USC ARCHITECTURAL GUILD 12TH ANNUAL

DESIGN CHARRETTE

USC Architectural Guild

Special Thanks to HLW for Generously Underwriting the Design Charrette Reception.



TEAM: GBB ARCHITECTURE

Bradley Friedman Brandon Chin Gerardo Mendoza, Jr. GBB ARCHITECTS

PAGE 1

BALDWIN HILLS CREATIVE CORRIDORS

The proposal aims to create a culture reflective of the larger community of content creators and the Baldwin Hills Community. It uses existing neighborhood scale as a mechanism for producing creative and inclusive spaces. The design's segmented built structures serve as the driving design intervention, all while being connected through shared external environments and overlapping programmatic components of open spaces. The building organization articulates indoor and outdoor space for content curation, prioritizing sustainable design strategies, while bringing out the unique character of Baldwin Hills.

GBB ARCHITECTS TEAM:

Students: Gerardo Mendoza Jr., Bradley Friedman, Brandon Chin Mentors: Mathew Kilivris (HLW International), Nuné Nitsiotis (Studio Synergy) , Tarrah Beebe (KFA Architects)

MEDIA INCUBATION CENTER





USC ARCHITECTURE GUILD DESIGN CHARETTE '23

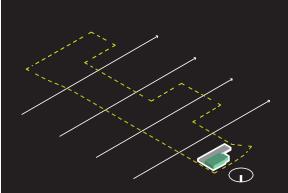
MEDIA INCUBATION CENTER

PAGE 2

GBB ARCHITECTS

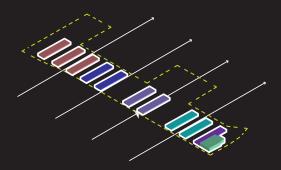
USC GRADUATE ARCHITECTURE

PAGE 3



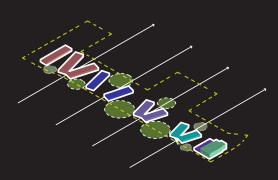
EXTENSION

Extend and place adjacent programs to identify spatial relationship with the Founder's National Bank.



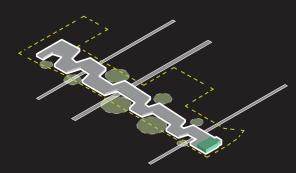
SEGMENT

2. Extension of Founder's National Bank generates segmented program and is influenced by urban grid.



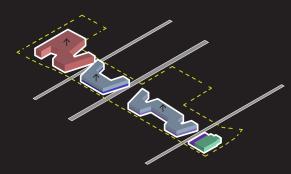
ROTATE

3. Mass rotation enhances space and void to generate biophilic, passageway, and storefront spaces.



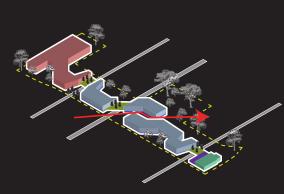
UNIFY

4. Extension of Founder's National Bank offers clusters of destination spaces to pedestrians accessing the site.



EXTRUDE

 Splitting the program masses allows for vehicular and pedestrian circulation while experiencing the relationships between architecture and biophilic integration.



CONNECT

 Program masses are connected with green roofs to connect studios to workers and community housing.

USC ARCHITECTURE GUILD DESIGN CHARETTE '23

MEDIA INCUBATION CENTER

CONCEPT DIAGRAM

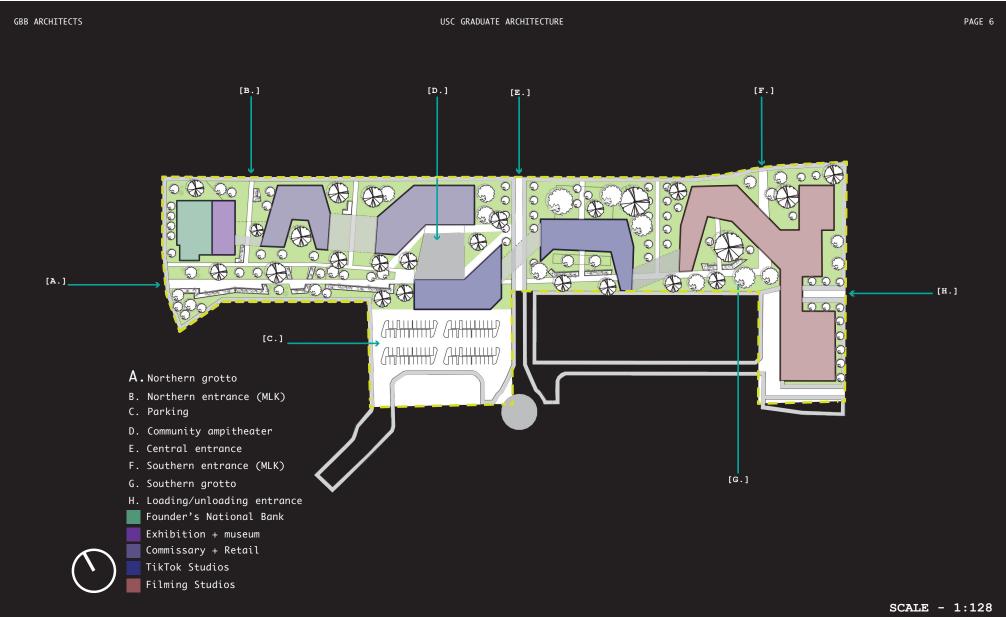


USC ARCHITECTURE GUILD DESIGN CHARETTE '23

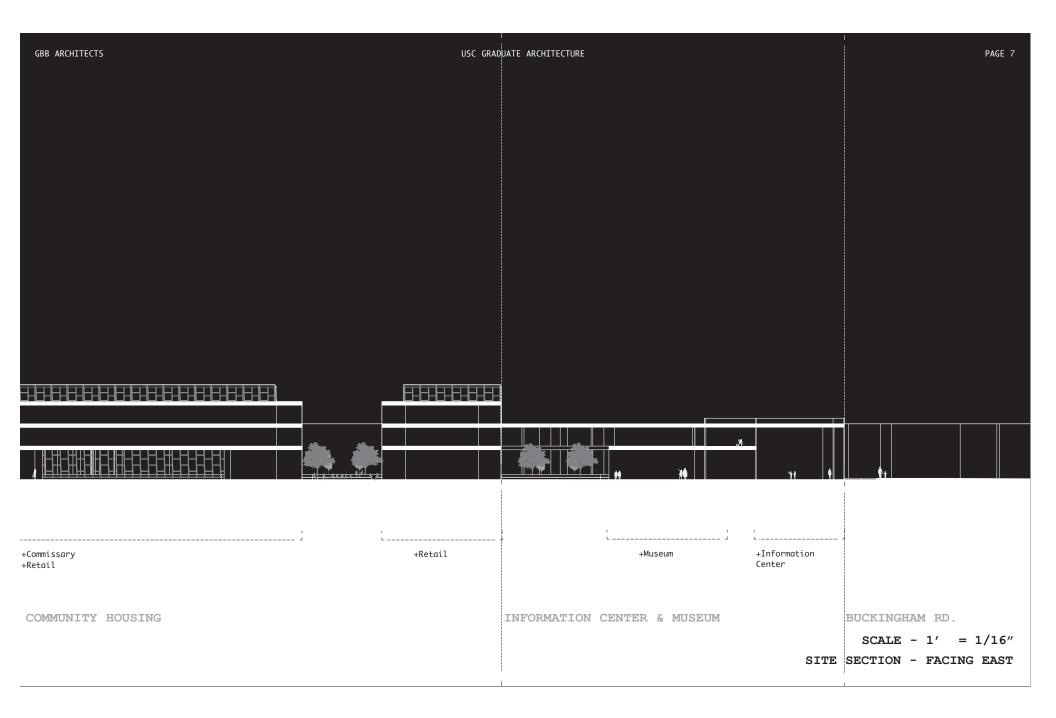
MEDIA INCUBATION CENTER

PROGRAM DIAGRAM

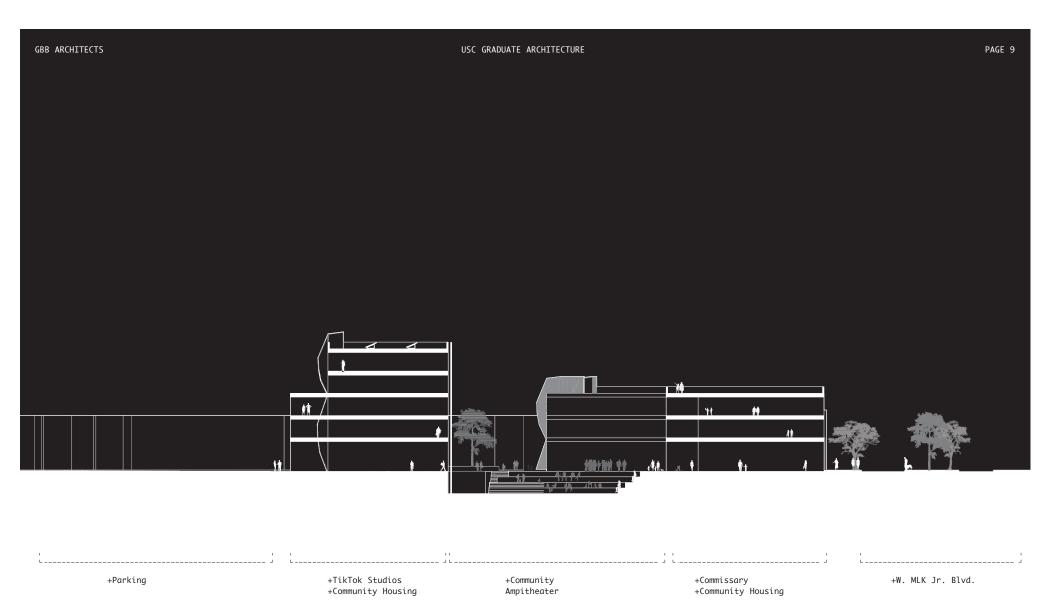




SITE PLAN - PROGRAM ADJACENCIES



GBB ARCHITECTS		USC GRADUATE	RCHITECTURE P,	AGE 8
+Central Er	trance	+Ampitheater	+Commissary +Retail	
	CENTRAL ENTRANCE & AMPITHEATH	ER	COMMISSARY, RETAIL, & COMMUNITY HOUSING SCALE - $1' = 1/$ SITE SECTION - FACING EX	



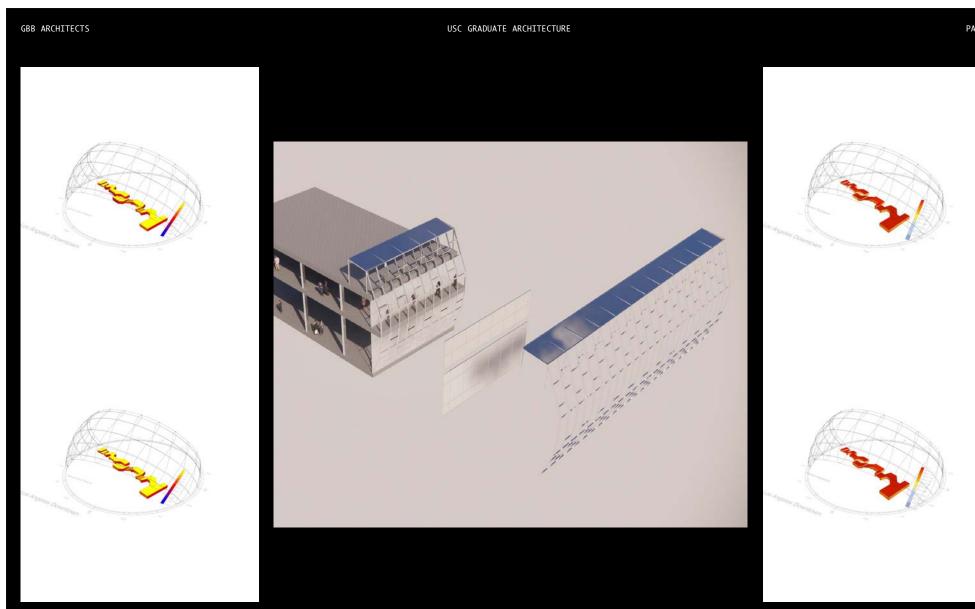
SCALE - 1' = 1/16''

