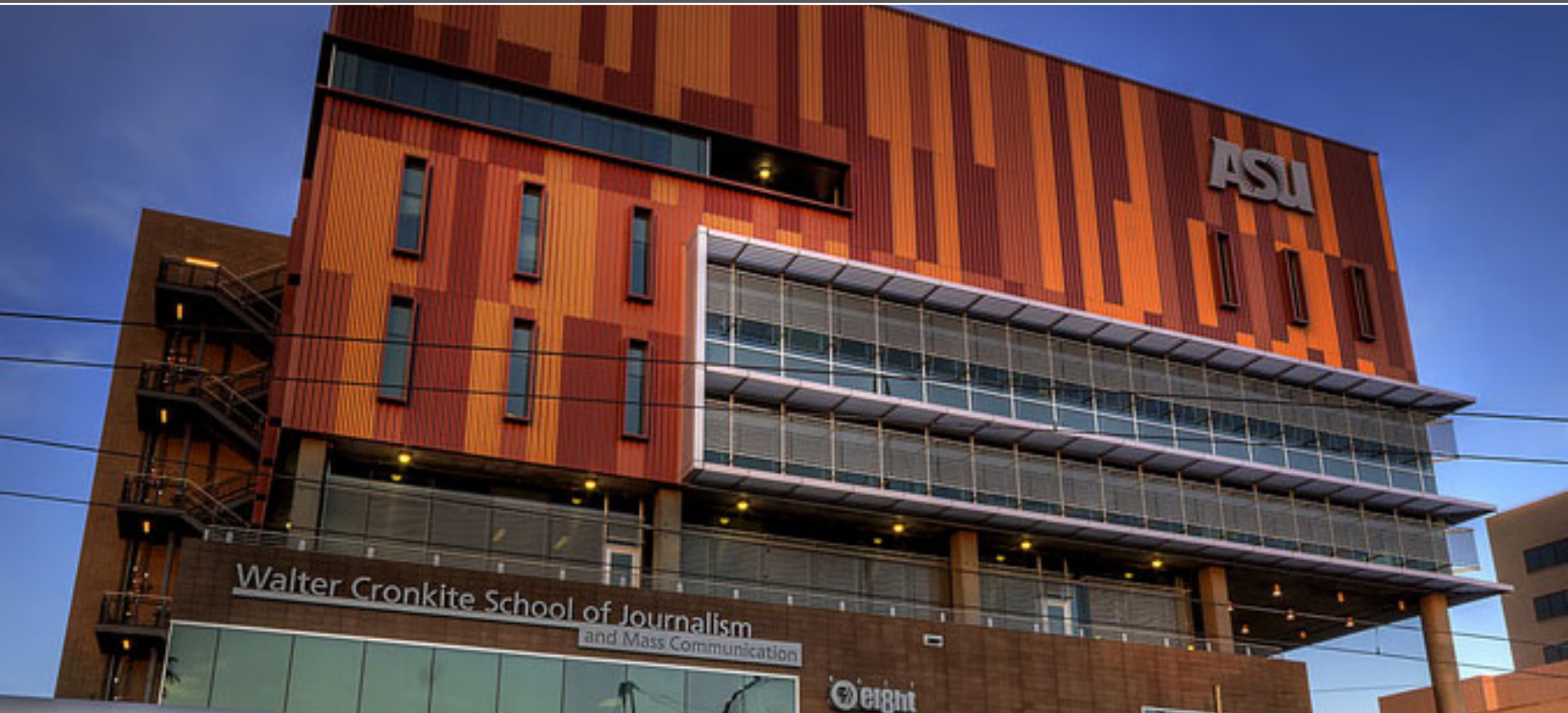


ASU Walter Cronkite School of
Journalism & Mass Communications
Phoenix, Arizona

CASE STUDY | college / university



Client - City of Phoenix / ASU
Rep Office - Norman S. Wright S.W.
Architect - HDR Architects
Design Consultant - Ehrlich Architects
Construction - Sundt Construction
LEED Certification - LEED Silver Certified

Project Highlights:

- » 225,000 square-foot building
- » State-of-the-art media facility
- » Four television studios & 17 newsroom
- » 150-seat auditorium
- » LEED Silver Certified



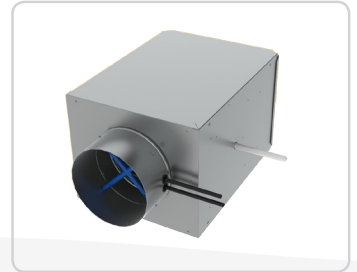
ABOUT THE PROJECT

Back in 1984, the School of Journalism at Arizona State University was in dire need of a jolt. Legendary journalist Walter Cronkite partnered with the university to bolster their efforts to improve this area and its building has used his name ever since. The next chapter for ASU journalism was completed in 2008 as the new ASU Walter Cronkite School of Journalism and Mass Communication opened in the Fall.

