STAN CONNICK

A CHILDREN'S TOY CENTER
IN DENVER, COLORADO

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A CHILDREN'S TOY CENTER

in

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Terminal Project Research

by

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Bozeman, Montana

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TABLE OF CONTENTS

INTRODUCTION....Page 1
TOYS, THEIR PURPOSE....Page 2
ASPIRATIONS OF THE TOY CENTER....Page 3
GENERAL SERVICES....Page 4
- Site Requirements....Page 4
- Parking....Page 4
- Main Entry....Page 5
- Lavatories....Page 5
- Circulation Areas....Page 5
- Theatre....Page 6

OFFICE AND EMPLOYEE SPACES....Page 7
- Public Relations....Page 7
- First Aid Room....Page 7
- Management....Page 7
- Employee's Lounge....Page 8
- Business Management....Page 8
- Executive Management....Page 9
- Display and Design Area....Page 9
- Storage Areas....Page 9
- Packaging Area....Page10
- Mechanical Areas....Page10

FOOD SERVICE....Page10
- Management....Page10
- Food Preparation....Page10
- Eating Area....Page10

ORGANIZATION OF TOYS....Page11
- Toys for the Infant and the Toddler....Page11
- Dolls and Doll Accessories....Page12
- Play Houses and Accessories....Page12
- Stuffed Toys....Page13
- Puppets and Theatre Equipment....Page13
- Blocks and Building Equipment....Page14
- Art....Page15
- Handcrafts....Page16
- Music....Page16
- Childrens' Books....Page17
- Educational Toys....Page17
- Toys Relating to Science....Page17
- Puzzles....Page17
- Games....Page18
- Mechanical Toys....Page18
- Toys for Riding....Page18
- Trains....Page19
- Automobiles....Page19
- Boats....Page19
- Toys Used in the Air....Page19
- Balancing Toys....Page19
- Individual Sports....Page19
- Team Sports....Page20
- Play Equipment....Page20

CONCLUSION....Page21

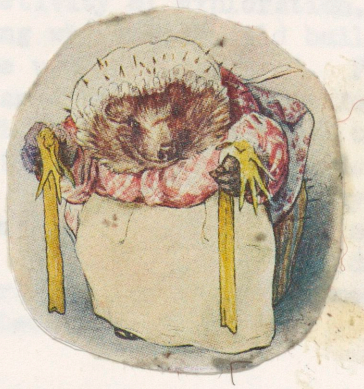


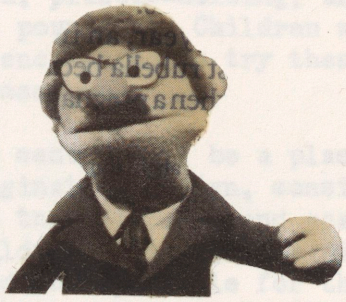
INTRODUCTION

Children seem to be light-hearted funny little people, yet like all people they have feelings, fears, and desires. Foundations for the rest of ones life is developed in childhood. A child constantly explores himself and his world; sometimes a world of fantasy is created. These fantasy worlds help a child pretend to be different people with different characters. He is able to chose and develope his own personality through this experimentation.

Toys are often used by a child in this period of exploring. The toys reflect the scale, as well as the imaginative character of a child. Although similar toys are often enjoyed by many children, a toy is very personal to each personality.

I have chosen to design a center which displays and sells a wide variety of toys. This center should reflect the wonderful, funfilled fantasy world of a child, yet be aware of the sensitive, individualistic characteristics of children, people of worth and ability.





TOYS, THEIR PURPOSE

Toys are the tools of play, which is an essential activity in the development of a child. Play is a learning activity of exploration, and experimentation during which the child builds up relations with the world and oneself. Play is a great instinct-and-habit educator. Toys stimulate and initiate play. Toys should be selected to help meet the interests and needs of a particular child. These needs may be physical, intellectual, emotional, or social. Toys should be well constructed, safe and of artistic design with careful consideration to the development of creative, well-adjusted children.

