

Life on Campus WU

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS





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A Unique Campus

Campus WU is characterized by its seven distinct building complexes, designed by renowned international architects. The generously proportioned open grounds between the individual buildings invite students, faculty, and visitors to stroll around and relax.

Visitors entering the Campus WU from the east entrance find themselves on the busiest spot on campus. The square outside the Teaching Center is a popular meeting area for teachers and students, and there's always people coming and going. The wide, inviting seating installations are in high demand.

The Teaching Center and the neighboring department building D1 were planned by the Vienna-based architectural agency BUSarchitektur.

KEY FACTS

- › Seven building complexes with 100,000 m² total floor space
- › Lot size: 90,000 m², 560 m in length and between 150 and 210 m wide
- › Grounds: 55,000 m²
- › Approx. 4,000 rooms, including 90 auditoriums and other classrooms, seating a total of approx. 5,000
- › Approx. 3,000 student workstations, 1,500 of which are located in the Central Library





The façade is made of maintenance-free Corten steel, which will slowly change color as it weathers over the years. Entering the Teaching Center, visitors find themselves in a spacious, light-filled atrium. The entrance to WU's largest auditorium, the Audimax, is located here

in the atrium. Areas for individual study are spaced around the atrium in a spiral pattern. There is also a direct entrance to the Mensa cafeteria from the atrium. The cafeteria connects the Teaching Center with the department building D1.

BUILDING	KEY FACTS	UNITS
<p>TC/D1: Teaching Center and Departments</p>	<ul style="list-style-type: none"> › Architects: BUSarchitektur ZT GmbH, Vienna › Total floor space: approx. 32,000 m² › Space for approx. 5,000 people › Auditorium Maximum seats 650 	<p>Departments</p> <ul style="list-style-type: none"> › Global Business and Trade <p>Research Institutes</p> <ul style="list-style-type: none"> › Co-Operation and Co-Operatives › Family Businesses › Liberal Professions › Supply Chain Management <p>Competence Centers</p> <ul style="list-style-type: none"> › Emerging Markets & CEE › Entrepreneurship Center



Across from the Teaching Center is the wavy, black-and-white façade of the Student Center/D2 complex designed by Japanese architect Hitoshi Abe. The two long, gracefully curved buildings appear to be constructed of stacked layers of contrasting color. The distance between the units is calculated to allow for a

maximum of natural light in the buildings' interior. Four departments, two research institutes, one competence center, the Library for Business Languages, the offices of the WU branch of the Austrian Students' Union (ÖH), a public child care center, a supermarket, a bookstore, and a restaurant are located in this complex.

BUILDING	KEY FACTS	UNITS
<p>D2/SC: Departments and Student Center</p>	<ul style="list-style-type: none"> › Architects: Atelier Hitoshi Abe, Japan › Total floor space: approx. 29,000 m² › Two building segments › Curved, black-and-white façade 	<p>Departments</p> <ul style="list-style-type: none"> › Foreign Language Business Communication › Information Systems and Operations › Management › Marketing <p>Research Institutes</p> <ul style="list-style-type: none"> › Cryptoeconomics › Urban Management and Governance <p>Competence Center</p> <ul style="list-style-type: none"> › Non-profit Organizations and Social Entrepreneurship <p>Library for Business Languages</p> <p>Students' Union (ÖH)</p>



The Library & Learning Center by Zaha Hadid is the heart of the campus, both geographically and figuratively. The cantilevered roof with its sweeping glass front (the “monitor”) is visible from afar. Coming closer, visitors will realize that the building is divided into two sections, separated by a vein of glass running the length of the building. Inside, the impressive, futuristic entrance hall rises four stories

