

# PART IV

## THE DOVE BLOCK PROJECT

## FINAL PRESENTATION



THE DOVE BLOCK



# CONCEPT STATEMENT

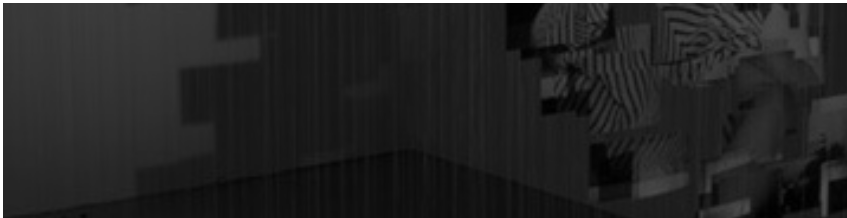
Arthur Dove’s abstract art captured moments in time through his unique lens. His appreciation for nature often influenced and inspired his works. Viewers are delighted by his pieces because of their ability to tap into the innate connection between mankind and the natural world. Similarly, the Dove Block will allow guests to awaken their own creativity through reflection and story telling in a new, modern perspective.

# ARTHUR DOVE QUOTE

“We cannot express the light in nature because we have not the sun. We can only express the light we have in ourselves.”



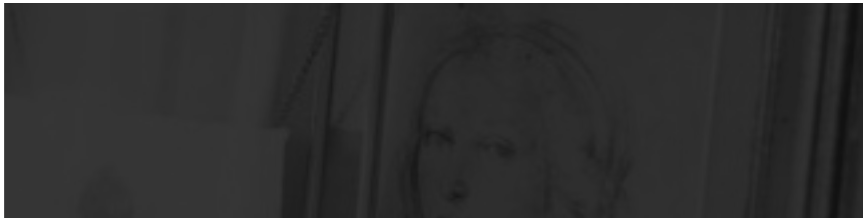
NATURE



ABSTRACT



INSTAGRAM-ABLE



EUROPEAN

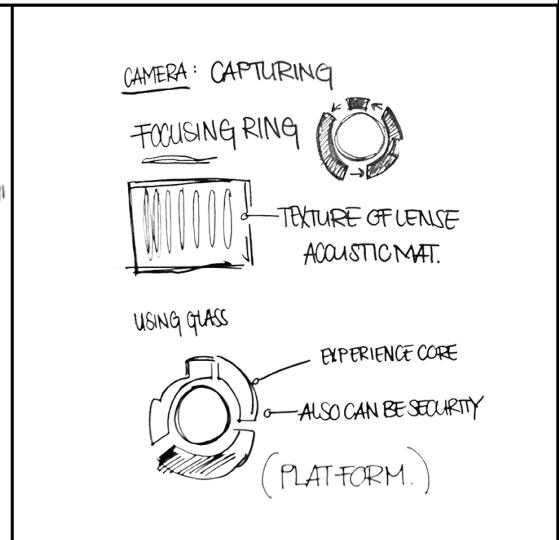
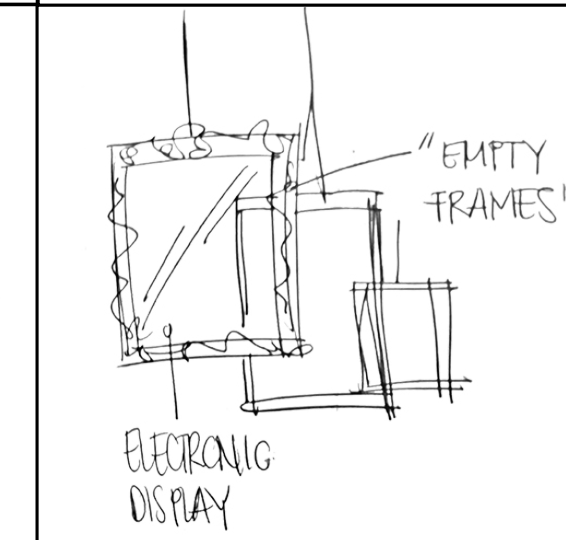
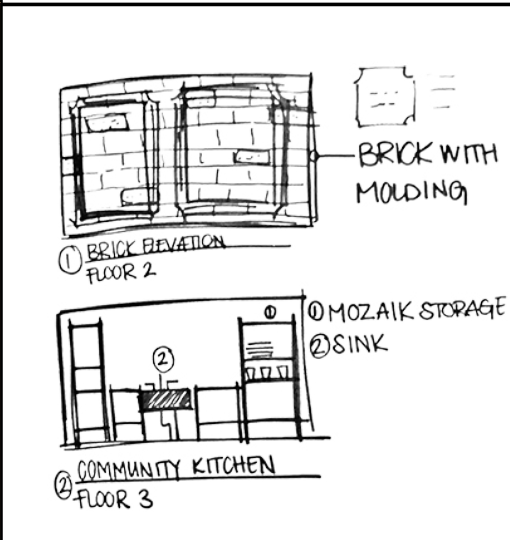
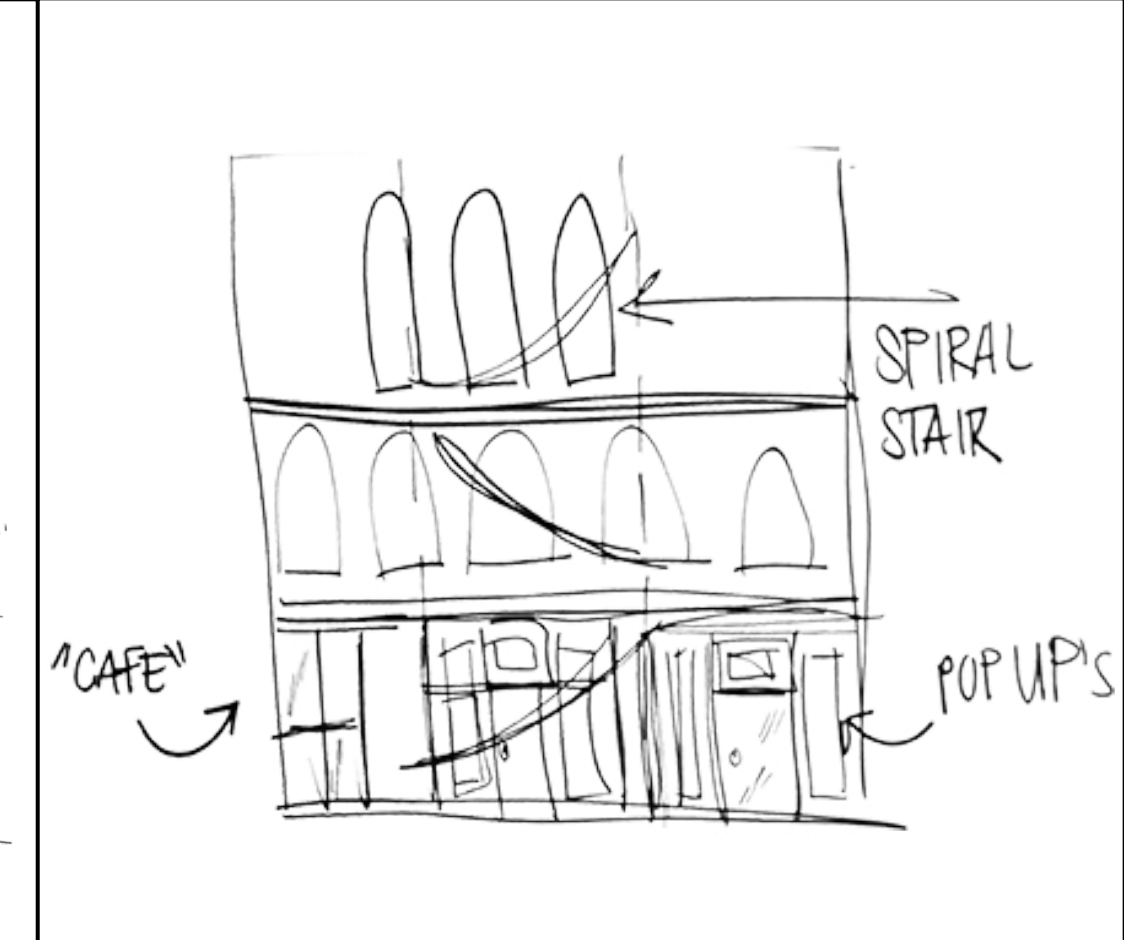
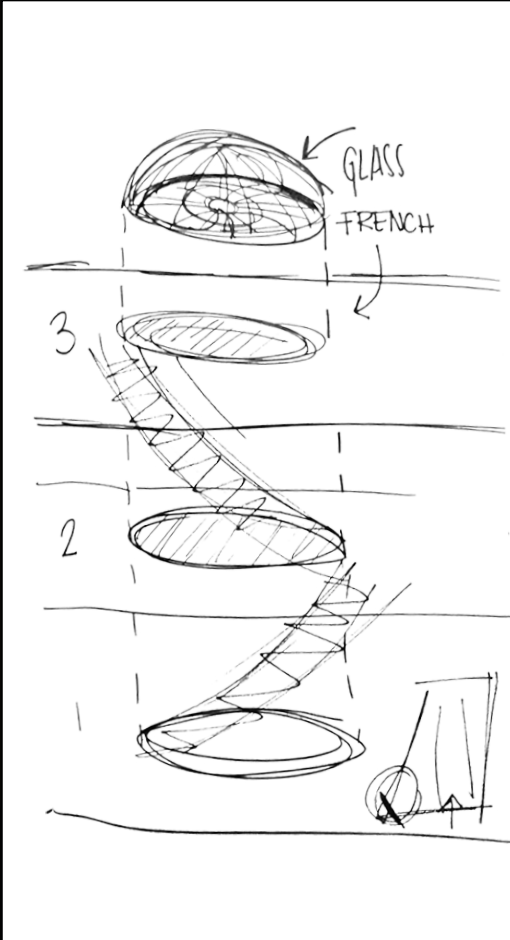


