

**Associated Architects
Universities**

**City Centre Campus
Birmingham City University**

Brief

In line with the University's strategy, the proposed building will play a major role in consolidating its estate into three city wide campuses. Located between the City's proposed Eastside Park and one of the main rail lines into New Street Station the site offers a unique opportunity to develop the University's presence at a local and national level.

Housing the Birmingham Institute of Art and Design, the Faculty of Performance Media and English, a library and state of the art teaching spaces the new building aims to attract students by offering an exceptional learning environment. The University is keen to create a strong sense of identity and requires that the building act as a 'front door' to the University as a whole.

Solution

Building heights across the site are carefully controlled to minimise the number of storeys in line with the University's operational requirements. The proposed articulated roof will draw the various elements of the campus into a unified whole and aims to offer a unique and recognisable signpost for the University. Internally, the planning of the campus aims to encourage the removal of the organisational barriers between the faculties. Meeting and sharing of facilities is promoted allowing the creation of new perspectives amongst staff and students. Specialist facilities such as television and radio studios, animation suites, digital editing suites and craft workshops will be as visible as possible to the public users inside and outside the building and will help the University strengthen links with the creative industries in the surrounding Digbeth area.



Client: Birmingham City University
Project Value: £150m
Planning Application: Sept 2009
Completion: Phase 1 2013
Completion: Phase 2 2015

