

STUDIO 3 4 5

Business Incubation & Collaborative Studio Office

Project Statement

Downtown Rochester is the home to many emptied buildings ready for a renewal. The 17 E Main St Building is just that; a five story building awaiting redevelopment for a new space. The location is a soon to be speculative hybrid office space. Leasable and ready to use by a wide range of businesses, individuals, startups, and other groups looking to occupy a work space. Totalling out to 23,000 square feet divided between the five floors, the lower level, and the rooftop & penthouse. Each floor has a foot print of about 3,200 usable square feet.

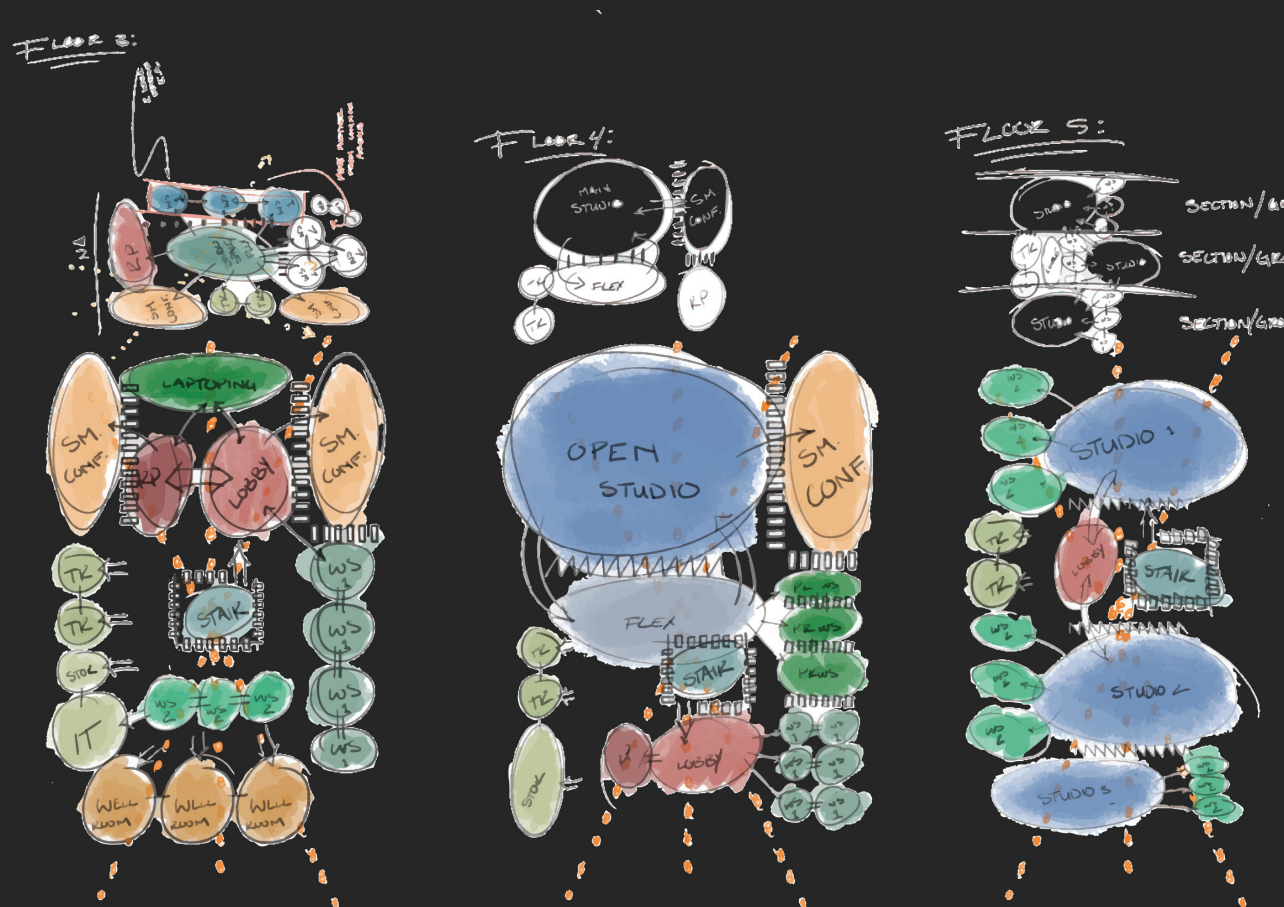
Concept Statment

A symbiotic relationship between working styles, employees, and a common goal; this is studio culture. A famous concept in the architectural world with focus group collaboration, communication, and creativity. As the world transitions back into the office, studio culture is crucial even outside of the design world. Allow people of varying skill background, and experience to impact a common goal together. This office design blends purebred studio culture with the office. Then the middle ground where the office as the world knows intermingles with the art studio.

