



**A HOLISTIC HISTORY**

by BUSarchitektur

CAMPUS WIL



a book by BOA office for advanced randomness

BUS  
|||

CAMPUS WU | A HOLISTIC HISTORY

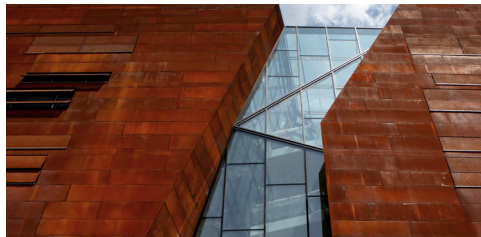


**LA CONCEPCIÓN DE LUGARES QUE ASPIRAN  
A UN DIÁLOGO CON LA CREACIÓN, INTENTA  
MOTIVAR LA PERCEPCIÓN INCONSCIENTE  
DE LAS PERSONAS QUE VIVENCIAN  
NUESTROS ESPACIOS. ESTE LIBRO ES UNA  
LOA A FAVOR DE MENOS *EGOMANISMO*  
Y EN BUSCA DE UNA MODESTA  
ESPIRITUALIDAD EN LA ARQUITECTURA.**

Laura P. Spinadel



01



**DESCRIPTION**

Content  
Authors  
Technical Details

02



**COMPLEMENTS**

Lectures  
Movies  
Interactions

03



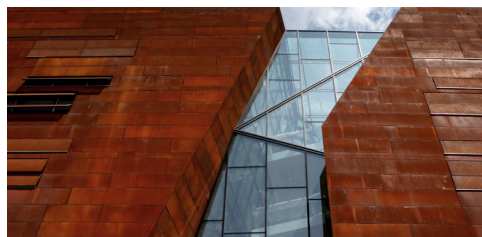
**TEAM**

BUSarchitektur  
BOA büro für offensive aleatorik  
Editor

# 01 27 years BUSarchitektur 1986-2013

CAMPUS WU: A HOLISTIC HISTORY

01



## DESCRIPTION

Content  
Authors  
Technical Details

### BOOK DESCRIPTION TABLE OF CONTENTS

#### **Campus WU in Vienna: A Holistic History - to the economists of the world**

by Laura P. Spinadel

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Building Elements

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And this is how it all began...

#### **MICROWORLDS CAMPUS WU**

BUSarchitektur & BOA büro für offensive aleatorik: 7 roles on Campus WU

Comprehensive Master Planner, General Planner, Teaching Center Architect, Open

Space Designer, Parking Planner, Documentalists and Communicators

### WORKSHOP IN VIENNA WITH THE DIFFERENT AUTHORS 4 DAYS IN MAY IN THE REAL WORLD OF BUS & BOA



The renowned international authors invited to take part in the Book project travelled in spring 2013 to Vienna and met in a Workshop both, BUSarchitektur and BOA büro für offensive aleatorik (Office for advanced Randomness) teams.

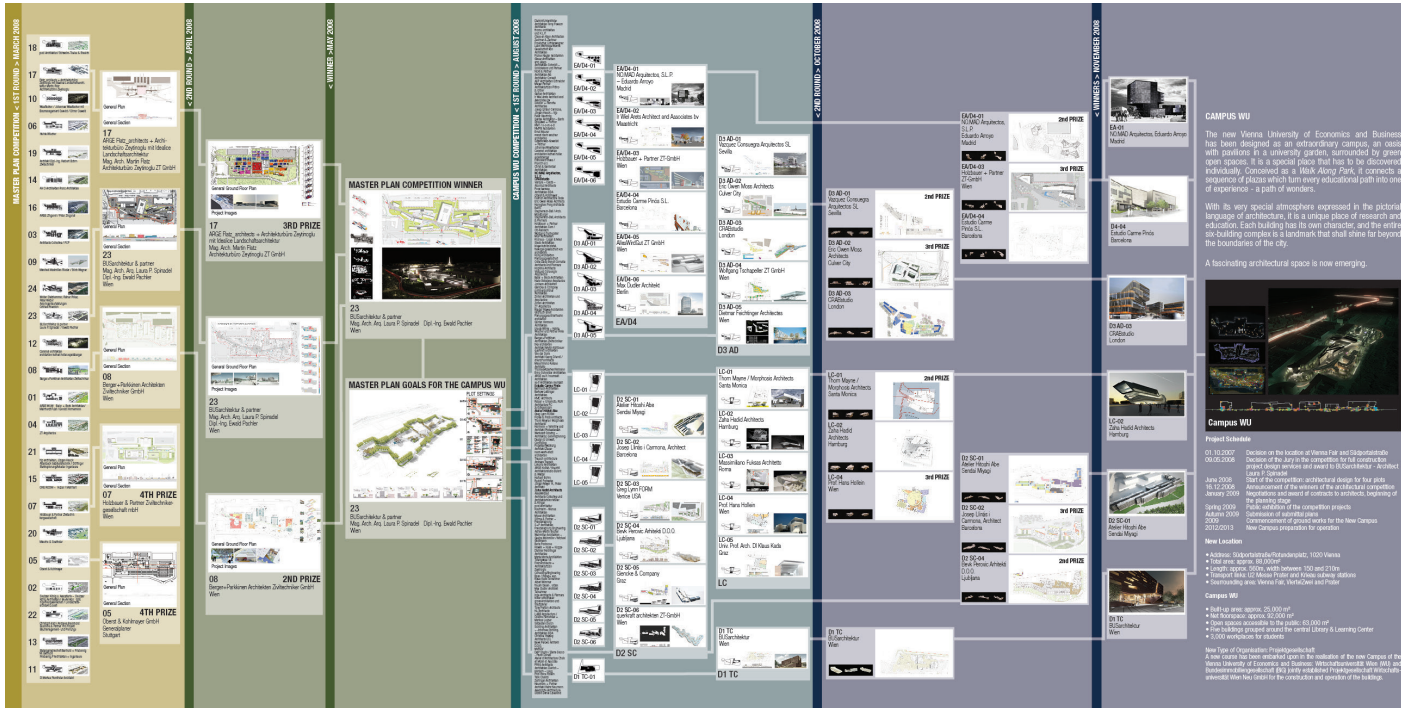
The aim of the workshop was to immerse the authors into the ideology and concepts developed along the almost 7 years Campus WU realization period and to contrast achievements and failures of good intended ideas.

The interaction between the authors Fernando Diez from Buenos Aires, Ila Berman & Mona El Khafif coming from San Francisco, Zaida Muxi Martinez y Josep María Montaner from Barcelona, Isabella Marboe from Vienna together with the project authors proved that the multiple points of view may enrich the understanding of both, processes and results.

### BOOK HOLISTIC CONCEPTION

The travellers arrived from different countries and continents of the world, committed to participate in an intensively intellectual creation workshop which, more than answers produced multiple questions.

### BOOK DESCRIPTION CHAPTER 1



The new Campus WU project was launched in 2005 within the academic setting of the Vienna University of Economics and Business. The project culminated in 2013 with the handing over of the finished university complex within its budgetary framework of EUR 500 million. It is the largest University of Economics in the European Union with a population of 25,000 students, teachers and administrative staff and is moving into a neighbourhood with approximately 100,000 inhabitants. This is where future generations of, hopefully competent, economists will be trained. It is a strategic example of a star system, employed by the user, which seeks to obtain the necessary funding by awarding the projects to Zaha Hadid Architects, Hamburg – CRABstudio, London – Carme Pinós, Barcelona – NO.mad, Madrid – Hitoshi Abe, Sendai as well as to the Master Plan winner, Vienna's BUSarchitektur.

