



MZ CHI.
Process Book

Summer Bray | Studio III | Professor Ernest B. Abuin | Winter 2019

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Phase I
Research & Analysis

CLIENT BRIEF:

Fair trade fashion brand run by a team of five women in the US that supports over 50 weavers in Oaxaca, weaving bags, rugs and backpacks.

MZ purpose: "to perpetuate the beautiful traditions of the Zapotec artisans by connecting them with socially conscious consumers around the globe"



FAIR TRADE TEXTILES *from* OAXACA, MEXICO

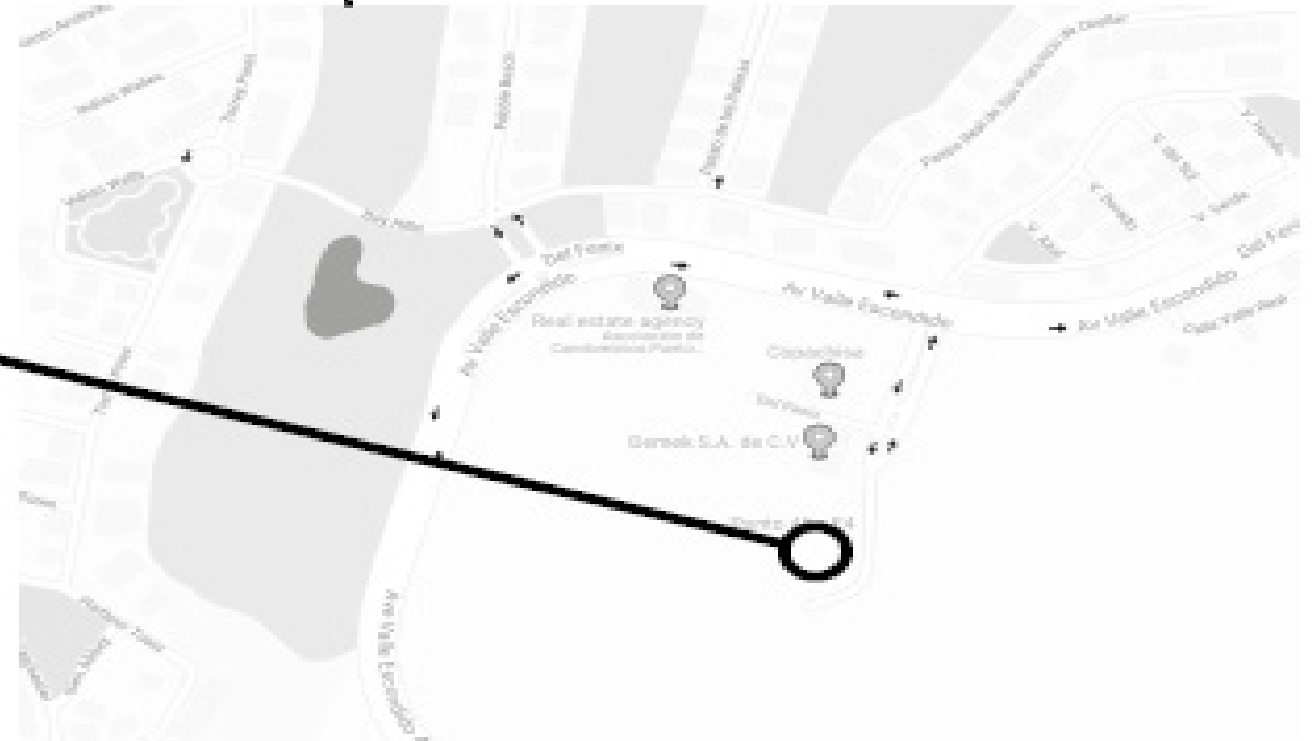
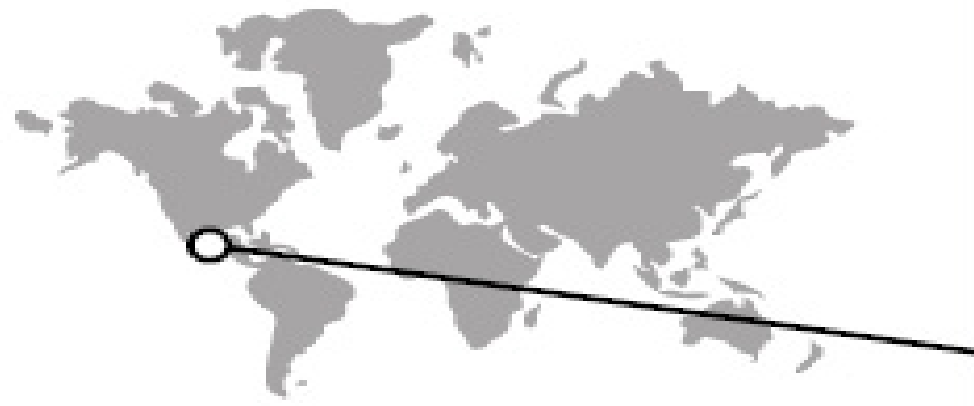
CLIENT HISTORY:

MZ Fair Trade was founded in 2009 after Shelley went to a small village in Oaxaca, Mexico, as a volunteer for a micro-finance program working with Zapotec indigenous artisans offering business classes to the female loan recipients. Their traditional craft is handwoven wool rugs with ancient patterns. Each family household compound had several looms where almost everyone worked on their designs. These beautiful rugs were piled up in stacks in every artisans home. The volunteers were there to teach the weavers money management skills problem was there was no market for their craft due to lack of tourism and over saturation, there was little money to be managed. Shelley's initial plan was to sell these rugs in the US and pay the artisans fair trade wages, in order to help the village grow and preserve the weaving craft. However, companies were already ordering rugs from the village at bottom dollar prices and selling in the US. Shelley then partnered with Liz Moffett and together they turned their focus to handbags. Receiving orders from boutiques, resorts, fair trade stores and western apparel stores, the challenge then became one of production to keep up with the orders.

OAXACA HEADQUARTERS:

Designers work with the weavers - incorporate traditional handwoven tribal designs with modern styles, unique, well crafted products





VALLE ESCONDIDO 5700-501, CENTRO EJECUTIVO, VALLE DEL ANGEL, 31125 CHIHUAHUA, CHIH., MEXICO

- The site is located in a semi remote area off of the Av Valle Escondido, that looks out onto the Valle Del Angel. The north and south of the site are mostly residential areas. North east and south east of the site are many retail and restaurant spaces, including two large malls. To the south east is a large industrial area.
- Northern State of Mexico (Mexico's largest state), borders Texas & New Mexico
- Elevated plains that slope downward to the Rio Grande
- Chihuahuan Desert dominates northeastern half of the state
- West- mountain range of the western Sierra Madre- high fertile valleys & deep canyons - heavy rainfall
- *Central - large pasturelands that support much of the livestock and agricultural fields in the region Dry and extreme climate- hot during day time and cold at night
- Leading producers of iron, lead, zinc, gold, silver, copper & other minerals
- Transportation hub- air, highway & railway links to central mexico & the US

HISTORY AND CULTURE

In precolonial times, Chihuahua was inhabited by nomadic and seminomadic indigenous peoples. In Mid-16th century, Spanish explorers arrived, these Indian groups began a long string of rebellions against the colonists that lasted several centuries. The Spanish established silver mines in the region, and Chihuahua became a center for trading. Under Spanish rule, Chihuahua along with Durango formed part of Nueva Vizcaya province. It was not separated from Durango until after Mexico's independence was achieved in 1823.

The state of Chihuahua also has among its customs the manufacture of handicrafts typical of the region and that are produced to a large extent in the Tarahumara mountain range.

It is impossible not to appreciate the work done with embossed leather, wooden masks, gold and goldsmiths and artistic ironworks.

The people are very loving and welcoming, they work hard, and celebrate very many traditions rather than Catholic traditions or traditional Mexican celebrations.



SURROUNDINGS

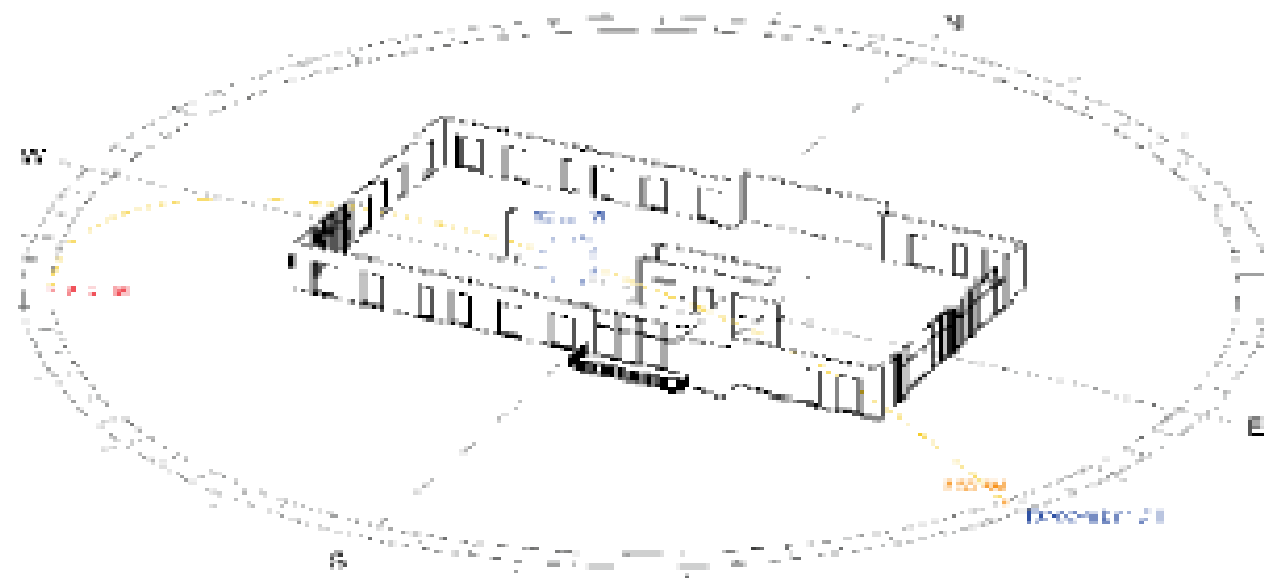
In a relatively quiet location, which reduced noise pollution. Located near a major highway perifer. De la juventud, making transportation to and from the site easier. This location will get mostly automobile traffic, and minimal to no pedestrian traffic.

The building has a large parking lot- great for employees and visitors.

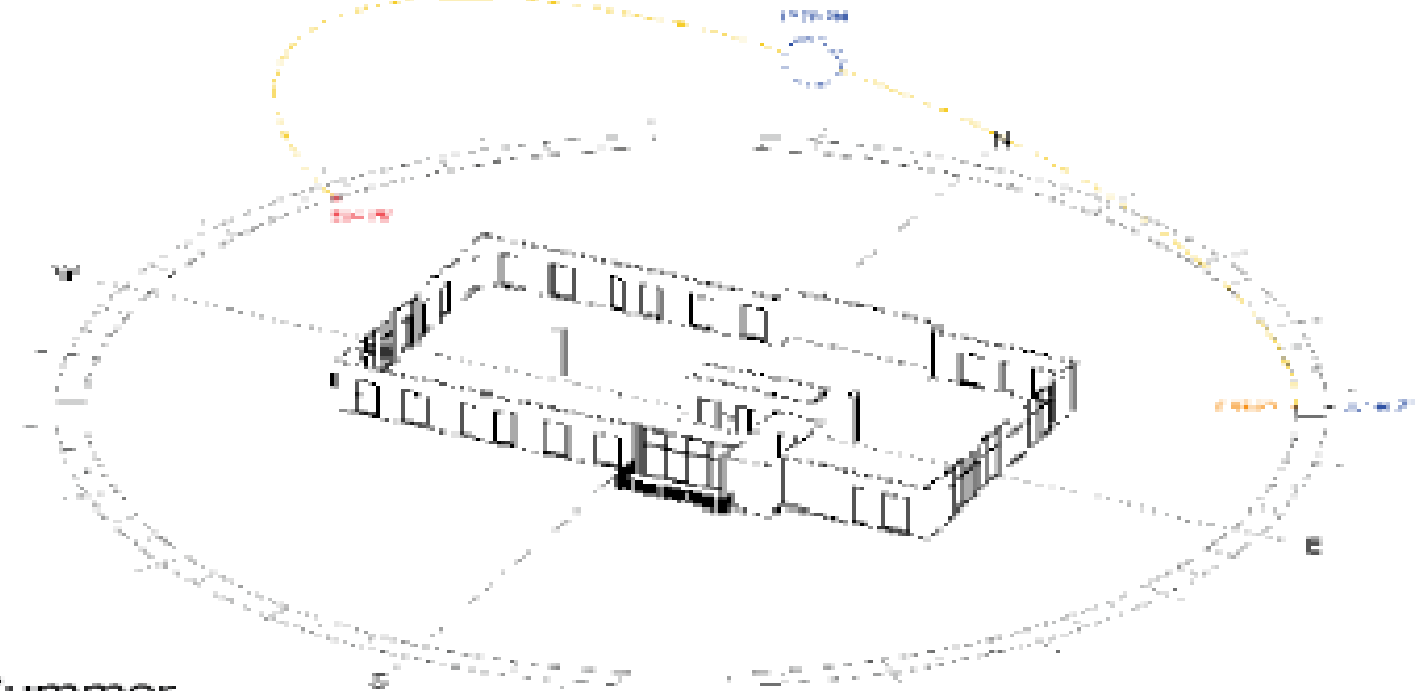


SEASONAL SUN PATH DIAGRAM

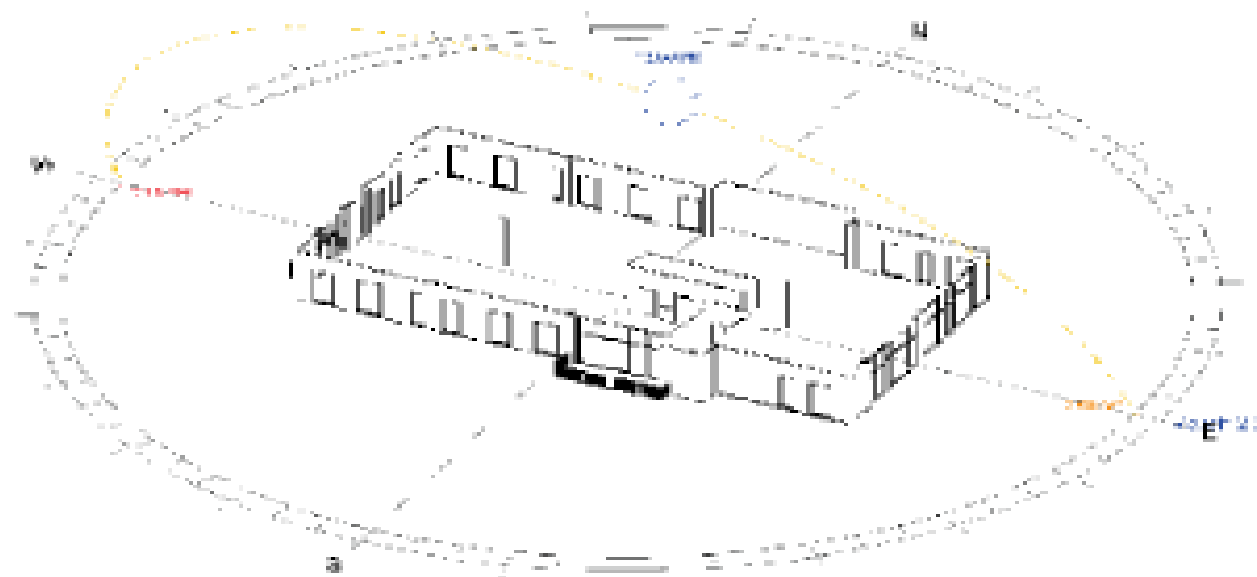
Vast number of windows on all sides allows for plenty of natural light to enter the space.
The south side of the building will receive the most sun exposure



