The Campaign for the Schine Student Center at Syracuse University

Design for Center Proposes Complex Of Four Buildings

The Hildegarde and J. Myer Schine Student Center at Syracuse University will be a complex of four buildings linked by a central pavilion, according to plans unveiled April 4 by architect Edward Larrabee Barnes.

Rather than combining all the components of the center into a single "huge, monolithic building," Barnes said he chose to group similar activities into each structure and at the same time use a "central square" to create unity among the buildings.

The main entrance to the Schine Student Center complex will be on University Place, just west of the current SU bookstore. Among three other walkways between the buildings, it will lead visitors into the central pavilion, from which all four structures can be entered.

Looking southwest from the pavilion, toward the current site of Winchell Hall, visitors will see a three-story structure containing lounge space, meeting rooms, computer terminals, lockers and a large dining facility. To the northwest they will find a two-story building that will house offices for student groups, placement services, the parents' office and the center administration. It will also contain a student-run store and, in the basement, the Jabberwocky entertainment center.

To the northeast the pavilion will open into a three-story auditorium. And at the southeast corner of the complex the existing bookstore will be remodeled and enlarged to fit into the overall concept.

Barnes expects the complex to fill the entire site between University Avenue, Waverly Avenue and University Place. It will be flanked by the Ernest Stevenson Bird Library and the S. I. Newhouse Communications Center, and will be accessible from all directions.

Auditorium Essential

The architect has called the auditorium a "very, very important" part of the design. United with all the elements of the campus center, the auditorium will serve to fulfill the "town square" theme of the complex, according to Barnes.

Commented Harvey H. Kaiser, vice president for facilities administration, "An 1,800-seat concert hall with flexible seating has been needed at SU for many years. In the past, we had to use rather limited academic auditoriums for special events, and the result was often disappointing. This new facility will help attract major speakers and performers to the University."

"One of Syracuse University's roles as a major academic institution is to provide a forum for the interchange of ideas and culture," said Chancellor Melvin A. Eggers. "The auditorium component of the Schine Student Center will meet that responsibility. It couldn't be better suited to the program of the facility."

Academic Purpose Emphasized

The auditorium is just one of the components of the center designed to enhance the academic quality of SU by improving the overall quality of campus life.

Harry W. Peter III, senior vice president for university relations, cited the inclusion of placement services, the bookstore and computer terminals as examples of the effort to merge all facets of the University experience into the center.

"Barnes understood the concern expressed by a University committee in 1981 that a multi-purpose facility was needed," Peter said. "He was very concerned with the need for whole-life education at Syracuse, realizing that the non-academic has a direct impact on what goes on in the classroom."

The Schine Student Center will be the center of the campus, equally distant from classroom buildings, living centers and the campus shopping area.

"We expect the center to attract students, faculty and others from all parts of the campus," said Paul E. Eckmann, vice president for student affairs. "The town-square concept is exactly what we wanted in the center. It will provide for the exchange of ideas in a total educational environment."

Viewed from University Place, the Schine Student Center model reveals a complex of four buildings joined by a central pavilion. The facility at front-left houses a dining room, computer terminals, lockers, lounges and meeting rooms. Behind it, a second building contains student organization offices, placement services, a student-run store, a parents' center and an entertainment center. At rear-right is the remodeled SU bookstore.
Barnes Describes Details of Center Design Concept

TheHint the Hildegard and I Myer Schine Student Center will resemble a glistening jewel. Its four component buildings united under skylights by a crystalline atrium. By day its brick and red sandstone exterior will complement the new and old architecture surrounding it. Its four glass-covered walkways inviting pedestrians inside.

Those were the sentiments of architect Edward Larrabee Barnes as he described the Schine Student Center complex to members of the National Campaign Committee and the news media April 4 in New York City.

Barnes called the four separate buildings a “pinwheel,” revolving around the 60-square-foot enclosed pavilion. “We break down some very large functions here into four separate masses, and articulate the ‘streets’ that run between them,” he said.

