

SERIOUS GAMING AS A METHOD FOR COLLABORATIVE DECISION MAKING

Frank van der Hoeven, Milena Ivkovic, Eranda Janku
Michiel Van Driessche, Flavia Gwiza, Renelle Sarjeant

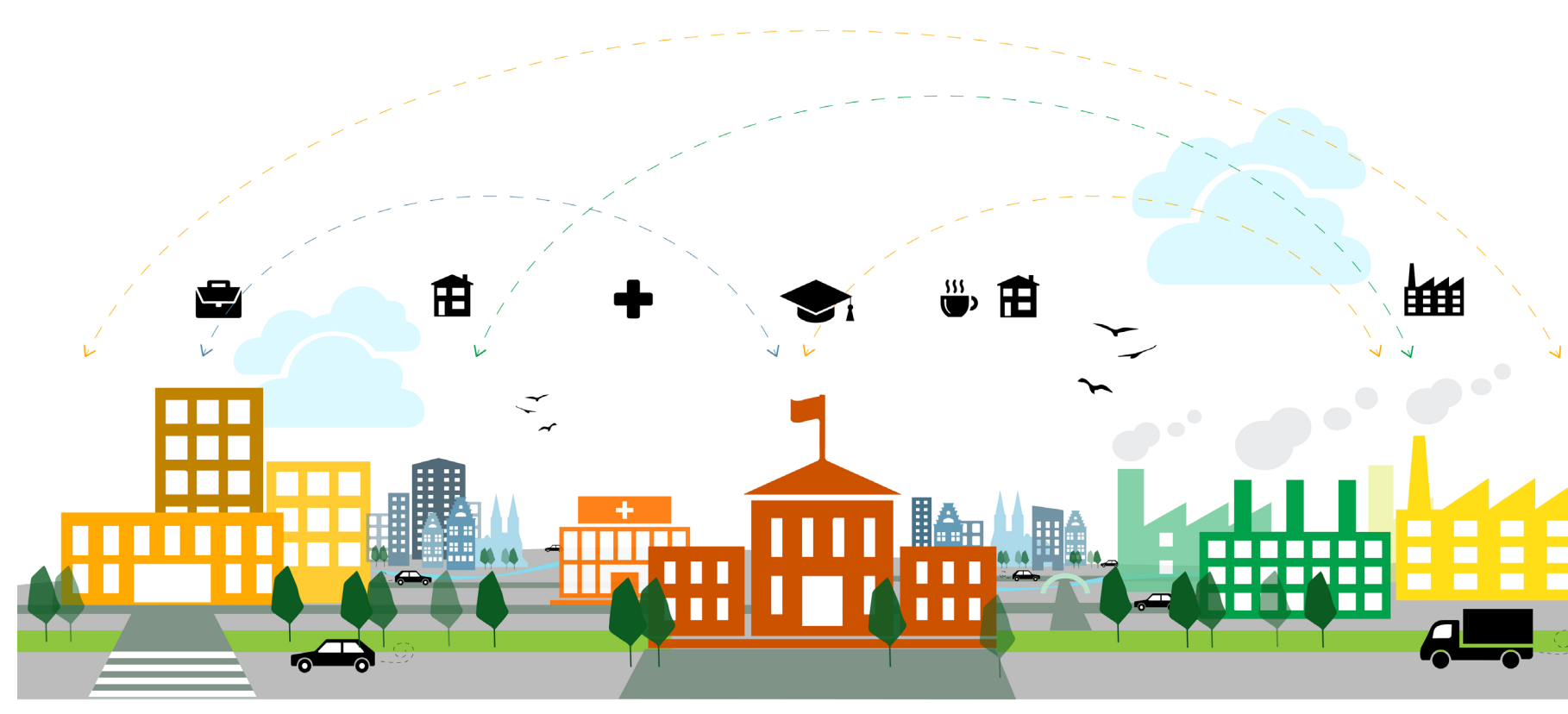
AMBITIONS

CAMPUS



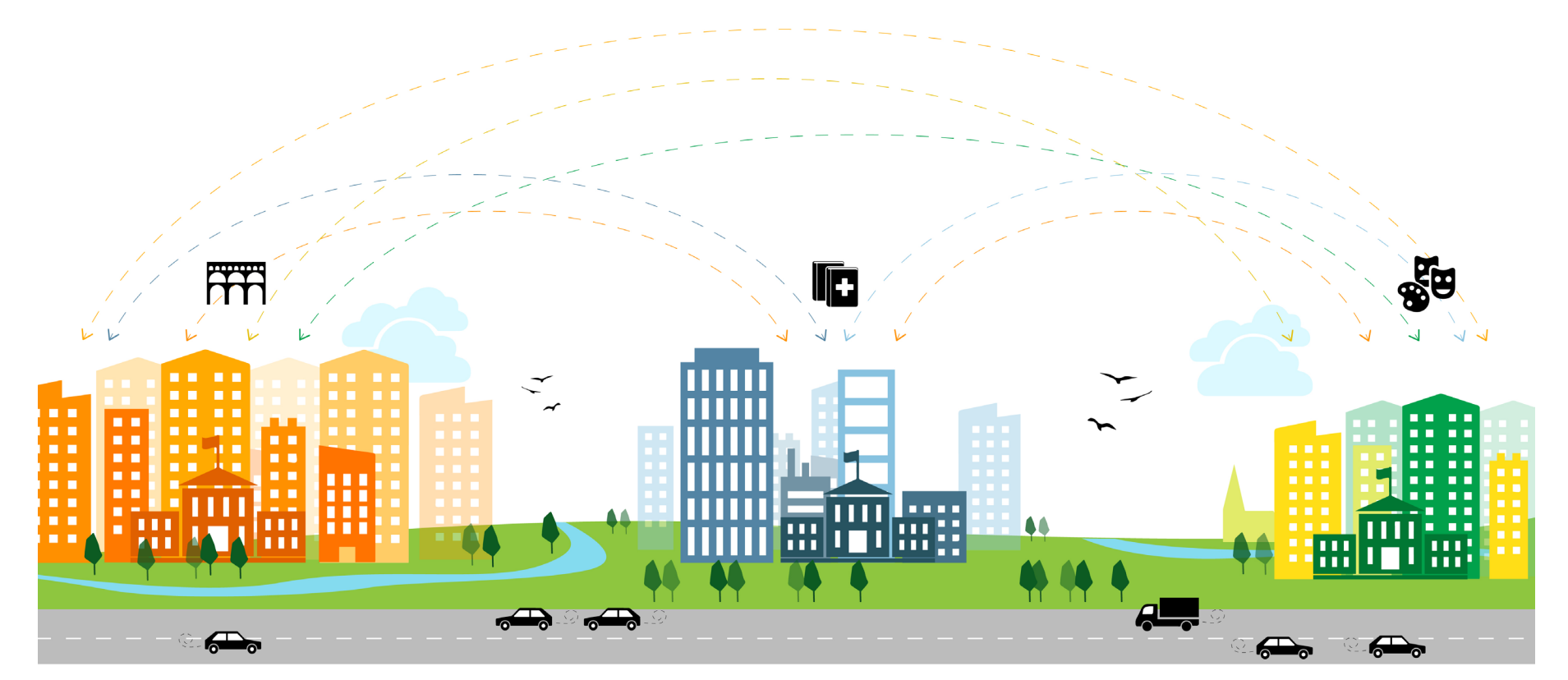
MAKING A LIVING CAMPUS:
NEW WORKING AND LEARNING ENVIRONMENT

CITY



INTEGRATE THE CAMPUS WITH THE CITY
BY NEW STATION REDEVELOPMENT

REGION



WIDER PROFILE
THROUGH COLLABORATION

PROCESS

ESTABLISHING A SUSTAINABLE KNOWLEDGE REGION REQUIRES A COMMUNICATIVE ATTITUDE

CAMPUS GAME

ROUND 1: LOCATING PROGRAM



ROUND 2: NEGOTIATING AND VOTING



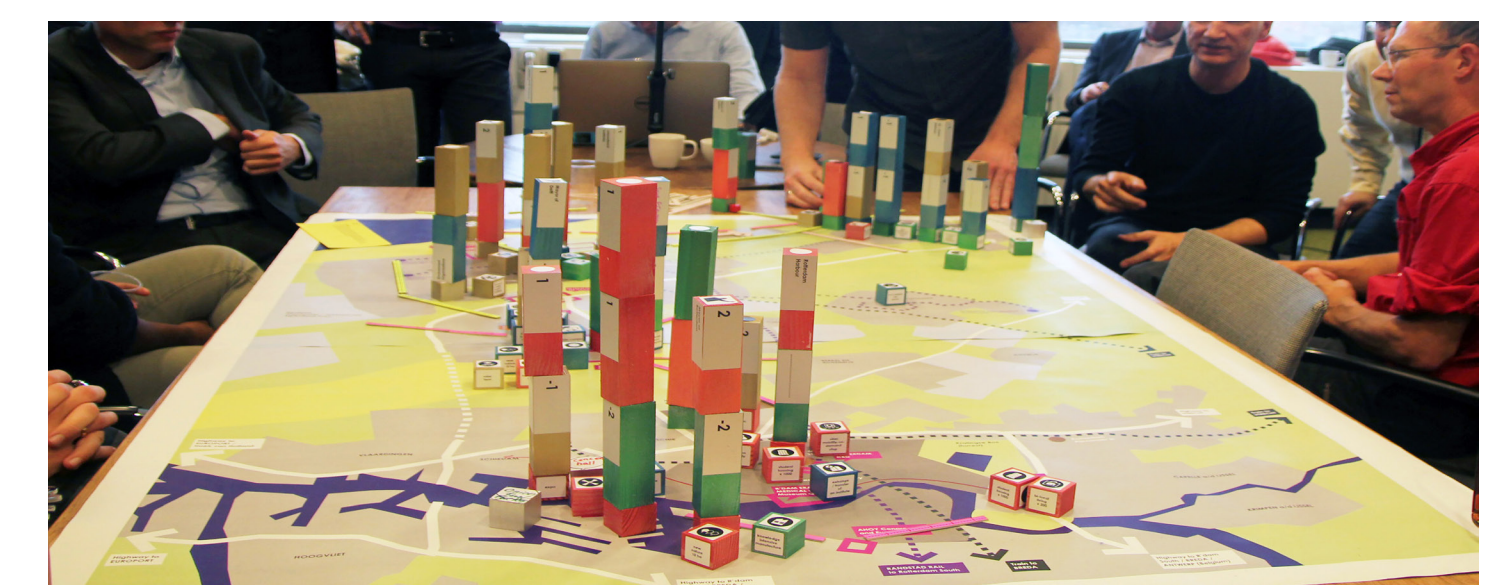
ROUND 3: IDENTIFYING SHARED AMBITIONS



CITY GAME



REGION GAME



SUMMARY

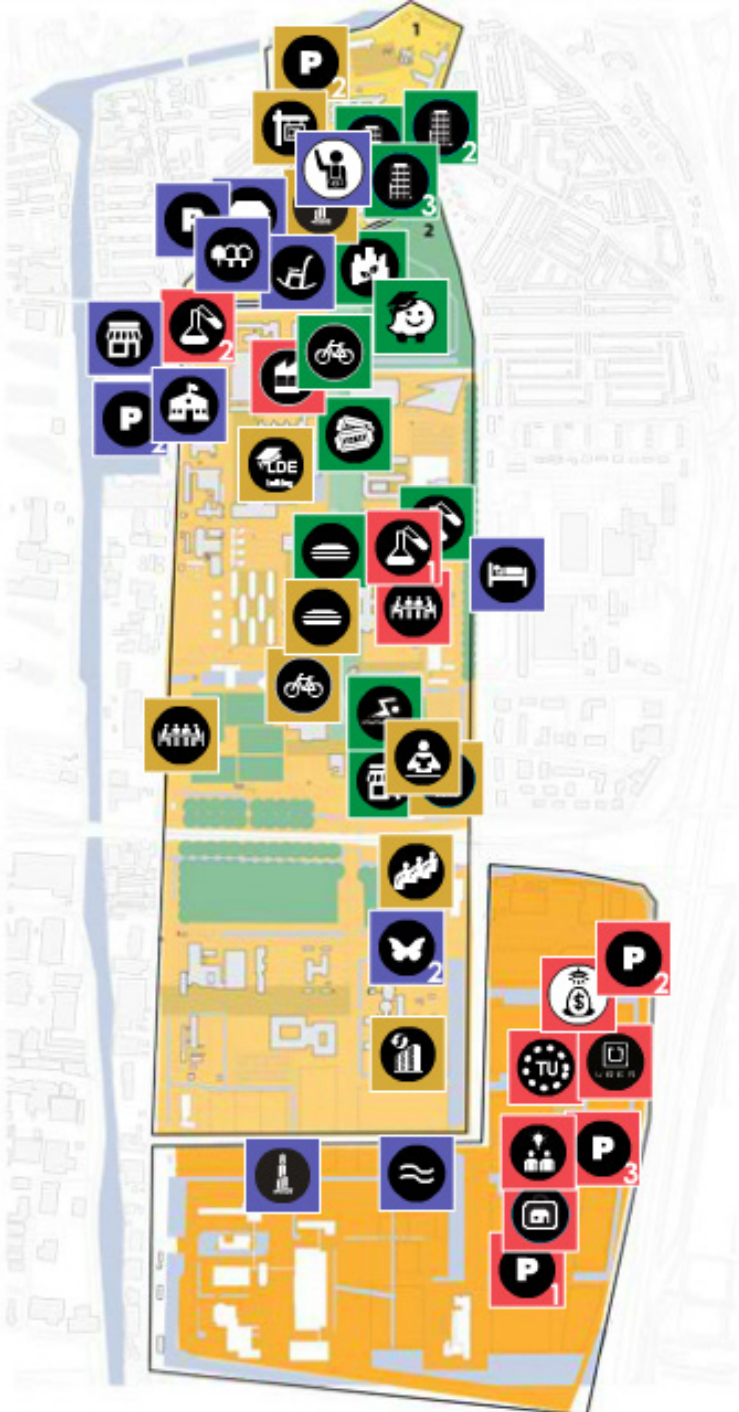
The living campus requires a communicative approach, as the university gets related to different stakeholders. The urban game is to stimulate the planning process, and come up with a most preferable ('winning') proposal for each of the three scales that are addressed: campus, city and region. The regional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

