Campus Design

International symposium on academic and corporate campuses

Thursday, 18 May 2006
ETH Hoenggerberg HCI J 3

ISB Institut für Städtebau
Institute of Urban Design

Prof. Kees Christiaanse and Kerstin Hoeger

NSL Netzwerk Stadt und Landschaft
Network City and Landscape

Program

08.30	**Registration at HCI J 3**
09.00	**Welcome** Prof. Dr. Gerhard Schmitt, VP Planning and Logistics ETHZ Prof. Andrea Deplazes, Dean Dept. of Architecture ETHZ His Exellency Mr. Edo Hofland, Ambassador of the Kingdom of the Netherlands
09.45	**Introduction on Campus Design** Kerstin Hoeger, ISB ETHZ
10.00	**Urban Design for Universities** Prof. Kees Christiaanse, ISB ETHZ
10.45	Break
11.15	**Benchmark of Technology Quarters** Wilhelm Natrup, Ernst Basler und Partner AG Zurich
12.00	**Systems Structure** Prof. Riken Yamamoto, Riken Yamamoto & Field Shop Yokohama
12.45	Lunch
14.15	**New Environments for Education** Edzo Bindels, West 8 Rotterdam
15.00	**MobileLifeCampus** Prof. Dr. Gunter Henn, Henn Architekten Berlin-München
15.45	Break
16.15	**Videolink to SHARE Boston** Remo Steinmetz, SHARE Boston Cambridge MA
16.25	**The Contribution of Campus Planning to the Knowledge Society** Janne Corneil and Philip Parsons, Sasaki Associates Boston MA
17.00	**Novartis Campus Basel: An Experiment in Urbanism** Prof. Dr. Vittorio Magnago Lampugnani, ISB ETHZ
17.45	**Panel Discussion** Prof. Dr. Werner Oechslin, GTA ETHZ
18.30	Apéro at Science City Infospot

Speakers and Content

Prof. Dr. Gerhard Schmitt
VP Planning and Logistics, ETH Zurich

Since 1998 Gerhard Schmitt is Vice President for Planning and Logistics of ETH Zurich, where he initiated and masterminded Science City and ETH World. Since December 2005 he is Professor of Information Architecture. Between 1992 and 1998, he was researching and teaching Computer Aided Architectural Design (CAAD). His teaching included CAAD Programming, CAAD Practice, and post graduate seminars. Today, his research focuses on the development of intelligent design support systems, the architectural design of the information territory, and the use of computer-based simulation techniques in the design of sustainable architecture. After completing his doctorate in 1983 at TU Munich, he was Assistant and Associate Professor of Architecture at Carnegie Mellon University as well as Guest Professor at the GSD at Harvard, TU Delft, and TU Denmark in Lyngby.

The Campus is in Your Mind, not Under Your Feet

The opening speech will discuss three fundamental criteria in the conception of an academic or corporate campus: (1) The creation of a shared vision, (2) the definition of diverse programs, and (3) the implementation of an integrated sustainability concept.

A first challenge in the design of a new campus is not to create new buildings, but to create a shared vision. In the words of Antoine de Saint-Exupery "If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea". In the case of Science City we therefore started with the vision of a sustainable European Campus, then defined a participatory but guided planning process and integrated the stakeholders. The process allowed us to sharpen the original vision as well as motivate those involved to contribute their own resources to the effort. Numerous workshops with different stakeholders helped to test and improve the shared vision and obtain a better understanding of individual needs. As a result, they produced a vast amount of excellent ideas, but also revealed the hopes and fears of individuals and certain groups. Science City first emerged as an idea during these "design labs" and "future labs", one that could gain broad support while inspiring the individual.

A second challenge in the design of a new campus is the early planning of diverse programs to support campus life. The goal is to create an effective long-term strategy that is supported by science, business, and society. In the past, the question was how to bring scholars together; today, the question is how to bring scholars together with industry partners and the general public. While the core business of a university has priority in campus planning, lectures, workshops, executive courses, events, career programs and new models of discourse increasingly need to be taken

into consideration. In 2005, more than 60 programs and projects were suggested that could bring life to Science City. We defined clusters of activities and consolidated the collected ideas into 30 projects. In 2006, we will begin with the implementation of the first 15 projects grouped in the areas of Research, Teaching, and Campus Life. We are convinced that in order to bring life to the campus – to come together, share ideas, and create new knowledge – we must plan appropriately from the very beginning.

A third challenge in the design of a new campus for the 21st century is an integrated sustainability concept. Being part of the vision for a new campus from the beginning, integrated sustainability has developed into a feature of increasing societal, financial and scientific importance: Society expects the modern technical university not only to define but also to demonstrate what sustainability could mean in practice; the financing of a new campus must take into account alternative and sustainable methods; and the long-term scientific benefits of research into integrated sustainability concepts, reaching from the city scale to the energy concept and the materials of the individual building, are vast. Therefore, in the project Science City, integrated sustainability is not one topic among others, but an overriding principle. The interest of international delegations in this particular feature demonstrates its validity even beyond campus design.

These three strategies complement the urban design and architectural strategy expressed in the urban master plan. Together, the four strategies allow for the creation of high standard campuses that will be able to serve several generations, engendering new types of research and education with the support of industry and society.

Prof. Andrea Deplazes
Dean Department of Architecture, ETH Zurich
Since October 1997 Andrea Deplazes has taught architecture and construction at the ETH Zurich, becoming Full Professor in 2002. He is currently Dean of the Department of Architecture and in charge of the first-year Construction Lecture Series and Design Studio.

Andrea Deplazes studied architecture at the ETH Zurich, graduating in 1988 under Professor Fabio Reinhard. Between 1989 and 1997 he was assistant professor at the Technical College in Chur. His architectural firm Bearth & Deplazes is engaged in a broad spectrum of architectural design activities, including public and institutional projects, urban design, housing, and industrial buildings, with special focus on wood construction.

His Exellency Dr. Edo Hofland
Ambassador of the Kingdom of the Netherlands
Dr. Edo Hofland, Dutch Ambassador in Switzerland and Liechtenstein has worked in a number of different positions worldwide throughout his diplomatic career. He studied law at the University of Leiden, continuing

his education in international relations in the Netherlands, and then served in various Dutch Embassies in Eastern Europe, the former DDR, and the Middle East as well as for the IAEO and UNO. His political career includes several posts in local Dutch governments, including Mayor of the City of Berkel en Rodenrijs from 1989 to 1997, as well as others in the upper echelons of the national government, most recently as general inspector for the Ministry of Foreign Affairs.

Kerstin Hoeger
Institute of Urban Design, ETH Zurich

Kerstin Hoeger is an architect, working in the domains of Architecture, Urban Design, ICT, and Branding. Currently, she is a lecturer at the ETH Zurich's Institute of Urban Design where she directs research projects on corporate urbanism and urban branding. Since 2002, she has been working on her doctoral thesis on Brandhubs and their potential for responsive and sustainable urban design.

Hoeger studied at TU Berlin, MIT and has a Masters Degree from Harvard's GSD. In addition to her architectural work, she was also teaching assistant at the Chair of Architecture & CAAD of ETH Zurich and researcher at the MIT Media Lab and Mitsubishi Electric Research Laboratories in Cambridge, MA.

Introduction on Campus Design

The focus of the symposium is campus design in both the public and private realm, from the conversion and revitalization of monofunctional university centres to the creation of new campuses as lively urban districts. The latest tendencies of campus design will be discussed through a series of international examples presented by renowned practitioners and speakers in the field. The discussion of this contemporary urban design phenomenon will be centred on the current project for ETH Science City. The many "Greenfield" campuses built in the 1960's and 70's, such as ETH Hoenggerberg, are now outdated and in dire need of restructuring, a challenge faced in university campuses worldwide. In addition, many new university districts are being established, especially in emerging Asian countries. In this discourse, the validity of traditionally introverted campus models separated from the city is being questioned, as this 'ivory tower' typology runs counter to the efforts of many of these institutions to reintegrate themselves, both ideologically and physically, into the urban public realm.

