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The Company: Carnival Urbanism for Shrinking Cities

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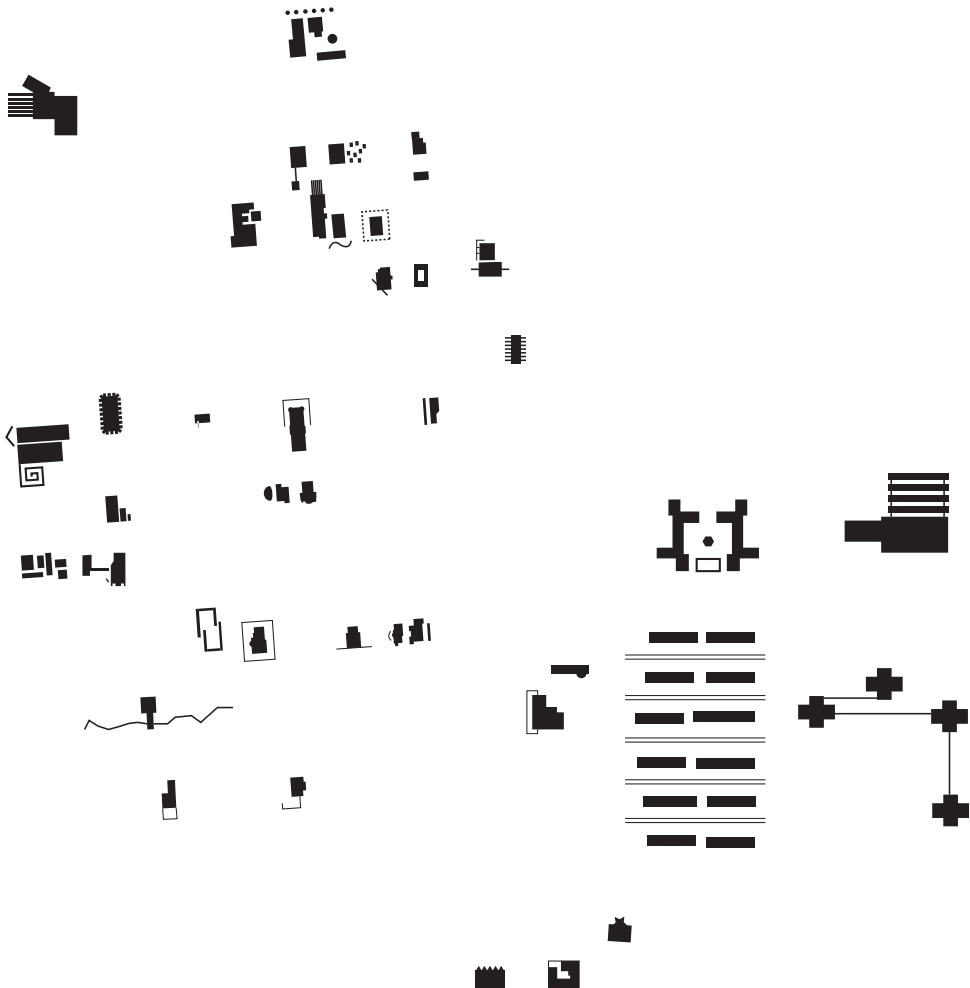
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the Company.

carnival urbanism for shrinking cities.

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Syracuse University
School of Architecture
Spring 2011



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THE COMPANY

CARNIVAL URBANISM FOR SHRINKING CITIES

THE COMPANY is a neighborhood syndicate — a group of individuals and organizations that collectively promotes urbanity in shrinking cities. Based on the American traveling carnival, it stages an analogous creation of temporary urban conditions through four “carnival tactics” :

- 1. A guerilla-like appropriation of residual spaces within the public zone.**
- 2. The implementation of new and much-needed programs.**
- 3. The creation of urbanity through intensities and thicknesses of events.**
- 4. The possibility of lingering program or infrastructure.**

THE COMPANY is a framework of urban intervention that seeks to stabilize shrinking neighborhoods through a large number of small-scale, temporary occupations of vacated buildings. Its process of quickly phasing in architecture and program over time, through testing and experimentation, is preferable to the slow, top-down planning of large-scale, more permanent initiatives. Its identity is that of spectacle and pleasure. Its architects are designers, developers, planners, sponsors, event-holders and actors.

The historic neighborhood of Brush Park in Detroit, Michigan is the first testing ground for THE COMPANY's interventions. Its forty-four abandoned buildings will be adapted from post-industrial leftovers into catalytic nodes of community interaction. Their successes and failures will inform future COMPANY decisions about architectural form, program, site, business and pleasure.





01 The Old Red Cross Building
3510 Woodward Avenue

ORIGINAL USE : American Red Cross Regional Headquarters

CURRENT USE : Storage

MATERIALS : Brick, Aluminum

BUILDING STORIES : 1 + 2 + 3

SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 New American Red Cross Building / Bonstelle
 Theater / Temple Beth-El

NOTES :
 Competes with the New Red Cross Building
 directly adjacent. Features six garage doors.



02 The FINE ARTS Building
2952 Woodward Avenue

ORIGINAL USE : Art Gallery / Theater

CURRENT USE : Sign Board

MATERIALS : Brick / Stone

BUILDING STORIES : 2

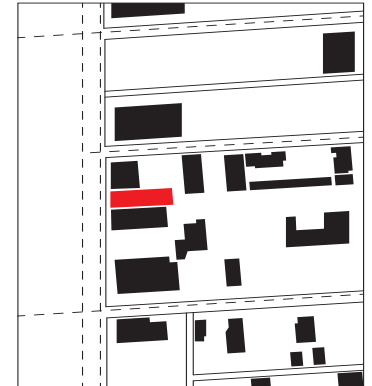
SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 The Red Band Building / ACLU / Zaccaro's Market
 / The Heidelberg Project

NOTES :
 The fine arts marquee is the most empty part of
 the empty fine arts building.





03 The Red Band Building 2944 Woodward Avenue

ORIGINAL USE : Offices
CURRENT USE : Crosswalk Terminal
MATERIALS : Brick / Stone
BUILDING STORIES : 3
SITE LOCATION : Middle Lot
SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 The FINE ARTS Building / ACLU / Zaccaro's Market / Ecumenical Theological Seminary

NOTES :
 Crosswalk passersby use the facade's overhang as shelter from snow and rain.



04 The Urban Living Building 175 Watson Street

ORIGINAL USE : Mid-Rise Residential
CURRENT USE : Urban Living
MATERIALS : Brick / Stone
BUILDING STORIES : 3
SITE LOCATION : Middle Lot
SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 The Red Band Building / ACLU / The Heidelberg Project / Ecumenical Theological Seminary

NOTES :
 The front steps leading to the entrance are broken. One is advised not to use them.





05 The Garage Door Building
2959 John R Street

ORIGINAL USE : Loft Apartments

CURRENT USE : Garage

MATERIALS : Brick

BUILDING STORIES : 3

SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 The Red Band Building / ACLU / The Heidelberg Project / Ecumenical Theological Seminary

NOTES :
 A garage door has been unceremoniously inserted into the side of the loft. Room for one car.



06 The Brown Brick Apartments
9 Edmund Place

ORIGINAL USE : Mid-Rise Residential

CURRENT USE : Junkyard

MATERIALS : Brown Brick

BUILDING STORIES : 3

SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 The FINE ARTS Building / ACLU / The Heidelberg Project / Ecumenical Theological Seminary

NOTES :
 The entrance is obscured by a large tree. Junk has begun to pile up on the building's east side.





07 The Church
2909 Woodward Avenue

ORIGINAL USE : First Unitarian Church of Detroit
CURRENT USE : Reliquary
MATERIALS : Stone
BUILDING STORIES : 3
SITE LOCATION : Corner Lot
SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 Ecumenical Theological Seminary / Elisha Taylor House / VM + T Legal Services / Residential

NOTES :
 Built in 1890. Contains a number of minor religious artifacts and artworks.



08 The Little Red House
8 Edmund Place

ORIGINAL USE : H.P. Pulling House
CURRENT USE : Gatehouse
MATERIALS : Brick / Stone
BUILDING STORIES : 2
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 Ecumenical Theological Seminary / Elisha Taylor House / VM + T Legal Services / Residential

NOTES :
 Recently restored. Fenced in front yard. Public promenade entryway to the west.





09 The Truck House

10 Edmund Place

ORIGINAL USE : Residential

CURRENT USE : Truck Stop

MATERIALS : Brick / Stone

BUILDING STORIES : 2

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :

Ecumenical Theological Seminary / Elisha Taylor House / VM + T Legal Services / Residential

NOTES :

A red truck is always parked outside of the house. So far no one has claimed it.



10 The Empty Building

2800 John R Street

ORIGINAL USE : Warehouse / Manufacturing

CURRENT USE : Street Facade

MATERIALS : Brick

BUILDING STORIES : 1

SITE LOCATION : Corner Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :

Elisha Taylor House / VM + T Legal Services / Residential district

NOTES :

Partially gutted. Roof has collapsed. There is nothing inside.





11 The Park House

96 Alfred Street

ORIGINAL USE : Residential

CURRENT USE : Drug Den

MATERIALS : Brick

BUILDING STORIES : 3

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :

Elisha Taylor House / VM + T Legal Services /
Brush Park Homes

NOTES :

Flanked by two empty lots that are so overgrown as to resemble a rustic park.



12 The Red Brick Apartments

199 Adelaide Street

ORIGINAL USE : Low-Rise Residential

CURRENT USE : None

MATERIALS : Brick

BUILDING STORIES : 2

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :

Brush Park Homes / Residential district

NOTES :

Recently abandoned. Tries to keep up an appearance of occupation.





13 The House With The Ramp
304 Adelaide Street

ORIGINAL USE : Residential

CURRENT USE : Ramp

MATERIALS : Brick

BUILDING STORIES : 3

SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :

NOTES :

A "U"- shaped ramp runs up to the entrance. It is the last remaining house on the block.



14 The Historical House
294 Alfred Street

ORIGINAL USE : Ransom - Gillis House

CURRENT USE : Historical Place

MATERIALS : Brick

BUILDING STORIES : 2

SITE LOCATION : Corner Lot

SITE CONDITION : Set Back

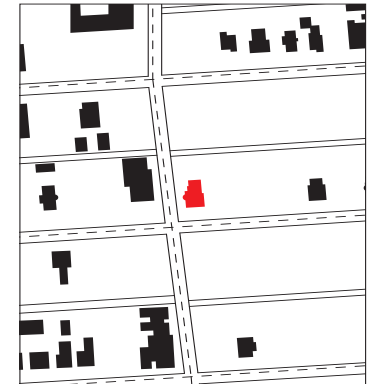
OCCUPATION : Vacated

CONTEXT :

The Empty Building

NOTES :

Built in 1876 by Brush & Mason. A popular image in the Detroit ruins industry.