RESULTS

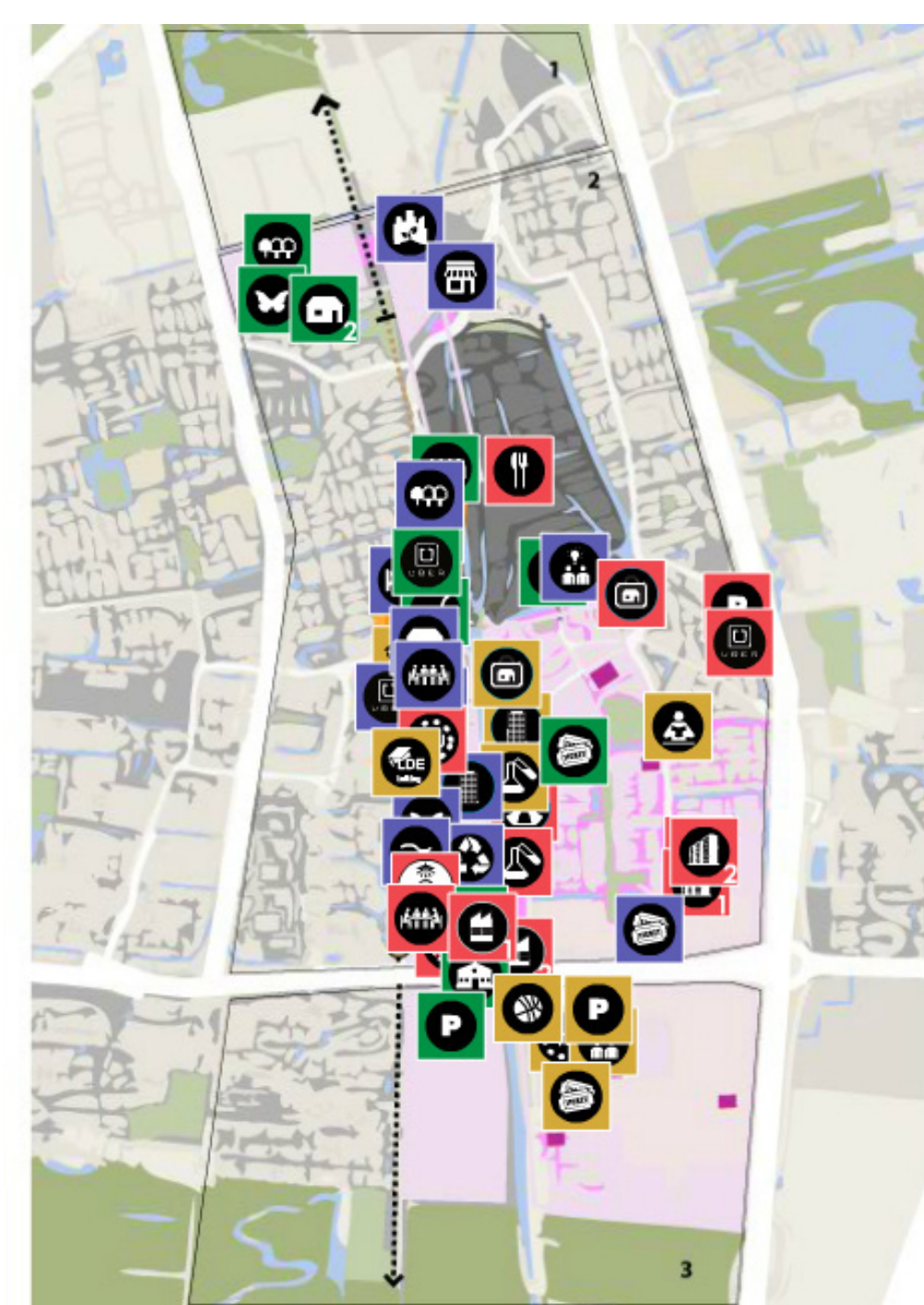
CAMPUS MAP



12	12	11	11
MUNICIPALITY	BUSINESS	INHABITANTS	ACADEMIA

SHARED AMBITION:
CENTRAL SPACE
TO DEVELOP

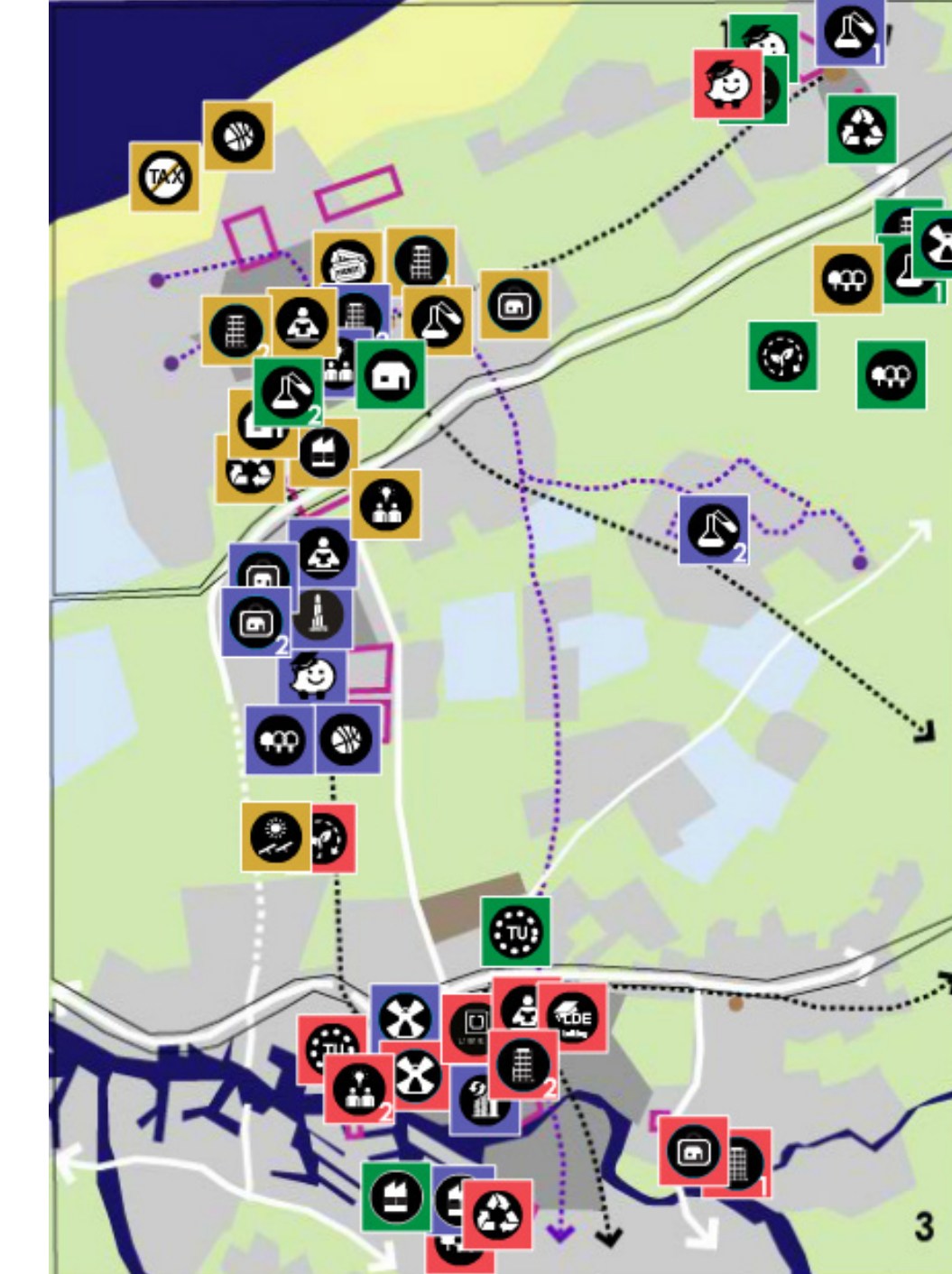
CITY MAP



15	12	11	11
BUSINESS	INHABITANTS	MUNICIPALITY	ACADEMIA

SHARED AMBITION:
SECOND ENTRANCE TO
THE CAMPUS

REGION MAP



14	14	13	12
DELFT	THE HAGUE	ROTTERDAM	LEIDEN

SHARED AMBITION:
DELFT NEEDS TO BE
INTENSIFIED