The City to be injected with academic institutions

Bankers back to school

First settlement of ‘London School of Banking’ to be installed in Lloyds’ head office

This FINANCIAL TIMES SPECIAL is completely devoted to a new academic institution, the London School of Banking. A simple but revolutionary plan, developed by young architect Pépé Niemeijer, a member of studio Design as Politics of Delft University of Technology’s Faculty of Architecture. No new building is necessary (‘that’s old school’, says Niemeijer), but instead a light, 3-D printed, construction in the main bank offices will house the school. There, post-master students can learn from expert bankers and can contribute their own ideas for a more pluralistic banking policy.

Research shows that financial injections don’t change the greedy anti-social banking policy and the CEO’s seem deaf for any critique from outside their ivory towers. ‘So it has to come from within’, says Niemeijer. That’s what makes this approach interesting.

Inside: the complete study!

Above: Departments of the London School of Banking will be ‘parasited’ into the key bank buildings of The City.

Left: The structure of light-weight composite cubics that houses the first department of the school ‘hangs’ in the atrium of Lloyds. Transitions on all levels stimulate exchanges between students and banking employees.
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The financial crisis and how the contemporary financial system is unethical

In this chapter the research on the financial system, how this led to the Global Financial Crisis and how the behavior the bankers, the man in charge, is unethical, is shown. It is a short introduction in the very complex financial world and it is understandable simplification of what really is going on. It is meant as substantiation for my architectural research. For more understanding of the financial system and the crisis please read the books written by economists available in my references.

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An introduction to the contemporary financial system

_01.2
The Global Financial Crisis

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A short investigation on ethical banking alternatives

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Case study: Triodos

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Major banks vs Ethical banks

_01.6
Conclusion, how is the behavior of the major banks unethical?
In order to explain how the crisis appeared and why the contemporary financial system is unethical this research starts with a short explanation about the Glass Steagall act.

The Glass Steagall Act is the banking act from 1933 named after its Congressional sponsors, Senator Carter Glass of Virginia, and Representative Henry B. Steagall of Alabama. This act has four provisions separating commercial and investment banking. In order to control the speculation of the banks. The act prevented (Commercial Federal Reserve) banks from:” Dealing in non-governmental securities for customers, investing in non-investment grade securities for themselves, underwriting or distributing non-governmental securities, affiliating (or sharing employees) with companies involved in such activities.”

You could compare the Glass Steagal act with an oil tanker ‘Figure 02’ . An oil tanker the oil inside the tanker is spit up in different compartments. If it wasn’t, and the boat went over a wave, all the weight of the oil would move to one side of the boat. This will destabilize the tanker in such a way that the oil tanker will sink.

By this act is economy is separated in different compartments, this means that if the commercial banking would have a depression (like with the mortgages in 2007) it would not directly break down the whole economy. There is less risk of losing all the money but there is also less risk of winning all the money. And because of this regulation which regulated the speculation and controlled the risk the financial system was modernized in 1999 with the Gramm–Leach–Bliley Act. It repealed part of the Glass–Steagall Act of 1933, removing barriers in the market among banking companies, securities companies and insurance companies that prohibited any single institution from acting as any combination of an investment bank, a commercial bank, and an insurance company. With the passage of the Gramm–Leach–Bliley Act, commercial banks, investment banks, securities firms, and insurance companies were allowed to consolidate.

Furthermore, it failed to give to the SEC (securities adn exchange commission) or any other financial regulatory agency the authority to regulate large investment bank holding companies. The legislation was signed into law by President Bill Clinton November the 12th 1999.
After the Act was signed the financial system changed rapidly. In ‘figure 04’ a summary of how the different banks consolidated is visualized. The new way of making money which in the end led to the crisis is explained in a few steps. Step one: different types of commercial debt were merged together into a new product by an investment bank, these are study-debts, creditcard-debts, mortgages etc. This new product, called a CDO (Collateralized debt obligation) is in fact nothing more than the combination of these debts into a package, there are no extra assets which means that is not a new product. Step two: the new product is rated AAA by a rating agency. This step is the adding of new wrapping paper around the CDO. The rating agency is an agency that get paid by the investment bank, for instance Goldman Sachs, to rate their products. If they do their work good, in the eyes of Goldman Sachs, the products are rated AAA, which is the highest rating possible. Suddenly the ugly package of differnt debts and mortgages looks a lot nicer as a CDO with AAA rating. In step three the product is sold to the clients of the invest-
ment bank, like retirement funds, they invest their money in debts. Step 4 is the most geniues part if this strategy: CDS, Credit default swap. After the product was sold the investment bank insured the product by, mainly AIG, an insurance company. But they did not insured in once, they insured in many times. This means that they we speculating on the CDO (that was rated AAA) to be written off, worthless. This CDS could be compared with my “Contents Insurance” but than insured by me, my partner, my children and friends. If my house burns down the insurance doesn't pay my content once but 20 times (the amount it has been insured). So when a CDO, insured 20 times for 10 million, became written off, the insurance had to pay the value of 10 million 20 times to Goldmand & Sachs. It is a strategy where money can be created with nothing. The people who have no possibilility to afford a house were given a mortgage. The bankers called these mortgages “sub-prime” which is a very beautiful word for a worthless mortgage. The more of these “sub-prime mortgages” where in the CDO the faster it would be written off and the more money the investment bank made. In ‘figure 05’ the rates of the CDO’s of Goldman&Sachs visualize how CDO’s over time became worthless.
The period between the de-regulation of (1989-1999) and the crisis was very wealthy for the banking sector. In ‘diagram 04’ a big bubble is visible in the stock exchange of CITI-group during that period. Another effect of these “golden years before the crisis” was the merging of the banks. Fourthy-one banks merged in these years to only four. These large banks became so big that they were called too big to fail. This means that is such a bank would go bankrupt the ecenomical influence on the society would be so large that it is better to bail out the bank with tax money, this is what happend at the crisis.
700B $ USA  7.3% GDP
40B $ UK    19.2% GDP
16.7B $ Iceland 76% GDP

3.6T $ WORLD  5.7% GDP

$470,000,000

$485 MILLION

$315 MILLION

WE ARE THE 99%
When in 2006 the housing bubble (all the subprime mortgages) started to burst, the CDO’s (which existed out of these sub-prime mortgages) collapsed. At that time the leverage (amount of gold in the vault vs amount of money that bank should have) 1 vs 33. This means that is every one would collect it’s money from the bank, the bank is only able to pay 3%. The rest of the money is only virtual.

So when the mortgage weren’t paid, and the CDO’s collapsed AIG couldn’t pay 20 times the value of these mortages and the banks couldn’t pay their investers etc. It was oil-tanker without compartments and it would sink. Because the banks were too big too fail a global dissaster was comming. Some bankers claim that “We were only 48 hours away before everything stopped: foodsupply, airplaines, internet etc.” (Banker interviewed by Joris Luyendijk for the Guardian 2012). National governments decided to bail-out these large institu-tions in order to restrain the damage. The amounts that were necessary in order to do so were extremely high. The USA paid 700 billion dollars (7.3% of their GDP). In Iceland 76% of their GDP was needed. Global the the national governments spend 3.6 trilion dollar (3.600.000.000.000) of state money, tax money that has been paid by everyone.

