



UNC Greensboro Jeanne Tannenbaum Center for Creative Practice

06 June 2023

Perkins&Will

Project Vision

Guiding Vision and Goals



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MARCH 24, 2022

TRANSFORMATIVE GIFT NAMES JEANNE TANNENBAUM CENTER FOR CREATIVE PRACTICE

- To be a **hive of creativity** and academic innovation, serving as an incubator for impactful new and existing work
- To serve as a **catalyst for innovation**, bringing academics, community members, and luminaries together to **create solutions to local and global challenges**
- To attract and enroll new students because of the unique leadership and **hands-on learning opportunities** it provides

**To Begin, We Started
With Curiosity.**

What if the Gateway became more pathway than destination?



LEARN

COLLABORATE

LIVE

PLAY

COLLABORATE

LIVE

What type of Culture do we want to cultivate?

NATURE

2. GIVING SPACE FOR IMPROVISED EVENTS... BUT NOT OVERPERFORMING

3. BREAKDOWN "BARRIERS"

4. POROUS BUREAU WALLS

5. EXPERIMENTAL - UNKNOWN RESULTS

6. SOCIAL/RACIAL JUSTICE ENGAGED

7. MUTUAL REACHING OUT & ACCEPTANCE

8. FLATTENING OF HIERARCHY

9. PLATFORM FOR DIALOGUE

10. ABSORPTIVE OF CAMPUSES & COMMUNITY

INDOOR | OUTDOOR

INTERCONNECT

NATURE

1. COLLABORATION

2. NATURE AS SPACE/TIME BUFFER

3. IMPROVISED PRACTICE

4. MULTIPLE PATHS/SECRETIVITY

5. ASKING NEW QUESTIONS

6. DISCOVERY

7. ADVENTURE

8. TEAMWORK

9. FUNNY MESSY

10. OUT OF THE BOX

11. VISUAL INTEREST / COMMUNITY

12. TRANSPARENT & HONEST

13. AMBIGUITY

14. CURIOSITY

Hive of creativity

Mutually supportive community

Catalyst for leadership

Catalyst for innovation

CREATE
Residencies & Fellowships
LARGE / SMALL STUDIO

LEARN
Curricula, Seminars, Workshops
DIGITAL STUDIO
MAKERSPACE

SHARE & Perform
Exhibitions, Performances
OUTDOOR SPACE
MULTI-PURPOSE SPACE

CONNECT
Networking
"HUB"
LOBBY / GALLERY
OFF-FUNCTION SPACES

OTHER?

TYPE	SPACE	SPICE	TRAVEL	TRAVEL	TRAVEL	TRAVEL	TRAVEL	TRAVEL	TRAVEL
1	100	100	100	100	100	100	100	100	100
2	200	200	200	200	200	200	200	200	200
3	300	300	300	300	300	300	300	300	300
4	400	400	400	400	400	400	400	400	400
5	500	500	500	500	500	500	500	500	500
6	600	600	600	600	600	600	600	600	600
7	700	700	700	700	700	700	700	700	700
8	800	800	800	800	800	800	800	800	800
9	900	900	900	900	900	900	900	900	900
10	1000	1000	1000	1000	1000	1000	1000	1000	1000

• millennial campus bonfire

• collaboration

• flattening of hierarchy

• evening hours

COMMUNITY

• asking new questions

• discovery

• adventure

• teamwork

• apes

• funny messy

• out of the box

• visual interest / community

• transparency

• the unexpected

AMBIGUITY

CURIOSITY

- Simplicity
- Flexible
- Nature
- Choice
- Transparent
- Quirky
- Funky
- Casual



Simplicity



Choice



Transparent



Casual



Messy Energy



Quirky₁₀

Objectives & Opportunities: Program Drivers

The Hub

Connecting space as a designation for collaboration and interaction. A key visual moment and the heart of the space.

Studios

A flexible and interdisciplinary space for different types of creation.

Nature

A place to share and connect outside of a confined space. A soft threshold between the campus and community.

Maker Space

“Aha” moment to create and learn. A low latency lab to support creatives, makers, innovators, students and community members.

