



**Maison du Parc | SCAD**





# Maison du Parc | SCAD





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# Brief

## Maison du Parc x SCADpro

In the spring of 2019, the Syndicat Mixte du Parc Naturel Régional du Luberon connected with SCADpro seeking solutions to enliven their Maison du Parc building. Our team was asked to deliver design proposals that engage the façade with the street through descriptive banners and a welcoming entry vestibule, better accommodate interpersonal communication via ergonomic, human-centric design through the reception, and increase sales through a reorganization of the boutique. This renovation will ideally enhance the user experience, increase sales and foot traffic, and reflect the energy of the Luberon.



# Maison du Parc

The Maison du Parc is a mixed syndicate of local authorities grouping 77 municipalities, the Provence Alpes Côte d'Azur Region, the Alpes de Haute Provence and Vaucluse departments. The missions of a regional nature park are defined by law and are divided into five main axes articulated around a project in terms of the challenges of the territory. They include: the protection and management of the natural, cultural and landscape heritage; land use planning; economic and social development; reception, education and information; and experimentation and innovation. The partnership approach is part of the DNA of a regional nature park to put as many actors as possible into action around the territory's sustainable development objectives. However, the first partners remain the municipalities that are members of the mixed union of the Luberon Regional Nature Park.



# SCADpro Lacoste

“SCAD prepares talented students for creative professions through engaged teaching and learning in a positively oriented university environment”

The Savannah College of Art and Design was founded in 1978 by Richard G. Rowan, Paula Wallace, May L. Poetter and Paul E. Poetter in Savannah, Georgia, United States. Twenty-four years later, SCAD opened their first campus abroad in Lacoste.

Around 2008, the school launched SCADpro –a design shop and innovation studio that connects leading companies with the next generation of creative professionals. SCAD students have had the unique opportunity to work with well-reputed companies to gain experience in their fields by creating design solutions for real-life projects.



# Meet the Team

2 Professors

34 Students

2 Majors

In spring of 2019, the Lacoste campus hosted courses for interior design -the SCAD program ranked number one in the United States by DesignIntelligence. Through SCADpro, interior design majors, in conjunction with preservation majors, were paired with the Parc Naturel Regional du Luberon to re-imagine their building in Apt, France.

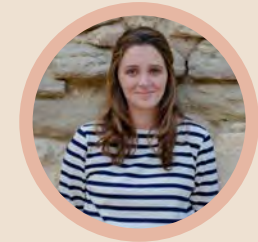
Team members include students and professors from SCAD's Atlanta and Savannah Campuses. Together, the team comes from diverse backgrounds and all contribute their creative minds to this project.



Professor Letourneau



Professor Sweny



Kelley Lowe



Kalli Allard



Celena Basadre



Camila Bejarano



Seth Bilkis



Cullen Bissell



Summer Bray



Jessica Burns



Hew



Stephanie Fellas





**Makeda Goss**



**Marah Grossman**



**Emily Hallman**



**Kirsten Holland**



**Julie Kim**



**Jim Lin**



**Emily Leppig**



**Kathryn Luu**



**Brielle Macnicol**



**James Mifflin**



**Abbey Nairn**



**Tracy Nguyen**



**Mattie Overmyer**



**Sarah Quinn**



**Nicole Reyes**



**Madi Sacramone**



**Gabby Saucedo**



**Brianna Scafidi**



**Rebecca Schroeder**



**Chelsea Secor**



**Darian Smith**



**Grace Theus**



**Erin Verdi**



**Lauren Whitfield**



**Courtney Yapp**

# Week 8 Schedule

## Week 1

The first week of this project began with personality investigations to determine how each team member works best. The intention was to pair different personality types together to form the most efficient groups for collaboration. We studied museum and exhibition design, as well as European standards. We also had our first site visit to the Maison du Parc in Apt, France. We toured the building, met several of the dedicated employees, and spent some time examining the existing conditions and measuring the building.

## Week 2

During week two, we explored precedents, case studies, and prototypicals. We divided into teams to complete Phase I: Pre-Design and Concept. We investigated our site observations, building analysis, client and user profiles, concepts, and defined our project goals.

## Week 3

On the third week, we took an extended learning trip to Paris. We visited several museums, such as Pompidou Center, Louvre Museum, Orsay Museum, and the Louis Vuitton Foundation, to observe the gift shop designs. We completed sketchbook case studies to further investigate these observations.

## Week 4

Week four consisted of discussions about exhibition strategy and the importance of experiential design. We discussed interior elements, such as form, lighting, and materials. We also visited the Château La Coste and examined the gift shop design, methods of displaying merchandise, and furniture choices.

## Week 5

On week five, we eagerly presented our midpoint projects to our clients. While waiting for feedback from the clients, we studied museum systems, such as lighting, security, and heating, ventilation, and air conditioning. We also discussed and considered the visitor experience in the museum.

## Week 6

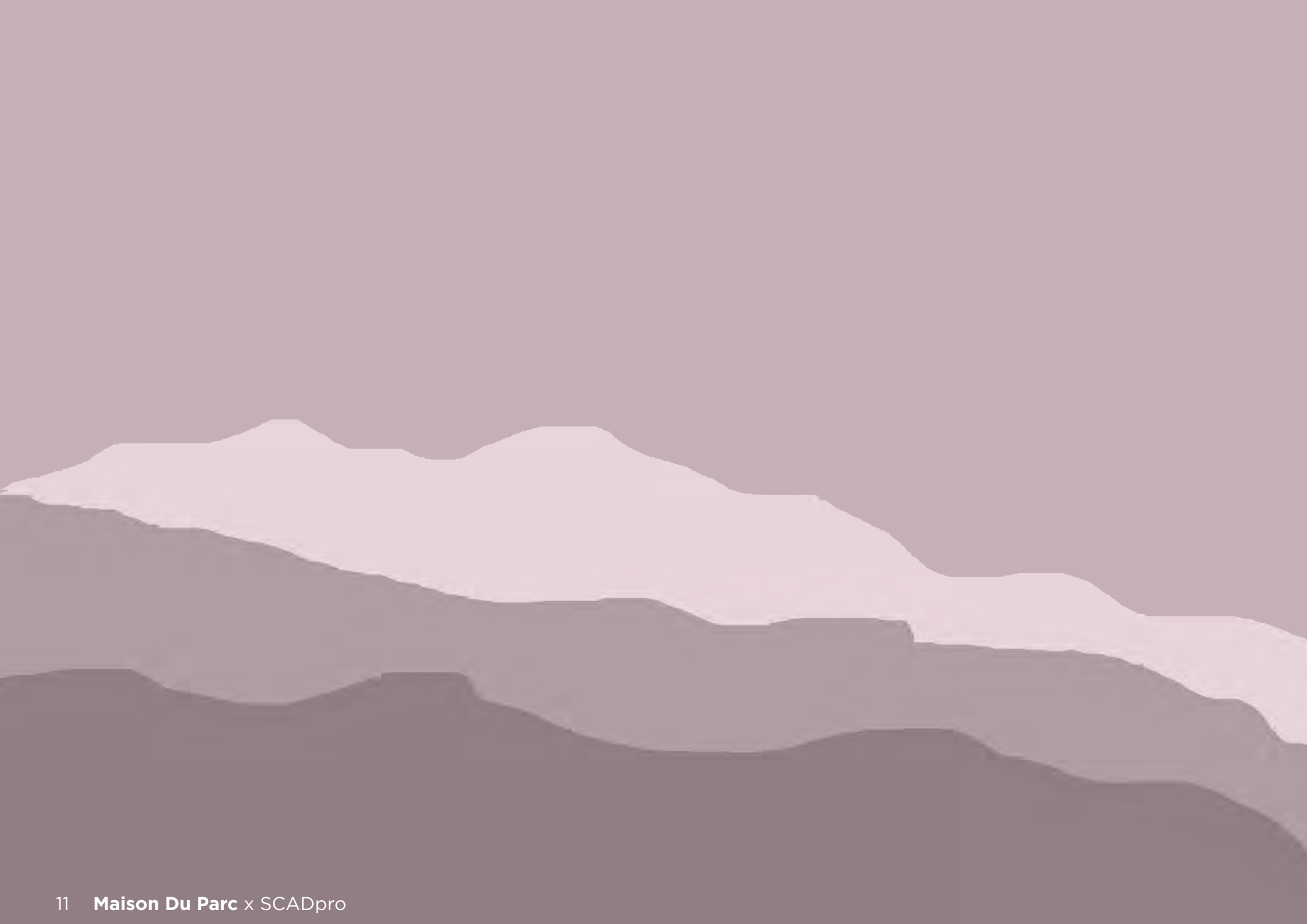
During week six, we revisited our designs and reviewed individual and peer feedback. We discussed modes of exhibition display, accessibility, codes, and universal design. The class toured The Ochre Conservatory in Roussillon to learn more about the raw material and its local history. We also had a guest speaker, Régis Péan, visit our class to discuss experiential design and concepts.

