

PROGRAMMING



CARA OWSLEY
3202 INTERIOR DESIGN STUDIO IV
SPRING 2020
PORTFOLIO 1 - EDGEWORTH BUILDING

THE EDGEWORTH BUILDING

HISTORY

- 1925 WRVA RADIO STATION BROADCASTED FROM THEIR STUDIO INSIDE EDGEWORTH.
- THE SURROUNDING AREA WAS VACATED BY MOST TOBACCO COMPANIES IN THE LATE 1980'S.
- 1/3 OF CIGARETTES PRODUCED IN THE U.S CAME FROM TOBACCO ROW'S WAREHOUSES.
- IN THE 1940'S, MANUFACTURERS PRODUCED OVER 100 BILLION CIGARETTES ANNUALLY. THIS MADE RICHMOND THE LARGEST CIGARETTE MAKING FACILITY IN THE U.S.

THE EDGEWORTH BUILDING

EXISTING

- THE EDGEWORTH BUILDING IS AN OFFICE PROPERTY.
- HAS BEEN TRANSFORMED TO CREATE LOFT-STYLE OFFICE SPACE ON 5 FLOORS.
- HAS HISTORIC ARCHITECTURE THAT ALSO HAS INDUSTRIAL ACCENTS.
- CONCRETE CONSTRUCTION
- WINDOW WALLS



STAKEHOLDER PROFILE

CLIENT & OWNER: FOREST CITY COMMERCIAL GROUP

- BUDGET SENSITIVE
- QUALITY DESIGN
- FUNCTIONAL LAYOUT
- REVENUE GENERATING

USER: COWORKING OFFICE STAFF

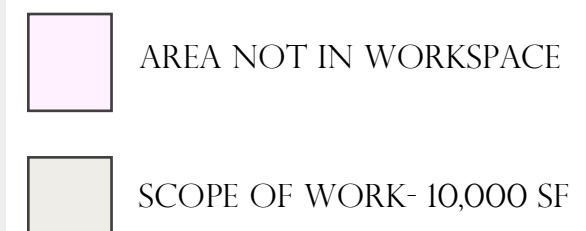
- PRIVATE MEETING SPACES
- VISUALLY APPEALING
- PRACTICAL FLOW



SITE PROFILE

THE EDGEWORTH BUILDING

- BUILT IN 1920
- HOME TO THE LARUS & BROTHERS TOBACCO COMPANY
- A FIVE-STORY 166,000 SQ. FT ADAPTIVE REUSE PROJECT
- INCLUDES OFFICE, RETAIL SPACE AND A PARKING GARAGE
- SQUARE FOOTAGE OF USEABLE SPACE: 10,000 SF



