

Discover the future of the campus!

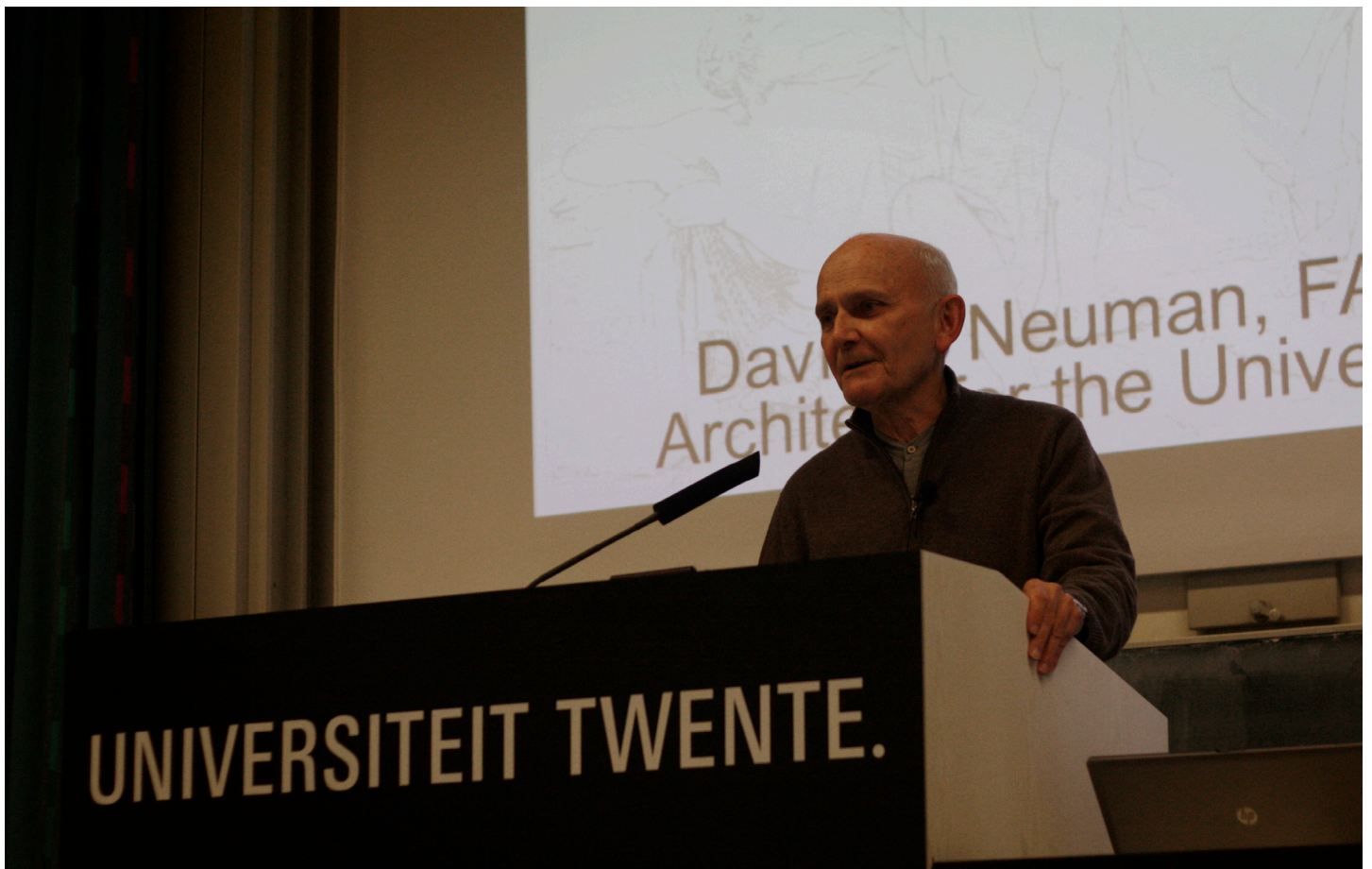
On the occasion of the Golden Jubilee of the University of Twente (UT) the conference 'Discover the future of the campus!' was organized on October 27. 2011. "The campus of University Twente is the only real campus in The Netherlands", Kees van Ast (executive member of the university board) states in his opening speech. During the guided tour into the campus the participants (almost 80) could experience by themselves how students and staff live and work together on this beautiful old country estate Drienerlo. How did the campus come into existence? What philosophy lies behind it? And what role does landscaping play? These questions played a key-role during the lectures which were spread over several locations on the campus (in the buildings Spiegel, Vrijhof, Waaier, Horst). Since 2005, the campus is merged with the Business and Science Park (B&S Park) into Kennispark Twente. The discussions, moderated by Tracy Metz, were focused on the future of the UT campus. What is the influence of the B&S Park on the UT campus? And what is the relation between university and Enschede?

Location 01 Spiegel: Neuman and Geuze about designing the campus

In his lecture 'the origin of the campus' David Neuman shares his ideas of designing a campus in his role as master planner for two historic university campuses: Stanford and Virginia University. Landscape architect Adriaan Geuze, director of West 8, shows some of his designs for corporate and university campuses.

