

INFORMATION FOR ART INCLUSION AT THE ROWAN UNIVERSITY ROBINSON GREEN

Background

Rowan University has evolved from its beginning in 1923 as a school with a mission to train teachers for South Jersey classrooms, to a comprehensive public research university with a strong regional presence and reputation. At Rowan, what underlies and drives every decision are four guiding principles that reflect what we value and how we perceive our obligation to serve and lead as a state university. Educational priorities, enrollment, outreach initiatives, finances and collaboration with partners are just a few of the concerns that benefit from the filter of the four pillars:

- ***Providing access*** to increase opportunities for students to benefit from higher education
- ***Improving affordability*** to help relieve the burden of student debt and maintain the highest standards of fiscal accountability
- ***Ensuring quality*** to deliver education, programs and services of superior quality
- ***Serving as an economic engine*** to lead the development of the region, collaborating with public and private partners to benefit all

Today, Rowan's 14,000 students may select from 59 bachelor's, 56 master's and four doctoral degree programs in colleges and schools across five campuses. The University is one of only 56 institutions in the country with accredited programs in business, education, engineering and medicine. From the modest normal school begun 90 years ago, Rowan University has become an extraordinary comprehensive institution that has improved the quality of life for the citizens of New Jersey and the surrounding states.

The Crossroads at Robinson Green

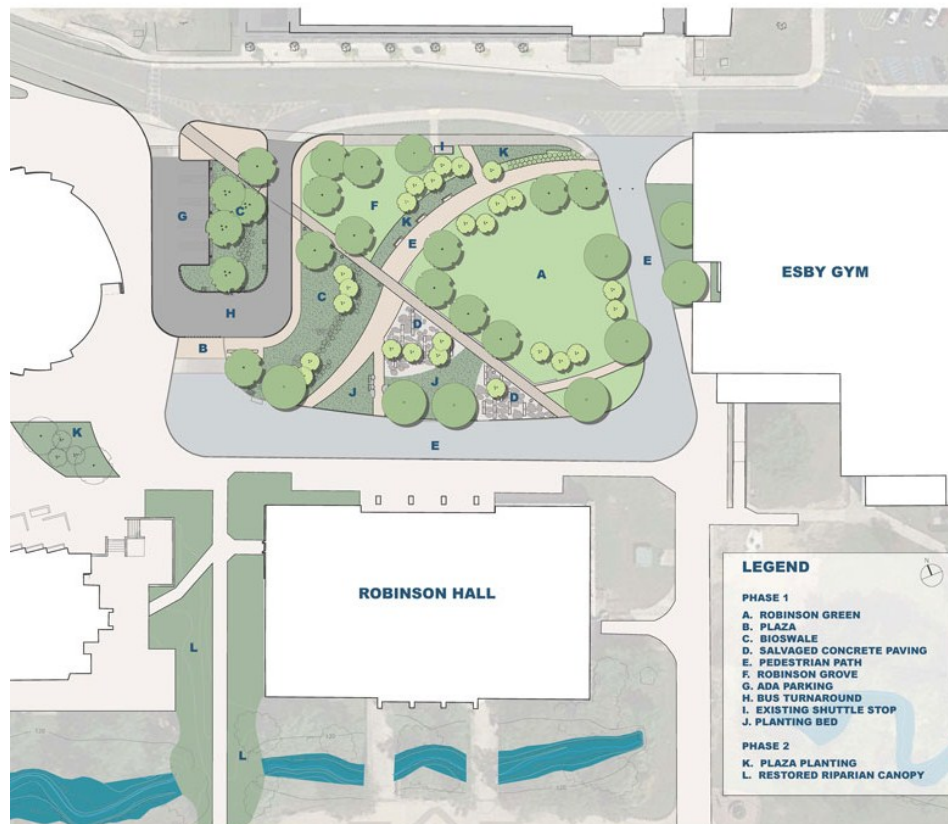
146 acres of land purchased in 1961 added 146 acres to the north side of state Rt.322, and unknowingly altered the destiny and potentials of Rowan University's campus. In contrast to the historic original land tract now called South Campus, North Campus continues to experience an ever increasing rate of academic as well as residential building construction. This continuous realignment led to a need for order and identity on the campus grounds, and North Campus' Robinson Green was revealed to be the essential foci to be re-envisioned.

The evolution of Robinson Green has been a long time in the making. Its creation involved a multitude of decisions and numerous decision makers. The Green started with the construction of buildings all around the perimeter of an open area in the heart of North Campus. Esby Gym (1966) was built on the east side, followed by Wilson Hall (1972) on the west side, next came Robinson Hall (1974) on the south side and finally James Hall (2008) completed the 4 sided

spatial enclosure on the north side. In addition the construction of many university buildings, beyond the perimeter boundaries of Robinson Green, generated an ever increasing amount of pedestrian cross traffic movement in the center of North Campus.

