



participlace

Strengthening Community through Dynamic Social Space

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Master's Thesis
Interior Architecture + Design
Drexel University

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Westphal College of Media Arts & Design
Drexel University

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Preface



For decades my grandfather ran a barbershop in a small town outside of Buffalo, New York. When I was a kid, my dad and I would drive out to get our weekly cuts. Conversations between my grandpa and his customers filled the room. The spinning barber pole out front, wood paneling on the walls, the smell of barbosol in the air and his beloved cactus plants in the window were all part of this familiar atmosphere. Despite his passing a few years ago, members of my family often run into someone who loved going to the shop. Almost always they share their favorite memory or a story my grandfather once told them. Seeing the power of space in connecting people, I set out to study informal social settings, also known as third places.

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Introduction

As our society becomes increasingly isolated, the challenge is more complex than a need for more social space, but rather for creating opportunities that encourage an engaged and supportive network of individuals. My thesis explores the questions:

How do we foster a sense of community through design?

How does the built environment support positive social interaction?

How do we create environments that support evolution and adaptation along with the community?

After studying the traditional approaches to social gathering spaces, I developed my own approach, which I have named *participlace*. *Participlace* harnesses the connection afforded by certain shared activities and the act of volunteering to create meaningful interactions.

The following exploration is the result of over a year's worth of research, programming and design that began in the summer of 2019.

Part One





Research + Programming





Literature Review

This literature review explores the origins, examples and future implications of the third place.

Literature Review

Beyond the settings of home, work and school, there are places where people go to hangout, unwind, and socialize with others. Cafes, bars, barber shops, libraries and public parks are a few examples belonging to a category that sociologist Ray Oldenburg has coined the "third place" in his book *The Great Good Place*.¹ According to Oldenburg, third places "host the regular, voluntary, informal, and happily anticipated gatherings of individuals."² Third places attract people from different backgrounds with diverse perspectives together from any given community.

Oldenburg argues that such social environments are essential to healthy individuals and societies by creating a connection to one's environment and other people. Oldenburg presents a very useful set of criteria that will be discussed below, and it is the role of interior designers to create interior spaces that cultivate community. Interior design shapes the physical characteristics of the spaces that cultivate informal interactions ideal for successful third places. From this understanding, this literature review is intended to support a thesis that seeks to design interior space for social interaction.

¹ Ray Oldenburg, *The Great Good Place: Cafes, Coffee Shops, Community Centers, Beauty Parlors, General Stores, Bars, Hangouts and How They Get You through the Day*, First edition (New York: Paragon House, 1989).,The "first place" is home; the "second place" is work or school.

² Oldenburg, 2.

First Place



Home

Provides shelter
Offers privacy
Physical center

Second Place



Work

Provides the means to a living
Structures time
Self actualization

Third Place



Community

Provides an escape from
home and work
Connects to a whole
Social capital

SPACE FOR SOCIABILITY

Spaces that allow people to share and debate ideas in an informal setting are considered vital to a healthy and democratic society.³ The function of third places as a space for sociability is more important than the specific product or service offered, which has become more clear as technologies and consumer trends continue to change. Despite easily portable computers, smartphones, and other digital devices, as well as changes in health habits and diet, people continue to flock to social spaces. Coffee shops continue to increase in number⁴ and millennials are the highest users of public libraries of any generation.⁵ From coffee and free wifi to books and fitness equipment, third places offer a variety of services or products. However, beyond whatever service or product is offered – providing a space for sociability is key to the success of these places.

Oldenburg argues that people can benefit from the social networks inside third places, which is also known as social capital. Social capital provides value in the form of trust, reciprocity, information, and cooperation to the social network.⁶ Helping connect someone in need of a job with an available position or teaching a new skill are two examples that underlie the supportive nature of social capital. Furthermore, researchers found support for their hypothesis "that third places are associated with greater cohesion and neighbor interaction."⁷ This research also shows that repeated interactions are what lead to greater cohesion through trust and familiarity.

Current issues such as the privatization of space and the rise of virtual platforms are jeopardizing the physical third place as a conduit for social interaction.⁸ In

3 Jürgen. Habermas, *The structural transformation of the public sphere : an inquiry into a category of bourgeois society*, Studies in contemporary German social thought (Cambridge, Mass: MIT Press, 1989).

4 Heather Ward, "Specialty Coffee Shops: Market Size in the U.S.," Specialty Coffee Association News, December 2016, <https://scanews.coffee/2016/12/06/specialty-coffee-shops-market-size-in-the-u-s/>.

5 John Horrigan B., "Libraries 2016" (Pew Research Center, September 2016), <http://www.pewinternet.org/2016/09/09/2016/Libraries-2016/>.

6 Putnam, *Democracies in Flux : The Evolution of Social Capital in Contemporary Society* (Oxford ; Oxford University Press, 2002).

7 Seth A. Williams and John R. Hipp, "How Great and How Good?: Third Places, Neighbor Interaction, and Cohesion in the Neighborhood Context," *Social Science Research* 77 (2019): 68–78, <https://doi.org/10.1016/j.ssresearch.2018.10.008>.

8 Stuart M Butler and Carmen Diaz, "'Third Places' as Community Builders," *The Brookings Institution* (blog), September 16, 2016, <https://www.brookings.edu/blog/up-front/2016/09/14/third-places-as->



Loneliness is on the rise¹



People are looking for ways to be a part of community and causes beyond monetary donations²



Decline in physical third places³



Most inclusive third places come from community⁴

2019, an experimental pay-as-you go third place opened in New York City where \$6 allows timed access to a lounge like setting where you can get a coffee, take a shower, practice yoga and shop.⁹ However, public institutions and community oriented organizations are embracing the third place with the help of designers and innovative thinkers. Some have questioned whether private corporations should be considered third places in light of an incident where two black men were arrested for trespassing at a Starbucks after asking to use the restroom without making a purchase. This incident shows how issues such as class and race impact our understanding and the lasting success of third places.¹⁰

PSYCHOLOGICAL FACTORS UNDERPINNING THIRD PLACES

There are two key psychological factors in the context of the third place that involve the relationship between people and place.¹¹ The first factor is a sense of community, which is a connection people feel toward their community in terms of membership,

community-builders/.

9 Katharine Schwab, "\$6 Will Buy You 30 Minutes inside New York's First Coworking Spa," Fast Company, March 15, 2019, <https://www.fastcompany.com/90320132/6-will-buy-you-30-minutes-inside-new-yorks-first-coworking-spa>.

10 Diana Budds, "It's Time to Take Back Third Places," Curbed, May 31, 2019, <https://www.curbed.com/2018/5/31/17414768/starbucks-third-place-bathroom-public>.

11 Dana Vaux, *The Handbook of Interior Design*, ed. Jo Ann Asher Thompson and Nancy H. Blossom (Hoboken: John Wiley & Sons Inc, 2014).

01	On Neutral Ground	<ul style="list-style-type: none"> • individuals may come and go as they please • no one is required to play host • everyone feels at home and comfortable
02	3rd Place is a Leveler	<ul style="list-style-type: none"> • Membership is not required • People from varied socioeconomic backgrounds
03	Conversation is the Main Activity	<ul style="list-style-type: none"> • Coffee, beer, or games may add to the experience, but conversation is the focus • Sound levels should support conversation
04	Accessibility and Accommodation	<ul style="list-style-type: none"> • Open long hours to accommodate varied schedules • Welcomes unplanned, unstructured, unscheduled gatherings
05	The Regulars	<ul style="list-style-type: none"> • Every regular was once a newcomer • Acceptance of newcomers is essential to the sustained vitality of the third place
06	A Low Profile	<ul style="list-style-type: none"> • As a physical structure, the third place is typically plain
07	The Mood is Playful	<ul style="list-style-type: none"> • joy and acceptance reign over anxiety and alienation
08	A Home Away from Home	<ul style="list-style-type: none"> • Though a radically different from the home, the third place is remarkably similar to a good home in the psychological comfort and support that it extends

Oldenburg's Third Place Principles

influence, reciprocity and collective experience.¹² These words can be translated to a sense of belonging, empowerment, fulfillment of needs and shared experiences respectively. As such, third places must support such attributes in order to foster a sense of community. The other factor is place attachment, which is described as the emotional connection to a physical environment that has been occupied over a period of time.¹³

As a sense of community is largely setting specific¹⁴, the design of the built environment plays an important role in supporting positive social interaction. Credited as one of the founders of environmental psychology, Harold Prohansky found that environments influence human behavior in a predictable way.¹⁵ In other words, our environment has the capacity to shape behaviors that could lend itself to a social or otherwise introverted nature. While literature is limited mostly to urban planning and landscape architecture, the connection between the physical environment and community is supported. Further research on the role of interior social

spaces and sense of community is needed. Thus, it is the role of the built environment to provide opportunities for gathering and socializing.

ELEMENTS AND AFFORDANCES IN THIRD PLACES

Oldenburg's criteria for determining successful third places suggest physical, spatial and material implications. Oldenburg's eight criteria are (1) Neutral ground, (2) Leveler (a leveling place), (3) Conversation is the main activity, (4) Accessibility and accommodation, (5) The regulars, (6) A low profile, (7) The mood is playful, and (8) A home away from home. This section will discuss literature related to conversation settings, accessibility, atmosphere, and paths of travel.

Oldenburg considers conversation as the main activity in any third place¹⁶, and the affordances of the space enable or disable conversation.¹⁷ Earlier literature has suggested certain design strategies can encourage or discourage communication.

12 David W. McMillan and David M. Chavis, "Sense of Community: A Definition and Theory," *Journal of Community Psychology* 14, no. 1 (1986): 6–23.

13 Irwin. Altman and Setha M. Low, *Place Attachment* (New York: Springer, 1992).

14 Jean L. Hill, "Psychological Sense of Community: Suggestions for Future Research," *Journal of Community Psychology* 24, no. 4 (1996): 431–38

15 Harold M. Proshansky, Abbe K. Fabian, and Robert Kaminoff, "Place-Identity: Physical World Socialization of the Self," *Journal of Environmental Psychology* 3, no. 1 (1983): 57–83, [https://doi.org/10.1016/S0272-4944\(83\)80021-8](https://doi.org/10.1016/S0272-4944(83)80021-8).

16 Oldenburg, 22.

17 See discussion below in precedent studies of café and bar environments.

Keeping people apart is the goal of sociofugal spaces, such as seating in airport terminals and doctors' offices where fixed rows of side by side seating limits eye contact and subsequently conversation. Societal spaces encourage interaction and communication by using inward facing seating arrangements that allow for eye contact (Sommer 1969). Furthermore, seating groups aligned at right angles as opposed to direct facing arrangements are better at facilitating both verbal and nonverbal communication (Hall 1969).

Accessibility and accommodation are criteria used to describe the inclusive, open and unstructured nature of third places. The requirements set forth by the Americans with Disability Act establish a baseline for accessibility, and contribute to the social setting. Oldenburg finds that third places open long hours enable people with different schedules to make greater use of the social setting.¹⁸ This suggests that design account for both lighting and durability for extended use. In contrast, it is widely known that fast food establishments such as Burger King and McDonald's operate under high volume with a quick customer turnover and the physical characteristics of the discourage

customers from lingering. High lighting output, bright colors, and hard seating surfaces prevent lingering and contrast third places where longer durations of allow the development of place attachment and a sense of familiarity.¹⁹

Another pair of criteria conducive for the informal interactions of quality third places is having a plain atmosphere and playful mood. Ornate and expensive design environments such as steakhouses and parlors exude a sense of formality and rules. Flashiness attracts the curious and transient visitor, as opposed to the desired regular who presence is recognized and makes the third place convivial.²⁰ While the Hard Rock Café with its music themed decor embodies a playful mood, it is seen more as a destination frequented by many tourists.²¹ These examples suggest that designers must take careful steps not to overdo the atmosphere of the place, but set an appropriate tone for the regular, friendly audience that constitutes the third place.

Interior design has contributed further research in examining design attributes and properties of public interior spaces for social gatherings. Looking specifically at college

18 Oldenburg, 32.

19 George Ritzer, *Explorations in the Sociology of Consumption : Fast Food, Credit Cards and Casinos* (London, UNITED KINGDOM: SAGE Publications, 2001), <http://ebookcentral.proquest.com/lib/drexel-ebooks/detail.action?docID=254783>.

20 Michelle Hall, "Anchoring and Exposing in the Third Place: Regular Identification at the Boundaries of Social Realms.," *M/C Journal* 14, no. 5 (2011).

21 "Hard Rock Cafe International Inc : Company Profile and SWOT Analysis" (GlobalData plc, 2018).

campuses. Vaux developed seven design criteria for successful social gathering.²² In particular, the study of "path" underscores the importance of movement and sightlines as a way of attracting people to a third place.. "Entrance" profiles the engagement required to draw someone into a place. Both of these ideas highlight the design decisions necessary to make people aware and invite them into a space. . Successful third places draw our attention, allow us to enter freely, and maintain a distinct and friendly atmosphere.

