



DOVE BLOCK PROJECT FIRST & THIRD FLOOR

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Project

Overview

This project is going to create an experience center for Corbett Inc. and a gallery for Arthur Dove. The whole space will be completed on floors 1, 2 and 3 of the Dove Block in Geneva, NY, located at 465 Exchange St. The Dove Block was constructed in 1878 by William G. Dove, a brick-maker and contractor. The architect was Andrew Jackson Warner (1833-1910), a prominent architect in Rochester, New York. The three-story structure has a cast-iron storefront which is highly ornate. The Dove Block is significant historically and to the fabric of downtown Geneva. The plan is to allocate the first floor to commercial enterprises and a community art gallery dedicated to Arthur Dove. The second and third floors will be reserved for an experience center for Corbett Inc.

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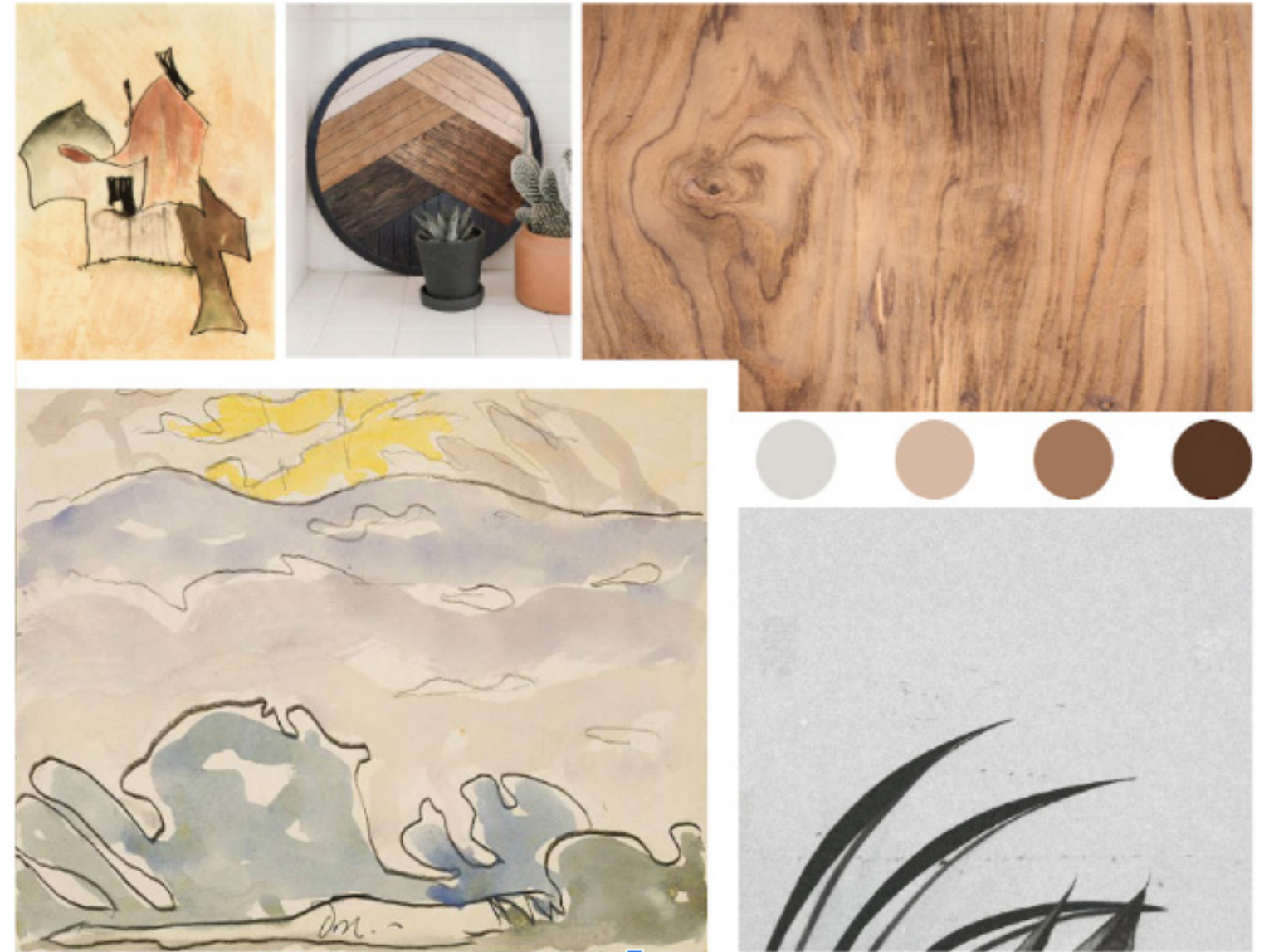
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01

CONCEPT & MOOD BOARD

Inspiration

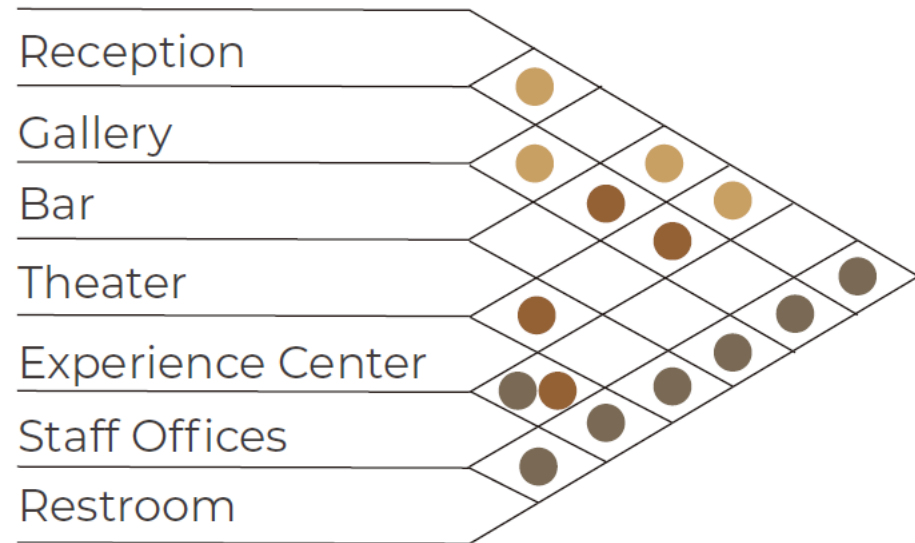
The experience center for Corbett Inc. and a gallery dedicated to Arthur Dove will be located on floors 1 and 3 of the Dove Block in Geneva. Designed to create an atmosphere that highly meets the corporate culture, brand style and the concept of Arthur Dove. It is a new space full of natural and concise feelings that would increase the connection between the building and the community. Creative and innovative solutions will set this gallery and experience center apart from others.



