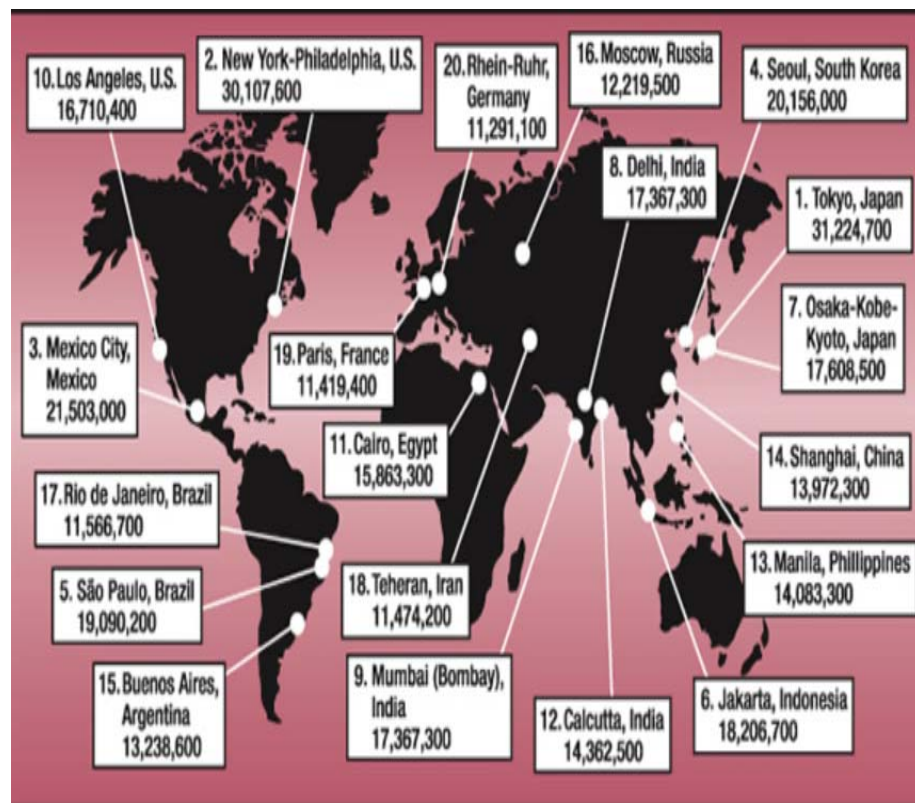


*Creativity Inc is coming to a  
Mega-City near you*

Professor Amy Shuen

# Mega-cities are at a cross-roads...



## Urbanization is changing the world

Emerging market cities have changed beyond recognition



Cities cannot simply work harder...



They must work smarter

Smart Cities have 6 main dimensions (also called axes or characteristics), which work together to produce a holistic synergy.