### MASTERPLAN MICROWORLDS

BUSarchitektur developed for the Campus WU a comprehensive Master Plan, which allowed the realization of a city's sector defined by diverse internationally renowned authored architectures, framed with the Green Building sustainability standards.



### GAMEBOARD OF REALIZATION Multiplicity of Stakeholders Activating the Space

**REALIZATION OF A COLLECTIVE VISION - PARTICIPANTS IN THE DEVELOPMENT PROCESS**

Masterplanners	Architects	Site Manager	Engineers	Managers	Lighting	Landscape	Technicians	Safety	Fire security	Builders	Client
Philosophy	Form	Realization	Dimension	Process	Ambience	Environment	Verification	Liberty	Corridor	Atmosphere	Desire

**PERCEIPTS OF NEW REALITIES**

**HETEROLOGY OF PERCEPTIONS**  
The project genesis of the Campus WU is understood, composed and condensed as the collective production of new realities to invite and embrace the largest possible amount of diversity.

**Stakeholders and their questions:**

- Flourier:** Welcome!
- Student:** Is the library open 24 hours / 7 days a week?
- Rector:** How to disseminate information widely?
- Professor:** I need to work concentrated!
- Secretary:** Where am I having lunch?
- Mayor:** Where shall we take the press photo?
- Mother:** Is the campus safe for my daughter at midnight?
- Councillor:** How to facilitate people's lives?
- Neighbour:** What do I see from my window?
- Feminist:** Everyone should have the same opportunities!

## ILA BERMAN - MONA EL KHAFIF, USA

The Master Plan for the Vienna University (WU) Campus by BUSarchitektur is by nature as complex as it is evolutionary. It embodies a multivalent negotiation of scales, conceptual principles, architectural territories and operative methodologies. Its success as a highly accomplished work of architecture and urbanism is attributable not only to the intricacies of this multifaceted negotiation, the comprehensiveness of its approach, and the high standards to which the architecture aspires, but also to the inventiveness with which the Master Plan, as a predefined product of urban and architectural history, was conceptually retooled in order to challenge its traditional deficiencies and ensure its alignment with the conceptual strategies embedded in BUS's design approach to the project. The Master Plan operates as both a large-scale architecturally designed "schema" for the whole campus while also advancing multiple strategies to catalyze and control its generative processes and evolutionary development. These include a progressively detailed series of Master Plan documents, matrices, guidelines and rulebooks each containing distinct rule sets to render explicit the conceptual directives of the project, govern the negotiations of interested constituencies and focus the designs of its wide range of architectural authors. In this sense, the Master Plan operates as an interactive device and abstract machine, a living body that is, in the end, a subject of its own material evolution.

## MULTI-SCALAR NEGOTIATIONS: MASTER PLAN AS MEDIATOR

CONTEXTUAL PARAMETERS AND INSTRUMENTAL FRAMEWORKS - MASTER PLAN STRATEGIES: LAYERED TOPOGRAPHIC SURFACES, FLOWS AND CONSTELLATIONS - MASTER PLAN RULEBOOKS AND NOTATIONAL TACTICS

### SELECTED TEXT FROM THE BOOK : MASTER PLAN MICROWORLDS CHAPTER 1 EXTERNAL AUTHORS



#### FERNANDO DIEZ, ARGENTINA

The Campus we appreciate today is the result of a complex hierarchical decision process that included two open contests: the first for the Master Plan and the second to define the projects and architects who would be in charge of the buildings themselves. In the course of this process, BUSarchitektur and its leaders, Laura P. Spinadel, Jean Pierre Bolívar and Bernd Pflüger, moved from being outsiders to insiders by becoming the professional studio whose presence would ultimately oversee all decision making stages and whose permanent influence on the process would be decisive.

Here, it is worth highlighting the Master Plan's open nature. Urban control over the buildings was specified both by an area or plot demarcated at ground level, as well as by a volume in three dimensions, which were both always larger than project's final volume and built area. In this way, BUS managed to retain a measure of freedom within the architectural contest, which meant the architects could proceed relatively unrestricted, thereby enabling them to deeply express their authorial personality. In this respect also, the spirit of the Master Plan was open since not only could it cope with the variety of architectural proposals, it actually encouraged it.

#### CAMPUS WU: FROM UTOPIA TO REALITY

A CITY IN THE CITY - PROCESS - OPEN UTOPIA



The Campus is a sequence of intertwining open spaces. Buildings on the different zones qualify these spaces from an architectural point of view. The Master Plan model determined the design of these open areas; a fabric of interior and exterior spaces, defined by the location of the buildings' entrances in relation to the plazas, brings life to the intended environment. At the same time the free space on Vienna's new Campus WU provides a setting and a context for its architectural objects. In acting as a setting it defines boundaries and intersections with neighbouring plots, as well as spatial sequences that help create a harmonious whole. As a context, the free space provides spots for active exchange as well as places for learning and quiet research. The Campus is conceived as a Walk Along Park with sequences of plazas acting as "stations" that lead to specific sections of the Campus along different paths between green spaces. The sequences are designed so that each "training path" also becomes an experiential journey. Fundamental to the quality of any location is the permanent visual relationship with the Prater Park, evergreen in its presence.

### LANDSCAPE MICROWORLDS

BUSarchitektur, BOA office for advanced Randomness and the firma LandschaftsArchitektur designed an academic Landscape of 70,000 m<sup>2</sup> where, together with several international experts, brought into reality the theoretical basis established in the Campus WU Master Plan.

