

The logo consists of an orange circle with the lowercase text "bnim" in white.

bnim

The logo consists of a white circle with the uppercase text "WORKSHOP" in orange.

WORKSHOP

The background is a photograph of a modern building's interior, featuring large glass windows, a curved ceiling, and a dark wooden walkway.

Dr. E. J. and Margaret O'Brien Hall

COLLEGE OF BUSINESS ADMINISTRATION
MARQUETTE UNIVERSITY



May 3, 2023



To our creative partners and friends at Marquette University,

We are delighted and honored to help you celebrate the opening of Dr. E.J. and Margaret O'Brien Hall!

Dr. E.J. and Margaret O'Brien Hall is a place that embraces the spirit of Cura Personalis, welcoming the Marquette University community to learn, collaborate, and connect within an engaging and vibrant environment. It is a place where students and faculty will grow academically and professionally, foster relationships, and experience meaningful moments and lessons to carry with them from their time at Marquette into the world. We are grateful to each of our project partners and the team at Marquette for the opportunity to be a part of this journey in bringing such a powerful vision to life for the campus and community.

Understanding that everything is integrated has been at the very root of our work here at 16th and Wisconsin. Together, we were able to create inclusive, welcoming spaces where people, nature, context, materials, technology, and Marquette's mission all intersect. Our process was reflective of creative collaboration, deep listening, and problem-solving and called us to hold in constant balance the aspects of function, impact, performance, and human experience. The result is a place with a varied, dynamic life over the course of any given day — a place where people want to be.

Congrat

The positive outcomes of this project are a direct result of the individual and collective efforts of this incredible group of people who value and commit to care for the whole person. Among these individuals is the late Joe Daniels, whose deep commitment and love for Marquette University, along with his genuine excitement and hopeful outlook for the future of Marquette Business, provided a guiding light for this project. Through our interactions, it was clear that this effort was about so much more than delivering a brand-new building. As his friends and colleagues have noted in numerous tributes, Joe had a deep understanding, care, compassion and reverence for the dignity and journey of each human person. His mission was to prepare leaders to go out into the world and transform it by serving a Common Good. When we think of Cura Personalis, we will continue to think of Joe Daniels and the positive impact he had on the lives of those around him.

The new Dr. E. J. and Margaret O'Brien Hall at Marquette University demonstrates hope, optimism, and an incredible commitment to creating transformative, positive experiences as learners become leaders. That hope, that optimism, that commitment have resulted in this wonderful place that will support the College of Business Administration and Marquette University into the future.

It has been an absolute honor to have been your partner on this remarkable journey. We are so proud to be with you today.

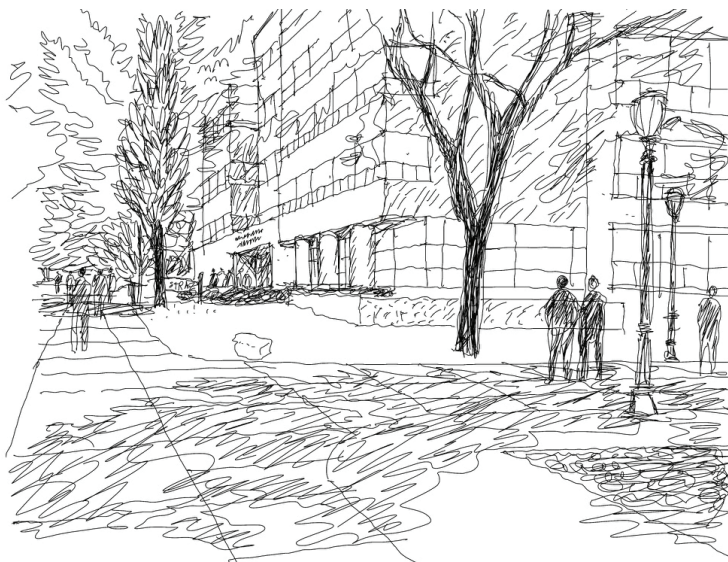
ulations!

Sincerely,
BNIM + Workshop

“

It's an exciting time for MU Business. Along with a new facility, comes the opportunity to focus on the individuals that make our college what it is. We will continue to envision and work towards a Jesuit business education that goes beyond boundaries. ”

REMEMBERING THE VISIONARY WORDS OF
DEAN JOSEPH DANIELS, KEYES DEAN OF BUSINESS ADMINISTRATION
MARQUETTE UNIVERSITY



Campus views by STEVE MCDOWELL, BNIM CEO AND PRINCIPAL





Campus views



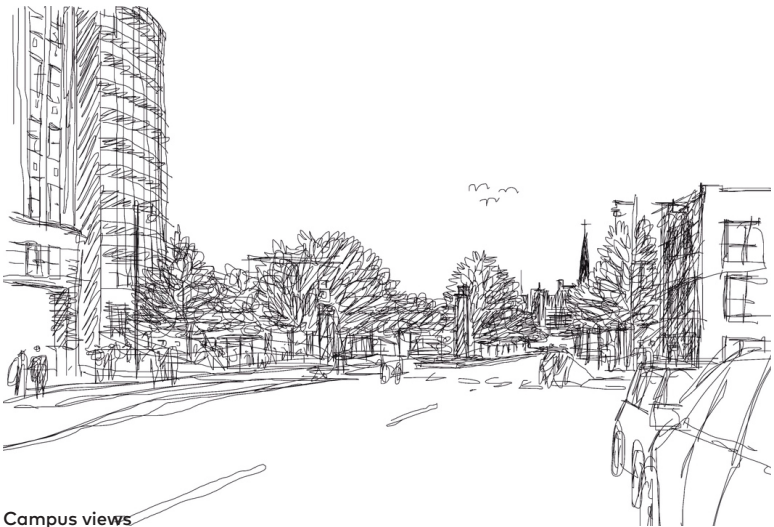
Campus buildings and landscapes have always helped to shape the university's relationship with the Marquette community and its vibrant urban setting. While embracing a culture of inclusion, Marquette has undergone particularly bold and innovative changes to its physical environment in recent years.



