

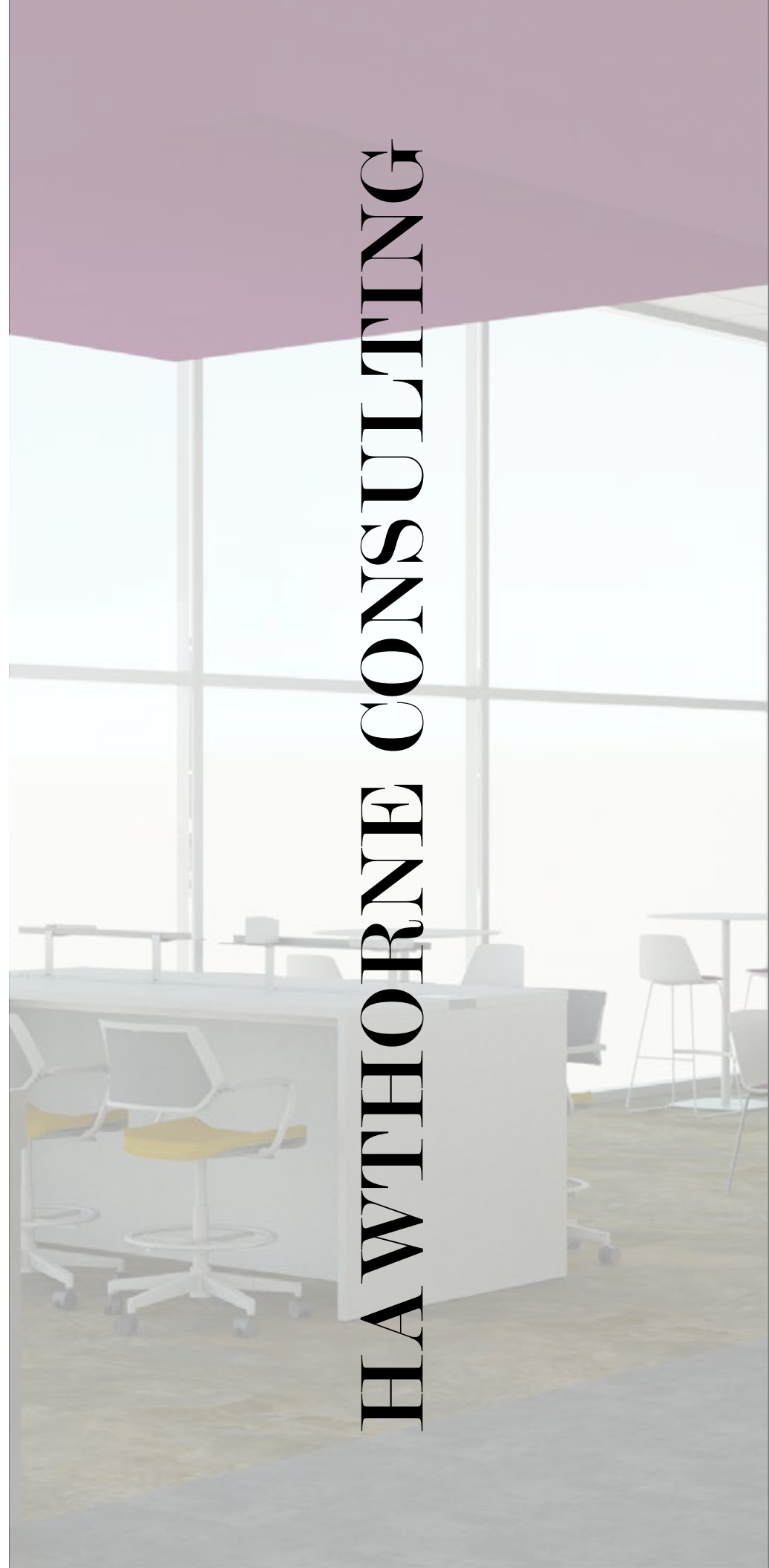
brooke rawls

B

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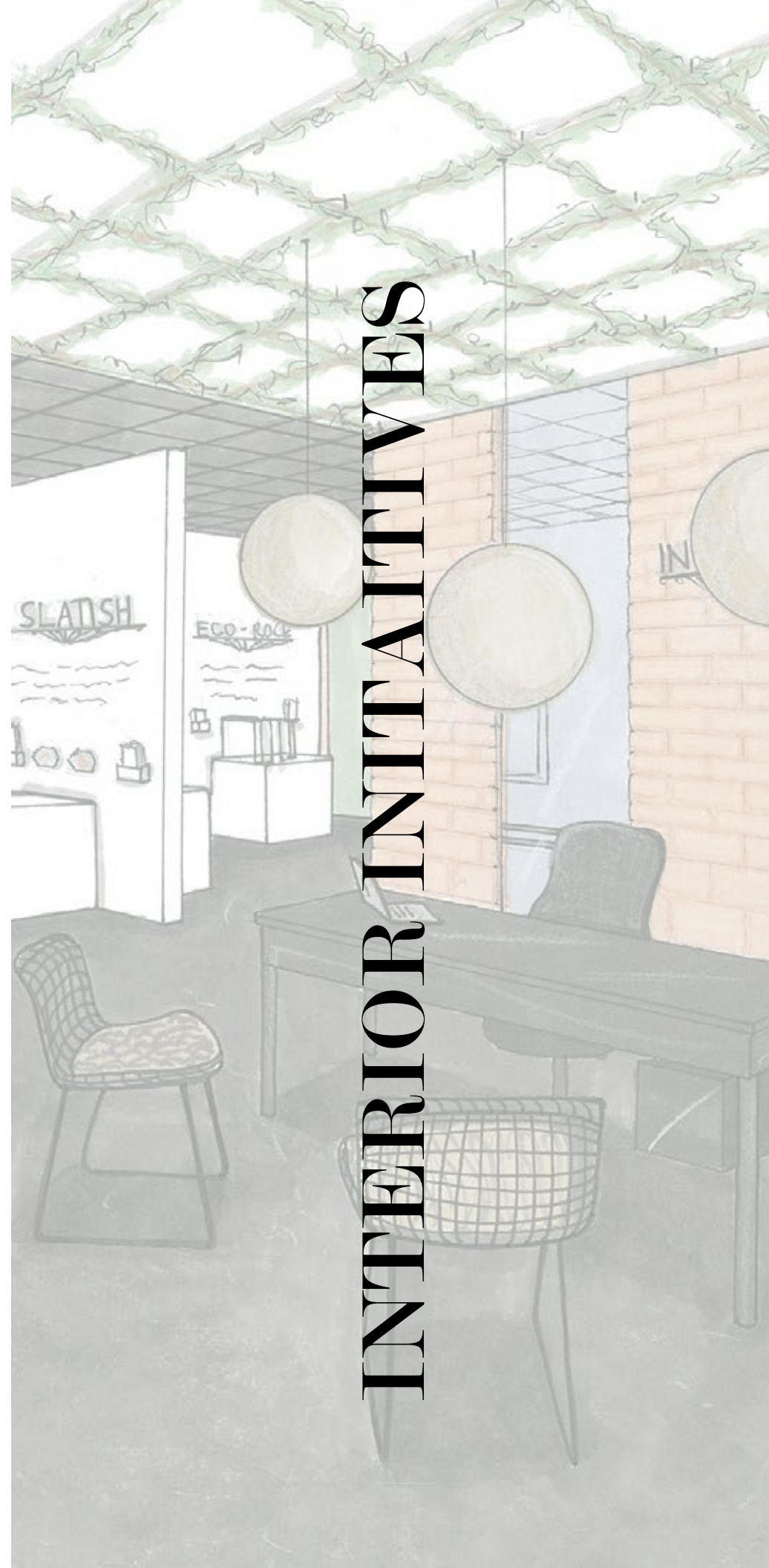
POLK & SCHRAGER



