

**ic**



Intellectual Capital for  
Communities  
In the Knowledge Economy

# Intellectual Capital for Communities in the Knowledge Economy Emerging Worlds, Growing Intangibles



**ic**



Intellectual Capital for  
Communities  
In the Knowledge Economy

# University Ubiquity in Knowledge Cities

**Francisco Javier Carrillo**



**Session 11:  
REGIONS, CITIES & TERRITORIES APPROACHES  
ROOM C  
June 7, 14.15-15.45**



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deconstructing the university campus**
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- 3. Urban tomography: the *Distrito Tec* case**
- 4. Cultivating Knowledge Markets**

# **1. From seclusion to ubiquity: deconstructing the university campus**

# Out of reach



<http://images2.fanpop.com/image/photos/13400000/Jareth-labyrinth-13438244-719-595.jpg&imgrefurl>

# Secluded



<http://ih0.redbubble.net/work.6182250.1.flat,550x550,075,f.the-name-of-the-rose-castel-del-monte.jpg&imgrefurl>

# Inward looking



[http://www4.clikpic.com/dhsimmonds/images/Medieval\\_CloistersDS.jpg&imgrefurl](http://www4.clikpic.com/dhsimmonds/images/Medieval_CloistersDS.jpg&imgrefurl)

# Scale





# Fusion



[http://www.google.com/imgres?imgurl=http://www.e-architect.co.uk/images/jpgs/sweden/albano\\_university\\_campus\\_cca151208\\_1.jpg&imgrefurl](http://www.google.com/imgres?imgurl=http://www.e-architect.co.uk/images/jpgs/sweden/albano_university_campus_cca151208_1.jpg&imgrefurl)

# UniverCity



<http://plusmood.com/2008/12/library-and-learning-centre-in-vienna-won-by-zaha-hadid/>

# Capital layers



<http://www.ecofriend.com/entry/eco-architecture-university-campus-in-scotland-will-generate-renewable-electricity/&usg>

# Pocket university



<http://www.akendi.com/assets/field-research-1.jpg&imgrefurl>

# Ubiquity



[http://www.raizlabs.com/blog/wp-content/uploads/2008/03/augmented\\_reality.jpg&imgrefurl](http://www.raizlabs.com/blog/wp-content/uploads/2008/03/augmented_reality.jpg&imgrefurl)

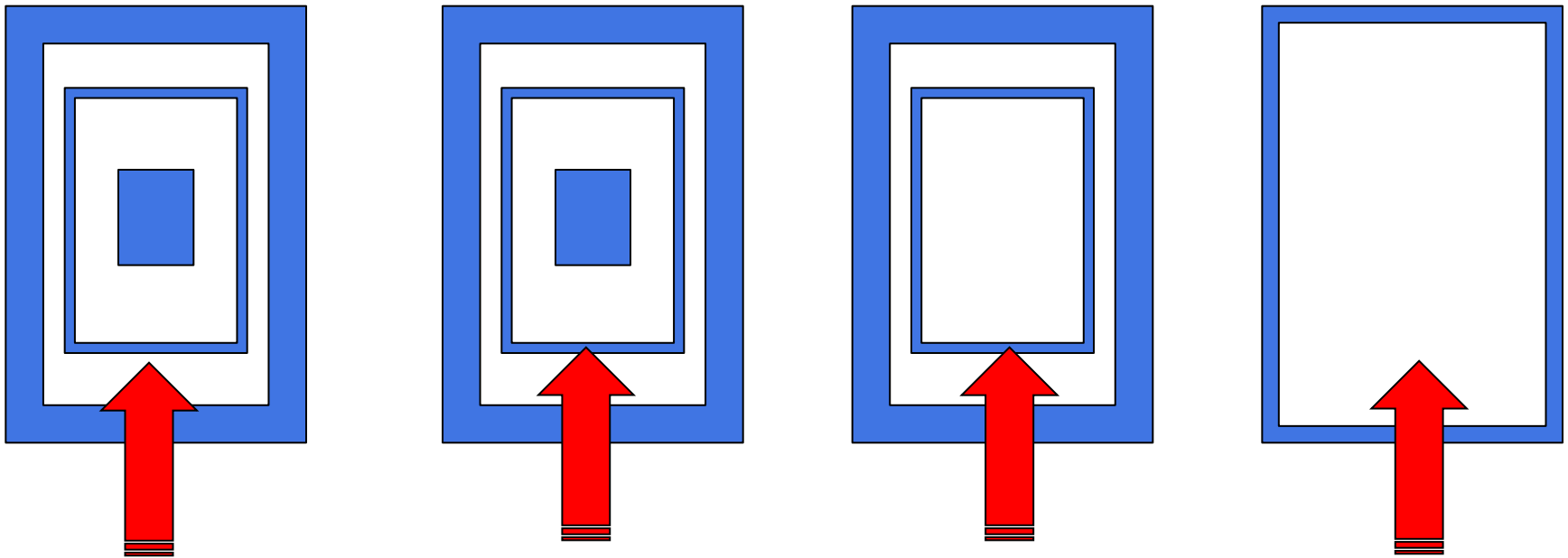
# Articulation of experience



<http://174.122.96.210/~youheard/wp-content/uploads/2010/08/Sleep-Teaser-311.jpg&imgrefurl>

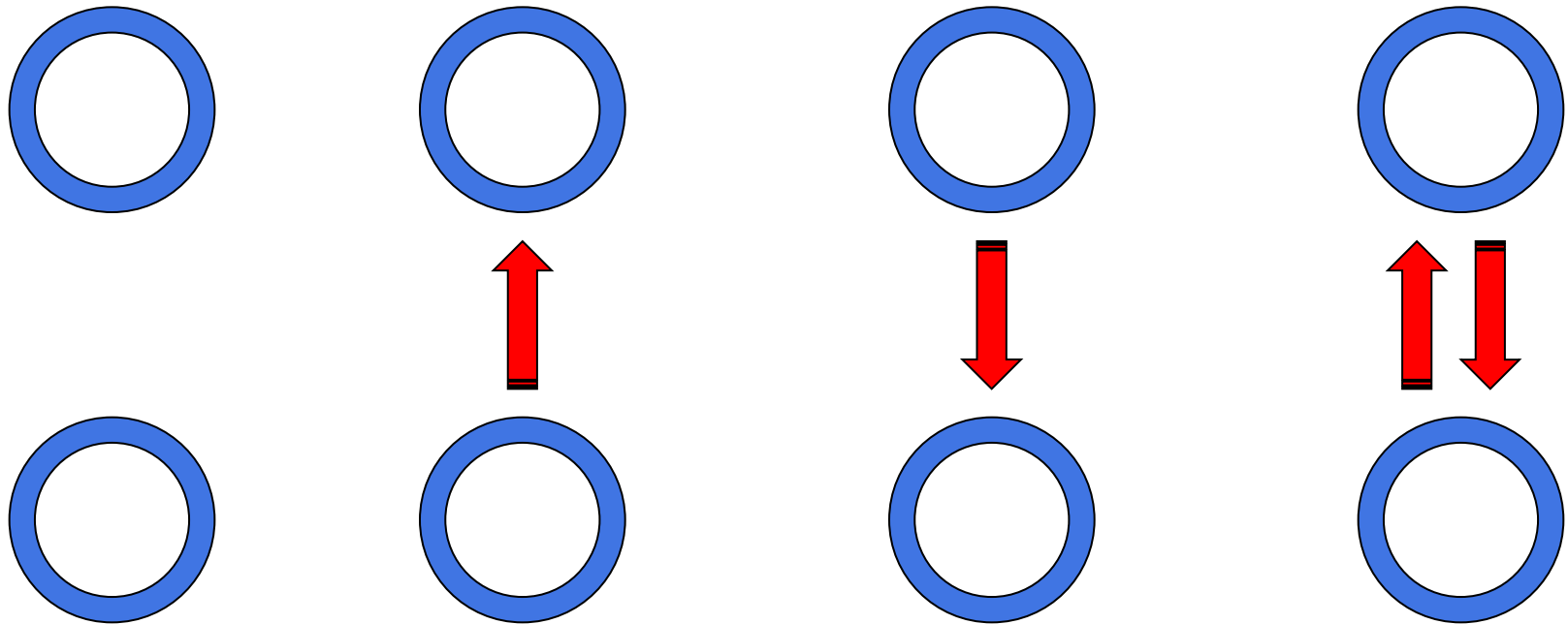
## 2. Capital systems and knowledge markets

# Isolating boundaries & inner core (cloister architecture)

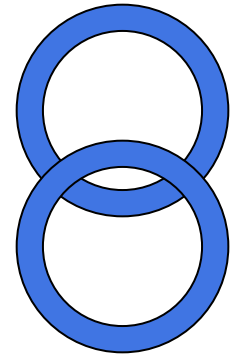
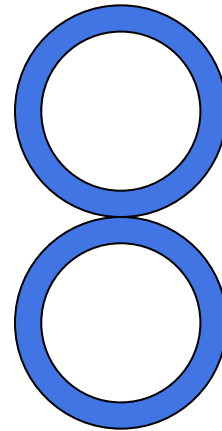
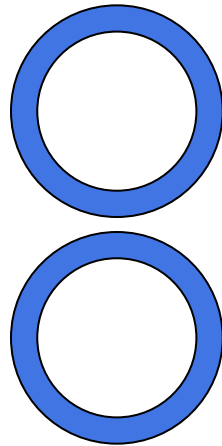
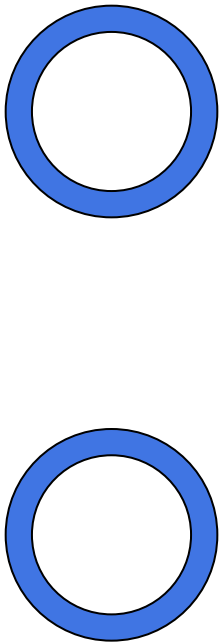




