

MARY ANN MAVRINAC
studio X
UNIVERSITY OF ROCHESTER LIBRARIES

From Concept to Catalyst: The Evolution of Studio X

Emily Sherwood, Meaghan Moody, & Nick Vamivakas
Designing Libraries XII | 9.29.2025



Key Themes





Assessment



Data



Storytelling



Iteration



Pain Points



Interdisciplinary



Relationships



Experiential Learning



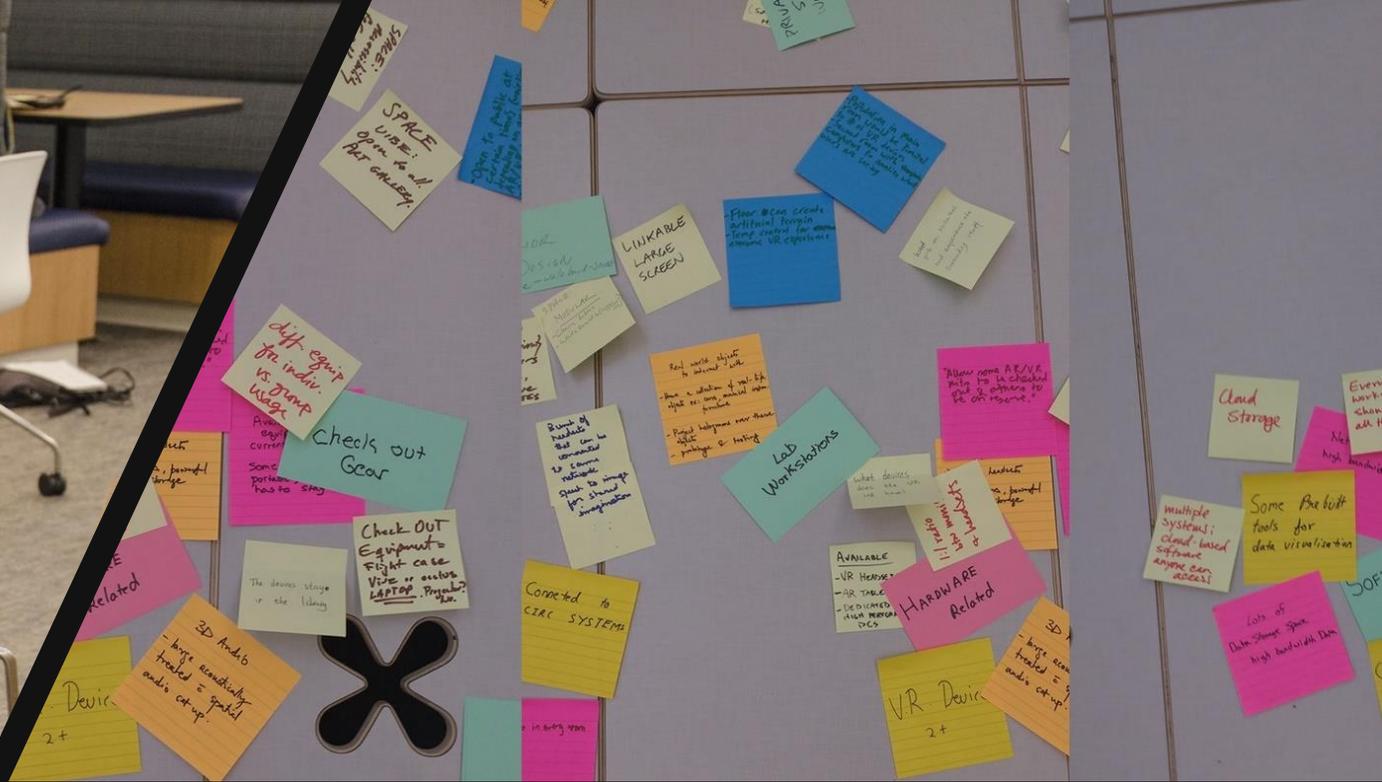
Phase I

Origins & Vision

Lowering the Barriers to Entry

Space & Design

The background features a repeating pattern of overlapping diamond shapes. The lines forming these diamonds are colored with a gradient that transitions from dark purple and magenta in the upper right to bright orange and red in the lower right. The overall effect is a dynamic, geometric design.



"I want to seize the day"

Position: Senior
Discipline: Engineering

Keywords

- Focused
- Energetic
- Ambitious
- Needy

My Goals

- I want to get into graduate school
- I want to take advantage of all of the resources that I currently have access to
- I want to prove myself as a capable engineer

Barriers & Frustrations

- It's hard to find time to do all of the things that I want to accomplish
- I have ideas but I'm not sure how to get started
- I wish I had more freedom to complete assignments my way
- I don't have a dedicated workspace so everything has to fit in my backpack



Where I Need Help with AR/VR



CANNONDESIGN



5: SHOW & TELL DAY 6 INTRODUCTION DAY 7: VR BASICS DAY 8: VR GAME MECHANICS DAY 9: CRITICAL VR FINALE ISSUES & GAME JAM SHOW

SLAY

Finished and rendered

I added details to the main and learned how to render in Unity

Dr. Ben Suarez! faculty talk VR of Trauma, PTSD and understanding. Finished models + voted! epic prizes

Finished some sketches and printed the model - Peter

SLAY

- This or that
- Intro to Eastman Q - Found
- Learned about
- Started + knocked
- Built our own quest
 - Blair judged
 - Import assets - idg66

I learned how to chain land and roll models in a virtual world!

