

BETHANY DOWER

IDSN 3600

PORTFOLIO 1: RESEARCH, PROGRAM, AND CONCEPT

FALL SEMESTER

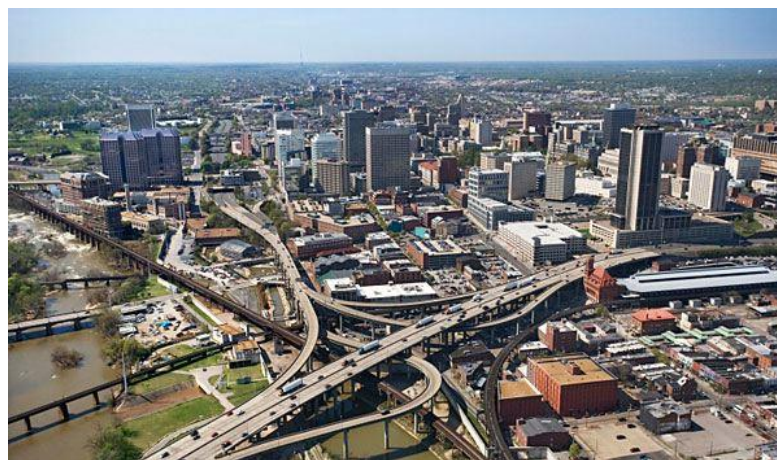
RESEARCH

1. Tobacco Row
2. Located along the James River
3. Population of 204,214; the 4th most populated city in Virginia



Modern Day

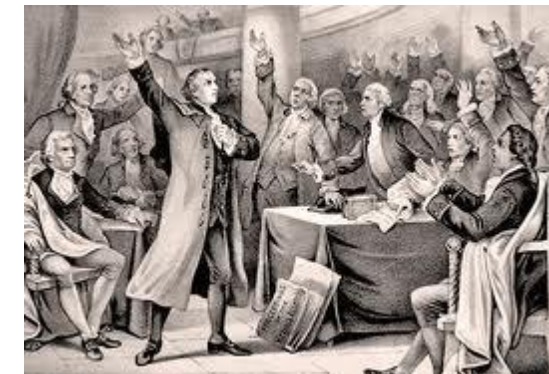
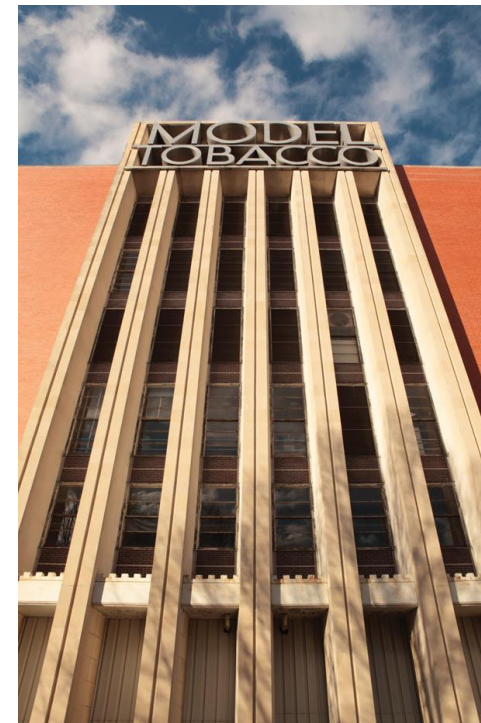
1. 3rd best city for business
2. Historic tourism
3. Visual and performing arts
4. Diverse Architecture
 - a. Modernist, Art Deco, Queen Anne, Gothic Revival, Romanesque, Greek revival, etc
5. Not known for any major league sports



History

1. Captain Christopher Newport led a group to explore the James River in 1607
2. May 27th found some falls and set up a cross, marking the “discovery” of Richmond
3. 1737 marked the official laying out of the town of Richmond
4. It became the central marketplace of Virginia in 1737
5. Hosted three post-Revolutionary speeches including Patrick Henry’s “Give me liberty or give me death”
6. Post Rev. War entered an era of extreme growth (1782-1790)
7. Port city and a major industrial center
8. 1861 named the “Capital of the Confederacy”
9. Nearly destroyed after the Civil War
10. Tobacco and iron were the leading forces of economic success

<http://www.city-data.com/us-cities/The-South/Richmond-History.html>



PROGRAM SUMMARY

	Current	Future	Sq. Feet	Computer	Printer	Fax	Sq. Feet	Sq. Feet		Sq. Feet
Executive	2	3	260	3	1	-	715	975	1.54	1,502
Administration	2	4	288	4	1	-	210	498	1.54	767
Account Admin	12	10	796	25	2	2	228	1,024	1.54	1,577
Creative Services	4	26	1,696	7	1	-	580	2,276	1.54	3,505
Support	-	-	-	-	-	-	1,850	1,850	1.54	2,849
Totals:	20	43	3,040	39	5	2	3,583			10,199