David Neuman considers the origin of the campus as Utopia: an academic village. But, if we put this campus into the real – corporate – world the question rises 'can we afford the utopian?' The campus has to be reinterpreted. According to Neuman a campus has to support the utopian ideals: an environment in which people can think, communicate and be alone. In the debate about the future of the campus (20-50 years) it is neces-

sary to formulate objectives in which the program and the role of the corporate world has been taken into account seriously, Neuman states. "Because a campus is not a campus anymore if it starts to be a business park". In his lecture Neuman focuses on designing the campus. Classical campuses, like Trinity College in Cambridge and Stanford University in California, have been designed as static final designs. "But, we are in flux", Neuman says, "today, it is about planning in four dimensions". The campus has to accommodate change. He shows images of University of Cincinnati in which different types of architecture and efficient logistics are integrated. University of Virginia is an example of a classical campus. In 1819, Thomas Jefferson designed this 'democratic campus' in which architecture and landscape are carefully integrated. Classical buildings (not based on Georgian style, but Palladian architecture!) are organized around a central park. On the campus students and staff live and work together. Such



David Neuman

a context needs 'context sensitive architecture'. That's why Neuman has set up a Design Guide in which Jefferson's architecture has been described in detail. Aware of the measurements and other logics behind Jefferson's campus design present-day architects can create extensions that fit into it. Neuman shows two neo classical buildings, which will be realized on the campus: the Medical Education Building and The South Lawn Project.

Adriaan Geuze states that campus design is about dignity and humanity. In the American campuses, like Rice University (Houston, Texas), these aspects exist. But, the Dutch campus could not yet equal the American ones. For example, the new campus for Wageningen University consists of immense buildings in an open green landscape. These buildings (17.000 – 35.000 m²) might be efficient in use, but they will keep students and staff inside, prevent movements and meeting in public space as a result and make interpersonal contact impossible due to the large amount of users. When he studied in Wageningen, there was interpersonal contact in the old faculty buildings and movements between these buildings in the city. According to Geuze 20.000 m² is the critical size for buildings in which people would say 'hello' to each other. Geuze showed the master plan for university campus Zernike in Groningen, designed by West 8. While the client asked for one massive complex, Geuze proposed to split the program in several smaller buildings with a maximum of 20.000 m², each with an own identity and designed with dignity. As a result of this, people feel connected with their 'own' faculty. Another example Geuze shows is Chiswick Business Park in London, containing a public garden within a cluster of twelve office buildings, for which West 8 created the landscape design. The client's ambition was to realize a human environment for the public and employees. The centre of the park is filled with a long curved water lot crossed by bridges. On the waterside there are waterfalls, green fields, terraces and curved paths. Each part of the design is designed with dignity and elaborated into detail. Its website name expresses the main idea for Chiswick Park: www.enjoy-work.com.

Location 02 Vrijhof: Schaap and Hamfelt about the campus and the city

As a city planner for the municipality of Enschede Ton Schaap is involved in the Kennispark Twente. In Vrijhof he presents his ambitions for Kennispark and worries about the connection between the university campus and B&S Park. Architect Burton Hamfelt presents the first part of his research 'Campus without boundaries' which is about the relation between campus and city.



Adriaan Geuze

The first step towards Kennispark Twente was the elimination of the viaduct which was experienced as an obstacle between the university campus on the one side and the B&S Park on the other side of the Hengelosestraat. Schaap shows the result: an open view from the Hengelosestraat towards both sides, space for a bus lane and rows of 800 oaks between the lanes. This is just the first step: a smooth connection between both sides needs much more attention. One of the urgent questions is about parking, because on both campus and B&S Park the need for parking places is increasing. According to Schaap the main problem is the relative big car ownership in combination with free parking, which is characteristic for the east of Holland. He pleads for clear decisions: facilitate the need (increase the asphalt area) or tackle car use. After this topic he zoomed out: he proposes a main road which will connect the highways A1 and A35, but which will cross the university campus. According to Schaap this connection will be very important for the city and improve the connection between university and Twente airport. But it is still a sensitive issue. "Too much compromises are made.", Schaap says. "This might result in a university campus which will decrease gradually into an average business park." That is why he proposes a different approach: think in concepts, dare to make statements and make decisions.

In his research 'Campus without boundaries' Burton Hamfelt proposes a campus model that is on the one hand integrated into the urban tissue and on the other hand a strong mix of innovative start-up's, education (mbo until university) and research institutes. In this model he combines the best of two worlds: Saitama Prefectural University in Tokyo, which is part of an urban tissue, and Silicon Valley in California, where the right conditions have been created to stimulate innovation. In the second part of the research he will test the model in Amsterdam and find out how the model can be translated into an urban design. He proposes to cluster and reorganize Amsterdam's universities UvA and VU. He will elaborate four scenarios: a series of campus sites along the river IJ, along highways, along the green lungs which connect periphery and city centre and a network of campus sites in the city centre itself.

