MICRO
a creative co-living community.
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WHAT IS CO LIVING?

COMMUNITY
social
SHARING
experience
HUMAN CENTERED
comfort
RELATIONSHIPS
intentional

“living a meaningful, happy life is about creating, sharing and capturing memories earned through experiences that span life’s opportunities” - Eventbrite Study on the Experience economy and how Millennials buy experiences not things
WHAT IS THE NEED?

Increasingly more so, younger men and women are dashing into the cities. To work, live, play, learn, grow and explore. This denser **population calls for various affordable housing options**, but in today’s world choices are slim. Companies like Uber and Airbnb demonstrate that **ownership is no longer necessary, but instead access is given** to all necessary and desired resources, such as eateries, work spaces, living spaces, event and social spaces, even gyms. Coliving offers all these amenities, but more important **works towards building a genuine community** in today’s computer age.
In a rapidly transforming neighborhood, the recent loss of the local 5 Pointz Graffiti Museum brought the public’s attention to the importance of arts and culture in the community. The abundance of studio spaces, converted industrial buildings and waterfront parks makes this a great place for artists to call home. Queens has been the center of many artistic movements and has served as an important center of jazz and hip hop and is home to various museums and cultural institutions.

DEMOGRAPHICS

- Population: 2.5 million people
- Median age is 35
- 48.5% of population is foreign-born
  - Koreans
  - Italians
  - Filipinos
  - Germans
  - Japanese
  - Polish
  - Puerto Ricans
  - Indians
  - Dominicans
  - Vietnamese
  - Greek
  - Irish

RESURRECT. After an international arts landmark was demolished, this New York City neighborhood cries out for a new creative coalition.

RENEW. Queens shall be renewed into the larger community of New York City once again as a diverse and fierce cultural and artistic domain.

REVITALIZE. This new site pays tribute to the cultural history of the city and the origins of hip hop and the role graffiti and art played in the movement.
THE BUILDING

JACKSON & DAVIS ST.

SITE ANALYSIS

- Street on Spanish grid so sun exposure on SW and SE facades
- Noise from trains on East side of site
- View of the downtown Manhattan to the West
- Evaporative cooling off East River during hot humid summer months
- Site in close proximity to local market, post office, subway stations and metro stops, MOMA PS1, galleries and artists resources

CLIMATE

Average High 62°
Average Low 48°
Average RH 63%
57% possible sunshine
122 Rainy days/year
Place Attachment Theory

“Emotional connection made between people and place - key to the development of one's character or personality.

Provide community gatherings spaces, such as parks, civic buildings or spaces interesting and distinct interior and exterior features - helps establish place identity as well as natural elements like trees and open spaces.

Activity based spaces as well as meaning-based spaces need to both be incorporated.”

**Moments and spaces that connect the user back to the city of New York and proudly celebrate the diverse cultures and interests of its members.**

- Graffiti murals and other artwork populate the walls celebrating the past and inspiring future artists.

- Plant life and natural light work to bring the outdoors in and connect users and mimic public spaces.

- Distinct materiality throughout the building establishes sense of place.

Sources:
http://www.informedesign.org/Rs_detail/rsId/1207  http://www.informedesign.org/Rs_detail/rsId/1369
http://www.informedesign.org/Rs_detail/rsId/1845  http://www.informedesign.org/Rs_detail/rsId/2562
SUSTAINABLE STRATEGIES

PROJECT GOALS
Create a community that:

1. inspires and promotes creative endeavors
2. fosters a genuine community in a comfortable and welcoming space
3. encourages environmental and human sustainability, focusing on balanced health and wellbeing

7 wellness concepts:

Air
- low VOC materials
- stack ventilation and cross ventilation
- indoor plants

Water
- on-site storm water collection
- reuse of gray water on-site
- low-flow energy star plumbing fixtures
- water-efficient appliances

Nourishment
- communal dinners offer healthy options
- recycling and compost center on-site

Light
- light monitor on roof
- atrium space through core of building
- operable windows
- natural daylight

Fitness
- multipurpose room
- cardio machines
- free-weights
- access to public parks

Comfort
- opportunities for privacy
- textured materials
- warm color palette

Mind
- spaces to create and explore
- spaces to retreat and reflect
- spaces to meet new people and try new things
- spaces to share ideas and learn from others

Materials marked with this icon indicate sustainable products. Certifications may include USGBC, C2C, etc.
“create a community... a micro-society where people find their own space for privacy, as well as places of gather, exchange, movement and education... it should be a self-running, self-sufficient organism with different members of the house taking on different tasks and roles.”

