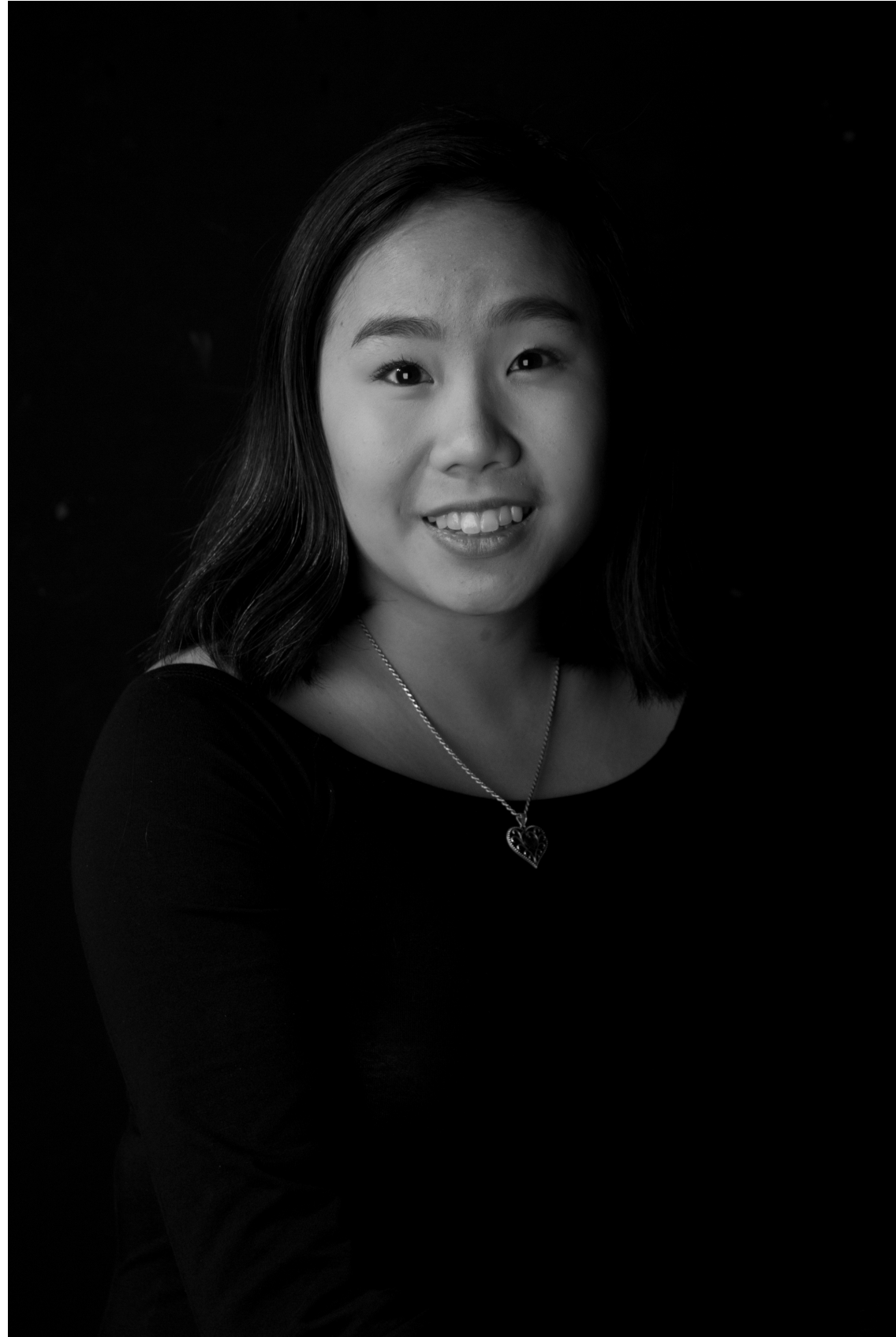


The Dove Block

465 Exchange St, Geneva, NY 14456





About Me

Hi, I'm Caroline Pedrotti, and I am a fourth year Interior Design student at Rochester Institute of Technology.

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Research

Geneva, NY

Geneva was first settled in 1788 and named by land promoter Captain Charles Williamson because its lakeside locale reminded him of Geneva, Switzerland. It is located on the northern end of Seneca Lake in the Finger Lakes. Seneca Lake's great depth and the rolling hills of the surrounding area gives this region a cool climate, perfect for grape growing, and the Finger Lakes region is renowned for their Riesling. The city is also a processing centre for fruits and vegetables and has some light manufacturing. Wineries, nurseries, and the New York State Agricultural Experimental Station are nearby.

Arthur Dove

Arthur Garfield Dove is known as one of America's first abstract artists. He paints mostly stylized, abstract forms with nonrepresentational imagery. Dove spent his early years in Geneva, New York, where his father Willian Dove was a building contractor and brick manufacturer. William Dove built the Dove Block Building. In later years, Arthur moved back to Geneva for a short period following the death of his mother and partially due to financial hardship. It was here he focused more than ever on themes of interdependence between living creatures and their environments and on the purely formal appeal of natural objects' shapes and lines, which he emphasized to the point of abstraction with organic shapes and unexpected color schemes.



Company History

Corbett was founded in 1935 as a manufacturers representative firm and over the past 85 years has grown and evolved into an integrated commercial interiors consultant. Their main headquarters is located in Philadelphia, PA in an old wool mill from the George Washington Era. They are passionate about history and the historic preservation of buildings.

Quotes from CEO Bill Corbett

“Where industry meets education”

“If walls could talk, what would they say?”

“Our business is helping people realize what their passion and interests are”

“Live in flux”

“There is no such thing as a problem that cannot be solved”

“Enjoy life out loud”

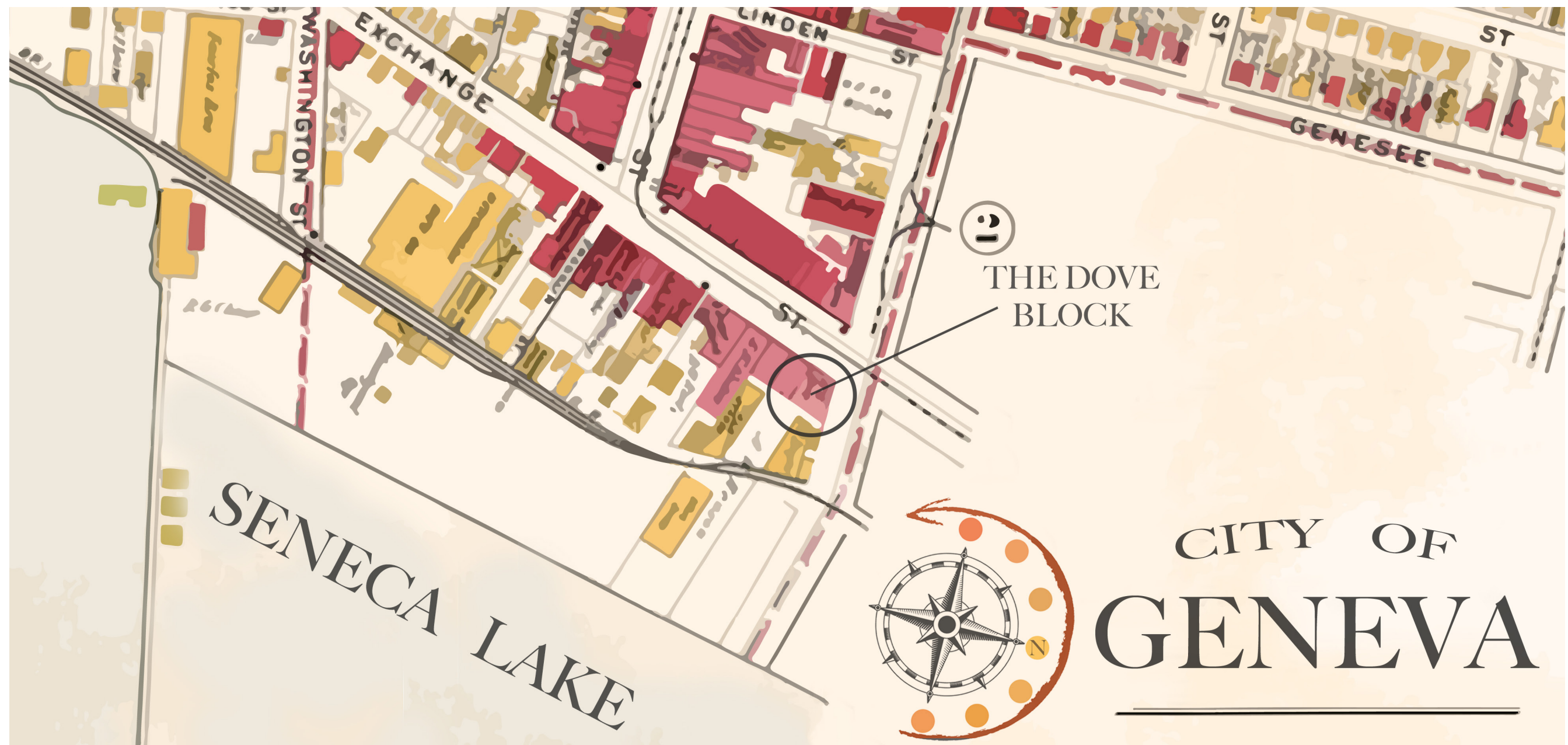
“Redesign company culture, as well as interior design”

