

Views from the Village:

How to Create a
Community by Design



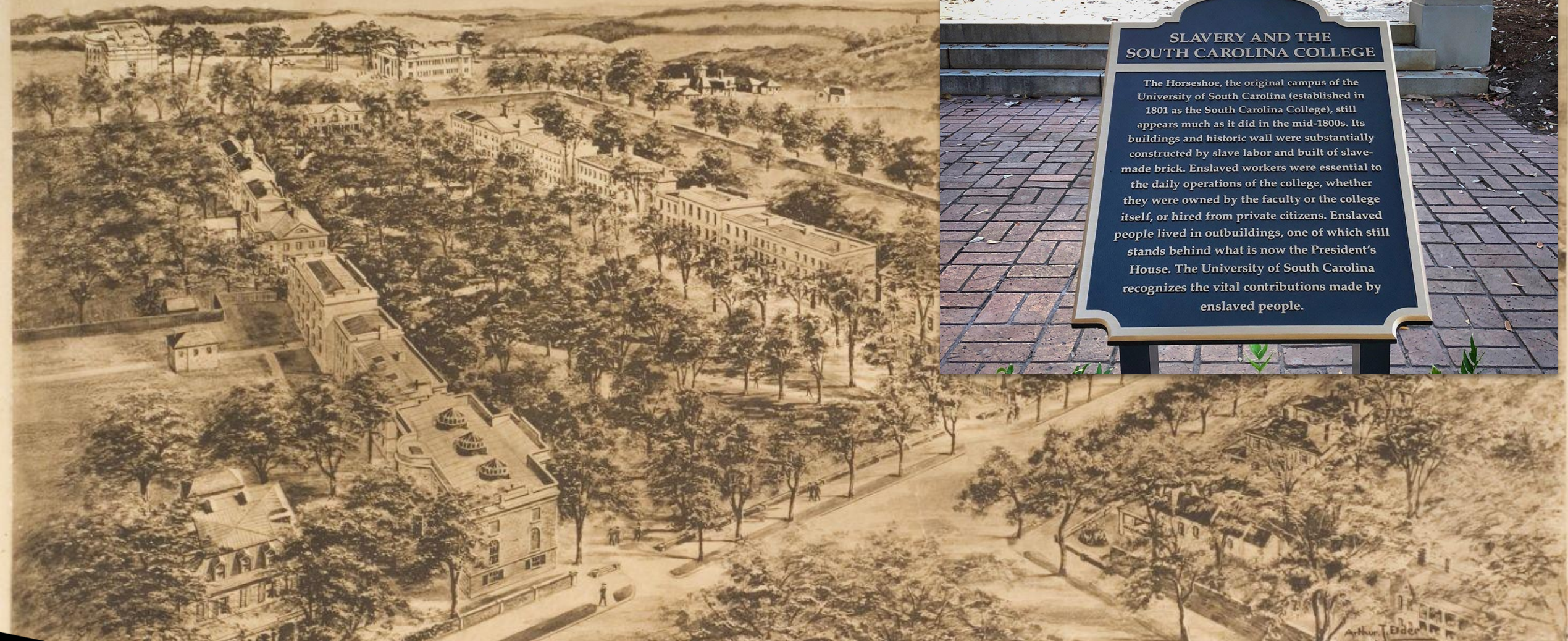
PRESENTED BY:



UNIVERSITY OF
South Carolina
+
BOUDREAUX



Labor Acknowledgement



SLAVERY AND THE SOUTH CAROLINA COLLEGE

The Horseshoe, the original campus of the University of South Carolina (established in 1801 as the South Carolina College), still appears much as it did in the mid-1800s. Its buildings and historic wall were substantially constructed by slave labor and built of slave-made brick. Enslaved workers were essential to the daily operations of the college, whether they were owned by the faculty or the college itself, or hired from private citizens. Enslaved people lived in outbuildings, one of which still stands behind what is now the President's House. The University of South Carolina recognizes the vital contributions made by enslaved people.

Team Introductions



April Barnes, Ed.D
Executive Director of
University Housing



Dan Colascione, Ed.D
Director of Residence Life

BOUDREAU



Heather Mitchell, AIA,
LEED AP
President | Architect

BOUDREAU



Jimmy Wall, IIDA, NCIDQ
Interior Designer

Views from the Village

- Integration of University Branding
- City Spirit Placemaking
- Use of Color Theory
- Importance of Wayfinding
- Variety of Furniture Styles for a Variety of Preferences
- Budget Strategy



Project Quick Facts



University of South Carolina
Columbia, SC



18 Acre
Total Site



\$156 million
Construction Cost



4 New 5-6 Story Residential Buildings
512,632 square feet



Carolina
Dining Hall



1800 Beds



Transportation
Hub



Col

Five Points

LEE STREET

Shandon

WHEAT STREET

Wales
Garden

MONROE STREET

HEYWARD STREET

Hollywood

S EDISTO AVE.

