

S.S.W.M.# 2019

WHAT. 2-WEEK INTERNATIONAL AND INTERDISCIPLINARY WORKSHOP ON WORKPLACE MANAGEMENT

WHERE. Politecnico di Milano, Campus Colombo, Building 32.3, Via Colombo 40, 20133 Milano

WHEN. Monday 1 - Friday 12, JULY 2019

KEY DATES

- _Applications: From Monday, March 4 to **Sunday, May 5**
- _Communication of acceptance (all applicants will be notified): **Monday, May 6**
- _Registration due to: **Friday, May 10** (the link will be provided to the accepted candidates, together with the bank details to pay the fee).

WHY. The nature of work has been evolving recently, along with the way workspaces are used. This dynamic has major implications for workspace design and management that need to respond to new challenges. This course will assist students, practitioners and researchers to engage with these ongoing evolutions. Participants will learn 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.

COORDINATORS & ORGANIZERS

Andrea Ciaramella, *Politecnico di Milano*
Chiara Tagliaro, *Politecnico di Milano*
Ying Hua, *Cornell University*

LECTURERS

Rianne Appel-Meulenbroek, Tamás Berky, Lukas Windlinger, Eleanor Ratcliffe, Annette Kämpf-Dern, Ingrid Paoletti, Andrea Giglio, Maria Pilar Vettori.

TARGET PARTICIPANTS

- _Undergraduate and graduate students who are interested in workplace design, strategies, change management, and facility management.
- _Researchers who are investigating the social, economic and environmental impacts of the most recent workplace changes.
- _Young practitioners who are currently working in the field of corporate real estate management, space planning, and related themes.

INFO.



✉ sswm-dabc@polimi.it

📘 <https://www.facebook.com/SSWMPolimi/>

🌐 <https://www.rec.polimi.it/offerta-formativa>



LECTURERS' BIOSKETCH



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

He teaches Architectural Technology as an Associate Professor. He undertakes research in Asset, Property, Facility, and Building Management, with particular attention to building performance and enhancement, and the digitalization of real estate. He founded BraVe spinoff.



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; interaction between building occupants, systems, and performance; and the impact of workplace on behavioral and organizational outcomes.



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

She works in the Real Estate Center as a Postdoctoral Researcher, lecturer and consultant. Her research interests encompass KPIs for design, management and use of the workspace; gender differences in the workplace; next-generation workplaces; and workplace management education.



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

Assistant Professor in corporate real estate 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.



Ingrid Paoletti, ITALY
Politecnico di Milano, Department of Architecture, Built Environment and Construction Engineering

Associate Professor of Building Technology, she has been research associate at MIT during her phd studies on the topic of Innovative Building Envelopes. Currently she studies the acoustic performance of offices.



Tamás Berky, HUNGARY
Garapena Ltd

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



Eleanor Ratcliffe, UNITED KINGDOM
University of Surrey

Lecturer in Environmental Psychology, her research interests include the cognitive, emotional, and behavioural effects of interactions with the spaces around people, both built and natural.



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

Graduated from the Professional Degree Course Sustainable buildings and infrastructures (level II), he works as a Research Fellow on architectural acoustics. He is also specialized in computational design.



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, research and design activities in urban planning and architectural design, with a track-record on corporate buildings.



Annette Kämpf-Dern, GERMANY
Bauhaus-Universität Weimar

As a Professor for Sustainable Management in the Built Environment, she is launching an innovative master program in Real Estate and Leadership that stresses interdisciplinarity in the built environment.