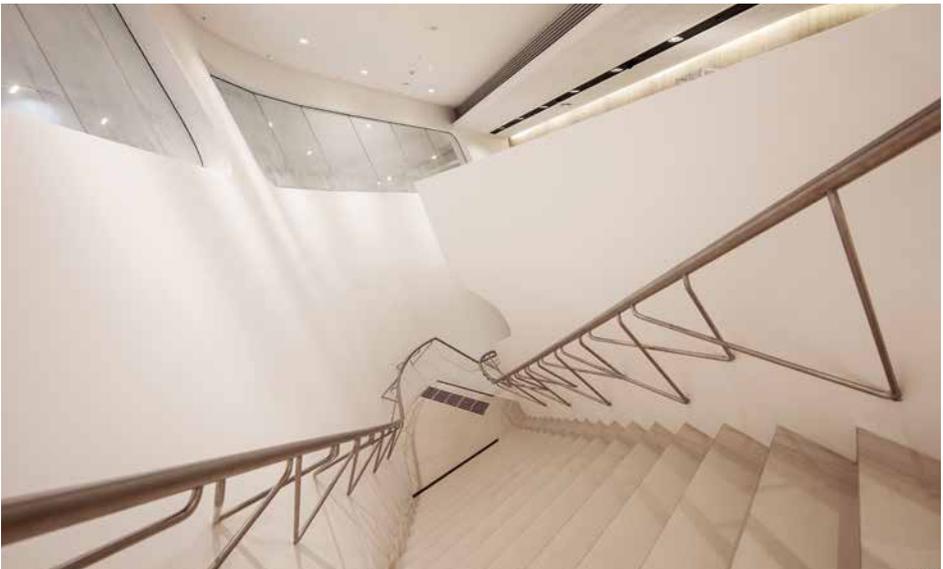
high. After passing through the entrance hall, the building splits into two parts, connected by walkways. The Central Library takes up most of the building, extending in a funnel shape over six floors. The building also houses all study-related service units, IT Services, and a café. The WU Shop on the ground floor offers a wide range of WU-themed merchandise.

BUILDING	KEY FACTS	UNITS
<p>LC: Library & Learning Center</p>	<ul style="list-style-type: none"> › Architects: Zaha Hadid Architects, Hamburg › Total floor space: approx. 44,000 m² › 1,500 student workstations › Cantilevered roof with monitor 	<p>Student Services</p> <p>IT SERVICES</p> <p>International Office</p> <p>WU ZBP Career Center</p> <p>Competence Center</p> <ul style="list-style-type: none"> › Center for Business Languages <p>Central Library</p> <ul style="list-style-type: none"> › Library management



To the west of the square in front of the Library & Learning Center, the neighboring buildings are the bright orange and yellow complex designed by Sir Peter Cook and CRABstudio, and a department

complex planned by Carme Pinós. Peter Cook's organic-looking ensemble D3/AD is made up of two main buildings, a department building and an administrative building, and houses WU's law





departments, the Library for Law, WU's management and administration, and a bakery shop. The brightly colored façades are fronted with a lively arrangement of vertically and horizontally mounted

wooden planks, intended as a visual reference to the trees of nearby Prater Park. The building interiors are characterized by rounded, flowing shapes and bright primary colors.

BUILDING	KEY FACTS	UNITS
<p>D3/AD: Departments and Administration</p>	<ul style="list-style-type: none"> › Architects: CRABstudio, London › Total floor space: approx. 25,000 m² › Two-part complex › Yellow-orange-red façade faced with wooden planks 	<p>Departments</p> <ul style="list-style-type: none"> › Finance, Accounting and Statistics (Accounting only) › Private Law › Public Law and Tax Law <p>Research Institutes</p> <ul style="list-style-type: none"> › CEE Legal Studies › International Taxation › Urban Management and Governance <p>Administration</p> <ul style="list-style-type: none"> › Rector's Council › University management <p>Library for Law</p>



The most prominent feature of the department building D4, directly across from the D3/AD complex, is a multitude of parallelograms, found both in the basic plan of the building and in the façade. The playful arrangement of the geometric

shapes results in a lively-looking building with offset windows. Academic departments, research institutes, the OeNB Library for Social Sciences, and a restaurant are located in this complex designed by Spanish architect Carme Pinós.