Smart Economy

Smart People

Smart Governance

Smart Mobility

Smart Environment

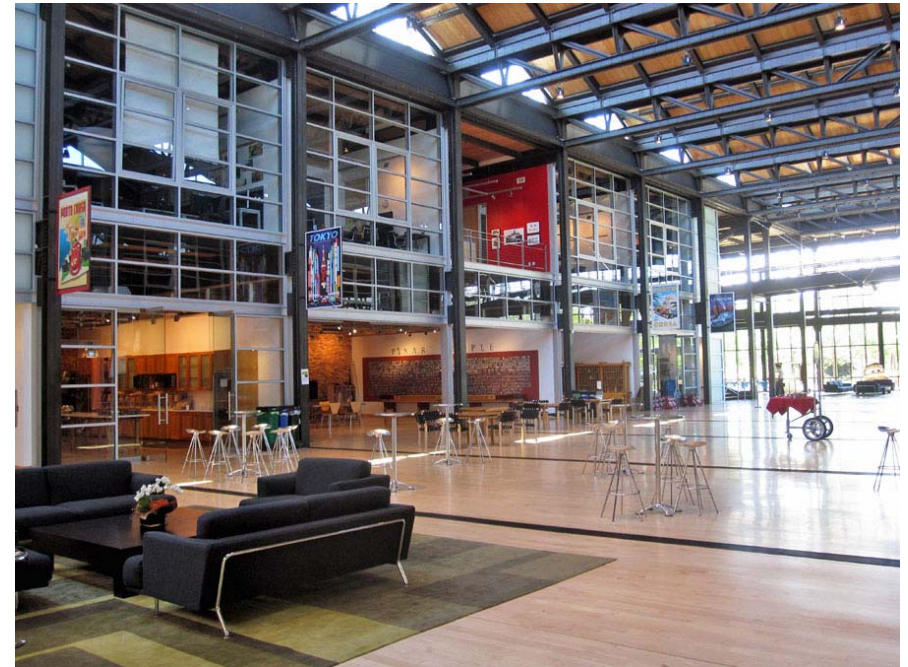
Smart Living

# Agenda

- compare best practices at Creativity Inc, Steve Jobs' Pixar campus with the newly designed Oriental Dreamworks in Shanghai and D'Hive Media City in Songjiang
- explain why millennials are moving to San Francisco and leaving the suburban sprawl of Silicon Valley behind
- show some of the fascinating 3D video walk-throughs and master-plans of the smart mega-cities of the future



# Creativity Inc...Pixar Studios in Emeryville, CA



# Pixar...Steve Jobs' secret recipe or magic?

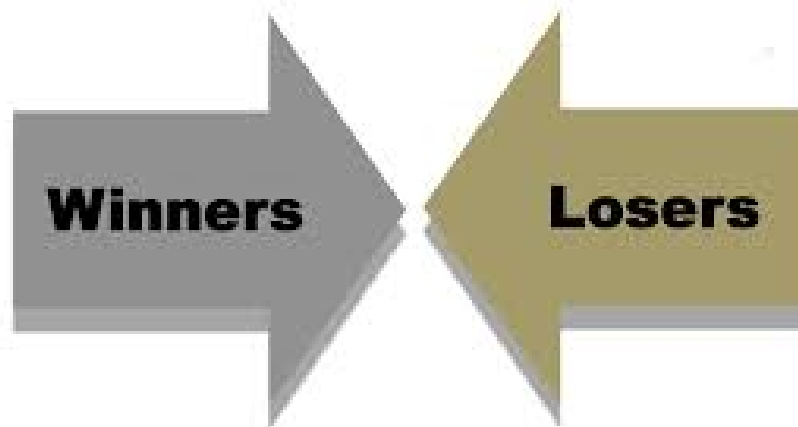


\$10B in licensing revenues

INNOVATION



## Zero Sum Game





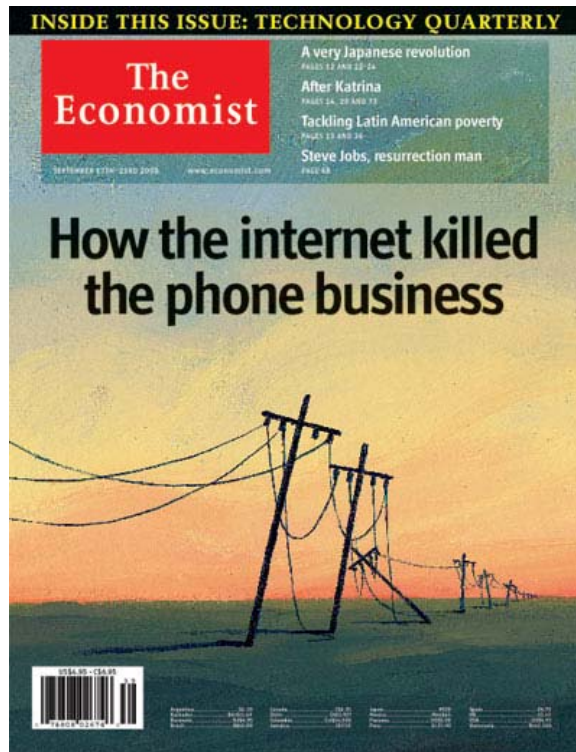


A billion thanks.  
25 times over.

