

MAIN STREET STUDIOS

Designer, Artist Cooperative

PROJECT PROPOSAL 01-01-2020



two lauras design

MAIN STREET STUDIOS AND GALLERY

Project Programming Requirements

Frances Hart is an interior designer and entrepreneur who has just purchased a row house in Brooklyn, NY. Frances plans to create a community-focused business that will bring together artists, designers, and makers in a creative environment. The building will feature retail space, a gallery and coffee/wine bar on the first floor, a co-op design studio and artist studio on the second floor, and a third-floor apartment residence for the business owner.

The design of the building follows the form and functions of the business concepts:

- Host membership-based workspace studios for artists, and community art class offerings
- Host membership-based studio workspace for interior designers
- Gallery and Retail spaces featuring community artists and maker products
- Host Community Arts Events
- Coffee and Wine Bar offering pastries and small bites from nearby restaurants and bakeries
- First floor Retail and Gallery, Patio are open to the public



FORM + FUNCTION

NATURAL NEUTRALS

FORMA + FUNCIÓN
NEUTROS NATURALES



Design Mood Board for Main Street Studios & Gallery



Design Concept

The first and second floor design concept will focus on creating a space that feels fresh and industrial with white backdrops to feature artist and maker works in the Gallery and Retail space. Displays will be constructed of reclaimed wood and metal piping, while the Gallery main walls will feature white space and feature lighting.

The lobby and cash wrap/event check-in will welcome the public with feature lighting, and a mix of white and black, and natural wood materials. Fully accessible restrooms, and storage and office areas will blend into the background using darker materials and appear to recess although modern styled lighting fixtures will create a welcoming respite.

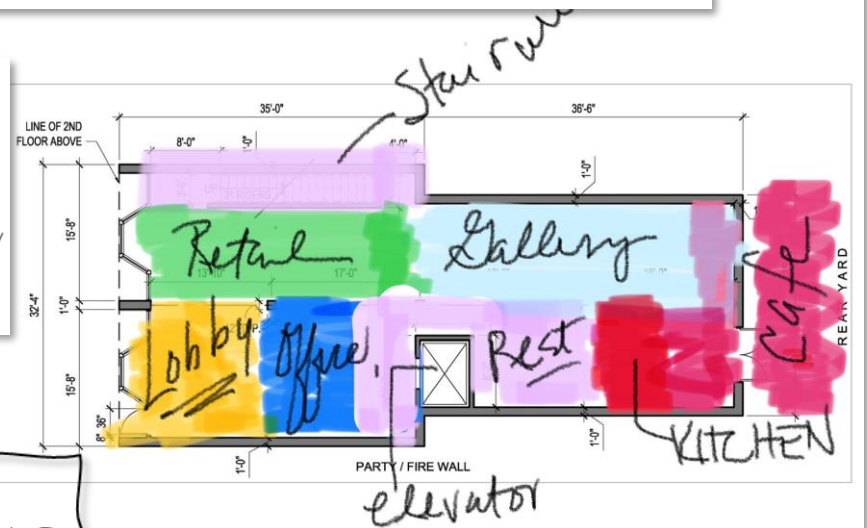
The design and artists' studios will offer needed equipment and amenities, and well light work surfaces/stations designed with natural materials, neutral backdrops, and ample storage to maintain a minimalist environment.

A member meeting area will feature intimate seating arrangements with upholstered sofas and chairs that match the industrial and artistic vibe created by the limited use of color in the main areas of the space, but will, however present an earth tone color palette.

MUST HAVES:

Floor One

- Cash wrap and event check-in
- Retail space featuring home textiles, lighting, accessories and gifts
- Gallery space
- Coffee/wine bar with refrigeration and ice maker, dishwasher, and sink, and shelving for inventory
- Outdoor Patio Seating
- Administrative Office Space
- ADA compliant, non-gender restroom
- Storage – guest coat closet, retail inventory storage