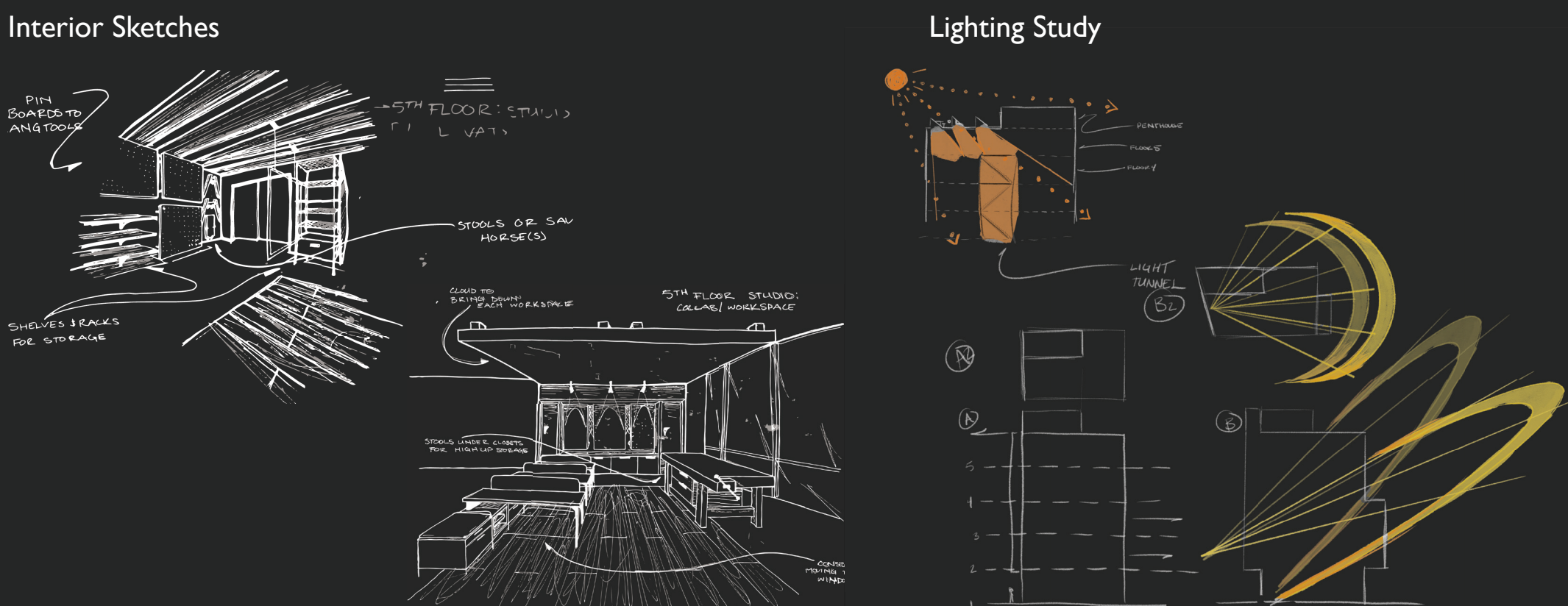
Mood Board



Bubble Diagrams

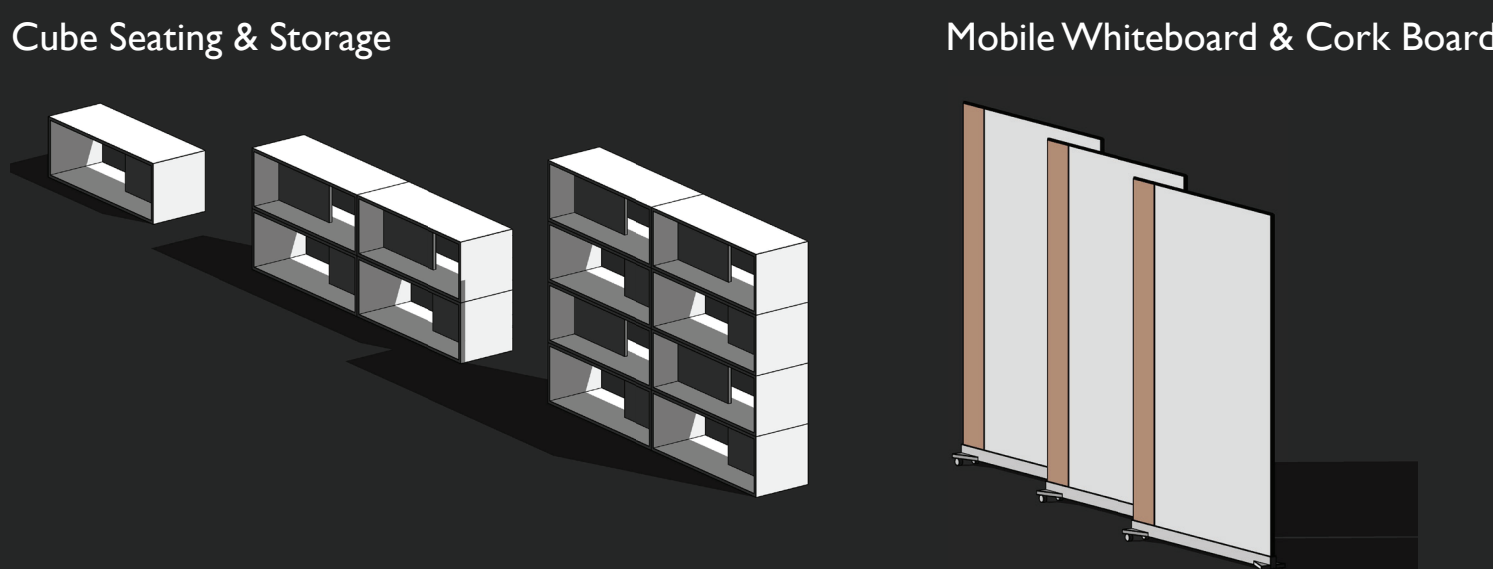


Sketches

