



## Introducing the BREI



## What is Real Estate and where is its value?

Real Estate is more than just some types of building. As urbanisation is occurring globally there are many forms of real estate which are growing in both diversity and population. With more and different types of real estate existing, the need has never been greater to investigate the ways that this 'real estate' generates value. It's not a trivial question to ask what do we mean by 'value' in this context? The answer to these two seemingly simple questions are anything but simple – and this is what The Bartlett Real Estate Institute (BREI) is being established to explore and investigate.



## What will BREI do?

---

It will act as a rare space and place where like-minded professionals – both individuals and organisations – can come together to look at this fascinating world of what real estate is and the many and varied ways it adds value.

## Why is UCL doing this?

---

Because it's in UCL's DNA to push the boundaries of our understanding and to do so with the explicit aim of making us better through being wiser. From what we already know about the built environment, we think now is the time to take a UCL look into the world of real estate and strive to determine all the ways it adds value.

## Who will UCL work with to make BREI successful?

---

The 'like-minded professionals' mentioned above will be those involved and interested (probably passionately so) about making our built environment, the real estate and infrastructure that are key components of it, be better than it is. Those who work with us will realise that doing so is good for everyone and our planet, and 'good' will be defined a lot of different ways.

## Where is BREI?

---

It is at Here East, itself a repurposed building that was part of the London 2012 Olympic and Paralympic Games. The BREI is part of the regeneration promised by the London 2012 Games and being part of it allows us to study it – up close and personal! We will be able to compare the traditional London (for example where UCL's main campus is located in Bloomsbury) with the new London (as the area of the Queen Elizabeth Olympic Park and its environment is transformed over the years, decades and centuries to come).

## What will I find if I were to come to BREI?

---

Quite simply, a bespoke facility designed to allow professionals to engage. At the BREI space, you would find two executive level lecture theatres designed for interaction and discussion, a variety of other spaces to allow many forms of conversation and interaction, and co-located with another ground-breaking new facility for UCL: UCL Here East. Bringing together many different approaches being taken to robotics, advanced manufacturing and laboratories, this facility will look into areas such as the material science needed to preserve our built environment heritage, through to the student education facilities needed to educate a new cadre of professionals proficient at both architectural design and engineering principles and practice.

## When will the BREI be open for business?

---

The facility will start operating in the autumn of 2017

## Want to know more?

---

Contact Professor Andrew Edkins, Director, The Bartlett Real Estate Institute.  
andrew.edkins@ucl.ac.uk  
020 7679 1602

