

CORRIERE DELLA SERA.IT – SMART AND TECHNOLOGICAL: A NEW ITALIAN TOWN IN THE HEART OF BRAZIL

CORRIERE INNOVAZIONE



Territori, start up, creatività e network del Corriere della Sera

AUG 10, 2015

 [Press review](#)

It will be inaugurated next year in the northeast of the country: six thousand low-cost homes of nature, services and sustainable solutions to move and work

They did not consult the oracle of Delphi: they simply studied the maps and compared the data. Unlike Romulus, they have not been guided by an ox, nor have a mother city (the metropolis, in fact) behind them. Yet the thrill of being a founder of a new community is all there. And it could not be any other way.

Project made in Italy

The project – in truth already one-third completed – is called Planet and is all made in Italy. But the location is nine thousand miles and eleven hours flight from here. More precisely in Croatá, in the prefecture of São Gonçalo do Amarante, state of Ceará, northeast of Brazil, where an important industrial and port area around the center of Pécs has grown in recent years.

The technology in the center ...

“We are building a smart city for social housing,” says Gianni Savio, CEO of Planet Idea, the company that created the urban layout and dealt with lots; 330 hectares of land, six thousand homes to accommodate over 20,000 people, roads, services, parks, waterways and so much technology: from wireless networks to wastewater reuse systems, from bike sharing to car pooling, from squares equipped with sports equipment to generate energy to the computerized control of public lighting, the one under construction in one of the areas with the greatest economic growth of the carioca subcontinent, however, wants to be primarily an economically viable city.

... but within reach of everything

“We talk about social housing, low-income social housing for families,” says Savio, a past in plastics processing and a few years in overseas property business. What is emerging in Croatia overturns the concept so far pursued to build smart new foundations: not bigger investment decisions to build elite settlements but economically viable civil engineering operations located in areas peripheral yet resilient to change and sudden shocks (see economic crises and financial crises), where the least costs incurred to acquire the settlement area are used to provide the city with innovative infrastructure and services. In this way smart city becomes a democratic idea, which can be taken into account by local governments to intervene in situations of emergency housing.”

Costs

Doing the math, a 50 square meter apartment at Croatia Laguna Ecopark (this is the name chosen for the new town) should cost 30-35 thousand euros, virtually 700 euros per square meter. Operating far from the major existing settlements in the area (Fortaleza is 55 kilometers) allows in fact to cut the final cost of construction by 5%. “What is saved”, Savio continues, we reinvest into smart ideas.”

Risks

Like all the new residential complexes, the risk is that even Planet will soon turn into an anonymous bedroom

community. "We have implemented a project that is as close as possible to the balance between nature and architecture," assures Pier Maria Giordani, director of the ReCs Architects studio, who is overseeing the project – and all services are available within 400 meters of any home to discourage use of the car, but also to create a sense of community. "

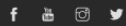
The future

The new Brazilian city, which will be inaugurated next year, was funded through crowdfunding, involving entrepreneurs and companies, mainly Piedmontese or at least of Northern Italy, with whom Planet has been working for some time. "There are no public funds or investment funds," Savio concludes, "although they may be there when we replicate the project elsewhere."



ITALY

Corso Valdocco, 2
10122 - Torino, Italy
+39 0110130523
Email: info@planetidea.it



BRAZIL

Av. Desembargador Moreira, 760
Fortaleza, Brazil
+55 85 3025 0909 / +55 99870 0138
Email: comercial@smartcitylaguna.com.br



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