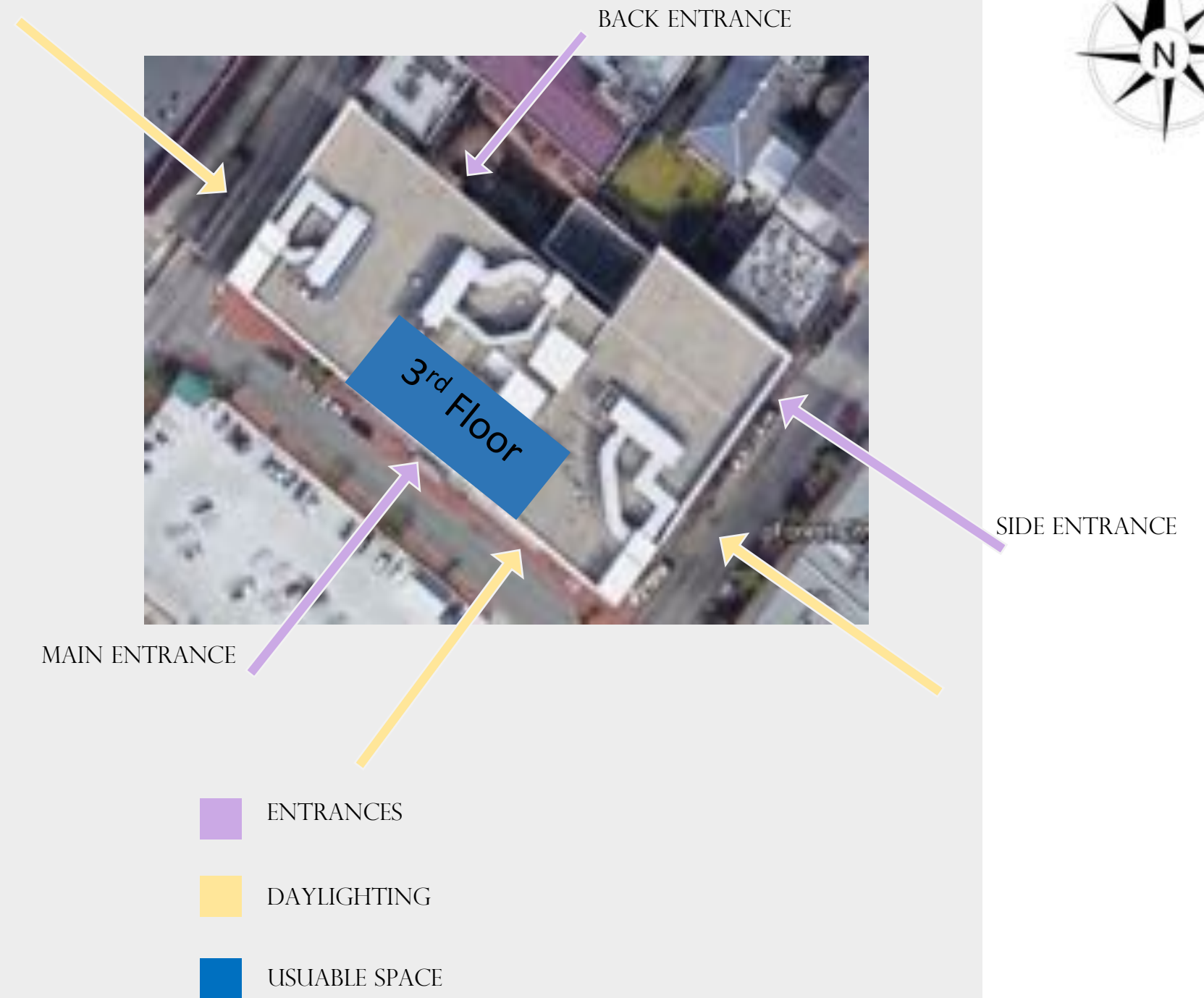
SITE ANALYSIS



NEIGHBORHOOD VIEWS



BIRD'S EYE VIEW



SPACE PROGRAM

STATIONING AND WORK ORDER						
STATION	DESCRIPTION	DATE	TIME	BY	STATUS	REMARKS
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CONCEPT

RENEWAL

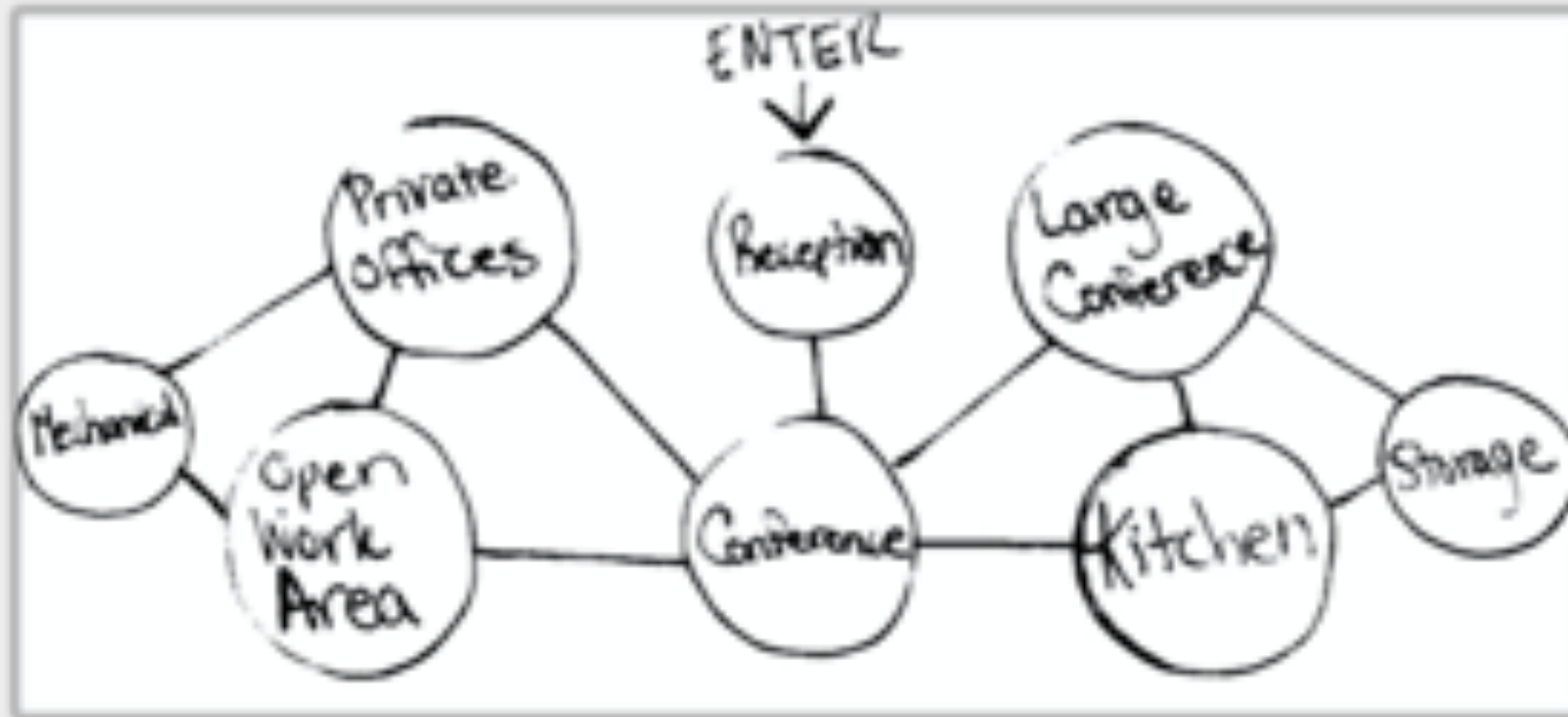
- TO CREATE A STORYTELLING ENVIRONMENT HIGHLIGHTING THE HISTORIC ELEMENTS OF TOBACCO ROW



