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ITSI project concluding event

Universität Basel

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21st century

Current systems of education were not designed to meet the challenges we now face. They were developed to meet the needs of a former age.

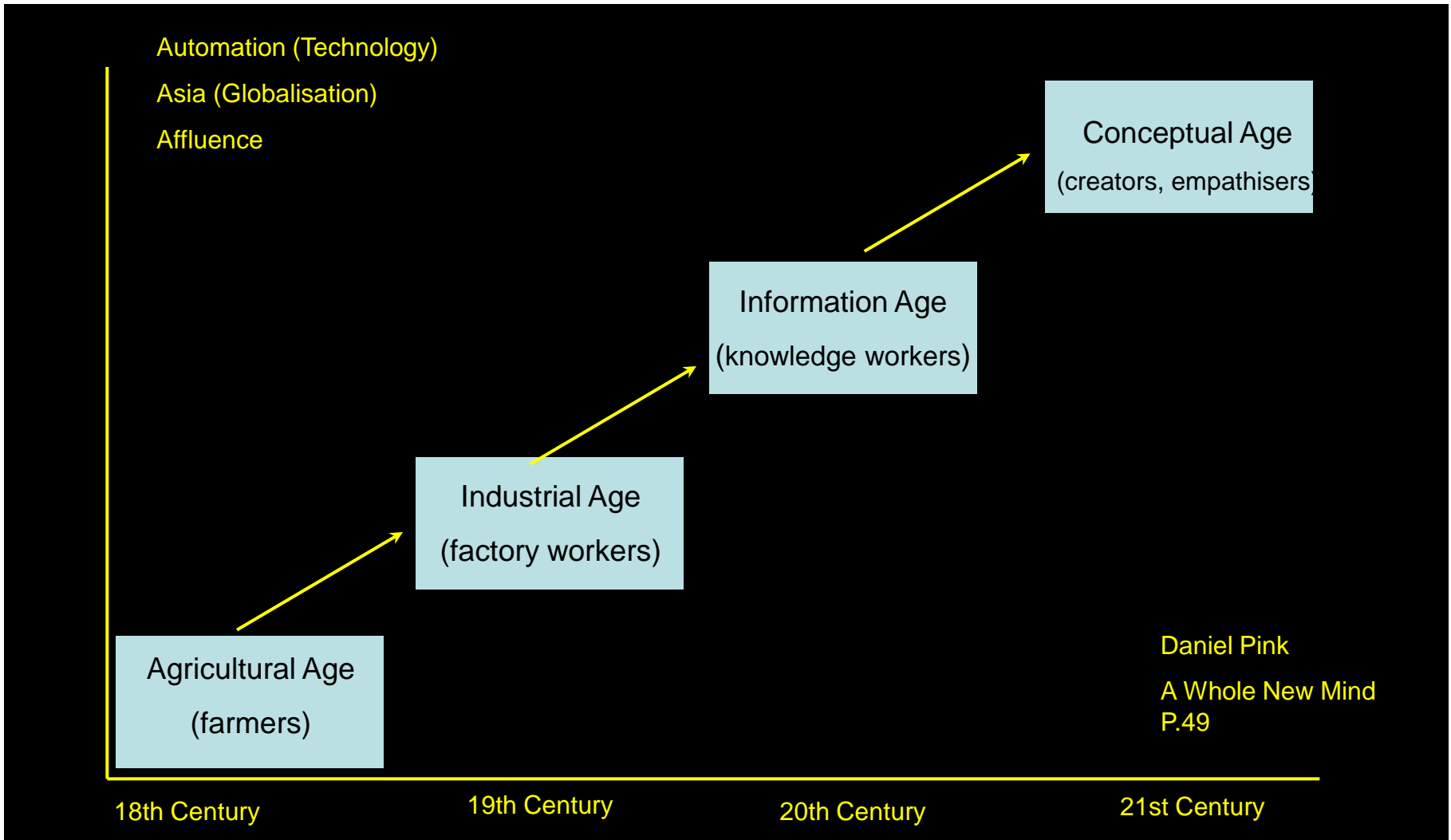
Reform is not enough: they need to be transformed

Sir Ken Robinson

21st century

There is, as yet,
no paradigm
for the 21st
Century
University

The new world



The currency of the new world

Imagination

creativity

Ideas and
Innovation

Unexpected events

The Black Swan

Nicholas Nassim Taleb

Be intuitive

The **intuitive mind** is a **sacred gift** and the **rational mind** is a **faithful servant**. We have created a **society** that **honours the servant and has forgotten the gift.**

Albert Einstein quoted in
My Organisation is a Jungle
Jef Staes

Be unhappy

The truly
successful
businessman is
essentially a
dissenter

J.Paul Getty

Be creative

At the **moment** any of us
set out to create
something new, we
cannot know if what we
are about to do **will work**
or not.

