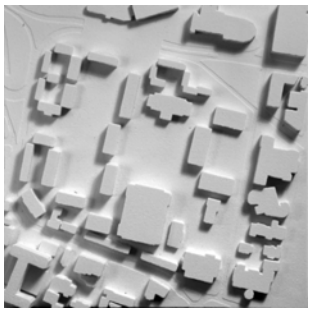
Campus and the City

– Urban Design for the Knowledge Society

Competitive Campuses, Trondheim, 15 June 2007

Kerstin Höger

Inner-city campus

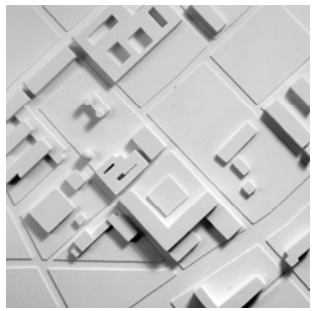


Harvard University

greenfield campus

ETH Hönggerberg

high-tech campus

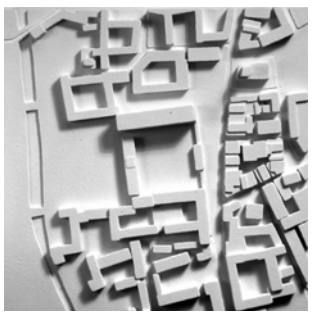


Humboldt Campus/ Berlin Adlershof

corporate campus

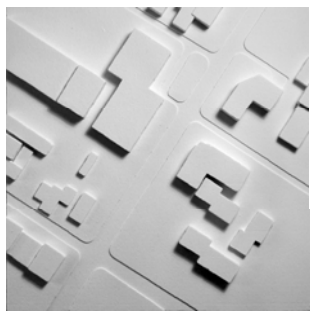
Novartis Campus, Basel

cluster

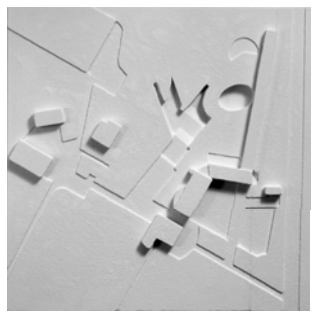


Cambridge University

Bilgi Campi Istanbul



Stanford Research Park/ Silicon Valley



Benetton Campi/ Veneto Valley

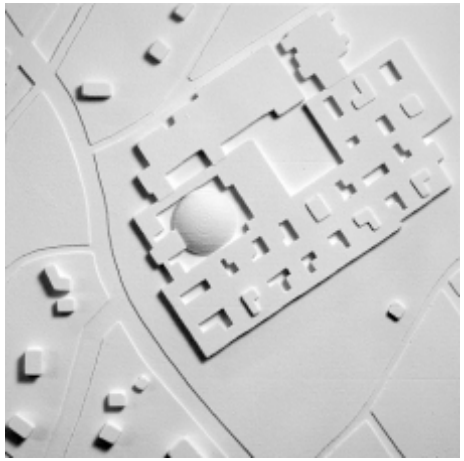
network

Campus Typologies

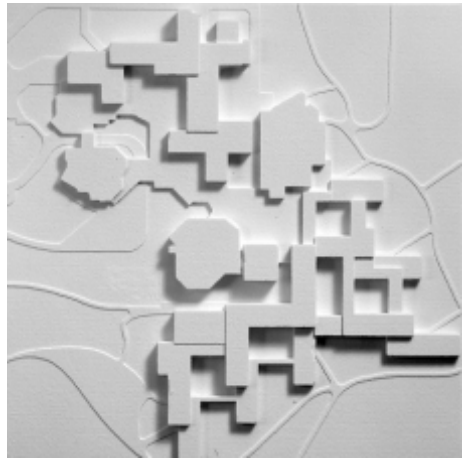
How can architecture and urban design being used to consciously stimulate social, cultural, and economic life in and around universities and corporate centres?

What kind of spatial and programmatic organizations promote internal knowledge transfer and social interaction while simultaneously integrating with surrounding urban environments?

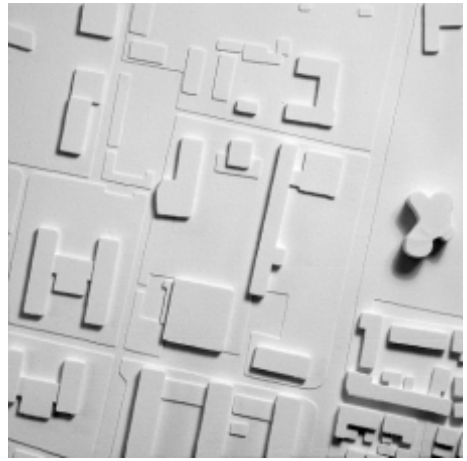
What kind of urban strategies can best nurture the dynamic synergies needed to create sustainable centres of knowledge and learning – incubators of innovation that can flexibly respond to the fast changing demands of industry and society?



