

URBN Center & URBN Center Annex

Johnathan
Cook



LOCATION

URBN Center: 3501 Market Street
Philadelphia, PA 19104

URBN Center Annex: 3401 Filbert Street
Philadelphia, PA

SIZE

URBN Center: 132,315 sf

URBN Center Annex: 19,399 sf

COST

Center & Annex: ~ \$31 Million

OCCUPANCY

Educational

PROJECT TEAM

Owner: Drexel University

Former Architect: Venturi, Scott Brown & Associates

Architect: Meyer, Scherer & Rockcastle, Ltd.

Structural: O'Donnel & Naccarto

MEP: PHY Inc.

Lighting Design: Gallina Design LLC



Antoinette Institute for Scientific Information & Design



The URBN Center will become Drexel University's hub for **creative** minds to **gather, share** ideas and **work together** to bring those ideas **from the mind to the page**, and into the world of tomorrow.

The Robert Venturi-designed building is being transformed into a bold new center for **imagination** and high-end production. With the intention of **sharing** the URBN Center with the **community**, students will enjoy newfound **collaboration** with industry professional in addition to other Drexel schools and colleges.

The URBN Center will be the new home for programs in the Antoinette Westphal College of Media Arts & Design including **Animation, Architecture, Arts Administration, Design & Merchandising, Digital Media, Entertainment & Arts Management, Fashion Design, Game Art & Production, Graphic Design, Interior Design, Music Industry, Product Design, and Web Development & Interaction.**

-<http://drexel.edu/ia/urbn/home.html>

"At Westphal College, we **boldly re-imagine** the world through inspired design, media and the arts. And our **imagination** is boundless. Our faculty members, distinguished leaders in their fields, challenge our students to push the boundaries of their **creativity** in order to **transform** the world around us. The new URBN Center will greatly enhance our students' educational experiences by offering more resources and **opportunities to create** than ever before."

- Allen Sabinson, Dean

Connection



Collaboration



Creation





DESIGN CRITERIA & CONSIDERATIONS

Flexibility

High contrast

Preservation of artwork – Limit visible and UV radiation

Avoid veiling reflections

High CRI values

Recommended Maintained Illuminance (Lux)

Moderate Focals

Horizontal	0.2 times object E_h
Vertical	0.2 times object E_v

Objects

Horizontal	200
Vertical	200

Uniformity Ratio 4:1 Hor

Uniformity Ratio 4:1

TRACK LENGTH

ORIGINAL 822.5 FT

RADIAL 480 FT





DESIGN CRITERIA & CONSIDERATIONS

Art Gallery | Large Screening Room | Black Box Theater

2 Different Lighting Scenes

Low volume traffic vs. High volume traffic

Attract attention

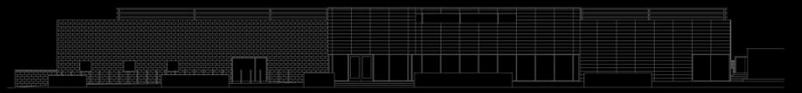
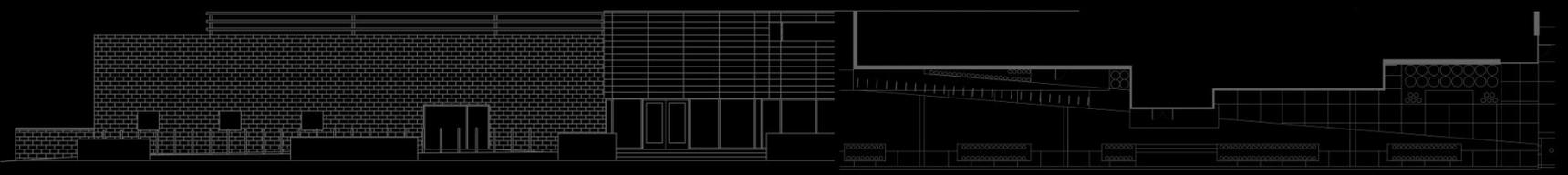
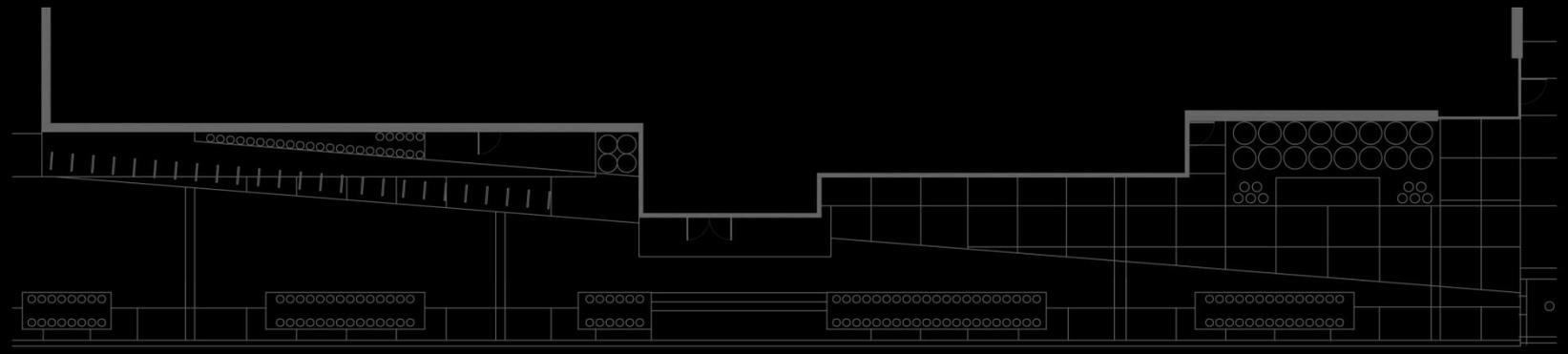
Sense of security

