

SYLLABUS DRAFT

**REGIONAL ELECTIVE OVERVIEW:** The purpose of the regional elective is for students to research and to develop market specific knowledge and investment strategies. The course culminates with students presenting their portfolio allocations to an investment committee panel made up of industry executives from the institutional and investment banking industry. Each regional team is initially allocated a specific dollar amount by the industry investment committee. Students and professors return at the end of the regional elective to argue for more or for less, and must do so by presenting a nuanced, fact-based assessment of their region. This real-time evaluation requires students to develop market specific expertise through applied portfolio management. Over spring break, students travel to the specific regions with their professors to actively engage in testing the methods and strategies which they have articulated over the course of the semester.

**CHINA REGION OVERVIEW:** The lecture series will introduce students to the unique (and shifting) ground rules underlying urban development in mainland China. The first half of the semester will begin with the fundamental economic and political rules of land development in China, and the inter-connectedness of policy and the built environment. From the general context, we will move to the hyper-specific (and incredibly unique) problem of the Urban Village in southern China, using it as a means to explore the complex web of stake-holders in Chinese development projects. Through a series of contemporary case studies, the third class will explore the design and development process in detail, with a focus on the (again unique to China) extended period of work prior to land-acquisition. The second half of the semester will draw on original urban research by the instructor and colleagues exploring the phenomenon of Creative branding as it relates to real estate development and the fluidity of the Hong Kong Shenzhen border.

**REQUIRED TEXT:**

Thomas J. Campanella, 2008. *The Concrete Dragon: China's Urban Revolution and What it Means for the World*. NJ: Princeton Architectural Press

(Other texts will be distributed by PDF or made available through the library)

**21 JANUARY // Wednesday 9-11 AM // Class 1: Economics of Chinese Development**

Lecturer: Travis Bunt

Presentation: How Economic Policy Affects Design and Development in China

Unfolding the links between currency spreads, hukous, soho apartments, unfinished shells, leaseholds, enclosed balconies, upzoning, empty apartments, unusable tower floors, development loans, and laundry.

Required reading:

Thomas J. Campanella, 2008. *The Concrete Dragon: China's Urban Revolution and What it Means for the World*. NJ: Princeton Architectural Press, pp27-43.

**28 JANUARY // Wednesday 9-11 AM // Class 2: Urban Village**

Lecturer: Travis Bunt

Case Study: Baishizhou Village Redevelopment Scheme

Less than 1% of all land in China is privately owned. Through a quirk of history, several hundred former farmer villages across Guangdong province, now swallowed up within the mega-metropolis of the PRD, represent the last frontier in Chinese real estate development. This lecture will focus on the case study of one of the very largest, a 700,000 square meter urban village site at the heart of Shenzhen (and a developer looking to build 6 million square meters of GFA).

Required Reading:

Jonathan Bach (2010), "Shenzhen: City of Suspended Possibilities," *International Journal of Urban and Regional Research* 35:2, 414-20.

Recommended Readings:

+ Jonathan Bach, "They Come in Peasants and Leave Citizens: Urban Villages and the Making of Shenzhen, China," *Cultural Anthropology* 25:3(2010), 421-458.

+ Y.P. Wang, Y. Wang, and J. Wu (2009), "Urbanization and Informal Development in China: Urban Villages in Shenzhen." *International Journal of Urban and Regional Research*, 33: 957-973.

#### **4 FEBRUARY // Wednesday 9-11 AM // Class 3: Design and Development Process**

Lecturer: Travis Bunt

Guest Lecturer: Jenny Joe, Skidmore Owings & Merrill

Presentation: The Multiplicity of Consultancy – How Things Actually Get Built (Or Not) In China

An introduction to the one-of-a-kind circuitous process by which land gets developed in mainland China, with a special focus on the unique foundational role local and international design firms have in initiating and guiding large-scale urban development. SOM NY Urban Designer Jenny Joe (formerly of SOM Shanghai, SOM Hong Kong, and Hassel Shenzhen) and Travis Bunt (former Hong Kong Director for URBANUS) will review a number of projects that illustrate the development process in China.

Required Reading: TBD

#### **25 FEBRUARY // Wednesday 9-11 AM // Class 4: Creative City China**

Presentation: The Commoditization of Creativity, A New Type of Real Estate Product

Lecturer: Travis Bunt

There are over 150 nominal "Creative Parks" in Beijing, another hundred in Shanghai, and more than 50 in Shenzhen. Drawing on three years of research and 60 case studies across Beijing, Shanghai, Guangzhou, Shenzhen, Hong Kong, and Taiwan, this lecture will introduce the Creative City phenomenon and its impact on urban development and real estate through the lens of the so-called Creative Park.

Required reading:

Laurence Laiwu (2012). "Shenzhen's Evolution from Tabula Rasa Laboratory of New Chinese Urbanism to Post-industrial UNESCO Creative City of Design," in (Peter W. Daniels and Thomas A. Hutton eds.) *New Economic Spaces in Asian Cities: From Industrial Restructuring to the Cultural Turn*. New York and London: Routledge.

#### **3 MARCH // Tuesday 1-5 PM // Class 5: Remapping Cities Through Social Media + Class 6: Crossborder China**

Lecturer: Travis Bunt

Guest Lecturer: Danil Nagy, The Living

Presentation: Data-Mining the City

Initiated in conjunction with the Creative Cities project, Mr. Nagy has been pushing the boundaries of social-media data-mining and GIS mapping to create clearer pictures of how cities are truly being used, unearthing nodes of density, activity, and value invisible to traditional maps and existing market research techniques.

Presentation: Bi-City HKSZ

Re-examining the evolving relationship between Hong Kong and Shenzhen (economically, functionally, politically) and what it means for urban development on both sides of the border.

Required Reading: TBD

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#### ANTICIPATED TRAVEL SCHEDULE (TBC)

13 March	/ Friday		Fly to Hong Kong
15 March	Day 0 / Sunday	HK	Dinner with HK Alumni
16 March	Day 1 / Monday	HK	Hong Kong Tour / Developer Meetings
17 March	Day 2 / Tuesday	SZ	Projects and Urban Villages Tour with URBANUS
18 March	Day 3 / Wednesday	SZ	Shenzhen Developers Meetings
19 March	Day 4 / Thursday	BJ	Early flight to Beijing; Project Tours
20 March	Day 5 / Friday	BJ	Affordable Housing China Conference (TBC, Chuck Laven)
21 March	Day 6 / Saturday		Free Day (Instructor to Shanghai)
22 March	Day 7 / Sunday	SH	<i>Creative Park Tours, Shanghai</i> <b>(Optional)</b>
23 March	/ Monday		Students Fly back to NYC
24 March	/ Tuesday	NY	Classes Resume