

FOCUS

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RED SOCK, TECH ALUM

When the Red Sox came to town, Jason Varitek returned to his alma mater with nothing but praise. Page 16

VISIT JACK AND ALGY

Drama Tech earnestly delivers its latest production—a 19th century play by Oscar Wilde. Page 9



After one year, Tech Square continues to grow

Technology Square adds new businesses while the old ones weather a slow summer

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Technology Square, the expansion of Tech's campus across I-75 and into Midtown, is now a year old and still going strong.

Home to the School of Management, the Technology Square Research Building (TSRB) and Advanced Technology Development Center (ATDC) research facilities, the campus bookstore, the Georgia Tech Hotel and Convention Center (which has hosted politicians, celebrities and conferences) and various restaurants and retail shops, this new addition to campus was designed to integrate the Institute with the vibrant Midtown community, giving the students a new set of easily accessible stores and giving Midtown a new neighborhood with a distinctive feel.

Although the academic and research facilities opened later, the commercial district made its debut last summer. Over the past year, most of the stores were very successful, but some were forced to close due to lack of business. Others that had been planned were never actually launched.

Among the existing stores, some have had slower-than-expected business, but have still done well enough to stay afloat, and the rest have flourished.

"Sales have increased each month since the stores opened," said Rich Steele, director of the Student Center and manager of the Technology Square retail space. "It's been a tough economic environment...the summer's been really hard—sales

have dropped by 40 percent. None of us were expecting that," he said.

However, Steele said he is confident that the start of fall semester, as well as the forthcoming additions to Technology Square, will bring the numbers back up.

"By early- to mid-fall, every operation but one will be open," Steele said. "Our goal was to offer a set of unique retailers that are appropriate for Midtown and appropriate for Georgia Tech and that fit the needs of campus."

Students have embraced the new stores as valuable, accessible and generally affordable resources, with more selection and better hours than the some facilities provided by Auxiliary Services.

"It gives students somewhere to eat after 3 [p.m.]," said Brian Byrne, a graduating fourth-year Computer Science major.

The mixture of the student population with the Midtown community has interested the store proprietors from the very beginning.

Tom Orshinjiro, known to many as the outgoing owner/manager of the popular Tin Drum Asia Café, is excited about the progress Technology Square has made during its first year.

"It's giving Georgia Tech a very good profile," he said, "and it's drawing traffic from all over."

He also said that the clientele have been primarily students, with some people from the community as well, and he praised Tech students for being "very well-behaved," which he feels has really helped make people outside the Institute feel welcome in Technology Square.



By Christopher Gooley / STUDENT PUBLICATIONS

One year after opening, Technology Square businesses are still enjoying the unique mix of Midtown community patrons and students. Several new restaurants will be added by the end of fall.

Colin Gillens is a fifth-year Computer Science major and supervisor of the Technology Square Starbucks. "Tech Square's improving, but it's still got a way to go as new stores open," Gillens said, adding that he is generally satisfied with how his store has served both the Tech and Midtown communities.

The students give his store a different mood than other Starbucks locations.

"It's an interesting atmosphere, since it's infused with the student

population," adding that the clientele "changes at different times of the day."

He explained that professors and businesspeople show up in the morning and midday, while students come to the coffee shop throughout the day and use its quiet atmosphere to study in the evening.

Though business has gone down for the summer due to the smaller student body, he points out that they are always serving new customers that are looking for new and differ-

ent places to hang out.

Jim Hawes is the owner of the Copy Club/Parcel Plus combination store, which is the first location of this chain in the metro Atlanta area.

"We're serving the multiple needs of many different customers here—small businesses, large businesses, students, the Midtown community..." he said.

This area was chosen for the first Atlanta store because it seemed to be

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Professors win EPA's "green" chemistry award



By Nicole Cappello / ICFA

Charles Eckert and Charles Liotta, Tech faculty, recently won a 2004 Presidential Green Chemistry Challenge Award annually presented by the Environmental Protection Agency and the American Chemical Society.

