HIDS
Master Plan

Reunião #01

Gabriela Celani

29/01/2020

Master Plan

1. Equipe de desenvolvimento e interlocutores
2. Conceitos comuns a pactuar
3. Características típicas dos hubs de inovação
4. Problemas comuns a resolver
5. Divulgação de eventos

1.a Equipe

Equipe de desenvolvimento/acompanhamento do projeto do BID

- Professores dos cursos de Arquitetura e Urbanismo da Unicamp e da PUCCAMP
- Professores do novo programa de especialização em Projeto Urbano da Unicamp
- Consultoria de professors de outras áreas da Unicamp e PUCCAMP
- Consultoria de Profs. Visitantes – ex: Prof. Fabiano Lemes de Oliveira, Politecnico di Milano (convidado pela pós-graduação ATC da Unicamp)
- Equipe da DEPI-Unicamp
- Equipe da Prefeitura Municipal de Campinas

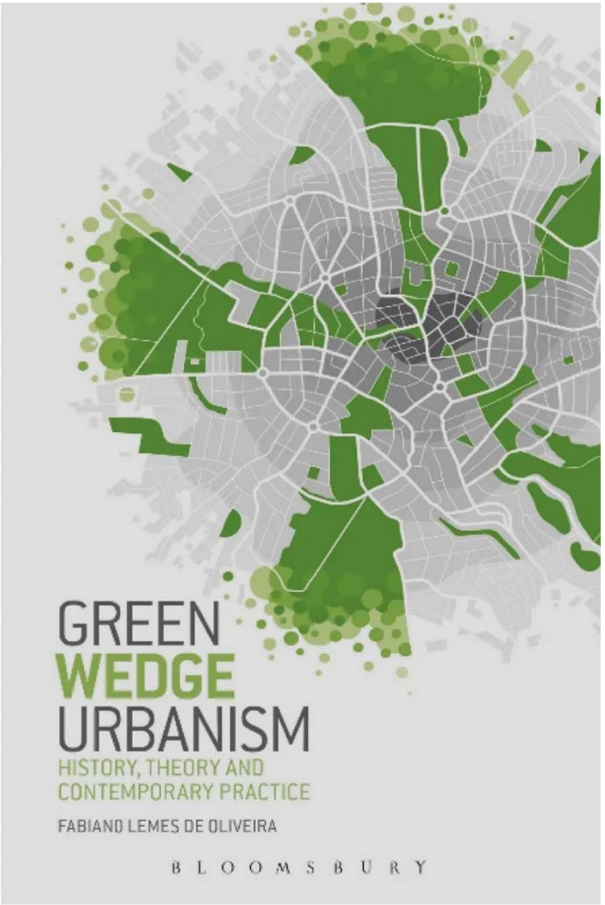
1.b Interlocutores (presentes nesta reunião)

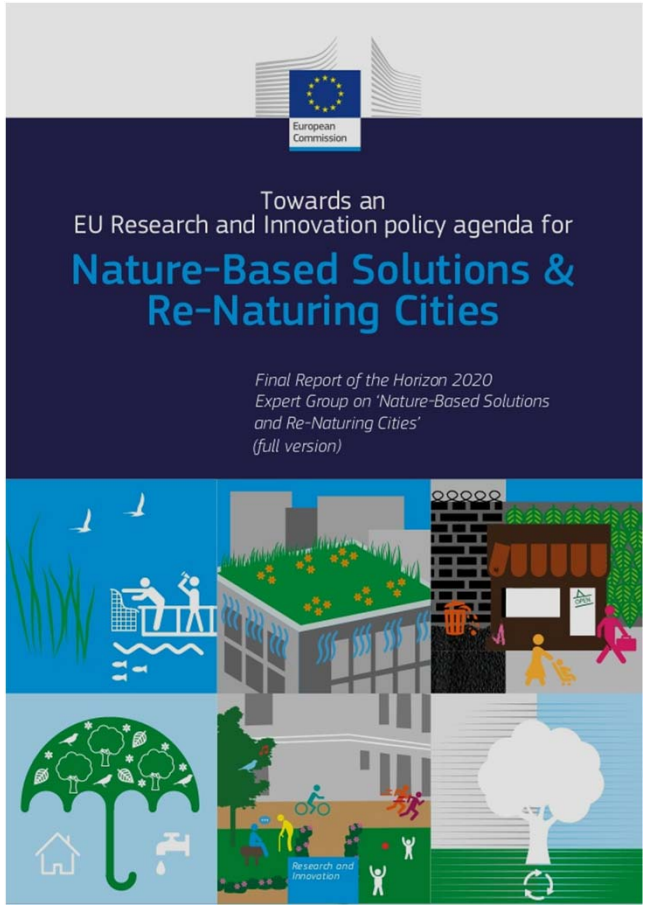
- EMBRAPA
  - Edsel Teles
  - Cássia Mendes
- FCM
  - Eneida Rachel Campos
  - Gustavo Pereira Fraga
- PUC
  - Ricardo Pannain
  - Josué Mastrodi
  - Cláudio José Franzolin
- Instituto Eldorado
  - Arthur Catto
- CPQD
  - Rubens Fujiki Maeda
- Cargill
  - Carlos Prax
- UNICAMP
  - Marco Aurélio Lima
  - Thalita Dalbello
  - Marcelo Cunha
  - Gabriela Celani
  - Patricia Mariuzzo

