

# PROPOSAL

## Big Ten Student Design Challenge

### Rutgers University | The A Team

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## STUDENT NEEDS ANALYSIS & INSIGHT REPORT

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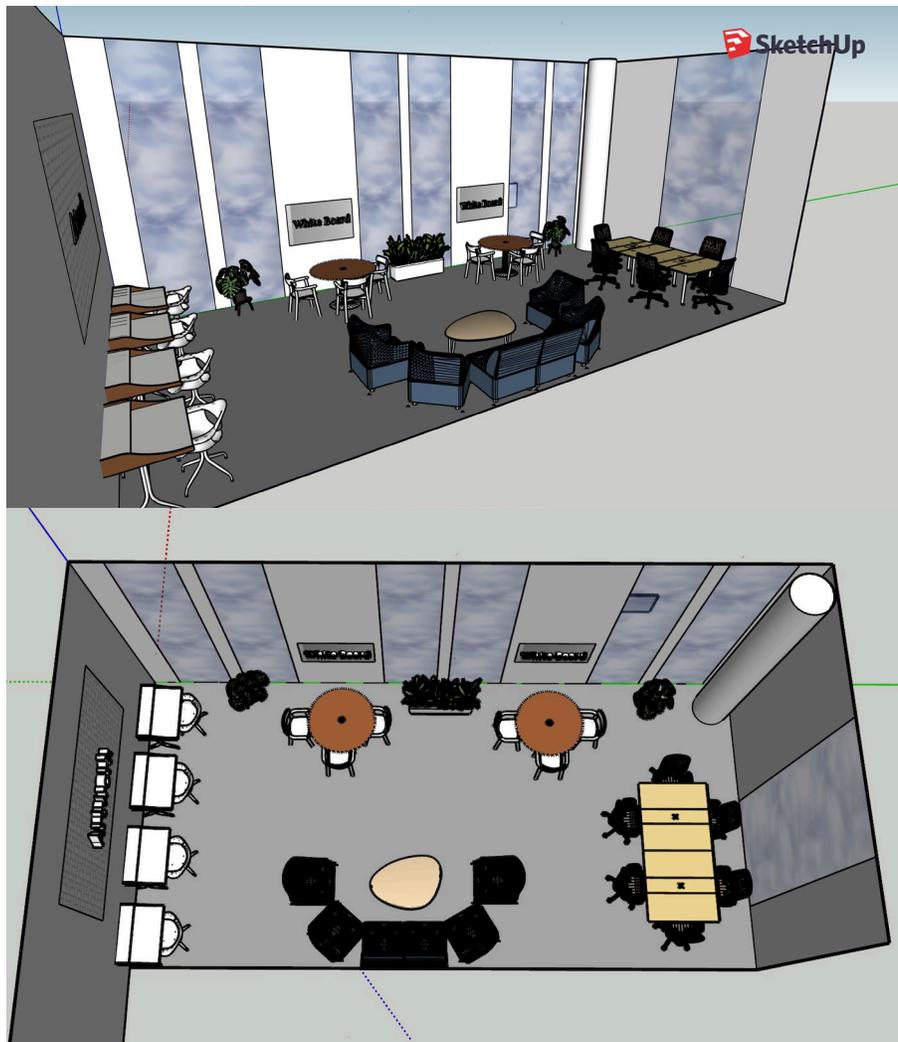
The space allocated for Rutgers University in the Big Ten Student Design Competition is in the East Wing of the Academic Building on the College Avenue Campus. The building features a number of high-tech classrooms and is designed with open areas for students to walk through, as well as several tables, benches, and chairs for students to use. The allocated design space is nestled in the front corner of the fourth floor of the building, next to large windows that overlook the campus.

Many students enjoy studying in the Academic Building because of the overall productive atmosphere. However, it can be very difficult to find a table to work on. Individuals occupy group tables because there is no furniture that supports solo work. Students working in larger groups drag furniture around since the interior design does not facilitate groups larger than four. Furthermore, the large amount of open space gives a monotone feel. Even though there is added color with red and black furniture, the cold color scheme dampens the productive atmosphere. While the furniture provided in the allocated space is always changing from students moving furniture around, there also is no diversity of work spaces.