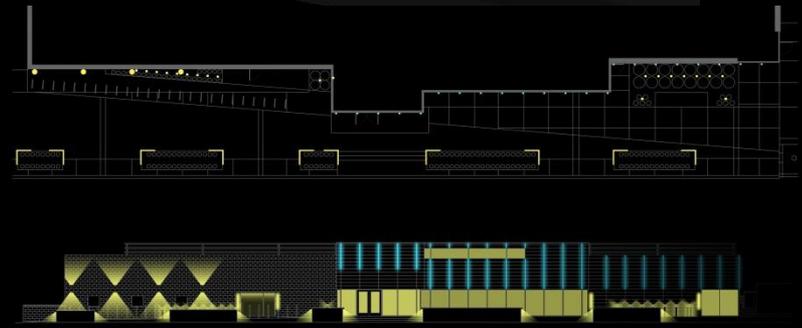
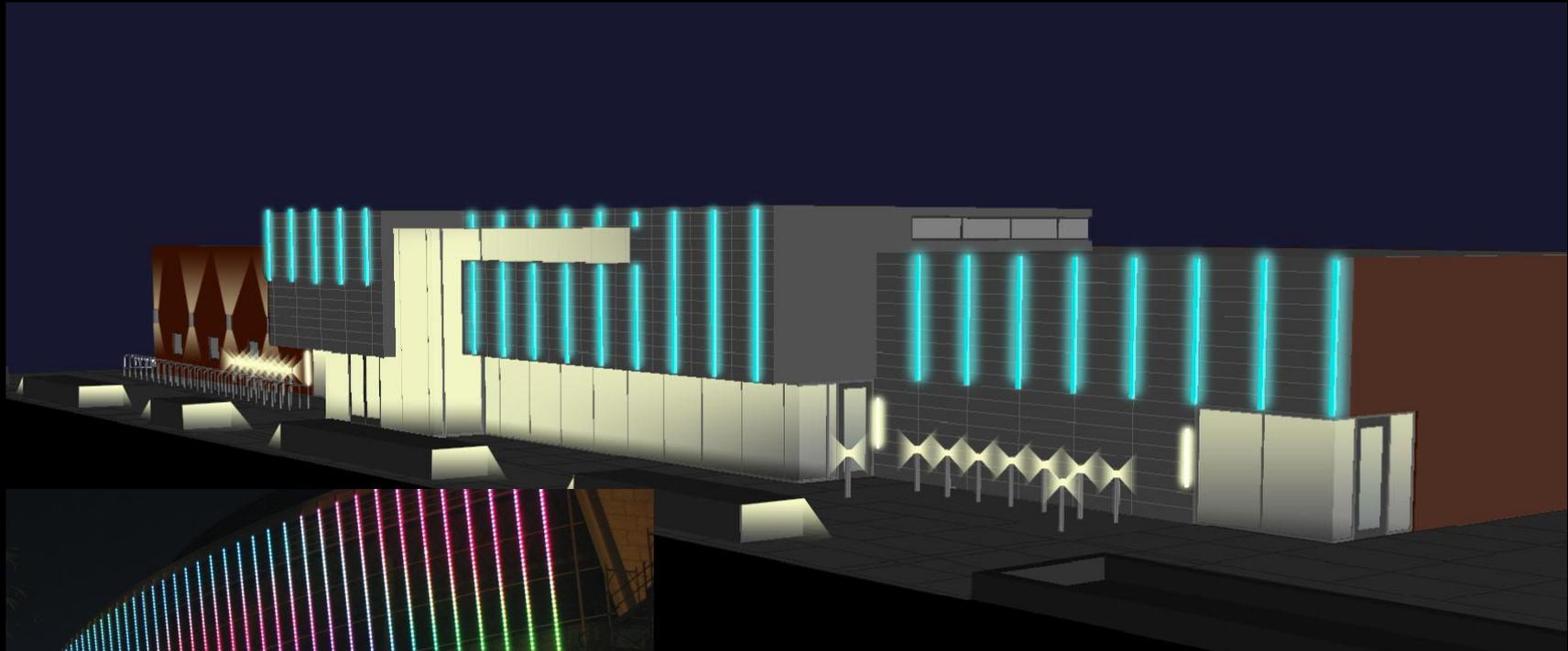
Inform public of current exhibits