Ellen Langer
On Becoming an Artist 2005

Take risks

A **de-risked project** is going to be a **boring project**, a project that will deliver at best **mediocre results**

Alastair Dryburgh
Chief Contrarian
in Management Today Dec. 2010

Be Playful

It's never occurred to me that I can't
be playful.....

Twyla Tharp

The creative habit

Uncertainty

All buildings are predictions.
All predictions are wrong

But we can design buildings so that
it doesn't matter if they are wrong.

Stewart Brand
How Buildings Learn
What happens to them after they're built

Welcome inexperience

Inexperience provides us with a childlike **fearlessness** that is the polar **opposite** of the alleged **wisdom** that age confers on us. **Inexperience erases fear.....**

Twyla Tharp
The creative habit

Welcome inexperience

All our decisions are made in **ignorance**. If we knew what to do, we would just do it. That is, we would not be faced with a decision in the first place. The problem is not not knowing; rather, **the problem is thinking we should know.**

Ellen Langer
On Becoming an Artist 2002

Think Technology

Technology
is only technology
for people who were born
before it was invented

Alan Kay

(in Don Tapscott – Grown up Digital)

Think Technology

That's why **WE** don't argue
about whether the piano is
corrupting music with
technology

Seymour Papert

Think Technology

The next stage of technological investment must be more strategic. The sector currently lacks a coherent narrative of how institutions will look in the future and the role of technology in the transition to a wider learning and research culture.

The Edgeless University - Demos/Jisc
June 2009

Be open to new ideas

According to research at Cambridge University it doesn't matter what order the letters are in a word. Only the first and the last matter the rest can be a total mess. This is because the human mind does not read every letter - only the first and the last. Amazing really.



Imagining change

“Most people’s **expectation**
of the **future** is that the
current pace will continue,
despite the fact that the
power of technology is
doubling every year”

Ray Kurzweil

The importance of education

**only education is capable
of saving our societies
from possible collapse,
whether violent or gradual**

Jean Piaget

The importance of education

**Civilization is a
race between
education
and
catastrophe**

H.G. Wells

Ask BIG questions

Can we make a better
education system?

ITSI themes

Flexibility
Learning Culture
Students Staff
Diversity Consultation
Strategy Evaluation

Strategic stance

The Creative World View

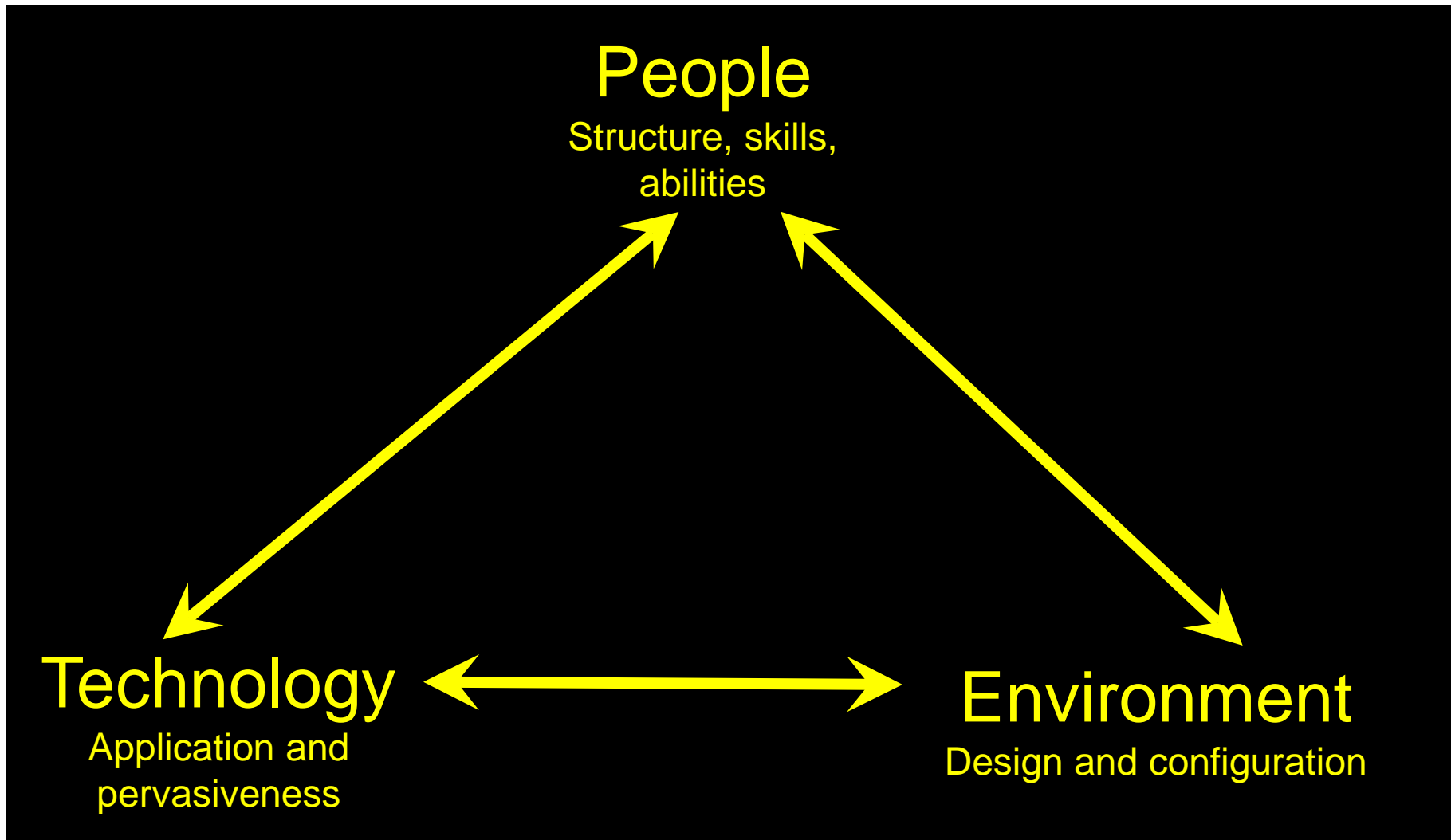
..the reference point is the future, not the past. We don't need to fall back on the past for our decisions.