15 The Symmetry House

310 Alfred Street

ORIGINAL USE : Residential
CURRENT USE : Garden
MATERIALS : Brick
BUILDING STORIES : 3
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 The Historical House / other vacant residential buildings

NOTES :
 The front yard now serves as a flower garden. Its asymmetry is at odds with the house behind.



16 The Copy Cat House

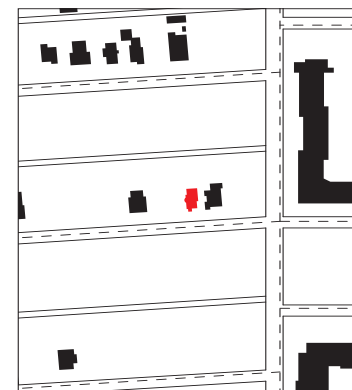
312 Alfred Street

ORIGINAL USE : Residential
CURRENT USE : Animal Habitat
MATERIALS : Brick
BUILDING STORIES : 2
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 The Historical House / other vacant residential buildings / The Blank House

NOTES :
 A smaller duplicate of its neighbor to the east. It is the more charming of the two.





17 The Blank House (Sand)
314 Alfred Street

ORIGINAL USE : Residential

CURRENT USE : Canvas

MATERIALS : Brick

BUILDING STORIES : 2

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

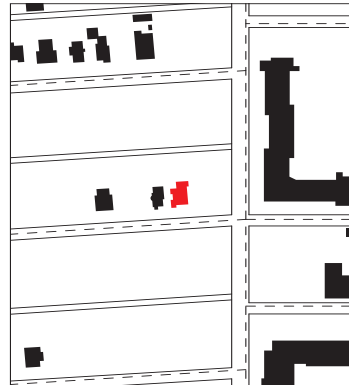
OCCUPATION : Vacated

CONTEXT :

The Historical House / other vacant residential buildings / The Copy Cat House

NOTES :

An "empty canvas." Its dirt lot adds to the barren mien.



18 The Conservatory
122 Edmund Place

ORIGINAL USE : Low-Rise Residential

CURRENT USE : Site For Speculation

MATERIALS : Brick

BUILDING STORIES : 3

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

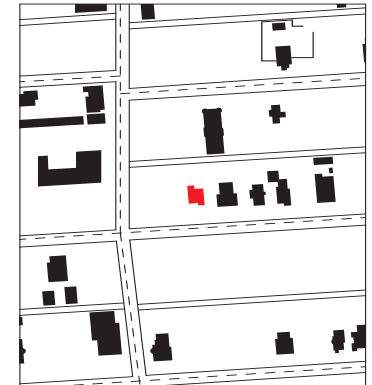
OCCUPATION : Vacated

CONTEXT :

Residential / The Tower Apartments / The Blank House (Grass)

NOTES :

"COMING HERE : Brush Park Conservatory of Music & Fine Arts."





19 The Collapsed House

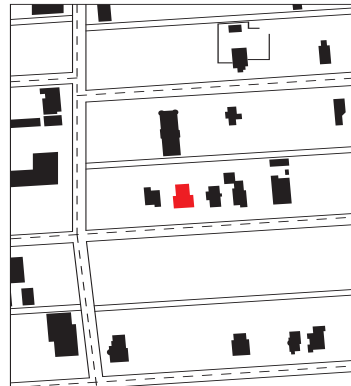
124 Edmund Place

ORIGINAL USE : Residential
CURRENT USE : Aviary
MATERIALS : Brick
BUILDING STORIES : 3
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 Residential / The Office Apartments / The Blank House (Grass)

NOTES :
 Large openings on the front of the house let in feathered friends.



20 The Tower Apartments

211 Watson Street

ORIGINAL USE : Low-Rise Residential
CURRENT USE : Lookout
MATERIALS : Brick / Stone
BUILDING STORIES : 4
SITE LOCATION : Middle Lot
SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 Residential / The Office Apartments / The Blank House (Grass)

NOTES :
 Two towers occupy the corners of the front facade. Has extensive fire damage.





21 The Blank House (Grass)
275 Watson Street

ORIGINAL USE : Residential

CURRENT USE : Lacuna

MATERIALS : Brick

BUILDING STORIES : 3

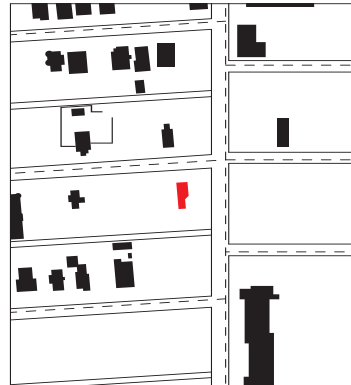
SITE LOCATION : Side Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
 Residential

NOTES :
 A blank wall. Lawn is neatly mowed at regular intervals.



22 The Sunken House
201 Erskine Street

ORIGINAL USE : Residential

CURRENT USE : Garbage Dump

MATERIALS : Brick

BUILDING STORIES : 2

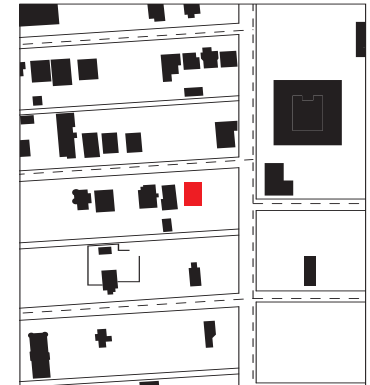
SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 Residential / Hospice of Michigan / The Causes Party Store / The Causes Apartments

NOTES :
 Its structure is beginning to droop from old age.





23 The Introverted House

207 Erskine Street

ORIGINAL USE : Residential

CURRENT USE : Hiding Place

MATERIALS : Brick

BUILDING STORIES : 2

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

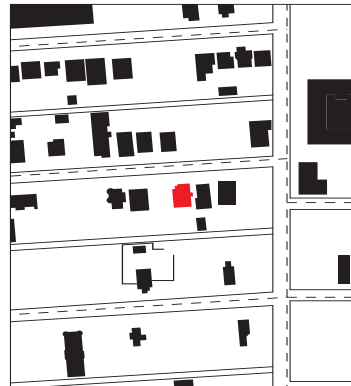
OCCUPATION : Vacated

CONTEXT :

Residential / Hospice of Michigan / The Causes Party Store / The Sunken House

NOTES :

Hides behind a row of hedges, trees and a fence. Unable to see its entrance from the street.



24 The Battlemented Apartments

3406 John R Street

ORIGINAL USE : Low-Rise Residential

CURRENT USE : Fort

MATERIALS : Brick / Stone

BUILDING STORIES : 2

SITE LOCATION : Corner Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :

Detroit Behavioral Institute / King David Grand Lodge / New American Red Cross Building

NOTES :

Features blue- and green-painted ribbon ornaments, probably dating from the 21st century.





25 The Long House
214 Erskine Street

ORIGINAL USE : Low-Rise Residential

CURRENT USE : Commune

MATERIALS : Brick

BUILDING STORIES : 3

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

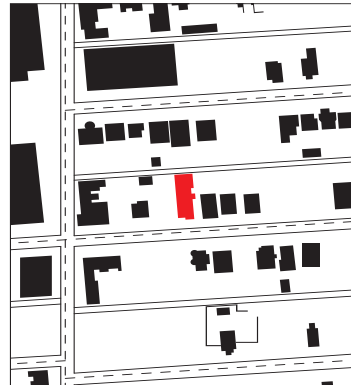
OCCUPATION : Vacated

CONTEXT :

Residential / The Battlemented Apartments /
The Closed House / The Dim House

NOTES :

A modern addition was added to the back of the house. It is shared space.



26 The Dim House
212 Erskine Street

ORIGINAL USE : Residential

CURRENT USE : Unknown

MATERIALS : Brick

BUILDING STORIES : 3

SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

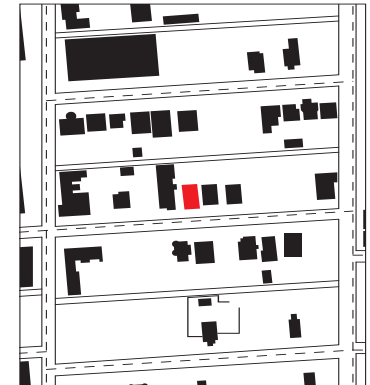
OCCUPATION : Vacated

CONTEXT :

Residential / The Introverted House / The Closed House / The Long House / The Sunken House

NOTES :

Black shades cover all of the windows to the house. Cannot be sure what goes on inside.





27 The Closed House
208 Erskine Street

ORIGINAL USE : Residential

CURRENT USE : Lockup

MATERIALS : Brick

BUILDING STORIES : 3

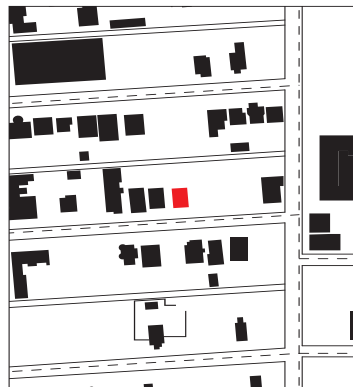
SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
Residential / The Introverted House / The Dim House / The Long House / The Sunken House

NOTES :
Impossible to get in or out.



28 The Old House
377 Eliot Street

ORIGINAL USE : Residential

CURRENT USE : Artifact

MATERIALS : Brick

BUILDING STORIES : 3

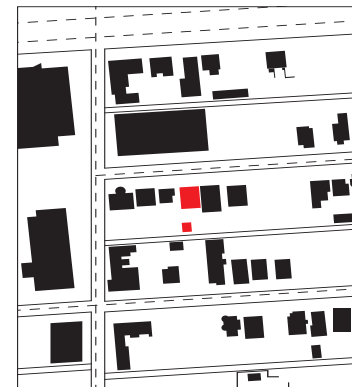
SITE LOCATION : Middle Lot

SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
The Chimney House / The Stoop House / Detroit Behavioral Institute / Detroit Urban League

NOTES :
Getting on in years.





