

Intelligentsia

AIA Interior Architecture Awards





PROJECT DATE: FEBUARY 2019

PROJECT SIZE: 2400 sqft

PROGRAM: Coffee Shop, Kitchen, Bathrooms, Outdoor Seating

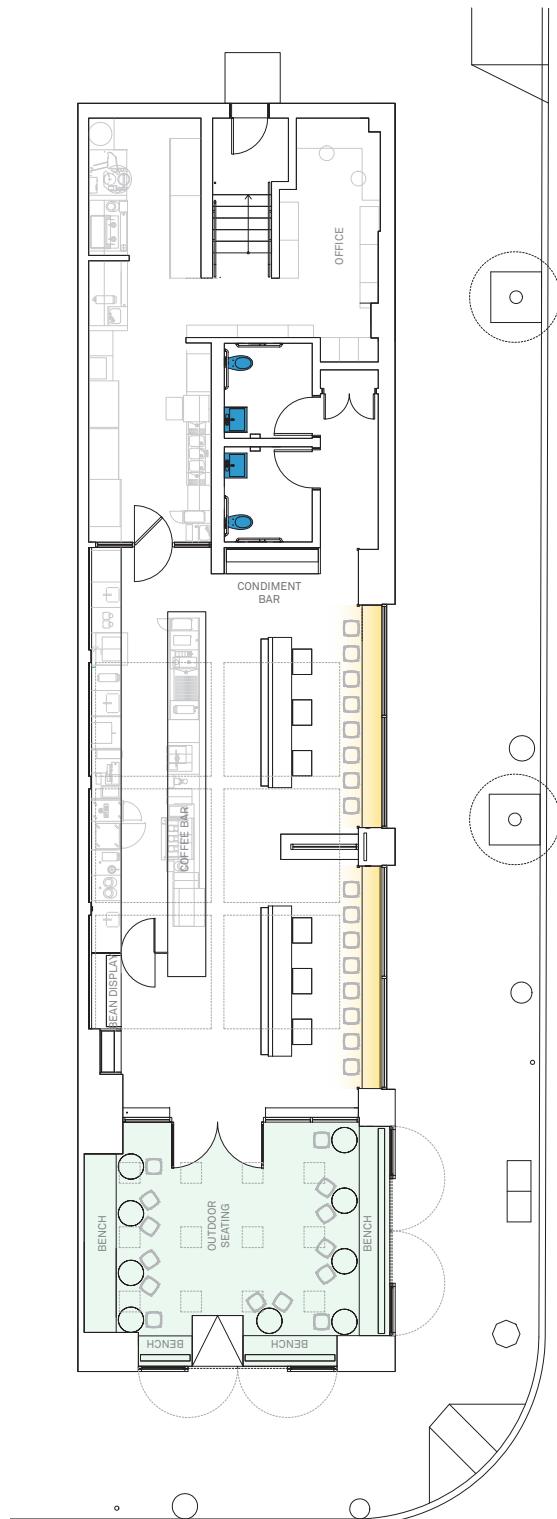


PROJECT NARRATIVE: The design is inspired by the history of the Hollywood Blvd. and Cahuenga site, which was formerly the estate of Paul Delongpre, and the wood-paneled “old Hollywood” interior of the Musso & Frank Grill, just west of the Intelligentsia location. DeLongpre was an artist famous for his paintings of flowers on neutral backgrounds, and his mansion was situated in expansive flower gardens on the site. We looked at old postcards and images of the fields of flowers on the property, and came to the idea of using colored mosaic tiles as abstract poppy fields. At the same time we looked at DeLongpre’s paintings, to bring something of his spirit into the space. The mosaic tiles became the vaulted ceiling, and the paintings inspire the stenciled wall painting in the outdoor entry space.

While the space is rich in texture, we kept its organization very simple. The space is entered through an outdoor patio lined with terrazzo benches with integral flower beds. The flower motif wall graphic covers the west wall of the patio, and custom recessed lighting adorns the ceiling. Inside the coffee shop, the interior walls are paneled in dark stained wood paneling, accented by quilted stainless steel and fluted mirrors. The coffee bar is a 30 ft. long island clad in terrazzo, and the seating is arranged like a subway car parallel to the bar.

The interior ceiling presented an interesting challenge. The building’s roof is supported by a grid of steel beams that we had to work around. The ceiling structure was fairly high between the beams, so we wanted to capture this height. We developed a grid of arched vaults between the beams, and used colored random mosaic tiles to clad the vaults. Mirrors are used to further increase the volume of the space – the tiled vaults seem to extend beyond the walls. We developed custom bronze light fixtures with a company in Seattle to simultaneously up-light the vaults and illuminate the space below.





