Located in the heart of the hotel, gaming, and tourism industries, UNLV’s William F. Harrah College of Hotel Administration is regarded as the premier program of its type in the world today; consistently ranked as one of the top hospitality programs in the world. Creating a new facility for this premier program presented the challenge and the opportunity of creating an educational facility that would embrace its hospitality roots and blend them with the rigor of an academic program.

Early in the design process, during work sessions with the Dean, College Planning Department and User groups, the mission of designing a new building for the Industry and by the Industry became a clear driver of the design. The new building would reflect and have parallels to a boutique hotel; creating a hotel-like experience upon approach, while revealing unique program components that would make students, faculty, and visitors feel that this in fact is a different type of building - that “you have entered Hospitality Hall.”

Similarly to Industry Standards throughout the country, green strategies with LEED certification in mind actively shaped design, form, materiality, and systems.

Hospitality Hall is located in a prime location at the center of the University of Las Vegas Campus, adjacent to the main Campus mall, across from the Lied Library, and in close proximity to parking. The building is planned along the east-west access, maximizing daylighting exposure for the majority of classrooms and faculty offices.

The boutique hospitality feel is experienced upon arrival. A raised outdoor plaza engages the main mall creating a vibrant welcoming space for students; the Founder’s wall as a sculptural stainless steel backdrop grounds the building while protecting it from the harsh western exposure. Each founder’s dedication fin connects the visitor with the Industry; 10 Founders = 10 major hospitality leaders that contributed financially to the birth of this facility. The building’s native landscape engages the mall and is carried through adjacent buildings enhancing the overall Campus connectivity. Rhythmically, orderly placed landscape emulates the boutique feel. A colored glass vestibule accents a clean, modern color palette of greys and taupes that complements the campus setting while reflecting high-end hospitality design. Full-height structural glazing with a line of bamboo planting and a bed of stone blends the interior with the exterior space.

Responding to the parallel to a boutique hotel, certain program components were identified and located at different levels to push users through all levels. The building lobby, cafe, and careers and advising suite emulate a hotel lobby reception check-in space with varied lounge furnishings and a communal high top; a sculptural grand staircase beyond brings users to a second level where the prefunction and auditorium space overlooks the lobby similarly to how a hotel brings users to a convention space at a second level. The Dean’s suite and fundraising/events terraces with expansive views of the Las Vegas Strip resonate with a hotel penthouse. The exhibit kitchen lab becomes a jewel within the penthouse level, showcasing students that will become industry chefs and managers. Outdoor decks occur at each level and continuous views to the exterior are maintained through each of the levels’ main hall.

To create synergy between faculty and students, classrooms and offices occur at each level, intertwining collaboration spaces along circulation areas create nooks within voids, allowing for serendipitous interactions, and enhancing the learning experience while embracing the hospitality feel. A series of lounge settings are part of a second, third, and fourth levels of this academic building.

Through a collaborative effort between the Design Team and CMAR, this 106,900 SF $44 million dollar facility opened in Spring 2018 and continues to redefine the University Context strengthening the relationship between the college, industry, mentors, collaborators, faculty, and students.
Similarly to Industry Standards throughout the country, green strategies with LEED certification in mind actively shaped design, form, materiality, and systems selections which culminated with a Silver Level certification. Through a series of workshops between the Dean, State Public Work Division representatives, CMAR and the Design Team, the sustainable approach was identified and credits tracked as the project developed to ensure the desired level of certification was met.

Sustainable strategies were implemented from the start when the project embarked in site selection and site planning efforts. It was imperative to preserve and maintain as much open space as possible. The building form took shape as a four story facility, that maintains 56% open space of the total site area. Programmatically, a putting green designed to meet the Golf Academic Program, located on the north side of the building contributes towards this open space goal. Additionally, the centralized location of the selected site, required no additional parking, and it’s proximity to the UNLV transit center facilitates commuter access to the building.

Further, materials specified for hardscape areas, such as site pavers and concrete, have solar reflective indexes above 29. And, native landscape rhythmically placed not only provides shaded areas but is also drought tolerant contributing to the Campus goal of reducing water use. The landscaping and irrigation systems have been designed to reduce the total water used for irrigation by 77.06%!

The building placement along the east-west axis, enabled the floor plan to have 90% of daily occupied spaces including classrooms and offices day-lit and with access to views, creating an open feel to the plan. Where hallways occur, clerestory windows at internal perimeter walls of offices allow for day lighting to spill into the corridors and spaces beyond. Protected glazing at the east and west sides of the building allow for views of the campus and the Las Vegas Strip.

