



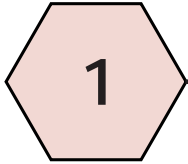
the HIVE

COWORKING • BUSINESS DEVELOPMENT • RETAIL

KELSEY OMEIS

ADVISOR: MARIA KUTTRUFF

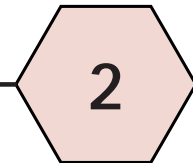
MS IA+D 2018 - 2019



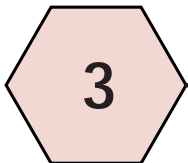
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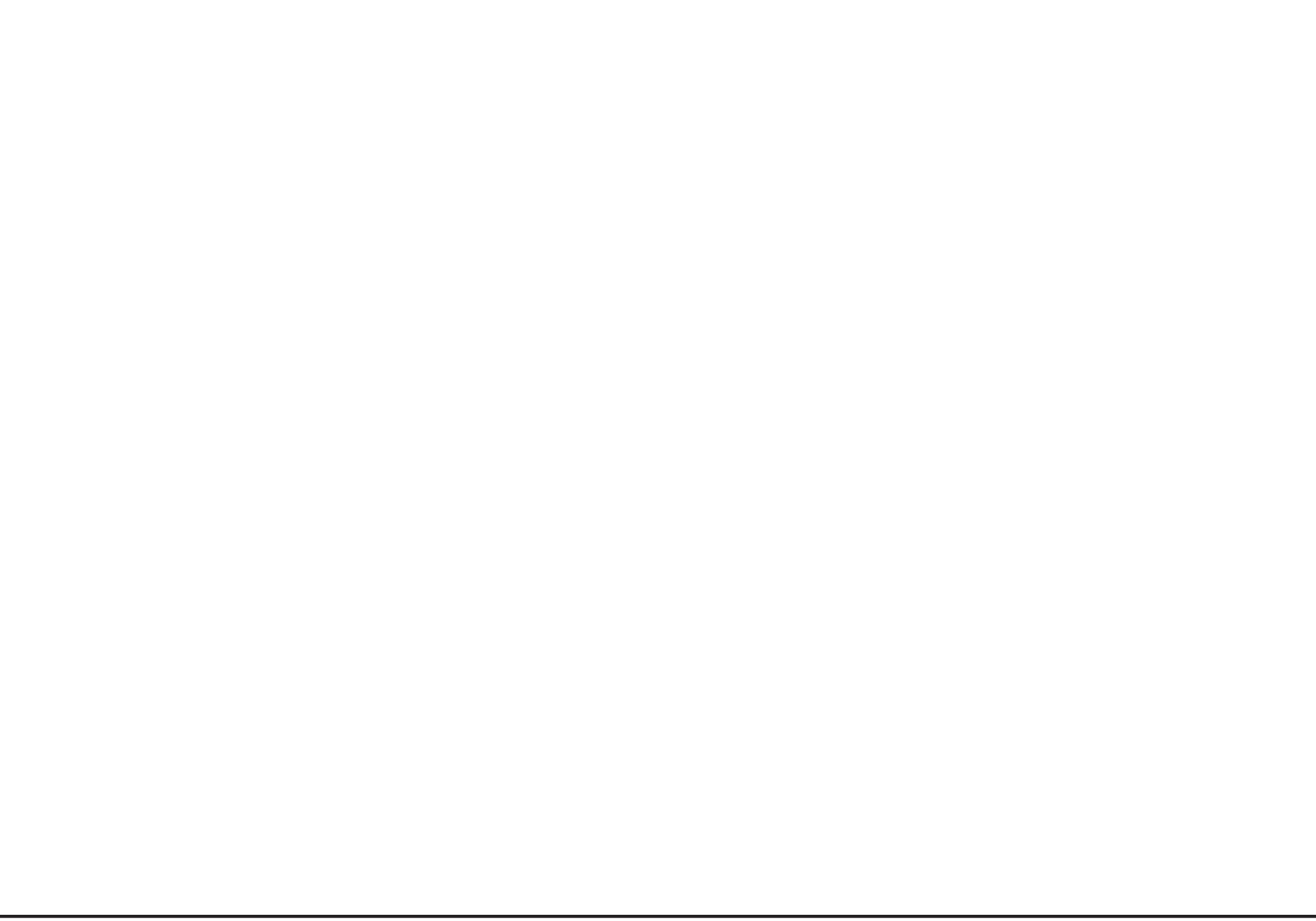
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For my thesis I have chosen to focus on the Challenges of Women in the Workforce and the Gender of Design. Why this topic? Well, not only am I myself a woman, and a soon-to-be professional, while exploring different topics to choose from my best friend gave me the book Lean In, written by Facebook's COO Sheryl Sandberg. In it, she describes the several challenges most working women face daily. This book not only made me extremely thankful for all of the strong women in my life that have helped me get to where I am now, it gave me a new perspective on how far we really have come. Which, to my surprise, wasn't far at all.

To this day, a woman on average still only makes 79 cents to the dollar compared to a male, only 5% of S&P CEOs are women, and we ourselves haven't even elected a female president. However, women are currently surpassing men when it comes to college attendance and degrees. Why is this?

Although we as individuals may view it as nearly impossible to have a major effect on the laws that hold women back or change the way society views us, what is in our control is how we think, act, and empower each other. My theory is that by changing the internal struggles we face, that in turn can affect the external.



RESEARCH

CHALLENGES OF WOMEN IN THE WORKFORCE AND THE GENDER OF DESIGN

This literature review will focus on challenges women face in the workplace. Many insights are generated from Sheryl Sandberg's *Lean In*, a semi-autobiographical novel embedded with annotations from scholarly articles and studies. In addition to the discussion of these challenges, this literature review will also touch upon the gender of space as well as make connections to a contemporary design precedent.

THE GENDER OF DESIGN

The stereotypes we have about the gender of space, whether that be about color, form, or style, can be directly linked to historical references. In the book "As Long As It's Pink", Sparke argues that the history of design contributes to stereotypes of femininity. Specifically, she argues that the dominance of science, technology, and rationality in modern design grew out of masculine culture, while the notion of "taste" grew out of feminine culture. Sparke describes "taste" as a "highly personal, and yet collectively negotiated agent of aesthetic discrimination which is 'at work' continually, influencing...the manner in which we modify the physical spaces we inhabit." In other words, it is our personal design preference that is continuously influencing the way we see and arrange our environment.

Historically speaking, many American homes grew from the Victorian style, and, due to the fact that women were the primary housekeepers, decorators, and caregivers, the home was a reflection of their “taste”. During the era of industrialization and modernization, design fought against Victorian style because it was seen as overly decorative, artificial, and applied. This antagonism resulted in a large-scale cultural rejection of feminine taste. As such, it introduced conflict between the roles and values of men and women. During this time, women’s roles were perceived by men as “applying the brakes to the technological frenzy of male progress”, which in turn earned them a reputation for being anti-progress and anti-modernism. Many supporters of the 1970s women’s movements shared the belief that in order to obtain equality, women must move out of the home and into the public and the workforce. Did this also mean that women needed to move away from femininity? Not necessarily, but many of these historical views are embedded in several contemporary societal stereotypes regarding women and style.

Juliet Kinchin takes the idea of a gendered home a bit further in her *Intimus* essay. Although homes are ultimately classified as female, specific rooms of the 19th century home were further divided into gender, the most obvious being between the ‘masculine’ and ‘feminine’ drawing rooms. The hall, library, business, billiard, and smoking rooms were classified as masculine, whereas the boudoir, music room, morning room, and bedroom were feminine. Kinchin compares the designs of the dining room with the drawing room, describing the dining room as serious, substantial, dignified, and dark-toned, with oak being an ideal material to represent all of this. Furnishings were large, stiff, and bold, with nothing ‘trifling’ to distract from its seriousness. The female drawing room, where the women would retire after dinner, was light, colorful, refined, delicate, and decorative, drawing influence from French and Oriental style.

Even today, many women would be quick to disassociate themselves from the standard stereotype of feminine taste, “characterized as they so often are by gilt and glitters, soft pastel colors, rich textures, ‘frilly’ decorative effects, and a general sense of ‘coziness’.” Sparke suggests that definitions of femininity and the broader goals and values of women are tied up in the designed environment.

SOCIETAL CHALLENGES

Stereotypes have been shown throughout history to hinder women’s’ abilities and affect them both physically and mentally. Although the views on women’s stereotypes have improved as the majority of women have moved into the workforce, it is still an issue today. Every day, women are bombarded with expectations that they must be committed to both their careers and their families in order to have a fulfilled life. For most women, it seems impossible, and eventually results in them being overworked and unhappy. Sandberg herself relates this concept back to the hundreds of romantic comedies that feature women attempting to “have it all”, and rarely depicting a woman thriving in both her personal and professional life . This is just one example of society’s views towards professional women in the workplace.

Another issue that cannot be ignored is the issue of sexism and sexual harassment. Women regularly face blatant and subtle sexism, discrimination, and sexual harassment both in and out of the workplace. A study done by CNBC shows that 27% of women have said they have been victims of sexual harassment at work, versus 10% of men . This takes many forms and has a

variety of consequences. The issue of sexual harassment in the workplace not only leaves women feeling on-guard, uncomfortable, and unsafe, but society's views of women and sexuality can also decrease their ability to advance in their career or connect one-on-one with a male superior. One study interviewed men at the level of Vice President or higher and found that 64% admitted to being hesitant to have a one-on-one meeting with a more junior woman. Half of the junior professional women avoided contact with senior men .

All of these reasons have also been shown to further inhibit the opportunity for a professional advocate. Men traditionally have an easier time finding the mentors and sponsors who are invaluable for career progression, which has been proven to be a critical part in career success. This can be due to mentors seeing males as better mentees or more valuable professionally, or seeing women as weaker with less opportunity for advancement. Both men and women with sponsors are more likely to ask for stretch assignments and pay raises than their peers of the same gender without sponsors . One recent study shows that men are significantly more likely than women to be mentored and that those with mentors are more satisfied with their rates of advancement .

EXTERNAL CHALLENGES

There are several external factors, or things that one cannot change themselves, that both alone and simultaneously influence the experience women have in the workplace, both directly and indirectly. These can include governmental laws, or the lack of, and physical challenges occurring both in and outside of the workplace.

Women hold only 25% of senior executive positions, 19% of boards seats, and constitute 19% of our elected congressional officials . More specifically, only 23, or 4.6%, of the S&P 500 CEOs are women . Globally, women hold just 23% of seats in parliament , and lead only 17 of the 195 independent countries . Some would argue that this is a result of a lack of education or skill in particular field. However, according to statistics, women became 50% of the college graduates in the late twentieth century, and that number is only going up . Sandberg argues that once women have equality in leadership roles, not only will there be more role models for aspiring women, but conditions for women will improve as women gain positions of power to make decisions and give a voice to their needs and concerns .

