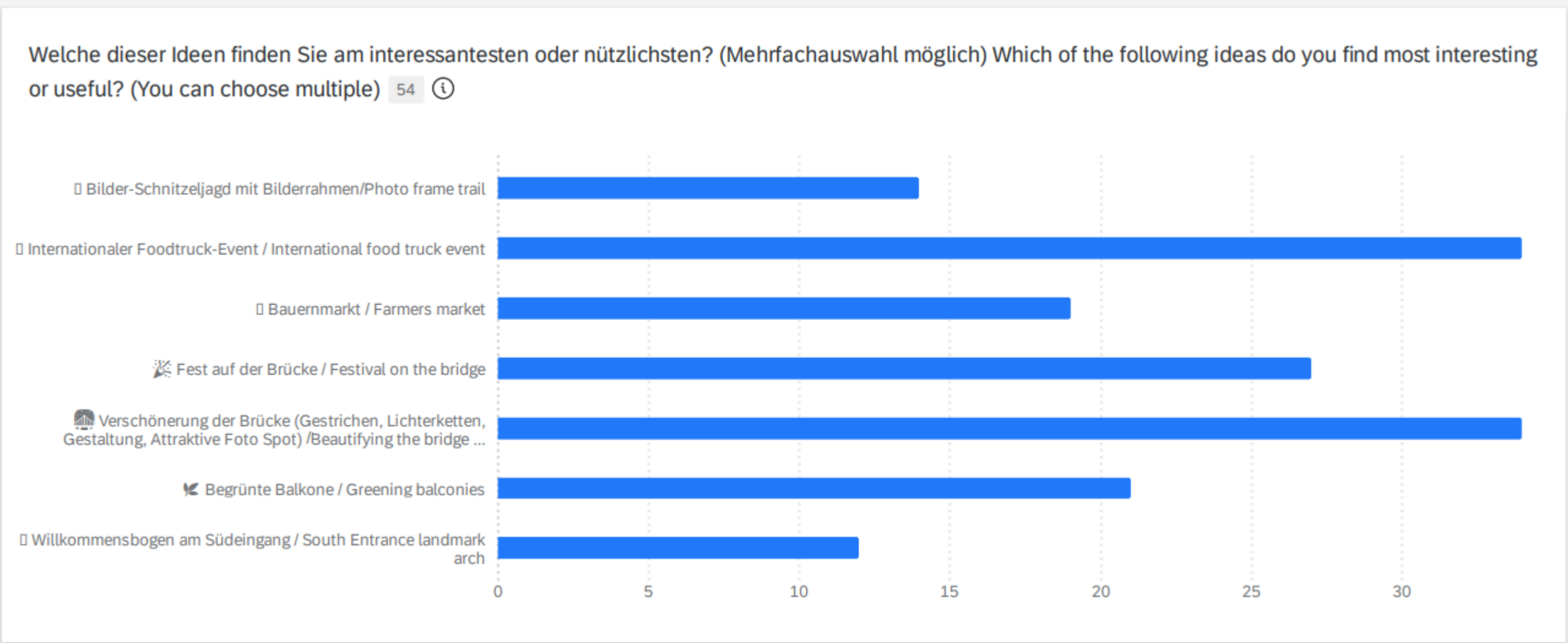
2. Would more cultural events (e.g. food trucks, art, festivals) make you more likely to visit the South Entrance area?

