

REJUVENATION OF THE CAMPUS CORE

CORE
REINVENTED CENTRE

Rejuvenation of the Campus Core

Author: Thabo V Bhebhe

Study leader: Catherine Karusseit

Mentors: Jean –Pierre de la Porte

Submitted in part requirement for the Degree
Magister in Interior Architecture (Professional)
In the Faculty of Engineering and the Built
Environment and Information Technology

Acknowledgements

Firstly all thanks to My Creator and Father in Heaven, Jehovah our God. Through him all things are possible. Then my family Mr J. D. Bhebhe, Mom-MaThabo and Mr D you have inspired me to push my boundaries and stay grounded in all that I have strived for, thank you is only the beginning of my gratitude towards you. Thando, Thoko and Thuba thank you for all your love and support you are the best siblings one could ever ask for. To my very close friends you all know yourselves I am indebted to you for all the help you have given me, may you always be blessed in all you do, Kevanz we pushed it to the limit. Finally, thank you to Catherine and Prof JP; your words of encouragement were always at the right time.

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Abstract

The University of Pretoria is an international institution that has seen many of its alumni carry its good reputation and high standards into the global community. A well rounded student is one who has not only achieved academically, but also has learnt life skills through exposure to different people from all walks of life. The Core Student Centre is the heart of the University's campus that belongs to the students. It is a place where students will feel like they belong, and be unconsciously encouraged to interact with fellow students. Branding in architecture is the vehicle through which centralised management, student ownership and consistency in high standards of service will keep the Core Student Centre as the hub of student activity on the University's campuses. The main campus in Hatfield is the pilot project, then the rest of the University's campuses will have their student centres adapted to have the Core brand be a campus-wide initiative. The students will then know to expect nothing but high quality standards associated with the brand.