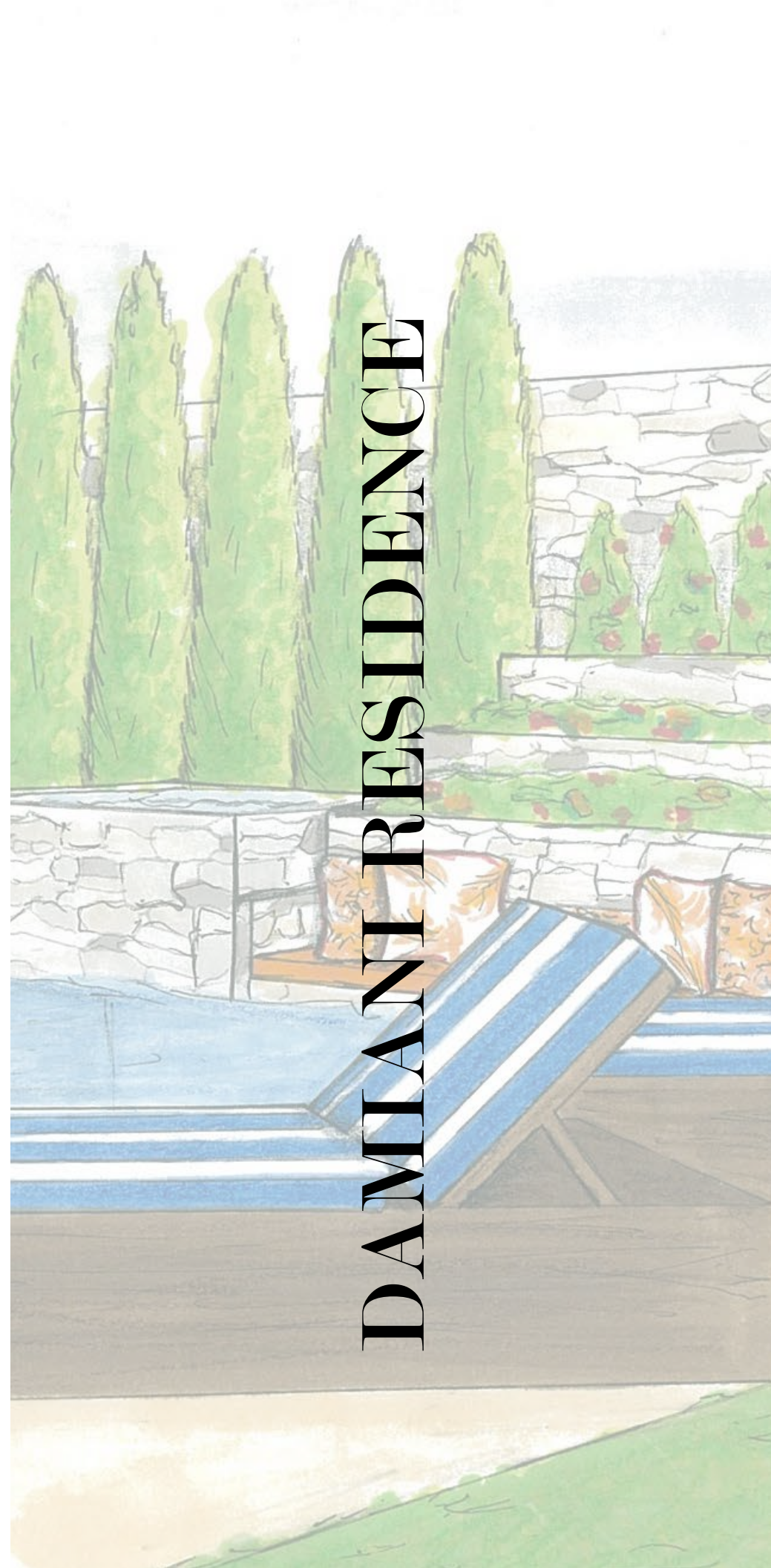
HAWTHORNE CONSULTING



YESTER-YEAR BREWING CO.



INTERIOR INITIATIVES



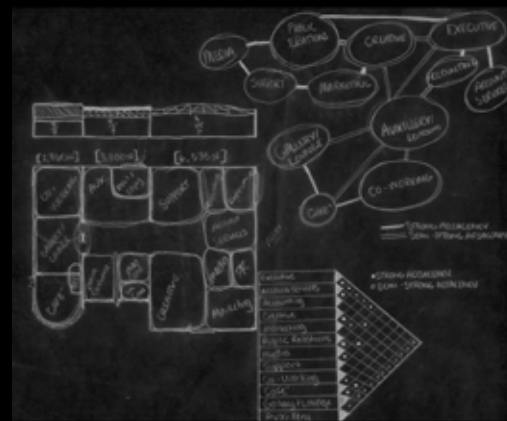
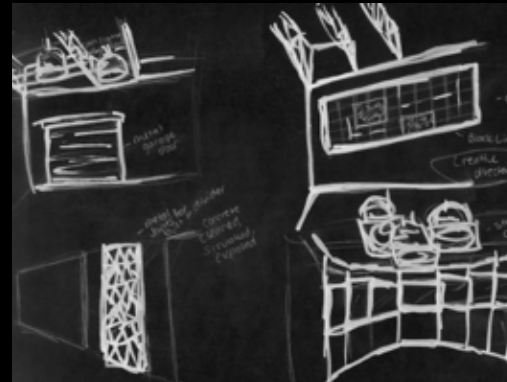
DAMIANI RESIDENCE