LESSONS FROM AN HISTORICAL EUROPEAN THIRD PLACE: THE CAFE

Cafes and bars have long been the third place of many communities throughout the world, but their prominence began to take root in late 17th century Europe. Often credited as perfecting the café, Europe has been the birthplace of several styles of cafes including the French Café and Austria's Viennese Kaffeehaus. As coffee and alcohol are commonly served alongside one another, the designation between café and bar is less defined in Europe than in America, and there are numerous subtle distinctions between the French Café Bistrot

and the Viennese Kaffeehaus. Despite these differences, cafes across cultures have served as important spaces for sociability and are environments that support physical and material attachments. As Grafe and Bollerey point out, cafes and bars respond to issues such as physical and emotional comfort, status, privacy, display, rituals of use and behavior."²³ Given its immense role as physical and social environment, the café as an informal institution will be examined as a precedent for this thesis topic.

1. THE FRENCH CAFÉ

According to Haine, "Paris had the highest number, and greatest density, of cafes in the world."²⁴ These cafes present a recognizable image. People sitting in wicker chairs at small marble topped tables underneath a covered awning. Known as the terrace, the outdoor seating area spills into the sidewalk. The café was the center of public life for a range of social classes, and café owners became a prominent figure in social events. Despite alcohol being the most popular beverage in cafes, the children of working class families often accompanied their parents. Haine writes, "The café served not only as a living room for the working class but also an annex

22 Vaux used methodologies of non-participant observation, behavior mapping, visual documentation and a literature review comparison to identify the seven design criteria. Location, path, entrance, food, seating, lighting, and technology emerged as mediators for social interaction.

23 Christoph Grafe and Franziska Bollerey, eds., *Cafés and Bars: The Architecture of Public Display* (New York: Routledge, 2007).

24 W. Scott Haine, *The World of the Paris Café: Sociability among the French Working Class, 1789-1914*, *The Johns Hopkins University Studies in Historical and Political Science*, 114th ser., 2 (Baltimore: Johns Hopkins University Press, 1996), 4.

to the workshop and factory."²⁵ Many cafes did not have a name, instead they were referred to as Le Bistro, recognizing their status as a local landmark.²⁶

The space and physical features of the cafe allowed owners and barkeepers to assume social significance. With the installation of a zinc serving counter in the 1820s, café owners enjoyed increased interaction and supervision of clientele; they assumed new social roles as judge, policeman, and minister.²⁷ The counter was often decorated with multicolored bottles, mirrors, and ornamentation. Hain writes, "The bar's radiance, magic and mustery appeared to many observers to be the secular equivalent of a church altar: The metal shone brightly and the bottles of liqueur cast even more dazzling reflections in the mirrors."²⁸ Tables in the 18th century tavern discouraged intermixing of groups and strangers, but bars allowed more interaction while maintaining a degree of intimacy and supervision without being intimidating.

2. VIENNESE COFFEEHOUSE

The Viennese coffeehouse is another social tradition. In the more private Austrian society, there is a stronger separation between the

sidewalk and the interior with the use of potted plants or iron fencing. The indoor portion has more visual appeal—projecting and elegant and romantic atmosphere-- and a greater seating capacity. The feeling of elegance is due in part to the formal attire of its staff, and that patrons are shown to their seats. However, the personalized level of service where after a few visits, one's name, drink of choice, and reading selection is remembered, render the experience as familiar.²⁹

The Viennese coffeehouse of the 18th century is host to the widest assortment of accommodations among any third place. During its eighteen-hour day, the coffeehouse serves a light breakfast and lunch. In between breakfast and lunch, people use the place as a message center, private office, and library. It is a place to read the newspaper for free even if one does not order from the menu. After lunch, a predominately male crowd will gather to gossip, which is followed later in the afternoon by ladies who will gather to gossip over chocolate or sponge cake. The remainder of the day is highlighted with chess, cards and billiards in separate rooms. Light meals are also served.³⁰ Grafe and Bollerey argue that the activities reflect

25 Haine, 59.

26 Oldenburg, 148.

27 many were chosen to witness to marriage contracts

28 Haine, 131.

29 Oldenburg, 195.

30 Leona Rittner, ed., *The Thinking Space: The Café as a Cultural Institution in Paris, Italy, and*

the spatial arrangement of the café rooms and their access to daylight. The day time spaces for reading and conversing often featured tall ceilings filled with natural light whereas the billiards and card rooms were more intimate and dark.

While this discussion presents two types of European cafes, it can be understood how these establishments form the center of social life and community association, allowing for shared social events, and more intimate socialization, newsgathering, and business transactions. As it can be seen, the design of third places should have the flexibility to support a variety of activities. Furthermore, the spatial characteristics should respond to the types of activities that take place in those spaces.

FUTURE DIRECTIONS FOR THIRD PLACES

While lifestyles and habits have changed throughout the years, people continue to seek out social gathering spaces. However, the greatest challenge to the third place of the future is fostering community in a time when it seems American society is moving toward a more passive role when it comes to interacting in social spaces. Bryant Simon argues that not much meaningful interaction

happens inside a Starbucks when people have earbuds in and faces down.³¹ The other threat is maintaining a diverse population that frequents third places with the rise of formal memberships and subscription in an increasingly sharing oriented economy.

As such, a new third place must bring people together from different walks of life to communicate and create shared meaning. This is the idea behind the JBJ Soul Kitchen, which was started by the wife of Jon Bon Jovi, Dorothea Hurley. At this third place of a restaurant, people donate their time to washing dishes if they cannot afford their meal. Others are asked to make a recommended monetary donation for their food.³² In the process, people support one another despite their age or income and it is the informal interaction centered around an activity where the most potential in third places lies ahead. No matter the activity, the interior environment will serve to support positive social interaction and creating a sense of community in the third place of tomorrow.

Vienna (Burlington, VT: Ashgate Publishing Company, 2013), 28.

31 Miles Orvell and Conference Public Spaces and the Ideology of Place in American Culture, eds., *Public Space and the Ideology of Place in American Culture, Architecture, Technology, Culture 3* (Amsterdam: Rodopi, 2009).

32 "The Lesson from Jon Bon Jovi's JBJ Soul Kitchens: 'Find Your Good, and Do It,'" Television, Sunday Morning (CBS, November 24, 2019), <https://www.cbsnews.com/news/jon-bon-jovi-jbj-soul-kitchen-find-your-good-and-do-it/>.





Precedents

Historical Precedents

The French Cafe

The Viennese Coffeehouse

Modern Precedents

Lochal

City Thread

Historical Precedent:

The French Cafe

The image of the French cafe is one of the most recognizable third places. In the 19th century, the French cafe became the center of public life for a range of social classes and was an important place for social movements at the time. Many cafes did not have a formal name, instead they were referred to as Le Bistro, demonstrating their status as a local landmark to the community.

Covered awning

Seating bleeds into street



Zinc serving counter

Wicker chairs
Marble top tables

Historical Precedent: The Viennese Coffeehouse

The Viennese Coffeehouse is unique for its round-the-clock activities that cater to different groups of people. The elegant and romantic atmosphere provides a nice place to enjoy a light meal or coffee. Combining the functions of message center, private office and library, the Viennese coffee house also offers users the chance to play chess, cards, and billiards.



Formal dressed staff provides personalized service by remembering your reading selection and seat

Tall ceilings filled with natural daylight

Chocolate or sponge cake delicacies

Modern Precedent:

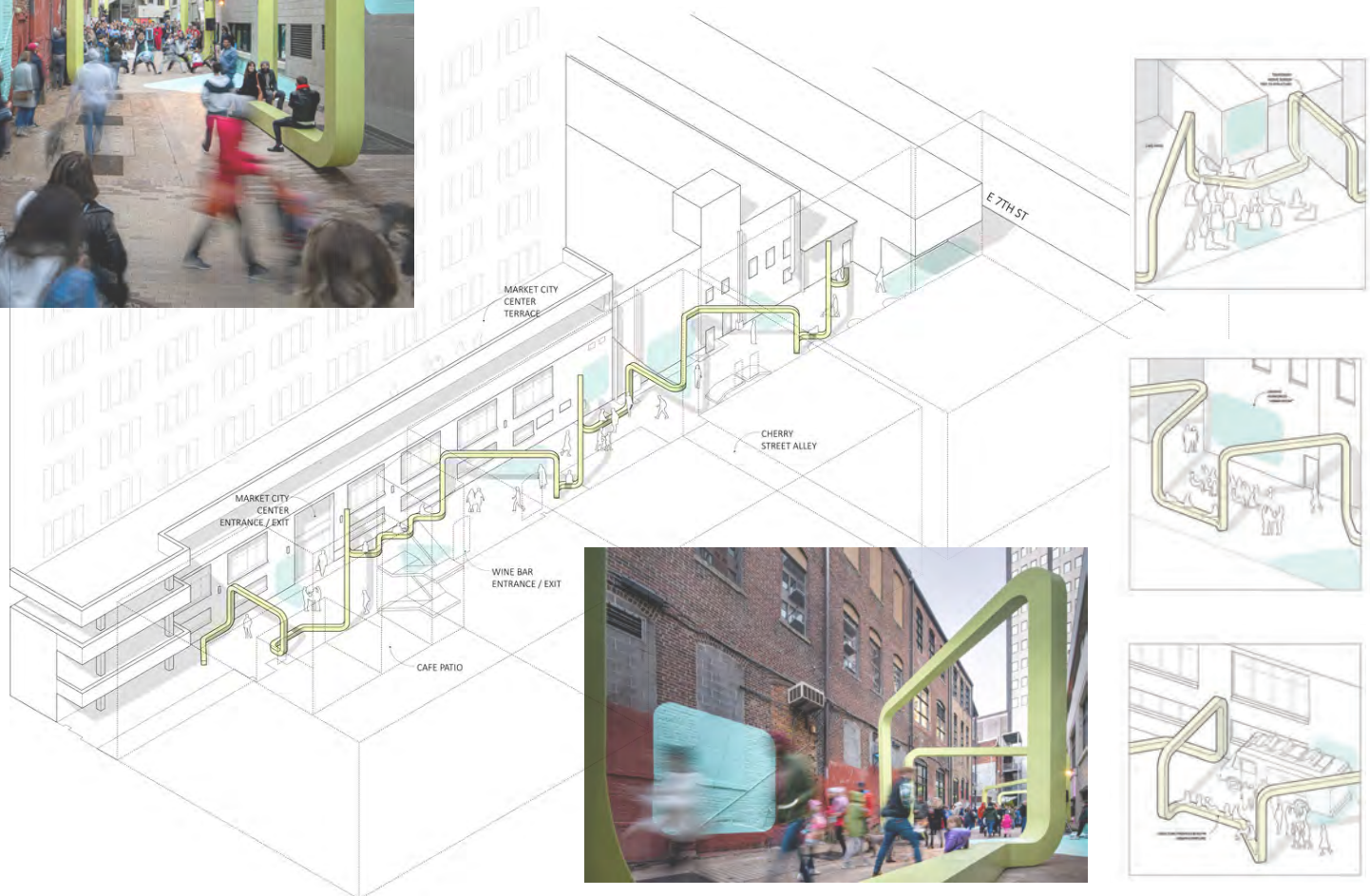
LoCHal

Described as a public living room, the LoCHal library and events space located in Tilburg, the Netherlands was designed by studio Civic Architects in 2019. The design for the building, which includes large movable screens, provides areas for lectures and public events as well as labs where the community can learn new skills.



Modern Precedent: City Thread

City Thread designed by SPORTS demonstrates a third place that is functionally open to interpretation. The design encourages the community to find new ways of utilizing this outdoor public space for performances, movie nights, supper clubs and food truck events.







Case Studies

Active Interaction

Frieda for Generations

Case Study:

Active Interaction

Meaningful social interaction requires a give and take that is missing from many third places today. Community led groups and initiatives show how activities and sharing can bring people together.

