

Phase 3:

Design Proposals

With this information, the seven teams condensed into two - one for each class - to produce new, hybrid designs that embodied the best of each proposal and addressed all the needs of the client.

1

Cultivating Wonder



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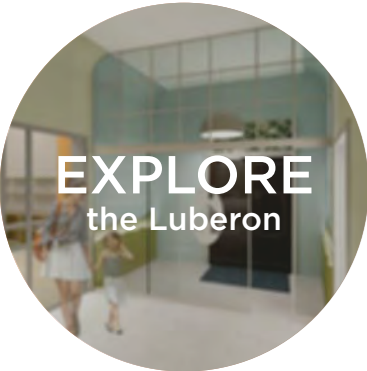
Monica Letourneau, professor



DISCOVERING YOUR CONNECTION TO THE LUBERON

Visitors of all ages and abilities are welcomed by a sensory experience that embodies the essence of the Luberon. Colors inspired by the sky at sunrise, the sweet melody of a citril finch, and the timeless prose of a poet encourage visitors to explore the landscape, join the community, and share in the sense of pride native to the people of Provence.

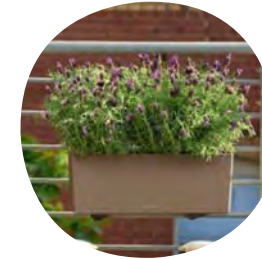
USER JOURNEY



FAÇADE

Visitors are enticed to enter with seasonal banners featuring iconographic representations of regional specialties like hiking, lavender fields, and nautical fossils. Maison du Parc accommodates all of its guests with a handicap-accessible speed table.

