A HOLISTIC HISTORY
by BUSarchitektur
IS ARCHITECTURE SHAPING SOCIETY?

THEMATIC MODULES FOR INTEGRAL PLANNING • ENERGY EFFICIENCY OF THE NEW CAMPUS WU IN VIENNA • FORM FOLLOWS ENERGY? • BETWEEN EFFICIENCY AND EFFECTIVENESS • QUALITY OF LIFE AND INDIVIDUAL COMFORT IN THE 24/7 RHYTHM • RECOMMENDATIONS FOR AN INTELLIGENT ARCHITECTURE • RENEWABLE ENERGIES AS A BASIS FOR A NEW VALUES SYSTEM • PASSIVE OR ACTIVE? • LIVING WITH NATURE • EMERGENCE OF A MICRO CLIMATE FOR THE NEW CAMPUS WU • ECOSYSTEMS BETWEEN URBAN SPACE AND NATURAL SPACE • RECYCLING RESOURCES? • METAMORPHOSIS WITH NATURE • FIVE ELEMENTS IN HARMONY: WOOD, FIRE, EARTH, METAL, WATER • RECOMMENDATIONS FOR REUSING RESOURCES • MOBILITY AND ENVIRONMENT • SELF-ORGANIZED SYSTEM? • SPACE AND RESOURCE OPTIMISATION • HUMAN BEINGS, CONSUMER GOODS AND CULTURAL LANDSCAPE RESIDUES • RECOMMENDATIONS FOR CROSS-LINKED FLOWS • SECURITY AND GENDER MAIN-STREAMING • FREEDOM WITHOUT CONTROL? • SOCIETY, CITY, TECHNOLOGY AND RESOURCES • UNIVERSITY BETWEEN GLOBALIZATION AND EDUCATIONAL LANDSCAPE • RECOMMENDATIONS FOR SOCIAL SUSTAINABILITY • ART AND ECONOMY • SOCIAL ART ON THE CAMPUS? • THESIS FOR PROMOTING SELF-ORGANIZATION • ALTERNATIVE ECONOMIES, ALTERNATIVE SOCIETIES • RECOMMENDATIONS FOR CULTURAL SUSTAINABILITY •
INTEGRAL IN THE DEVELOPMENT

ECOLOGICAL URBANISM AS A BASE

The environmental matrix is a tool inspired by interconnected circuit systems, meant to display and harmonize its own balance. Our aim as thinkers and operators should be to once again play an active role in environmental quality optimization by acknowledging the complexity of this process and searching for sustainable changes.
a book by BOA office for advanced randomness

TO THE ECONOMISTS OF THE WORLD

A HOLISTIC HISTORY

by BUSarchitektur
The Master Plan outlines the principles and major structural divisions, such as the designation of construction sites, building locations and open spaces. It is the basis of the architectural project and provides recommendations for individual buildings’ designs.

An integral Master Plan is the goal of the entire process. Designs, cooperative planning methods and visionary models are not only developed to meet building and development regulations but to embark on an overall coherent planning and execution process guided by the Campus WU Master Plan – a plan that hopes to fulfill criteria for emotional identification while also taking into account the complex logic of its creation.

By way of a moderation process with the parties involved, the team of master planners combine building aspects with social, economic and contextual goals and requirements. It is the master planners’ task to stop negative trends and to initiate positive impulses and visions, to improve the quality of life and work, to create long-term planning assurances, to foster cooperation and social networks, and to allow room to manoeuvre.

The Master Plan is not only an urban development model with guidelines and design manuals but also includes the entire planning and creation of open spaces as an essential part of Vienna’s Campus WU.

By developing this control system as a CI project, overall orientation across all the individual building sites is assured – inside, outside and in the parking areas as well.

