



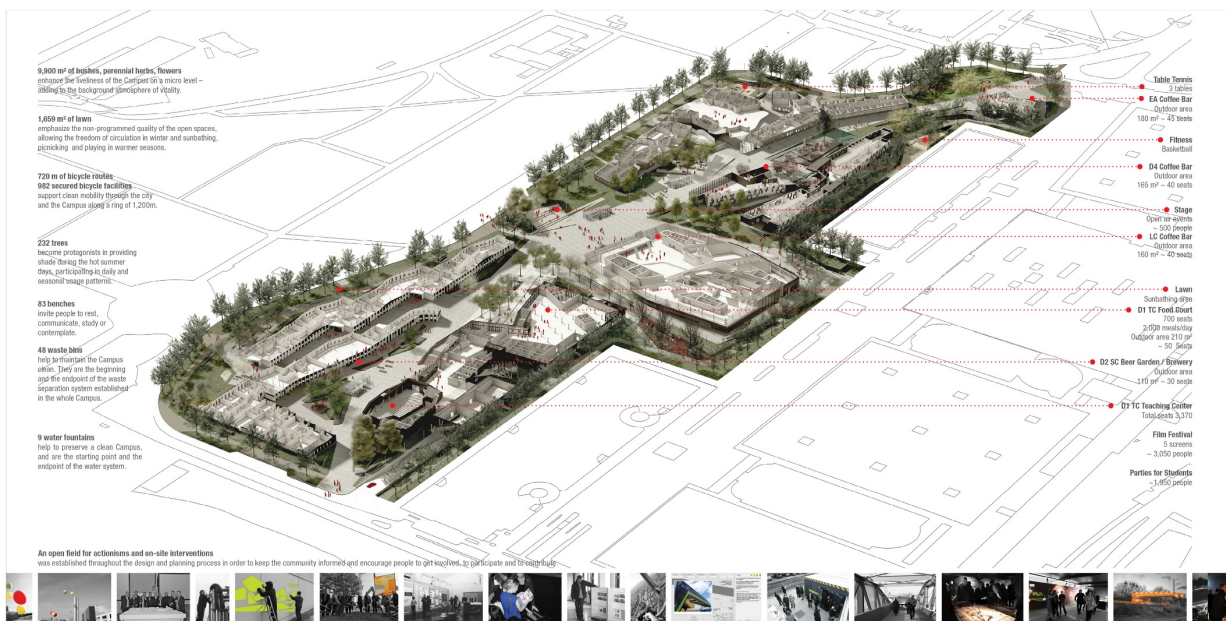
# **CAMPUS WU**

## **Smart Urban Design**

## Open Space as Interlinking Protagonist



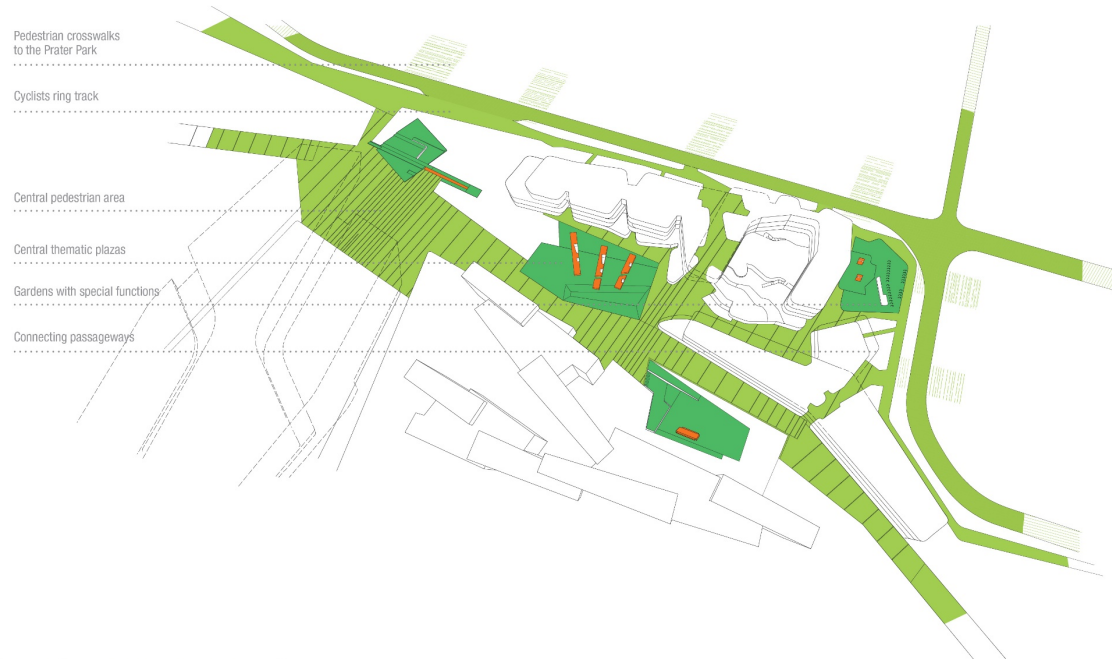
### Intensities & Densities: Encouraging Interaction in Public Spaces





