

Plaace: The building that understands its neighborhood.

● **Future of Work & Life** | OBOS Showroom · 1st floor | 11:22–11:26 | 

Part of Case Studies: What Will Buildings Do For Us?



Snorre Jordheim Myhre

CEO & Co-Founder - Plaace, OBOS Ventures

Plaace measures neighbourhood activity hourly to guide store, building and area decisions

Snorre Jordheim Myhre, CEO and co-founder of Plaace, showed a single slide titled The building that understands its neighbourhood. It set out a three-step loop: measure every hour, every day; detect what changed and why; and act on store, building and area decisions. A map placed a building at the centre of the surrounding streets, with a ring marking activity around the clock at 00, 06, 12 and 18 hours. An illustrative example from Plaace.ai showed the kind of insight the approach is meant to produce: evening visitors up 16% this month, driven by a new gym opening two blocks away. The talk was part of the case study block on what buildings will do for us. The deck had only this one slide, so the recap covers only the approach it pictures.

KEY TAKEAWAYS

- Plaace's loop is to measure every hour and every day, detect what changed and why, then act.
- The insights are meant to inform store, building and area decisions.
- In an illustrative example, evening visitors rose 16% in a month after a gym opened two blocks away.