

October 24, 2011

FOR: FIRSTNAME LASTNAME

Most Importnat Guy on the Block

Museum of Art: Chace Center

16 North Main Street

Providence,Rhode Island 02903

Chace Center REdESIGN

PROPOSAL

# Chace Center REdESIGN

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## Brief

So and So has proposed a redesign of the Chace Center Cafe at the Rhode Island School of Design Museum of Art. The client wishes to create a space more conducive to Museum events, student involvement, and public engagement. This project provides an opportunity to marry the original architectural intent of the building with the dynamic interior space of the center's lobby/welcome center. So and So has also requested a custom flexible bar providing a great opportunity for utilizing local design and manufacturing capabilities.

This document has been prepared by Anna Fulton as an outline of her understanding of the project requirements and the expected steps and resources needed to meet the goals of this engagement.

**Approach** In order to maintain a clear understanding of the space's development, work on this project will be divided into five phases. Each phase resulting in a review between Anna Fulton and the Client. Before the commencement of any subsequent pahse, the client will be required to sign off on any decisions or changes made at each review. Below is an overview of phases:

**phase 1: Research**

For a better understanding of the space and it's occupants, Anna Fulton will first provide the client with indepth analysis of the trends and developments in cafe design. This phase will look closely at the actual use of the space and the desired use. Visitors will be interviewed- at random- to provide diverse feedback to the client. Subsequently, Anna Fulton will be reviewing and compiling pertinent information regarding building regulations and codes. The research developed in this pahse will be presented to the client in print out and slide form. Client will be required to sign off on the direction of deisgn based on the research presented.

**phase 2: Design**

As the title suggests, preliminary sketches and deisgns for the space will be presented during the second phase. A floor plan, with selected furnishings (including seating, tables, receptacles, etc.) will be provided to the client, along with a lighting plan, and color palette. The review for this phase will be crucial in determining the design of the flexible bar mentioned in the project brief. The clients signature will be necessary in order to move on to phase three.

**phase 3: Refinement and Budget**

Once the client has signed off on all designs, Anna Fulton will be able to put together a comprehensive quote of materials for so and so. Final designs will include a unified presentation of drawings along with material and color samples. A final floor plan will be laid out and student art work will be selected for designated areas in the cafe.

**phase 4: Construction**

Once approved by client, construction of the flexible bar begins. Orders will be placed for furniture and lighting. Any interior surface treatments will be completed during this phase.

**phase 5: Completion**

Installation, arrangement, and reopening of cafe. This phase will be the materialization of above phases.

## Deliverables

phase 1: Slide presentation, booklet providing in depth analysis of the space and it's potential

phase 2: Presentation quality drawings and comprehensive material samples as well as lighting and floor plans.

phase 3: Final design of flexible bar and thorough budget.

phase 4: Selections for lighting and furniture will be ordered and surface treatments begin.

phase 5: completed space.

## Schedule

phase 1: 1 week

phase 2: 2 weeks

phase 3: 1 week

phase 4: 2 weeks

phase 5: 1 week

total : 6 weeks

This schedule assumes ongoing access to the client and timely approvals. A start date for each phase will be determined upon acceptance of the project proposal, however, Anna Fulton generally begins work within two weeks of the date of acceptance.

Any further changes to the design or revisions are not covered under this proposal. As a committed partner, John Doe is open to assisting with the development and production beyond the phases outlined above. Because flexibility and iteration are often crucial in new product development, Anna Fulton is open to modifying work contracts as the project dictates, as well as additional phases as needed.

## Budget

phase 1:	\$10,000
phase 2:	\$5,000
phase 3:	\$10,000
phase 4:	\$25,000
phase 5 (total):	\$50,000

Work for this project is based on a fixed fee model. To formally accept the proposal, Anna Fulton 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 Anna Fulton's design services, but do not include expenses including but not limited to materials, supplies and third party services used for the execution of this project. John Doe 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

Anna Fulton is committed to the satisfaction of her clients. Should there be situation where there is concern the quality of service, Anna Fulton 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 (\$5,000) 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 Anna Fulton's hourly rate (\$40/hr). Should the project be cancelled at any time after Phase 1, the refund will be prorated on the latest payment fee.

In conclusion I would like to say that I am very pleased and excited to be considered for the redesign of the Chace Center Cafe. This proposal is to be thought of as an introduction and I welcome any questions or conversations that may arise. Please feel free to contact me any time.

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