



GUROWICZ KUNTZ & MAGGIACOMO PRESENT

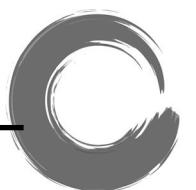
interconnected

WNY WOMENS FOUNDATION & CENTER
160 Delaware Ave | Buffalo, NY 14202



table of contents

CONCEPT	5
PROGRAM	6
FORM SPACE & COLOR	7
FINISH FLOOR PLANS	6
FINAL FLOOR PLANS	10
CEILING & LIGHTING	11
CAFE & FORUM	12
EMERGE	15
WNYWF	18
VERDURE	24



a center designed for women with aspirations in **BUISNESS & 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 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.

("maintain and sustain the conversation...
little changes make big differences"
-Anonymous Participant)

PROGRAMMING

GUROWICZ KUNTZ & MAGGIACOMO : SPRING 2018 : IDE 351 : PUBLIC SPACES

The development of our program was influenced by our individual research, precedent studies, and luxury brand. The needs and goals of the WNY Womens Foundation were prioritized as we defined project issues & limitations and began discussing our mission for the center.

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

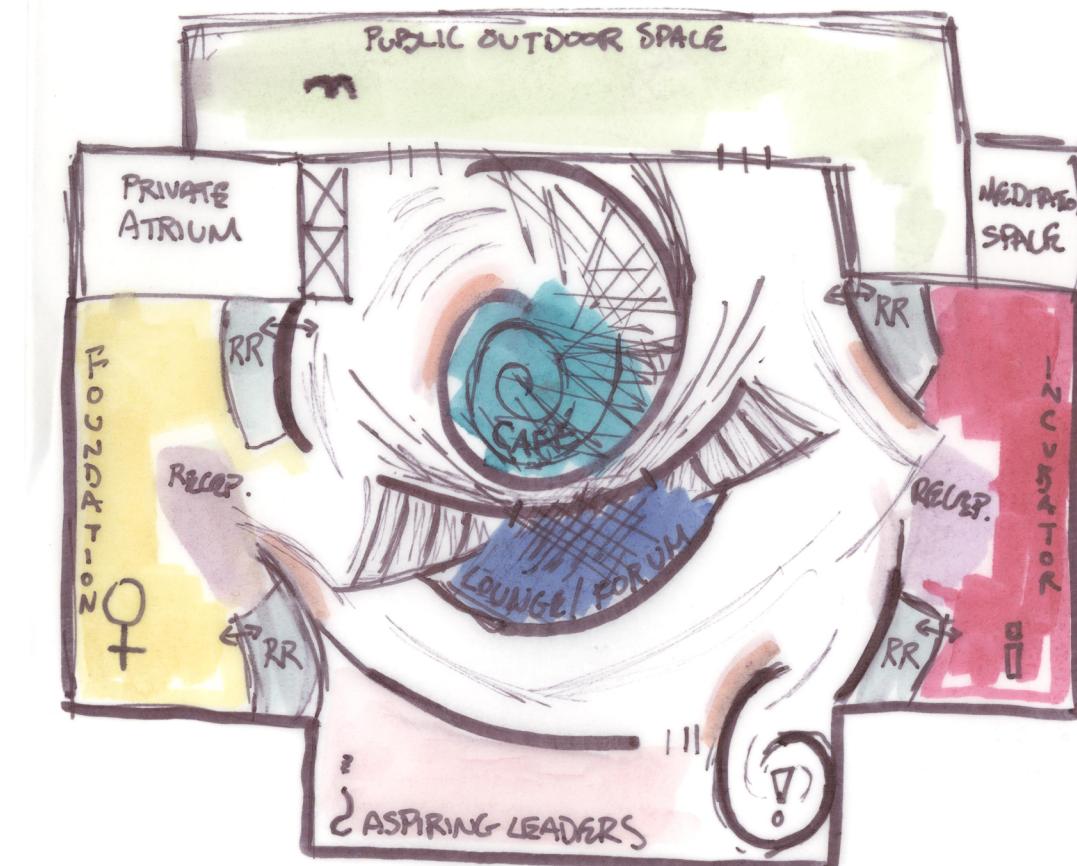
- offer all inclusive public components that encourage connection & interaction between all genders, ages, & cultures

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



FOUNDATION
[CONF. OFF. OPEN ETC.]

RECEPTION
SPACE(S)

RESTROOMS (ADA)
(2) PUBLIC [TOP]
(2) PRIVATE [BOTTOM]

OUTDOOR SPACE
PUBLIC

CAFFÉ + SEATING

CENTRAL COURSE/FORUM
(2) STAIRS - LOW RISE, LONG RUN.
RAMP UP + DOWN.

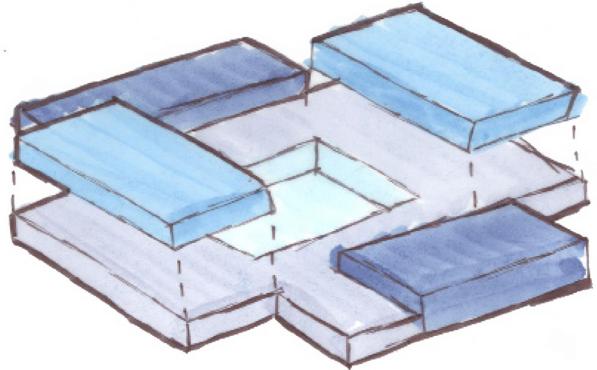
INCUBATOR SPACE

YOUTH CENTER
FOR ASPIRING
FEMALE LEADERS.

LOCATION OF DIGITAL
'WELCOME WALLS'

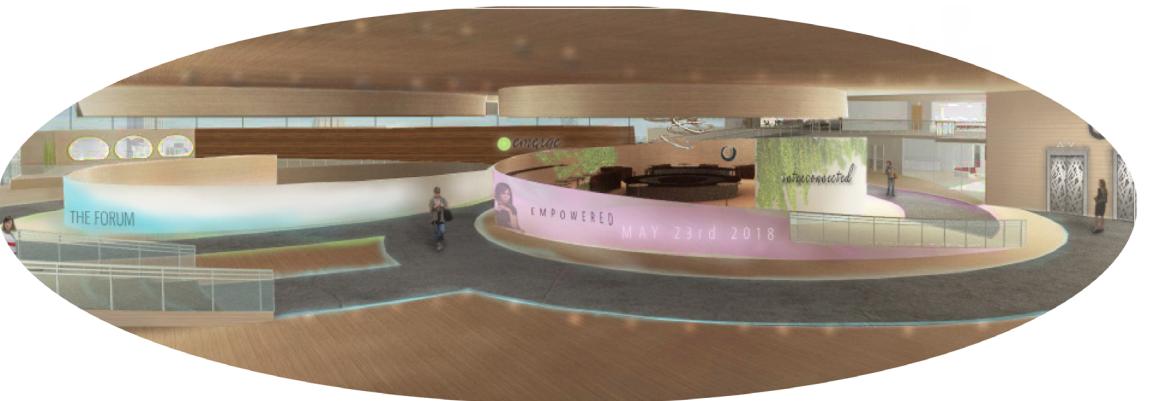
• 'LOUD' ROOM
• WHITE BOARD
WALLS.
• POWER DRAP
BRAINSTORM
SPACE.

form space & color INTERCONNECTED



goals

- 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.
- o Provide aesthetics enhanced by natural light, and greenery



VERDURE, INCUBATOR SPACE
*revenue generating

EMERGE, YOUTH CENTER
*revenue generating

WESTERN NEW YORK WOMENS FOUNDATION :
RESEARCH & PROGRAM CENTER
*revenue benefactor



AXONOMETRIC VIEW
SCALE: NTS

LEVEL 1

design goal:

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

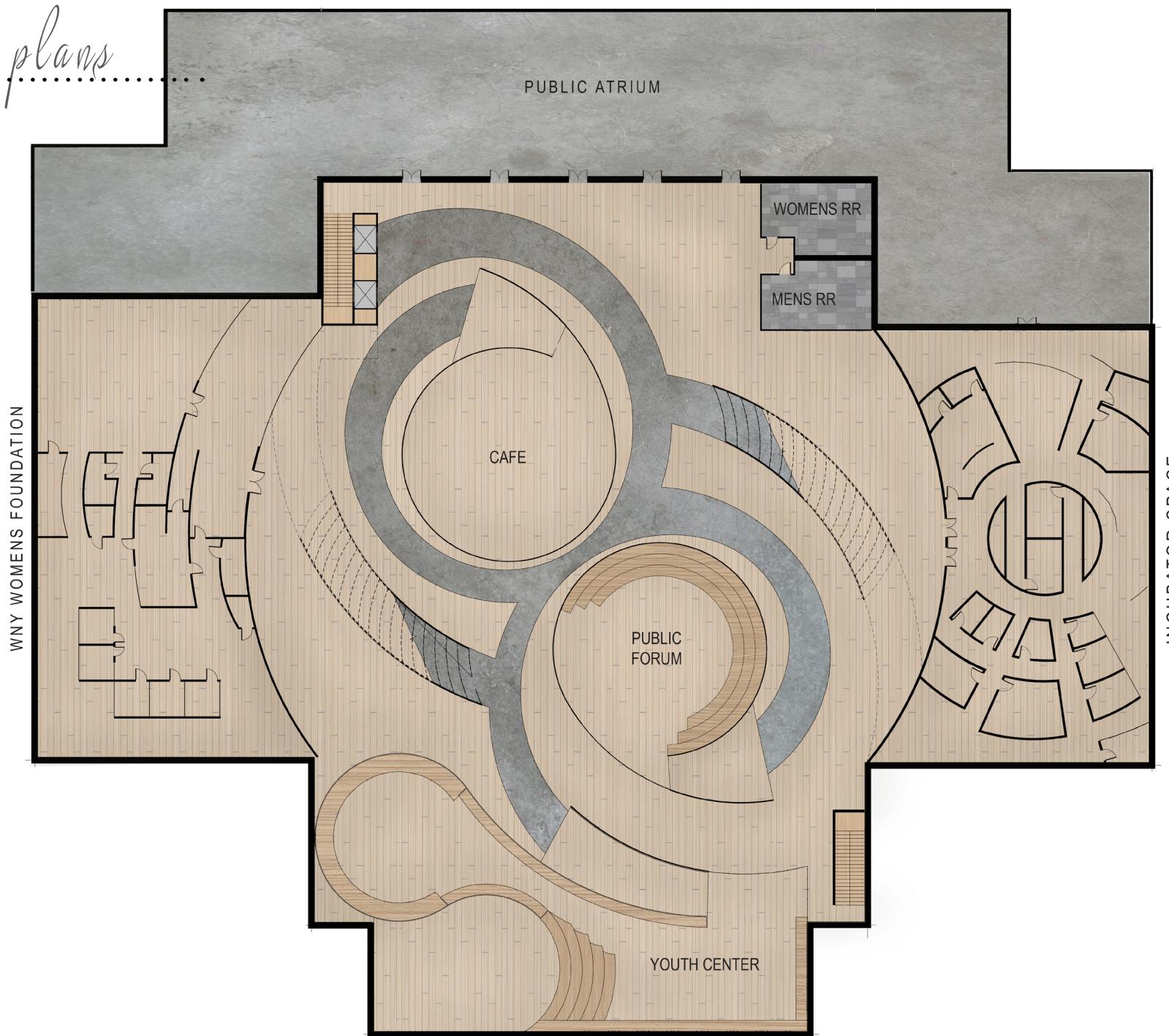


Dior Flagship



Dior Flagship

finish floor plans



MEZZANINE

finish floor plans



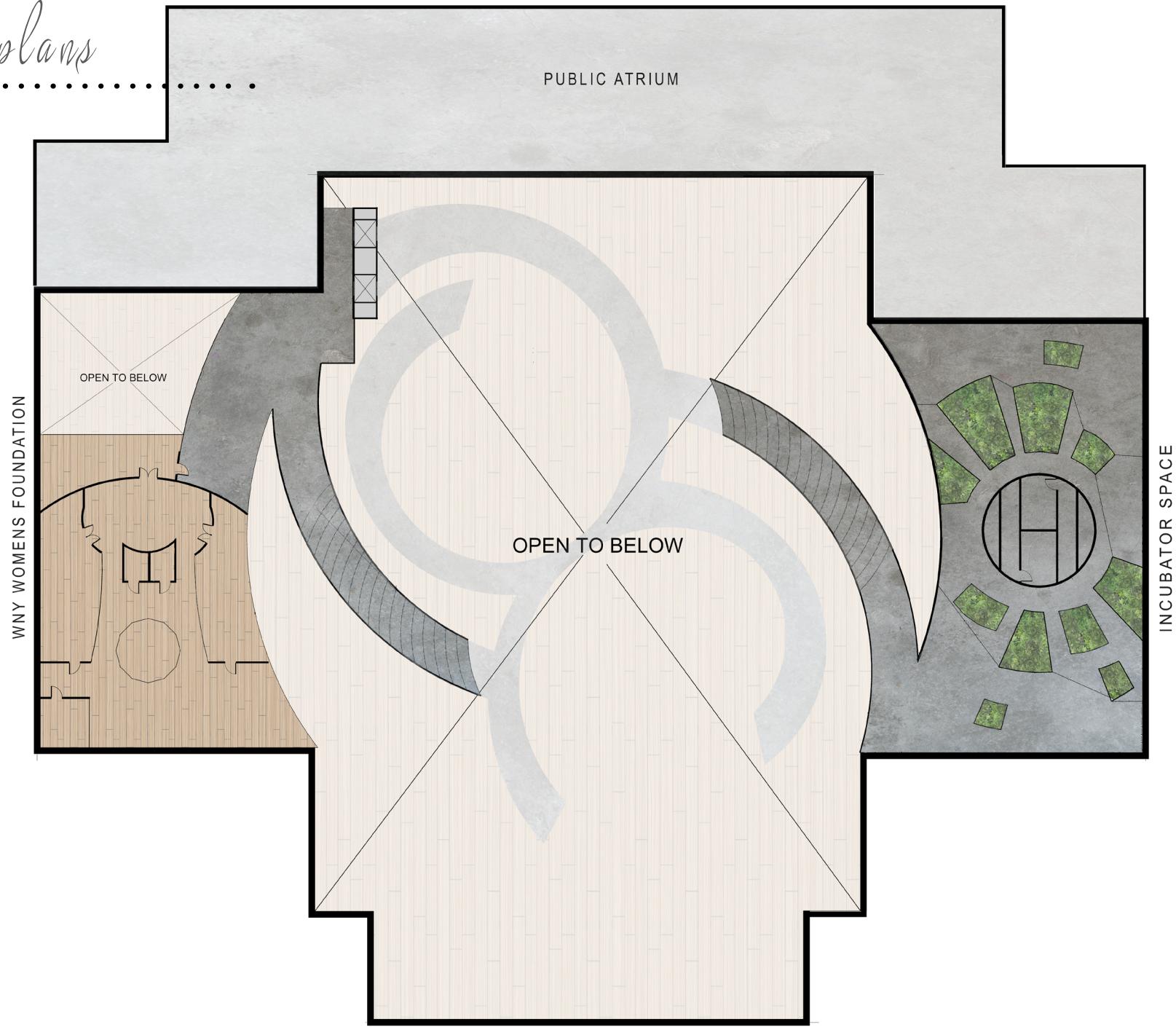
engineered hard wood

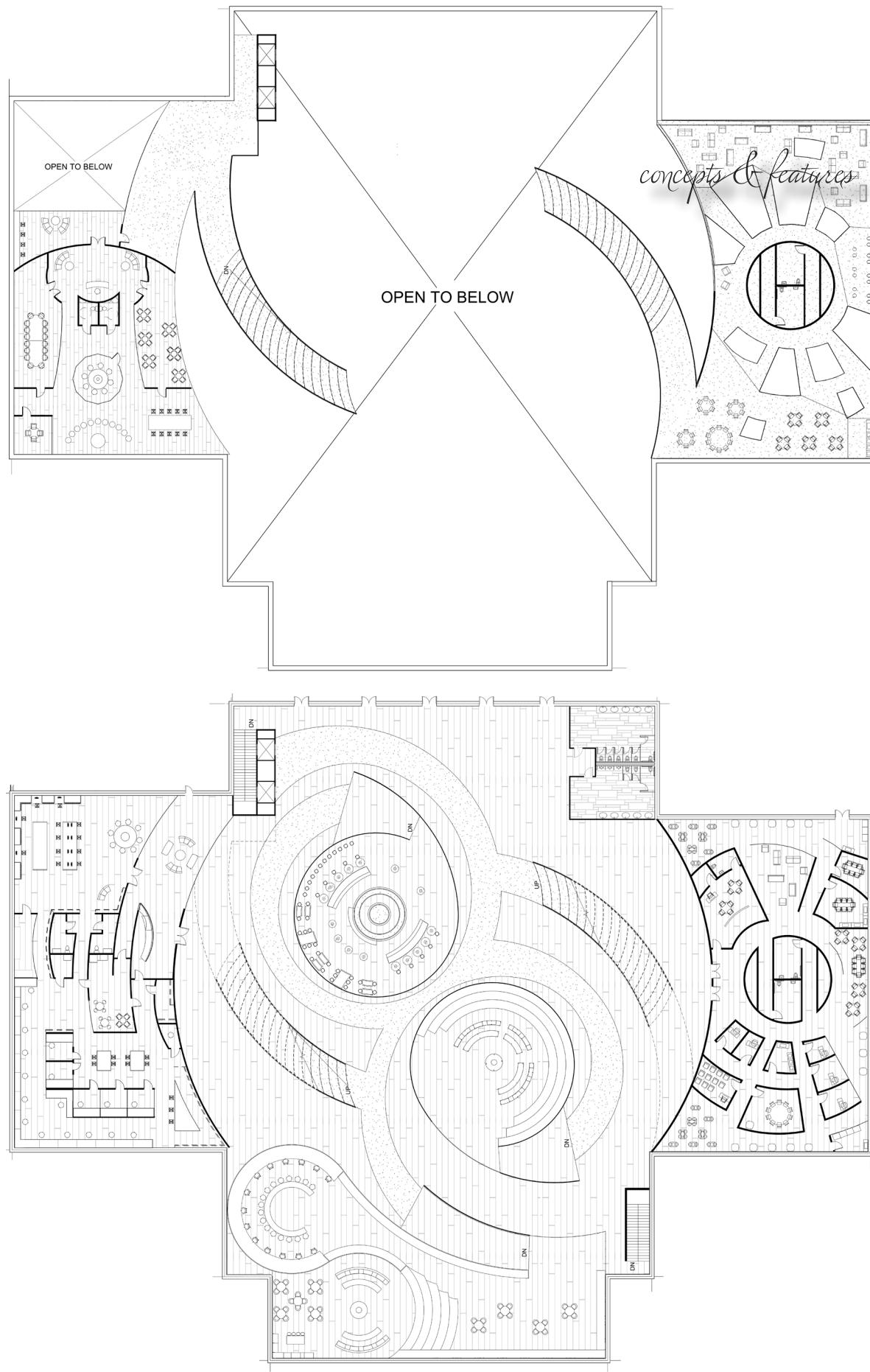


concrete



greenery



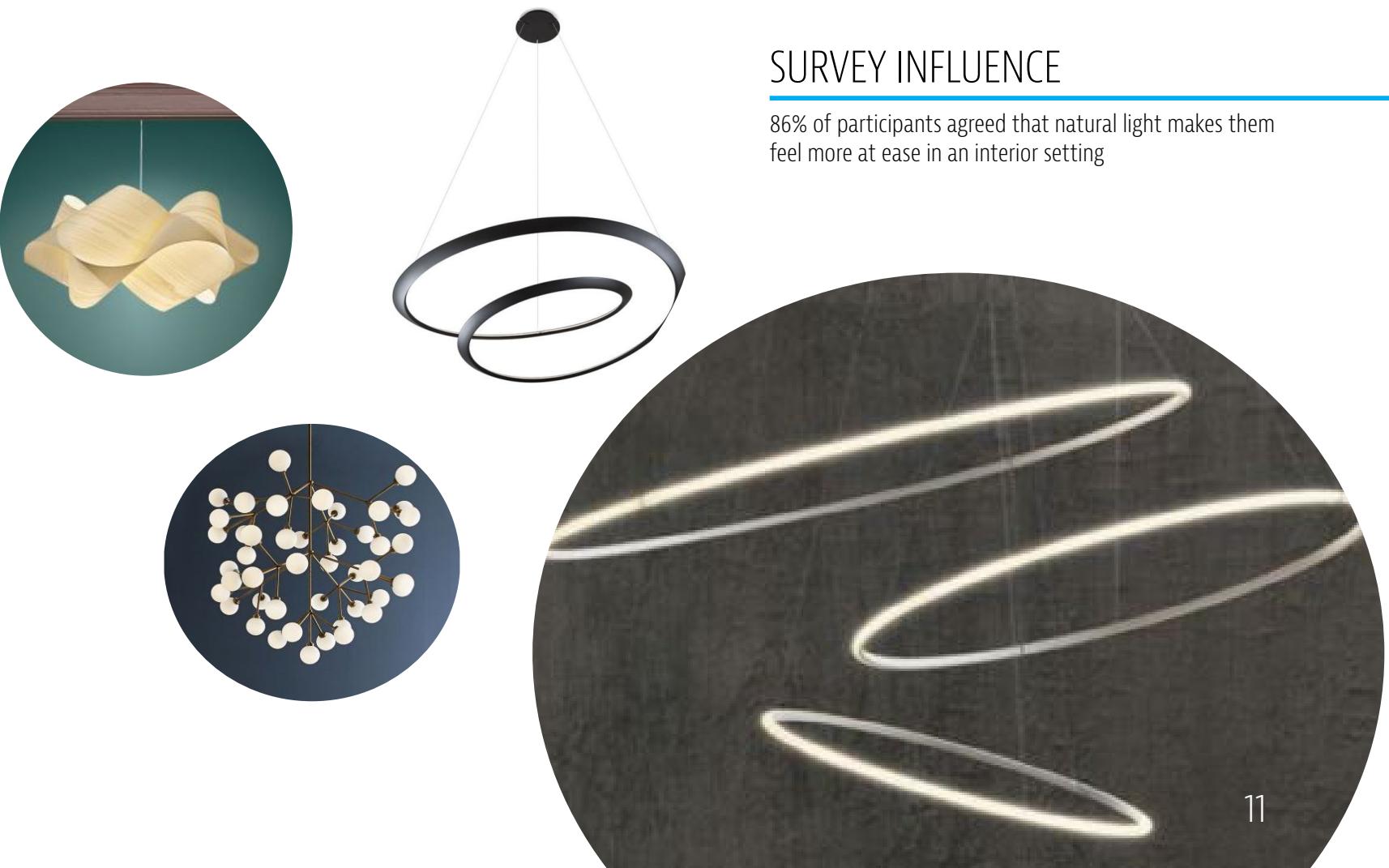


Interconnected
FINAL FLOOR PLANS

reflected ceiling plans & LIGHTING DESIGN

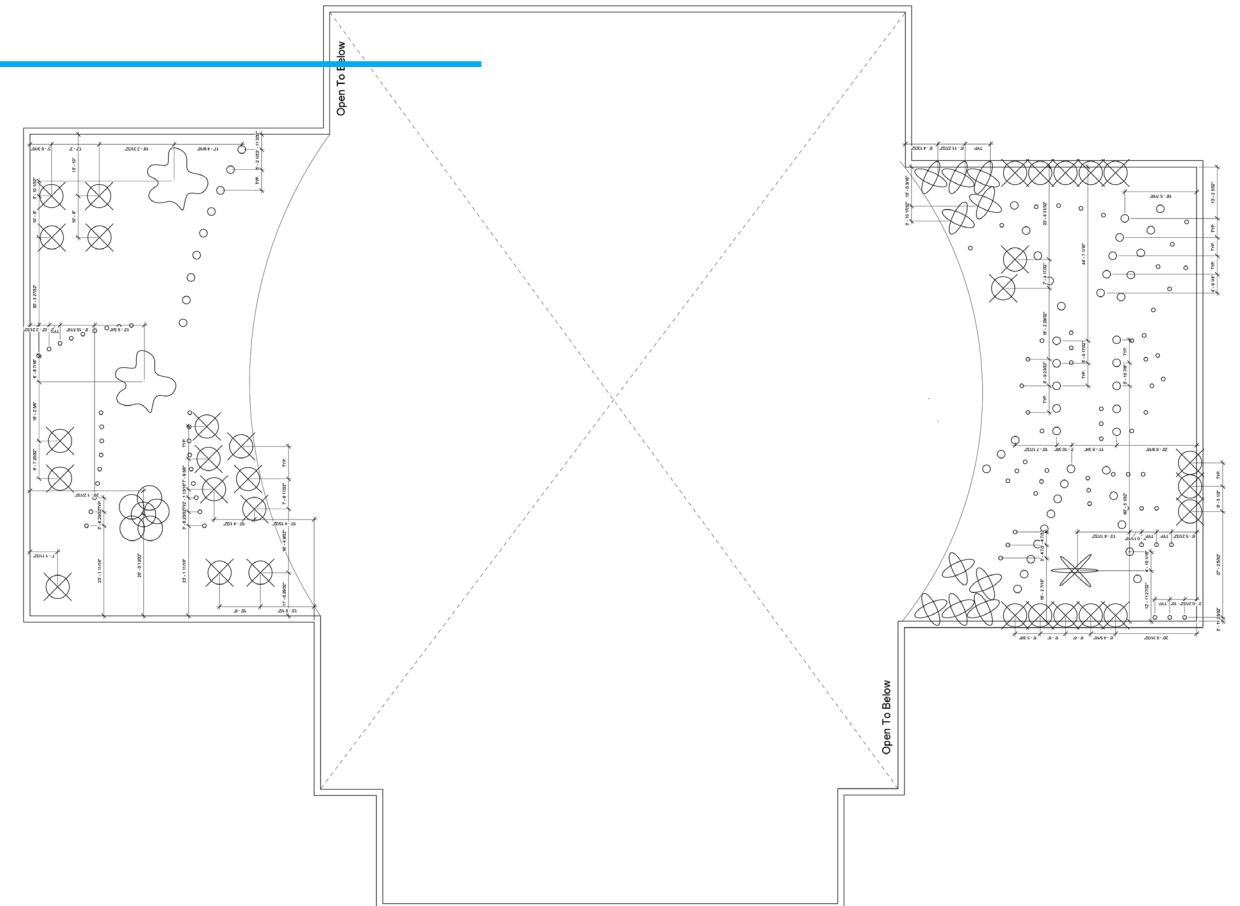
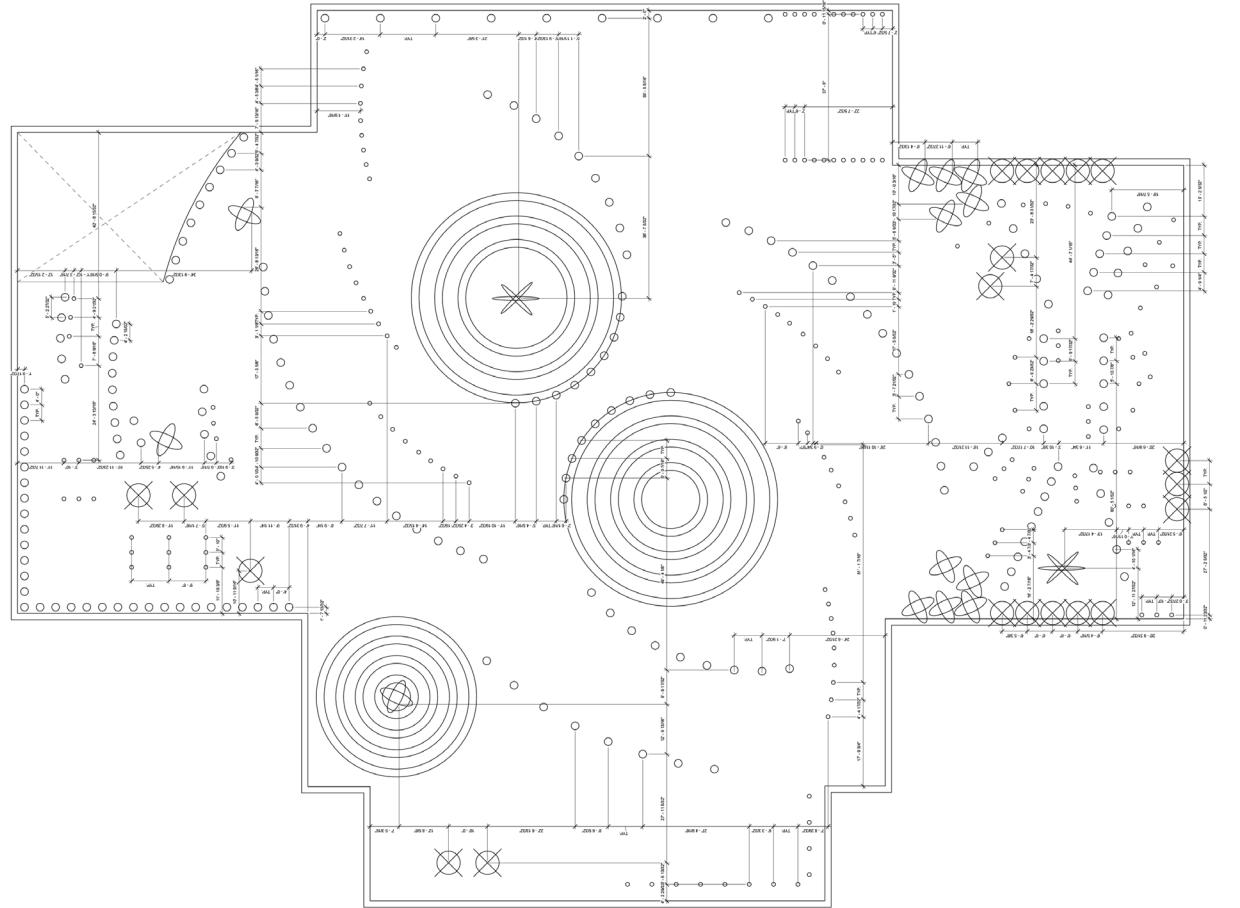
concepts & features

- General illumination: tunable white recessed, general diffuse electric sources
- Digital control allows for customization within each space
- Curvilinear patterns created with recessed fixtures act as way-finding
- Emphasis over important areas within the main space through custom wooden suspended circles, which connects back to unity and repetition and act as acoustical solutions.
- Task lighting implemented throughout individual spaces as needed



