

RELEVANT ANTIQUITY

Catalyzing Tourism with Architectural Tradition

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How do
LOCAL | ARCHITECTURAL | TRADITIONS
affect
TOURISM
?

Claim: Architectural traditions influence the tourism of a city.

Premises: Traditions are based on an **entire history of a city**, evolving at a rate consistent with the influence of outside ideas.

Differing needs in the use of space and place lead to **an architecture that must respond accordingly**.

Tourism, at its foundations, describes **a large number of people moving to or through one place in a generally short period of time**, usually toward an attraction. These people have needs and expectations very different than individuals native to the city.

Tourism rates are indirectly influenced rather than directly in that it is **the traditions of architecture that first attracted travelers to the place or space**; it is the response of tourists to these traditions that strengthens the movement to that place or space.

Unifying Idea: Architectural traditions of a city are evident in even those places affected most by tourism. Cities must keep traditions of architecture - even as tourism increases and these traditions evolve - as they define the original attraction of the place or space.

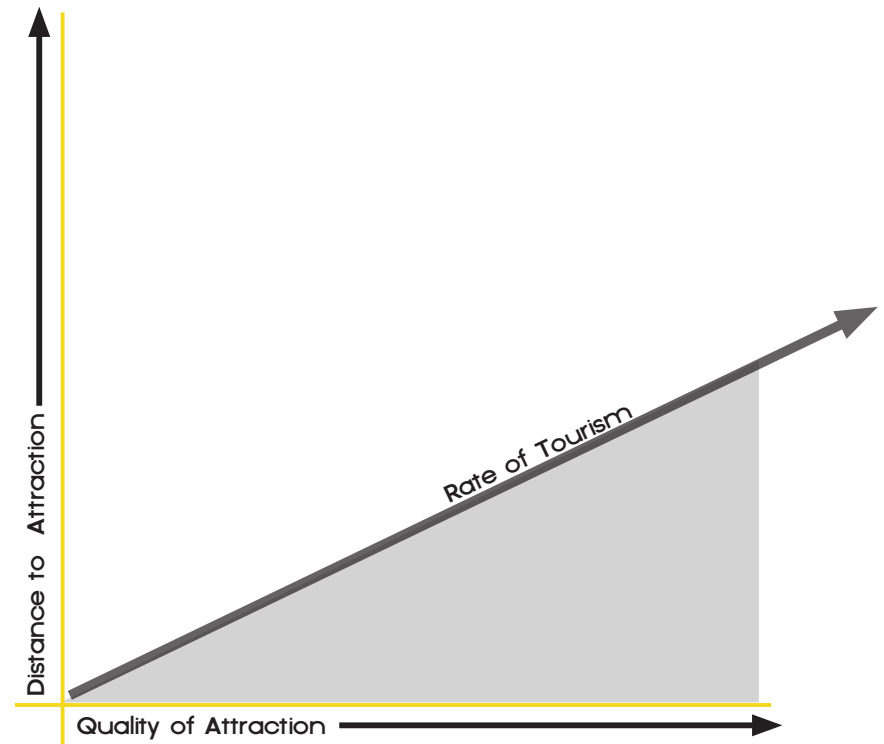
This thesis will study the importance of distinguishing the architectural traditions from a region or place from that architecture which is designed solely for the needs of tourism and, in doing so, theorize on successful traditions in controlling higher levels of tourism. Emphasis will be placed on designing with sensitivity to traditions and their relativity in today's society.

Tourism/Tourists Pre- and Post- 9/11

Hospitality and Hospitality Architecture

Local and Global Architectural Traditions

Critical Regionalism or Relevant Antiquity



23RD STREET HOTEL AND CONFERENCE CENTER

MAJOR PROJECT ELEMENTS

Conference Spaces

Several major and minor conference spaces

Hotel Rooms

One-Bed and Two-Bed rooms

Atrium

Lobby and Reception

Green Roof Terraces/Outdoor Gathering Space

Restaurant/Bar

Laundry

For staff to wash bedding, etc.

Kitchen

Accommodations for banquets and room service

Parking

MINOR PROJECT ELEMENTS

Storage

Mechanical Spaces

Public Restrooms

HOTEL LA PURIFICADORA

Puebla, Mexico
Legoretta + Legoretta



EAST HOTEL RESTAURANT

Hamburg, Germany
Jordan Mozer & Associates



SWITCH BUILDING

New York City
nArchitects



LAS VEGAS

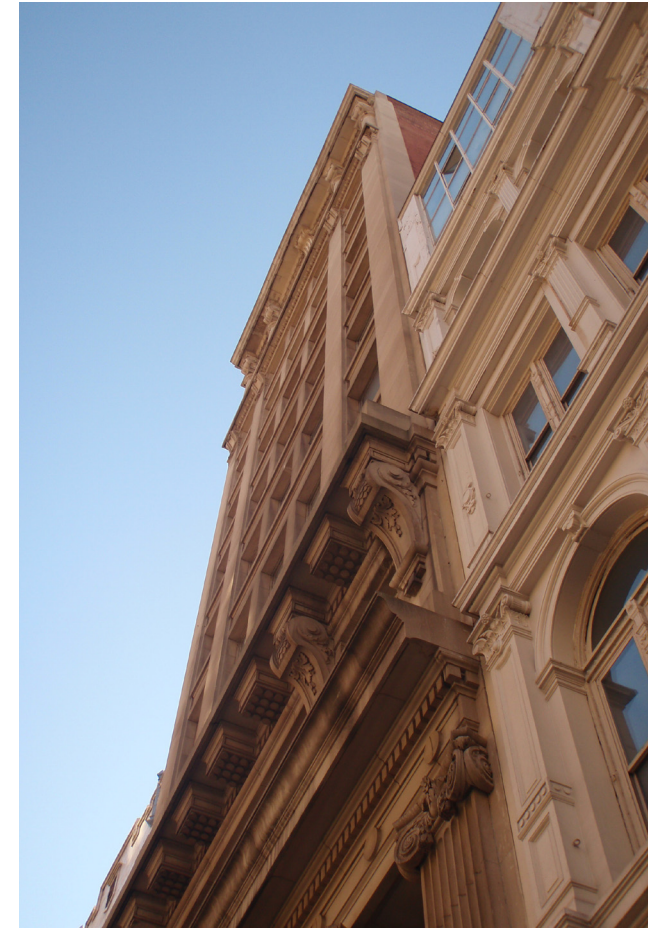
What you see is what you get; what happens in Vegas stays in Vegas?

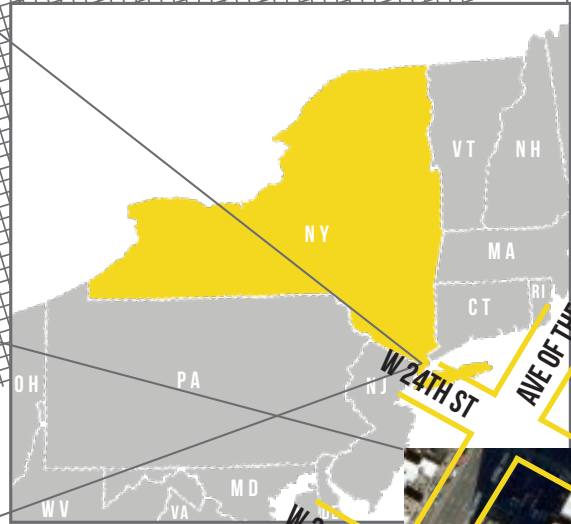
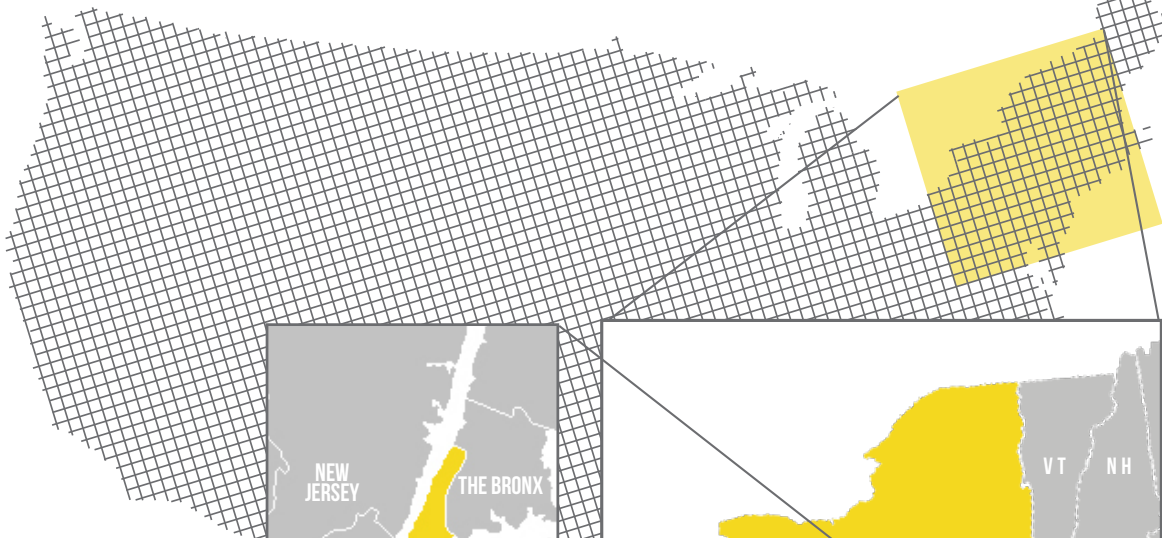


Image from virtualtourist.com

NEW YORK CITY

In the instance of New York City, the tourist tends to seek highly publicized regions like Times Square or Broadway; it is the rare tourist - more likely a traveler - who gets the opportunity to really interact with the fabric of the city.