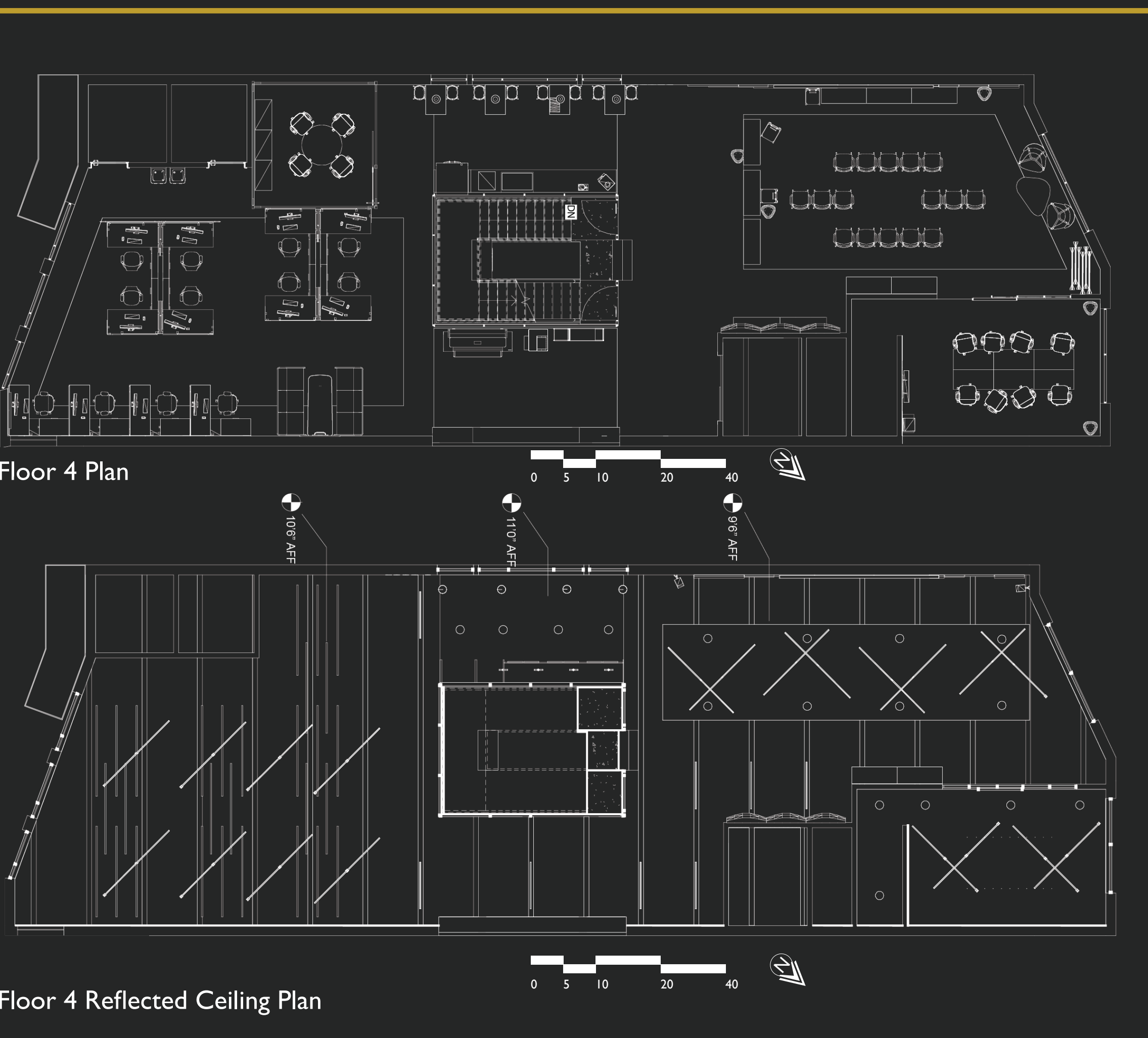
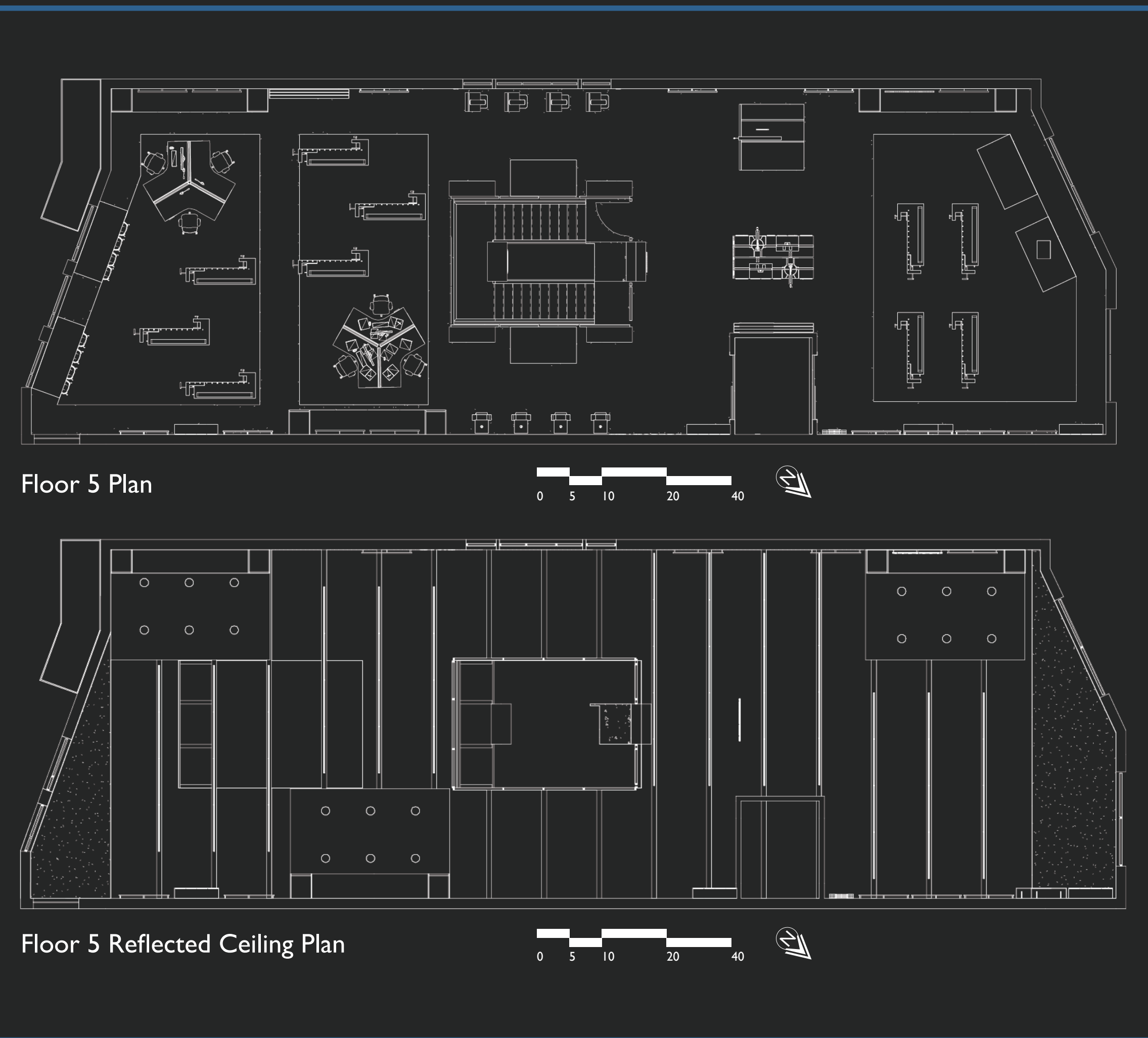
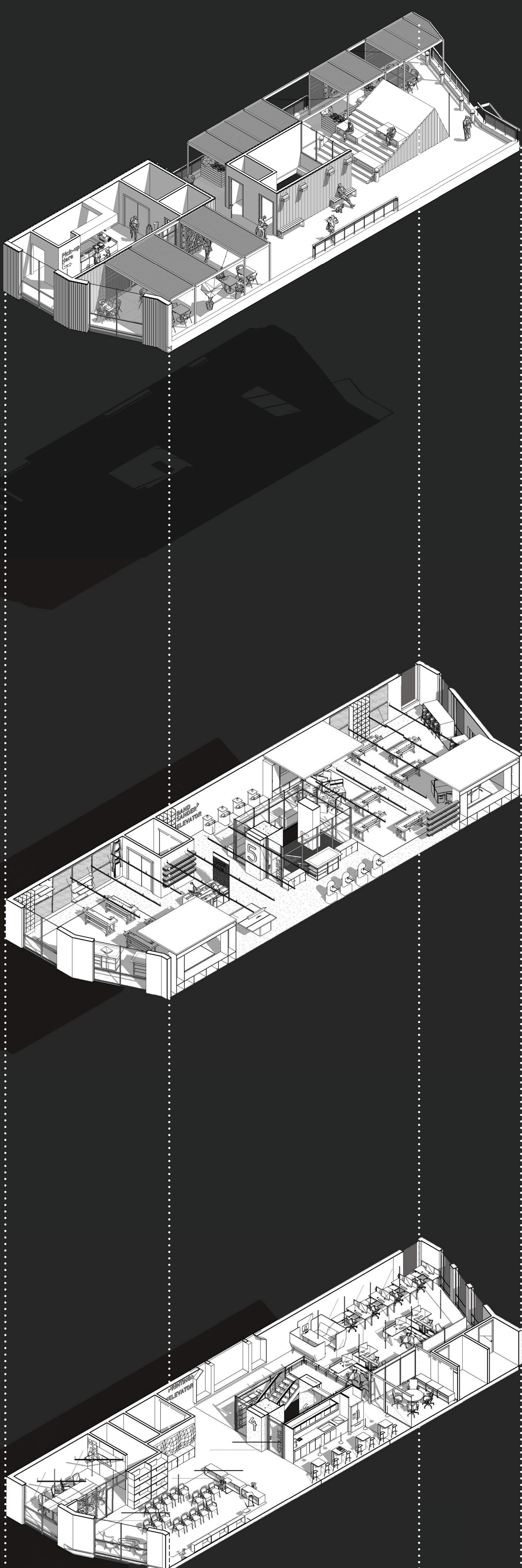
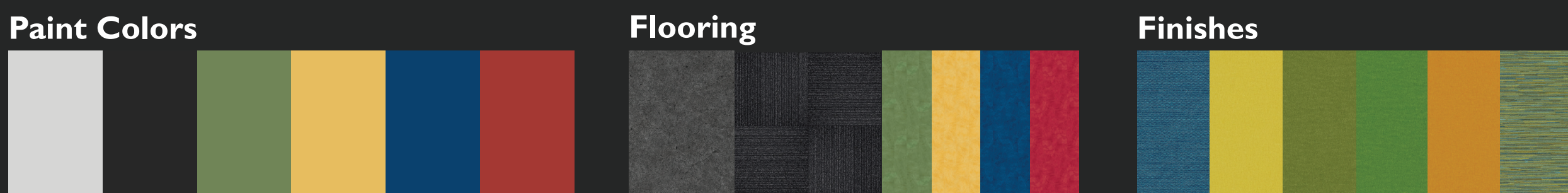


