


Welcome to the Art World: A CPA Facelift

Center for Performing Arts Redesign

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IMS 390.I
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Issues

- The entrance of the CPA does not have any artistic appeal.
- The small area needs to better fit student needs as well as convey a more “artsy” look and feel.

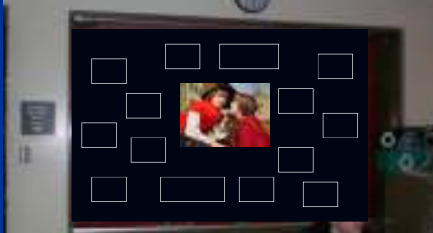


Redesign Goals

- Create a more useful space out of the small area.
- Produce a better seating area for students.
- Adapt to the realistic flow of traffic.
- Give visitors an artistic impression of the space at first glance.
- Relocate the unsightly book drop.
- Make use of or change the currently unused display case.

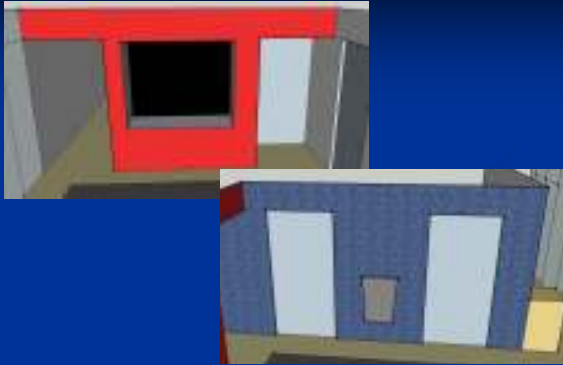
Early Iterations

- Initially: Designs were boring or had too much activity and didn't receive great feedback in actually solving problems.




- Now: Easy-to-implement, cost-effective solutions to meet students needs as well as feel more artistic.

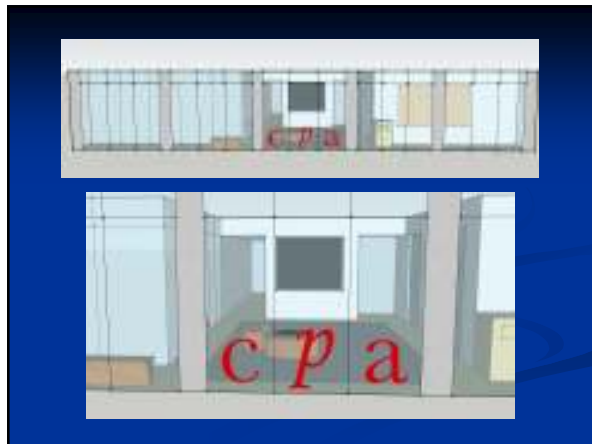
Early Iterations



Front Entrance

- The name of the building should be prominent from a distance so that viewers are sure of its purpose.
- A logo similar to the School of Fine Arts logo is used for continuity.





Inside

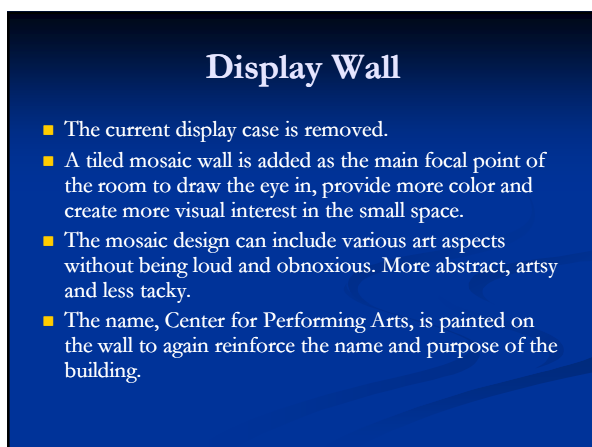
- A new seating area is located off-center so it does not interfere with the natural flow of traffic or the library entrance.
- Benches and a table create a work space or a place for students to put belongings down.
- The old benches are recycled and placed along the glass entrance wall for added seating without making them a focal point.
- Pops of color throughout the room add visual interest.



Inside

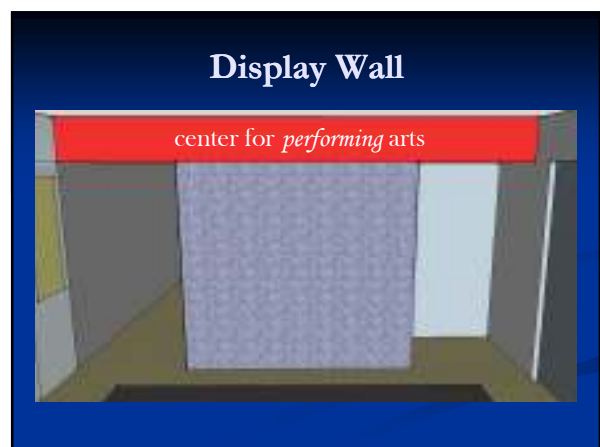


Inside



Display Wall

- The current display case is removed.
- A tiled mosaic wall is added as the main focal point of the room to draw the eye in, provide more color and create more visual interest in the small space.
- The mosaic design can include various art aspects without being loud and obnoxious. More abstract, artsy and less tacky.
- The name, Center for Performing Arts, is painted on the wall to again reinforce the name and purpose of the building.

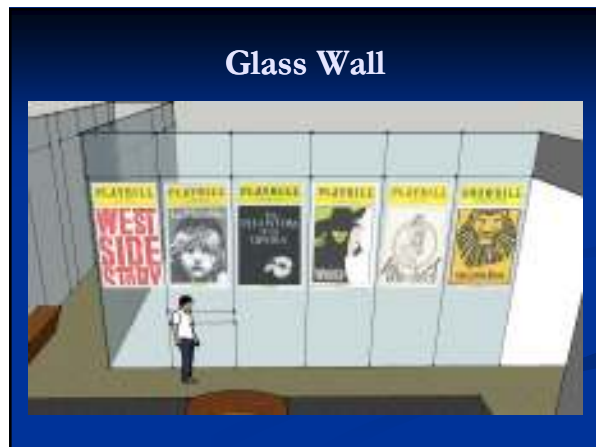


Display Wall



Glass Wall

- To add some performing spirit, stick blown up Playbills on the glass panes of the conference room.
- Use sheer, sticky panels that do not completely block all visibility from inside the room.



Restroom Wall

- Feedback of initial designs indicated that having people stare at the bathroom was awkward.
- Instead of any moving object or lengthy reading item being placed here, the design was kept simple.
- Moving the small existing display case to the center of the wall above the water fountain is more pleasing to the eye and provides a place to advertise upcoming productions without keeping ones attention for too long.



Hall Space

- The large bulletin is kept for students to hang advertisements and announcements.
- The large unsightly library book drop is relocated to the hall. This is not only closer to the main entrance for student convenience but it also removes an unattractive piece from main view.

Hall Space



Conclusion

- In the end, the CPA space should feel more creative.
- Visitors should have plenty of interesting things to look at rather than another dull academic building.
- Hopefully students will not just rush through the building, but will take a moment to appreciate their surroundings and feel inspired.