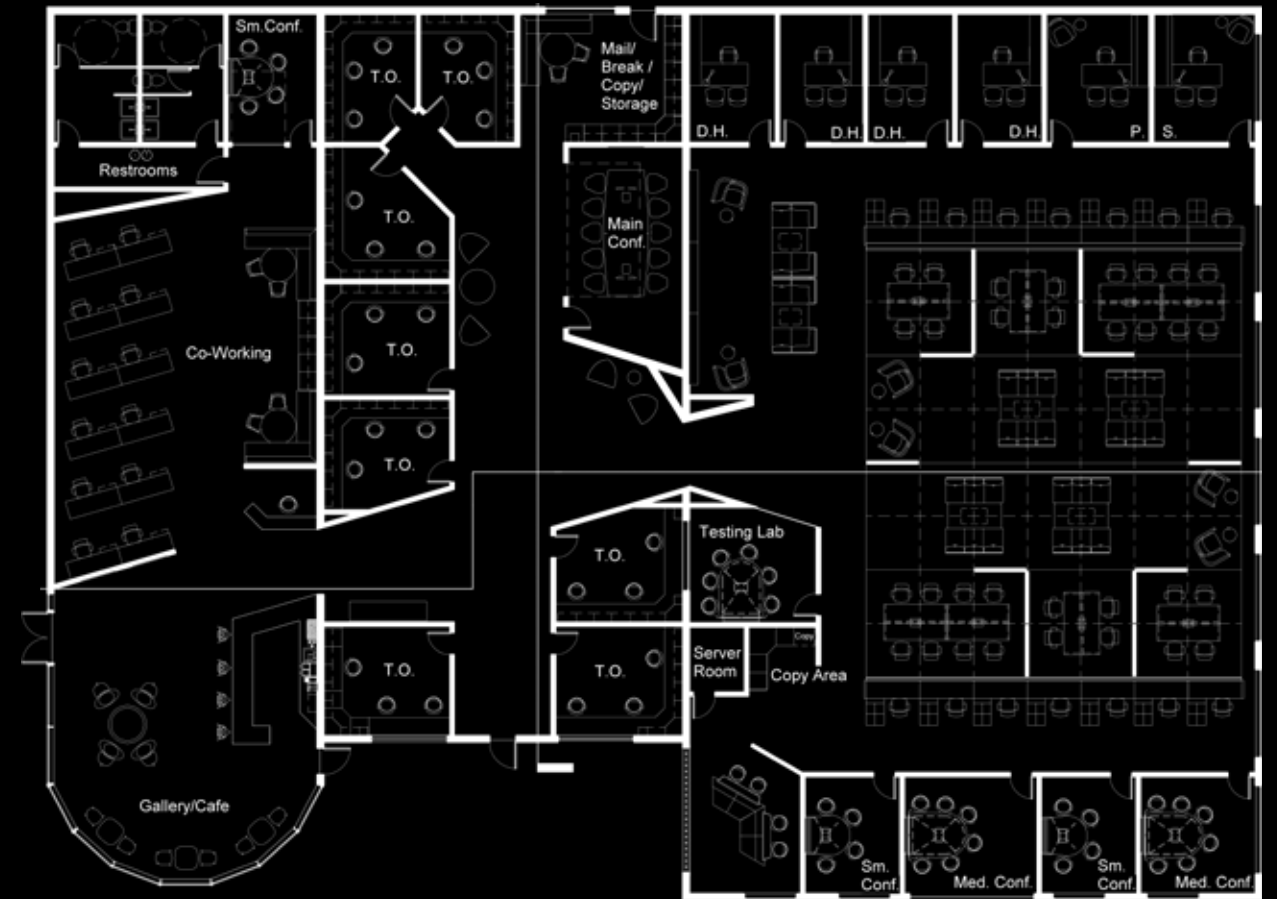
POLK & SCHRAGER

COMMERCIAL OFFICE DESIGN

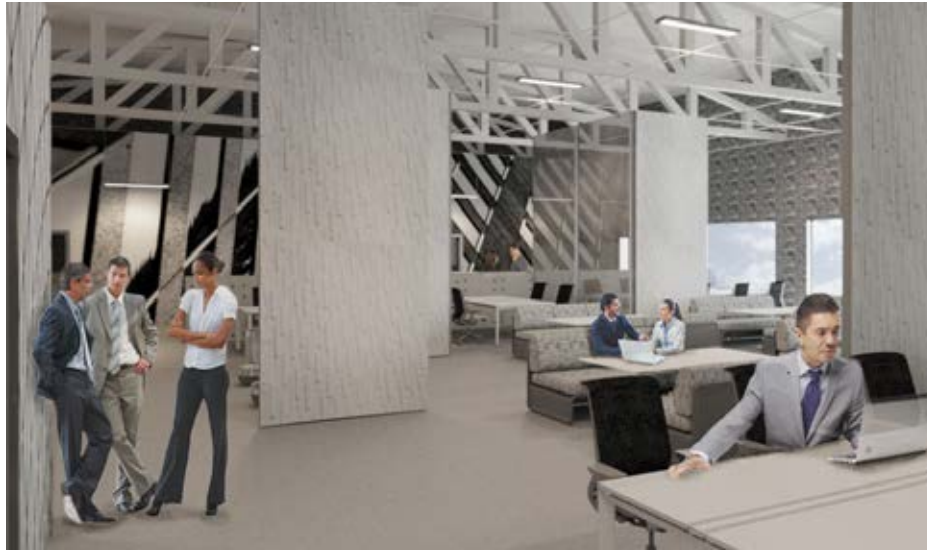
Polk & Schrager is an advertising agency. They relocated to an older building that is a complex mix of several different structures. It needed to be unique, functional, and also successfully implement co-working elements. After studying the existing structure of the building that the company is relocating to, completing extensive research on existing co-working spaces and, also researching the client and their core values, I came up with the concept of “Monochrome Tectonics”. While most think of monochrome to mean “the lack of color”, the actual definition states that it is simply the use of one color in many different tones. For this reason, I used monochrome to represent the variety of employees that work for this agency. Being inspired by the unique circumstances of the existing building, I chose to highlight these structures by using a very tectonic design. Aside from the building, tectonics also visually represent the different joints and pieces that make up a structure. Or the different individuals that make up a collaborative company. For these reasons I believe that the concept of “Monochrome Tectonics” perfectly represents Polk & Schrager’s core values of “Variety”, “Collaboration” and “Innovation”.



PRELIMINARY SKETCHES



FLOOR PLAN



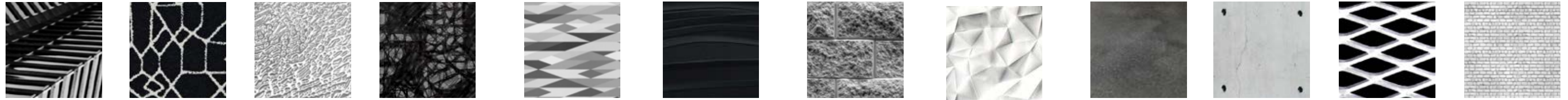
PERSPECTIVE AT POLK & SCHRAGER OFFICE



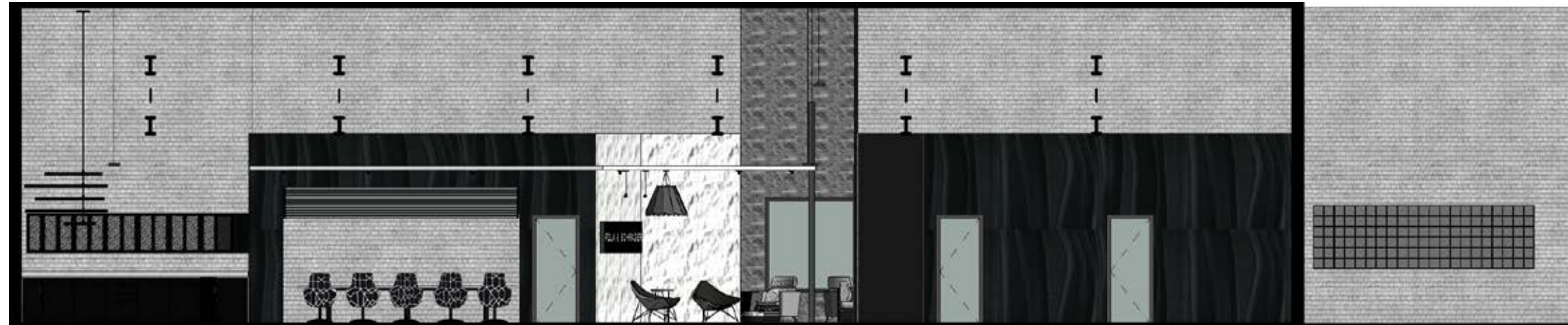
PERSPECTIVE AT ENTRANCE OF POLK & SCHRAGER



