

Decoration detail

CAMPUS CENTER RENOVATIONS, BRYN MAWR COLLEGE

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Bryn Mawr, PA

Client: Bryn Mawr College

Construction Cost: \$461,000

Area: 6,930 sf

Completion: 2005

VSBA was asked to suggest ways of improving and enlivening the student-centered spaces on the first level of Bryn Mawr College's Campus Center. The College wished to make the spaces more student and visitor-friendly and more emblematic of "Bryn Mawr spirit."

VSBA redesigned the Café and Main Lounge, converted an adjacent meeting room to a student "rec room," and created better, more visible connections between the spaces. Throughout, traditional symbols of Bryn Mawr's past and present were used to help express the identity and spirit of the institution.

The Main Lounge and Balcony include:

- permanent "banners" adapted and pixilated from early 20th-century College calendars created by two of the artists known as the "Red Rose Girls," depicting scenes from some of Bryn Mawr's enduring traditions -- including the Lantern Walk, May Day, and graduation.
- a painted mural of quotations from distinguished alumnae -- including Katharine Hepburn, Marianne Moore, and recent alums like Ana Maria Lopez -- in large, colorful letters over a field of oversized daisies (another Bryn Mawr symbol)
- an enlarged copy of a humorous, colorful 1909 map of the campus over the fireplace



New cafe signage



Before...



...and after renovation



Before...



...and after renovation



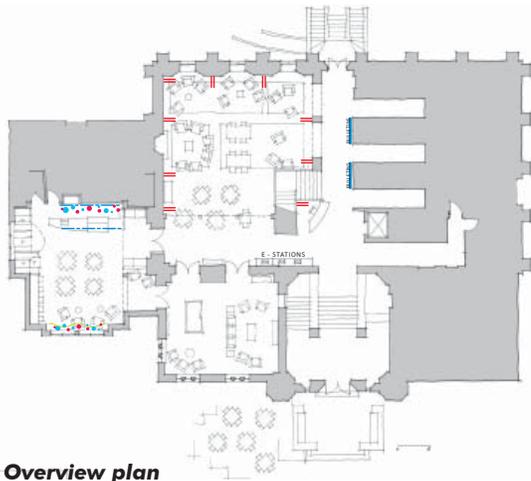
Views of the main lounge

In the reorganized Café, new menu boards and café identity signs are set against a backdrop of Bryn Mawr symbols and memorabilia:

- a mural of an owl, Bryn Mawr’s mascot, overlooks the Café
- a large neon sign identifying the Café adds to the character of the room (especially at night) and is visible through windows from across the campus green; a neon lantern -- another College symbol, emblematic of the annual “Lantern Night Walk” -- is visible from the entrance to the Café and from the parking lot
- memorabilia -- including reproductions of College production playbills, sheet music of traditional College songs, and historic and contemporary photographs -- hangs on the walls.

The campus “rec room” -- formerly a meeting room -- will be hung with rotating exhibits of student-created, student-selected artwork.

Main circulation spaces include large bulletin boards for student postings and e-mail stations. A new information desk and informational plasma screen were also installed.



Overview plan