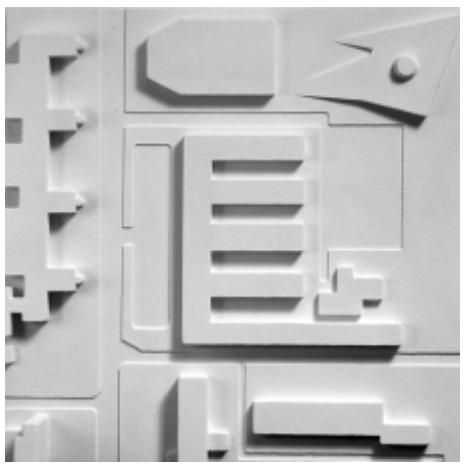
Free University of Berlin



University of Konstanz

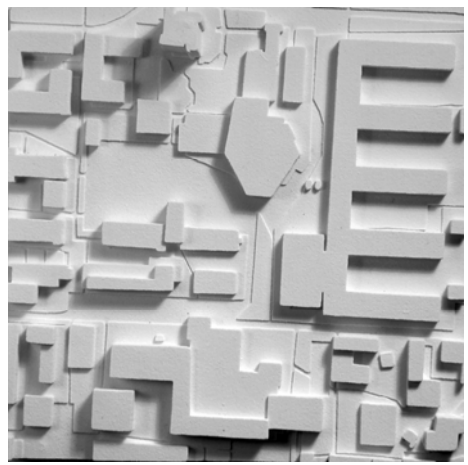


TU Cottbus



TU Delft

Uithof Campus, Utrecht University

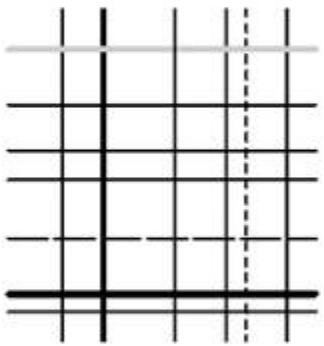


Science City, ETH Zurich

Greenfield Campus

ETH Hönggerberg

Science City ETH Zürich, KCAP

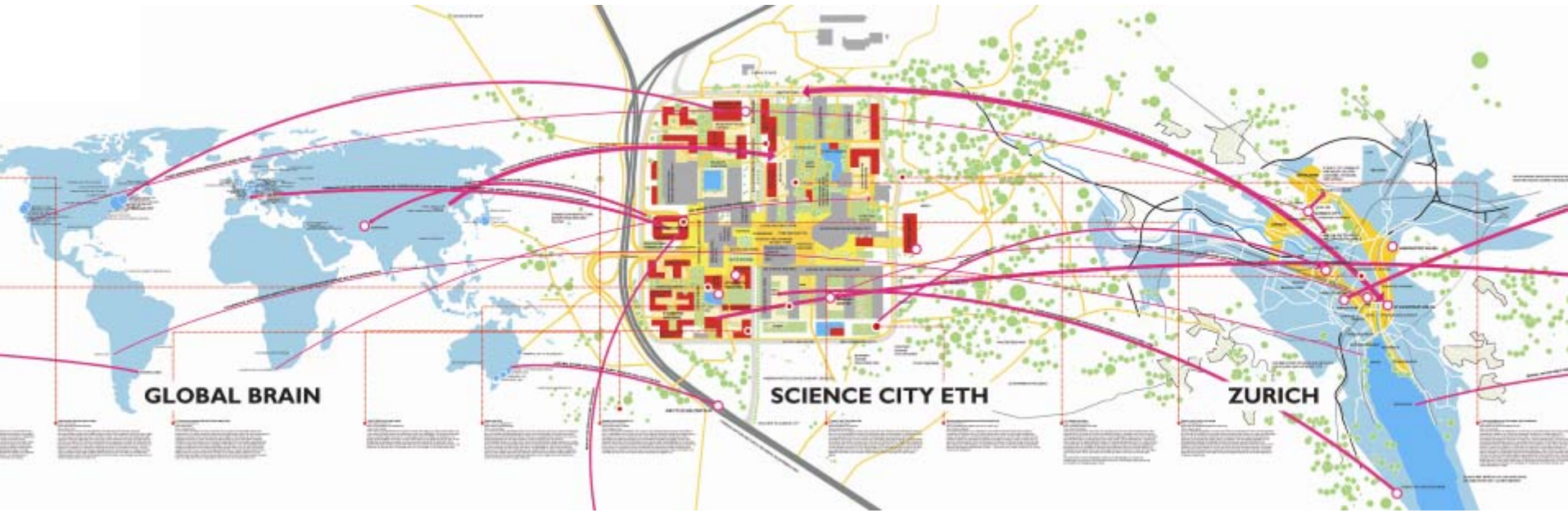


netzwork

clusters - functionmix

centre - heart

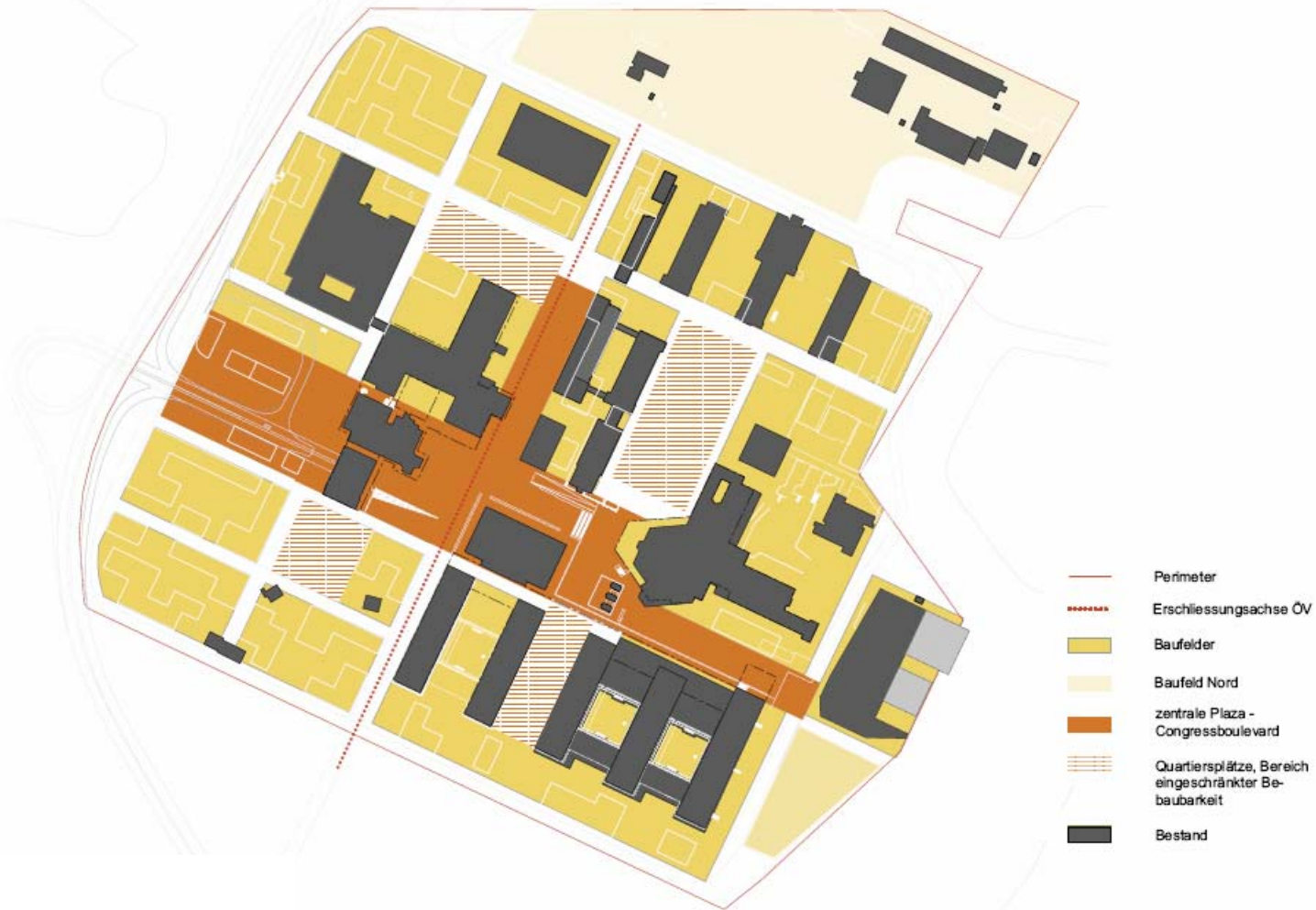
synergie


GLOBAL BRAIN
SCIENCE CITY ETH
ZURICH

0m 10m 50m 100m

HCE
HPE
HPH
HPR

public
services/facilitites
hotel/recreation
working
living
congress
meeting

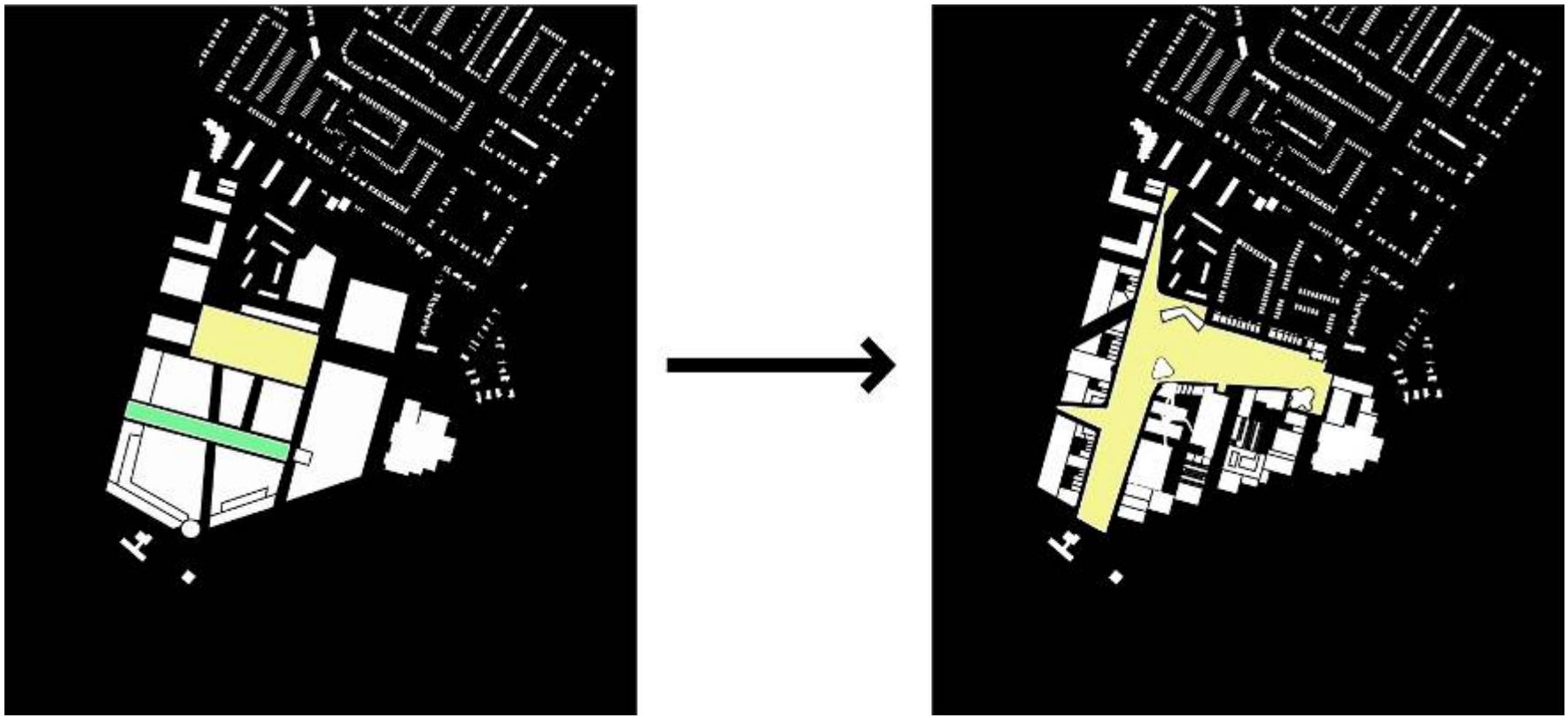

Perimeter
Erschliessungsachse ÖV
Baufelder
Baufeld Nord
zentrale Plaza - Congressboulevard
Quartiersplätze, Bereich eingeschränkter Bebaubarkeit
Bestand

ETH
Bibliothek

HIL

Leerpark Dordrecht, West8

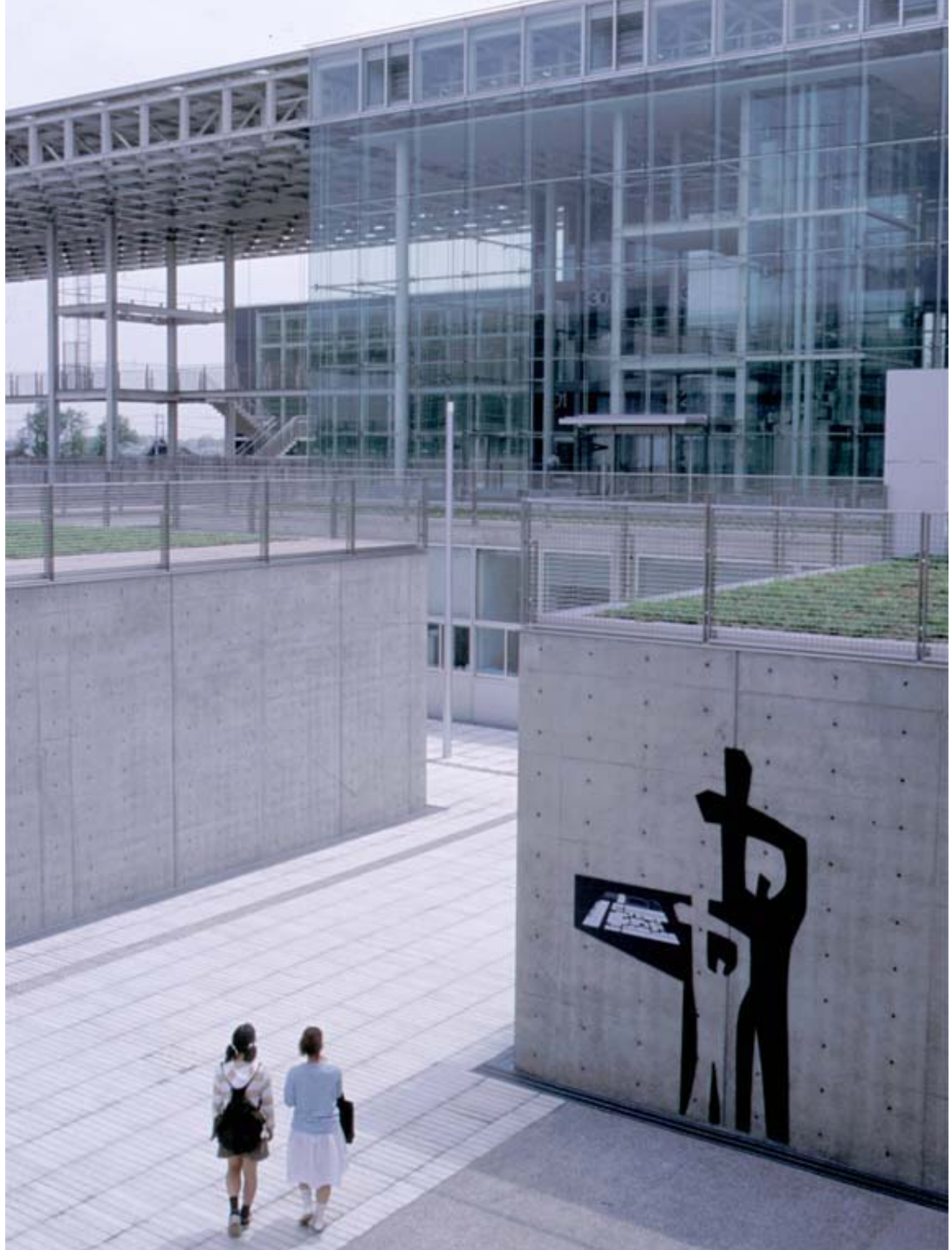
Merwestein-
park
Wantijpark
Weizigtpark
Leerpark
Landgoed
Dordwijk



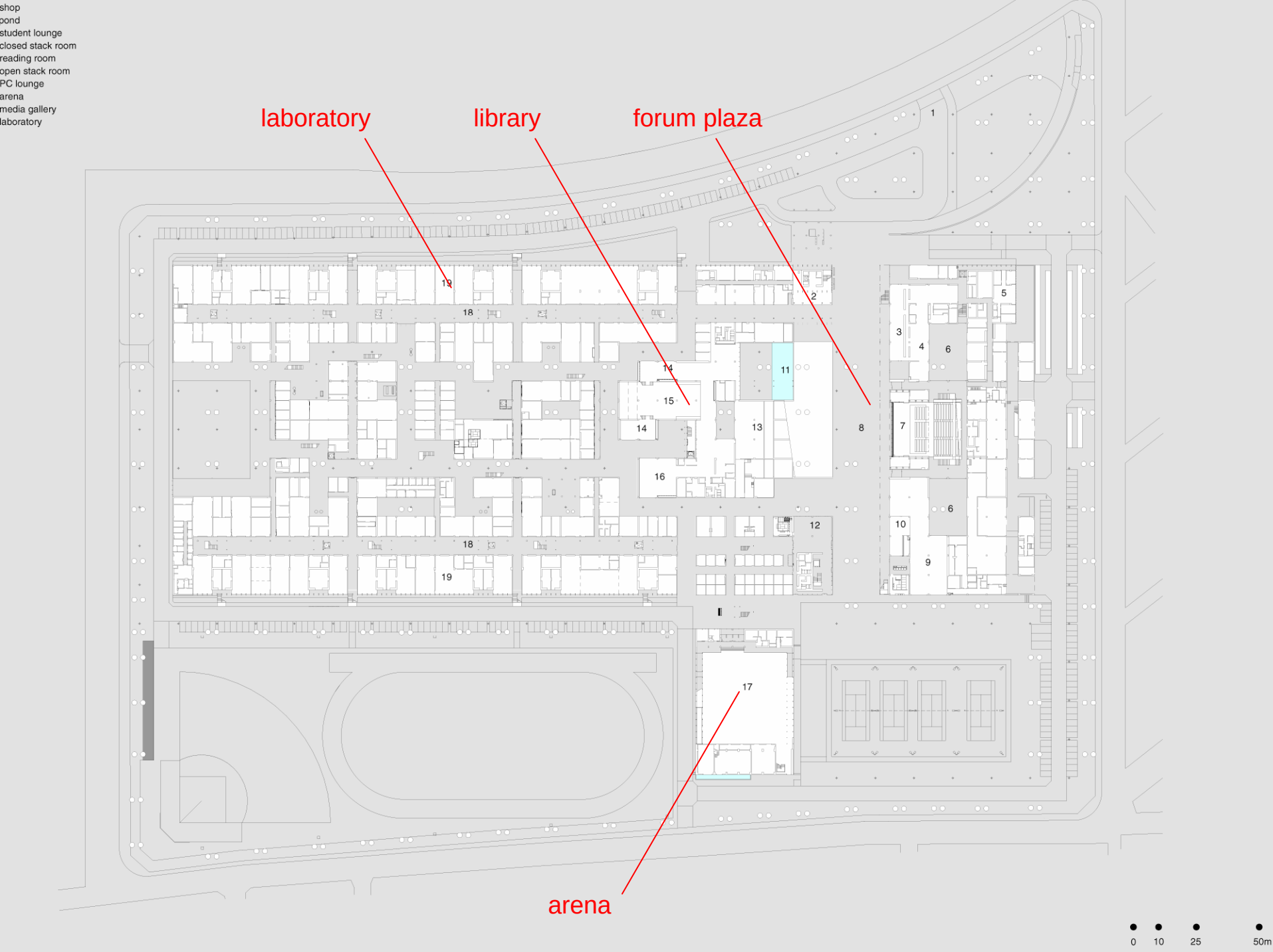
Bedrijven
Kantoren
Bedrijven
Wonen/ Commercie
Sporthal
Bedrijven
Wonen/ Commercie
Park
COO Pavijoen
Wonen
Wonen
Wonen
Wonen
Park
Wonen/ Leerbedrijven
Leerboulevard
Leerboulevard
Kantoren
Bedrijf
Bedrijven
Wonen
Da Vinci College
Da Vinci College
St. Dalton Lyceum
Wonen/ Leerbedrijven
Samenwerkingsgebouw
Insula College
Parkeergarage
Leerbedrijven
Bedrijven/ Leerbedrijven
Bedrijven
Kantoren
Bedrijven/ Leerbedrijven
Kantoren/ Leerbedrijven
Kantoren
80 m individueel zone