Observations

- 1 Shared goals and causes bring people together and allow teamwork and trust to develop
- 2 Offering your time to someone else opens the door to a story
- 3 Making a meal or art together allows conversation to flow more easily around a shared activity



1



Beds for Buffalo, a program by the Service Collaborative of WNY to build 200 beds for families in need



2 *Dare to*
REPAIR
Cafe

The Dare to Repair Cafe is a program by the Tool Library where volunteers donate their time and skills fixing in broken items for other members of the community



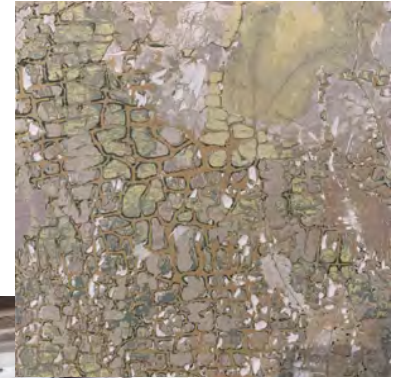
3 
WEST SIDE BAZAAR
BRINGING THE WORLD TO BUFFALO

The West Side Bazaar helps refugee community through a small business incubator, programs and activities

Case Study:

Frieda for Generations

Frieda is more than a cafe with delicious eats, its a place where you can get involved in a variety of community activities and field trips. Users are encouraged to start their own activities and the space allows for the community to put its stamp on it.



~~We aren't a
coffee shop,
bakery,
restaurant,
community center,
gallery,...~~

February 2020

FRIEDA is a social start-up business with the goal to (re)connect generations.

So we've created a space where people of all ages and backgrounds can meet, eat, drink, share, learn, and create. A serene setting where everyone is treated equally with respect and kindness.

All we ask is that you have an open mind. And treat the space, our team and each other with respect.

Discover what FRIEDA can be for you.

FRIEDA is a curated space with changing themes throughout the year. The theme for February is inspired by the new Participatory Artwork **LOVE PAVILION** by artist Zhi Chen Vance and the community.

FRIEDA ACTIVITIES

You can find detailed information about each activity on our public facebook page [facebook.com/frieda4gens](https://www.facebook.com/frieda4gens) or by checking the clipboard wall at FRIEDA.

If you are interested in a FRIEDA activity please sign up either by stopping at FRIEDA or via email hello@friedaforgenerations.com.

<p>Mon 3</p> <p>Self inquiry meditation 10:00am-11:00am Cafe 2:00pm Loving Kindness meditation 5:00pm-6:00pm</p>	<p>Tue 4</p> <p>Pract Study 10:00am Meeting 2:00pm Break 3:00pm Setting Intentions meditation 5:00pm-6:00pm</p>	<p>Wed 5</p> <p>Scrabble 11:00am Rio Film Club 12:00pm Bridge Int. 2:00pm Yallah 3:30pm Causal Drawing + Dinner 5:30pm Spanish Class (A5) 6:00pm-7:30pm</p>	<p>Thu 6</p>	<p>Fri 7</p> <p>Moh Jang 2:00pm</p>	<p>Sat 8</p> <p>FRIEDA sessions Break 9:00am-10:00am Participatory Art Project 2:00pm</p>	<p>Sun 9</p> <p>FRIEDA sessions Break 9:00am-10:00am Afternoon Tea 3:00pm-3:30pm Joyas Compañías de Danga</p>
<p>Mon 10</p> <p>Self inquiry meditation 10:00am-11:00am Cafe 2:00pm Loving Kindness meditation 5:00pm-6:00pm</p>	<p>Tue 11</p> <p>Meeting 2:00pm Setting Intentions meditation 5:00pm-6:00pm</p>	<p>Wed 12</p> <p>Scrabble 11:00am Bridge Int. 2:00pm Spanish Conversation 3:30pm Causal Drawing + Dinner 5:30pm Book club 5:30pm Spanish Class (S5) 6:00pm-7:30pm</p>	<p>Thu 13</p>	<p>Fri 14</p> <p>Moh Jang 2:00pm Valentine's Day Supper XXXXX 6:00pm</p>	<p>Sat 15</p> <p>Branch 9:00am-10:00am Poetry Group 3:00pm French Conversation 3:00pm</p>	<p>Sun 16</p> <p>FRIEDA sessions Break 9:00am-10:00am Afternoon Tea 3:00pm</p>
<p>Mon 17</p> <p>Self inquiry meditation 10:00am-11:00am Cafe 2:00pm Conversation Group 3:00pm Loving Kindness meditation 5:00pm-6:00pm</p>	<p>Tue 18</p> <p>Pract Study 10:00am Meeting 2:00pm Break 3:00pm Setting Intentions meditation 5:00pm-6:00pm French Class (L5) 6:00pm-7:30pm</p>	<p>Wed 19</p> <p>Scrabble 11:00am Bridge Int. 2:00pm Yallah 3:30pm Causal Drawing + Dinner 5:30pm</p>	<p>Thu 20</p> <p>Fri Int. FRIEDA films Film dinner 7:00pm-8:00pm FRIEDA films Cafe and the Beer 7:00pm-9:00pm</p>	<p>Fri 21</p> <p>Moh Jang 2:00pm</p>	<p>Sat 22</p> <p>Branch 9:00am-10:00am</p>	<p>Sun 23</p> <p>Branch 9:00am-10:00am Afternoon Tea 3:00pm</p>
<p>Mon 24</p> <p>Self inquiry meditation 10:00am-11:00am Cafe 2:00pm Meeting 2:00pm Book club 2:00pm Loving Kindness meditation 5:00pm-6:00pm</p>	<p>Tue 25</p> <p>Meeting 2:00pm Setting Intentions meditation 5:00pm-6:00pm French Class (L5) 6:00pm-7:30pm</p>	<p>Wed 26</p> <p>Scrabble 11:00am Bridge Int. 2:00pm Spanish Conversation 3:30pm Causal Drawing + Dinner 5:30pm En Français a 2 euros plus... + Dinner 6:00pm</p>	<p>Thu 27</p>	<p>Fri 28</p> <p>Moh Jang 2:00pm FRIEDA films Film dinner 7:00pm-8:00pm Cafe and the Beer 7:00pm-9:00pm</p>	<p>Sat 29</p> <p>Use in the Pavilion (Meet the artist!) 3:00pm-5:00pm Branch 6:00am-3:00pm</p>	<p>Sun 1 March</p> <p>FRIEDA sessions Break 9:00am-10:00am Afternoon Tea 3:00pm-3:30pm Branch 3:00pm Grand Finale MEET</p>

Please be aware that the social gatherings are free but a minimum consumption of \$6 per person will be expected (\$12 during Lunch time). Space is limited. Please be respectful, no outside food or drinks allowed.

Frieda

(re)connecting generations 320 Walnut Street Philadelphia, PA 215 600 1291 hello@friedaforgenerations.com www.friedaforgenerations.com frieda4gens friedaforgenerations

Monthly calendar with activities and field trips that are suggested by the community



Case Study:

Frieda for Generations



KEY INFORMANT #1 - EMPLOYEE

Frieda has a lot of **regulars** that are retired individuals or seniors from nearby Queen Village or Society Hill with an art minded spirit. We know their orders ahead of time. However, there are a lot of activities and programming that keeps the place dynamic with fresh faces.



KEY INFORMANT #2 - EMPLOYEE

Frieda's founder had a vision for the space to reconnect generations. The space physically embodies that aspiration by leaving portions of the historic interior exposed while fusing it with clean white vertical surfaces. Often, these surfaces are filled with temporary art installations that are result of collaborative community efforts. There is no private event space--all of the programming and activities happen in the main gathering area.



Reading, conversing, eating, drinking, laughing



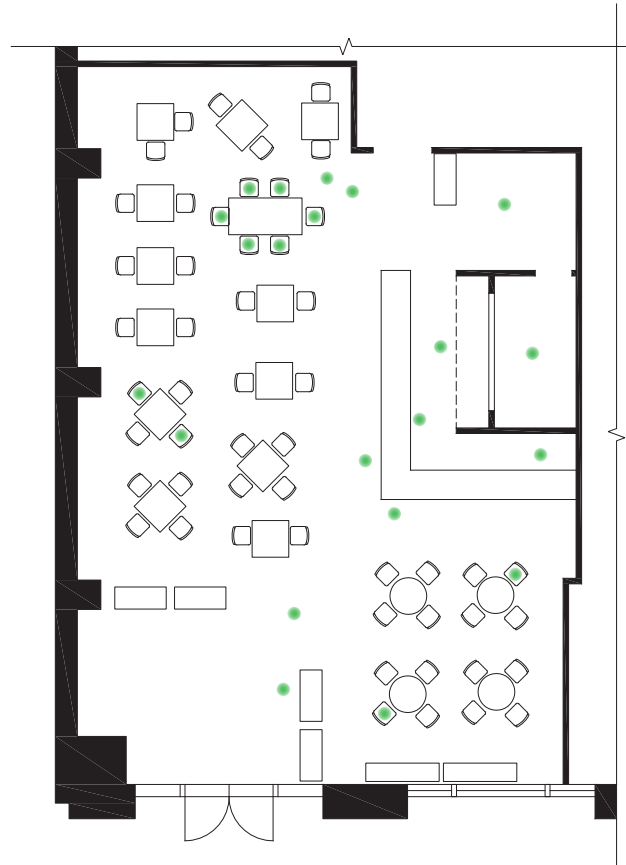
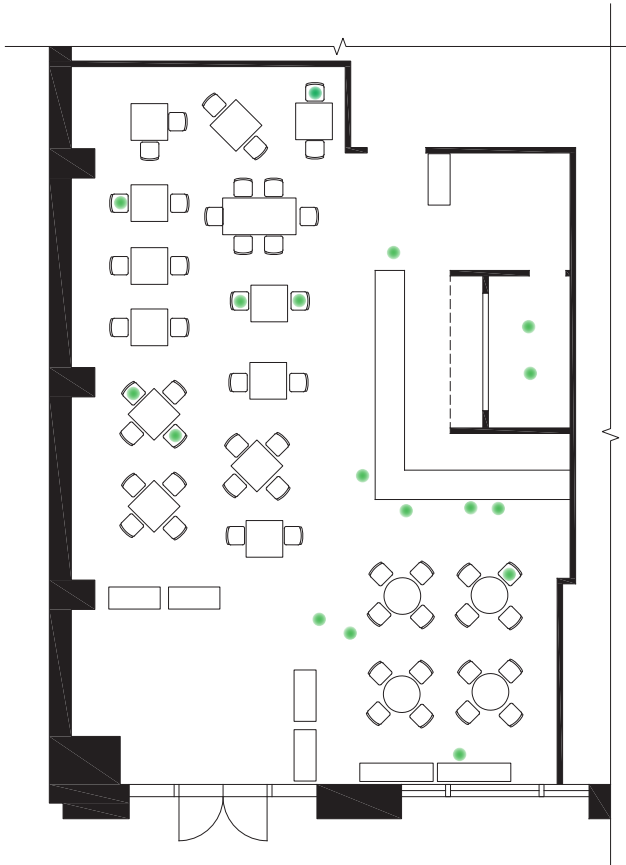
50/50 solo to group visitors



Employees serve their breaks in main gathering area



Age range 20s to 70s



Activity Analysis





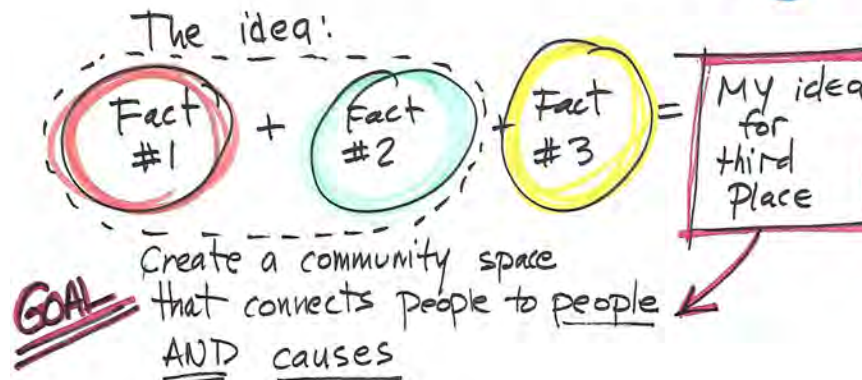
Design Strategy

A New Approach to Third Place...