02

PROCESS SKETCHES

Ideas



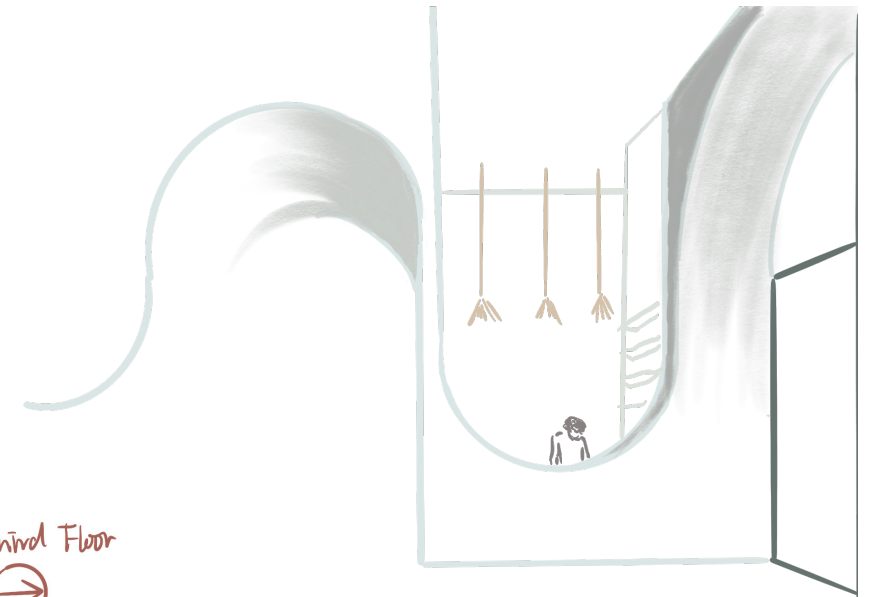
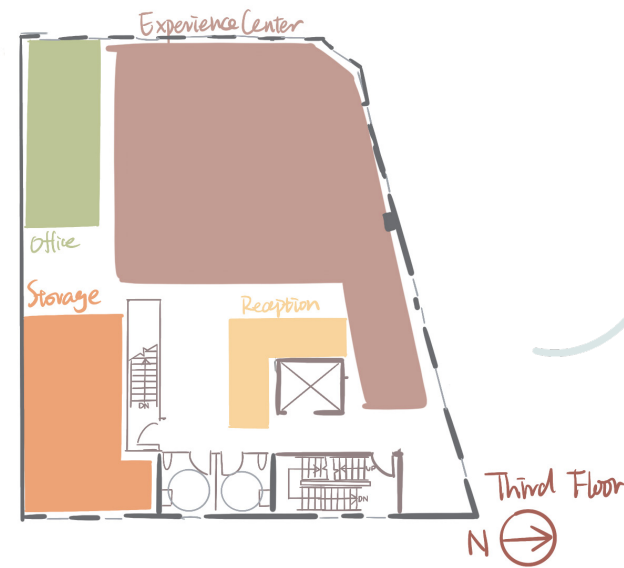
- Primary
- Secondary
- Visual & Acoustic

Goals:

- Proxemics and acoustics will allow for intimate spaces
- Gallery area, Experience center, Restrooms, Public Area, Product showcase and proxemics will be ADA compliant
- Functional and supports workflow

Objectives:

- High contrast of materials will create space movement
- To apply human factors to design solutions.
- To apply intuitive wayfinding techniques to design solutions
- Combine brand and corporate culture with design style



design is capable of being the connection between Dove Block and the community as a "bridge."