While the CEO’s of the major banks collected their bonusses and salary of several millions the middle-class had to save the banking industry with tax-money. And after the bail-out the bankers still recieved their bonusses and their financial behavior continues. “I don’t think that things have changed at all since the crisis, not fundamentally. Nothing will work until banks reorganise their culture so their employees become more vested in the bank’s success.” (Banker interviewed by Joris Luyendijk for the Guardian 2012)
The Global Alliance for Banking on Values is an independent network of banks using finance to deliver sustainable development for unserved people, communities and the environment. Find out more.
There are a few banking alternatives that could be considered ethical. The type that is most represented in the financial world is Islamic banking, banking according to the Sharia. The Sharia is the Islamic “law” and, according to the Koran, Muslims should follow the Sharia. The Sharia has some laws that consider finance and because most of the western banks are not following the Sharia, Muslims cannot put their money there. The most important rules that the Islamic bank has, relative to the financial system as described before, are: no interest (all western banking), no trading without an asset (CDO’s) and no speculation (CDS, stock exchange etc.) This is in essence a very ethical banking system, because of the rules it is limited to.

Another “ethical” way of banking is social media banking. This is type of banking uses the is transparent by social media and let the everyone cooperate in the process of where to invest the money. A bank is an institution that with the money of people creates possibilities for other people. At a social media bank you can like the possibilities your bank should support. This is a more ethical alternative because it is more transparent where the money goes and people can influence this decision.

There are also banks who are not trading by a certain law (sharia) or method (social media banks) but they call themselves ethical because ethics is one of the first principles on which the bank was build. There is not a clear definition of what is an ethical bank as there is as well not a clear definition of what is ethical banking. Many ethical banks are connected to the “Global Alliance on banking Values” which is an independent network of banks using finance to deliver sustainable development for unserved people, communities and the environment. They’ve united their missions in order to have a larger voice in the world of the financial giants “from investors to clients to the general public; actively engaging in discussions on important issues so our voice is heard, influencing the mainstream and supporting public policy developments that benefit the world through enhancing sustainable banking”

But none of this ethical banks are represented in the City. How can they “benefit the world through ethical banking” if they are not present one of the most important trading districts of the world?
Triodos is a Dutch ethical bank founded in 1980. It is an ethical bank which means that “Triodos is a bank which does everything to create a positive change in the world” (from the Triodos.nl website). They do this by investing in projects that are sustainable or help the society. In order to stay ethical Triodos is divers in many ways from the banks that are cooperating in the financial system as described in chapter 01.

The first thing that is visible when you visit the office of Triodos in Zeist is the difference with the office of ABN Amro that right next to it. ABN Amro has a static building with a thight garden and a fence around it. It has a uninviting appearance and the villa looks like a mansion of a landlord. The Triodos bank is a re-used office building with an inviting grass field infront decorated with picknick tables. The bank places itself more next to the inhabitants of the society while ABN Amro tries to place itself above society.

The Triodos office is orientated to the outside and the office are designed in such a way to minimize the hierarchy: the manager of a floor is seated next to the other employees, it might have a slightly bigger table. When I went for a visit I even was able to meet the CEO of Triodos who was able to tell me that he probably knew almost everyone name in the office building.

The CEO of triodos earns 325,000 euro a year and does not receive a bonus. And therefore does not has the incentive to trade self serving. At the bottom the render of the new office of Triodos is visible, in the nature of the Veluwe. They don’t need an office in the City of London because they are not trading in the same type of markets.
Duncker's (1945) Candle Problem. The subjects are asked to attach a candle to the wall and are given a box of tacks, candles, and matches, as shown in panel A. The solution is shown in panel B.
There are a lot of differences between the ethical banks and the major banks, one difference, already named, is that the ethical banks are not represented in the world trading districts. Another big difference is the compensation system, the incentive that they use. The major banks are paying a huge amount of salary plus bonuses. The motivation for a banker to perform is, in this way, extrinsic. At ethical banks the salary is limited and it is a fraction of what the bankers earn in the world leading banks. The motivation for a banker that works for an ethical bank is much more intrinsic, They are not working there for the money (only) but also to serve another purpose: "These organisations believe that we must improve the quality of life for everyone on the planet, recognising that we are economically interdependent and responsible to current and future generations." (gabv.org, Global Alliance for Banking on Values, 17-10-2014)

For over 40 years there are being studies done on the effect of the incentive, This started with the Dunkers Candle problem peformed by Gluckenberg in 1962. The Candle problem (discribed with diagrams on the left) was given to two groups. The first group was told that it was an experiment to find an average time of solving such problems. The second group was told that if they wher part of the 25% fastes subjects they would recieve 5 dollars, if they where the quikest of all they would recieve 20 dollar. (with inflation it would be now 39 and 156 dollar)

The task to attach the candle to the wall so i wouldn't leak wax is quite a challenge to solve with a candle, matches and a box with pins. It needs a cognitive skill to use te box of the pins in order to complete the challenge.

The result was that more subjects of the first group (without the incentive) completed the challenge and, the ones who solved the problem, where faster than the subjects of the group with the incentive. This test has been done over and over again, Proffesors of the MIT commioned by the Federal Reserve Bank of the USA in 2005. They found out that: "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 rudimantary cognitive skill, a larger reward led to poorer peformance."
Wages for CEO's of banks with bonuses

- **GOLDMAN SACHS CEO**: 53,695,000,-
- **WELLS FARGO CEO**: 22,870,000,-
- **JP MORGAN 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,-

\[ \text{x } 166 = \text{ 325,000,-} \text{ per year} \]

\[ \text{53,965,418,- per year} \]

\[ \text{per year} \]
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.)

This type of test where also examined by the London School of Economics where the results where the same: “We find that financial incentives...... can result in a negative impact on overall performance” (Dr Bernd Irlenbusch, London School of Economics)

There seems to be a mismatch between what science knows and what business does. On the left there is a diagram that compares the salary, on year basis, of the CEO’s of ethical banks vs the major banks. The banks that cooperated in the financial culture that led to the crisis and continued are all banks with an incentive system and placed inside the of world trading centers. The “Ethical” banks, the ones that are in the Global Alliance on Banking with Values, are dealing with a much lower compensation system and without a bonus. They are also not placed inside of those world Trading Centers.
Fairness is an important ethical principle in finance. In a book ‘Ethics on finance’ (1999, red. John R Boatright) Eugene Heath (philosophy professor at the University of New York) has written a chapter about fair/honesty in financial markets, he defines fair treatment as follows: “To be treated fairly is to be treated similarly to others with respect on a rule, agreement, or recognized expectation. For example, a person may treat another unfairly by failing to bestow the same benefit on that individual as was given to another person similarly situated. A rule may be unfair if it fails to require the same conduct from one person as is demanded from others who are relevantly similar” This means that if an investment bank sells products to clients and at the same time speculates on the same products (that they would collapse) (what happened with the CDO’s and CDS) than the investment bank is not trading fair.

The bank is a place where people put money and the bank is the institution where it lends the money of people or invest the money of people. It serves the creation of new possibilities and is therefor a serving institution. But as seen how the financial world is trading it appears to be more a self serving institution.

The economy of the western world is ruled by the people in the financial world. The banks are institutions that, at this time, have a large effect on the whole population of the world. But these worlds are concentrated on a few small locations in the world. And it seems that on these small places a different morality counts. “As long as the targets and bonus culture persists, I find it hard to blame bankers for being ‘immoral’. What is moral behaviour? Obeying the rules and doing as you’re told? In society that’s what makes an upright citizen, isn’t it? Someone who keeps to the law. But in banking the rules say: hit your targets. Sell this CDO [collateralised debt obligation] even if you don’t want to. Go along with what was agreed upon.

So when we tell bankers to be moral, we want them to be moral in a different meaning of the word – to think for themselves, use their own moral compass and go against the system they find themselves in. That is a very difficult thing to do for people, go against an entire system.” Banker interviewed by Joris Luyendijk for the Guardian.