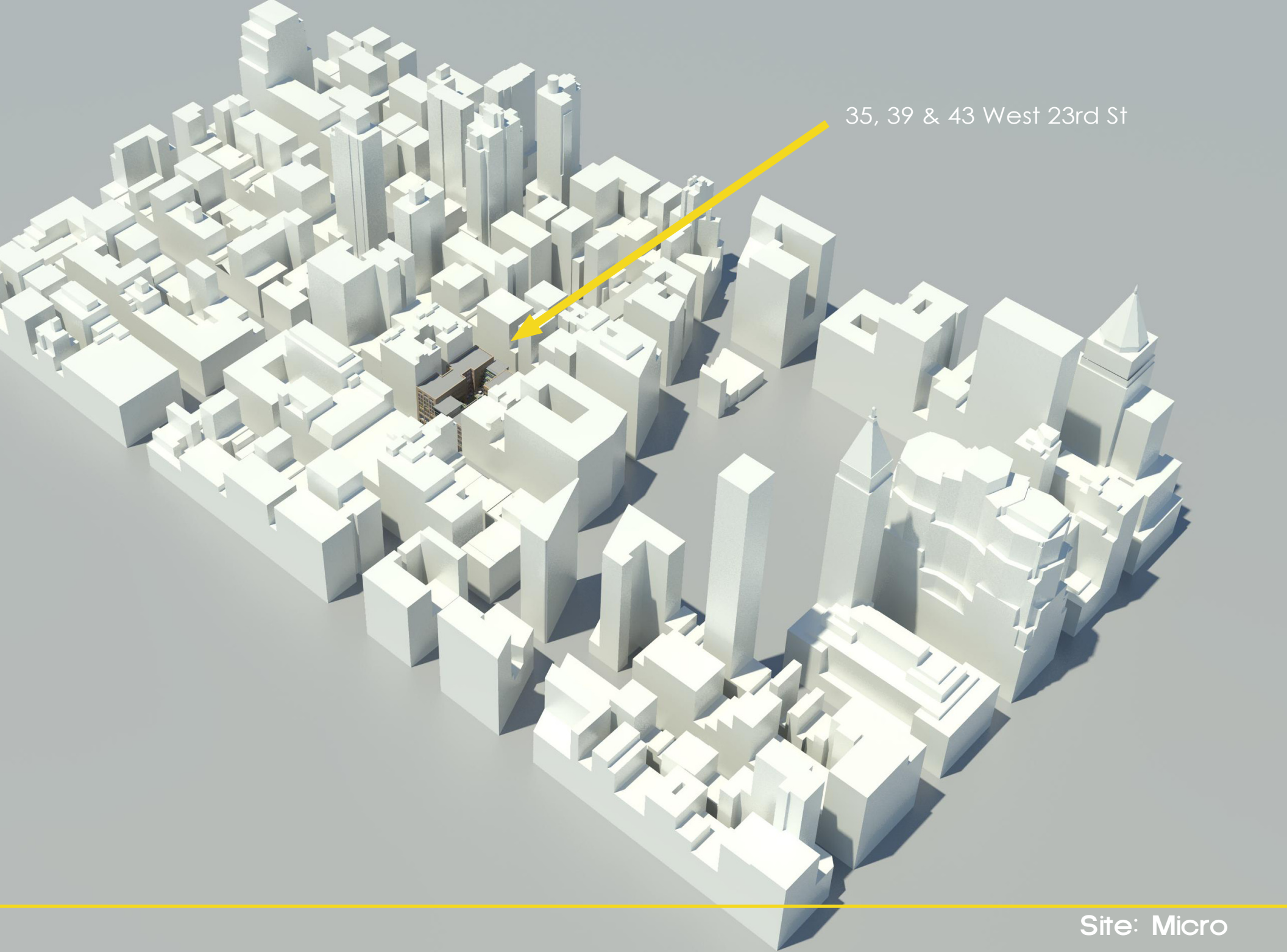


Base map taken from maps.google.com

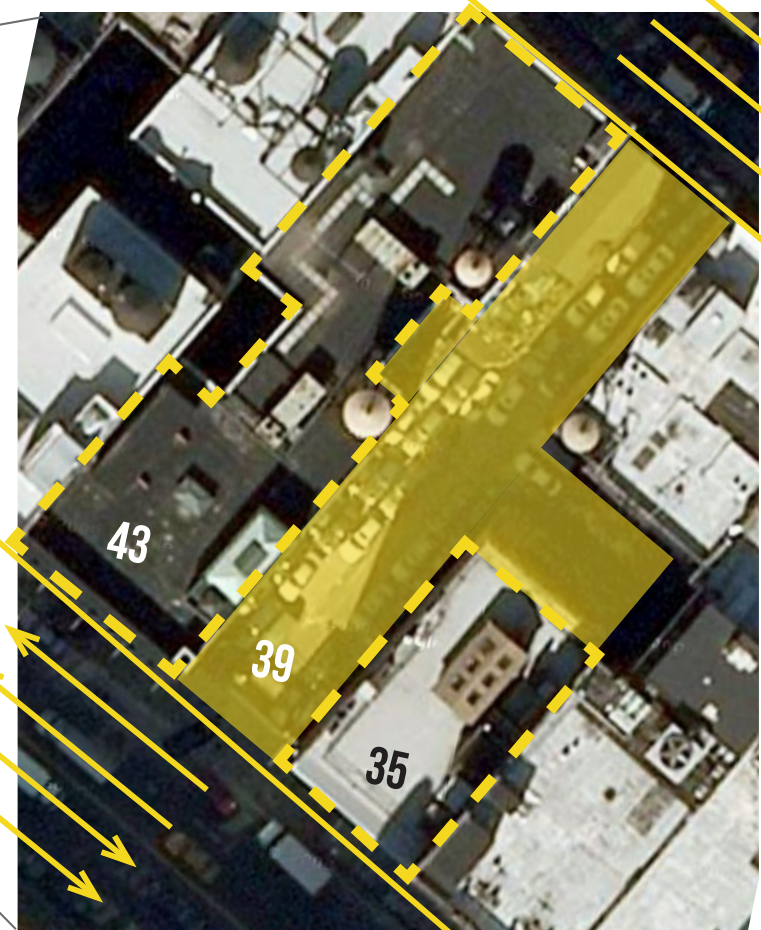
Flatiron Building

Madison Square Park

Site



35, 39 & 43 West 23rd St



Base map taken from maps.google.com

NORTH

W 23RD ST

W 24TH ST

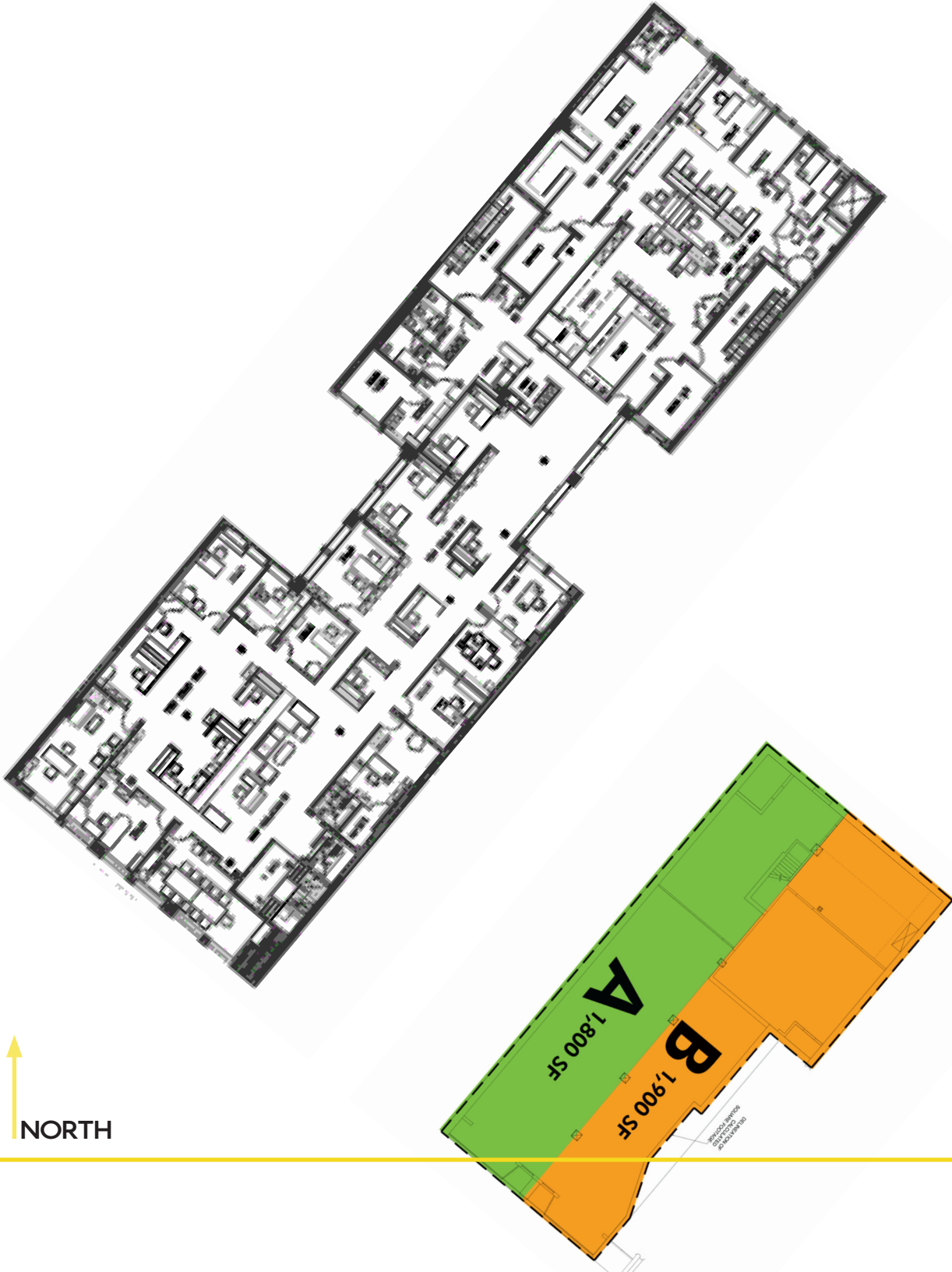
Site



43 West 23rd Street



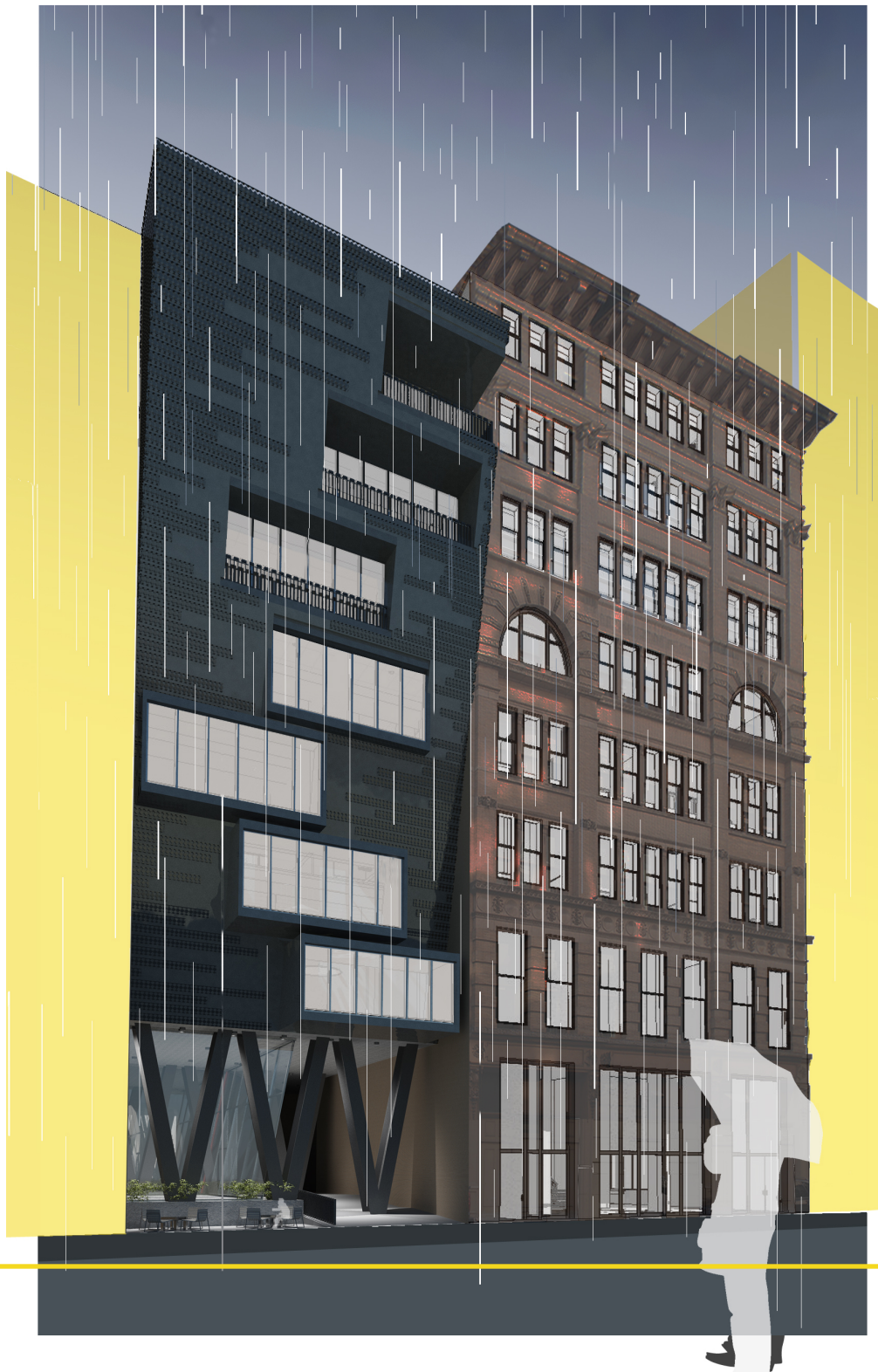
