



Urban regeneration with human-scale strategies

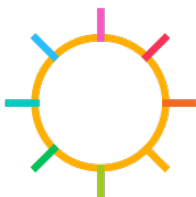
Regenerating means giving people back the right to be delighted by their own street. At Porto Digital, more than 150 000 m² of historic buildings have been retrofitted and now host 475 companies and 113 cafés, bars, restaurants and cultural venues within a five-minute walk of every doorstep — living proof that a city can be lovable even if not yet fully liveable.

Our Porto Marinho “hopscotch game” — Landscape · Texture · Affection · Destiny · Places · Activities — activates tactical micro-interventions that rekindle urban dynamics even before major works begin, turning every spot into a laboratory of futures.

At Porto Digital we chose future-oriented, digitally-intensive sectors to anchor talent, generate local income and ensure demand for housing near workplaces, recycling vacant buildings into innovation hubs without displacing residents.

Vitality indicators — pedestrian flows, creative density, carbon avoided through the retrofit of underused buildings — are clear signals of building shared futures. Watching these numbers grow turns neighbours into co-owners of the process and strengthens safety, stewardship and identity.

Such territories become magnets for investment and community pride: heritage becomes a stage for innovation, cafés buzz with people inventing tomorrow and the streets tell stories while boosting municipal fiscal revenue.



Systemic innovation and integration of public policies

We orchestrate the gearset of territory + institutions + organisations so that legislation, financing and governance push the city in a single direction, just as we have done since Porto Digital's launch in 2000.

Guided by Donella Meadows' 12 leverage points of systems thinking, we fine-tune parameters (reduced ISS and IPTU), create real-time public feedback through ecosystem governance mechanisms, and enable innovation hubs throughout Recife's historic quarter to self-organise and prototype new modes of conviviality in charming places.

Positive feedback becomes a scaling engine — investors replicate retrofit models — while negative feedback corrects course; paradigms shift when a “degraded area” turns into a “laboratory of the future”.

Housing, culture, mobility and climate policies converge into a systemic portfolio capable of generating innovative financing and practices, showing that prosperity, equity and sustainability reinforce one another.

The city learns: goals are reviewed in governance forums, successes replicated in new districts, and small sparks of innovation inspire structural transformations — delivering robust financial ROI and social dividends that no traditional spreadsheet can capture.



Urban planning powered by artificial intelligence

Planning with AI is like wearing a cognitive exoskeleton that amplifies the human courage to decide. The TDS triad — individual, social and artificial intelligences — inspires us and transforms raw urban data into shared decision clarity.

AI acts as a translator between the city's complexity and the urgency of action: it illuminates consequences, reveals alternatives and delivers transparent evidence to managers, investors and public-sector collaborators.

This transparency dissolves power asymmetries and democratises trust: everyone sees the same dashboard, negotiates from the same facts and builds consensus without technical opacity.

In a continuous learning cycle, every decision returns to the system as living data; what works is reinforced, what fails is redirected, keeping the city in permanent, resilient beta.

Technology and human commitment walk together: AI provides precision and speed, communities supply purpose and ethics — a combination that converts bold visions into tangible territories.

Want to discuss these ideas? Click the green button and send us a whatsapp message.