Occasion
18 MILLION FORECLOSURES IN THE USA
RealtyTrac, Federal Reserve, Equifax

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>WEALTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP 0.5%</td>
<td>35.6%</td>
</tr>
<tr>
<td>next 7.5%</td>
<td>43.7%</td>
</tr>
<tr>
<td>next 23.5%</td>
<td>16.5%</td>
</tr>
<tr>
<td>next 68.5%</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

700B $ USA    7.3% GDP
40B $ UK      19.2% GDP
16.7B $ Iceland 76% GDP
3.6T $ WORLD  5.7% GDP
An international student call
for pluralism in economics

It is not only the world economy that is in crisis. The teaching of economics is in crisis too, and this crisis has consequences far beyond the university walls. What is taught shapes the minds of the next generation of policymakers, and therefore shapes the societies we live in. We, over 65 associations of economics students from over 30 different countries, believe it is time to reconsider the way economics is taught. We are dissatisfied with the dramatic narrowing of the curriculum that has taken place over the last couple of decades. This lack of intellectual diversity does not only restrain education and research. It limits our ability to contend with the multidimensional challenges of the 21st century - from financial stability, to food security and climate change. The real world should be brought back into the classroom, as well as debate and a pluralism of theories and methods. Such change will help renew the discipline and ultimately create a space in which solutions to society's problems can be generated.

United across borders, we call for a change of course. We do not claim to have the perfect answer, but we have no doubt that economics students will profit from exposure to different perspectives and ideas. Pluralism will not only help to enrich teaching and research and reinvigorate the discipline. More than this, pluralism carries the promise of bringing economics back into the service of society. Three forms of pluralism must be at the core of curricula: theoretical, methodological and interdisciplinary.
ECONOMIC STUDENTS WANT THE REAL WORLD BACK IN THE CLASSROOM
City of London
(the real world)
GREATER LONDON
8,196,700 inhabitants
606 sq mile

CITY OF LONDON
7,000 inhabitants
1 sq mile
THE CITY OF LONDON
CORPORATION

LORD
MAJOR OF
THE CITY OF
LONDON

ALDERMEN
1 PER WARD,
26 WARDS

COMMON
COUNCIL-
LORS

COMMITEES

SHERRIF
(X2)

LIVERYMEN

VOTES
(80% BUSINESS
REPRESENTATIVES,
20% IN HABITANTS)

FREEMEN
OF THE CITY

are

approve

elect

form

heads
Growth of the employees VS the dwellers in the City

- 200,000 employees (66%)
- 368,000 employees (98%)
- 7,000 dwellers (2%)

Actual Calculation with amount of employees in small firms in comparison with large firms shows that 70,000 of the employees in the City work in companies larger than 250 employees.

**Type of firms in the City**

- Agriculture: 6%
- Construction: 2%
- Retail: 1%
- Hotel: 4%
- Transport: 3%
- Finance: 31%
- Business Services: 32%
- Public Admin: 0%
- Education: 1%
- Health and Social Work: 3%
- Other: 20%

**Promotion of the City of London.**

Claiming that 98.5% is "small" firms, actual calculation with amount of employees in small firms in comparison with large firms shows that 70,000 of the employees in the City work in companies larger than 250 employees.
The Ring of Steel - Since 1993 (against terrorism)

- 480,000 CCTV
- 63% of the roads blocked

Nearly half a million CCTV's are installed, ensuring everyone crossing the border is registrated by picture and licence plate. Since the implementation of the Ring of Steel, the architecture of the border has significantly changed.
The Ring of Steel - Cold facts

- 63% of the roads closed
- Nearly half a million CCTV's
- Everyone who crosses the border is being registered by picture and license plate.

Since Ring of Steel changes the architecture of the border.
This means that only 2% of the area of the Square mile is a usable public space, this is 6.6 people per 1 m².
Paternoster Square is private land. Any general licence to the public to enter or cross this land is revoked forthwith. There is no implied or express permission to enter the premises or any part without consent.

Any such entry will constitute a trespass. Limited consent is hereby given, but can be revoked at any time, for entry on to the accessible parts of the square, solely for access to the offices, retail units and leisure premises for genuine building, retail and leisure purposes. Visitors must at all times comply with the directions given by our security personnel.
Program concept
The academic bank
ECONOMIC STUDENTS WANT THE REAL WORLD BACK IN THE CLASSROOM

BRING THE REAL WORLD, WITH THE CLASSROOM, BACK TO THE FINANCIAL WORLD
Dealing room
The function of the bank where around the offices are organized, at this point highly symbolic because the actual dealing room is now virtual.

