the campus of the future is a city
“the campus as living lab”

Dr. ir. Alexandra den Heijer
associate professor – Faculty of Architecture and the Built Environment
Delft University of Technology (TU Delft), Netherlands

Background
Scientific basis

Goal: to support campus decisions for the future of Europe

Managing the university campus
Alexandra den Heijer
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PhD Dissertation

The European Campus
2014
Alexandra den Heijer
George Tzovlas

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

PROBLEM STATEMENT

The campus competes with the city – “new town development”

PREFERRED “EUROPEAN” MODEL

Network university → "UniverCity"

more info: http://managingtheuniversitycampus.nl
PROPOSITIONS

1. Students* become tourists – Cherish the European academic heritage
   • location in inner city
   • heritage buildings: culture & industry
   • density of people
   • good public space
   • sense of place

* and knowledge workers (professors, young potentials, ...)

European campus portfolio

more info: http://managingtheuniversitycampus.nl
PROPOSITIONS

1. Students become tourists – Cherish the European academic heritage
2. To share or not to be
   - “Human behaviour most important influence on (un)sustainable campus”
   - “Practise what you preach” - TU Delft campus as living lab

LESSONS

#1 Design the building – and campus – as a city
#2 Keep the best places public, intensify use: density of people
#3 Reduce m2 - trade quantity for quality of space
#4 Embrace academic history – memories of generations + users are more “tolerant” in heritage buildings
#5 Avoid individual territory, but make it feel like home
#6 Implement more flexible concepts – mixed use – but avoid standardization and “open plan”
#7 Allow students + staff to decorate their working environment and make it a showroom (with the best products of students + staff)
#8 Make sure people can see each other work (for security, community building, serendipity → innovation)

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The built environment can support innovation in technology campuses by using strategies that support the process of knowledge creation and diffusion in two ways. First, the design strategies of technology campuses can be used to -deliberately- accommodate in close proximity various users, whose activities and knowledge are close in relation. Second, the management strategies of technology campuses can be used to optimise such proximity while creating the opportunities for users to share activities and therefore, to strengthen the closeness of such relations.

Nowadays, universities, governments and industry increasingly build or expand technology campuses to encourage innovation for economic growth and development. With that assertion in mind, which has not been actually demonstrated to be true, technology campuses are built with similar characteristics: they are large-scale, clustered and (quasi)isolated built environments.