Though the financial world has such a large influence and dependency on the rest of the world that it needs a different morality than it has now.
Zoom in on the City of London and how the environment relates to the financial behavior

Since the financial world is concentrated on a few small places in the world it could be interesting to found out what the relation between the financial environment and the behavior is. The City of London is one of these business districts

_02.1

A (short) history of The City of London

_02.2

The political exclusion of the City

_02.3

The mono-function of the City, in users and businesses

_02.4

Physical condition and bounderies

_02.5

Conclusion, how does this environment influence the behavior of the bankers?
Londinium (City of London) was founded in 43 by the Romans as a trade post.

A wall was built in 200 AD, 3 meters wide and 6 meters tall.

In 1070, William the Conqueror came to conquer England.

The Wall of Londinium was hard to conquer, so they made a deal. The city could keep their rights as long as they recognized him as king.

In 1250, a king thought the city had too much power and money, so he built a city next to it called Westminster in order to suck power and money away from the city.

Westminster grew over the city, but the city remained its rights.

Timeline:
- ~1250
- 1520
- 1650
- 1700
- 1745
- 1850
A (short) history of The City of London

The City of London (Londinium) was founded by the Romans in 43 as a trading post. In +/- 200 the Romans build a 3 meter thick wall around the City and this wall is the reason why the City stayed the City. When William the Conqueror came the conquer England in 1075 he found it hard to conquer Londinium so they made an agreement. The City of London would keep its rights as an independent trading post as they would recognize William as king. This agreement stayed and was continued with the following kingdoms.

In the mid 11th century one king decided that the City of London gained too much power and built a city, Westminster, next to it in order to suck power and money away from the City of London. The City of Westminster grew around the City of London and was called London. In 1965 both Cities were united as the greater London, but only in the name.
If I want to become Lord Mayor
First you have to become a freeman.
You can gain freeman status by the Alderman or by the livery companies, (to set up a livery company it also needs to be approved by the Aldermen)

1. Then you have to become an alderman of a ward. You are elected by the employees (80%) and the residents (20%)

2. Then you have to become a sheriff which is elected by the Liverymen which are approved by the aldermen

3. Then you have to be again elected as an alderman of a ward. Then you can be elected to become Lord Mayor of the City of London for one year only. You also have to pay everything yourself which is quite a lot.
The City of London is city inside greater London and it is also a County inside the U.K. (like Wales, England etc.) This means it has a large political freedom within the UK and London. At the same time most of the people think it is just the center of London where the business district is.

The political system is extremely complex which makes it almost impossible to interfere. For instance if you want to become Lord Mayor of the City of London you first have to become a freeman 1. You can get freemen status by the Alderman (the city of London is divided into 25 wards and each ward delivers an alderman). If that doesn't work you can get a freemen status by the liverymen (which are members of the livery companies) in order to start a new livery company it needs to be approved by the aldermen.

This part is already quite hard to get through but if you've become a freemen than you needed to be elected as an alderman of a ward 2. This elections are different from other elections, in the City of London only 20% of the votes go to residents, 80% of the votes is given to “representatives” of the businesses in the City of London. Here becomes clear why the City of London is so popular for business, there is a large amount of political influence and therefore less restrictions.

When you are elected as alderman than you have to elected as sherriff 3. There are two sherrifs in the city of London and there are elected by the liverymen. If you were a sherriff than you are finally eligible to become the Lord Mayor 4. The other alderman elect the Lord Mayor. And than you are Mayor for only one year, you have to pay everything yourself and you have mainly ceremonial tasks.

If you compare this with becoming Major of London: 1, you need a UK or EU passport 2, You have been a citizen of London for at least a year 3, You have to win the election.

The difference between these two elections is huge, the political influence of business is large, the political freedom/power within the UK is comparable with other counties like Wales and England and it is (almost) impossible to interfere in the political system. All these facts make that the City of London is quite political excluded/ separated from the rest of London.
Growth of the employees VS the dwellers in the City

1871

200.000 emp.
66%

100.000 dwel.
33%

368.000 emp.
98%

7.000 dwellers
2%

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 a company larger than 250 employees

Size

98.5%
of firms within the Square Mile employ fewer than 250 people (SMEs)

City of London, number of enterprises, by number of employees

<table>
<thead>
<tr>
<th>No. employees</th>
<th>No. enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–4</td>
<td>8,840</td>
</tr>
<tr>
<td>5–9</td>
<td>2,055</td>
</tr>
<tr>
<td>10–19</td>
<td>1,360</td>
</tr>
<tr>
<td>20–49</td>
<td>740</td>
</tr>
<tr>
<td>50–99</td>
<td>355</td>
</tr>
<tr>
<td>100–249</td>
<td>215</td>
</tr>
<tr>
<td>250+</td>
<td>210</td>
</tr>
<tr>
<td>All employees</td>
<td>13,775</td>
</tr>
</tbody>
</table>

70% Employees in big firms

259,000 emp.

Other, (not finance business related 20%)

Business services 32%

Financial 38%

Insurance 10%

Media 3%

Technology 9%

Professional 16%

Services 11%

Insurance 14%

Financial 31%
The fact that only 20% of the votes is done by residents has to due with the fact that the City of London only has 7000 residents versus 368.000 employees in the City. Out of these employes 70% works in big firms (frims larger than 250 emp.) The funny thing is that it looks like that the City tries to represent itself as a very diverse City with mainly (98,5%) small - medium firms. That true in amount of firms but if you calculate the amount employees at those firms you find out that still 259.000 employees work in large firms. The City also present itself as a City with divers type of firms. But if we look in the City of London report of a year earlier it shows that the City consist for 80% out of business and finance.

All these facts together make that the city is very monofunctional in terms of users working in big firms that are business or finance related.
The Ring of Steel Since 1993 (against terrorism)

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 licence plate.

Since Ring of Steel changes the architecture of the border.
The City of London is often named “the Square Mile’ because the City only covers 1.12 sqm. During the two millenniums the City barely changed shape or grew because of the wall. At this moment the wall, besides some argeological artifacts, has dissapeard completely as it was. After the bombing on London by the IRA, such as the 1993 attack on Bishopsgate, the City of London build a new “invisible” wall around the City. This wall is called the ring of steel and consist out of nearle half a million CCTV’s (480.000) that control the border of the City, everyone who drives in or out is registerd by licence plate recognizing and face recognition. A part from this 63% of the roads crossing the border of the City are blocked for motorized transport. Inside this borders the City differentiates aswell from the surrounding London by it’s architecture. The City, because of it’s tight border and since the Blitz during the WWII destroyed more than half of the City, consists out of a lot of highrise. The Skyline of the City of London is visible from far and is differenciating the city from it’s surrounding. This also generates some intersesting border architecture (figure 20).

Since 1997 (around the deregulation) 52% of the total stock in the City of Londen is (re)developed and even now, after the crisis, still many skyscrapers are planned or being constructed. The City is becoming more and more an enclave of high-rise buildings and is comparable with the other financial districts in the world like, downtown Manhattan, Hong Kong, Singapore, Frankfurt etc.

Anotner interesting part of the City of London are the “public” spaces. Due to the fact that the City has such a high density there is a lack of public space while public space is very important for the cities. “It is the essence of public freedom: a place to rally, to protest, to sit and contemplate, to smoke or talk or watch the stars. No matter what happens in the shops and cafes, the offices and houses, the existence of public space means there is always somewhere to go to express yourself or simply to escape. … From parks to pedestrian streets, squares to market places, public spaces are being bought up and closed down.”

