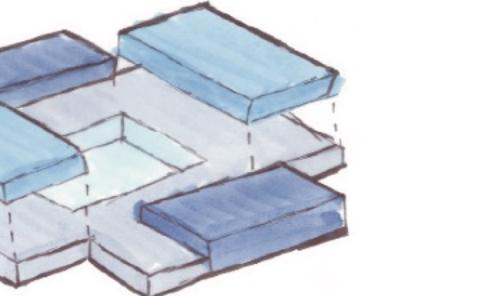


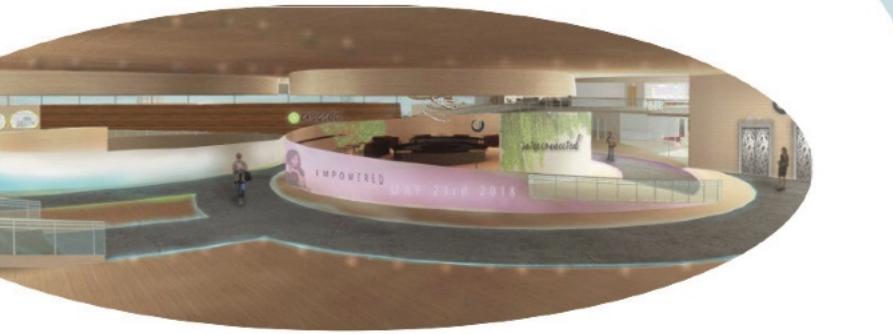


a center designed for women with aspirations in BUSINESS & LEADERSHIP

The design of a cutting edge women's center located on the third floor of the Dior headquarters in Buffalo, New York will cultivate an environment for women to gain necessary skills and knowledge that will empower them to take on leadership roles in business & politics. This center is designed as a space that encourages connections between all. Its program and design elements will allow the conversation of women's issues to remain open & all-inclusive. Public spaces are open and welcoming to all, with a revenue generating cafe and a community forum occupying its heart. An interconnected walking path drives the design home, acting as way-finding and symbolizing an open invitation to everyone to join in the women's rights conversation. Natural materials and greenery will be heavily implemented throughout the space, cultivating an atmosphere of growth and harmony.



- o The circulation pattern of Interconnected is a defining element that connects all public and private sectors.
- o The main colors of the space, green, pink and blue, act as way-finding through back-lit chroma that aligns each path in accordance with the final destination
- o The center of Interconnected houses the largest public aspects of the space; these areas are defined by varying levels using elevated and sunken platforms.



DESIGN CONCEPT

Two integral elements to the Women's center are the cafe and forum. These elements are incredibly strong in both visual weight for the floor plan and actual square footage for public domain. They speak loudly to the different plains showcased within this design as well, the cafe sitting 2' above 0 and the forum sitting 2' below. With their central location they achieve a tasteful balance and house the heart of this design.

SURVEY INFLUENCE

only 8% of survey participants felt that women are treated fairly when it comes to representation in public office

A forum for political or current discussion ranked the least important

>> However many participants noted that having some sort of exhibition space for women to educate and bring men into the conversation regarding modern -women's issue is critical to the movement, men must be educated and included



mission

DESIGN A SPACE THAT SUPPORTS WOMEN IN BUSINESS & LEADERSHIP ROLES BY PROVIDING RESOURCES & PROGRAMS

- empower women to take on leadership & entrepreneurial challenges
- encourage positive relationships amongst peers
- allow women to learn from others experiences
- encourage growth of the skills necessary to become involved & successful members of the community.

DESIGN A SPACE THAT ENCOURAGES & SUSTAINS THE WOMENS RIGHTS CONVERSATION & ITS EFFORTS

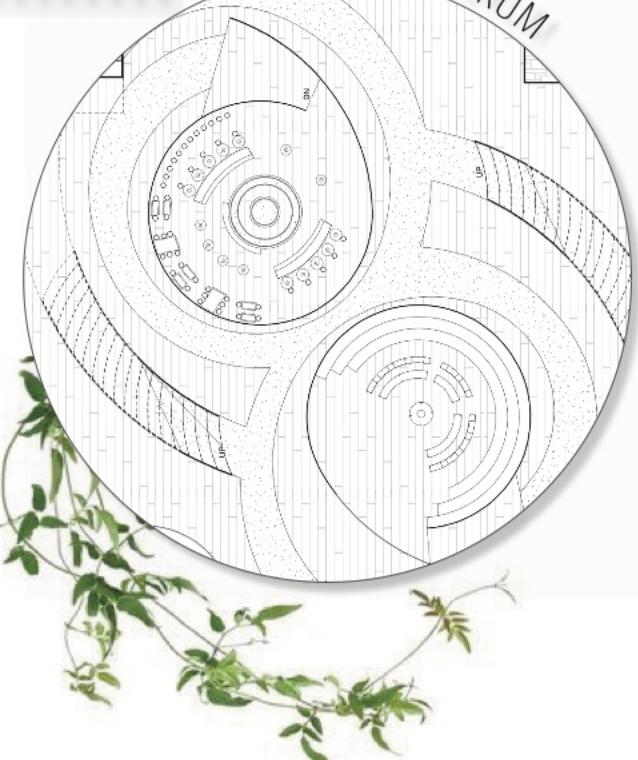
- offer all inclusive public components that encourage connection & interaction between all genders, ages, & cultures

MAKE A CONNECTION BETWEEN PAST, PRESENT, & FUTURE:
INCLUDE INTERACTIVE EDUCATIONAL ELEMENTS THAT HIGHLIGHT

- individuals that have had a positive influence on the womens rights & equality movement
- influential women in business & politics

CREATE AN AESTHETIC THAT ENCOURAGES A DYNAMIC, PRODUCTIVE WORKING & NETWORKING ENVIRONMENT

CAFE & PUBLIC FORUM



MEZZANINE : PROGRAM SPACE PUBLIC SERVICES & CONFERENCE CENTERS

The revenue generating spaces within Interconnected were created to aid and sustain the newly expanded WNYWF. Program based services are now offered on the second level of the center.