- Alexis Dornier, Architect

on goals of Roam, Bali

MICROCOSM

noun | mi-cro-cosm

A community, place or situation regarded as encapsulating, in miniature, the characteristic qualities or features of something much larger

This concept model illustrates the microcosm and how the smaller components within collectively portray the larger whole, just on a smaller scale. I was inspired by this idea and felt that the community found in a coliving space works similarly to the larger community in which it is a part, serving social, mental and physical needs of the members.
gather.
INSPIRE

share.
EXPRESS

transform.
GROW

MICROHOOD is an organic home that celebrates the diverse cultures of New York City and fosters a happy and healthy community within. Artisans can be inspired by the resurrection of this cultural landmark and are encouraged to once again express and grow together. The relationships formed here are genuine and flourish in diversity, cultivating harmony and establishing a strong sense of community and a home where users are inspired to meet new people, try new things and explore life’s opportunities.
DESIGN DEVELOPMENT

PARTI

Beginning with the idea of micro-communities, space was strategically divided and organized taking into account program, energy efficiency, noise levels, and user experience.

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BRANDING

our BUILDING
revitalizes the artistic community within Queens by providing artistsans with a space to live and create harmoniously

the COMMUNITY
blurs the lines between private living and community spaces, establishing a well-rounded and versatile community within

micro HOOD
a creative community for artists to get inspired, meet other artists, express themselves and grow both individually and together

the BOROUGHS
smaller communities are formed within, depending on smaller living arrangements, or boroughs

---

LOGO

MICROHOOD

ICONS & COLORS

**PROGRAMMING**

**program**

10,000 sq. ft.
30 tenants

1. **The Atrium** lobby
   gallery
   workshop
   art supply store

2. **The Palm Lounge** bar/ restaurant
   gallery
   workshop
   art supply store

3. **The Junction** kitchen/ dining/ living

4. **The Boroughs** living units
   3 person lofts:
   - 3 bedrooms
   - 2 bathrooms
   - Kitchen
   - Living/ dining room
   - Washer/dryer
   - Patio

5. **The Stacks** library/ workcafe

6. **The Hustle** multipurpose room
   outdoor amphitheatre

7. **The Studios** artists studios
   11 studios:
   - 2 private
   - 9 shared

---

**public v private**

Community access
These spaces are open to the general public and are used as other community gathering spaces.

Member shared
These spaces are accessible to and are shared amongst all members.

Personal areas
These spaces are private and are personal to each member, usually a smaller community of members can be found here too.

---

**experiential**

**gather. INSPIRE.**
Spaces where users can be inspired and connect with their community and its members.

**share. EXPRESS.**
Spaces where users are invited to explore their creative ambitions and express themselves.

**transform. GROW.**
Spaces where users can find solitude and privacy; as well as for places of reflection and personal growth.
The Boroughs
1. Queens
2. Manhattan
3. Bronx
4. Brooklyn*
5. Staten Island*

The Junction
6. Living
7. Kitchen
8. Dining
9. Arcade

*shown on third floor
The Stacks
1. Coffee bar
2. Lounges
3. Workcafe*

The Boroughs
4. Brooklyn
5. Staten Island

The Hustle
7. Multipurpose room
8. Free - weights and cardio room*

* on upper loft level
1. Lounges
2. Outdoor Amphitheatre
3. Shared studios
4. Private studios
welcome to the hood.
THE ATRIUM

The physical and metaphorical core of MICROHOOD that celebrates the life and works of past artists and connects those of the present and future, working to rebuild the community of Queens through the resurrection of the arts.
**FINISH FLOOR PLAN**

**LIGHTING**
- Cooper Lighting
  - Halo Surface LED Downlight
- LBL Lighting
  - Loft Grande LED
- Cooper Lighting
  - Fenestra Recessed Direct-Ambient Light

**FURNITURE**
- S1
  - Herman Miller Goetz Sofa
- S2
  - Herman Miller Swoop Plywood Lounge Chair

**REFLECTED CEILING PLAN**

**MATERIALS**
- Local artist's graffiti mural
- Reclaimed brick
- Reclaimed Timber Floors
- Reclaimed Persian Rugs
- Royal Grass Ecosense
- Kvadrat Vidar 2
- Designtex Rothesay
- Maharam Eden
- Kvadrat Vidar 2
- Reclaimed brick
- Local artist's graffiti mural

**MICRO**
THE PALM LOUNGE

A flexible space that serves as a restaurant by day and bar and lounge space by night. Both public community members and MICROHOOD members share the space, blurring the lines set between the two, aiming to unite the neighborhood.
**MATERIALS**
- Slatted wood ceiling
- Moore & Giles Mont Blanc
- Brass
- Cole & Sons Wallcovering Palm Jungle
- Reclaimed brick
- Black Hexagon Tile Daltile

