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Baltimore



**Baltimore
Architecture
Foundation**

Center for Architecture + Design

Visioning Document

Consisting of contributions from
AIA/BAF boards, membership, staff,
leadership, and partners

Issued July 12, 2019

Summary

The vision for the new Baltimore Center for Architecture + Design is as expansive, ambitious, and multi-faceted as the audience it is expected to serve. Multiple organizations, AIA Baltimore and BAF chief among them, will call it home and welcome their members, partners, and the general public.

Two themes underscore much of the thinking documented here: that this facility should itself be an advocate for design in the built environment, and that the myriad programmatic requirements demand a flexible space.

The following pages include:

- Outreach Methodology
- Survey Results
- List of Workshop Attendees
- Vision Word Clouds
- Selected Precedent Images
- Documentation from Breakout Groups



Special Thanks

facilitation by Laura Wheaton
event photos & videography by Chris Lange
venue by Price Modern

Kathleen Lane
Zevi Thomas
Nathan Dennies
Margaret Stella
Marigan O'Malley
Ciera Jones
Sara Langmead
Rob Brennan

Breakout Session Leaders:

Sharon Day, Lee Driskell, Suzanne Frasier, Sara Langmead,
Chris Parts, Ryan Jordan Pfarr, Randy Sovich



Outreach Methodology

Visioning outreach for the Center for Architecture + Design consisted of two parts: an online survey and a visioning workshop.

The online survey was created using Google Forms and available from approximately April 29, 2019 through May 29, 2019. AIA Baltimore & BAF membership and contacts were invited to complete the survey via e-newsletters during that period. 122 individual responses were received. The survey results are summarized on the following pages.

The visioning workshop was attended by 34 invited participants including AIA Baltimore & BAF boards, committee co-chairs, and staff, as well as representatives from organizations intending to co-locate in the Center for Architecture + Design. The workshop was hosted by Price Modern on Thursday, May 23rd, 2019 from 5-7pm.

Upon entry, participants were invited to walk around the room and view 39 precedent images solicited from membership at the same time as the online survey. The images were collected via Pinterest and curated by AIA Baltimore staff. Participants were each given six stickers to add to the images they preferred, and asked to record on a worksheet their reasons for selecting each image.

After a brief introduction by Kathleen Lane, Suzanne Frasier, and Laura Wheaton, everyone was asked to share three words that define their design vision, as a means of introduction. If participants shared different words than they had submitted via the online survey, they were asked after the workshop to select which three words they wished included in the final word cloud.

Open Space is an Art of Hosting methodology. Participants proposed six of their own breakout topics, and spent approximately 40 minutes working in groups to investigate each topic. Participants, excluding topic hosts, were encouraged to be wherever they feel they could meaningfully contribute, whether that was one group the entire time or switching groups.

Groups pinned up their work before the end of the workshop and reception. They were instructed to convey all the information they wished to share pictorially or in writing to ensure everything could be documented here.

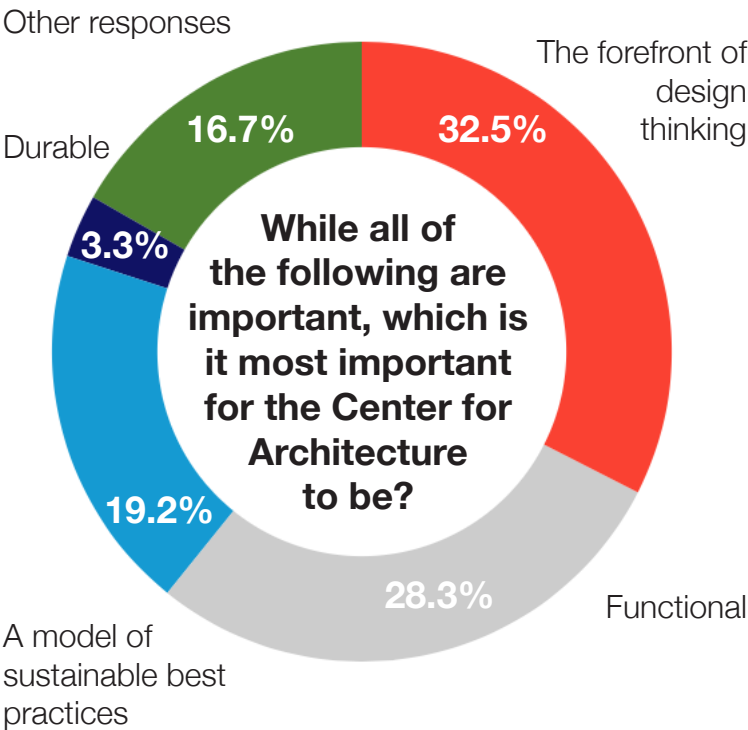


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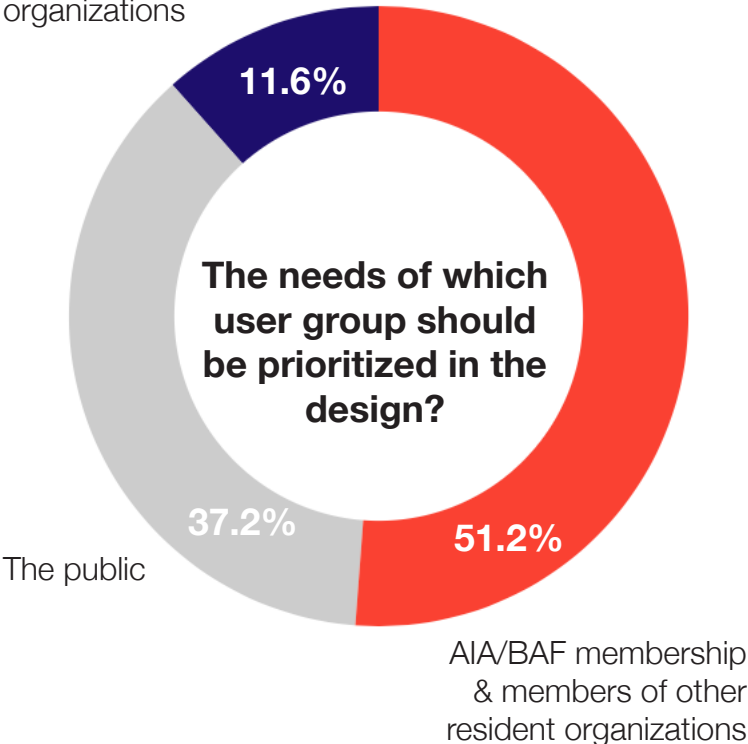
Survey Results



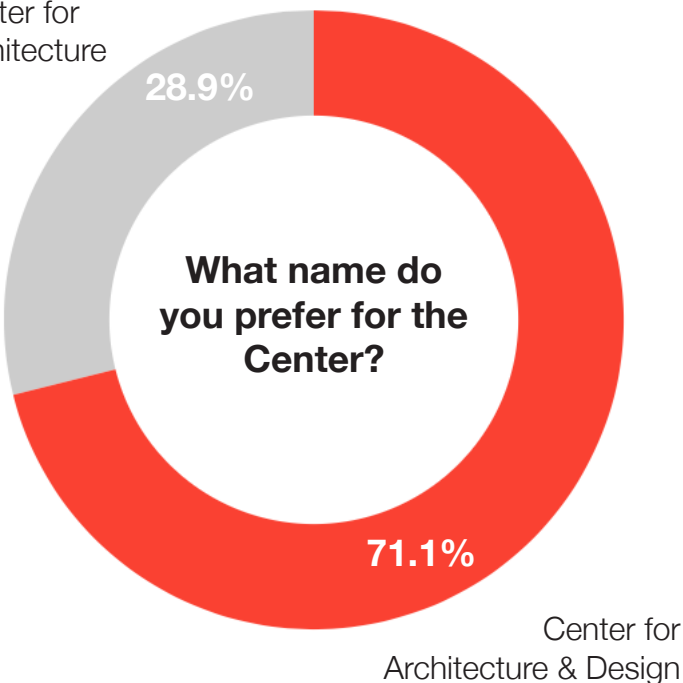
Other responses:

- Engaging for Public
- Look at the Pavillion de l'Arsenal in Paris for a comp
- A place for membership, the public and future architects to interact, and a place where the education of membership is furthered.
- Appealing to a broad spectrum of the public, not just architects
- an integrated design approach inclusive of all design
- Inviting, intersting, and accessible to non-architects
- Inclusive
- Approachable
- A model for developing and transforming our city and practice
- collaborative educational facility
- A Center for Public Education
- Functional & Helpful to Jr staff getting Licensure
- Free Parking Availability
- simple undeniable value of good design/Danish Design Center
- all of the above
- a collaboartive design community space
- Collaborative Practice
- Educate public about architecture
- Beautiful (2)

AIA/BAF staff & staff of other resident organizations



Center for Architecture



Workshop Attendees

Rob Brennan	AIA past president / BAF board
Khalil Campbell	AIAS
Jonathan Cartwright	AIA board
Anthony Consoli	AIA past president / BAF board
Kelly Danz	AIA committee chair
Sharon Day	AIA past president
Nathan Dennies	Operations & Communications Manager
Jim Determan	AIA past president
John DiMenna	AIA past president
Lee Driskill	AIA past president
Ryan Eubanks	AIAS
Suzanne Frasier	AIA board
Ciera Jones	AIAS
Ryan Jordan Pfarr	AIA board
Sarah Krum Harvey	MD Coalition of Interior Designers
Kathleen Lane	Executive Director
Chris Lange	Videographer
Sara Langmead	AIA board
Tom Liebel	AIA past president / BAF board
Scott McGovern	AIA board
Marigan O'Malley	Membership & Finance Manager
Chris Parts	AIA past president
Ann Powell	AIA past president / BAF board
Melanie Ray	BMore NOMA
Basil Rousos	AIA committee chair
Kathleen Sherrill	AIA past president
Renata Southard	AIA committee chair
Randy Sovich	AIA committee chair
Margaret Stella	Programs, Research & Publications Manager
Zevi Thomas	Outreach & Education Manager
Scott Vieth	AIA past president / BAF board
Scott Walters	AIA board
Laura Wheaton	AIA board
Mary Weiss	BAF board



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Vision Wordcloud

This wordcloud includes all of the words submitted via survey and workshop. Each participant contributed up to three words.



Vision Wordcloud

This wordcloud includes the most popular words submitted via survey and workshop. Each participant contributed up to three words, and words submitted three or more times were included.



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Precedent Images - 14 votes



Beats by Dre HQ by Bestor Architecture



Similar to #10. Great to have white board space for brainstorming

Open + flexible spaces

Brainstorm ideas

Publicly share knowledge

Carved space

Maximum use of a space

Open yet creates a space

Engages & encourages participation

Invites collaboration

Transparency / Collaboration

Transcending. Evolving ideas. No edge to the paper.





Chicago Architecture Foundation, photo by Eric Allix Rogers

“

Like the logo, the transparency into the space, the use of accent color

Street presence

Bold brand & color legible from exterior

Inviting storefront

Transparent to street. Community. Advocacy.

Vibrancy of Chicago Arch Foundation from street - [unknown]/transparency.

Day & night identity

Maximum visibility from street - for pedestrians and vehicles

Window to the world beyond. Invitation to enter.

Transparent / inviting

Glass front limits separation of inside & outside, inviting public in

”



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Precedent Images - 12 votes



MoreySmith by Primark

“

Great use of material and placemaking. Creative way to define space apart from circulation. Refined elements in raw space. Insertion. Cafe. Community. Variety.

Eat / Drink Community
Trendy common space
Open / flexible
Gathering option
Coffee!

”

Precedent Images - 11 votes



Diageo Offices, Singapore, photo by Owen Raggett



Daylight

Collaborative space

Interactive / open

Engages & encourages participation

Layers / flexible

Open, collaborative, multi-use



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“

Makiage Pavillion by ZHA, photo by Paul Warchol

Space articulation achieved through repetitive / whimsical element

Visually striking. Shouts design.

Interest. Artistic. Selfie worthy #cool

Dynamic. Processional. Space = exciting

Instagramable space

Design-y. Pop-up space for retail / bookstore within space

+maker. +design forward.

”



Beijing Museum by Penda, photo by XiaZhi



Assembly space

Lunch lectures

**Event space + office or something else underneath
wood cube**

Gathering space

Community

Community space. Architectural element.



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Precedent Images - 8 votes



“

no credit found

Like the slatted wood ceiling and integration of linear LED lights w/in it. Much more desirable than ACT.

Sleek + modern

Material cohesion

Layers!

Design features

Bright, open

Interesting ceiling plane

”

Precedent Images - 6 votes



“

no credit found

History

Recognizes the history + people

”



“

Hayden Place

Variety of space privacy

Innovative use of wood

**A great stair should be included in every project!
[misabeled?]**

Beautiful high-design conference room

”



“

Photo by Martin Kimble, copyrighted on Flickr

Adaptability

Planar dynamic space break down

”



“

no credit found

Retail, moveable

Rustic, open, easy to repurpose space

Display - store

Flexible bookstore space

Display - Books

”



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Precedent Images - 5 votes



“

Photo via Steelcase

Like the transparency into the office and minimal but functional furnishings.

Golden Rectangle. Spiral. Perfect proportion.

Keep space open layering

Solitary workspace

Seperate but open workspace lets in light and doesn't close worker off from larger area.

”



“

no credit found for photo

Partitions should be fiber covered board to tack into.

Transparency. Porosity. Flexible.

Flexibility & open feeling - opportunity to reconfigure space

Moldable work space

”



“

Photo by Sona Manukyan and Ani Avagyan

Shared space, colorful

Draws you in

Celebration of corner. Screen. Compartments.

”



“

Wilkhahn Table

Moveable furniture

Flexibility

”