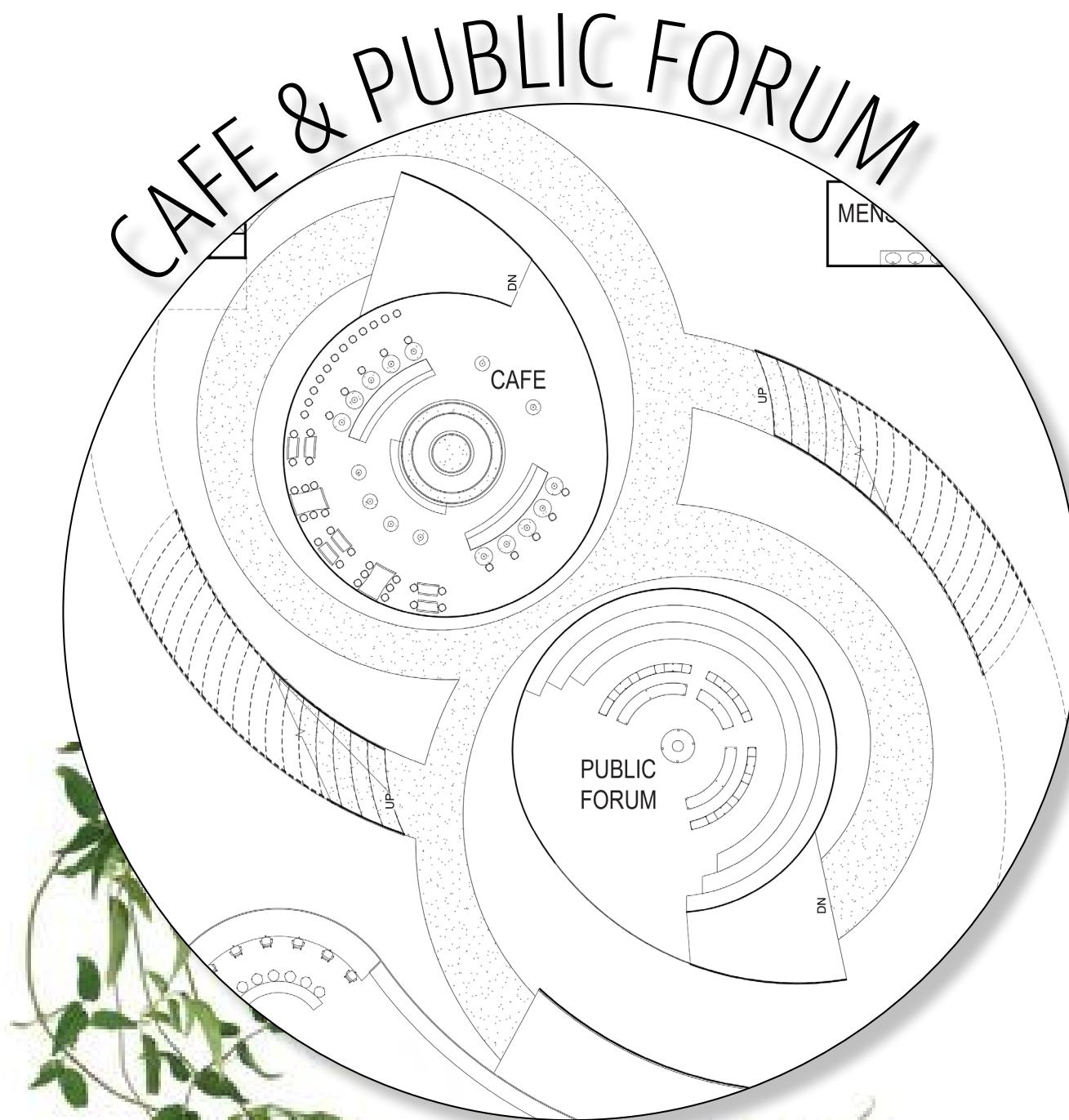
SURVEY INFLUENCE

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



#WESHOULDALLBEFEMINISTS





DESIGN CONCEPT

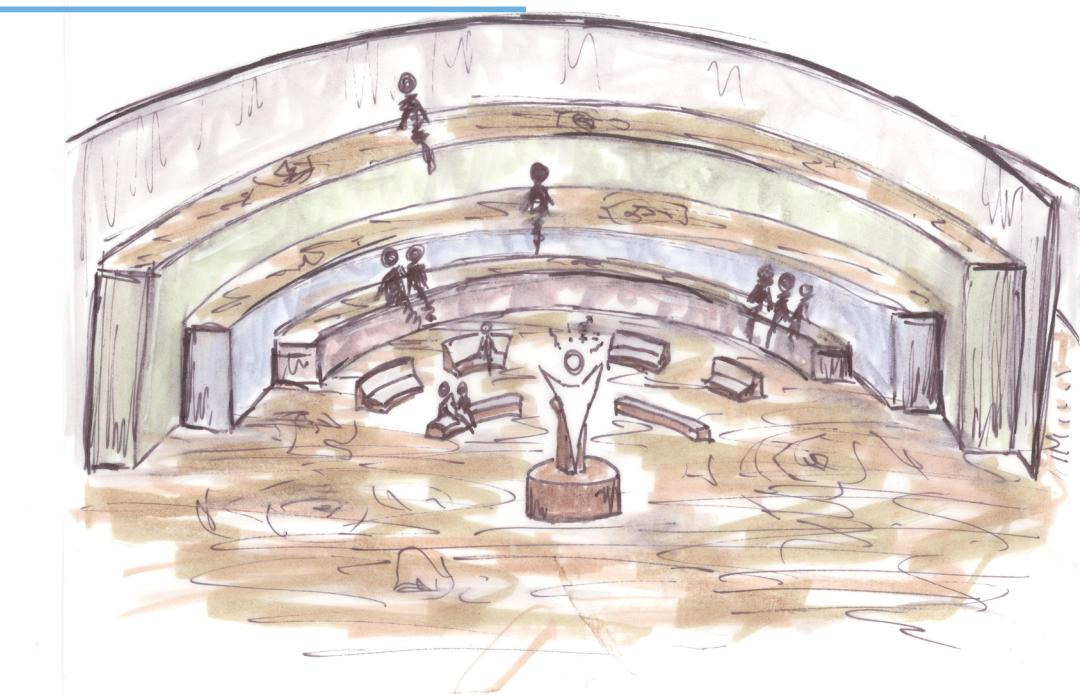
Two integral elements to the Women's center are the cafe and forum. These elements are incredibly strong in both visual weight for the floor plan and actual square footage for public domain. They speak loudly to the different plains showcased within this design as well, the cafe sitting at 2' above 0 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.



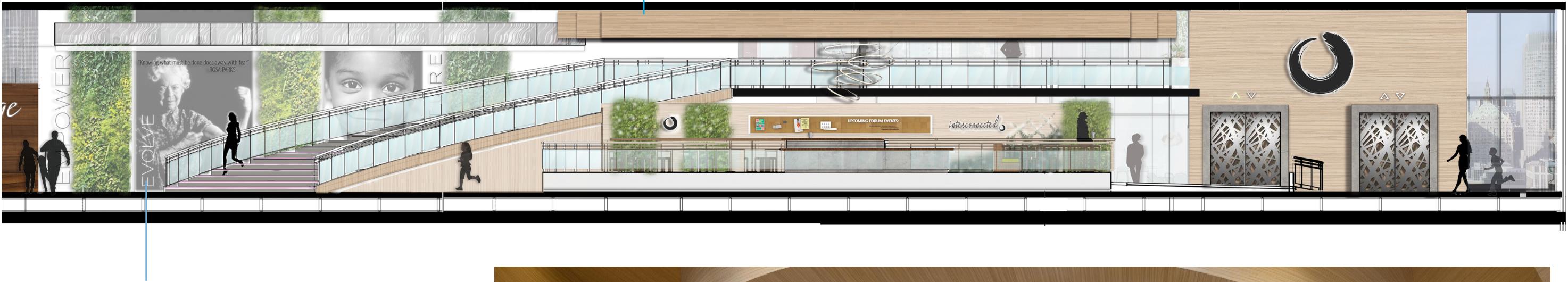
inspiration



cafe counter



Custom wooden sculptural and space defining ceiling treatments house acoustic paneling, offering sound absorption to the energized atmosphere.



Digital screens alternate with lush greenery incorporate another design element from the flagship center. The screens offer an educational and interactive element focusing on influential women of history, as well as individuals who have benefited from the services provided by the center



Design Influence: Dior Flagship : Interactive Digital Display

SURVEY INFLUENCE

81% of people surveyed are likely to buy a drink at a cafe

81% of people surveyed agree that green is a color they most associate with happiness

97% of participants felt that access to an outdoor space or indoor greenery makes them feel more at ease



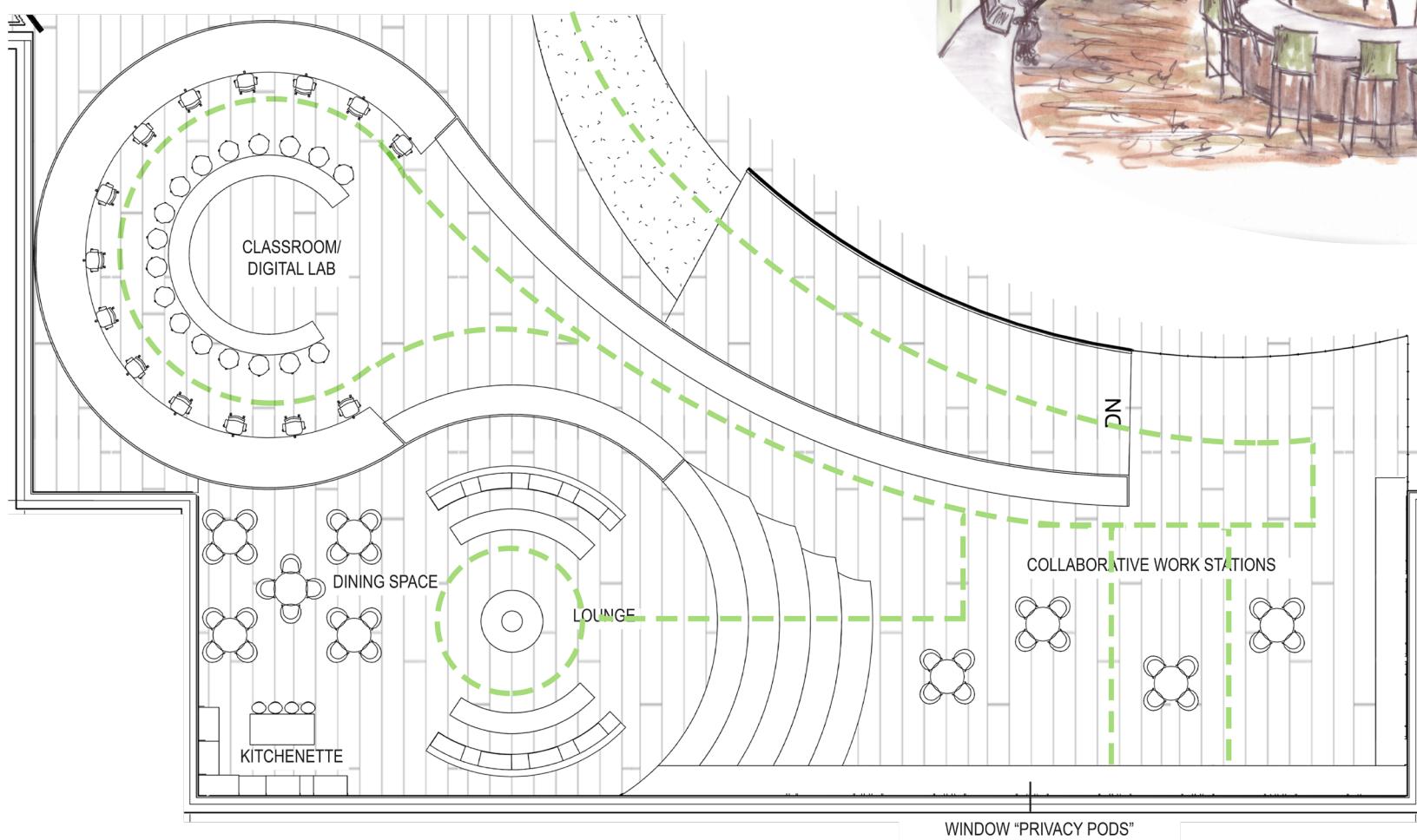
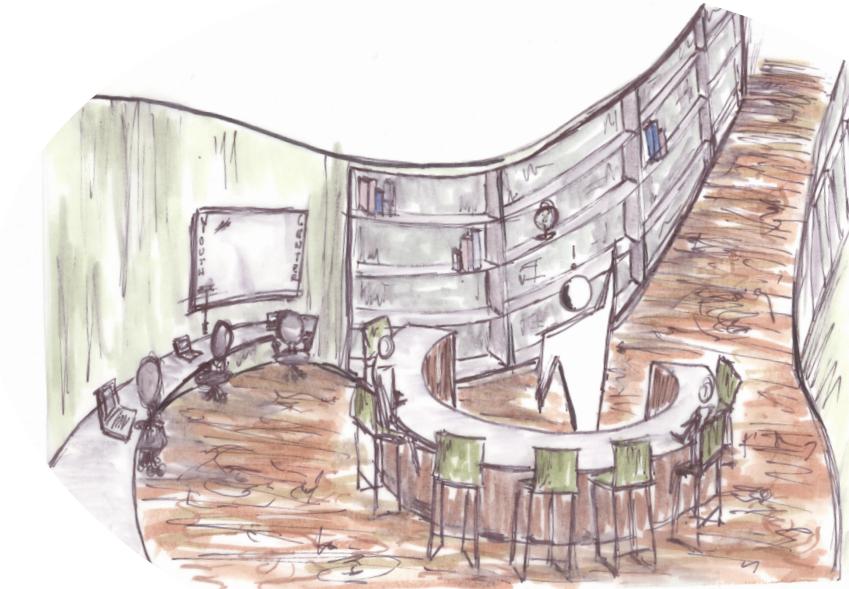


emerge

Emerge 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 Emerge's signature green hue.