PERSPECTIVE



STORIES

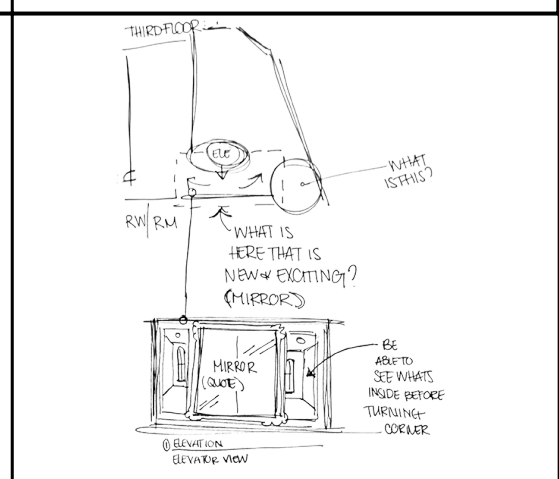




1.) WHAT MAKES YOU WANT TO GET UP IN THE MORNING?

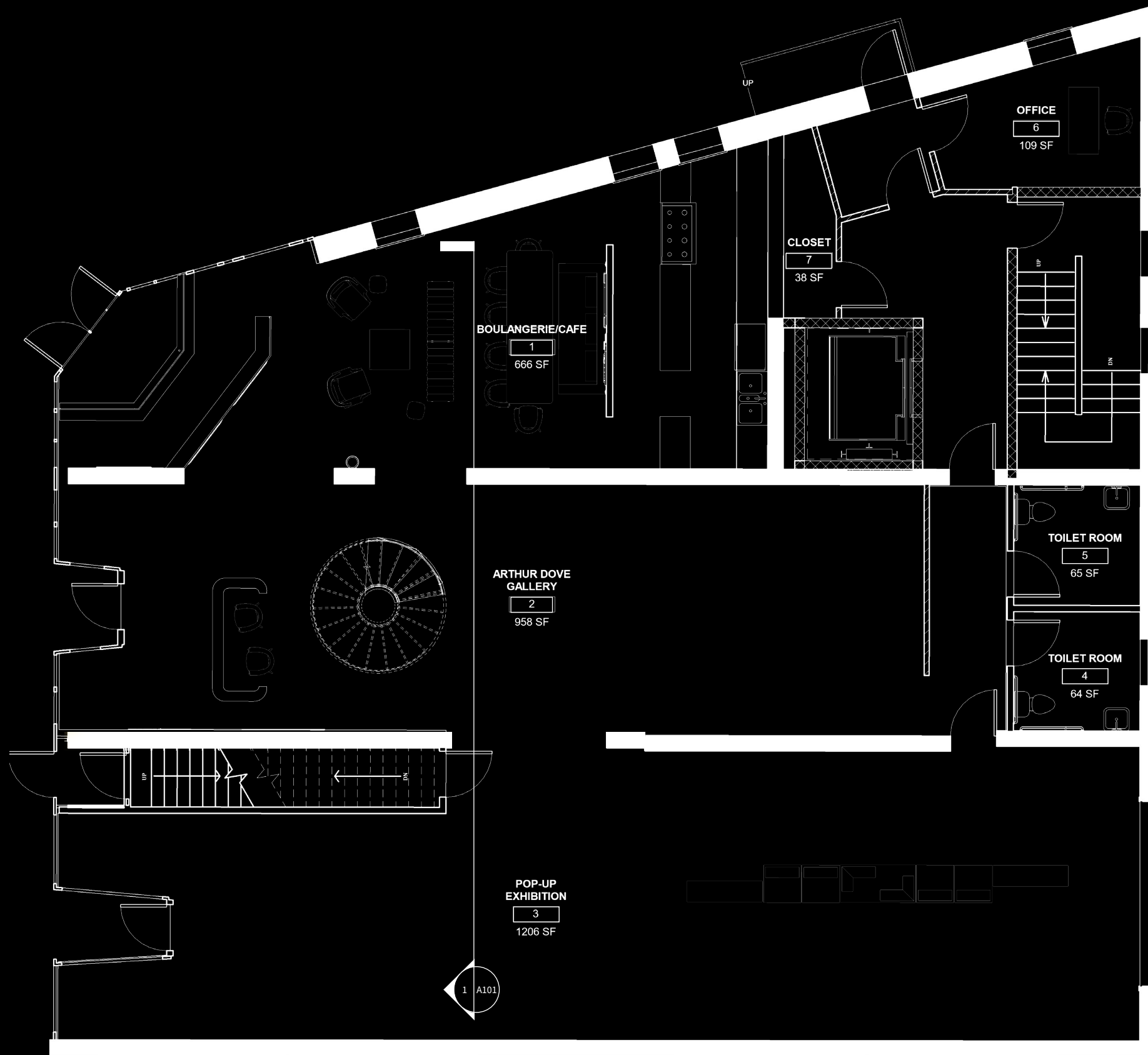
2.) HOW ARE YOU ENGAGING IN A SPACE — WHAT DO YOU REMEMBER?

