

**International Conference
Trondheim, Norway, June 13-15, 2007**

Exploiting the European Advantage through Planning Strategy and Design



Competitive Competitive

The Challenge for European Universities

Campuses Campuses

Welcome Welcome

'Competitive Campuses' is an international conference hosted by the NTNU in Trondheim in conjunction with ETH Zürich and Sasaki Associates in Boston. It offers a platform on which architects and planners can exchange critical and visionary perspectives on campus developments with representatives from the political, economic and social sectors. The conference is oriented towards specialists in the field of architecture, urban design and planning, real estate and knowledge management, and is open to the public.

The conference focuses on university campuses, from the revitalization of mono-functional campuses to new concepts that stimulate interaction and integration with the city. Today we experience the simultaneous emergence of two contradictory trends: on the one hand the trend to create projects that reconcile and reintegrate large-scale institutions with the surrounding urban tissue into open, communicative structures, on the other hand the trend towards 'gated-ness', the increasing seclusion under the influence of efficiency, economy and (social) security. That these trends are not entirely counterproductive and sometimes even are complementary is shown in several contemporary campus concepts. What kind of spatial organization promotes internal knowledge transfer and social interaction while simultaneously integrating with the surrounding urban environment? Which strategies are needed to create sustainable centers of knowledge that are flexible enough to respond to the fast changing demands of industry and society? These are but a few of the questions we hope to address in the 'Competitive Campuses' conference.

Kees Christiaanse

Tore I. Haugen

Fredrik Shetelig

Janne Corneil





Beyond Bologna

Beyond Bologna

The recent reformation of higher education in Europe through the Bologna Process presents opportunities for European universities to rival their American counterparts and anticipate challenges from Asia by exploiting the unique European advantages of history, culture, and location.

This conference will bring academic and civic leaders together with university and city planners to explore emerging opportunities for European higher education. We will examine recent developments through a symposium informed by innovative projects and collaborations.

Major Themes

Universities and their Cities

What are the key factors for successful higher education and how do these relate to city planning and building design? How can planning and design solutions strengthen European universities in the world wide competition of higher education? How can universities and their cities collaborate and advance the opportunities of the “knowledge city” to attract scholars and students, and to develop unparalleled education and research?

Evolving Learning Paradigms

How should the rapid changes in teaching and learning shape the way we plan, build and develop our universities? What distinctive opportunities exist for European universities?

Partnerships in Creating the Future European Campus

How can European universities best combine public funding and collaboration with both public organizations and the private sector? What partnership models exist for transforming our universities into progressive, competitive campuses?

Program Program

WEDNESDAY JUNE 13

18.00-20.00 **Opening Program at “Dokkhuset”** www.dokkhuset.no/konserter.asp

Chaired by **Tore Haugen**, Dean, Faculty of Architecture and Fine Art, NTNU and
Janne Corneil, Sasaki Associates, Boston

18.00-18.45 • Welcome to Trondheim and NTNU
Tore Haugen, Dean, Faculty of Architecture and Fine Art, NTNU
Anne Grete Hestnes, Professor, Faculty of Architecture and Fine Art, NTNU
Janne Corneil, Sasaki Associates, Boston

18.45-19.15 • “1000 Years in Trondheim, a Historical and Cultural Voyage”

19.15-20.00 • **Music and Refreshments**

THURSDAY JUNE 14

08.15-09.00 **Registration and Coffee**

09.00-09.15 • Welcome, **Julie Feilberg**, Vice-Rector, NTNU

09.15-10.00 • “Beyond Bologna, – The European Advantage in University Planning and Design?”
Philip Parsons, Sasaki Associates, Boston

10.00-10.45 • “The Intellectual Capital of Universities and How It Can Be Developed?”
Leif Edvinsson, Professor, Lund University and Hong Kong Polytechnic University

10.45-11.00 **Coffee**

11.00-11.45 • “Malmö, Developing a Knowledge City,- an Example from the Öresund Region”
Mats Olsson, City of Malmö (former Director of Malmö City Planning Office)

11.45-12.30 • “European Universities, - Can They Remain as Ivory Towers?”
John Worthington, DEGW Architects, Visiting Professor, University of Sheffield