PERSPECTIVE AT CAFE



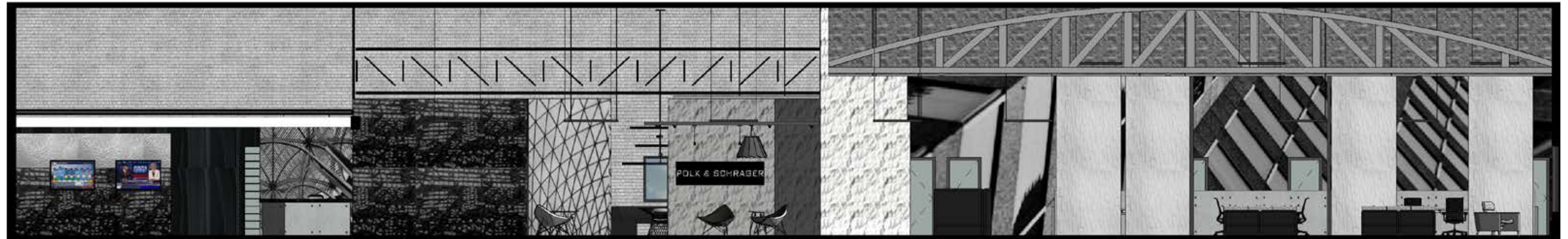
FINISHES



VERTICAL SECTION

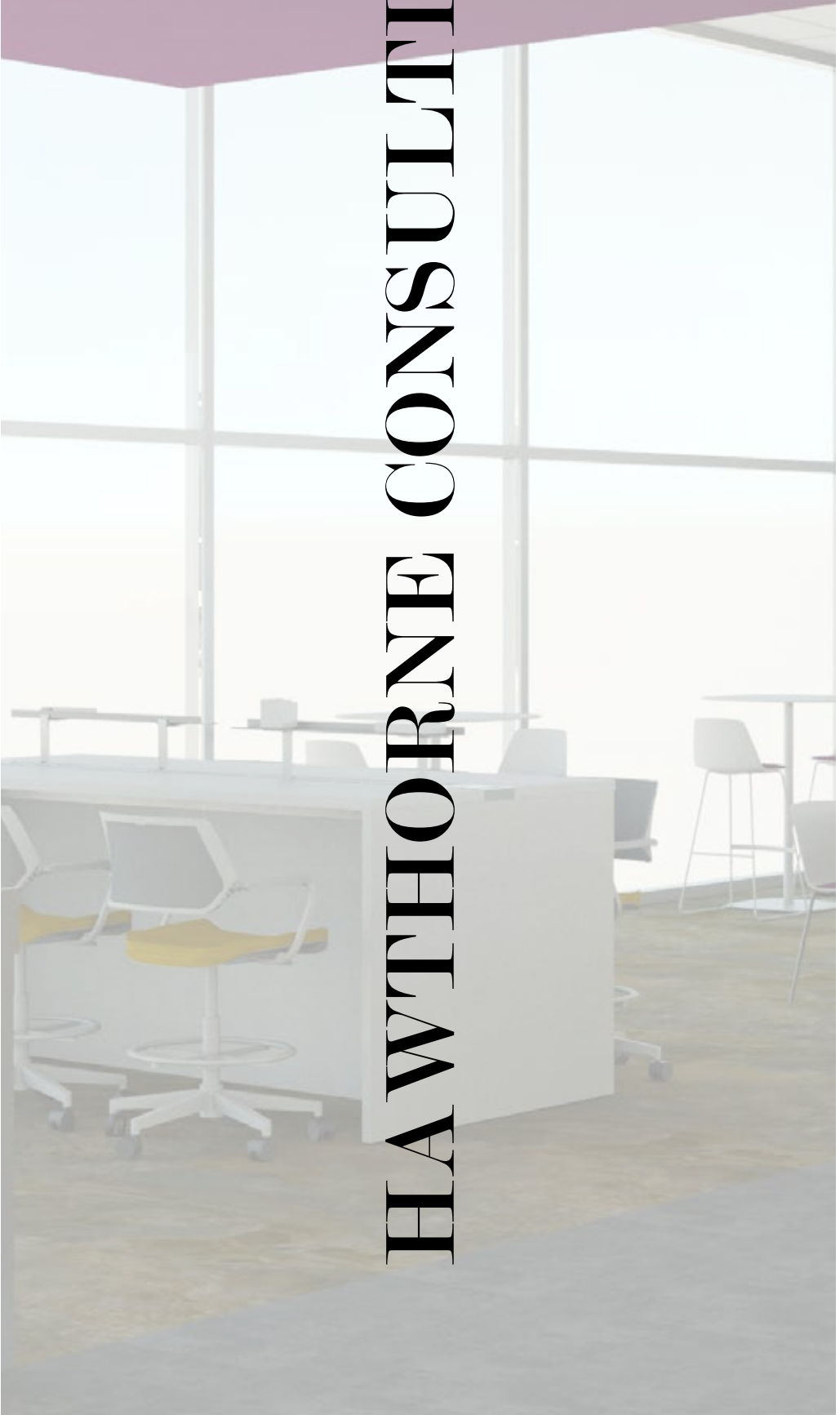


PERSPECTIVE AT TENATE OFFICE



HORIZONTAL SECTION

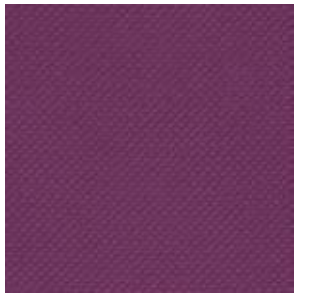
HAWTHORNE CONSULTING



22 FLOOR PLAN

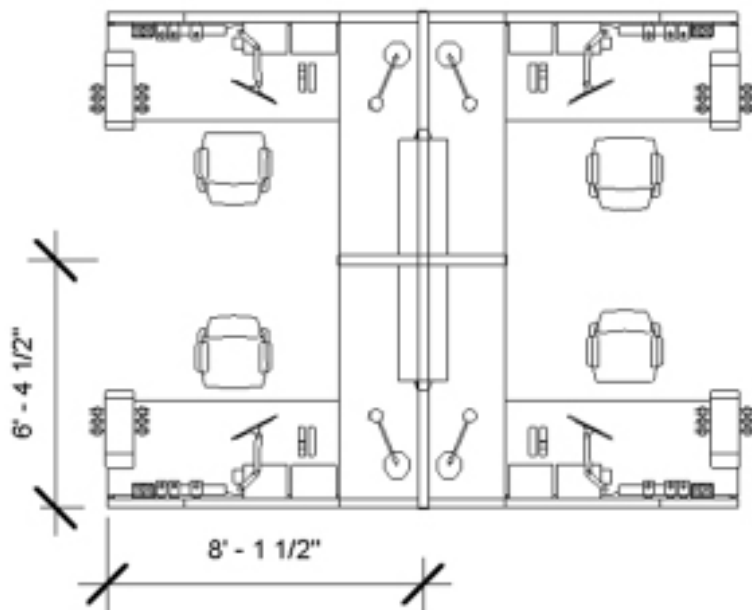


21 FLOOR PLAN





HAWTHORNE CONSULTING PRELIMINARY DESIGN



WORK STATION TYPICAL

COMMERCIAL OFFICE DESIGN

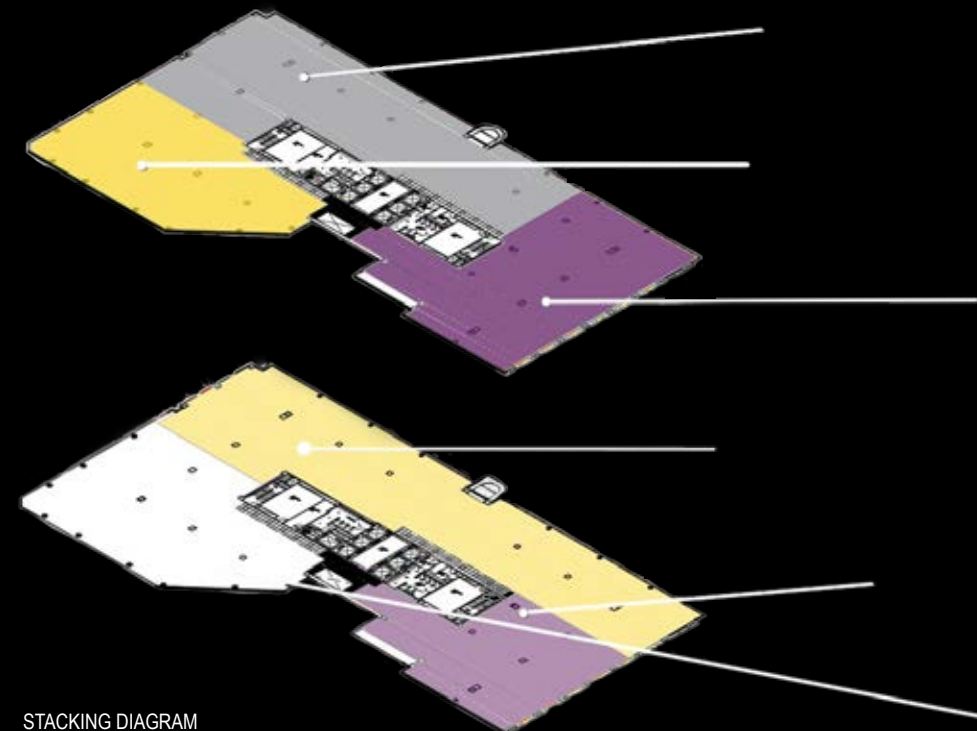
Hawthorne Consulting is an agency that specializes in technological consulting and affairs. The challenge was to help the client choose a new building to relocate to through the use of a test fit analysis. In addition we were to provide a preliminary design and space plan for the building that was selected. The test fit analysis evaluated three different buildings and examine their potential for the Hawthorne consulting corporation. The buildings were analyzed based on their square footage, space planning capabilities, their ability to adapt to the corporate culture of Hawthorne and finally the employee satisfaction in the spaces.

OBJECTIVES:

1. Provide the maximum square footage possible for workspace and circulation space.
2. Group collaborative departments adjacently to allow for the easiest possible communication.
3. Maintain classic hierarchy between departments and create defined separate departments.

FINAL RECOMMENDATION:

My final recommendation for Hawthorne after analyzing the three potential spaces is option 2. This building will allow Hawthorne to have the most space while renting the least amount of floors. In addition the building is shaped to allow for the most efficient allocation of space and cross department communication.



STACKING DIAGRAM

STRATEGIC DEVELOPMENT: 7,567SF

EXECUTIVE MANAGEMENT: 9,068SF

CONSULTING : 10,559SF

CORPORATE MANAGEMENT : 12,830SF

HUMAN RESOURCES: 6,000SF

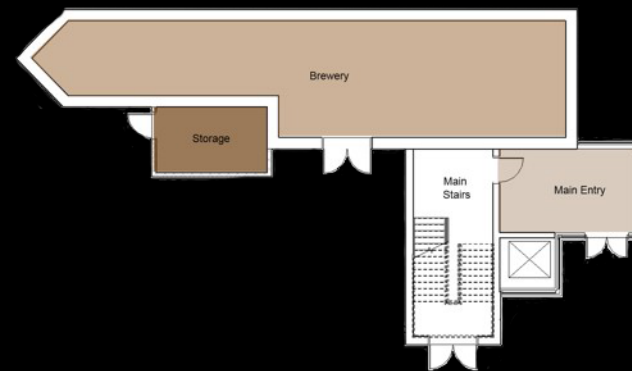
EMPTY SUITE: 8,350SF

YESTER-YEAR BREWING CO.