## Week 7

On week seven, we utilized the client feedback to combine the successful elements of each design into one final design. We enhanced the design and prepared for the client presentation. The rendering team added their final touches to best communicate the design to our clients. The class took a field trip to Mathieu Lustrerie Chandelier Museum to see ancient and recent chandelier designs.

## Week 8

During week eight, we finalized our designs and prepared our presentation deliveries for the client. We had different teams for design drawings, renderings, boards, specifications, and the process book. At the end of the week, the two classes presented the final designs to the clients.



# Phase 1:

## Research and Analysis

Prior to design concept, students researched the client, region, and site and conducted case studies throughout France related to exhibition and boutique design.

# The Client

## Le Syndicat Mixte du Parc Naturel Régional du Luberon

### Park Charter

The Luberon Park charter is structured according to 4 axes, which express the missions of a regional nature park:

- to protect the landscape, manage the natural resources and share the local heritage;
- to develop and manage the territory, contributing to the definition and the direction of the organization projects;
- to contribute to the economic and social development, creating collaborations between a quality environment and economic activity;
- to insure a welcome, an education, and sharing of information that favors contact with nature, sensitizing the the residents (especially schools) to environmental issues in order to share the intention of the territory.

A fifth mission reinforces those four axes: to take experimental actions or examples and participate in innovation and research programs.

77 Municipalities

185,000 Hectares

171,500 Inhabitants

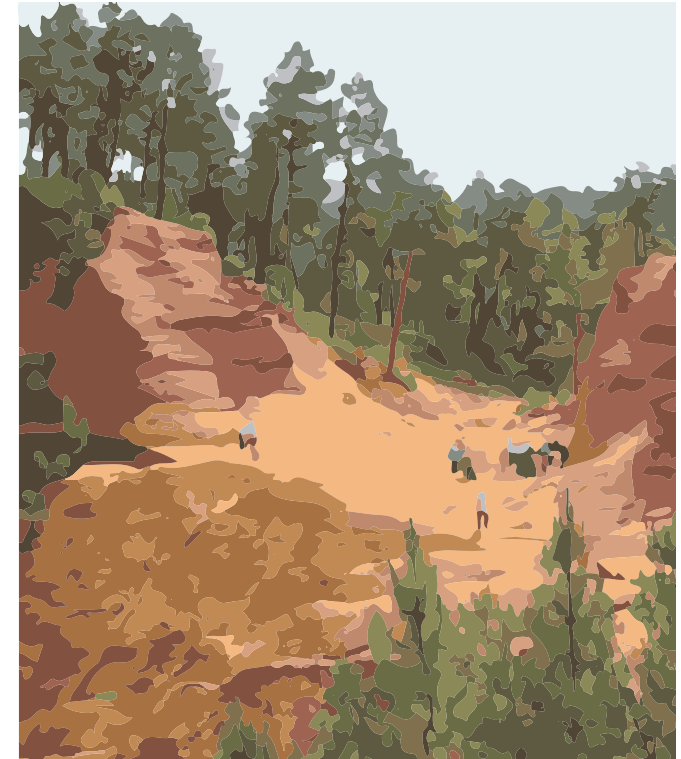
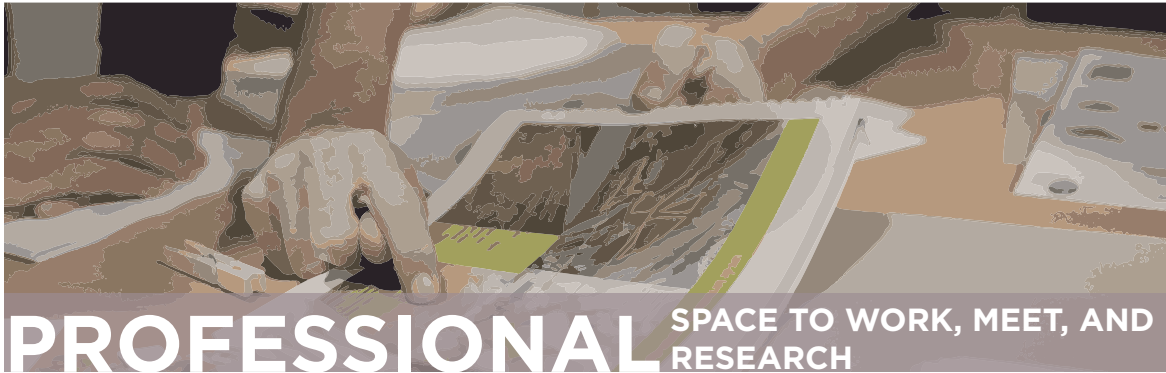
3 Mountain Ranges

The Luberon Regional Nature Park's **Maison du Parc** was founded in 1977 and consists of one president, one director, 50 technical staff members, 95 delegates in the Union Committee, and 31 delegates in the Union Office.





# The User



**+/- 4000 PEOPLE**

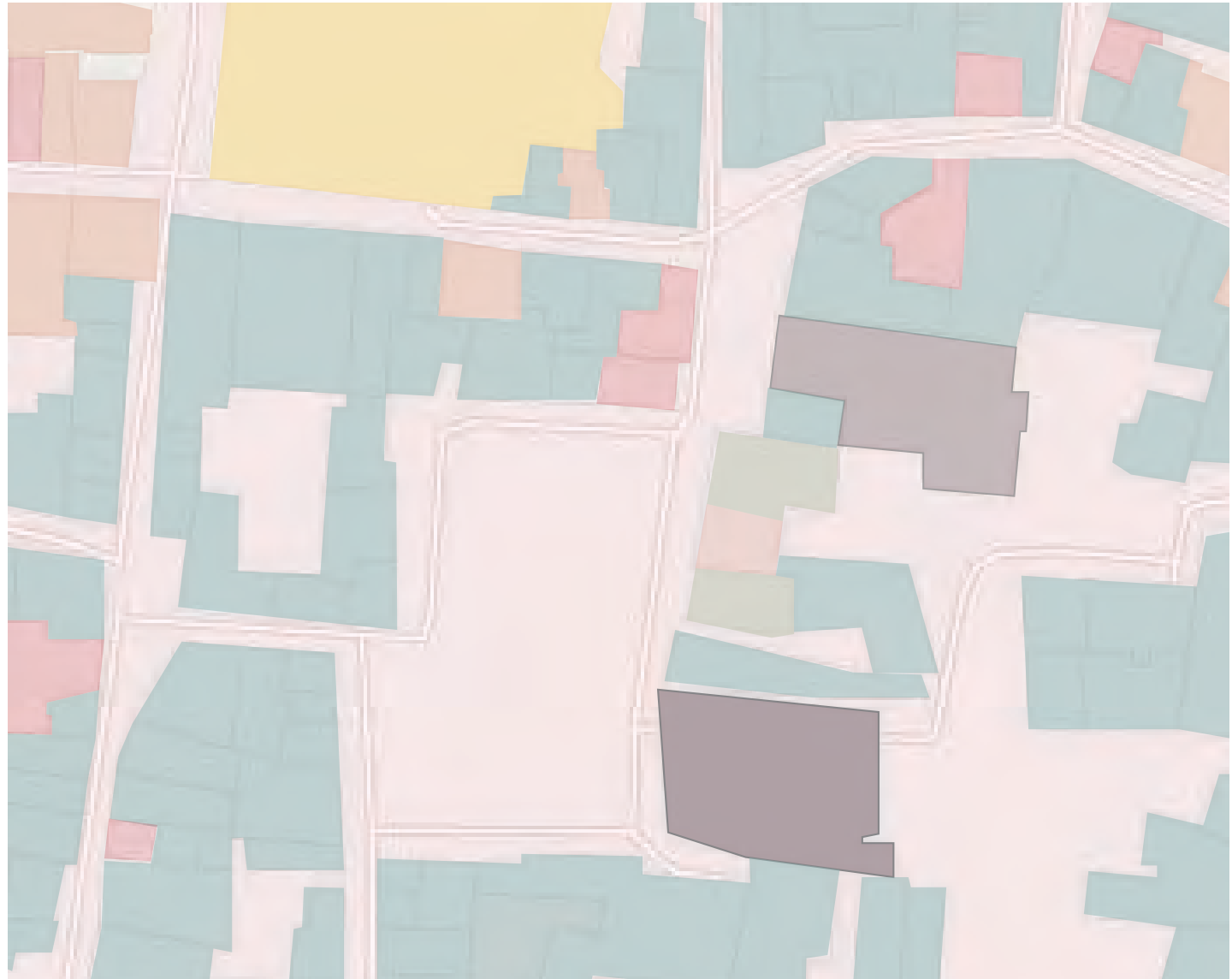
A VARIETY OF DIFFERENT TYPES OF VISITORS, THE USER SHOULD BE ABLE TO EDUCATE THEMSELVES ABOUT THE AREA, HOW THE PARK FUNCTIONS, HOW TO RESPECT AND ENJOY THE REGION PROPERLY, PARTICIPATE IN EXPERIMENTATION, MUSEUM EXHIBITIONS, AND HAVE ACCESS TO ALL THE INFORMATION THEY NEED TO PLAN THEIR HIKES

