

The Master Plan and the Living Laboratory

Naomi Barun

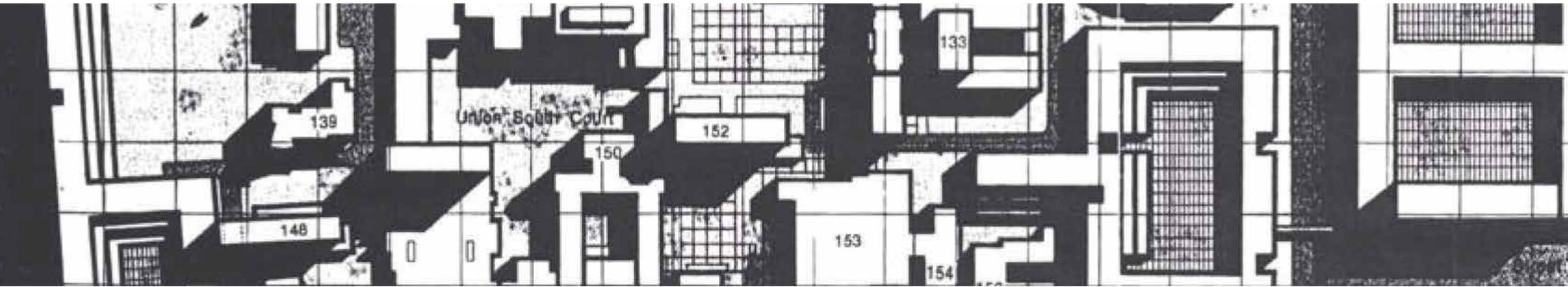
The University of Melbourne



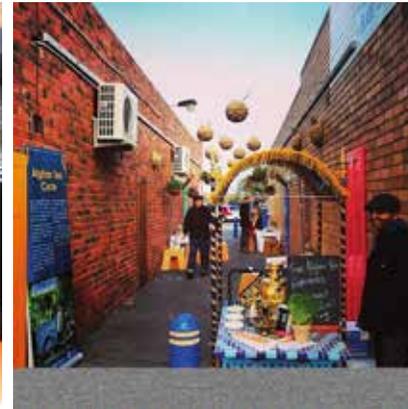
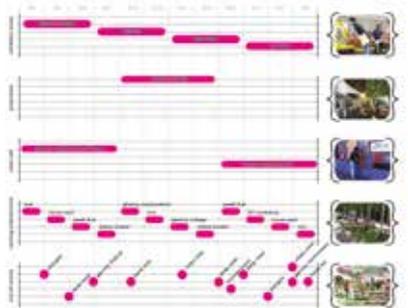
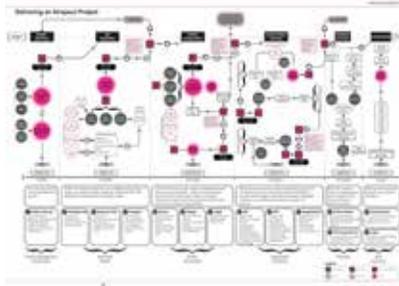
THE UNIVERSITY OF
MELBOURNE



Overview



Everyday

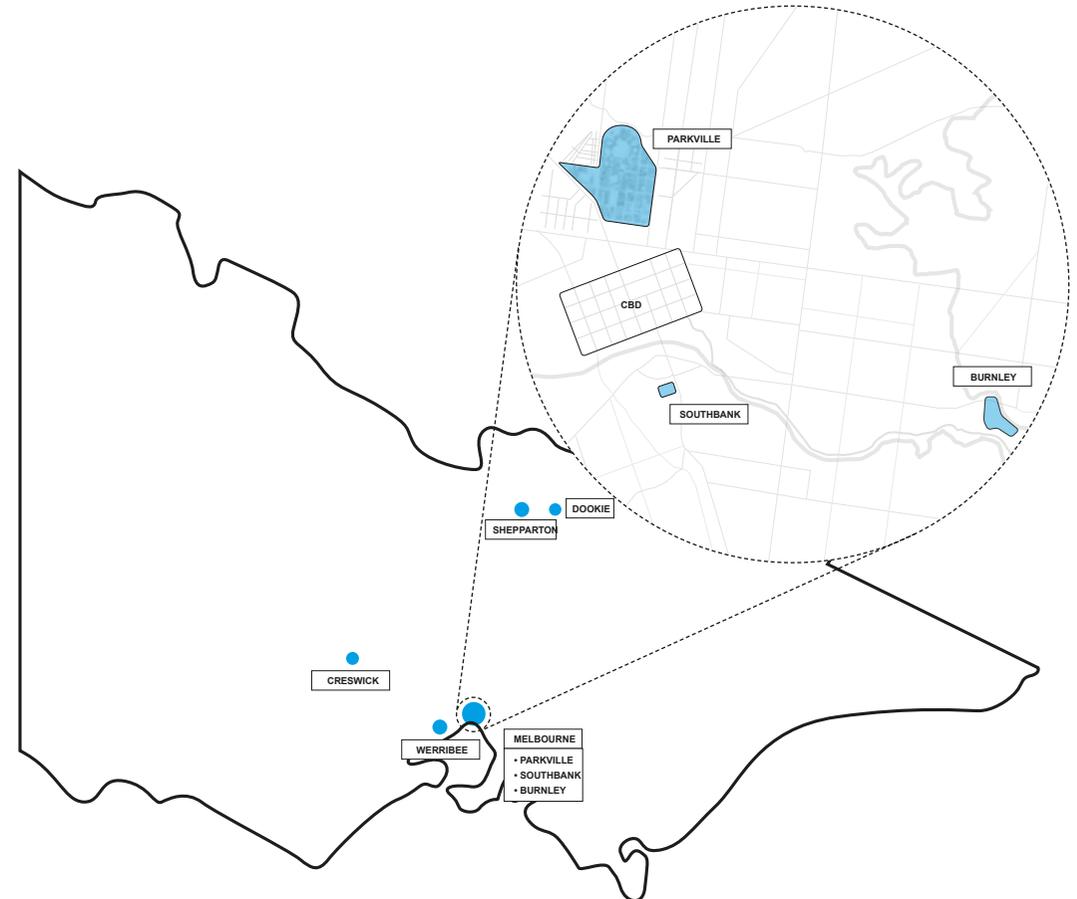


Facilities Planning



Internal Consultancy Services:

- + Advice (planning, heritage, and design)
- + Strategic Planning Delivery
- + Capital Delivery (very minor)



'An organized set of methods and stakeholders, which focus on user involvement, user-centric research methodology for sensing, prototyping and validating solutions in evolving real life contexts'

Vinnova (<http://www.vinnova.se/sv/EU-internationell-samverkan/Nordiska-program-och-samarbeten/NORIA-net-Living-Labs---Nordiskt-baltiskt-samarbete-inom-IT/>)

'Consciously constructed social environments in which the uncontrollable dynamics of everyday life are accepted as part of the innovation environment which enables designers and users to co-produce new products and services'
Frissen and van Lieshout (2004)

Living Laboratory

Current Projects

- + Testing Ground
- + Hacks
- + Student Projects
- + Research Projects
- + Peer Review of Strategies
- + Student Internships
- + External Events

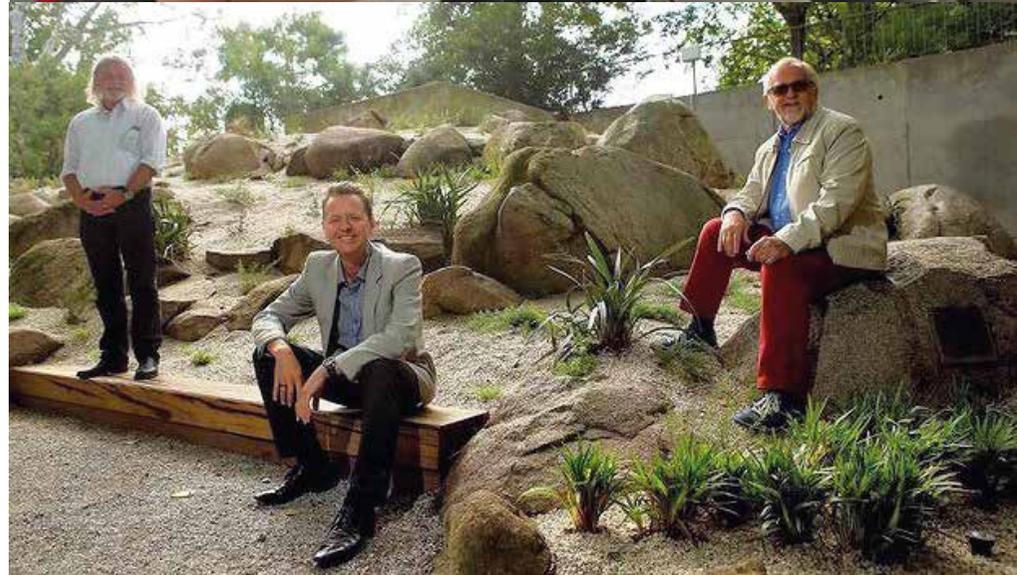
Burnley



Carlton Connect



Ellis Stone's Garden



***"But I don't want to go among mad people,"
Alice remarked.***

***"Oh, you can't help that," said the Cat: "we're all
mad here. I'm mad. You're mad."***

"How do you know I'm mad?" said Alice.