Executive									
PERSONNEL									
Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
					0				
					0				
					0				
					0				
Director	1	2	80		160	2			Locate near Reception
					0				
					0				
Administrative Assistant	1	1		100	100	1	1		Locate directly outside Mgr office
					0				
					0				
					0				
Personnel Totals:	2	3			260	3	1	0	
SUPPORT/EQUIPMENT SPACES									
Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes			
	Current	Future							
Waiting Area	1	1	200	200	Visible from Admin Asst	Seating for 4 guests			
Pantry	0	0	100	0	Near Admin Assts				
Fax/Copy	0	1	60	60	Near Admin Assts				
Storage	1	1	75	75		Shelving			
File Drawers	50	60	3	180		3-Hi cabinets			
Executive Conference Room	1	1	200	200	Adjacent to Waiting Area	Full AV			
Support Totals:				715					

Department Summary Information:	
Personnel	260 Square Ft
Equipment	715 Square Ft
Sub Total:	975 Square Ft
Circulation	1.54
Total Carpetable:	1501.5 Square Ft

Interviewee:
 Interview Date:
 Revision Submitted:
 Sign Off:

Department Notes:
 Entire company is progressive
 Space is attractive

Administration

PERSONNEL

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
Finance					0				
Manager	0	2		80	160	1			
Clerical	2	2		64	128	3	1		
					0				
					0				
					0				
					0				
					0				
					0				
					0				
					0				
Personnel Totals:	2	4			288	4	1	0	

Department Summary Information:

Personnel	288 Square Ft.
Equipment	210 Square Ft.
Sub Total:	498 Square Ft.
Circulation	1.54
Total Carpetable:	766.92 Square Ft.

Interviewee:
 Interview Date:
 Revision Submitted:
 Sign Off:

SUPPORT/EQUIPMENT SPACES

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
Finance				0		
File Drawers	50	50	1.8	90	Lockable room	5-Hi cabinets
Equipment	1	1	120	120	Next to work area	3 Printers, shredder, work counter
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
Support Totals:				210		

Department Notes:

Account Admin									
PERSONNEL									
Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
					0				
Account Executive	4	3	100		300	9			
					0				
Account Manager	4	3	80		240	12			
					0				
Administrative Assistant	1	2		80	160	2	2	2	Shared by entire Production staff
					0				
Account Assistant	3	2		48	96	2			
					0				
					0				
					0				
					0				
					0				
					0				
Personnel Totals:	12	10			796	25	2	2	
SUPPORT/EQUIPMENT SPACES									
Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes			
	Current	Future							
				0					
File Drawers	10	12	3	36	Near Admin Assts	3-Hi cabinets			
				0					
Equipment	1	1	64	64	Near Admin Assts	Copier, work counter			
				0					
Digital Storage	0	1	64	64		Shelving; can be spread throughout			
				0					
Storage	0	1	64	64		Lockable room; shelving			
				0					
				0					
				0					
				0					
Support Totals:				228					

Department Summary Information:	
Personnel	796 Square Ft
Equipment	228 Square Ft
Sub Total:	1024 Square Ft
Circulation	1.54
Total Carpetable:	1577 Square Ft

Interviewee:
Interview Date:
Revision Submitted:
Sign Off:

Department Notes:

Creative Services

PERSONNEL

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
					0				
Team Manager	1	2	80		160	2	1		
					0				
Team Assistant	3	24		64	1536	1			
					0				
					0	2			
					0				
					0	2			
					0				
					0				
					0				
					0				
					0				
Personnel Totals:	4	26			1696	7	1	0	

Department Summary Information:

Personnel	1696 Square Ft.
Equipment	580 Square Ft.
Sub Total:	2276 Square Ft.
Circulation	1.54
Total Carpetable:	3505 Square Ft.

Interviewee:
 Interview Date:
 Revision Submitted:
 Sign Off:

SUPPORT/EQUIPMENT SPACES

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
				0		
				0		
Concept Lounge	0	1	200	200		
				0		
Work Area	0	1	300	300	Adjacent to Teams	Work counters
				0		
Storage	0	1	80	80	Next to Work Area	Shelving
				0		
				0		
				0		
				0		
Support Totals:				580		

Department Notes:

INSPIRATION AND CONCEPT STATEMENT

- The part of the research that drew me in was the portion about the surrounding environment and the architecture of the area. The diversity of the area made it more of a possibility to branch out in the interior design because there isn't a set style in the area. The surrounding environment interested me because it allowed me to understand the types of business and clientele that would be in the surrounding area. It provided a context for the concept.
- This interest can lead the design into a state of modern and cultural design. Due to the cultural diversity of the area the Edgeworth building offers an opportunity arises to make the design move from a tobacco plant to a building that can become transitional with the times in a modern and technological age.

Client: The client is a business entrepreneur who has little experience with design. They will own the 10,200 sq. ft. space and will rent out the space to multiple tenants do develop the concept of coworking.

Concept statement: Through new beginnings of planting and landscaping and making a difference in clean water around the world, the interior will develop an ambiance of purity and renewal.

- - Stone
 - Cement
 - Pendent
 - Glass
 - Transparent
 - Columns can separate work areas
 - Screens
 - Shelving
 - Focal points
 - lighting