WHEAT STREET





PICKEN

ENOREE AVENUE

HEYWARD STREET

S BU

S PIC

Stages



Stage 1

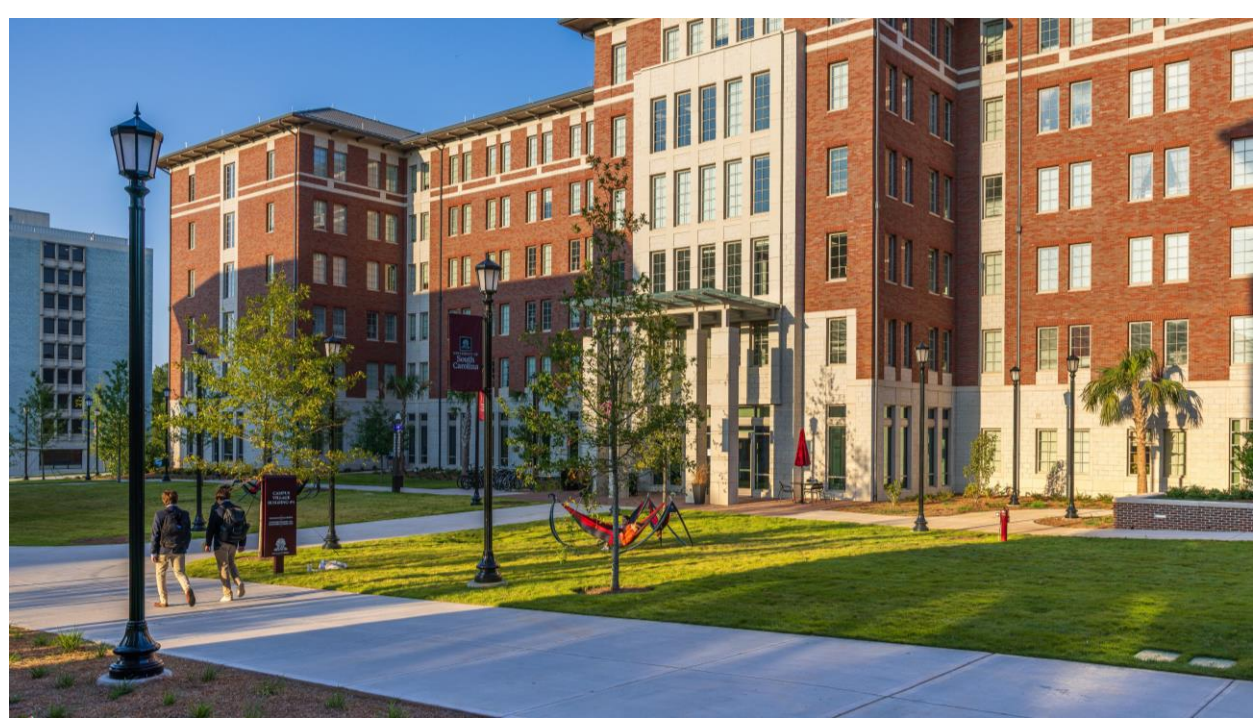


Stage 2



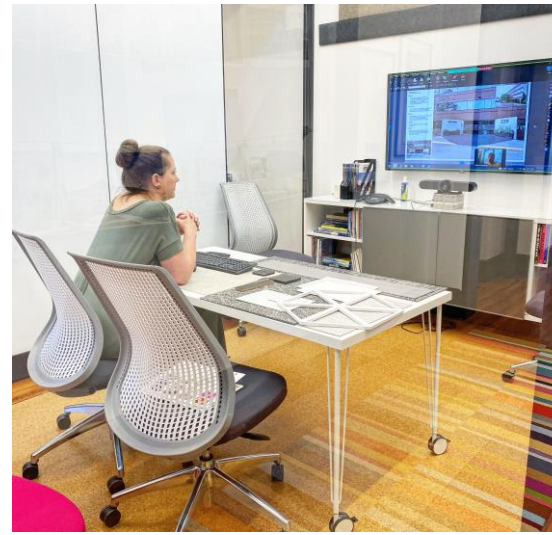
Stage 3



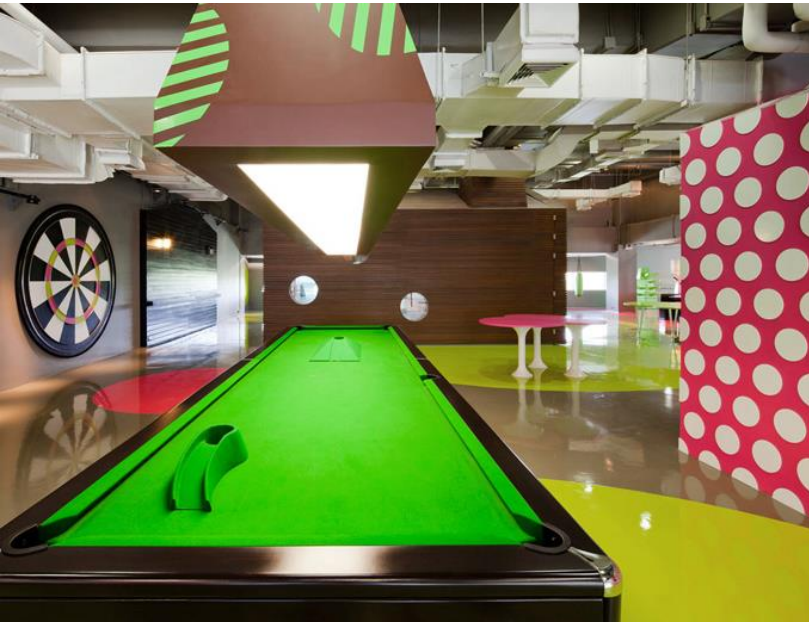


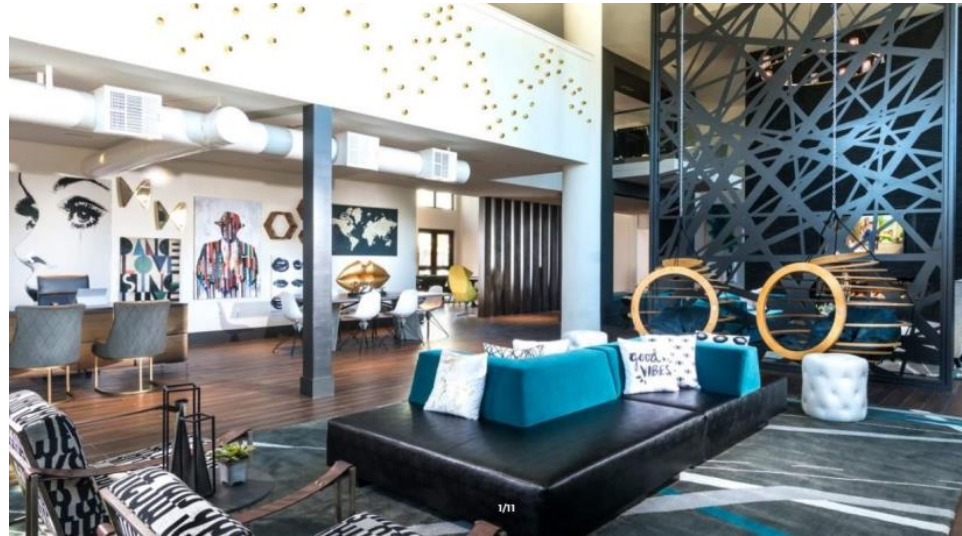
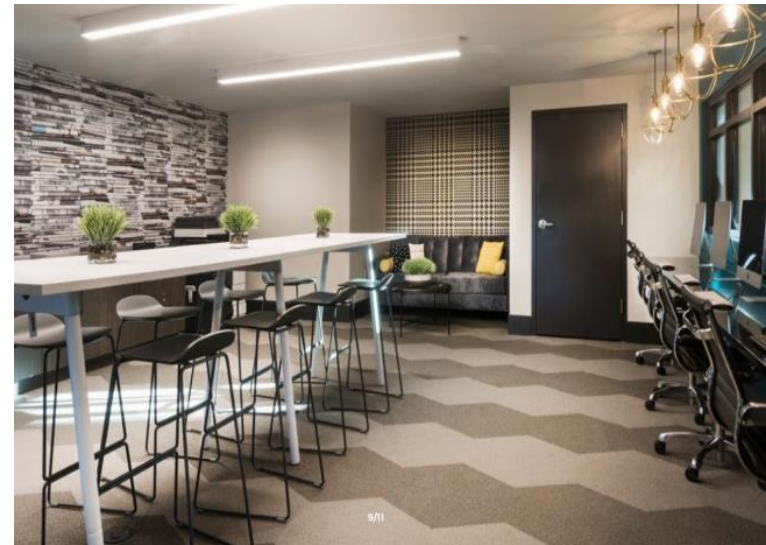
What is interior design?



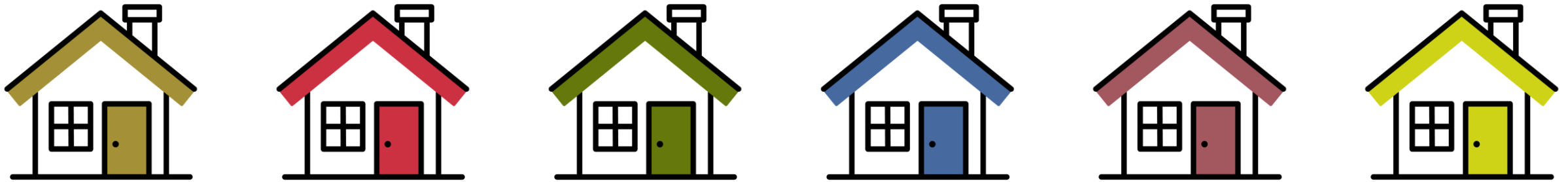


Design Process





Each of the nearly 2,000 students should feel at home when living at Campus Village.



But when every resident is unique,
*how can you make a home-like experience
universal?*

Home at USC

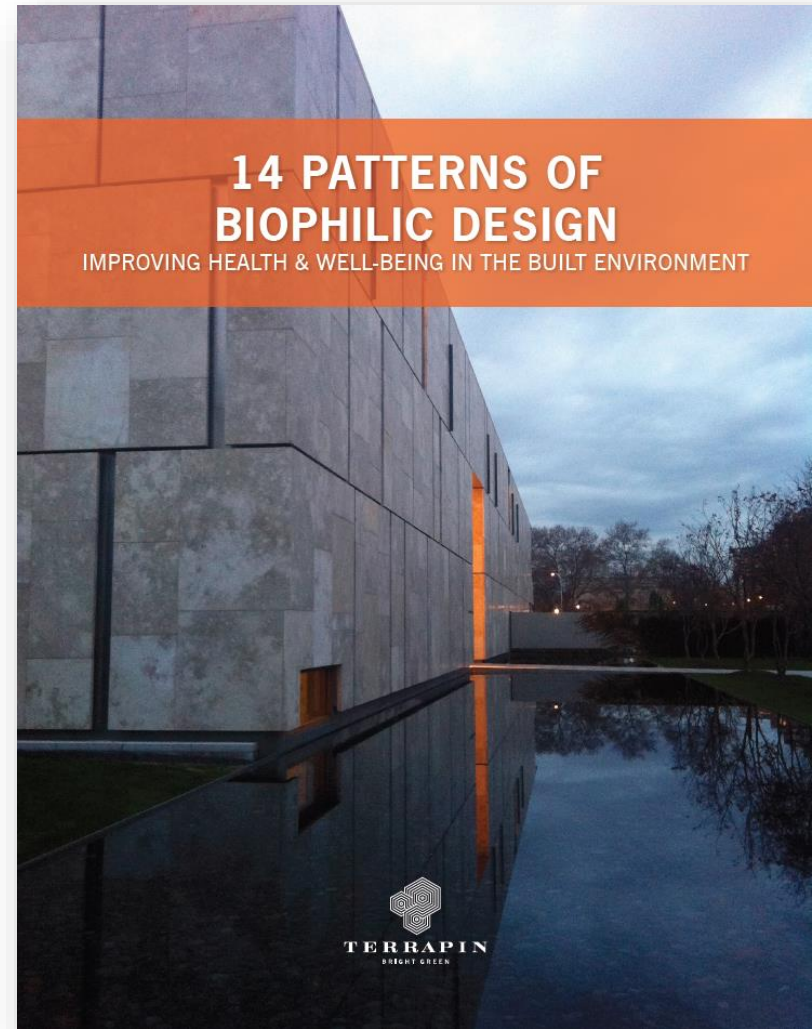
Campus Village should:

- Be familiar
- Reduce stress
- Promote wellbeing
- Increase cognitive performance
- Support community cohesiveness



Evidence-Based Design:

- Be familiar
- Reduce stress
- Promote wellbeing
- Increase cognitive performance
- Support community cohesiveness



14 PATTERNS

STRESS REDUCTION

COGNITIVE PERFORMANCE

EMOTION, MOOD & PREFERENCE

NATURE IN THE SPACE

Visual Connection w/ Nature	Lowered blood pressure and heart rate	Improved mental engagement / attentiveness	Positively impacted attitude and overall happiness
Non-Visual Connection w/ Nature	Reduced systolic blood pressure and stress hormones	Positively impacted cognitive performance	Perceived improvements in mental health and tranquility
Non-Rhythmic Sensory Stimuli	Positively impacted heart rate, systolic blood pressure and sympathetic nervous system activity	Observed and quantified behavioral measure of attention and exploration	
Thermal & Airflow Variability	Positively impacted comfort, well-being and productivity	Positively impacted concentration	Improved perception of temporal and spatial pleasure (alliesthesia)
Presence of Water	Reduced stress, increased feeling of tranquility, lower heart rate and blood pressure	Improved concentration and memory restoration; Enhanced perception and psychological responsiveness	Observed preferences and positive emotional responses
Dynamic & Diffuse Light	Positively impacted circadian system functioning; Increased visual comfort		
Connections w/ Natural Systems			Enhanced positive health responses; Shifted perception of environment

NATURE ANALOGUE

Bimorphic Forms & Patterns			Observed view preference
Material Connction w/ Nature		Decreased diastolic blood pressure; improved creative performance	Improved comfort
Complexity & Order	Positively impacted perceptual and physiological stress responses		Observed view preference

NATURE OF SPACE

Prospect	Reduced stress	Reduced boredom, irritation, fatigue	Improved comfort and perceived safety
Refuge		Improved concentration, attention and perception of safety	
Mystery			Induced strong pleasure response
Risk / Peril			Resulted in strong dopamine or pleasure responses