v front exterior of the building



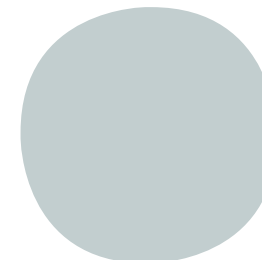
flower boxes



Maison du Parc sign



shadow box notice board



window bar paint



< Banners - All Year

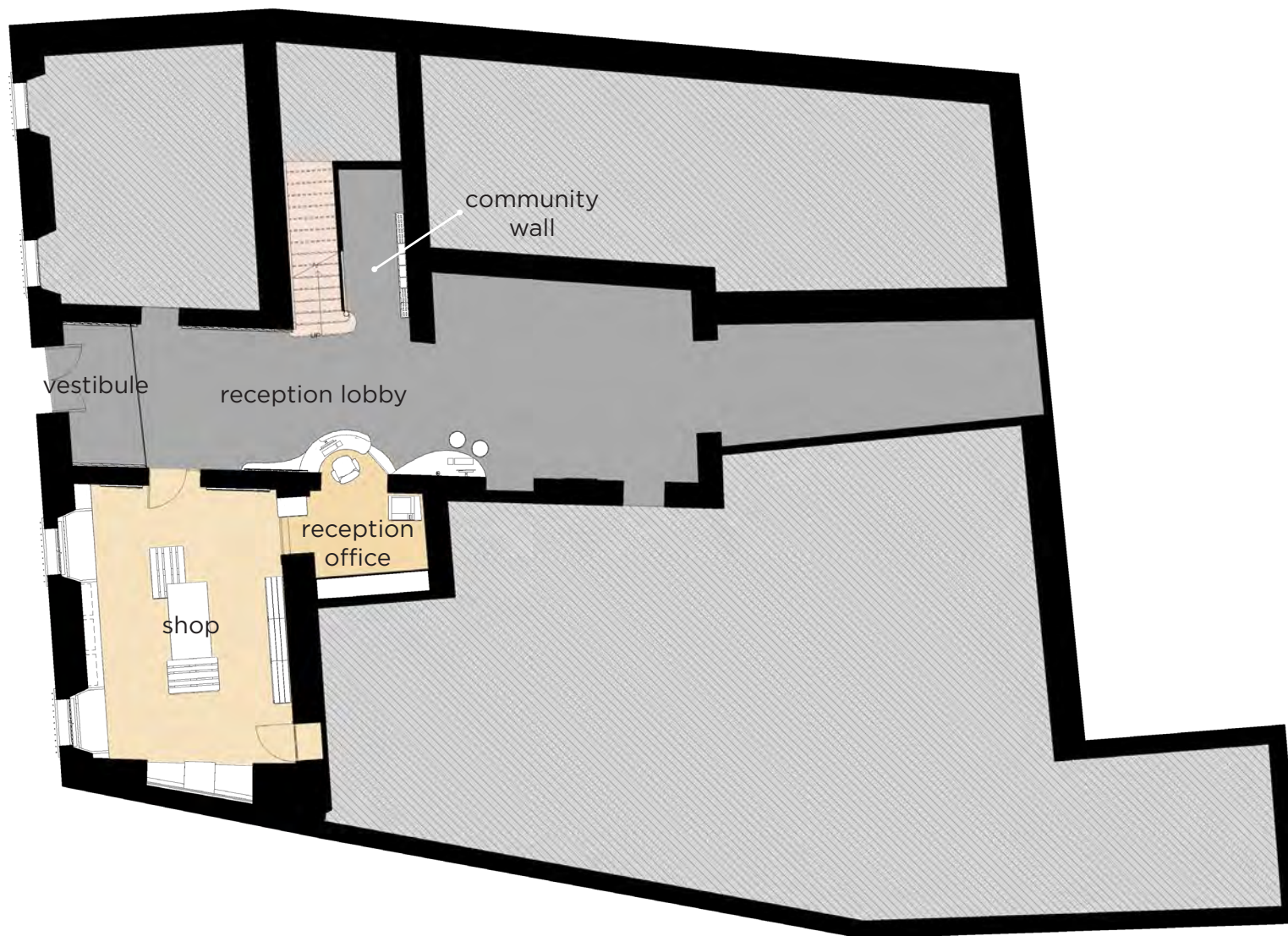
These banners can be displayed the entire year, using symbols that represent a variety of seasons in the Luberon. Four distinct colors also represent the variety of color seen in the Luberon throughout the year. The first three banners contain words in both French and English that relate to the client's mission.

Banners - Spring >

These banners could be exchanged for another set in the springtime. Decorated with symbols of poppies and strawberries, as well as orange for the emerging flowers and green for the sprouting plants, they provide viewers with a glimpse of spring in the Luberon. The words on these banners relate to popular activities that can be done in the spring.



FLOOR PLAN



VESTIBULE (ENTRY)



^ view of the north wall of the vestibule from the main entrance

Upon entry, an illuminated mountain motif highlights the logos of park sponsors and flows beyond the automated airlock, welcoming guests into the reception lobby.



illuminated mountain motif



Maison du Parc logo appliqué



walk-off mat



glass sliding door

RECEPTION

A curvilinear desk of slatted oak topped with honed natural stone mimics the undulating horizon line of the local landscape. Contemporary shelving displays brochures to encourage users to stop, browse, and discover what the Luberon has to offer.



brochure display shelf



small pendant lights

▼ view of the reception from the stairs



map of the Luberon



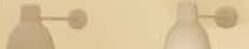
stone countertops



wooden stools

view of the reception from the vestibule door >

CHEMINS
TRAILS



ACCUEIL
RECEPTION



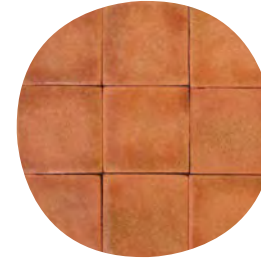
COMMUNITY WALL

The space adjacent to the stairs offers park-goers the opportunity to interact with each other. Users are invited to share their experiences through written messages or photographs applied to a magnetic map of the park.

v view of the stairwell from the reception



bulletin board and magnetic whiteboard



terracotta tile



stone stair tread



^ the stairwell with the security gate partially closed



the stairwell with the security gate fully closed ^

The security gate in the stairwell will remain the same, but will gain a covering to look more friendly and approachable. The covering, when the gate is closed, will show a map of the surrounding area with fun images representing each village, being both aesthetically pleasing and educational.