The following two sub-chapters describe the individual steps in managing integrative tasks as well as listing the thematic modules developed throughout this process:

**WORKING IN AN ENVIRONMENTAL MATRIX**

An environmental matrix serves as a tool for achieving balance by interlinking different system cycles in order to clarify and harmonize. The matrix concept comes from the computer sciences and takes into account a group of equally important elements that all influence their environment.
WALK ALONG PARK  Sampling Educational Life to Emphasize Collaborative Knowledge
CONTEXTUAL SYNERGIES: Regional Significance and Community Building

The Campus WU site lies hidden away between the Postr and the Vienna Fair, embedded in a city structure with sufficient open space to develop an urban campus concept. The new WU site therefore not only functions as any other modern university, but shapes the options for an active educational landscape.

LEGEND: REGIONAL SIGNIFICANCE
- Residential
- Mixed
- Green
- Water
- Commute
- Job
- Multi-Use
- Access
- City

The functional synergies of the respective projects in the neighborhood are highlighted in the legend. The tree map on top indicates which of the topics or places the respective area may interact with the Campus WU.
SPACES FOR APPROPRIATION  At All times of the Year

SPRING
In spring when the flowers begin to bloom, they clearly highlight the rhythm of the vegetation as a guidance system. In regard to the rain water cycle, fertilization meets ecological requirements not to contaminate the groundwater.

>> Look! We can have croissat with pimento and a chocolate cake <<

>> Tobias, please! We really have to go home. We will come back tomorrow <<

>> That's good, water fountains all over the place... how refreshing! <<

SUMMER
During semester break other user groups populate the area, taking advantage of all water. Additionally to the water pools, two water basins regulate the micro climate of the Campus.

>> Shh Lisa, look at him. Do you know if he has a girlfriend? <<

>> There is a concert starting at 8pm today. The group is from Sao Paulo <<

>> I'll be in Madrid for one semester. I might take flamenco classes <<

AUTUMN
In autumn the dominant bright yellow of the Ginkgo trees, clearly marks the boundary of the Campus area. At this time of the year the character of the park clearly contrasts with the colours of its surroundings.

>> I’ll have to skip classes tomorrow. It’s already Sao Paulo! Meanwhile to everyone! <<

>> I'm still here at the lounge, are you coming? We can go to the bar <<

>> Good morning Professor Kiesaux-Berziz. Do you want a chocolate? <<

WINTER
A special organic substrate (expanded clay) is used in order to reduce the possibility of repeated icing, thereby considerably decreasing the operating and follow up maintenance costs.

>> It’s a pleasure meeting you! Will you join our group for BMD? <<

>> 6:33am / passage

>> 8:15am / parking garage access

>> 10:42am / eastern access

>> So silent, compared to the bustle in the hall, I enjoy this very much <<

>> 5:10pm / shop plaza

>> 12:15pm / lounge plaza

>> 2:36pm / public living room

>> 5:21pm / shop plaza

>> 6:24am / green park

>> 7:44am / main courtyard

>> 8:22am / table tennis

>> 10:22am / green corridor
ECOLOGICAL URBANISM

Intensities & Densities: Encouraging Interaction in Public Spaces

9,000 m² of habitats, perennial biotic, flowers
provide the footprints of the Campus (on a green level) –
reflecting the background infrastructure of vitality.

1,600 m² of lawn
emphasize the non-programmed quality of the open spaces,
allowing the freedom of circulation in winter and sunbathing,
recreation and playing in warmer seasons.

720 m of bicycle routes
902 secured bicycle facilities
support the chain mobility through the city
and the Campus along a ring of 1,200 m.

232 trees
become protagonists in providing shade during the hot summer months, participating in daily and seasonal usage patterns.

83 benches
inviting people to read, communicate, study or contemplate.

48 waste bins
help to sustain the Campus division. They are the beginning
and the end point of the waste separation system established
in the whole Campus.

9 water fountains
help to preserve a clear Campus,
and are the starting point and the
end point of the water system.

An open field for activities and-on site interventions
was established throughout the design and planning process in order to keep the community involved and encourage people to participate, to contribute and to long-term.
CAN LANDSCAPE QUALIFY
THE ENVIRONMENT?

