

MOVABILITY

speed, acceleration, motorized mobility:

[the familiar mantras of the industrial age.](#)

together they forged a society perpetually on the move; extended the compass of individual action; fed new efficiencies, new cognitive skills, new sports, new fonts of adrenaline.

BUT

contrary to the feverish prophecies of turn-of-the-twentieth century futurists, the romance of the road is driving humanity down a dead end. the civilization of cars, speed, acceleration, is transforming the world into a perpetual traffic jam, a global parking lot. entire cities are being sacrificed upon the filthy altar of automobility. the landscape is being reduced to a mere flyover and drive-through zone, fissured by bitumen ribbons, fracked to extract fuels whose combustion is overheating the atmosphere and cooking the globe.

IF

this is *mobility*, then

down with mobility

IF

movement = life

and

more movement = more life

where

the question is *where* mobility takes us: towards better, richer, expanded forms of living? to the brink of the abyss?

how

the question is *how* mobility transports us: pleurably, cleanly, efficiently? at what peril or cost?

FuturPiaggio proclaims the advent of MOVABILITY in the place of (auto)mobility.

[MOVABILITY is the future-facing face of industrial age mobility.](#)

it finds its **roots** in the sting of the Vespa and buzz of the Ape: in nimble, full-spectrum approaches to movement that wed function to flexibility to fun. but it finds its **home** in the present age of smart machines and ubiquitous networks. upon these networks it seeks to build responsive vehicles capable of sensing and interacting with their environment: vehicles endowed with a collective intelligence, capable of toggling between multiple users and uses; vehicles that are clean cradle-to-grave; vehicles that convey not just passengers but also passion and aesthetic delight.

Movability = smart

clean

light

compact

agile

forms of movement, whether of people or goods: forms that conjoin specialized functionalities with modularity, attending to individual needs with serving the collective good.

in the place of **downward mobility**, we proclaim the triumph of **upward movability** across interior and exterior spaces, sidewalks, streets, and rural landscapes...

[which is where you will find...](#)

FUTURPIAGGIO