The Vision

The new Gordon Ford College of Business building will provide state-of-the-art facilities and cutting edge technology for both undergraduate and graduate business programs. The facility will provide the optimum environment for the next generation of business leaders in Finance, Accounting, Management, Marketing & Sales, Economics and Information Systems. In addition to its core mission of serving the needs of the University's students, this facility will also serve the continuing education needs of the regional business community, offering varied learning opportunities and serving as an economic driver for growth and change in Kentucky.

The new facility will include a wide variety of instructional and support spaces, including classrooms, learning laboratories, large lecture halls, seminar spaces, smaller breakout rooms and offices. Larger classrooms will enhance the ability of the college to increase enrollment to meet the growing demands of business programs at both the undergraduate and graduate levels. The building design provides a wide variety of flexible spaces to accommodate group and individual study needs.

A central atrium space large enough to accommodate event seating for 200 will be the main public space in the building. The atrium allows a high degree of visibility to the College's outreach centers, designed to facilitate interaction with the regional business community. The Outreach Centers will provide area businesses with training in financial literacy, assistance with tax preparation, economic and regional data analysis, training in professional selling, assistance starting up new businesses and many other services. There will be spaces for executive education for business professionals and the growing MBA program.

Two main entrances will be provided in the building—a pedestrian entrance for campus users and a grand entrance with adjacent parking for visitors from the community. Outdoor plazas will flank each entrance and an event lawn will provide an outdoor venue for visiting speakers and events. Sustainable design has been identified as a priority for the building, and the project has set a minimum goal of LEED Silver certification.

The new Gordon Ford College of Business facility will serve as a recruiting tool for both faculty and students and will be a driving force in the economic development of the entire region.
south elevation
main campus entrance facing
Van Meter Hall
architecture designed to blend
with existing historic, hilltop
campus buildings
enters on third floor
entry plaza features walkways,
seating, planters & greenspace
terraced walls transition slopes
down each end of the building

north elevation
main public entrance
enters on first floor
highly visible as visitors approach
campus from the south
north facade features a rooftop
garden & space for formal
gathering
building location on the
perimeter of campus enables
a natural connection to the
surrounding business community
event space located off College
events

executive classroom
located on first floor near public entrance
spacious, comfortable seating and furnishings
seating provides unobstructed views
tiered seating provides unobstructed views
curved seating configuration facilitates
collaborative learning
multiple large LCD monitors project
instructional visuals throughout the room

atrium
impressive, four-story, central public space
floored with natural daylight on all floors
first-floor public entry features cafe & comfortable seating
digital stock ticker and stock display board provide current
trading information
prominent donor wall displays names of building's contributors
lounge seating can be replaced with tables & chairs
seating for up to 200 people for gala events
adjacent to the building's main lecture hall, which seats 300

reading room
centrally located, quiet study space offering
spectacular views to the exterior
provides computers for instant access to the
most current business news

combination of lounge seating and formal
study spaces
access to adjacent rooftop terrace

financial trading class lab
prominently located space visible from all levels of the atrium
multiple up-to-the-second stock displays
24-foot instructional screen simultaneously projects images
from up to three separate sources
spacious configuration provides each student with dual screens
& generous desk space
student monitors can instantly project onto the primary
instructional screen