trust in society - security in public space - intuitive social control

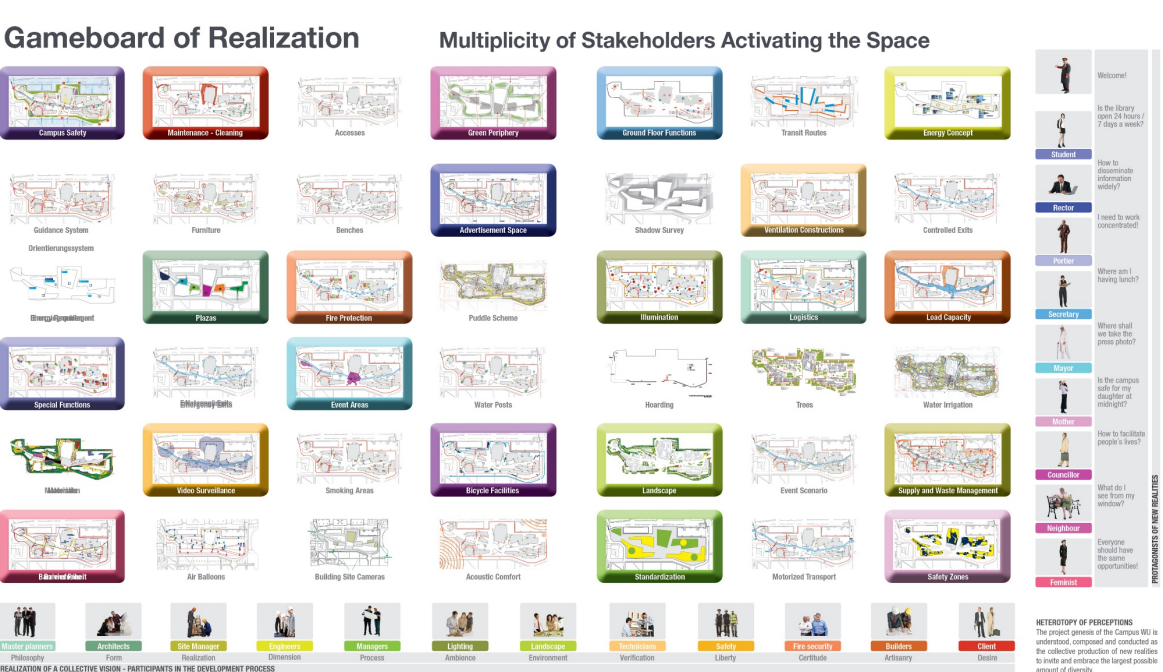
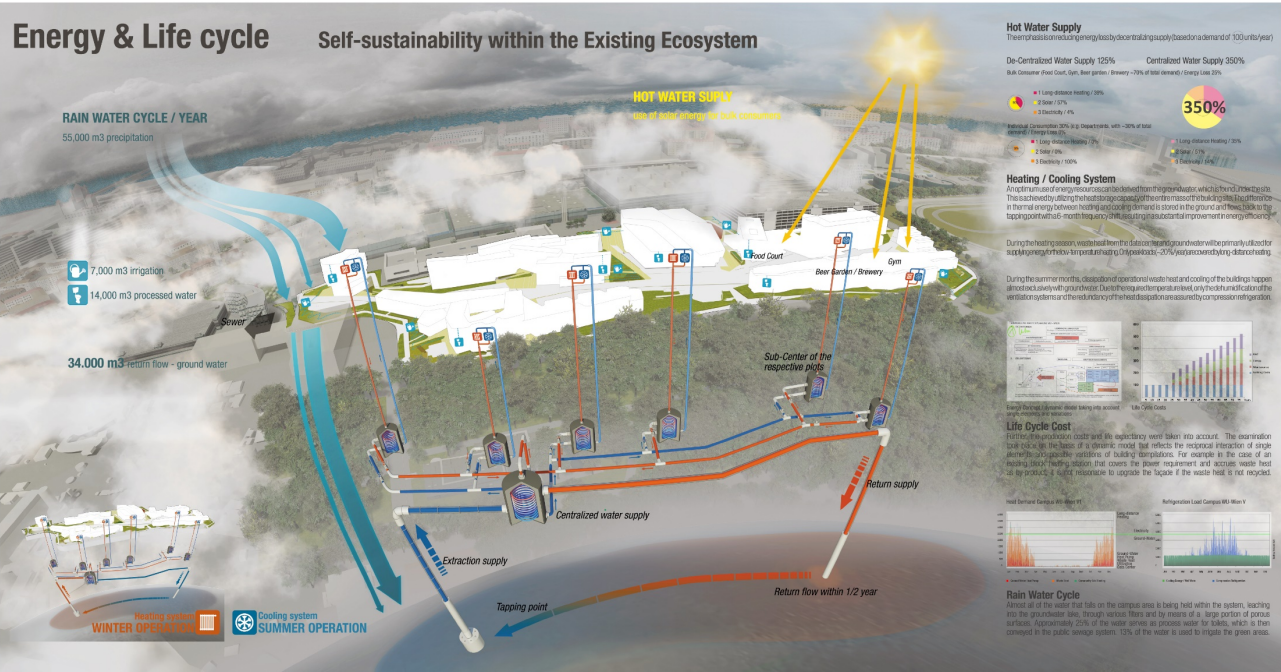
...bifurcate.....