American women were paid only 59 cents for every dollar their male counterpart earned in 1970. Nearly forty years later, that number was raised to 77 cents for every dollar. The effects of this are pervasive, where 41% of mothers are primary breadwinners in their family and another 23% are co-breadwinners, meaning they contribute at least a quarter of their family's income . This pay gap contributes to the financial strain of both single women households as well as households with a woman earning both part or the majority of the family's income.

One issue that spans both government and company policy is the issue of paid family leave. Of all industrialized nations, the US is the only one without a paid maternity leave policy . According to Hewlett and Luce's "Off-Ramps and On-Ramps", only 74% of professional women will rejoin the workforce in any capacity after giving birth, and only 40% will return to full-time jobs . Taking in account for education and hours worked, women's average annual earnings decrease by 20% if they are out of the workforce for just one year. This number increases to 30% after 2 or 3 years,

which is the average amount of time that professional women take leave from the workforce . Because of this, women who take family leave risk demotion, pay cuts, or the loss of their job altogether.

Both the accessibility and price of child care, whether that be organizational or family-cared, add to the difficulties working parents face. Too few workplaces offer the flexibility and parental leave that are necessary for pursuing a career while raising children, whether that be flexible working hours, the option to work from home, or the necessary compensation to aid in providing outside childcare. Between the years 1973 – 2006, the proportion of families headed by a single mother grew from 1 in 10 to 1 in 5 , and, according to the U.S Census Bureau, roughly 30% of families with children are led by a single parent, with 84% of those led by a woman . With about 65% of married-couple families with children having both parents in the workforce, and almost all relying on both incomes to support their household , having one “stay-at-home” parent is not a realistic situation for the majority of families. Not only that, the majority of women prefer to work rather than stay home. Studies show that employed women reap greater rewards in their personal life, including happier marriages, better health, financial security, and overall better life satisfaction.

INTERNAL CHALLENGES

There are countless things that women do, or don't do, to hold themselves back, both consciously and subconsciously. All too often are women hindered by barriers that exist within themselves, and these barriers prevent women from attaining feasible goals, advancing professionally, and ultimately affect them psychologically.

Aggression and likeability have proven to be important factors in career progression. It is known that aggression in the workplace allows people to gain promotions or afford a greater leadership role, which then plays a role in salary. One study looked at the starting salaries of students graduating with a master's degree from Carnegie Mellon University, and found that 57% of the male students, compared to only 7% of the female students, tried to negotiate for a higher salary. Why is this? Women typically do not like the idea of being aggressive, mainly due to the reason that they are seen as "bossy". Likeability is another important part of the progression of any person's career, which has been proven to be positively correlated for men and negatively correlated for women. Studies show that when a man is successful, he is liked by both men and women, but when a woman is successful, she is liked less by both men and women .

More often than not, career progression depends upon taking risks and advocating for oneself – traits that girls are discouraged from exhibiting starting at a young age . One definition Sandberg refers to is known as Imposter Syndrome. Imposter Syndrome is when capable people are plagued with self-doubt or that they fear they will be exposed for being a "fraud" regarding their accomplishments. Studies show that women tend to experience this more intensely by it and

be more limited by it . Stereotypes are another factor that could cause women to view themselves negatively, affect their performance, and alter their perspective on what should be important in life. Stereotype Threat is a term used to describe when gender stereotypes introduced in one's childhood are reinforced throughout their lifetimes . In short, when a person is told they are destined to a certain fate, that becomes that self-fulfilling prophecy. Recent scholarship shows this is becoming less of an internal issue, but it remains an issue of social perception. A Pew study found that for the first time among young people, ages 18-34, that more women (66%) rated “success in a high-paying job” as an important goal in their lives than men (59%) . However, stereotypes still portray women as incompetent and emotional, and men typically have to prove themselves and their skills less than women do . A 2011 McKinsey report studied that men are promoted based on potential, while women are promoted based on past accomplishments .

THE PSYCHOLOGY OF WORKING ENVIRONMENTS

It has been studied that the ideal work environment is one that supports a high level of performance and provides job satisfaction by enabling employees to conduct their work in distraction-free environments, receive support from social interactions, and engage in uninterrupted meetings and group assignments. A growing trend in many United States workplaces is the use of an open office layout. Open office plans allow for flexibility in the office, which can meet the changes of a growing organization, and allows for better communication and collaboration. However, it fails to meet privacy needs and can make way for easy visual and audible distractions. In addition, it struggles to give employees a sense of territory and can even

encourage gender and race biases. The workplace gives rise to many ambiguities when it comes to territory. For example, the superiors of a business own and determine the space, therefore, it may give them the right to enter a subordinate's space at will. Designers can increase a feeling of territory and promote diversity in the workplace by creating several breakout or huddle rooms, enclosed, small private spaces to accommodate for prayer and breastfeeding, and incorporating diverse colors and patterns. Personalization of space has also been shown to positively affect an individual's environmental satisfaction. Women often personalize their workspace more than men. Finally, research demonstrates that employees are more comfortable in spaces that are more decorated than not. Incorporating both architectural details and these privacy spaces can facilitate the feeling of "being special". Even something as small as a variety of shaped desks can enhance this feeling.

DESIGN PRECEDENTS

One successful design precedent with the approach to solve of the internal challenges women face daily is The Wing. The Wing is "a network of work and community spaces designed for women" or, more specifically, a coworking and community space designed for women to work, play, relax, and connect with women from all different backgrounds and fields. Their mission: "...the professional, civic, social, and economic advancement of women through community. We believe that the act of coming together in furtherance of The Wing's mission creates new opportunities, ideas, and conversation that will lead to greater mobility and prosperity for womankind."

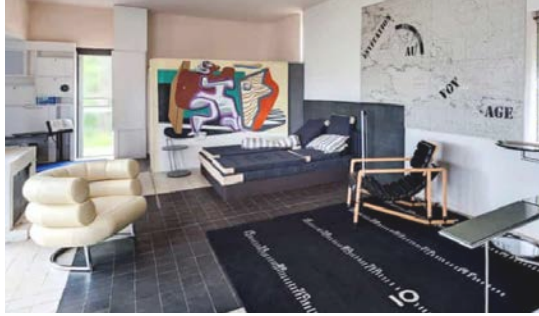


The design goal of The Wing's space in Dumbo was to create a comfortable, safe, and inspiring space to make members feel at home. There are several small nooks and booths for members to take advantage of to gain a little extra privacy, as well as an assortment of comfortable furniture in the "living" area. Members can also reserve conference rooms for larger meetings. Some of the

amenities of the space include 5 private phone booths, a 4 person conference room, an 8 person conference room, a production studio, a yoga studio, a beauty bar, a toilet room, showers, a mothers pumping room, locker and closet storage, a café, and a diverse living room seating area with sofas, tables, and desks. Although there isn't one part in particular that is used more or less than others, the two challenges faced in the space are heat regulation and cleanability of furniture.

Although the style and design of The Wing points more towards comfort and femininity, it is believed that women feel safe, inspired, and positive when entering and working in the space. The soft surfaces, pastel colors, and almost glowing light fixtures can be seen as more feminine than androgynous, but it is not so striking and without variety that it cannot be enjoyed by anyone.





Eileen Gray's Roquebrune House, also known as Villa E-1027, is an example of good design from a woman's perspective. Completed by 1929 as her first architectural project, the Roquebrune House was designed for the senses. Every detail of the home's design was attuned to comfort, such as cork on the table tops to avoid glasses clinking and layers of soft

furnishings . Other fine details included the rearranging of mechanical equipment so that built in drawers could open on an edge and the placement of mirrors so one could see the back of their head .

It is clear to see that the problems of gender inequality in the workforce, and in society in general, do not originate from the same place. Each factor is working with and against another. It also must be noted that these issues are also not black-and-white for all women. Both race and financial status must all be taken into account, considering women of color and women of a lower economic class often face even greater obstacles.

When looking at design precedents, it is prevalent that the most important themes are the encouragement of networking, comfort, diversity, accessibility, materiality, and attention to detail. When bringing different women together from different backgrounds that share the same mission, you create a supportive peer group that can then aid in the improvement of these internal issues, and, as a result, give them the strength to overcome the external. Ultimately, there is no one answer to what design is ideal to reaching gender equality in space, whether that be more feminine-comforting aesthetics, accessibility and inclusion, or gender-less spaces. It may be all three, working simultaneously together.

1776

WHERE REVOLUTIONS BEGIN



An **incubation** and **coworking** space that provides independent working space for entrepreneurs, start ups, and large already-established businesses, **connect** them to investors and press, and provide **growth** programming, businesses development, and **leadership** skills.



MEMBERSHIPS

- 1) Virtual
- 2) "Hot Desk"
 - 9am-5pm access
 - \$199/mth
- 3) "Reserve Desk"
 - personal desk
 - 24hr access
 - \$399/mth
- 4) Private Office
 - \$1,200-8,500/mth

THE SPACE

- 23 Offices
 - 3 large
 - interior & exterior
 - holds 1-3 desks each
- 12 'Reserve' Desks
- 28 'Hot' Desks
- 1 6P Conf. Room
- 2 12P Conf. Room
- 4 Phone Rooms



GOALS

- 1) To foster economic development
 - 2) Advance small business initiatives
 - 3) Create and retain jobs in low and moderate income areas
- Classes are usually offered at night or on weekend, only a few times per year
 - No membership, pay per class
 - Fast Track 10 week course (ends with a graduation)
 - Online classes available
 - Events with speakers
 - Some lower income members can have the classes fully funded (government funding)



THE SPACE

- 1 Large Classroom
 - seats 35p
- 1 Staff Eating Room
 - refrigerator & microwave
 - table with seating
 - holds 6-8p
- 1 Small Kitchen Area
 - sink
 - some food storage
- Snack and Storage Hallway
- Supply "Mess" Room
- 6 Shared Offices
 - 2p per office
- President's Office
- HR Office
- Head of Certification's Office
- Reception Area
 - 2 desks
- Server/Copy Room
 - printer
 - filing cabinets
 - computer

THE WALNUT CLUB

“A premium **networking** and **social** organization for women who strive for excellence in every area of their lives,” offering a **business network** of like-minded female professionals.



40% of members live by the main line

Almost all members work in center city Philadelphia and take public transportation

TYPES OF EVENTS

- Speaker events
- Brunches
- Arts & Culture
- Social Gatherings

SPACE NEEDS

- AV & Projectors
- Kitchen
- Flexible Seating
- Modern, Welcoming Space

40% of members work in small businesses

40% of members work in large companies

20% of members are entrepreneurs

PRECEDENTS



THE WING

DUMBO, BROOKLYN
DESIGNED BY CHIARA DE REGE

THE MISSION

“The Wing’s mission is the professional, civic, social, and economic advancement of women through community. We believe that the act of coming together in furtherance of The Wing’s mission creates new opportunities, ideas and conversations that will lead to greater mobility and prosperity for womankind.”

The goal was to create a comfortable, safe, and inspiring space to make members feel at home.

“The Wing is a network of work and community spaces designed for women.”



