



UNIVERSITY OF OREGON

# News

Office of Communications 1239 University of Oregon, Eugene OR 97403-1239 - T 541-346-3134 - comm.uoregon.edu

## **FACT SHEET: Cheryl Ramberg Ford and Allyn Ford Alumni Center June 2011**

**LOCATION:** South of East 13th Avenue between Columbia and Villard streets, west of Matthew Knight Arena. Address: 1720 E. 13th Ave.

### **PROJECT COST**

- \$33.6 million: \$9.975 million in article XI-F bond funds (repaid through lease revenue); balance from 620 donors' private gifts
- 92 percent of contracts granted to Oregon companies, based on dollar value of contracts

**TIMELINE:** Construction began February 2010, building opened June 2011

### **ALUMNI CENTER AT A GLANCE**

- The welcome center for all university visitors; expecting 17,000 visitors annually
- Connection and gathering place for alumni, students, faculty members, campus organizations and others
- Headquarters for UO Alumni Association, UO Foundation and other university offices including University Development and Student Orientation Services
- Primary location for student recruitment and information sessions; more than 600 such events expected annually

### **FEATURES**

- 60,000 square feet, four floors, office space for approximately 150 UO, UOAA and UOF staff members
- Staffed information desk
- 3,850-square-foot ballroom (seating for 225 people)
- Lobby and reception atrium with fireplace and hearth
- Interpretive center (interactive touch-screen exhibits that will inform and inspire, tell the University of Oregon story and build connections with alumni)
- Library
- Conference rooms (12)
- Outdoor courtyards (2)
- UO anticipates LEED gold certification for sustainability

### **PROJECT ARCHITECTS**

Executive architect and interior architect: Opsis Architecture; building architect: TVA Architects

**CONTRACTOR:** Fortis Construction

## INTERPRETIVE CENTER

- Designed by Portland's Second Story Interactive Studios
- Celebrates the university's past while cultivating its future
- Nine monolithic panels run floor-to-ceiling: Six for media and three containing artifacts
- Six 14-foot-tall media cascades
  - Touch-sensitive panels
  - Display movies, images, text, infographics and maps
  - More than 1,100 stories, 4,500 content elements, 100 videos and 4,400 images
  - Stories about more than 75 prominent UO alumni, faculty members and students
  - Organized by five themes: Learn (academics), Compete (athletics), Live (student life), Explore (campus and community) and Honor (notable Ducks)
  - Staff members across university can log in and update content via an intranet
  - Each cascade has a dynamic 3-D campus mapping feature connected to the university's information services database, enabling maps to be updated as the university grows and evolves
  - Cascade panels slide on a track system, making space adaptable. Three panels can be merged to form one large screen
- Three artifact-filled cascades
  - Filled with objects that honor the history of the university and the accomplishments of its alumni
  - Replicas include soap from the movie "Fight Club," written by Chuck Palahnluk '85; prototype rubber sneaker treads created in a waffle iron by Bill Bowerman, cofounder of Nike; and a manuscript of "One Flew Over the Cuckoo's Nest" by Ken Kesey '57
- Oregon Alumni Table
  - A "river" of UO logos flows on screen, symbolizing generations of students who have passed through campus. The moving rivulets respond playfully to the visitor's touch
  - Visitors can search more than 210,000 alumni by name, graduation year or major, leave messages or update their information via the alumni association website
- Oregon Entry Wall
  - LED lights hidden in thin fir slats are configured to display words that glow through the wood. The system currently cycles through names of all building donors, and can be configured to display customized groups of alumni and friends for special events
  - Names of major building donors are permanently engraved on wooden slats
  - Video screens show current UO events and "green screen" shows building's energy consumption

## **SUSTAINABILITY**

- Anticipated gold status certification by the U.S. Green Building Council's LEED system for environmentally friendly construction

### **BUILDING MATERIALS**

- Recycled steel studs and carpet
- Large portion of wood products used in construction was salvaged or harvested from sustainably managed forests
- Low volatile organic compound (VOC) paint, carpet and adhesives
- Wood ceilings and polished concrete floors use fewer finishes, reducing maintenance and pollutants
- Ballroom floor is cork and area rugs are wool (both rapidly renewable materials)

