

RESIDENTS OF THIS DISTRICT CONTROL THEIR OWN DATA

By Livvy Houghton and Alex Hawkins

12 : 03 : 2019 Far Futures : Smart Cities : Digital



Brainport Smart District by UNStudio, renderings by Plomp, Helmond Brainport Smart District by UNStudio, renderings by Plomp, Helmond

Netherlands – An architectural practice based in the Netherlands has unveiled plans for a smart residential development where residents control the use of their data.

The concept for Brainport Smart District (BSD), to be located in the Dutch city of Helmond, envisions the area as a 'living laboratory'. Residents will produce their own resources, such as food and energy, manage their own waste disposal and own all of their data.

Created by Amsterdam-based **UNStudio** and its sister company, **UNSense**, the project includes a residential area called 100 Houses, which will investigate how data can be used to improve lives in urban areas. Devised as a response to the data monopolies held by large technology companies, 100 Houses will offer an entirely new economic model.

By allowing locals to take ownership of their data, UNStudio is positioning **data-sharing as a form of 'labour'** to be compensated in the same way as any other work. People will exchange these earnings for access to local amenities like food and transport, which in turn contributes to the self-sufficiency and growth of the local community.

Explore our **Smart Cities** vertical for more on the future of the urban environment.