

SOUNDS OF THE CITY

THE COMPLETE MUSICAL STORY

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VISION STATEMENT

Jackson Avenue will reinvent the energy of downtown by adding a creative buzz to this part of the city. Not only will it contribute to the life of the streets right around it, but it will also further develop the arts in Knoxville as a whole.

“Sounds of the City” will enrich the artistic environment being brought to Jackson Avenue by providing all of the necessary elements to become a successful musician. By combining all stages of music from production to performance, dancers, singers, and instrumentalists come together to form the new sounds of Knoxville.

Musicians of all kinds make new sounds by gathering, creating, and performing. In order to give people the opportunity to express themselves musically, a studio with all levels of creation and production must be available.

GOALS

A successful design will be an integral part to the Creative Circuit street plan and give people a place to learn, create, and truly experience music.

In attempt to unify music and contribute to the creative direction of Jackson Avenue, this project will:

- Bring a young, creative energy downtown
- Create an inspirational environment
- Establish a district for artistic development
- House instruments, equipment, and technology
- Teach people about instrumental software
- Provide musicians with recording space
- Combine all musical processes

People will have the ability to create their own music as well as experience other compositions.

PROGRAM ELEMENTS

Instrument Shop	8,000	nsf
Instrument Workshop	6,000	nsf
Music Technology Center	4,000	nsf
Recording Studios		
3 each at 500 square feet	1,500	nsf
Practice Rooms		
4 each at 100 square feet	400	nsf
2 each at 350 square feet	700	nsf
2 each at 600 square feet	1,200	nsf
Movie-Viewing Room/Recital Hall	4,000	nsf
Agency Offices/Record Labels		
3 each 1,500 nsf	4,500	nsf
Dance Studio	3,000	nsf
Total Net Square Footage	35,000	nsf
Total Gross Square Footage (125%)	41,875	gsf

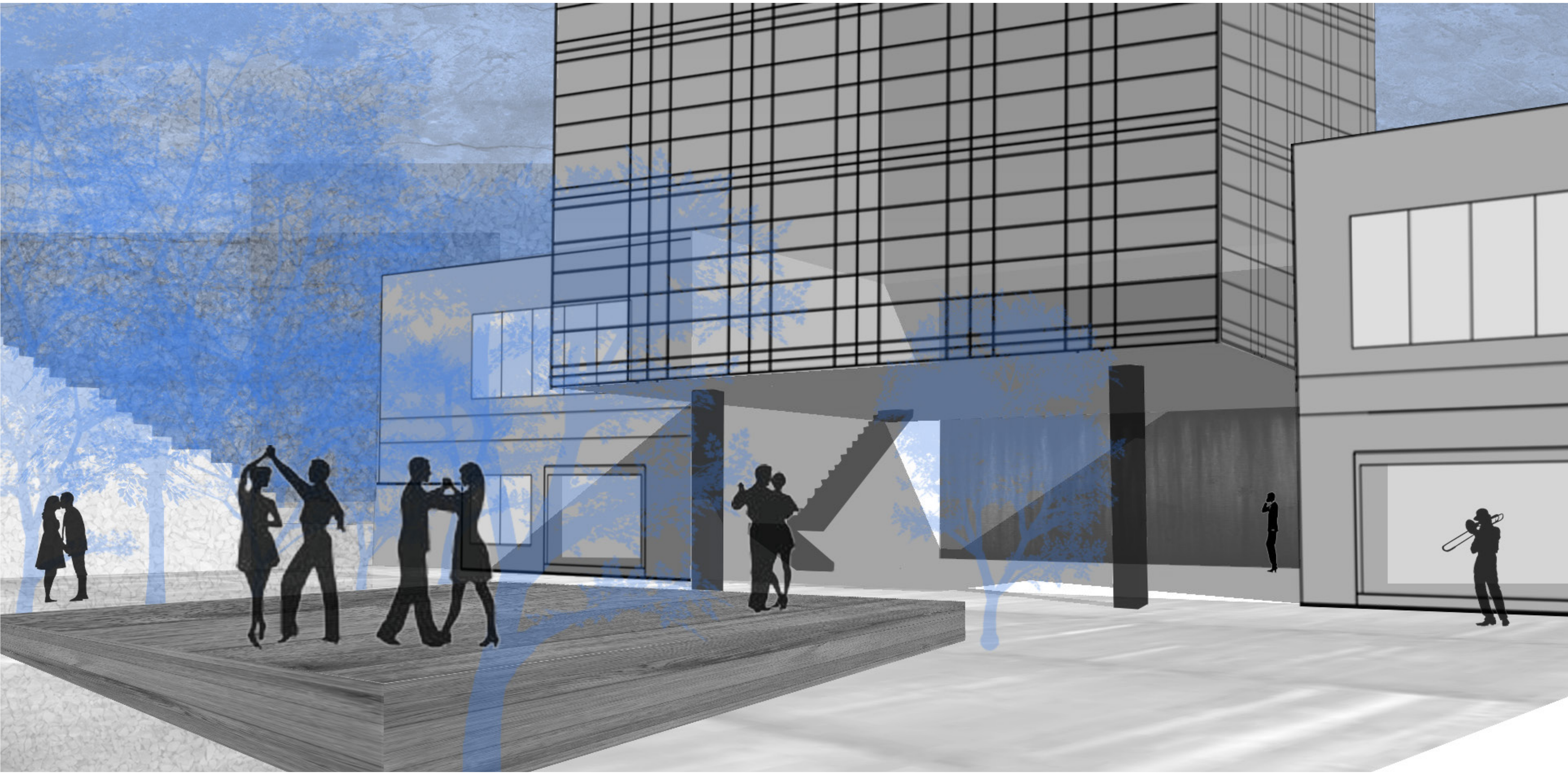
Exterior Spaces and Other Requirements
Outdoor Amphitheater, 400 people
Street Performance Areas
Piano Elevator, 15’ x 20’ minimum