Found a cool park and made my own VR test with a friend in Unity

Found a cool park and made my own VR test with a friend in Unity

SLAY

Getting to know you Bongo

- Learned all about Unity VR with prof O'leary
- Made teleportation pads
- Made objects interactable
- Found custom objects

How to import models from Sketchfab

SLAY

- Rock paper scissors
- Added movement to NPC
- Created the game

SLAY

SLAY

CRITICAL VR FINALE ISSUES & GAME JAM SHOW

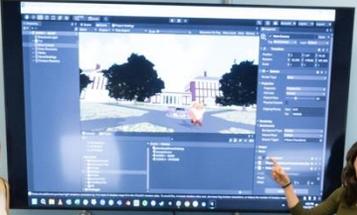
CRITICAL VR FINALE ISSUES & GAME JAM SHOW











STUDIO X

UNITY 3D!

EXIT

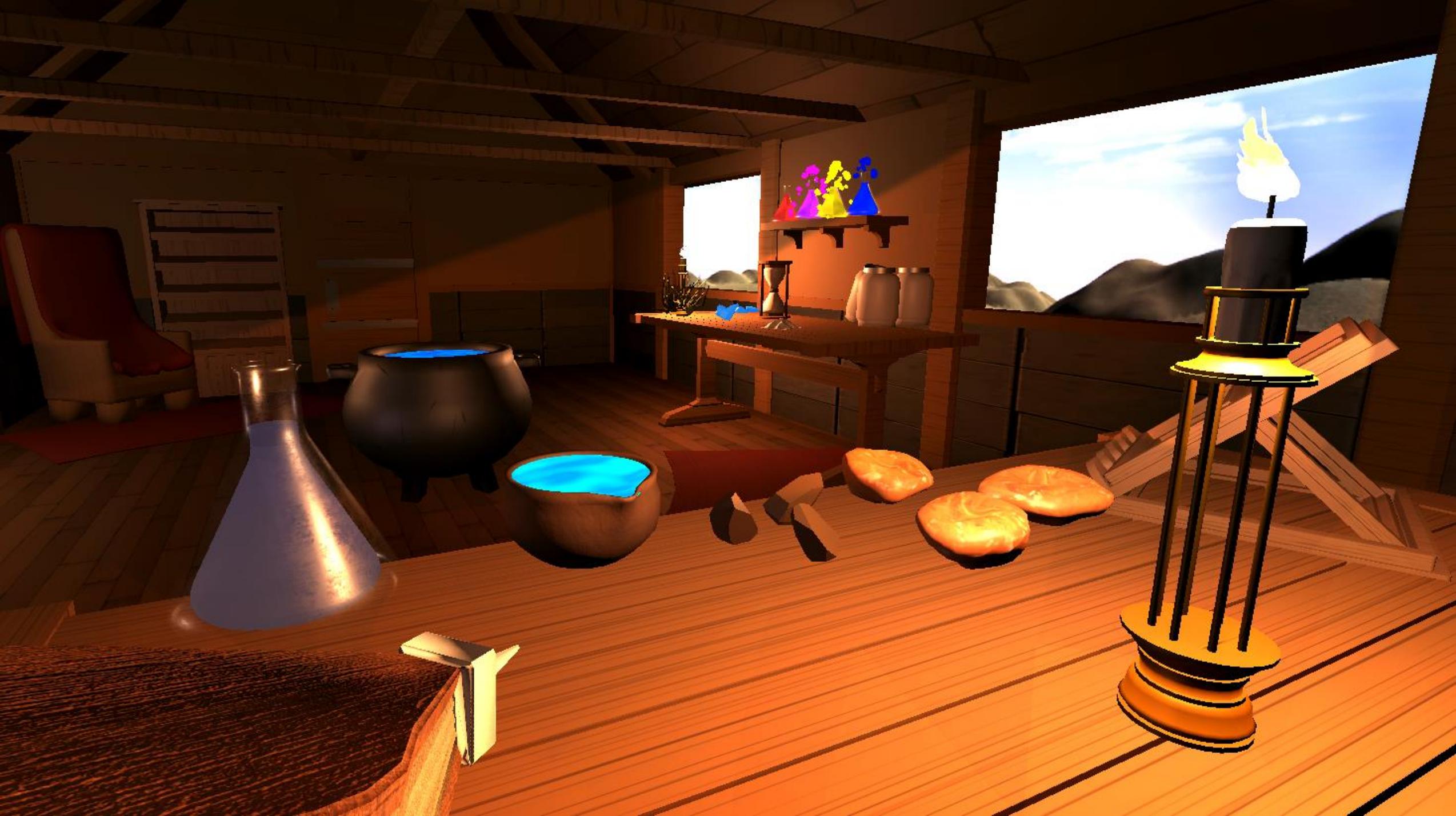
OX LIBRARIES

EMERGENCY EXIT ONLY PLEASE DO NOT BLOCK



Building Community & Programs









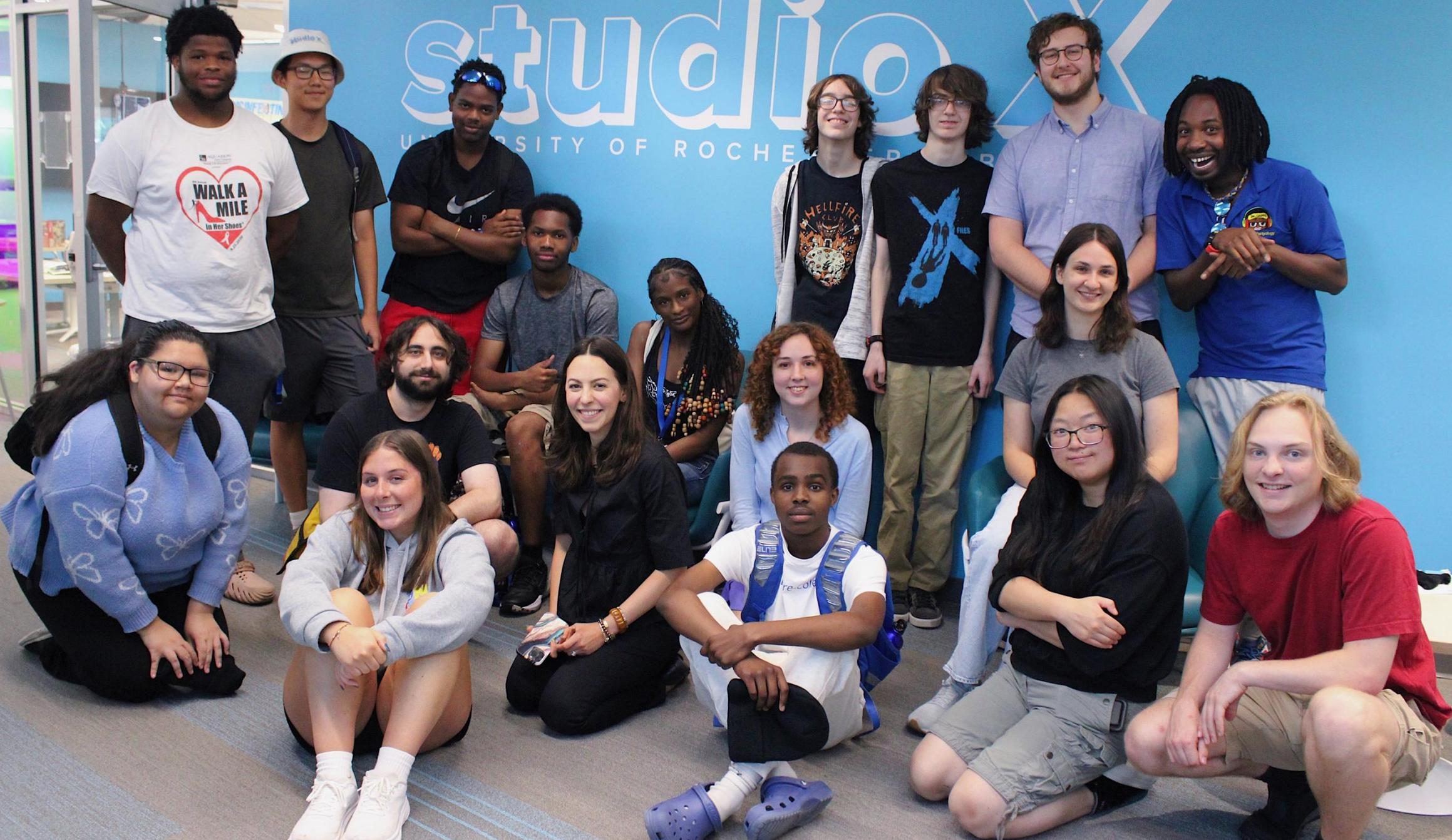
studio X
Learning Hub
RESERVE
THIS ROOM FOR
FOR XR WORK
SCAN OR CODE
BELOW
<https://bit.ly/48rzqqu>
NO EATING ALLOWED

