

SOLOMON CORDWELL BUENZ

# CAMPUS DINING TRENDS



# ABOUT SCB



Founded in 1931  
Chicago + San Francisco



250+ Design Professionals



Architecture, Planning,  
& Interior Design



Student Life  
Academics  
Science and Research  
Housing  
Sports and Recreation  
Dining





ARIZONA STATE UNIVERSITY  
BALL STATE UNIVERSITY  
BUTLER UNIVERSITY  
CALIFORNIA STATE UNIVERSITY, CHANNEL ISLANDS  
CALIFORNIA STATE UNIVERSITY, SACRAMENTO  
CASE WESTERN UNIVERSITY  
DREXEL UNIVERSITY  
DOMINICAN UNIVERSITY  
ELMHURST COLLEGE  
ILLINOIS COLLEGE  
ILLINOIS INSTITUTE OF TECHNOLOGY  
ILLINOIS STATE UNIVERSITY

LAKE FOREST COLLEGE  
LEWIS UNIVERSITY  
LOYOLA UNIVERSITY CHICAGO  
NORTH CAROLINA STATE UNIVERSITY  
NORTHEASTERN ILLINOIS UNIVERSITY  
NORTHERN ILLINOIS UNIVERSITY  
NORTHWESTERN UNIVERSITY  
OBERLIN COLLEGE  
OREGON STATE UNIVERSITY  
ROSALIND FRANKLIN UNIVERSITY  
ROOSEVELT UNIVERSITY  
SAN JOSE STATE UNIVERSITY

SAINT XAVIER UNIVERSITY  
SCHOOL OF THE ART INSTITUTE OF CHICAGO  
SOUTHERN ILLINOIS UNIVERSITY AT CARBONDALE  
SOUTHERN ILLINOIS UNIVERSITY AT EDWARDSVILLE  
UNIVERSITY OF ARIZONA  
UNIVERSITY OF CALIFORNIA, BERKELEY  
UNIVERSITY OF CALIFORNIA, MERCED  
UNIVERSITY OF CALIFORNIA, RIVERSIDE  
UNIVERSITY OF CALIFORNIA, SANTA CRUZ  
UNIVERSITY OF CHICAGO  
UNIVERSITY OF CHARLESTON  
UNIVERSITY OF GEORGIA

UNIVERSITY OF ILLINOIS AT CHICAGO  
UNIVERSITY OF ILLINOIS AT SPRINGFIELD  
UNIVERSITY OF IOWA  
UNIVERSITY OF MINNESOTA  
UNIVERSITY OF NORTH DAKOTA  
UNIVERSITY OF NOTRE DAME  
UNIVERSITY OF SAN FRANCISCO  
UNIVERSITY OF TOLEDO  
UNIVERSITY OF UTAH  
VALPARAISO UNIVERSITY

## CAMPUS CLIENTS

**EAT  
DINE  
NOSH  
NOURISH**



**MICRO  
RESTAURANTS**



***DINING ON DISPLAY***



**FOOD VARIETY**

# MICRO RESTAURANTS

- Part restaurant, part food court, part marketplace
- Offers flexibility and adaptability - swapping concepts is relatively easy and cost effective
- Allows for scalability - start with three, add more as needed
- All this comes at a price – micro-restaurants are more costly to build out





## *DINING ON DISPLAY*

– Fast Casual Food

– 10 markers that define this category  
(as defined by Technomic)

1. Food quality
2. Use of better ingredients
3. Food that is wholesome
4. A perception of freshness
5. First-rate décor
6. Fair pricing
7. Fast service
8. Friendly employees
9. Flexible offerings
10. Full view of how the food is prepared





# FOOD VARIETY

- Multicultural
- Vegetarian/Vegan/Allergen-free
- Mindful dining is on the rise with an emphasis on locally-sourced foods



# HANG OUT GATHER ADWELL CHILL



SEE &  
**BE SEEN**



***THE COOL FACTOR***



**BRANDING**



# SEE & BE SEEN

- Dining spaces are emerging as social hubs on campus
- Location, location, location- dining is more successful when sited along major paths through campus
- A design approach that prioritizes transparency and natural light is key
- Active, populated, and well-lit buildings increase the sense of safety and security both within the building and the surrounding area



# **THE COOL FACTOR**

- “Instagrammable” Spaces – in general, students have a greater interest in design due to social media outlets like Instagram and Pinterest
- Spaces where students want to hang out and linger - engaging, comfortable, and cool interior design
- The realities of density – there is a big difference between the number of seats on paper vs. perception when in use
- Variety in postures (bar height tables, lounge furniture, etc.) supports all functions (alone, together)
- Sustainable materials and finishes are a given



# BRANDING

- Shift from mascot/sports team branding to legacy building – historical photos, traditions, campus architecture, etc. make a student feel part of a continuum
- Embrace regional and local art/culture – rise of the maker movement
- Blur the lines between town and gown – dining can serve both and grow the local economy



# LEARN COLLABORATE STUDY

-  **MULTIPURPOSE**
-  **ACTIVATION**
-  **AUXILIARY  
SPACES**
-  **ON-THE-GO  
QUICK BITE**



# MULTIPURPOSE

- DINING IS EXPENSIVE- maximize the value of these facilities by making flexibility and dual use a design priority
- Expand usage beyond just dining - what other space demands on campus can dining help fulfill? Study space? Event space?
- Segmented program elements allow for extended use (late night/24 hour operations)- dining seating becomes programmable space
- Satellite Student Unions





# ACTIVATION

- Dining can provide opportunities for learning outside the classroom - life skills or “adulting”
- Support spaces for wellness-focused programming and events – demonstration kitchens, chef’s tables, flex spaces, etc.
- Food is a strong link to ethnic identity and can broaden cultural awareness





## AUXILIARY SPACES

- Next Generation Dining Hall
- Integrated technology – outlets, wifi, outlets, faster wifi, outlets
- Extend the learning environment beyond the academic core - Innovation labs with white boards, wireless collaboration monitors, AppleTV, etc.
- Select student services – meal card office, IT support, etc.
- Food must be allowed in all auxiliary spaces to ensure their success





# ON-THE-GO QUICK BITE

- Dining dispersed throughout campus can activate buildings
- Grab and go cafes can be incorporated within existing buildings with lower investment
- Food Truck partnerships can help diversify campus food options



# #TRENDING



MICRO  
**RESTAURANTS**

*DINING ON DISPLAY*

FOOD VARIETY

SEE &  
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*THE COOL FACTOR*

BRANDING

*MULTIPURPOSE*

ACTIVATION

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