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Tech has been marked as a national leader in environmental technology innovation thanks to the collaborative efforts of Charles Liotta, the Regent's Professor of Chemistry and Chemical Engineering, and Charles Eckert, a professor in the School of Chemical and Biomolecular Engineering.

These two faculty members were presented with the Green Chemistry Challenge Award—which recognizes "creative chemistry that shows promise for improving the environment"—last month.

Liotta and Eckert conducted their research in the production of benign turnable solvents for industry.

"A lot of industrial processes successfully produce a product, but along with that product are pounds and pounds of waste," said Liotta, who is also the Vice Provost of Research and Dean of Graduate Studies. "What... Eckert and I have tried to do is to... design solvent systems that

can be used to carry out reactions that are not harmful to the environment."

Eckert and Liotta studied solvents such as supercritical carbon dioxide and near-critical water. With the aid of a number of research students, both undergraduate and graduate, the team developed industrial processes that, when used with these benign solvents, minimized the amount of waste introduced into the environment.

For instance, when near-critical water is heated under pressure to 275 degrees Celsius, it dissolves non-polar organic chemicals that are insoluble under normal conditions.

"You can do a reaction with organic molecules, and when you want to separate the products, you just go back to room temperature and they separate out," Liotta said.

Using such a method eliminates the production of the waste salts in more traditional processes and also has "economic advantages in producing better products less expensively," said Eckert in a Georgia Tech Re-

search News press release. Eckert holds the school's J. Erskine Love, Jr. Institute Chair.

The partnership between the two professors dates back more than 20 years when both were consultants at DuPont. Eckert is one of the leading experts in supercritical fluids, and Liotta specializes in phase transfer catalysis, a method in organic chemistry that allows reactions to take place between reactants in different phases. The two recognized the compatibility of their fields and the potential benefits of combining their knowledge.

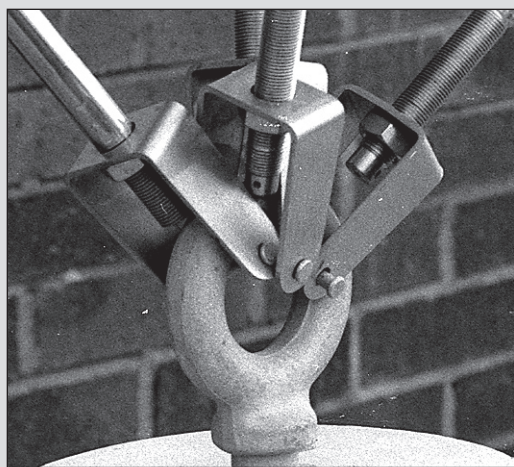
Eckert and Liotta have now been conducting their research for over 12 years, producing a variety of environmental alternatives for the industry.

"The students actually created a lot of the systems that we were dealing with," he said. "We have an environment in our joint research group where we try to encourage creativity, and we encourage the students to suggest new directions for the research."

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Winner receives a free *Technique* T-shirt.

Tech Up Close



By Derrick Ma / STUDENT PUBLICATIONS



Last week's winner:
No One
Last week's Tech Up
Close:
Architectural Detail on
Coon Building

email: focus@technique.gatech.edu

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They lauded Tech's system of students working side by side with professors in the laboratory.

"The reason we do research is because it's such a good way to train students," said Eckert. "The fact that...Liotta and I are able to co-occupy lab space and co-direct students in a building devoted to the environment has made it much easier for us to have an impact."

Liotta and Eckert work in the Ford Environmental Science and Technology Building, where faculty from a variety of backgrounds work in neighboring offices and labs to bring researchers together to focus on environmental issues. The two professors share lab space with graduate and undergraduate students from both the School of Chemistry and the School of Chemical Engineering. They felt that their students gained

additional experience from this collaboration between schools.

"Interdisciplinary research is the vehicle for educating students about collaboration and partnerships to solve problems," Eckert said. "Georgia Tech is very supportive of collaborative work. I think it is very important that this award is being given for a multi-disciplinary collaborative effort."