GIVE A
PHOTONICS
ABOUT SCIENCE.
OSA

MARY ANN MAVRINAC

studio X

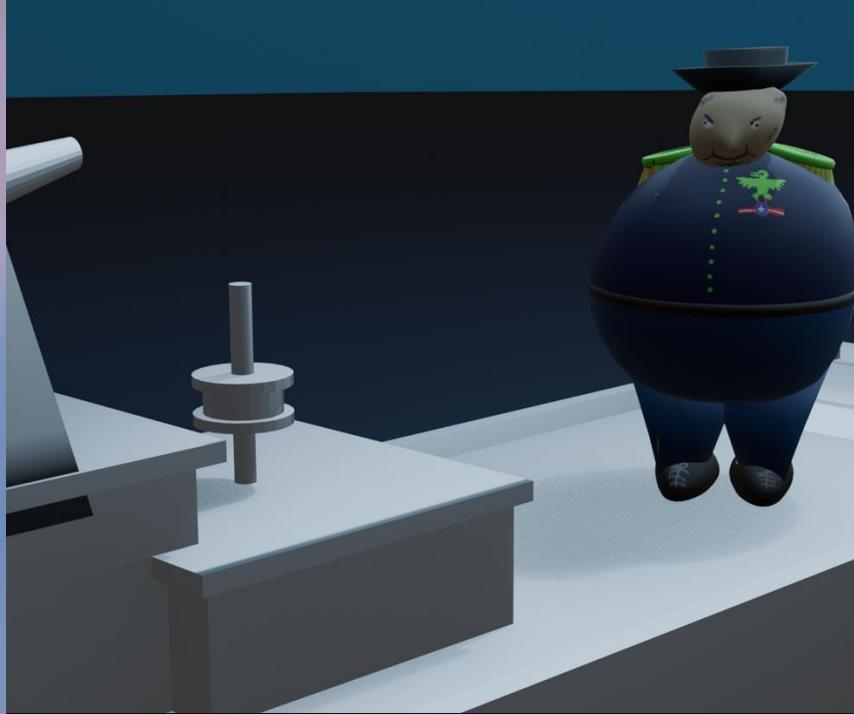
UNIVERSITY OF ROCHESTER



