

**DESIS**  
**NETWORK**  
Design for  
Social Innovation  
and Sustainability

# NICE 2035

Neighborhood of  
Innovation,  
Creativity, and  
Entrepreneurship  
toward 2035



**TONGJI UNIVERSITY**  
**COLLEGE OF DESIGN AND**  
**INNOVATION**

同济大学设计创意学院

**Tongji University**  
**Tongji DESIS Lab**  
**China**

**Promoter(s).**  
**College of Design and  
Innovation, Tongji University**

**Siping Community**

**Funder(s).**  
**Multiple funders**





## **Background.**

**Recently released ‘Shanghai Master Plan 2017-2035’ (also known as “Shanghai 2035”) underlines the potential role of neighborhoods in developing the city into a more attractive, humane city. NIC 2035 envisions neighborhoods as arenas for social innovation as well as business innovation, and community-supported ecosystems of open-innovation for future living.**



# SIPING NEIGHBOURHOOD

100 THOUSAND IN POPULATION

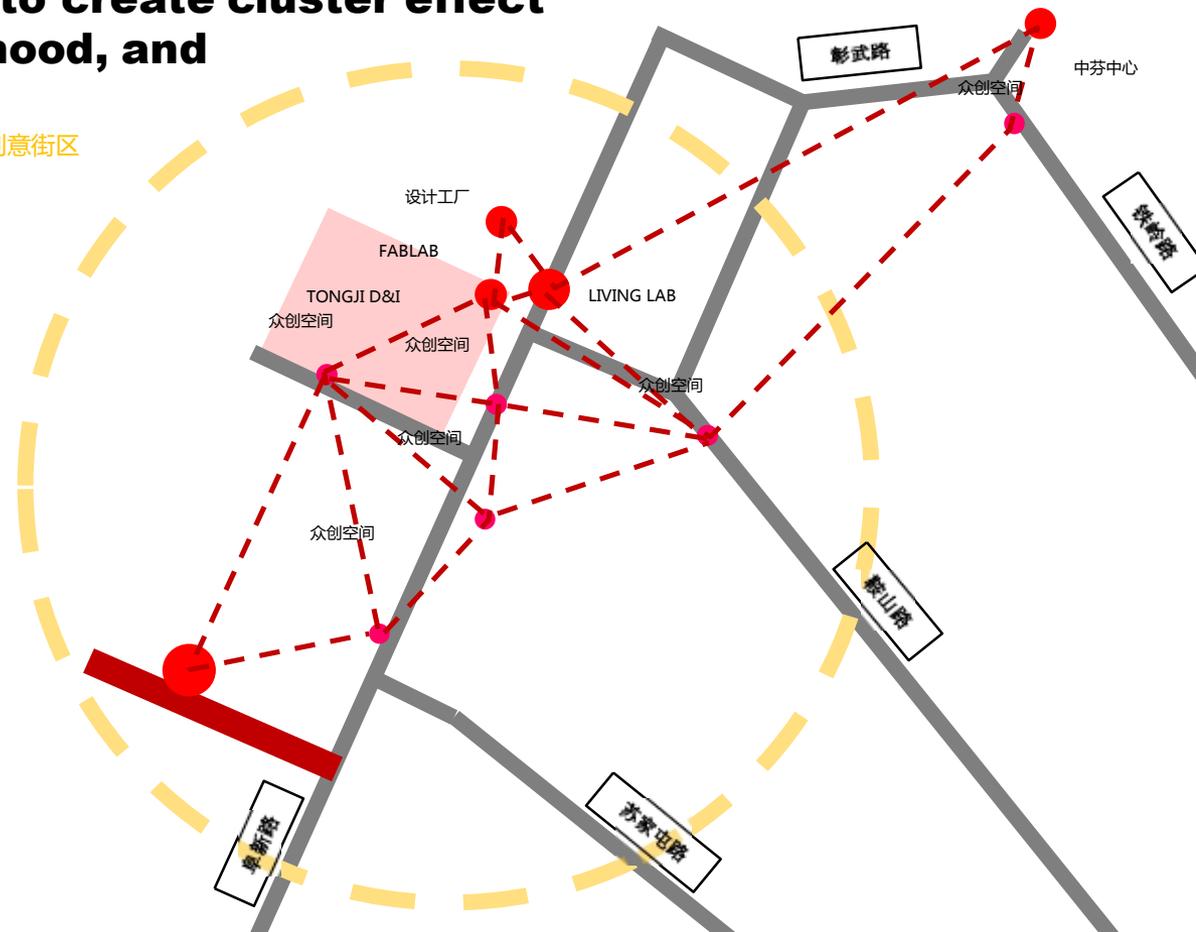
## Context.

