

# WORLD MOBILITY RESEARCH HOMO MOBILIS

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# WORLD MOBILITY RESEARCH

Our nature consists in movement;  
absolute rest is death.

Blaise Pascal (1670)

# MOBILITY HAS ACQUIRED A VARIETY OF MEANINGS

Social Virtual Immaterial

Spiritual Public Technological

Individual Geographic Mental

Private Intellectual Cultural

Retro Economic Spatial Physical

Collective Material Strategic

# **SOCIAL MOBILITY**

**Constantly changing environments  
in private and professional life.**

- ▶ People are moving away from their original family.
- ▶ Private relationships are no longer »for a lifetime«.
- ▶ »Lifelong« employers and professions are a thing of the past.

# MENTAL MOBILITY

## **Adaptive navigation through life.**

- ▶ Open mindset towards the unknown and unexpected.
- ▶ A changing pattern of values, changing settings and roles.
- ▶ From a lifelong profession to a lifetime of learning.

# THE IMAGE OF MOBILITY HAS UNDERGONE A CHANGE

**Formerly: »a free spirit« outlaw**

Untrustworthy | Elusive | Fugitive

Adventurous | Rootless



**Nowadays: »Cosmopolitan«**

Free | Ambitious | Dynamic | Modern

Young | Open-minded



**MOBILITY IS  
ON THE INCREASE**

**The pursuit of the broadest  
possible variety of experience  
is the modern lifestyle.**



# **MOBILITY IS ON THE INCREASE**

**Experiencing the wide world  
and escaping everyday drudgery  
is a strong driving force.**

The opportunities offered by faster, more comfortable cars, higher-speed trains and cheaper air-travel are irresistible.

The modern lifestyle is to seek the greatest range/variety of experience possible.

# URMOTIVE DER MOBILITÄT

▶ Acquiring food

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- ▶ Relaxation/regeneration

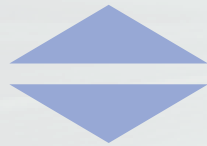
# URMOTIVE DER MOBILITÄT

- ▶ Acquiring food
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- ▶ Relaxation/regeneration
- ▶ Discovery/exploration