BROWN
19
JACKSON
81

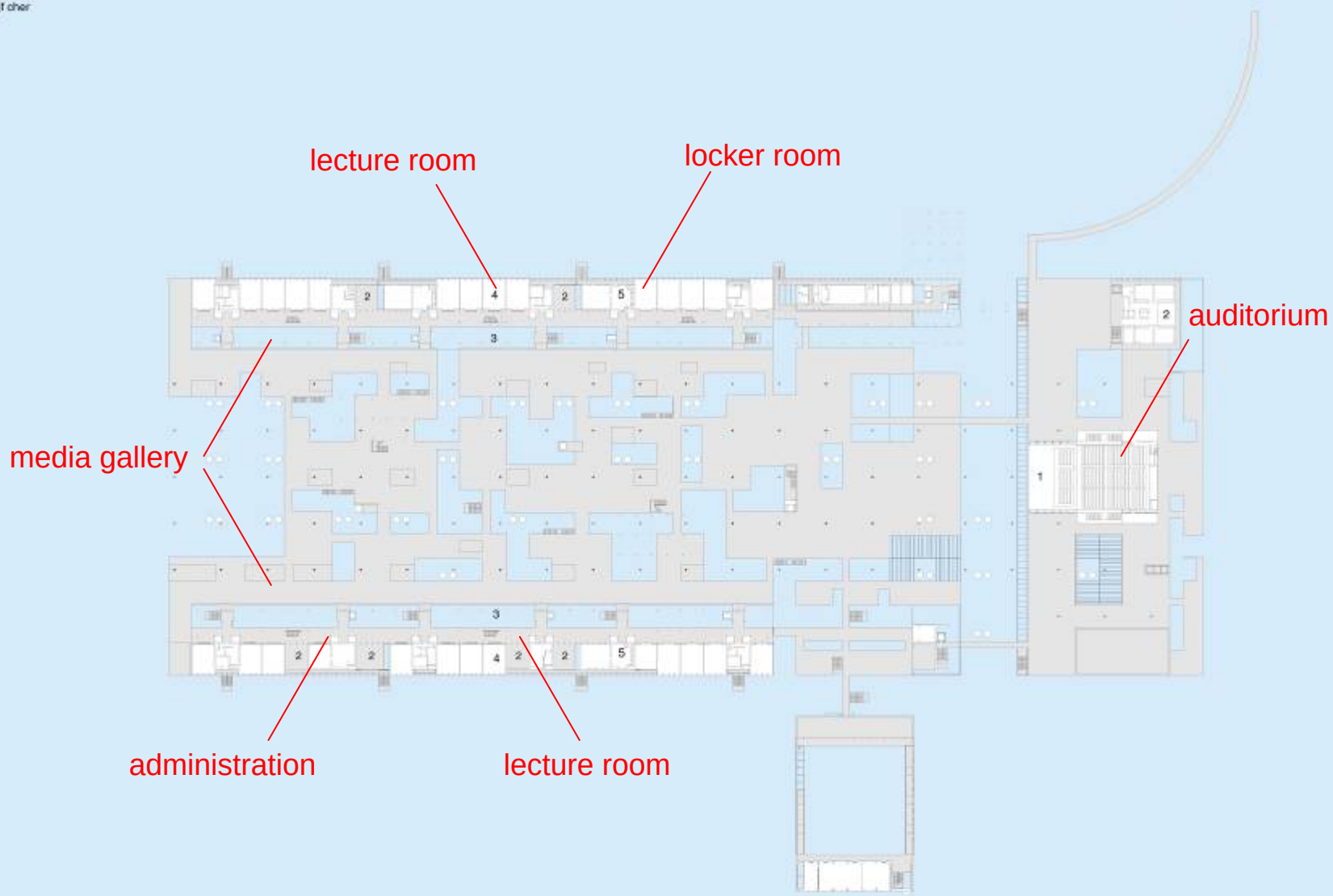
Saitama Prefectural University, Riken Yamamoto & Field Shop



shop
pond
student lounge
closed stack room
reading room
open stack room
PC lounge
arena
media gallery
laboratory

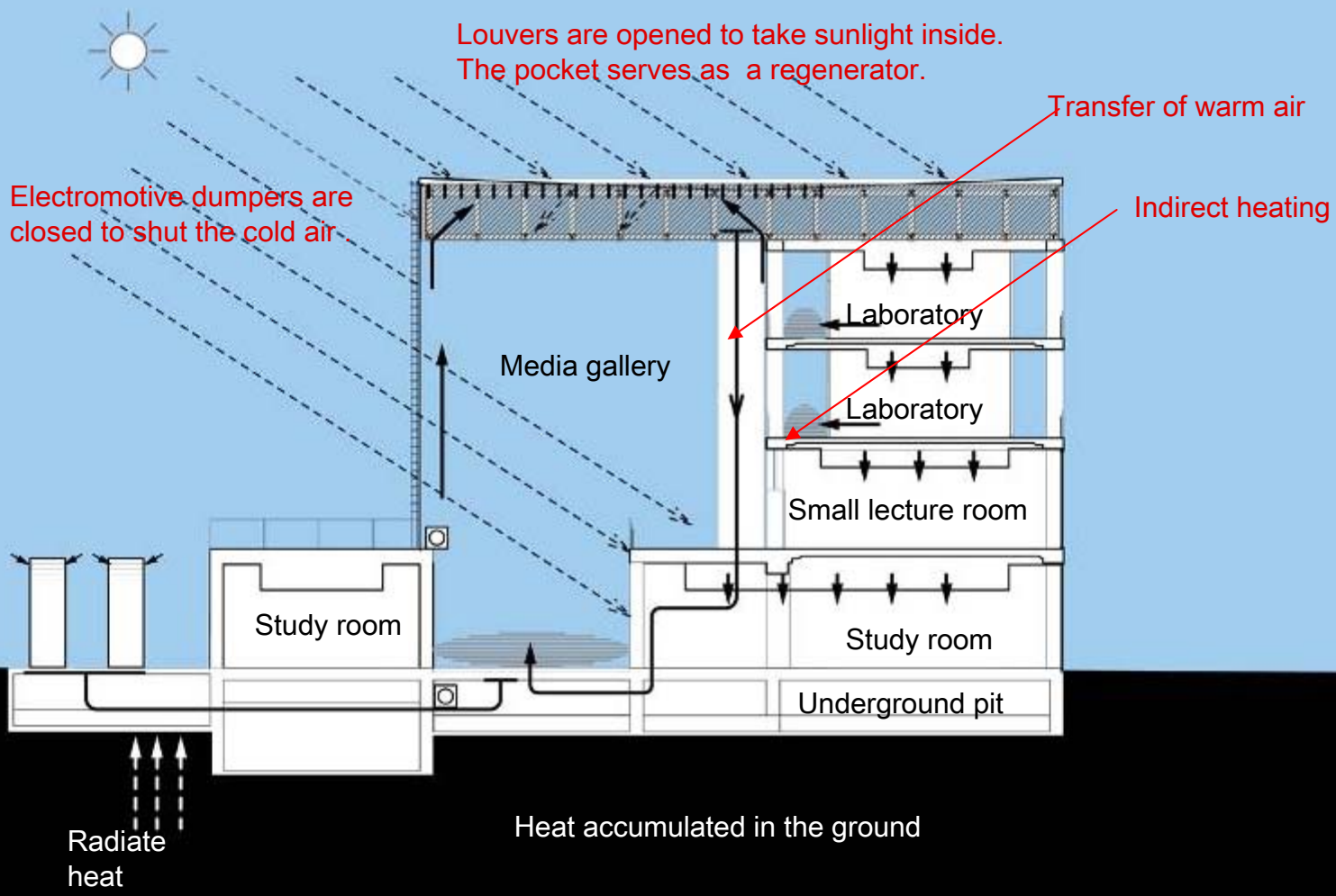


2F
1. auditorium / Auditorium
2. administration / Verwaltung
3. media gallery / Mediagalerie
4. lecture room / Klassenraum
5. locker room / Schließfächer

