

KEY FACTS:

- **Name:**
Rosenberg Center
- **Location:**
195 Crescent Rd., East Lansing (Michigan State University campus)
- **Size:** 68,000 sq. ft.
- **Expansion:**
Two-story, 8,000 sq. ft. mass timber expansion
- **Investment:**
Approximately \$20 million (MSU Research Foundation resources)
- **Ownership Structure:**
Long-term ground lease with Michigan State University
- **Grant Support:**
Michigan Mass Timber Catalyst Grant (\$25,000)
- **Project Partners:**
 - HDR
 - Granger
 - Mercer Mass Timber
 - Tri-Terra
- **Naming:**
Honoring Dr. Barnett Rosenberg, MSU professor and discoverer of cisplatin cancer therapeutic

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The MSU Research Foundation is making an approximately \$20 million investment in a new headquarters and multi-tenant facility on the campus of Michigan State University.

The Rosenberg Center will expand capacity to support research collaboration, startup growth, and connections across industry, academia, and entrepreneurship.

Located at 195 Crescent Road in East Lansing, the Rosenberg Center will create a more connected hub for researchers, entrepreneurs, investors, corporate partners, and university-affiliated organizations.

Construction and renovation are expected to be completed by summer 2027.



IMPACT OF THE MOVE & INVESTMENT:

- **Investment:** Represents a significant investment in Michigan's innovation ecosystem, funded through MSU Research Foundation resources.
- **Commercialization:** Strengthens connections among university research, technology transfer, startup formation, and commercialization.
- **Collaboration:** Brings researchers, entrepreneurs, corporate partners, investors, and MSU-affiliated organizations together under one roof.
- **Capacity:** Expands capacity to support innovation, collaboration, entrepreneurship, and event programming.
- **Facility:** Provides approximately 68,000 square feet of space, including a two-story, 8,000-square-foot mass timber expansion.
- **Legacy:** Honors Dr. Barnett Rosenberg, whose discovery of cisplatin at MSU led to a breakthrough cancer therapeutic.

Learn more at msufoundation.org/rosenberg-center