The project is the result of a wind tunnel effect created on site.
The Pillsbury A Mill site is on the list of endangered historical buildings. The site itself is one of the last ruins of what was once an entrepreneurial area. There have been multiple instances where renovation plans have come and gone. Now one building is considered viable. The building, coined the “White Silo,” offers much more than previously thought.

The remnants of a once prosperous enterprise is left to question its future. With a modestly sized Business Model Incubator, the project will provide a contrast and a start to the surrounding area.

The building is left intentionally small to create a contrasting scale to the surrounding buildings. It serves as a reminder of how unique the site is. The location should be taken to be granted as it is one of the last of the original milling sites along Saint Anthony Falls.

An idea was generated by the wind tunnel effect that is unique to the site. This man-made anomaly was the driving force that influenced the design process. The approach was made possible by the use of stop motion photography.