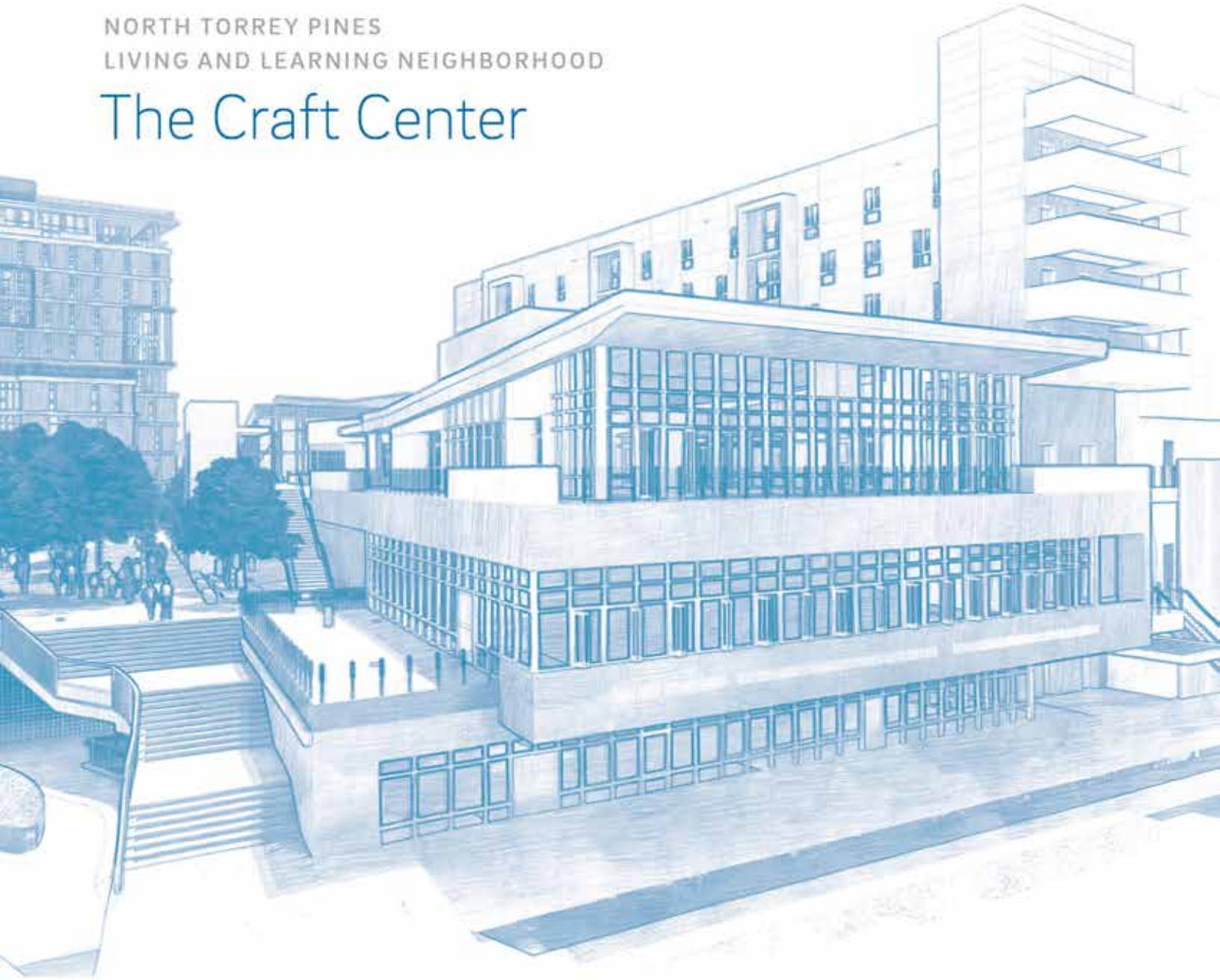


The Campaign For  
UC San Diego

NORTH TORREY PINES  
LIVING AND LEARNING NEIGHBORHOOD

# The Craft Center



CREATING COMMUNITY THROUGH CRAFT



## Spaces come alive through experience.

Whether home to a lively group conversation, first-time encounters with exhilarating artisanal techniques, or singular opportunities to hear the perspectives of world-renowned experts, a space connecting us to indelible experiences also connects us to each other.

