

# HONEYCOMB

AN ECONOMY OF KNOWLEDGE | EDUCATION IN TRANSIT



Museum of Civilization  
National Art Gallery  
Canal locks  
Arboretum

War Museum  
Bronson McDonalds  
Raw Sugar - Chinatown  
Hintonburger

Mobile Collective  
Community Hubs

## A SOCIAL SERVICE INTEGRATED INTO PUBLIC INFRASTRUCTURE

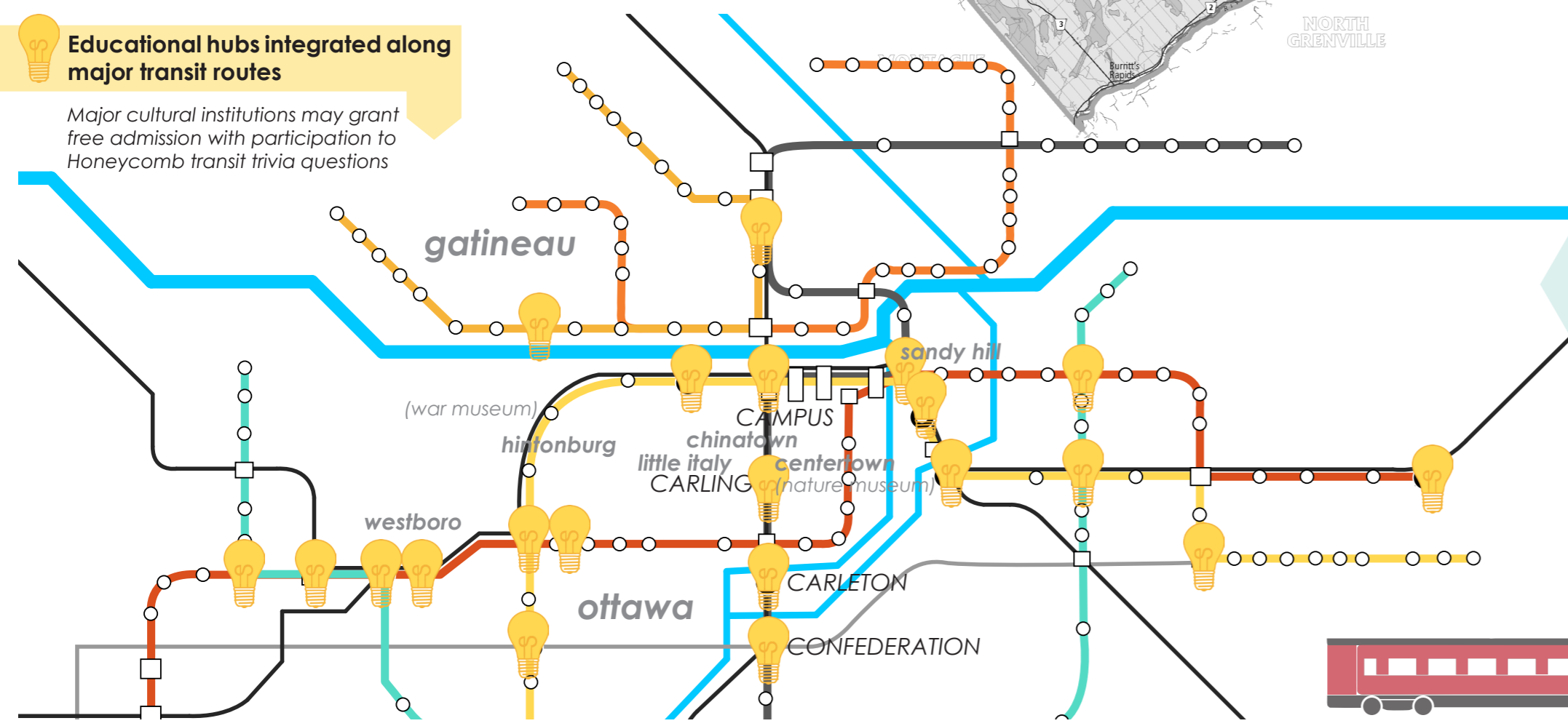
- University of Ottawa campus
- Rideau Centre
- Mackenzie King Bridge
- Confederation Park / National Arts Centre
- Nature Museum
- Carleton University Campus
- Ottawa Train Station
- Billings Bridge
- Algonquin College Campus
- Airport