14 PATTERNS

STRESS REDUCTION

COGNITIVE PERFORMANCE

EMOTION, MOOD & PREFERENCE

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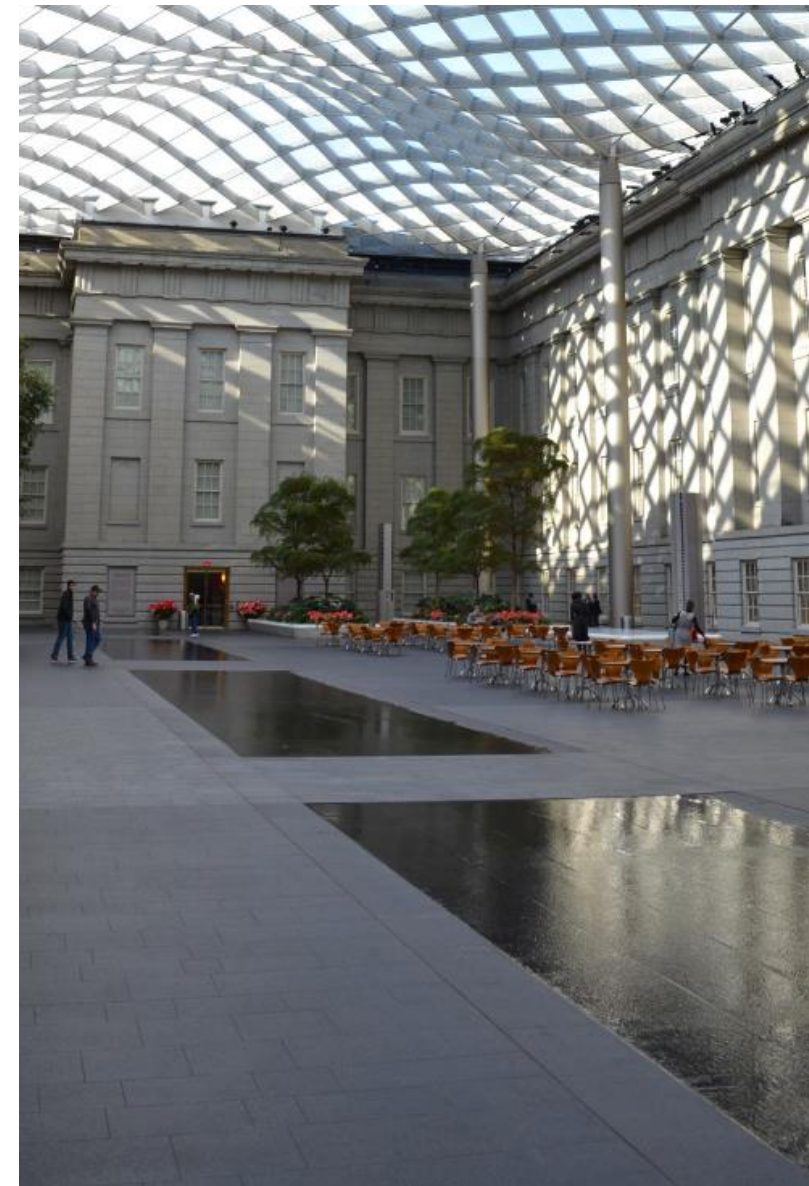
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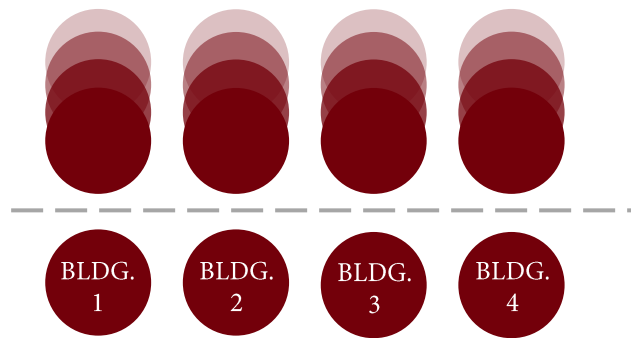
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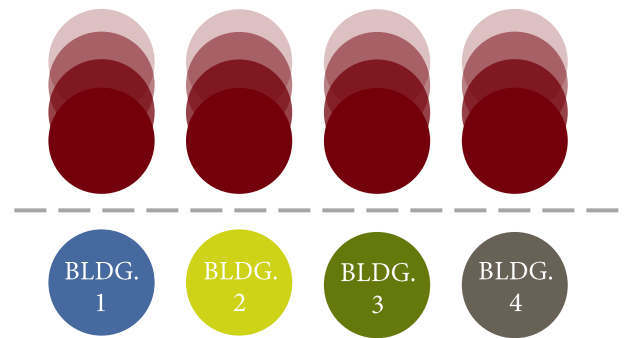


- Want **local materials** used wherever practical
- Incorporate the **spirit of the university** into design
 - Carolinian Creed
 - Alma Mater
 - University History
- Want spaces to provide a **home-like feel**
 - But do not want to feel stuffy and traditional
- Want there to be a **Campus Village Brand**
 - Unification/integration of marketing messaging with designed environments
 - Subtle integration of University branding

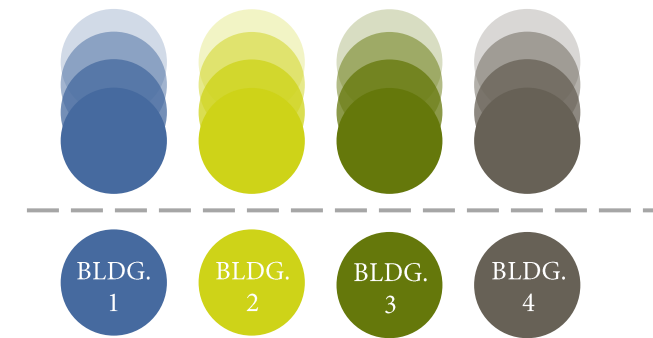
Interior Character by Building



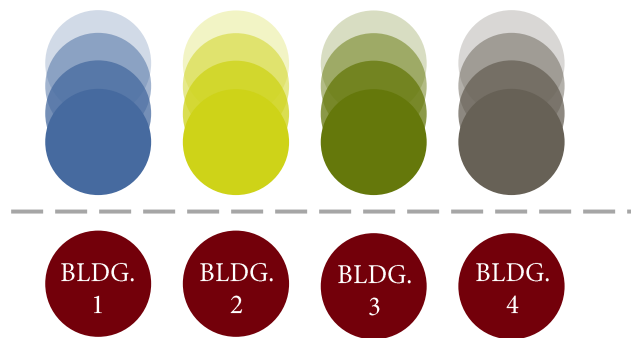
Consistent Character



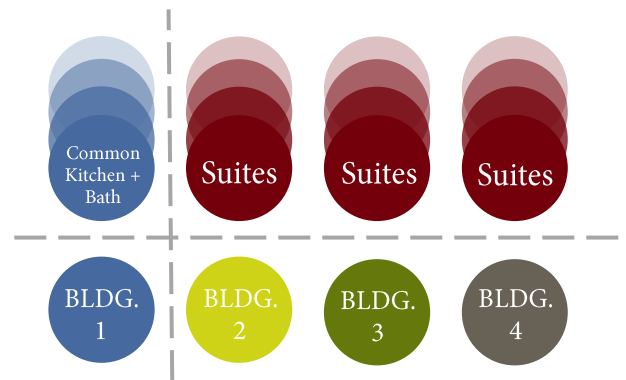
*Unique Common Character
Consistent Residential Character*



Each Building is Unique

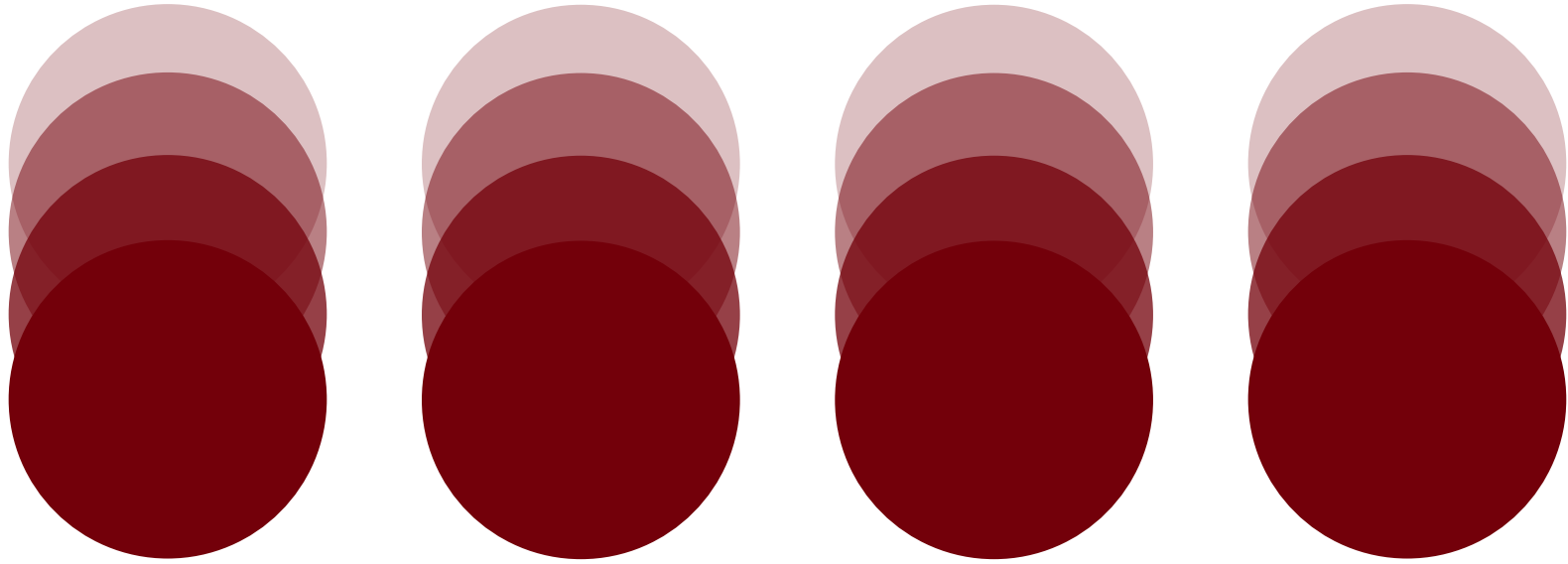


*Consistent Common Character
Unique Residential Character*



*Unique Common Character
Consistent Residential Character*

*...or should the interior character be **UNIQUE** to support **wayfinding** and **place-making**, but otherwise be fairly consistent by space-type, regardless of building?*