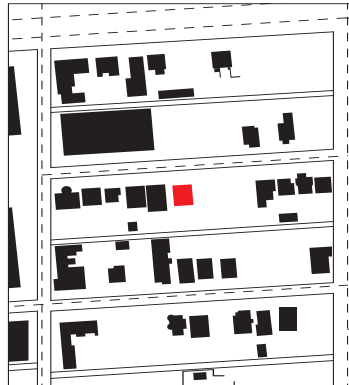
29 The Chimney House
381 Eliot Street

ORIGINAL USE : Residential
CURRENT USE : Haunted House
MATERIALS : Brick
BUILDING STORIES : 3
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 The Stoop House / Detroit Behavioral Institute /
 The Detroit Urban League / King David Lodge

NOTES :
 The two chimneys sprouting from its roof
 remind passersby of horns.



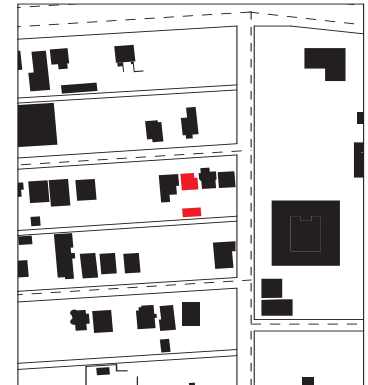
30 The Stoop House
389 Eliot Street

ORIGINAL USE : Residential
CURRENT USE : Hangout
MATERIALS : Brick
BUILDING STORIES : 3
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 The Closed House / The Chimney House / Hospice
 of Michigan / The Causes Party Store

NOTES :
 Its brick porch is the envy of the neighborhood.





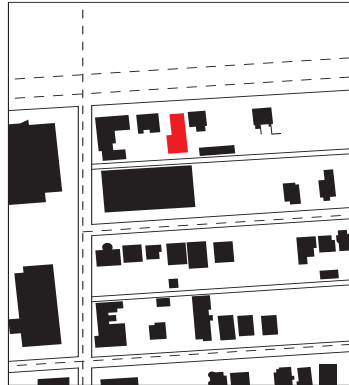
31 The Kudzu House
264 Mack Avenue

ORIGINAL USE : Residential
CURRENT USE : Plant Bed
MATERIALS : Brick
BUILDING STORIES : 2
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 Alpha Phi Alpha Fraternity / Detroit Urban League / American Red Cross

NOTES :
 Covered in vegetation. Its facade is somewhat of a mystery.



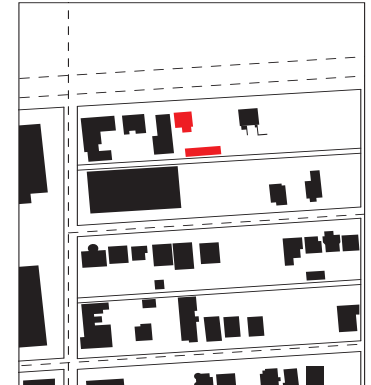
32 The New House
266 Mack Avenue

ORIGINAL USE : Residential
CURRENT USE : Model
MATERIALS : Brick
BUILDING STORIES : 3
SITE LOCATION : Middle Lot
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 Alpha Phi Alpha Fraternity / Detroit Urban League / American Red Cross

NOTES :
 Keeps up appearances while looking for an owner. Newest member to the neighborhood.





33 The Gauses Party Store 3402 Brush Street

ORIGINAL USE : Bodega Corner Store / Liquor Store

CURRENT USE : Meeting Place

MATERIALS : Brick / Vinyl

BUILDING STORIES : 1

SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

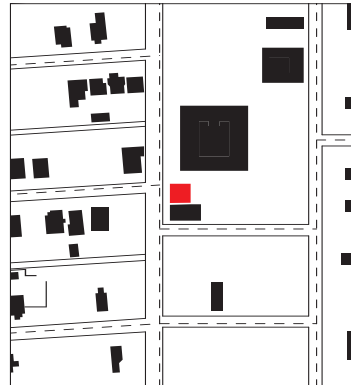
OCCUPATION : Vacated

CONTEXT :

Residential / Hospice of Michigan / The Inverted House / The Sunken House

NOTES :

Neighborhood marker. Meetings both villainous and virtuous take place outside.



34 The Gauses Apartments 3404 Brush Street

ORIGINAL USE : Low-Rise Residential

CURRENT USE : Bus Shelter

MATERIALS : Brick / Stone

BUILDING STORIES : 3

SITE LOCATION : Corner Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :

Residential / Hospice of Michigan / The Inverted House / The Sunken House

NOTES :

A very handsome building. Its porch is often used by those waiting for the bus.





35 The Starlight Temple of Truth 489 Watson Street

ORIGINAL USE : Temple of Truth

CURRENT USE : Temple of Truth

MATERIALS : Brick

BUILDING STORIES : 1

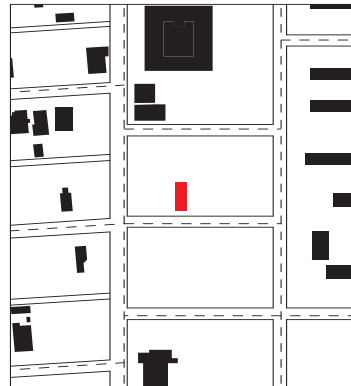
SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
Residential / The Blank House (Grass) / The Causes Party Store / The Causes Apartments

NOTES :
The apex of its roof holds a stone cross. The sign near the entrance shows two silver stars.



36 The Beaubien Party Store 434 - 438 Alfred Street

ORIGINAL USE : Bodega Corner Store / Liquor Store

CURRENT USE : Terrarium

MATERIALS : Brick

BUILDING STORIES : 2

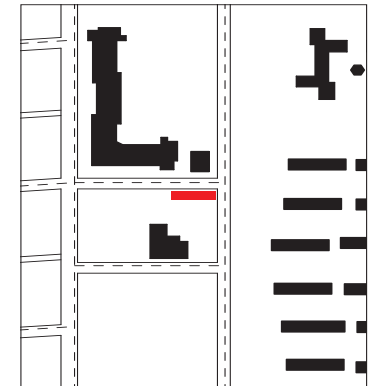
SITE LOCATION : Corner Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
Brush Park Manor Paradise Valley / Brewster - Douglass housing projects / Vacant warehouse.

NOTES :
Two trees are beginning to grow out of the bay windows on the northwest side.





37 The Wall Building 410 Division Street

ORIGINAL USE : Manufacturing Offices

CURRENT USE : Backdrop

MATERIALS : Brick

BUILDING STORIES : 5

SITE LOCATION : Middle Lot

SITE CONDITION : Street Edge

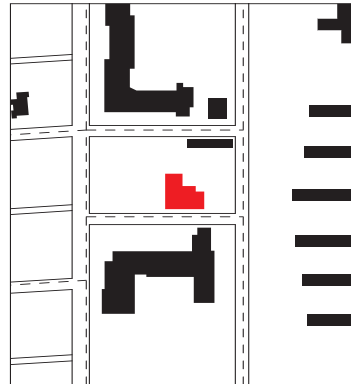
OCCUPATION : Vacated

CONTEXT :

Brush Park Manor Paradise Valley / Brewster -
Douglass projects / The Beaubien Party Store.

NOTES :

It smells like an old book.



38 The Red Building 2460 Brush Street

ORIGINAL USE : Showroom

CURRENT USE : Hive

MATERIALS : Brick / Wood

BUILDING STORIES : 1

SITE LOCATION : Corner Lot

SITE CONDITION : Street Edge

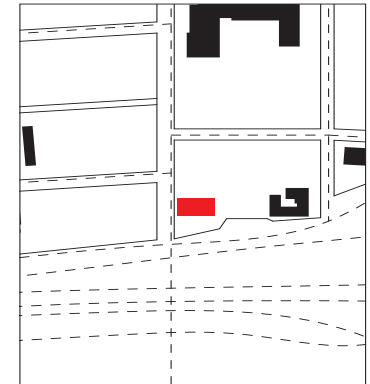
OCCUPATION : Vacated

CONTEXT :

The Weins Apartments / The Green Building / The
Stephen Foster School

NOTES :

A faint buzzing can be heard from the sidewalk.





39 The Weins Apartments 2494 Beaubien Street

ORIGINAL USE : Low-Rise Residential

CURRENT USE : Container

MATERIALS : Brick

BUILDING STORIES : 3

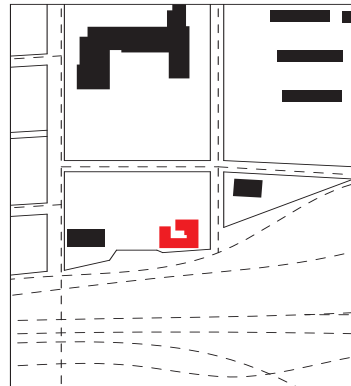
SITE LOCATION : Corner Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
The Red Building / The Green Building / The Stephen Foster School

NOTES :
It feels warm to the touch.



40 The Green Building 450 Winder Street

ORIGINAL USE : Manufacturing

CURRENT USE : Hedgerow

MATERIALS : Brick

BUILDING STORIES : 2

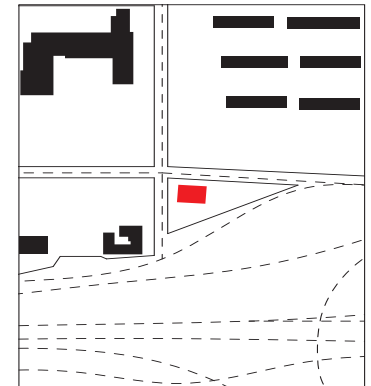
SITE LOCATION : Corner Lot

SITE CONDITION : Street Edge

OCCUPATION : Vacated

CONTEXT :
The Weins Apartments / The Red Building / The Douglass Housing / The Stephen Foster School

NOTES :
Hides behind a floral disguise. It is looked down upon by those who drive past.





41 The Douglass Housing

2602 - 2773 St. Antoine Street

ORIGINAL USE : Low-Rise Residential Project

CURRENT USE : Park

MATERIALS : Brick / Metal

BUILDING STORIES : 1

SITE LOCATION : City Block Row

SITE CONDITION : Centered Off Street

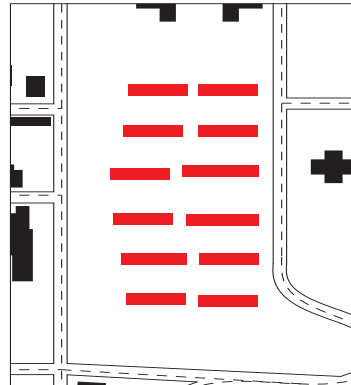
OCCUPATION : Vacated

CONTEXT :

Douglass - Brewster Projects / Stephen Foster School / Douglass Apartments

NOTES :

Twelve row houses in a 6 by 2 layout. Connected by roundabout drives. Secluded.