"KNOWLEDGE IS THE CURRENCY TO RIDE THE SYSTEM. TAKE IT WITH YOU, **SHARE IT**, AND BE GRANTED WITH TRANSPORTATION TO YOUR DESTINATION."

Map of Ottawa (2014) highlighting major educational hubs

### Educational hubs integrated along major transit routes

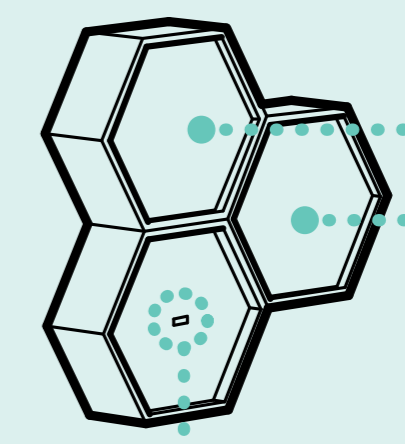
Major cultural institutions may grant free admission with participation to Honeycomb transit trivia questions



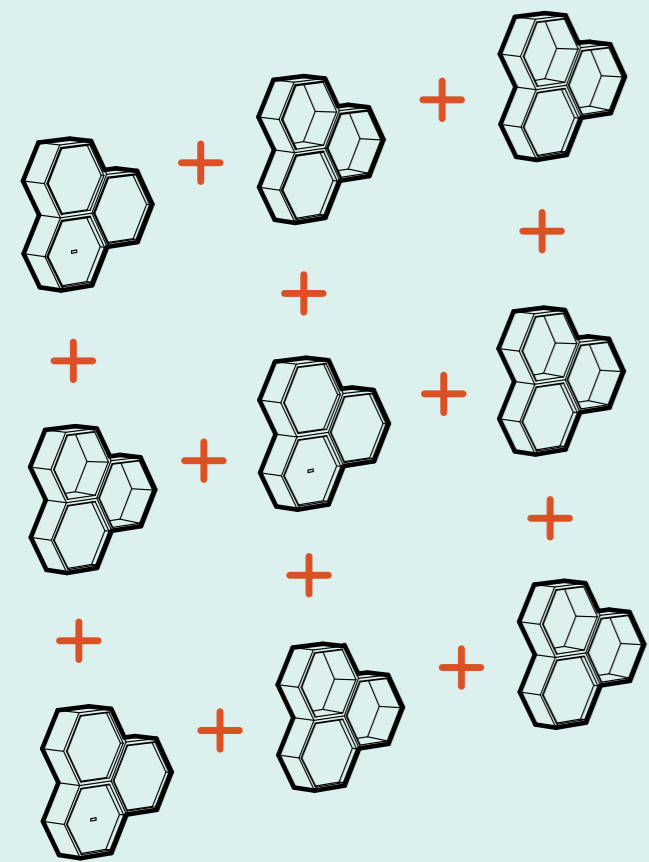
**1** BOARD ANY TRANSIT VEHICLE WITH YOUR HONEYCOMB TRANSIT PASS. GRAB A USBee TO RECEIVE DAILY INFO AND TRIVIA QUESTIONS

**2** TAKE/INSERT USBee AFTER ANSWERING THE TRIVIA QUESTIONS. IF ANSWERED CORRECTLY, YOU ARE GRANTED A FREE RIDE & POINTS FOR YOUR 'HOOD!