“Good designers can bring CEOs to their knees”

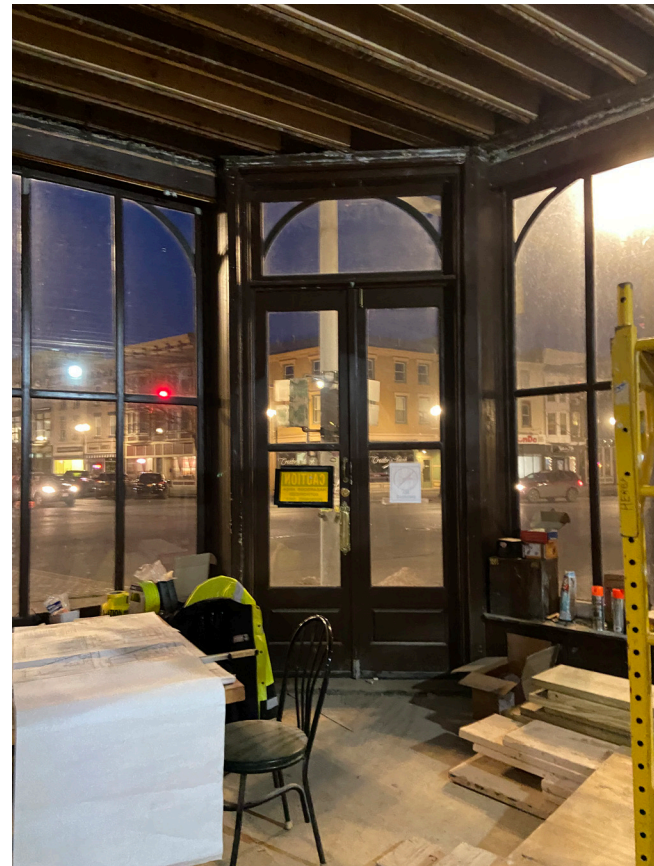
“People won’t remember how a space looked, they’ll remember how it felt”

Existing Conditions

Site Analysis



Site Visit



Project Goals

1. Create a gallery space for Arthur Dove that celebrates the history of the space and existing architecture, with a modern twist
2. Design an experience center and tenant spaces that create community and engagement
3. Redesign the overall culture of the city of Geneva
4. Utilize the second floor by bringing in tenants that are mutually beneficial with both businesses

Conceptual

Concept Statement

Currently Geneva, New York is going through a renaissance and Arthur Dove is the city's Michelangelo. As the sun rises on a new day for Geneva, the birth of a new culture within the community begins, celebrating the gateway to the finger lakes as well as both its acclaimed artist and up-and-coming artists.

Inspirational Images

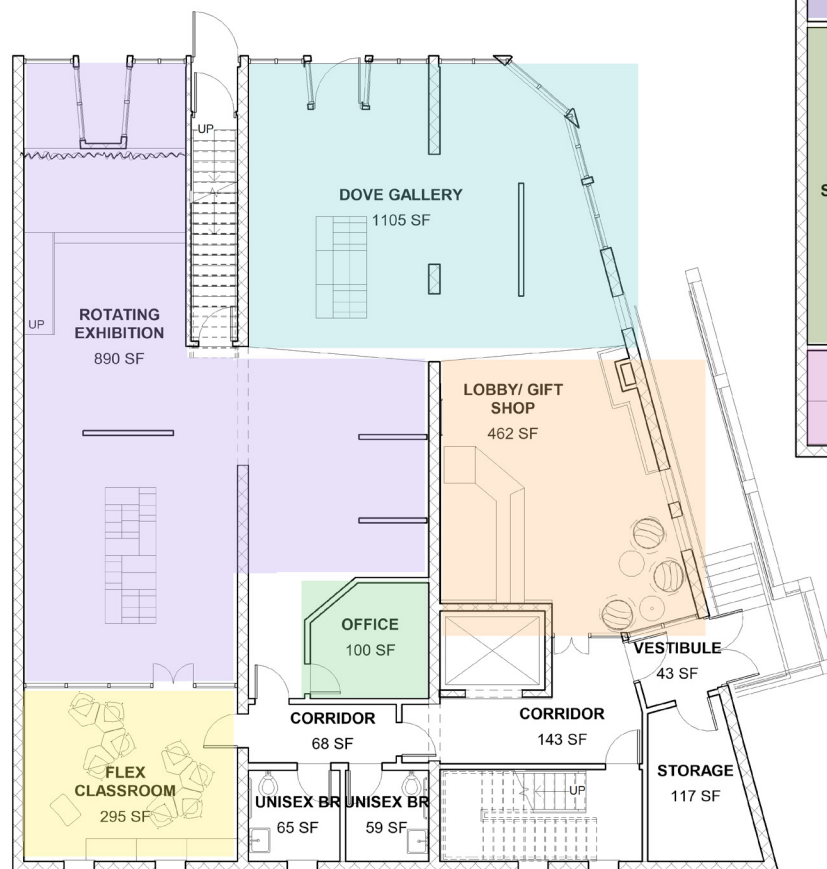


Mood Board

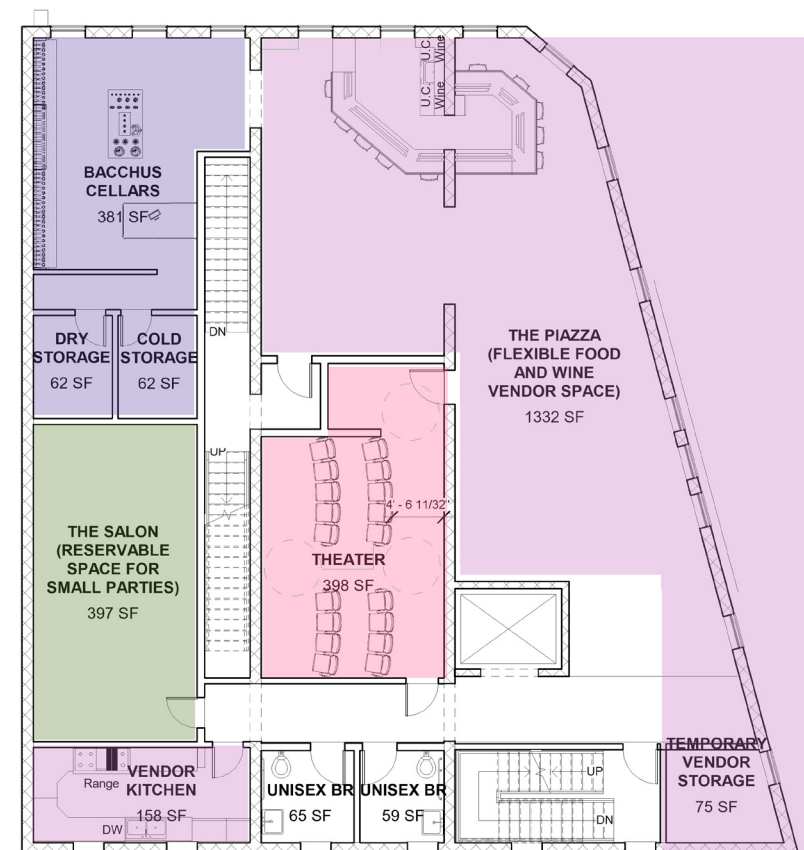


Process Schematics

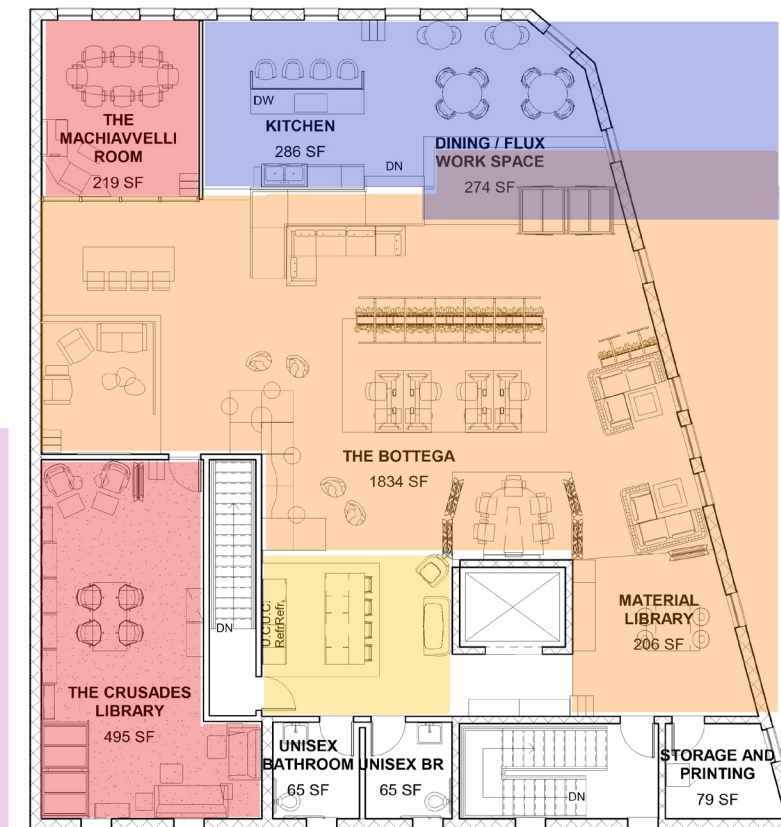
First Floor



Second Floor



Third Floor



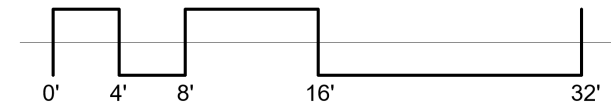
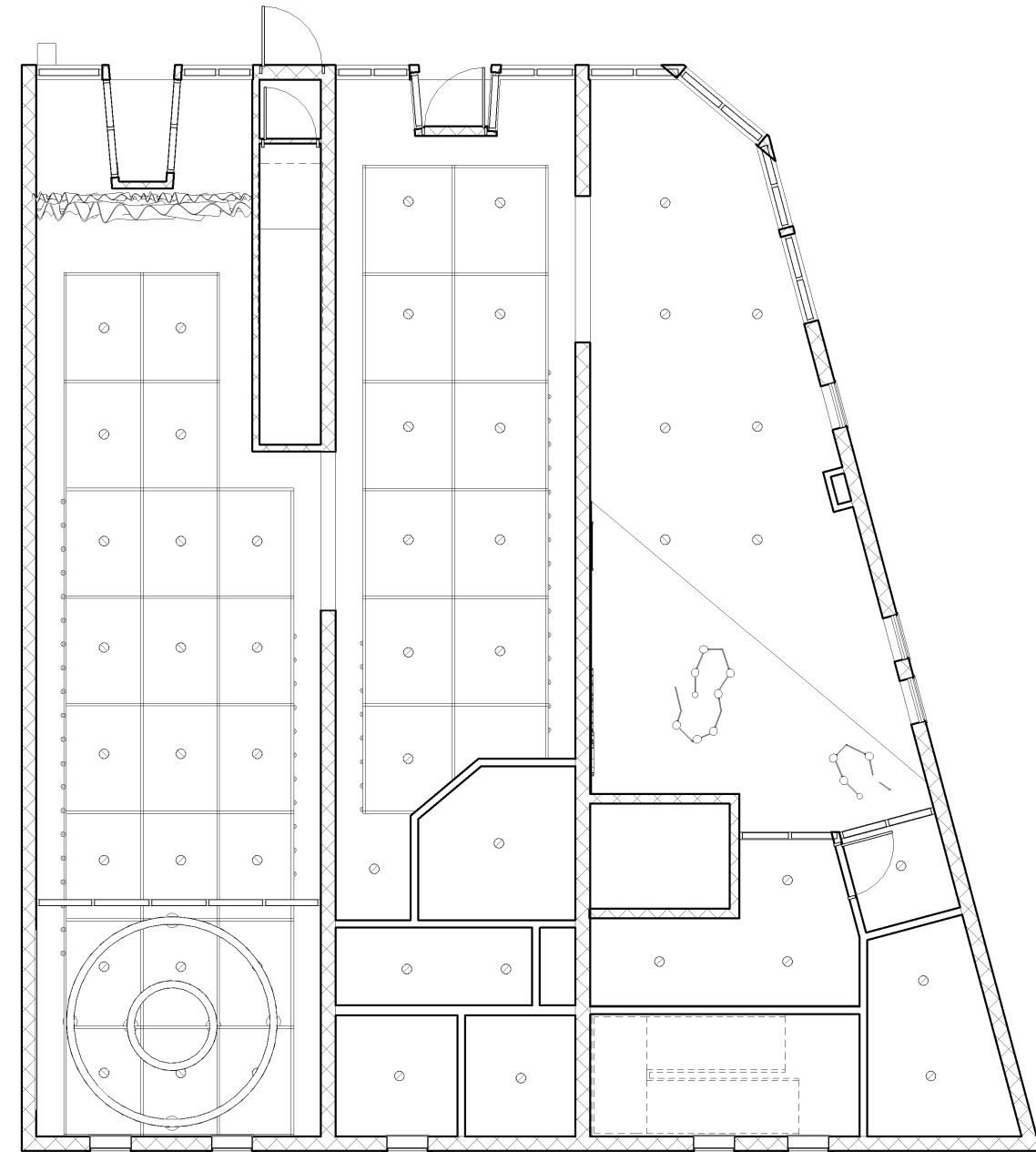
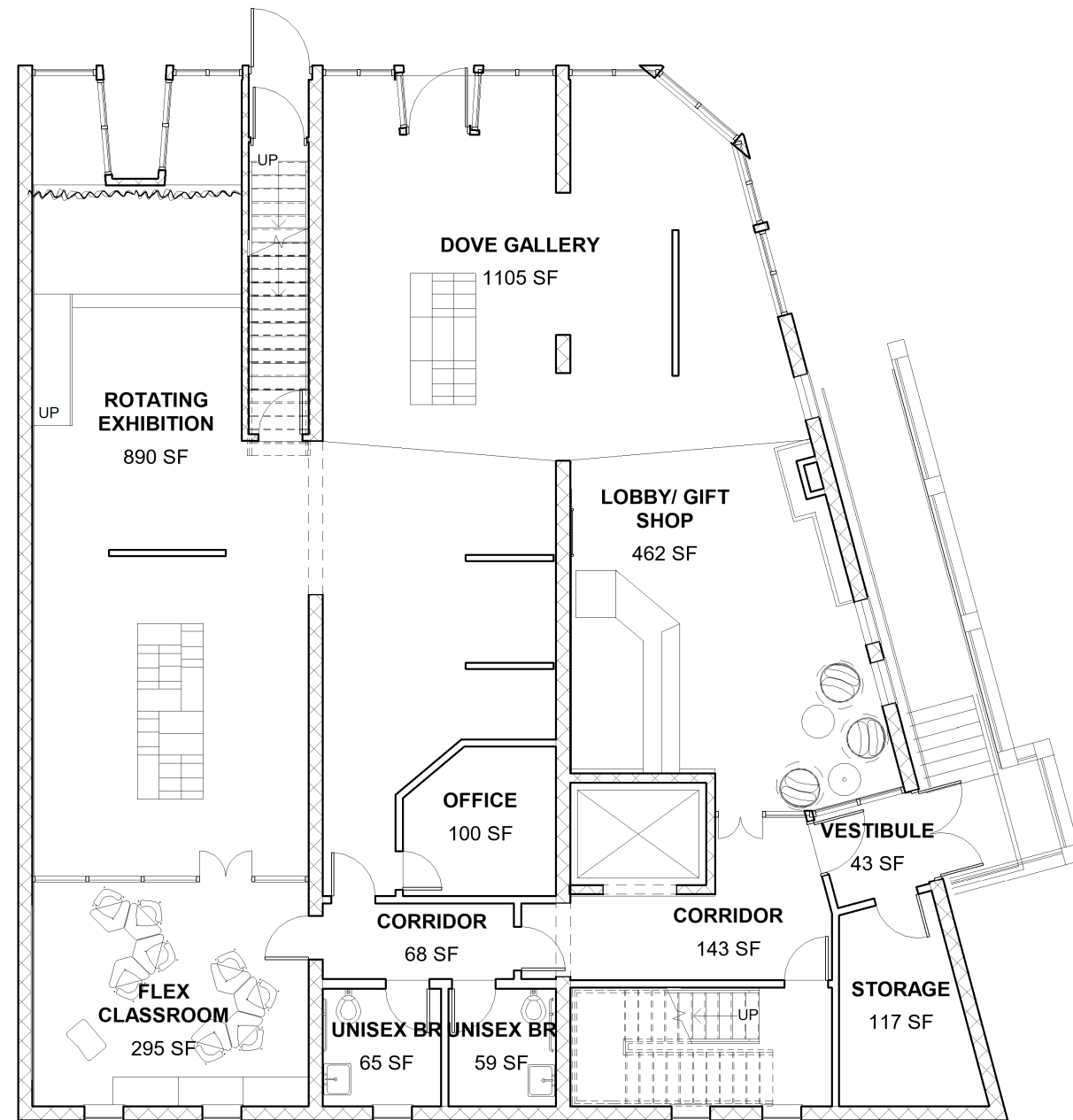
- Welcome
- Collaboration
- Private
- Break

- Theater
- Local Vendors
- Retail
- Rentable

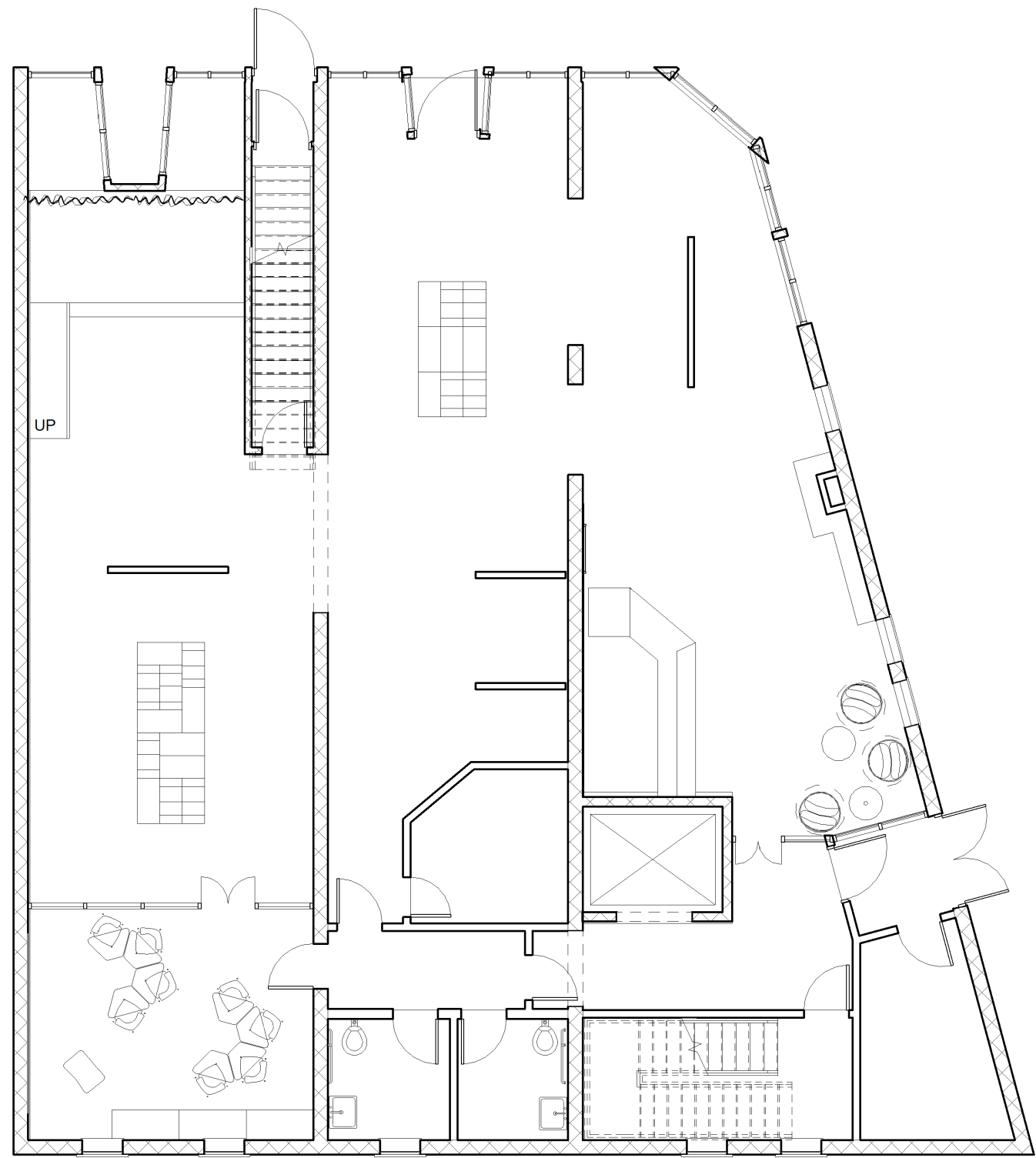
- Community Gallery
- Dove Gallery
- Gallery Office
- Education/ Flux Space
- Retail

First Floor

Floor Plan and Reflected Ceiling Plan



Furniture Plan



FURNITURE KEY	
SYMBOL	DESCRIPTION
	SIX INCH LEVELS
	KI SWAY LOUNGE CHAIR
	KI SWAY OTTOMAN
	KI SWAY TABLE WITH POWER
	KI RUCKUS POST LEG HEIGHT ADJUSTABLE DESK
	KI RUCKUS CHAIR
	KI RUCKUS LECTERN
	KI RUCKUS CUBBIES

Lighting Plan



- Trilux Aviella LED recessed luminaire



- Juno T283L Trac Head



- Rich Brilliant Willing Vitis



- LightArt Acoustic Ring

Lighting Key



General Lighting

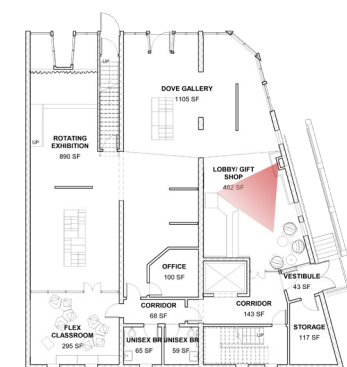
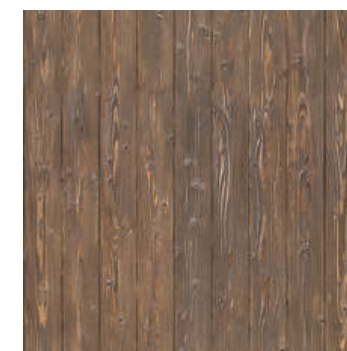
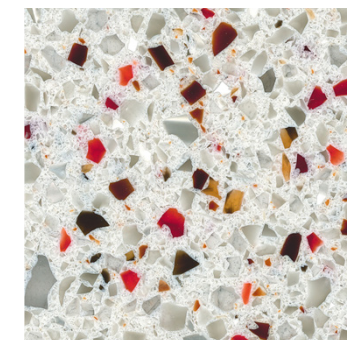


Accent Lighting

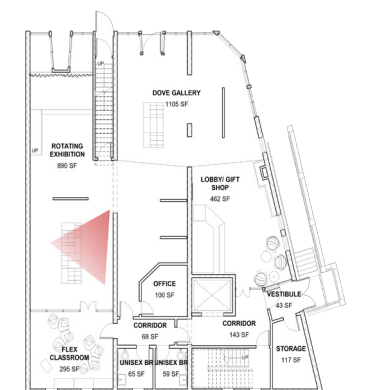
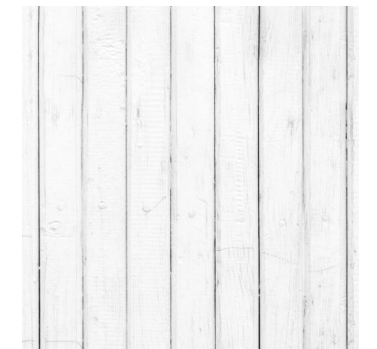


Reconfigurable Gallery
Track System

Dove Block Reception



Community Gallery and Flex Classroom



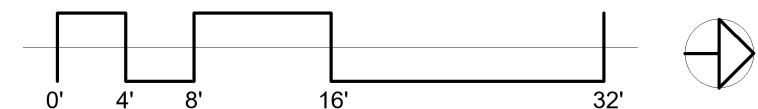
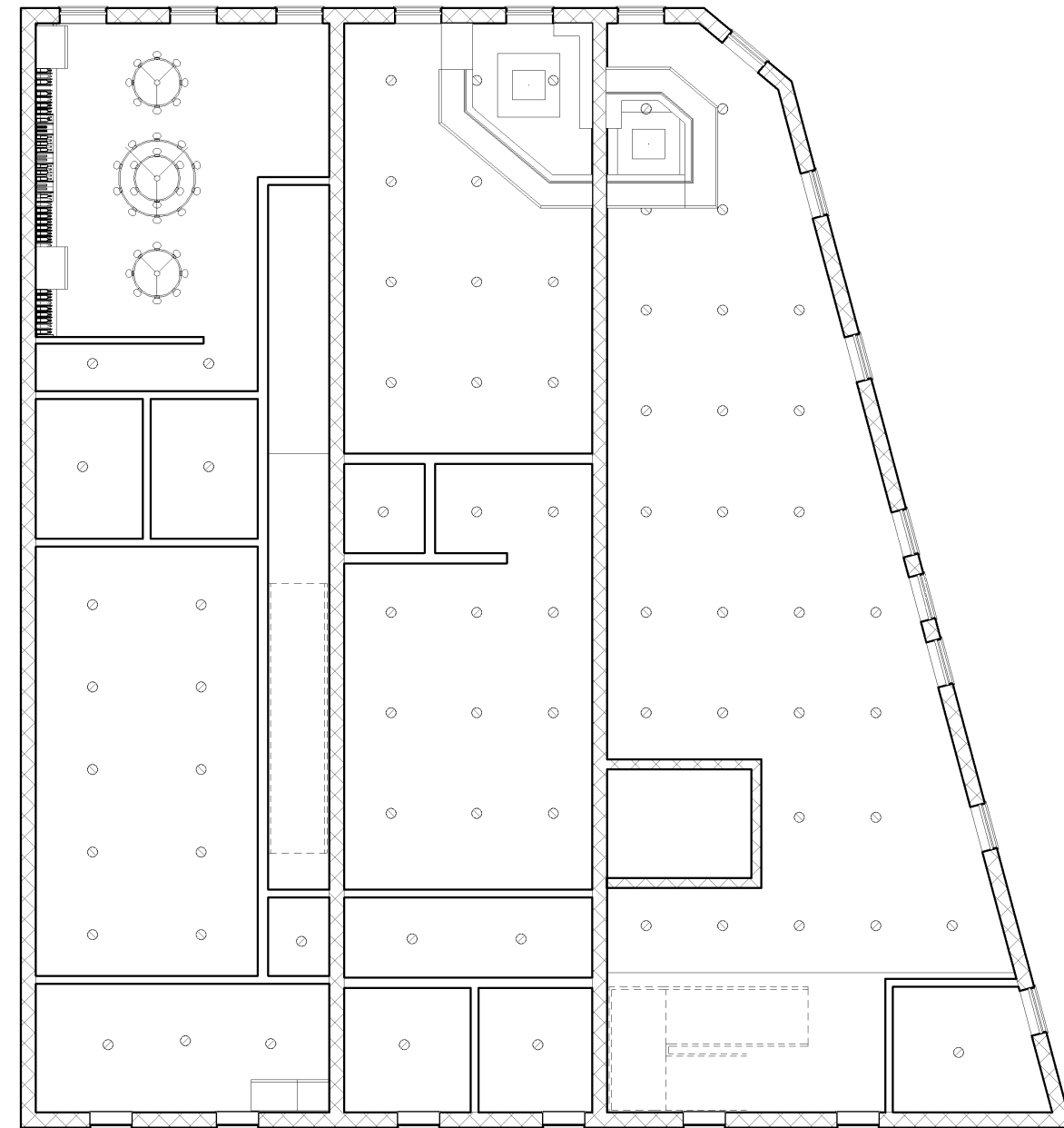
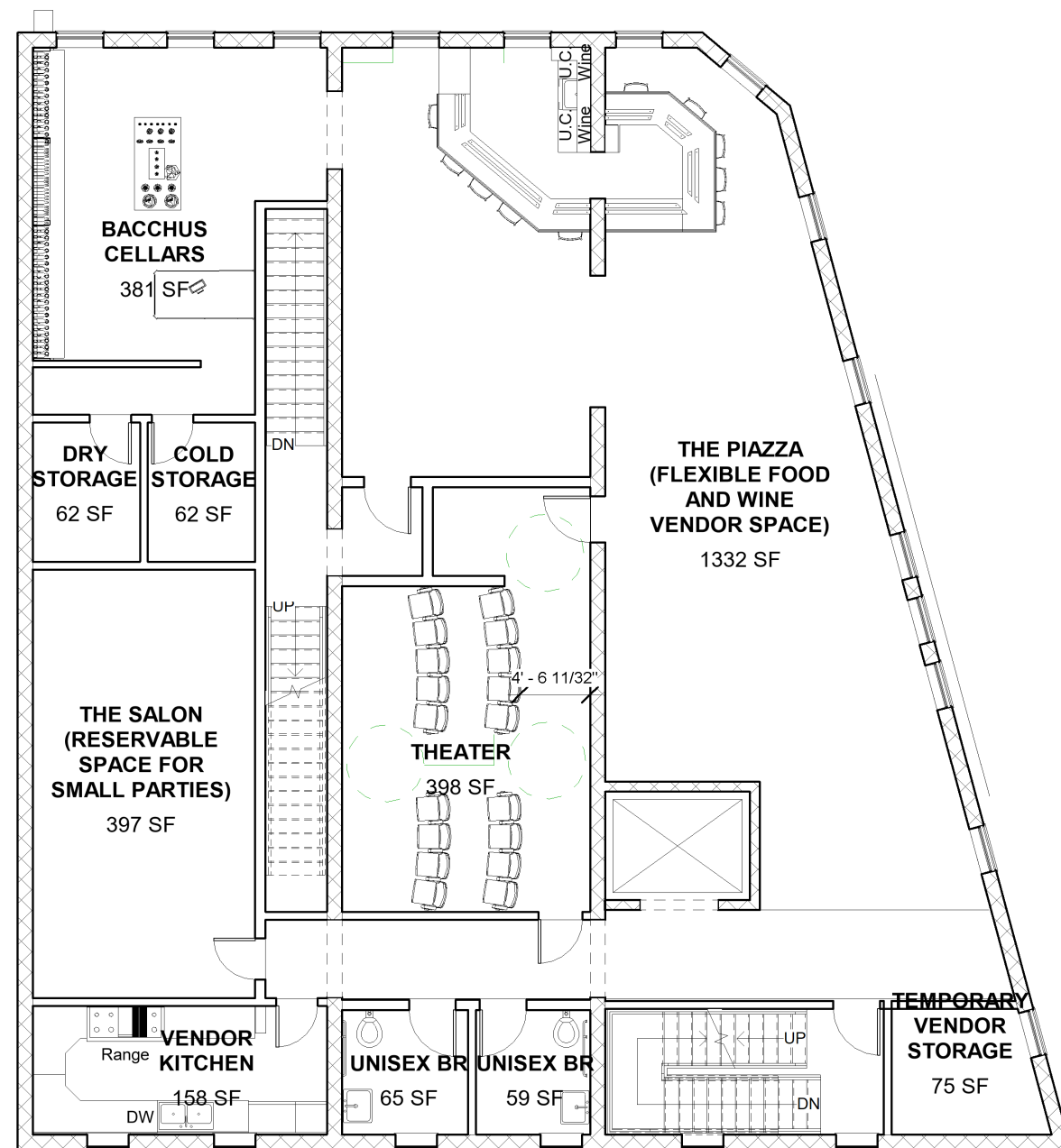
Second Floor Tenant Space Proposal