### SELECTED TEXT FROM THE BOOK : LANDSCAPE MICROWORLDS CHAPTER 2 EXTERNAL AUTHORS



#### **ZAIDA MUXI MARTINEZ, SPAIN**

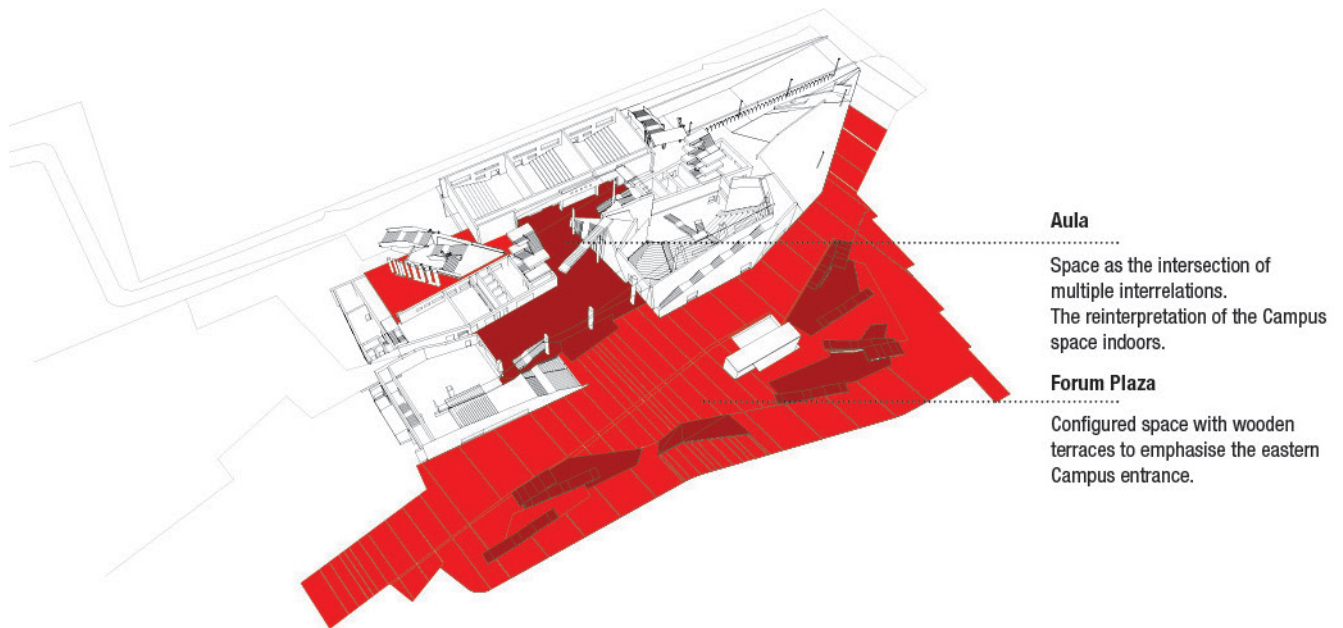
The Teaching Center building with lecture halls, class rooms and Food Court, was also designed by BUSarchitektur. It superbly replicates the whole of Campus WU's spatial logic. Here again, the empty space is crucial, which, though it cannot be held, progressively connects areas for assorted activities and varying amounts of private-public interaction. The chosen materiality reinforces the idea of a space that is both internal and external; the façade's external steel curtain bends and shapes the internal public spaces. From the access points, numerous options again replicate the successful Campus design, each with limitless oblique visions that allow space to flow. The outer area always appears in view, encouraging us to continue the academic space outside the physical confines of the building itself. For this reason the open area that looks out on the exhibitions section reflects more than any other the importance of each space; no spaces are inferior and none are left behind: what could have been an idle space turns into a new area of opportunity. Its terrace, which is large enough to accommodate a class, seminar or party, is framed by two magnificent emergency staircases on each side, which are monuments to functional lightness and beauty. This terrace in turn spills and flows into the dining room terrace with its magnificent skylights. The internal and external building interfaces are transition and meeting areas that manage to provide incredible capacity for quality interactions. The axiom of a great public space and a great design is one that satisfies many requirements simultaneously, and this is observed in every corner of this project. Nothing is overlooked by this vocation.

#### **THE UNIVERSITY SPACE AS A SPACE FOR SOCIETY**

THE INFORMATION SOCIETY - THE CAMPUS AS A PUBLIC SPACE

### BOOK DESCRIPTION

#### CHAPTER 3

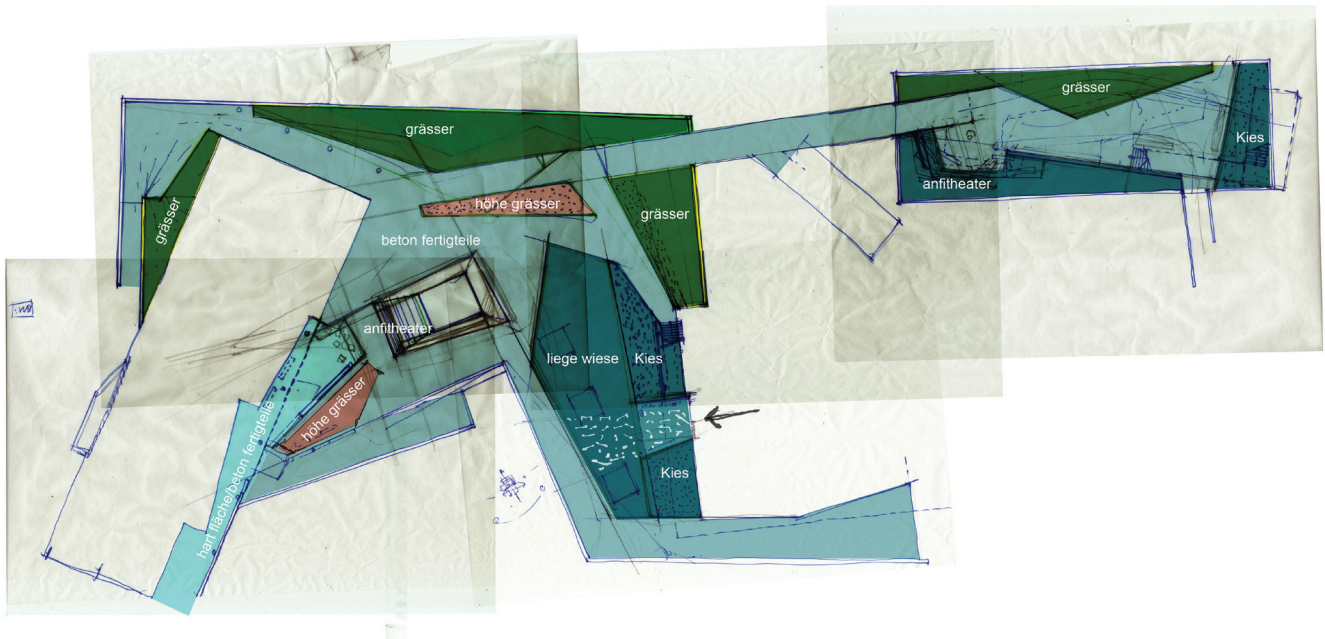


We envisage the new academic space located at the north-east of the new Campus of the Vienna University of Economics and Business as a venue for multiple networking. More than a mere building, the Teaching Center is a learning platform that promotes spontaneous communication while also making it possible to undertake the classes and activities that occur within. This quest for spontaneous exchange has different levels and scales sharing one common denominator: the path is the goal. For us, a contemporary Teaching Center should encourage curiosity in the everyday routine of those who teach as well as those who learn, becoming a place where moving about and getting on stage does not lead to experiencing spatial boundaries by instead giving free reign to the imagination. Through a simple language and complex spatial sequences, the Teaching Center at Vienna's new Campus WU makes it possible to recognize the signs that encourage society to form by means of architecture. Here, places for leisure and recreation appear together with plazas that allow interactions between movements, events and spaces; or, in other words, connections between people, activities and architecture are conceived.

### ARCHITECTURE MICROWORLDS

BUSarchitektur as the single architect for the Campus WU Master Plan and Landscape projects also assumed the executive project for the Teaching Center, Food Court and the Department of Global Business and Trade building complex, also achieved implementing the Campus WU Master Plan comprehensive concepts.

**SELECTED TEXT FROM THE BOOK : ARCHITECTURE MICROWORLDS  
CHAPTER 3 EXTERNAL AUTHORS**



**JOSEP MARIA MONTANER, SPAIN**

The purpose of this text is to interpret the building that comprises the Teaching Center with its traditional Mensa Food Court and Departments office space at Campus WU as envisioned by Laura Spinadel and her BUSarchitektur team, which she founded together with Claudio J. Blazica (1956-2002). The “BUS” part of the architectural studio’s name comes from the initials of Blazica und Spinadel but is also a tongue-in-cheek reference to the word “colectivo” in their native Argentinean Spanish, which means “group”, as well as “bus”.