Choices are based on alignment with our purpose and our vision for a different world.

George Land & Beth Jarman
Breakpoint and Beyond p.166



Strategy



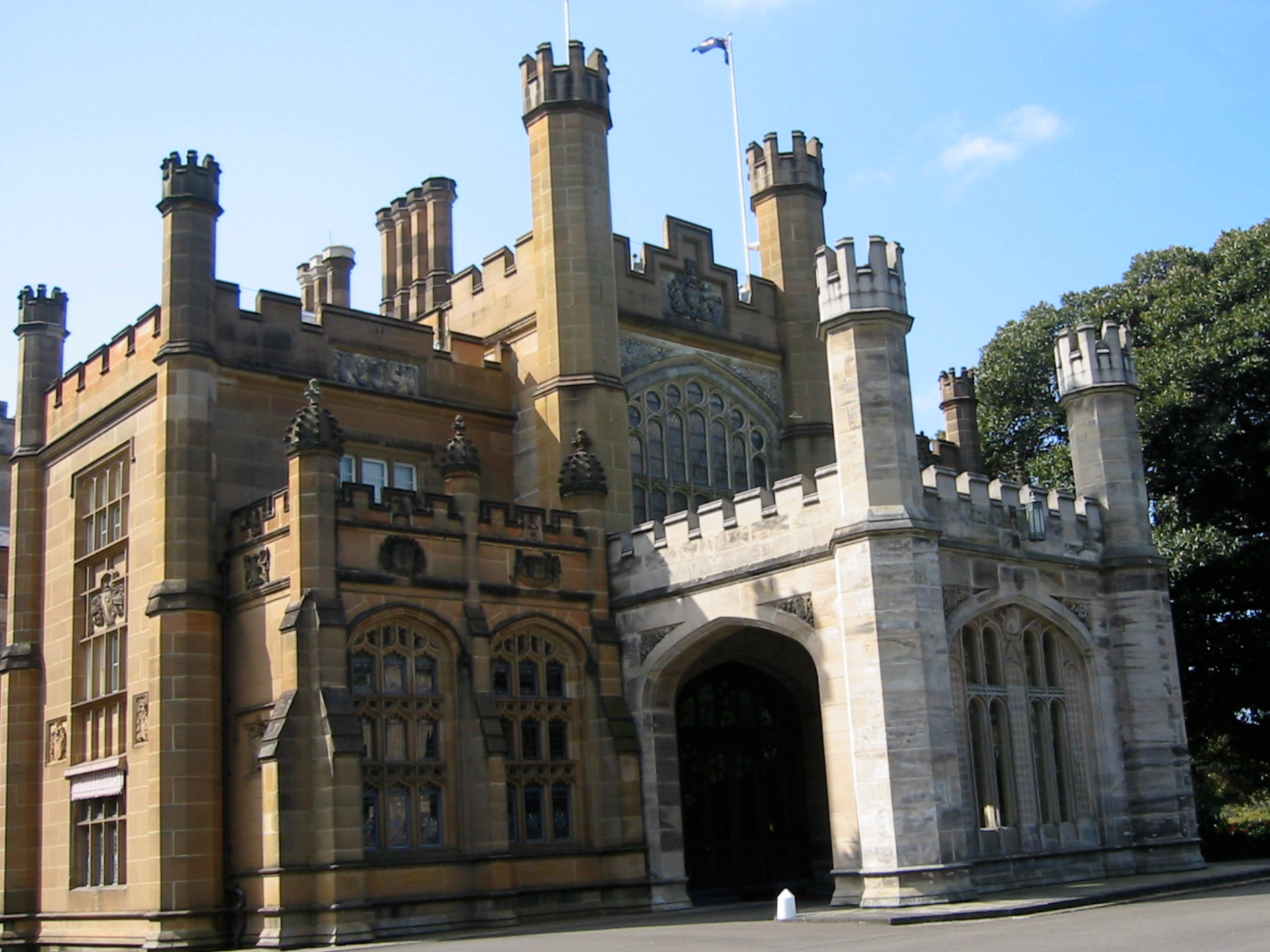
SYNERGY:

strategy for people, technology and the campus environment

Be Imaginative

Imagine... a world in which everyone achieves their full educational potential, where academic and vocational achievement has equal value, and where experiential learning enables **everyone** to continually **develop** their knowledge and skills **throughout their life.**













Students (Staff) – P1 to 5

They're natural collaborators,
who enjoy a conversation
not a lecture

Don Tapscott

Grown Up Digital 2009

Students P1 to 5

The **NetGen** want
entertainment and **play** in
their **work education** and
social life

Don Tapscott – Grown Up Digital

Students (Staff) P1 to 5

Creative Professionals

- management
- Business and financial
- legal
- healthcare practitioners
and technical
- high end sales and
sales management

Super creative core

- computer and mathematical
- architecture and engineering
- life, physical, and social science
- education, training, and library jobs
- arts, design, entertainment, sports
and media

Richard Florida

The Rise of the Creative Class (p.328)

Students (Staff) P1 to 5

“Experiences are replacing goods and services because they stimulate our creative faculties and enhance our creative capacities. This active, experiential lifestyle is spreading and becoming more prevalent in society...”

Richard Florida

The Rise of the Creative Class
(p.168)

Students (Staff) – P 1 to 5

“The death-of-place prognostications simply do not square with the countless people I have interviewed, the focus groups I’ve observed, and the statistical research I’ve done. Place and community are more critical factors than ever before... the economy itself increasingly takes form around real concentrations of people in real places”

Richard Florida

The Rise of the Creative Class
(p.187)