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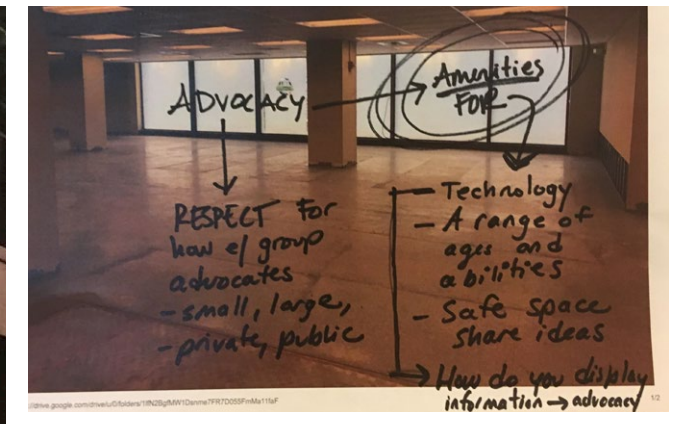
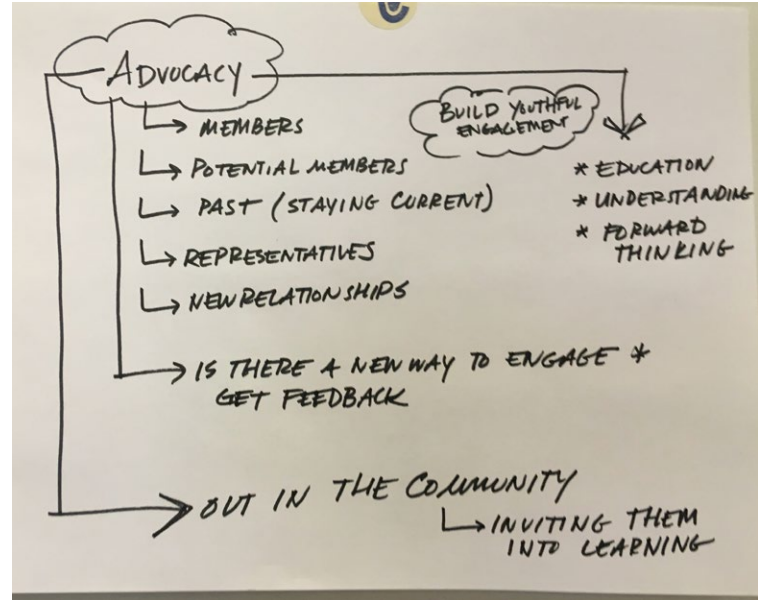
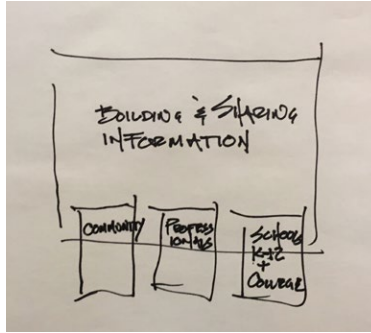
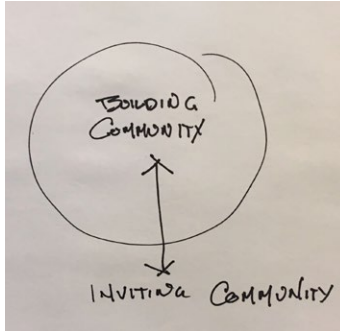


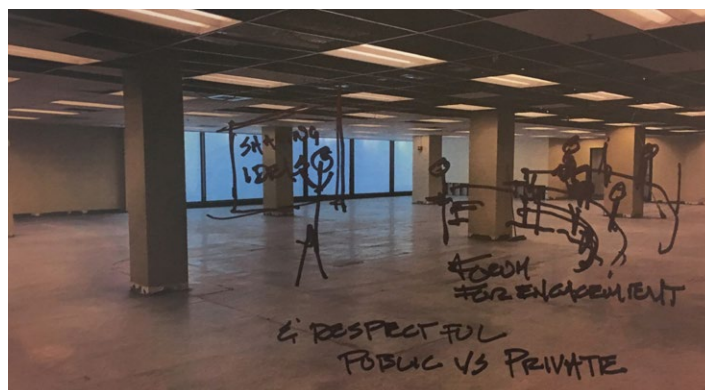
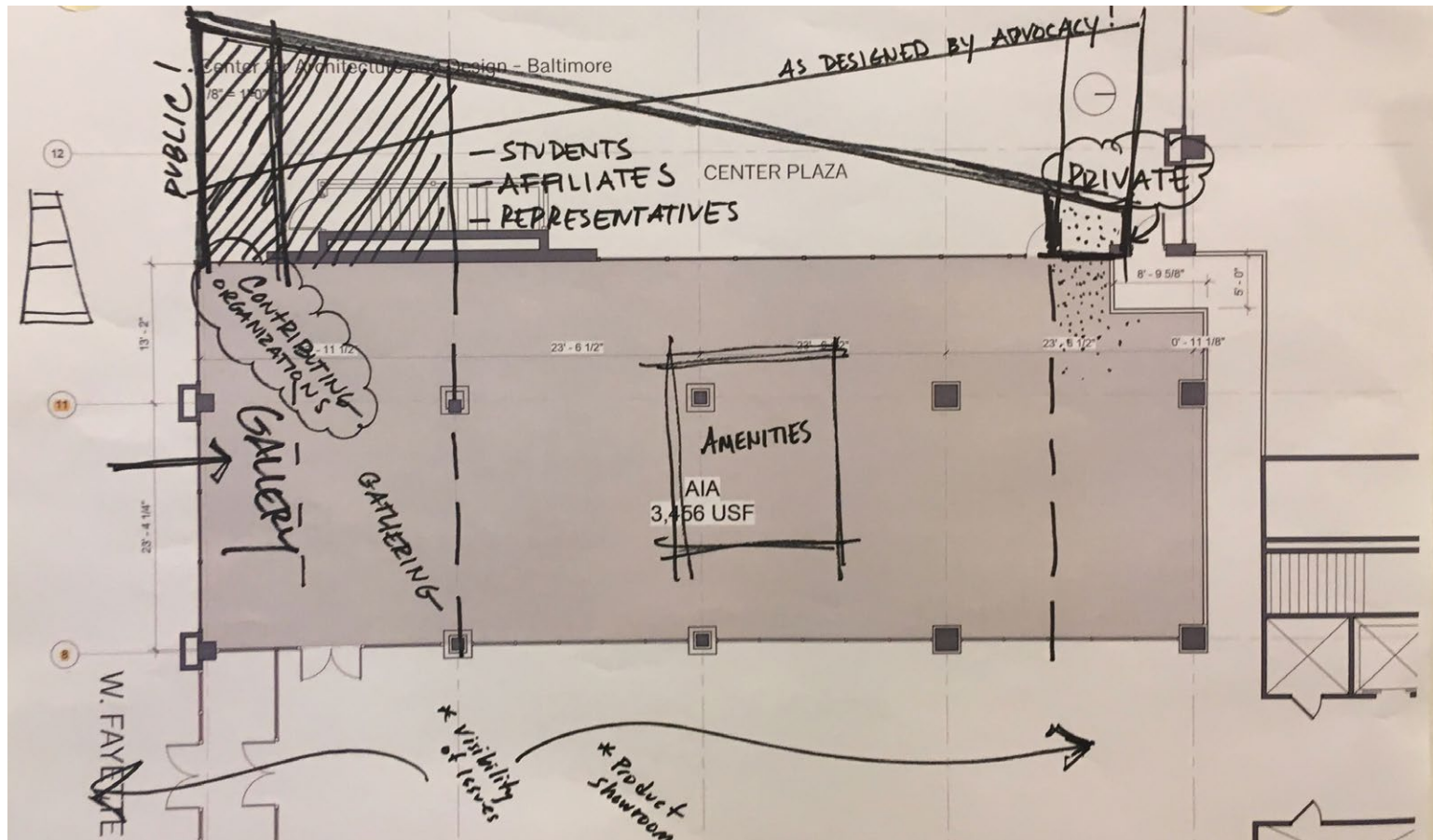
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Breakout: Advocacy

Insights:

- diversity of space & info transmission
- building community broadly
- sharing issues & dialogue





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Breakout: Engaging the General Public

Insights:

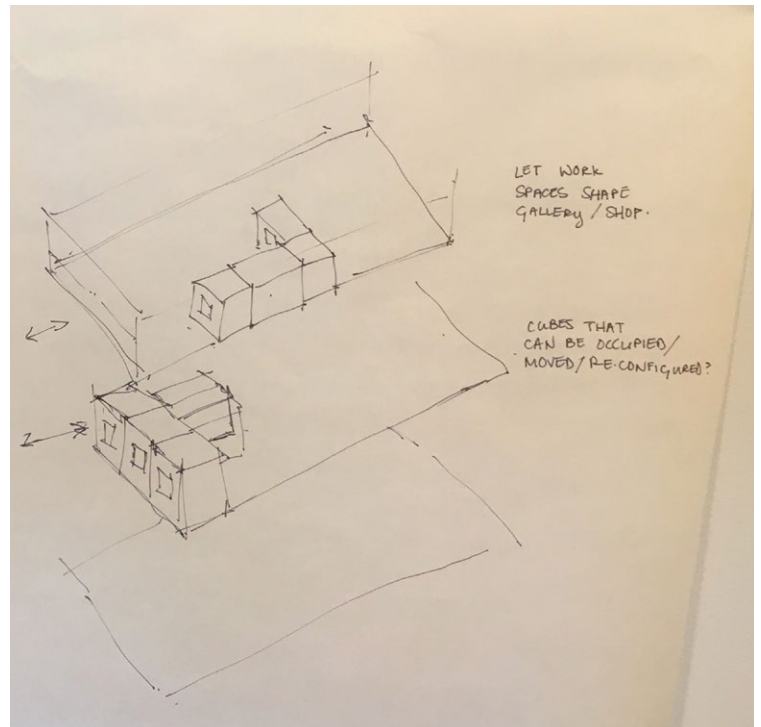
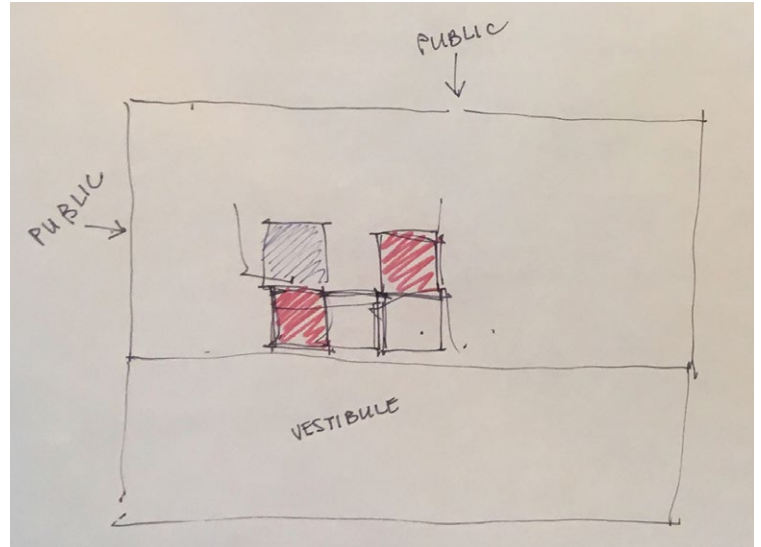
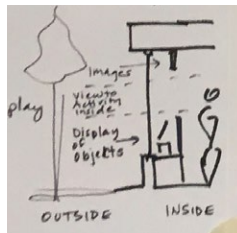
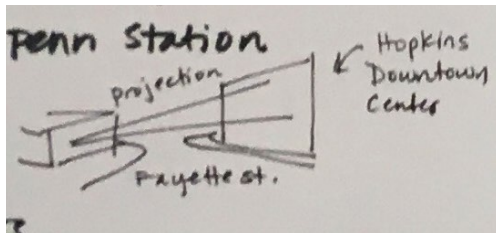
- find ways to project out to streets, ways that can easily change/dynamic
- interactive elements outside + inside
- use art to announce presence, not just signage

Eye-Catching, Outward-Reaching

- how to lead people in:
 - from Charles St / Fayette St
 - from courtyard

Dynamic Window Displays

- visible from exterior + interior
- ticker
- projection, monitors
- LED billboard near Penn Station
- corner window
- projecting onto sidewalk, onto grass

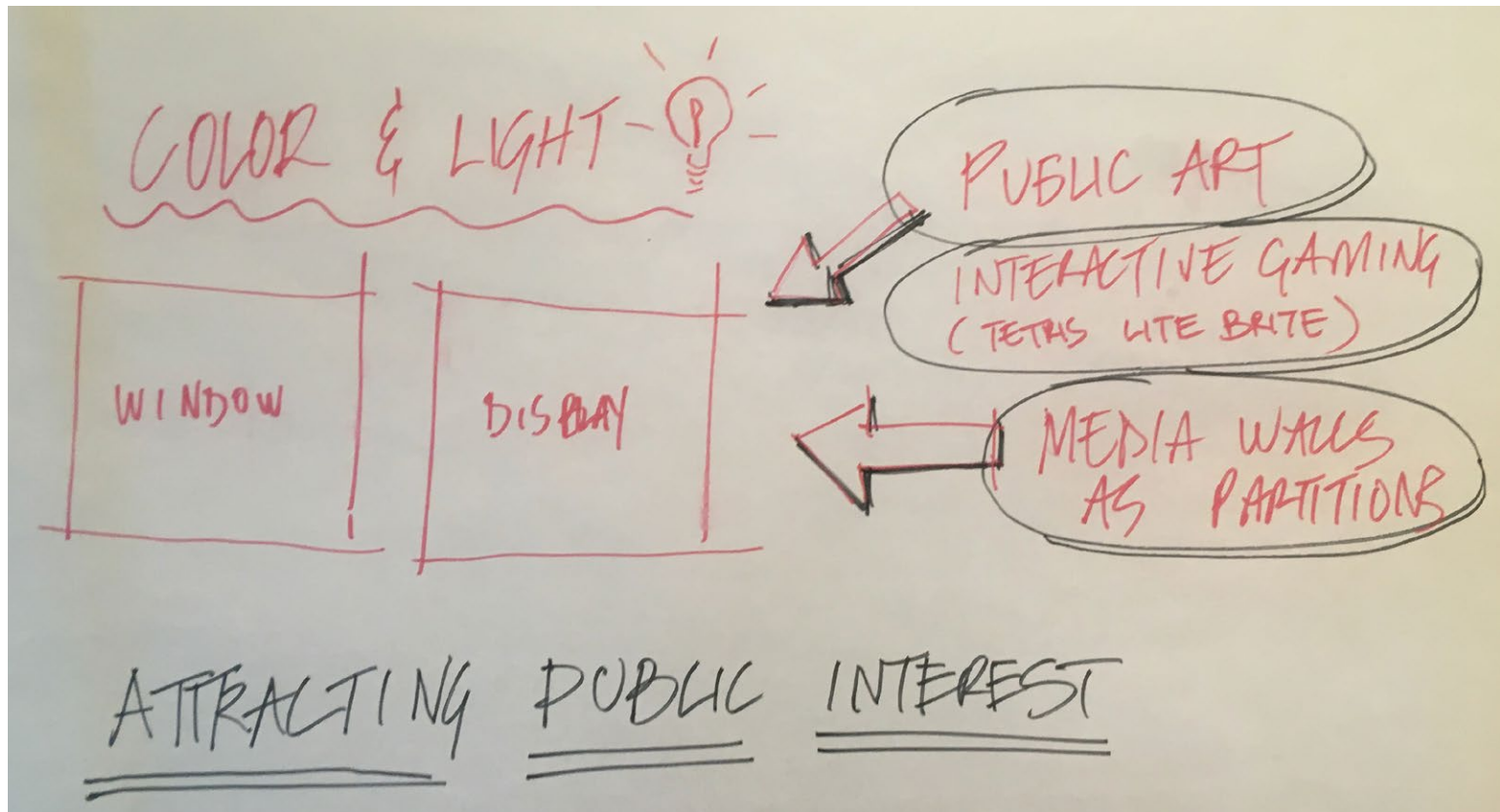


Attracting

- all ages
- lunchtime, office workers
- evening use in courtyard
- programming by Downtown Partnership
- night light windows
- book displays, best in Baltimore Architecture, draw people in. What beyond books?
- The power of Art
- use of lobby corridor walls for display