**NICE 2035 is a framework project under which a number of social innovation initiatives grounded in the Siping neighborhood in Shanghai – where Tongji DESIS lab is located – are carried out. Siping neighborhood is characterized by old residential areas built in the 1970's and 80's for industrial workers, and higher educational institutions (Tongji university).**

# The project.

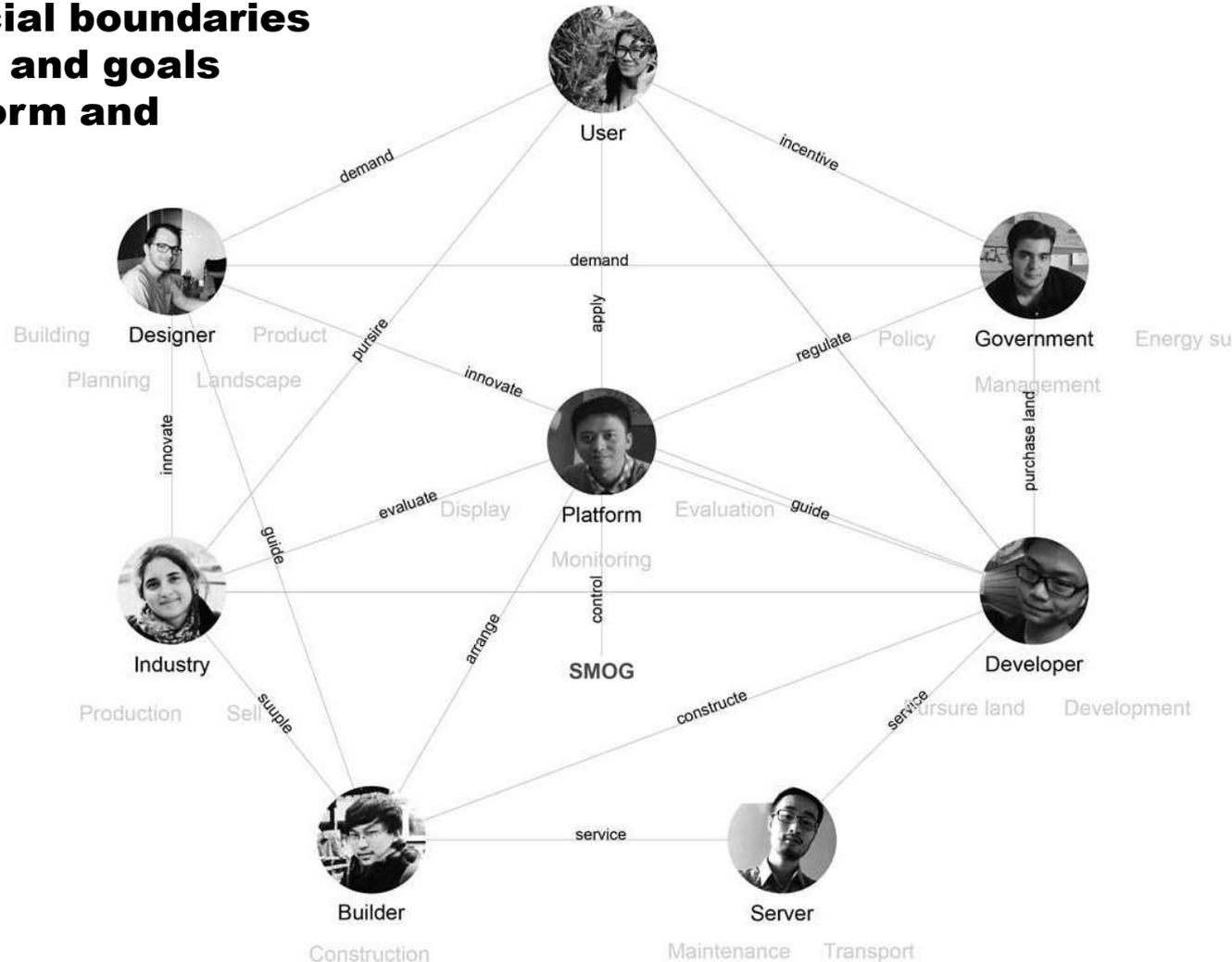
A network of labs that have different goals and focuses ranging from food, entertainment, mobility, to incubation have been established in the Siping neighbourhood. These self-standing labs explore future ways of living autonomously, but at the same time, aim to create cluster effect together in the neighbourhood, and the city in the long run.

