

*Project Synopsis:* **ARTS & ARCHITECTURE BOOKSTORE**

<b>Professor Info.</b>	ART 354	ARC 304
	Graphic Design Studio	Architectural/Interior Design Studio
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**Background** A consortium of organizations, including the American Institute of Architects, American Institute of Graphic Arts/Cincinnati Chapter, Architectural Foundation of Cincinnati, Cincinnati Arts Association, and the Cincinnati Preservation Association, seek designs for a new arts and architectural bookstore for a retail location in Over-the-Rhine, downtown Cincinnati. Your team is one of six in invited competition. You have committed to design the project at every level of detail.  
Address: 111 East 13th Street, Cincinnati, Ohio

**Project Problem** The purpose of the bookstore is to provide a visible presence and public point of reference for consortium member organizations. In addition, the bookstore will serve as the starting point for a vigorous program of walking tours of Cincinnati; it should therefore be thought of as a gathering point for people—residents and tourists alike—interested in Cincinnati’s arts, architecture, and cultural life. The consortium has purposely left most of the program specifics up to the design teams. Your team should apportion and arrange space to reflect this larger conception of the bookstore, your team’s interpretation of requirements and vision. The consortium expressly desires a guiding vision that will serve as a rallying point for action and fund-raising.

A paid manager and one or more unpaid volunteers will staff the store. You should pay particular attention to staff comfort, security, and ease of operation.

The emphasis of this project is on establishing a high level of detail, including integration of color, lighting, furniture design, graphic and packaging design. All elements should be considered, down to the handles on the doors.

**Mandatory Program Elements**

- A Cash checkpoint.** You should provide secure control over all activities in the space. You should provide two register stations, plus adequate counter space, to deal with periodic high-transaction volume. The cash checkpoint will serve as the ticket sales location for all walking tours.
- B Food and beverage center.** You should provide a self-service refreshment location for the sale of hot and cold drinks, baked goods, and snacks. The beverage center should be located to allow staff to control and maintain it easily; you should pay particular attention to re-stocking/re-filling processes, trash removal, clean-up, etc.
- C Men’s and women’s restrooms.** Provide each with a toilet, lavatory, and accessories.
- D Workroom/storage.** You should provide a small workroom/storage room for storage of materials and supplies, staff personal items, and for unpacking of stock and temporary storage of trash.

- E Book and gift displays and shelving.** You should provide shelving/displays in keeping with your overall conception of the space. Since the mix of book and gift items may change over time, pay particular attention to flexibility of fixtures/fittings.
- F Interactive kiosk/digital display.** You should provide kiosk/digital display area for information on walking tours, arts organizations, etc.
- G Remote kiosk.** You should provide a kiosk for permanent installation in remote EXTERIOR locations such as Fountain Square or Findlay Market. The purpose of the remote kiosk is to advertise Architreks, provide detailed tour and ticketing information, and provide an identifiable meeting point for groups. It may also provide a modest amount of shelter; modest digital interactivity (touch screen), and a display of Cincinnati history/culture/architecture. The footprint of the kiosk should be no greater than 35 square feet. It must be low maintenance and vandal resistant.

**Flexible/Optional Program Elements**

- A Seating area.** You may provide a seating area, or dispersed seating, for bookstore patrons, and for those waiting for walking tours to begin.
- B Gallery display.** You may provide gallery display, or wall space, for rotating exhibits of photography, artwork, historical documents, artifacts, and objects, etc.
- C Bulletin/information display.** You may provide a bulletin board area for information on walking tours, arts organizations, etc.

**Naming** Your team must provide a name for the bookstore in keeping with your vision. However, you must retain the identifying phrase *arts & architecture bookstore* in all signage, graphics, etc.

**Universal Design** The design of the building shall exceed the minimum standards of American National Standards Institute document ANSI A 117.1 or the ADA Accessibility Guidelines for Buildings and Facilities (U.S. Department of Justice). Signage should also meet these guidelines.

**Sustainability** To the maximum extent possible the materials and methods of construction and printing employed should embody the state of the art in sustainable design. Examples include recyclable materials and papers, materials from sustainable sources, materials of low-embodied energy, energy conservation measures in HVAC and illumination systems, alternative energy sources, and low-toxicity products.

**Presentation Requirements** The final review will be held the week of April 28 at a location TBA in Cincinnati. An interdisciplinary panel of jurors will critique the work of each team. Your team should allow plenty of time to plan and execute your presentation with care (see schedule). Quality drawings, models, output/comps, and overall presentation, as well as a high level of detail, are very important. The visual and verbal presentation must be coordinated between the disciplines, "as though done by one person."

The following are minimum requirements for the final presentation. Presentation format, integration of different requirements, and distribution of work assignments are at the discretion of the design team. Three-dimensional presentation may replace two-dimensional requirements if appropriate. Some elements may need to be represented in the presentation more than once (at various scales and/or perspectives) in order to effectively communicate the design intent.

- 1 Concept statement/image board
- 2 Model of interior spaces
- 3 Building/site elevations showing building in context, including exterior signage
- 4 Floor plans of building showing structure and all spaces
- 5 Typical wall sections, including interior signage where appropriate
- 6 Reflected ceiling plans showing lighting strategy
- 7 Furnishing plans showing furnishing strategy
- 8 Architectural and graphic materials and finishes, furnishings, and finish samples and colors
- 9 Details of all cash checkpoint, food and beverage center, book and gift displays and shelving, interactive kiosk/digital display, optional seating area, gallery display, bulletin/information display, and any other custom interior components including graphics (these may be shown in drawings and/or models)
- 10 Interior elevations (several) of significant spaces and details
- 11 Interior/exterior views showing spatial and sequential experiences, colors, materials, textures, graphics, etc.
- 12 Design for remote kiosk(s)
- 13 Color studies
- 14 Identity design for bookstore (including letterhead, envelope and business card)
- 15 Exterior signage for bookstore
- 16 Interior wayfinding signage
- 17 Interactive kiosk/digital display graphics, including remote kiosk
- 18 Interactive design for kiosk, including remote kiosk (sample pages, can be storyboarded or live)
- 19 At least three package designs within the identity system (boxes and/or bags)
- 20 At least one multi-page collateral item (promotional brochure, menu, walking tour guide, etc.)
- 21 Minimum of two additional three dimensional graphic applications (mugs, clothing, etc.)
- 22 Design of walking tour graphics (the name *Architreks* shall be retained for architectural walking tours)
- 23 Comprehensive interdisciplinary process book (one copy for each team member)

**Project Budget** Each team is limited to a budget of \$300 for presentation materials. Each team will select a team treasurer to keep track of team expenses and ensure equal distribution of costs among members. You must keep all receipts and maintain a record of spending. This will emulate the management of the "real" budget for the project.

**Evaluation** *The team projects will be evaluated based on the following criteria:*

- 1 Teamwork/coordination between disciplines (Does the solution represent an integrated effort?)
- 2 Design aesthetics (is the solution aesthetically appealing at all levels of experience?)
- 3 Functional efficiency/problem solving (Does the design effectively and appropriately solve programmatic requirements?)
- 4 Creativity (Does the solution offer fresh, innovative ideas and concepts?)
- 5 Process (Was the design process effective? Was the work consistent?)
- 6 Presentation (Does the design team effectively communicate ideas visually and verbally?)
- 7 Peer evaluations/comments (Each student will be asked to evaluate team members midway and at the end of the project. These evaluations will be confidential.)

You will receive both a group grade and an individual grade for the project. Your group grade will count for 20% of your total project grade and your individual grade will count for 80% of your final project grade.