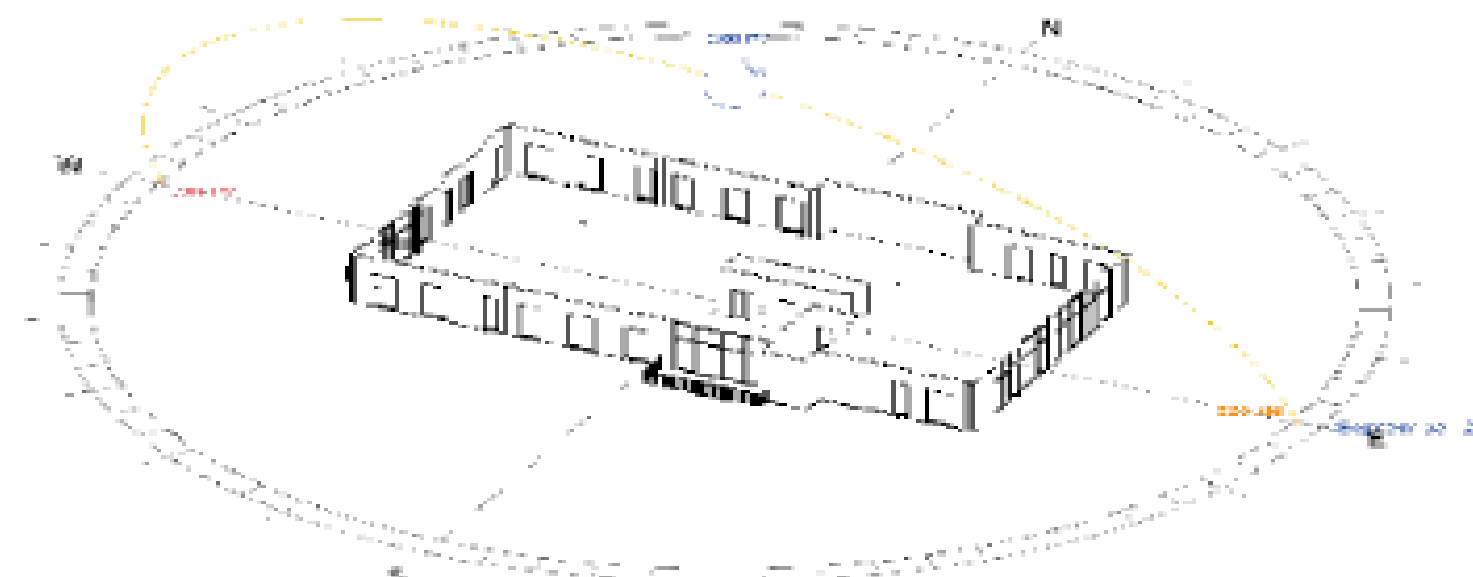
Winter



Summer

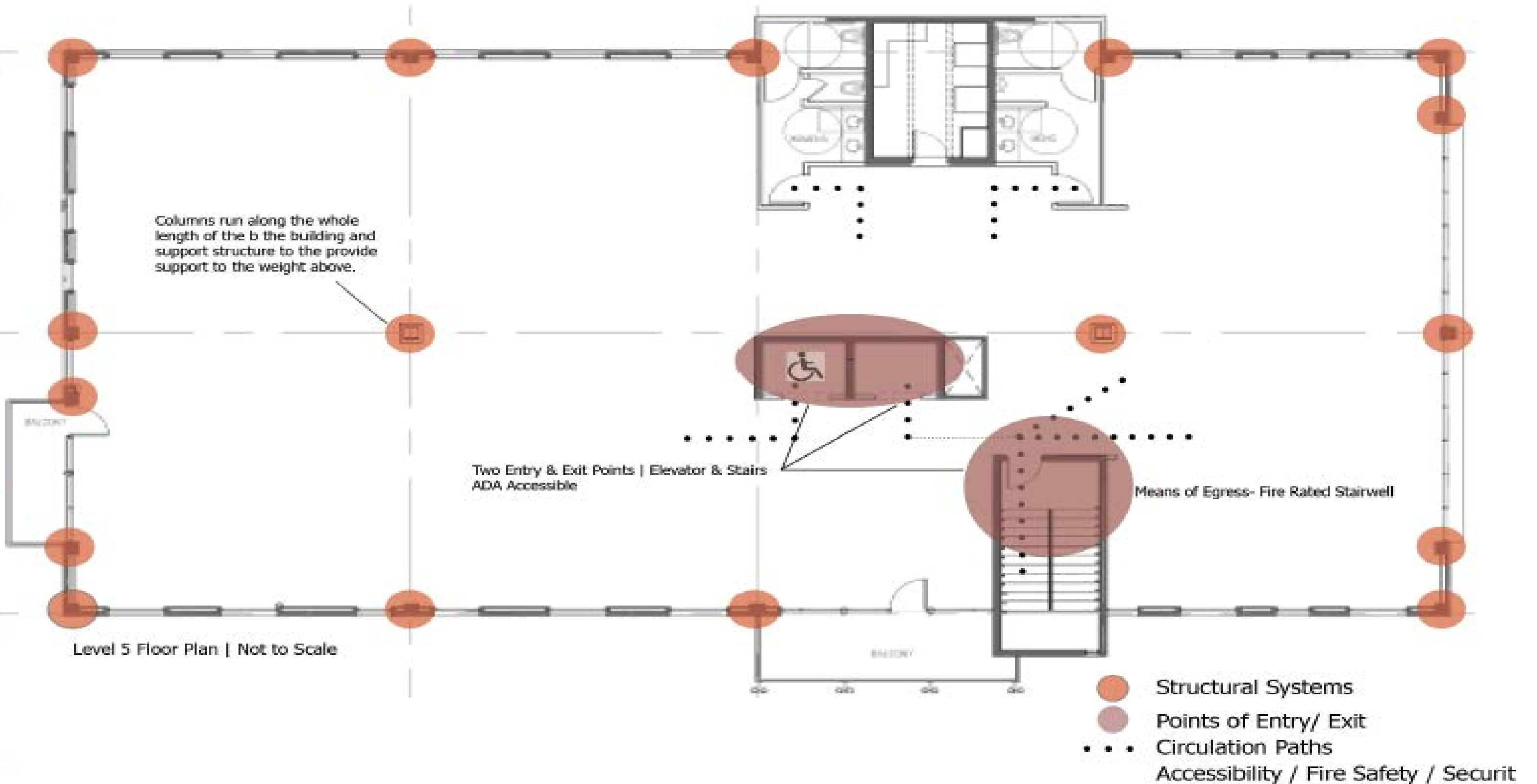


Spring

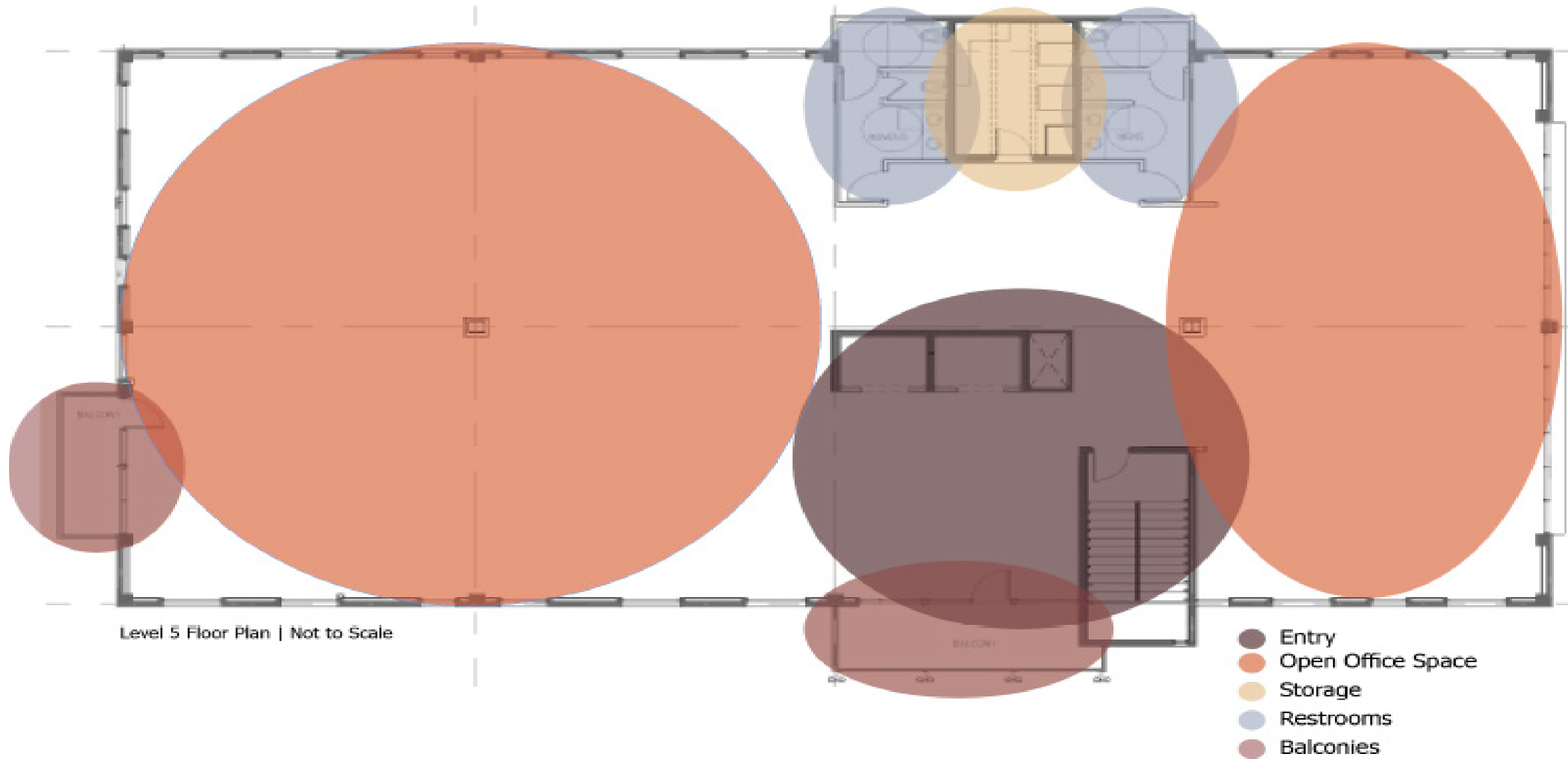


Fall

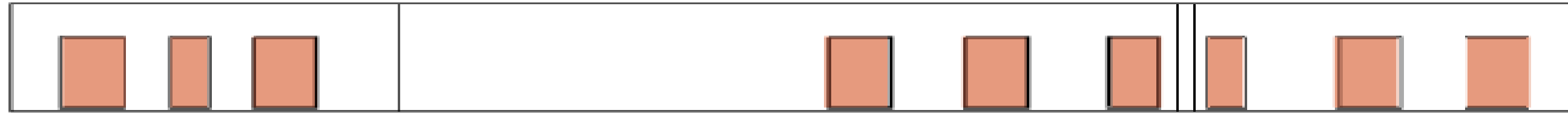
STRUCTURES AND CIRCULATION



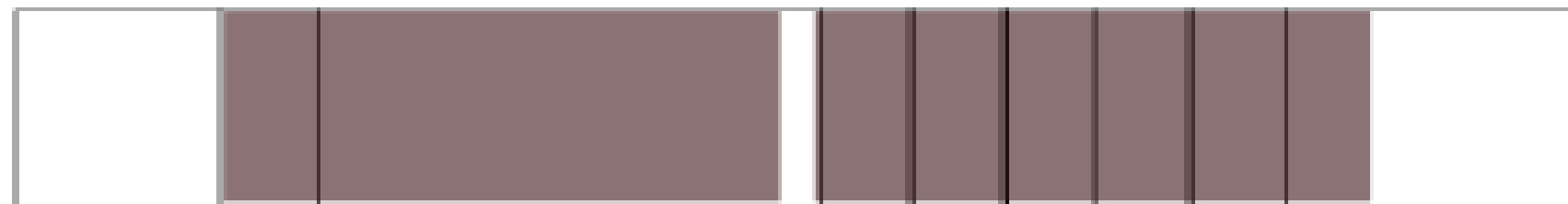
EXISTING SPACES



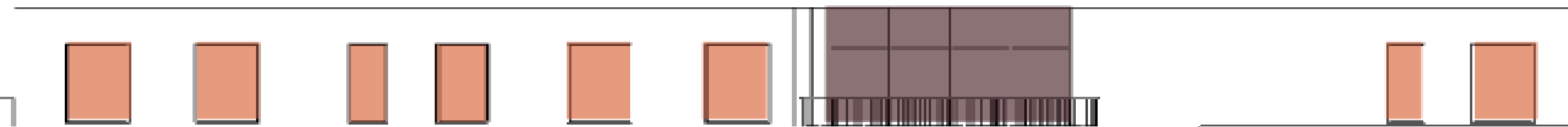
FENESTRATIONS | CEILING & WINDOW HEIGHT | HUMAN SCALE