**FINISH FLOOR PLAN**

**REFLECTED CEILING PLAN**

**LIGHTING**
- Cooper Lighting Halo Surface LED Downlight
- Anthropologie Euclidean Pendant

**FURNITURE**
- S3 Coalesse Montara650 Bar Height Stool
Users can find privacy and solitude in each of the five boroughs, each representing the five boroughs of New York City. Here smaller, tighter-knit communities are built and work to foster genuine relationships.
FINISH FLOOR PLAN

MATERIALS
- Slatted wood ceiling
- Reclaimed brick
- Wall paint SW 6013 Bitter Chocolate
- Wall paint SW 6205 Comfort Gray
- Maharam Foliage
- Designtex Friendly Faux
- Maharam Brim
- Antique Persian Rugs
- Reclaimed Timber Floors

REFLECTED CEILING PLAN

LIGHTING
- Cooper Lighting
  Halo Surface LED Downlight
- LBL Lighting
  Loft Grande LED
- Cooper Lighting
  Fenestra Recessed Direct-Ambient Light

FURNITURE
- T1
  Coalesse CH327
  Dining Table
- S4
  High Tower Bai Chair
THE JUNCTION

Various needs are met at the junction, or intersection- that is symbolizes New York’s two busiest streets in Manhattan - Broadway & Main. Here games and movies, food and lounges populate the space creating a living room for all.
MATERIALS

- Reclaimed brick
- Antique Persian Rugs
- Reclaimed Timber Floors
- Maharam Hue
- Designtex Friendly Faux
- Designtex Chapiteau

REFLECTED CEILING PLAN

LIGHTING

- Cooper Lighting Halo Surface LED Downlight
- High Tower Caravaggio Opal
- Cooper Lighting Fenestra Recessed Direct-Ambient Light

FURNITURE

- L1 Coalesse Together Bench
- L2 Coalesse Lagunitas Lounge

FINISH FLOOR PLAN
THE STACKS

For MICROHOOD members who do freelance work, enjoy reading and hiding amongst books or maybe just grabbing some java. The Stacks cafe and library is intended for heads down work or maybe a quieter setting to hangout.
Physical health is an important aspect of our lives and is essential to our mental and emotional health as well. Members have access to free-weights, cardio machines as well as a large multipurpose room for all types of movement.
MATERIALS

- Slatted wood ceiling
- Reclaimed brick
- Yoga Mats
- Reclaimed Timber Floors

REFLECTED CEILING PLAN

LIGHTING
- Cooper Lighting Halo Surface LED Downlight
- Cooper Lighting Fenestra Recessed Direct-Ambient Light

FURNITURE
- CW2 Custom Plywood Bookshelves (12' x 7')
The artist’s creative laboratory is on the top floor with lounges and views of the city to the West and beautiful natural daylight. Shared studios are open spaces inhabited by two artists, whereas private studios are closed and used by only one.
**SUSTAINABILITY RECAP**

**Air**
- low VOC materials
- stack ventilation and cross ventilation
- indoor plants

**Water**
- on-site storm water collection
- reuse of gray water on-site
- WaterSense low-flow plumbing fixtures
- water-efficient appliances

**Nourishment**
- communal dinners offer healthy options
- recycling and compost center on-site

**Light**
- light monitor on roof
- atrium space through core of building
- operable windows

**Fitness**
- multipurpose room
- cardio machines
- free-weights
- access to public parks

**Comfort**
- opportunities for privacy
- textured materials
- warm color palette

**Mind**
- spaces to create and explore
- spaces to retreat and reflect
- spaces to meet new people and try new things
- spaces to share ideas and learn from others

- Spanish grid orientation allows for sun exposure on both the SE and SW facades throughout the day, allowing for maximum heat generation in winter
- Evaporative cooling from East River brought by NW prevailing winds in summer months
- Central core atrium throughout building creates stack ventilator to ensure movement of fresh air and creates light well that distributes light throughout space evenly
- Reclaimed brick and timber floors from old 5Points building when auctioned before demolition
- Close proximity to various public transportation stations, galleries, museums, markets and more
- WaterSense low-flow plumbing fixtures
- Indoor plants work to keep indoor air quality clean

Materials marked with this icon are sustainable/renewable products. Certifications such as USGBC or C2C, etc.
appendix.
CASE STUDIES

CoHabs
Location: Brussels, Belgium
Size: 4,300 sq. ft.