The architecture to be analyzed forms a coherent part of the new university’s Master Plan and landscaping project, also conceived by BUSarchitektur. The first question to consider is the role of this new work in the evolution and recognition of the BUSarchitektur studio, which now includes Bernd Pflüger and Jean Pierre Bolívar, as well as Laura P. Spinadel. The studio, as we shall see, makes extensive use of diagrams and puts special emphasis on sensory experiences. In addition, BUSarchitektur has set up BOA (which stands for “büro für offensive aleatorik” – Office for Advanced Randomness), whose mission is to maximize the dissemination and attention-grabbing impact (“actionism”) of BUS projects through communication initiatives and provocative visual images. Therefore, BUSarchitektur’s work and activity represents an important contribution to contemporary architecture that makes use of diagrams, experiences and actionism.

**HOLISTIC ARCHITECTURE ON CAMPUS**

DIAGRAMS - HOLISTIC ARCHITECTURE - CAMPUS - EXPERIENCES - DAYLIGHT  
- MATERIALS - ACTIONISM - A UNIQUE APPROACH - A UNIQUE EXPRESSION

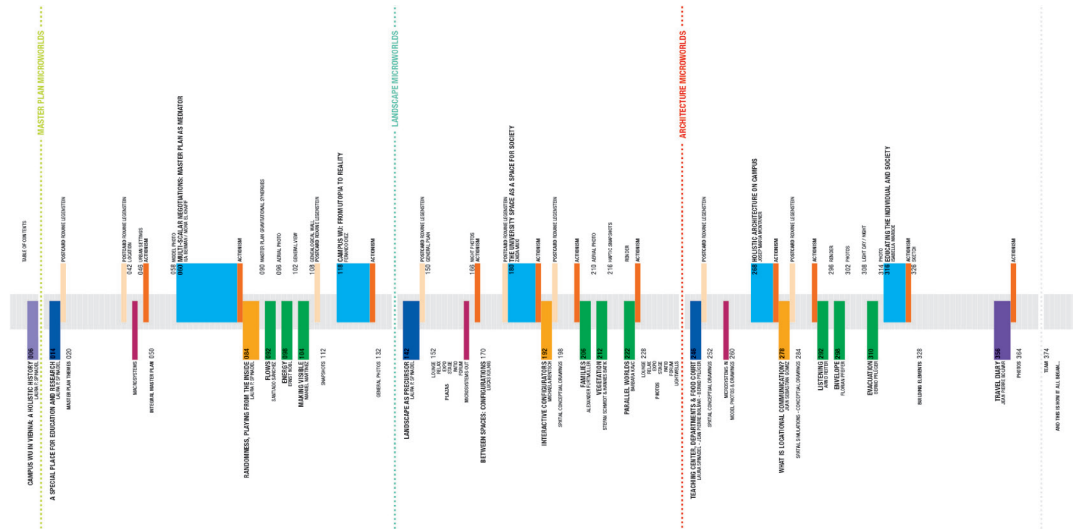
### SELECTED TEXT FROM THE BOOK : ARCHITECTURE MICROWORLDS CHAPTER 3 EXTERNAL AUTHORS



#### ISABELLA MARBOE, AUSTRIA

Many people form society: The more widely educated each one is, the better the society that educates them together will be. Not only does the term refer to the process, but also to the condition: to educate oneself and to be educated. What is understood by this is subject to constant change. Educational ideals distinguish themselves according to standpoint, religion, history and environment. They obey certain fashions, ideologies, scientific findings, pedagogical and political convictions, social framework conditions and more. Today there is a strong tendency towards lifelong learning and international exchange: That means the number, age, origin, educational background and receptivity of those to be educated differ more and more. The spectrum of teaching formats also accordingly broadens. The possibility of being able to adapt educational spaces to different requirements ranks, more than ever, among the preconditions for a successful planning of educational institutions. According to Daniel Goeudevert, education is “an active, complex and never-ending process in whose happy course an independent, problem-solving personality able to cope with life can emerge.” Education could not just simply be reduced to knowledge. Beyond that it also requires reasoning, reflection and critical distance with respect to the information offer. Therefore it needs the appropriate spaces: at best those which offer other points of view and facilitate an overview.

#### SPACE AS PRECONDITION FOR EDUCATING THE INDIVIDUAL AND SOCIETY



TITLE - THEMA

Campus WU : A Holistic History

FORMAT

22 x 22 cm

PAGES

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LANGUAGES

Version in Spanish – Version in German – Version In English

COPYRIGHT

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PRESS RUN

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BOA büro für offensive aleatorik

DISTRIBUTION

holiwu.at, Amazon

### A HOLISTIC PRODUCTION

BUSarchitektur decided to produce the Book together with BOA Office for advanced Randomness as chief Editor in a comprehensive way. The Book was developed by a team of architects, graphic designers and multimedia specialists, in a 7 months intensive process period.



# 02 A HOLISTIC HISTORY BY BUS

## ADDITIONAL PROGRAM AND ACCOMPANYING ACTIVITIES

02

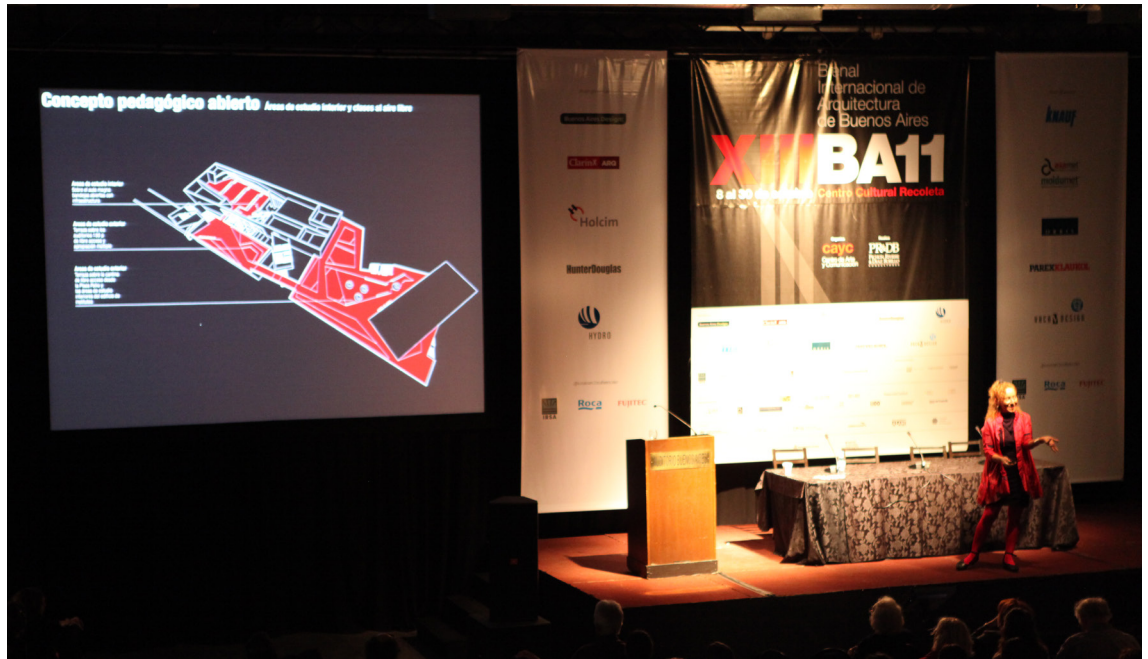


### COMPLEMENTS

Lectures  
Movies  
Interactions

### EXPERTS AUDIENCE

#### CONFERENCE CAMPUS WU AT THE BIENNIAL OF ARCHITECTURE BA11



### CONFERENCES AND SEMINARS

Tasks: Conferences, Interactive Seminars, Round tables  
Languages: German, Spanish, English, Italian