**3** SCREENS WILL DISPLAY THE POINTS FOR TOP COMMUTERS OF EACH NEIGHBOURHOOD AND SHARE COMMUNITY INFORMATION OF THE LOCAL AREA



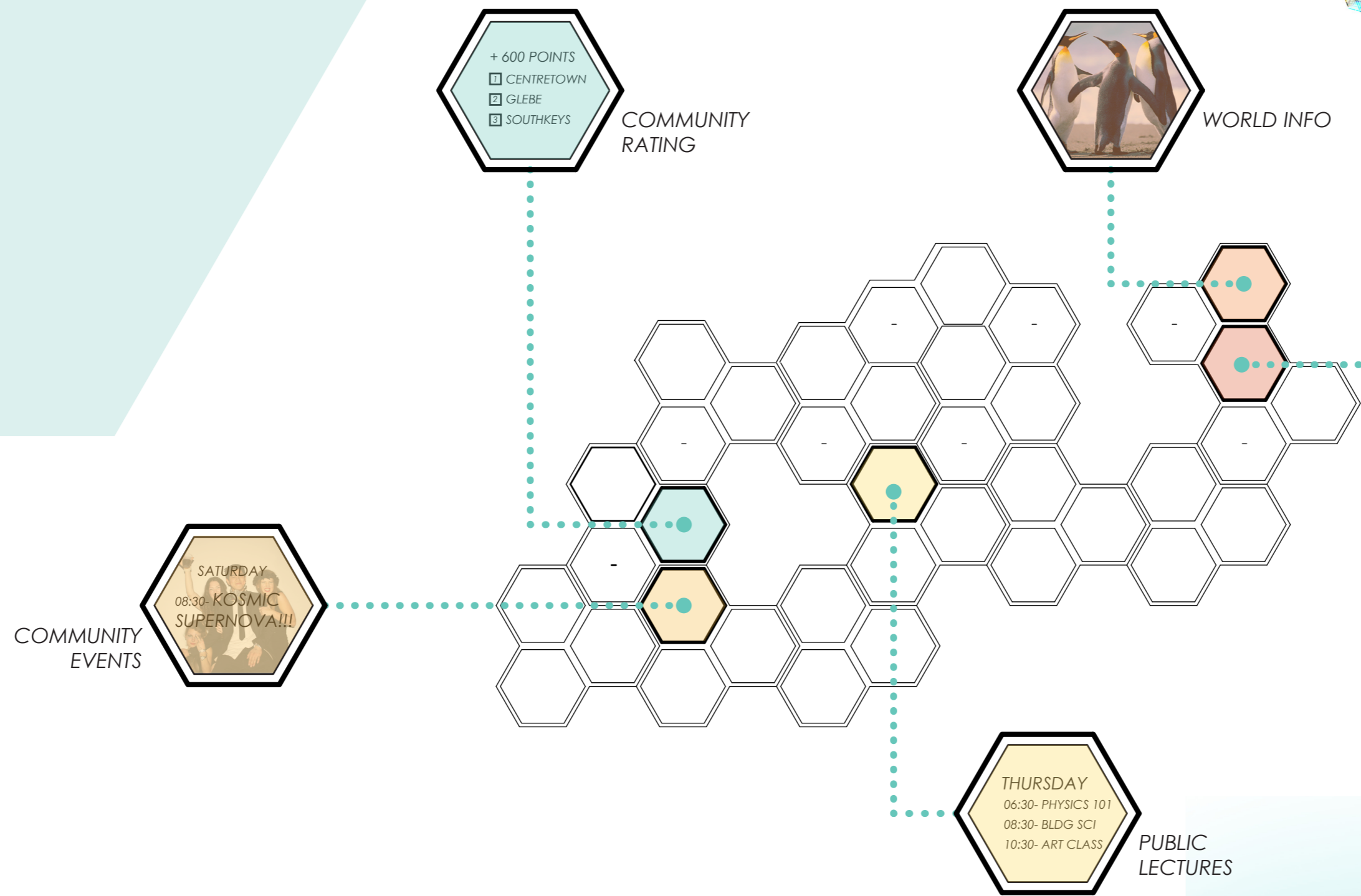




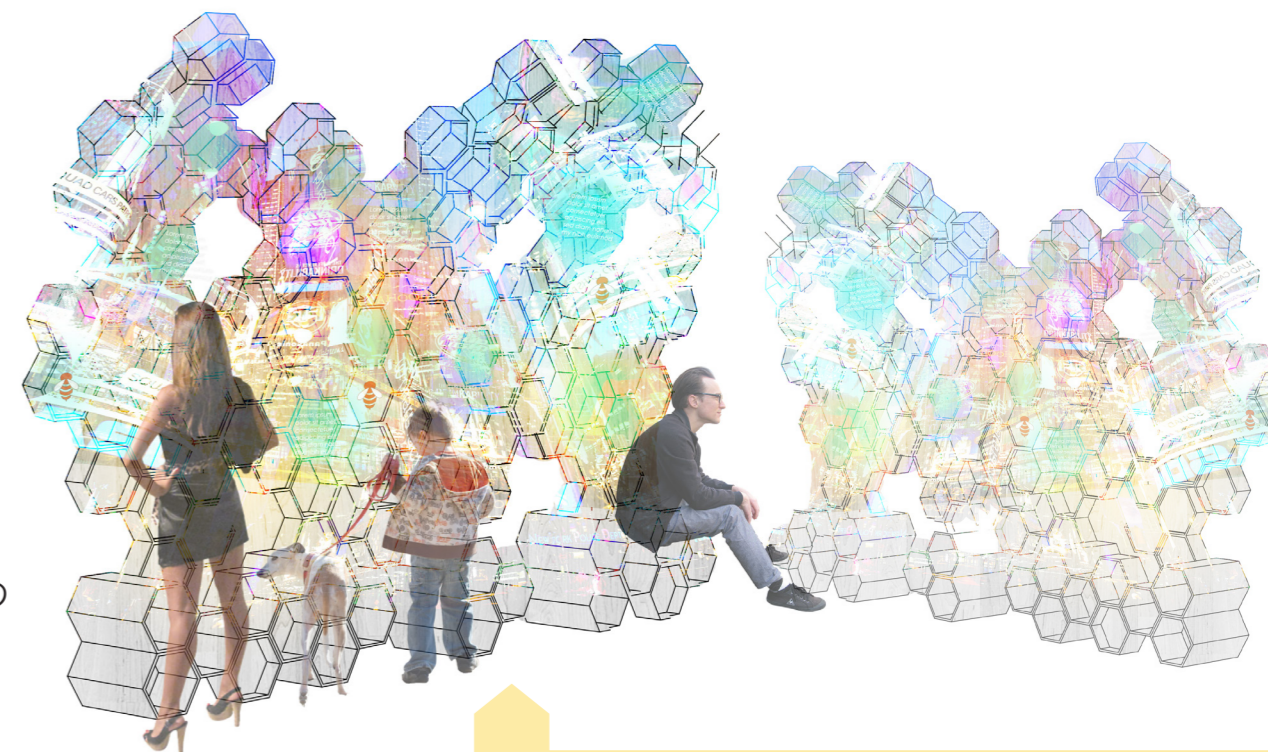
Modular white birch panel system to create Honeycomb Transit Hubs and Walls