ASPIRATIONS OF THE TOY CENTER

This children's toy center is a place to promote and sell well designed toys for both the consummer buyer and the retail buyer. The center will aid in the buying of toys most suitable fo the child by using classifications and personal help. Imaginative children's theatres will be featured. Children acting, puppet plays and story-telling will be included as well as folk-dancing and music-playing.

Exhibitions of toy making will feature artistic crafts such as: weaving, sewing, pottery work, plastic-molding, and metal pounding. Children will be encouraged to try these arts themselves.

The center will be a place of imaginative design, considering the interests and scale of children. Pictographs will be used when possible for those children who cannot read. Bright colors and fun shapes will be used throughout. The center will constantly change through the seasons.

Each toy division will be designed to reflect those items within the space. Places for groups of children, as well as individuals will be located throughout the toy center, adapting to the many personalities and moods of people.

Only toys considered to be beneficial in the developement of children will be included in the center. Children will be encouraged to touch, play-with, and chose the toys they desire. The selection of toys will range from those for the infant to the twelve-years-old child.

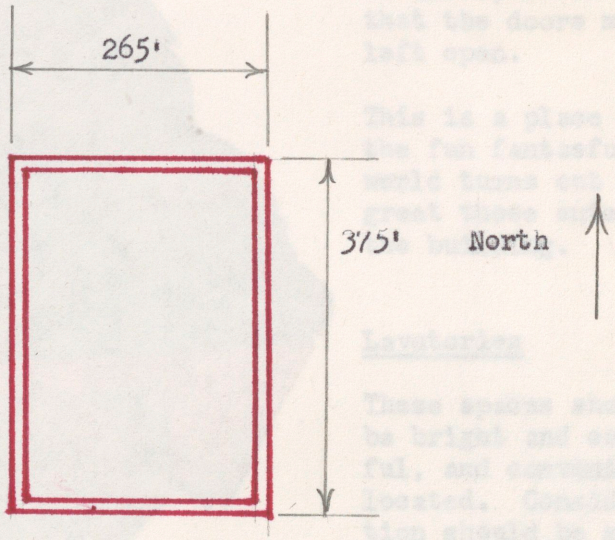
GENERAL SERVICES

Site Requirements

The site is one entire city block in downtown Denver. The dimensions of this block are 375 feet by 265 feet. A twenty-five foot setback is required on all sides. The surrounding buildings are constantly changing. The Uniform Building Code is the City Code.

The site was chosen because of its convenience for businessmen, and downtown shoppers.

Denver was selected for its central location and its four changing seasons.



Parking

The parking will be enclosed with the structure, for convenience and better site usage. There will be parking for approximately three hundred automobiles. This parking will be used by customers and employees. Pedestrian access to the main entry will be of prime concern. A delivery area will be incorporated.

This space should be bright and colorful with as much natural light as possible.



Main Entry

This space is for entering the toy center from the parking area or the street. Crossings of the surrounding streets should be considered. There should be access provided to the Reception Area of the Office Space and to the First Aid Room.

An air barrier should be incorporated so that the doors may be left open.

This is a place where the fun fantasful world turns out to greet those entering the building.

Lavatories

These spaces should be bright and colorful, and conveniently located. Consideration should be given to the scale of children as well as adults.

Circulation Areas

The circulation areas should allow the different toy sections to be able to "over-flow" into this space, depending on the amount of merchandise and the seasons. This space can be used for special displays, demonstrations and other extraneous activities.

The character should constantly change with the seasons, holidays, and moods desired.

Theatre

A Children's Theatre will be provided for various performances with adult actors, puppets, or children actors. This space should be bright, colorful, and fantasful, with the ability to adapt to different types of performances. There should be equipment such as sound equipment, light equipment a stage, dressing area, storage area, and seating for twoo hundred and fifty people with standing room for more.

OFFICE AND EMPLOYEE SPACES

These spaces should be flexible to meet changes in work habits and numbers of personel. The types of equipment will also change throughout the life of the building.

Public Relations

In this space guides will be accessible and common business agreements will be handled here.

The Public Relations Director will have an assistant. Each man will have a secretary.