The versatility of the rooms, in terms of size, privacy level, and furniture arrangement, allow for a flexible environment suitable for any kind of interactive service, from private counseling to public workshops, and speaker events.



Graphic wallpaper in the privacy room,
& coat closet displays influential
women of history



Custom graphics, photography, & art work
by local women adorn the walls, along with
photos of influential women in business and
politics

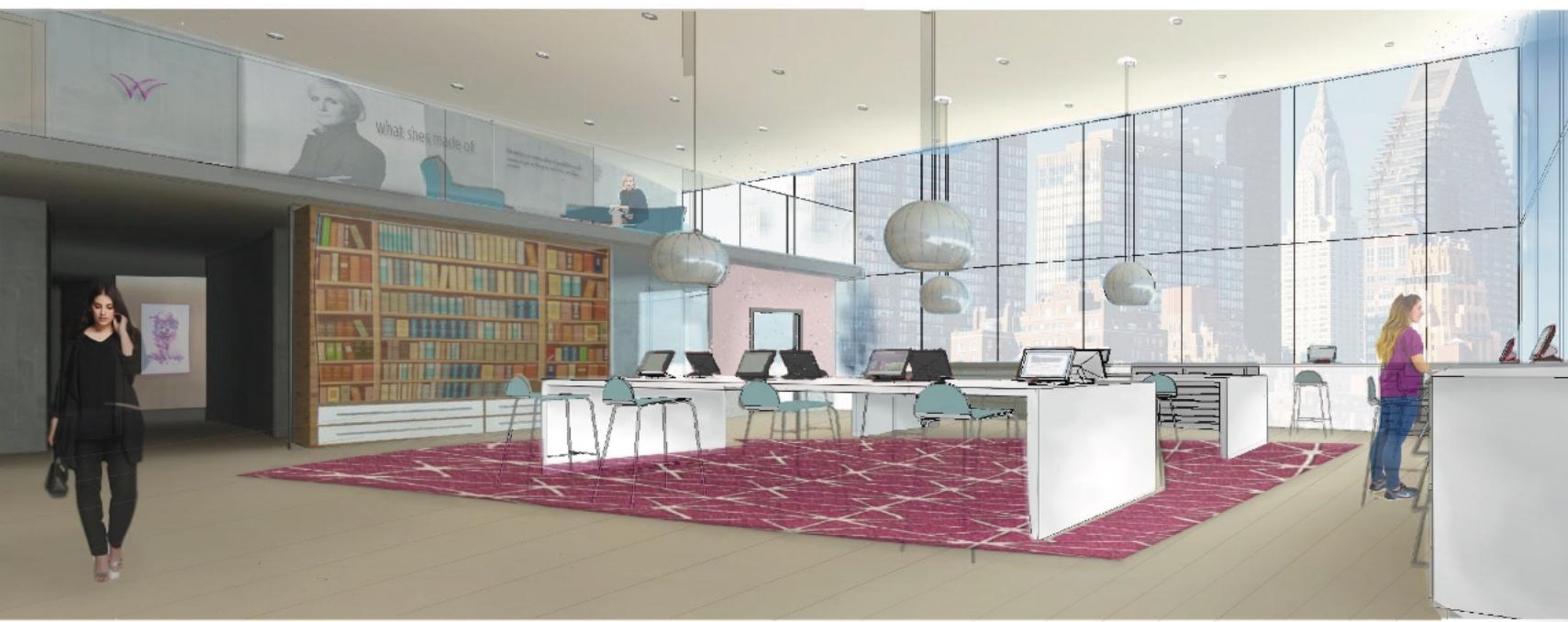


Reception desk panels are backlit with pink Chroma

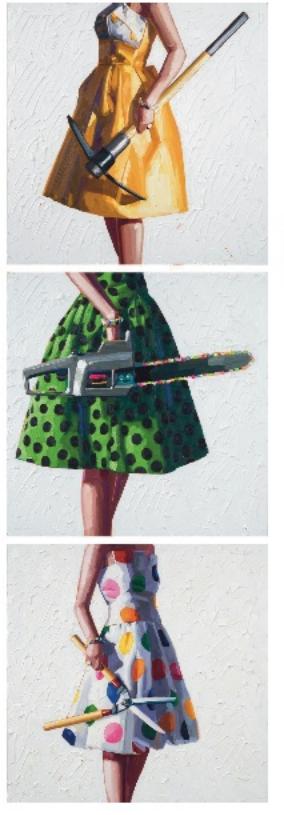


SURVEY INFLUENCE

97% of women surveyed consider
career counseling important



Curtain walls offers a view to the technology lab below,
allowing the public to get a glimpse of the
internal workings of the foundation..

