Using design to research messaging and bureaucracy in architecture.

Seth Gunkel | School of Architecture

Abstract

Public announcements and funding campaigns for new buildings on OSU's campus provide concrete evidence of the use of rhetoric and persuasion to promote new buildings. When a client asks for an innovative new classroom design, an architect must prove they can design for their needs. Therefore, each element in an architectural visualization is carefully selected to convey desired messages. Marketing materials incorporating these visualizations are the direct product of this bureaucratic process for approving new designs.

Through documenting and analyzing marketing material for new buildings on OSU's campus in the last ten years, we can begin to understand the process buildings undergo before construction at OSU. Promotional videos, branding rollouts, and calls for donations show a carefully considered vision that OSU wants to project about its architecture. My analysis revealed this vision as I found direct links from phrases used in marketing to elements shown in architectural visualizations.

Informed by my analysis, I created a form that codified the process of designing a building on OSU's campus. The speculative paperwork makes explicit the clear aesthetic and approach that governs the design of new buildings on OSU's campus. The form is designed to ensure buildings are designed to please the institution's countless stakeholders.

This study used design as a method for research. The act of emulating, analyzing, and designing allows one to understand the subject matter deeply – engaging with it in ways that would never come up naturally in traditional methods of research. The result is a nuanced and layered synthesis of the subject matter.

A successful university must have clearly defined values. OSU codifies its institutional values and enacts processes to ensure they are upheld in the design of new buildings. Buildings on our campus, as well as buildings designed for any large client, are the result of these bureaucratic measures. Although the discipline of architecture typically emphasizes the unique role of the architect, this research clearly shows that systems exert significant influence on architecture. For architects to work effectively within these systems, a clear understanding of the systems at play is advantageous in the creation of a better built environment.

Premise

On April 4, Dean Stephan Wilson announced plans for the addition to the college's 63-year-old building.

"As we are moving rapidly through the 21st century, we must continue building upon our heritage of donor investments to create the next generation of state-of-the-art laboratories and spaces to push the boundaries of discovery of today into the world of tomorrow," Wilson says.

"A variety of technology-enriched laboratories will be introduced with the new space," he says. These include virtual and augmented reality labs to provide realistic experiences for retail merchandising and interior design; industry-standard hospitality labs; and interactive spaces that will allow students to practice calmly and professionally solving problems with "virtual customers, virtual parents and

ExxonMobil Can Transform Engineering Education

Oklahoma State University's College of Engineering, Architecture and Technology (CEAT) is undergoing construction on our new state-of-the-art undergraduate laboratory facility: ENDEAVOR. With an overall goal of $35 million to construct this three-story, 72,000 square-foot facility, we are calling upon our greatest supporters to help us take a significant step into the future.

With the longstanding partnership between ExxonMobil and OSU-CEAT, **we are asking ExxonMobil employees and annuitants to consider giving to this new learning space and support the college's success.** Your collective support will add value to the quality of each CEAT degree earned at OSU by encouraging entrepreneurial ideas and developing tomorrow's innovative leaders. With ExxonMobil's generous **3:1 corporate match**, **your combined contribution** will help fund this defined space in ENDEAVOR.

Your Gifts Enhance the Undergraduate Experience

There are 14 primary laboratories within ENDEAVOR, and each laboratory can be named for a $1 million. As shown below, the identified laboratory space to be named for ExxonMobil is prominently located on the second floor of ENDEAVOR, designated as the Materials Laboratory and visible to approximately 3,900 STUDENTS - EVERY YEAR.

The Michael and Anne Greenwood School of Music is a premier music education facility that harnesses the synergy of research, talent and incomparable hands-on learning experiences available only at Oklahoma State University. The building opened in 2021 thanks to lead donors Michael and Anne Greenwood.

Areas of Impact

When you support the Greenwood School of Music, you help shape the future for Oklahoma State University. By contributing to the fund(s) below, you make our future brighter orange!

Renderings to Reality

Construction renders of our future home

In July 2023, a fully renovated, highly modern Engineering South will become the new home to Electrical and Computer Engineering, Mechanical and Aerospace Engineering, and CEAT Student Services. Please join us as we embark on this transformative project that will impact ECE students for many decades to come.

LEARN MORE

New facility becomes centerpiece for CEAT's paradigm shift

By Jeff Joiner

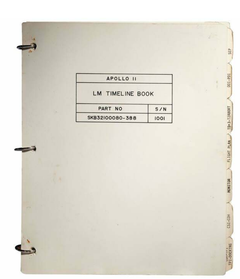
Walking around the new ENDEAVOR facility at the College of Engineering, Architecture and Technology (CEAT), it's easy to see something's different about Oklahoma State University's newest building. Spacious laboratories, four of them the size of a basketball court, feature high ceilings and large windows that reveal the inner workings of technology and innovation as well as the work spaces with an entrepreneurial focus. Open space and glass dominate.