Barnes added that the walkways between the center’s components will unite the complex, inviting people from all directions. “When you’re walking between the blocks it will seem like outdoors,” he said. “only in the winter it will be warm.”

“We’re hoping that the central space will be a place where everybody will meet, a crossroads, a shortcut to the main campus for many people coming from the lower part of campus and from downtown,” Barnes said. “It is a very real sense, that is the town square.”

The four buildings, which vary between two and three levels, are unified by their common facades. According to Barnes, “there is a distinctive organizing line, a ribbon of glass, which runs around the main level. Above that is stone, a red sandstone cap, that ties in with some of the older buildings on campus.”

Blending with Surroundings

Situated between the modern Newhouse Communications Center and Bird Library and just across the street from the Hall of Languages and other older buildings, the center is intended to blend with its surroundings. At the same time it is expected to be distinctive without being obtrusive.

“If there should be one building to stand out, that would say, ‘Here I am,’ it should be the student center,” Barnes said. “This design has clarity. There are overtones of the past. It’s in touch with the other brick buildings, the arches and other sandstones.”

An artist’s rendering of the Schine Student Center (top) as seen from the Newhouse Communications Center, shows the “ribbon” of glass and sandstone uniting the design and the tent-like pyramid over the central pavilion. The pavilion will be accessible from four walkways, including the one shown here.

A cross section (middle) shows the location of the lounge, restaurant and computer terminal room in the building at right, and the Placement Services area and student services offices at left.

Main floor plans for the four buildings (above) show many of their important features. The three-story building on the corner of University Avenue and University Place (shown in green) contains the dining areas on the main floor, the main lounge and meeting rooms on the upper floor, and the computer terminal room and offices on the lower floor. The office and administrative building (orange) contains the Parents Center and Placement Services area on the main level, with meeting rooms and offices on both the main floor and lower floor. The auditorium (blue) is entered from Waverly Avenue on the lower level, with a mezzanine and balcony on the main and upper levels. The existing bookstore (brown) occupies all three levels, with additional space on the lower floor.
Members Named To National Committee Posts

Forty-nine prominent individuals from across the United States have been named to the National Campaign Committee for the Hildegarde and J. Myer Schine Student Center.

The committee, responsible for directing the fund-raising effort for the project, is headed by Mrs. Renee Schine Crown '50, Willmette, Ill., and The Honorable Tarky Lombardi Jr. '51 '54. New York state senator from the Syracuse area.

Other committee members are:
- David Bing '66, president, Bing Steel, Inc., Detroit.
- William J. Brooks '67 '68, chief operating officer and executive vice president, Chicago Mercantile Exchange, Chicago.
- Richard W. Clark '51, president, Dick Clark Productions, Burbank, Calif.
- Robert J. Congel, president, Pyramid Construction Company, Kentwood, N.Y.
- Anthony P. Gabrielli 71, branch manager, Dominion Securities Ames, Ottawa, Ontario, Canada.
- Marshall M. Gelfand '50, certified public accountant, managing partner, Gelfand, Rennert & Feldman, Los Angeles.
- Donald J. Giancola '46, president, Donald J. Giancola International, Inc., Syracuse.
- F. Robert Gifford Jr. '37 '39, attorney, Syracuse.
- Ann D. Goldstein '48, Palm Beach, Fla.

Raymond T. Schuler '52, president, Business Council of New York State, Inc., Albany, N.Y.
- John F. Thomas 67 '72, senior vice president, Paine, Webber, Jackson & Curtis, Palm Beach, Fla.
- Morris S. Weeden 41, vice chairman and director, Morton-Thokol Inc., Chicago.
- Graffin H. Willey III '45, president, Willey & Letroy, Ltd., Providence.
- Dean E. Wetli '50, senior vice president, Aetna Life and Casualty Insurance Company, Hartford.

Response to Center Design Enthusiastic

During the first week of April, students, faculty, staff, administrators, trustees and members of the National Campaign Committee were introduced to Edward Larrabee Barnes' design for the Hildegarde and J. Myer Schine Student Center. After looking at a scale model, drawings and floor plans, they announced their unanimous and enthusiastic response: "We love it."