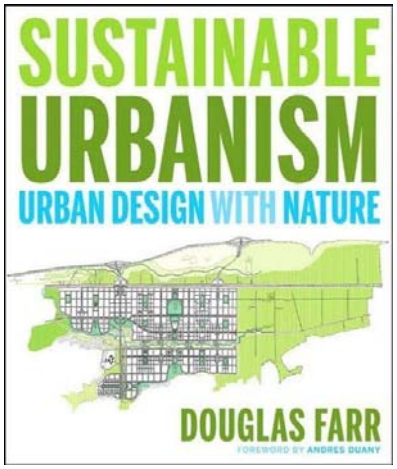
2. Conceitos comuns a pactuar

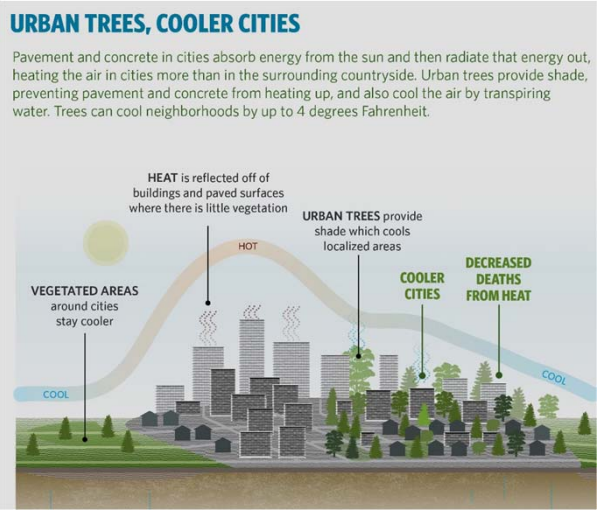
- Urbanismo sustentável
- Cidade compacta com qualidade de vida
- Uso misto, proximidade entre emprego e moradia, cultura, serendipidade, vitalidade
- Inclusão, acessibilidade, participação, diversidade

Urbanismo sustentável

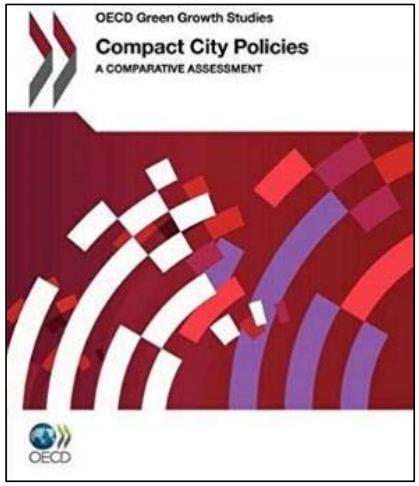


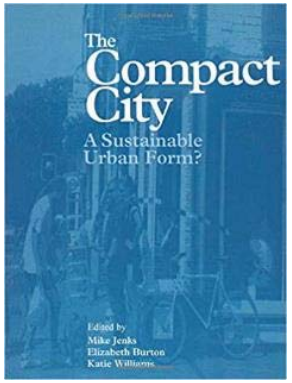


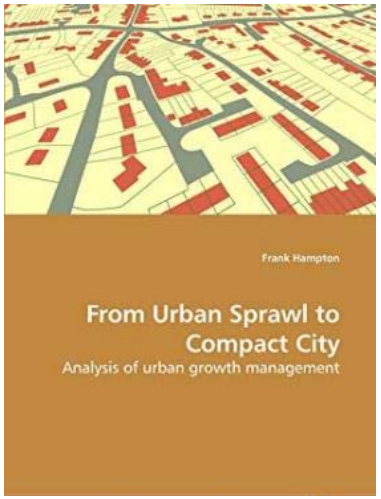


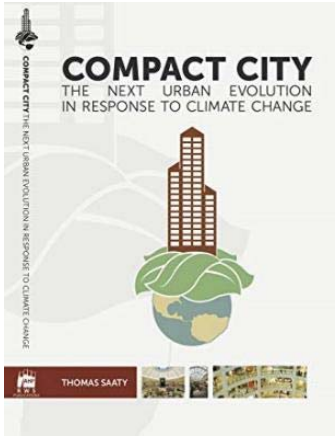


Cidade compacta com qualidade de vida









Uso misto, proximidade entre emprego e moradia, cultura, serendipidade, vitalidade

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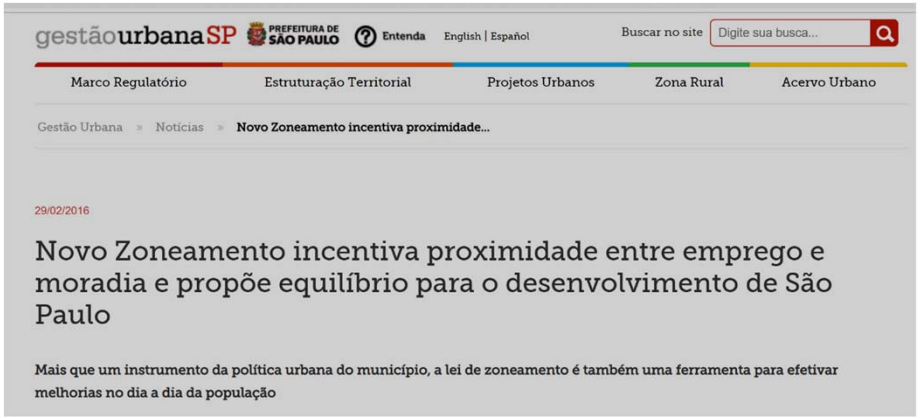