# 02 A HOLISTIC HISTORY BY BUS

## ADDITIONAL PROGRAM AND ACCOMPANYING ACTIVITIES

### INTERACTION WITH THE SOCIETY SYNERGY WITH THE VISITORS AT THE BIENNIAL OF ARCHITECTURE BA11



Element:  
BUSarchitektur Unipersonal Exhibition in the Recoleta Cultural Centre because of BA11  
Aim of Communication:  
Multiple perceptions and possibilities for both , specialized and non specialized audiences  
Medium:  
Tablet, TV  
Material:  
Tangible, Virtual, Explicit

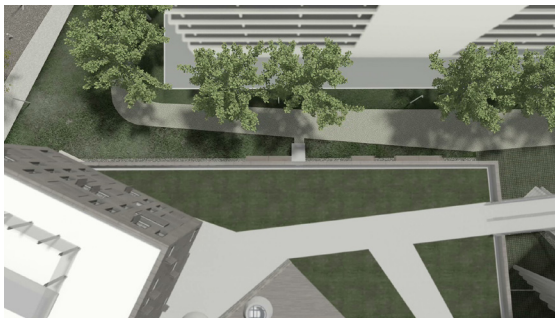
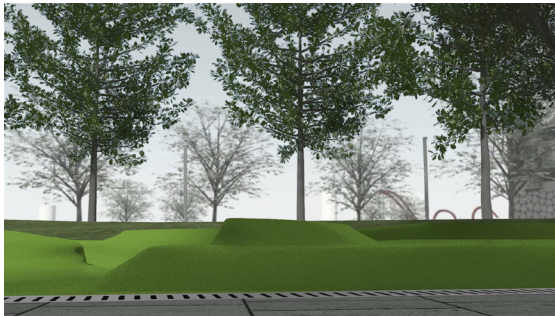
**ASSISTANCE: 50.000 People**

Target: National and international specialist audience as well as mass audience with no architectural background

# 02 A HOLISTIC HISTORY BY BUS

## ADDITIONAL PROGRAM AND ACCOMPANYING ACTIVITIES

### FILMS PROJECTIONS CAMPUS WU VIRTUAL ANIMATIONS



Element:  
TV LED HD 50"  
Aim of Communication:  
Campus WU experiential worlds  
Duration:  
Movies 7 to 15 min  
Material:  
Full HD Animation, sound & music by Sergio Vainikoff

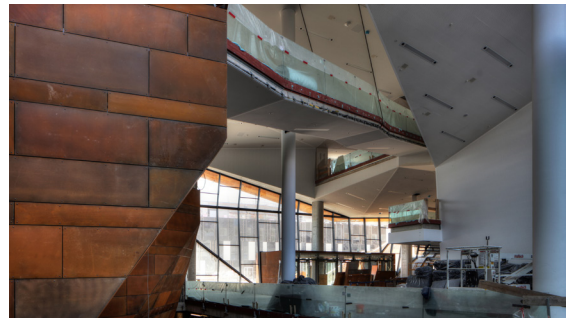
### 3D ANIMATION LANDSCAPE

Tasks: Landscape Design, Script, Modelling,  
Image Design, Rendering, Postproduction, Sound & Music

# 02 A HOLISTIC HISTORY BY BUIS

## ADDITIONAL PROGRAM AND ACCOMPANYING ACTIVITIES

### BUILDING PROCESS VISUALIZATION BUILDING SITE DOCUMENTATION



Element:

TV LED HD 50"

Aim of Communication:

To document the Campus WU construction phase

Duration:

Clips: 1,5 to 3 min - Short Films: 12 to 15 min - Feature Films: 45 min

Material:

Full HD Films, sound & music by Sergio Vainikoff

## ARCHITECTURAL DOCUMENTARIES

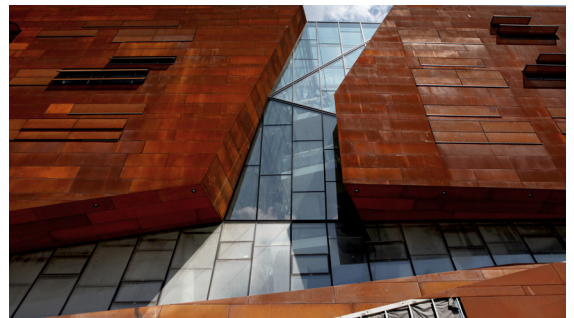
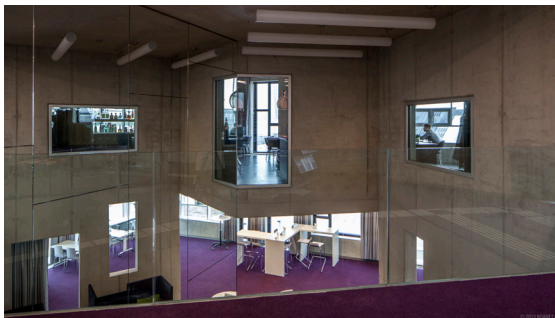
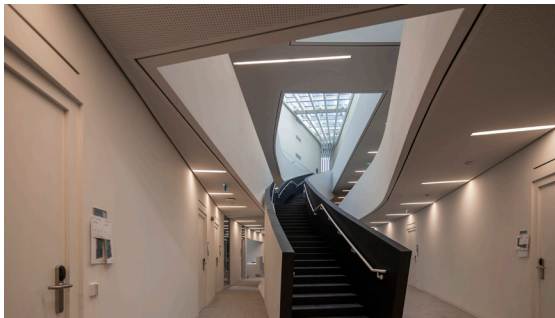
Task: Footage from the beginning of the project to its completion including interviews and first appropriations of the Campus.

# 02 A HOLISTIC HISTORY BY BUS

## ADDITIONAL PROGRAM AND ACCOMPANYING ACTIVITIES

### STEREOSCOPIC EXPERIENCES

#### 3D FILMS - ARCHITECTURE



Element:  
TV LED HD 50"  
Aim of Communication:  
To present Architecture as the Mayor Art object of the Campus WU  
Duration:  
7 films 7 min each  
Material:  
3D Films ( stereoscopy ) Full HD sound & music by Sergio Vainikoff

### STEREOSCOPIC FILMS - ARCHITECTURE

Tasks: Stereoscopic movies intended to illustrate the fascination for architecture immerse in the environment.

### IN DIALOGUE WITH LOCAL REALITY

CONFERENCE AND ROUND TABLE CAMPUS WU NEW DESIGN FESTIVAL 2011 AT STILWERK.VIENNA



### CONFERENCES AND SEMINARS

Tasks: Conferences, Interactive Seminars, Round tables  
Languages: German, Spanish, English, Italian, Portuguese

# 02 A HOLISTIC HISTORY BY BUS

## ADDITIONAL PROGRAM AND ACCOMPANYING ACTIVITIES

### PERSONALISED MEDIA IMPACT PRESS CONFERENCE



Element:  
Dissemination and Guided Tours

Aim of Communication:  
Motivate, encourage reflection, invite you to dream, promote visions

Material:  
Personal Presence

### PRESS CONFERENCE AND GUIDED TOURS

Tasks: Interviews and Guided Tours  
Languages: German, Spanish, English, Italian