SHOP

In the shop, guests are greeted by the songs of regional birds and a radiant tree form that is surrounded by local, artisanal products and literature. Dressed in soft goods such as a rug, pillows, and upholstered seating, the space is a harmonious blend of nature and home.



display table



speaker system



track lighting

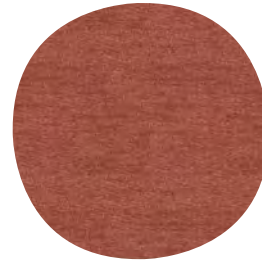




wall lamp



wooden shelving



chenille fabric upholstery



cotton fabric pillows



woven area rug

> view of the checkout and children's reading nook



< view of the window seating

VESTIBULE (EXIT)

The words of the poem “Qu’il est beau ce Luberon” by Serge Bec printed in French and English bid visitors farewell, inspiring them to explore, and to return.

view of the vestibule from the lobby v



large pendant light

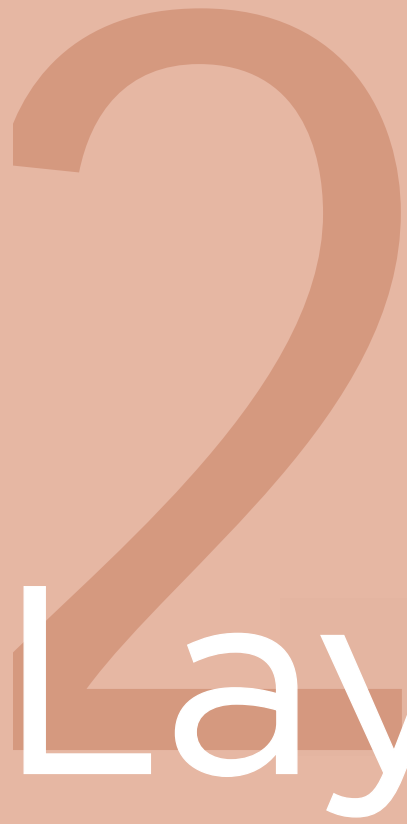


trash receptacle



A vibrant outdoor market stall with baskets of fresh produce and flowers. In the foreground, there are several red plastic baskets filled with various items, including a large yellow sunflower. The background is filled with more produce, including blueberries and strawberries, and a person's hand is visible holding a red basket. The scene is bright and colorful, suggesting a sunny day at a farmers market.

CULTIVATING WONDER



2

Layering

Communities



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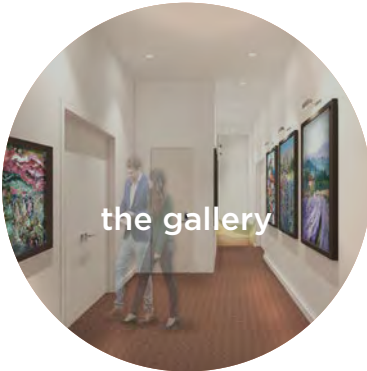
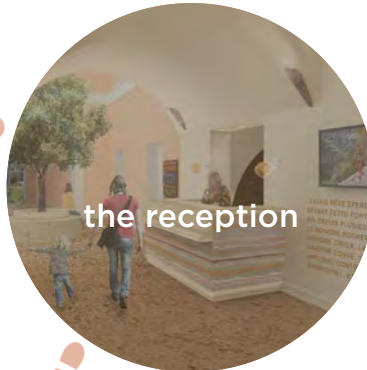


CELEBRATING THE DIVERSITY OF THE LUBERON

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.

Focusing on the concept of “layering communities” reinforces the history, diversity, and unification of the local community.

USER JOURNEY



FACADE

Visitors and locals alike are greeted by a colorful crosswalk that leads them to the newly restored provincial facade that joins history with modern elements to symbolize a renewal for Maison du Parc. Guests will be enticed to enter by the doors that will remain open during the day by a magnetic system.



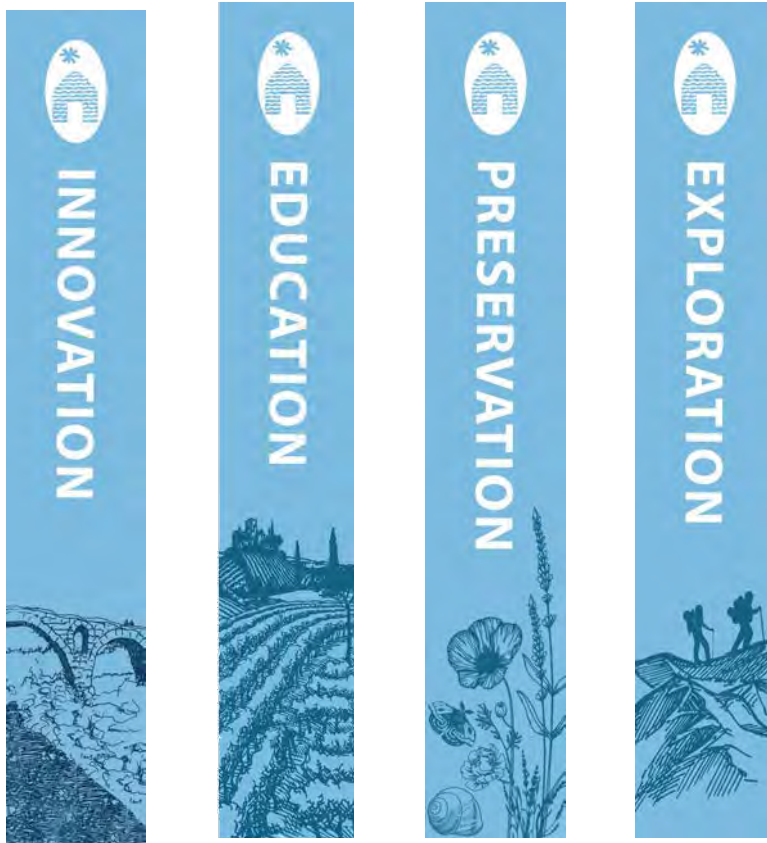
FF&E item name
description
and brief specs



FF&E item name
description
and brief specs

Signage will highlight the Luberon Geoparc's partners with laser cut, patina steel signs. Signage will also clarify what can be found inside such as the boutique, exhibitions and information.

The entrance is framed by two large pots that create a welcoming appeal with greenery. The facade will also have custom window boxes on the first floor windows in order to reminisce on the origins of the historic home. The window boxes will be constructed from the repurposed bars on the current ground floor windows.



A new security feature will be implemented on the ground floor windows. Custom patina steel, laser cut, panels mimic the rolling shadows of the mountains and valleys in the Luberon Region.

v



The northern facade will be renewed with a mural, designed and painted by local artists. >

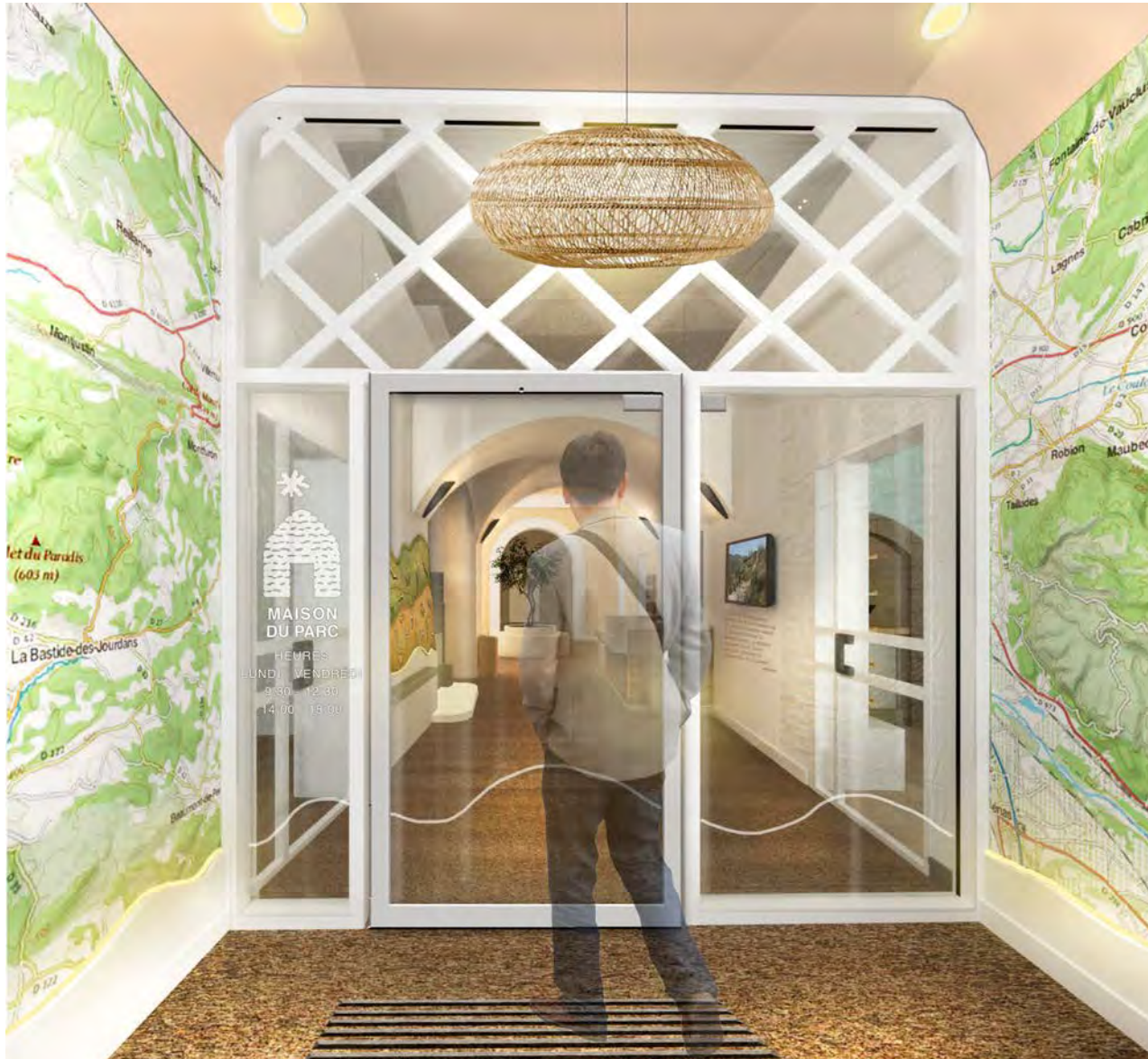
< The provincial aqua banners are inspired by regional residential architecture and compliments the warm facade. They highlight some of what Maison du Parc has to offer it's visitors and can be easily translated to travelers.



GROUND FLOOR PLAN



VESTIBULE



custom map wallpaper



pendant lighting

As guests enter Maison du Parc they are immediately immersed into the Luberon Region by a 360 degree map, softly illuminated by the glow of a mountain motif. The vestibule glass will be replaced with an automatic door to increase functionality. The door will be declared with the logo and hours of operation.

RECEPTION

Upon entering through the vestibule, guests pass a screen that will educate them on things such as biodiversity, Luberon in your plate and other cultural norms. Then, they are treated by a receptionist who sits at a custom desk curated from soil, ochre and stones from the 77 municipalities in the Luberon Region, this will depict layers, exhibiting the diversity of each community. On the side of the desk is a panel of complementary brochures for guests to explore and consult with the receptionist.



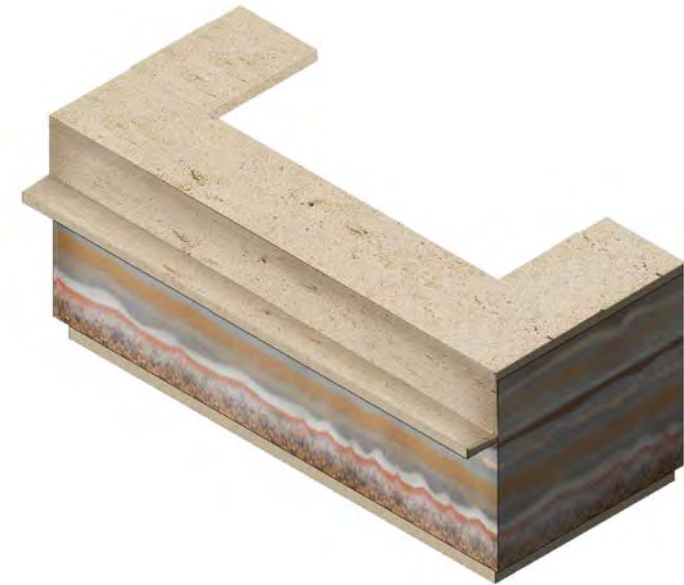
desk layers



limestone

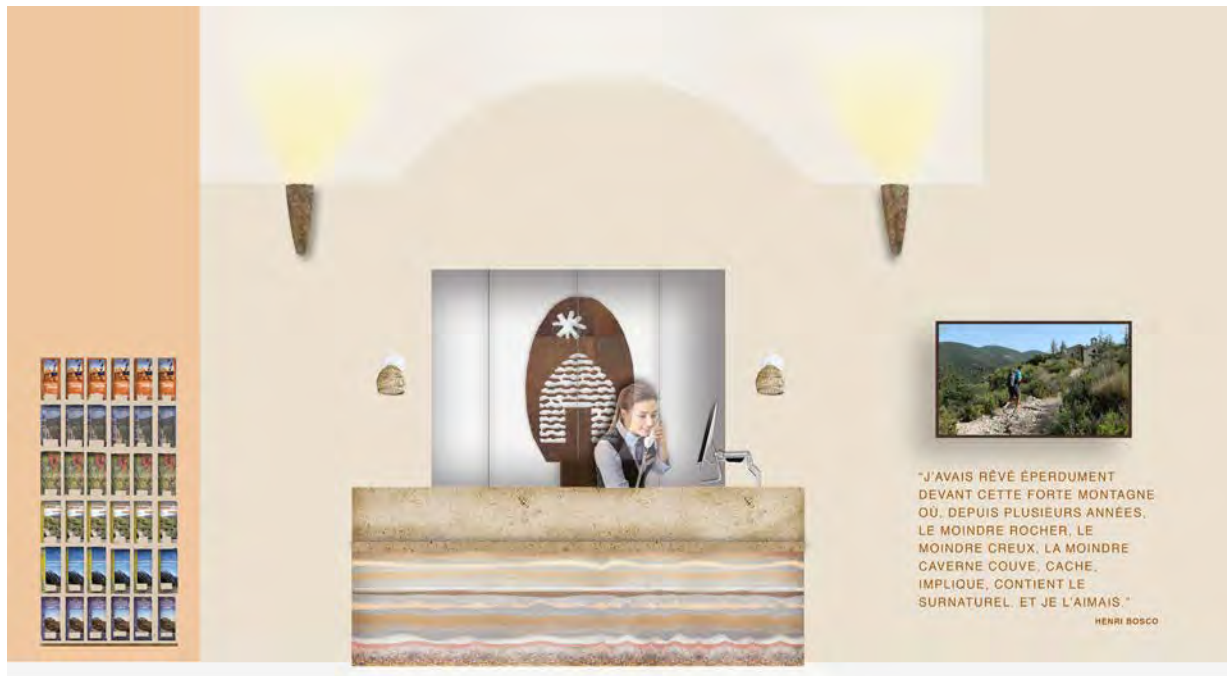


sconce



reception desk axon

v elevation of reception



view of reception from entry >



“J’AVAIS RÊVÉ ÉPERDUMENT
DEVANT CETTE FORTE MONTAGNE
OÙ, DEPUIS PLUSIEURS ANNÉES,
LE MOINDRE ROCHER, LE
MOINDRE CREUX, LA MOINDRE
CAVERNE COUVE, CACHE,
IMPLIQUE, CONTIENT LE
SURNATUREL. ET JE L’AIMAIS.”

HENRI BOSCO

LOBBY & INFORMATION COVE

v lobby view showing ochre wall adjacent to stairs and information cove



C'EST UN TERRITOIRE
PRÉSENTANT UN PATRIMOINE
GÉOLOGIQUE D'IMPORTANCE
INTERNATIONALE. DES
ACTIONS DE PROTECTION ET
DE VALORISATION DE SITES
D'INTÉRÊT GÉOLOGIQUE Y
SONT DÉVELOPPÉES EN LIEN
AVEC LES PATRIMOINES
NATURELS ET CULTURELS DU
TERRITOIRE



^ security gate canvas cover

Parallel to the reception area is a unique, custom ochre texture wall feature that guests can interact with and take a piece of the Luberon home with them. The mountain motif continues up the stairs in a painted gradient that connects each step. Next to the stairs is an information cover where visitors can research their journey in close/ visible proximity to the receptionist for assistance.



wood stools



oak

For lobby security, a canvas map will be attached to the existing security gate. This will ensure the upper levels are blocked off when needed, but still showcase visual interest in this area.

The ochre wall will be sculpted in a traditional sgraffito technique by a local artisan. Images of flora and fauna will be raised and recessed so that visitors can create texture rubbings on paper as a memory of their time spent in the Luberon.

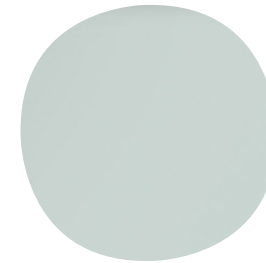
v elevation of ochre wall



BOUTIQUE

As a valuable resource to guests, the boutique organizes a collection of books, maps, posters, postcards and local goods. The book covers are exhibited so that customers can browse with ease. Additional storage below displays will hide back-stocked inventory while maintaining a easy transition when products need to be replenished.

v view of boutique displays and post card wall



wall paint



ceiling lighting



wall mirrors



^ entry view into boutique

A subtle alarm will alert the receptionist that someone has entered the boutique when the door opens so that they can be attentive to visitors.

The point of sale counter creates a division between back-of-house and the boutique. The POS counter will flip up for the receptionist to assist customers, it also has a locked cabinet underneath for cash transactions. We propose that a small check-out system such as an iPad is used.

FIRST FLOOR GALLERY SPACE

We propose that the 1st floor remains open during the day to exhibit a rotating gallery for local artists. For security purposes the door handles will be replaced with a key code access.



