Intangible Qualities at 3north

Every property has a story just waiting to be discovered. Sometimes it's clearly visible, and sometimes it's hiding in plain sight.

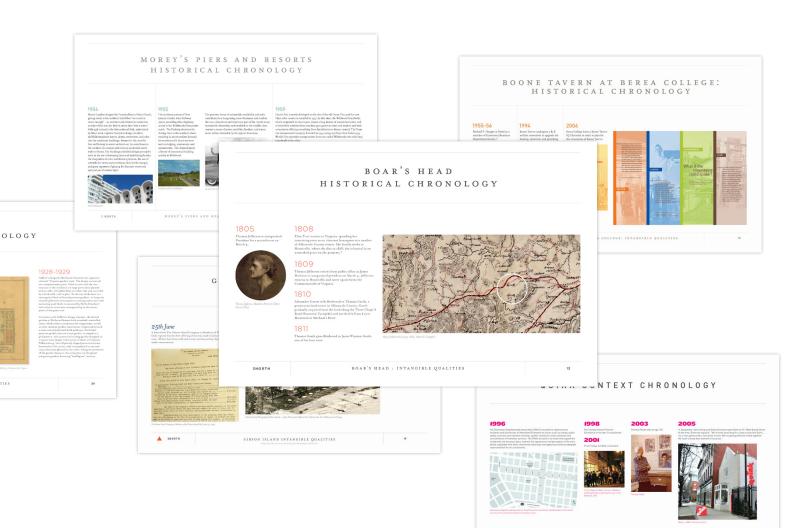


INTRODUCTION TO IQ

Envisioning and Storytelling. These words conjure up mythical goals: Vision. Mission. Consensus. Branding. Goals that merge time past and time future, idea and reality, memory and expectation. The old and the new.

3north's IQ process demystifies the work of envisioning by streamlining the development of a storyline and merging it seamlessly into the first phases of planning and design. IQ, an abbreviation for *Intangible Qualities* refers to inherent or intrinsic characteristics of a site, complex, or building that combine over time to form its distinctive sense of place or genus loci. IQ ensures that design decisions are based on authentic characteristics that emanate from the property, with the objective of preserving and enhancing inherent value, and strengthening an overall brand image. The goal is to create cohesive design with genuine character, and to develop a consistent identity with a strong, compelling integrity.

The IQ process merges in-depth research, design exercises, and visualization tools in three phases: IQ Discovery, IQ Charrette, and IQ Themes. IQ Discovery provides the Historical Chronology, an illustrated time line that chronicles the history of the property. IQ Charrette gathers owners, key players, architects, and designers in a seminar setting to clarify project goals. IQ Themes present essential characteristics into an IQ narrative. Finally, the IQ Study, a pattern book specific to the property, includes illustration and narratives of the first three phases, as well as IQ Palettes that present various aspects of design: the details of architecture, landscape, interiors, graphics, artwork, and branding. IQ Dashboards provide an overall vision of IQ Design.





PHASE I: HISTORICAL CHRONOLOGY

A property's history and context creates the basis for the IQ process. A clear, correct, and detailed history is the first step in creating an authentic story that will resonate throughout planning, design, and construction phases. Historical and archival research is compiled in a Historical Chronology, an illustrated timeline of events, ownership, changes over time, personages, styles, and traditions specific to the property; the completed Chronology begins to reveal the property's intangible qualities. The Historical Chronology serves as a basis, reference, and source of ideas for the subsequent development of storytelling, theming, conceptual design, and branding. The research phase discovers and compiles critical historic photographs, architectural and landscape drawings, primary source archival documents, and secondary sources, all of which will prove invaluable for future design and construction phases of the project, as well as for interpretation, exhibition, and artwork purposes.





PHASE II: IQ CHARRETTE*

The owners' mission, goals, and aspirations for development play an important part in the IQ process. The IQ Charrette, organized and facilitated by 3north, is typically a one or two-day, intensive, collaborative work session that harnesses the talents and energies of selected interested parties. Together owners, managers, operators, community leaders, and friends of the project work with designers and consultants to brainstorm, discover, and conceptualize the future of the project through a series of group, seminar-style activities. The Charrette is a critical phase in the IQ process; it serves to build group ownership, develop buy-in from disparate factions, extract nascent branding ideas, and begin the dissemination of the branding storyline.

^{*&}quot;Charrette" is a term used to describe an intense work effort expended by architects to meet a project deadline. This term originated at the École des Beaux Arts in Paris, where a "charrette," French for "cart," collected final drawings from students frantically putting finishing touches on their work.

