Practise what you preach
BK City as a test case for international trends

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CONTENT

Lessons for / from
BK city

BK city is “new old” building of the Faculty of Architecture, after the fire in 2008

2008

relocate >3000 students > 800 staff members
in < 6 months

use the opportunity of a crisis:
implement radical changes

Irony: ultimate case study for research

LESSONS

#1

Design the building as a city – keep the best places public, intensify use: density of people

http://www.managingtheuniversitycampus.nl
Design the building as a city

important are:
- density of people
- acknowledge # visitors
- keep best places public

- orientation, logical floorplan
- sense of place: heritage
- branding: showroom, legacy

LESSONS

#2
Reduce m2 - trade quantity for quality of space

42.000 m2

32.000 m2

Estates Director:

“Everybody is always complaining about the overhead-%, but at the same time they will claim an individual office – like accommodation is not adding to the overhead”

Hierarchy of needs

Maslov
(translated for)
learning and working environment


http://www.managingtheuniversitycampus.nl
LESSONS

#3
Invest in visible quality – “window dressing” / “distractions”

Reducing m2, but improving...
Quality of place (interior design)

LESSONS
#4
Embrace academic history – use heritage for branding

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

Internationally:
/Heidelberg/
/Uppsala/
/Sorbonne)/Paris/
/Glasgow/
/Gent/
Uppsala,)Sweden)
Paris,)France)
Heidelberg,)Germany)
Glasgow,)UK)

"Online students can’t help being sociable" (April 9, 2014)
It was a revolution moving higher education from bricks to clicks... and now it’s started to go back to bricks again.

Online university providers, which offered people the chance to study from home, are turning full circle by creating a network of learning centres where students can meet and study together.

Instead of demolishing the dusty old classrooms of academia, the online university revolution is responsible for opening some new ones.

Coursera, a major California-based provider of online courses, is creating an international network of "learning hubs", where students can follow these virtual courses in real-life, bricks and mortar settings.

They’re scheduled and arranged online, with the only vital ingredients being a laptop, wi-fi and somewhere to talk.

http://
www.managingtheuniversitycampus.nl
LESSONS

#5

Avoid individual territory ("no names on the door")

“Cellular office symbolic for cellular research”

"on a busy day: less than 20% of the desks is occupied"

source: various utilization studies

Campus of the future: changing the academic workplace

→ space use < 20% of workplaces used

LESSONS

#6

Implement flexible concepts – mixed use – but avoid standardization and "open plan"
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

Space types on campus, example NL

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

LESSONS

#7
Make it feel like home – "home away from home"
LESSONS

#8

Allow students + staff to decorate their working environment

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"
LESSONS

#9
Make it a showroom
with the best products of students + staff

LESSONS

#10
Make sure people can see each other work
for security, community building,
serendipity → innovation

http://www.managingtheuniversitycampus.nl
Campus of the future:
- transparency of processes
to inspire and learn from each other
# LESSONS

1. Design the building as a city
2. Reduce m2 - trade quantity for quality of space
3. Invest in visible quality – “window dressing” / “distractions”
4. Embrace academic history – use heritage for branding
5. Avoid individual territory (“no names on the door”)
6. Implement flexible concepts – mixed use – but avoid standardization and “open plan”
7. Make it feel like home – (“home away from home”)
8. Allow students + staff to decorate their working environment
9. Make it a showroom (with the best products of students + staff)
10. Make sure people can see each other work (for security, community building, serendipity → innovation)

Follow me on Twitter: @alexandra_dh

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

→ new book “The European campus” (Oct 2014)

OPTIONAL
Movie – “The making of BK city”

online version see: http://managingtheuniversitycampus.nl/case-bk-city

http://www.managingtheuniversitycampus.nl