THE SPACE

- 5 private phone booths
- 4p conference room
- 8p conference room
- production studio
- yoga studio
- beauty bar
- toilets
- showers
- mother’s room
- locker/closet storage
- diverse living room seating



E-1027

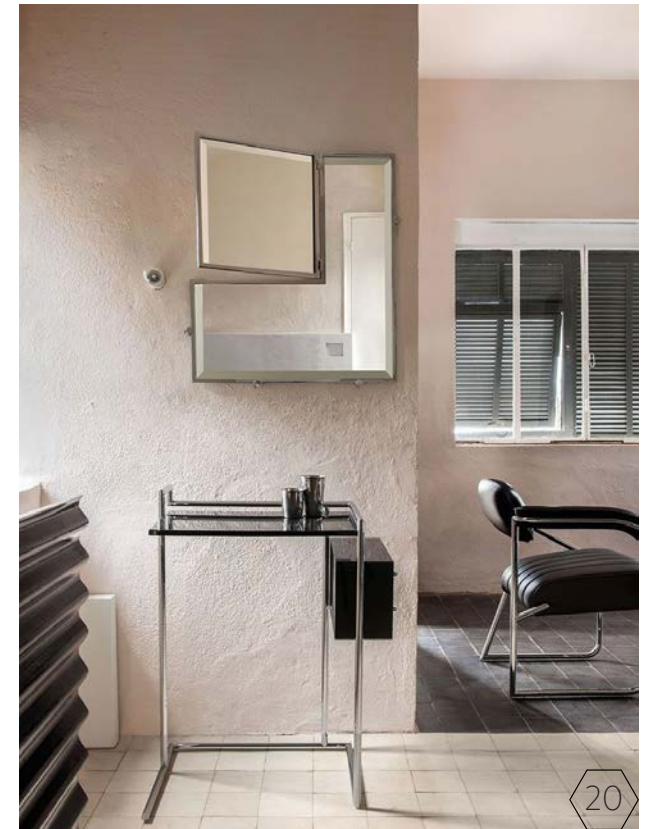
THE ROQUEBRUNE HOUSE

by Eileen Gray

Every detail of the home's design was attuned to comfort, such as cork on the table tops to avoid glasses clinking and layers of soft furnishings .

Other fine details included the rearranging of mechanical equipment so that built in drawers could open on an edge and the placement of mirrors so one could see the back of their head .

- Significant for her attention to every detail in the home
- Designed for the senses
- Good design from a woman's perspective



PARTICIPANTS

19 - 29: **84**

30 - 39: **3**

40 - 59: **4**

60 +: **1**

TOTAL: **92**

POPULAR COMMENTS

- A variety of comfortable, community seating, large tables, sofas, standing desks, etc...

- Separate spaces for different activity levels, similar to a library

- Attention to detail, such as coat racks, outlets, indoor plants, and adjustable lighting

COMMENTS

SEATING & WORKSPACE

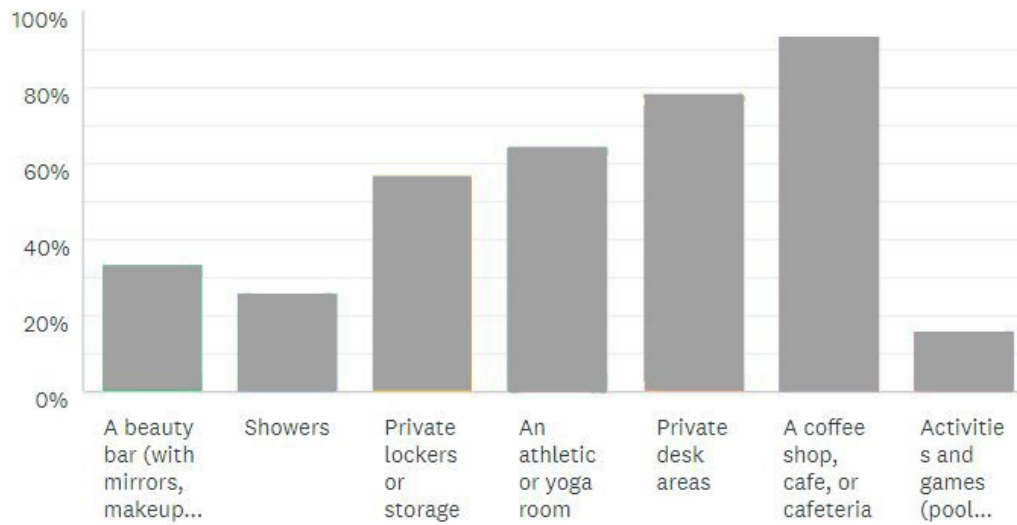
- {9} Separate spaces for different noise levels (set up like a library)
- {5} A variety of comfortable community seating, large tables, sofas, desks, standing desks, etc...
- {2} Reservable quiet rooms
- {1} Spaces designed based on noise level, ie: brighter, vibrant color scheme for higher activity level and a calm, neutral scheme for quiet spaces.

AMENITIES

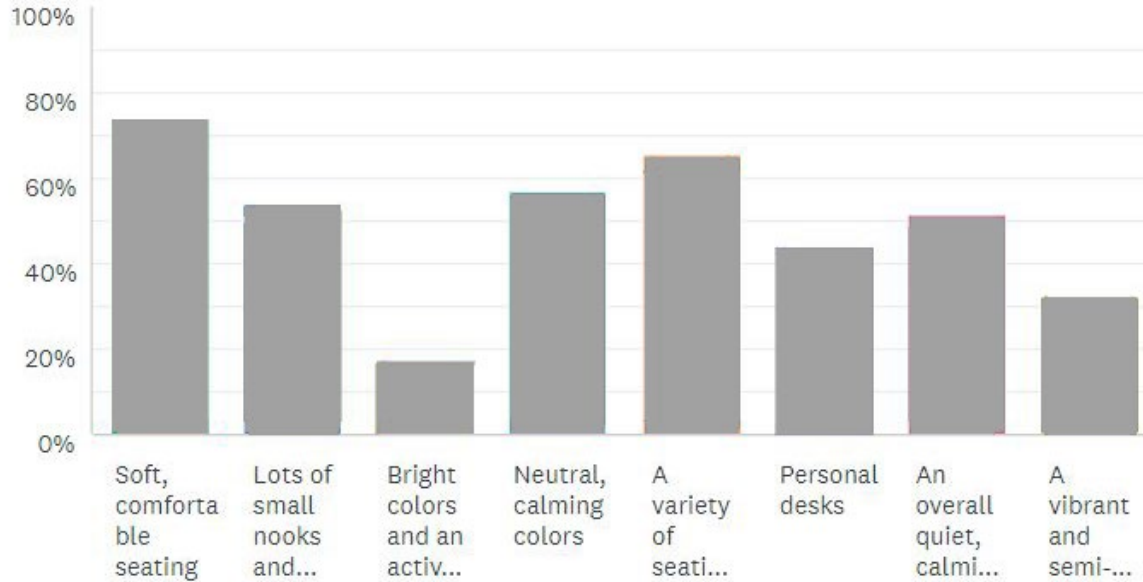
- {4} Plenty of natural light and indoor plants
- {3} Coat rack or coat closet
- {3} Kitchen area to store and heat up packed lunch
- {1} Community based classes, such as yoga classes, calligraphy, etc...
- {1} Outdoor terrace
- {1} Nap pods
- {1} A library

TECHNOLOGY

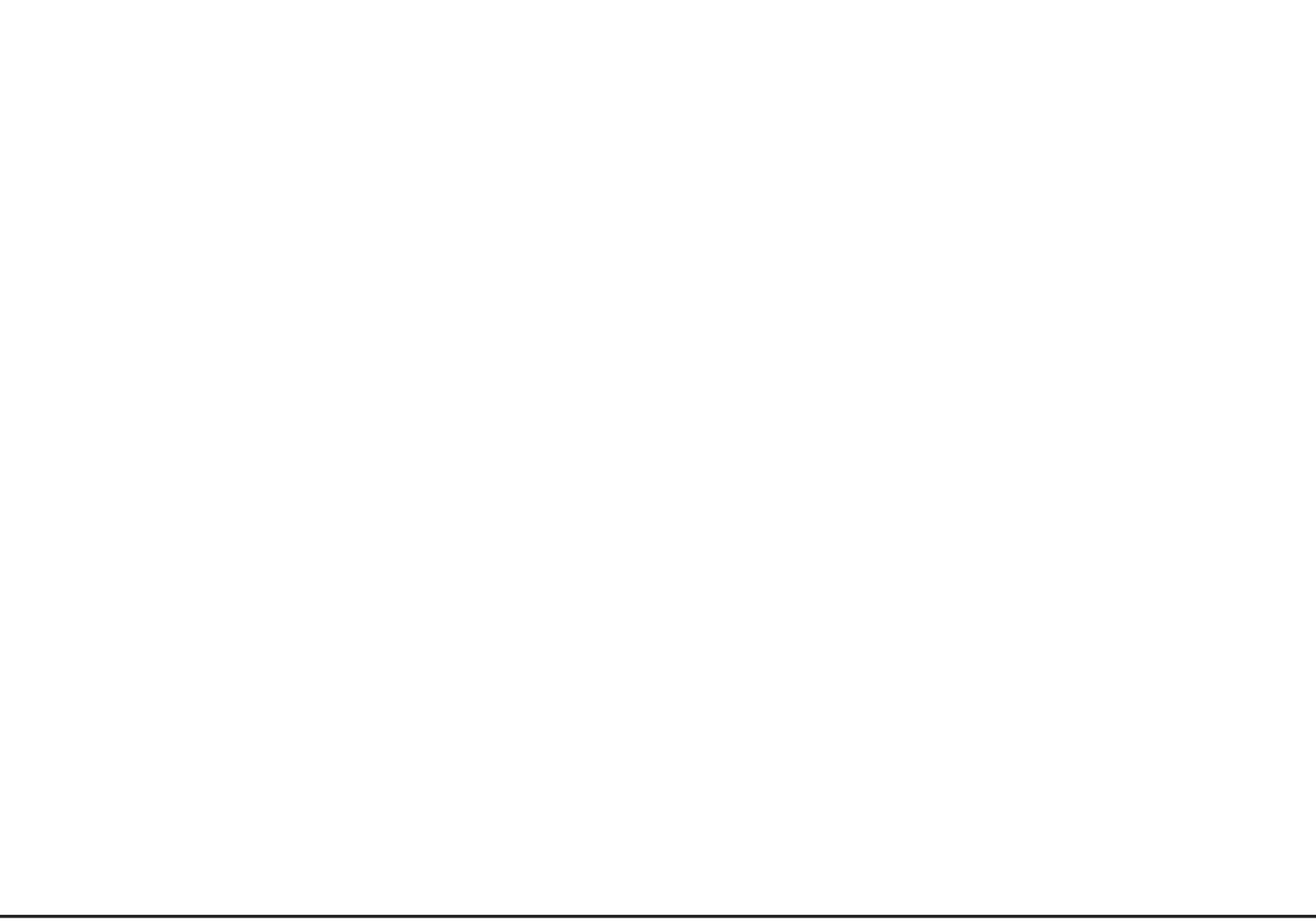
- {4} Outlets everywhere
- {1} Adjustable lighting



