



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.

CHARACTERISTICS OF BOAR'S HEAD

BUILDING MATERIALS

ARCHITECTURAL PRECEDENT

REGIONAL CULTURE

BOAR'S HEAD TRADITIONS

LANDSCAPE SETTINGS & FORMS

BOAR'S HEAD ACTIVITIES

RESEARCH & DESIGN

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.

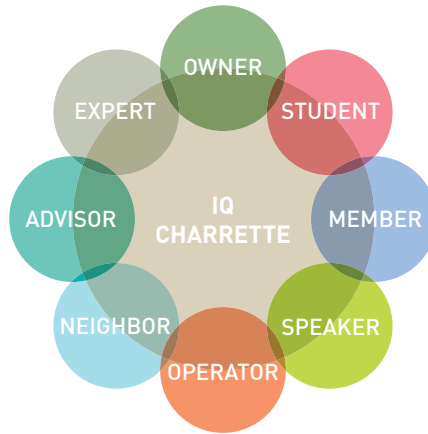
The IQ process merges in-depth research, design exercises, and visualization tools in three phases: IQ Discovery, IQ Charrette, and IQ Themes. IQ Discovery provides the Historical Chronology, an illustrated time line that chronicles the history of the property. IQ Charrette gathers owners, key players, 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.



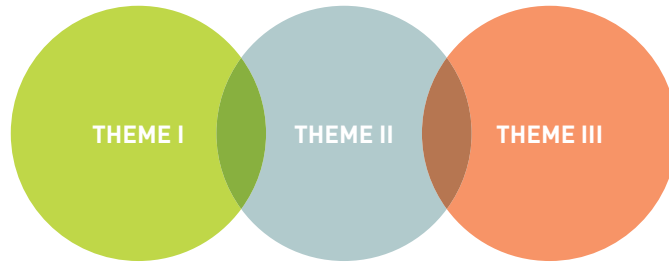


PHASE II: IQ CHARRETTE*

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.

**"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.*

For more than two centuries, through an evolving scenario of landscape settings and forms, a diversity of building types, an astonishing assortment of cups, containers, and bottles, and an array of health regimens and treatments, the raison d'être for fluted bottles has remained fairly constant: to store, protect, and deliver liquid.



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.

[illegible]

3 NORTH

BEDFORD SPRINGS

3 NORTH

MOOREY'S PIERS AND RESORTS: INTANGIBLE QUALITIES

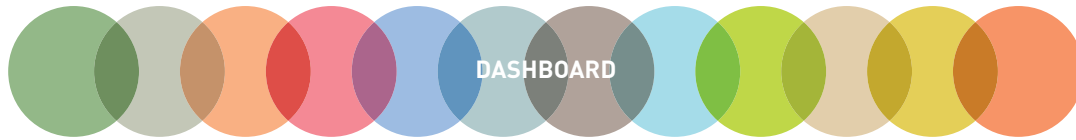
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TANGIBLE QUALITIES

59

A collage of images representing various interior design styles and elements. From left to right: a black and white checkered pattern, a wall with multiple American flags, a lamp with a textured shade, a fireplace with a wooden mantel, a blue wooden chair with a lattice back, and a modern living room with a large window, a blue sofa, and a beige armchair. The word "GENERATIONS" is written vertically in white capital letters on a dark background in the center.

GENERATIONS



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 TENBRANDED LEWIS GINTER
FOOD AND BEVERAGE

These items would be both on and off site. Food and beverage on site at the Garden could be created from items grown in the Garden. A variety of items, either sold, or as a branded could be sold on and off site, and the Garden could partner with outside companies to create other options (e.g., beer, food, etc.).



GARDEN BASKETS

Themed baskets would provide the tools and materials to different garden experiences. Baskets could also be used to display, promote, or sell items, such as seed packets, plants, garden tools, etc.



TAKE THE GARDEN WITH YOU

Provide a tangible piece of the Garden for visitors to take with them. A seed packet could be sold or given away. A small potted plant could be sold or given away. A small potted plant could be sold or given away.



SENSORY

Help visitors explore the Garden.



A FOOT IN THE GARDEN

Help visitors explore the Garden.

PROOF POINTS

PROOF POINTS
TOP TEN

YTZEACH

Help visitors explore the Garden.



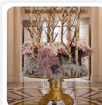
BOTANICAL BOOST

Help visitors explore the Garden.



MULTI-TIERED PRICING STRUCTURE

Help visitors explore the Garden.



BOTANICAL BOOST

Help visitors explore the Garden.



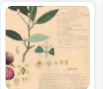
MULTI-TIERED PRICING STRUCTURE

Help visitors explore the Garden.



NATURE JOURNALS

Create a journal for visitors to use to record their observations and experiences in the Garden. The journal could be used to record observations and experiences in the Garden.



BOTANICAL ART COLLECTION

Create a collection of botanical art for visitors to view and purchase. The collection could be used to promote the Garden and its mission.



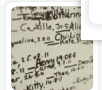
GARDEN TROLLEY

Create a trolley for visitors to use to transport their observations and experiences in the Garden. The trolley could be used to transport observations and experiences in the Garden.



GARDEN LIFESTYLE

Create a lifestyle guide for visitors to use to explore the Garden and its mission. The guide could be used to explore the Garden and its mission.



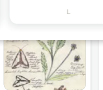
GROW WITH THE GARDEN

Create a guide for visitors to use to explore the Garden and its mission. The guide could be used to explore the Garden and its mission.



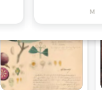
LIBRARY BOOKS

Create a library of books for visitors to use to explore the Garden and its mission. The library could be used to explore the Garden and its mission.



NATURE JOURNALS

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GARDEN TROLLEY

Create a trolley for visitors to use to transport their observations and experiences in the Garden. The trolley could be used to transport observations and experiences in the Garden.



SEASONAL/SOLSTICE EVENTS

Create a series of events for visitors to use to explore the Garden and its mission. The events could be used to explore the Garden and its mission.



NEIGHBORHOOD GARDEN

Create a neighborhood garden for visitors to use to explore the Garden and its mission. The garden could be used to explore the Garden and its mission.



STICHMAN

Create a series of events for visitors to use to explore the Garden and its mission. The events could be used to explore the Garden and its mission.



GRACE'S STORY

Create a series of events for visitors to use to explore the Garden and its mission. The events could be used to explore the Garden and its mission.



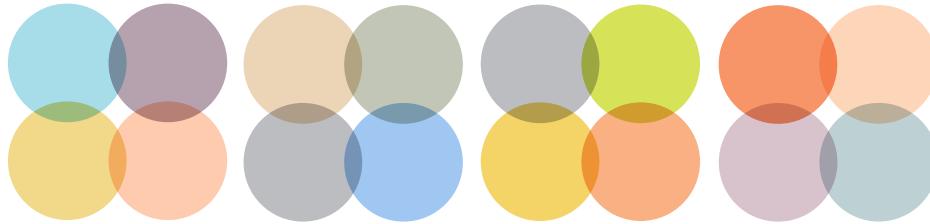
ART IN THE GARDEN

Create a series of events for visitors to use to explore the Garden and its mission. The events could be used to explore the Garden and its mission.



SEED PRESERVATION

Create a series of events for visitors to use to explore the Garden and its mission. The events could be used to explore the Garden and its mission.



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 reimaged 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 Tippet 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



www.3north.com