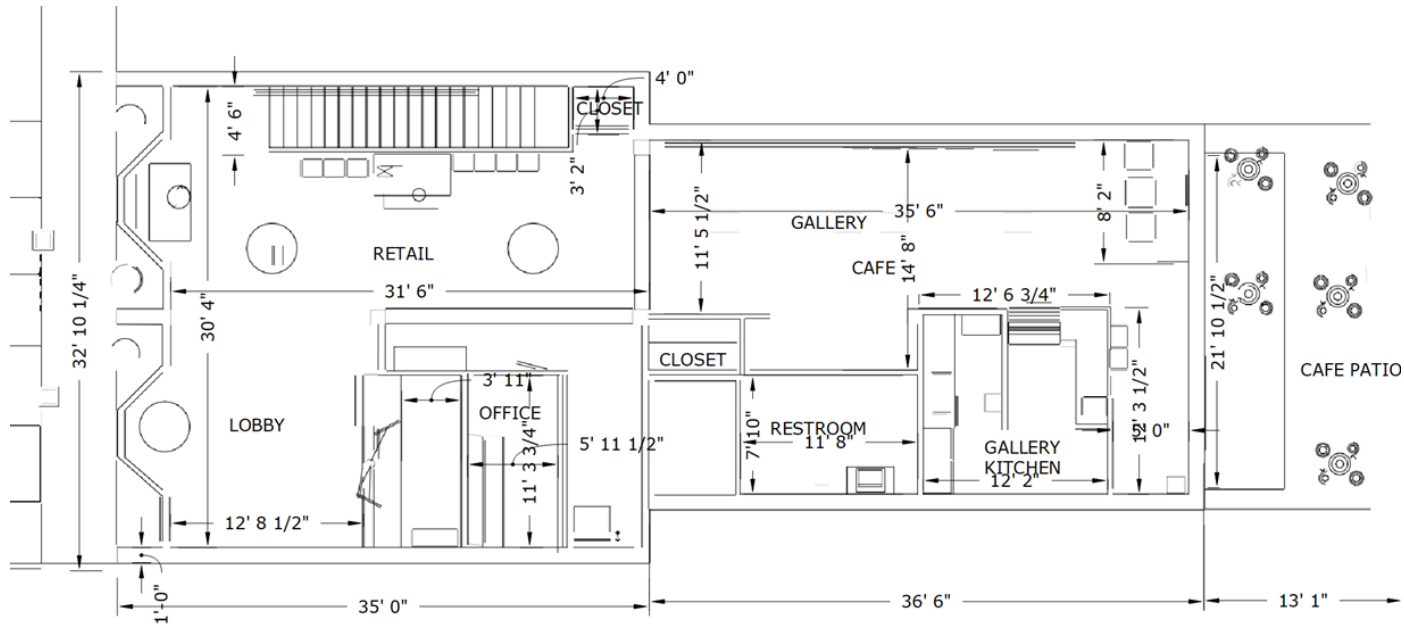
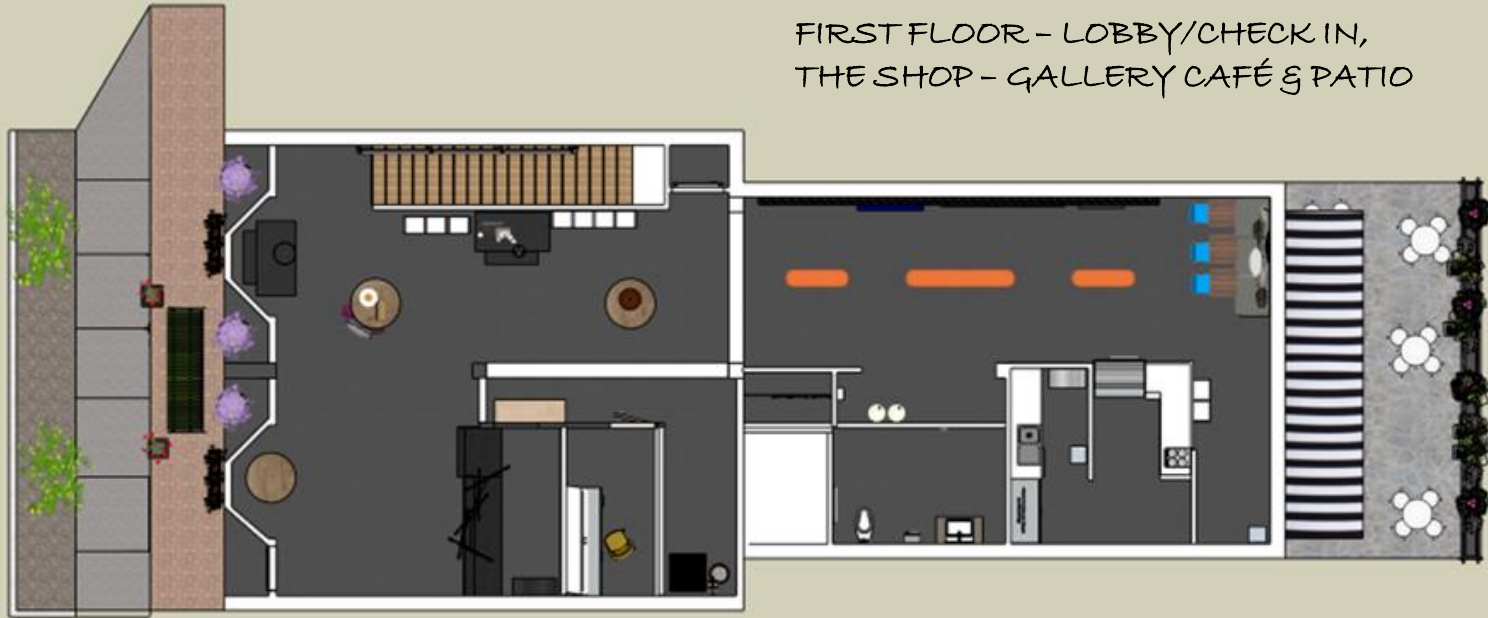


