

campusTM

project

**BRINGING TOGETHER
EDUCATION, WELLNESS
AND CULTURE**



**creating a community of
communities**

not one, but many — overlapping

Communities that rarely cross paths come together here. Creativity meets technology, craft meets science, entrepreneurs meet artists. The overlap is where new ideas begin.



CREATIVITY

space for people to create



space for art

Studios and exhibition spaces for painters, sculptors, photographers, ceramicists and other visual artists.

Artist residencies, creative retreats and live/work studios for longer stays.

space for making

Makerspaces with CNC machining, laser cutting and 3D printing for designers, builders and craftspeople developing furniture, products, prototypes and buildings.

Hands-on courses, apprenticeships and project space for longer-term work.





space for production

Audio-visual studios, edit suites and rehearsal rooms for filmmakers, musicians, podcasters and performers.

Production courses, creator residencies and long-term studio hire.



space for productivity

Academic and coworking space — classrooms, lecture halls, shared and private offices for entrepreneurs, researchers, students and remote teams.

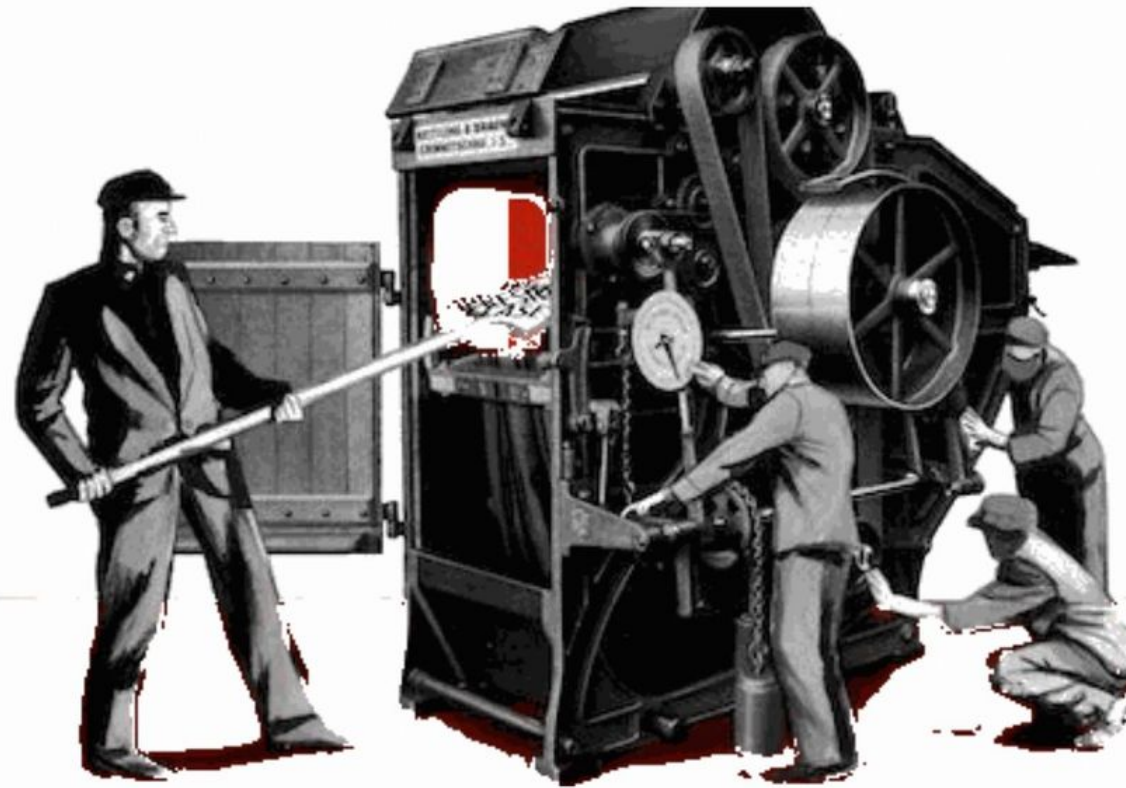
Courses, leadership programmes and company retreats.