(Paul Kingsnorth, Real England, 2003)

Anoher important activity that can occur on public spaces are forms of protest. It is important for the development of the society that those spaces exist in order to hear the sound from the society.
In the City of London more than half of the public spaces are not public but privately owned. Places as Paternoster Square, Bishop’s Square, Broadgate, Regents Place etc. are privately owned and can be closed at any time. This happened for instance with Paternoster Square. Paternoster Square is in front of the London Stock Exchange and it is owned by Mishubishi Investment Group. After the crisis everywhere around the world occupy protests started in front of the stock exchanges. Mishubishi closed off the square so the occupy protest had to move to St. Pauls church where the ground is public. Another effect of privatised public spaces is the reduced freedom the public has. As owner of public space you can add extra rules that public has to obtain when they are using your space. Privatised public spaces have security guards that control the use of the space, they are often dressed up as police officer, which is allowed because they are on private ground, in order to suppress the public.
City of London
100% 2.6 km²

“public/open space”
7.8% 0.2 km²

Private “public” space
56% 0.12 km²

Public “public” space
44% 0.08 km²

Space > 1000m²
38% 0.03 km² (30,800 m²)

Space < 1000m²
62% 0.05 km² (49,400 m²)

This means that only 2% of the area of the Square mile is a usable public space, this 6.6 people per 1 m².
Figure 33.

Space in the City of London VS open public space

Figure 34.

Devonshire Square with security/police man, It is not allowed to take pictures.

Figure 35.

Map distributed by the municipality of the City of London with the open spaces.
A General Idea of a Penitentiary Panopticon in an improved, but as yet, (Jan 28th 1843), Unfinished State.

See Postscript References to Plan, Elevations, & Sections (being Plate referred to as N° 3).

EXPLANATION

A. Cell
B. C. D... Second Sky Light
E. Cell Galleries
F. Andromeda
G. Importation Galleries
H. Chapel Galleries
I. Inspector's Lodge
J. Inner Door of the Chapel
K. Sky Light to N°
L. Stair Rooms on 3rd Floor Galleries, communicated within the outer wall of said plan, pierced are

M. Floor of the Chapel
N. Corridor Opening on S. (open except at Church hour) to light the Inspector's Lodge
O. Auditorium Hall from top to bottom, by light, air and importance.

From A. W. Beken.
The City is not a borrow of greater London but it is more a walled-in City. The City is clearly bounded form greater London by the ring of steel, the mono-function of users and businesses, the build environment, political and it has no public space for protest. Within this alienated world bankers are working in the financial world without the public protest or the ability to empathize with the rest of the world. “Then there’s the gradual loss of the ability to empathise. There are people out there with far greater problems than bankers, who are so much worse off. It helps if you can see that, but somehow people in investment banks lose touch with reality.” Banker interviewed by Joris Luyendijk for the Guardian.

Bankers that are working in the City are living in the same neighborhoods, putting their kids at the same school, have the same friends, go the the same bars, do the same work in the City that is continuesly monitored by CCTV’s. The City could be almost described as a total institution which is according to Erving Goffman: “A total institution may be defined as a place of residence and work where a large number of like-situated individuals cut off from the wider society for an appreciable period of tie together lead an enclosed formally adminis-tered round of life.” Where he also talks about “The stripping processes through which the mortification of the self occurs are fairly standard in our total institutions. Personal identity equipment is removed. The characteristics of total institutions - Erving Goffman”

A powerful example and architectural model of a total institution is the panopticon designed by philosopher and social theorist Jeremy Bentham in the late 18th Century. Bentham studied the possibilities on which a principle on construction could influence the behavior of the people. He named this principle the panopticon which is latin for “all-seeing”. The Panopticon makes it possible to control, guard, discipline, study, compare and improve groups of human beings. This principle could serve many programs such as schools, hospitals, workplace and is most known, and used, for a prison. The key-in- gredients of a panopticon are according to Bentham “The essence of it consist, then, in the centrality of the inspector’s situation, combined with the well-known and most effectual contrivances for seeing without being seen.” (J. Bentham, The Panopticon Writings, edited 1995)
ONE NATION UNDER CCTV
It is more about the feeling of being seen than that you’re are being seen, according to Bentham this system could eventually even work without inspectors. The feeling that you are constantly being inspected creates the feeling that you should behave according to the inspectors principles, it influences your behavior. The City of London can be seen as a panopticon inside London. The ring of CCTV’s around the City but also inside the City is the new inspectors eye for seeing without being seen. Everywhere in the City you are being seen, inspected, controlled etc.

The City of London is a meterocratic society that lives on money. Status is expressed in money which is visible everywhere, also in the architecture of the City. The City of London's architecture consist, especially in the financial district (the bishopsgate), mainly out of highrise office buildings that expose a power/richdom. It are not just ordinary office buildings build by a contractor out of prefabricated elements. It are office buildings that work as a brand for the bank, showing their status towards the other banks in the City. The competition of status is between employees, companies and also in architecture. Inside of the buildings you can zoom in on to different layers but all the componments (competition, status, hierargy) are here aswell. The CEO has the largest office with luxery furniture while the broker shares his desk with 5 other people working 24/7 in the office. When you’ve made a good deal you get a high bonus and this bonus is a translation of how much you are worth as a person, it is the incentive to trade as you do, a incentive that is large engough to get rid of the conscience of ethics outside the City.

Because the environment where the bankers live and work in does influence their behavior there is also a possibillity to influence their behavior by infiltrating in the environment with an architectural intervention.
The bank typology

After a zoom in on the City of London a deeper investigation is done on the bank typology

_03.1
Typology of the banks

_03.2
Analysis of the “bank” program
If we take a closer look on the typology of the major bank head quarters there are a few similarities. The giant towers are mainly decorated as glass and function as mirrors in the city. Sometimes glass curtain facades are designed with the reason that it should “express transparency”. In completion glass bank buildings are never transparent.

Inside the building the gigantic atrium is often part of the show. It is the epi-center of the bank. The closed skin to the outside and open offices orientated on the inside towards the atrium. The building itself is almost a sort of panopticon, there only misses a watchtower in the middle. One could argue because by the atrium everyone is the watchtower while, at the same time, is being watched as well. This strengthen the competition between the employees of a bank even more.

Working in a bank is again a step further alienated from the real world, what happens in the bank stays in the bank, when you are outside the bank you are in the City of London which is, as described before, an autonomous world on his own. Than the City of London is part of a network of other financial headquarters that together form the financial world and finally we come to the world which I call here the real world. The is the place where the financial virtual transactions from the financial world has tangible effects, the evictions and fore-closures, bankruptcy of companies, retirementfunds that lose their money, people becoming homeless etc. This distance works both ways becuase if I was evicted from my house, who am I going to blame for it?
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.

Program of a typical Bank building

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If we take a closer look on the program of the bank we find out that it is a very generic office building. There are maybe two functions that are specific to the bank: the trading room and the vault. At this moment the trading room is no longer a trading room because all the trading moved digital. The bank buildings that do have a trading room are built before the digital revolution and are now highly symbolic. The vault is almost no longer used in the bank as well since most of the gold is stored in the federal reserve vault and is owned by the banks through receipts.

So if not the program makes a bank a bank what is it then?

The bank building is mainly a facade and this facade is the brand of the bank. People recognize the bank by its building, the INGhouse pops-up in your head because of its iconic appearance. The Lloyds of London, the Gherkin, the HSBC are all very recognizable and (except for the INGhouse) skyscrapers. It doesn't even matter what exactly is happening inside the bank building. That is closed off to the outer world anyway and could even take place underground. The reason why the major banks have their headquarters in the trading districts is because of the direct internet connections towards the other trading districts.

Now that we have dismantled the bank building till the skin, the generic program of the offices, the openspace in the atrium and the disappearance of the "trading room" function, the bank building is capable of housing a new function.

Figure 42. The program of a bank
(Lloyds of London)

Figure 43. Collage of the bank facade, a mirror in the City, undefined what's behind.

Analisis of the “bank” program

03.2
The academic bank - An urban infiltration of an academy in the existing network of banks in the City of London

A new program is developed and placed in the City of London. In this chapter the explanation of the program, what and why. In this chapter as well the urban strategy of distributing the program among the existing banks in the City of London

_04.1
The program of the academic bank

_04.2
The location for the academic bank
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.

