THE SOCIAL STATION

LOCATION:
WEST END HISTORIC DISTRICT: DALLAS, TX

The growth of Downtown Dallas began around the late 1800’s, with the extension of Houston & The Texas Central Railroad. The railroad helped set the scene for an industrial-commercial city. Now, the city is filled with a mix of high rises and historical buildings to fit the growing population of modern, commercial, and industrial industries. Dallas Texas has multiple Landmark Districts, they are central areas that have a focus of similar architectural or historical context. There are approximately 20 Landmark Districts within Dallas. One district known for its red brick façade in the West End Historic District, also a part of the Warehouse District.

The Warehouse District has been a growing area for working and shopping among younger generations, making it the perfect location for The Social Station.

DESIGN TYPOLOGY & PROGRAM:

WHO
• Startups
• Expanding Businesses
• Business Transfers
• Temporary Projects

CHARACTERISTICS
• Networking
• Community
• Flexibility
• Space: Atmosphere
• Work Places

OTHER CO-WORKING LOCATIONS IN THE WEARHOUSE DISTRICT
• The Dallas Entrepreneur Center Coworking Space
• Dallas Cowork
• Cultivate Dallas
• The Kaleidoscope for Her
• Level Office

DESIGN CONCEPT:
BLANK CANVAS

The design concept for the Social Station is inspired by the idea of a blank canvas turning into a beautiful piece of art. As a unique typology first of its kind, the coworking space for social retailers will be designed as a blank canvas that the social retailers and local Dallas artists will occupy and design together.

Additionally, the beauty of art is the constant evolution of its meaning. Art has the ability to provide its users with different perspectives, ideas and interpretations. The Social Station will be designed as a transformative space that changes from a co-working space in the day to a social retail event space at night. This transformation begins to provide the space an opportunity to be experienced and occupied in different manners by its users.

DALLAS ARTISTS:

KYLE STEED: COMMUNITY
Who: Clients/Buyers
Goal: Create a lasting relationship between color and memory.
Medium: Acrylic Paint
Communication
Technology
Established Branding
Popularity

KEVIN TODORA: SELECTIVE FOCUS
Who: Photographs with Overlay Plywood
Goal: To create sculptural forms from a photograph’s image rather than using the image itself to create a form.
Connection: Artwork will become a form of storytelling to help shape each section of Hot Desk seating.
Medium: Acrylic Paint
Goal: Create a lasting relationship between color and memory.
Connection: The viewers of the space will find the traditional conference rooms memorable by its unique color, enabling the user to feel inspired while in the space regardless of time.

NIC MATHIS: TRANSFORMATIVE
Who: Mix Media
Goal: The idea of multiplicity (creating the same thing in multiple ways) enables the artist to express a widely diverse set of creative ideas under a set of structured rules.
Connection: Each office is unique by the art work displayed and the type of seating within the office, while keeping a standard format of white materials for the seating, desk, and storage systems.
Medium: Mixed Media
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A workspace that is allows for individuals companis and businesses to co-exist within one space promoting interaction, communication, and cooperation within the community. A flexible work environment that can be customized.

FLOOR PLAN KEY:
A. ENTRY / RECEPTION DESK
B. ELECTRONIC ART GALLERY
C. LOUNGE & DINING
D. PRIVATE OFFICE
E. HOT DESKING
F. CONFERENCE & SOCIAL RETAIL
G. WORKSHOP
H. BRAINSTORM ROOMS
I. PHONE ROOMS

FLOORPLAN
SCALE: 1/8”=1’-0”

REFLECTED CEILING PLAN
SCALE: 1/8”=1’-0”

WHO
• Startups
• Expanding Businesses
• Business owners/sellers
• Entrepreneurs

CHARACTERISTICS
• Popularity
• Established Branding
• Technology
• Customer Experience
• Communication
• Online Presence

PLATFORM OPPORTUNITIES
• Pinterest
• Instagram
• Etsy
• Wanelo
• Polyvore

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The entry and reception area dedicated to Kyle Steed’s work emphasizes the aspect of community. His work is also displayed in the Electronic Art Gallery and inspired the design of the custom light fixture in the entry as well as the dining area. The fixture is a metaphor of one’s reflection of their own individual impact on their community and their relationships within the community.

The lounge and dining areas are building blocks of the blank canvas. They are a reflection of the progression of relationships forming within a community. These serve as inspiration for the furniture pieces and space planning. The kitchen is linked and structured for that opens up into an organic lounge area. This allows the space to transform and serve the diverse users during the day as well as evenings. The art-filled conference rooms are adjacent to the left and present a colorful contrast to the stark white lounge and dining areas.

The private offices provide the social retailers with various different furniture settings. All furniture and storage is easily adjustable to meet a company’s individual work preferences. This flexibility also allows the social retailers to personalize their space with daily inspiration and bridging a connection with local artists. During the evenings, the social retailers utilize the gallery as a marketing and branding tool to display product information and images. In addition, the gallery also provides way finding for consumers and visitors coming into the Social Station for the evening retail events.

The electronic art gallery is a special feature within the Social Station and is located near the entry way and reception. It uses a software application that allows images on the LED screens to change making the transition of the space from co-working to social retail event space seamless. During co-working hours, the gallery primarily displays Kyle Steed’s art work providing the social retailers with daily inspiration and bridging a connection with local artists. During the evenings, the social retailers utilize the gallery as a marketing and branding tool to display product information and images. In addition, the gallery also provides way finding for consumers and visitors coming into the Social Station for the evening retail events.

The modular storage cubes are built of durable acrylic covering. They are magnetic and provide a durable and easily adjustable way for companies of varying sizes to meet their needs.
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KEVIN TODORA

During work hours, the social retailers get the opportunity to connect in an interactive and collaborative workspace. The conference rooms all have white board walls and also feature one of Nic Mathis’ art pieces.

NIC MATHIS

In the evenings during the retail events, the conference rooms transform into retail spaces. Unique and flexible modular storage units are used for product display, as well as the tables. The social retailers are also able to project images of their product within their spaces on the white boards.

HOT DESK

Hot desking areas are provided for the social retailers that prefer to vary their work setting regularly. Each section of these spaces features a different colored art piece by Kevin Todora. It serves as a way finding tool, provides character and enhances sense of connection to the local West End District community.

GREEN STIMULATES:
- Growth
- Nurturing
- Reliable
- Refreshing

BLUE STIMULATES:
- Trust
- Loyal
- Calm
- Patience

ORANGE STIMULATES:
- Fun
- Ambition
- Positive
- Community

CORAL STIMULATES:
- Energizing
- Flexibility
- Strength
- Dedication

8 AM 12 PM 5 PM 7 PM 9 PM
OPEN CONFERENCE TRANSITION SOCIAL RETAIL CLOSE

DAY: COWORKING

NIGHT: SOCIAL RETAIL SHOPS

7 PM
SOCIAL RETAIL

8 AM
OPEN

CONFERENCE

TRANSITION