

# 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

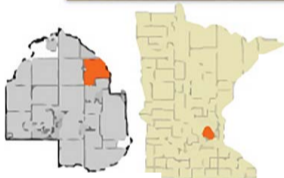
Welcoming

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

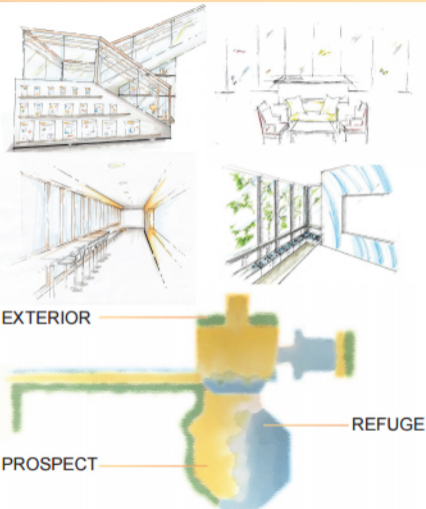
This project was completed as part of the course IDES 2604: Interior Design Studio IV at the University of Minnesota, with support from the Resilient Communities Project (RCP). RCP is a program of the Center for Urban and Regional Affairs (CURA). To learn more, visit [rcpumn.edu](http://rcpumn.edu).

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

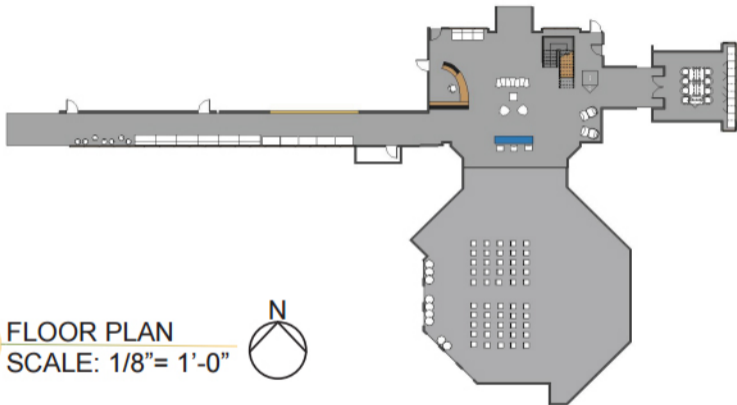


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# Floor Plan



1

FLOOR PLAN

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



# Perspectives



2 HALLWAY



3 STAIRS



4 ATRIUM

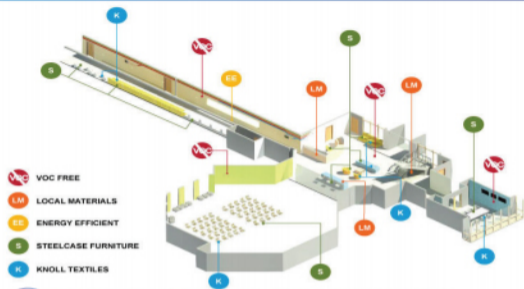


5 INTERACTIVE WALL



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