TRANSVERSE SECTION - FACING SOUTH

USC ARCHITECTURE GUILD DESIGN CHARETTE '23

MEDIA INCUBATION CENTER

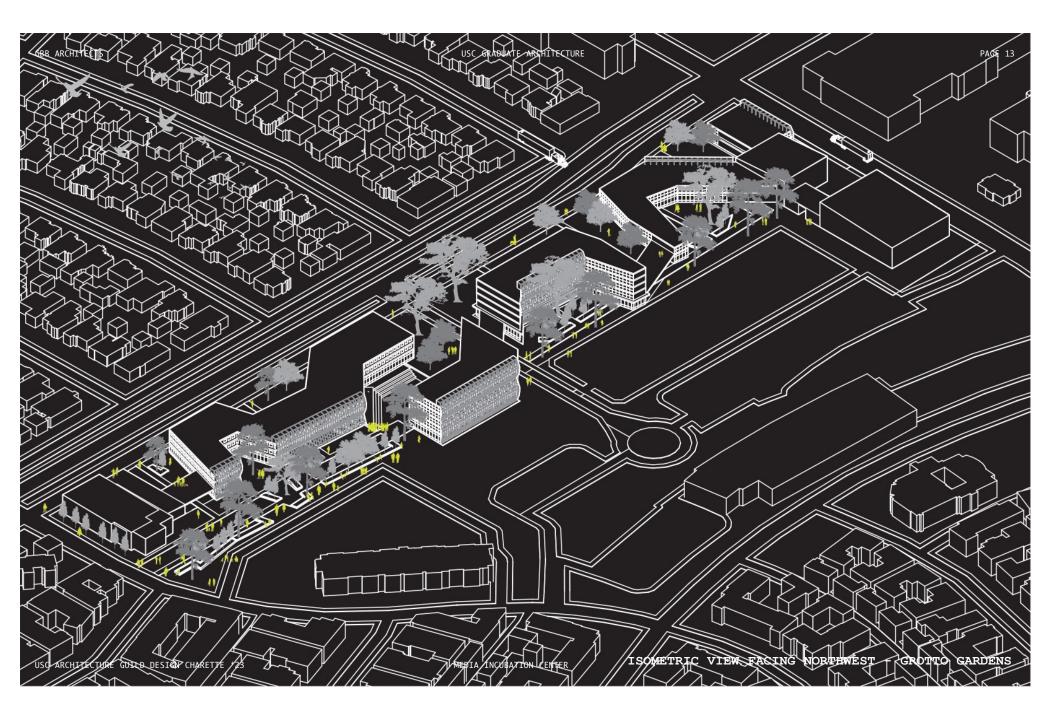
SUSTAINABILITY STRATEGY



PAGE 10



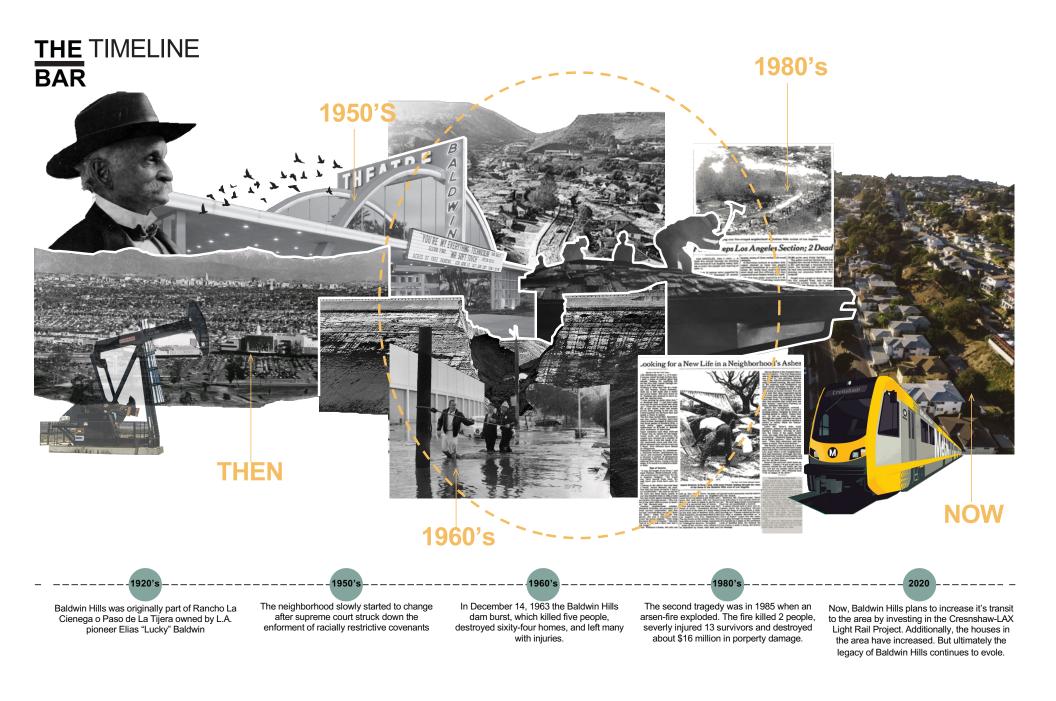


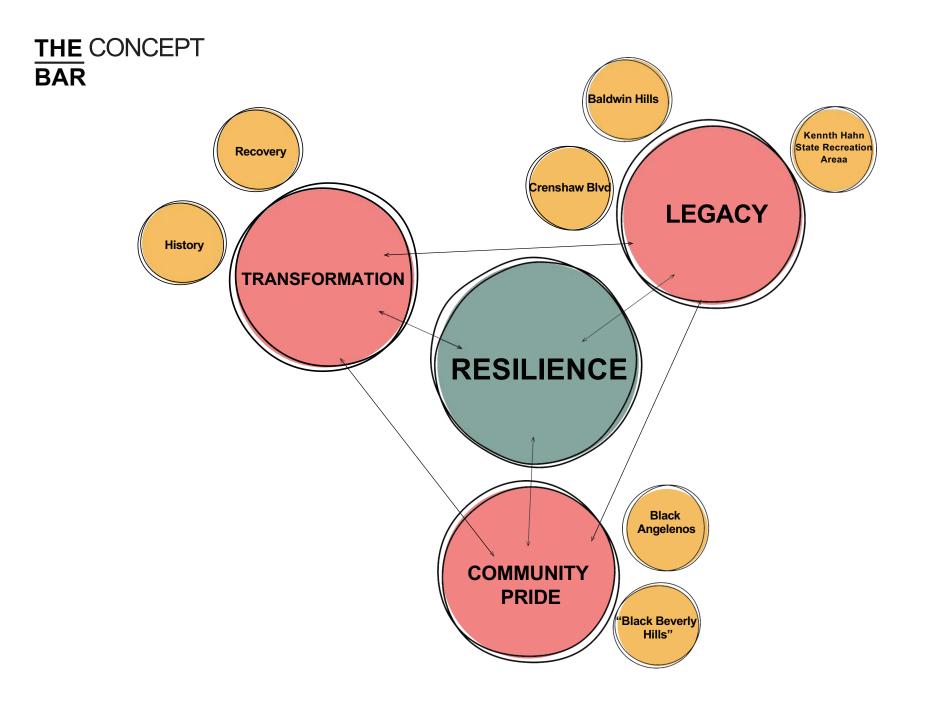




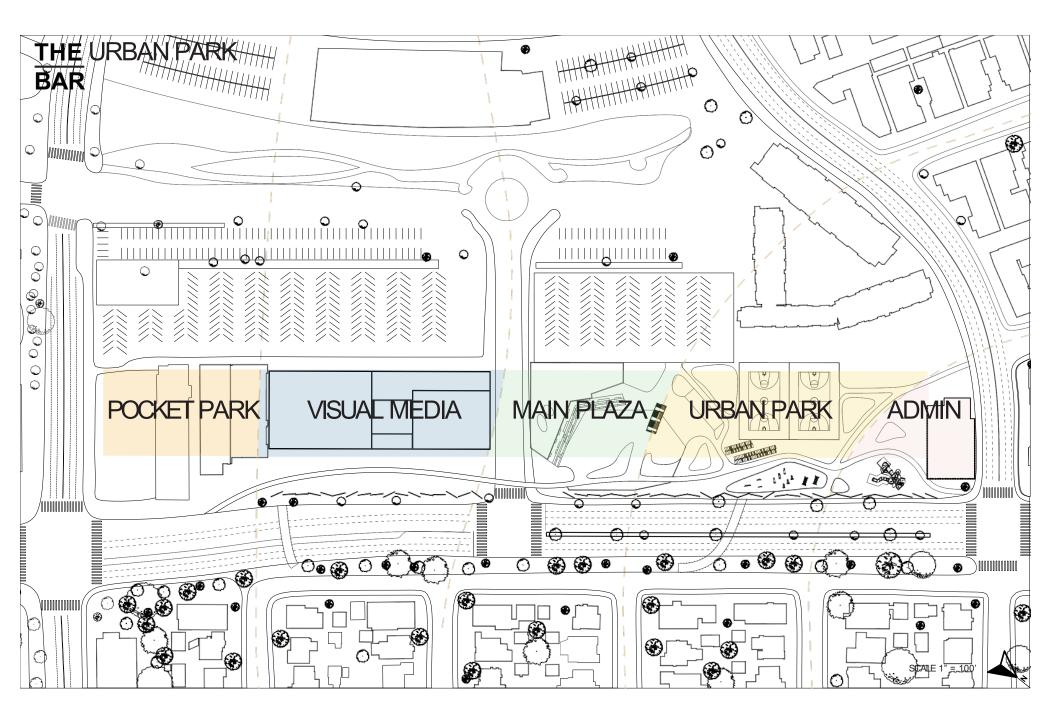
TEAM: THE DRESSED IN BLACK

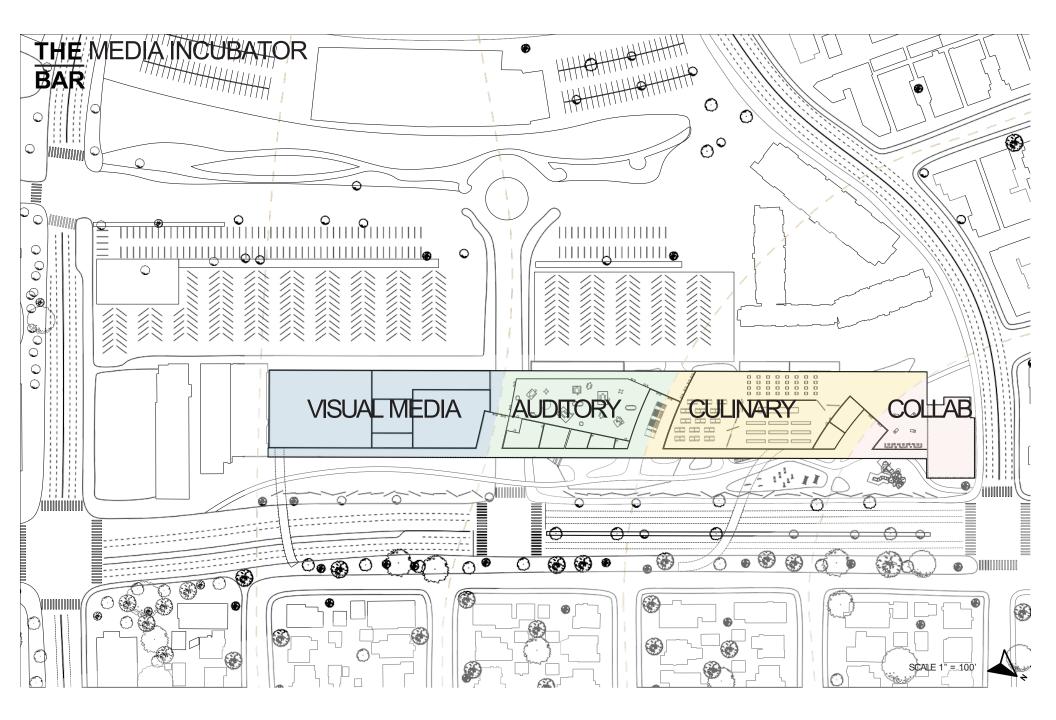
Francesca (Frankie) Picard Isabella (Iza) Dabrowski Anthony (Tony) Quiroz