PREFERRED AMENITIES



PREFERRED WORK SPACE



PROGRAMMING

PROGRAM

STAFF SPACE	SF	#	TOTAL
President's Office	105	1	105
General Staff Workspace	190	2	380
HR Office	90	1	90
Head of Certification Office	105	1	105
Staff Kitchen	70	1	70
Office Admin	90	1	90
Reception	70	1	70

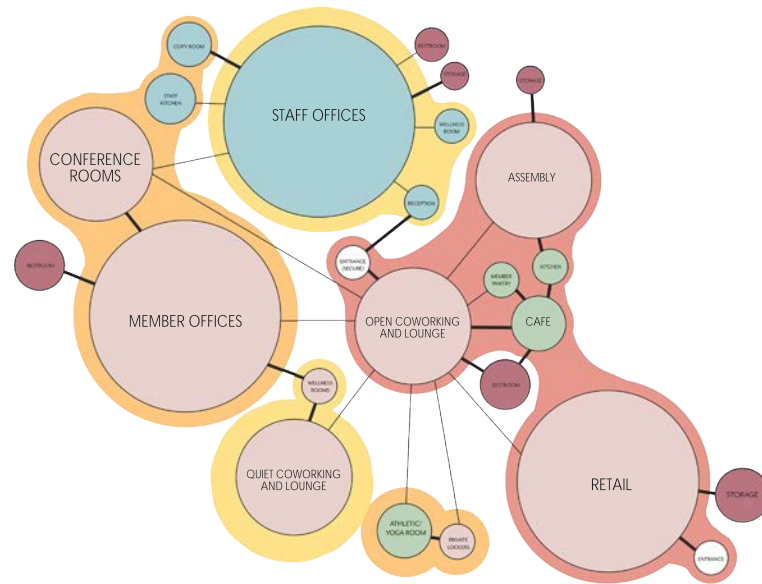
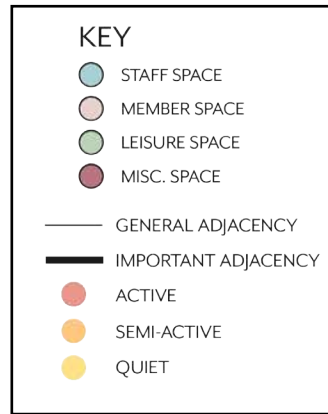
MEMBER SPACE	SF	#	TOTAL
Small Office	100	7	700
Large Office	250	2	500
Small Conference Room	105	2	210
Large Conference Room	250	1	250
Large Assembly Room	820	1	820
Breakout Space	900	1	900
Open Coworking	3,250	-	3,250
Phone Booth	25	6	150
Kitchen/Coffee Bar	250	1	250
Reserved Desks	235	-	235

LEISURE	SF	#	TOTAL
Cafe	380	1	380
Library	1,130	1	1,130
Athletic/Yoga Room	190	1	190

OTHER	SF	#	TOTAL
Lobby	530	1	530
Restrooms	45	8	135
Storage	90	-	90
Wellness Room	90	1	90
Retail Market	700	1	700

Space Total	11,420
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Circulation	25%	2,855
TOTAL		14,275



BUBBLE DIAGRAM



SECTION BLOCKING

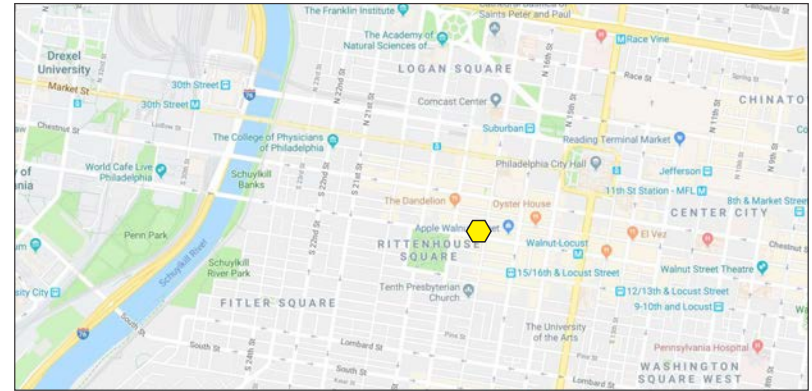
SITE

1701 WALNUT ST.

Originally built in 1910, the Allman building, was designed by architects Baker and Dallet for the Estey Piano Company. In 1928, it was renovated to house the School of Design for Women. It is an 8-story building with a rooftop terrace and is roughly 24,000 SF.



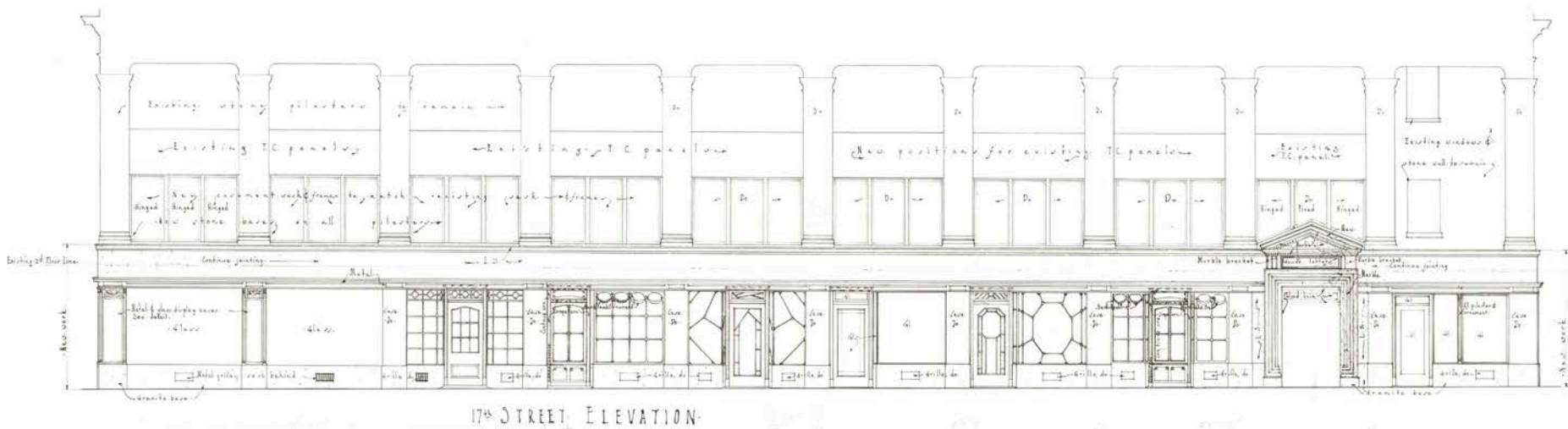
- Prime retail location
- Close to the city center
- Access to public transportation
- Ability to house a separate but affiliated child care center