Collaborative Space

This space has an emphasis on collaboration and teamwork unlike no other office on the market. Utilizing a primarily open concept and furniture systems, the fourth floor studio flex space is the prime example of how Studio 345 wants to engage its users. Utilizing the cube seating to not only provide storage and seating, but to create partitions for small groups to meet together within the large space. In addition to this, there are mobile cork & whiteboard accessories that can also act as partitions, pin-up boards, and group work.



Materials



6TH FLOOR



This rooftop lounge, garden, and panini eatery is the perfect getaway from all things business. Plenty of private and social areas for visitors. The pergola sunshades provide the perfect amount of coverage from the sun on the east facade of the building while giving the neighboring building a view without blocking it's windows. Concept restaurant Cicero's Toasties gives an idea of how the current penthouse can be transformed into an attraction just as much as a view from the neighboring building as well.

06

5TH FLOOR



On the uppermost interior floor, there is a space that is mostly used as a art/design studio. Three studios that each come with their own set of workstations. This space is directed towards the shorter term tenants. Those who need a studio for a small group for a month. Or perhaps to rent out two or even all three for a summer program for a local school or university. This art space is primarily open, yet modular enough to the point where open space can become smaller pockets of workspace when needed. Additionally this studio utilizes basic wood shop tools and storage practice to even emulate the increasingly popular maker space.

05

4TH FLOOR



In the center of these three office floors, there is the literal middle ground between the classic office and the studio directed space. With a blend of open studio/flex collaborative space, plenty of secluded work area, huddles, conference, and ample space to move potentially large art pieces or models (considering the architectural & furniture industries). Another lounge/lobby area that also doubles as workspace for those who prefer a relaxed space for their daily tasks. Here art and desk work can peacefully coexist.

