



HIGH DESIGN FOR HIGHER EDUCATION

When UMass Amherst conceived of the Isenberg Innovation Hub, a \$62 million, 70,000-square-foot expansion of their business school, they brought in the Bjarke Ingels Group (BIG) and Goody Clancy, two of the world's top architectural design firms, to help them achieve their vision. When it came to creating restrooms that would match the facility's state-of-the-art design and commitment to sustainability, they found the perfect design-assist partner in the D|13 Group.

PROJECT

UMass Amherst Isenberg School Of Management Business Innovation Hub

LOCATION

Amherst, Massachusetts

USE

Collaborative social and study space

CAPACITY

150+ Staff
5,000 Students

SIZE

70,000 SF

ARCHITECTS

Bjarke Ingels Group (BIG) + Goody Clancy

CERTIFICATION

LEED Silver



THE BUSINESS SCHOOL OF THE FUTURE

“Very much like a sports team needs great facilities for their athletes, business schools need great buildings to train their students,” says Tom Moliterno, interim dean at the Isenberg School. “This is a building that captures the innovative spirit of the Isenberg School, both in what we do and what we teach our students.”

BJARKE INGELS GROUP, GOODY CLANCY & D|13 GROUP — A COLLABORATIVE RELATIONSHIP

Goody Clancy is a leading architectural firm with a strong focus on business schools, including facilities at Harvard, Dartmouth and Georgetown. BIG, founded by visionary Danish architect Bjarke Ingels, is one of the world’s top firms and the architects of record on Google headquarters and Two World Trade Center.

“Goody Clancy and BIG bid together as a team,” says Moliterno. “We thought BIG’s design sensibility would be a perfect marriage with the business school experience that Goody-Clancy brought.”

“Bjarke Ingels himself was very involved in the project, as were the senior executives at Goody Clancy,” says Moliterno. “This was truly a collaborative relationship. The architects would say, ‘Here’s what we’re trying to achieve from a design perspective’ and the D|13 people would say, ‘Here’s how we can execute on that.’”

“I WAS INTERESTED IN SEEING IF THIS LEADING-EDGE PRODUCT IS A GOOD FIT FOR THIS LEADING-EDGE BUILDING. THE ABILITY TO HAVE A TRULY INNOVATIVE PRODUCT, EVEN IN THE RESTROOMS, FIT PERFECTLY.”

TOM MOLITERNO
INTERIM DEAN AT THE ISENBURG SCHOOL



FORM AND FUNCTION

D|13 Sink System is the most advanced integrated sink system on the market. It is a masterpiece of form and function, providing the most hygienic, sustainable and cost-effective way to wash and dry hands. Its state-of-the-art features include HEPA filtration, adjustable speed and heat, LED illumination and a Sound Suppression Air Delivery System.

In addition to the sleek design and intuitive user experience, what really sets the D|13 Sink System apart is the XLERATORSync® Hand Dryer. Designed in collaboration with Excel Dryer and a world-renowned design firm, the dryer's "reverse airflow" design blows air/water flow away from the user, promoting hygiene and enhancing user experience.

"I got to try out the sink system and I loved it. I think the students are going to come in and really be blown away by this," says Moliterno. "This doesn't exist anywhere else on campus and I think they're going to see this as a really interesting and innovative component of this overall incredible building experience."

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CLEAN AND GREEN — FROM THE GROUND UP

Both BIG and Goody Clancy have a reputation for focusing on sustainability and for designing buildings that are on the leading edge of energy efficiency. The Business Innovation Hub currently has a LEED Silver certification with the goal of attaining Gold.

The D|13 Sink System offers up to a 75% reduction in carbon footprint compared with even 100%-recycled paper towels and helps facilities qualify for LEED credits and other green certifications.

A DESIGN-ASSIST PARTNER

D|13 is more than a supplier. We are a design-assist partner working directly with architects, designers and clients. We fabricate our sink system to your specifications offering unparalleled customization providing the ultimate product solution. You have your choice of size, finish, flow rate and shape to complement your design.

TIME TO THROW IN THE TOWEL®

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