



VCU

Virginia Commonwealth University
VCU Scholars Compass

Theses and Dissertations

Graduate School

2013

Branch Public Baths

Whitney Cardozo
Virginia Commonwealth University

Follow this and additional works at: <https://scholarscompass.vcu.edu/etd>



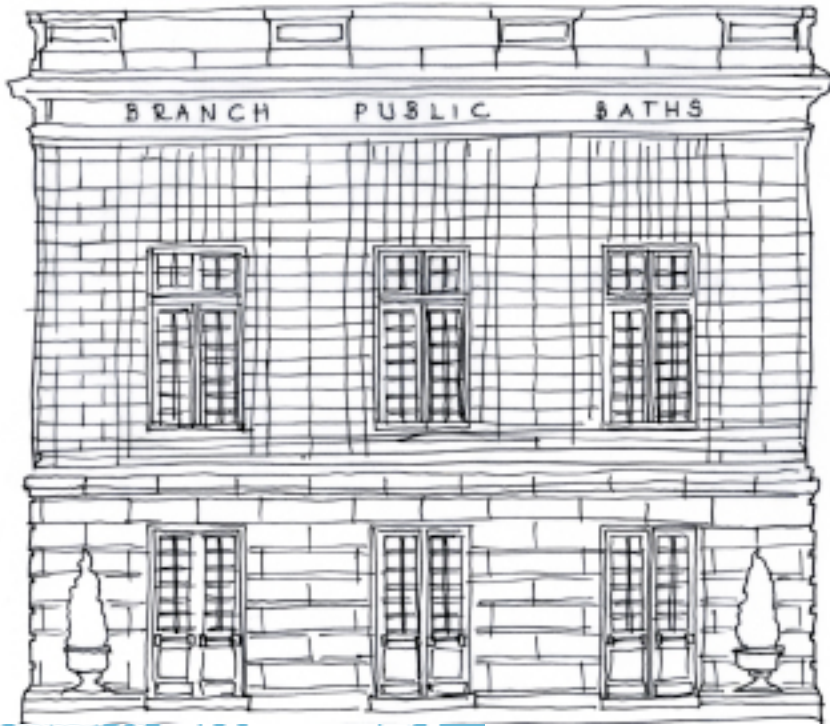
Part of the [Art and Design Commons](#)

© The Author

Downloaded from

<https://scholarscompass.vcu.edu/etd/3029>

This Thesis is brought to you for free and open access by the Graduate School at VCU Scholars Compass. It has been accepted for inclusion in Theses and Dissertations by an authorized administrator of VCU Scholars Compass. For more information, please contact libcompass@vcu.edu.



Whitney Cardozo
MFA, Interior Environments
Virginia Commonwealth University
Department of Interior Design
May 2013

Branch Public Baths

...a.com

Contents

01

Manifesto &
Thesis Statement

02

History &
Research

03

Site &
Documentation

04

Case Studies

05

Investigation

06

Program

المنارة للاستشارات



Public Hotel, Chicago

“Architecture has its own realm. It has a special physical relationship with life. I don't think of it primarily as either a message or a symbol, but as an envelope and background for life, which goes on, in and around it, a sensitive container for the rhythm of footsteps on the floor, for the concentration of work, for the silence of sleep.” (Zumthor, Peter, Thinking Architecture. 2010)

Manifesto

Design is about connection which invites understanding.
Design uses connection as a tool
It connects us to ourselves, others and the world.
Design allows for thinking, dreaming and beauty.
It makes the world a better place.
It moves forward but honors the past.

I believe there are important elements in design:

- Concepts
- Efficiency
- Eloquence

Behind all good design is a solid idea and thought. The concept is the foundation of good design. Design must be efficient and productive without waste. Eloquence ties everything together. The design must be compelling and expressed well.

Thesis Statement

Is it possible for a small hotel to strengthen connections between local and transient groups? Can a small hotel serve as a host to visitors to Richmond, Virginia but also serve as a 'third place' for people who live and work in the city?

The Branch Public Baths Building in Richmond, Virginia will be renovated to strengthen community by serving as a restaurant and providing accommodations and interaction to a wide variety of travelers through an urban hotel setting.

Hotel History

The history of hotels shows the development of people on the move from the time of the stagecoach to the railroads. The rise of railroad travel prompted the need for accommodations for those conducting business along the rail routes. The concept of vacation soon followed and enabled destination and resort hotels to spring up in sunny destinations such as San Diego and the Florida coast. Travel and leisure helped build resorts and populated towns bringing jobs and revenue to the town.

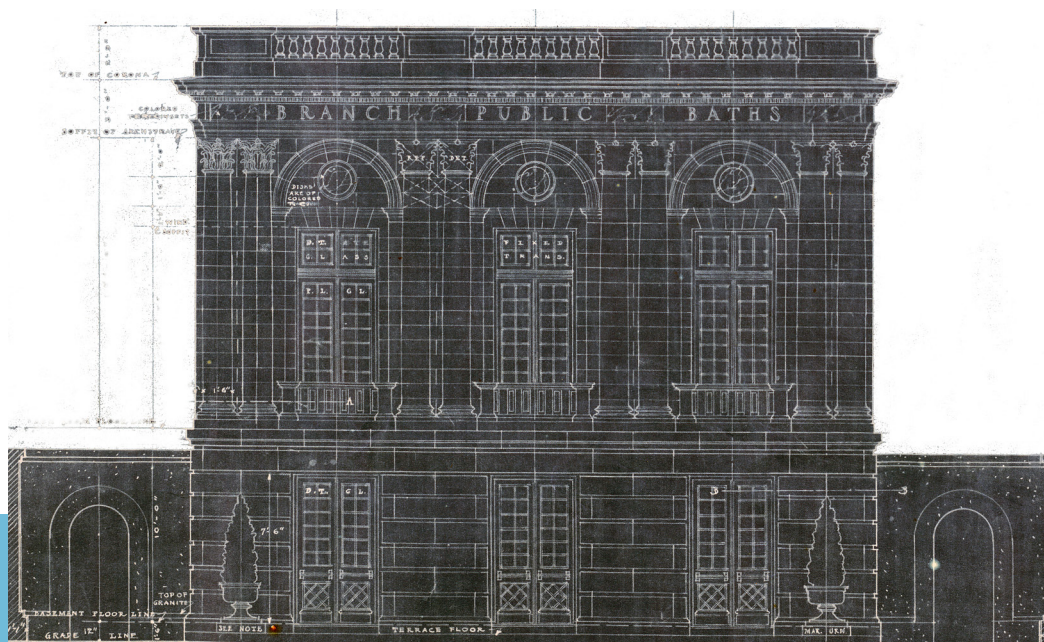
The first form of hospitality was a no-frills type of lodging. In 1607 the first 'inn' was built in Jamestown. These accommodations were not what anyone today would endure. People often shared dirty beds with strangers and accommodations were on a first come first served basis. You slept where there was an empty space.

Next the first large building providing accommodations was called a hotel. Most hotels were built with large grand entrances and seating areas. The guest rooms were arranged separate from the public spaces much like they are today. The atmosphere in these lobbies was elegant and like a private club would be set up with members of

the same economic level socializing. In the 1950's with the rise of auto ownership, more people could travel the highways and this meant they needed lodging. The motor lodge was a result of this trend giving respite off the highway. In the years following, large franchised chains and extended stay hotels sprung up with the mantra Holiday Inn coined " The best surprise is no surprise".(1975) You could be anywhere in the world and feel like you are in the same place.

In the early eighties the first 'boutique' hotels were created in London and San Francisco with New York following a few years later. The boutique hotel has many different descriptors however they do have some common characteristics that in the end put them in one category. The size of these hotels ranges from 10 – 100 rooms. They are also housed typically in older-repurposed buildings. Today hoteliers' efforts are featuring environmental approaches such as the LEED Green Building Program. This is gaining momentum in hotel development as a way to draw upon the eco-friendly trend but ultimately control costs.

Branch Public Baths House, 1911 Richmond, Virginia



Rossel Edward Mitchell Architect, July 1911

www.manaraa.com

Research

The Boutique Hotel term is often interchangeable with the term Design Hotel. They both can imply exclusivity and snobbery. Both terms are a fancy way to describe a stylized hotel. They are marketed to a particular lifestyle, looking to distinguish them as unique and different.

In the journal *Annals of Tourism Research*, "WORKS OF ART: AESTHETIC AMBITIONS IN DESIGN HOTELS", Lars Strannegard and Maria Strannegard analyse the phenomenon of the Design/ Boutique Hotel. They define them as a genre of stylish hotels that began in the early 1990s. Although these hotels are geographically diverse and are different sizes and shapes they are categorized by the following criteria:

- Extraordinary
- Culturally Authentic
- Thought Provoking Design
- Revolutionary Architecture *Annals of Tourism Research*, Vol. 39, No.4, p.1995

Though the above are highly individualistic criteria they are combined into a single category in the end: Design Hotel, Boutique Hotel, and Contemporary Hotel. For these hotels according to Strannegard, "Design is seen as a 'value adder' that helps communicate the hotels' attitude and character." (Strannegard, P.)

Annals of Tourism Research", (Issue 21,65–80),the idea of providing and cultivating groups of people with similar lifestyle choices began as an organizing business model for hotels. A strategy was used in management that views employees and guests as components as parts of the whole in terms of the aesthetic idea the hotel is trying to achieve. The Nordic Light Hotel in Stockholm has on staff a full time designer who is like a controller of design (basically concept police) making sure all purchases, furniture, textiles and paperclips are in line with the aesthetic of the hotel. Management trains employees to view strangers as opportunities to change them into locals, which is also one of the top predictors that users of this type of hotel are trying to experience: the local experience, the inside scoop on where to go. Ian Schrager who could be considered a grandfather of the Boutique/ Design Hotel has a strong appreciation for the local community aspect contributing to the success of the hotel. Ian Schrager's vision statement articulates the idea of letting the local clientele bring authenticity to the hotel:

"When sophisticated city dwellers frequent my hotels, they bring the authentic spirit and essence of the city with them" (Ian Schrager quoted in Strannegard, 2009:139). A bar or restaurant that attracts the local clientele is thus supposed to embody the atmosphere of the city in where the hotel is situated." (L. Strannegård, M. Strannegård / *Annals of Tourism Research* 39 (2012) 1995–2012)

Schrager's new hotel, Public located in Chicago is a strong example of this vision and the hotel was recently in the Wall Street Journal article, 'Why all the Locals are Lounging in the Hotel Lobby.' Alina Dizik writes "More consultants, bloggers and other creative non-office types are latching on to the comfy chairs, free Wi-Fi and other amenities to be found in chic new urban hotels." One guest interviewed stated that Starbucks was always crowded and the bathrooms were not as nice. Another unexpected outcome of the high use of the lobby mobile "day tripping" workforce is that the food and beverage sales is 90% of the revenue and is from non hotel guests.

This trend supports the third space theory. Ray Oldenburg an urban sociologist has been advocating and writing about the importance of informal, public gathering spaces. He writes that the home is the first place with work as the second and the third place is referred to as an 'anchor'. A place that promotes interaction from diverse groups. Historically these informal gathering places were the inns and ordinaries during colonial time then saloons and general stores. In the first half of the 20th century candy stores, soda fountains and coffee shops were places to gather. Starbucks is now the modern version of these places. Main Street is fading as the heart of the community.

Now suburban sprawl and malls are destinations that don't foster the same social interaction as these former spaces. The Hotel Lobby

is ready to become not only the point of entry for travelers to a city but also a place to strengthen community for the locals. It is ready to become this in-between place, this third place.

In the book The Great Good Place, Ray Oldenburg writes about the third place reinforcing a 'sense of place'. He has outlined some of the characteristics of 'anchor' third places as:

- being free or inexpensive
- food and drink important but not necessary
- highly accessible, involve regulars
- both new and old friends should be found there.

The Branch Public Baths House lobby can be an 'anchor' third space. This unique space can strategically integrate the third space as gathering space into the design. The luxury will be the quality of the space. It will be a hybrid version of a coffee house, bar & restaurant and hotel. It will be a destination in itself not just for overnight guests.

Branch Public Baths Building History

The Branch Public Baths Building was built in 1911 as a gift to the city of Richmond from James Patterson Branch. Public baths were built during this time in major cities such as Boston, New York, Chicago and Philadelphia. Richmond a much smaller city had two public baths from 1911 until the 1950s.

The baths of this time period were not built for aesthetic reasons but for function. There were not places to socialize or linger. It was a place to get clean and get clean quickly in water that was a tepid 73 degrees.

Branch Public Baths Building is a modest brick commercial building. Its simple exterior is highlighted with a minimal amount of decorative work on cornices and parapets. The exterior of the building now 102 years old remains intact. Much like the theme in William Carlos Williams' poem implying the frailty of man compared to an object such as a crumpled piece of brown paper or the Branch Building.

The Term

William Carlos Williams

A rumpled sheet
Of brown paper
About the length

And apparent bulk
Of a man was
Rolling with the

Wind slowly over
And over in
The street as

A car drove down
Upon it and
Crushed it to

The ground. Unlike
A man it rose
Again rolling

With the wind over
And over to be as
It was before



Research

Some of the factors to consider when choosing hotels:

Patron Experience
Price
Decor
Amenities
Location
Food & Beverage

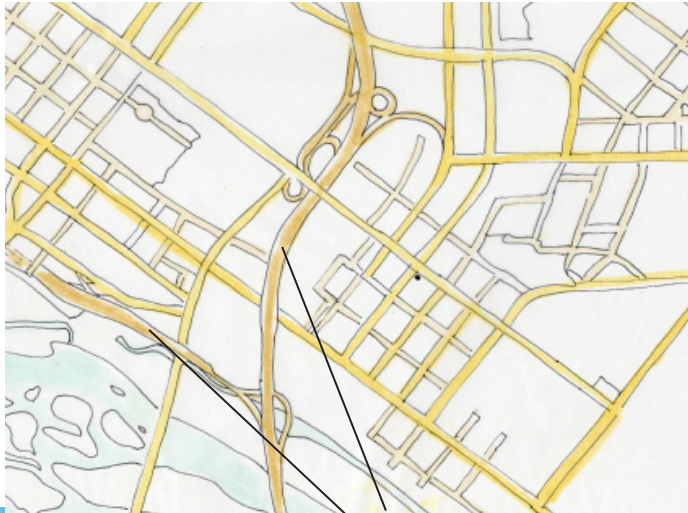
Survey of Important Factors in Choosing a Hotel

(Source: Mintel, 2012)

Price
Previous Good Experience at hotel
Decor (Quality ratings such as online reviews)
Amenities like 'in room' Internet access
Food & Beverage (Breakfast included, Quality of bar & restaurant)
Breakfast Included
Location (Proximity to Airport, and city centers/attractions)
Quality Ratings (four-star, one star etc.)