12.30-13.30 **Lunch**

13.30-14.40 • “Recent Trends in Campus Development”
Kees Christiaanse, Professor, ETH, Zurich
Dennis Pieprz, Sasaki Associates, Boston

14.40-15.00 **Coffee**

15.00-16.30 **Panel Discussion: “The University and the City”**
How can universities and their cities collaborate and advance the opportunities of the “knowledge city” to attract scholars and students, and to develop unparalleled education and research?
Moderator: **John Worthington**

18.30 **Reception at the Archbishop’s Residence** www.nidarosdomen.no/erkebispegarden

19.30 **Conference Dinner at Munkholmen** www.trondheim.com/content.ap?thisId=7994950

FRIDAY JUNE 15

08.30-09.00

Coffee

09.00-12.00

Parallel Seminars

Seminar 1

“University Planning and Architectural Design”

09.00-09.45

• *“Campus and the City: Urban Design for the Knowledge Society”*
Kerstin Höger, ETH, Zurich

09.45-10.30

• *“Transforming Structuralism, -Developing a 1970s Campus into Innovative Spaces for Learning”*
Reiulf Ramstad, Architect, Oslo

10.30-10.45

Coffee

10.45-11.30

• *“A University of the Future, - Developing the University of Utrecht”*
Art Zaaijer, Architect, Amsterdam

11.30-12.00

Panel Discussion

Seminar 2

“Funding, Networks and Partnerships”,

How can European universities best combine public funding and collaboration with both public organizations and the private sector? What partnership models exist for transforming our universities into progressive, competitive campuses?

09.00-09.45

“Current Trends in Public/Private Partnerships in the United States”
Dan Kenney, Sasaki Associates, Boston

09.45-10.30

“The Campus as Urban Generator” (“BI-Nydalen”, Oslo)
Johan Kahrs, Niels Torp as arkitekter mna / **Espen Madsen**, Avantor

10.30-10.45

Coffee

10.45-11.30

“Managing the university campus”
Alexandra den Heijer, Assistant Professor, TU Delft

11.30-12.00

Panel Discussion

12.00-13.00

Lunch

13.00-15.30

Plenary Seminar, “Beyond Bologna,- New Competitive Campuses”

13.00-13.45

“From Vision to Realisation,- the Case of Science City, ETH, Zürich”
Gerhard Schmitt, Professor, ETH, Zürich

13.45-14.00

Coffee

14.00-14.45

“NTNU 2020,- Strategies for a Competitive Campus”
Fredrik Shetelig, Professor, NTNU and **Janne Corneil**, Sasaki Associates

14.45-15.30

Panel Discussion

15.30-15.45

Closing Session

Tore Haugen, Dean, Faculty of Architecture and Fine Art, NTNU
Philip Parsons, Sasaki Associates, Boston

Speakers



Kees Christiaanse studied Architecture at the Delft University of Technology, graduating in 1988. Between 1980 and 1989, Christiaanse worked for the Office for Metropolitan Architecture in Rotterdam, becoming a partner in 1983. In 1989, he started his own firm in Rotterdam, Ir. Kees Christiaanse Architects & Planners, which was renamed KCAP Architects & Planners in 2002. In 1990 he founded ASTOC Architects & Planners in Cologne. From 1996 until 2003 he was professor of Architecture and Urban Design at the Berlin University of Technology. Now he is connected to the Swiss Federal Institute of Technology in Zurich.



Philip Parsons has 30 years experience working with educational institutions. Prior to focusing on the impact of campus design on learning communities, he played an innovative leadership role in all areas of academic administration, from curriculum development to financial planning, physical planning, and fundraising. Mr. Parsons has extensive expertise in comprehensive space use analysis and programming, and in integrating strategic planning with the campus master planning process. As Director of Sasaki Strategies, he leads Sasaki's strategic planning efforts and has worked to develop a unique set of client-specific, software-based planning tools to support institutional decision-making.



Dennis Pieprz is Sasaki's president and plays a leading role in the firm's planning and urban design practice. His 20 years of national and international experience encompass a diverse range of project types that include design for urban districts, new communities, campus environments, and waterfront regeneration projects. Pieprz brings a collaborative approach to his urban design work, integrating landscape, planning and architecture with a critical understanding of the forces that shape contemporary cities.