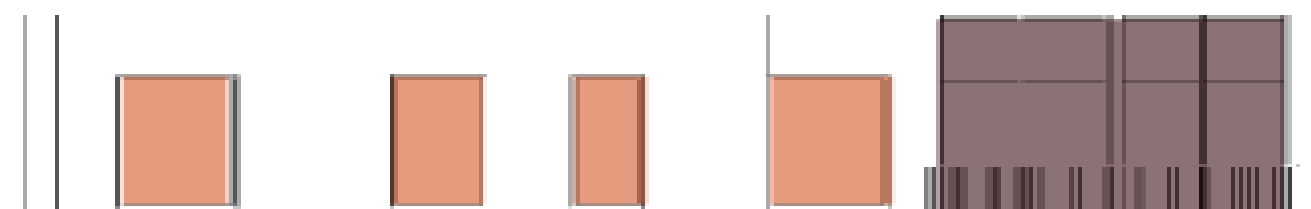
Level 5 North Elevation | Not to Scale



Level 5 East Elevation | Not to Scale



Level 5 South Elevation | Not to Scale



Level 5 West Elevation | Not to Scale



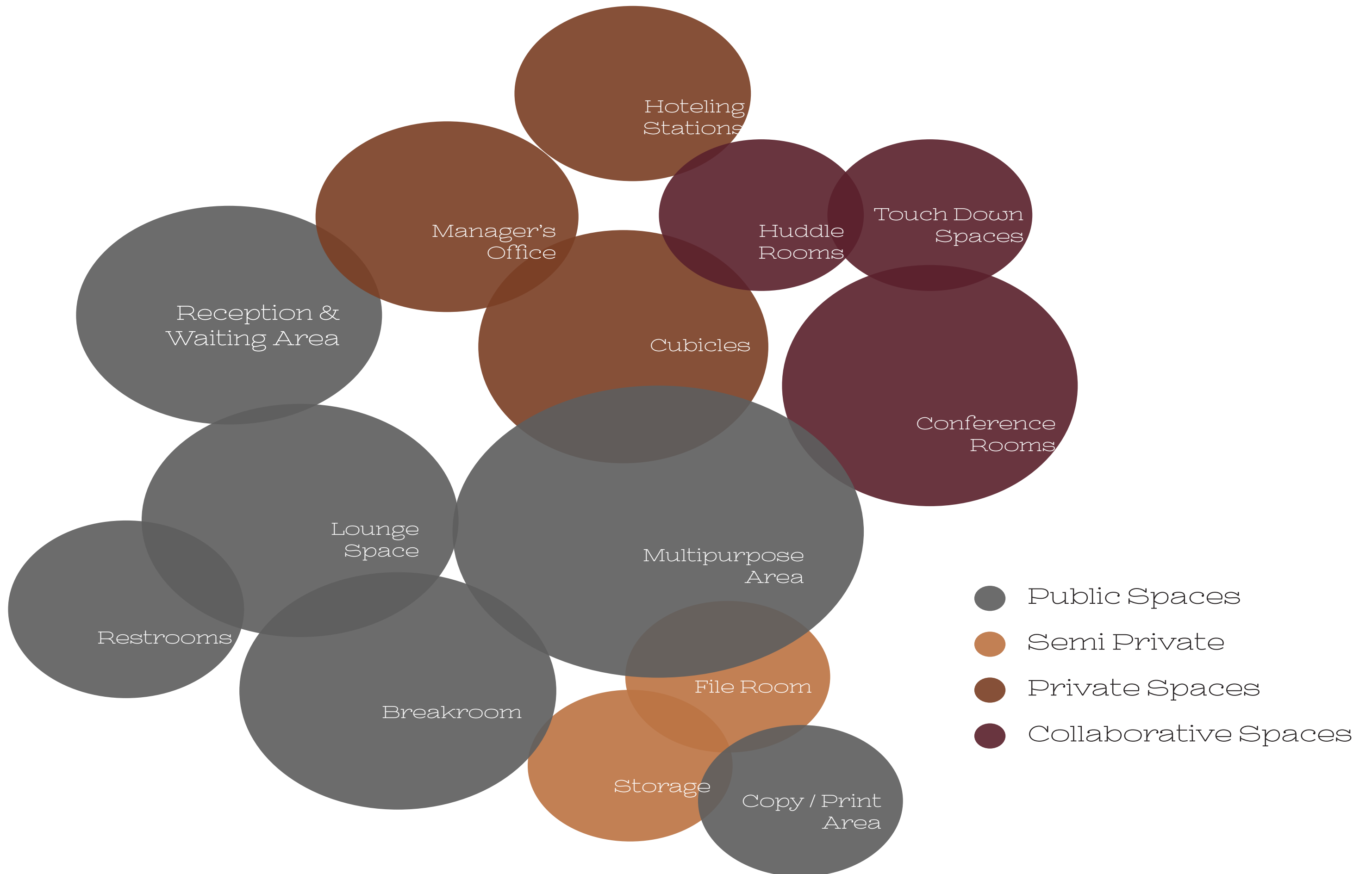
8' 4" Fixed Windows

Curtain Walls

Ceiling Height | 12' 4"

Window Height | 8' 4"

Human Scale | Shown as 6' 0"





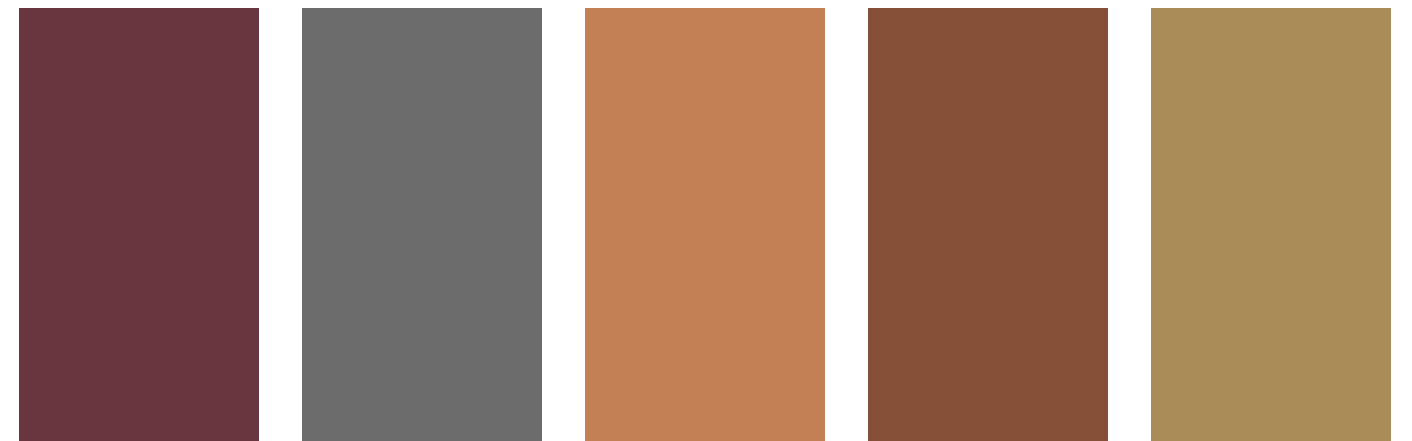
M Z FAIR TRADE TEXTILES COMPANY

NEW HEADQUARTERS LOCATION |
CHIHUAHUA, MEXICO

OAXACA - CHIHUAHUA

MZ CHI. represents the expansion of the MZ brand, to a new area, Chihuahua, Mexico. The logo is simple, representing the textile company in a clean and concise way. MZ CHI. interweaves ideas and aesthetics of old and new thought into a new brand- growth & emergence in the form of a new office.

A rich, ruddy palette of earth tones will be used throughout the space. The colors reflect the landscape of both where the new headquarters are as well as the homeland of the local textile artists. The palette also keep in theme with the fibers and dyes used in their products. The new MZ CHI. logo keeps a similar aesthetic to that of the original with its own signature look, and location





Phase II
Schematic Design Process



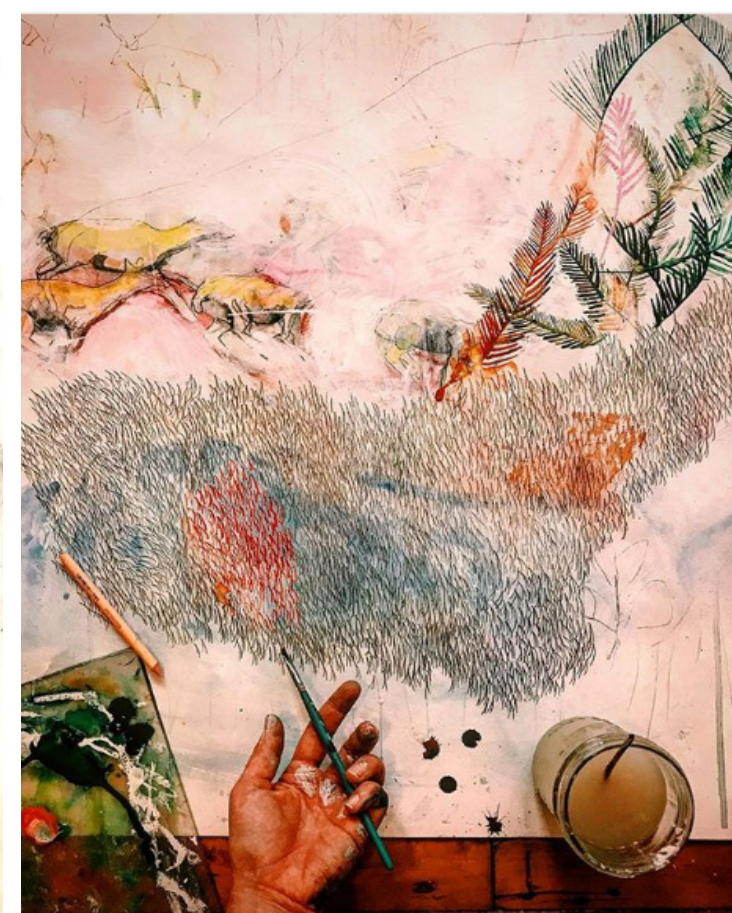
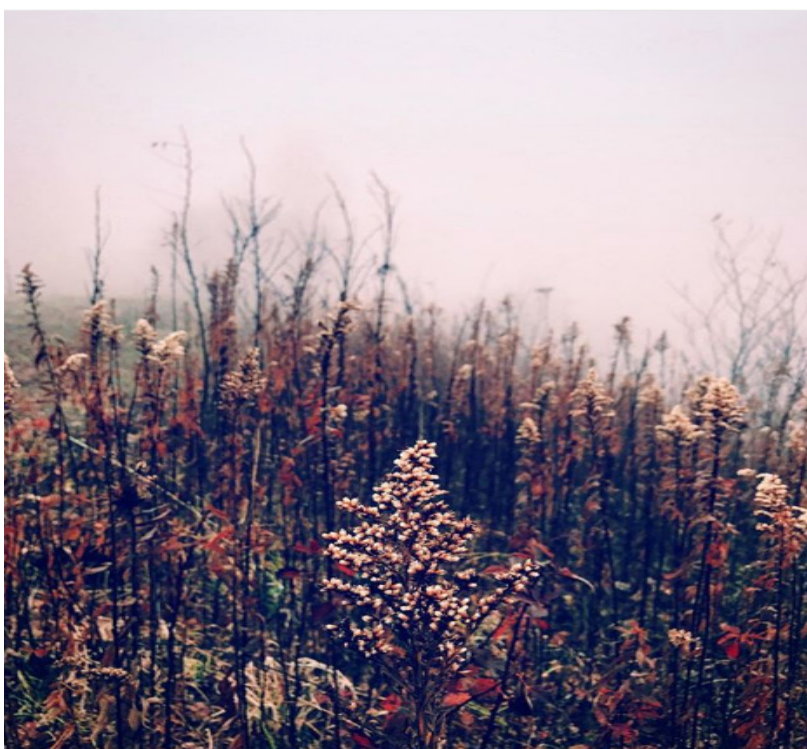
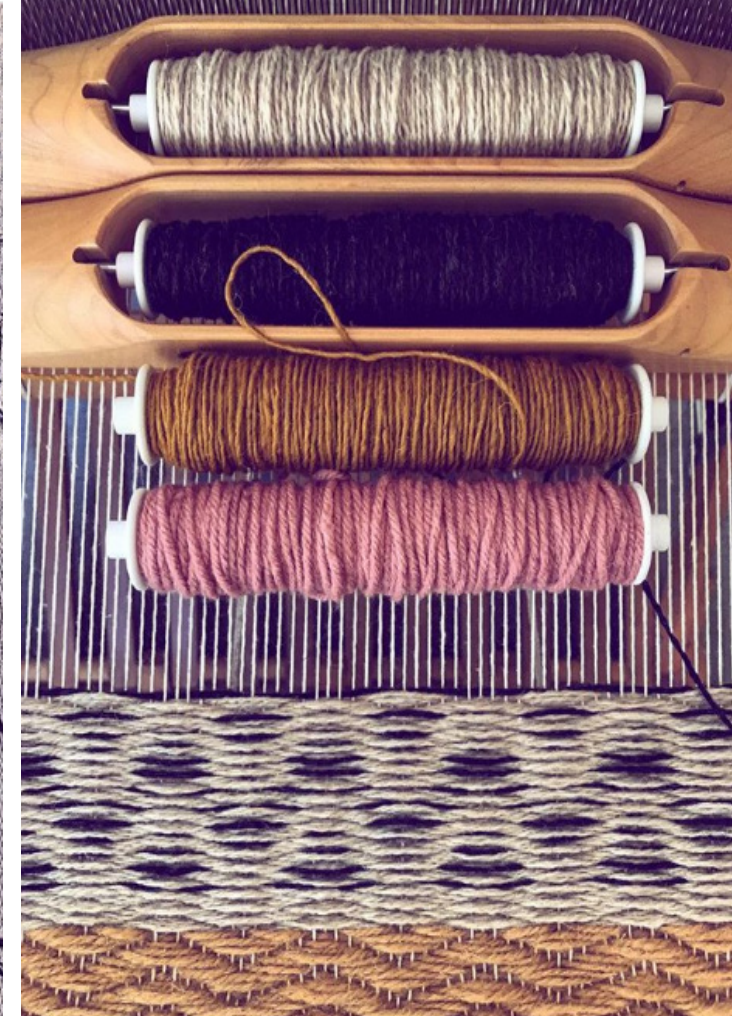
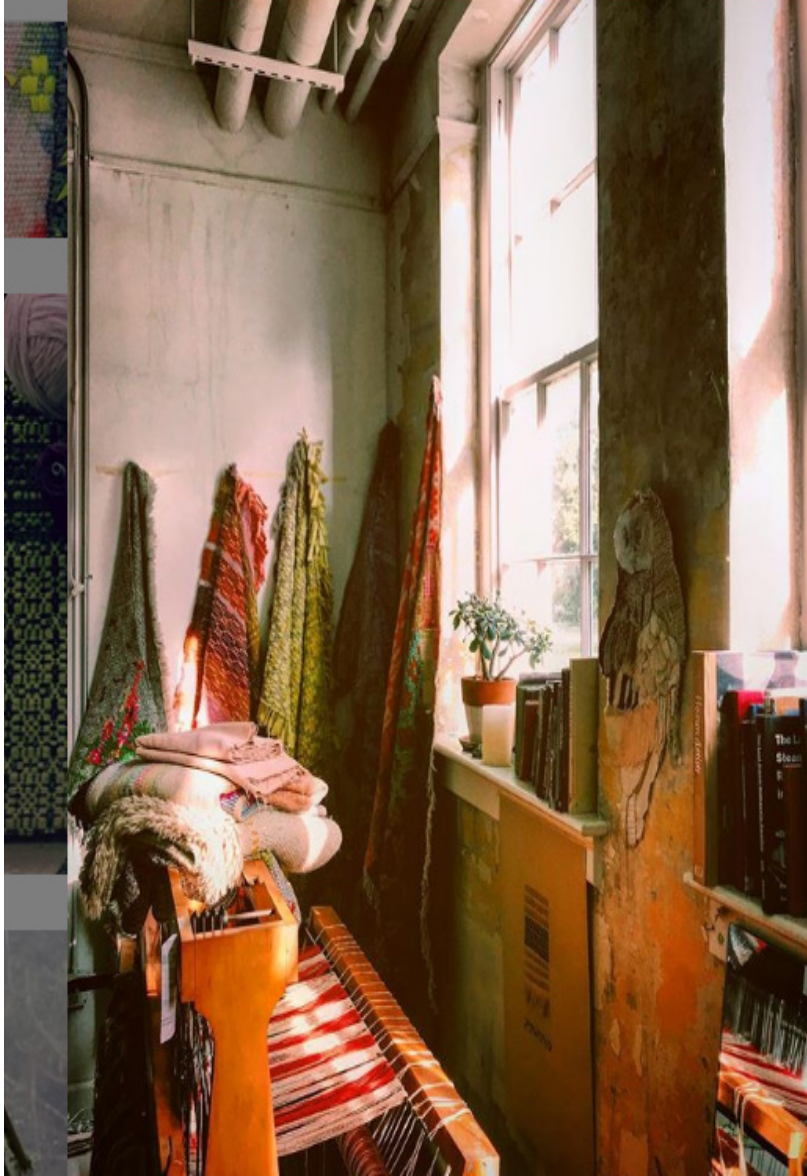
Metamorphosis - From Sheep to Store