Location

37° 32.12' N, 77° 25.502'W.



Richmond, Virginia
Shockhoe Bottom

Interstate 95
Interstate 195

The Branch Public Baths Building is centrally located in downtown Richmond. It is convenient to major highways for car travel and to transportation such as airports and trains.

Branch House Considerations

Inclusive vs. Exclusive

Hybrid Hotel Setting vs. Traditional Hotel Setting

Local vs. Franchised Phenomenon

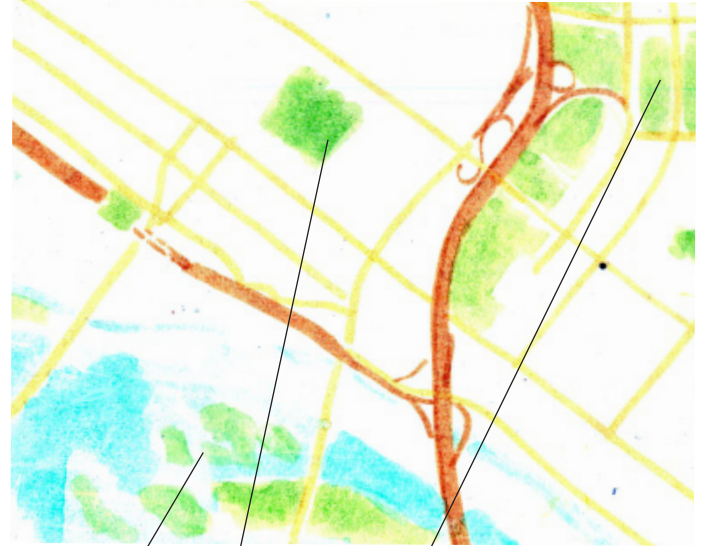
Street Hierarchy



Freeway
Arterial
Minor Arterial

The street hierarchy indicates the diverse layout of the downtown area of Richmond City. There are small residential streets and larger boulevards in the Eastern area of the city.

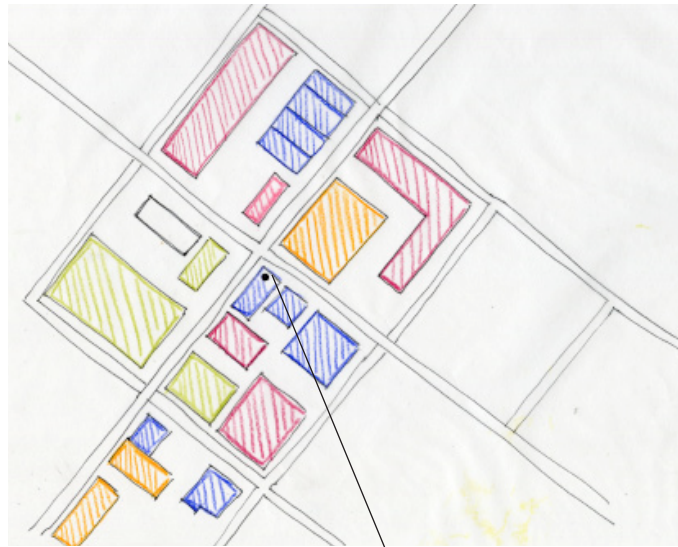
Green Space



James River
Virginia State Capital
Jefferson Park

The diagram shows there are a variety of natural attractions and historical areas to visit near the site.

Area Land Use



Blue Commercial
Red Residential
Orange Restaurants
Green Open Space

Branch House

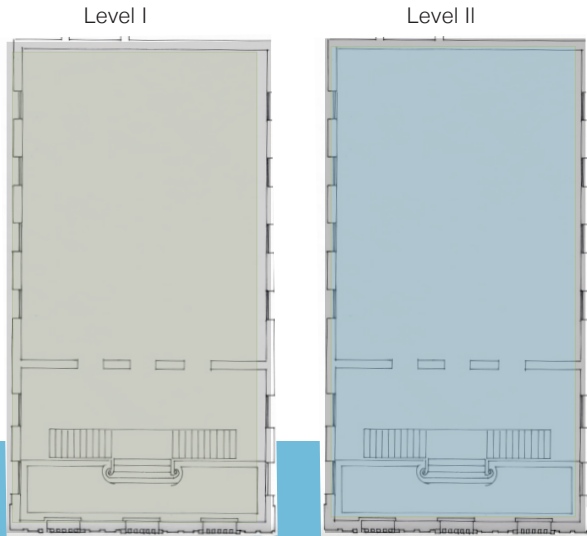
The land use surrounding the Branch Public Baths House has a mixed use of residential and commercial buildings. There are homeowners and renters as well as businesses operating in the area.

Scale

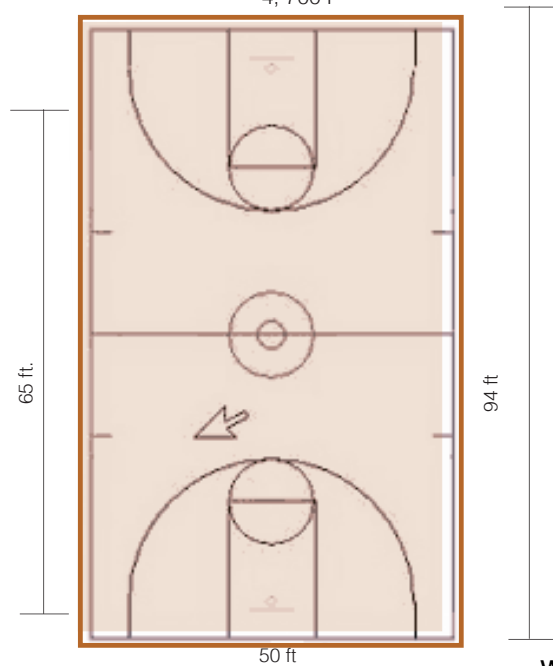


"Human scale was true building scale....
What other scale could I use?"
Frank Lloyd Wright in The Natural House

Branch Public
Floor Plan Total 4,700 F²



Regulation Basketball Court
4,700 F²



Parameters

Process:

Design Process
Interdisciplinary

Program:

Concept Development
Response

Context:

Hierarchy of Space
Private vs. Public
Circulation
Light

Case Studies

Steven Holl



Simmons Hall MIT

Philippe Starck



Mama Shelter, Marseille

Le Corbusier



Sante-Marie de la Tourette

Richard Neutra



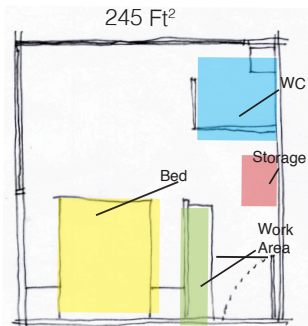
Kaufmann House

Ian Schrager



Public Hotel, Chicago

Hotel Comparison Study



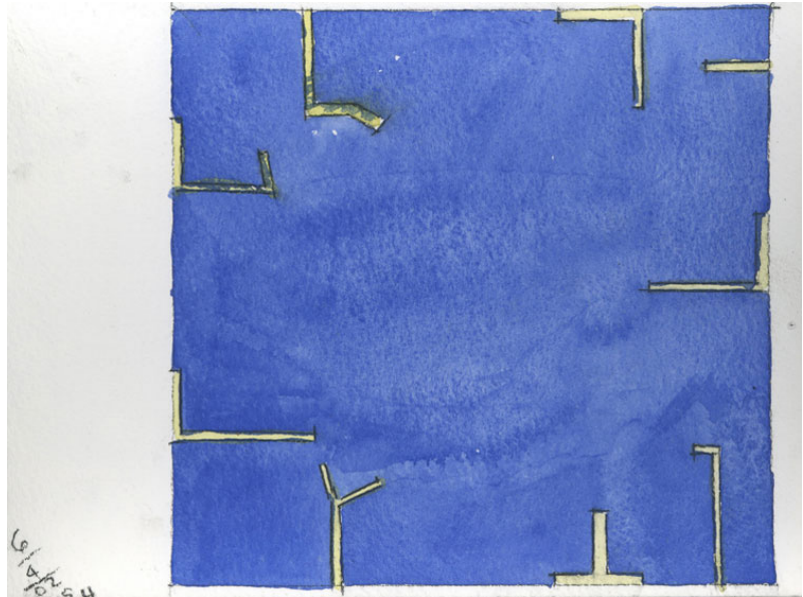
Collection:

Capsule
Whitehouse Hotel
The Jane
The Pod
Yotel, NYC
The Standard
The Ace

Process

All of Steven Holl's buildings begin the same way: with an intuitive brush stroke, usually first thing in the morning. "For me, drawing is a form of thought," he says. "I start every project with a concept diagram. I used to do pencil drawings. Those took eight hours. Around 1979, I streamlined it to five-by-seven-inch watercolors, because they were easy to fly with."

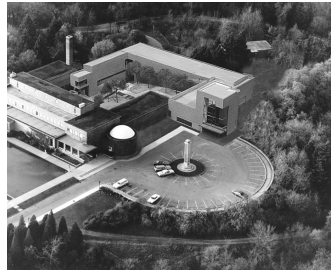
The Creative Process | Morning Rituals - Steven Holl. Martin C. Pedersen. Metropolis mag.com, March 2013.



These case studies consist of the remarkable design process and thinking both these architects/designers use. One thing that crosses both Philippe Stark and Steven Holl's work is the interdisciplinary approach they use for each project. Each uses their designs as instruments to transform. Although they have quite different processes they both are interested in the human experience. Holl views "architecture as a science of experience" (Holl.p. 74) while Stark believes "dynamic relationships exist between objects and people, and moreover people between people themselves." (Bertoni. p.10)

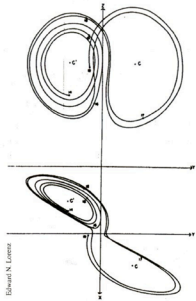


Steven Holl



Steven Holl's addition to the Cranbrook Institute of Science honors the existing building while at the same time breathes new life into the new space. The exhibit from 1937 called "Strange Attractors" was used as an inspiration for the concept for the new addition. The space will be free and open-ended much like the exhibit's original intent.

Concept Drawing



Watercolor



Steven Holl's process is something to be admired. He is thoughtful in every aspect of his process. He explores all areas, honoring and respecting the conditions that are particular to each site. He works with watercolors to generate diagrams and concepts. These watercolors help knit a project together by showing a network of relations. These relations can inform material and other architectural details.

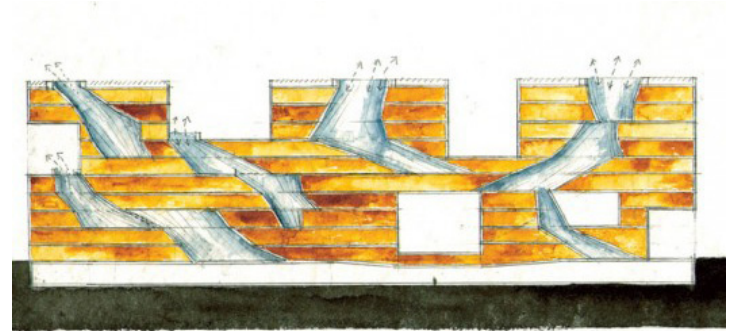
Simmons Hall, MIT



Working windows in each dorm room



Built-in furniture



MIT 2001 (Porosity) SPONGE
 LIGHT & AIR VENTILATION (AIR DRAWS UP THROUGH MAIN "LUNGS" VIA SLOW ROOF FANS OPERATED BY ROOF TOP METEOROLOGICAL CELLS)

The goal of MIT for the dormitory was to stir up interaction with students. Steven Holl created a unique building that balances contrasting architectural elements such as voids and solids and opaqueness and transparency. His concept was porosity with the metaphor of how a sponge works. Each dorm room has nine windows and there are 5 large lung-like openings that bring in natural light. The hallways were designed to be street like and are 11' wide.

Philippe Starck

Paramount Hotel NYC



Sanderson Hotel London



Delano Hotel Miami



“I like to open the doors of the human brain” – Philippe Starck

Philippe Starck began collaborating with Ian Schrager as early as 1988.”Starck invented a new vision and a new set of codes for the hospitality business with the Royalton in New York, which put humans back into the heart of the designer’s work.” Committed to his ethics yet aware that the hotelier business must reflect the movements and flux of the world and its ideas, this tireless nomad and fruitful designer reinterpreted the codes of the luxury hotel industry.

(Dammen, Silje. “Philippe Starck Interiors & Bio.” SiLje DamMeN. Posted by Siljedammen, 7 Nov. 2012.)

Mama Shelter Hotel



Business Center



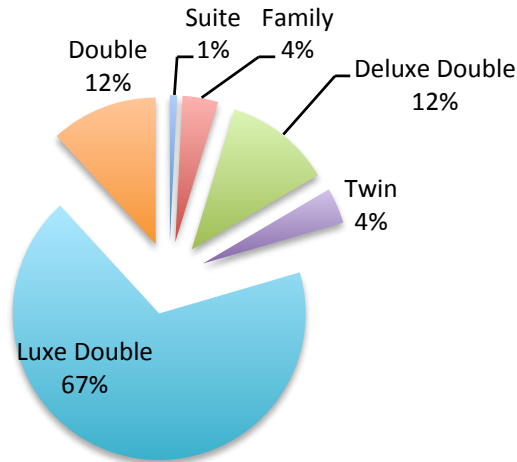
Guest Hall



Philippe Starck's work with hotels is something I want to model in Branch House. His hotels always have elements of surprise. His imaginary vision is a common denominator in all of his projects.