3.) STAYING AHEAD OF THE TIMES — NOT FALLING BEHIND



1830—WATT WOOL MILL  
↳ OLDEST IN NORRISTOWN  
INDUSTRY MEETS EDUCATION



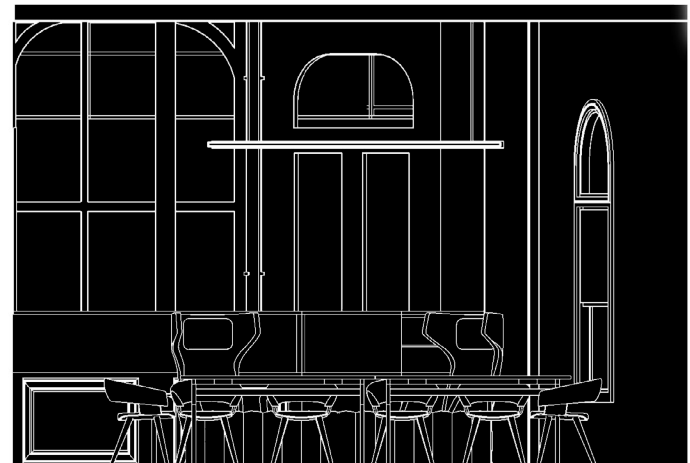
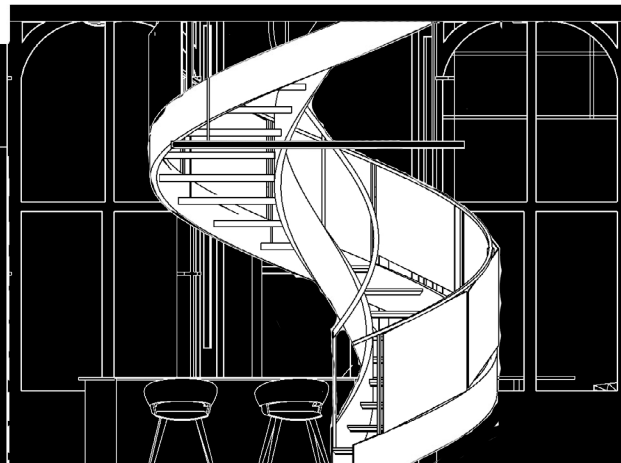
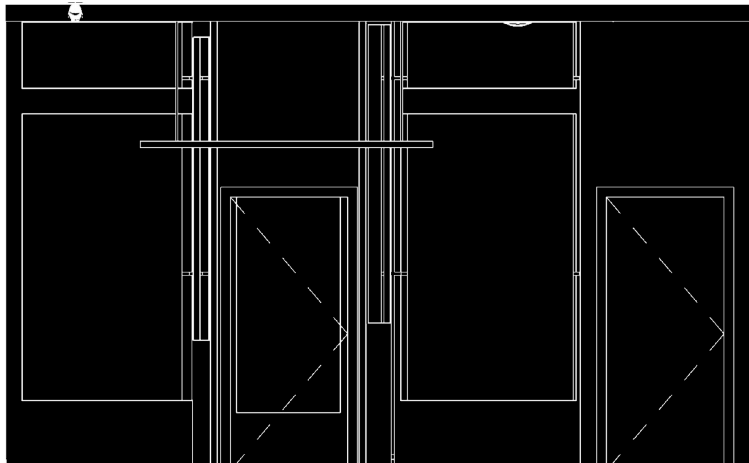
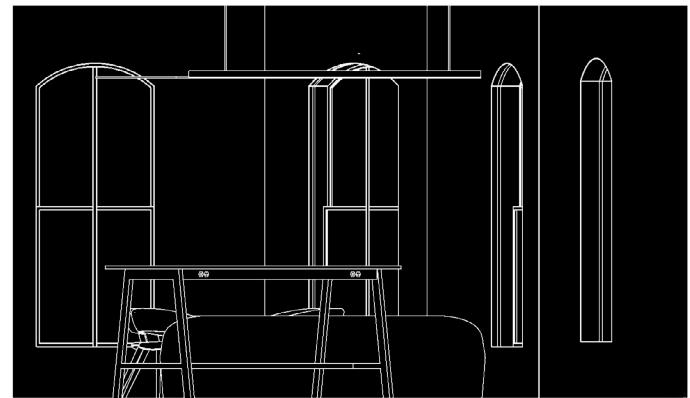
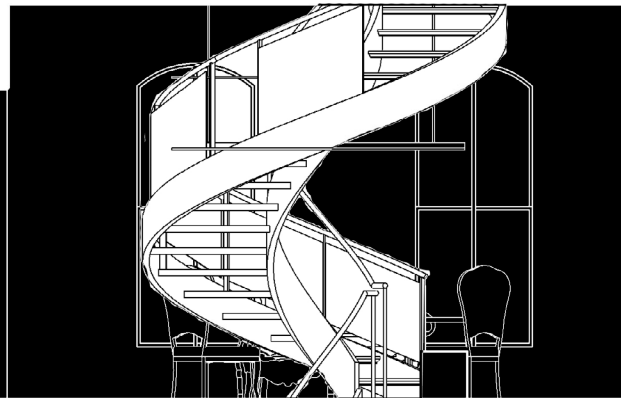
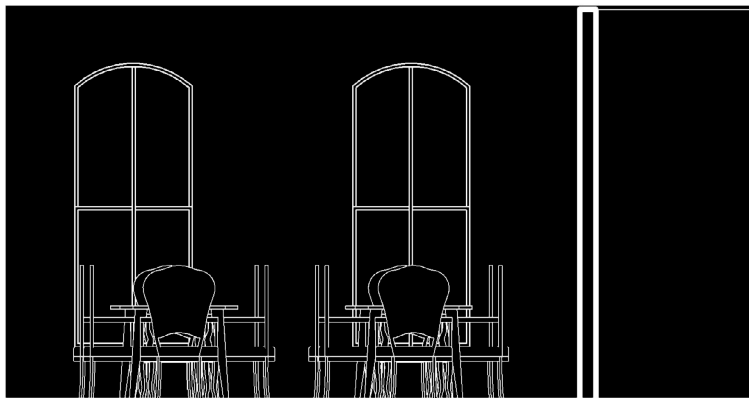
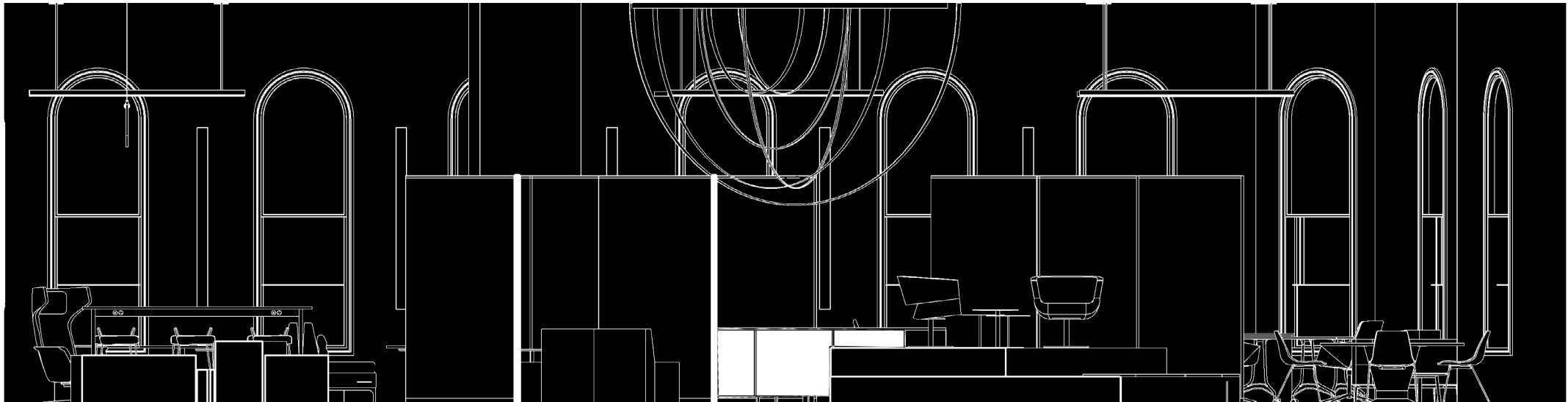