03

LEVEL 1

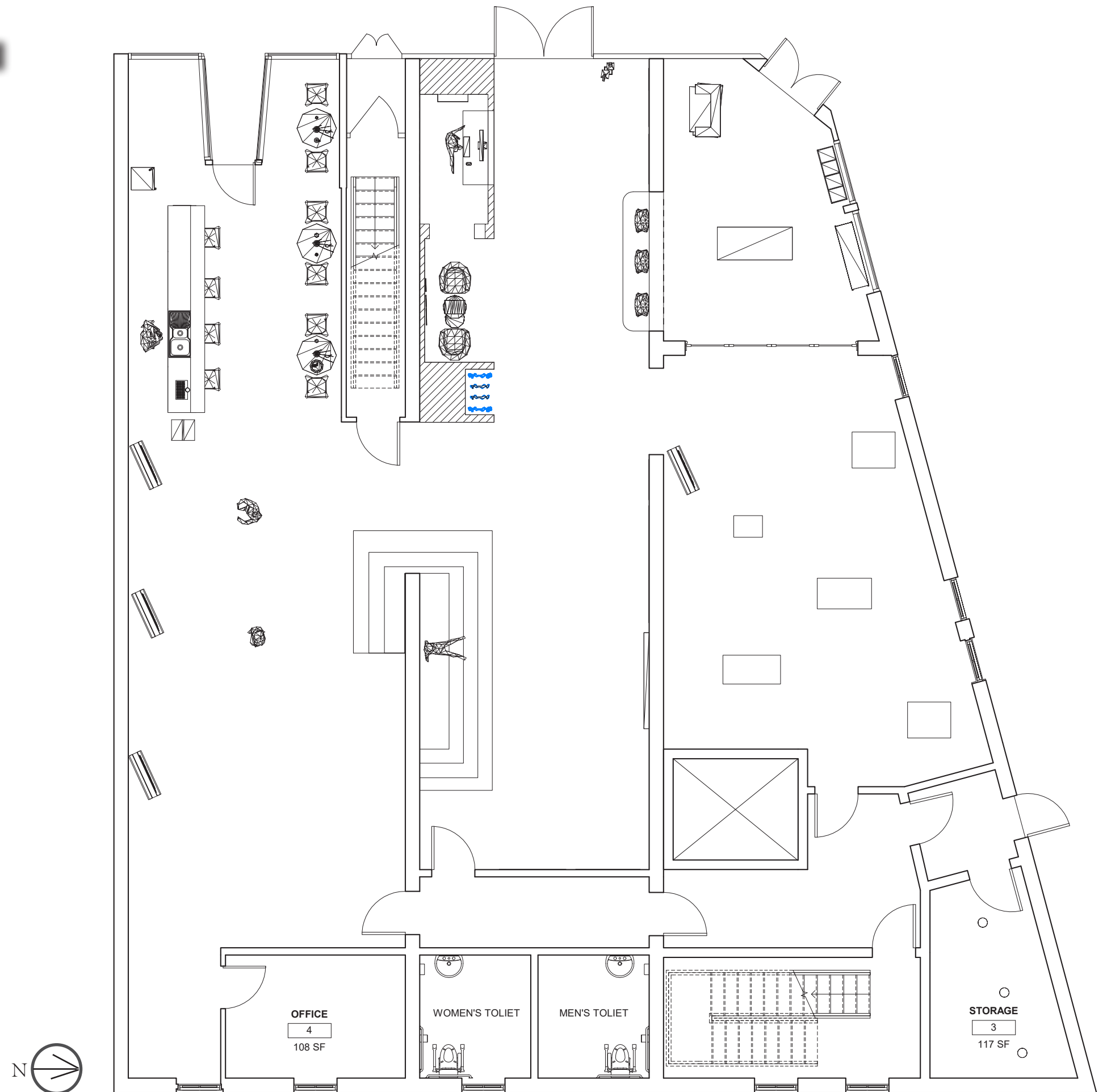
Arthur Dove memorial art gallery

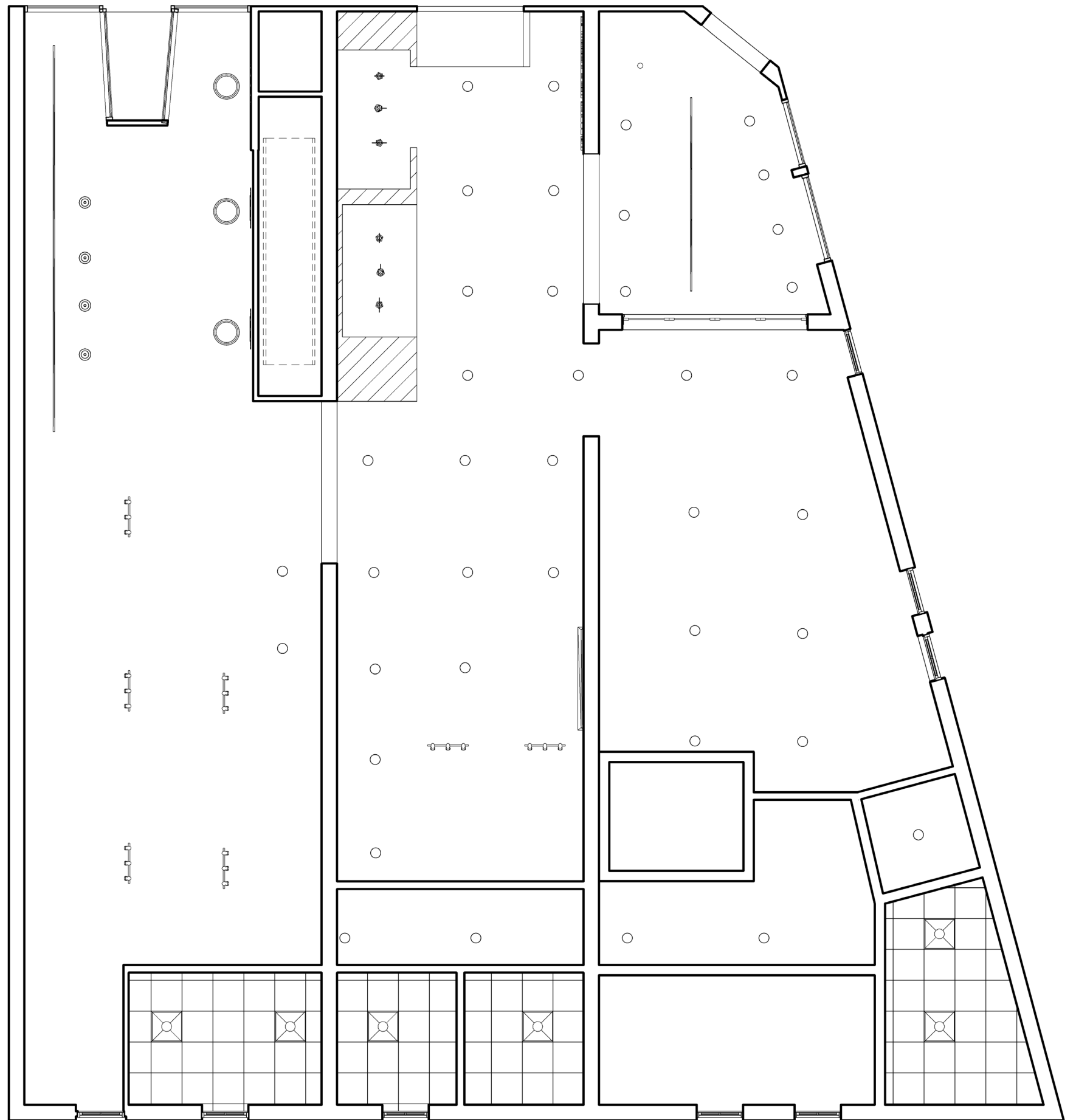
For more than a decade, the historic Dove Block, located on the most important corner in Geneva, New York, has been vacant. Cities thrive only when their buildings are occupied and busy. In 2015, a few local citizens came together as a non-profit group dedicated to bringing The Dove Block back to life as a part of the Geneva Renaissance. A central part of their effort is to include in the revamped building an art gallery dedicated to the life and work of Arthur Dove—a principal founder of American Modernist art—and the contemporary arts of the Finger Lakes.