Tracy Metz asked university's supervisor Peter Vermeulen (architecten van Mourik) what he aims to reach in the coming years, with regard to Schaap's presentation. According to Vermeulen the campus asks for modest interventions on the level of maintenance management. From this level he will maintain both the high quality of the campus and improve it. He agrees with Ton Schaap that a concept is needed for the connection of the university campus and Business & Science Park. He promises an appointment will follow soon.



Ton Schaap



Afternoon Tea in Olive Garden in Zuidhorst (Horst)

After four lectures about designing campuses Patrick Welman (campus manager UT) notes: "There is too much discussion about the ambition for the physical space. The ambition of the campus is not only about buildings; they may consist of cardboard." He agrees with David Neuman: "The ambition should focus on the specific program of the UT campus: research, education and commerce."

Location 03 Waaier: De Jong about the Eco-2-zone in Shenzhen

Martin de Jong (full professor Public Management TU Delft) took the visitors into the plans for a massive Eco-2-zone which will be developed close to Shenzhen (Pingdi, Xinxu, Quinxi) in China. This zone, a knowledge based cluster with some sub clusters, will become a combination of ecology (green environment) and a strong economic structure. This combination makes the Eco-2-zone an attractive place for the business and a place of residence for employees. This area will be built in several steps. In first instance, only excellent universities and research institutes will be realized. They will attract innovative business to the Eco-2-zone, which will follow later. The area will be characterized by a strong identity based on the cultural heritage in the region (Hakka), bilingual communication, and high quality infrastructure and communication technology. The Eco-2-zone will become an open campus, just like Brainport Eindhoven.

Location 04 Horst: final discussion

The final discussion was on the highest floor of the Horst tower. Visitors were able to ask questions to the panel consisting of David Neuman, Ton Schaap, Burton Hamfelt and Martin de Jong.

"The elimination of the viaduct didn't improve the connection

between Business & Science Park and university campus", was the reaction of professor Dick Feil on Schaap's presentation. People used to cross the crowded Hengelosestraat through the viaduct. Now, it is a junction at grade. Feil continues: "The new situation makes it possible to look towards the other side of the Hengelosestraat, but crossing this crowded road has become much more difficult". Moreover, he thinks that the connection between Twente airport and University Twente has been overestimated by the municipality. "Munster Airport is only an hour driving away!"

During the day it became clear that users of the UT campus experience the merge into Kennispark Twente as a threat, a 'corporate take-over'. But campus manager Welman considers business as part of the campus. "From the beginning, this is an enterprising university campus with a lot of start-ups. At this moment, the university has generated most start-ups in comparison to other universities. Business should not be considered as a stranger, but as an important part of the campus." Since the 90's they are located on the other side of the Hengelosestraat, which is now called the B&S Park. But today, they are also located on the campus itself. The Gallery, in the O&O centre, will be renovated soon to house new start-ups.

While the municipality considers the campus as an important part of the city, the university does not name Enschede. "The program of university and municipality seems to be different; there is friction", notes Tracy Metz. "What is the connection between university and city, only students drinking beer in the city centre?" Anne Flierman (chairman university board) confirms that the university, but also Kennispark Twente, focuses on the region of Twente instead of the city of Enschede. Most students and employees come from this region and from across the

border of Germany. Besides, the location of the former country estate Drienerlo between Hengelo and Enschede makes the campus unique and functionally independent of both cities.

‘How will the UT campus look in 2040?’, Metz asks Flierman. “At this moment, the university works on urgent questions such as how it will react on the shrinking need for space and the increasing government cuts. Situations are changing quickly: that’s why future perspectives don’t reach further than 10 – 15 years”, Flierman says.

recommendations for the university, on behalf of the organization

Make clear decisions, how the university will:

1. Keep the meaning of the campus as Utopia: a place where people can think, discuss and be alone (Neuman). Formulate objectives in which the role of the corporate world has been taken into account. Make clear decisions and concepts about the future, so no piling up of ad hoc solutions.
2. Beware of a ‘corporate take-over’; do not let the campus devaluate into a business park. Make places where users of the campus (students, staff, employees business and research institutes) can meet, discuss and share knowledge. Such places make campuses unique and distinguishes them from business parks where every building functions independently.
3. Create the right conditions for start-ups and companies and improve the collaboration between campus and Business and Science Park.
4. Protect the landscape, for example by careful park management and exploiting the landscape/park.

5. Make the landscape attractive for public (students, staff, employees B&S Park and inhabitants of Enschede). Make an environment which brings students and staff outside the O&O centre where they tend to be inside all day, without experiencing the campus green. Moreover, an attractive landscape for inhabitants could improve the relation with the city (such as Chiswick Park London, West 8).
6. Make a clear decision about parking: facilitate the need (more asphalt) or tackle car use.
7. Since staff and students live and work together; you need ‘context sensitive architecture’; make a thorough survey which describes the values in detail (‘beeldkwaliteitsplan’). New buildings must fit in this plan! No cardboard architecture.
8. Increase the quality as an inspiring scientific environment with an academic character, for example by increasing the dignity of the campus (buildings, landscape and infrastructure). Humanity should be central and not ‘business’, ‘processes’ or ‘efficiency’. Use the campus as a show case for the university’s ambition: high tech, human touch.

organization

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