



WKU GORDON FORD COLLEGE OF BUSINESS

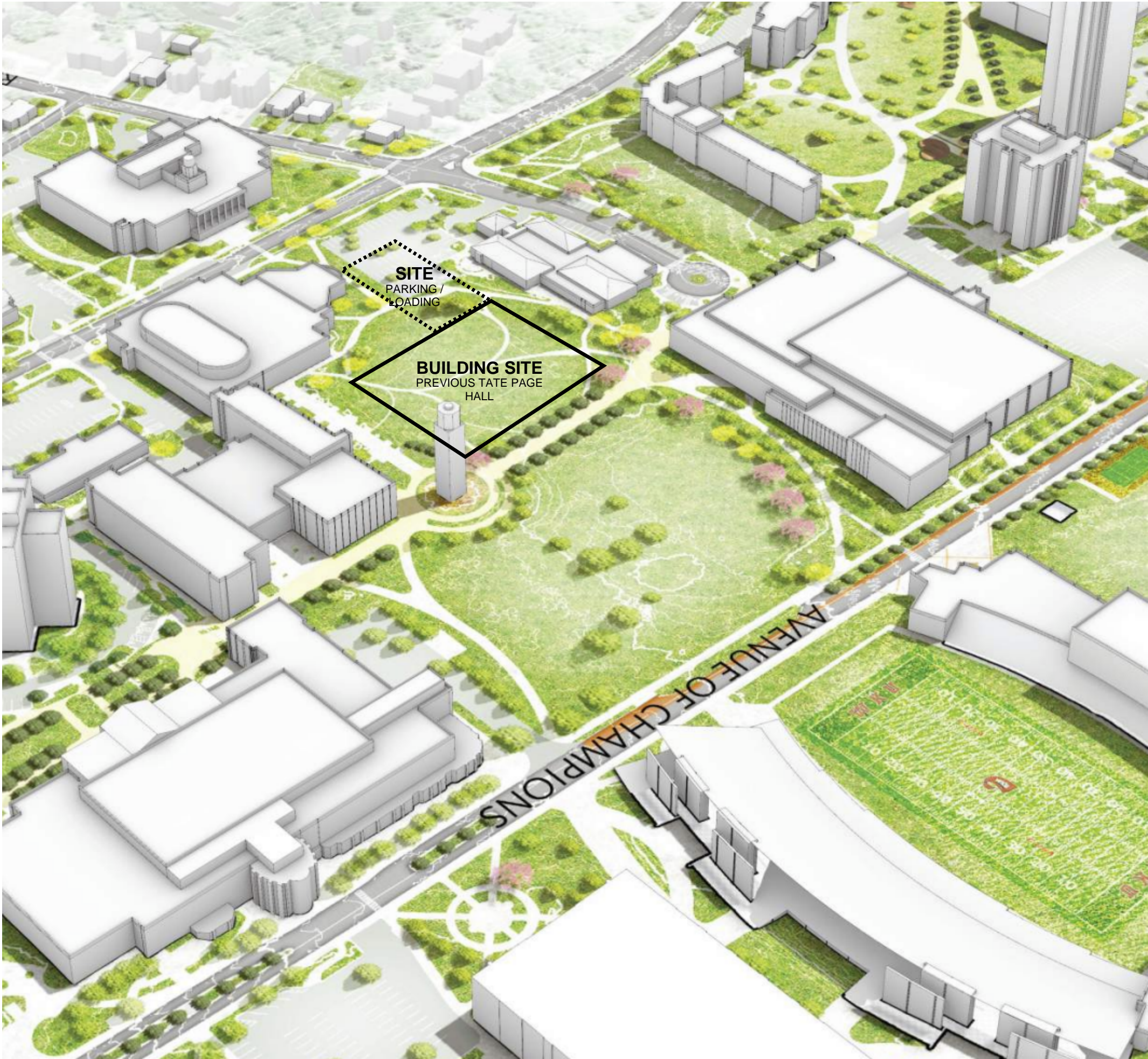
CONCEPT DESIGN

August 9, 2022

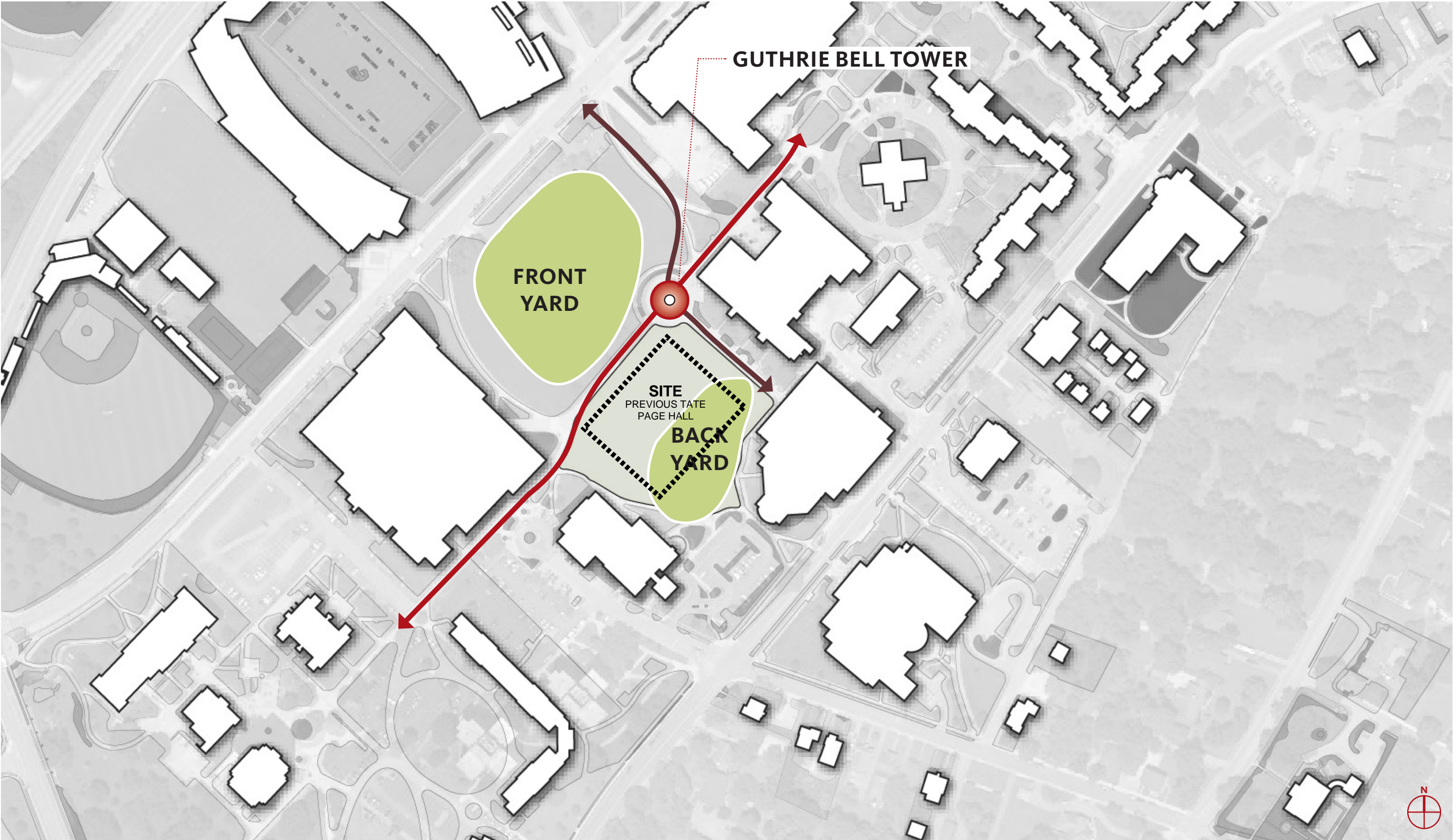


Gensler

CAMPUS OPPORTUNITIES