This project brings in multiple local food and wine vendors that would rotate throughout the year. This public gathering space is intended to create a place that encourages the growth of culture within the city and enhance the feeling of community. There would be a retail space that sells food and wine products from the vendors, as well as a small rentable space for private parties.

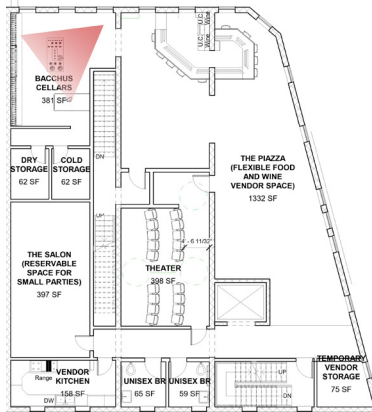
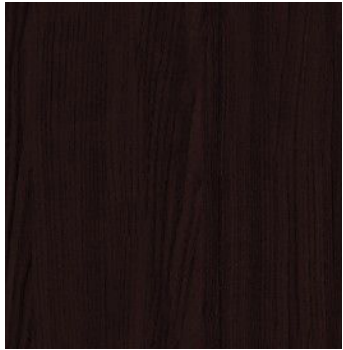
The tenant space would be a mutually beneficial investment for Corbett Inc and The Dove Block, being a source of income, as well as a space that could be used to cater and host larger events.

Second Floor

Floor Plan and Reflected Ceiling Plan



Local Food and Wine Retail

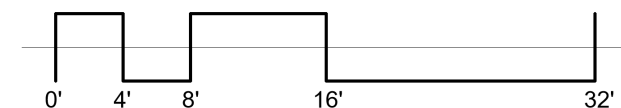
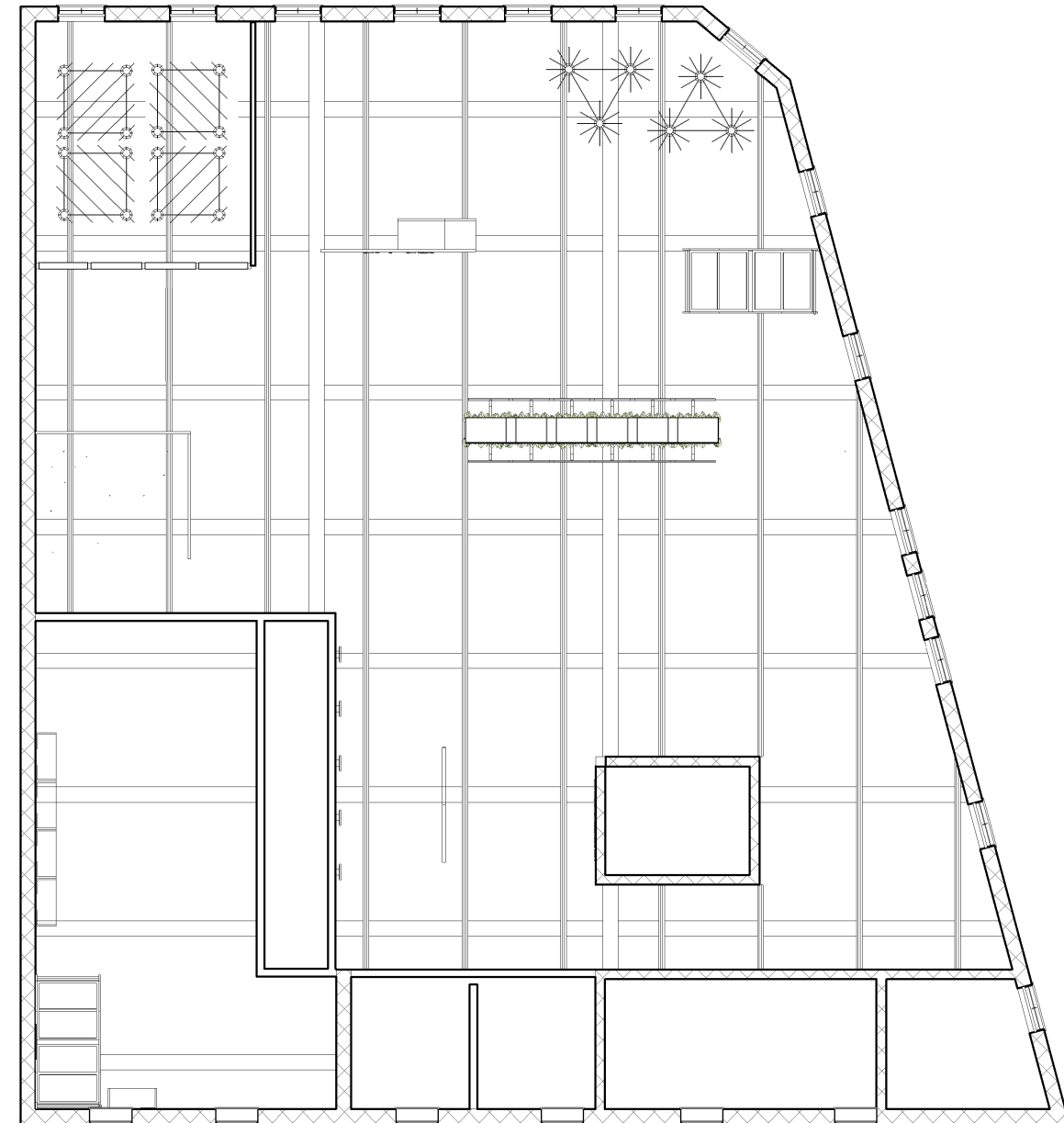
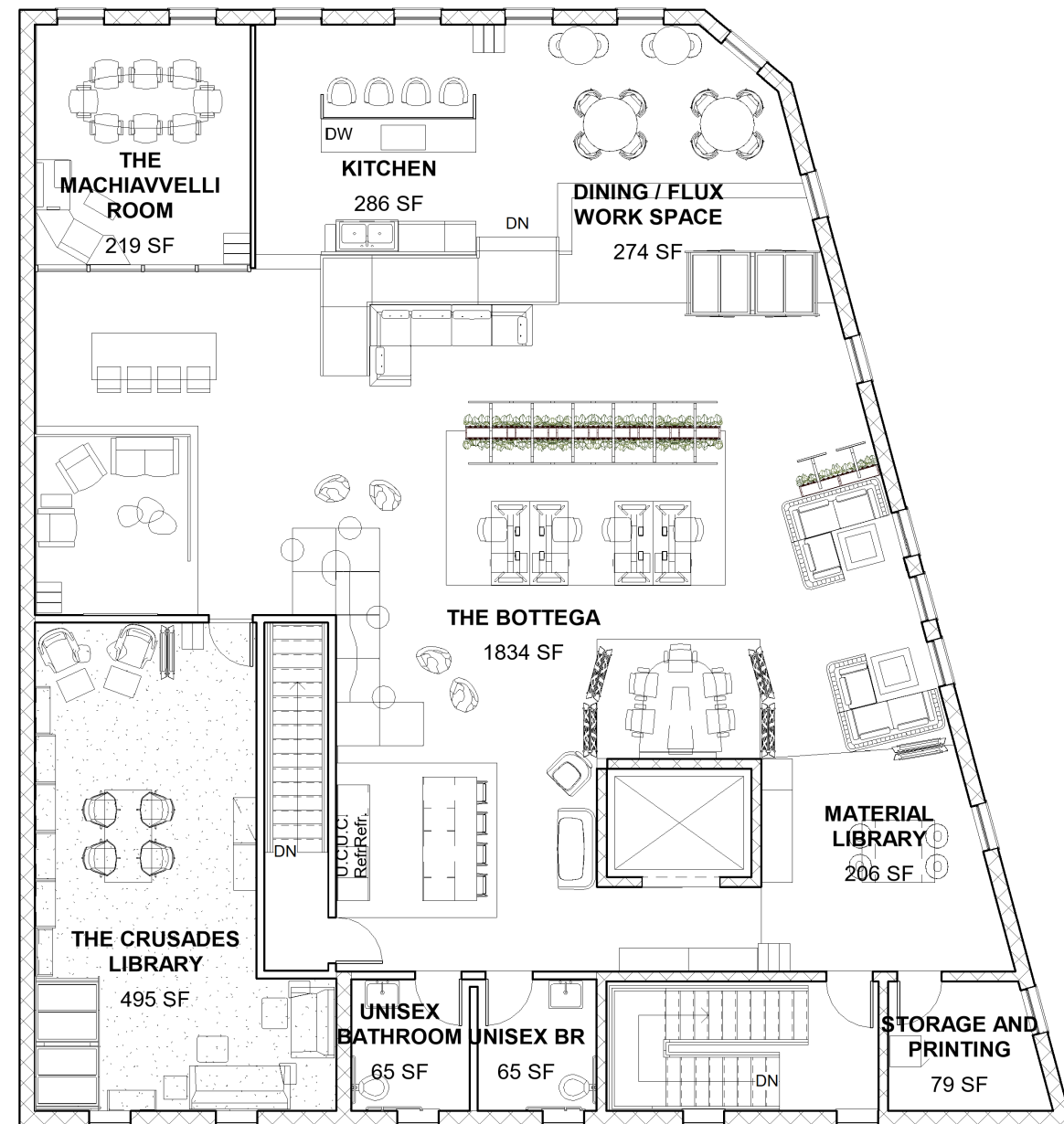


