

Project Goals

- Incorporate new brand identity in the City Hall building to promote the **community** image
- Reflect Brooklyn Park's **prospect** and future
- Make circulation clearer and easier
- Create a fun, **welcoming**, and exciting place for residents
- Execute sustainable practices

Brooklyn Park 

Unique. Unified. Undiscovered.

Forward-looking

Accomplished

Optimistic

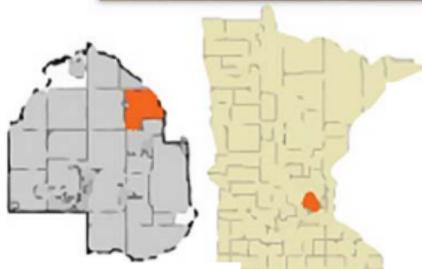
Welcoming

Inclusive

Energized

Diverse

Growing



- \$750,000,000 investment in infrastructure
- 1/2 of population are POC
- 5.3% unemployment rate
- 86% graduation rate
- Lowest crime rate in 30 years
- **1/5 born outside of US**
- 92% are proud to live there

Concept Statement

This design will reflect the growing **future** of Brooklyn Park by incorporating theories of **prospect**. The design will therefore coerce users to look and be guided throughout the city hall while also providing areas of prospect and **refuge**. This will be done through the **continuity** of signage, lighting, and architectural features. Most importantly, the design will represent Brooklyn Park's new **brand** by providing a unique experience that is unified and provides new discoveries everyday. The design will integrate Brooklyn Park's brand colors and its history throughout the building. **In all, the space will be an inviting place for all to explore that accurately represents Brooklyn Park and its future.**

The City Of Brooklyn Park

IDES 2604

Spring 2017

Lizzie Cai, Amber Holte, Olivia Jones

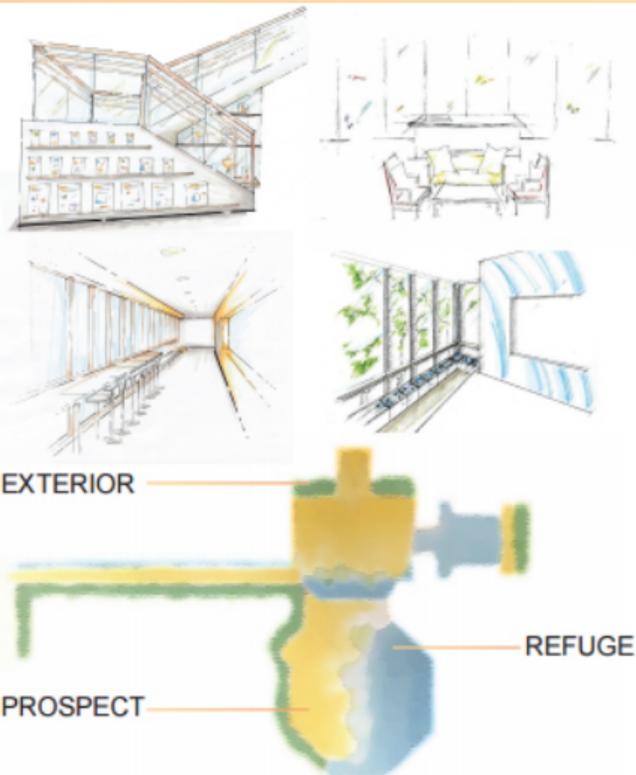
This project was completed as part of the course IDES 2604: Interior Design Studio IV at the University of Minnesota, with support from the Resilient Communities Project (RCP). RCP is a program of the Center for Urban and Regional Affairs (CURA). To learn more, visit rcpumn.edu.

This project was completed under the supervision of Dr. Abi Asajo and Justine Plika, as part of the 2016-2017 RCP-City of Brooklyn Park partnership. The Brooklyn Park project leads were Angelica Klebsch and Wajide Freeman. This poster series was designed by Lizzie Cai, Olivia Jones, and Amber Holte.