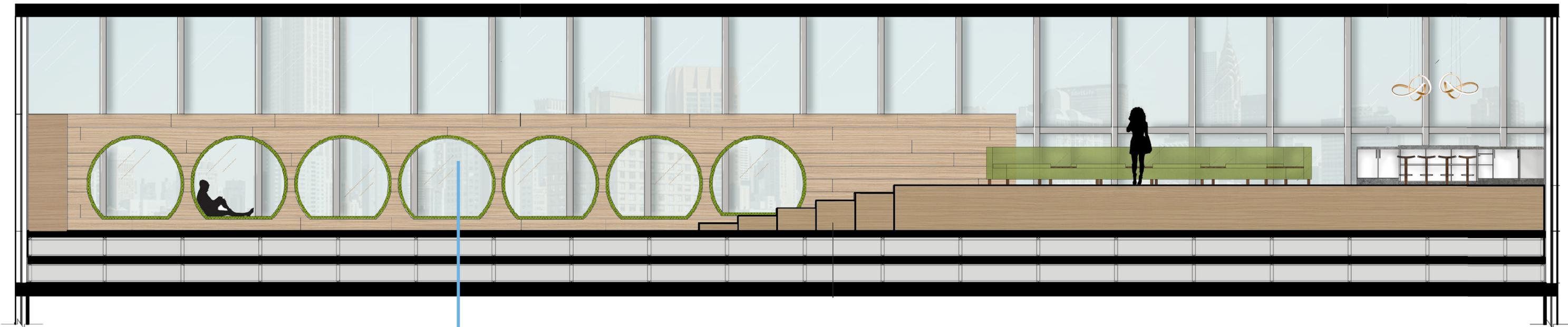


EMERGE YOUTH CENTER KEY PLAN

SCALE: NTS



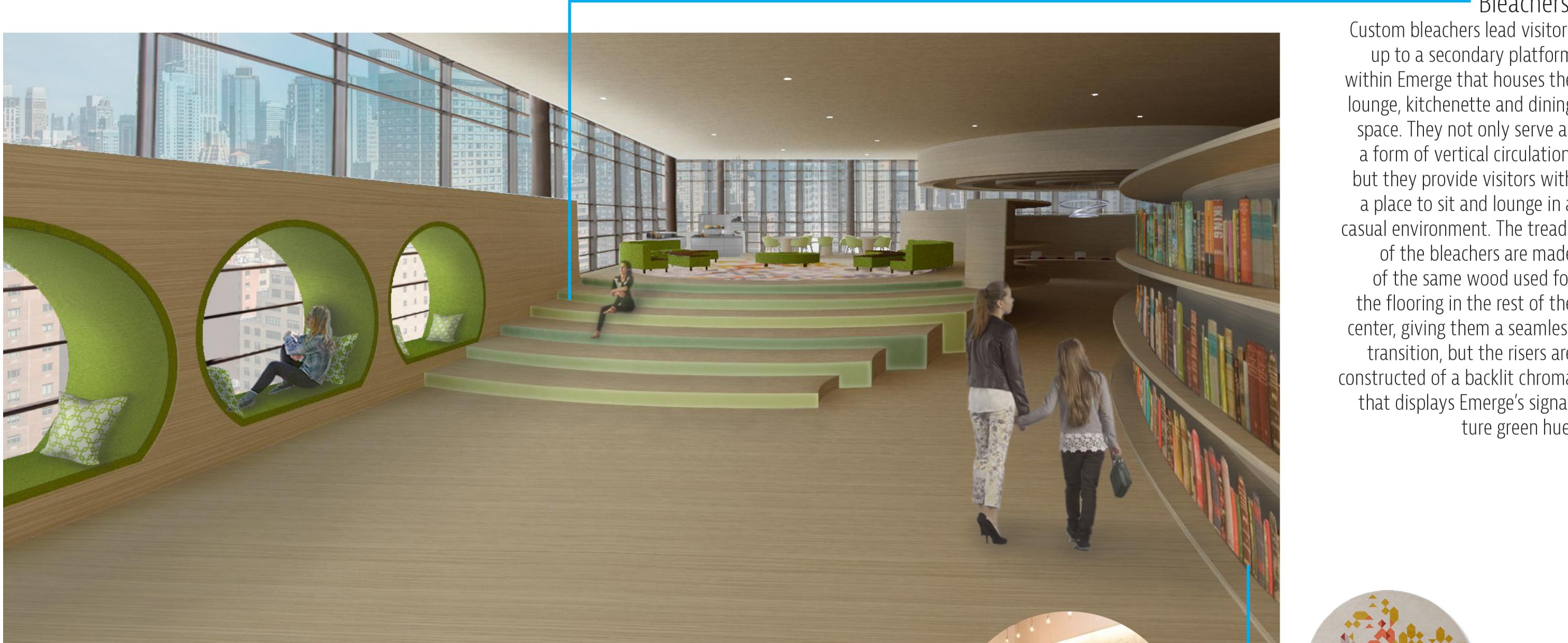
Interactive white boards are a fun interactive educational component within the classroom setting of Emerge.



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.

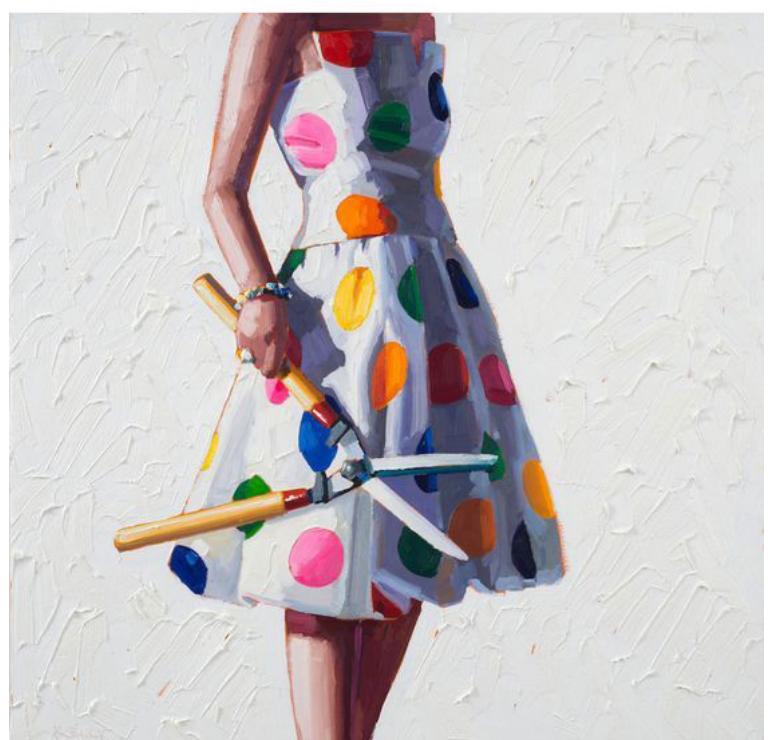


Custom bookshelf:

The curving form that separates Emerge 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 Emerge 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 Emerge's signature green hue.



The Western New York Womens Foundation at Interconnected was designed for immediate & evolutionary space needs. At over 12,000 square feet spanning over two floors, staff and program growth will be possible for years to come. The new design contains a research laboratory, private atrium, and capitalizes on natural light with floor to ceiling curtain window walls. A smart variety of office, private, and public assembly spaces lend diversity and depth to the floor plan; with daily operations designated to level one, while public services are offered above. Unity, the driving design element of Interconnected, is represented in the foundations intuitive circulation patterns, and sophisticated, harmonious finishes.

ISSUES OBSERVED

- lack of privacy → increase square footage, define space with creative partitions
- lack of functional communal space → create data/research library/ brainstorm center
- lack of element of sophistication → create sophisticated room to meet with board members
- lacking funds to hire more staff/ space to put interns etc. → create spaces to hold revenue generating programs
- ambient noise distraction → attention to acoustics with flooring and material absorption

