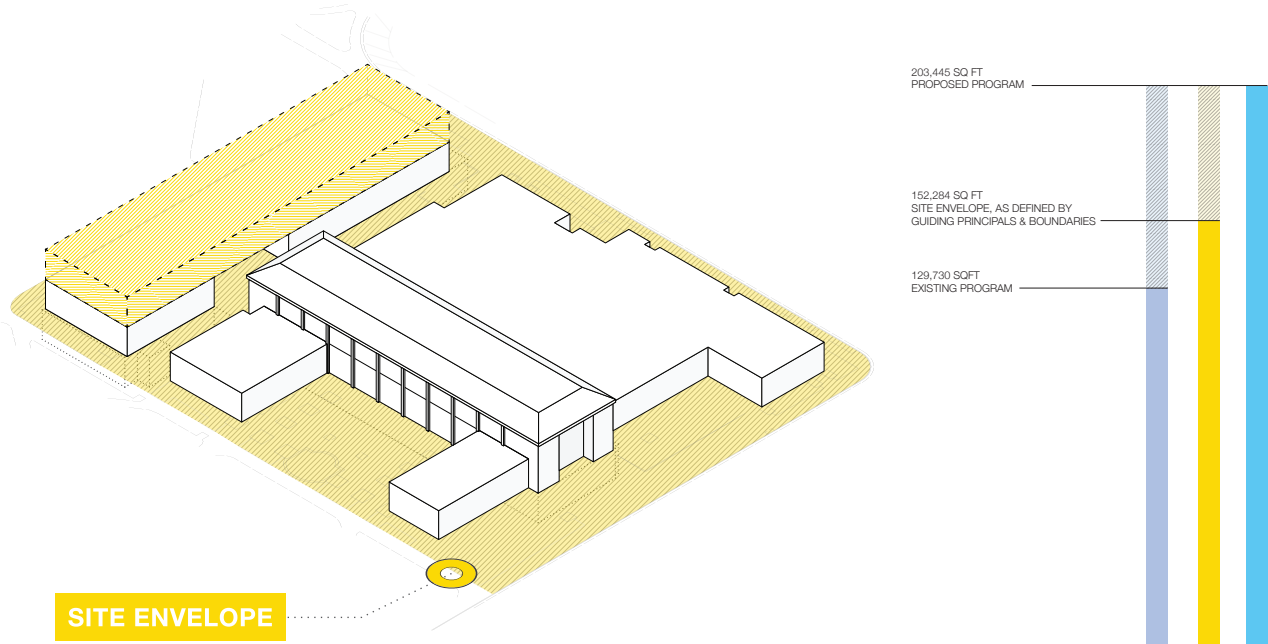


# Santa Clara University

## Benson Memorial Center Plan



**LOCATION** Santa Clara, CA | **DATES** 2012 - 2013 | **SIZE** 114,059 SF



**ASSESSING SPACE NEEDS.** After agreeing on and presenting a finalized desired program for the Benson Memorial Center, it was determined that the current facilities would need to be either replaced or added on to in order to meet the university's needs.