# The Site

The Maison du Parc is located in the town center of Apt, France. The building is mostly surrounded by residences with a public square located in front of the west facade. One street to the north is the Rue des Marchands. This street houses the largest weekly market in the Luberon. The Apt market happens every Saturday and has existed for close to 900 years.

## Legend

- Maison du Parc
- Musée d'Apt
- Residences
- Healthcare
- Churches
- Retail
- Restaurants









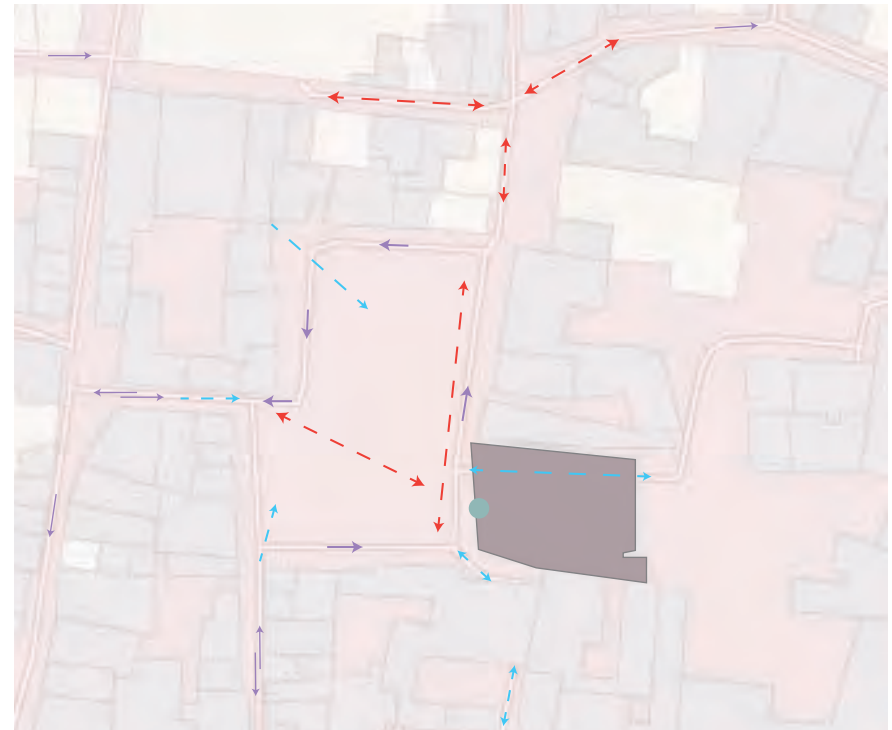


## Apt, France

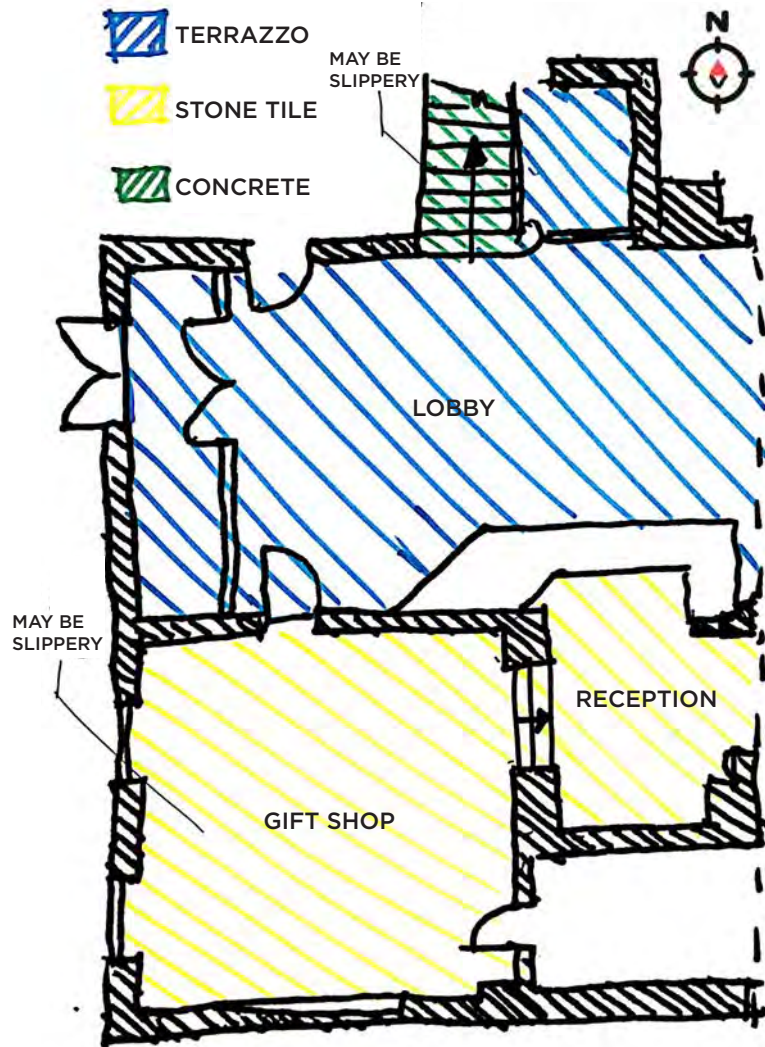
This area receives a lot of foot traffic and exposure since it is a hub for locals and tourists. Movement around the site is dominated by pedestrians, but some vehicles are present mainly in the residential areas. Knowledge of circulation in this area is necessary to discover how to draw more users to Maison du Parc.

