



fig. 1

P A S S I V E s u b v e r s i o n

Franchised city vs. found-
object adaptability: A Media
Beacon/ Public Dialog Venue in
an Abandoned Grain Elevator

a thesis submitted by
Megan Quinn

A thesis in partial fulfillment of
the requirements for the degree
of Masters in Architecture

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A P P R O V A L

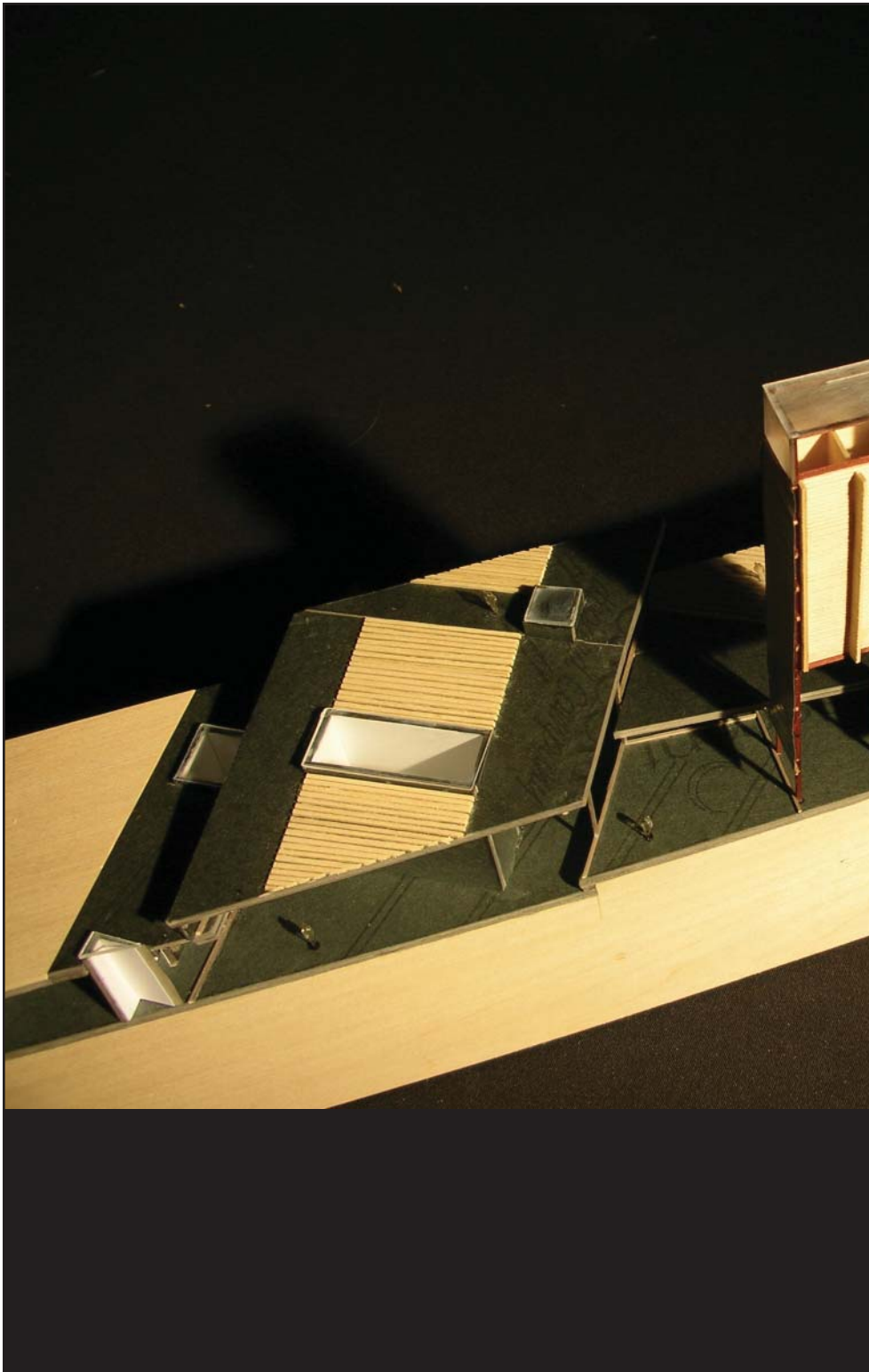
Of a thesis submitted by:
Megan Quinn

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C O N T E N T S

Preface

Historic Civic Sense

Context

The Current Situation in America

1. Ideologies
2. Passive Population
3. Passive Built Environment

Thesis Statement

[based on context]

Thesis Intent

Strategy

4. Subvert Passive/ Norm
-Junkspace/Terrain Vague
-Merge Juxtaposed Objects

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Site Analysis

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Precedent Studies

1. Building Type
2. Program Type
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Schedule Simulation

Code Analysis

Product

Program

1. Description
2. Spaces
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Endnotes

Bibliography

Image Credits



fig. ii

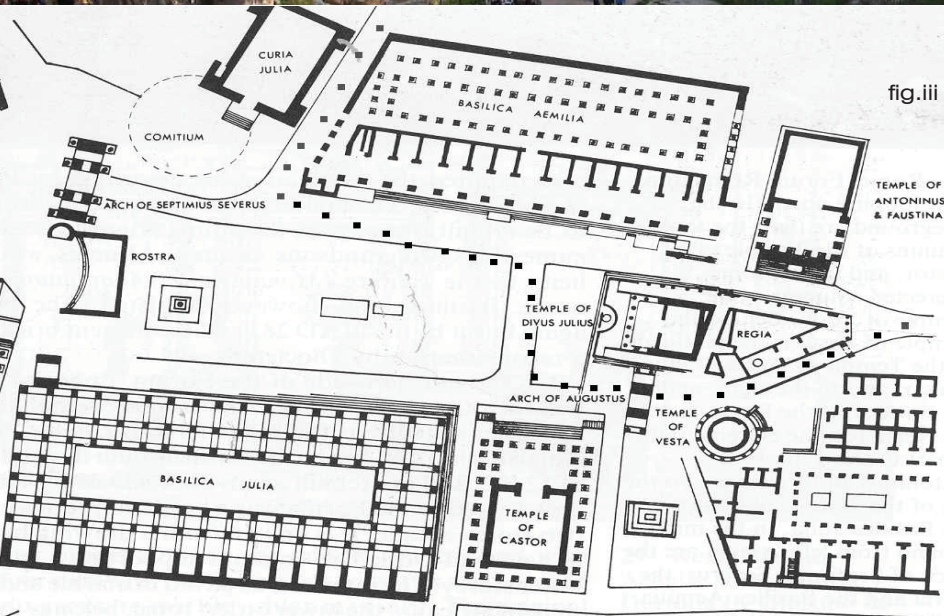


fig.iii

Preface

Public space has been integral to city planning since Ancient Greek and Roman civilizations. Greek and Roman governmental structures were based on the idea of people coming together to discuss. The senators were the main speakers in the Forum, but the citizens would gather to listen or contribute. The architecture of this kind of public space was large, open, and able to accommodate everyone willing to attend. Both the Agora in Athens and the Forum in Rome included marketplaces and other public amenities which drew people to the public arena.¹

During Ancient Times, public gatherings were the only form of passing on information. Human contact and interaction was necessary, and people gained a civic sense from the live interaction and involvement with their fellow citizens. Everything was live, including entertainment. Live encounters were the media.

In Contemporary American Culture, it is not necessary to have live dialog. Communication can be carried across various media, some of which include simultaneous audiovisual conversations. Public space and a civic sense has been lost to electronic media, and shopping space is the remaining public space.² Just as the marketplace drew people to the Agora and the Forum, shopping centers today draw people from their homes to common locations.

The intent of this thesis is to explore design opportunities that would proactively address contemporary consumer culture. This passive consumer culture has eroded the “civic sense” of the past, and architecture can restore the “civic sense” by structuring opportunities for interaction between people that would not otherwise exist.

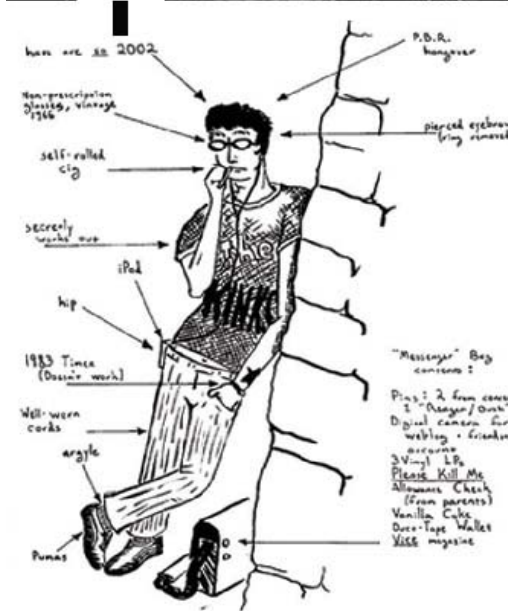
This thesis will investigate the current situation in American culture, and research ways in which architecture can provide an intermediate venue between the public sense of the past (before electronic media) and the world of consumerism, convenience, and burgeoning technology. The power and efficiency of electronic media makes it a nearly irresistible cultural magnet. It simulates reality and can be combined with the intensity of live dialog and encounters to create a hybrid that will enhance contemporary culture.

“Television is a medium of entertainment which permits millions of people to listen to the same joke at the same time, and yet remain lonesome.”
-T.S. Elliot

Fifteen percent of the globe's population is connected to the internet³, 99% of Americans own a television and watch 250 billion hours of TV a year.⁴ Electronic media has formed a passive culture which is exposed to a plethora of information. This information affects political viewpoints, consumption habits, lifestyle choices, etc. [Face to face encounters are dwindling due to the convenience and portable nature of these media.] The media has a monopoly on the market of information, but a physical place can bring people together for the purpose of interacting with other people and exchanging information

C O N T E X T

- Ideologies Created by Media
- Passive Population
- Passive Built Environment
- Homogeneous Experiences
- Loss of Human Interaction and Public Space



= sale

fig. 2

(1) Ideologies created by the media - aspiration vs. reality

"Modern exchange is not materialistic. It is not objects that people really desire, but their lush coating of images and dreams that mesh with a wider promotional culture fueled by advertising and the broadcast media".⁵

Individuals possess fabricated images of lifestyle and how life is "supposed" to be. Excessive consumption comes from wanting to possess ideologies with which the media confronts us. Perfect lifestyles are tempting, and as an impressionable society we allow TV commercials, sitcoms, magazines, radio, printed advertisements, and the internet to influence the endless choices we make about how we live. We are not buying products, but the names that cover them, the lifestyle attached, and the packaging that contains the product.

Studio Sputnik, the author of Snooze, discusses the unconscious and unquestioned absorption of "mass culture" by the individual in society.⁶ A Volkswagen commercial shows a young couple driving under the stars in a Jetta convertible; Nick Drake's *Pink Moon* is playing in the background, as the corporation attempts to reach an entire audience of 'hipsters' [see fig. 2]. If images can be consumed just as products can, then a suburban home or a downtown loft can also be consumed.

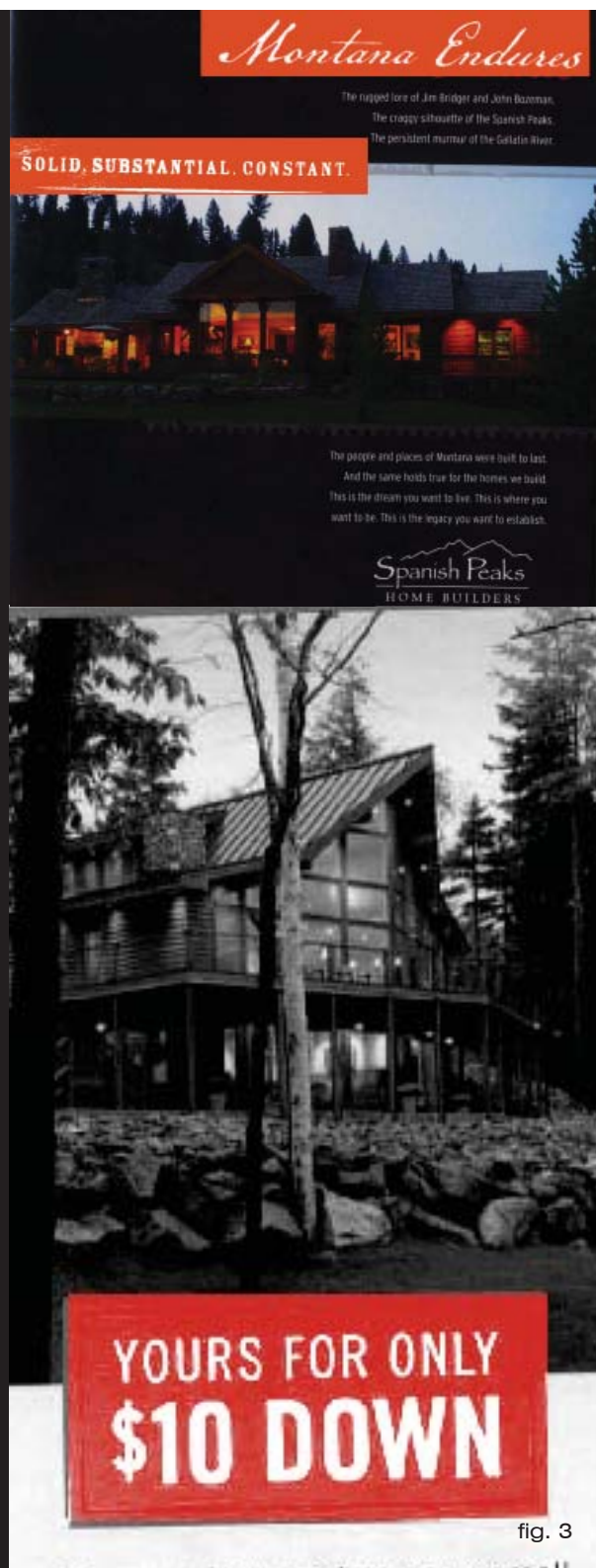


fig. 3

Families have been confronted with images of perfect homes and neighborhoods in the media. Many times advertisements portray a certain way to build and occupy space for a particular part of the country. Montana Living magazines advertise builders' glowing log homes blanketed with snow somewhere deep in the woods. These images can be transformed and internalized as a preconceived ideal of how one perceives life in the mountains. American Society is mechanically accepting messages from "mass culture" with no opportunity for rejection or debate. Marshall McLuhan calls this acceptance "packages of passive entertainment".⁷

The electronic, broadcast, and print worlds of media help to comprise an abstract reality, but they are still constructed and often illusionary reality. Real life is experienced through physical presence, not on a screen.

(2) Passive Population

“Ownership of an object offers us fleeting happiness at the moment of connection with something we perceive as unique.”⁸

Advertising has created a culture in which one consumes products to establish one’s identity. We collect and assemble manufactured objects to define a lifestyle. A skateboarder cannot go to the skate park without the clunky shoes and the sharp graphics on his hoodie to announce that he is part of the “club”.

Current technology has “fragmented” the individual’s purpose in society in order to create a non-stop “mechanized” cycle of work. All of life’s necessities can be bought in a store or on the internet, so individuals can focus on their own specific jobs. We are no longer required to grow our own food, sew our own clothes, or build our own homes. We spend less time taking care of the bare necessities and more time consuming. We eat packaged goods, we bathe with packaged products, and everything else is taken care of for us. Products magically appear on shelves as if we are the audience who cannot see what is happening backstage. Our job is to consume and enjoy.

“An uncommercial shows a thirtysomething man slumped on a sofa before a flickering TV screen, his eyes glazed and face expressionless. As the camera pans slowly from his face around to the back of his head, the voice-over says, ‘The living room is the factory. The product is...YOU.’ At that point we see a UPC symbol tattooed to the man’s neck. The voice says, ‘Snap out of it America’.”⁹

In the past we had no control over what we saw on television, except to shut it off. Now digital television gives us the option to fast forward through commercials and pause programs after recording them in advance. TV is slowly becoming more like the internet, but the internet still engages us more actively. We can search for specific interests and biased viewpoints with which we agree with. The internet lets us research products in



fig. 4

the Consumer Reports to decide if they are really worth purchasing. We can chat with other people via webcams and programs like Instant Messenger. Finally, we can blog, post our own video footage, and ultimately express ourselves without restraint. Soon, people will not need to express themselves in person at all. All we have to say is, Look me up on MySpace.

If the internet is so active, then why have voters become so passive? Studies have shown that voter numbers have been dropping as technology has been increasing.¹⁰ Digital communication is partially to blame for the passive American because it allows us to stay at home and watch television or surf the web. We can absorb as much entertainment and information as we want from the couch.



fig. 5



“We look at the present through a rear-view mirror. We march backwards into the future. Suburbia lives imaginatively in Bonanza-Land.”¹¹

(3) Passive Built Environment

"It has given us darkest suburbia and its lasting symbol: the lawn mower."¹²

Suburban sprawl- Cities in the United States are rapidly bleeding away from their urban "centers". The suburban edges mainly consist of residential developments supplemented with "big box" stores, supermarkets, and franchise experiences. Sprawl blindly builds without considering the consequences, because it is based on ideal concepts from the 1950s. We are still building under the post-war regime.

Suburbs have grown because of the fear of inner city crime reported by the media, and the desire to possess the ideal American lifestyle. "The families leaving the metro-centers for the suburbs in the postwar decades were disproportionately middle class. When they left, so did the department stores, shops, and other retail outlets that depended on their patronage, resulting in a wholesale collapse of downtown shopping and entertainment districts."¹³ Downtown areas in many American cities have been dedicated solely to business districts, and people commute from life in the suburbs each morning.



fig. 6

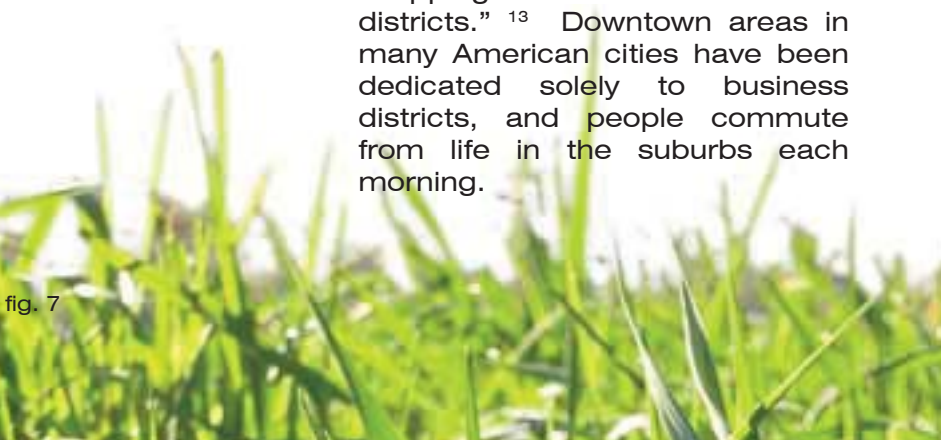


fig. 7



fig. 8

Homogeneous experiences-

The built environment, under the influence of the mass media, is becoming increasingly homogeneous, and unique experiences are being lost to franchise experiences. Small businesses are being pushed aside by large corporations that have discovered that people respond to intimate experiences.

"It's the romance of the coffee experience, the feeling of warmth and community people get in Starbucks stores."¹⁴ Anyone can drink coffee and surf the web at home, but people frequent coffee shops because of the atmosphere and the presence of other people.

Naomi Klein homes in on the corporate idea of selling "experience", not just a cup of coffee.¹⁵ Franchise restaurants and retail stores manufacture the same familiar place in multiple locations, giving visitors a sense of belonging, even if the store is thousands of miles away from home. This is what makes corporations like Starbucks and Target so successful. Target's layout is identical in every location, so we can quickly find what we're looking for. Other corporations such as Disney, create entire towns as a realization of their ideologies. They can immerse customers in a world of their products.¹⁶



fig. 9



fig. 10

Loss of Human Interaction-

Why go 'into town' to find out what is happening when we can stay informed in the comfort of our own homes? Why go to school when we can take internet classes on the couch? Why visit relatives when we can see them and talk to them on a webcam? Technology is making it possible to stay at home indefinitely, but people still require human contact and interaction. Physical presence provides the opportunity for spontaneous encounters. It is not predetermined like a movie; it is live reality. Studies have shown that face to face interaction raises the level of understanding in communication. We respond to facial expression, body language, and tone of voice more than we respond to text. People also need live interaction and feedback as opposed to delayed feedback. Even webcams cannot function like face to face interaction because it is difficult to focus on a person's eyes over the internet.¹⁷ (see fig. 11)

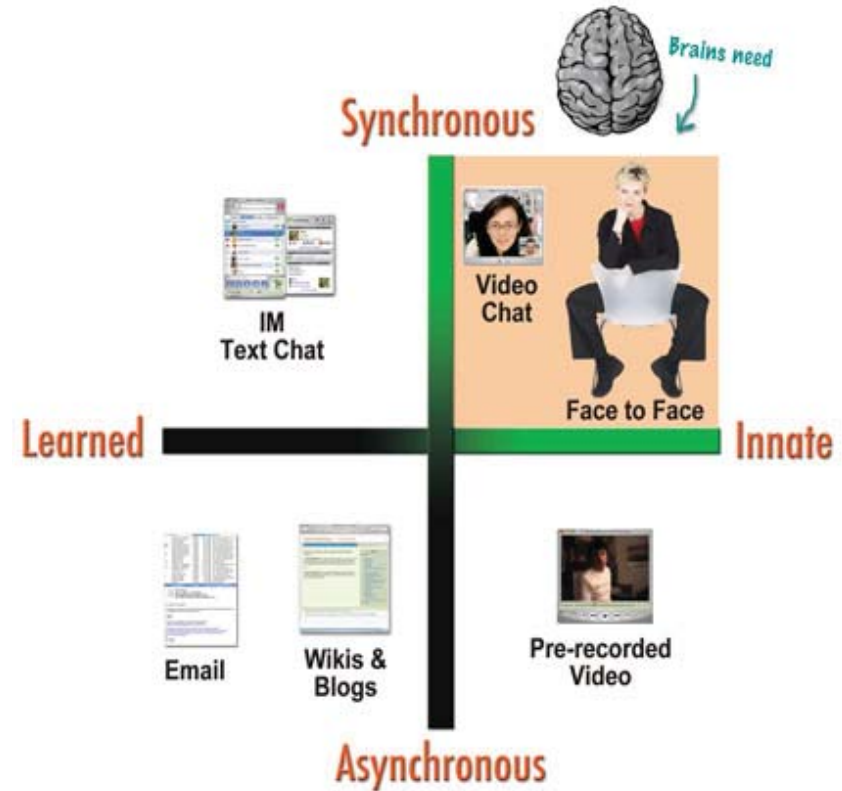


fig. 11



fig. 12

"You see, Dad, Professor McLuhan says the environment that man creates becomes his medium for defining his role in it. The invention of type created linear, or sequential, thought, separating thought from action. Now, with TV and folk singing, thought and action are closer and social involvement is greater. We again live in a village. Get it?"

Drawing by Alan Dunn; © 1966 The New Yorker Magazine, Inc.

Now that we have media space and cyber space, we have begun to lose public forum space. Public space no longer exists to encourage people to talk to each other. "All this would really have gotten Plato's toga in a twist. He thought that a state's citizens should all come together in the agora, face-to-face, to thrash out political issues." ¹⁸ The forum is an ancient concept, but it was honest and real. People knew each other's faces, and understood the state in which they lived. We recognize celebrities, not our local community members. We pay more attention to celebrity lives than our neighbors' lives. People rarely assemble for the sole purpose of discussing. Usually, some other attraction exists as a draw.

"Shopping is arguably the last remaining form of public activity. Through a battery of increasingly predatory forms, shopping has infiltrated, colonized, and even replaced, almost every aspect of urban life" ¹⁹ Almost every time we leave the house or seek a destination, it's because we want to buy things. We walk past each other in Target, and we don't question our fellow consumers. Interaction between strangers rarely happens because we're all there to buy what we want as quickly as possible.

The masses attend events or visit places that interest them or affect them personally, but there is a lack of interest in the built environment. Big box stores and franchise experiences are attractions because people can consume there. The attitude is, "What's in it for me?" If the masses can live comfortably and conveniently in the world, then there is no reason for an active attitude about the built environment. Seas of rooftops are ignored because there is room to park a car and plenty of space to move about inside. If a lifestyle is comfortable, then there is no reason to change it.

T H E S I S s t a t e m e n t

Mixing paths of varying intents
subverts passive culture by
creating opportunities for active
cross-social events.

Thesis Intent-

Explore design opportunities which would proactively
address our contemporary consumer culture.

S T R A T E G Y

[what can be done to regain the civic sense and lost condition of public space?]

[what can be done to counteract the passive population, built environment, and the norm?]

The solution is not reliving the past, but creating something new which is relevant to contemporary society.

- Subvert Passive/ Norm
- Junkspace/ Terrain Vague
[Urban Interventions]
- Merging Juxtaposed Objects
[questions the norm]
- Investigation of Local Social Groups
[using marketing concepts]

(4) Subvert Passive Population and Built Environment-

“Individuals are also citizens with a civic sense of responsibility beyond their own immediate private interests and property.” ²⁰

If a “civic sense of responsibility” does exist within mass society, then it needs to be harnessed to counteract the passive consumer culture. The best way to harness this is to create venues in which people can again interact in person.

“A decade ago, any attempt to connect the dots among the mess of trends would have seemed strange indeed: what does synergy have to do with the chain-store craze? What does copyright and trademark have to do with personal fan culture? Or corporate consolidation with freedom of speech?” ²¹

Naomi Klein, the author of No Logo, targets the idea that everything we own, and soon everything we build or inhabit, will be branded by a corporation. Private space is taking over the urban environment, and once corporations own everything there will be nowhere left to go without paying. Free exploration of the city will be limited. Klein calls this a “globo-claustrophobia that longs for release.” ²²

“The media has in many ways replaced the city forum or the public park as the site for discussing and recording issues of public concern.” ²³

“Public concern” can be anything from war, politics, the environment, religion, new products, new fashions, or health. These are the topics we can learn about on television, if our timing is right. In the past, the media has been a one sided way of informing the masses, (print material, television, and radio), but the internet is rapidly providing the masses with instant reaction and response opportunities. Blogging is an example of an open forum for the public, where a media corporation does not control the content of what is written. Fifteen percent of the world can access the internet²⁴, but the existing blogs are not mass society’s main distributor of information. We still rely heavily on TV, printed material, and corporate-owned websites. This is because mass society trusts brand names. A brand tells us the information we are receiving is from a credible source.

A live venue for free speech and cultural learning could be a destination point both in real life and virtually. People who hear about the venue could watch live and archived broadcasts. After this place gains recognition, it could also earn a certain amount of credibility.



fig. 13

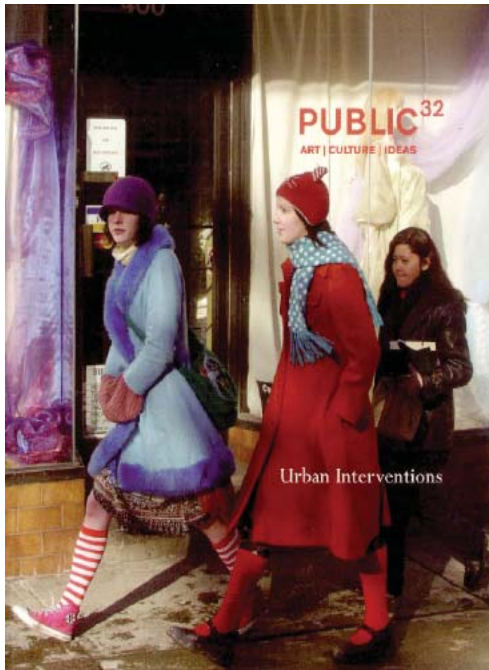


fig. 14

Junkspace – Terrain Vague (putting it to good use)

“Junkspace is post-existential, it makes you uncertain where you are, obscures where you go, undoes where you were who do you think you are? Who do you want to be?” ²⁵

“Artists, Architects, and Designers look to the city to bring specificity and sensuality to the ephemeral environments they create at the intersections of technology, communication, and aesthetics.” ²⁶

Suburbia has been rolled out like carpet, and the remnants have been tossed aside. Society prefers a blank canvas to build the American Dream, not a residual sliver of land in an undesirable part of town bordering interstate traffic. Slivers of land carved out when roads and other infrastructures intersect are often neglected due to their lack of predetermined planning. These spaces could be hijacked by architecture and turned into opportunities for lively public interaction. Junkspace and Terrain Vague can be occupied or transformed to create urban interventions. Interventions can be anything that makes a person stop to consider that moment. Interventions are anomalies in an otherwise bland blanket of expected cityscape. A bold color injected onto a dull blacktop surface could instantly stop a passerby in his or her tracks.

An urban intervention project started in Detroit as a response to the blighted city. A group of artists painted condemned buildings dayglow orange to bring an awareness of Detroit’s current situation.²⁷



Merging Juxtaposed Objects-

“Conventional organizations of spaces could be matched to the most surrealistically absurd sets of activities or vice versa: The most intricate and perverse organization of spaces could accommodate the everyday life of an average suburban family.”²⁸

The modernist theories of “form follows function” do not necessarily hold true in a fragmented world. Buildings are often left behind due to rapid growth and change; they can either be demolished or adapted for a new purpose.

Unique spaces which were used for an alternate function in the original programming of a building can be adapted into something that normally would not exist in the new program. For example, a laundry chute that was programmed into a mansion could be turned into a mail chute for an office building that occupies the mansion at a later time. This program element may have been overlooked in the office building if it were built without adapting to an old building. A suburban family relocates to a silo and the family finds it needs to adapt its way of living to a building. The building may also have to adapt to the lifestyle of the family that now occupies it.

Hurricane Katrina forced the residents of New Orleans to adapt to unusual program and building combinations. A former women’s shoe section in a department store now houses the life or death situations of a hospital emergency room.²⁹ We have the ability to adapt when situations are extreme, but when conditions are ‘normal’, people revert back to their preconceptions and ideologies of how to live. This thesis uses marketing strategies for the purpose of

strategy

This thesis will investigate the habits and ideologies of the potential users. Using the same tactics which marketing agencies use to target consumers, the product of this thesis will inform the public by filtering certain under-the-radar issues while encouraging spontaneous public discussions.

outlining a programmatic plan for a future building.

Marketing strategies strive to reach specific objectives based on an idealistic vision statement, and a mission statement is followed to achieve the objectives. A situation (current state) must be identified, a target must be chosen, and a path must be delineated to subvert the current situation.³⁰ This format parallels the concepts of this thesis. The situation is a passive mass society, the targets are specific groups of people in Bozeman, and the path is a proposed program for active discussion.

“Style depends on the hybridization of ‘proper’ styles through a process of amateur re- or rather dis-organization, using disparate elements that would not necessarily be considered to ‘go together’, or adapted to make up a personal style of self-expression which at the same time announces membership of a particular culture club.”³¹

Advertising agencies focus on different “culture clubs” to market their products. Different clubs buy different material things to create identity. Ideologies and images in advertisements are created to target specific types of people. Marketing agencies often times create different images for the same product to appeal to a broad range of customers. (see fig. 16) Marketing an image is successful to an extent, but word-of-mouth advertising is still appealing to

us. We trust the opinions of our friends and family, and we trust the opinions of other consumers who comment about products on the internet. Malcolm Gladwell, the author of The Tipping Point studies the importance of certain individuals and small groups in society. He writes about “the law of the few, some people matter more than others”³² (19). Those “few” are usually connected to many people, and those people hold “the few” in high regard. This is often how trends begin in cities. Who are those “few” in Bozeman?



fig. 16

P R O C E D U R E

- Site Analysis
- Pedestrian Routes
- Climate/ Demographics
- Informative Situations
- Case Studies

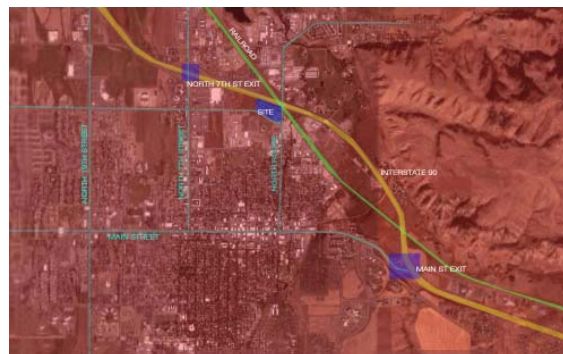


fig. 17

Site Analysis

Events of interest and physical interaction can spark live discussion, subverting modern day passive consumer culture.

The site selected for this thesis is located in Bozeman, Montana. Bozeman is a small college town in the Northern Rockies with a multitude of outdoor enthusiasts. Although the majority of the population shares outdoor interests, there are stark differences between world and political views among the highly conservative westerners and the liberal avant garde. These contrasting groups could create an interesting dynamic and an awareness of each other's concerns in a public speech venue.

The specific site is logical for this thesis because it is a junction for different demographic groups in Bozeman. Oak Street connects the North side of town and the West Side of town, and the selected site is the hinging point. Two opposite worlds already collide at this junction. The suburban and the avant garde. Also, anyone who skis Bridger Bowl, a popular destination, must pass this site, so the tower will pique interest in varying demographic groups.

The visibility of the site from Interstate 90 will expose the project to a wide range of occupants from outside Bozeman. It is relevant to reinvest locally. A small town such as Bozeman, using current technology, can reach a global audience via the internet or television. Therefore, a local community can affect a greater environment.

Bozeman already pulls "outside" visitors to town because of its proximity to the mountains and Yellowstone National Park. The university is also a beacon which generates a creative force of intellectual energy. This has spawned a crowd of young, ambitious people who want to affect the world.

In 2005 and 2006, Bozeman attracted people from all over the country for the Hatch Film Festival. For one week, Bozeman has public gatherings as destinations for a common purpose. This energy could be transferred to other interests. Bozeman, in that respect, has a condition of “stim and dross”. Dross implies that it is quiet or dormant until an event (stim) occurs. The same situation exists in Sturgis, South Dakota. The small town is completely inactive and “normal” until the annual motorcycle rally occurs in late August.³³

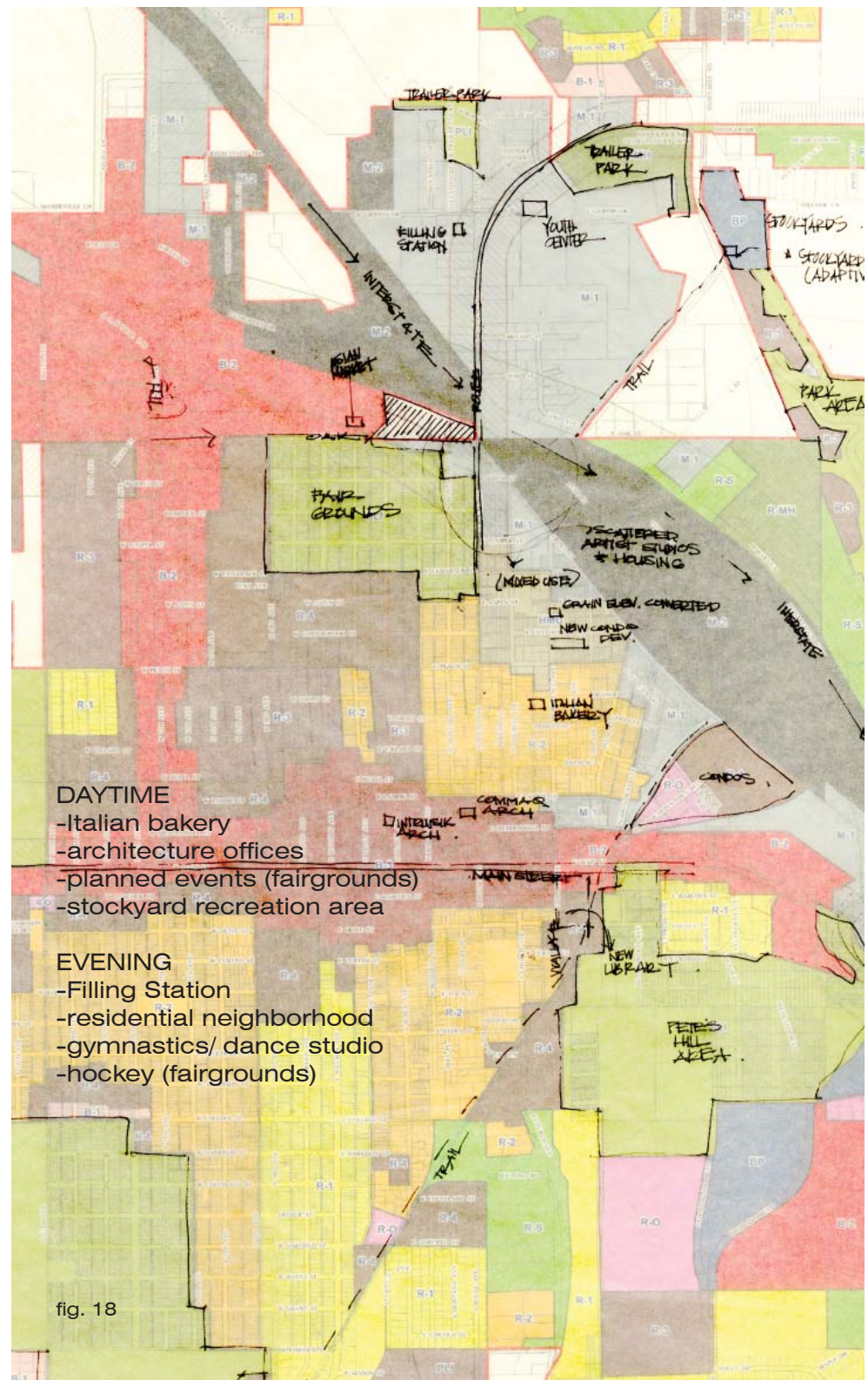
The ongoing public speech venue on this site will provide events (stim), but it will be dross in between large events. The dross condition will allow for unprogrammed, spontaneous interactions.

This thesis explores theories about juxtaposed objects. This site hosts an abandoned grain elevator which will be occupied with public speech events--a contrasting program, which questions the “norm”. The site selection also takes advantage of “junkspace” by occupying an abandoned industrial site. The “junkspace” is created by intersecting infrastructure, including the railroad, two major arterials in Bozeman (North Rouse and Oak), and Interstate 90.

The site is within close proximity of locally important businesses and destinations. The fairgrounds host diverse events, and the proximity of that venue will assure that a diverse collection of people will have exposure to the new project. The diverse events which occur there include the farmer’s market in the summer, the Montana State Fair, ski swaps, boxing, hockey, antique fairs, etc.

Also within close proximity is the Filling Station bar and restaurant which hosts local independent music. This and the surrounding residential neighborhood of artists and craftsmen on the northside of town will bring an avante garde cross section of people near the site.

The map to the right shows locations of important places in close proximity to the site (hatched to the right).



site history

The site for this thesis is in a historically industrial area on the north side of Bozeman, Montana. A long sliver of land bordering the interstate and train tracks has been abandoned along with an old grain elevator. The elevator has been stripped bare, and all that remains is the 60 foot tower which houses 8x8 foot grain bins.