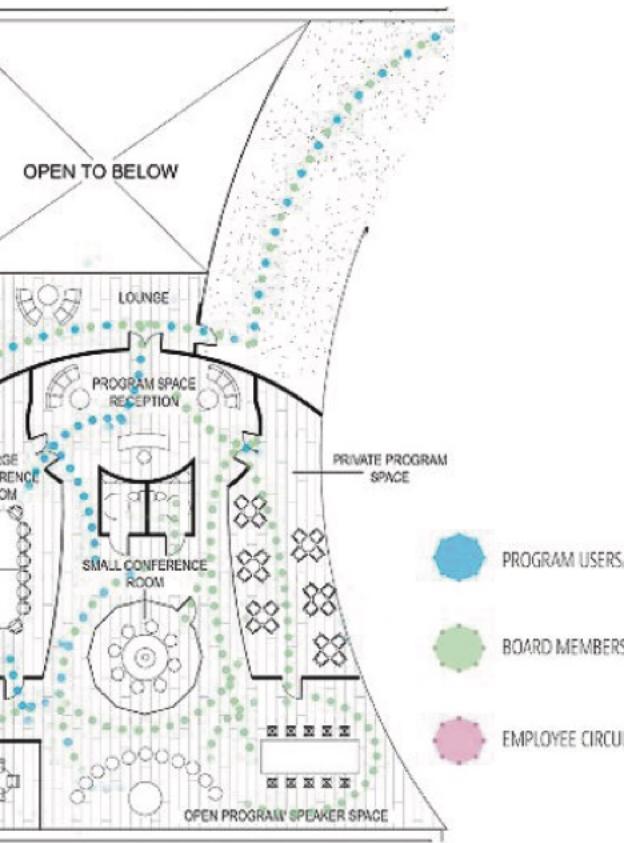


This project came to light based on the needs of the Western New York Womens Foundation. The foundation is designed for their immediate space needs as well as ample room for program and staff growth. The floor plan above contains all of their wish list items , capitalizes on the natural light provided by the buildings footprint, and expresses the mission for the over all form of interconnected, Unity, with effortless circulation patterns and division of public, private, & semi private areas within the space.

"our mission is to create
a culture of possibility
so each woman and girl can
live, grow & lead
to her fullest
potential."



FLOOR PLANS & CIRCULATION



MEZZANINE : PROGRAM SPACE

program space, smalll conference room, large conference room (from left to right below)



SURVEY INFLUENCE : PROGRAM SPACE

"What programs & services would add value to your life?"
Majority noted mental health counseling and stress management services as the most valuable.
Financial and career based advisement coming in as the 2nd most important among participants



1st Level
open concept work stations



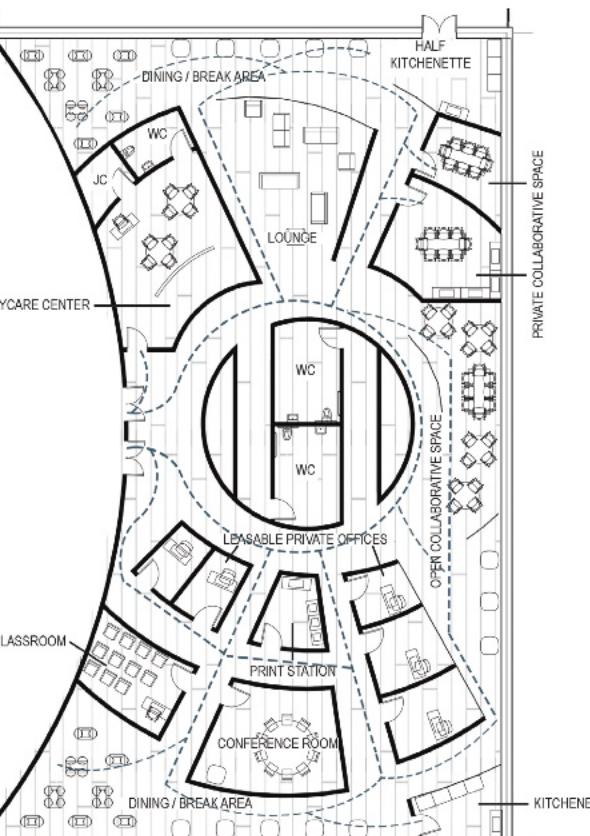
WOMENinACTION



VERDURE

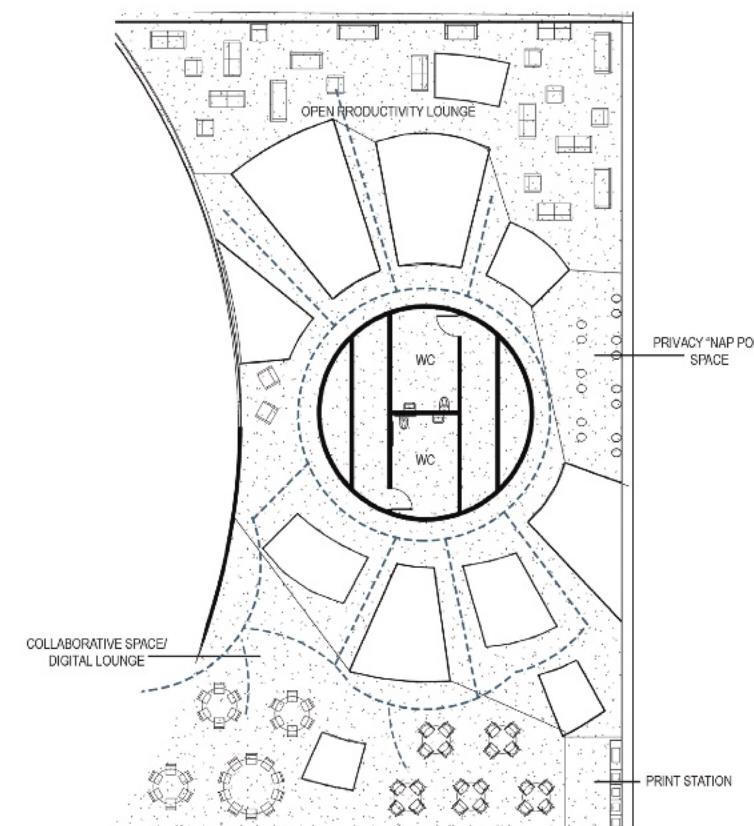
The Womens center is strongly focused around promoting and supporting the efforts of women in business. Creating a powerful design holds with it the promise of outlets that enable women to reach their greatest career potential, and provide inspiration for future female leaders. A key proponent in this ideal is the integration of an incubator workspace, rentable month to month or long term. This space gives women the tools they need to achieve their goals and leave their mark.