The App Store has reached 25 billion downloads. Thanks for getting us there.



# INNOVATION



# The Web has changed the economics of business and collaboration...

Nobel Prize  
Winners  
Economics  
2009



Oliver Williamson



Elinor Ostrom



Network  
Economics



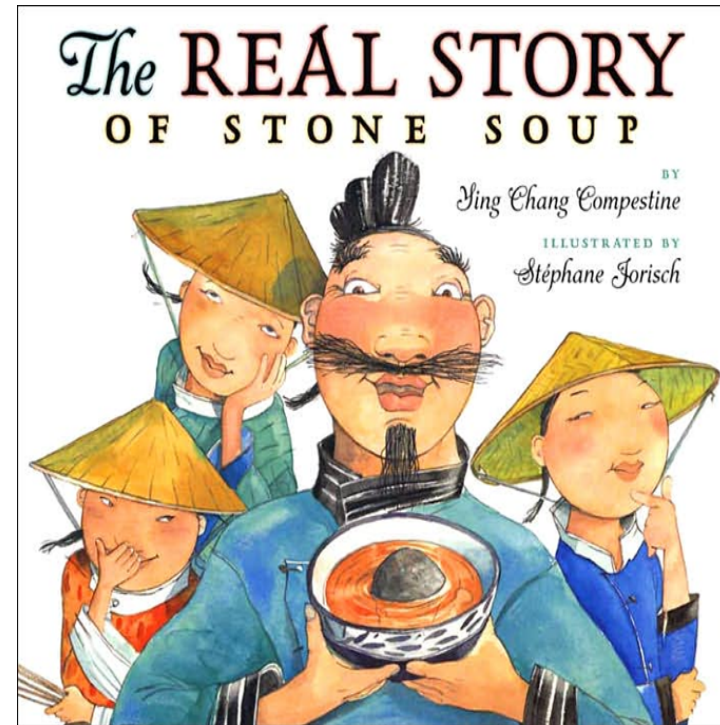
Information  
Economics  
& Big Data



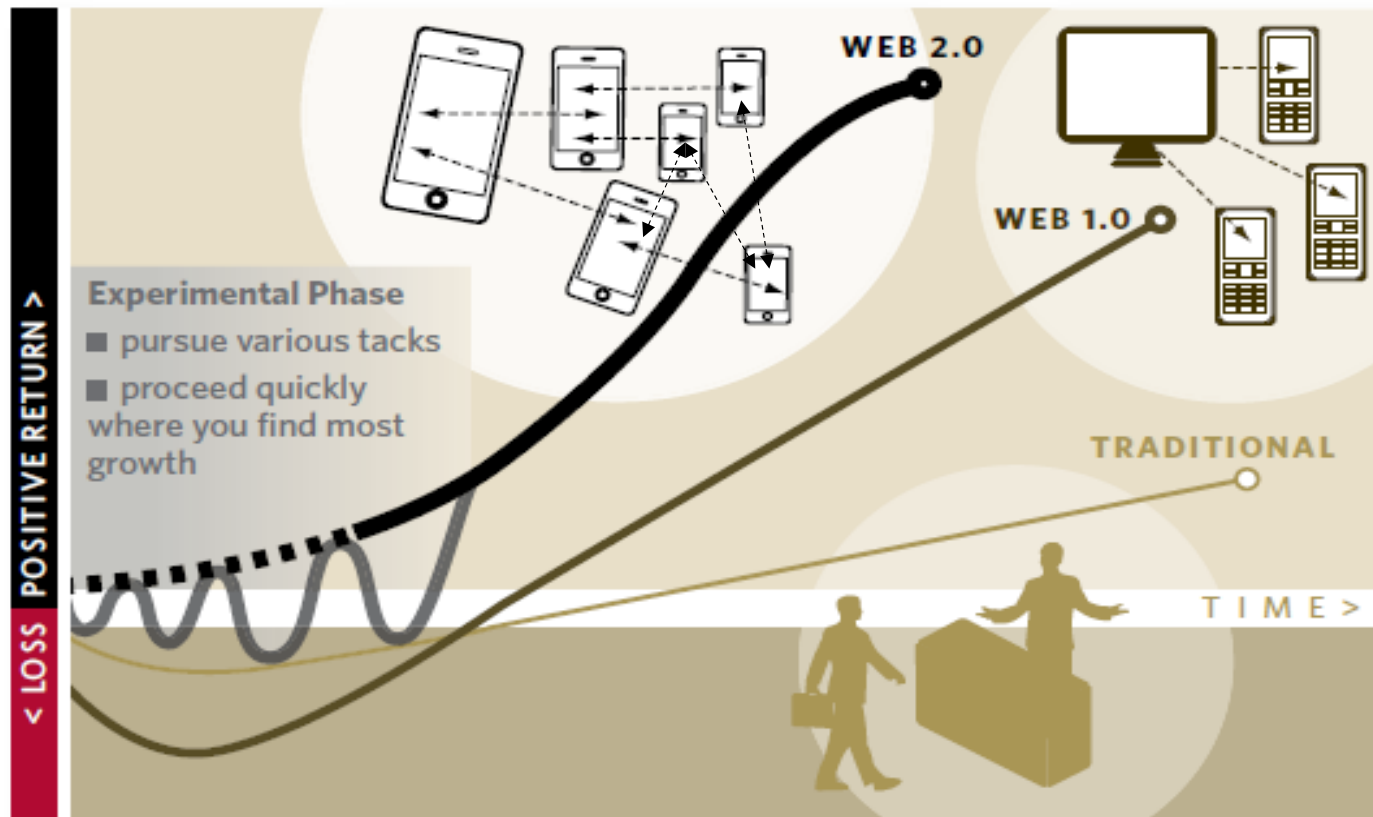
# The Global Digital Stone Soup—where millions of cooks co-create value...



