

Pöchlarn, the historic town of the Nibelungs, a town of great historic and cultural importance, presents itself as an ideal location for a university offering intense and highly creative courses. Pöchlarn, situated in a beautiful surrounding by the river Danube, is easily accessible as it offers a broad range of infrastructural facilities (train station, motorway exit).

After many years of experience with design courses, the time has come for studies at university level.

For autumn / winter 2006/07 the launch of a new university, the **O.K. Design University** is planned. This would surely be of great benefit for Pöchlarn's intellectual, social, cultural and economical development.

The European expansion has established a market with enormous potential. The "creative industries" with their two-digit growth numbers make politicians and economists alike happy and are rapidly developing to become Austria's primary economic factor. At the top end of all businesses involved you can find design in all its variety. This would make the **O.K. Design University Pöchlarn a university for the future!**

While developing a new University in a rather small town, it is crucial to offer a future orientated concept. Instead of trying to compete with big Universities, which have the same courses, niche studies with the highest academic level

should be offered. With a strategically planned and interesting concept, it should be no problem to find a renowned License- and Partner University. The search should be carried out on a global basis.

The so-called “niche studies” could basically be divided up into two departments with two diverging studying directions. In addition to “classic” courses of applied arts as for example: jewellery and due to the location in Pöchlarn glass art / design (in cooperation with Vetropack) also new, future orientated studies such as sustainable landscape-architecture or a direction of studying which concentrates on the realization of the newest environmentally compatible technologies in design and architecture (Ecofuture Design) (in cooperation with internationally renowned Institutes as the Alchemia Nova in Vienna, EPEA International Environment - research in Hamburg, und MBDC McDonough Braungart Design Chemistry in Charlottesville USA) and maybe even Future Transportation Design could be offered.

On the one hand such “niche studies” offer excellent prospects for the students in the “normal” curriculum as well as in the postgraduate way and on the other hand they create great chances for the location Pöchlarn.

With the uniqueness of the directions of studying not only students from a large geographic commuter belt should be attracted, but furthermore it could through congresses, publications and media reports help Pöchlarn to position itself as a modern, future orientated town.

ARCHITECTURAL PREREQUISITES:

The **O.K. DESIGN UNIVERSITY PÖCHLARN** can be set up within a very short time and relatively little financial means.

For “creative thinkers“ an old building with high ceilings and big, open-spaced, lofty and light rooms would be ideal.

To ensure a smooth start, the new university may use the resources and workshop facilities of the “Kokoschka House” and the “Nibelungenhof” in Pöchlarn.



For the later start of operations, the so-called “Sailing House“, after being adapted, shall present a favourable solution. Its gothic cellars can be used for exhibitions and events, its medieval tower and parts of the medieval town wall would be integrated into a new part which has to be built and halls that are partly equipped with baroque ceilings would make it a perfect match for this creative educational site.

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SCHEDULE

In order to start the course in the winter term of 2006/07, the following steps should be taken:

Preparation and planning are to start immediately. This phase requires the legal and financial basis to be established as well as the confirmation of the cooperation and the licences with Kingston University London. At the same time efficient PR is due to be initiated and a homepage shall be created.

Furthermore the planning and adaption of the "Sailing House" is expected to start as soon as possible.

At the beginning of 2006 the office in Pöchlarn will take up its work. Lecturers must be hired and marketing material for the university must be created. Increased PR efforts and further steps such as the participation in educational trade shows, etc. must be taken.

Towards the end of June the first entrance examinations will take place. Regular courses will start at the beginning of October.