EXISTING
CONDITIONS



MAIN STREET STUDIOS & GALLERY
1111 MAIN STREET

FIRST FLOOR - LOBBY/CHECK IN,
THE SHOP - GALLERY CAFÉ & PATIO





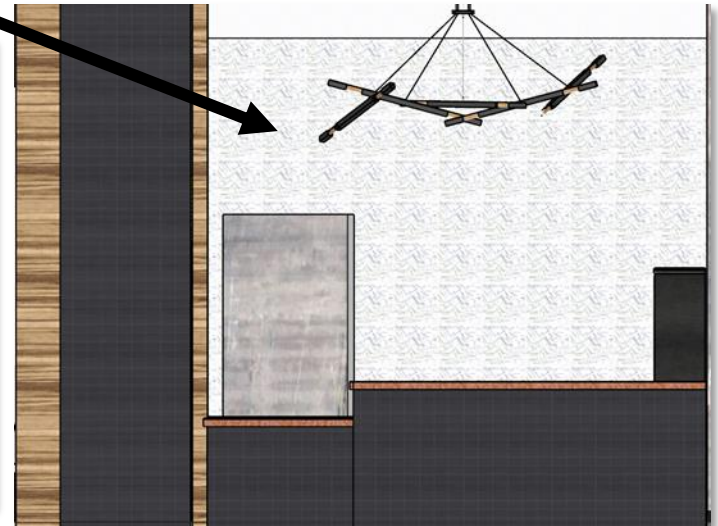
Reclaimed
Wood Paneling



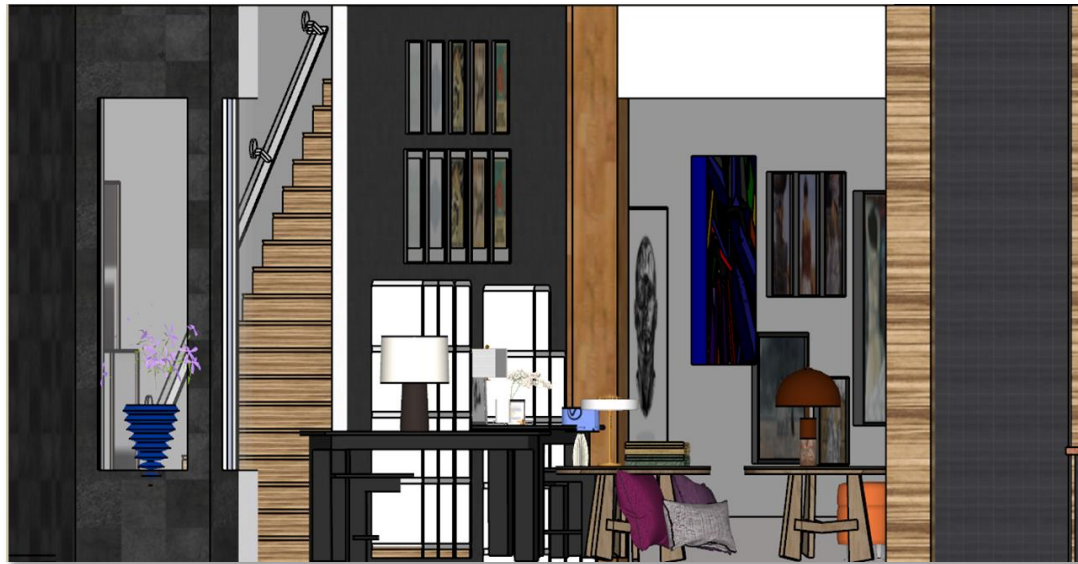
UNIFORM CONCRETE
SIMPLE UNIFORMITY

These collage tiles are composed randomly from recycled wood remnants and when installed bathe any space with warm feeling and texture which is meditative, sanded to a soft finish and protected with lacquer and wax. The works convey an energized tranquility, a chaotic Brutalism from accidental beginnings.

Uniform Concrete™ and Uniform Wood™ combine the sophistication of a monochromatic color palette with the time-honored looks of concrete and wood. Both collections are TruEdge™ rectified, ColorBody™ porcelain tile, with Uniform Concrete being a double-load technical product perfect for high-traffic areas such as auto dealerships, malls, office buildings and schools. When installed together, Uniform Concrete and Uniform Wood achieve cohesive and durable beauty.



