

UC San Diego's Award-Winning Price Center East Student Center Recognized for Cutting-Edge Architectural Design

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Price Center East, a student center located on the campus of the University of California, San Diego, recently earned the merit award for architecture from the American Institute of Architects, California Council (AIACC), the nation's largest state architectural organization. This is the second year in a row that the building has been honored by the AIACC.

The award recognizes the architectural design of Price Center East for successfully integrating concepts of community space and sustainability into the physical structure. Completed in 2008, Price Center East is an expansion of the existing student center and a reflection of the university's tremendous growth.

With 172,000 square feet, the facility provides additional space for the university's student organizations, bookstore, retail and food vendors, as well as the campus's newest music and event venue, The Loft. The center also houses the 17th art piece of the university's Stuart Collection of public art works, Barbara Kruger's "Another."

Designed as an "extroverted" space, Price Center East features multiple entry points, plazas and staircases, a design that reinforces the major pedestrian pathways that link the sides of campus. The result is the emergence of a town center and a hub for campus activities. "The open design creates a welcoming environment," said Gary Ratcliff, assistant vice chancellor for student life. "It encourages the campus community to gather, interact and exchange ideas and opinions."

In addition to its focus on creating community, Price Center East incorporates several sustainable elements that support UC San Diego's commitment to environmental responsibility. One such feature is an innovative system for circulating air that is tailored to the microclimate of the La Jolla Mesa, effectively reducing the energy requirement for distributing and conditioning the air supply.

The award-winning Price Center East was designed by Merhdad Yazdani's Los Angeles-based architectural firm, Yazdani Studio of Cannon Design. Visitors can learn more about Price Center East and other noteworthy buildings on campus by taking a tour with the UC San Diego Visitors Tour Program. Free tours are offered every Sunday afternoon for local community members, visitors to campus, new faculty and staff and the general public.

For more information about visitor tours, including special 50th Anniversary tours, contact (858) 534-4414 or ucsd tours@ucsd.edu

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