

A campus
for students
designed
by students

EHL Campus Development

Ecole hôtelière de Lausanne Switzerland



Ines Kiemm holds a PhD in Architectural History from the University of Edinburgh, a Diploma in Architecture & Design from the State Academy of Fine Arts in Stuttgart and a Proficiency in Hospitality Management from the Ecole hôtelière de Lausanne. She is a Visiting Professor at EHL and Institut Paul Bocuse and the founder and CEO of Latrâce, as well as a member of the International Colour Association (AIC). Ines is known for creating identity and wellbeing through design. Her holistic approach is based on ancient principles of color energy and wellbeing as well as on research and a broad design experience.

The Campus Development Forum was a truly unique and very rewarding experience for three key reasons. Firstly, it is a very rare opportunity in life to create the future campus design in the context of hospitality, which is a very emotional and probably the most complex industry of all. Secondly, it challenged both students and professionals to share, reflect and discuss ideas on a global scale. Thirdly, it was one of the most meaningful projects of the Design Course for EHL students because it involved them as both users and creators.

Amongst all the Campus Development Forum participants, EHL students were the only non-architects, which allowed them to take an approach that was, on the one hand, free and independent from formal and professional pre-conceptions and, on the other hand, supported by groundwork research. The students interviewed and filmed their fellow students, as well as the school, in order to arrive at conceptual conclusions and architectural propositions that reflected both student needs, as well as architectural and structural relationships. The students created spatial zoning diagrams that showed form, size and position of the buildings and provided clues for new services.

Their projects also discussed the meaning and positioning of a library and followed up on the question on how digital and/or natural campus life should be. There was a strong sense of treating the campus as a framework of both social and spatial relationships and investigating into architecture as the second skin that will eventually reflect the qualities and responsibilities of future leaders in hospitality and other industries.

Summarizing with a student's words, "We are entering a new era in which our generation is willing to change the carbon footprints of new buildings. (...) It is the School's duty to prepare the future "leaders of the industry" accordingly, and change is only the result of an education. Without education or awareness, there will be no change, and hotel businesses will not be as successful as they could be. Integrating design and sustainable development is the simple key to the future of our century (...)" (Jules).

With the Campus Development Project, EHL integrated its students and made them part of the new campus' DNA. Thank you for creating this opportunity!

Ines Klemm

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