

THE TREE HOUSE NEGOTIATIONS



A UTS: Business Case Study [PROTOTYPE]

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Home

The Tree House Project directed by Frank Gehry Partners to construct a new building for the UTS Business School not only represents an architectural breakthrough but will also be an instrument to support the concept of "DesignThinking" at UTS, a breakthrough in doing business.



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Contributors

Faculty Views

Roger Martin transformed the Rotman School of Management from a flagging business school into a thriving institution based on the principles of design thinking. Listen to this [interview](#) by Roy Green.

This 3D flythrough shows some of the amazing architecture that is helping transform UTS, including the Dr Chau Chak Wing Building, designed by world-renowned architect Frank Gehry. Credit: Photographs of Dr Chau Chak Wing Building courtesy of Gehry Partners, LLP



In this video designer Tim Brown, CEO of IDEO and father of the Design Thinking Concept talks about the powerful relationship between creative thinking and play as well as the two modes of designer work: divergent and convergent, using examples from his studio. He argues that the design profession is preoccupied with creating nifty, fashionable objects -- even as pressing questions like clean water access show it has a bigger role to play. He calls for a shift to local, collaborative, participatory "design thinking."

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Stakeholder Views - The Tree House Negotiations

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Stakeholder Views - The Tree House Negotiations

Stakeholder Views

Karen Bartlett: Short documentary



Seven News Sydney: Frank Gehry



Teaching Notes

The Tree House Building for UTS Business School designed by Dr Frank Gehry will represent for UTS and for the City of Sydney a turning point. Since this project will require the participation and interaction with many stakeholders during construction (UTS authorities / Frank Gehry Partners / Constructors / City of Sydney / etc) and since the Tree House will transform the activities of many departments at UTS it is expected to have many different negotiations.

This case will allow students to research on the concepts of "Design Thinking" and "Collaborative Negotiation" as well as exercise of some of the Negotiation Tools used to prepare for the different agreements which will take place before the final opening of the Tree House.

The question posed for this case is: " Please prepare the stakeholder's canvas for all potential negotiations around the Tree House and sketch the interests for the different stakeholders."

Once students familiarize with the documentation available in this case, they will prepare a "Stakeholders Canvas" preferably using within the respective teams the "Design Thinking" approach described in the supporting documentation.

Initially students will identify the different negotiation tables (Construction project / Building future users / Local Government / etc) and subsequently

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