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THE NALEDI 3D VIRTUAL REALITY FACTORY  
THE INNOVATION HUB

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The Innovation Hub project is a strategic partnership between the Gauteng Provincial Government's Blue IQ initiative, and SERA, the Southern Education and Research Alliance, a partnership between the University of Pretoria and the Council for Scientific and Industrial Research.

The site for the proposed development forms part of the Agricultural Research Farm of the University of Pretoria and calls for a synergy between urban development, architecture, and the natural surroundings.

The Naledi 3D Virtual Reality factory forms part of numerous companies involved in cutting edge technology which is to be associated with the development.

In this computer age, which can be compared to the industrial era in terms of the revolutionisation of our daily lives, architecture has to respond. Buildings need to be designed to ensure the productive interaction between man, machine and the natural environment.

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