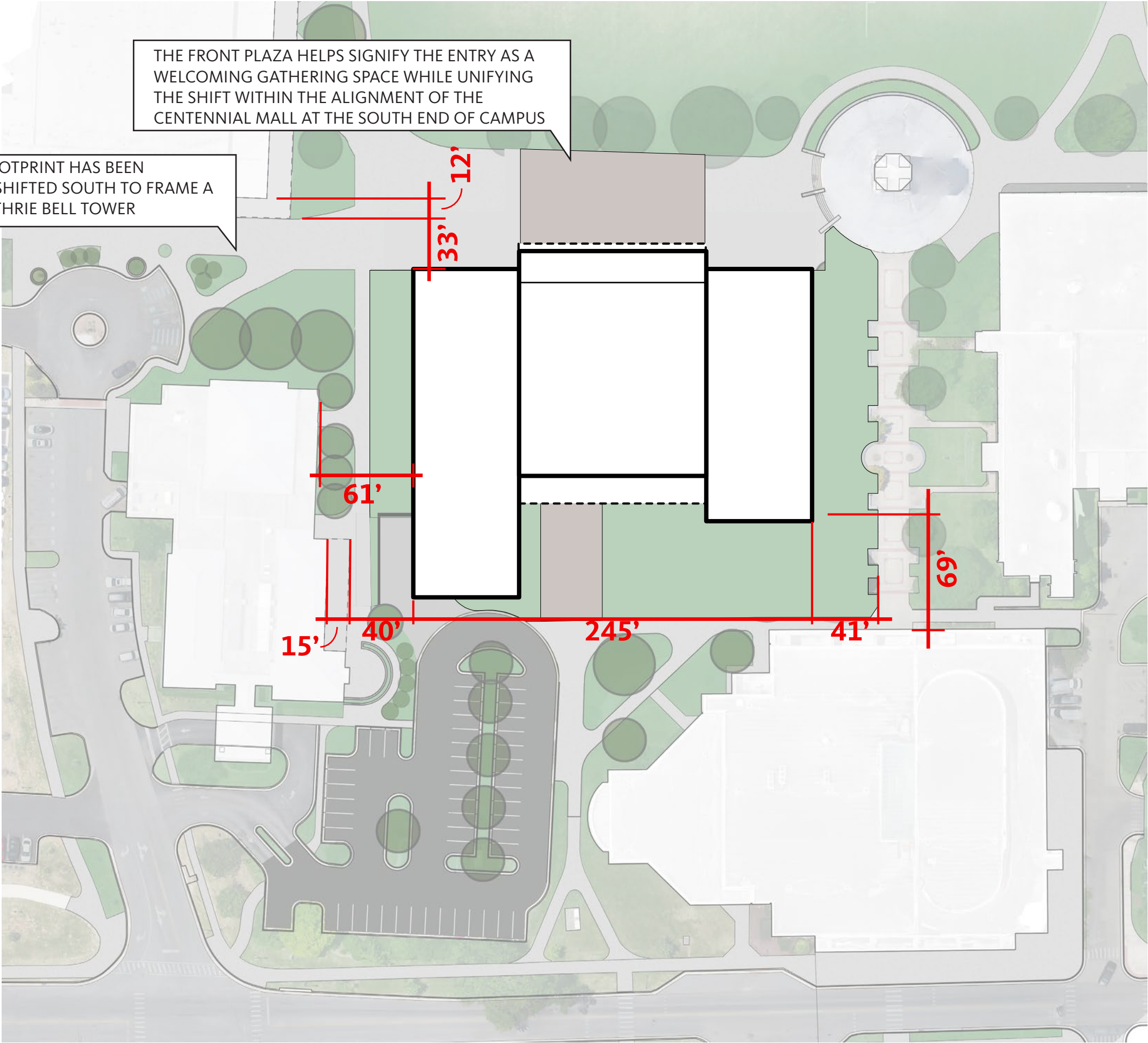
CAMPUS OPPORTUNITIES



SCHEME 1 | SITE PLAN

THE BUILDING FOOTPRINT HAS BEEN
TIGHTENED AND SHIFTED SOUTH TO FRAME A
VISTA TO THE GUTHRIE BELL TOWER

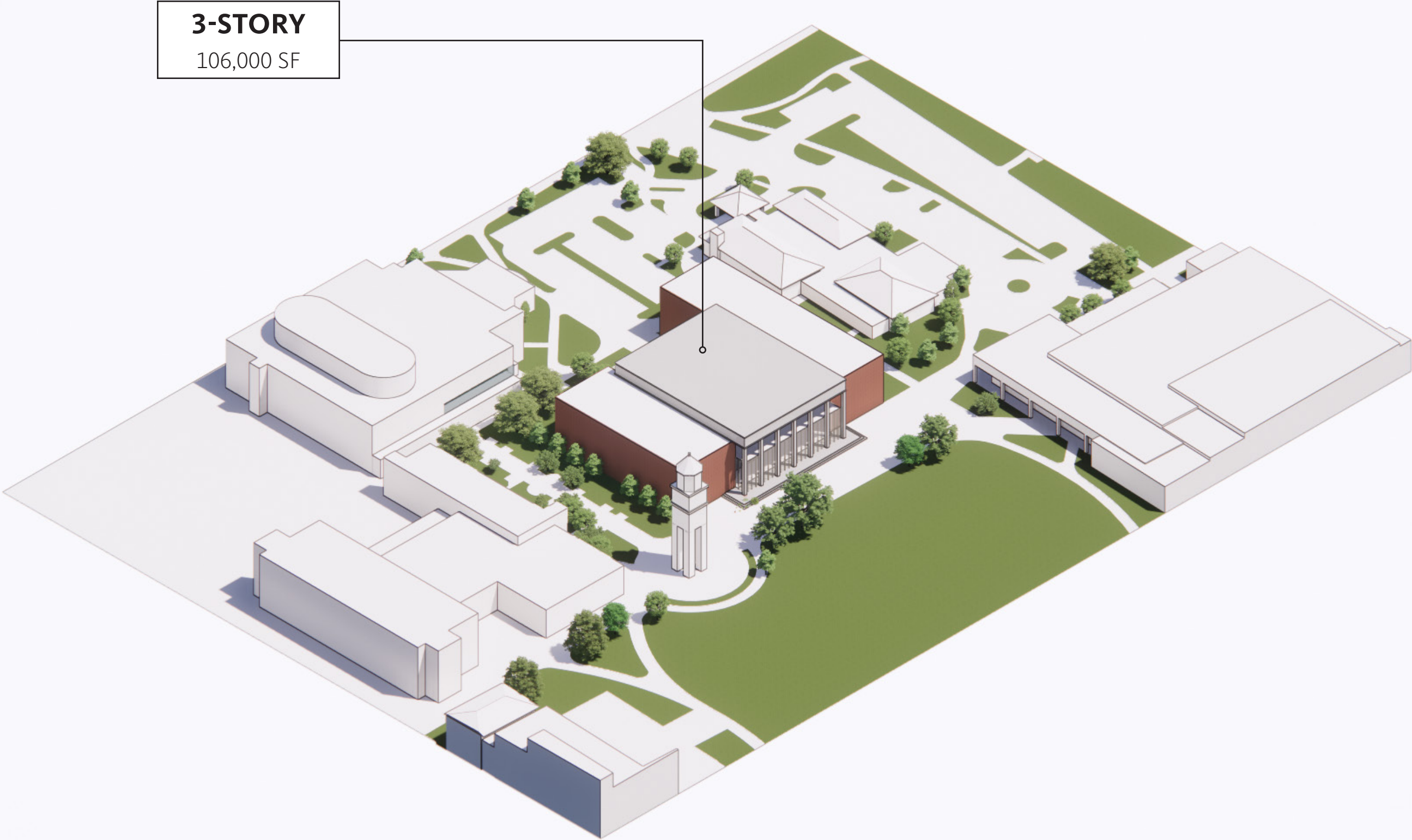
THE FRONT PLAZA HELPS SIGNIFY THE ENTRY AS A
WELCOMING GATHERING SPACE WHILE UNIFYING
THE SHIFT WITHIN THE ALIGNMENT OF THE
CENTENNIAL MALL AT THE SOUTH END OF CAMPUS



SCALE: 1/64" = 1'-0"