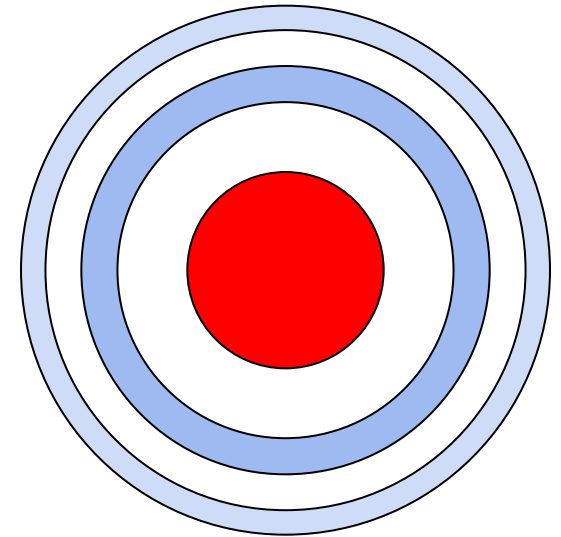
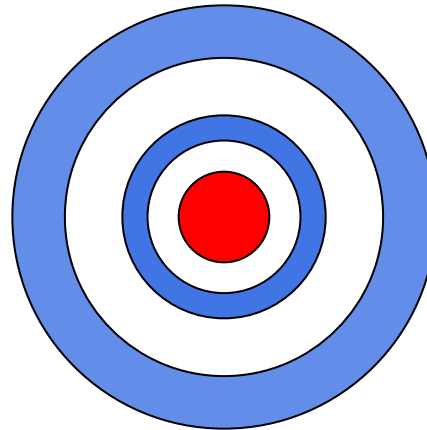
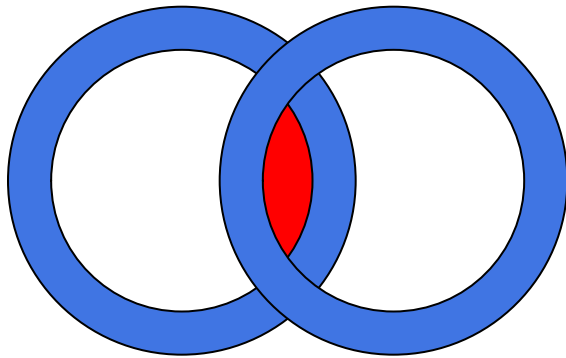
# Distinctive entities (precincts)



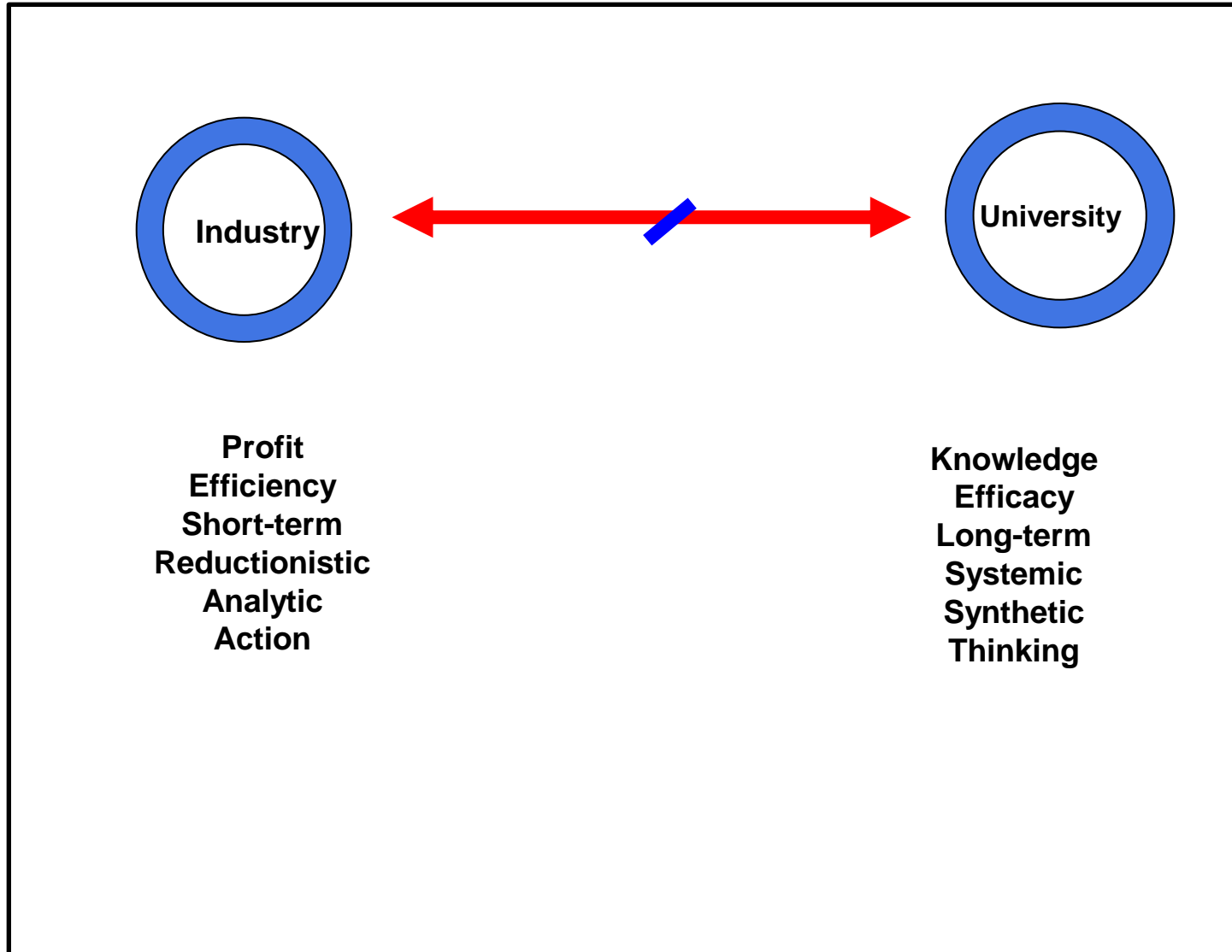
# Partial integration



# Fusion and transcendence



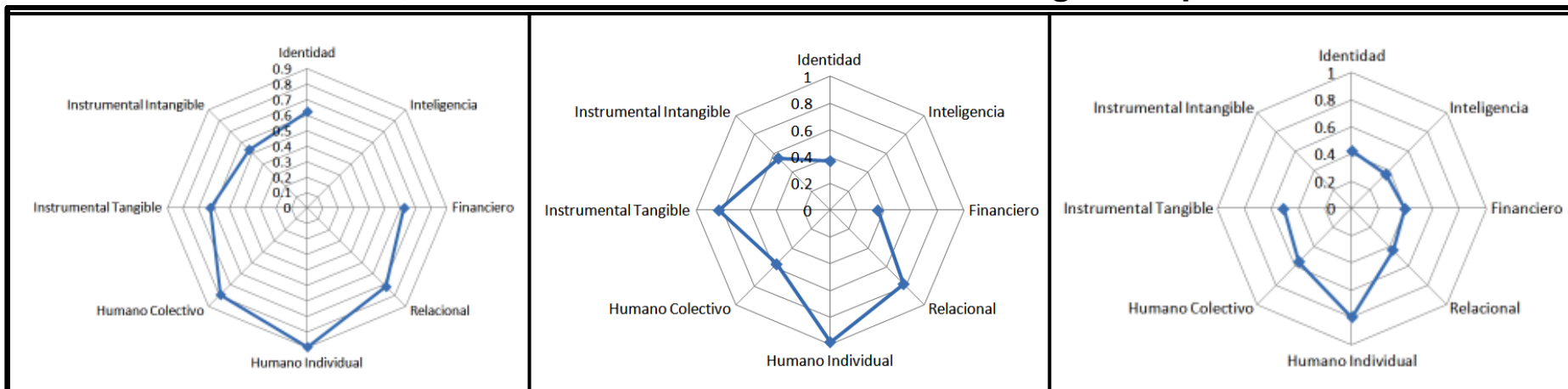
# Value System Clash?