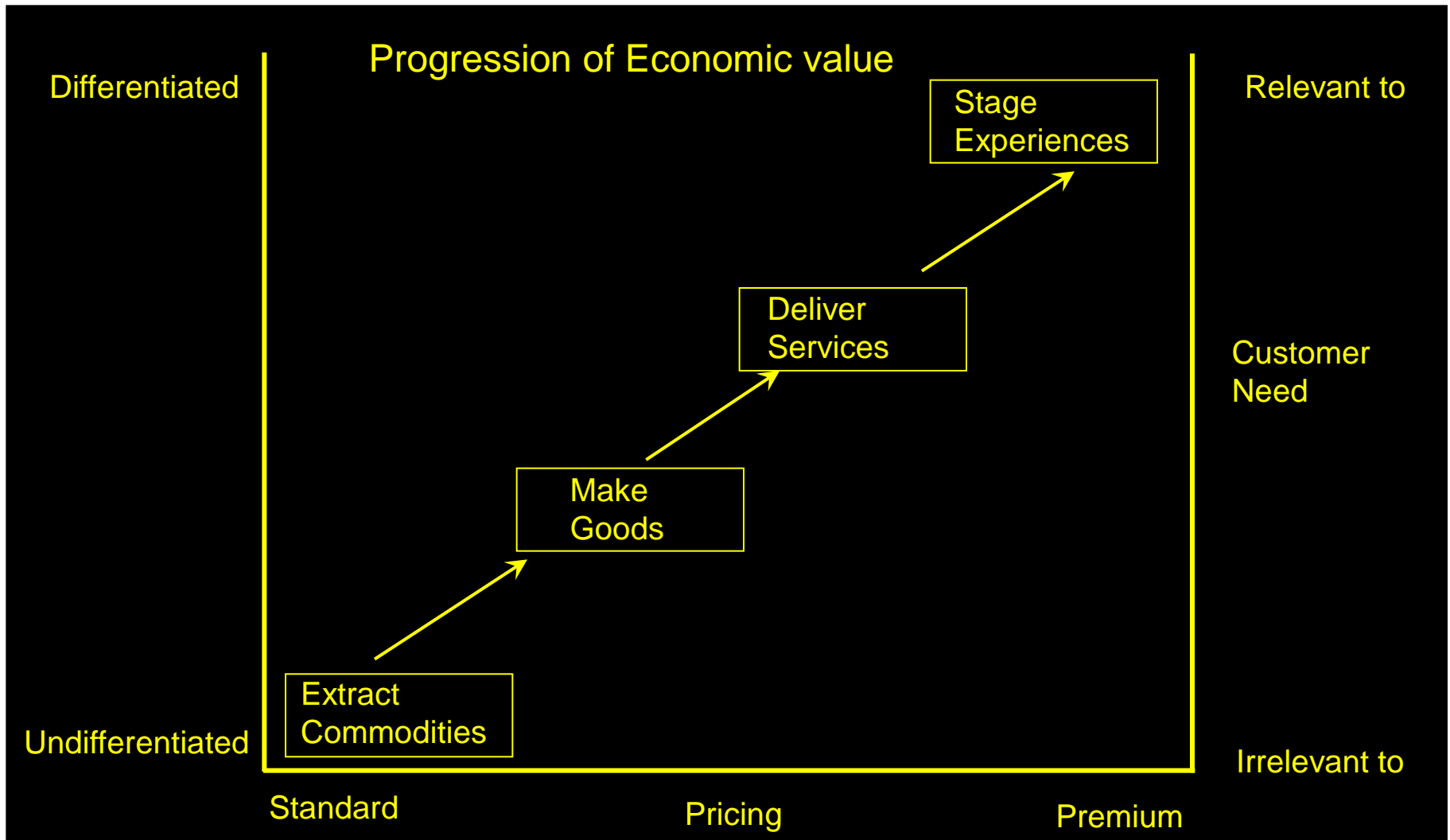
Experiences

“The best things in
life are not things”

Pine and Gilmore

The Experience Economy p.20

The Experience Economy



Spaces can make us happier..

“the way **people feel** and **behave** while studying or working **within buildings** is linked to their **overall satisfaction** rates and **level of happiness**”

The Value of Good Building Design
in Higher Education
CABE March 2005

By speaking to us...

“.. John Ruskin proposed that we seek two things of our buildings. We want them to **shelter us**. And we want them - to **speak to US** of whatever we find important and need to be reminded of.”

Alain De Botton
The Architecture of Happiness p.62

Environmental impact...

“Belief in the significance of architecture is premised on the notion that **We are**, for better or worse, **different people in different places** - and on the conviction that it is **architecture’s task** to render vivid to us **who we might really be.**”

Alain De Botton
The Architecture of Happiness

p.13

With subtlety....

“...seemingly trivial things in our environment may be influencing our behaviour, dormant goals are triggered without our even realising it.”

Fine – A mind of its own,

How your brain distorts and deceives 2007

And emotion

“...not only are **emotions** important as **drivers and barriers to learning** but that they are present **all the time, connected to our behaviours and transient - continuously dynamically changing**

Jensen – Brain based teaching 2005

and with remarkable effects....

The
environment
can make you
younger

It's not optional....

Whatever
environment we
create.... it has
emotional effects

21st Century Learning Space

In short the design of our learning spaces should become a physical representation of the institution's vision and strategy for learning -

responsive, inclusive, and supportive of attainment by all

JISC - Designing Spaces for Effective Learning

Learning – P1 and 5

“Play will be to the 21st century what work was to the last 300 years of industrial society - our dominant way of knowing, doing and creating value”

Pat Kane - The Play Ethic

Conversational learning?

“All learning starts with
conversation”

