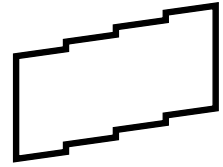# GBBN

TOGETHER, WE

ENHANCE
EXPERIENCE
& EMPOWER
PEOPLE

THE CULTURE OF INNOVATION

INNOVATION DISTRICTS ARE NOT ONE SIZE FITS ALL. BE YOURSELF.

By bringing research institutions, government agencies, and private industry together, innovation districts are not only transforming research (speeding the arrival of life-saving technologies and developing solutions to society's most pressing problems), they're also strengthening our cities and creating powerful engines of economic activity.

But not all innovation districts are created equal. An innovation district's success is grounded in an understanding of the unique culture, talents, and strengths that differentiate its home city from competing locales. Understanding your city's and region's potential—its emerging industries and promising lines of research, its natural and cultural resources—will enable you to foster the partnerships needed to draw investment and talent from across the country.

1 + 1 = 3. There's magic in the right configuration. If you start from the right foundation, an unlikely pairing (university and developer, hospital system and manufacturer, government agency and technology accelerator) can accomplish things that are orders of magnitude greater than either can alone.

DISTRICT, INSTITUTION, SPACE, & SITE

Innovation districts operate at multiple scales within our cities and regions, so it's important to seek out opportunities at each:

District: The strengths of the research institution, the city, and region are leveraged to build the economy of the future.

Institutional: The strategic vision of partner institutions are considered to provide a strong foundation for future growth.

Space: Innovation districts create inspiring environments that bring people together across traditional boundaries to imagine solutions to our most pressing problems.

Site: Innovation districts build on the neighborhood's strengths, turning the site into an asset that not only attracts talent, but also improves the life of the surrounding community.

SCALES OF INNOVATION

DISTRICT
- Talent
- Economic Growth
- Regional Strengths
- Civic + Corp. Partnerships
- Infrastructure

INSTITUTIONAL
- Grants
- Revenue Streams
- Changing Research Models
- Recruitment/Retention
- Colleges & Departments

SITE
- Context
- Amenities
- Transport
- Public Space
- Neighborhood
- Placemaking

SPACE
- Cross Pollination
- Flexibility + Adaptability
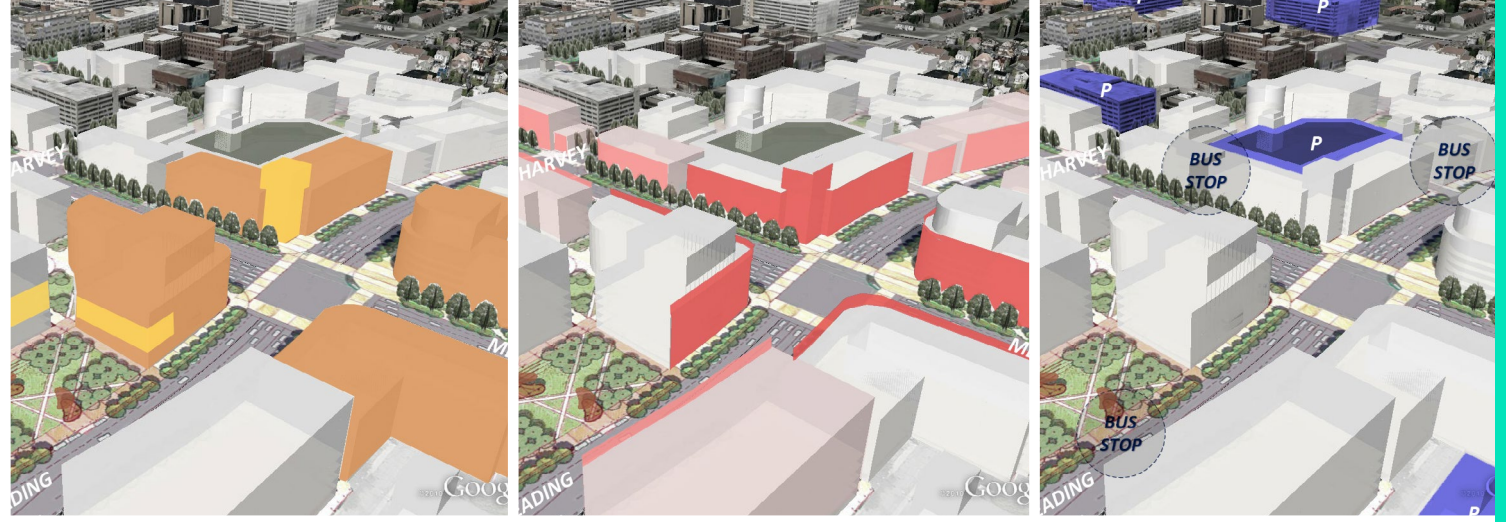- How People Want to Work
- Shared Core Resources

DISTRICT

Know Thyself. A strong innovation district—one that is set up to succeed—is grounded in a thorough understanding of the research institution's, the city's, and the region's strengths.

