



Robin Roberts Broadcast Media Center

Rooted in Legacy, Designed for Growth



Robin Roberts Broadcast Media Center

The Robin Roberts Broadcast Media Center is a purpose-built academic facility at Southeastern Louisiana University dedicated to journalism, broadcasting, and digital media education. Designed to support hands-on learning while honoring the legacy of alumna Robin Roberts, the space serves as both an instructional environment and a source of inspiration for students.

ASI was tasked with creating a signature environmental installation that would anchor the building visually and conceptually. The objective was to express growth, resilience, and upward momentum without relying on literal storytelling, allowing the space to feel timeless, layered, and integrated into daily student life. The project received national attention through a feature on *Good Morning America*, highlighting the power of the design and its layered storytelling approach.





Service Offerings

- Consultation
- Design-Build
- Fabrication
- Installation
- Content Creation

Product Applications

- Custom Environmental Graphics

About the Solution

ASI led a fully integrated Design-Build process, beginning with concept development and continuing through fabrication and installation. The guiding narrative, *Rooted to Rise*, was translated into a sculptural environmental display using layered forms, material depth, and subtle visual movement rather than direct imagery or text.

The installation was designed as an architectural element embedded into the building itself. The result is a lasting environmental feature that students encounter daily within the Robin Roberts Broadcast Media Center, reinforcing the program's mission and values through craftsmanship and thoughtful integration into Southeastern Louisiana University.

