


RIT opens new MAGIC Spell Studios building

Live filming of a commercial. Live audio mixing with sound engineers. Screenings of short films created by students. Video game development demonstrations.

Tours and hands-on experiences were the order of the day as Rochester Institute of Technology formally opened the newest building on campus—the 52,000-square-foot MAGIC Spell Studios. »



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The interdisciplinary team of RIT faculty and student researchers, designers and developers that created »



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RIT in the News

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Western NY college unveils new media, gaming studio

Associated Press — Oct. 31, 2018

The Rochester Institute of Technology has unveiled a new, state-of-the-art media and gaming studio.

The Democrat and Chronicle reports the school opened Magic Spell Studios on Tuesday. It is part of RIT's Magic Center, with the word Magic standing for Media, Arts, »



RIT brings out the 'MAGIC' with new production studios

WHAM-TV — Oct. 30, 2018

RIT is bringing some MAGIC to its campus in Henrietta.


The university wrapped up a more than \$30 million project and opened its MAGIC Spell Studios building at the campus Tuesday morning. »



MAGIC Spell Studios opens at RIT

WXXI.org — Oct. 31, 2018

Filmmakers, gamers and other makers have a new space to create in Rochester, with MAGIC Spell Studios opening its doors for the first time Tuesday. »



Student Achievements

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RIT helps students take an entrepreneurial gap year to make business ideas flourish

Brandon Hudson is the first student selected for the Gap Year Entrepreneurship Fellows Program, which allows students with an ongoing enterprise to take a year to focus their full attention on the venture. »



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Today: Thursday, November 1, 2018