BUILDING	KEY FACTS	UNITS
<p>D4: Departments</p>	<ul style="list-style-type: none"> › Architects: Estudio Carme Pinós S. L., Barcelona › Total floor space: approx. 19,000 m² › 'Tetris' façade 	<p>Departments</p> <ul style="list-style-type: none"> › Economics › Finance, Accounting and Statistics (without Accounting) › Socioeconomics (without Managing Sustainability) <p>Research Institutes</p> <ul style="list-style-type: none"> › Computational Methods › Economics of Aging › European Affairs › Regulatory Economics › Spatial and Real Estate Economics <p>Competence Center</p> <ul style="list-style-type: none"> › Empirical Research Methods <p>OeNB Library for Social Sciences</p>



A few steps further on, the WU Executive Academy building marks the western perimeter of the campus. The compact, seven-story tower was designed by Madrid architects NO.MAD Arquitectos,

based on a mono-material design principle. The outer façade is made of glass and aluminum. Different degrees of transparency, from opaque to completely translucent, reflect the sky and the surrounding

BUILDING	KEY FACTS	UNITS
<p>EA: WU Executive Academy</p>	<ul style="list-style-type: none"> › Architects: NO.MAD Arquitectos, Madrid › Total floor space: approx. 7,000 m² › Reflective façade 	<p>WU Executive Academy</p> <p>Corporate Relations & Alumni Services</p> <p>Competence Center</p> <ul style="list-style-type: none"> › Sustainability Transformation and Responsibility



greenery, integrating the building perfectly into its environment. In addition to the Executive Academy's offices and classrooms, the building also houses the Corporate Relations & Alumni Services.

Across from the Executive Academy building, bordering Prater Park, is a building complex called Campus Messestraße. WU's Department Building 5, the Sigmund Freud University, and student dormitories run by the organization Akademikerhilfe are located in this complex.

BUILDING	KEY FACTS	UNITS
<p>D5: Departments</p>	<ul style="list-style-type: none"> › Holzer Kobler Architekturen and Freimüller Söllinger Architektur ZT GmbH › Three segments used for different purposes: WU, Sigmund Freud Privat Universität, student apartments › communicative area in the courtyard 	<p>Department</p> <ul style="list-style-type: none"> › Strategy and Innovation <p>Competence Center</p> <ul style="list-style-type: none"> › Experimental Research <p>Groups</p> <ul style="list-style-type: none"> › Demography Group



AWARD-WINNING ARCHITECTURE

The architecture of Campus WU is not only popular with visitors, it also receives accolades from the juries of national and international architecture competitions. In the spring of 2014, the six building complexes that make up the campus received the Schorsch Award, presented by Vienna's Municipal Department for Architecture and Urban Design (Municipal Department 19). The City of Vienna presents the Schorsch Awards every year to honor outstanding architectural projects. The following summer, the renowned Architectural Digest magazine ranked Campus WU among the nine best new university buildings around the world.

The campus' bold colors have not gone unnoticed, either: In October 2014, the orange-yellow D3/AD department and administration building, designed by Sir Peter Cook and CRABstudio, won the Innovative Use of Colour on Exteriors

Prize at the World Architecture Festival in Singapore. The D3/AD complex and the WU Library & Learning Center also received the prestigious RIBA European Award, presented by the Royal Institute of British Architects.

Vienna-based architects BUSarchitektur received the E. A. Plischke Award for the TC/D1 buildings, the Campus WU master plan, and the grounds design in November 2014. In 2015, BUSarchitektur was also awarded the Premio CICA de Urbanismo in urbanism by the International Committee of Architectural Critics (CICA).

The campus' innovative guidance and orientation system, designed by buero bauer, was distinguished with the Red Dot Award. The campus orientation system combines analog, digital, tactile, and acoustic media to make Campus WU accessible to all.

Sustainable Architecture

The campus was planned with the goal of providing all of WU's faculty, staff, and students with the best possible conditions for work and study. To achieve this goal, well-thought-out floor plans were realized using sustainable construction materials and methods.

The top priority when planning the campus was to create a working environment for students, faculty, and staff that encourages productivity and communication. Intelligent room planning with the right rooms for individual working styles was a key factor in realizing this goal.

Sustainability – including economical, ecological, and social aspects – was a main priority in the planning and construction of Campus WU.

In 2019 WU's campus became Austria's first climate neutral university campus.

