

# Public Building

MSc2 Design Studio: Customize!

Hybrid Strategies for Building for a New Learning Experience



School of Economics, Bocconi University, Milan by Grafton Architects, 2008. Image by Frederico Brunetti.

## Tutors

Sien van Dam  
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Code	AR2AP010
Credits	15 ECTS
Location	Bologna, Italy
Excursion	Yes**
Costs	+/- € 400

\*Only for MSc2 projects

Project type [Practice related]

Approved Master 2 [Yes]  
Architecture design  
project

\*\* only in the EU, green/yellow zones are allowed.

Coming Spring Semester, the MSc2 Public Building Studio will explore the future of university buildings in a society that is increasingly digitalizing and globalizing. In the context of a data-driven society, the so-called technological migration from a material to an immaterial environment of any existing body of knowledge is at stake. This calls into question the role of the physical infrastructure, the instruments and the used methods to produce and share culture. Moreover, as a result of the COVID-19 crisis, we have entered drastic times that require innovative and radical solutions. Driven by this new global framework, universities are forced to redefine their role and value. The university becomes a platform for experimentation, speculation and the re-imagining of everyday life.

The studio departs from a physical (infra) structure waiting to be recharged. We will explore the specific relationship between the public building and the public realm. Students are asked to elaborate on different aspects of material and immaterial qualities, where architecture can both denote and bear cultural significance beyond its spatial limits. Regarding the urban phenomena of the city as ambiguous territory, students need to center their attention on the everyday life, the formal and the informal, the notion of constructing identity, while stressing the development of various architectural models and strategies.

The ambition is to construct a new public building that is capable to host innovation and to foster cross-fertilization processes with society.