Furnished
11 Bedrooms
3 Bathrooms
Exterior parking
Bike storage
House cleaning
Wifi
TV

THINGS TO NOTE:

Use of existing building
Natural, simple, clean materials
Mid-century modern aesthetic
Green space and inclusion of indoor plants
Sense of ‘home’ is created through the use of domestic features, for example the fireplace along with the use of a mixed palette of furniture
YIM Hostel
Location: Bangkok, Thailand
Size: 6,500 sq. ft.

Furnished
15 Bedrooms (2 - 6 person bedrooms)
13 Bathrooms
Common areas
Game zone
Dining zone
Terraces

THINGS TO NOTE:

Use of color, graphics and textures

Young atmosphere with activities geared for millennials

Living areas were divided into smaller rooms of 6 beds, each having its own bathroom-important to have opportunity for privacy
THE STACKS
1” Birch Plywood Bookshelves

9' - 8 1/2"
7' - 6"
2' - 2"
THE HUSTLE
1” Birch Plywood
Storage Shelving System
WORKS CITED

QUEENS

http://www.queenshistoricalsociety.org/queens-history.html

SITE

http://5ptz.com/about/
https://en.wikipedia.org/wiki/5_Pointz

CLIMATE

http://www.usclimatedata.com/climate.php?location=USNY0996

PLACE ATTACHMENT THEORY

http://www.informedesign.org/Rs_detail/rsId/1207
http://www.informedesign.org/Rs_detail/rsId/1369
http://www.informedesign.org/Rs_detail/rsId/1845
http://www.informedesign.org/Rs_detail/rsId/2562

PRECEDENT STUDIES

https://supermachine.co
submission materials.
MICROHOOD is a creative co-living community in Queens, New York. A city that has long been recognized for its thriving cultural and artistic movements made possible through the blending and blurring of cultural barriers. Queens itself has been an icon for both the jazz and hip hop movements, the latter of which sparred artists to leave their marks across the city. Recently, Queens lost an international cultural landmark when the 5 Pointz Grafitti Museum was demolished. But the community’s outcry for a new creative core in the neighborhood is the mission of MICROHOOD. This new space represents the resurrection, renewal and revitalization of not only the community of Queens, but really for the city of New York. It celebrates the artists of the past while allowing new artists to flourish in a modern, sustainable, intentional shared community.

As Millennials begin to age and join the workforce, and look to cities as “centers of economic energy and vitality, 62% [millennials] indicate they prefer to live in the type of mixed-use communities found in urban centers... close to shops, restaurants and offices” (The Nielsen Company, 2014). However, an increase in population density means an increase in rent and in order to combat the rise in the cost of living more affordable housing options need to be made available. MICROHOOD offers the life and diversity of New York City on an almost microscopic level when compared to the vast spread that extends its city’s limits. Here genuine relationships are formed and each is invited to meet other artists and community members, all walks of life, learn from them and find yourself. It’s communal, and individual. Creating communities within communities; the building serves the greater general public and its members, then fostering friendships and partnerships within, finally transforming you, the individual and finding who you are. It is within the community that is MICROHOOD that members are able to inspire others, express yourself, and learn through transformative growth.
HELLO.

My name is Francene Ray and I was born and raised in Seattle, WA where I was exposed to the elements and have grown to appreciate the eclectic things in life. I love sushi, skiing, space, film, cooking, music, traveling, architecture and design. I find inspiration in unique individuals, captivating places and curious things; it is in these items that I rediscover and celebrate the art of design.
EXPERIENCE

July 2016- Present
Interior Design Intern
Latham Interiors

Helped in the development of construction documents for client projects. Each beginning by solving space planning problems and then translating those ideas into digital software to create final documents.

August 2015 - Present
Sale Associate
Howard Hughes Video
(Main St. Video Cooperative)

Maintained a novel film collection over 30,000. Supplied knowledge and offered opinions on various television and films, meanwhile building relationships with members of the community.

April 2016
Color Consultant
Legal Aid Clinic at the University of Idaho

Guided users of the legal aid clinic on campus in the selection of paint colors of 2 rooms at the legal aid clinic on campus. Purchased sample paints throughout.

Summer 2013
Marketing Intern
T-Square Properties

Responsible for the production of 3 video testimonials that were then presented on the companies webpage. Developed and managed multiple social media sites. Wrote and designed the newsletters published to owners and tenants every month.