"This building surrounds you. It's open so you see into everything," said Brad Rowland, safety coordinator of ENDEAVOR and a clinical assistant professor of chemical engineering. "You could call it a cathedral."

Oklahoma State University Articles and Funding Campaign Messages

Methods

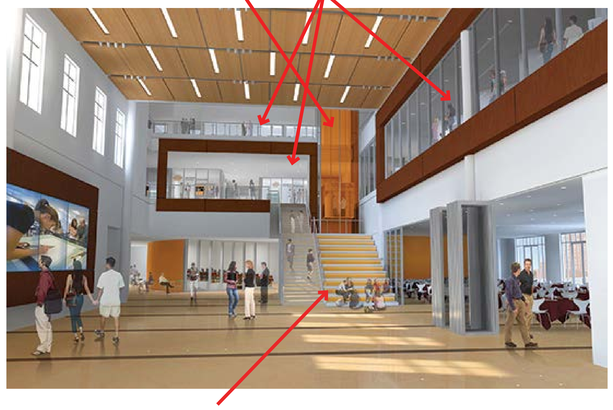
McMansion Hell -Kate Wagner



Apollo-Era NASA Documents

A contemporary accent to accentuate **OSU's dedication to innovation and change**

Extensive glass windows provide portals into working labs, **increasing transparency within the college, which has diversified fields of study.**

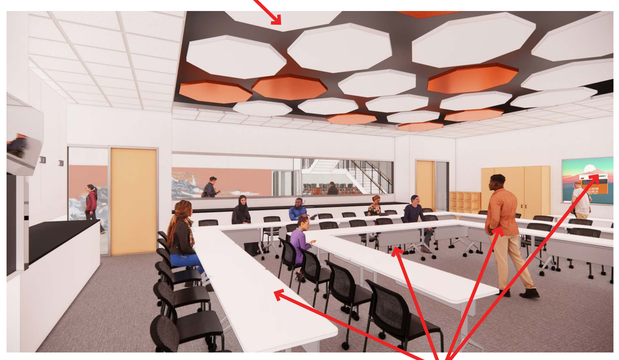


Step seating to **enhance engagement and increase the college's presence on campus**

Human Sciences

Octagons create a **dynamic and exciting atmosphere while showcasing innovation in the learning environment.**

New Frontiers of corporate ceiling design



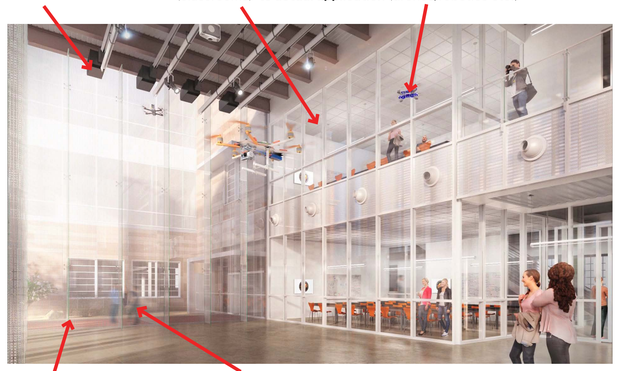
21st century learning means movable furniture in interactive classrooms **to foster learning and collaboration.**

Innovative layouts **transform the way we teach, engaging students and bringing about active participation.**

New Frontiers

exposed structure = **science**

innovative hub of learning **that moves from theory** (classrooms) **to actual application** (drones/robotics etc.)



An investment in our students' future brought to you by structural glass.

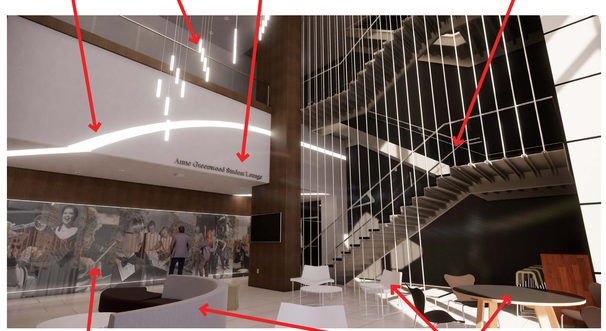
The building's open design encourages **anyone to watch students test and improve their prototypes.**

ENDEAVOR

premier music education facility evidenced by premier pendant lights and bespoke wall-integrated fixtures

Donors are recognized **for shaping the future for Oklahoma State University.**

Contemporary stairs are one feature of inspiring facilities designed exclusively **to elevate the Department of Music's tradition of excellence and support first-class programming at OSU.**



The building **showcases the extraordinary talents of the students and faculty** using a collage accent wall.

designed **to encourage collaboration**

Greenwood School of Music

OKLAHOMA STATE UNIVERSITY STILLWATER CAMPUS PROJECTS

ARCHITECT'S REPORT

PROJECT DETAILS

Campus Entity Name ..... Project No .....