3-STORY SCHEME | AXON VIEW

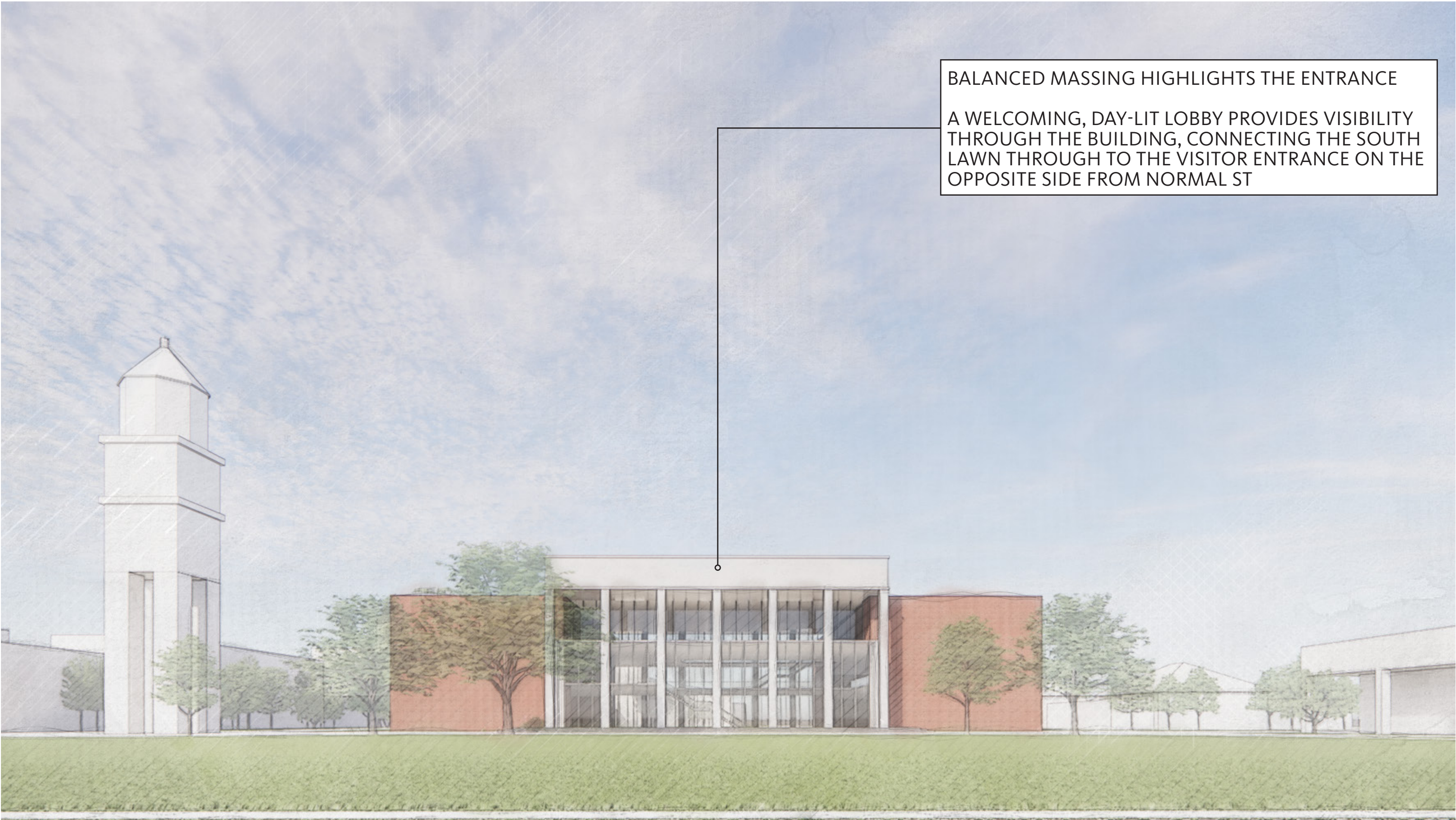


3-STORY
106,000 SF

3-STORY SCHEME | CORNER VIEW FROM SOUTH LAWN



3-STORY SCHEME | ELEVATION VIEW FROM SOUTH LAWN



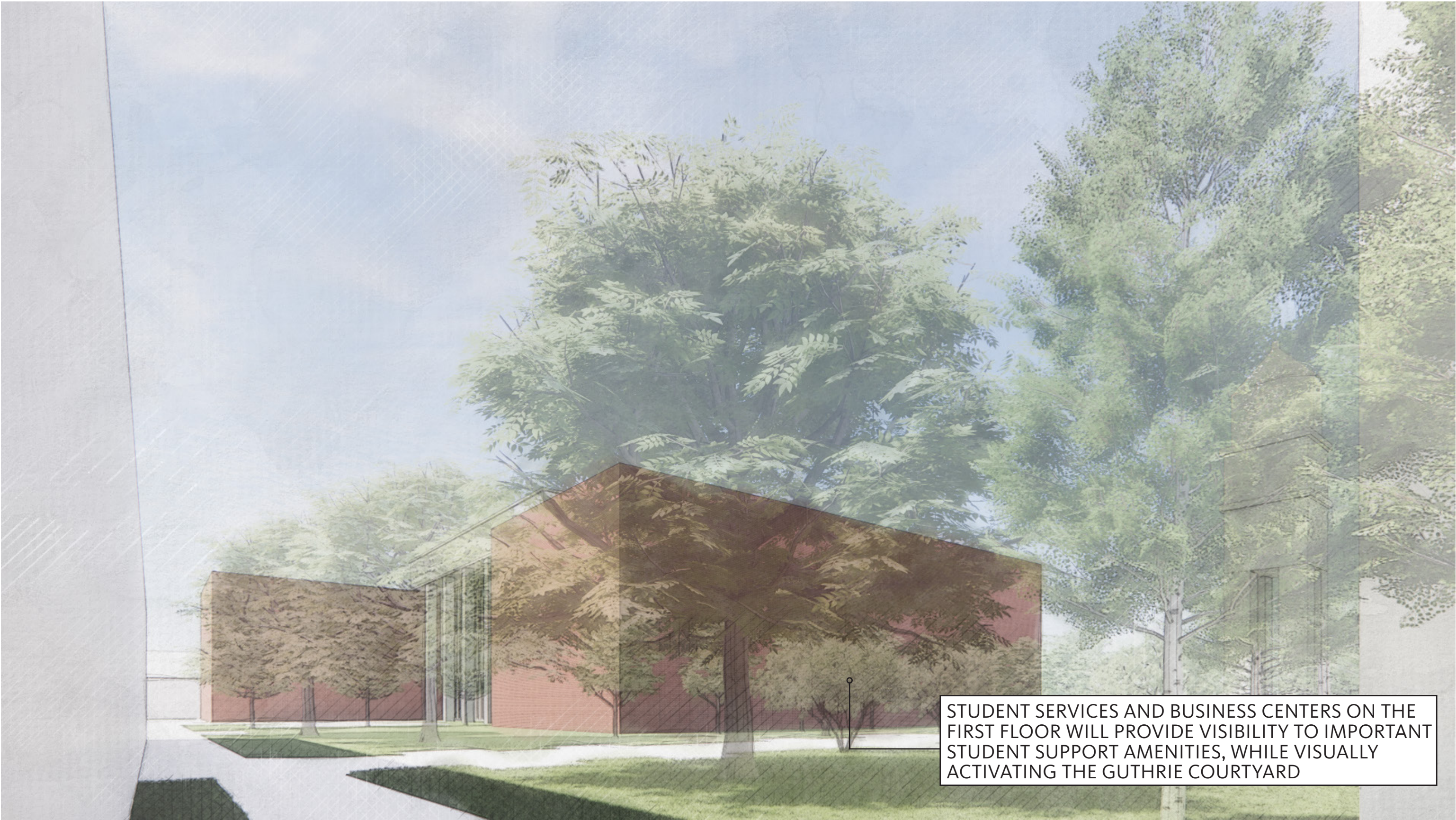
3-STORY SCHEME | CORNER VIEW FROM SOUTH LAWN



