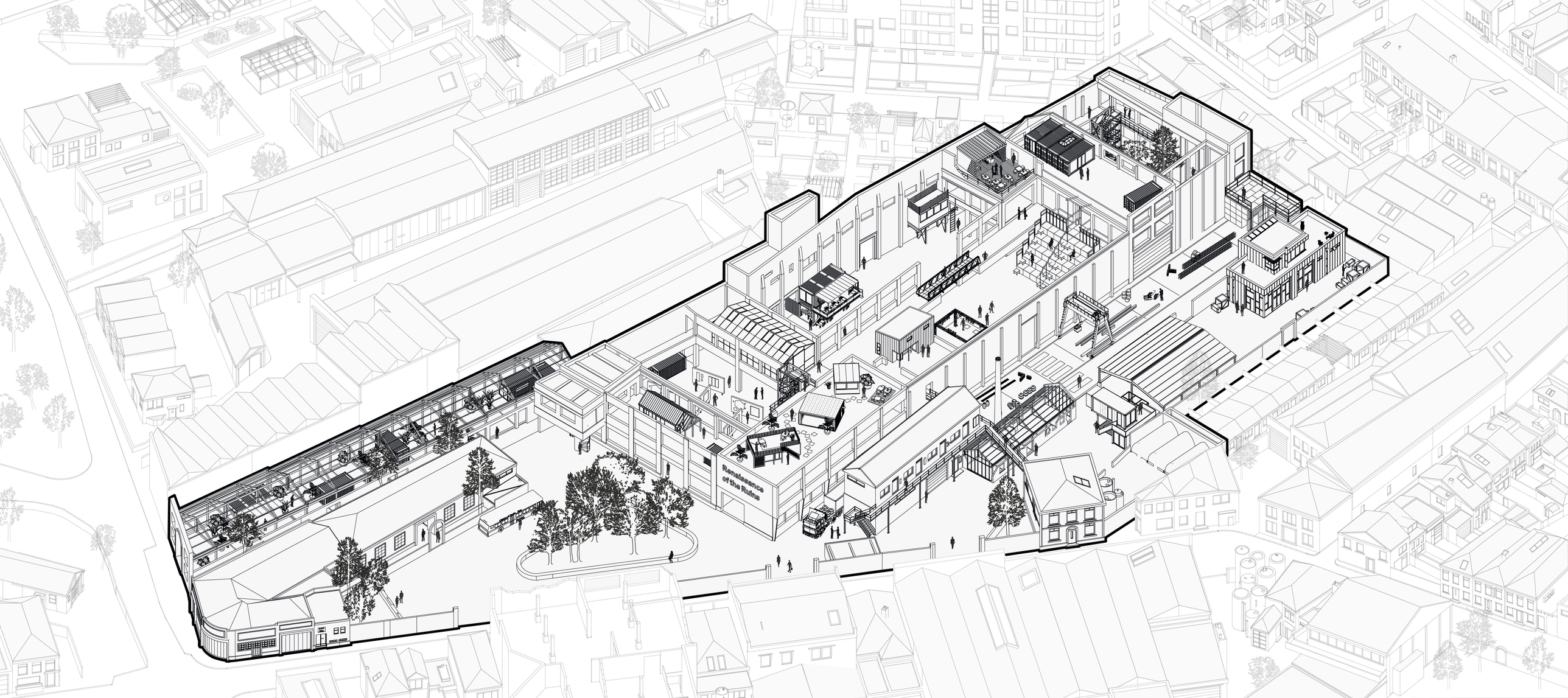
Braga

Lissabon


Renaissance of the Ruins

RENAISSANCE OF THE RUINS

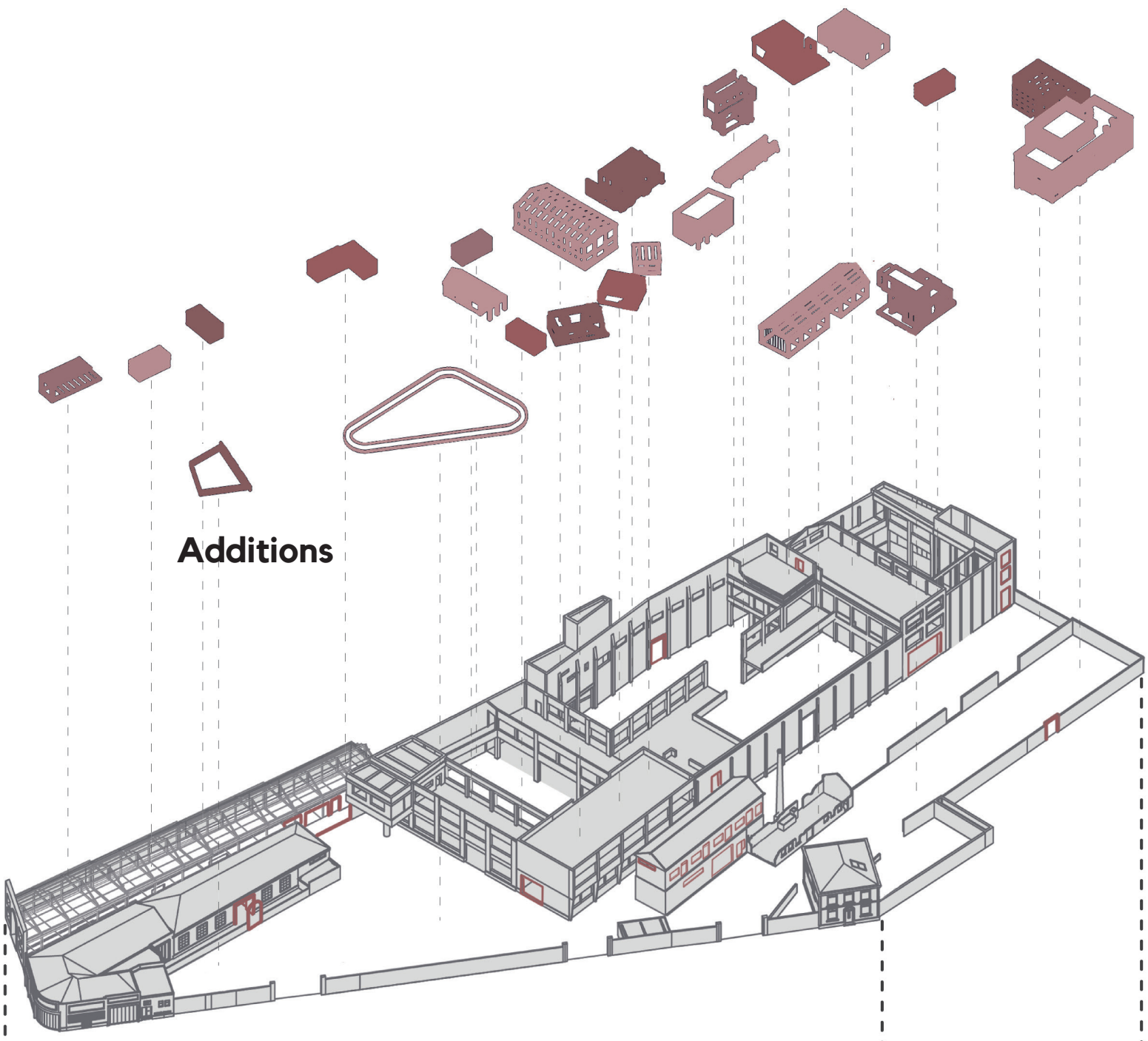
After several years of relative stagnation and decline, Porto's urban economy is on the rise again. One of these urban areas is Campanhã a located in the Eastern side of the city, Campanhã hosts multiple former industrial buildings and estates, and a very good accessibility by the extended metro line and Porto's main train station. Now the area of Campanhã can be considered as one of the least attractive neighborhood of Porto, due to high crime, the multiple number of Ilias and the large number of vacant and decaying buildings. Here the broken windows theory comes into play, the empty ruins can amplify the crime rate and it will leaves out newcomers and new business opportunities. Start-ups need new space to create there businesses and with the broken windows theory in the back of your mind, they can play a key role in improving the current situation of the neighborhood. If they renovate the building they not only great a nice space for themselves, but also improve the visual state of Campanhã what eventually greats a better neighborhood overall. First of all you need to start analyzing possible locations and the space they can provide, this in combination with a list of what the new start-up companies need in form of space and connectivity. These lists need to be combined to make a miss and match scheme and also take into account that it might be interesting that some companies are in a vicinity of each other. If that's not the case they can find like-minded people in the factory "Da Matinha", that functions more like a expo of start-ups that are in Campanhã. Also local people can be involved in this location to see and experience what's going on in their neighborhood in a larger scale. To create this cycle you need multiple stages in which a ruined buildings can be renovated. First you need to make aware that there buildings are there and can be used for other purposes then use an empty ruin, this will be done by events or festivals to get not only the start-ups businesses attention but also the local people. The second step is creating a lightweight workable environment on which the location can further develop. The final stage will be a well-organized architectural building that will perfectly fit in the city of Porto and Campanhã. It will be a startup work location, a learning environment for students around Porto and a working opportunities for the local people that also can enjoy the extra benefits the companies bring in the form of public space and opening up empty spaces for greenery.