42 The Douglass Apartments

592 - 594 Wilkins Street

ORIGINAL USE : Mid-Rise Residential Projects

CURRENT USE : Informal Housing

MATERIALS : Brick

BUILDING STORIES : 7

SITE LOCATION : City Block

SITE CONDITION : Centered Off Street

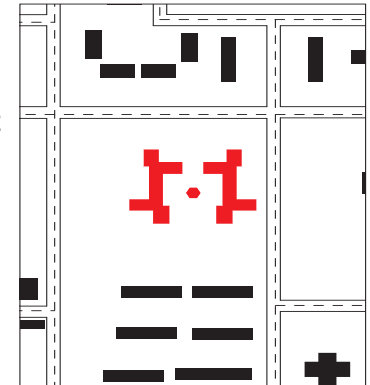
OCCUPATION : Vacated

CONTEXT :

Brewster Homes / Brush Park Manor Paradise Valley / Brewster - Douglass housing projects.

NOTES :

All of the windows are missing. The building seems full of pockets.





43 The Recreation Center

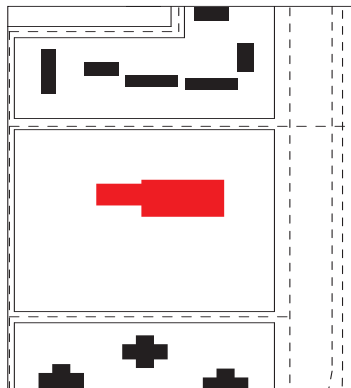
775 Brewster Street

ORIGINAL USE : Recreation Center
CURRENT USE : Outhouse
MATERIALS : Brick
BUILDING STORIES : 2
SITE LOCATION : City Block
SITE CONDITION : Centered Off Street

OCCUPATION : Vacated

CONTEXT :
 Brewster Homes / The Brewster-Douglass Projects

NOTES :
 Graffiti everywhere. It has been visited by many people. It has not been treated kindly.



44 The Brewster- Douglass Projects

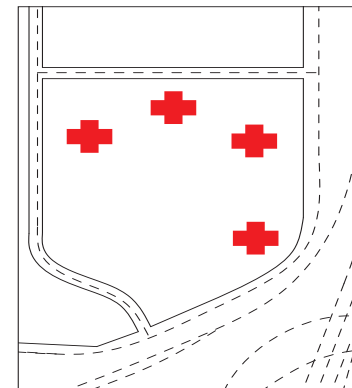
2700 St. Antoine Street

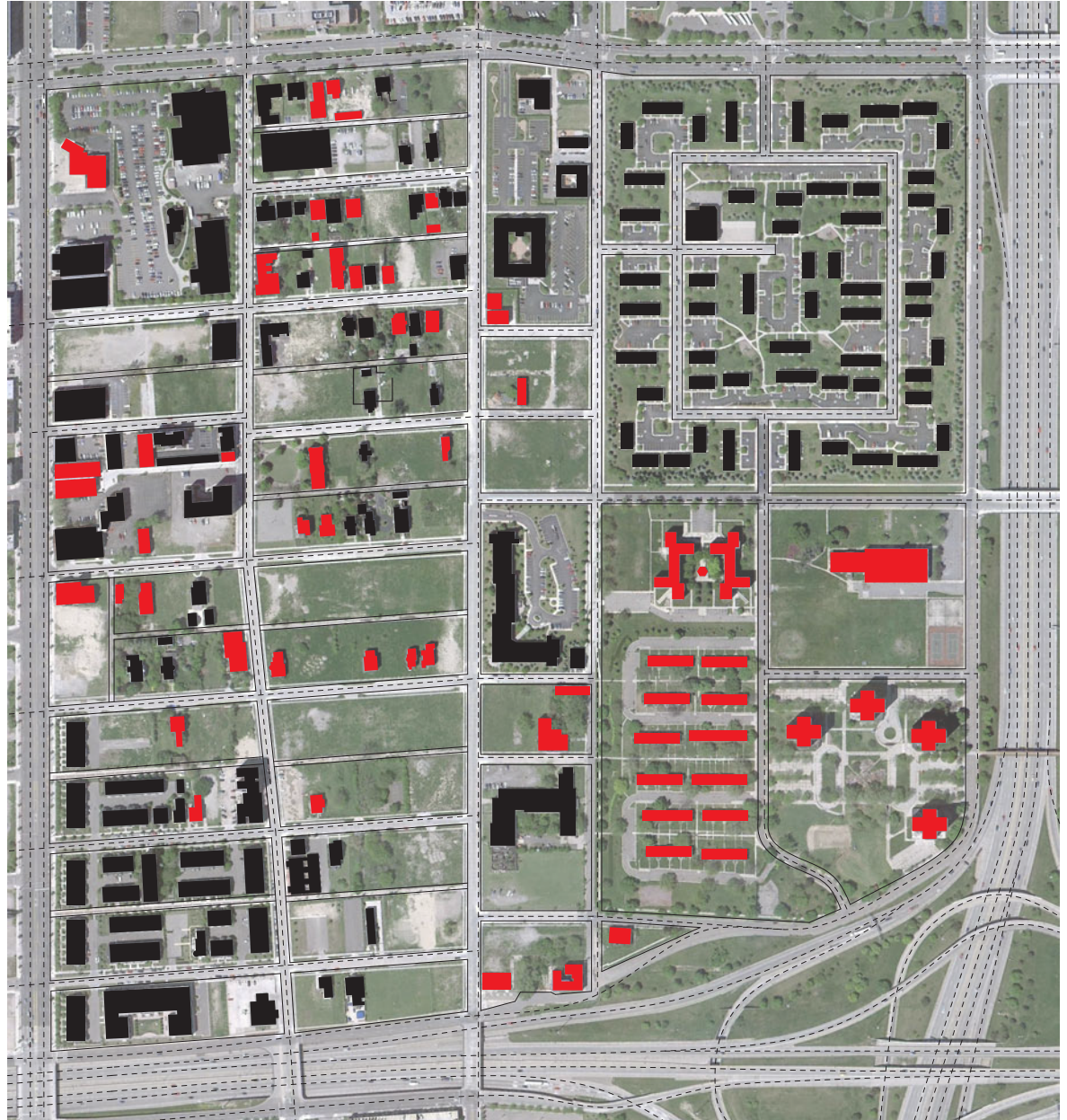
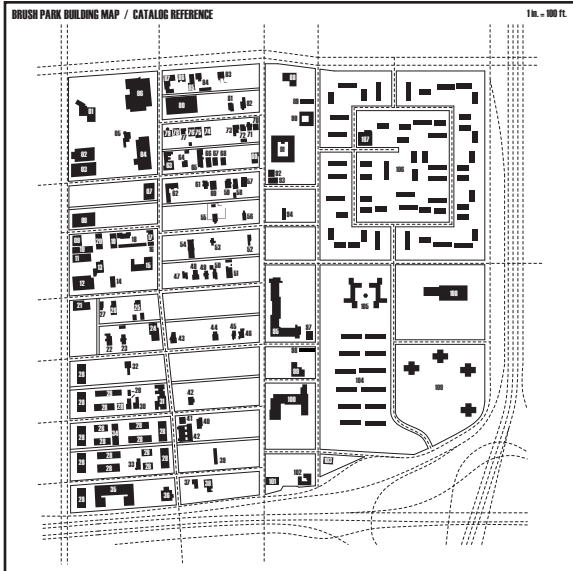
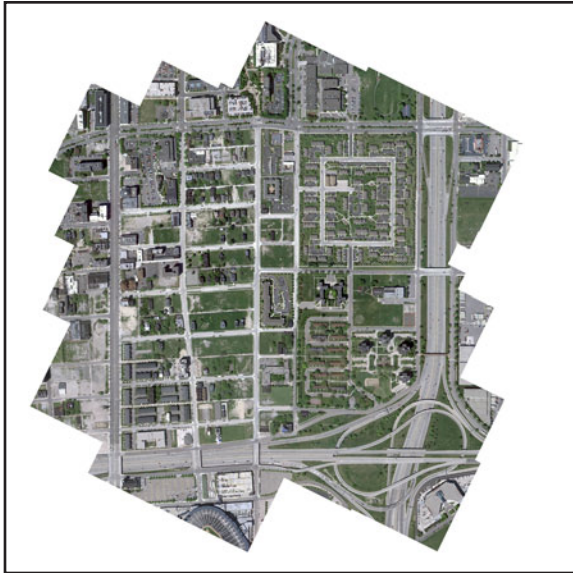
ORIGINAL USE : High-Rise Residential
CURRENT USE : Skyline
MATERIALS : Brick
BUILDING STORIES : 15
SITE LOCATION : City Block
SITE CONDITION : Set Back

OCCUPATION : Vacated

CONTEXT :
 The Douglass Housing / The Recreation Center

NOTES :
 Once home to Diana Ross and Smokey Robinson. Four of the six projects are still left standing.