1 FIRST FLOOR FLOOR PLAN  
1/4" = 1'-0"

1/4" = 1'-0"



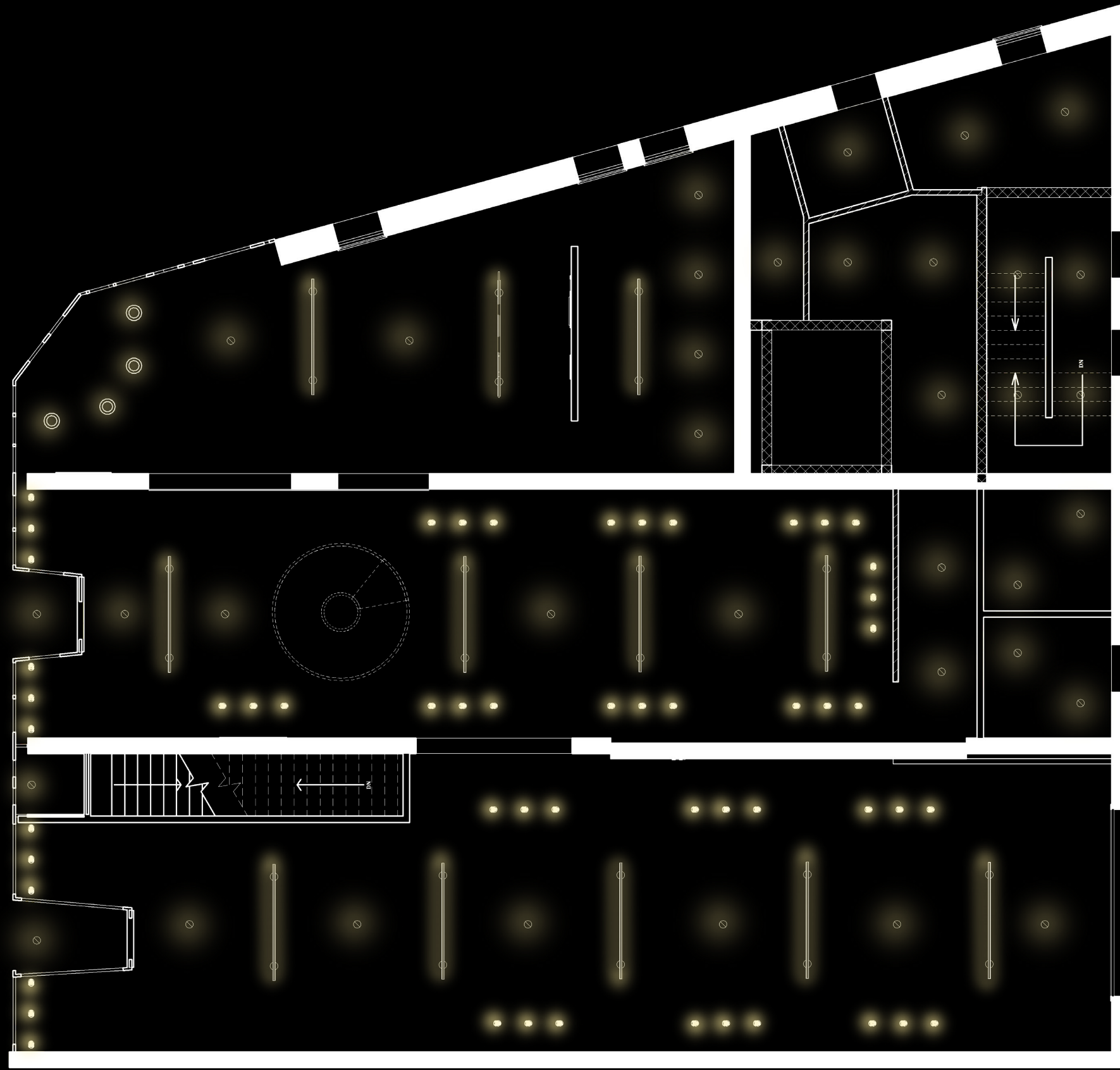




1 BUILDING SECTION  
1/4" = 1'-0"

1/4" = 1'-0"

0 3 6 9 12 15 FT



1 FIRST FLOOR REFLECTED CEILING PLAN  
1/4" = 1'-0"

1/4" = 1'-0"







# FRENCH BOULANGERIE



MENU	
CROISSANTS	\$5
BREAD	\$5
PASTRIES	\$5
FINGER LAKES COFFEE	
HARNEY & SONS TEA	
CAPPUCCINO	\$5
VANILLA LATTE	\$5
ESPRESSO	\$5

**INSTAGRAM-ABLE** Arthur Dove traveled throughout France. The public can take a moment to live like he did. This view shows the entire first floor framed by existing architectural arches.





# GALLERY ENTRANCE



**PERSPECTIVE** Reception desk modeled after the body of a camera with the interactive spiral stair behind it, reminiscent of film coming out of a camera. The frames are at different heights and distances to represent perspective.





# FRENCH BOULANGERIE



**EUROPEAN** Adjacent to the Arthur Dove Gallery, the cafe serves a dual purpose of retail and an interactive exhibit of life in Europe. When events occur, this space could be used for food preparation & lounge.





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# FRENCH BOULANGERIE



