Variations on a Building | INCUBATION
Two studios propose adaptive reuse of the Historic Kennell-Ellis Building

IARC 484/584
Cunningham

PROGRAM:
Business incubators are a growing phenomena. Aimed at providing help to start-up businesses, they represent an emerging interest in generating a “sharing economy.” Tapping into the momentum of this movement, this studio proposes the development of a food incubator in Eugene’s Kennell Ellis Building. This food co-working space will provide support and shared resources for start-up food entrepreneurs, educational opportunities for food lovers, and a creative hub for the community. The intent of this shared-use space is to provide people with tools, equipment and space that they might not otherwise be able to afford. Included in the program will be shared kitchens, a workshop and lecture space, a small retail space and accommodation for guest chefs. Importantly, this studio will explore how to create a dynamic space that fosters exploration and the “hatching” of new ideas.

BUILDING:
Built in 1947, Eugene’s Kennel-Ellis Studio Building stands on the corner of Willamette Street and 13th Avenue. With its strong horizontal focus, smooth, continuous lines and rounded corners, this building is an excellent example of the Art Moderne style. Architect Robert Wilmsen, graduate of the UO School of Architecture and Allied Arts, designed this building. Originally a department store and a photographer’s studio the building has subsequently housed many different tenants, including a comic store, a hair salon, and a Sherwin and Williams paint store. Currently, large portions of this building lie vacant. Reinventing this multi-use building as a Food Incubator will create a unified identity while still allowing for independent functions.

OBJECTIVES/METHODS:
This adaptive re-use project will require a rigorous analysis and response to existing building style, structure and fabric by both studios together and separately. Scope and scale of building intervention will vary with student expertise and level in IArch or Arch. program.

Program development is a critical element of this studio. Students will work in teams to develop alternative detailed programs based loosely on existing food incubators. First person interviews and studio tours will supplement program development.

Conceptual design will focus on unifying the building, strengthening internal and external connections and supporting community through an innovative use of space.

Visual and Spatial development will focus on strategic interventions, new and old, parts and whole. Advanced students, will carry interventions into construction detailing.