**MASS MEDIA FRONT COVER**  
**ARCHITECTURE SUPPLEMENTS IN WORLDWIDE PRESS**



### FRONT COVER CLARIN ARQUITECTURA TEACHING CENTER BUSarchitektur

Task: Project and 3D Visualization  
Interviews, Drawings for Publication, Texts

### MASS MEDIA - FRONT COVER ARCHITECTURE SUPPLEMENTS IN WORLDWIDE PRESS



### FRONT COVER CLARIN ARQUITECTURA TEACHING CENTER BUSarchitektur

Task: Project and Architectural Images  
Photos, Interviews, Drawings for Publication, Texts



### MASS MEDIA - PUBLICATIONS

#### PROJECT PRESENTATION IN AUSTRIAN PUBLICATIONS



THEMA

CAMPUS WU

CAMPUS WU

## „Stararchitektur unter der Lupe“

Im Oktober wurde die neue Wirtschaftsuniversität Wien eröffnet. Nun muss sich die Praxistauglichkeit der architektonisch zweifellos eindrucksvollen Bauwerke erweisen. Eine von BIG Business durchgeführte Umfrage zeigt aber auch in diesem Bereich bereits ein überwiegend positives Bild. VON ALEXANDRA GALLÉ



THEMA

CAMPUS WU

CAMPUS WU



Ein Campus für Groß und Klein. Der neu eröffnete WU-Nachbau hat die WU überrascht können.

Laura Spitzer, BIG-Architektin, Wien – Interview, Textraum

### Eine gemeinsame Suche

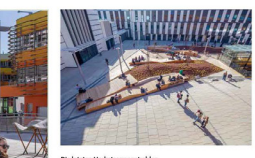
Am Beginn des Wettbewerbs fragte mich der Bauherr, welchen Namen ich dem Projekt geben würde. Ich sagte, Campus WU – dieser Name ist geläufig. Alles andere ist erst mit der Zeit geschwehen. Insgesamt mit einem Wettbewerb habe ich gemeinsam mit den Architekten als Gesamtpaket gewählt – und nun haben wir das vierstellige Ergebnis. Wir spielen die ganze Zeit, überlegen uns jeden Tag aufs Neue, was wir tun wollen, was die Nutzer und Besucher wissen... Ein Campus WU an einem Nichtort. Ich bin gespannt, wie der Campus in fünf Jahren aussieht und wie er sich entwickelt. Beim Wettbewerb war ich im ersten Platz. Der Weg ist der Ziel. Es gibt am Campus keinen Weg, der von A nach B führt, sondern viele verschiedene Wege, mit Stationen. Es gibt emotionale Erlebnisse, Begegnungen und viele verschiedene Aktivitäten, nicht verlässliche und Gerade. Wir haben sehr viel Aufwand betrieben, die Pflanzen auszuwählen – es wird es eher das ganze Jahr hindurch blühen sollen. Wir haben den Prozess mit viel Einsatz gegenüber der Architektur entwickelt. Unter Auftrag war ein Ort der Kommunikation zu schaffen, und das ist glaube ich, gelungen.



„Es gibt am Campus keinen Weg, der von A nach B führt, sondern viele verschiedene Wege, mit Stationen.“

Quelle: Special der architektur online

Foto: JAMES KAMRATZ



Die letzten Herbstmonatsbahnen werden zur Entspannung genutzt.

Foto: JAMES KAMRATZ



## „Zeit und Kosten haben gehalten“

BIG-Geschäftsführer Wolfgang Gleissner im Interview über Stolpersteine, Vorurteile und Herausforderungen des Betriebs der neuen Wirtschaftsuniversität Wien.

Wolfgang Gleissner, BIG Business, Wien – Interview, Textraum



Pünktlich zu Semesterbeginn wurde der Campus eröffnet. Haben auch die Kosten gehalten?

**Gleissner:** Die BIG hat mit dem Projekt Campus WU begonnen, als ein kleiner Großprojekt unter der Dunstschicht der österreichischen Medienlandschaft dominierte. Wir wurden also ab der ersten Stunde mit dem vorgefassten Urteil konfrontiert. Das dauert alles sehr doppelt so lange und zwei Doppelt so teuer. Vier halbes Jahr später hat der Bauherr gesagt: Wir haben sowohl die Zeit als auch die Kosten eingehalten, wobei das Projekt noch nicht abgeschlossen ist. Das wird vermutlich erst im kommenden Frühjahr der Fall sein.

Welchen Anteil hat der Bauherr daran?

**Gleissner:** Die BIG hat sich trotz ihrer langjährigen und umfangreichen Erfahrung nicht geschont, frühzeitig eine offene Projektierung und eine begleitende Kontrolle zu beauftragen. Die enge Verzahnung von Planung und Baumaßnahmen war gewährleistet, indem man – wie bei allen Projekten in diesem Rahmen – einen klaren, verbindlichen Prozess definiert, bevor man überhaupt beginnt. Die gegenseitigen gegenseitigen Klärungen haben wir unsergestellt, können Gesamterkenntnisse zu beschaffen, sondern in Einzelgesprächen auszuwerten. Dadurch konnten vor dem Markt am besten für uns nutzen.

Wie ist Ihre Erfahrung vor dem auch nach Neuland. Das erste Mal haben Sie ein Bauwerk in einer gemeinsamen Projektgesellschaft mit einer Universität realisiert?

**Gleissner:** Das ist der Punkt. Wir gehen nicht nur immer mit dem gleichen Weg, sondern entwickeln individuelle Lösungen. Informativ wurde mit unserem Partner nicht über die klassische Modell-AGG erstellt und verwendet danach gearbeitet, sondern wir haben mit der WU eine gemeinsame Projektgesellschaft gegründet. Darüber hinaus betreiben wir auch die Lagerhaltung gemeinsam. Das garantiert Transparenz und auf höchstem Niveau. Welche Stolpersteine gibt es während der Bauphase aus dem Weg zu räumen?

**Gleissner:** Eine 500-Millionen-Euro Baustelle läuft nicht ohne Herausforderungen ab. Bei Brandfällen in der Umgebung. Weniger offensichtlich wird, wenn der Kolben einmal im Winter steht oder eine ausfallende Pflanze in Konkurrenz geht. Aber auch dazu gibt es noch viele Beispiele.

Wie sind aber alle Probleme überwunden?

**Gleissner:** Ganz ehrlich ja. Wie bei jedem neuen Haus sind auch wir vor diesem Weg im Rahmen der Gewährleistung überfordert. Auch wenn es sicher seine Zeit dauert, bis die komplexe Haartechnik final am gegangt ist. Das Campus WU ist dabei sicher nicht nur die Errichtung, sondern auch im Betrieb eine gemeinsame Leistung.