Cash Wrap & Guest Services



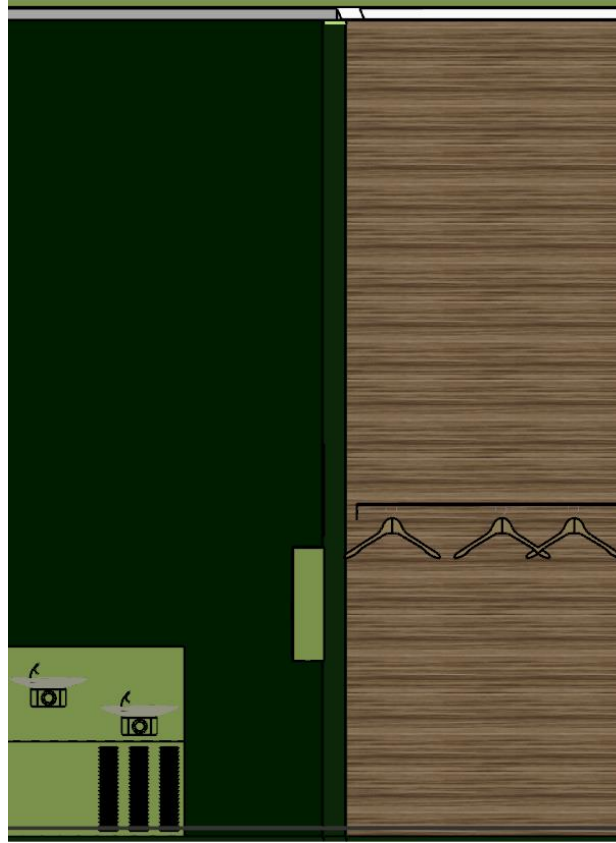
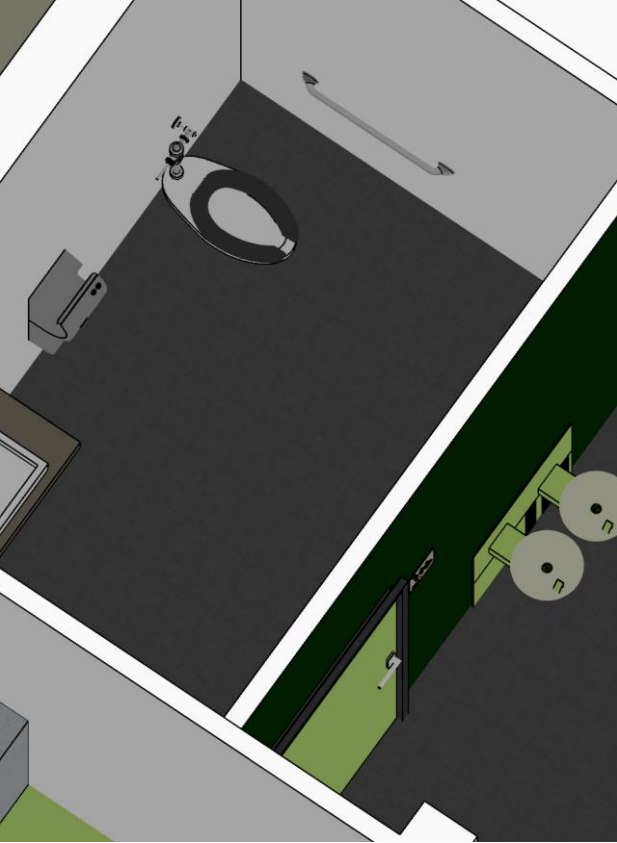
Retail Space looking through to Gallery