Theoretical pluralism emphasizes the need to broaden the range of schools of thought represented in the curricula. It is not the particulars of any economic tradition we object to. Pluralism is not about choosing sides, but about encouraging intellectually rich debate and learning to critically contrast ideas. Where other disciplines embrace diversity and teach competing theories even when they are mutually incompatible, economics is often presented as a unified body of knowledge. Admittedly, the dominant tradition has internal variations. Yet, it is only one way of doing economics and of looking at the real world. Such uniformity is unheard of in other fields; nobody would take seriously a degree program in psychology that focuses only on Freudianism, or a politics program that focuses only on state socialism. An inclusive and comprehensive economics education should promote balanced exposure to a variety of theoretical perspectives, from the commonly taught neoclassically-based approaches to the largely excluded classical, post-Keynesian, institutional, ecological, feminist, Marxist and Austrian traditions - among others. Most economics students graduate without ever encountering such diverse perspectives in the classroom.
The open letter signed by students of 65 universities over 30 countries is an occasion to look for a way to connect education with banking. In their letter: “An international student call for pluralism in economics” published in May 2014, they claim that: “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. Theoretical pluralism emphasizes the need to broaden the range of schools of thought represented in the curricula. It is not the particulars of any economic tradition we object to. Pluralism is not about choosing sides, but about encouraging intellectually rich debate and learning to critically contrast ideas. Where other disciplines embrace diversity and teach competing theories even when they are mutually incompatible, economics is often presented as a unified body of knowledge. Admittedly, the dominant tradition has internal variations. Yet, it is only one way of doing economics and of looking at the real world. Such uniformity is unheard of in other fields; nobody would take seriously a degree program in psychology that focuses only on Freudianism, or a politics program that focuses only on state socialism.
An inclusive and comprehensive economics education should promote balanced exposure to a variety of theoretical perspectives, from the commonly taught neoclassically-based approaches to the largely excluded classical, post-Keynesian, institutional, ecological, feminist, Marxist and Austrian traditions - among others. Most economics students graduate without ever encountering such diverse perspectives in the classroom. It is clear that maths and statistics are crucial to our discipline. But all too often students learn to master quantitative methods without ever discussing if and why they should be used, the choice of assumptions and the applicability of results.” (Open letter)

The problem of the lack of pluralism in the pluralism in the education could also be combined with the problem the lack of pluralism in the financial districts where the major banks are situated. Where the economy-faculty doesn’t only get a new curriculum but is also really being related to the “real” financial world with the program of an academic bank.

The program for an academic bank doesn’t exist yet, neither does education specific related to banking. The bank is an institution that is/should be serving the society, as an employee of a bank you have an important task to forfill. You can study math, economics or law and start working for a bank. But that doesn’t mean that you (as a student) have learned to take position, there is no direct education that is linked to the bank which can/should consider ethics and financial philosophies.

The academic bank is then a place where students meet professionals and demand, with their presence, a constant responsibility and reflection of the bankers. Vice versa the students are forced to take position and can discuss with each other and/or bankers.

Another feature of the academic bank is the search for renewal in the financial system. You can compare this with the transformation of medicine and the role of the academic hospital.

The academic hospital is a environment where new techniques or strategies in medicines are tried out, from out the academic hospital the medicine’s-world is than renewed. This is what I see as well for the financial world where the academic bank questions the existing financial system and transforms the financial system.
ACADEMIC BANK PROGRAM DISTRIBUTED OVER THE EXISTING BANKS TO CREATE A NEW NETWORK LAYER FOR XENOOGAMY BETWEEN STUDENTS AND BANKERS AND BANKERS BETWEEN
The City of London has a wide distribution of banks, there is not a clear site for the proposal of building a new academic bank. Besides that the City of London already exists out of single entities build next to each other. How can then the design of a new entity in city be truly a reform of its behavior? It is build in the City but there is no direct relation with it. (The London School of Economics is also placed in the City of London but you also don’t see a relation between research on the incentive and the way bankers get paid in the City.)

The academic bank doesn’t have to be a new entity in the City, it can also be an academic infiltration in an existing bank of the City and therewith transform the bank to an academic bank. Furthermore this academic infiltration doesn’t have to be limited to one bank, it should be inserted in several banks in order to create a network inbetween, xenogamy between students and bankers and bankers between.

The Academy could start by infiltrating five banks for a post-graduate master for 5000 students (average between 5 faculties of economics: Utrecht, London, Lund, Manchester, Munich) This academy could split up in different departments: Commercial Banking, Investment Banking, Main building, Financial Law and Insurance. The Different departments could then opperate with a bank that is related to the department: London Stock Exchange - Main building, Bank of England - Financial Law, Royal Bank of Schotland - Commercial Banking, Goldman Sachs - Investment Banking, Lloyds of London - Insurance Banking.

When the academy is spread out over different banks the students are moving from one bank to the other, an investment banker of Merril Lynch can give a lecture in the academy that is placed in the Goldman & Sachs building, other bankers can attend a lecture at their own bank or antother one. In short, the designed strategy of spreading out the academy and placing them in existing banks, can truly transform in a platform for xenogamy between students and bankers and bankers between.
The design of the part of the academic bank that is placed in the Lloyds of London

05

The design explained from the assignment and concept till the shaping of the details and the effect of the design on the existing building

05.1
The challenge

05.2
The program

05.3
Design concept and placement of the program

05.4
Design of the structure

05.5
Material and upholstering of the structure

05.6
Construction

05.7
Installations

05.8
Effect of the design on the existing building
Chief Executive Officer 7,900,000
Managing Director 2,500,000
Vice president 1,200,000
Third Year Associate 700,000
First Year Associate 450,000
Third Year Analyst 310,000
First Year Analyst 170,000
Third Year Broker 145,000
First Year Broker 100,000
Administration 40,000
The establishment of an academy / bankers-postgraduatemaster in the existing urban fabric of banks in the business district of the City of London is an attempt to bring a transformation within the current financial system. How to nest this form of infiltration I will, on basis of the design located in de Lloyds of London, elaborate on. The Lloyds of London, completed in 1986, is a building which, at that time, was an architectural translation of the financial system. Monumental high-rise, built around the atrium. All amenities such as elevators, stairs, toilets and air conditioning systems are placed outside the building so that the floors are fully open. The construction of the building consists of 28 large columns 1200 mm in diameter that are placed in the atrium and around the building. In this way, the floors are also free of construction and is, due to the presence of the large columns and the height of the atrium, the stratification and the strength of the building is accented. Because the floors are completely free of circulation, construction and other vertical connections the different floors are to experience as separate layers in the hierarchy. The atrium reinforces this hierarchical stratification through the visual connection that emphasizes the distance.

In short, it is a building that, by its design, conveys a certain strength and power that suits the financial system where the top-down hierarchy in conjunction with the bonus culture is a world where power and value is expressed in money.

From today’s society, the open letter of economy students, the demand for a diverse economy, where power is not central exercised, grows. You could say that the financial system is outdated and is due for renewal. The design for the academic addition in the Lloyds of London should, within the archetypal translation of the financial world as it was, be a translation for the pluriform economic system that is now demanded.

A school or an academy is a place where the exchange of information is central, the specific information exchange of the curriculum and the informal exchange of information for making friends and networking.
1. The idea of university: The need for and exchange of general and special information.

2. The university is composed of individuals and groups, working together, in different disciplines. When individuals work together they take on new characteristics and develop new needs.

3. The university as it seeks to be! Buildings contribute to the isolation of specific disciplines.

4. But the removal of built barriers and the mixing of disciplines is not enough. The group is meaningless when there is no place for the individual.

5. The relationship of group and individual must also be considered. Areas of activity and areas of tranquility must be provided. If the group is everywhere, there is no group because there is no individual.

