

## **M/LAB FAQs**

### **1. What is M/LAB?**

M/LAB is the new Media Laboratory at MCAD. It will comprise the photography and film studios, a sound recording studio, a new experimental exhibition space, and e-classroom spaces that will allow users to work on collaborative, multidisciplinary projects. Outfitted with the most advanced digital technology available, M/LAB will be the finest educational media facility in the region.

### **2. What's new in M/LAB?**

- *Web and Multimedia Environments Studio:* Advanced technology and tools for a variety of multimedia development including web and UI (user interface) design, mobile app development, interactive electronic builds and circuit bending, game design, multi-touch experiences, and technology-enhanced art installations.
- *Digital Print Lab:* Expanded and enhanced self-service resources including large format and banner printing and professional quality scanning.
- *Film/Video Studio:* New professional-caliber finishing tools for color grading and film output including OLED and 4K monitoring.
- *Sound Production Studio:* State of the art equipment and acoustics.
- *Black and Gray Studios:* New professional cyclorama sweeps including a new L-shaped cove cyclorama and a new chroma green screen cyclorama in the black studio. New stop motion carrels.
- *Black Box Experimental Space:* HD projection, 7.1 surround sound, Blu-ray display technology, controllable zoned track lighting.

### **3. When will it open? When will it be completed?**

The construction of the M/LAB will be completed in August 2014, with access available at the start of the 2014-2015 academic year.

### **4. Why is the M/LAB important to students?**

The M/LAB will allow students to become familiar with the industry-standard equipment they will be using in their post-graduation environments. It will also give students opportunities to work in interdisciplinary teams on collaborative projects, experiences that will also serve them well post-graduation. And finally, it will provide students with the tools and technology to produce leading-edge work and develop impressive portfolios.

### **5. Will the community have access to M/LAB?**

Yes. When not in use by degree-seeking students, the M/LAB will be available to both adult and K-12 Continuing Education students. The M/LAB spaces will also serve as the venue for visiting artists and media-related exhibitions and installations open to the public.

### **6. Why is M/LAB important to staff and faculty? To MCAD?**

Technology has always been in MCAD's DNA and M/LAB presents us with a unique asset that differentiates us from our competitors. This technologically-advanced educational space will allow students to develop an impressive skill set that will best prepare them for their professional careers. The M/LAB will therefore attract those students and families looking for an outstanding media-arts learning opportunity.

As the competition for talented students grows ever more fierce, and the cost of tuition continues to rise, students and their families are looking for college programs that will give them the best value proposition. The M/LAB greatly contributes to our already compelling case by providing a learning environment unlike any other. This premier facility, coupled with our accomplished faculty, will push MCAD into the ranks of the nation's top art and design schools.

### **7. What does the construction entail?**

The project will require that the current 3<sup>rd</sup> floor media spaces will be inaccessible from early-May through late August. During the demolition phase, all finishes, walls and cabinetry will be removed, and all salvageable equipment will be put into storage.

New construction will include the re-imagining of the 3<sup>rd</sup> floor installation alcove as a cantilevered exhibition gallery, *The Black Box Experimental Space*. The Black Box will provide a malleable light-controlled space for projection, interactive installations, film and animation screenings, photo installations, 3D installations, and more. A glass bridge with a continuous glass handrail will be installed and will connect the Black Box, the 3<sup>rd</sup> floor public spaces, and the rest of the M/LAB.

There will be major upgrades to finishes, lighting systems, technology, and media equipment. The digital print lab space will be dramatically increased, The Gray studio will be updated with a new professional cyclorama sweep, and the Black Studio will be outfitted with both an L-shaped cove cyclorama and a chroma greenscreen cyclorama.

A new Web and Multimedia Environments studio will be created, as will a film /video studio, sound production studio, and analog digital photo studio. New spaces will also be created for critique and individual lab work, and new, technologically advanced e-classrooms will allow students to easily design, create, and edit interdisciplinary projects.

### **8. What else is cool about M/LAB?**

The M/LAB is a project of James Dayton Design, an award-winning firm based in Minneapolis. Other notable James Dayton projects include the MacPhail Center for Music, Highpoint Center for Printmaking, and the Bookmen Lofts. The M/LAB has been designed to complement the Modernist architecture of the Main Building, with the dramatic Black Box and Glass Bridge as visual centerpieces. The project will use green construction standards wherever possible and financially feasible; the new M/LAB will meet 21<sup>st</sup> century standards for environmentally efficient buildings.

### **9. How is M/LAB funded?**

M/LAB has been made possible by generous donors who have contributed funds specifically to construct and equip the space. In addition, donors are funding an equipment reserve fund to keep technology current into the future. These gifts are restricted by the donors to the construction of M/LAB and are in addition to annual contributions toward scholarships and other college expenses.

### **10. Are there any other major projects being planned by the college?**

Complementing the extraordinary new physical resource of M/LAB, the college is also raising significant new funding for scholarships. Helping students and families defray the costs of attending MCAD is the college's top priority, and MCAD plans to double the MCAD Scholarship Fund through gifts from donors and through revenue from events like the MCAD Art Sale and the Auction at MCAD.