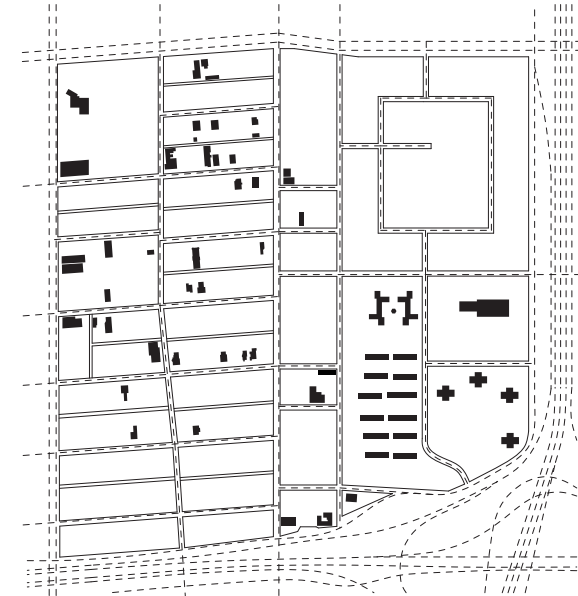




RESIDENTIAL VERSUS NON-RESIDENTIAL BUILDINGS



VACATED BUILDINGS

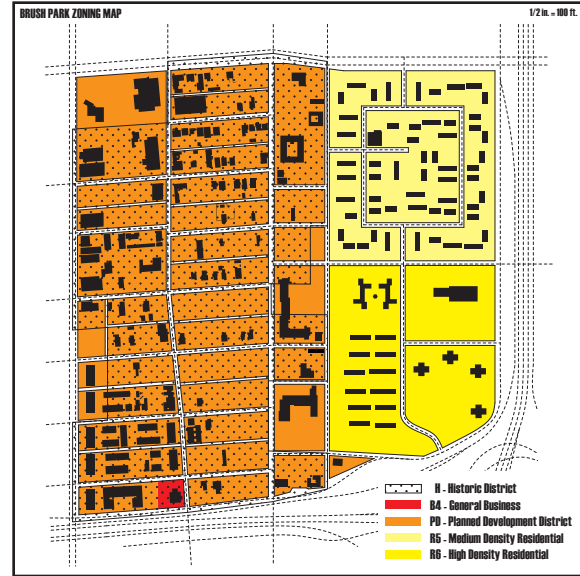
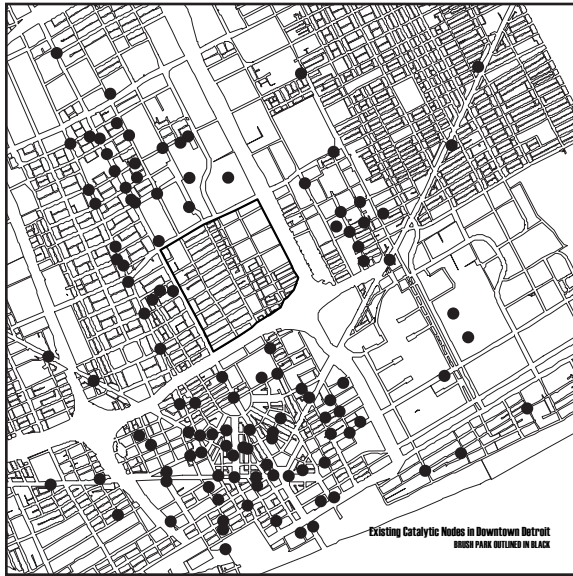


PARTIALLY-OCCUPIED BUILDINGS



OCCUPIED BUILDINGS





THE OLD RED CROSS BUILDING



Intensification : Loading doors extended to sidewalk.

Form : Six long galleries.

Possible Program : Shooting Range, Bowling Alley, Art Gallery, Shuffleboard Courts.

Possible Links: Receives guns + ammo from The Brown Brick Apartments / Gives targets to The Blank House.

THE BLANK HOUSE



Intensification : Bullet holes connected to their trajectory lines.

Form : Tension structure with tent or bare cable hangers.

Possible Program : Clothes lines, temporary pavilion, jungle gym, .

Possible Links: Wrestling uniforms received from The Red Brick Apartments for washing.

THE RED BRICK APARTMENTS



Intensification : Fence perimeter completed.

Form : Cubic cage.

Possible Program : Animal habitat, cage wrestling, cock fighting, prison, aviary.

Possible Links: Receives animals found at The Kudzu House / Wrestling uniforms made at The Church.

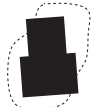
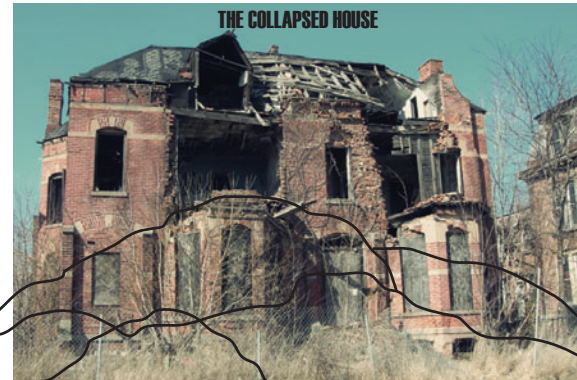
Intensification : Speeded decay through dirt dumping (a la Robert Smithson).

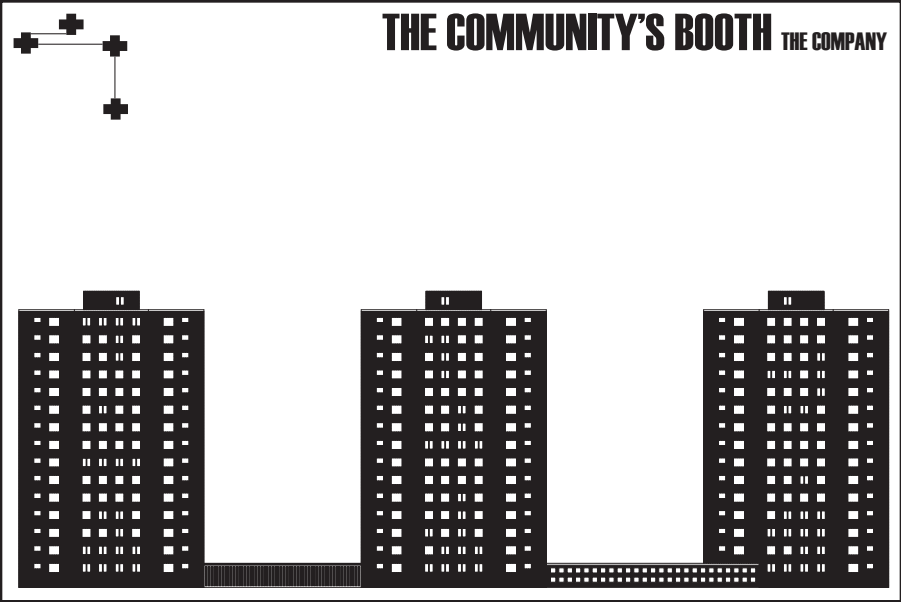
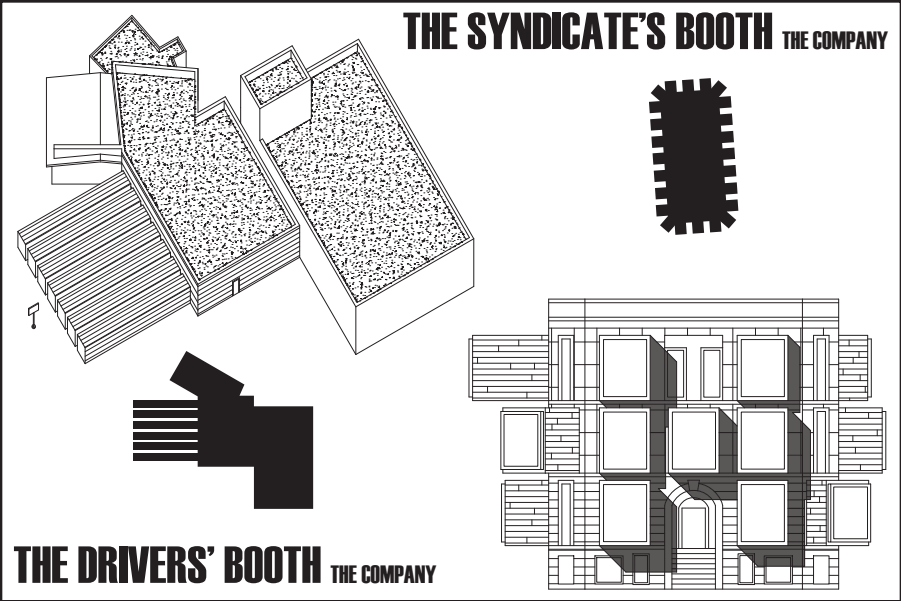
Form : Mound.