BOAR'S HEAD PRIMARY CONCEPTUAL THEMES



THEME II

LEARNING FROM MR. TEFFERSON: The Academical Village and a

CHARACTERISTICS OF BOAR'S HEAD



Turkey True 5X Boor's Heads

PRIMARY CONCEPTUAL THEME I



THEME II

Hotel ledger books confirm the presence of U.S. Sexators and Presidents. James Ross. the symmat has assume reasonable, recording in whosen that standards relegation from Queen's Viscotal after its August Selb. Insilion, the abelianism Walter below when to Lincoth from Indiffed Springs soding, "Then are many principant politicism at the to Lincoth from Indiffed Springs soding, "Then are many principant politicism at the Springs who all agree that you will be on one IP recibions." The years Beet, solesing the sortion of a matter, Thaddens Stevens notround to the recent in July and August 855 to mouth 16 fefficial.

ret over two instances upon a content aprenig to to on the retor our instant, the cylend-chooses for America's chicken, from the most this to the soot powerful. In critical times the spon two certains, from the frection through the American Revolution, Down the Cell Wart brough the Cells Witt, the relimbed benginally of Beddied Springs housed America's leaders and played a part in sconling the struggles and edebrating the retirangles of the mation.

PR



CLASSIC AMERICAN DESIGN AT THE JERSEY SHORE: THE MOREYS, MID-CENTURY MODERNISM, AND MOTORING INTO THE WILDWOODS

in one of the happiest, most prospessus times in American history. The American Dream—the widespread aspiration of Americans to line better than the generation before there—had long been relegand to the collective effort that shephended the United States through the Great Depression and World War II. But, by the late 1950s, the American Dream was up for individualalired pursuit again - and Will Morey was ready to build it.

In 1940, amidst a post-war breasing abortage, Morey developed breibe homes in East Wildwood, and then set this sights on the future of Wildwood's ever-expanding beach. In short time, the Garden State Parksy soudig periods a client roate south to Feb Wildwood, Wilh panovar prosperity, a buly born in the making, and affendable antimatelless usualish to everymen, the firstly morary canadron was been. There was in angent need for seasile height; an America was

With the end of the war came renewed resources and new technologies that facilitated space exploration, and a worldly confidence that the moon was in reach took hold of America in explaints, and her wordled multi-shade her to more was in reaches that the form of the shade of Morey married lackye and honeymooned there. Conceived by Morris Laridus, who infused the pured down International style with an architectonic fantasy and graphic form, the design of the Fontainebles combined the functional and the fun—and Will and Jackye took note.

Dought a heavy of boardsons development in Ta. Wildroods, there was no looking back. The young cought-ball their fars made, upty amoud The France, in upp., and will it came new The pool times' mide of or the ear. while the building's Lepha, continuous concells belong some 'good times' mide of the ear. while the building's Lepha, continuous concells belong some ing not, and overscaled sign with enaberous graphics and other made a modernist statement. In faced stream-line form and function with dynamic lines and graphic persons. Others up parking a pacers at the pools per inserter accommodated the omnigressent automobile, that ubiqui-tous status symbol of toyloo prosperity and iconic, finantistic design. Will and Jackye's clean cut, financional, and streamlined style of causal edigence at this entry stage was epitomized by a sign

After hailding more motels in the lote soons. Will Mose methanial with Palmer Way In to global confidence of a new era - that served as the pandigm for glamorous, understated elegance in a beachfront setting when it opened in 1564. With a vertiable all glass lobby, es-pansive view of the pool and ocoan, and cutting edge modernist interiors, the Pan American's glassed design sleekly invited the sun, sand, and sea into the spane, chic interior. The motel mores. The motor limb brochure encapsulated the era's cluttlern optimism: "There has never been asyshing like the Pan Arserlican for Nober Iran in Wildwood.... The glaenour and ceed clegance, the bubbling friendlines of it all will Itarspoot you into an enchanting new world so fall of good times and happy people it will lowe you beathless with joy and anticipation." And, lineally on top of it all in the Pan American's spacious pertitouse. Will Morey would live out the American Dreams with his first priorities in life - Jacky, and his two young soes, Will, Jr. and lack - and a panorama of sand, sea, and the infinite horizon before him.

3 NORTH

MOREY'S PIERS AND RESORTS: INTANGIBLE QUALITIES

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more remarkable and relevant items waiting in records and archives...the only way to know the bast is to go there.

A SNORTH

PRIMARY CONCEPTUAL THEME 1

TRANSFORMATION OF THE SPIRIT: SPRINGS ETERNAL

The mineral waters at Bedford Springs flow today as they did over two centraries ago when the reserr originated, as they have from time insusemental, as they will for centraly. In facilitating the "taking of the waters" at Bedford's seem springs, Dr. John Anderson tapped into an elemental foce of manus and created a timeless lapsey.

