Campus of the future
Opportunities of a crisis

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PHYSICAL definition of “campus”

the “campus” is defined as the (collection of) buildings and land, used for university or university-related functions

FUNCTIONAL definition of “campus”

- ACADEMIC classrooms, library, offices, laboratories, lecture halls, ...
- RESIDENTIAL student housing, hotels, ...
- RELATED BUSINESS start-ups, incubators, industry, ...
- RETAIL & LEISURE sports, restaurants, cafes, ...
- INFRASTRUCTURE

History of the campus and the city

1. - until 1930
   - small, elite universities
   - campus = city
2. - between 1930s and 1960s
   - explosive growth, safety, laboratories
   - move to the edge of town
3. - around 2000
   - city has surrounded the campus
   - what’s next?
4. - 21st century
   - conference merge campus and city?
   - (b) campus as new city?

source: Managing the university campus (Den Heijer, 2011)
“Physical proximity allows social density and therefore, it increases the chances of intellectual and/or social interaction between people. Indeed, these chances depend not only on the type of activities allocated in a place and the people they involve, but also depend on the way both people and activities are accommodated in the built environment.”

“Technology campuses are planned, clustered, and (quasi-) isolated built environments. In fact, there is no evidence that supports these characteristics of the built environment enhance research activity. However, their existence supports there are reasons to believe they do.”

“Despite globalization trends, physical proximity is believed to facilitate the flows of tacit knowledge and it is actively encouraged in campuses’ strategies.”

Universities as urban growth engines

- Where technology campuses are located, innovation takes place
- Relation economic growth and presence (top-ranked) university

From literature: what generates innovation?

1. Interaction – between academic ‘acquaintances’ from different scientific backgrounds – is better than ‘academic friends’ or ‘academic family’ (analogy: genetics)
2. Serendipity as innovation motor – new ideas by accident, unplanned interaction
3. The physical presence of people relevant to universities – ‘meeting of minds’
4. “No clicks without bricks” – no world-class university can be entirely virtual
5. Informal meetings: build trust (biology matters) – (espresso) bars, public space, social media contribute to that
6. Importance of place attachment – 2nd home for international community – ‘feeling at home’ will make knowledge workers stay (1st house, 1st child)

BRIEF for the campus of the future

- **ACADEMIC**
  - classrooms, library, offices, laboratories, lecture halls, ...
- **RESIDENTIAL**
  - student housing, hotels, ...
- **RELATED BUSINESS**
  - incubators, industry, ...
- **RETAIL & LEISURE**
  - sports, restaurants, cafes, ...
- **INFRASTRUCTURE**

Found a ‘new’ building within 10 days sustainable = re-use
ASSIGNMENT: relocate 3300 students and > 800 employees
DEADLINE: renovate 32,000 m² < 6 months
+ new construction 4,000 m² < next 6 months

Phase 1: EAST: 16,000 m² gfa
in use September 2008

Phase 2: WEST: 16,000 m² gfa
in use November 2008

Phase 3: GLASS HOUSES:
4,000 m² gfa
new
in use May 2009

Undergraduates < 4 months after fire
Project ready < 1 year

Challenge the future
Delft University of Technology

Private → Public space
Contextual Concept: Connectivity and variety

GOALS ORGANISATION
1. Community building
2. More effective support of education, research & management
3. Creating the place to meet
4. Stimulate social interaction & intellectual interaction
5. Flexible use of facilities
6. Sustainable

http://www.managingtheuniversitycampus.nl
Reducing m2, but improving...
Quality of place (interior design)

Reducing m2, but improving...
Quality of place (cultural heritage)

Reducing m2, but improving...
Quality of life (campus & city)

the academic workplace
place → building → city

TRADE-OFF:
one territorial office workplace → many non-territorial places

The campus of the future is a city
The city of the future is a campus (univer-city)

1. use heritage for branding – students* become tourists
2. reduce the footprint – densely populated areas contribute to innovation
3. less private, more public use of space – showcase, open, 24/7 access
4. ‘urban meeting rooms’ – to merge urban and university communities
5. regional alignment – planning in a public-private network

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More about the book and research “Managing the university campus”: http://managingtheuniversitycampus.nl
(see DOWNLOADS for hand-out)

*and other knowledge workers

http://www.managingtheuniversitycampus.nl