At the same time, corporations are increasingly seeking urban design strategies that will encourage inventive and creative potential within their management and research centres and are looking to the academic campus as a model for development. One example, the Novartis Campus Basel, where high-profile architects were invited to contribute to a carefully orchestrated master plan, also shows how the campus typology can be strategically used to project certain qualities or an image to the outside world.

This symposium will attempt to address important aspects of new campus developments at various scales, from spatial organisations promoting internal knowledge transfer and social interaction to the kinds of urban strategies that are needed to create sustainable centres of knowledge and learning that can flexibly respond to the changing demands of industry and society.

Prof. Kees Christiaanse
Institute of Urban Design, ETH Zurich
Kees Christiaanse studied Architecture at the Delft University of Technology, graduating in 1988. His graduation project, 'Kavel 25', realised as part of his urban plan for the housing festival in The Hague, was awarded the Berlage Flag. 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, which was renamed KCAP Architects & Planners in 2002. In 1990 he founded ASTOC Architects & Planners in Cologne. Before coming to ETH Zurich in 2003, he was Professor of Architecture and Urban Design at the Berlin University of Technology for six years. He regularly acts as a jury member for international competitions and is the author of several publications about architecture and urban design.

Urban Design for Universities
Originally the university was elitist, inaccessible to the lower class, but part of the functional palette of the city centre. Today the university is democratic, accessible to all and, apart from some ceremonial buildings, situated in suburbia in the form of a type we call 'campus': a monofunctional component of the contemporary agglomeration. This development stealthily took place from the moment that the old fortifications of the city were demolished and larger institutions were brought outside.

In the meantime, the campus from the post-war period has come to a crisis due to its monoculture of university functions, its anti-pedestrian distances, its absence of interaction with the city, and the lack of quality of its public space. Ever since, campuses have been intensified with social and cultural amenities, student housing, hotel and convention facilities, business-park spin-offs and, last but not least, high-quality mobility concepts.

Paradoxically, the isolation of campuses from the city has not been reduced but rather reinforced by these developments, because they develop into more or less self-supporting autarkic quarters with relations expanded virtually on the global scale.

In a sense, campuses today are developing parallel to the global trend of 'gated communities'. Their undeniable qualities in terms of management and security have also been discovered by the corporate world. Indeed, the new campus type, the business-oriented university or the research-oriented business-park, is becoming more and more popular all around the world. This campus is also very economical. Many universities and

corporations save money by concentrating their activities, creating double-use concepts for buildings, centralizing their technical infrastructure and, of course, selling land and old buildings in remote sites.

However, a concept of remoteness in a 'clustered deconcentration' combined with mixed uses also offers a chance to reconcile the campus with the contemporary agglomeration: by offering its expensive infrastructure and social, cultural and economical amenities to neighbouring areas where they are lacking – the suburbian surroundings. In analogy to Edge-Cities like Silicon Valley, originally a monoculture of one kind of activity [e.g. the IT industry around Stanford] that through its sheer critical mass developed urban qualities and a certain centrality, the campus could develop into an urban catalyst for surrounding areas. In order to achieve this, precise urban design strategies are needed. The criteria for such processes are discussed on the basis of two case studies: the Science Park in Amsterdam and the Science City in Zurich.

Wilhelm Natrup
Ernst Basler and Partner AG, Zurich

After studying at TU Berlin, Wilhelm Natrup has worked as an urban and regional planer in various planning practices in Switzerland, Germany, and abroad and is currently partner of Ernst Basler and Partner AG in charge of regional and urban planning. He has wide-ranging expertise in the area of strategic urban and regional development with a focus on integral town and regional development.

