CBA ALL COLLEGE MEETING

ARO EBERLE ARCHITECTS

WITTICH HALL
• 1912 – A movement began to provide physical education at State normal schools

• La Crosse became the first school in the state to offer a major physical education program

• Wittich Hall gymnasium regarded as the “one of the best in the world”
WITTICH HISTORY

Walter Wittich

- Tenure: 1917–1953

- Attended Milwaukee Normal School, Harvard Summer School, University of Colorado and University of Wisconsin

- Innovator and Leader in physical education programs with national influence

"Under Wittich’s directorship, the programs were characterized by their reliance on fundamental training in gymnastics and sports activities, the subordination of athletic competition to the purpose of physical education, and the instilling of truly professional attitudes and competence in students training to be teachers of physical education."
WITTICH HISTORY
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All photos courtesy of UW-L Area Research Center
WITTICH HISTORY

Figure 1.1-1: 1916 Gymnasium, UW-La Crosse Area Research Center (c. 1920)
WITTICH HISTORY
PROJECT BACKGROUND

Preliminary Design Report
Wittich Hall Adaptive Reuse Project

Wittich Hall
Facility Study

Fliep Architects
GOALS AND PRIORITIES

• Create an Identity and home for the CBA
• Provide attractions to draw CBA students to the building
• Maximize daylight and access to daylight within space (where desirable)
• Respect Historic character of building while contrasting with new construction
• Improved Accessibility
• Provide private faculty offices
• Facilitate faculty–faculty, faculty–student, and student–student interaction within the space
• Active and flexible work environment
• “Healthy work environment” – encourage movement and a healthy work space
• Daylight and privacy control. Balance of open and light
• Ease of maintenance
• Provide spaces with good acoustic properties
TO DATE:

• Hyland Hall – UW Whitewater
• Laurentide Hall – UW Whitewater
• Red Gym – UW Madison

FUTURE:

• Finance Lab (UWM?)
• Active Learning Classroom (UW–Madison?)
IMAGE SURVEY

INTRODUCTION
Aro Eberle Architects engaged with key project stakeholders to conduct an “image survey.” The image survey process aims to build consensus and understand the stakeholder’s preferences for spatial qualities, aesthetic preferences, room types and other architectural traits.

Our team exhibited 167 different images of institutional projects from around the world. Most images were of a similar building type to the College of Business Administration or other academic buildings. Effort was made to provide a mix of styles and approaches to different spaces. A portion of the images depicted other “adaptive reuse” situations.

The spaces depicted in the images were private offices, public spaces, meeting spaces, conference spaces and educational spaces.

METHODOLOGY
The participants were asked to place adhesive-backed dots of different colors on images that they either liked or disliked. Participants were also encouraged to reinforce likes or dislikes of their colleagues to help create discernable trends among images in the survey. This was done due to the limited group size.

After the stickers were placed, there was an in-depth group discussion about why certain images were selected either as good or bad examples.

[Image of image survey participants]

= LIKE  = DISLIKE
IMAGE SURVEY

02
LIKE THE ACTIVE LEARNING / FLEXIBLE CLASSROOM SET-UP

04
LIKE THE DAYLIGHTING AND SET-UP OF COLLABORATION SPACE

05
LIKE THIS STYLE COMPUTER LAB

06
LIKE THIS STYLE COMPUTER LAB

07
LIKE THE VARIETY OF THE SPACE

08
LIKE THE MATERIALS, LIGHTING AND AMPHITHEATER STYLE SEATING AREAS. LIKE THE LIGHTING
**IMAGE SURVEY**

01. Don't like the colors or the panel design.

02. Don't like the wood-cut lattice.

03. Don't like the tiered seating.

04. Like the two gentlemen in photo.

05. Office too transparent; like concept with a glass side wall.

07.
SITE CONTEXT
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EXTERIOR SPACES
SITE DESIGN - WEST
SITE DESIGN - EAST
INTERIOR SPACES
ADAPTIVE REUSE
FIRST FLOOR
STUDENT INVESTMENT CENTER PRECEDENTS
MEETING ROOM PRECEDENTS
TEACHING LAB PRECEDENT
ACTIVE LEARNING PRECEDENT
GROUP STUDY PRECEDENTS
GROUP STUDY PRECEDENTS