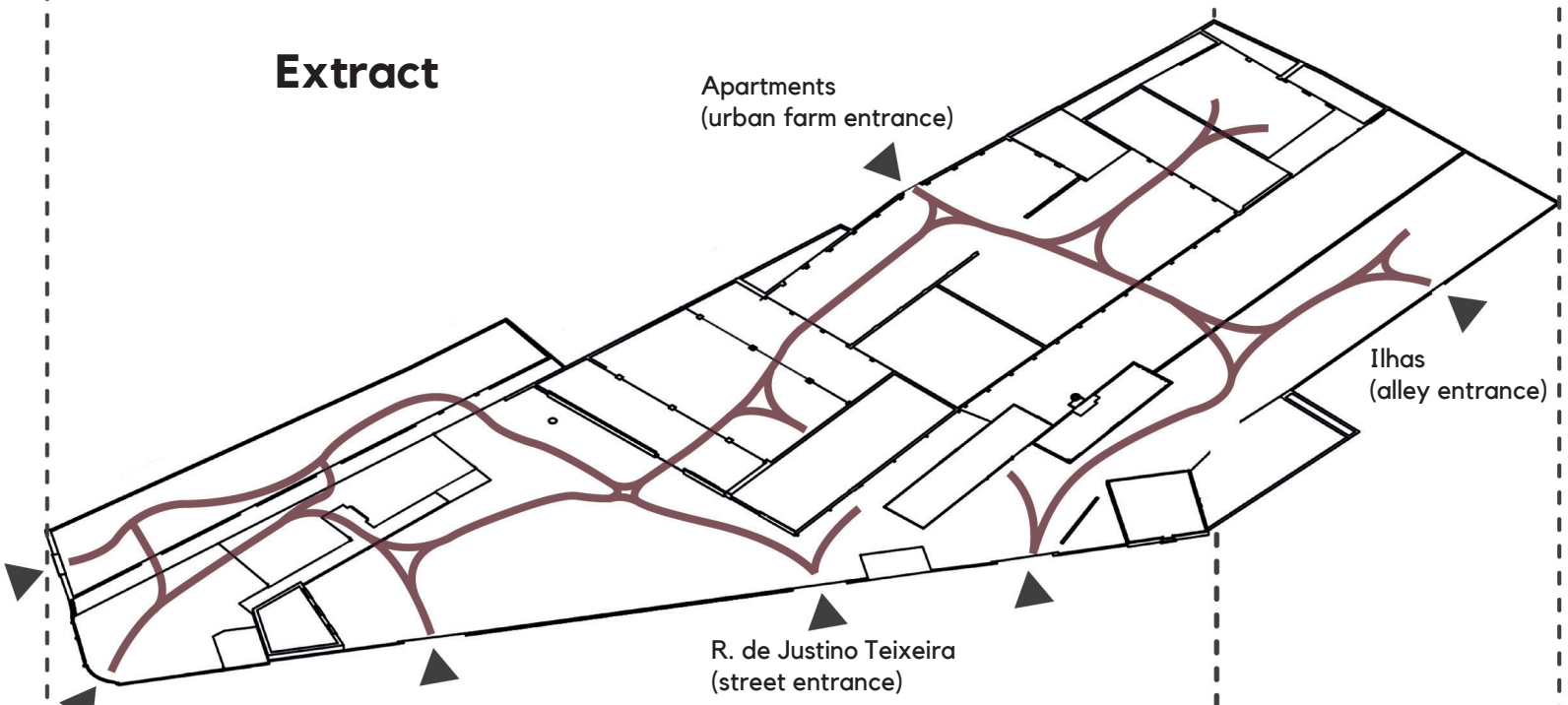
Start-up Company	Name and Description	Space needed	Investment needed	Logistics	Local education possibilities	Local work possibilities
	3D-printing manufacturer of multi purpose 3d-printed parts from: Plastic, Concrete & Steel				☑	☑
	Urban bootcamp/gym manufacturer of multi purpose 3d-printed parts from: Plastic, Concrete & Steel	&			☐	☐
	Robotic arm anufacturing manufacturer of building parts and precises technology components with the use of robotic arms				☑	☐
	Blockchain companies creating a technology platform with the use of blockchain technology				☐	☐
	Urban farming cultivating, processing and distributing food in and around urban areas				☑	☑
	Fashion fashion startups with the use of local clothing and handcraft skills	/			☑	☑
	Art / artist using the local creativity for the creation of spatial modern art	/			☑	☐
	Craft beer Craft beer is the beer that is brewed in microbreweries with the use of local ingredients				☐	☑
	Web development & grafic design With the use of young foreign talent from all around the world to great new websites and graphic designs				☑	☐
	Urban mining instead of demolishing a building, you break it down in its components to reuse them in new buildings	&			☐	☑
	App development Mobile app development is the act or process by which a mobile app is developed for mobile devices				☑	☐
	Transport innovations Transport idea of the future that could revolutionise the way we get around for example self driving cars and electric busses	/			☑	☑
	Innovative medical startups innovative healthcare startups redefining disease prevention, diagnostics and care management with a worldwide purpose	/			☐	☐