Retail Space & Storage

Gallery with Bench Seating

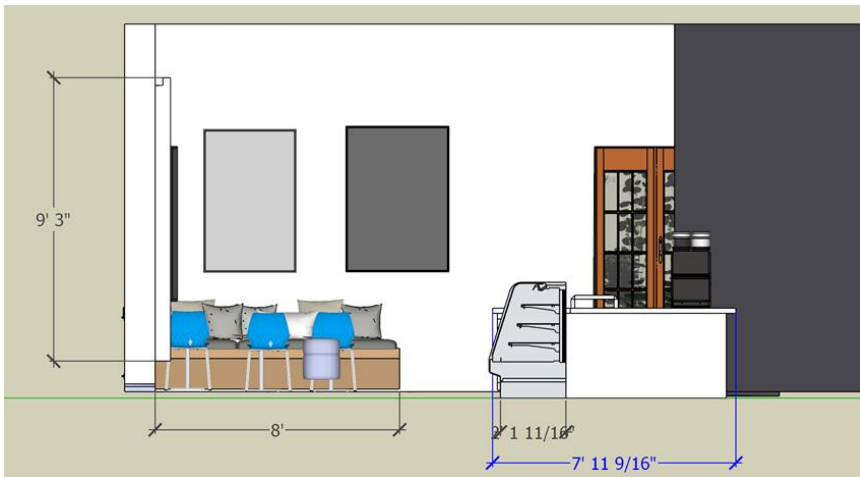
Indoor & outdoor
cafe seating



Accessible bathroom and Elevator



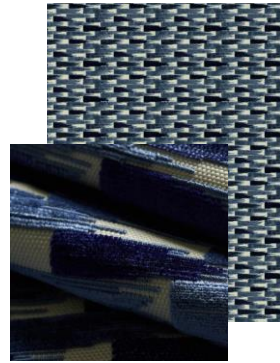
Gallery & Café seating and Kitchen





SW 7757
High Reflective White

Gallery walls

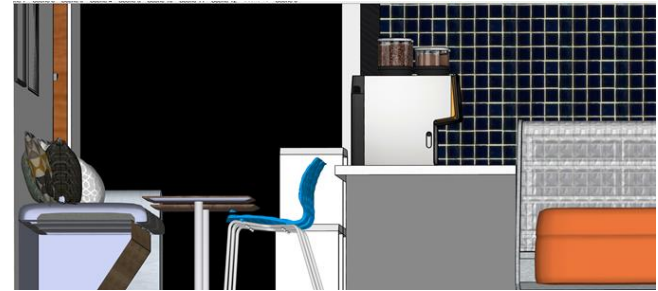


Chair fabric

GALLERY CAFÉ & PATIO



www.jenniferyoswa.com



Café kitchen back wall tile

SW 9162
African Gray

Interior / Exterior
Location Number: 235-C4

Adjacent walls

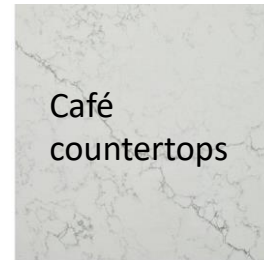
SW 6967
Frank Blue

Interior / Exterior
Location Number: 176-C3

Painted Millwork



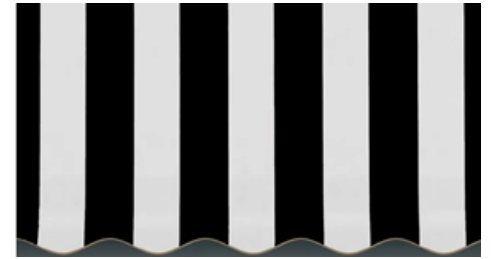
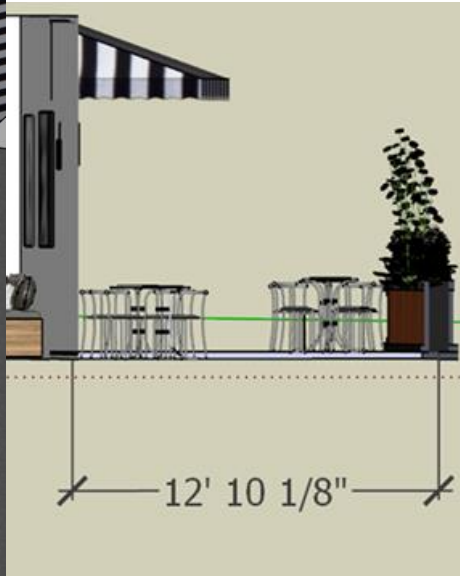
Café wall and
floor tile