***"You must be," said the Cat, "or you wouldn't
have come here."***

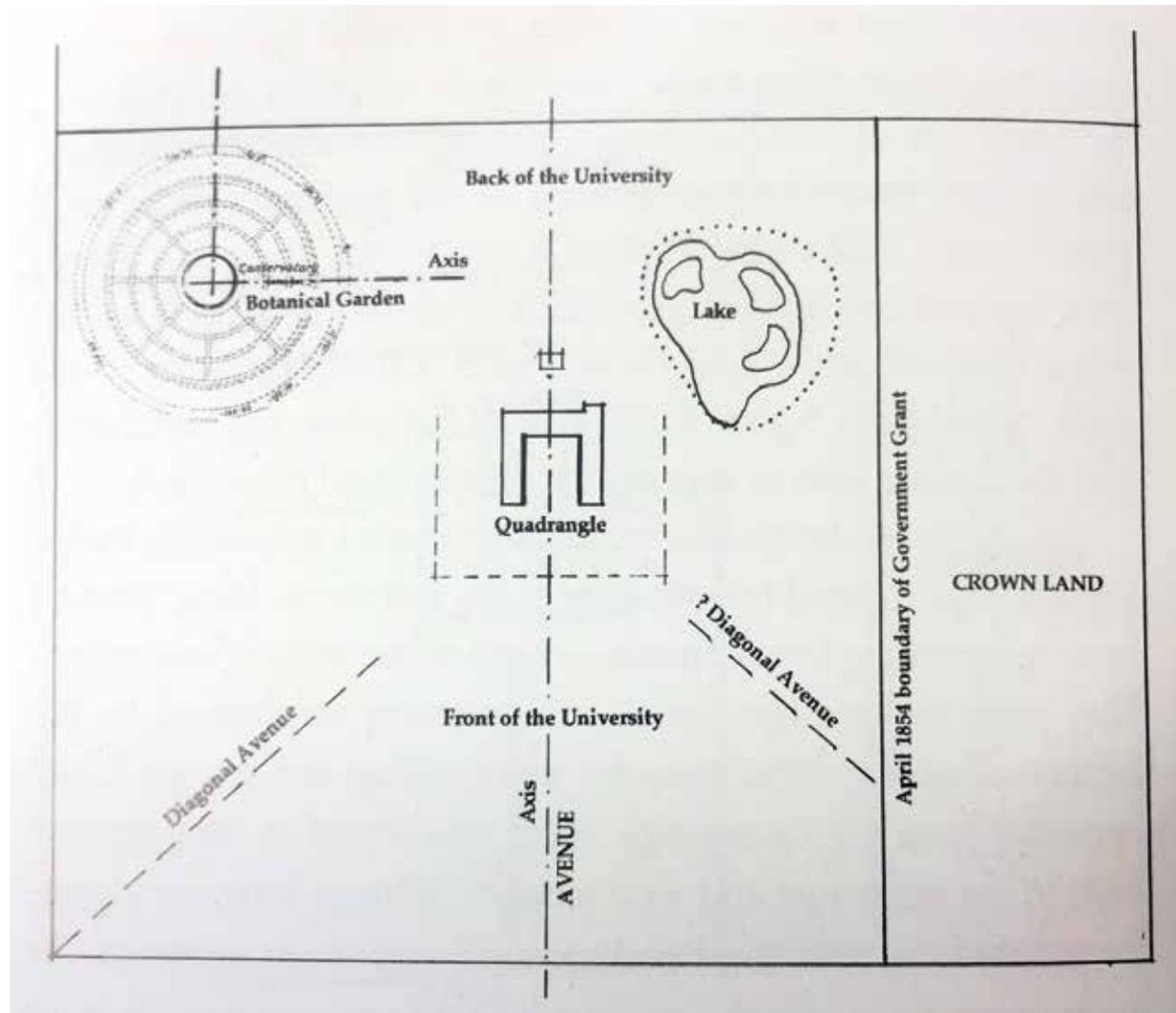
Lewis Carroll, Alice in Wonderland



160 years of Master Planning

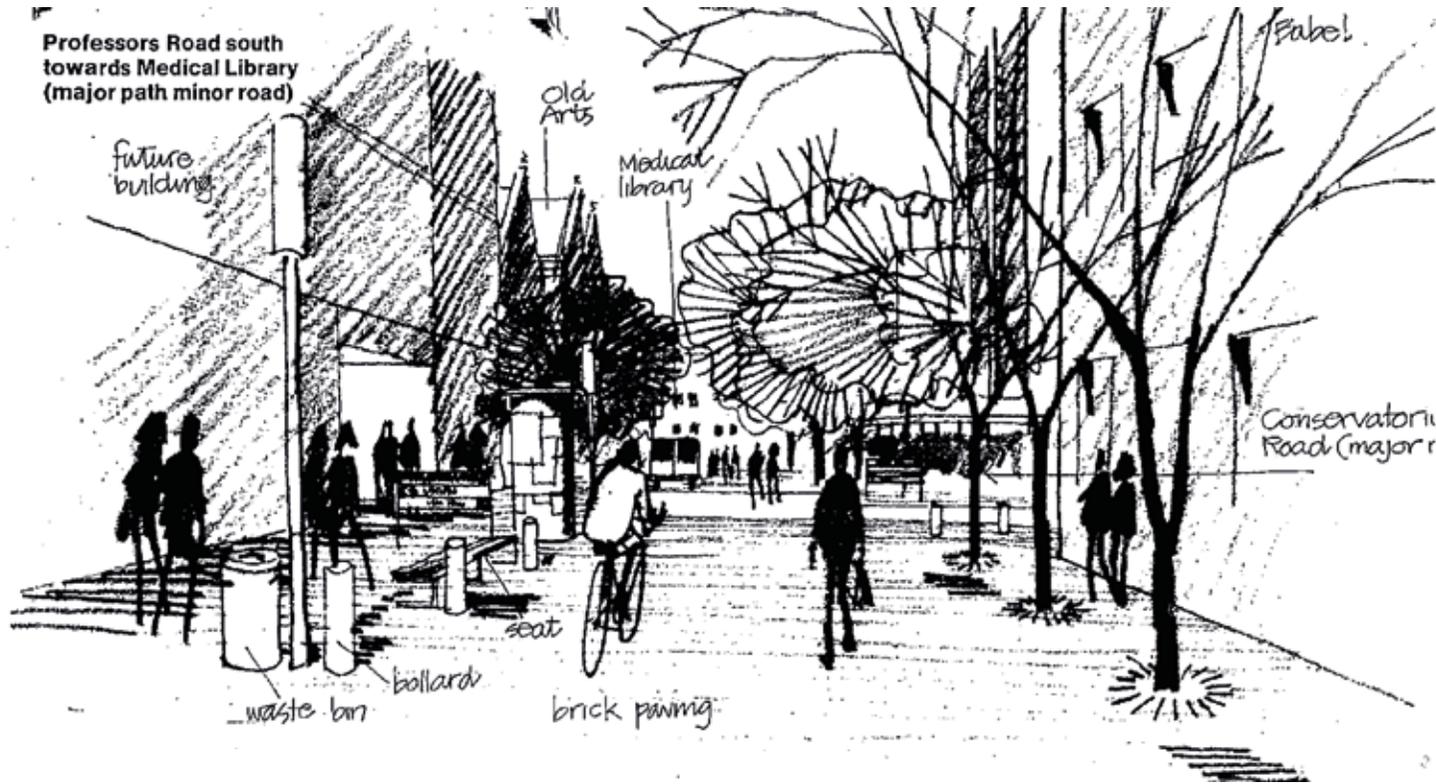
“It's no use going back to yesterday, because I was a different person then.”