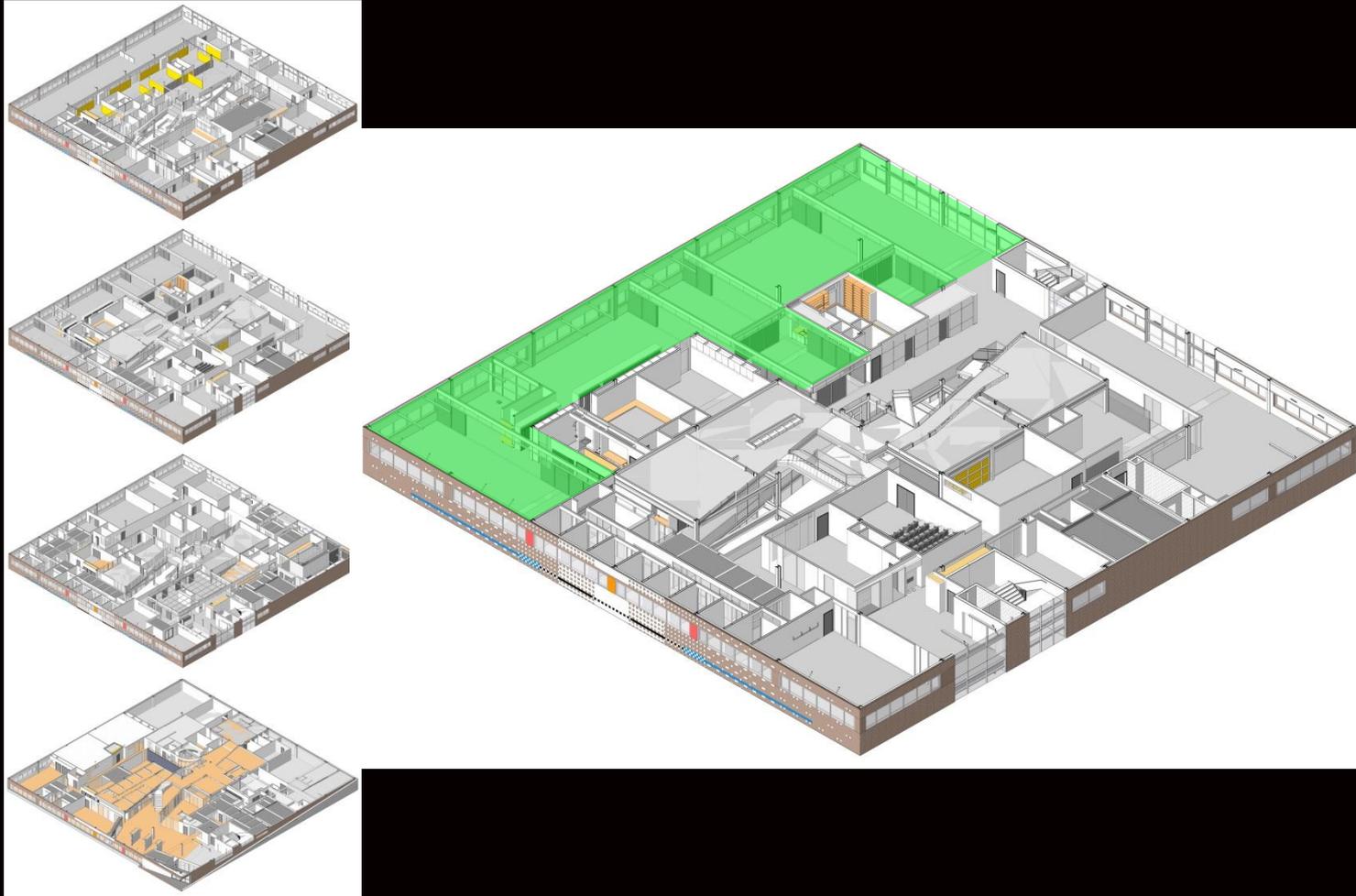
Recommended Maintained Illuminance (Lux)