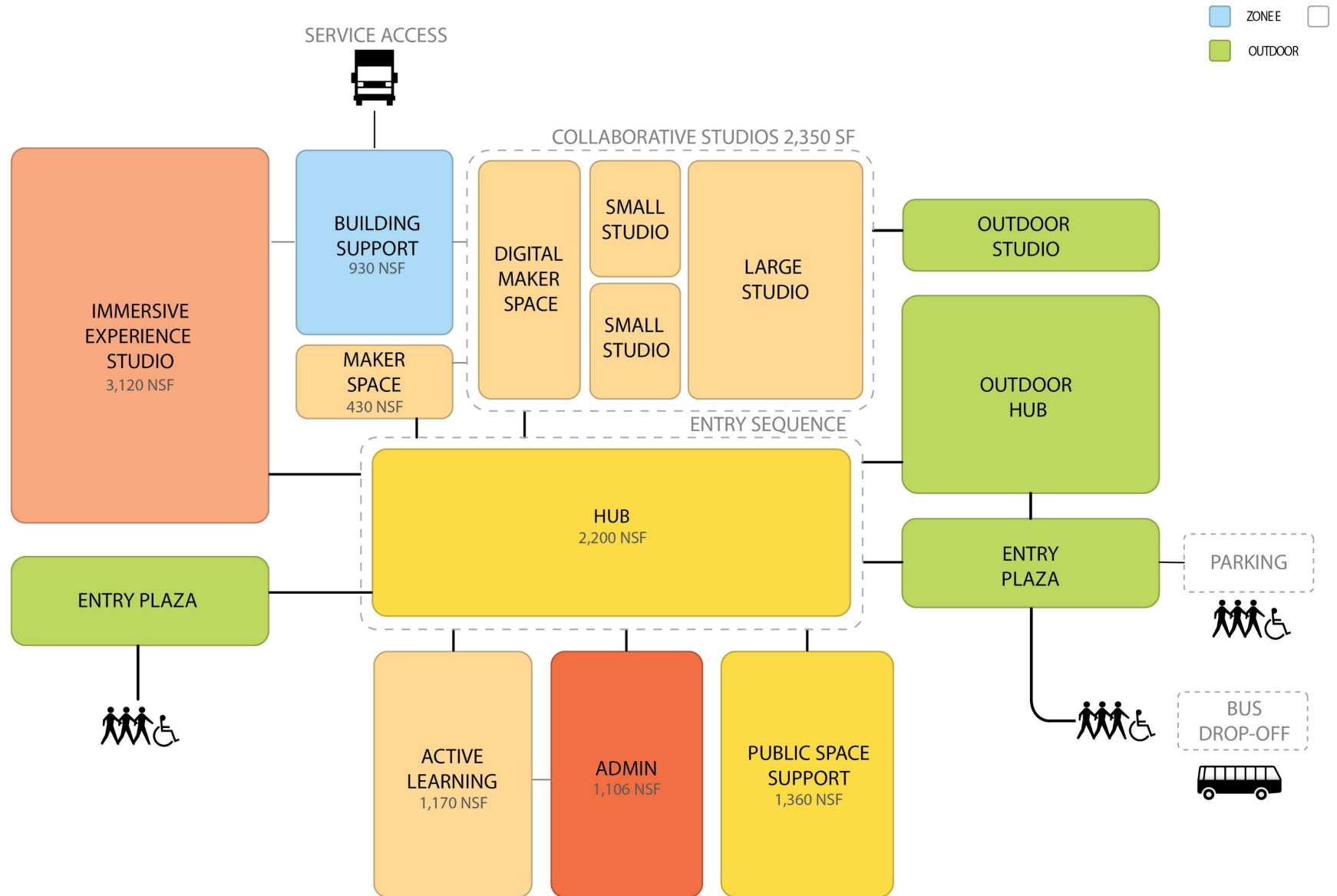
Immersive Experience Studio

Black Box functioning theater as a space to create and share. Multi-level engagement for sharing mixed media.

Information Desk

A place for human engagement. A space that is approachable, flexible, and fully accessible throughout the entry sequence.

Program Map



Conceptual Framework

We Researched.

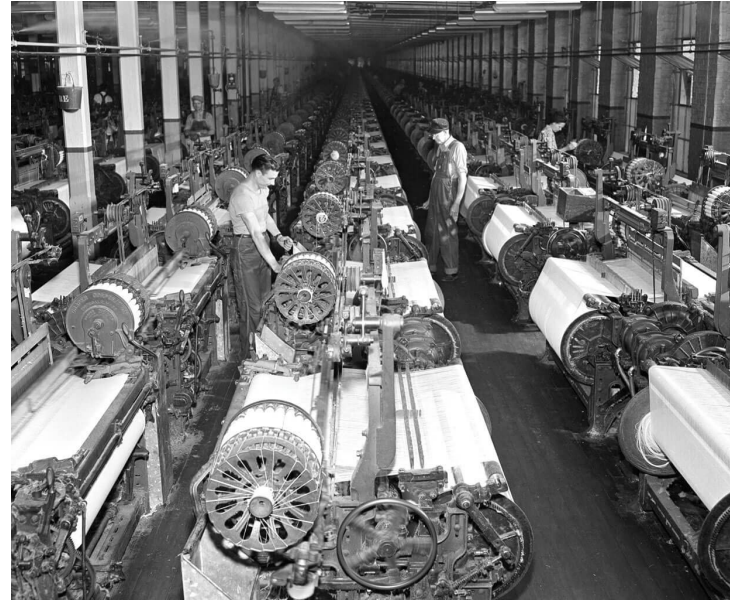
Campus Development

“It provides frameworks for land use, landscape, and mobility with the aim of **unifying the established campus with the surrounding context...** It continues previous initiatives to extend the positive qualities and character of the established campus to the West Gate City Boulevard and Tate Street corridors on the periphery of the campus. These corridors are identified as the Health and Wellness and Visual and Performing Arts Millennial Districts, respectively.”

- UNC Greensboro 2020 Campus Plan



Greensboro – A Legacy of Making/Progress/Intersections



Greensboro – A Legacy of Making/Progress/Intersections

Greensboro’s legacy as a railroad “gateway city” and major center for textiles created an urban and industrial landscape of rail lines and mills tailored to transportation, manufacturing, and weaving. The textile industries that built Greensboro have long departed, but the city continues to generate a strong fabric of innovation and progress. UNC-G and the Jeanne Tannenbaum Center for Creative Practice will be at the heart of this innovation - weaving a creative and inclusive future for all.

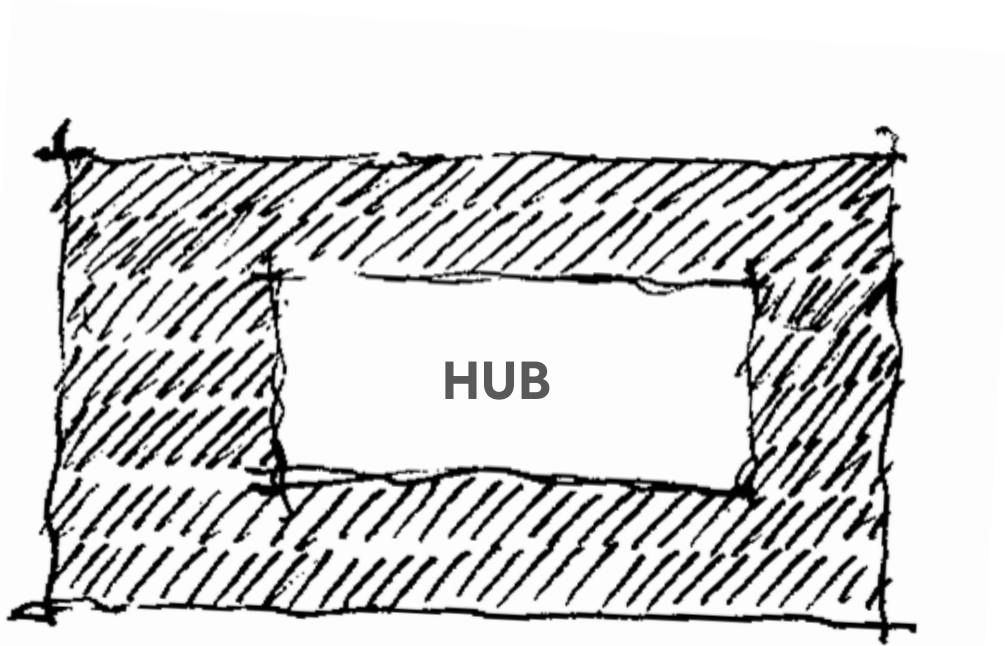


Gateway Opportunity
Welcoming & Inviting
Beacon For the Community

Design Evolution

We Iterated, With You.