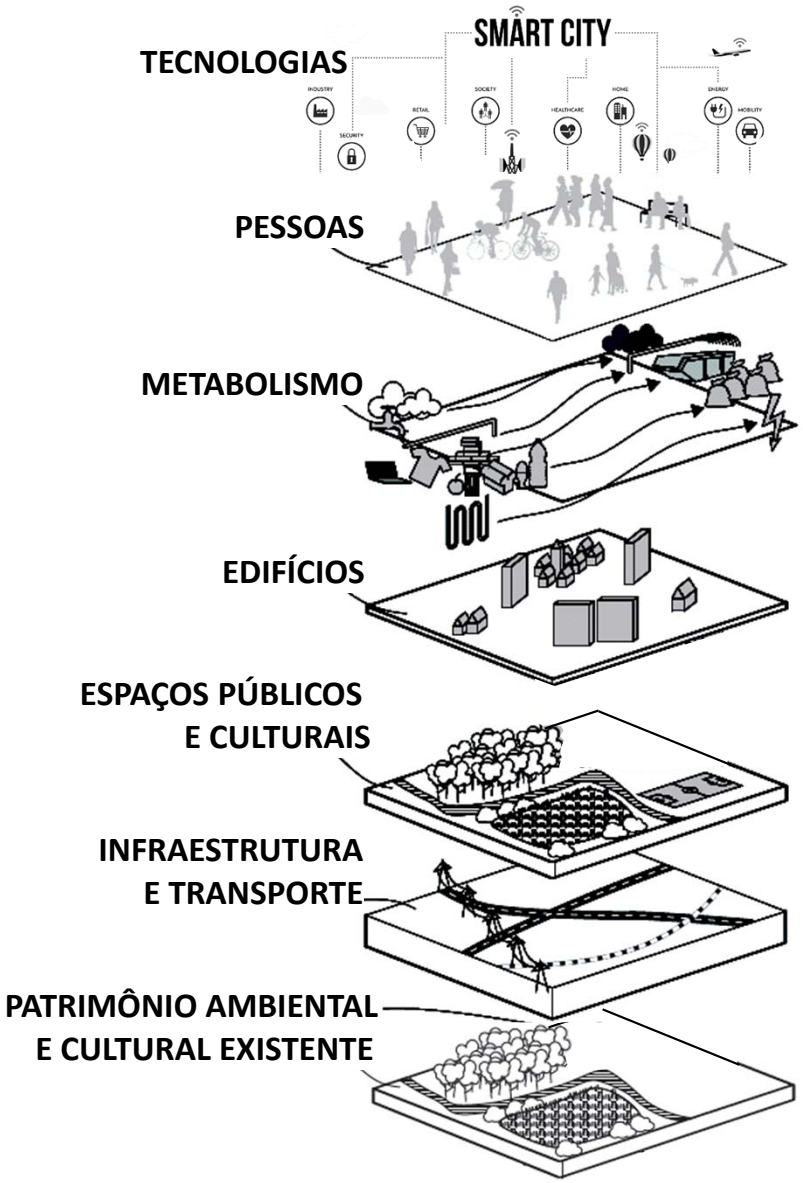
Inclusão, acessibilidade, participação, diversidade

https://www.galeriadaarquitetura.com.br/projeto/mmbb-arquitetos_/jardim-edite/889

http://www.mobilizadores.org.br/?attachment_id=32873

https://generocity.org/philly/2018/09/13/participatory-design-is-sustainable-design-on-landsca