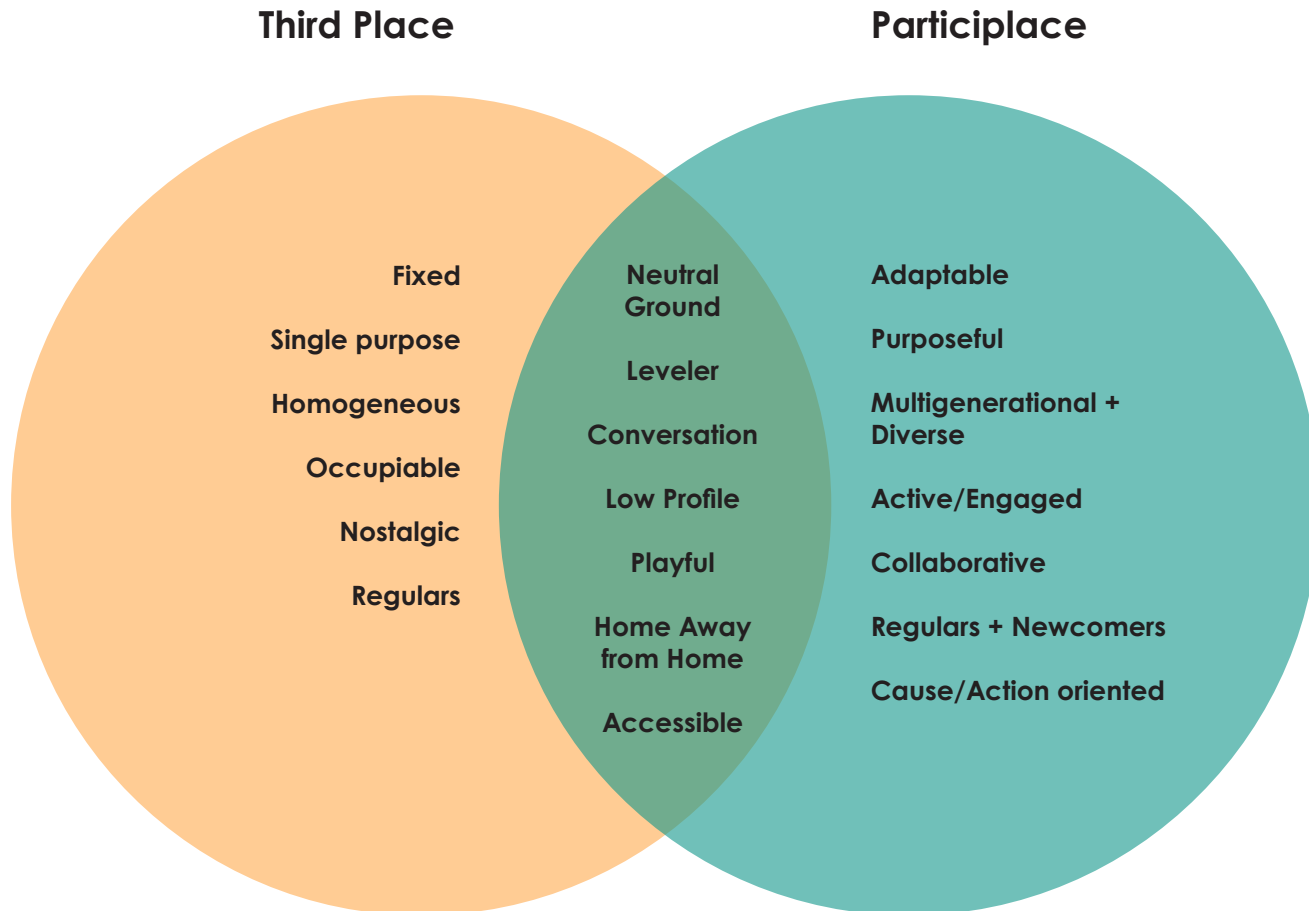
Fact #1
Social infrastructure + third places essential to individual & societal well being (Ray Oldenberg, Eric Klinenberg)
could be combined?

Fact #2
Best third places come from community (public) accessible...
↳ input, control, adaptable...
↳ shared: (Curbed.com article) *

Fact #3
Need/Desire to connect with causes that resonate w/ people
(Medium Article) *



Participlance



Design Intent

To create a dynamic place that recognizes and allows for participatory and serendipitous kinds of social interactions

west side
participlace

=

Shared Activities

- Making
- Playing
- Cooking
- Learning
- Sharing Meals

+

Advocacy/Volunteerism

- Donating time, skill and knowledge
- Community organizing





Site

City Context

Neighborhood Context

Site

Site: Buffalo, NY



1825

ERIE CANAL COMPLETED

Population 2,412.
Growth as major seaport begins

1896

ELECTRICITY FROM NIAGARA FALLS

Electricity transmitted to Buffalo from Niagara Falls

1900

8TH LARGEST CITY IN THE US

6th busiest water port in the world and has a population of 352,387

1950

5TH LARGEST CITY IN THE US

Population 580,132

1959

ST. LAWRENCE SEAWAY OPENS

Decline of city as port and rail center

2020

87TH LARGEST CITY

Population 256,304

Buffalo is known for its strong sense of community that is helping to overcome the loss of its manufacturing and shipping industries. Newcomers in the form of refugees and immigrants are breathing new life into neighborhoods like the West Side. This neighborhood provides a strong setting to test out a new approach to third place.





Also known as the
“City of Good Neighbors”
“City of Light”
“Queen City”

95 percent increase
in **foreign-born**
population in
between 2006 and
2013

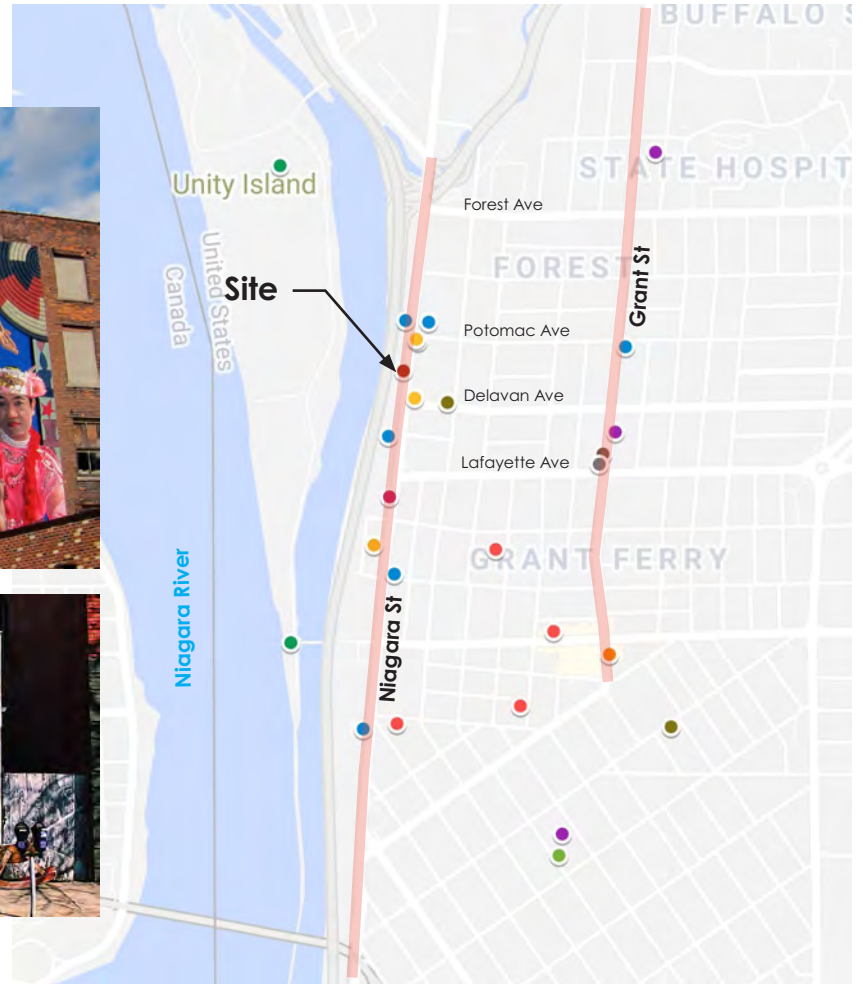
Top 10 city for
most **independent**
restaurants
CityObservatory.org

First **park & parkway**
system in America
NYHeritage.org



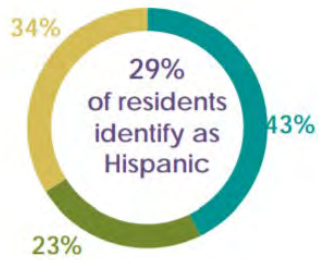
Third poorest
midsized city
in the US

Site:
The West Side



RACE & ETHNICITY

- White
- Black
- Other Groups



NEIGHBORHOOD SNAPSHOT

- Immigrant/Refugee Services
- Recent Mixed Use Redevelopment
- Breweries/Bars
- Community Centers
- Parks
- Urban Farms

Over **67 languages** spoken in one West Side school

Home to the **majority** of the **City's non-English speakers**

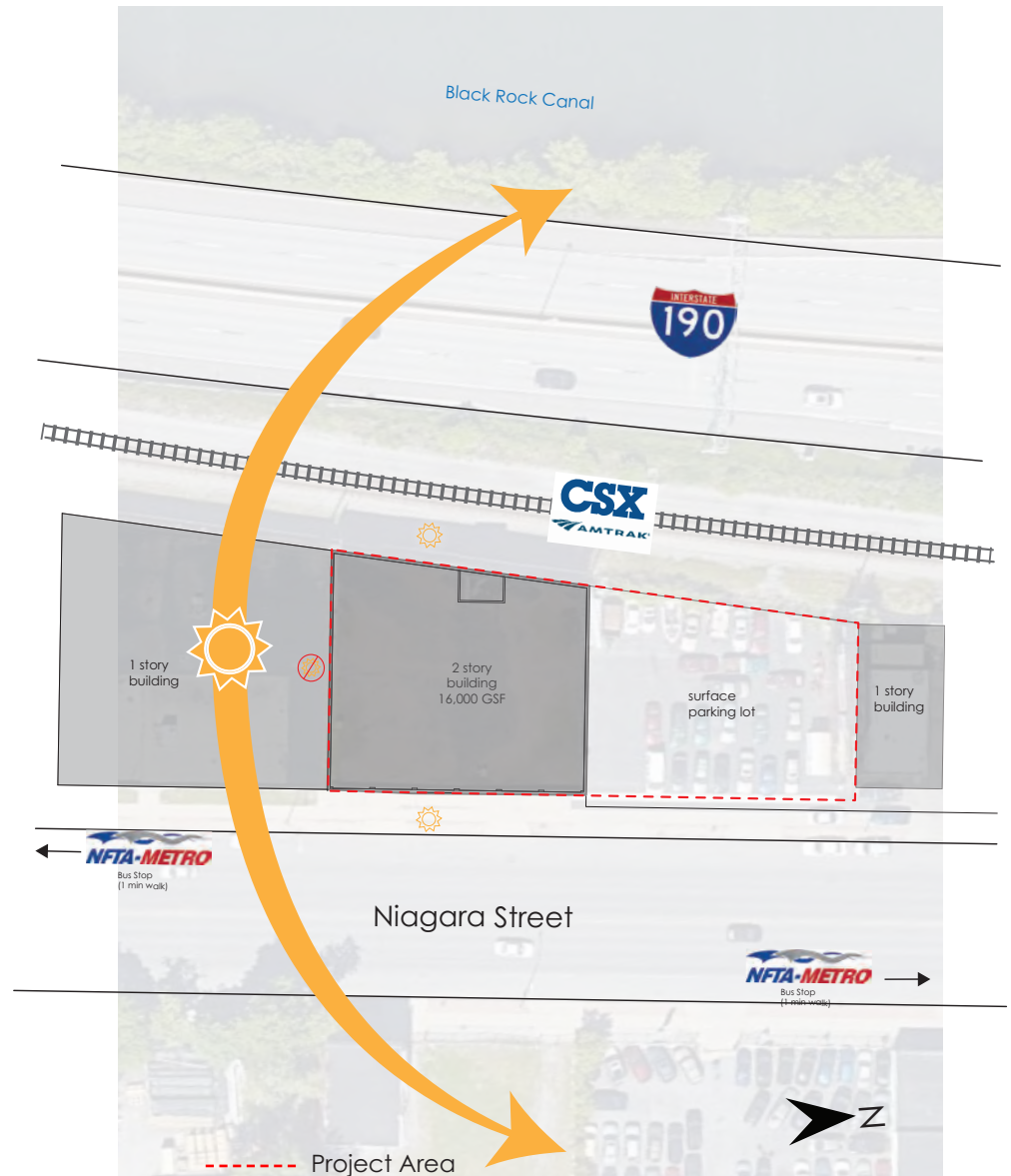


Site: 1432 Niagara Street

The site is located along Niagara Street, which was once home to industrial businesses like malt houses and plaster mills that lined the Black Rock Canal. The project includes both the existing 2 story structure and adjacent surface parking lot.



Landis & Alsop, 1902 City of Buffalo map from the Library of Congress.





Bird's eye view of site looking west toward Canada



Interior view of the first floor and existing structure



Exterior view of facade looking south down Niagara Street



Interior view of second floor





Program

Program Brainstorming

① How do we connect people to people?

- Food + drink (break bread)
- Shared experiences (games, learning, making, etc.)
(watching a movie, presentation, musician)

How will the space support these goals?

- Kitchen, seating, bar
- game room
- Stage/screen
- outdoor: farmers market, food trucks, Project films side of building

② How do we connect people to causes?

