Creativity Inc is coming to a Mega-City near you

Professor Amy Shuen
Mega-cities are at a cross-roads...
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?

Box Office Sales $4,277,000,000
DVD Sales $3,775,000,000
Video Game Sales $2,900,000,000
Book Sales $1,820,000,000
Other $1,304,000,000
Toy Sales $12,000,000,000

Total Star Wars Franchise Revenue $27,000,000,000

Disney.com/Cars

$10B in licensing revenues
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

Materials (Korea, Italy, Taiwan, Germany, France, U.S. and Japan) = $187.50
U.S. (Design, Engineering, Marketing and Profit) = $360
Misc. = $45.95
Assembly in China = $6.54

Figure 2. Distribution of value for iPad

- Apple profits: 30%
- Distribution and retail: 15%
- Non-Apple U.S. profits: 2%
- Taiwan profits: 2%
- Japan profits: 1%
- South Korea profits: 7%
- Unidentified profits: 5%
- Cost of inputs: materials: 31%
- Cost of inputs: China labor: 2%
- Cost of inputs: Non-China labor: 5%
### Xiaomi: Accelerated Design Innovation?

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>MI3</th>
<th>MI2S</th>
<th>iPhone 5S</th>
<th>iPhone 5C</th>
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<tbody>
<tr>
<td>Display</td>
<td>5 inch IPS</td>
<td>4.3 inch IPS</td>
<td>4 inch Retina</td>
<td>4 inch Retina</td>
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<tr>
<td>Resolution</td>
<td>1080 p</td>
<td>720 p</td>
<td>640 p</td>
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<td>Processor</td>
<td>Tegra 4</td>
<td>Snapdragon 800</td>
<td>Apple A7 64 bit</td>
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<td>Dimension</td>
<td>144 x 73.6 x 8.1 mm</td>
<td>126 x 62 x 10.2 mm</td>
<td>123.8 x 58.6 x 7.6 mm</td>
<td>124.4 x 59.2 x 9 mm</td>
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<td>OS</td>
<td>MIUI with Android Jelly bean v 4.2.1</td>
<td>MIUI with Android Jelly bean v 4.1</td>
<td>iOS 7</td>
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<td>Rear Camera</td>
<td>13 MP</td>
<td>8 MP and 13 MP version</td>
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<td>8 MP 1.2 mp</td>
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<td>f/2.2</td>
<td>f/2.2</td>
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<td>Inbuilt</td>
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<td>2 MP</td>
<td>2 MP</td>
<td>5.2 Mpx</td>
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<td>Finger print scanning</td>
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<td>LTE</td>
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<td>Normal</td>
<td>Nano sim</td>
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<td>Black + White or Blue or Pink or Green or Yellow</td>
<td>Gold, Silver, Gray, White, Yellow, Red, Blue, Green</td>
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#### Design Innovation Matrix

- **Incremental**
  - Disruptive Technology
  - Technology Push Innovation
- **Radical Change**
  - Radical Design Innovation
  - Business Model, Ecosystem, Systemic Innovation

- **User-centered**
  - Market pull Innovation
- **Architectural Innovation**

![Design Innovation Matrix Diagram](https://example.com/rdulal.blogspot.com)
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.

- Smart Economy
- Smart People
- Smart Governance
- Smart Mobility
- Smart Environment
- Smart Living
D’Hive Media & Tech Roadmap

Step 1: Uniquely Position Project in History, Culture, Art, Technology

Step 2: Assess Market Demand in Emerging Economic Sectors

Step 3: Assess Market Demand in Support, Ecosystem & Cluster Areas

Step 4: Create Catalog of Targeted High-ROI In-Demand Building Types

Step 5: Create Library & Database of Reference Projects & Economics

Time-line of project
Orchestrated Creative Media Smart City
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