https://blog.usejournal.com/creating-a-more-inclusive-future-for-kendall-square-e5fe5af3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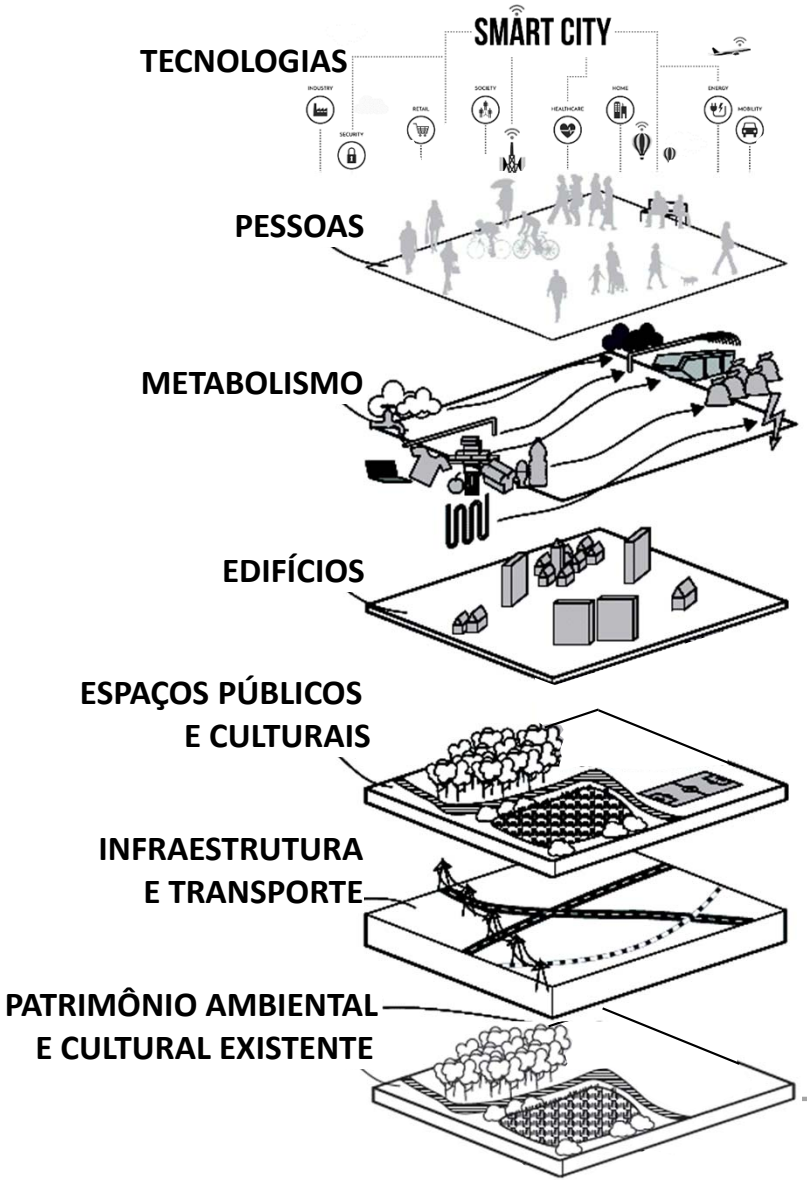
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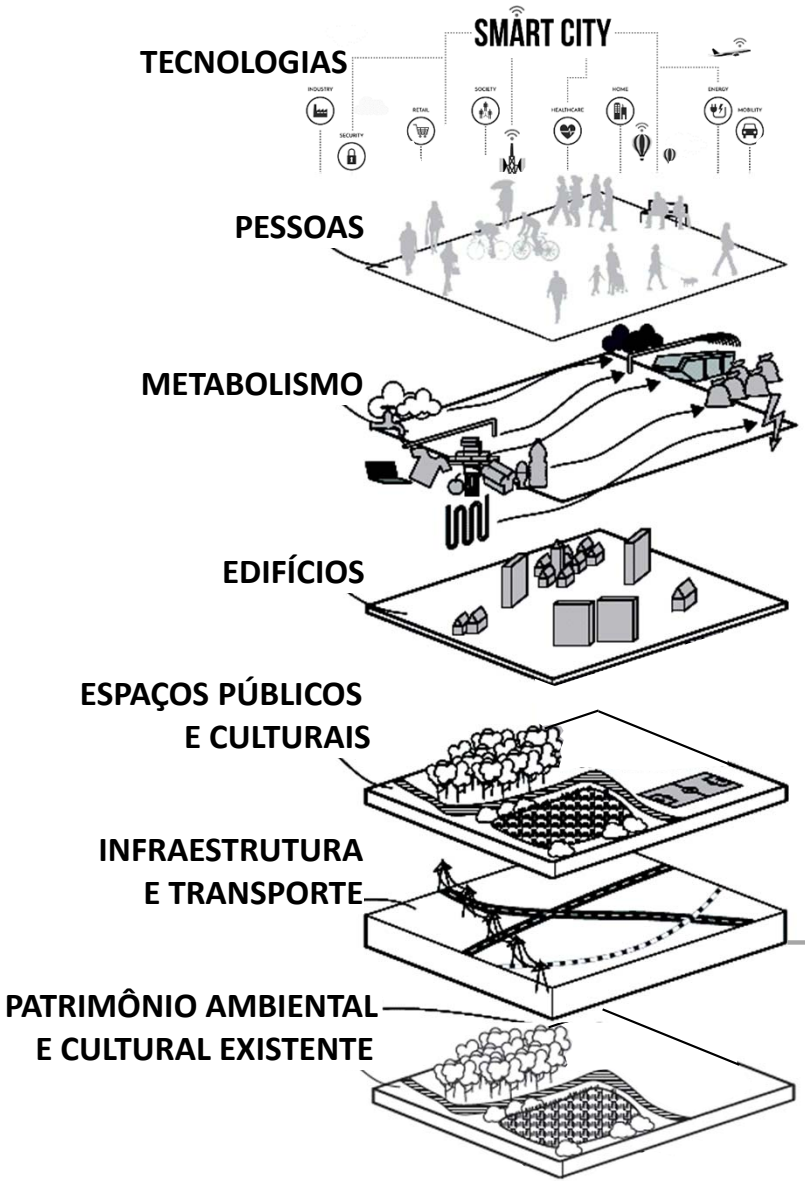
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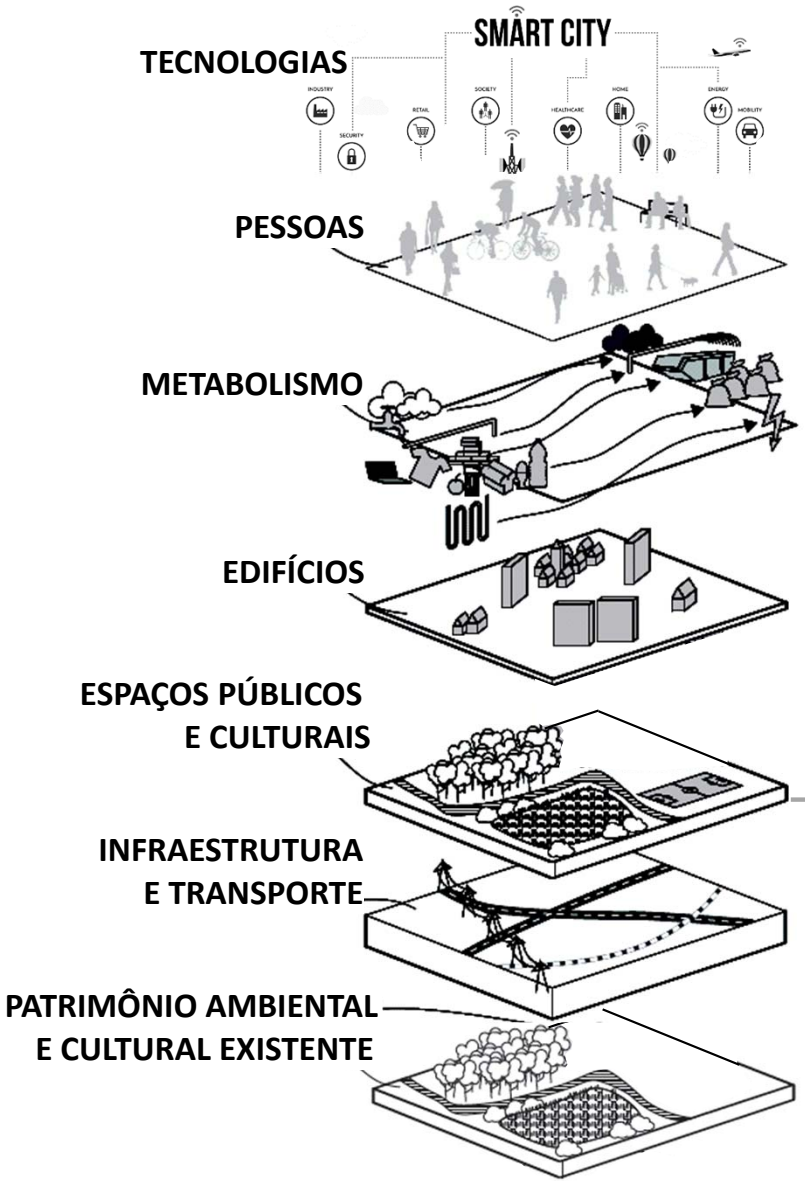
