

# DESIGN BRIEF

CLARISSA TER MAAT  
OSCAR ELMENDORF

TOM HARDY  
CONTEXTUAL  
RESEARCH



## QUESTION TO ANSWER:

HOW CAN WE MORE EFFICIENTLY  
AND EFFECTIVELY MAXIMIZE SPACE  
AT THE SAVANNAH COLLEGE OF ART  
AND DESIGN GULFSTREAM  
BUILDING?

WHO HAS THE PROBLEM?

WHERE IS THE PROBLEM?

STUDENTS AND FACULTY AT THE SAVANNAH COLLEGE OF ART AND DESIGN WHO OCCUPY THE GULDFSTREAM BUILDING ,DO NOT HAVE ENOUGH SPACE FOR WORKING, STORING, AND PRESENTING THEIR WORK.

# WHAT OPPORTUNITY EXISTS FOR SOLVING THE PROBLEM?

OPPORTUNITIES ARISE WITH THE USE OF THE SPACE. EVERYTHING FROM WALKING, STORING, PRESENTING, AND COLLABORATING. OPPORTUNITIES TO LOOK AT ARE:

- LAYOUT
- PARKING LOT
- COMMUNAL SPACE

RESEARCH POSTER  
QUANTITATIVE DATA

GULFSTREAM

WHAT MATTERS MOST

  
PARKING

  
WORKING SPACE  
BENCHROOM COMPUTER LABS HALLWAY TABLES

WHAT WOULD YOU LIKE  
TO SEE IMPROVED

  
STORAGE  
LOCKERS MATERIALS SHELVES

  
COMMUNAL SPACE  
COLLABORATIVE AREAS FOR WORKING

# RESEARCH QUESTIONNAIRES

## QUALITATIVE DATA

HOW LONG HAVE YOU BEEN AT GULF?  
HAVE THERE BEEN ANY CHANGES/IMPROVEMENTS TO THE  
BUILDING SINCE YOU HAVE BEEN HERE?  
IF SO, WHAT WERE THEY?  
WHAT WAS THE PROCESS FOR THEM TO BE MADE?  
WHAT ARE THE BIGGEST PROBLEMS YOU'VE SEEN AT GULF?  
PERSONALLY  
AS A WHOLE  
IN TERMS OF LAYOUT AND SPACE, WHAT WOULD YOU LIKE TO  
SEE IMPROVE?  
HOW DID THE CURRENT LAYOUT COME TO BE?  
WHY DO YOU THINK THERE HAVE BEEN CHANGES?  
DO YOU CONSIDER GULFSTREAM TO BE A WELL DESIGNED FACILITY?

DO YOU LIKE TO WORK HERE? WHY OR WHY NOT?  
DOES HAVING MORE OR LESS SPACE EFFECT YOUR WORKING HABITS?  
HOW MANY HOURS DO YOU SPEND AT GULF PER WEEK?  
HOW DO YOU FEEL ABOUT THE PART OF MONTGOMERY STREET GULF IS ON?  
WHEN YOU'RE IN A GROUP PROJECT OR WORKING WITH A GROUP,  
DO YOUR WORKING HABITS CHANGE?  
WHERE DO YOU WORK IF YOU DO NOT WORK AT GULF?  
WHAT DO YOU THINK IS THE BEST PART ABOUT GULFSTREAM?  
WHAT IS THE LAST SCAD EVENT YOU HAVE ATTENDED?  
WHERE DO YOU SPEND MOST OF YOUR TIME IN GULFSTREAM WHEN NOT IN CLASS?  
DOES THE ENVIRONMENT FOSTER COLLABORATION WITH OTHER PEOPLE?  
WITH OTHER MAJORS?

# ANALYSIS - STUDENTS

<b>S</b> SOCIAL	18-25, 20-30 HOURS A WEEK OUTSIDE OF CLASS VALUES GULFSTREAM, VALUES STORAGE SPACE (NONE OF), MOST TIME SPENT IN BENCHROOM, BIGGER CLASS ROOMS AND BENCHROOM, NO OVERNIGHT SPACE/PERSONAL SPACE, COLLABORATION
<b>T</b> TECHNOLOGICAL	LIKE THE NEW COMPUTERS, NEED MORE COMPTUERS, FACILITIES ARE GREAT
<b>E</b> ENVIRONMENT	NEED BIGGER CLASSROOMS, BENCHROOM, AND SHOP. LACK OF SPACE GIVES NO COLLABORATION. LESS SPACE = LESS ORGANIZED = POOR WORK,
<b>E</b> ECONOMICAL	SHOP SHOP NEEDS BIGGER SUPPLY SELECTION, MORE VENDING MACHINE/FOOD OPTIONS
<b>P</b> POLITICAL	"FIGHTING" OVER BENCHROOM SHELVES, NO COLLABORATION OR GOOD WILL BETWEEN ID STUDENTS AND FURNITURE STUDENTS. NO COLLABORATION BETWEEN SERVICE DESIGN AND DESIGN MANAGEMENT.

# ANALYSIS - TEACHERS

<b>S</b> OCIAL	AGE 30+, NO SPACE CRAMPS WORKING HABITS, VALUE COLLABORATION AND GROUP WORK, 30-40 HOURS A WEEK, MORE FOOD, LIKE TO WORK AT GULF, VALUE THE SHOP
<b>T</b> ECHNOLOGICAL	
<b>E</b> NVIRONMENT	NO CHANGES OR UPGRADES IN PAST FIVE YEARS, STERILE, NOT ENOUGH PIN-UP - WALLSPACE, PARKING LOT, GRAD SPACE IS MOST FLEXIBLE, LAYOUT OF BENCHROOM, DIGILAB, AND FACULTY LOUNGE HAVE BEEN CHANGED, DOES NOT FOSTER COLLABORATION
<b>E</b> CONOMICAL	CLASSROOMS DON'T REFLECT DESIGN LEARNING TECHNIQUES, NEED ANOTHER BUILDING, USE TO BE INDIVIDUAL DESKS FOR STUDENTS,
<b>P</b> OLITICAL	



## INSIGHTS

- BIGGER CLASSROOMS NEEDED
- NO COLLABORATION OPPORTUNITIES (SPACE, ENVIRONMENT AND BETWEEN MAJORS)
- LESS SPACE = LESS ORGANIZED = POOR WORK
- NO PERSONAL SPACE
- CLASSROOMS DO NOT REFLECT DESIGN LEARNING TECHNIQUES
- POOR PARKING LOT
- UNSAFE CROSSWALK