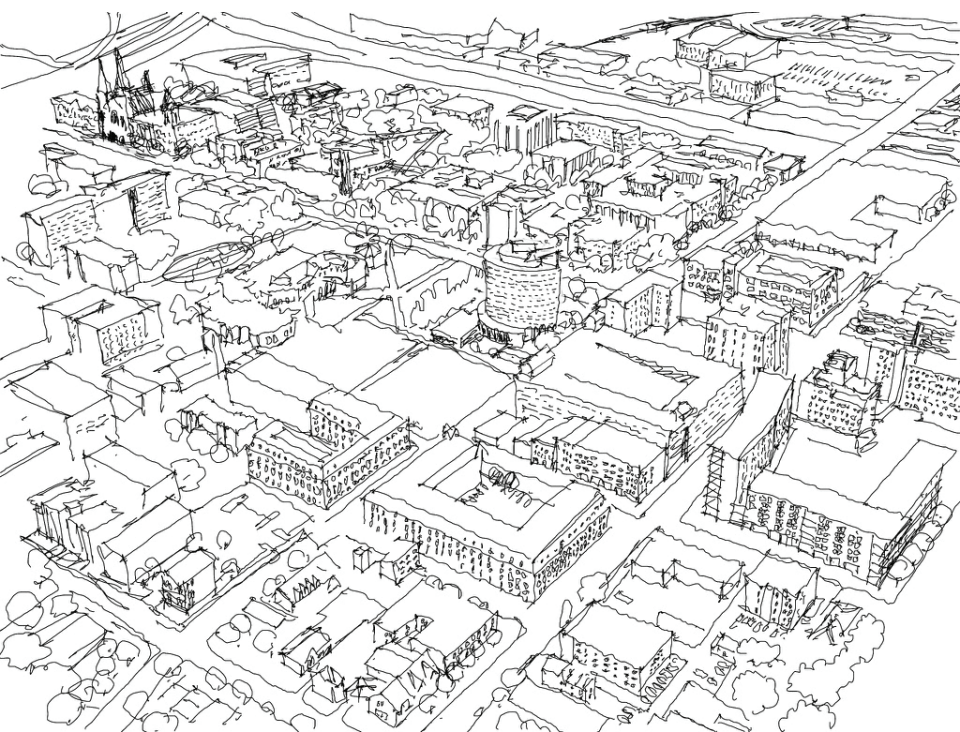
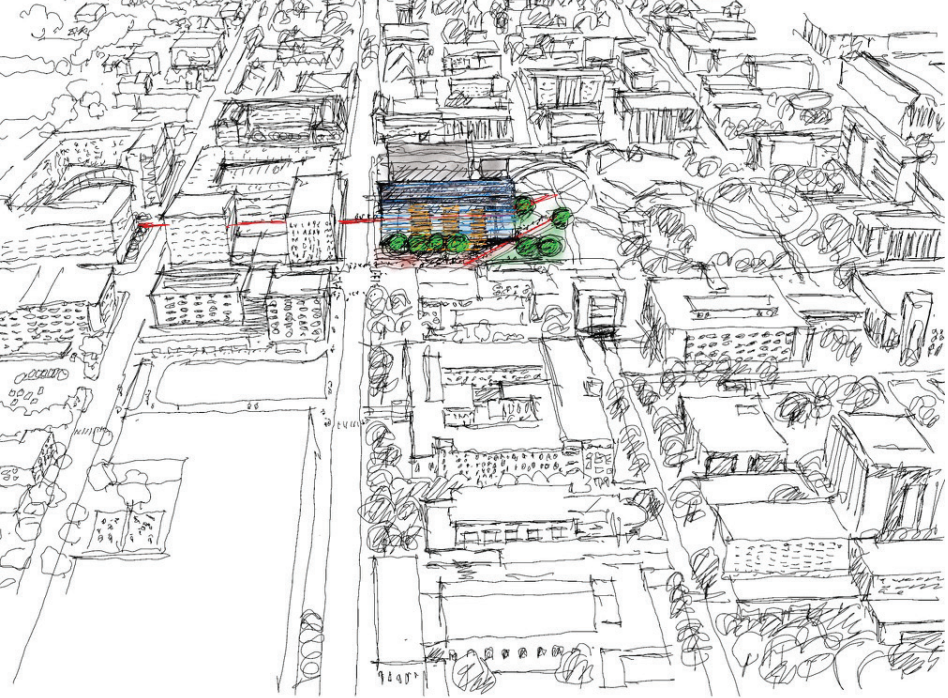
The evolution of the campus has remained both respectful of its past and progressive in its pursuit of one of the most physically transformational periods in Marquette history. Through its efforts, Marquette has nurtured a campus environment that prioritizes thoughtful, human-purposed design to enrich and elevate the student experience.