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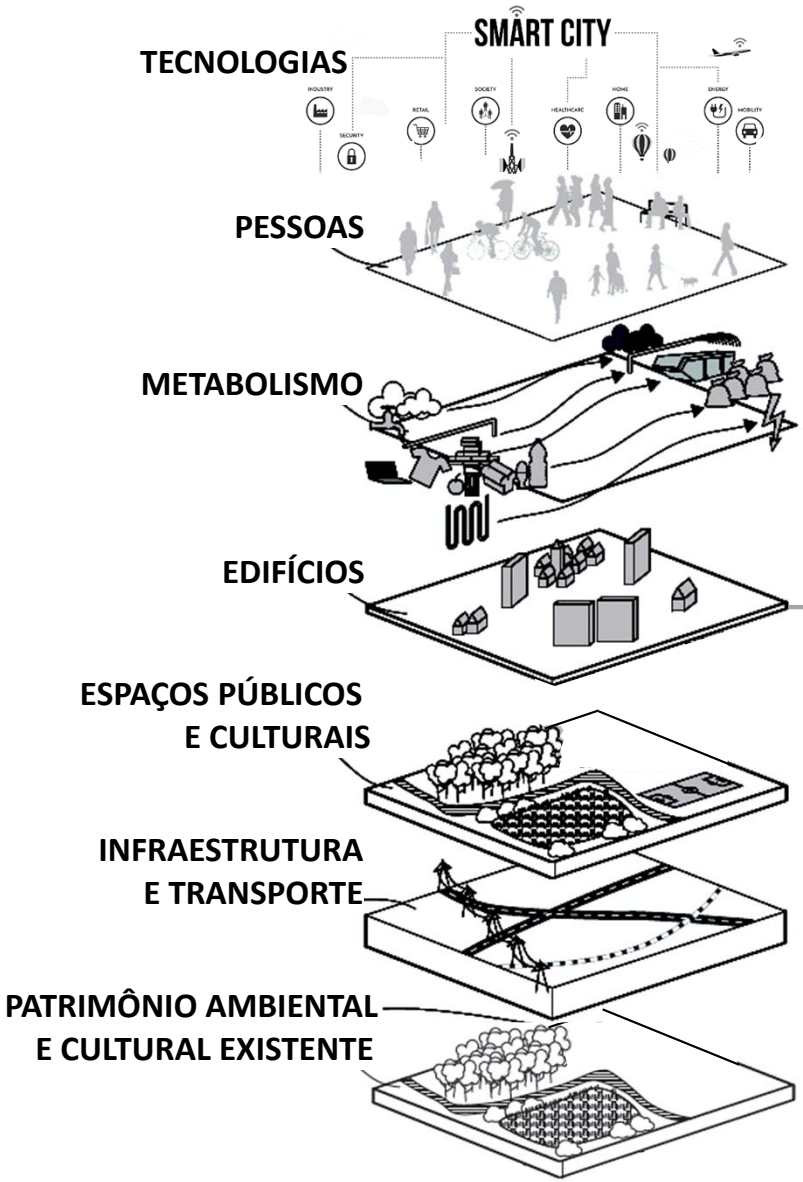
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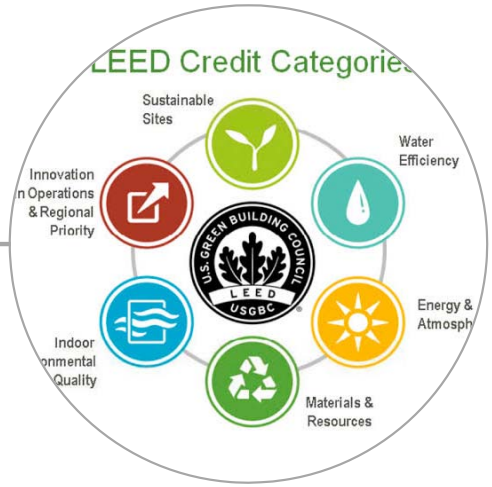
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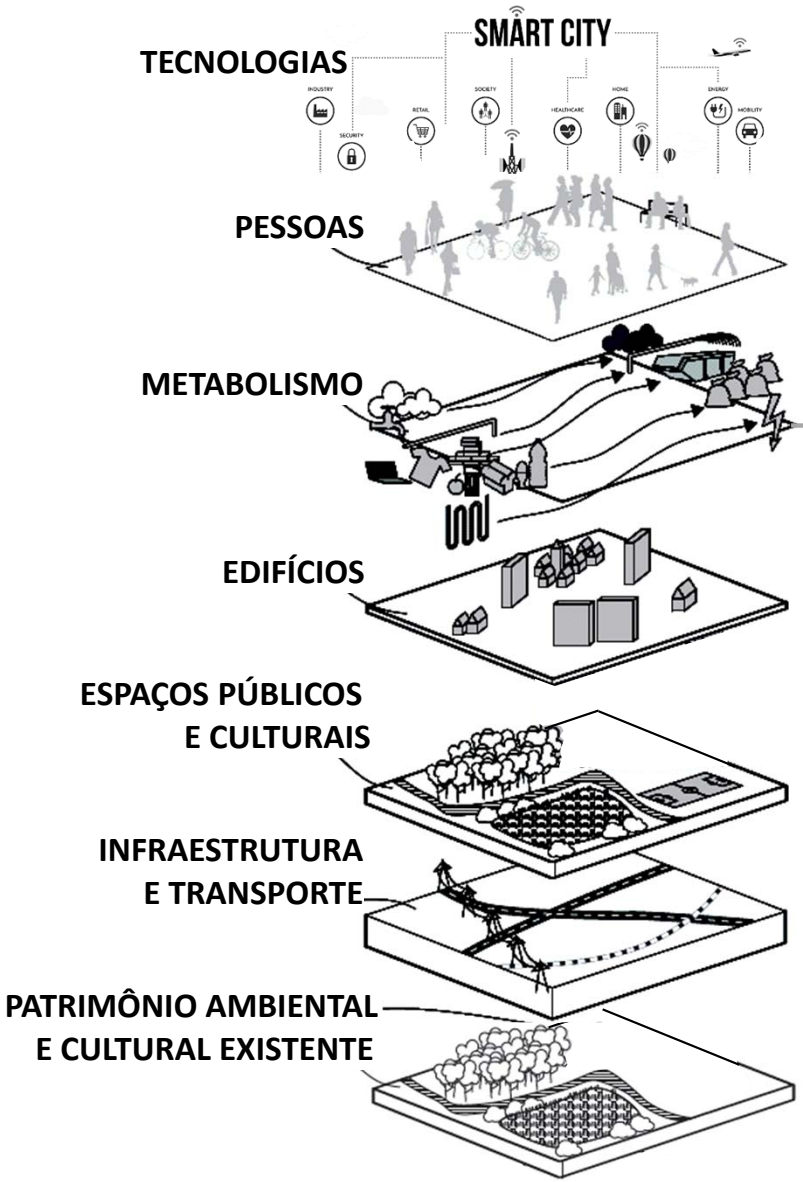

