

An aerial view of a city skyline at sunset. The sky is a mix of orange, pink, and blue, with a few wispy clouds. The city is densely packed with skyscrapers of various heights and colors. The water of a large body of water is visible in the background, reflecting the colors of the sky. The overall scene is clear and vibrant.

**CLEAN  
NEW**

An aerial view of the same city skyline as the left image, but in a hazy, smoggy atmosphere. The buildings are much less distinct, appearing as soft, greyish shapes against a pale, overcast sky. The overall scene is dull and obscured by air pollution.

**AIR  
CITIES**

**8 MILLION**



**BIGGEST  
HEALTH RISK**



**LOWEST CITY  
RATING**



**CHALLENGE-BRIEF:  
WHEN IMAGINING NEW CITIES ON  
A GLOBAL SCALE,  
WHAT DOES THAT LOOK LIKE FROM  
A CLEAN AIR PERSPECTIVE?**

A photograph of three people sitting around a table in a meeting. A man in a light green shirt is on the left, a woman in a red shirt is in the center, and a woman in a dark blue shirt is on the right. They are looking at a laptop on the table. The background is a large window with a view of a city. A semi-transparent white box is overlaid on the image, containing the text.

# **CONSIDERATIONS: WHO IS THE USER AND WHAT ARE THEIR INCENTIVES TO ACT?**