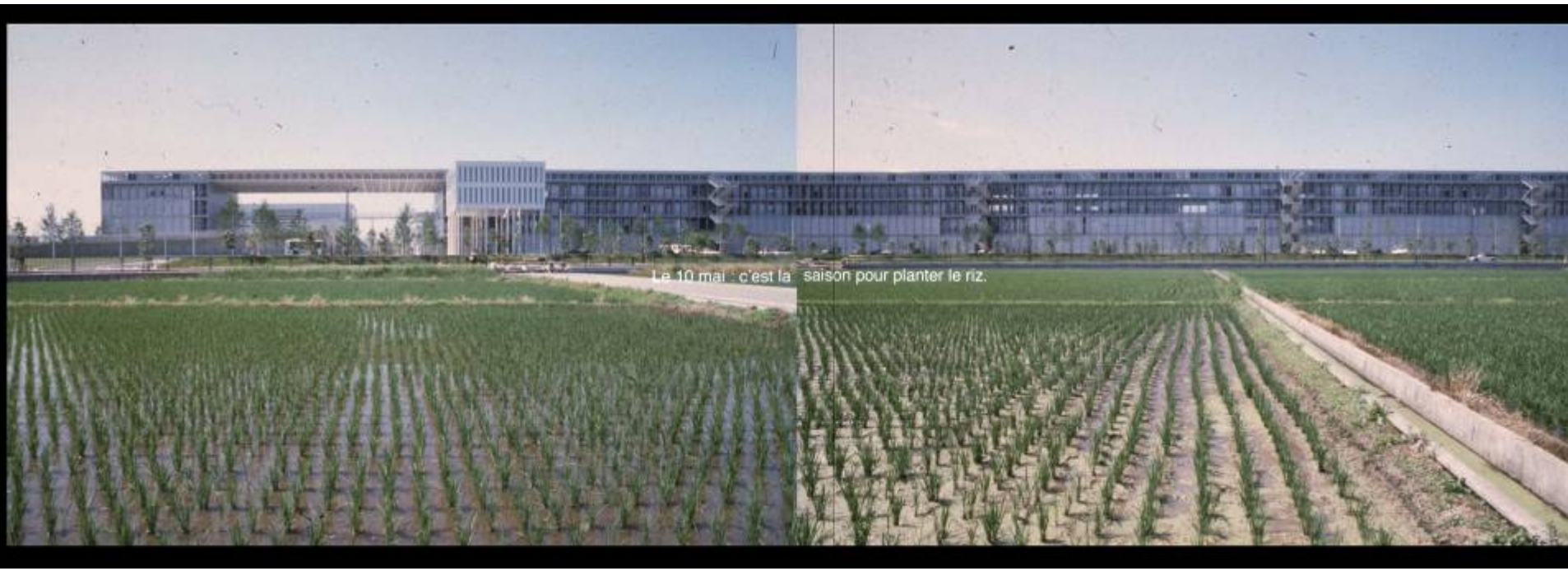


40
30

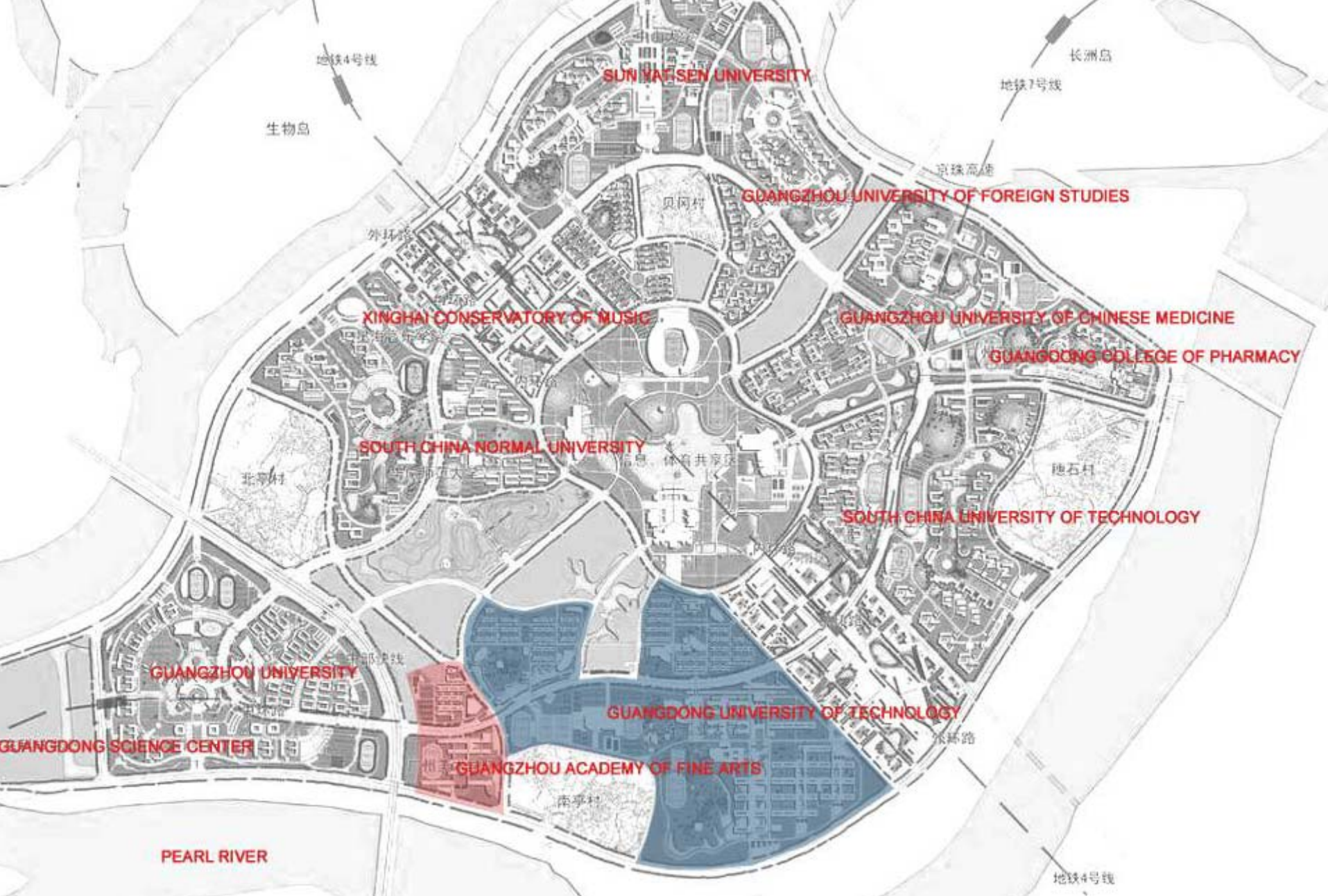
"Passive solar system" : In Winter



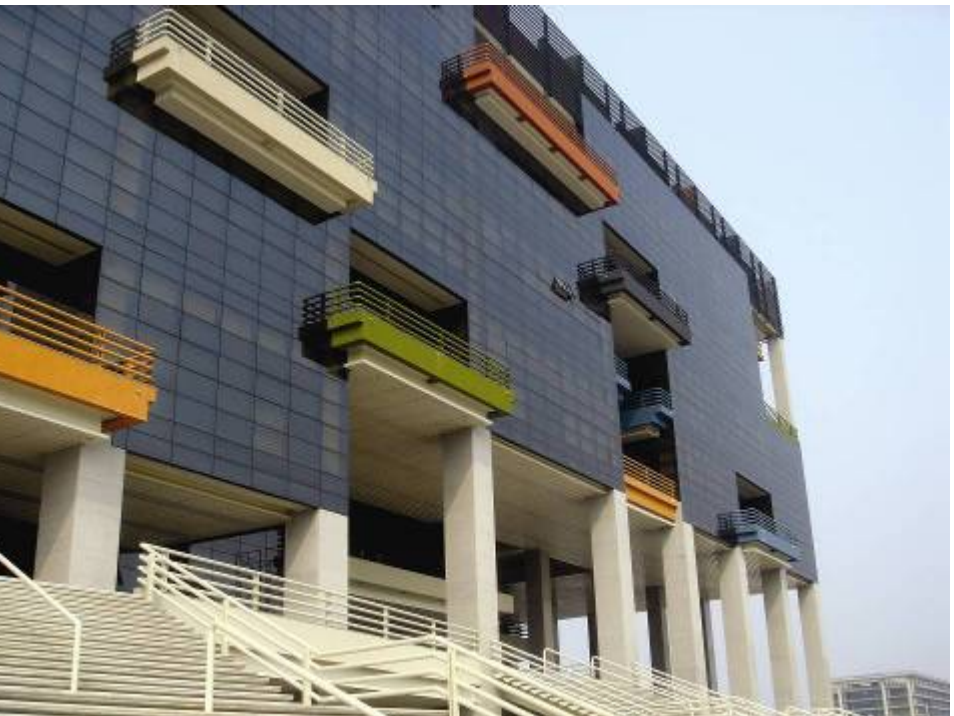
20

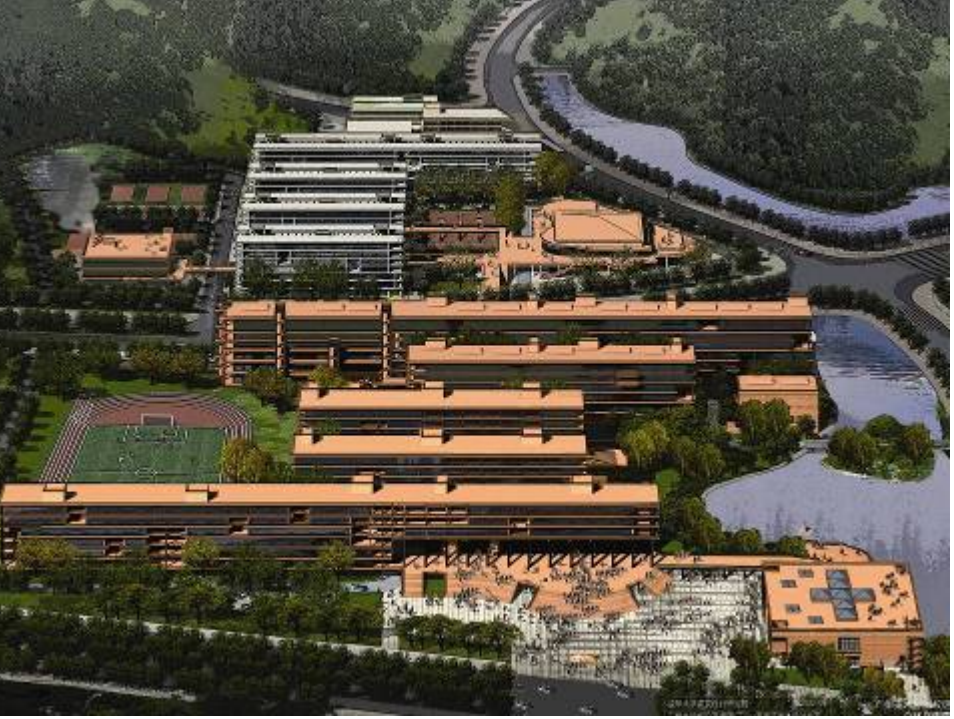

Le 10 mai : c'est la saison pour planter le riz.

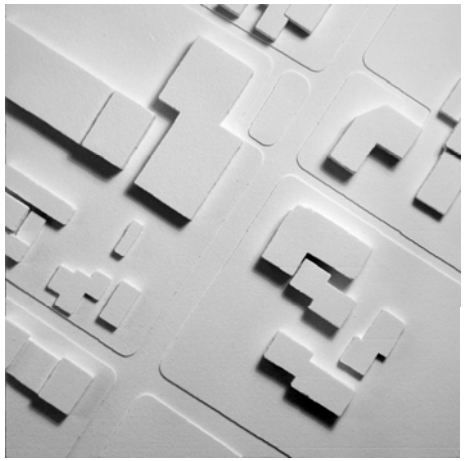
Guangzhou University City



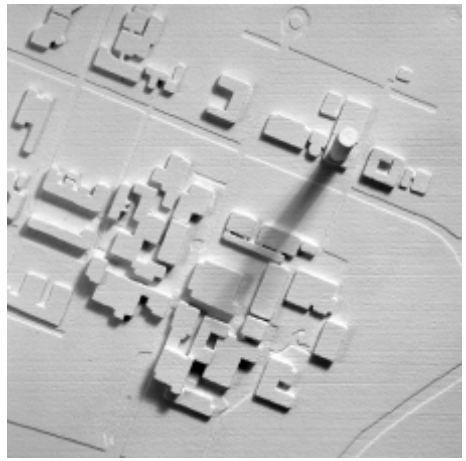
Guangzhou University City Group 3 Project , Zhu Wenyi



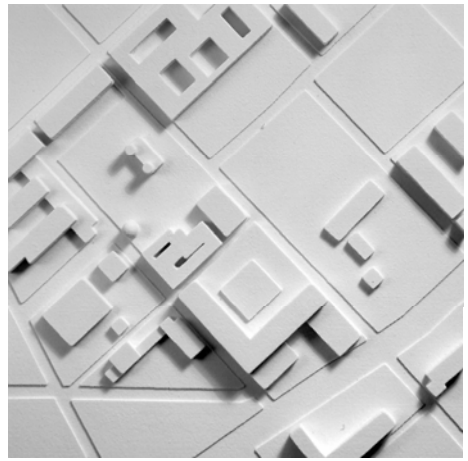




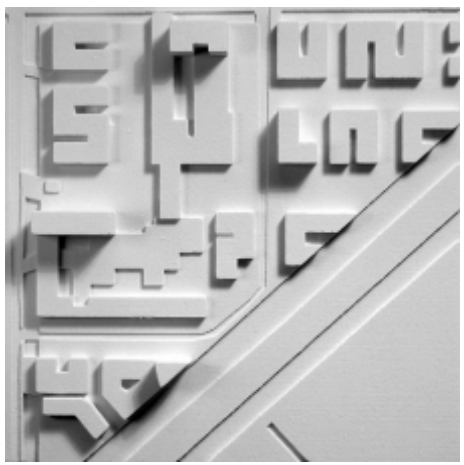
Stanford Research Park/
Silicon Valley



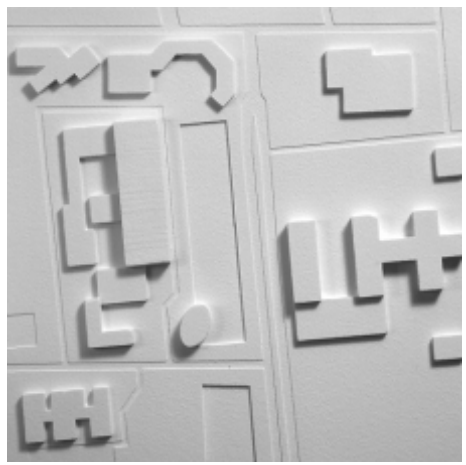
Technology Park Bremen/
Campus University of Bremen



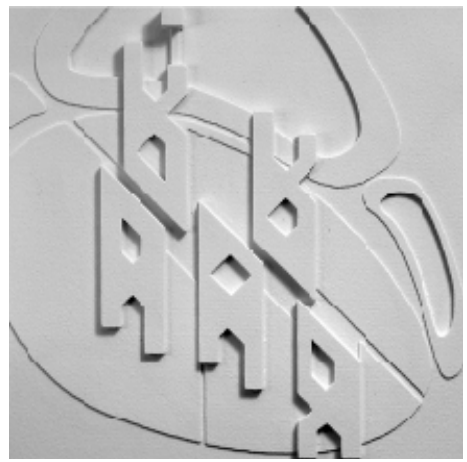
Berlin Adlershof/
Campus Humboldt Universität