metabolismo

substantivo masculino

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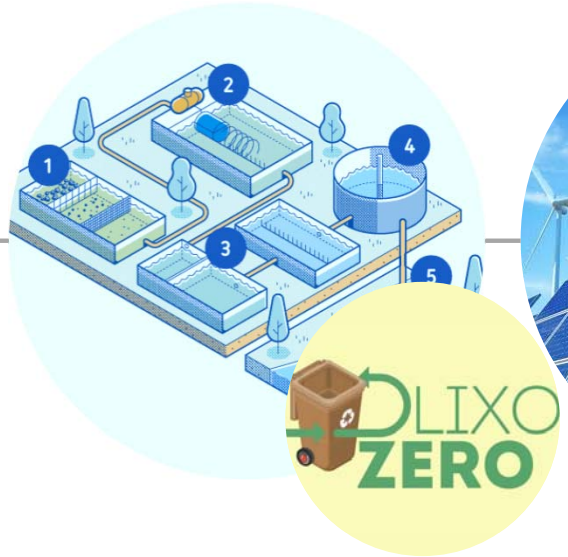
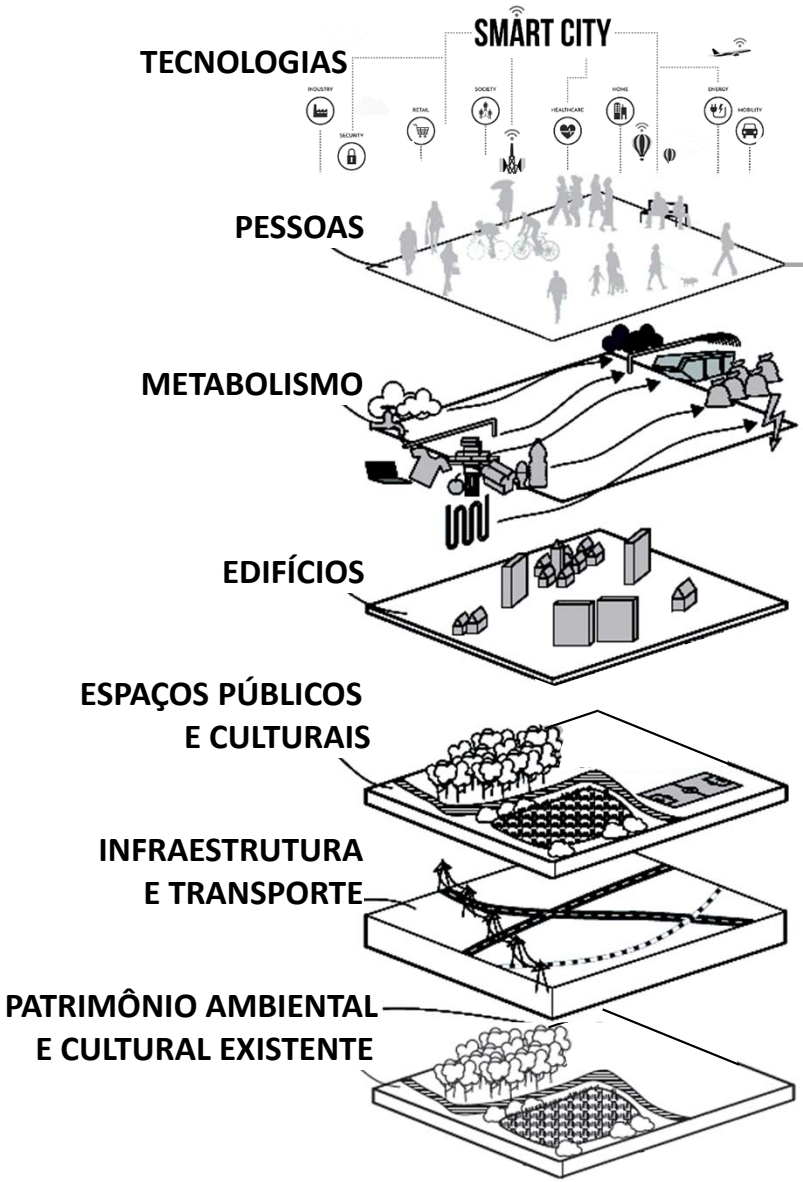
conjunto de transformações, num organismo vivo, pelas quais passam as substâncias que o constituem: reações de síntese (anabolismo) e reações de desassimilação (catabolismo) que liberam energia.

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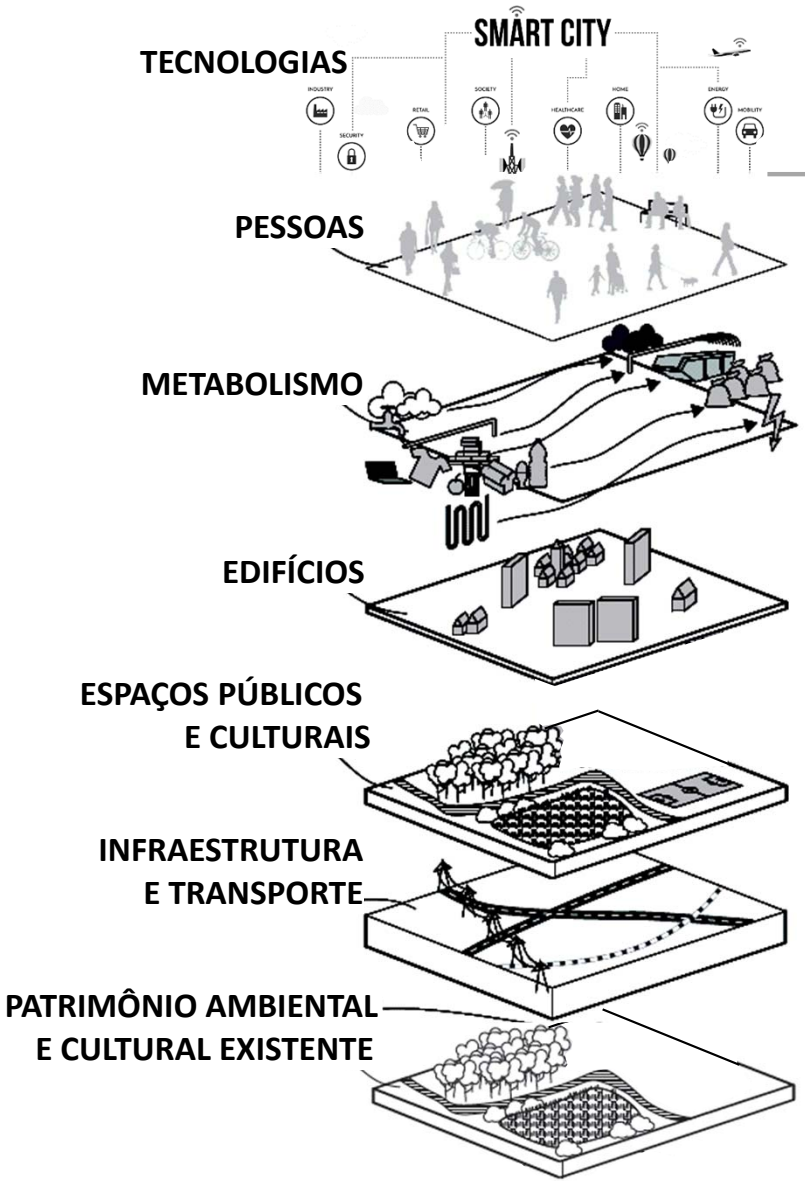
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https://medium.com/@darrenbatesllc/inclusive-3-d-urban-planning-fbc5c8017ac7

