CONTENT / Propositions

1. Each university goal can be frustrated by the physical campus.

2. It takes a crisis – for example a fire – to change the academic workplace.

3. The innovative and flexible knowledge economy can bring new life to obsolete industrial heritage buildings.

4. The campus of the future is a city.
1. Each university goal can be frustrated by the physical campus

Každý cíl vysoké školy může být zmařen kampusem / infrastrukturou.

“If you think education is expensive, try ignorance”

Derek Bok, former Harvard president

[I used this quote in the first sentence of my book]

my analogy: “If you think the campus is expensive, try neglecting it”

performance criteria university

good frame: find campus strategy that optimally contributes to all performance criteria

Managing the university campus

Every project or campus can be assessed from 4 perspectives

http://www.managingtheuniversitycampus.nl
2. It takes a crisis – for instance a fire – to change the academic workplace

*Ke změně akademického pracoviště může pomoci krize - například požár.*
Found a ‘new’ building within 10 days

sustainable = re-use

ASSIGNMENT: relocate 3,300 students and > 800 employees
DEADLINE: renovate 320,000 sqft < 6 months
+ new construction 40,000 sqft < next 6 months

What we started with in June 2008...

Undergraduates < 4 months after fire
Project ready < 1 year
3. The innovative and flexible knowledge economy can bring new life to obsolete heritage buildings.

Innovativní a flexibilní ekonomika založená na znalostech může vнести nový život do zastaralých průmyslových historických budov.

Design the building as a city
– reduce footprint (-15%), more shared / public space
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

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)

Campus of the future:
- more quality, less quantity
- new life for old buildings
- increase benefits / m² to cover high maintenance cost / m²
- users accept more defects of meaningful, historic buildings

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4. The campus of the future is a city

*Kampus budoucnosti je město.*

“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

The academic workplace
place \( \rightarrow \) building \( \rightarrow \) city

TRADE-OFF

one territorial office workplace \( \rightarrow \) many non-territorial places

http://www.managingtheuniversitycampus.nl
Studio space

- Student back at the faculty
- 6 m² usable per workplace
- Became less after decision process
- Tables are assigned to groups of students per semester (no permanent territory)
- Smart use of space (by smart scheduling)

CREATE “HOME AWAY FROM HOME”

Lecture halls

- More shared use of large halls
- More small spaces locally
- Flexible floor plan
- Differentiation of quality: also used for seminars / conferences

Campus of the future:
- Intensive and flexible use of high quality facilities

http://www.managingtheuniversitycampus.nl
Office space

- no individual territory
- 12 m² usable per FTE ➔ became more after design process
- activity related concept
  a. SILENT ROOMS
  b. LIVING ROOMS
  c. MEETING ROOMS ➔ formal / informal
  d. TEAM OFFICES

Library: quiet place to study

Changing the academic office

students and academic staff sharing workspace ➔ reducing the footprint, improving interaction

http://www.managingtheuniversitycampus.nl
Storage

PROBLEMS
• accessibility individual archives for groups – sharing of books / material
• same books / magazines / reports on every shelf: waste of resources?
• expensive m2 in use for storage
• lack of “storage management” – how often do we clean up
• culture change of ‘paperless office’ (or ‘less paper office’)
• supply generates demand

SOLUTION
• “to share or not to be”
• books are UNIVERSITY property
• share digital resources

Conference rooms

Public space: design a building like in a city

Campus of the future: creating the place to meet

http://www.managingtheuniversitycampus.nl
Public space
- usable space in corridors for informal meetings and work

Restaurants & bars

Changing the academic workplace
- from private to more public space
- from office space to a multifunctional working environment
- from individual to shared - "to share or not to be..."
- is expanding from a workplace to the campus and the city
- trading quantity (per user) for quality of the working environment
- from one assigned workplace to many meaningful workplaces or to finding the most comfortable workplace in every season
- increasingly paperless (paper determines territory…)

THEORIES & FRAMEWORKS
1. Convince policy makers of role campus performance university.
2. Never waste a good crisis.

AFTER OUR FIRE: BK CITY
3. Use European heritage buildings as a competitive advantage.

NEW CONCEPTS TESTED
4. Use European historical inner cities and collective qualities as a competitive advantage – to share or not to be

SHARING KNOWLEDGE IN EUROPEAN NETWORKS

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More about case BK city & book "Managing the university campus":
http://managingtheuniversitycampus.nl