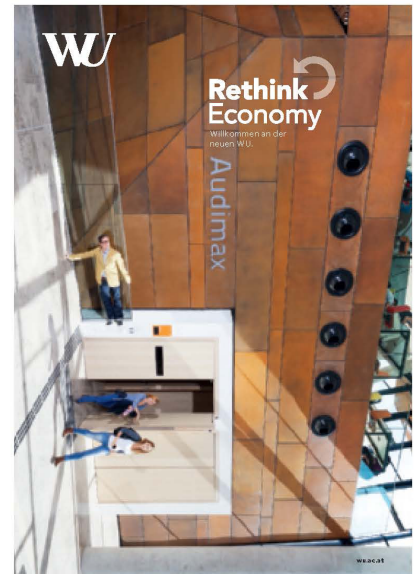
## PUBLICATION BIG MAGAZIN

Task: Project and Architectural Images  
Photos, Interviews, Drawings for Publication, Texts

### MASS MEDIA - PUBLICATIONS PROJECT PRESENTATION IN AUSTRIAN PUBLICATIONS

WU WERTE UND ZUKUNFT

## Neu bauen, neu denken



*Auf der Basis der bisherigen internationalen Spitzenleistungen in Lehre und Forschung wird der Fokus der Zukunft stärker denn je auf die Werte der Welt-offenheit, Verantwortung, Innovation und Vielfalt gerichtet. Der neue Campus WU bietet für Studierende wie Lehrende eine ideale Chance, den Aufbruch mitzugestalten.*

Für WU-Rektor Christoph Badelt steht zum Anlass der Eröffnung des neuen Campus WU fest: „Eine Universität neu zu bauen bedeutet mehr, als bloß einen anderen Standort zu beziehen. Die WU, die stolz darauf ist, Führungskräfte in Wirtschaft und Gesellschaft auszubilden, kann und will sich nicht vor der Verantwortung drücken, was in dieser Welt, Gesellschaft und Wirtschaft geschieht. Jetzt können wir das, was uns an einer Universität, so wie wir sie verstehen, besonders wichtig ist, umsetzen.“ Diese Prinzipien wurden in eine räumliche Form gegossen, die es nun mit Leben zu füllen gilt - Leben, das über das rein Akademische hinausgeht. „Der neue Campus ist uns in diesem Sinne Ort, Anlass und Verpflichtung, die Wirtschaft neu zu denken“, bringt es Badelt auf den Punkt. „RETHINK Economy“ lautet das Motto der Zukunft der Wirtschaftsuniversität.

#### Offen gegenüber der Welt

Den Herausforderungen der Zukunft wird sich die WU an ihrer neuen Schaffensstätte aus einer Werthaltung stellen, die auf den Grundsätzen von Welttoffenheit, Verantwortung, Innovation und Vielfalt beruht. Welttoffenheit

verstehet sich dabei vor allem als Prinzip in Bezug auf den akademisch-intellektuellen Austausch, das reale Wirtschaftsleben, die Internationalität und das Nebeneinander von verschiedenen Sichtweisen. Im Fokus stehen die Rekrutierung internationaler ProfessorInnen, die Mobilität der WissenschaftlerInnen und der Studierenden. Die internationalen Sommeruniversitäten, Double-Degree-Programme, Auslandsstipendien, Joint Studies und rund 230 Universitätspartnerschaften gehören ebenso dazu wie die Programme des WU-Rektorats, am Beispiel von WU Visiting Fellow (Mobilitätsprogramm für promovierte AssistentInnen) und den High Potential Contact Weeks (Stipendienprogramm für erfolgreiche NachwuchswissenschaftlerInnen).

#### Verantwortung ernst nehmen

Eine Universität trägt immer Verantwortung gegenüber Wirtschaft, Gesellschaft und Politik. Um einen nachhaltigen Beitrag zu einem besseren, anderen Wirtschaften zu leisten - heute und für zukünftige Generationen -, werden unter anderem Schwerpunkte wie Altersforschung, Gesundheitsmanagement und Demografie gesetzt. Ein weiterer Schwerpunkt der WU-Aktivitäten betrifft das

8 WU MAGAZIN

### PUBLICATION WU MAGAZIN IN COOPERATION WITH DIE PRESSE

Task: Project  
Master Plan, Landscape, Architectures, Documentation, Communication

# 03 ARCHITECTS & CREATIVES FROM BUS & BOA

EXPERIENCES AND PASSIONS

03



## TEAM

BUSarchitektur  
BOA büro für offensive aleatorik  
Editor



### **Laura P. Spinadel, BUSarchitektur & BOA büro für offensive aleatorik**

1958 Born in Buenos Aires. Austro-Argentinean Nationality. Diploma in Architecture at the University of Buenos Aires (Gold Medal 1982). Enabled Architect in Argentina since 1983 and in the European Union since 1993.

Participation in the Urban Team IBA-Berlin 1983/84. Head of Department Urban Aesthetics Institute, University of Applied Arts, Vienna 1985/86. Foundation and Management of International Relations and Cooperation Projects FADU Buenos Aires-UBA 1986-1991. Professor of Urban Design -UBA FADU 1986/90. Guest lecturer and conferences in Germany, Austria, Spain, Hungary, Argentina, Brazil, Colombia and Mexico.

Visiting Professor Universidad Pontificia Bolivariana de Medellín (2012/3), Universidad de Buenos Aires, Universidad Católica de Córdoba, Universidad del Litoral Argentino (2011), in Tulane University School of Architecture in New Orleans – Program URBANbuild (2007), Graduate School of Design ( GSD ) – Harvard University (2007) Advance Studio Alexia Leon – Lecture and Jury (2007), Faculty of Architecture – Catholic University of Lima (2007), Workshop Millennium Netmall, Aleph “La Fossa della Garofala” - Palermo (2007) Faculty of Architecture, Design and Urbanism of the University of Buenos Aires – Argentina (2006), Habitat in Motion Villahermosa – Tabasco - College of Architects of Tabasco – Mexico (2005), Master Laboratory XXI Century Housing of the Barcelona School of at the Polytechnic University of Catalonia – Spain (2005), Faculty of Architecture UFRGS in Porto Alegre – Brazil (1987),etc.

- 1984 Independent Architect
- 1986 BUSarchitektur foundation together with Arch. Claudio J. Blazica (Buenos Aires 1956–Vienna 2002) Architecture and Urbanism
- 2004 BOA büro für offensive aleatorik foundation together with Hubert Marz and Sebastian Soukup Project development, local marketing, multimedia and communication strategies
- 2008 BUSarchitektur ZT foundation together with Bernd Pflüger, Jean Pierre Bolivar, Hubert Marz Architecture
- 2010 BOA GmbH foundation together with Hubert Marz Project development, local marketing, multimedia and communication strategies



### **HUBERT MARZ - BOA büro für offensive aleatorik**

1977 Born in Mödling - Austria

1999/2000 Architecture Studies at the National University of Colombia, Bogotá

2002 Diploma in Architecture from the Technical University of Vienna

2001-2002 lecturer at the Spatial Design Institute of the Technical University of Vienna

2002-2005 lecturer at the Space, Landscape and Infrastructure Institute – BOKU – Vienna

Since 2000 freelance jobs in the areas of video and production in architecture and art expressions

Founding member of BOA büro für offensive aleatorik. Austria

Founding member of El Gozo, Colombia

Visiting lecturer ETSAB Barcelona - Master de Vivienda - Spain 2005

Visiting lecturer FADU-UBA Buenos Aires - Master de Urbanismo - Argentina 2006

Visiting lecturer Università di Palermo - Workshop Aleph - Italy 2007

#### Current works

Multimedia Campus WU - BUSarchitektur - [www.campuswu.at](http://www.campuswu.at)

Multimedia for Erste Campus - Büro Henke & Schreieck - [www.henkescheieck.at](http://www.henkescheieck.at)

Multimedia for Masterplan St Marx - IEM Immobilienentwicklung St. Marx GmbH, Wien [www.wse.at](http://www.wse.at)

Multimedia for das Media Quarter St. Marx - [www.wse.at](http://www.wse.at)

Multimedia for Borealis Innovatonscenter - Borealis Polyolefine GmbH - [www.boralisgroup.com](http://www.boralisgroup.com)

Multimedia for Kiev Airport City - Moser Architekten Wien - [www.moserarchitekten.at](http://www.moserarchitekten.at)