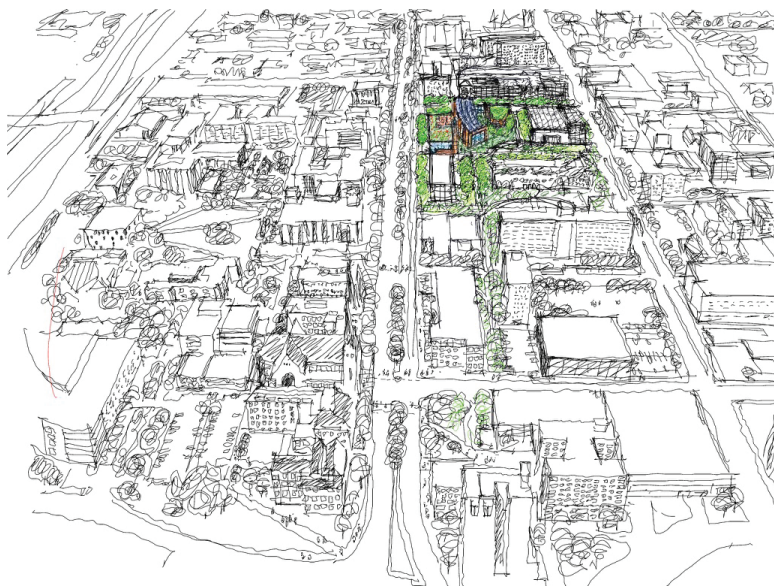
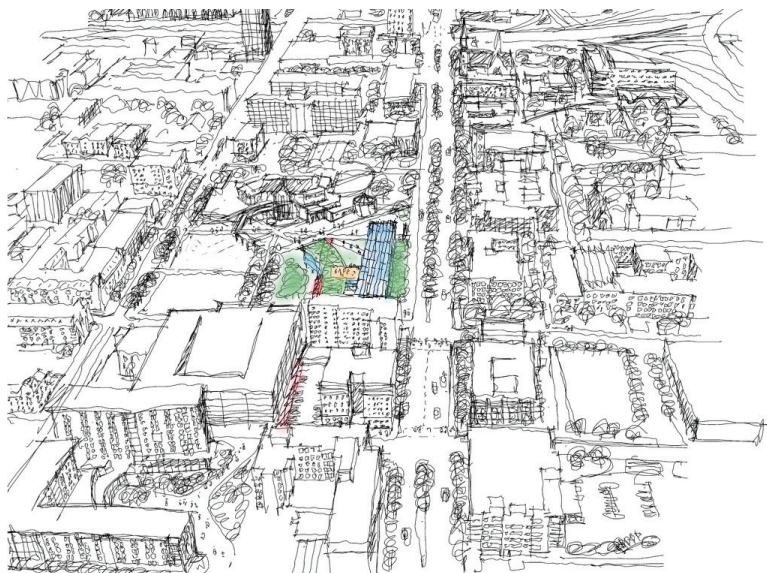
"