INSPIRATION

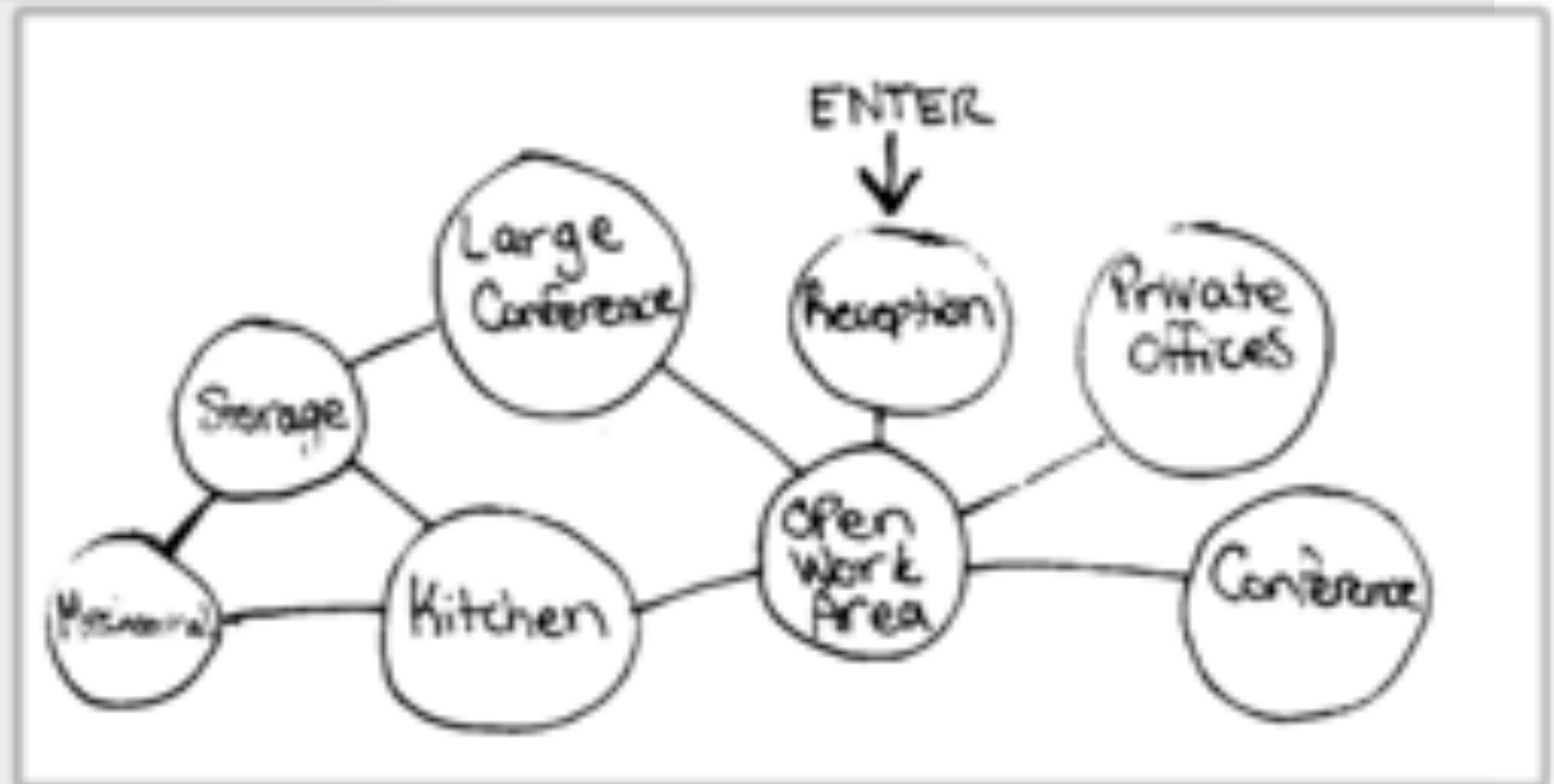


BUBBLE DIAGRAMS

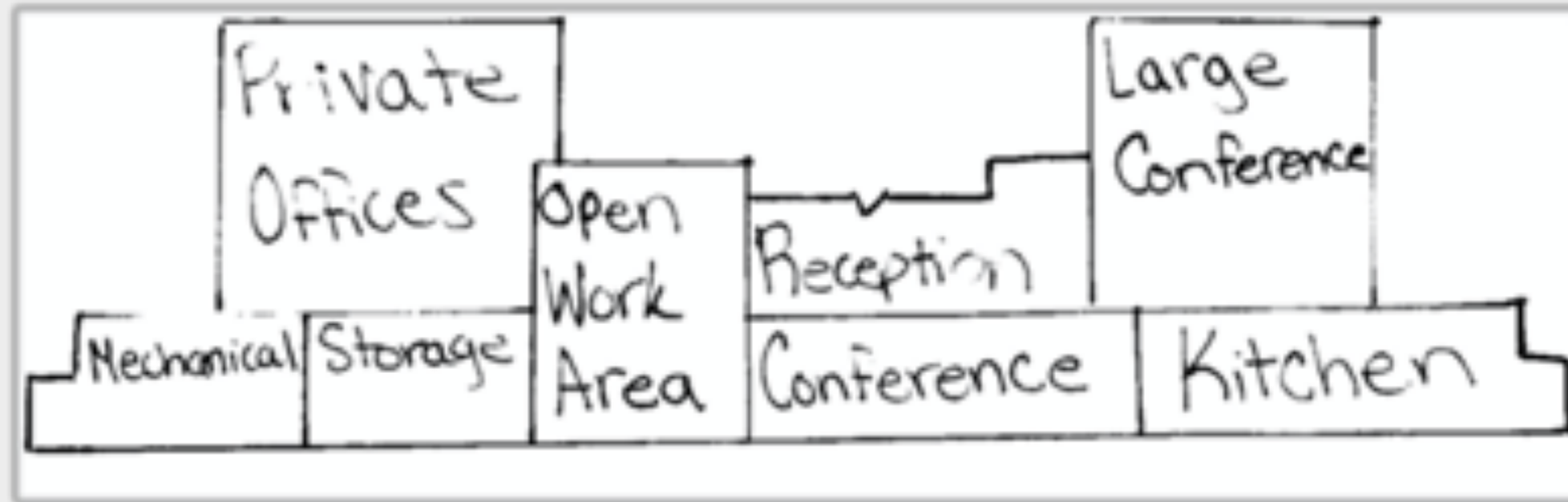


OPTION 1

OPTION 2

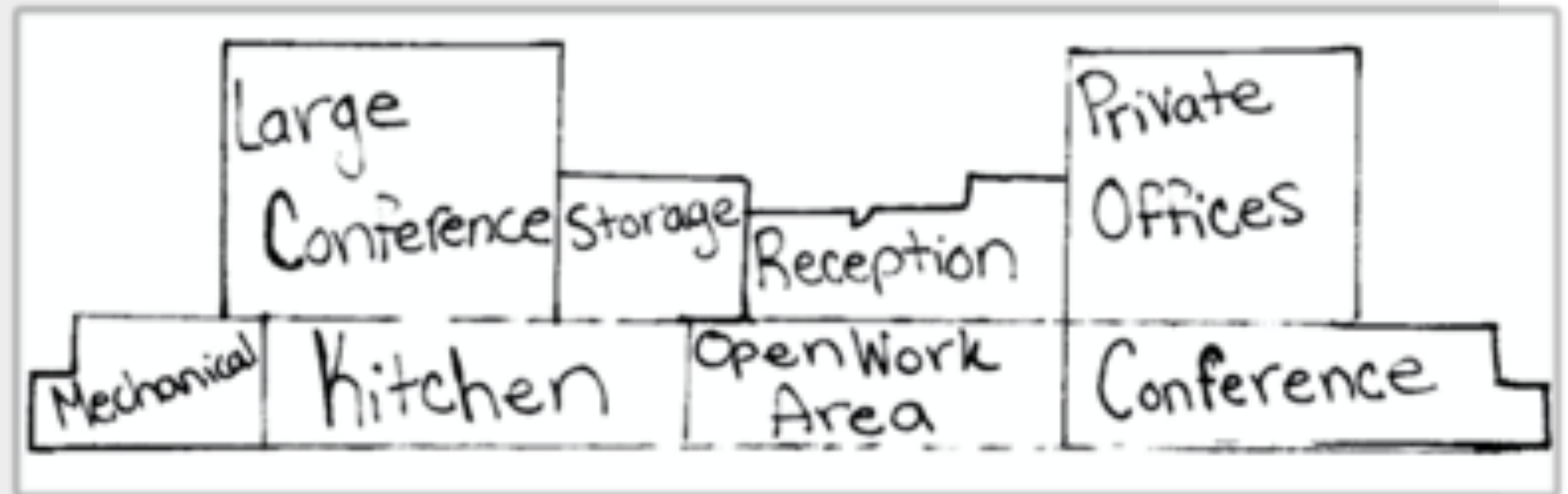


BLOCKING DIAGRAMS

