

# Thinking outside the box

Importing design principles  
from other industries and sectors to  
enhance learning experiences

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# Prompts and inspirations

- Venice Architecture Biennale 2006
- British, Spanish, Japanese, Dutch
- People interactions - space+materials
- Linguistic interpretations
- Challenging taboos, importing ideas
- Symbols and metaphors
- Difference: HSBC's [yourpointofview.com](http://yourpointofview.com)

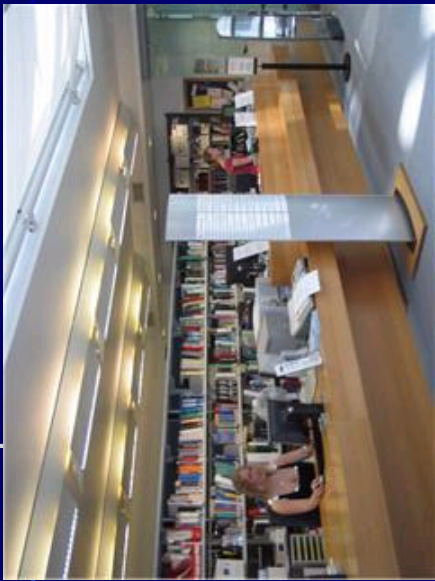
# Definitions

- Engineering Professors' Conference on the quality of education (1992):  
“The success with which an institution provides educational environments which enable students effectively to achieve worthwhile learning goals.”
- Academics: “The well-furnished mind...”

# Services

- Libraries, Technicians, ICT services
- Social space, Catering
- Blended Learning and VLEs
- Advice and support
- Students' Union
- 24/7, and 52/52





# Sounds

- Acoustics
- Music in foyers and lifts
- Musak in Tube stations
- Pianos for students
- IPODS
- Performance spaces

# Use of University environments

- The HE learning environment
- Cross-overs: 6<sup>th</sup> forms – Level 4
- Mergers and consortia
- Scheduling and timetabling
- The paperless office
- Open plan offices for academics

# Branding and positioning

- PM's Initiative: 100k international students by 2011
- Bologna and Lisbon
- 1500 Masters programmes taught in English outside the UK
- Not-for-Profit, or For Profit HEIs ?
- Academic Tourism *and* Scholarship ?

# Points of view

- Who drives the estates strategy ?
- Do the 'experts' or the 'stakeholders' drive design quality ?
- How about outsourcing ?
- What about landmark buildings ?
- Location, Location, and shopping malls