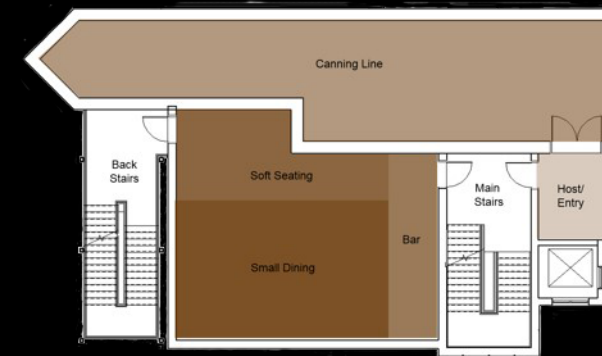


HOSPITALITY DESIGN

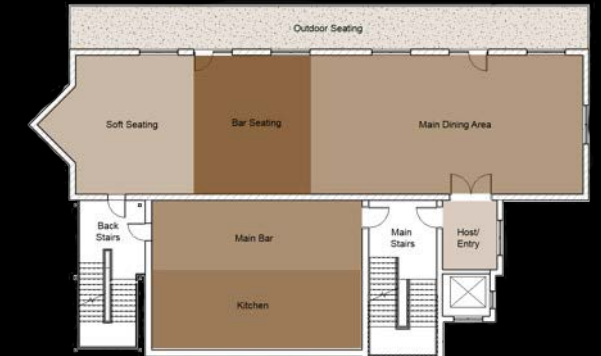
Yester-Year Brewing Co. is located inside of the old historical Rock Hill water pump house. It was inspired by the history of the pump house and also the history of the town of Rock Hill. Yester-Year Brewing Co. attempts to bring in the texture of antiquity and mesh it with a relaxed and fun environment. By using the original brick as a background for a new clean whitewashed interior, the space retains a bright and energetic feeling while incorporating materials that are heavy with patina and age. Yester-Year Brewing Co. successfully uses texture and history to create a modern and clean environment that would entice anyone to come enjoy a nice afternoon beer overlooking the river.



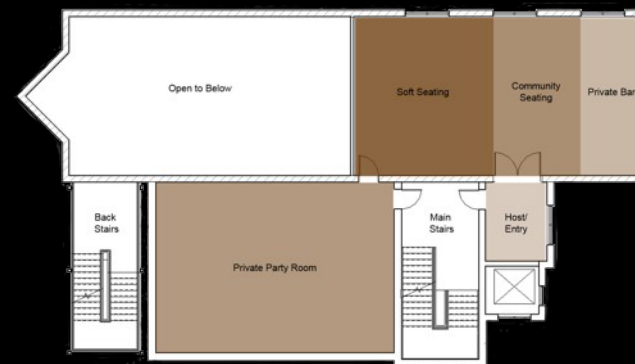
LEVEL ONE BLOCKING DIAGRAM



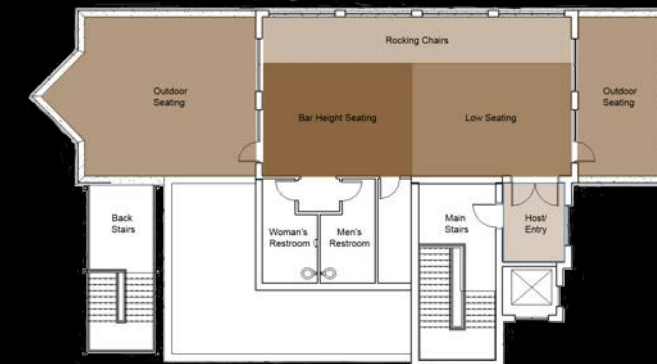
LEVEL TWO BLOCKING DIAGRAM



LEVEL THREE BLOCKING DIAGRAM



LEVEL FOUR BLOCKING DIAGRAM



LEVEL FIVE BLOCKING DIAGRAM



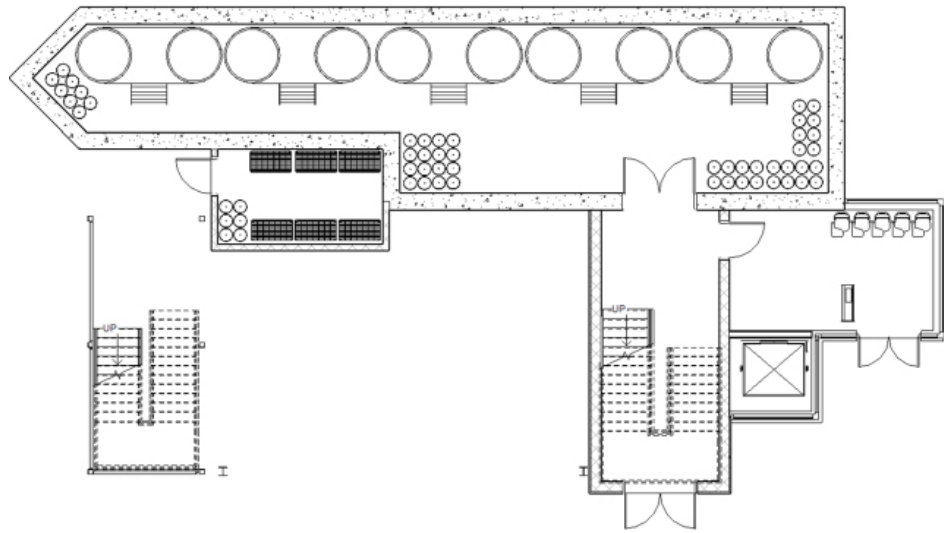
LEVEL THREE DINING ROOM AND BAR PERSPECTIVE