RESOLUTIONS

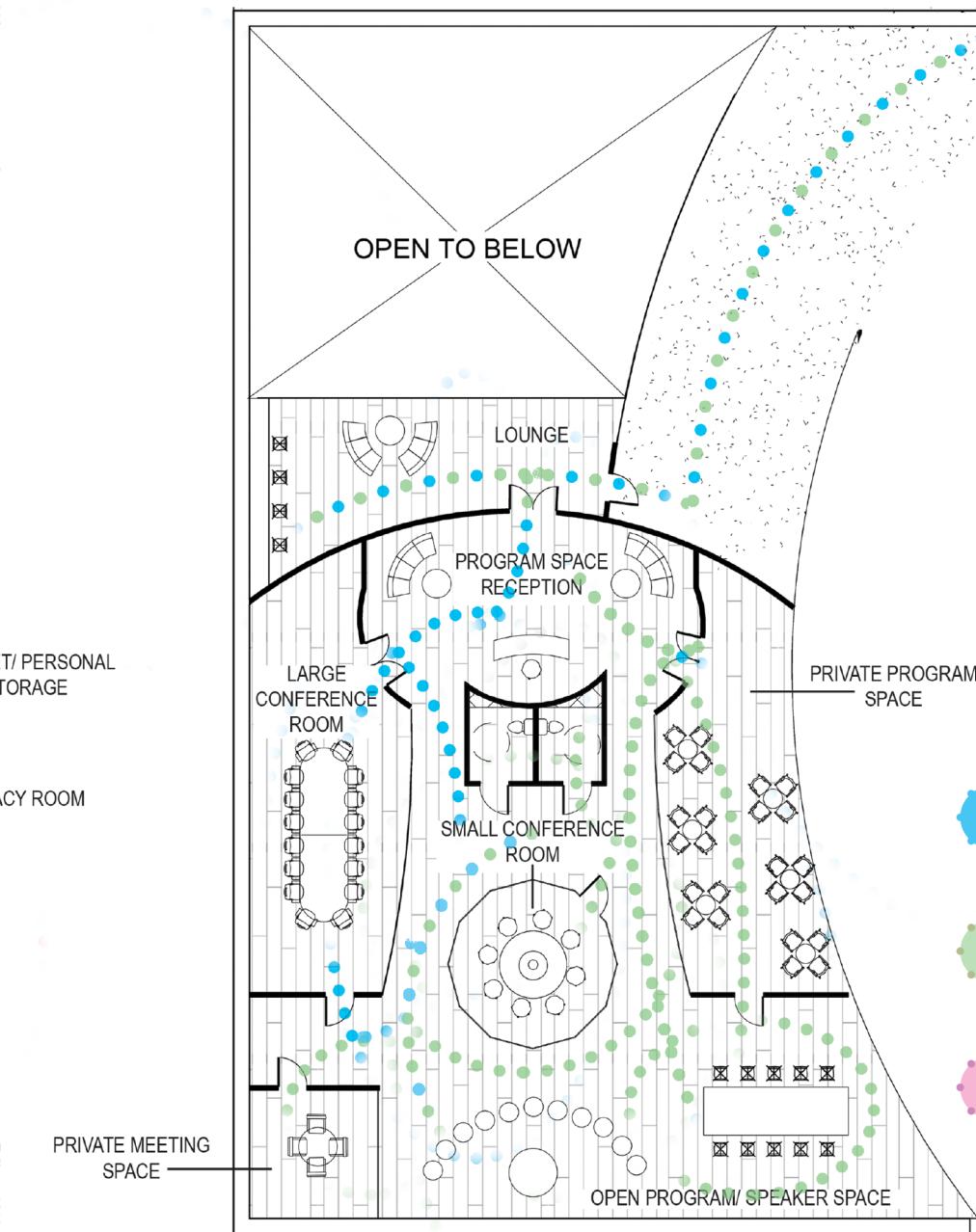
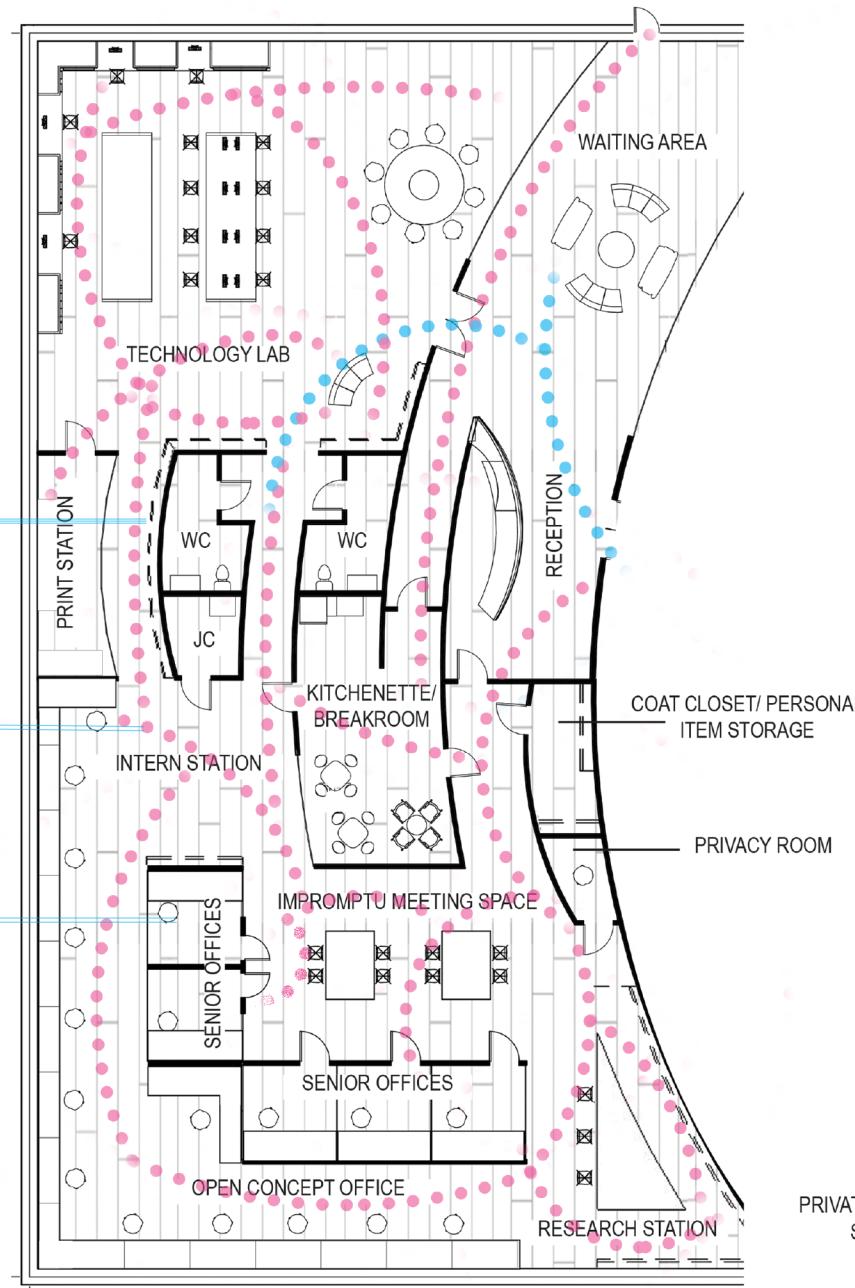
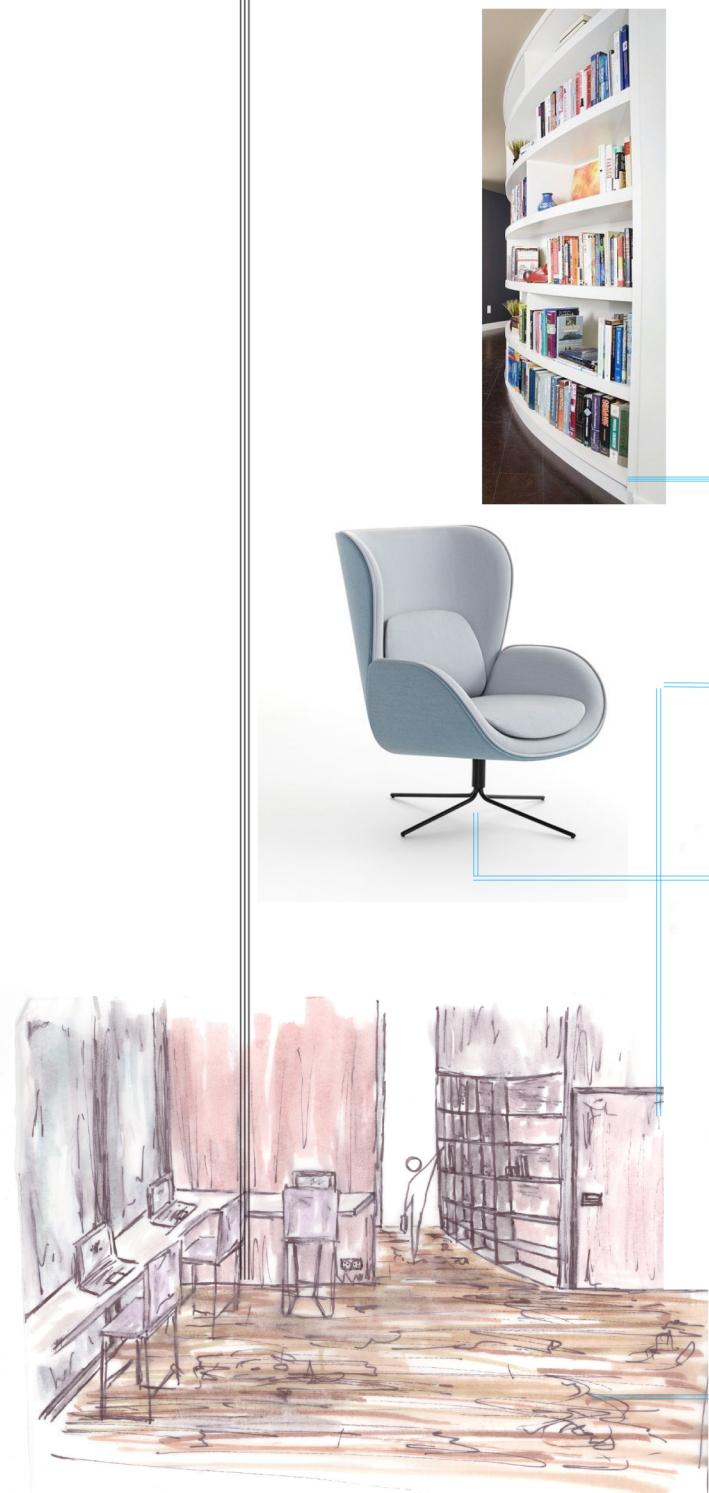
WOMENinACTION

“our mission is to create
a culture of possibility
so each woman and girl can
live, grow & lead
to her fullest
potential.”¹⁹



C

FLOOR PLANS & CIRCULATION

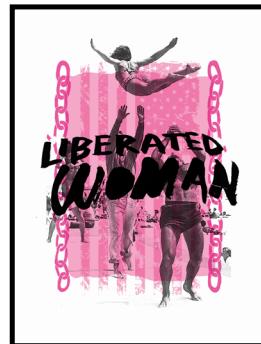


- PROGRAM USERS/ EMPLOYEE
- BOARD MEMBERS/ EMPLOYEE
- EMPLOYEE CIRCULATION ONLY

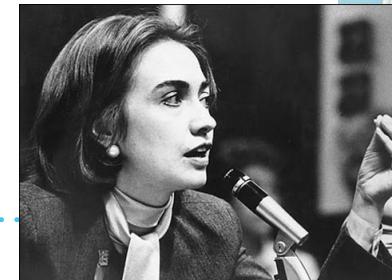
MEZZANINE : PROGRAM SPACE PUBLIC SERVICES & CONFERENCE CENTERS

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.

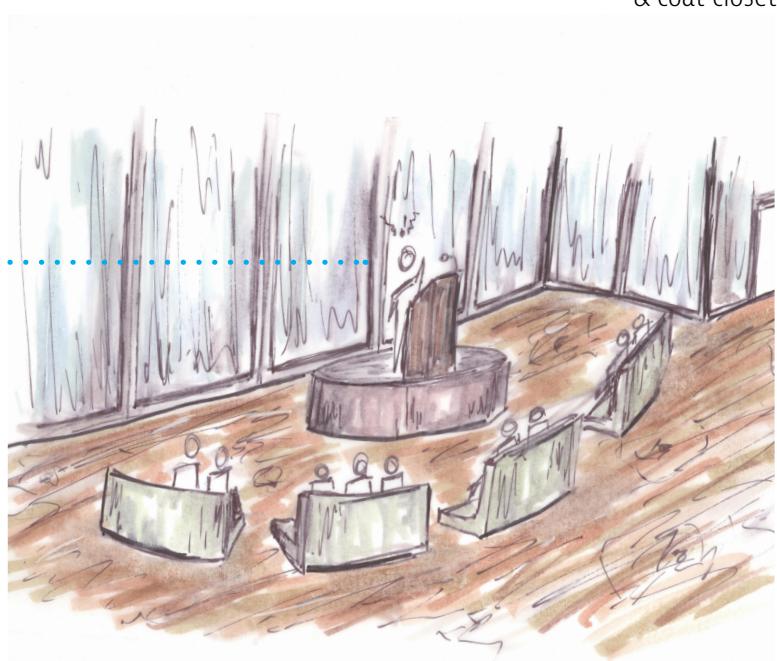
The versatility of the rooms, in terms of size, privacy level, and furniture arrangement, allow for a flexible environment suitable for any kind of interactive service, from private counseling to public workshops, and speaker events.