LUKELAMPCO  
LETO SUSPENSION

LUKELAMPCO  
TRACER BAR I

ALLERMUIR  
OCTO

ALLERMUIR  
TARRY

ALLERMUIR  
AXYL

ALLERMUIR  
MOLLIE

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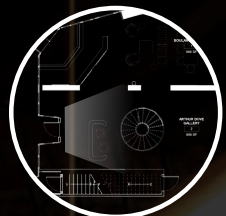


# POP-UP COMMUNITY GALLERY



**ABSTRACT** Mirrors were selected as a “canvas.” They give you the opportunity to self reflect within the art. Mirrors are also an important material within a camera to reflect light.



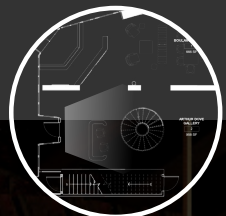


## KICK-OFF POP-UP



**INSTAGRAM-ABLE** Using Six Inch Louis Line, local artists will paint the furniture as they see fit and envision the environment for the public to experience.



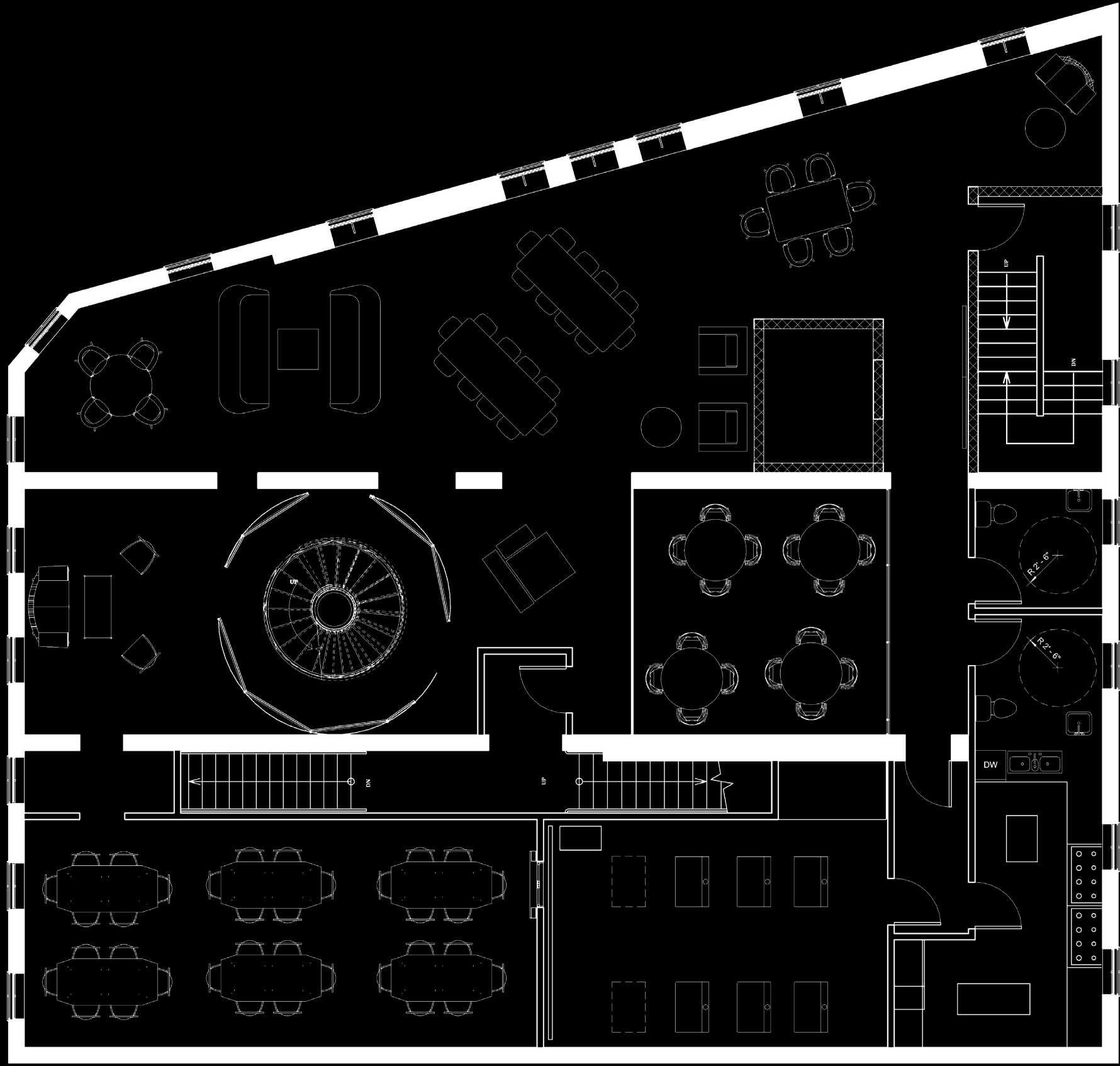


# POP-UP DINING EXPERIENCE



**PERSPECTIVE** Give a local the opportunity to rent this space and use it to kick start a business idea without committing fully. Can invite the public to view their talent, shown here a chef.