A black and white photograph showing a large, diverse crowd of people of various ages and ethnicities. They are arranged in a long, winding line that curves from the top left towards the bottom right of the frame. The background is a plain, light-colored surface, possibly a wall or a large open space. The overall composition suggests a gathering or a procession.

where different worlds converge

WORLDS OF DANCE COMPUTATION
FORAGING THEATRE BLACKSMITHING
MATHEMATICS CERAMICS FILMMAKING
FARMING STORYTELLING ROBOTICS
POETRY WOODWORKING ECOLOGY
MUSIC ARCHITECTURE FERMENTATION
ENGINEERING PHOTOGRAPHY PHILOSOPHY
COOKING ASTRONOMY GLASSBLOWING
WINEMAKING DESIGN GARDENING WRITING
RESEARCH JOINERY PROTOTYPING
PODCASTING BOOKBINDING RESTORATION
CURIOSITY LEARNING TEACHING
DISCOVERY WONDER CONVERSATION
HOSPITALITY AND MORE ...



providing education in the age of ai



in a place to evolve

campuses as learning labs

for lifelong learning

As AI reshapes industries and professions, education is becoming a lifelong process. Campuses become places people return to throughout their lives—to retrain, build practical skills, explore new ideas and enjoy learning alongside others.

In-person and hybrid courses offer pathways to recognised qualifications, microcredentials and new career opportunities. Hybrid programmes begin on campus, building relationships and commitment before continuing online.

By bringing academic study, practical skills and creativity together with wellness and culture, campuses become a new kind of destination.



learning alongside others





wellness as part of everyday life

Campuses provide inspiring places to exercise, rest and recover, bringing nature, movement and stillness into everyday life.

Retreats, workshops and everyday practice offer opportunities to explore yoga, nutrition, mindfulness and alternative approaches to health.

