

PROPOSAL

Big Ten Student Design Challenge

University of Wisconsin - Madison | Team Forward

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Design Strategy Consultant: Thaddeus Gue, Interior Architecture, Focus: Integrated Studies in Science, Engineering, and Society

STUDENT NEEDS ANALYSIS AND INSIGHT REPORT

The School of Human Ecology (SoHE) was built in 1903 with a remodel and extensive addition completed in 2012. For more than a century, SoHE faculty and students have worked to make life better for children, families, and communities in Wisconsin and around the world. SoHE strives to be an inclusive environment with a strong sense of community. In fact, the faculty and student population at SoHE are the most diverse on campus. All of the majors focus on the human condition. Majors offered include: Community and Nonprofit Leadership, Human Development and Family Studies, Interior Architecture, Personal Finance, Retailing, and Textiles, Fashion, and Design.

At the Link, where the original building and new addition join, one cannot miss the Ruth Davis Design Gallery, which often features student work, and offer a waiting area for Student Academic Affairs. Looking up, one will get a glimpse of the Robin's Nest Café which is centrally situated on the second floor. This café attracts students and faculty from across campus. The Dean's Office is located near the cafe and her open door policy adds to the welcoming inclusive environment.

While SoHE is known for its welcoming, diverse population, and connective culture, there are few spaces for students to connect, collaborate, and create together. Room 3190 is located on the third floor directly above the café with easy access from two stairwells. Currently, it is used as an ad hoc classroom, a sporadic meeting area, and an open space for

students to work. Students pass through the room to access to the “Sandbox”, a resource to all students interested in using the laser cutter, small hand tools, and prototyping supplies.

In an effort to understand what types of environments students thrive in, we facilitated a design thinking workshop with students from multiple levels and majors. The workshop revealed that students want a space where they feel like they belong and are able to connect. They desire a space where everyone feels welcome, discovery is encouraged, and they can take the lead in designing their learning environment. Students also need a space where they can take a pause, reflect, and regenerate. Students came up with many great ideas, several of which were incorporated in the design.



Design Thinking workshop in room 3190

The following insight statements were the result of the workshop, research, and school values:



Belonging: “Being around other students in a comfortable space inspires me. There are no spaces in the building that are only dedicated for student engagement. I wish for a space where I can comfortably share my ideas among a community of diverse thinkers.”



Discovery: “Discovering who I am and where I belong has been a fundamental aspect of my college experience. However, I have not discovered a space within SoHE where I meet like-minded people. I desire a space where I can socialize and learn from other student experiences.”



Rejuvenation: “Having a calm place to go to between classes will give me a chance to rejuvenate and reflect. I have not been able to find a quiet space in the building. I wish for a space where I can decompress and reflect on what I have learned.”

The ideal state for the students should be one of relaxed discovery, unabashed creativity, and community connections. This will be achieved through flexible furniture, colorful graphics, elements of nature, and the opportunity to control the lighting. Mobile white boards and prototyping tools allow for quick problem solving and idea generation. A small booth provides an area of refuge, and sociopetal seating configurations offer opportunities for group interactions.

How Might We...

- Create a welcoming environment for students which promotes a sense of belonging?
- Create a playful space for discovery where students can join a community of diverse thinkers?
- Create a space where students feel regenerated and more empowered when they leave?

VISION

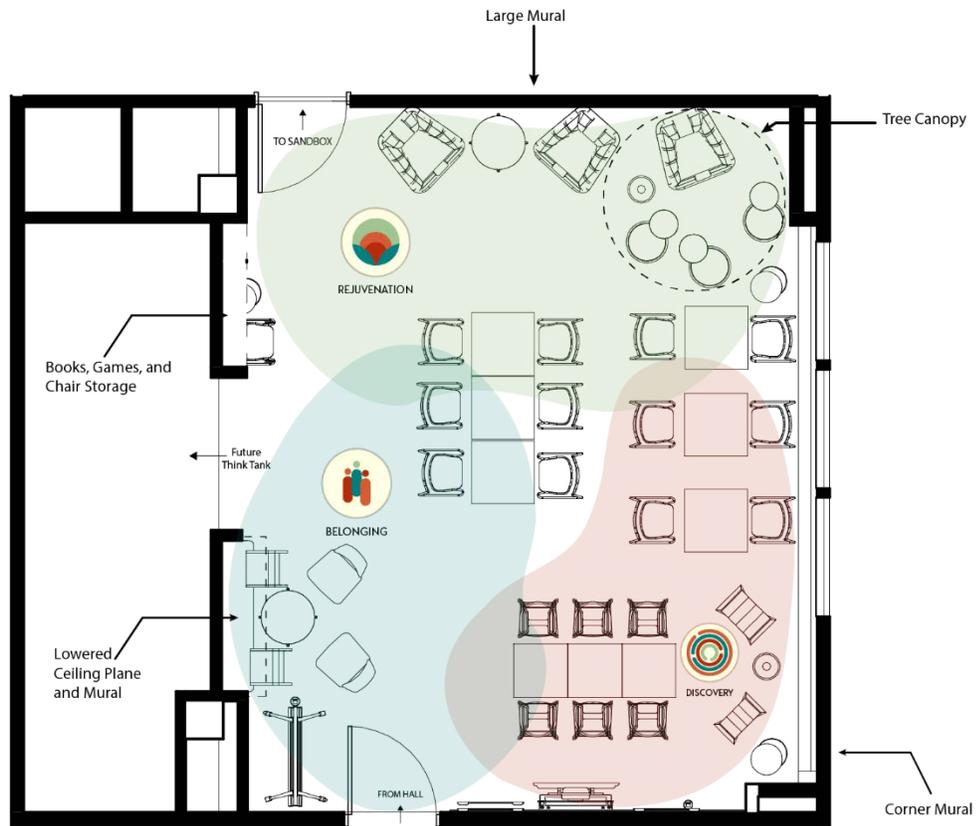
Our vision is to create an environment where students feel like they belong, are able to discover new things, enjoy a playful atmosphere, and feel rejuvenated.