### Legend

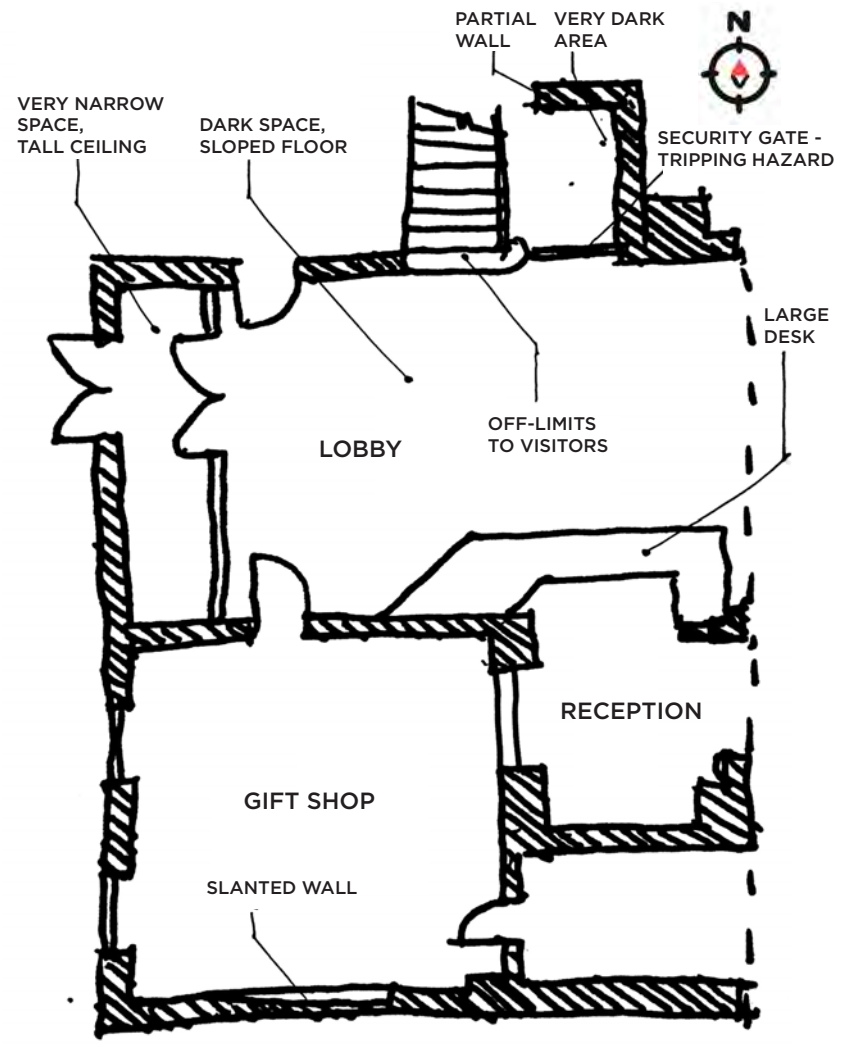
-  Vehicle Circulation
-  Primary Pedestrian Circulation
-  Secondary Pedestrian Circulation
-  Entry/ Exit



# The Building



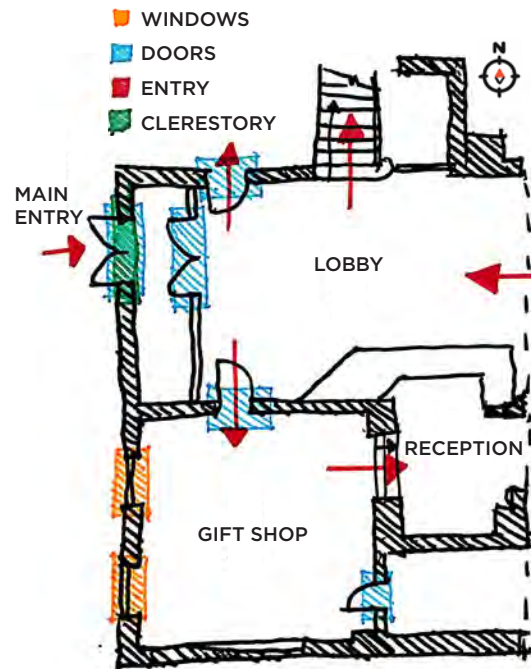
Materiality



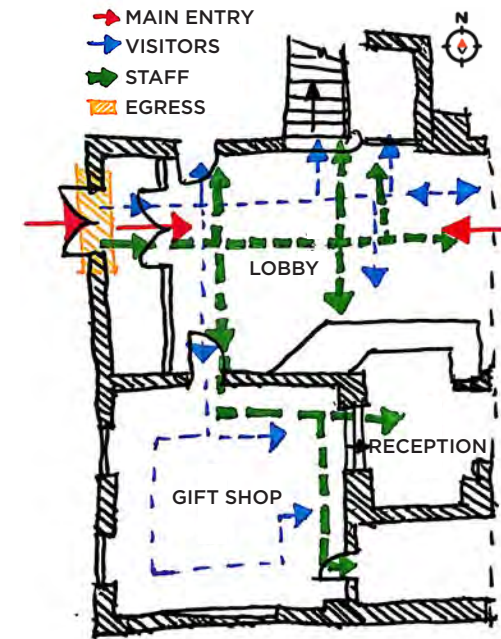
Notes on Current Condition



Space Types



Openings



Circulation

## 60 Place Jean Jaurès, 84400 Apt

On the façade, there is minimal signage through banners as well as 2 flags above the entrance door. The door is a very big, heavy, dark wood door. There are black bars on the windows for security purposes. Visitors are first greeted by a glass partition wall with double doors creating a very small vestibule. The natural light is very limited upon entering. The flooring throughout the entrance and the reception area is concrete aggregate. The wall paint throughout is an off-white color. The brochure wall behind the stairs is very narrow, unorganized, and has a barrier on the ground blocking easy access into this space. The reception desk and the boutique checkout are connected. The heater follows along the wall and wraps around the bottom of the reception desk. There is poor and inconsistent lighting throughout. There is a single glass door to enter into the boutique. The boutique receives much more natural light through two large windows but still has poor and inconsistent artificial lighting. There is yellow and gray tile flooring and more off-white wall paint. Wayfinding, circulation, organization, and good lighting are all important unresolved issues in this building.





# PRESERVATION ANALYSIS

In addition to interior design students, preservation majors lent their knowledge to this project. The role of preservation students was to focus on the historical building that houses Maison Du Parc and suggest appropriate treatment that aided the interior design.

# Condition Assessment

## Water Damage

The walls adjacent to the vestibule have experienced significant water damage, deteriorating the plaster and creating a positive environment for hazardous biological growth. The damage is unsightly and can result in the loss of historic material if left unrepaired.

## Building Stabilization

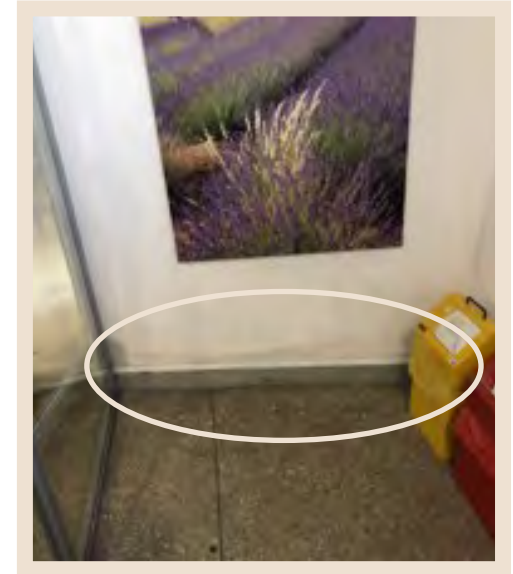
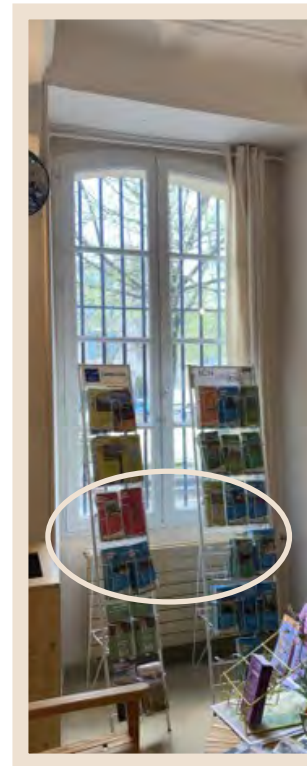
The protruding portion of the facade has probably been pushed out by the unbalanced weight of the other structural sections when they were all unified in the 18th century. The northern end of the building could experience advanced structural deterioration, cracking, and, eventually, collapse if not resolved.

## Exterior Stucco and Interior Plasterwork

The exterior and interior plasterwork is cracked and spalling. The exterior stucco is also blighted with graffiti, which should be removed to respect the historic integrity of the structure.

## 18th Century Door

The door is experiencing advanced weathering and discoloration. It should be refinished to create a more welcoming entrance.



# Maintaining the Interior

The ornamental plaster found in the picture rails and cornices of the Maison du Parc's Boutique, lobby, and light well is in relatively good condition. It is clear from the exterior of the building that there is structural shifting occurring on the north facade.

As with any preservation pursuit, it is recommended that any repairs, replacements, or other maintenance should be reversible so that no historic materials are lost in the process of the restoration.

Climate control protects museum artifacts and cultural heritage by removing pathogens (fungicides, pesticides, pollutants, and humidity) from the air. It also maintains a comfortable climate and improves energy efficiency.

Currently the Maison du Parc has minimal HVAC infrastructure in place (Radiators). They do not have any air conditioning, dehumidification, and filtering systems. Changes should be made to improve the energy efficiency and regulate air flow.