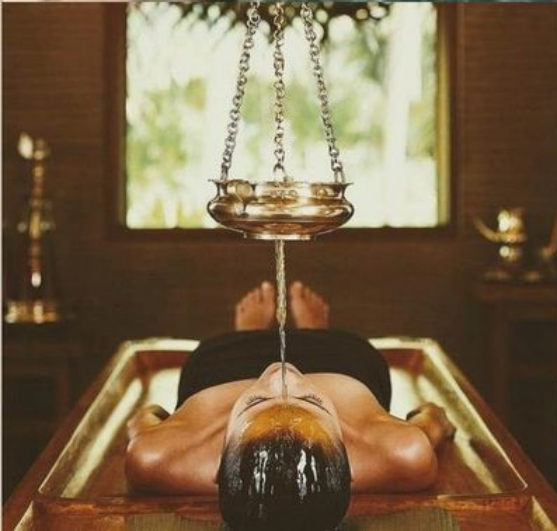
campuses as wellness labs

for healthier living

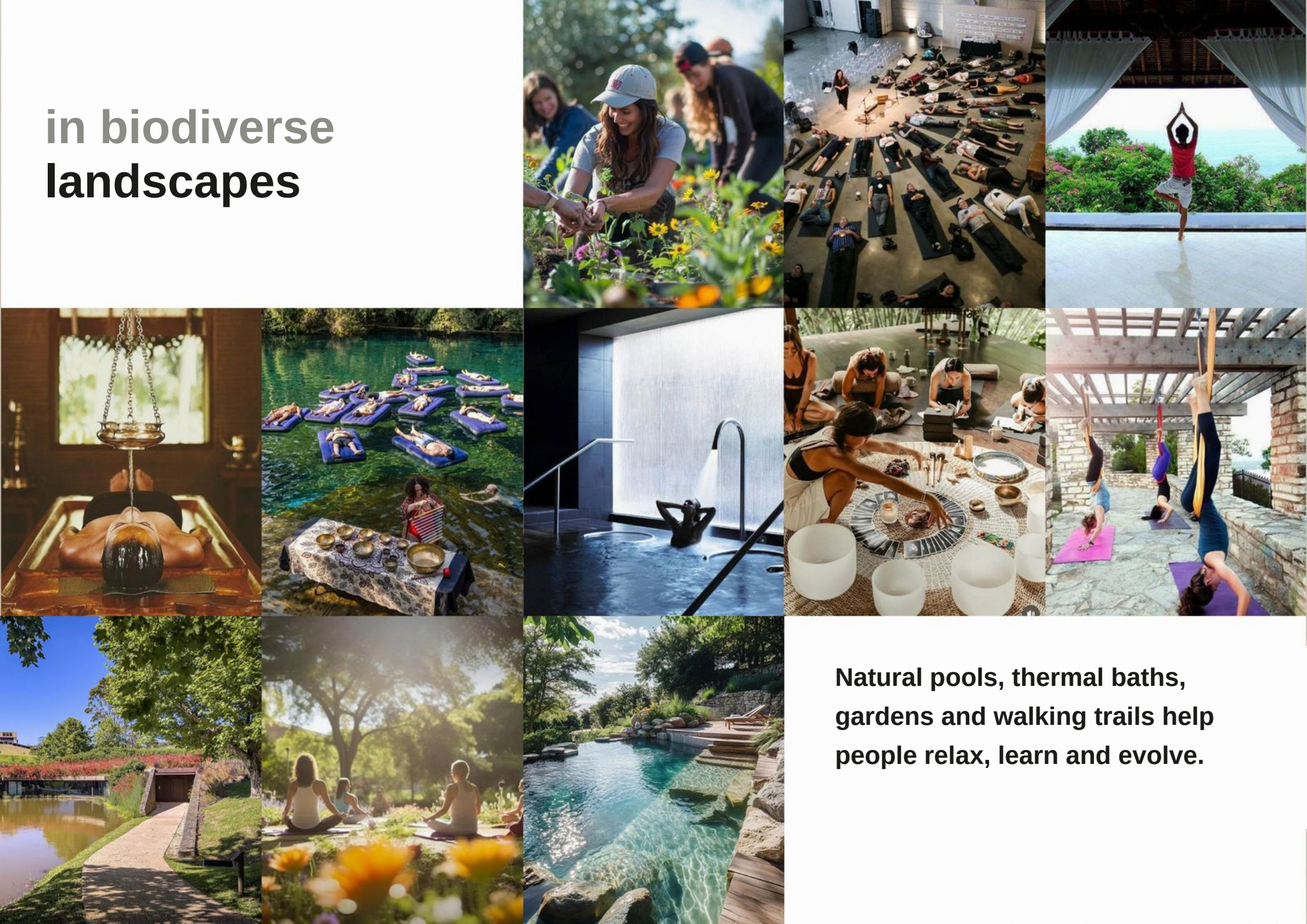
Campuses bring traditional approaches to health together with a new generation of preventive healthcare. Ancient practices combine with wearable health monitoring and AI to understand individual health.

Researchers, practitioners, therapists and coaches share knowledge and develop new approaches. What begins on campus can continue after people leave through personalised health programmes.

