

# SSWM2018

## WHAT

### SUMMER SCHOOL ON WORKPLACE MANAGEMENT

#### ORGANIZER & PARTNER

Gesti.tec Lab., Department of Architecture, Built environment, and Construction engineering, Politecnico di Milano  
International Workplace Studies Program, Cornell University

#### COORDINATORS

Prof. Andrea Ciaramella, Arch. Chiara Tagliaro, Politecnico di Milano  
Prof. Ying Hua, Cornell University

## WHEN

Monday 9 - Friday 20, JULY 2018

#### ACTIVITIES

1° week: Mon 9 - Fri 13 > theory & practice  
Weekend: Sat 14 - Sun 15 > learning trip to Venice at the Biennale  
2° week: Mon 16 - Fri 20 > theory and practice

#### KEY DATES

Application by Friday 25, May 2018 **POSTPONED to Fri 1 JUNE**

Communication of acceptance by Thursday 31, May 2018

Registration by Sunday 10, June 2018

## WHERE

Politecnico di Milano, piazza Leonardo da Vinci, Milan (ITALY)

#### INFO:

 [sswm-dabc@polimi.it](mailto:sswm-dabc@polimi.it)  
 <https://www.facebook.com/SSWM2018/>  
 <http://www.gestitec.polimi.it/it/formazione/corsi-di-aggiornamento/summer-school-on-workplace-management-sswm-2018>

## WHY

The course will train participants to:

Integrate different disciplines in a sound reasoning around the workplace;

Manage the planning, programming, and executing phases of a workplace change process;

Picture the future evolution of workplaces and its impact at the building and urban scale.

## WHO

People who will meet each other:

#### TARGET PARTICIPANTS

Undergraduate and graduate students who are interested in workplace strategies, workplace change management, and facility management. Students might want to integrate a deeper theoretical and practical understanding of the field in their thesis and prospective research.

Young practitioners and researchers (within 35 years old) who are currently working in the field of corporate real estate management, space planning, and related issues. Professionals might want to upgrade their skills in order to specialize further their careers.

#### PROFESSORS & RESEARCHERS INVOLVED IN THE PROGRAM

Rianne Appel-Meulenbroek, Eindhoven University of Technology, THE NETHERLANDS

Tamás Berky, Garapena Ltd, HUNGARY

Andrea Ciaramella, Politecnico di Milano, ITALY

Ying Hua, Cornell University, UNITED STATES

Ilaria Mariotti, Politecnico di Milano, ITALY

Ilaria Oberti, Politecnico di Milano, ITALY

Cristina Rossi-Lamastra, Politecnico di Milano, ITALY

Chiara Tagliaro, Politecnico di Milano, ITALY

Maria Pilar Vettori, Politecnico di Milano, ITALY



# LECTURERS' BIOSKETCH

**Rianne Appel-Meulenbroek**, THE NETHERLANDS  
Eindhoven University of Technology, Department of Architecture,  
Building and Planning



Assistant Professor in corporate real estate (CRE) and workplace, she focuses on 2 lines of research: 1) how CRE should be managed strategically and 2) how location, building and workspace design add value.

**Tamás Berky**, HUNGARY  
Garapena Ltd



His competences regard Human Resources Management, Training and Quality Management, and Facility Management. He works for offering professional support in international development (EuropeAid) projects.

**Andrea Ciaramella**, ITALY  
Politecnico di Milano, Department of Architecture, Built Environment  
and Construction Engineering



Associate Professor in Architectural Technology, he undertakes research in Asset, Property, Facility, and Building management, with particular attention to building performances and enhancement.

**Ying Hua**, UNITED STATES  
Cornell University, Department of Design and Environmental Analysis



Associate Professor at the College of Human Ecology, she has been conducting research on post-occupancy evaluation (POE); interaction between occupants, building systems, and building performance; and impact of workplace on behavioral and organizational outcomes.

**Ilaria Mariotti**, ITALY  
Politecnico di Milano, Department of Architecture and Urban Studies



Associate Professor of Applied Economics, her current research interests range from logistics, econometric analysis, regional economics, economic geography, and the effects of the new spaces for working on the economic and urban context.

**Ilaria Oberti**, ITALY  
Politecnico di Milano, Department of Architecture, Built Environment  
and Construction Engineering



Associate Professor in Architectural Technology, she focuses her teaching and research activities on construction materials and technologies, with a focus on ergonomics and its applications in the working environments.

**Cristina Rossi-Lamastra**, ITALY  
Politecnico di Milano, Department of Management, Economics and Industrial Engineering



Full professor in Business and Management Engineering, her research interests regard organizational studies and collaborative spaces as a new challenge for firms, accelerators, incubators, and research labs.

**Chiara Tagliaro**, ITALY  
Politecnico di Milano, Department of Architecture, Built Environment  
and Construction Engineering



PhD Student, her doctoral thesis focuses on Key Performance Indicators for designing, managing, and using the next-generation workspaces.

**Maria Pilar Vettori**, ITALY  
Politecnico di Milano, Department of Architecture, Built Environment  
and Construction Engineering



Full time researcher in the area of Architectural Technology, she undertakes teaching, and research activities in urban planning and architectural design, along with the development of projects of corporate office buildings.