RESIDENT FLOORS

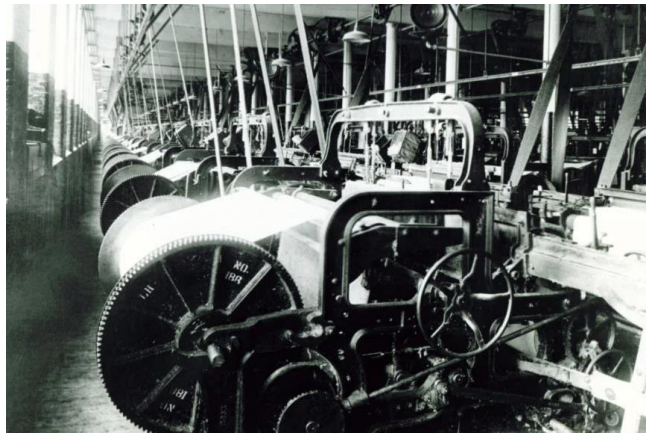
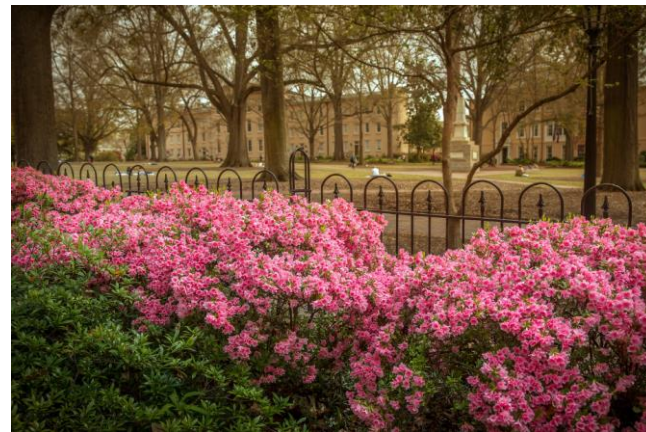


GROUND FLOORS



Design Patterns of Campus Village

Biophilic design is the designing for people as a biological organism, respecting the mind-body systems as indicators of health and well-being in the context of what is locally appropriate and responsive. Above all, biophilic design must *nurture a love of place.*



nurture a love of place.

Campus Village Design Patterns

Integration of University Branding

City Spirit Placemaking

Use of Color Theory

Importance of Wayfinding

Variety of Furniture Styles for a Variety of Preferences

Budget Strategy

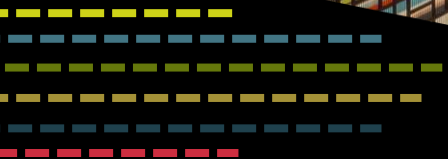
I will respect
the **dignity**
of all persons

3109

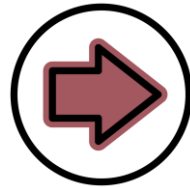
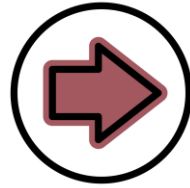
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EXIT

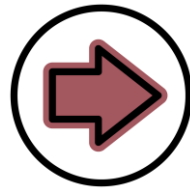
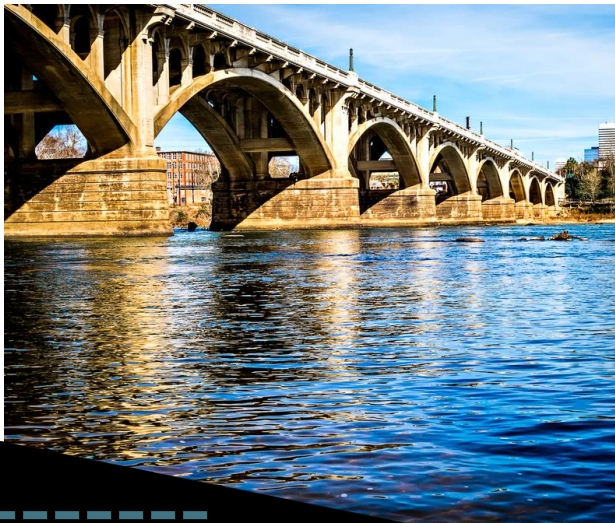
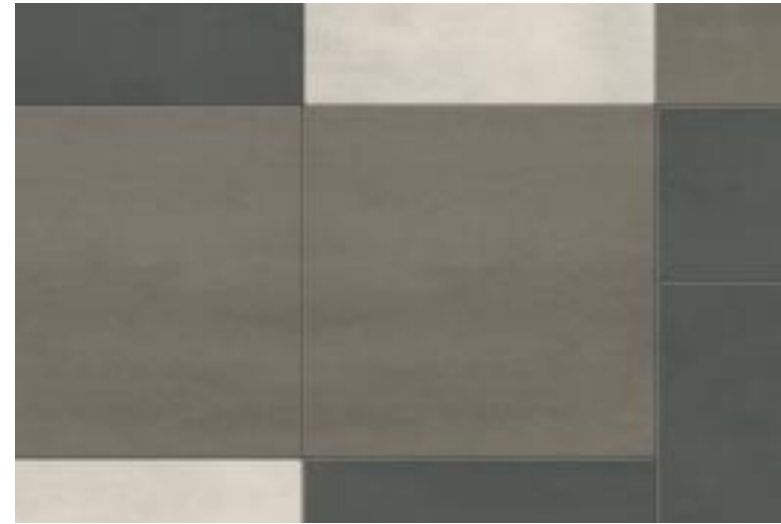
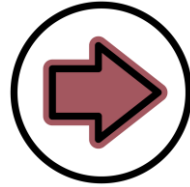
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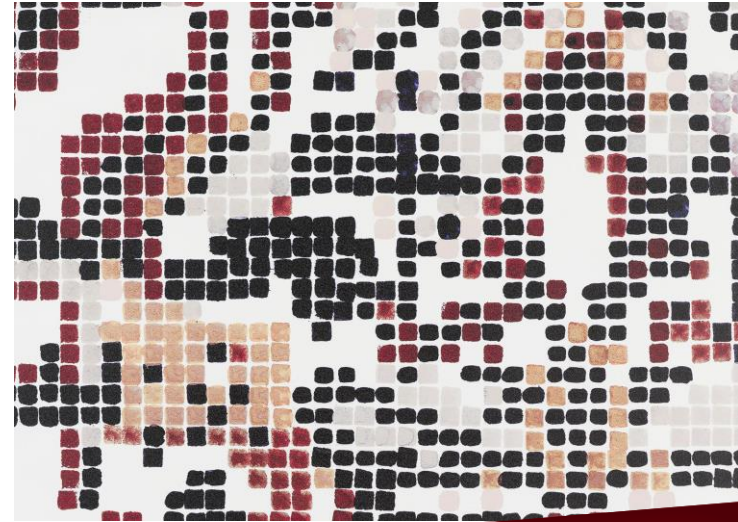
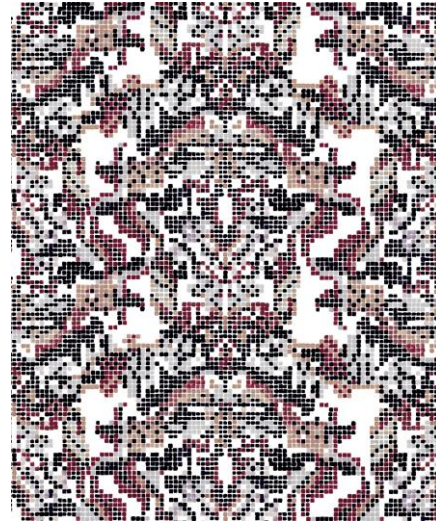
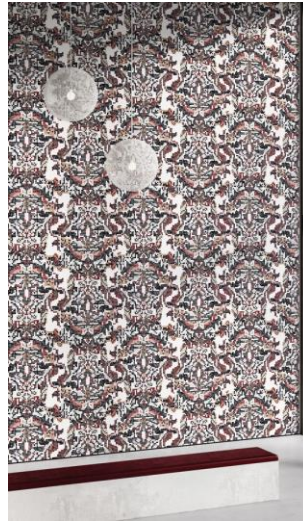
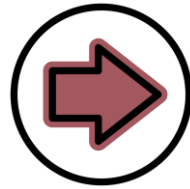
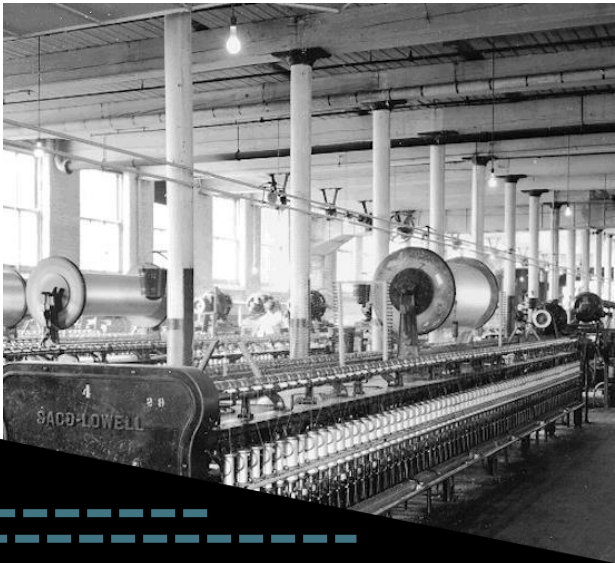
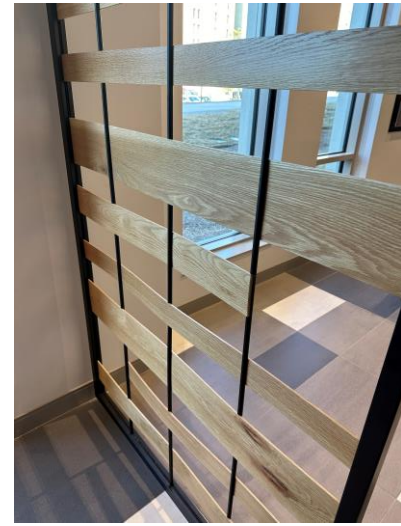
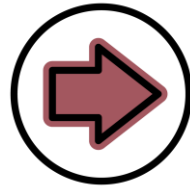
USC Campus Village Design Pattern: Integration of University Branding