Site Development - Priorities



Visible

- Distinct Gate City Blvd destination
- Anchors the urban corner
- Projects UNC Greensboro brand

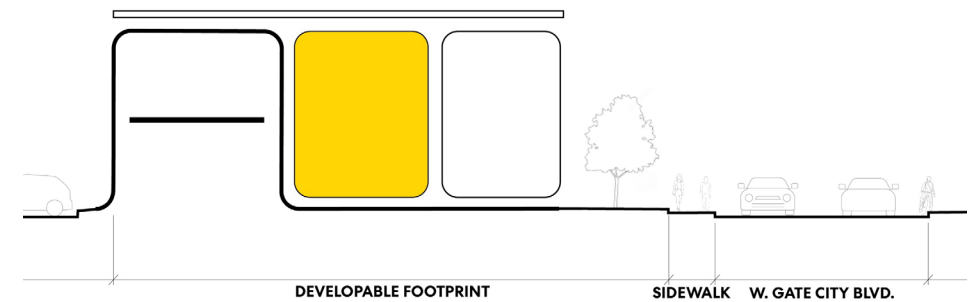
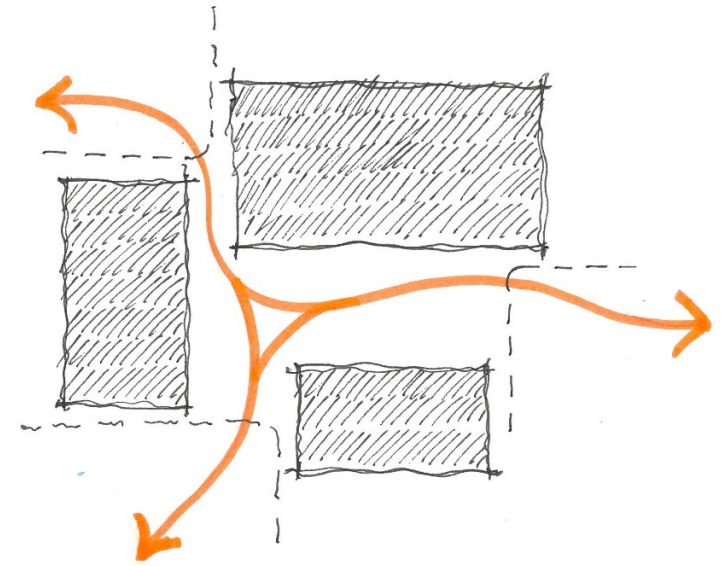
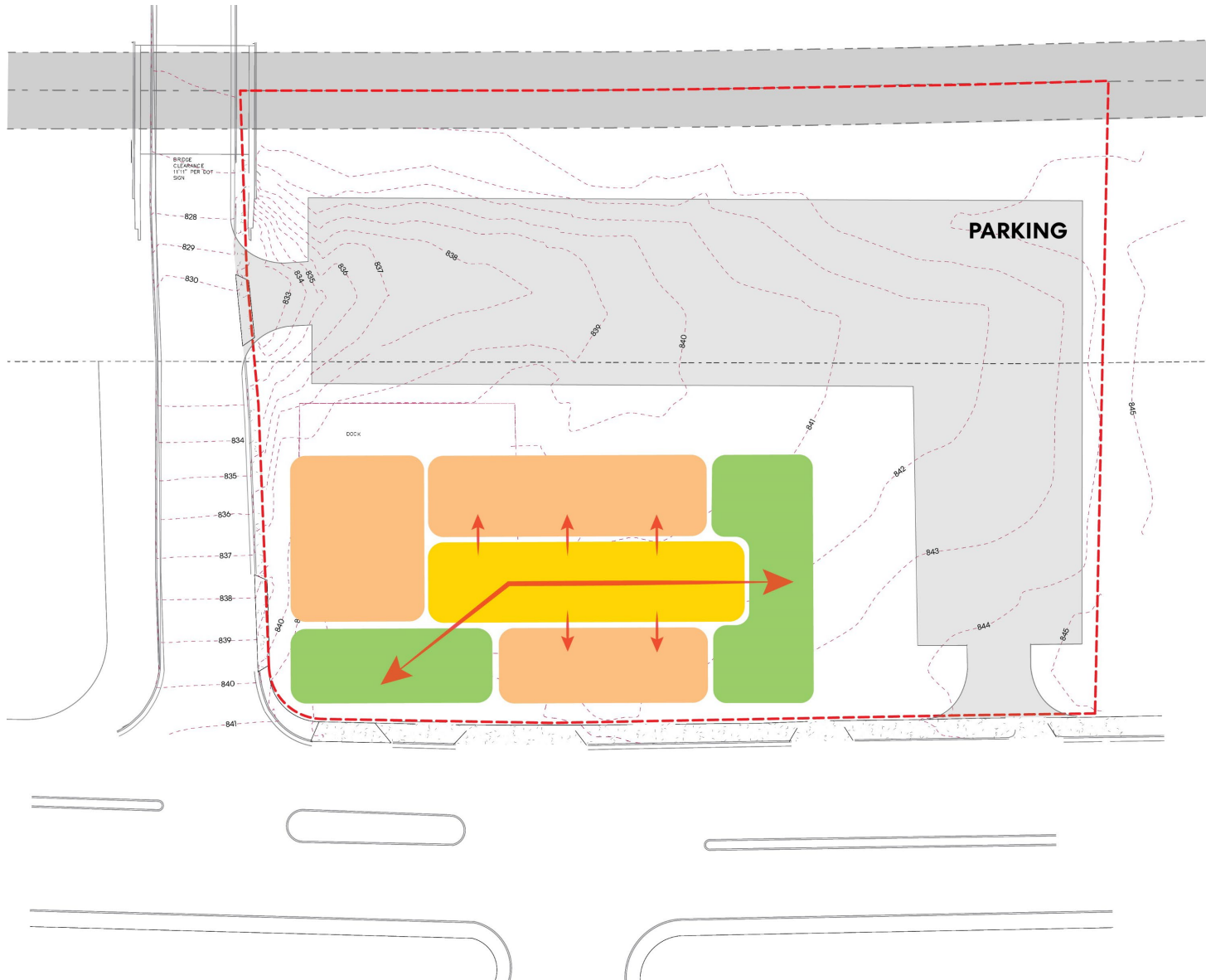
Welcoming

- Campus connection
- Inviting to broader community
- Convenient for pedestrians and drivers