3. Características dos hubs de inovação

- Submetemos um projeto de pesquisa à chamada Fapesp-Fapesc para estudar as características típicas dos hubs de inovação com professors da UFSC. A UFSC implantou recentemente o Sapiens Park.
- Apresentamos a seguir alguns documentos já levantados.

Características urbanas dos mais bem-sucedidos distritos de inovação

Metropolitan Policy Program at BROOKINGS

The Rise of Innovation Districts: A New Geography of Innovation in America

Bruce Katz and Julie Wagner

"The trend is to nurture living, breathing communities rather than sterile compounds of research silos."

Introducing Innovation Districts

As the United States slowly emerges from the Great Recession, a remarkable shift is occurring in the spatial geography of innovation.

For the past 50 years, the landscape of innovation has been dominated by places like Silicon Valley–suburban corridors of spatially isolated corporate campuses, accessible only by car, with little emphasis on the quality of life or on integrating work, housing, and recreation.

A new complementary urban model is now emerging, giving rise to what we and others are calling "innovation districts." These districts, by our definition, are geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators.[1] They are also physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office, and retail.

Innovation districts are the manifestation of mega-trends altering the location preferences of people and firms and, in the process, re-conceiving the very link between economy shaping, place making and social networking.[2]

In recent years, a rising number of innovative firms and talented workers are choosing to congregate and co-locate in compact, amenity-rich enclaves in the cores of central cities. Rather than building on green-field sites, marquee companies in knowledge-intensive sectors are locating key facilities close to other firms, research labs, and universities so that they can share ideas and practice "open innovation."

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Pancholi et al. (2015) 1:13
DOI: 10.1186/s40852-015-0015-7

Journal of Open Innovation: Technology, Market, and Complexity
a SpringerOpen Journal

RESEARCH — Open Access

Public space design of knowledge and innovation spaces: learnings from Kelvin Grove Urban Village, Brisbane

Surabhi Pancholi[1], Tan Yigitcanlar[1*] and Mirko Guaralda[1]

Abstract

The era of knowledge-based urban development has led to an unprecedented increase in mobility of people and the subsequent growth in new typologies of agglomerated enclaves of knowledge such as knowledge and innovation spaces. Within this context, a new role has been assigned to contemporary public spaces to attract and retain the mobile knowledge workforce by creating a sense of place. This paper investigates place making in the globalized knowledge economy, which develops a sense of permanence spatio-temporally to knowledge workers displaying a set of particular characteristics and simultaneously is process-dependent getting developed by the internal and external flows and contributing substantially in the development of the broader context it stands in relation with. The paper reviews the literature and highlights observations from Kelvin Grove Urban Village, located in Australia's new world city Brisbane, to understand the application of urban design as a vehicle to create and sustain place making in knowledge and innovation spaces. This research seeks to analyze the modified permeable typology of public spaces that makes knowledge and innovation spaces more viable and adaptive as per the changing needs of the contemporary globalized knowledge society.

Keywords: Knowledge and innovation space; Place making; Contemporary public spaces; Knowledge-based urban development; Knowledge worker; Kelvin Grove Urban Village; Brisbane; Australia

Background

Public spaces are at the heart of democratic living (Carr et al. 1992), they are the main stage of urban life and facilitate encounters, exchange of experiences and foster a tolerant urban society through the exposure to different people and their traditions (Worpole & Greenhalgh 1996). These spaces are constantly charged with symbols and meanings that enhance the identity of a society (Zukin 1995). Different disciplines have different definition of what is a public space, highlighting for example land tenure, accessibility or social interaction. This research focuses on public spaces and their important role in the creation of local identity or place making (Amin & Graham 1997; Massey 2005). Policy-makers more and
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The Fundamentals of Third Generation Science Park Concept

Ilkka Kakko,
Founder and Partner,
Karostech Ltd, Finland
www.karostech.fi
www.respectserendipity.com

Introduction

Our business environment is transforming rapidly. The existing structures – institutions, corporations and societies – are not very good in adapting to the rapid changes, unexpected events, and overall unpredictability of the future. When development is not linear, we need different approaches and new forms for organizing our activities. **Stowe Boyd**[1], an American web anthropologist, futurist, and author, has described this transformation by calling it the "postnormal era". Also, the leading thinkers in Deloitte Edge, **John Hagel** and **John Seely Brown** are pointing out, that we are experiencing a Big Shift, where the former "push" methodologies will be substituted by the new "pull" thinking[2].

Science and technology parks (STPs) have existed more than fifty years and during the history they have fulfilled so called Triple Helix task by activating the collaboration between academia, business, and regional development organizations. The classification of science parks can be defined by using various factors. One established approach was presented by **Prof. Deong-Seong Oh** in his paper on UNESCO-WTA Training Workshop 2012 and that classification is based on the scale and of the activities: science park, technopolis, industrial cluster[3]. Our experiences from Scandinavian countries indicate, however, that in order to fully capitalize from the innovation potential of the region, one need to focus also in the dynamics between the stakeholders and the principles of a sound ecosystem building.