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

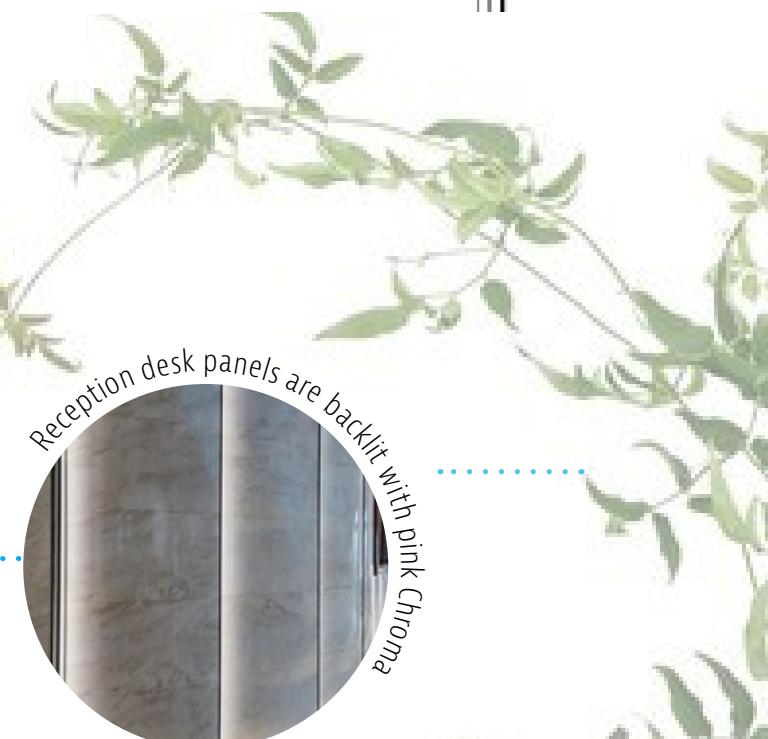


Graphic wallpaper in the privacy room, & coat closet displays influential women of history



SURVEY INFLUENCE

97% of women surveyed consider career counseling important

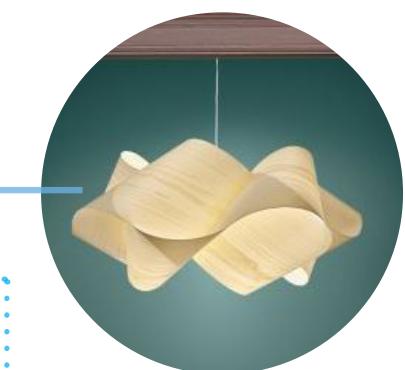


Reception desk panels are backlit with pink Chroma

The technology lab within the foundation offers employees a collaborative atmosphere, separate from their personal work stations, to work together, or independently- seated or standing, in a atrium style setting. Floor to 21-foot ceiling windows offer views of thriving downtown Buffalo and allow natural light to flood the space.



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

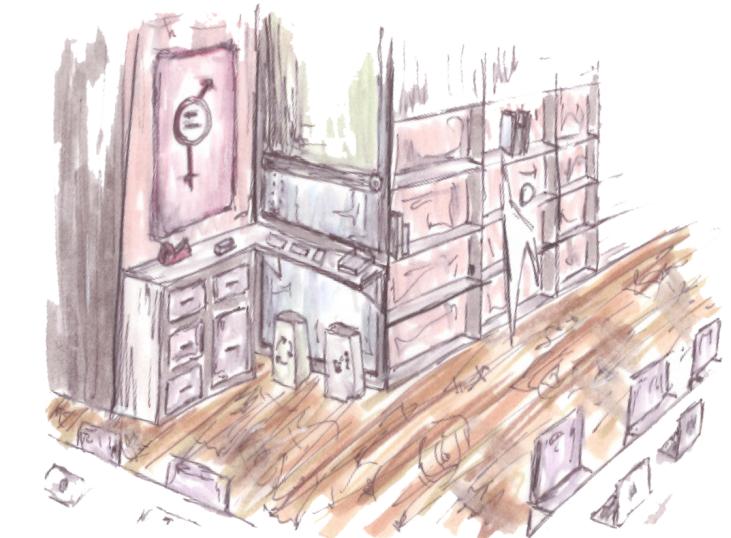


The foundations logo is implemented as accent wallpaperin the reception area

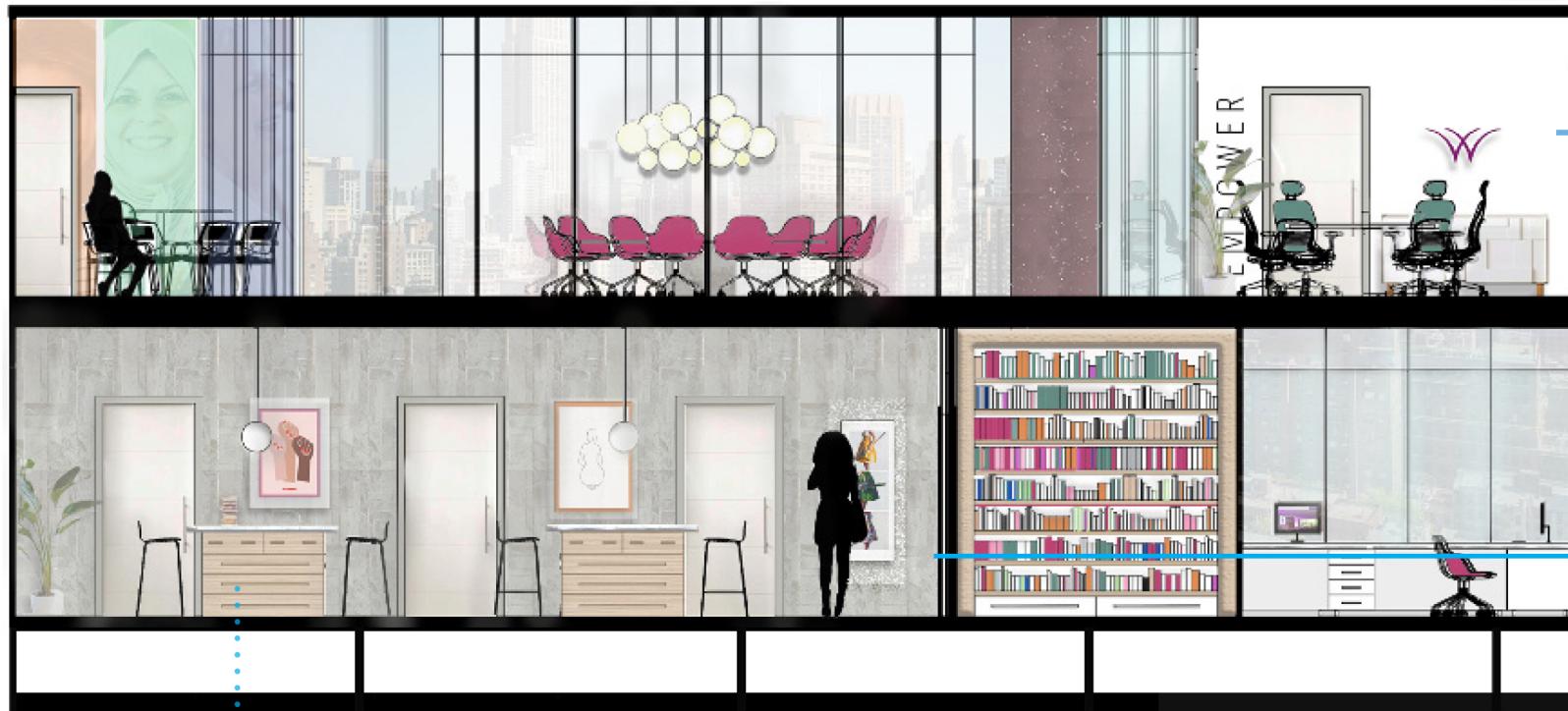
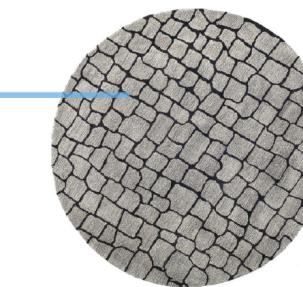


MEZZANINE : PROGRAM SPACE

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



1st Level
open concept work stations



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



wall paper outside of private offices



task lighting

Impromptu meeting space allows management a separate, public setting, for discussions with subordinates and peers outside of their private work space



VERDURE

The Women's center is strongly focused around promoting & supporting the efforts of women in business. Creating a powerful design holds with it a promise of allowing for outlets to help women to reach their greatest career potential, and to create an inspiration for future female leaders. A key proponent in this ideal is the integration of an incubator workspace. This space is to be rent-able, month to month.



"YOU MUST NEVER BE FEARFUL ABOUT WHAT YOU ARE DOING WHEN IT IS RIGHT."