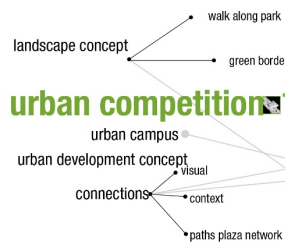
## THE SQUARES AND MULTIPLE PATHS

Routes and stations always diverge

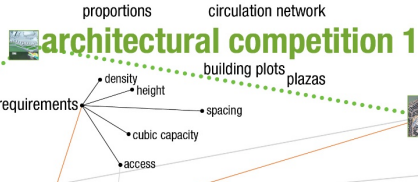




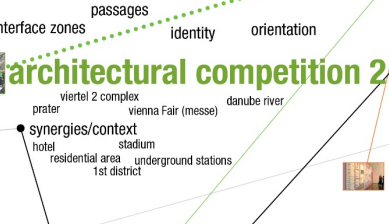
## urban competitions



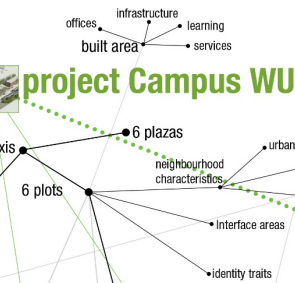
## architectural competition 1



## architectural competition 2



## project Campus WU



## project development



## workshops



## Comfort



## Flows



## Functions



## Safety



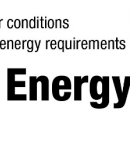
## Logistics



## Universal Design



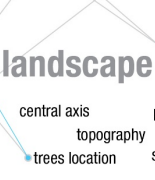
## Energy



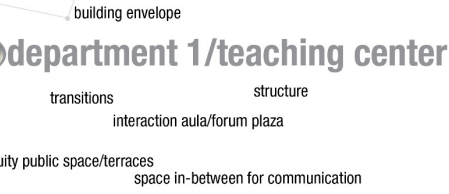
## garage



## landscape



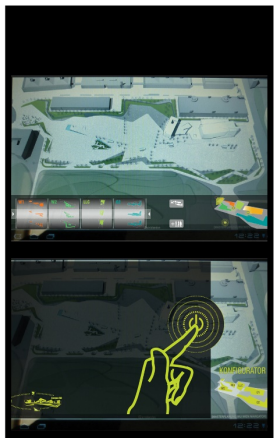
## department 1/teaching center



## Playing from the Inside

Strategic actionism can be worth a thousand words in order to initiate processes for participating and taking ownership of the new Campus WU in Vienna.

Strategies for encouraging participation and taking ownership in Campus WU communication: The challenge of spaces for freedom in a 24/7 campus facing Vienna's Prater Park.



