
Common knowledge – building for innovation beyond the Silicon Valley model

Emma Read Källblad, Thinkscape
Design

Emma Read Källblad

PhD, Thinkscape Design

Emma.kallblad@gmail.com

Common Knowledge



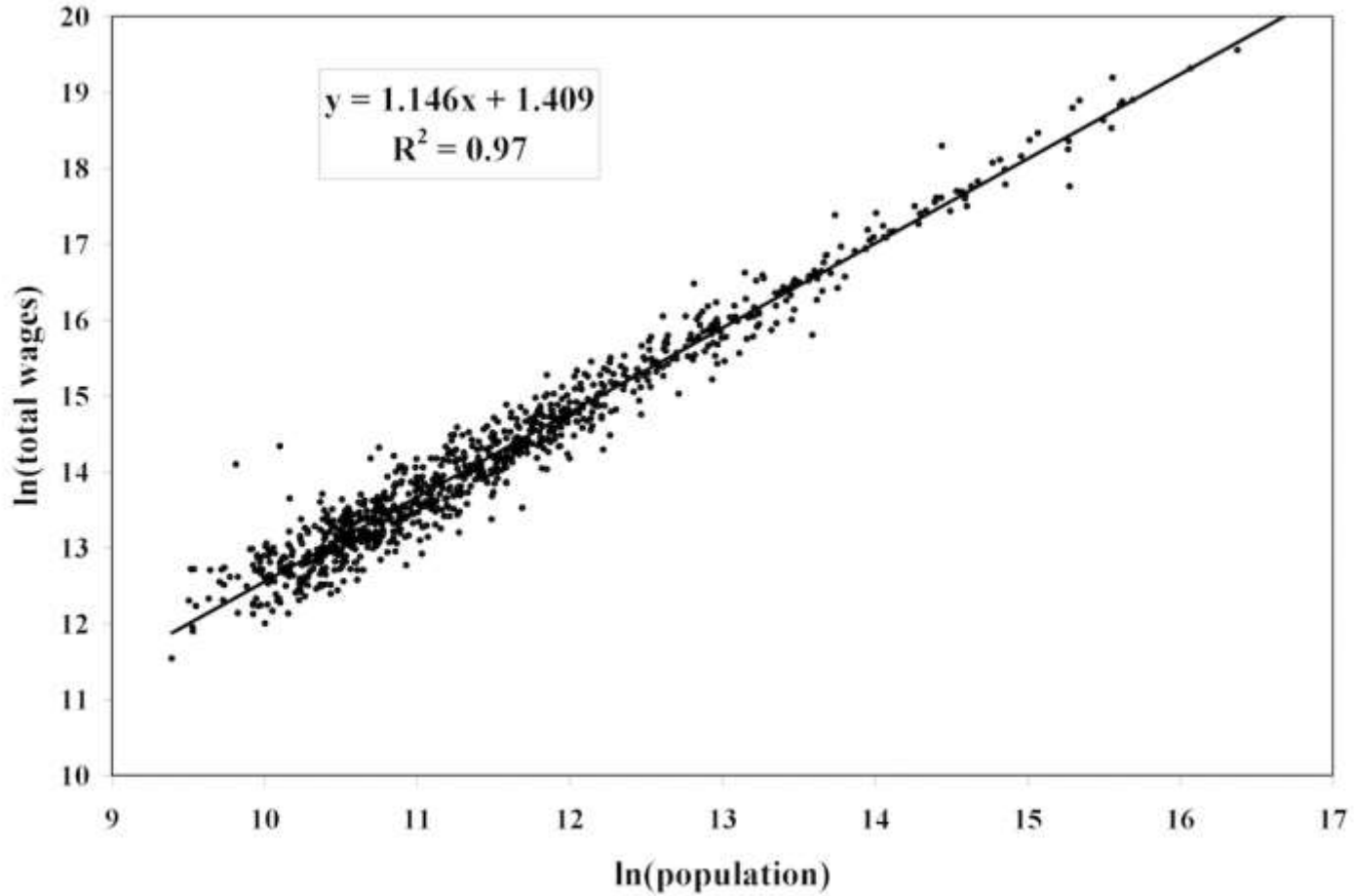
Image: Denys Nevozhai

Building for innovation beyond the Silicon Valley model

Emma Read Källblad, Ph.D.