The scale of the operations is often determined by the market potential, but because the dynamics and the quality of interactions in ecosystems can be improved by management practices and also partly by governance policies, we have introduced our Third Generation Science Parks – model (3GSP). It is carefully designed for the challenges arising from the transformation of the global innovation landscape. Here we will list some of the elementary

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IASP International Association of Science Parks and Areas of Innovation — ANPROTEC — SEBRAE

Paper for the 30th IASP World Conference on Science and Technology Parks, 2013

From Third Generation Science Parks to Areas of Innovation

11/5/2019 The New Approach for How to Make a Place Innovative

BEARING

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The New Approach for How to Make a Place Innovative

by The Bearing Wave on October 21, 2015

To drive the development of an innovation ecosystem, four different sectors must be linked together: government, business, civil society and academia. This is what we call the Quad Helix and they need to be engaged in collaboration forums and projects and together drive development.

Also within and between the academic and business sectors
the innovation support system
value-chain thinking and collab

In such an environment, cre
unpredictable "aha" moment,
decisions made at every le
corporate engineering team
planning agencies, business an

In most places, this quad align
effect.

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https://blog.bearing-consulting.com/2015/10/21/

11/5/2019 Third Generation (3G) Innovation Environment

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Third Generation (3G) Innovation Environment

by Jörgen Eriksson on April 17, 2012

Bearing has gained vast experience from projects world-wide within the area of open innovation environments. The reward for us in this arena is that we are able to contribute to sustainable growth and globalization of both regions, corporations and SMEs. By practicing our well-proven **Open Innovation Framework Methodology** we help our clients increase their efficiency and maximize their commercial opportunities.

In this blog post, I will present how we in Bearing view the development of innovation environments for the past 50 years and how they relate in three distinguishable sequential generations. In conclusion I will present how the third generation is the current frontier of how to create effective innovation environments.

At the core of developing the methodology has been Jan Annerstedt, who is as Senior Advisor to Bearing for more than ten years, and also Professor in the Department of Operations Management, at Copenhagen Business School and a Counselor to the International Association of Science Parks (IASP).

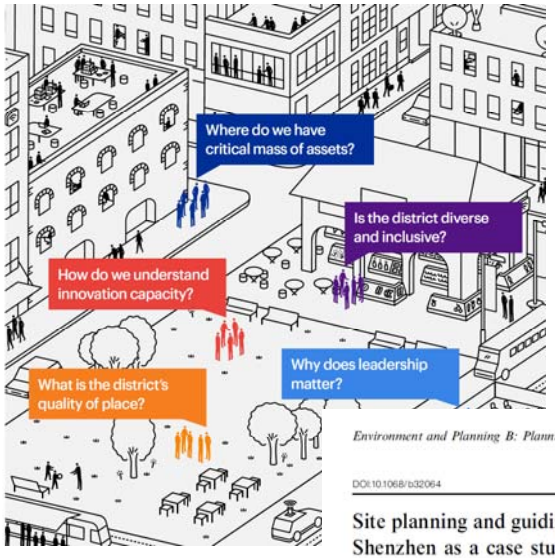
In this context, we work with the well recognized framework of different generations of innovation systems, showing contextual development step by step toward increasingly higher levels of integration in the knowledge economy.

A complement and/or natural enhancement of an existing 1st 2nd generation innovation environment, physical circumstances permitting, is the migration to a 3rd generation innovation environment.

Características urbanas dos mais bem-sucedidos distritos de inovação

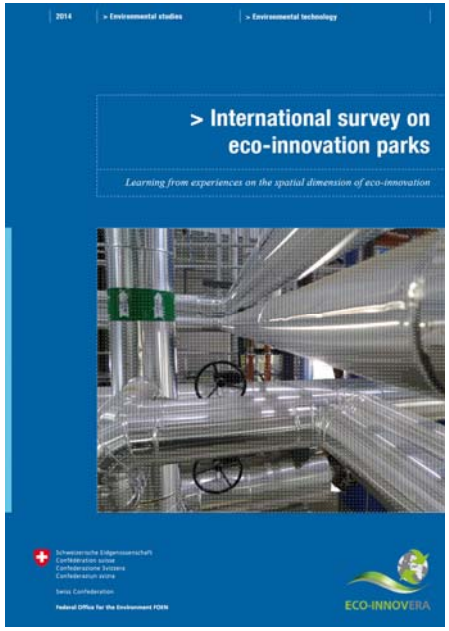
Assessing your innovation district: A how-to guide

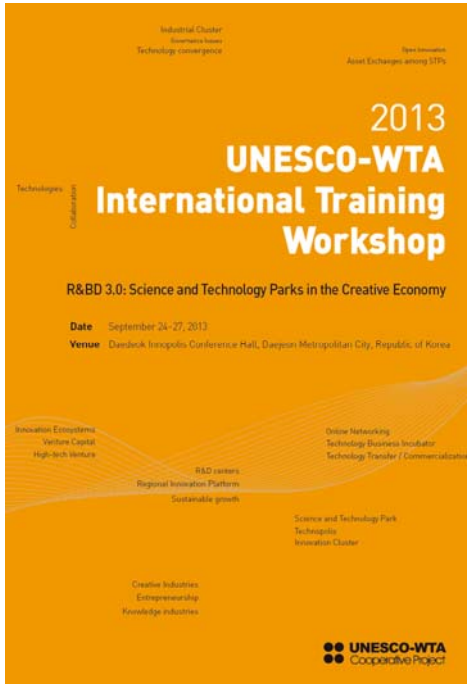
The Anne T. and Robert M. Bass Initiative on Innovation and Placemaking



Auditing #InnovationDistricts

Características urbanas dos mais bem-sucedidos distritos de inovação





4. Problemas comuns a resolver

- Sistema viário
- Conexão com a cidade
- Infra-estrutura (água, esgoto, energia)
- Definição dos conteúdos de interesse de cada stakeholder (ex: laboratórios vivos, espaços compartilhados de trabalho, áreas de convivência, alimentação, hospedagem, etc.)

5. Divulgação de eventos

Palestra aberta ao público
(parte do workshop de pós-graduação Nature-Based Solutions, patrocinado pela CAPES)

Green Wedge Urbanism
Prof. Fabiano Lemes de Oliveira

2/março, 19:00h
Auditório da FEC-Unicamp

Estão todos convidados!