Innovation doesn't happen in a vacuum. Ideas don't spring from nowhere. They are an expression of the ongoing strengths, interests, and activities of people at a given time and place. Understanding this sets you up to convene the right partners and make the investments to maximize your strengths. When developing an innovation district, ask yourself:

- Who are potential partners?
- What are your region's established research institutions?
- What are its emerging industries?
- Does it make sense to have a general "innovation center" or should it be industry-specific (e.g., biotech)?
- What infrastructure and amenities can be supplemented or maintained to draw resources, talent, and investment from across the country?

CLIFTON

CINCY ZOO

AVONDALE

TRI HEALTH

CHILDREN'S HOSPITAL

Hebrew Union College

VA Hospital

Shriners Hospital

EPA

UC HEALTH
Dept. of Health

NEW INTERCHANGE

UNIVERSITY OF CINCINNATI

Children's / Tri Health

CORRYVILLE

WALNUT HILLS

CUF

Christ Hospital

MT AUBURN

HARVEY

BUS STOP

BUS STOP

BUS STOP

P

P

UPTOWN MASTER PLAN

INSTITUTIONAL

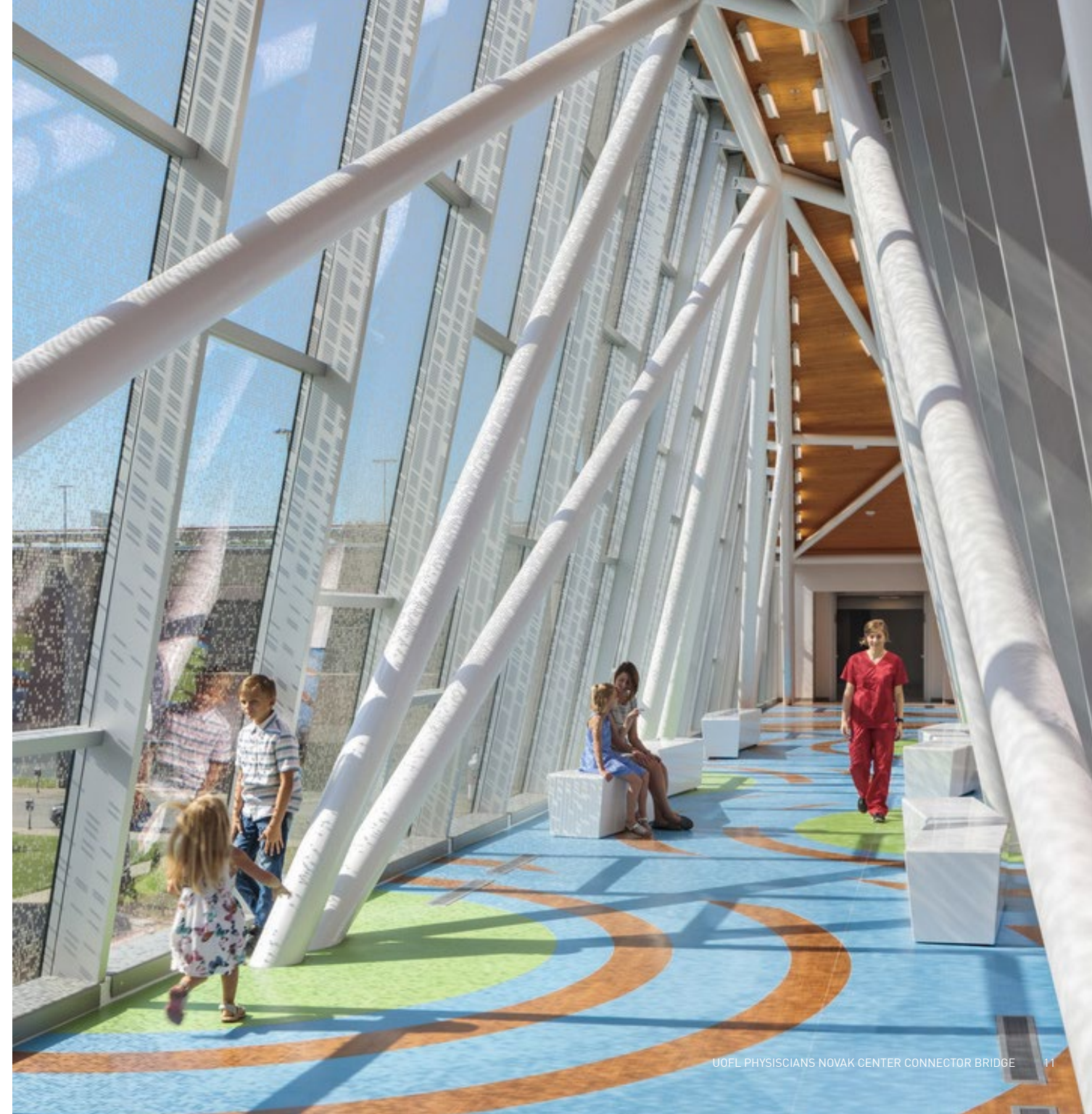**The present moment is rife with promise and peril for research institutions.** Emerging technologies are opening expansive new realms of investigation, enabling undreamt of new approaches to research. At the same time, research institutions face a variety of challenges, including uncertain funding models; evolving worker, student and employer expectations; and changing taxpayer demands.