# GULFSTREAM DESIGN LAYOUT IDEAS

# BUILDING DESIGN #1

3 stories

1st - Parking

2nd - Shop, Bench room, Storage space

Teacher offices and lounge

- Normal parking lot stays and connects with

1st story parking

- Extra parking lot across the street stays and is paved

\*Clarissa's favorite

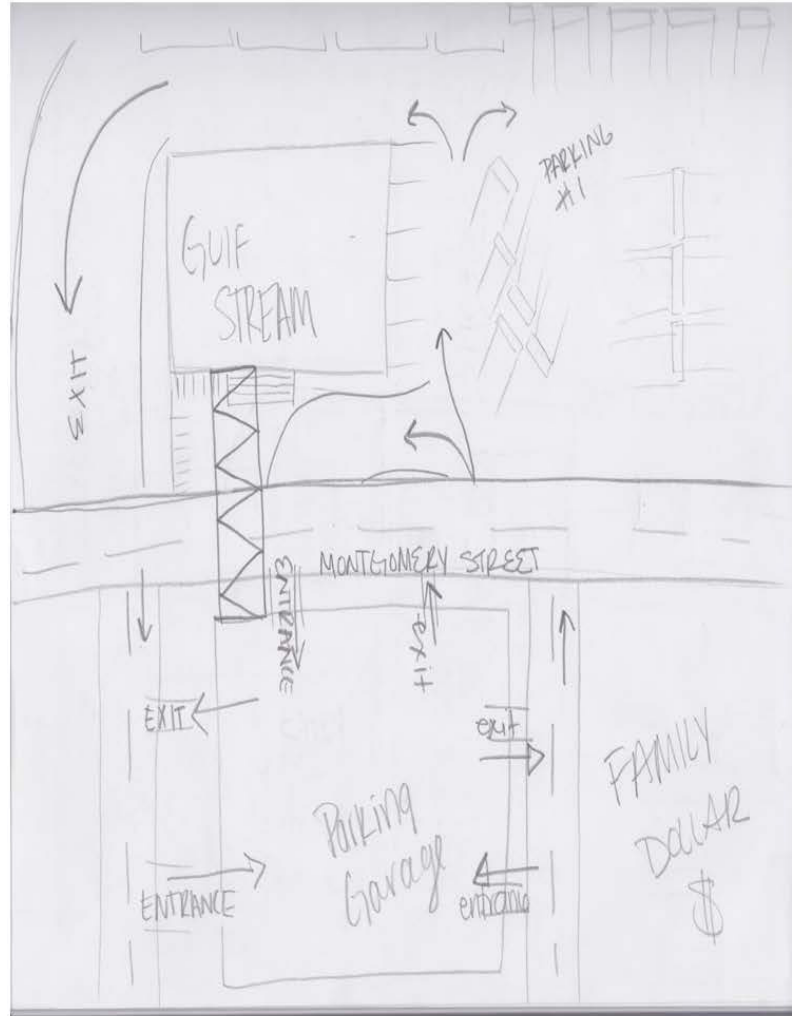
# BUILDING DESIGN #2

2 stories

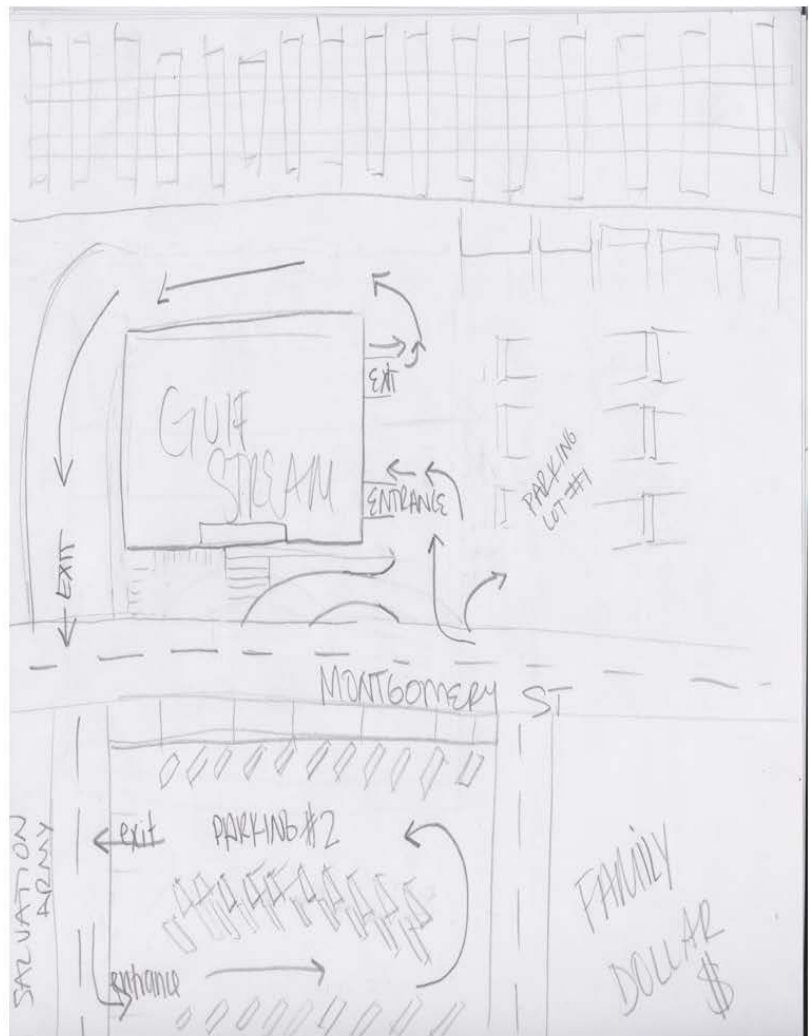
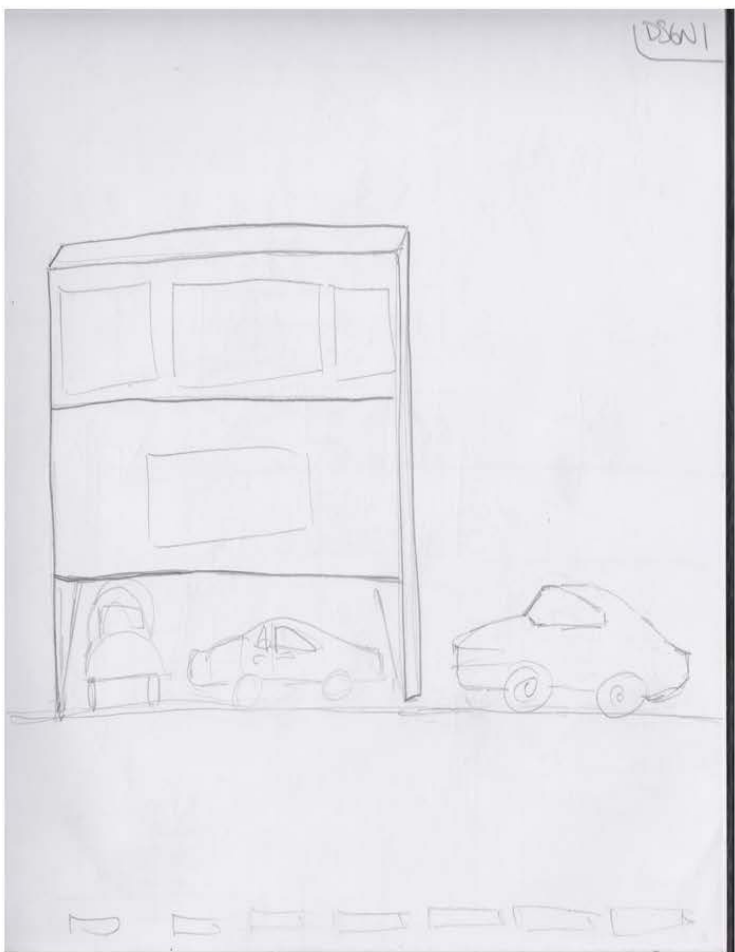
1st - Bench room, Shop, Storage

2nd - Classrooms (walls on tracks), Computer labs,  
Faculty offices and lounge

- Normal parking lot stays
- Add garage on extra parking lot
- Add bridge that connects from 2nd story parking garage to 2nd story Gulf



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# BUILDING DESIGN #3

3 stories

1st - Parking

2nd - Shop, Bench room, Storage space

3rd - Classrooms (Walls on tracks), Computer labs,  
Teacher offices and lounge

- Remove normal parking lot and build Gulfstream building on entire property
- Extra parking turns into parking garage