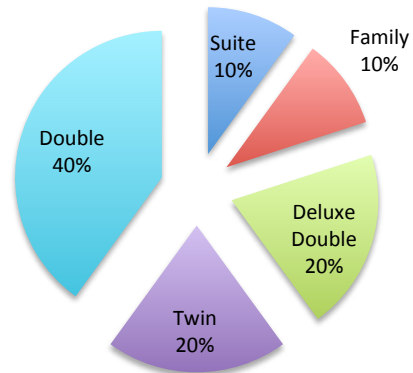
Mama Shelter

ROOM CATEGORY	# ROOMS	SIZE
MAMA SUITE	1	45 m ² 484ft ²
MAMA FAMILY	5	21 - 27 m ² 226 - 290 ft ²
MAMA DELUXE DOUBLE	15	21 - 27 m ² 226 - 290 ft ²
MAMA DELUXE TWIN	5	21 - 27 m ² 226 - 290 ft ²
MAMA LUXE DOUBLE	86	17 - 21 m ² 182 - 290 ft ²
MAMA DOUBLE	15	15 - 17 m ² 161 - 182 ft ²



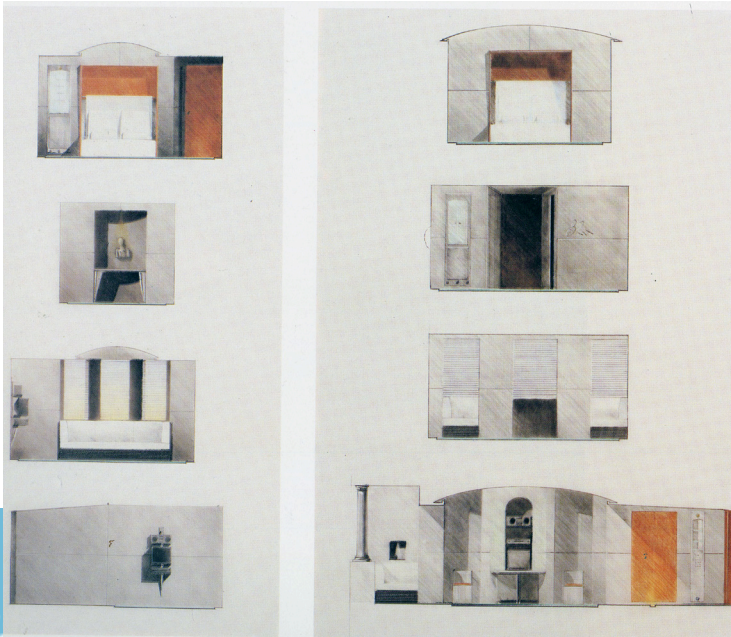
Branch Public Baths

ROOM CATEGORY	# ROOMS	SIZE
SUITE	1	380 FT ²
FAMILY	1	280 FT ²
DELUXE DOUBLE	2	240 FT ²
TWIN	2	160 FT ²
DOUBLE	4	170 ft ²



Philippe Starck

Paramount Hotel



Philippe Starck says that 'Hotels are no longer impersonal transitional venues but living, pleasurable spaces bursting with humour and irony. They are theatres where we act out our own destinies'. The Hudson Hotel in New York (1999) he continued his dream-like quest, conjuring up an acid tinted phantasmagoria with numerous dreamy and reflective surprises. In 2001 he designed the Cliff in San Francisco and pushed the spectacle even further combining the city's classical codes and archetypes with cutting edge technology undoubtedly a bit mischievously yet with the constant aim of keeping the creation in perspective with its context. (Dammen,S, 2012)



Context

Le Corbusier



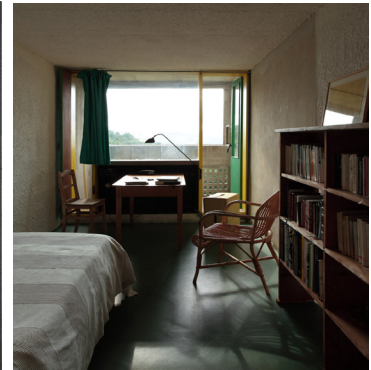
Precedents: Spatial Hierarchy, Circulation and Light

This case study consists of a project Le Corbusier designed and built near Lyon, France. Its original program was a Dominican Order Monastery and Learning Center. Today it is still a learning center but it also is a hotel. He started in 1956 and completed the building in 1960. This concrete building is built on a hill affording views of the French countryside. Le Corbusier controls spatial hierarchy in this large single block by manipulating spatial factors using materials, light, and transitions. The floor plan, which separates the living quarters, also adjoins public areas making them part of the whole and not isolated. Corbusier said, "It is not so much a church with living quarters attached as it is a domestic theatre for virtuosi of asceticism with adjoining it, a gymnasium for the exercise of spiritual athletes." (Le Corbusier Footsteps, p. 237)

1957



2012

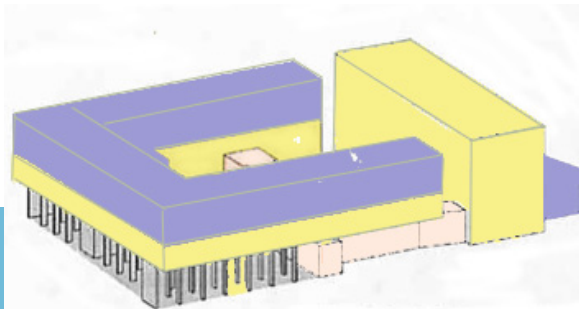


Le Corbusier Sainte Marie de La Tourette

Type: Monastery
Sq Footage: 16,500
Built: 1956-1961
Renovated: 1981

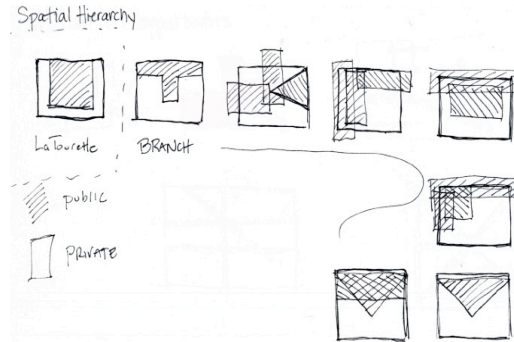
Spatial Hierarchy

Presence is given to the church that is only slightly taller than the other public and private areas of the building.



Branch Public Baths House

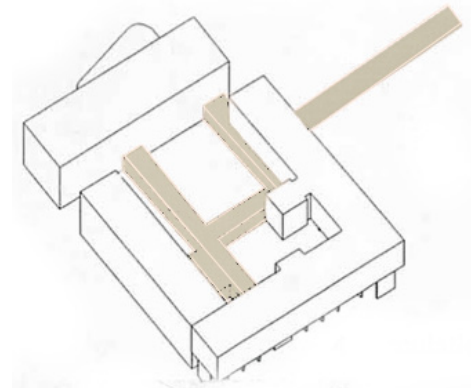
Spatial options



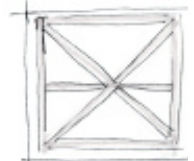
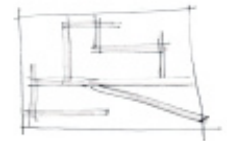
Circulation

Le Corbusier organizes the spaces within the monastery by designing a promenade for circulation that addresses both private and public areas through interconnected spaces grouped around an interior courtyard.

This could be applied to the space constraints of Branch House. The halls could have both public and private areas.



Circulation opportunities



Le Corbusier Sante
Marie de La Tourette

Le Corbusier defines spaces by capturing the light. The 'Light Cannons' allow for directional light that gives an evocative glow to the chapel.





Light is composed through a system of fenestration. There are big concrete components that span from the floor to ceiling and the hallways are lit by small horizontal slits softly lighting the space.



Richard Neutra



Precedents: Circulation

Circulation addresses private and public spaces in the house. This is a covered walkway that radiates from the center living area and leads to the private bedroom areas.

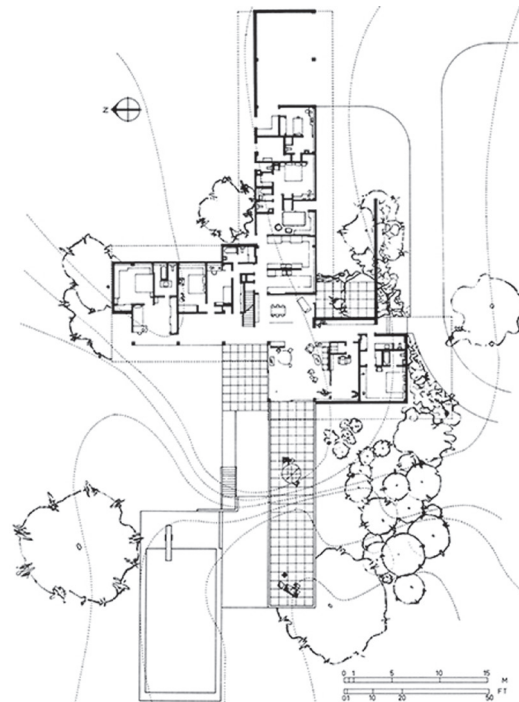


Richard Neutra

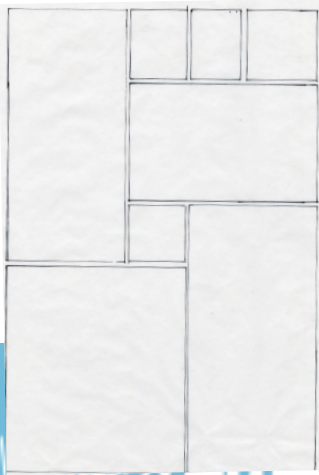
Richard Neutra an Austrian-born architect designed clean, crisp well organize homes. He was concerned with site, client and budget but also designed for human complex needs. Another important aspect of his design is linking indoors to outdoors. He often did this with glass walls.

The Kauffman Home is organized by a radiating pinwheel floor plan that links the private and public spaces from a central living area and by covered walkways.

The design of this house floor plan addresses public and private in a way that the Branch Public Bath House could incorporate into its first floor lobby area.



Exploration of Pinwheel Designs



Program

Ian Schrager



Ian Schrager began in the 1970s designing discotheques such as Studio 54. In the 1980s he created a new brand of hotel that was called boutique hotels. He is known for his meticulous attention to detail and trends in modern life. Some of his concepts that have become part of the vernacular in hospitality design are: Home Away from Home, Cheap Chic, Urban Resort, and Hotel as Theatre.

Currently he has taken a completely different approach to his newer hotels. He was at one time designing over the top, one of a kind type hotels such as the Paramount in NYC and Delano Hotel in Miami. Last year he launched a new 'collection' called Public in Chicago. This new design is a back to basics model with services and amenities that are essential and practical to guests. Schrager states "smaller hotels are more desirable. They promote friendlier contact for travellers. The trend in hotel size is moving down from 800-900 rooms a few years ago to 200-400 rooms for luxury hotels and now he thinks the next generation will be under 100 rooms."
(Hotel Trendspotting with Ian Schrager, July 23, 2012)



Ian Schrager

Public Hotel in Chicago

The program for Ian Schrager's new hotel collection is a great model for the Branch Public Baths Hotel. "The Public formula", he says, transcends age so it has the ability to draw from a broad pool of travelers. People always ask, "Who's your customer?," Schrager says. "I say, well, it's Mick Jagger who is 68 and Miley Cyrus, who is 18. My customer doesn't follow traditional demographics. What age group buys Apple products? It's a sensibility." (A tour of Ian Schrager's new Public Chicago hotel, USA Today, 10/12/2011.)

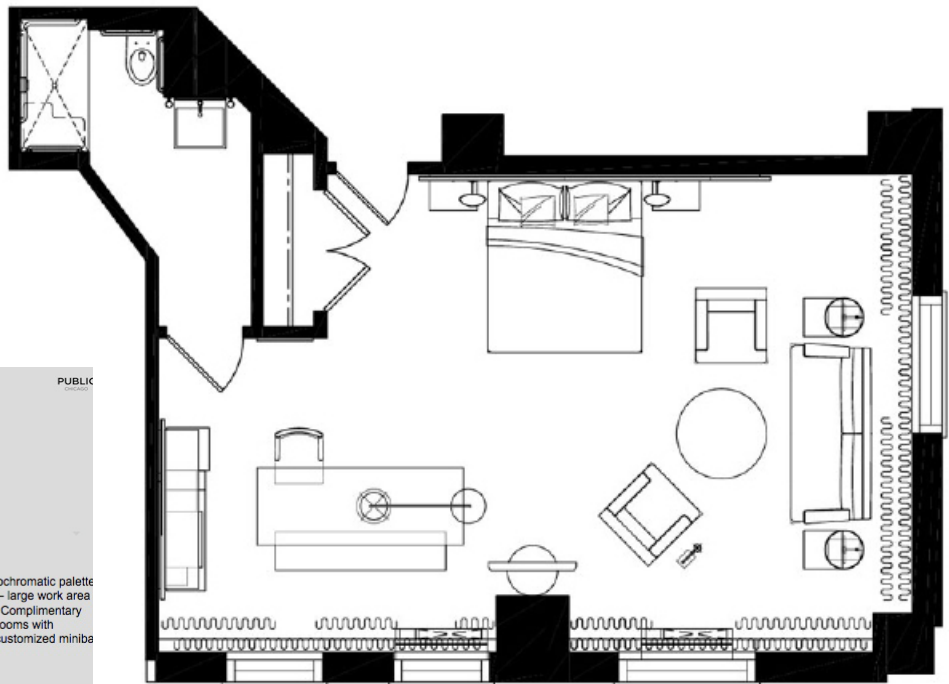
All operations of his hotel and restaurant company are appealing because they are simple and efficient and something that Branch Hotel will mirror on a much smaller scale. He has streamlined the hotel's services as well as its style. With room service, for example, "We've stripped out the hundreds of items on the menu that nobody ever orders." As a result, he said, guests get their meals more quickly" (NY TIMES, Schrager Streamlines a Chicago Hotel, Elaine Louie. December 21, 2011.)

