

THE OLD FERRY HOUSE

LANDMARK'S HISTORY

Opening in 1898 on the site of the 1875 wooden Ferry House, the Ferry Building became the transportation focal point for anyone arriving by train from the East, as well as from all the East Bay and Marin residents who worked in the city. From the Gold Rush until the 1930s, arrival by ferryboat became the only way travelers and commuters—except those coming from the Peninsula—could reach the city.

In 1892, a bond issue to build a new Ferry Building was passed by the voters of California. A young architect named A. Page Brown drew up plans for a large, steel-framed building. His original proposal was for an 840-foot-long building. However, when the construction estimates came in for the foundation (of pilings and concrete arches) the actual length had to be reduced to 660 feet by removing planned twin entrances at either end. As it was, Brown's foundation—which has supported the entire steel-framed structure in such a remarkably dependable manner through two earthquakes (1906 and 1989)—became the largest such foundation for a building over water anywhere in the world.

Today ferry terminals operate at Larkspur, Sausalito, Vallejo, and Alameda with plans for continuing network improvements and expansion. Extensive renovation of the Ferry Building is now complete. The Ferry Building redevelopment represents approximately 65,000 square feet of first floor Marketplace space, and an additional 175,000 square feet of premium second and third floor office space. The Marketplace, organized along the central Nave, provides a distinctive space for bringing together the greater Bay Area's agricultural wealth and renowned specialty food purveyors under one roof. The exterior and main public hall have been restored to their original grandeur for use by ferry passengers and the public at large.

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SITE'S INTENDED AUDIENCE

- Local San Franciscans
- Local from the Bay Area
- Tourists/ Visitors

PURPOSE

Purpose of this site is to market The Ferry Building as a fun place to be for everyone, from locals to tourists.

- Making the site fun, modern and contemporary and therefore attracting more people to the Ferry building.
- Highlighting its restaurants, farmer's market finds and other random facts about the Ferry Building.
- An informational, fun website for the whole family.

TYPES OF CONTENT

About

Information
History
Contact

Events

Events Information
Calendar

Farmer's Market

Vendors Info
Weekly Pick

Fun Facts

Random fun facts

Dining/Shopping

Restaurants Info
Stores Info

Traveling Through

Ferry schedules
Places you can go to from
the Ferry Building

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DESIGN OBJECTIVE/ STRATEGY

The design objective is to bring a fresh perspective to the site and make it a fun website to navigate through with interesting, clean design. A new, vibrant color palette with usage of negative space and black type. Current pictures with fun facts.