In the fall of 2015 the Crossroads at Robinson Green was revealed, creating a functional landscape that has dramatically transformed the campus open space into an oasis of ecology and sustainability. The project was developed using recycled concrete recovered from the old existing sidewalks, green storm water infrastructure and native plantings. Pedestrian traffic in and around the green has been separated from what was a hazardous interaction with vehicular traffic, and additionally enhancements to handicapped parking accommodations have been provided. In this prominent location at the Crossroads of Education, Performing Arts, the Sciences and Athletics, the new design provides a place to pass through, linger and contemplate.

Robinson Green Plan:



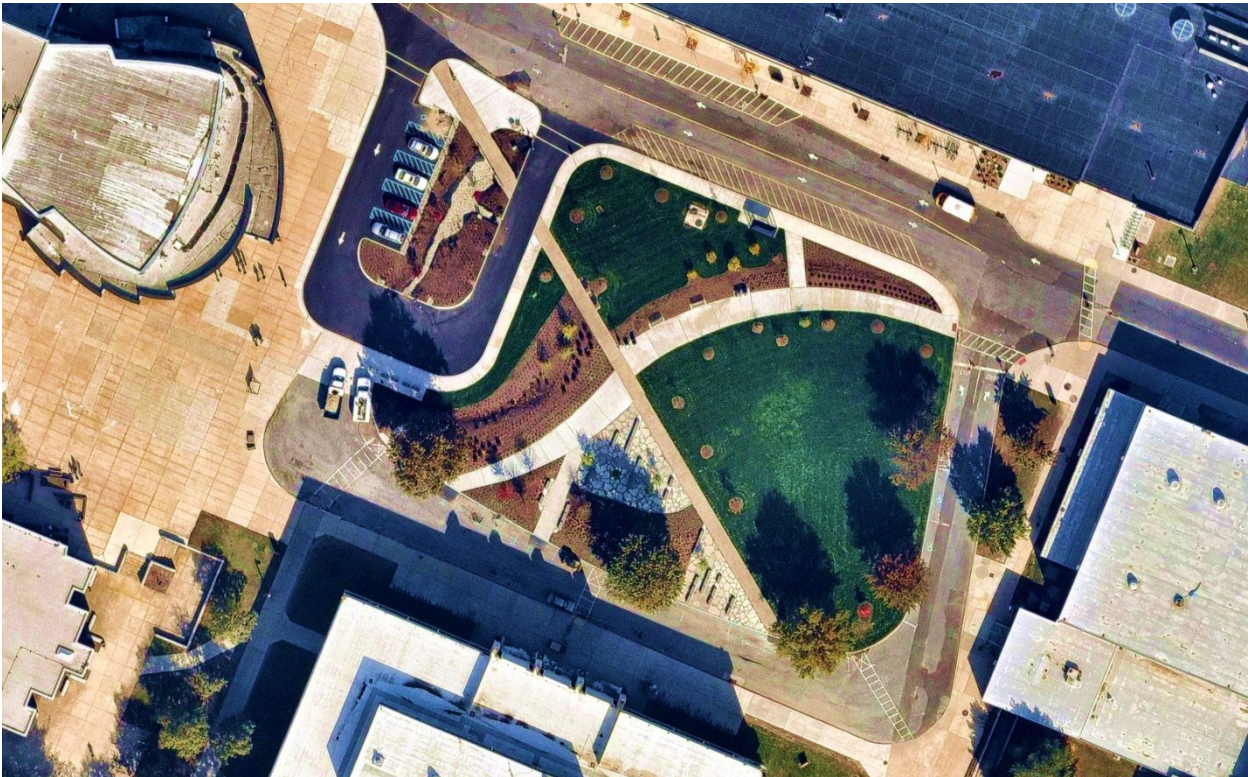
Robinson Green in Fall 2015



Before



After



Art Inclusion

Art installations, as a part of New Jersey Arts Council's Art inclusion Program, are being proposed at Robinson Green shown in the images above. Artists may submit their interest for the art piece, or partner with other artists to submit a joint proposal.

Rowan University is interested in a public artwork that compliments the design vision of the site, and enhances its natural physical characteristics, topographical details, and ecology. Artworks that are environmental in discipline and elevate and capture the natural elements such as light, movement, sound, are encouraged. The University seeks an artist capable of understanding and reflecting an intersection/crossroads of the various academic and natural elements. The work should invite individuals to experience the messaging of the art in a passive or active way. Works with water elements are not being considered.

The proposed budget is approximately \$60,000 for the art. The commissioned art is to be completed and installed by August, 31st, 2016.