A Mini-split HVAC system is recommended because its ductless heating and air conditioning system eliminates the need for an evaporator unit. Cooling beams would also separate ventilation and dehumidification and conserve energy. Lastly, a mini-duct high velocity AC system would be ideal because its ductwork can be hidden underneath the floor.



# Maintaining the Exterior



The cast iron bars protecting the ground level windows can experience rusting, missing parts, impact damage, structural failure, broken joints, loss of anchorage to masonry, and brittleness. Any open joints provide another way for moisture to enter and cause damage to either the cast iron or the building itself.

The door is currently experiencing advanced weathering and discoloration, contributing to an unwelcoming environment.

The building's wooden windows are experiencing advanced weathering and wood rot. Intervention should be taken to improve the windows condition and protect their architectural significance. Discard decayed wooden pieces and replace with splints. Then treat the windows with a fungicide and waterproofing. Gently scrape off deteriorated paint and refinish the windows to protect them from further weathering.

An inspection of the exterior can reveal possible leak locations, cracked masonry, bubbling surfaces, and anything that is slipped, cracked, or peeling.

Damage to stucco often occurs when water seeps through cracks or joints, causing the stucco to crack and lose its bonding capabilities.

There is a significant amount of marking along the northern and southern end of the building. It is hard to identify whether these markings are new, but it is important to identify the material of the markings in order to preserve the historic stucco.

The cast iron bars protecting the ground level windows can experience rusting, missing parts, impact damage, structural failure, broken joints, loss of anchorage to masonry, and brittleness. Any open joints provide another way for moisture to enter and cause damage to either the cast iron or the building itself.









# Phase 2:

## Initial Schemes

Seven teams formed out of the two classes to develop schematic designs. The teams proposed concepts reinforced by the findings that stood out from phase I research and represented them through hand-drawn or digital renderings of the interior spaces and exterior facade.



# Reconnecting to Community

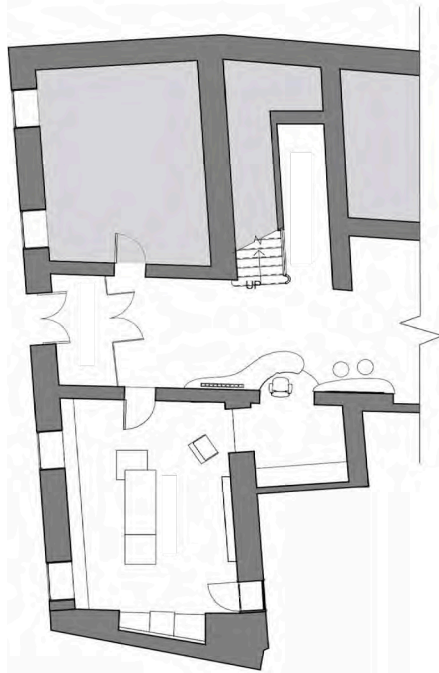
Jim Lin, Nicole Reyes, Chelsea Secour, Courtney Yapp



To design an intuitive and creative solution that reconnects the Maison du Parc to its mission of conservation and education. Natural landscapes inspire the sinuous and rhythmic forms implemented throughout the space. This concept aims to entice visitors and locals alike to rediscover the essence of the Luberon.







### Floor Plan

The reception flows from the brochure display, along the organically formed desk, to the relocated computer station for park-goers to plan their visit. The receptionist is free to move about the space and available to assist visitors at each touch point.

### Façade

Security glass replaces the iron bars and planters attached to the second story windows. Second story windows contain cascading ivy for enhanced street presence.



Reception



Gift Shop



Community Wall



Reading Nook



### The Design

The design features warm, neutral materials with a variety of natural textures. The space welcomes interaction with the community wall and the children's reading nook.



# Layering Communities

Madison Sacramone, Mattie Overmyer, Emily Leppig, Brianna Scafidi,  
Marah Grossman, Mack Goss



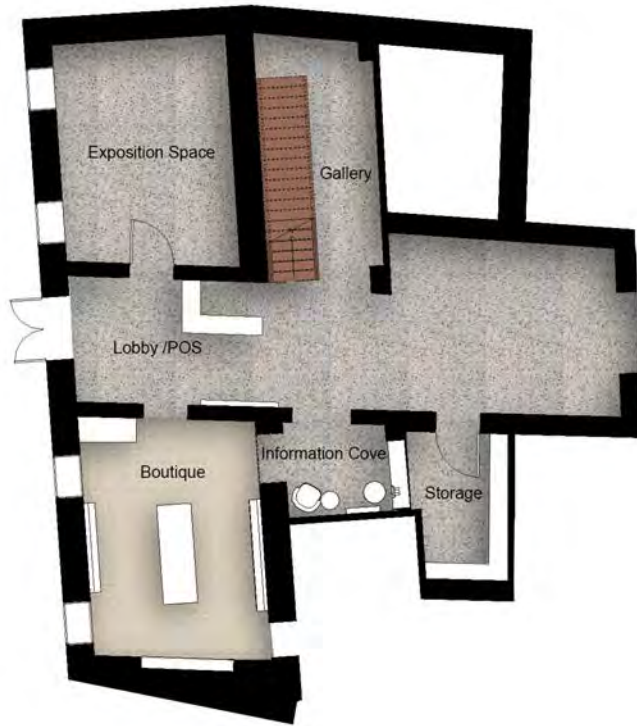


In biology, a community is an interacting group of various species which each occupy their own unique ecological niche. Similarly, the Luberon region is comprised of 77 municipalities that each have their own defining features.

The biodiversity found throughout the Luberon exhibits multiple relationships that direct the design for this space. Focusing on the concept of layering communities reinforces the history, diversity, and unification of the local community.





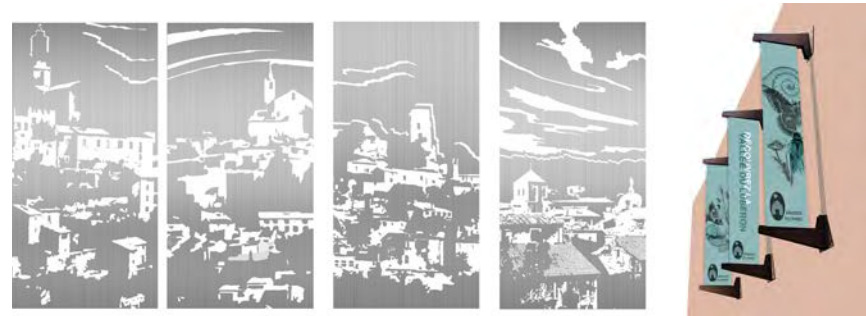


### The Plan

The newly defined plan will improve circulation, functionality and positively promote Maison du Parc. Employees and visitors alike will discover the Luberon through exhibitions, shopping, research and resources.

### The Facade

The facade is inspired by local Provence architecture, including historic homes and roman ruins. New banners will complement the warm facade with a cool color which is traditional to the region. Window security will be an unique depiction of local municipalities.