Comfortable

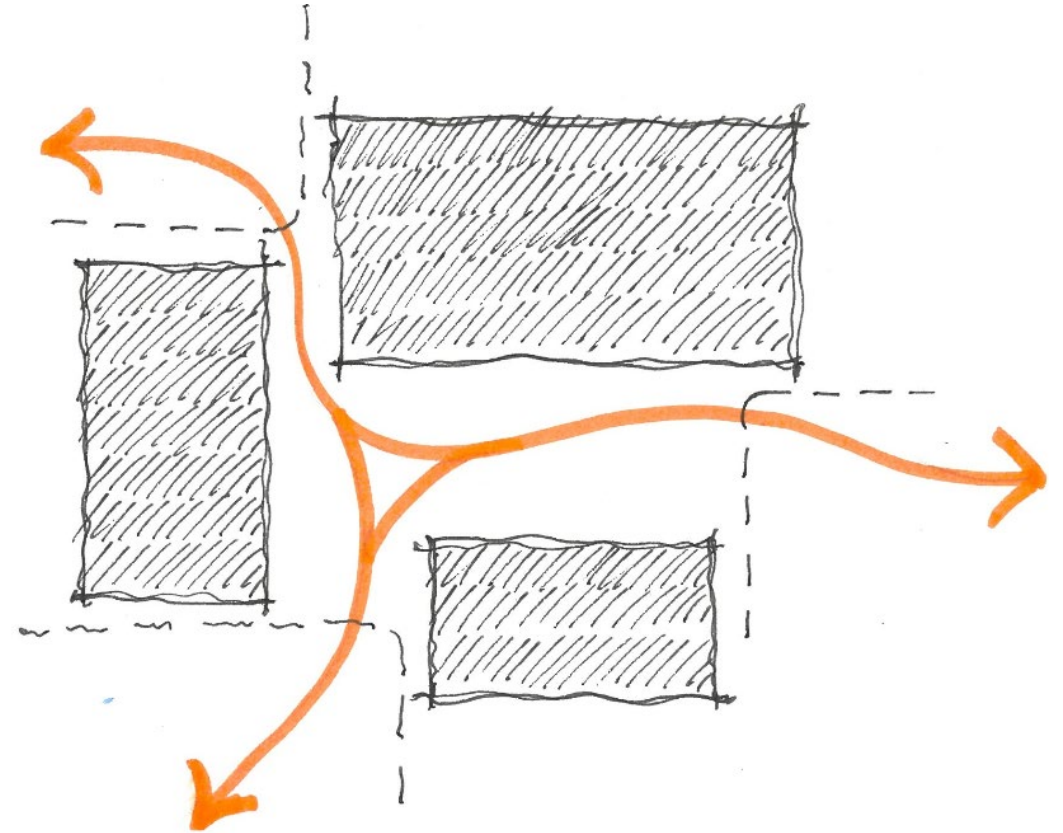
- A place to be . . . that 'Third Place'
- Outdoor comfort and connections
- Intuitive and accessible

Site Development - Agora

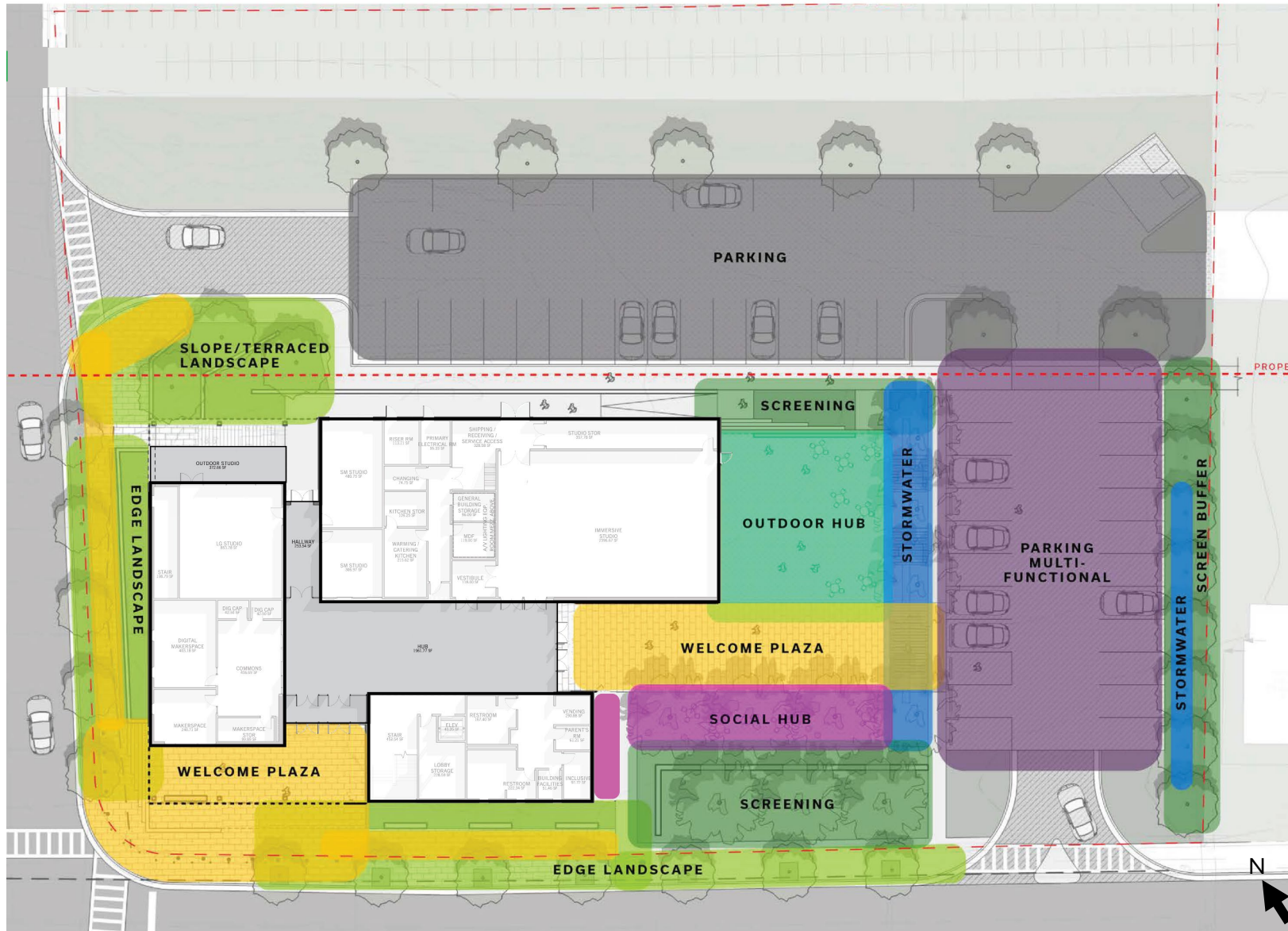


Site Development + Massing - Agora

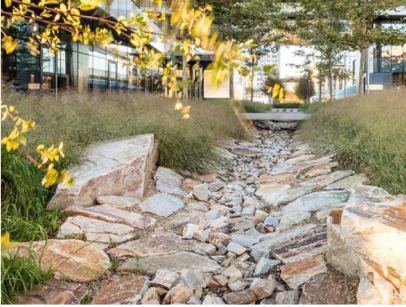
Much like the openair markets of ancient cities, an assortment of enclosed programs arrange themselves around the Hub – a centralized, open space of flexible uses that is both circulation and destination. Exterior programs of different scales and character present threshold experiences flowing into and from the Hub in various directions.



