NICE 2035
Neighborhood of Innovation, Creativity, and Entrepreneurship toward 2035
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. NICE 2035 envisions neighborhoods as arenas for social innovation as well as business innovation, and community-supported ecosystems of open-innovation for future living.
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.
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.
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