





▶▶▶▶ Not only are we at the centre of the capital, but also where the thriving creative and cultural industries of Wales are located. It is absolutely key for us to interact with those industries; for our students it offers the best opportunities for teaching by industry professionals, and also subsequent employment.

‘I think also there’s an importance of sense of place, and being in Cardiff, the capital of Wales, does that. The University of Glamorgan is an oddity in that its name doesn’t loudly shout its location, like the University of Bristol for example. This sense of identity is an important one, I think. When the industrial base of a small economy disappears, it’s not unusual for the state to invest in the creative and cultural industries – the same thing happened back home in my native New Zealand. There’s this sense of national identity – how does it feel to be Welsh? – which we’re part of, encouraging and tapping in to. By enhancing our profile in the ways I’ve explained we will appeal to more and better students.

‘We’ll improve the relationship between teaching, learning and research. We’ll appeal to a broader constituency and we’ll get more and better students out at the other

end. Ultimately, the value of our degrees will be enhanced.’

The ATRiuM itself is an impressive space, already established as something of a landmark in Cardiff’s burgeoning centre. It turns out that the building has a slightly less than glorious pedigree. ‘Enterprise House was a horrible ex-BT telephone exchange,’ grimaces Don. The University bought the

site, engaged Holder Mathias architects initially to do concept designs and then the new architectural scheme itself. Essentially, they stripped the existing building back and constructed a new adjacent building, connected the two and created ATRriuM.

‘We chose the name ATRiuM because it’s about vertical and horizontal integration, both in the physical space and in the ▶▶▶▶▶▶▶▶▶▶





▶▶▶▶ whether CCI at ATRiuM was meeting expectations.

‘We’re not just competing locally, but with the top colleges nationally. It’s really gratifying to be able to confirm that applications have increased by 54% in our first year, and what’s more the retention rate has also significantly improved. To put more detail on the statistics, another pleasing fact

is these numbers relate to selection across all our programmes, as opposed to just clearing. In other words, more and more students are specifically choosing us. We’re on target at about 2,000 students right now.

‘Good things are coming together here, and we’re realising our ambitions. A recent example of this is that we have signed an agreement with Roland UK whereby they will provide us with latest musical technology with immediate benefits. As part of the agreement our students are also receiving professional industry advice.

Anyway, we set up a Battle of the Bands contest with 70 entries from local schools. From a shortlist we ran a competition which was a huge success, a landmark event locally. The beauty of it was that we put the whole facility through its paces in a totally integrated way; we had music technology, TV/TV production and editing, marketing, multimedia and connectivity. We captured the performances in real time, sent the signal to cinema, and broadcast to plasma panels in the ATRiuM’s street area. It was fantastic, and with the input from Roland UK, demonstrated the ongoing importance of engaging with industry.

‘What we’re doing here is allowing students to learn in a creative environment that will benefit them when they enter the

workforce. It’s a big responsibility and we all take it very seriously. It’s also important to acknowledge what academics do in research, and how that contributes to all kinds of knowledge. Education is not just about finance and engineering – the contribution of academics in the cultural and creative sector is hugely important. And we’re proud to be a part of that.’ ●



essential ingredients

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| Client: | <ul style="list-style-type: none"> University of Glamorgan: Cardiff School for the Creative and Cultural Industries |
| Architect: | <ul style="list-style-type: none"> Holder Mathias 029 2049 8681 |
| Main Contractor: | <ul style="list-style-type: none"> Willmott Dixon 029 2022 1002 |
| Interior Furnishing: | <ul style="list-style-type: none"> Momentum 029 2023 6266 |
| Systems Furniture: | <ul style="list-style-type: none"> Techo 020 7430 2882 |
| Flooring: | <ul style="list-style-type: none"> Desso www.desso.com |
| Reception, Joinery, Cafe Counters: | <ul style="list-style-type: none"> Nuttalls www.nuttalls.co.uk |