Horizontal --

Vertical 200







DESIGN CRITERIA & CONSIDERATIONS

Maintain focus

Operable walls

Daylighting

High CRI values

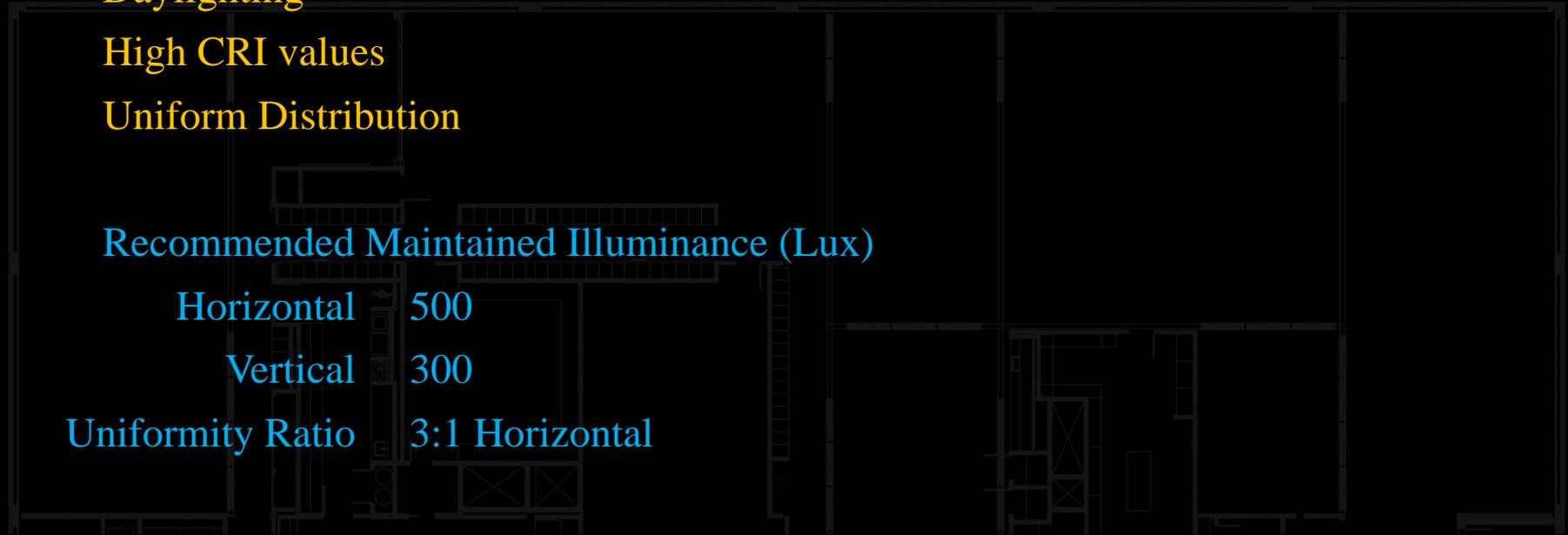
Uniform Distribution

Recommended Maintained Illuminance (Lux)