Honeycomb wall systems at Transitway stations



Honeycomb system panel content



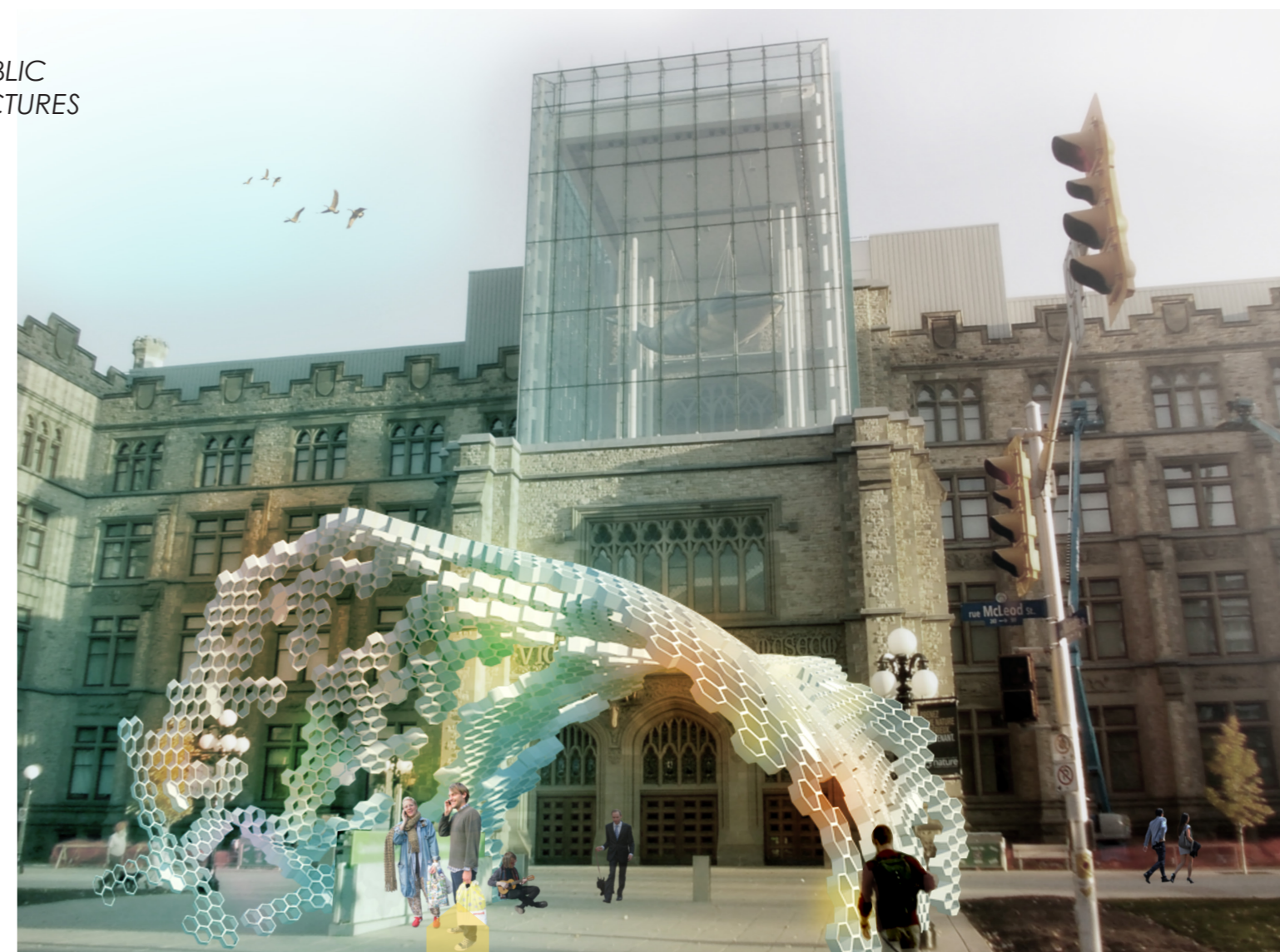
Knowledge illuminated on the Honeycomb network



Outdoor wall system at Mackenzie King Bridge



Bus shelter Honeycomb modification at outdoor O-train stops (Carleton)



Education Hub at cultural institutions (Museum of Nature)