

Global Hub

KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY

CAMPAIGN UPDATE



THANKS
TO YOUR
SUPPORT



A BOLD
IDEA IS
BECOMING
A REALITY



Over the last six years, Kellogg School of Management at Northwestern University has done more than innovate; it has committed itself to transformation. The most visible manifestation of our progress is our new Global Hub.

It seems like just yesterday this project was a bold idea. Today, because of your generosity, it is nearing completion.

As a pioneer among business schools, Kellogg's new home will be the first of its kind. Uniquely Kellogg, it will embody our principles and philosophies. Kellogg's commitment to collaborative business practice is reflected throughout the building with open and inviting spaces that foster community and the sharing of ideas. Its ambitious design and advanced technology will transform how we teach, learn

and engage with one another, advancing our mission to educate, equip and inspire leaders who build strong organizations and wisely leverage the power of markets to create lasting value.

The Global Hub not only reflects essential needs — classrooms, meeting areas, etc. — but also the boldest wishes — grand convening spaces, breathtaking lake views, sustainable materials and superior energy efficiency.



CULMINATION OF A CONCEPT

It is deeply rewarding to witness a bold vision unfold into reality. With your support, what started as ideas and sketches has exquisitely transformed into glass and steel.

Thanks to you, our friends of Kellogg, and an exceptional building and design team, our new six-story lakefront home is progressing on time. We expect

work to be complete by the end of the year, with faculty, staff and students moving in during winter and spring quarters.

A CELEBRATION OF CULTURE AND COLLABORATION

Kellogg distinguishes itself among business schools as a convener of collaboration, so at the very foundation of our new Global Hub is a palpable spirit of community. It is a place designed intentionally

to spark collaboration and conversation. Technology will facilitate new forms of learning and idea generation, creativity, virtual collaboration and global interconnectivity.

Kellogg graduates are prepared for the rigor of the ever-changing demands of business. Fundamental to this pedagogy is teamwork and idea sharing. In this spirit, our new Hub will seamlessly integrate foundational departments and

cross-disciplinary strategic initiatives. Several learning centers will be equipped with the advanced technologies of Cisco TelePresence to enable students and faculty to engage with each other from around the world. Faculty departments will merge into a communal piazza, creating a neighborhood of academic research and teaching. The student lounges will build community and promote the sharing of ideas.

In the center of it all, the Collaboration Plaza will be the building's grand central meeting spot, the hub of the hub. The 6,000-square-foot, three-story forum will feature 34-foot-wide stairs akin to Rome's Spanish Steps, providing room for robust conversation. When students and staff leave the classroom, they'll experience an academic village wherever they go.



DESIGNED TO EMBRACE CHANGE

Successful enterprises not only anticipate and adapt to change, they drive it, pivoting to capitalize on new opportunities. Our new building embodies this philosophy. Spaces within the Hub will have the ability to shape shift: walls will move, a tiered lecture hall might convert to a flat learning center, offices will unfold into study areas, workspaces will quickly adapt for face-to-face dialogue or side-by-side teamwork. Faculty, students, staff and guests will appreciate the smart and agile flexibility of these collaborative spaces.

Further contributing to this level of flexibility are the advanced technologies that will be installed throughout the Hub. The Audio Visual Operations Center will be fully equipped to remotely monitor and proactively troubleshoot problems from a central location, effectively eliminating down time. A joint venture between the IT departments of Kellogg and Northwestern will converge information on an internal data network, allowing for an unprecedented amount of control and flexibility.

Critical to the advancement of the bold ideas that are born within these walls is the careful selection of advanced technologies with the ability to adapt to new ways of teaching and learning in the 21st century.



THANKS TO YOUR LEADERSHIP GIFT, THESE EXCEPTIONAL SPACES ARE TAKING SHAPE.

These are places where business leaders will convene, where students will relax and study, and where Kellogg guests will gather and share ideas. We are so grateful for your generosity that has made these dynamic spaces possible. Here is a small sample of some of the spaces that are currently under way.