LOUNGE: PROJECT • STRATIFY • OBSERVE • CONTEMPLATE • INTERACT • PLAY • APPEAR • INTERNALIZE
• WAIT • INCIDENTAL ENCOUNTERS • RECEIVE • RELAX: SPLASH • CONTEMPLATE • EXCHANGE • DEEPEN • RISK • DISCOVER • REPOSE • EQUILIBRATE • REINTERPRET • WALK • SUNBATHE • SUIT • EXPO: EXPLORE • PERMEATE • LEAN • STUDY • LISTEN • DISCOVER • REINTERPRET • JUMP • PROTECT • MEDITATE • CONTEMPLATE • STAGE: SHAPE • STAGE • HAPPEN • VOCALIZE • DRAMATIZE • LISTEN • ELEVATE • FLY • STAGGER • UNDERSTAND • SHOW • PATIO: MOBILIZE • INTERRUPT • ACTIVATE • VISUALIZE • REGENERATE • TEST • TAKE • REST • SOCIALIZE • DISCERN • CONSUME • FORUM: SUPPORT • APPEAR • LISTEN • PERFUME • ILLUMINATE • EXCHANGE • FIND • SNOOP • DISTEND • COMMUNICATE • UNDERSTAND
LANDSCAPE AS A PRECURSOR FOR CREATING ARCHITECTURES

PROJECT DESCRIPTION
Campus WU of the Vienna University of Economics and Business Master Plan and Landscaping

LOCATION
Währinger Straße 1 - 1090 Vienna

OWNER
Projektentwicklungsgesellschaft Wirtschaftsuniversität Wien neu GmbH

PROJECT BY
By: Architektur & EDV office for the advanced randomization in cooperation with LandschaftsArchitektur

SERVICES
Comprehensive Master Plan in collaboration with international experts Executive Project of the Landscape Architecture

INITIATION OF THE PROJECT
2008

PROJECT COMPLETION
2015

TYPE OF WORK
New Construction

CONSTRUCTION COSTS
18.5 Mio €

PARK AREA
85,000 m²

AWARDS
1st Prize of the International Competition for the Master Plan and the Executive Project for the Campus WU

The open space as milestones of landscaping basic design concepts
The green osmotic boundary

Hidden treasures that invite you to stroll and explore the surroundings

The osmotic boundary develops along the walkway and cyclist ring tracks, opening up the different parts of the Campus RU to the outside. This campus tour is nearly 2.5 km long, it contains micro-stations for stopover and small hidden treasures which enable a sequential journey. Spatially this outer space is formed by ginkgo trees and tall grasses.

The landscape seeks to create an area suitable for resting and relaxing, which at the same time preserves the Campus’ collective unity and links the university buildings with the adjacent spaces. Being accessible to the general public, the Campus is a key part of Venna’s city planning. As such, special attention has been given to developing synergies with its surroundings.

The Campus has numerous and varied recreational spaces and green areas; each is characterized by its own materiality and use, triggering differentiation and identification processes. These areas are spread throughout the Campus in order to counteract centralization, portal use and the abandonment of peripheral areas. Open space is unlimited; it does not set the value of the buildings but integrates them all using the same materials. Buildings’ uses are incorporated and expanded outdoors. The plazas, located in front of the buildings, generate synergies among themselves and their ground floor areas.
The grey bands organise the cross-campus pedestrian walkway along its direction. These bands get closer to each other at the building accesses, generating a rhythm and orienting the user. The immense longitudinal walkway space is brought into the human scale.

The campus is a sequence of spaces which intertwine with each other. Each route forks in such a manner that the destinations can be reached via many different paths. Various stations for stopover and for activities are defined along these routes of the Walk Along Park. Each site seeks to encourage the exchange and the search for new paths towards learning.
The nature of an urban development competition is characterized primarily by the interplay and relationships between its different volumes. Not only does this lead to differently characterised skylines, it also enables diverse open spaces to be formed.

**WHAT IS THE ROLE OF AN OPEN SPACE?**

An open space can be expanded, diversified, channelled or even designed on upper floors as an elevated urban platform. The role of an open space is also to link the various buildings, which may manifest different schools of architectural design, and thereby present a strong, functional unit. This is the approach followed in creating a public space in the sense of an agora, in particular in the example of Campus WU.