Image: Ian Schneider



“we empirically demonstrate that there is a systematic dependence of urban productivity on city population size” Bettencourt *etal.* 2013



Image: Wenni Zhou



Image: Alex Kotliovsky



Image: Denys Nevozhai

Silicon Valley

A World-Leading
Knowledge and
Innovation Ecosystem

- **Universities:** Stanford, Berkley
- **Start-Ups and VCs**
- **Companies:** including Apple, CISCO, Facebook, AirBnB, HP, Intel, Google, Uber, Twitter, Netflix, eBay



Trouble in the Valley

Success has led to:

- **Unaffordable housing**
In 2017 the average price of a house in Palo Alto is \$2.6M.
- **Exclusion**
Wage inequality is the highest in the US.
- **Reduced Quality of Life**
in 2016 over 20,000 people left Silicon Valley, the highest number in a decade.



Fresh Thinking about Innovation and City Design



1. Housing: the University of Cambridge is building researcher housing to ease an affordability crisis.



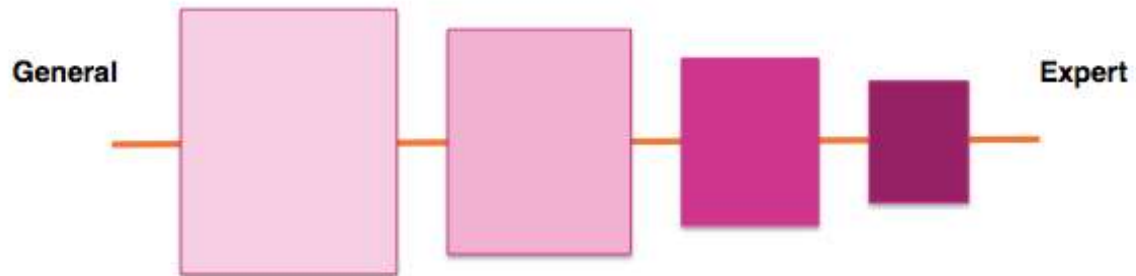
2. Transport: to expand access, Central Saint Martins relocated to a public transport hub in London



3. University Campuses: from the scale of individual buildings to entire knowledge quarters, University College London is putting spaces that create public engagement at the heart of its estates strategy.