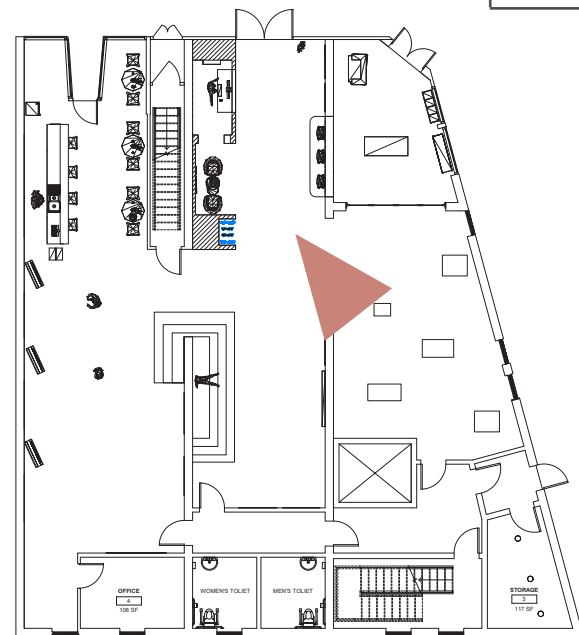
DESIGN | FLOOR PLAN

- WELCOME ENTRANCE
- EVENT SPACE
- PAINTING EXHIBITION
- SCULPTURE EXHIBITION
- BAR/ CAFE
- GIFT SHOP

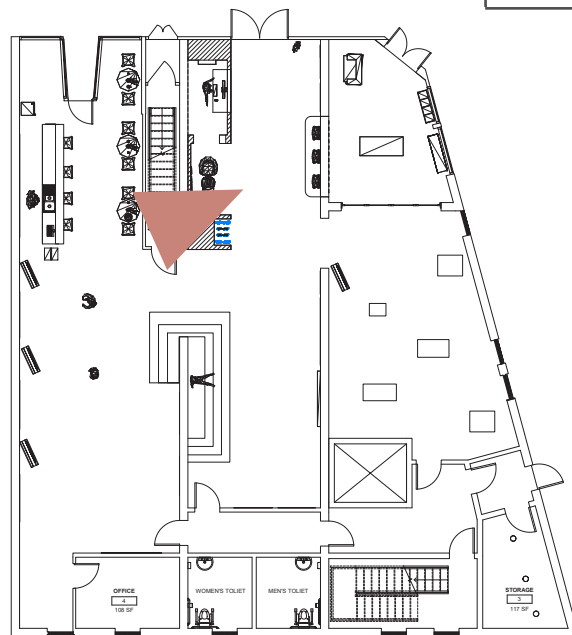




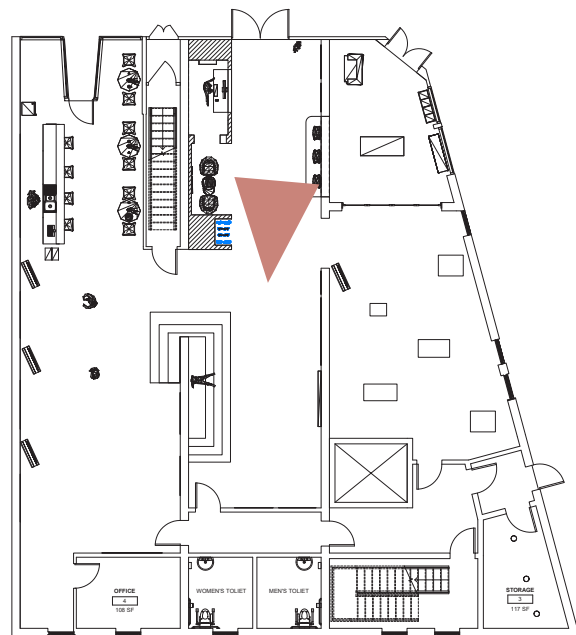
- RECEPTION
- COAT HANGER



- GALLERY INTRODUCTION
- SEATING



- EVENT SPACE
- SOCIAL STAIR



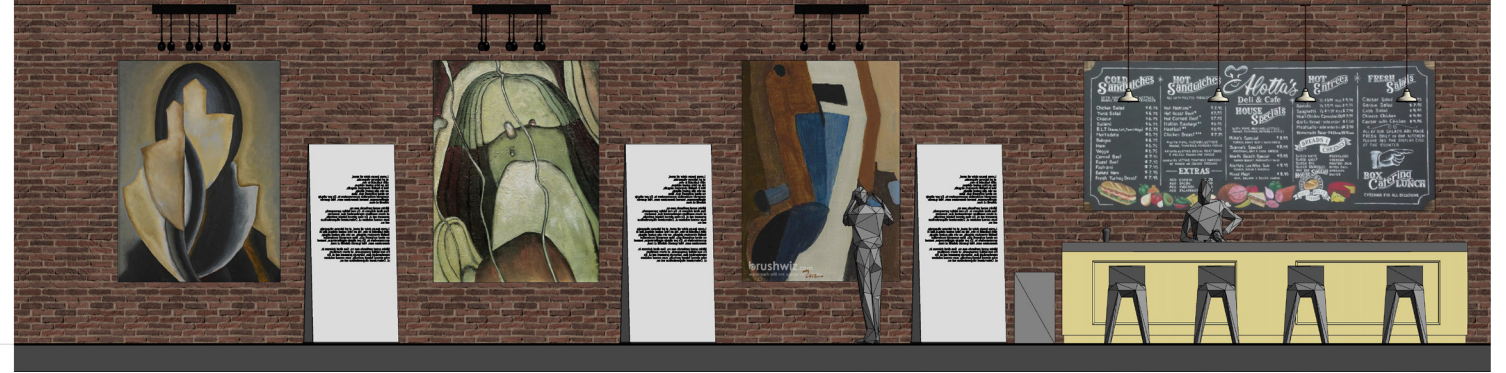
Arthur Dove would have loved Geneva to have a visual arts center. The area included not only a space dedicated to his life and art, but a space for contemporary artists, students and teachers to display their work. The non-profit gallery we are creating is intended to serve this purpose. The new Block, the building first opened by Arthur Dove's father, William Dove in 1911 on the southeast corner of Exchange and Cass Streets, is a location described by Geneva's former City Manager, Matt Horn as "the corner of Man and Machine".

The goals of the Dove Gallery will be to engage and educate the public about art and provide avenues for displaying art from our community which demonstrates the on-going creative spirit of the Finger Lakes region. It is also intended to generate relationships between artists, architects and the public, creating, as it does so, new possibilities for collaboration between artists and the community.

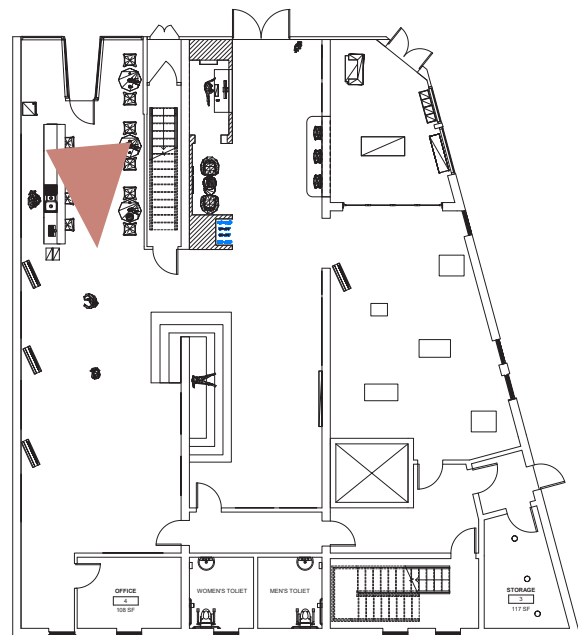
The Gallery will also serve as Geneva's tribute to Arthur Dove, its star artist. Inside, there will be displays and an interactive screen which will tell the story of Dove and his life in Geneva, emphasizing particularly the major art works he created while living in Geneva and the Dove Block during the 1910s. The displays, which will include images of his most celebrated works, will inspire how these works, along with those of his close friends, the renowned photographer Alfred Stieglitz and the internationally famous painter, George O'Keeffe, came to symbolize the advent of modern art in America.

In addition, the Gallery will provide a forum for the arts education outreach needs of the local community. It will be a place which will distribute contact information and maintain online portfolios with information highlighting participating artists. It will also serve as a venue for art exhibitions featuring area students, such as those who attend local schools or organizations such as The Geneva Boys and Girls Club. Finally, it will serve as a space for special programs, talks and receptions, all designed to bring people interested in the arts together with one another and encouraging their connecting with each other.