04

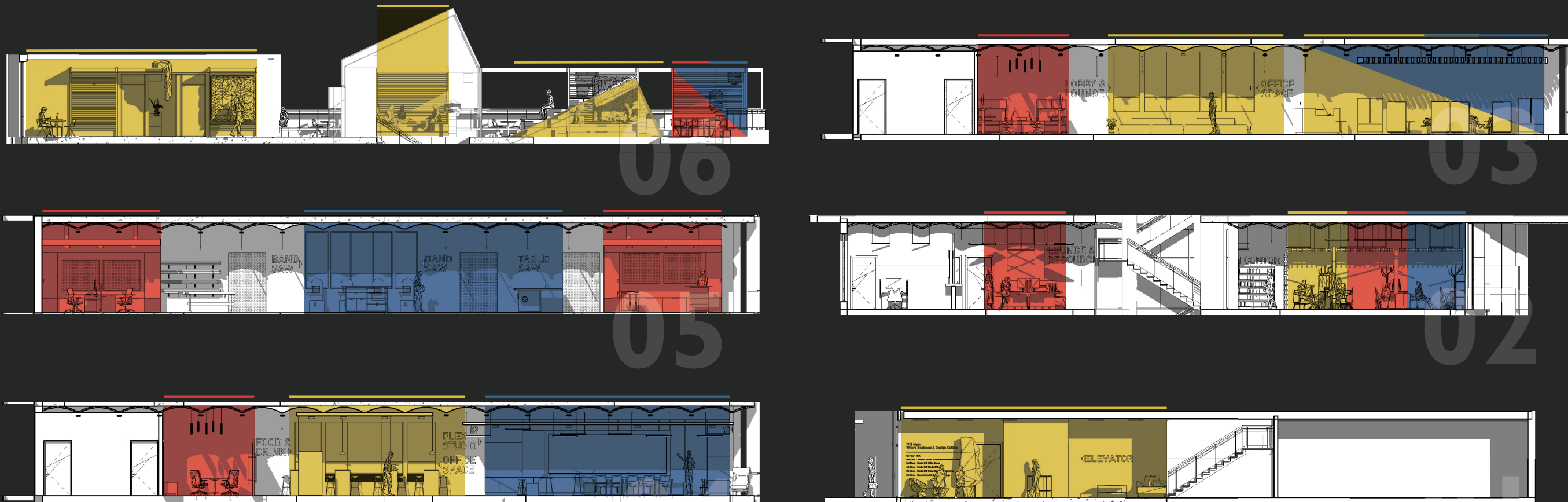
Furniture Selections



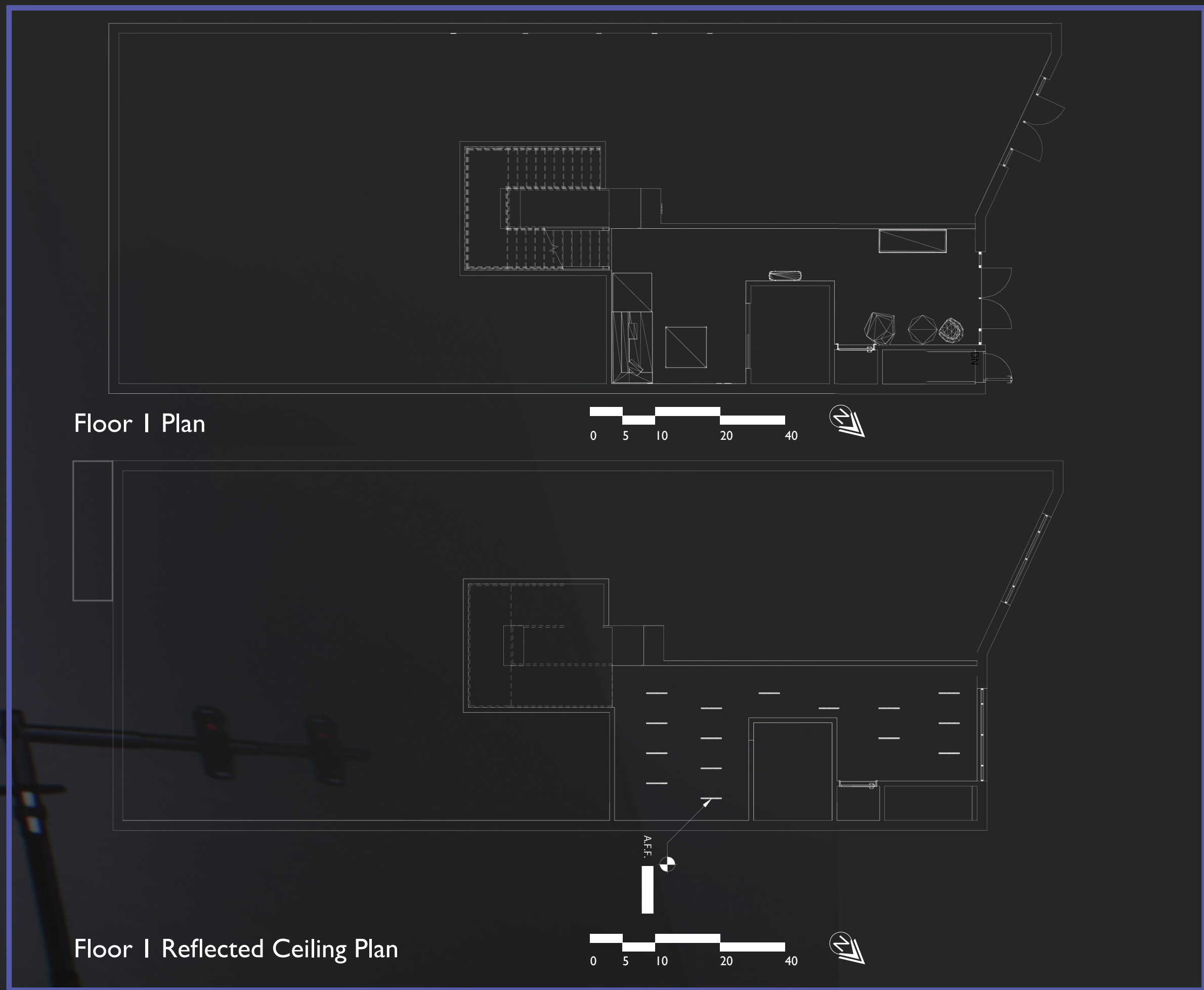