Science Park Amsterdam/
Campus University of Amsterdam

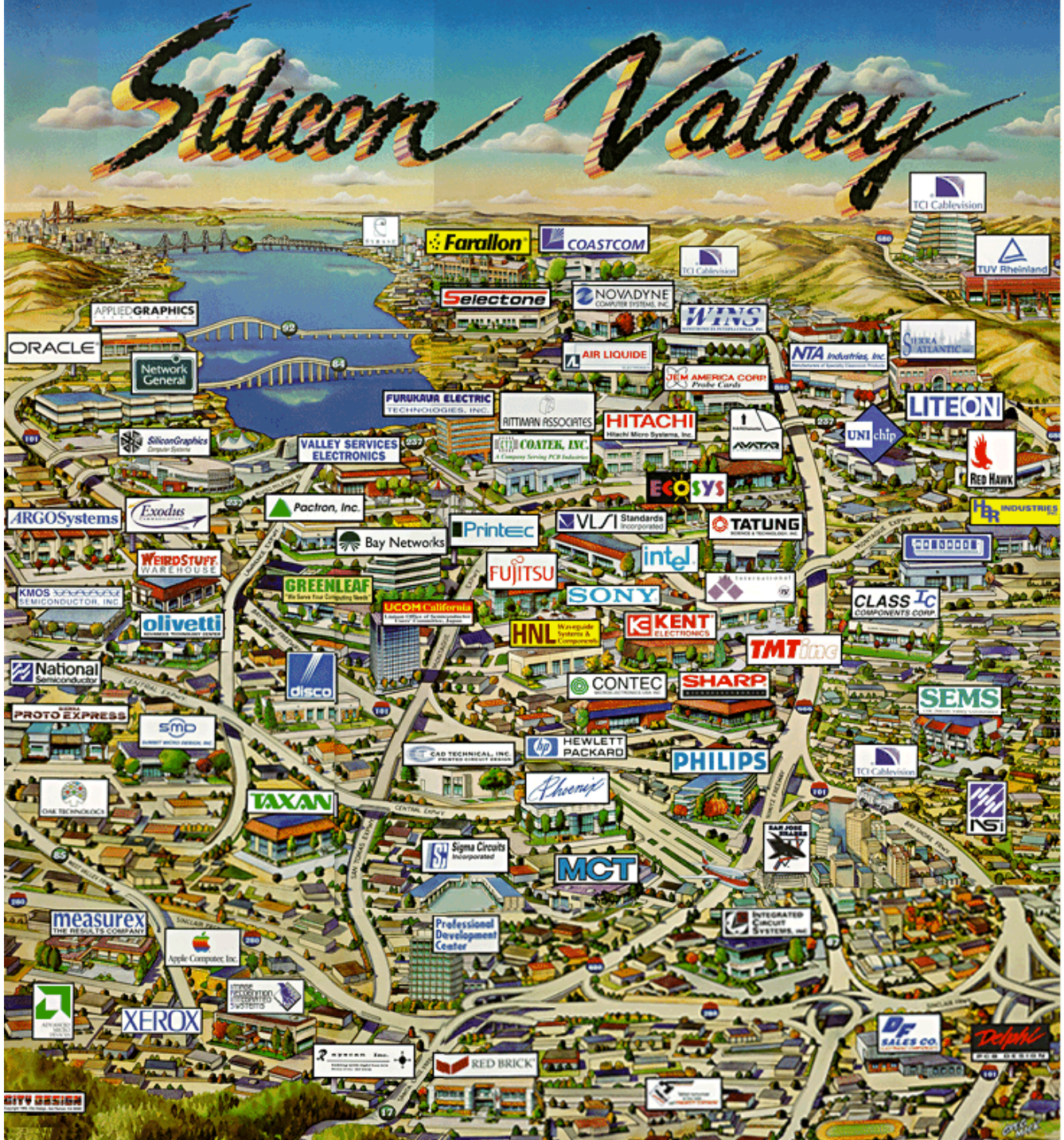


Zernike Science Park/
Campus University of Groningen

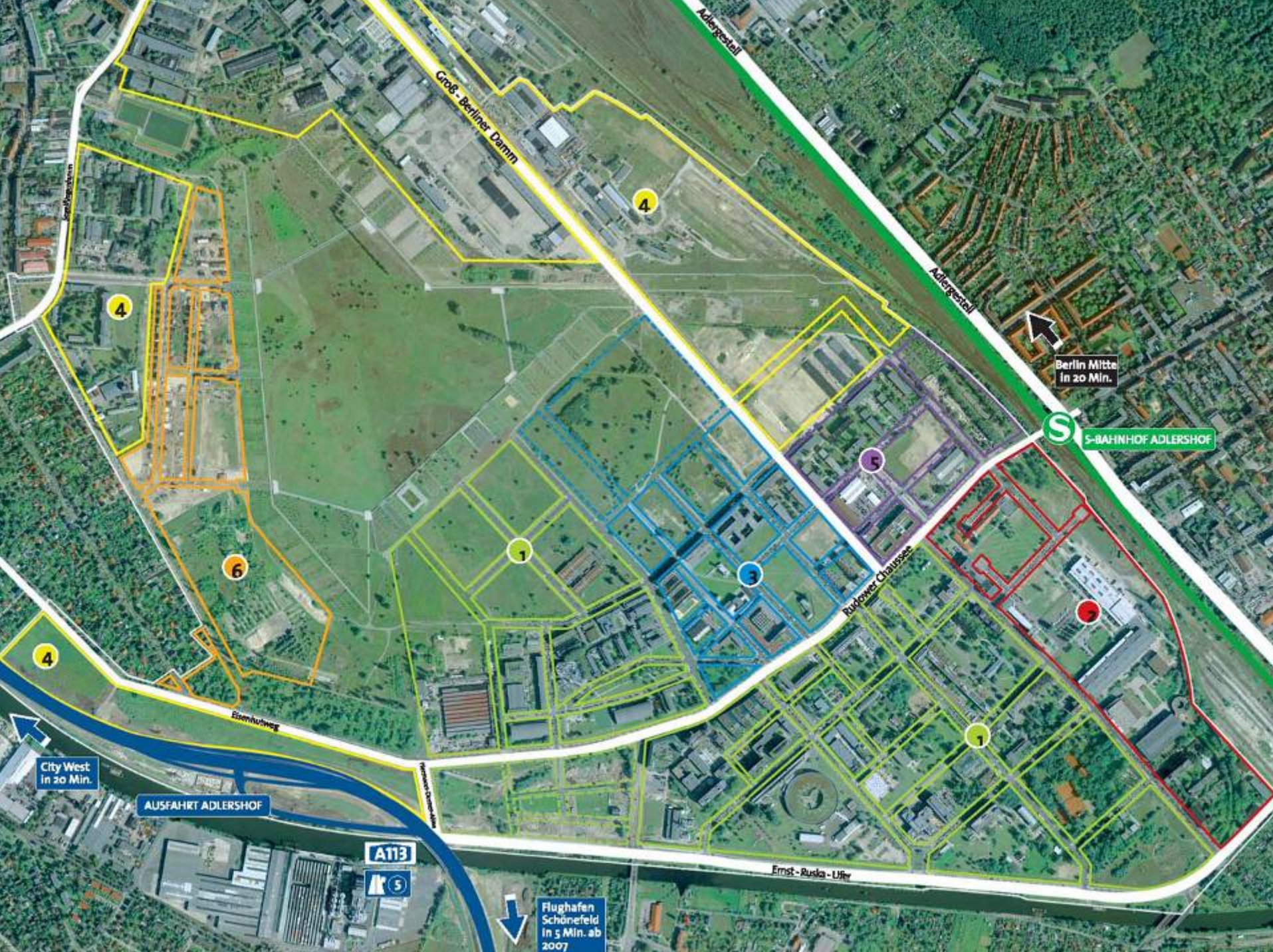


MobileLifeCampus/
VW Autouni Wolfsburg

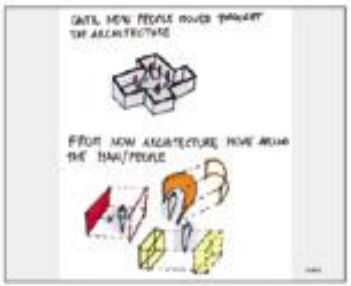
High-tech Campus


Silicon Valley
TCI Cablevision
TUV Rheinland
Farallon
COASTCOM
Selectone
NOVADYNE COMPUTER SYSTEMS, INC.
WINS
APPLIED GRAPHICS
ORACLE
Network General
AIR LIQUIDE
NTA Industries, Inc.
SIERRA ATLANTIC
JEM AMERICA CORP Probe Cards
FURUKAWA ELECTRIC TECHNOLOGIES, INC.
RITTIMAN ASSOCIATES
HITACHI Hitachi Micro Systems, Inc.
AVATAR
LITEON
UNI chip
SiliconGraphics Computer Systems
VALLEY SERVICES ELECTRONICS
COATEK, INC. A Company Serving PCB Industries
RED HAWK
ECOSYS
Exodus
Pactron, Inc.
ARGOSystems
HBR INDUSTRIES
Printec
VLSI Standards Incorporated
TATUNG
Bay Networks
intel
WEIRDSTUFF WAREHOUSE
FUJITSU
GREENLEAF
SONY
KMOS SEMICONDUCTOR, INC.
UCOM California
CLASS IC COMPONENTS CORP.
olivetti
HNL Waveguide Systems & Components
KENT ELECTRONICS
TMT Inc
National Semiconductor
disco
CONTEC
SHARP
SEMS
PROTO EXPRESS
smd
CAD TECHNICAL, INC. PRINTED CIRCUIT DESIGN
HEWLETT PACKARD
PHILIPS
TCI Cablevision
TAXAN
Sigma Circuits Incorporated
MCT
NSI
measurex THE RESULTS COMPANY
Professional Development Center
INTEGRATED CIRCUIT SYSTEMS, INC.
Apple Computer, Inc.
XEROX
DF SALES CO.
Delphi PCB DESIGN
RED BRICK
CITY DESIGN

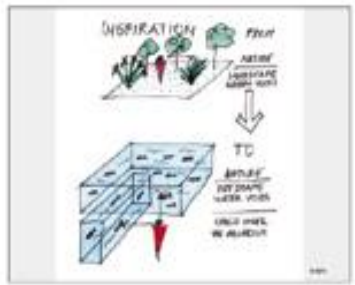
Berlin Adlershof / Campus Humboldt University


Groß - Berliner Damm
Adlergestell
Adlergestell
Berlin Mitte in 20 Min.
S-BAHNHOF ADLERSHOF
Rudower Chaussee
Eisenhutweg
City West in 20 Min.
AUSFAHRT ADLERSHOF
A113
Ernst - Ruska - Ufer
Flughafen Schönefeld in 5 Min. ab 2007
4
4
4
6
1
3
5
7
1

MobileLifeCampus / VW Autouni, Henn Architekten



WISSENS RAUM
KNOWLEDGE SPACE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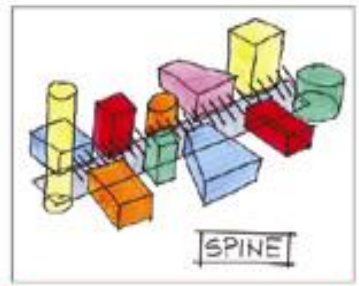
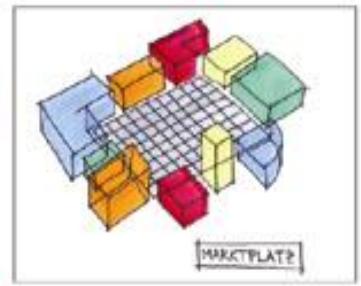
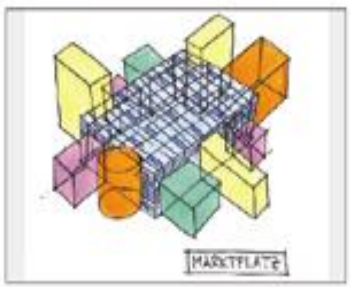
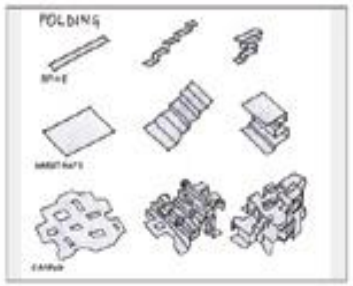
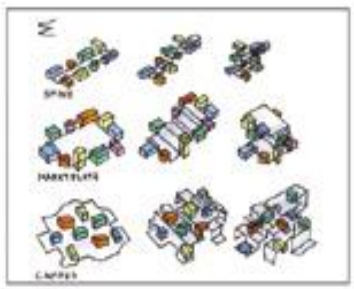
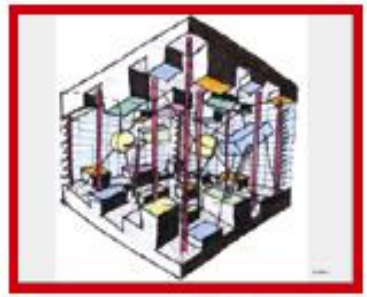