# Capital visualization

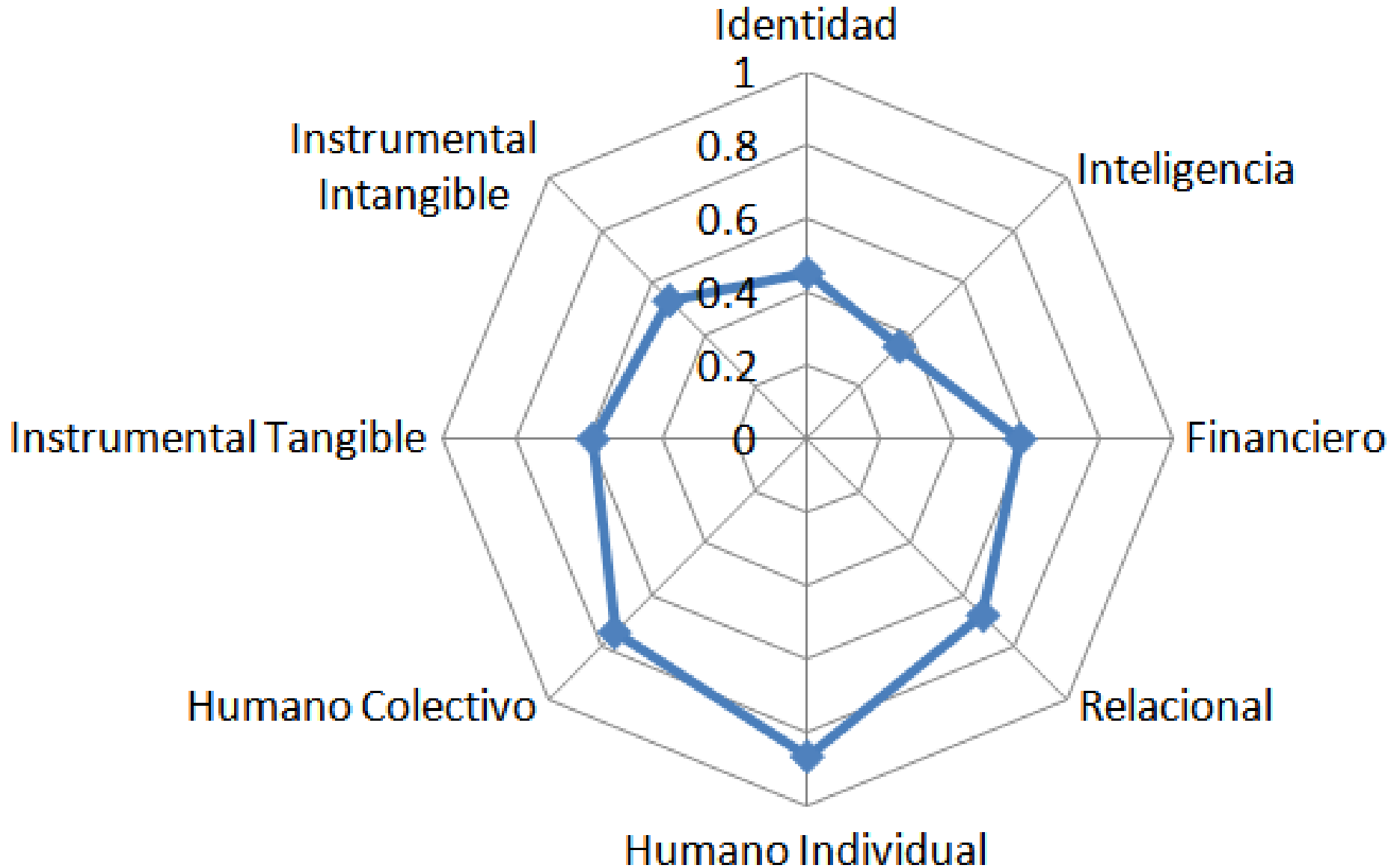
CAPITAL	National	Latin America	International	General
Identity	0.619563164	0.366423611	0.424319728	0.4541418
Intelligence			0.357142857	0.3571429
Financil	0.624019936	0.35585845	0.39517633	0.5823859
Relational	0.717116748	0.775007321	0.430650102	0.6803412
Human Individual	0.895022099	0.980032875	0.797592525	0.8662157
Human Collective	0.790382697	0.566733672	0.555219552	0.7460553
Instrumental Tangible	0.625571679	0.831439595	0.508254557	0.5865928
Instrumental Intangible	0.529828086	0.547329648		0.5346423
<b>Average</b>	<b>0.685929201</b>	<b>0.631832168</b>	<b>0.495479379</b>	<b>0.6009397</b>