"It is just as exciting as we had dreamed and hoped for," said committee co-chairman Tarky Lombardi Jr. "It is exciting not only to students but to all the parents, alumni and friends of the University who are looking forward to a center for the cultural and social life of the campus."

Renee Schine Crown, co-chairman of the committee and donor of the $2.5 million naming gift, added, "It's going to be a wonderful meeting and gathering place for students and faculty. I think Ed Barnes grasped that quality very quickly. It has a personality. I think he envisioned its responsibility on the campus."

Chancellor Melvin A. Eggers was most impressed by the fact that the Schine Student Center will be just what everyone at SU has been hoping for for years. "Mr. Barnes has done a masterful job of interpreting the dreams of generations of students, alumni, faculty and students. We are impressed with his concept, which is faithful to the architectural program we gave him," he said.

Eggers added, "He listened to what we wanted and understood that we are going to be the center of all the activities on campus."

News Media Echo Response

National and local news media were also impressed with Barnes' concept. Architectural magazines planned articles on the design, and Syracuse area newspapers ran front-page stories on the center for two days after the design was unveiled.

Perhaps the campus student newspaper, The Daily Orange, best summarized the feelings of the University community and others. "The coverage was a reflection of the excitement Barnes' plans brought to campus."
Gelfand and Perry Head West Coast Fund Drive

Two prominent West Coast alumni are coordinating Hildegarde and J. Myer Schine Student Center campaign efforts in that area. They are Marshall M. Gelfand '50 and Joseph A. Perry Jr. '51.

Both Perry and Gelfand are members of the National Campaign Committee for the center, and both have distinguished records of service to the University.

Gelfand is managing partner with Gelfand, Breslauer, Rennert and Feldman, the largest business management firm in the entertainment industry. A graduate of the College of Business Administration (now the School of Management), Gelfand was elected to the SU Board of Trustees May 6. He has also served as chairman of the University's annual fund drive and has been on the board of Directors of SU's Alumni Association. He resides in Los Angeles, Calif., with his family.

Perry is president of Northhill Land Development Corp., a commercial real estate development concern in Brisbane, Calif.

A 1953 graduate of the College of Arts and Sciences, Perry attended SU on a football scholarship and has been active in the recently formed San Francisco Alumni Association. He lives in San Raphael, Calif., with his wife and two children.

The University also has appointed a full-time West Coast coordinator for the campaign. He is Larry Martin, regional director for western states, who has been with the SU development office for six years.

Martin can be reached by telephone at 213-555-1707, or in care of Gelfand, Breslauer, Rennert and Feldman, 1800 Century Park East, Suite 900, Los Angeles, Calif. 90067.

Lombardi Plays Leadership Role

The fact that Tarky Lombardi Jr. is co-chairman of the national committee for the Schine Student Center campaign is only the tip of the iceberg.

In addition to playing a leadership role in the student center campaign, Lombardi serves on the Board of Trustees, chairs the board's development committee, and sits on the Board of Visitors for both the College of Law and the Maxwell School of Citizenship and Public Affairs.

For many people, those responsibilities might represent a full-time commitment. But for Lombardi, they are only the beginning. A New York state senator for 18 years, he is chairman of the Senate Health Committee. He is also a partner in the law firm of Lombardi, Devorsetz, Stinzano and Smith.

A telephone campaign to raise $1.5 million for the Hildegarde and J. Myer Schine Student Center will get under way in early July according to William Hider, director of annual giving at SU.

About 60,000 alumni and parents will be called during the campaign. Hider said twenty students will make the calls five nights a week from 6 p.m. and 9:30 p.m. on Sunday evenings.

"The Phonathon is the most personal way we can reach the greatest number of people," Hider said.

"The students are very enthusiastic. Our past experience has been that people like to talk with the students."

The phonathon is one component of the fund-raising campaign for the center. Other aspects include solicitation of donations from corporations, foundations and other sources.