### **ENERGY CONSUMPTION**

- White, single-ply membrane on roof reflects heat
- Shading devices on exterior reduce heat and glare
- Building design encourages passive air circulation, reducing energy used by fans
- On-site solar panel and hot water heater
- During the first two years, 50 percent of the power used by the building will be green
- Seventy five percent of the interior spaces receive daylight
- Overhead lights connected to sensors that adjust to brightness of daylight
- Efficient systems and controls throughout building reduce energy consumption
- A "green screen" will display the building's energy performance and give users immediate feedback on electricity and water usage
- Raising and lowering of shades automatically controlled by sunlight sensors

### **OTHER FEATURES**

- Rainwater garden features water-tolerant, drought-resistant plants and percolates building runoff, reducing pollutants and mitigating changes in river levels
- Atrium floor heated by water running through pipes, a more efficient heating method that mitigates heat loss from doors opening and closing
- Plants use 50 percent less water than average landscaping
- Only green cleaning chemicals will be used

## PERCENT FOR ART

- **Rick Bartow**
  - Two fish and totem pole in atrium, made from wood salvaged on campus
  - Native American artist and musician of Wiyot and Yurok heritage based in Newport, Oregon
  - In addition to sculpture, Bartow makes prints, etchings, ceramics, paintings and mixed media works of art
- **Tallmadge Doyle**
  - 21 copper plates depicting Pacific Northwest plants and animals above fireplace
  - Eugene artist makes prints from etchings in copper plates
  - Doyle earned her MFA at the UO and is an adjunct faculty member
- **Lucinda Parker**
  - 9' x 18' painting in the ballroom titled "A Glade of Many Ages"
  - Portland artist specializing in large-scale, geometric and abstractionist canvases that frequently explore themes from the natural world
  - Depiction of a forest with mixed ages of trees is an analogy for the alumni center
  - Parker has taught at the UO as a visiting artist

## LEADERSHIP DONORS AND NAMED BUILDING FEATURES

- Cheryl Ramberg Ford '66 and Allyn Ford: Building named in their honor
- Giustina Family: Ehrman '42 and Lee '45 (and children Nick '72, Dan '72, MBA '74, Gennifer, Thomas and Greg), G.H. Giustina and Verda Giustina (and children Teri MS '86, Vicki Meyer and John): Lee Barlow Giustina Ballroom
- UO Alumni Association: UOAA Suite
- Lorry Lokey: UO Foundation Suite
- Coeta and Donald Barker '42 Foundation: Donald R. Barker Courtyard
- Don '51 and Willie Tykeson: Tykeson Family Hall
- Fred Fields (in memory of late wife Suzanne Schoenfeldt Fields '48): Suzanne Schoenfeldt Library
- Dave '66 and Nancy Petrone: UO Development Suite
- Randy '73 (deceased) and Susie '72 Papé: Hearth Foyer
- Taylor '66 and Margie Fithian: UO Development Suite

### INTERESTING FACTS

- The 120 hand-blown **glass globes** hanging in the center's atrium are illuminated by fiber optics, so no light bulbs have to be changed. Their color can be adjusted according to seasons or for special events
- **Design themes** reflect the natural beauty of the Pacific Northwest
  - **Rain and rivers:** Hanging glass globes in atrium, flowing media cascades, digital "river" on alumni table
  - **Forests and trees:** Extensive use of wood throughout interior including salvaged wood, painting in ballroom depicts forest
  - **Wildlife:** Copper plates around atrium fireplace depict Pacific Northwest plants and animals; salvaged wood sculptures of salmon
  - **Sunlight:** Central atrium brings sunlight deep into building; painting in ballroom features bright sunlit forest
- **Salvaged wood:**
  - Fireplace is lined with wood salvaged from an incense cedar that stood near Deady Hall
  - Welcome desk is made from a 150-year-old red oak that fell and crushed the car of UO provost James Bean in May 2009 (Bean was unharmed)
  - The stair treads and landings on the main staircase are made from reclaimed Douglas fir beams salvaged from a Vancouver, Wash., warehouse. First built in 1942 for Kaiser Shipyard, Jantzen Swimwear purchased the structure in 1947 and used it for its main manufacturing plant
- The Ford Alumni Center and the Matthew Knight Arena were built on the former site of the **Williams' Bakery**, which first occupied the site in 1908. Generations of alumni recall the aroma of baking bread in this part of campus. Carol Williams is currently a UO trustee