\*Oscars' favorite

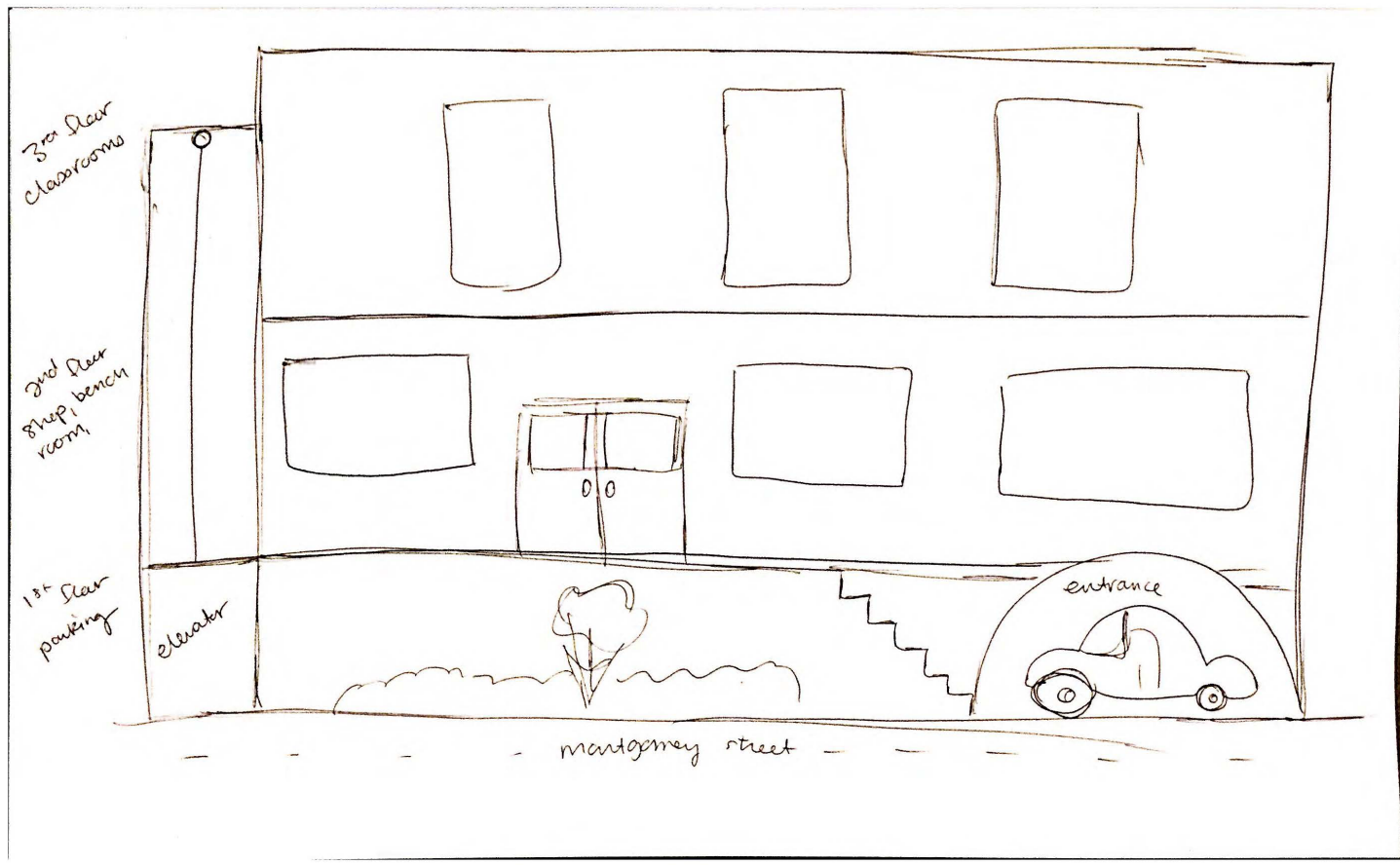
3rd floor  
classrooms

2nd floor  
shop, bench  
room

1st floor  
parking

elevator

montgomery street





# BUILDING DESIGN #4

2 stories

1st - Bench room, Shop, Storage

2nd - Classrooms (walls on tracks), Computer labs,  
Faculty offices and lounge

- Normal parking turns into parking garage
- Sell extra lot for money

---or---

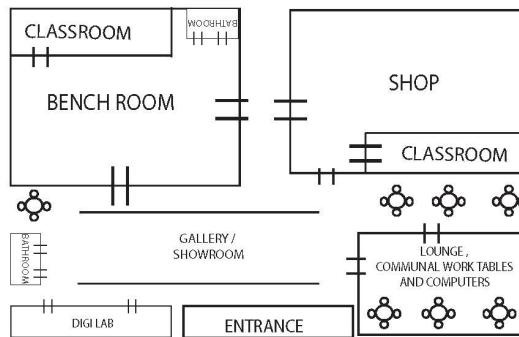
- Turn extra parking lot into garage

---or---

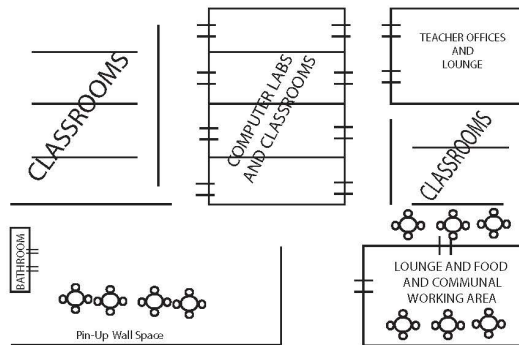
- Keep extra parking lot as is and pave it

\* Most feasible

# INTERIOR LAYOUT DESIGN #1



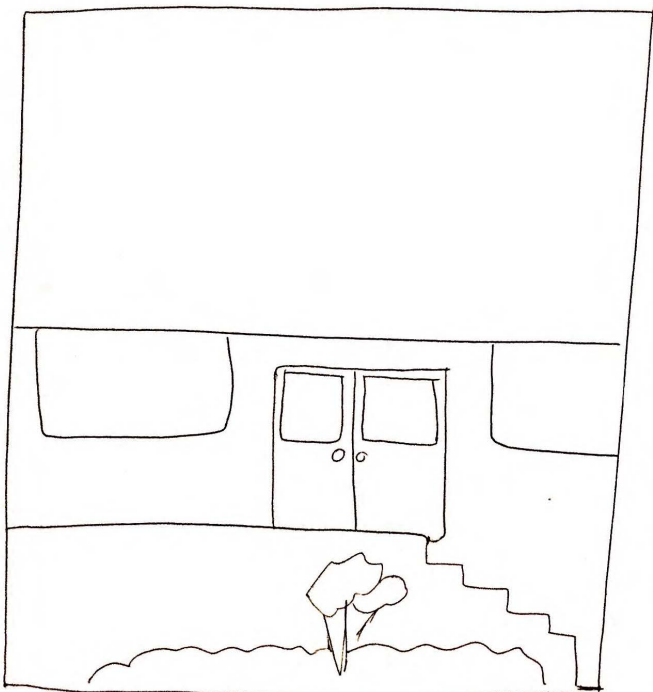
LEVEL 1/2 depending on if there is a first floor



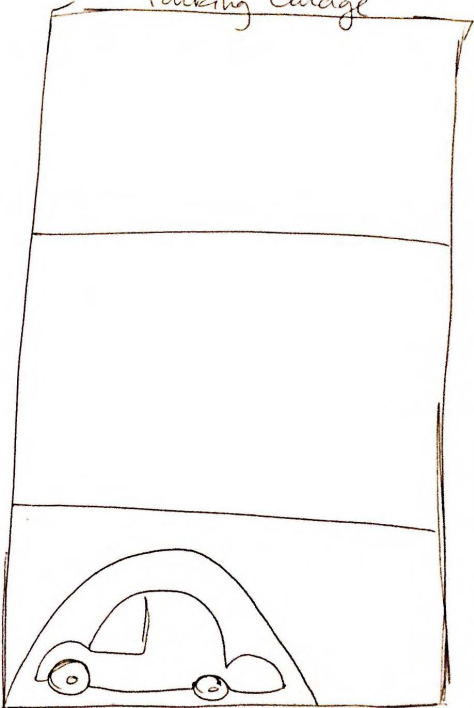
LEVEL 2/3 depending on if there is a first floor

2nd floor  
Clerks  
Computer  
Labs

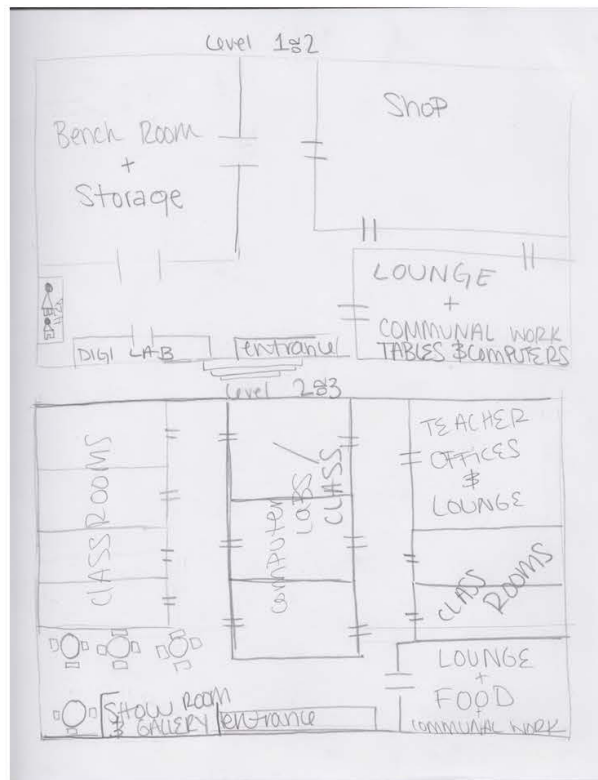
1st floor  
Bench Room, Shop



Parking Garage



# INTERIOR LAYOUT DESIGN #2



# CONCEPT PROTOTYPES

"SPONTANEOUS MEETINGS ANYWHERE AND EVERYWHERE.  
WORKSPACES THAT MOVE AND SHIFT AS TEAMS NEED THEM TO.  
COMFY COUCHES FOR QUIET CONCENTRATION.  
AND THOUSANDS OF LINEAR FEET OF WHITEBOARDS.  
IN SPACES BUILT FOR COLLABORATION, OUR DESIGNERS LEARN, PRACTICE  
AND TEACH NEW WAYS OF THINKING ABOUT DESIGN."