Lukas Windlinger, SWITZERLAND
Zurich University of Applied Sciences

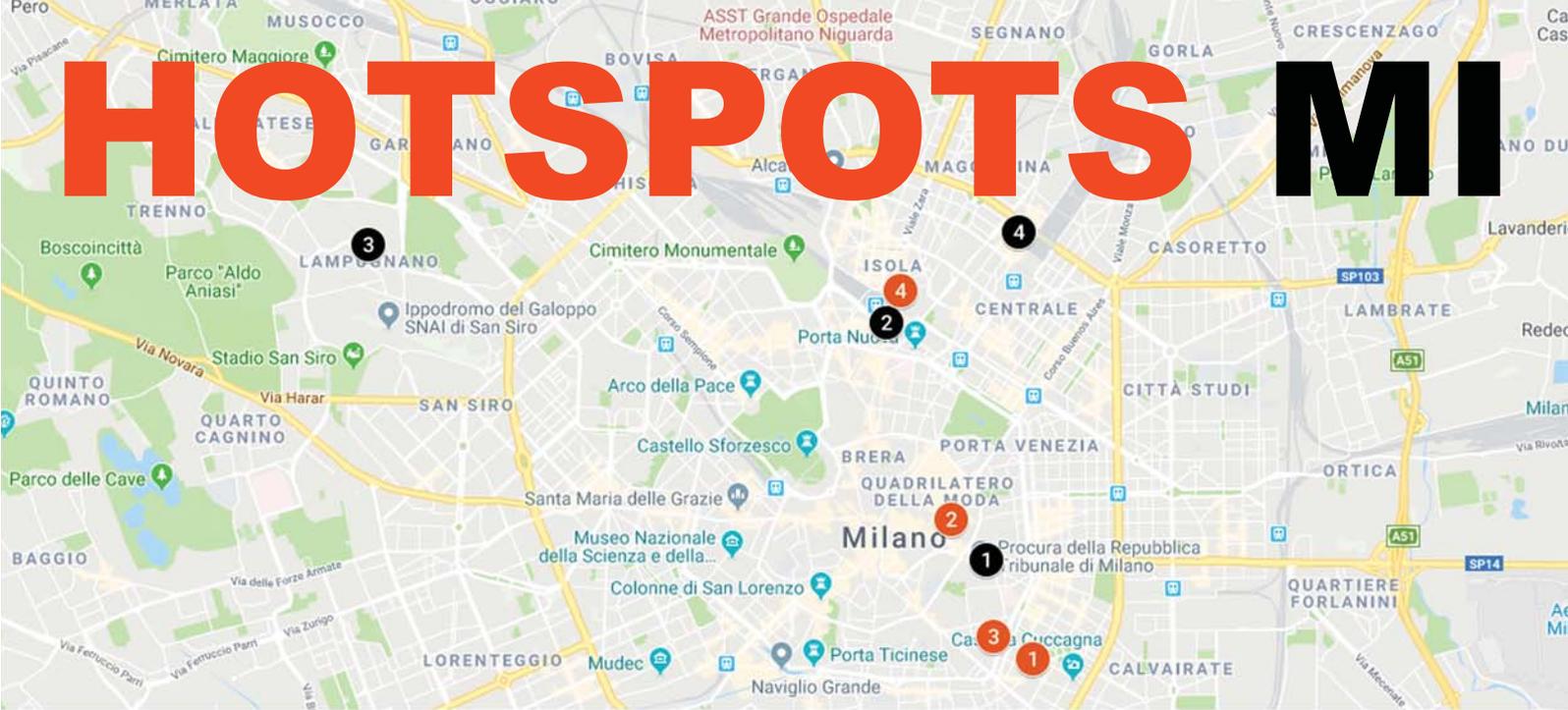
He undertakes R&D activities in: Workplace Management, Post-Occupancy Evaluation, Human-Environment Interaction, Facility Management; Organisational Psychology, and Environmental Psychology.

MAIN ACTIVITIES

Weekday	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Morning/Afternoon	June 30		July 1		July 2		July 3		July 4		July 5		July 6	
I WEEK														
Lecture - Exercise	/													
Workshop - Tutorship														
Tour - Visit							Unicredit		Copernico		A2A			
Seminar - Conference					Intro									
Excursion													Parma	
II WEEK	July 7		July 8		July 9		July 10		July 11		July 12		July 13	
Lecture - Exercise													/	
Workshop - Tutorship			Critique											
Tour - Visit														
Seminar - Conference			Erasmus+								Critique			
Excursion	Parma													

SCHEDULE

HOTSPOTS MI



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 wants to implement a new workplace model. SSWM participants will develop their project for this company in their historical premises, which is mainly organized with traditional work settings.

2 UNICREDIT TOWER

Piazza Gae Aulenti, 3, (Torre A) 20154 Milano



The biggest bank in Italy moved to the skyscraper designed by Cesar Pelli, in 2013. Beside representing an iconic landmark, in this building the company launched a new concept for work environments, emphasizing solutions that improve the well-being and work-life balance of employees.

3 UNICREDIT BUSINESS INTEGRATED SOLUTIONS

Via Livio Cambi, 1, 20151 Milano MI



Unicredit refurbished a hub in the outskirts of Milan to create smartworking solutions for its employees. The mix of open-plan operating environments and individual work settings has been well balanced to support different modes of work and meet a variety of needs.