WORKING AND STUDYING ON CAMPUS

For students

- › Study areas with approx. 3,000 workstations for quiet independent work
- › Project rooms seating 2–20 for group work or small classes
- › Lounges for informal meetings and breaks between classes

For faculty and staff

- › Light-filled, well-equipped offices for maximal concentration and productivity
- › Seating groups for meetings
- › Large staff lounges for breaks and informal meetings



GREEN BUILDINGS

The entire campus was built based on Green Building principles. These principles include:

- › Minimizing life-cycle costs
- › Using highly durable building materials and constructions
- › Energy efficiency
- › Using local, renewable energy resources
- › Landscaping concepts
- › Use of geothermal energy for heating and cooling
- › Use of solar energy
- › Socio-cultural factors: accessibility, health, and safety

In 2015, the Austrian Sustainable Building Council (ÖGNI) granted Blue Building certifications to all building complexes on campus: The Department Building 1 was awarded a gold certification, all other buildings silver.

The Blue Building concept takes Green Building standards to a new level. Unlike green buildings, where the emphasis is mainly on energy efficiency, Blue Building

certification focuses on the needs of the buildings' human occupants: People should feel comfortable living and working there. The certification is awarded based on transparent and standardized criteria, including ecological and economic standards, socio-cultural and functional aspects, and technical performance. The conservation of energy and resources is also evaluated, as is the degree to which the buildings meet economic and human needs.

PIONEERS IN ENVIRONMENTAL MANAGEMENT

WU promotes environmental awareness among its employees and students, supports environmentally friendly and sustainable activities, and encourages students, faculty, and staff to actively deal with sustainability-related issues, also in their research and teaching. To optimize and improve its environmentally relevant programs, WU has introduced an environmental management system pursuant to the regulation issued by the European Parliament (EMAS, ECO Management and Audit Scheme).

WU also fulfills all the requirements for ISO 14001 (2015) and has had this additional environmental qualification confirmed through ISO certification.

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ACCESSIBILITY

An accessibility concept was developed for Campus WU that was based both on legal requirements for barrier-free accessibility as well as on best-practice examples. All auditoriums are barrier free, all areas are wheelchair accessible, and a tactile guidance system is in place to allow the visually impaired to find their way around campus.

WU also offers support programs for students and employees with disabilities. In the BeAble program, experienced students provide students with disabilities with help and support, and at the employee level, WU has published

a series of guidelines for the inclusion of people with disabilities. These guidelines define WU's goals in making WU an accessible workplace for everyone.

FAMILY-FRIENDLY UNIVERSITY

WU is aware of its social responsibility and is working continuously to make university life more compatible with family life. There is a child care center on campus, in the SC building, that is open to WU employees and students. Additional measures in place to help the WU community balance their work and family responsibilities include the establishment of a Dual Career Services office to assist in the integration of newly recruited professors and their families, the expansion of occupational health services, and comprehensive information on caring for family members.

These efforts have paid off – WU has been certified as a family-friendly university by the “universityandfamily” auditing authority since 2013.



Learning Landscapes

In addition to its impressive architecture, Campus WU also offers students and teachers state-of-the-art classrooms and teaching equipment.

AUDITORIUMS AND CLASSROOMS

All of the large auditoriums and most of the smaller seminar rooms and classrooms are in the Teaching Center building, and additional smaller classrooms are located on the ground floors of the department buildings for barrier-free accessibility. All classrooms and auditoriums on campus have natural daylight for

a pleasant teaching and learning atmosphere.

WU's largest auditorium, the Audimax, seats close to 650. Smaller auditoriums seat 180, 120, or 60, and seminar rooms seat up to 30 occupants. All classrooms on campus are administered using a central booking system. This software





coordinates all room reservations on campus and allows for efficient room management.

Classrooms are equipped with both traditional teaching aids like flipcharts and whiteboards as well as state-of-the-art presentation technology. Almost all rooms are equipped with double projection screens, allowing teachers to present multiple visuals at the same time. Digital whiteboards allow both teachers and students to present, rearrange, and combine materials in new and creative ways. Notes taken during the presentation directly on the presented materials can be saved as a PDF file and uploaded to WU's eLearning system Learn@WU.

“Finally, classrooms with windows! This is a major improvement for both teachers and students.”

Assoc. Prof. Dr. Christian Bellak,
Institute for Economic Policy
and Industrial Economics

INDIVIDUAL STUDY AREAS AND PROJECT ROOMS

Increasing the number of student workstations was a key goal when planning the new campus. Most of the new workstations are located in the Library & Learning Center, but study zones are also available in the department buildings and the specialist libraries. Different working environments were created to suit every learning need. Quiet study zones are perfect for intense, concentrated studying, whereas in communicative study areas, students can converse and work together.