Design For Integration

- Design within the existing irregular roof framing
- Place a new outdoor customer lounge adjacent to 'Walk of Fame'

Design for Community

- Reference historic estate by floral painter DeLongpre, which previously was located on the site with floral mural and colorful ceiling
- Exhibit historic photos of the site within the coffee shop
- New outdoor customer lounge creates a pedestrian scale

Design for Ecology

- Created outdoor planters

Design for Water

- Low flow plumbing fixtures

Design for Economy

- Maintain existing roof framing
- Paint existing, exterior stucco (reduce demo)
- Re-use the concrete floor and building shell
- Minimal demo

Design for Energy

- New energy efficient HVAC with filters
- Energy efficient LED lights
- Insulate roof
- New, higher performance glazing, roof insulation, and HVAC

Design for Wellness

- Daylight penetrates through new unobstructed windows
- Create outdoor shaded customer lounge
- Open views into and out of the coffee shop
- New energy efficient HVAC with filters
- Extend space with mirrors

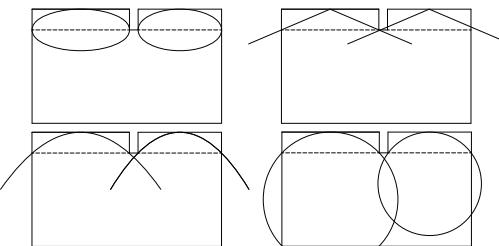
Design for Resources

- Re-use and structurally repair a run-down building in Hollywood
- Tenant improvement versus new construction
- Used durable materials like stainless steel, terrazzo, and ceramic tiles



We designed a grid of arched vaults between the existing ceiling beams, and used colored random mosaic tiles, reminiscent of a poppy field to clad the vaults

- ∅ Design within the existing irregular roof framing
- ∅ Re-use the concrete floor and shell
- ∅ Energy efficient LED lights
- ∅ Open views into and out of the coffee shop
- ∅ Used durable materials like stainless steel, terrazzo, and ceramic tiles



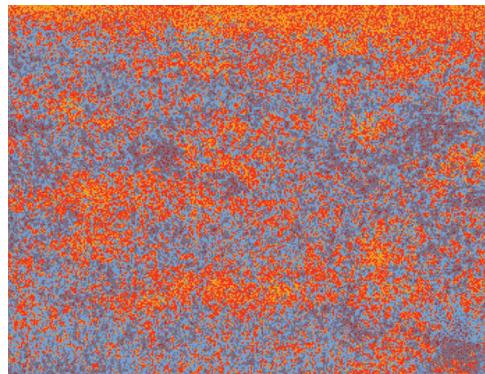
- Used durable materials like concrete terrazzo and ceramic tiles
- Low flow plumbing fixtures
- Extend space with mirrors
- Energy efficient LED lights



A new pedestrian friendly exterior entry and seating space and transparency was created adjacent to a deserted block of Hollywood Blvd. Energy efficient led lights aim down and illuminate the sidewalk at night.

- ∅ Place a new outdoor customer lounge adjacent to 'Walk of Fame'
- ∅ New outdoor customer lounge creates a pedestrian scale
- ∅ Paint existing, exterior stucco (reduce demo)
- ∅ Created outdoor planters
- ∅ Open views into and out of the coffee shop





The design of the dark wall paneling and decorative light fixtures are inspired by the history of the Hollywood Blvd. and Cahuenga site, which was formerly the estate of Paul Delongpre, and the wood-paneled "old Hollywood" interior of the Musso & Frank Grill, just west of the Intelligentsia location.

Paul DeLongpre was an artist famous for his paintings of flowers on neutral backgrounds, and his mansion was situated in expansive flower gardens on the site. We looked at old postcards and images of the fields of flowers on the property. The flower paintings and flower fields inspires the stenciled wall mural in the outdoor entry space.