MAP OF PHILADELPHIA



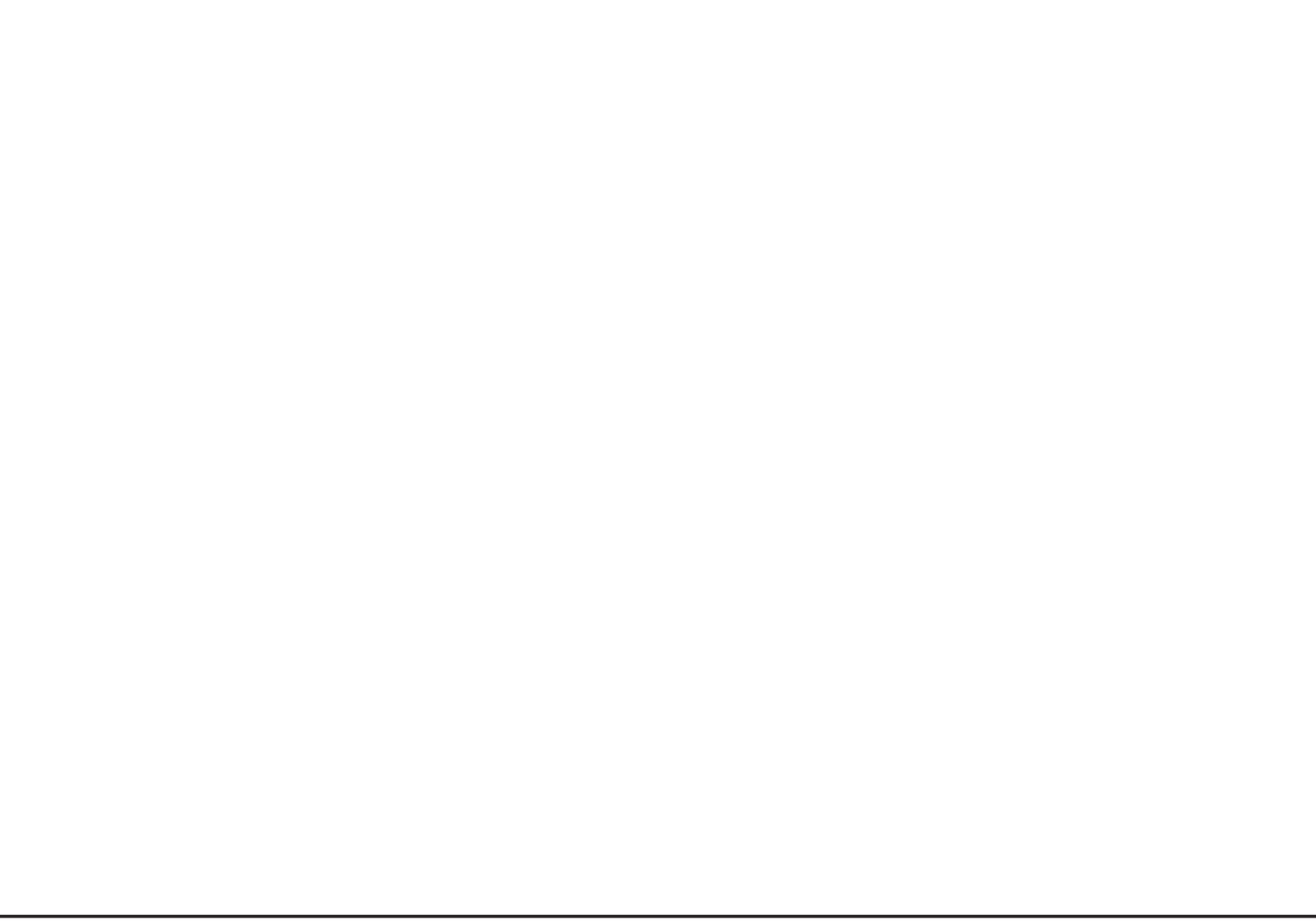
SITE PLAN



ORIGINAL SECTION DRAWING
1928 RENOVATION



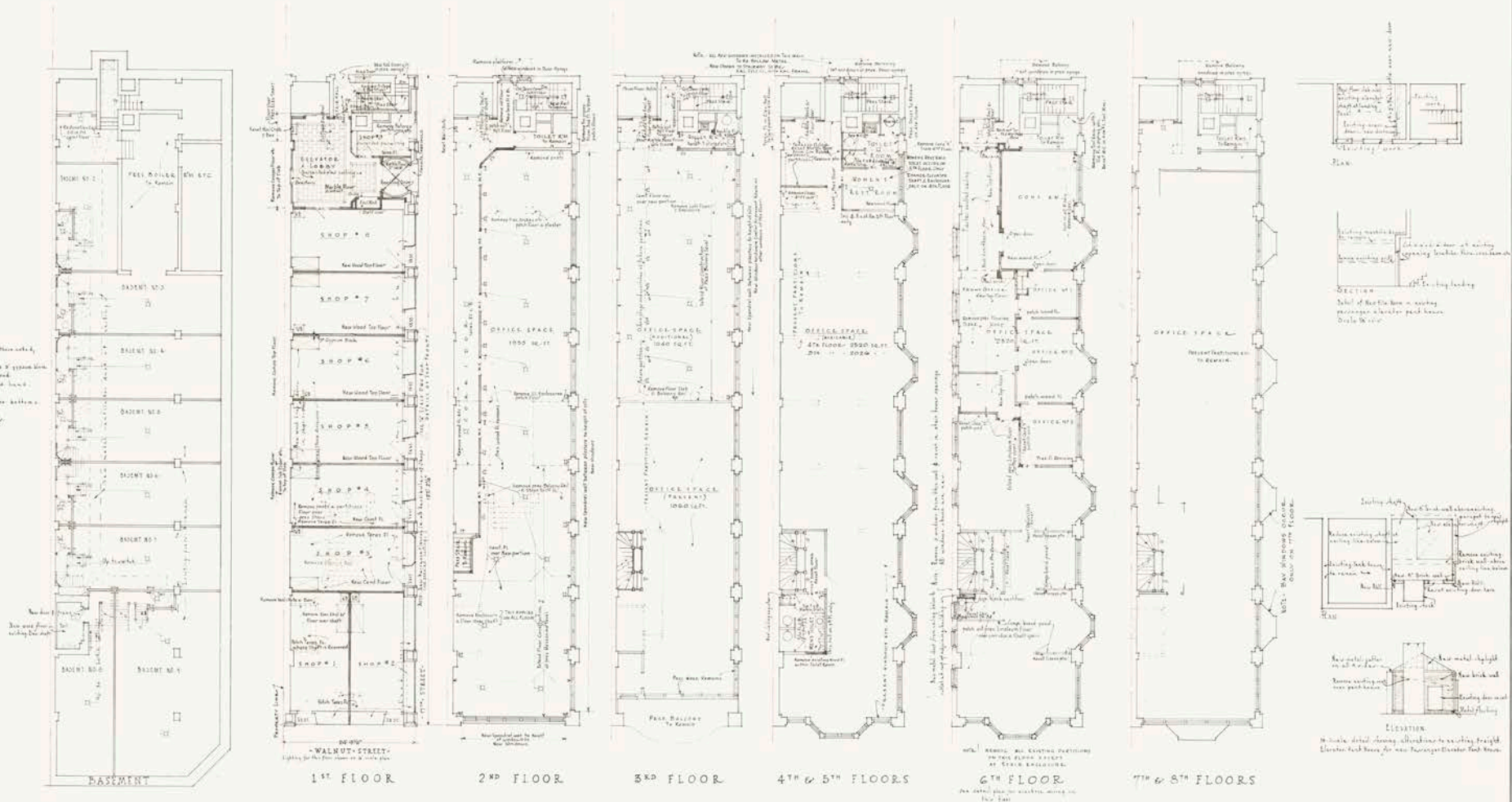
SITE PHOTOS



DESIGN DEVELOPMENT

SCHEMATICS

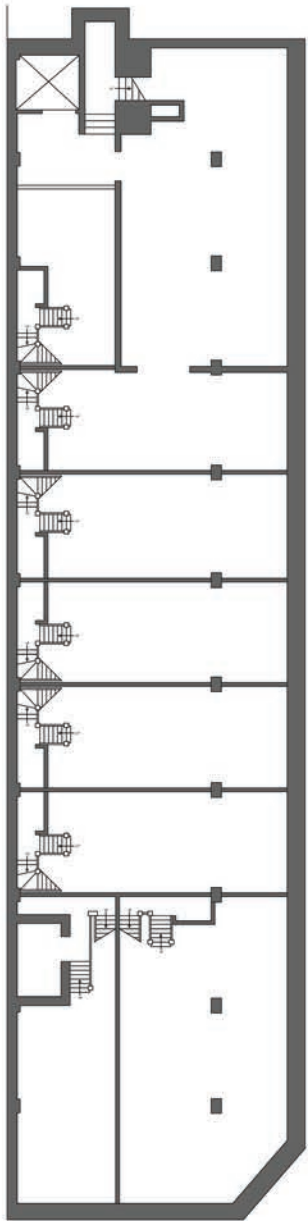
ORIGINAL PLANS



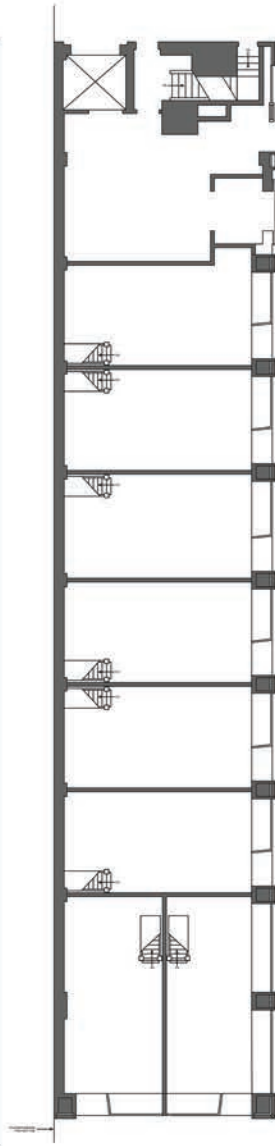
Note: Contractor must verify all dimensions of Building before proceeding with the work. For measuring always for all structural work.

OBJECT No	Comm. No	Drawn by	Checked
1	579	10/10/20	10/10/20
	Scale	5/8"	Revised

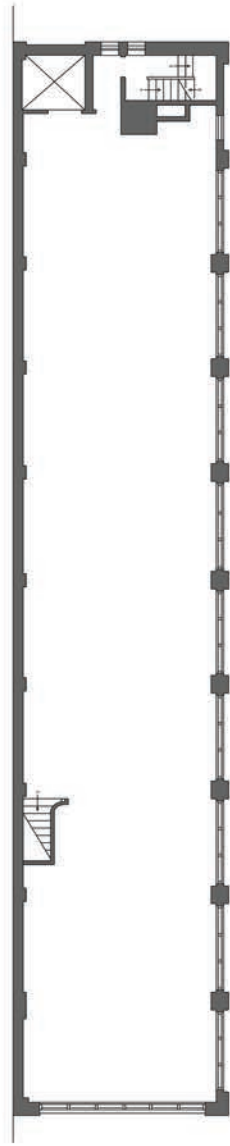
ORIGINAL PLANS - DRAFTED



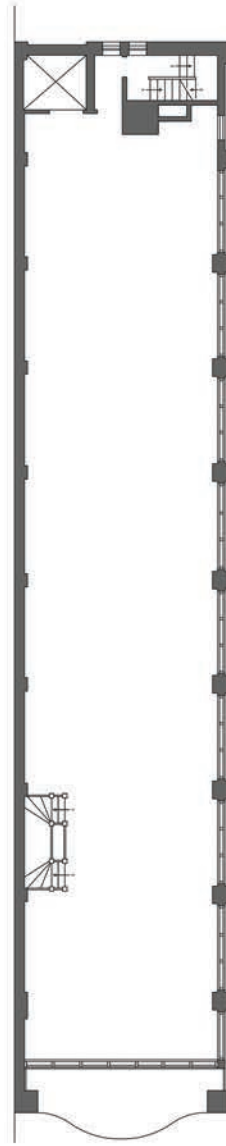
BASEMENT



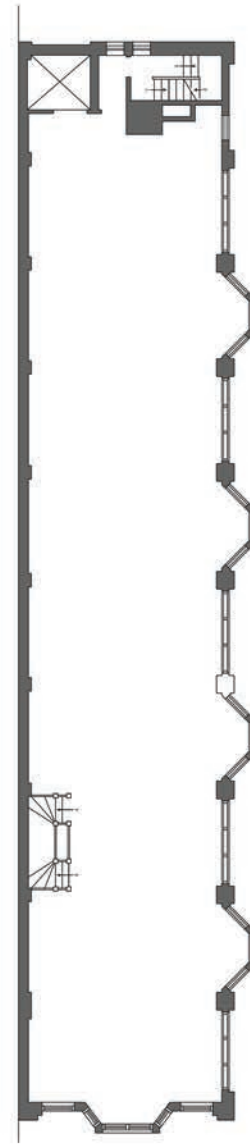
LEVEL 1



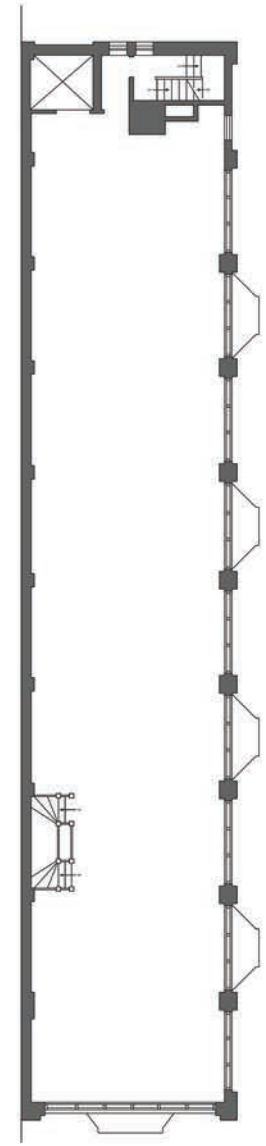
LEVEL 2



LEVEL 3

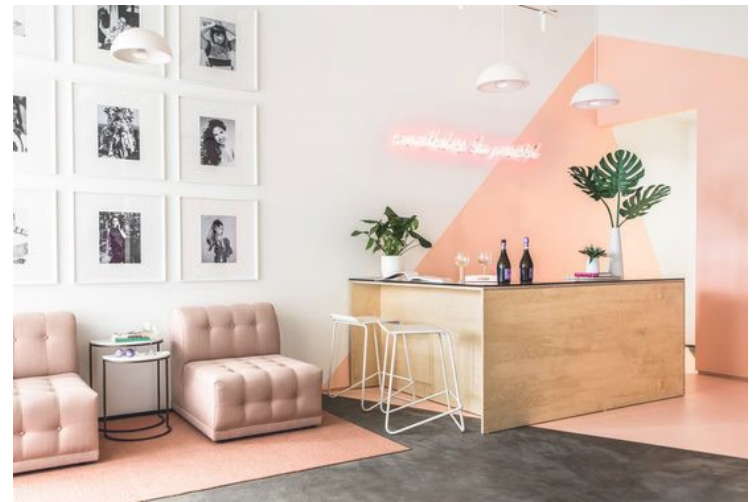
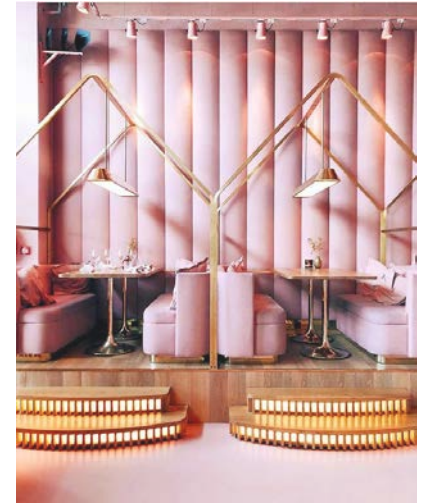


LEVELS 4-7



LEVEL 8

INSPIRATION



INSPIRATION IMAGES

URQUIOLA

As one of the most renowned contemporary interior designers of today, Patricia Urquiola's designs are considered to be "equal parts innovation and emotion." Her use of **bold colors** and **unconventional** mixing of shapes and forms have inspired my selection of furniture and color palette.