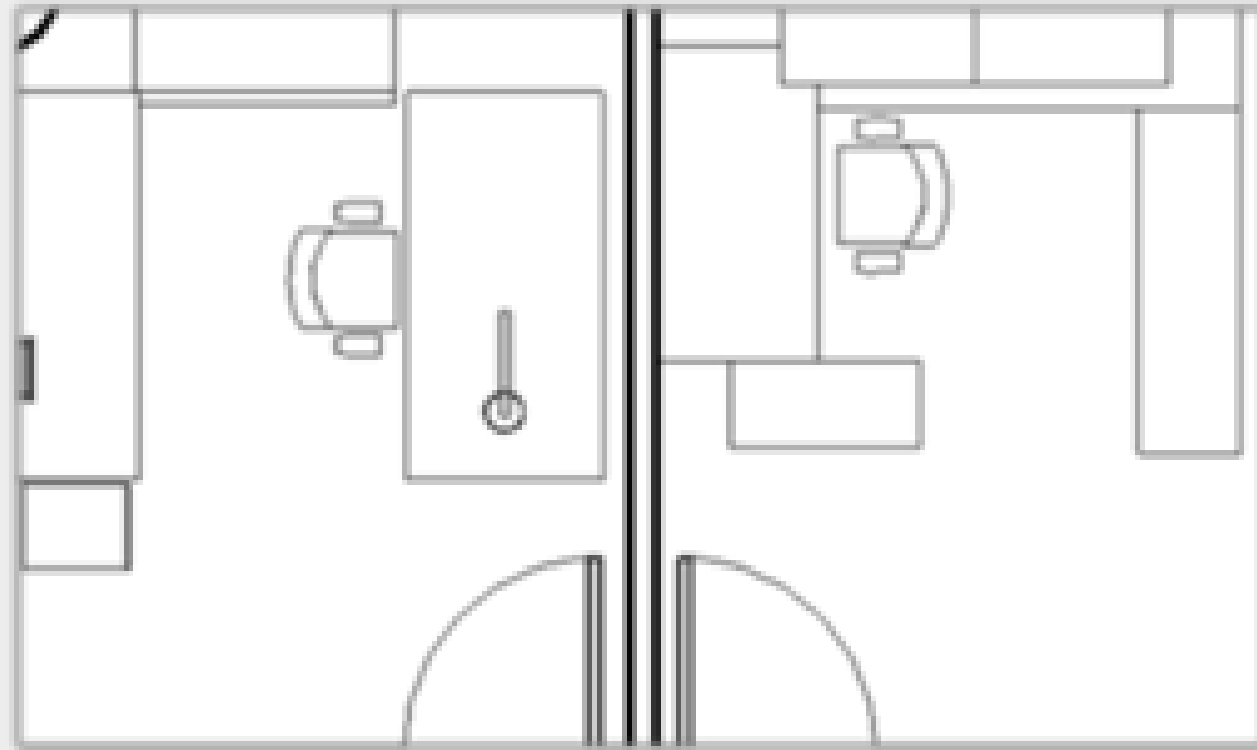


OPTION 1

OPTION 2

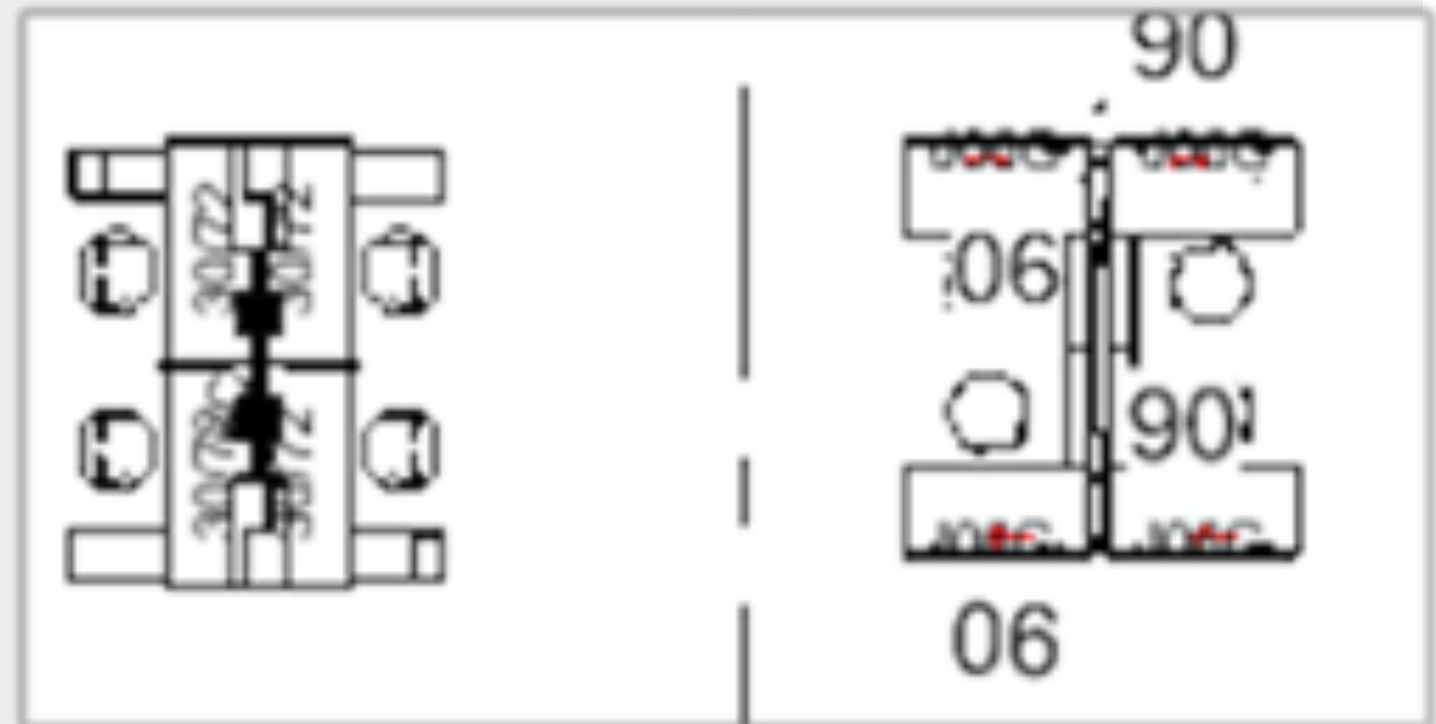


SPACE STANDARDS



PRIVATE OFFICES

WORKSTATIONS



ACTIVITY SPACE STUDY