FLOOR PLANS & CIRCULATION



LEVEL ONE VERDURE KEY PLAN

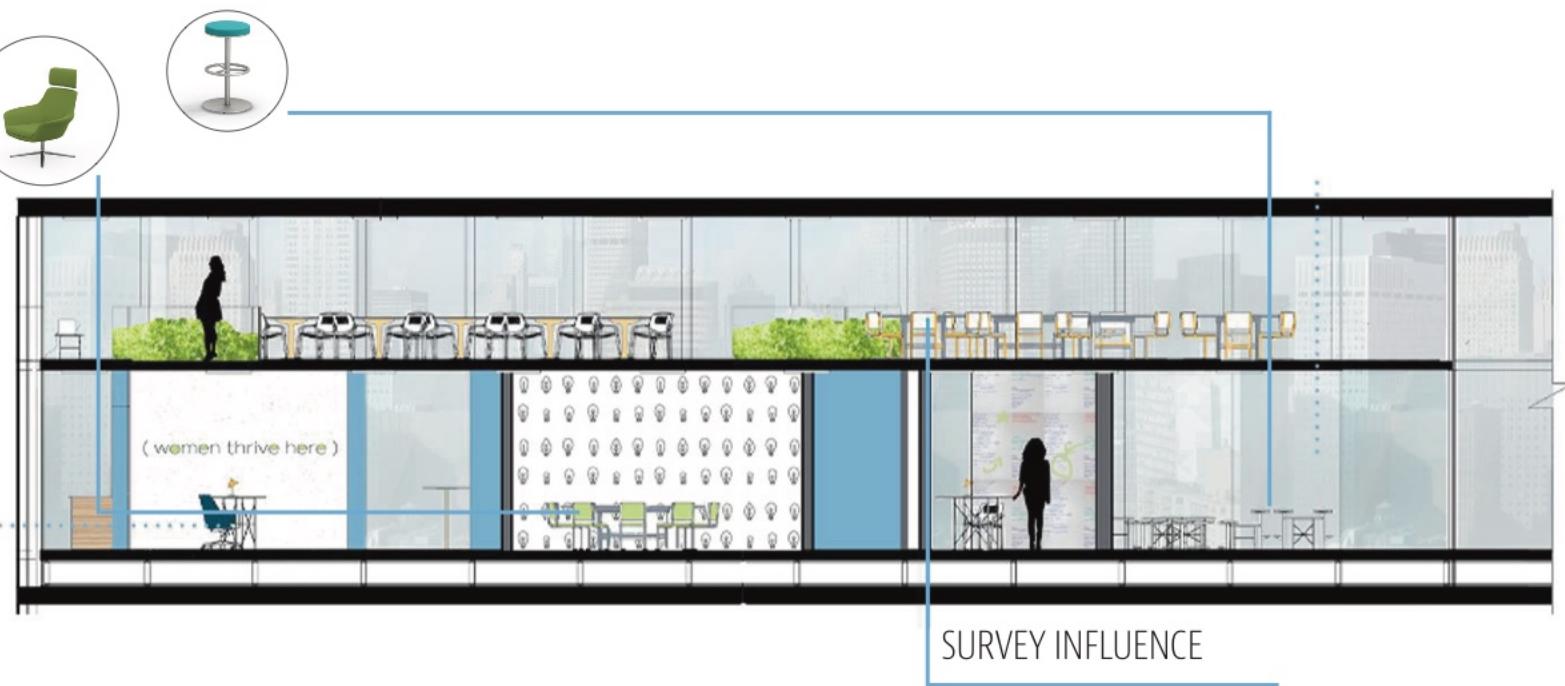
SCALE: NTS



LEVEL TWO VERDURE KEY PLAN

SCALE: NTS

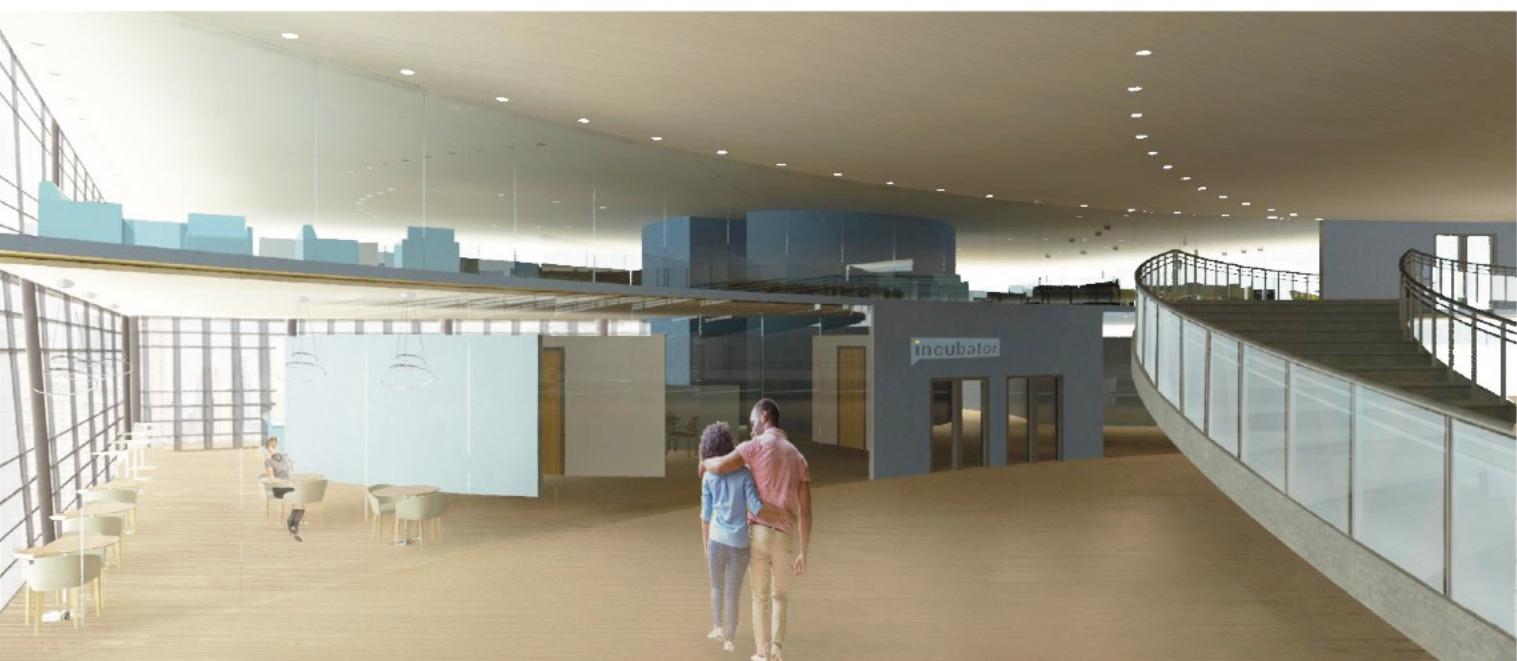
----- : Circulation



89% of women surveyed considered access to digital resources important in a womens center

100% of mothers surveyed stated services supporting motherhood were of high value

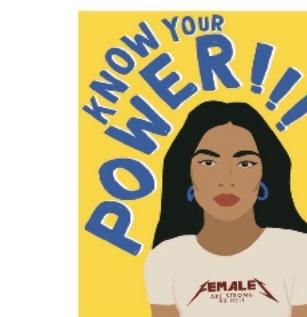