4 COPERNICO CENTRALE A MILANO

Via Copernico, 38, 20125 Milano



Copernico Centrale is the first hub of a successful co-working space. The location offers innovative workspaces and services to numerous companies, self-entrepreneurs and creative talents. Its unique event space offers a diverse range of activities, which creates a vibrant atmosphere.

ADDITIONAL EXCURSIONS

1 TEATRO FRANCO PARENTI (Michele De Lucchi)

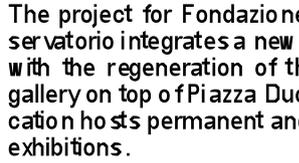
Via Pier Lombardo, 14, 20135 Milano MI



The theater was recently refurbished. Now the complex extends over 5,400 sqm hosting 8 different halls and spaces, including a welcoming foyer. Access to a wide external area expands the opportunities of multiple uses.

2 FONDAZIONE PRADA OSSERVATORIO (OMA)

Corso Vittorio Emanuele II, 20121 Milano



The project for Fondazione Prada Osservatorio integrates a new architecture with the regeneration of the historical gallery on top of Piazza Duomo. The location hosts permanent and temporary exhibitions.



3 BAGNI MISTERIOSI (Michele De Lucchi)

Via Carlo Botta, 18, 20135 Milano



The outdoor swimming pool has been renovated with its 9,600 sqm. Now it houses also an exhibition center, available for performances and shows. Terrace and a restaurant combine well with the architecture and uses of the baths.

4 COIMA HEADQUARTERS - PORTA NUOVA (Mario Cucinella)

Piazza Gae Aulenti, 12, 20154 Milano



Between piazza Gae Aulenti and the Porta Nuova Garden – Biblioteca degli Alberi, the new company's headquarters shows its human-centred soul through its architectural lines, but especially in its functional characteristics.



EXCURSION TO PARMA

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CHIESI PHARMACAUTICALS



Chiesi Pharmaceuticals is currently building a new headquarters in Parma, designed by Emilio Faroldi Associati (EFA). The architects will guide a tour at the site and describe the complex design process they adopted, including a post-occupancy evaluation of the old premises.

The tour encompasses the visit to both the existing research center and the headquarters under construction. Afterwards, a workshop will be hosted at EFA office in the city center to analyze strengths and weaknesses.



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HOW.

APPLICATION

Applications are open **until May 5th** on the REC website:

<https://www.rec.polimi.it/offerta-formativa/summer-school-on-workplace-management-sswm/>

ADMISSION (max 40 participants)

Applicants will be selected based on their:

- _Resumé (list only the experiences that are coherent with the topic of the course);
- _Age (priority is given to younger applicants).

CREDITS

- _Practitioners and researchers can gain CFP credits.
- _All participants will be provided with a continuous training certificate.

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 accredited architects).
Accommodation in Milan, and travel expenses to and from Milan are not included in the fee.

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 projects will be commented by a board composed of professors from Politecnico di Milano, from Cornell University, and client representatives.

FORMAT AND METHODS

The course discusses the workplace as an interdisciplinary area of research and practice.
The course encompasses:

_Theoretical lessons will include the following topics:

- The history of the workplace in the 20th century
- Trends and the future of work;
- Human-centered design;
- Organizational culture and values;
- Users preferences and needs;
- Corporate and workplace strategy;
- Workspace design history;
- Acoustics in the workspace;
- Change management;
- Workplace performance 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, in need for a workplace change to boost its business.

- Participants will create interdisciplinary teams, and work on a studio-like project to develop the following themes:
- Analysis of corporate mission and vision, and definition of a workplace policy;
 - Definition of needs and requirements on the basis of the ways of working;
 - Creation of a new workplace concept and identification of the main stakeholders;
 - SWOT analysis of the existing space;
 - Reconfiguration of the spatial layout, technologies and services;
 - Organization of proximities and navigation in the workspace;
 - Migration and change management;
 - Outline of a monitoring and evaluation program.



**POLITECNICO
MILANO 1863**

DIPARTIMENTO DI ARCHITETTURA,
INGEGNERIA DELLE COSTRUZIONI
E AMBIENTE COSTRUITO



CONSTRUCTION
INNOVATION AND
SUSTAINABLE
ENGINEERING