

“SMART CITY”: A NEW CATEGORY OF HOUSING PRODUCT OR A TRUE REVOLUTION OF THE “REAL ESTATE” CONCEPT?



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[Press review](#)

Below is an interesting article by Marco Bello, published in “Il Sole 24 Ore” on 16/06/2016.

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We start from one or more questions to get to one or a series of answers: but do “smart cities” exist in reality today and if yes, what are they? And further, are we really able to realize a “smart city” and if yes, how?

“Smart city” means a new concept of city: that of the intelligent city.

A city where offices, shops, hospitals, apartments, barracks, department stores, roads, traffic lights, power lines, gas lines, water pipelines, waste collection, etc .. are developing and integrate optimally, and with the “big data” collection technology, all information is made available to its inhabitants.

This involves optimizing the lifestyle of residents who, having a whole set of data available, can choose what to do in their “smart” city, when to do it and where to do it, essentially the best and most conscious way to live. All for a common goal: sustainable growth in the quality of life.

But are there concrete examples of a “smart city”? As far as I know, the first true and complete “smart city” in all of its components that is currently under development and that I have personally seen, among other things realized with the characteristics of “social housing”, not found in Italy or Europe, but located in South America, namely in Brazil, in the northeast of Ceara (Pecem – Fortaleza).

It is a residential housing development in “social housing” with a small “light industrial” component, which has a size of about 330 hectares and, it seems incredible but it is truly like this, designed and developed entirely by a Piedmont group that, with a strong equity investment and the creation throughout its entire chain (construction companies, self-locking production companies, “agency” companies), has started the realization, the innovation, with the support of the Brazilian authorities, a completely interconnected city with absolutely intelligent urban nuclei, where the most “smart” and economically viable technologies are integrated and provided by a number of local and non-industrial partners. (ie Tim Brasil, Coelce-Enel, etc.).

We have the example, from the other side of the world, of an Italian group that, with a bit of healthy unawareness and positive vision of the future, has thought to invest time and money to make a real estate product and a completely new model which, in my opinion, is intended to completely modify the development approach of the single “real estate” product, applicable to all real estate categories: shops, offices, flats, hospitals, barracks, warehouses, establishments, shopping malls , etc...

I can say better, that realizing a “smart city” is to create a new “unicum” of the inhabited property that is entirely linked to the social reality that surrounds it and lives interactively in the “smart” city with an urban ecosystem revolution

to the social reality that surrounds it and lives interactively in the Smart City with an urban ecosystem revolution, which, being intelligent, puts all its products into "order", optimizing its yield, consumption and costs.

In practice, through a new interconnection system that is displayed by an "app", it will allow the apartment occupant to view and manage, not only the home automation control, the display of energy, water, gas consumed or the timing and the situation of waste collection at home and in the neighborhood or city, but also to participate in "social" life and to have available "social" services that are offered within the scope of a smart city "(eg car sharing, bike sharing, home-based care, baby sitting, dog sitting, etc.) or even knowing the traffic or smog situation in real time and much, much more of their intelligent city. In fact, the "app" will be the "control panel" of your home and neighborhood, with a profound interaction between man and the city, we might say of almost apparent control of the social reality rotating around him!

Finally, I would take a practical view: what is also relevant in the Brazilian smart city experience is the "concept", as developed and implemented there in Brazil. A "concept" that can be replicated and applied also here in Italy (or in other parts of the globe), as it is being studied today to replicate itself as a "joint venture" with an important Italian group within a residential development in Lombardy. All in order to create new real estate opportunities and, in particular, to make appealing to the Italian buyer what, for a number of reasons well-known to those who work in the real estate, is not easily sold today: for example the residential product which, if set up in a "smart" way, becomes or can become something completely different and absolutely marketable even in our troubled Italian market whether it is in "social housing" or not in "social housing".



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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