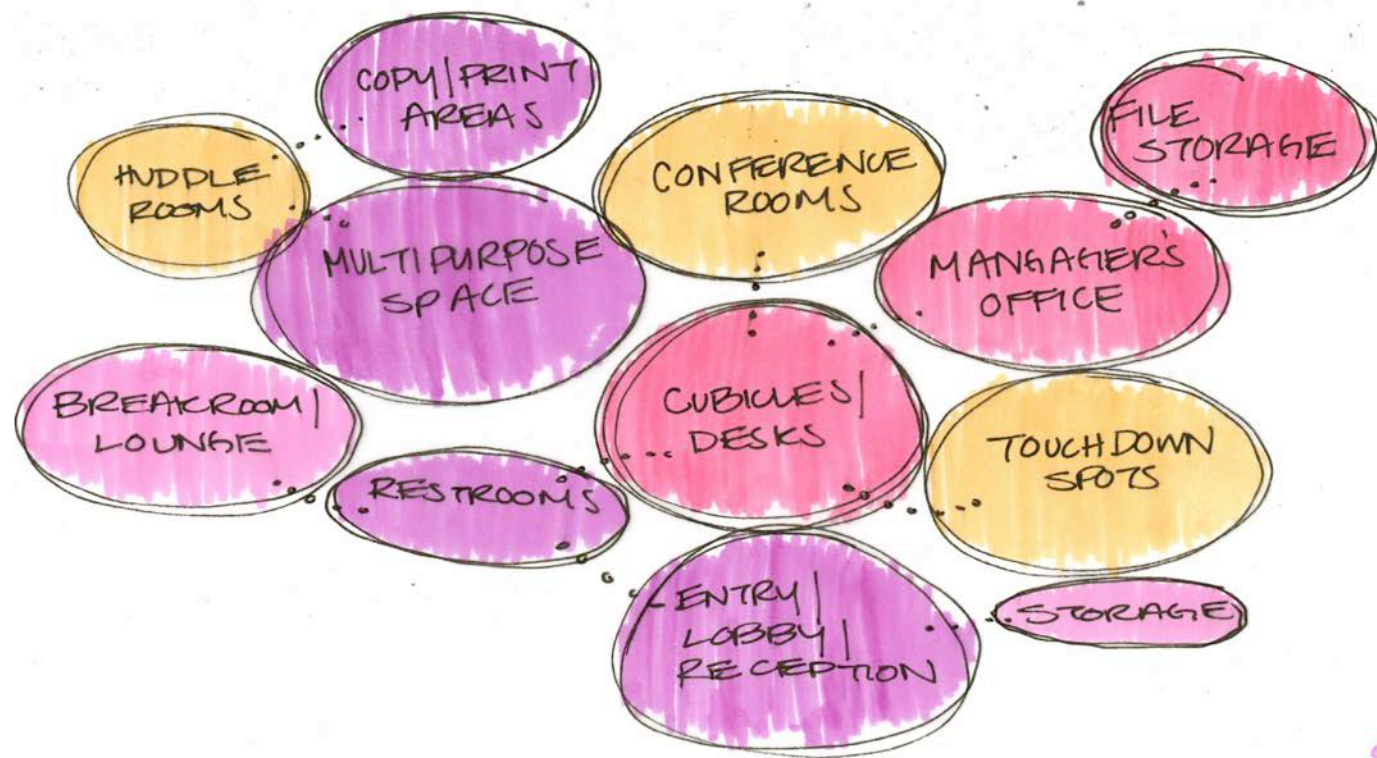
The metaphorical transformation of something simple to something complex. The MZ CHI headquarters are a physical embodiment of this transformative process. Through collaboration between local artisans of Oaxaca and the designers of MZ - a simple raw material is transformed into something complex and marketable. Every piece of the process is essential to the whole - like individual threads on a loom - interlocked together to form a larger being.