Inspiration



Sketches

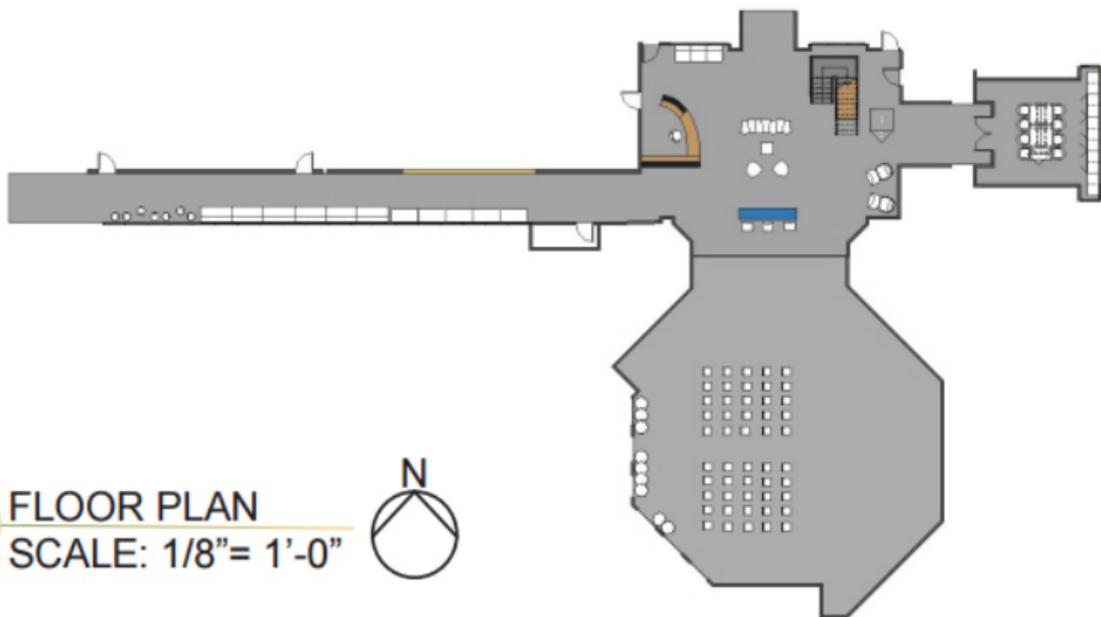


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Floor Plan



1

FLOOR PLAN

SCALE: 1/8" = 1'-0"



Perspectives



2 HALLWAY



3 STAIRS



4 ATRIUM

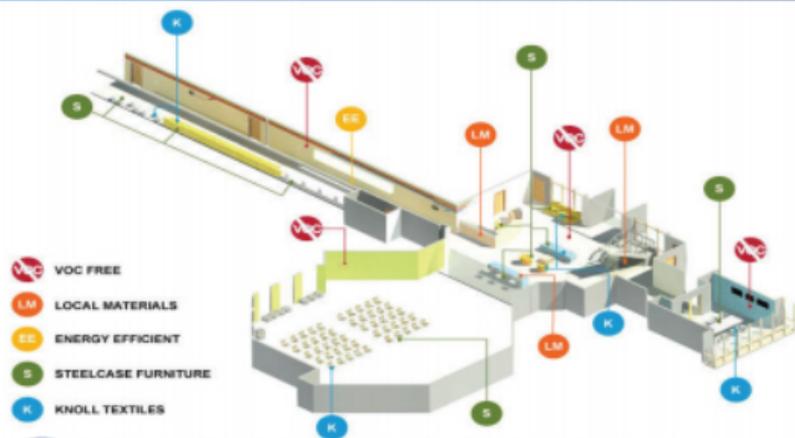


5 INTERACTIVE WALL



6 KAKATA ROOM

Axonometric & Sections



7

SUSTAINABILITY AXONOMETRIC



9

ATRIUM SECTION
SCALE: 1/4" = 1'-0"



8

HALLWAY SECTION
SCALE: 1/4" = 1'-0"

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Materials