**IS THERE A „BEST“ CONFIGURATION?**

The buildings shown here are entries that were presented in the competition’s first stage and are used in four different assemblies or aleatoric configurations as participants in this urban development game. The questions concerning the different options resulting from the various interactions between the players are to be examined based on the examples provided. In contrast to the almost infinite combinations, here we show four concise results based on decisions taken that centred on the architect’s often overlooked autobiographical traits that characterize their work – their cultural heritage, geographical context and generational context.

**THE YOUNGEST ARCHITECT?**

As the saying goes, “a new broom sweeps clean”, the contribution of the youngest architects on each construction site leads to an encounter between expressionist works and a loose pavilion structure.

When entering the Campus from the west, one crosses a succession of three plazas, set up by elongated and angular typologies, condensed by the focal points of the open spaces, plazas Expo and Relax. Leaving this sequence, which is characterized by the interplay of near and far views, one crosses the central plaza, and arrives at a structured area, reached via plazas Patio and Forum.

Continuing through the building that comprises the southern area and has an open space on the roof of the first floor like an urban plate, one has views through the pavilion-like structure to Prater Park and Krieau racetrack. If one were to cross the Campus the other way round towards the west, then it becomes denser and denser until the visitor becomes transfixed in the quiet courtyards.
THE HOME GAME

The "home game" analysis shows Austrian-only contributions.

The visitor encounters an open city characterized, especially in western areas, by broad views towards Prater Park, made possible by raising the building mass. Meanwhile, the long building to the north establishes a protective barrier to the neighbouring fair grounds. Additionally, the elevation creates a landscape that provides communicative structures for both discovery and leisure with plazas Expo and Relax, as well as blurring the limits between the open spaces and buildings.

Towards the east, single protrusions enter and focus attention in the open areas of plaza Pelson and Forum, creating a division of the space that once more leads to intimate rest areas envisioned as tiny bays.
In comparison to the above configurations, here urbanity will be characterized by buildings comprising smaller elements that are fused together into greater structures.

Upon entering the Campus from the west, the open space towards the left hand side leads through different corners to a piazza-like area, inviting passers-by to enter the space and linger. Plazas Expo and Relax form a sort of buffer zone towards the south that is in turn transformed into a communication artery by the long buildings on each side. In the eastern sector, a visually open space becomes more condensed towards the side of the Forum plaza, which is flanked by galleries. Towards the end of the galleries, one can enjoy the panoramic views of Puster Park. Looking in the other direction, one can observe the Campus as a whole.
SEASIDE OFFICES
A loose structure – part glass panels, part pavilions – that offers the visitor different perspectives through overlapping layers and divisions that give rhythm to the open space.

The western area is kept open; the cross-campus walkway guides the visitor into plazas Expo and Relax.

In crossing the plaza, the pedestrian walkway again contrasts with the open pavilions on the eastern side.

Views of the Puster park are interrupted only by the ground floor level buildings. In this way, the Forum area in particular relates to the Puster grove.

CONCLUSION
In general, different scenes may be observed comprising different groups that either form focal points on their own or contribute to the whole free flow of the campus.

Finally, evidence shows how many different varieties of urbanity are possible, while the open space serves to establish in all cases its nature as a basic guide to the Campus layout, as well as to ensure the necessary circulation infrastructure is provided.