DESIGN GOALS

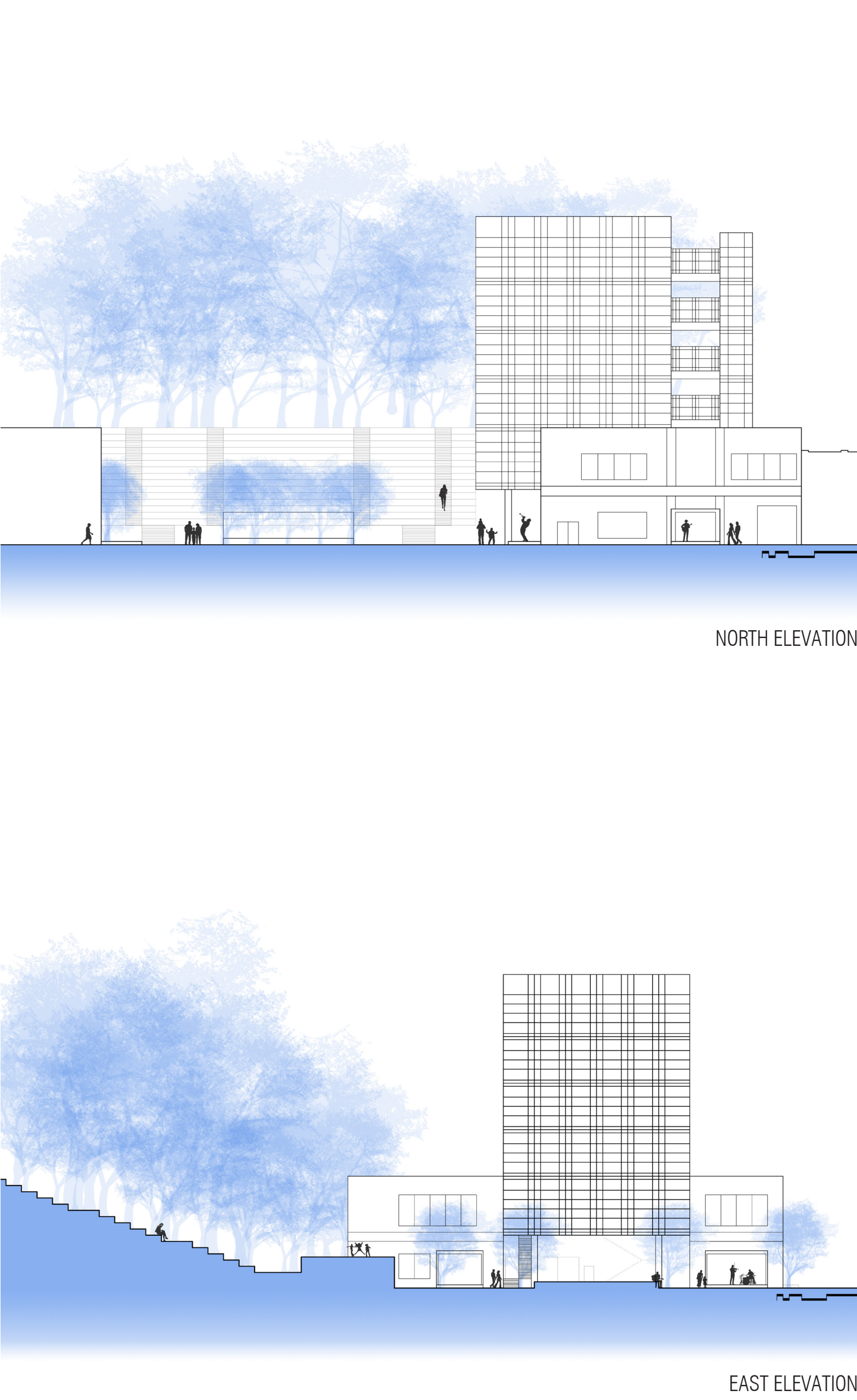
This design will draw in both members of the community and music professionals by having a broad span of activities and a variety of spaces. More general needs will be on the lower floors and will be more available to the public whereas musicians can focus more on their needs on the upper floors. It will also keep musicians in one building instead of having to constantly move from office to office.

Bringing the general public into the building requires general spaces to be easily accessible. Because of this, the lower floors will include the instrument shop and the dance studio. The deeper into the music industry the program of the space, the higher that space is in the building.

This project also exemplifies the music industry already present in Knoxville and expand its reach to make Knoxville a much more important city in the music industry.