JAMES PFEIFFER, BNIM PRINCIPAL

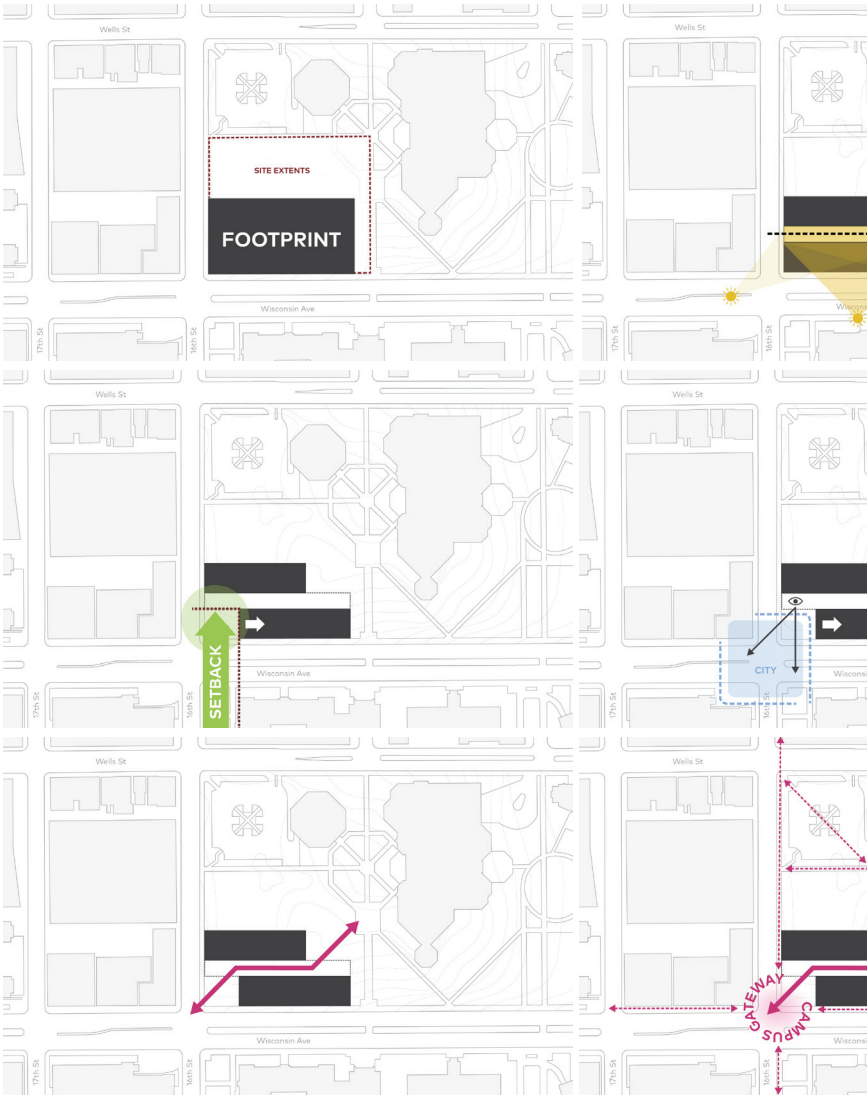


Campus views

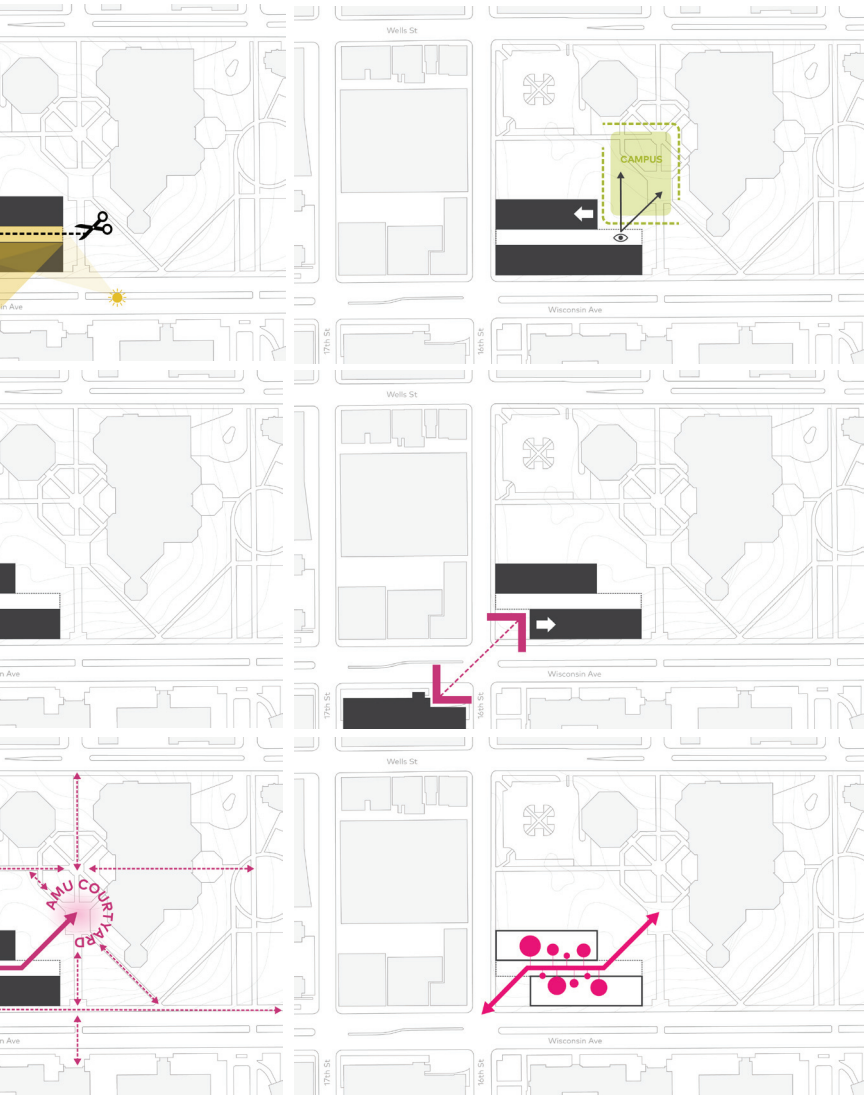




Possibilities - Aerial sketches of the campus



Massing studies showing the building footprint, sun angles, views, setbacks, relationship to the context, movement and access within and through the building





Campus Lego model



STEP #2

What is the first thing you'll do after Covid 19?
When the Voting Session starts, click "start
voting" then select your top 2 choices!

Party with everyone I know	Go to dinner at a fancy restaurant	Travel literally anywhere	Be any place that's not my house
Go to conferences, events, any place that's full of people	Keep working on personal projects I started	Never watch tv again	Work with people in person

We will use the voting function to evaluate the blocking and stacking option at the end of the session.

FOR REFERENCE

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Multi-Passport Global Leadership
 Carlo & Fabian Carriero
 Editor
 Editor

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PLATE PLASTER (L.A. 200000000)	PLATE PLASTER (L.A. 200000000)	PLATE PLASTER (L.A. 200000000)	PLATE PLASTER (L.A. 200000000)	PLATE PLASTER (L.A. 200000000)	PLATE PLASTER (L.A. 200000000)
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1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000
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www.elsevier.com/locate/jmb

[illegible]

10/10

The diagram illustrates the proposed development of the West Tower Square. It shows a new building layout with various rooms and their connections to the existing structure. The new building is divided into several sections, including a central core, a west wing, and a south wing. The existing building is shown in a lighter color, and the new building is shown in a darker color. The diagram also shows the location of the new building relative to the existing building and the surrounding area.

The diagram illustrates the layout of the West Tower Square. At the top, a row of shops includes 'L' (Liquor), 'G' (Grocery), 'F' (Fashion), 'S' (Services), 'P' (Petrol), and 'C' (Cafe). Below this, a central horizontal strip contains 'ATRIUM' on the left, a series of numbered boxes (1-6) in the middle, and 'ATRIUM' on the right. Below the central strip, there are four distinct colored blocks: a green block labeled 'L' (Liquor), a yellow block labeled 'G' (Grocery), a blue block labeled 'F' (Fashion), and a red block labeled 'C' (Cafe). The entire layout is enclosed within a large rectangular frame. Arrows indicate the flow of traffic from the 'L' (Liquor) and 'G' (Grocery) blocks towards the central atrium area.

Diagram illustrating a 2D floor plan layout, likely for a building or facility. The plan shows a central corridor system with rooms on either side. Key areas labeled include:

- WEST TOWNE SQUARE** (top right)
- WEST A** (bottom left)
- ATRIUM** (multiple locations along the central corridor)
- ROOMS** (various smaller rooms and offices)

Handwritten annotations include:

- A large "2" in the top left corner.
- A circular arrow labeled "WEST A" pointing towards the bottom left.
- A circular arrow labeled "WEST TOWNE SQUARE" pointing towards the top right.
- A circular arrow labeled "ATRIUM" pointing towards the center.

[illegible]

FACULTY
with 100+ years of experience

Faculty CLASSROOM LAB

A diagram illustrating the relationship between three concepts: **WORKSPACE**, **PROJECT**, and **CENTER, INNOVATION**. The **PROJECT** box is positioned in the center, with a double-headed arrow connecting it to the **WORKSPACE** box on the left and another double-headed arrow connecting it to the **CENTER, INNOVATION** box on the right. The **WORKSPACE** box is blue, the **PROJECT** box is red, and the **CENTER, INNOVATION** box is yellow.