PUBLIC CHICAGO

Standard Queen

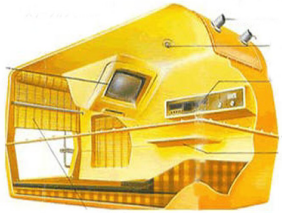
225 sq ft – Classic city view – light and airy – soothing monochromatic palette – mix of custom and iconic hand picked pieces of furniture – large work area custom lighting and drapery – 42" LCD high definition TV – Complimentary WiFi – Frette Linens – Down comforters and pillows – Bathrooms with bathtubs, custom corian sinks and marble mosaic floors – customized minibar – ipod docking stations – sincere chic

PUBLIC

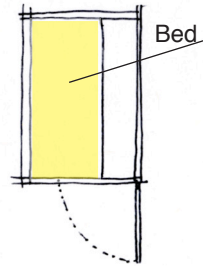


Room Size Study

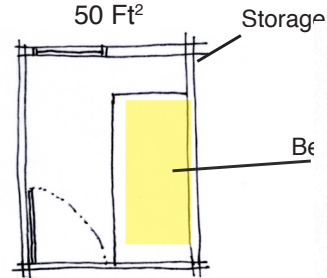
21.5 Ft²



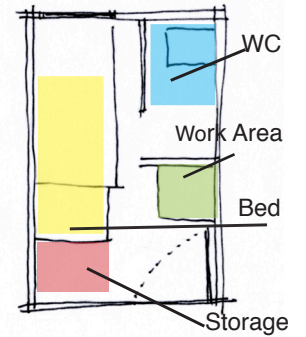
24 Ft²



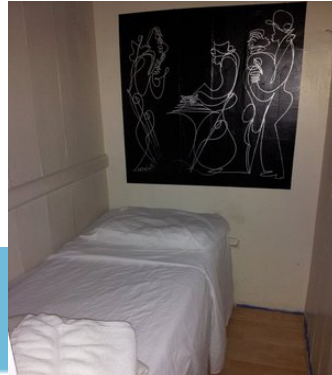
50 Ft²



70 Ft²



Capsule Hotel, Hong Kong



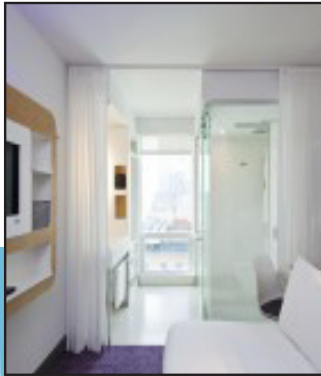
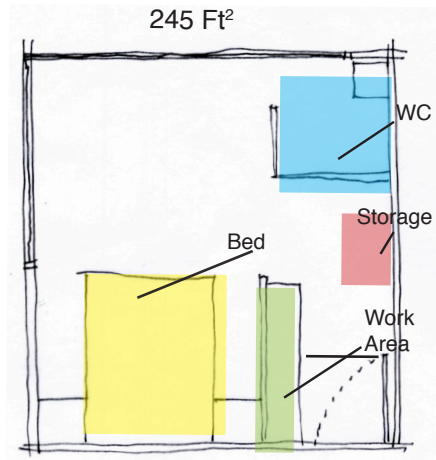
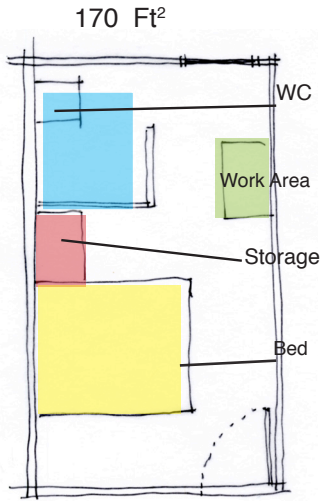
The White House, NYC



The Jane, NYC



Yotel, NYC



The Ace, NYC



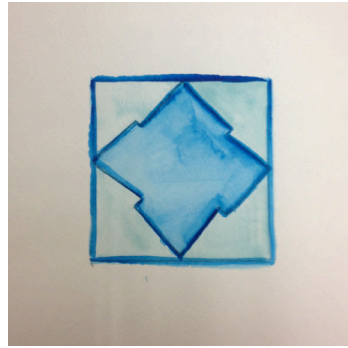
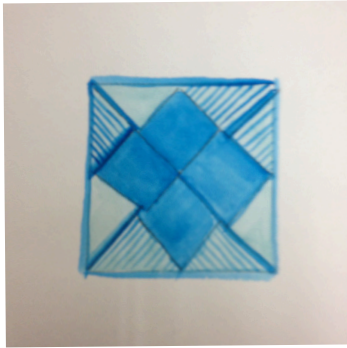
The Standard, NYC

A comparison study of hotel room sizes demonstrates the thoughtful use of smaller rooms. These accommodations range from capsule bedding to high-rise panoramic views.

A little goes a long way as is shown with the comparison of the size of hotel rooms ranging from 21.5 ft² to 245 ft². The Capsule Hotel is in Hong Kong and the five other hotels are located in NYC.

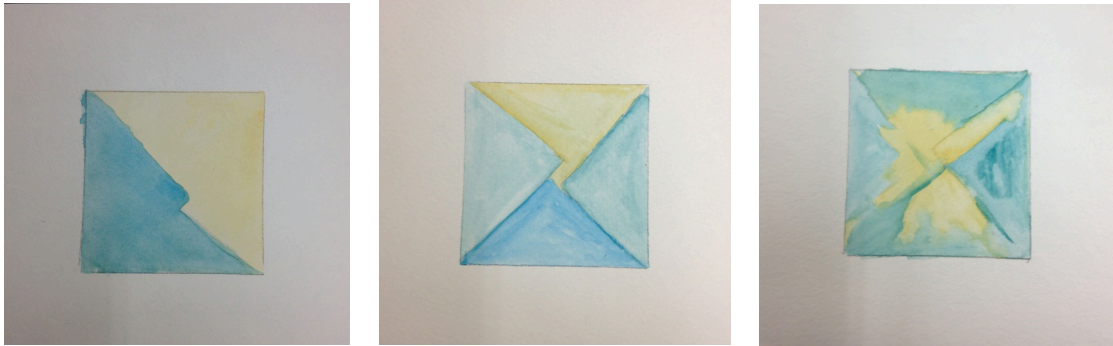
Branch House will use a variety of space options for guest rooms to maximize square footage.

Watercolors



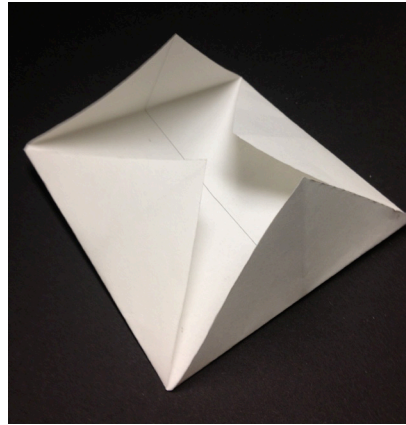
These watercolors investigate spatial arrangements within the building envelope.

How can people engage in the space? How will people circulate. The points of interaction can serve as organizing principles for the space planning within the building.

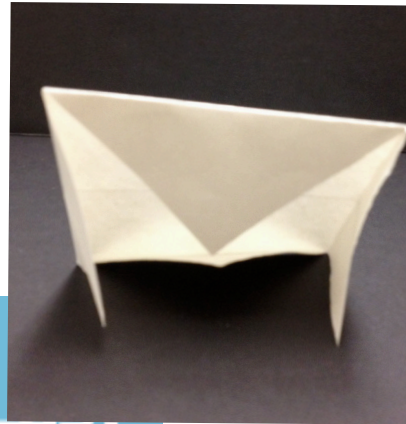


Exploring the relationships between the public and private spaces in the building. Walking into the Branch Building the interior lines are clear and help shape and define movement. The lines in this study help organize and create a system that is open and reveal opportunities for gathering and moving

Models

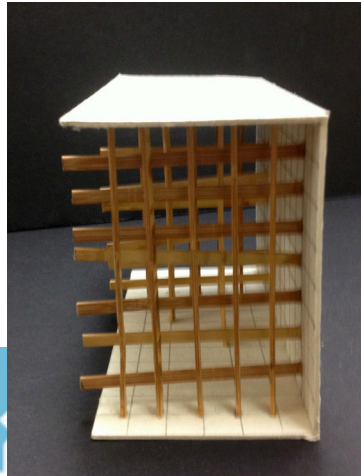


Folding paper to represent possible connections in the building to examine enclosed walls, floors and ceilings.



Contradictions to address:

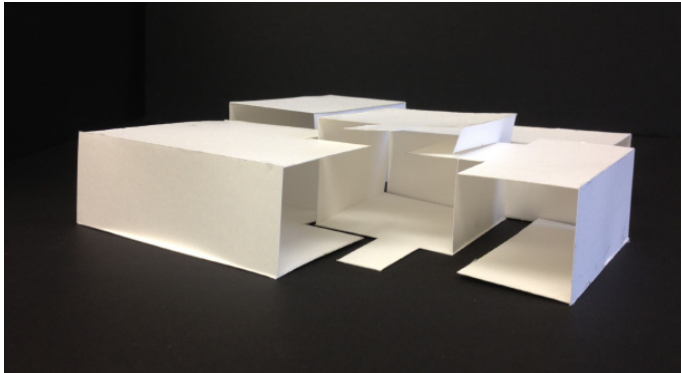
Creating a dwelling space in a bathhouse
Hospitality space in a challenging neighbourhood
Light (lack of it) dim
Lack of open space
Hard surfaces
Density of spaces and surfaces
Simple space
Rigid in shape
Sterile



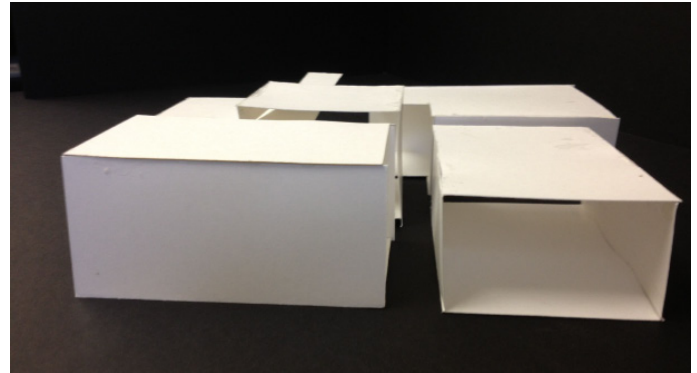
Exploring the form in Branch Public Baths Building to understand the shape and identity of the building.

The density, concentration and compactness of the building are shown through this 3 dimensional model. It reinforces the principle of form which the shape of a building or object should be based upon its intended function or purpose. The Branch building was a no-frills public space with separate areas for women and men.

Models



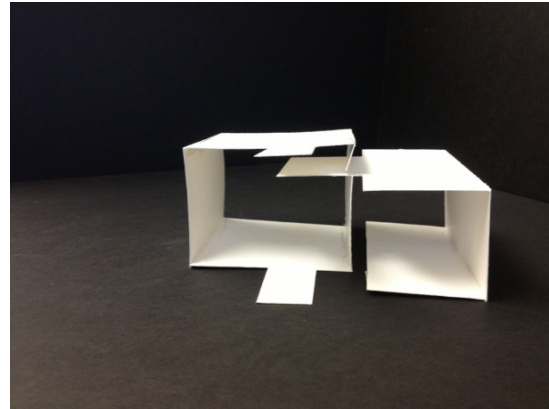
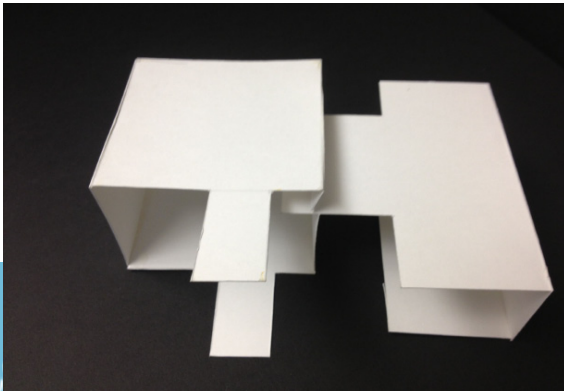
Investigating Massing with Branch Public Baths building.



Hierarchy can be seen as a context in organizing the spaces. At La Tourette, Le Corbusier did this with the height of the public and private areas.

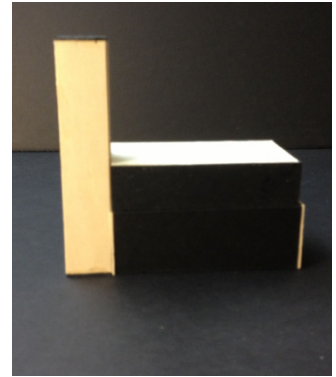
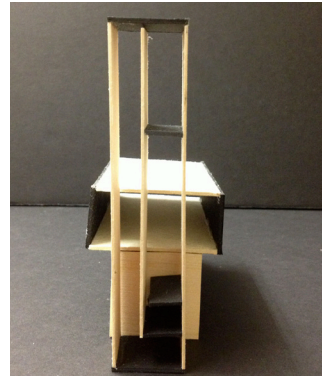
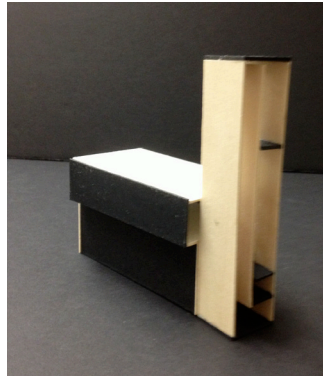
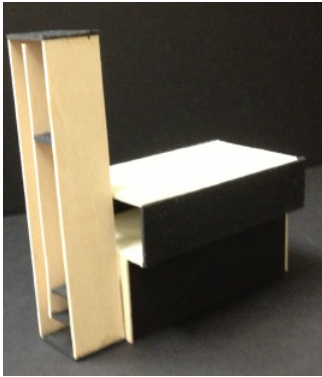
Configurations emerge with massing of the building.
Patterns of organization are beginning to appear.

The concept of connection is reinforced through these models. Massing is relevant to understanding primary and secondary spaces within the building.