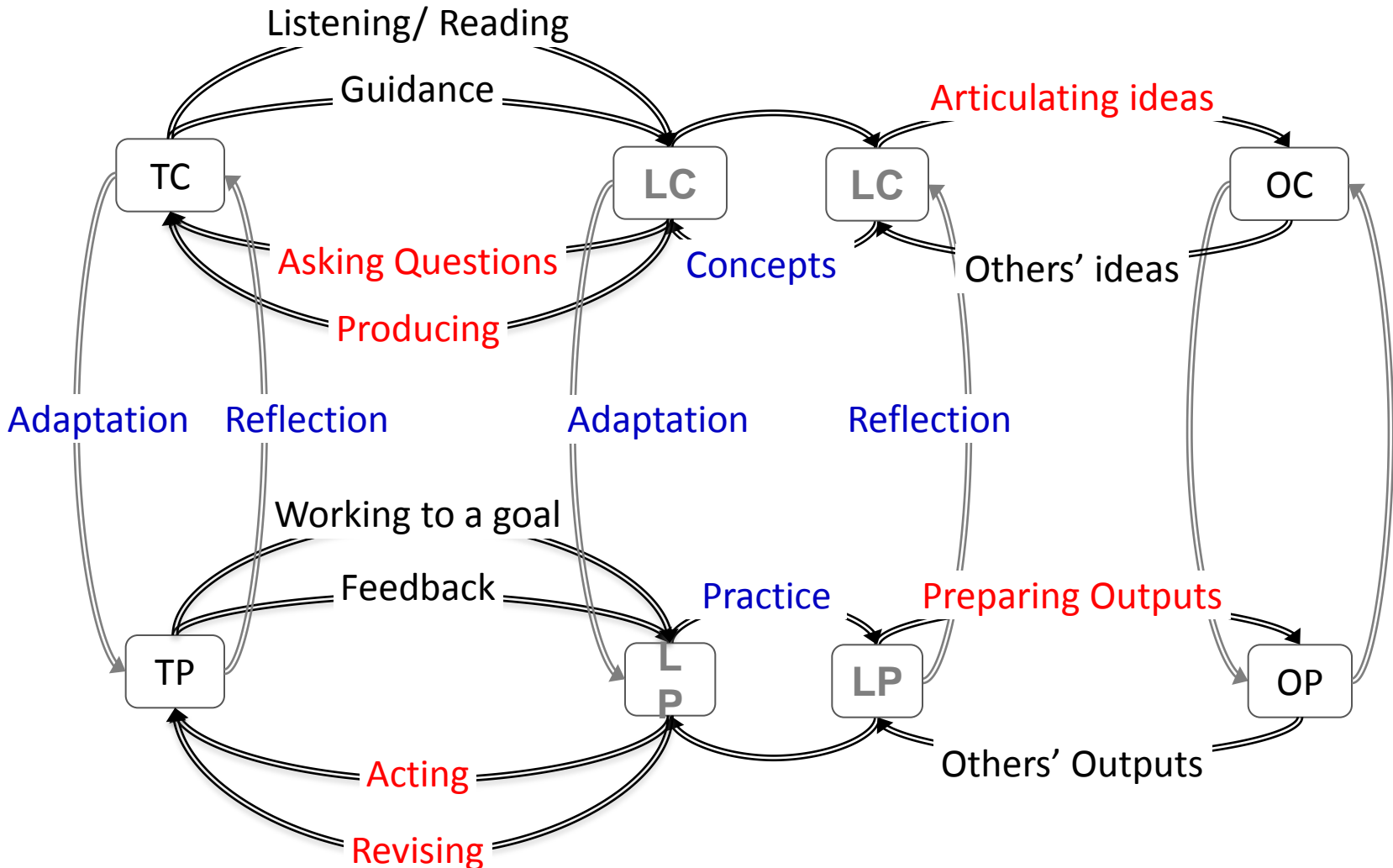
John Seely Brown

Conversation=thinking

When I was a kid growing up in Far Rockaway, I had a friend named Bernie Walker. We both had “labs” at home, and we would do various “experiments”. One time, we were discussing something - we must have been 11 or 12 at the time - and I said, “But thinking is nothing but talking to yourself inside.

Richard P. Feynman
The Pleasure of Finding Things Out p.217

The Conversational Framework: Instructionism + Social Constructivism + Constructionism + Situated Learning



Informal settings are powerful....

“To scholars, both of the arts and sciences, coffee-houses became one of the most significant locations for debate and the exchange of ideas, evolving into an important research tool, somewhere between a peer review system, an encyclopedia, a research centre and a symposium.”

Ellis M, *The Coffee House, A Cultural History*, Orion Books (2004)

Informal settings are powerful....

The **Medici Effect** is the
'breakthrough insights [that
occur] at the **intersection of**
ideas, concepts and
cultures'.

Frans Johanssen
The Medici Effect

Informal settings are powerful....

...you should **choose** to have more
diversity in the **people** and
world views you **interact with**

