

ALEJANDRA UTRERA
AU DESIGNS

PROPOSALS
AU DESIGN
CHACE CENTER CAFE

PREPARED BY ALEJANDRA UTRERA
VERSION 1.1
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PROJECT BRIEF:

THE CHACE CENTER MUSEUM CAFE HAS IDENTIFIED THE NEED FOR AN UPDO. THE CLIENT IS LOOKING FOR A NEW LOOK, THAT IS MORE FITTING FOR THE SPACE. WHEN DESIGNING THE SPACE, THE CHACE CENTER CAFE WAS AN IMPROVISED SOLUTION, NOT PART OF THE ORIGINAL ARCHITECTURAL DESIGN.

THE FACT THAT REFRESHMENTS HAVE TO BE PURCHASED EITHER OUTSIDE OR AT RISD WORKS. THIS LEADS TO DISCOMFORT TO ALL THE MUSEUM VISITORS, STUDENTS, AND EMPLOYEES OF THE MUSEUM. NOT ONLY IS THERE NO BAR FOR REFRESHMENTS, BUT THERE IS NOT ENOUGH SPACE FOR SEATING AND LOUNGING. THE AMOUNTS OF FURNITURE THAT ARE AVAILABLE IN THE CAFE, ARE NOT ENTIRELY MATCHING, AND HAVE NO PERSONAL CONNECTION TO RISD. THE SPACE COULD BE ARRANGED MORE ELEGANTLY AND EFFICIENTLY.

ALEJANDRA UTRERA HAS PREPARED THIS DOCUMENT AS AN OUTLINE OF HIS UNDERSTANDING OF THE PROJECT REQUIREMENTS AND THE EXPECTED STEPS AND RESOURCES NEEDED TO MEET THE GOALS OF THIS ENGAGEMENT.

PROJECT APPROACH:

THE PROJECT WILL BE APPROACHED IN 5 PHASES, EACH CULMINATING IN A REVIEW. THE REVIEW MUST TAKE PLACE IN ORDER FOR THE PROJECT TO PROCEED TO THE NEXT PHASE.

PHASE 1: RESEARCH

QUESTIONS WILL BE ASKED PERTAINING TO PROJECT POSSIBILITIES AND EXPECTATIONS, AS WELL AS TO ANY CONCERNS OR SUGGESTIONS THE DESIGN STUDIO MIGHT HAVE. AS A CURRENT STUDENT AT THE RHODE ISLAND SCHOOL OF DESIGN, ALEJANDRA UTRERA WILL BE CONCERNED IN MEETING THE CLIENTS NEEDS, AS WELL AS MAKING THE CHACE CENTER CAFE MATCH MORE ACCORDINGLY WITH WHAT THE SCHOOL ITSELF REPRESENTS. AU STUDIO WILL INTERVIEW EMPLOYEES, AS WELL AS STUDENTS THAT VISIT THE CENTER, IN ORDER TO FULLY UNDERSTAND THE NEEDS FOR THE ESTABLISHMENT.

PHASE 2: DESIGN

A PROPOSAL FOR THE DESIGN OF THE CAFE WILL BE SHOWCASED WITH TECHNICAL DRAWINGS, AND POSSIBLE MODELS IF NECESSARY TO COMMUNICATE THE IDEAS. AU STUDIO WILL TAKE IN FEEDBACK FROM OWNER AND CONSIDER THE INPUT TO ADAPT THE IDEAS FOR A FINAL DESIGN.

PHASE 3: FINAL DESIGN/ BUDGET.

A FINAL DESIGN WILL BE PROPOSED, WITH TECHNICAL DRAWINGS AS WELL AS MODELS TO FULLY SHOW THE CLIENT OF THE COMPLETE IDEA. A BUDGET ESTIMATE WILL BE PROPOSED FOR APPROVAL AS WELL. DESIGN MUST BE APPROVED IN ORDER TO BEGIN CONSTRUCTION.

PHASE 4: PURCHASING FURNITURE/ CONSTRUCTION

THE FURNITURE(TABLES, CHAIRS, BENCHES) AND BAR DESIGNED WILL BE CONSTRUCTED.

PHASE 5: INSTALLATION

THE PROJECT WILL BE INSTALLED IN THE CHACE CENTER CAFE. ONCE THE BAR AND WALLS ARE COMPLETED, AND CLEANED, THE PLACE WILL BE CLEANED AND THE FURNITURE INSTALLED.

DELIVERABLES:

PHASE 1:

QUESTIONS, BEGINNING THOUGHTS/IDEAS.
PRESENTATION OF FINDINGS FROM INTERVIEWS/ SUGGESTIONS.
OVERALL THEME AND CONCEPT SUGGESTED FOR THE AREA.

PHASE 2:

TECHNICAL DRAWINGS OF SPACE AND FURNITURE, AND MODELS IF NECESSARY FOR OVERALL UNDERSTANDING OF DESIGN.

