Rejuvenation of the Campus Core

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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.