Breakout Space

- lobby in winter
- plaza in summer



Inside the Building

- pop up vendor space, partner with Made in Baltimore and/or Open Works?
- work spaces shape gallery space -> use sides of workstations

Places to Draw/Build

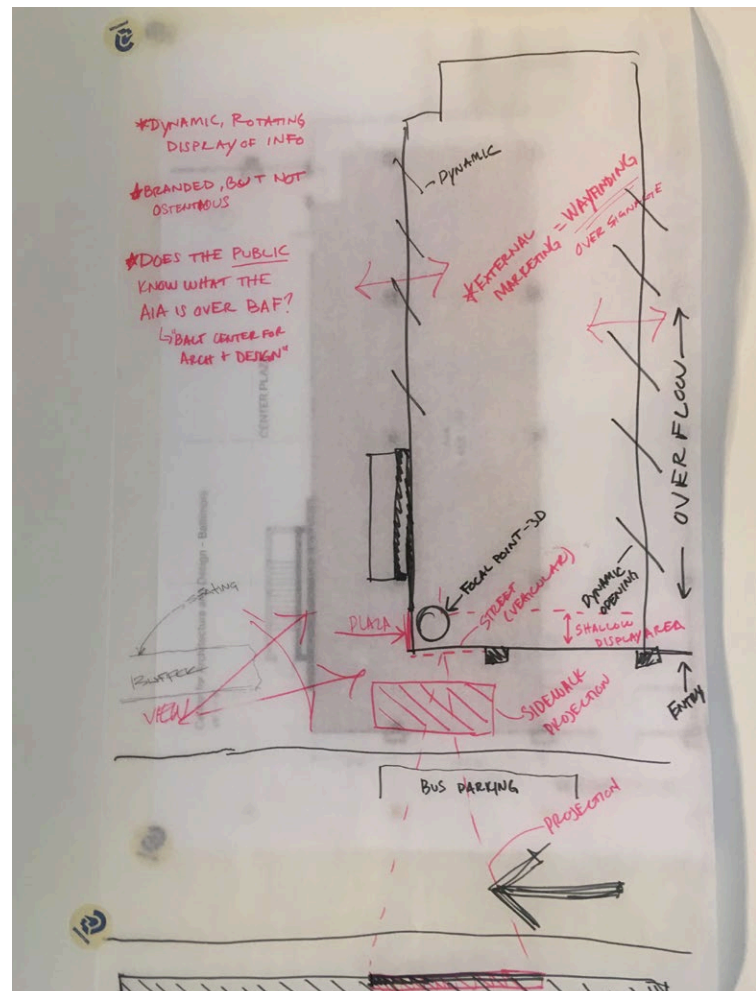
- inside and outside
- interactive
- precedent: National Aquarium Poetry Wall

Signage

- place sculpture on terrace above
- use public art to announce presence, avoid signage regulations

Spaces for Small Practitioners

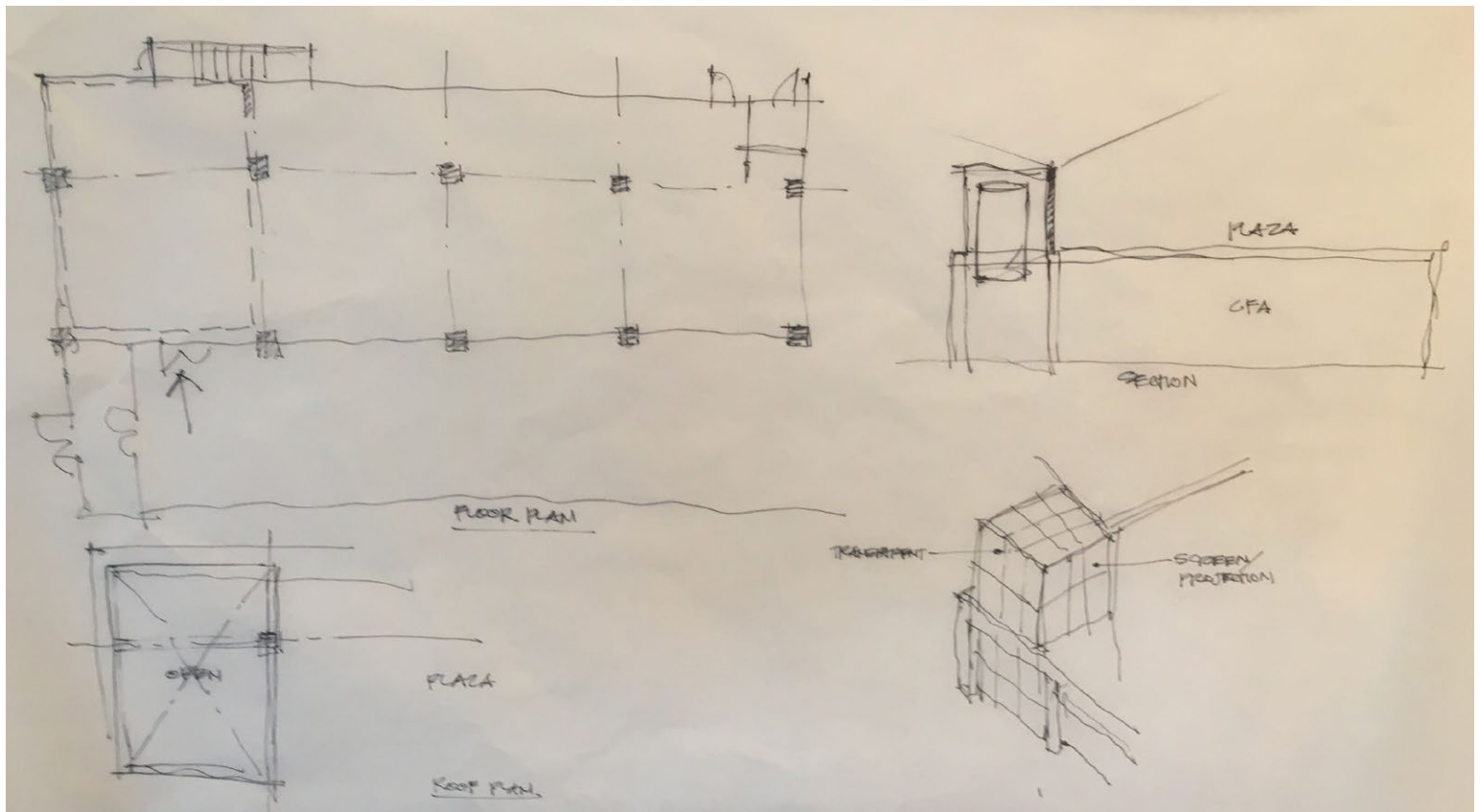
- continuing education
- client meetings