- ❖ Atoms to Bits
- ❖ Bricks to Clicks
- ❖ Physical to Digital
- ❖ Knowledge



Networks and ecosystems multiply effects-  
10x customers, 10x partners, 10x speed...





# Value of “Creativity” and Design...

## Breakdown of the iPhone 4 Total Paid to Apple = \$600

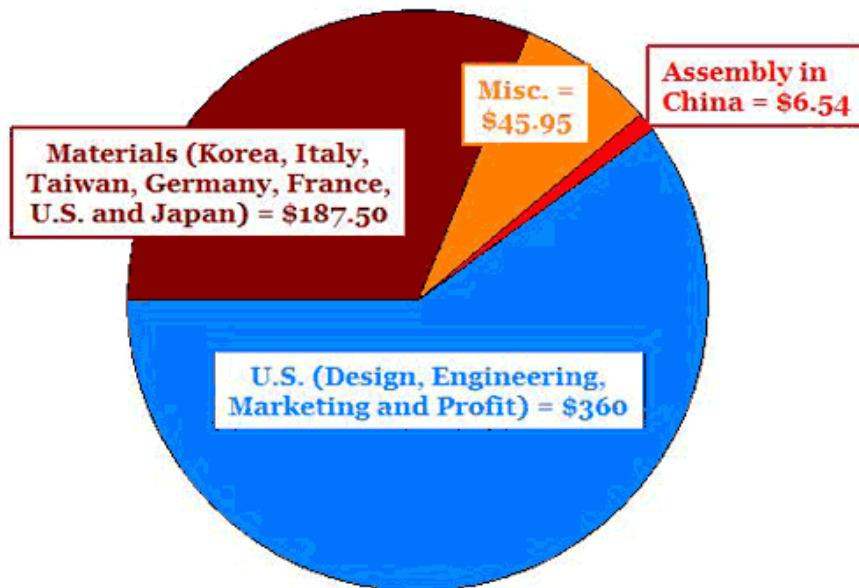
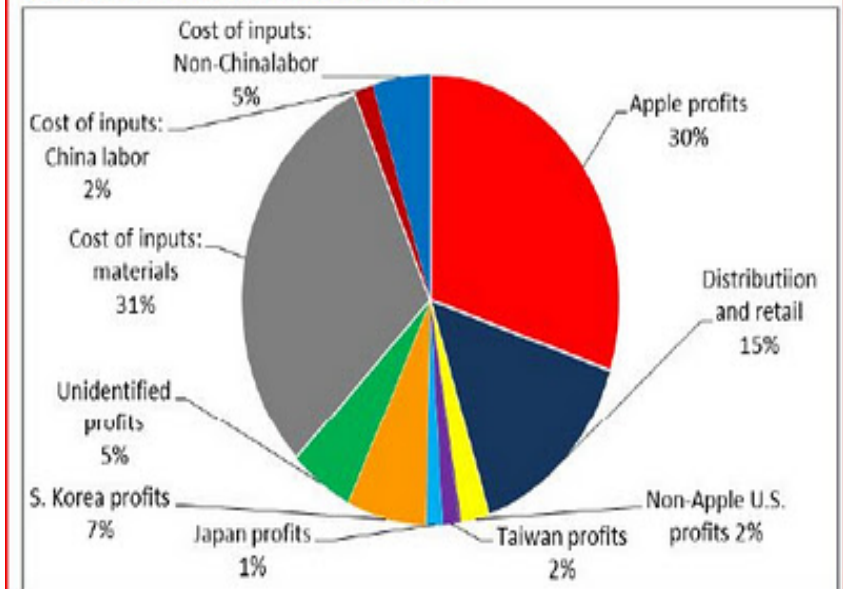