Site Plan Programs

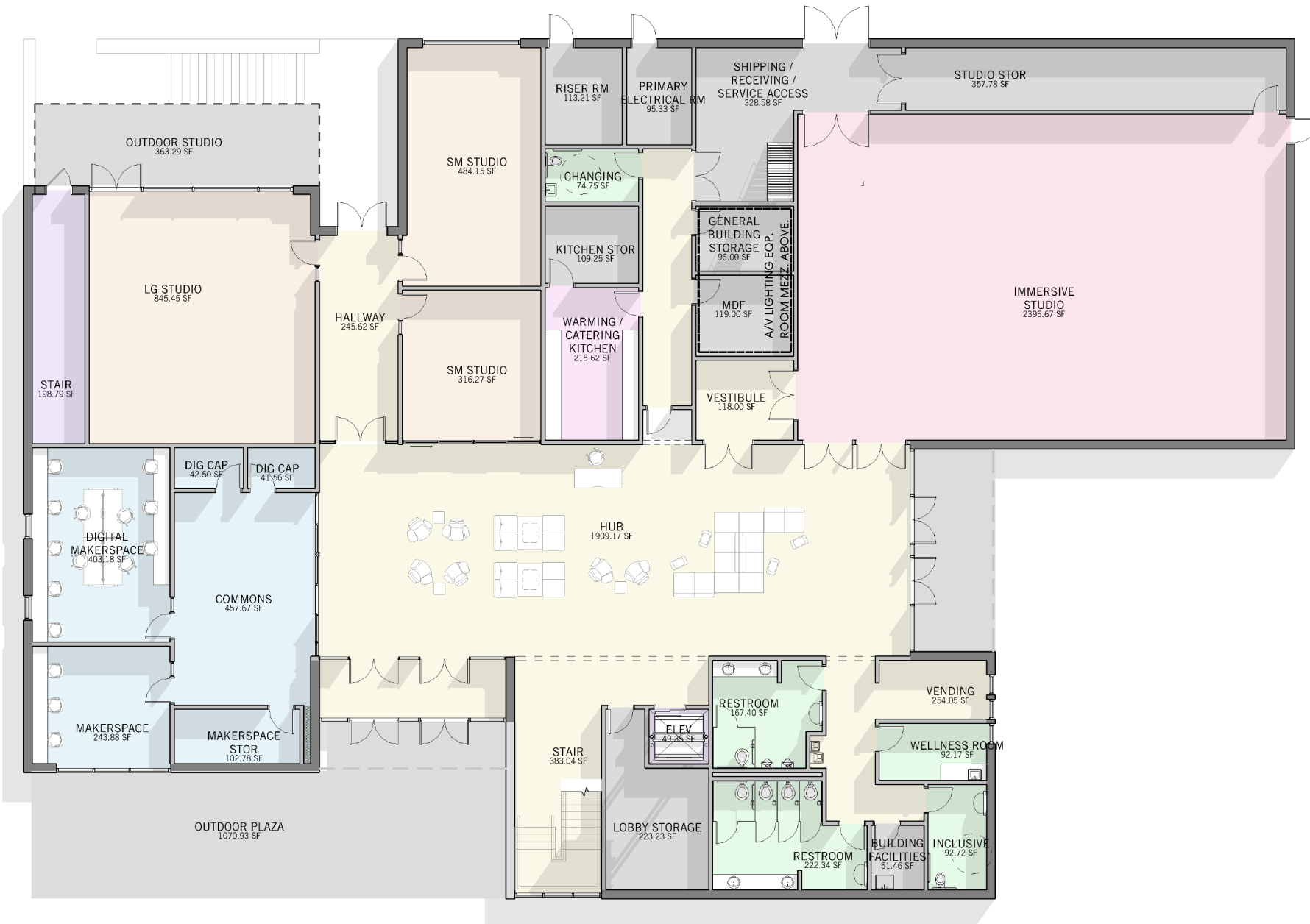


Landscape Plan

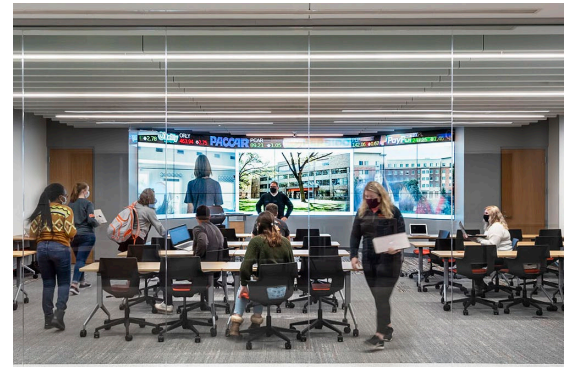


Landscape Precedents

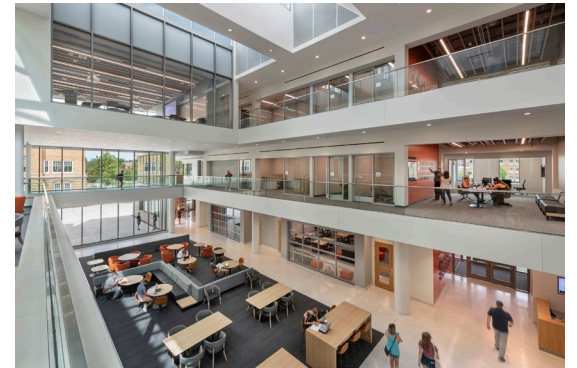




01 - FIRST FLOOR PLAN



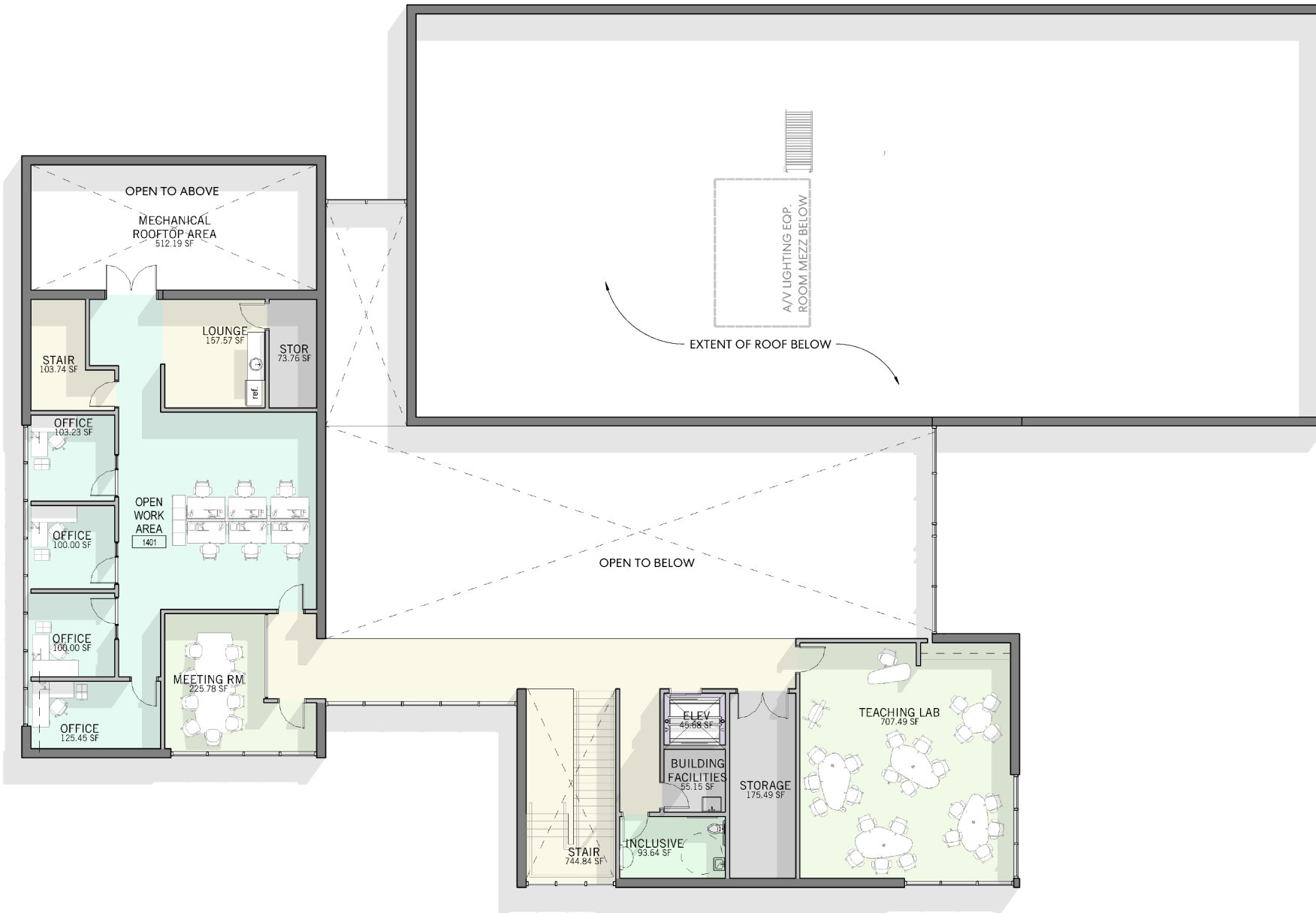
Digital Makerspace



Hub



Immersive Studio 26



02 - SECOND FLOOR PLAN 