# THE MOBILITY DILEMMA TODAY

## »Cosmopolitan«

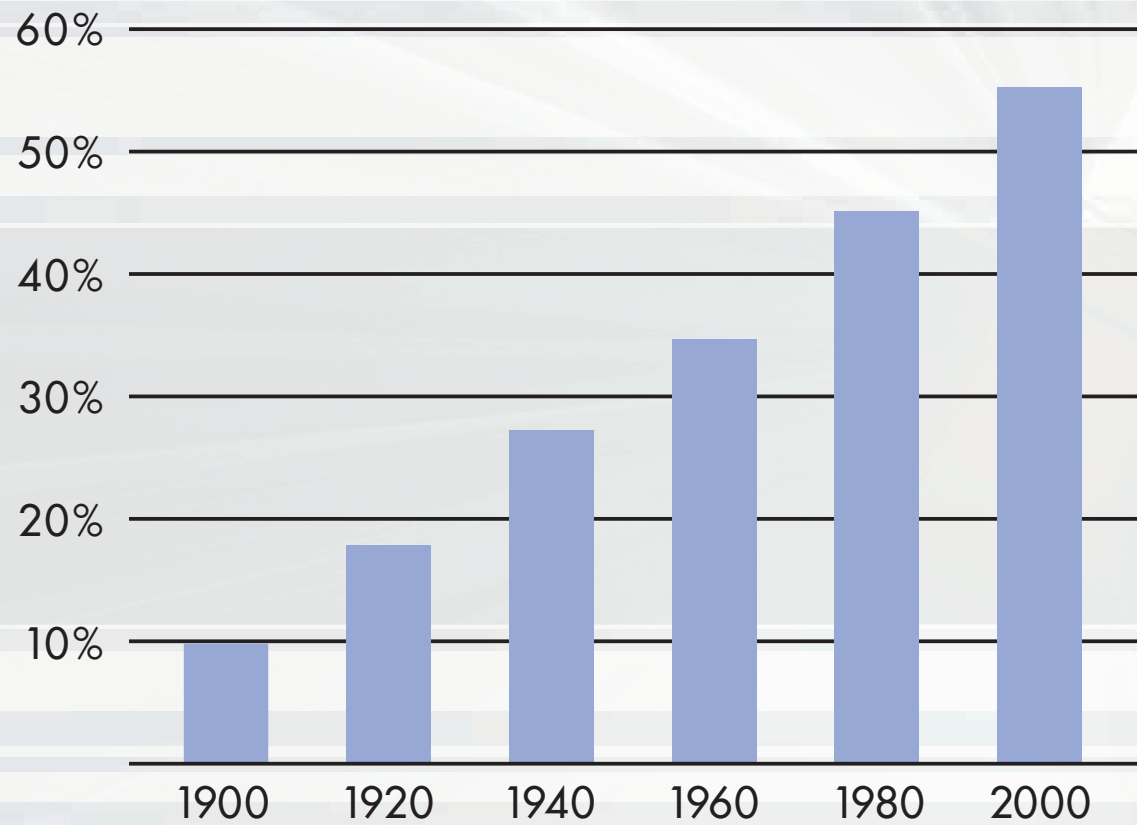
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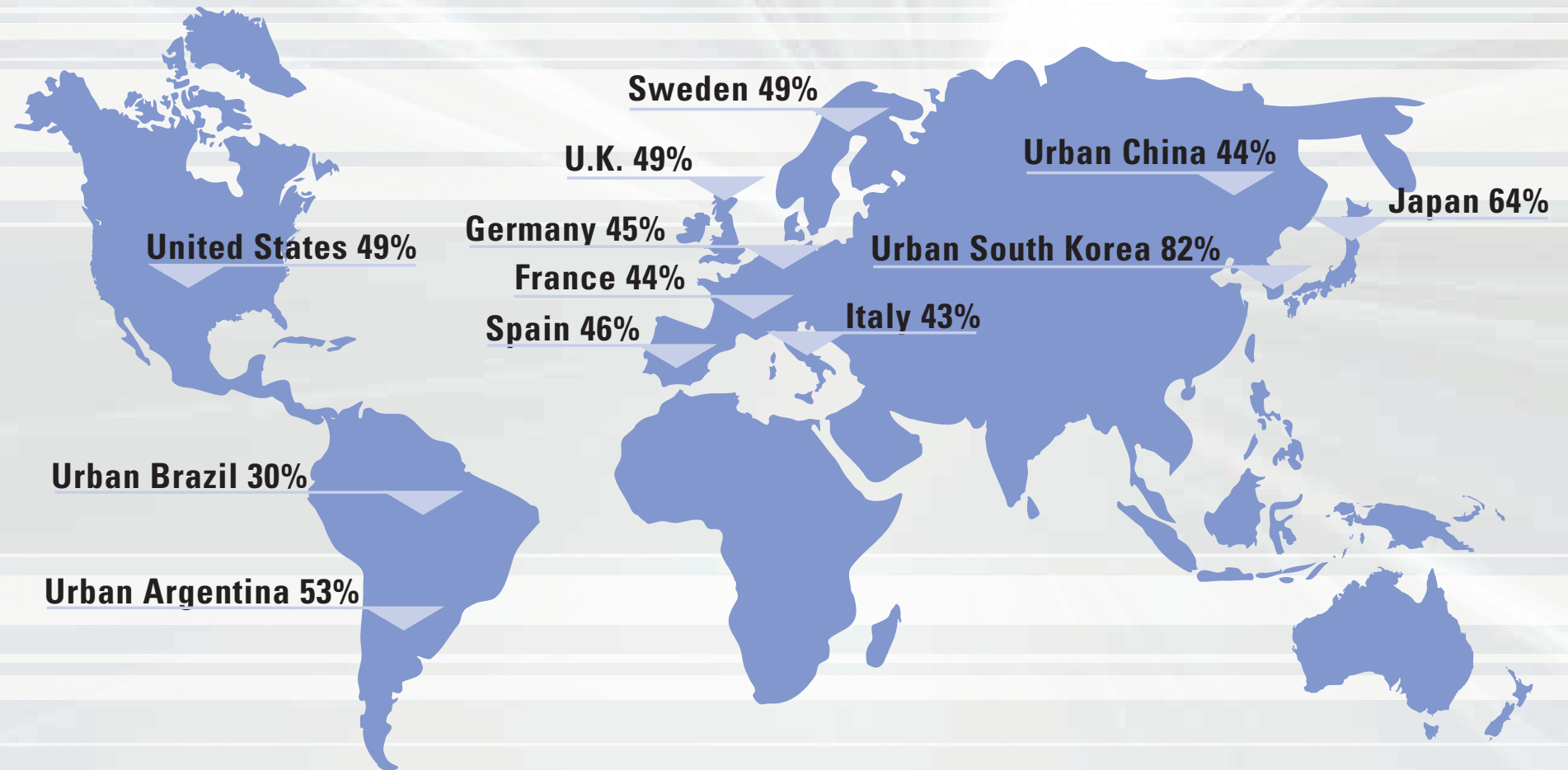
## »Modern Slave«

Directed by others and at their mercy  
Unreliable | Stressed | Over-extended  
Not master of one's own time

## MORE URBAN LIFE



# I WISH I COULD SLOW DOWN THE PACE OF MY LIFE



# BASIC MOTIVES OF MOBILITY

- ▶ Acquiring food
- ▶ Reproduction/partnersearch
- ▶ Conquest/establishing your territory
- ▶ Relaxation/regeneration
- ▶ Discovery/exploration
- ▶ Escape/avoiding danger

# BASIC MOTIVES OF MOBILITY

- ▶ Acquiring food
- ▶ Reproduction/partnersearch
- ▶ Conquest/establishing your territory
- ▶ Relaxation/regeneration
- ▶ Discovery/exploration
- ▶ Escape/avoiding danger
- ▶ The pleasure of movement



**Hamster  
im  
Laufrad**