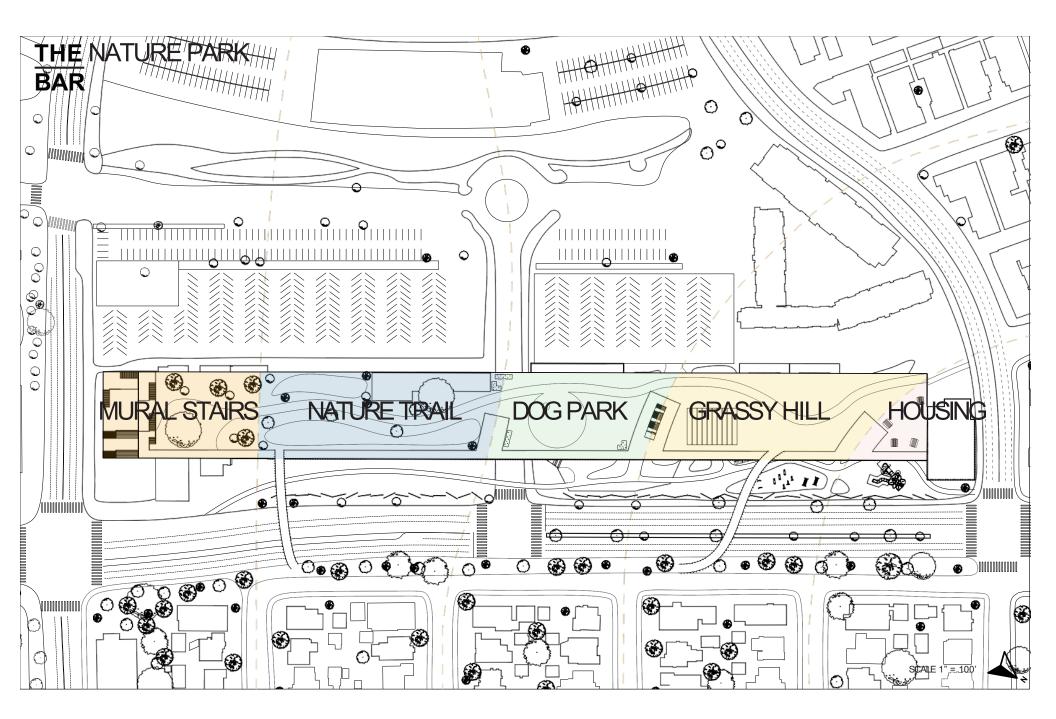




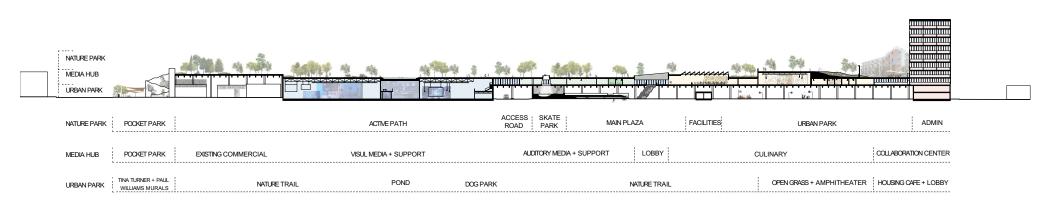




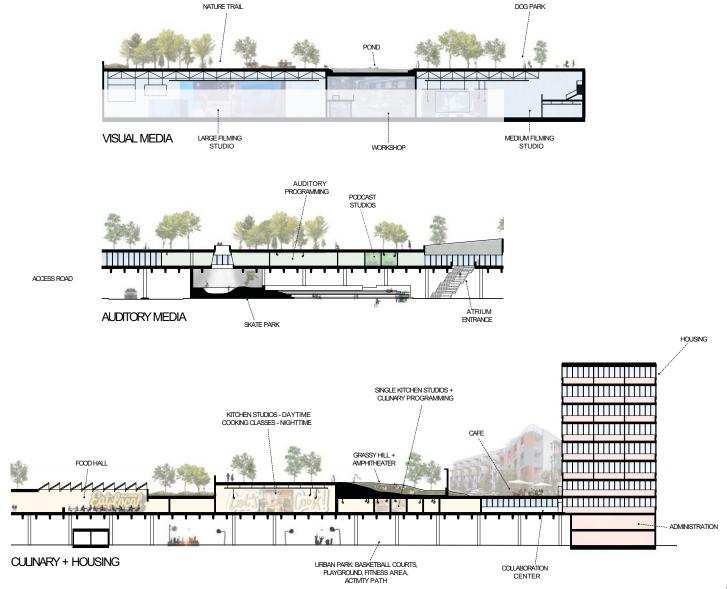




THE SECTION BAR



$\frac{\text{THE}}{\text{BAR}} \text{PROGRAMS}$

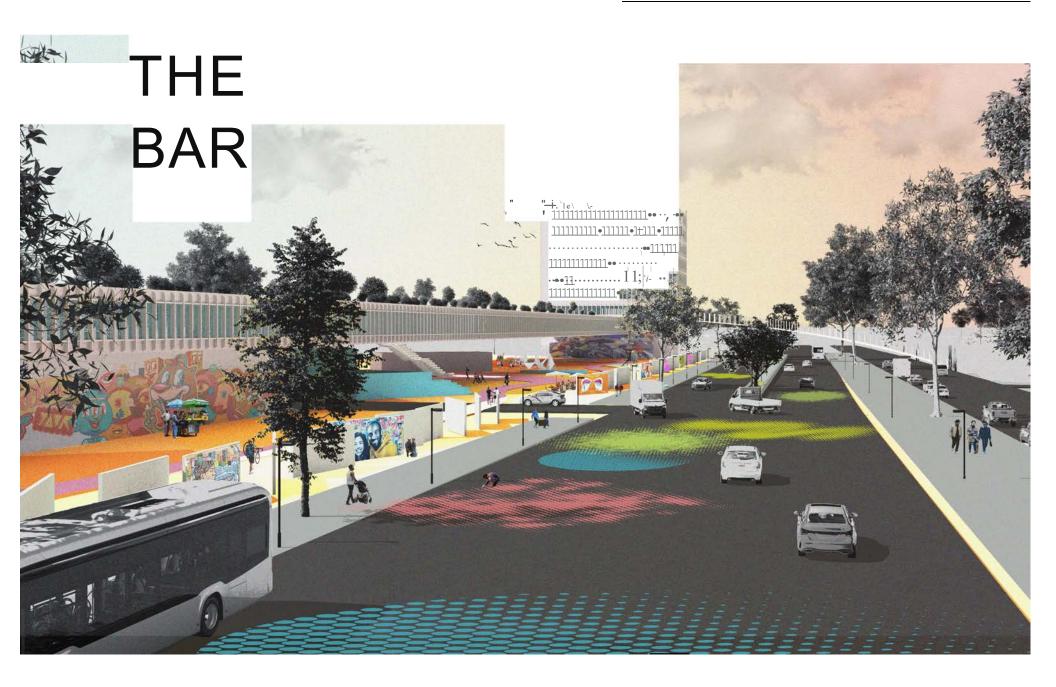


SCALE 1" = 50'









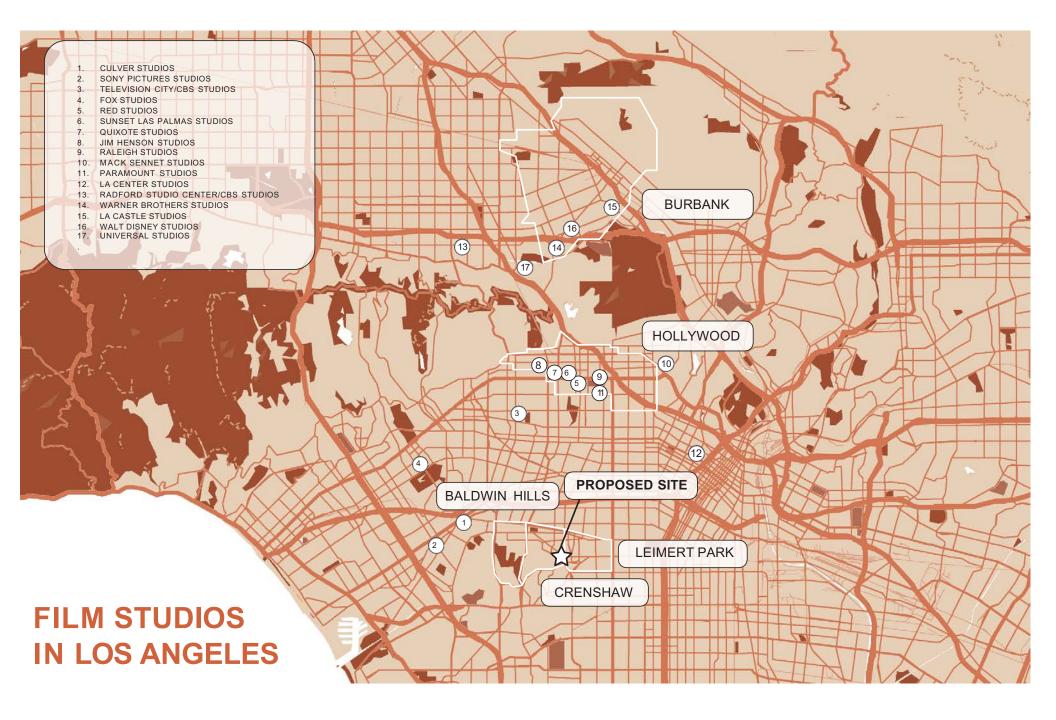


TEAM: WAS

Annabelle Asali Woody Chiang Sophia Sabini-Leite

THE BALDWIN BACKLOT Annabelle Asali Woody Chiang Sophia Sabini-Leite PLISEL ALL ALCONT OF





COMMUNITY PROFILES



ELMA

GREG

hands.

SOPHIA

is a post-graduate set designer looking for work in the entertainment industry.

is a film writer who does

not know what to do to

get his script in the right

is an aspiring actress but

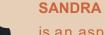
land extra roles on NCIS.

has only been able to



JAMES

is a retired film director looking to fund the next big project for under represented creatives.



is an aspiring singer/actress (career change) and wants to learn from people who share her interests.

CALEB

is a young student with autism who loves watching movies and wants to learn how to make them.

JILLIAN

is a professor hoping to inspire her class with Black empowerment in media and seeing it first hand.



LYDIA

is a dancer who has just been commissioned for a musical movie, but she does not live in Los Angeles.



is a new music artist trying to find an

affordable studio to record new songs for his upcoming EP.



GERARD

THOMAS

is a construction worker who wants build film sets but does not know anyone in the film industry.



ALFONSO

is an indie director for music videos, hoping to produce the next big hit on social media.







CLARA

is a trans camera operator but none of the big movies want to hire her because of her identity.

Studio Alternativi - Riassa Santos



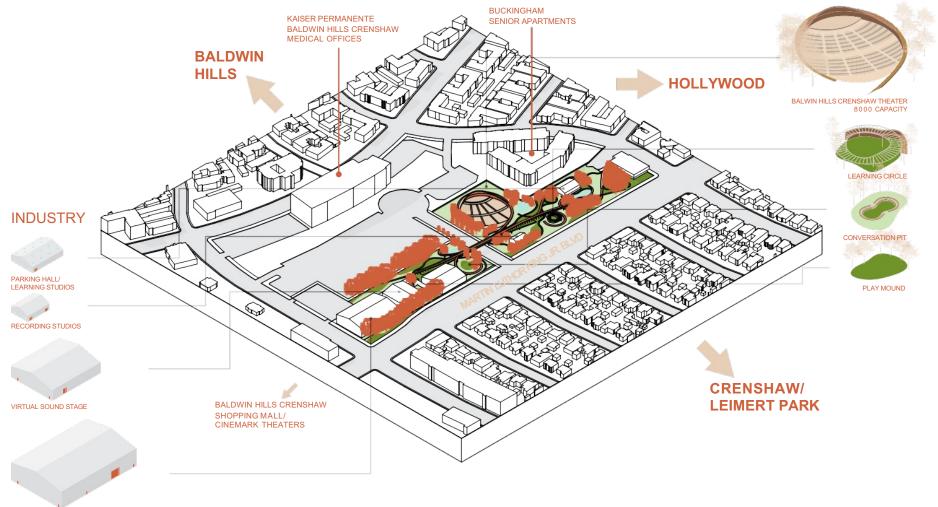
Let's Build an **Affordable Studio** Lot in Los Angeles.

