

Ronald Rettner Hall for Media Arts and Innovation

► Designed as a hub for arts, sciences, and engineering on the River Campus, the University of Rochester's new Ronald Rettner Hall for Media Arts and Innovation provides a place for students to gain the knowledge and hands-on, practical skills needed to navigate and excel in this fast-paced, digitally-oriented world. The new building offers state-of-the-art technologies, top-notch resources, and a learning playground that supports the spirit of excellence, discovery, and innovation—hallmarks of a Rochester education.

Located in the Wilson Quadrangle on the River Campus between Wilson Commons and Raymond F. LeChase Hall and connected to Morey Hall on the Eastman Quadrangle, the three-story, 18,900-square-foot building features an engineering fabrication lab where students can build project prototypes, a multipurpose digital media studies learning studio, group study areas, and student exhibit space.



Rettner Hall also contains sound and video recording studios, high-end computers, and 3-D printers, which represent the latest manufacturing technique to convert digital design software into physical models. The

building's open design encourages collaboration with flexible, configurable spaces, enabling students to work individually or collaboratively and share their work through technology.

“Rettner Hall is right in the middle of campus and is such a draw for students like me. It’s great having access to state-of-the-art technology 24 hours a day.”

Sade Richardson '15
digital media studies and public health major



Home of New Majors

Rettner Hall houses two of the University's innovative new majors: digital media studies and audio and music engineering. Each one addresses the growing role that digital media and technology play in our lives and prepares students for a variety of careers in fields that will continue to evolve rapidly and unpredictably.

Digital Media Studies

Designed by faculty from nine disciplines in Arts, Sciences & Engineering, this new major provides students with the skills necessary to become active producers of digital media and the rigorous framework for advanced critical thinking and writing. It also requires nearly equal measures of theoretical and technical work. Students complete a unique capstone project in which they plan, design, construct, and deliver a digital media object of significant scope. This major provides useful and foundational skills that will prepare students for a number of careers in communications, entertainment, finance, and more.

Audio and Music Engineering

This new major prepares students to contribute to the music and recording industries and gives them the knowledge and tools to evolve and grow in an ever-changing profession. Experiential learning, hands-on design, and the creative processes are pillars of the program. Over the course of their studies, students build a project portfolio that illustrates the design skills and creative abilities they have acquired. Projects might include creating a CD, building an amplifier, composing electronic music, or developing software for a cloud-based application or a music transcription program.

- ▶ The new audio recording studio offers a state-of-the-art space to explore music through hands-on interaction.

"Digital technology is changing how we do everything. Within Rettner Hall, students can produce objects of digital media and learn how to think and write critically about them. The opportunity for multidisciplinary collaboration inspires new ways of thinking, creating, and problem solving."
—Thomas DiPiero, dean for humanities and interdisciplinary studies



▲ Students work in the "tree house" on the third floor of Rettner Hall.

"In this space, there are unlimited possibilities. Now students from diverse backgrounds have a place to use a range of talents broadly and discover new ways to connect the arts and humanities to sciences and engineering. The unique environment fosters learning, creativity, and collaboration."
—Rob Clark, dean of the Hajim School and senior vice president of research

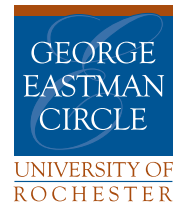


How You Can Help

Gifts in support of the Ronald Rettner Hall for Media Arts and Innovation fuel the desire to learn, discover, heal, and create.

Dean's Fund for Digital Media Studies

Support the work happening inside Rettner Hall with a gift to the Dean's Fund for Digital Media Studies, which provides vital unrestricted support for technology, equipment, and other resources for students, faculty, and staff. A five-year commitment of \$1,500 or more to the Dean's Fund for Digital Media Studies qualifies you for membership in the George Eastman Circle, the University's leadership annual giving society.



