Re-purposing a Dead Mall into an Art and Innovation Center

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Dead mall: A mall with a high vacancy rate, low consumer traffic, or dated/deteriorating in some manner. A dead mall could further be considered one having an occupancy rate in slow or steady decline of 70% or less.

Purpose: Positively affect the initial experience of visitors when entering the building. The waiting area provides an open space for gathering, waiting or relaxing, as well as a place for small groups to meet. The reception counter serves to welcome visitors, provide information, and register artists into the program.

Color: Features neutral and yellow colors to create a happy, welcoming space.

Scope: Reception desk (ADA), branding, seating, collaboration area, entrance to management offices.


Scope: The program creates a happy, welcoming space for gathering, waiting or relaxing, as well as a place for small groups to meet. The reception counter serves to welcome visitors, provide information, and register artists into the program. The seating area provides an open experience of visitors when entering the building. The seating area provides an open experience of visitors when entering the building.

Project Directions:

The Art and Innovation Center is a facility designed to bring together artistic individuals and create a large co-working community to stimulate creation. By bringing artists of different trades together and providing an environment for them that has the necessary materials, inspiration, and support, each member has the opportunity to grow in potential. Not only is this an environment in which to create, but the opportunity to buy creations from the artists directly at the site.

Goals:
- Become a destination for people outside the space into community colleges, community centers, multi-family apartment complexes, and greenhouses. Anchor stores can be re-purposed to be fitness centers, churches, and medical centers. Some have been successful, some not.
- Make the malls attractive to younger generations.
- Positively affect the initial experience of visitors when entering the building.

New Design Includes:

- Cafe
- Bar
- Recreations
- Classrooms
- Garage Rooms
- Lecture Halls
- Studio Entries
- Studios
- Lounge
- Bath Rooms
- Kitchens

- Includes and innovation spaces reinforce the power of physical place, community, and experience in an increasingly digital world. Where traditional jobs are ending and new professional solutions are empowering people to create their own career path. — Garber

Collaboration Lounge

- Purpose: A lounge doubling as a collaboration space, outfitted with a variety of different group settings. Located adjacent to the food court to allow for close proximity to the bustle of foot traffic.
- Scope: collaboration privacy pods, high-top counters, sofa arrangements, booths, garage collaboration rooms.
- Design goals: Visual complexity is a desired aspect of a workspace and can be achieved a variety of different ways including: putting a simple layout on a diagonal axis, curving paths or hinting at something interesting just out of eyesight to keep people curious, taking simple elements like walls and making them something noteworthy, and being daring with selection choices.
- Color: Multicolored in order to signify the power of collaboration between the artists from the different studios. The controlled choice of the upholstery stimulates creativity and energy, while the simple walls help ground the individual aspect of a workspace and can be achieved a variety of different ways including: putting a simple layout on a diagonal axis, curving paths or hinting at something interesting just out of eyesight to keep people curious, taking simple elements like walls and making them something noteworthy, and being daring with selection choices.
- Materials: Perforated wood room divider wall, wood beams suspended on acoustical ceiling. Colorful, patterned upholstery covering various furniture pieces.

Dead mall:

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Color: Features neutral and yellow colors to create a happy, welcoming space.

Scope: Reception desk (ADA), branding, seating, collaboration area, entrance to management offices.

Materials: Polished concrete floor, concrete reception desk with solid surface countertop.
Site of Renovation: West Oaks Mall

- 9401 W Colonial Dr. Ocoee, Florida 34761
- About a 15 minute drive from downtown Orlando
- 7 colleges/universities (with over 2000 students) within 21 miles of Ocoee
- 1.1 million sqft. indoor mall

Existing Mall Components:

- 115 Tenant Spaces
- Lots of Parking
- 14 Screen Cinema
- Skylight Along Corridors
- Food Court
- Anchor Stores

Purpose:
Create an experience in the travel, not just the destination. Encourage visitors down the hallway, incorporate unique in-between spaces.

Scope:
Studio entries that lead through a glassed-in area ideal for observing creation of art within the studio. The door to the studio itself is near the rear, adjacent to lockers for artists’ personal possessions. Kitchens, rest rooms, egress corridors find their entrances leading out to the corridor. A bar is located at the far south end of the mall in the center of the corridor.

Design goals:
Adapt the corridor from the stereotypical mall corridor into something fresh, new, and innovative. Hanging glass waves create movement in the corridor, creating flickering colored light and shadows. Sunlight makes workers happier and more alert, so the skylight is left exposed and enhanced. Geometric wallcovering pattern creates visual interest contrasting the simple monochrome studio entries.

Color:
Each studio has designated color. The studio can be easily located by following the corresponding color path from either corridor end.

Materials:
Polished concrete corridor, epoxy studio entry flooring, colored glass waves, vinyl wallcovering, wood custom organic bench.

Territories are important for individuals. Groups work better together if they feel like they have their personal space. Physical barriers often work to create these areas but visual changes can be just as accommodating (changes in color, etc.).