WALK A MILE
In Her Shoes

HELLFIRE CLUB

FILES

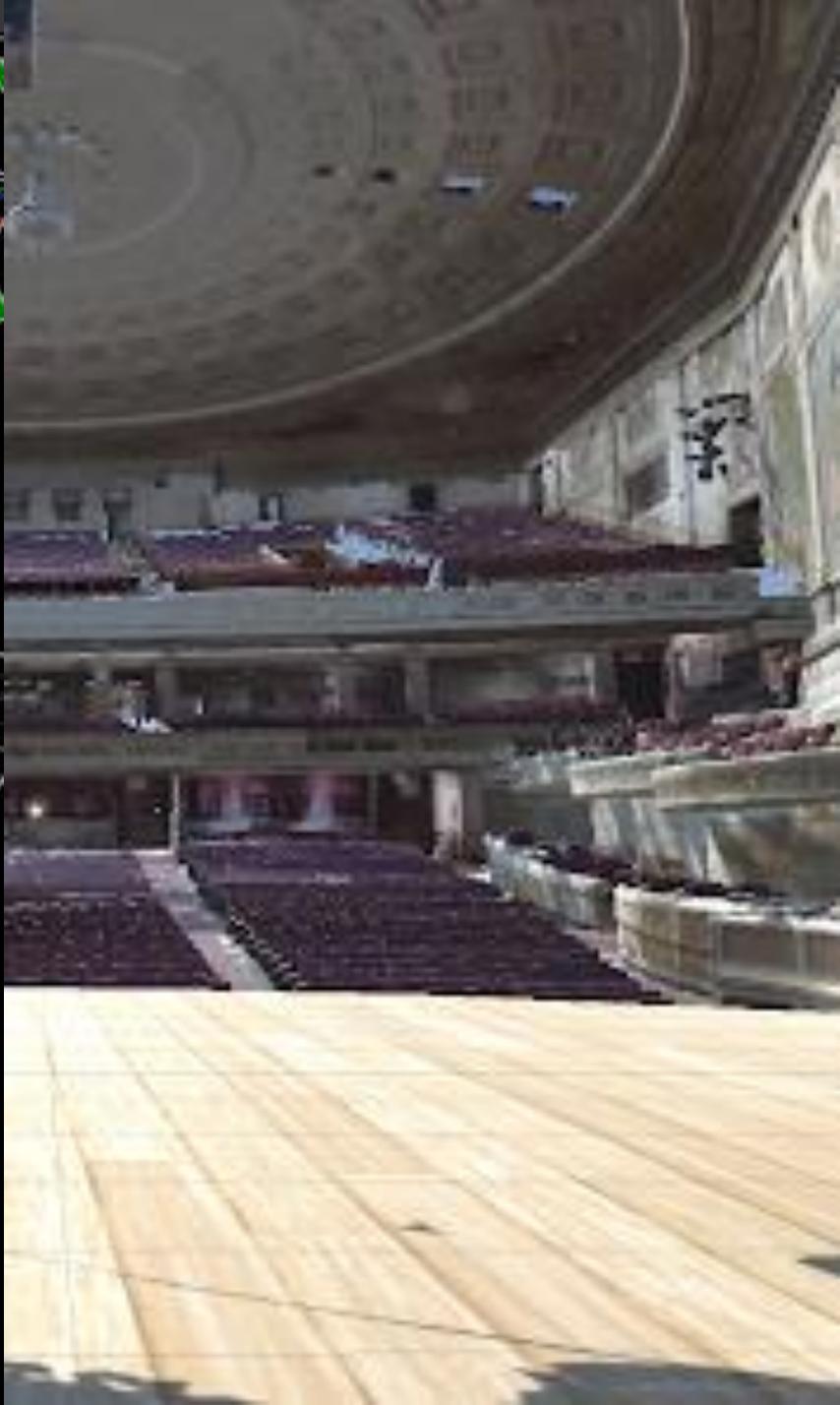
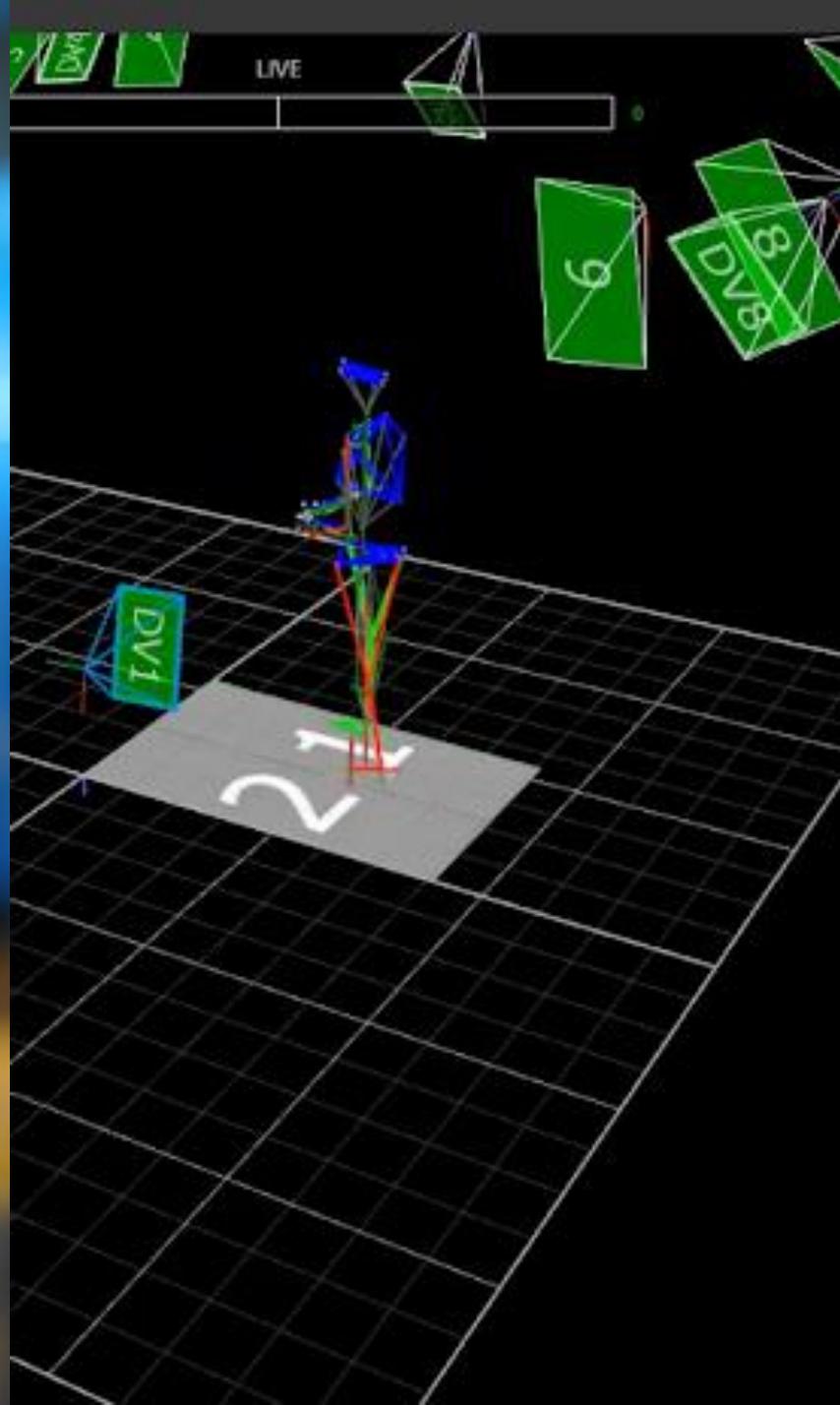