3-STORY SCHEME | VIEW OF SE VISITOR ENTRY FROM NORMAL ST

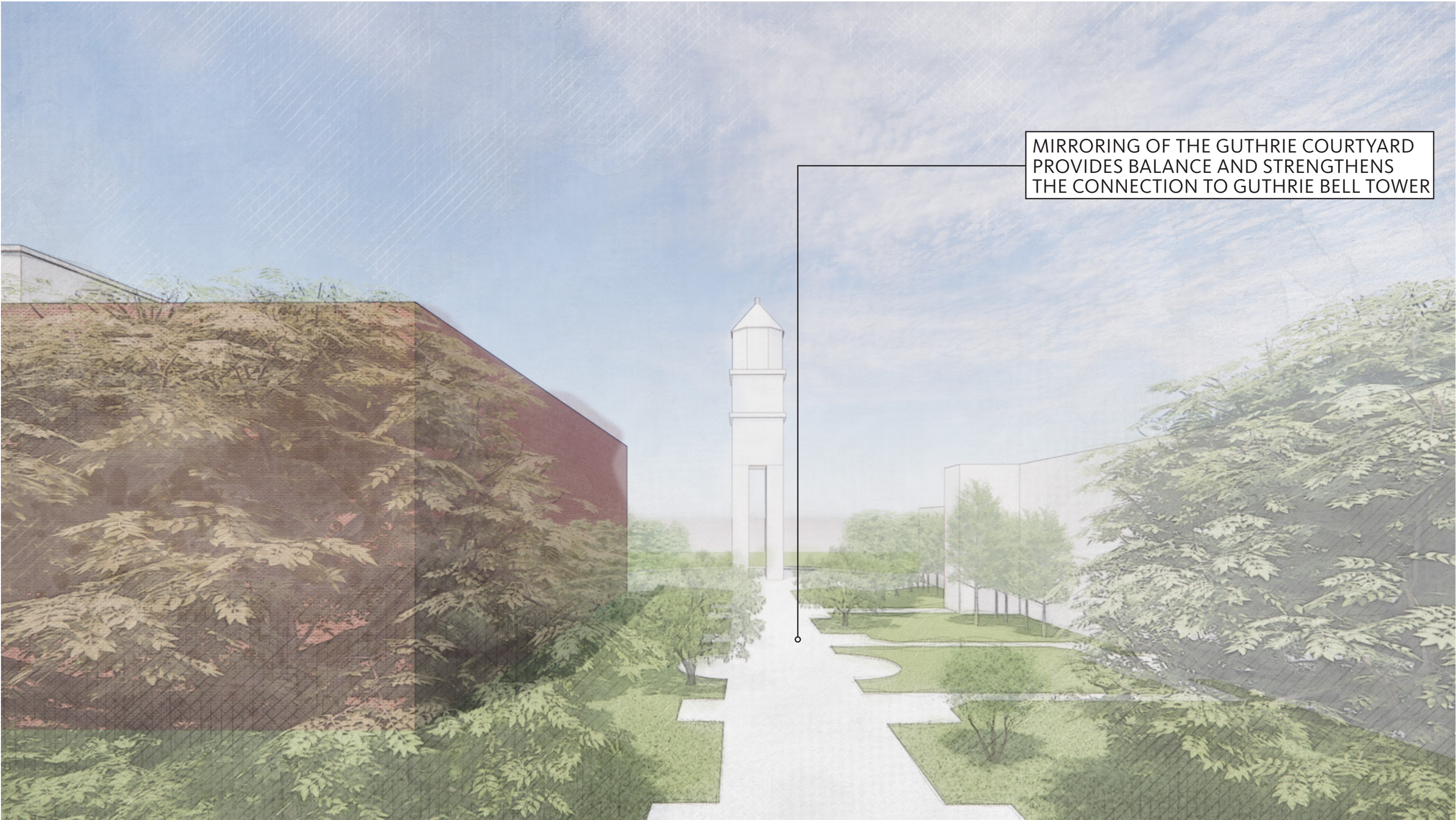


3-STORY SCHEME | VIEW FROM WALKWAY BETWEEN JODY RICHARDS HALL + ACADEMIC COMPLEX



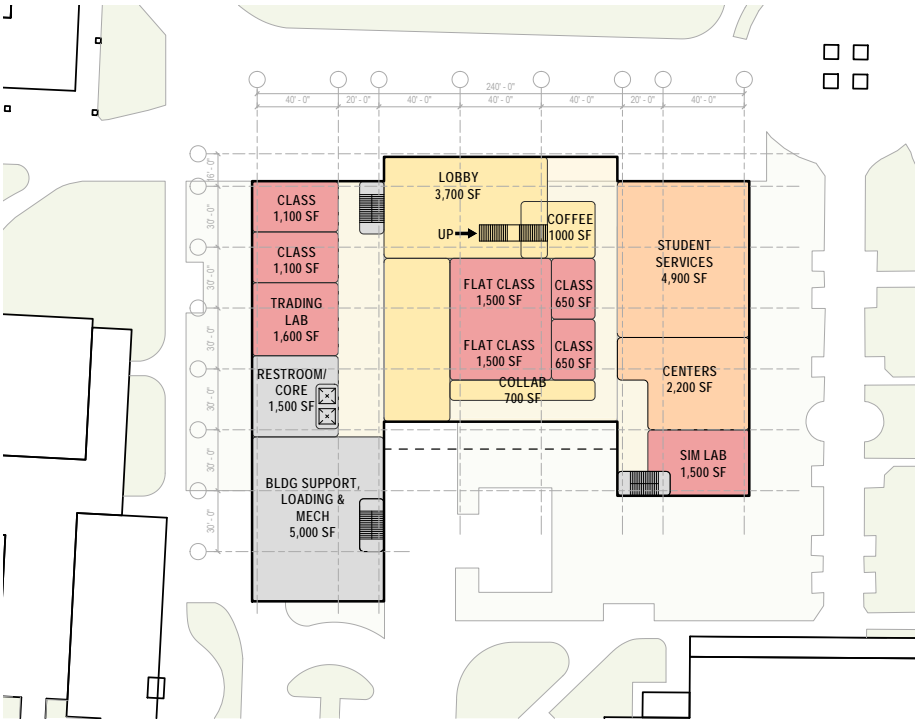
STUDENT SERVICES AND BUSINESS CENTERS ON THE FIRST FLOOR WILL PROVIDE VISIBILITY TO IMPORTANT STUDENT SUPPORT AMENITIES, WHILE VISUALLY ACTIVATING THE GUTHRIE COURTYARD