Lewis Carroll, Alice in Wonderland

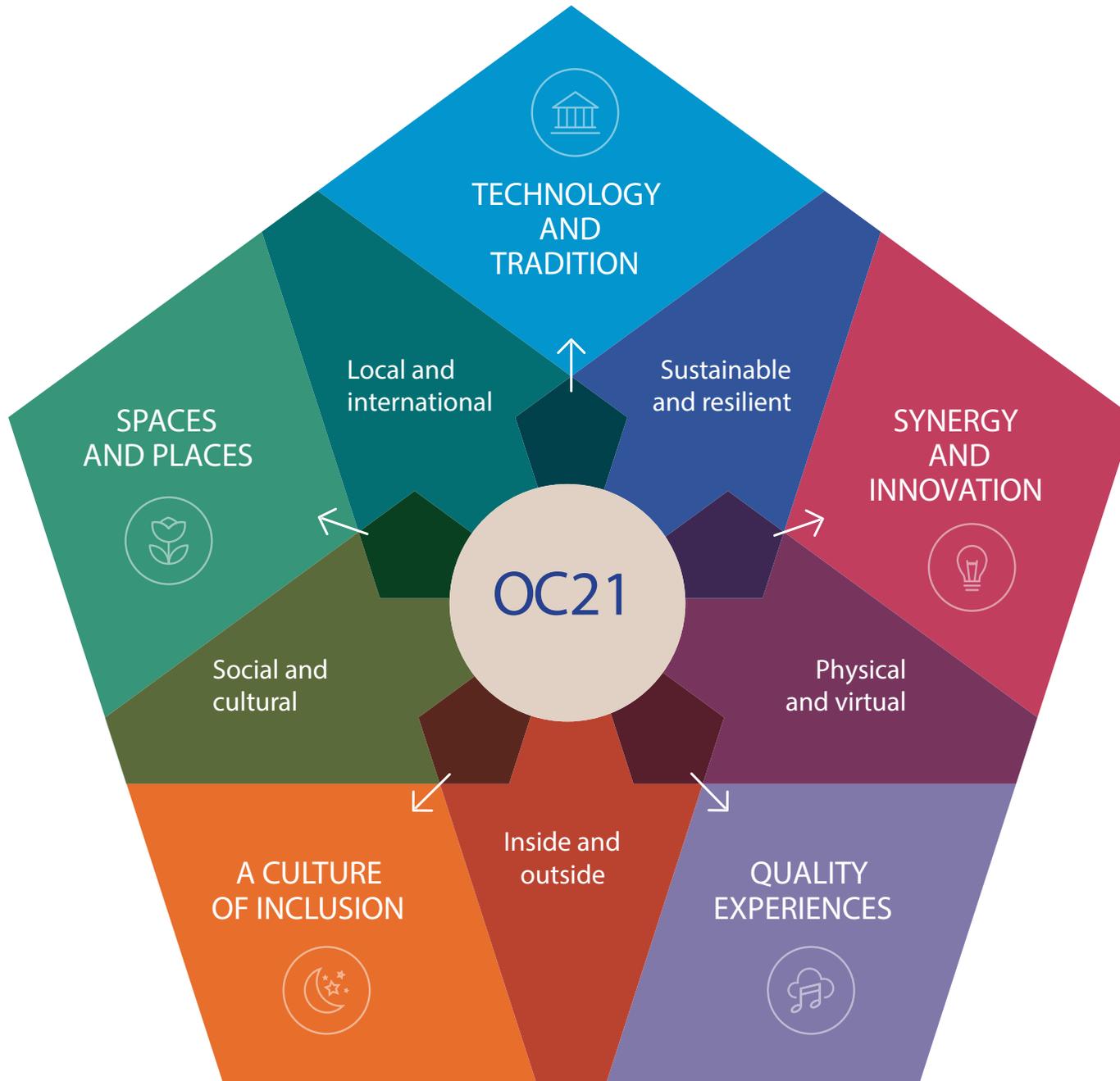


160 years of Master Planning

- + What have we learnt?
- + Why do we need a master plan?
- + Who is it for?
- + How do we know we succeeded?



Quality Framework





TECHNOLOGY AND TRADITION

Ceremonial presence



Old and new



Flipped classrooms



Interactive spaces



User-friendly technology

Mobile tools



Face to face connection



» Balance technological innovation with heritage values

Demonstrate leading practice through world-class facilities and ecologically-designed buildings that are sympathetic with our built heritage.