SPINE

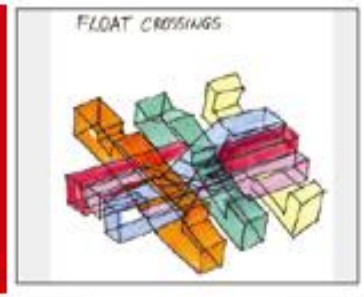

MARKETPLATZ

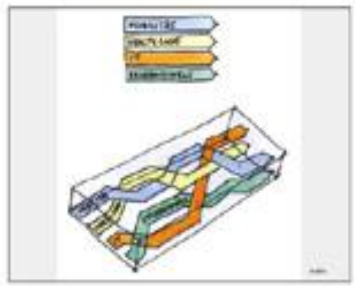

MARKETPLATZ

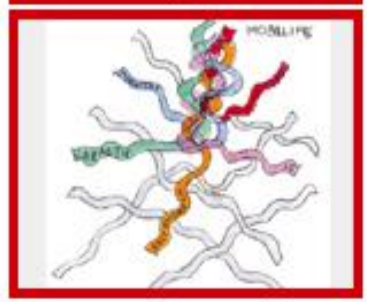

FOLDING

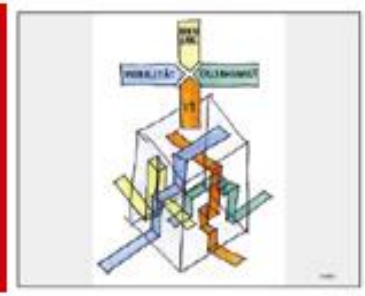


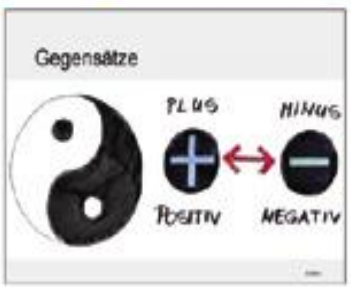


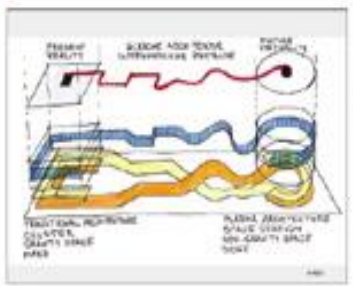

FLOAT CROSSINGS

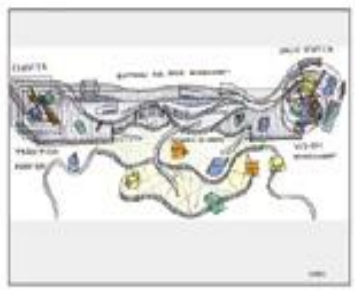


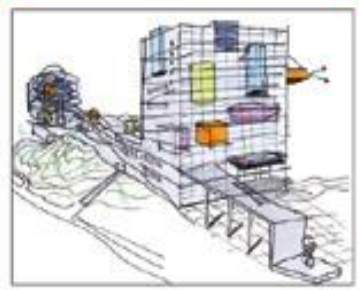

MOBILITÄT

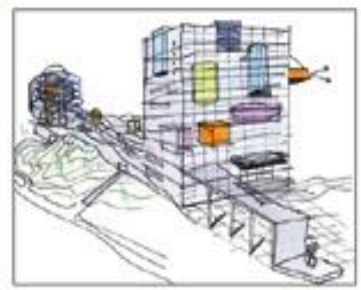


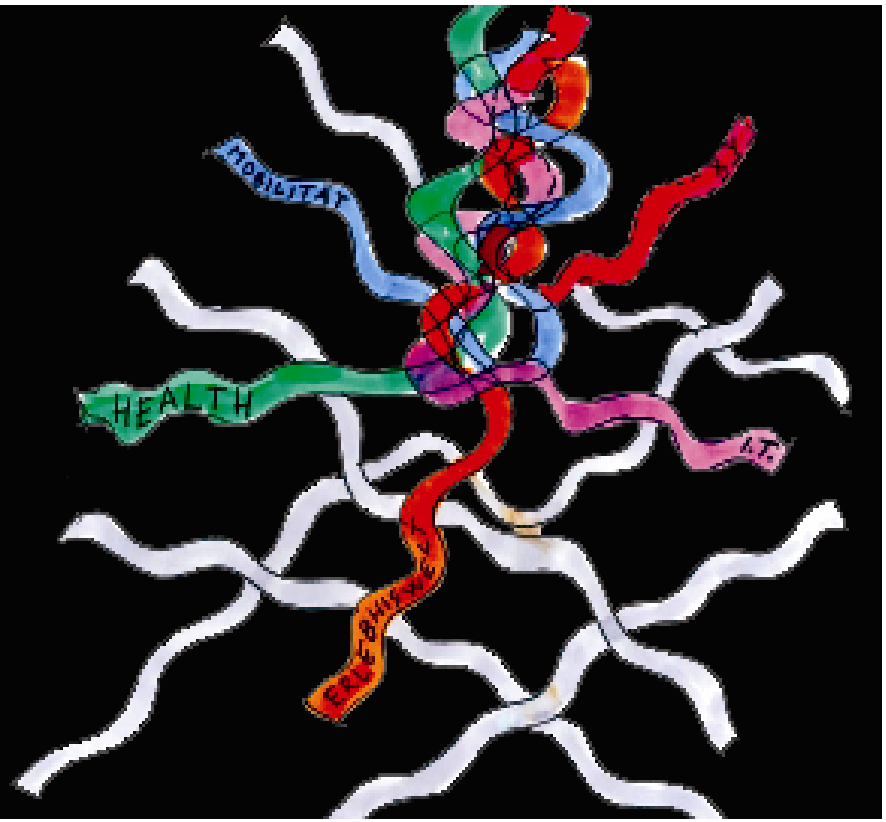

Gegensätze
PLUS
MINUS
POSITIV
NEGATIV

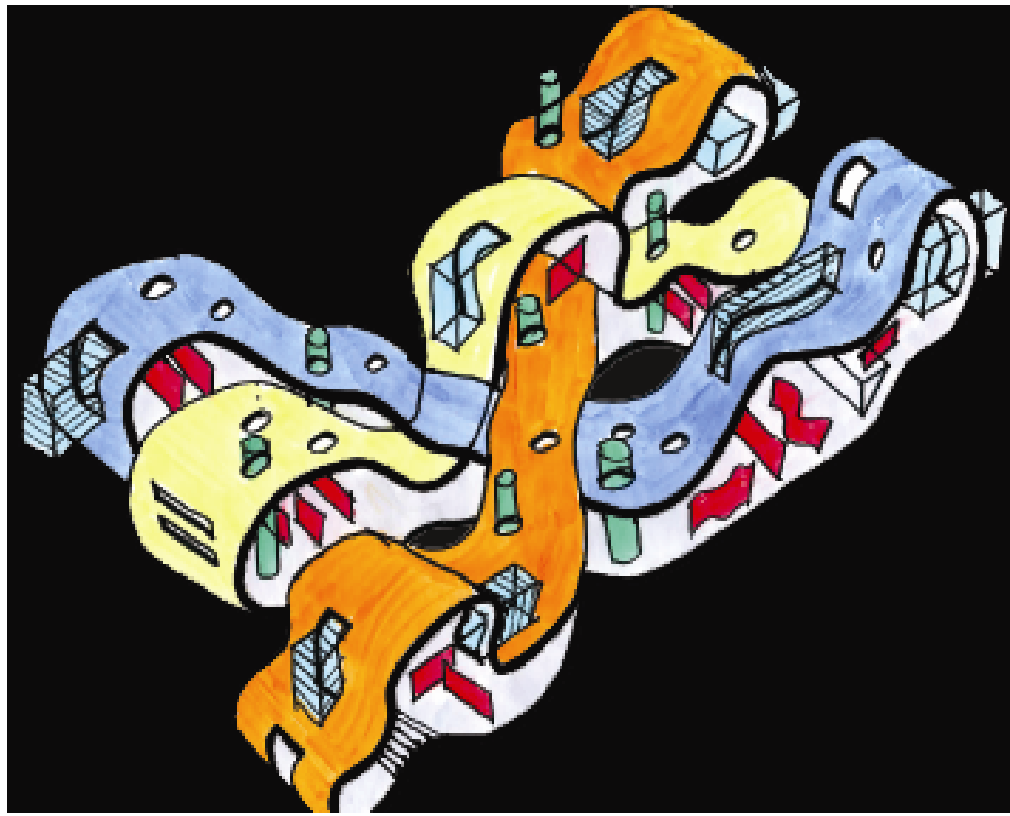


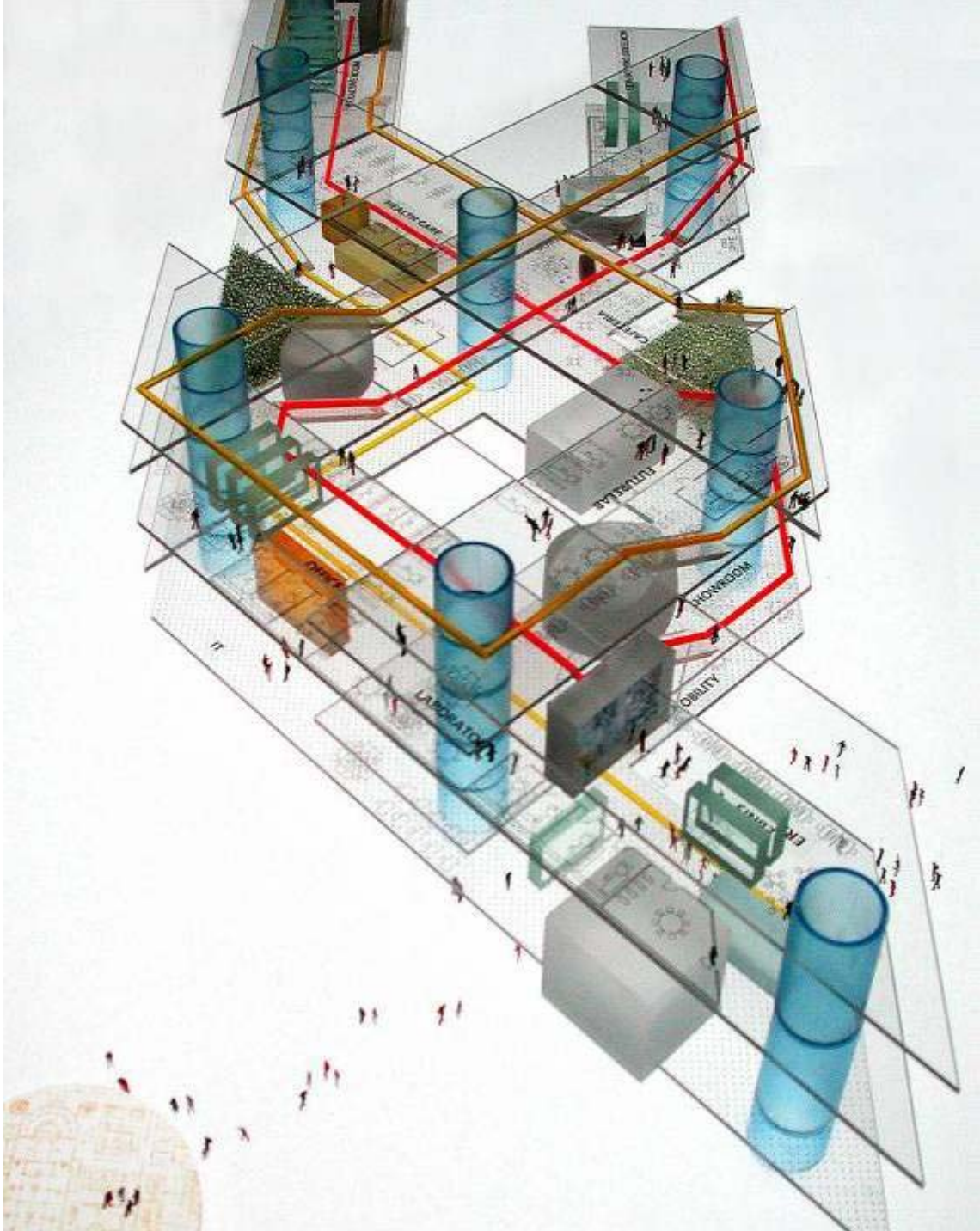







HEALTH



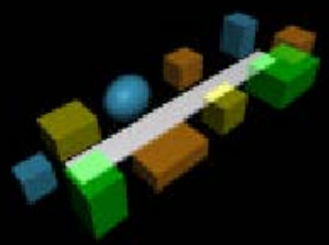

HEALTH-CARE
CAFETERIA
FUTURELAB
HONROOM
LABORATO
OBILITY

Past

Present

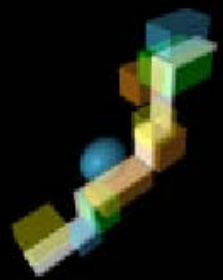
Future

Street



linear

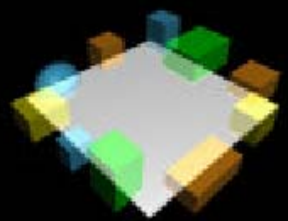
dimensional



1 – dimensional

3 -

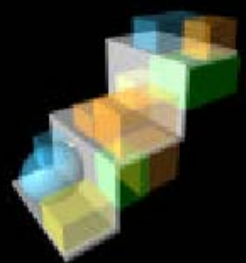
Marketplace



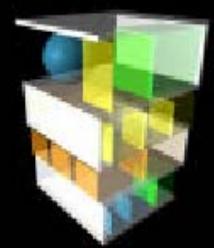