FACULTY WORKSPACE ← STUDY & WRITING → CLASSROOMS, LAB, CENTER, INNOVATION

- Level 1 is activated with a balanced mix of spaces

► Classrooms are stacked on the south side of the atrium while offices stack on the north side

- ↳ Labs, open study and meeting spaces are used to connect across the atrium to create collision space between faculty and students

- Faculty collective spaces along internal circulation create buffer space for quieter office zones

NORTH

SOUTH-

Mix of classrooms, labs, and Centers distributed vertically throughout the building.

4

WITH A WARMUP

[illegible]

1

NORTH

ADMINISTRATIVE CAMPUS

ADMINISTRATIVE BUILDING

LIBRARY

UNIVERSITY MUSEUM

UNIVERSITY CAMPUS

UNIVERSITY BUILDING

UNIVERSITY MUSEUM

UNIVERSITY BUILDING

ENTRY PLAZA

WISCONSIN AVE

CLASSROOMS • STUDY & MTG • CLASSROOMS, CENTERS

ENCLOSURE

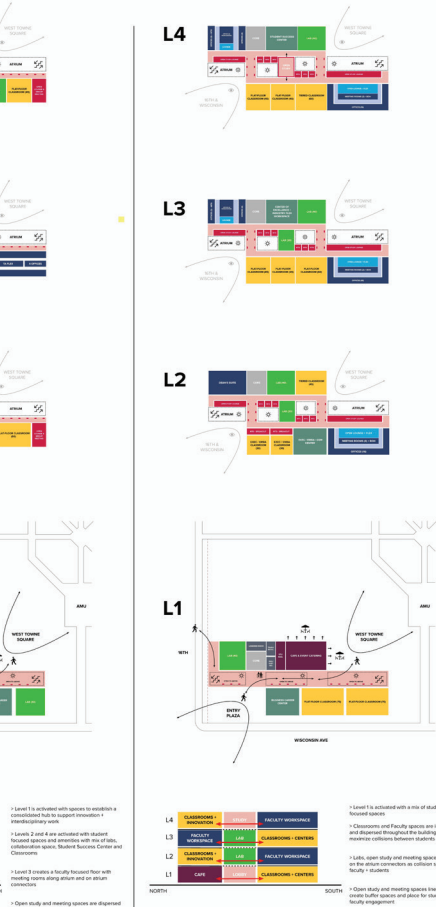
ENCLOSURE

CLASSROOMS + INNOVATION ← LAB → CLASSROOMS, CENTERS + INNOVATION

Consolidate zones by level

Scenario studies showing blocking and stacking of programmatic elements within the building

G SCENARIOS



BLOCKING AND STACKING REFINEMENT

- How well does this option support the **ideal experience for our students** to invite students in, engage them in experiential, and encourage community?

Bad experience for students	Poor experience for students	Okay experience for students	Good experience for students	Great experience for students
-----------------------------	------------------------------	------------------------------	------------------------------	-------------------------------
- How well does this option support the **ideal experience for faculty** to support a meaningful start to the day, enable routines, and encourage interactions and collaboration?

Bad experience for faculty	Poor experience for faculty	Okay experience for faculty	Good experience for faculty	Great experience for faculty
----------------------------	-----------------------------	-----------------------------	-----------------------------	------------------------------
- How well does this option support the **ideal experience for industry** to invite industry in, engage them in innovative activities, and encourage them to stay?

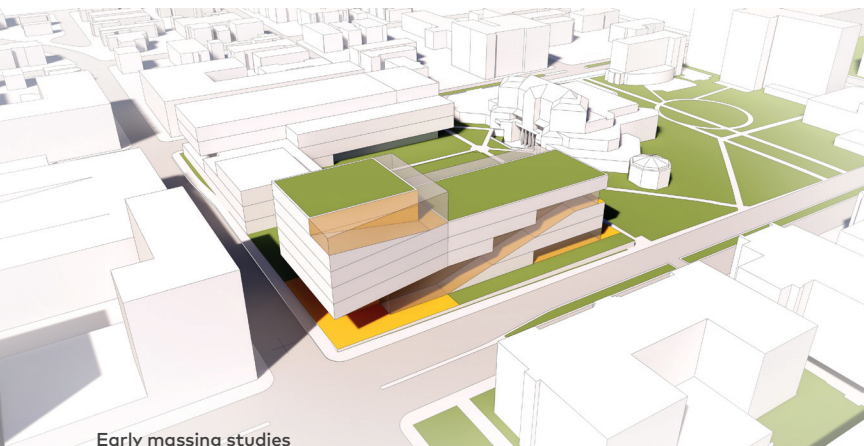
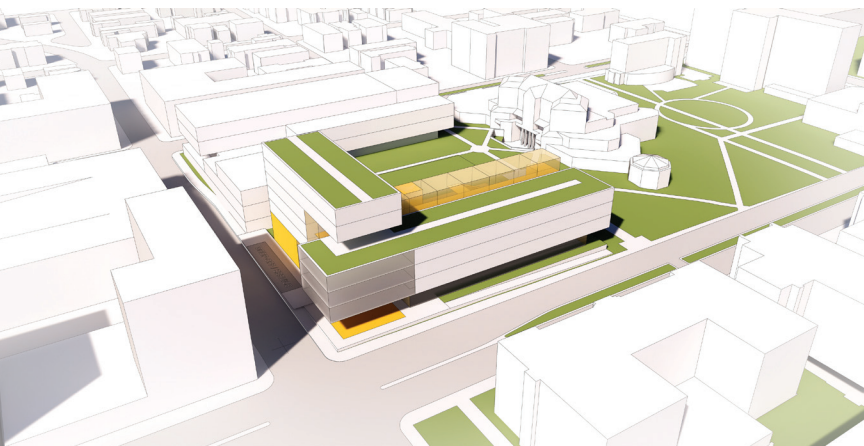
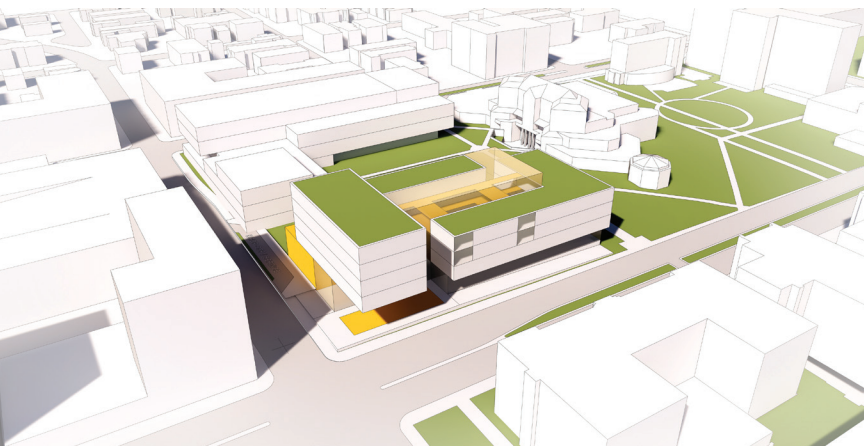
Bad experience for industry	Poor experience for industry	Okay experience for industry	Good experience for industry	Great experience for industry
-----------------------------	------------------------------	------------------------------	------------------------------	-------------------------------
- How well does this option support the **ideal experience for prospective students** to communicate the opportunities at COBA and make them excited to come?