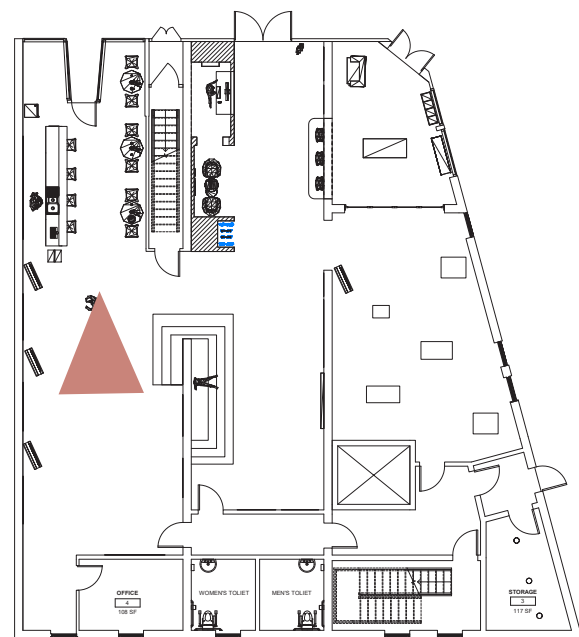
DESIGN | RENDERINGS



• PAINTING
EXHIBITION AREA



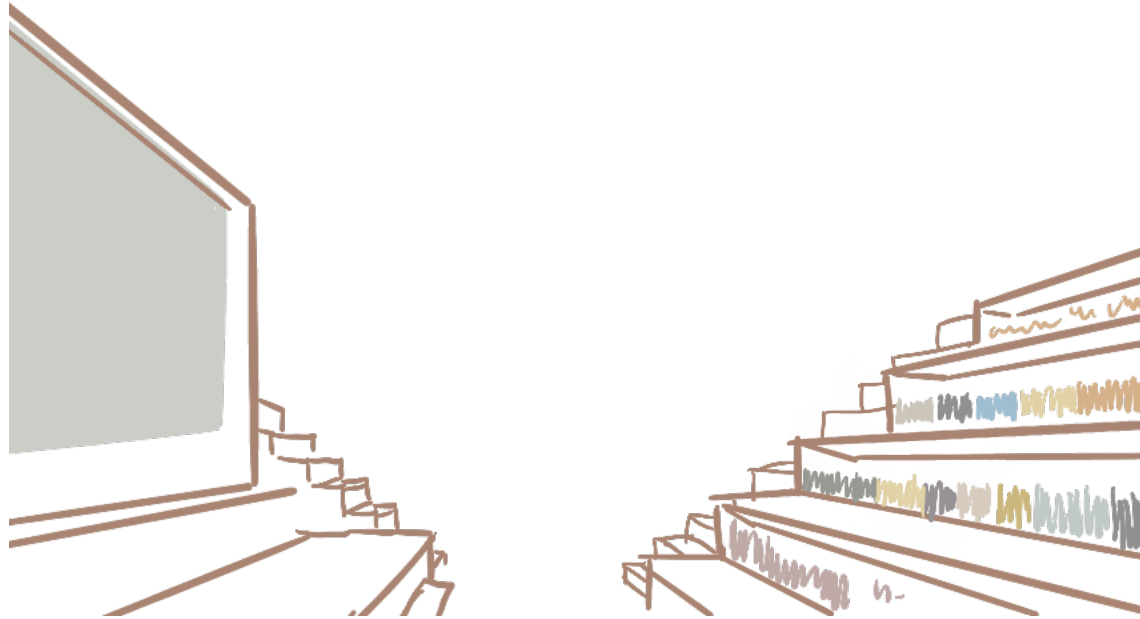
• CAFE / BAR



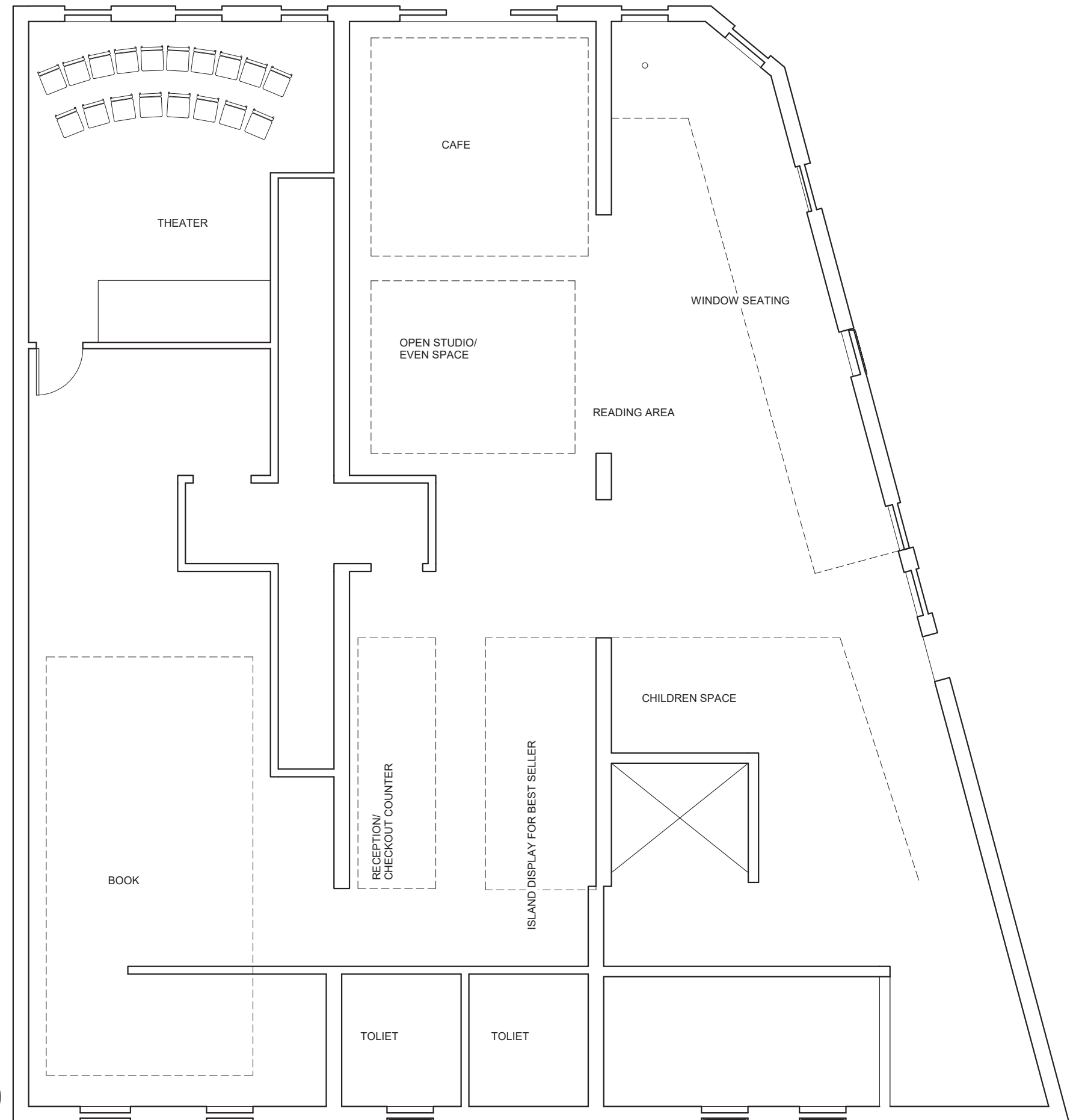
04

LEVEL 2

Bookstore & theater



- BOOKSTORE AS COMMERCIAL SPACE
- MULTI-PURPOSE STAIR
- DIFFERENT STYLE OF READING AREA



05

LEVEL 3

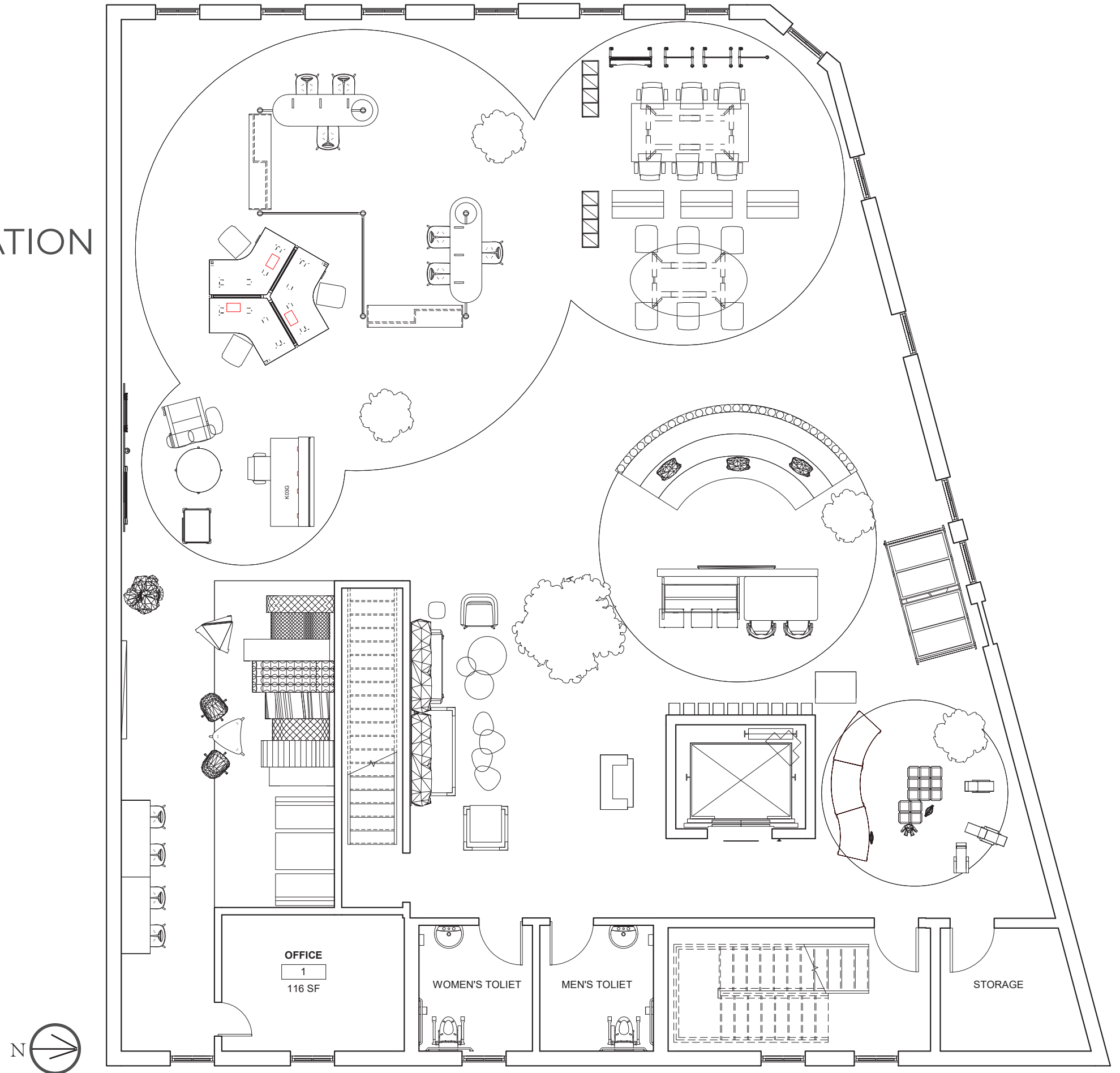