80% of women surveyed consider free child care important



Implementation of greenery in a digital lounge creates an unlikely pairing of the digital with perfect application and consideration for function and comfort



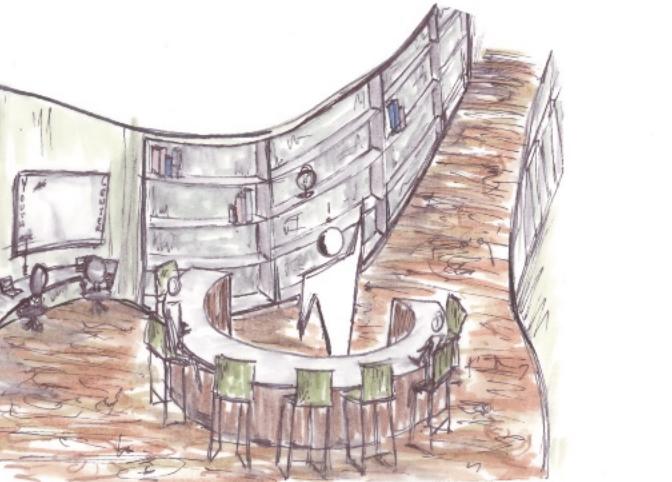
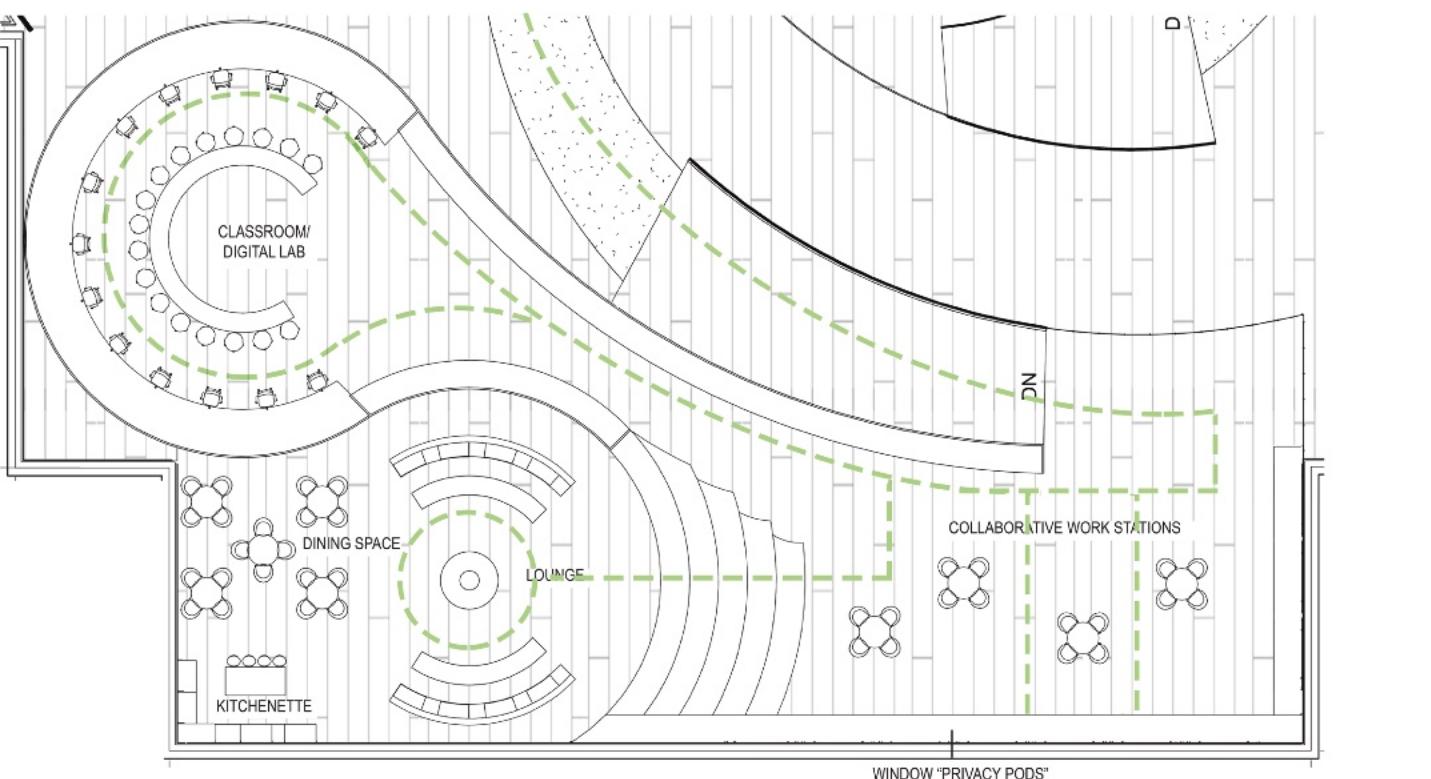
Allowing for the theme of 'interconnected' to influence all aspects of the design presented logical furniture solutions that best spoke to the design





