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.
LESSONS

#1
Design the building as a city – keep the best places public, intensify use: density of people

LESSONS

#2
Reduce m2 - trade quantity for quality of space

Hierarchy of needs

Maslov (translated for) learning and working environment

- inspiring
- attractive
- social
- safe
- healthy

important are:
- density of people
- acknowledge # visitors
- keep best places public
- orientation, logical floorplan
- sense of place: heritage
- branding: showroom, legacy

more info: http://managingtheuniversitycampus.nl
LESSONS

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

LESSONS

#4
Embrace academic history – use heritage for branding

more info: http://managingtheuniversitycampus.nl
Reducing m2, but improving... Quality of life (campus & city)

LESSONS
#5
Avoid individual territory ("no names on the door")

"Cellular office symbolic for cellular research"

source: various utilization studies

LESSONS
#6
Implement flexible concepts – mixed use – but avoid standardization and "open plan"

 Changing the academic office

more info: http://managingtheuniversitycampus.nl
Library: quiet place to study

LESSONS

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

LESSONS

#8
Allow students + staff to decorate their working environment

more info: http://managingtheuniversitycampus.nl
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

more info: http://managingtheuniversitycampus.nl
LESSONS

#1 Design the building – and campus – 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)

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