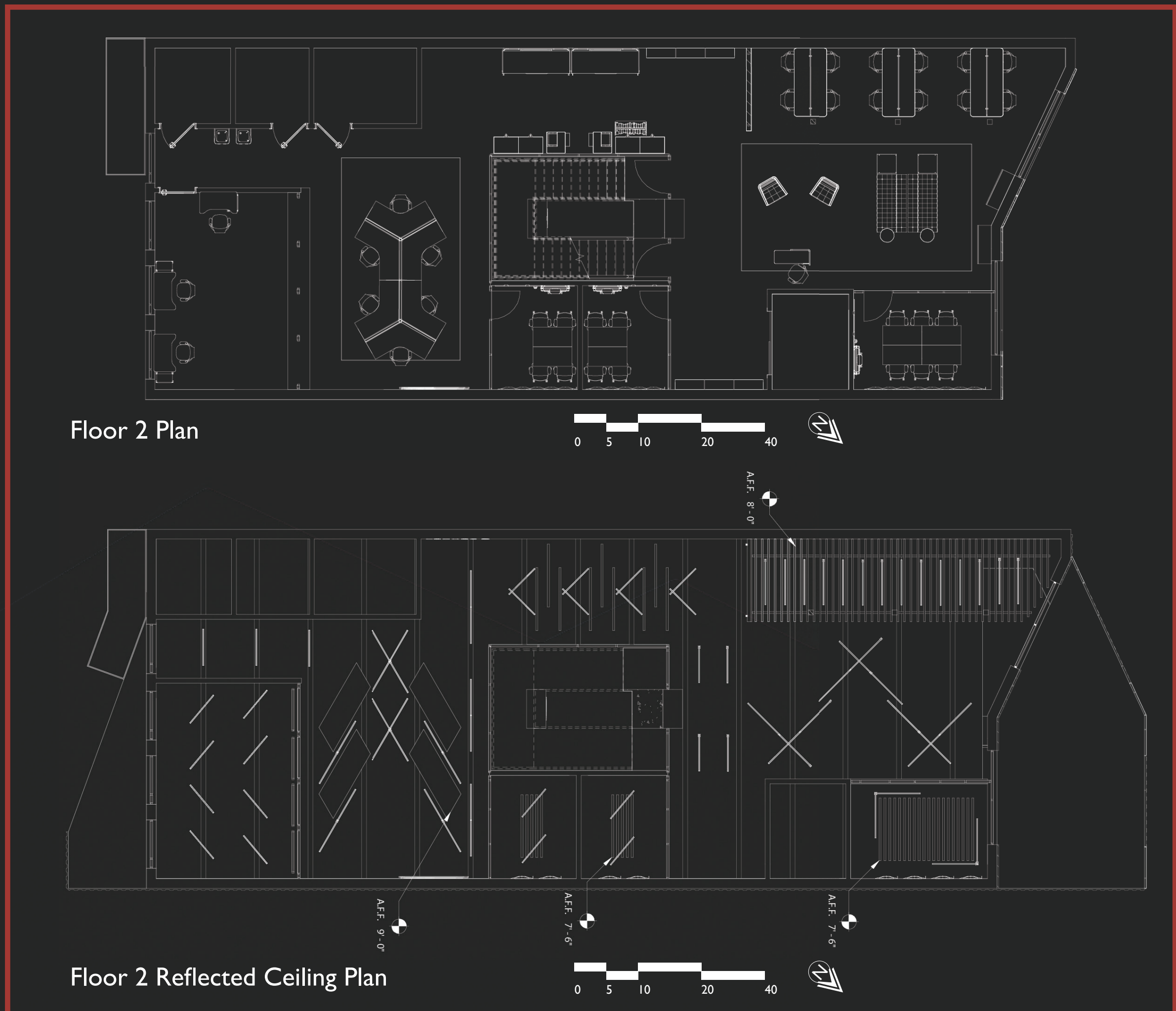
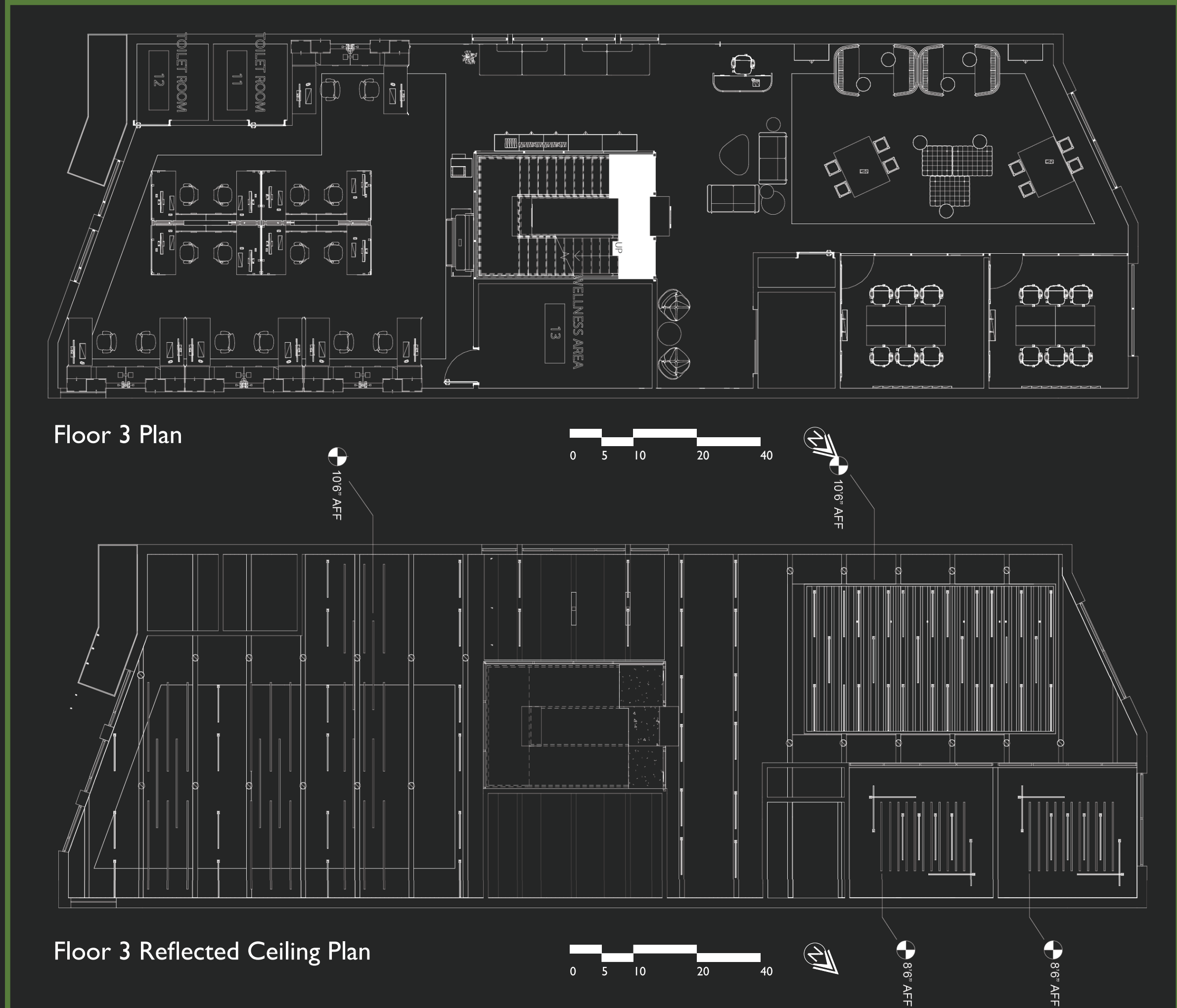
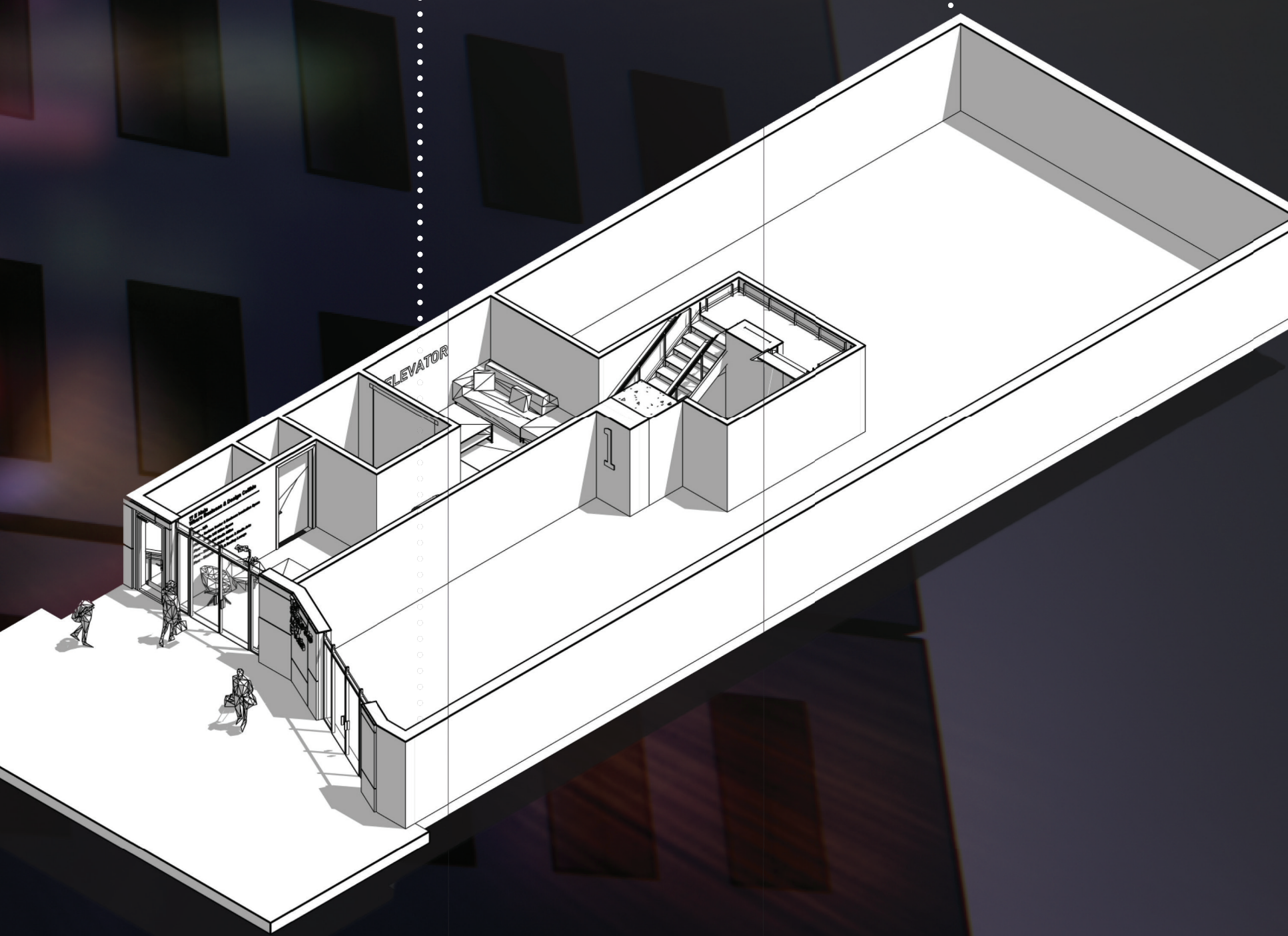