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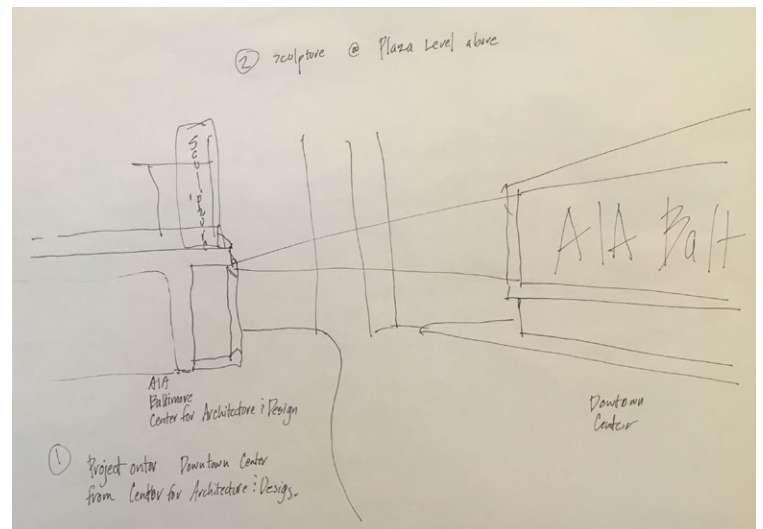


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Engaging the Public

- Large Monitor - changing exhibits display
- Use of the Plaza - items spilling out & attracting
- Projection of images onto outside
- Retail items for the public beyond books "Made in Baltimore"
- Interactive Design Whiteboards inviting visitors to draw
- Light sculpture on plaza above to bring attention
- Balt Aquarium like interactive display ever changing
- Idea to project to across st onto bldg
- Pop up vendor space for various groups to use
- Digital media so it can be updated & also reflect other tenants



Breakout: Staff Programming Needs

Insights:

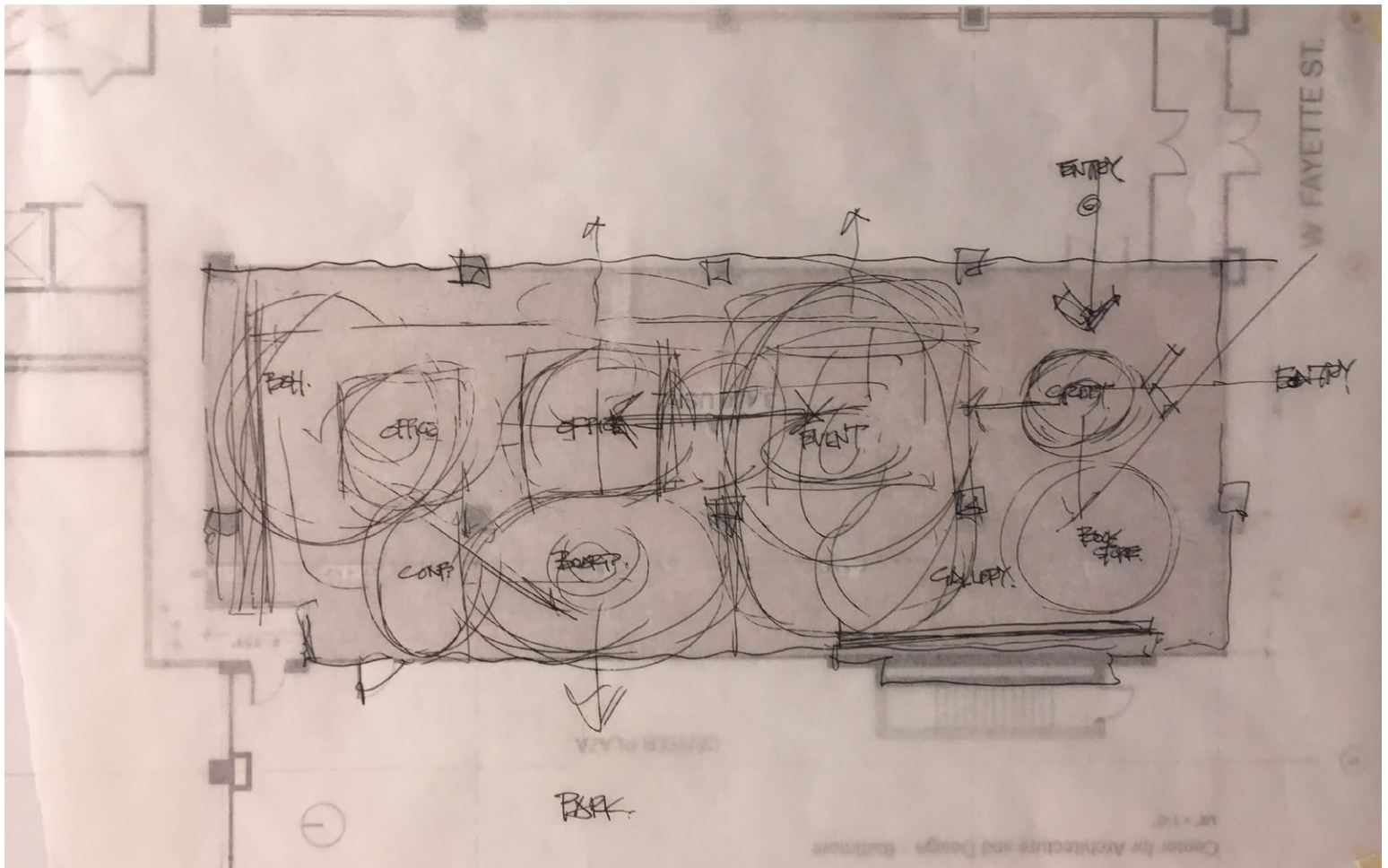
- RECEPTIONIST: increased visibility = increased foot traffic
- work stations away from street windows. Plus audial privacy.
- need for easy flexibility to shift spaces.

Notes:

- need furniture that makes flipping space from function to function easy
- three floors at chapter house are difficult currently, lots of transporting items up and down



“Elegant functionality.”



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Breakout: Flexibility, Multi-use Space

Insights:

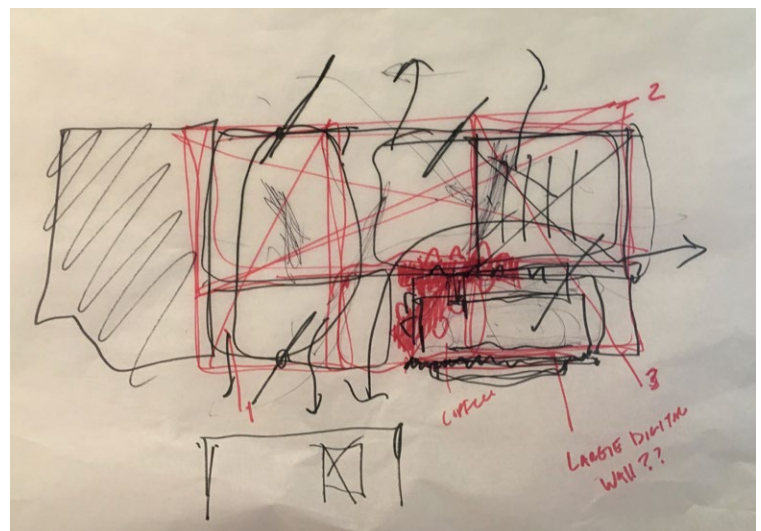
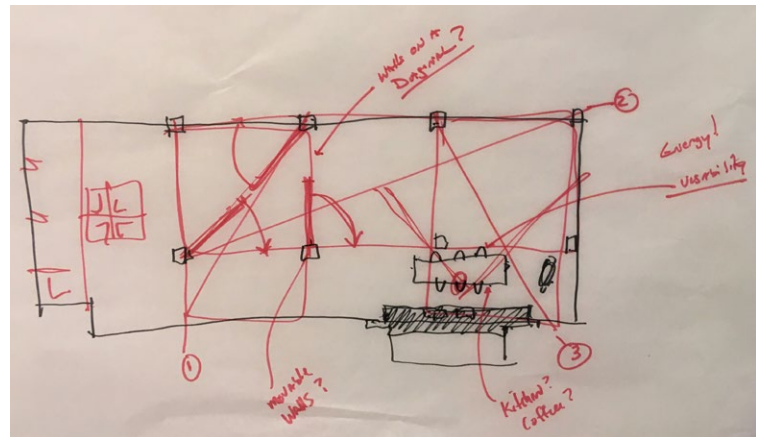
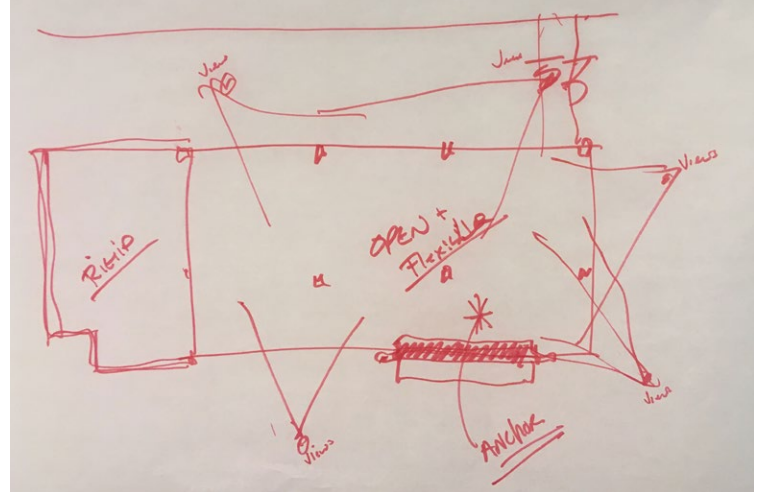
- use of solid wall + 2 columns + exterior windows - drivers for space layout
- changeable + moveable walls with anchor
- build less to allow building to grow + change

Notes

- multi-purpose space
- cafe/gathering/coworking/way out to street front?
- open to corridor/open to plaza - for events/exhibits/ classes/educational workshops + lectures
- open - flexibility
- multi-use - spaces grow + shrink
- with any movable part, durability is a concern

“Could an opening to the courtyard be larger than just a six-foot double door?”

(overheard)



Breakout: Member Benefits

Insights:

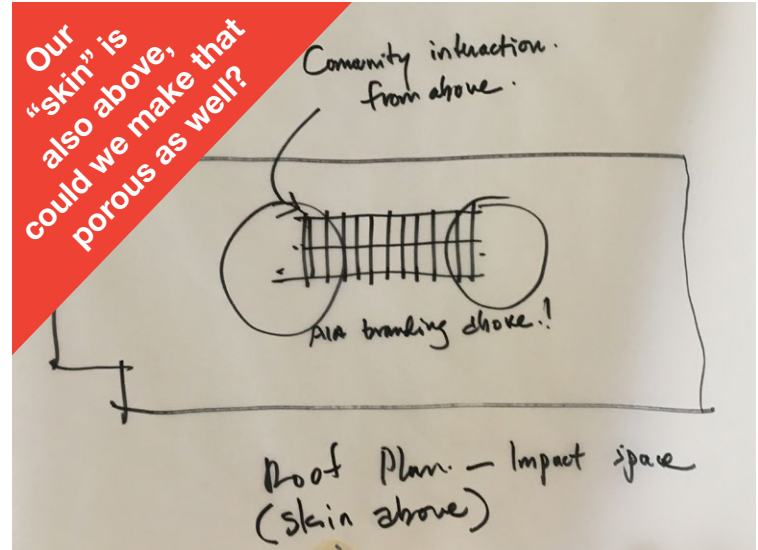
- Inspiration: inspiring members & the public, inspiring the next generation of architects
- Knowledge: education for members & community
- Growing the Profession: next generation of architects

Inspiration

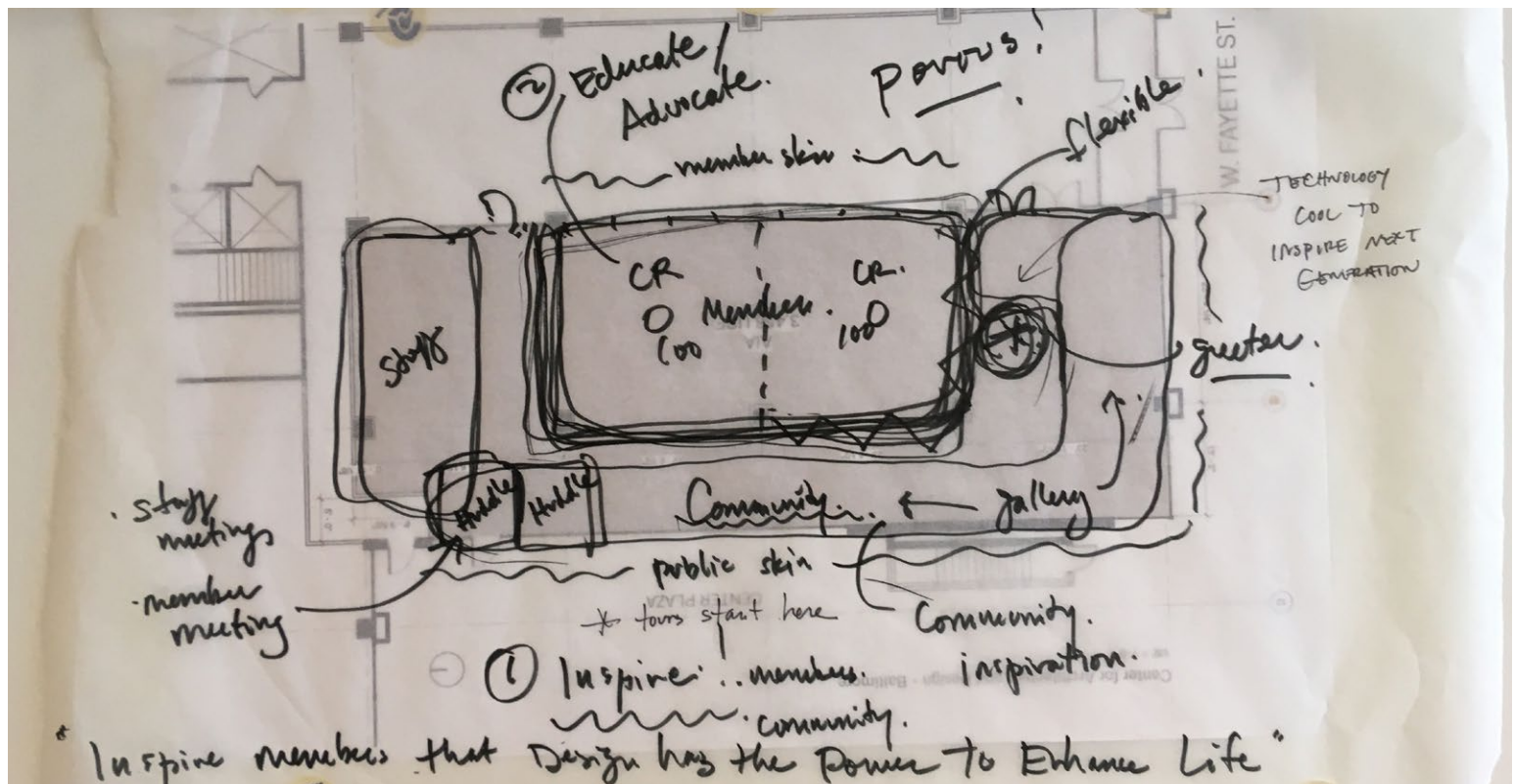
- create a space that inspires
- attracting new members + young members
- recharge inspiration + love of design
- inspire the next generation
- inspire public to seek us out as a credible, authoritative voice
- excellence on display
- see the action inside
- something that brings you in

Knowledge

- not just continuing education
- resources, research
- educate next generation
- classrooms
- flexibility (size of spaces)
- multiple things can go on [at same time]
- starting point for tours



"This space must express and celebrate the power of design to enhance life."



