



Week 48 – Dream project
New Building of Aeres University of Applied
Sciences

NOVEMBER 25 TO 29 2019

Floriade

Floriade is a horticultural exhibition, held once every 10 years

In 2022, Floriade will be held in Almere

Four themes will be focused on for Floriade 2022: energizing, feeding, greening and healthyng the city

Aeres University new building

New building of Aeres University Almere will be built at the Floriade site

During the expo the lower levels of the University will serve as the entrance and thus will be exposed to 2 million expected (international) visitors

Sustainable building - consistent with Floriade's objectives



The assignment

In mixed group, you will work on the following six questions:

1. How can the new building communicate the identity of Aeres University Almere "let the city breathe"?
2. How can the new building communicate the four SDG's that Aeres University Almere focuses on?
3. How can the new building convey that it is a highly sustainable building?
4. How can the new building showcase all the study programmes currently offered at Aeres University Almere?
5. How can the themes earth and water be communicated at two levels of the building?
6. How can the themes people & living environment and food & air be communicated at two levels of the building?

Question 1

How can the new building communicate the identity of Aeres University Almere "let the city breathe"?



Question 2

How can the new building communicate the four SDG's that Aeres University Almere focuses on?



Question 3

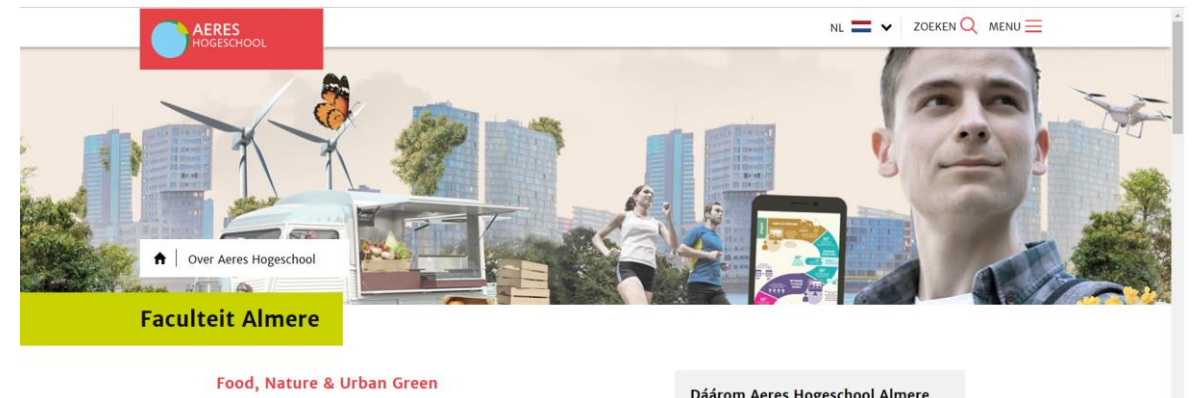
How can the new building convey that it is a highly sustainable building?



Question 4

How can the new building showcase all the study programmes currently offered at Aeres University Almere?

- Associate degree Sustainable business
- Bachelor Geo Media & Design
- Bachelor European Food Business
- Bachelor Applied Biology
- Bachelor Biology, Food and Health



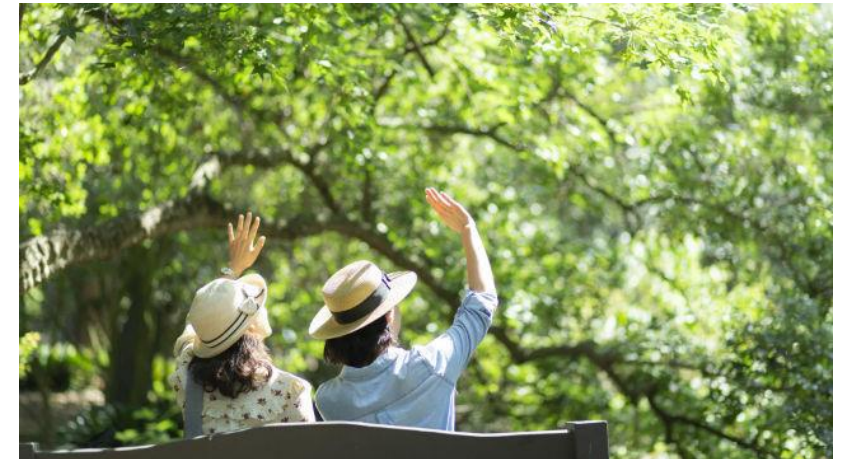
Question 5

How can the themes earth and water be communicated at two levels of the building?



Question 6

How can the themes people & living environment and food & air be communicated at two levels of the building?



Groups

Group 1

Germaine
Sharon
Brittany
Daniel
Arne
Sil

Group 2

Yasmin
Emma
Joris
Hilke
Lucas
Wessel

Group 3

Simran
Xanagé
Stijn
Carolina
Severin
Sebas

Group 4

Ashwin
Meriem
Damian
Anna
Julia
Harry
Mike

Group 5

Laura
Levke
Rachel
Sterre
Jakob
Nathan

Group 6

Inga
Jan
Corné
Daan
Krista
Remon

Programme Monday 25th November

Available supervisors: Saima and Frank

9:00 – 9:30: Arrival and coffee/tea

9:30 – 11:00: Kick-off, groups formation, introduction

11:00 – 12:30: Creative Brainstorm Session (By Baukje Rienks)

12:30 – 13:30: Lunch Break

13:30 – 14:30: Work in groups

14:30 – 15:30: Presentation by Maarten de Vries

15:30 – 16:00: Q&A and wrap up

Programme Tuesday 26th November

Available supervisors: Saima and Kees

9:00 – 9:30: Arrival and coffee/tea

9:30 – 10:00 Leave to Floriade area

10:00 – 11:15 Tour Floriade area

11:15 – 11:45 Back to school

11:45 – 12:45 Lunch break

12:45 – 16:00 Work in groups and prepare for pitches

Programme Wednesday 27th November

Available supervisors: Frank and André

9:00 – 9:30: Arrival and coffee/tea

9:30 – 10:00 Prepare for pitches

10:00 – 11:00 Pitches for Wil Bekkering

11:00 – 12:00 Work in groups

12:00 – 13:00 Lunch break

13:00 – 16:00 Work in groups

Programme Thursday 28th November

Available supervisors: Saima and Baukje

9:00 – 9:30: Arrival and coffee/tea

9:30 – 10:00 Work in groups

10:00 – 12:00 Inspiration session on storytelling by Harry Slagman

12:00 – 13:00 Lunch break

13:00 – 16:00 Work in groups

Programme Friday 29th November

Available supervisors: Saima and Frank

9:00 – 9:30: Arrival and coffee/tea

9:30 – 12:00 Work in groups

12:00 – 13:00 Lunch break

13:00 – 16:00 Work in groups and prepare final presentations

16:00 – 17:30 Final presentations

17:30 – 18:00 Drinks and end of project week

Other practical information

Compulsory attendance and active participation

Use the classroom (A106 and A107)

Any other questions?