A receptionist will greet the public entering the office.

There will be a pleasant waiting area looking toward the interior of the toy center.

First-Aid Room

The First-Aid Room should be provided with a bed and other necessary first-aid equipment. This area should be bright and colorful with fantasful graphics. It should be separated from the public areas of the toy center.

Management

This space will be for the management and selection of employees and merchandise. The Manggement Director will have two assistants, each man will have a secretary.

A small conference room will be used for interviewing employees and recieving salesmen.

These areas should be bright and colorful. Natural light should be provided.

Employee's Lounge

The Employee's Lounge should be a restful pleasant area.

This space should accommodate approximately twenty-five to thirty employees. This area will be used for resting, having coffee breaks, and eating lunches.

An outdoor lounging area should be provided.



Business Management

Business such as profits, losses, bills etc. will be taken care of in this office area.

The Business Manager will have two assistants and three secretaries.

A special area for computers will be included.

Executive Management

This space will be for overall management and coordinating.

The President and the Vice-President will work here with two secretaries.

An executive conference room will be included.

Display and Design Area

This display and design area is for designing and creating displays for the toy center.

A display manager, two assistants and four helpers will use this area.

Drawing tables, cutting tables, saws, drills and painting booths consist of some of the equipment needed.

A large assembling space with a twelve-foot ceiling should be provided as well as storage areas.

This area should have natural lighting as well as artificial lighting.

Doors must open to a six-foot wide and a ten-foot high opening.

Storage Areas

There will be one principle storage area located near the packaging area. This area will supply merchandise to several sub-storage areas.

Sub-storage areas will be located for convenience near different areas within the center. Sub-storage areas will handle merchandise for neighboring toy sections as well as do gift wrapping.

Shelves and tables will be provided for handling the merchandise.

Packaging Area

This area will be for packaging or unpackaging merchandise. Incoming merchandise will be invoiced and sent to the proper storage area. Mail orders will be wrapped and addressed to their correct location.

The delivery area should be directly accessible.

Working tables, and conveyor belts should be provided as well as temporary-storage areas.

Mechanical Areas

Mechanical equipment will be considered throughout the design.

FOOD SERVICE

Management

This area is for managing the food services, such as hiring help, preparing food schedules, ordering food, and so on.

Food Preparation

This area is for storing and preparing food.

Stoves, ovens, grills, refrigerators, freezers, sinks, counterspace, and dishwashing machines consist of some of the necessary equipment.

Eating Area

The eating area should seat approximately 100 people. Space should be provided for both private parties as well as the general public.

Tables with chairs of adjustable height should be provided as well as an eating counter, a cash register, and serving stations.

This area should be fantasful, bright and colorful, looking towards the toy center circulation areas.

ORGANIZATION OF TOYS

The toys in this toy center are divided into several sections according to their types or subjects, with the exception of toys for the infants and toddlers.

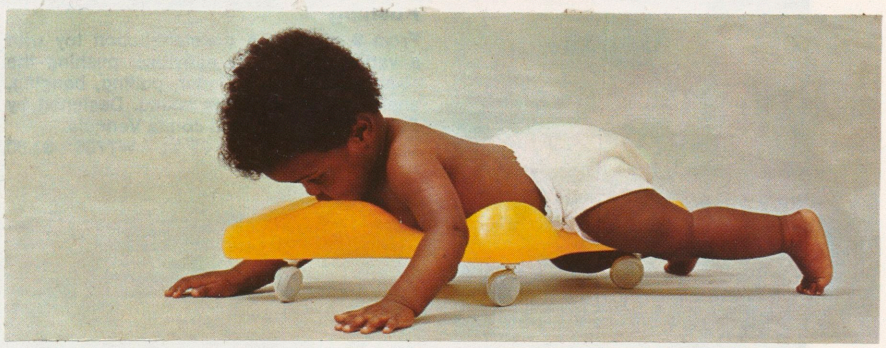
Toys for infants and toddlers is the only division determined by age rather than subject. Infants generally have their own special types of toys differing from older children. Children over two-years-old vary considerably in interests and development, making it difficult to catagorize by age.