CODE COMPLIANCE

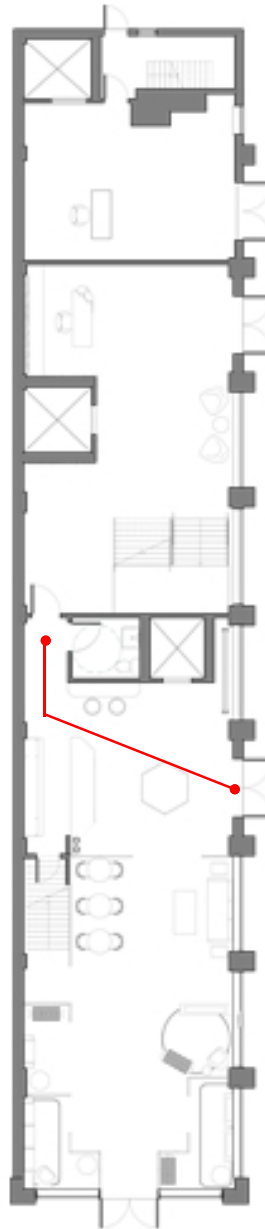
EGRESS

OCCUPANY TYPE: **B**

EXIT TRAVEL DISTANCE: **200'**

EXITS PER STORY: **2**

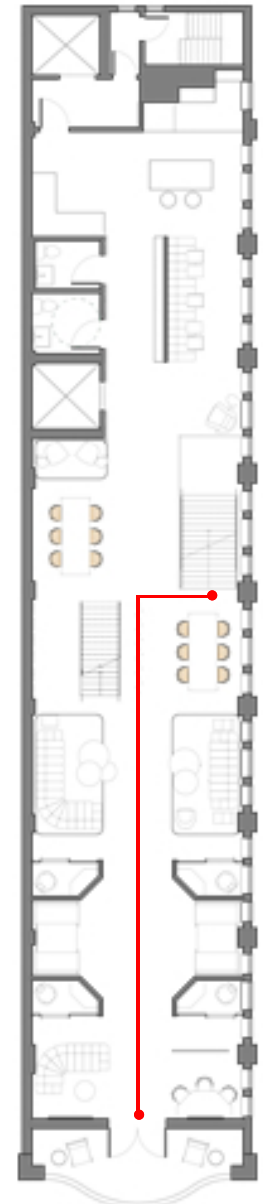
TOILETS: **1 per 40 people for the first 80, 1 per 80 for the remainder exceeding 80**



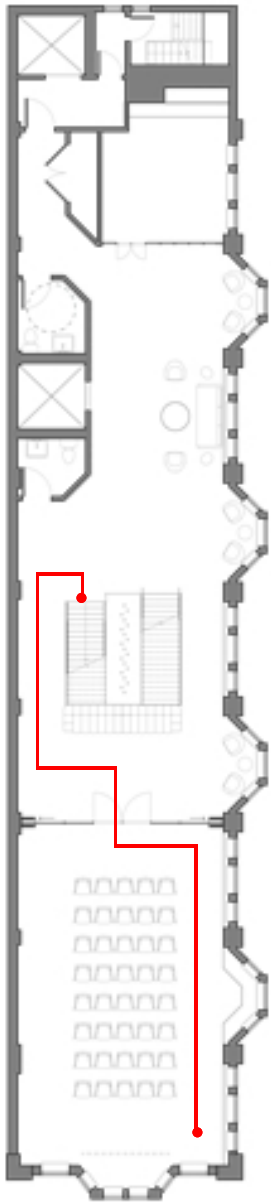
LEVEL 1



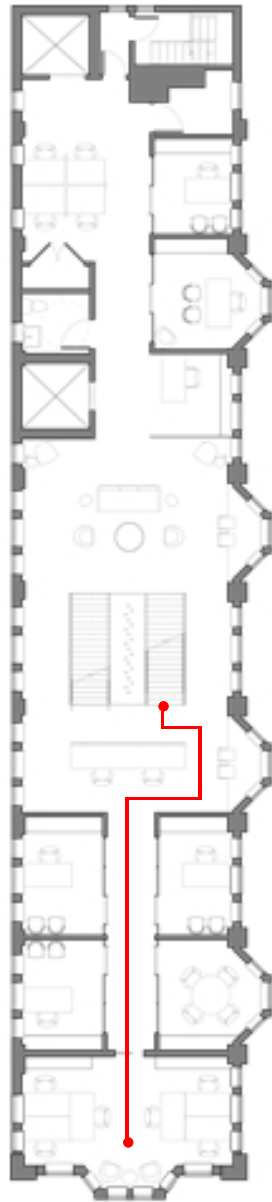
LEVEL 2



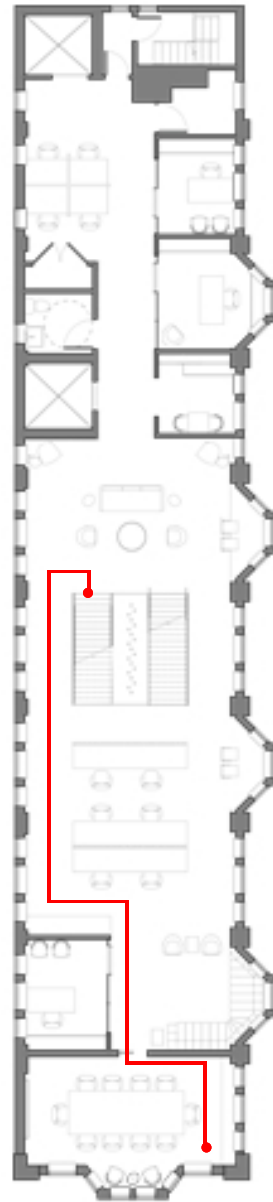
LEVEL 3



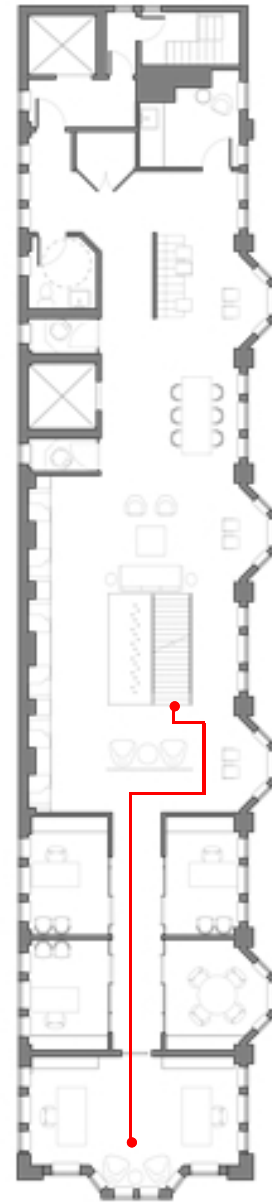
LEVEL 4



LEVEL 5



LEVEL 6



LEVEL 7



OCCUPANCY

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6	LEVEL 7
SQUARE FOOTAGE	2,700 sf	547 sf	2,470 sf	2,480 sf	2,485 sf	2,485 sf	2,500 sf
MAX FLOOR AREA PER OCCUPANT	60 gross	60 gross	100 gross	15 net	100 gross	100 gross	100 gross
TOTAL OCCUPANTS	45	10	25	165	25	25	25
MINIMUM ACCESS TRAVEL DISTANCE	30'	32'	65'	80'	58'	80'	58'

MATERIAL NAME	FIRE/SAFETY RATING	LEED POINTS	NATURAL CONTENT	RECYCLED CONTENT	EASY TO CLEAN	HIGH PERFORMANCE	3RD PARTY CERTIFIED
Dorset, Blush Wolf Gordon	○		○		○	○	
Caspian, Graphite Kravet	○				○	○	
Overpass, Navy Wolf Gordon	○			○	○	○	
Medici, Stream Wolf Gordon	○				○	○	
Keen, Canal Maharam	○	○				○	○
Belize, Alaska Wolf Gordon	○				○	○	
Touch, Grey Carnegie	○					○	○

WELL

According to the USGBC, the WELL Building Standard is a performance-based system for measuring, certifying, and monitoring features of the built environment that impact human health and well-being. Similar to LEED, it is certified by the GBCI (Green Building Certification Incorporation) and encourages advancement in the sustainability and health of spaces.



AIR

Indoor air quality is essential to the health and well-being of a building's occupants. Low or no VOC paints were used throughout the space and almost all other materials used contain no harsh solvents or finishes. There is also no smoking within a certain distance of the building.



WATER

Low flow fixtures were used to reduce water use, and clean drinking water is available in all kitchen areas, such as the cafe on level 1, the member kitchen on level 3, and the staff kitchen on level 6.



NOURISHMENT

To encourage occupants to bring homemade lunch, a member kitchen has been included on level 3 with a refrigerator, storage space, basic appliances, and free basic coffee. There is also a variety of dining seating, such as high top seating and booths.



LIGHT

Thanks to the large, floor-to-ceiling windows that make up at least 75% of the building's west facade, the entire space is well-lit with natural light. All occupants have access to natural light and every office contains at least one window.



FITNESS

To encourage physical fitness and well-being, a small workout room has been included on level 4. Here, occupants can participate in group workout sessions, such as yoga, or workout independently.