Renting Sound Stages at a **Cheaper Price** to Industry Professionals



Employing Underrepresented Minority Groups

COMMUNITY



TRADITIONAL SOUND STAGE

PROGRAM PODS



BALWIN HILLS CRENSHAW THEATER 8000 CAPACITY



RECORDING STUDIOS



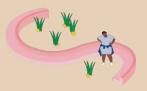
BOTANICAL GARDEN



LEARNING CIRCLE



COMMUNITY GARDEN



MEDITATION STATION



VIRTUAL SOUND STAGE



PLAY MOUND



NIGHT LIGHTS

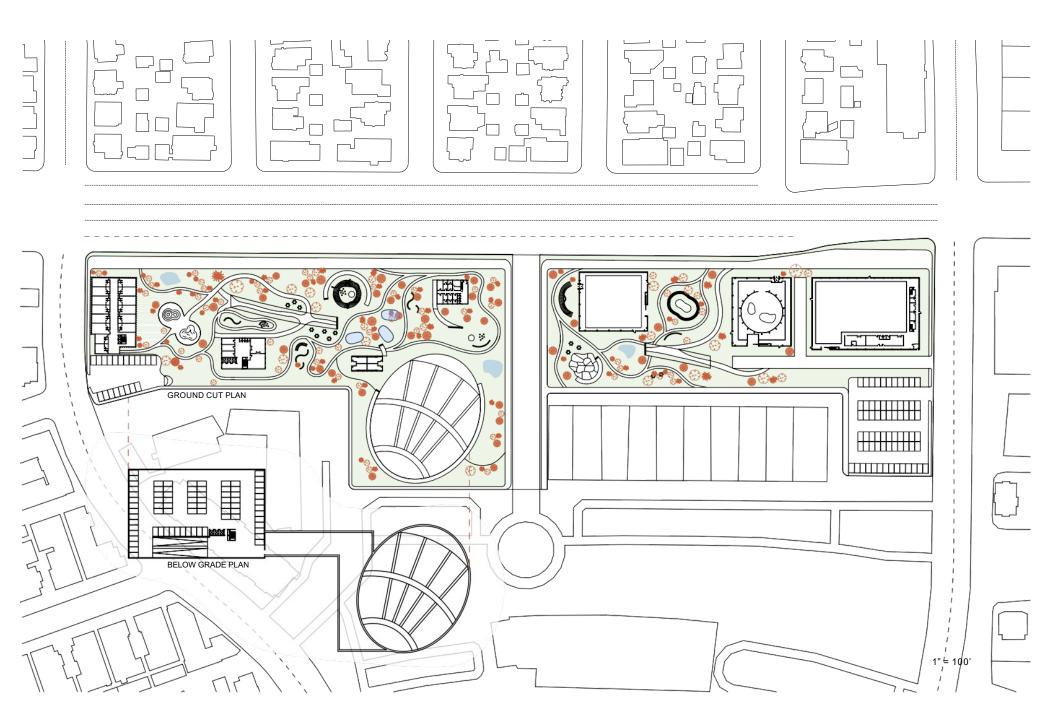


FITNESS



PICNIC TABLES













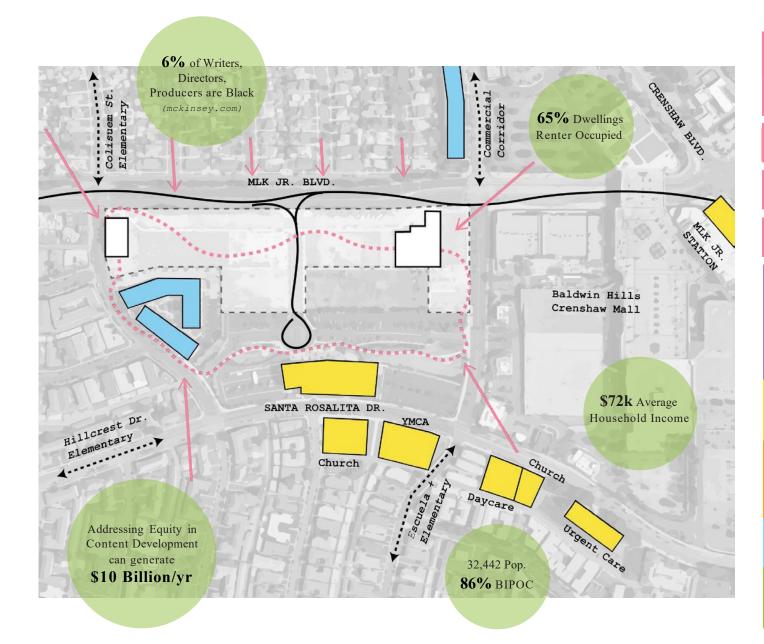
TEAM: POWER PUFF GIRLS

Poorva Choudhary Tishya Rao Josh Ryan

OPEN SOURCE MARLTON

POORVA CHOUDHARY (M.Arch + Real Estate) **TISHYA** RAO (M.Arch + Urban Planning) **JOSHUA** RYAN (MAARS. - City Design and Housing)





Engaging contextual landmarks promotes ACCESSIBILITY TO MEDIA.

Accessibility to media promotes PUBLIC COLLABORATION SPACES.

Public Collaboration spaces promotes EQUITABLE DEVELOPMENT.

Equitable development promotes INCREMENTAL GROWTH.

Incremental growth promotes **RESILIENT SPACES.**

REQUIRED PROGRAM:

Podcasting Studios Recording Studio/Control Room Sound Stage Small Sound Stage Medium Millwood Shop Support Space Custome/Lighting/Hair & Makeup Tiktok House Loading

ADDITIONAL PROGRAM:

Retail: Thrift Store/Makeup Salon/Food Market/Cafe Galleries (Art, Film, etc.) Cinema, Indoor Event Space

Founders Cultural Center for Black Media: Museum/Exhibition Space, Indoor/Outdoor Library -Marlton Learning Center: Non-Profit Incubator Office Space

Activist Networking Educational Classrooms

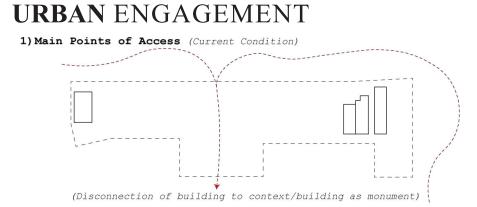
Housing:

Artist Live-Work Units (20 Units) Worker Housing (20 Units) Incremental Housing (20 Units)

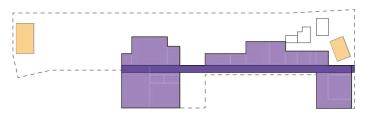
Outdoor Space:

Amphitheater Space Garden/Promenade Thrive Walk Pop-Up Vendor Space/Collaboration Zones

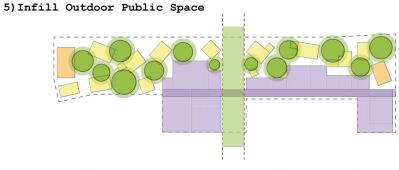
Scale: 1"=100'



3) Distribute Studio Program (Functional Grided System)



(Consolidated network of sound stages and supportive spaces)



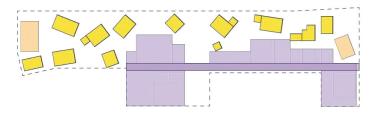
(1.1 Ratio of Outdoor Space to Public Programming)

2) Establish Cultural Nodes (Formal/Spatial Anchors)

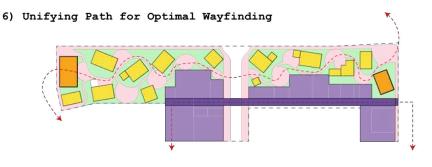


(Establish community ownership of Bank, create new programs)

4) Articulate Public Programming/Housing

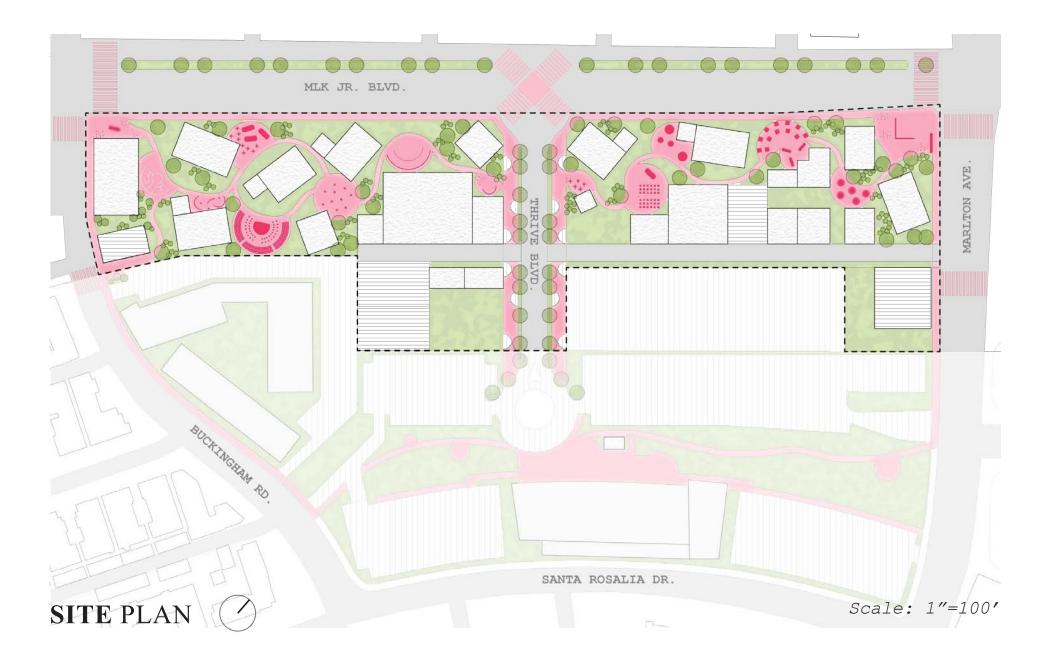


(contrast rigid systematic approach to film production - integrate new public programs)

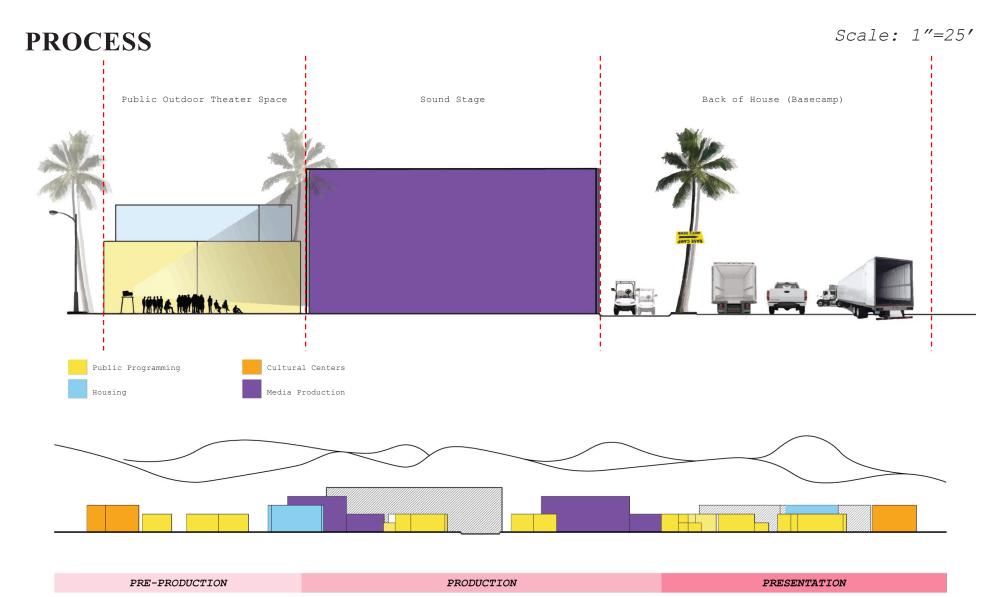


(precessional path that creates contextual relationships)







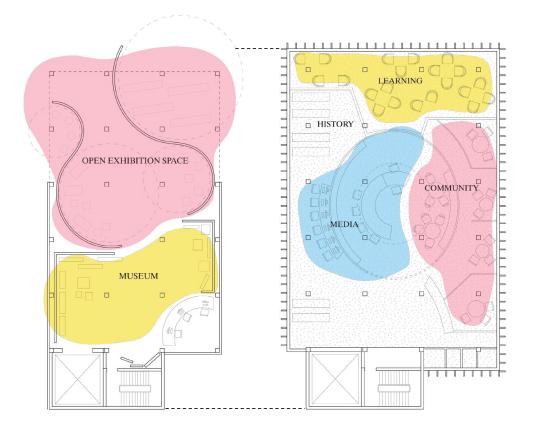


Scale: 1"=100'





FOUNDERS CULTURAL CENTER FOR BLACK MEDIA





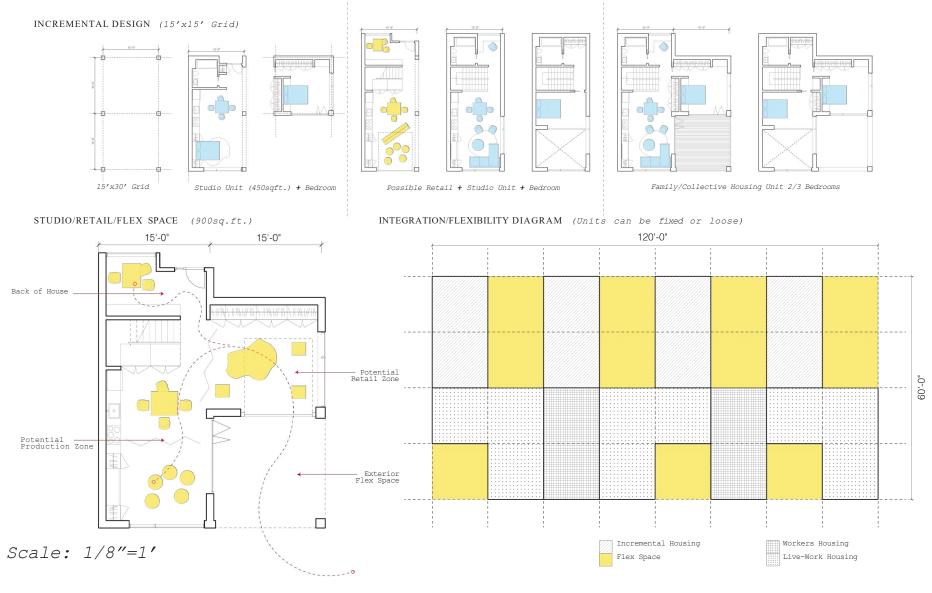
GROUND LEVEL PLAN (Remember the past - Hightlight the present)

2ND LEVEL PLAN (Resources)

ADAPTIVE REUSE VIGNETTE (Community Engagement)

EQUITABLE HOUSING ADAPTATION

Scale: 1/16"=1'





THANK YOU.

POORVA CHOUDHARY (M.Arch + Real Estate) **TISHYA** RAO (M.Arch +Urban Planning) **JOSHUA** RYAN (MAARS. - City Design and Housing)



TEAM: ACE

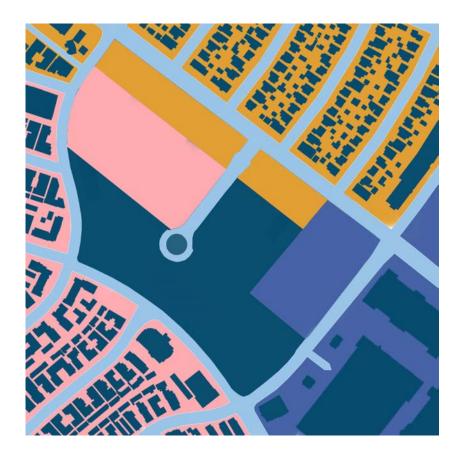
Ishita Bansal Evelyn Hariono Hannah Mullins



OUR VISION

The goal of the project is to create a **platform of artistic freedom** for both visiting creatives and the **local community**. Extending Destination Crenshaw's vision to **boost economic development**, environmental **healing** and elevating **Black art culture**, WEAVE aims to be a **creative meeting ground** that extends as a **production hub**, whilst promoting economic development. The project embraces the locality of the area and **hybridizes** it with creative needs, which result in a **flexible space** that promotes **production, innovation, and experience**.

SITE ANALYSIS



ZONING ADJACENCY



HISTORICAL SITE ACCESS

SITE ANALYSIS



SITE ACCESS



EXISTING BUILDINGS ON SITE

LANDSCAPE CONCEPTUAL



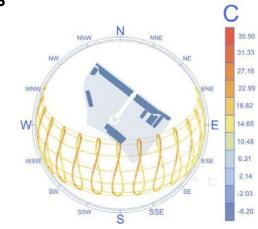


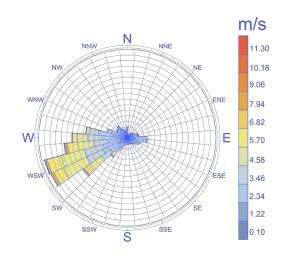
ART WALL PATH



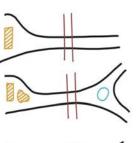
BRIDGE

SOLAR & WIND STUDIES

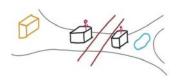


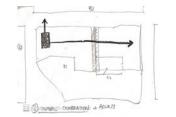


SPACE PLANNING AND SKETCHING





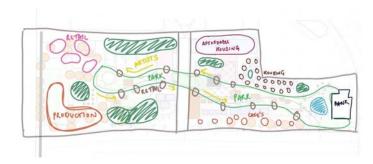


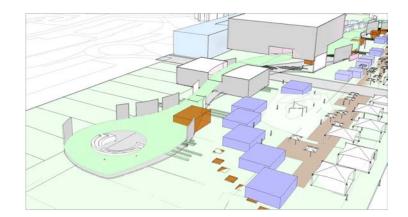
















Reference: Square House, Cocoon Architecture

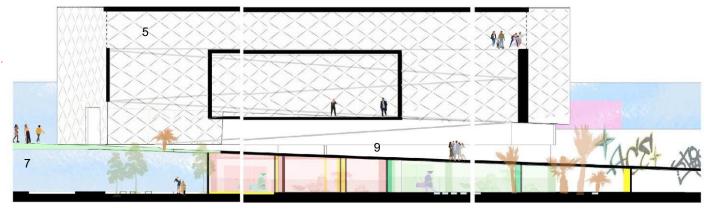


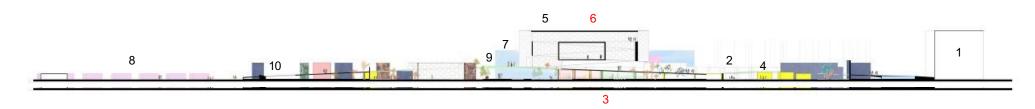
SECTION THROUGH BRIDGE

PROGRAMMING:

- 1. FOUNDER'S BANK
- 2. CREATIVE'S HOUSING
- 3. CAFES
- 4. RENTABLE SET
- 5. MEDIA INCUBATOR
- 6. TRAINING CENTER
- 7. AFFORDABLE HOUSING
- 8. RETAIL
- 9. BRIDGE
- 10. AMPHITHEATER

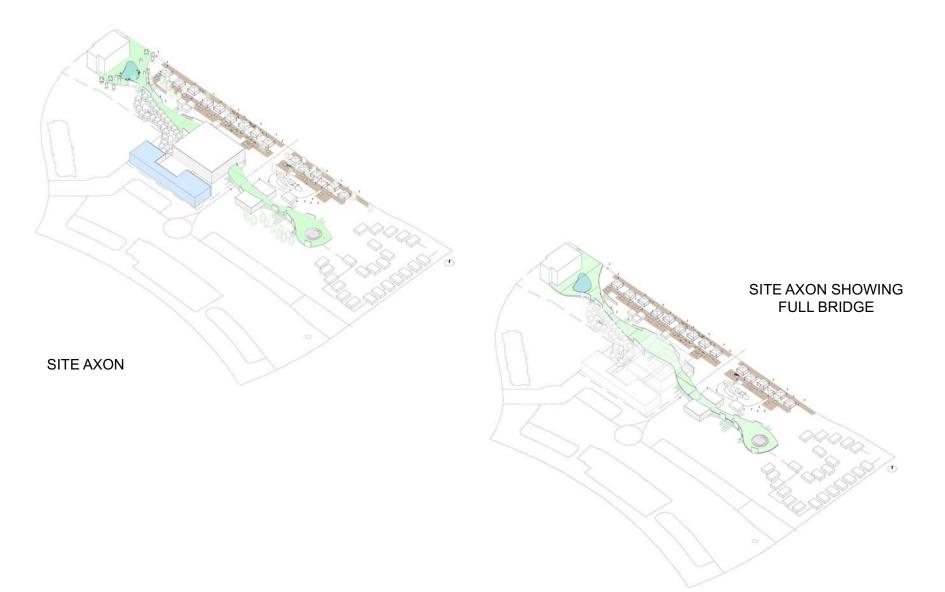
NOTE: Red is not visible in section.





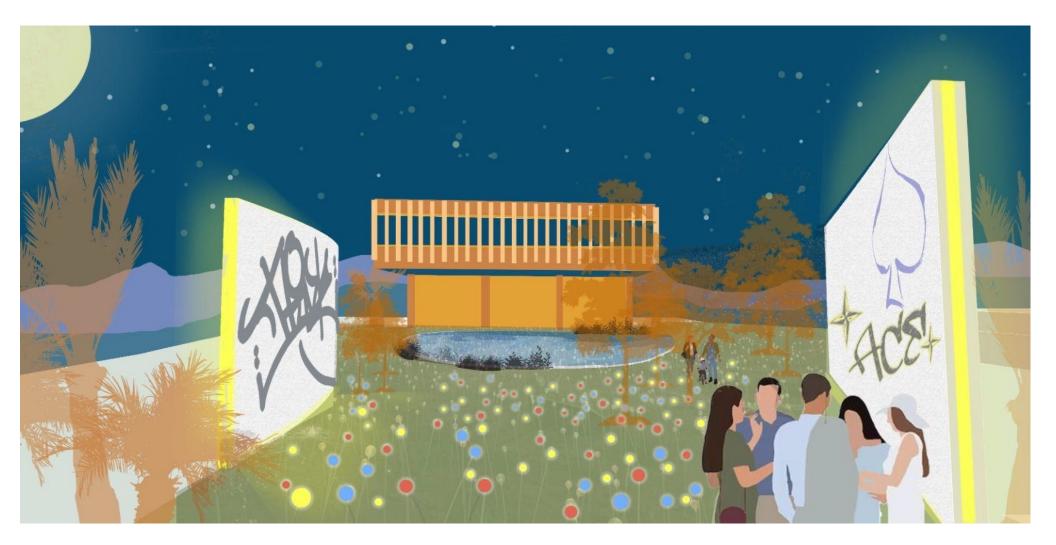
SITE SECTION A-A'