3-STORY SCHEME | VIEW FROM CORNELIUS A. MARTIN REGENTS ROOM

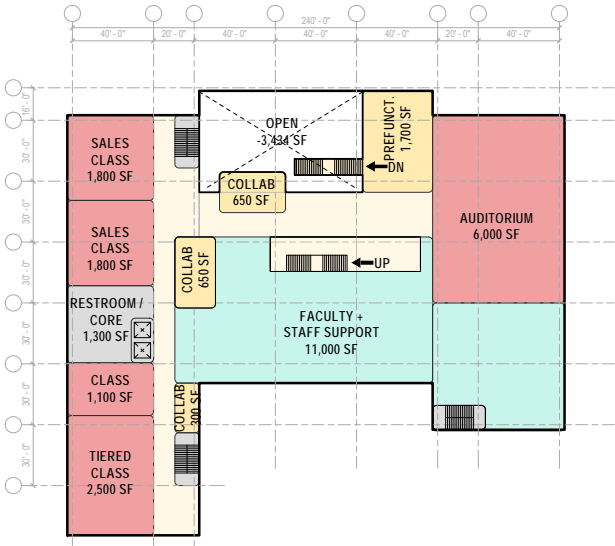


SCHEME 1 | PLANS

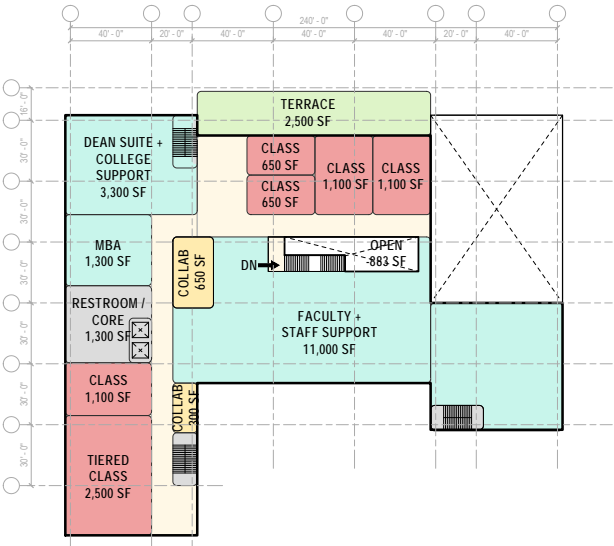
3-STORY SCHEME: 106,000 SF



LEVEL 1
38,600 SF

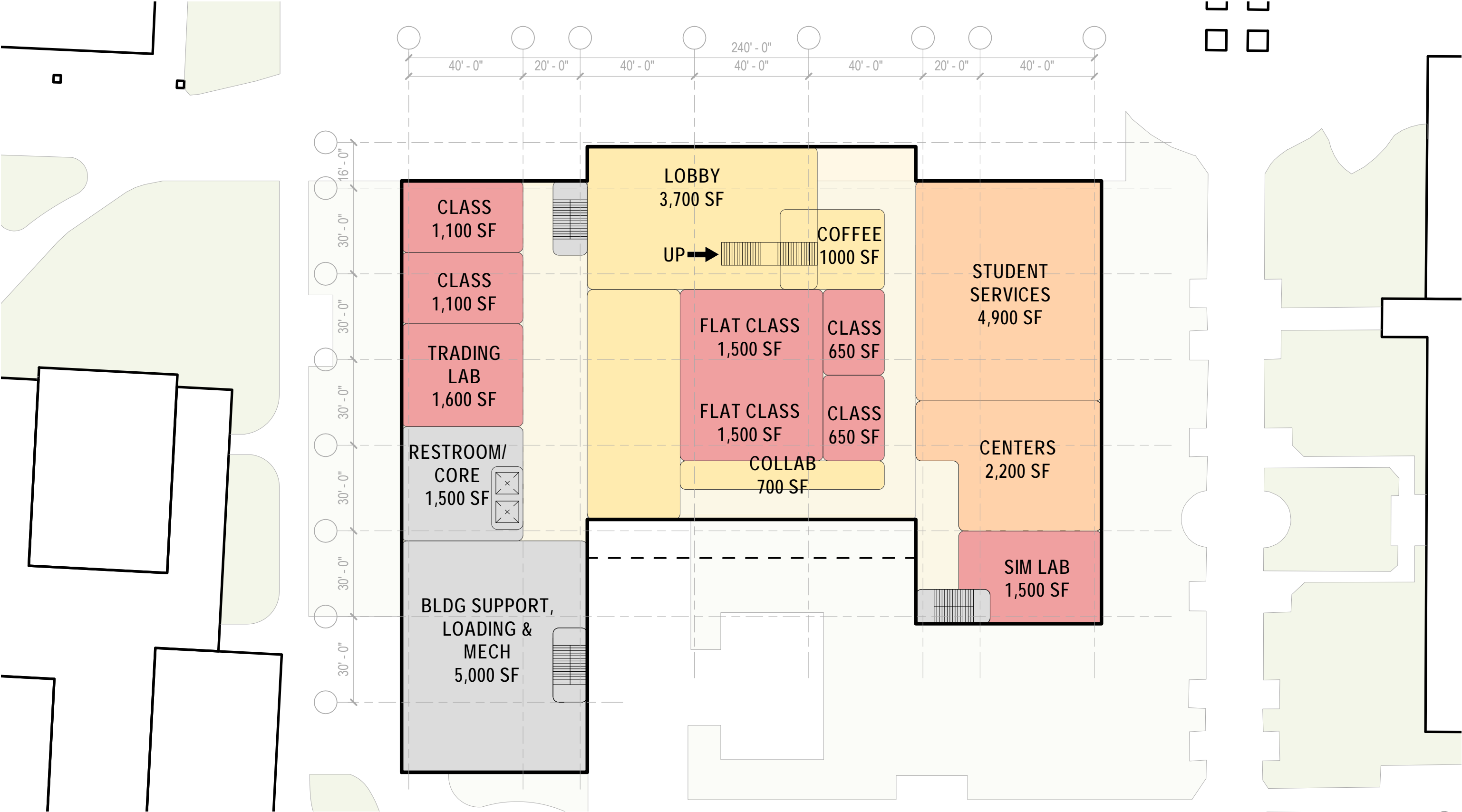


LEVEL 2
36,700 SF



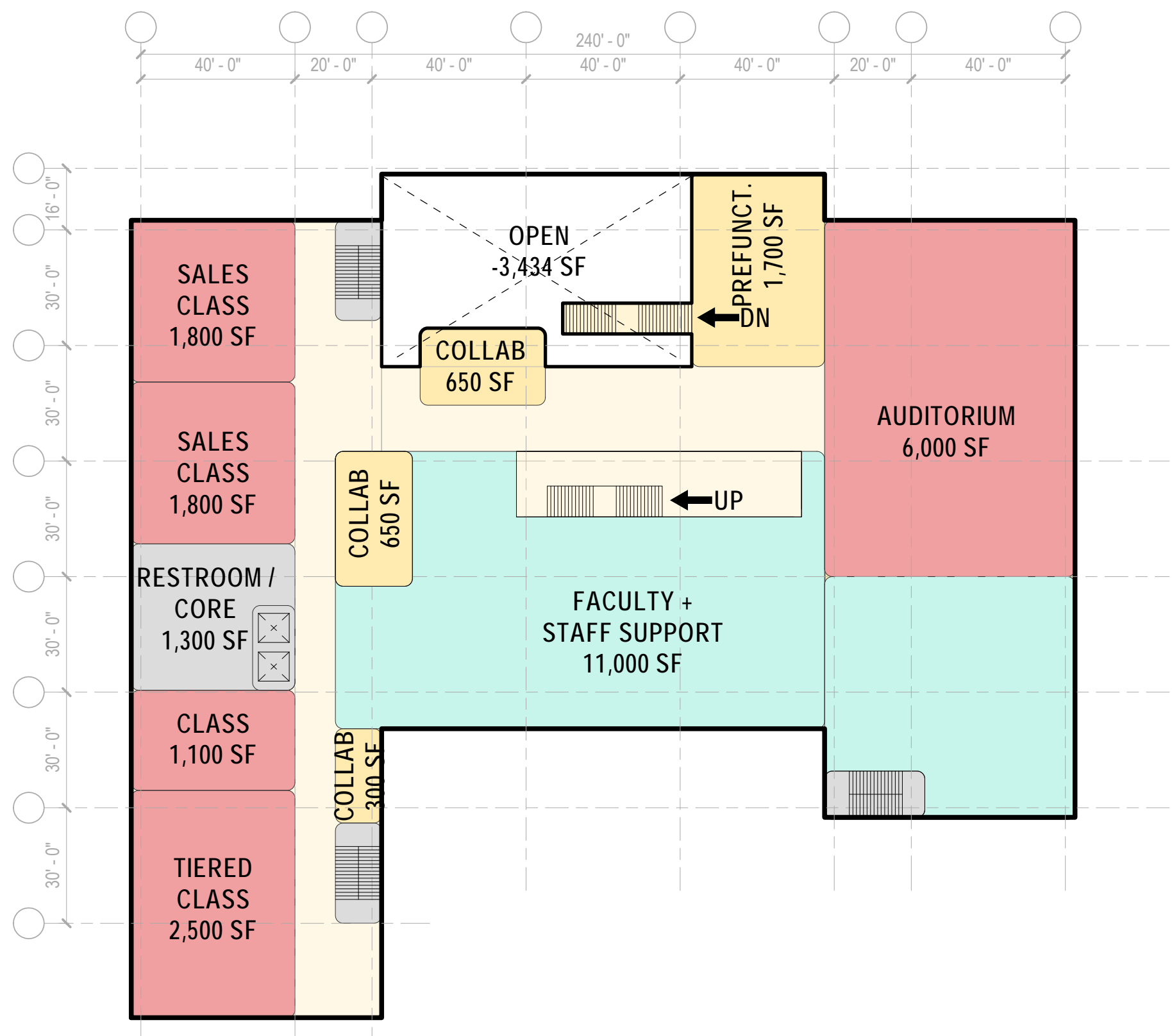
LEVEL 3
30,700 SF

SCHEME 1 | LEVEL 1 PLAN



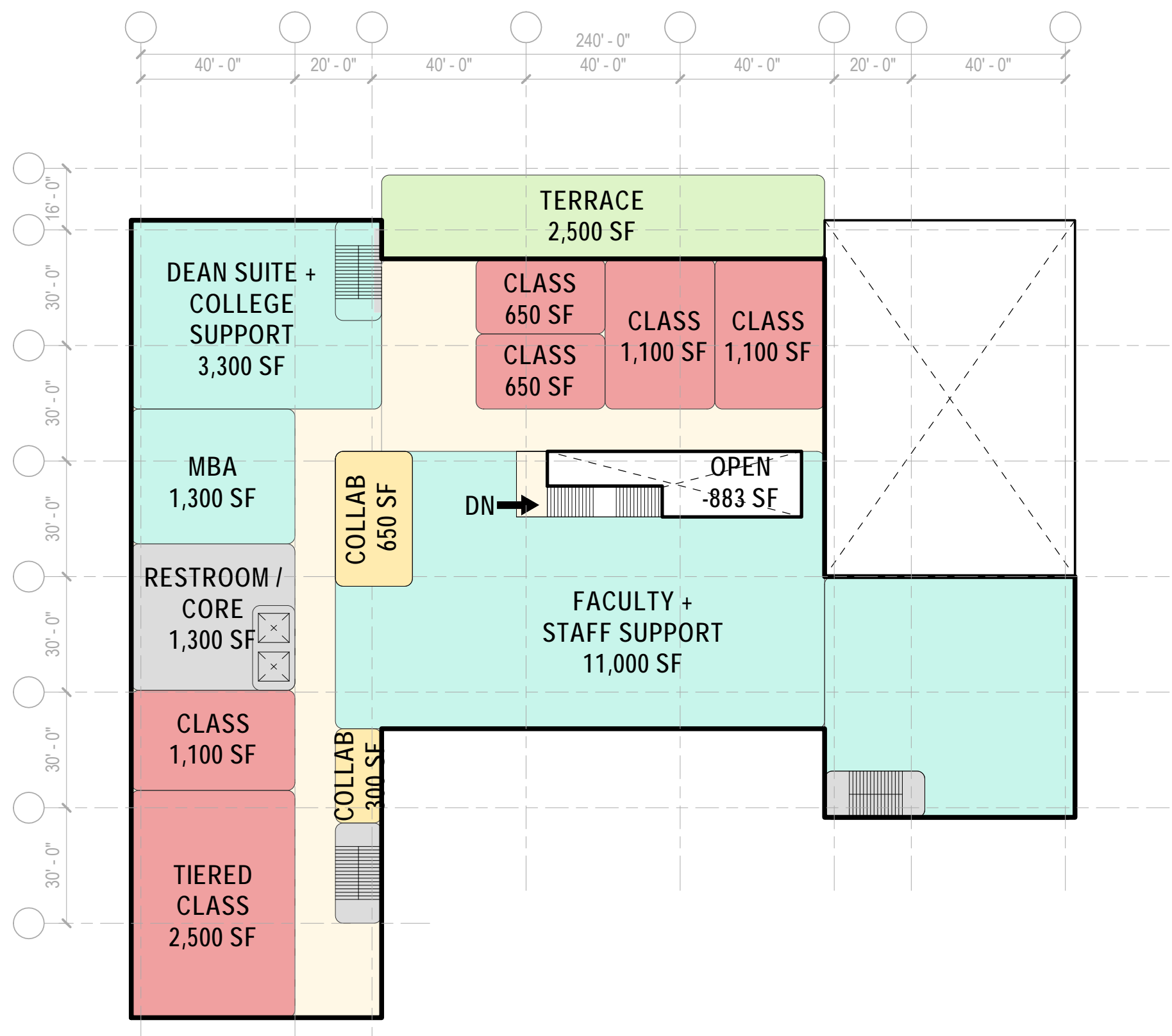
SCALE: 1/32" = 1'-0"

SCHEME 1 | LEVEL 2 PLAN



SCALE: 1/32" = 1'-0"

SCHEME 1 | LEVEL 3 PLAN



SCALE: 1/32" = 1'-0"

CAMPUS CONTEXT



TERMINUS - CUPOLA



ELEVATED ENTRANCE - PORCH



"HILL BUILDER"



BELL TOWER AS FOCAL POINT



COLONNADE AS LANDMARK



TRIPARTITE FACADE



DEFINING FEATURES

BALANCE

Balanced designs and emphasis on proportion—born out of the Palladian styles and, before that, Greek and Roman architecture—is one key element of Georgian design. **The front door is often seen at the very center of a Georgian building**, further emphasizing this balance.

ORNAMENTATION

Exterior columns or pilasters are sometimes featured—adorned with a pediment on top—but otherwise, trimming is rare on the facades of Georgian buildings. Interior designs are less restrained and often much more ornate, with designs like cornice mouldings.

UNITY OF MATERIALS

Georgian houses typically feature brick or stone in a uniform color. In Dublin, early Georgian homes featured red brick; elsewhere, it was a grey or whiter brick or stone. Sometimes, stucco was used to disguise the brick.