As envisioned and enabled by substantial philanthropic support, the North Torrey Pines Craft Center at UC San Diego will be a place where experiences evolve. At the heart of the North Torrey Pines Living and Learning Neighborhood, the Craft Center will provide space for unique experiences to all members of our community — students, faculty, staff, and our San Diego neighbors — while hosting creatively conceptualized events linking individual enthusiasms to community participation.

Classes on a range of artisanal pursuits will give community members chances for self-expression and skill-building practice, together with fellow creators they might not otherwise meet. It will serve as a third space for participants: distinct from the solitude of home, distinct from the pressures of work.

In creating a space for people to come together, the Craft Center welcomes all — neighbors, retirees, professionals, undergraduates, professors — to a location with refreshing interiors, convenient parking, and appealing hospitality.

Though furnished with state-of-the-art equipment for beginner-to-expert creation, programs of the Craft Center will adapt, flexibly, to support growing interest and opportunity. It will be a place where community emerges with a life of its own.



## A place for discovery and connection

For decades, the Crafts Center at UC San Diego offered a wide variety of classes and programs, including glass blowing, ceramics, and bead making. It created a unique nexus between students, staff, faculty, and our neighboring community. With no need for prior experience, people came together. They learned together, created together, and together built new communities that lived in and out of the space they shared in common.

In 2012, UC San Diego conducted a facility assessment of the Crafts Center. It was determined that extensive upgrades were needed for the facility to remain safe and viable, and without an appropriate space the program closed. Community members passionate about the Crafts Center have convened frequently since then to help identify options and opportunities for a new space. More than bricks and mortar, the Crafts Center was about discovery and connection. We're committed to recreating its spirit.

As a new location, the North Torrey Pines Living and Learning Neighborhood offers the singular opportunity to integrate the Craft Center into a dynamically mixed-use neighborhood, readily accessible to student residents, easily approached from classes or

events, footsteps away from dining and entertainment. Direct access to parking and the nearby trolley stop connect this space to our community, and our neighbors, to an unprecedented degree. It'll bring back what we had before, and make possible the inclusion of so many others.



*Located in the heart of the old Student Center, the original Craft Center was a community hub for creative expression.*



*Local expert board-builders will guide classes in surfboard shaping, from blank to glassing.*



*Students will learn how to plan and execute their own jewelry designs.*

*The new reenvisioned Craft Center will commingle student and community members in a collaborative, open place for experimentation, imagination, and craftsmanship.*

## Opening the doors to all

The North Torrey Pines Living and Learning Neighborhood represents the best of UC San Diego's past and our vision for a more sustainable future. Combining the residential housing and administration of Sixth College with classroom space, a dining hall, outdoor recreation and an array of retail entertainment options, "the Neighborhood" recalls the earliest years of campus, when dorms of founding colleges were co-located with classrooms and lecture halls.

Serendipitously, planning that strengthens community is also kinder to our environment. More and more, municipal planners emphasize mixed-use development zones, where consolidated access to residential, retail, and office space cuts down the need for energy-intensive transportation. In that spirit, the neighborhood will accommodate usage evolutions — parking lots are designed to be flexibly repurposed as automobile transit declines in the future. Ample, secure bicycle storage and safe, well-marked bike lanes encourage residents and non-residents alike to choose more sustainable transportation.

Highly visible within the neighborhood, the Craft Center will amplify this ethos of sustainability by giving people the instruction they need to be independent creators, and in turn greater cultivation of artistic judgment, sensibility, and expression.

For all the individual development, the greater benefit may be camaraderie. Groups meeting in classes or friends of all types can participate in events and socialize before or after in their choice of a number of restaurants, coffee shops, or outdoor recreational spaces.