Established in partnership with other institutions, government entities, and corporate partners, innovation districts form a promising response to these changing conditions.

Public and private institutions are joining innovation districts to enlist students and industry professionals in joint research that develops real-world solutions to real-world problems. Students benefit from hands-on experience, industries benefit from access to leading academic researchers, and universities and hospitals secure grants and revenue streams needed to bolster their core mission.

With a clear understanding of your organization's changing needs—your firm's evolving strategic position, your university's changing research and pedagogical model, your hospital's evolving footprint— you can leverage the relationships created by an innovation district to get where you need to go. Questions to consider:

- **What are your institution's strategic priorities:**
  > Attracting and retaining top research talent?   > Student recruitment?
  > Reputable tenants to help secure financing?   > Increased reputation?
  > Partners that will speed innovations to market?

- **How does an innovation district fit into your organization's overall funding picture?**

UNIVERSITY OF PITTSBURGH, HILLMAN LIBRARY

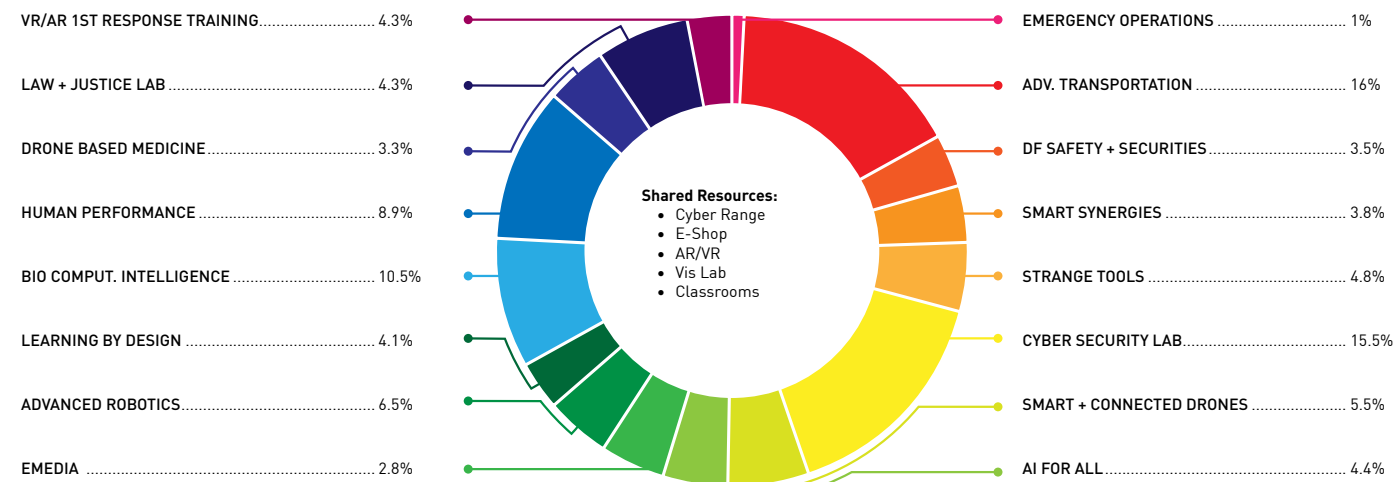TRIHEALTH, THOMAS COMPREHENSIVE CARE CENTER

UNIVERSITY OF CINCINNATI, DIGITAL FUTURES

NORTHERN KENTUCKY UNIVERSITY, HEALTH INNOVATION CENTER

CARNEGIE MELLON UNIVERSITY, SORRELLS LIBRARY

INSTITUTIONAL

UC DIGITAL FUTURES

LAB SPACE ALLOCATION

VR/AR 1ST RESPONSE TRAINING 4.3%

LAW + JUSTICE LAB 4.3%

DRONE BASED MEDICINE 3.3%

HUMAN PERFORMANCE 8.9%

BIO COMPUT. INTELLIGENCE 10.5%

LEARNING BY DESIGN 4.1%

ADVANCED ROBOTICS 6.5%

EMEDIA 2.8%

Shared Resources:
- Cyber Range
- E-Shop
- AR/VR
- Vis Lab
- Classrooms

EMERGENCY OPERATIONS 1%

ADV. TRANSPORTATION 16%

DF SAFETY + SECURITIES 3.5%

SMART SYNERGIES 3.8%

STRANGE TOOLS 4.8%

CYBER SECURITY LAB 15.5%

SMART + CONNECTED DRONES 5.5%

AI FOR ALL 4.4%

Colleges & Programs Represented:

DAAP • College of Engineering • School of Information Technology • Arts & Sciences - Political Sciences • Arts & Sciences- Psychology • Center for Cyber Security & Policy • UCL Libraries/Digital Scholarship Center • Teachers College • CCM • UC Office of Reasearch Admin.
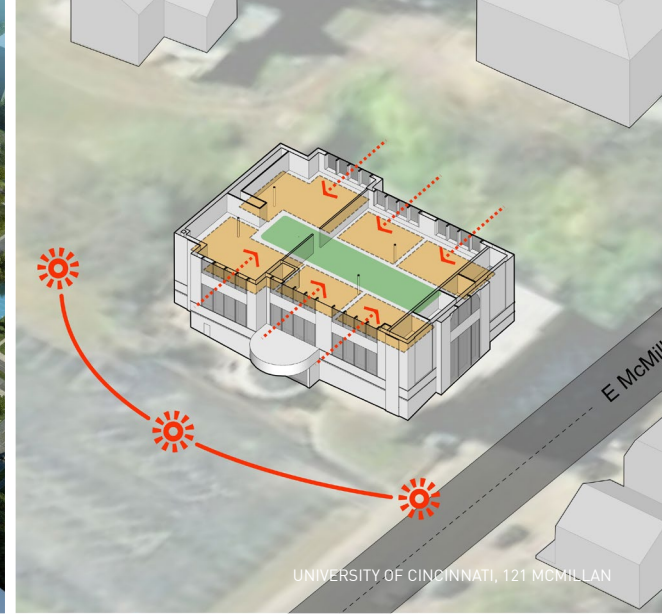
13

SITE

Unlocking the future means thinking beyond the lab. A growing body of research shows that breakthroughs—those coveted eureka! moments—tend to come in moments of mental relaxation that follow intense periods of concentration. An essential consideration for a well-designed innovation space, then, is the site. How will your innovation hub and your researchers interact with the space beyond the building?

Designed to support the whole person (not just the worker), an innovation district's investment in a complete neighborhood—one that is walkable, with places to live, work, and play—will not only forward the research agenda of district partners, it should better the whole community. Questions to consider:

- Does the site contribute to the success of your innovation center?
- Does it meet the needs of researchers by providing food, relaxing outdoor spaces, transit options that make the commute reasonable (even enjoyable)?
- Can the site be leveraged to recruit and retain talent?
- How can you leverage a large-scale investment to improve the life of the neighborhood?
- Can site improvements affirm the dignity and value of current neighborhood residents, their culture, and traditions?

Dragon Cove New Town

SUZHOU SCIENCE + TECH CITY HOSPITAL

UNIVERSITY OF CINCINNATI, 121 McMILLAN

BEIJING SHI SHI COMPLEX

SITE

ROUNDHOUSE AT HAZELWOOD GREEN   17

SPACE

Environments that foster innovation are no accident. Whether you're developing an on-campus innovation center or a full-blown district, design should not only undo conventional boundaries that prevent a culture of shared inquiry. It should also inspire.

Any space should encourage creative collisions and cross-pollination, not just through a shared café, but through shared resources and places that bring disparate researchers together to display research and engage in cross-disciplinary conversations. It should be flexible in the short-term (capable of being reconfigured for changing, day-to-day uses) and easily adapted for changing project teams. It also needs to support the wellbeing of inhabitants and the organizations it hosts. Above all, it needs to inspire, letting loose the pent up, creative potential of researchers, students, and professionals. Questions to consider:

- How can the space create connections between people who are not accustomed to working together?
- How can design foster a shared workplace culture that doesn't yet exist?
- How can the space inspire, providing points of interest and moments of relaxation to enable the flights of imagination on which groundbreaking research depends?

HILLROM INNOVATION CENTER

CARNEGIE MELLON UNVERSITY,
HAMERSCHLAG HALL

ROUNDHOUSE AT HAZELWOOD GREEN

UNIVERSITY OF CINCINNATI, RIEVESCHL HALL

4MOMS HEADQUARTERS

SPACE

HILLROM INNOVATION CENTER

GBBN, CINCNNATI OFFICE

21

Sample of

NATIONAL
REGIONAL
& LOCAL
AWARDS

We work with visionaries to create spaces that
enhance experience and empower people.

We combine technical mastery and creative
tenacity to find design solutions that help
organizations do their best work and achieve
their goals.

We see architecture as more than just
buildings, because positively impacting people
is the most important thing we do.