Café
countertops

Alabaster White

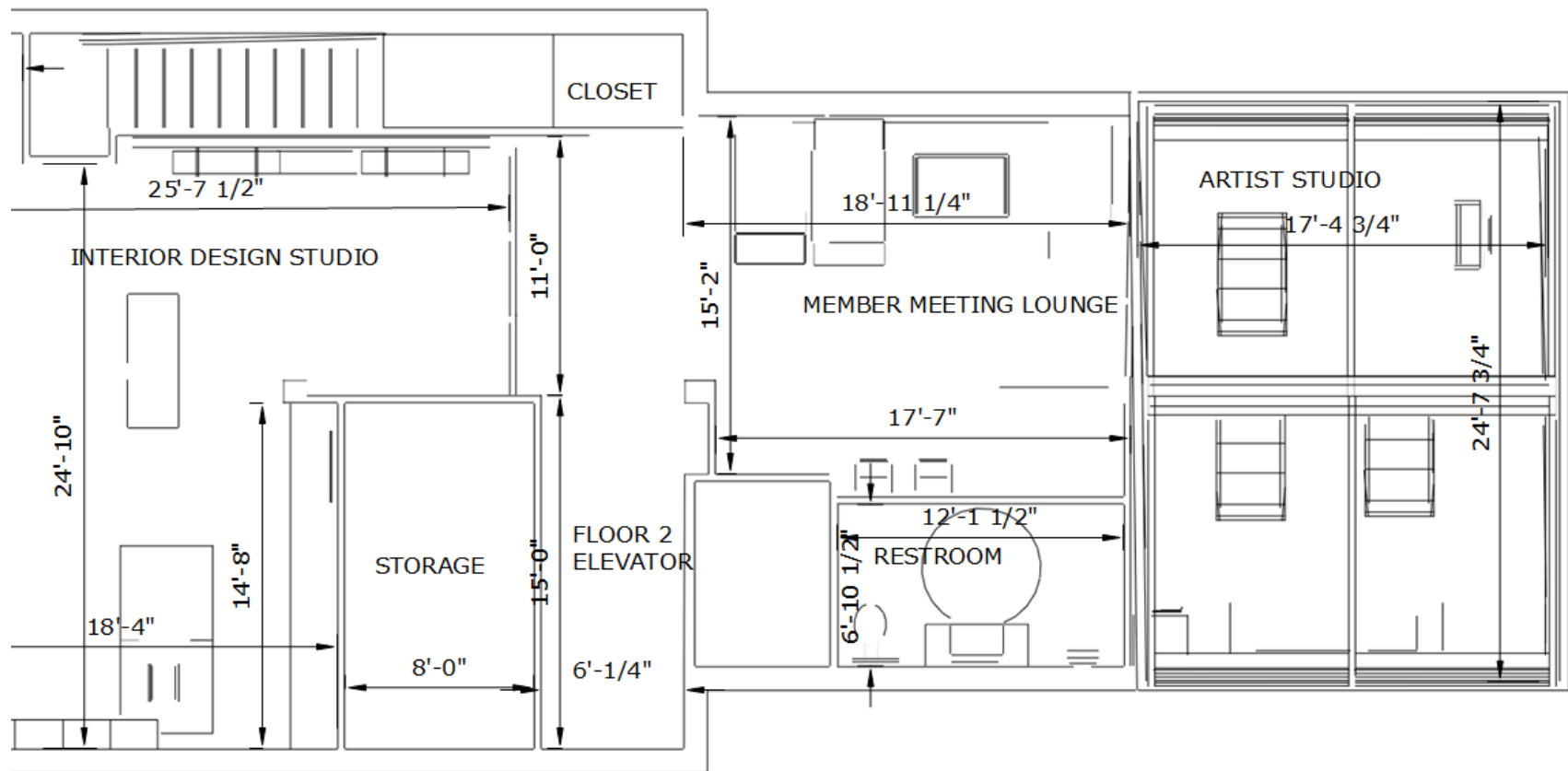


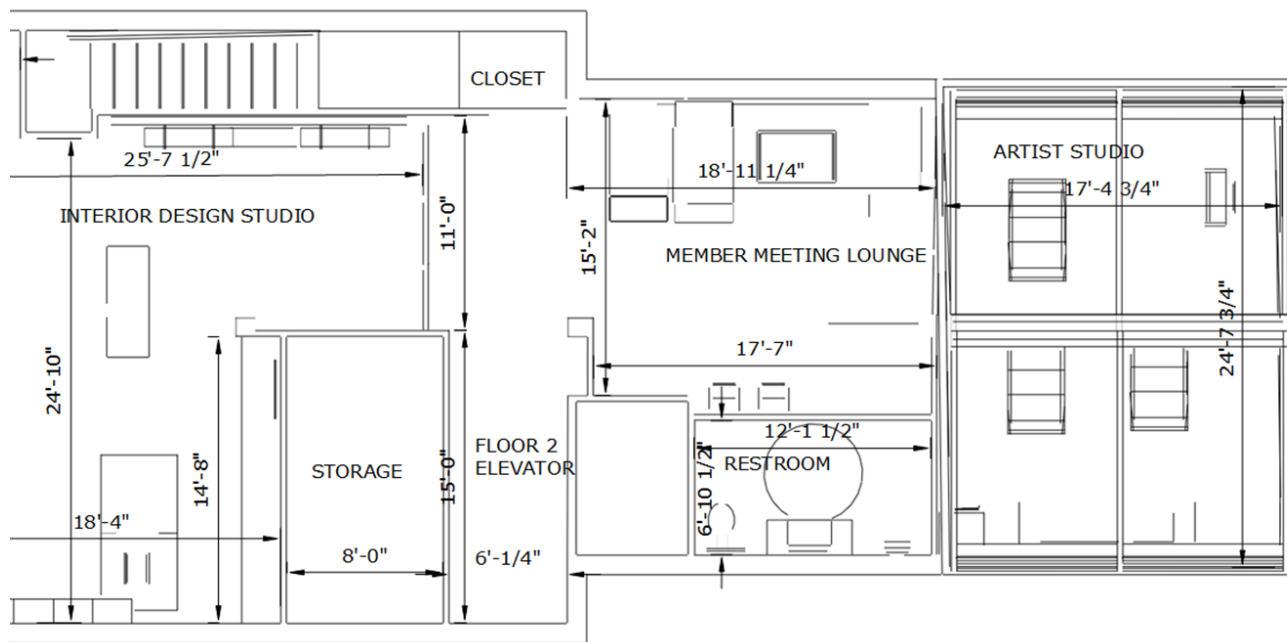


Café Patio



Hand-drawn floor plan of the second floor. The plan includes a large green area labeled 'Design Studio', a blue area labeled 'Uni Sex Rest Room', a yellow area labeled 'Artist Studio', and a purple area labeled 'Stairs'. A central pink area is labeled 'Walk'. There are two 'Storage' areas, one green and one yellow. A 'Member Meeting Area' is indicated by a handwritten note. Dimensions are provided for various sections: 32'-4" on the left, 35'-0" on the top, and various smaller dimensions for walls and openings. A north arrow is located at the bottom right, and a scale of 1/8" = 1'-0" is at the bottom center. The plan is numbered '1' in a circle.





