



Jan. 15, 2008

University of Alberta officially opens Enterprise Square downtown campus

EDMONTON—Enterprise Square, the University of Alberta's downtown centre of teaching, learning, research and innovation, officially opened today, breathing new life into a quiet block of downtown.

A partnership between the university and all three orders of government, Enterprise Square is a vibrant hub that provides the opportunity for diverse collaboration and economic development. At the same time, it preserves the historic nature of the former Hudson's Bay Building on Jasper Avenue.

"Enterprise Square is a visible symbol of the university's strong ties to the community and our commitment to community engagement and citizenship that underpins our vision," said U of A President Samarasekera. "Partnership, collaboration and innovation all lie at the heart of Enterprise Square, so this building is, in many ways, a symbol of the whole university as we celebrate our centenary and look toward our future. We envision a new period of partnership-building, and expect that Enterprise Square will be the site of many productive and inventive relationships with various community organizations."

Enterprise Square plays a key role in the university's future as it serves the mission of teaching and learning, of research and creativity, of innovation, of community involvement and partnerships. This downtown presence strengthens the U of A's ties to downtown business, arts and cultural communities.

And the lynch pin to all of this potential—which is now coming to fruition—was the collaboration and support provided by government: \$15 million from the federal government through Western Diversification, \$15 million from the Government of Alberta and \$12.5 million from the City of Edmonton (\$7.5 million to Enterprise Square and \$5 million to TEC Edmonton).

"Today's launch of Enterprise Square will help position Western Canada at the forefront of innovation. It is an important milestone in the region's growing capacity for science and technology commercialization," said the Honourable Rona Ambrose, president of the Queen's Privy Council for Canada, minister of Intergovernmental Affairs and minister of Western Economic Diversification.

"The Government of Canada is proud to have invested \$15 million toward the establishment of the TEC Centre at Enterprise Square to support local technology companies as they transform their ideas into marketable products and services."

"This new facility is a great example of the benefits achieved through collaboration," said Doug Horner, Minister of Alberta Advanced Education and Technology. "Our combined effort creates a win-win for everyone and provides new academic and economic opportunities for Albertans."

Enterprise Square is home to some 600 employees, about half from the university, including staff and faculty with several administrative units plus the Faculty of Extension, Executive Education and Lifelong Learning and the Alberta Business Family Institute of the U of A's School of Business.



Office of Public Affairs
6th Floor General Services Building
Edmonton, Alberta, Canada · T6G 2H1
Tel: 780.492.2325 · Fax: 780.492.2997
public.affairs@ualberta.ca



TEC Edmonton, a university partnership with Edmonton Economic Development Corporation, has the largest presence in Enterprise Square. Aimed to bring university research to the marketplace via spinoff and technology commercialization companies, TEC Edmonton and the companies in its TEC Centre occupy the new fourth floor. Their presence will facilitate economic growth and diversification opportunities for the province and beyond, especially given the strategic location in the heart of the business community in Alberta's capital city.

Enterprise Square represents another big step in the revitalization of the downtown core and preserves an important historical landmark. Refurbishing a building of its size—now more than 400,000 square feet—proved significantly more cost effective at \$86.5 million than developing a new building, ultimately passing cost savings to taxpayers.

Given the nature of the business, teaching, learning and research happening in the building, many of the people visiting and working in the facility are drawn there after traditional business hours, further benefiting downtown revitalization. In addition, the block is now reconnected to the pedway system.

"Enterprise Square contributes to our vibrant downtown community, builds on our diversity and makes a significant contribution to our value-added economy," said Mayor Stephen Mandel. "By teaming up with our partners we can make sure that the modern advances researched and developed right here at the University of Alberta result in a greater return on our investment and reap us tremendous rewards in years to come."

The name Enterprise Square was selected in 2006 in recognition of the building's past as a centre of commerce and its future as Edmonton's home of creative and entrepreneurial spirit. The reference to Square captures the idea of a dynamic meeting place for those who work, study and visit there in addition to the shape of the building's floor plate.

In yet another example of partnerships at the heart of Enterprise Square, the atrium currently features an exhibition of original artwork by students in various U of A programs. This includes "write/print," a collaboration between the WRITE program in English and Film Studies, Art and Design's printmaking group, and the Faculty of Extension's fine arts certificate program. There is also "Design Works," the first of a series of exhibitions featuring innovative and thought-provoking designs from undergraduate and graduate students in industrial design and visual communication design.

For more on Enterprise Square, go to <http://www.enterprisesquare.ualberta.ca/>

###

The University of Alberta in Edmonton is one of the top 100 teaching and research universities in the world serving some 37,000 students with more than 11,000 faculty and staff. Founded a century ago, the university has an annual budget in excess of \$1 billion and attracts more than \$480 million in external research funding. It offers close to 400 undergraduate, graduate and professional programs in 18 faculties.

For more information please contact

Kris Connor, Public Affairs, 780-492-9214;

Carmen Leibel, Public Affairs, 780-492-0436, 780-721-3105 cell

File No: 57



Office of Public Affairs
6th Floor General Services Building
Edmonton, Alberta, Canada · T6G 2H1
Tel: 780.492.2325 · Fax: 780.492.2997
public.affairs@ualberta.ca