AXONOMETRICS

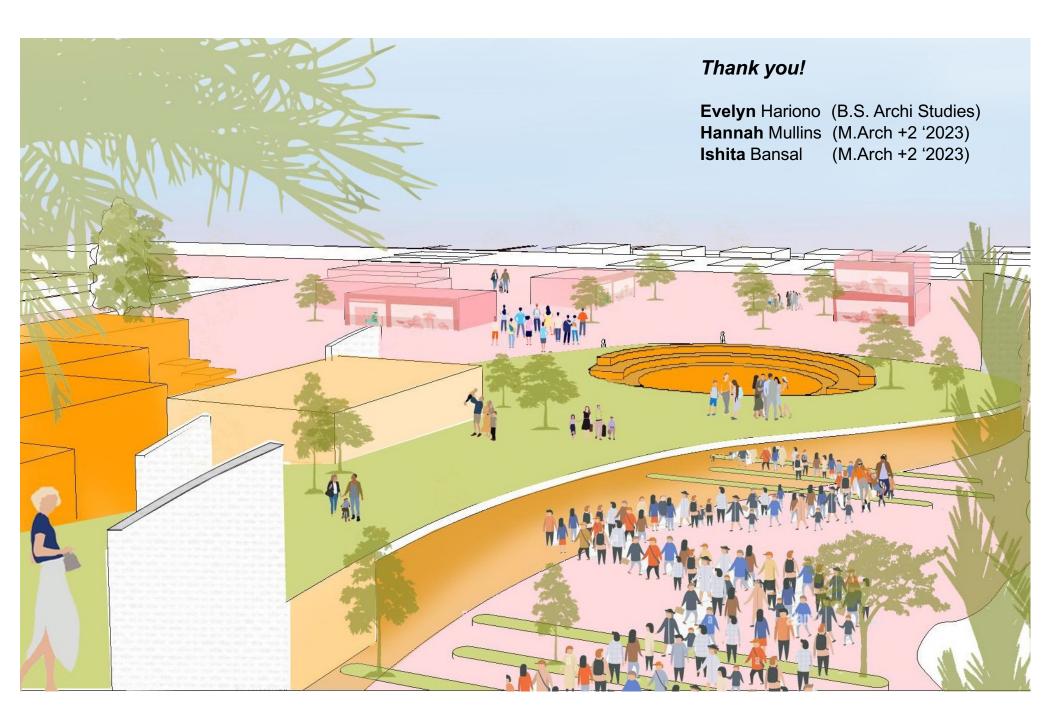




HISTORICAL CELEBRATION









TEAM: L2J

Juliana Torrez-Ortiz Laura Cosme Diaz Judy Hsieh



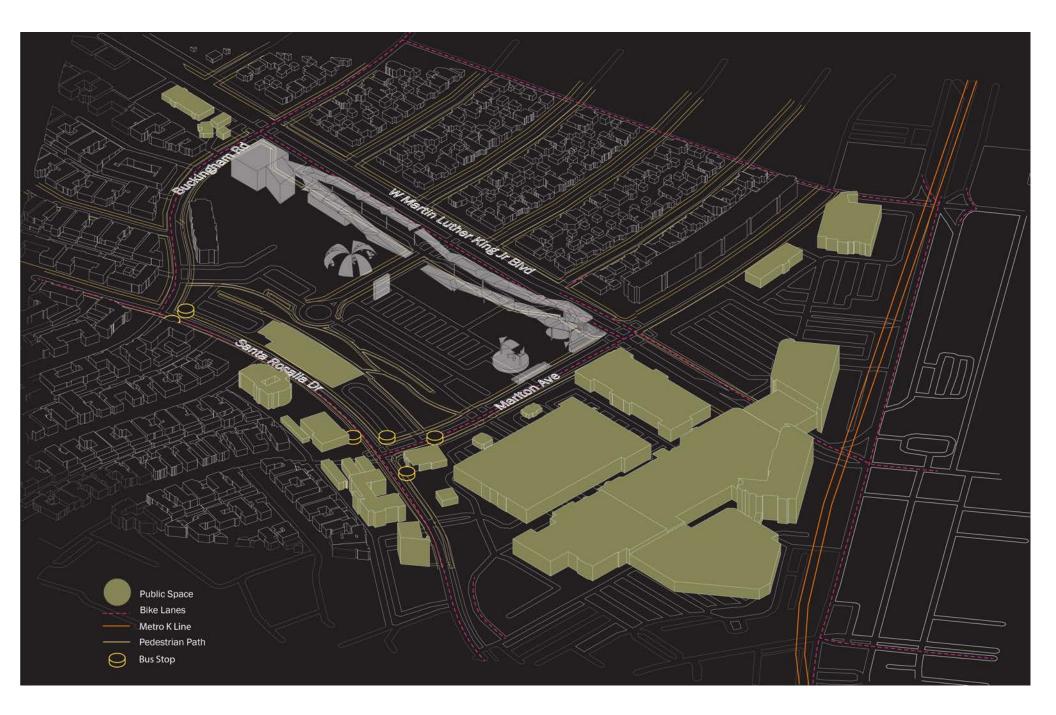


For Station Soul, media incubation does not begin with overwhelming buildings and spaces for which outsiders can visit and never come back to once they're done. For Station Soul, media incubation begins with the incubation of what is the most important for the Crenshaw/Baldwin Hills community: **creativity** and **soul**. When nourished properly, **creativity** and **soul** initiates **dreams**, **knowledge**, and **inspiration** which feeds communities.

Station Soul yearns to create outside spaces in which everything is transparent and welcoming to attract its black communities and surrounding neighbors to encourage creativity and media incubation. From permanent built in art easels, to public stages for performances of all kinds, outdoor markets, and recreational activities, Station Soul tries to make sure **creativity** and **community** is addressed first and foremost.

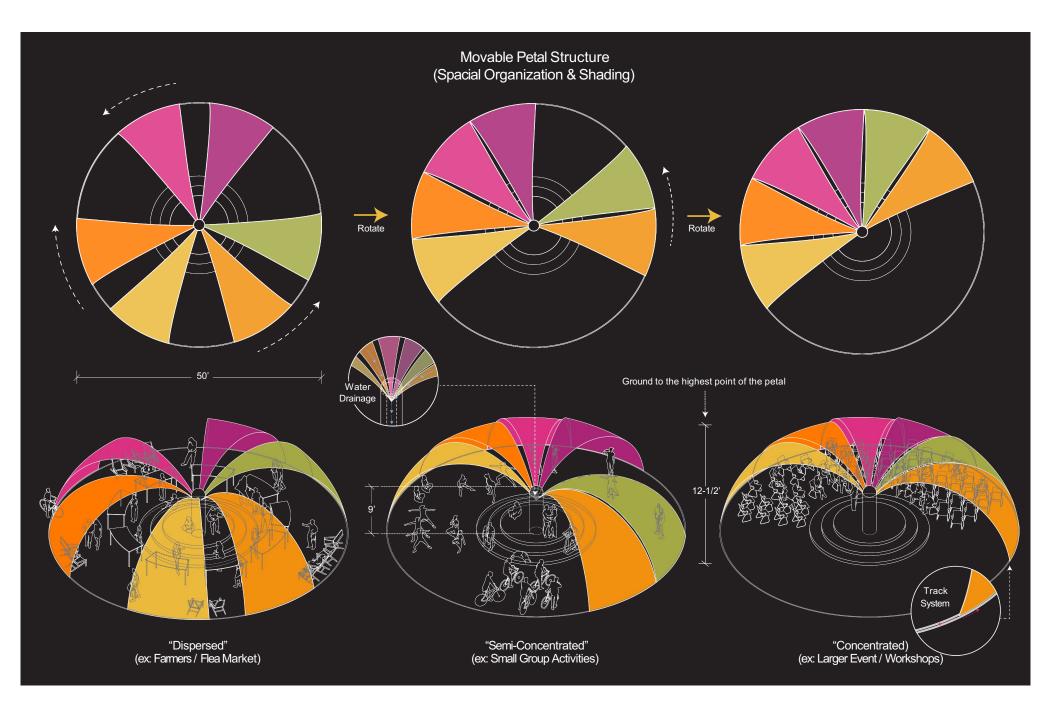
We encourage these spaces to be used in multidisciplinary manners so as to become learning spaces for people from all around the area who may want to be a part of such a rudimentary incubation. Furthermore, Station Soul uses its resources to create spaces in which new technologies, new medias, and new innovations can be learnt about and explored through VR, open meeting rooms, and free public art/media lessons to ADD to its surrounding communities, rather than take away from it.

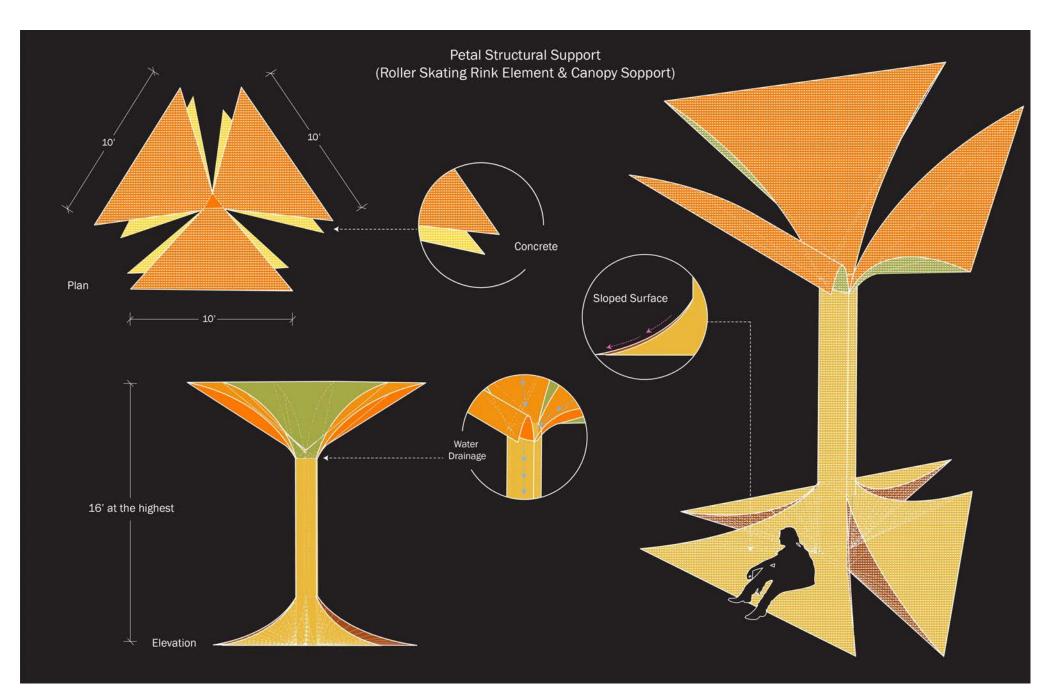


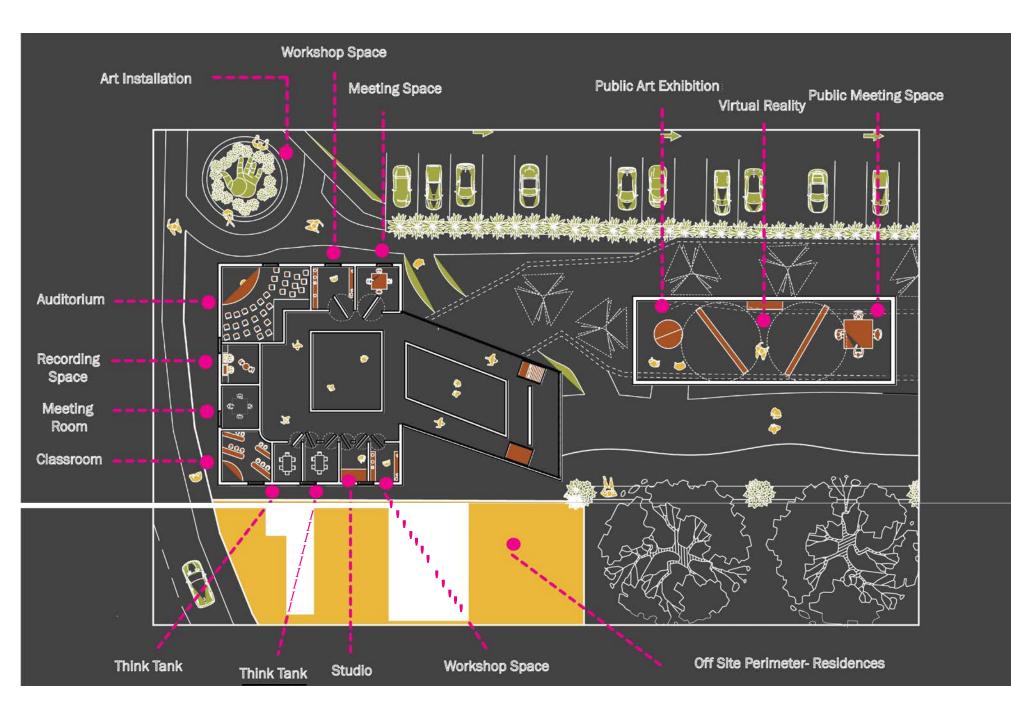




















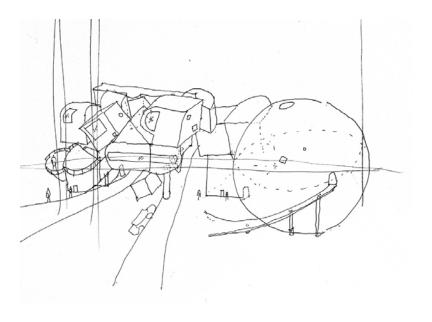
TEAM: LEEQUCHEN

Jianghui Qu Xin Chen Bryan Lee

PP MARLTON

PLUG&PLAY MEDIA INCUBATOR CENTER

TEAM LEEQUCHEN

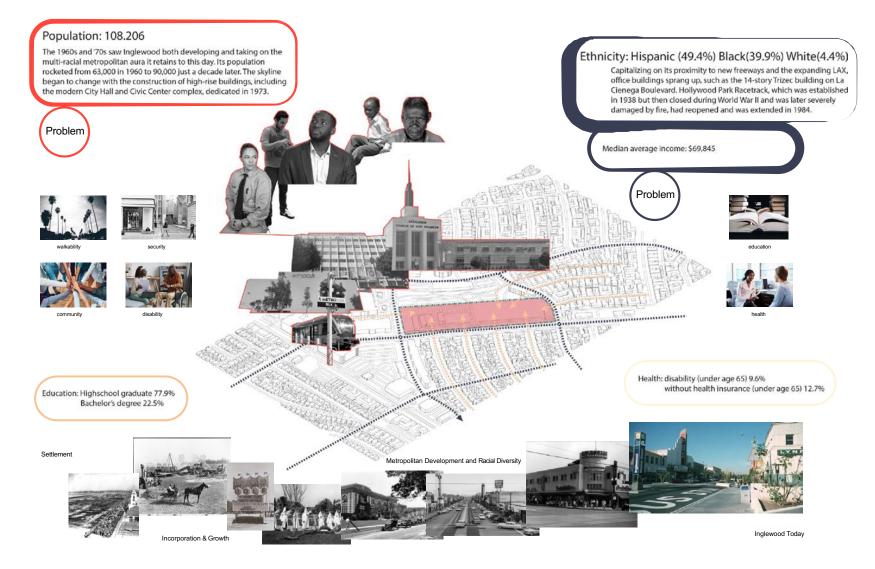


JACK (JIANGHUI) QU- Interior Design BRYAN LEE- Classical Music XIN (MARCO) CHEN- Landscape Architecture

COMICBOOK NARRATIVE



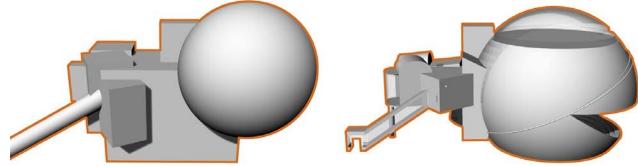
SITE ANALYSIS



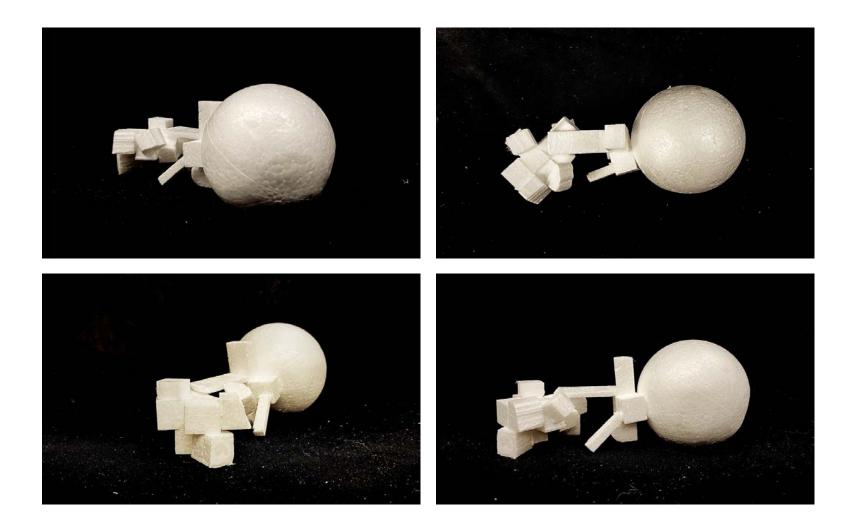
CONCEPT DEVELOPMENT

Our inspiration for the media incubator center comes from the old projector shape. Old projectors are made of different parts: control panel, remote receiver, lens etc... These parts that comes from the projector are mainly original geometr y: rec tangle, circle, triangle.





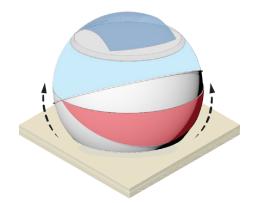
STUDY MODEL

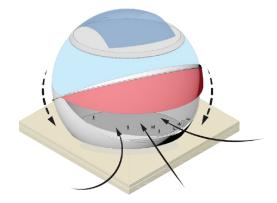


DESIGN DIAGRAM

First floor as a gathering space with additonal spaces for different events under the building



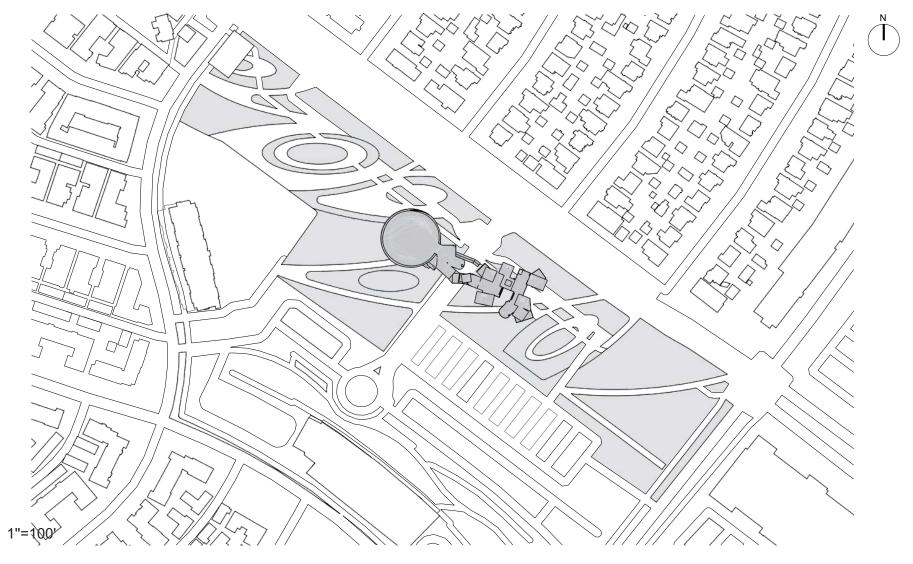


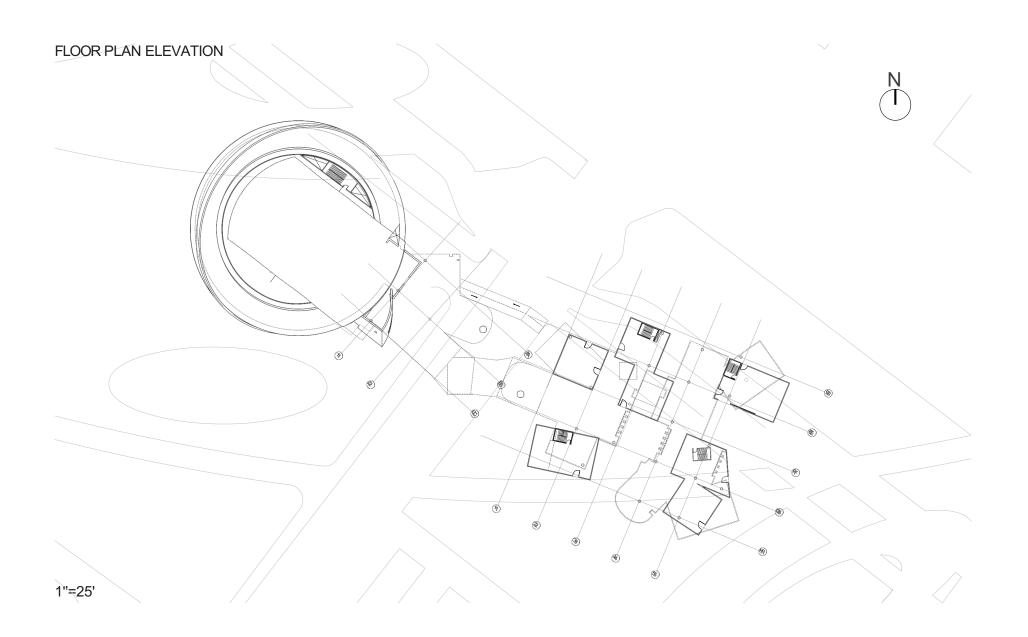


PLUG-PLAY DIAGRAM

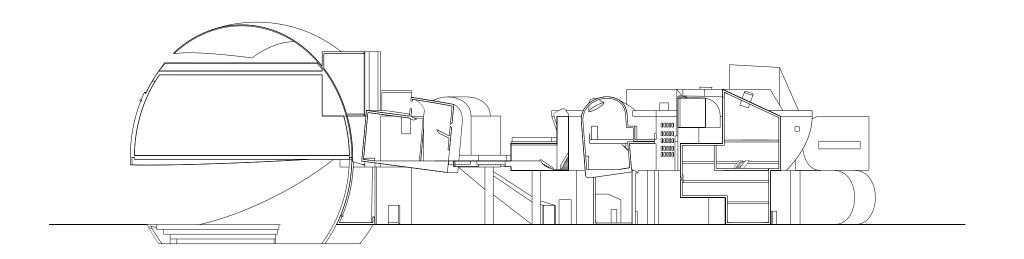
DEFORMABLE SPHERE

FLOOR PLAN

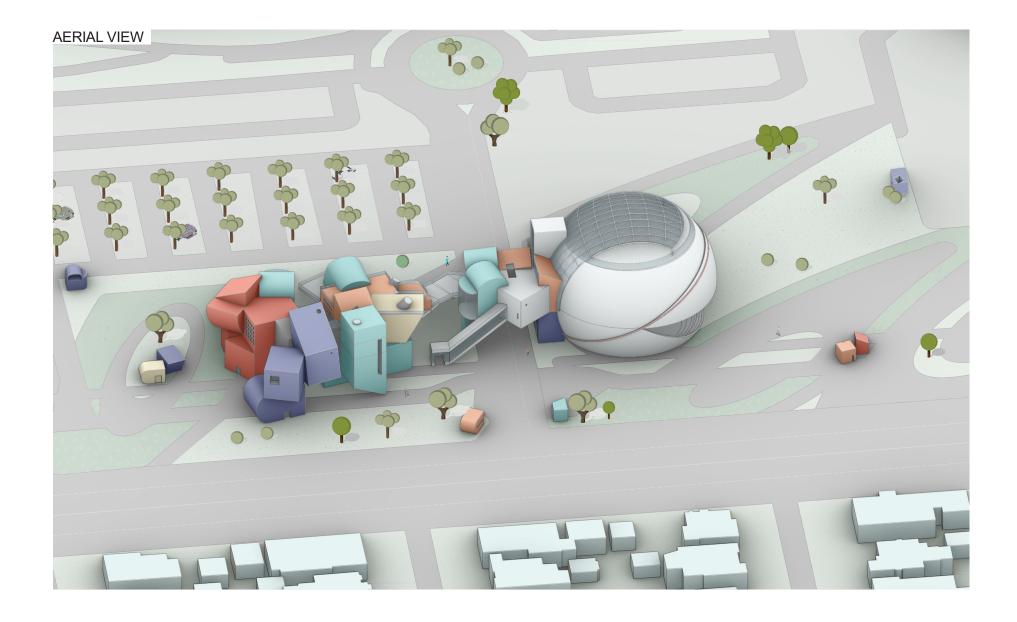


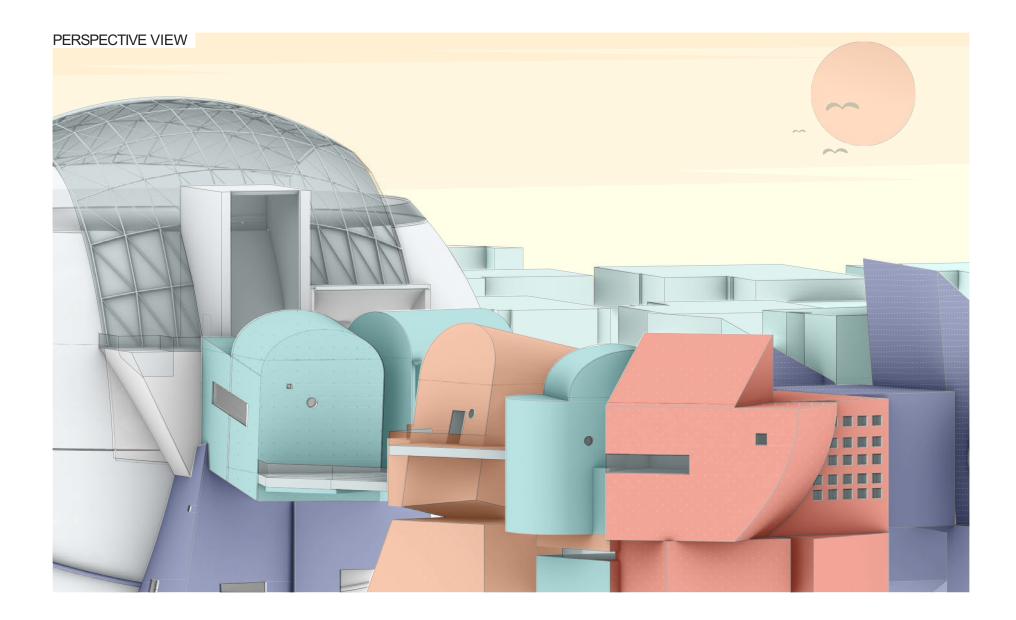


SECTION



1"=25'





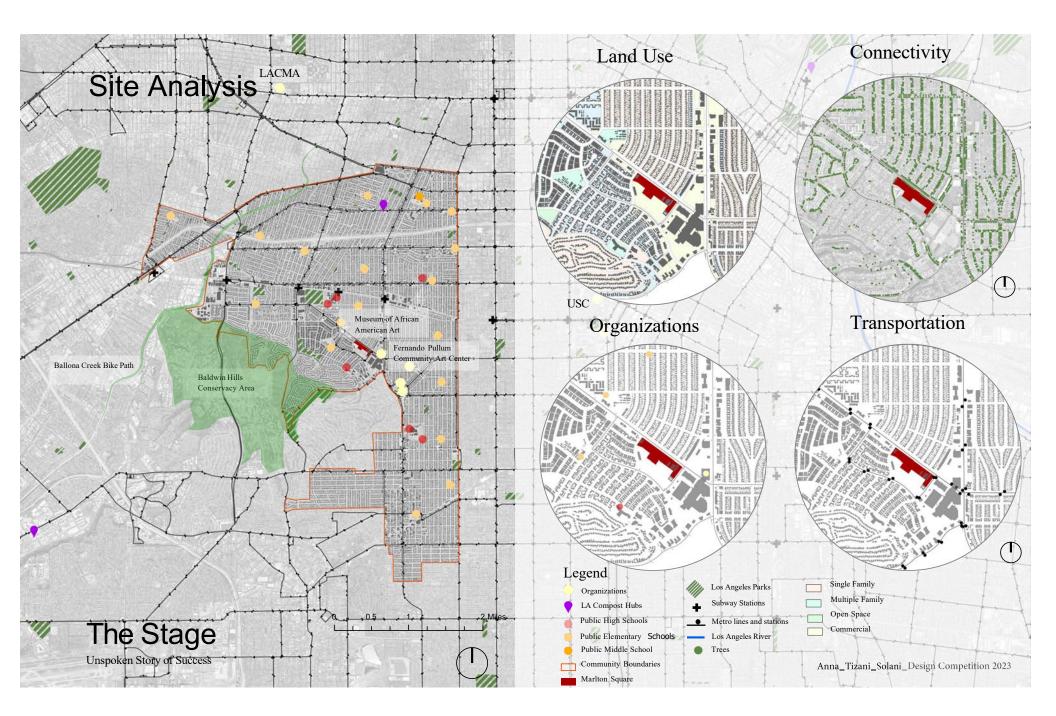


TEAM: SAT

Saloni Pandit Anna Avdalyan Yasmeen Tizani



Unspoken Story of Success Anna Avdalyan- Landscape Architecture MLA +3 Saloni H Pandit- Architecture MARCH +2 Yasmaen Tizani - Architecture MARCH +2



Community Input



"I'm here for the community"



Vender Fair in Baldwin Hills

The Stage Unspoken Story of Success David Designer at Site

experience"

"You have to be careful where

you place people, Our project is sitting up a circus on this Site,

I have think alot about the user's



"I want Baldwin Hills to be known as a Hub for African Culture, in LA there is a "Korea" Town, "China Town" "Little Arabia" "Little Tokoyo" there should be "Little Africa" but that makes me wince since Africa is so large and already seen as a singular country, all the same I would love for Baldwin Hills to become synonomous with the place to visit for Black Culture."



Sabrina President of the African American Venders Association

"Come through and look at the art, and maybe stay a while."



Artist Fair in Baldwin Hills

"I'm just an Artist but Shining Light is an Organization that promotes Black art and history, they commisioned the Mural in Baldwin Hills"



Mister Toledo - Graffiti Artist Mural in Baldwin Hills

Our Concept

A Stage for the community to be celebrated. A village to connect. Connections - between community, their history (and future) and nature through media.

One the main means of media is mass communication, so we could build new connections and expand them through this new media/nature hub and collaborations with other organizations inside of the neighborhood and beyond and also create new corridors and reinforce connectivity for the wildlife and urban ecology.

Media expands opportunities to be heard, listened, envisioned.



Possible Organizations to Collaborate With



Current Site



– What It Should Be Doing



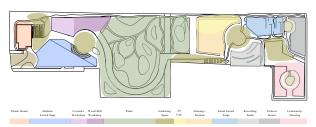
Unspoken Story of Success



Ground Floor

The Stage

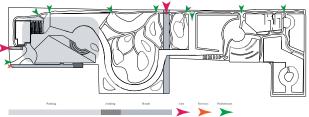
Ground Floor Zoning



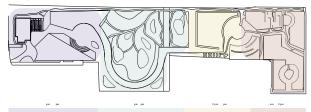
Second Floor Zoning



Parking and Entry Zones



Daily Activities Zones

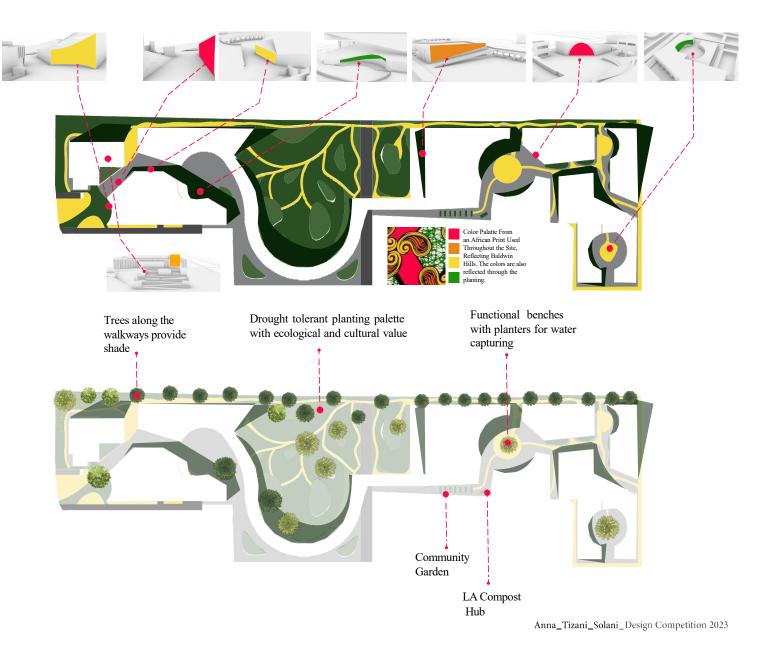




Diagrams

Mural Site Diagram

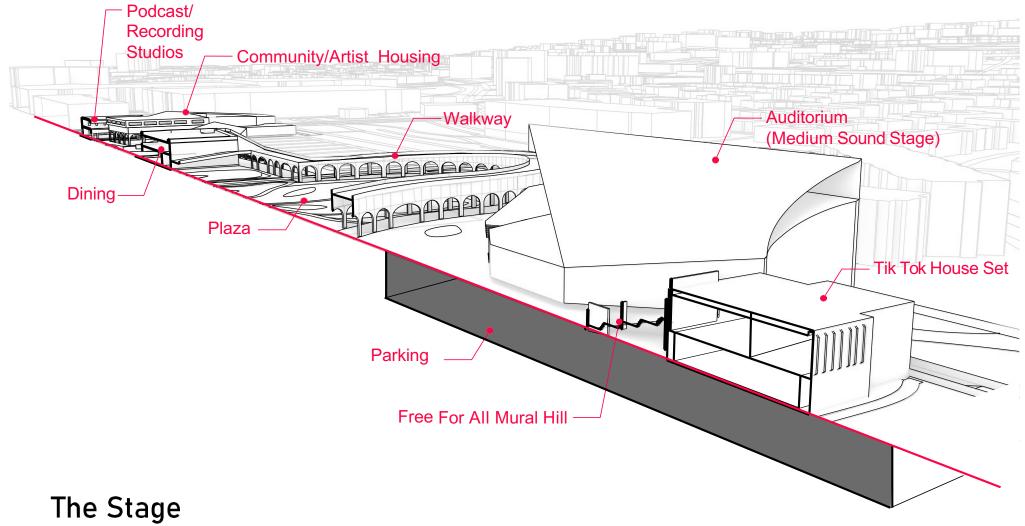
The History of Baldwin Hills through murals throughput the site accompanied by QR Codes.



Sustainbility Site Diagram

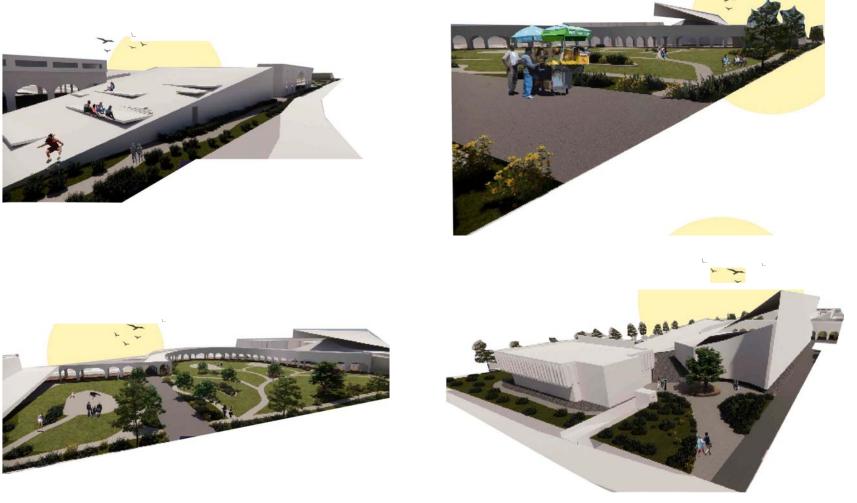


Section



Unspoken Story of Success

Renders



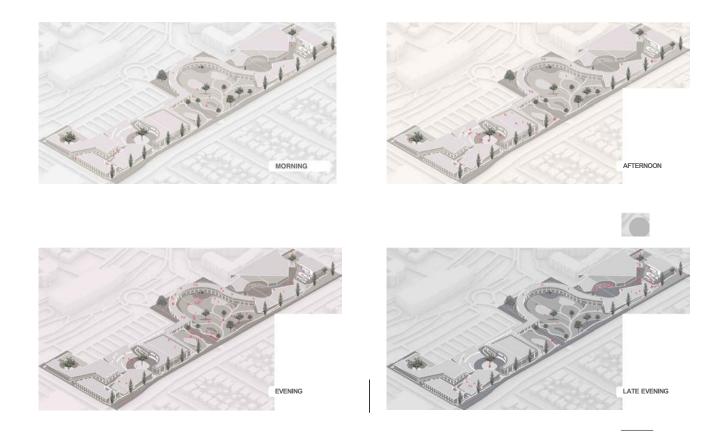


Graffiti Mural Hill

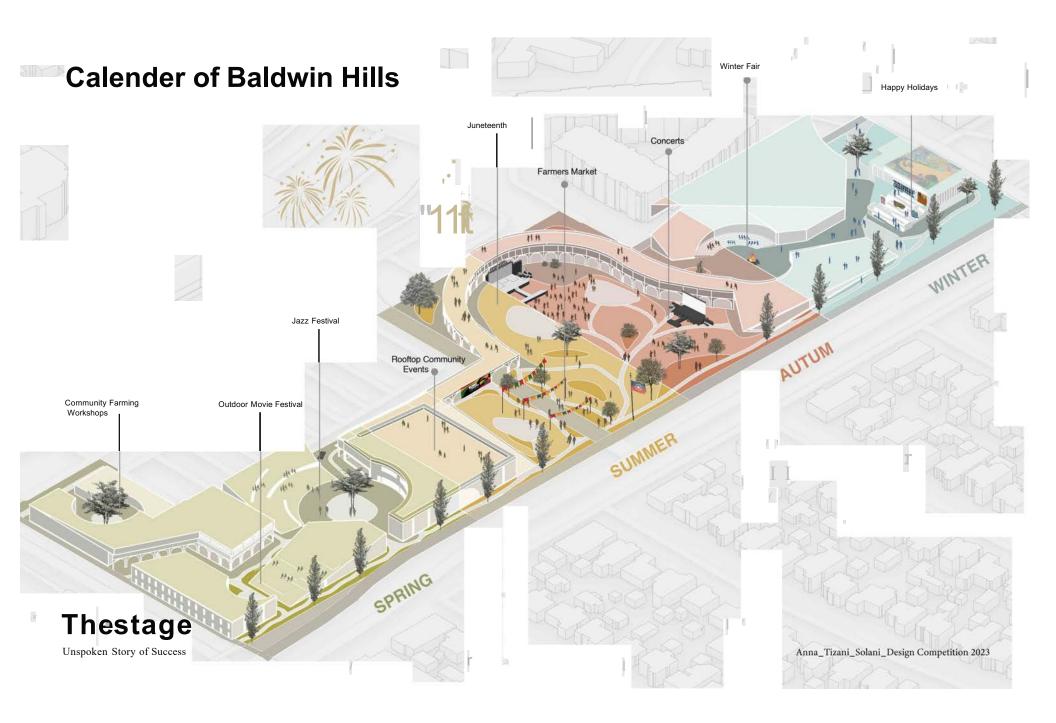




Day on The Stage









TEAM: DITTO

Daniel Yoo Yihan Wang Thomas Wang

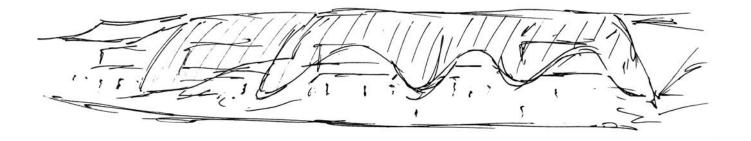
CURTAIN CALL

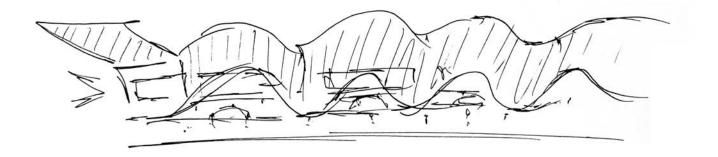
DANNY YOO YIHAN WANG THOMAS WANG

a dillo









ARCHITECTURE