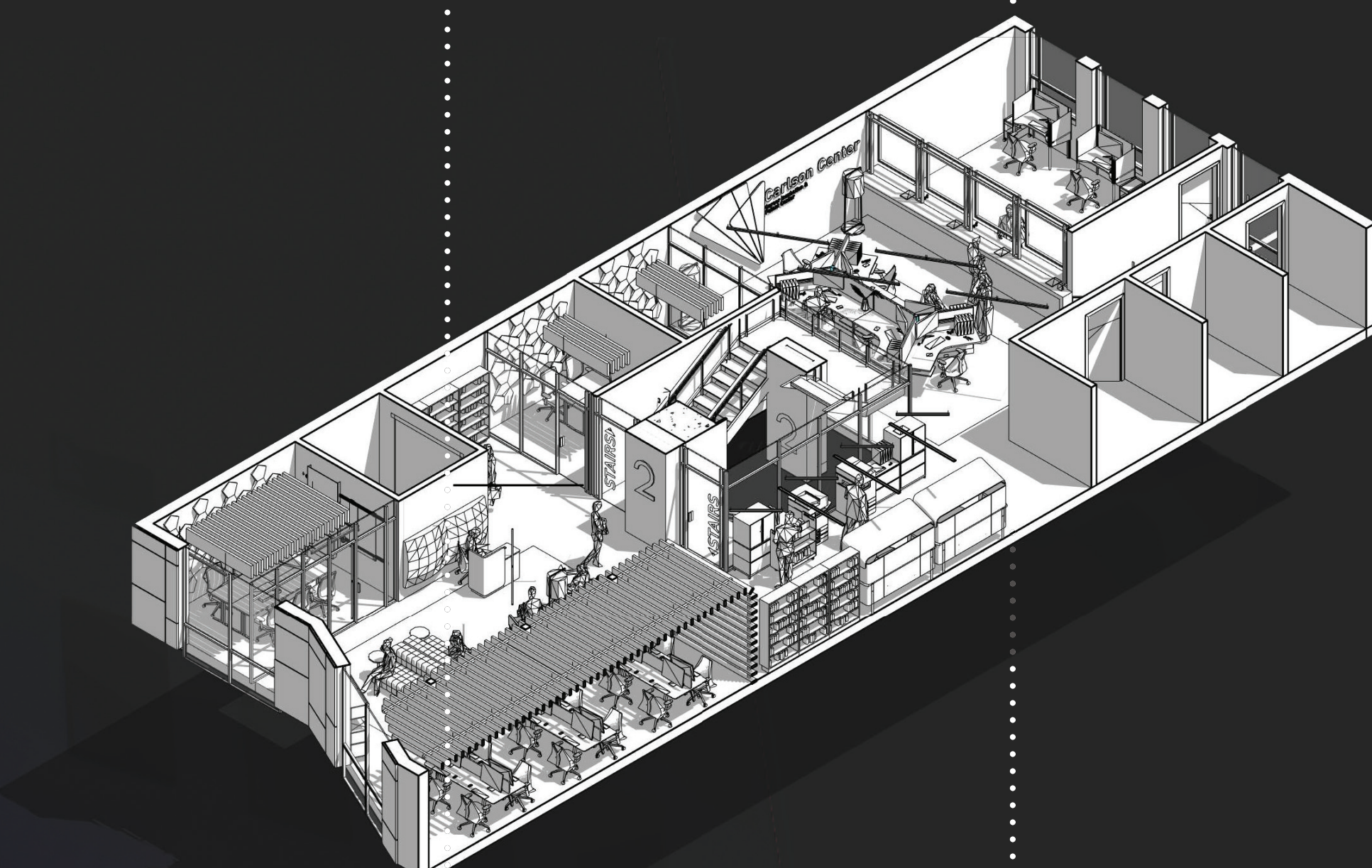
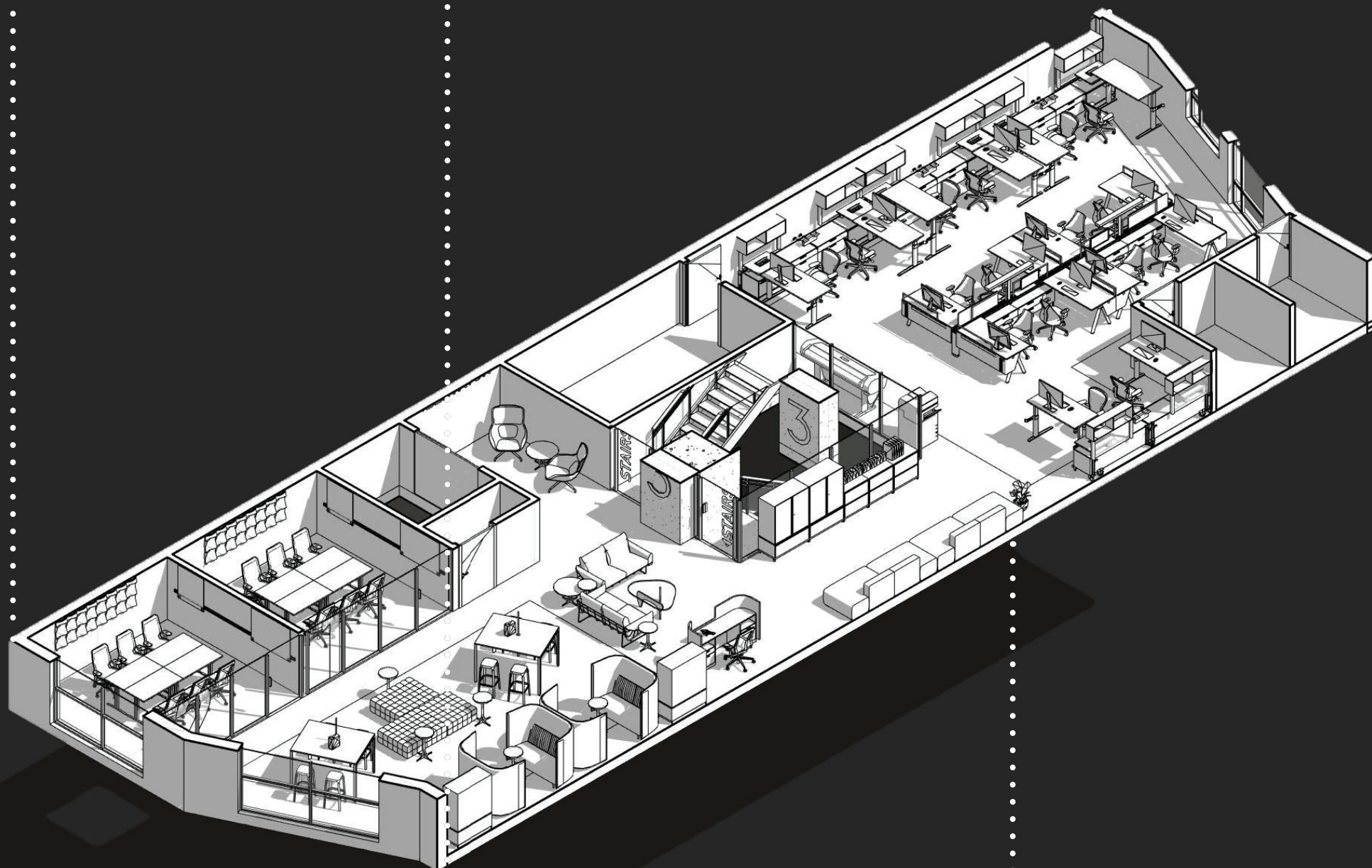
Lighting Fixture Selections



