

**Minna-Maarit Jaskari**

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My name is Minna-Maarit Jaskari. At the moment I work in the university of Vaasa as a training manager. My job includes mainly building a master's program on concept management, this is a multidisciplinary area including marketing, design, engineering and other. My interest lies in a new way of taking pedagogy into the development of the whole master's programme - this is why I study pedagogical aspects as well.

My background comes from business studies. Earlier I have worked with two international conference organisers. The main input into pedagogical development of higher education I got from Laurea

University of Applied Sciences where I worked for five years. As I moved to Vaasa, the time was right to start the development work in the university. My paper highlights the user centered development of a

learning environment and most importantly, our views and experiences on what works and what doesn't.

Outside university I have a family and a tiny little farm where we have 7 horses.

**A CREATIVE AND EFFECTIVE PHYSICAL LEARNING SPACE  
- Lessons learnt from the practise****Abstract**

Different kinds of learning environments aim to support students' learning. The challenge is to create a learning environment that both gives structure and guidance for working but also leaves freedom for creativity. This paper describes the development of the physical learning environment where marketing related business development projects are managed in teams. Experiences from the practise are presented in order to discuss what works and what the challenges are for the future.