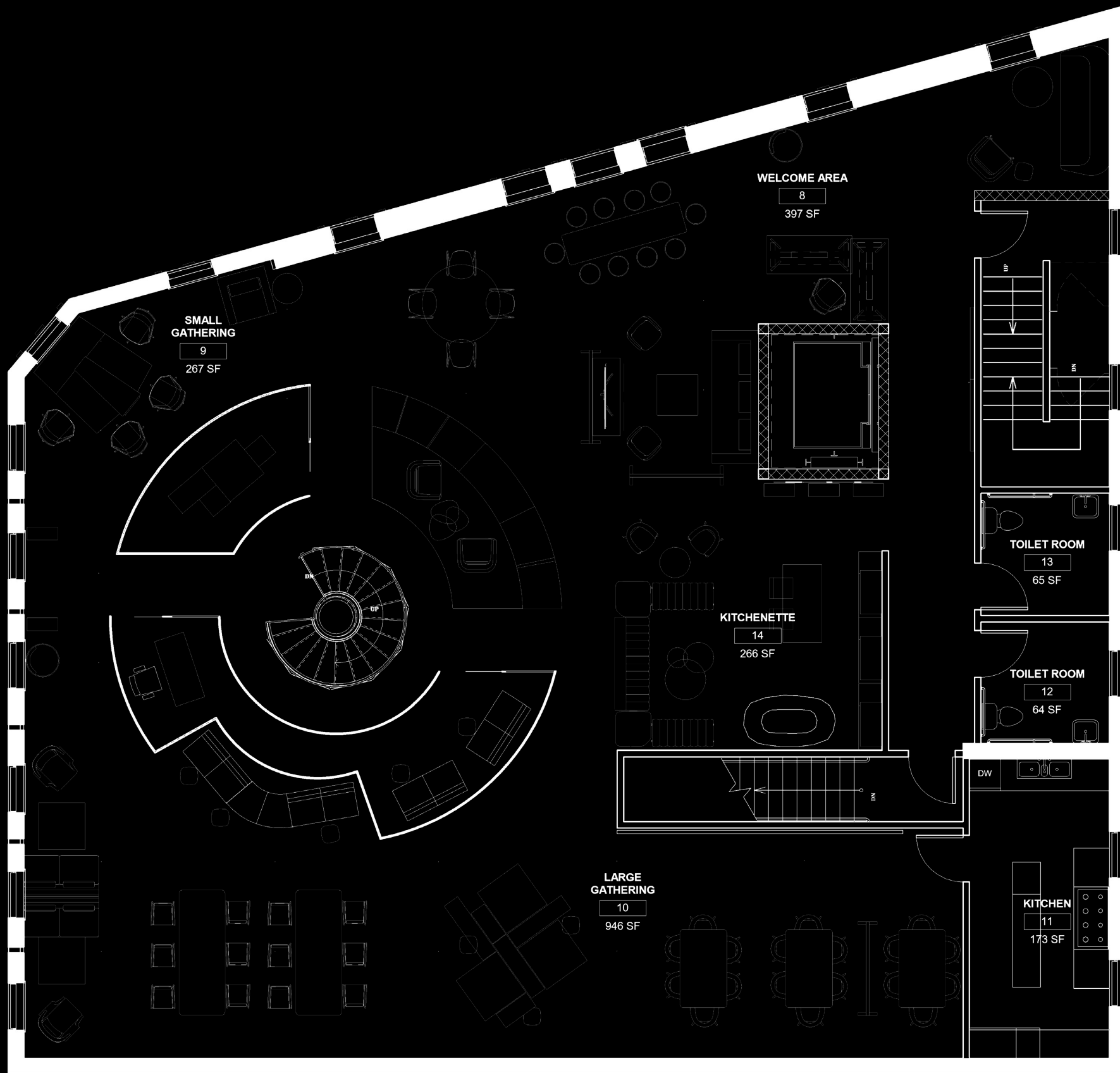


1 SECOND LEVEL FLOOR PLAN  
1/4" = 1'-0"

1/4" = 1'-0"