Kerstin Höger studied architecture at TU Berlin, MIT, and Harvard Graduate School of Design. In addition to her practical work as an architect in Germany, Switzerland, and the US, she has been teaching since 1999 at ETH Zurich in seminars, design studios, lectures, and master programs. Her current research focuses are corporate urbanism, city branding and campus design, e.g. in book publication 'Campus and the City: Urban Design for the Knowledge Society' (2007), in dissertation 'Brandthubs: Sustainable Strategies for Corporate Urban Design' (since 2002) and further projects. Höger has been a regular speaker at international conferences, and scientific institutions as well as guest critic at many universities.



Leif Edvinsson, Lund University & The Hong Kong Polytechnic University, holds an MBA from the University of California, Berkeley USA. He is the author of numerous articles on the service industry and on Intellectual Capital. He is a speaker at such organisations as the Conference Board, OECD, Harvard Business School, Sorbonne, KM Forum in Japan, Learntec in Germany, the American Productivity Centre etc. Leif is on the Board of Directors of several knowledge intensive enterprises among others the Center for Molecular Medicine at Karolinska Institute, Stockholm, Sweden and formerly board member of Swedish Brain Research Foundation.



Gerhard Schmitt has been Professor of Information Architecture at ETH Zurich since 2005. Schmitt graduated in Architecture at the Technical University in Munich in 1979. His studies continued at UCLA and UC Berkeley, obtaining a Master of Architecture in 1981. He earned his doctorate in 1983 at the TU Munich with a dissertation on the topic of energy and architecture, based on computer simulation as aid to decision-making in the design process. In his research he directed National Science Foundation projects in artificial design intelligence and computer aided communication for the creation of intelligent design support systems. Gerhard Schmitt initiated the ETH World project in 2000 and the ETH Science City urban development



John Worthington has since co-founding DEGW in 1973, pioneered methods of adapting urban and space planning techniques to meet the needs of the emerging knowledge economy. Recent assignments include high building strategies for the cities of Rotterdam and Dublin, where he continues to advise both cities on managing the process of innovation and change. John has held a number of academic posts and is currently a visiting Professor at the University of Sheffield and Chalmers University of Technology, Gothenburg. He is Chairman of CABE's Building Futures; Deputy Chairman for Regeneration through Heritage and Trustee of the Urban Design Group. He lectures widely, and has co-authored of a number of books.



Janne Corneil is Principal with Sasaki, and an urban designer and planner for campus master plans, urban districts and waterfronts; international developments; and downtown revitalization plans. Janne's background combines 20 years of urban design and architectural experience, both in the US and abroad. Working in both the institutional and urban realms, Janne's urban design work includes the design of new universities, research parks and campus districts in the U.S. and Europe, urban development strategies for central cities in San Diego, San Francisco, and Seattle, and the regeneration of mixed-use neighborhoods in Boston, Seattle and Baltimore.



Daniel R. Kenney is a Principal-in-Charge for a variety of planning and design projects including work for more than forty-five colleges and universities across the United States and internationally. His work has been recognized through public presentations, publications, and awards. As director of Sasaki's Institutional Planning Studio, he has provided planning leadership and overview of a variety of planning projects for clients ranging from secondary schools to public flagship land grant universities. He has also co-authored the book *Mission and Place: Strengthening Learning and Community Through Campus Design*, published by American Council on Education/Praeger Press.



Reiulf Ramstad is the founder and the owner of RRA (Reiulf Ramstad Arkitekt) in Oslo. RRA is a firm with a field of work in architecture, design and urban planning. He has been teaching several years at NTNU. His office has achieved excellent results in several architectural competitions. In 1998 he and his office won the competition for the new College in Østfold, Norway. The project is a tight integration of existing and new building structures, and the construction is recently completed. Reiulf Ramstad was the exhibitor and curator for Norway's contribution at the international Biennale in Venice 2001.



Mats Olsson holds a Master Degree in Architecture from the University of Lund, in Sweden. He is an advisor of urban development strategy and has worked with several large scaled urban development projects, among these are extensive works in the city of Malmö. Mats Olsson was also Director of the City Planning Office in Malmö, and has been adviser concerning master planning and high-rise building in Copenhagen, development of the harbour areas in Århus and was one of the authors of the report "Trondheim 2020 – the city and the university."



