



BARUCH
COLLEGE
THE VERTICAL
CAMPUS



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THE VERTICAL CAMPUS: A TURNING POINT IN URBAN EDUCATIONAL DESIGN

Baruch College's long-awaited Vertical Campus opened in Fall 2001. Nearly a full city block at its base, 14 curving stories above ground (with an athletic facility and performing arts center extending three stories below ground), the building brings together this most diverse College and student body with a unique combination of new technology and dazzling architectural design.

Taking up the block from 24th Street to 25th Street between Lexington and Third Avenues—a section of 25th Street now named "Bernard Baruch Way"—the Vertical Campus anchors Baruch's visual identity as an institution in the neighborhood. For the first time, it integrates at one location all faculty and staff offices and most of the classroom space for Baruch's two largest academic units: the Zicklin School of Business and the Mildred and George Weissman School of Arts and Sciences. This physical union of the business and liberal arts programs supports the undergraduate business curriculum, which requires an arts and sciences foundation for the degree; the first-time

proximity of the two schools also creates a host of new opportunities for multidisciplinary classes, programs, and initiatives.

Designed by the architecture firm of Kohn Pedersen Fox and Associates and constructed by the Dormitory Authority of the State of New York, the Vertical Campus building also marks a new approach to an urban educational facility. With nearly 800,000 square feet of space to work with, planners at Baruch have attempted in an urban setting to create the sense of open space and quadrangle design that characterizes the typical ex-urban college campus. Thus, a great deal of space has been given over to three stacked atria, one rising from the ground floor to the fifth floor, with a glass curtain wall facing Baruch's Information and Technology Building to the north, across Bernard Baruch Way; another, wider atrium rising above that, from the fifth to the eighth floors; and a third, against the southern wall of the building, that rises from the eighth to the 13th floors with a dramatic glass curtain facing south and giving views of all of lower Manhattan.

This design allows sunlight from the southern exposure to filter diagonally from the top of the building and along the southern side down to the ground floor entrance lobby and exterior plazas on the north side, along Bernard Baruch Way.

At the same time, each floor is designed as a quadrangle, with a mix of classrooms, research space, and offices around the open atrium and with many open spaces and cul-de-sacs that are furnished with chairs and tables for conversation, reading, and hanging out between classes. This design unifies the teaching and research facilities as they would likely be encountered in a more traditional campus design.

The building also brings to Baruch state-of-the-art instructional technology and media on a scale almost unprecedented in an urban academic center—102 classrooms, 14 research labs, and 36 computer labs. All classrooms

and labs are fully wired and provided with an integrated computer and media lectern that links the instructional technology with ceiling projectors, allowing instructors to deploy every teaching technology from the traditional “overhead” to the latest information management and presentation tools, live Internet research, digital photography, video and audio playback, teleconferencing, and more. Technology costs range from about \$25,000 for the typical 30- to 70-seat classroom up to \$105,000 for a 500-seat facility.

In addition to the vast teaching space, the building serves as a true campus hub, with a three-level sports and recreation center, a theatre and recital space, 500- and 300-seat auditoriums, a food court, and a dramatically expanded campus bookstore, which for the first time is accessible, as a retail outlet, from the street.

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"[Our students are] all trying to fulfill the American Dream. Finally we have a building where they can do it."