Lucas Kühig, BUSarchitektur
Vienna, 31.06.2013
Western entrance from the City Executive Academy
NO.MAD Arquitectos, Madrid
Lounge Plaza
BUSarchitektur, Vienna
Urban life and protected academic operating
Executive Academy
NO.MAD Arquitectos, Madrid
Lounge Plaza
BUSarchitektur, Vienna
Main pedestrian walkway (West)
Departments
Estudio Carme Pinós, Barcelona
Relax Plaza
BUSarchitektur, Vienna
Urban life and protected academic operating
Departments
Estudio Carme Pinós, Barcelona
Relax Plaza
BUSarchitektur, Vienna
West entrance from the Prater Park
Departments & Administration
CRABstudio, London
Expo Plaza
BUSarchitektur, Vienna
Urban life and protected academic operating
Departments and Specialized Library
CRABstudio, London
Expo Plaza and Passage
BUSarchitektur, Vienna
South entrance from the Prater Park
Library & Learning Center
Zaha Hadid, Hamburg
Stage Plaza
BUSarchitektur, Vienna
The main place of the Campus WU
Library and Learning Center
Zaha Hadid, Hamburg
Stage Plaza
BUSarchitektur, Vienna
East entrance from the Prater Park
Departments & Students Center
Hitoshi Abe, Sendai
Forum Plaza
BUSarchitektur, Vienna
Urban life and protected academic operating
Departments and Students Center
Hitoshi Abe, Sendai
Forum Plaza
BUSarchitektur, Vienna
AND IT ALL BEGAN WITH AN IDEA ... TO CREATE A DIFFERENT EDUCATIONAL LANDSCAPE
RESPECTING THE CITY ... BY TEMPORARY OCCUPATION?
In contrast to the visual arts, it is essential for architecture to be understood.
Opening of the individual exhibit within the Architecture Biennale BA11
Buenos Aires, Argentina
8th October 2011

Compilation by Daniela Kobel, BUSarchitektur
Vienna – 16.07.2013

THE PARAMETERS MAY CHANGE, THE SCALE PREVALES HUMAN
A TEACHING CENTER DESERVES AN ENTRANCE THAT ENCOURAGES COMMUNICATION; THE AULA EMERGES FROM THE PROGRAMMATIC OPTIMIZATION OF ALL USABLE AREAS AND THEIR INTERCONNECTIONS. THE ARCHITECT INVENTS THIS ADDED VALUE FOR SOCIETY; A TEACHING CENTER DESERVES AN INSTITUTIONAL PRESENCE; TEAMWORK WITH TECHNICIANS FROM ALL DISCIPLINES MAKES IT POSSIBLE TO MATERIALIZE CONCEPT IN SPITE OF BUDGET RESTRICTIONS: THE ARCHITECT BELIEVES IN THE IMPOSSIBLE; A TEACHING CENTER DESERVES THE HIGHEST ECOLOGICAL STANDARDS: ALL BUILDING LIFE CYCLES ARE RATIONALIZED BY MUTUAL SYNERGIES IN ORDER TO HOLISTICALLY INCREASE THE SPATIAL QUALITY OF THE COMPLEX; IT ASPIRES TO BE AWARDED THE MAXIMAL GOLD CERTIFICATION IN “GREEN BUILDING”
EVERYDAY LIFE
Incidental encounters on the way to the classrooms

Learning Center
Garage access
Patio Plaza
Forum Plaza
Garage access
Transporter access (circulation)

A center for 4,586 students

Theoretical and practical lectures

Accompanied by the sound of campus
Looking out over the landscaped
Approaching from above
Lifting our imagination high
Observing and reflecting within the campus
Revisiting above
Gaze & discover structure views
Discovering our surroundings
URBAN INTERACTION

Campus space flowing into the Teaching Center’s Aula

Aula

Space as the intersection of multiple interrelations. The reinterpretation of the Campus space indoors.

Forum Plaza

Configured space with wooden terraces to emphasise the eastern Campus entrance.
TOPOGRAPHY DEFINES SPACE

Levels and paths to qualify the recreational space

Outdoor studying areas
Interior-exterior relationship between the Department building and the Teaching Center through outdoor lectures.

Patio Plaza
Eating areas at different levels to enable varying degrees of privacy
Entrance and views to the Campus Teaching Center and Departments BUSarchitektur, Vienna
Urban interactions
View from the self-study zones
Teaching Center and Departments
BUSarchitektur, Vienna
Routes and stations
Audimax
Teaching Center and Departments
BUSArchitektur, Vienna
Waiting and listening
Stairs to the self-study area
Teaching Center and Departments
BUSarchitektur, Vienna
Short and Long views
South facade
Teaching Center und Departments
BUSBarchitektur, Vienna
The space in-between for communication
South facade
Teaching Center und Departments
BUSarchitektur
The space in-between to discover the Campus