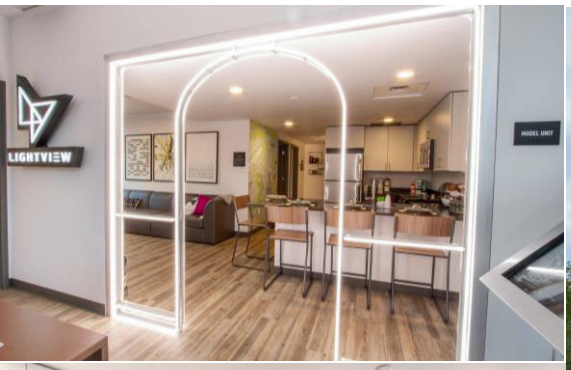
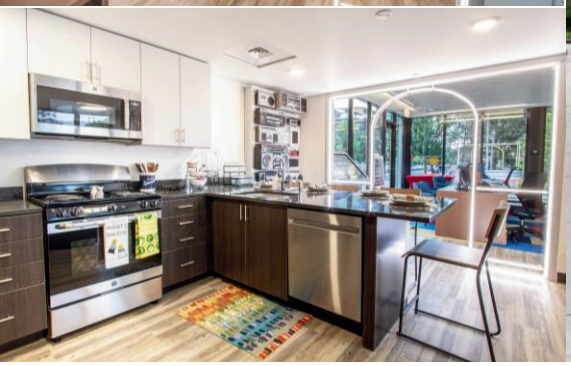
CASE STUDY

Client: Northeastern University

Dormitory Showroom

Temporary Showroom





Northeastern University needed a temporary Marketing Center and Sample Dormitory to support leasing for a new on-campus residence hall being constructed by JMA. The goal was to provide an accurate representation of the future dorm rooms while offering a dedicated space for housing staff to meet with prospective students and families.

The modular showroom was designed as a full-scale model of the future dorm environment, including a replica of the living space and an adjacent office-style area for leasing discussions and application support. This allowed visitors to clearly understand room layouts, finishes, and overall living conditions before the permanent building was complete.

Locating the modular center next to the construction site kept the experience closely tied to the project without sending students and parents through an active construction zone. This reduced safety concerns and limited potential disruption to construction activities and site logistics.

By using a modular solution, the project team was able to design and deploy the showroom on an accelerated schedule, with much of the building work taking place off-site while site preparation continued. This concurrent process helped keep the overall project on track and minimized the time in which the university lacked a dedicated marketing and leasing environment for the new residence hall.

Once construction of the new dormitory was complete and the building opened, the temporary modular showroom was removed from the site, allowing the area to transition fully to its intended long-term use without leaving a permanent structure in place.

Project Details

Location
Boston, MA

Square Feet
1,500

Modular Units
2

Modular Factory
Modlogiq