- (Currently)
- Now: do an internet search (overwhelming)
 - religious group/sponsored (religious membership declining)
 - employer sponsored (more ppl. working independently: gig, entrepreneurial)
 - media

Maybe
My new third place

- Tell the Story
- TED Talks format/Story
- Host/Demonstration: this is our cause in action (we make meals, goods, etc)

- bulletin board (inform)
- stage/screen (tell the story)
- makerspace, kitchen (Demo)
- Display (these are the results of our efforts)

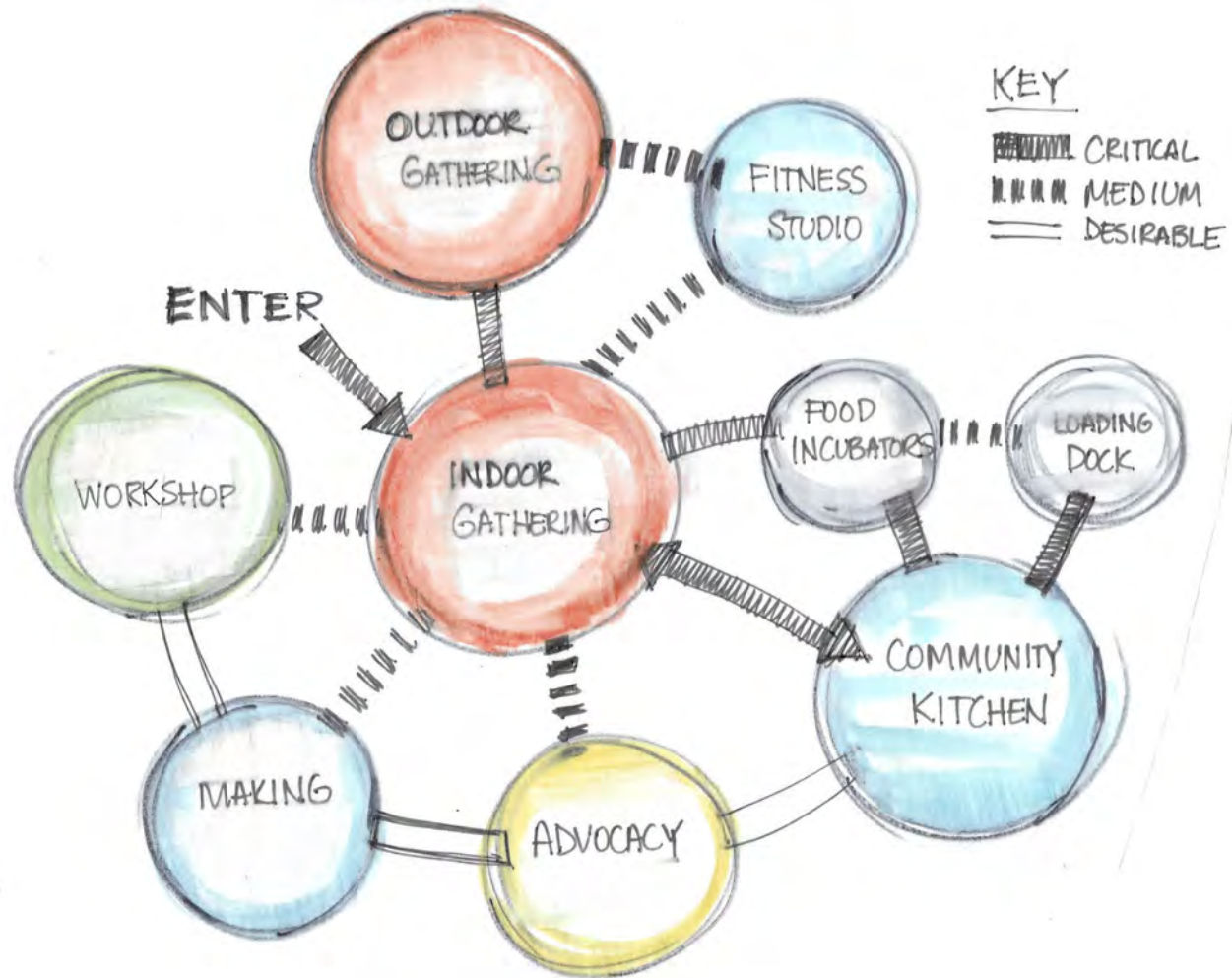
- The Benefit: exposes you to something may not have known you were interested in
- Makes the process more approachable/less intimidating

Master List of Spaces

Component	Name	SF
Shared Experience	Food Incubators (x4)	252
	Café	365
	Kitchen	714
	Fitness	711
	Making	1,400
	Total Shared Experience	3,442
Advocacy	Advocacy Lounge	713
	Advocacy Meeting	606
	Total Advocacy	1,319
Volunteerism	Workshop	836
	Total Volunteerism	836
Gathering	Exterior	8,097
	1st floor	3,789
	2nd floor	993
	Terrace	589
	Total Gathering	13,468
Service	Restrooms	584
	Storage	
	1st floor	253
	2nd floor	259
	Loading	257
	Circulation	
	1st floor	899
	2nd floor	747
	Total Service	2,999

Total excluding outdoor 13,967
 Total including outdoor 22,064

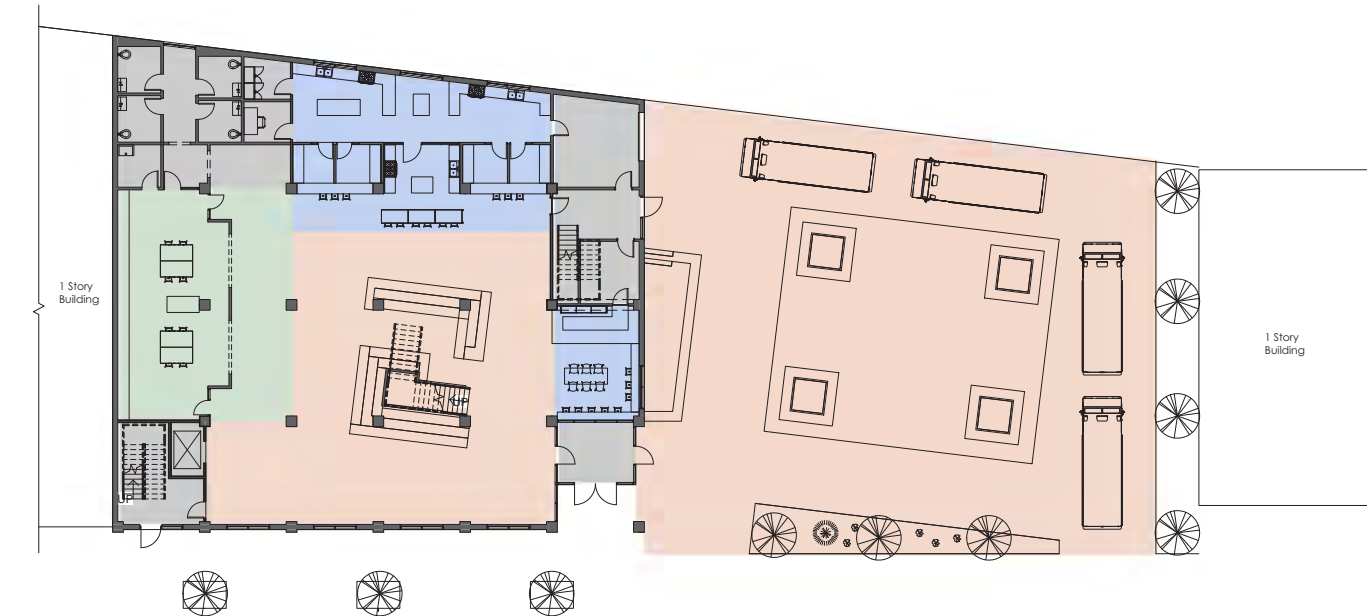
Adjacency Bubble Diagram



Program-in-Site



Second Floor



First Floor

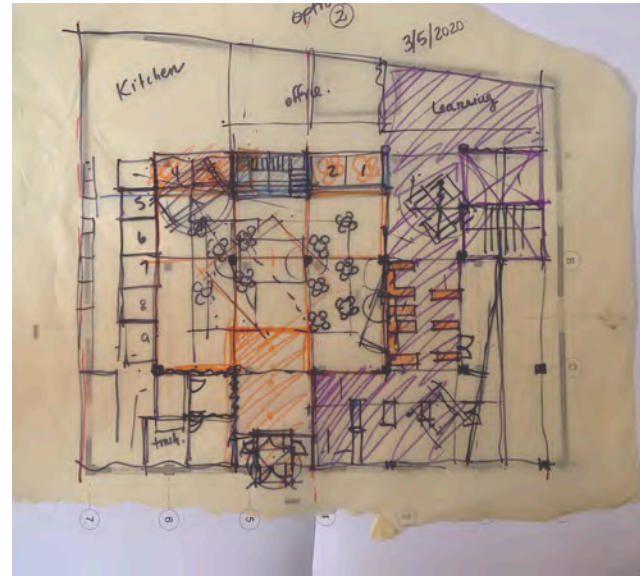
Niagara Street

Part Two

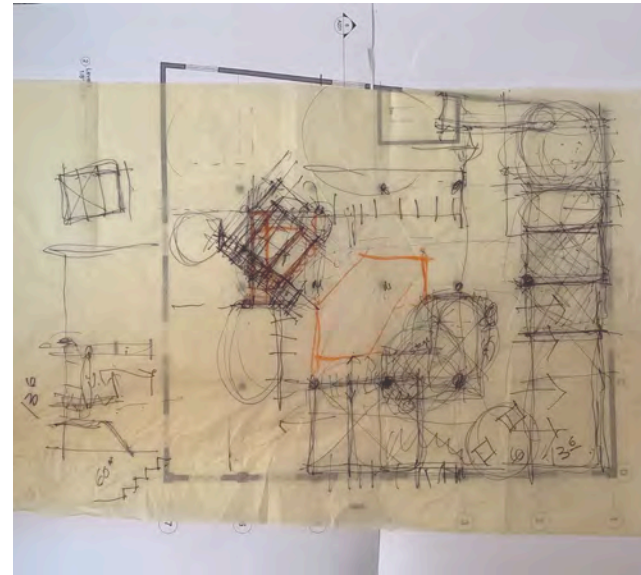
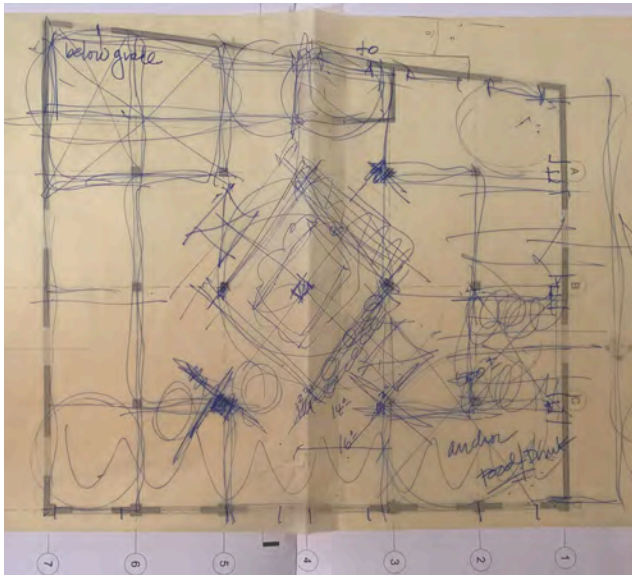