## National, Latin-american & Internacional Average Comparisons

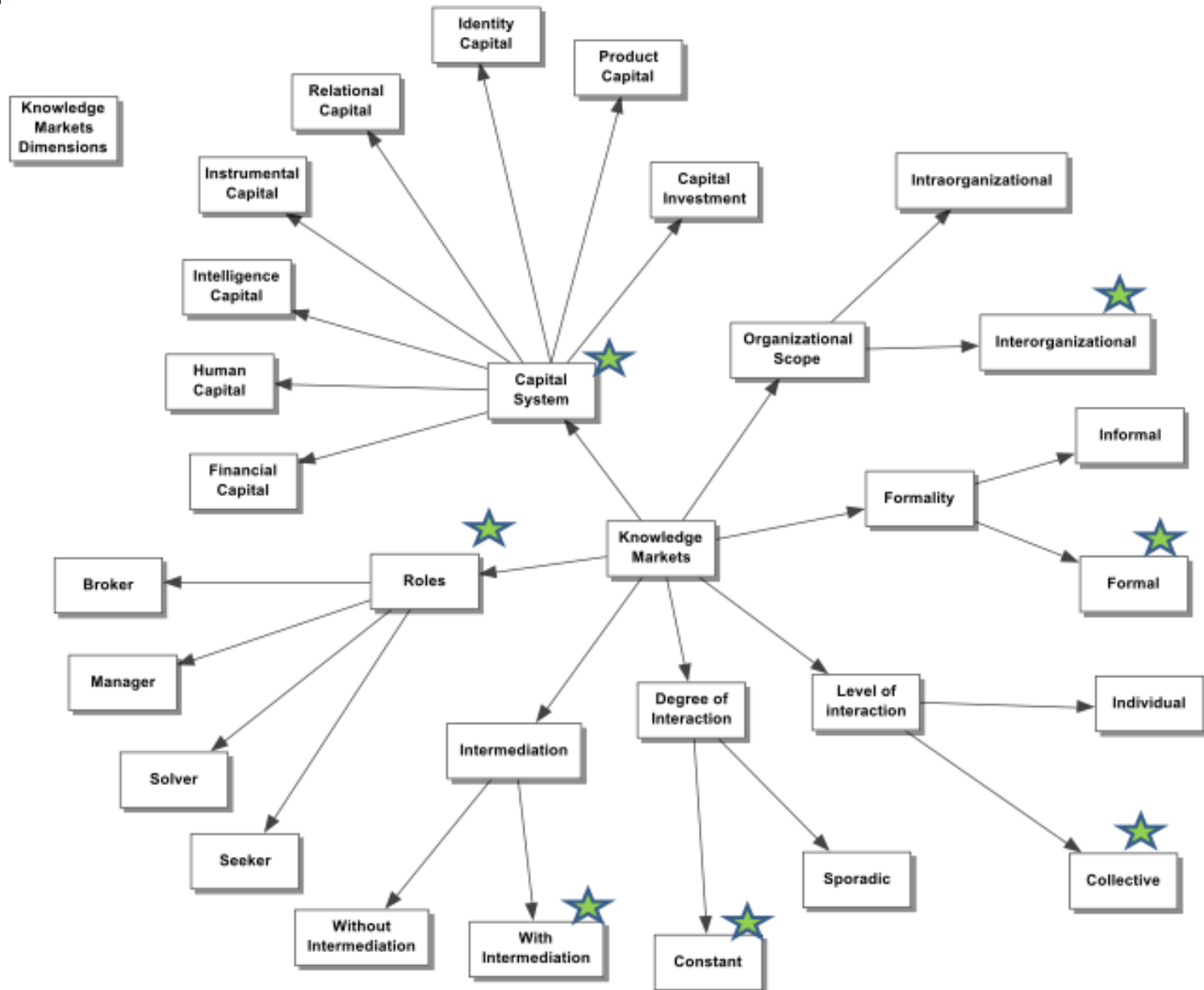


**Monterrey SC Index = 0.6009**

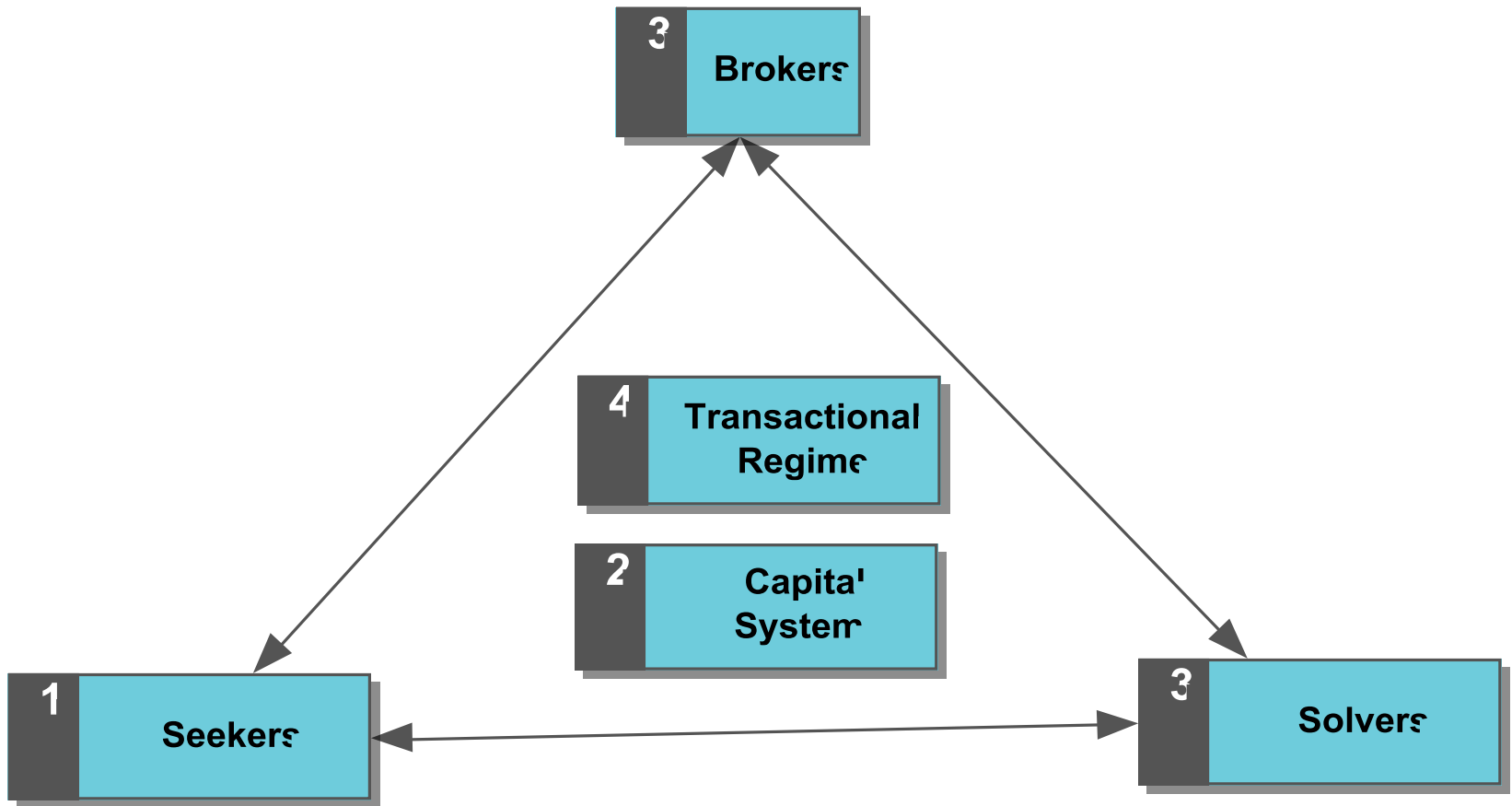
# Strategic capital development



# Knowledge Market Dimensions

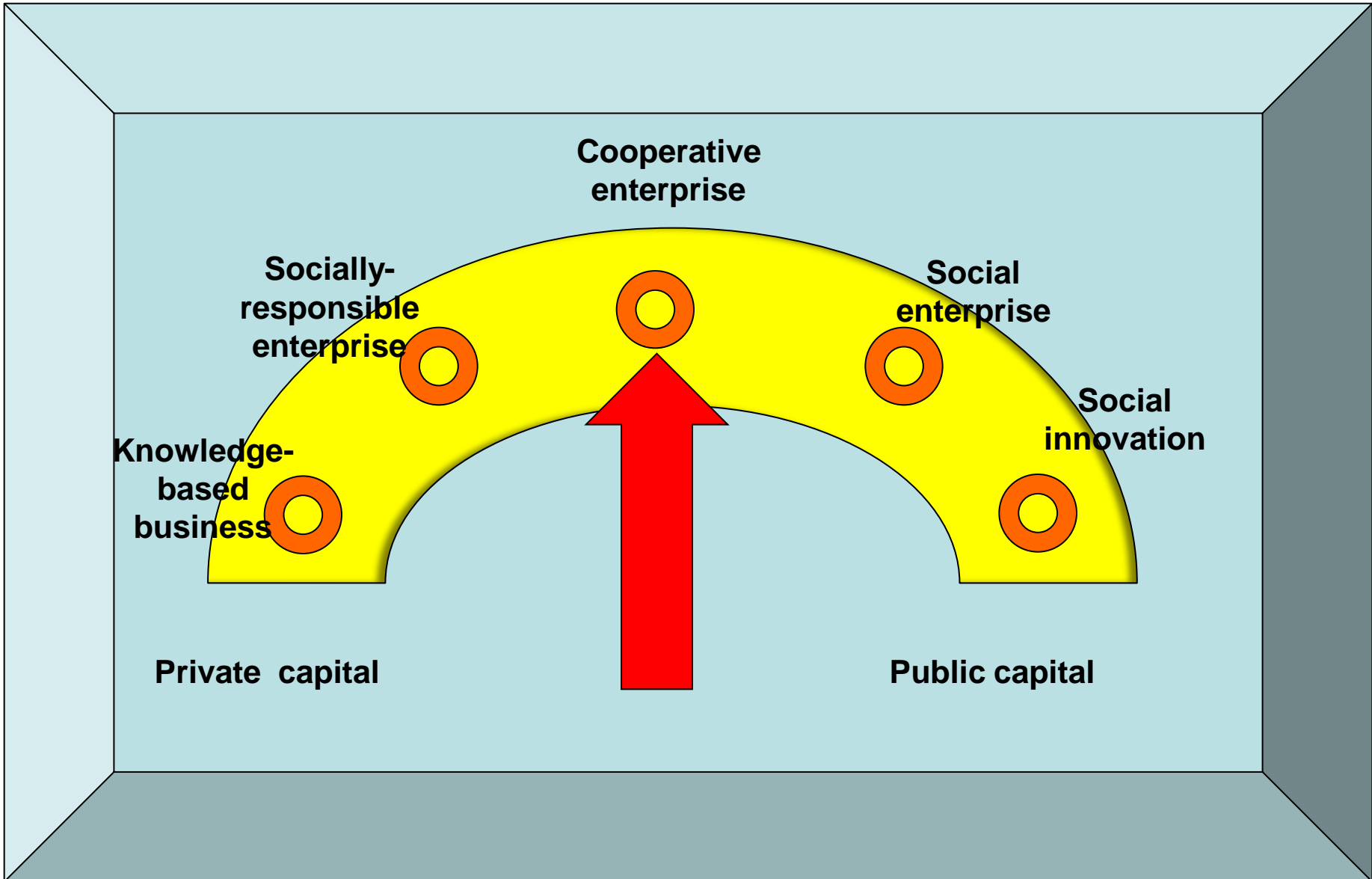


# Key design elements





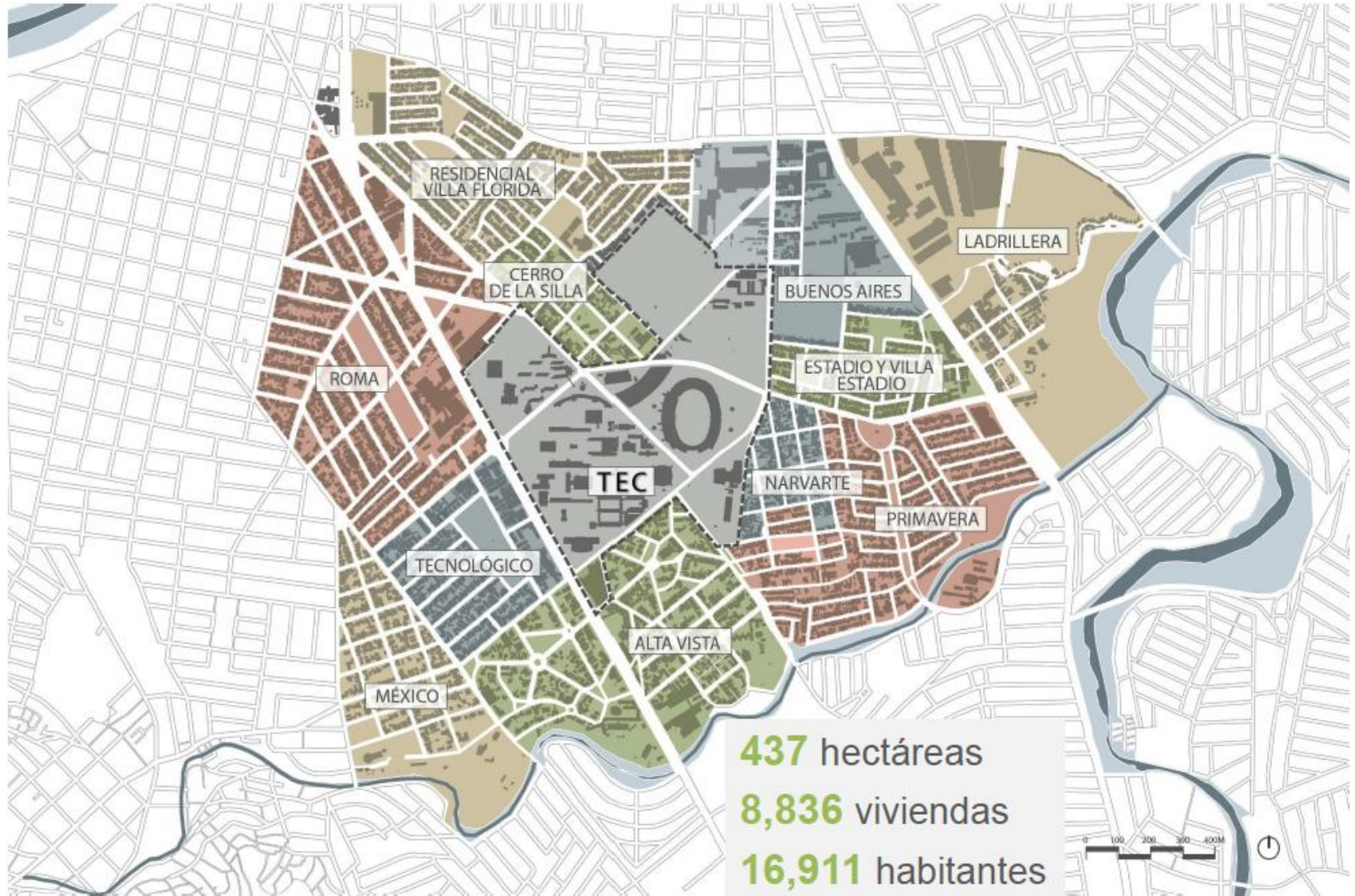
# From private to public and back



### **3. Urban tomography: the *Distrito Tec* case\***

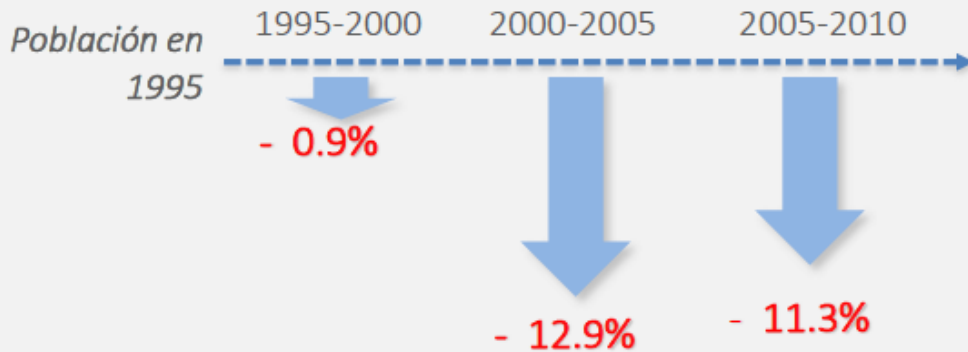
**\*Information from this section  
© *DistritoTec***