Bad experience for prospective students	Poor experience for prospective students	Okay experience for prospective students	Good experience for prospective students	Great experience for prospective students
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- How well does this option support the **ideal experience for campus community** to invite them in, engage them in innovative activities, and encourage them to stay?

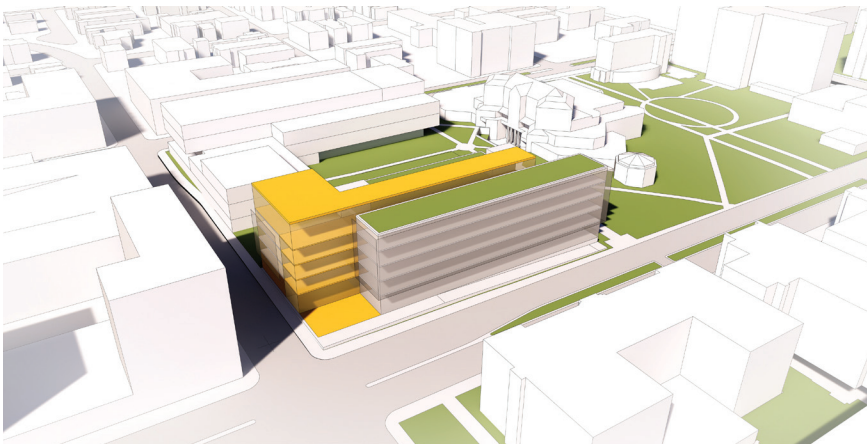
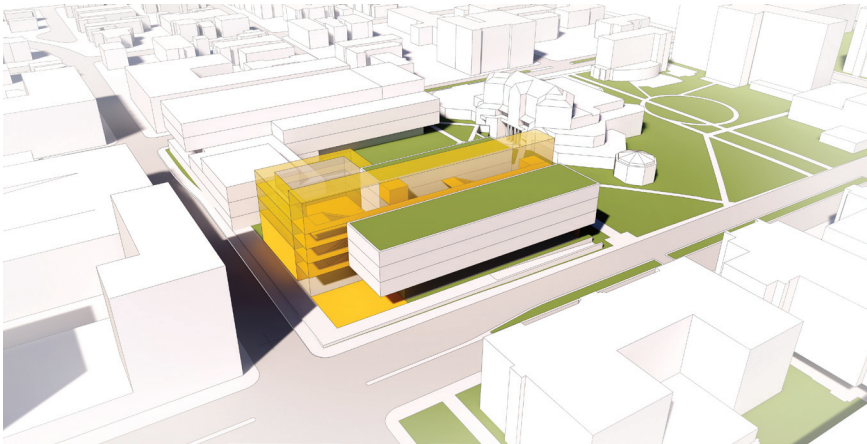
Bad experience for campus community	Poor experience for campus community	Okay experience for campus community	Good experience for campus community	Great experience for campus community
-------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	---------------------------------------

PARKING LOT

<p>Scenario 1: Career and student success center needs to live together</p>	<p>Scenario 2: Opportunity for co-educ at NE corner</p>	<p>Scenario 3: Business Career and student success center needs to live together</p>
<p>Scenario 4: Career and student success center needs to live together</p>	<p>Scenario 5: Opportunity for co-educ at NE corner</p>	<p>Scenario 6: Career and student success center needs to live together</p>
<p>Scenario 7: Career and student success center needs to live together</p>	<p>Scenario 8: Career and student success center needs to live together</p>	<p>Scenario 9: Career and student success center needs to live together</p>