Design Development

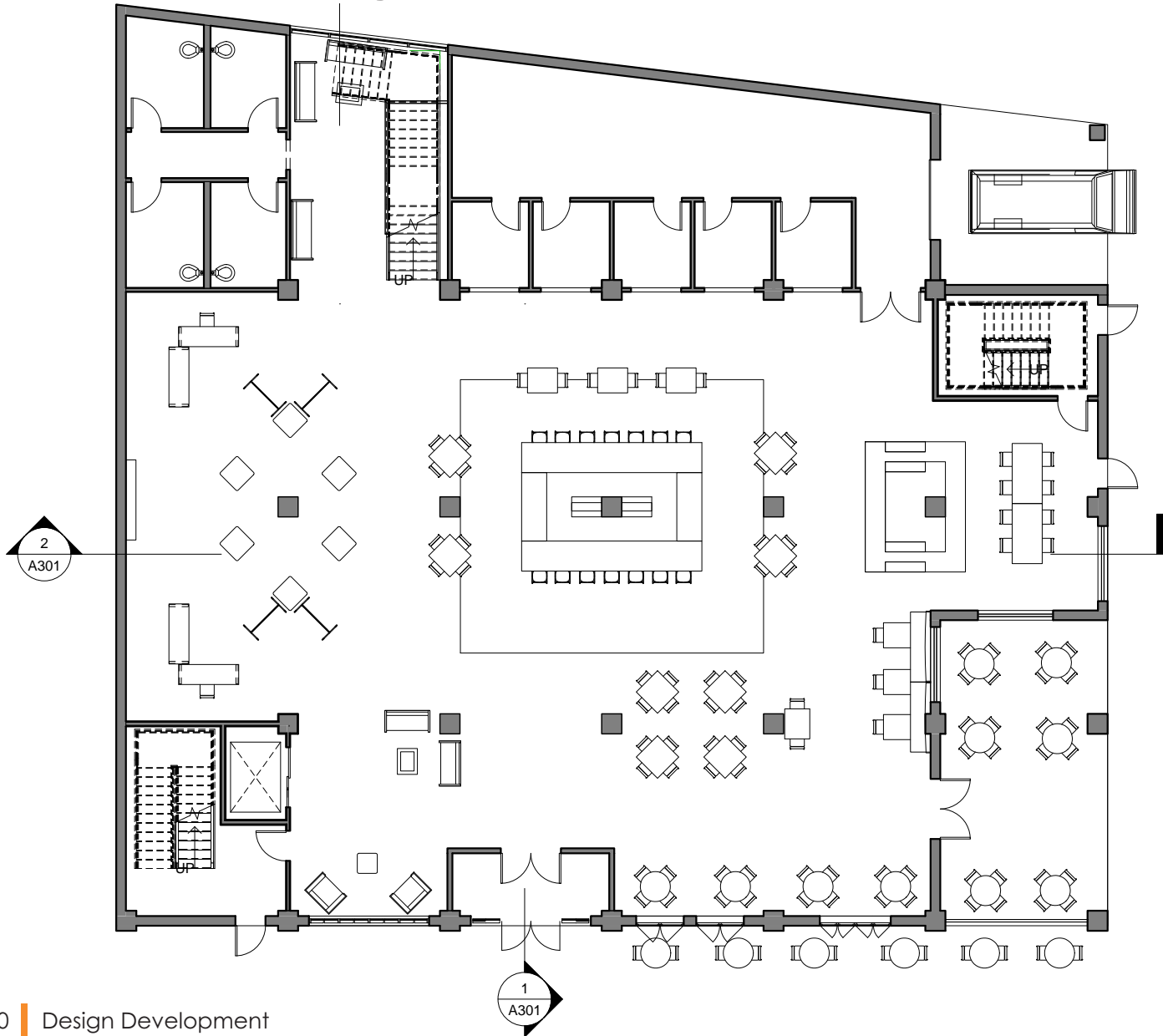
Process Work: Schematic Design



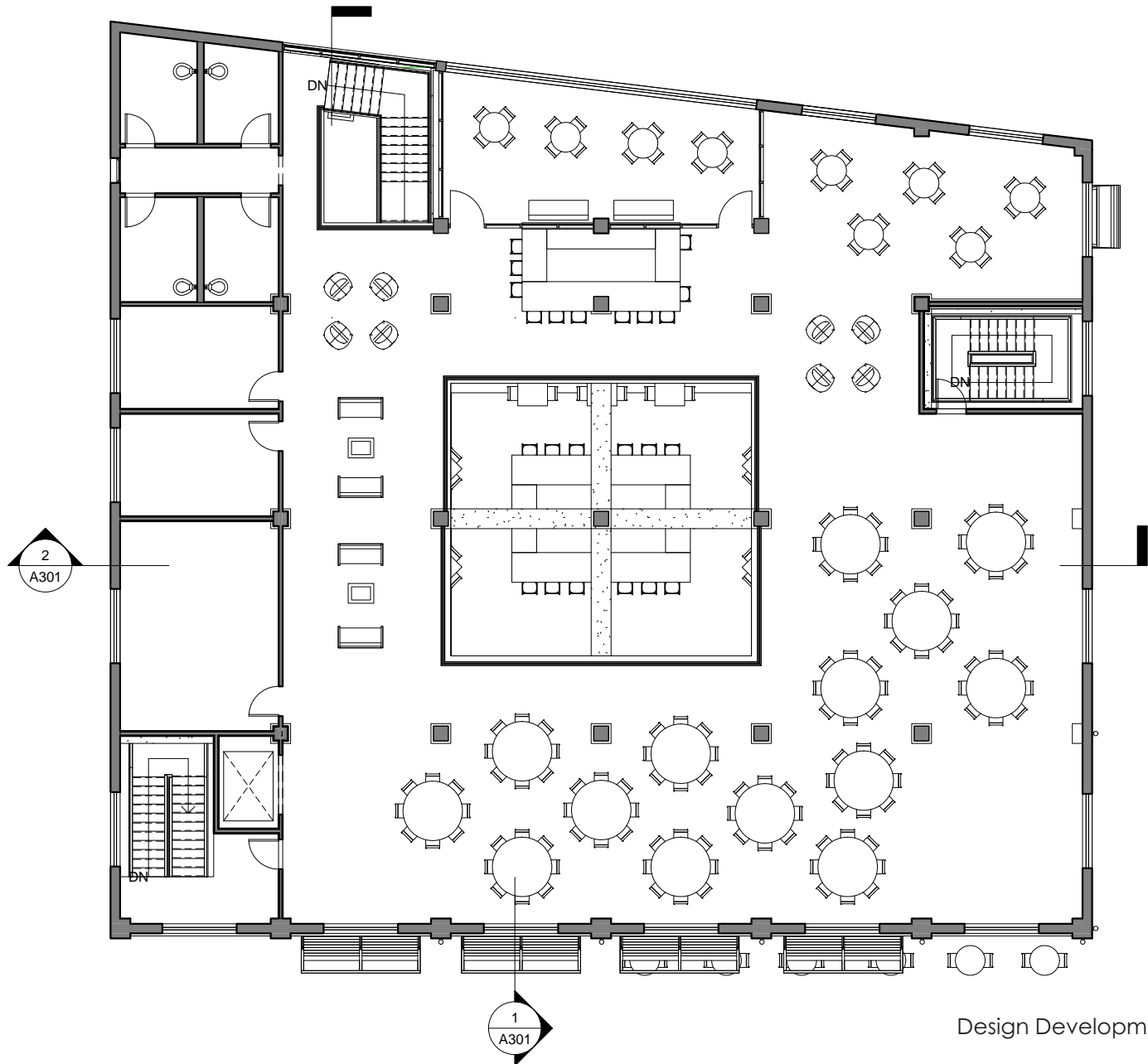
Process Work: Schematic Design



Process Work: Schematic Design



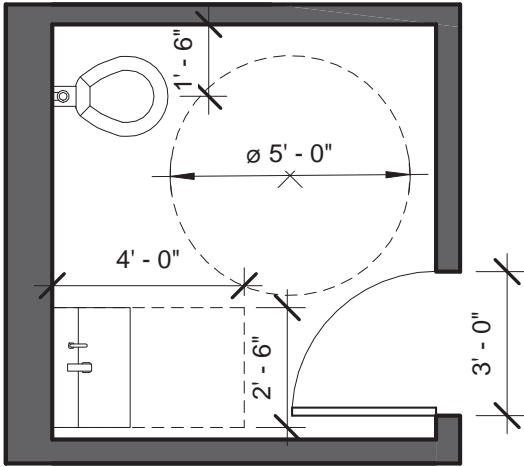
Process Work: Schematic Design



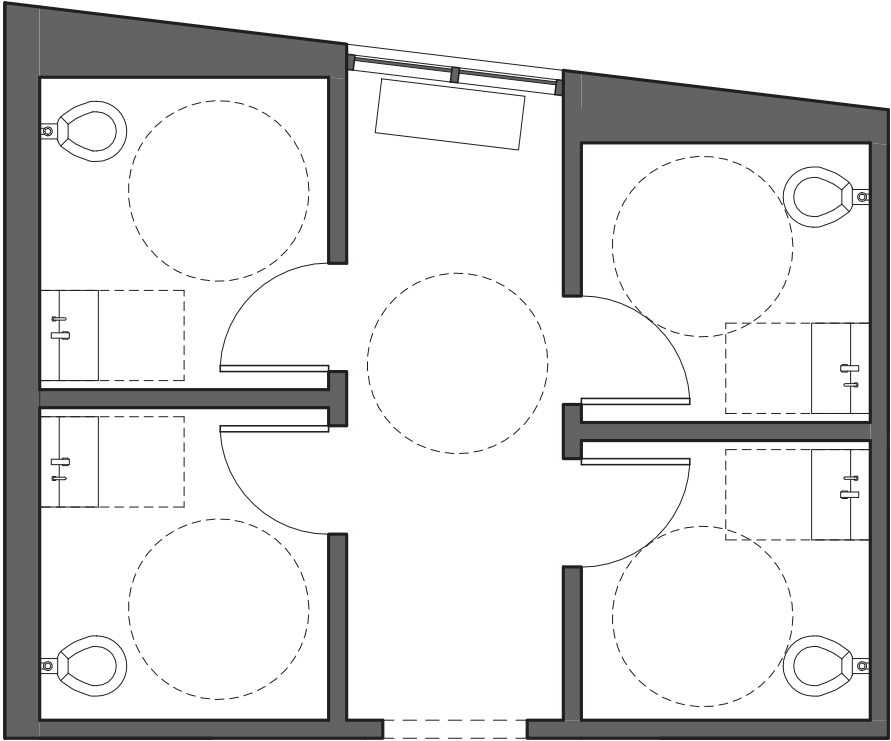
Code Compliance: Occupancy

Component	Name	SF	Occupancy Load Factor	Occupancy Load
Shared Experience	Food Incubators (x4)	252	200	1
	Café	365	15	24
	Kitchen	714	200	4
	Fitness	711	50	14
	Making	1,400	50	28
Advocacy	Advocacy Lounge	713	50	14
	Advocacy Meeting	606	50	12
Volunteerism	Workshop	836	50	17
Gathering	1st floor	3,789	30	126
	2nd floor	993	30	33
Service	Restrooms	584	N/A	
	Storage			
	1st floor	253	300	1
	2nd floor	259	300	1
	Loading	257	300	1
TOTAL OCCUPANCY				276 PERSONS

Code Compliance: Plumbing



Typical Bathroom Floor Plan
1/4" = 1'-0"



Typical Bathroom Configuration
Scale: 3/16" = 1'-0"

Plumbing Fixture Schedule

Fixture	Manufacturer	Model No.	Quantity
Water Closet	Sloan	ST-2459	8
Sink - All-in-One	Bradley Corp.	LVLD1	8
Toilet Dispenser	Bradley Corp.	5A10-11	8
Mirror	ASI	WGB201826	8
Grab bar 36"	Bradley Corp.	812	16

Pumbing Fixture Requirements

	Fixture	Men	Women	Total
Required*	Water Closets	2	4	6
	Urinals	2	N/A	2
Provided	Water Closets (Gender Neutral)			8
Required*	Lavatories	1	2	3
	Lavatories (Gender Neutral)			8

* or equivalent number of fixtures if gender neutral

Code Compliance: Egress - 1st Floor

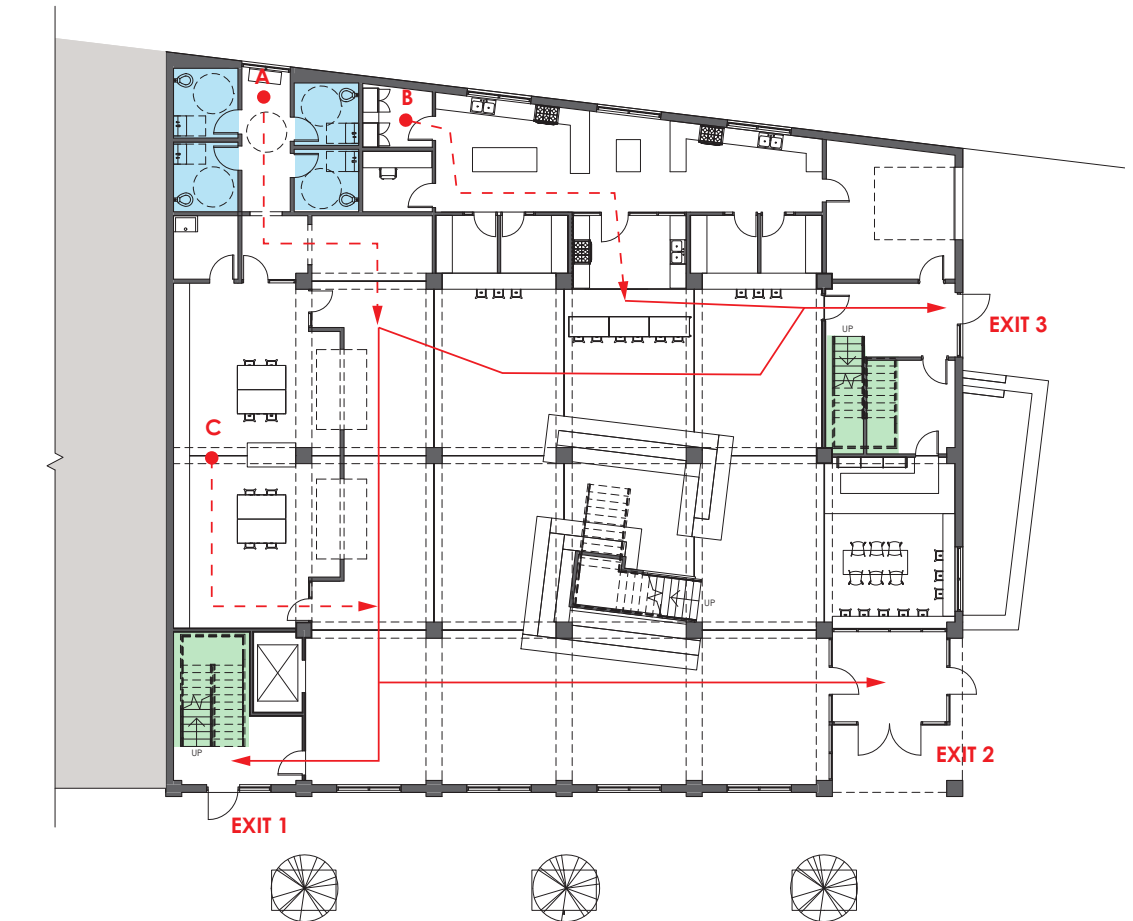
Occupancy A-3 / Sprinklered

Maximum Common Path of
Travel Distance = 75'

