

Imagining Penn Center – A Red Carpet for the White Collar Worker

A red carpet works as a metaphor that celebrates the importance of everyday life of ordinary people in the metropolitan area. The red carpet works in a series of moments that take the office worker thru an urban fabric that speak to the human scale. The term red carpet can be redefined to fit the new definition of accommodating desires and necessary activities for the modern office worker.

The project works at various **scales**: First, at an **urban scale**, it creates a marked passage way that connects visually and physically city hall with the rest of the Penn Center complex, it also adds mid-block crossings. At an **intermediate level** the carpet it's divided into three components. The left band is an express lane for those in a hurry and need to navigate thru people at peak hours. The band on the right is where all the filters and main program occurs, café, souvenirs shops etc. The middle band speaks at a **human scale**. Here, trees, benches and waste baskets are contrasted with the magnitude of the surrounding buildings, thus bridging a gap between the office and the urban life. This middle band also adds life to the downtown area by means of creating a narrow strip of green, shade and other living specimens.

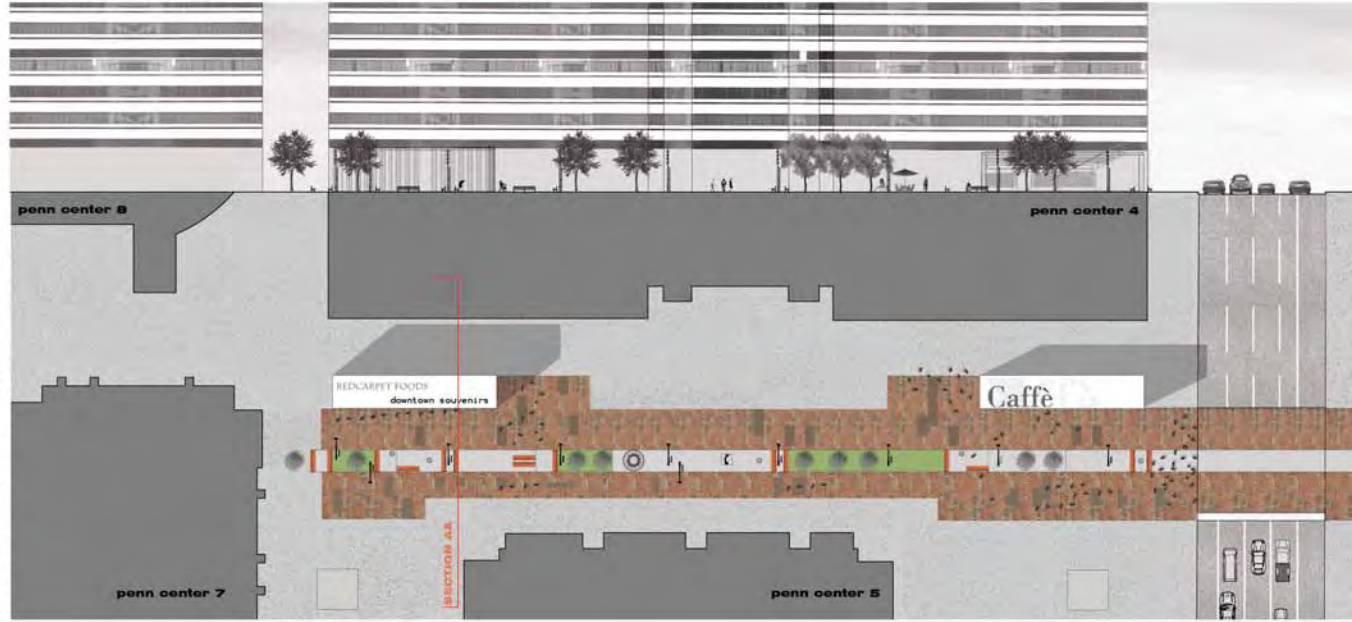
The program: The proposed program for Penn Center, envisions a multi-layered region, **regenerating the existing downtown identity with redefined small size typologies** and integrated landscape planning. The development concept further strengthens the working office by suggesting a variety of open space typologies and communication infrastructure enhancements. Overall the proposed vision advocates for a public oriented, sustainable, and economically viable development.

- Redcarpet foods | Downtown souvenirs, curbside foods, and the newsstand are designed to eliminated the urban decadence created by lunch carts, and small cornet newsstands. It also provides a greater range of services.
- The ticket master outlet **is a venue designed to** sell tickets at a convenient price and **act as promoting agent for the arts, culture and night life of Philadelphia**, it serves as an amplifier or loudspeaker of the local culture. This cultural filter has two distinctive features, first it accommodates a wi-fi internet café, and the second it has a wall of 40 ft by 30 ft that accommodates a series of small screens that display current events and ticketing information, that at night it lights up to create a mural of color lights.



ELEV - SCALE 1" = 20'

SITE PLAN - SCALE 1" = 20'



IMAGINING _PENN CENTER_

A RED CARPET FOR THE WHITECOLLAR WORKER

Moments

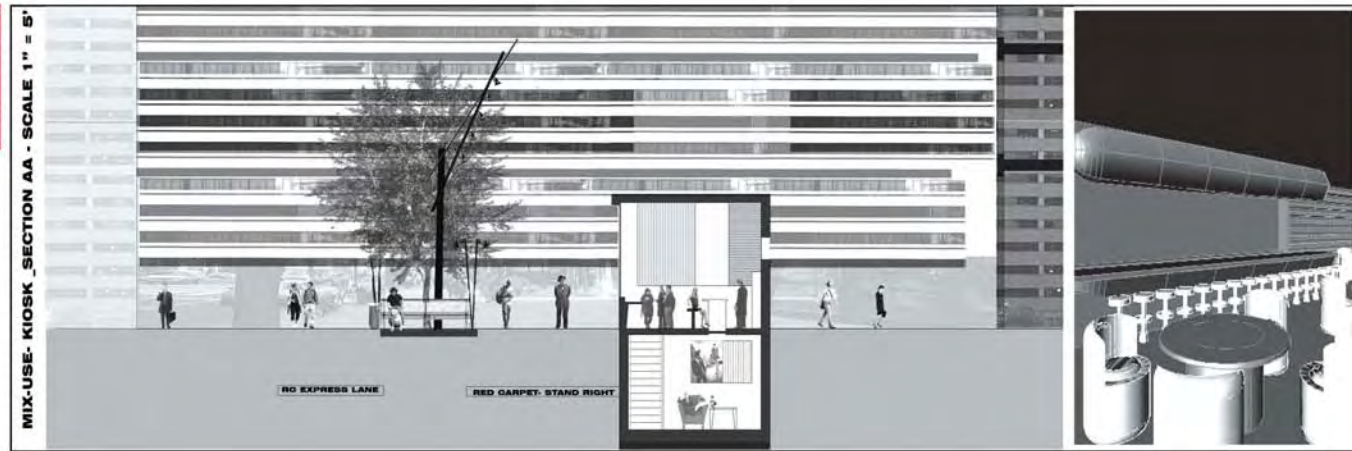
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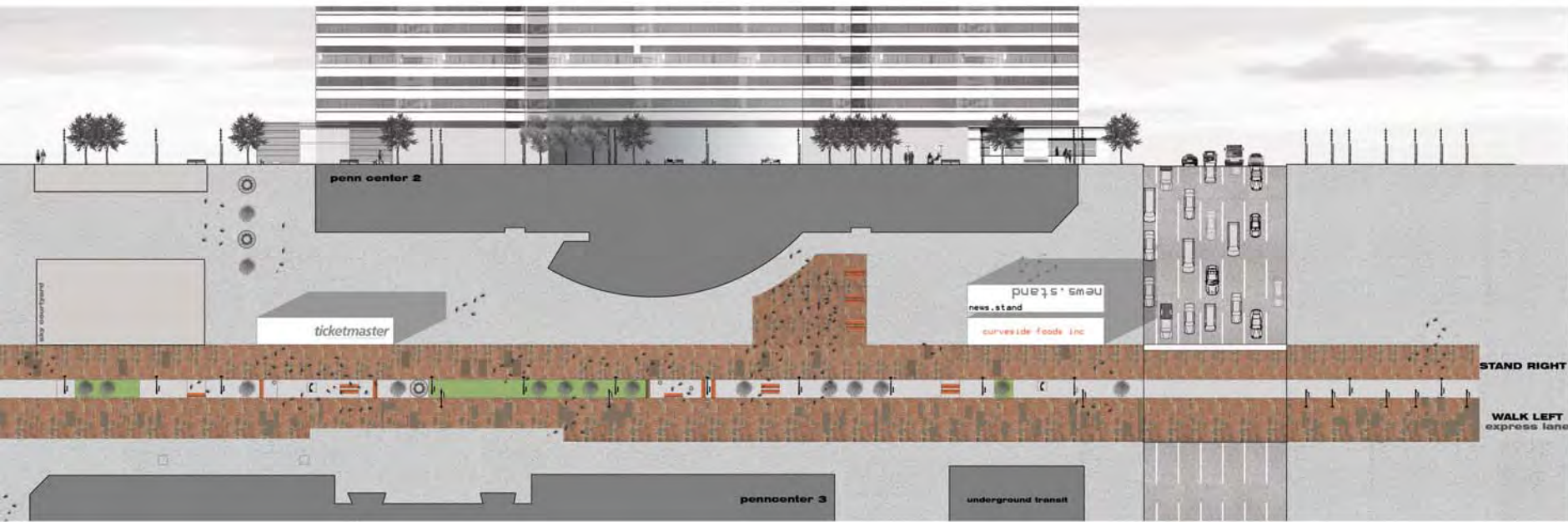
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