Ballpark and Community
SEGD Summer Workshop
Kent State University
June 18-29, 2007
Project
SEGD Summer Workshop
"Ballpark and Community"
070629
Designers
Carrie DeRamo  Suzanne LeVandowski
Jen Maxwell  Ricky Salsberry
Natalie Pauk  Ryan Unger

Mark District
Interstate
Primary Roads
Secondary Roads
Parking Garage
Parking Ground
Jacobs Field
Quicken Loans Arena
Market Park

Pedestrian Paths
VEHICULAR

Highway

Direct to nodes and landmarks
VEHICULAR

Highway

Downtown

Direct to nodes and landmarks

Define districts and landmarks within
VEHICULAR

Highway → Direct to nodes and landmarks

Downtown → Define districts and landmarks within

Districts → Direction to destinations and parking
VEHICULAR

Highway

Downtown

Districts

PEDESTRIAN

Kiosks

Detail District Map and District Information

Define districts and landmarks within

Direction to destinations and parking

Direct to nodes and landmarks

Define districts and landmarks within

Direction to destinations and parking
VEHICULAR

Highway

Downtown

Districts

PEDESTRIAN

Kiosks

Trailblazers

Direction to destinations and parking

Detail District Map and District Information

Directional / visual cues to desired destination

Direct to nodes and landmarks

Define districts and landmarks within
VEHICULAR

Highway: Direct to nodes and landmarks

Downtown: Define districts and landmarks within

Districts: Direction to destinations and parking

PEDESTRIAN

Kiosks: Detail District Map and District Information

Trailblazers: Directional/visual cues to desired destination

Market Park
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Districts

Direct to nodes and landmarks

Define districts and landmarks within

Direction to destinations and parking

PEDESTRIAN

Kiosks

Trailblazers

Market Park

Detail District Map and District Information

Directional / visual cues to desired destination

Detail gateway and stadium map along with story-telling and entertainment

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Large Vehicle Highway  Small Vehicle  Directory  Trailblazer  Digital Kiosk

Pedestrian Paths
Markets

Referencing the communal feel of markets
Markets

Referencing the communal feel of markets
Materials

Using translucent materials of various opacities to manipulate light across surfaces to create interesting reflections and views.
Architecture

Using references to the stadium architecture in large and small scales, integrating with the fabric of the existing conditions.
Sketches Market Park
**Sketches** Market Park studies
Vehicular

Jacobs Field
The "Q" Arena
Market Park

MARKET DISTRICT

THIS EXIT
Banner Signage
**Sign Specifications**

- Custom rectangular down-light
- Screen-printed perforated aluminum surface anchored to aluminum disk behind
- Screen-printed perforated aluminum surface
- 5" painted aluminum vertical poles
- Cage-mounted extruded text
- 5" thick painted aluminum platform
- 3" painted aluminum "cross-bracing"
- 1'-0" aluminum disk
- Painted aluminum base over direct-buried supports
Pedestrian Signage
Sign Family
Parking Garage Banner

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Market Park looking South from Eagle Avenue
Aerial view of Market Park facing North
View of digital media wall from under shade structures.
Multimedia

Digital media board uses:
- Display sporting events
- Entertainment
- Movies
- Advertisements
- Market District information
- Video projector for small venues
- Amphitheatre projection

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