Early Outcomes & Impact

Phase I Goals

- Develop programs that lower barriers to entry
- Cultivate a welcoming community and environment
- Empower our students
- Work with faculty and students across the University



By the Numbers

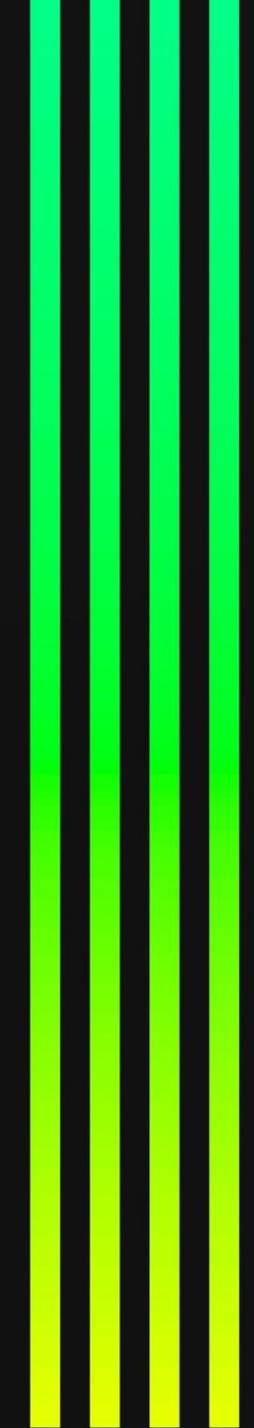
37 classes a year across 25 departments
reaching 958 students

30 events and workshops across 50 departments
reaching 1,880 people

1,324 equipment loans across 60 departments

Phase I: Lessons & Challenges

- You can't understand a space until you live in it
- Capacity building has moving and multiplying goal posts
- Advocacy and education are iterative (and exhausting)
- XR as shark: Keep moving to stay relevant



**How do you balance
growth with sustainability?**



Phase II

From Foundation to Evolution

*Increasing Impact,
Expanding Research*

Planning Phase II

From Vision to Priorities



Strategic Priorities for Phase II

AUG 2024



Phase II Goals

- Increase visibility of XR consultation and collaboration services
- Build student developer cohorts
- Archive and share XR research and teaching outputs
- Launch a 2-credit course on XR development
- Fund course integration grants
- Position STEM library as a research hub