Embrace provides a place for young women to learn and grow into strong, confident, independent women. The goal of this space is to provide girls with the resources and environment they need to become and remain successful in their endeavors. The space consists of a classroom/ computer lab, collaborative work spaces, private works spaces, as well as social aspects such as a lounge, dining area and kitchenette.

Natural materials and neutral colors are used throughout the space with highlights of Embrace's signature green hue.



Interactive white boards are a fun interactive educational component within the classroom setting of Embrace.



SURVEY INFLUENCE

83% of women surveyed consider Private Spaces where they can feel "at home" important

Our survey research has proven that people prefer to work in a space that provides opportunities for privacy. These custom designed window pods that surround the perimeter of the collaborative work space, provide girls with a space to work or lounge that is solely theirs for the time being. Built in outlets provide easy access to laptop charging, which can be borrowed from the WNYWF technology lab and Task lights at the top of each pod provide illumination for reading and other tasks. These pods give the opportunity for girls to work in their own space without completely isolating them from the rest of the youth center.

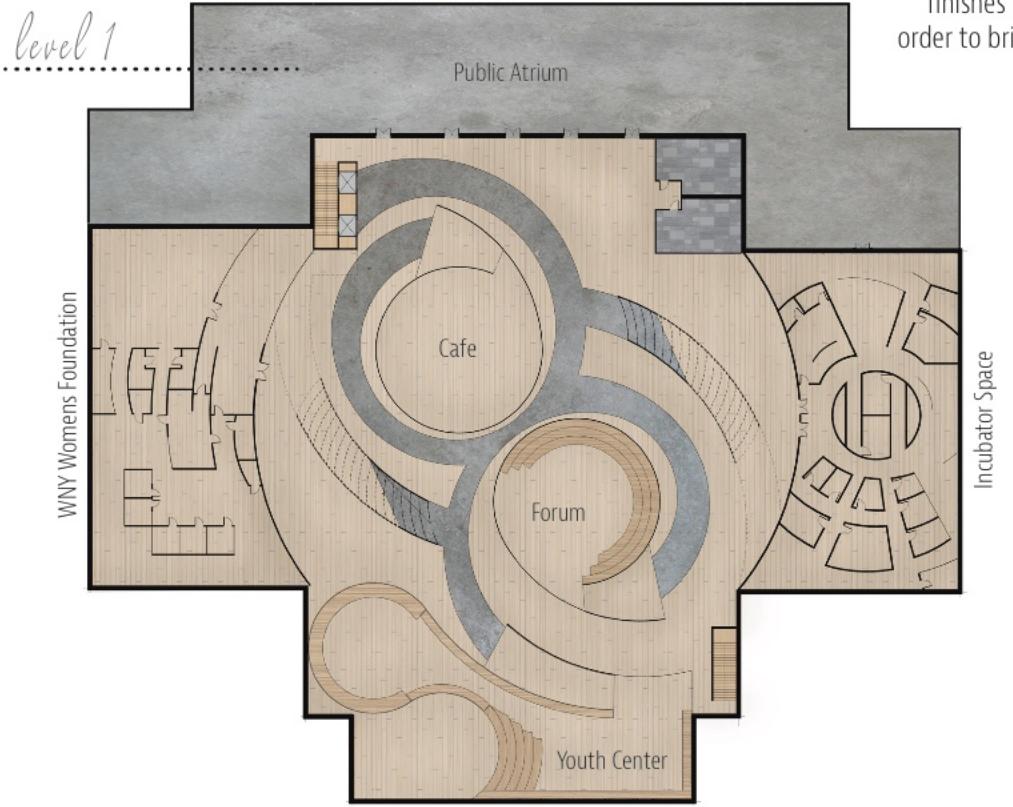


Custom bookshelf:
The curving form that separates Embrace from the rest of the Women's center serves as a partition on the exterior and a bookshelf on the interior. It runs the length of the youth center before curving around and defining the space for the classroom. Within the classroom the bookshelf transforms into a desk, where computer stations line the perimeter. The custom bookshelf both defines space and serves as a form of wayfinding from the youth center entrance, to the classroom. It also, along with the acoustic ceiling feature above, prevents noise bleed from other areas of the Women's center.

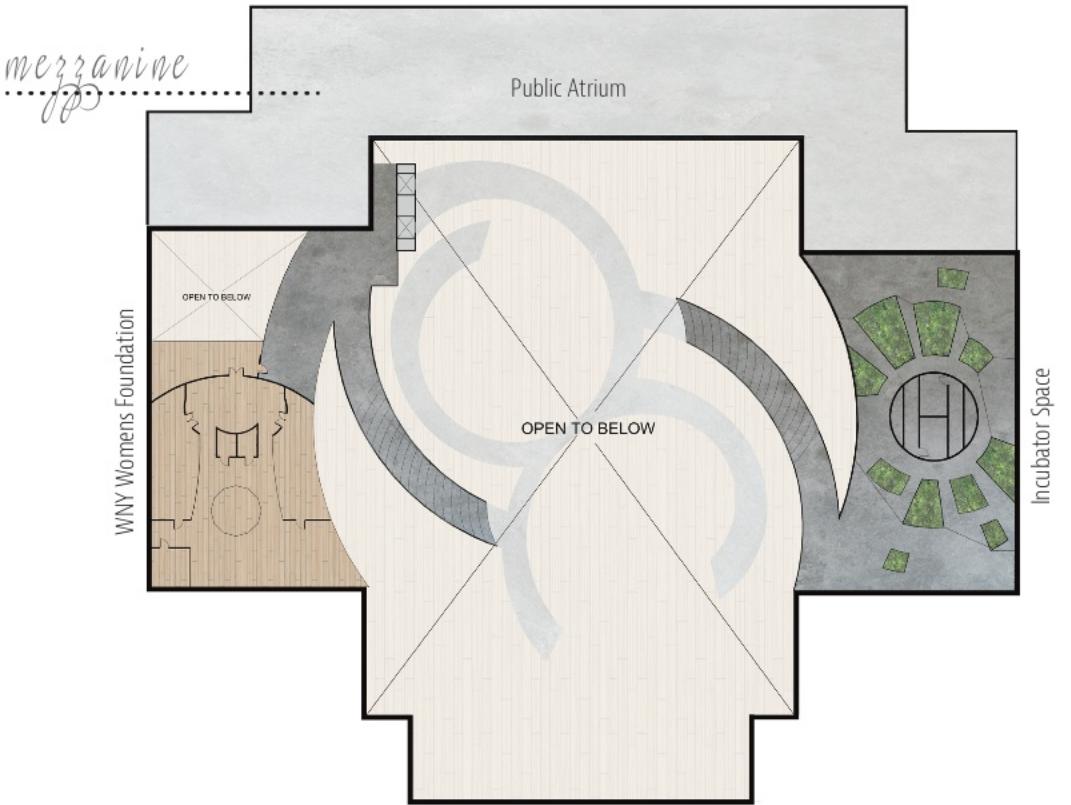


Bleachers: Custom bleachers lead visitors up to a secondary platform within Embrace that houses the lounge, kitchenette and dining space. They not only serve as a form of vertical circulation, but they provide visitors with a place to sit and lounge in a casual environment. The treads of the bleachers are made of the same wood used for the flooring in the rest of the center, giving them a seamless transition, but the risers are constructed of a backlit chroma that displays Embrace's signature green hue.

FINISH FLOOR PLANS



Concrete, & wood will be implemented as finishes throughout Interconnected in order to bring in the aesthetic of the Dior retail flagship located below.



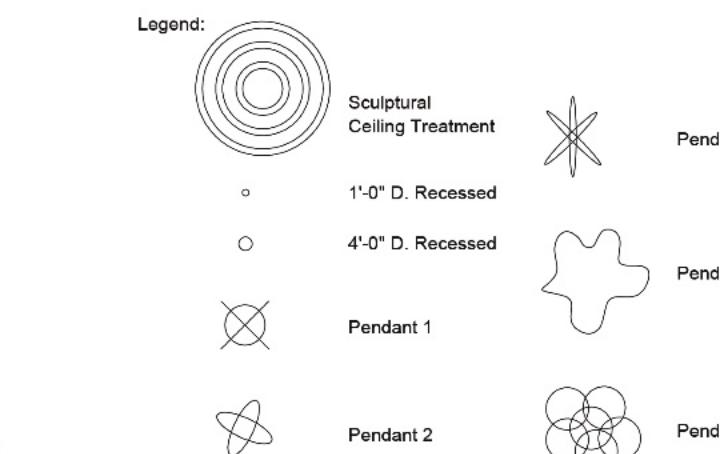
2119
THE YEAR WOMEN WILL
ACHIEVE PAY EQUITY IF
WE DO NOT TAKE ACTION

Women in a position of
POWER in BUFFALO, NY
increased 4% from 2014-2017
...but we have a long way to go"