» Maintain campus character and ceremonial spirit

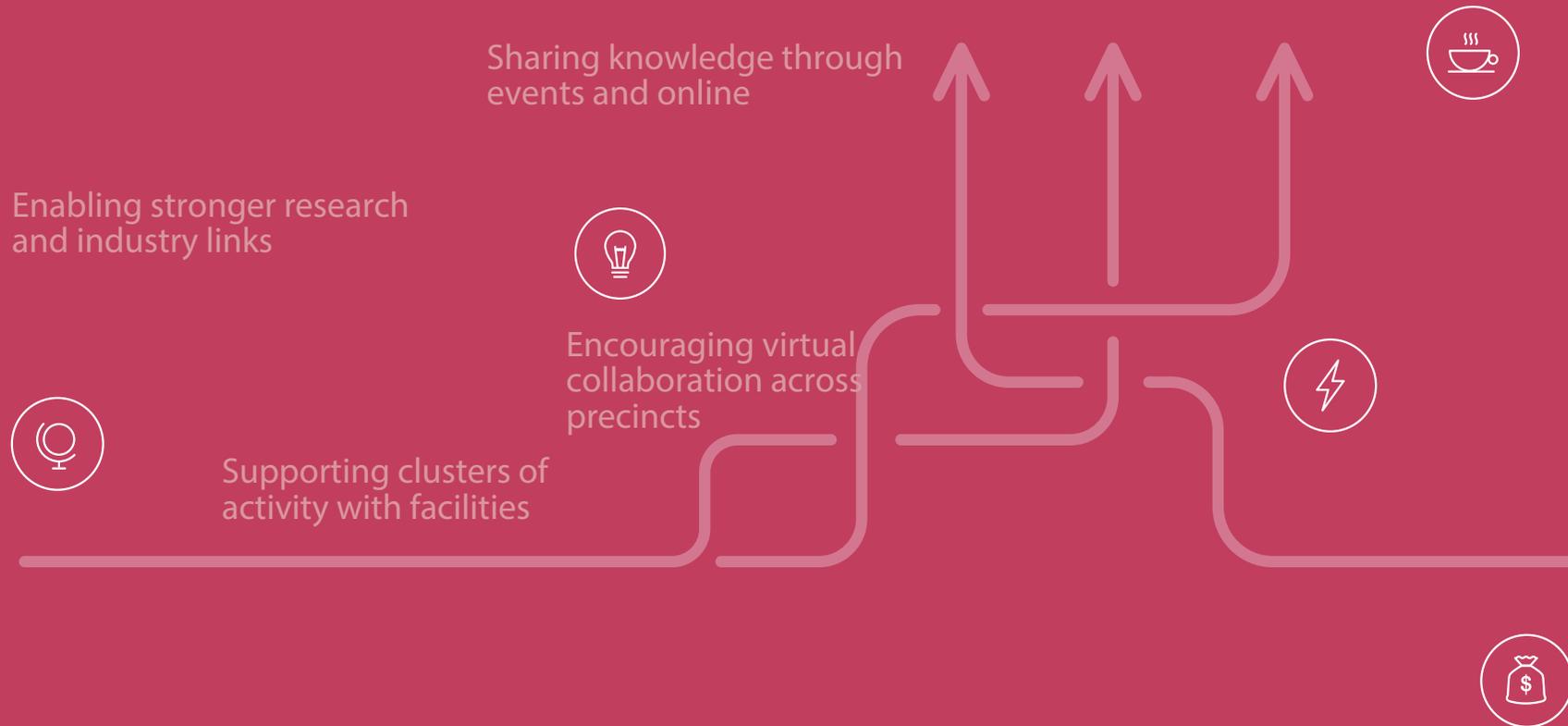
Ensure ongoing respect for our distinctive ceremonial spaces, illuminating their character and their social, cultural and environmental significance through contemporary interpretation.

» Integrate consistent and flexible virtual tools

Increase the integration of mobile and digital teaching tools with built forms to support new learning platforms that encourage participation from global audiences.



SYNERGY AND INNOVATION



» Encourage collaboration across precincts

Facilitate intellectual collaboration between people with different skills on campus or around the world, seamlessly and intuitively.

» Support clusters of activity on campuses

Enable clusters of related disciplines on-the-ground with a range of services and facilities in close proximity so that the needs of staff, students and visitors are well accommodated.

» Develop industry and community links

Promote the interface between academia and business to address social, economic and environmental challenges by developing precincts that are strategically located.



QUALITY EXPERIENCES



» Support vibrant communities 24 x 7

Ensure a diversity of round-the-clock activities, encouraging new ways to share knowledge through programming, curated events, social enterprises, and initiatives.

» Enhance multi-sensory engagement

Aim for a unique and distinctively UOM experience across online or on-campus activities, with a commitment to opportunities for people to see, think, listen, smell, taste and touch.

» Expand accommodation choices and student lifestyle options

Provide flexibility and choice to enhance the all-round student experience with new accommodation options on campus or off campus that include communal spaces.



A CULTURE OF INCLUSION

More accessible and welcoming



Open and visible buildings and campuses



Better navigation and wayfinding



Places that invite participation and use



Buildings that enable you to see activities inside



» Design navigable and accessible environments to strengthen capabilities

Develop consistent wayfinding methods across the various environments with effective signposts that invite interaction with our buildings, experiences and events.

» Connect our city and satellite campuses as we scale up online activities

Foster seamless engagement with the city while ensuring recognition of our buildings and stronger connections with our satellite campuses.

» Invite new audiences of people to connect

Entice visitors with our wealth of galleries, libraries, theatres and open spaces that encourage participation and use by diverse communities with buildings that visibly convey a sense of what goes on inside.



SPACES AND PLACES

Healthy areas to get fit
or seek shelter

Well designed spaces between
buildings



Green spaces and open spaces



Flexible spaces that can be
adapted for different uses



Meeting places and quiet spaces
for reflection



» Inspire outdoor landscapes
and green spaces

Maintain a mix of small courtyards and large open spaces with a diversity of plants, comfortable meeting areas as well as atmospheric places during peak periods.

» Encourage adaptation and
re-use of older buildings

Adapt spaces to accommodate multiple users for different needs so that diverse communities can access our world-class facilities, enabling us to grow in the most sustainable way.

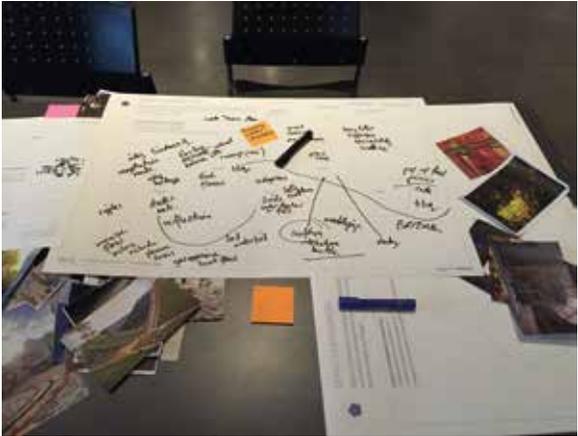
» Plan for healthy and safe
environments

Create experiences that support the health and wellbeing of our communities by day and night with places to get fit, seek shelter from the sun or rain, take a breath of fresh air or access good food.