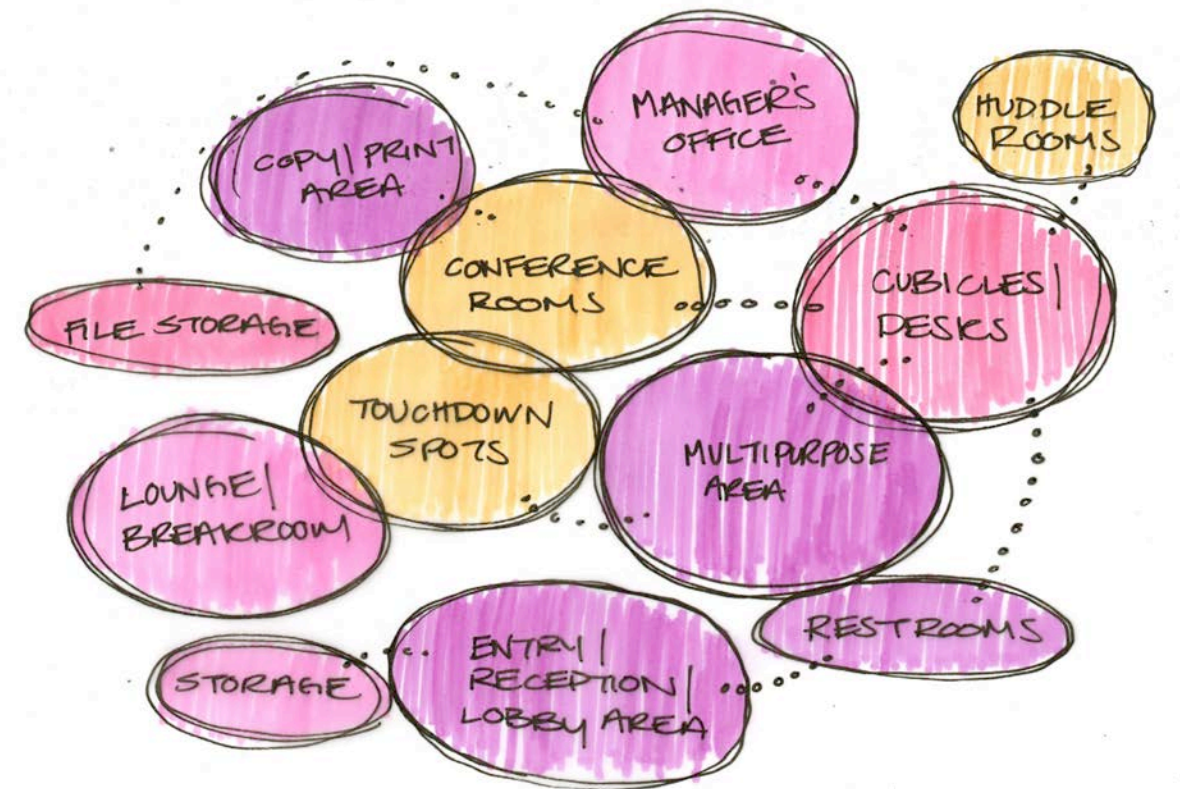
Organic to linear
Raw to man-made



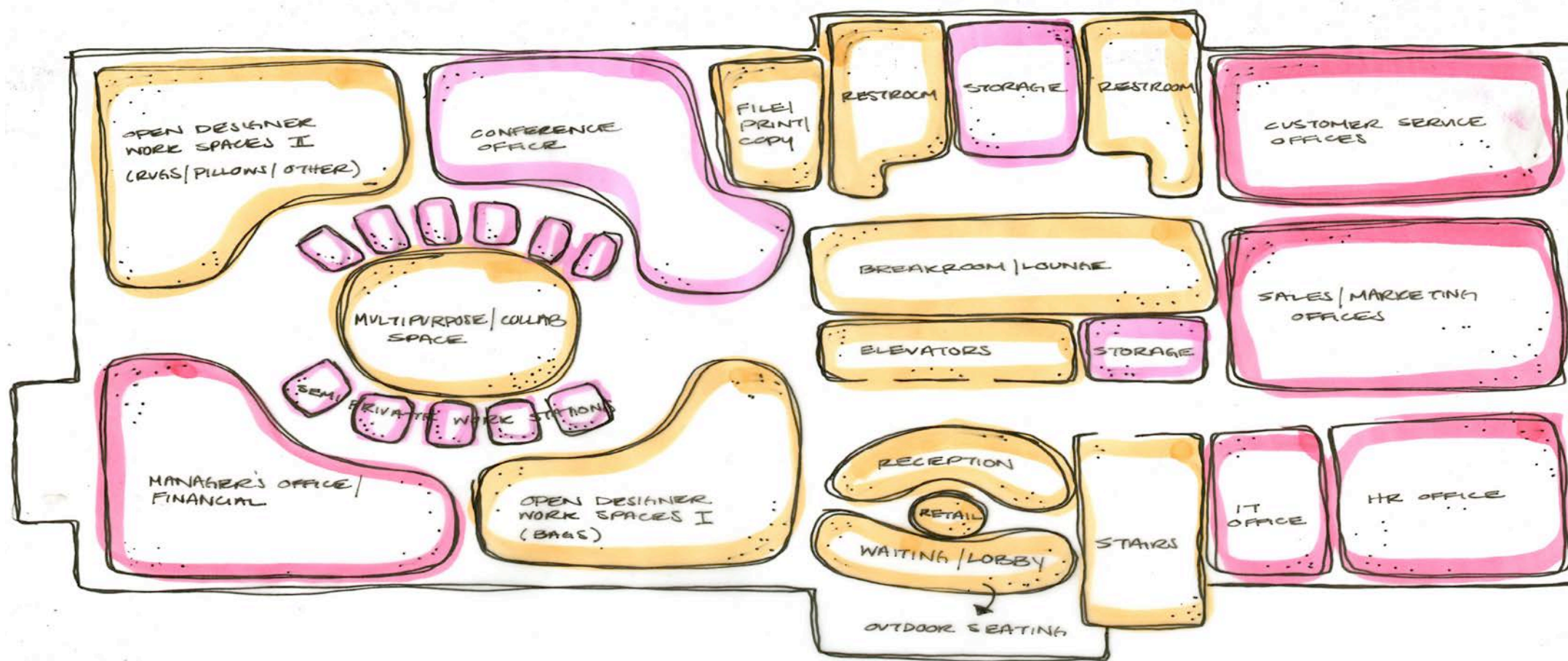




- PUBLIC
- SEMI PRIVATE
- PRIVATE
- COLLABORATIVE

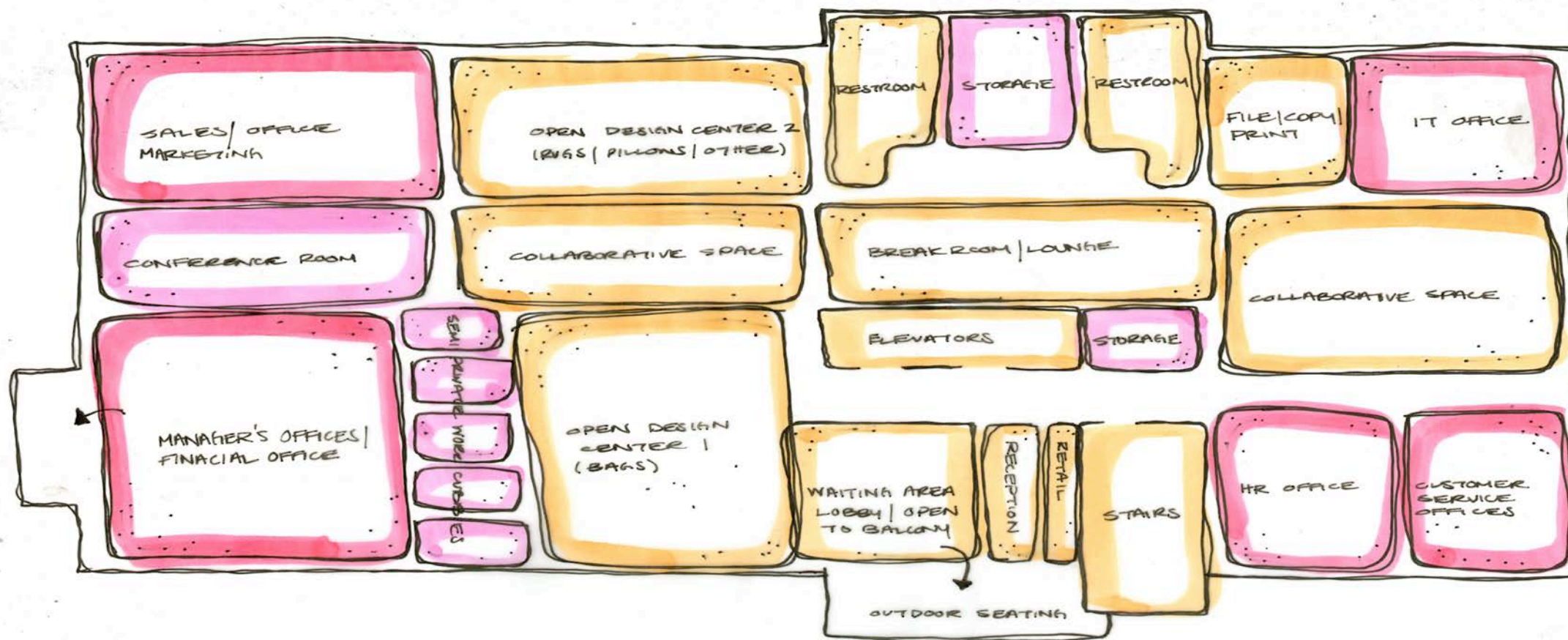


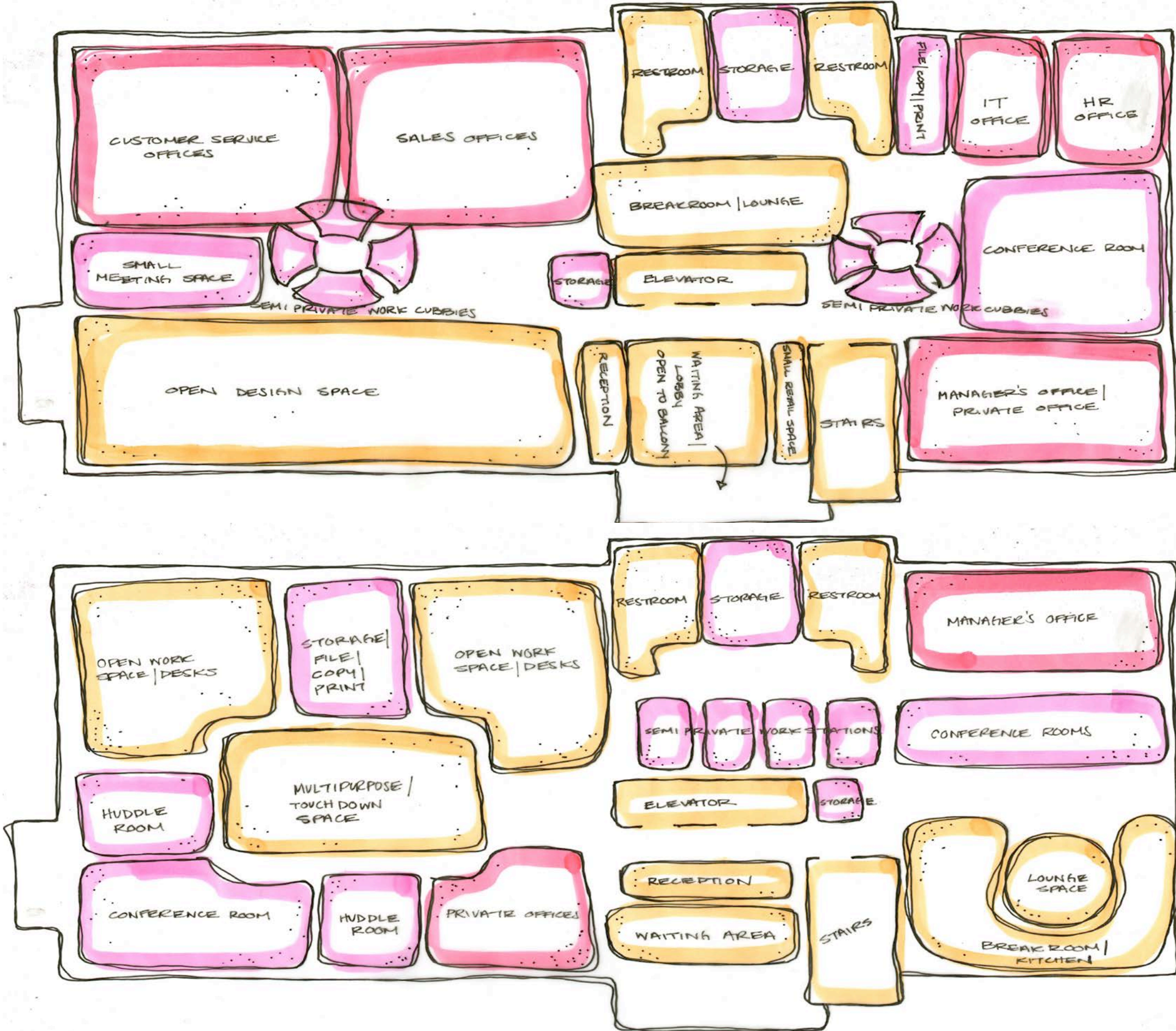
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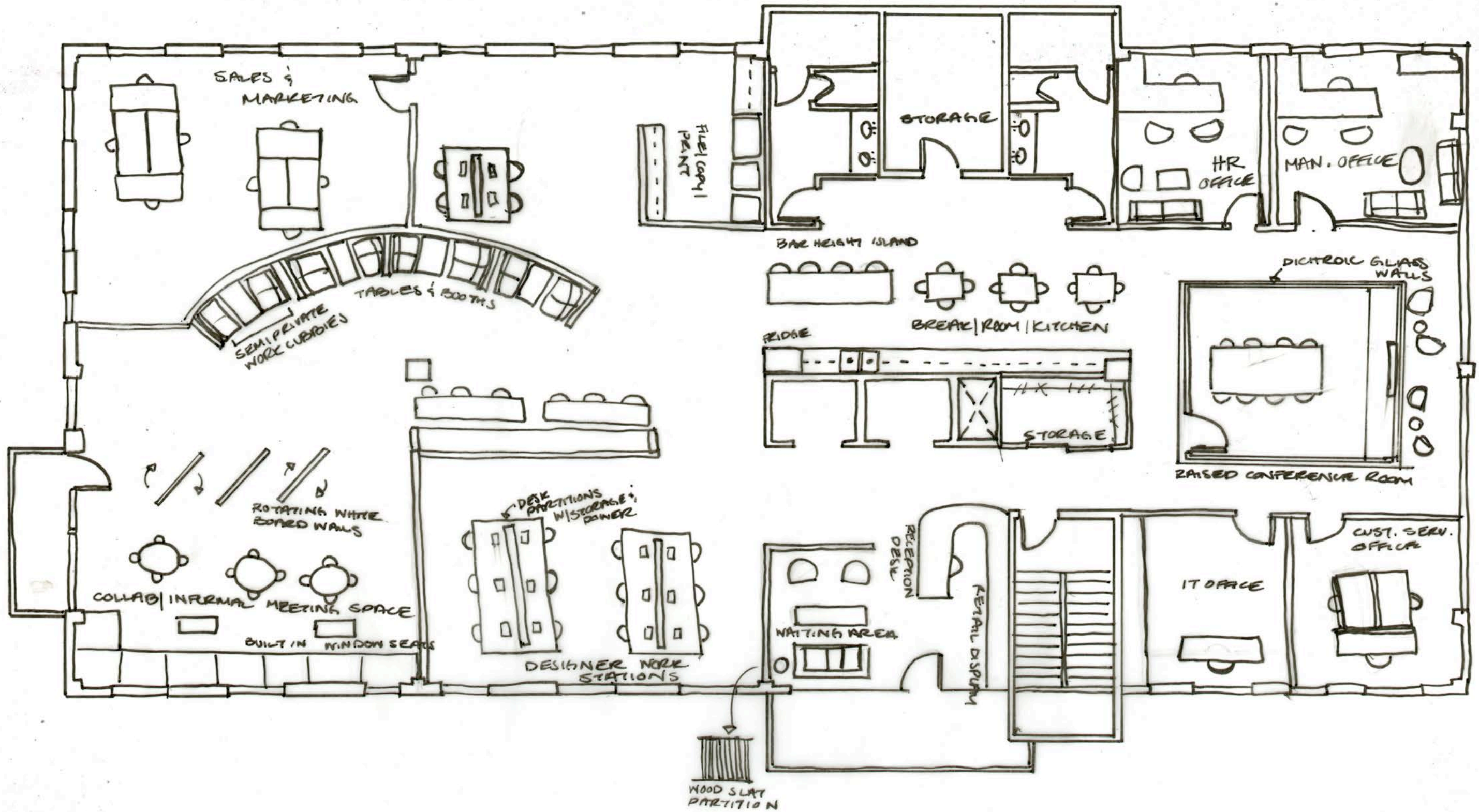