35 West 23rd Street



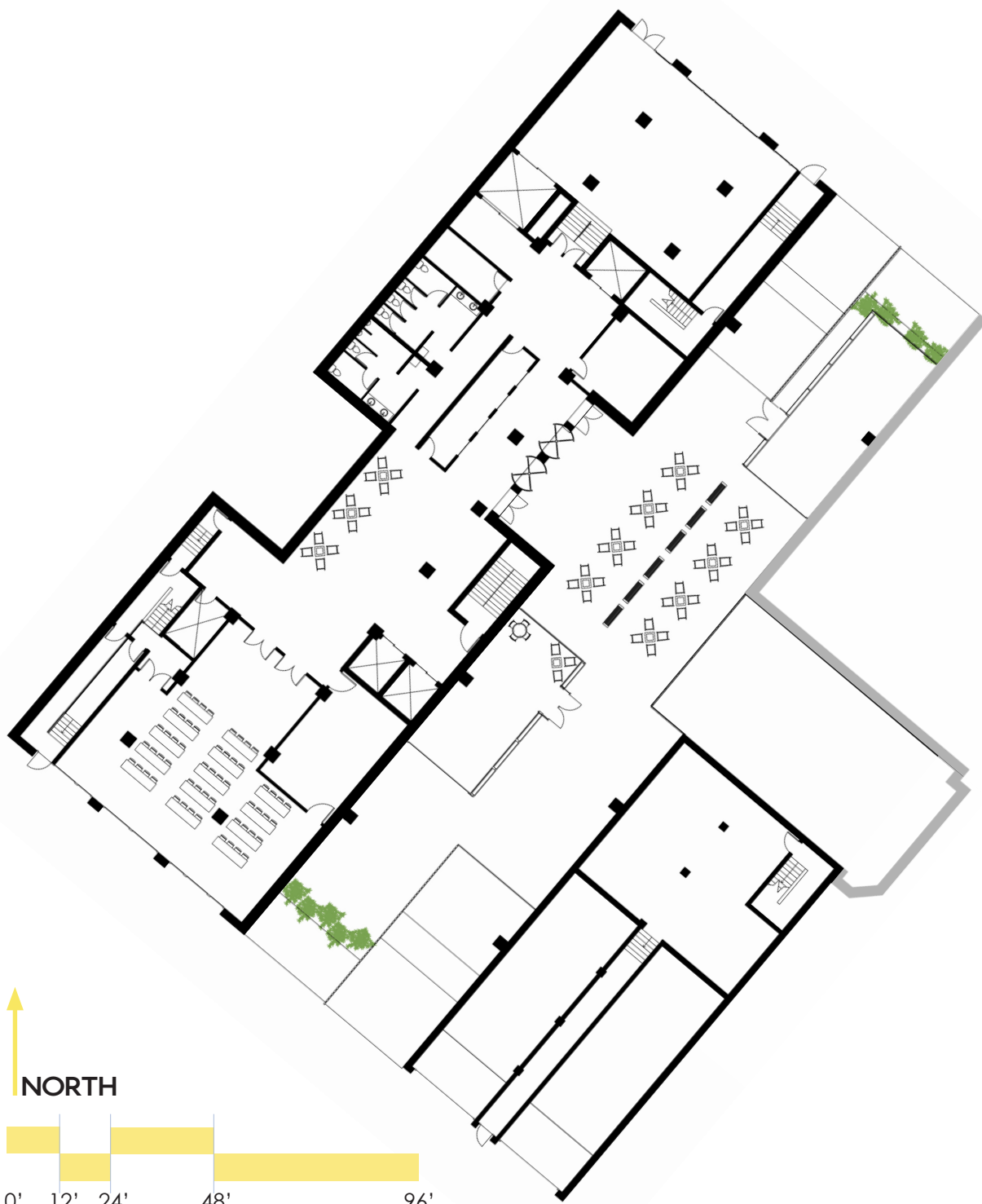
Existing Buildings



View from 23rd St

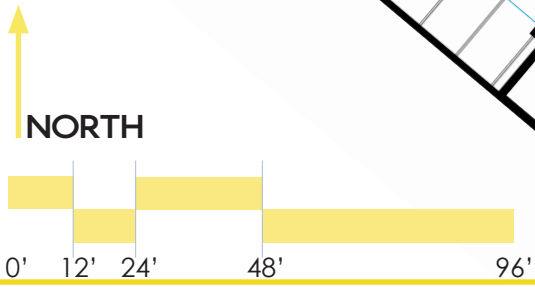
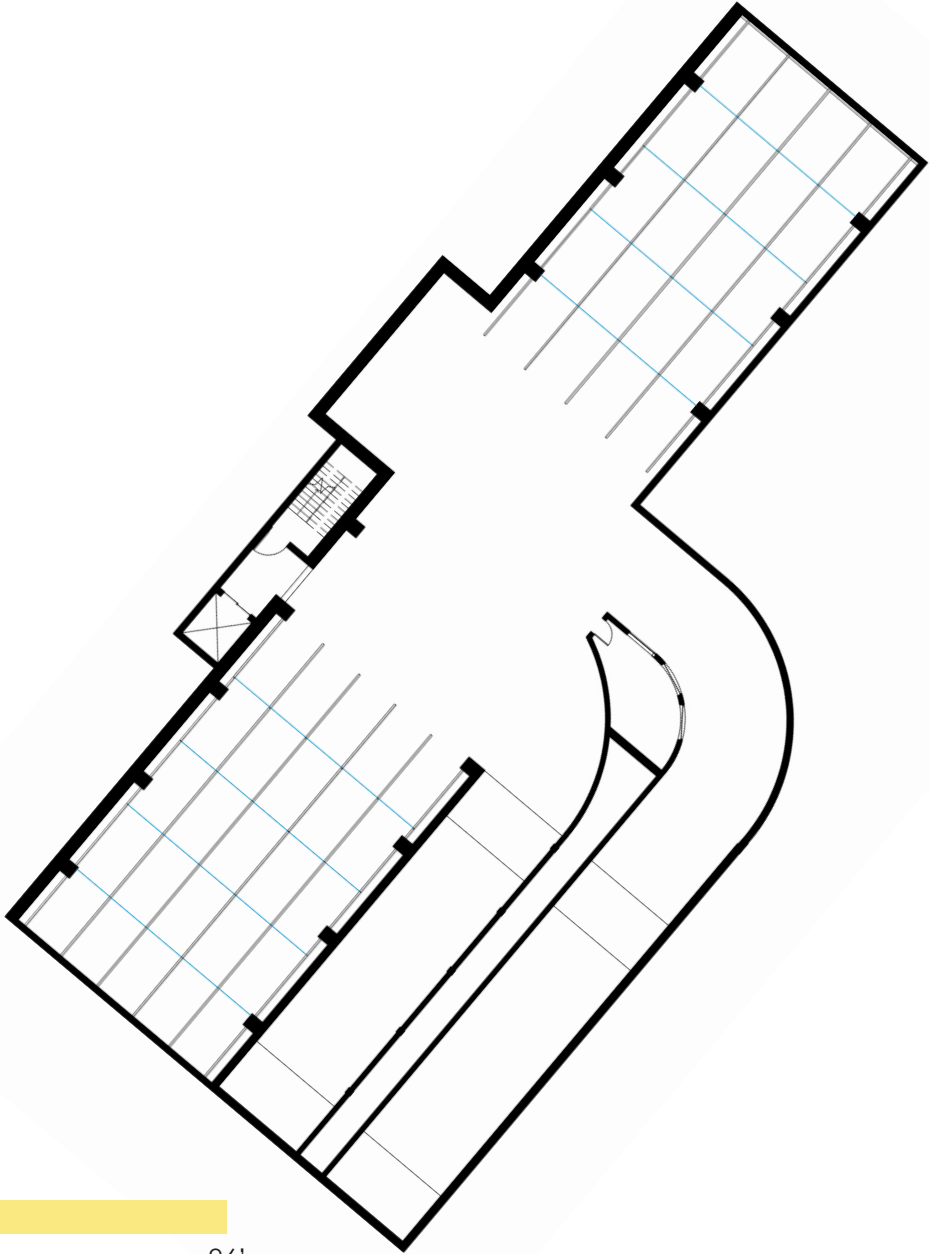


View from 24th St



- Atrium/Outdoor Lounge
- Coffee Shop Retail Space
- Check-In Desk Concierge
- Conference Room
- Receiving/Admin Restrooms
- Ramps down to Parking Garage