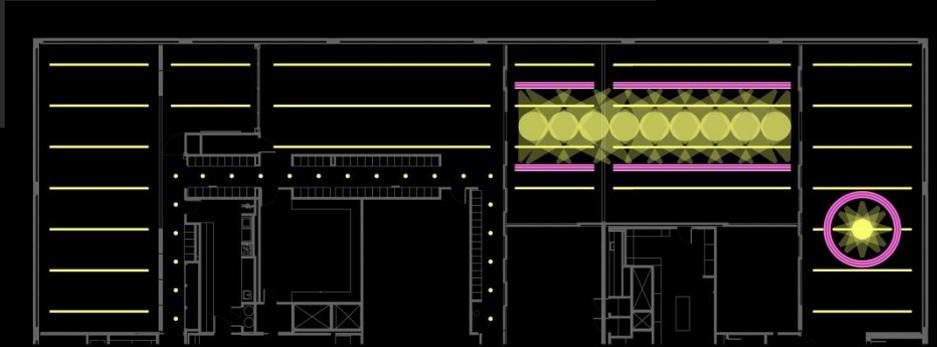
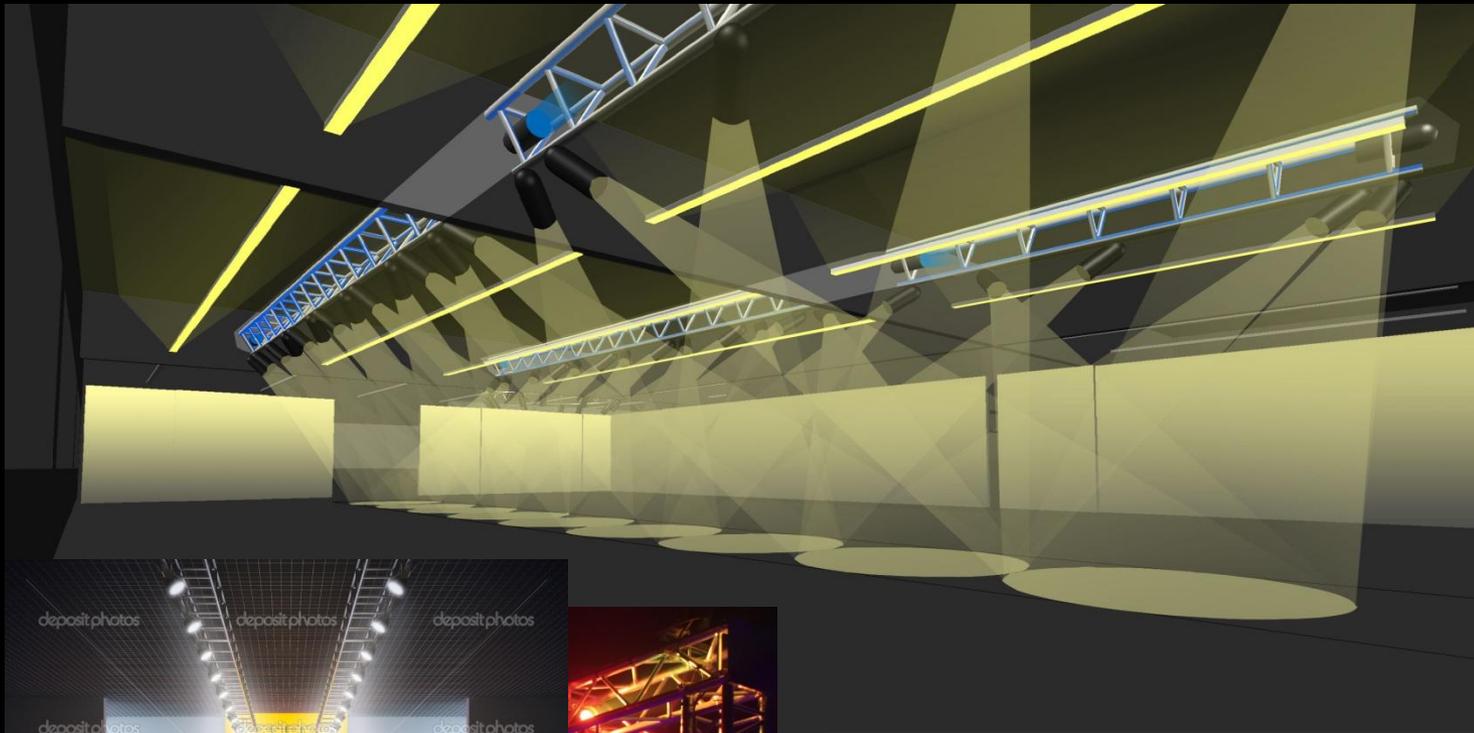
Horizontal 500