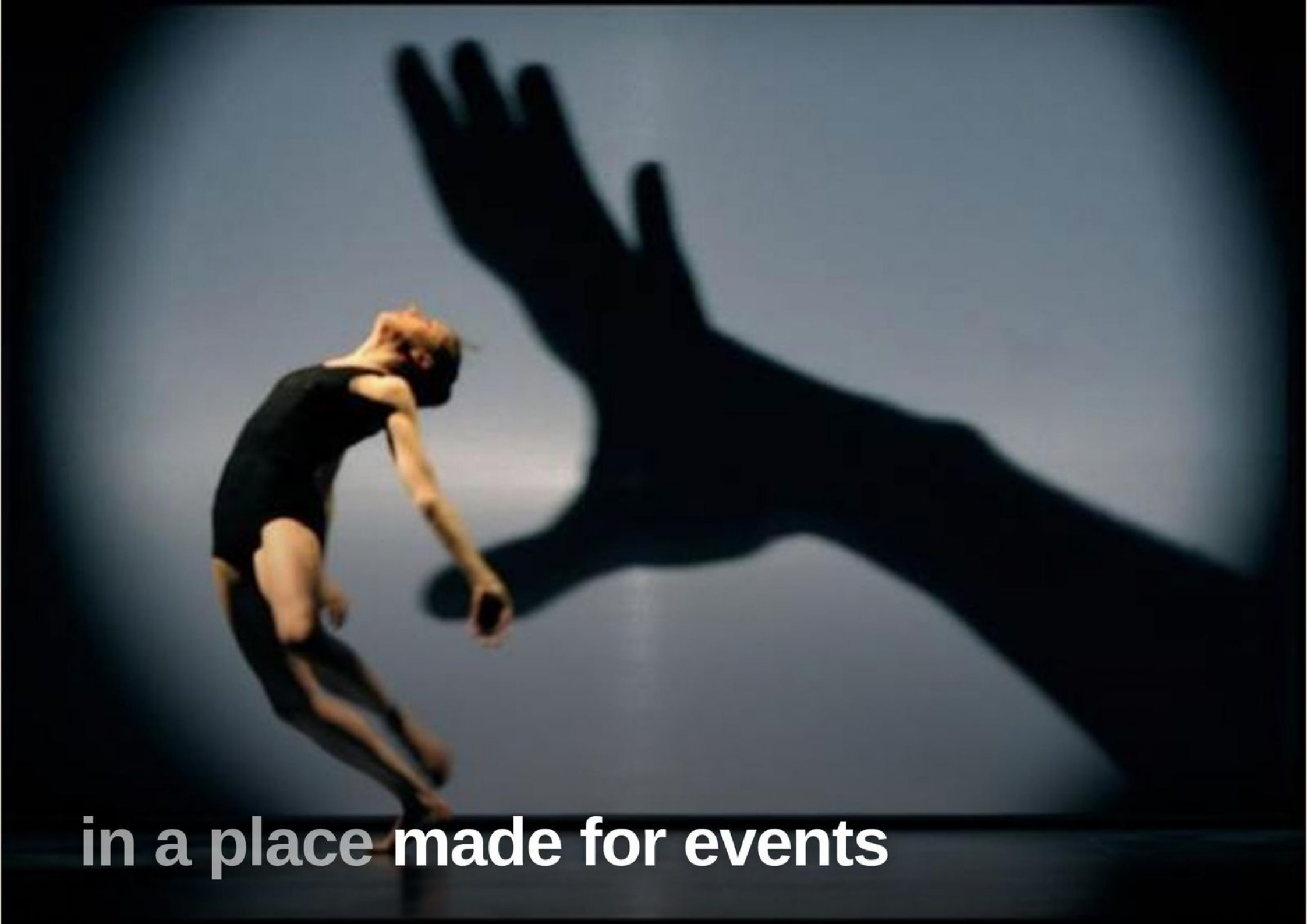
wellness by design



in biodiverse landscapes



**Natural pools, thermal baths,
gardens and walking trails help
people relax, learn and evolve.**



in a place made for events

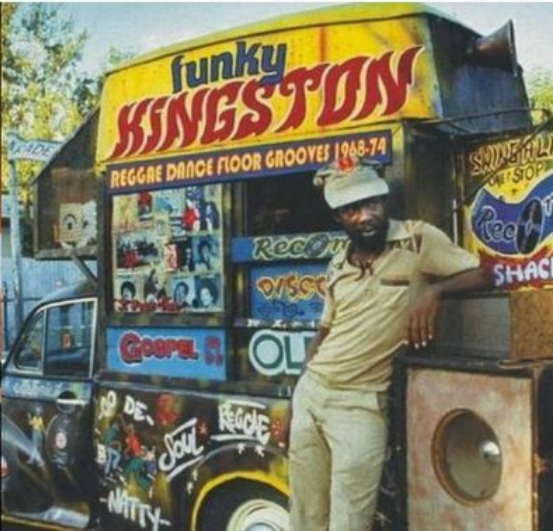


flexibility baked into the design

**Flexible, multi-purpose buildings and
landscapes support an evolving
programme of happenings
throughout the year.**



culture and entertainment



FESTIVALS CONCERTS
CLUB NIGHTS POP-UP
DINING SUPPER CLUBS
LISTENING SESSIONS
EXHIBITIONS SCREENINGS
LATE SETS ...

A photograph of a field of tall, golden-brown grass with scattered red flowers. In the background, there are trees with autumn foliage in shades of yellow and orange. The overall scene is warm and serene.

across the seasons

many ways to stay

a night, a season, or permanently

The aim is to offer as wide a range of accommodation as possible, so there is somewhere for every kind of visit and every kind of budget — from tiny homes and cabins to communal lodges and private villas, with glamping for major events.



campuses as design labs

for new ways of creating space

Campuses bring together architects, designers, engineers, craftspeople and students to develop new ways of creating space.

Traditional building methods, some of them ancient, combine with emerging technologies and materials—bringing together craft, digital fabrication and robotics.