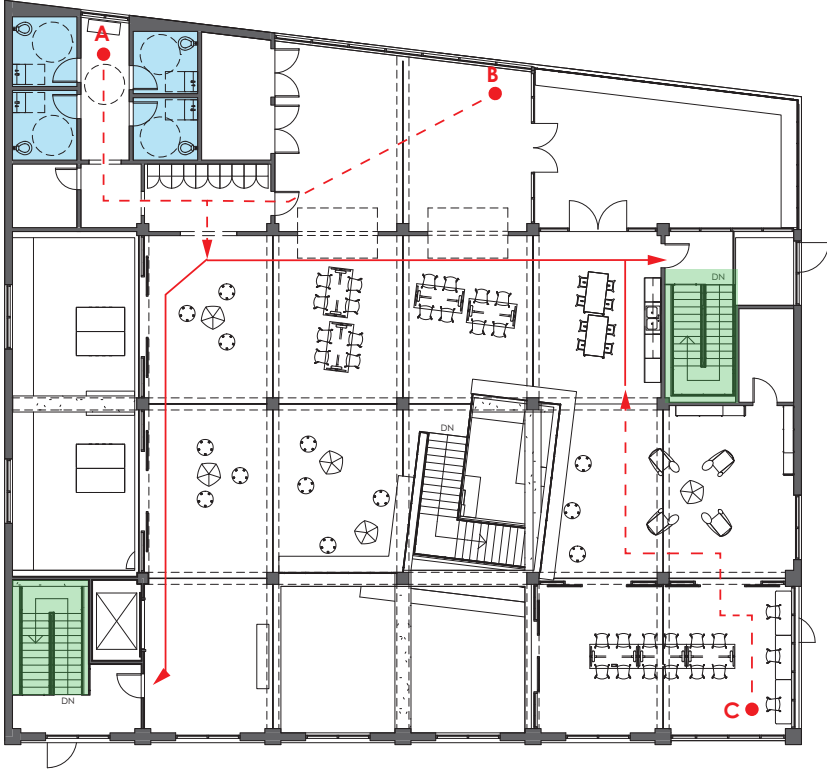
Point A = 42'
Point B = 35'
Point C = 38'

Exit Access Travel Distance =
250' Maximum

----- + -----
Point A - Exit 1 = 115'
Point B to Exit 3 = 90'
Point C to Exit 2 = 101'



Code Compliance: Egress - 2nd Floor



Occupancy A-3 / Sprinklered

Maximum Common Path of
Travel Distance = 75'

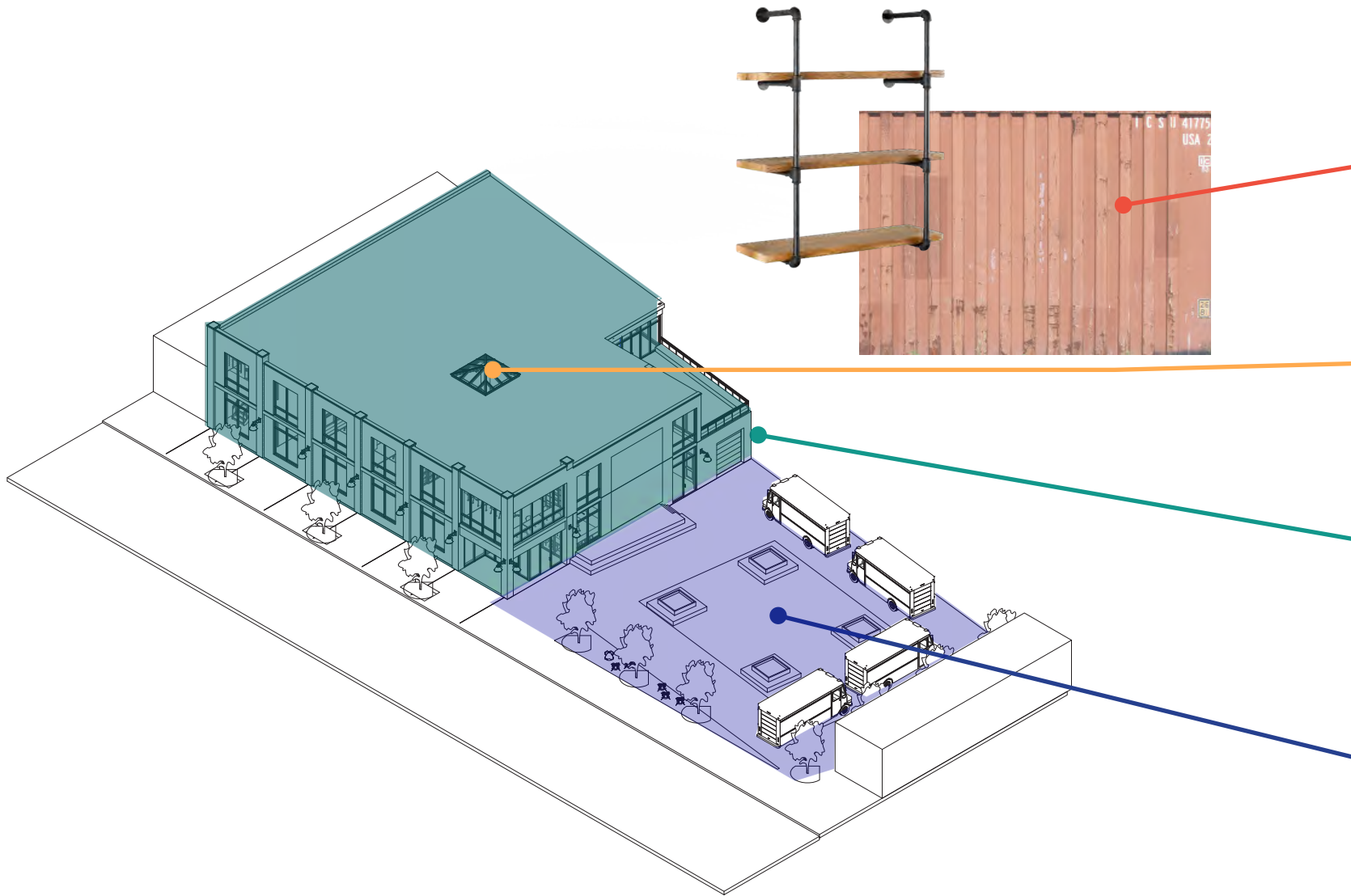
- Point A = 42'
- Point B = 45'
- Point C = 58'

Exit Access Travel Distance =
250' Maximum

----- + -----

- Point A - Exit Stair 3 = 96'
- Point B - Exit Stair 1 = 100'
- Point C - Exit Stair 3 = 76'

Sustainability Strategies





Reclaimed Materials

Recycled materials will be used for interior surfaces such as the corrugated metal wall panels and elements such as pipe shelving



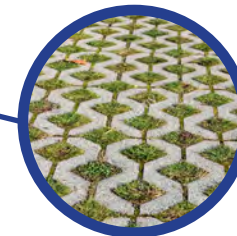
Daylighting

A large skylight above the central stair will reduce lighting loads by bringing natural light into the center of the building's core



Adaptive Reuse

This project will save 16,000 sf of building materials from being added to local landfills



Stormwater Management

Roughly 6,000 sf of non porous asphalt from the surface parking lot will be replaced with a mixture of grass and permeable pavers

Materials

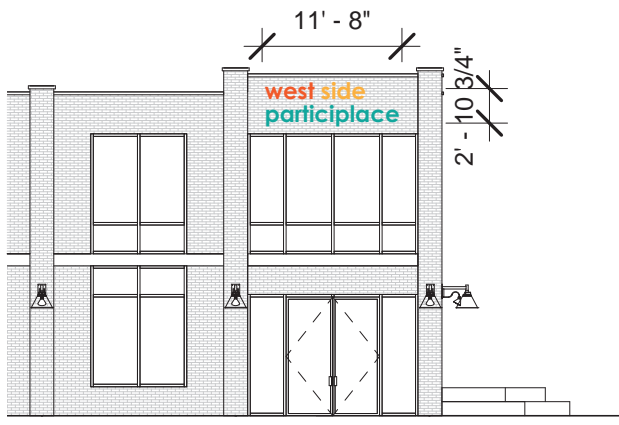
With the exception of a few fabrics for upholstery applications, most of the materials are architectural materials.

	LEED Points	No Adhesives	Low VOC	Fire/Safety Rating	3rd Party Certifications	Air Quality	Natural Content	Recycled Content	Other
Momentum Ace Fabric	X			X	X	X		X	
Knoll Calypso Fabric			X	X	X	X		X	
Karndean Vintage Pine	X			X	X				X
American Olean Windmere Ceramic Tile				X				X	
Benjamin Moore Space Black Paint	X		X	X	X				
Existing polished concrete	X	X						X	

Wayfinding and Signage



Interior Wayfinding



Exterior Signage



Inspiration

Part Three





Final Design

west side
participlace



Site Plan

Scale: 1" = 30'-0"