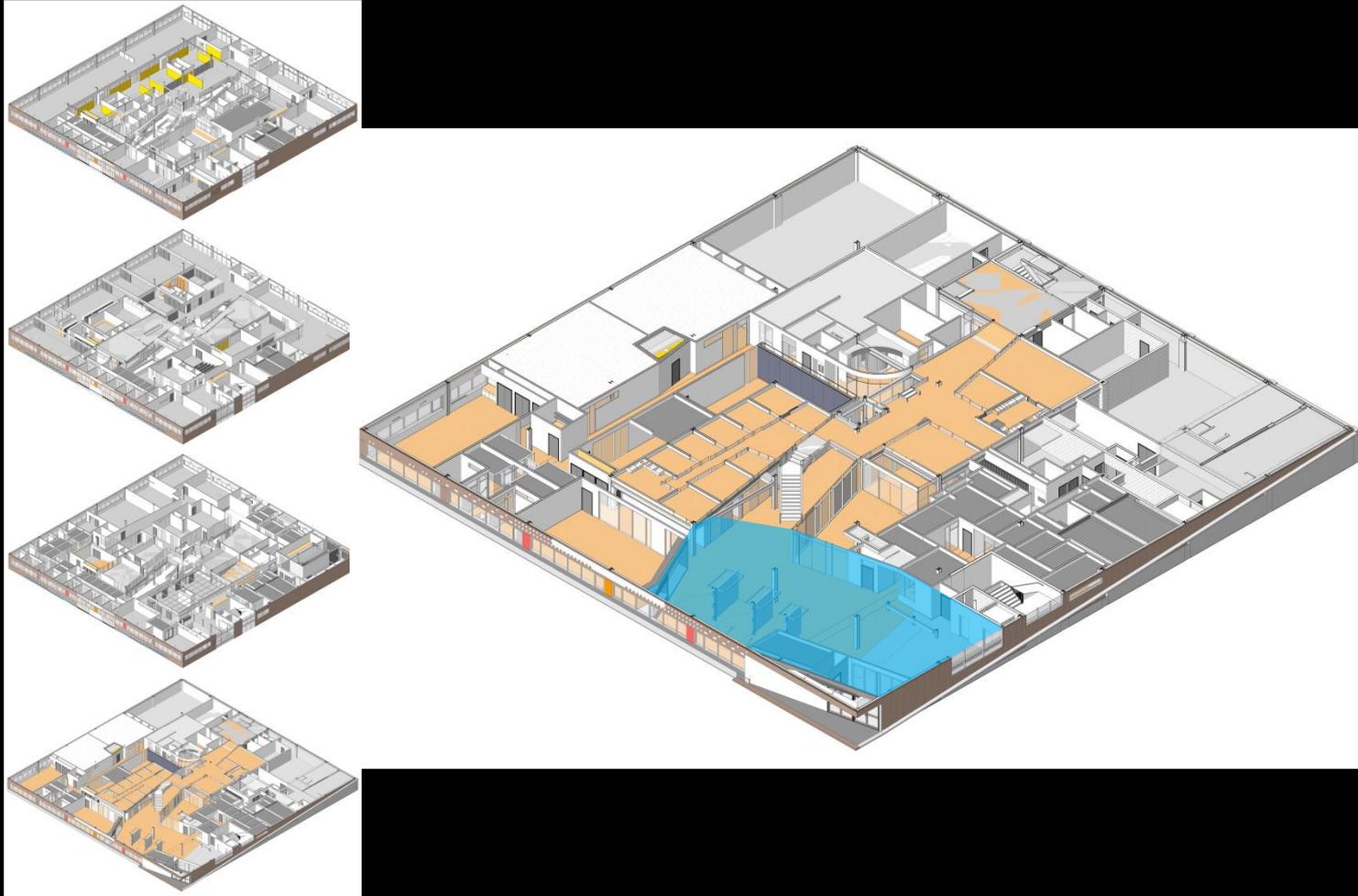
Vertical 300

Uniformity Ratio 3:1 Horizontal









DESIGN CRITERIA & CONSIDERATIONS