# The district



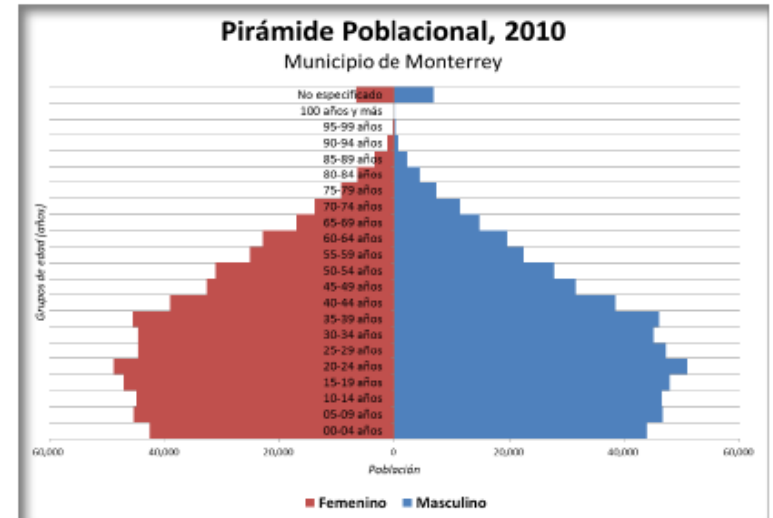
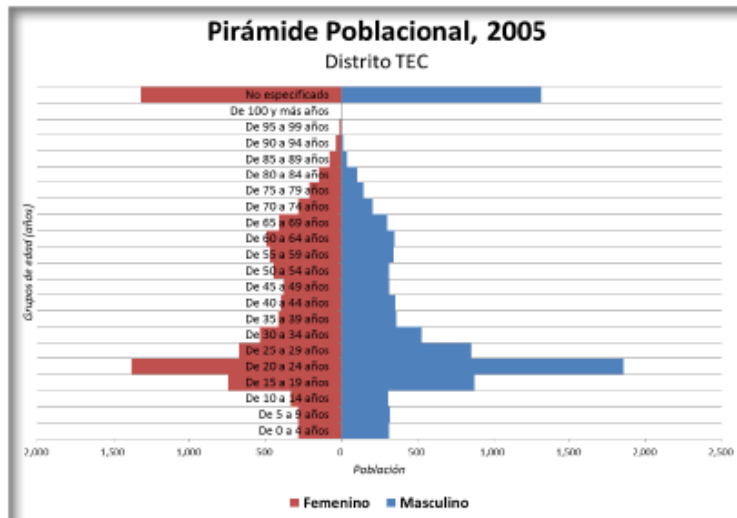
# Demographics

Crecimiento poblacional del Distrito TEC,  
1995-2010 (Nivel AGEB)

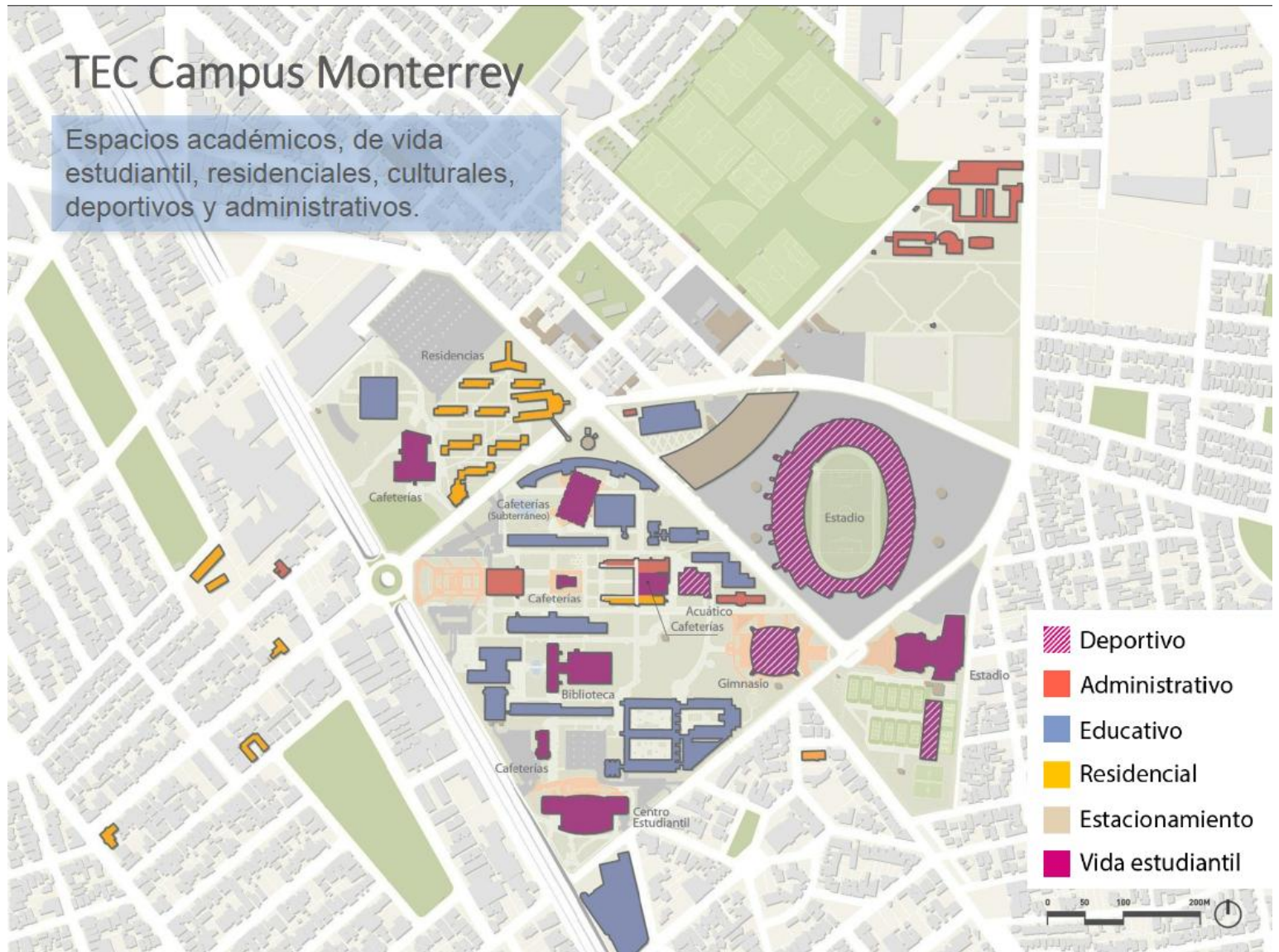


Distrito TEC con muy pocos niños y muchos adultos mayores vs. la zona metropolitana