**Objective:** To develop communication tools that enable the academic community to comprehend architecture's cryptic language and evaluate the spatial qualities of inhabiting.

**Approach:** Configurators

**Application:** The jury's work in the stage of the urban and architectural international competitions.



By managing to communicate that the "object of desire" can have as much added value for the immediate area, as for the city and the country as a whole, thereby enabling complementary work.

By developing applications for phones and tablets, as well as creating the experience of new roles embodied in a digital Time Machine installation. Visits in 15 days: 2,850 students and professors.

The rector of the Vienna University of Economics and Business next to a student, "travels through time" and "changes his role at Campus WU".



**Objective:** To create a bridge between virtual reality and the live construction project by using interactive panorama applications for digital tablets.

In each phase there are project animations for on-going communication.

**Approach:** Panoramas and animations.

**Application:** 360° spatial panoramas with instantaneous interactions between the different spatial worlds.



HOW TO MOBILISE THE ARCHITECTS ?  
Periodic exhibitions, documentation, web communication and guided tours.

Laura P. Spinadel  
Inniss, Vienna – 2013

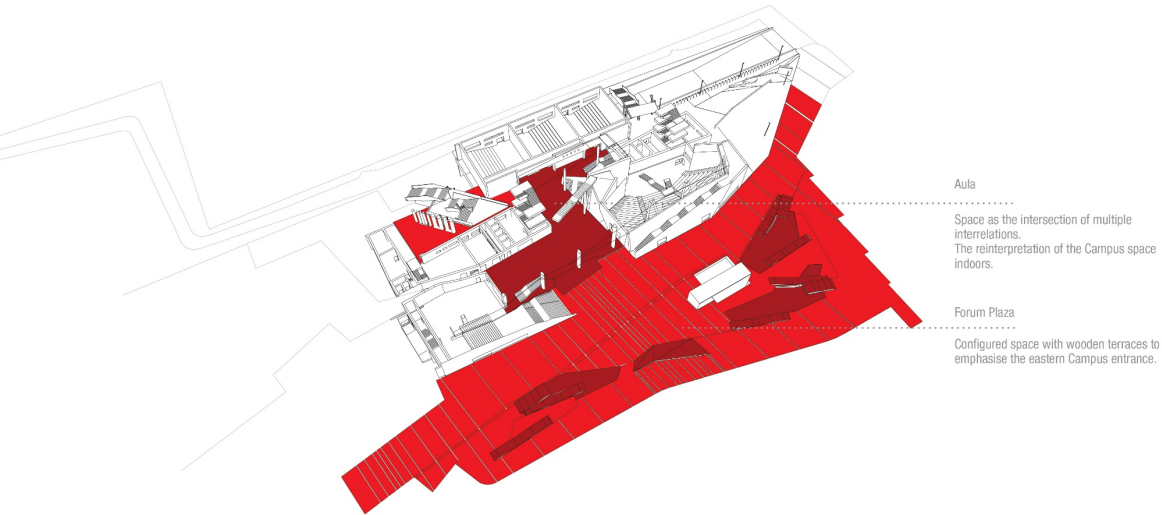






rituals in creating the future - reclaiming the value of community visions

...discovering....



## URBAN INTERACTION

Campus space flowing into the Teaching Center's Aula





building future with positive real life experiences - consensus based on living spaces

.....wandering.....