Figure 2. Distribution of value for iPad

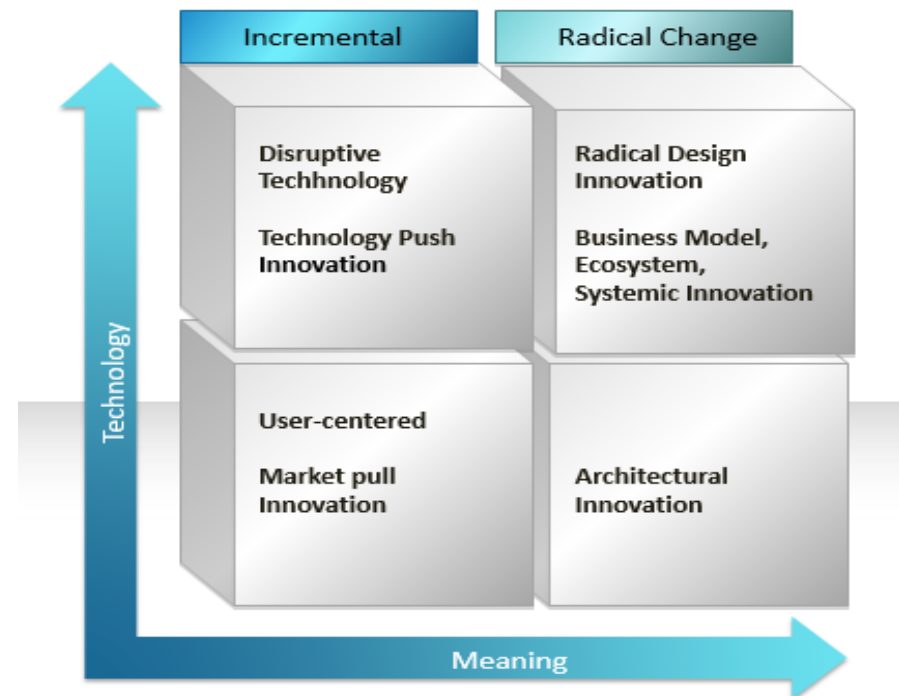


# Xiaomi: Accelerated Design Innovation?

Comparison of Xiaomi MI3, MI2S with Apple iPhone 5S, 5C

Phones->	MI3	MI2S	iPhone 5S	iPhone 5C
Display	5 inch IPS	4.3 inch IPS	4 inch Retina	4 inch Retina
Resolution	1080 p	720 p	640 p	640 p
Processor	Tegra 4 or Snapdragon 800	Snapdragon 600	Apple A7 64 bit	A6
Dimension	144 x 73.6 x 8.1 mm	126 x 62 x 10.2 mm	123.8 x 58.6 x 7.6 mm	124.4 x 59.2 x 9 mm
OS	MIUI with Android Jelly bean v 4.2.1	MIUI with Android Jelly bean v 4.1	iOS 7	iOS 7
Rear Camera	13 MP	8 MP and 13 Mp version	8 MP	8 MP 1.2 mp
Aperture	f 2.2	f 2.2	f 2.2	f 2.4
Panorama feature	Inbuilt	Inbuilt	Inbuilt	Inbuilt
Front Camera	2 MP	2 MP	1.2 Mp	1.2 Mp
Finger print scanning	No	No	Yes	No
LTE	No	No	Yes	Yes
NFC	Yes	No	No	No
Sim size	Micro Sim	Normal	Nano sim	Nano sim
Colors	Gray, White, Black, Yellow, Pink, Blue	Black + White or Blue or Pink or Green or Yellow	Gold, Silver, Gray.	White, Yellow, Red, Blue, Green,
Available date	October: Available online	Available online	20-Sep	20-Sep
Price	16G: \$327, 64G: \$408	16G: \$ 280, 32G: \$300	16G: \$650, 32G: \$750, 64G: \$850	16G: \$540, 32G: \$650

## Design Innovation Matrix



# Pixar-the first 100% digital animation blockbuster

**Digital Animation Super Stars= Highest Revenue Licensing Fees and Revenues**



**Traditional Movie Blockbuster Stars = Highest Paid Extremely Costly Divas**



# Pixar Disney vs. Dreamworks in China

**Woody & Buzz Lightyear**



**Kung Fu Panda**





# Why China and why now?