Perhaps most important, the Craft Center advances our efforts to involve students in experiences that preview life's diverse span of connections. Integrating students with members of our community opens the doors of discovery to all.



The Craft Center will be located directly above the neighborhood's main dining hall.



Specialized cooking classes will be offered, ranging from the basics to more advanced techniques.

As a "third place" for the campus and the greater community to connect, the Craft Center will catalyze the soulful spirit of San Diego through workshops, lectures, classes, programs, art shows, and more.



## Activating creativity through shared exploration

The following spaces will house units and the activities under their direct purview, while common areas in the lobby and all floors will activate connections, conversations, and community.

To maximize the value of this remarkable space, programs and uses can evolve over time. The design enables the inclusion of favorite classes from the past, like ceramics, while welcoming new programs, like surfboard shaping. To supplement a core course catalog, the space has the architectural flexibility to accommodate activities blending the soul of the past with new interests in the future.

For example, events featuring high-profile personalities can span the Craft Center and adjacent 600-seat concert-caliber auditorium. Visits by groups of prospective undergraduates can include exploratory classes within the Craft Center, guided tours of connected dorms, and enjoyable meals in neighborhood restaurants.

As our community on and off campus becomes increasingly engaged, innovative programs underwritten by donors or interest groups will catalyze custom experiences. For example, envisioned wine and food events will feature local growers and vintners, kicking off specialized classes on winemaking or the slow food movement.

With architectural features such as glassed-in instructional space, the Craft Center sparks curiosity and invites participation. Versatile indoor/outdoor transitions optimize the special year-round advantage of our coastal climate.

Classes under consideration include:

- » Surfboard shaping
- » Painting
- » Ceramics
- » Book arts
- » Cooking
- » Woodworking
- » Jewelry making

Inside the Craft Center will be a mix of classrooms, dedicated studios, and facilities with specialized light-industrial equipment. Operated by UC San Diego's Housing, Dining, and Hospitality department, systems may be deployed to control member access and entry, simultaneously assuring the safety of students and community members while expanding options for using the space.

The reimagined Craft Center is designed for year-over-year financial sustainability, with a nimble business model that makes the most of cross-campus efficiencies.



Book arts classes will give participants the chance to bring words to life.



Art educators will teach classes for all ages and skill levels across a spectrum of media.



## It takes a collective effort to enrich our campus community.

With a gift to the Campaign for UC San Diego, you make the Craft Center a renewed possibility, enhancing experience in the North Torrey Pines Living and Learning Neighborhood. You will help our students, staff, faculty, and friends pursue new interests and build lasting bonds. The North Torrey Pines Craft Center perfectly represents a signal Campaign goal of enriching our campus community. With your support, you assure our collective success.



*The neighborhood's new Craft Center and mixed-use community building will be a centrally located and highly visible heart and hub for expression, creation, and passion.*

Through the Campaign, contributions may be recognized within the Craft Center at levels commensurate with the size of your gift, signaling to our students and visiting Craft Center participants your enthusiastic support.

Thank you for supporting experiences unique to our nontraditional campus, and for making it possible to sound out a welcome we're confident will bring diverse generations, diverse vocations, and diverse interests to our campus home. As the North Torrey Pines Craft Center welcomes tinkerers, dreamers, and creators of all types, we celebrate the vibrant community generated by shared endeavor.

**Help us continue the  
non tradition.**



For more information about supporting the Craft Center at UC San Diego or making other contributions to advance our vital work, please contact:

**University Development**  
**University of California San Diego**  
**9500 Gilman Drive #0937**  
**La Jolla, CA 92093-0937**  
**[giving-craftcenter@ucsd.edu](mailto:giving-craftcenter@ucsd.edu)**  
**[campaign.ucsd.edu](http://campaign.ucsd.edu)**



## **The Campaign For** **UC San Diego**

At the University of California San Diego, challenging convention is our most cherished tradition. The Campaign for UC San Diego is a \$2 billion university-wide comprehensive fundraising effort to transform the student experience, our campus, and ultimately the way humanity approaches problems and develops solutions.