THE OPEN SPACE AS MILESTONE OF LANDSCAPING BASIC DESIGN CONCEPTS

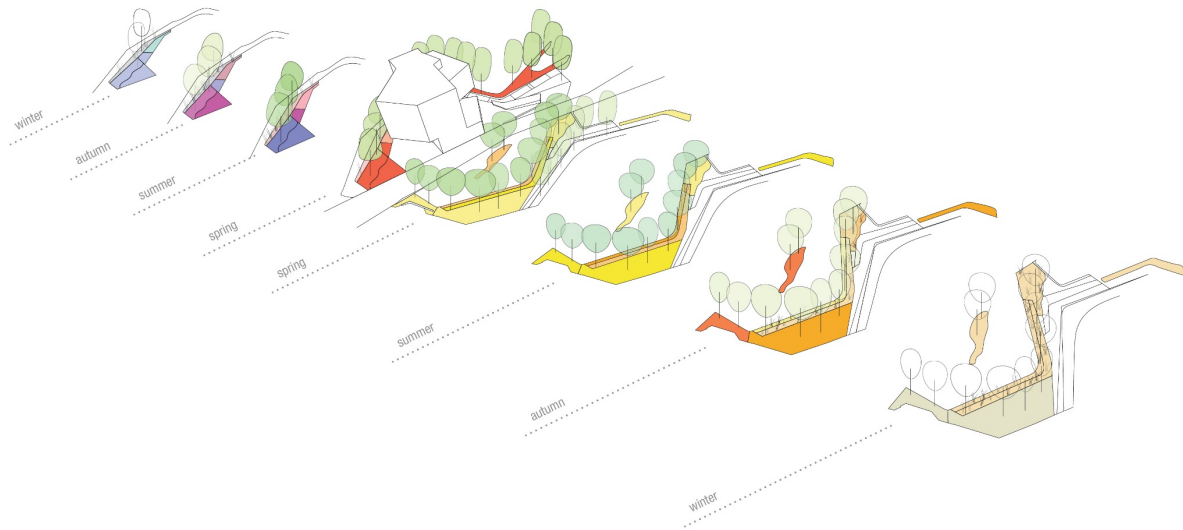


JOIN AND COMBINE



reevaluation of the environment after the pandemic - harmony with the ecosystem

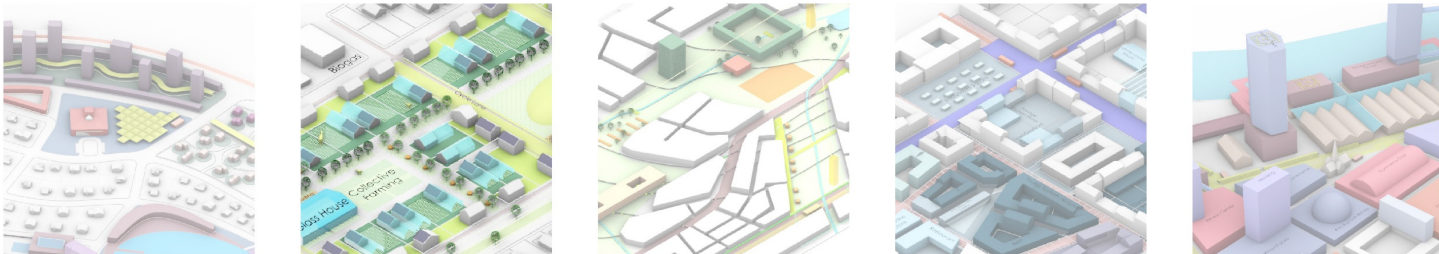
...smelling.....