2ND FLOOR INTERIOR DESIGN STUDIO, MEETING LOUNGE & ARTIST STUDIO WITH GLASS CEILING



2ND FLOOR INTERIOR DESIGN STUDIO, MEETING LOUNGE, ARTIST STUDIO





View from Design Center through Member Lounge



View from Artist Studio through Member Lounge



Member Lounge across from Restroom



2ND FLOOR MEETING/LOUNGE AREA



RUG



DAISY JAMES



SOFAS



CHAIRS

SW 9162
African Gray
Interior / Exterior
Location Number: 235-C4
**ADJACENT
WALLS**

Terrapin Green
2145-20

**WALL COLOR ON
WINDOW WALL**

**2ND FLOOR
FLOORING**



Interior Design Co-Op Studio



Floor Three - Residential Space

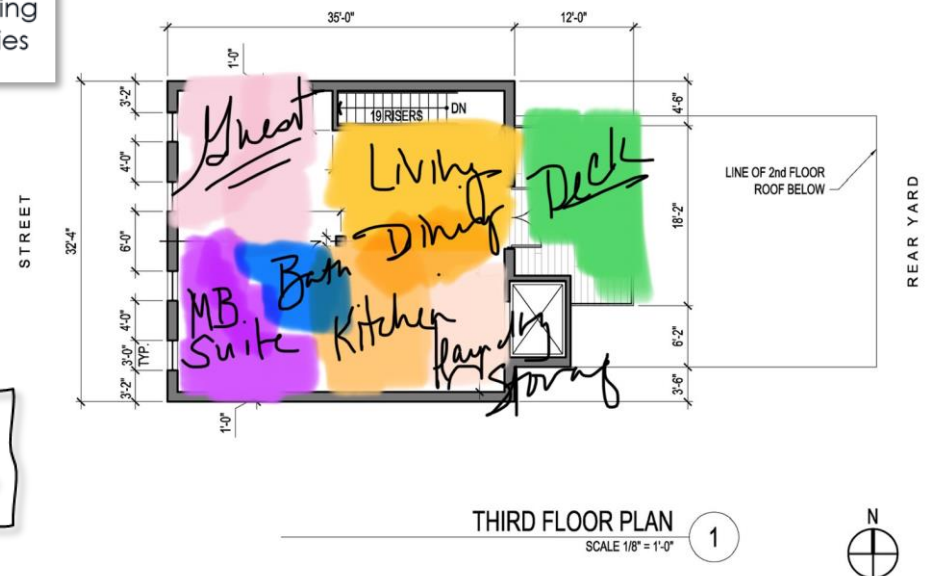
Design Concept

The Third-floor residence will make use of the sleek lines of Midcentury Modern styling and offer all the amenities of a larger household by building in functionality and storage, and using creative space planning solutions that offer private areas for owners and guests along with a full kitchen, laundry and outdoor space.

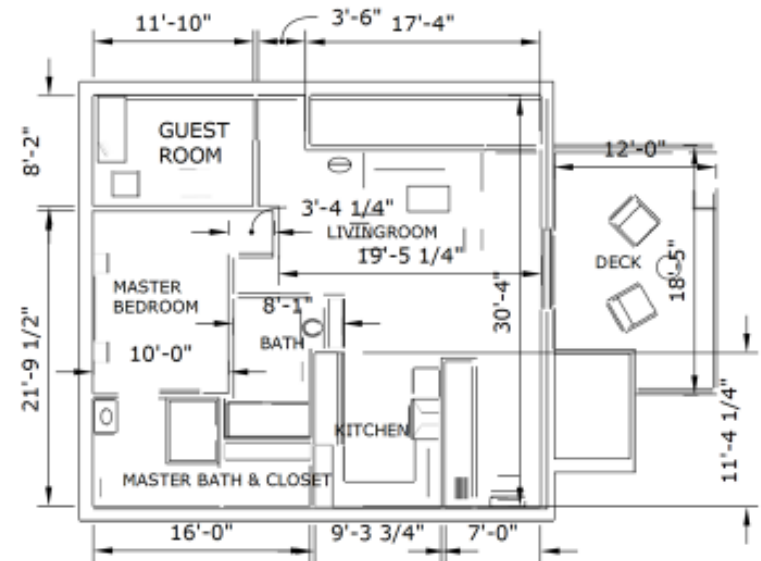
Must Haves:

- Living/dining room to entertain a few guests
- Full Kitchen
- Master bedroom/bath suite
- Guest bedroom/personal office
- Third-floor deck is to be used for outside private entertaining
- Laundry - washer and dryer and a storage area for supplies