-IBM DESIGN

# INTERIOR BLUEPRINTS

FIRST FLOOR



- CLASSROOMS & COMPUTER
- COMMUNAL AREAS & LOUNGE AREA
- BENCH ROOM
- THE SHOP
- GALLERY SPACE & SHOW ROOM
- TEACHER OFFICES & LOUNGE
- BIG LAB, WELDING ROOM, MICRO LAB, FURNITURE LAB
- BATHROOM



SECOND FLOOR



CLASSROOMS & COMPUTER LABS



COMMUNAL AREAS & LOUNGE AREA



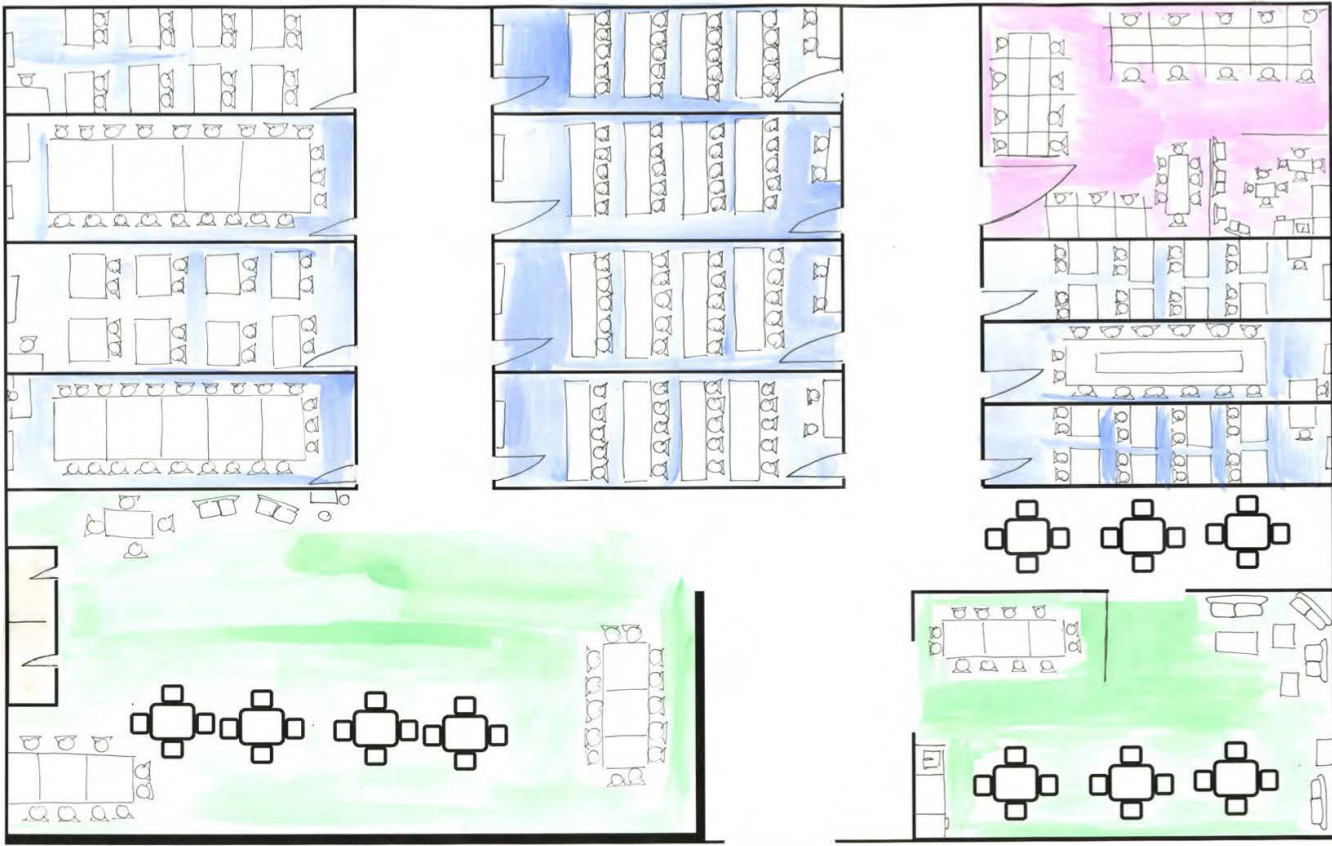
TEACHER OFFICES & LOUNGE



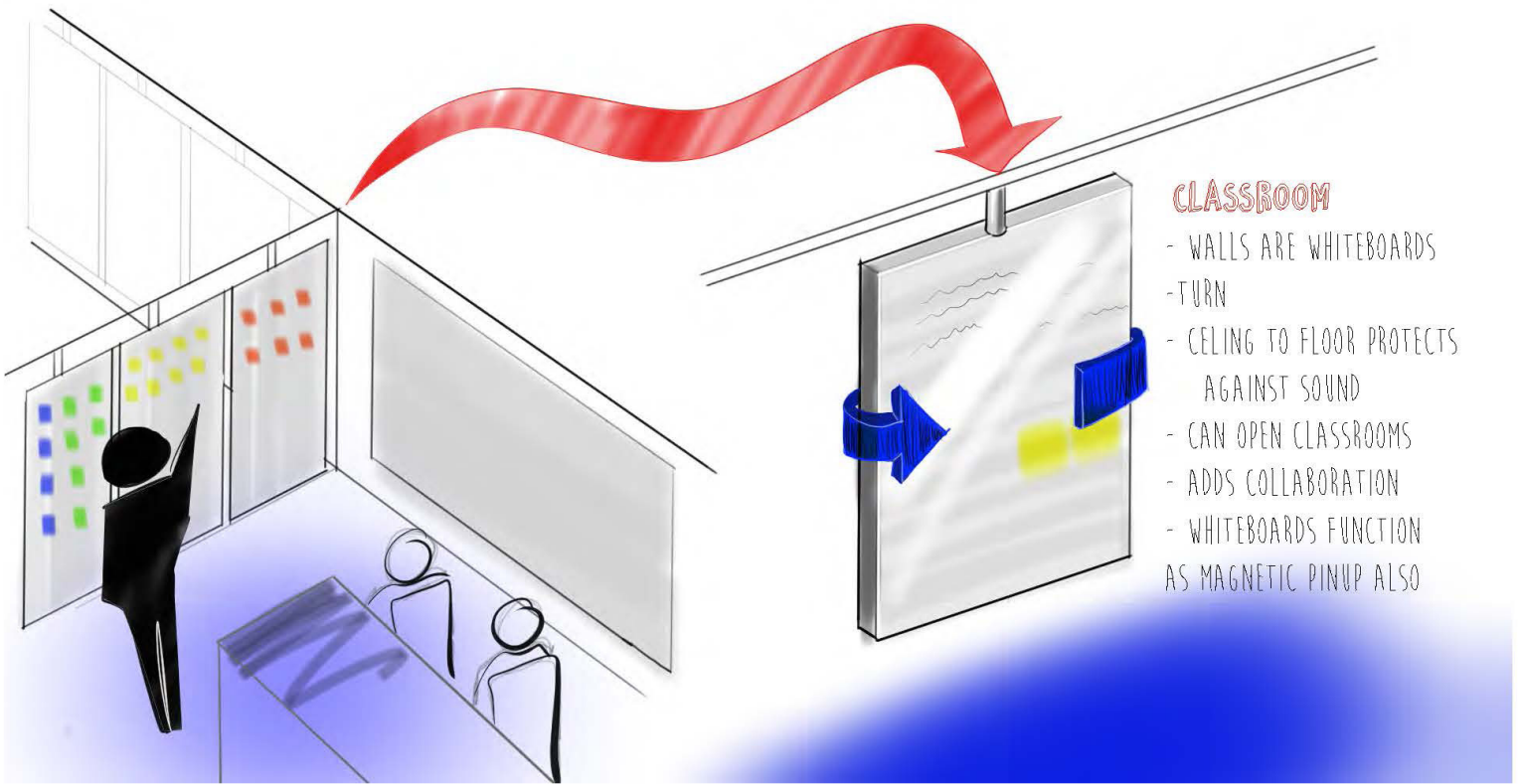
DIGI LAB, WELDING ROOM, PHOTO LAB, FURNITURE AREA



BATHROOM



# INTERIOR CONCEPTS DRAWINGS



### CLASSROOM

- WALLS ARE WHITEBOARDS
- TURN
- CEILING TO FLOOR PROTECTS AGAINST SOUND
- CAN OPEN CLASSROOMS
- ADDS COLLABORATION
- WHITEBOARDS FUNCTION AS MAGNETIC PINUP ALSO