The efficacy of the minoral water in Indelia Springs, as published chemical analyses, sometimedal, and must construct soften, more designed properties in the statements century. From the Indults used minoral water to provide a case or relieve symptoms, the allies of the openga spround a passion of second resources for devices. For those difficult with section physical alliences, the designed properties of the water. For those difficult with sections physical alliences, the designed properties of the water had transformative water. As that is providing orderfor and purp for these conviden-ing from these or suffering from traversus desiders," the scene relieved a lated of manufal analysis and whose the model and conveniences. For those who sugal recipies from city life, the location of the springs in a valley between two mountain ranges,
along a fivering corels with wedard banks, provided spiritual refsolutment in a dearnaic' spruce-laden site."
specified, For those swiking the great outdoors, walking sitcks waited in a stand by each
door, as if gestrating award the wooled, serpentine circuit that concerned the seven
For more than two or

large undergrennt beservir, and genes mished from delsa travision states and a format progression. As the contrary progression grain belonging were and a directed or quinterplane and a format of representation of the contrary progression. The contrary progression of the contrary of the

For more than two consuries, through an evolving scenario of landscape settings and forms, a diversity of building types, an assonabling assortment of cups, containers, and bottles, and an array of health regimens and treatments, the raises drive fire Belified Springs has remained the transfermative power of the springs eisenst.



PHASE III: IQ THEMES

IQ Themes provide an overall narrative tone and conceptual direction for the duration of the project in three intertwining storylines. Characteristics from the Historical Chronology (the past) are combined with ideas and aspirations expressed in the IQ Charrette (the present and the future) on a IQ Characteristics bubble chart, where they merge to reveal primary intangible qualities; these are developed into narratives that express the essence and key aspects of the property's story. The development and naming of IQ Themes, a critical part of the IQ process, provides the project's storyline, which is then applied to all disciplines and phases in the design process.





IQ PALETTES

The deliverable product of the IQ process is the IQ Study, a pattern book of images and elements unique to the property. In the IQ Study, Phases I through III – Historical Chronology, Charrette findings, and Theme narratives – are interpreted in IQ Palettes that provide an overview of specific design selections. IQ Palettes are created by designers, who translate conceptual IQ Themes into visual design forms, elements, and details. Arranged according to IQ Themes, the IQ Palettes typically include images of architectural fabric and forms, landscape design and materials, exterior and interior environments, exterior and interior colors, finish patterns, furnishings, fixtures, graphic motifs, type fonts, and artwork sources.





IQ DASHBOARDS & NAMING CHARTS

IQ Dashboards, which illustrate the project's overall design image, are organized graphically according to venue or space. The dashboards include slivers of images from each of the IQ Palettes, thus pulling the aesthetic of a particular space or venue into one holistic image. Each IQ Dashboard reveals, at a glance, proposed colors, architectural style, landscape, interior environments, interior furnishing and fixtures, artwork sources, and graphics. Taken together, the dashboards convey a conceptual image of the project's IQ design: visual continuity, brand expression, and design details that resonate with an authentic sense of beauty.

Included in the IQ Study is a "Naming the Experience" chart, which provides quotes and tag lines that suggest IQ copywriting tone for branding, marketing, and promotional purposes. Similarly, the "Naming the Venues" chart provides venue names based on IQ findings, including an explanation of name origin, history, and meaning.

PROOF POINTS

TOP TEN





GARDEN BASKETS



TAKE THE GARDEN WITH YOU Provide a tangible piece of Lewis Great for visitors to take with them whe A need toker that could be pia custode of the Garden or in a pi Gardenii, a build pin is the uffit the City of Sichmondi, a seed washing the Garden to the the community. Creatly when the community. Creatly when the profession of the community.



SENSORIUM



A FOOT IN THE GARDEN

PROOF POINTS

TOP TEN











MULTI-TIERED PRICING STRUCTURE

PROOF POINTS

POINTS



NATURE INTENALS



GARDEN TROI



. .



DEMONSTRATION KITCHEN

Create a demonstration kitchen





LEWIS GINTER BOOTS





charge for children (and even adults) visiting the Garden to encourage



NO RULES CAMPAIGN

Create signs or messaging that encourage exploration and interaction li.e. Please DO Walk are places to stay on the paths and observe from a safe distance.

rules. Identify places to break rules.



ACTIVE ZONES A VIRGINIA GARDEN

Create spaces within the Garden where visitors (both children and adults) can actively engage with different gardens.



Create a garden that celebrates Create a garden that celebrates and interprets the region/state's plant heritage. This could change seasonally and explore topics from both a social and herticultural tens. Topics could include local agriculture, Native American plant use, plants and the slavery/ plantation system, medicinal usage native plants, etc.

