SYLLABUS DRAFT

REGIONAL ELECTIVE OVERVIEW: The purpose of the regional elective is for students to research and to develop market specific knowledge and investment strategies. The course culminates with students presenting their portfolio allocations to an investment committee panel made up of industry executives from the institutional and investment banking industry. Each regional team is initially allocated a specific dollar amount by the industry investment committee. Students and professors return at the end of the regional elective to argue for more or for less, and must do so by presenting a nuanced, fact-based assessment of their region. This real-time evaluation requires students to develop market specific expertise through applied portfolio management. Over spring break, students travel to the specific regions with their professors to actively engage in testing the methods and strategies which they have articulated over the course of the semester.

CHINA REGION OVERVIEW: The lecture series will introduce students to the unique (and shifting) ground rules underlying urban development in mainland China. The first half of the semester will begin with the fundamental economic and political rules of land development in China, and the inter-connectedness of policy and the built environment. From the general context, we will move to the hyper-specific (and incredibly unique) problem of the Urban Village in southern China, using it as a means to explore the complex web of stake-holders in Chinese development projects. Through a series of contemporary case studies, the third class will explore the design and development process in detail, with a focus on the (again unique to China) extended period of work prior to land acquisition. The second half of the semester will draw on original urban research by the instructor and colleagues exploring the phenomenon of Creative branding as it relates to real estate development and the fluidity of the Hong Kong Shenzhen border.

REQUIRED TEXT:


(Other texts will be distributed by PDF or made available through the library)

21 JANUARY // Wednesday 9-11 AM // Class 1: Economics of Chinese Development

Lecturer: Travis Bunt

Presentation: How Economic Policy Affects Design and Development in China

Unfolding the links between currency spreads, hukou, soho apartments, unfinished shells, leaseholds, enclosed balconies, upzoning, empty apartments, unusable tower floors, development loans, and laundry.

Required reading:

28 JANUARY // Wednesday 9-11 AM // Class 2: Urban Village

Lecturer: Travis Bunt

Case Study: Baishizhou Village Redevelopment Scheme
Less than 1% of all land in China is privately owned. Through a quirk of history, several hundred former farmer villages across Guangdong province, now swallowed up within the mega-metropolis of the PRD, represent the last frontier in Chinese real estate development. This lecture will focus on the case study of one of the very largest, a 700,000 square meter urban village site at the heart of Shenzhen (and a developer looking to build 6 million square meters of GFA).

Required Reading:

Recommended Readings:

4 FEBRUARY // Wednesday 9-11 AM // Class 3: Design and Development Process
Lecturer: Travis Bunt
Guest Lecturer: Jenny Joe, Skidmore Owings & Merrill

Presentation: The Multiplicity of Consultancy – How Things Actually Get Built (Or Not) In China

An introduction to the one-of-a-kind circuitous process by which land gets developed in mainland China, with a special focus on the unique foundational role local and international design firms have in initiating and guiding large-scale urban development. SOM NY Urban Designer Jenny Joe (formerly of SOM Shanghai, SOM Hong Kong, and Hassel Shenzhen) and Travis Bunt (former Hong Kong Director for URBANUS) will review a number of projects that illustrate the development process in China.

Required Reading: TBD

25 FEBRUARY // Wednesday 9-11 AM // Class 4: Creative City China

Presentation: The Commoditization of Creativity, A New Type of Real Estate Product

Lecturer: Travis Bunt

There are over 150 nominal “Creative Parks” in Beijing, another hundred in Shanghai, and more than 50 in Shenzhen. Drawing on three years of research and 60 case studies across Beijing, Shanghai, Guangzhou, Shenzhen, Hong Kong, and Taiwan, this lecture will introduce the Creative City phenomenon and its impact on urban development and real estate through the lens of the so-called Creative Park.

Required reading:

3 MARCH // Tuesday 1-5 PM // Class 5: Remapping Cities Through Social Media + Class 6: Crossborder China

Lecturer: Travis Bunt
Guest Lecturer: Danil Nagy, The Living

Presentation: Data-Mining the City

Initiated in conjunction with the Creative Cities project, Mr. Nagy has been pushing the boundaries of social-media data-mining and GIS mapping to create clearer pictures of how cities are truly being used, unearthing nodes of density, activity, and value invisible to traditional maps and existing market research techniques.

Presentation: Bi-City HKSZ

Re-examining the evolving relationship between Hong Kong and Shenzhen (economically, functionally, politically) and what it means for urban development on both sides of the border.

Required Reading: TBD

ANTICIPATED TRAVEL SCHEDULE (TBC)

13 March / Friday
Fly to Hong Kong

15 March Day 0 / Sunday HK Dinner with HK Alumni

16 March Day 1 / Monday HK Hong Kong Tour / Developer Meetings

17 March Day 2 / Tuesday SZ Projects and Urban Villages Tour with URBANUS

18 March Day 3 / Wednesday SZ Shenzhen Developers Meetings

19 March Day 4 / Thursday BJ Early flight to Beijing; Project Tours

20 March Day 5 / Friday BJ Affordable Housing China Conference (TBC, Chuck Laven)

21 March Day 6 / Saturday BJ Free Day (Instructor to Shanghai)

22 March Day 7 / Sunday SH Creative Park Tours, Shanghai (Optional)

23 March / Monday
Students Fly back to NYC

24 March / Tuesday NY Classes Resume