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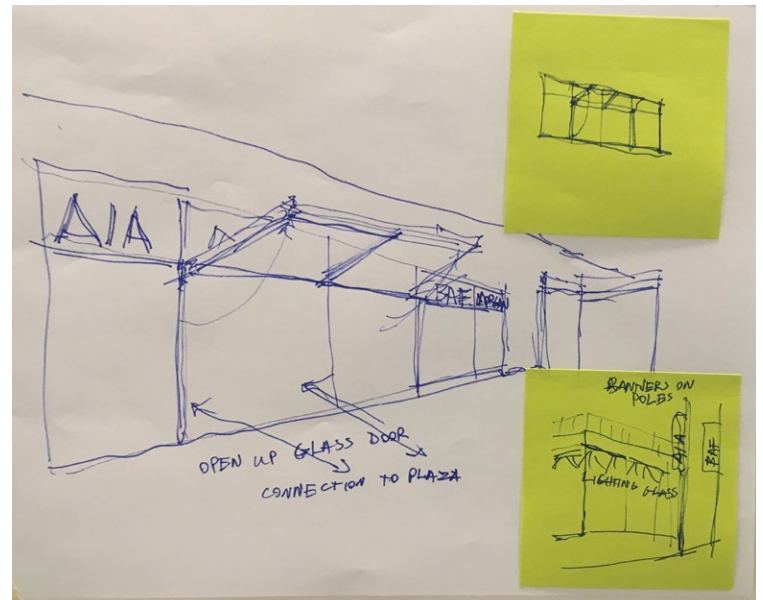
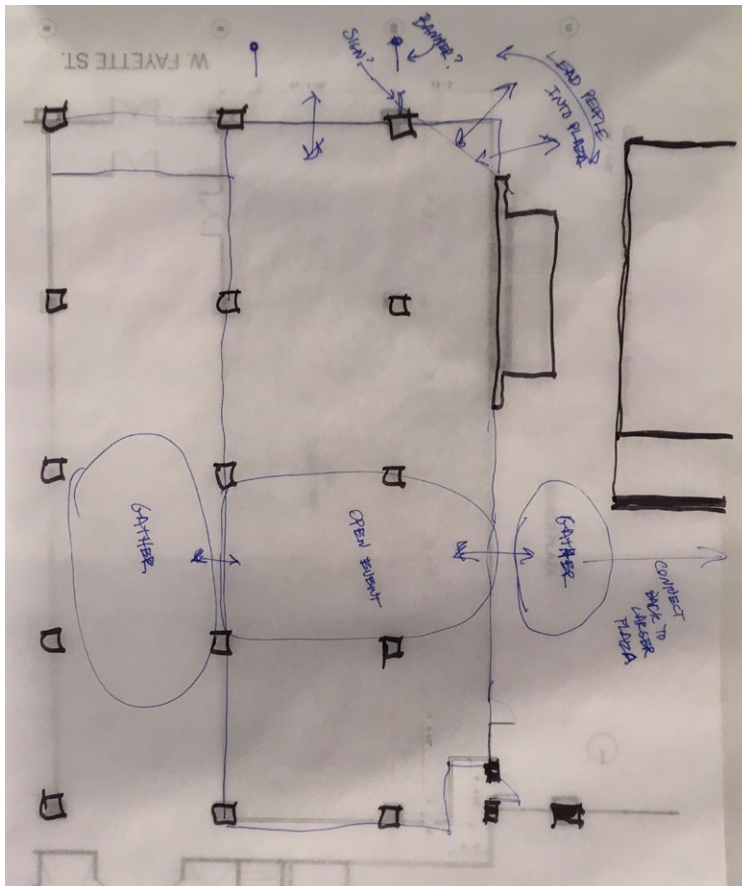
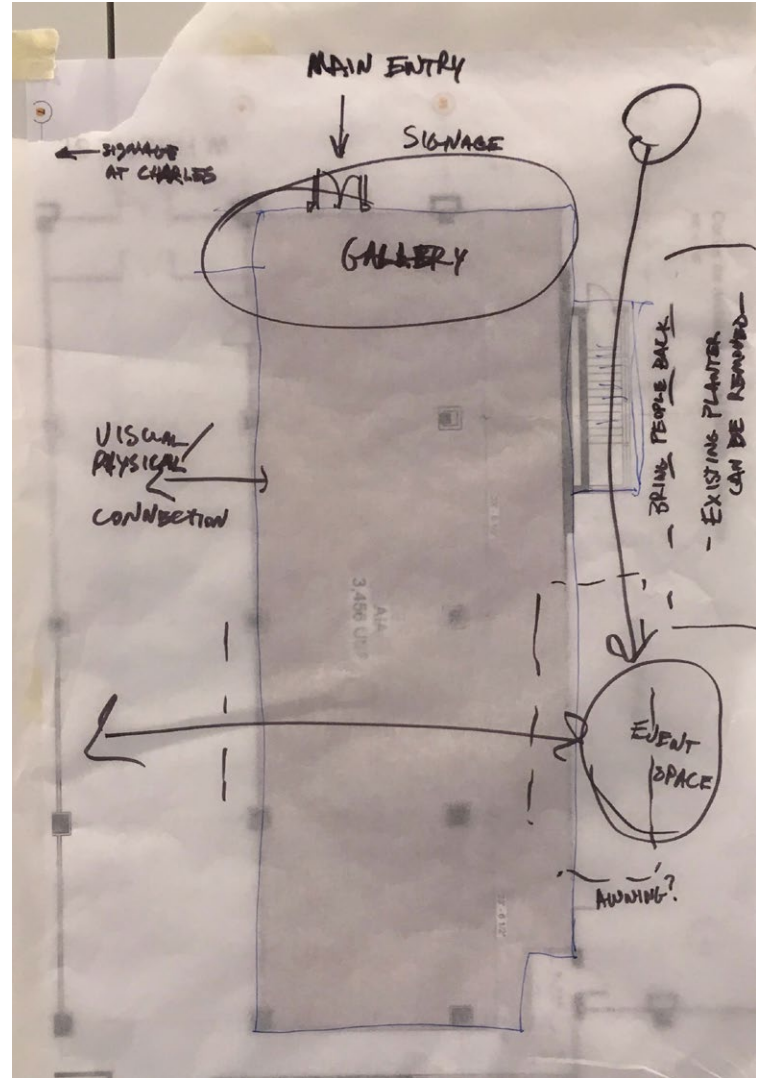


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Breakout: Outdoor

Insights:

- adjacency is important, need gathering space on both sides of glass
- how might events expand into courtyard?





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