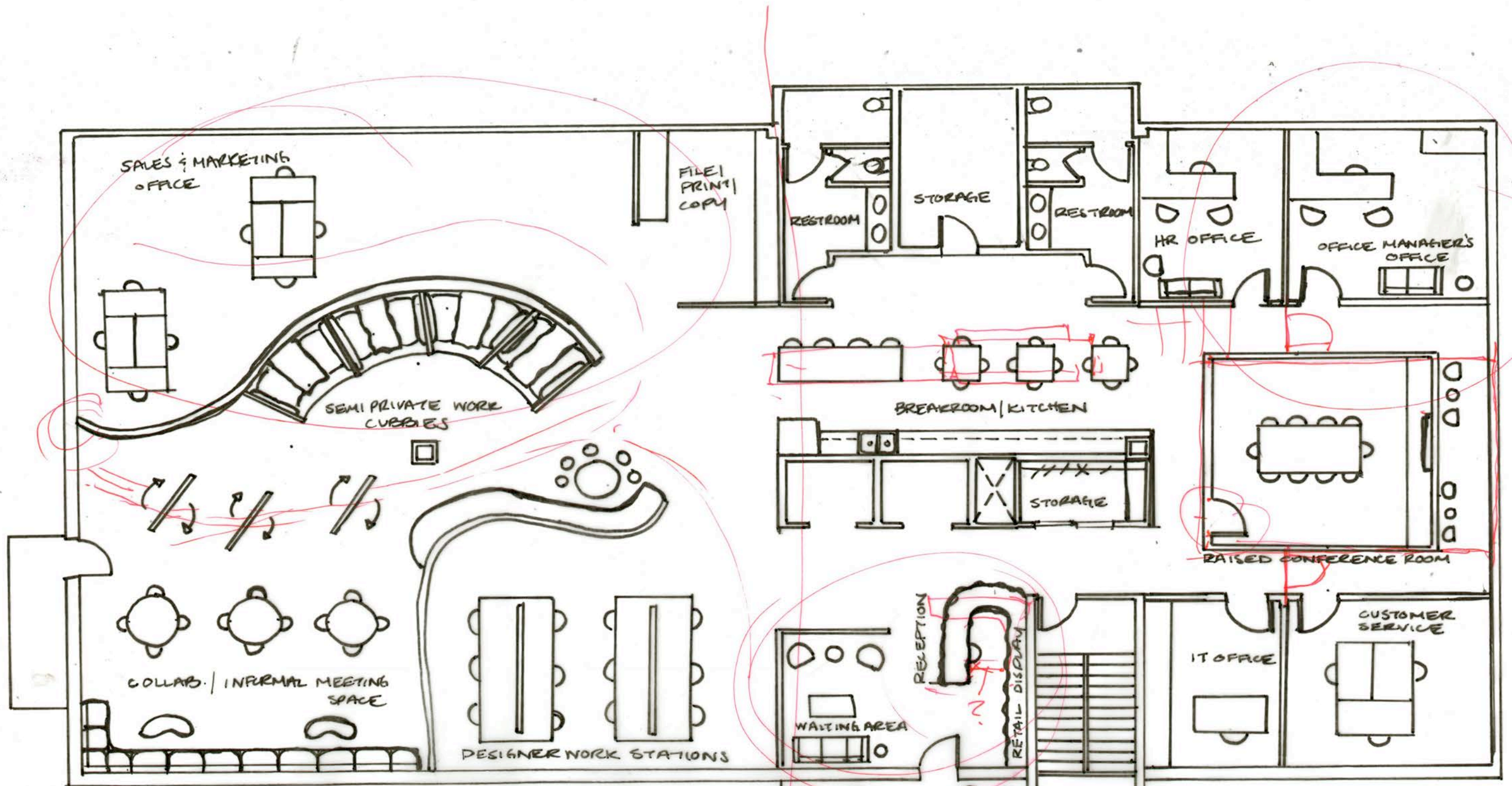
ORGANIC

LINEAR





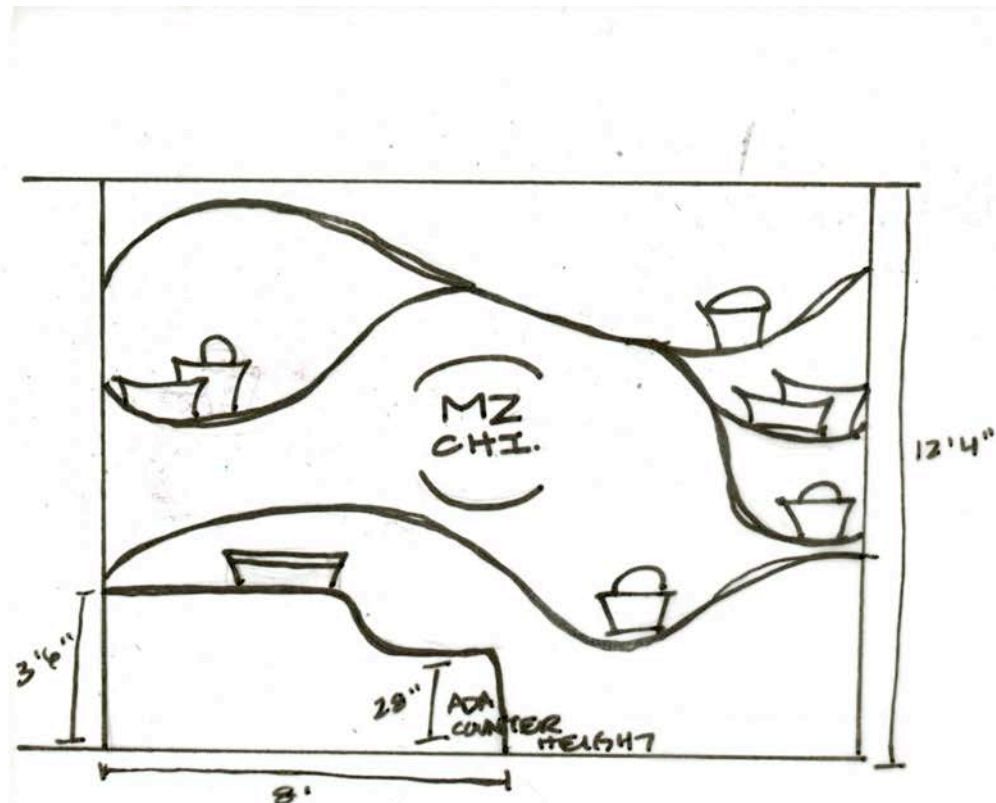




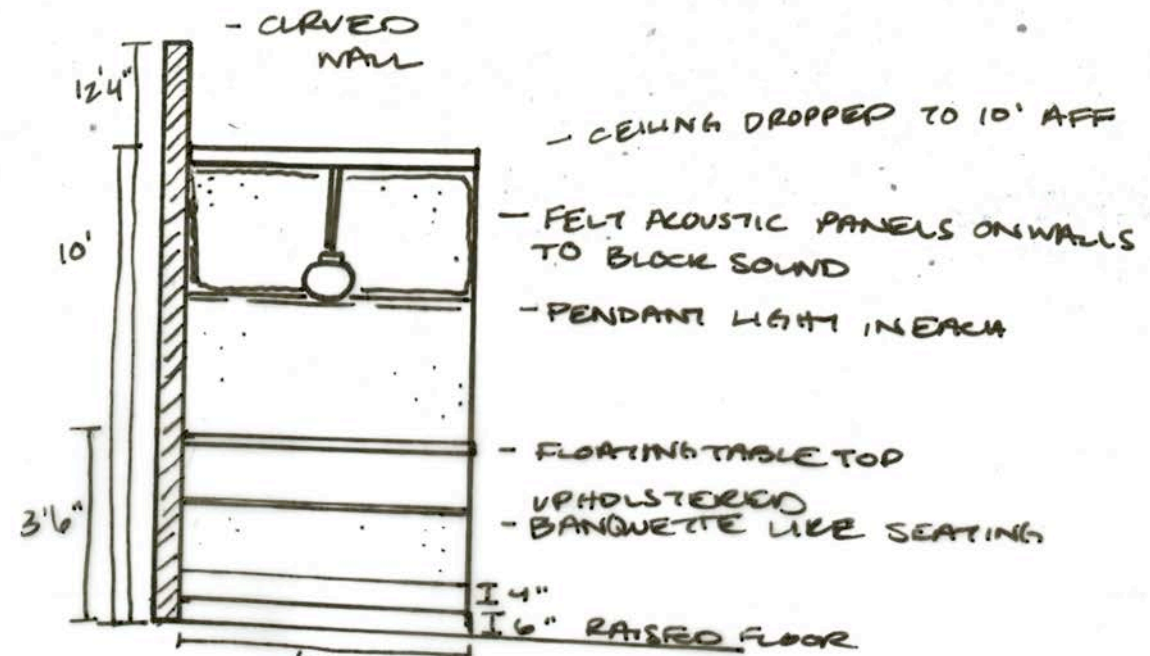
MADD Architects

ORGANIZ. STRUCTURE

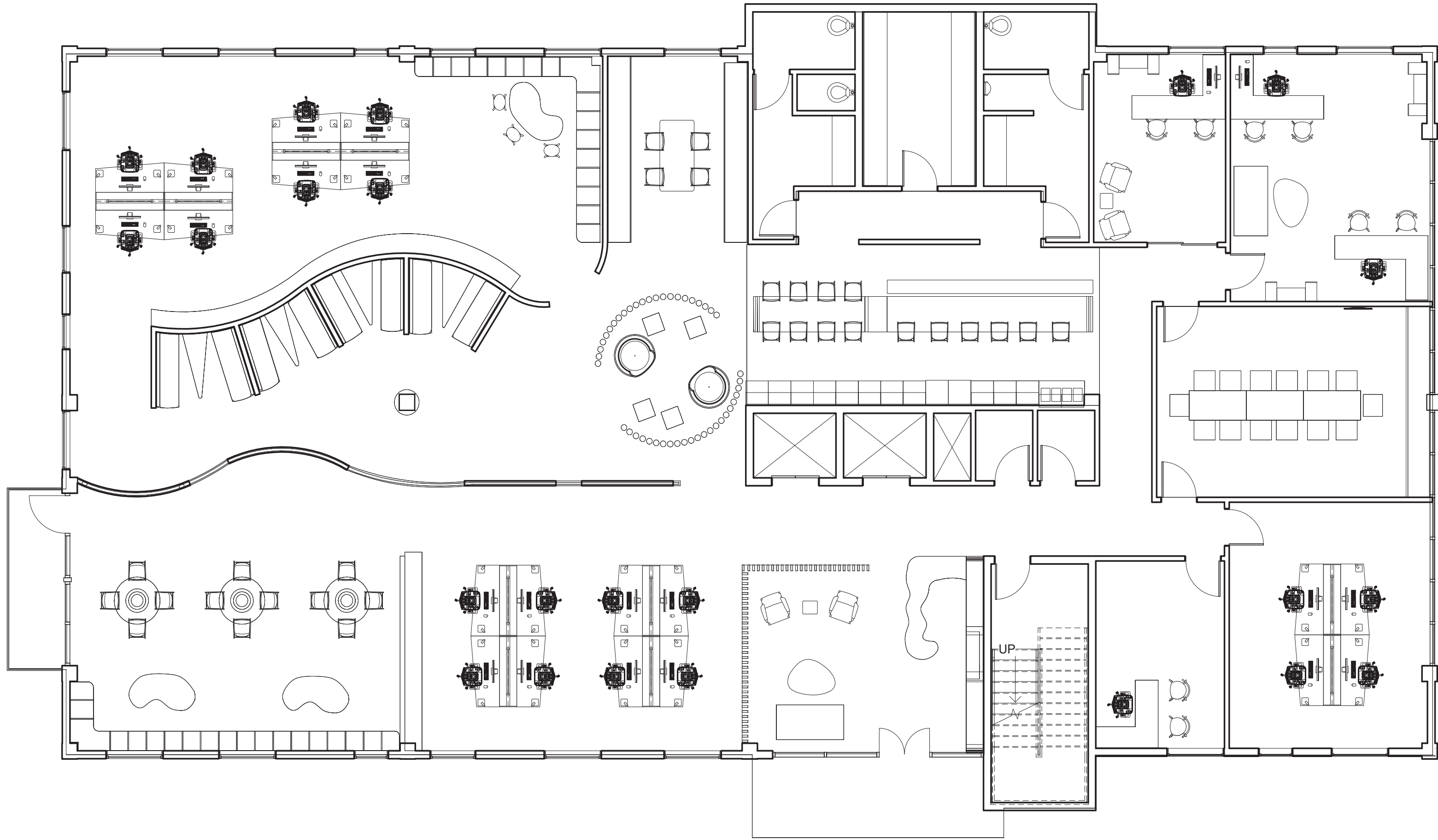
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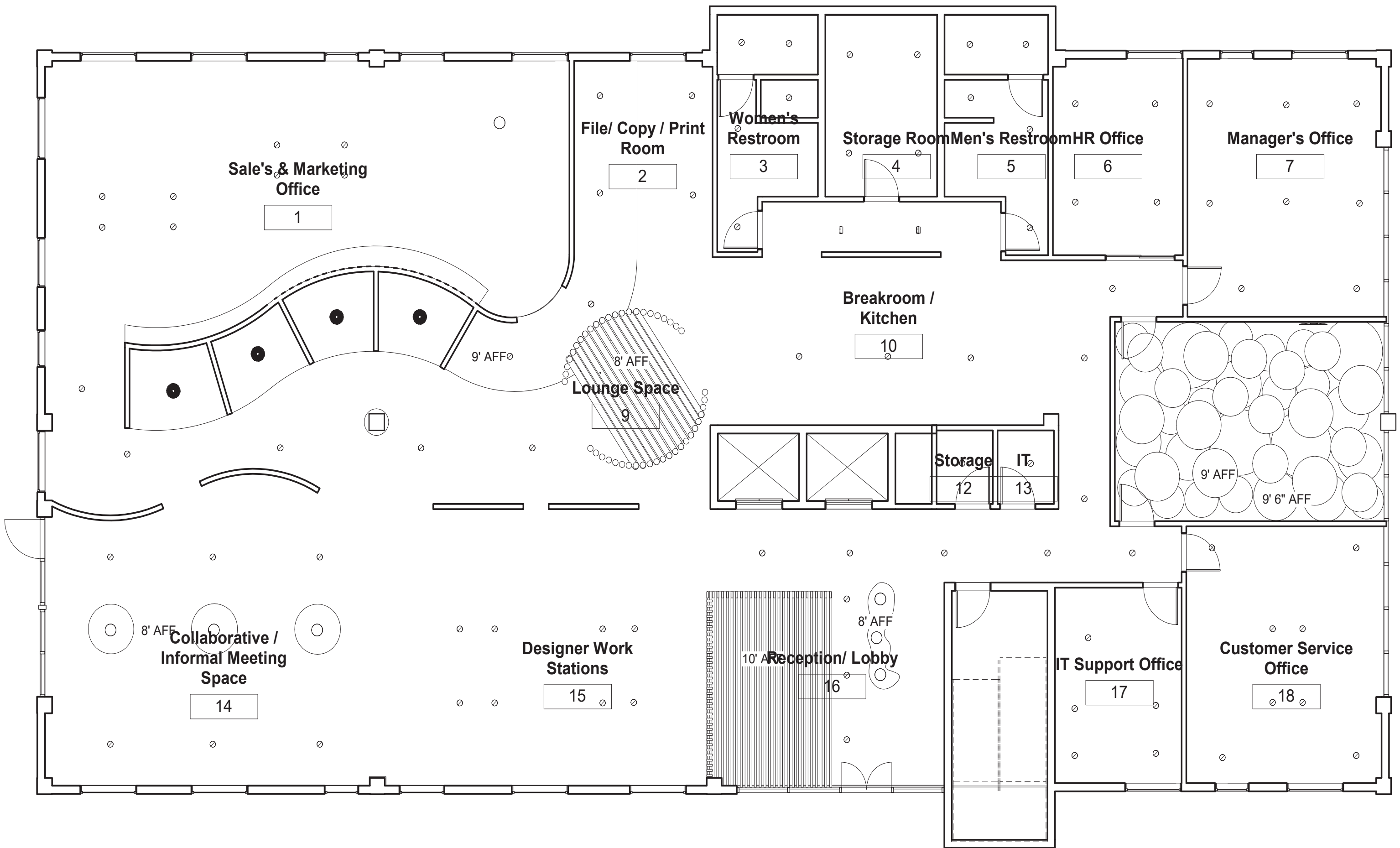


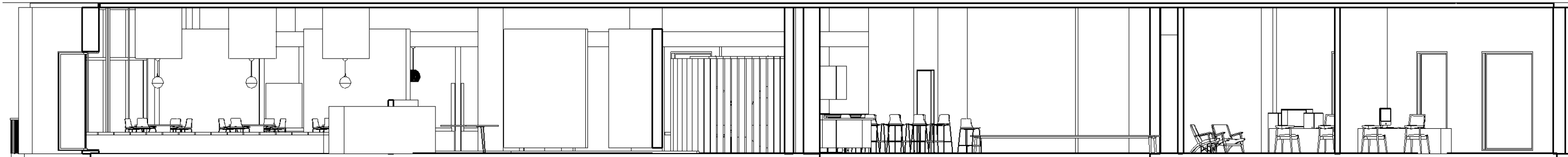
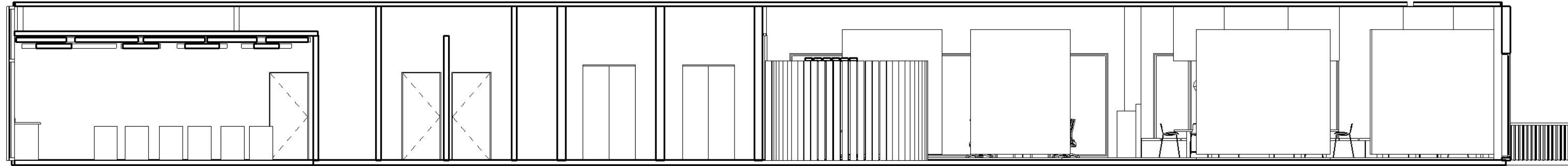
RECEIPTION DESK & RETAIL DISPLAY WALL
 ORGANIC FREE FLOWING DISPLAY SHELVES
 LIGHTING WITHIN SHELVES TO HIGHLIGHT
 ITEMS - NEW LOGO DISPLAYED IN CENTER
 CURVED REC. DESK

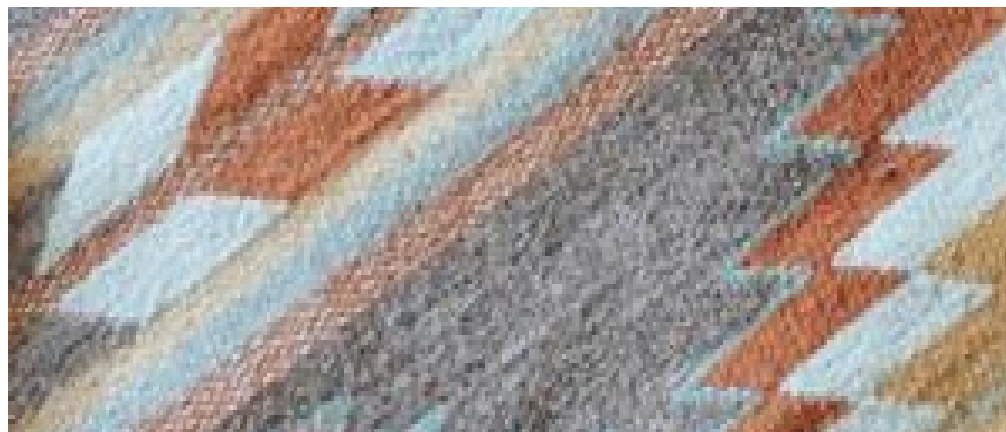
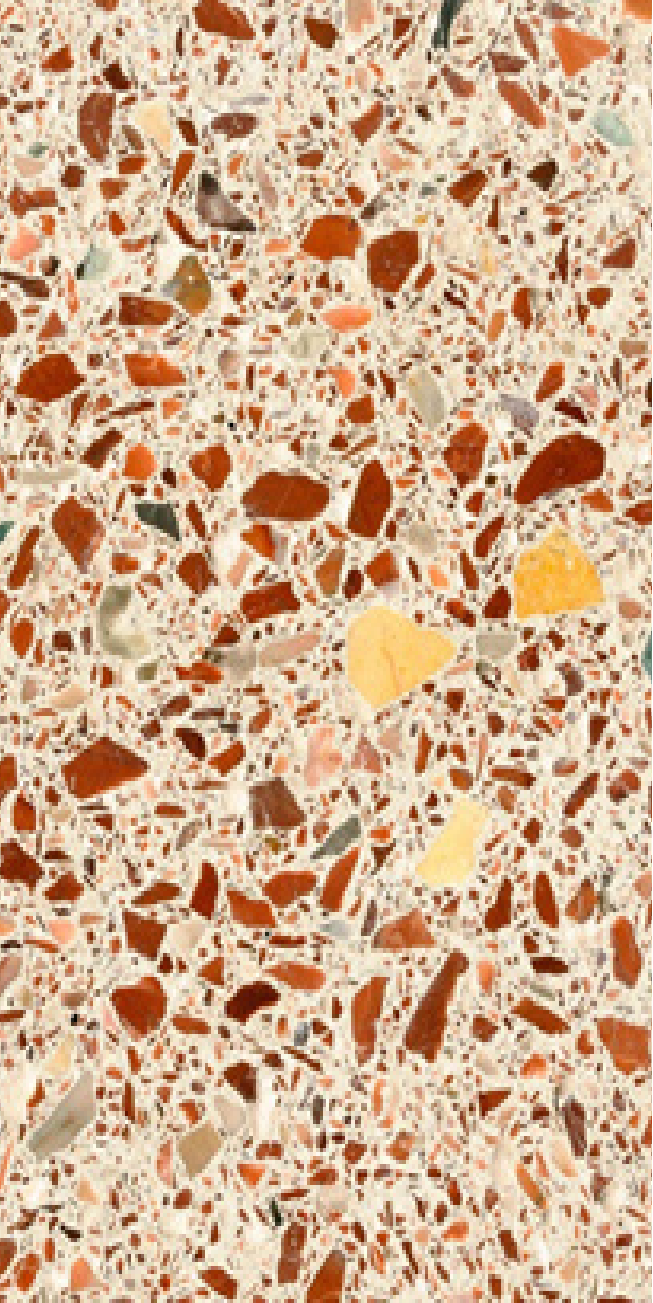


SEMI PRIVATE WORK CUBBIE
 (CAN SEAT UP TO 4)