Early massing studies

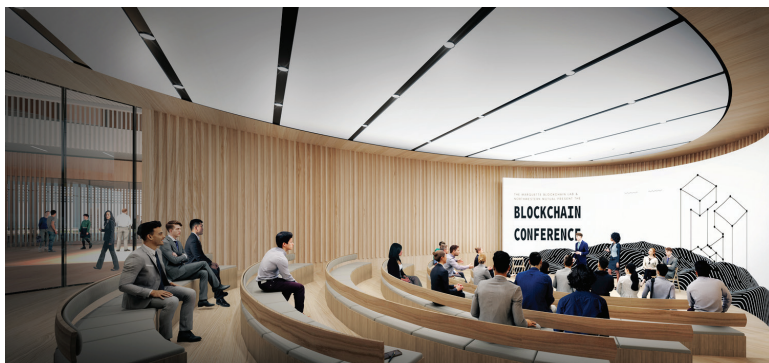




Early renderings







Early renderings



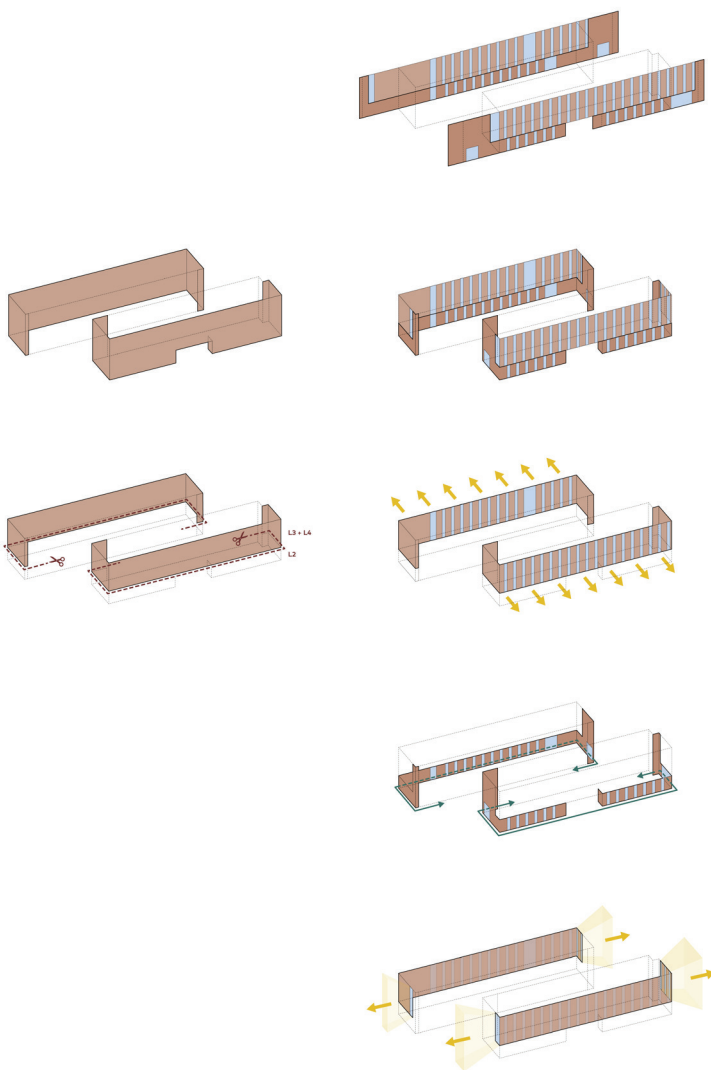


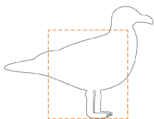


Final renderings









Herring Gull
22'-26"



Ring-Billed Gull
17'-21"



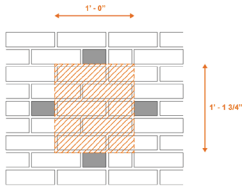
Pigeon
12'-14"



Starling
8'-9"



Sparrow
5'-7"



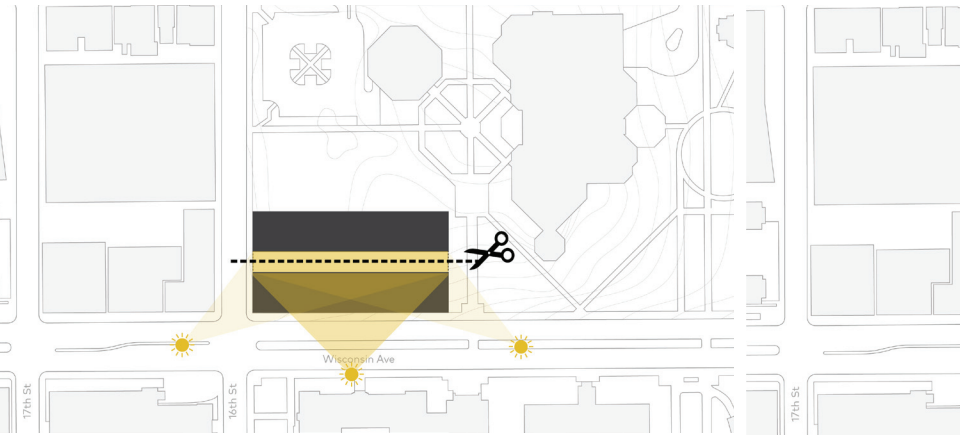


Beaver Blend 73_Dark_1	
Beaver Blend 73_Dark_2	
Beaver Blend 73_Light_1	
Beaver Blend 73_Light_2	
Beaver Blend 73_Light_3	
Beaver Blend 73_Light_4	
Beaver Blend 73_Light_5	
Beaver Blend 73_Light_6	
Beaver Blend 73_Medium_1	
Beaver Blend 73_Medium_2	
Beaver Blend 73_Stripe_1	
Beaver Blend 73_Stripe_2	

Beaver Blend 127_Dark_1	
Beaver Blend 127_Dark_2	
Beaver Blend 127_Light_1	
Beaver Blend 127_Light_2	
Beaver Blend 127_Medium_1	
Beaver Blend 127_Medium_2	
Beaver Blend 127_Stripe_1	
Beaver Blend 127_Stripe_2	
Beaver Blend 127_Stripe_3	
Beaver Blend 127_Stripe 4	

Concord Blend_Light_1	
Concord Blend_Light_2	
Concord Blend_Light_3	
Concord Blend_Light_4	
Concord Blend_Medium_1	
Concord Blend_Medium_2	
Concord Blend_Medium_3	
Concord Blend_Medium_4	
Concord Blend_Medium_5	
Concord Blend_Medium_6	