**Transformers in 2014-\$317M in 31 days**



**iMax deal with China Media**



# Oriental Dreamworks in Shanghai...

**Glendale, California**



**\$2.4B 40-Acre Dream Center on the Wharf**



# Singapore Inc + Shui On → Xiantindi Shanghai

Old + new, Culture re-interpretation becomes modern design cool,  
wins awards, draws top-end retailers, highest grossing sq footage





# Hollywood Re-interpreted for Shanghai

## Hollywood Icons & Open Innovation



## Songjiang West District of Shanghai





# Why Millennials prefer SF over Silicon Valley



# Songjiang—Cradle of Civilization & Shanghai

## Songjiang Archeology & History



## Hollywood Studio Tradition



# Art + Design + Technology in a liveable space



## 1. Global Digital Media Hub.

**2. Technology District.** District includes commercial space for smaller and start-up companies benefiting from synergies and synergy with the Global Digital Media Hub

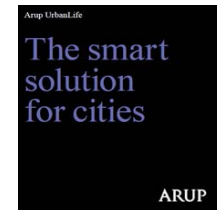
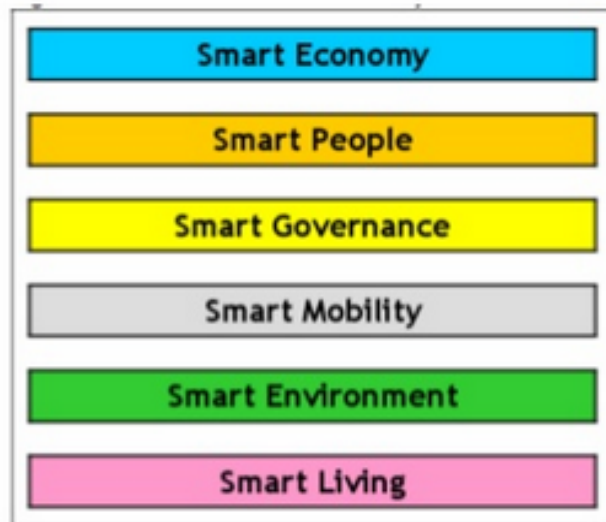
**3. Town Center.** Forming the heart of the project with

- Retail base consisting of restaurants and shops.
- Entertainment Center including Imax Theater that drives visitors at night.
- hotels
- conference center and amenities located over the Entertainment



# Smart City Strategic Dimensions of Success

Smart Cities have 6 main dimensions (also called axes or characteristics), which work together to produce a holistic synergy.