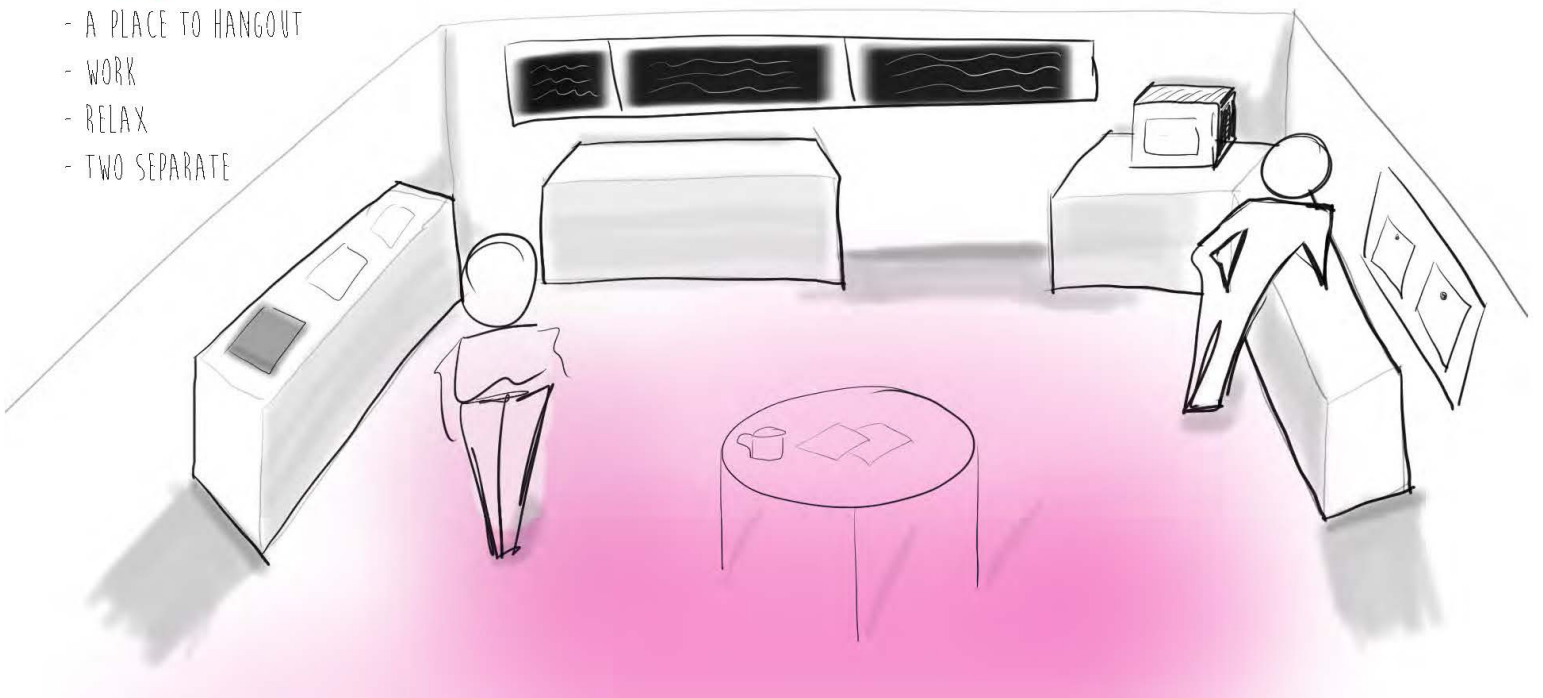
ENTRANCE

- GALLERY ON LEFT
- STUDENT LOUNGE ON RIGHT



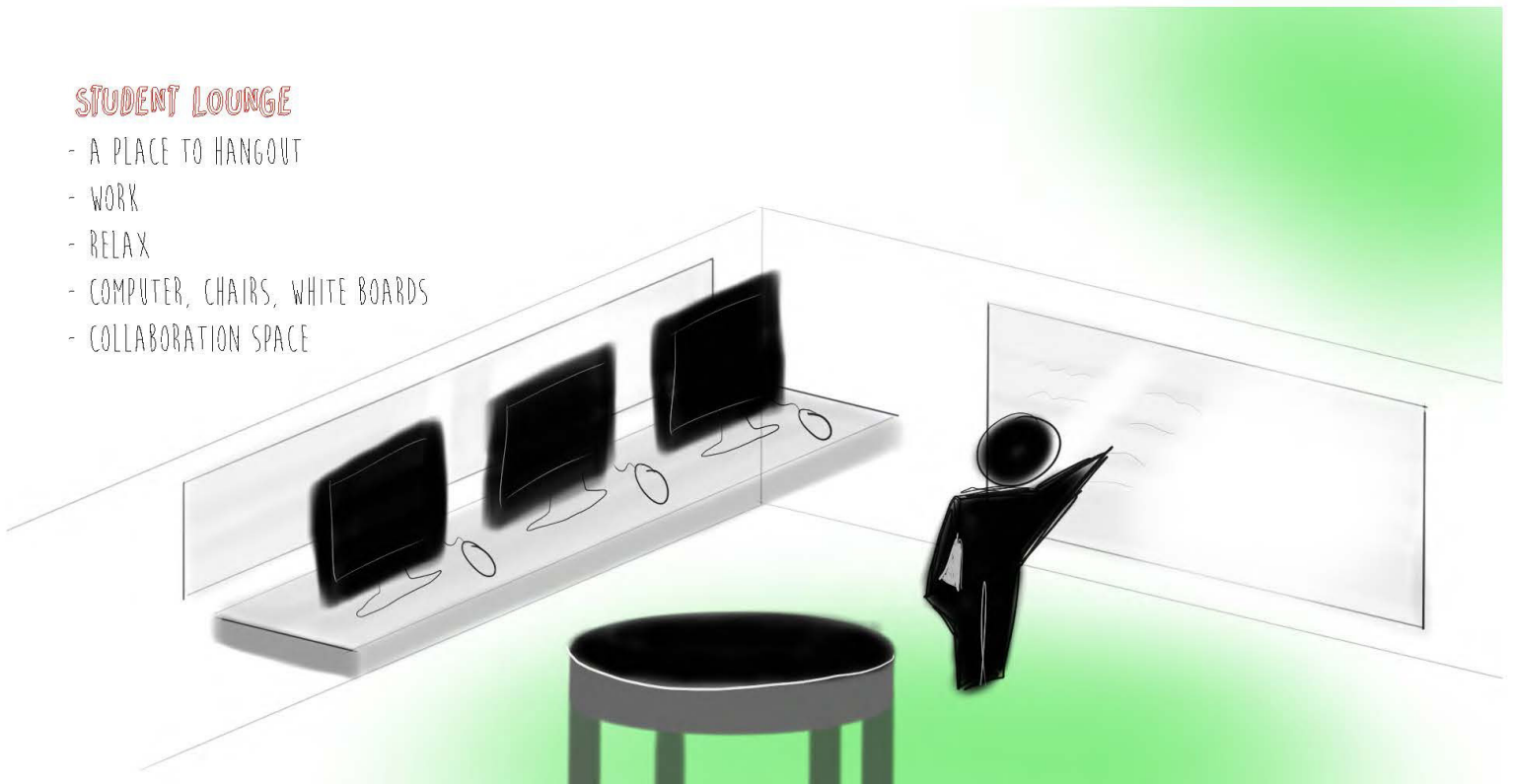
## TEACHERS LOUNGE

- A PLACE TO HANGOUT
- WORK
- RELAX
- TWO SEPARATE

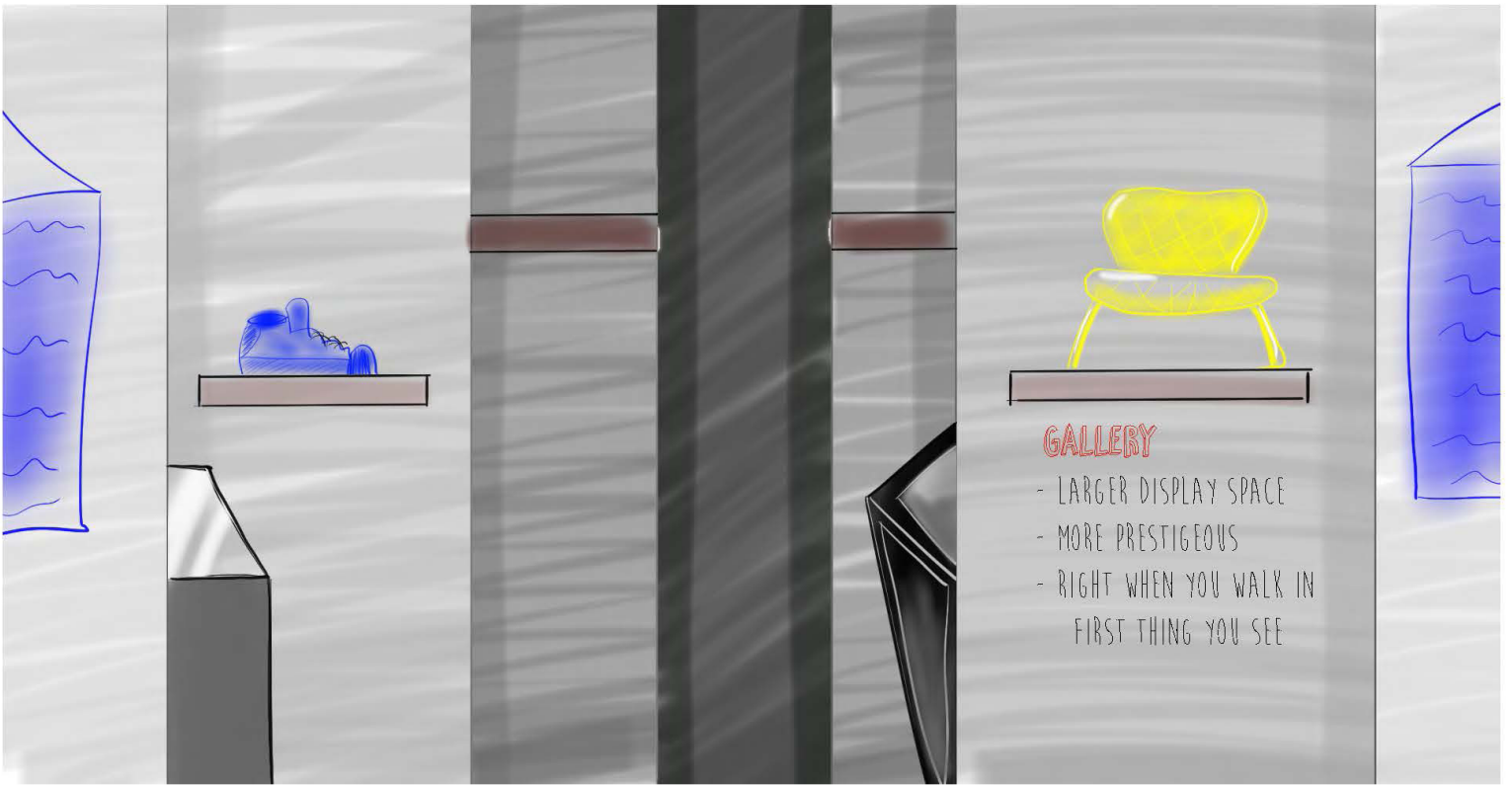


## STUDENT LOUNGE

- A PLACE TO HANGOUT
- WORK
- RELAX
