

# IN BRAZIL THE FIRST “SOCIAL CITY” IS BORN THANKS TO CROWDFUNDING



Tim, Enel, Tyco, Arup, the Politecnico di Torino, and the University of Gastronomic Sciences are partnering with Planet and integrating their know-how to build smarter cities. One year after their project began, site activity is accelerating with the construction of infrastructure and homes. In Brazil, the project is getting the attention of media and institutions a like and the response from the real estate market has been highly encouraging exceeding provisioned estimates.

## The project

Social housing is a distinct type of real estate and involves unique urban planning. Many factors must be organically integrated including: housing shortages, sustainability, social inclusion, and application of technology for the operation of the city. Planet’s smart city is an intelligent urban ecosystem designed to incorporate social housing. This is a project conceived by professionals, urbanization experts, and smart utility providers which propose an evolutionary smart city model. Last year the project was presented at Expo Milan 2015 at the Brazilian pavilion, the first social smart city in the world. Planet Idea, an Italian company, has realized the project on an uninhabited site which is located about 55 kilometers from Fortaleza. It will be a new city with houses and services, socializing sites and shops, schools, an industrial park, and ample green spaces. It will be a diversified, social, and holistic community rather than a lifeless bedroom community.

## Construction progress

The Smart City Laguna will be built based on the architectural designs produced by Recs Architects. Once completed the community will extend over an area of 330 hectares and will contain about 21,000 inhabitants and six thousand homes. In total there are nearly 6,800 lots, with mixed uses and sizes ranging small-scale to industrial properties. A 50m2 home is projected to cost between 30-35 thousand euros. “This is a more inclusive smart city, with a new target buyer – says Savio – the low-income brackets. Social housing represents 50% of the world’s housing market. Every year twenty million homes are built in the world, two million in the most developed countries and eighteen million in developing countries. Of these eighteen million, 50% or nine million homes are social housing.”

## A smart (and low cost) city

Once completed, Croata Laguna Ecopark (this is the name of the new city), built on the architectural design of the ReCS Architects studio, will extend over an area of 330 hectares and will contain about 21,000 inhabitants for a total of six thousand homes and nearly 6,800 total lots, including small-scale and industrial settlements. The cost for a house of about 50 square meters should be around 30-35 thousand euros. “The smart city becomes more inclusive, opening up to a new target – says Savio – low-income brackets. Social housing represents 50% of the world’s housing market. Every year, twenty million homes are built in the world, two million in the most developed countries and eighteen million in developing countries. Of these eighteen million, 50%, or nine million homes, are social housing.”

THE PILLARS

## Our partners

Each day the Earth's population increases by 220,000. Smart city concepts must be used to intelligently predict and prevent a future global housing crisis. Every country has its peculiarities – it continues – but for all is valid the importance of smart mobility, sharing, smart grid or free wi-fi, as well as the overall value of global best practices. We support a number of technical partners, from Enel to Tim, while with Arup, the international engineering company, we are also working on building with a smartness index for urban infrastructures. We also have a conceptual network: with the Politecnico di Torino we are developing the concept of the Smart City originating from Social Housing ».

## A replicable prototype

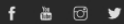
Not intervening on individual housing units, but on the construction of cities, infrastructure and services, through a replicable prototype, even in the Italian neighborhoods: "We have so many innovations, from urban gardens to temporary shops, but there are no models that bring this innovation to the system. The prototype is applicable to all new settlement areas chosen in accordance with local authorities involved in social housing programs. We are launching agreements for the realization of social housing smart neighborhoods in Italy."

*Source: Corriere del Corriere del Corriere della Sera, article by Sveva Alagna.*

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