Traditionally, grain elevators were built directly on train routes, so pick up and drop off would run as seamlessly as possible. What used to be a prime location for the elevator has made it obsolete due to the proximity to the interstate. “Widespread distribution of products from the local mills owned by the Montana Flour Milling Company demanded the cooperation of Bozeman’s two transcontinental railroads—the Northern Pacific and the Milwaukee Road.”³⁴

The steam powered Rouse Mill was the original location used by the Bozeman Mills in the early 1900s. The Story Mill was built later and shifted the flour from the Rouse Mill to the location near the East Gallatin River. The elevator that existed on Rouse at that time has been torn down, and the elevator which remains now was built around 1919 when the economy crashed. The Montana Flour Mills Company bought the Bozeman Mills, which could not have survived alone. The Mills in Bozeman remained successful for years, but after WWII they had competition from the more efficient mills in California. Finally, in the 1970s, the Bozeman Mills were all bought by Con Agra foods. “The closing of the Upper and Lower Mills in Bozeman was ‘fairly sudden’ because ‘they just switched the contracts to some other mills that Con Agra had.’ The whole process happened ‘within about thirty days’.”³⁵

The site was owned by various industrial companies, such as a steel manufacturer through the years following Bozeman’s agricultural boom. It has remained vacant since 1998.

Comma-Q Architecture is the current owner of the site, and they are working on the North Side Planned Unit Development. The site will soon be occupied with retail space and the existing gymnastics space. Plans for the grain elevator have been put on hold, but CTA Architects has considered renovating the space.³⁶

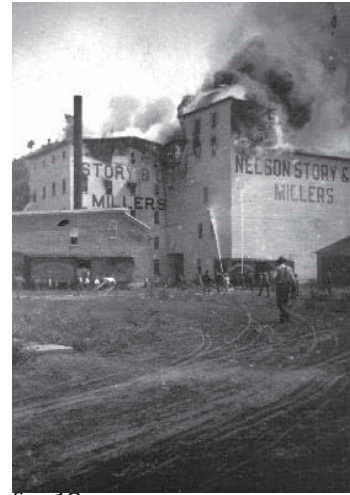


fig. 19

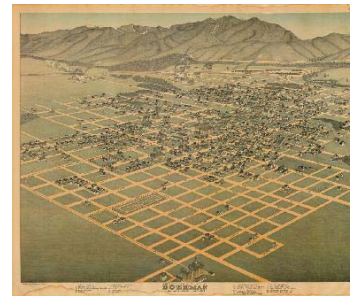
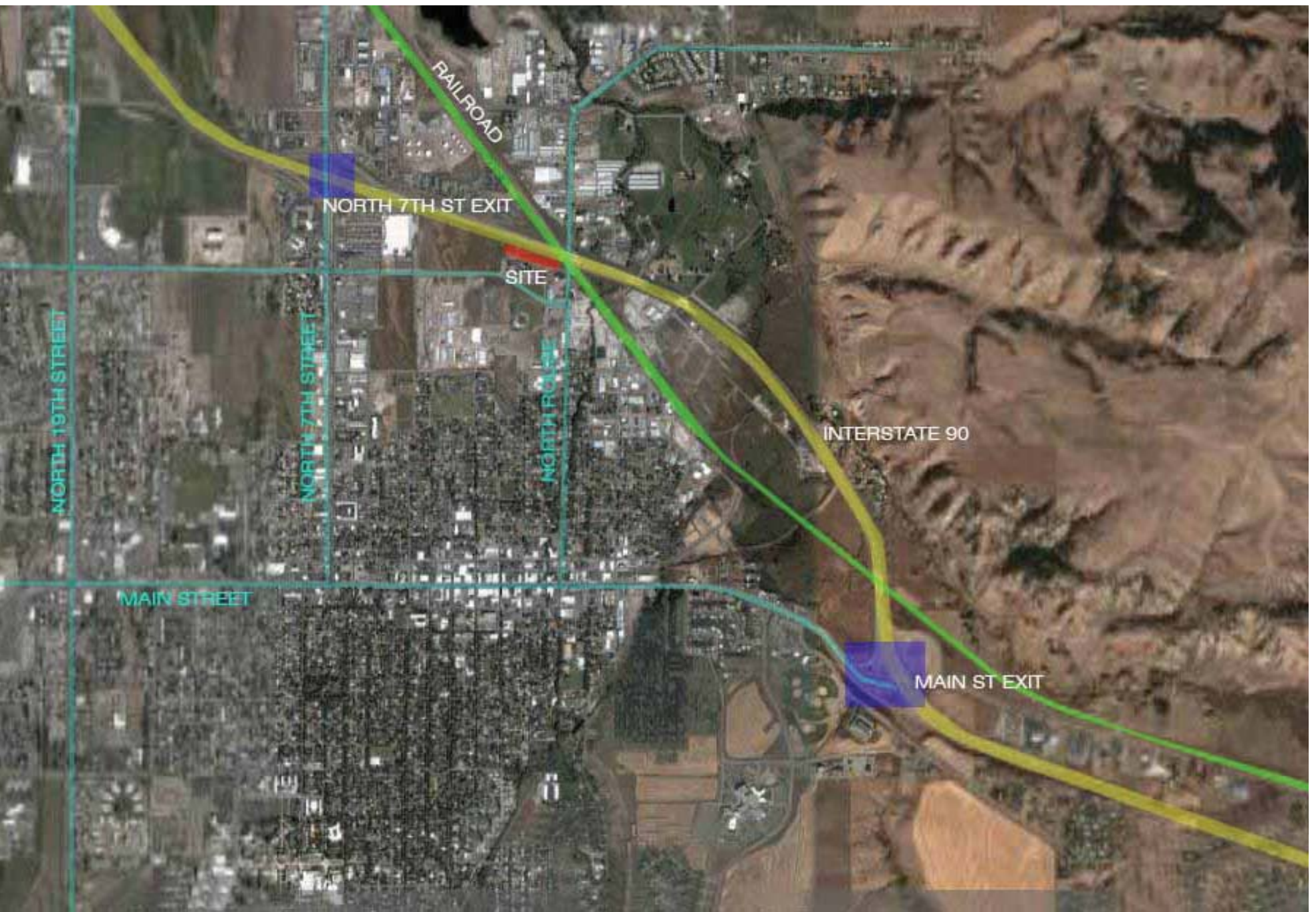


fig. 20

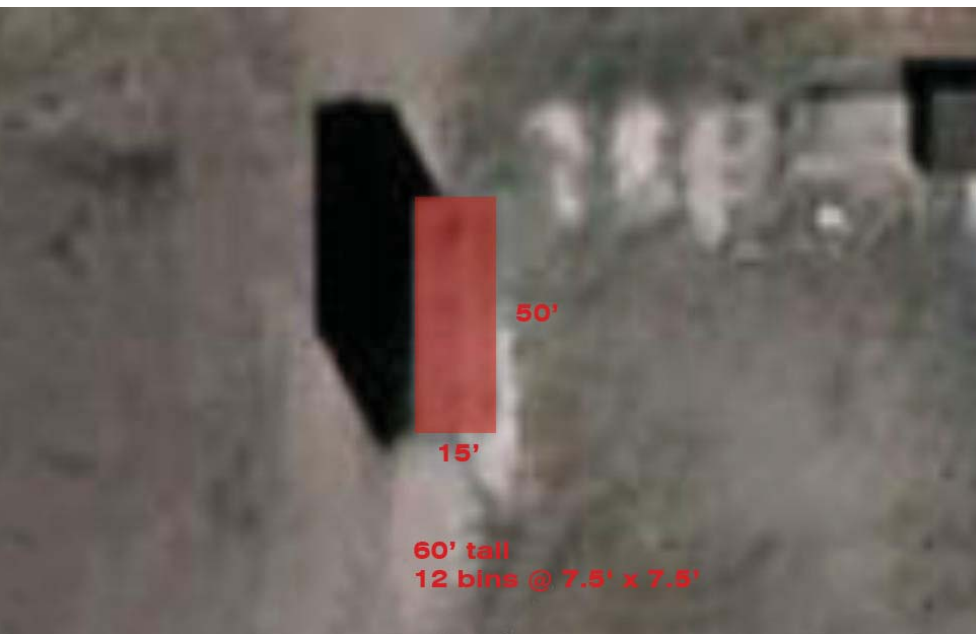
The combination of the site and the grain elevator make use of junkspace [created by the infrastructure of the roads] and terrain vague [industrial wastelands]. The historical context of this site is incredible, and a complete renovation could give new importance to a once prosperous place in Bozeman. Renovating a once historic place does not erase the memory of its past, it instead gives relevance for contemporary life. People don't care about the history of an abandoned site; they care about the history of a beloved place.



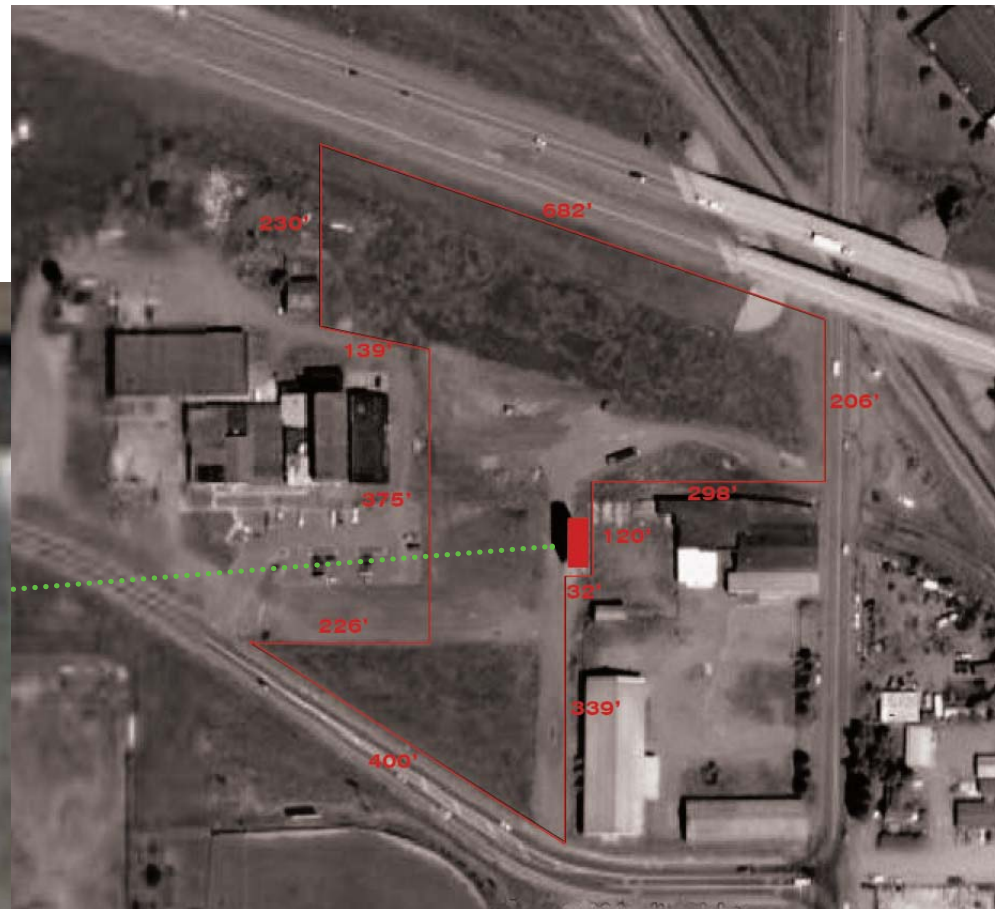
Location: North Rouse where the interstate and railroad tracks intersect
 Proximity to downtown: 1.11 miles to Main Street
 Proximity to west bozeman growth: 1.36 miles to 19th St.

Proximity to MSU campus: 2.65 miles
 Proximity to interstate exits: .78 miles from North 7th exit
 Proximity to Fairgrounds: .28 miles to Fairgrounds

fig. 21



Existing grain elevator structure



Site square footage: 225,936 sf

Perimeter outlined in red

fig. 22





fig. 23

Future Plans For the Site-

Comma-Q Architects own the proposed site of development. The map to the left pictures the entirety of the site, including the buildings which have plans for renovation soon. A dance studio will occupy the northeast corner of the site, and will coincide with the existing gymnastics studio. This program assures that people will frequent the site in the “evening hours and weekends”.³⁷

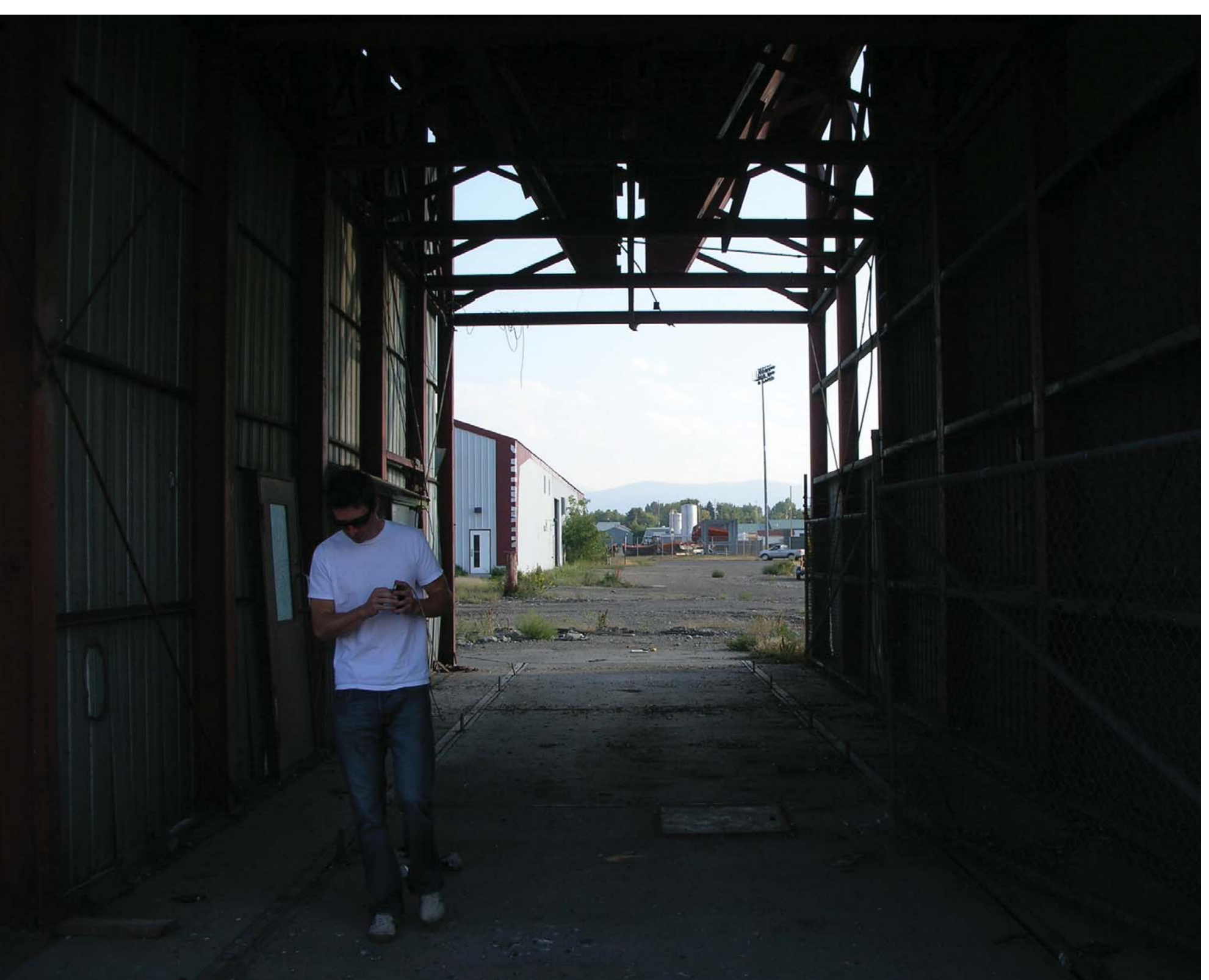
The building in the southeast corner of the site will be five two story retail units. The unit directly on the corner of Rouse Street and Oak Street will house a cafe/ coffee shop.

The combination of these programs set up an active site for the proposed thesis project. The site will be active every day of the week, and even after business hours. Public spaces, pedestrian paths between buildings, and parking have also been implicated in Comma-Q’s site design.

This thesis project will expand upon the offered amenities and site planning, but will use the building programs to its advantage.







existing materials



corrugated metal siding



brick

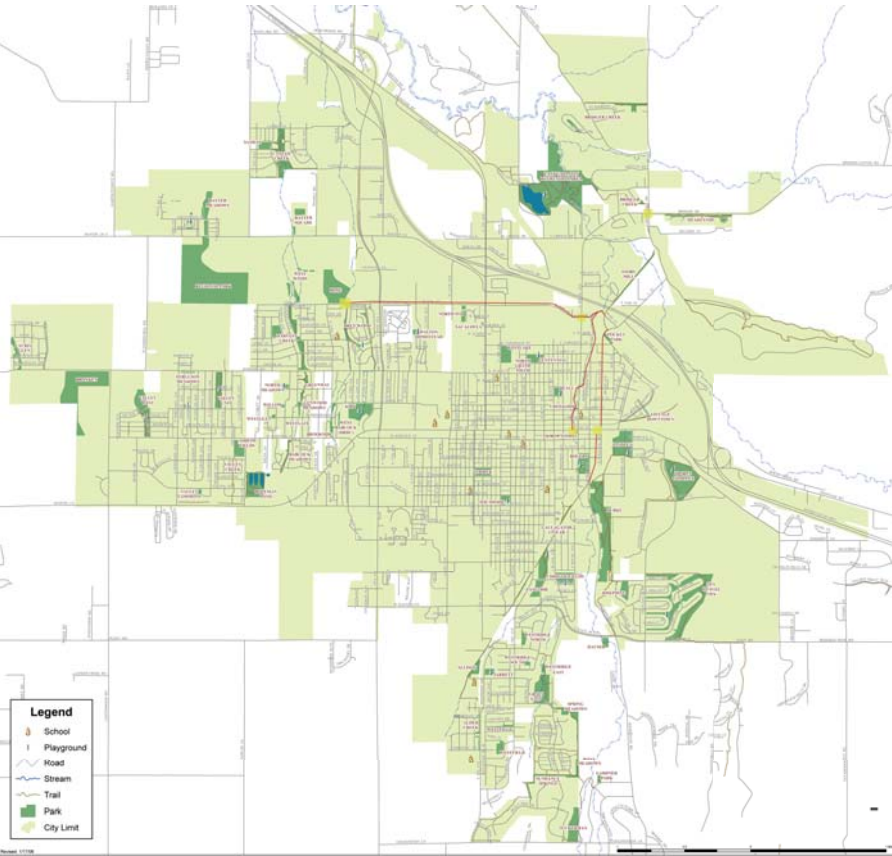


steel structural members



heavy timbers

bozeman parks map
diversion of pedestrian trails



An interconnected network of trails will aid in attracting diverse groups from Bozeman to the site. People passing through the site on the trail may be exposed to an unexpected situation.

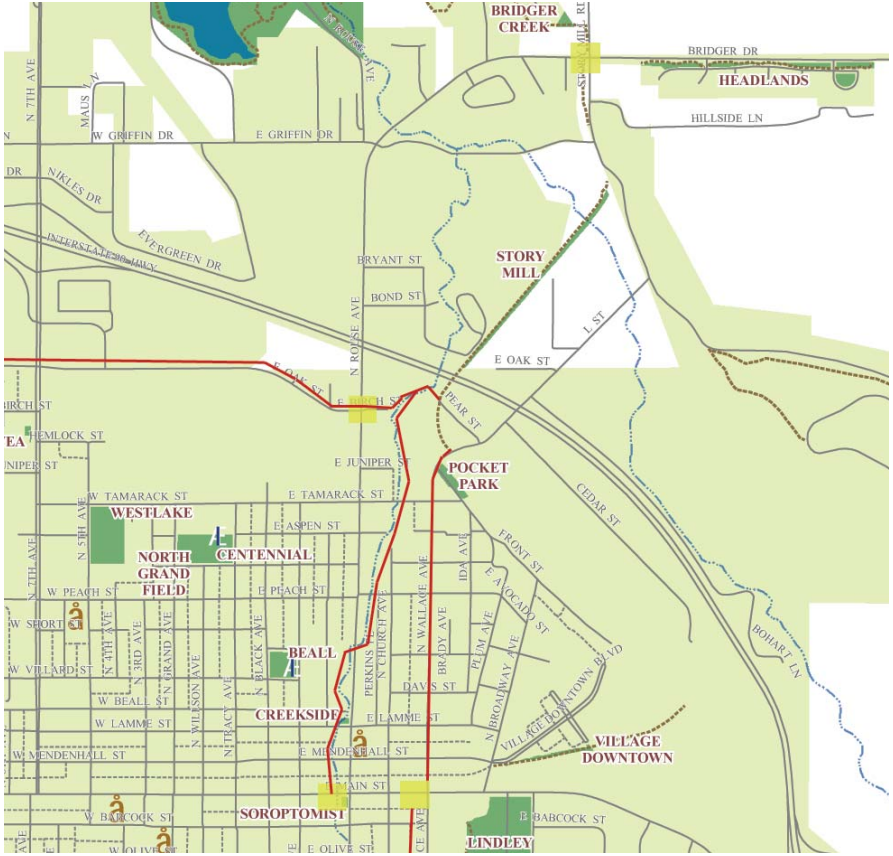


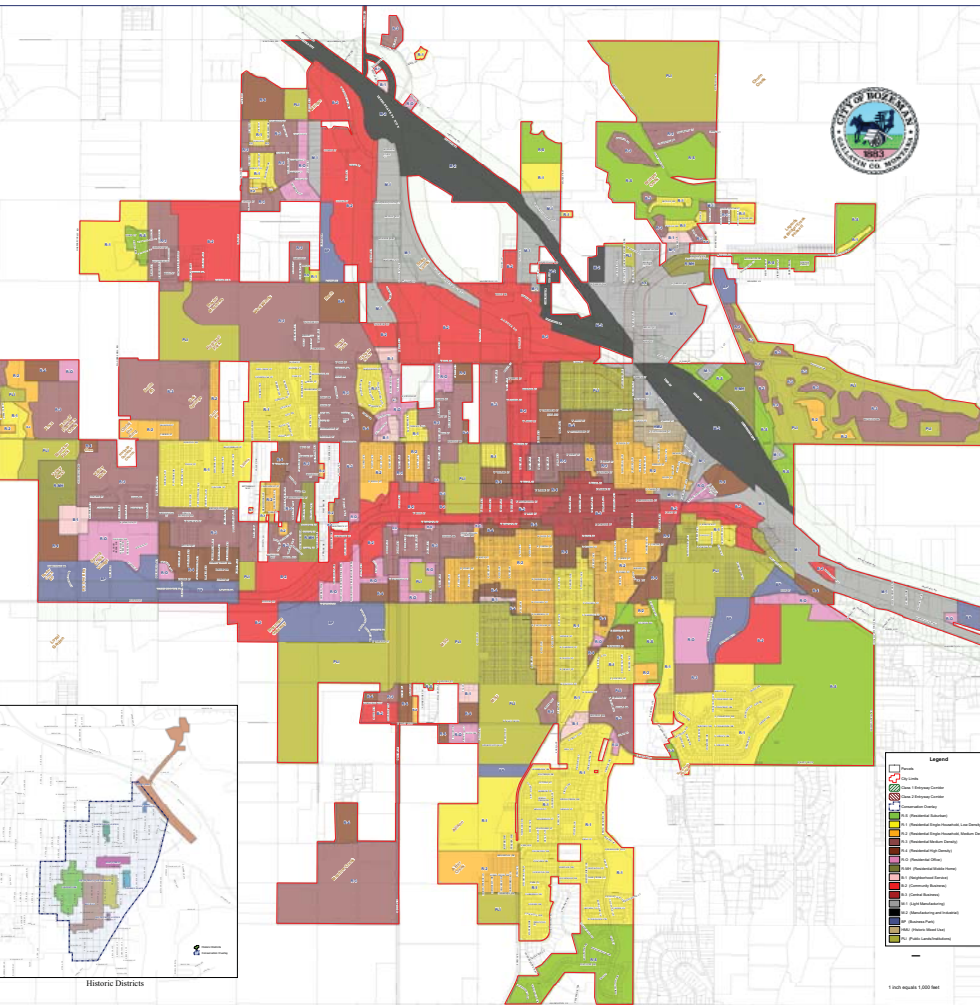
fig. 24

 street crossing

 proposed trail diversions

 existing trail routes

74



bozeman solar and climate data

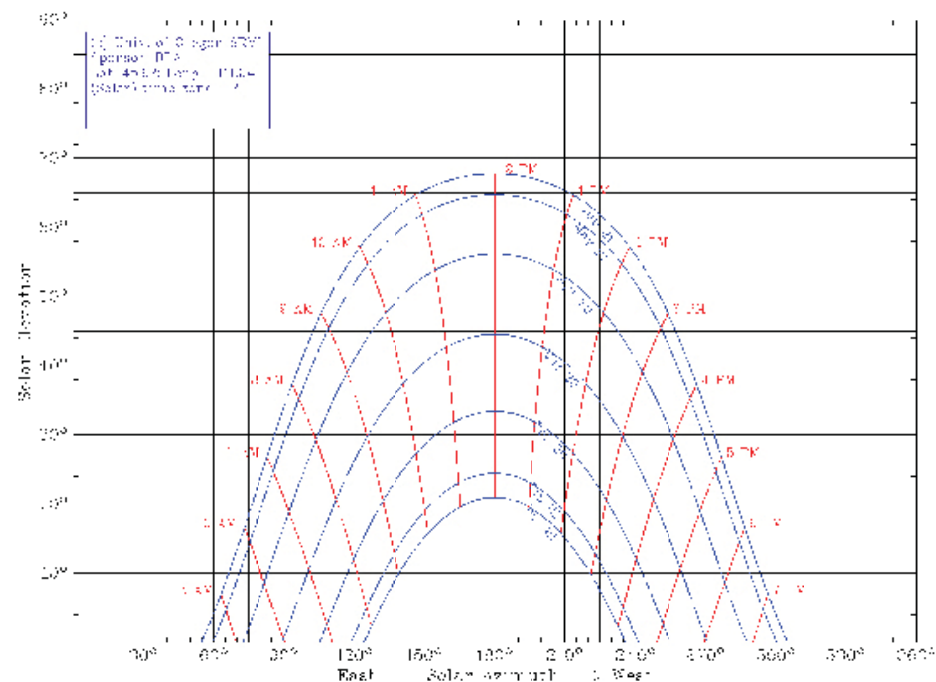


fig. 26

BOZEMAN 6 W EXP FARM, MONTANA (241047)
Period of Record Monthly Climate Summary
Period of Record : 11/1/1966 to 12/31/2005

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Sep	Oct	Nov	Dec	Annual				
Average Max. Temperature (F)	33.6	38.3	45.9	55.6	64.8			
73.0	82.0	81.8	71.2	58.4	42.4	34.1	56.8	
Average Min. Temperature (F)	12.4	16.3	22.4	29.8	37.7			
44.1	49.0	47.6	39.9	31.3	20.8	13.0	30.3	
Average Total Precipitation (in.)	0.58	0.51	1.05	1.63	2.67			
2.78	1.42	1.27	1.48	1.42	0.86	0.59	16.28	
Average Total SnowFall (in.)	8.7	6.1	10.1	7.6	1.4			
0.1	0.0	0.1	0.4	3.6	8.0	8.4	54.3	
Average Snow Depth (in.)	4	3	2	0	0			
0	0	0	0	0	1	2	1	

Percent of possible observations for period of record.
Max. Temp.: 99.8% Min. Temp.: 99.8% Precipitation: 99.7% Snowfall: 99.4% Snow Depth: 97.7%
Check Station Metadata or Metadata graphics for more detail about data completeness.

<http://www.wrcc.dri.edu/cgi-bin/cliMAIN.pl?mtboz1>

Astronomical Applications Dept.
U.S. Naval Observatory
Washington, DC 20392-5420

BOZEMAN, MONTANA
O , O ,
W111 02, N45 41

montana demographics - list source

People QuickFacts	Montana	USA
Population, 2005 estimate	935,670	296,410,404
Population, percent change, April 1, 2000 to July 1, 2005	3.7%	5.3%
Population, 2000	902,195	281,421,906
Population, percent change, 1990 to 2000	12.9%	13.1%
Persons under 5 years old, percent, 2004	5.7%	6.8%
Persons under 18 years old, percent, 2004	22.5%	25.0%
Persons 65 years old and over, percent, 2004	13.7%	12.4%
Female persons, percent, 2004	50.1%	50.8%
White persons, percent, 2004 (a)	91.1%	80.4%
Black persons, percent, 2004 (a)	0.4%	12.8%
American Indian and Alaska Native persons, percent, 2004 (a)	1.0%	6.4%
Asian persons, percent, 2004 (a)	0.5%	4.2%
Native Hawaiian and Other Pacific Islander, percent, 2004 (a)	0.2%	0.1%
Persons reporting two or more races, percent, 2004	1.5%	1.5%
Persons of Hispanic or Latino origin, percent, 2004 (b)	2.4%	14.1%
White persons, not Hispanic, percent, 2004	89.1%	67.4%
Living in same house in 1995 and 2000, pct age 5+, 2000	53.6%	54.1%
Foreign born persons, percent, 2000	1.8%	11.1%
Language other than English spoken at home, pct age 5+, 2000	17.9%	5.2%
High school graduates, percent of persons age 25+, 2000	87.2%	80.4%
Bachelor's degree or higher, pct of persons age 25+, 2000	24.4%	24.4%
Persons with a disability, age 5+, 2000	145,732	49,746,248
Mean travel time to work (minutes), workers age 16+, 2000	25.5	17.7

Housing units, 2004	423,262	122,671,734
Homeownership rate, 2000	69.1%	66.2%
Housing units in multi-unit structures, percent, 2000	15.7%	26.4%
Median value of owner-occupied housing units, 2000	\$119,600	\$99,500
Households, 2000	358,667	105,480,101
Persons per household, 2000	2.45	2.59
Per capita money income, 1999	\$17,151	\$21,587
Median household income, 2003	\$34,449	\$43,318
Persons below poverty, percent, 2003	14.2%	12.5%
Business QuickFacts	Montana	USA
Private nonfarm establishments, 2003	33,831	117,254,745
Private nonfarm employment, 2003	302,967	113,398,043
Private nonfarm employment, percent change 2000-2003	2.3%	1-0.6%
Nonemployer establishments, 2003	76,401	18,649,114
Manufacturers shipments, 2002 (\$1000)	4,987,577	3,916,136,712
Retail sales, 2002 (\$1000)	10,122,625	3,056,421,997
Retail sales per capita, 2002	\$11,116	\$10,615
Minority-owned firms, percent of total, 1997	3.6%	14.6%
Women-owned firms, percent of total, 1997	23.9%	26.0%
Housing units authorized by building permits, 2004	2,070,077	4,975
Federal spending, 2004 (\$1000)	7,493,567	1,143,781,727
Geography QuickFacts	Montana	USA
Land area, 2000 (square miles)	145,552	3,537,438
Persons per square mile, 2000	6.2	79.6

**informative situations
diagrams**

programmed vs. spontaneous

audience watches a film

fig. 27



panel discussion



fig. 28



fig. 29

organized public speech



fig. 30

individual uses computer



fig. 31

two people observe posted print material

individual watches TV



fig. 32



one man creates spectacle, audience gathers



fig. 33



fig. 35

soapbox speech

group discussion



two people debate

fig. 34



fig. 36

P R O C E D U R E

C A S E
s t u d i e s

building typolgy
[montana grain elevator]



Active Grain Elevator (Ag Depot on North Wallace):

Bozeman, Montana

-tour guide: Ag Co. employee

The process of delivering and picking up grain uses a complex system of pulleys to control flow from specific bins.

The Ag Depot uses a drive-up system for vehicular traffic. The trucks pull under covered space directly onto a scale. The scale covers the entirety of the floor, so the truck can be weighed automatically. The truck then dumps its load through a grate into the underground storage area.



The original portion of the grain elevator was built after WWII with government aid, and a smaller elevator from across the street was brought over on skids and added to the existing buildings.³⁹

The land on which the elevator rests is railroad property. Railroad companies lease land for a low price, but once a renter decides to leave the building must leave with them. Either the renter must physically take the building or take the responsibility of tearing the building down. Demolition of a grain elevator is costly, and many people are weary of renting the land under an elevator. This may be a reason for the large number of abandoned elevators.⁴⁰

The unique spaces in a grain elevator were made to house

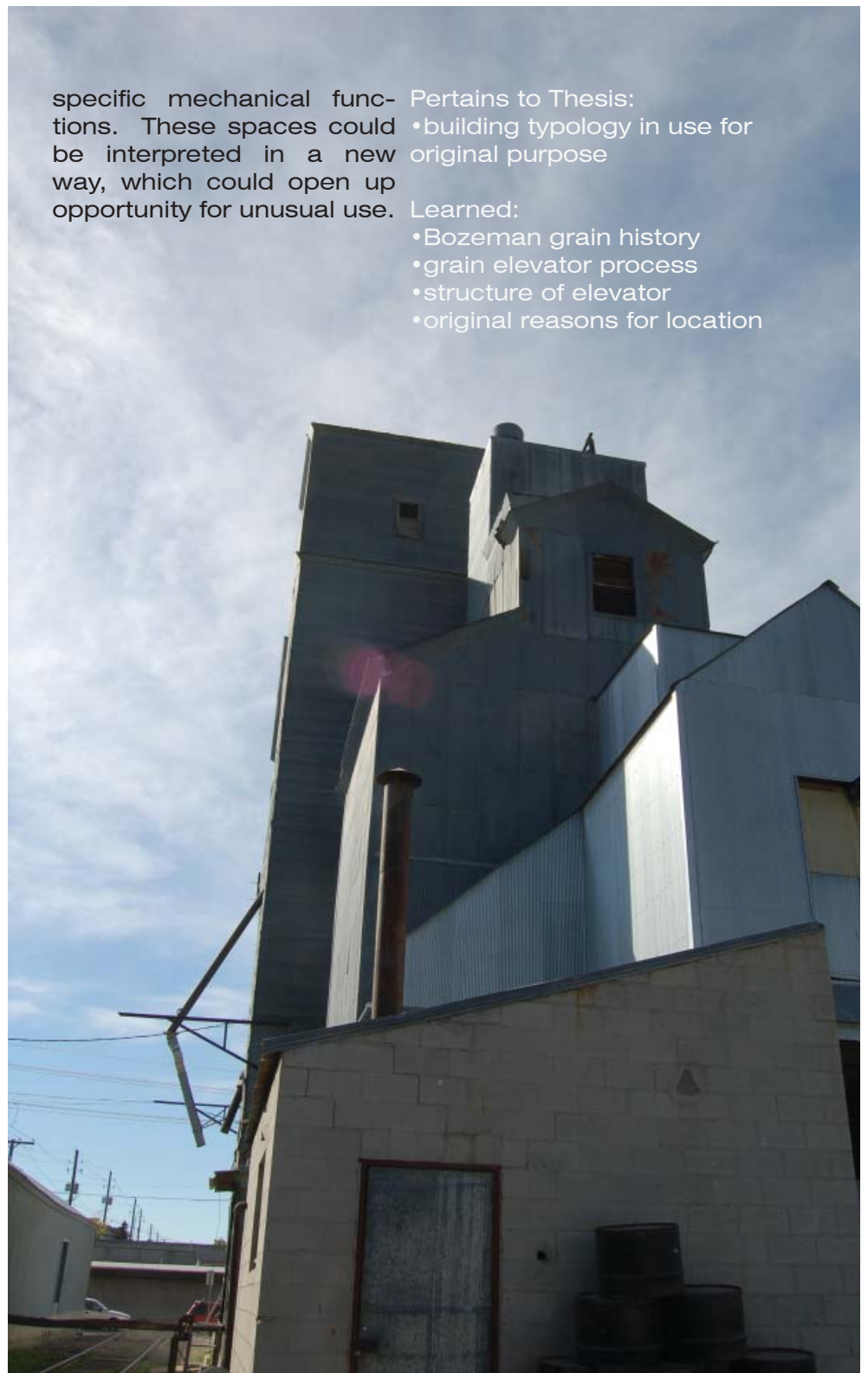
specific mechanical functions. These spaces could be interpreted in a new way, which could open up opportunity for unusual use.

Pertains to Thesis:

- building typology in use for original purpose

Learned:

- Bozeman grain history
- grain elevator process
- structure of elevator
- original reasons for location





Converted Grain Elevator (Peach building on North Wallace):

Bozeman, Montana

-tour guide: Shaw Thompson

Shaw Thompson and his family are currently renovating the peach grain elevator on North Wallace. Two apartments are finished, and one is nearly done. The ground level will house their wood shop, and it will soon house their furniture showroom. Additional post and beam construction has been added to define the large open spaces on the ground level. Floors have been framed, and openings have been cut in the grain bins to occupy them at different levels. The elevator was built in the early 1900s with 2x6 and 2x4 construction, which has sustained its strength. These buildings were constructed to last over 100 years, so adaptive reuse of the abandoned structure is logical.⁴¹

Pertains to Thesis:

- adaptive reuse
- positive use of junkspace
- building typology

Learned:

- difficulties with construction
- high expense of adapting elevator shaft
- fire risks
- public interest in adaptive reuse



Inactive Grain Elevator off Huffine and Cottonwood:

Bozeman, Montana

-tour guide: Rick

This grain elevator was built in the early 1950s, and is located on a family's private property. The elevator is currently inactive, and Rick, the owner, is considering renovating the building into living quarters or a live-work space.

The building has four bins at 20' x20' with one bin split into four smaller sections. The construction transitions from a board form concrete foundation to stacked 2x6 with a transition to stacked 2x4 near the top one fourth of the building. The corners of the bins are diagonally braced to resist the outward force from the grain.

Water is entering the interior spaces because the stacked construction is not sealed. The owner plans to side the exterior with reclaimed sheet metal from the site to stop the building from taking in water. Adaptive reuse of industrial buildings often involves redesigning to host human occupation.⁴²

Pertains to Thesis:

- plans for adaptive reuse
- building typology

Learned:

- water intake issues



**Hawkeye Center on Broadway
Street:
Red Lodge, MT**

A group of people saved the Red Lodge grain elevator from destruction by converting it into the Hawkeye Center in 2003. The building houses various office and retail spaces, including a video store. The lower levels have been completely remodeled, but the upper portion of the bin shaft has not been touched. The expense of installing vertical circulation according to city codes is too large to fund at this point.⁴³

Local support and interest made the renovation of the elevator a reality.

Pertains to Thesis:

- building typology
- adaptive reuse
- public interest

Learned:

- Too expensive to make elevator shaft occupiable



fig. 37

P R O C E D U R E

C A S E
s t u d i e s

[programmatic typology]



Lift New Parliament: (Competition) London, UK

“A transportable meeting and performance space”
“raises provocative issues about the role of architecture in supporting public engagement with public space”⁴⁴



Four notable entries to the Lift competition are featured in the Architecture Foundation web site. AOC, along with Momentum, produced the winning design. They call their project “a civic moment, not a civic monument”.⁴⁵ Ephemeral structures compose a series of white tents which also serve as projection surfaces. The concept of the project is to “challenge institutional conventions, emphasizing its otherness encouraging us to consider familiar spaces anew”. The tents are used because of their iconic formal nature.⁴⁶ Reuse of an iconic building type questions the ‘norm’, or the preconceptions people have about form and function.

The entry from Wong-Wai Pui and Arup is a “serpent” of folded triangular sections. They described it as a “community hall, court room, soap box, a place to discuss, debate, learn, and play”⁴⁷([www.architecture foundation.org](http://www.architecturefoundation.org)). This solution is also light and portable. These events would reach a greater community not through electronic means, but through physical location.

fig. 38

The Lift organization itself offers “open space events” where local people can come together to discuss specific topics of concern. They advertise via an internet web site, and thus far, the events take place in London. Their larger goal is to create a “global meeting place”.⁴⁸

(www.architecturefoundation.org)

Pertains to Thesis:

- public gathering space
- created to engage local public and reach a greater audience

Learned:

- This type of program may work well as a travelling structure
- Grain elevators are iconic, just as tents, and may question the ‘norm’.



MSU Leadership Institute: Bozeman, Montana

The MSU Leadership Institute is an organization on campus that offers events in various venues. These events include lectures, panel discussions, an internet newsletter, a film series, and leadership training. The only permanent space provided for the institute is a library and a main office in the Student Union Building. Otherwise, the events are advertised across campus by print or by word-of-mouth. Programmatically, the organization is based on face to face encounters between people. No other diverse program like this exists in Bozeman.⁴⁹



This program survives on campus, so a similar program could survive at the city level. People Bozeman and from the University could come together to address similar topics from differing viewpoints.



Pertains to Thesis:

- programmatic typology
- informs the public about 'under-the-radar' issues
- engages local public

Learned:

- determined events of interest draw a crowd
- determined events must be advertised

fig. 39

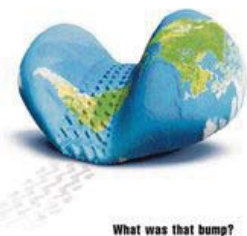


fig. 40

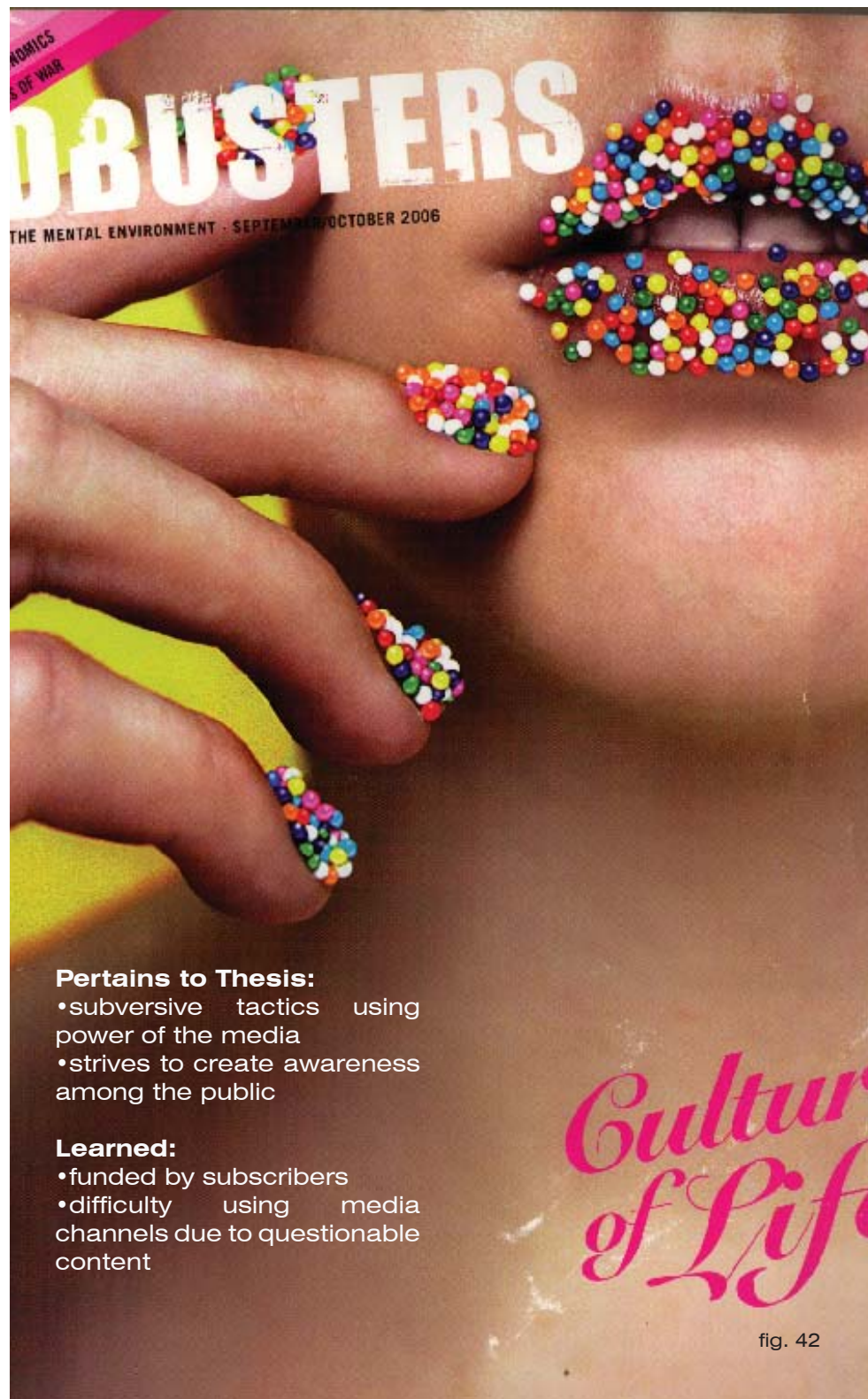


fig. 41

ADBUSTERS: Vancouver, BC

Adbusters is a magazine publication and an organization that strives to “topple existing power structures” using the same tactics that the power structures use themselves.⁵⁰ The magazine focuses on the negative attributes of corporations and globalization. They “aim to reduce the influence and prevalence of advertising and consumerism”.⁵¹ What they fail to acknowledge is that they are doing the same thing they are critiquing. The magazine itself has become a sought-after item, and it is part of a greater trend of protesting against the society we live in.

Adbusters has attempted to air their commercials on corporate television stations in the United States, but they have been denied each time. The stations are concerned that the “uncommercials” and public service messages which Adbusters airs would be contrasting the ideals of the companies which already advertise on those stations.⁵² For instance, a commercial about alternative fuel options would contrast with commercials for the new Hummer. The United States government does not protect free speech in privately owned venues, such as television, corporately owned internet sites, and printed materials.



Pertains to Thesis:

- subversive tactics using power of the media
- strives to create awareness among the public

Learned:

- funded by subscribers
- difficulty using media channels due to questionable content

fig. 42



fig. 43



fig. 44



fig. 45



fig. 46



fig. 47

SCOLA:

McClelland, Iowa

SCOLA is a not for profit international television broadcasting organization. It was founded by a sculptor, a teacher, and a communications expert, Lee Lubbers. SCOLA is based out of a farmhouse in a tiny Iowa town, but it reaches every end of the earth through satellite communication. This station provides the opportunity for the average American to have exposure to international news in countries' native languages while flipping through regular cable TV. Their mission is to expose people to as many cultures as possible for a better understanding of the world.⁵³

This organization sets a precedent for a global outreach which began at a local level. SCOLA takes a positive approach at informing the public about world occurrences. They embrace the available technology and use it to their advantage.

Pertains to Thesis:

- programmatic typology
- small, local location reaches a broad audience
- content of broadcasts are not mainstream (U.S.)

Learned:

- large space required for technical equipment (satellite dishes)

"Technology is in a sense what an artist does. Some of the great artists of the past were essentially inventors and engineers. They were broadminded and drinking in the whole universe. And that's essentially what an artist is, I think, drinking in absolutely everything." –Lee Lubbers⁵⁴

Hyde Park Speaker's Corner: London, UK



fig. 48

“When you consider that there is nothing to buy here, no music, just human interaction without the mediation of machines and without any protection from the weather, you begin to get a small glimpse of the significance of this place.”⁵⁵



fig. 49

Speaker's Corner in Hyde Park is historically a “paved area” which hosts free speech. Its original roots date back to London riots in the mid 1850s, and was later legally designated as a place where people could speak publicly without retribution. The speakers stand in the open, often elevated on a ladder or milk crates, without physical boundaries, and address the crowd.

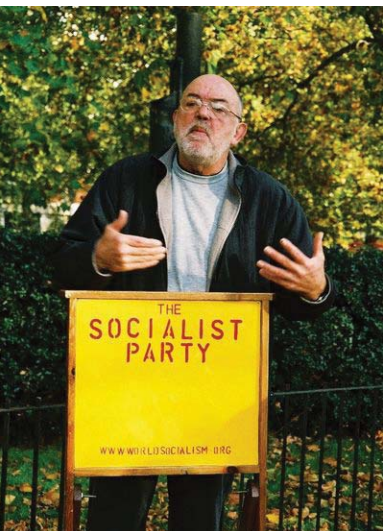


fig. 50

The topics discussed in Hyde Park are not controlled or limited. Any political party, religious group, or individual may spout its concerns or beliefs to a crowd. Talk of overthrowing the English government or hate speech are the only restrictions. Speaker's corner attracts people who want to deliver a message, but it also attracts people who want to hear those messages.⁵⁶

Hyde Park is located in a central location in London near the Marble Arch. Heavy vehicular traffic borders the corner, increasing visibility, but decreasing audibility. Various paths intersect



fig. 51

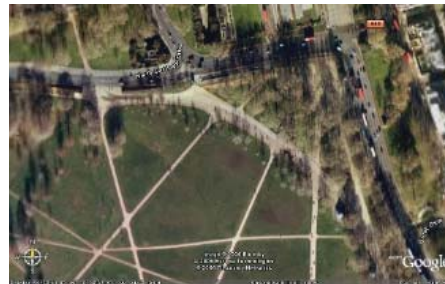


fig. 52



fig. 53

at Speaker's Corner, and the bordering sidewalks filter people through the corner to enter Hyde Park. No benches or seating areas are visible on the site, but people stand and listen to the speakers. In an interview about the Speaker's Corner, a man stated that the regular people attending speeches wished for seating, a covered area for when it rains, and less noise from the cars. Also, the man complained about the people attending Speaker's Corner being pushed away due to a scheduled “pop concert” in the park. Even as a designated location for free speech, the area is not held sacred when another event is occurring.⁵⁷

Pertains to Thesis:

- programmatic typology
- spontaneous discussions and speeches
- creates an awareness among the public
- engages the public actively
- intersecting pathways
- draws audience without promise of opportunity for consumption

Learned:

- people who frequent the park would like shelter from the elements
- background noise is difficult to avoid

P R O C E D U R E

C A S E
s t u d i e s

[public space]

scale

proportion

orientation

texture Urban spaces dublin



fig. 54



fig. 55

Tate Modern: London, UK

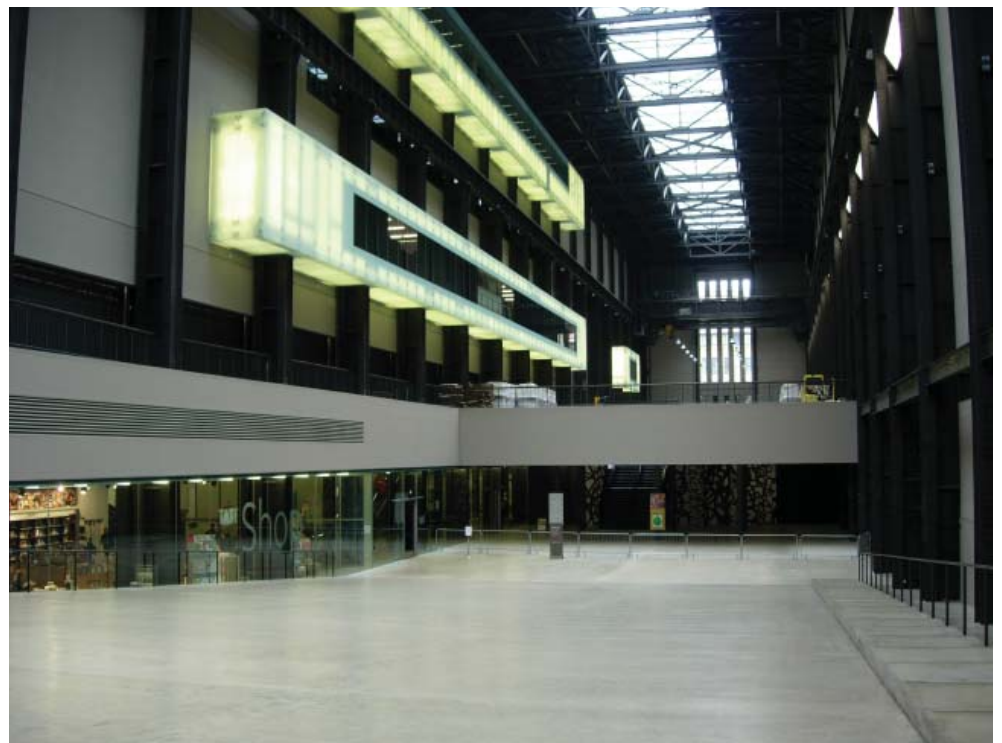
The Tate Modern art museum in London is an adapted energy plant designed by Herzog and de Meuron. The location in London, prior to the renovation of the energy plant, was destitute. The addition of a prominent art museum revived the area and connected that side of town with the opposite side of the Thames River and St. Paul's Cathedral via the Millennium Bridge.⁵⁸

The grounds of the Tate Modern capture a public space flanking the Thames River. Walkways and benches have been added to the space to encourage loitering. Festivals and markets are held outside, and the people attending overflow into the Tate's public space to view sculpture.

Instead of trying to compete with the overpowering art deco style of the energy plant, Herzog and de Meuron employed contemporary design as a contrast to the existing.

"This is a kind of Aikido strategy where you use your enemy's energy for your own purposes. Instead of fighting it, you take all the energy and shape it in unexpected and new ways."⁵⁹

Opportunities were presented for eddy space between the large structural members. Visitors can pause on benches outside the galleries to peer at people in the entry way below.



The scale of the entry is towering, but the areas under the lofted space drop the height to human scale. The exaggerated width of the upper level floor brings the eye from the towering space back down to eye level. This gives visitors a sense of direction when entering the space.

Gradual ramping in the entry (shown above) allows for continuous movement and observation without the worry of stumbling down to the lower level.

Pertains to Thesis:

- adaptive reuse
- use of iconic typology
- positive use of junkspace
- frequently changing exhibits and activities
- contemporary context and importance for a historic building

Learned:

- public interest in project
- renovation of industrial structure sparked larger rejuvenation for the area
- Existing constraints revealed unknown opportunities for spatial usage.



fig. 56



fig. 57



fig. 58



fig. 59



fig. 60

Millennium Park: Chicago, Illinois

The newly completed Millennium Park in Chicago has become a popular destination in the city. The site houses digital artwork, the media which draws people. Water runs from an artificial source (a digital human face) to the ground, and reflects the glowing LEDs. Visitors can walk on the water and experience the artwork's reflection along with their own.

Part of the attraction to this place is the chance to observe other people's reactions to the installations.

Benches are scattered across the site, and there are large stairs near the LED faces for seating. The stairs allow people to view the faces from a distance and encourage a crowd to gather.

The use of transparent and reflective materials, including glass and water, increases the dramatic effect of the electronic artwork.⁶⁰

Pertains to Thesis:

- positive use of junkspace
- public space
- incorporation of electronic media to engage contemporary culture

Learned:

- bold artwork draws a crowd
- location not central to the city can be frequented by pedestrians



fig. 61

Central Library: Seattle, Washington

The new Seattle Library was designed by OMA (Rem Koolhaas) and Arup Engineers. OMA conceived of the library as a revitalization of the lost public space in America. Koolhaas also wanted to focus on the growing importance of alternative media contrasted by print material. "Our ambition is to redefine the library as an institution no longer exclusively dedicated to the book, but as an information store where all potent forms of media - new and old - are presented equally and legibly."⁶¹

The library stacks are organized on a spiral system which allows for "compartmentalized flexibility". The spiral allows for growth and contraction in different categories of study. If importance grows in one area such as digital technology, another area has the ability to shift or shrink without moving the books to a new level.

Public space in the library questions the ordinary interactions between visitor and librarian. The use of "mixing chambers" promotes a greater, more spontaneous interaction between the groups.⁶²

Comfortable seating and towering, daylit spaces invite loitering and lounging between specifically programmed spaces. These spaces are not constrained by walls, instead, they create a continuous flow of chances to stop and ponder the space. Escalators and ramps also reduce the feeling of moving from one room or level to another. They create another effortless movement through the library. A bright red hallway or a glowing green escalator triggers interest, and people may explore a part of the building they would not have otherwise. This can encourage the use of all the available media.

Casual activities such as chess and reading the paper are set up in gathering spaces labeled "the living room". Cushioned chairs and rugs are arranged in a compact area. The name of the space, materials, and the choice of activities gives people a comfortable feeling, just like home. Available technologies give the option of staying at home, so public spaces are beginning to adjust to provide similar comforts.

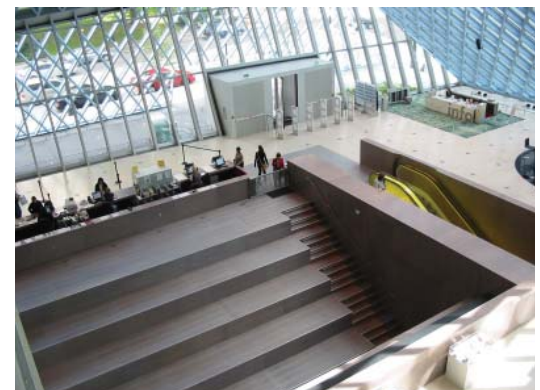
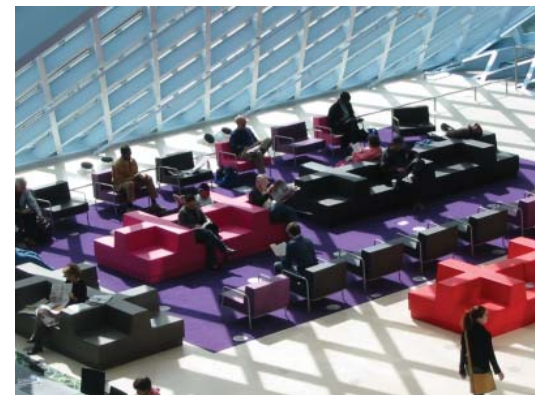
A wide scale of spaces increases the possible use of the library. It will not be obsolete because it includes auditorium space, meeting space, public space, and information space.

