Open for Business

January 17, 2018



A brass band leads students and guests into the newly expanded A. B. Freeman School of Business as classes resumed for the semester on Tuesday, Jan. 16. (Photos by Sabree Hill)

The Goldring/Woldenberg Business Complex is officially open for business.

On Jan. 16, the Freeman School unveiled its long-awaited expansion with a New Orleans-style celebration in honor of the building's inaugural day of classes. Accompanied by the Uptown Strutters Brass Band, Tulane Provost Robin Forman and Freeman School Dean Ira Solomon led a ceremonial second-line into the building and welcomed students, faculty and staff to the B-school's spectacular new home.

"Beautiful, creatively designed spaces are fundamental to the work we do," Forman said. "They build community, they reinforce community standards, and they make activities possible that wouldn't have been possible otherwise.

Designed by renowned architect Cesar Pelli, the $35 million expansion unites what were two business school buildings into a single unified structure featuring more than 80,000 square feet of new and renovated space, including 10 new classrooms, more than 30 new student breakout areas and an expansive three-story atrium fronted by a wall of waving glass.

The building was also designed to meet LEED Gold standards and will showcase an extensive collection of art, much of it drawn from the Newcomb art collection.

“A world-class community deserves a world-class building,” said Solomon.

For students, many of whom had only ever attended business classes in the basement of the Howard-Tilton Library, the new building was a revelation.

“It’s super cool,” said senior Robbie Sipos. “It definitely has all the touches you’d expect from a world-class business school.”

“The building is really welcoming,” added senior Sarah Lawhorne. “It’s really wide open and you can network and mingle.”

“It’s beautiful,” said junior Justine Felitto. “The classrooms are really modern, and there are a lot of good places for group study, which I felt like the library was really lacking.”

Sophomore Allen Chen may have summed it up best.

“It’s like a five-star hotel. It’s great.”

To see more photos from the opening day celebration, visit the Freeman School's Flickr page.