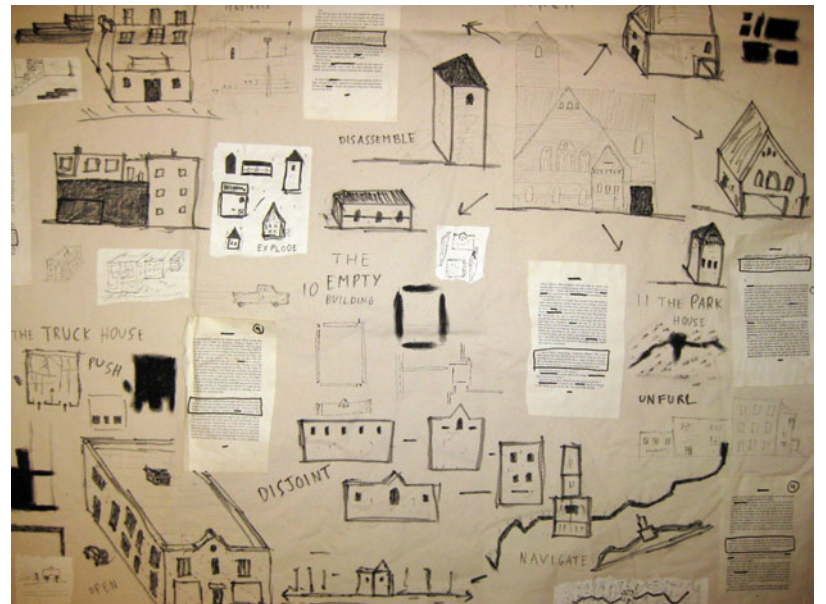
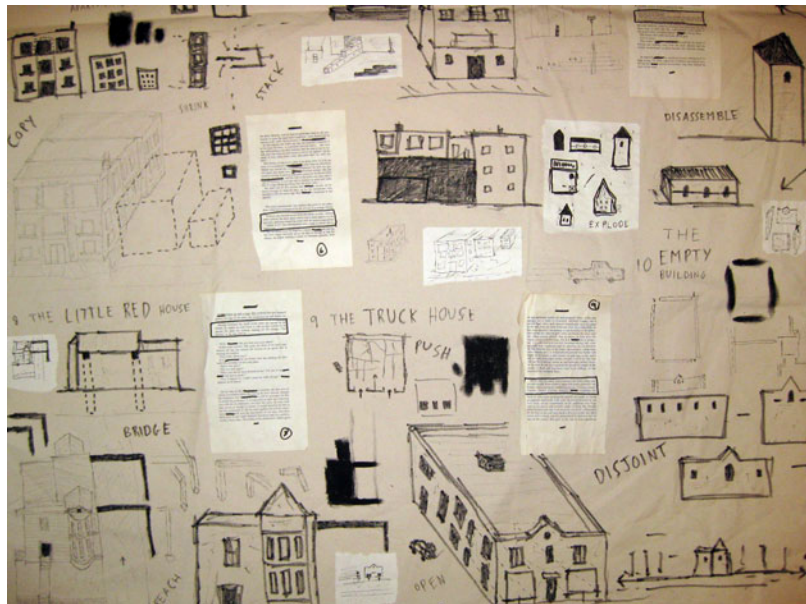
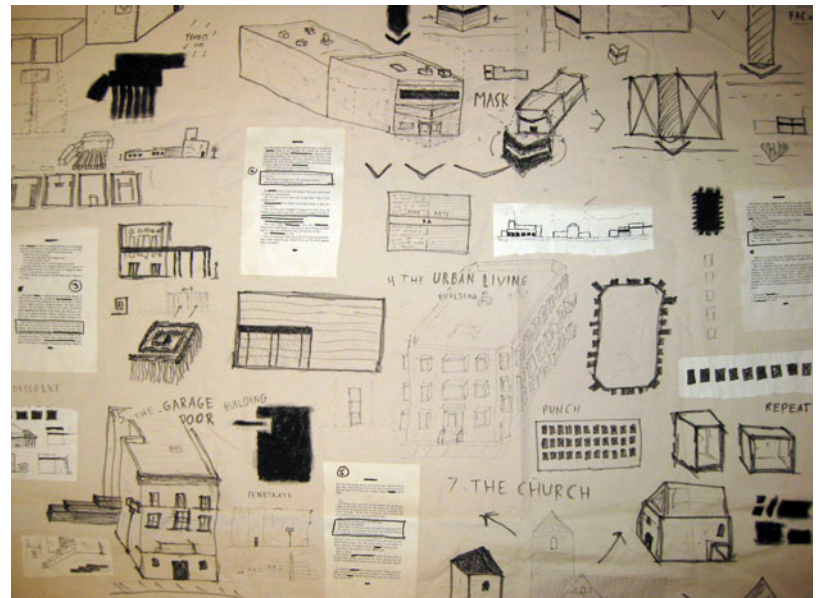
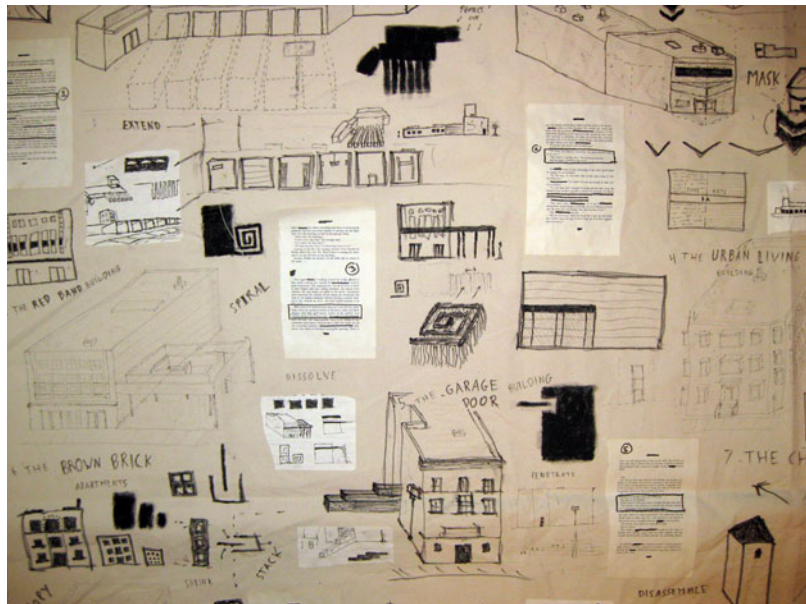
Possible Program : Sledding run, king of the hill component, pet cemetery, panoramic viewpoint.

Possible Links: Deceased animals received from The Red Brick Apartments / Views to The Tower Apartments.

THE COLLAPSED HOUSE

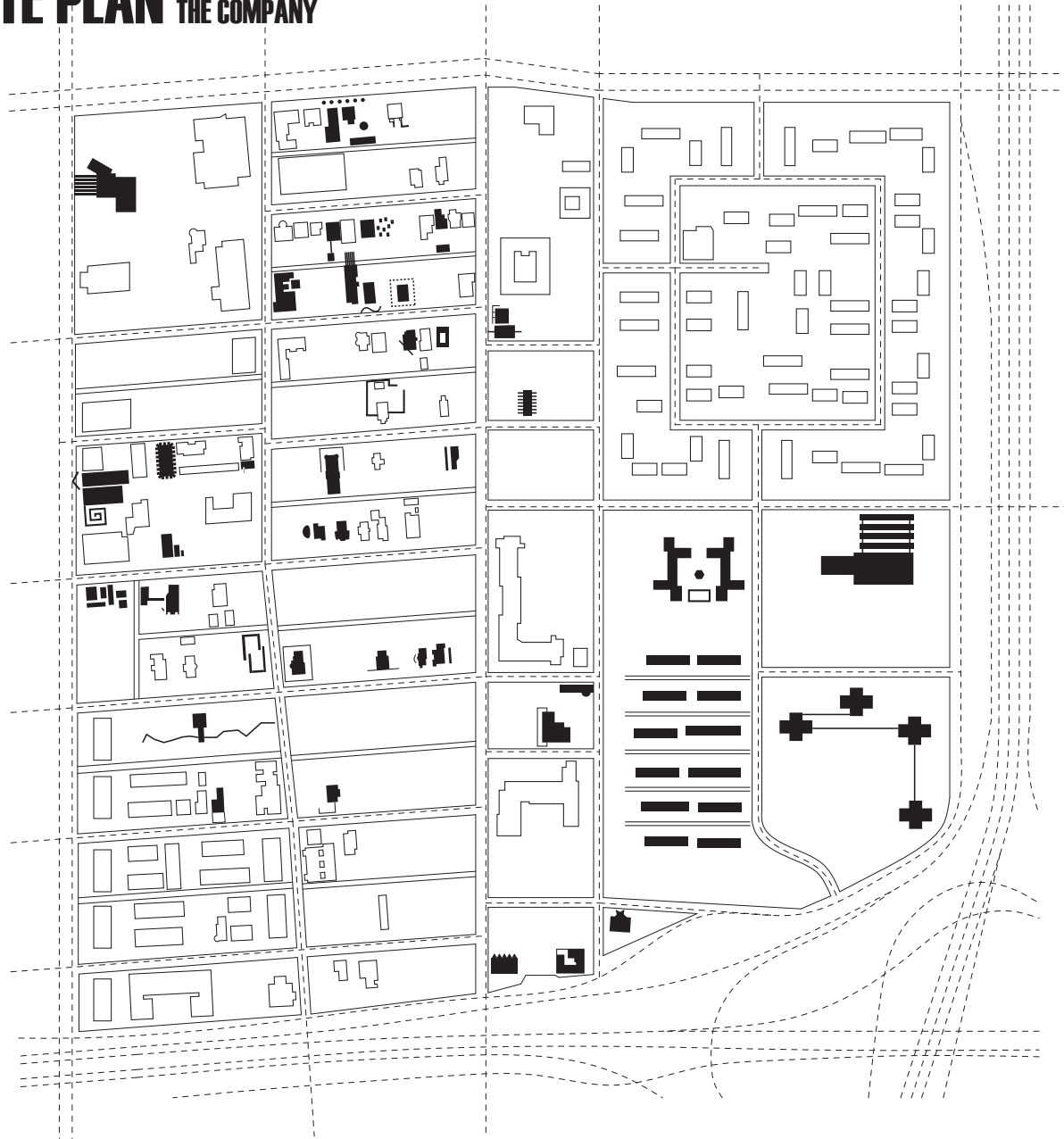






SITE PLAN THE COMPANY

1 in. = 100 ft.

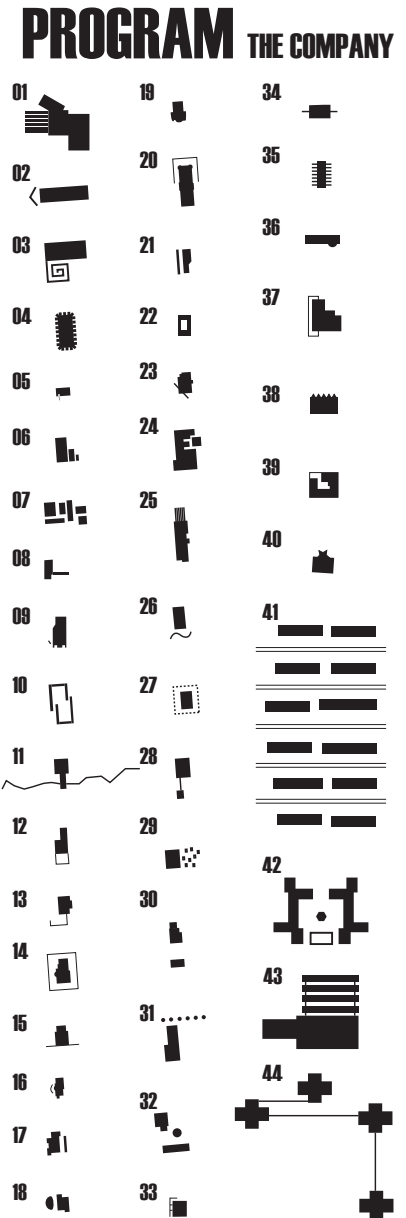


01 The Drivers' Booth
 02 The Gallery Joint
 03 The Market Booth
 04 The Syndicate's Booth
 05 The Car Booth
 06 The Recording Joint
 07 The Builder's Booth
 08 The Bar Booth
 09 The Repairman's Booth
 10 The Rave Joint
 11 The Greek Joint
 12 The Burlesque Joint
 13 The Queer Joint
 14 The Laundry Booth
 15 The Film Booth
 16 The Coffee Booth
 17 The Theater Joint
 18 The Jazz Joint
 19 The Dive Joint
 20 The Incubator's Booth
 21 The Comedy Joint
 22 The Punk Joint
 23 The Clinic Booth
 24 The Promoter's Booth
 25 The Sponsor's Booth
 26 The Analysts' Booth
 27 The Book Booth
 28 The Motown Joint
 29 The Hardware Booth
 30 The Coney Joint
 31 The Planners' Booth
 32 The Tech Booth
 33 The Liquor Booth
 34 The Critics' Booth
 35 The Grocery Booth
 36 The Hip Hop Joint
 37 The Sports Joint
 38 The Clothing Booth
 39 The Servicers' Booth
 40 The Food Booth
 41 The Gambling Joint
 42 The Wrestling Joint
 43 The Bowling Joint
 44 The Community's Booth