All areas will reflect the items being sold. They will be bright and colorful. Props and display shelves will be used. Flexible areas for exhibiting and playing will be incorporated. Different sections of toys may flow together depending on their relations. Music and light will be considered in all areas.

One sales clerk will be in charge for each toy section. An appropriate sale's stand will be in every division.

Toys for the Infant and the Toddler

This area is to display and sell toys and equipment especially for infants and toddlers. The toys may range from rattles to dolls, cribs, etc. Some of these items may be repeated in other sections.



Dolls and Doll Accessories

Dolls are toys for make-believe. They help the child to develope roles of motherhood, and fatherhood, as well as friendship. The child learns kindness and taking care of another. Emotions are released in this form of play as well as dreams expressing character development.



This area is for displaying dolls, doll clothing, doll carriages, etc.

Play Houses and Accessories

This is a place to display playhouses and furniture both of doll's sizes and of children's.



Stuffed Toys

This is an area to display and sell stuffed toy animals. These animals will range from purely make-believe animals to animals of realism.

Puppets and Theatre Equipment

Puppets and theatrical equipment will be displayed in this area, string puppets, finger puppets, puppet theatres, as well as dress-up clothes and masks will be shown here.

This section should be located near the Childrenss Theatre discussed earlier.



Blocks and Building Equipment

Blocks are one of the most valuable of all play activities. The roles blocks take changes throughout the development of the child. All of the needs, be they phsical, intellectual, emotional, or social are reached to some degree by the use of blocks.

Blocks and building equipment such as toy bricks, tinker toys, erector sets, hammers and saws, and other like items will be shown in this area.



Art

This is a space to display, demonstrate, and play with materials relating to art, such as crayons, paper, paints, etc.

Art is sometimes regarded as merely a higher form of play, being a refreshment for the joy of doing.

Art in connection with children becomes a spontaneous expression with a definite element of play. It seems to bring out some sort of emotional satisfaction to a child.

Children should be given materials for use in creative expression as soon as they are past the very simplest motor play of infancy.

Up to about ten years of age drawing is a form of language through which all children express themselves; beyond that age it becomes a matter of aesthetic development.

Throughout all these earlier stages, drawing represents an important phase of intellectual growth and it should constitute part of the play experience of ever child.



Handcrafts

Handcrafts become increasingly important recreational activities as children grow older, lose their interest in toys as such, and require play materials with which they can make or modify. Handcraft activities develope intellectual abilities to solve problems, as well as physical skills in manipulating materials. They also develope patience, persistence, imagination, and many other valuable personality traits. Handcrafts are a wholesome outlet for energies, interests, and emotions.

This area will be a place to display and sell materials for handcrafts such as weaving of articles on looms; needlecraft activities, basketry, beadwork, stamp collecting, wood carving, model building, etc.

Music

Children's music is often light and fantasful. This is desirable in making the children happy and relating to the make-believe world children often create. However, music with a strong beat brings out a natural rythmn that is inherently a part of all of us. New sounds, are often appropriate for children. They are fun to hear and can be created by children with little or no music background. These sounds become spontaneous and fresh.

This area is for displaying, demonstrating, and playing with materials which make music. These items vary from drumss, to flutes record players, etc.



Children's Books

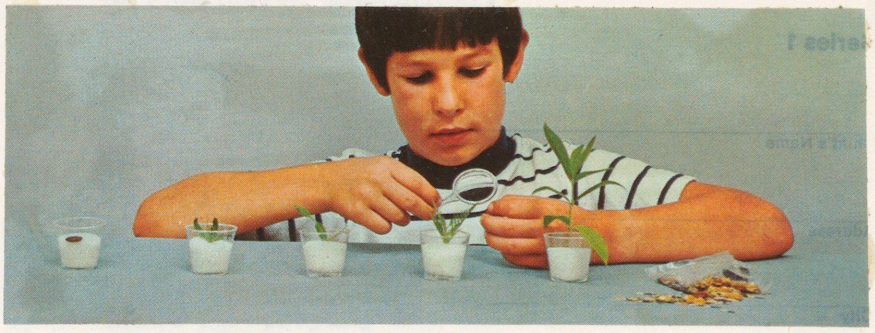
This area will be for displaying and reading children's books. This area should express the wonderful world of books.