He and Liotta have been very pleased with the results, bragging that their students gain multidisciplinary experience that makes them extremely competitive in the job market.

"The chemist learns to work with the engineer, the engineer learns to work with the chemist, and that's something that we believe produces an outstanding graduate," Liotta said. "By the time they get their masters, Ph.Ds., or bachelors degrees...they have really evolved [and] are really mature. That's what

we're most proud of."

Liotta and Eckert predict that the industry will be making use of many of their discoveries in the near future. National and international industrial organizations have been supporting their endeavors and are already aware of their research contributions.

"One of the specific applications is to develop new processes for biologically active molecules: pharmaceuticals, agricultural chemicals," Liotta said. "We see this as a very important first step in the use of our discoveries."

"For me, that's the theme: working with students, teaching them to be creative, teaching them to work with people from other disciplines, teaching them to interact with industry, teaching them to not be afraid to try new things...To us, that's the important thing, the production of outstanding, world-class students."

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the best place for the store to flourish, and, due to its success, a second location opened on July 1 in Colony Square.

"Tech Square is one of the best strategic moves I've seen," Hawes said, who is also a consultant. "Whoever designed this to blend with the growth of Midtown—this is marvelous."

Orshinjiro has run other restaurants in the past and has a formula he follows for success.

"It's very matter of fact: good food, good prices; we cater to the students. The atmosphere, the energy, the ambience...it's [a] harmonious [restaurant], but at the same time there's a lot of energy."

He cites a high customer retention level and is thrilled with how well different nationalities have integrated in his restaurant. "There's a lot of synergy—people try everything out. It's so encouraging to see how well everyone's getting along," he said.

Tech Square is also currently home to LA Fitness, Fifth Street Ribs & Blues, Moe's Southwest Grill, St. Charles Deli, Marble Slab Creamery, T-Mobile and Modern Care Cleaners & Newsstand.

Student opinion seems to agree with that of the store owners. Yoi-chiro Endo, a Computer Science and Robotics Ph.D. student who spends much of his time at the TSRB, generally agrees with the sentiments of the store owners.

"The choice of food—the availability is good," he said. "I like the mixture of the people—not only Georgia Tech students, but you see many people."

Jenny Parks, a third-year Management major and a barista at the Tech Square Starbucks, feels the same way. "I really like it—I have most of my classes here...it's a great way to socialize." On the move of the School of Management to Tech Square, "For me, it's really changed.

It's nice to have such an awesome building to go to, [with] comfy classes...it's much nicer than the IC was," she said.

There are still mixed feelings among the students on the separation of Tech Square from the rest of Tech's campus. "It's far away," Byrne, who does some research at the TSRB and has had limited classes in Technology Square, said. "Tech's traditionally been bordered by residence places, and now we have to cross 75 to get to Management classes. I didn't really go there till a couple of months ago."

Parks has a similar view. "I don't go to central campus," she said. "Last semester...Tuesday/Thursday, I had one class in Architecture. I feel separated from central campus—I just move around floors."

Endo sees it a little differently, though. "Walking—sometimes you need exercise," he joked.

This coming week, Ray's New York Pizza and Cedar's Mediterranean Grill, both with other locations in Atlanta, are scheduled to open, offering a wide variety of food for generally reasonable prices; since both will be serving alcohol, they will be open till 2 a.m. Khao, an urban international specialty foods market, will open in two weeks—it will offer some prepared food such as sushi, and it will cater primarily to Asians (this includes a section completely devoted to rice and rice-related eating utensils, as well as international beverages, magazines, and newspapers), though it includes an Hispanic section as well. St. Charles Deli will also be offering a student menu with more affordable prices.

"There are rumors of the addition of a Tech Square director to give the area some direction...with the change-up of stores—if the project were under some kind of direction, I think things will get better," said Gillens. He also said that Starbucks may reevaluate their hours and stay open till midnight.