CITY VIEW BOARD ROOM AND TERRACE

The Kellogg Advisory Board and other Kellogg leadership groups will convene in this gracious 60-seat meeting room. Faculty research discussions will also take place here. The room opens to a fresh air terrace for a change of scenery and relaxed conversation. The best and brightest minds deserve this elegant and efficient space.

The installation of the drywall in the Board Room is complete, with mechanical and electrical systems currently under way. Work is also under way on the terrace for pavers and glass guardrails.

SOUTHWEST STUDENT LOUNGE AND TERRACE

This 1,400-square-foot lounge, replete with flexible seating configurations and modern fireplaces, is bound to spur great ideas. Conveniently located near three learning centers and a dozen group study rooms, this space boasts views of Lake Michigan and the lagoon, as well as the James L. Allen Center and Northwestern University campus. An adjoining 2,000-square-foot fresh air terrace will be an ideal gathering space for students in the spring, summer and fall.

To date, drywall is complete with wood paneling installation currently under way in the Student Lounge. Crews have begun work on the pavers and glass guardrails on the Terrace.

AUDITORIUM TERRACE

With coveted views of Lake Michigan and the Chicago skyline, the Auditorium Terrace will host outdoor receptions before and after events held in the White Family Auditorium. This second-floor terrace wraps around the Auditorium's east, west, and south sides affording an expansive 2,800-square-foot premier outdoor gathering space, ideal for networking and exchanging ideas.

LARGE LEARNING CENTERS

Ease, efficiency and collaboration are the hallmarks of these 70-seat, 1,800-square-foot learning centers. The rooms are designed to adapt with changing technology and learning styles, and foster faculty and student interaction and creative approaches to engagement. Several of the learning centers will be equipped with Cisco TelePresence, advanced technologies that enable students and faculty to connect and collaborate in a world without boundaries.

To date, wood paneling and tiered flooring have been installed, with just carpeting, seating, ceiling and mechanical systems installation left to go.

SUSTAINABLE AND REFLECTIVE

Successful business practitioners are responsible stewards with an eye toward sustainability and efficiency. Our new business school home also reflects these prudent principles, incorporating eco-conscious decisions wherever possible. Slated for Gold LEED certification, our facility will reduce energy consumption to at least 30% below local code requirements,

and our Hub will take its place as one of the most eco-friendly buildings on Northwestern University's campus and among the nation's business schools.