Educational Toys

This is an area for displaying toys that are particularly oriented to educational activities. All toys to some degree help a child to learn and grow. Those toys which do not fall into these other classifications but pertain particularly to learning will be grouped here. Some of these toys may be blackboards, alphabets, numbers, and so on.

Toys Relating to Science

Toys which help one to understand nature will be grouped here. Some of these toys may be chenistry sets, microscopes, gyroscopes, etc.



Puzzles

This is an area to display puzzles.

Like other toys, puzzles help a child to dêvelopme an ability to solve problems.

Games

This is a place to display games of a general nature, such as checkers, monopoly, card games, etc.

Mechanical Toys

This is an area to display mechanical toys.

Most mechanical toys have little value because they quickly exhaust the interests of the child. They simply amuse the child with little inter-reaction. Mechanical toys may have learning value by introducing the mechanical principles used in the toy.

Toys for Riding

This will be a place for toys that one rides, such as; rocking horses, tricycles, bicycles, wagons, sleds, and scooters. Some of these items may be considered mechanical, however, they are distinguished by their riding aspect.

Cars, boats, airplanes, and helicopters will be in their own specialized sections.

A ramped area may be an asset for playing and displaying the toys in this section. An outdoor area to display seasonal toys such as sleds and saucers would be an attribute.



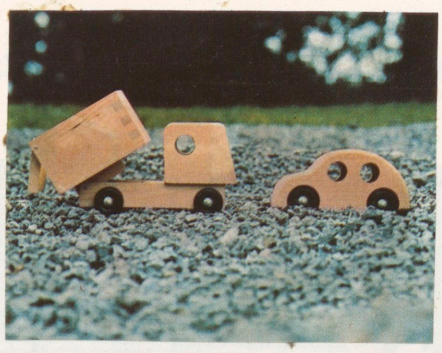
Trains

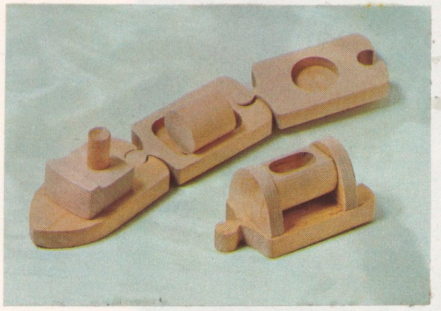
This is an area to specialize in trains, both mechanical and non-mechanical. These trains may be pull trains, wood trains, electrical trains, etc. Those accessories relating to trains will be located here also.

Automobiles

This is a place to display cars, trucks, and busses of all types and sizes.

Roadways of different scales schould be considered in the design of this space.





Boats

Boats will be specialized in this section. Water is an important asset for this section.

Toys Used in the Air

This will be a place to display toys that are used in the air, such as; balloons, kites, windmills, airplanes, helicopters, etc.

Since these toys relate to the infinite sky, open areas should be incorporated in the design of this area.

Balancing Toys

Balancing toys, such as tops, hoops, juggling etc. will be displayed in this section.

Individual Sports

This will be an area to sell equipment for individual sports, such as; wrestling, boxing, skiing, skating, swimming etc.

Although high quality merchandise will be sold here, only merchandise for children up to twelve-years-old will be handled.

Team Sports

Team sports such as basketball, baseball, and football will be displayed in this area.

Play Equipment

This is a section for jungle-jims, slides, swings, etc. for home use.



The purpose of these groupings of toys is to give a general order to the arrangement of the different types of toys. Many toys relate to more than one designated section. These toys should provide a means of helping the toy sections flow together.

CONCLUSION

This Children's Toy Center is to be a place of the present and the future. Occasional flavors of the past will be incorporated.

I have chosen this subject for my terminal project because of its challenge to design. A well-planned design must be developed into being light-hearted, and fun.

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