centric alignement

dimensional

compression



single folding



3 –

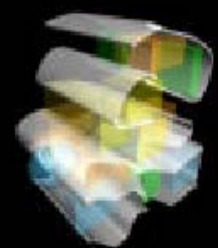
Campus

networked interconnection

dimensional

compression

single folding

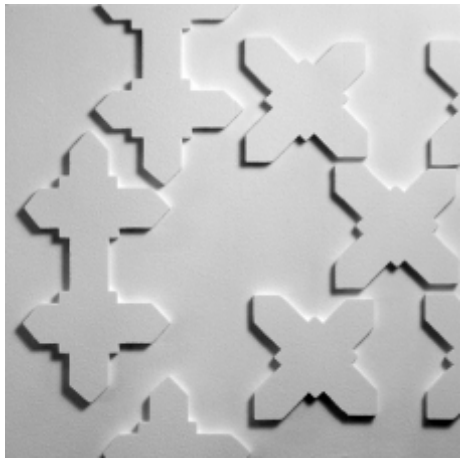


3 –

1D

2D

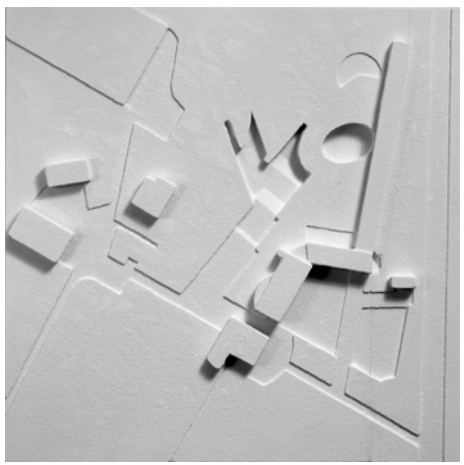
3D



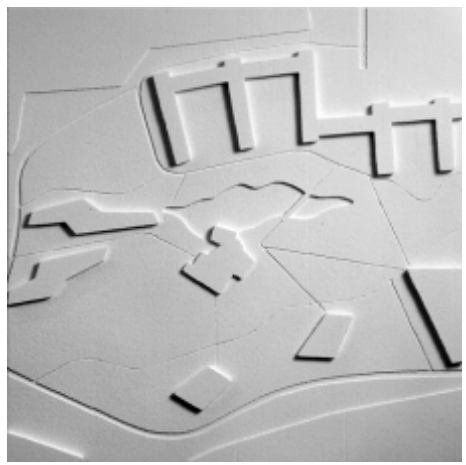
Microsoft Campus, Seattle

Nike World Campus, Portland

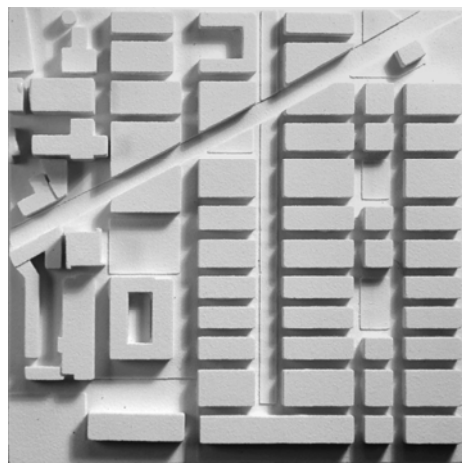
Vitra Campus, Weil am Rhein



Benetton‘s Fabrica, near Treviso



adidas Herzobase/ World of Sports, Herzogenaurach

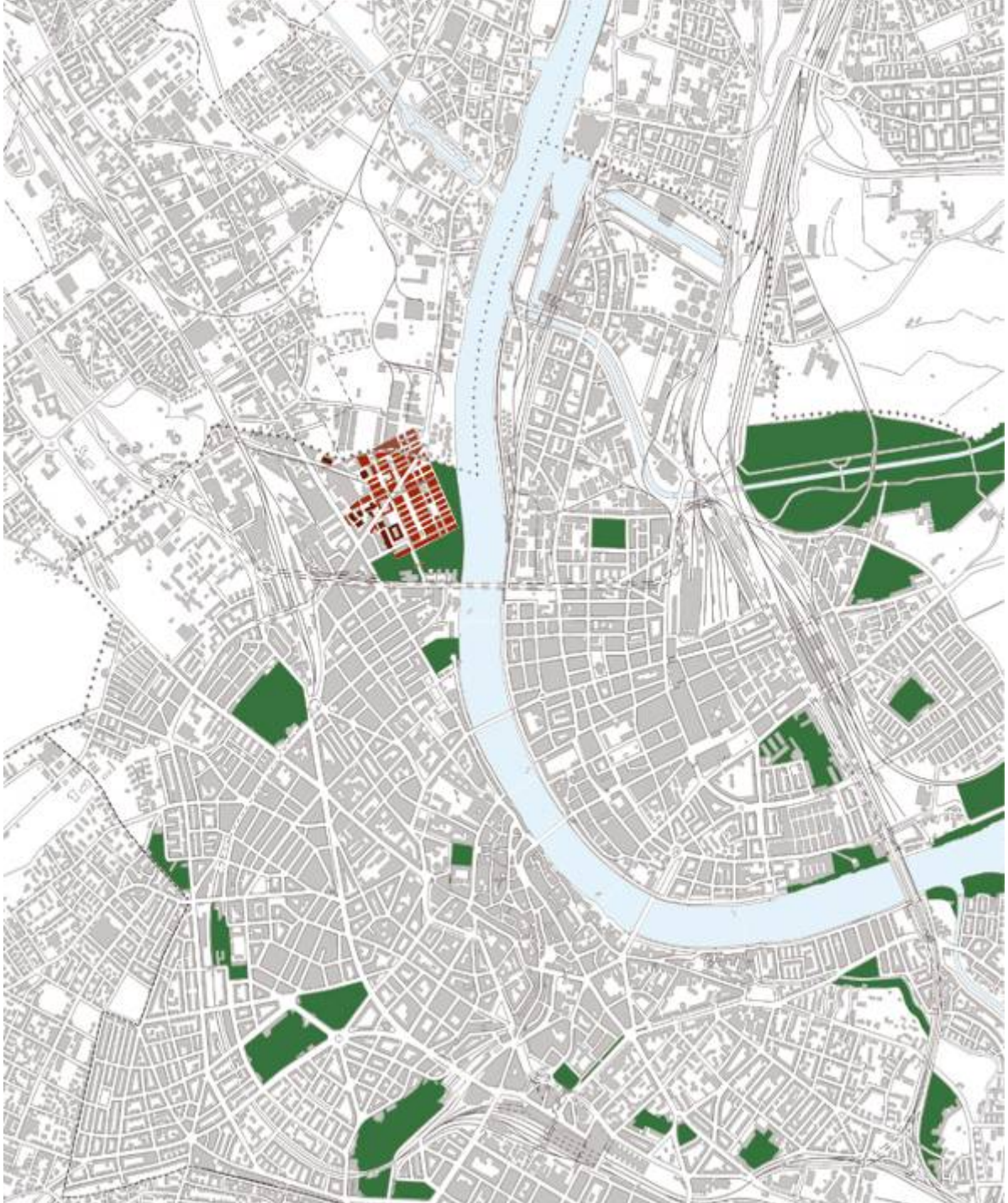


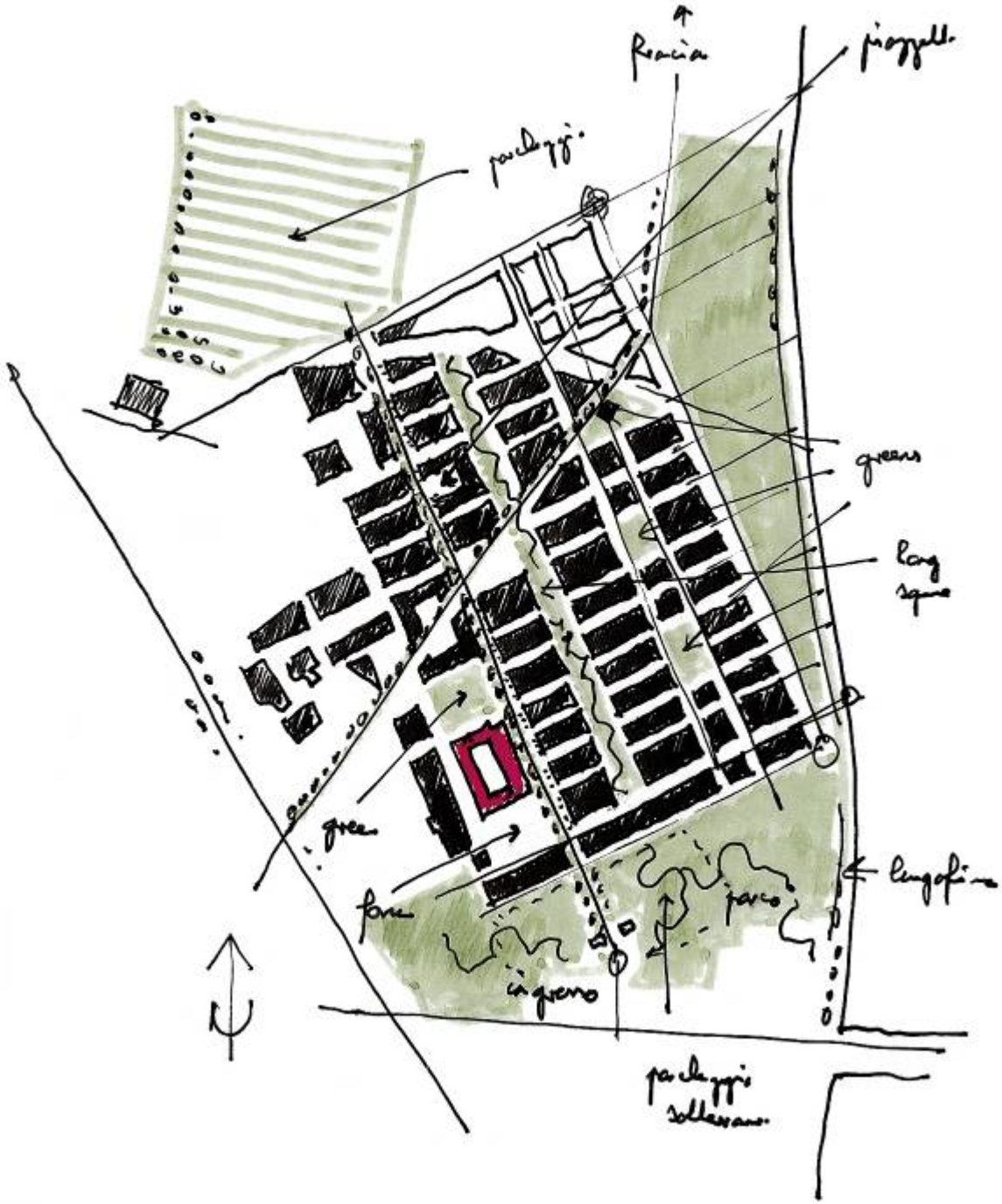
Novartis Campus, Basel

Corporate Campus

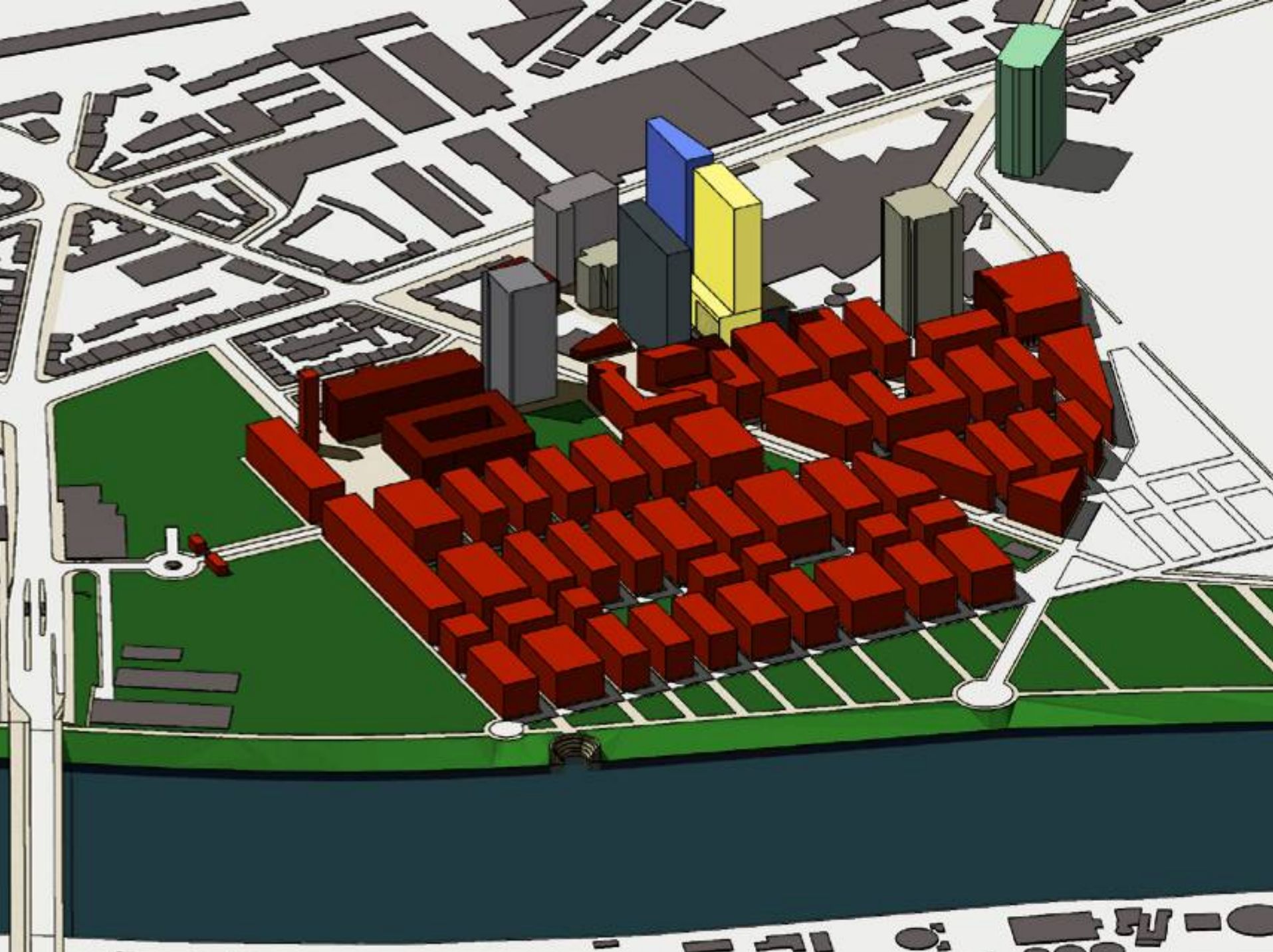
Vitra Campus, Weil am Rhein

Novartis Campus Basel, Studio di Architettura

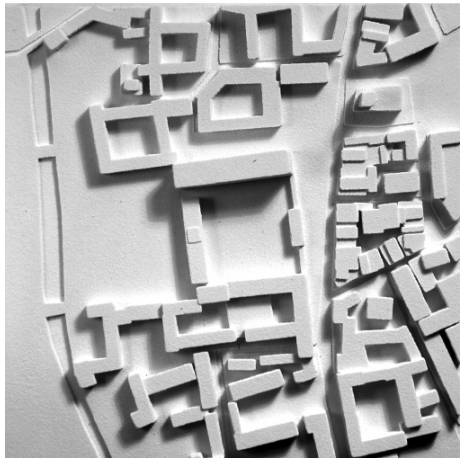




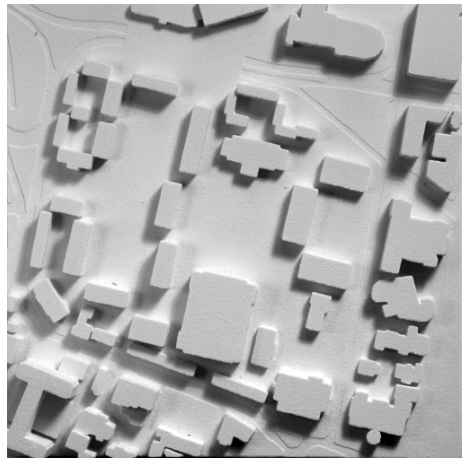
Francia
piazzetta
parcheggio
greens
long square
green
fonte
parco
lungofiume
ingresso
parcheggio sotterraneo



