INFORMATION FOR ART INCLUSION AT
HOLLY POINTE COMMONS, ROWAN UNIVERSITY

Background

Rowan University has evolved from its beginning in 1923 as a school with a mission to train teachers for South Jersey classrooms, to a comprehensive public research university with a strong regional presence and reputation. At Rowan, what underlies and drives every decision are four guiding principles that reflect what we value and how we perceive our obligation to serve and lead as a state university. Educational priorities, enrollment, outreach initiatives, finances and collaboration with partners are just a few of the concerns that benefit from the filter of the four pillars:

• *Providing access* to increase opportunities for students to benefit from higher education

• *Improving affordability* to help relieve the burden of student debt and maintain the highest standards of fiscal accountability

• *Ensuring quality* to deliver education, programs and services of superior quality

• *Serving as an economic engine* to lead the development of the region, collaborating with public and private partners to benefit all

Today, Rowan's 14,000 students may select from 59 bachelor’s, 56 master’s and four doctoral degree programs in colleges and schools across five campuses. The University is one of only 56 institutions in the country with accredited programs in business, education, engineering and medicine. From the modest normal school begun 90 years ago, Rowan University has become an extraordinary comprehensive institution that has improved the quality of life for the citizens of New Jersey and the surrounding states.

Holly Pointe Commons

The conceived facility will provide 1400 beds of student housing to accommodate the growth of the undergraduate programs. In addition to housing, a new cafeteria would be constructed to meet the additional food service demand.
Rowan’s current enrollment of 16,000 students is expected to grow to 25,000 students by 2023. The design of Holly Pointe Commons represents the future of Rowan, providing students with a home away from home. Designed by Erdy McHenry Architecture, the complex features a serpentine-shaped footprint and incorporates a new campus commons as green space. Rather than using a traditional rectangular grid, perimeter bedrooms of the building are grouped around central facilities and gathering spaces designed to bring students together. The building’s façade is constructed of metal facing with large windows throughout, and includes floor to ceiling glass at community lounge areas.

Designed with sustainability incorporated into every detail, Holly Pointe Commons is minimally targeting LEED Silver certification. Torcon, Inc. is the construction management firm for the project. University Student Living, has developed student housing nationwide, and describes Holly Pointe Commons as one of the more creative projects the company has developed nationally.
Art Inclusion

Art installations, as a part of New Jersey Arts Council’s Art inclusion Program, are being proposed at the Holly Pointe Commons shown in the diagrams below. Artists may submit their interest for the art piece, or partner with other artists to submit a joint proposal.

Rowan University is interested in a public artwork that compliments the design and vision of the facility and green space. The artwork should enhance the physical characteristics of the site, and encourage a strong living and learning community. The work should invite individuals to experience the messaging of the art in a passive or active way. Further details of the project will be provided in the second part of the process, after artists are short-listed.

The proposed budget is approximately $90,000 for the art. The commissioned art is to be completed and installed by October 31st, 2016.

Holly Pointe Site Plan:

Potential location of the Public Art
Potential location of the Public Art: