

# The Chase Center Café

## A Proposal for Revitalization

The Rhode Island School of Design  
Museum of Art

***Project Brief:***

As the Chase Center serves the grand entrance to the Museum of Art at the Rhode Island School of Design, there is an imperative need for an effective, efficient, and welcoming space that exemplifies the museum's excellence. Architect Jose Rafael Moneo designed the structure with the value of fluid public space as a core intent. As such, the openness of the Museum's Main Street entrance can lead the visitor astray. The current entrance houses a spare, multipurpose alcove space that serves as a platform for a temporary bar area during special events, but otherwise lacks determinate function in normal museum hours. In its present configuration, the arrangement of furniture and case goods seems to serve as an unresolved placeholder for a more effective design solution. In addressing this issue, I acknowledge the deficiencies of the existing space, while recognizing the breadth of scope in budgetary and practical constraints. Accordingly, I propose a strategy of subtly transformative, cost effective measures as a means to improve its purpose, flow, and overall aesthetic to better reflect the Museum and the School at large.

***Project Approach:***

The project will be sectioned into four distinct stages. These proceed as such:

- Stage 1: *Research*
- Stage 2: *Comprehension*
- Stage 3: *Resolution*
- Stage 4: *Execution*

*Project evaluation with the client will occur after the completion of each phase. Agreeable terms will be discussed and negotiated prior to the engagement of each subsequent stage. The client must sign off on all terms before any further work is initiated.*

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***STAGE 1: Research ---***

Developing a more determinate function of the overall space is the foremost issue to address. Because the museum has requested the space remains an unstaffed entity, the café must remain an informal dining area. Yet, research towards finding suitable, automated systems of food and beverage exchange is imperative in creating a more inviting atmosphere, and provide a valuable

revenue source as well. While the existing furniture is notable in quality and style, it lacks cohesiveness. We will target a singular element and develop a theme accordingly. This theme should encompass the entirety of the space, and thus all architectural features in the vicinity will be considered in the discussion for possible renovation. New architectonic solutions may be proposed to further transform the area. Meticulous consideration will take into account the integrity of the existing architecture and weigh the benefits of any construction-based measures. In order to develop a determinate function, the café space must display a distinct identity, and the aforementioned research should allow for many options to be discussed with the client.

STAGE 1 *Time frame: 2 weeks*

GKZ will organize a research portfolio and arrange a meeting with the client to discuss and refine project initiatives. The client will pinpoint valuable components to the project and a preliminary vision will be sketched out in company with the designers. Further revisions will be made as necessary, all of which will be informed to the client at the completion of Stage 2.

STAGE 2: *Comprehension ---*

This stage culminates in the productive development of all research acquired into decisive and practical solutions. We will consider all factors on a basis of the museum's preferences as presented at the first review. It is important that the client clearly defines its most pertinent needs so we are best equipped to make objective decisions in the sorting process. Discussion will take place over whether any *existing features\** will remain through the redesign. *The studio has pinpointed the marble tables as a core fixture from which various schemes have been built upon, and suggests their continuing service as a cost cutting opportunity.* Suppliers will be sourced at this point of the project. Price point will be factored alongside *quality\**, concept, and logistical concerns. Cost estimates will be created within the broader categories defined at the culmination of this project stage.

*i.e. The studio is interested in the quality of the Portfolio café wall graphics, and will contact its source about a quote ---*

Based on preliminary research, we project the order of expenses (high to low) to be as such:

1. Automated vending systems
2. Architectural manipulation
3. Lighting
4. Furniture goods

STAGE 2 *Time frame:* 6 business days

*The studio will work closely with the museum's coordinating director throughout this process, visiting at various points in order to facilitate the most direct and productive discussion. Stage 2 generates concrete design concepts from which realistic cost estimates can be projected. The client must consider the feasibility of such concepts under budgetary constraints, and work with us to create a definite plan-for-execution.*

STAGE 3: *Resolution ---*

The process of sourcing and selecting distributors and contractors culminates in Stage 3. The studio will seek several quotes for each project component to secure work of the highest quality and value. We withhold the discretion in the selection process, but will gladly discuss alternative options with the client if necessary. At the conclusion of Stage 3, GKZ will present an accurate quote to be signed before project execution can go under way. This quote will reflect the summation of all distributor and contractor quotes arranged. *The client must anticipate this is subject to slight change, particularly among expenses incurred in contract jobs.*

STAGE 3 *Time frame:* 12 business days

STAGE 4: *Execution ---*

The studio will work expediently and with meticulous care to ensure the successful implementation of the project master plan. We will coordinate the logistics and closely monitor progress alongside RISD's project manager to ensure mutual agreement as the project materializes. We encourage the client to

voice any outstanding concerns in the development, as we are more flexible and of authority to make changes than once the work is in place.

*As Stage 4 involves considerable hands-on work from the studio, we will keep a detailed expense sheet to be presented as a component in the final billing process.*

STAGE 4 Time frame: 3 Weeks

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***Schedule:***

*PROJECT INITIATION: DEC. 1, 2011*  
*PROJECT COMPLETION: FEB. 6, 2012*

*Stage 1 -- DEC. 1 --> DEC. 15*

*Stage 2 -- DEC 15 --> DEC 22*

*Stage 3 -- DEC. 29 --> JAN. 16*

*Stage 4 -- JAN. 16 --> FEB. 6*

***Budget:***

Fees are to be billed in STAGE installments. STAGE 1 requires an up front fee and is non-refundable. Each subsequent stage will be billed prior to commencement. In the interest of creating a seamless project schedule, the client will be granted a three day grace period for the payment of bills. If payment is not received by the deadline, project will be stalled until funds are confirmed received.

***Cancellation:***

GKZ Design is committed to providing consistently excellent work to all its clients. We are indefinitely open to addressing concerns and solving any issues the client has serving all aspects of our mutual correspondence. If for any reason the client feels the need to terminate work before the completion of the project, we are obliged to reimburse for work *prorated to level of completion within the current*

*stage.* All previous fees are not considered in cancellation.

***Summary:***

I am especially delighted to present this proposal to the RISD Museum of Art. This is a particularly fruitful opportunity for GKZ Design to exercise our design skills within a cutting edge environment. We are enthusiastic about proceeding with the dialogue, and look forward to addressing any questions that arise.

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