KRIHS Work Progress

For
Consultancy for developing the physical and spatial plan for Campinas

As a part of
Support for Establishing the University-Led International Hub for Sustainable Development (HIDS) in Campinas
01 Design Principles for Innovation Park
02 Site Analysis
03 Questions for the Site
04 Meeting Schedule
“The boundary between a firm and its surrounding environment is more porous, enabling innovation to move easily between the two”

- Henry Chesbrough

“High tech development, startup activity, and venture investment have recently begun to shift to urban centers and also to close-in, mixed-use, transit-oriented, walkable suburbs”

- Richard Florida
What derives innovation?

- **Economic assets** are the firms, institutions and organizations that drive, cultivate or support an innovation-rich environment.

- **Physical assets** are the public and privately-owned spaces—buildings, open spaces, streets and other infrastructure—designed and organized to stimulate new and higher levels of connectivity, collaboration, and innovation.

- **Networking assets** are the relationships between actors—such as between individuals, firms, and institutions—that have the potential to generate, sharpen, and/or accelerate the advancement of ideas.
Design principles

- Adequate **density** to stimulate interaction and network
- **Land use diversity** to provide 18 hour or 24 hour vibrancy
- **Public space** to bring people together (ground floor activities)
- Physical **access** to make it easy to move and interact (walkability)
- **Authenticity** in the existing real estate providing attraction and appeal of a new innovation (cultural heritage and natural environment)
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Site overview

- The project area, adjacent to Unicamp and CIATEC II, is 10 km from the center of Campinas in São Paulo, Brazil.

- The size of site is 11 km² with a half of it being occupied.
Natural environment

<Topography>  <Water system>  <Ecological corridor>
Land Use

<Land division>

<Land cover>
Land use

<Neighboring area>

<Facilities within the site>
Infrastructure

<Planned roads>

<Power line>
Available land

- 4~6 separate zones identified for development
- Available land for development 3.12 km² (within Unicamp 0.66 km²)
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Site boundary

- Difference of the HIDS boundary in southeast area
Existing facilities

- Do agricultural facility and old buildings need to be preserved?
Existing facilities

- Which line should be considered in urban design?
- Should we preserve all the green areas as they are, or can we use this as parks or detention pond?
Can we put the electricity transmission line underground? If in the case, do we need to vacate the surface area? Current management roads need to be preserved?
Can these two lines be urban planning roads? It is unclear as they occupy university land.

Can this road connect to existing road in the west?
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| Jan. 2022 | • Finalizing site analysis and design concept development
|         | • Korean experience of innovation park development                      |
| Feb. 2022 | • Vision and strategies of the HIDS                                    |
|         | • Three design scenario development                                    |
|         | • Mission trip and workshop                                            |
| Mar. 2022 | • Selection and development of concept design                          |
| Apr. 2022 | • Masterplan                                                            |
| May 2022  | • Sectoral plans                                                       |
| Jun. 2022 | • Implementation strategies                                            |
| Jul. 2022 | • The second mission trip and workshop                                 |
| Aug. 2022 | • Final report submission                                              |
Thank you!
Obrigado!