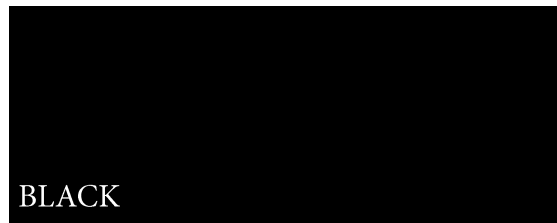
USC Campus Village Design Pattern: City Spirit Placemaking



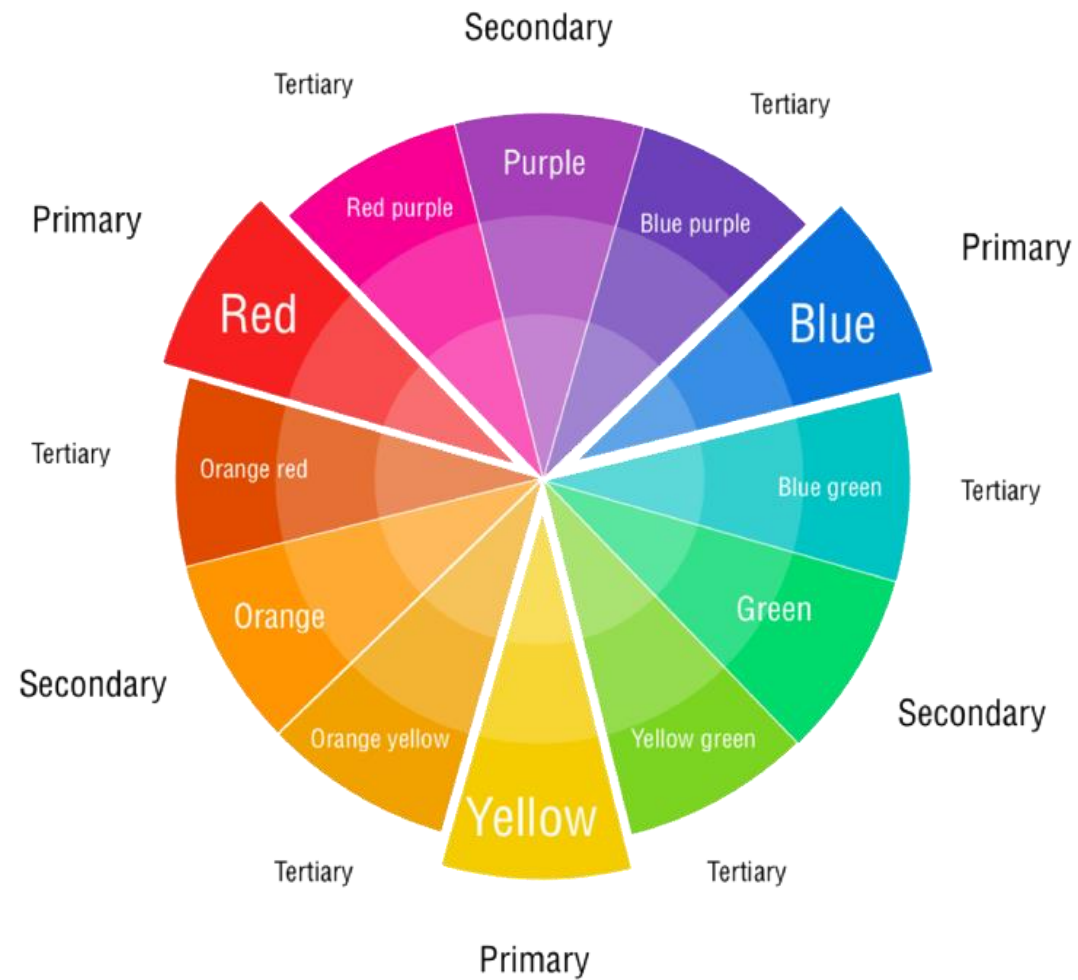
USC Campus Village Design Pattern: City Spirit Placemaking



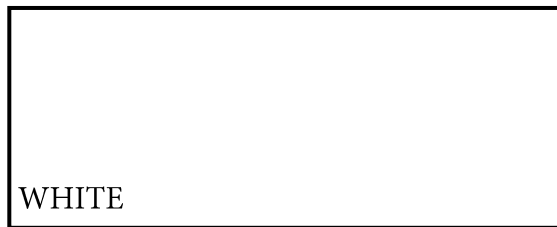
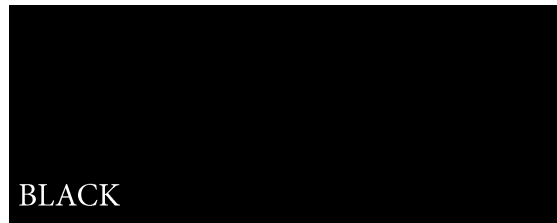
USC Campus Village Design Pattern: Use of Color Theory



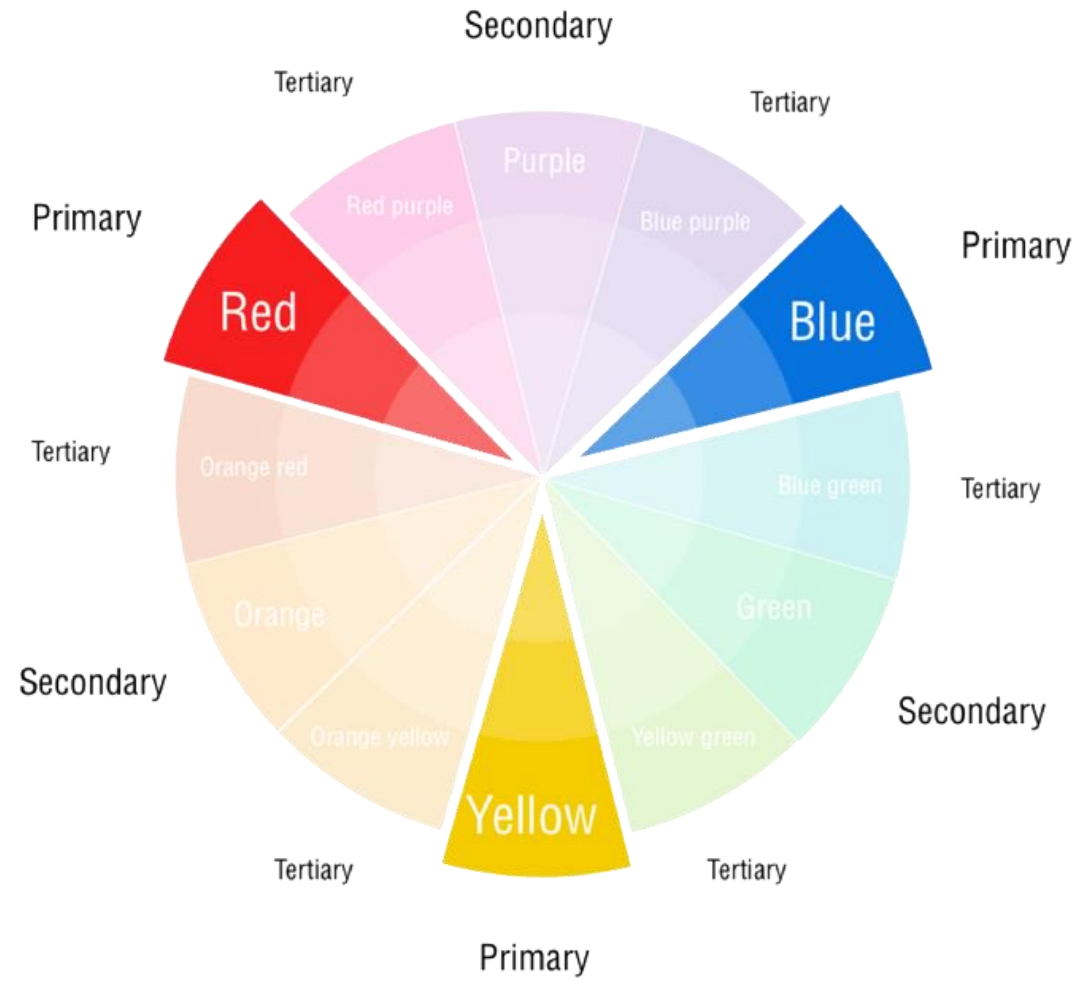
Official School Colors



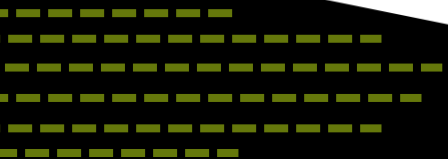
USC Campus Village Design Pattern: Use of Color Theory



Official School Colors



USC Campus Village Design Pattern: Use of Color Theory



USC Campus Village Design Pattern: Use of Color Theory



USC Campus Village Design Pattern: Use of Color Theory

MEETING ROOMS
RESIDENT ENTRIES

STUDY ROOMS

LOUNGES



USC Campus Village Design Pattern: Use of Color Theory + Importance of Wayfinding