校区资源外延创意街区



# The project.

**NICE 2035 also has created a network of people collaborating together beyond geographical, disciplinary, and social boundaries for common interest and goals through online platform and offline platforms.**

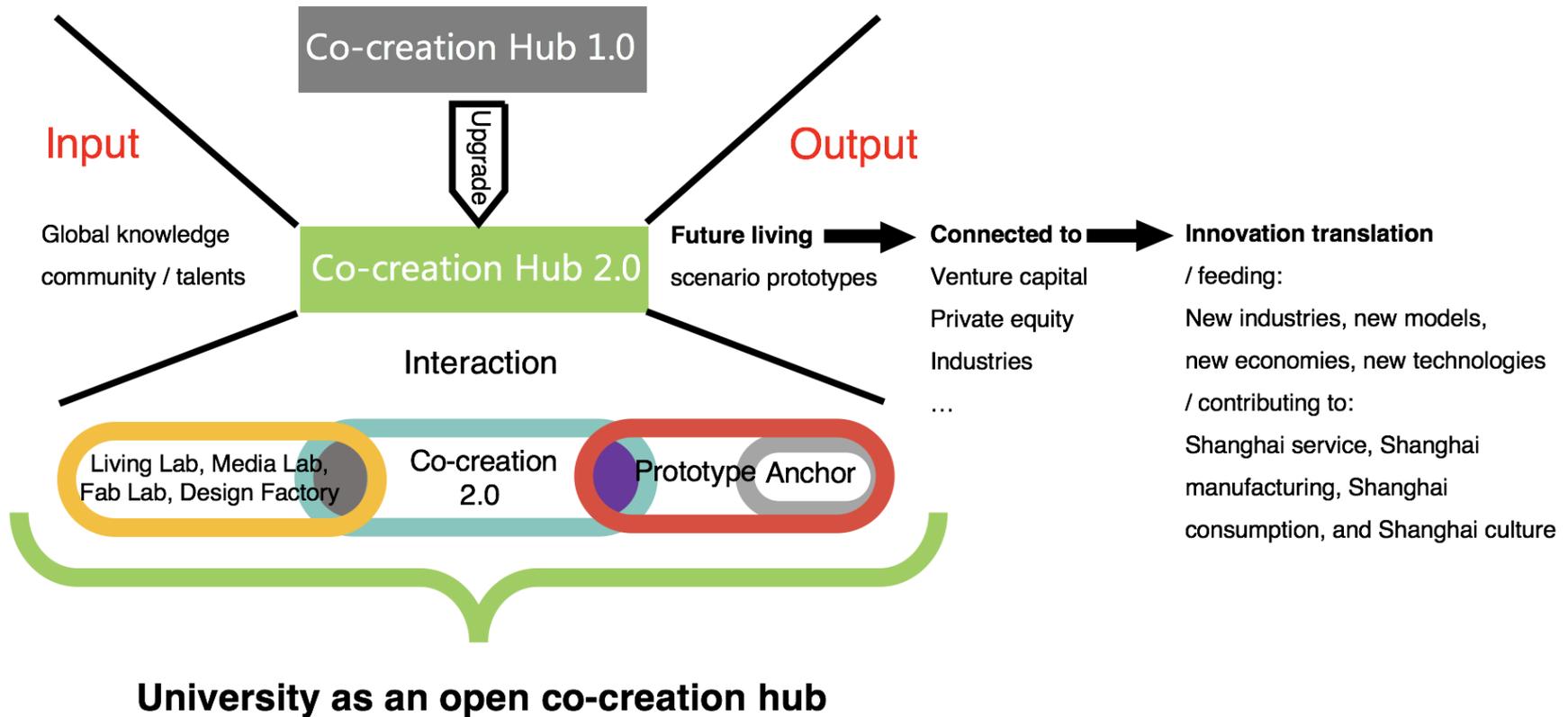




## **The design process.**

**By adopting the approaches of 'living lab' and 'open innovation', urban residential communities are considered as potential urban innovators that can co-create and experiment new ideas for future living.**

## Urban community as a living lab of future living



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