We imagine a student walking out of the bustling hallway and into the room, where they will immediately feel a sense of energy unlike any other. At the end of the room they will surely notice the large, colorful mural representing Lake Mendota, the Capitol, and SoHE. The stylized trees on the wall graphic transform into a large three-dimensional tree with oversized green leaves. Three students are relaxing under a tree sitting on whimsical stools with integrated table tops, playing a card game. Two students are curled up reading books in cozy chairs under the mural. As the student goes further into the room, on the left they will see a recessed bench where two students are chatting about a project. To the right, they will see a group of students working collaboratively in front of a series of dry erase white boards and a TV monitor. One is leaning at a high top table, another is sitting on a stool, and a third is enthusiastically writing on the board. Ahead, they will notice several students sitting at square cafe tables perched on colorful chairs and working on their computers or chatting about an interesting topic. The student will immediately feel at home when they see the collection of books and games on the bookcase. The large variety of dry erase boards are strategically placed throughout the space and intended to fuel their desire to discover and develop their creative confidence. As they spin around the room they will surely discover two more large murals which represent a community of students engaged in active conversations. As the student turns to leave the room for class, they will feel a rush of excitement as they realize that there is in fact a space where they belong. But before they exit, they notice a sign for a free evening yoga class followed by a meditation session that evening. They will definitely be back to see how the room transforms into a completely new space.



Design team working in room 3190





Scale: 3/16" = 1'0"



Students working in room 3190



DESCRIPTION

The selected furniture, embellishments, and custom murals strive to encourage and sense of belonging, discovery, and rejuvenation for all students. The flexible configurations provide opportunities for respite, collaboration, and heads down focus.

Belonging: Within the communal center of the room, brightly colored Herman Miller (HM) Bounce chairs and Everywhere Tables were selected due to their configurability, and the ability to control one's space. The square shape of the table suggests inclusivity, since everyone has an equal spot. Students will be able to shape the space into a fun community environment which they can easily rearrange for meetings, student organizations, and community events.

Discovery: The Naughtone, Ali high tables pair well with the flexible HM "About a Stool" for problem solving and discovery collaborations. The Exclave white board suite enforces the environment's flexibility and allows for students to inspire each other through active learning. As a student sits on the HM Bounce chairs they will discover that the single bent metal frame construction and "buoyancy" allows them to be active while seated. Due to the stacking ability, the Bounce chairs can easily be stored for activities like yoga or meditation.

Rejuvenation: Nestled under the tree are the Lasso stools by Naughtone. The shape of these stools echo the form of the tree's leaves above. The gently contoured curves of the colorful Fiji chairs, also by Naughtone, and the Eames Walnut stools, reflect the restorative concept of Biophilic design. The bench area with lowered ceiling and warm lighting provides students with the opportunity to work privately or in a small group. The Riley Table in combination with the bench seating and Eames Molded Plywood Lounge Chair creates a comfortable yet focused environment for students to work in a more relaxed posture.

Embellishments: Within the HM catalog, two Barbovy storage systems designed by Verner Panton are easily accessible and moveable for quick access to post-its, markers and prototyping supplies. The Naughtone Pinch stools add a subtle softness to the center of the room and are easily moveable. Pillows covered in Maharam textiles add comfort and warmth to the bench in the nook.

Items outside of the catalog include the nook and bookcase made from repurposed wood salvaged from a building remodel. The bookcase will house books of interest to all majors, as

well as interactive games and portable white boards. A salvaged 3-Form panel door, supported by metal cleats, will serve as a bench in the nook. The cantilevered ceiling also made from repurposed wood supports two whimsical Blossom pendants by 3-Form LightArt which help zone the space. Other lighting includes Acuity brand open LED wall washers to highlight the murals and 6" round LED cylinder cable mounted for general illumination. Acuity specializes in lighting systems which provide the user with the ability to control Kelvin Temperatures allowing for varied levels of activities and focus. The lighting will be integrated within the existing acoustical ceiling panels. Lastly, large glass terrariums with easy to maintain succulents will be hung in clusters in front of the large double hung windows.