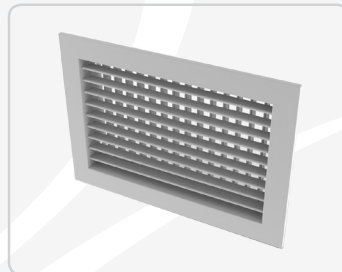
The new building is a state-of-the-art six-story, 225,000 square-foot facility that houses classrooms, office space and production and broadcast facilities for PBS station KAET/Channel 8 to utilize. The design team focused on creating an open environment for students, faculty and industry leaders to exchange ideas about today's current events. This forum extends two stories and allows open discussions to take place at all times of the day. The architects at Ehrlich Architects & HDR designed a building that not only met the growing needs for a university, but created an environmentally friendly facility that earned LEED Silver Certification.



TMS/TMSA



DESV



300/350R



OMNI



THE TITUS SOLUTION

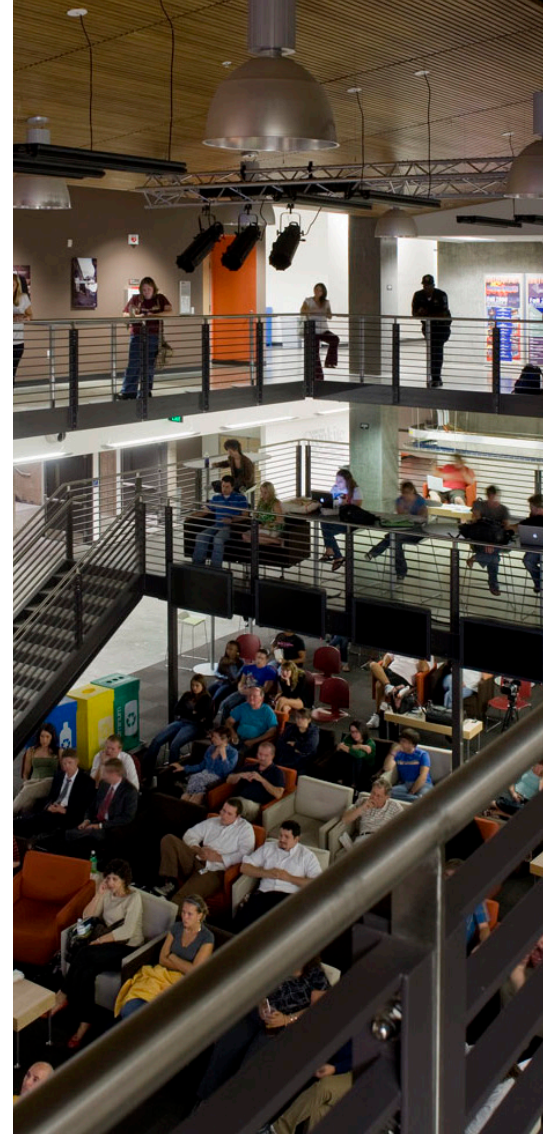
It was a privilege and honor for Titus to be selected as the HVAC provider for this project. The products selected for this new building were the DESV terminal unit, an assortment of 300/350R grilles, the OMNI diffuser, and a combination of TMS/TMSA diffusers.

The DESV is a Single Duct Terminal Unit. The Titus ESV is unique as it incorporates many design features that increase performance, decrease service and installation costs, and offer increased value. Titus' 300/350 series grilles define the standard for the HVAC industry. With high quality and competitive pricing these grilles form the back bone of a standard offering that will meet any application requirements.

For architectural ceilings, Titus has several options to choose from. The OMNI diffuser is an architectural ceiling diffuser with a steel plaque face. Its strong, clean, unobtrusive lines harmonize with the ceiling system without sacrificing performance. The curvature of the OMNI backpan works with the formed edges of the face panel to deliver a uniform 360 degree horizontal air pattern, without excessive noise or pressure drop. The TMS/TMSA are square ceiling diffusers that deliver supply air in a true 360B pattern with low pressure drop. Their uniform, nearly horizontal jet from the outer cone maintains effective room air distribution even when the air volume varies over a considerable range. All sizes have three cones, giving a uniform appearance where different neck sizes are used in the same area. Additional Titus products selected were the FlowBar, ML and MP.

THE END RESULT

The new ASU Walter Cronkite School of Journalism and Mass Communication is a breathtaking building that is positioned to take the next generation of media to new levels of achievement. With access to so many media tools at their fingertips, these new scribes can utilize technology and their innate abilities to transform the way we learn about the latest news and events and even make Mr. Cronkite say his famous line - "And that's the way it is."





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