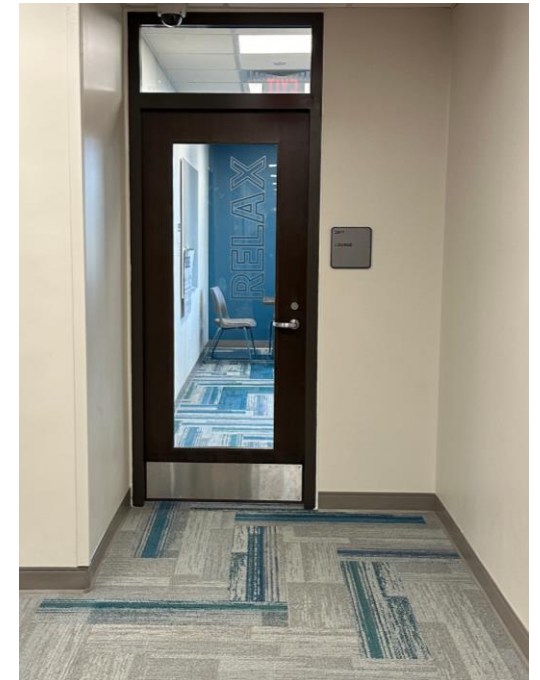
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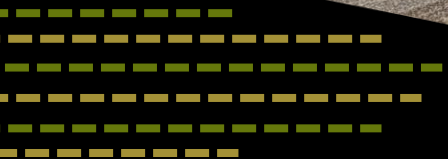
LOUNGES



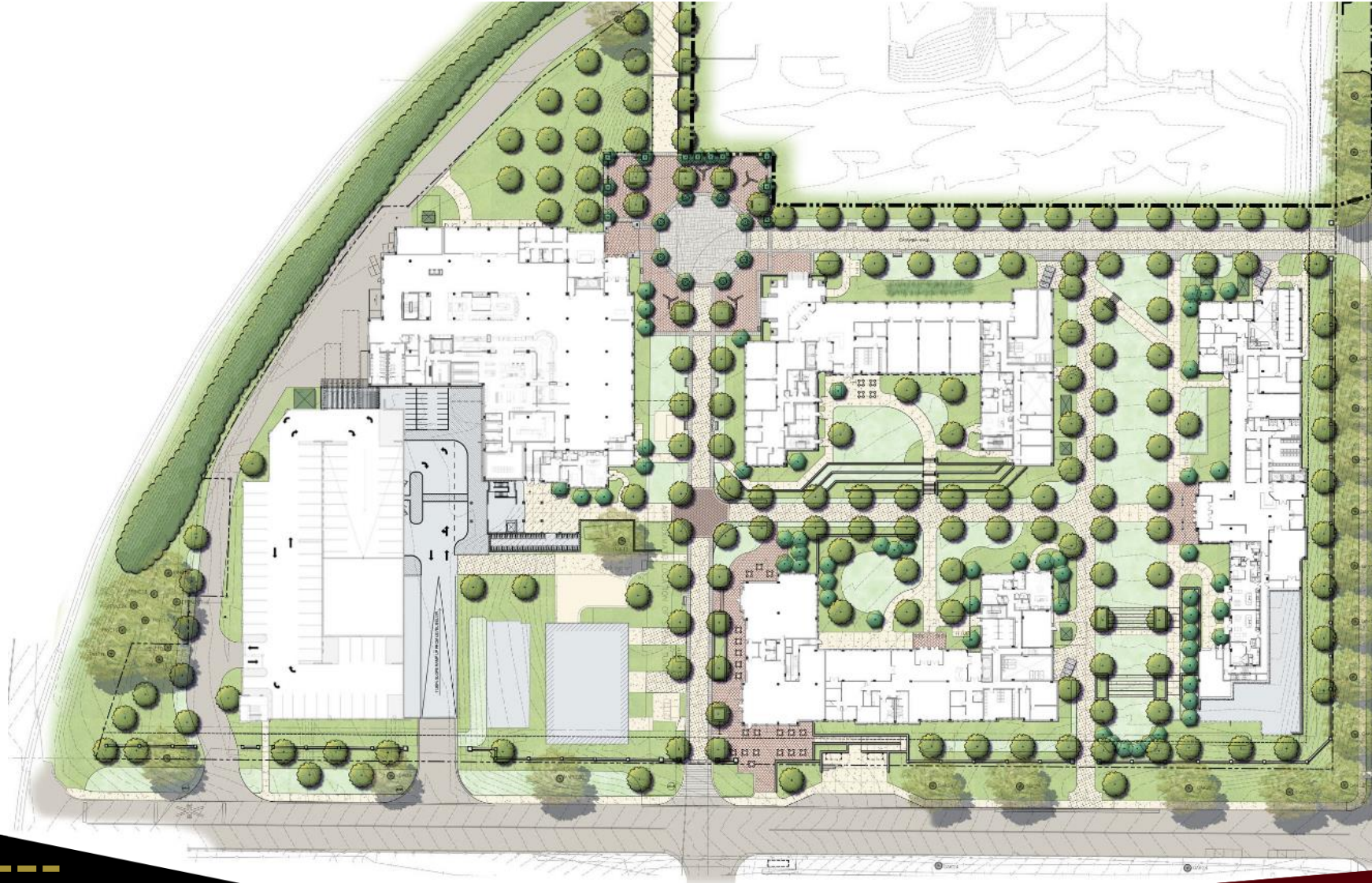
208 - 1217
219 - 1230
236 - 12



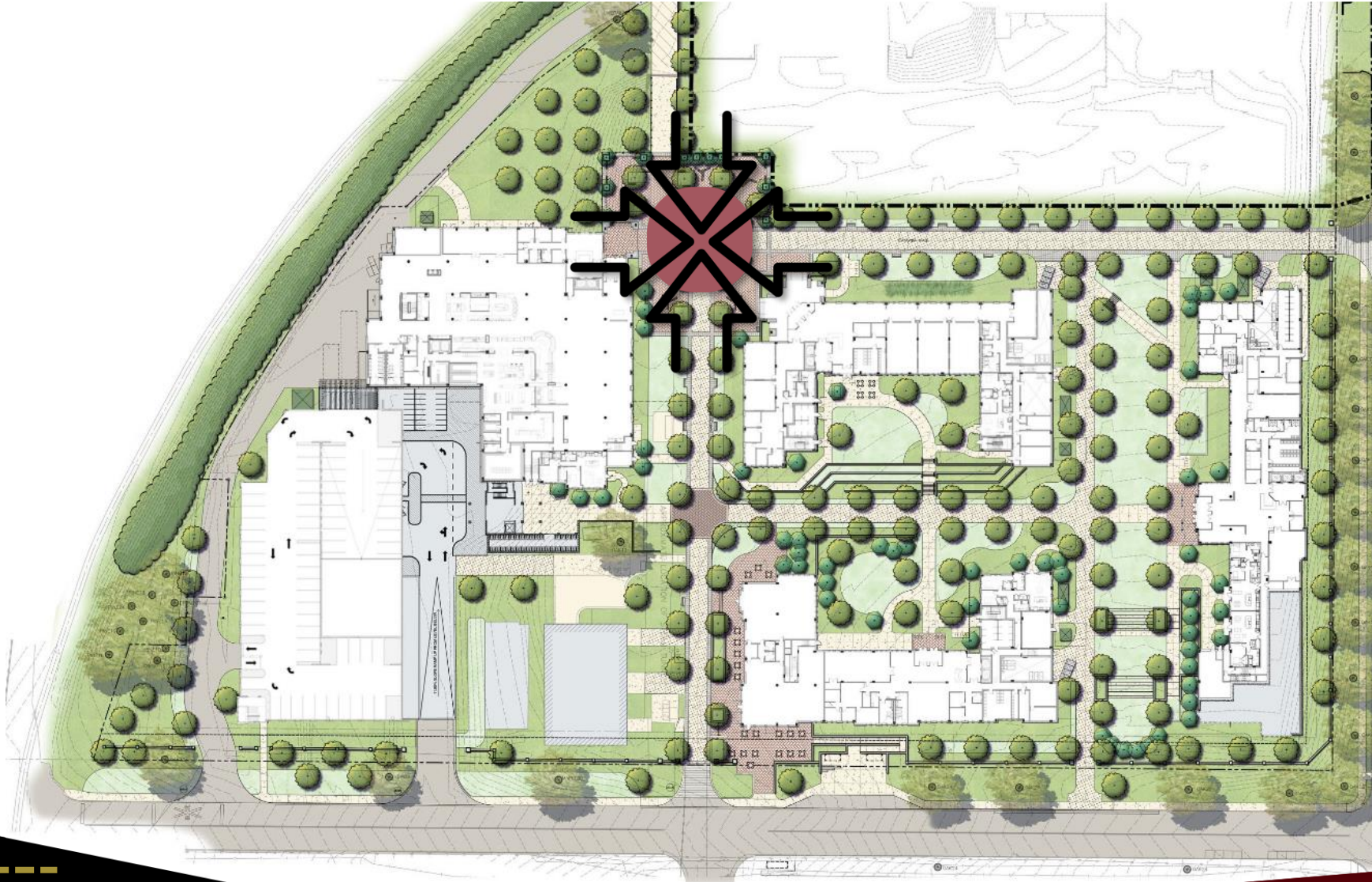
EXIT



USC Campus Village Design Pattern: Importance of Wayfinding



USC Campus Village Design Pattern: Importance of Wayfinding

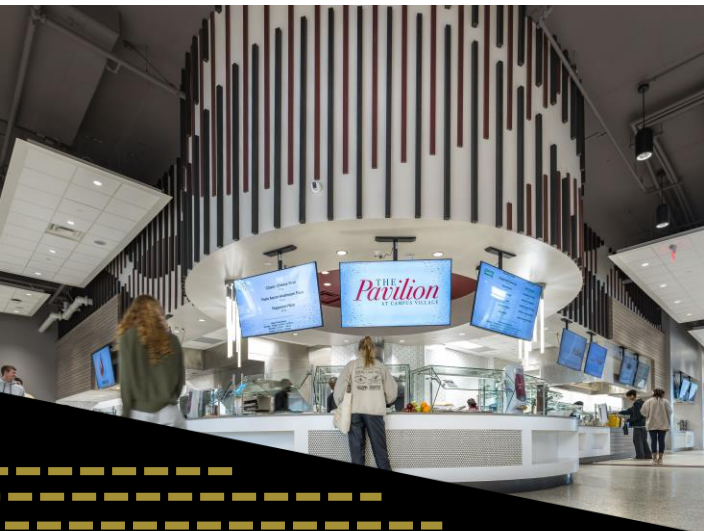
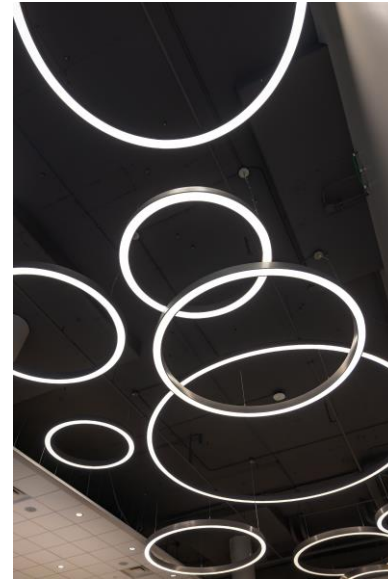