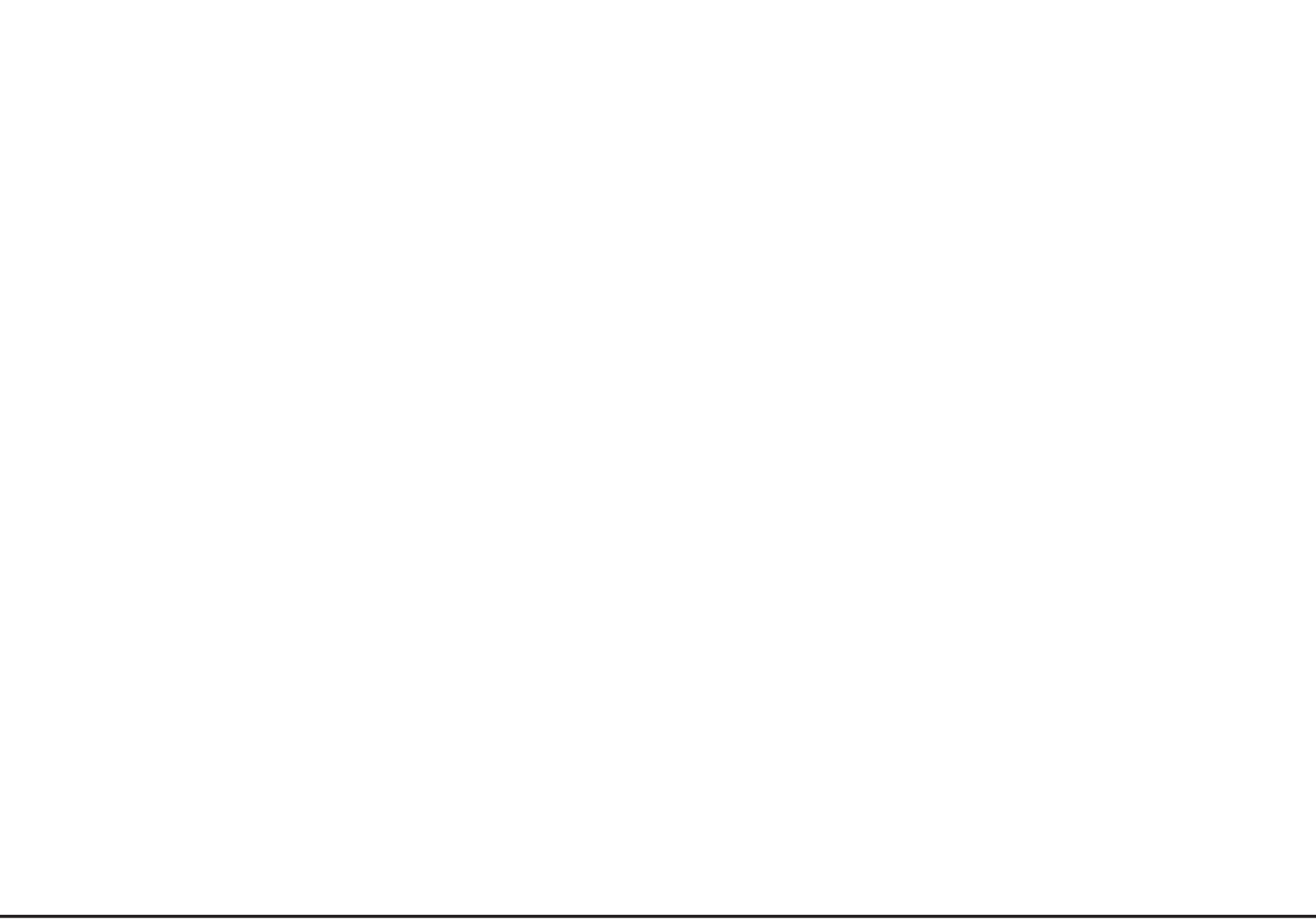
COMFORT

The entire building is ADA accessible to ensure individuals with disabilities feel comfortable moving throughout every level. Materials, such as soft seating, area rugs, and carpets, not only add comfort to the space but also reduce noise. Acoustic panels have been added to levels 1, 2, and 4, since these are high occupancy spaces and tend to create more noise. Thermal temperature, arguably one of the most important forms of comfort for women, is adjusted comfortably.



MIND

There are several aspects that help create a healthy mind for occupants. First, this space provides workplace family support with the addition of a child care facility on the 8th level. Second, the space is aesthetically pleasing with the use of color, artwork, high ceilings, and transparent partitions. Finally, the space would ideally be monitored for a period of time post-occupancy to ensure these systems were working correctly.



THE HIVE

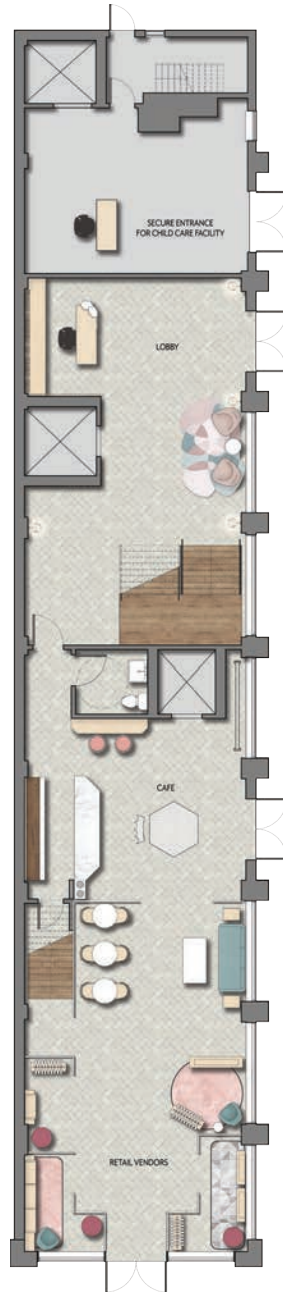


DESIGN INTENT

To facilitate networking and support female professionals through the design of a coworking space. By using functionality, flexibility, and materiality, the design of this space provides the tools to empower and advance professional women of all backgrounds and trades.

PLANS

The space is organized by noise and activity level, much like a library. As you travel vertically, the space becomes less active, less noisy, and more private.



LEVEL 1



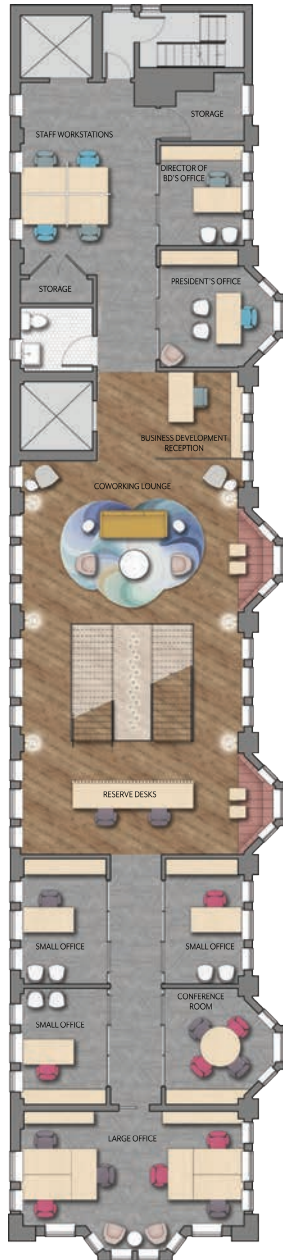
LEVEL 2



LEVEL 3



LEVEL 4



LEVEL 5

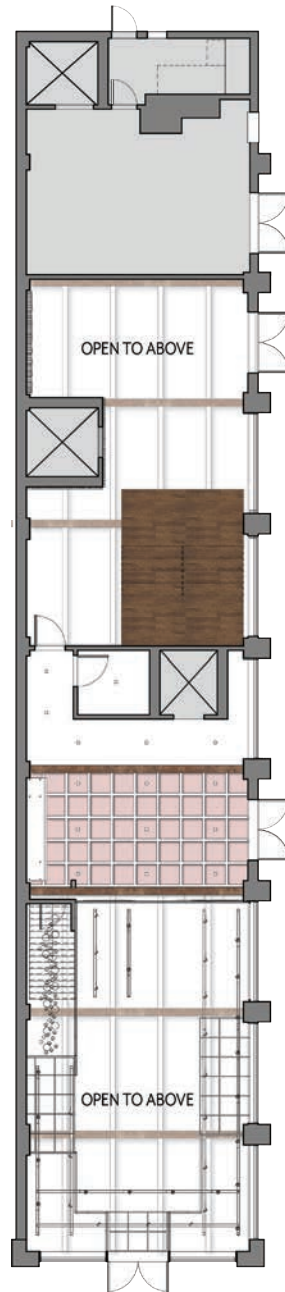


LEVEL 6



LEVEL 7

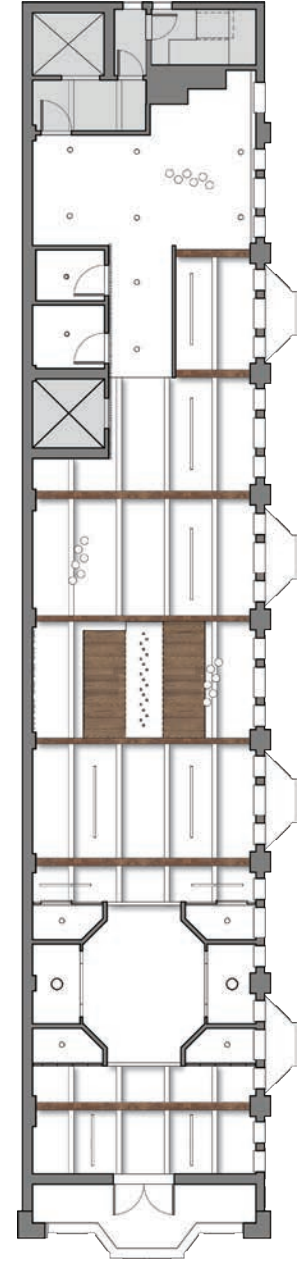
An open ceiling gives this narrow building a less confined feeling. Drop ceiling elements are dispersed throughout to highlight important areas and, in some places, to minimize noise.