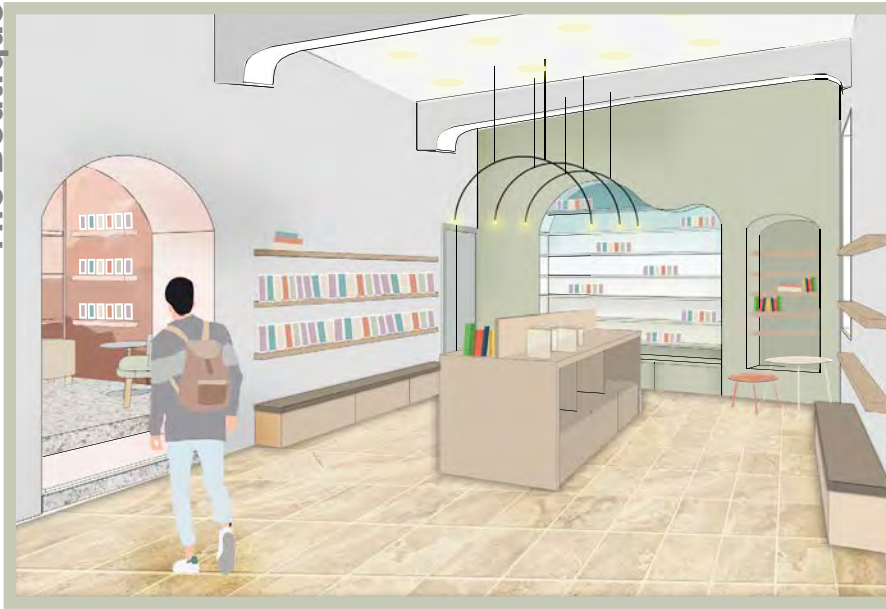




The Vestibule



The Boutique



The Reception



The Information Cove



### The Space

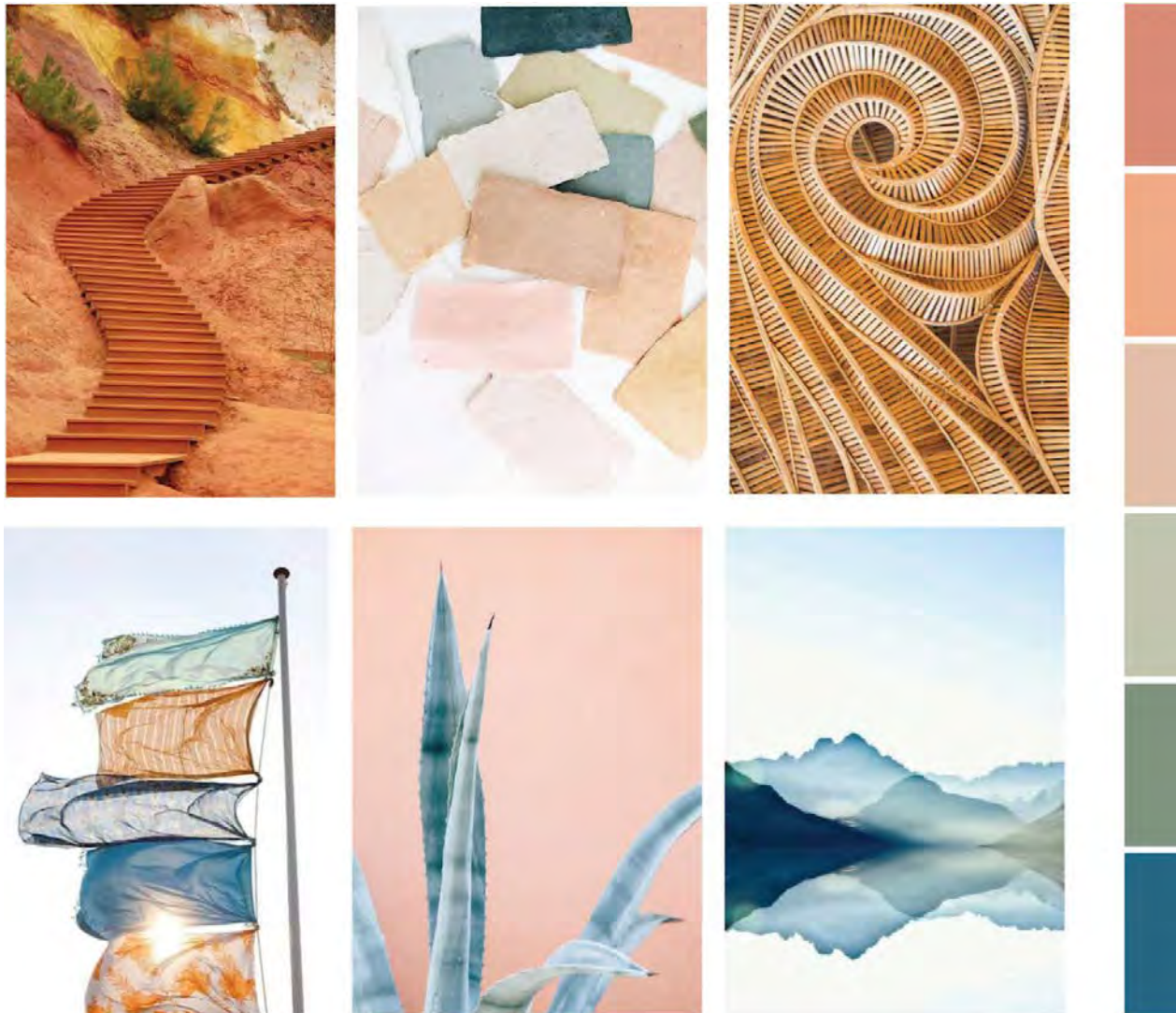
The interior will reflect the concept of Layering Communities with features such as the reception desk that is created with 77 layers of soil collected from each municipality. Traditional Provincial colors are used throughout the scheme.



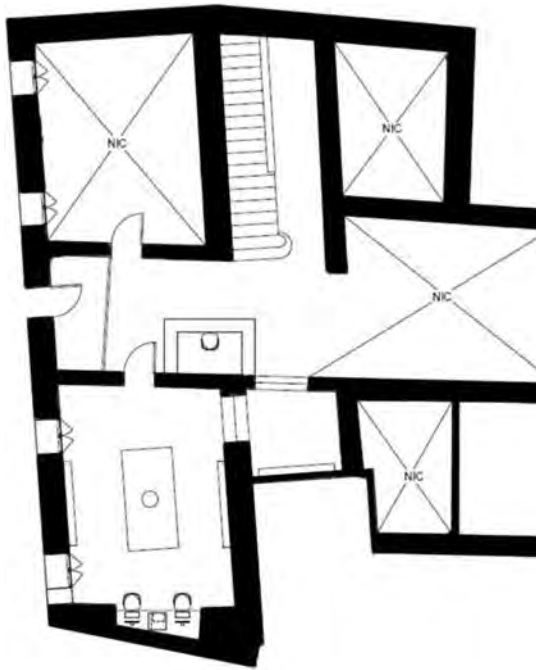
# Rising with the Sun

Kalli Allard, Camila Bejarano, Darian Smith,  
Grace Theus

The colorful journey of the sun's ascent into the sky will inspire the curious mind to embark on a new adventure. Welcomed by warm ochres and yellows, the user will be invited to learn about the rich natural history of Luberon, while the transitions into soft greens and deep blues will prepare the user to rejoin the fresh air and embark on their own trek through the park.







### Floor Plan

In our floor plan you can see the changes made in the overall layout in the space. While the vestibule remains the same the reception desk has been relocated to utilize the space behind it for a brochure room. The boutique has been redesigned to have a simplified centralized plan that allows for easier circulation.

### Façade

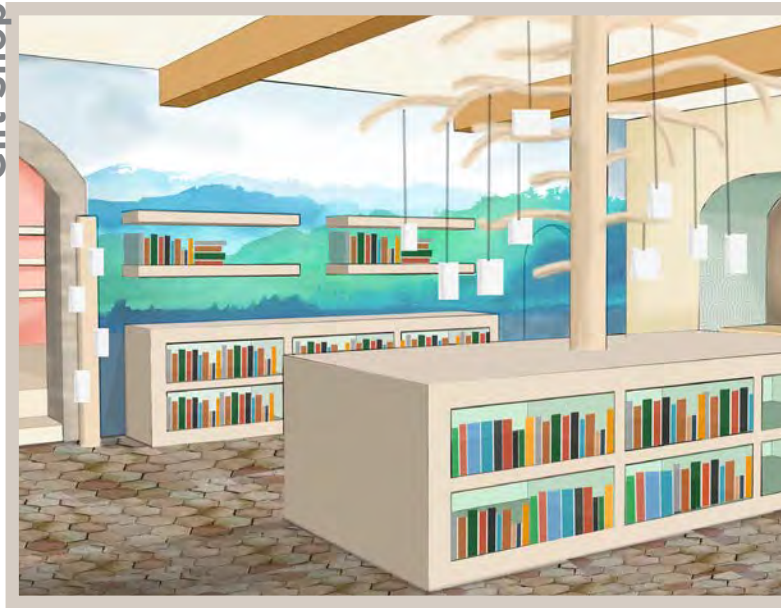
The façade will have updated banners to attract attention as well as planters beneath the windows. The security bars on the windows will be kept but painted a light color to create a more welcoming environment.