6. The external expression of differences in function (are these as important as the similarities?) and nostalgia for representative form also tend to segregate the university into specialized disciplines only.

7. We seek rather a system giving the minimum organization necessary to an association of disciplines. The specific natures of different functions are accommodated within a general framework which expresses university.

8. In a skyscraper type buildings, disciplines tend to be segregated. The relationship from one floor to another is tedious, almost fortuitous, passing through the space—machine—lift.

9. In a ground-scraper organization greater possibilities of community and exchange are present without necessarily sacrificing any tranquility.

10. Tentative use of a minimum structuring system where individual and group may determine desirable relationships.
The challenge

A high-rise buildings such as the Lloyds of London building is strongly layered and therefore a model for isolation. Exchanges of information are limited to one level. For the academy there is searched for a design strategy that breaks through the model of isolation so that the exchange of information through the various layers of the building can take place. The design is therefore positioned in the atrium, where all the layers can be connected to each other and from which a transformation on the use of the bank building as a whole can be achieved. To this end, the design should create conditions for forms of symbiosis / cross-fertilization between students and bankers.
In the program, as far as possible, is searched for options for dual use, in the sense that the addition of the academic-program is not only for the academy itself, but that it also is an addition the bank. With this a maximazation of integration is achieved.

The main program components of the academy are:

- A (wider) lecture with about 200 seats where lectures are given that are accessible to both students, bankers Lloyds of London, as well as bankers from other buildings. Here the larger readings may occur, for example by CEO's or other financial magnates. Also documentaries, which consider financial themes, can be screened here. This is aswell the room where introductory lectures are held. Moreover, the Lloyds bank can also use this room for presentations.

- A (smaller) lecture / presentation room with about 100 seats. The use of this room is less than the broader public lecture and will be used mainly for specialist lectures and smaller guest lectures which, for example examines the ethics in the financial system or the latest techniques in combating cyber crimes in the banking. This room can also be used for important presentations of Lloyds of London.

- In addition to these two lecture halls where sharing of information is mainly one-sided, the audience listens to a speaker and can ask a question, there are also three seminar rooms for about 20 students (including 50 public). These spaces are meant for interactive lessons that can be on issues of financial regulation to ethics. Held after a short introduction, debates and discussions These spaces are centrally oriented so that students can look at instead of the direction unilaterally as in lecture each other. These rooms can also be used by Lloyds for private meetings.

- Another component of the program is to create study spaces for individual and group work. This is a fairly generic program component, and has requested that the workspace where the students work is closely associated with the workspace of the bankers, it is partly a kind of simulation of the bankers exist in a bank branch. For certain
self-study and group work assignments the student will have the opportunity to exchange with bankers, who gives guidance to a number of students during one session a week. Assignments, both fictional and real, are causing too an immediate value to the banker: students collaborate in real deals and analyzes.

+ Yet another important component of the program is the bar. In many sectors in business, but especially in the financial world, the networking reception essential. The bar in the academy should be the place for networking receptions, for example organized after a reading of a key speaker, completion of a project, with the appointment of a new teacher, etc. The “Friday afternoon drinks” can also be held here. For a networking reception, it is important that you can easily invade a conversation and you move between the different groups and individuals. It is therefore important that the bar is not equipped with all kinds of tables and booths that the momentum that is needed to go. Tables with chairs provide a static format that works well in a bar where you’re meeting your friends, but not in a place to network. Another aspect is the clarity, it would be nice if you could find the person you’re looking for.

+ The next part of the program, the niche’s / coffee corners. Scattered across the academy there will be different places for informal meetings. Places where you can drink coffee, read the newspaper, read a book, can perform with fellow students and / or bankers, a little chat after a lecture or seminar or a short break while keeping work / study. These places are for the bankers, students and teachers and contribute to the integration of the academy. They also promote non-hierarchical environment that the academy brings in the bank building.

+ A final important component of the program is to add a secondary circulation which connect the different layers, in particular the layers which are (spatial) close to each other. One no longer has to go out of the building, in the vertical riser sleeves, in the elevator, out of the elevator in the building to come to the next floor.
Design concept and placing of the program

To translate the program into a physical design, an architectural strategy is used. The space in the atrium seen as ‘mass’ from which the parts of the program can be excavated regardless of the different layers in the surrounding office rings. This could be compared with an ants nest.

That mass is than designed as an open three-dimensional grid structure. Whereout the lecture halls and other spaces as “cocoons” are spared. With this approach, the placement of the new program-parts are disconnected from the current hierarchical layout of the building.

Placement of the program per component:

+ The large lecture hall is located directly above the “courtyard” at the foot of the atrium. In this square (named “The Room”) is also the “lutine bell”, a large bell which is traditionally sound for important announcements, 1 time for good news and 2 times for bad news.

The lecture is directly connected to the two floors above the courtyard. The first floor above the atrium has a more public function, it is open to visitors and include space for exhibitions organized by the Lloyds. This floor is accessible through the large transparent escalators that go from the main entrance through the atrium upward. These escalators are also the entrance to the academy. The lecturehall is stepped up and finds at the top a connection to the next floor, an officefloor. In this way, the lecture hall connects the officefloor, with its bankers, and the more public floor together. Because the lecture room hangs above the atrium-square and ‘lutine bell “, it is a symbolic link with the coming together of the bankers and the coming together of the students above.

+ The smaller lecture-room is placed much higher in the atrium, between the office floors where the bankers work that occupy a higher position. Here the atrium no longer completely surrounded by offices, part of the atrium-facade is also the exterior of the building. This lecture room offers a look at the surroundings of the City of London and thus enters into a relationship with the environment outside the bank.
Design concept and placing of the program

+ The three seminar spaces are more evenly distributed over the atrium so that each of the office floors has a close relationship with one of the specific areas in the academy.

+ On the ‘roof’ of the ‘mass’ is the bar located. This contrasts with the most formal room of the building, the office of the CEO. In the current state of the building is the CEO almost completely isolated from the rest of the building, he can look down through the glass atrium, but because of the angle and the reflection of the glass, there is hardly a relationship the other way, from the offices to the CEO. The (informal) bar is placed at the same height of his office, the splendid isolation of the CEO is invalidated and creates an opportunity for informal contact, even at this high level.

+ The study places of the students are not housed in the atrium but on the existing office floors. In this way the academy does not only infiltrate in the atrium but also spreads out over the offices. This is important because the integration between the academy and the bankers should take place at all the different levels. At the same time students are also working along with the bankers and therefore it is practical if they are located in the same space.

+ The niches and coffee corners are located at the edges of the atrium and form the transition between the academic content and the offices. The use of these spaces are for both users and is the place where the informal dialogue between academics, students and bankers are being held. The location on the edge of the atrium, where the physical interpretation of the academy meets the bank, provides access to the academic structure on the one hand and to the offices vice versa.

+ All parts of the academy are interconnected by a secondary circulation, an intricate and ‘slow’ network in addition to the rapid primary circulation along the outside of the building. This secondary circulation takes place, both at the office floor, as in the structure. You come up at a niche, then you move over the office floor to the next niche where you can go up further. The routes of bankers and students intersect in this way.
Homogeneous grid gets holes for spaces

There is no homogeneous distribution of load and the grid gets densification where necessary.

Now there are parts of the grid with less load where the grid can be stretched up.
The mass, which is what remains after the areas are hollowed out, is designed as an open three-dimensional grid structure formed out of carbon fiber-3D printed elements which are glued to each other to a large structure, that can (constructional) be compared with a sponge. The grid structure compacted and dilutes constructively to catch disruptions in the homogeneous structure, due to the excavation of the spaces.

