The living campus requires a communicative approach, as the university gets related to different stakeholders. The urban game is to stimulate the planning process, and come up with a most preferable ('winning') proposal for each of the three scales that are addressed: campus, city, and region.

Every game is played by four teams, representing the main stakeholders. They define their own position by using the 'programmatic icons' that represent different physical programs. By placing the icons on the board, and through their territorial positioning of the program, teams present their ideal vision.

During a communication process, teams have set priorities and defended their concept using 'stakeholder powers'. This results in the identification of shared ambitions.

The regional scale addresses the territory of The Hague, Leiden, Delft, and Rotterdam. The city scale integrates the city of Delft. The campus scale deals with the territory of the TU Delft Campus.

This requires a communicative attitude, as different stakeholders interact and negotiate their vision of the future. Through serious gaming as a method for collaborative decision making, a shared ambition for the sustainable knowledge region can be identified and pursued.

**AMBICTIONS**

**CAMPUS**
- Making a Living Campus: New Working and Learning Environment

**CITY**
- Integrate the Campus with the City by New Station Redevelopment

**REGION**
- Wider Profile through Collaboration

**PROCESS**

**CAMPUS GAME**
- Round 1: Locating Program
- Round 2: Negotiating and Voting
- Round 3: Identifying Shared Ambitions

**CITY GAME**

**REGION GAME**

**ESTABLISHING A SUSTAINABLE KNOWLEDGE REGION REQUIRES A COMMUNICATIVE ATTITUDE**

**SUMMARY**

The living campus requires a communicative approach, as the university gets related to different stakeholders. The urban game is to stimulate the planning process, and come up with a most preferable proposal for each of the three scales that are addressed: campus, city, and region.

**RESULTS**

**CAMPUS MAP**

**CITY MAP**

**REGION MAP**

**MAKING A LIVING CAMPUS: NEW WORKING AND LEARNING ENVIRONMENT**

**INTEGRATE THE CAMPUS WITH THE CITY BY NEW STATION REDEVELOPMENT**

**WIDER PROFILE THROUGH COLLABORATION**

**SHARED AMBITION: CENTRAL SPACE TO DEVELOP**

**SHARED AMBITION: SECOND ENTRANCE TO THE CAMPUS**

**SHARED AMBITION: DELFT NEEDS TO BE INTENSIFIED**