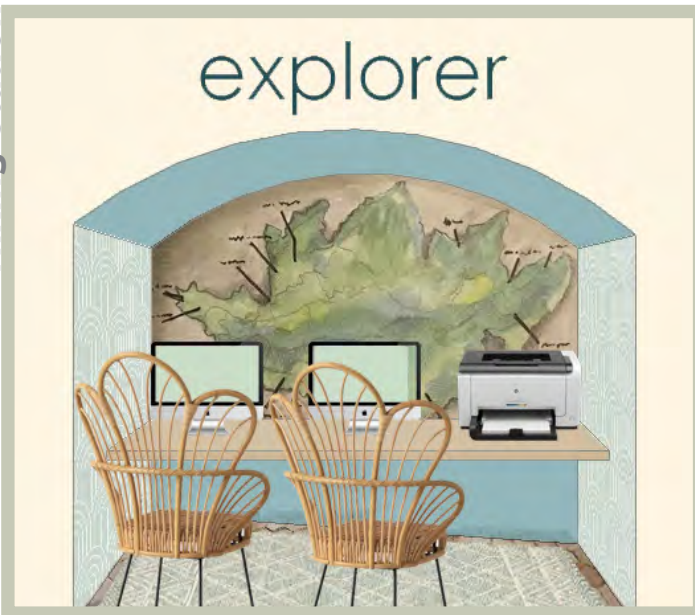
Reception



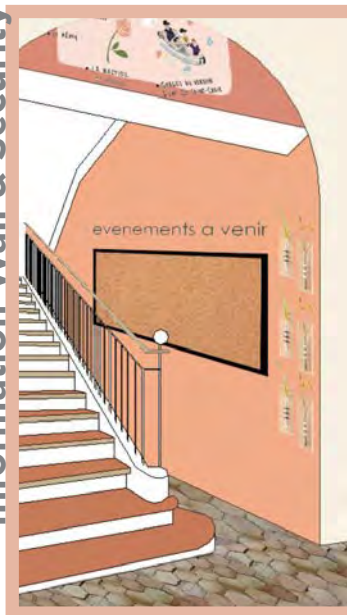
Gift Shop



Hiking Station



Information Wall & Security



### The Design

Use of the colors inspired by the sunrise is used as a subtle guide throughout the space. Warm woods and natural rattan furniture and fixtures create a sense of comfort and invites the user to explore the space and the merchandise. Art murals by local artists will be implemented to bring in the culture of Provence.



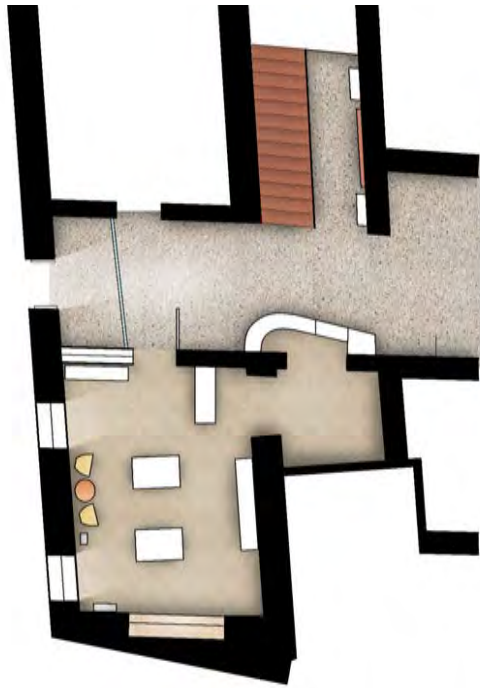


# Illuminated Exploration

Brielle MacNichol, James Mifflin, Julie Kim,  
Stephanie Fellas

The design for Maison du Parc is inspired by the shadow and light of the Valley and the explorer's curiosity as they journey through the park. Simplified forms and thoughtful lighting will enhance way-finding and allow the culture of the Luberon to speak for itself.



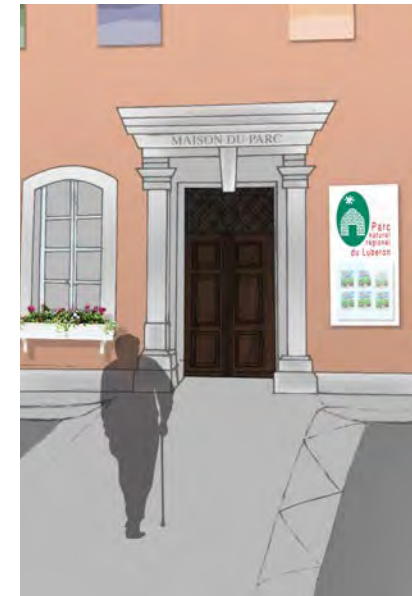


### Floor Plan

The main ideas proposed in our floor plan include cleaning and refinishing the existing flooring, creating a custom reception desk that mimics the curves of both the groin vaults in the space and the rolling mountains of the Luberon valley, and retaining the existing layout of the gift shop with new displays.

### Façade

We suggested removing the bars from the windows and adding flower boxes on the window sill to make it more warm and welcoming. We also proposed new graphics, including larger signage to attract attention and a new set of bright banners that are cognates.





Reception



Information Wall



Gift Shop



## The Design

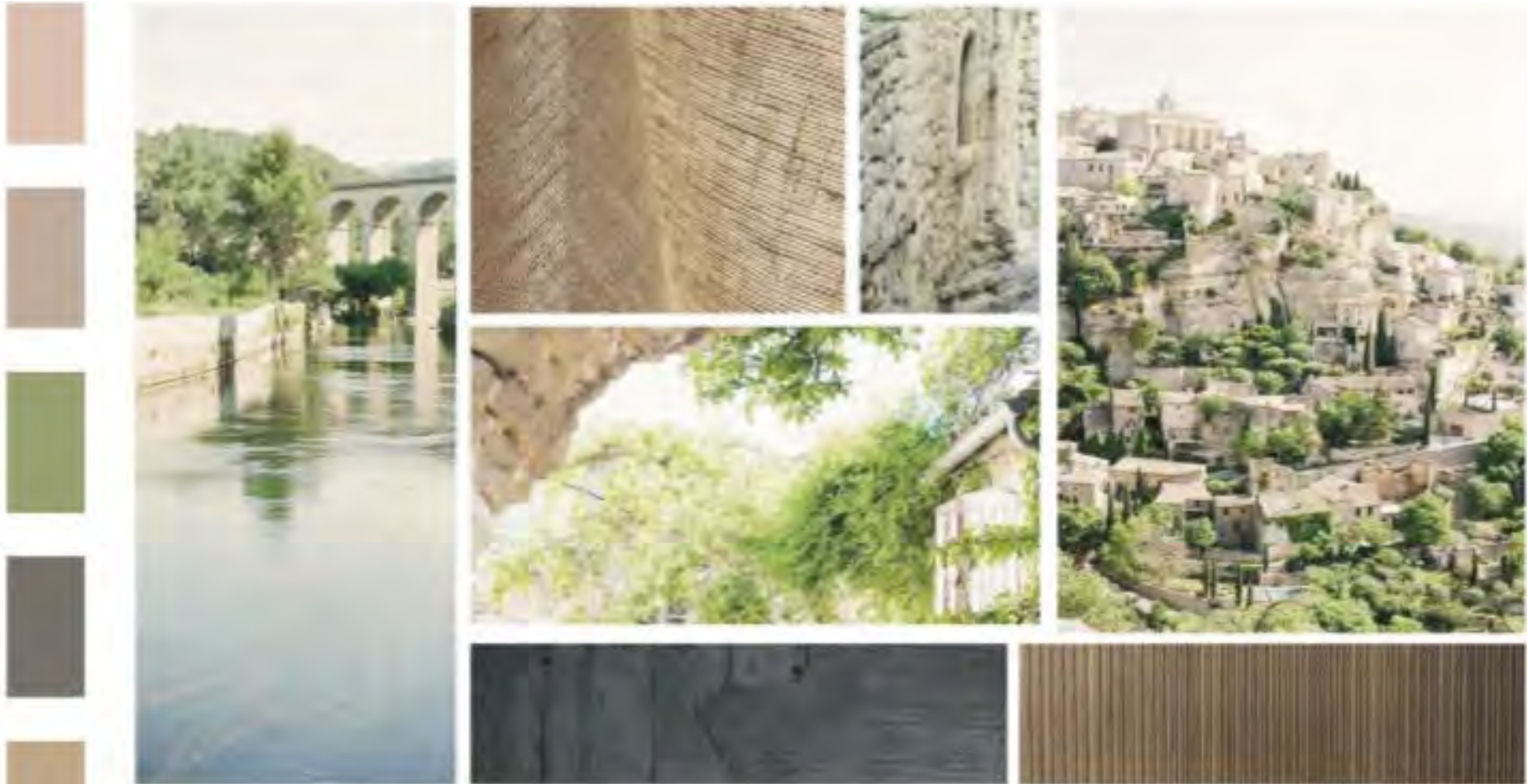
Simplify, re-define, and enhance the space through the use of light and shadow. Use accent lighting to highlight the shape of the vaults, fun illuminated signage to attract and guide people to the exhibitions, and add custom shelving in the gift shop alcove on the back wall as a featured display. We also wanted to keep as much existing furniture as possible by repainting it to give it a new life.



