

Ubiquitous Cities

Milan

Branko Cosic
5060413

The ever-growing urban sphere has catalysed new understanding and approaches toward the metropolitan dimension. In Milan, these changes are predominantly revealed through a focus on how innovations within a city are realised and enabled towards their objectives; focusing on a new approach to "individual and collective behaviour". (Picon 2015, pg. 11)

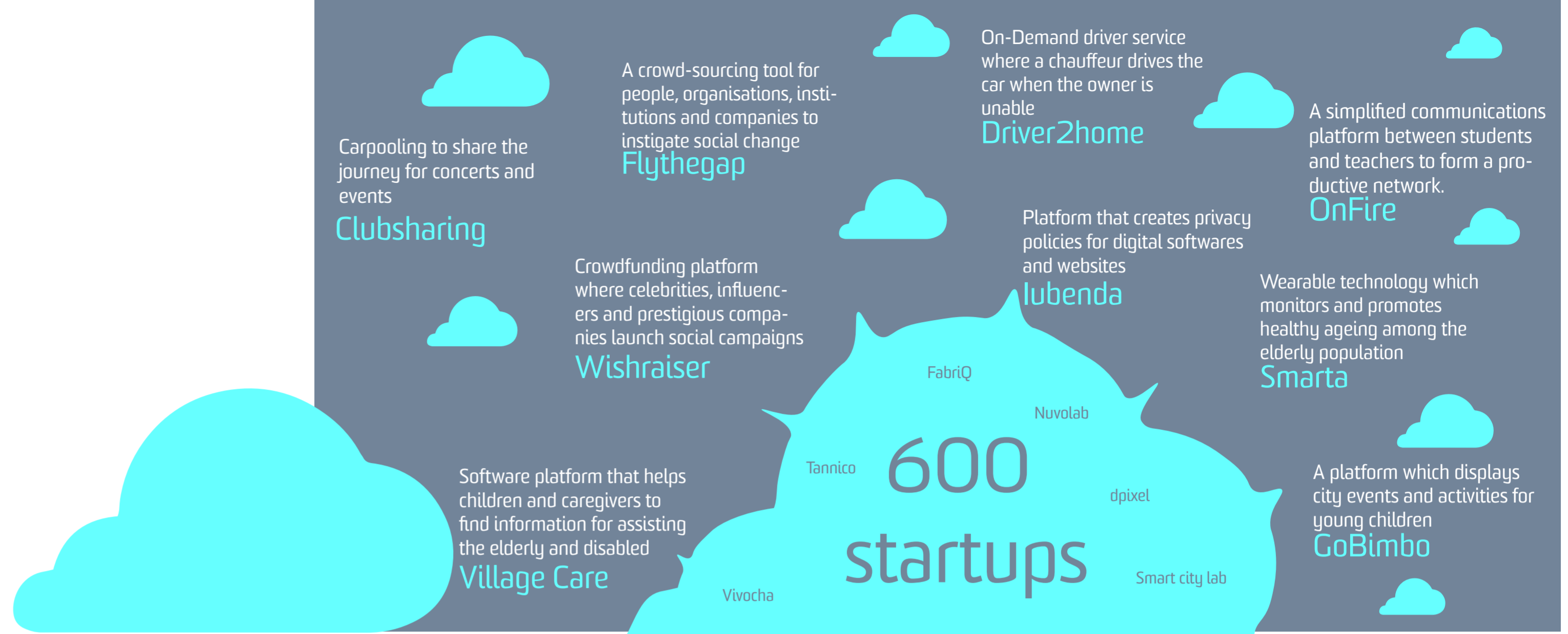
Moreover, Milan is the industrial and financial centre of Italy and one of significance worldwide, it is among global leaders in many respective fields including fashion, tourism, sports and business. Consequently, it's stance as an important node in global economics has manifested itself in many of the cities intelligent strategies. These motivations often extend incentive toward the development of businesses and employment rather than the immediate quality of life of its residents. However, this is not to say that the two impulses aren't synonymous with each other, seeing as economic stability often correlates with quality of life. It can be said that Milan is an enabling smart city.

The advent of this new metropolitan strategy was intertwined amongst the foundations of the internet and wireless technologies, consequently mobilising Telecom Italia as a dominant leader in Italy's smart incentives, including Milan. While not all incentives are employed by the Telecommunications giant, a great majority have practiced their strategies at the hand of the Telecom's financial aid, and network capabilities; Dedicating 6.7 billion euros to innovation in NGN, LTE and Cloud platforms in order to form more "innovative network infrastructure" (Telecomitalia 2016). As a result, Local governments are being enabled by such acts and "are contributing to Milan's socio-economic transition towards the new economy based on increasing digital productions" Morandi, Rolando and Di Vita (2016, p. 30).

These proposals have been embodied in various means, predominantly social innovation and business incubators which are dominant in Milan such as 'Smart City Lab'. A headquarters for "enterprise incubation...addressed to the intelligent cities" Milano Smart City (2015, p.1). Additionally, fabriQ, another innovation incubation program which helps by "supporting new and future businessmen and women to realize their ideas, projects and start-ups" FabriQ (2014).

The municipality of Milan strategizes their smart city approach through enabling small groups and entrepreneurs through various incubation and start up initiatives, apart through the sheer amount of incubators in the city itself; Nuvolab, dpixel, Tannico, Vivocha. This brings forth wide varieties of strategies and initiatives which are then nurtured and developed into rationalisation. Upon the formation of the initiative it also creates employment opportunities for the city itself. The process of enabling these ideas and strategies through such organisations in order to implement their 'Smart' objectives stands as Milans smart strategy in improving the cities eco-system of business and employment.

The achievement of Milan's smart city objectives has been profound, and evident through the success of "600 start-ups in and out of the different business incubators in which the municipality operates" Commune Milano (July, 2016). This in turn has proliferated the growth of the Milanese region, forming an ecosystem of opportunities for businesses, organisations and technology to flourish. It is the basis for the cities contention as the innovative capital of Europe in 2016 and their previous hosting of the 2015 'EXPO' Commune Milano (July, 2016).



Ideas - Strategies - Innovations

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