Vault
The place where the valuables are stored, often not available anymore in banks.
Urban plan
Infiltration in existing bank network
ACADEMIC BANK PROGRAM DISTRIBUTED OVER THE EXISTING BANKS TO CREATE A NEW NETWORK LAYER FOR XENOGAMY BETWEEN STUDENTS AND BANKERS AND BANKERS BETWEEN

Goldman Sachs
Floorspace in atrium +/-
Department on investment banking
4000m²

Bank of England
Floorspace in atrium +/-
Department for financial law
5000m²

Royal Bank of Scotland
Floorspace in atrium +/-
Department for commercial banking
9000m²

London Stock Exchange
Floorspace in atrium +/-
Main building
2800m²

Lloyds of London
Floorspace in atrium +/-
Department for insurance banking
2500m²
Lloyds of London
Installations
Vertical circulation
Fire staircases
Toilets
Installations
There are no clear lines all the way up to the top. **What you have is lots of ‘worlds’ with pipelines of information travelling up.** Up there the ‘global heads’ sit but often they can’t agree among themselves. *There is no strategy built at the top.*

The back-office uses the vocabulary of meritocracy, **dividing the world in winners and losers.** The ‘winners’ genuinely seem to believe that they got to where they are on the basis of their performance
Wages for CEO's of banks with bonuses

- Goldman Sachs CEO: 53,695,000,-
- Wells Fargo CEO: 22,870,000,-
- JPMorgan Chase CEO: 20,000,000,-
- Citigroup CEO: 14,900,000,-
- Bank of America CEO: 14,000,000,-
- Lloyds Banking Group CEO: 7,876,500,-

Wages for CEO's of banks without bonuses

- Vancity CEO: 865,000,-
- New Resources Bank CEO: 427,632,-
- Triodos CEO: 325,000,-
- Ecology Building Society CEO: 128,000,-
- Social Ecological GLS Bank CEO: 125,000,-

1 million a year
49% MILIEU
Duurzame energie
Biologische landbouw en voeding
Duurzaam vastgoed

29% SOCIAAL
Sociale projecten
Gezondheids- en sociale zorg
Microfinanciering

15% CULTUUR
Kunst en cultuur
Onderwij

7% GEMEENTEN & PARTICULIEREN

ONZE ACTIVITEITEN
wij financieren
376 projecten in heel Europa
1,48 miljarden euro's

ONZE IMPACT
wij financieren
285 projecten in heel Europa
187.500 mensen
“As long as the task involved only mechanical skill, bonuses worked as they would expected: the higher the pay, the better the performance. But once the task called for, even a rudimentary cognitive skill, a larger reward led to poorer performance.

In 8 of the nine tasks we examined across the three experiments, higher incentives led to worse performance”

Dan Ariely, U Gneezy, G Lowenstein & N Mazar, Federal Reserve Bank of Boston Working paper No. 05-11, July 2005; NY times 20 Nov 08
Design
(Concept/Principles)
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THE ARCHITECTURE IS USING THE SPACE IN THE ATRIUM (WHERE ALL LAYERS ARE CONNECTED) TO CREATE A SECOND NETWORK BETWEEN THE LAYERS, DISMANTLING THE HIERARCHY AND OPENING UP WITH TRANSITIONS ON ALL LEVELS TO STIMULATE EXCHANGES BETWEEN STUDENTS AND BANKERS.
NEST OF LEAF-CUTTING ANT
Grid is 1.8m x 1.8m x 1.5m
Atrium is 3060 blocks
25% is 765 blocks
MAIN LECTURE SPACE

SMALL LECTURE SPACE

SEMINAR SPACE

SEMINAR SPACE

SEMINAR SPACE

BAR

VIEW ON THE CITY OF LONDON

SPECIFIC PROGRAM IN THE ATRIUM

LUTINE BELL

OFFICE CEO
ALL PARTS OF THE ACADEMY ARE INTERCONNECTED BY AN SECONDARY CIRCULATION
ZWART WIT MAQUETTE FOTO
THE INVERSE OF THE STRUCTURE THAT FORM THE SPACES OF THE ACADEMY
(The specific program in purple and the secondary circulation and recess spaces in blue)
THE STRUCTURE WORKS AS A TRANSITION BETWEEN THE TWO INSTITUTIONS.
SEMINAR SPACE