INTENSE FOCUS WORK- EXISTING SPACE



❖ THE SIDE DIVIDERS ALLOW FOR FULL FOCUS ONLY ON WORK WITH NO VISIBLE DISTRACTIONS

ACTIVITY SPACE STUDY

DAYDREAMING - EXISTING SPACE



❖ THE NATURAL LIGHT LIFTS MY MOOD AND
PROVOKES DEEP THINKING

ACTIVITY SPACE STUDY

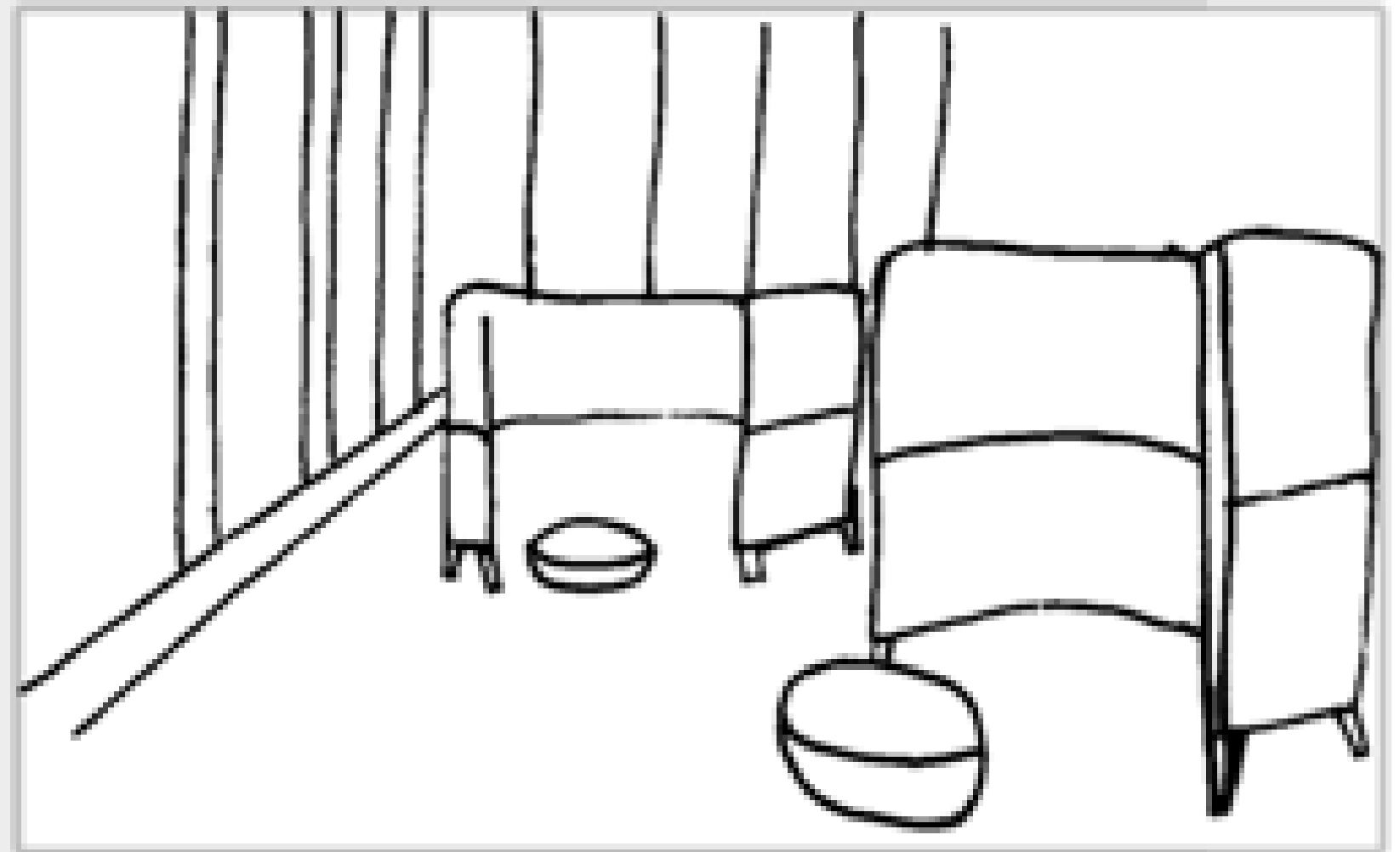
GROUP PLANNING/MEETING - EXISTING SPACE



❖ A ROUNDED TABLE ALLOWS FOR EASIER AND