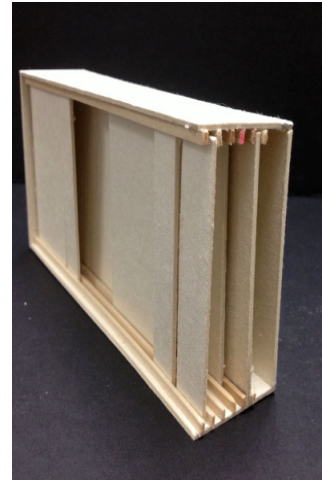
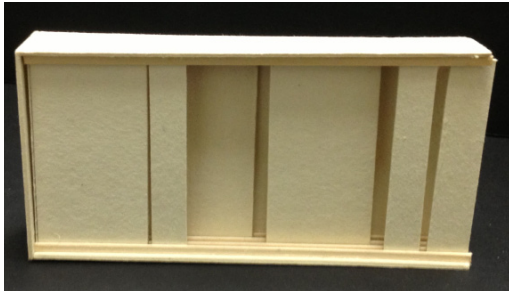


"Architecture is the thoughtful making of spaces."
Louis I. Kahn (Perspecta, IV, pp. 2-3, 1957)

Models

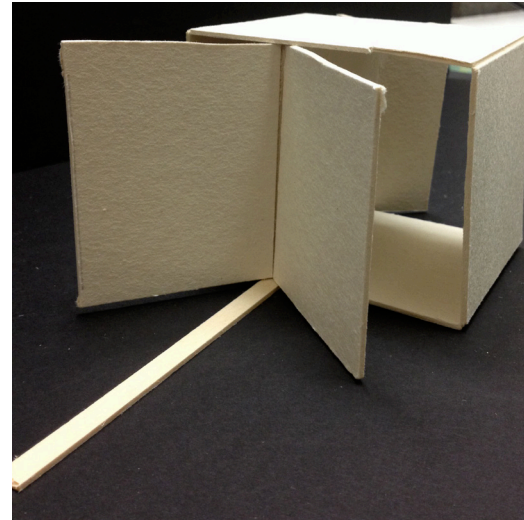
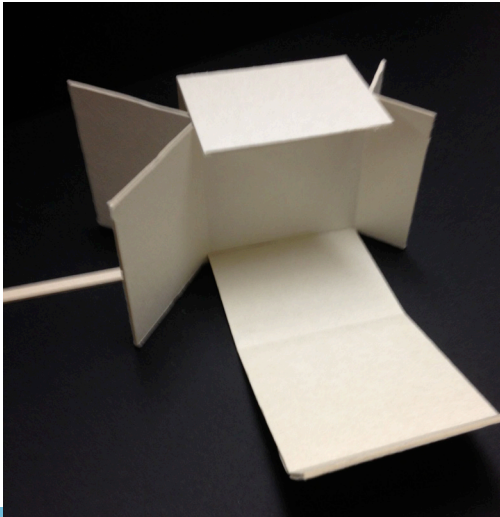


The concepts of compression and expansion as well as pathways are investigated through the arrangement of model.

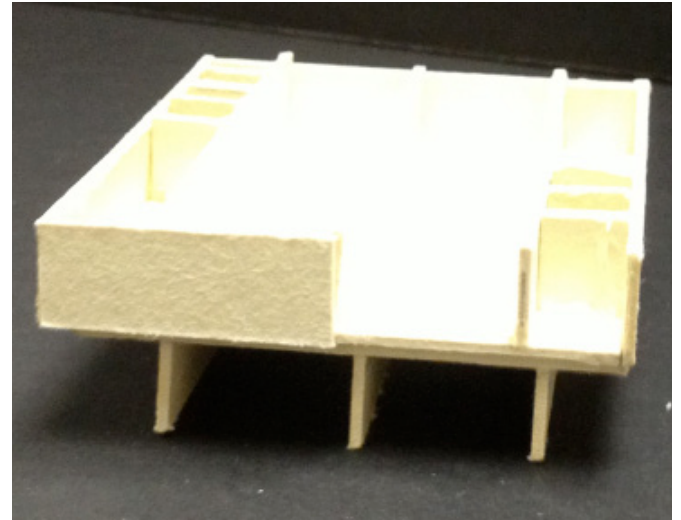
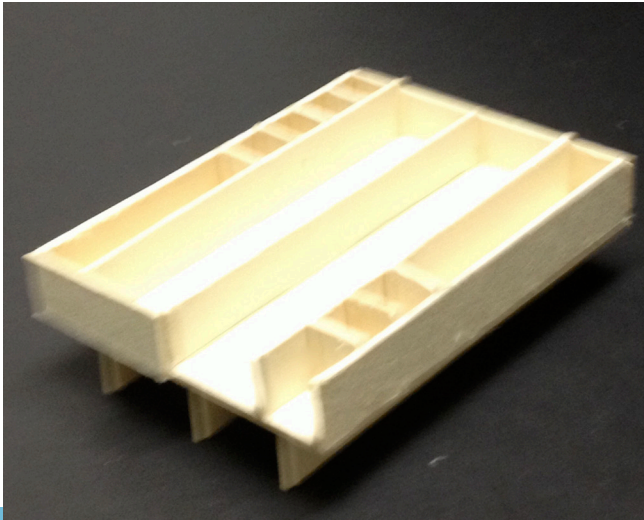


This model explores the opening and closing of possible space for private and public opportunities.

Models

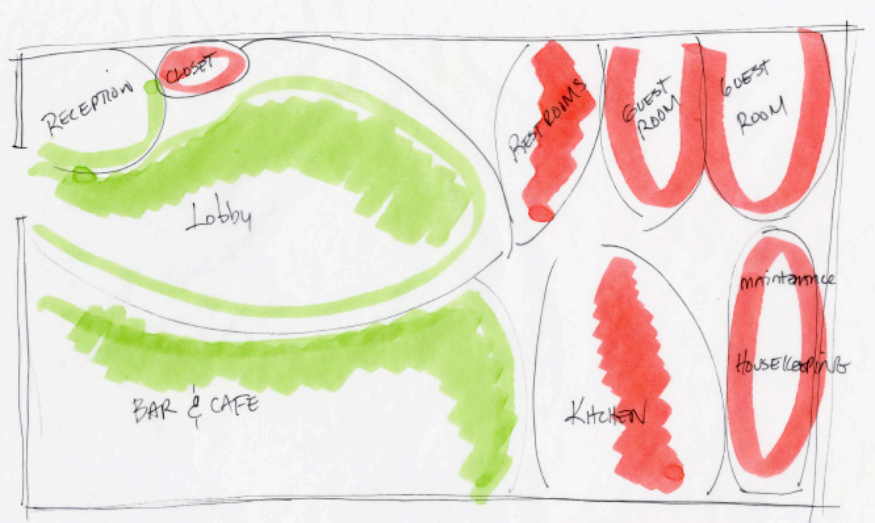


Compression and Expansive opportunities are created with shutter like panels.



Dark and light area is a result of compressed and expanded walls.

Space Planning



Criteria Matrix

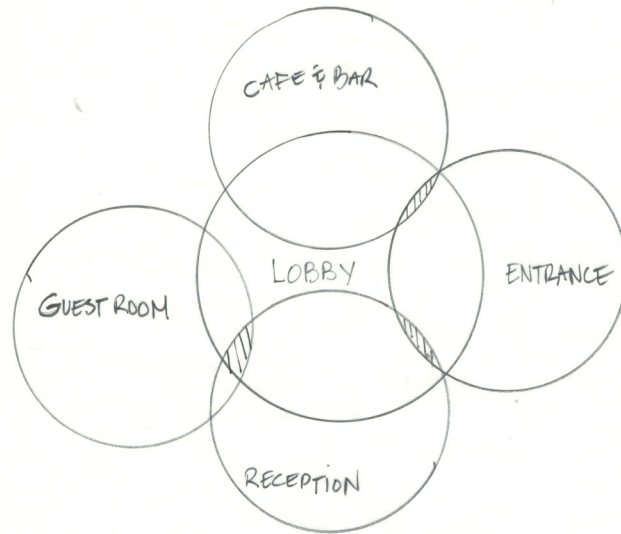
Branch Public Baths

Space	Sqft	Adjacency	Pubic Access	Day Light	Privacy	Plumbing	Special Equipment
1. Lobby	550	<u>2,3,4,5,6,9</u>	Y	Y	N	Y	
2. Cafe	300	<u>1,3,4,5,6,9</u>	Y	Y	N	Y	Baristta
3. Bar	200	<u>1,2,3,5,6,9</u>	Y	Y	N	Y	Keg
4. Restaurant	600	<u>1,2,3,4,5,6,9</u>	Y	Y	N	Y	Serving Equip.
5. Kitchen	350	<u>1,2,3,4</u>	N	N	Y	Y	Kitchen Equip.
6. 2nd Floor Egress	550	<u>1,2,3,4,5,7</u>	Y	Y	N	Y	Elevator
7. Guest Rooms	1240	<u>6,9</u>	N	Y	Y	Y	
8. Business Area	150	<u>6,7,9</u>	N	N	Y	N	Computer
9. 1st Floor Egress	760	<u>1,2,3,4,5,7</u>	Y	Y	N	N	Elevator

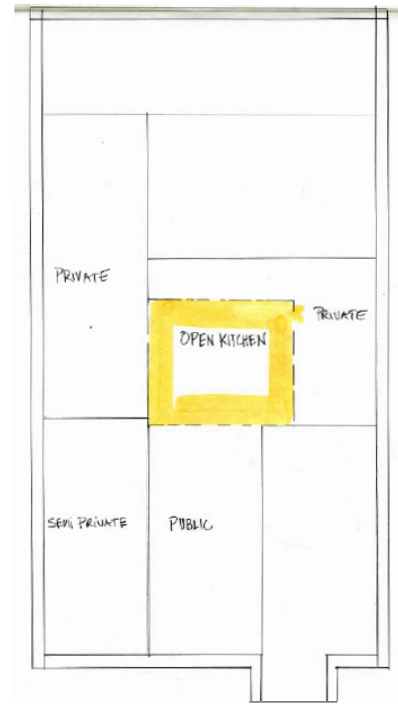
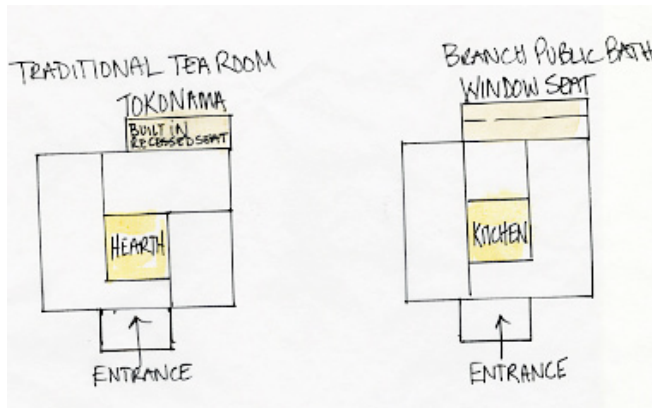
Legend

H	High
M	Medium
L	Low
Y	Yes
N	No
I	Important
o	Adjacency Major

Space Planning



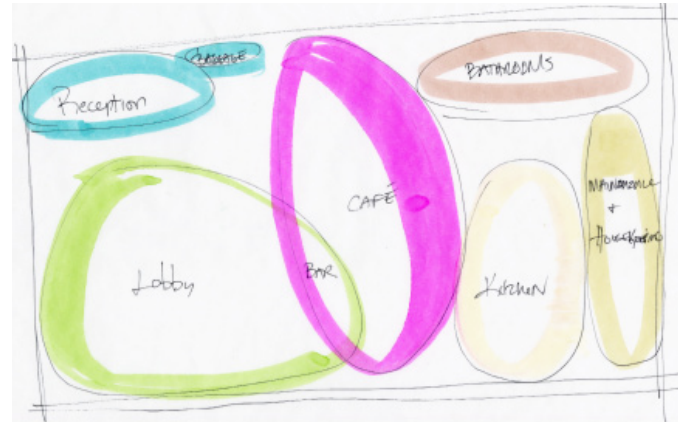
Important features for the organization of the hotel

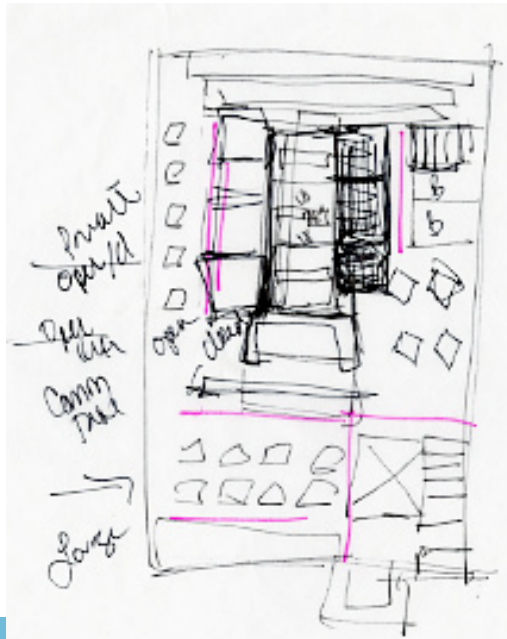


Centralized circulation with opportunities to gather and retreat to semi-private areas much like a kitchen in a home or the hearth in a Japanese Traditional tea room.

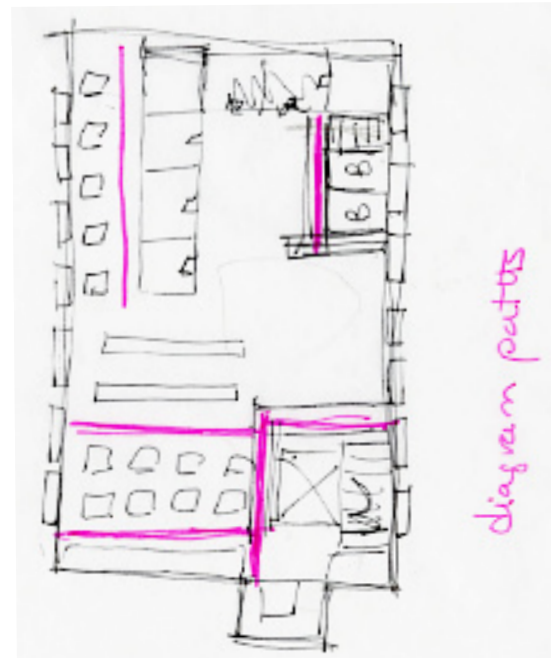
Possible floorplan with centralized kitchen.