The Drivers
 The Artists
 The Farmers
 The Syndicate
 The Engineer
 The Producer
 The Builders
 The Drinkers
 The Repairmen
 The Ravers
 The Greeks
 The Strippers
 The Queers
 The Washman
 The Director
 The Barista
 The Actors
 The Musicians
 The Students
 The Incubator
 The Comedians
 The Punks
 The Doctor
 The Promoter
 The Sponsor
 The Analysts
 The Librarian
 The Singers
 The Handyman
 The Gourmandizers
 The Planners
 The Programmers
 The Purveyor
 The Critics
 The Cashiers
 The Emcees
 The Fans
 The Salespeople
 The Servicers
 The Cook
 The Gamblers
 The Wrestlers
 The Bowlers
 The Community

The Old Red Cross Building
 The FINE ARTS Building
 The Red Band Building
 The Urban Living Building
 The Garage Door Building
 The Brown Brick Apartments
 The Church
 The Little Red House
 The Truck House
 The Empty Building
 The Park House
 The Red Brick Apartments
 The House With The Ramp
 The Historical House
 The Symmetry House
 The Copy Cat House
 The Blank House (Sand)
 The Conservatory
 The Collapsed House
 The Tower Apartments
 The Blank House (Grass)
 The Sunken House
 The Introverted House
 The Battlemented Apartments
 The Long House
 The Dim House
 The Closed House
 The Old House
 The Chimney House
 The Stoop House
 The Kudzu House
 The New House
 The Causes Party Store
 The Causes Apartments
 The Starlight Temple of Truth
 The Beaubien Party Store
 The Wall Building
 The Red Building
 The Weins Apartments
 The Green Building
 The Douglass Housing
 The Douglass Apartments
 The Recreation Center
 The Brewster- Douglass Projects

Garage, Bus Stop, Taxicab Stand
 Art Gallery
 Farmer's Market
 COMPANY Headquarters
 Automotive Engineering Offshoot
 Recording Studios
 Construction Headquarters
 Pub
 Repairmen's Headquarters
 Electronic Music Venue, Night Club
 Greek Food Stands, Park
 Burlesque Venue, Strip Club
 LGBT Community House
 Laundromat
 Movie House, Production Services
 Coffee Shop
 Theater
 Jazz Club
 Dive Bar, Student Hangout
 Business Incubator Headquarters
 Comedy Club
 Punk Rock Venue
 Medical Clinic
 Promotion Headquarters
 Sponsorship Headquarters
 Analysts' Headquarters
 Library
 Motown Venue
 Hardware Store
 Coney Island Hot Dog Restaurant
 Planning Headquarters
 Technology Start-up Company
 Liquor Store
 Critics' Headquarters
 Grocery Store
 Hip Hop Venue
 Sports Bar, Sporting Goods Store
 Used and New Clothing Store
 Servicers' Headquarters
 Restaurant
 Casino
 Wrestling Venue
 Bowling Alley
 Community Building, Residence



PHASING THE COMPANY

PHASE 1: The Harbingers

THE SYNDICATE



The Syndicate is the main organizational and administrative body of THE COMPANY. Its job is to coordinate all of the Joints and Booths, as well as to make company-wide decisions. The board is composed of one representative from each extant joint and booth, plus a syndicate chairperson.

THE SPONSOR



The Sponsor's primary function is to attain funding for the Joints and Booths. This is accomplished through sponsoring organizations, micro-loans, governmental and non-profit grants and traditional fundraising.

THE INCUBATOR



The Incubator is in charge of the Booths, especially with regard to their start-up and initial business actions. It is responsible for the new economies and services that constitute THE COMPANY and its neighborhood. Recruiting a workforce, both local and non-local, is of the utmost importance.

THE PROMOTER



The Promoter is in charge of the Joints, especially with regard to event-planning and branding, though it is also tasked with generating interest and excitement through advertising for THE COMPANY as a whole. It seeks volunteers from within the city to staff the many Joint events.

PHASE 2: Structuring

THE BUILDERS



The Builders build the Joints and Booths by making small interventions into the existing residue of vacated buildings in the community. They work directly under the Incubator and the Promoter, and are paid by the Sponsor.

THE DRIVERS



The Drivers provide transportation of building materials, laborers, volunteers and any other equipment or personnel required for the set up and operation of the Booths and Joints. Additionally, the Drivers work the local taxisab and has routes within THE COMPANY's neighborhood.

THE REPAIRMEN



The Repairmen keep the Booths and Joints running in optimum condition.

THE SERVICERS



The Servicers are responsible for hooking up the Booths and Joints to plumbing, gas and electrical services.

PHASE 3: Economies and Events

THE BOOTHS

- The Car Booth
- The Book Booth
- The Market Booth
- The Grocery Booth
- The Clinic Booth
- The Coffee Booth
- The Clothing Booth

- The Laundry Booth
- The Liquor Booth
- The Food Booth
- The Bar Booth
- The Tech Booth
- The Hardwars Booth
- The Film Booth

THE JOINTS

- The Bowling Joint
- The Rave Joint
- The Gallery Joint
- The Jazz Joint
- The Hip Hop Joint
- The Motown Joint
- The Dive Joint
- The Gambling Joint
- The Recording Joint

- The Comedy Joint
- The Theater Joint
- The Burlesque Joint
- The Queer Joint
- The Sports Joint
- The Motown Joint
- The Punk Joint
- The Coney Joint
- The Wrestling Joint

PHASE 4: Reckoning and Restructuring

THE CRITICS



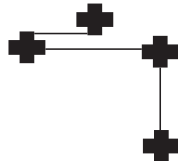
The Critics provide data to the Analysts regarding the functioning of THE COMPANY. This data comes from empirical studies of the neighborhood, as well as the Community's response and the city's recommendations. They contribute important, firsthand accounts of the Joints and Booths.

THE PLANNERS



The Planners use the Analysts' reports to redesign and restructure THE COMPANY according to feedback from the previous cycle. They may recommend to expand, contract, open or close Booths and Joints, or suggest new organizational techniques. They report directly to the Syndicate.

THE COMMUNITY



The Community consists of everyone living within and around THE COMPANY neighborhood. Members include locals, new tenants and Booth or Joint workers who reside within the area. Their comments and criticisms as to how THE COMPANY is doing are the first criteria taken into account.

THE ANALYSTS



The Analysts examine all of the economic, social and environmental data collected through the critics. They make organize this information into written reports and graphics, and then draw conclusions and make recommendations to the Planners.

ECONOMIES and EVENTS THE COMPANY

THE BOOTHS

THE CAR BOOTH



The Car Booth holds offices for an automotive engineering offshoot. It is run by the Engineer.

THE BOOK BOOTH



The Book Booth serves as the neighborhood public library and book store. It is headed by the Librarian.

THE MARKET BOOTH



The Market Booth contains stalls for the local farmer's market, held every weekend.

THE GROCERY BOOTH



The Grocery Booth is a fully-stocked grocery store.

THE CLINIC BOOTH



The Clinic Booth is a free clinic for those who cannot afford healthcare. It is run by the Doctor.

THE COFFEE BOOTH



The Coffee Booth is a local cafe serving many types of coffee and snacks.

THE CLOTHING BOOTH



The Clothing Booth features new fashions as well as used vintage designs.

THE LAUNDRY BOOTH



The Laundry Booth is the neighborhood laundromat. It is headed by the Washman.

THE LIQUOR BOOTH



The Liquor Booth is a wine and liquor store.

THE FOOD BOOTH



The Food Booth is an American restaurant serving breakfast, lunch and dinner. Dine-in or take-out.

THE BAR BOOTH



The Bar Booth is a pub featuring a large selection of beers.

THE TECH BOOTH



The Tech Booth is a technology start-up business seeking the best and brightest workers.

THE JOINTS

THE BOWLING JOINT



The Bowling Joint is a bowling alley. Teams compete in tournaments on Thursday nights.

THE RAVE JOINT



The Rave Joint is a venue for electronic music, as well as a dance club.

THE GALLERY JOINT



The Gallery Joint provides ample wall and studio space for the display of artwork.

THE JAZZ JOINT



The Jazz Joint is a jazz music venue. It is run by the Musicians.

THE HIP HOP JOINT



The Hip Hop Joint is a venue for hip hop music and events.

THE MOTOWN JOINT



The Motown Joint is a venue for Motown music. It is run by the Singers.

THE DIVE JOINT



The Dive Joint is a local dive bar frequented by university students and locals alike.

THE GAMBLING JOINT



The Gambling Joint is a full-service casino spanning many city blocks.

THE RECORDING JOINT



The Recording Joint provides musicians with a production space for recording albums.

THE COMEDY JOINT



The Comedy Joint is a comedy club and school. It is run by the Comedians.

THE THEATER JOINT



The Theater Joint is an indoor and outdoor theater space.

THE BURLESQUE JOINT



The Burlesque Joint features burlesque shows three days a week, and strippers four days a week.

THE QUEER JOINT



The Queer Joint is a home for LGBT community members and local organizations.

THE SPORTS JOINT



The Sports Joint is a bar and sporting goods store. It is run by the Fans.

THE GREEK JOINT



The Greek Joint is a large park filled with Greek food carts and a Greek market.

THE PUNK JOINT



The Punk Joint is a venue for punk and rock music. It is run by the Punks.