# Natural Curiosity

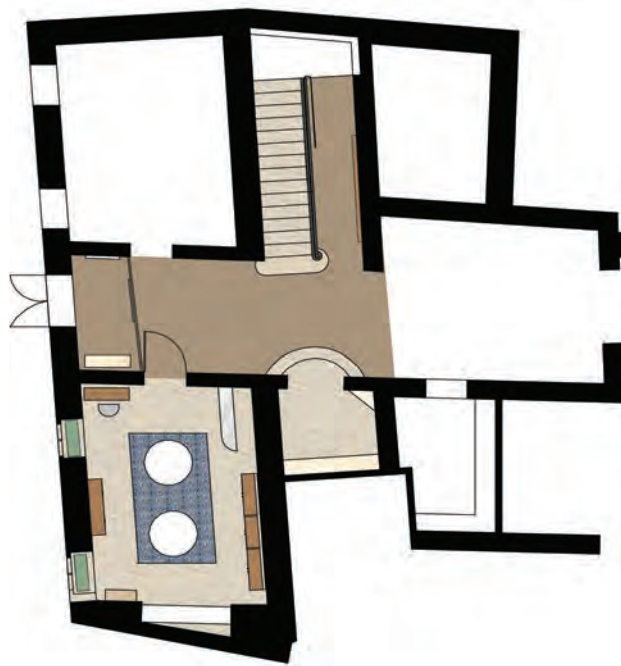
Celena Basadre, Seth Bilkis, Erin Verdi,  
Rebecca Schroeder, Kathryn Luu, Hew





## Natural Curiosity

Natural Curiosity finds wonder through exploration of the natural world. The Luberon Valley is an enchanting landscape of beautiful and unique flora, fauna, and topography to discover. The design intends to promote the surrounding landscape by using regional materials and colors while keeping in touch with the historic nature of the building. This space will be a great beginning to the journey that awaits those curious to discover all that the Luberon region has to offer.



### The Plan

The ideas proposed in our floor plan include cleaning and refinishing the existing flooring, creating a custom reception desk, the edition of mountains graphics, and reating new more organized displays in the gift shop with new displays.

### The Facade

We suggest repainting the building and window bars to brighten up the fascade. Flower boxes under the windows will add life to the building. New banners that can be read in French and English will help attract positive attention.



The Vestibule





The Reception



The Stairs



The Boutique



## The Space

Is supposed to feel bright and inviting with custom cabinetry, fun patterned tile and unique light fixtures to give the space a home like atmosphere. Through organization and streamlining the area will feel refreshed and inviting.



# Integrated Legacy

Gabby Saucedo, Cullen Bissell, Summer Bray,  
Jessica Burns, Emily Hallman, Kirsten Holland



The concept of “Integrated Legacy” aims to incorporate the rich heritage and history of the Luberon Valley and its inhabitants into the design of the Maison du Parc building. We drew inspiration from the natural material of ochre that has been historically gathered from the environment. One of our objectives is to evoke the feeling of being a child and discovering new things for the first time. We want to carry this idea throughout the design of the welcome center by sparking a childlike curiosity in visitors and making them want to interact with the space. We hope to promote exploration throughout the space and to stimulate a special feeling of experiencing something new for the first time. We have chosen to use a color palette of the natural colors of the landscape in the Luberon Valley - light hues of orange, green, and purple. Our material choices are local, sustainable, and noble.





### The Plan

In the vestibule, we proposed replacing existing vestibule doors with glass door. To create an immersive entry experience, there will be pressed botanicals between the glass panels. In the reception area, we propose reducing the size of the reception desk. To increase functionality in the boutique, the displays to increase organization and optimize view of merchandise

### The Facade

Flower boxes in windows blend with nearby residences. The existing security bars are painted white and the facade features three dimensional illuminated signs



### The Vestibule

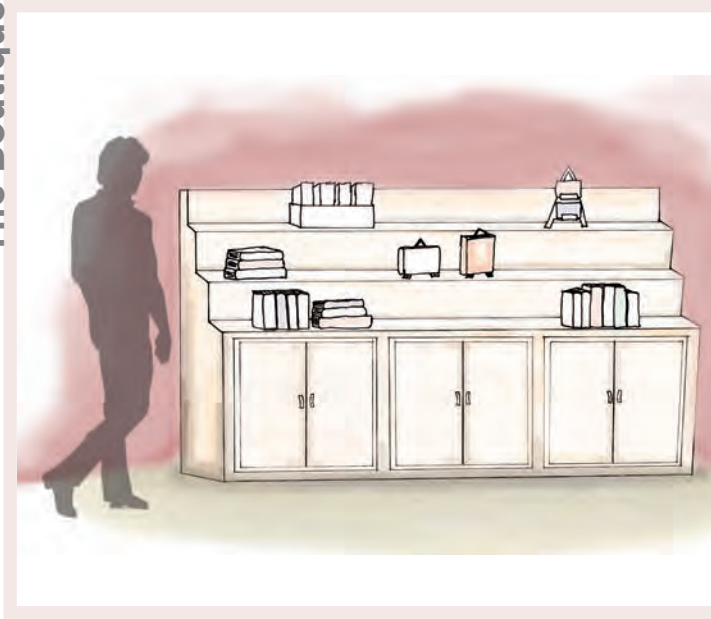




The Vestibule



The Boutique



The Brochure wall



The Boutique Nook



### The Space

The space improves overall circulation and incorporates overall colors and elements of the Luberon.

The Stairs





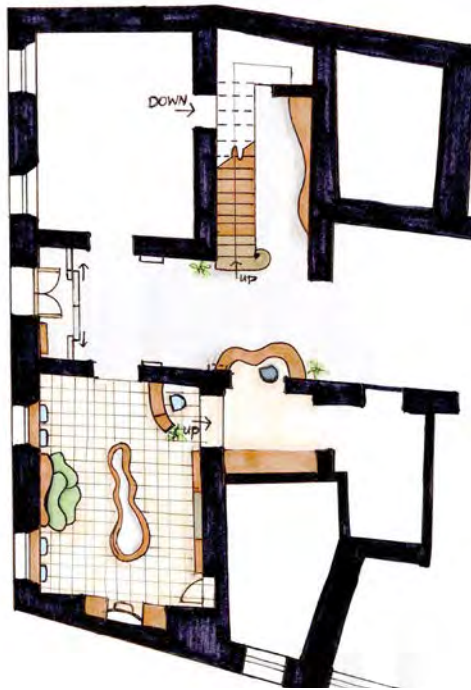
# Sensations of the Luberon

Abbey Nairn, Lauren Whitfield, Sarah Quinn, Tracy Nguyen



Taking influence from the Luberon itself, the design of Maison du Parc will reflect the region, incorporating the geography, colors, and cultural heritage found throughout. It will be an educational and aesthetic space that shows the beauty of the surrounding area, encouraging visitors to explore both the space as well as the region. There are countless treasures to be discovered in the Luberon, and Maison du Parc is where the journey begins.





### Floor Plan

The plan features organic form furniture. The vestibule will now have an automatic door for a sealed entry. The hiking station has been moved to the south wall of the gift shop. On the west wall is the children's reading nook.

### Façade

Flower boxes on the facade create a more welcoming feeling. New banners feature both English and French vocabulary. An A-frame sign put on the sidewalk lets visitors know when Maison du Parc is open





Vestibule



Reception



Gift Shop



Exploration Wall



### The Design

Mountain graphics on the walls make visitors feel like they are surrounded by nature. Orange door frames to spark curiosity. Wooden furniture provides more natural feel and the gift shop offers window seating.







