International Space Seminar 2015
Health Space Design

Location: Martini Plaza, Groningen, The Netherlands

Programme, Tuesday February 3

08.00 am - 09.00 am
Welcoming and registration

09.00 am - 09.05 am
Henk Pijlman Chairman Hanze – Opening

09.05 am - 09.10 am
Mark Mobach Leading Professor NoorderRuimte – Introduction

09.10 am - 10.10 am
Roger Ulrich – Evidence-Based Design

10.10 am - 10.40 am
Coffee Break

10.40 am - 11.40 am
Bruce Komiske – Designing Children’s Hospitals

11.40 am - 12.40 pm
Meldrena Chapin – Culture Change in Long Term Care

12.40 pm - 13.30 pm
Lunch

13.30 pm - 14.30 pm
Carles Casas – Design for Ears, Eyes, and Nose

14.30 pm - 15.30 pm
Charles Jencks – The Architecture of Hope

15.30 pm - 15.35 pm
Ron van der Weerd Dean Facility Management – Closing

15.35 pm
Wrap-up and drinks
International Space Seminar 2015 on **Health Space Design**

**Date:** February 3  
**Location:** Groningen, The Netherlands

Meldrena Chapin, Ph.D.

Meldrena Chapin is Professor of Interior Design at the Savannah College of Art and Design in Atlanta (USA). As an Architectural Gerontologist her research and design work focuses primarily upon culture change in long-term care settings. She has a particular interest in the organizations that lead this transformative eldercare. Results of her work can be found in her writings, such as *Creating Innovative Places* and *The Language of Change: Finding Words to Define Culture Change in Long-Term Care*. She also works in the areas of design for aging, hospice care design, organizational development, architectural programming, and collaborative placemaking. Her approach focuses on a systemic-humanistic perspective aimed at using evidence-based design to create beneficial environments responsive to user’s needs.

Carles Casas

Carles Casas is Marketing Manager at Emotion Experience, a global design firm based in Barcelona (Spain). As an expert in sensory branding and digital retail he creates bridges through which a firm can communicate to its audience in order to generate emotional attachments to their potential consumers. In this context, he develops sensory designs and strategies to help firms such as L’Oréal, Dirk Bikkembergs, and Desigual share who they are and what they want to tell. Feeling comfortable and close to the brand while being in its facilities, a customer will not only be more willing to buy, but will internalize the sensations related to the brand, and increasing his loyalty. His will explore if these design strategies can be beneficial for healthcare.

Charles Jencks, Ph.D.

Charles Jencks is a designer of landscapes and sculpture and writer on cosmogenic art. He is well-known for his numerous and celebrated books on Architecture and is the co-founder of Maggie Cancer Caring Centres. To see the world in a Grain of Sand, the poetic insight of William Blake, is to find relationships between the big and small, science and spirituality, the universe and the landscape. This cosmic setting provides the narrative for his work, the writing and design. He explores metaphors that underlie both growing nature and the laws of nature, parallels that root us personally in the cosmos as firmly as a plant, even while our mind escapes this home. Having lectured at over forty universities throughout the world, including École des Beaux-Arts, Harvard, and Yale he now lives in Scotland (UK) where he designs landscape sculpture.
International Space Seminar 2015 on Health Space Design

Date: February 3  
Location: The Netherlands

Bruce Komiske

Bruce Komiske is considered a world expert on all facets of creating Children’s Hospitals and Hospital Planning, Design and Construction. He is an experienced healthcare executive who has had the opportunity to plan, build, operate and raise the philanthropic support for nine new hospitals (6 children’s hospitals), each more innovative than the previous, all from the owner’s perspective. Each project has been completed on or ahead of schedule and at or under budget. In addition, he is a frequent speaker, author and consultant for hospitals around the world including Europe, Middle East, and the Orient. He has a broad interest in subjects such as inclusive planning process, healing environments, engaging the community in a healthcare project, all facets of children’s hospitals, healthcare design, project management, and healthcare philanthropy.

Roger Ulrich, Ph.D.

Roger Ulrich is the founding father of Evidence-Based Design. He is Professor of Architecture at Chalmers University of Technology (Sweden) where he affiliated with the Center for Healthcare Architecture. He was co-founding director of the Center for Health Systems and Design (Texas A&M). A behavioral scientist, he conducts research on the effects of healthcare facilities on medical outcomes. His recent work has dealt with subjects as the effects of single versus multi-bed patient rooms on infection transmission, the negative impacts of hospital noise on patients and nurses, and how nature, gardens, and art can lessen pain, stress, and healthcare costs. Based on his eminent research he has developed a Theory of Evidence-Based Design that has become influential as a scientifically grounded but ‘user friendly’ guide for creating successful healthcare facilities.

share your talent. move the world.
Bezoekadres, Visitor Address
Martini Plaza Groningen, Leonard Springerlaan 2, 9727 KB Groningen, phone 050-522 2777

Inschrijven
U bent van harte uitgenodigd om deel te nemen aan het Hanze International Space Seminar 2015! De kosten voor deelname aan het seminar bedragen 195 euro, inclusief btw. Bij deze prijs zijn koffie, lunch, thee en netwerkborrel inbegrepen. U kunt zich inschrijven via de website van de Hanzehogeschool Groningen. Alleen na onze definitieve stoelreservering ontvangt u van ons een factuur. Er is slechts een zeer beperkt aantal kaarten beschikbaar, zorg dat u er snel bij bent!

Parkeren
Martiniplaza ligt aan de autosnelweg A7 (Heerenveen/Duitsland) nabij de kruising met de A28 (Assen/Zwolle). Klik hier voor kaart en routebeschrijving. Tegenover de hoofdingang is parkeergelegenheid met 600 (betaalde) parkeerplaatsen. Martiniplaza is vanaf het NS-station te bereiken met stadsbus lijn 6, richting Hoornsemeer. Loopafstand vanaf Groningen CS is circa 20 minuten.

Wij zien uit naar uw komst!

Hartelijke groet,
namens Kenniscentrum NoorderRuimte en het Instituut voor Facility Management,

Dr Mark P. Mobach

Lector Facility Management
Leading lector Kenniscentrum NoorderRuimte
Hanzehogeschool Groningen

Registration
You are most welcome to participate in the Hanze International Space Seminar 2015! Ticket price is 195 euro, including vat. This price includes coffee, lunch, tea, and final drinks. You can enrol via the website of Hanze University of Applied Sciences Groningen. Only after our final seat registration we will send you an invoice. There are only a few tickets available, please make sure you’re quick!

Parking
Martiniplaza is located at highway A7 (Heerenveen/Duitsland) close to the crossroads with the A28 (Assen/Zwolle). Click here for map and route. Opposite of the main entrance is a parking area with 600 (paid) parking lots. Martiniplaza is easily accessible with city bus 6 from Groningen CS railway station, direction Hoornsemeer. Walking distance from Groningen CS is approximately 20 minutes.

We look forward to seeing you!

Warmest regards,
on behalf of NoorderRuimte and the School of Facility Management

Mark P. Mobach, Ph.D.

Professor Facility Management
Leading Professor NoorderRuimte, Centre of Applied Research and Innovation
Hanze University of Applied Sciences Groningen