Multimedia for Wien Oberlaa Neu - Projektentwicklungsgesellschaft Oberlaa Neu - [www.wienholding.at](http://www.wienholding.at)





### **BERND PFLÜGER - BUSarchitektur ZT GmbH**

1971 Born in Radstadt – Austria

1999 Studies at the ETSA in Sevilla

2002 Diploma in Architecture from the Technical University in Graz

2006 Qualified Master Builder

Authorized architect since 2002 in the European Union - The Netherlands

Founding member of Grupo Filter – Architects and Designers - 1998

Research on Architecture and Tourism in the Alpine Region

Since 2000 freelance jobs in the areas of project in Austria

Associate Architect of BUSarchitektur since 2003 en Viena

Visiting lecturer FADU-UBA Buenos Aires - Master de Urbanismo - Argentina 2006

Current works

Executive and Architectural General Project - Campus WU - Teaching Center - Vienna, 2008 - 2013

Executive and Architectural General Project - Office Complex STAR 22 - Vienna, 2005-2013



### **JEAN PIERRE BOLIVAR - BUSarchitektur ZT GmbH**

1977 born in Bogotá - Colombia

2002 Diploma in Architecture from the National University of Colombia, Bogotá

2006 Master in Architecture from the University of Applied Arts Vienna – Professor Wolf D. Prix

Qualified Architect since 2004 in Colombia

Since 2000 freelance jobs in the areas of project and media production in architecture in Colombia, México and Austria

Architect co-founder of Estudio MAS Arquitectura LTDA - Bogotá - Colombia

Associate Architect of BUSarchitektur since 2003 en Viena

Visiting lecturer ETSAB Barcelona - Master de Vivienda - Spain 2005

Visiting lecturer FADU-UBA Buenos Aires - Master de Urbanismo - Argentina 2006

Visiting lecturer Università di Palermo - Workshop Aleph - Italy 2007

#### Current works

Executive and Architectural General Project - Campus WU - Teaching Center - Vienna, 2008 - 2013

Executive and Architectural General Project - Office Complex STAR 22 - Vienna, 2005-2013



### EDITORS AND REDACTION TEAM

**7 roles on Campus WU:  
Comprehensive Master Planner,  
General Planner,  
Teaching Center Architect,  
Open Space Designer,  
Parking Planner,  
Documentalists and Communicators**

BUSarchitektur was founded in 1986 in Buenos Aires by Claudio J. Blazica (1956-2002) and Laura P. Spinadel. In Vienna, the architectural firm has been run jointly with Jean Pierre Bolívar and Bernd Pflüger since 2003. The firm's Master Plan for the Mataderos district of Buenos Aires won the 1988 Outstanding Artist Award for Experimental Trends in Architecture. Work that began as research for the Compact City project in Vienna won the Otto Wagner Urban Architecture Award. BUSarchitektur has developed master plans for STAR 22 - A Center for Everyone, for the densification of the Oberlaa Neu spa park, for Forum Schönbrunn in Vienna, as well as for the Hoffmann takes a walk in Purkersdorf and for the University of Medicine campus in Graz. BOA office for advanced randomness was established as a collaboration between Laura P. Spinadel and Hubert Marz in order to encourage alternative approaches to the communication and discussion of spaces and urbanities.

In 2008 BUSarchitektur won the Master Plan and General Planning Competition for Campus WU. In addition to designing and planning the Teaching Center, BUSarchitektur also undertook the open space and parking area projects, while BOA produced all the national and international documentation and communication materials.

### WEB LINKS 2013

Campus mit Star-Appeal: Wirtschaftsuniversität Wien

<http://www.detail.de/>

Másterplan Campus WU / BUSarchitektur

<http://www.plataformaarquitectura.cl/2013/11/11/campus-wu-busarchitektur/>

A University Re-brands

<http://archrecord.construction.com/features/2013/1311-A-University-Re-brands.asp>

Un centro educativo que potencia la creatividad

[http://arq.clarin.com/arquitectura/ARQ\\_0\\_1021098352.html](http://arq.clarin.com/arquitectura/ARQ_0_1021098352.html)

Superscape

<http://www.jp-perspektiven.at/BLOG/Im-Gespraech/Im-Gespraech-mit-Laura-P.-Spinadel-Dienstag-19.-November-2013-12-00-00>

Campus WU

<http://www.archilovers.com/p107069/Campus-WU>

[http://de.wikipedia.org/wiki/Campus\\_WU](http://de.wikipedia.org/wiki/Campus_WU)

<http://www10.aeccafe.com/blogs/arch-showcase/2013/12/06/campus-wu-master-plan-and-landscaping-in-vienna-austria-by-busarchitektur/>

### PUBLICATIONS

URBAN UNCONSCIOUS – BUSarchitektur & friends – 2003 - Editorial Libria Editrice – ISBN 88-87202-44-3

BUSarchitektur – Projekte und Bauten 1986/1999 – Editorial Libria Editrice – ISBN 88-87202-15-X

Farbe in der Architektur. Gestaltungskriterien und Beispiele für den Wohnungsbau von Armin Scharf Deutsche V.-A., Stgt. (2002)

Garten der Kinder – 1999 – Producción propia de BUSarchitektur

Architektur – Sozial gewohntes hoffen – Wohnanlage Hoffmannpark - Heft 2 – März 2006

Stadtquartiere : Neue Architektur für das Leben in der Stadt – Innovative Projekte aus Deutschland, Österreich und der Schweiz –

Christoph Gunsser – DVA – ISBN 3-421-03286-6

AV- Monographs – Urban Housing – Vivienda Urbana SPANIEN - Nr 97 – IX-X 2002

Architectural Record 2013/1311-A-University-Re-brands

La Vanguardia – Cultura – Espacios 389 – Un campus sobresaliente – 02.12.2009

Architektur und Bauforum 157/1993, 184\*1996, 185\*1996 / 245\*2008

Architektur Aktuell 264\*3-2002 / 233/34 1999 / 2231998 / 214\*1998 / 210\*1997 / 171\*1994

Möbel Raum Design 1/92 / Lo(os) gelöst 0\*1992 / Perspektiven 1992 ( 10 ) /

DOMUS Ein neues Stück Stadt domus 04 Nov Dez 2013

Wettbewerbe 119/20\*1993, 125/126\*1993, 127/8\*1993, 155/6\*1996, 175/6\*1996, 179/80\*1999, 193/4/5\*2000, 200\*2000/  
200/201\*2001 / 211/212\*2002, 301\*2008 - CASAS & Diseño 23/1991 / 311\*2013

Clarín Arquitectura – Arq – Campus vanguardista – 03.03.2009 - Ciudad Bienal 18.10.2011 - Creatividad de exportación 10.11.2013

db - deutsche bauzeitung 129\*2/95, 247\*2008 - City Magazin – Campus Wien als Gegenmodell zur Globalisierung - 2009

SUMMA+ Educación 106\*2010 - SUMMARIOS 76+77\*1984, 85\*1985, 102+104\*1986, 119+120\*1987 / Db – deutsche bauzeitung 129\*95 / publikation ait 12/98 / EUROPAFORUM Wien 4+5\*1996 / WIEN,ARCHITEKTUR Der Stand der Dinge 1995 / WIEN

STÄDTEBAU – Der Stand der Dinge 2000 / Die konkrete Utopie – Strukturelemente der Stadt 1997 / Architektur Wien : 500 Bauten Springer Verlag 1996 - CASABELLA \*665 März 1999 - NZZ 224/27.09.2013