## Designing a new physical and cultural heart of campus

### SERVICES RENDERED

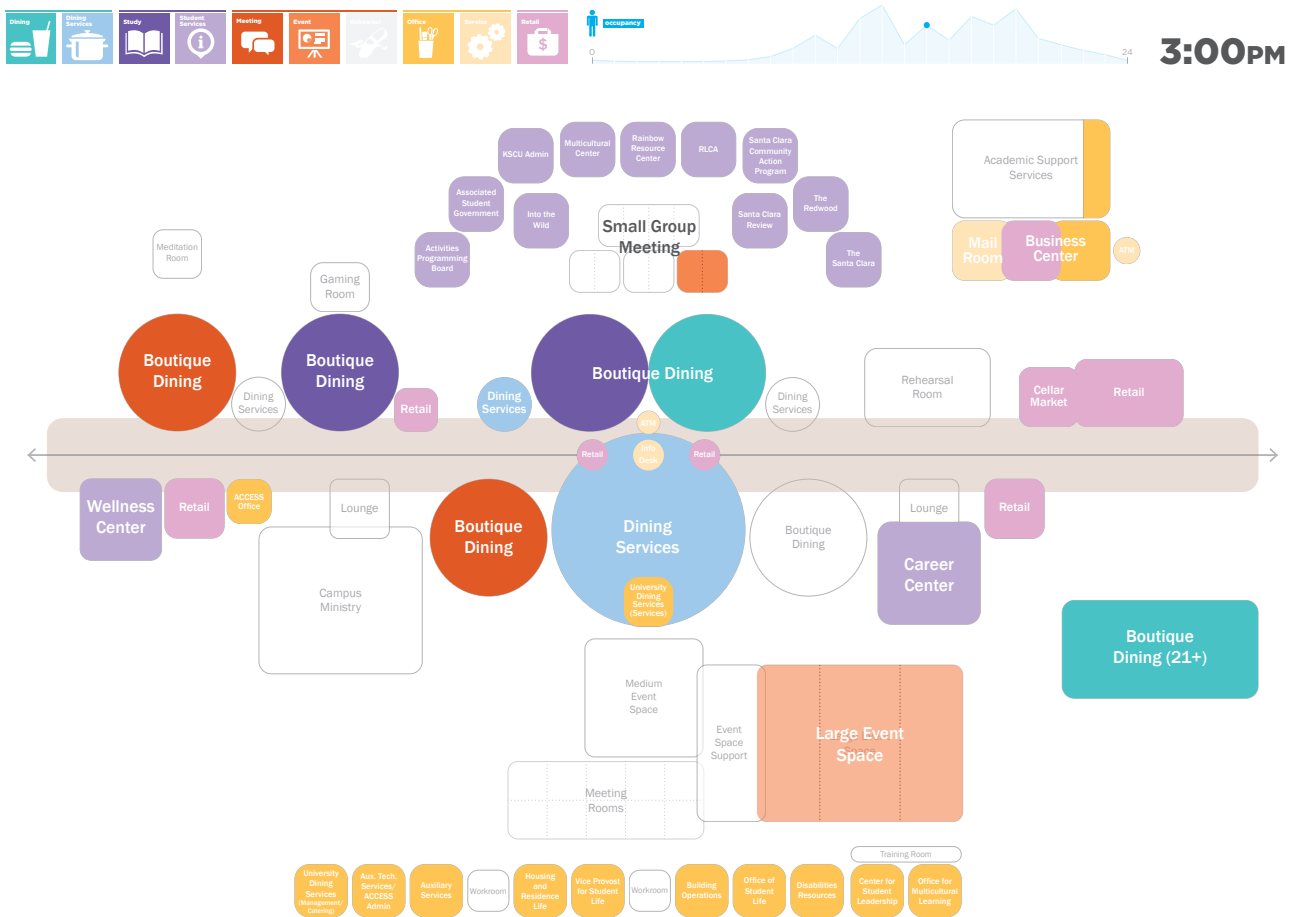
Master Planning  
Programming  
Strategic Development  
Conceptual Design

### STAKEHOLDERS ENGAGED

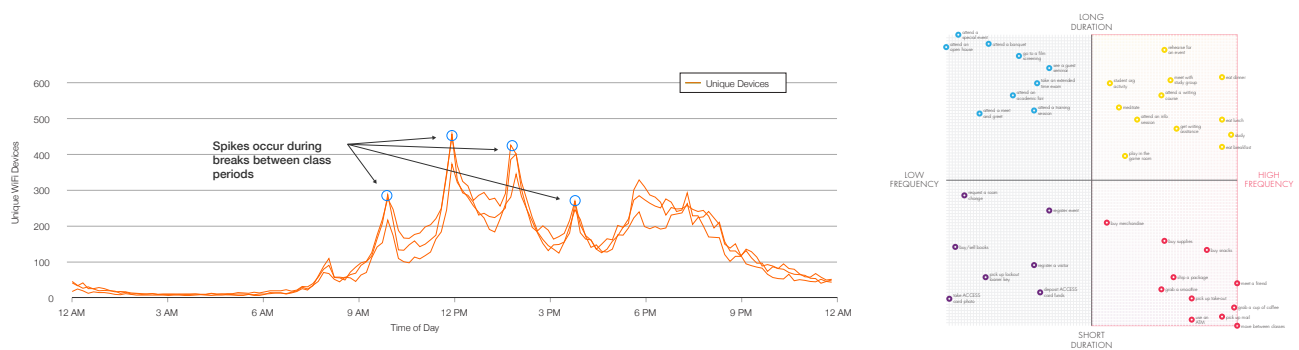
Students, Faculty, Staff, and Administrators

Santa Clara requested MKThink to investigate how students were using the Benson Memorial Center, the school's primary social gathering place that promotes community interaction and integration of the entire student body.

The scope of MKThink's work with Santa Clara University for the Benson Memorial Center included measurement and analysis of current student use patterns and behaviors as well as the development of a new space program, functional specifications, and conceptual organization model. The ambitions the school outlined for the Center would reinforce its position as the physical heart of the campus. In the end, MKThink facilitated meetings with the SCU Task Force to derive the final recommendations.



A DAY IN THE LIFE Drawing from an extensive stakeholder engagement process, MKThink developed an illustrated narrative account of how the proposed space would be activated and deactivated through the course of a typical day in order to better understand and visualize the proposed programs for the new Benson Memorial Center.



LEVERAGE HIGH-TOUCH AND HIGH-TECH METHODS For the Benson Memorial Center programming development, MKThink deployed an intense stakeholder engagement process in conjunction with tracking sensors in order to get a wholistic understanding of the pre-existing conditions.