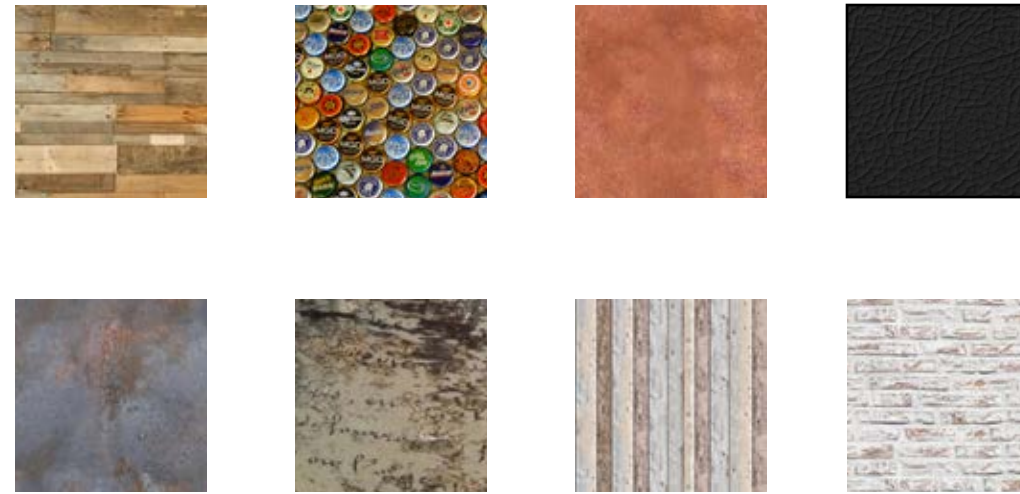
LEVEL FOUR MEZZANINE PERSPECTIVE



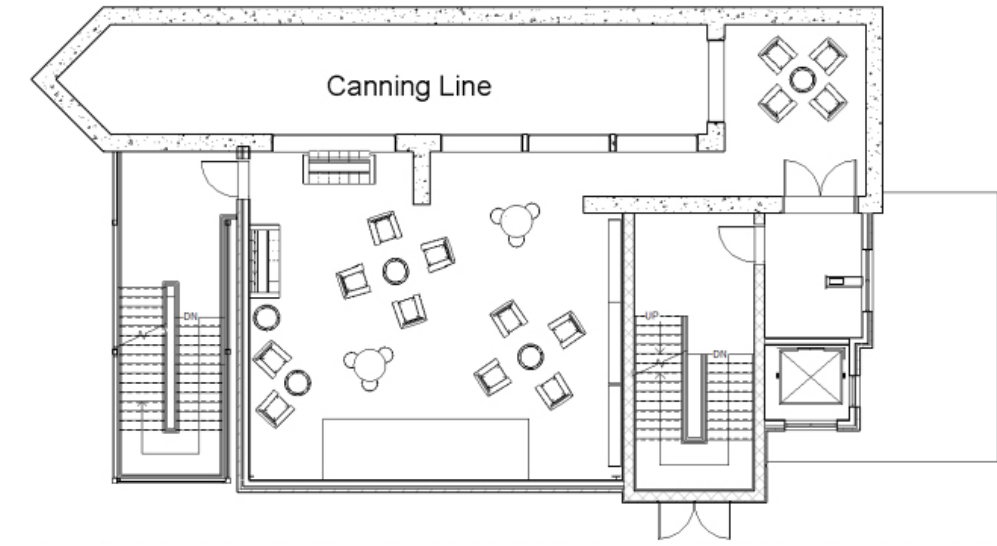
LEVEL FIVE ROOFTOP BAR PERSPECTIVE



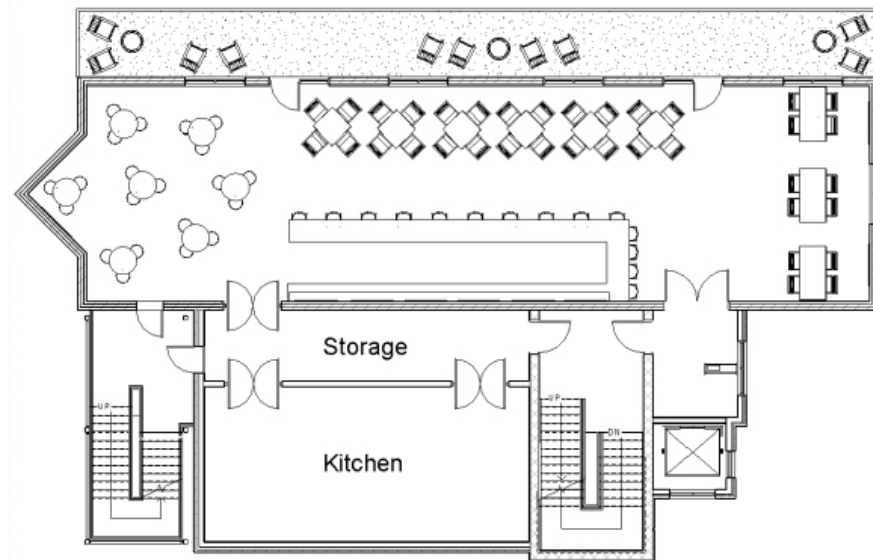
LEVEL ONE FLOOR PLAN



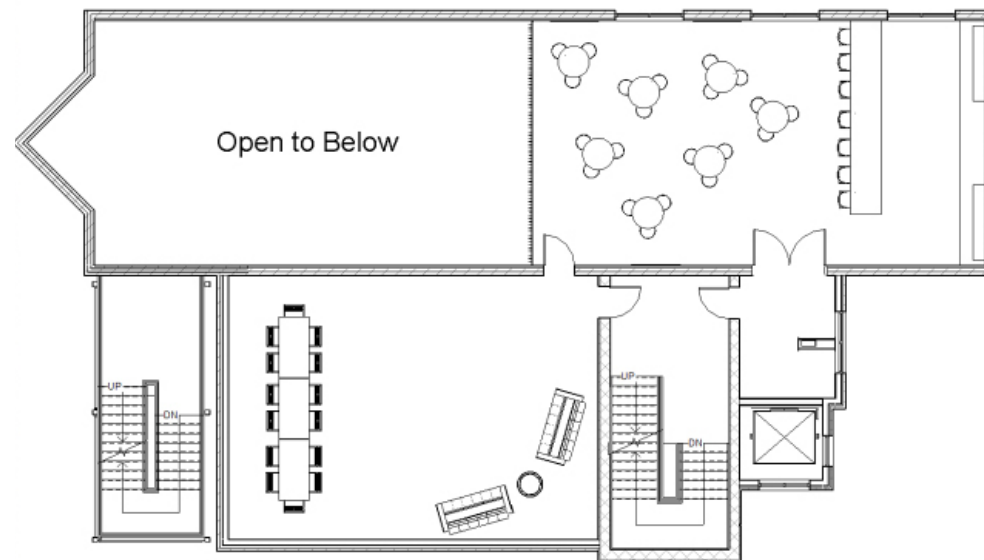
FINISHES



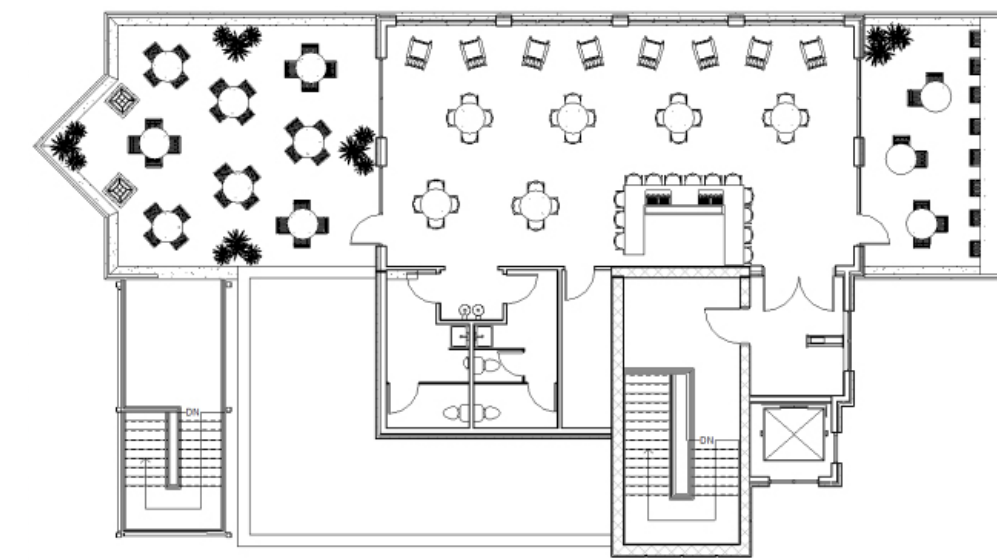
LEVEL TWO FLOOR PLAN



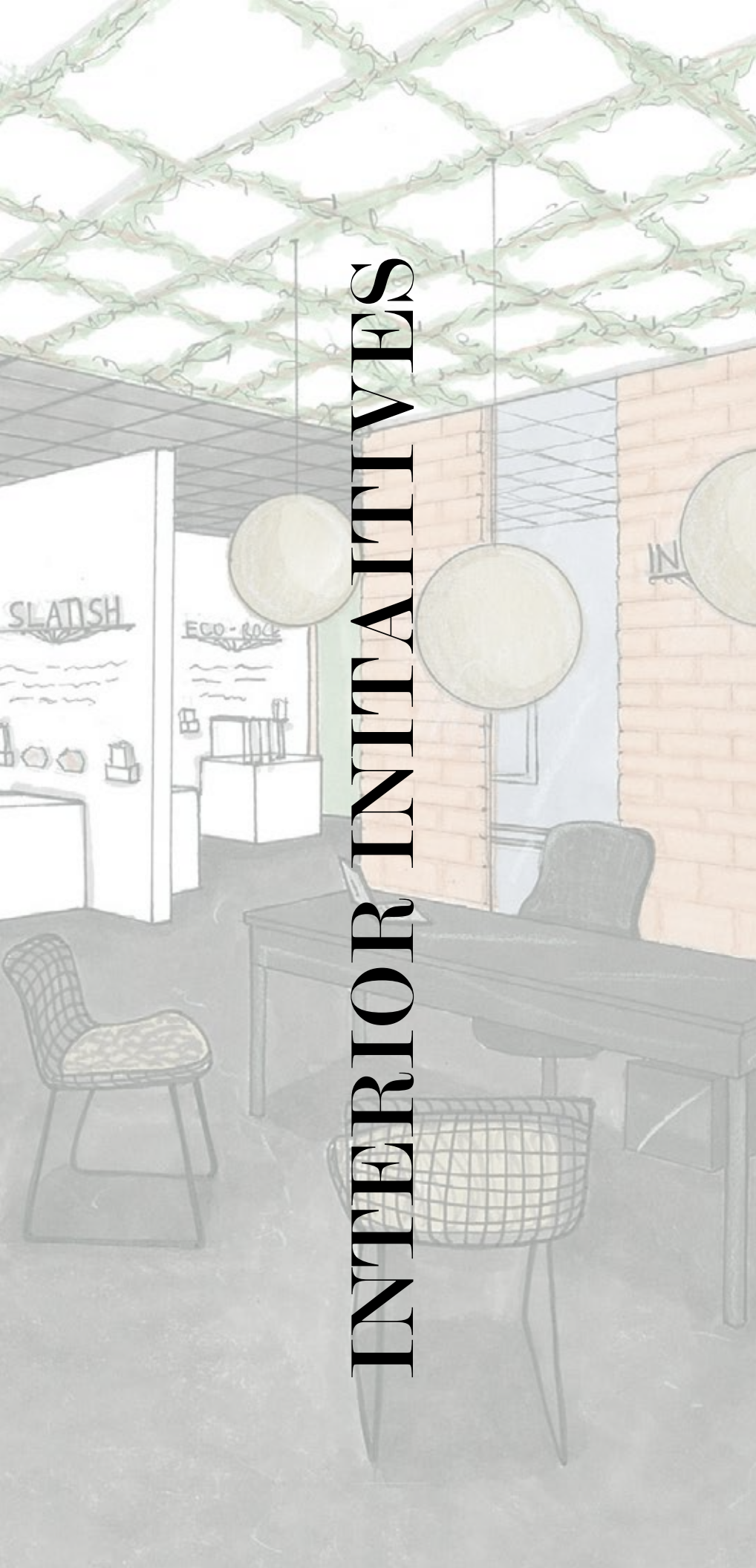
LEVEL THREE FLOOR PLAN



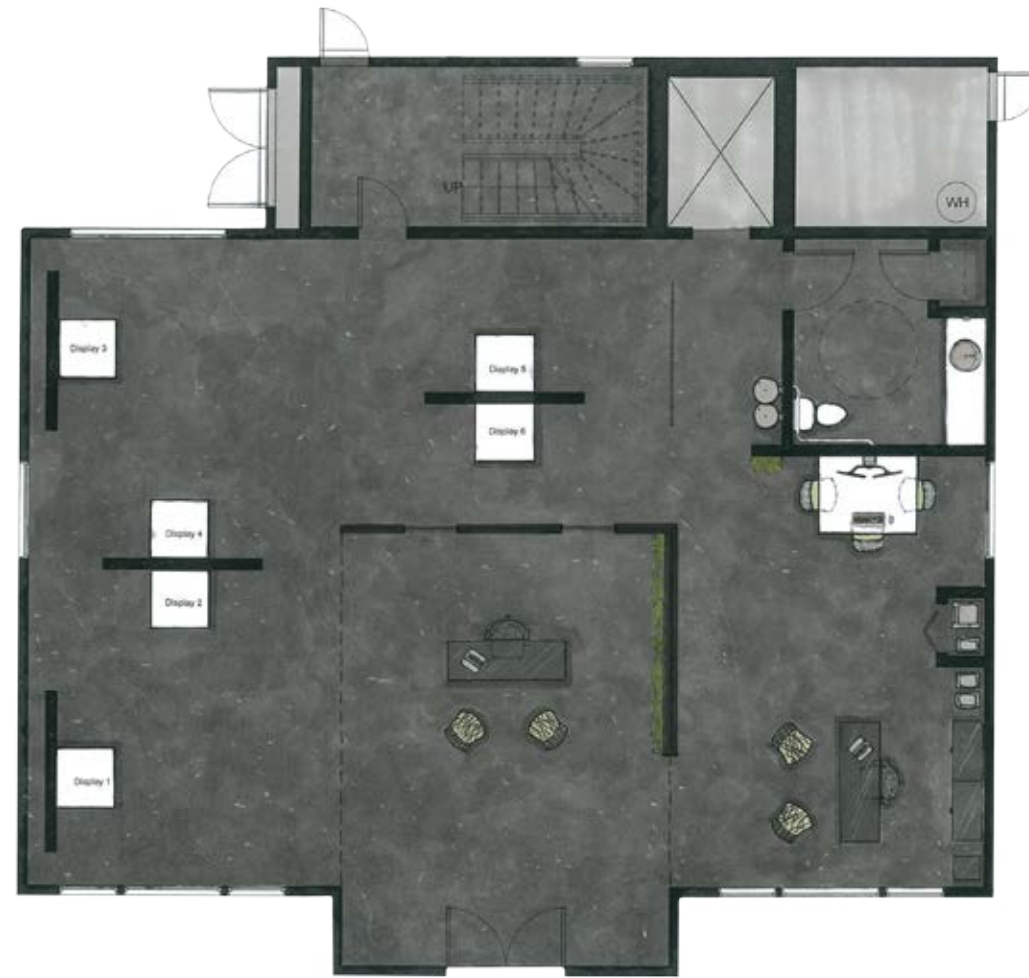
LEVEL FOUR FLOOR PLAN



LEVEL FIVE FLOOR PLAN



INTERIOR INITIATIVES



FIRST FLOOR PLAN



SECOND FLOOR PLAN



FINISHES



VERTICAL SECTION



HORIZONTAL SECTION

OTTO ZENKE DESIGN COMPETITION

Just as Elsie de Wolf took steps to bring Interior Initiative from New York to the Carolina's, this show room is attempting to bring the naturally elegant feel of New York's numerous rooftop gardens to Charlotte. Interior Initiative's Carolina based showroom will use the bold contrast between the simplicity of nature and the complexity of traditional detailing in order to create a space that exemplifies Elsie's passion for modern day sustainability while beautifully blending into the Carolina's historical environment. The contrast between these two concepts should create a space that is as innovative as the products displayed within the showroom. Ultimately, the goal of this design is to provide Elsie with a creative and functional space to display her passion for sustainability.



PRELIMINARY FLOOR PLAN SKETCH



PRELIMINARY DESIGN SKETCH

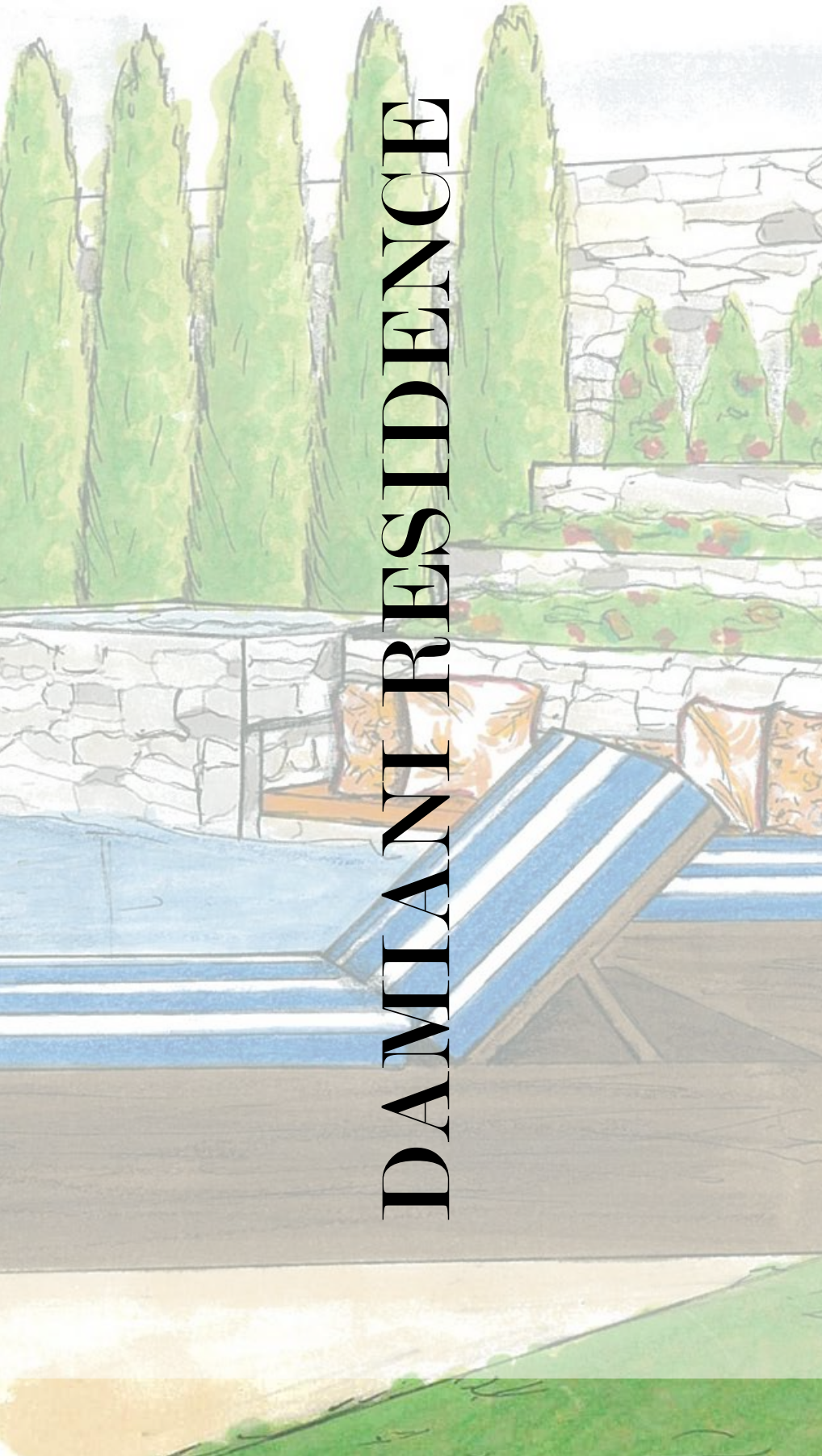
AREA	PLUMBING	PRIVATE	FLOOR	ADDITIONAL NOTES:
RESOURCE MANAGER STAFF STATION	N	N	1	8 LINEAR FEET OF WORKSPACE, DRAWER RECEPTAL, 2 30IN. WIDE DRAWERS, TASK CHAIR, 2 GUEST CHAIRS, CLEAN DESK POLICY.
DESIGNER STAFF STATION	N	N	1	8 LINEAR FEET OF WORKSPACE, DRAWER RECEPTAL, 2 30IN. WIDE DRAWERS, TASK CHAIR, 2 GUEST CHAIRS, CLEAN DESK POLICY.
IDEATION CENTER	N	N	1	MEETING SPACE FOR UP TO 3 PEOPLE, COMPUTER MONITOR WITH BATTERY AND SURFACE SPACE, MEETING WITH BOUNDARY DEFINITION.
SHOWROOM AREA	N	N	1	8 CUSTOM DISPLAYS, UNIFIED AESTHETIC.
RESTROOM	Y	Y	1	LOCKING STORAGE FOR SUPPLIES, ADA ACCESSIBLE, SURFACE SPACE FOR HOSPITALITY ITEMS.
MEETING ROOM	N	N	2	TABLE, SEATING FOR 6 PEOPLE, DISPLAY SURFACE BOTH THRU WALL AND DISPLAY WALL, CLOSE TO BATH.
DESIGN OFFICE	N	N	2	2 HORIZONTAL TABLE, 6 FT. OF WORK SURFACE, TASK CHAIR, DRAWER RECEPTAL, 40 FT. OF SHELVING, 2 FEET OF DRAWERS, MUST HAVE ACCESS TO KITCHEN AND BATHROOM.
LIVING/DINING AREA	N	N	2	DINING PLANT SEAT FRONT OF 4 PEOPLE, LIVING PLANT SEAT FRONT OF 4 PEOPLE, TABLES, STORAGE, CONCEALED PLANT STORAGE, TV.
KITCHEN	Y	N	2	15 FT. OF COUNTER SPACE, SINK, DISHWASHER, REFRIGERATOR, STOVE/OVEN, MICROWAVE, STORAGE, RESEATING AND TRASH BIN.
MASTER SUITE	Y	Y	2	ADJACENTLY PRIVATE, BATH BEE, LOCKING STORAGE, BATH SPA AND TABLE, WALL MOUNTED TV, 8 FT. CLOSET, 2 FT. OF DRAWERS AND SHELVING, FULL LENGTH MIRROR, FULL BATH.
GUEST BEDROOM	N	Y	2	SLEEPER SOFA, OCCASIONAL TABLE, 60X120CM, TASK SURFACE, BENCH WITH PERFECT BENCH, 8FT. OF SHELVING, TASK CHAIR, 48 CLOSET, INCLUDES STAIRS, WARDROBES WITH 2FT. OF CLOSET AND STORAGE SPACE.
GUEST BATHROOM	Y	Y	2	PLUMB BATH, SINK, TOWEL, TUB/SHOWER, STORAGE, TOWEL RACKS AND FULL LENGTH MIRROR.