Bestlinkage Corporation  
5F 11-299 Bisheng Road  
Zhangjiang Hi-Tech Park  
Pudong, Shanghai

Cubix Group & its Subsidiaries  
77 Robinson Road  
Singapore

JRDV Urban International  
with  
ARUP Engineers  
IPD Landscape Architects  
CHS Transportation Planning  
Shanghai/San Francisco



# D'Hive Media & Tech Roadmap

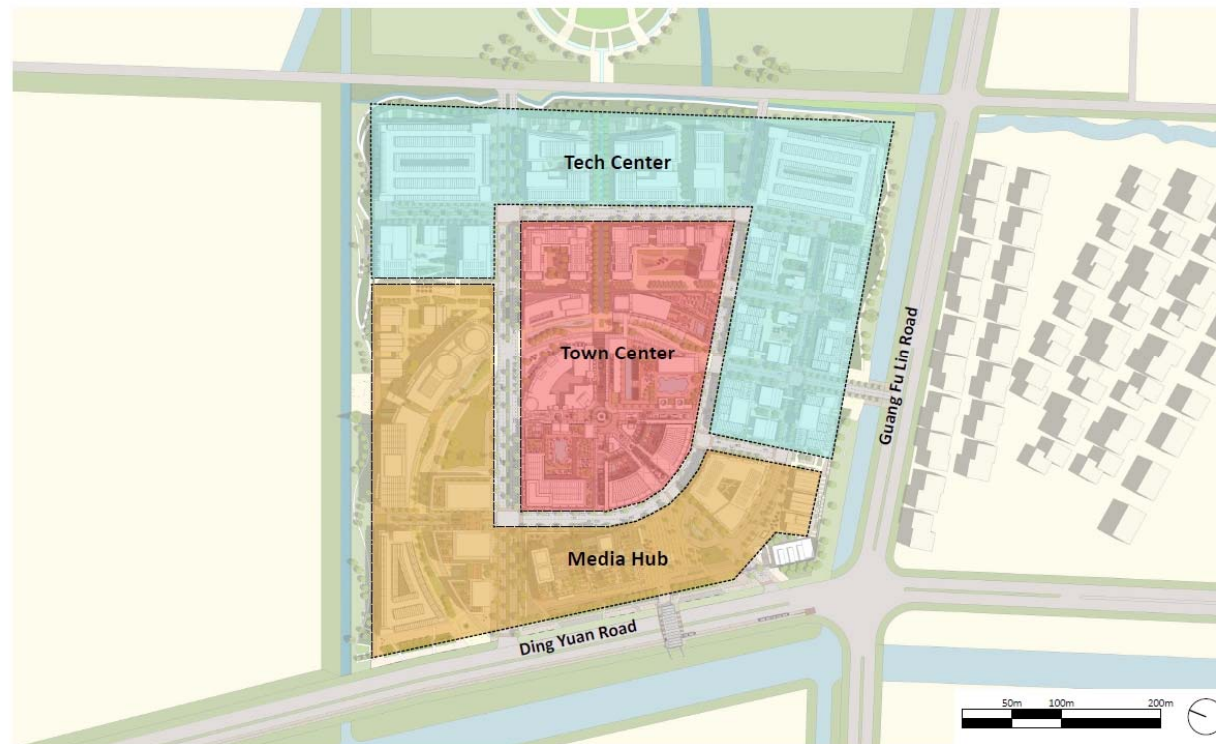


# Orchestrated Creative Media Smart City

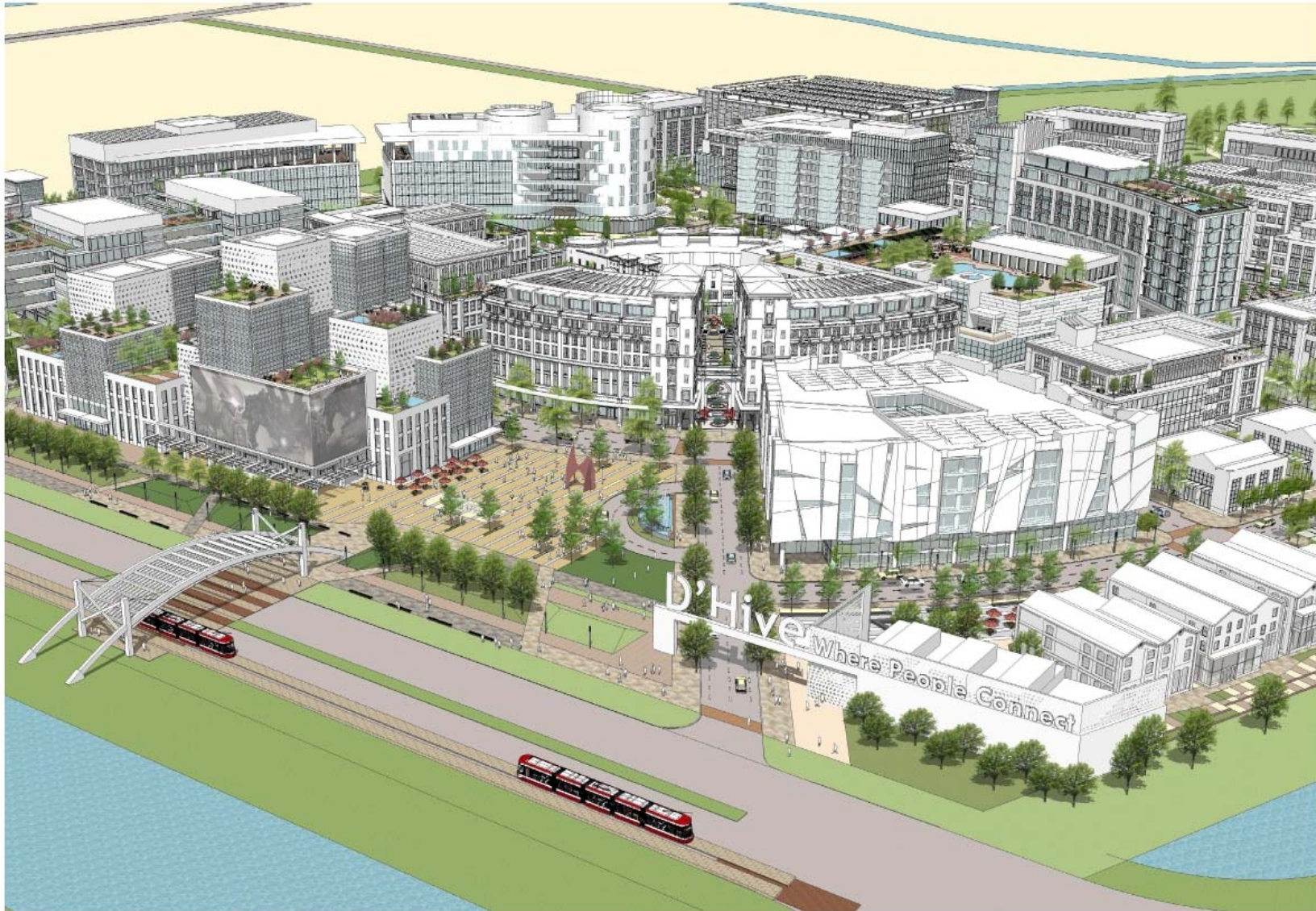
## Zoning

3 Functional Zones

2





















# Hong Kong and the Pearl River Delta PRD...





# Takeaways and Q&A

- compare best practices at Creativity Inc, Steve Jobs' Pixar campus with the newly designed Oriental Dreamworks in Shanghai and D'Hive Media City in Songjiang
- explain why millennials are moving to San Francisco and leaving the suburban sprawl of Silicon Valley behind
- show some of the fascinating 3D video walk-throughs and master-plans of the smart mega-cities of the future