Prior to being named the Brodie Centre, this facility was referred to as the University Downtown Centre and the Bannatyne Centre. The building's groundbreaking ceremony, in which dignitaries ceremoniously "pounded" in the piles with tiny hammers, was televised to viewers in the Basic Medical Sciences Building. During the Centre’s official opening, it was 'chistened', much as a ship is chistened. Dignitaries smashed miniature champagne bottles filled with foam chips against a scale model of the building thus signifying that it was considered to be one of the University's flagship buildings.