0 3 6 9 12 15 FT



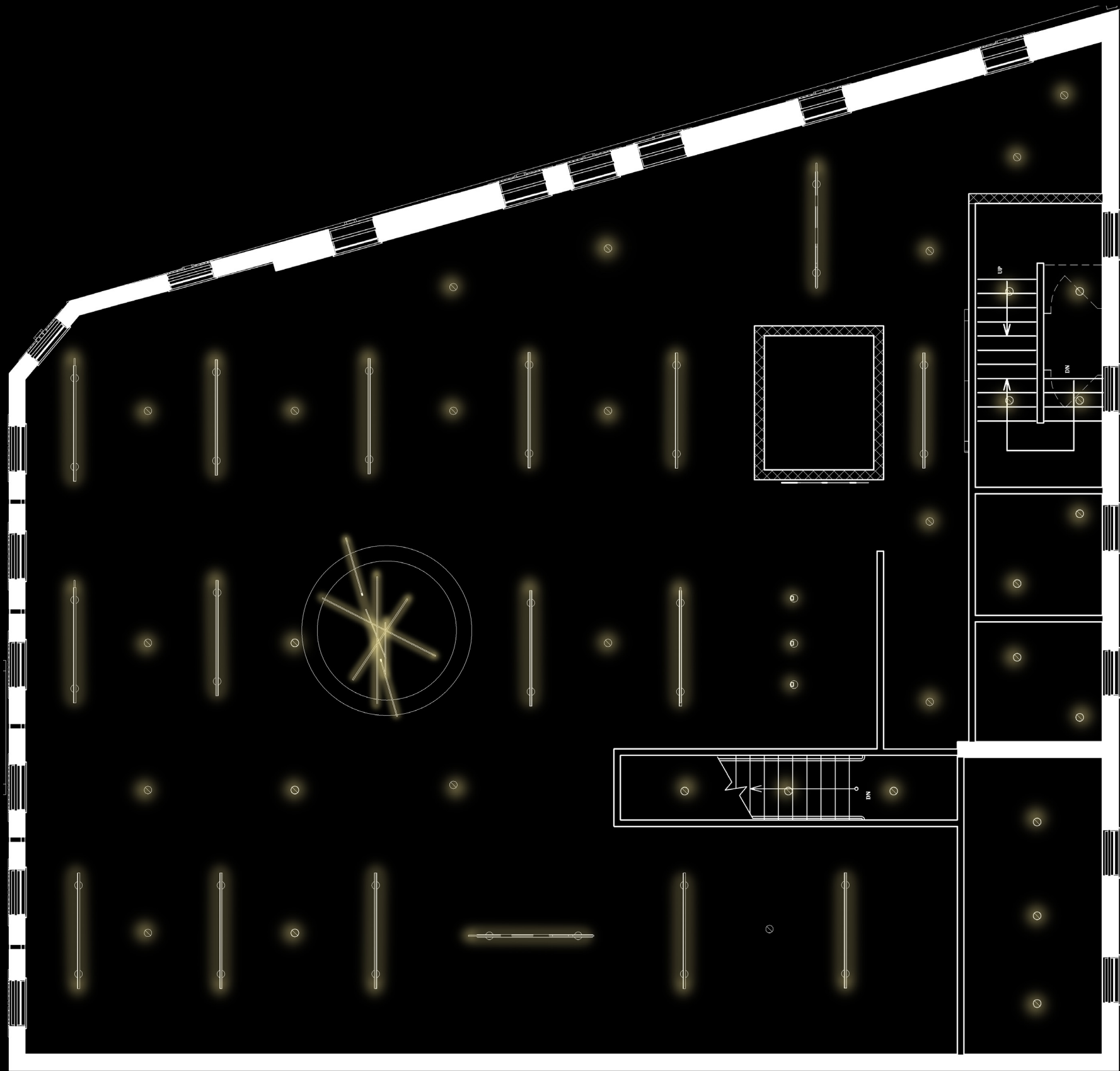


1 THIRD LEVEL FLOOR PLAN  
1/4" = 1'-0"

1/4" = 1'-0"





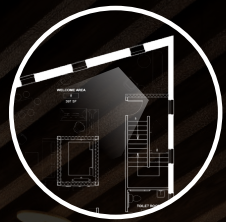


1 THIRD LEVEL REFLECTED CEILING PLAN  
1/4" = 1'-0"

1/4" = 1'-0"





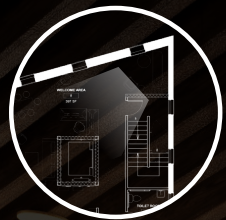


# EXPERIENCE CENTER WELCOME



**STORIES** The first view when you turn the corner on the third floor. You can see the entire experience center and feel comfortable exploring it and making connections with the people inside.



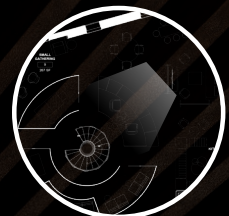


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# EXPERIENCE CENTER FOCUS RING



**PERSPECTIVE** Designed after a camera focus ring, it designates spaces in experience center and provides intimate meeting spaces with a garden walkway experience.





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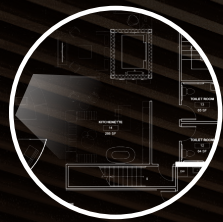


# EXPERIENCE CENTER KITCHENETTE



**INSTAGRAM-ABLE** Custom bathtub sink, relating to Arthur Dove's bathtub that was found on this floor. The mirror behind is inspired by women that write inspirational words on their mirrors with lipstick.





# EXPERIENCE CENTER KITCHENETTE

LUKELMAPCO  
LETO

ALLEMUIR  
MOZAIK

KI  
SERENADE

ALLEMUIR  
KIN

ALLEMUIR  
MOLLIE

ALLEMUIR  
HAVEN

**INSTAGRAM-ABLE** Custom bathtub sink, relating to Arthur Dove's bathtub that was found on this floor. The mirror behind is inspired by women that write inspirational words on their mirrors with lipstick.





# EXPERIENCE CENTER EDUCATION



**NATURE** Invoking a biophilic response in the user, the garden walkway is also inspired by the walks Arthur Dove would take to gain inspiration, hopefully it will do the same for the people occupying this space.