PHASE 3:

MORE SPECIFIC/ FIXED UP TECHNICAL DRAWINGS, AS WELL AS 1/4 SCALE MODELS OF SPACE AND FURNITURE IN SPACE. MATERIAL AND COLOR SAMPLES, AS WELL AS PREDICTED BUDGET.

PHASE 4:

HERE WE WILL BE SPEAKING TO CLIENT ON SEVERAL OCCASIONS: SHOWING CLIENT THE ENTIRE PROCESS OF CONSTRUCTION: EXPLAINING BEGINNING STAGES, SHOWING PROCESS, AND FINAL RESULT. THROUGHOUT THE PROCESS THE CLIENT MUST INFORM AU STUDIOS IF HE IS UNHAPPY WITH ANY PROGRESS, TO FIX THROUGHOUT THE PROCESS.

PHASE 5:

FULL PROJECT COMPLETED/ INSTALLED. ANY SMALL REPAIRS NECESSARY MADE.

SCHEDULE:

PHASE 1: 1 WEEK

PHASE 2: 1 WEEK

PHASE 3: 2 WEEKS

PHASE 4: 2 WEEKS

PHASE 5: 2 WEEKS

THESE TIME FRAMES ARE ESTIMATES, AND DEPEND NOT ONLY ON THE EFFICIENCY OF AU STUDIO, BUT ON THE EFFORTS OF THE CLIENT TO MEET TIMELINES FOR APPROVALS. A START DATE WILL BE ESTABLISHED SOON AFTER THE CLIENTS ACCEPTANCE.

ANY CHANGES ON THE DESIGN AND CONSTRUCTION DURING THE FINAL DESIGN AND CONSTRUCTION MAY CHANGE THE TIMELINE, AND ARE THEREFORE NOT COVERED IN THIS PROPOSAL. SINCE AU STUDIOS IS COMMITTED TO THIS PROJECT, WE WILL BE FLEXIBLE TO ANY EXCESS IN TIME TO ACCOMPLISH THE PROJECT EFFECTIVELY AND EFFICIENTLY.

BUDGET

PHASE 1: \$10,000

PHASE 2: \$20,000

PHASE 3: \$5,000

PHASE 4: \$20,000

PHASE 5- TOTAL: 55,000

WORK FOR THIS PROJECT IS BASED ON A FIXED FEE MODEL. TO FORMALLY ACCEPT THE PROPOSAL, AU STUDIOS REQUIRES PHASE 1 TO BE PAID UP FRONT. EACH SUBSEQUENT PHASE WILL BE BILLED AT COMPLETION AND WORK ON THE NEXT PHASE WILL COMMENCE UPON RECEIPT OF PAYMENT.

THE PROFESSIONAL FEES OUTLINED ABOVE COVER AU STUDIOS SERVICES, BUT DO NOT INCLUDE EXPENSES INCLUDING BUT NOT LIMITED TO MATERIALS, SUPPLIES AND THIRD PARTY SERVICES USED FOR THE EXECUTION OF THIS PROJECT. AU STUDIOS WILL SEEK APPROVAL FROM THE CLIENT FOR ANY SINGLE EXPENSE OVER \$100. EACH BILLING PERIOD'S INVOICE WILL INCLUDE PROFESSIONAL FEES AND ANY INCURRED EXPENSES. THESE EXPENSES TYPICALLY AMOUNT TO NO MORE THAN 10% OF THE PROFESSIONAL FEES.

CANCELLATION:

AU STUDIOS IS COMMITTED TO THE SATISFACTION OF ITS CLIENTS. SHOULD THERE BE SITUATION WHERE THERE IS CONCERN THE QUALITY OF SERVICE, AU STUDIOS WILL WORK WITH THE CLIENT TO RESOLVE THESE CONCERNS. HOWEVER, SHOULD THE CLIENT DECIDE TO TERMINATE THE PROJECT AT ANY TIME BEFORE COMPLETION, THE FOLLOWING CANCELLATION PENALTY WILL BE APPLIED. 50% OF THE FIRST PHASE'S FEE (\$10,000) IS CONSIDERED A COMMITMENT FEE AND IS NON-REFUNDABLE. SHOULD THE CLIENT CANCEL THE PROJECT PRIOR TO THE COMPLETION OF PHASE 1, THE FEES OF THAT PHASE WILL BE PRORATED BASED ON THE HOURS SPENT UP TO THE TIME OF CANCELLATION, BASED ON AU STUDIO'S HOURLY RATE (\$30/HR). SHOULD THE PROJECT BE CANCELLED AT ANY TIME AFTER PHASE 1, THE REFUND WILL BE PRORATED ON THE LATEST PAYMENT FEE.

SUMMARY:

I AM PLEASED TO PRESENT THIS PROPOSAL TO THE CHASE CENTER. I CONSIDER THIS PROPOSAL A STARTING POINT, AND WELCOME DISCUSSIONS AND QUESTIONS REGARDING THE INFORMATION OUTLINED HERE. PLEASE CONTACT ME DIRECTLY WITH ANY CONCERNS OR QUESTIONS YOU MAY HAVE.

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