Makerspace

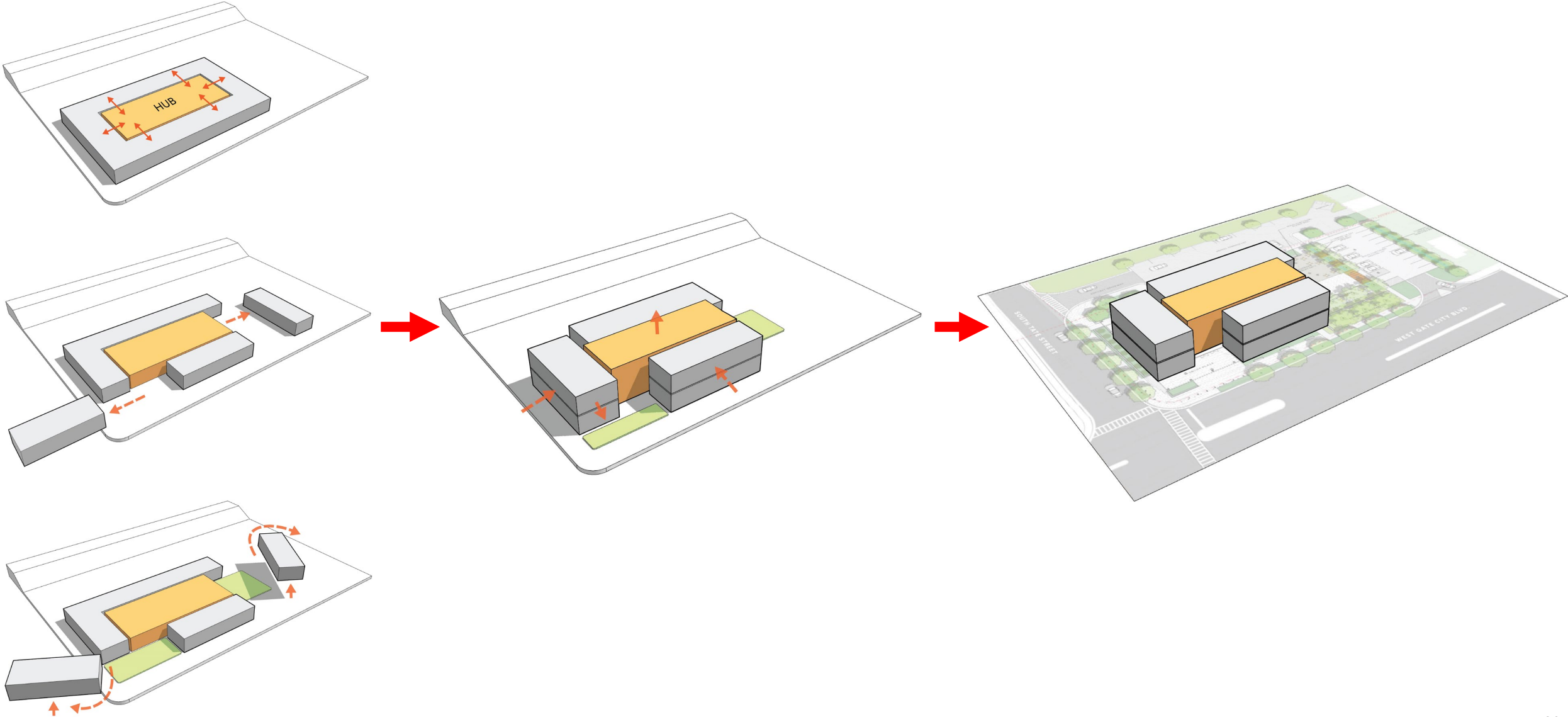


Collaborative Studios

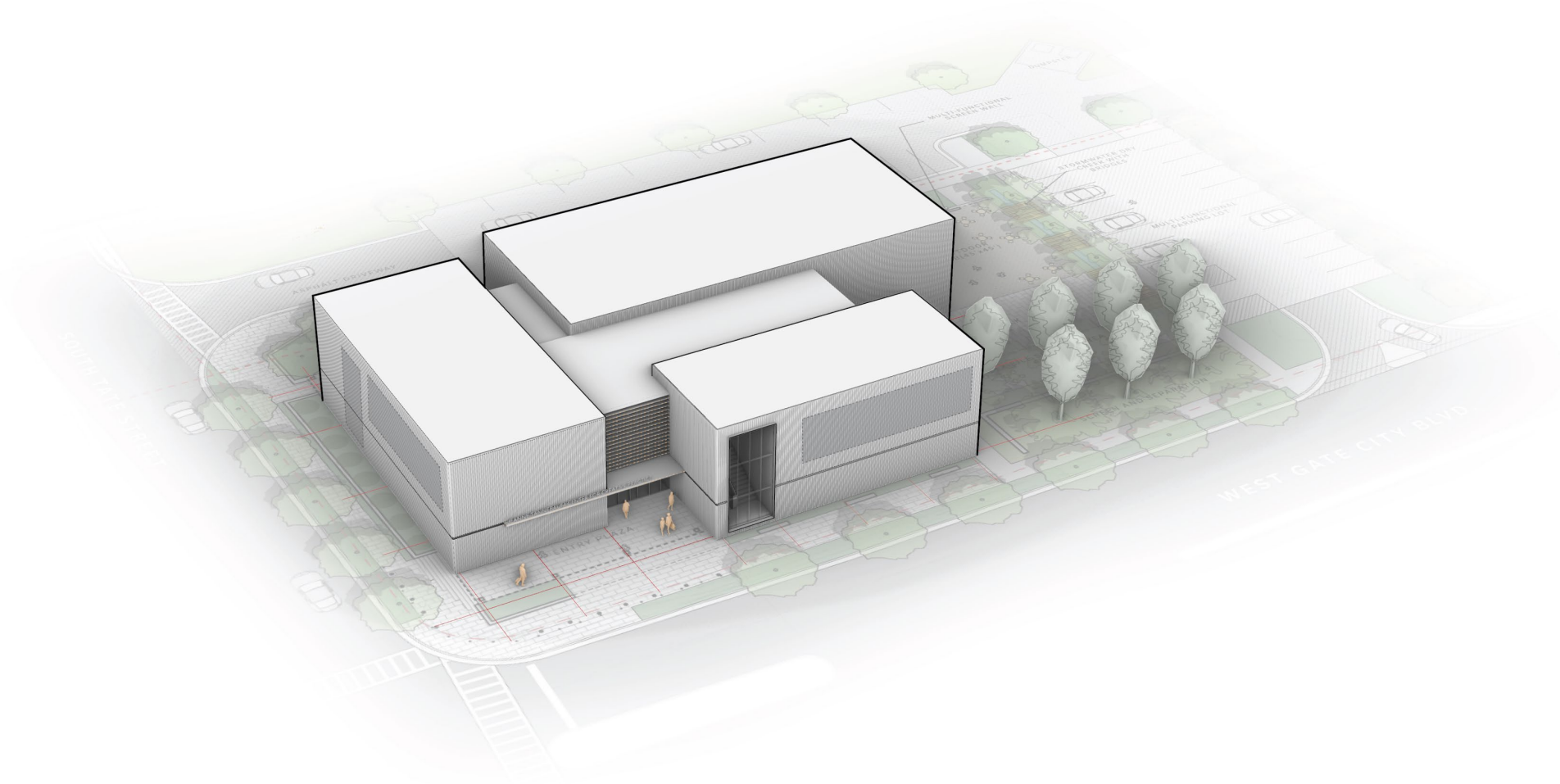


Active Learning 27

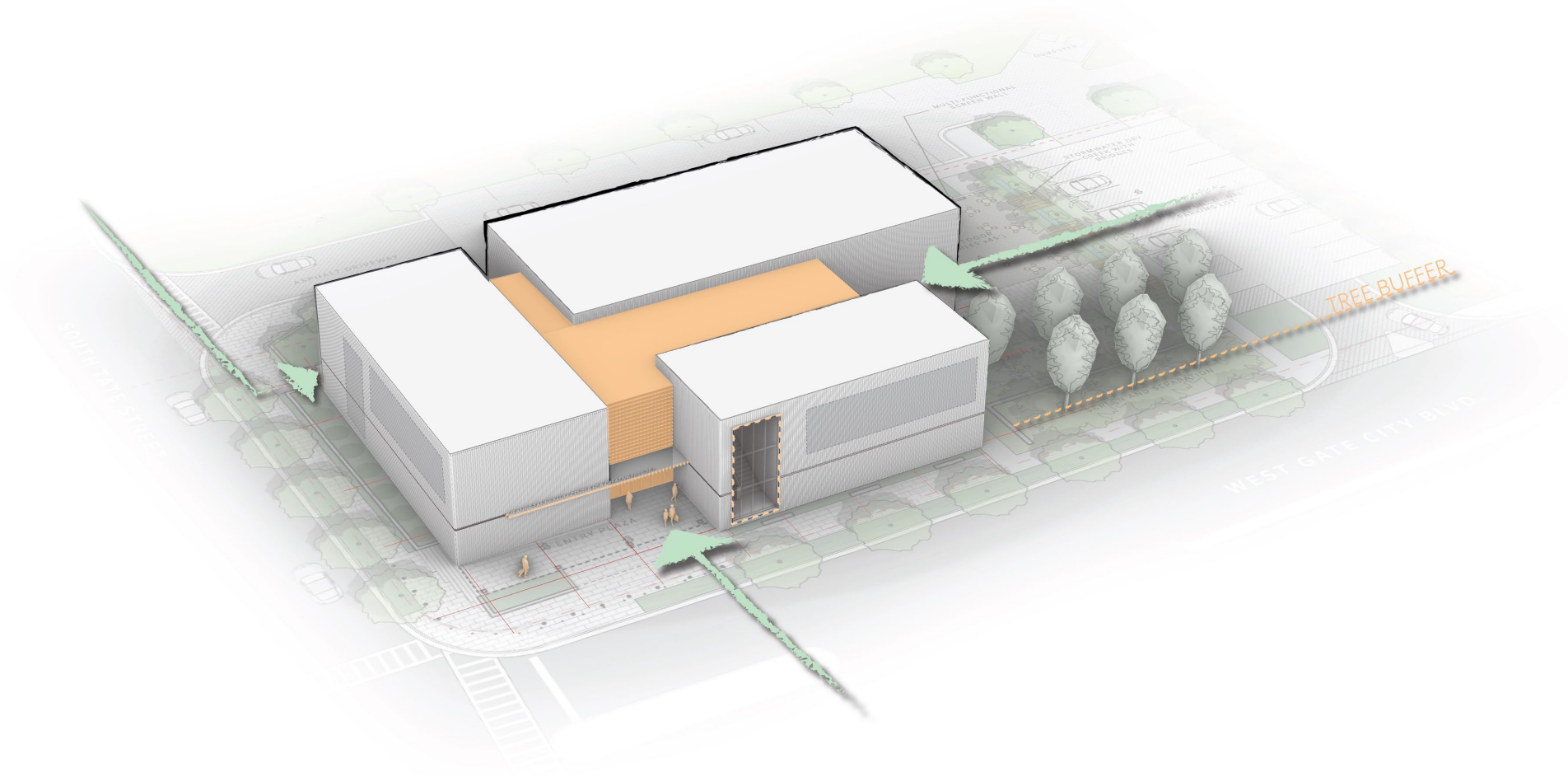
Massing Development



Massing Development

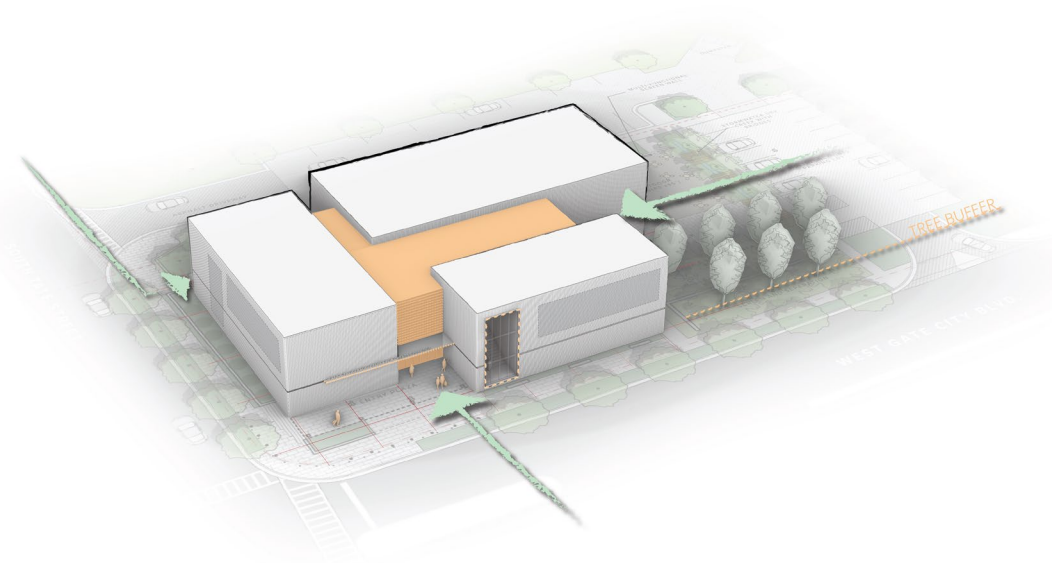


Massing Development



Massing + Materiality