nomadic space

architecture designed to move

A kit of parts: glamping, tiny homes, cabanas and pods for accommodation, lightweight structures for events. Installed quickly and relocatable within or between campuses.



cantilevered on piles,
no slab



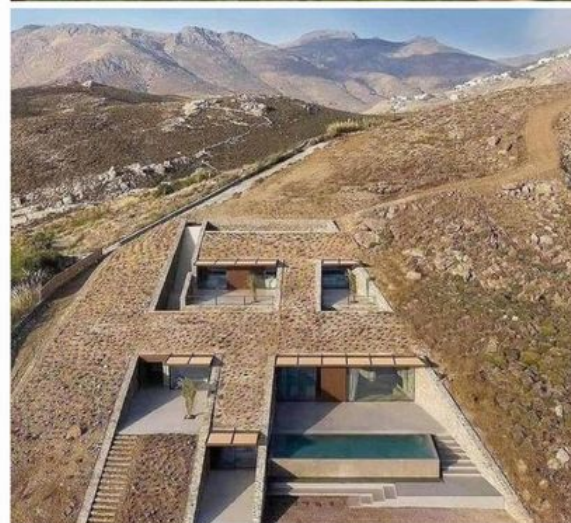
craned in, lifts off the
same way

shells set on the
ground

embedded space

architecture that disappears into the landscape

Structures are cut into slopes, or built on the land and covered with earth. The landscape continues over them, glazed openings bring daylight inside, and habitat crosses without interruption.



Malator, Future
Systems



NCaved, MOLD
Architects

Marie-France Cohen,
Loire

elemental space

architecture built from the
landscape itself

Structures are built from the earth of each site, using material excavated to make swimming lakes and embed buildings. Rammed earth and adobe create durable, energy-efficient and low-carbon architecture.



NOT A HOTEL
Setouchi, Bjarke
Ingels Group



rammed earth, worked
from the site

Ricola, Helwig & de
Meuron

coherence, not uniformity

how a campus holds together as it grows

Campuses evolve as new ideas emerge, communities grow and new needs arise. Each adheres to a design code that ensures new interventions contribute to a coherent whole.