CLASSROOM EQUIPMENT

- › Movable or fold-down seating and desks
- › Digital and/or traditional whiteboards
- › Teacher's computer
- › Speakers
- › Wireless microphone
- › Electrical outlets for student laptops



Project rooms are a completely new room category. Project rooms are available in a variety of sizes (seating 2–20) and can be booked by teachers for small classes or breakout sessions or by students for group projects or study group activities.

COMPUTER LABS

The new campus has a number of computer labs, two of which are in the Library & Learning Center and three in the

Teaching Center. Computer labs are open to students when not in use for classes. The Departments of Socioeconomics and Information Systems and Operations also have their own computer labs.

RAIFFEISEN LANGUAGE RESOURCE CENTER

The Raiffeisen Language Resource Center is a modern language teaching facility. Its comprehensive selection of





teaching materials and digital resources gives students numerous ways to learn and efficiently master foreign languages. The Center's rooms on campus provide ideal conditions for independent language learning.

The Raiffeisen Language Resource Center also has state-of-the-art language labs for language classes. The computers installed in the labs are linked together in

a network and the teaching environment facilitates a wide variety of language-learning activities.

For a small fee, the Center for Business Languages, established in 2019, offers basic language courses to anyone interested in learning a foreign language. Participants do not need to be enrolled in a WU program.

THE LANGUAGE RESOURCE FACILITY

Individual study area

- › Extensive media library with multimedia language learning materials in 35 languages
- › 27 computer workstations with access to language learning software and IPTV (over 50 television programs in different languages)
- › Five tandem learning rooms for group language study

Language labs

- › Computer workstations equipped for audio-visual recording
- › Telephone simulation software with automatic recording feature

Room for Knowledge

Research is one of WU's core competences. The architecture of the campus creates space for efficient academic work and for gathering knowledge.

Campus WU was built to reflect the university's academic structure, which is organized into departments. Previously, the individual institutes that make up each department were scattered across various locations – now they are concentrated into the campus' five department buildings for increased convenience and efficiency in the faculty's everyday work.

The department buildings were designed to create the best possible working conditions for WU's faculty and staff. Light-filled, well-equipped offices allow for optimal concentration, productivity, and creativity. Conference rooms are available for working in teams. All conference rooms are equipped for audio-visual presentations. Spacious lounges and break

MAIN LIBRARY COLLECTIONS

- › Business administration
- › Economics
- › Law (particularly business law)
- › Information systems
- › Statistics and mathematics
- › Economic geography and economic history
- › Sociology
- › Business education



areas in the institutes and departments encourage informal networking and communication.

LIBRARIES

The WU library is the largest of its kind in Austria and one of the largest in the German-speaking world. It is organized into four libraries on Campus WU. The Central Library, the largest of the four, is located in the Library & Learning Center, and the specialist libraries are housed in different department buildings, giving WU's researchers fast and easy access to the literature they need for their work.

The Central Library, spread over a total of six floors, has 1,500 student workstations and 66 computer workstations. In

the library's Newslounge, over 70 daily newspapers, weekly papers, magazines, and business and economics magazines are available for reading. The Library PressDisplay gives library users access to over 1,600 daily newspapers from over 90 different countries.

“The outstanding originality and quality of the architecture inspire us to excellence in teaching and research.”

**Univ.Prof. Dr. Werner Hoffmann,
Institute for Strategic Management**



The Library for Law is located in the D3 building with all of WU's law departments, and contains literature from all legal fields. Building D4 houses the OeNB Library for Social Sciences, in close proximity to the Departments of Socioeconomics and Economics. The Library for Business

Languages has a wide selection of media on linguistics and foreign languages, as well as current periodicals in the languages taught at WU. This library is intended mainly to aid the faculty of the Department of Foreign Language Business Communication in their teaching and research.

THE LIBRARY IN NUMBERS

- › approx. 650,000 books
- › approx. 130,000 digital eBooks
- › approx. 700 print periodicals
- › Subscriptions to approx. 25,000 eJournals
- › Subscriptions to approx. 140 databases

All specialist libraries have work and study areas, project rooms, and color scanners.



Open Spaces

Campus WU is more than just a place to study and work, it also offers plenty of opportunities to relax and recharge your batteries.