THE BROKEN WINDOWS THEORY

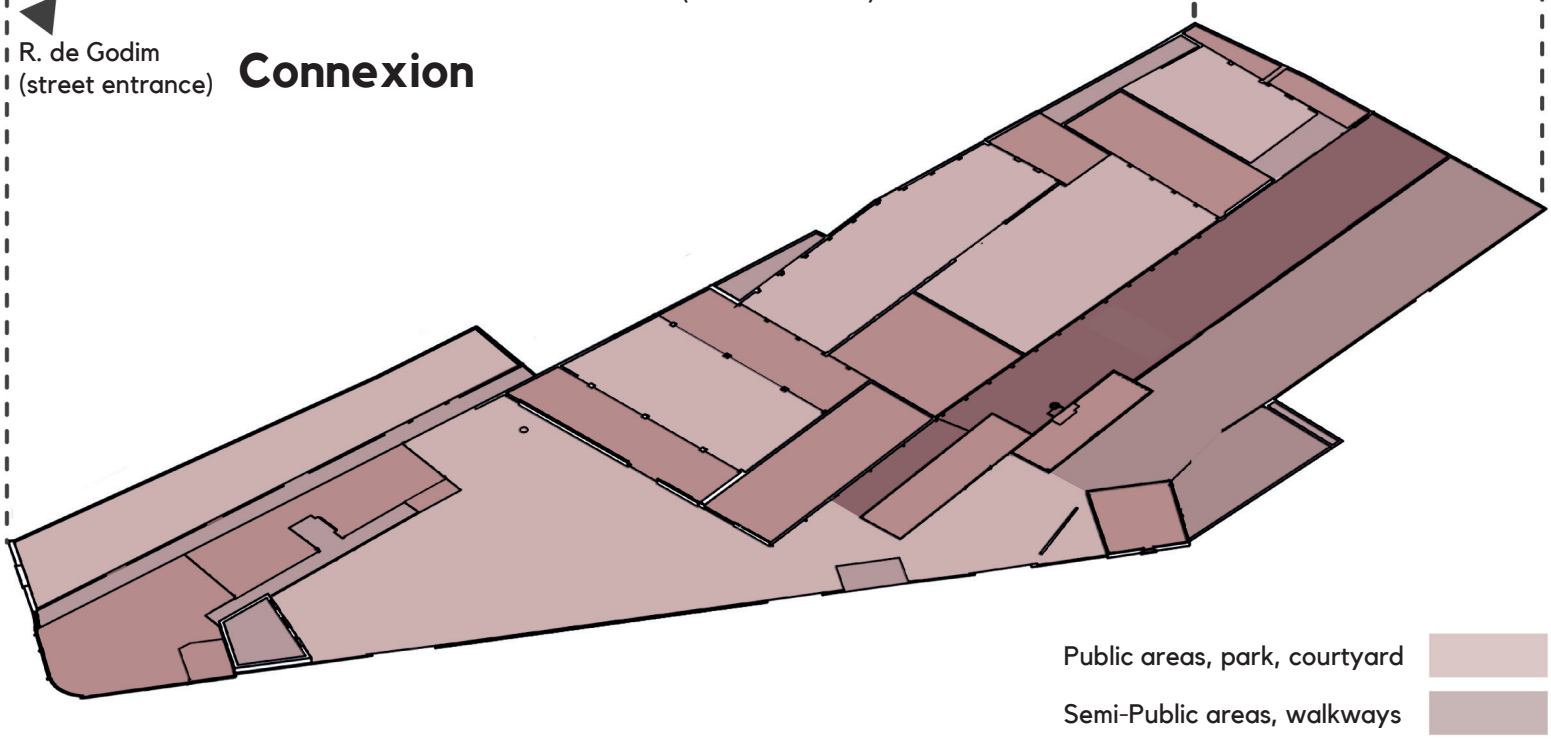
Broken window theory is the concept that each problem that goes unattended in a given environment affects people's attitude toward that environment and leads to more problems. As a corollary to the theory, when an environment is well-tended and problems dealt with as they arise, that also affects attitudes and leads to continued good management and maintenance. Consider a building with a few broken windows. If the windows are not repaired, the tendency is for vandals to break a few more windows. Eventually, they may even break into the building, and if it's unoccupied, perhaps become squatters or light fires inside. Or consider a pavement. Some litter accumulates. Soon, more litter accumulates. Eventually, people even start leaving bags of refuse from take-out restaurants there or even break into cars. Problems like absenteeism, information silos, poor human resource management, overwork, burnout, oppressive or disconnected corporate cultures and a lack of employee engagement can each be considered analogous to a broken window.

Factory "Da Matinha"





Connexion



Layout

Public areas, park, courtyard

Semi-Public areas, walkways

Inside workspaces

Outside workspaces, garden

Heavy industry and machinery