COMPETITORS

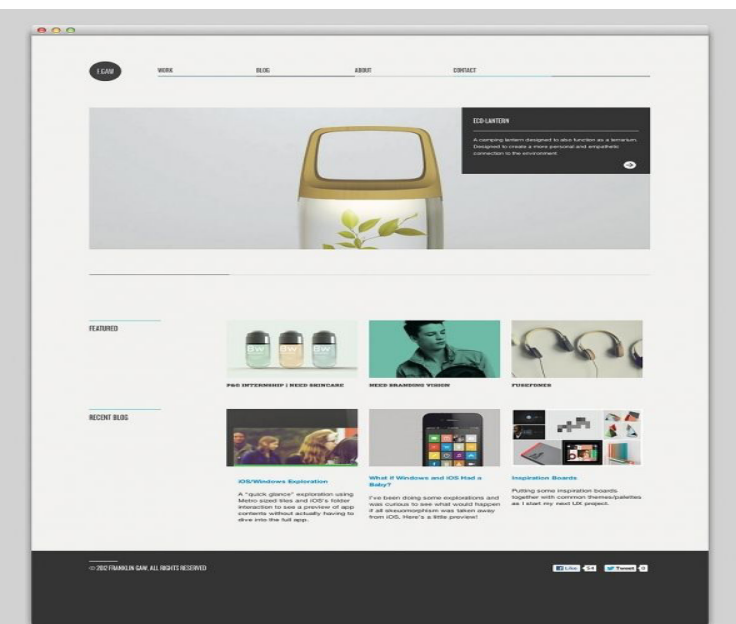
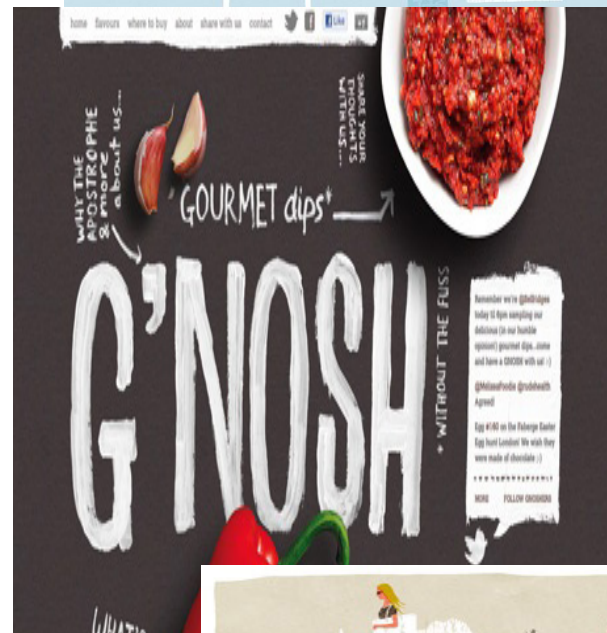
Competitors would be other landmark websites that serve a similar purpose.

Examples are:

- Palace of Fine Arts
- Transamerica Pyramid Center
- ...etc.

KEYWORDS

Fun
Vibrant
Fresh
Sunny
Relaxed



Cemile Armas

Hello!

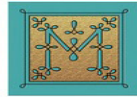
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Your Dreams, My Nightmares
with Sam Weber
The Great Discontent
with Tina & Ryan Eszmaker
The Pipeline
with Dan Benjamin
Communication Arts
by Matthew Porter
Additional Interviews

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Part
SPEAKING VIDEOS:

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Upcoming
SPEAKING ENGAGEMENTS

02.27.13	Design Indaba	CAPE TOWN, SOUTH AFRICA
03.14.13	Society of Design	HARRISBURG, PA USA
03.16.13	AIGA Houston	HOUSTON, TX USA
05.20.13	An Event Apart: San Diego	SAN DIEGO, CA USA
09.11.13	Kaleidoscope Festival	LONDON, ENGLAND UK

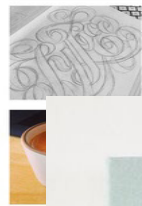
The Latest
TWEETS / NEWS

RT @dinesaurparty: "Migrating to the Cloud" is my new favorite euphemism for death.
4 hours ago — via Jessica Hische
RT @gexat: @jessicahische visit the @twitter app settings and you should be good to go
4 hours ago — via Jessica Hische
Dear @twitter, why did you get rid of the ability to separate @mentions from other interactions in your mobile app? :/(>(<
4 hours ago — via Jessica Hische
Sketchin Instagram: p/VEMAZF2No/
10 hours ago — via Jessica Hische

Featured
SIDE PROJECT



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TITLE CASE
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ABOUT THE SITE

Designing and building my own website over and over again has been one of the main ways I've been able to teach myself HTML markup, CSS, PHP, and a bit of jquery. I tend to revamp my site every year or so and this latest iteration is definitely my favorite! I rebuilt my site from the ground up with a folder based CMS called Kirby made by the brilliant Bastian Allgeier and recommended to me by Maykel Loomans. Russ,

my wonderful husband, helpful over the years. So me in php and javascript credit for helping me fig couldn't quite get some fonts used are Whitney; amazing H&P—many of allowing me to be an ear!

JONATHAN ONG

Introduction / Chapters / Journal / Contact / Acknowledgements