Pertains to Thesis:

- urban intervention
- public space
- informative space
- contemporary version of a standard building type (library)
- opportunity for flexibility and growth
- no admission fee

Learned:

- public interest in bold, contemporary building (successful intervention)
- large, daylit space and use of materials hold attention of occupants
- glowing objects draw people like bugs



La Défense: Paris, France



La Défense is a new business district in Paris, which was conceived of in the 1930's. The area was not developed until recently due to lack of funding and planning agreements. The artery of the office district connects La Défense to the Arc de Triumph across the Paris. The anchor point of La Défense is La Grande Arche which is a contemporary mirror of the Arc de Triumph.⁶³

This public space has few benches or intimate spaces, but people move accross the entire site due to the separation of different interest points. Movement across the site is also encouraged by the placement of public transit openings. The large circular stair shown at the right is an outlet for the metro.

A colorful, tile water fountain creates a linear relation with the Arche, and provides seating nearby. The paving is laid out on a linear system with a slightly curved interjection to suggest a central pathway.

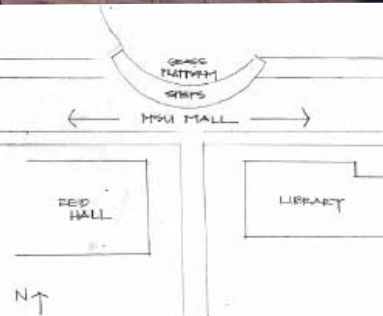
The massive scale of the site is dropped by appropriately scaled entryways to public buildings.

Pertains to Thesis:

- public space
- change in paving material creates pathways
- seating exists where artwork or interest exists
- transportation routes animate the space on a regular basis



MSU Mall: Bozeman, Montana



The mall is the main core of the Montana State campus, and the stairs in front of Montana Hall are a popular lounging and people-watching location. The steps are popular for various reasons. First, Montana Hall is the main administrative building on campus, and most students must enter that building. Montana Hall also, is one of the older buildings on campus, and every other building radiates from it. The stairs in front of it are south-facing, and have no obstructions, so they are a comfortable place to sit even on cooler days. During the warmer months, students have the option of sitting on the stairs or on the grass platform above. This employs the “podium” idea which city planners use in Vancouver. The podium allows people to view others from a higher point, making it more comfortable to watch others. The steps face the library, creating a wider occupied space.

The stairs protrude into the main path of the mall, forcing people to walk on one side of them. This increases the definition between traffic and viewer. Benches are scattered at a distance from the steps, where other people can watch the people sitting on the steps. This place is about gathering and watching, and this is why every demonstration or random speech on campus occurs here.



fig. 63

Pertains to Thesis:

- public space
- spontaneous events
- informative situations
- seating on south side of a building, along a main circulation artery
- people walking through are often confronted with surprising information



fig. 64

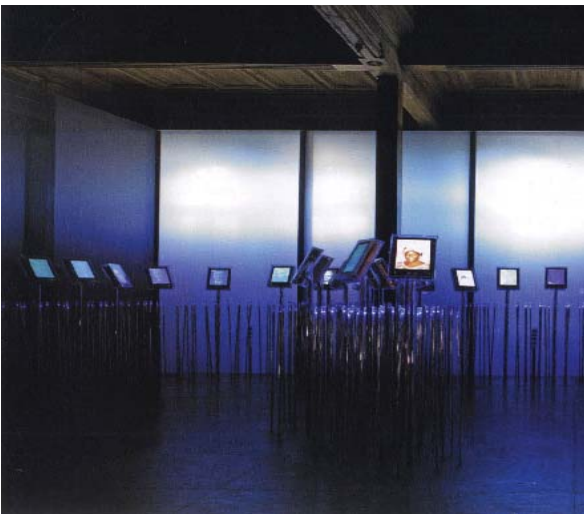


fig. 65



fig. 66

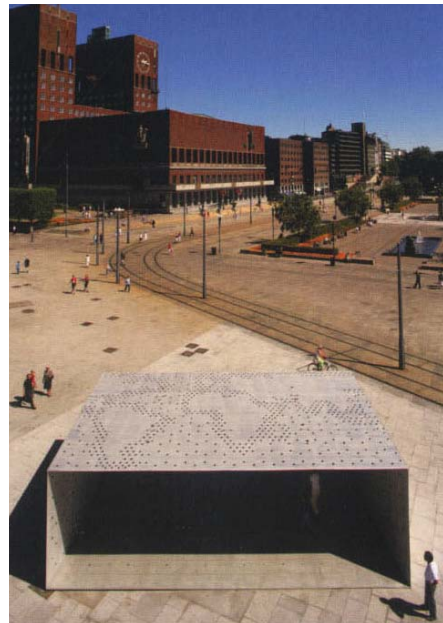


fig. 66

Nobel Peace Center: Oslo, Norway

The Nobel Peace Center is an adaptive reuse and addition museum. It is located on the site of a discontinued train station. Across from the site is a public plaza which includes bench seating, a water fountain, and hedges to define space. Public space directly in front of the museum uses an outdoor vestibule to draw visitors through the vast setback. This creates a path to the museum entry and acts as an introduction to the program inside.⁶⁴

Programmed space includes temporary exhibitions recognizing peace prize laureates and other exhibitions using electronic media to inform the public about issues facing various nations. Their goal is “to bring small and large conflicts into the public eye.”⁶⁵

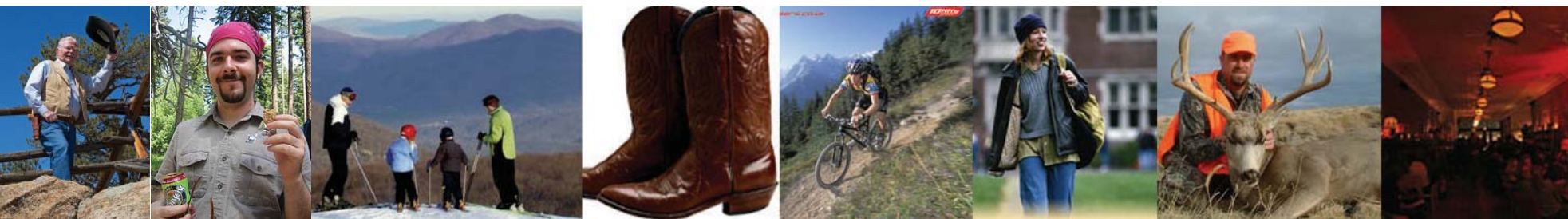
Pertains to Thesis:

- public space (interior and exterior)
- changing exhibitions
- adaptive reuse
- bold use of color
- integration of electronic media
- circulation space doubles as exhibition space

Bold color and reflective materials in the museum create interest and expand the power of the electronic media. Less equipment is needed when the screens are reflected on multiple surfaces. Use of one color on all surfaces in a room creates monolithic, continuous forms, and subtracts from the literal distinction between column, wall, floor, and ceiling.

Using the results from the Bozeman residents surveyed, the project will be pitched with varying themes for different interest groups to pull in a diverse participating population.

fig. 67



The results of the survey are as follows:

Most popular answer of each section:

Planning to stay in Bozeman?
yes

Belong to organizations?
no

Organized sports?
soccer

Indoor Activity?
Reading, television, listen to music

Outdoor Activity?
skiing/snowboarding, hiking, fishing

Events?
movies, live music, festivals

Restaurants/bars?
Aleworks, The Garage, SantaFe Reds,
MacKenzie River Pizza, Pourhouse

Shop for clothes?
mall, sacks

Shop for groceries?
Albertson's, Town and Country,
Co-op

Parks?
Lindley (activities), Kirk, Cooper

Saturdays?
work, fish, ski

-most marked that they follow politics

The most connected people surveyed in Bozeman are involved with local businesses. People who have lived in Bozeman longer, and intend to stay know the most people. This shows a commitment to local community.

TheAleworksprovedtobethemost frequented restaurant/bar within the group surveyed. Aleworks has a unique atmosphere due to its historical character combined with contemporary design. It is relevant to our current society. The atmosphere is not only created by the architecture, but the people who frequent the restaurant. the owner of this establishment is influential in town and could be one of Bozeman's "few".

Only a small percentage of people in Bozeman were surveyed about their interests, but the popular activities such as skiing and fishing and "hangouts" such as Aleworks are a common thread among Bozeman's residents. These commonalities unite people, and reaching individuals from specific groups will, in retrospect, draw the entire group.

Name: (optional)

Occupation: RADIO PERSONALITY

How long have you lived in Bozeman? ON AND OFF SINCE 1964

Do you intend to stay here? NO

Do you belong to any clubs or organizations? YES

If you answered yes, please list them:

(NAB) NATIONAL ASSOCIATION OF BROADCASTERS

(NBC) NATIONAL BOWLING CONGRESS

(BMI) MUSIC PUBLISHERS

Are you or is anyone in your immediate family involved in organized sports? YES

If you answered yes, please list them:

SOCCER

HOW ORGANISED MUST I BE TO INCLUDE SKIING?

What is your favorite indoor activity in Bozeman?

- ☐ watching TV ☒ reading ☐ shopping
☒ surfing the web ☐ video games ☐ other SOCIALIZING
☒ listening to music ☒ board games / cards ☐ other

What are your favorite outdoor activities in or around Bozeman?

- ☒ hiking ☐ mountain biking ☐ skateboarding
☒ skiing/snowboarding ☐ hunting ☐ running
☐ rock climbing ☐ fishing ☒ other BIKING, SWIMMING, WILD LIFE

What is your favorite means of entertainment in Bozeman?

- ☐ the movies ☐ museums
☐ Bozeman symphony ☒ plays
☒ other live music ☐ festivals ☐ other

What restaurants and/or bars do you frequent? POURHOUSE, HAUFBRAU

MONTANA ALE WORKS, RIB AND CHOP HOUSE, FERRARO'S

Where do you usually shop for clothes? GAP, OLD NAVY, SACKS,

SALVATION ARMY, HELLY HANSON, CHALET SPORTS

Where do you usually shop for groceries? ALBERTSONS, VANS IGA, HEERBS

What is your favorite Bozeman park, and why? COOPER - I GREW UP

PLAYING THERE AND ITS VERY BEAUTIFUL TREES.

What do you do on a typical Saturday in the summer? GARAGE SALES, FARMER'S

MARKET, HEAD TO THE MOUNTAINS.

What do you do on a typical Saturday in the winter?

SKI

What is your level of involvement in Bozeman politics?

- ☐ active participant
☒ follow
☐ disinterested

What is your level of involvement in United States politics?

- ☐ active participant
☒ follow
☐ disinterested

What is your level of involvement in World politics?

- ☐ active participant
☒ follow
☐ disinterested

This study is similar to one carried out in the book The Tipping Point

Please underline and tally the last names of people you know

Archer, Atkins, Austin, Bagley, Bailes, Bates, Bauchmeier, Becker, Bensley, Bitnar, Bozeman, Brittingham, Byrne, Carter, Casey, Cashman, Cetrano, Clinton, Cook, Cooper, Cowdrey, Dalton, Duffy, Dudley, Dunn, Ellison, Emerson, Erlenbush, Estes, Everts, Fairchild, Fallon, Farmer, Finkbeiner, Finn, Fontana, Fowler, Frisby, Fox, Funk, Gamble, Garcia, Gardener, Garrity, Gates, Gibbs, Gill, Griffin, Hanson, Harding, Harrison, Hawkins, Hayes, Hedman, Heidinger, Held, Henyon, Hinton, Jackson, Jacobsen, Johnson, Jordan, Juroszek, Justice, Kaiser, Kamps, Kelley, Kellogg, Kim, Kirschenbaum, Klein, Koch, Koehler, Krauss, Kristensen, Large, Larkin, Larsen, Laughlin, Lawrence, Lessley, Lewis, Linfield, Lindsay, Little, Livingston, Llewellyn, Lewis, Lopez, Lorenz, Luna, Lynch, Lynn, Macpherson, Madden, Madison, Maggio, Matney, McNelis, Meyer, Miller, Mogen, Monroe, Moore, Murray, Myers, Nash, Nelson, Nielsen, Norton, Novotny, O'Brien, Ogle, Olsen, Owen, Paolini, Palmquist, Parish, Paris, Plumb, Pohl, Poindexter, Porter, Putnam, Queen, Quimby, Quinn, Quintana, Rabatin, Rath, Rea, Reeves, Renck, Rider, Rhodes, Roberts, Robinson, Rodriguez, Roth, Ruben, Rucker, Rupp, Sachanowski, Sallee, Salsbury, Salter, Sanborn, Sanders, Sandusky, Schafer, Schnee, Schoenwald, Schrader, Schramm, Selznick, Seth, Shirley, Shiver, Sickler, Simkins, Simonson, Simpson, Skaw, Smith, Snyder, Sobrepna, Spainhower, Stanley, Steele, Stengel, Stone, Sullivan, Sumner, Svejkovsky, Swindlehurst, Swing, Tagas, Tandy, Tanner, Taylor, Terry, Thomas, Thurston, Tillman, Toner, Townsend, Travis, Trousil, Tribitt, Tucker, Turner, Turnquist, Vail, Vallor, Van Andel, Vandervoort, Vaniman, Vargo, Vaughn, Veltkamp, Vernon, Vidmar, Visser, Volavka, Wade, Wagner, Waldo, Wallace, Walsh, Ward, Warezeke, Washburn, Watson, Weidenaar, Weil, Wells, White, Wilhelm, Wilson, Wojtowicz, Wolf, Woodward, Workman, Yoshimura, Yost, Young, Younger, Yovich, Yuill, Zafarullah, Zanck, Zeman, Ziegler, Zito, Zwagerman.

35 TOTAL

Different issues, both locally and globally, will be used to inform programmatic events. Planned activities specific to local interests will draw diverse groups from Bozeman. Local interests will also ensure that people retain a sense of comfort and normalcy at the unusual venue.

**LOCAL TOPICS OF CONCERN/
POTENTIAL TOPICS OF DETERMINED
ATTRACTIVE USE:**

- Northside Development
- New highschool
- Influx of people moving to Bozeman
- Traffic congestion
- College students (noise/ lack of care)
- Teenage drug use
- Educational funding
- Local business support

REGIONAL CONCERN:

- Environmental issues
- Berkeley Pit
- Suburban growth

GLOBAL CONCERN:

- Environmental topics
- Renewable energies
- War in Iraq
- Workers wages

SCHEDULE SIMULATION: Media Beacon - activities recorded

	films	public meetings	unplanned soapbox speech	war exhibition	live broadcast discussions follow	panel discussion audience welcome
8:00				temporary installation		Bozeman growth
9:00		city council meeting	speech for northside development			
10:00						
11:00						
12:00	ski movie		anti-war speech		soccer game	
1:00						
2:00						environmental issues
3:00						
4:00	skateboard movie		mom against drugs			
5:00						
6:00		Northside Dev	legalize marijuana		presidential speech	
7:00	mountain climbing movie					
8:00						
9:00						
10:00	Fast Food Nation					
11:00						

Certain program elements that could be of interest or contrast to other activities will be strategically timed to encourage unforeseen intersections. Above is a possible schedule simulation which illustrates a week day on the site.

P R O D U C T

Beacon- “A guiding or warning signal, as a light or fire, especially one in an elevated position. Signal buoy on a shore or at a dangerous area at sea to warn and guide vessels” (dictionary.com).

P R O G R A M

A media beacon- simultaneously beckons and warns the populace.

Occupation of a historically industrial site which dealt with collection and distribution of grain. Now, the site has new importance for our contemporary culture; it deals with collection and distribution of information.

Program Description-

This product will exist as a venue to host constantly changing media exhibitions. These exhibitions combined with panel discussions, public debates, and speeches will create sparks to generate lively interaction between different user groups. The exhibitions will include the use of popular electronic media to engage the visitors and inform them quickly. Large assembly rooms and spaces to view films will be contrasted by more intimate meeting rooms for smaller discussions. The promotional investigation of the project will bring diverse viewpoints to one venue for similar aspirations.

The informative portion of the site will include the spaces in an abandoned grain elevator on North Rouse in Bozeman. Here, visitors can participate in events of interest or unexpected events. The unexpected events will inform the public about 'under-the radar' issues, which the masses are not confronted with daily. The more spontaneous human interaction will occur on the grounds extending from the tower bordering the interstate and railroad tracks. A series of paths and platforms at different levels will facilitate a welcoming venue to participate and observe soapbox speeches and discussions. These speeches may or may not pertain to the current exhibitions and discussion topics in the media beacon. The paths will be intersected by pedestrian paths frequented by Bozeman citizens to bring an awareness of the site to the town. (trails maps)

The prominent location of the site in relation to the interstate will encourage out-of-town visitors to exit. Advertisement nodes will be created to bring visitors from the interstate directly to the site. This will bring yet another level of involvement to the media beacon. In addition to the advertisement nodes, the media beacon will be broadcast over the internet or on public television to reach a greater population. With current technology, a small, local site may reach a global population.

Activities/ Events-

- Temporary installations (continuous circulation)
(Topics will strive to expose under the radar global issues)
[daylit space and dark, media space]
- Interactive media events – viewing political debates and having live debates among the people
- Film showings (dark black box spaces)
- Soap box speeches (exterior grounds with sheltered areas for watching) – seating
- Meeting rooms for discussions and debates (lit spaces)
- Panel discussions with seating space
- Local government will host public questioning monthly live or via satellite
- Views on topics from kids (displays)
- Public concern posting – can view other people's concerns about similar topics. Posted on board in physical presence, but also able to read comments on a website.

Technical Requirements:

Space for large satellite equipment

Sound insulation for theater spaces (interstate and railroad tracks adjacent)

Projection box for side of building (dynamic advertising)

Large LED panels for advertisements

Advertising points (kiosks) –to draw people into the site, or guide them from the interstate exit on north 7th street and on Main Street.

program requirements-

Informative Spaces-

•Reception	600sf
•Black Box Theater/ Auditorium [200 guests, 8sf/ person]	1,600sf
•Exhibition Space [continuous circulation]	3,000sf
•Meetings, Debates [40 people x 37.5]	1,500sf
•Panel Discussions [panel + 40-50 guests, 8sf/ person]	500sf
•Broadcasting Studio	500sf

•Restrooms [4 @ 80sf]	320sf
•Offices [2 @ 50sf]	100sf
•Storage/ Exhibition Staging	500sf
•Mechanical	400sf
•Elevators [2 with mech. space]	320sf
•Stairs [4 @ 160sf]	640sf

TOTAL 8,620sf

•Circulation 15% of total interior	1,293sf
------------------------------------	---------

TOTAL 9,913sf

•Existing structure	5,916sf
•Additional structure required	3,997sf

•Site Area	225,935sf
------------	-----------

•Exterior pathways and platforms [pathways will extend length of site]	8,000sf
---	---------

code analysis IBC 2006

Occupancy and use groups (Chapter 3)

- Assembly (A-1 and A-3)
- Storage (S)

Special Requirements (Chapter 4)

- Atriums (sec. 404): must be fully sprinklered and have shorter egress distances
- Underground buildings (sec. 405): Type I construction with automatic fire sprinkler system
- Motion Picture Projection Rooms (sec. 409)
- Stages and Platforms (sec. 410)

Construction Type

- Table 601
- Table 602

Allowable Building Heights and Areas (Chapter 5)

Table 503

“70’ outside of core area” (Bozeman)

“No minimum width”, no setbacks (Bozeman)

Fire Protection Systems (Chapter 9)

Automatic Sprinkler Systems (sec. 903)

Smoke and Heat Vents (sec. 910)

Means of Egress (Chapter 10)

section 1003 general means of egress

section 1004 occupant load

Accessibility (Chapter 11)

ANSI 2003

Existing Structures (Chapter 34)

- Additions, Alterations, or Repairs (sec. 3403)
- Accessibility of Existing Buildings (sec. 3409)

Design Guidelines

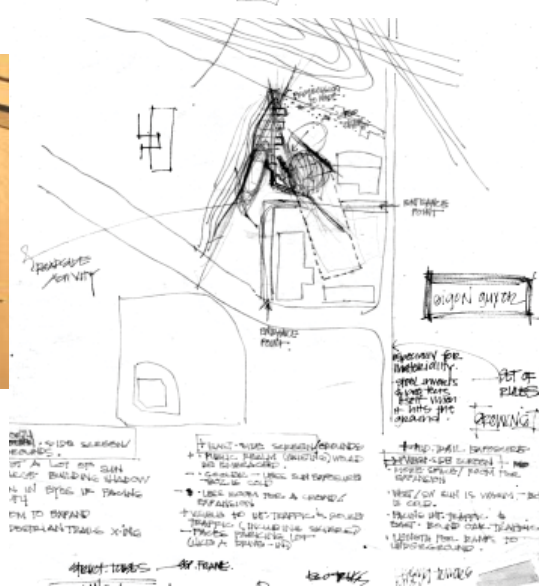
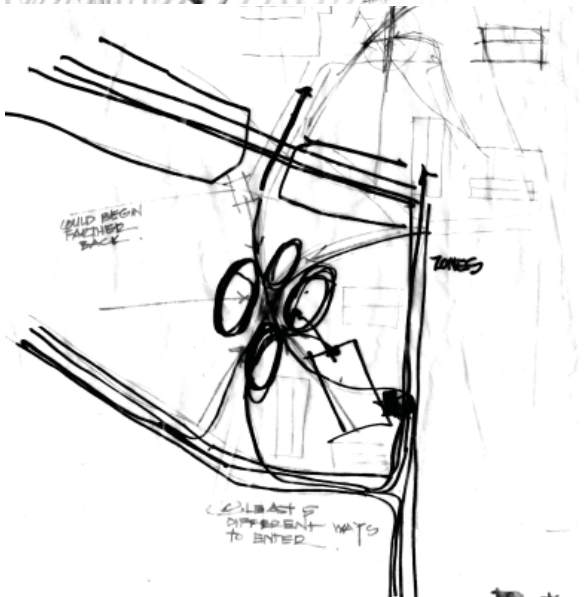
Streetscape (Bozeman) www.bozeman.net

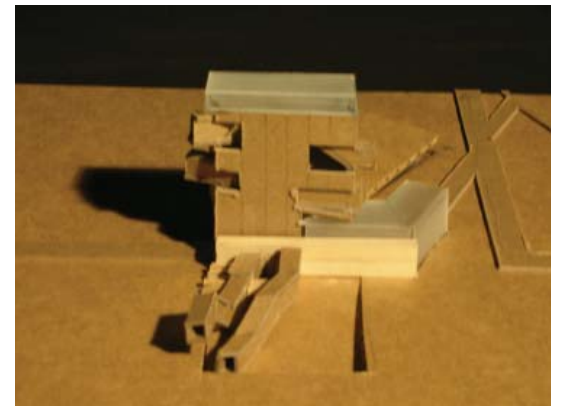
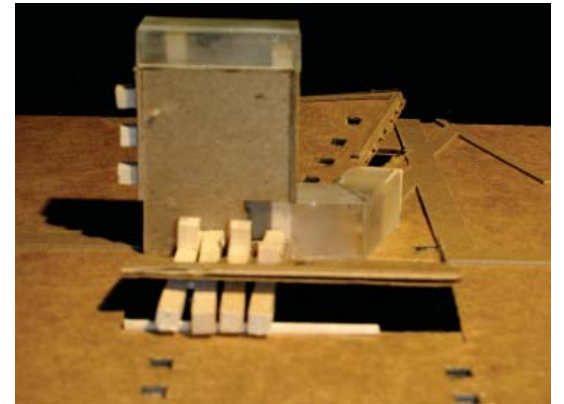
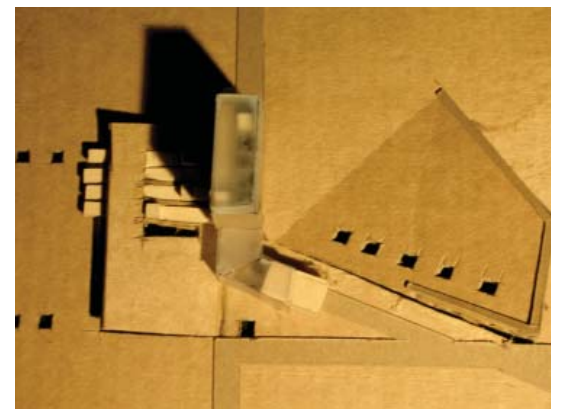
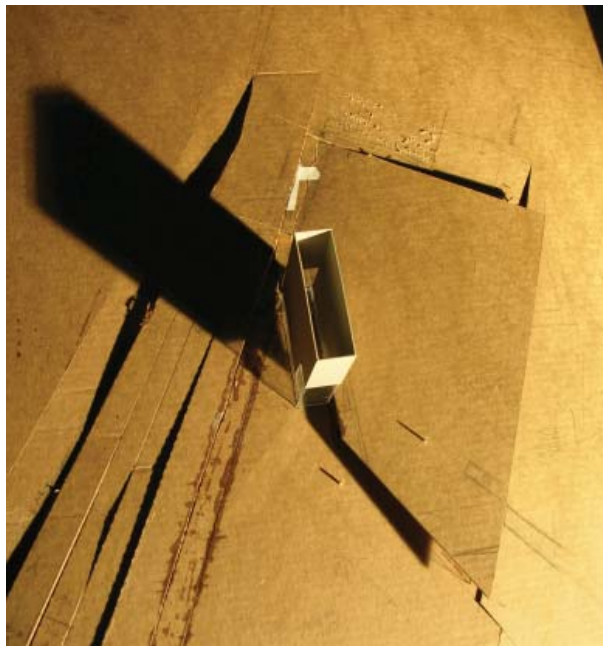
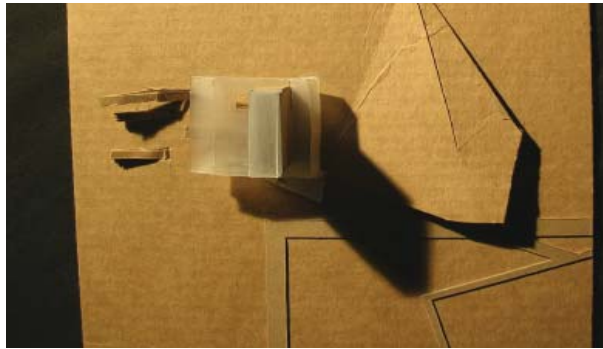
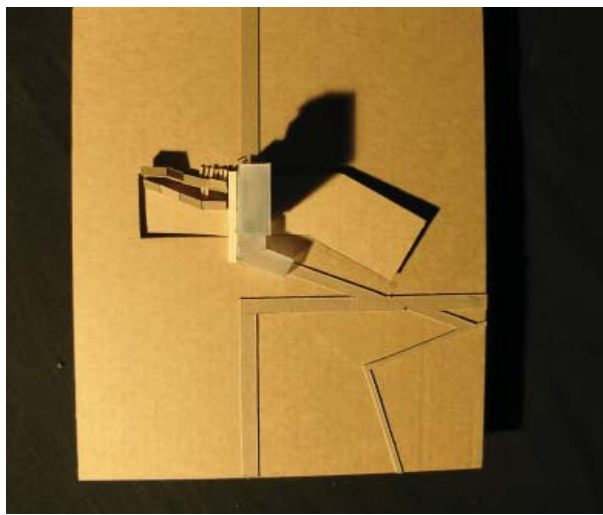
“Where no sidewalk exists a new sidewalk is required”

“Continue use of planting strips”

“Visual impact of surface parking should be minimized”

The diversion and addition of Bozeman trails will affect the large moves on the site. The addition of a trail intersecting the site will bring a pedestrian population to the venue. Outdoor activity is essential to Bozeman culture. Pete's Hill, a park in Bozeman is a breaking point in the linear trail system. Residents gather to walk dogs, rest in the middle of a run, or to get a higher perspective on the town. This site will act as a similar breaking point in the trail network, and will therefore draw the pedestrian crowd. The larger organization of the site will be explored using a series of map overlays, sketches, and study models.





grain elevator limits:

The confined proportions of the grain elevator makes it difficult to occupy at higher levels. The wood grain bins measure 8'x8', and an exit stair to code cannot fit in that space and provide enough head room. Access to the upper levels would require obstruction of the bins, or stairwells attached to the side of the elevator. After a number of experimental models and sketches, it was decided that the elevator would be experienced from below and from a climbing wall attached adjacent to the west face of the tower.

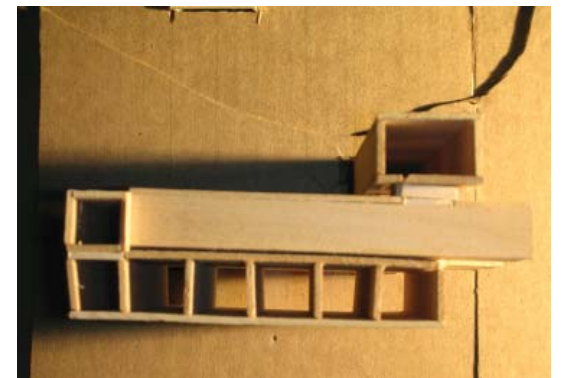
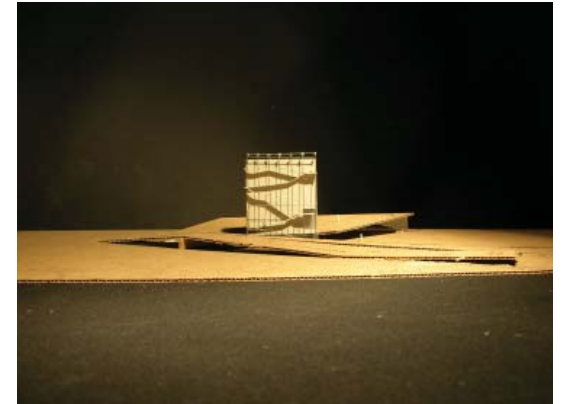
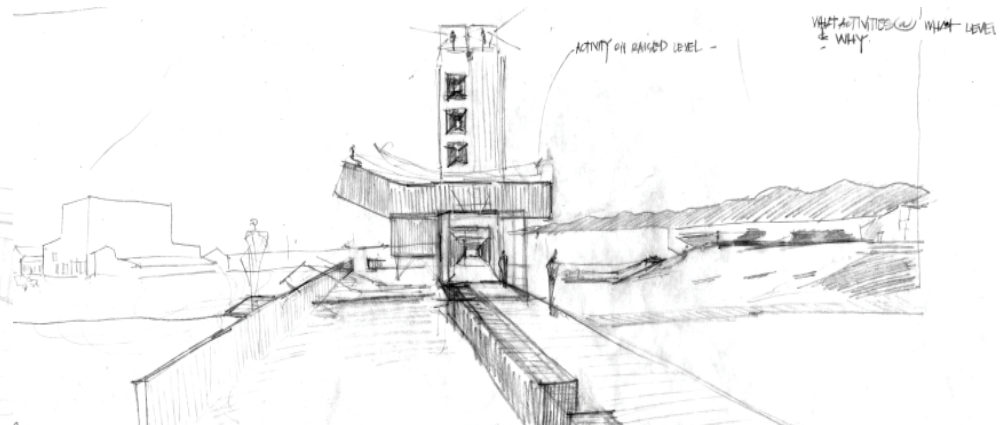
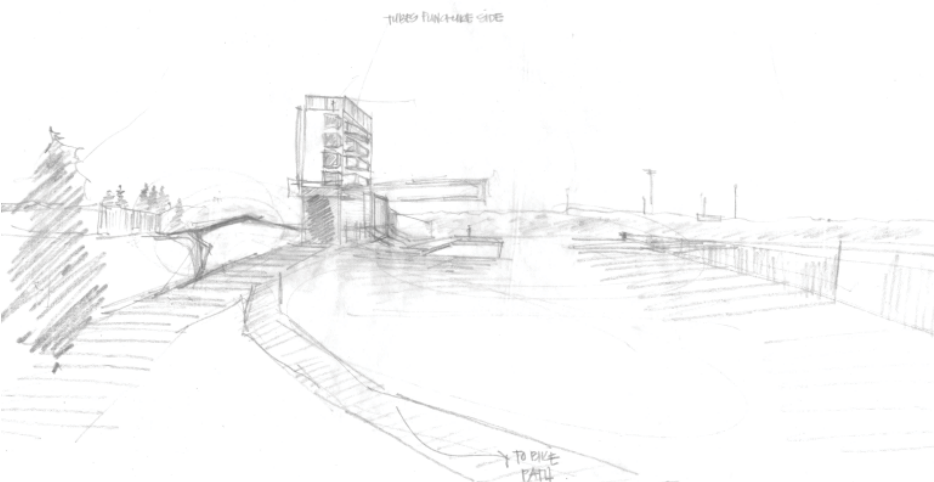
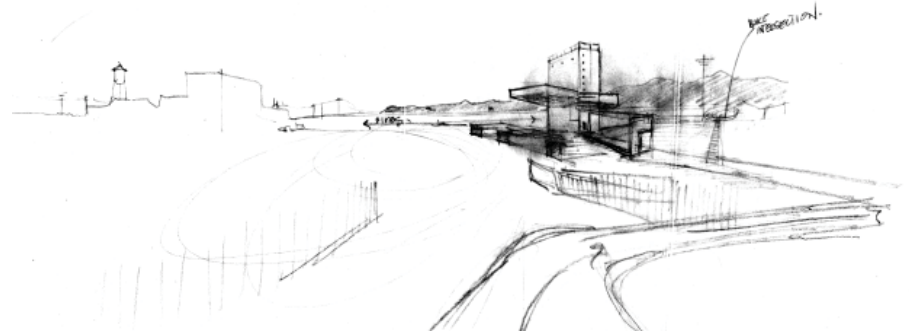




photo courtesy of ben kennedy

Fast sketches over panoramas of the existing site and elevator help to gain a feeling of the space created in a plan sketch or a study model.



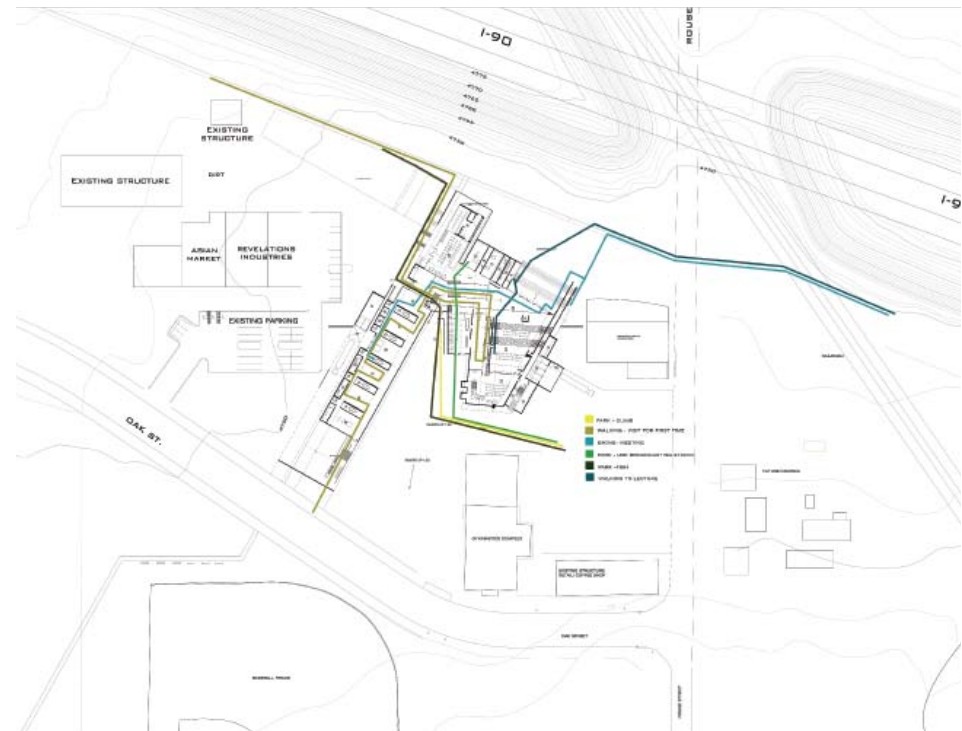
site activity:

Site organization developed from the trails network, and later from the potential outdoor activity that could occur. Exterior and interior activity are paired to promote interaction in section between different user groups. Exterior materials were also determined at this time.



user group paths:

The map to the right shows the plan of the venue with an overlay of routes specific users would take to reach their intended destinations. The points where these users cross paths most frequently are the hot spots in the building. These hot spots are the places with the most potential to house chance encounters.



-  **WALK**
INTENT: FISHING ON NORTH SIDE OF SITE
TRANSPORTATION: CAR
ENCOUNTER: VIEWS AUDIENCE IN TRAVEL DISCUSSION SPACE
UNINTENDED ACTIVITY: ENTERS VEHICLE TO WATCH DISCUSSION
-  **SKATEBOARD**
INTENT: SKATEBOARD ON ROOF OF WEST BAR
TRANSPORTATION: SKATEBOARD
ENCOUNTER: MEETING IN LOBBY HALL
UNINTENDED ACTIVITY: ENTERS BUILDING AND FINDS EXHIBITION
-  **CLIMB**
INTENT: CLIMB WALL ON WEST FACE OF HILL
TRANSPORTATION: CLIMB
ENCOUNTER: ATTEMPT TO CLIMB AT GROUND LEVEL IN PLANTATION
UNINTENDED ACTIVITY: ENTERS BUILDING TO SURF THE VIEW
-  **BICYCLE**
INTENT: ATTEND SMALL MEETING IN WEST BAY
TRANSPORTATION: BICYCLE
ENCOUNTER: SEE FILM IN AUDITORIUM
UNINTENDED ACTIVITY: WATCH FILM FROM TOP LEVEL
-  **RUN**
INTENT: SUPPLEMENT ON FIELD NORTH SIDE OF SITE
TRANSPORTATION: RUNNING
ENCOUNTER: GETTING A TRAIL
ENCOUNTER: BROADCASTING STUDIO
UNINTENDED ACTIVITY: VIEW RECORDING SESSION BEHIND GLASS
-  **CHARLES**
INTENT: WAIT FOR BUS TO STOP AT BUS STOP
TRANSPORTATION: BUS
ENCOUNTER: ADVERTISEMENT IN BUS STOP FOR NEW FILM
UNINTENDED ACTIVITY: ENTERS BUILDING LATER TO VIEW FILM