Level One - 3 Feet Above Grade



Valet Office | 45 Parking Spaces

Garage

Fire Exit

Pedestrian Entrance to
Atrium and Complex
Ramp Up to Three Feet Above Grade

Parking Garage
Vehicle Exit

Parking Garage
Vehicle Entrance

Fire Exit

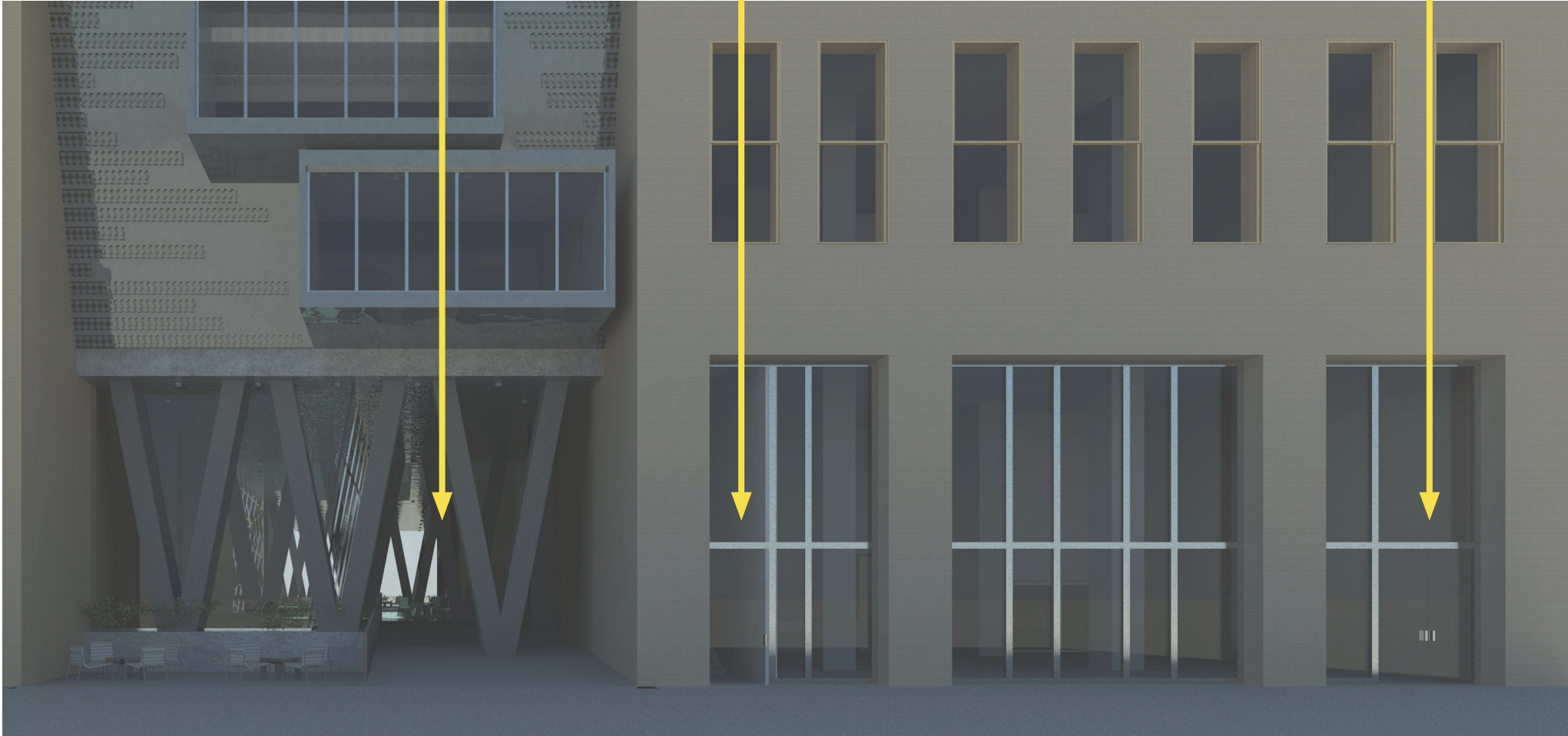


Entrances/Exits from 23rd St

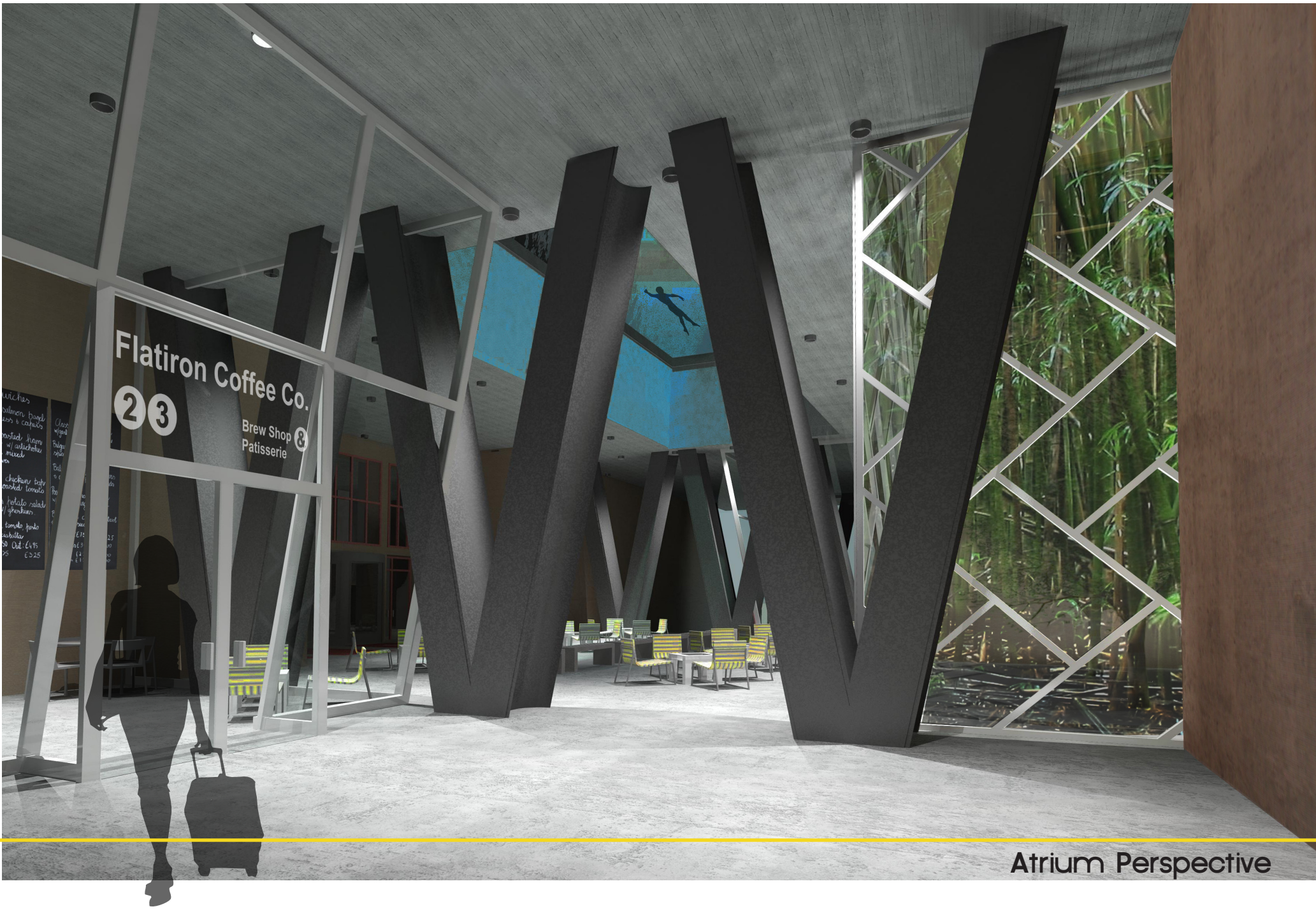
Pedestrian Entrance to
Atrium and Complex
Ramp Up to Three Feet Above Grade

Fire Exit

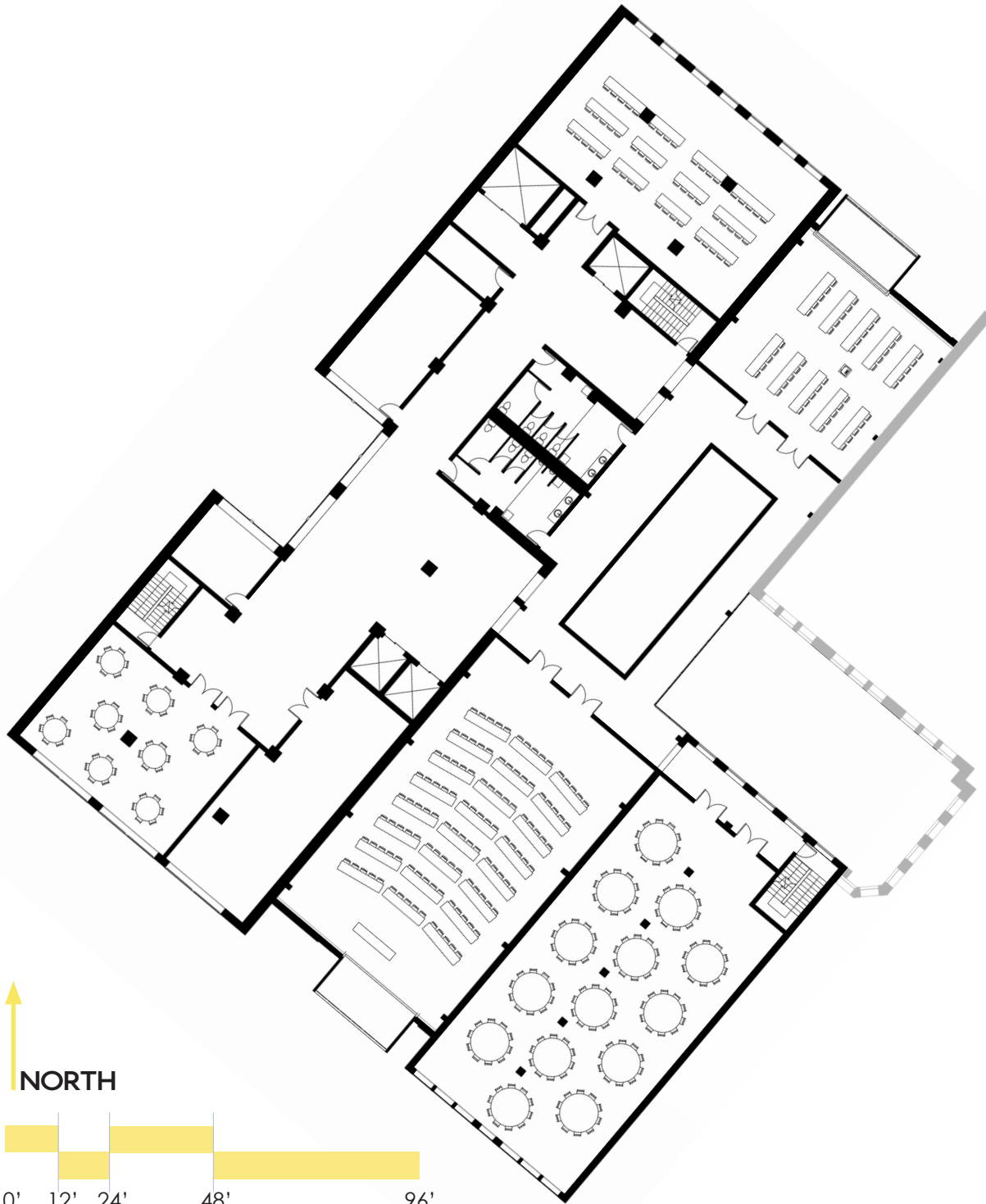
Administrative
Loading/Receiving



Entrances/Exits from 24th St

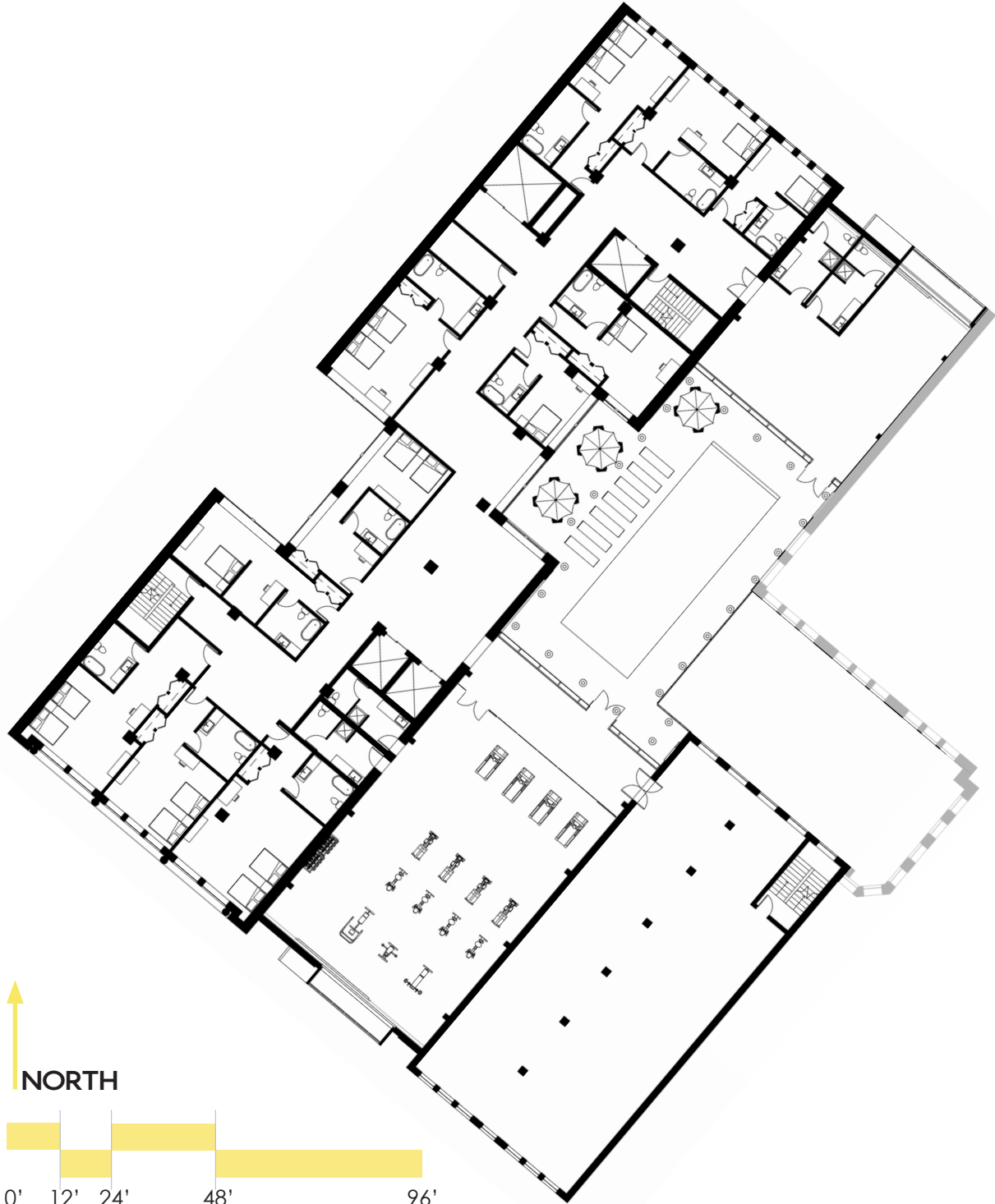


Atrium Perspective



5 Conference Rooms
Restrooms | Storage

Level Two

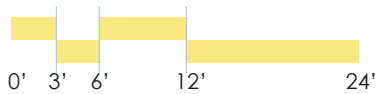
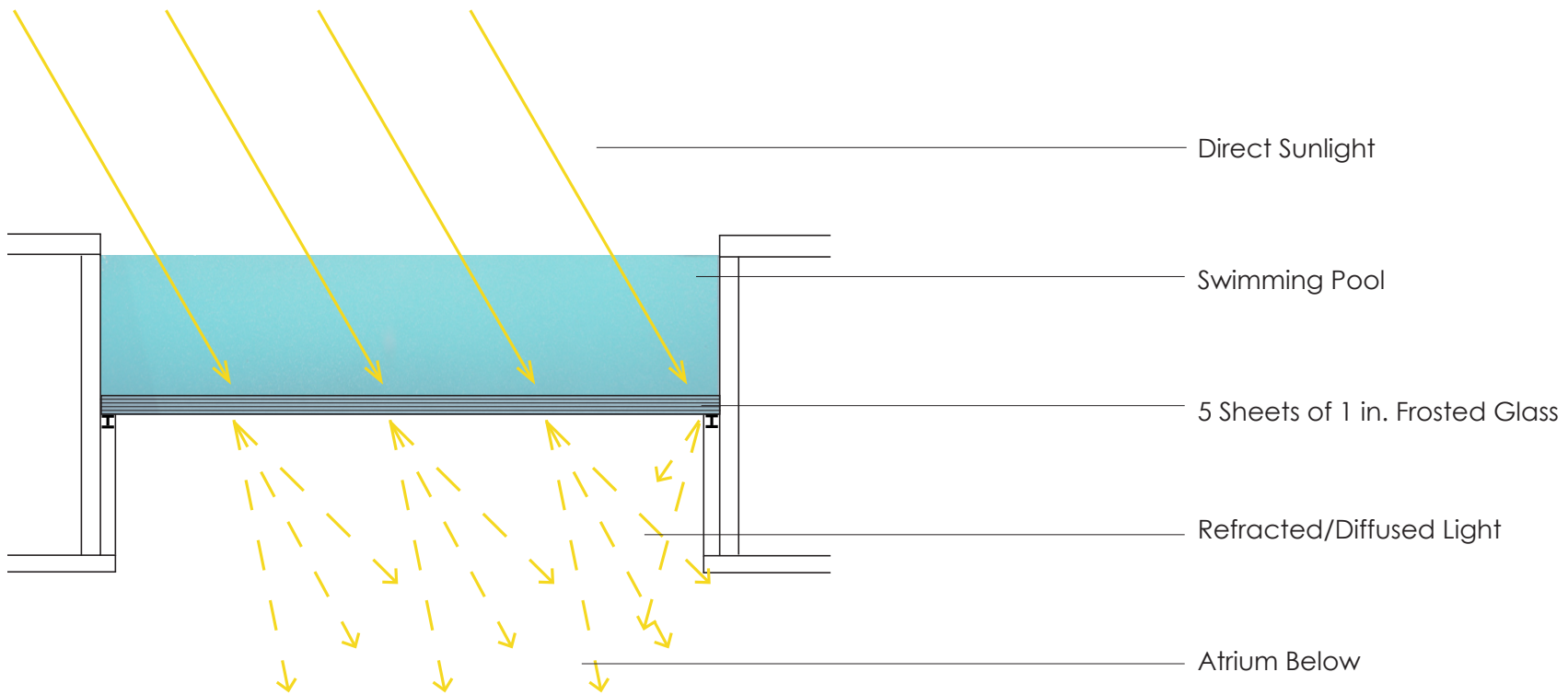