MORE COMFORTABLE COLLABORATION IN A GROUP SETTING

ACTIVITY SPACE STUDY

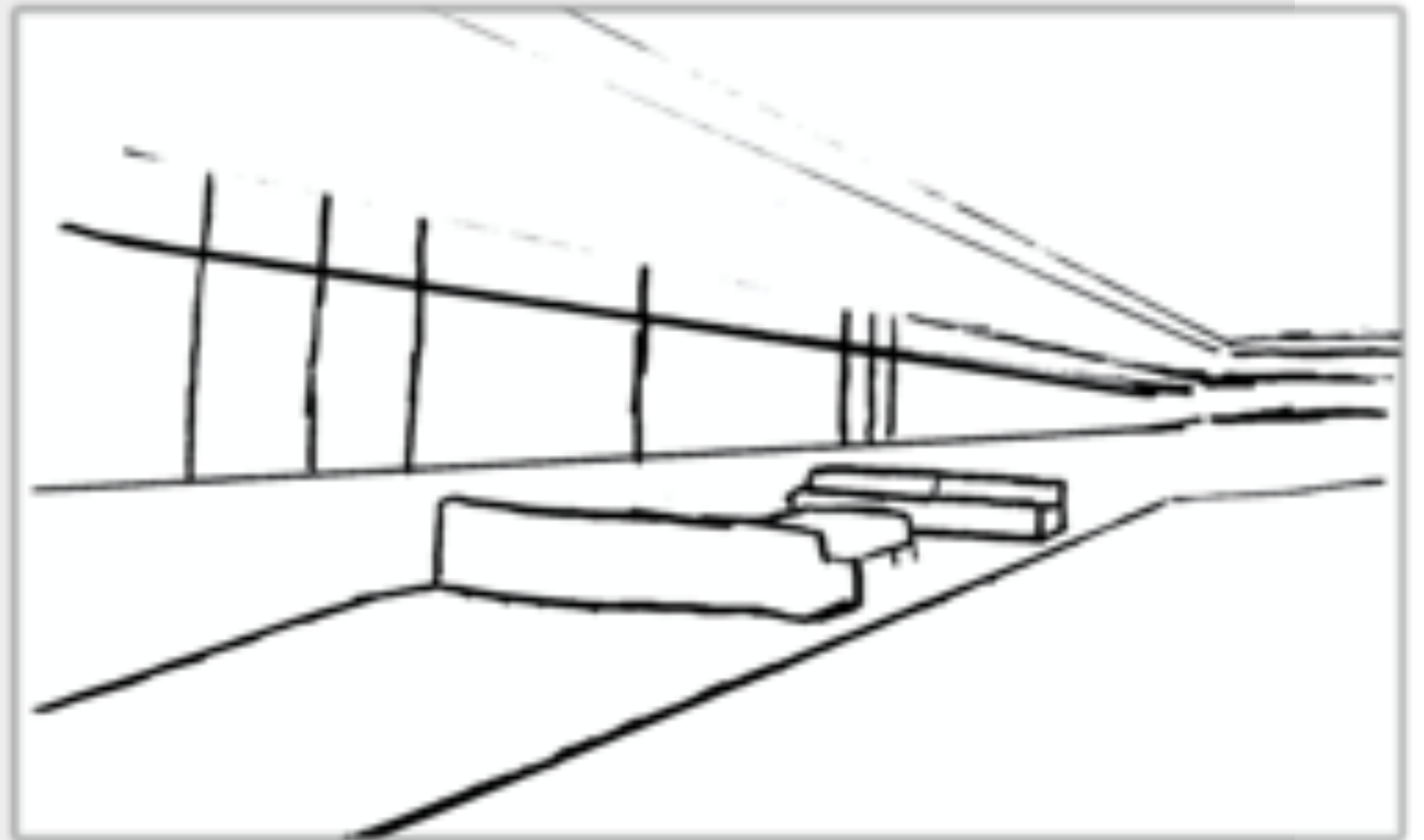
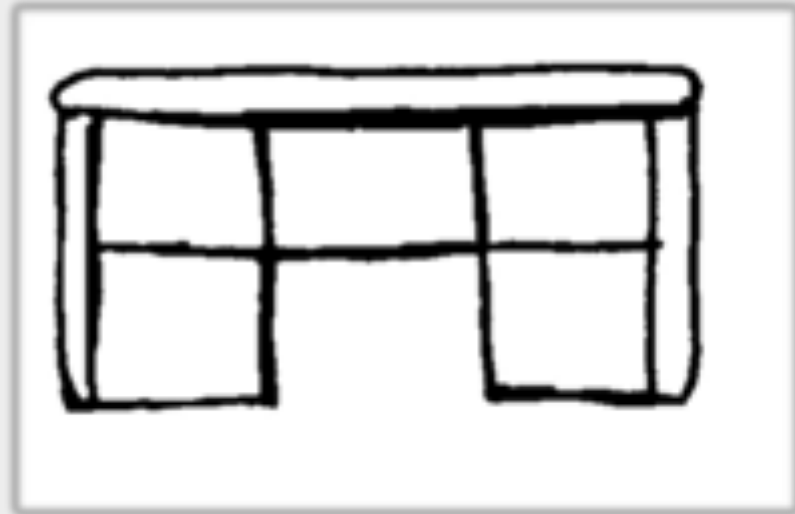
INTENSE FOCUS WORK- PROPOSED SPACE