A stroll across campus makes it clear that the planners also had the rest and relaxation needs of its future occupants in mind. The grounds between the buildings are a park-like landscape with walkways and open spaces, lawns and fountains, lush plantings, and inviting seating installations. The various outdoor furnishings are as diverse as the buildings, created to inspire visitors to take a short break or sit down for a longer rest. In front of the Teaching Center, students and visitors

sit and lounge on the wide, comfortable wooden platforms, while smaller seating niches nestled into the large planters dot the area in front of the D3 building. Between the AD and D4 buildings, an artificial island surrounded by water on three sides is furnished with organically formed concrete seats and tables designed by Vienna designers Graulich. A softly rolling green landscape forms an inviting, sofa-like seating area across from the Executive Academy building.





Campus WU also has a wide selection of restaurants and cafés to suit every taste. Ranging in size from the Mensa cafeteria to intimate small cafés, most hospitality providers on campus also have outdoor seating in the summer months.

The campus grounds were designed to be a space for communication. The recreational areas and restaurants on campus are not just for WU's students, faculty, and staff, but also for neighbors, passersby, and other visitors. Via one of the three main entrances or one of

the smaller entranceways, the campus grounds are open for exploring 24 hours a day, seven days a week, 365 days a year.

Cold and rainy days are no problem on campus, either: Faculty and staff have comfortable lounges and seating areas for lunch and coffee breaks, and students can use the six student lounges distributed among the department buildings. Student lounges are furnished with couches, tables, and chairs and are perfect for eating, relaxing, or meeting friends between classes.

“The campus makes studying at WU a special experience. Even in difficult moments, it offers an oasis of peace and quiet. WU much more than just a university – it’s art in concrete.”

Jens Krebs, student



EVENTS ON CAMPUS WU

In addition to its research and education activities, Campus WU also has plenty of space for social, cultural, and political events. With its panel discussion and lecture series WU presents controversial topics for debate. WU also hosts conferences and congresses, bringing international experts and speakers to Vienna.

Campus WU offers appropriate rooms for these and other events. The Ceremonial Halls on the ground floor of the Library & Learning Center seat 400 and 200 guests and are equipped with state-of-the-art

presentation technology. Smaller events can be held in the club lounge upstairs in the Library & Learning Center or in the Executive Academy foyer. Six conference rooms seating between 20 and 80 people are located in the AD building. Auditoriums can also be used for lectures or panel discussions.

The Forum in the Library & Learning Center is the ideal venue for larger-scale events, including WU's bachelor-level graduation ceremonies, small trade fairs, and informational events for students.





EA WU Executive Academy ☒
 › Corporate Relations & Alumni Services

AD ADMINISTRATION ☕
 › Rector's Council

D3 DEPARTMENTS 3
 › Finance, Accounting and Statistics (only Accounting)
 › Public Law and Tax Law
 › Private Law
 › Library for Law 📖

D4 DEPARTMENTS 4 ☕
 › Economics
 › Socioeconomics
 › Finance, Accounting and Statistics (w/out Accounting)
 › OeNB Library for Socioeconomics 📖

LC LIBRARY & LEARNING CENTER ⓘ ☕
 › Ceremonial halls
 › Forum
 › IT-Services
 › Central Library 📖
 › Study Service Center
 › International Office



Messe Wien

Bus line 82A

82A Krieau

U2 KRIEAU U

82A Trabbrenstraße

Trabbrenstraße

82A Südportalstraße

Entrance garage

LC

D1

TC

SC

D2

D2

- D2 DEPARTMENTS 2** ☒ ☒ ☒
- › Foreign Language Business Communication
 - › Information Systems and Operations
 - › Management
 - › Marketing
 - › Library for Business Languages 📖

- SC STUDENT CENTER**
- › Austrian Students' Union (ÖH)
 - › Student organizations
 - › Sports Center 🏊
 - › Kindergarten 👶

- D1 DEPARTMENTS 1** ☒
- › Global Business and Trade
 - › Cafeteria ☕

- TC TEACHING CENTER** ☕
- › Auditorium Maximumum
 - › Aula

- D5 DEPARTMENTS 5**
- › Strategy and Innovation
 - › Socioeconomics (Demography)



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Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop