

Darla Moore School of Business

Business Starts Here



UNIVERSITY OF
SOUTH CAROLINA
Darla Moore School of Business



The new home of the Darla Moore School of Business: Business education for the 21st century and beyond

The Moore School's new building has generated considerable buzz since its 2011 groundbreaking, both for its striking appearance and for the ways it promises to transform how business education is conducted. Designed by world-renowned Rafael Viñoly Architects of New York and drawing on extensive input from students, faculty, staff and the business community about how space can be configured to optimize business education, the \$106.5-million building is the university's most ambitious construction project to date.

Inspiration for the building's striking façade came from the state tree, the Sabal Palmetto, 27 of which serve as focal points of the extensive Charles S. Way Jr. Palmetto Court. Other notable building features include the 500-seat state-of-the-art W.W. Hootie Johnson Performance Hall, the Sonoco Pavilion, the Dr. Olin S. Pugh Trading Room, the SCANA Study Commons, a full-service café, a 23,398-square-foot green roof and two glass roof-top pavilions.



With its many sustainable features, the building is targeting LEED Platinum certification, making it a model for sustainable architecture and sustainable business practices. Its open and flexible design facilitates enhanced interaction and collaboration among faculty and students and makes the building an inviting hub for community engagement. In these and other ways, the building is a physical embodiment of the Moore School's commitment to forward-thinking leadership for the business community.

New Building Fast Facts

Location: 1014 Greene Street, next to the Carolina Coliseum

Size: 251,891 gross square feet

Levels: 6, including mechanical lower level

Architectural height: 92'-8"

Occupied height: 73'-8"

No. of rooms: 485

No. of classrooms: 36

Square feet of designated collaborative learning space: 10,682

No. of faculty offices: 154

Square feet of courtyard/open terrace space: 15,124

No. of jobs created by construction of the building: 1,640

Tons of steel used in construction of the building: 3,900 (enough to build 3,200 automobiles)

Square feet of metal decking: 240,000 (enough to cover 5.5 acres)

No. of bolts used to affix beams and girders: 30,000

Cubic yards of concrete: 17,000 (enough for 52.2 miles of sidewalk)



First Floor: **The Learning Level**

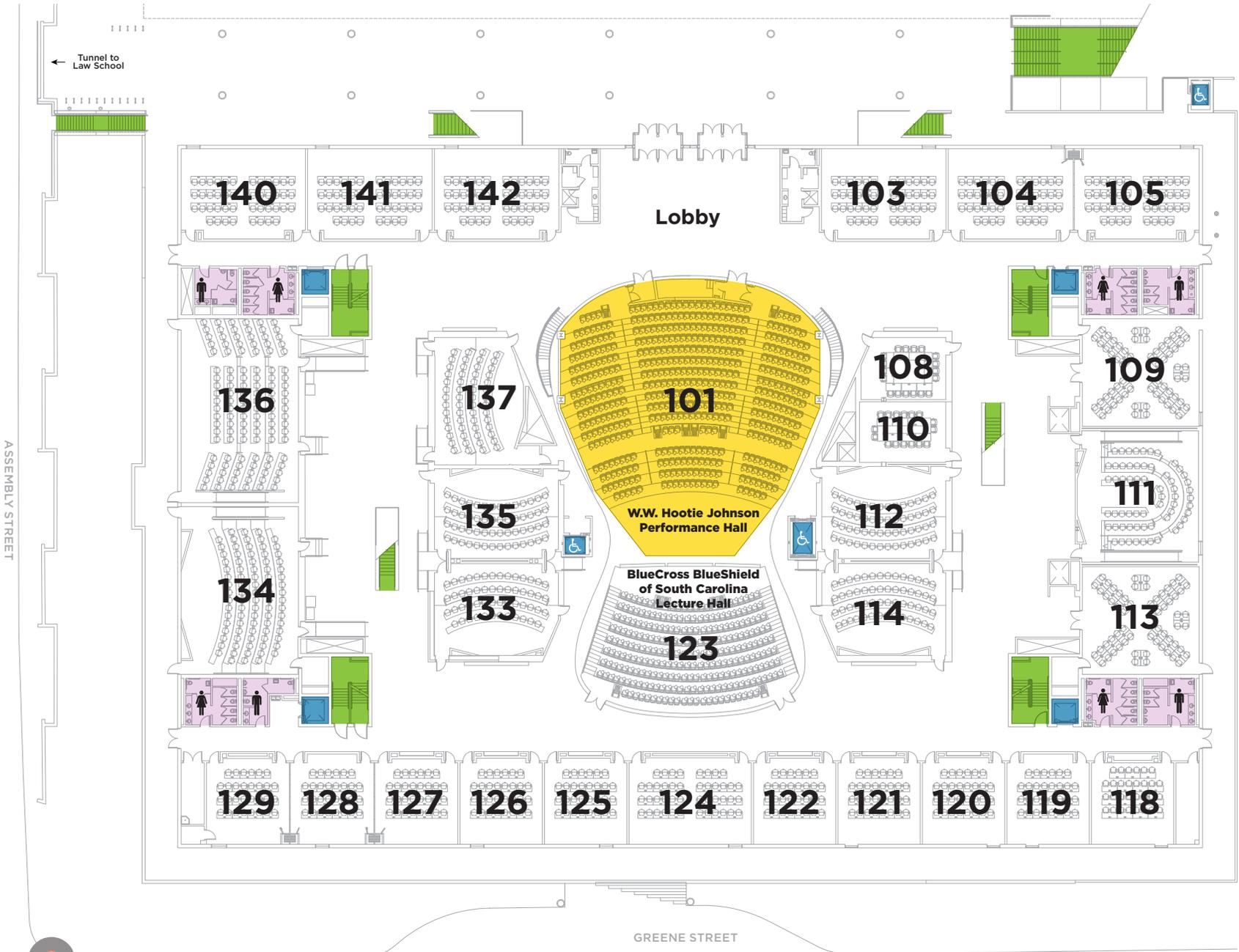
Undergraduate and graduate classes in the Moore School are held on the first floor learning level, which features a 500-seat lecture and performance hall, a 250-seat lecture hall and 29 additional classrooms of varying sizes. This level includes classrooms in eight different configurations to allow for maximum flexibility to meet a variety of teaching needs. Large skylights provide ample natural light from the Palmetto Court, so that the learning level feels airy and bright.

Created in collaboration with the USC School of Music, the 500-seat W.W. Hootie Johnson Performance Hall is the centerpiece of the learning level. Featuring state-of-the-art technology and outstanding acoustics, it serves as a classroom by day and performance space in the evenings.

The learning level can be accessed through doorways on the side of the building that faces the Carolina Coliseum, via the grand staircases that descend from the east and west sides of the central courtyard on the second level, and via any of the four elevators located in the building's corners.



CAROLINA COLISEUM



PARK STREET

ASSEMBLY STREET

GREENE STREET

- RESTROOM
- ELEVATOR
- STAIRS





Second Floor: **The Greene Street Level**

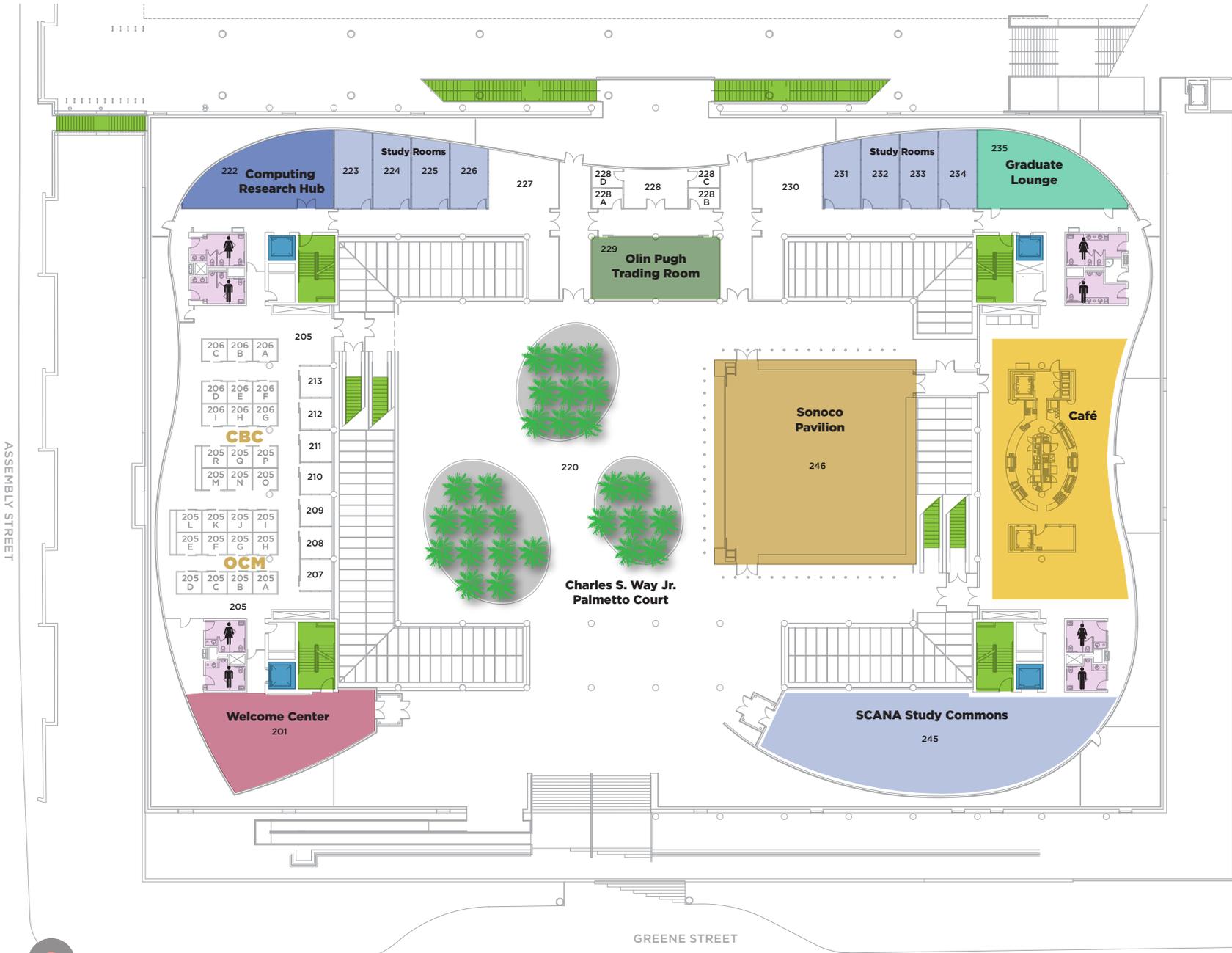
Featuring a welcome center, a café, a trading room, a student lounge, a courtyard and multiple public and private spaces designed for collaborative learning, the Moore School's second level offers ample space for students, faculty, staff and members of the business community to come together and share ideas, strategies and perspectives.

The wide staircase facing Greene Street that serves as the building's main entrance leads into the central Charles S. Way Jr. Palmetto Court, from which visitors can enter the copper-clad Sonoco Pavilion. To the left of the Palmetto Court is the Welcome Center; to the right are the



SCANA Study Commons and the café. The distinctive trading room, with its colorful stock ticker, is located to the rear of the Palmetto Court, with bookable study rooms on either side. Along the Assembly Street side of the building are the Moore School's Office of Career Management and Center for Business Communication.





PARK STREET

ASSEMBLY STREET

GREENE STREET

- RESTROOM
- ELEVATOR
- STAIRS





Third Floor: **The Staff and Administration Level**

Take one of the grand staircases located on either side of the Palmetto Court up one level and you'll find yourself on the Moore School's staff and administration level, which houses the school's deans, undergraduate and graduate divisions and other staff offices. The Daniel-Mickel Center for Executive Education is also located on the third floor, as are eight large, bookable conference rooms that stretch across the Greene Street side of the building.

Notable features of the Daniel-Mickel Center include a working lounge, two conference rooms, two reconfigurable classrooms and two tiered classrooms that use the latest telepresence technology to connect members of the Moore School community with business leaders and business students across the globe.

CAROLINA COLISEUM

DANIEL-MICKEL CENTER FOR EXECUTIVE EDUCATION

GRAD DIVISION

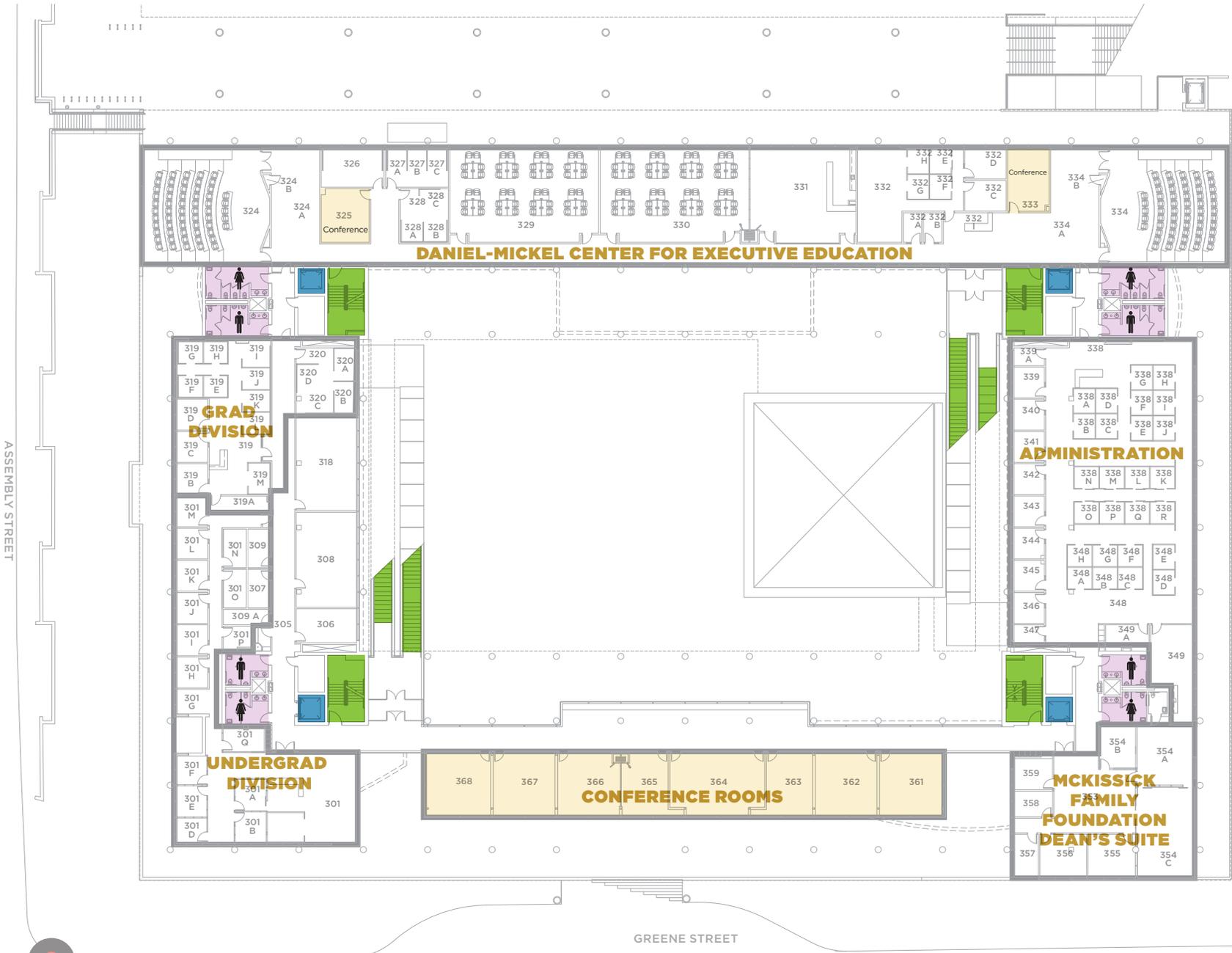
ADMINISTRATION

UNDERGRAD DIVISION

CONFERENCE ROOMS

MCKISSICK FAMILY FOUNDATION DEAN'S SUITE

- RESTROOM
- ELEVATOR
- STAIRS



Fourth Floor: **The Faculty Level**

Outstanding scholarship and thought leadership often occur when faculty collaborate across disciplinary boundaries. The faculty

level of the Moore School is designed to foster interdisciplinary collaboration by placing all seven academic departments adjacent to each other on one floor.

Bright, airy offices, ergonomic chairs, and desks that

can be adjusted so that users can work standing up or sitting down all contribute to a work environment optimized for comfort and productivity. Ten meeting rooms and two open meeting areas provide ample collaborative space. Workspace is also available for up to 70 Ph.D. students and 50 part-time faculty and full-time professional academic staff.

Perhaps the most distinctive feature of the fourth floor is the green rooftop of the Sonoco Pavilion. Accessible by bridges from the Greene Street and Coliseum sides of the building, the rooftop provides a large outdoor space in which faculty can gather to collaborate within or among departments or to work with staff and members of the business community.





- RESTROOM
- ELEVATOR
- STAIRS

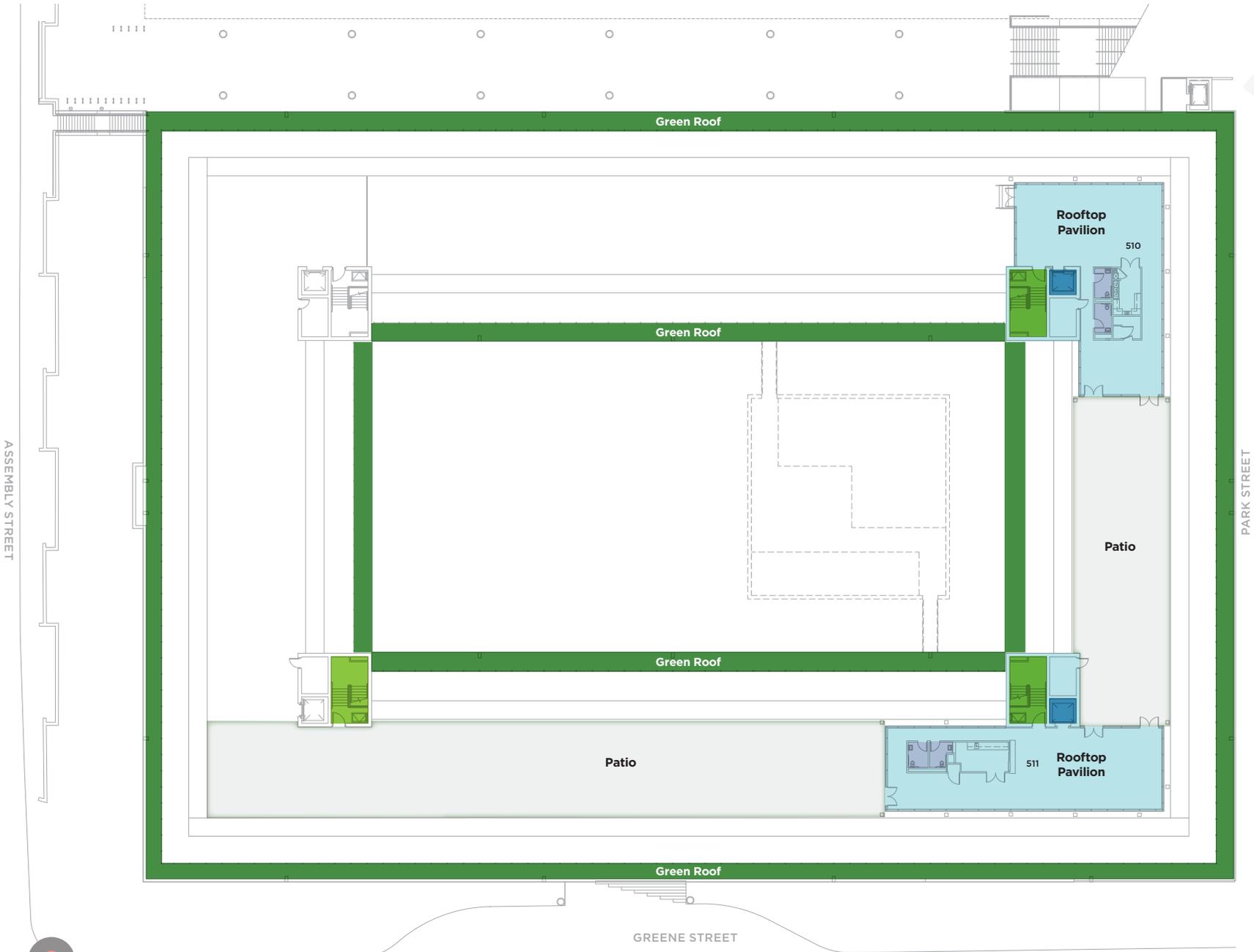




Fifth Floor: **The Rooftop Pavilion**

From ground level, the faculty floor appears to be the top level of the Moore School. But thanks to a number of green features designed to enhance the building's sustainability, the rooftop level also provides inviting space for meetings, events and entertainment. A rooftop pavilion and more than 15,000 square feet of open terrace offer sweeping views of Columbia's downtown and Vista. Most striking of all is the rooftop landscaping. Approximately 44,400 perennials and annuals not only literally make the roof green, they also absorb light and heat, resulting in significant energy savings.

CAROLINA COLISEUM



- RESTROOM
- ELEVATOR
- STAIRS





Sustainable design for sustainable business

The Darla Moore School of Business, with its iconic design and energy innovations, incorporates design features and sustainable business practices intended to reach the goal of earning a LEED Platinum rating. Hundreds of individual green features throughout the building combine to create significant energy efficiencies and environmentally responsible business practices.

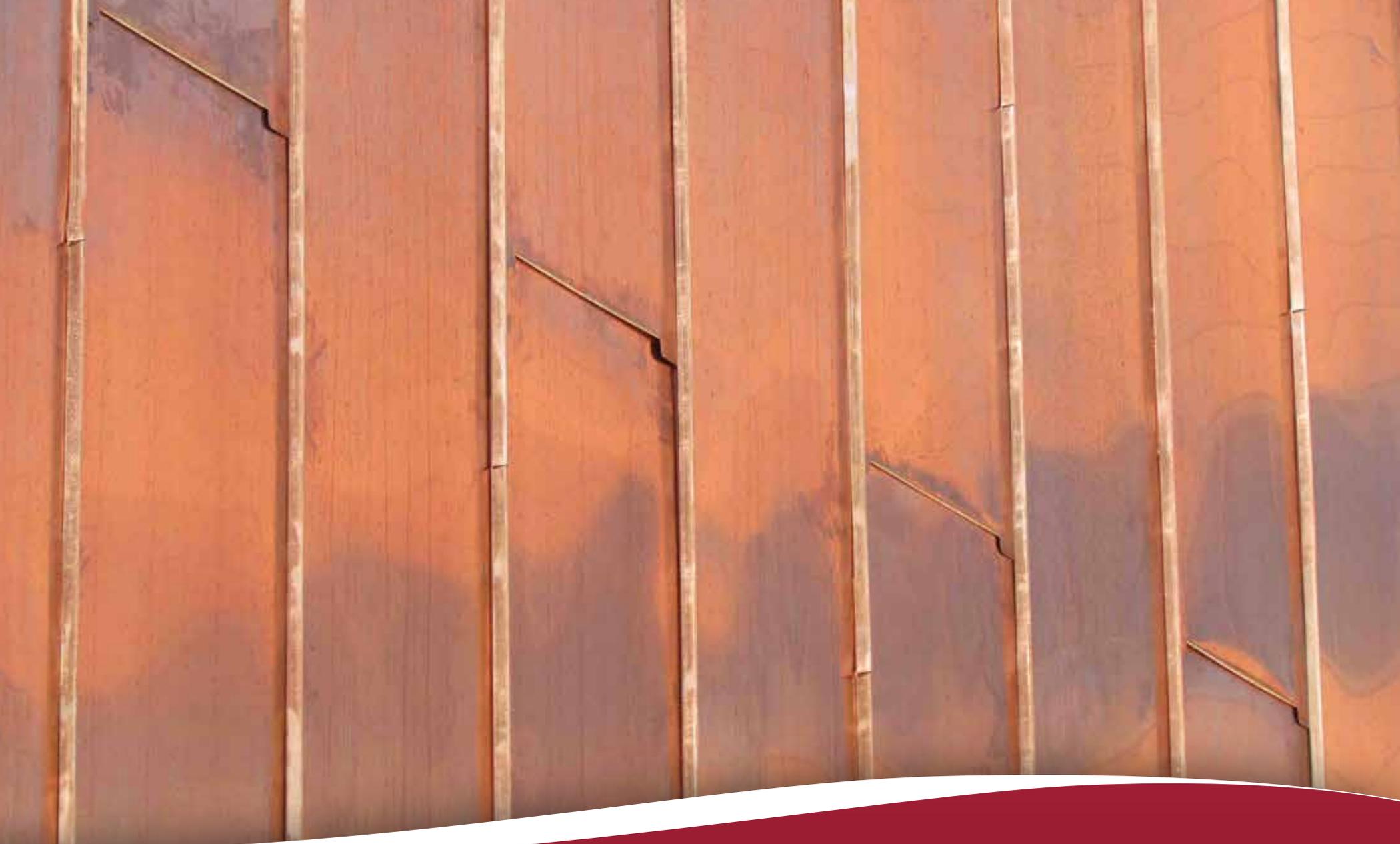
For example:

- Light-colored materials on the roof, terraces, and site reduce the heat island effect, resulting in a need for less heating and cooling.
- Plants that are native to the local climate reduce water requirements and maintenance, and green roofs absorb rain water and reduce the accumulation of heat inside the building.
- Ample bicycle storage makes it easier for members of the Moore School community to cycle to campus instead of driving.
- An extensive rainwater capture system reuses water for irrigation and flushing, and efficient plumbing fixtures reduce potable water consumption by 41.5%.
- Monitoring outdoor air delivery into the building ensures fresh air for occupants. The HVAC system uses demand control ventilation, which directs more air to areas of the building currently in use, while maintaining basic air quality in vacant areas.
- Upper floors shade the lower floors to reduce air conditioning requirements in hot weather, while hundreds of windows and skylights let in natural light to reduce the need for artificial light in many areas.
- Lighting systems use occupancy sensors to power down systems when areas are not in use.
- An estimated 75%-90% of the waste produced during construction was recycled, and more than 30% of building materials contain recycled content.
- More than 30% of the building materials were locally sourced from area businesses, and wood used in the construction came from certified sustainable forest operations.



The new building allows the Moore School to extend its definition of sustainability beyond environmental stewardship to include a healthier work environment. All materials used in construction of the building—including materials like adhesives, sealants and composite woods that often contain harsh chemicals—met stringent standards designed to preserve indoor air quality. Higher-than-average levels of filtration limit building inhabitants' exposure to the chemicals found in cleaning products. All paints and coatings used throughout the building met strict environmental safety standards as well.

The Moore School was selected by the U.S. Department of Energy to partner with its national laboratories in the Net-Zero Energy Commercial Building Partnership program. As a result of this collaboration, the Moore School benefited from expertise in energy technologies, building systems and design and operating practices. Infrastructure included in the initial building design will support the addition of photo-voltaic solar panels and a continued pursuit of a net-zero rating in the future, meaning the building will generate as much energy as it consumes. Collectively, these features make the Moore School's home not only one of the greenest buildings in South Carolina, but one of the largest, most innovative green buildings of its type in the world.



Darla Moore School of Business
University of South Carolina
1014 Greene St.
Columbia, SC 29208
Moore.sc.edu



UNIVERSITY OF
SOUTH CAROLINA
Darla Moore School of Business