This building attempts to cater to students, but there needs to be a space that caters to different kinds of study habits, whether working individually or in groups. While the building stays true to Rutgers University colors of red and black, the new space can redefine the purpose of the Academic Building. Bringing in new, more comforting colors and creating a space that inspires different kinds of interactions, we can support students' path to success through a comfortable space built for students to focus. With the current grievances in mind, an ideal space keeps the productive atmosphere of the Academic Building, but also provides greater structure for students looking to study outside of the way of crowds flowing in and out of classrooms. Enjoying the large windows, students would be able to dedicate themselves to their work in an environment with permanent, calm-toned furniture. They would feel comfortable coming there to do group or individual work, or just taking time for themselves to relax with a book. With these observations in mind, how can we create an environment that fosters students' dedication to learning outside of the classroom?

## VISION

Our vision is to create an environment that promotes productivity and minimizes the stress that college often provides. This area will be different from the rest of the building to foster students' expectations of the space. For this reason, we want to incorporate a coffeehouse atmosphere to the modern interior design of the building. The rustic feel is popular among students, as many prefer the calming tones that coffeeshops like Starbucks provide. We have chosen furniture with homespun vibes of walnut-colored wood and calm-toned furniture. The furniture is also accessible to various abilities: a person who uses a wheelchair can move any chair away from its table and an individual with learning difficulties can use the whiteboard to better understand their material. Furthermore, as students often move furniture to suit their diverse needs, we want a multipurpose room. The space has many outlets along the walls and we intend to add whiteboards, so that students have more ways to interact the space. We also believe adding decor pieces of plants and a Rutgers student-made artwork create the aesthetic to calm students and help them focus.



## DESCRIPTION

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To create a rustic and modern look that caters for productivity and comfort, we decided that the color scheme would be more earthy with a pop of blue and white. Typically, the color green is associated with balance, while blue is for stimulation of the mind. We also found it fitting as green appeared to be a popular color in fashion this year and that the environment has become an important topic as well. To balance the color palette, we thought that brown would be fitting. The brown reminded our team of coffeehouse vibes, which can be an ideal study space for many students as the space provides enough energy and white noise that students can focus on their work at hand.



For the individual study area, we decided on the Nelson Swag Leg Desk and the Setu Side Chair. The set provided a modern look that has a homey feel to it, much like a cafe. The desk also provides an opportunity to keep things organized as a student does their work. It also provides a pop of color while not clashing with the aesthetic that we had decided on. We put four alongside the wall, so that individuals have enough elbow space to do their work and place their belongings.



For small groups, we went with the Eames Molded Wood Chairs and the Nelson Swag Led Round Dining Table. Even though the furniture is mostly wooden, the designs are modern to fit the general aesthetic of the Academic Building. The roundness of the table is convenient for those who are using the whiteboard, so that they can easily maneuver around the table to the whiteboard without running into any corners. The chairs do not have armrests, so that students can easily move in and out of the chair.



For a group of students larger than three, we believe the Mirra 2 Chairs with Arms and the Nelson X-Leg Dining Table will work best. Continuing with the wood theme, we wanted a long conference table so that it would be fitting for large groups. The modern design of the table also supplements that Academic Building's modern aesthetic. We chose chairs that could maneuver, so that it affords the different needs of a group, in the case they need to huddle together or move closer to see a peer's work.



Students sometimes need a break from studying, so we placed a lounge area near the center of the space. We decided on the blue Crosshatch Chair and Noguchi Rudder Table. The single armchair can provide comfort for students that want to relax on their own. The semicircular placement of the chairs caters to groups of students that want to relax together. The chairs surround half of the table to facilitate conversation between friends. The shape of the table helps to provide a similar feel, but the metal legs keep with the aesthetic of the academic building, serving as a reminder to be productive.