The aim is not architectural uniformity but architectural coherence.

four forms
of campus

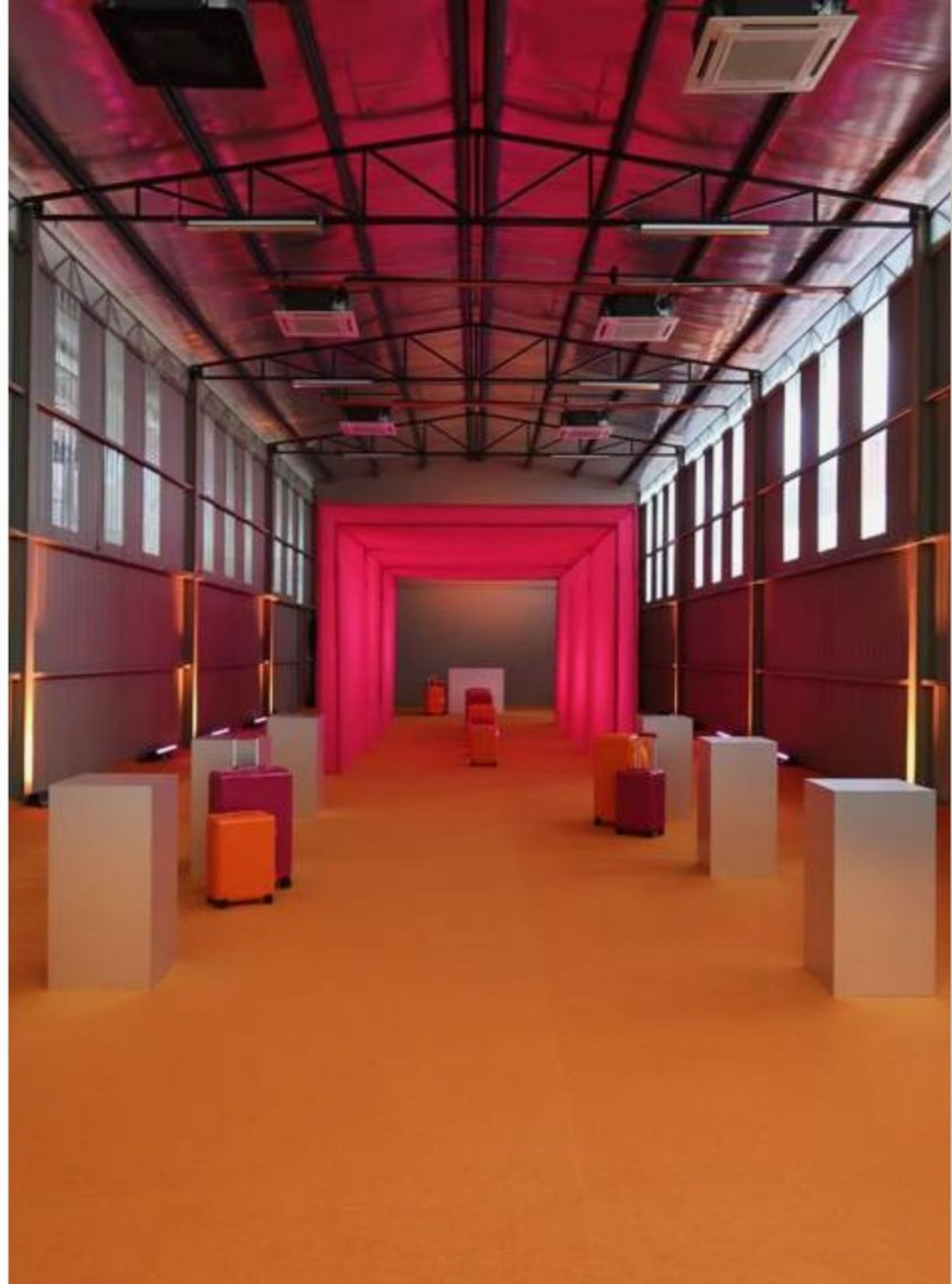


pop-up

A temporary campus for a season or more — a way to test a place, and a crowd, before committing to build.

adaption

A campus made inside buildings that already exist — a mill, a barn, a wing of a hotel — turned over to making.





plug-in

A campus attached to an estate or hotel that already draws people, adding a reason to come — and to stay longer.

anchor

Creating a destination from the ground up — a purpose-built campus that brings all the elements together.



education,
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for all ...

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