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 fully 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                  | 1,500 nsf |
| Practice Rooms                      | 1,500 nsf |
| - 4 each at 300 square feet        | 1,200 nsf |
| - 2 each at 600 square feet        | 400 nsf   |
| - 2 each at 900 square feet        | 700 nsf   |
| Movie Viewing Room/Recital Hall     | 4,000 nsf |
| Agency Offices/Record Labels        | 4,000 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 show 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 expands its reach to make Knoxville a much more important city in the music industry.

CONCLUSION

In all, the project managed to provide all people with an interest in music with ways to go experience it. Activities based in all parts of the music industry can combine in the building to create an 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 and performances at the amphitheater and instrument shop. People will also be able to rent 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 to meet for collaboration and new ideas. Because of the constant activity on the planned revitalization of Jackson Avenue, music will continue to be a part of the life of the city, and this project can be a part of it all. By combining all experience levels, genres, and events, the “Sounds of the City” will always be heard here in this building.