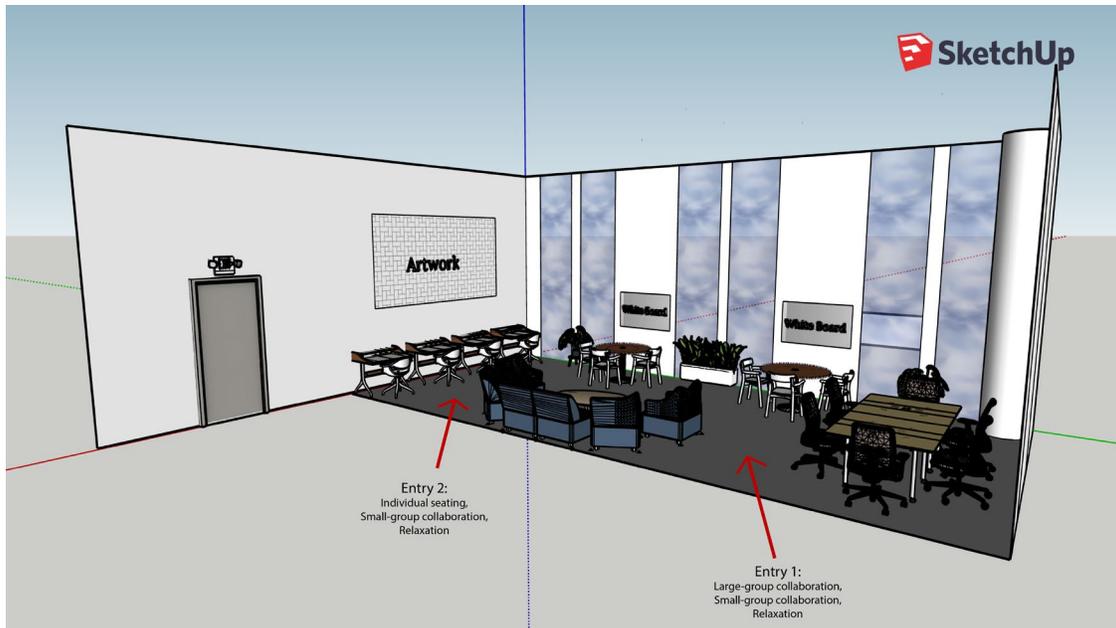


To further the rustic theme, we chose a variety of plants with pots that would fit in with the color scheme. As shown below in its respective order, the Fiddle Leaf Fig, Chinese Fan Palm, and the Orbifolia plant can withstand direct sunlight, so they are placed alongside the windows. These plants are also pet friendly, so that individuals with service animals can sit near. This placement is convenient for students as it does not interfere with their ability to navigate the space. However, the nature-like feeling provides the sense of a calm and ties the spectrum for dark to light colors together with their vibrant green leaves.



On the walls, we wanted whiteboards so that those who need to study can get their ideas written down to better improve their thought process. It also saves paper! We are also interested in putting up artwork made by a Rutgers student. This ties the space and the building together, by directly connecting the space to the university.

As there needs to be an egress path, or free walk-space so that the emergency exit would not be blocked by any furniture, we designed two different entryways into the space using the furniture placement shown below. We first decided that there should be a variety of study spaces. Keeping with the diversity of study habits, the sections that would allow for larger groups of people were placed on the opposite end of the room than the students working on their own.



## ITEMIZED EXPENSES

FROM HERMAN MILLER CUSTOM CATALOG

ITEM (INCLUDE LINK AND UNIT PRICE)	QUANTITY	COST
<a href="#">[Crosshatch Chair \$2630.75]</a> – White Ash/Cream, Deep Cerulian Blue	[6]	[\$15,784.50]
<a href="#">[Noguchi Rudder Table \$1,313.25]</a> – White Ash	[1]	[\$1,313.25]

[ <a href="#">Mirra 2 Chair</a> \$877.20]	[6]	[\$5,263.20]
[ <a href="#">Nelson X-Leg Dining Table</a> \$2,649.45] - Walnut	[1]	[\$2,649.45]
[ <a href="#">Eames Molded Wood Side Chair Wire Base</a> \$650.25] - Walnut	[6]	[\$3,901.50]
[ <a href="#">Nelson Swag Leg Dining Table with Round Top</a> \$1,839.40] - Walnut	[2]	[\$3,678.80]
[ <a href="#">Nelson Swag Leg Desk</a> \$2,375.75]	[4]	[\$9,503.00]
[ <a href="#">Setu Side Chair</a> \$493.85] – Alpine, Studio White, Ribbon Arms	[4]	[\$1,975.40]
<b>Total (Maximum \$80,000)</b>	-	<b>[\$44,069.10]</b>

#### ADDITIONAL ELEMENTS

ITEM	QUANTITY	COST
[ <a href="#">Fiddle Leaf Fig</a> \$51]	[1]	[\$51.00]
[ <a href="#">Chinese Fan Palm</a> \$195]	[1]	[\$195.00]
[ <a href="#">Orbifolia Plant</a> \$65]	[1]	[\$65.00]
[ <a href="#">White Board</a> \$29.90]	[2]	[\$59.80]
[ <a href="#">Magnetic White Board Eraser</a> \$8.99]	[1]	[\$8.99]
[ <a href="#">Dry Erase Markers 4-Pack</a> \$4.49]	[2]	[\$8.98]
<b>Total (Maximum \$5,000)</b>	-	<b>[\$385.77]</b>