The structure acts as a transition zone between the academy and the bank and thus ensures a smooth transition between the spaces in the academy structure and office floors. As you walk into, and through, an open framework, it is a step by step perceptible transition.

The lecture rooms and the seminar spaces are designed as closed and soundproof units (cocoons) within the structure. The light within these spaces can be controlled separately - a dark lecture hall during the presentation of a film or presentation. These cocoons are on the outside cladded with reflecting aluminium this, together with the light system of the structure, accentuate the cocoons within the structure. This, and the dilution and compaction of the grid, will also give academic cloud, as a whole, more relief.

+ The lecture halls are gradually designed in one direction, The structure is going down in one direction in steps, this provides the seating.

+ The seminar rooms also are stepped aswell, but in a circle / or square, centrally oriented.

+ The bar consists of several levels, so you can see who else is present on the drink and you can walk (no tables chairs) through. From this highest point one has views over the city.

+ The niches are open spots in the structure where the structure provides sit-elements.
Re/flecting aluminium plate
Sound Isolation
Box (450x450x375) with profiles on both sides
Wooden acoustic plate with holes
Clicking system to click plate behind profile in box
Screws in holes for clicking system
Rubber clamps for/loor panels
Berch triplex/loor panel (400x400x15mm)
Sound attenuation between boxes
Box (450x450x350mm) with profile for/loor element
"Standard" box (450x450x375mm)
Densed box = 4x (225x225x187.5mm)
Console consists out of 4 elements
Grid around column (no load distribution)
Larger box for less densed grid (900x900x375mm)
Large box for less densed grid (900x900x750mm)
Exploded view modules
Pépé Niemeijer 2014

Refelction of light
Refelction of the grid
The spaces in the structure are dilated of the sponge. These spaces are covered by the modules, which are to be upholstered. These modules are (3d)printed with a profile where the upholstering elements are placed and, with a clip / snap behind the edge of the module, is attached. In this way, the material falls in a same plane with the ribs of the structure, without the involvement profile-cover or something else.

The closed areas are on the outside covered with mirrored aluminum so they doesn’t become “black holes” in the grid. After this reflecting layer the “upholstering modules” are filled with insulation. This is also the place where the electricity, and other wiring to supply the space, runs through. The inside of these rooms are upholstered with wooden panels. It gives the academy a warm and natural look in the “high-tech” structure. The panels on the walls and the ceiling contain small holes so that panel functions as an acoustic panel. In the ceiling elements which are also foreseen with the lighting of the space. On the panels on the ground that function as seating the wooden panel has a carved top so that the shape is consistent with it’s function.

The open spaces - the niches, the secondary circulation and the structure that has grown over the office floors - are covered as lean as possible. The floors are covered with wooden panels where you can stand / sit on. The vertical surfaces, to a certain height, which is required for the safety, are covered with glass panels.

The fall-protection that is needed around the atrium will be designed as the existing fall protection, glass with steel profiles. When the academic structure needs a fall protection border, at a small bridge, the fall protection of the Lloyds continue from the atrium border over the bridge.

For other handrails and such no provisions were made, except for a small rubber that clicks in on the rib of the module for more comfortable handgrip. The structure itself is then used as handrail.
Console consists of 4 elements placed around the columns between the existing consoles.

Grid structure 450 x 450 No densification at knots Densification in grid where necessary and small knots in corners.
The structure is made out of modules that contain various densities of the grid. These modules are glued together to form one large sponge structure that hangs between the atrium attached with multiple specially designed consoles. It gets its stability from the fact that the construction works as a whole.

The construction could is, schematically, build up out of “vierendeel-beams. The vierendeel-beam has no diagonals but instead it has strong knots. In the design the structure must be as pure as possible, only verticals and horizontals, no knots. The nodes have a very small curved angle for the transition. When the forces on a node are too large, the grid densifies and thus distributes the power across multiple nodes so that they don’t need to be dimensioned larger.

The academy structure falls back slightly relative to the edge of the atrium. There is still a gap between the academy and the office floors, the atrium is not completely cluttered with the structure so that the whole is able to contain. When a niche or an opening for circulation is made in the structure, the structure grasps on the edge of the atrium.

When the structure is attached on the column with a console, the grid touches the edge of the atrium aswell, from-out these connections the structure can grow over the office floors.

At the bottom of the atrium the structure floats, as it were, above the central meeting place of the bank, which emphasizes the presence of the academy.

The top of the structure, at the level of the CEO office, is a landscape of different levels: the bar. This site is where the structure, as it were, stands above the bank.

On the one hand, there is no hard transition between the academic structure and the existing bank building - an important prerequisite for interaction and integration between the institutites - on the other hand, both equipment sufficiently different that the distinction between banking and academy remains visible.
The installations of the Lloyds feed the spaces in the atrium.

The climate
The school is a parasite on the bank building, in construction, elevators, fire stairs, toilets and also for the supply of electricity and air conditioning. Lloyds of London is a building that is completely free of installations, they’re all on the outside of the building, on the roof. To control the climate, large pipes for cooling, heating and ventilation run along the facade and sticks in the building at points between the floors.
These tubes are also directed to the spaces in the structure through the floors of the Lloyds. The tubes are round and are clearly belonging to the Lloyds. The Academy does not have a system, but the Lloyds makes extensions of its own system and nourishes the academy, as a kind of umbilical cord.

Light
The positioning of the structure has a lot of influence on the light-transmittance in the building. To compensate for this, the structure will be lit. The structure itself will be lit, instead of adding an extra lighting system that pollutes the grid. In order to do that the light-system exists out of very thin LED strips that are placed on the structure. It should appear as if the structure itself is highlighted and, therefor, appears more transparent.
The light system is controllable and and take different forms: only lights from the rooms, in the direction of the sun and mimics the daylight after, it lights up when there is activity somewhere in the circulation. It interactively responds to its environment and, therewith, gain life to the structure.
The effect of the design on the existing building

Making this structure affect the Lloyds of London at different levels and is thus not only an installation in the atrium, but a transformation of the entire building.

Firstly, the secondary circulation causes a more dynamic relation between the different floors in the Lloyds. Students go from one floor to another and spread throughout the building so; bankers offer support to students, attend lectures, give presentations and hold meetings in the structure and also move over the multiple layers of the building. This not only creates a mix of students and bankers but also between the bankers themselves throughout the different layers. The ‘mixing’ on the office floors will likely be strongest around the atrium. In the further away from the atrium-lying parts of the office floors may, if necessary, more lockable areas to be created.

The atrium in the Lloyds takes care for the day-light supply and contributes significantly to the ventilation. The positioning of the structure in the atrium is an obstruction in the light and air supply, and which needs to be solved elsewhere. The windows on the façade are triple and have a coating which reflects the sunlight. The light entering from the exterior is minimal. Now the atrium not the brightest spot is the facade of the Lloyds will have to open without solar-coating and thinner windows so more light comes in from the outside. Also, some windows will be opened for ventilation.
Conclusions and Reflection
'Design as Politics’ is a studio that goes beyond the design, it explores the relationships between the built environment and political influence. At Bouwkunde we are mainly trained in designing a building as such, the social impact of design issues is little discussed in the Architecture program. The graduation theme ‘Follow the money’, offered by ‘Design as Politics’, gave me an opportunity to explore socially related design research and, by extension, to make a design.

During the recent period, at the time of economic growth, the task of the architect has been reduced to the design per se. This has led to a proliferation of so-called architectural icons, often on behalf of major financial institutions. The architect of such an icon seems to be caught in the façade. To glorify with an iconic design on an eye-catching spot in the city is the only thing that matters to him, whatever the consequences are. This is briefly my distaste for the current culture in the architecture and building industry (with – fortunately – many exceptions to be). An architect should be able to interfere in an environment where building is a mere expression of money and power. Yet the assignments where most money is involved tend to end up with another icon, not least because this is the wish of the clients – mainly banks and insurance companies.