EDUCATION

Bachelor of Interior Design
University of Idaho
May 2017

CIDA Accredited Program
College of Art & Architecture Ambassador 2016-2017
American Society of Interior Designers (ASID) Treasurer 2016-2017
Kappa Alpha Theta, Chief Recruitment Officer 2014-2015

SKILLS

Adobe Creative Suite
Interior design
Revit
Graphic design
Autocad
Furniture design
Microsoft Office
Space planning
Sketching
Conceptual development
Art
Finish selections
Hand drafting
Rendering

AWARDS

2012- 2016
Dean's List
5 semesters

VOLUNTEER

Shirts Across America
Site Volunteer
2012

Collaborated with community members across the 9th ward of New Orleans, Louisiana in rebuilding the homes of those who were displaced and left with nothing after Hurricane Katrina in 2005. Installed new vinyl flooring in to residences, painted trim and spackled drywall throughout the home.
PROJECT SUBMITTAL FORM

TITLE OF PROJECT (IF ANY): Microhood: A Creative Co-Living Community

STUDENT NAME: Francene Ray

ADDRESS: 155 McGraw St. Seattle, WA 98109

PHONE: 206-550-0875 EMAIL: ray7494@vandals.uidaho.edu

COLLEGE NAME: University of Idaho GPA: 3.5

COLLEGE ADDRESS: 709 S Deakin St. Moscow, ID 83843

MAJOR: Bachelor of Interior Design YEAR IN SCHOOL: [ ] junior [ ] senior [ ] graduate program

ANTICIPATED GRADUATION (month/year): 05/2017 WAS THIS A CLASS PROJECT? [ ] Yes [ ] No

SUBMITTAL REQUIREMENTS: Submit all items in (1) PDF file:
- Rapid visualization/sketches of concept (actual and/or virtual)
- Conceptual floor & reflected ceiling plans
- Conceptual interior elevations: essential walls only, to communicate important elements of the design concept. Note: the communication of your concept should be active rather than static. Using rapid visualizations and perspectives are the preferred method of communicating your story. This is a “story board” project – please strive to keep your presentation dynamic!
- Finish plans & finish schedule for all areas presented in their design concept
- FF&E floor plans and specifications, including art and artifacts
- Millwork design, lighting schedule and specifications – essential elements only as needed to communicate concept
- Student should include signage, menu design and other graphic elements as they are related to their concept/design
- Index of Green Sources/Plans/Spes
- A budget is not required for this project so have fun!
- Actual work may be completely created virtually and submitted in this format or actual work may be photographed and submitted digitally
- Bibliography
- Submit below items in (1) PDF file:
  - Design Intent narrative – max 500 word essay describing their design intent and project description
  - Short Biography about student
  - Student Resume
  - NEWH Project Submittal Form
  - Optional: 10 minute video presentation of your concept
  - Headshot & Project Images (only if selected as the winner – submit in separate JPG files)

I certify that this submission is my original work and that it does not infringe on the intellectual property rights of any third party and all information is true and accurate. I understand that if NEWH, Inc. learns that any information included in this application is false, this application will not be considered. I understand that I retain the copyright in these documents and this design, but I irrevocably grant a perpetual, royalty-free license to NEWH, Inc. and NEWH Sustainable Hospitality, to use this entry, either partially or in its entirety in future marketing materials or promotions. Failure to use photographic images of myself taken in the course of this competition including my submitted headshot and biographical information. I understand that applications and electronic submitted materials will not be returned to me. I also agree to supply any part of my original work on this submission if requested by the judging committee. Costs of shipping/insurance, etc. are to be borne by me. I hold NEWH, Inc. completely harmless as to the loss or damage of any submission made by me for this competition. I verify that I am a currently enrolled student and will have current eligible debt for tuition, books, supplies or other related educational needs insured by myself only at time of the scholarship award in May 2017. If chosen as a winner and I do not have the stated eligible debt at time of award the funds will be awarded to my college interior design program. I understand awarded scholarships will be sent in and directly distributed through the winning student’s school. I also understand that if a winning graduate student is not selected by the panel of judges, the scholarship award will go to the INTERIOR DESIGN PROGRAM of the winning undergraduate student’s school, and vice versa. The winning program may utilize the award to expand the educational needs or materials of the design studio. I understand the winning student’s school representatives must be able to attend the award presentation May 3, 2017 in Las Vegas with travel and 1-night lodging provided.

WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT: If I receive a Scholarship award, including the opportunity to attend a scholarship awards event ("the Event"), I hereby release, waive, discharge and covenant not to sue NEWH, Inc., its Chapters, officials, officers, directors, agents and employees (hereinafter referred to as “competition participants”) from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or relating to any loss, damage or injury, including death, that may be sustained by me, or to any property belonging to me, whether caused by the negligence of the competition participants, or otherwise, while participating in the Event, or while in, or upon the premises where the Event is being conducted, while in transit to or from the premises, or in any place or places connected with the Event.

STUDENT SIGNATURE: Francene Ray DATE: 12/12/16
THANKS YOU