

San Francisco State University Dedicates Marcus Hall, New Liberal and Creative Arts Building, to Honor Alumni George and Judy Marcus

New Building by Mark Cavagnero Associates Opened to Students This Semester



Marcus Hall at SF State. Photo by Henrik Kam.

San Francisco, CA (October 5, 2021) – Today, San Francisco State University (SF State) dedicates the **George and Judy Marcus Hall for the Liberal and Creative Arts**, the new home for the Liberal & Creative Arts College’s Broadcast and Electronic Communications Arts (BECA) Department. Named in honor of alumni George and Judy Marcus, the largest donors in SF State’s history, Marcus Hall is SF State’s first academic building named for alumni and marks its first new academic building in 25 years. Designed by **Mark Cavagnero Associates** (Cavagnero), the building opened to students this semester. The Marcus’ support of SF State and the College is enduring and transformative, as they have served on the San Francisco State University Foundation Board and the California State University Board of Trustees and established the \$25 million **George and Judy Marcus Funds for Excellence in the Liberal Arts** at the University in 2018.

Mark Cavagnero said, “It has been an honor to work with SF State to design and realize the university’s first new academic building in more than two decades. Marcus Hall provides a range of versatile spaces to spark innovation and collaboration, with state-of-the-art technology. I hope this new building inspires students and provides them with a space to learn, experiment, and create.”

Cavagnero’s design balances the BECA department’s multidisciplinary and technical needs through a hybrid form of glass, steel, and concrete. Maximizing open and flexible space, accessibility, and transparency, the structure uses concrete to support acoustics and limit vibration, and carve out a range of spaces, from large production studios to intimate labs. Juxtaposed with concrete, glass and steel lighten the building’s shape, inviting the campus in and creating a feeling of openness.

“We are incredibly grateful to George and Judy Marcus for their longstanding support of the university, and are thrilled to dedicate Marcus Hall in their honor,” said Andrew Harris, Dean of SF State’s College of Liberal & Creative Arts. “Cavagnero’s distinctive and thoughtful design supports our students’ academic

enrichment and professional pursuits and marks an exciting new chapter for the College of Liberal and Creative Arts and the university at large. Marcus Hall will help train generations of future media leaders and innovators.”

SF State is honored to receive a major grant from **The Herbst Foundation** in support of Marcus Hall, and in tribute has named Marcus Hall’s main lobby **The Herbst Foundation Entrance Hall**. As the portal to the campus and community, **The Herbst Foundation Entrance Hall** is a bright, welcoming space to receive visitors.

About the Design

As a flagship for SF State’s technical and creative program, Marcus Hall offers a dynamic and flexible learning environment with multidisciplinary classrooms and media production spaces. A testament to the strength of SF State’s program and presence for the arts on its campus, the new building is the latest example of Cavagnero’s designs that foster creativity and collaboration by encouraging connection between students and faculty. The building’s amenities are strategically designed to adapt to changing technologies to ensure that the university and its students remain at the forefront of technological innovation and leadership.

BECA’s inclusive approach to teaching and learning, which prioritizes classroom configurations that encourage interactivity and creativity, is facilitated through Cavagnero’s design, which conceives of Marcus Hall as a flexible learning and production environment. At 75,000 square feet, its interior offers spaces for students to work together or independently, facilitating connection and private study. Opportunities for collaboration are created through inviting gathering spaces, flexible seating arrangements, and accessibility to technology.

With cutting-edge resources, and the capability to adapt to evolving technologies, Marcus Hall will train students across multiple skills and prepare generations to come for careers in media and technology. It features:

- Interspersed, multidisciplinary classrooms;
- two 4k-capable multistory television studios;
- a high-definition broadcast news studio with robotic cameras;
- a sound design studio with acoustics for recording, mixing and mastering in surround sound, capable of ADR, SFX editing, and audio restoration;
- the KSFS broadcast student radio station;
- multimedia digital editing suites and classrooms; and
- a 100-seat flexible, video wall-equipped media presentation space.

Designed in accordance with SF State’s commitment to resilient and sustainable development, the building is anticipated to receive LEED Gold certification. Composed of recycled, renewable, and durable materials, Marcus Hall efficiently mitigates the region’s microclimate. The facility is also efficiently planned to maximize energy performance, balance thermal gain and loss, induce natural ventilation, and modulate solar exposure. The landscape design minimizes maintenance by including native, drought tolerant and well-adapted plant material to reduce water use.

About Mark Cavagnero Associates

Cavagnero’s vision is responsive to the ever-evolving need to unify the social and built environments. The firm consistently pursues design solutions that will ensure long-term benefits for their communities to

build resources that will last for generations. In pursuit of innovation, Cavagnero investigates design concepts through an iterative process that resolves complex design issues with clarity and simplicity.

Through the values instilled by founder, Mark Cavagnero, Cavagnero is especially sensitive to the cultural heritage and the legacy of place. Adhering to this philosophy by carefully investigating the alignment of each client's program with a site's cultural roots and social patterns of place, Cavagnero designs a specific response to each context.

The firm was founded in 1988 as Barnes and Cavagnero, and in 1993 became Mark Cavagnero Associates, grounded in a set of core values with a strong focus on public and institutional projects and a belief in the power of collaboration and community building. Cavagnero consists of over 70 multi-disciplinary professionals who are committed to its socially- and environmentally-conscious practice, which has made significant contributions to San Francisco's civic life.

About San Francisco State University

San Francisco State University is a doctoral public university serving students from the San Francisco Bay Area, across California and around the world, with nationally acclaimed programs that span a broad range of disciplines. Nearly 30,000 students enroll at the University each year, and its more than 321,000 graduates have contributed to the economic, cultural and civic fabric of San Francisco and beyond. Through them — and more than 1,800 world-class faculty members — SF State proudly embraces its legacy of academic excellence, community engagement and commitment to social justice. For more information, visit sfsu.edu.

For more information about Cavagnero, please contact:

Resnicow and Associates

Megan Ardery / Madison Richards / Kathryn Hanlon-Hall

mardery@resnicow.com / mrichards@resnicow.com / khanlon-hall@resnicow.com

212-671-5181 / 212-671-5189 / 212-671-5179