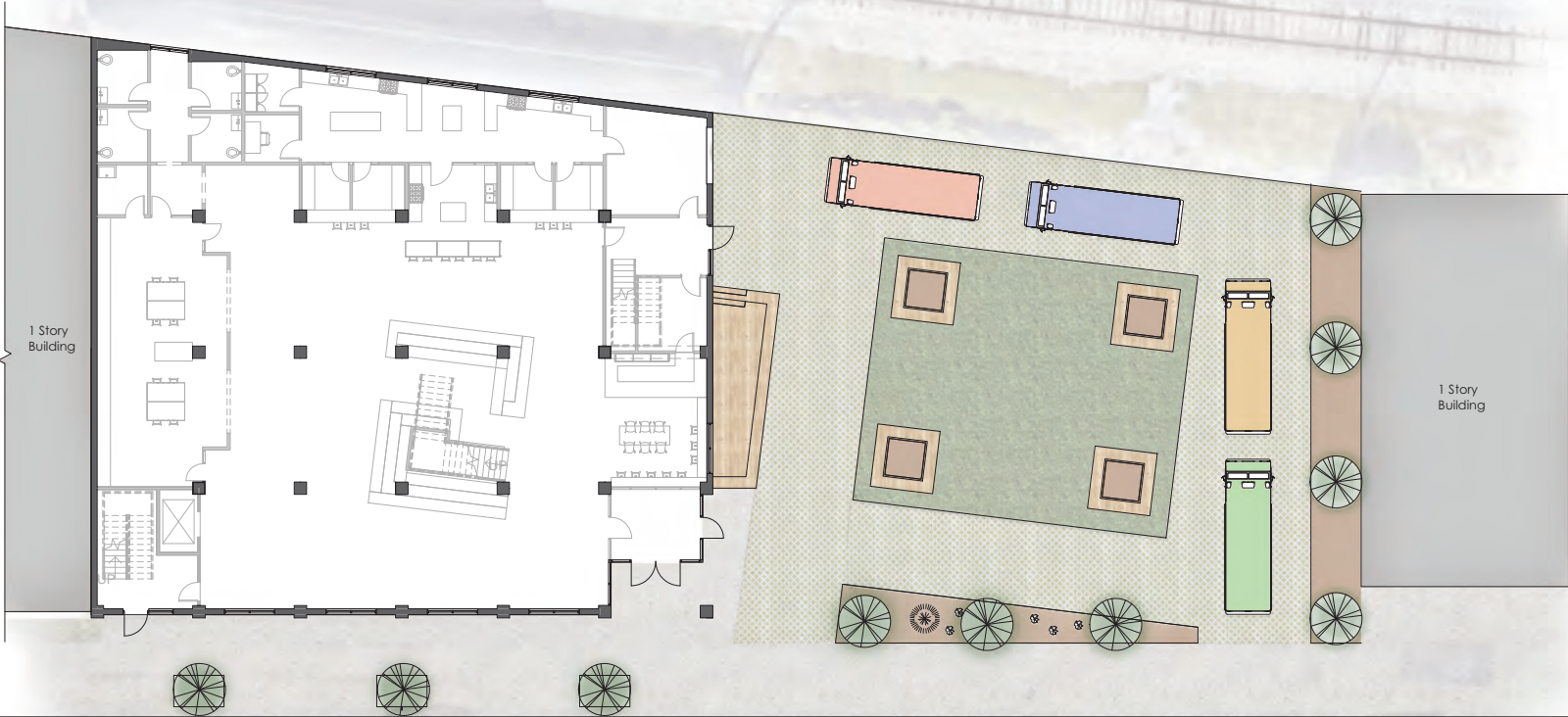
Movie Nights



Food Trucks



Farmers' Markets



Niagara Street

Use Scenarios

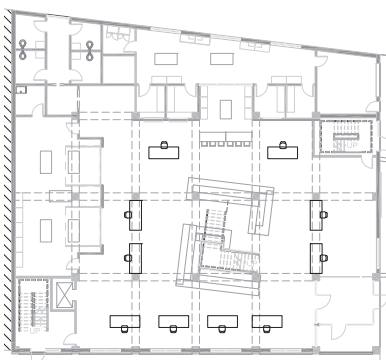
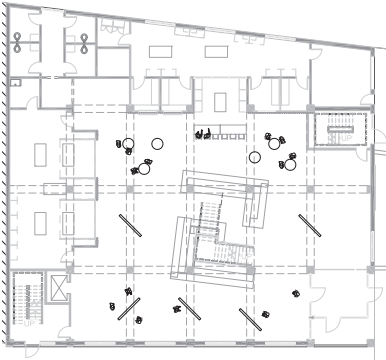
Community Supper



Making Display

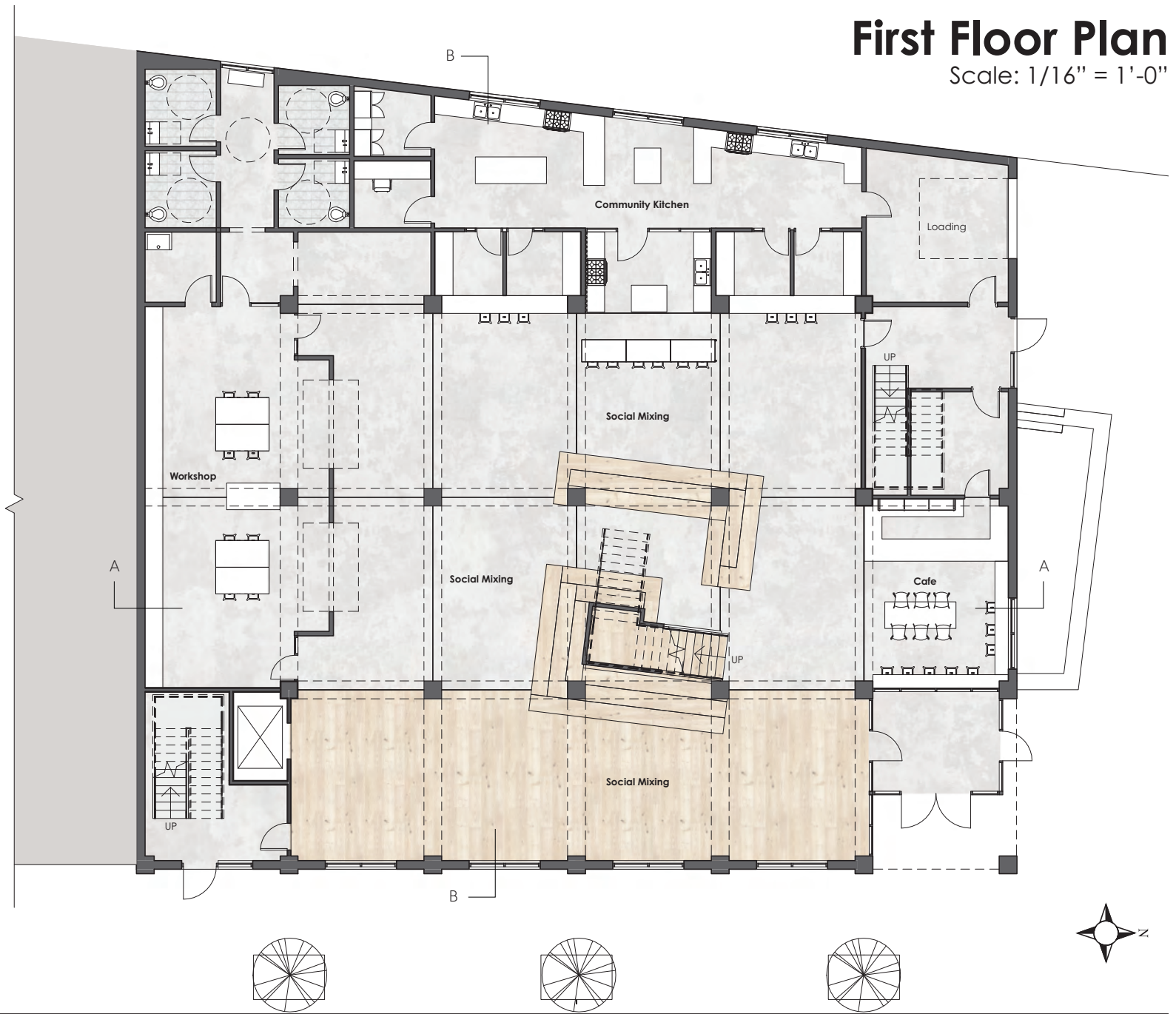


Repair Clinic



First Floor Plan

Scale: 1/16" = 1'-0"







Section B-B

< Entrance Hall

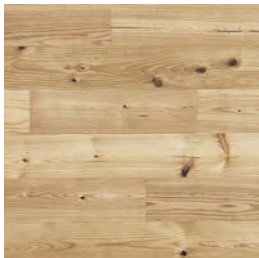
The two story entrance hall provides a spot for users to hang community art projects, banners, and quilts from the ceiling mounted track. The floor to ceiling windows showcase these projects and the activities in the spaces to those traveling along both sides of Niagara Street.

v Materials

The project makes use of humble materials in order to highlight the users and the results of their activities. The existing concrete floors and columns are to be supplemented with rustic pine, iron accents and corrugated metal wall surfaces that reflect the history of the building and the neighborhood's former industrial past.



Concrete flooring



Wood flooring and tiered seating



Iron accents

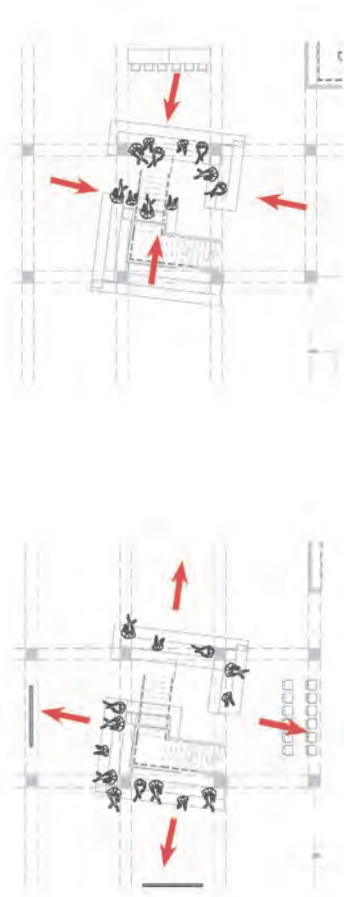


Corrugated metal



Existing concrete columns





< Social Stair

At the heart of the building is the stair flanked by tiered seating on four sides that offer a look into the activities happening throughout. At the same time, inward facing seating allows for small group conversations or chance encounters to occur.

^ Skill Share Workshop

With its two fold away overhead doors, the workshop is capable of hosting community repair and learn clinics. Movable nesting tables allow for ease of setup while sufficient storage has been provided throughout the building.

Use Scenarios



fiXt table by
Kimball



Tolix Style Stool



Wellness Activities



Pirouette Nesting Tables
by KI



Slam Mobile Chair by
Leland



Community Organizing



Making

Second Floor Plan

Scale: 1/16" = 1'-0"



Second Floor

Advocacy Room

The second floor Advocacy Room and Lounge serve as a spot for community organizing and is open to those working on pro-bono projects. This space also supports planning efforts related to the ongoing community projects and events happening throughout the rest of the building.



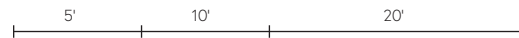
Scribe Markerboard by
Knoll



To Do Chair by
Haworth



Section A-A







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Appendix

Design Probe 1

Design Probe 2

Design Probe 3

User Survey Sample

Stakeholder Interview

Design Probe 1

Scale Exploration



Design Probe 2

Material Exploration



Design Probe 3

Experience Exploration

Documented Experience of an Individual

With third places in mind, I sought to learn more from an individual that spends a great deal of time in a social setting. I turned to my friend who is a bartender and server at the Walnut Street Café in Philadelphia. As a college student, making money from tips is what drew him to working in restaurants. However, he acknowledges there is never a dull moment and he is always meeting new people. As an example, he met a customer that runs a blog about local events and happenings throughout the city. My friend now uses this as a resource to plan his own social outings. The experience has also taught him about the area from business to other points of attraction. Prior to working at Walnut Street Café, he worked at a post-apocalyptic themed restaurant. According to its website, the place calls itself "a meeting place, dining haven, and watering hole for revelers from "all walks of life." -where survivors indulge in food + drink at an urban outpost." From weaponry to pieces of a crashed plane, the theatrical design combines virtual reality to allow patrons to become part of the story and the experience.

Schedule

His current workplace, the Walnut Street Café is open morning to night and serves breakfast, lunch and dinner. He typically works 6 days a week and his two busiest days are Friday and Saturday nights when he works the 3:30 to 11:00pm shift. Other days he may work 9:00 to 5:00 or sometimes he will work close to a full twelve hour day when other workers are sick, etc. Before getting a job, some restaurants do what is called a staging where an applicant will work an unpaid shift during a meal service to see if he or she is right for the position. Some of his regular customers live in the upscale AKA residences that occupy a portion of the tower. His other customers are businesses professionals to groups celebrating a special event such as a birthday.

Working Environment

Walnut Street Café serves American cuisine in a relaxed yet refined atmosphere. When I asked him about the space, he said that the design of the bar limits social interaction. He explained that the bar is an outward facing L-shape where one leg of the bar abuts the floor to ceiling windows. Thus there are only three seats that have two way interaction between the bartender. As such, its impossible to establish a critical mass of people that's important to any bar. Furthermore, he describes the experience as awkward when approaching people sitting along the windows because oftentimes people are startled when they are approached from behind. He said that the place has a warm ambiance at night with dimming fixtures and darker colors. There is also a mezzanine that allows for more private dining in addition to booths spaced throughout the restaurant.

Second Floor Experience Exploration



...Where the space draws you in from the street and welcomes you with warmth of color and light



...Where the conversation flows between neighbors, friends, and strangers



...Where you can helping becomes a mechanism for social interaction



...Where the space tells a story and invites interaction



...Where you may hear a new idea someone wanted to share



...Where shared activities encourage engagement and sense of presence

West Side Community Stakeholder Interview



Bob Doyle
Community Development Director
West Side Bazaar

Bob Doyle grew up on Buffalo's West Side and is now the Community Development Director for Westminster Economic Development Initiative (WEDI). WEDI founded the West Side Bazaar, which is a small business incubator helping refugees and immigrants. The West Side Bazaar is currently located on Grant Street and is currently hosting 9 food vendors as well as 6 retail businesses.

The West Side Bazaar currently accept vouchers from Erie County Senior Services department, which enables senior citizens to enjoy meals out in the community. The West Side Bazaar hosts numerous cultural events and has partnerships with other groups and organizations in the neighborhood like the Massachusetts Avenue Project.

The West Side Bazaar is looking to expand and Bob sees the opportunity to provide more social gathering space in the neighborhood, which is something they are looking to incorporate into their project.