Through the utilization of an energy model early in the design phase, facade openings/materials/ and systems options were evaluated carefully. The project has achieved an energy cost savings of 24.7%. Additionally, the structure and roof design have been planned to receive photovoltaics, once funding becomes available.
Hospitality Hall, and its premier Hospitality Program strive to attract, recruit and retain superior faculty, and students across the globe. As a main design objective, the building needed to be welcoming, warm, and inviting. Providing transparency and visual connections within the building and to the outdoors, creating a stimulating environment that promotes collaboration and learning within and beyond classroom spaces, are aspects of the design threaded within the overarching goal of creating an environment that is of the highest standards for the health and well being of all occupants and visitors.

As previously described, 90% of daily occupied spaces including classrooms and offices are day-lit and have access to views, creating an open feel to the plan. Additionally, at every level of the building there is an outdoor deck that allows for occupants to completely change their learning environment by stepping outside, and have access to an amenity that provides respite.

Acoustically, ceilings were carefully planned to provide the highest level of performance. At the double height lobby space, an acoustical plaster ceiling system takes the form of an accent feature with linear light fixtures that become a sculptural element pulling visitors and occupants through the building. This acoustical treatment also occurs at conference and boardrooms that are designed as fishbowl type spaces, to allow for confidential conversations and privacy among collaborating students and faculty. Within the auditorium space, acoustical wall treatments balance sound and provide the privacy levels needed. A perforated recycled and regional wood system product mitigates sound transmission along the north and south walls, while a porous one inch sound silencer panel system completes the sound performance.

Interior lighting has been planned providing controls to 90% of individual occupant spaces and multi-zone controls for multi-occupant systems. Also, group thermal controls have been provided for individual and shared multi-occupant spaces. A survey and corrective action plan are in place to address occupants concerns and comfort.

To improve the air quality within the building, removable floor mats occur at all entries to capture dirt and prevent it from entering the building. Separate exhaust systems are planned at custodial spaces. Additionally, all MERV 13 air filters were replaced during after construction and before occupancy. Low emitting materials have been specified throughout - including paints and coatings, adhesives and sealants, carpets, and composite wood and agrifiber products. After building completion, a whole building flush-out was performed, and the building systems have been operationally checked through an exhaustive commissioning process. Smoking is prohibited within the building and within 25 feet of entries and air intakes.
Located in close proximity to the Las Vegas Strip, the Hotel College Academic Building becomes a facility for the Industry and by the Industry.

Prime site location at the center of Campus, adjacent to the main student mall, with convenient access to parking and student housing. The project will enhance the Campus fabric, while connecting students and the hospitality industry.
Unique programmatic components from the college of hospitality curriculum are strategically located vertically to promote circulation at and between all levels.

Programmatic correlation between academia and boutique hotel concept

<table>
<thead>
<tr>
<th>Level</th>
<th>Spaces</th>
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<tbody>
<tr>
<td>1</td>
<td>Plaza, Hospitality Lobby, Careers &amp; Advising, Learning Studio</td>
</tr>
<tr>
<td>2</td>
<td>Auditorium, Prefunction, Computer Lab, Conference Deck</td>
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<tr>
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<td>Kitchen Lab, 360 Degrees Strip Views, VIPS - Penthouse - Roof Top Bar</td>
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- Level 1: Plaza, Hospitality Lobby, Careers & Advising, Learning Studio
- Level 2: Auditorium, Prefunction, Computer Lab, Conference Deck
- Level 3: Classrooms, Faculty Office, Conference Deck
- Level 4: Kitchen Lab, 360 Degrees Strip Views, VIPS - Penthouse - Roof Top Bar
A "spine" type layout simplifies wayfinding creating an open feel. Perimeter office pods, with centralized schedulable conference rooms, and interactive spaces with whiteboards and seating along walls blend the edges between students and faculty realms.

- Faculty offices with clerestory windows and glass at main halls allow for daylighting to spill deep into the space beyond the offices.
- Kitchen Lab as an exhibit space
- Boardroom as an outdoor cabana that doubles as event dining space
UNLV
HOSPITALITY HALL
ELEVATIONS

EAST ELEVATION

SOUTHELEVATION

NORTH ELEVATION

WEST ELEVATION
A sculptural staircase connects the high volume lobby space to level two. Student study areas, auditorium and prefunction spaces are visually connected to the main lobby space. The cafe space beyond invites students to relax at the lobby / lounge.

Decks at every level connect students to the outdoors, providing space where a class or event can be held.

Once at level two, main circulation is provided by a staircase connecting all levels along the east side of the building allowing for faculty and students to quickly interact with peers at the levels above and below.

The upper event terrace captures views of the Campus and frames views of the strip beyond, where students will become the next hotel industry operators, managers, and chefs.
The Golf Management Program reveals itself along the student mall. A putting green softens the building edges.

The hotel-like lobby space with full-height glass actively participates in student life, blending inside and outside edges.
UNLV HOSPITALITY HALL
VIEWS FROM LEVELS 2 TO 1