- ☐ Yes / Ja
- ☐ No / Nein
- ☐ Not sure / Nicht sicher

SURVEY RESULTS

3. Which of the following ideas do you find most interesting or useful? (You can choose multiple)

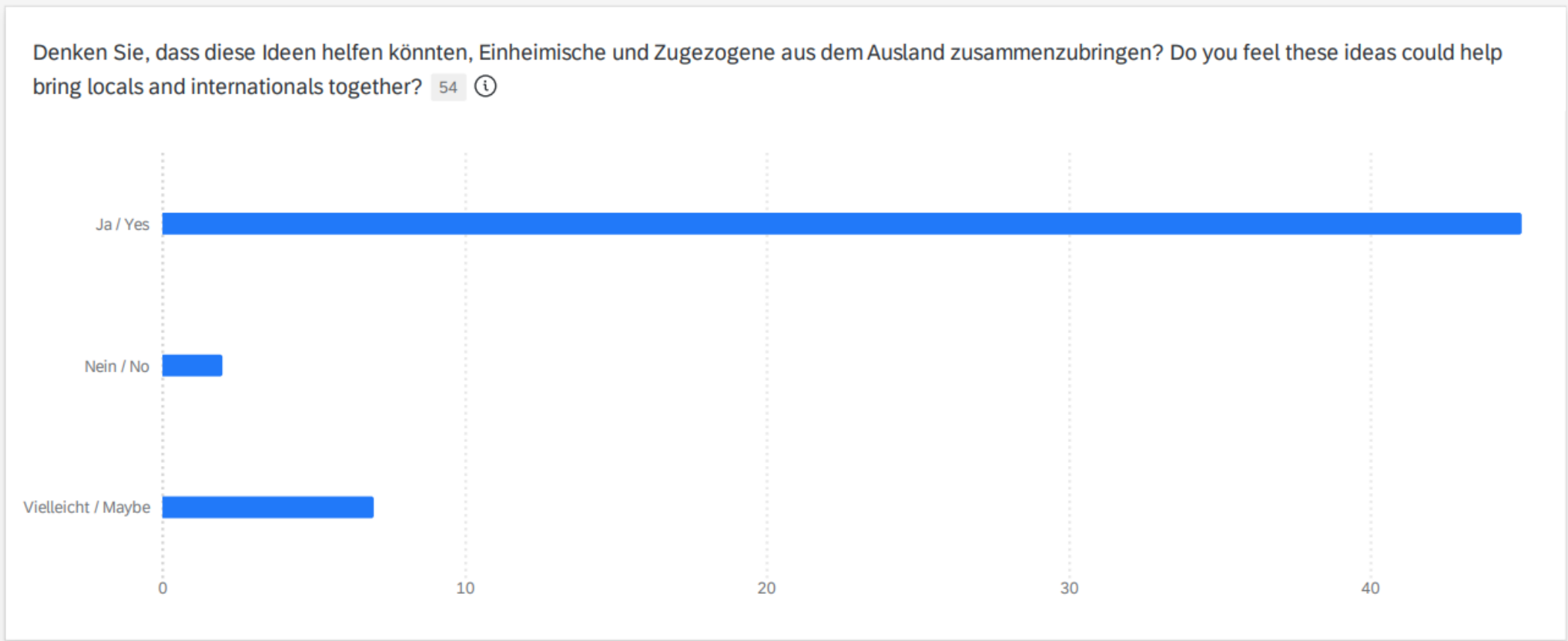
- ☐ 📷 Photo frame trail / Fotospur mit Bilderrahmen
- ☐ 🚚 International food truck event / Internationaler Foodtruck-Event
- ☐ 🥕 Farmers market / Bauernmarkt
- ☐ 🎉 Festival on the bridge / Fest auf der Brücke
- ☐ 🏰 Beautifying the bridge (Painting, new lights, design, photogenic space) / Verschönerung der Brücke (Gestrichen, Lichterketten, Gestaltung, Attraktive Foto Spot)
- ☐ 🌿 Greening balconies / Begrünte Balkone
- ☐ 🏛️ South Entrance landmark arch / Willkommensbogen am Südeingang