Named Spaces

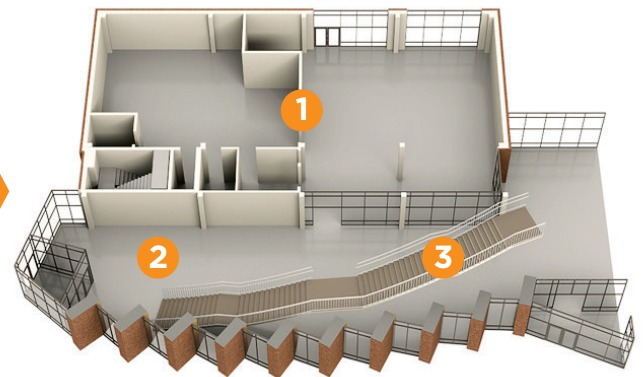
Consider funding the following signature spaces that are still available for naming.

First Floor

Home to the "fab lab," the first floor houses an area filled with equipment for students to design and build project prototypes. The first floor gallery also serves as a connection between the Residential and Eastman Quads.

Funding Opportunities:

1. **Fabrication lab \$1,000,000**
2. **Gallery/atrium \$1,000,000**
3. **Grand staircase \$200,000**

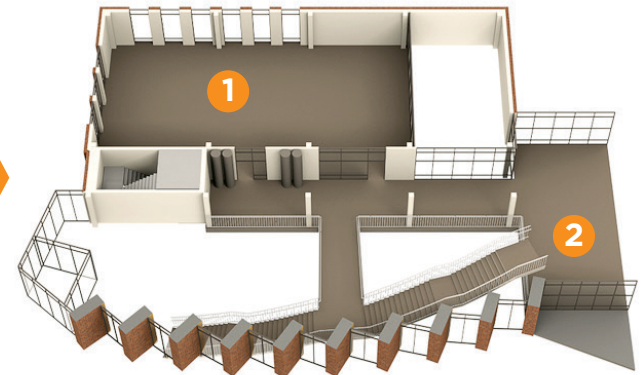


Second Floor

This floor houses the digital media learning studio and features high-end hardware and software for graphics, animation, 3-D printers, and other digital projects. The flexible space can be reconfigured to support student creativity and collaboration.

Funding Opportunities:

1. **Digital media learning studio \$750,000**
2. **Mezzanine lobby \$150,000**

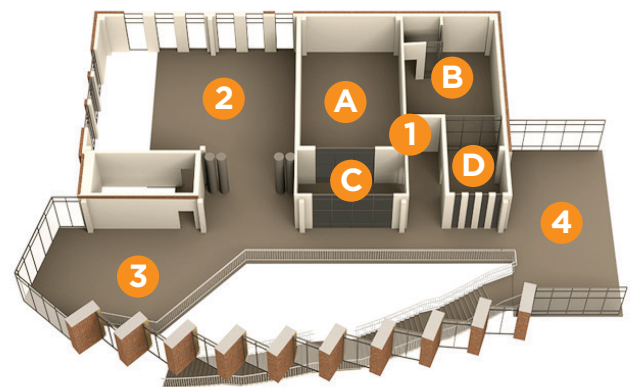


Third Floor

This floor features state-of-the-art audio and video recording studios, editing rooms, and equipment. Overlooking Wilson Quad, its "tree house" provides a casual lounge where students can brainstorm, relax, and recharge.

Funding Opportunities:

1. **Production suite \$500,000**
 - A. **Video recording studio \$200,000**
 - B. **Audio recording studio \$150,000**
 - C. **Postproduction studio \$100,000**
 - D. **Control booth \$50,000**
2. **Multipurpose learning studio \$350,000**
3. **"Tree house" \$250,000**
4. **Lobby/commons \$100,000**





Transformational Gift

University Trustee and philanthropist Ronald Rettner is dedicated to higher education and the union of arts and sciences. His lead gift enabled the construction of the new building. Rettner is a member of numerous civic and charitable boards, president of Rettner Management Corporation, managing partner of Baron Associates, and cofounder of The Vitamin Shoppes. He attributes his success to the ability to confront challenges, absorb new information, and solve problems—exactly what Rochester’s students are doing in the new building that bears his name.

“It’s exciting to me that engineering majors are working with art majors who are working with physics majors, all under one roof. This new building is a vital center for multidisciplinary work, where students apply new, practical knowledge within the context of a liberal arts education.”

—Ronald Rettner

Learn, Discover, Heal, Create—And Make the World Ever Better

www.rochester.edu/rettnerhall



For more information on giving opportunities, please contact
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