



GROUNDBREAKING CEREMONY

for the

J. M. MOUDY COMMUNICATION AND VISUAL ARTS BUILDING

10:15 a.m., Saturday, October 14, 1978

PROGRAM

Presiding: Dr. William C. Conner
Chairman, TCU Board of Trustees

Music by the TCU Horned Frog Marching Band James A. Jacobsen
Director

Invocation Dr. Ronald B. Flowers
Chairman, Faculty Senate

A Special Gift: The J. M. Moudy
Communication and Visual Arts Building Mrs. Carter Johnson
for the Amon G. Carter Foundation

Recognition from the City The Honorable Hugh Parmer
Mayor, City of Fort Worth

A Personal Word Dr. J. M. Moudy
Chancellor
Texas Christian University

For Enhancing Communication and Visual Arts at TCU:

- Dr. George T. Tade, Dean, School of Fine Arts
Importance to the Programs of TCU.
- Miss Laura Shrode, President, House of Student Representatives
Importance to the Students of TCU.

The Groundbreaking

Music by the Band

A display of the building model may be viewed in the
main lounge of the Brown-Lupton Student Center.

The J. M. Moudy Communication and Visual Arts Building

With today's groundbreaking, the long-time dream of a new home for communication and visual arts programs at TCU comes closer to reality. Funded by the Amon G. Carter Foundation of Fort Worth, the architecturally distinguished building will be completed in late 1980. The building is named for TCU Chancellor James M. Moudy in keeping with the wish of the Carter Foundation trustees.

Three units of the School of Fine Arts will be housed in the new facility — the departments of art and speech communication and the division of radio-TV-film; the department of journalism of AddRan College of Arts and Sciences; and the TCU Press, which publishes scholarly works.

The art department, now operating in five campus locations, will occupy the northern part of the building where rows of glass provide north light for the painting, drawing and sculpture studios below. Printing and ceramics workshops, kilns and other work-study rooms are nearby.

The radio-TV-film division will have two large television studios, radio reproduction and AM/FM studios, film animation and editing laboratories and related facilities.

The speech communication division will have practice rooms, forensic research areas and other needed facilities. Journalism will have editorial and production rooms for the student newspaper and magazine plus reading and special work areas. The TCU Press will have its editing, management and distribution offices in the building.

A central lecture-recital hall seating 150 persons will be used by all departments housed in the building and departments from elsewhere on campus as will four small classrooms — one of them designed for slide projection on the four walls and ceiling. Photographic darkrooms, conference and seminar rooms also will be centrally located.

The building also will include educational display space as well as offices for the dean of the School of Fine Arts.

This is the first Texas project of architects Kevin Roche John Dinkeloo & Associates, a Connecticut firm with a worldwide reputation. Among Roche's major buildings are the Fiat headquarters in Turin, Italy, the expansion of New York's Metropolitan Museum of Art, the new United Nations Plaza Building in New York City and the Oakland, Calif., Museum.

The building has been designed to enhance the view of nearby Robert Carr Chapel and its spire. Major trees on the site will be preserved. A dramatic three-story-high courtyard cover of tempered glass will tie together the three elements of the 130,000 square-foot structure. "We have considered the environment, the character of the other buildings which form the campus and the particular site," said Roche. "What happens on that site will give one the first impression of what TCU is."