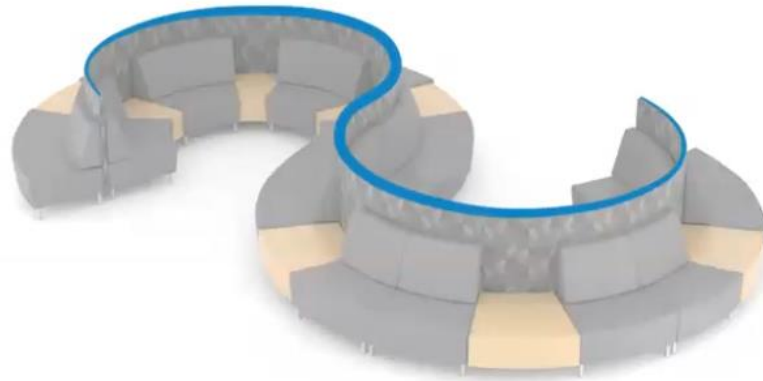
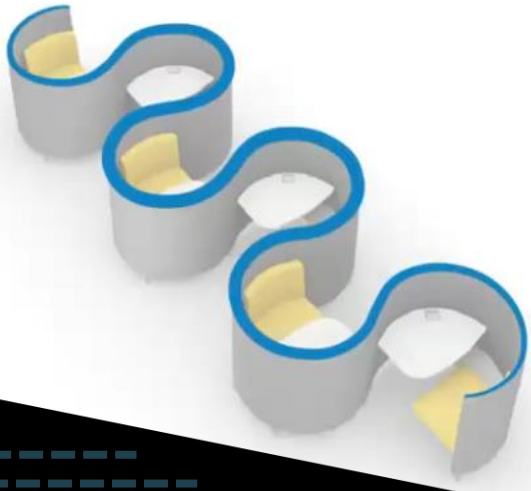
#1
FIRST-YEAR
EXPERIENCE

UNIVERSITY OF
South
Carolina

USC Campus Village Design Pattern: Importance of Wayfinding

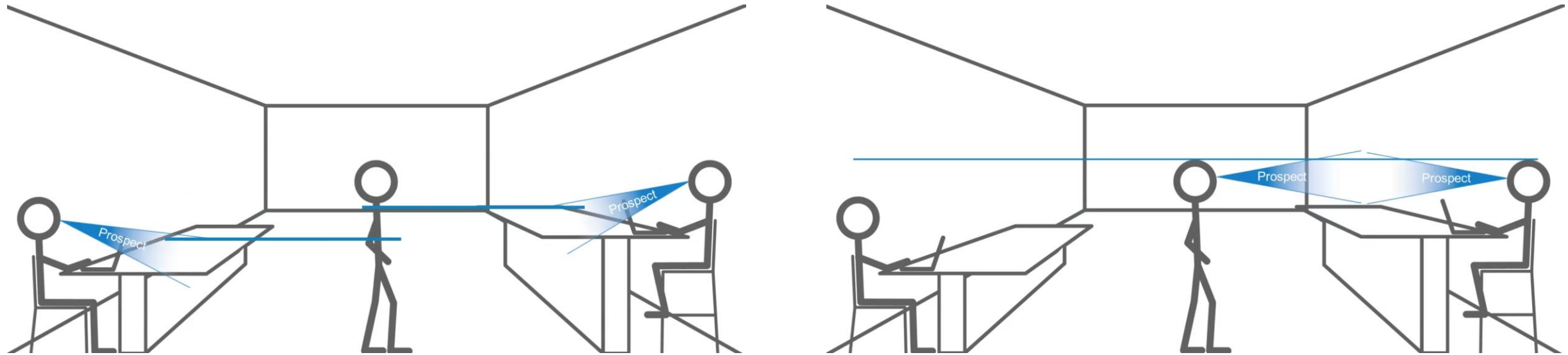


USC Campus Village Design Pattern: Variety of Furniture Styles for a Variety of Preferences



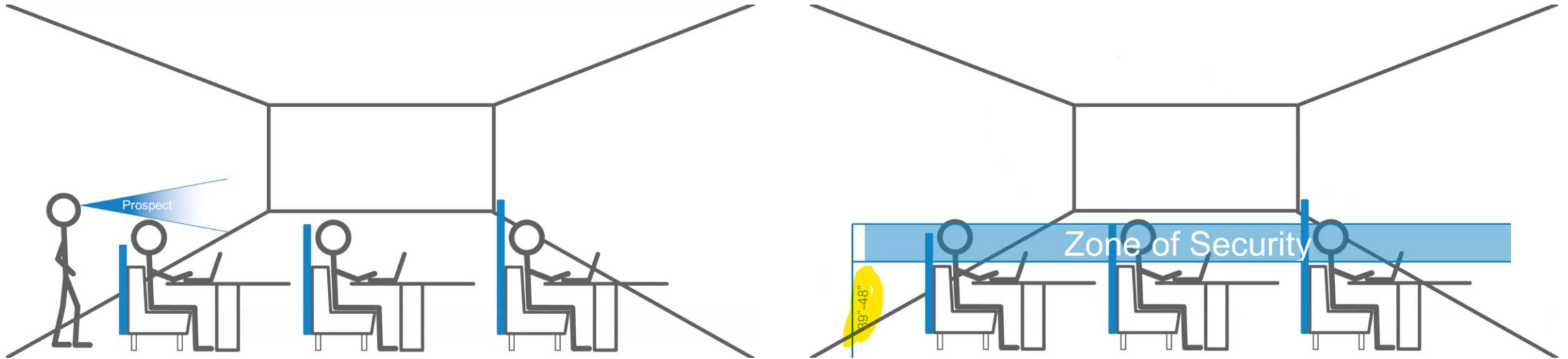


USC Campus Village Design Pattern: Variety of Furniture Styles for a Variety of Preferences





USC Campus Village Design Pattern: Variety of Furniture Styles for a Variety of Preferences



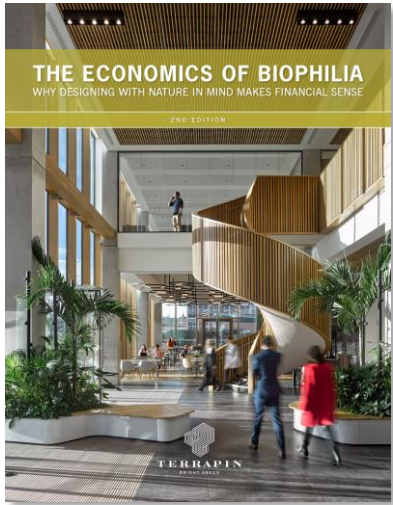
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USC Campus Village Design Pattern: Variety of Furniture Styles for a Variety of Preferences



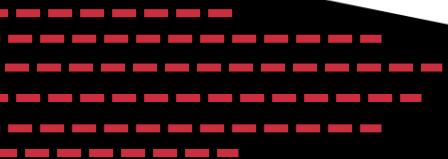
WHAT YOU MAKE PEOPLE FEEL IS
AS IMPORTANT AS WHAT YOU MAKE.

HANK MENKE, OFS PRESIDENT & CEO

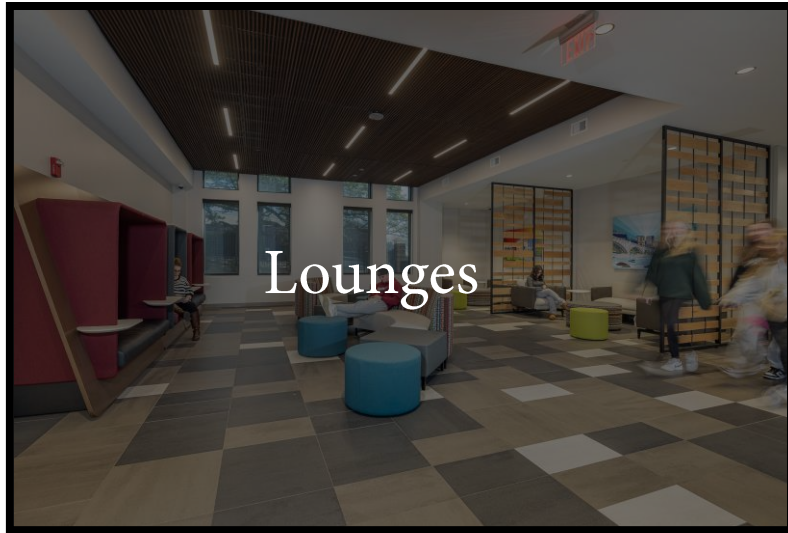
Many office furniture manufacturers have been investing in product designs that enhance the biophilic workplace experience. OFS's "LeanTo", a modular, booth-style seating concept, intentionally uses Natural Analogues (wood finishes) and Nature of the Space (refuge) to emphasize being a place to escape and regain cognitive capacities and attention.