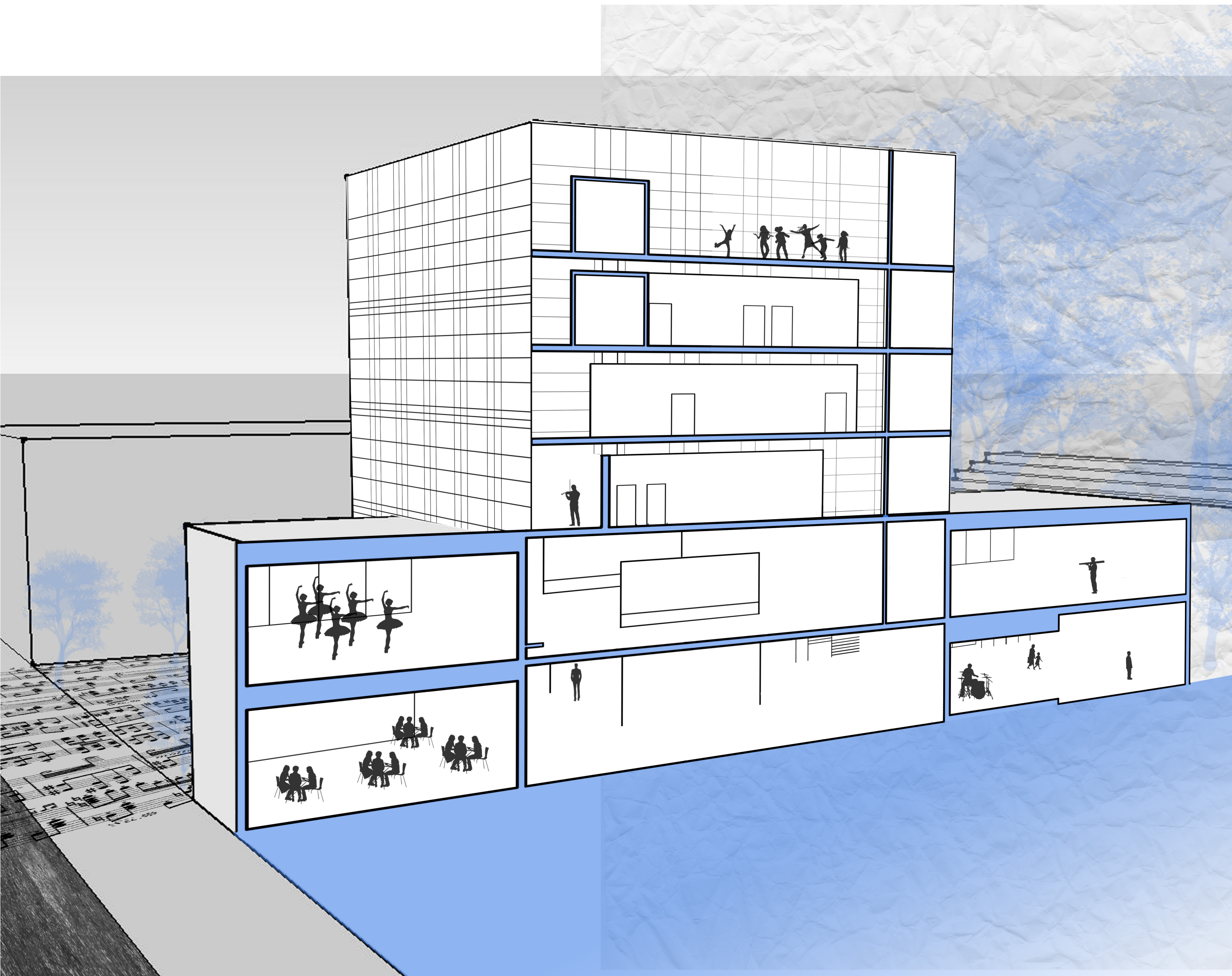


PERSPECTIVE VIEW OF THE PLAZA

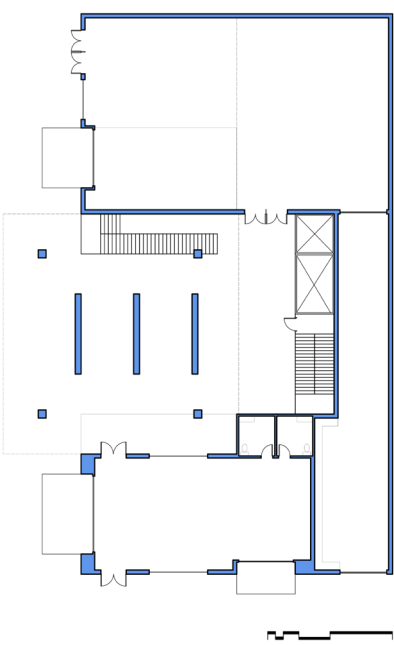


NORTH ELEVATION

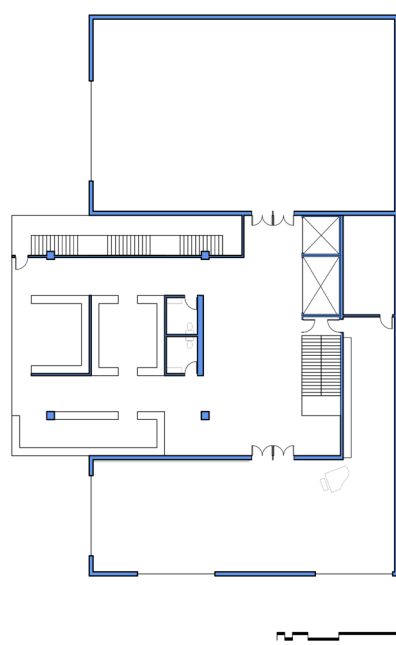
EAST ELEVATION



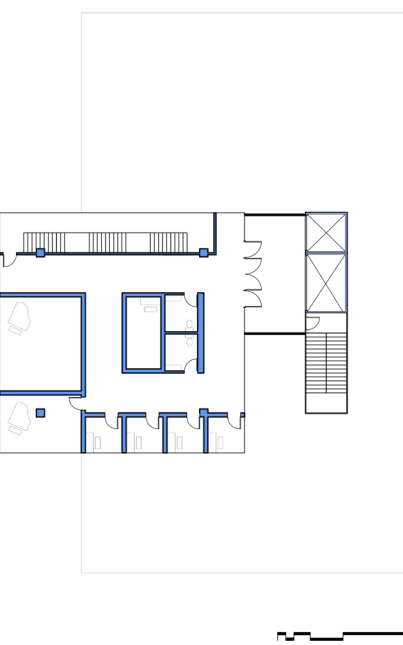
PERSPECTIVE SECTION OF PROGRAM FLOORS



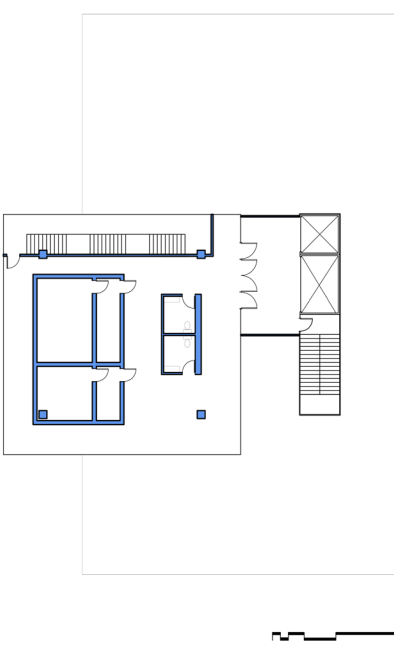
FIRST FLOOR PLAN



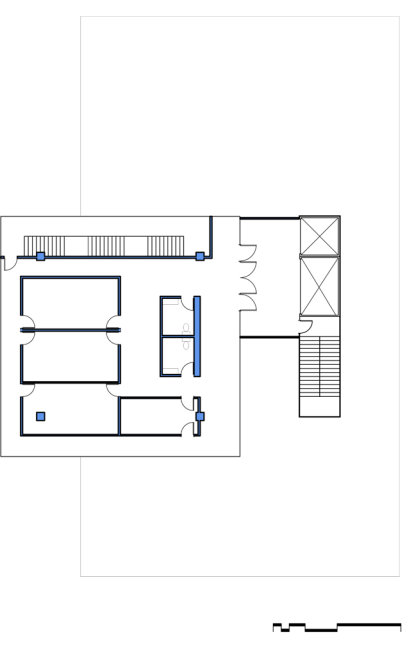
SECOND FLOOR PLAN



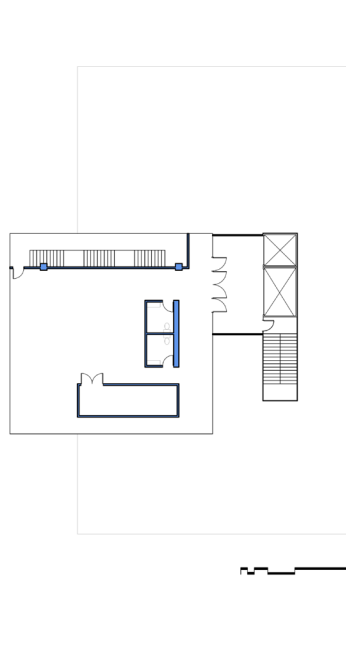
THIRD FLOOR PLAN



FOURTH FLOOR PLAN



FIFTH FLOOR PLAN



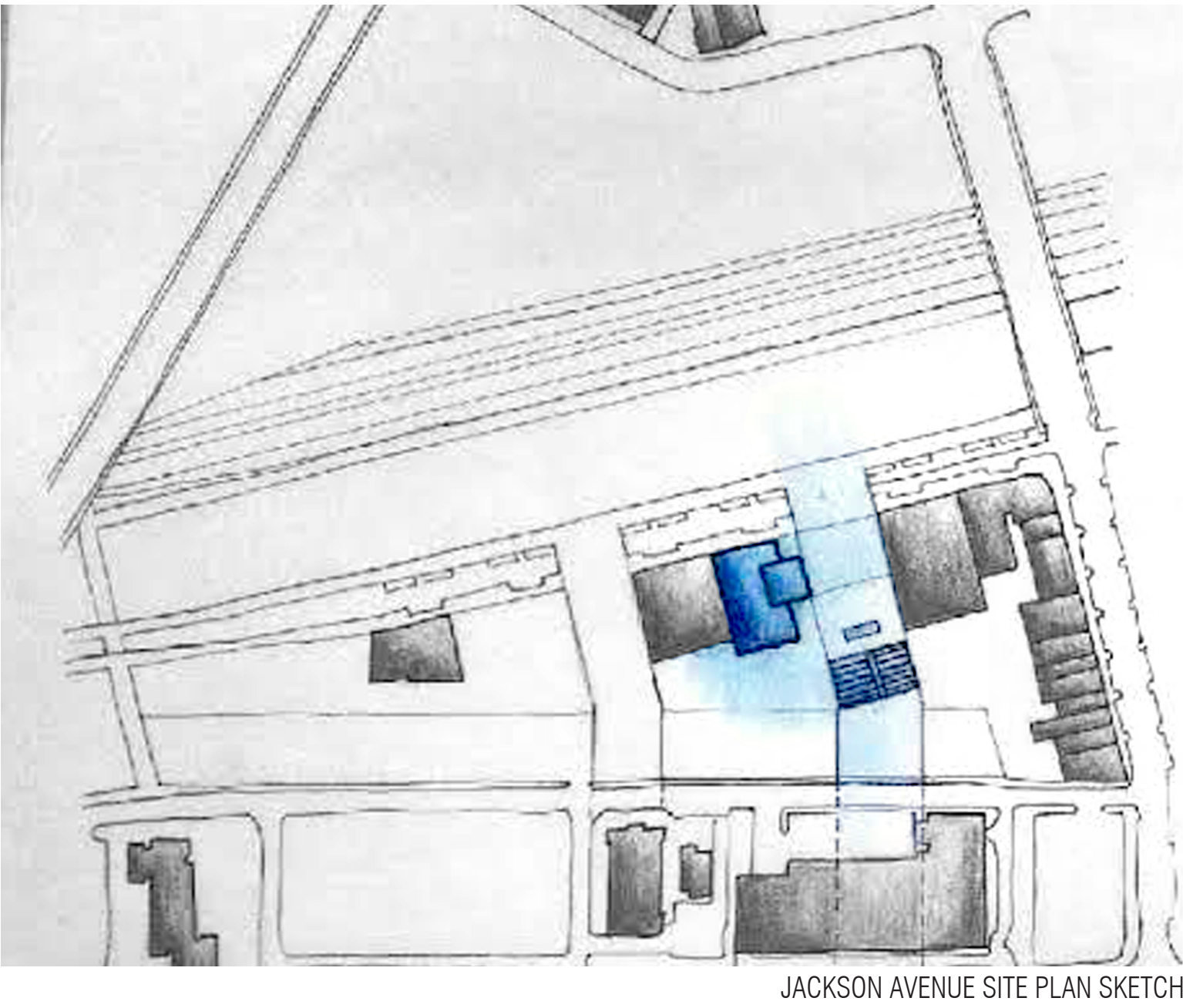
SIXTH FLOOR PLAN

CONCLUSION

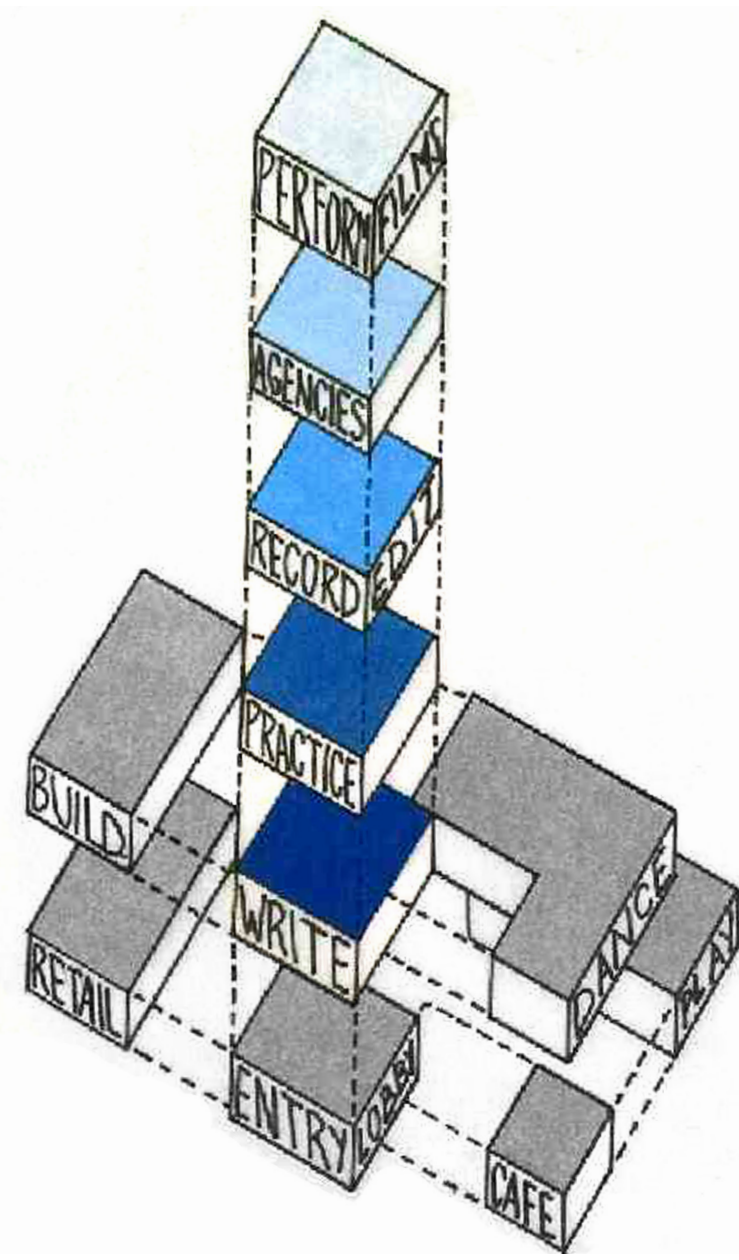
In all, this project managed to provide all people with an interest in music with somewhere to go to experience it. Activities based in all parts of the music industry can combine in the building to create a new energetic atmosphere. Even just walking by on the street, music will be heard on the outdoor stages and through the windows of the building. This may give artists of all kinds, not just musicians, inspiration for new projects and ideas.

The public will be able to see concerts at the amphitheater and instrument shop. People will also be able to eat at the cafe or take classes in the dance studio. Professional and aspiring musicians are able to use each part of the space and progress in their field. They have places to learn new music, practice their instruments, and perform their final products once they have accomplished their goals.