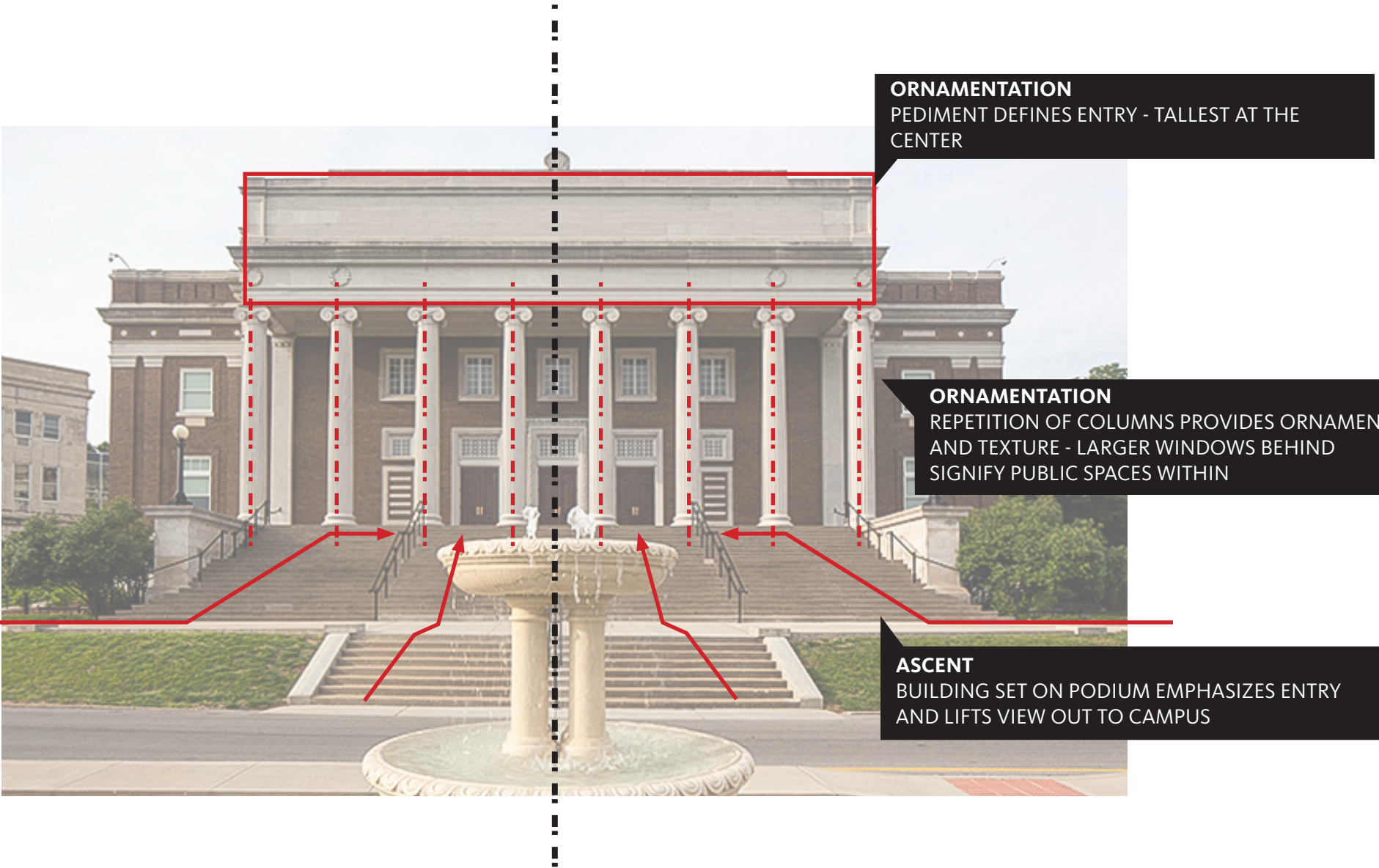
PROCESSION

Georgian buildings look large, but are relatively shallow. They are **set back on lawns or gardens to look more impressive from afar and, in keeping with symmetry, are tallest at the center.** In early Georgian houses, a **staircase leads to a second-floor mezzanine with entertaining spaces.**

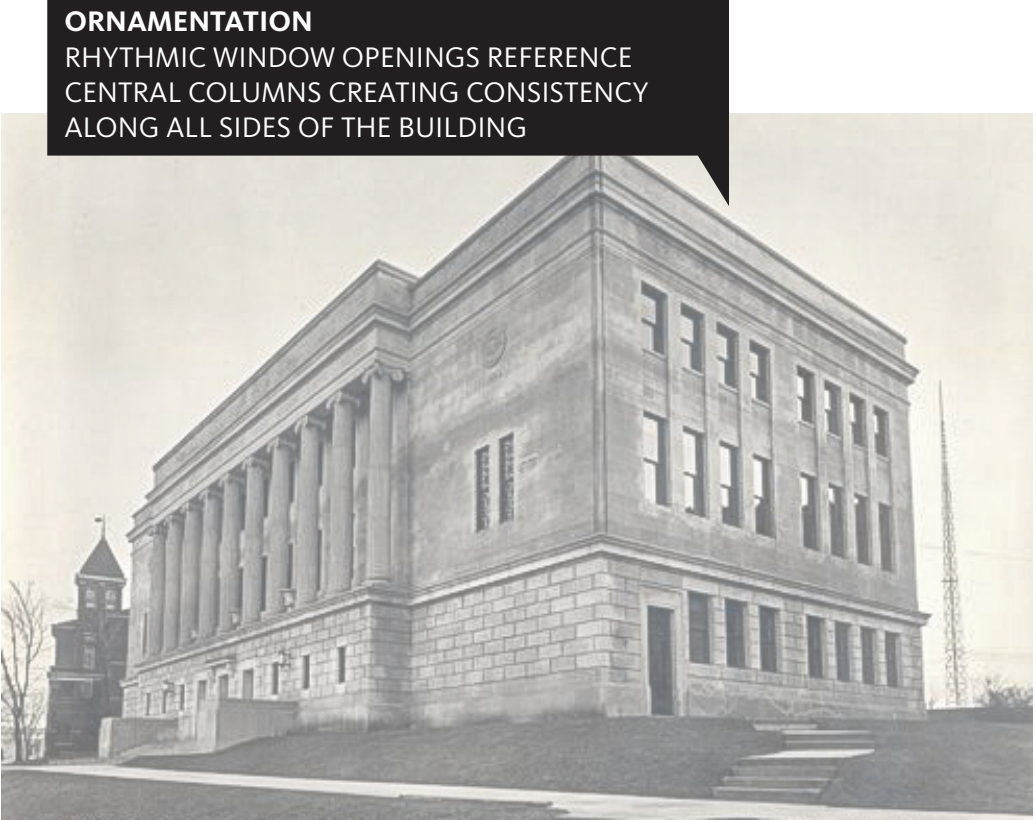
ASCENT

Buildings are often set on a podium, emphasizing their significance and enhancing the entry procession. Ceiling heights on the ground floor are typically taller than the floors above.

DEFINING FEATURES | VAN METER HALL + GORDON WILSON HALL



BALANCE
ENTRY AT THE CENTER, WITH BALANCED RHYTHM
AND PROPORTION EMPHASIZING THE ENTRY



DEFINING FEATURES | VAN METER HALL + CHERRY HALL



UNITY OF MATERIALS
UNIFORM BRICK AND STONE
STONE DEFINES AND ORNAMENTS THE ENTRY,
WHILE BRICK UNIFIES THE BUILDING MASS BEYOND

ORNAMENTATION
SIMPLICITY OF ORNAMENTATION DRAWS
ATTENTION TO THE CENTRAL ENTRY



PROCESSION
FRONT PLAZA PROVIDES CEREMONIAL
GATHERING SPACE AND CLEAR WAYFINDING

PROCESSION
SETBACK LAWN PROVIDES A VISTA TO THE BUILDING
SIGNIFYING IMPORTANCE