- COMPUTER, CHAIRS, WHITE BOARDS
- COLLABORATION SPACE





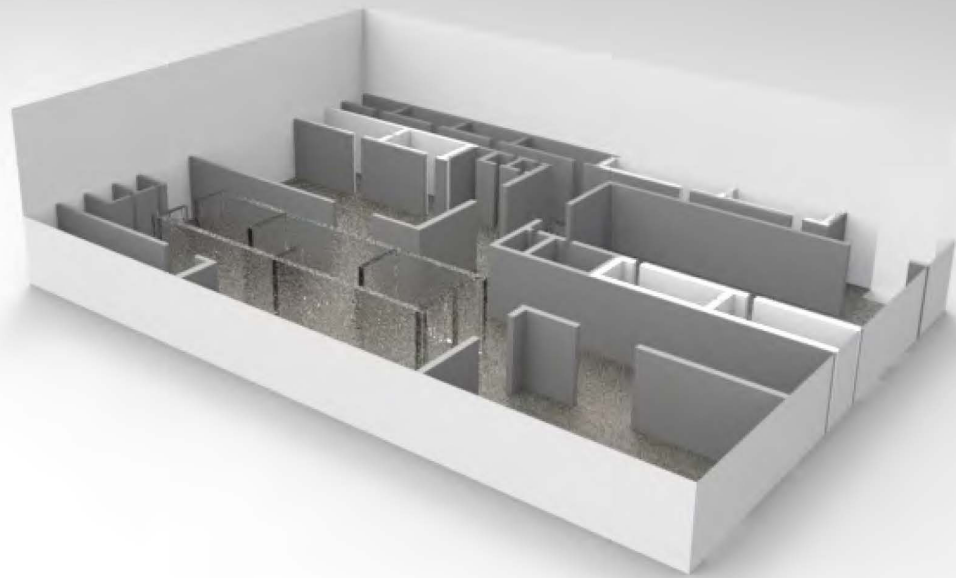


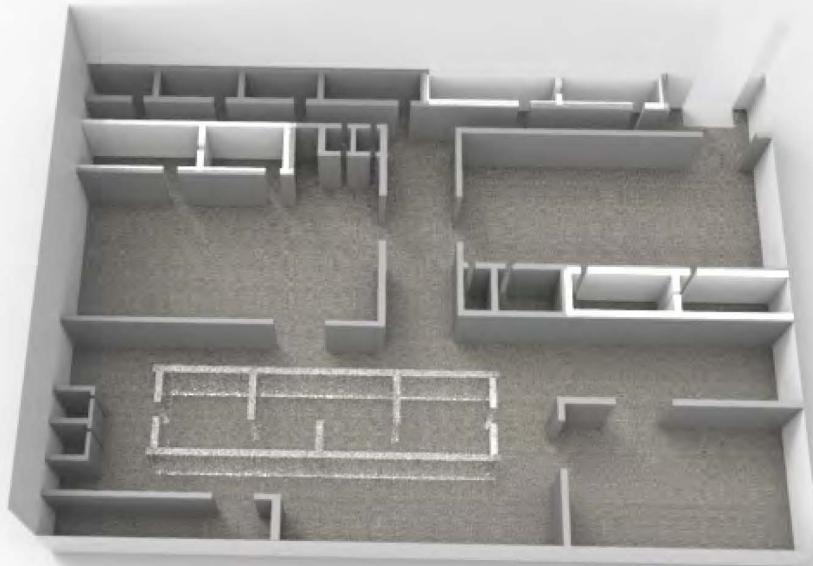
**GALLERY**

- LARGER DISPLAY SPACE
- MORE PRESTIGIOUS
- RIGHT WHEN YOU WALK IN FIRST THING YOU SEE

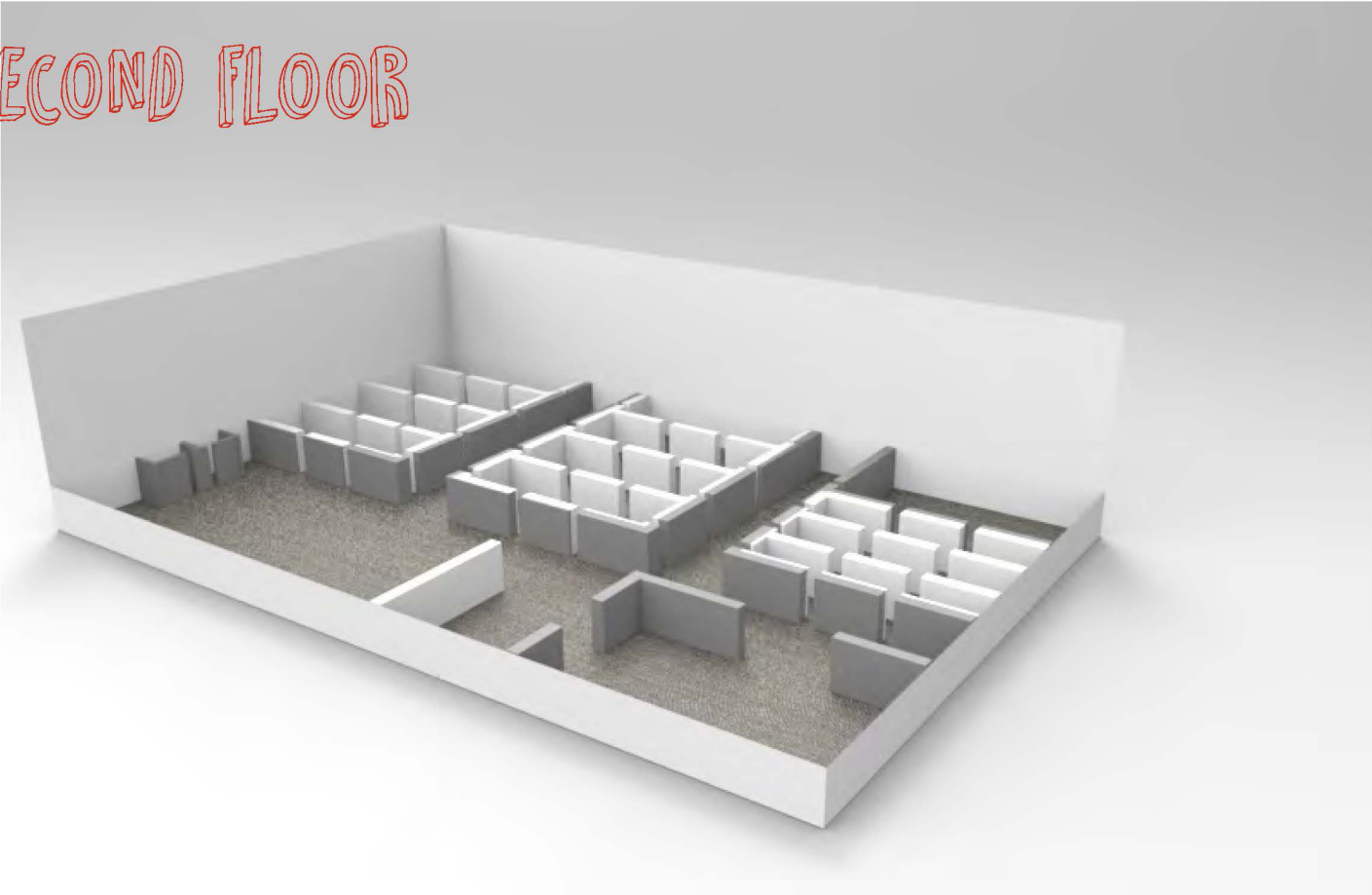
3D MODEL DRAFT

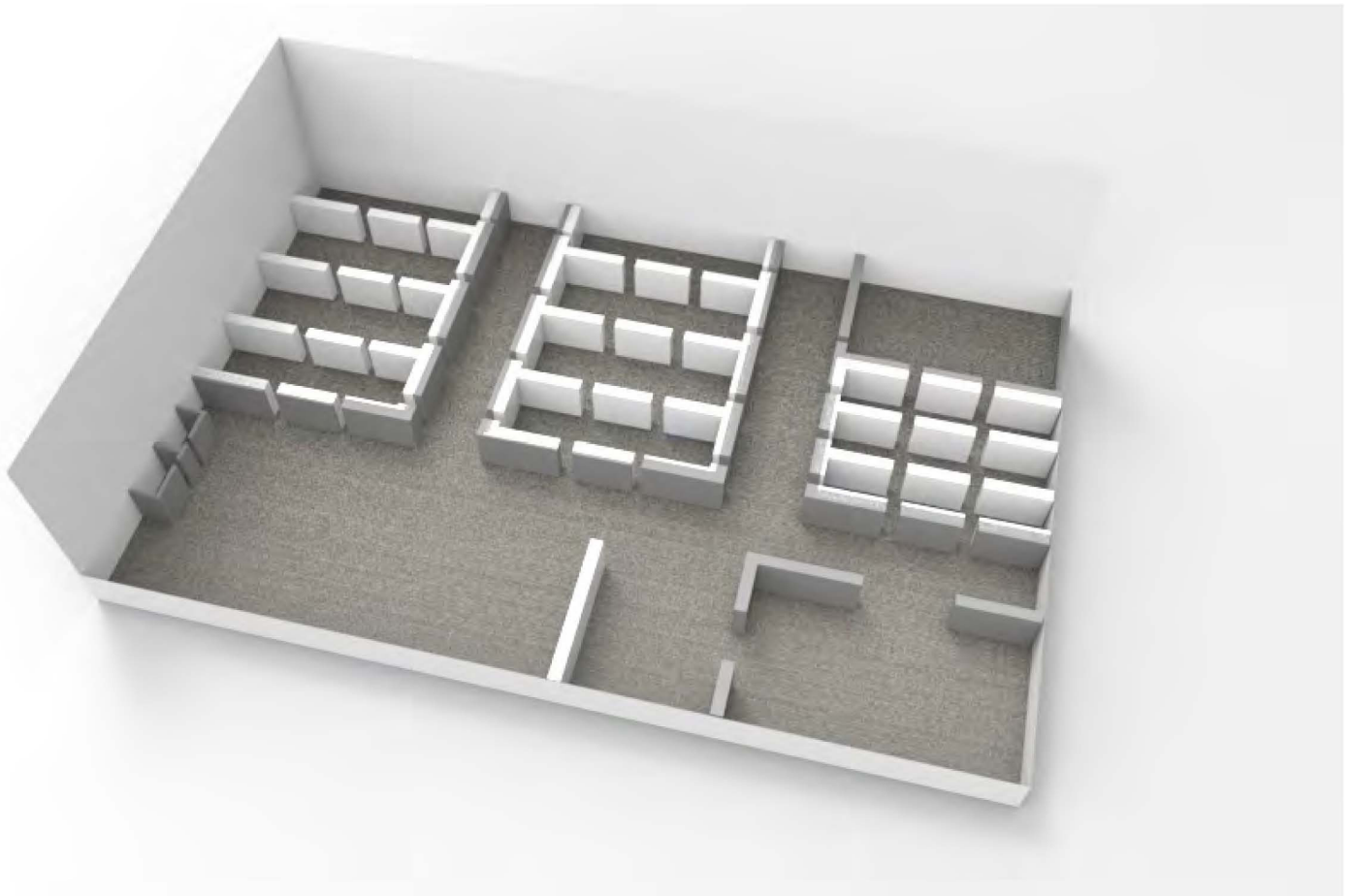