EXISTING
CONDITIONS

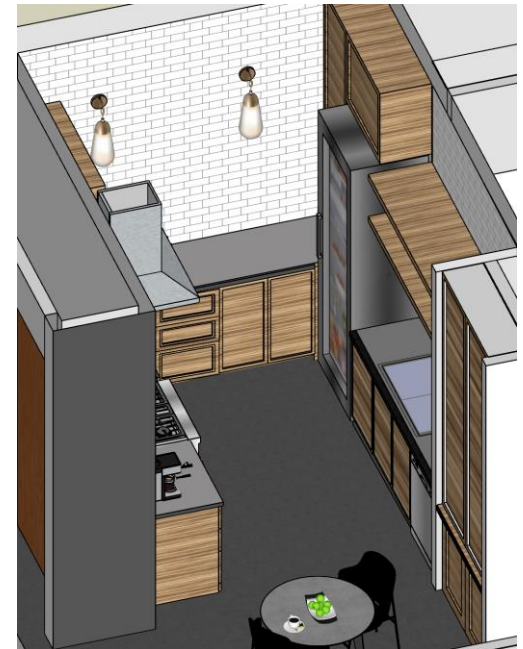
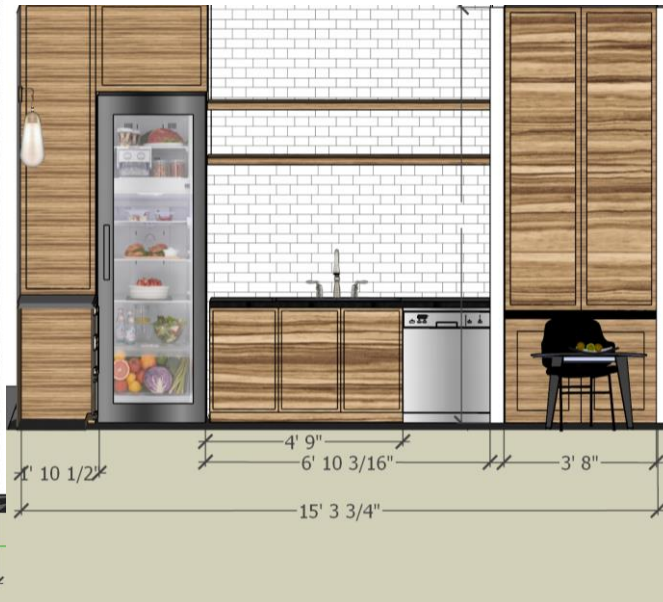
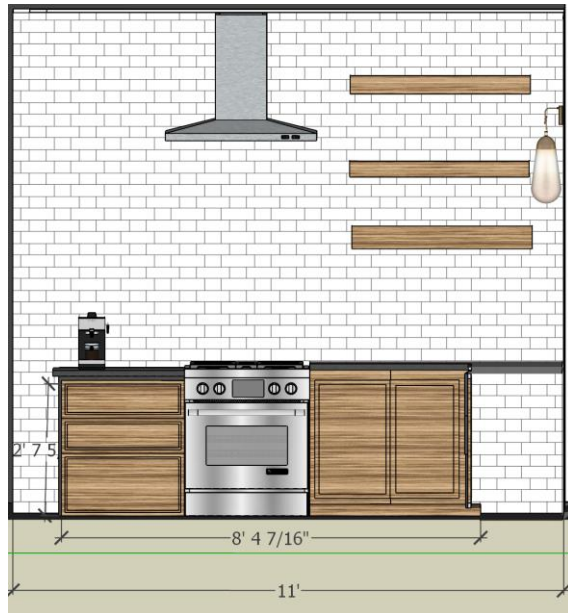


3RD FLOOR - APARTMENT



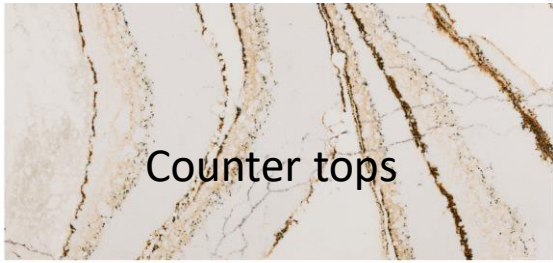


Apartment Kitchen





Wall tile



Counter tops



Flooring



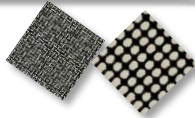


Living room

APARTMENT LIVING ROOM & DINING



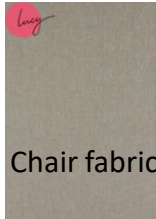
Sofa fabric



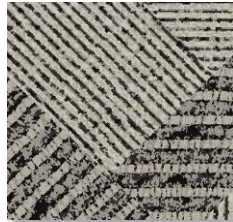
Pillow fabrics



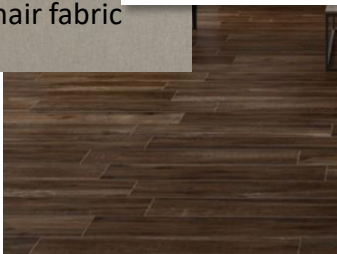
ACCENT WALL PANEL
IN CHARCOAL



Chair fabric



RUG



FLOORING WOOD LOOK TILE



Ottoman
fabric