Design





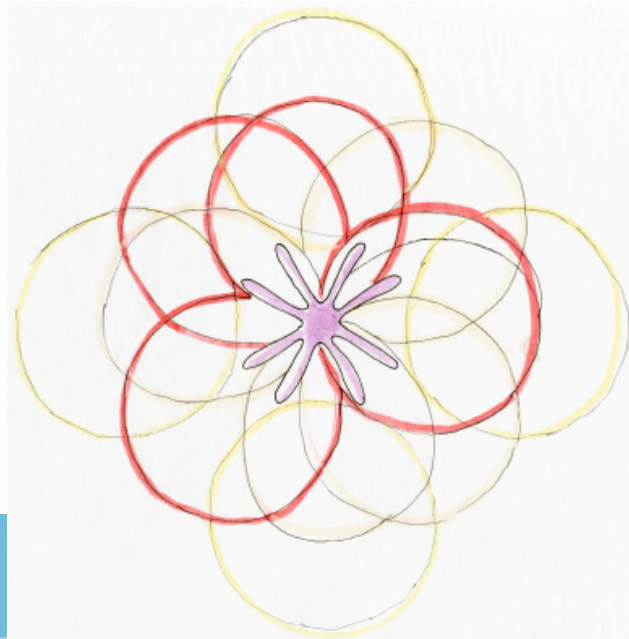
Private and Public spatial arrangements.



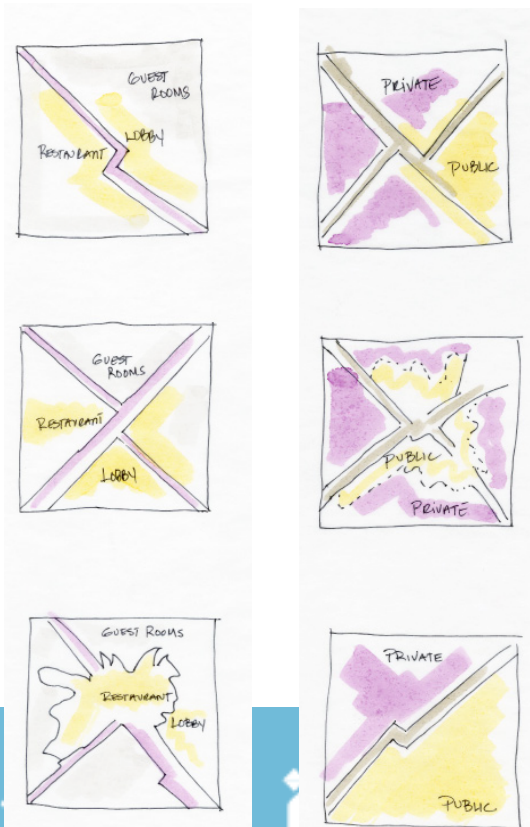
Paths created from possible spatial arrangements.

diagram paths

Design Concept



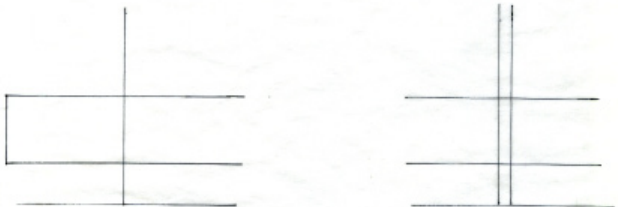
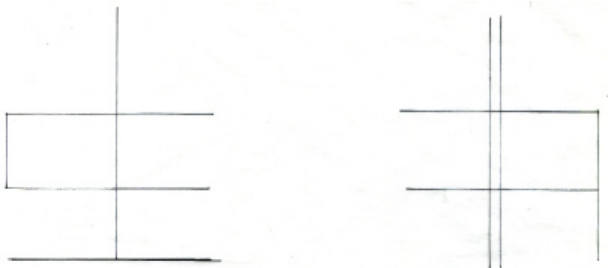
The radial design of the pinwheel inspired an investigation into floor plan options. Further analysis will be done to determine what the central organizing element will be for the Branch Public Bath Hotel.



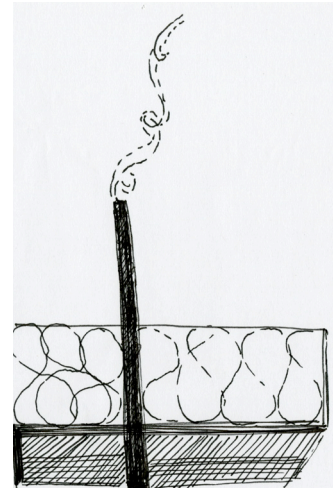
Patterns emerge based on the public and private spaces to be incorporated into the new design. There is a need for private space in the predominately public areas of the building.

Space Planning

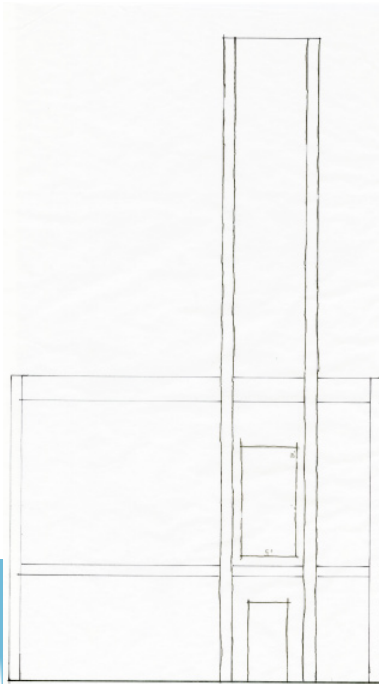
Pathway Exploration



Five lines to help define the space



This investigation began with the idea of the chimney being a transitional element between floors.

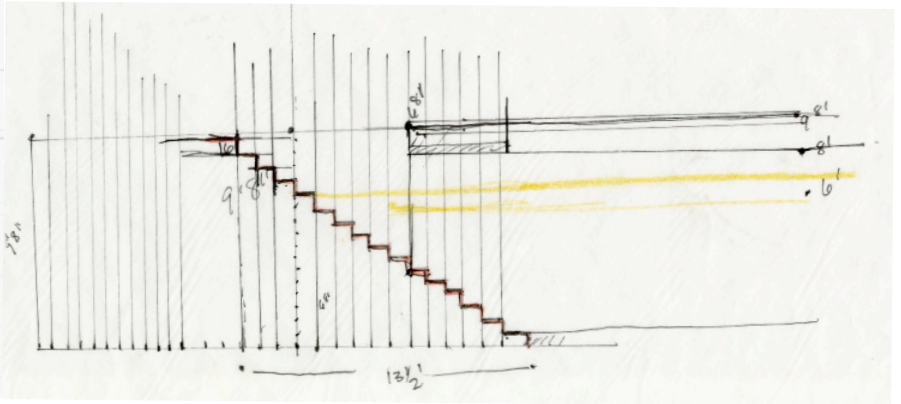
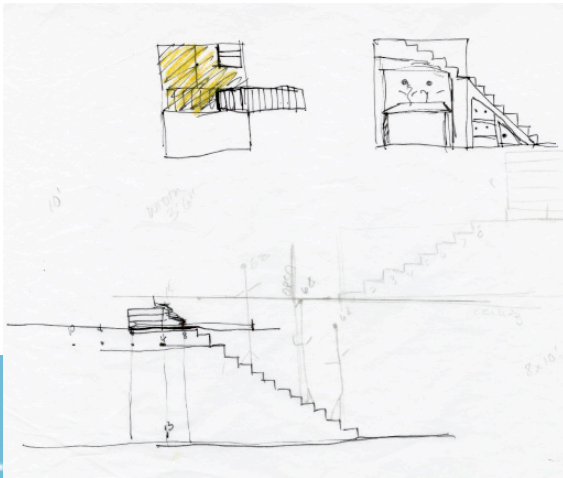


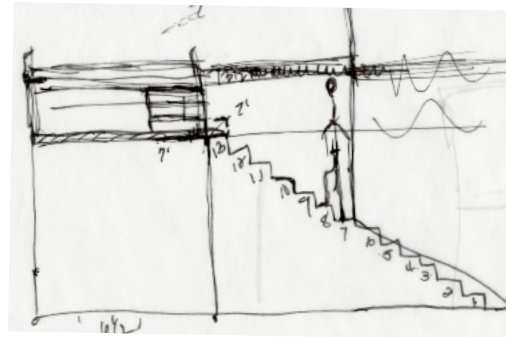
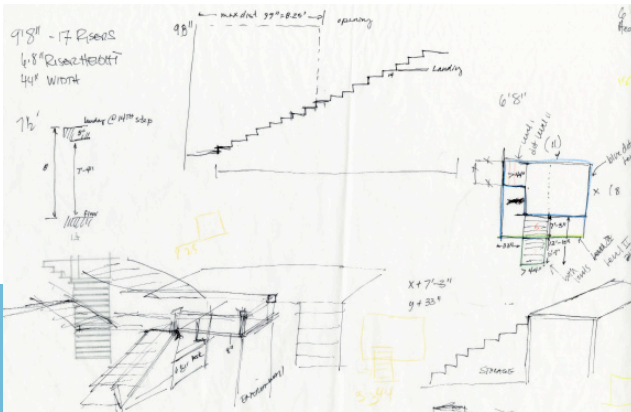
New entrance through the chimney with second floor window niche



Design

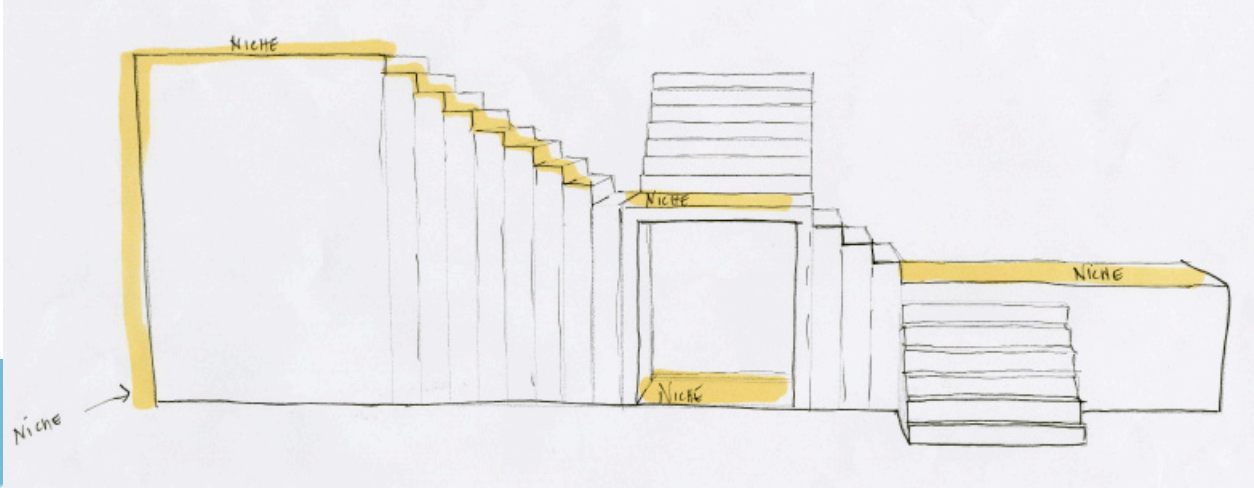
Stairway

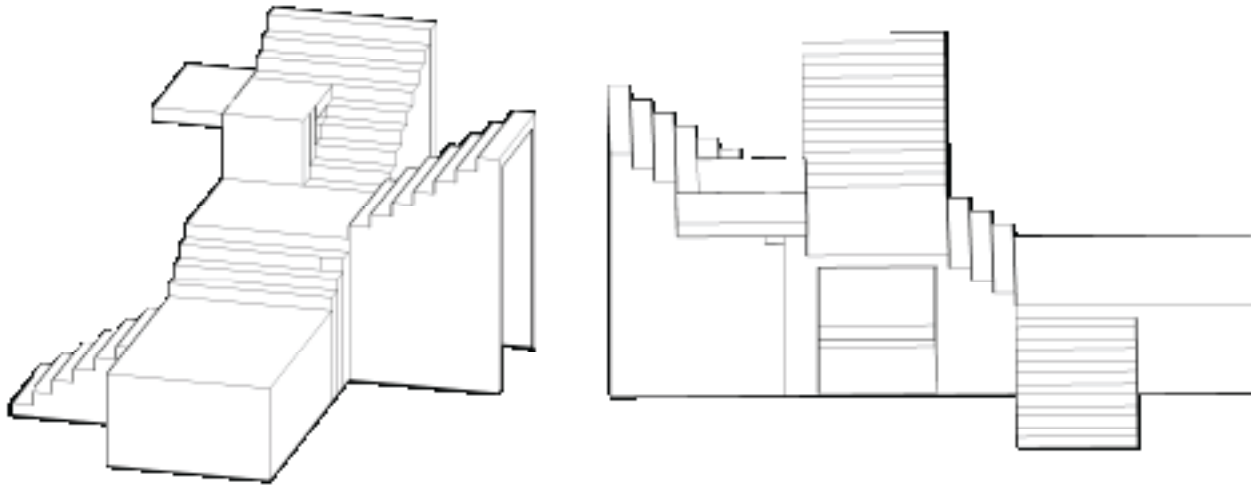




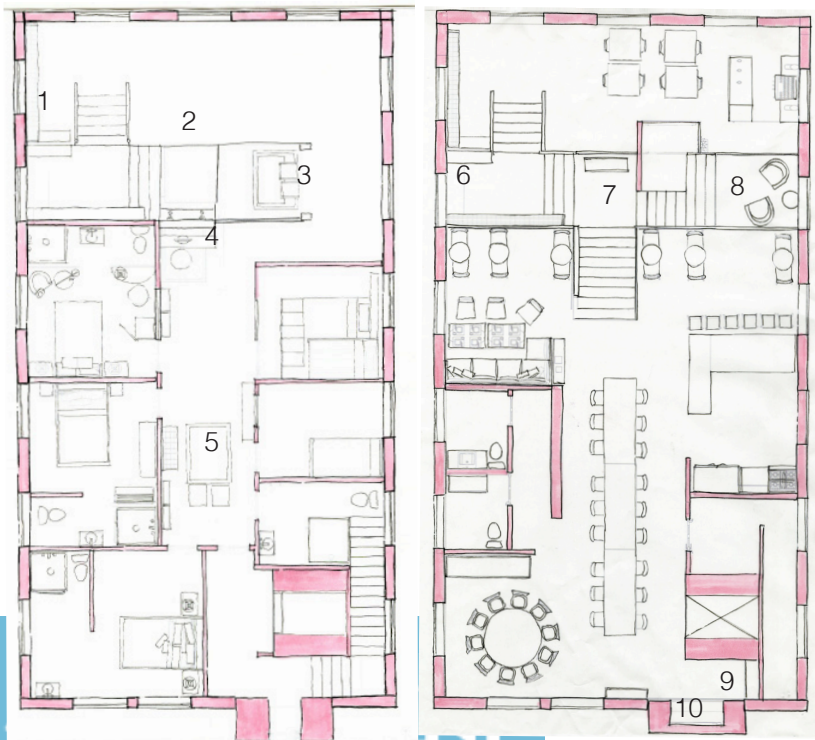
Stairways not just for travel but for interaction and to encourage community. They become more than a transitional element that moves from one floor to another. They become a dwelling space.