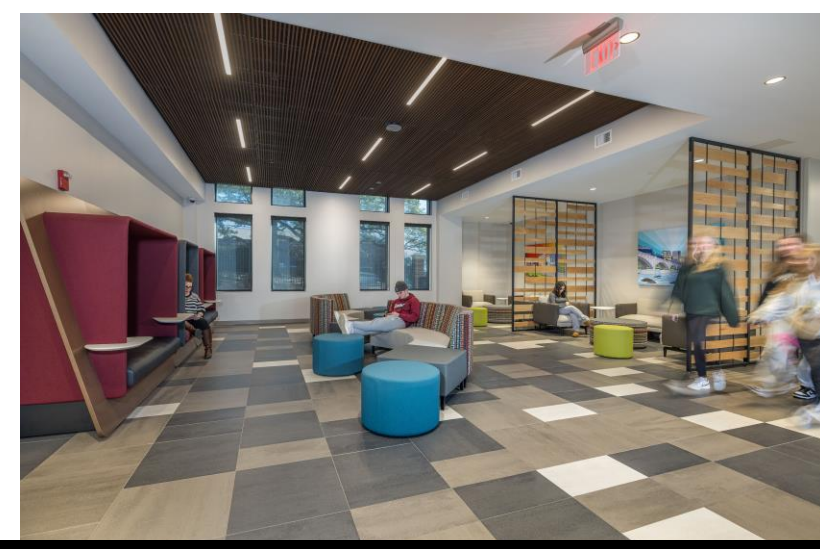
Terrapin Bright Green LLC, 2023

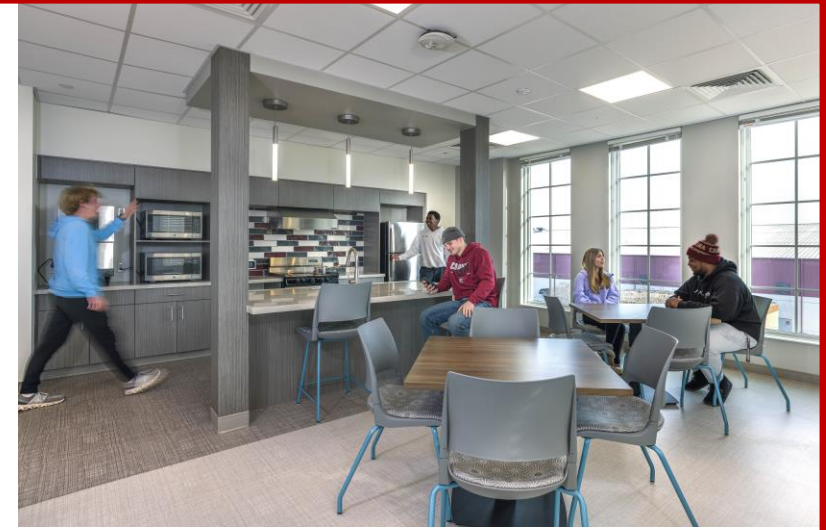
USC Campus Village Design Pattern: Budget Strategy



Tour of Common Areas





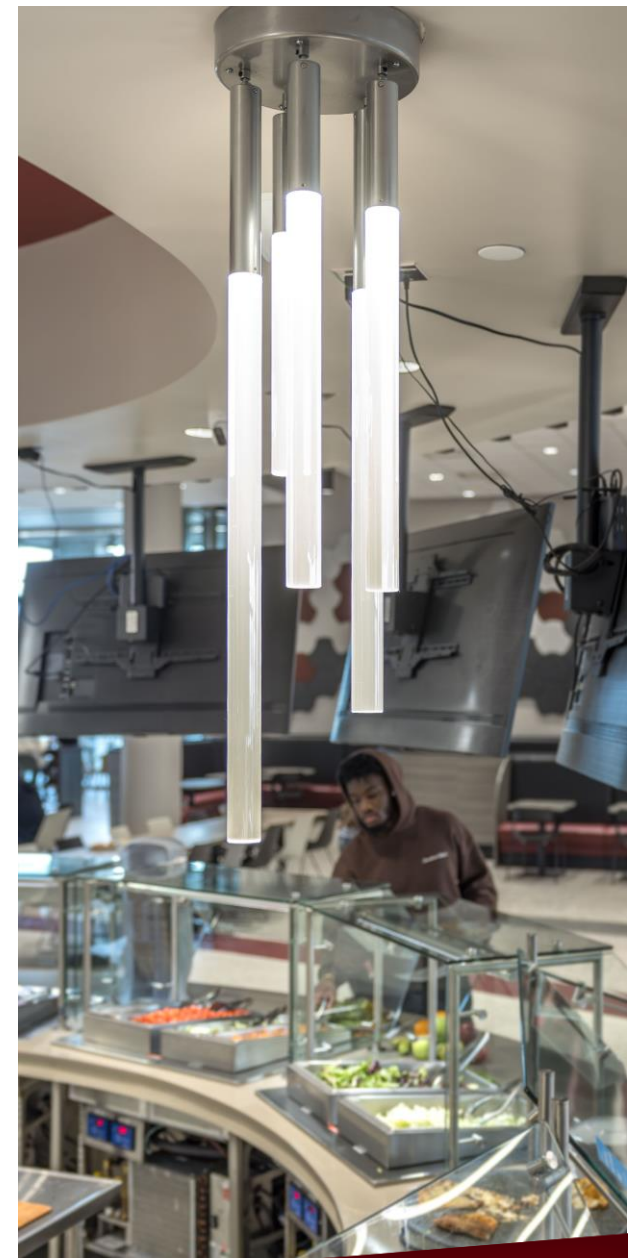


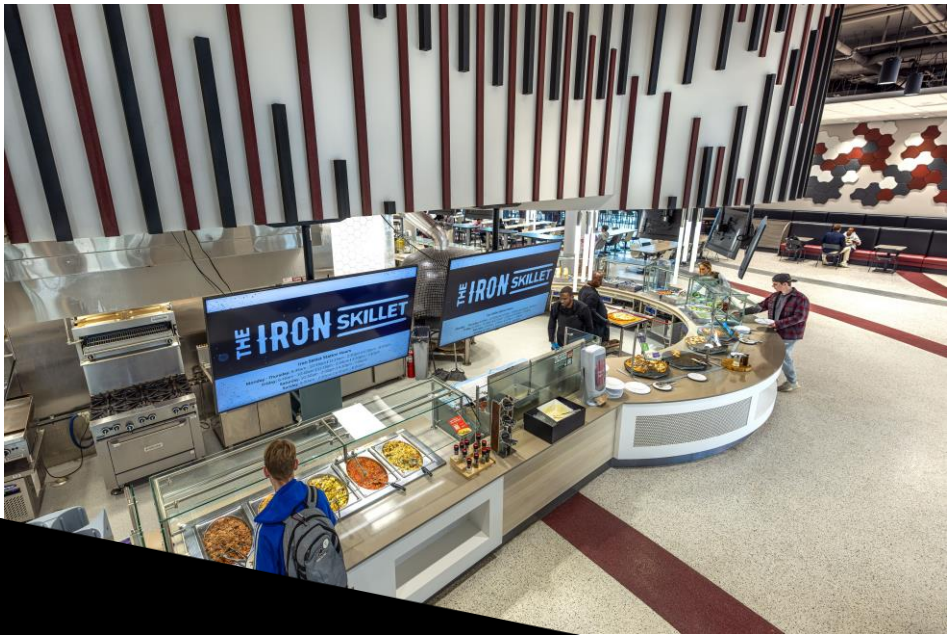


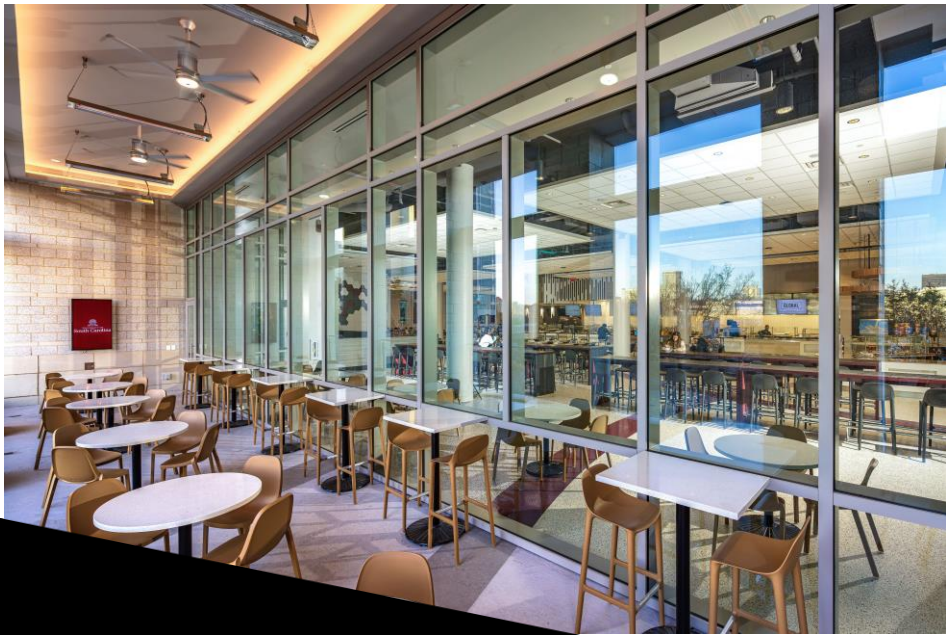


Tour of Specialty Spaces









Student Experience



Questions



Contact Information

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Dan Colascione – *dancola@sc.edu*

Heather Mitchell - *hmitchell@boudreauxgroup.com*

Jimmy Wall - *jwall@boudreauxgroup.com*



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SEAH 
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