Steve Johnson
Where Good Ideas Come From

Key Ideas

Open Flexible (Agile) Space

Key Ideas



How are we shaping the future? – On the way to the campus of tomorrow



Key Ideas

Open Flexible (Agile) Space
Semi private space

Key Ideas



How are we shaping the future? – On the way to the campus of tomorrow



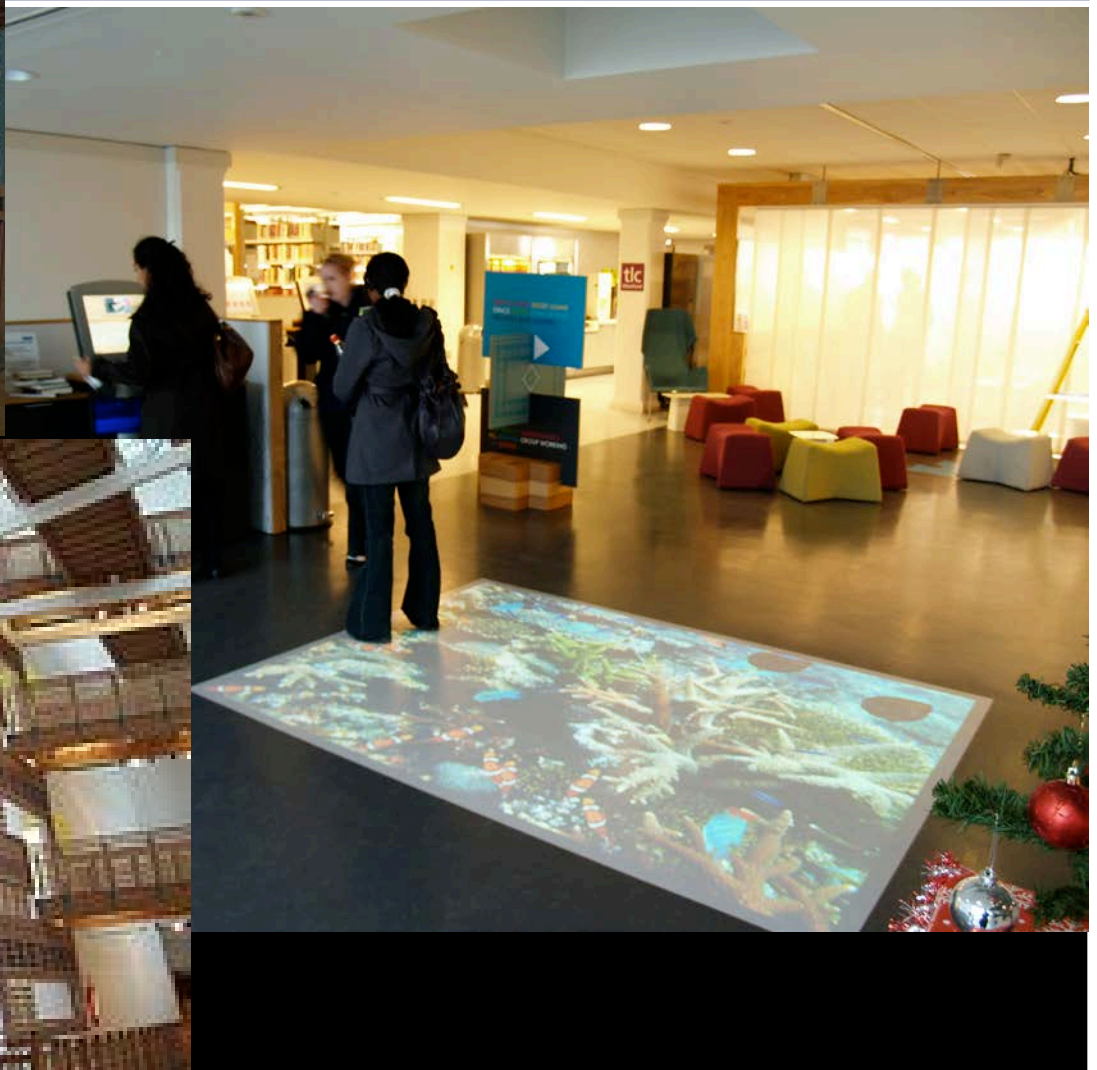
Key Ideas

Open Flexible (Agile) Space

Semi private space

Interior Design – not architecture

Key Ideas



How are we shaping the future? – On the way to the campus of tomorrow



Key Ideas

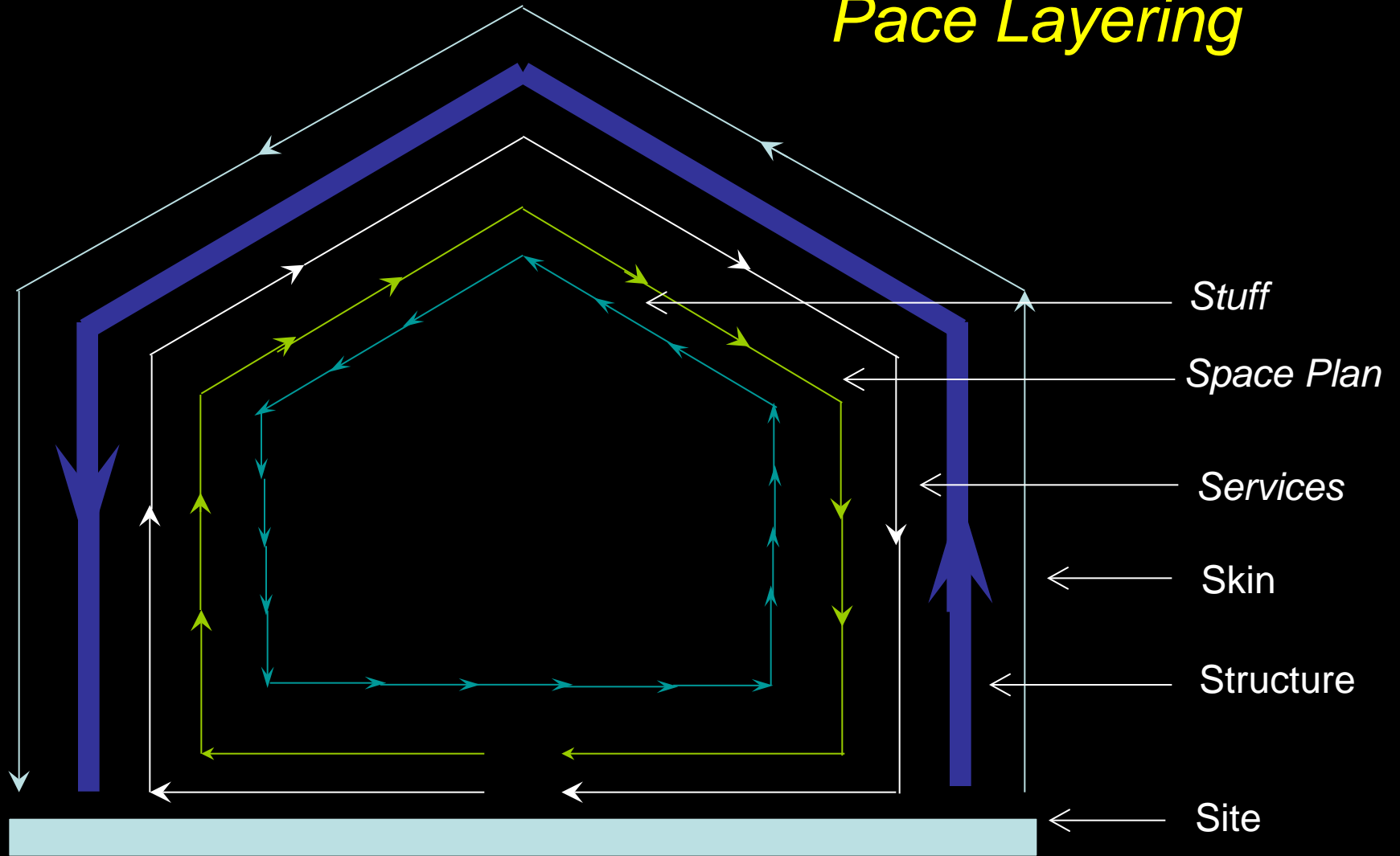
Open Flexible (Agile) Space

Semi private space

Interior Design – not architecture

Pace layering


Pace Layering



Signage - P 6



Absolutely
NO
Cell-Phones
Eating
Or
Drinking
In The
Library Thank You!



WARNING!
Any Library user found eating or drinking
in the Library will be **BANNED**
from using the Library.

Opportunities

Managing the **learning landscape**

Real time evaluation

Experiment – pop ups and mash ups

Partner

It's great

is it the Students' Union?

It's one of the **best-loved** and most
used landmark buildings on any
UK campus ...the **£23 million**
Saltire Centre rewrote the
design book for academic
libraries

Guardian 22/04/08

What makes a
good building
is not the
architecture....

It's the ideas in
the building

Creating Places

From **space** to **Place**

It is a “Third Place” for our users

“Third places are neither home nor work - the ‘first two’ places - but venues like coffee shops, bookstores and cafes in which we find less formal acquaintances.