Bar Axon Sketch

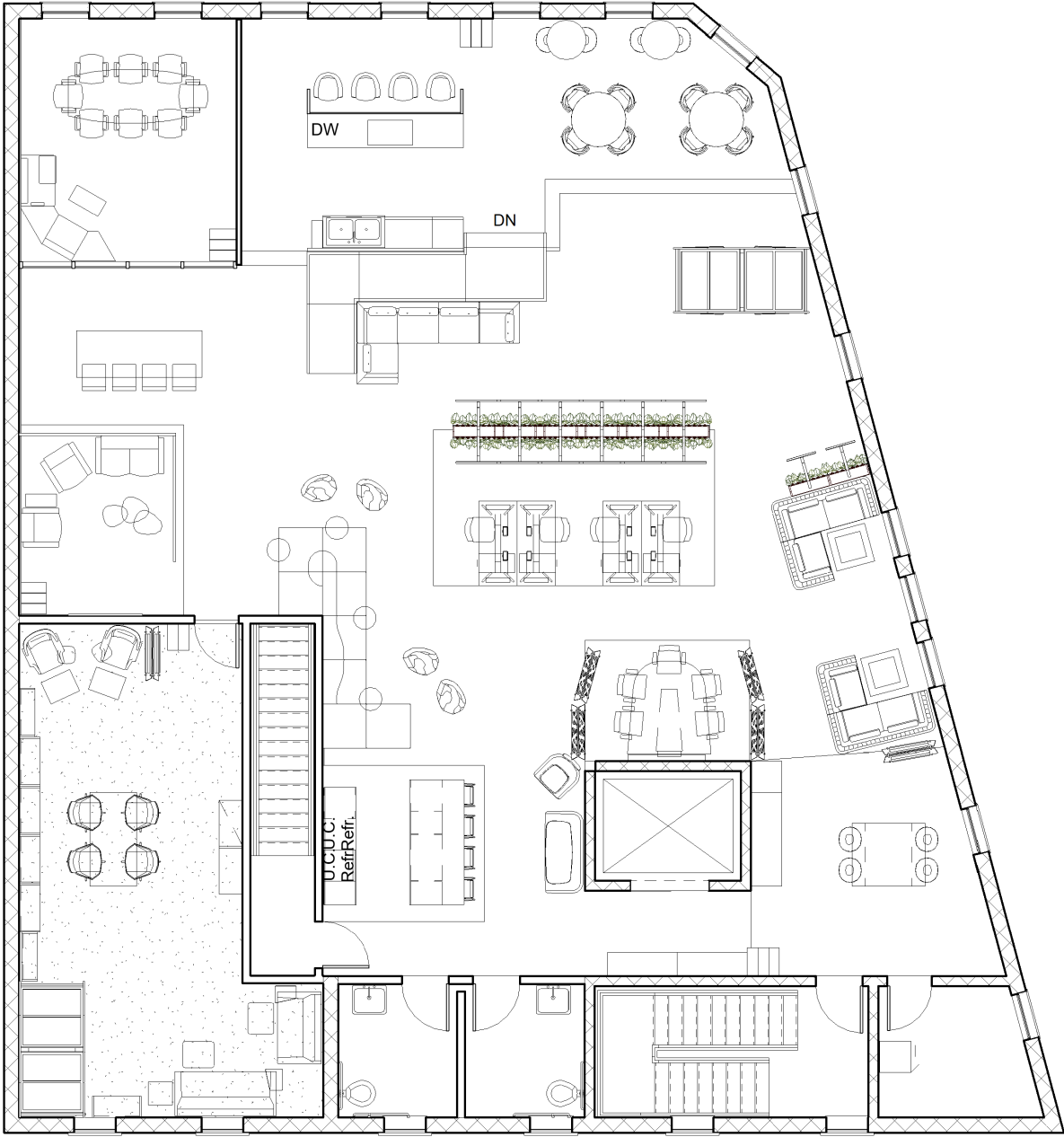


Third Floor

Floor Plan and Reflected Ceiling Plan



Furniture Plan

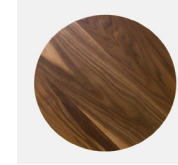


FURNITURE KEY					
SYMBOL	DESCRIPTION				
	KI VOYANT TASK CHAIR		GREEN FURNITURE CONCEPT RADIUS RECYCLING BIN		ALLERMUIR TARRY CHAIR
	KI EXECUTIVE CONFERENCE TABLE		INDIANA FURNITURE SQUARE ONE		ALLERMUIR TARRY FOOTSTOOL
	KI HUB LOUNGE SEATING		SIX INCH STEEN POUF		KI CROSSROADS STANDARD LIBRARY SHELF
	ALLERMUIR MOLLIE STOOL		KI LOUNGE C TABLE		KI CROSSROADS MEDIA LIBRARY SHELF
	ALLERMUIR JOJO STOOL		NAAVA DUO		ALLERMUIR PHOULDS CHAIR
	ALLERMUIR AXL TABLE		KI CONNECTION ZONE DESK		SIX INCH AXIS STOOL
	ALLERMUIR AXL SIDE CHAIR		KI FOURC TASK CHAIR		ALLERMUIR CRATE TABLE
	ALLERMUIR PACHE ROUND TABLE		KI CONNECTION ZONE STORAGE PEDESTAL		KI CONNECTIONZONE STORAGE CREDENZA
	SIX INCH BOTHY		ALLERMUIR HAVEN SOFA		KI SELA SOFA
	ALLEMUIR GRAINGER SOFA		KI TATTOO TABLE		KI SELA OTTOMAN
	ALLERMUIR FORTYSEVEN DINING TABLE		SIX INCH ACOUSTIX		KI SELA TABLE
	KI SERENADE GATHERING TABLE		KI ALTUS TASK CHAIR		KI BACKBONE MEDIA TABLE
	ALLERMUIR CURVE STOOL		ALLERMUIR HOST TABLE		
	ALLEMUIR OCTO SOFA		ALLERMUIR TOMMO STOOL		SIX INCH ISLAND LANDSCAPE
	KI TEACUP LOUNGE SEATING		ALLERMUIR OPEN LOUNGE SEATING		
	ALLERMUIR SUNDRA OCCASIONAL TABLES		KI RUCKUS WORK TABLE		
	KI ARISTOTLE CREDENZA		KI ARISTOTLE STORAGE TOWER		

Lighting Plan



- Trilux Aviella LED recessed luminaire



- Rich Brilliant Willing Radiant Sconce



- Rich Brilliant Willing Queue Pendant



- Modern Forms Drift Linear Suspension



- LightArt Acoustic Echo



- LightArt Acoustic Trellis



- LightArt Artisan Blossom Pendant

Lighting Key

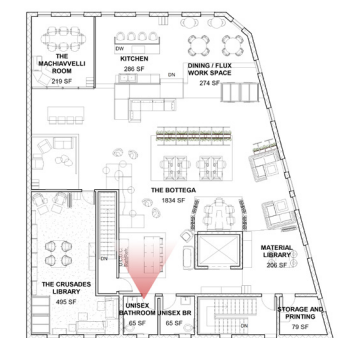
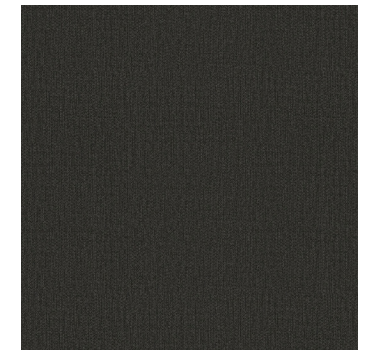
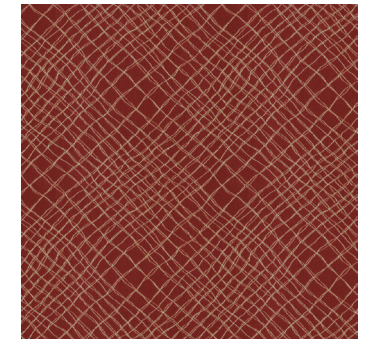


General Lighting

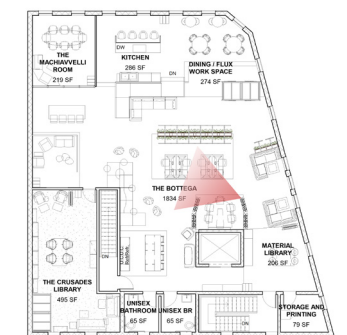
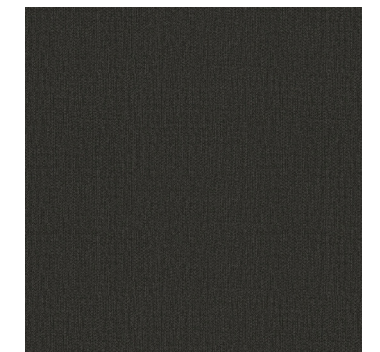
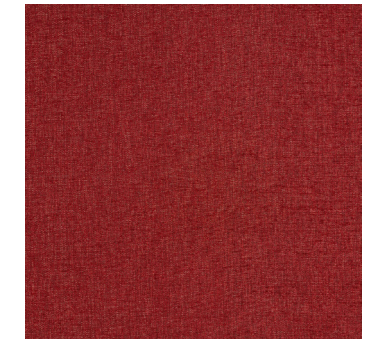


Accent Lighting

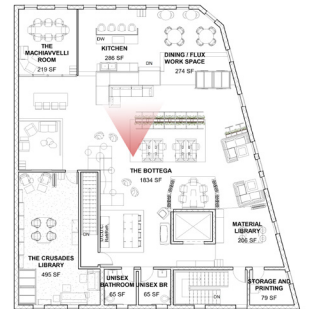
Experience Center Entrance



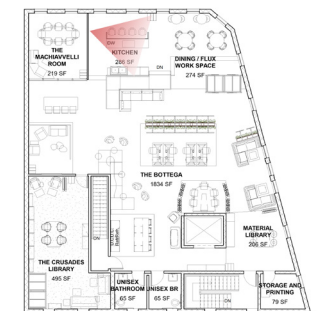
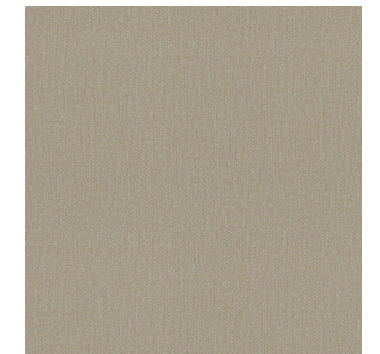
Experience Center Workstations



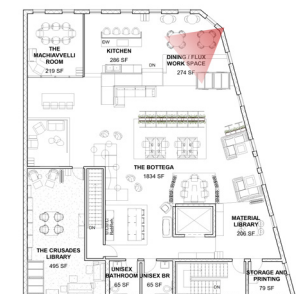
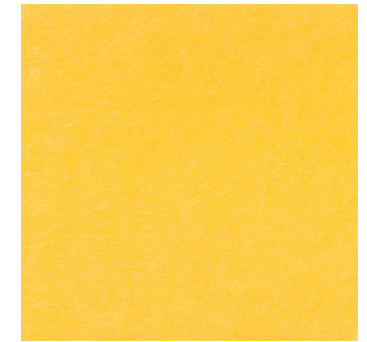
A 3D architectural rendering of a modern interior space. The room features a high, vaulted ceiling with exposed wooden beams and a brick wall. Large arched windows are visible, and a glass-enclosed staircase with a wooden railing leads to an upper level. A green sofa is positioned in the foreground, and a sign on the wall reads "Live Life Out Loud". The floor is made of light wood, and there are various plants and furniture pieces throughout the space.



Experience Center Kitchen



Experience Center Dining and Work Area



Interactive Panoramic Rendering



How to Scan QR Code:

- 1. Open smartphone camera**
- 2. Focus on QR code**
- 3. Click on the link that pops up**
- 4. Move your camera around to view the whole room**

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