CRITERIA MATRIX



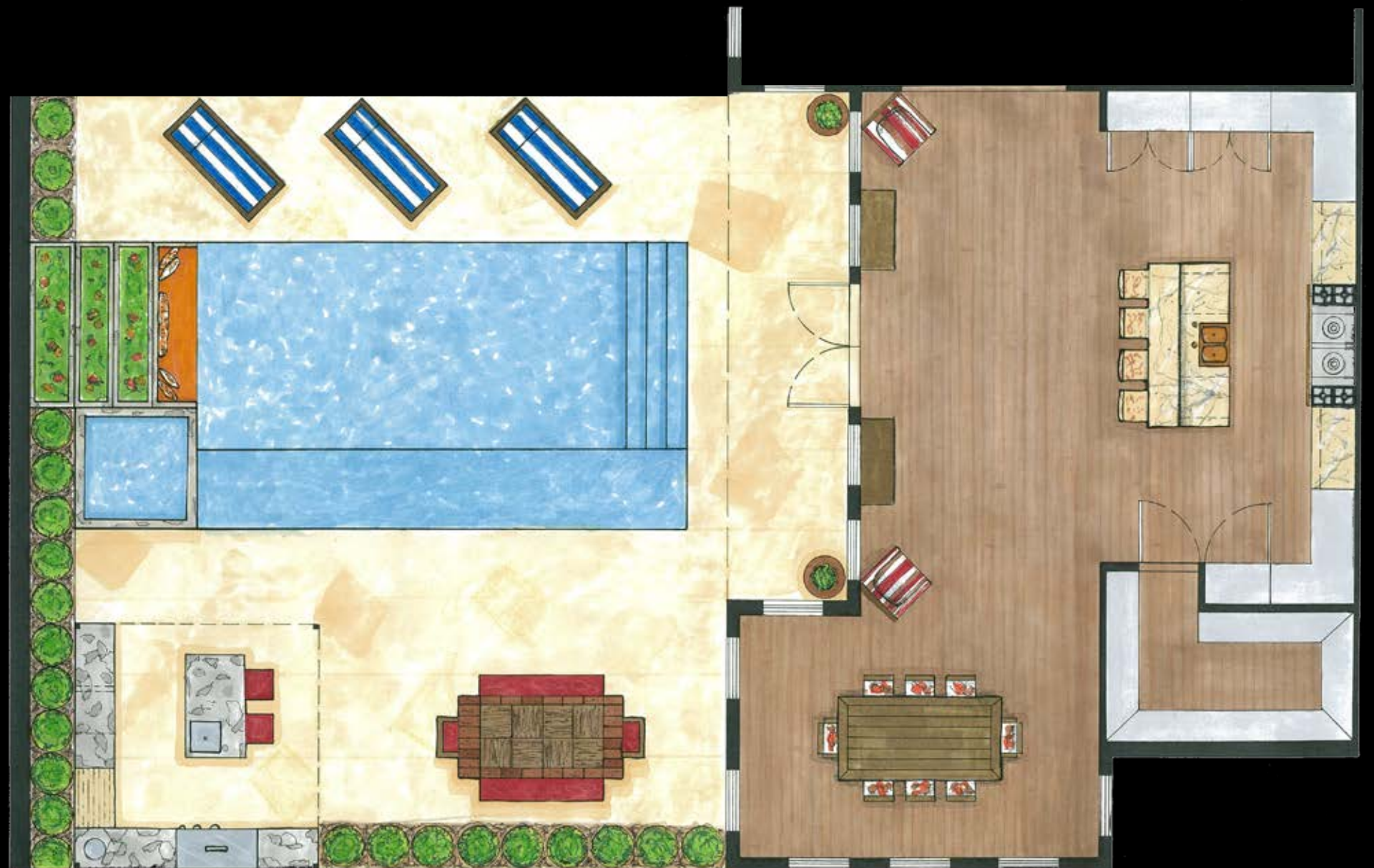
PERSPECTIVE AT INTERIOR INITIATIVES SHOWROOM

DAMIANI RESIDENCE



RESIDENTIAL DESIGN

This project was designed for the 2015 Ramond Waites Competition. The challenge was to design a luxurious gourmet kitchen and adjacent outdoor living space. The client is a family of five who live on the west coast that wants to have all of the luxuries of a vacation combined with the comforts of home. Inspired by the colors and style of Manarola, Italy, this exotic space contains everything from custom outdoor furniture to hidden appliances. Complete with a large swimming pool, outdoor kitchen, dining room and community island. This design meets all of the needs and wishes of the entire Damiani family.



FLOOR PLAN



LEFT ELEVATION AT KITCHEN



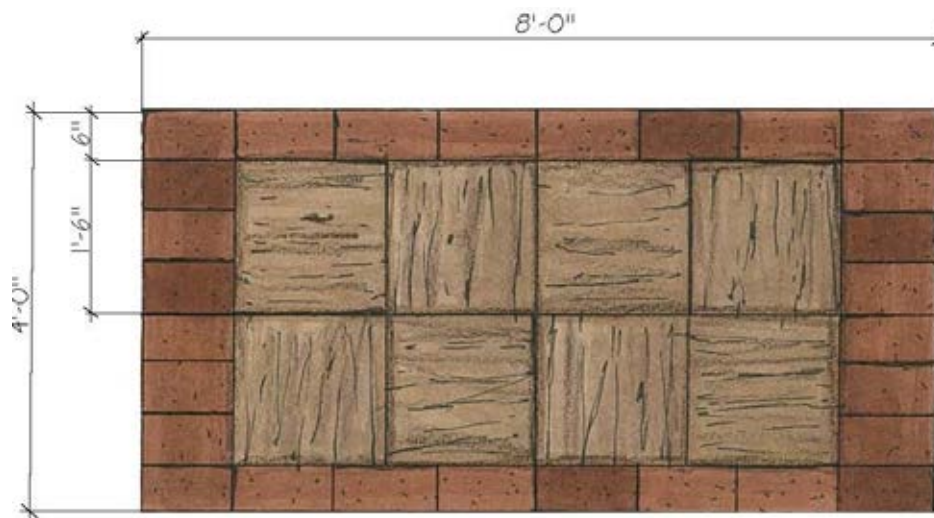
CENTER ELEVATION AT KITCHEN



RIGHT ELEVATION AT KITCHEN



FINISHES



CUSTOM FURNITURE DESIGN



EXTERIOR PERSPECTIVE

MAKE IT SIMPLE , BUT SIGNIFICANT