Experience center

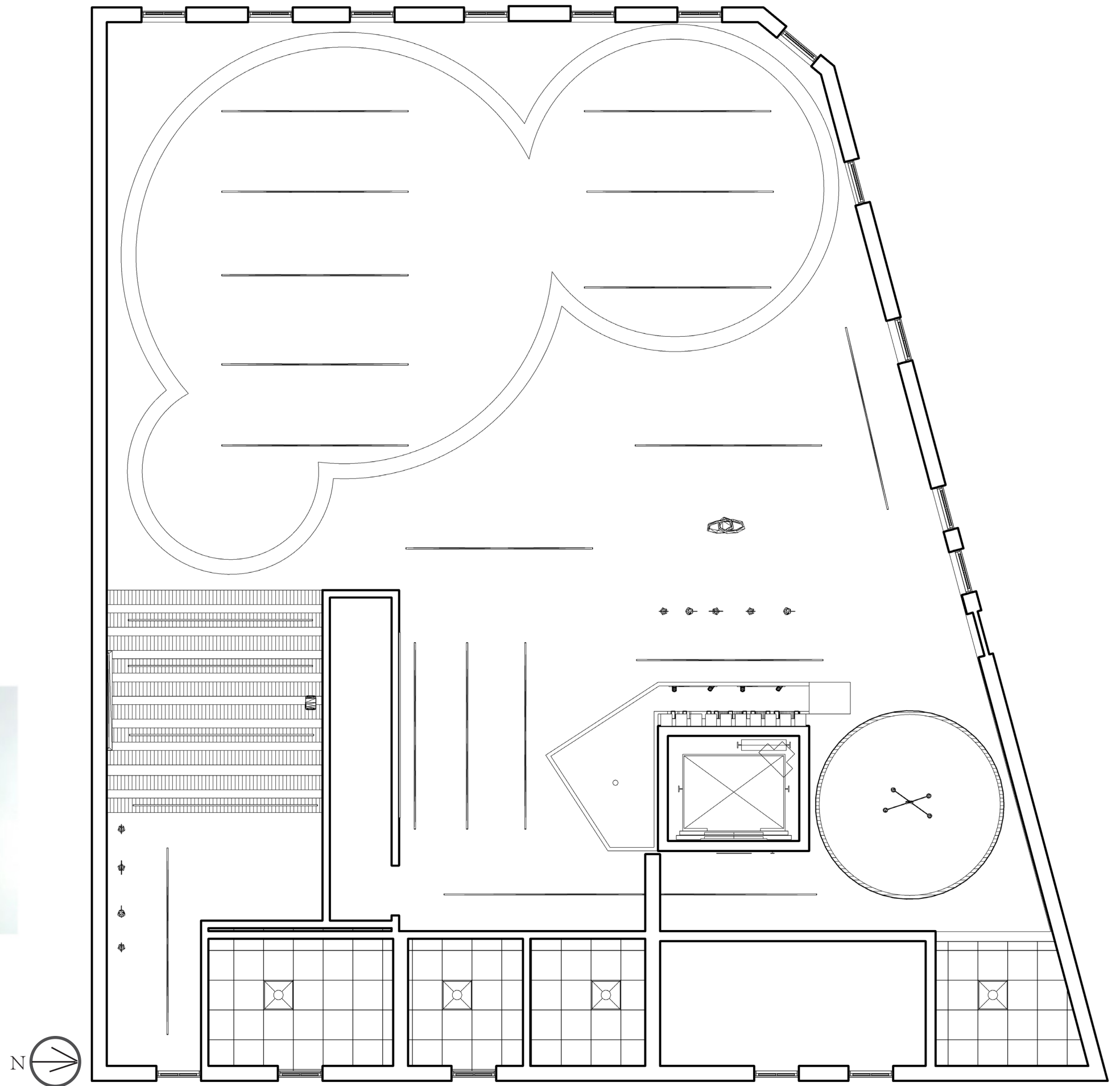
As a Manufacturers Rep firm for over 80 years, Corbett Inc. has evolved from a 1935 office supplies company to an integrated commercial interiors consultant. The services include Space planning, Furniture selections, Renderings, specification, proposal, delivery, and installation of the products they represent.