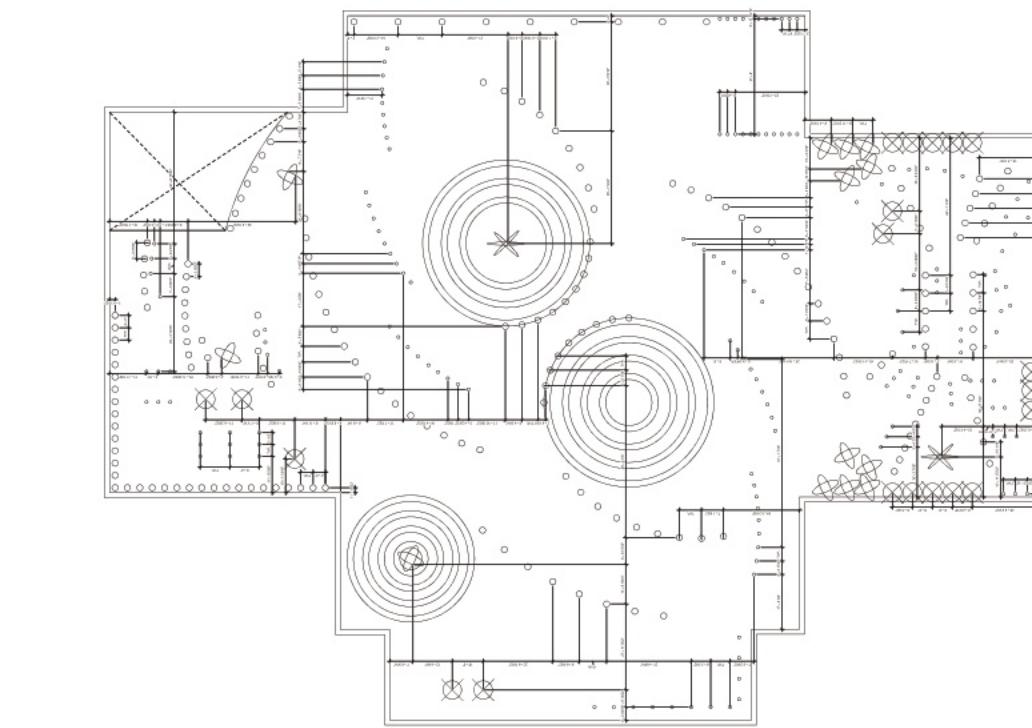
reflected ceiling plans & LIGHTING DESIGN

concepts & features

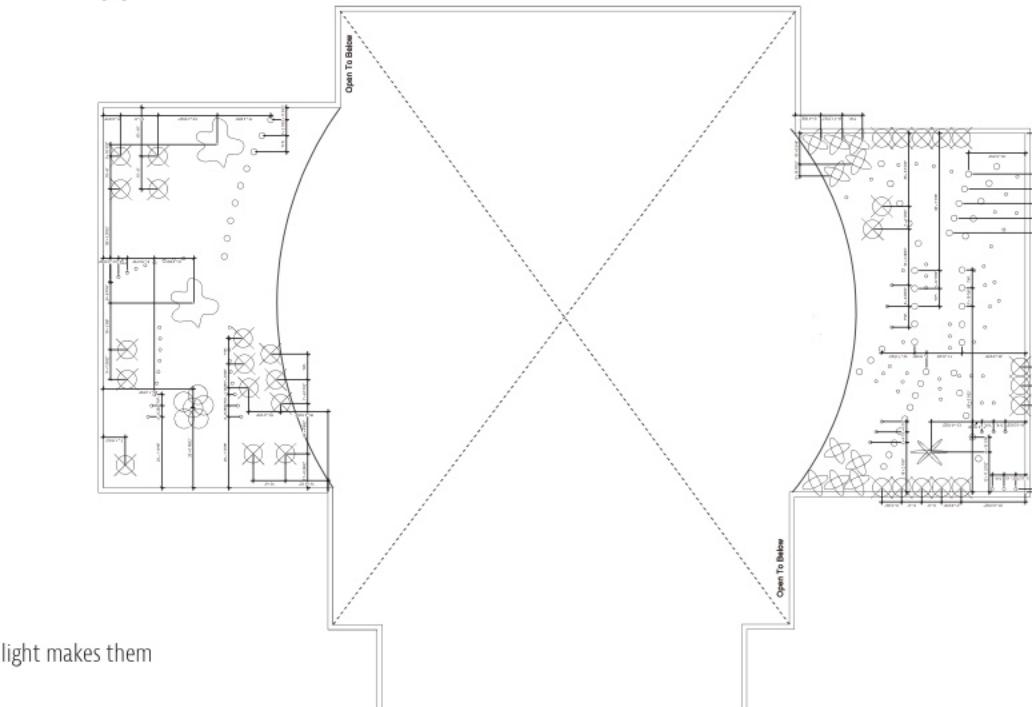
- General illumination created with tunable white recessed electric sources
- Energy efficiency sources paired with digital control allow for customization within each individual space of the center
- Curvilinear forms created by recessed light placement act as wayfinding, mirroring the curves of the chrome lining the walkways below.
- Emphasis over important areas within the main space of the center through custom wooden suspended circles connect back to unity and repetition
- Task lighting implemented throughout individual spaces as needed



level 1



mezzanine



SURVEY INFLUENCE

86% of participants agreed that natural light makes them feel more at ease in an interior setting