Rangos de Edad	Distrito TEC	Metro
0-14	11%	28%
+65	13%	5%



# Space use



# Boundaries and access

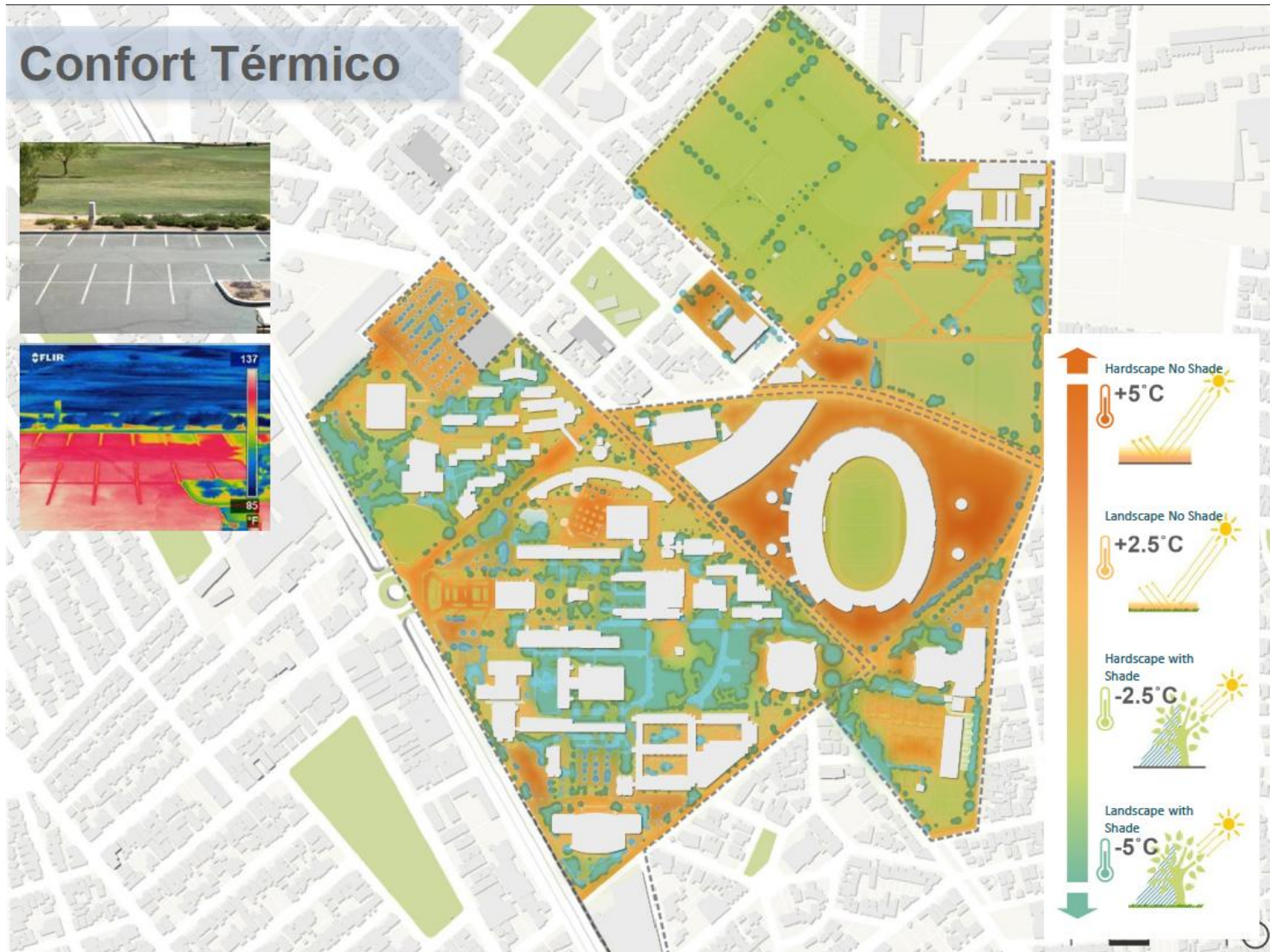


# Green areas

## Arborización

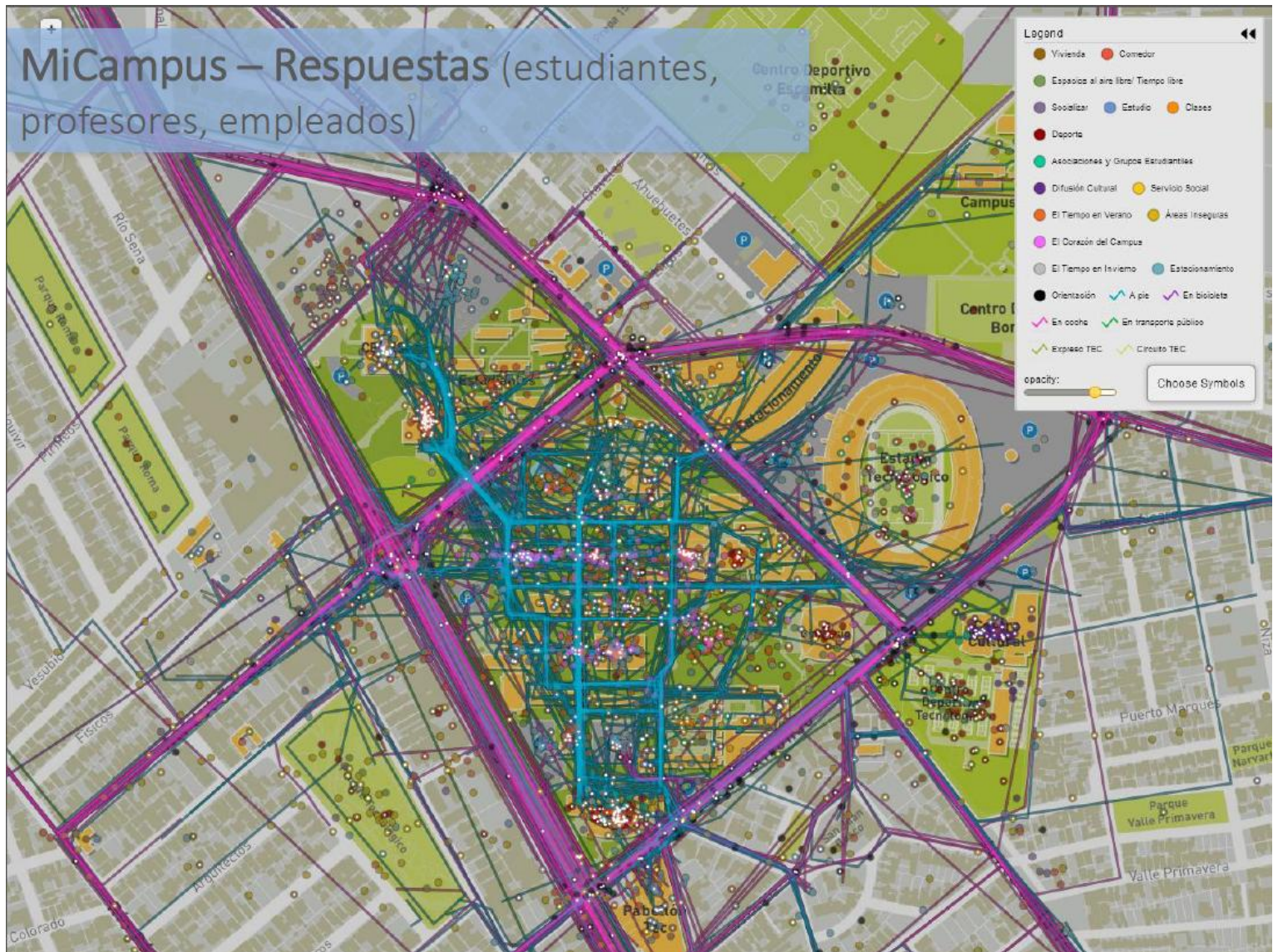


# Thermal comfort





# Daily activities



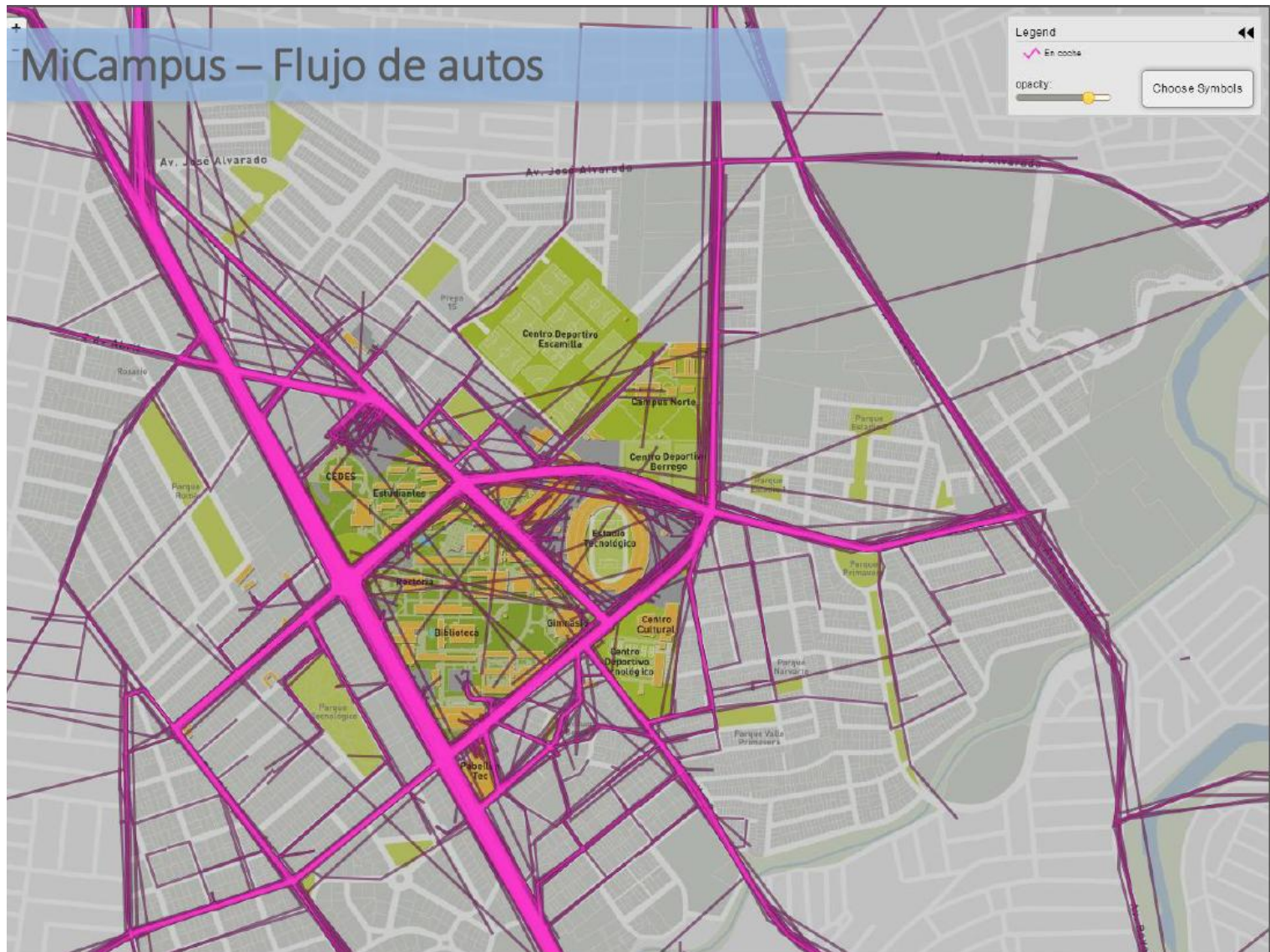
# Open space / leisure



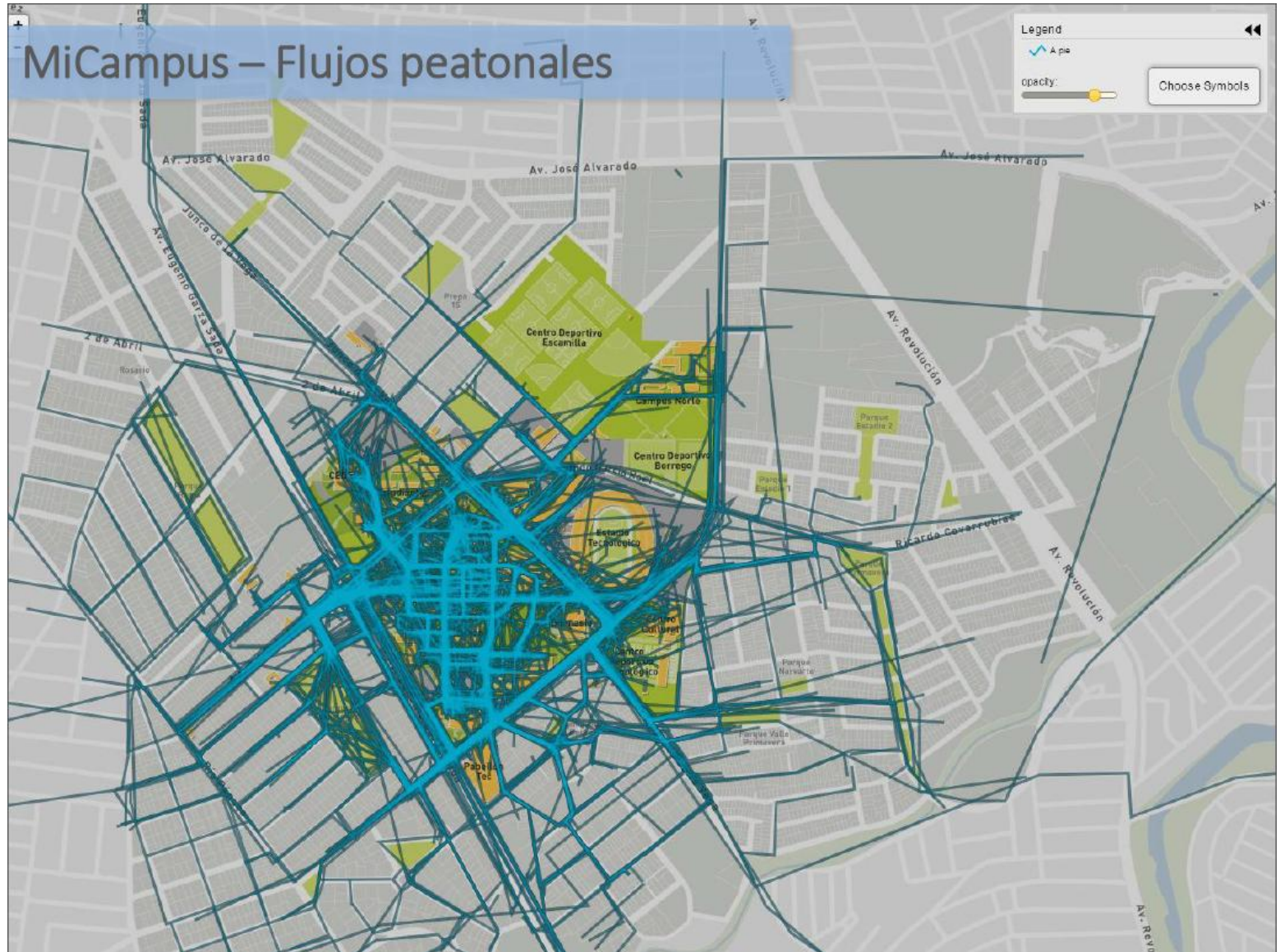
# Eating



# Car flow



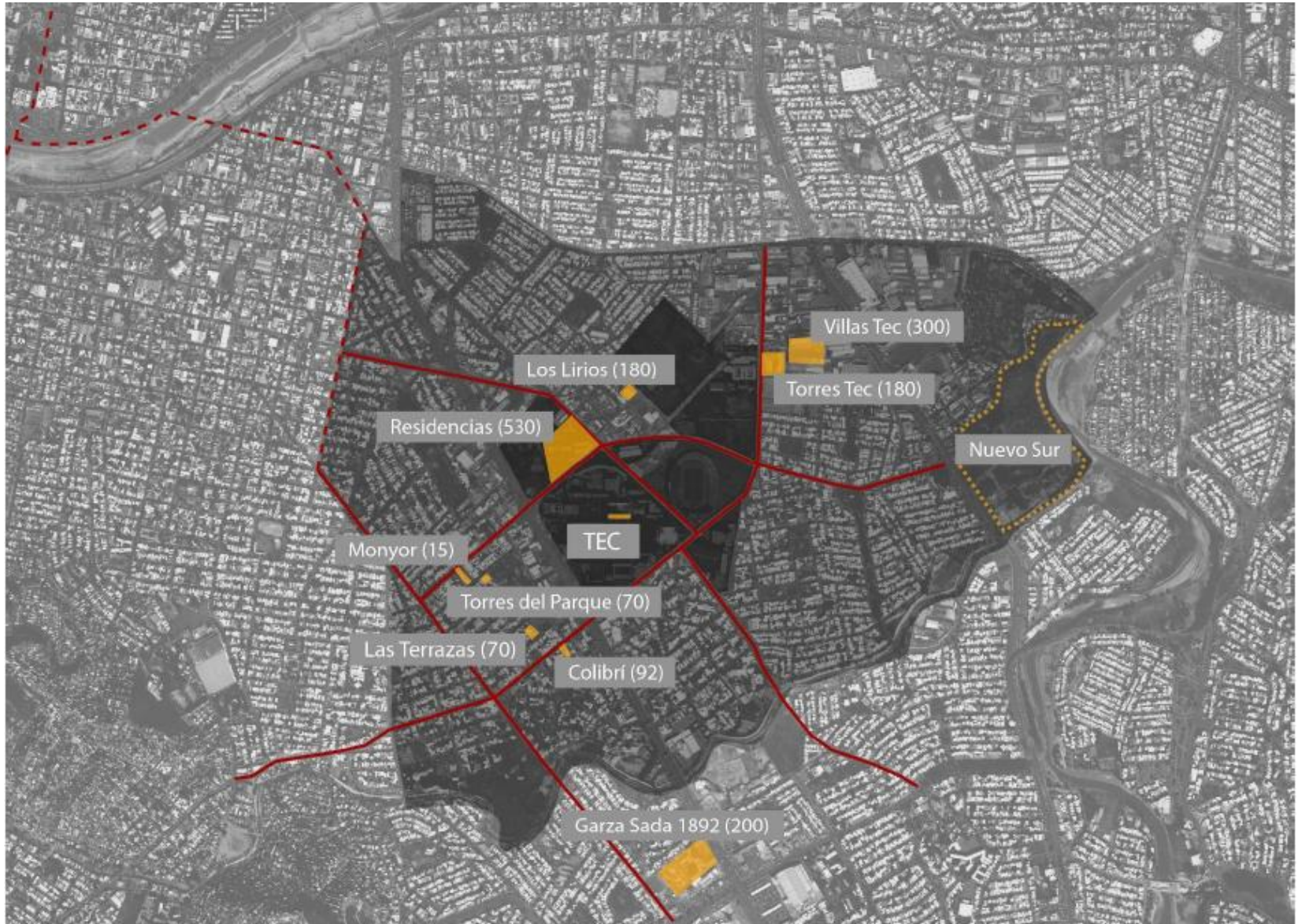
# Pedestrian flow



# Bicycle flow



# Cycle-ways 1<sup>st</sup> stage

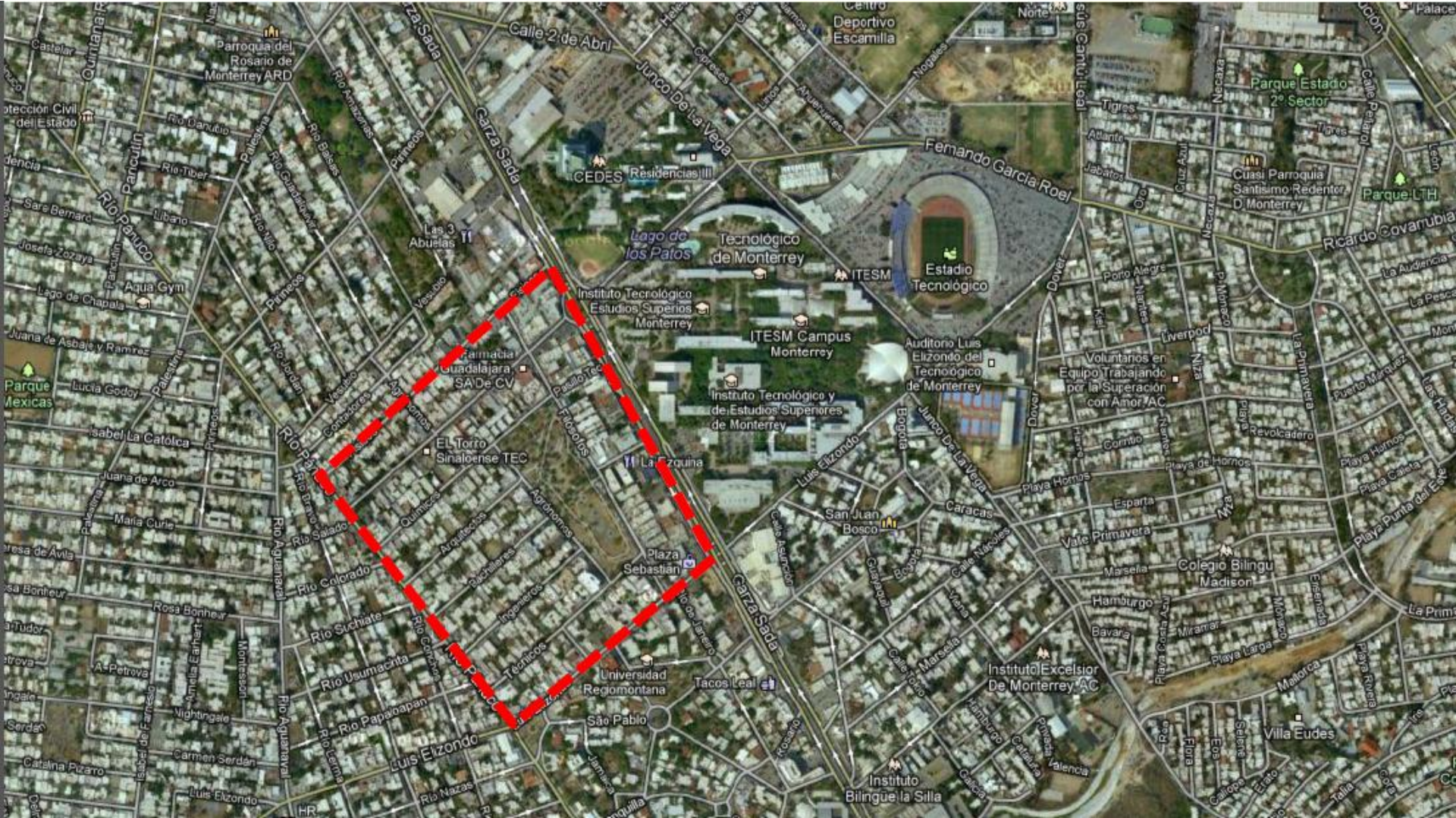


# Cycle-ways 1<sup>st</sup> stage



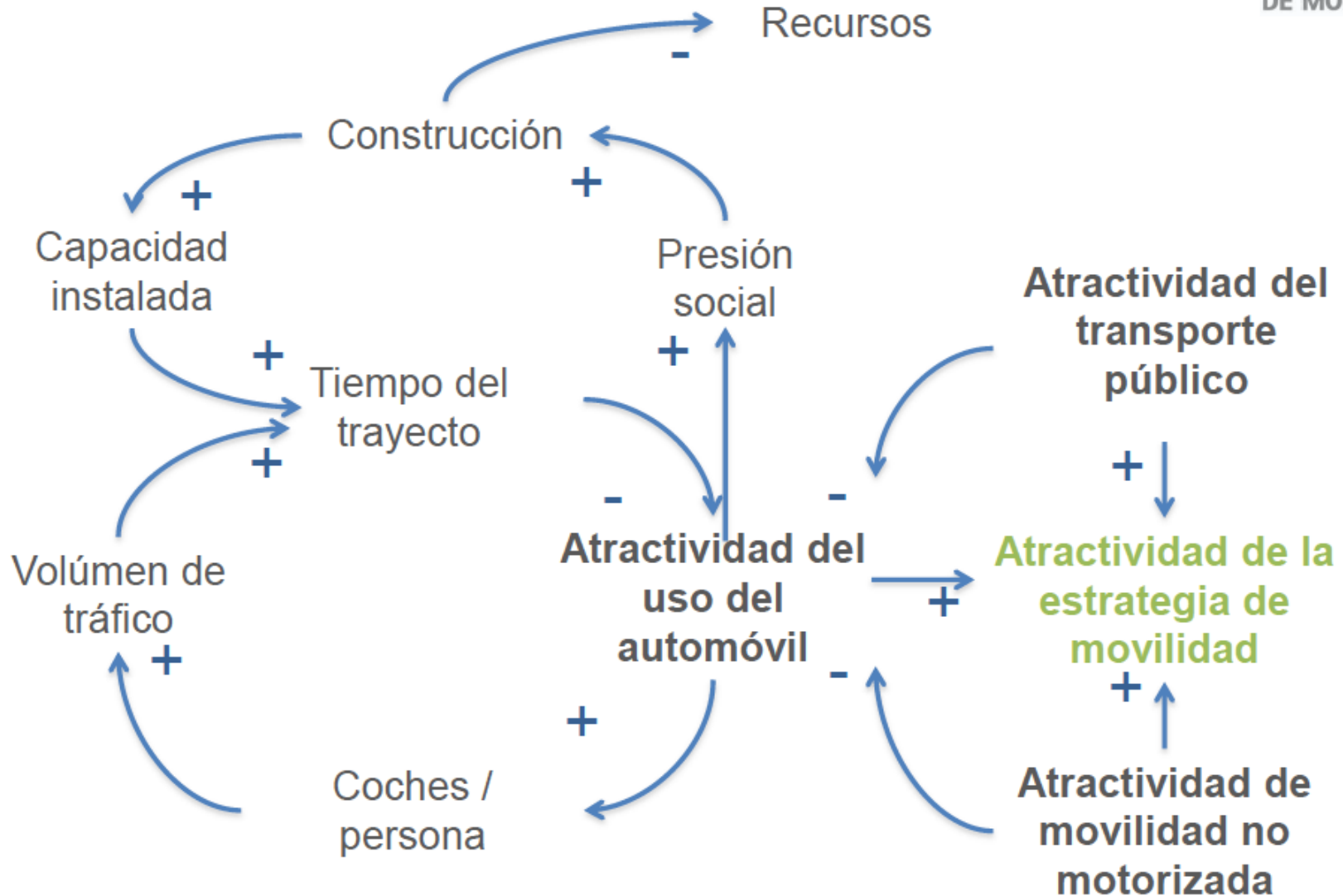


# Streets and public spaces



# Mobility strategy

## Estrategia de movilidad



# Densification strategy

Una estrategia de densificación y  
diversidad de edades