Growing XR Research

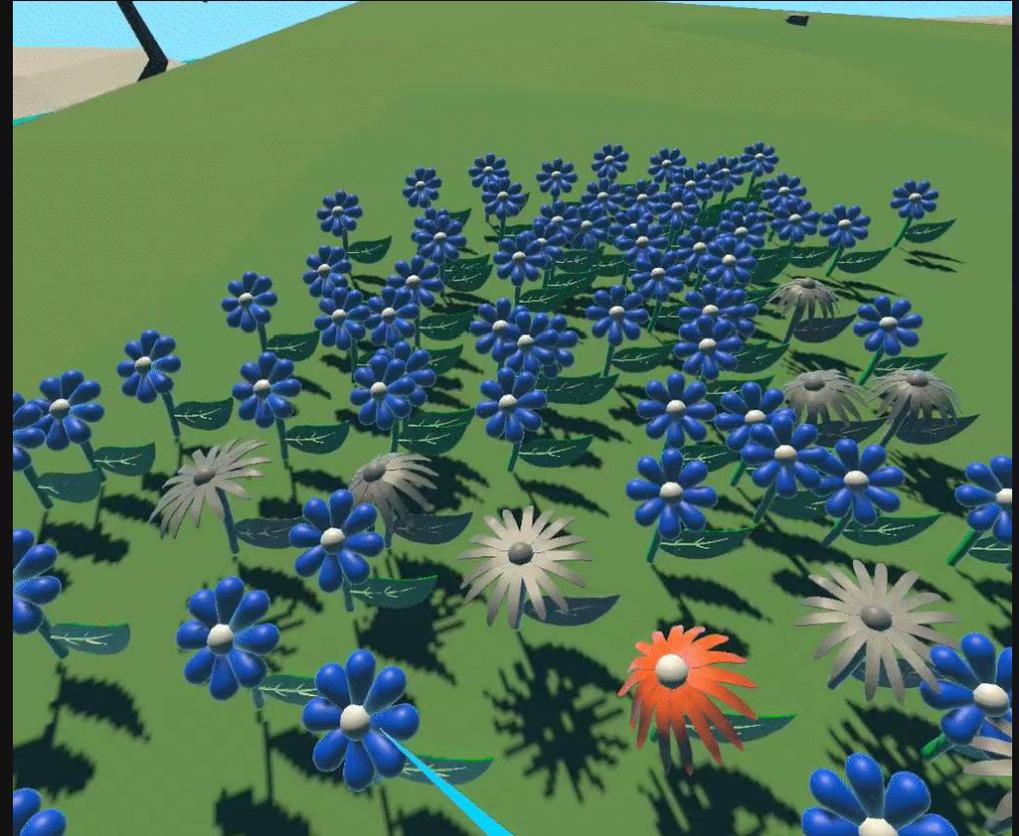


Phase II: Research Collaborations

**VR analogy for
the filter bubble**

Computer Science

Professor Zhen Bai &
PhD student Shutong Wu



Phase II: Research Collaborations

Kormantin Archaeology Toolkit

History

Professor Mike Jarvis



Phase II: Research Collaborations

Diagnosing Stroke Symptoms

Neurology & Neuroscience

Professor Ania Busza



Phase II: Research Collaborations

**Increasing Awareness
of Congenital Heart
Disease**

Pediatric Cardiology

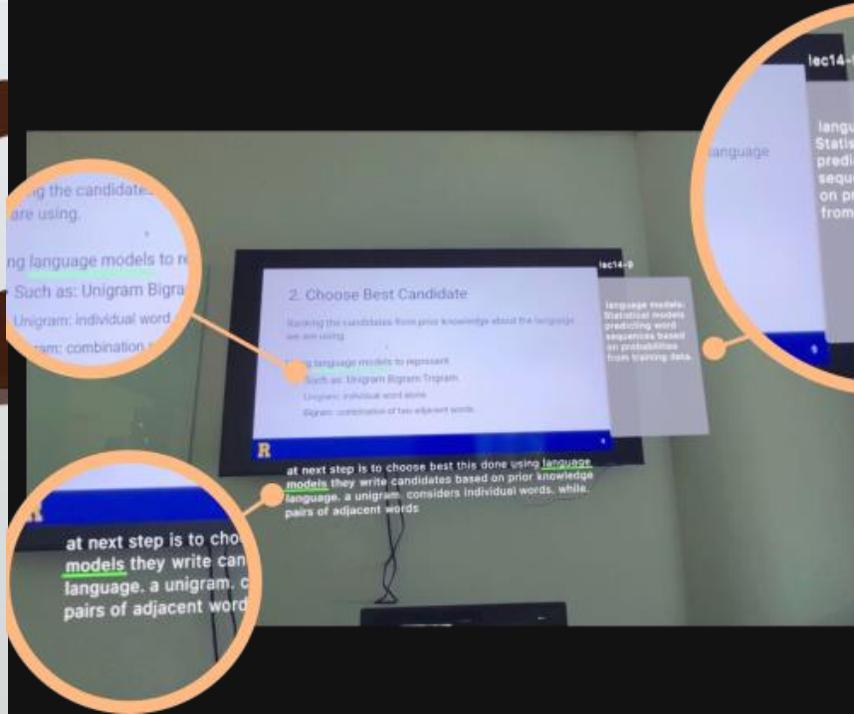
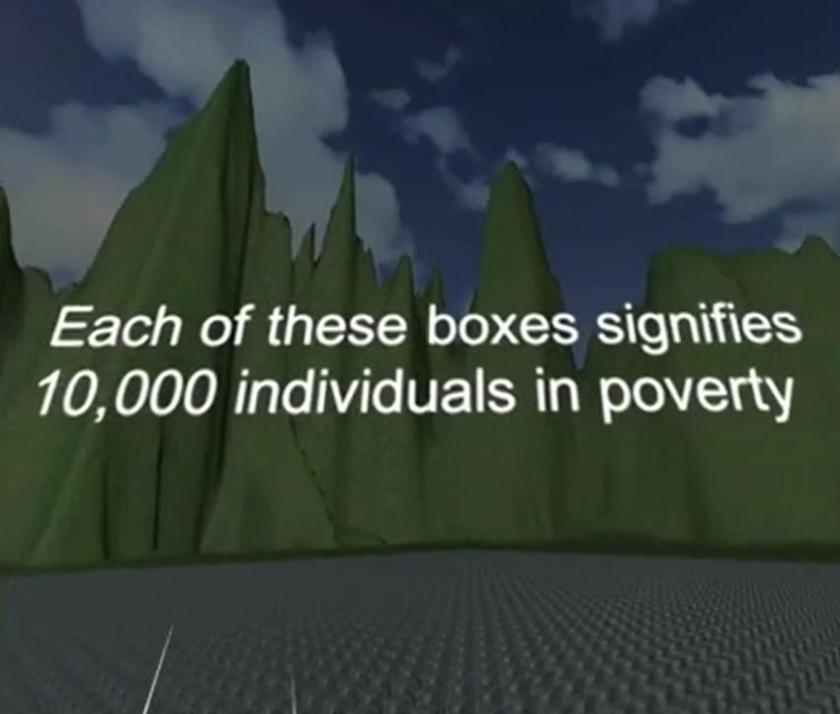
Dr. Jason Mandell &
PhD student Hope Kile