Draw people together

Operable walls

Café

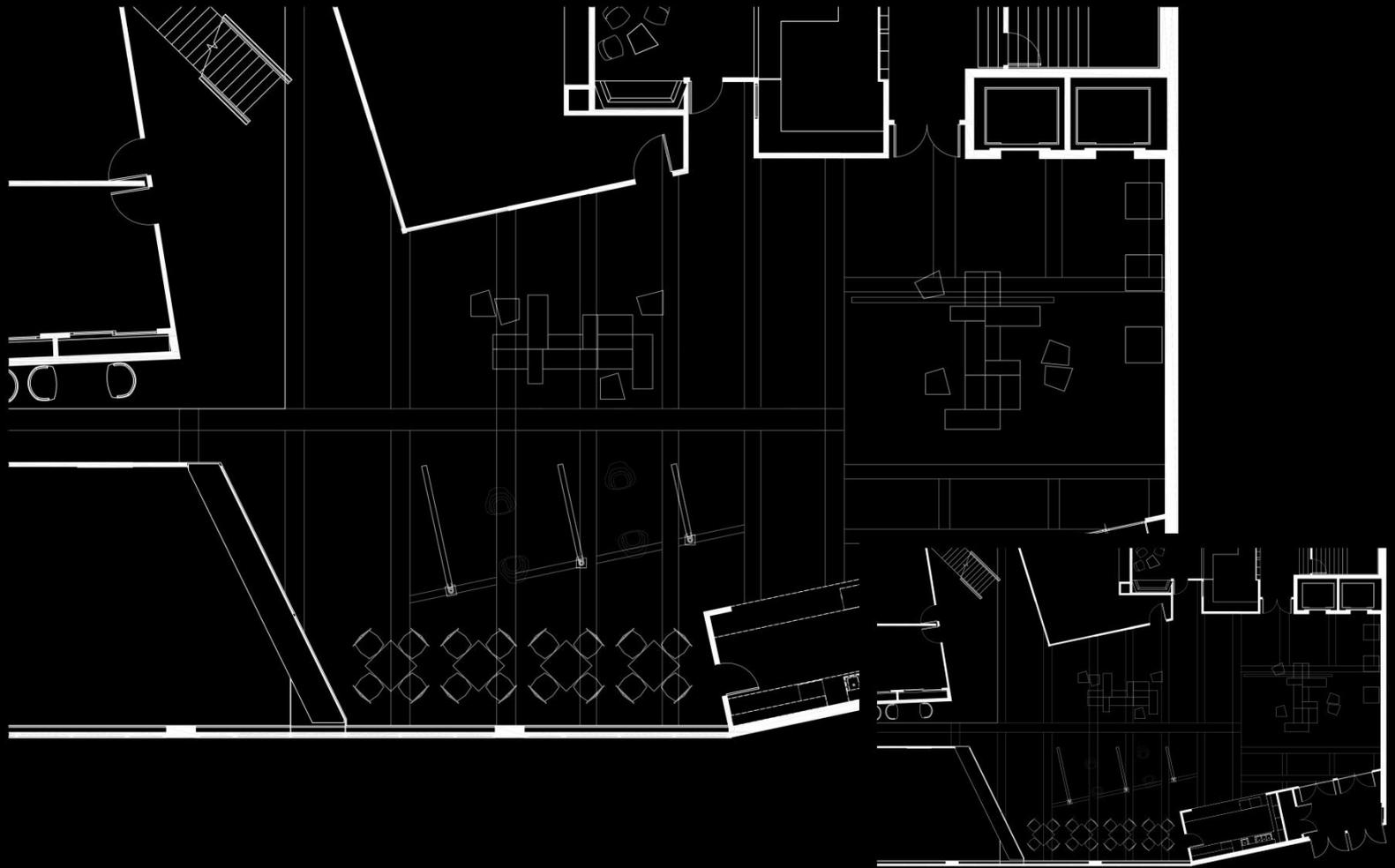
Recommended Maintained Illuminance (Lux)