BICICLETA



NEGOCIOS



AUTOBUS



TERCERA EDAD



FAMILIA



ESTUDIANTE



PROPIETARIA

ACTORES URBANOS

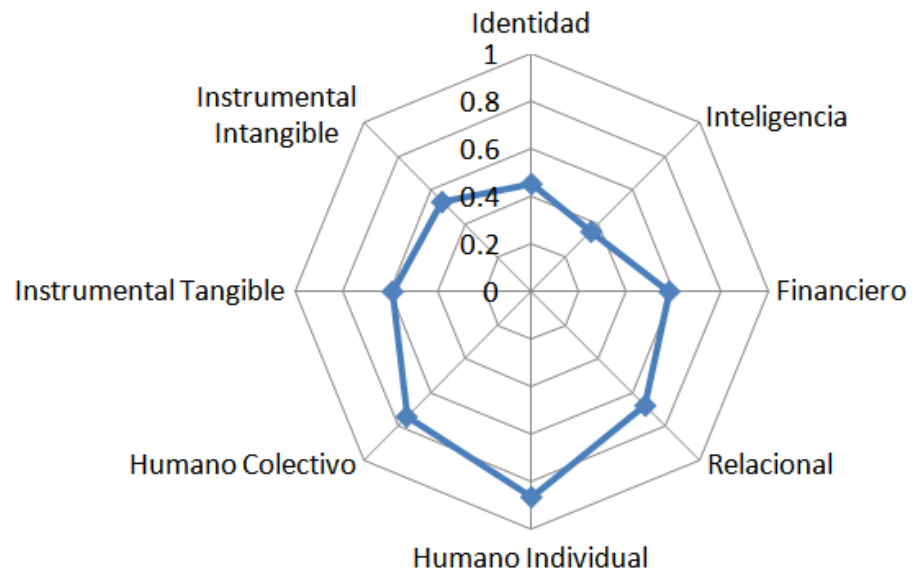
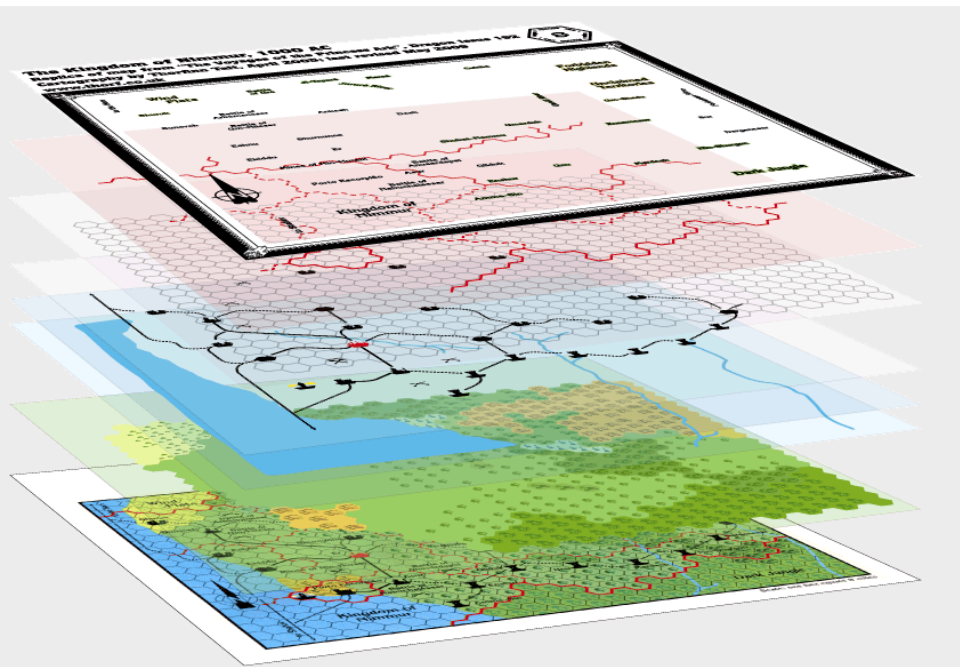
Una colonia multifuncional  
y autosuficiente



Una comunidad creativa y  
dinámica



# Next stage: IC layers...



CAPITAL	National	Latin America	International	General
Identity	0.619563164	0.366423611	0.424319728	0.4541418
Intelligence			0.357142857	0.3571429
Financil	0.624019936	0.35585845	0.39517633	0.5823859
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## 4. Cultivating knowledge markets

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Technology trading

IP trading **IC Dealing**

IC partnerships IC trading

Barter

Skills banks

Physical assets banks

Service banks

Pawn brokering

**Alternative Banking** Public banking

Lotteries Time banks Alternative lending

Food banking Space banks

**Knowledge Markets**

Budgets/Token economies Gamification

**Alternative Currencies**

Digital money Local currencies

Cooperativism & mutualism

Collaborative consumption Co-housing

**Cooperative Dealing**

Co-sharing Cooperative Commons

Sharism Co-working

P2P dealing

Seeks solutions C2C dealing

**Open Dealing**

Open info Open sourcing

Open innovation

Crowd sourcing Crowd funding

**Crowd dealing**

Crowd casting Crowd testing

Crowd working

Social innovation

**Social Dealing**

Social entrepreneurship

Micro-entrepreneurship

Frugal/Lean Self-sufficiency/DIY

**Non-monetary dealing**

Voluntary work Pay forward Moneyless

Unpaid work

Cognitive surplus