The humble character of Greensboro's historic mill and railroad architecture inspires the expressive characteristics of The Center. Simple and pragmatic, the architecture of these historic industries was driven by practical considerations of the weaving process, mass production, and daylighting. In a similar fashion, formal expression of The Center will be one of modest restraint, utilizing industrial materials that highlight the community's manufacturing and railroad legacy.



Material Precedents

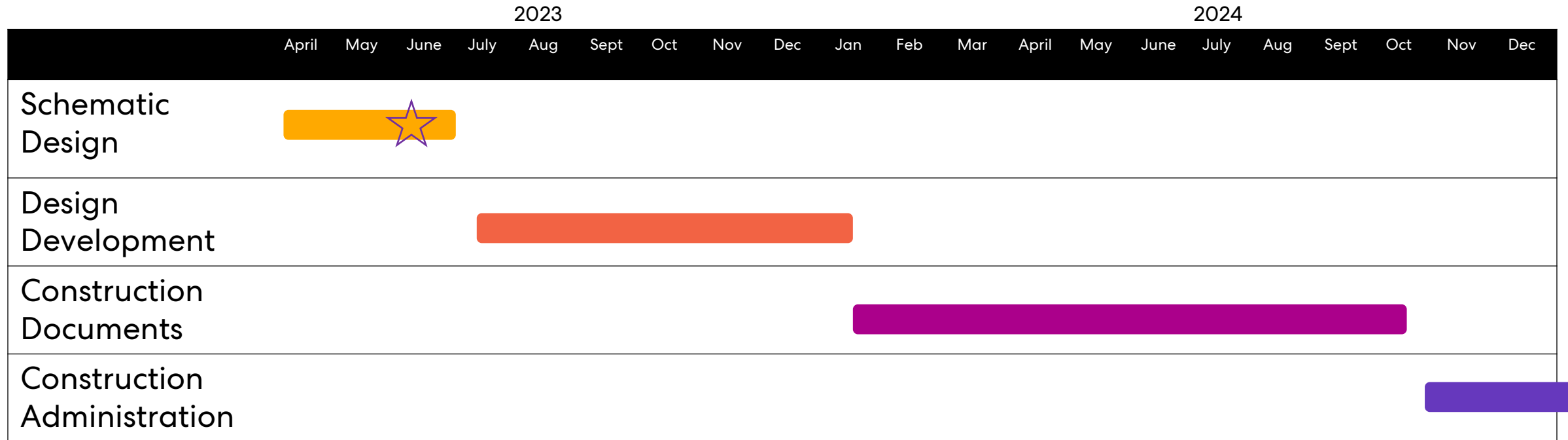


Material Precedents



We Continue To Refine.

Proposed Schedule



Construction Start: Dec 2024
Construction End: Dec 2025
Move In: Feb 2026
Occupancy: Mar 2026