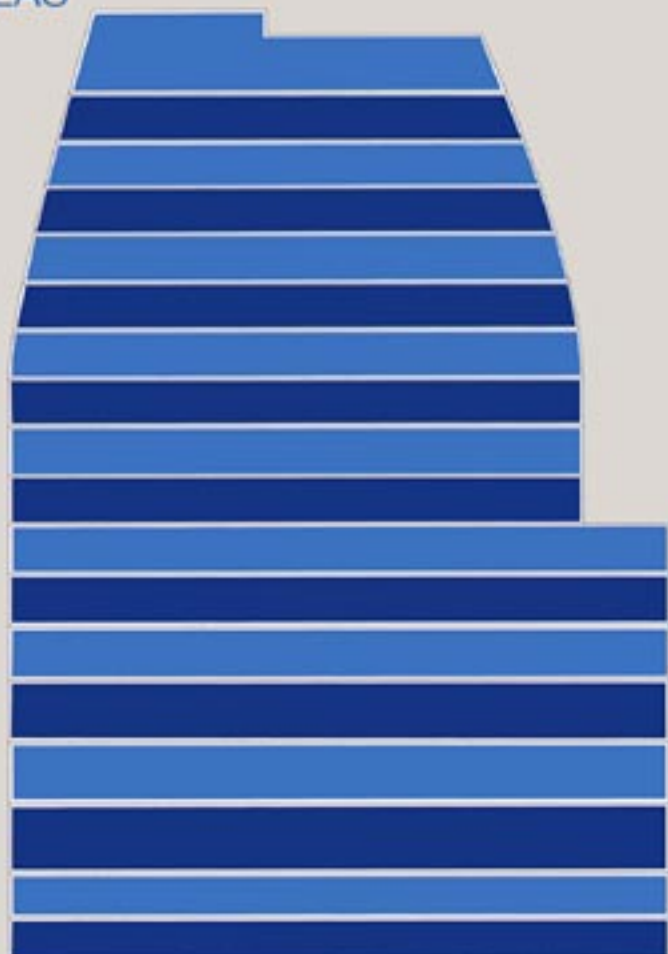
—Cynthia Whittaker, Baruch professor of history, as quoted in *The New York Times*.

BARUCH COLLEGE VERTICAL CAMPUS

ACADEMIC DEPARTMENTS, PROGRAMS, AND STUDENT AREAS

- FL
- 14 Conference / Executive Education
- 13 Zicklin Dean / Executive Education
Graduate Studies / PhD Programs
- 12 Stan Ross Department of Accountancy /
Marketing / Statistics and CIS
- 11 Stan Ross Department of Accountancy /
Marketing / Statistics and CIS
- 10 Economics and Finance / Statistics and CIS
- 9 Management / Law
- 8 Weissman Dean / Management / Psychology /
Communication Studies
- 7 English / Fine and Performing Arts
- 6 Mathematics / Modern Languages / English
- 5 History / Philosophy / Political Science /
Center for Advisement / Skills Assessment Testing
- 4 Sociology and Anthropology / Black and Hispanic Studies /
Communication Studies / Mathematics / Psychology
- 3 Student Organizations / Student Services
- 2 Dean of Students / The Lawrence N. Field Center /
Student Services
- 1 Baruch Bookstore / Food Court / Security

- B1 Sports and Recreation Facilities / Fitness Center
- B2 Gymnasiums / Engelman Recital Hall / Nagelberg Theatre
- B3 Performing Arts Center / Racquetball Courts / Pool





"From concept to light fixture, the Vertical Campus is an extraordinarily rich building, complete in the way a thriving city is complete, with many moving parts performing in an intense urban ballet." —*New York Magazine*

At the heart of the building is a bank of six high-speed elevators, each with a capacity of nearly 40 people and with doors that open on both sides for rapid movement. These elevators stop at every third floor and can transport up to 5,000 students in a half hour. Three smaller passenger elevators, each with a 10-person capacity, stop on every level. In addition, five sets of escalators serve the first five floors, and two elevators, an escalator, and a staircase are specially designated to provide access to the lower levels.