Image: Emma Read Källblad



Different Knowledge Publics

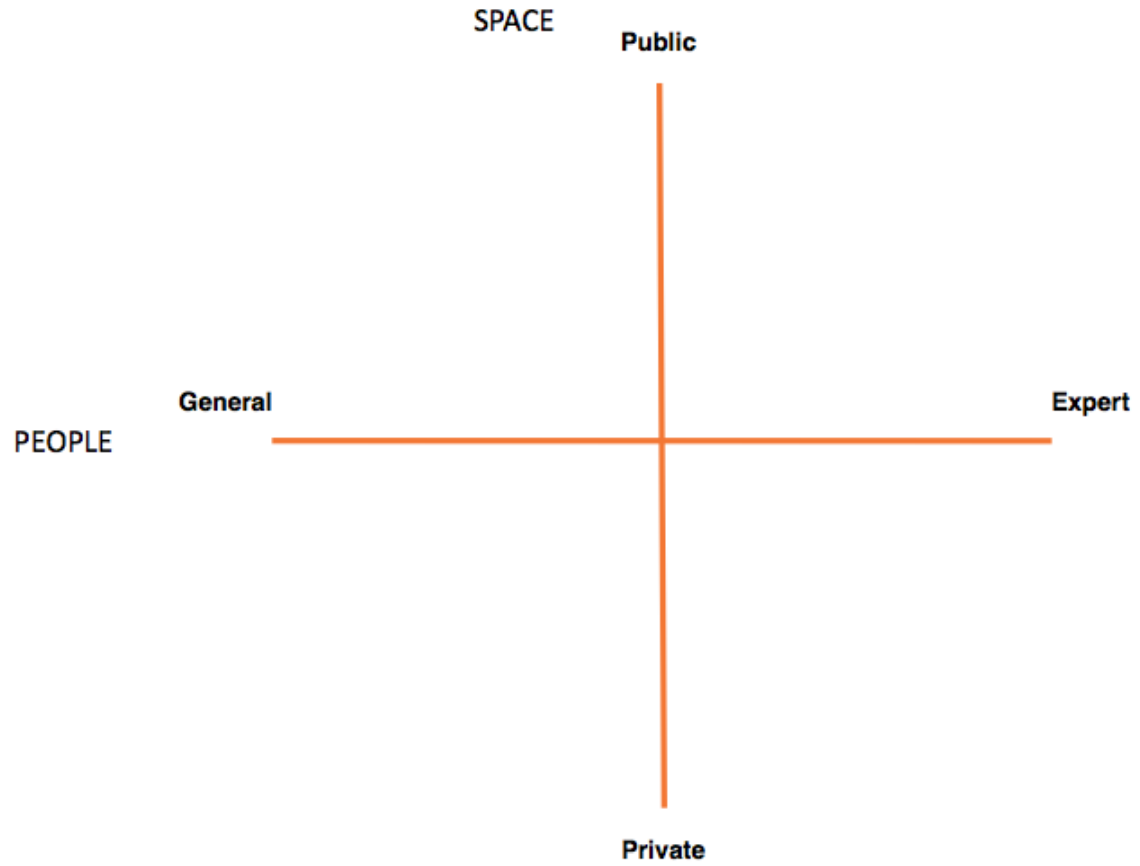


Diagram: Emma Read Källblad

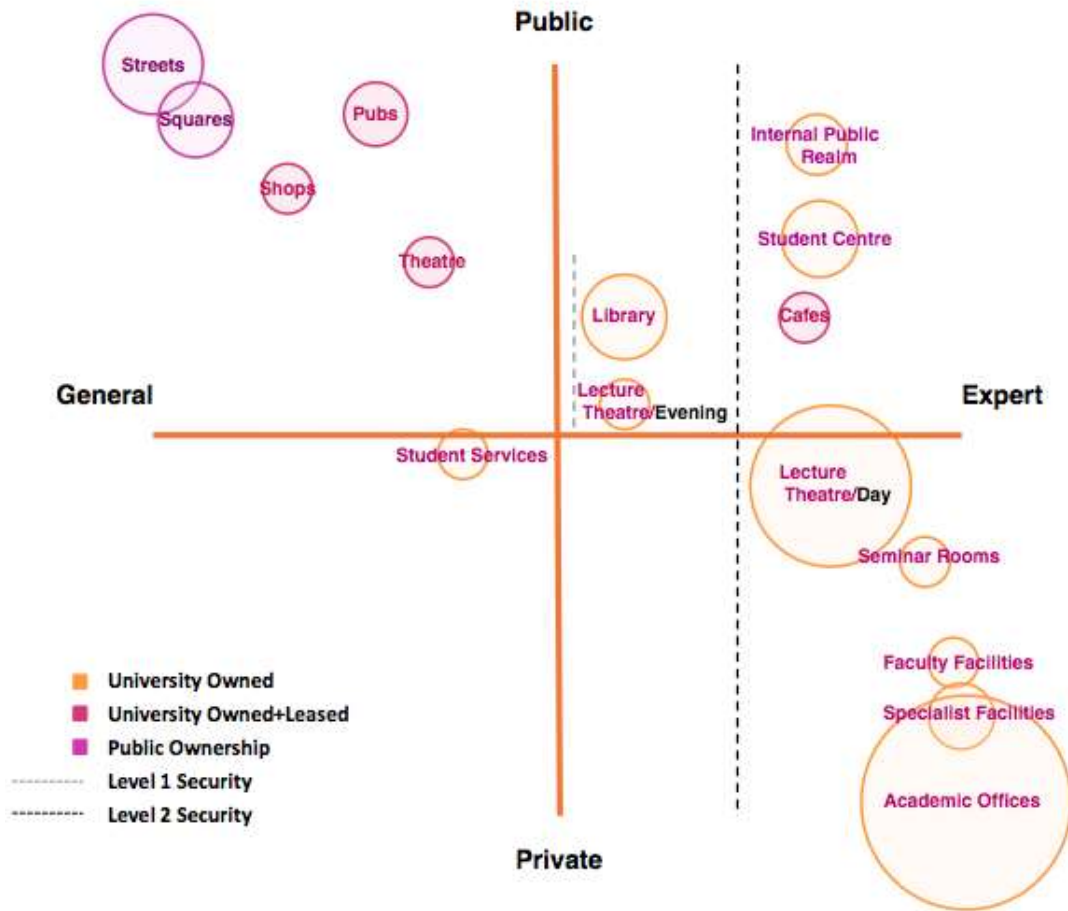


Diagram: Emma Read Källblad

Good urban design
is at the heart of
sustainable innovation.

Dr Emma Read Källblad
Thinkscape Design
M: +46 (0)70 3436365