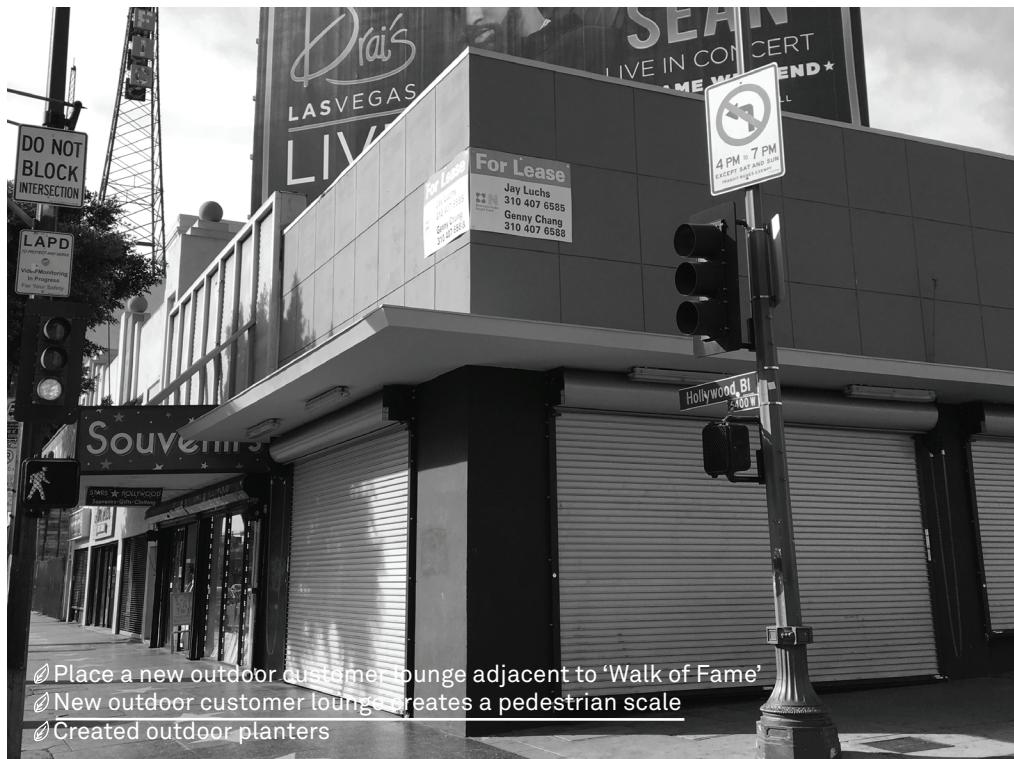
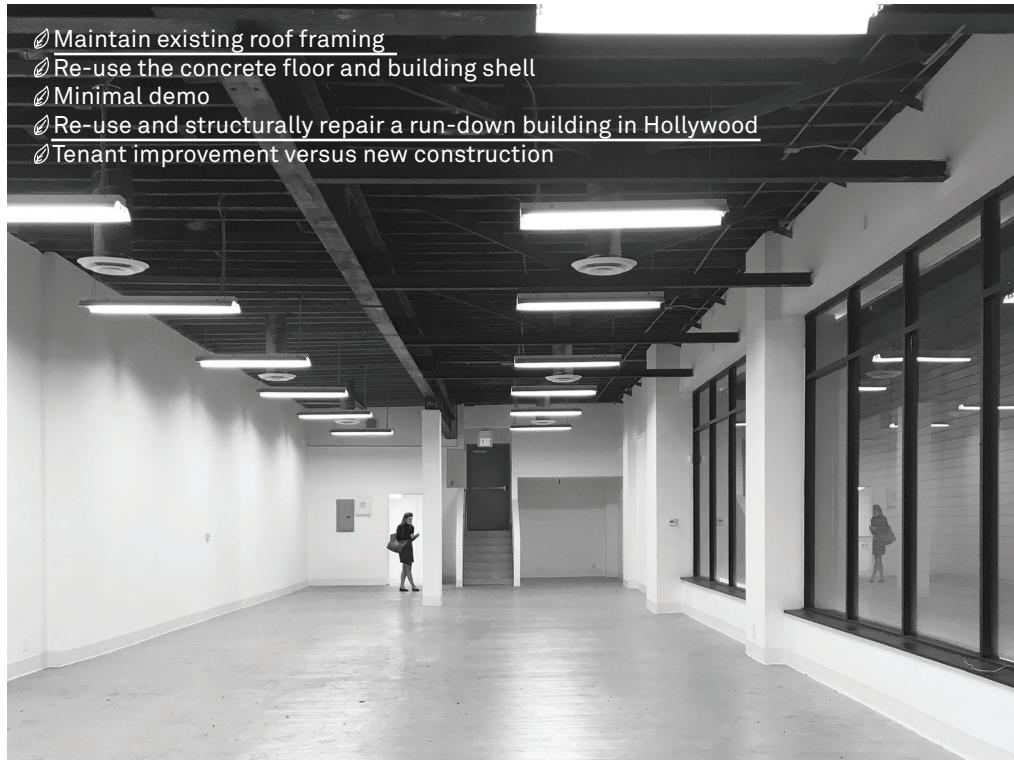


Paul DeLongpre was an artist famous for his paintings of flowers on neutral backgrounds, to bring something of his spirit into the space we added this mural to the entry space.



 Daylight penetrates through new unobstructed windows
 Extend space with mirrors

- ✓ Maintain existing roof framing
- ✓ Re-use the concrete floor and building shell
- ✓ Minimal demo
- ✓ Re-use and structurally repair a run-down building in Hollywood
- ✓ Tenant improvement versus new construction



- ✓ Place a new outdoor customer lounge adjacent to 'Walk of Fame'
- ✓ New outdoor customer lounge creates a pedestrian scale
- ✓ Created outdoor planters