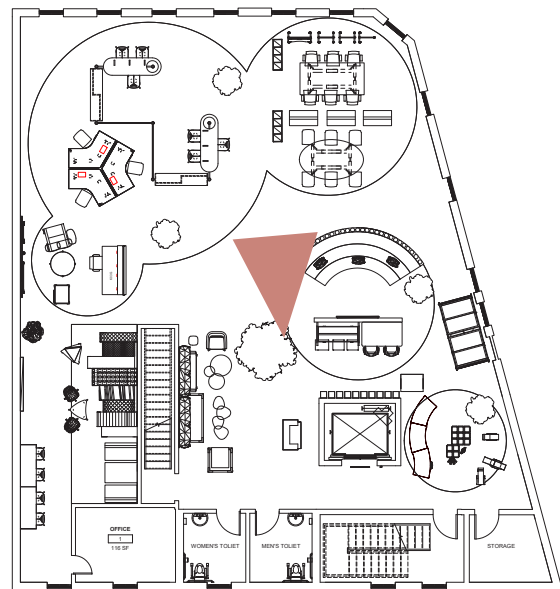
DESIGN | FLOOR PLAN

- HOSPITALITY/ HOME DECORATION
- WORKPLACE
- EDUCATIONAL
- HEALTHCARE
- CHILDREN

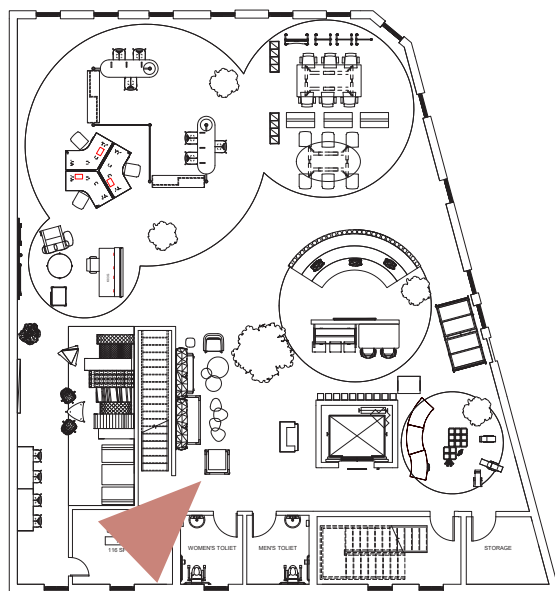




- BOOKSHELF FOR PRODUCT INFORMATION

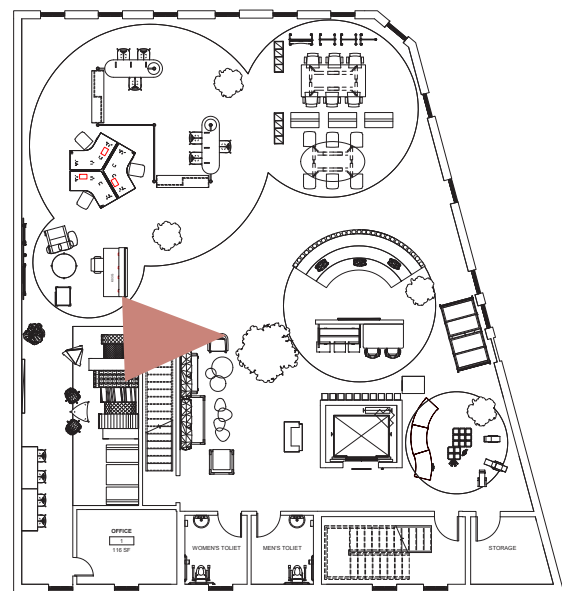


- RECEPTION
- LOUNGE

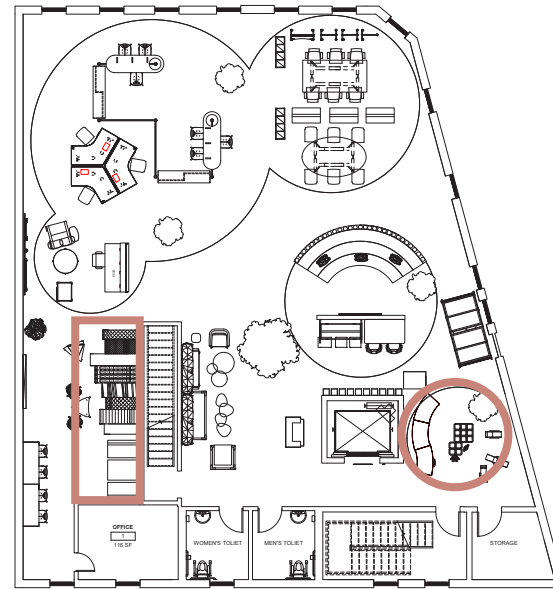


ACOUSTIC PILLARS
WEIGHTED BASE

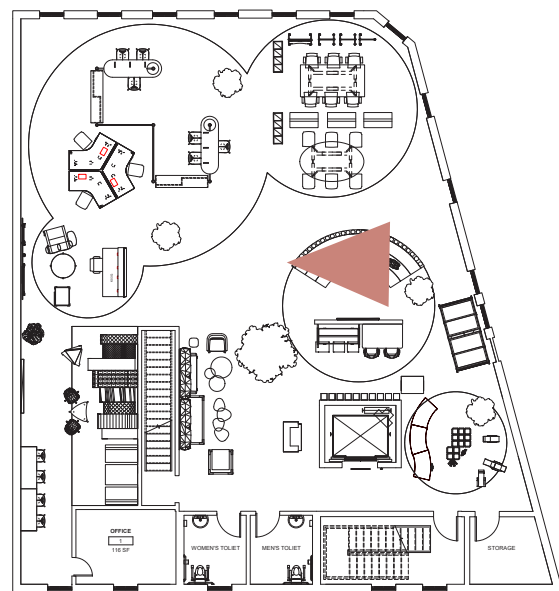
- SOCIAL STAIR
- INFORMATION CENTER



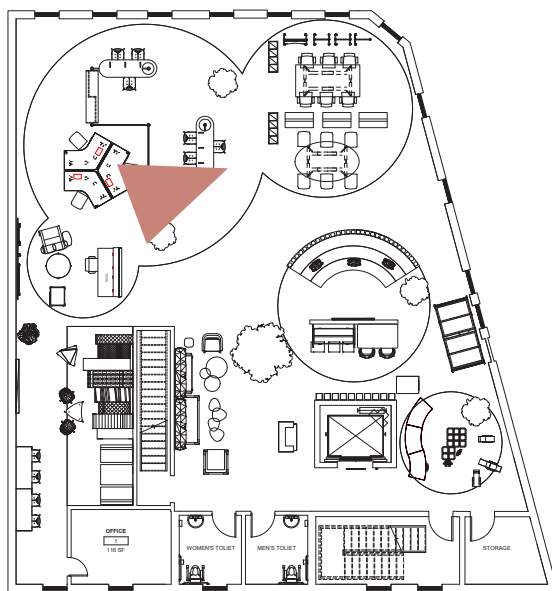
- HOSPITALITY
- CHILDREN



- HEALTHCARE
