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 post populated city in Virginia



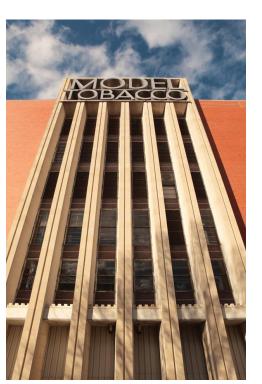
Modern Day

- 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

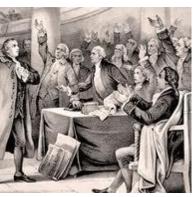


History

- 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



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PERSONNEL												
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	0	I		00	00							
Storage	1	1		75	75				Shelving			
		I		10								
File Drawers	50	60		3	180				3-Hi cabinets			
					C							
Executive Conference Room	1	1		200	200	Adjacent to Wait	ing Area		Full AV			
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Support Totals:					715							
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Administration												
PERSONNEL												
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PERSONNEL											
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					0					Personnel	796 Square
Account Executive	4	3	100		300	9				Equipment	228 Square
					0					Sub Total:	1024 Square
Account Manager	4	3	80		240	12				Circulation	1.54
					0					Total Carpetable:	1577 Square
Administrative Assistant	1	2		80	160	2	2	2	Shared by entire Production staff		
					0						
Account Assistant	3	2		48	96	2					
					0						
	-				0						
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					0					Interviewee:	
					0					Interview Date:	
Personnel Totals:	12	10			0 796	25	2	2	2	Revision Submitted:	
		10				25	2	2			
SUPPORT/EQUIPMENT SP/	ACES				796	25		2		Sign Off:	
			Unit Square Fe	et	796 Extended	25	2 Location	2	Notes		
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SUPPORT/EQUIPMENT SPA	ACES Support/Ec	uipment		et 3	796 Extended Sq. Feet 0	25	Location	2		Sign Off:	
SUPPORT/EQUIPMENT SPA	ACES Support/Ec Current	uipment Future			Extended Sq. Feet 0 36 0	Near Admin Ass	Location	2	Notes 3-Hi cabinets	Sign Off:	
SUPPORT/EQUIPMENT SPA	ACES Support/Ec Current	uipment Future			Extended Sq. Feet 0 36 0		Location	2	Notes	Sign Off:	
Personnel Totals: SUPPORT/EQUIPMENT SPA Space File Drawers Equipment	ACES Support/Ec Current	uipment Future 12		3	Extended Sq. Feet 0 36 0 64 0	Near Admin Ass	Location	2	Notes 3-Hi cabinets Copier, work counter	Sign Off:	
SUPPORT/EQUIPMENT SPA	ACES Support/Ec Current	uipment Future 12		3	Extended Sq. Feet 0 36 0 64	Near Admin Ass	Location	2	Notes 3-Hi cabinets	Sign Off:	
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PERSONNEL										
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Team Assistant	3	24		64	1536 0	1				 Tot
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SUPPORT/EQUIPMENT SPACES

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	Current	Future	Square Feet	Sq. Feet			
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				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	
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				0			
				0			
				0			
				0			
				0			
Support Totals:				580			

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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.

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