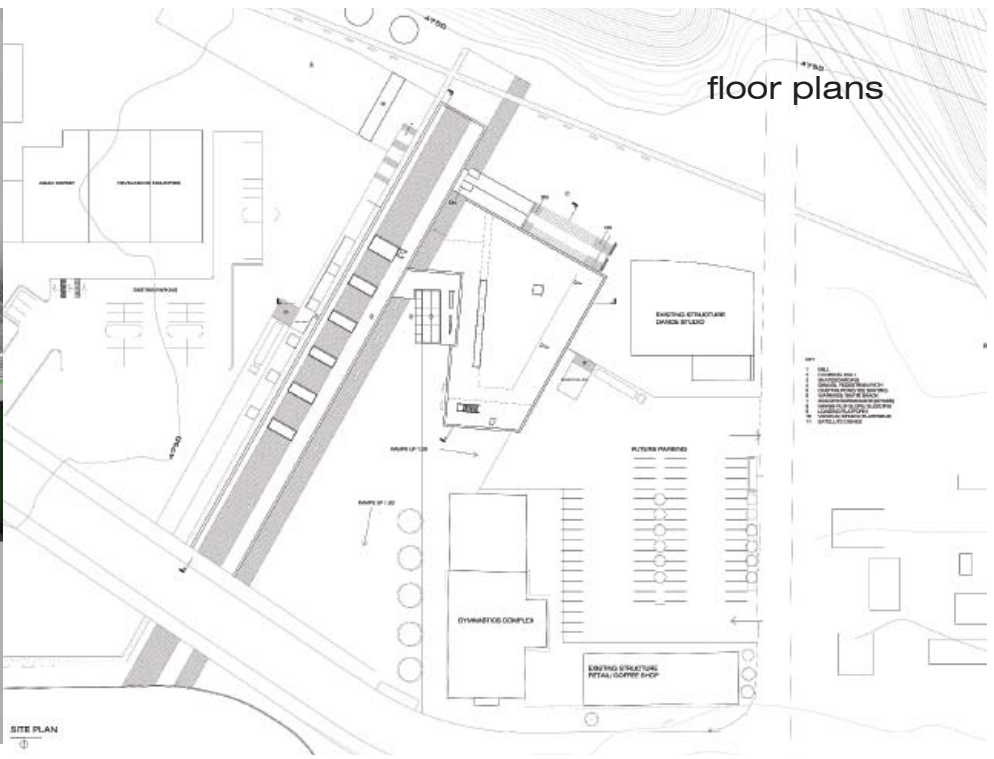
mill entry perspective



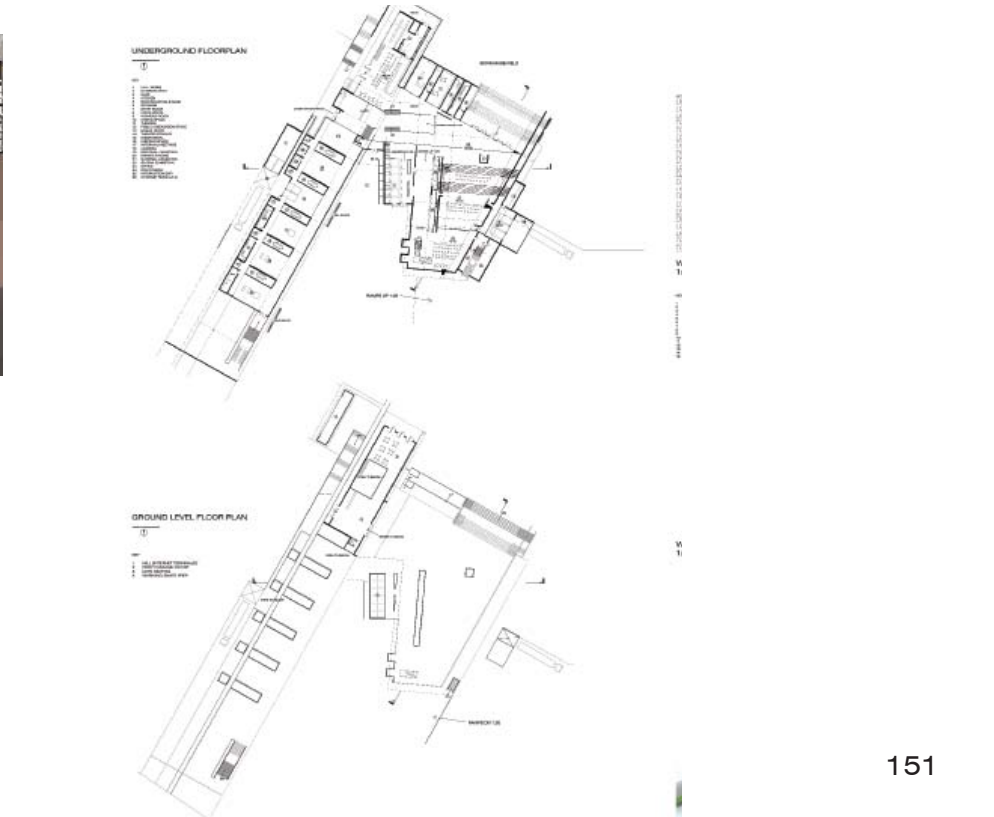
mixing area perspective



exhibition space perspective



floor plans

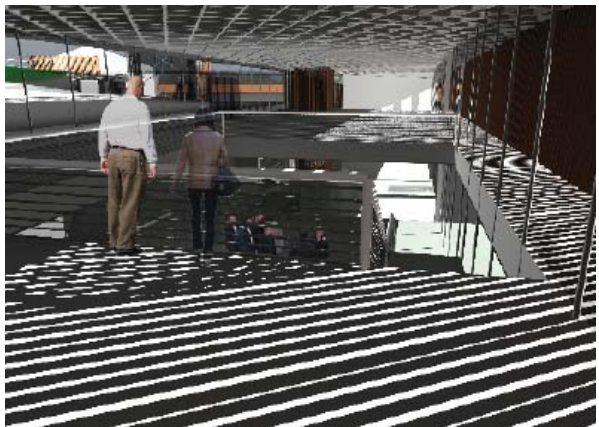




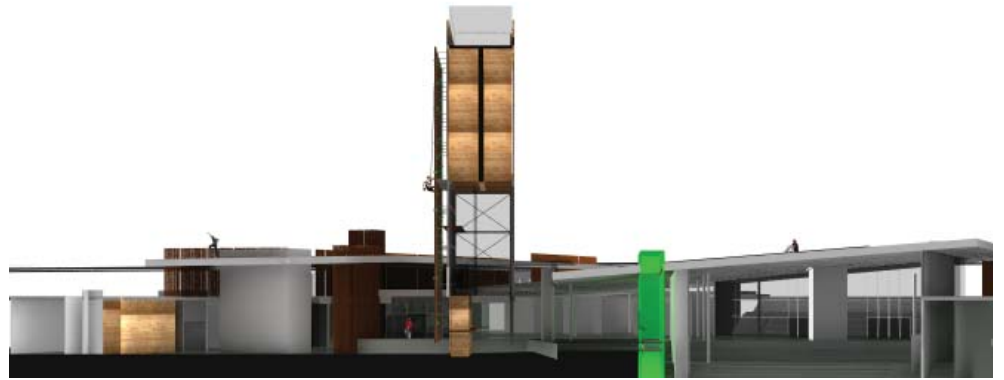
auditorium
perspective



mill entry
perspective



ground level
balcony
perspective



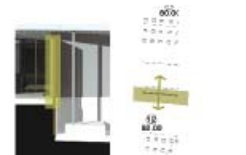
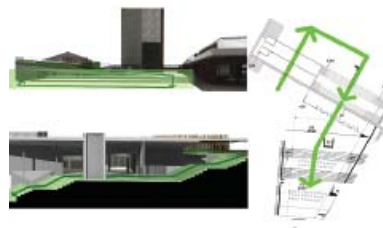
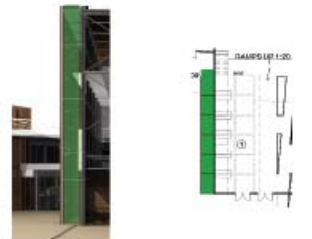
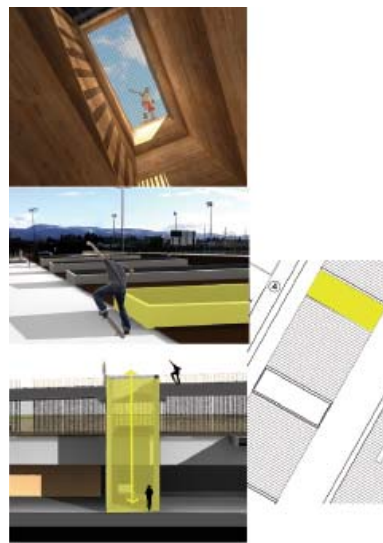
section AA



section BB



section CC



architectonic response to thesis:

the images to the left show the physical attributes of the architecture that support the thesis.

viewports in section

- create an exchange between opposing interior and exterior activities

eddy space

- provides a chance to pause/ move out of the main traffic flow
- creates an opportunity to act upon chance encounter

slip space

- in between spaces which allow people to observe activity in adjacent spaces without disturbance

continuous flow

- stairs/platforms continue directly from roof to interior
- visitors are able to continue on a path without obstructions

movable walls

- audiences have opportunity to view same presentation from different vantage points

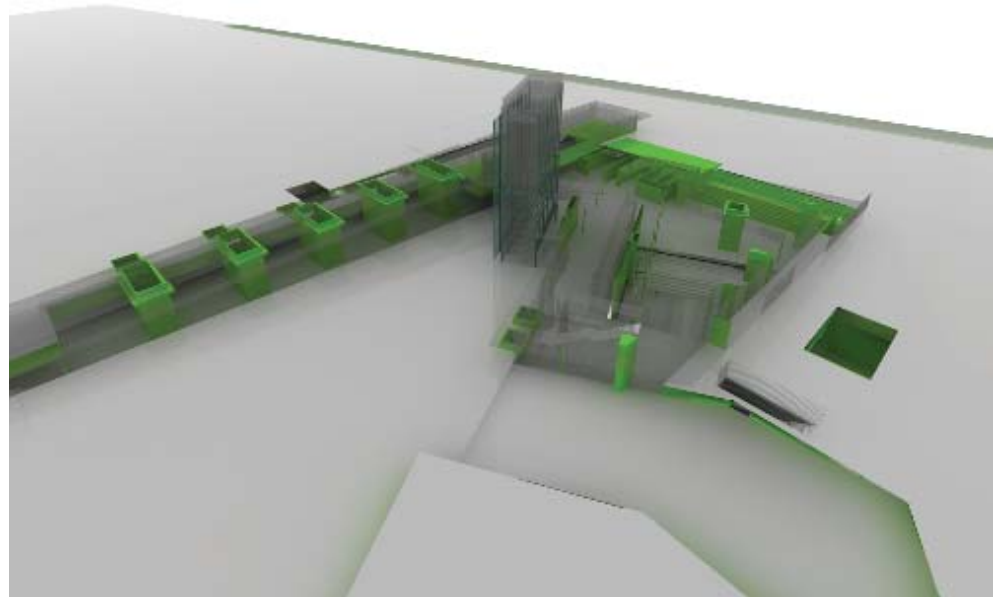
egress diagram



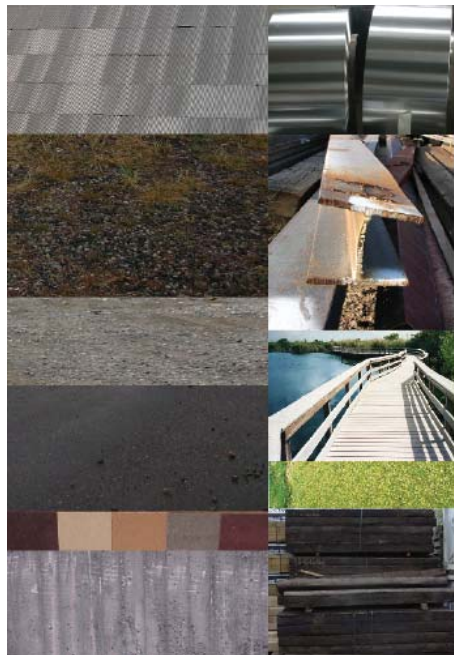
accessibility diagram



structure diagram



materials and systems



interior materials

concrete structure
3-Form walls
tempered glass
poured acrylic floors
stacked wood walls
board form concrete

exterior materials

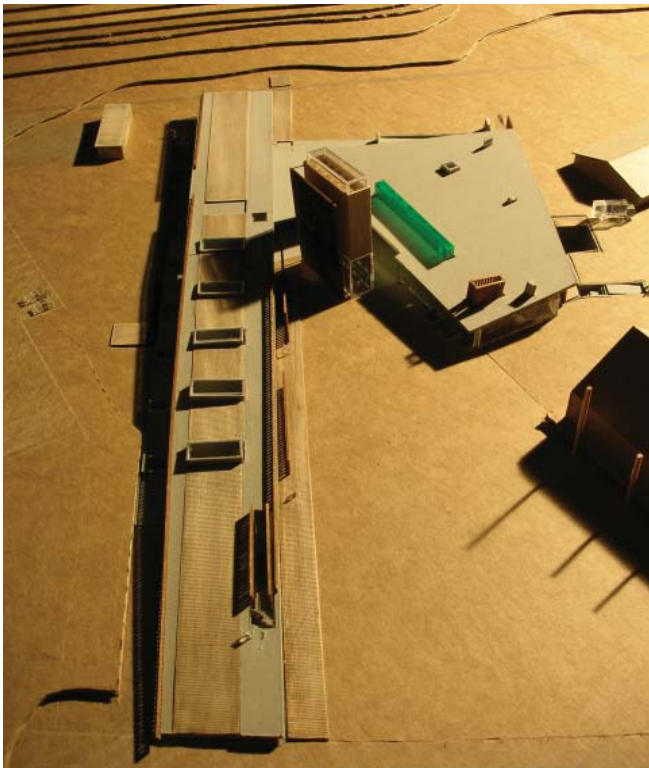
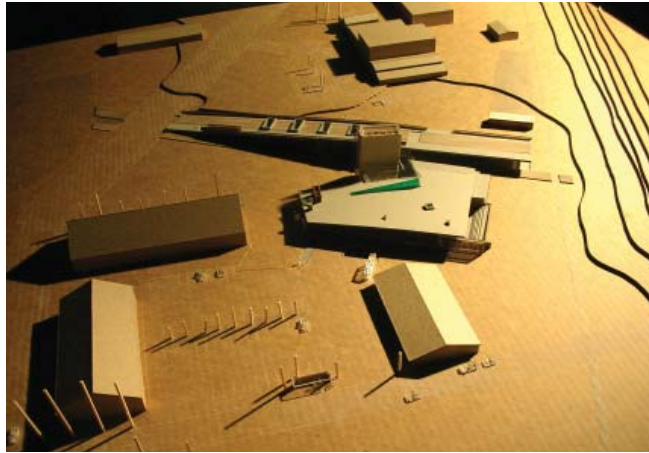
corrugated steel
cold rolled steel
steel structure
grass
gravel
porous concrete
trex lattice walls
railroad ties
board form concrete



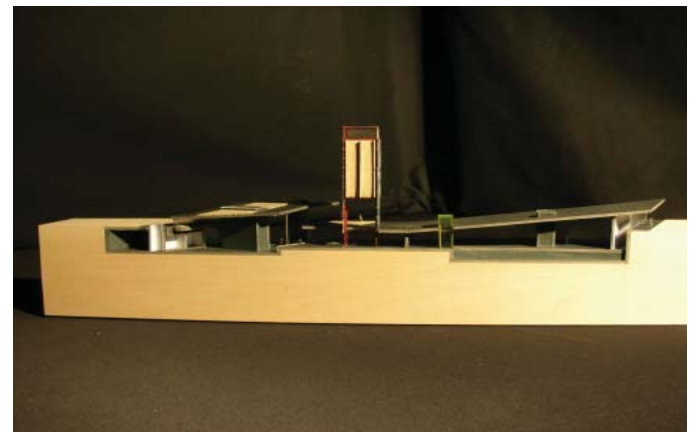
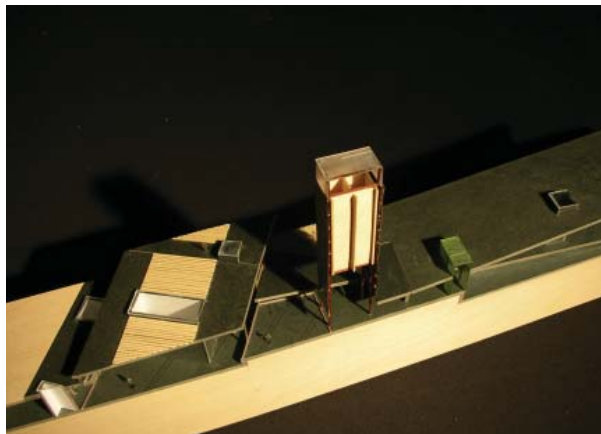
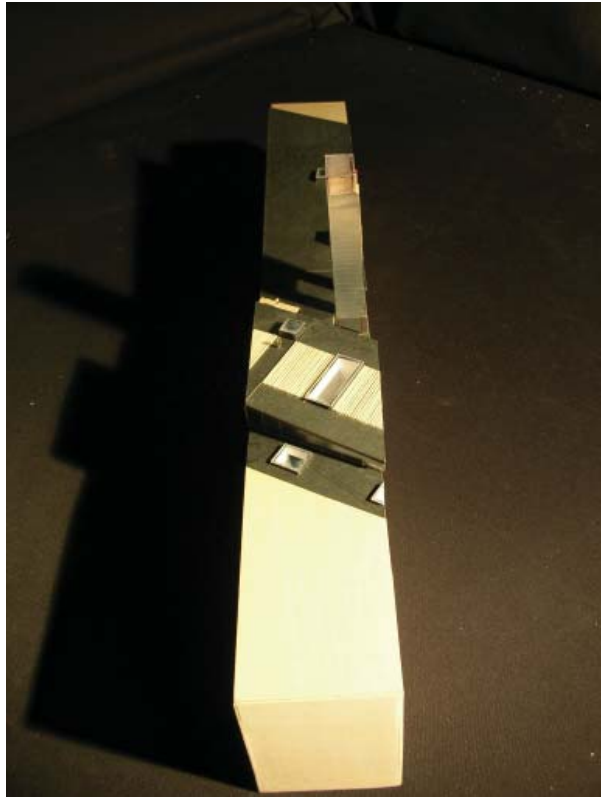
building systems

radiant floor heating
porous concrete
concrete waffle slab structure
sliding walls
buffer wall/ separate skin

final site model



final section model



The goal of this thesis was to explore architectural solutions which encourage interaction through siting, program, and architectonics. The diagrams on page 154 demonstrate the specific physical attributes of the project which promote chance encounter and allow an interaction to occur.

Aside from the theoretical and architectural exploration this semester I have gained a new sense of responsibility for my own design work. The design portion of this project has made me accountable for my own building program, my own formal characteristics, and scheduling. I have learned a great deal about myself as a designer and as a human being this year.

Endnotes

- ¹ Trachtenberg, Marvin. Architecture from Prehistory to Postmodernity. 2002. Ed Holly Jennings. Upper Saddle River, New Jersey: Prentice-Hall, Inc., 2
- ² Koolhaas, Harvard Design School Guide to Shopping. 2001. Ed Chihua Judy Chung and Sze Tsung Leong. Caimbridge, Mass: Taschen, 2
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- ⁶ Studio Sputnik, Snooze Immersing Architecture in Mass Culture. Rotterdam: NAI Publishers, 2003.
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fig. iii roman%20forum: <www.hardav.co.uk/group7/plan%20of%20forum.htm>

fig. 1 1941Kelvinator_small

fig. 2 compilation:
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pink_moon: <<http://www.finotto.org>>
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Distinctly Montana

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fig. 8 Urban Nightmares: front cover

fig. 9 217522062_49cf4ef250_m: <<http://www.static.flickr.com>>
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fig. 12 The Medium is the Massage: Marshall McLuhan

fig. 13 ddd_thumb: <<http://www.landliving.com>>
fig. 14 Public 32: front cover

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fig. 16 McDonald's compilation:
1: <<http://www.fivebuckstofriday.com>>
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fig. 17 Google Earth satellite image

fig. 18 Zoning_Map_Color[1]: <<http://www.bozeman.net>>

fig. 19 1901StoryMillFire_BW: <<http://www.bozeman.net>>
fig. 20 First_Bozeman_Map: <<http://www.bozeman.net>>

fig. 21 Google Earth satellite image
fig. 22 Google Earth satellite image
fig. 23 Google Earth satellite image

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