- EDUCATIONAL



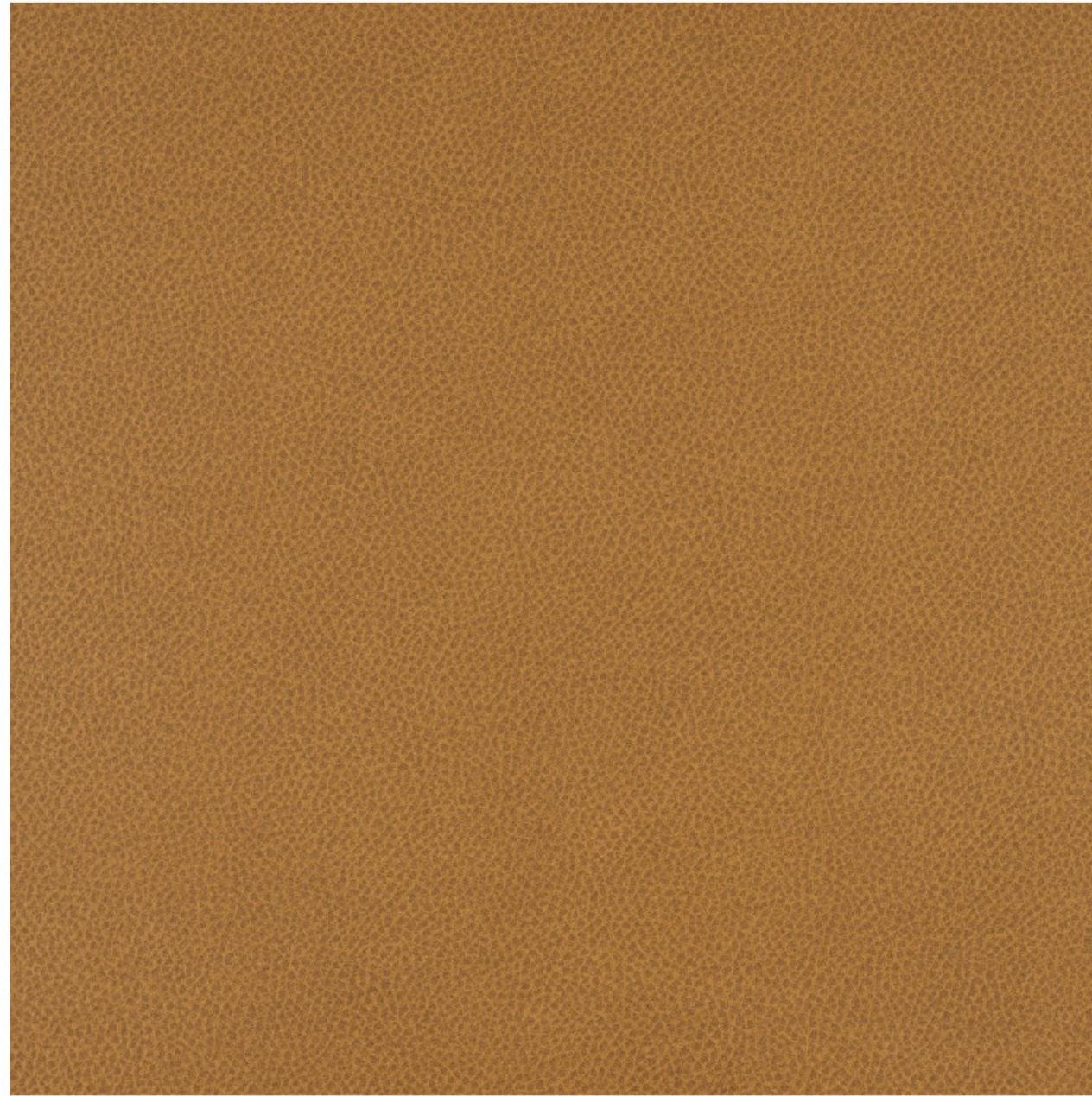
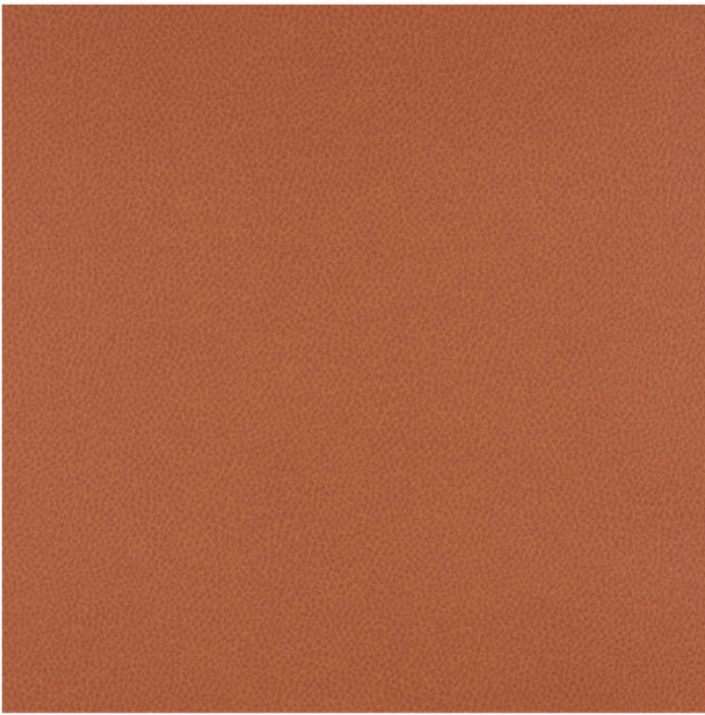
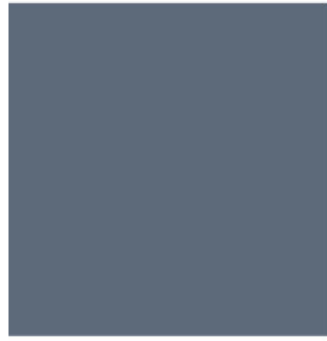
• WORKPLACE



06

FINISH & FURNITURE SELECTION

Finishes

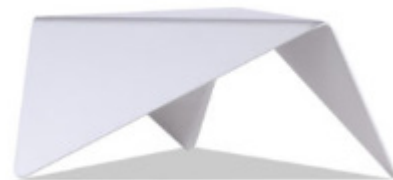
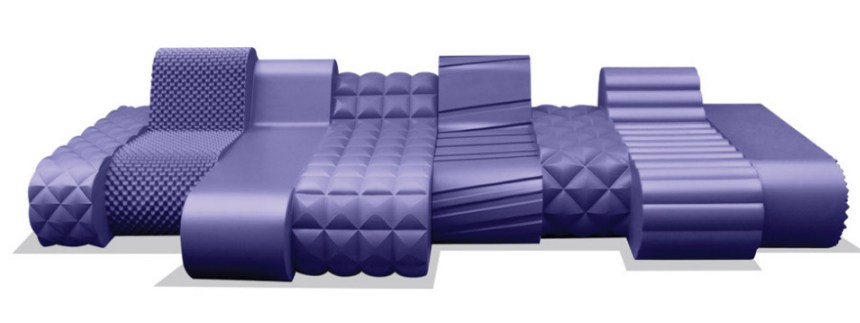


- PALLAS- CAMEL
- PALLAS- PUMPKIN
- ALLERMUIR- ORANGE CRUSH
- ALLERMUIR- CORAL
- ALLERMUIR- PISTACHIO
- ALLERMUIR- MINERAL OLIVE

06

FINISH & FURNITURE SELECTION

Furnitures



Thanks for Reading

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