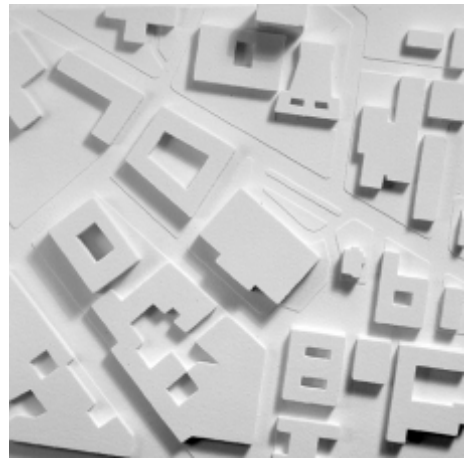
Ando 2
Ando 1
Chipperfield
Piano
Krischanitz
Gehry
Moneo
Studio di Architettura
Maki
Taniguchi
Märkli
Souto de Moura
Siza
Diener & Diener
Sejima & Nishizawa
Serra



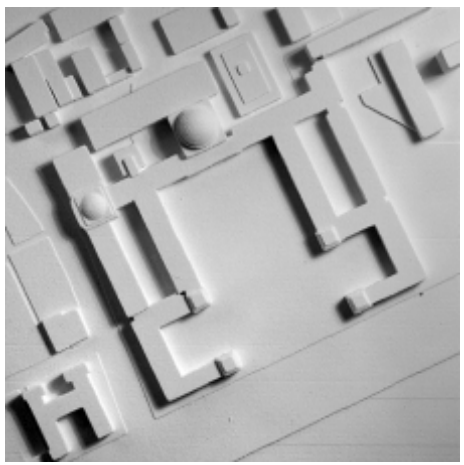
Cambridge University



Harvard University

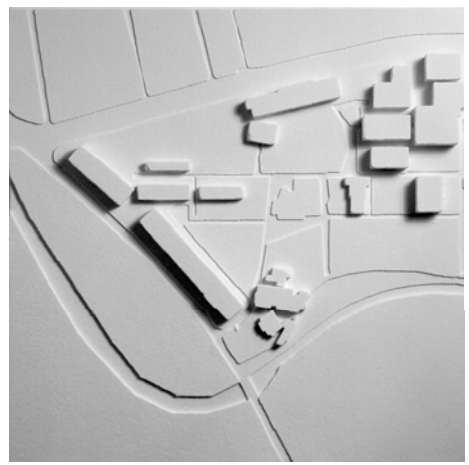


University oft Karlsruhe



MIT

IIT Chicago



Bilgi Istanbul

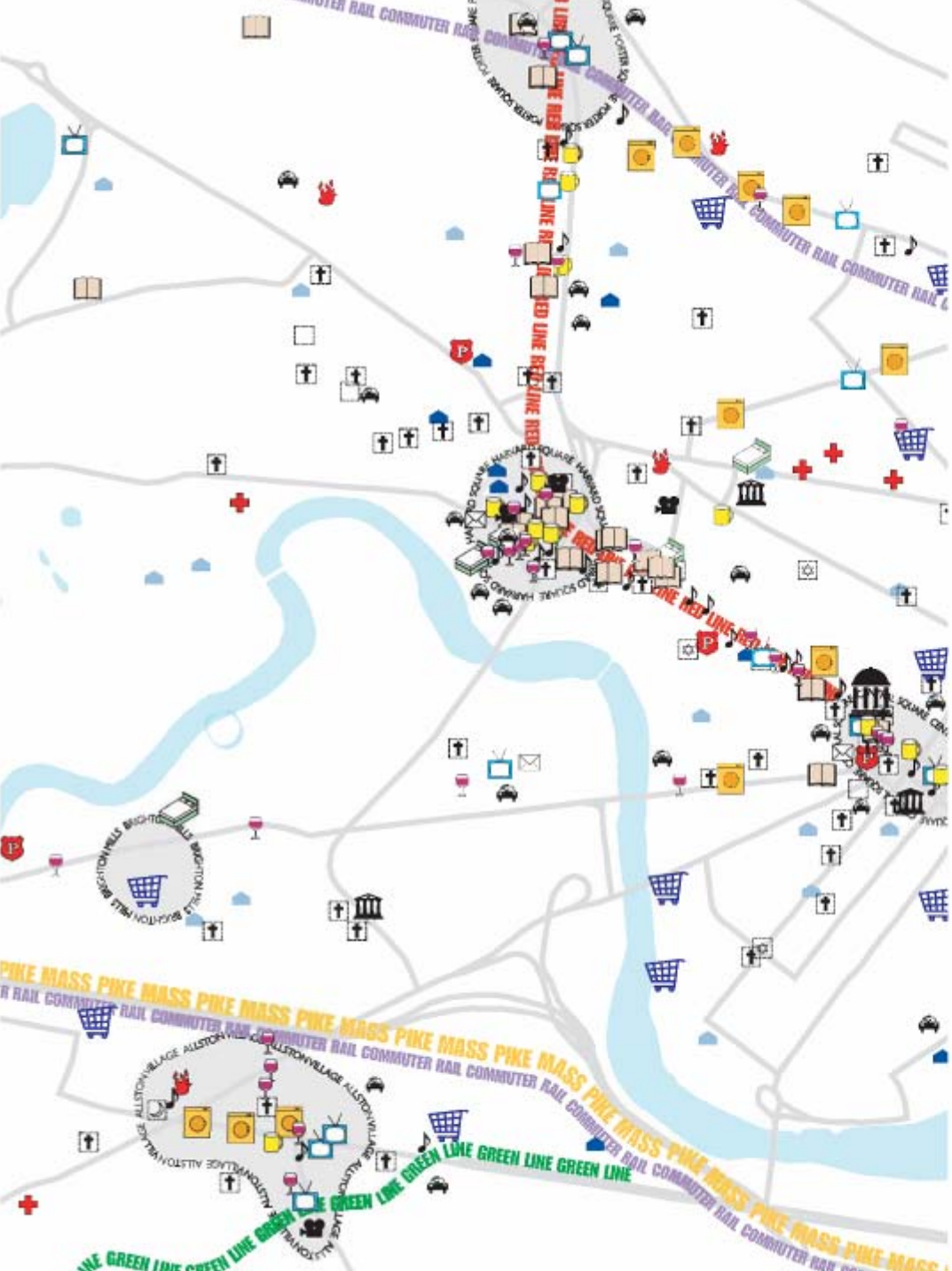
Inner-City Campus

Harvard University

Abercrombie & Fitch

BUILDING USE

- ACADEMIC / ADMINISTRATION
- HARVARD COMMERCIAL
- NON-HARVARD COMMERCIAL
- NON-HARVARD INSTITUTIONAL
- HARVARD RESIDENTIAL
- NON-HARVARD RESIDENTIAL
- ATHLETIC
- PARKING / SERVICE AND SUPPORT



LIFE SAFETY SERVICES
- HOSPITALS
- FIRE STATIONS
- POLICE STATIONS

CIVIC INSTITUTIONS
- CITY HALL
- LIBRARY
- POST OFFICE

HOUSES OF WORSHIP
- CHURCH
- SYNAGOGUE
- MOSQUE
- TEMPLE

EDUCATION
- PRIMARY OR SECONDARY SCHOOL
- POST-SECONDARY | ADULT EDUCATION

RETAIL
- RECORD SHOP
- VIDEO RENTAL
- BOOKSTORE
- SUPERMARKET

SERVICES
- HOTEL | MOTEL
- LAUNDROMAT
- RENTAL CAR AGENCY LOCATION (INCLUDING ZIP CAR)

ENTERTAINMENT
- BAR
- COFFEE HOUSE
- MOVIE THEATER

Harvard Allston Campus

Academic

Residential

Athletic buildings/fields

Arts, Culture, Conference

Possible Retail

- **urban, culture, economy, landscape**
- **catalytic conditions** (surrounding neighborhoods, business parks)
- **connectivity** (pedestrian, public and private transport)
- **balanced mix of uses** (specialized clusters + diversification)
- **accommodation** (housing, boarding, guest, hotel)
- **communication** (café-bars, plazas, parks, conference)
- **open/public ground floors** (services, retail, gastronomy, exhibitions)
- **high-quality and permeable public space** (accessibility, comfort)
- **strategic tectonic flexibility** (responsiveness to changing needs)

Edited by Kerstin Hoeger und Kees Christiaanse

Campus and the City

– Urban Design for the Knowledge Society

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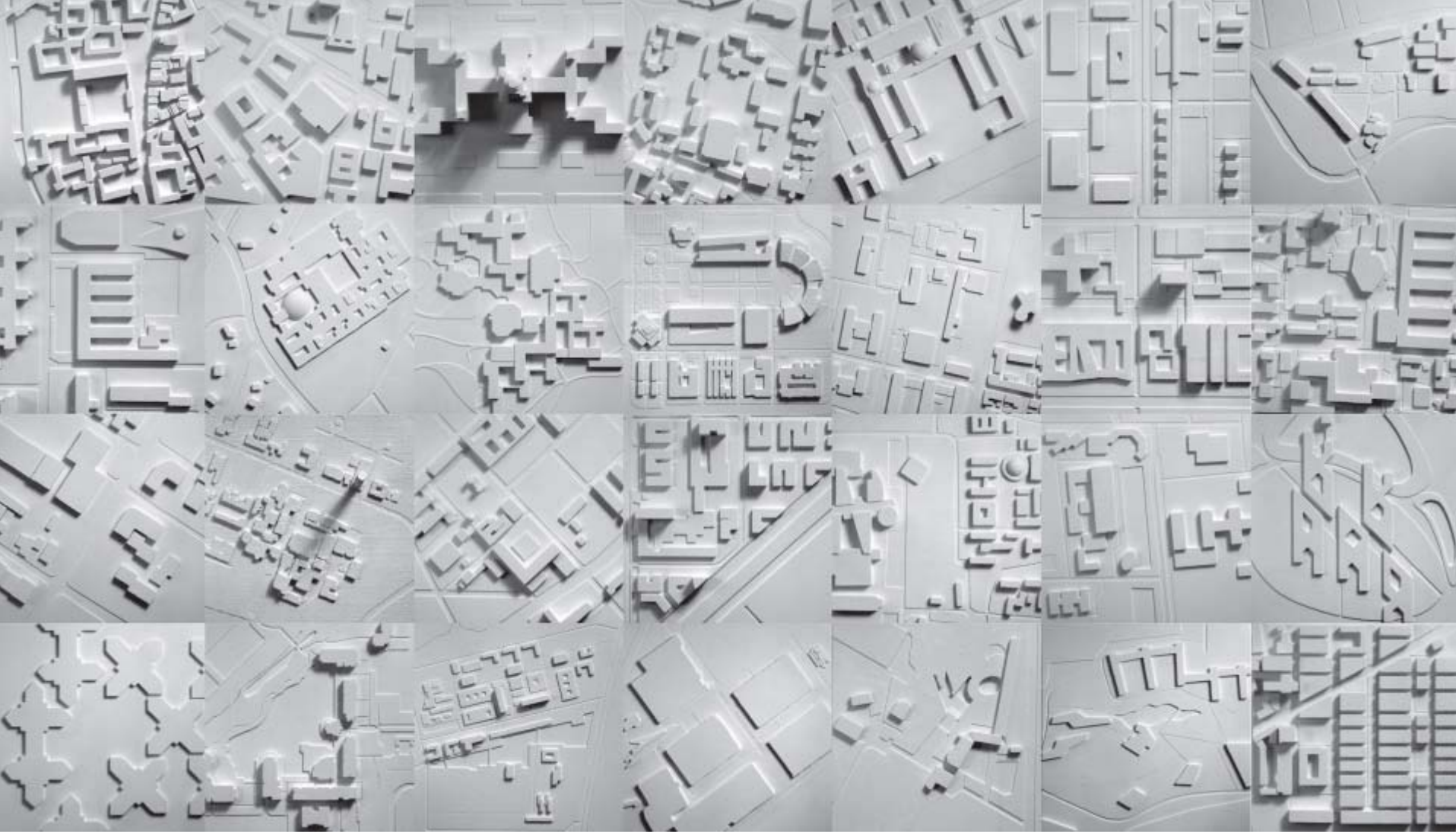

Inner city campuses: Cambridge, Uni Karlsruhe, Moscow Lomonosov State, Harvard, MIT, IIT Chicago, Bilgi Istanbul.
Greenfield campuses: TU Delft, FU Berlin, Uni Konstanz, University of Alicante, TU Cottbus, Uithof Campus Utrecht, Science City ETH Zurich.
High-tech campuses: Stanford Research Park, Technology Park Bremen, Berlin Adlershof, Science Park Amsterdam, Garching Campus TU Munich, Zernike Campus and Science Park, VW MobileLifeCampus Wolfsburg.
Corporate Campuses: Microsoft Campus Seattle, Nike World Campus Beaverton, Vitra Campus Weil am Rhein, Benetton's Fabrica Treviso, adidas World of Sports Herzogenaurach, Novartis Campus Basel.