



Allen W. and Carol M. Schmidthorst College of Business

Bowling Green State University

The Schmidthorst College of Business, located in the new state-of-the-art Robert W. and Patricia A. Maurer Center, is inspiring students and faculty with their bold new look.

The Maurer Center connects the iconic Hanna Hall with a 50,000-square-foot addition and celebrates the University's history while providing one of the most modern and innovative learning spaces in the nation.

Executing Perkins&Will's design, Bluewater Studio produced and installed branding elements within the Center's three floors providing a meaningful experience around purpose, vision, innovation, success, leadership, achievements, and entrepreneurship, while honoring students, faculty, alumni, and donors throughout the Center.

"Bluewater Studio has been excellent to work with from start to finish. Their commitment to making sure BGSU was completely satisfied with the products & installation was just outstanding. The entire Bluewater team are true professionals."

DESIGN:
Perkins&Will Branded Environments



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Sr. Project Manager
Bowling Green State University

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