





GIS-BASED PARAMETRIC URBANISM

BRINGING REALITY TO DESIGNS USING GEOSPATIAL 3D MAPPING AND URBAN DESIGN TOOLS

1. Workshop Instructor Information

Name	Dr Adel Bolbol Fernandez Gretta Kelzi
Organization/Affiliation	Esri Inc. Esri Lebanon
Email	abolbolfernande@esri.com Gretta.Kelzi@esrilebanon.com
Short Biography (150 words max.)	<p>Dr Adel is the regional business lead for the public sector covering AEC, infrastructure, transportation disruptive technologies and Smart Cities at Esri. Adel sets the Public Sector strategy and works with the regional team to identify its respective sales pipeline for MEA region. Adel has presented in many conferences, workshops, seminars, and keynotes.</p> <p>Gretta has experience in Enterprise GIS solutions, Design and conduct of Automated field data collection operations, Geodatabase implementation, Implementation of web-based GIS applications using LC/NC with a special focus in Banking, Non-profit, humanitarian and education sectors. She has run numerous workshops and presentations during her busy career.</p>
Head Shot	 



2. Workshop Information

Length	2 hours – 1 session Date: Wednesday October 12, 2022
Short Abstract (250 words max.)	Cities are complex, dynamic, and interconnected, they need to attract investment, manage housing affordability, improve economic resiliency, and meet their sustainability goals. Technology can help shape how we build, while at the same time providing cities the ability to react at the pace in which things are changing. GIS provides the building blocks, and ArcGIS Urban can apply those building blocks to solve some of the specific challenges that all cities face. Therefore, we would like to start our session by giving you some background on why we built such a toolset. Then we will get to what you are here for, and dive into a series of demonstrations and case studies.
Handouts and Materials	Workshop Account on our cloud, and a workbook. Attendees are only required to have their laptops.
Learning Objectives	Participants are expected to gain the following: <ul style="list-style-type: none"> • Understanding the power of GIS in Urban Planning • Computational Technology use for Parametric Urbanism • Understanding planning in the wider geographical context
Corresponding Conference Theme	(B) Information Management. (C) Parametric Design and Digital Fabrication.

3. Attendees Information

Who should attend this workshop?	All audience who bear interest in GIS or Urban Planning.
Prerequisites	Urban Planning or GIS background