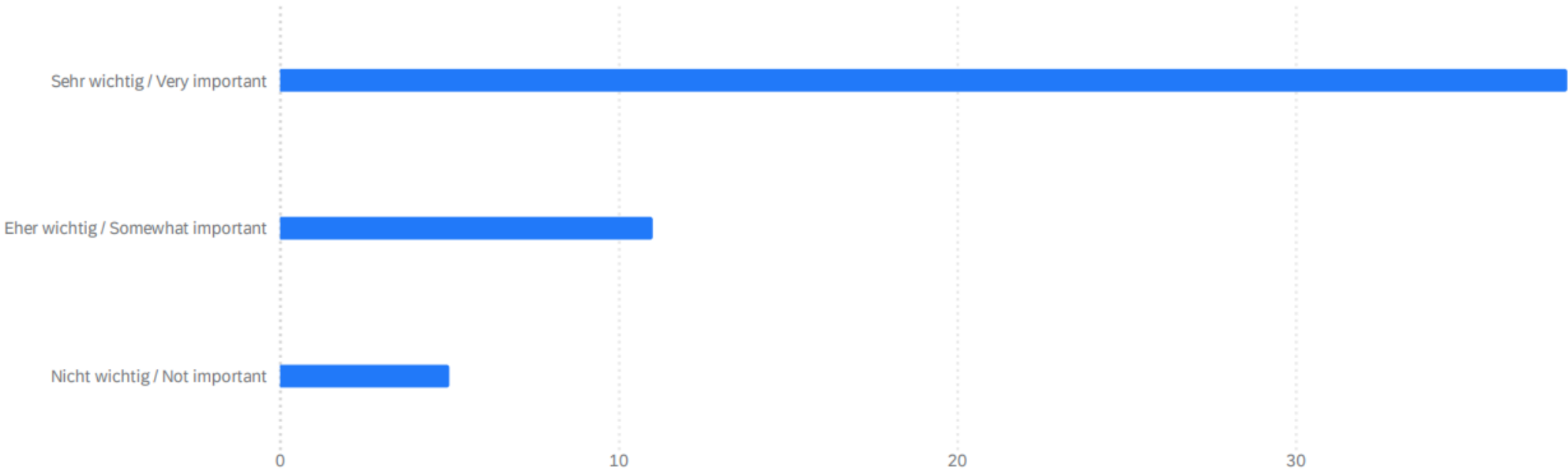
SURVEY RESULTS

4. Do you feel these ideas could help bring locals and internationals together?

- ☐ Yes / Ja
- ☐ No / Nein
- ☐ Maybe / Vielleicht



Wie wichtig ist es Ihnen, lebendigere und inklusivere öffentliche Räume in Ihrer Nachbarschaft zu haben? How important is it for you to have more inclusive and lively public spaces in your neighborhood? 54 ⓘ



5. How important is it for you to have more inclusive and lively public spaces in your neighbourhood?

- ☐ Very important / Sehr wichtig
- ☐ Somewhat important / Eher wichtig
- ☐ Not important / Nicht wichtig

An illustration of five people from behind, standing on a wooden walkway and looking out over a town at sunset. The people are wearing backpacks and casual clothing. The town in the distance features a prominent church tower with a dark roof. The sky is filled with soft, yellow and orange clouds. The overall style is flat and modern, with a warm color palette. Dark blue diagonal stripes are visible on the left and right edges of the image.

07. Reflection

What We Learned & What Comes Next

What We Learned

OVERVIEW:

Not everyone participates in surveys due to lack of trust or clarity.

Inclusive, cross-cultural activities are missing in the city.

Bureaucracy often blocks creative, community-driven ideas.

Residents living near project sites offer the most relevant insights.



Challenges Faced

OVERVIEW:



Hard to engage diverse stakeholders.



Translating ideas into action is complex with many decision-makers.



Bureaucratic delays and unclear responsibilities hinder progress.



Balancing quick impact vs. long-term value was difficult.



What We'd Do Differently Next Time

OVERVIEW:



Collaborate earlier with local businesses and city planners.



Start by building on the city's existing plans, not just new ideas.



Propose testable pilot events to show quick results.



Narrow down target groups for clearer focus and impact.



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