11 Hotel Rooms | Spa
Wellness Center | Laundry/Storage
Pool/Outdoor Lounge

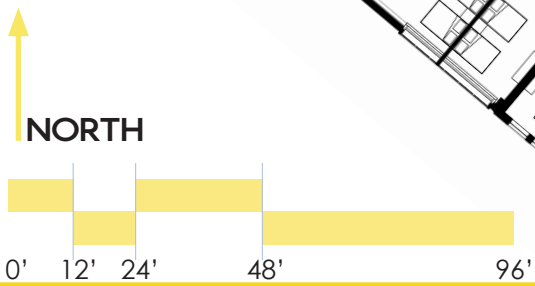
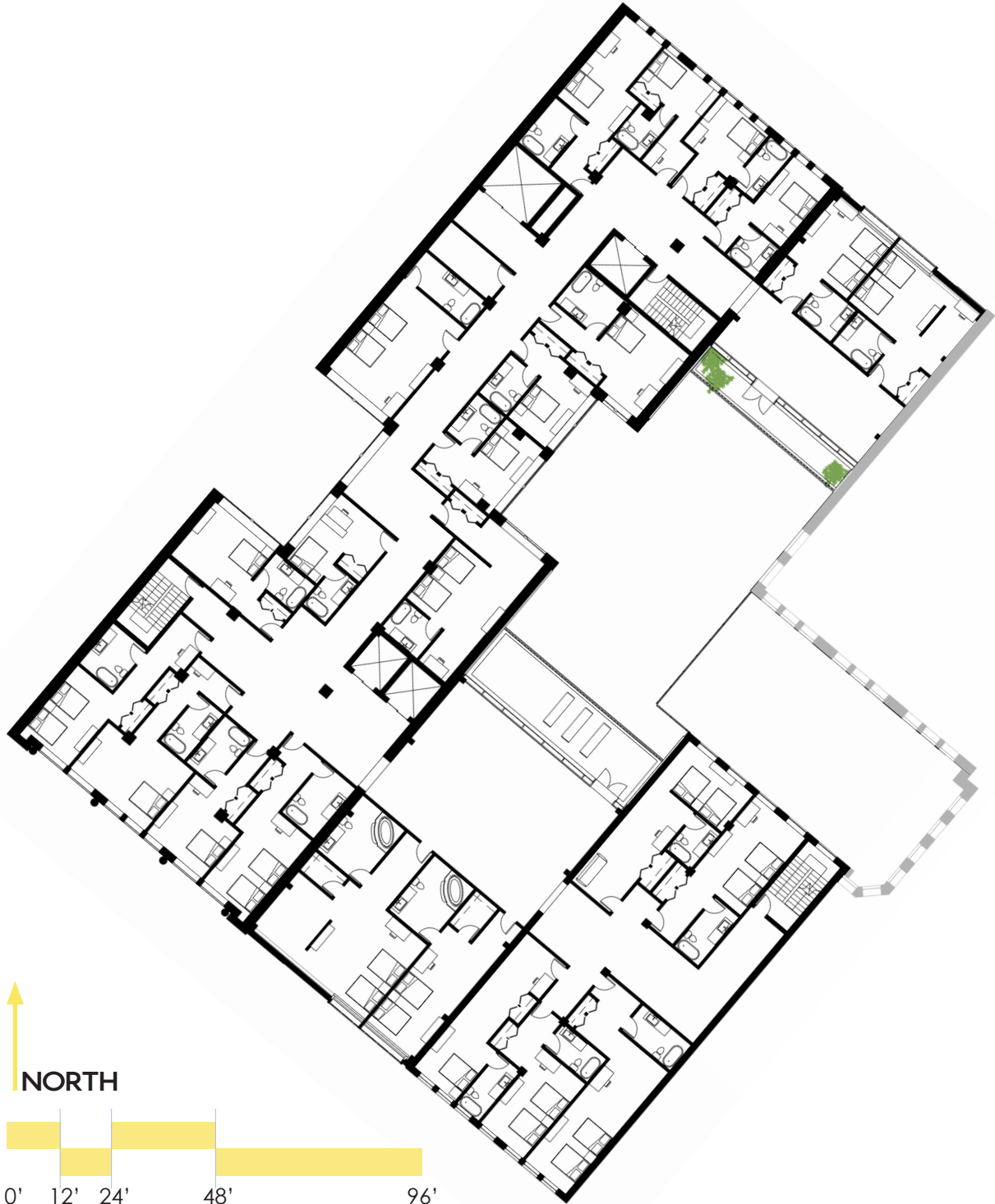
Level Three



Courtyard Perspective

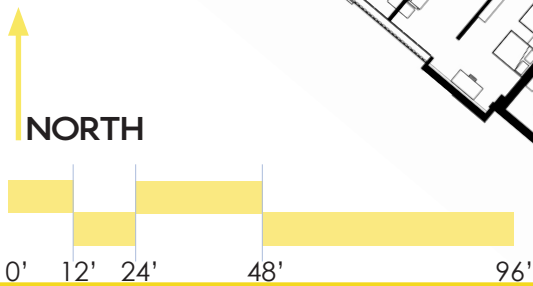
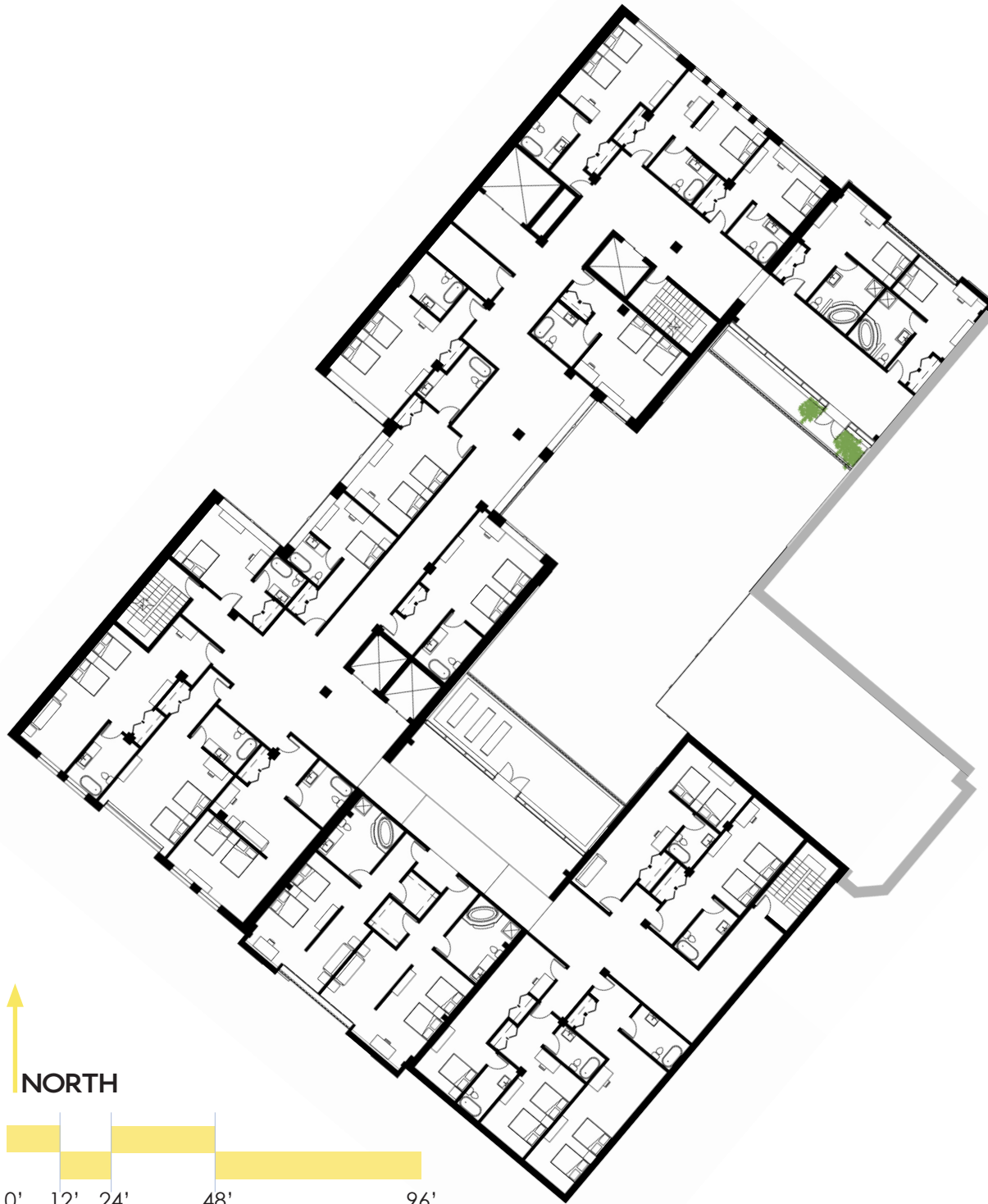


Swimming Pool Detail



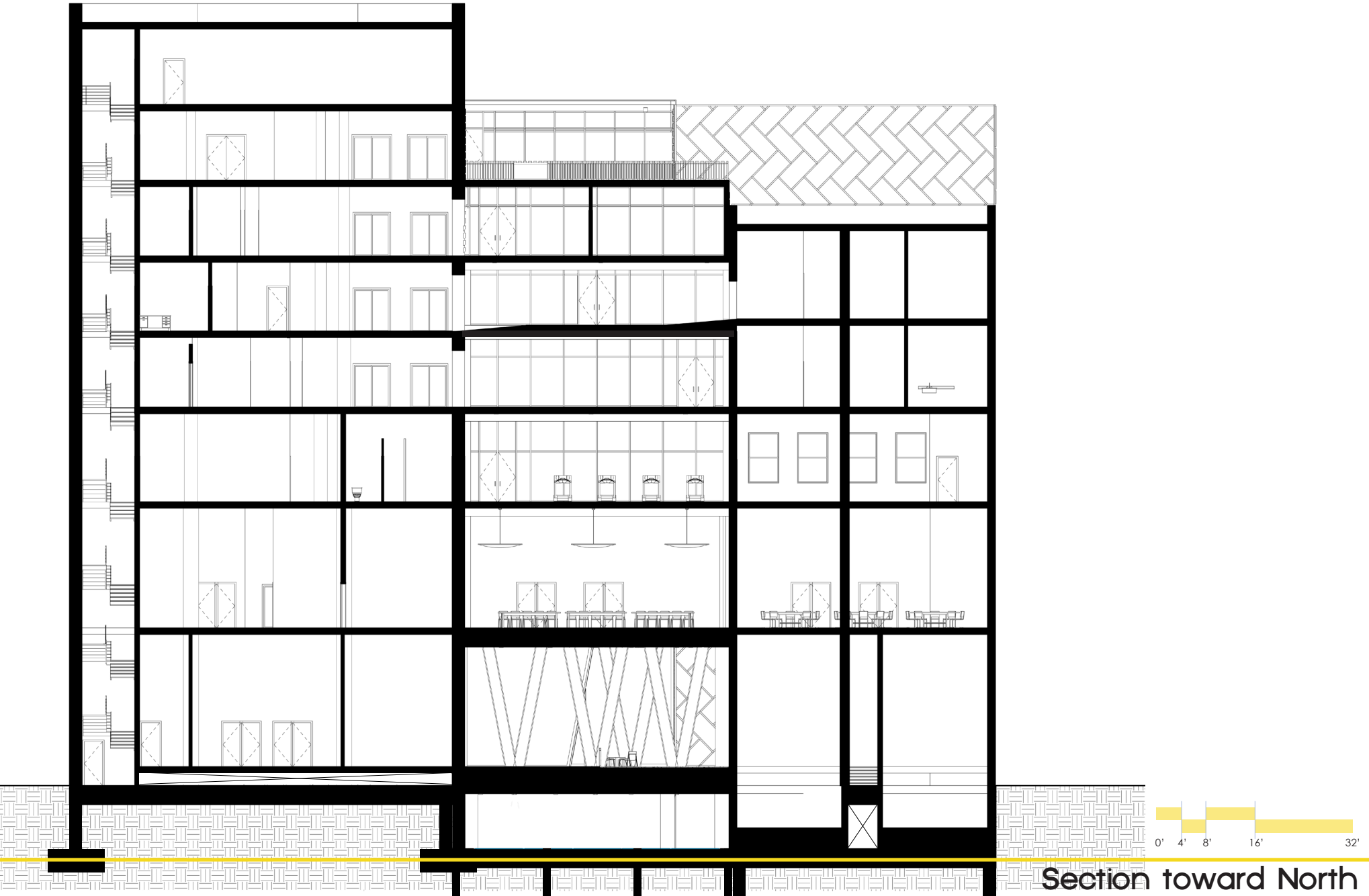
24 Hotel Rooms
Terraces Open to Courtyard