Weekday	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		
Morning/Afternoon	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	
I WEEK	July 08		July 9		July 10		July 11		July 12		July 13		July 14		
Lecture - Exercise															
Workshop - Tutorship						A2A									
Tour - Visit							Microsoft			A2A					
Seminar - Conference				Intro											
Excursion								Milan			Milan				Venice
II WEEK	July 15		July 16		July 17		July 18		July 19		July 20		July 21		
Lecture - Exercise															
Workshop - Tutorship															
Tour - Visit															
Seminar - Conference															
Excursion	Milan														

# SCHEDULE





## TOUR - VISITS

### 1 A2A HEADQUARTERS

*Corso di Porta Vittoria, 4, 20122 Milano*



The building hosts the headquarters of the major utility company in Milan. The company aims at refurbishing one of their floors where to implement a new workplace model. SSWM participants will develop their project for this company

### 2 MICROSOFT HOUSE

*Viale Pasubio, 21, 20154 Milano*



Designed by Herzog & De Meuron and DEGW, this brand-new building is the headquarters of Microsoft Italy. It houses flexible workstations for the employees. A variety of collaborative spaces welcome visitors and external workers.

### 3 TALENT GARDEN CALABIANA

*Via Arcivescovo Calabiana, 6, 20139 Milano*



Talent Garden is the most successful co-working network in Europe. The company offers innovative workspaces and services to digital entrepreneurs and creative talents. Its Calabiana site hosts also event spaces and a swimming pool.

### 4 EXCELSIOR HOTEL GALLIA

*Piazza Duca d'Aosta, 9, 20124 Milano*



Gallia is a historical luxury hotel. Thanks to its strategic location next to Milan Central Station, it is a work and leisure location for many business men traveling back and forth. Its guests are provided with meeting rooms and workspaces.

## ADDITIONAL EXCURSIONS

### A GUCCI HUB (Piuarch)

*Via Mecenate, 79, 20138 Milano*



Ex-aeronautical factory, today Gucci Hub houses the brand's headquarters including a showroom, spaces for culture shows, graphical activities and photo studios.

### B FONDAZIONE PRADA + OSSERVATORIO (OMA)

*Largo Isarco, 2, 20139 + Corso Vittorio Emanuele II, 20121 Milano*

Both the projects for Fondazione Prada and Osservatorio embrace new architecture with the regeneration of historical sites. The two locations host permanent and temporary exhibitions.



### C CITY LIFE SHOPPING DISTRICT (Zaha Hadid Architects)

*Piazza Tre Torri, 1L, 20145 Milano*



City Life Shopping Districts integrates a new public park with indoor and outdoor piazzas, food hall, restaurants, cafes, shops and cinema as well as facilities for health and wellbeing.

### D BOSCO VERTICALE + GIARDINO D'INVERNO (Stefano Boeri)

*Via Pirelli, 33, 20124 Milano*

Vertical forest is a pair of award-winning residential towers that host 90 trees and over 2,000 plants. Beside it a new luxury housing estate is under construction with greenhouses and SPA.



## TRIP TO VENICE BIENNALE - ARCHITECTURE EXHIBITION



The 16th International Architecture Exhibition that will take place from May 26th to November 25th 2018 in the Giardini and the Arsenale, and around other venues in Venice. This edition is entitled *Freespace*.

*Freespace* addresses some of the issues faced in the context of SSWM18: <<*Freespace focuses on architecture's ability to provide free and additional spatial gifts to those who use it*>>.





# SSWM2018

## HOW

### FORMAT AND METHODS

The course discusses the workplace as an **interdisciplinary** area of research and work.

The course encompasses:

*\_Theoretical lessons* will include the following **topics**:

- The history of the workplace in the 20th century
- Organizational changes
- The role of Corporate Real Estate Management
- What workplaces look like nowadays: working everywhere
- Ergonomics in the workplace
- Facilities management: an evolving discipline
- Workplace strategies: how to think strategically
- The role of an architect in the project of a workplace
- The impact of the workplace at the urban scale
- Case studies: stories of change management.

*\_Field exploration* includes **visits** to three atypical workplaces:

- One corporate workplace
- One coworking space
- One third space as a workplace.

*\_Practical exercise* will be organized by simulating the encounter with a potential client, who asks for a workplace change. Students will build up interdisciplinary teams, and work on a **studio-like project** for developing the following themes:

- Evaluation of localization in the city context
- SWOT analysis of the existing space
- Creation of concept and the related communication strategies
- Reconfiguration of the spatial layout
- Organization of proximities and walking paths in the space
- Program of the move
- Plan of the preparatory change management strategy.

### ASSESSMENT

For course completion, participants need to be present in class during the lectures, attend the visits, and participate to the workshops.

At the end of the course the **best project** will be judged by a jury composed of professors from the Politecnico di Milano, from Cornell, and client representatives.

### COSTS (FEE)

*\_Students* from Politecnico di Milano: € 200.00

*\_Students* from other universities: € 400.00

*\_PhD students*, post-docs and researchers: € 550.00

*\_Practitioners*: € 700.00 (-15% discount for Milan Order of Architects)

Trip to Venice is included in the fee. Accommodation in Milan, and travel expenses to and from Milan are **not** included.

### CREDITS

*\_Practitioners* and researchers can gain training credits for the Milan Order of Architects.

*\_All participants* will be provided with a continuous training document.

### ADMISSION (min. 20 - max. 40 participants)

Applicants will be selected based on their:

*\_Short CV* (list only the experiences that are coherent with the topic of the course);

*\_Age* (priority is given to younger applicants).

### APPLICATION

Applications will be received by email at: [sswm-dabc@polimi.it](mailto:sswm-dabc@polimi.it)

*\_Email object*: "Application SSWM2018"

*\_Email attachment*: "CV Surname".



**POLITECNICO  
MILANO 1863**

DIPARTIMENTO DI ARCHITETTURA,  
INGEGNERIA DELLE COSTRUZIONI  
E AMBIENTE COSTRUITO



CONSTRUCTION  
INNOVATION AND  
SUSTAINABLE  
ENGINEERING