*Create the
Unexpected!*



OC21 Engagement



Tools:

- + Network Mapping
- + Sensory Explorations
- + Collaged Story Telling
- + Stakeholder Mapping
- + Building Blocks

Stakeholders:

- + Cynics
 - + Champions
 - + Influencers
- The mix:
- + Project Delivery
 - + Academics
 - + Operations
 - + Students
 - + External Partners
 - + Executive



Evidence Base

- + Understanding where we are
- + Comparator mechanism
- + Basis of analytics
- + Basis for evaluation
- + Identifying trends
- + Supporting argument
- + Grounds the aspirations

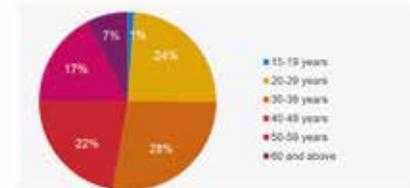
Important:

- + Quantitative *and* Qualitative
- + Collective library



Geo-Spatial Mapping

Catchment Workers AGE BREAK UP CHART 2.1



Catchment Workers OCCUPATION CHART 2.2

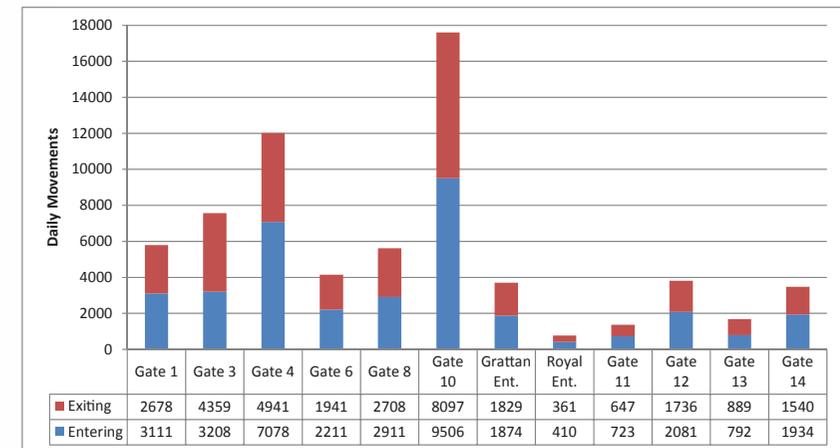
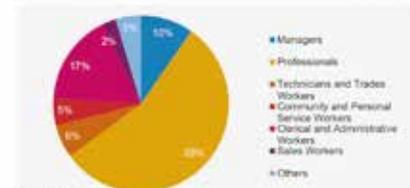
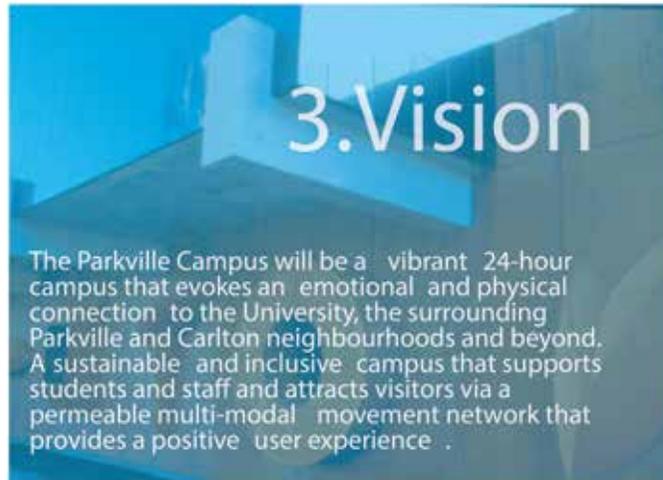


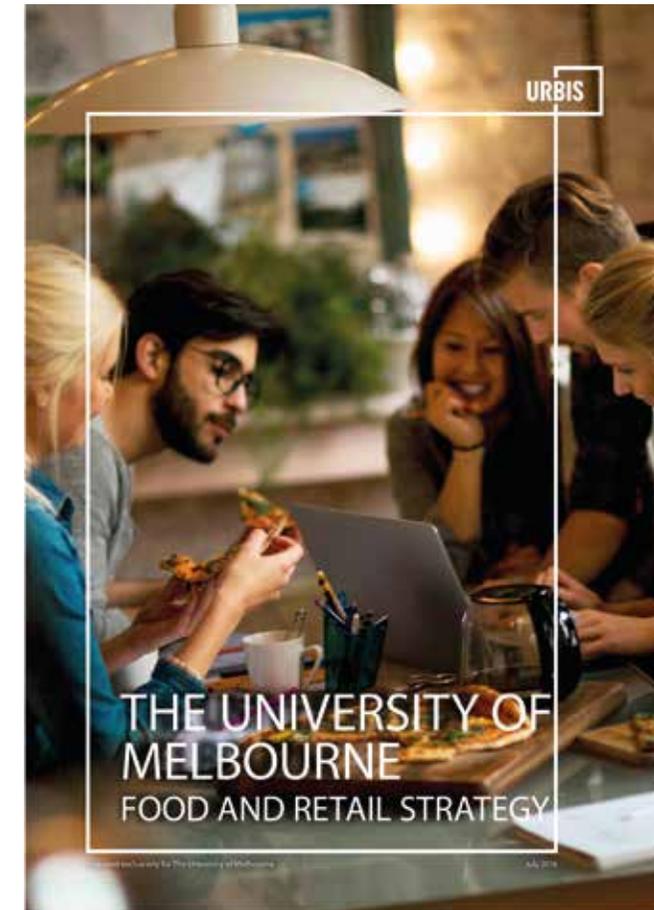
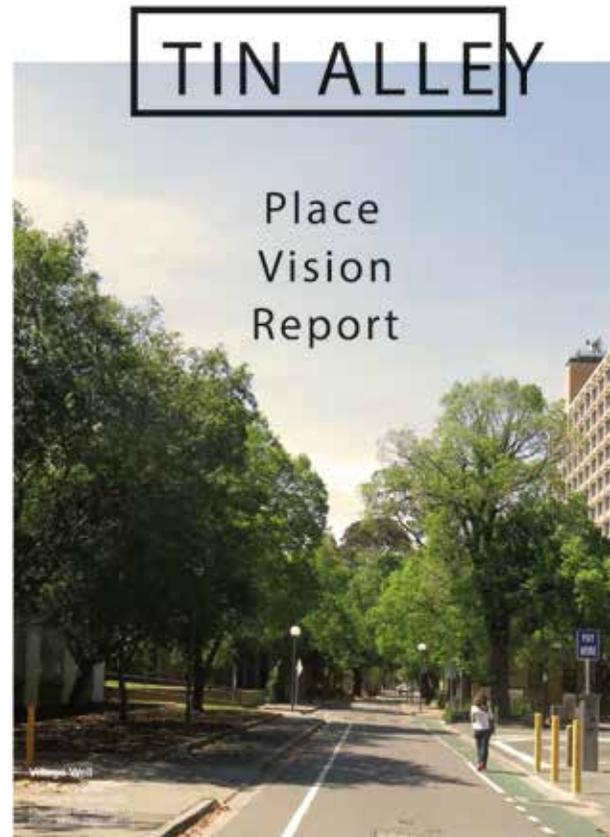
Figure 3: Total Entry and Exit Movements by Entrance