security door

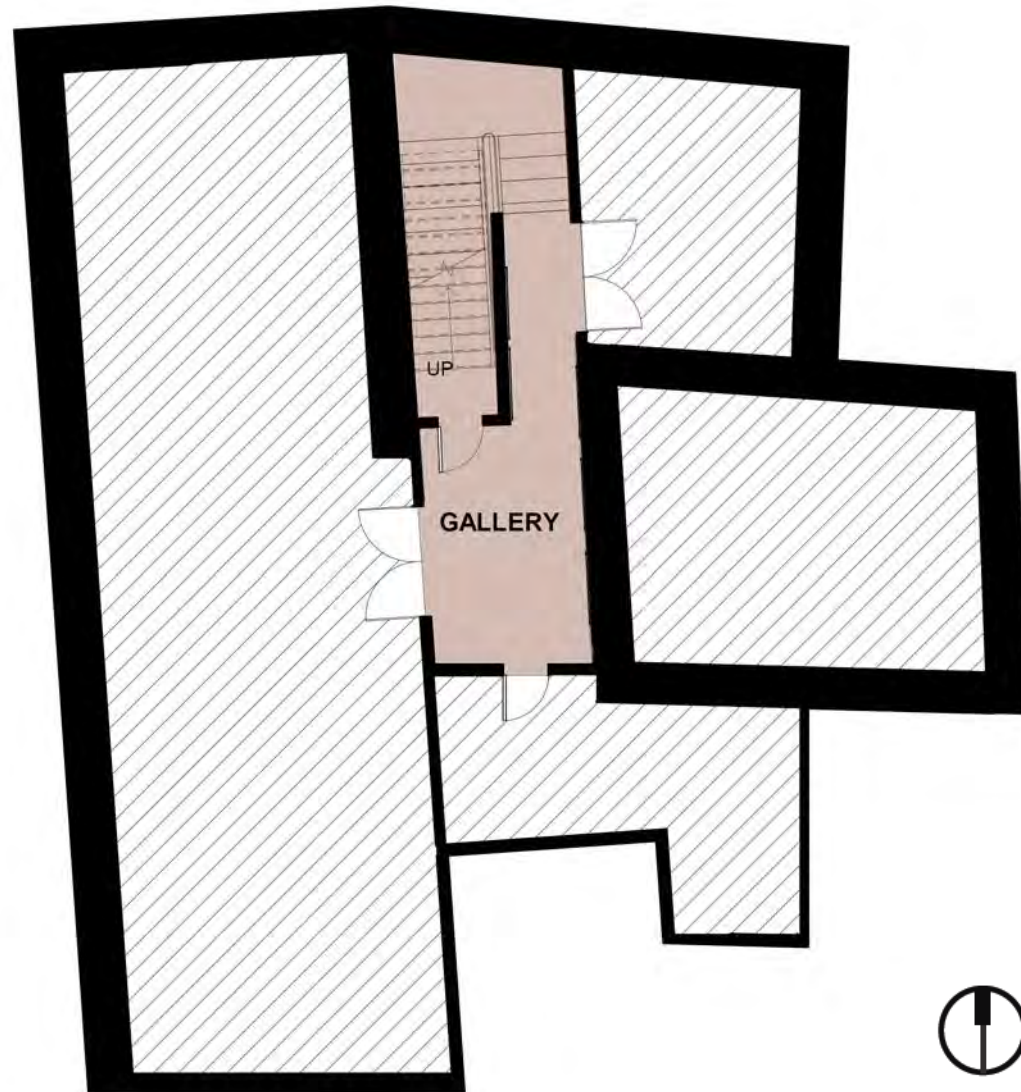


picture lighting



FIRST FLOOR FLOOR PLAN

Local Art





exit view of vestibule >

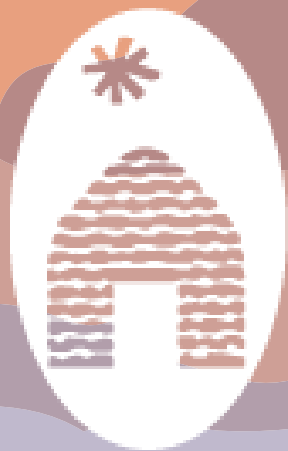
An aerial photograph of a densely populated hillside. The houses are built on a steep slope, with many green trees interspersed among them. The overall scene is a mix of urban development and nature. The text 'LAYERING COMMUNITIES' is overlaid in the center of the image.

LAYERING COMMUNITIES



Merci





SCAD