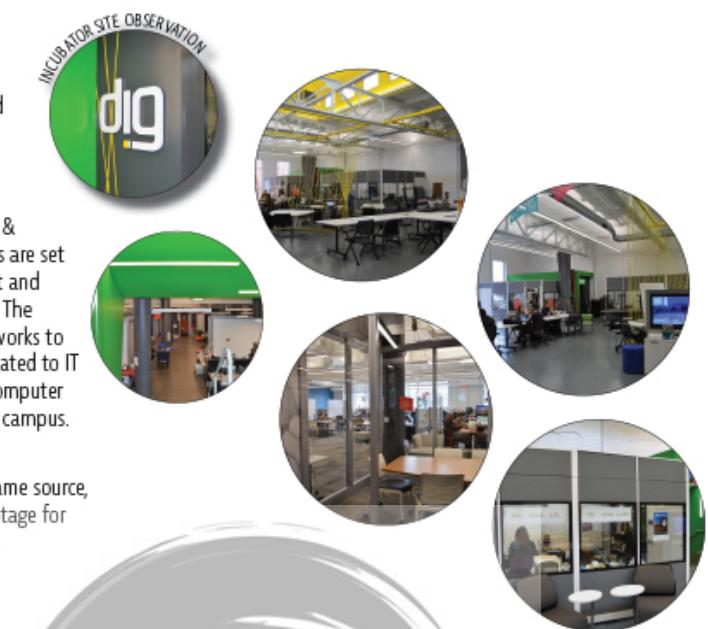
ROSA PARKS

dig FIELD STUDY INSPIRATION

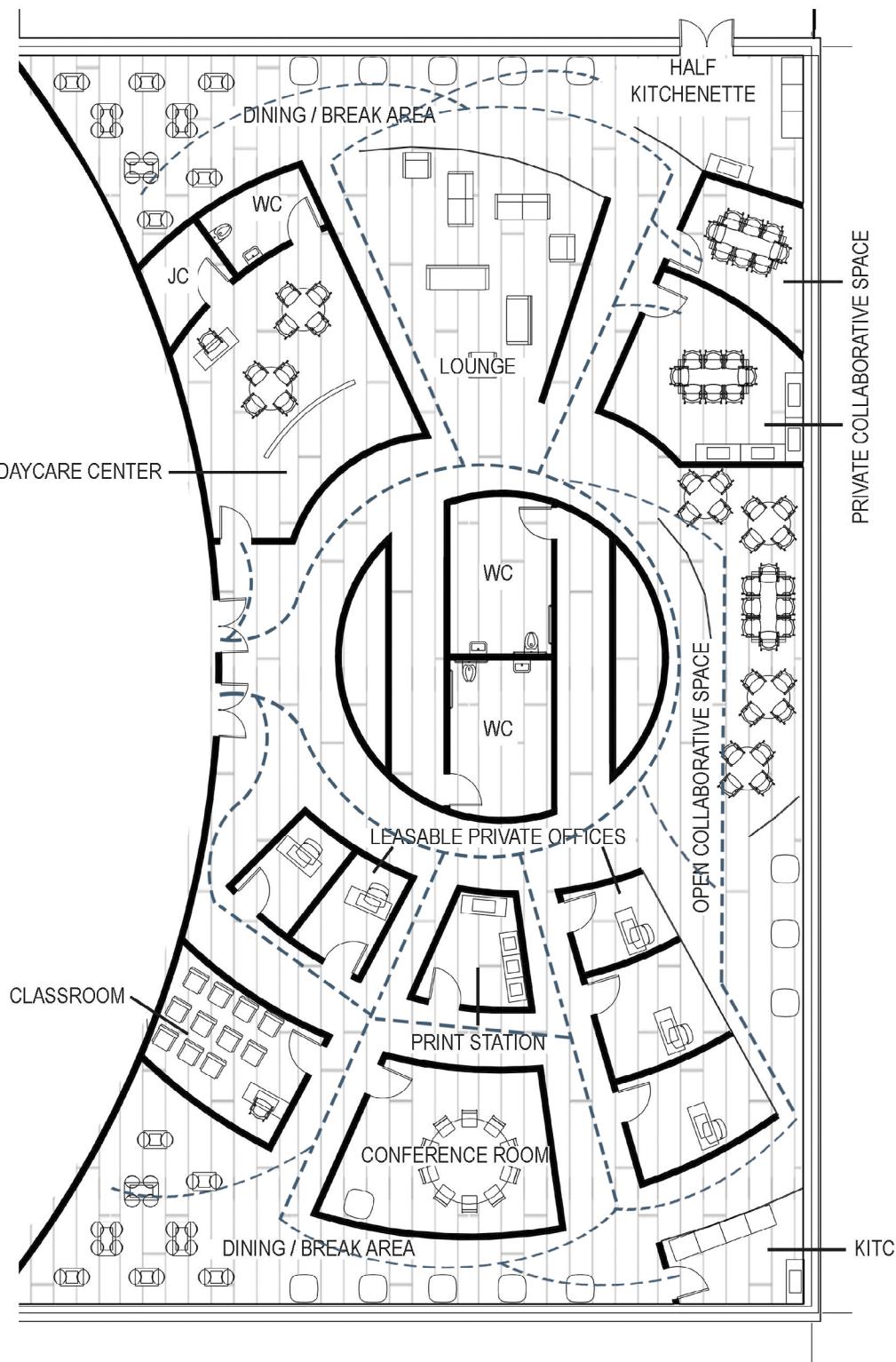
Our field visit to DIG, an existing incubator space in Buffalo, inspired a modular layout, as well as a direction for our IT storage component.

DIG emphasizes forced interactions & collaborations, many of their spaces are set up to encourage a bee hive mindset and they're always acting progressively. The incubator space is currently in the works to free up over 1000 square feet dedicated to IT closets by tapping into the super computer located within the new UB medical campus.

For the purposes of this project, Interconnected will tap into that same source, freeing up thousands of square footage for other functional purposes & needs.

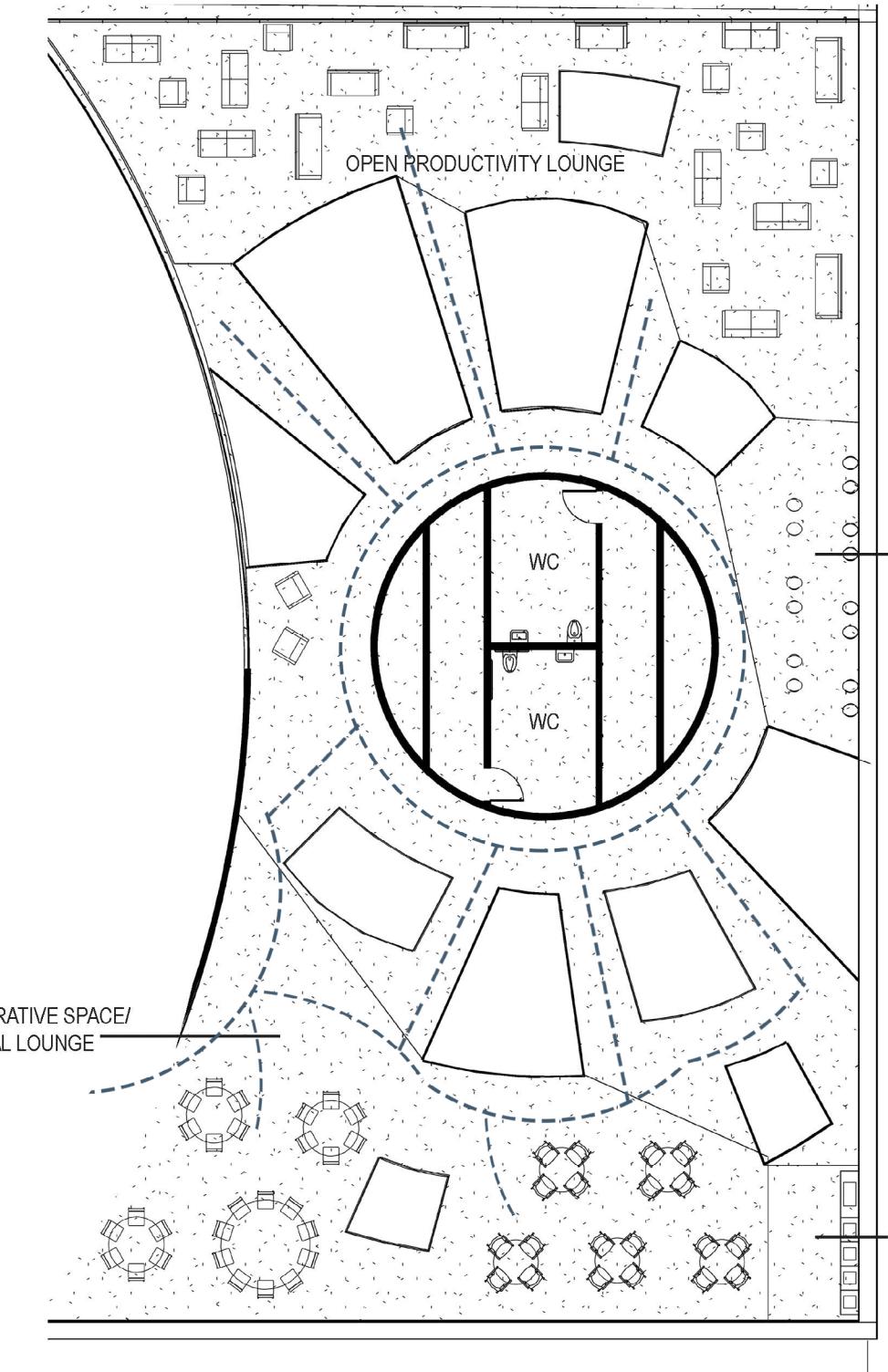


FLOOR PLANS & CIRCULATION



LEVEL ONE VERDURE KEY PLAN

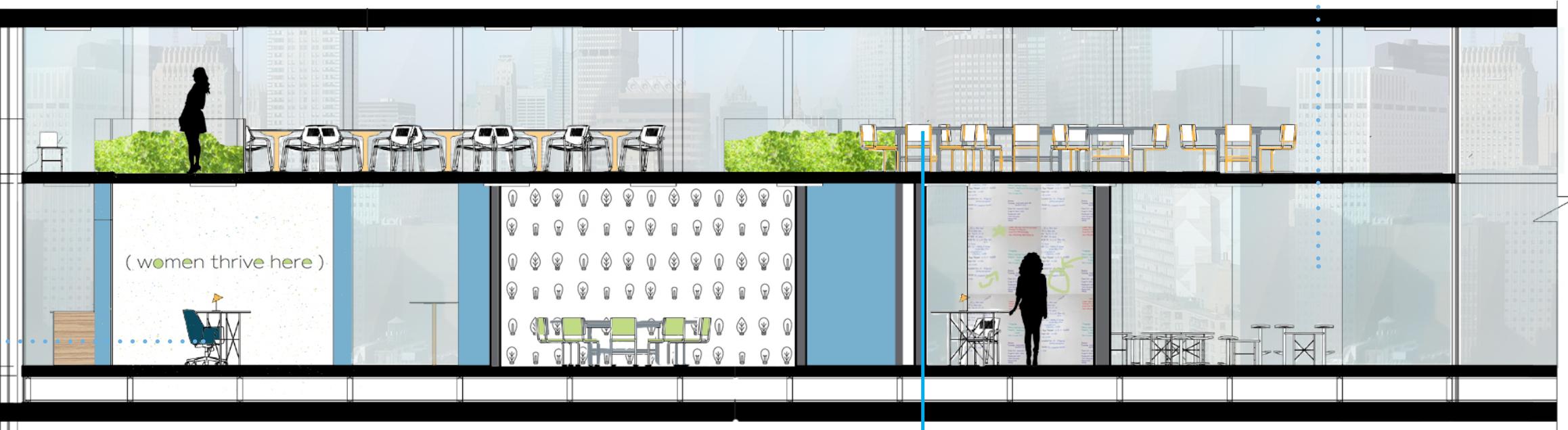
SCALE: NTS



LEVEL TWO VERDURE KEY PLAN

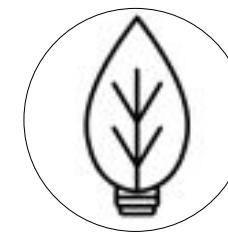
SCALE: NTS

(WOMEN THRIVE HERE .)



SURVEY INFLUENCE

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



Implementation of greenery paired with digital features within Verdure creates a balanced atmosphere, through an unlikely pairing.





Modular furniture allows the space to take on the role it needs for its users;



SURVEY INFLUENCE

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

80% of women surveyed consider free child care important

this center will give women the ability to empower themselves and as a result empower our future. a future where gender, race, or socioeconomic background do not create barriers. a future where equality is not something to be fought for, but exists among all born into the human race. a future where opportunity is endless and anything is possible.

E M P O W E R E D
E N G A G E D
& INTERCONNECTED