QUICK FACTS

- SIZE:** 17 floors / 786,000 square feet
- COST:** Building, \$319 million
Technology, approximately \$8 million for instructional media and computers
- OCCUPANTS:** Zicklin School of Business
Weissman School of Arts and Sciences
Executive Education programs
Lawrence N. Field Center for Entrepreneurship and Small Business
Stan Ross Department of Accountancy
President's Office
Provost's Office
Office of Student Services
Student organizations
Academic Consulting Center
Career Development Center
Food court
Bookstore
- FEATURES:** 102 classrooms
14 research labs
36 computer labs
500-seat auditorium
300-seat auditorium
Conference Center
48 conference rooms
375 offices for faculty
39 offices for deans, department chairs, and program directors
180 offices for staff
425 workstations for additional staff and adjunct faculty
- ATHLETICS:** recreation and fitness centers, gymnasium, racquetball courts, pool, locker rooms
- FINE ARTS:** Rosalyn and Irwin Engelman Recital Hall
Rose Nagelberg Theatre
Theatre studios
graphic arts lab, photo labs, music studios and rehearsal spaces, recording studio



For more about the Vertical Campus, please visit our Web site at www.baruch.cuny.edu. The site will be updated regularly with photographs and other information, including a virtual tour.





BERNARD BARUCH WAY

City College graduate of the class of 1889 who majored in classical languages and became one of the nation's most respected statesmen and financiers, serving as an unofficial economic advisor to every U.S. president between 1912 and 1960, Bernard Mannes Baruch now enjoys a new accolade: The street that runs between the Information and Technology Building and the Vertical Campus has been named in his

honor. The then-Mayor of New York City, Rudolph Giuliani, signed the bill in a ceremony at City Hall on Feb. 26, 2001. The mayor stated, "Because of his [Bernard Baruch's] many contributions to his country, in wartime and in peacetime, it is fitting that East 25th Street, between Third Avenue and Lexington Avenue, be named 'Bernard Baruch Way.'"

In 1953, the School of Business and Public Administration was named for Bernard Baruch. In 1968, that school became Baruch College. When Bernard Baruch died on June 20, 1965, at the age of 94, his \$9 million bequest to the school established a tradition of philanthropy that today thrives at the College.



Located in the lobby of the Vertical Campus, this life-sized bronze sculpture is modeled after a famous photograph of Bernard Baruch seated on a park bench, from which he conducted many of his business affairs. The statue was created by sculptor James M. Agius and commissioned by alumnus Peter Jonas ('60) and his wife, Gloria.





The College is located at the heart of one of the world's most dynamic financial and cultural centers, on Lexington Avenue near the Flatiron District of Manhattan.

ABOUT BARUCH COLLEGE

Baruch College traces its roots to 1847, when the Free Academy, the first institution of free public higher education in the country, was founded in New York City to provide educational opportunity and superior academic programs. (Baruch's landmark building at 23rd Street and Lexington Avenue occupies the site of the Free Academy.)

Today, a thriving, urban, multicultural institution and a senior college of The City University of New York (CUNY), Baruch prepares motivated students of proven achievement (many the first in their family to attend college) with a superb management-focused education. In providing an opening to these students, Baruch sustains the original mission of the Free Academy and the City University, adapting that mission specifically to the needs of New York City, once a commercial hub, now a global corporate and financial powerhouse.

The College offers undergraduate and graduate programs through its three schools: the Zicklin School of Business, the largest and one

of the most respected business schools in the nation; the Weissman School of Arts and Sciences; and the School of Public Affairs. The College is located at the heart of one of the world's most dynamic financial and cultural centers, on Lexington Avenue near the Flatiron District of Manhattan. It has been ranked as the most diverse college in the United States, with students from across the wide spectrum of New York City's cosmopolitan population, as well as from 148 other nations around the world. Total enrollment is over 15,000, including nearly 2,500 graduate students.

Baruch alumni fill key positions in every sector of the city's economy – corporate, business, civic, and nonprofit – and form a Who's Who of influential leadership across the nation. To a degree unusual among public academic institutions, Baruch College is strongly endowed by a supportive and active group of alumni. Without their commitment, the College's increasing level of excellence and outstanding reputation would not be possible.



Baruch COLLEGE

The City University of New York

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