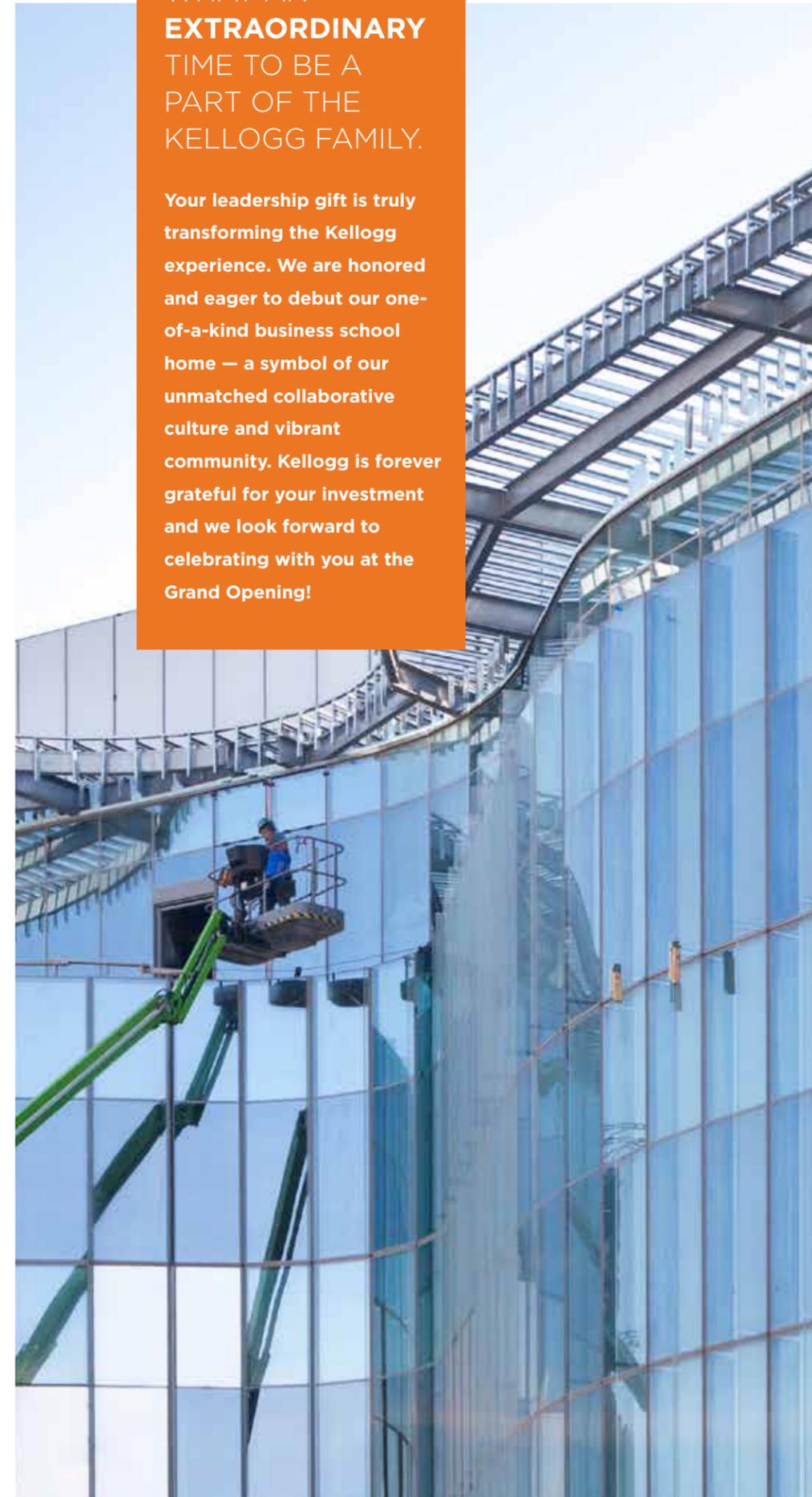
Below the ground, a unique geothermal energy field will draw from Earth's core to heat and cool the building, and some 6,000 LED lighting fixtures will make the building one of the largest installations of LED illumination in the country.

The Hub will not only be sustainable, but reflective in every sense of the word. Its design and functionality reflect the needs of the Kellogg faculty, staff and students it serves. And quite literally, the building itself mirrors its natural surroundings: Fluid curves are inspired by the waves of Lake Michigan; a palette of grays and browns pays homage to midwestern trees, grasses, surf and sky. Clad in glass panels and drenched with light, the building epitomizes transparency — inviting views in and out and reflecting the world beyond its walls.



WHAT AN EXTRAORDINARY TIME TO BE A PART OF THE KELLOGG FAMILY.

Your leadership gift is truly transforming the Kellogg experience. We are honored and eager to debut our one-of-a-kind business school home — a symbol of our unmatched collaborative culture and vibrant community. Kellogg is forever grateful for your investment and we look forward to celebrating with you at the Grand Opening!



TIMELINE

2013-2104

- Design development, documentation and permitting complete
- Groundbreaking ceremony
- Construction begins
- Caissons sunk, foundation wall and water protection complete

2015

- Building reaches full height
- Topping off ceremony
- Exterior glass skin completed

2016

- Interior finishing begins
- Electric, plumbing and HVAC completed
- Communications and technology infrastructure completed
- Targeted for end of year completion date

2017

- Kellogg faculty and staff move into the Hub in Q1
- First students begin classes in the spring