COMMUNITY CONNECTIONS

Continue to build connections with the community as collaborators instead of guestis. Create a presence in neighborhoods with signage campaign celebrating projects of collaborators. Seautiful RVA Loves This!" Ginter Urban Gardener

PROOF POINTS



- Caxille, 3+5Alic











SEASONAL/SOLSTICE EVENTS



Expand on existing Where is discinarily program. Continue hiding discinarily improgram to the flames and posting discinarial protos continue and posting the flames, offer prices around the archively of flames continued archively of flames post archives discing discinary. Make duptions discinare available for victors to still be home and thevel with to send pictures tack to the flander.



GRACE ARENTS STORY

ART IN THE GARDEN



PROOF POINTS

Proof Points are key action items that build upon the project's IQ Themes. Each Proof Point is an independent idea for a tangible project that is expressed and presented with a short accompanying narrative and precedent image in the final IQ Study. Proof Points are a direct reflection of specific ideas expressed by stakeholders throughout the IQ process that will enhance the project and serve as a tangible reflection of its intangible themes. Often the most meaningful Proof Points come from interesting discoveries made during the Historical Chronology phase of the IQ Study that are reimagined for the project's future. Proof Points represent a broad array of actionable ideas, ranging from experiences and programs to saleable and branded product lines. The commonality is that each Proof Point is a physical embodiment of the IQ Themes that are unique, tangible and easily understood by visitors.

HOSPITALITY

Bedford Springs
Belfield House & Gardens
Berry Hill Plantation Resort
Boar's Head & Birdwood
Boone Tavern
The Carolina Inn
Gibson Island Clubhouse
James River Club House
Morey's Piers & Resort
Quirk Hotel
Wintergreen Resort

CORPORATE & CULTURAL

Bedford Springs Resort Partners
Berry Hill Plantation Resort Partners
Country Club of Virginia
Lewis Ginter Botanical Garden
Mango Salon
Martin Agency
Morey's Piers & Resort
Newland Communities
Science Museum of Virginia
Tuckahoe Creek Construction

UNIVERSITIES & SCHOOLS

Berea College
Sabot at Stony Point
UNC at Chapel Hill
University of Richmond
University of Virginia
Washington & Lee University

RESIDENTIAL DEVELOPMENT

Countryside Glen Ladysmith, Virginia Stony Point Green

IQ RESULTS & CLIENTS

IQ merges the storyline of the history and context of a property with the owners' mission, goals, and aspirations for development. The IQ process and product ensures that all future planning and design decisions will be carried out with a meaningful, consistent design vision.

3north's IQ process serves as the basis for additional services, from branding to marketing collateral, and from signs and way-finding to artwork. A brand, essentially an intangible entity, combines concept and idea, words and letters, images and icons, fonts and color. Because branding represents the essence of a property, 3north's IQ approach is branding at the highest, most authentic level. Corresponding marketing collateral flows naturally from the IQ process. 3north's IQ team has extensive expertise in graphic design and copywriting of marketing materials. IQ research and theming provides the basis for interpretive artwork, which serves to enhance the guest and user experience by reinforcing the property's story. Similarly, IQ-based sign and way-finding systems provide a key opportunity to build brand identity and convey storyline.

Time and again, IQ has served to entice owner interest, heighten guest and user experience, and differentiate a property as distinctive and unique within the marketplace.

The IQ charrette process yielded far more than we thought possible, and impressed even those participants with broad experience in national-level planning initiatives. We are delighted with the visionary and creative methods the team has used to help us imagine the Garden as a community hub, a regional treasure and a national attraction. I am not the least bit surprised that this top-caliber firm is being sought nationally and internationally for its vision and execution.

Shane Tippett Executive Director, Lewis Ginter Botanical Garden

The IQ Process is unlike anything I have experienced in my thirty years as an architect working for universities. We asked 3north to help us envision the best use for a recently acquired historic estate on the edge of campus. We began with the IQ Process, which proved to be not only thought provoking and stimulating, but a very practical way of getting a diverse group to focus on a design problem. Our project, now a guesthouse and event center, has been a tremendous success. I credit 3north and the IQ Process with getting us to this point.

Tom Contos, AIA University Architect, Washington and Lee University

We are very pleased with The Carolina Inn renovation. We received rave reviews from alumni and returning guests. They love the enhancement of the connection to the University in particular. We have achieved our goals of having a product that is much more sustainable and reflects the history of the University. The IQ process was integral to achieving these goals.

Carolyn Elfland Associate Vice Chancellor, The University of North Carolina at Chapel Hill