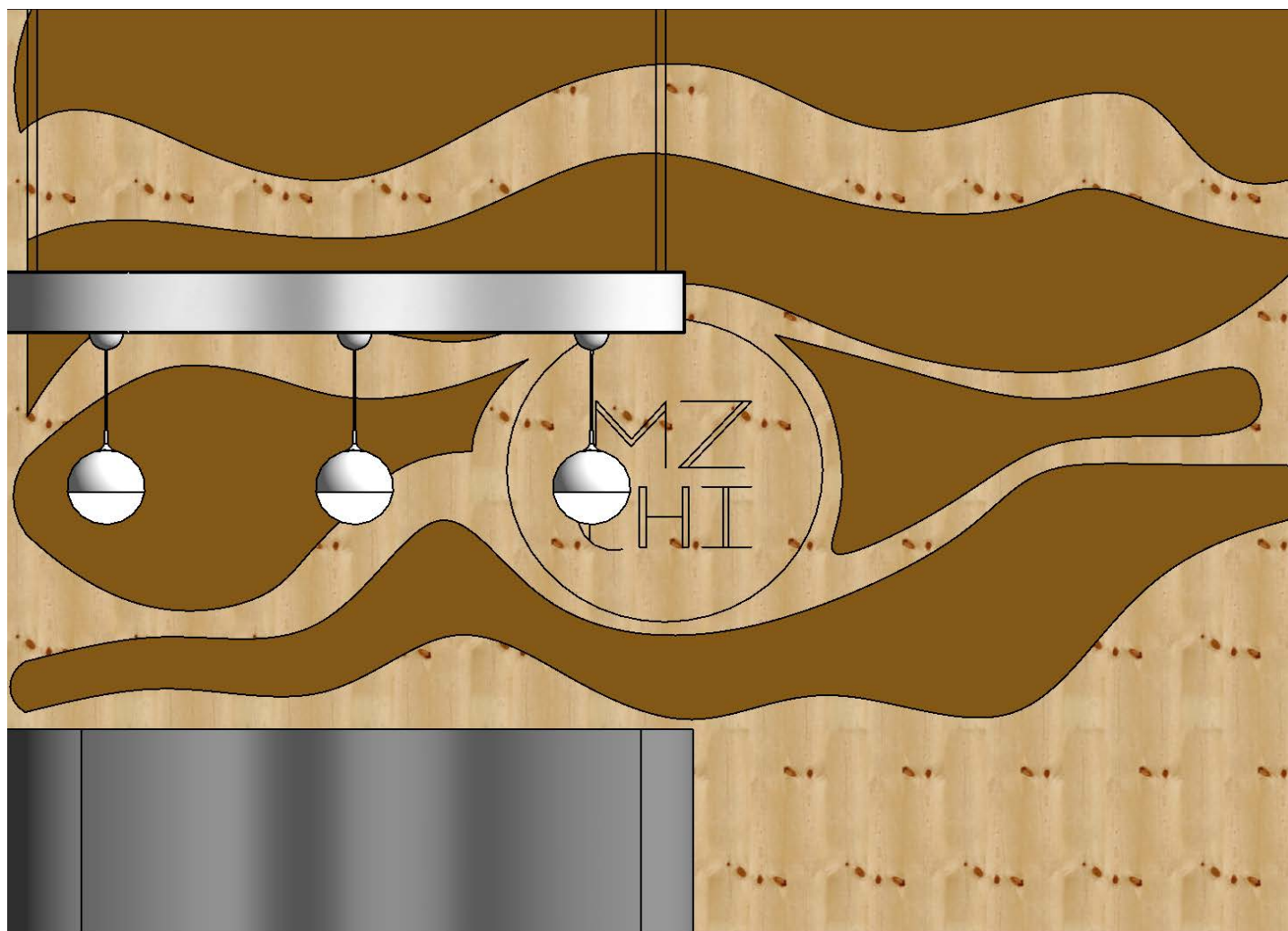




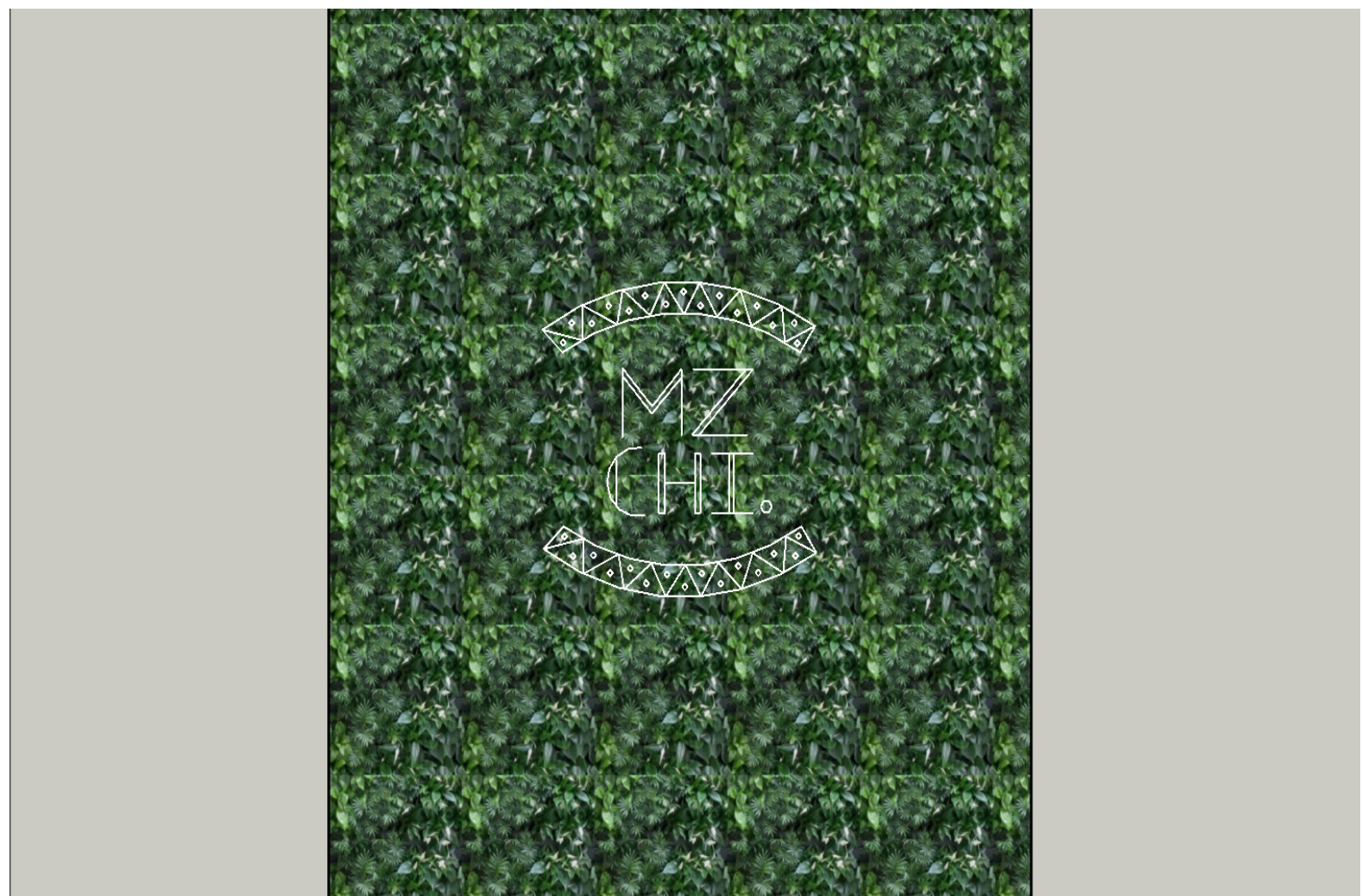








Reception Desk | Retail Space



Live Wall



Live Wall



Waiting Area



Breakroom | Kitchen



Lounge Hut



Designer Work Stations



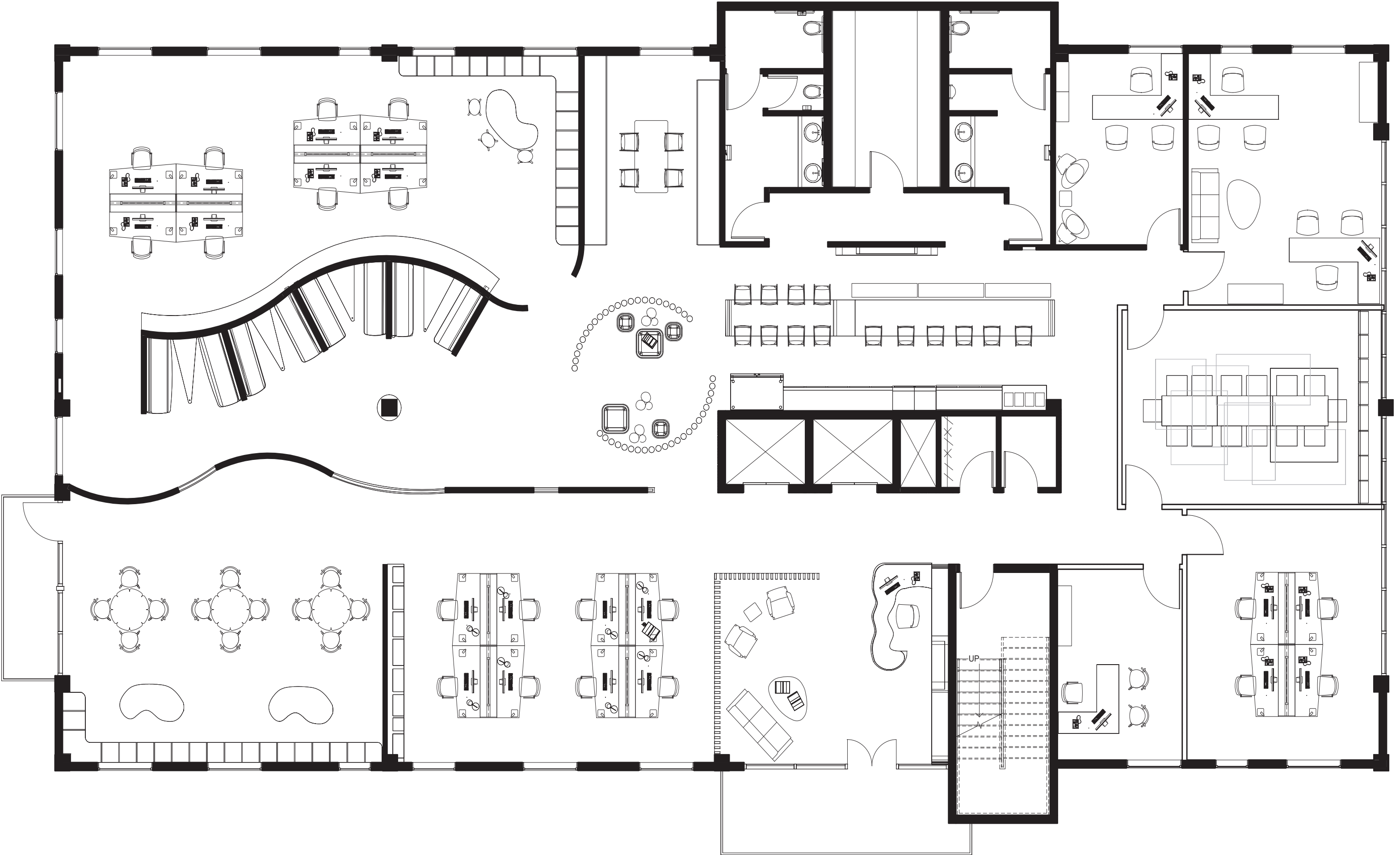
Semi Private Work Cubbies

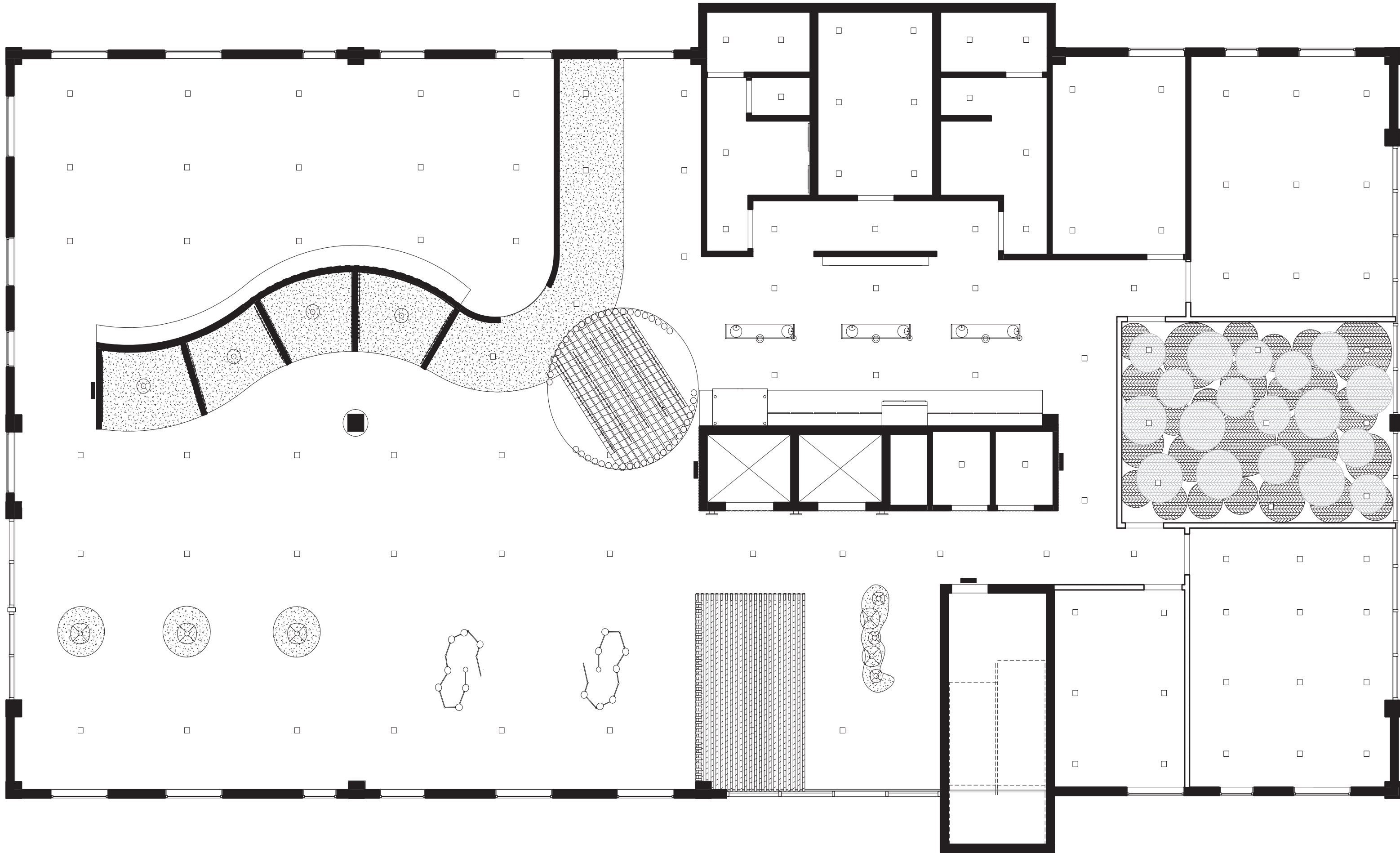


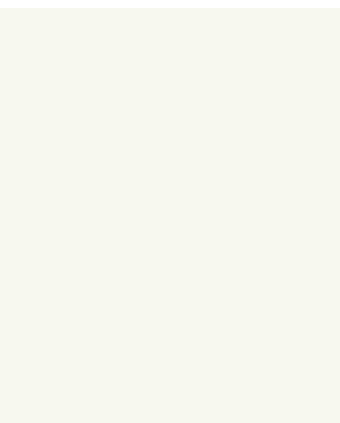
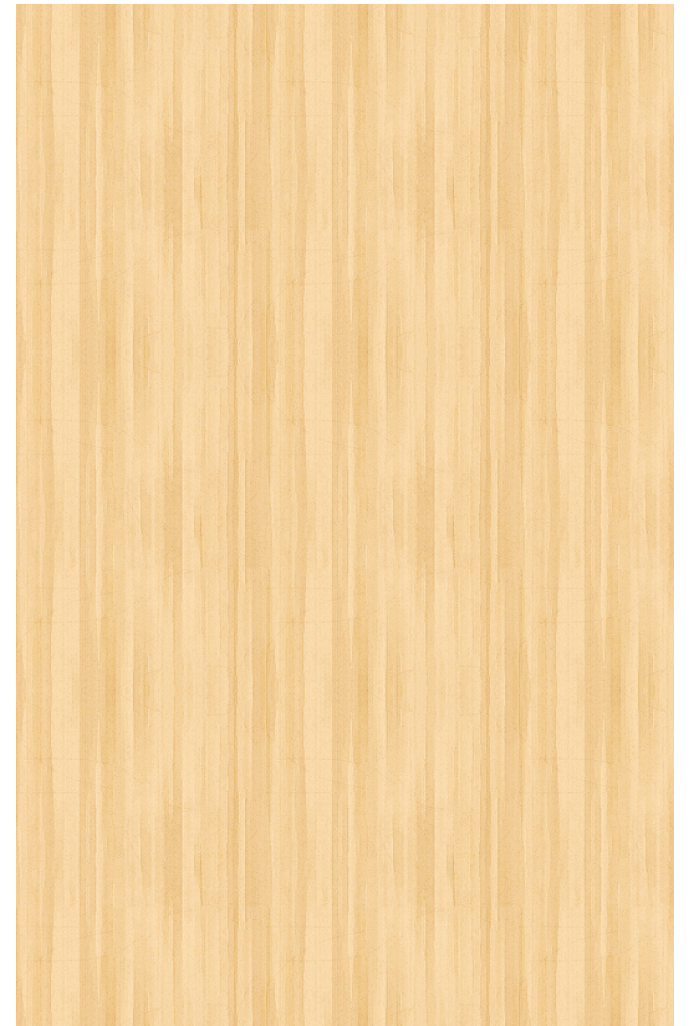
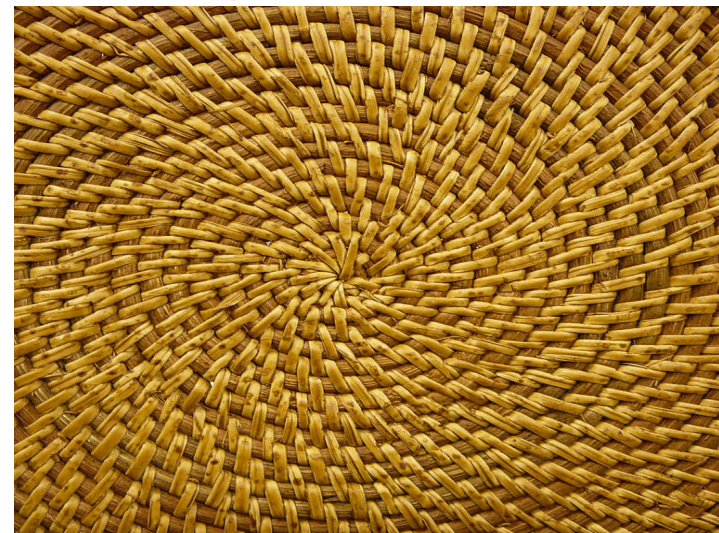
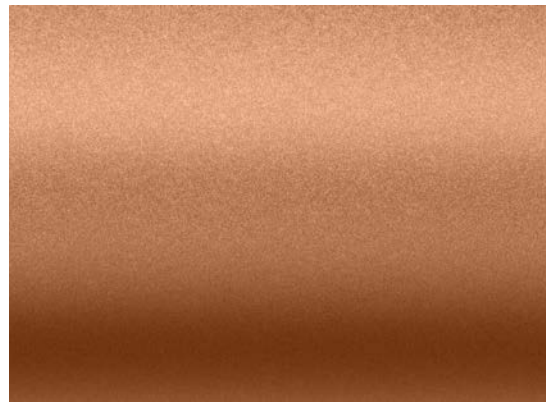
Collaboration | Informal Meeting Space

A person is seen from the side, focused on working on a large, intricate textile project laid out on a wooden table. The project consists of several long, narrow strips of fabric, some of which are tied together with white string. The fabric features various patterns, including a dark grey and gold plaid, a blue and white striped pattern, and a solid blue fabric. The person's hands are visible, actively engaged in the work. The background is softly blurred, showing a wooden chair and a pink object with a colorful pattern.

