



UNIVERSITY OF MIAMI
Division of University Advancement

M E M O R A N D U M

TO: Debbie McGrath, Marketing Director

FROM: Donna A. Arbide
Assistant Vice President, Alumni Relations and Individual Giving

DATE: July 18, 2017

RE: *Miles Nadal Request Re: Website*

In 2013, after visiting the University of Miami during a family visit, Miles Nadal, media titan, became interested in how he could be impactful at the University and its School of Communication. He decided to join forces philanthropically with a friend, UM alumnus and fellow media industry leader Bill Koenigsberg, to help transform a '70s-style reading room, the location of which served as the “face” of the School of Communication, into a cutting-edge, technology-driven, multimedia student space. The vision included a student-run agency that would also utilize this space, offering real-life clients any of the services taught at the School. Mr. Nadal’s passion for helping others through philanthropic and educational support aligned perfectly with this need at the University. With a leadership matching gift from Mr. Nadal and Mr. Koenigsberg, the project succeeded and the Koenigsberg & Nadal Interactive Media Center was opened to students in January 2017.

The 2,500-square-foot Center is a pioneering venue and is already transforming experiential learning at UM. The redesigned space includes a glass-enclosed war room for conferences and brainstorming sessions, “Buzzihubs” that allow for semi-private meetings, and a multimedia room—all of which are designed to facilitate teamwork. The facility is infused with technologies in every corner, enabling students to easily communicate with one another as well as with clients. The student-run agency allows students to gain experience by completing real assignments under circumstances similar to those in the workplace, and provides an opportunity to build a complete portfolio. The design of the Koenigsberg & Nadal Interactive Media Center, with its open windows and colorful digital tools and technology, has created a lively, inviting hub for educational innovation. In this space, groundbreaking ideas have already been born, visions have come to life across all disciplines, and students become part of an experience-based learning ecosystem unique to UM.