- ❖ THE SIDE PANELS OF THIS POD ALLOW FOR TOTAL PRIVACY WHILE WORKING ON TASKS THAT DEMAND FULL FOCUS

ACTIVITY SPACE STUDY

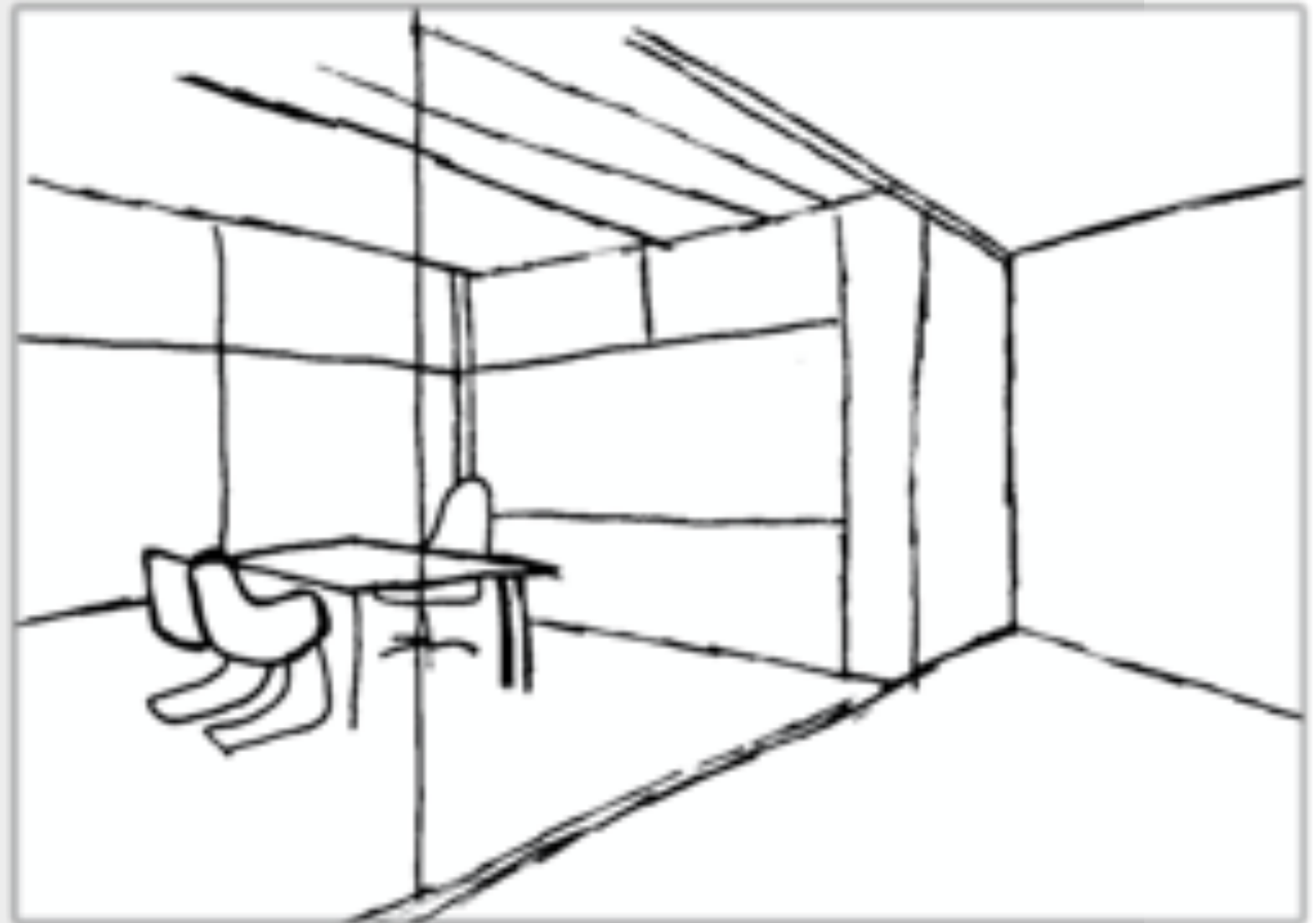
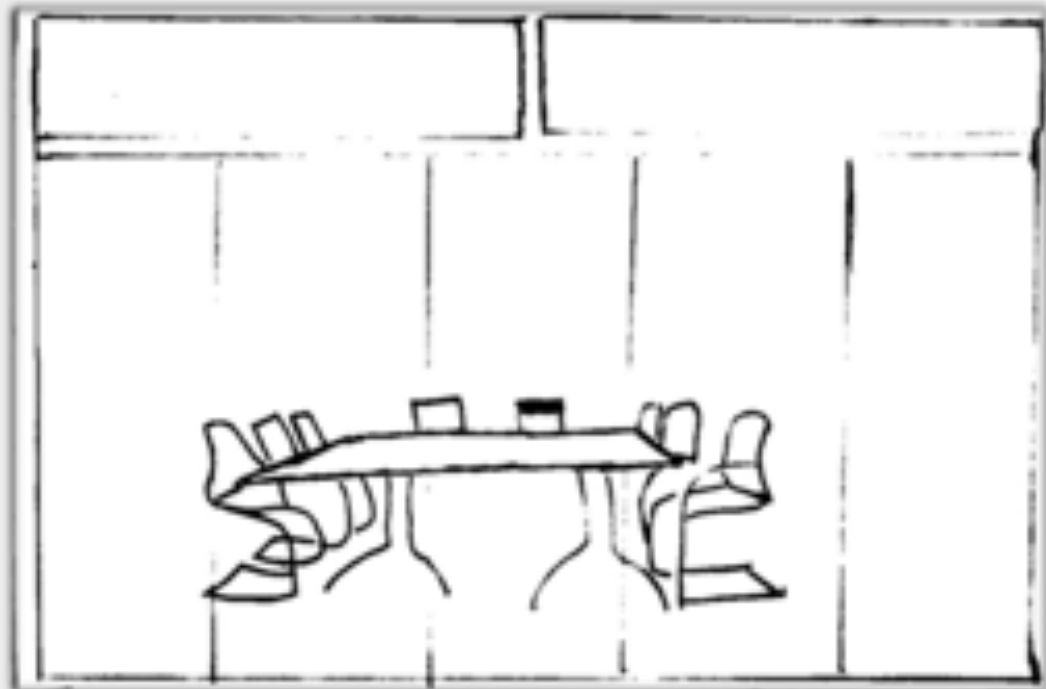
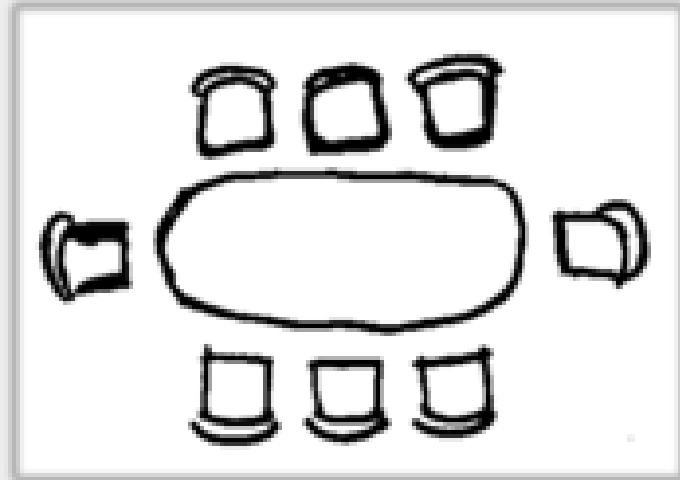
DAYDREAMING - PROPOSED SPACE



- ❖ THE COMFORTABLE CUSHIONS OF A SOFA ALLOW THE BODY TO FEEL RELAXED ENOUGH TO TEMPORARILY ESCAPE REALITY RESULTING IN DAYDREAMING

ACTIVITY SPACE STUDY

GROUP PLANNING/MEETING - PROPOSED SPACE



- ❖ THE SECLUSION OF A DEDICATED CONFERENCE ROOM PROVIDES PRIVACY FOR GROUP MEETINGS
- ❖ THE GLASS WALLS AND WINDOWS ALLOW FOR INSPIRATION AND NATURAL LIGHT TO COME THROUGH