Strategy Foundation

- + Precinct Plans
- + Faculty Growth Strategies
- + Systems Based Strategies
 - + wayfinding
 - + transport
 - + landscape
 - + sustainability
 - + food and retail
 - + developable envelopes



PREPARED BY VILLAGE WELL
09/12/2015





"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to."

"I don't much care where –"

"Then it doesn't matter which way you go."

Lewis Carroll, Alice in Wonderland

Framework for Change

Not all solutions to a problem are spatial!

The Framework enables a multi prong approach to the problem

- + operational
- + services
- + technology
- + process
- + governance
- + spatial



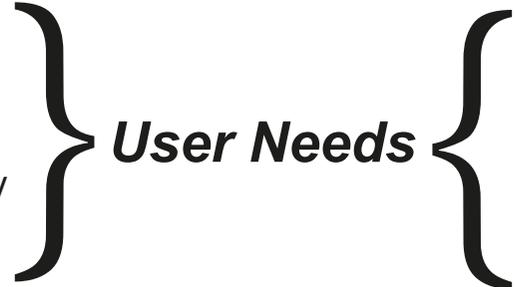
A young woman with long, wavy reddish-brown hair stands in a room. She is wearing a light blue, off-the-shoulder, floor-length dress with a large, light blue fabric flower at the waist. She is looking off to the side. The room is filled with patterned textiles, including a large, ornate rug and several pillows. The lighting is soft and natural, suggesting a window nearby.

THROUGH THE LOOKING GLASS

The Living Laboratory and the Framework

How have we started this process:

- + Governance Structure
- + Design Advisory Group
- + Stakeholder Engagement Strategy
- + Communication



User Needs

- + Students
- + Academics
- + Operations Team
- + Consultants
- + Visitors
- + Industry Partners

Later will come:

- + Vision
- + Principles
- + Processes
- + Layering of campus character

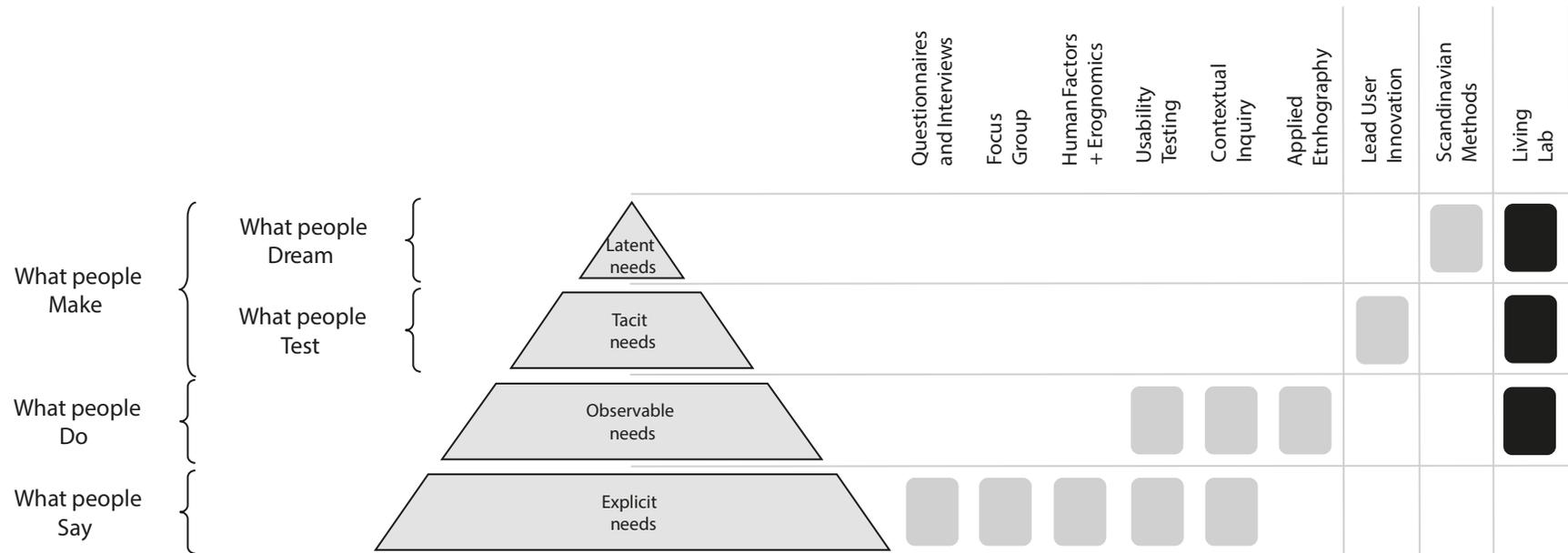
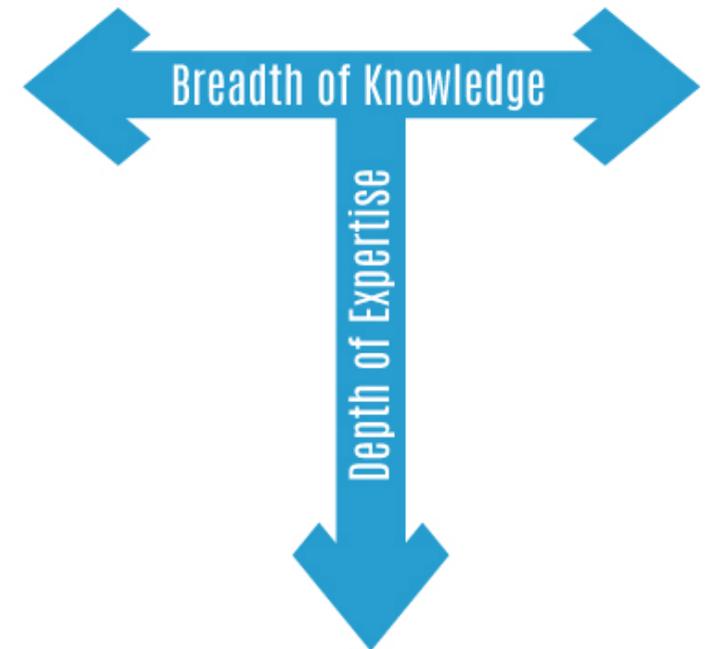
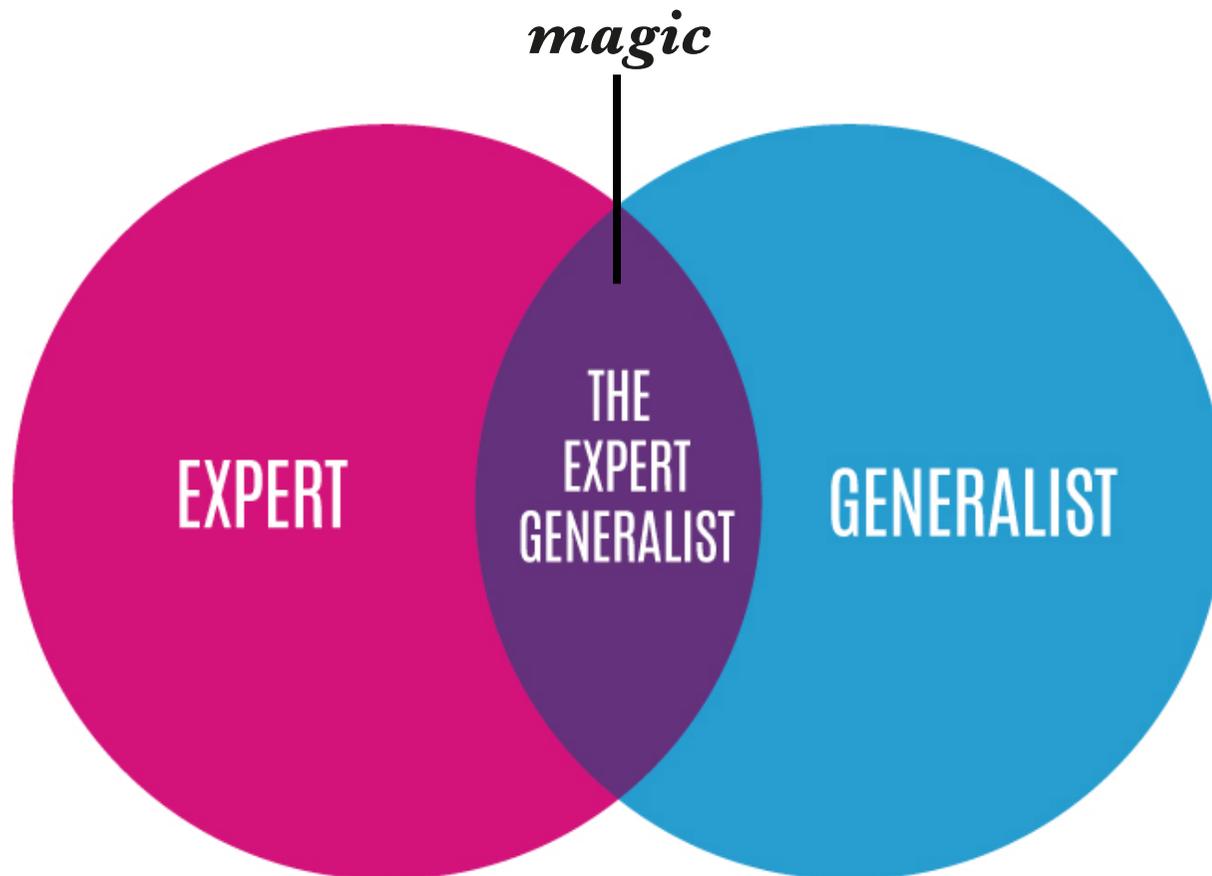


Figure 4. User Needs Explored by Living Lab Methodology

Framework for Change

“Someone who has the ability and curiosity to master and collect expertise in many different disciplines, industries, skills, capabilities, countries, and topics., etc. He or she can then, without necessarily even realizing it, but often by design:

- + Draw on that palette of diverse knowledge to recognize patterns and connect the dots across multiple areas.
- + Drill deep to focus and perfect the thinking.”



Source: IBM model of the T-shaped professional

Where to from here...

“Begin at the beginning,” the King said, very gravely, “and go on till you come to the end: then stop.”

Lewis Carroll, Alice in Wonderland

