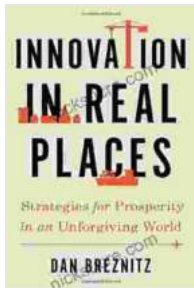


Innovation In Real Places: A Deep Dive Into How Physical Spaces Are Driving The Future Of Innovation



Innovation in Real Places: Strategies for Prosperity in an Unforgiving World by Dan Breznitz

★★★★☆ 4.3 out of 5

Language : English
File size : 1732 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
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Print length : 279 pages
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Innovation is often thought of as something that happens in the abstract, in the minds of brilliant individuals or in the sterile confines of a laboratory. But increasingly, innovation is happening in real places—in the physical spaces where people live, work, and play.

This shift is being driven by a number of factors, including the rise of human-centered innovation, the increasing importance of place-based innovation, and the emergence of space as a service.

Human-centered innovation

Human-centered innovation is a design approach that focuses on the needs of the people who will be using a product or service. This approach

is based on the belief that the best way to create innovative solutions is to understand the people who will be using them.

Physical spaces play a crucial role in human-centered innovation. They provide a place for people to come together, share ideas, and test out new concepts. They also provide a context for understanding the needs of the people who will be using the product or service.

For example, the IDEO design firm has a dedicated space called the "Innovation Lab" where they can work with clients to develop new products and services. The lab is designed to be a creative and collaborative environment, with plenty of room for brainstorming and prototyping.

Place-based innovation

Place-based innovation is a type of innovation that is rooted in a particular place. This type of innovation is often driven by the unique assets and resources of a place, such as its history, culture, or geography.

Physical spaces play a crucial role in place-based innovation. They provide a place for people to come together, share ideas, and collaborate on new projects. They also provide a context for understanding the needs of the community.

For example, the city of Boston has a number of innovation districts, such as the Seaport District and the Innovation District. These districts are home to a variety of businesses, startups, and research institutions. They provide a place for people to come together and work on new ideas, and they also help to attract talent to the city.

Space as a service

Space as a service is a business model that provides access to physical space on a flexible basis. This model is becoming increasingly popular as businesses realize the benefits of having access to flexible and affordable space.

Physical spaces play a crucial role in space as a service. They provide the space that businesses need to operate, and they also provide a variety of amenities and services that can help businesses to be more productive and innovative.

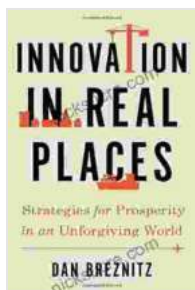
For example, the company WeWork provides a variety of coworking spaces that businesses can rent on a flexible basis. These spaces provide businesses with a place to work, meet with clients, and collaborate with other businesses. WeWork also provides a variety of amenities and services, such as Wi-Fi, coffee, and meeting rooms.

The future of innovation

The future of innovation is increasingly being shaped by physical spaces. These spaces provide a place for people to come together, share ideas, and collaborate on new projects. They also provide a context for understanding the needs of the people who will be using the product or service.

As the world becomes increasingly complex and interconnected, the role of physical spaces in innovation will only become more important. These spaces will provide the foundation for the next generation of innovation, and they will help to create a more sustainable and equitable future.

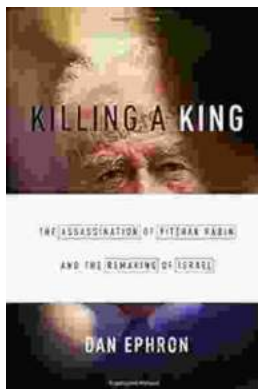
Innovation is no longer confined to the abstract or the laboratory. It is happening in real places, in the physical spaces where people live, work, and play. These spaces are providing the foundation for the next generation of innovation, and they will help to create a more sustainable and equitable future.



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