# FIRST FLOOR



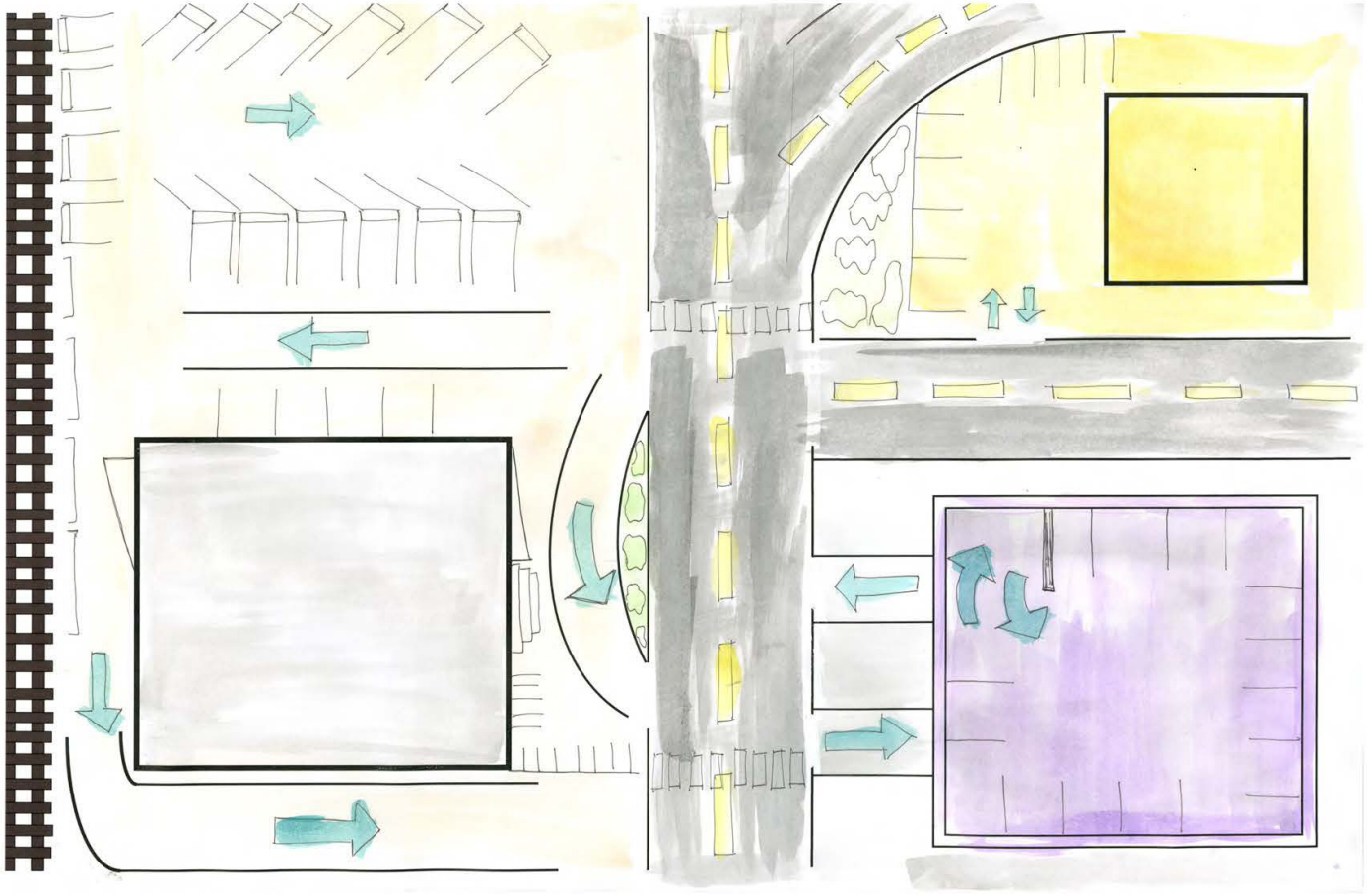


# SECOND FLOOR





# EXTERIOR BLUEPRINTS



GULFSTREAM BUILDING



NEW PARKING GARAGE



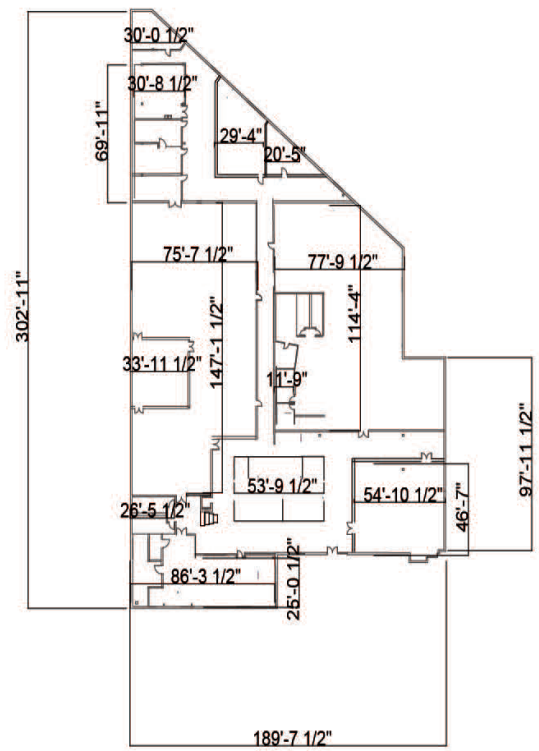
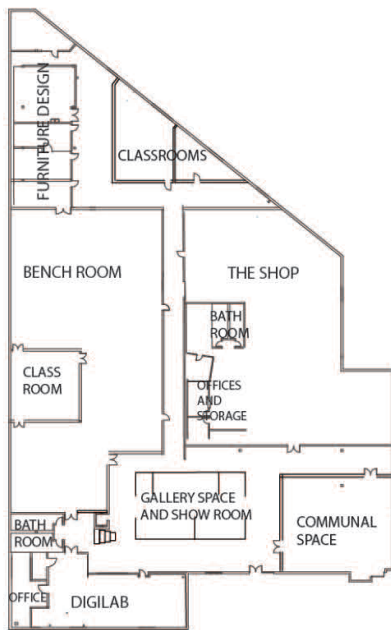
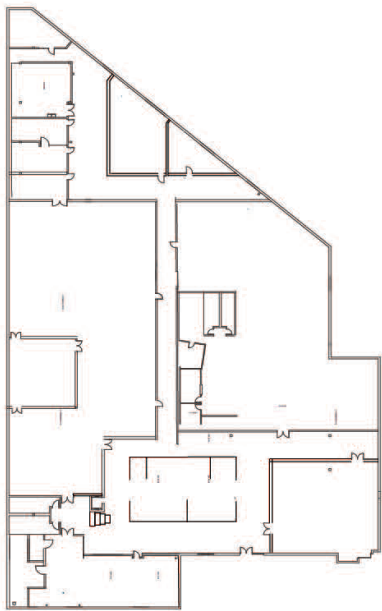
FAMILY DOLLAR



FINAL CONCEPT