Working in the studio is ‘Follow the money’ has made it clear to me that the power of the banks is irresponsible large and its policy is merely greedy and anti-social. I have not studied economics myself and don’t not know how to solve this correctly, but in my opinion the conduct of the bankers is unethical. I wondered if an architect could interfere in this world. This has led me to focus my research on one of the bastions of the financial world, the City of London. Like The Vatican (which also happens to contain a very powerful bank, El Banco Vaticano), The City is a separate world that is both politically and socially isolated from a densely populated en dazzling metropolis. My main goal became to find out how and in which form an architectural intervention might have a positive influence in the culture of this financial moloch.

I think there are three fields in which an the architect should elaborate his design skills. 1: Programme (what will you make and for whom are you going to make it?). 2: Location (where are you going
There is a lot of profit in the new securities. Those securities are exactly the same as sub-prime mortgages. Is that morally justified? And it is also a good long-term investment for society. Yes, how can you justify all these bonuses and work for that? I’ll become a banker that serves society. Good documentary was that “Inside Job.” I’m not coming, I think I’ve got to do some overnight work for my internship.

Am I on time? I couldn’t find the right room in this maze! Let’s go upstairs for a drink at the bar. Afterwards, I’ll introduce “Atlas Shrugged” by Ayn Rand. I heard that you invested in arctic social housing. Sounds like a good deal. This is essential literature in order to form your position on banking. So good to have the academy inside the bank. You are in the middle where it happens. Yes, I would like a conference call immediately with the Coopolis. I think we should invest in that initiative.
to place the building). 3: Design (what structure and shape are you going to design).
When the first two questions are answered, there is automatically a written statement that the design should meet. While in some cases it is sufficient to produce a design on the basis of a given programme, in my case the ‘design’ of the program itself might be the most important task of the architect.

The program
The program of my design is an Academic Bank. This is a program that does not exist yet, but one could compare it to a University Hospital. The hospital and the bank are institutions that serve society. In today’s western world, we could not do without. Becoming a doctor one learns not only to perform certain tasks (mechanical dexterity), but also to take important decisions about people’s lives and how to deal with the patient: operate or not to operate? Which technique? Etc. To address and understand the feelings of a patient a medical student gets lessons in ethics and does job placements in a university hospital. Here, the cooperation goes both ways. Firstly, students learn to determine their position in medicine and how to deal with it and on the other hand doctors are forced to justify their actions to students. Together they are representative of the knowledge and the moral of their profession.
To work in a bank, one can come from various disciplines. One does not study ‘Banker skills’ but mathematics, economics or law. This way, one doesn’t learn to take one’s attitude to financial affairs automatically. Within the institution, the bank, there is no personal responsibility required. One works in a closed world where the moral of the banker prevails. By developing an academic banking program, you create an opening in the financial world. Students enforcing the responsibility of the bankers, who in turn are forced to show their attitude to both the knowledge and the morals of banking culture.
Important features of the academic banking training are thinking of and experimenting with innovations for the financial system and discussing the ethics of banking.
The University Hospital is the place where new techniques are developed. One could say that today’s financial world is in need of change, a blood transfusion so to say. But the current generation of bankers
There is a lot of profit in the new securities. Those securities are exactly the same as sub-prime mortgages. Is that morally justified? And it is also a good long-term investment for the society.

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Are we going to study "Das Kapital"? What has that to with investment banking?

Today we will have an introduction lecture on "Das Kapital".
Location and design
One part of the Academic Bank is elaborated for this graduation. It is positioned in the Lloyds of London, one of the larger bank buildings in The City, as I have described before. I have created a cloud-structure in the atrium, in which the spaces are placed freely, not in the strict layering order of the high-rise. This structure thus breaks the hierarchy of stratification because the casual user space of the atrium is attached to each level. All sorts of contacts and exchanges between students and banking personnel are possible. Even the CEO can easily walk into the bar of the school which is situated next to his office and join in a conversation with master students. Thus, the newly added structure has changed the Lloyd’s building as a whole: the hierarchical top-down high-rise building is interwoven with the dense network of the school. Connections and transitions have been constructed in all directions. An appropriate accommodation for developing a different, more pluralistic banking culture has been built (not yet).

Looking back
The project research was crucial for defining a sensible program, choosing a location and even for the eventual design. Let me explain. It might have been interesting to choose a significant location in the City of London for a new building of the Academic Bank. I tried to do so first, but gradually I doubted if this would be effective. The more I knew, more and more signs were pointing in a different direction. Beside being a patient the banking system is a very powerful institution. A system, that is powerful enough to neglect governmental decisions, would probably neglect such a ‘new thing’. Moreover, there is fierce critique in society of the current state of affairs in the financial world. In the press, in politics, the scientific world and universities such as the excellent London School of Economics. They all argue in favour of a more plural banking policy. Initiatives in this
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direction have come up. Social banks, like Triodos, do exist. But they are not yet very big and avoid opening offices in The City, because that would be contraproductive. All these criticism, new ideas and initiatives seem to rebound off the shiny steel and glass facades of the London City Banks. Another morality seems to prevail ‘inside the gates’. Behind these facades the boards of directors continue their uncontrolled monocultural greedy banking as if the financial crisis had not happened.

At a certain moment, overlooking all these pieces of the puzzle I asked myself ‘Why not try to do something from within?’ and ‘Would my humble Academic Bank survive amidst this jumble of ivory towers of The City?’ Then the idea of the Academic Bank came up. Like a university hospital this could lead to a sort of symbiotic situation. ‘Why not do it literally and construct a building in a building?’, I thought. It seemed to be the missing piece of the puzzle. Well, almost. In order to be succesfull I had to involve the The City of London as a whole. The academic bank should somehow spread its wings over The City, as inserts in existing banking buildings. The academic program should infiltrate / parasitize in the current urban fabric of the City. Like a wasp that lays her eggs in a caterpillar.

With this approach the main question – how to bring about a positive development in the existing fabric with an architectural intervention – could be answered.

A Wild plan? Off course, but not completely utopian. When for many architects (not all) teaching at Bouwkunde and working with students is a refreshing and illuminating experience, why would a expert senior banker not see a win-win situation in teaching and working with those unconventional whiz-kids of the London School of Economics who are doing a post-master inside his bank?

During all phases of the process – designing the program, determining a location, making the design – the focus for me as an architect has not so much been on the aesthetic value of architecture, but on the social impact of the design. In this case, to create – with architectonic means – the conditions for the course to a more pluralistic banking culture.

Two final remarks. The ‘non-architectural’ aspect of my research was not easy. You’re constantly watching live streams of the London Stock
Exchange while reading Capital by Karl Marx or Thomas Piketti before you know it. You must be selective in choosing your sources. I did read a lot about the banking system and its morals, I studied The City as an urban plan and walked through every street of it. The task and the design could not have been fulfilled without investigating the banking culture and especially how it is reflected in the City of London, which appeared to be fully owned and controlled by the banks. That has largely determined the quality the urban and social context of the location - and its consequences for the challenge. I now know that urban design is not merely a matter of planning and creating, one also has to bear in mind the social, political and financial implications.

On the other hand, it is good to look outside or beside the chosen place and subject. So I also looked into the functioning of other institutions that serve the society, such as health and education. And after a day in The City I rushed to a completely different part of town to feel the difference. It helped me to get a clear picture of what was the problem and what could be a solution and without some of these ‘excursions’ I might not have found the clue of my puzzle.

Ultimately, I have produced a design of which (without knowing context) one may say that it is an architectural or aesthetic statement just as well. Nevertheless, the context and the underlying design ideas show that this is anything beyond a study of how the ego of the architect could speak to the imagination.

P.N. 22 october 2014


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