He was expert for an urban development study for Bremen's City Council to create a new technology district. The study examined the place-specific present and future economic and scientific conditions, including an international benchmarking of science and technology districts and an evaluation of appropriate locations for a technology district in the city.

Benchmark of Technology Quarters

This lecture presents the results of a survey conducted for the City of Bremen by a Swiss and German planning and consultant team, which included, among others, agps architecture and Ernst Basler + Partner from Zurich.

Bremen endeavors to improve its competitiveness by improving its efforts to promote science and research. As a university city, Bremen could develop into a successful German university and scientific hub. The university itself is currently being surrounded by one of the largest and economically successful technology parks in the country, already pushing against its development boundaries.

The survey was to answer questions as to where a future properly-structured technology district could be located within the city, and which other support mechanisms would be necessary and useful to support a mixture of technology-oriented uses with other urban functions, such as living, recreation, culture, science, and industry. In order to test its results, the

insights of other location competition research were taken into account. A benchmarking of national and international locations compared the content and spatial-built form of the concepts.

The lecture will focus on the urban design aspects and the question of integrating the various parts of a university campus in the urban fabric with the surrounding science parks in Helsinki-Espoo, Dortmund, Berlin-Adlershof, Nancy-Barbois, Munich-Garching, Munich-Martinsried, and Karlsruhe. These locations were analyzed according to differing objectives, strategies, and spatial organizational patterns.

Finally, the conclusions of the benchmarking will be presented, including issues regarding the question of mixing science-research-production with residential and other uses, the necessary proximity of universities and science parks, and the development time spans and processes that were identified.

Prof. Riken Yamamoto
Riken Yamamoto & Field Shop, Yokohama

Riken Yamamoto, born in Beijing, graduated from the School of Architecture at Nihon University, earning his Master of Architecture from the Tokyo National University of Fine Art and Music. In 1973, he established Riken Yamamoto & Field Shop in Yokohama and in 1997, Riken Yamamoto & Beda Faessler, architects in Zug, Switzerland. In 2002, h<<e started a professorship at Kogakuin University, Tokyo. He is the recipient of numerous prestigious awards, including the Architectural Institute of Japan Prize, and the Japan Arts Academy Award. Important works include Shinonome Canal Court; Jianwai SOHO (China), Tianjin Housing Projects (China), Beijing GuanYuan Apartment (China), Fortune e Home(China), Pan-Gyo Housing International Project (Korea), Yokosuka Museum of Art (Japan), Fussa City Hall (Japan), and Odawara Concert Hall (Japan).

Systems Structures – Some Thoughts

"A single sketch can bring people together."

"I think it's also interesting how many people are involved, for example landscape designers, graphic designers for signs and lighting designers. The collaboration is extremely stimulating. It's also interesting how frequently the six teams and the urban development corporation engages in things such as workshops. We probably couldn't have done it alone."

"The process itself is architecture."

"A building is not just a frame to be erected. It is itself a device for cultivating communication."

"Architecture should be able to communicate with the future of the society and respect its dignity."

Edzo Bindels
West 8, Rotterdam

Edzo Bindels graduated from the Technical University of Delft, the Netherlands, as an Urban Designer. Upon graduating, he worked independently taking part in various design competitions and winning many prestigious awards. This led to the successful publishing of various works and articles before joining West 8. In 1999, Bindels was named co-principle of West 8. In 2000, he was awarded the Rotterdam-Maaskant Prize for Young Architects. In addition to teaching at the Academy of Architecture in Rotterdam and the Academy of Architecture in Amsterdam, Mr. Bindels has lead multiple design winning teams for projects such as the Island Brygge in Copenhagen and Central Park Amsterdam Noord, Amsterdam, the Netherlands. Other high profile projects include the Vathorst masterplan in Amersfoort, the Netherlands, and urban plans for the sub-divisions of Ypenburg in Den Haag and Crooswijk in Rotterdam.

New Environments for Education

On a first view the design for a campus is the ideal commission for a firm specialized in landscape architecture and urban planning. From our background as public designers we are extremely interested in the meaning of (green) open space; via concrete projects of west 8 and historical references, I will illustrate a development towards new environments for learning: the urban campus.

The projects that will be presented are: Charlesville USA, Utrecht de Uithof, Zernike Groningen, Abudja African Institue of Science and Technology, and Leerpark Dordrecht.

Prof. Dr. Gunter Henn
Henn Architekten, Munich, Berlin

Born in Dresden, Gunter Henn studied architecture and construction engineering in Munich and Berlin, graduating with a doctorate from TU Munich. In 1979, he founded his own architectural practice, Henn Architekten, and has served as Professor at TU Dresden as well as Guest Professor at MIT in Cambridge. Major works include the Modulare Fabrik Mladá Boleslav, the Fritz-Haber-Institut in Berlin, the Autostadt in Wolfsburg, the Audi Forum Ingolstadt, the Gläserne Manufaktur in Dresden, the Fraunhofer Haus in Munich, the Produktionstechnisches Zentrum Hannover, Bugatti Molsheim, the Bioinstrumentezentrum Ernst-Abbe-Stiftung in Jena, the Max-Planck-Gesellschaft in Berlin, and the BMW Forschungs- und Innovationszentrum Projekthaus in Munich. Current projects include the Beijing International Automotive Expo and the MobileLifeCampus in Wolfsburg.

MobileLifeCampus

Research and technology facilities are of high economic worth, representing the increasing importance of this sector in our post-industrial society.

Working with knowledge is challenging and laborious, and innovation only occurs when people possess knowledge and have access to knowledge resources. These knowledge potentials are to be developed, and this is where architecture steps in. In order to develop the knowledge potentials of a company, it is necessary to increase the degree of collaborative freedom, just as it is necessary to increase the information and communication density as well as maintain an opening to the outside.

The design of knowledge space is fundamentally dependent on the changing of space- and time-dependent frameworks. Through the potentials of the media and mobility, our world is more strongly structured by networks that function independently of real physical places. Nodes form in these networks, which at certain places take on the permanence of places where time is spent. Architecture must react to these new localities and communication nodes with specific design and spatial elements, with signs and the inclusion of new technologies. In addition, architects have to take into consideration the different technical requirements and connect these highly technical work environments into communicative structures encouraging interaction. Even more than before, places are to be created that not only allow people to organize themselves but rather provoke this kind of interaction. This requires turning away from organizing space along functional principles to the principle of networking: Architecture acts as initiator and impulse-giver for collaboration. In order to allow a number of people to take part in a common development process, knowledge has to be integrated and transformed through various processes. Often the different strategies of knowledge transfer have to do with improvements to optimize the communication among employees, how they come into conversation and listen to each other. Knowledge culture is communication culture.

Fora for exchanging knowledge are important for maintaining external relations as well as upholding the quality of internal work and exchange processes. The architecture also needs to be able to adapt with correspondingly flexible spatial requirements. Erecting a space of knowledge means making information accessible. This is exactly what Volkswagen AG would like to realize with the MobileLifeCampus AutoUni in Wolfsburg. The MobileLifeCampus stands for the recognition that solutions no longer need to be looked for through the delimitation of the disciplines, but rather more through insights gained through transdisciplinary means. This requires the linking together of formerly conflicting fields as well as industrial and academic ways of working. On campus, business leaders learn that a sustainable realization of strategies has to accept multifaceted aspects, and they learn how to initiate trendsetting ideas and new concepts.

Informal, self-organizing networks within an organization are the primary drivers behind new knowledge gain, and often, accidental encounters encourage the discovery of new ideas. The architecture of the AutoUni spatially articulates the idea of the dynamic knowledge-cluster through a double-folded 5-storey band. The resulting spatial typology represents the built form of the street and the marketplace in concentrated form,

thereby setting the foundation for a "communication campus" that opens the possibility for generating knowledge as the fourth dimension.

Today, the effectiveness and quality of research and technology facilities is important for their owners, now more than ever. In times of advanced globalization and international competition, efficiency and business success is important, and the attractiveness of a company and an institution is measured by the attractiveness of their facilities – for investors as well as for scientists. As a result, research and technology facilities count as some of the most sustainable building programs of our times.

Remo Steinmetz
SHARE Boston, Cambridge MA

Since May 2004, Remo Steinmetz is Program Manager for education and academic affairs at the Swiss science consulate SHARE Boston in Cambridge, Massachusetts. Remo's efforts are focused on fostering the links between universities and scientific communities in New England and Switzerland.

Previously he served as director of postgraduate program in spatial planning at ETH Zurich, making it one of the most successful of the school. He also led two large e-learning projects, which focused on the needs of part-time students.

Steinmetz holds a Masters in Geography from University of Zurich. Prior to his employment in academia, he worked in a consulting and engineering company, where he led projects in the field of transportation and urban planning.

Janne Corneil and Philip Parsons
Sasaki Associates, Boston MA

Sasaki Associates, a planning and design firm based in Boston, Massachusetts, has completed plans for over 300 colleges and universities around the world. The firm's planning practice is divided between urban design and campus planning, and these two are increasingly working together to achieve a synthesis for the knowledge city. The firm's work is distinguished by integrating strategic planning and physical planning.

Sasaki's presenters will be Janne Corneil, Planning Principal, and Philip Parsons, Director of Sasaki Strategies. Janne Corneil's practice is divided between university campuses, urban waterfronts, and downtown revitalization plans. She was educated at the University of Toronto and Harvard University. Philip Parsons focuses on the integration of strategic and physical plans for higher education, and the development of innovative decision support systems. He was educated at the University of Cambridge, and Harvard University. Their work, principally in the United States, has also taken them to Canada, Europe, and the Middle East.

The Contribution of Campus Planning to the Knowledge Society

The „Knowledge City" is a term increasingly used to describe cities where innovation and knowledge creation drive the economy. In Europe, the „Knowledge City" is equally focused on the promotion of cultural and civic life and the establishment of a creative class of citizens with access to knowledge, culture and learning opportunities. The quality of life and cosmopolitan nature of these cities give them a competitive advantage. Cities like Barcelona, Hamburg and Montreal promote the development of a knowledge-based economy and also embrace and nurture a robust cultural and civic life as an essential component of their success.

Research universities play an increasingly important role in the sustained economic growth of cities and regions. Similarly, universities fuel their own intellectual vitality through engagement with a lively urban environment. Major centers of learning are increasingly characterized by multidisciplinary collaboration and problem solving, and the increased emphasis on synergy between pure and applied knowledge, and public/private partnerships. They must also find ways to create an environment that will continue to attract young students to the sciences and engineering.

The presentation will focus on two themes: 1) strategies to strengthen science and engineering through on-campus cultural integration and campus-city connections; 2) planning a learning environment on campuses that fosters collaborative and multi-disciplinary learning, dialog, and a supportive atmosphere for research. Discussion of these two themes will be followed by a brief discussion of innovative methodologies in campus planning and design.

A number of case studies will be highlighted to explore the themes outlined above and to offer current examples of campus design and planning including: the University of Pennsylvania, University of California Berkeley, University of Balamand, Lebanon, and the University of South Carolina.

The Norwegian University of Science and Technology in Trondheim, Norway, will be used as a more detailed case study. At NTNU, Sasaki Associates is participating in an exciting initiative to create a new learning environment where research and teaching are integrated into the fabric of the city and where the university population participates actively and regularly in the economic, social, cultural and civic life of the city. The future success of NTNU and the success of Trondheim as a „Knowledge City" are inseparable.

Prof. Dr. Vittorio Magnago Lampugnani
Institute of Urban Design, ETH Zurich

Born in Rome, Vittorio Lampugnani studied architecture in Rome and in Stuttgart, where he received his doctorate. Since 1980 he has his own architectural practice in Berlin and later in Milan. Among his most important projects are an office building in Block 109, Berlin; a housing group in Maria Lankowitz near Graz; the entrance square of the Audi factory in Ingolstadt; the urban design planning of the Novartis Campus

in St. Johann, Basel; underground station Mergellina in Naples; and reshaping the Donau banks in Regensburg.

Between 1980 and 1984 Lampugnani was a consultant to the International Building Exhibition Berlin (IBA), from 1990 to 1994 Director of the German Architecture Museum, and 1991 to 1995 editor of Domus. Since 1994 he is Professor for the History of Urban Design at ETH Zurich. Numerous scholarly architectural publications and exhibitions include Architecture and City Planning in the 20th century, Encyclopaedia of 20th century architecture, Museum Architecture in Frankfurt 1980-1990, and Museums for a New Millenium (with Angeli Sachs).

Novartis Campus Basel: An Experiment in Urbanism

A new design was to be developed for the St. Johann Areal of Novartis to transform it architecturally from a primarily production-oriented facility to a research and management center. It was about introducing a long-term sustainable system that would coordinate future built interventions architecturally and economically into the structural and aesthetic idiosyncracies of a chaotically ingrown industrial area, where parts were built just when they were needed and where space was available. It was also about bringing a suitable development framework to a radical change of use that had not yet been reflected architecturally. But most of all, it was about revealing the roots as well as the ambitions of a pharmaceutical company through the new complex. Among the latter was the desire to build a place where employees like to go and work together in new, creative, and communicative ways.

The plan for the 20 hectare area between Voltastrasse, Elsässerstrasse and the Rhein River introduced a simple, clear, orthogonal structure, which traces the original factory complex as well as the ancient celtic settlement that once occupied large parts of the territory over 2,000 years ago. The new urban impulse is consciously separated from the river walk along the Rhein, keeping this public, but oriented towards the river in an effort to sustain the relation between city and water, even provoke it. To the west of the historical Fabrikstrasse, which is to be expanded into a representative allée or the central social backbone of the "Campus of Knowledge" with restaurants, cafes and shops along its entire length of over 600 meters, the existing built fabric will be more or less kept intact, including the high rise buildings that will be added to with other high rise buildings. In contrast, a continuous built area with a continuous eaves height of 22 meters is specified to the east. The most important public spaces are located directly on the Fabrikstrasse. Essentially all through traffic is siphoned away from the Campus to leave the streets free for pedestrians and bicyclists.

The various buildings by various builders that will emerge on the campus will not only show the diversity of contemporary international architectural discourse (and the nature, mentality and cultures of their no less cosmopolitan and diverse users) on the one hand; on the other hand, they will not stand each to its own but should talk to each other – just as the approximately 10,000 people who will work there.

Prof. Dr. Werner Oechslin

Institute for the History and Theory of Architecture, ETH Zurich

Werner Oechslin has been Professor of the History of Art and Architecture at the ETH Zurich since 1985, and chairman of the Institute of the History and Theory of Architecture from 1986 to 1998.

He studied art history, archaeology, philosophy and mathematics in Zurich and Rome before receiving his doctorate in Zurich in 1970, In 1975 and 1978 he taught at MIT in Cambridge, MA. Oechslin was appointed Professor in Bonn and Geneva before becoming the Chair of the History of Art and Architecture at the ETH Zurich. In 1987 he was a guest professor at Harvard University.

Oechslin has published prolifically in the area of art and architectural history from the 15th to the 20th century. He was on the editorial board of Lotus International and archithese in addition to being coeditor of Daidalos from 1981 to 1998. He is also on the board of the CCA (Montréal) and member of numerous scientific organisations.

Acknowledgment