STRONG MEMORIAL HOSPITAL
GOLISANO CHILDREN'S HOSPITAL

Entrance





Building Infrastructure for Research



UNITY 101

EXIT

Lenovo

MQ3-6







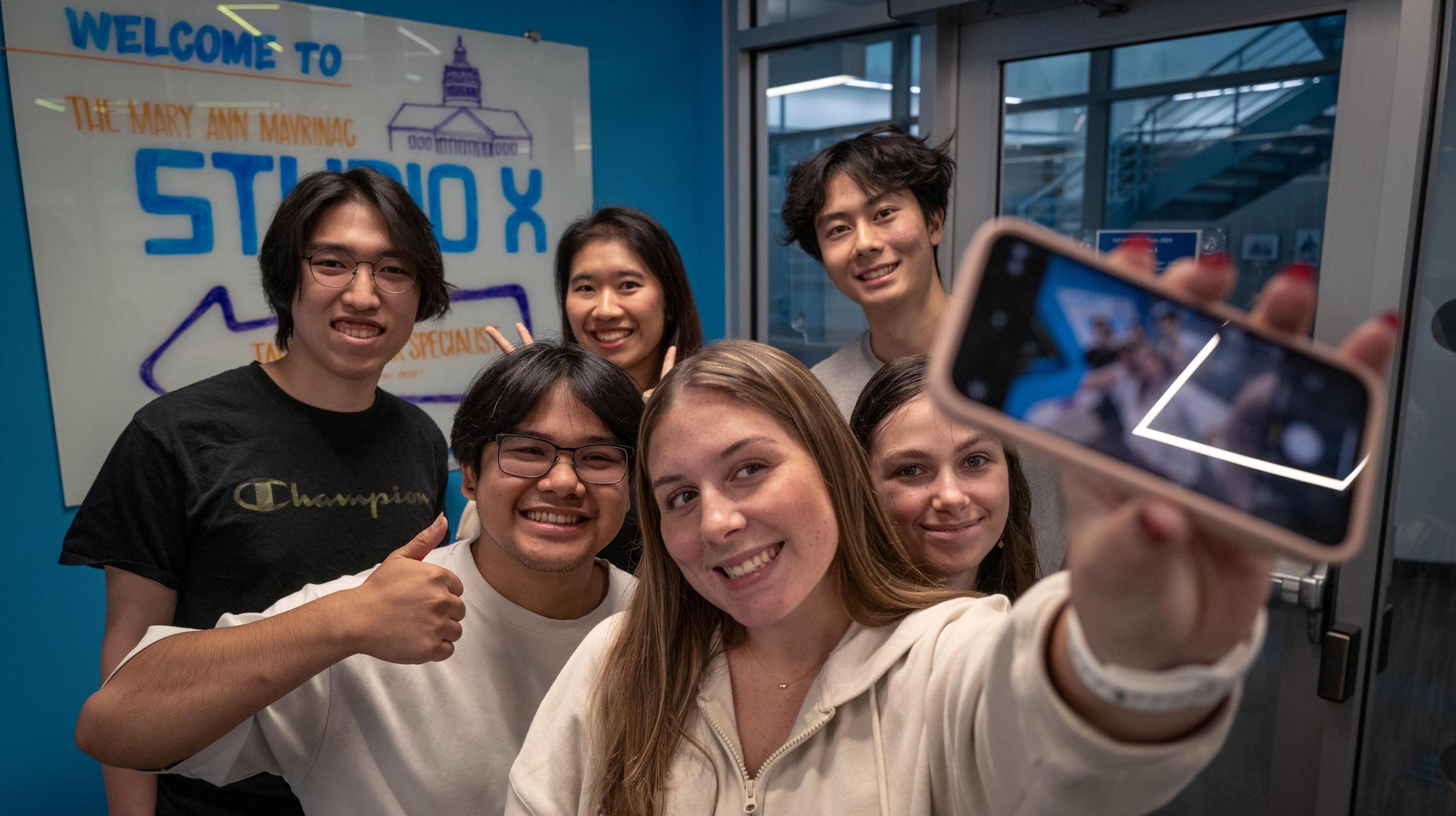
Transdisciplinary RFP: Extended Reality Research and Application



Behind the Scenes

Making It All Work





WELCOME TO

THE MARY ANN MAVRINAG

STUDIO X

TALKING SPECIALISTS

Champion

What's new?

The Mary Ann Mavrinac S

225 posts

1,497 followers



Community

University of Rochester's Hub for Extended Reality
@rclibraries

linktr.ee/StudioX_RCL

Professional dashboard
New tools are now available.

Edit profile

Share profile

AI



New



Pre-College



Students



Frame



Mary Ann Mavrinac Studio
University of Rochester

Education

Rochester, New York · 218

extended reality at

Rochester Libraries

Events & Updates at the Mary Ann Mavrinac Studio X

Following

Internship Opportunity: VR & Wearable Tech at URM Motion Labs

Are you interested in applying your skills in virtual reality, computer science, or wearable tech to real-world healthcare challenges?

The [UR Medicine Motion Labs](#) is offering a Virtual Reality and Wearable Technology Internship for students eager to explore how cutting-edge technology can enhance physical rehabilitation.