Design





Spaces are created in, under and on top of the stairs. These niches are places for gathering, pausing and resting as you travel from the first floor to the second floor.

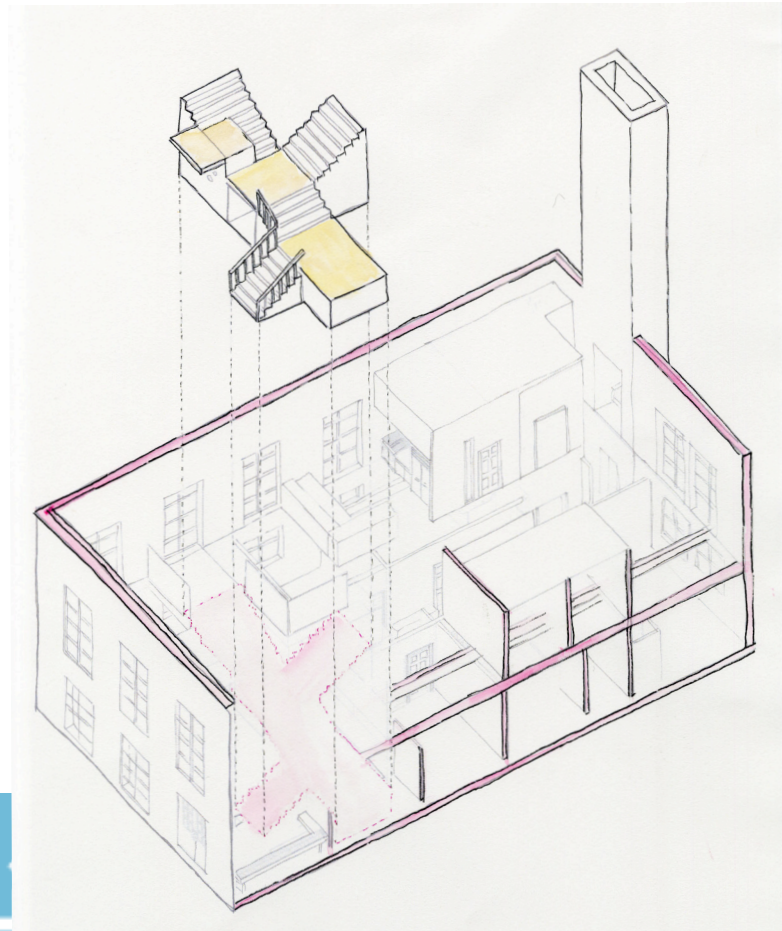


Niche Key

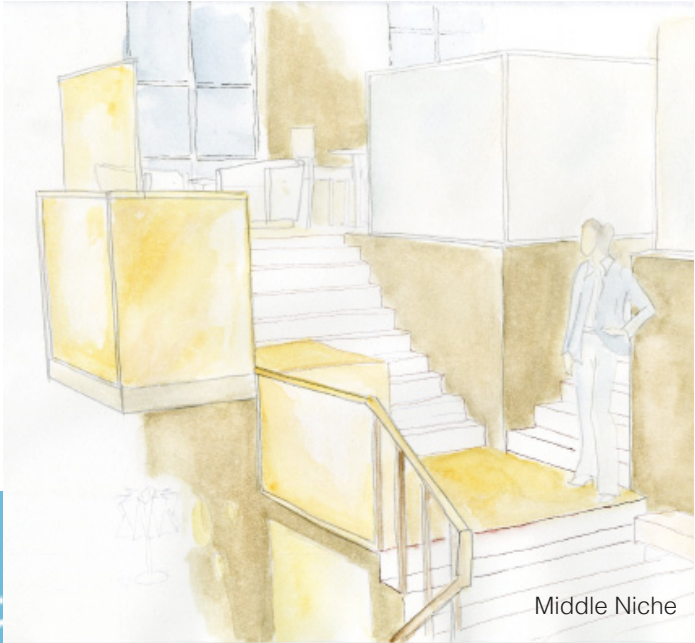
Niches are located throughout the building. Some are in compressed areas such as under the stairs or in the chimney stack while other niches are in expanded areas that have high vantage points.

- 1 Coffee Niche
- 2 Under front Stair Niche
- 3 Peek Hole Niche
- 4 Computer Station Niche
- 5 Guest Niche
- 6 Lower Stair Niche
- 7 Middle Perch Niche
- 8 Top Niche
- 9 Inbetween Niche
- 10 Chimney Niche

Exploded Axon



Design



Middle Niche

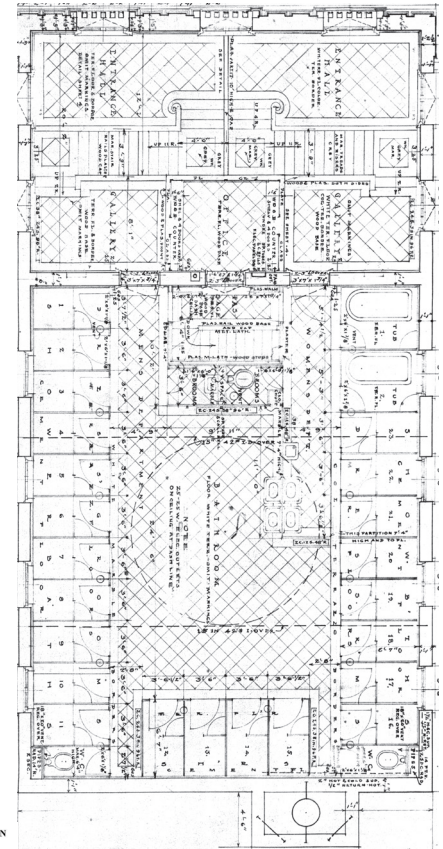


Top Niche

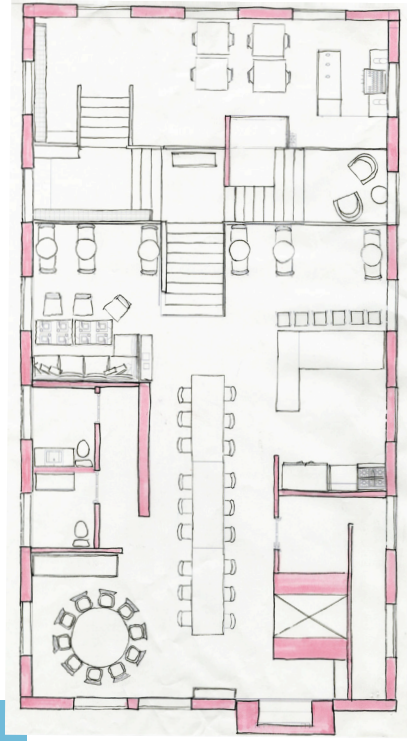
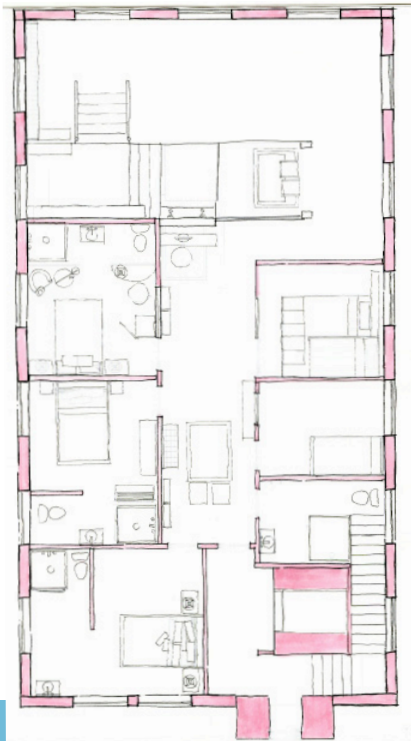


Bottom Niche

Design

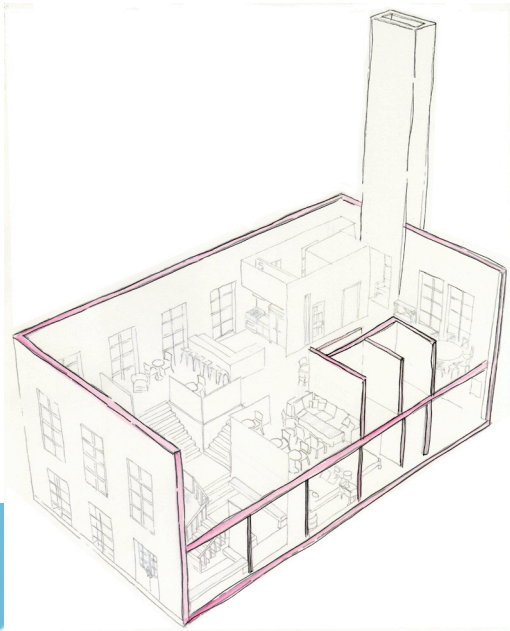


Original Floor Plan, 1911

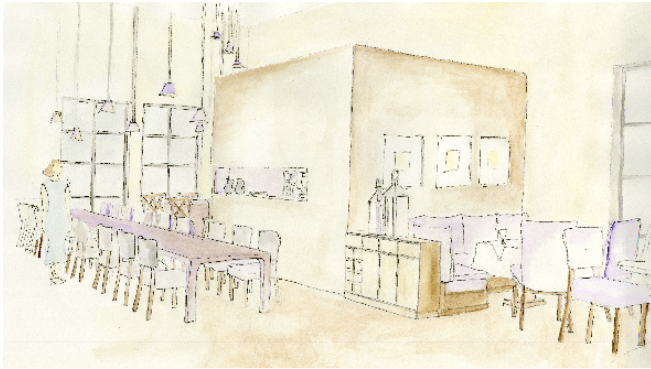


Design

Axon of First and Second Floor



Guest Room

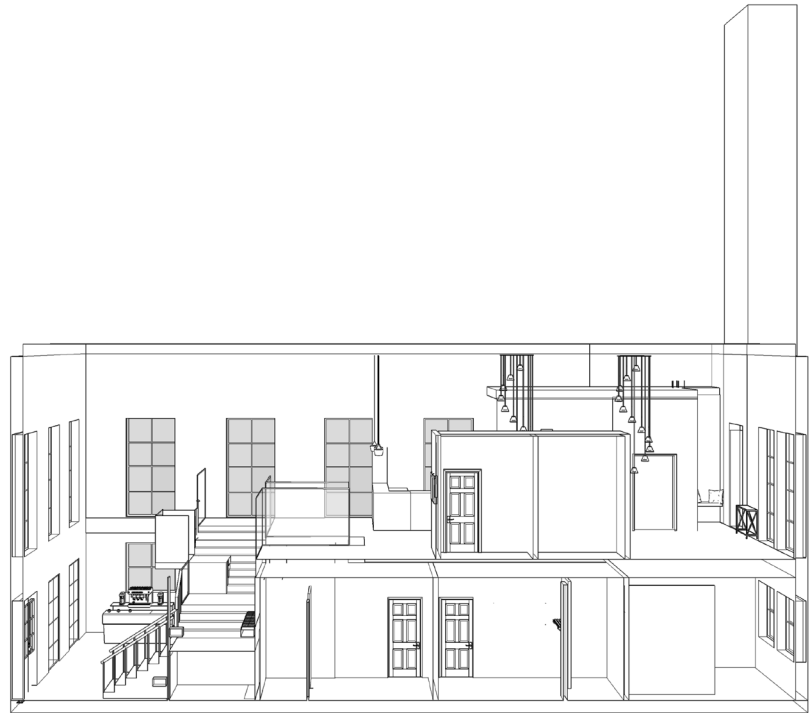


Large Dining Area



Private Dining Area

Design



Right Section

المنارة للاستشارات



Left Section

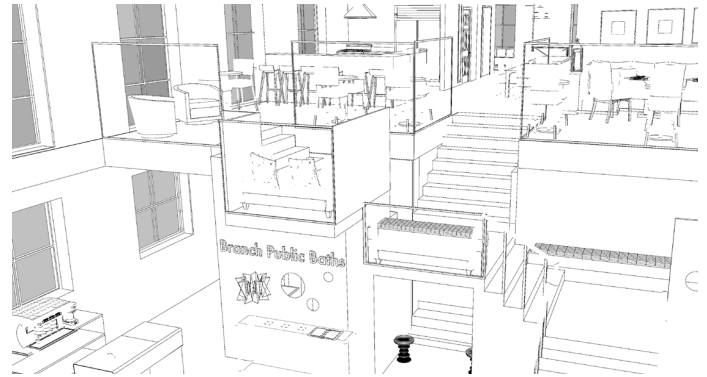
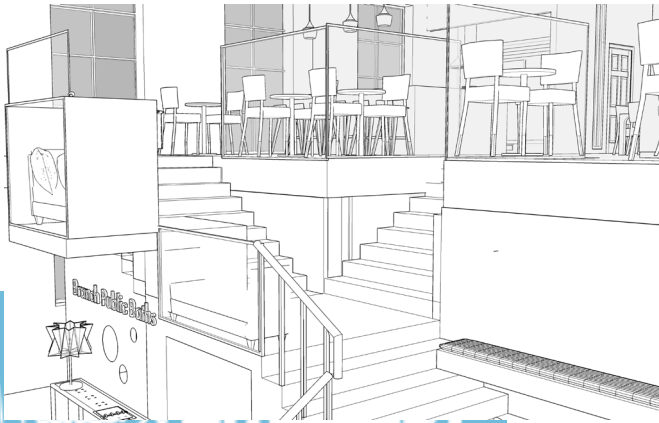
Design