These comprise ‘the heart of a community’s social vitality’ where people go for good company and lively conversation”

Richard Florida - The Rise of the Creative Class

Ray Oldenberg - A Great Good Place

Christian Mikunda - Brand Lands, Hot Spots and Cools Spaces - Welcome to the 3rd Place

Pat Kane - The Play Ethic

Robert Putnam - Better Together - Restoring the American Community

Strategy- the whole story

Strategy has to be about:

1. Being alert to change

(Anticipation)

2. Seeing opportunities to offer something different and new

(Insight)

3. Dreaming up new ways of doing it

(Imagination)

4. Doing it consistently and to the highest standards

(Execution)

Tony Manning
Making Sense of Strategy p.14

We create the future

Imagination is more important than knowledge

Albert Einstein (1879 - 1955)

Everything you can imagine is real

Pablo Picasso (1881 - 1973)

There is only one admirable form of the imagination: the imagination that is so intense that it creates a new reality, that it makes things happen.

Sean O'Faolain (1900 - 1991)

On Campus space

If you can **design** the **physical space**, the **social space** and the **information space** together to enhance **collaborative learning**, then that whole milieu **turns into a learning technology**. People just **love working there** and they start **learning with and from each other**.

John Seely Brown
former chief scientist, Xerox Corporation

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