Blender 101: SPOOKY SEASON EDITION

Carlson Library, 1st Floor
Thursday, October 24
1:30-3pm



DROP-IN FRIDAYS

Carlson Library, First Floor

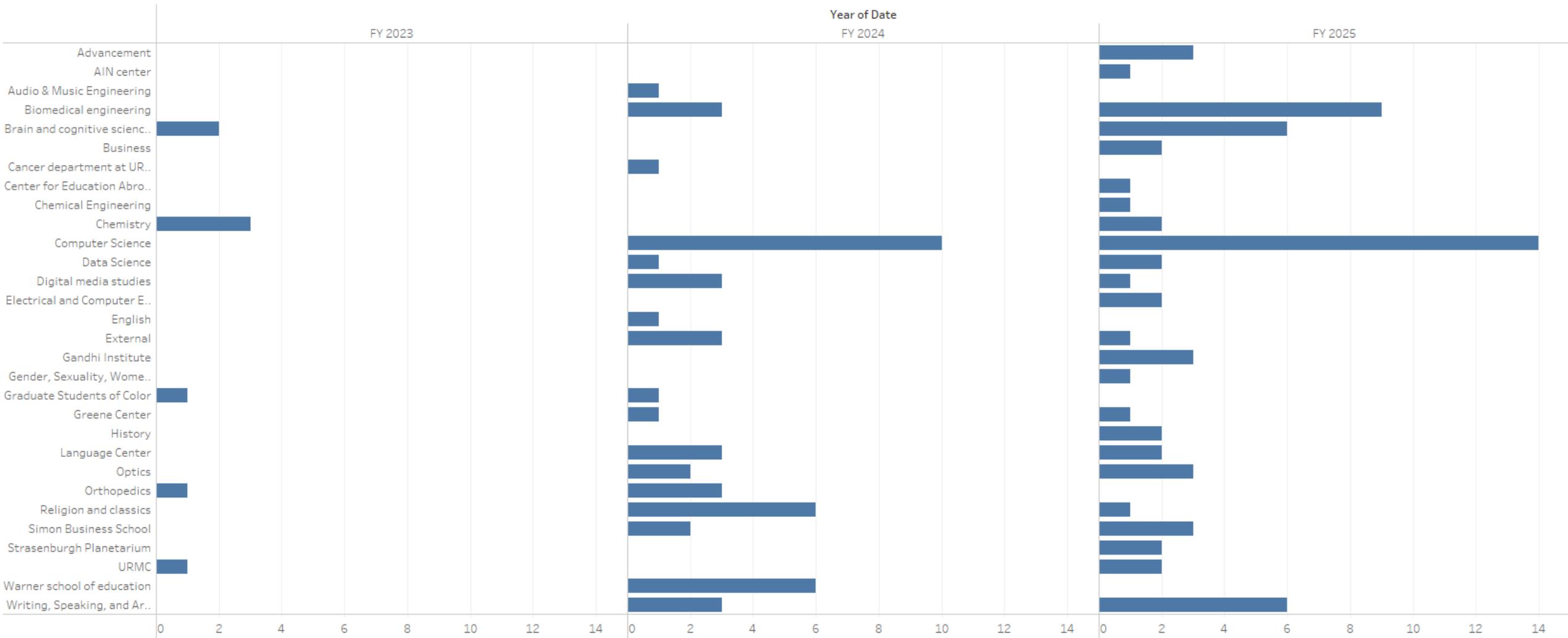
Join us from 3-4
for some VR fun!



VOICES OF XR



Number of Consultations by Department



a year of
experimenting

Annual Report 2022

STUDENT LEADERSHIP

TE



[Director's Letter](#)

[Partnerships](#)

[Student Leadership](#)

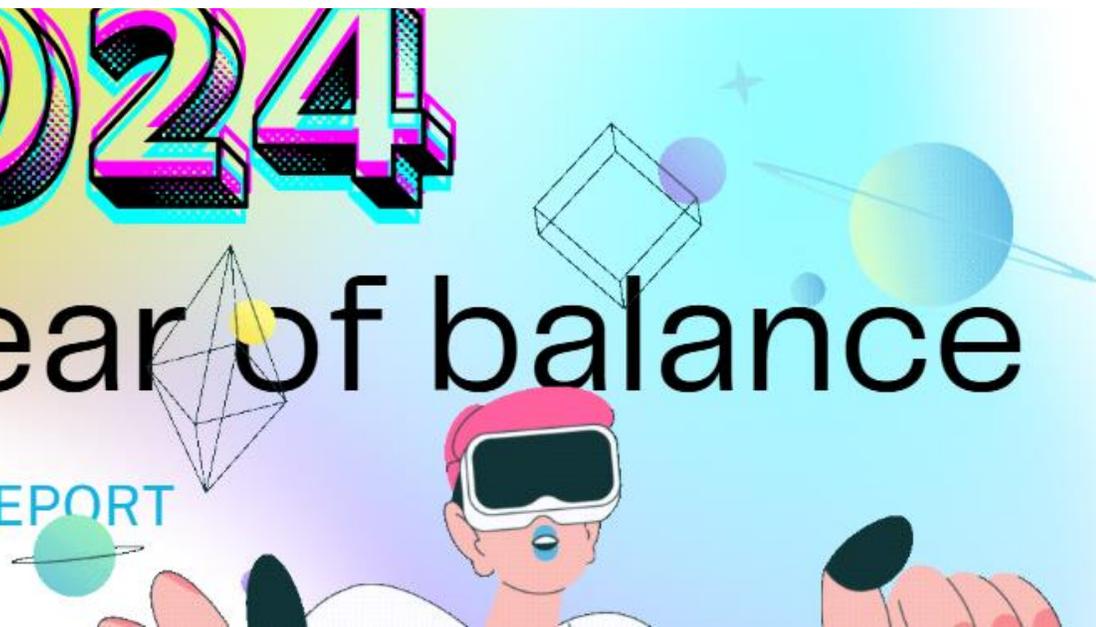
[Space Challenges](#)

[What's Next](#)

2024

A year of balance

ANNUAL REPORT





Challenges & Lessons Learned



Phase II: Challenges & Lessons

- Making the case for XR as a research priority
- Outreach is cyclical
- Faculty trust is growing, but our capacity remains limited
- Ongoing staffing constraints
- Student turnover and continuity challenges
- Students can't fill every gap—need for deeper expertise
- Physical space no longer meets demand
- Balancing innovation with core services



Thank You!

studiox.lib.rochester.edu