Level Four

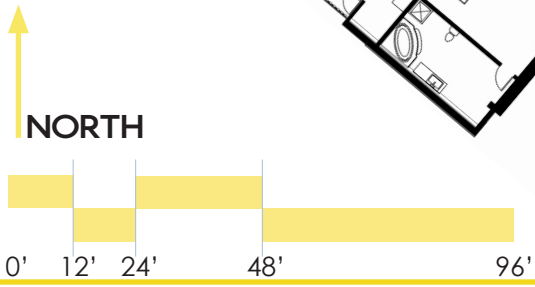


21 Hotel Rooms
Terraces Open to Courtyard

Level Five

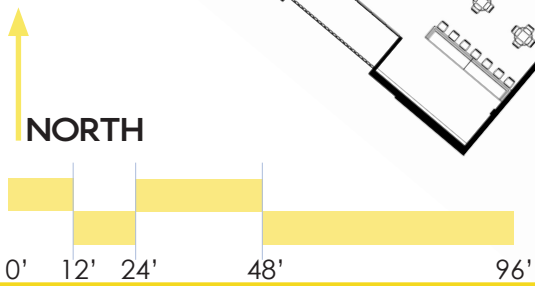
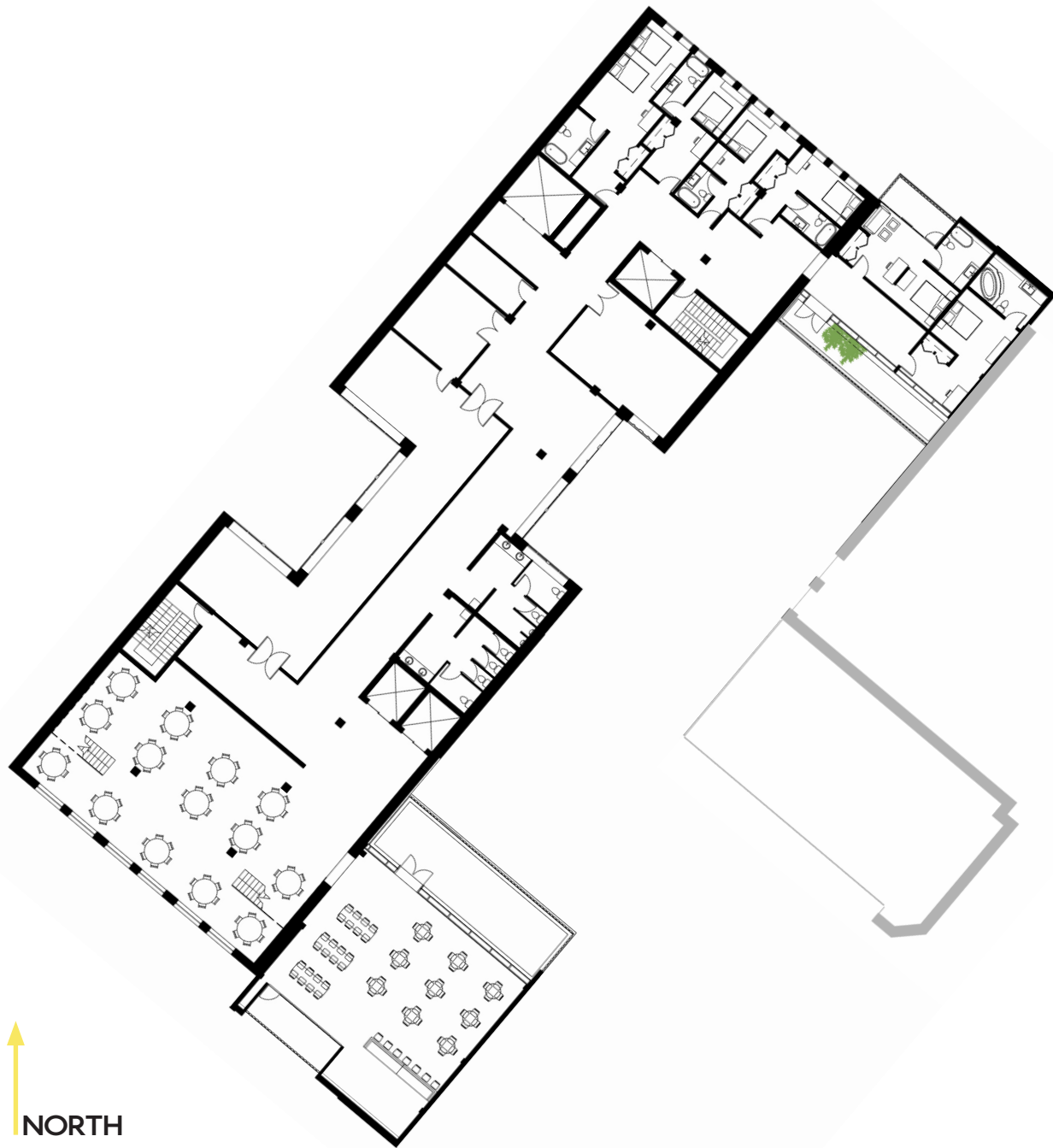


Section toward North



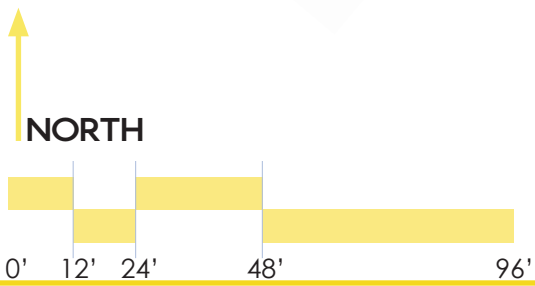
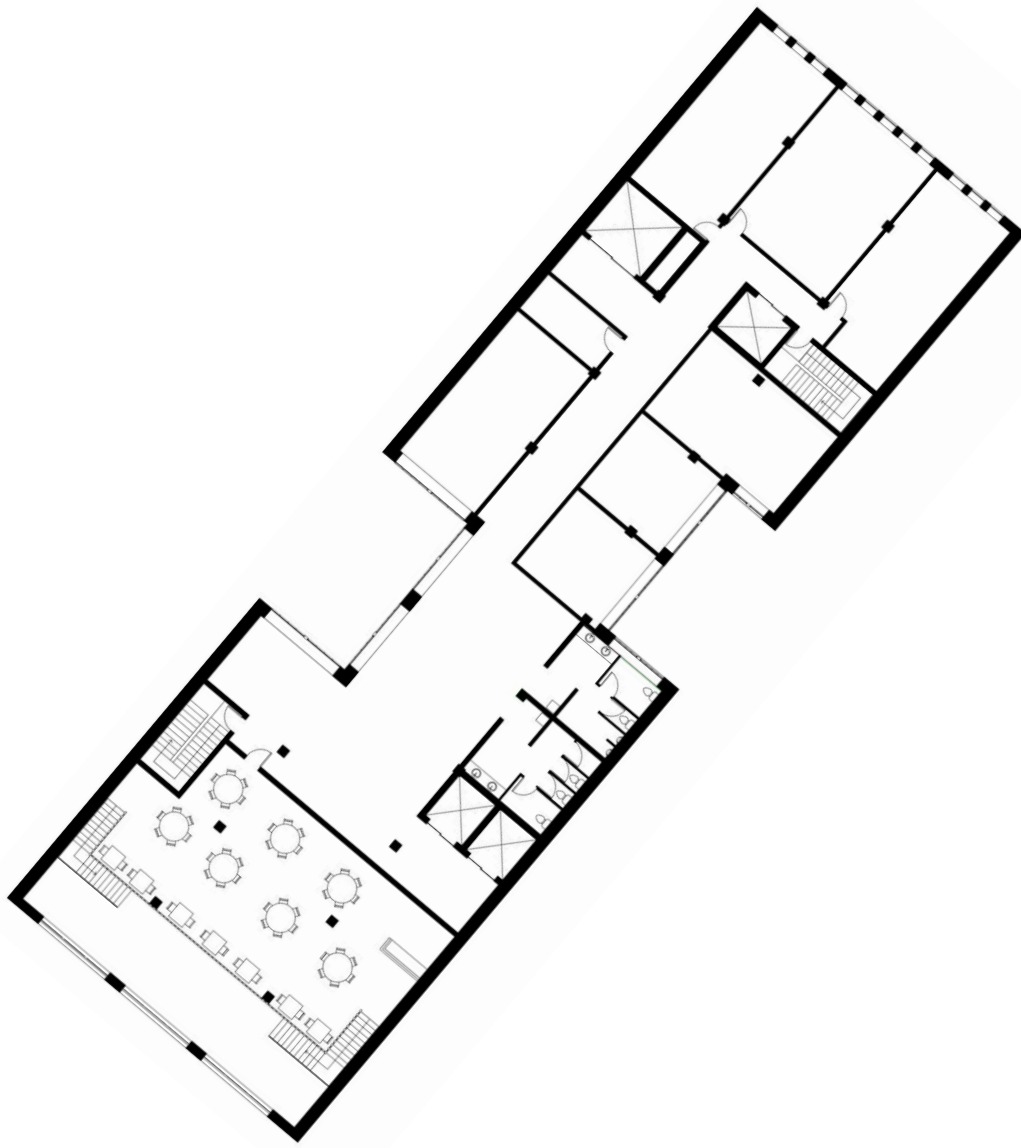
18 Hotel Rooms
Terraces Open to Courtyard

Level Six



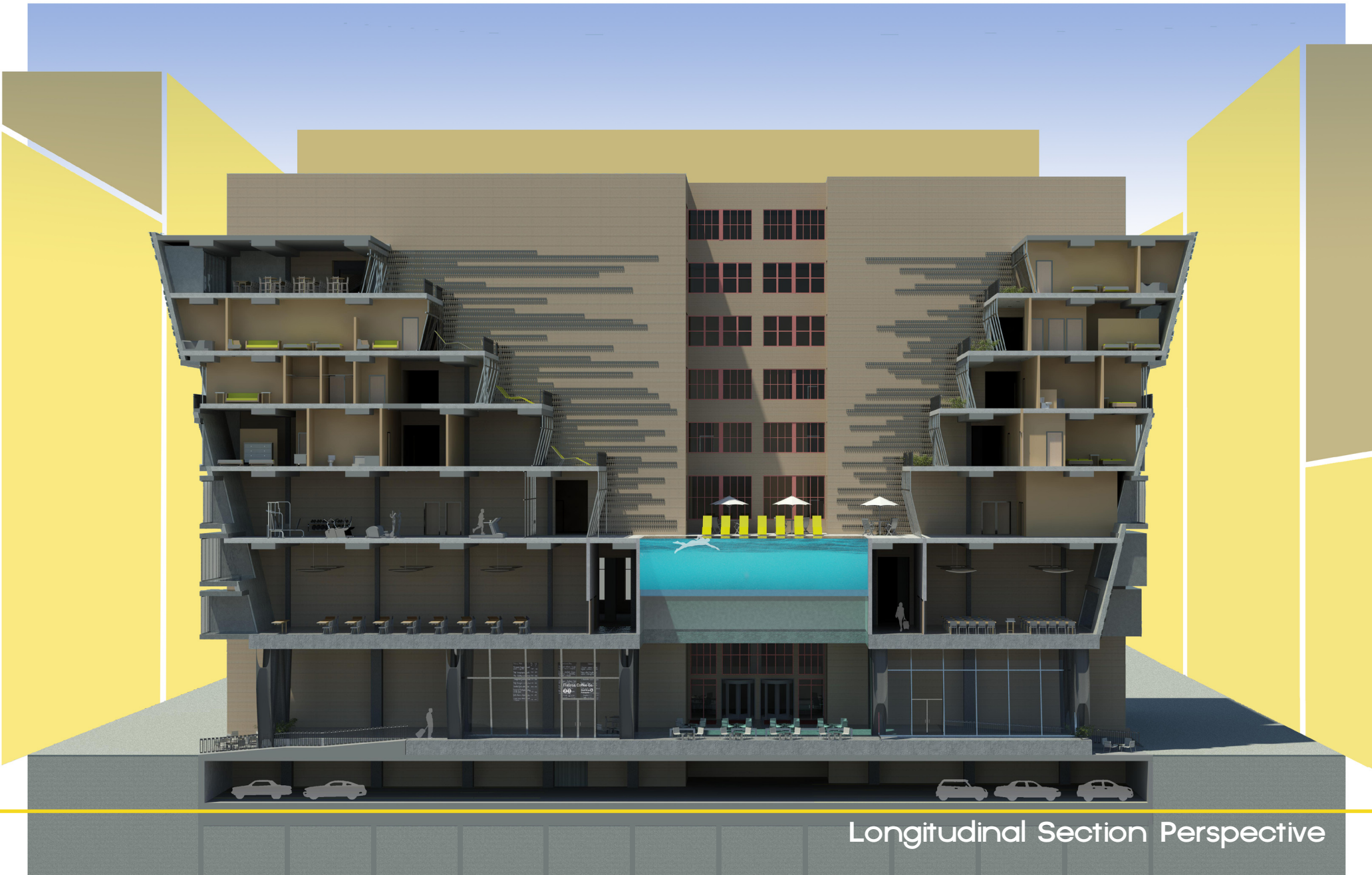
6 Hotel Rooms
Restaurant Main Level | Bar
Kitchens/Storage | Restrooms

Level Seven

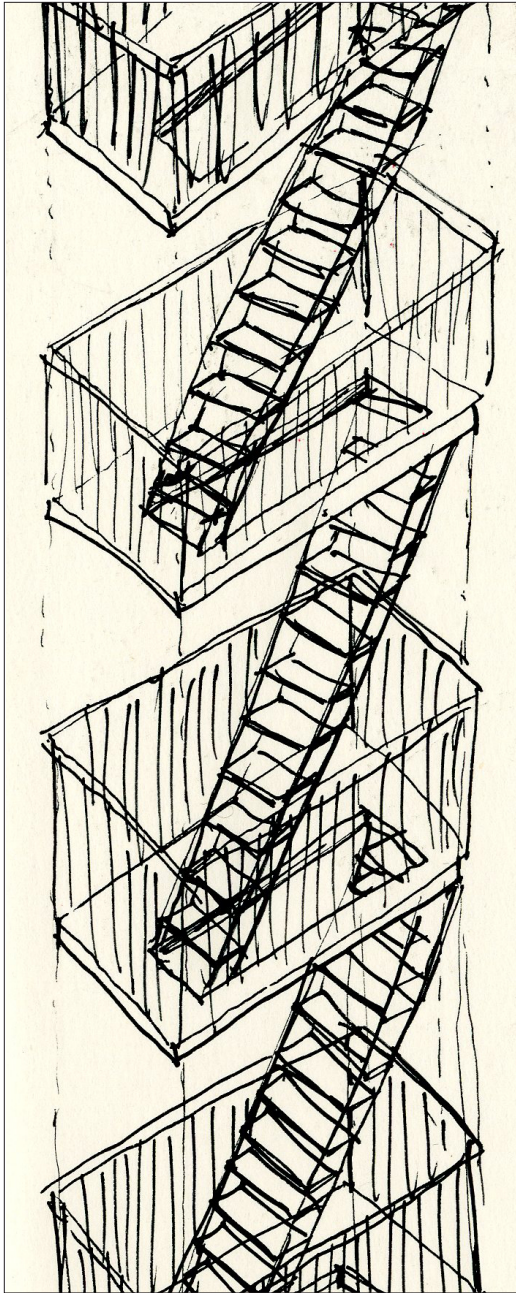


Restaurant Upper Level
Private Banquet Rooms | Restrooms

Level Eight



Longitudinal Section Perspective



Drawing from the shape of the fire escape, the complex addition features viewports as masses and voids in the built form. These viewports of curtain-wall glass and pre-cast concrete panels are a more relevant 'balcony' as inspired by this tack-on tradition of vertical transportation.

The building addition thoughtfully responds to the dumb-bell shaped tenement housing characteristic in the lower quarter of Manhattan. By pulling the form away from the center courtyards, interior spaces can better interact with view and natural lighting.

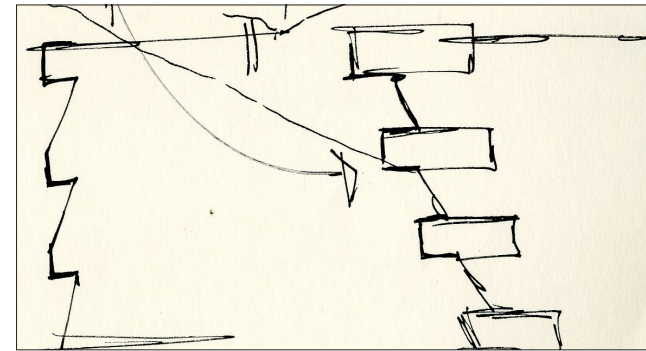
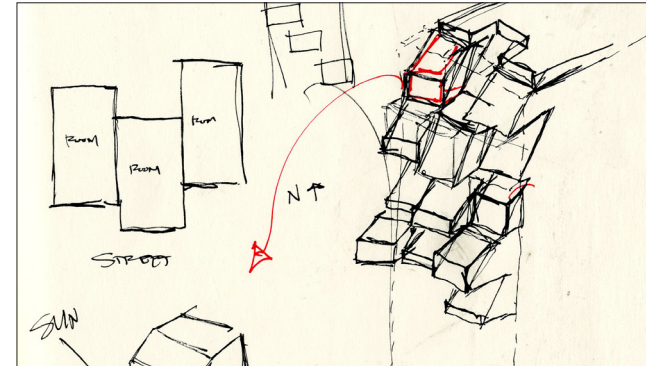
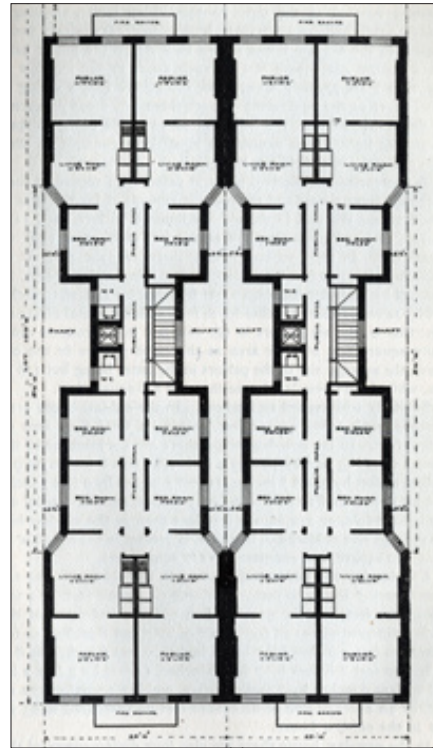
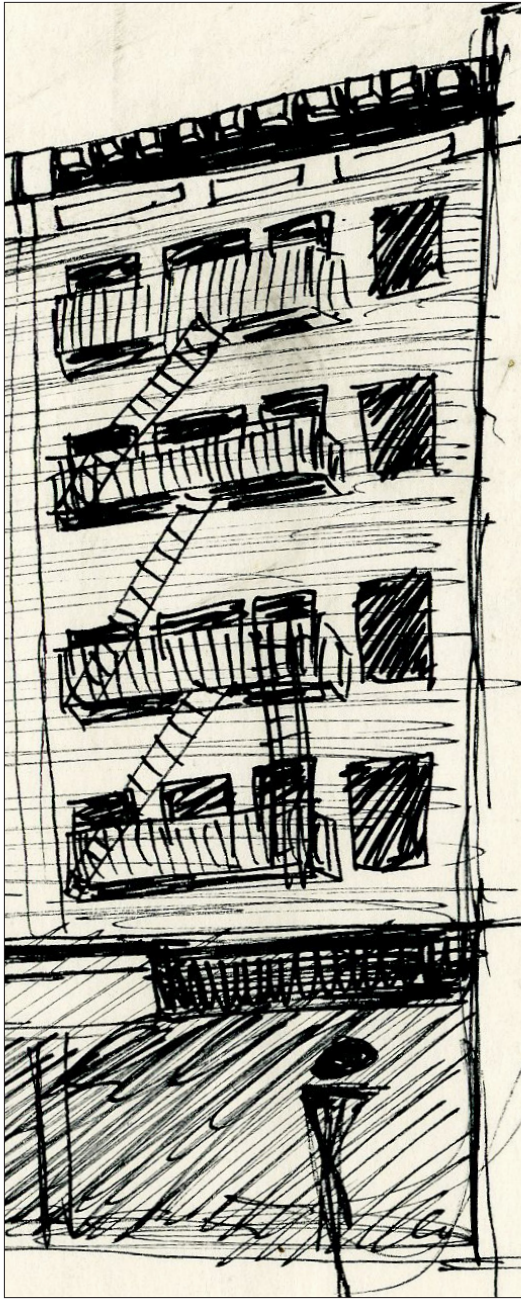
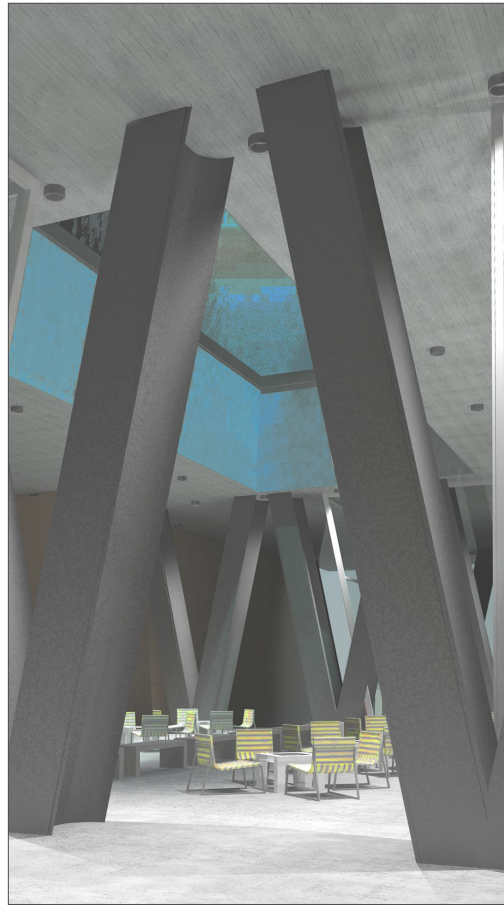
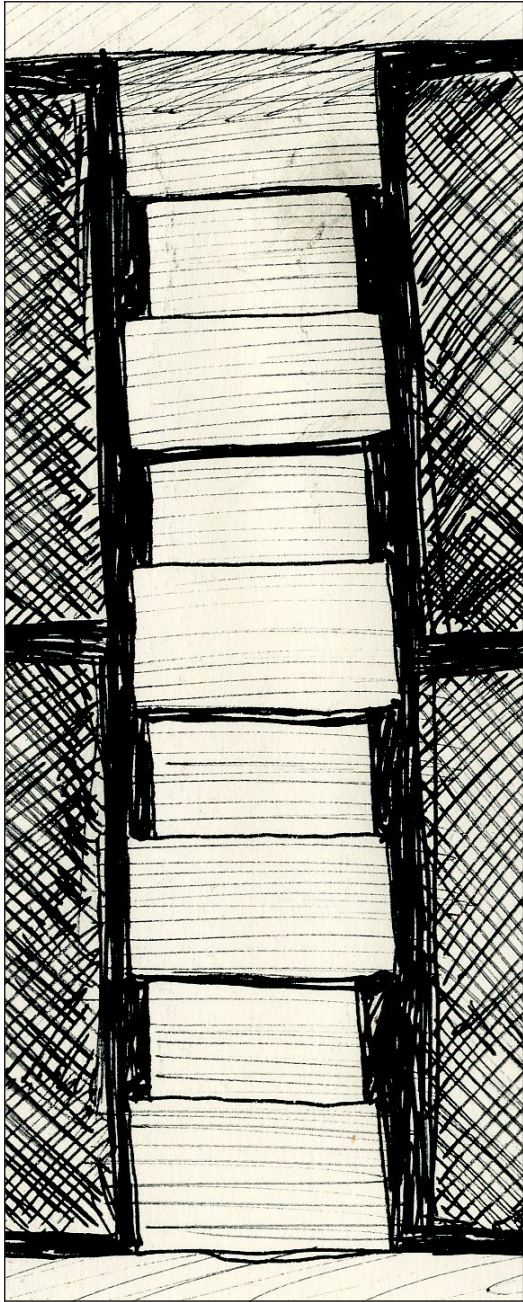


Image from: http://ci.columbia.edu/240s/0243_2/0243_2_s1_2_text.html

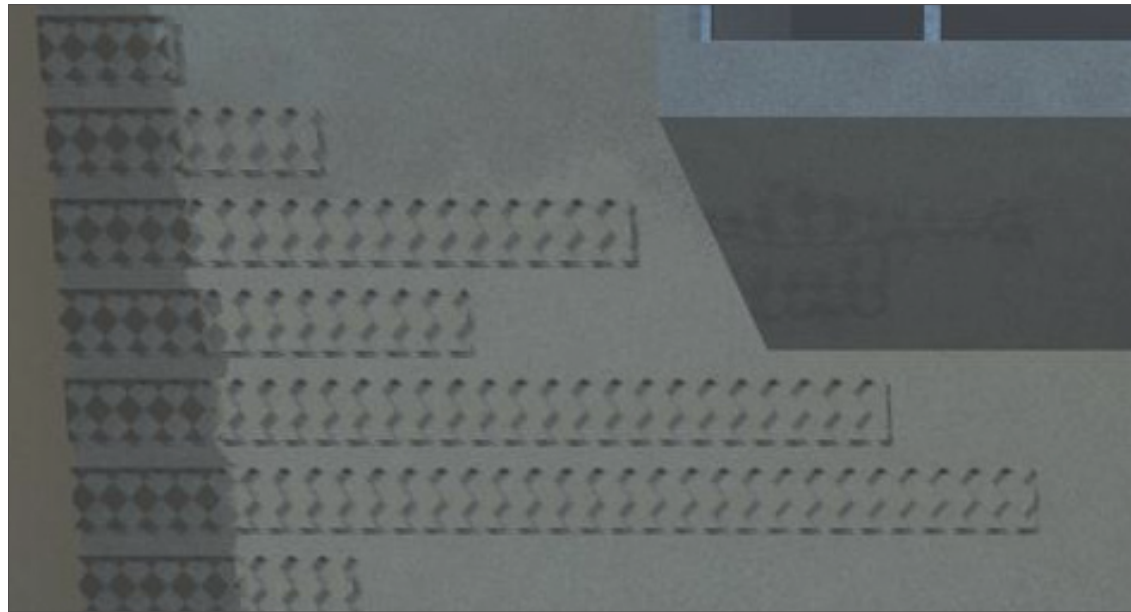
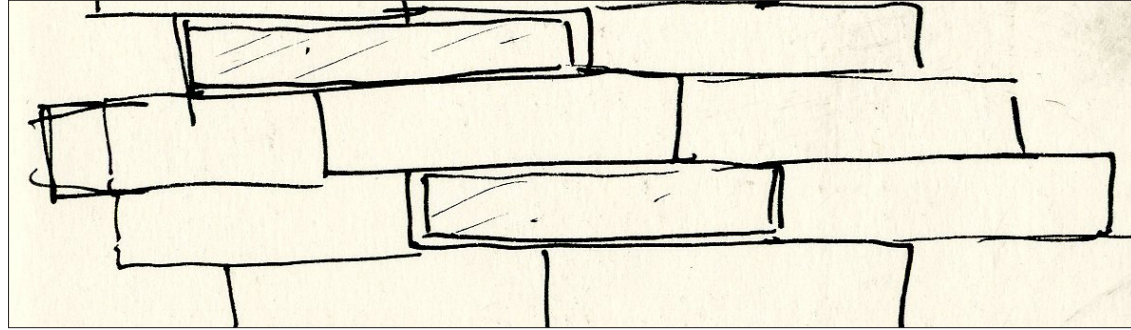


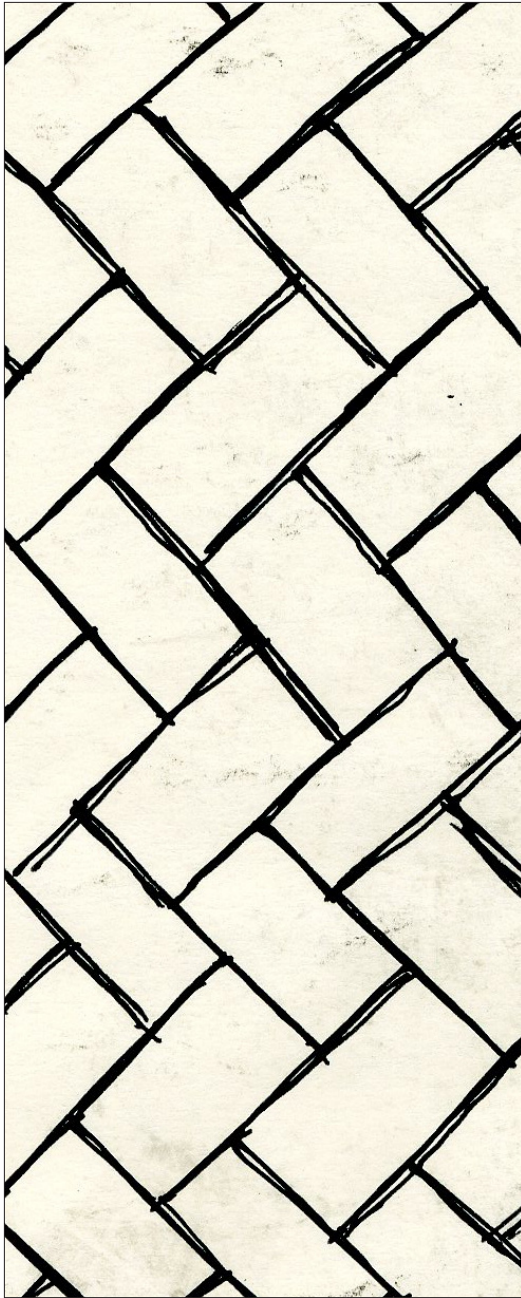
Juxtaposed by the existing buildings' brick facades and metal-trimmed windows, the addition features more industrial materials, giving nod to the rapid height growth of the city. Over-sized wide-flange beams, exposed pre-cast concrete slabs, galvanized steel banding and large sheet glass are used in non-traditional ways to showcase both the existing fabric of the city and the addition in the complex.





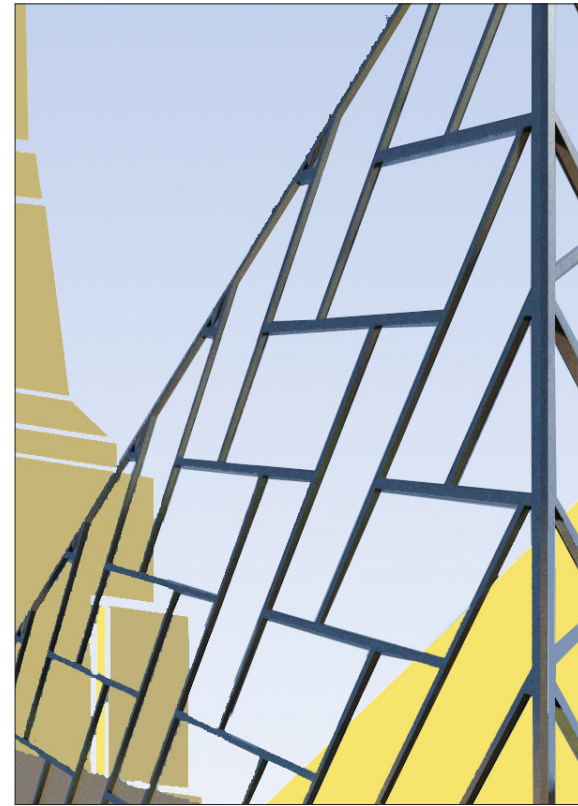
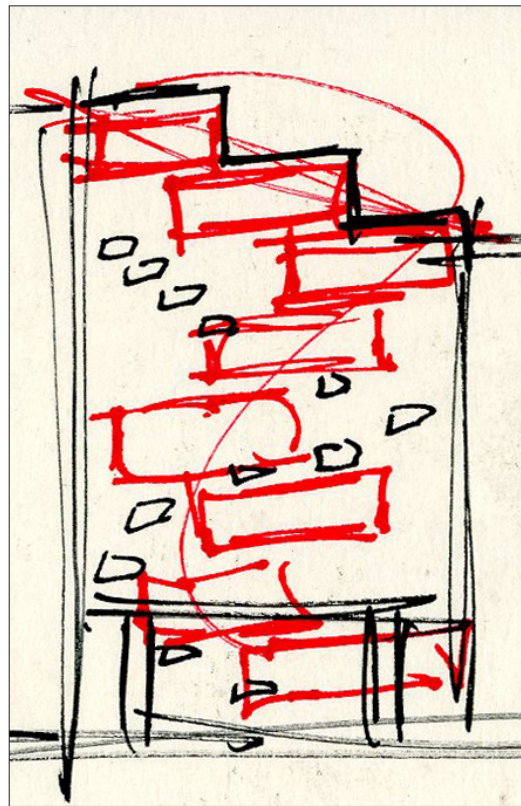
Though purely decoration, herringbone-punched metal bands clad both street facades and the interior courtyard's existing walls. The bands prove to create dynamic surfaces while connecting the exterior and interior. This traditional banding motif is borrowed from buildings in all corners of the district.

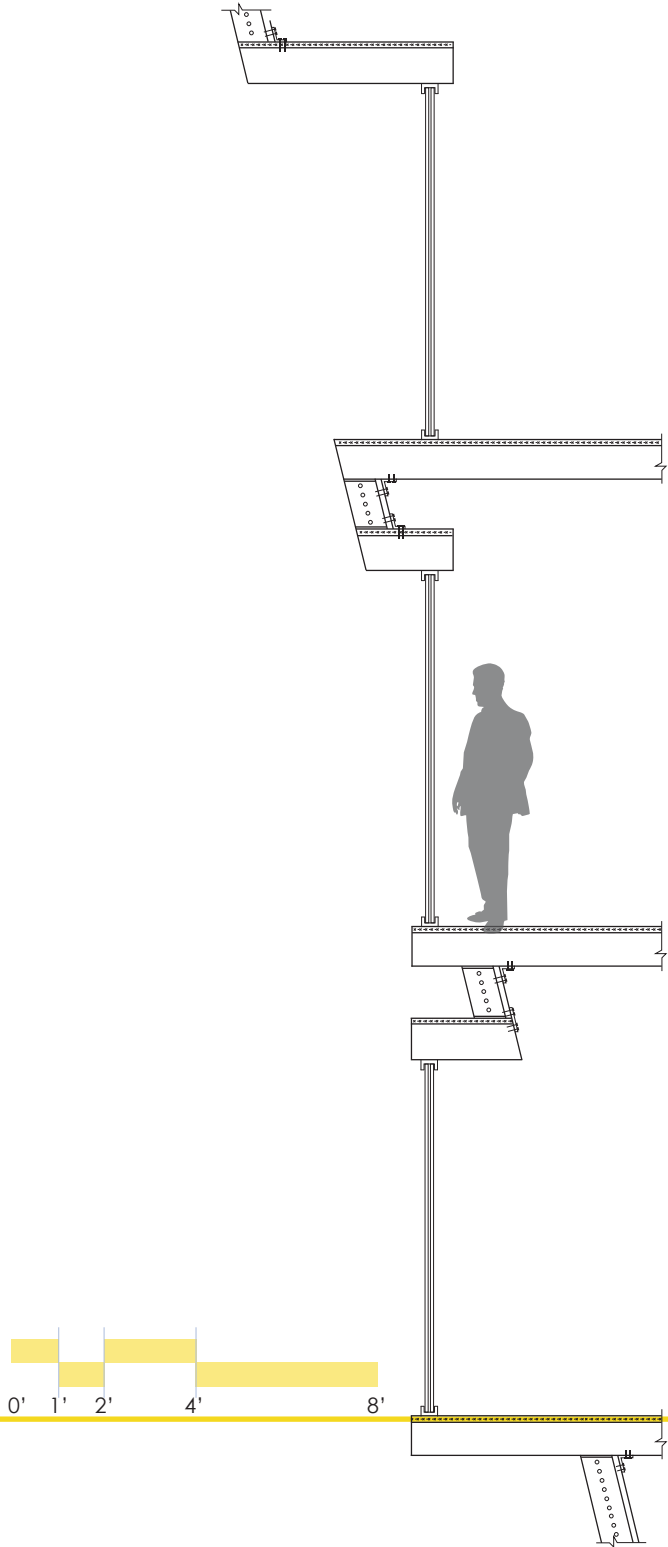




In homage to Gustafino's tiled ceiling at Ellis Island, the herringbone pattern makes an appearance in the metal banding cladding and glass bamboo courtyard. Though not iconic to just New York, the pattern is a strong tradition in the interiors of the city's buildings.

The course patterns of the bricks in the city's existing buildings creates a strong horizontal feel. The use of banding emphasis this tradition while juxtaposing the general verticality of the surrounding city.





Wall Detail

QUESTIONS?

Thank you