# EXPERIENCE CENTER EXPERIENCE

LUKELAMPCO  
LETO

KI  
CONNECTION

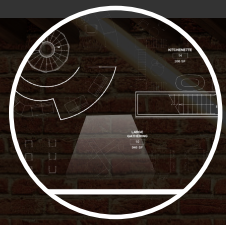
ALLEMUIR  
SILTA

ALLEMUIR  
TOMMO

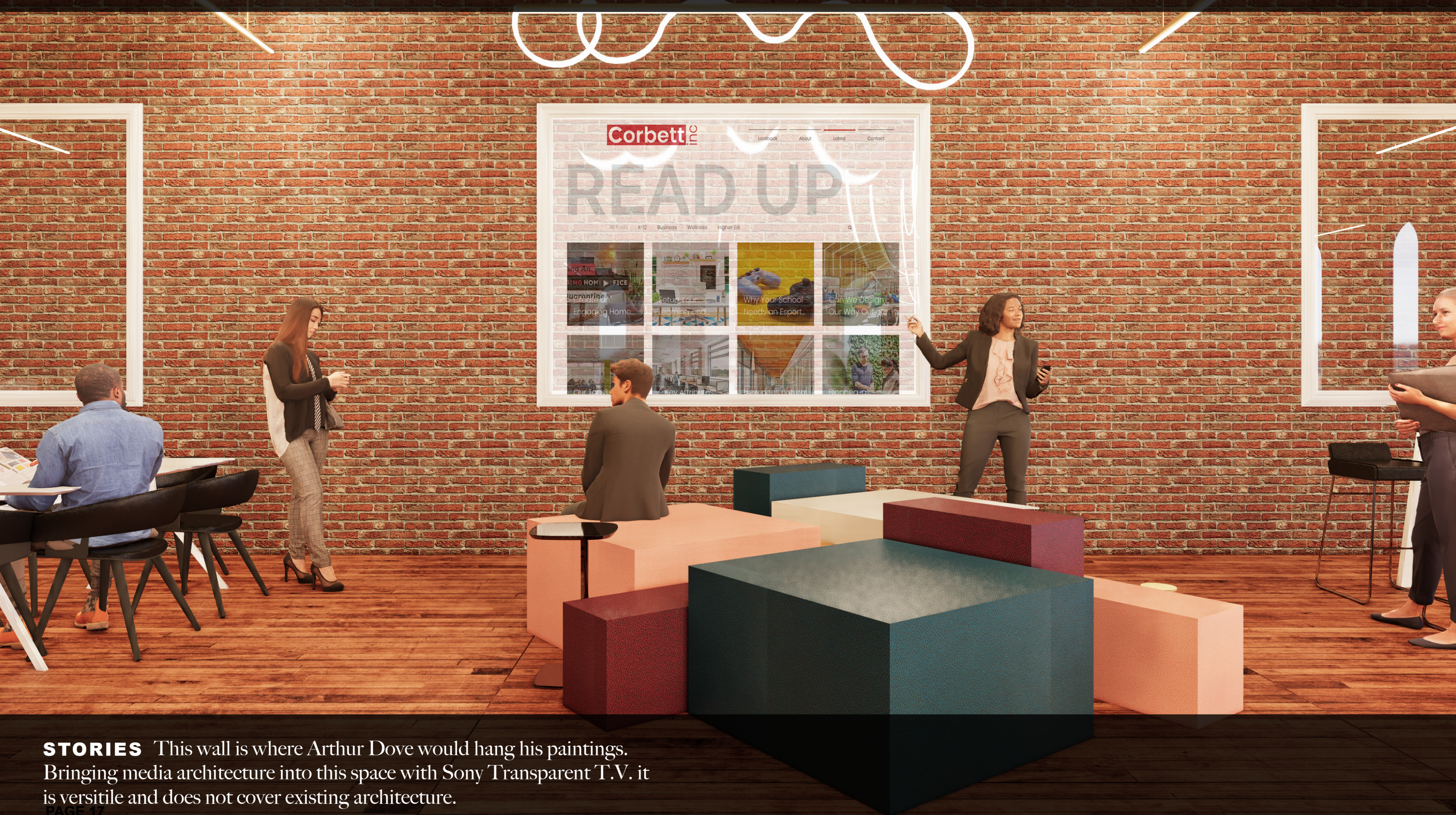
KI  
MYPLACE

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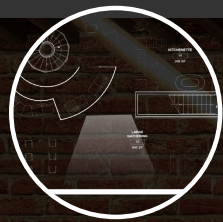


# EXPERIENCE CENTER HISTORIC



**STORIES** This wall is where Arthur Dove would hang his paintings. Bringing media architecture into this space with Sony Transparent T.V. it is versatile and does not cover existing architecture.





# EXPERIENCE CENTER HISTORIC

LUKELAMPCO  
TRACER BAR I



SONY  
TRANSPARENT  
TV

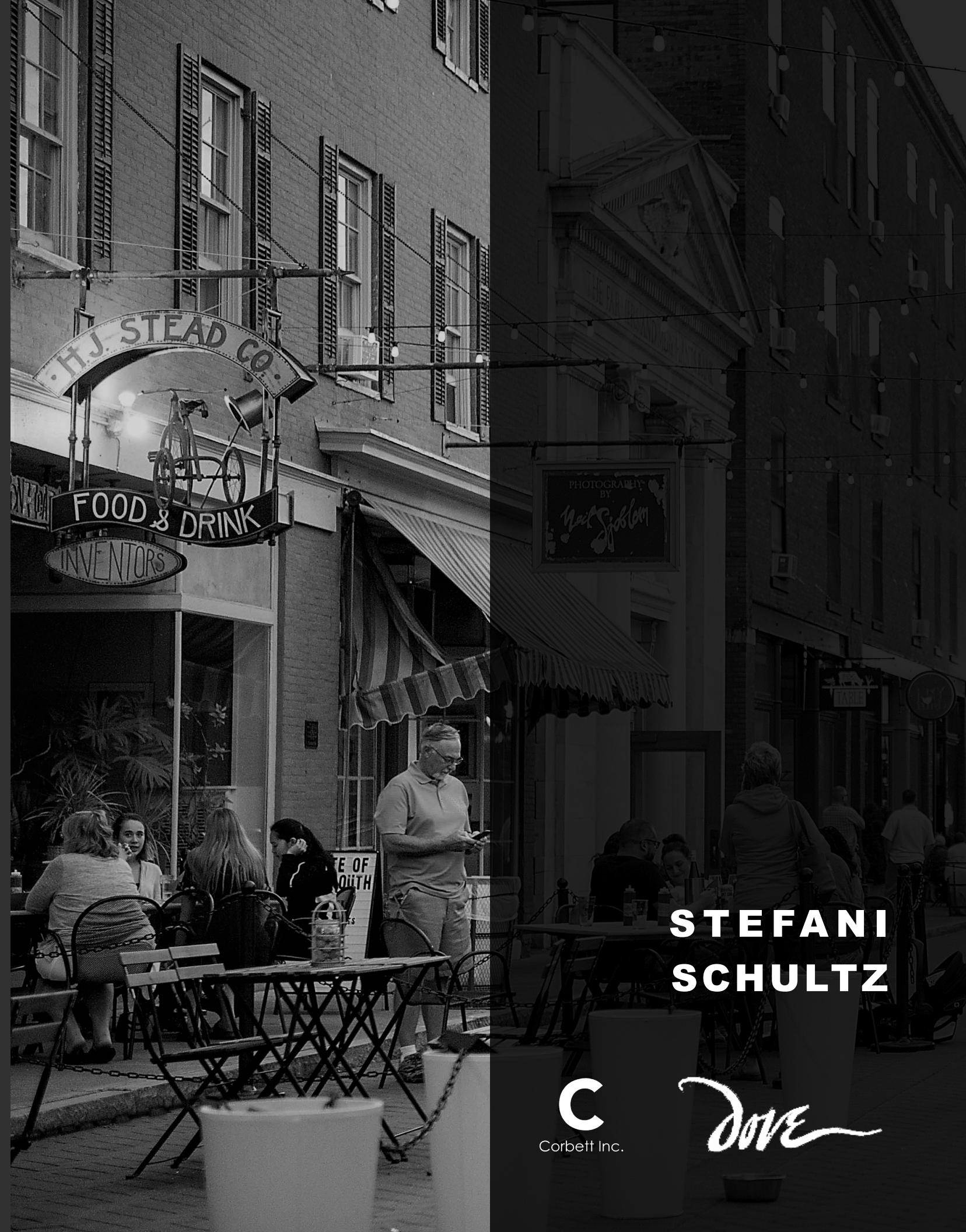
ALLEMUIR  
AXYL

ALLEMUIR  
PAVER

ALLEMUIR  
HOST

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**STEFANI  
SCHULTZ**