المنارة للاستشارات

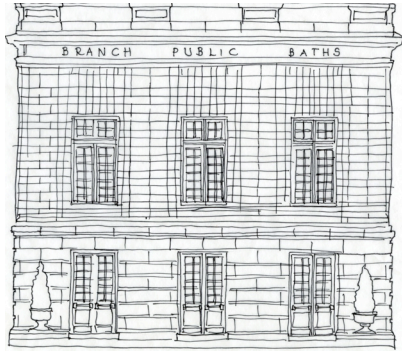
Front Section, 2013

www.manaraa.com



Presentation Boards

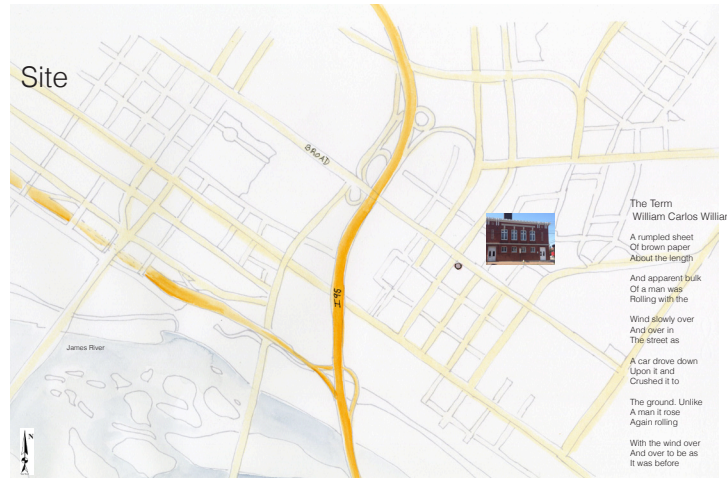
Branch Public Baths. Richmond, VA



The Branch Public Baths Building was built in 1911 as a gift to the city of Richmond from James Patterson Branch. Public baths were built during this time in major cities such as Boston, New York, Chicago and Philadelphia. Richmond, a much smaller city, had two public baths from 1911 until the 1950s.

The Branch Public Baths Building in Richmond, Virginia will be renovated to strengthen community by serving as a gathering place with a restaurant and providing accommodations to a wide variety of travelers through an urban hotel setting.

The concept for this project is about creating space that allows for interaction. The original program of the 102 year old brick building was serving the community of Richmond. Its new design will do the same but with opportunities for shared moments in a variety of spaces within the building.



The Term
William Carlos Williams

A crumpled sheet
Of brown paper
About the length

And apparent bulk
Of a man was
Rolling with the

Wind slowly over
And over in
The street as

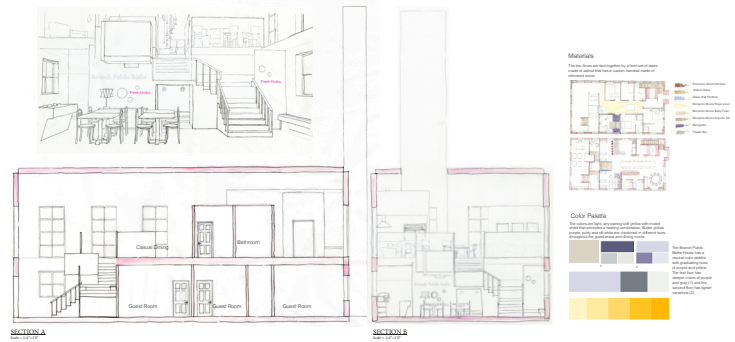
A car drove down
Upon it and
Crushed it to

The ground. Unlike
A man it rose
Again rolling

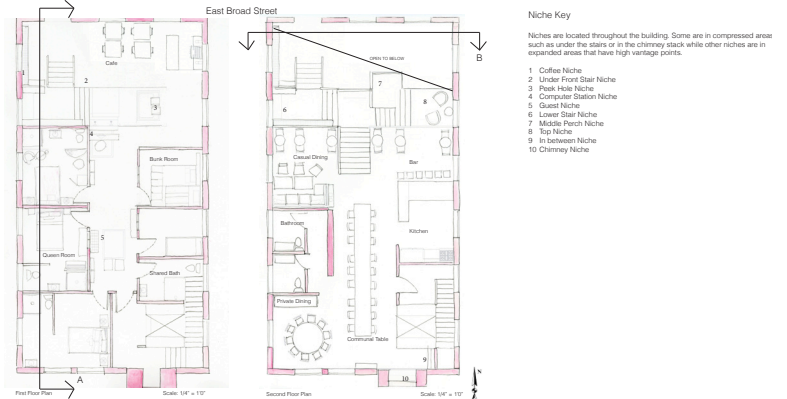
With the wind over
And over to be as
It was before

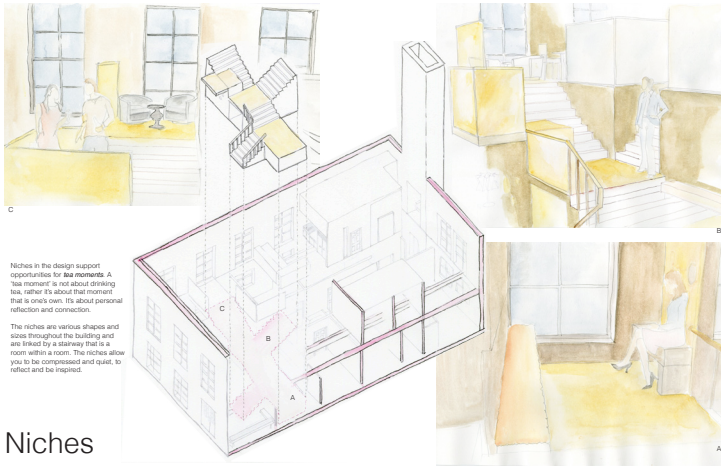
Branch Public Baths House

Design



Floor Plans





Niches



Expansion and Compression

Works Cited

Hot Restaurant Trends in the Hospitality Industry." 5 Hot Restaurant Trends in the Hospitality Industry. N.p., n.d. Web. 27 Feb. 2013.

Balfour, Frederik. "Shanghai's Best Boutique Hotels." Rev. of Hotel. Bloomberg Business Week 21 Apr. 2008: n. pag. Print.

Bertoni, Franco. The Architecture of Philippe Starck. London: Academy Editions, 1994. Print.

Braden, Susan R. The Architecture of Leisure: The Florida Resort Hotels of Henry Flagler and Henry Plant. Gainesville: University of Florida, 2002. Print.

"Chashitsu." Wikipedia. Wikimedia Foundation, 03 Feb. 2013. Web. 29 Apr. 2013.

Cole, Sunny. "Dining Room. Long Dining Room Table for Different Dining Room Interior: Rectangular Wooden Dining Table With Black Chair On The Stone Floor ~ Colefacts." Dining Room. Long Dining Room Table for Different Dining Room Interior: Rectangular Wooden Dining Table With Black Chair On The Stone Floor ~ Colefacts. N.p., 2012. Web. 20 Feb. 2013.

Dammen, Silje. "Philippe Starck Interiors & Bio." Silje DamMeN. Posted by Siljedammen, 7 Nov. 2012. Web. 20 Feb. 2013.

"Delano Hotel, Miami Beach - Main Entrance | Shotsharing." Delano Hotel, Miami Beach - Main Entrance | Shotsharing. Shot Spot, 2011. Web. 20 Feb. 2013.

"The Experience Economy: Work Is Theater & Every Business a Stage [Hardcover]." Amazon.com: The Experience Economy: Work Is Theater & Every Business a Stage (9780875848198): B. Joseph Pine II, James H. Gilmore: Books. N.p., n.d. Web. 22 Apr. 2013.

Holl, Steven. "STEVEN HOLL ARCHITECTS." STEVEN HOLL ARCHITECTS. N.p., n.d. Web. 29 Apr. 2013.

"Hotel Le Royal Monceau Palace by Philippe Starck | Home Reviews." Home Reviews. Home Reviews, 2011. Web. 20 Feb. 2013.

Lubow, Arthur. "The Talented Mr. Taniguchi." - Articles. N.p., n.d. Web. 01 Mar. 2013.

McCoy, Esther. Case Study Houses 1946-1962. Los Angeles: Hennessey & Ingalls, 1977. Print.

Miller, Marj J. "Amidst an Industry Boom, Hotel Brands Cash In on New Markets."

Oldenburg, Ray. The Great Good Place: Cafés, Coffee Shops, Community Centers, Beauty Parlors, General Stores, Bars, Hangouts, and How They Get You through the Day. New York: Paragon House, 1989. Print.

Palazzolo, Carlo, and Riccardo Vio. In the Footsteps of Le Corbusier. New York: Rizzoli, 1991. Print.

Rutes, Walter A., Richard H. Penner, Lawrence Adams, and Walter A. Rutes. Hotel Design, Planning, and Development. New York: W.W. Norton, 2001. Print.

"Sanderson Hotel London, England." Sanderson Hotel London (England). Trip Advisor, n.d. Web. 20 Feb. 2013.

Schneider, Sven. "Thonet No 14 à The Bistro Chair." RSS. Sven Raphael Schneider, n.d. Web. 20 Feb. 2013.

Schrager, Ian. "Sal Five & Six." Public Hotels. Idea Works, 2011. Web. 20 Feb. 2013.

"STEVEN HOLL ARCHITECTS." STEVEN HOLL ARCHITECTS. N.p., n.d. Web. 22 Apr. 2013.

Strannegard, Lars. "Works of Art: Aesthetic Ambitions in Design Hotles." Annals of Tourism Research 39.4 (2012): 1995-2012. Print.

"Survey of Important Factors in Choosing a Hotel." Mintel. N.p., 2012. Web.

Williams, Marilyn T. Washing "the Great Unwashed": Public Baths in Urban America, 1840-1920. Columbus: Ohio State UP, 1991. Print.

Zumthor, Peter. Thinking Architecture. Basel: Birkhäuser, 2010. Print.

Image Credits

- First Image (Untitled photo of Public Hotel, Chicago, Retrieved December 29,2012 from <http://www.publichotels.com/chicago/photos/hotel>)
- Page 5. Branch Public Bath Original Elevation, July 1911, Rossell Edward Mitchell Architects
- Page 20. Holl, Steven, Photo of Simmons Hall MIT, Boston, MA, Retrieved March 10, 2013 from <http://www.stevenholl.com>
Mama Shelter Hotel photo, Marseille, Retrieved January 13,2013 from <http://mamashelter.com/en>
Photo of Convent of La Tourette, Retrieved November 20, 2012 from http://www.greatbuildings.com/convent_of_la_Tourette
Neutra Richard (Kauffman Dessert House), Retrieved February 10, 2013 from <http://www.midcenturyHome.com/the-richard-neutra-kauffman-house>
Public Hotel, Chicago, Retrieved December 29, 2012 from <http://www.publichotels.com/chicago/photos/hotel>
- Page 22 Balfour, Frederik. "Shanghai's Best Boutique Hotels." Rev. of Hotel. Bloomberg Business Week 21 Apr. 2008: n. page
- Page 23 Holl, Steven, Watercolor of Sculpting Light, February 2, 2005, Retrieved March 10, 2013 from <http://stevenholl.com>
- Page 23, 24 Holl, Steven, Cranbrook Institute of Science February 2, 2005, Retrieved March 10, 2013 from <http://stevenholl.com>
- Page 26, 27 Holl, Steven, Simmons Hall MIT February 2, 2005, Retrieved March 10, 2013 from <http://stevenholl.com>
- Page 28,29 Starck, Philippe, Untitled Photos of Paramount Hotel, Sanderson Hotel, Delano Hotel, Mama Shelter Hotel, Retrieved January 24, 2013 from <http://www.starck.com>
- Page 30, 31 Bertoni, Franco. The Architecture of Philippe Starck. London: Academy Editions, 1994. Print
- Page 34-39 Photos of Convent of La Tourette, Retrieved November 20, 2012 from http://www.greatbuildings.com/convent_of_la_Tourette
- Page 40, 41 Neutra Richard (Kauffman Dessert House), Retrieved February 10, 2013 from <http://www.midcenturyHome.com/the-richard-neutra-kauffman-house>
- Page 44, 45 (Untitled photo of Public Hotel, Chicago, Retrieved December 29,2012 from <http://www.publichotels.com/chicago/photos/hotel>)
- Page 47 (Untitled photo of Public Hotel Floor Plan, Chicago, Retrieved December 29,2012 from <http://www.publichotels.com/chicago/photos/hotel>)
- Page 48 (Untitled Photo of Capuse Hotel) Retrieved October 23, 2012 from <http://nick-dailylife.blogspot.com/2011/09/cool-japanese-thing-99-capsule-hotels.html>
(Untitled Photo of The Whitehouse Hotel), NY, Retrieved October 23, 2012, <http://www.whitehousehotelofny.com/>
(Untitled Photo of The Jane Hotel), NY, Retrieved October 23, 2012, <http://www.whitehousehotelofny.com/>
(Untitled Photos of Yotel Hotel), NY, Retrieved October 23, 2012, <http://www.yotel.com/>
(Untitled Photo of Ace Hotel), NY, Retrieved October 23, 2012, <http://www.acehotel.com/newyork/rooms>
(Untitled Photo of Standard Hotel), NY, Retrieved October 23, 2012, http://www.designhotels.com/the_standard_new_york?gclid=ClnAtpXV8rYCFYyY4Aod12wAqw