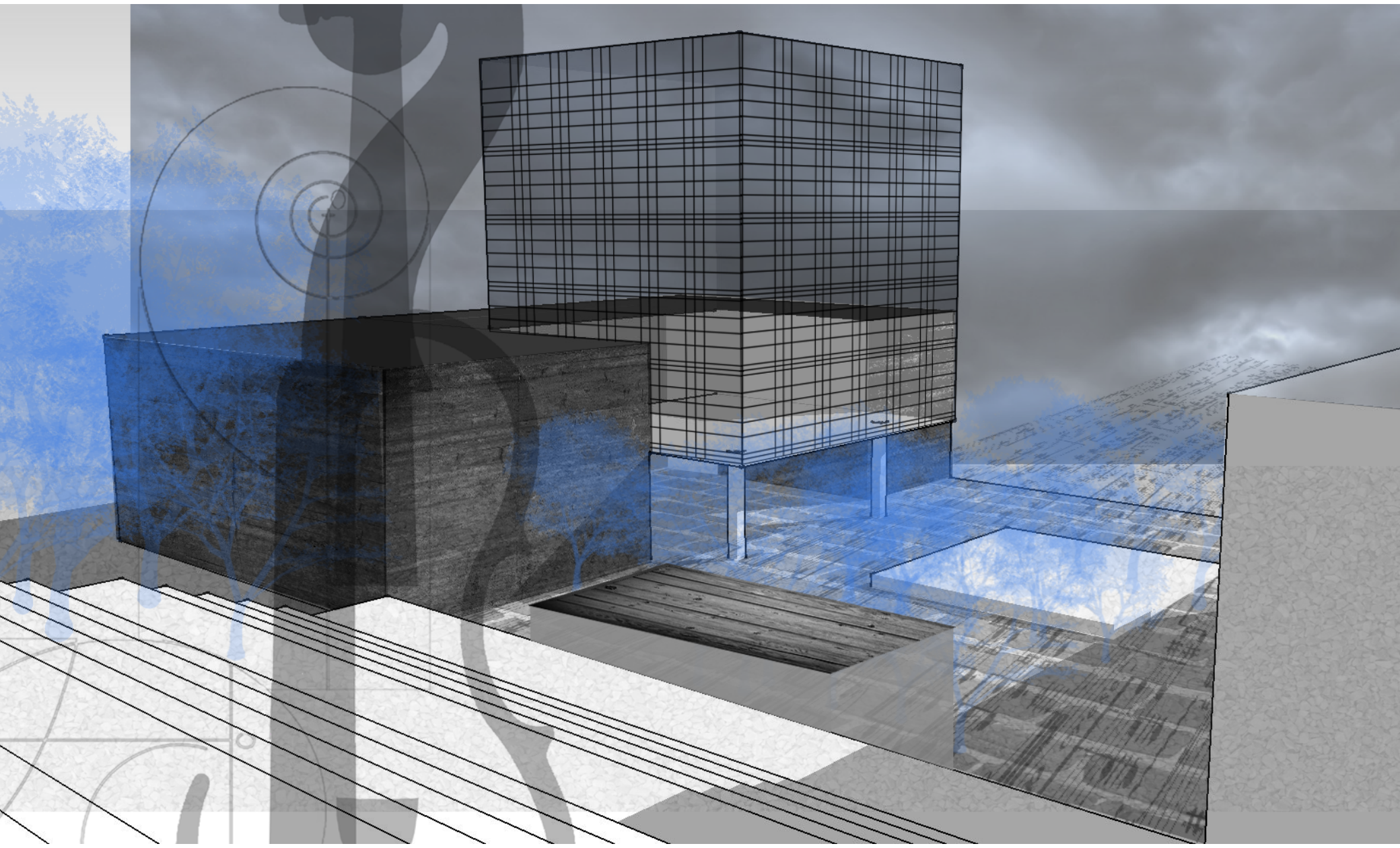
This building becomes a focus for the music industry in Knoxville and allows existing programs a place to meet for collaboration and new ideas. Because of the constant activity on the planned revitalization of Jackson Avenue, music will continue to be part of the life of the city, and this project can be the center of it all. By combining all experience levels, genres, and events, the “Sounds of the City” will always be heard here in this building.



JACKSON AVENUE SITE PLAN SKETCH



PROGRAM DIAGRAM SKETCH



PLAZA MONTAGE PERSPECTIVE