

# CHARLES ROSE ARCHITECTS INC

PROJECTdata

## BEACOM SCHOOL OF BUSINESS

### The University of South Dakota

Vermillion, South Dakota USA

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**Winner, national design competition:** Sponsored by The University of South Dakota

**Scope:** Landscape and building are an integrated design that organized a loose collection of existing buildings into a unified campus; business school has large central atrium, tiered high-tech classrooms, trading floor, administrative offices, 176-seat auditorium.

Our design for the business school grew out of a question: How might a single building energize and transform an entire campus?

In our early visits to USD, we found that the campus lacked cohesion and easy circulation between its distinct ends that function as public portals. Our project, completed in 2009, brings a powerful organizing force to the campus. New landscapes—we created three—were as central to our design as the 75,000 SF building itself. Our first move was to relocate a parking lot; in its place we created a new quadrangle and sited the business school on it. The new quadrangle united existing buildings, including the law school and library, and established several other building sites—one of which is now home to our second building there, the Muenster University Center. Our design for both buildings and surrounding landscapes also creates new vistas and path systems through the campus.

USD desired an innovative building that would significantly raise the business school's profile. Modern but rather straightforward in form—a strategy for cost control—its zinc cladding evokes silos and steel structures in the Midwestern landscape. Inside, the three-story atrium, wide circulation zones and other public spaces are light-filled, open and transparent. A stock ticker and myriad video screens bring the business world into the school; Beacom also provides incubator space for startups in the region. Each of the three floors offers study areas to foster the kind of collaboration valued in the corporate world.

**Materials:** Zinc panels; precast concrete panels with quartzite aggregate, pigmented concrete, glass, steel, terrazzo, walnut, acoustical plaster.

**Completed:** Fall 2009

**Cost:** \$16,200,000

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“The university campus in America is a privileged setting, one of the few places where the dictates and benefits of comprehensive planning are not merely accepted but encouraged. By shaping the plan around established patterns of pedestrian circulation and forming spaces that respond to the character of the surrounding buildings, the design successfully captures the spirit of academic life in the twenty-first century. These themes are reiterated in Rose’s competition-winning scheme for a new business school at the University of South Dakota, which creates a heightened awareness of place, and a locus for social interaction within the constructed landscape of the campus, as well as framing dramatic vistas that link new landscapes of distinct characters.”

Brian Carter and Annette Lecuyer, [Innovation in American Architecture](#)

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**Awards:**

Boston Society of Architects Design Award

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**Publications:**

Charles Rose, [Architect](#), Princeton Architectural Press, New York, 2006.

Carter, Brian and Lecuyer, Annette. [All American: Innovation in American Architecture](#), Thames & Hudson, New York, 2002.

“Creating a Campus Landmark: High Profile Designs for University of South Dakota’s New School of Business,” *Competitions*, Spring 2001.



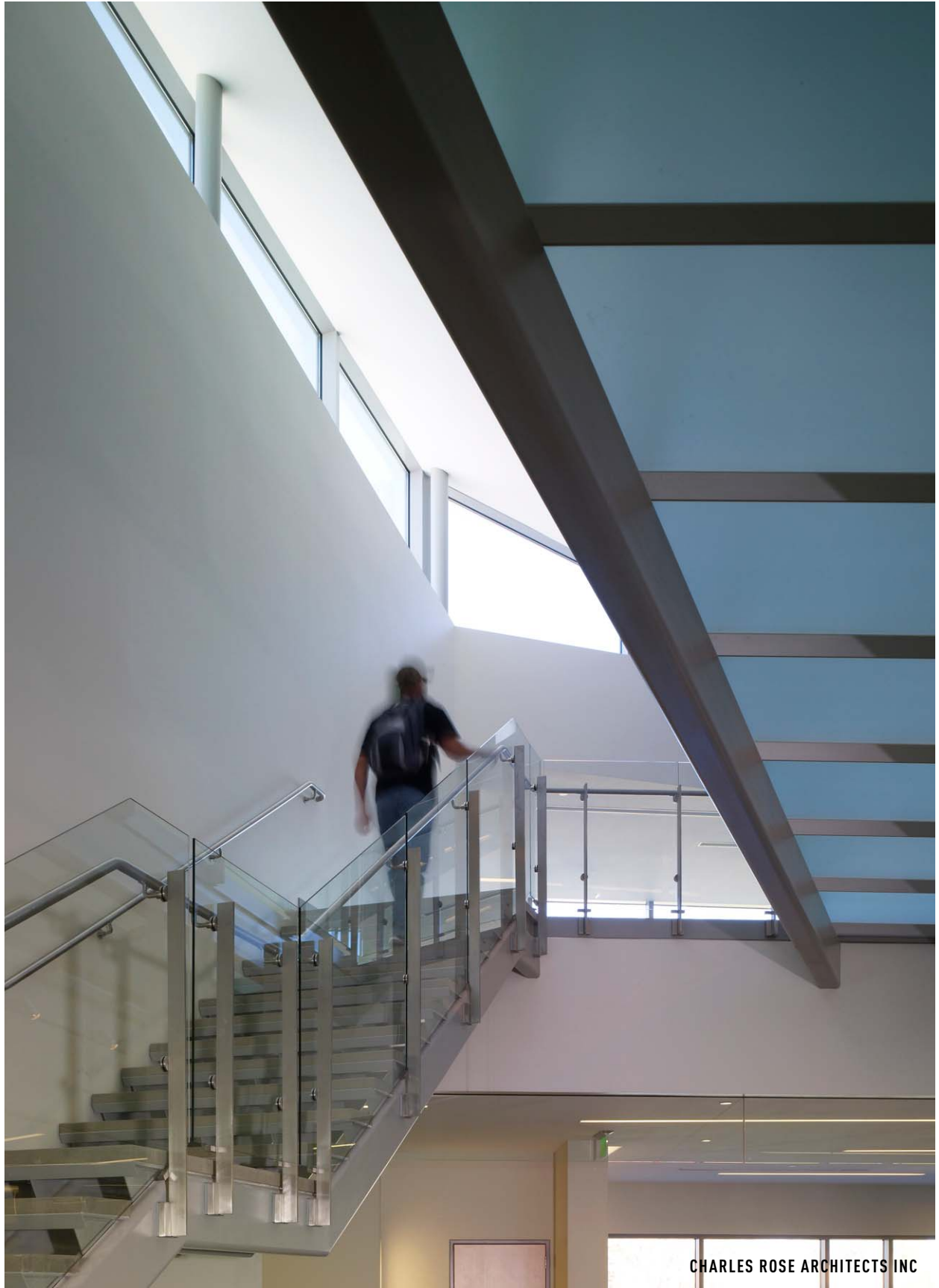
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