#### THE FOURTH DIMENSION IN LANDSCAPING

Scents, colours, blooms, seasons, shadows



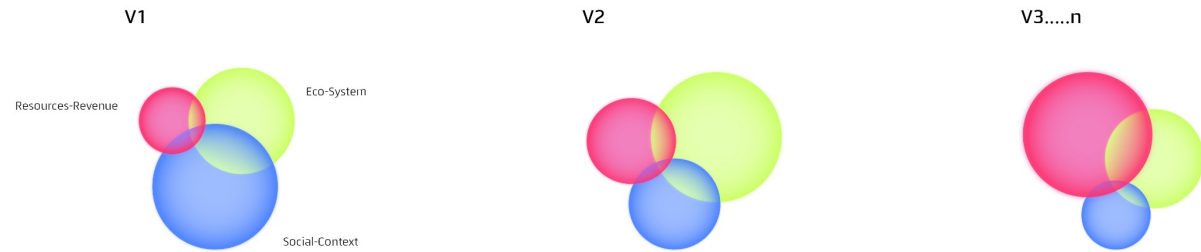


City models - city dreams  
Scene selected by a stakeholder





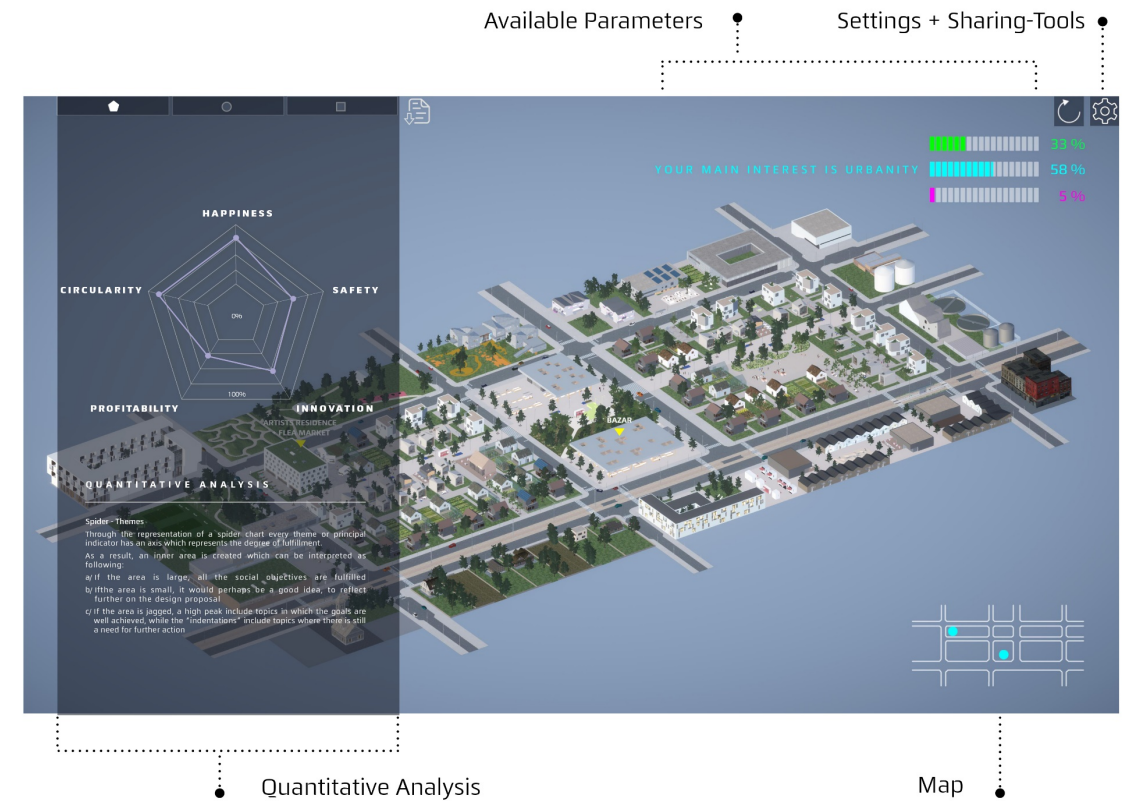
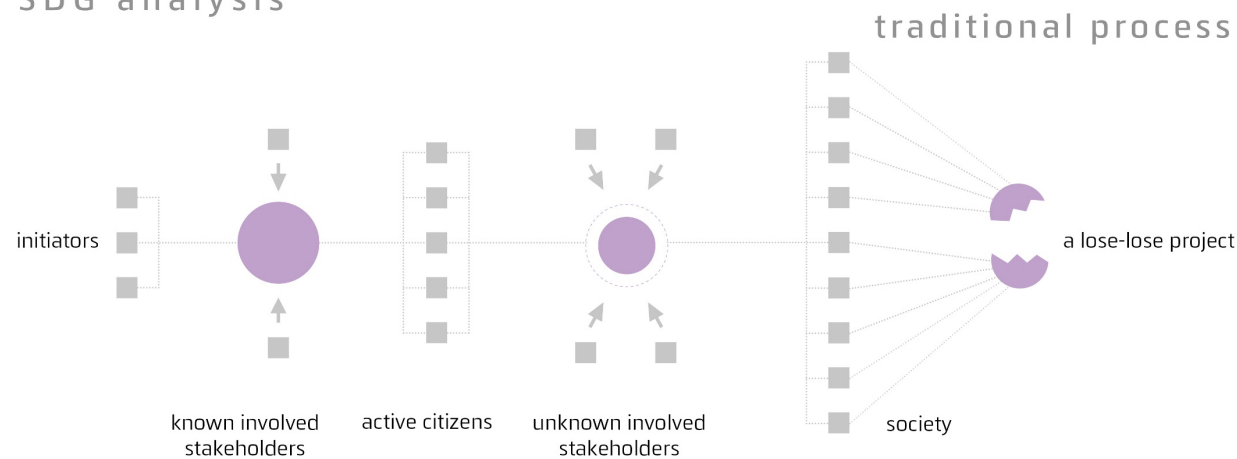
## quantitative analysis



## qualitative analysis



## SDG analysis



## URBAN MENUS in action