A highlight of the room is the series of custom murals designed by one of the team members. The designs are intended to invoke a sense of nature, discovery, and belonging. These murals will be custom produced on commercial grade vinyl wallpaper. A stylized tree with large round leaves, made from painted wood, complements the Lake Mendota mural. The trunk will be produced on site, out of MDF using a template which when cut, enables it to curve. The other murals are of students engaged in lively conversation and intended to invoke the feeling of belonging and community.

Given the size of the space and the number of activities that will occur there, it was determined that the floor should be calming and complement the furniture. Interface, Simple Abstraction collection in metal was selected for its pebble-like quality bringing natural elements into the space. The neutral paint color compliments the murals to help maintain a cohesive atmosphere.



Custom designed mural of Lake Mendota, SoHE, and the Capital

ITEMIZED EXPENSES

FROM HERMAN MILLER CUSTOM CATALOG

| ITEM (INCLUDE LINK AND UNIT PRICE) | QUANTITY | COST |
|---|----------|--------------|
| [Naughtone Fiji Chair \$3521] | [3] | [\$10,563] |
| [HM Bounce Chair \$645] | [16] | [\$10,320] |
| [Naughtone Lasso Stool \$1400] | [3] | [\$4,200] |
| [Naughtone Ali Coffee Table \$1,155] | [2] | [\$2,310] |
| [HM Everywhere table 30x30, clear on ash, castors \$969] | [6] | [\$5,814] |
| [Naughtone Ali Square Poseur Height Table \$1,177] | [3] | [\$3,531] |
| [HM Eames Molded Plywood Lounge Chair Base Wood; upholstered \$1,595] | [2] | [\$3,190] |
| [HAY About A Stool Wood Base, High Height, Full Upholstery \$495] | [6] | [\$2,970] |
| [Riley Table \$1,163.00] | [2] | [\$2,326] |
| [HM Eames Walnut Stool \$1,015.75] | [2] | [\$2,031.50] |
| [Naughtone Pinch Stool (Pinst) \$1,057] | [1] | [\$1,057] |
| [Naughtone Pinch Stool (Pinlo) \$1,112] | [1] | [\$1,112] |
| [HM Exclave Media Tile \$6703] | [1] | [\$6,703] |
| [HM Exclave Wall Rail \$409] | [2] | [\$818] |
| [HM Exclave Small Eco Board \$929] | [2] | [\$1,858] |
| [HM Exclave Marker & Eraser Kit \$118] | [2] | [\$236] |
| [HM Exclave End Rail Caps \$60] | [2] | [\$120] |

| | | |
|---|---------------|-------------------|
| [HM Exclave Large Mobile Cart Magnetic White Board \$3646] | [2] | [\$7,292] |
| [HM Eames Hang it All Coat Rack \$250.75] | [2] | [\$501.50] |
| [DWRC Verpan Barboy Table Storage Unit in blue & orange \$2125] | [2] | [\$4,250] |
| [Geiger Textile Pillow 18" \$150] | [5] | [\$750] |
| [Fabric Selections for Geiger Textile Pillows] Pantile: 1ANO3 Red \$82 per yard True Herringbone: 22404 Caribbean Sea \$80 per yard Graphon: 1GU01 Camel \$88 per yard Canon: 1DB06 Tourmaline \$25 per yard Amenia: 1GX07 Bittersweet \$74 per yard | [1 yard each] | [\$349] |
| Custom Cushion for bench with Maharam Angles 46647 Agate 003 \$150 per yard | [5 yards] | [\$750] |
| Total (Maximum \$80,000) | - | [\$73,052] |

ADDITIONAL ELEMENTS

| ITEM | QUANTITY | COST |
|--|--------------------|-----------------|
| Custom Bench (repurposed solid door with 3-Form Varia Ecoresin from 2nd floor remodel) | [1] | install |
| Custom cantilevered wood ceiling (repurposed wood from 2nd floor remodel) | varies | install |
| Custom bookcase (repurposed wood from 2nd floor remodel) | varies | install |
| Custom Tree – CNC cut wood circles and metal rods | [24 various sizes] | \$300 + install |
| Custom Tree Trunk (Flexible laser cut MDF wood) | varies | \$125 + install |
| [Acuity Brands Open LED Suspended Wall Wash 6'] | [2] | [\$650] |

| | | |
|--|------|------------------|
| [Acuity Brands Open LED Suspended Wall Wash 4'] | [2] | [\$450] |
| [Acuity Brands LED 6in Round Cylinder Cable Mount L-Series] | [18] | [\$1080] |
| [3Form LightArt Blossom Pendant \$495] | [2] | [\$990] |
| [The Devilish Egg, Extra Large Terrarium - with plants \$75] | [6] | [\$300] |
| Books and Games | | [\$600] |
| Total (Maximum \$5,000) | - | [\$4,495] |