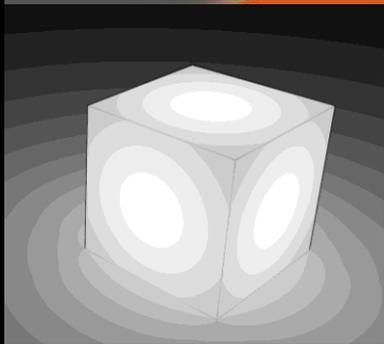
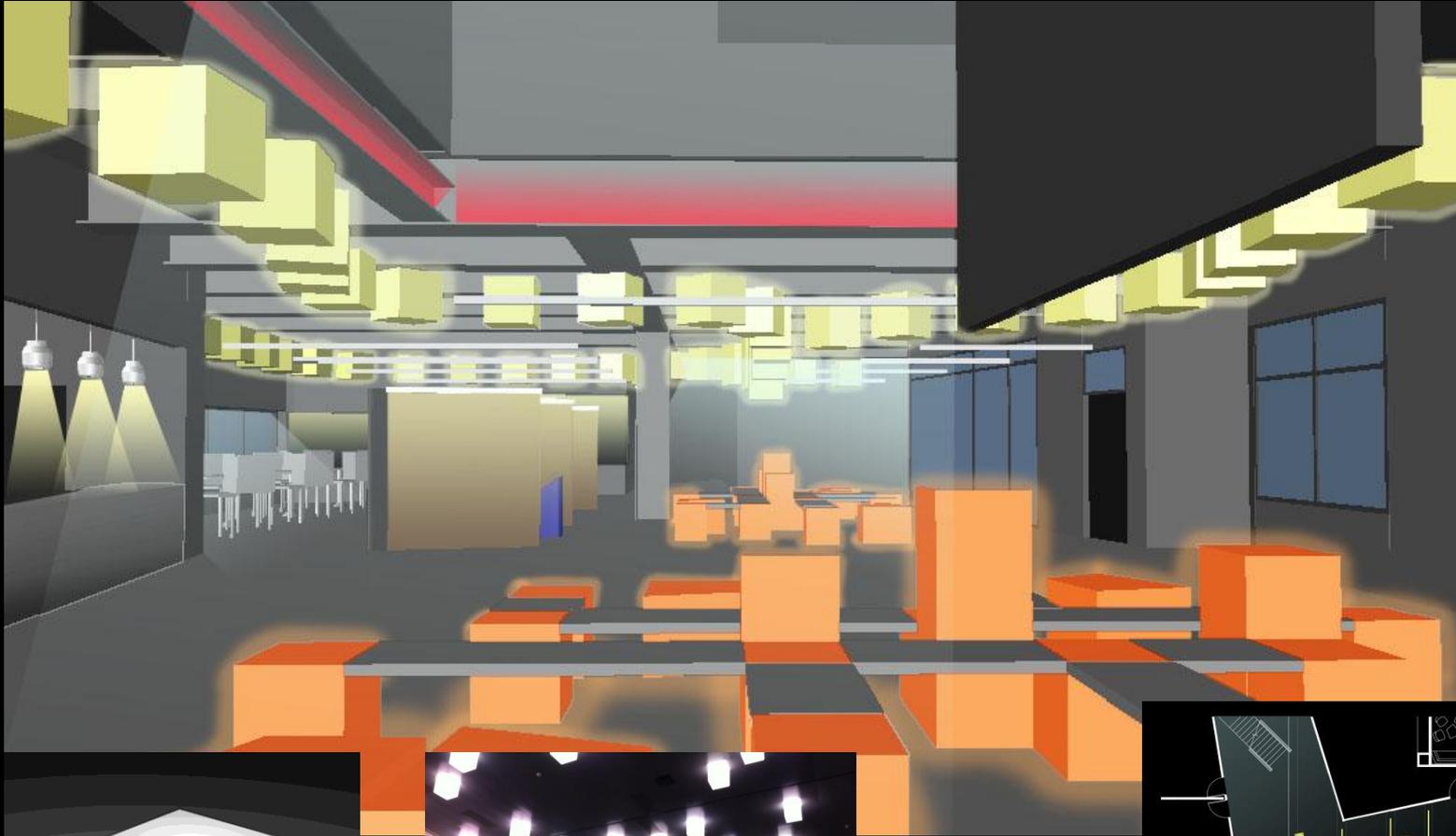
Horizontal 100 (Day) | 50 (Night)

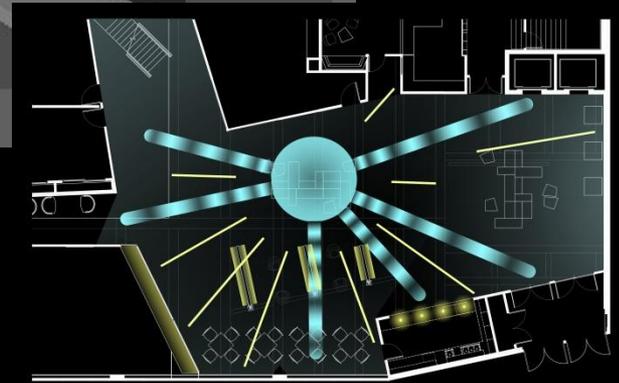
Vertical 30 (Day) | 20 (Night)

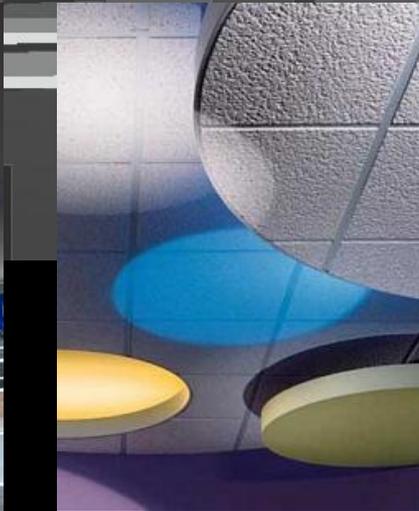
Uniformity Ratio 3:1 Horizontal











Thank You

Questions?