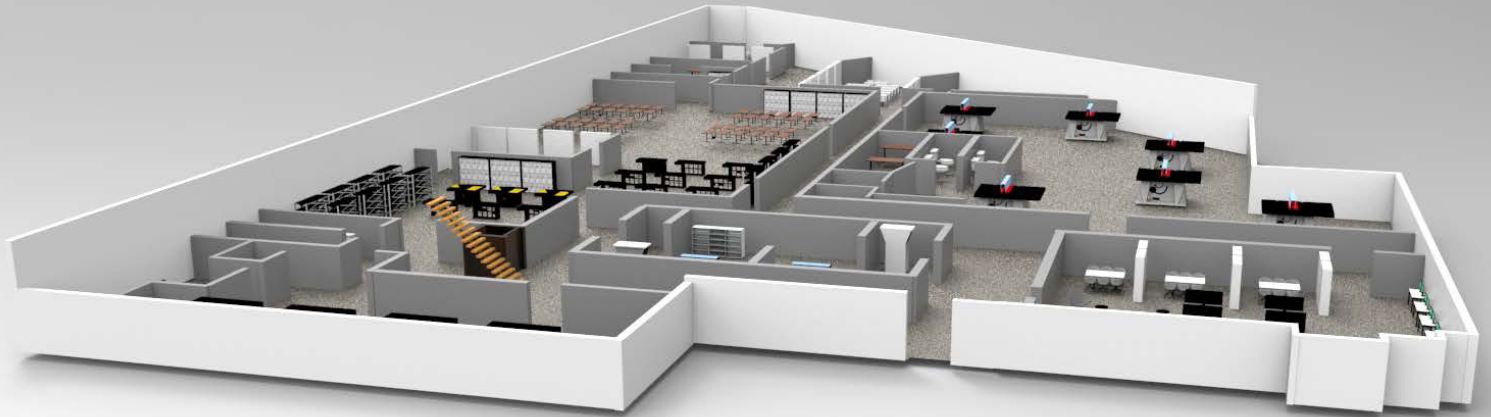
# INTERIOR BLUEPRINTS

FIRST FLOOR







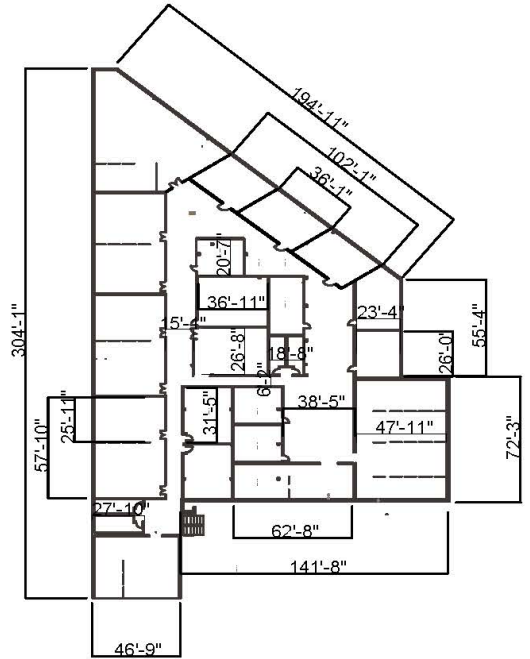
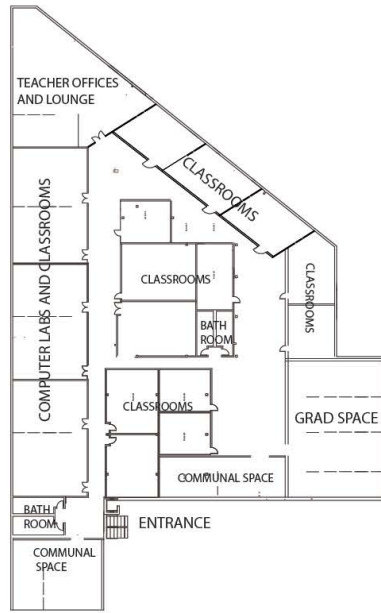








SECOND FLOOR

















# REFERENCES

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[HTTP://DSCHOOL.STANFORD.EDU/](http://dschool.stanford.edu/)

THANK YOU!