Alexandra den Heijer has a background in Architecture (BSc) and Real Estate & Project Management (MSc) from TU Delft. Her master thesis from 1994 was named "Space Management in Higher Education Institutions". From 1992-1994 she worked as a researcher at TU Delft, and from 1995 till present she has been working as an assistant professor at the Section for Real Estate Management. Since 2000 she has been doing research for all Dutch universities, resulting in new theories and tools for managing the university campus.



Tore I Haugen is the dean of the Faculty of Architecture and Fine Art at NTNU. He holds a position as Professor in Architectural Management and Facilities Management at the Norwegian University of Science and Technology – NTNU. He finished his doctor degree and graduated as a civil engineer at NTNU, combined with residences at the University of California, Berkeley and at the Royal Institute of Technology, Stockholm, for purposes of study and research. His main professional interest lies within project management and facilities management. He has been active as member and chairman for a number of international conferences, and had many positions of honour in ISO, CIB and EuroFM.



Fredrik Shetelig is vice dean of the Faculty of Architecture and Fine Art at NTNU, with responsibility for the architectural education. He holds a position as professor in architectural design at the Norwegian University of Science and Technology – NTNU since 2005. Shetelig has a varied practice as architect and urban planner as partner in the Trondheim based architecture office Pir II arkitektkontor AS since 1994. (www.pir2.no) His project experience comprises amongst others: housing, complex buildings, urban planning and transport infrastructure such as bridges and railway stations.



Art Zaaijer studied architecture at the Delft University of Technology, and graduated together with Kees Christiaanse in 1988. They were awarded the Berlage Flag for their graduation project "Kavel 25" in 1992. Between 1986 and 1989 he worked as a project architect at the Office for Metropolitan Architecture (OMA). He has also been a guest Professor for various projects at the T.U Delft, and been an advisor for the University and the City of Amsterdam on their plans for a new University Library from 2002-2004. From 1988 he has worked together with OMA on the development of the Uithof area, at The University of Utrecht. The university changed from being an area only for studying to a fully grown Campus, including sports, culture, housing, retail and the University Library in the middle of it all.



Anne Grete Hestnes was trained as an architect, with degrees from M.I.T. and UC Berkeley, and has more than 25 years of experience in teaching, research, and development. She has been full time professor since 1985, and a visiting professor at Lawrence Berkeley Laboratories at the University of California at Berkeley and at the Laboratoire d'Énergie Solaire in Ecole Polytechnique Fédérale (EPFL) in Lausanne. Her main scientific interest is in the areas of energy conservation and the use of solar energy in buildings. For the past 15 years she has been project manager for large scale international research projects on solar buildings within the International Energy Agency's Solar Heating and Cooling Programme/visory Committee on Energy (EAG Energie).

Organizers



NTNU
Norwegian University of
Science and Technology



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

S A S A K I

Interdisciplinary Planning and Design, Boston, USA

Registration

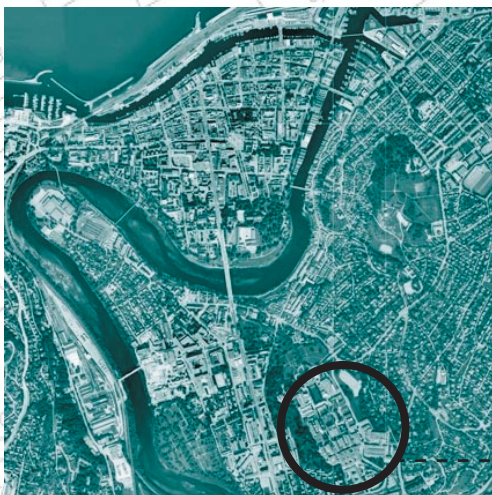
Registration:

www.ntnu.no/ab/ccceurope2007LD

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Location



The Conference will be held at the main campus of the Norwegian University of Science and Technology (NTNU), close to the Trondheim city centre (20 minutes walk). The campus has large and green surroundings with a view on the town and the Trondheimsfjord.

The conference will take place in the campus auditorium R8 and R9 in Realfagsbygget.

