



CENTER FOR MEDIA AND COMMUNICATION ZMK, PASSAU UNIVERSITY, GERMANY

PROJECT SUMMARY. Taking into account the media convergence caused by an increasing trend for digitalization, a new and highly modern building for media and communication studies was erected at Passau University. Committed to the philosophy of cross-media publication, the so-called ZMK offers interrelated media and communication courses in journalism, public relations, film/TV and media pedagogy.

FOCUS OF CONSULTING SERVICES. In addition to seminar rooms and offices, the new construction accommodates TV, radio and sound studios, a newsroom, conference and e-learning facilities as well as production and postproduction rooms with state-of-the-art equipment. By means of a comprehensive planning approach and the installation of central routing and control systems, a close interaction between all areas both of production and study was achieved and at the same time more ease of use. The training focuses on contents and channels of communication. Complex procedures can be handled easily and programmed as complete sequences; this way, staff and students are able to retrieve the complete operating status of systems at the push of a button. As a consequence, the workload of the responsible staff is reduced, ensuring a consistent high quality of their work with respect to content.



CLIENT

Passau State Building Office

ARCHITECT

Schmidt-Schicketanz und Partner GmbH, Munich

PROJECT DATA

Planning and construction period	2011 - 2013
Gross floor area / gross volume	2,250 m ² / 9,730 m ³
Cost of construction	4.6 million euros

SERVICES RENDERED

Media technology, studio technology
Consulting during all work phases, planning, site supervision,
support during the initial operation period

1 Exterior view
2 Newsroom
3 TV studio
4 Sound studio
Pictures: 1-3 Stefan Müller-Naumann, 4 Müller-BBM