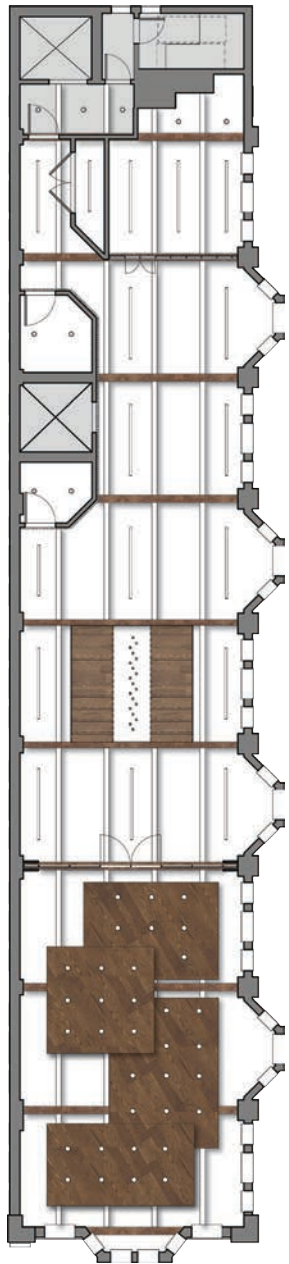
LEVEL 1



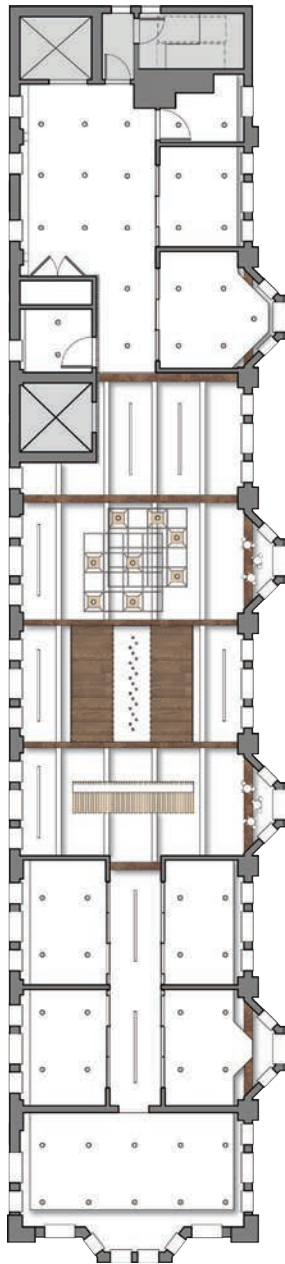
LEVEL 2



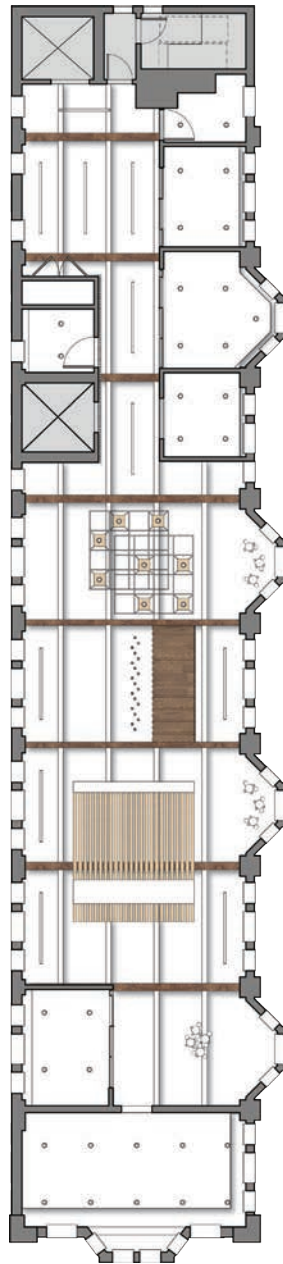
LEVEL 3



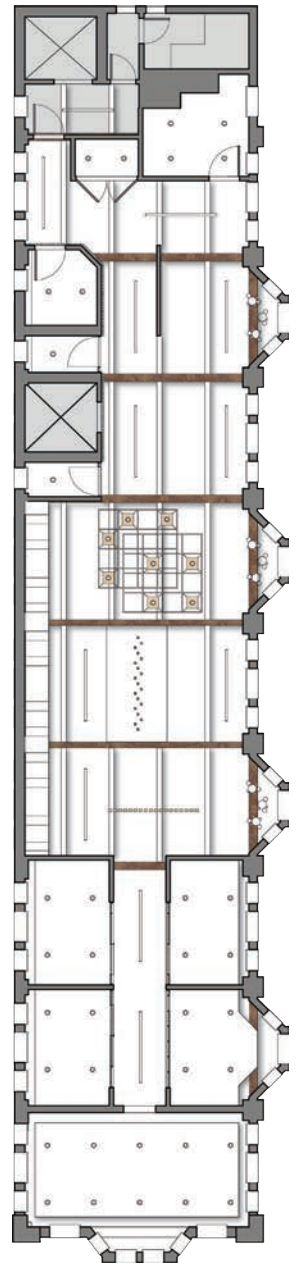
LEVEL 4



LEVEL 5

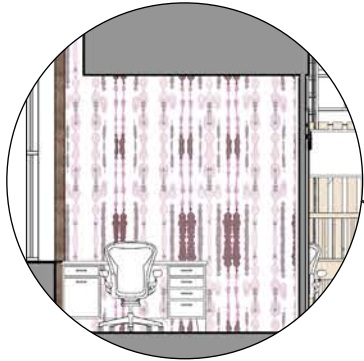


LEVEL 6



LEVEL 7

SECTIONS



Graphic wallcovering



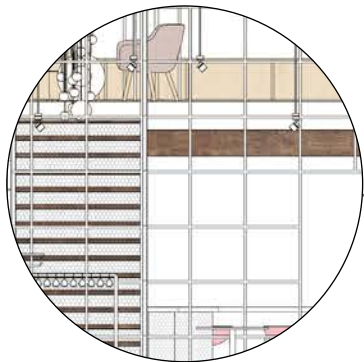
NORTH SECTION



Library bookcase work nooks

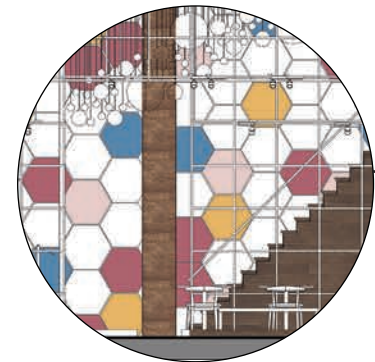


Artwork by female artist Soraya Marquez



49

Metal cage element



Fabric wrapped panels and metal cage feature



WEST SECTION

AXONOMETRIC PERSPECTIVE



THE RETAIL MARKET









ACTIVE COWORKING



57





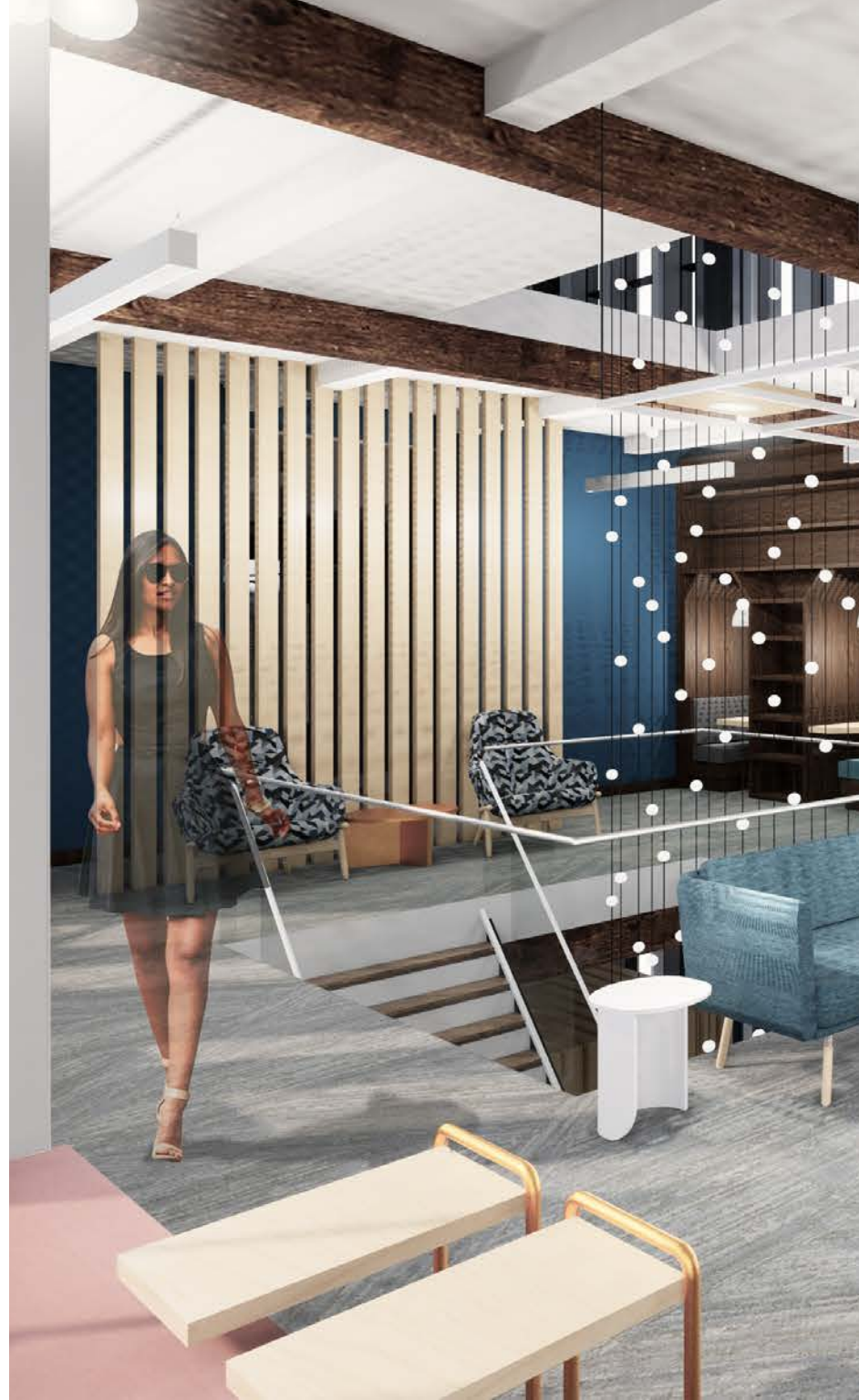




THE LIBRARY



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MEMBERSHIPS



OPTION 1: BASIC COWORKING

INCLUDES...

- 9-5 access to all coworking facilities
- Access to all member networking events
- Reduced fee for all business development classes



OPTION 2: RESERVED DESK

INCLUDES...

- 9-5 access to all coworking facilities
- Access to all member networking events
- Reduced fee for all business development classes
- Personal desk with lockable storage



OPTION 3: PRIVATE OFFICE

INCLUDES...

- 24hr access to all coworking facilities
- Access to all member networking events
- Reduced fee for all business development classes
- Private office

SMALL OFFICE

- 85 sf room with one desk, 2 guest chairs, and storage wall.

LARGE OFFICE

- 250 sf room with prime view of Walnut Street, bay windows, double storage wall, and ability to house up to 6 desks.



OPTION 3: RETAIL BOOTH

INCLUDES...

- 24hr access to all coworking facilities
- Access to all member networking events
- Reduced fee for all business development classes
- Retail booth

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THANK YOU

To my mother, who raised me to be the strong woman I am today, for reminding me to create my own financial success and career, and for teaching me that the best investment is your education.

To my father for moving me in and out of two different colleges, in three cities, and eight apartments over thirty times and for always supporting my crazy life decisions.

Thank you both for paying.

To my friends, both old and new, for all of your emotional support, for being my biggest cheerleaders, and for knowing when to come over with wine in hand.

To my professors for making my time at Drexel a life-changing experience and for preparing me for adulthood. The lessons you have taught me go beyond the classroom.

To my amazing, talented, and truly bad-ass advisor Maria Kuttruff. I wouldn't have done this without you and I admire you not only as an advisor, but as a mentor and idol.