Building Sections



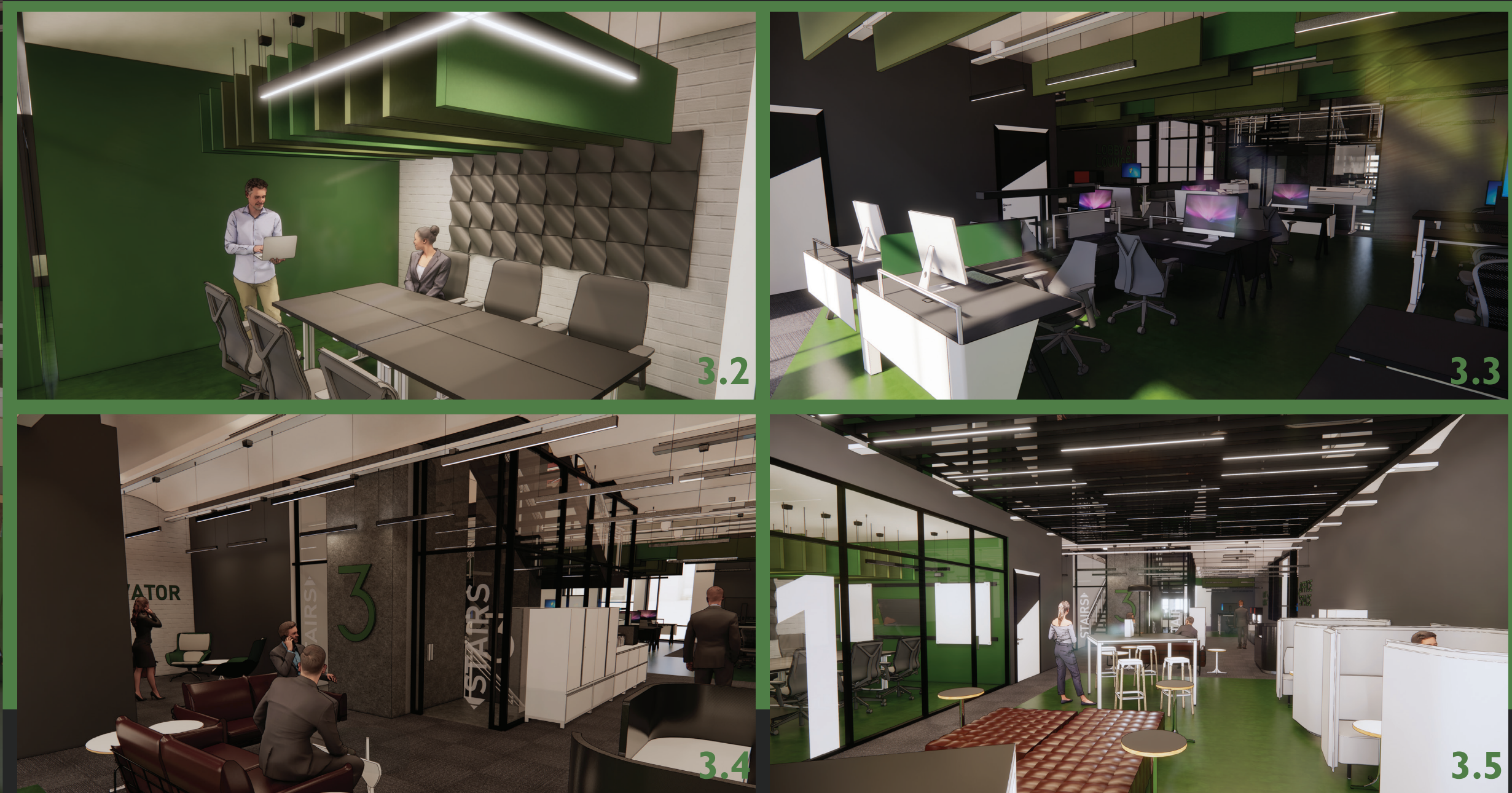
■ Private / Workstations ■ Social / Lounge Areas ■ Huddle / Collaborative Space



3RD FLOOR



This section of the building reflects the direction that the office world is going currently. Countless desks and various sizes in workstations, wellness area, areas for small group work, small conference/huddle space, and private space. A space that bares no discrimination to the average business or group that doesn't necessarily have a connection to the arts. Sit down and desk work that still offers amenities in the office that isn't offered at home. Wanted an office, this floor provides the necessities.



2ND FLOOR



The second floor of this building features a business incubation center where entrepreneurs are able provided public spaces to collaborate, work, and receive professional patent & branding consultation. The Carlson Center at the south end of the second floor provides the patent office space, individual workstations, a wellness space, and a small conference room for business incubation. The north end of the building has two more conference rooms, countless public computers, and a variety of comfortable seating that acts both public and private.



1ST FLOOR



Above the main entryway of the building there is a mural that contrasts the sharp modern design of the rest of the exterior while also incorporating the colors associated with every floor. The first floor entry provides signage for what is available on each floor; package delivery space, elevator & stair access, as well as some touch down seating. The mural above the entry expresses the creativity that the Studio 345 is all about while the white walls of the entry lobby represents the blank canvas for all that is happening in the upper floors.