Brick color studies

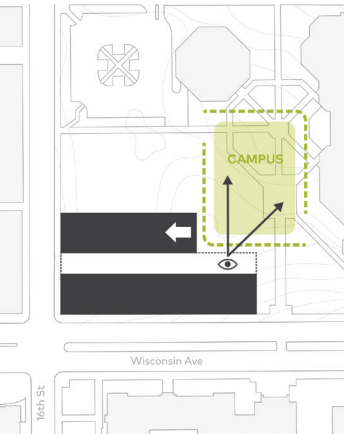




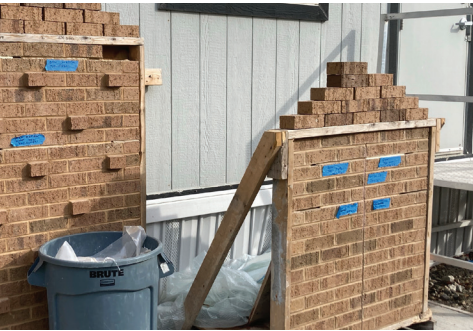
- St Simon Blend_44_1
- St Simon Blend_44_2
- St Simon Blend_44_3
- St Simon Blend_45_1
- St Simon Blend_45_2
- St Simon Blend_45_3
- St Simon Blend_45_4
- St Simon Blend_46_1
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- St Simon Blend_46_3
- St Simon Blend_46_4
- St Simon Blend_47_1
- St Simon Blend_47_2

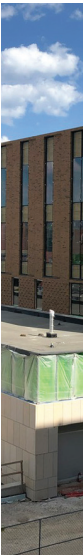


- Tudor Blend_Gray_1
- Tudor Blend_Gray_2
- Tudor Blend_Gray_3
- Tudor Blend_Gray_4
- Tudor Blend_Gray_5
- Tudor Blend_Light_1
- Tudor Blend_Light_2
- Tudor Blend_Light_3
- Tudor Blend_Light_4
- Tudor Blend_Red_1
- Tudor Blend_Red_2
- Tudor Blend_Red_3
- Tudor Blend_Red_4





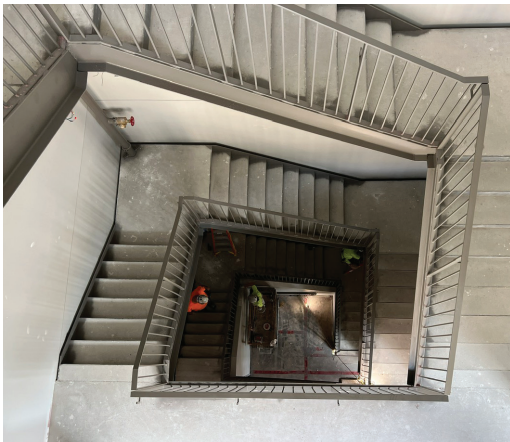


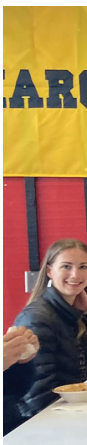






Under construction









Almost move-in-ready!







Ready!





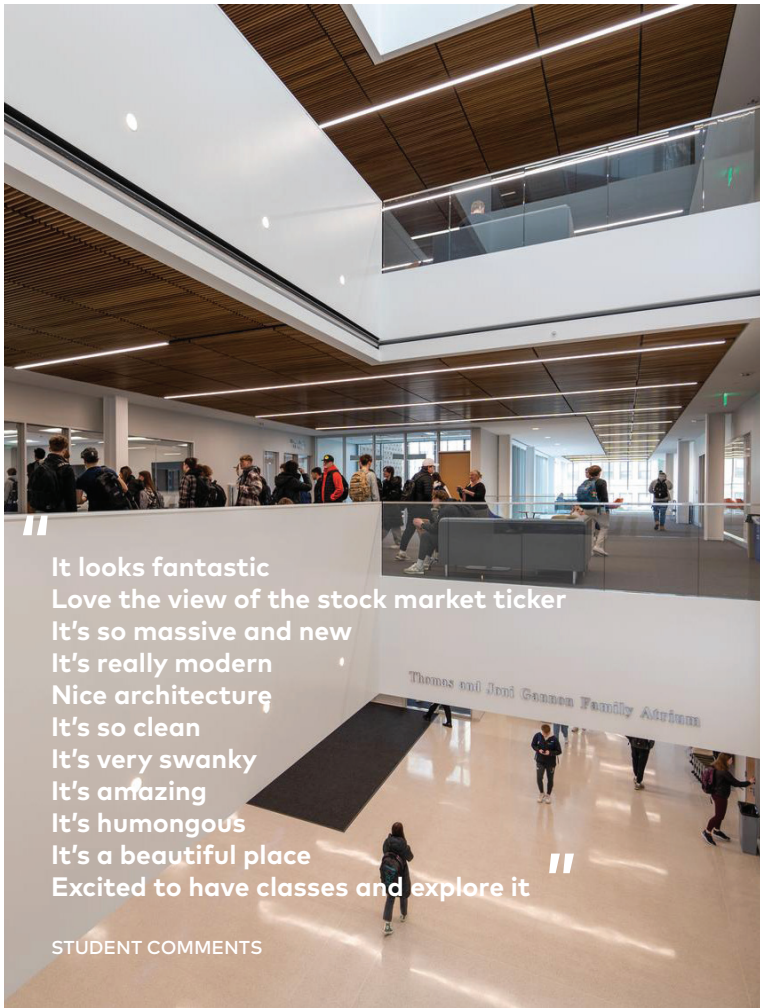



Photo courtesy - Marquette University

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ers!

BNIM + Workshop



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