Project Name ..... Project Budget .....

Architect ..... Project Start Date.....

Type of Improvement ..... Proposed Occupancy .....

Type of Construction ..... Occupant Load ..... Fire Suppression System ☐Yes ☐No

Number of Stories ..... Total Square Feet of Floor Area ..... Total Square Feet Based on Exterior Dimensions .....

BUILDING FINISH INFORMATION

Exterior Wall Finish (pick one)

- ☐OSU-blend brick, stone and cast stone accents
- ☐Stone and cast stone accents, OSU-blend brick
- ☐OSU-blend brick, accented with stone + cast stone
- ☐Cast stone and stone accents, OSU-blend brick
- ☐OSU-blend brick, cast stone and stone accents
- ☐OSU-blend brick, accented with cast stone + stone

Does the building service a STEM field?

☐Yes — If the building is for STEM, then the structure and systems must be exposed, as to create a learning building.

☐No — General campus buildings use a variety of ceiling treatments. Pick some.

- ☐Standard corporate drop ceiling
- ☐Statement wood slat ceiling treatment
- ☐Innovative geometric cloud ceiling

ASPIRATIONS FOR THE PROJECT

What the building will be (check all that apply)

- ☐Investment in Our Students' Future
- ☐Innovative Hub of Learning
- ☐Highly Flexible
- ☐The Next Generation of Laboratories
- ☐State of the Art
- ☐Beacon for Research
- ☐Premier Education Facility
- ☐Equipped with the Latest Technology
- ☐Gutted and Redesigned
- ☐Representative of Innovation and Aspiration
- ☐Statement of Our Commitment
- ☐Student-Centric
- ☐Fully Renovated and Highly Modern

What the building will do (check all that apply)

- ☐Transform the way we teach
- ☐Enhance engagement
- ☐Increase college's presence on campus
- ☐Propel the program into the 21st century
- ☐Develop a sense of community
- ☐Prioritize experiential learning
- ☐Assist in recruitment
- ☐Encourage collaboration
- ☐Harness synergy of research, artistry, and incomparable hands-on learning
- ☐Allow for education programs to progress at a more rapid rate

Describe the building (check all that apply)

- ☐Modified Georgian
- ☐Neo-Georgian
- ☐Bastardized Georgian
- ☐Contemporary
- ☐Modern
- ☐21st Century
- ☐Banal
- ☐Illiterate
- ☐"Wow!"
- ☐Restrained
- ☐Harmonic
- ☐Elegant
- ☐Consistent

Additional Project Aspirations .....

Specify Architectural Motifs to Theme the Building .....

University Architect	Signature	Date	Stamp of Approval
OSU Foundation President	Signature	Date	
University President	Signature	Date	

Document created to simplify compliance with Oklahoma State University Design Guidelines and to secure donations for capital projects.

Office of Long Range Facilities Planning in collaboration with The OSU Foundation

OKLAHOMA STATE UNIVERSITY STILLWATER CAMPUS PROJECTS

FAXED

ARCHITECT'S REPORT

PROJECT DETAILS

Campus Entity Name COLLEGE OF ENGINEERING, ARCHITECTURE, + TECH. Project No 22.03

Project Name PLAN² SCHOOL OF ARCHITECTURE BUILDING Project Budget 50 MIL.

Architect BLAKE INGELS GROUP (BIG) Project Start Date 12-13-25

Type of Improvement RENOVATION + ADDITION Proposed Occupancy BUSINESS

Type of Construction TYPE IA Occupant Load 650 Fire Suppression System ☒Yes ☐No

Number of Stories 5 Total Square Feet of Floor Area 110,000 Total Square Feet Based on Exterior Dimensions 120,000

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- ☐Restrained
- ☐Harmonic
- ☐Elegant
- ☐Consistent ☒ FUN

Additional Project Aspirations LINK BUILDING TO BOONE PICKENS STADIUM

Specify Architectural Motifs to Theme the Building RADICAL FUN

University Architect	Signature	Date	Stamp of Approval
OSU Foundation President	Signature	Date	APPROVED OSUD STILLWATER CAMPUS DESIGN GUIDELINES
University President	Signature	Date	

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OSU

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