

NEXUM

A SOCIAL MEDIA
SYSTEM
FOR MR



BREDA
BRENGT HET SAMEN

Public spaces are not used!



**Can mixed reality help us to
activate the space?**



Runners



Why do they **not** use the space?

















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Steven_23

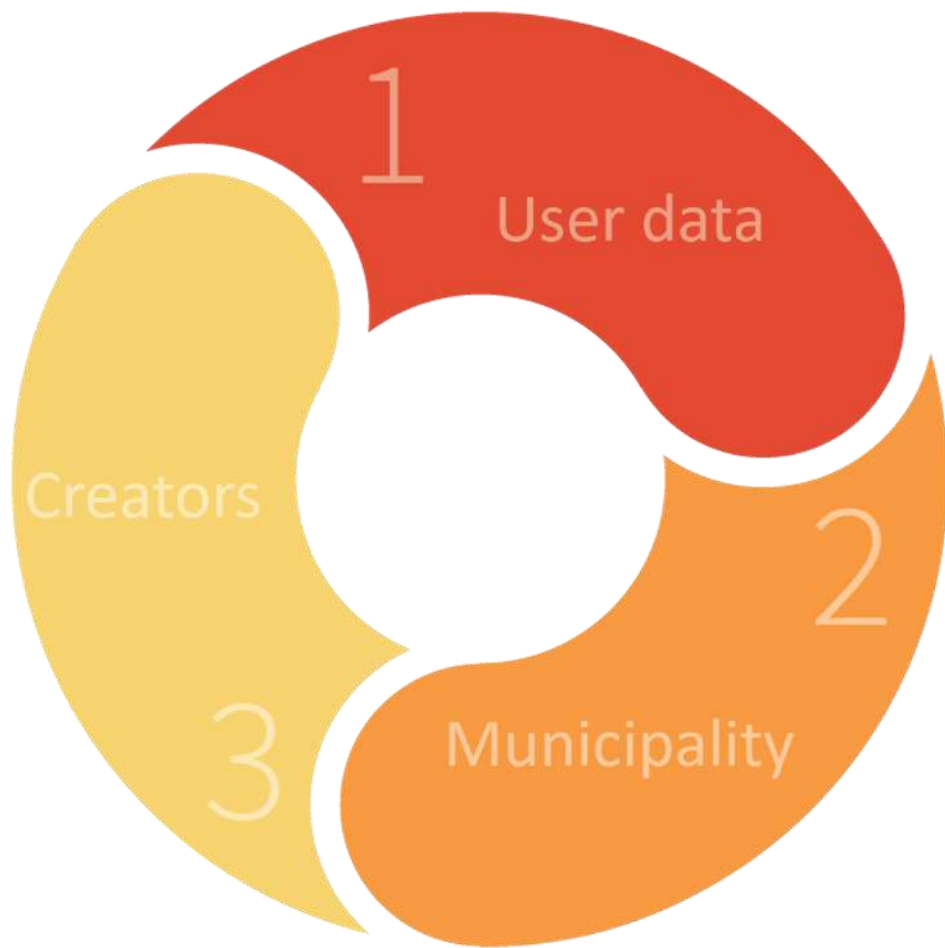


AnoukMJ



Georg







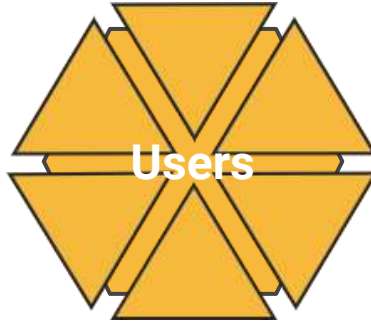
Dog owners



Runners



Elderly



Commuters

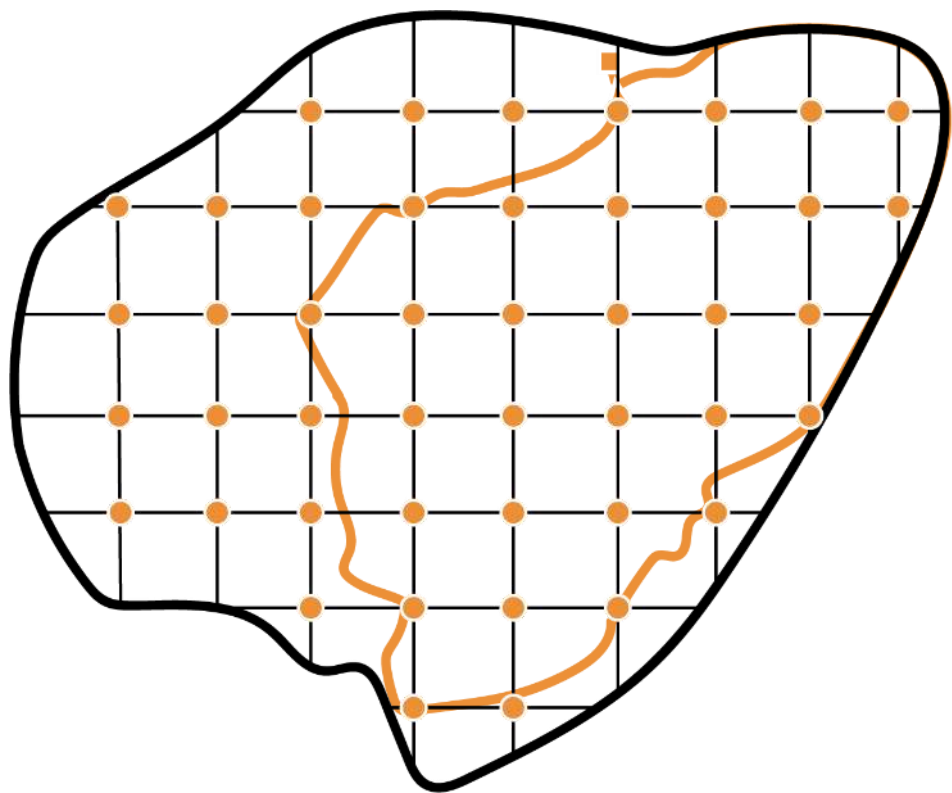
Tourists



Children













OVERTOURISM



SMALL BUSINESS PROBLEMS

A photograph of a storefront with large glass windows and a red mailbox on the brick wall. The text "SMALL BUSINESS PROBLEMS" is overlaid in large white letters. The background shows a brick building with a large glass window reflecting the street. Inside the window, some items are visible, and the words "PURDEY" and "TOMMY HILFINGER" are visible on the glass. A red mailbox is mounted on the brick wall to the right of the window. The ground is paved with cobblestones.

TRAFFIC JAMS