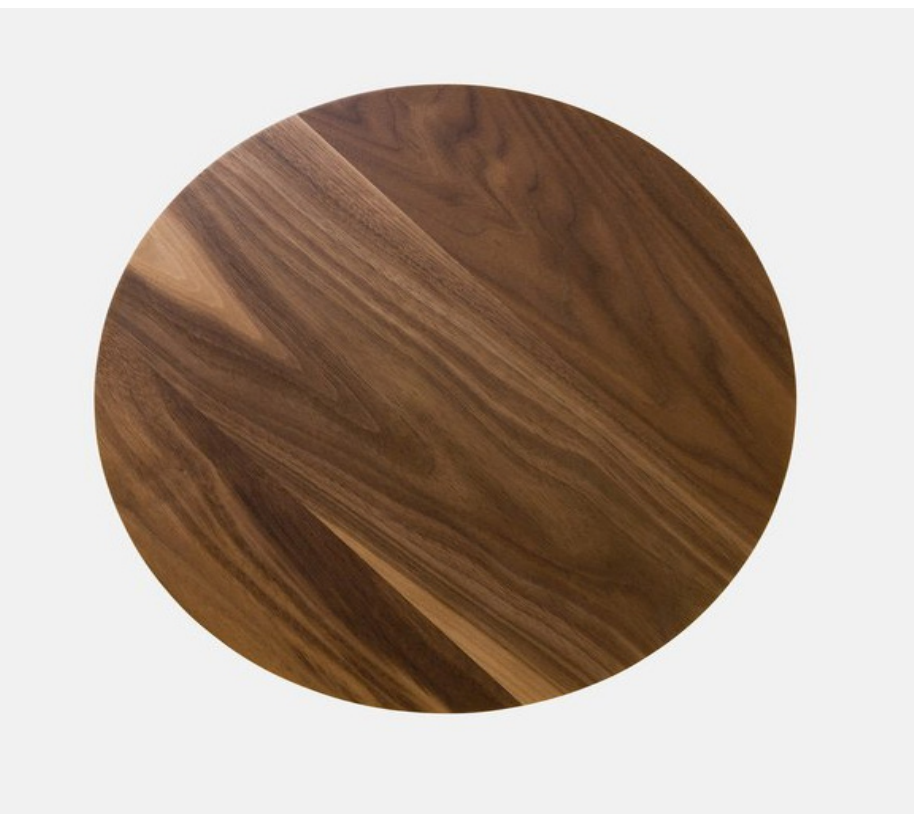
Phase III
Design Development





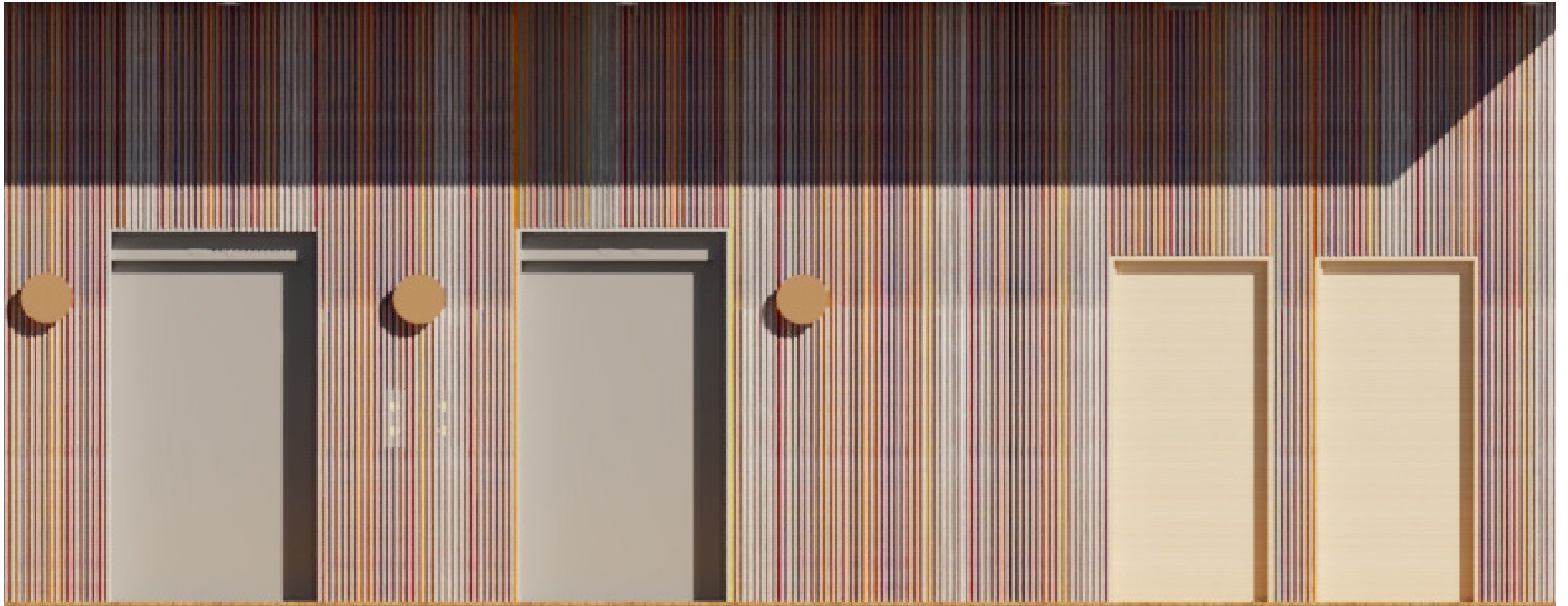








Rendered Floor Plan



Entry Yarn Feature Wall



Semi Private Work Cubbies



Breakroom | Cafe



Restroom



Logo Live Wall





Waiting Area







50 Conference Room



Lounge Hut
















Specifications



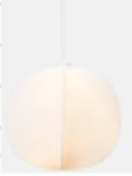
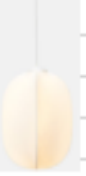



Plan Key	Image	Finish Type	Manufacturer	Finish Name & Number	Location
ACT-01		Acoustic Tiles	Baux www.baux.se	Rectangle Acoustic Tile Color:NCS 3050-Y40R Color: NCS S 2030-Y40R	Semi Private Work Cubbies
AG-01		Artificial Grass	The Synthetic Grass Store www.syntheticgrassstore.com	Pacifico 60 Field and Fescue green with brown thatch	Lounge Space
C-01		Cork Plank Flooring	Floor & Décor www.flooranddecor.com	Eco Forest River Cork Plank 946103453	Reception/ Lobby, Designer Work Stations Collaborative/ Informal Meeting Space Sales & Marketing Office, File/ Copy/ Print Room, Storage, IT
CPT0-01		Carpet Tile	Shaw Contract www.shawcontract.com	Alternature Carpet Tile Entwine Carpet Tile 59337 Color: Alder 78019	Conference Room
L-01		Leather	Kravet www.kravet.com	Beaumont-Adobe Leather	Semi Private Work Cubbies
MT-01		Copper Sheet	Color Copper www.colorcopper.com	Rojo Patina Copper Sheet	Semi Private Work Cubbies Restrooms
PT-01		Paint	Benjamin Moore www.benjaminmoore.com	Snowfall White OC-118	Reception/ Lobby, Designer Work Stations Collaborative/ Informal Meeting Space Sales & Marketing Office, File/ Copy/ Print Room, Storage, IT
PT-02		Paint	Benjamin Moore www.benjaminmoore.com	Pacific Palisades 762	Reception/ Lobby Collaborative/ Informal Meeting Space

PT-03		Paint	Benjamin Moore www.benjaminmoore.com	Peach Pudding 137	Women's Restroom, Men's Restroom
PT-04		Paint	Benjamin Moore www.benjaminmoore.com	Tangerine Fusion 083	Semi Private Work Cubbies Collaborative/ Informal Meeting Space
PT-05		Paint	Benjamin Moore www.benjaminmoore.com	Onondaga Clay 1204	Semi Private Work Cubbies
T-01		Tile	Fire Clay Tile www.fireclaytile.com	Subway Tile Color: Tangerine	Breakroom/ Kitchen
T-02		Tile	Fire Clay Tile www.fireclaytile.com	Grove Hand Painted Tile Warm Motif	Women's Restroom, Men's Restroom
T-03		Slate Tile	Daltile www.daltile.com	Natural Slate Tile S783 Golden Sun	Semi Private Work Cubbies
TT-01		Terrazzo	Dzek www.dzekdzekdzek.com	Marmoreal Terrazzo Color: White	Breakroom/ Kitchen
TT-02		Terrazzo	Terrazzo & Marble Supply Companies www.tmsupply.com	Terrazzo 13-1529	Women's Restroom, Men's Restroom

WD-01		Bamboo Flooring	Floor & Décor www.flooranddecor.com	Eco Forest Premium Solid Bamboo 100193598	HR Office, Manager's Office, Customer Service Office, IT Support Office
WD-02		Wood	Omega Cabinetry www.omegacabinetry.com	Maple Finish: Magnolia	Breakroom/ Kitchen
WD-03		Wood	Omega Cabinetry www.omegacabinetry.com	Oak Finish Natural	Reception/ Lobby. Sales & Marketing Office, Collaborative/ Informal Meeting Space

Plan Key	Image	Model Name / Number	Manufacturer	Size	Materials and Color	Quantity	Location
FN-01		Tour Workspace	Steelcase www.steelcase.com	6'1 x 3' w x 2'3" h	Oak, Chrome	20	Designer Work Stations, Customer Service Office Sales & Marketing Office
FN-02		Noguchi Rudder Table	Herman Miller www.hermanmiller.com	49 3/4" l x 35 3/4" w x 15 3/4" h	Walnut, Chrome	2	Reception/Waiting Room Manager's Office
FN-03		Potrero415 Collaborative Table	Steelcase / Coalesse www.steelcase.com	40" h	Wood Veneer, Metal	1	File/ Copy/ Print
FN-04		Montara650 Bar Height Stool	Coalesse www.coalesse.com	18 1/2" w x 19 1/2" d x 39 1/2" h	Fabric, Oak Veneered Plywood, Trivalent Chrome	12	Breakroom/ Kitchen
FN-05		Montara650 Counter Height Stool	Coalesse www.coalesse.com	18 1/2" w x 19 1/2" d x 35 1/2" h	Fabric, Oak Veneered Plywood, Trivalent Chrome	6	Breakroom/ Kitchen
FN-06		Mattiazzi Facile Bench	Herman Miller www.hermanmiller.com	14" w x 71" l x 18" h	Oak	3	Breakroom/ Kitchen
FN-07		Paddle Chair CH25	Steelcase / Coalesse www.steelcase.com	28 3/4" d x 28" w x 28 3/4" h	Wood, Hand-Woven Paper Cord Seat	2	Reception/ Waiting Room
FN-08		Elbow Chair CH20	Steelcase / Coalesse www.steelcase.com	18 1/2" d x 21 1/4" w x 28" h	Oak, Fabric	12	Collaborative/ Informal Meeting Space
FN-09		Nelson X-Leg Table	Herman Miller www.hermanmiller.com	60" l x 30" x 28" h	Laminate, Veneer, Metal, Recycled Content	3	Conference Room
FN-10		Eames Wire Base Table	Herman Miller www.hermanmiller.com	15 1/2" l x 13 1/4" w x 10" h	Laminate, Metal	3	Reception/ Waiting Area HR Office Manager's Office
FN-11		Palm Dining Chair with Armrest AB0209215	Steelcase www.steelcase.com	21.29" w x 19.48" d x 33.46" h	Oiled Oak, Fabric	14	Conference Room
FN-12		Enea Café Stools	Steelcase www.steelcase.com	14 1/2" d x 16 1/2" w x 27 1/2" h	Wood Stool, Solid Oak Legs, Metal Footrest	3	Sales/ Marketing Office

FN-13		Bindu Conference Chair	Coalesse www.coalesse.com	25" d x 25" w x 45 1/2"-50 1/4" h	Fabric, Polished Aluminum	2	Manager's Office HR Office
FN-14		Bindu Guest Chair	Coalesse www.coalesse.com	25" d x 24 1/2" w x 37 3/4" h	Fabric, Polished Trivalent Chrome	4	Manager's Office HR Office
FN-15		Shell Chair CH07	Coalesse www.coalesse.com	32 1/2" d x 36 1/4" w x 26" h	Oak, Fabric	2	HR Office
FN-16		QiVi 5-Star Base Chair	Steelcase www.steelcase.com	18 1/2" d x 18 1/2" w x 20" h	Metal, Plastic, Fabric Color: Tangerine Base: Arctic White	20	Designer Work Stations, Customer Service Office Sales & Marketing Office
FN-17		Pod Hanging Chair	cb2 www.cb2.com	37 1/2" w x 34 1/2" d x 47 1/2" h	Resin, Aluminum	2	Lounge Space
FN-18		Firkant Pouf	BimObjects Icons of Denmark	2' 5" w x 2' 5" l x 1' 4" h	Fabric, Leather	5	Lounge Space
		Firkant Pouf	BimObjects Icons of Denmark	2' 5" w x 2' 5" l x 1' 4" h	Fabric, Leather	5	Lounge Space
FN-19		Visalia Sofa	Steelcase www.steelcase.com	29" d x 73 3/4" w x 28" h	Linen, Wood	2	Reception/Lobby, Manager's Office
FN-20		Petal Dining Table	Knoll www.knoll.com	42" w x 42" d x 28" h	Oak, Metal	3	Collaborative/ Informal Meeting Space
FN-21		Rockwell Unscripted Credenza	Knoll www.knoll.com	48" w x 15" d x 24" h	Oak, Metal	3	IT Support Office, Manager's Office
FN-22		July Low Wooden Stool	Archiproducts Nao Tamura www.archiproducts.com	18" w x 18" d x 18" l	Oak, Elm	3	Lounge Space

Plan Key	Image	Model Name / Number	Manufacturer	Size	Materials/ Finish	Quantity	Location
LT-01		Bonjour 0145 Dali Recessed Can	FLOS www.architectural.flos.com	6" dia	Copper	114	(Every Room)
LT-02		Akoya 14 Pendant AK-M14-PC26-27-120-TR	Rich Brilliant Willing www.richbrilliantwilling.com	14" dia x 9" h	Ochre Yellow	4	Semi Private Work Cubbies
LT-03		Mori Squash MP-S-27-120-TR	Rich Brilliant Willing www.richbrilliantwilling.com	24" l x 24" w x 20" h	Webbed Nylon Skin, Wire Frame	3	Above Reception Desk
LT-04		Mori Gourd MP-G-27-120-TR	Rich Brilliant Willing www.richbrilliantwilling.com	13" l x 13" w x 16" h	Webbed Nylon Skin, Wire Frame	2	Above Reception Desk
LT-05		Vitis 7 VS-7-IV-CW-AA01-27-UN-10-DEX	Rich Brilliant Willing www.richbrilliantwilling.com	76" l x 57" h	Blown Glass globes, Anodized Aluminum Clasps Woven cord	2	Designer Work Stations
LT-06		Witt 3 RGW-3-PC30-22-120-TR	Rich Brilliant Willing www.richbrilliantwilling.com	72" l x 18" w x 22" h	Steel frame, Satin Opal Globes	3	Breakroom/ Kitchen
LT-07		Radiant Sconce RA-SR3-27-120-TR	Rich Brilliant Willing www.richbrilliantwilling.com	30 dia x 10 cm d	Walnut		Restrooms Breakroom/ Kitchen ?