THE CONEY JOINT

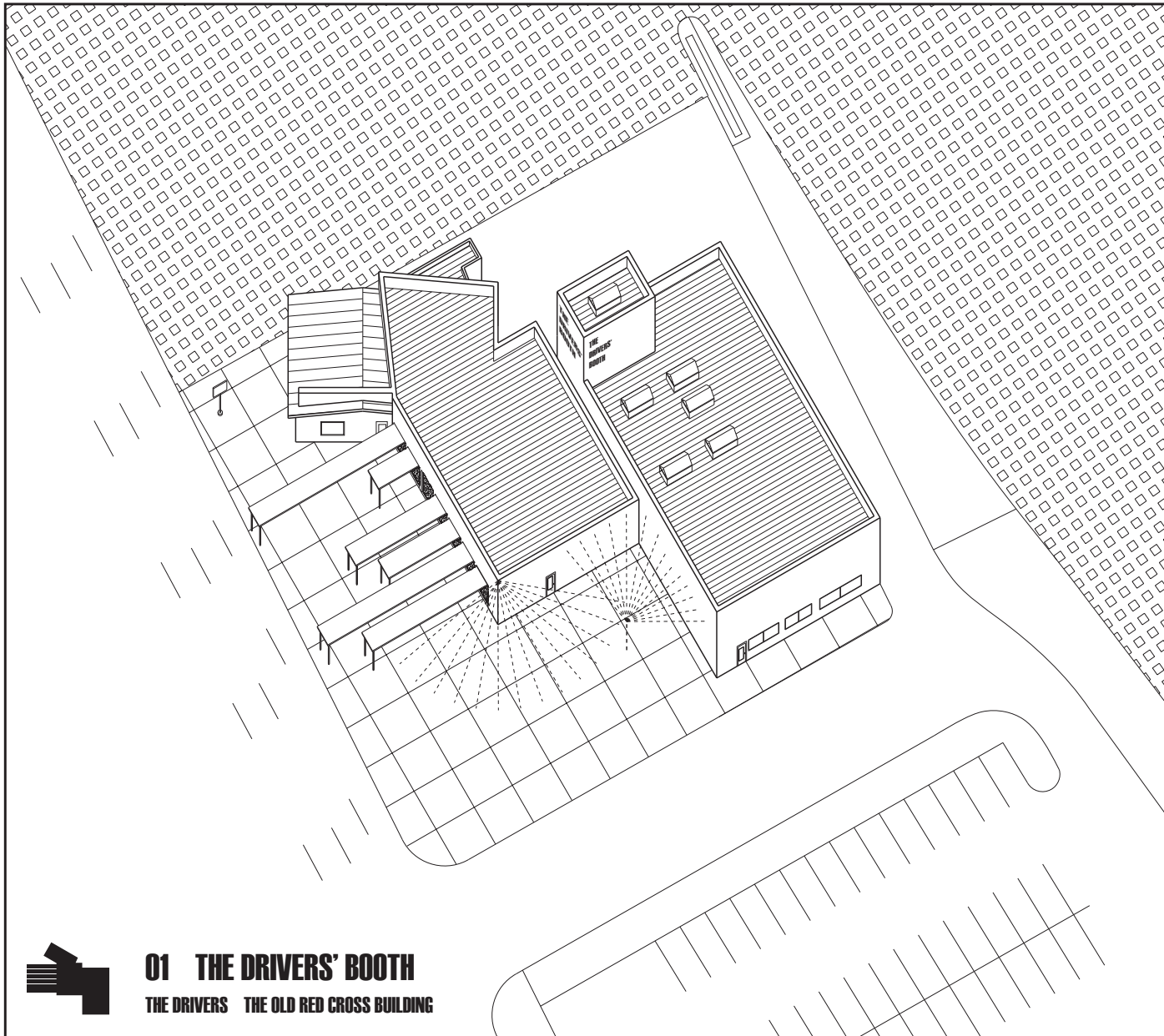


The Coney Joint serves Detroit's famous Coney Island hot dogs.

THE WRESTLING JOINT



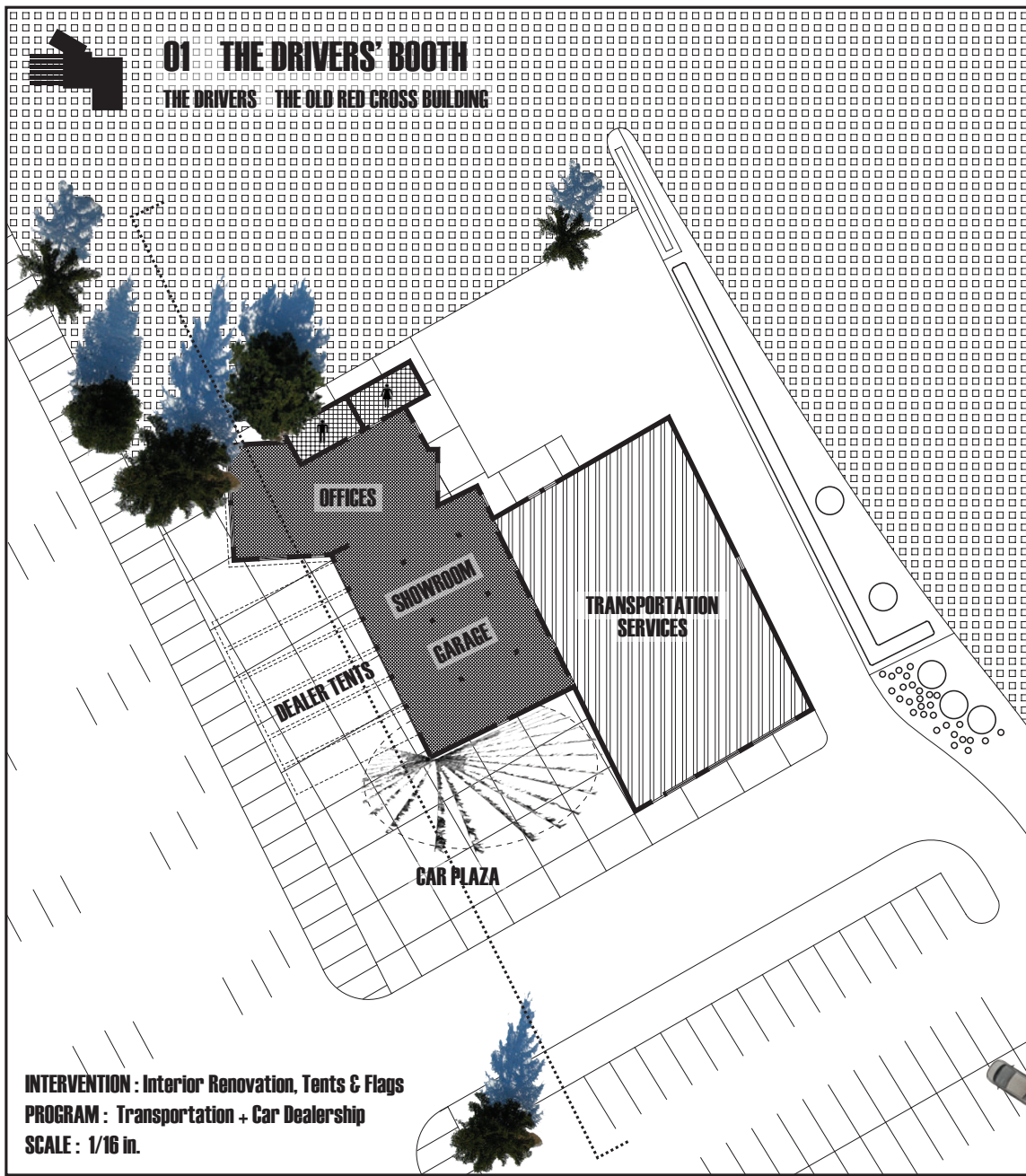
The Wrestling Joint is a venue for professional wrestling matches.



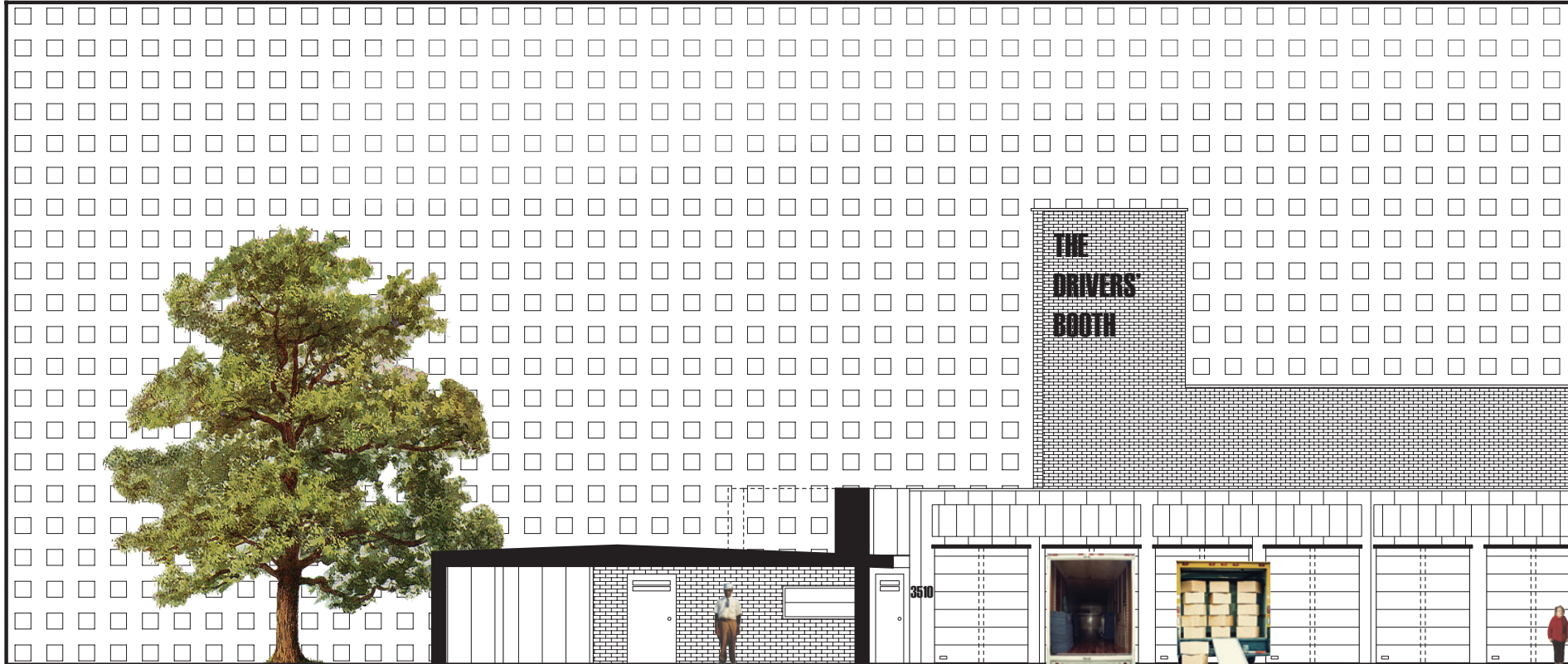
01 THE DRIVERS' BOOTH
THE DRIVERS THE OLD RED CROSS BUILDING

01 THE DRIVERS' BOOTH

THE DRIVERS THE OLD RED CROSS BUILDING



INTERVENTION : Interior Renovation, Tents & Flags
PROGRAM : Transportation + Car Dealership
SCALE : 1/16 in.



**THE
DRIVERS'
BOOTH**

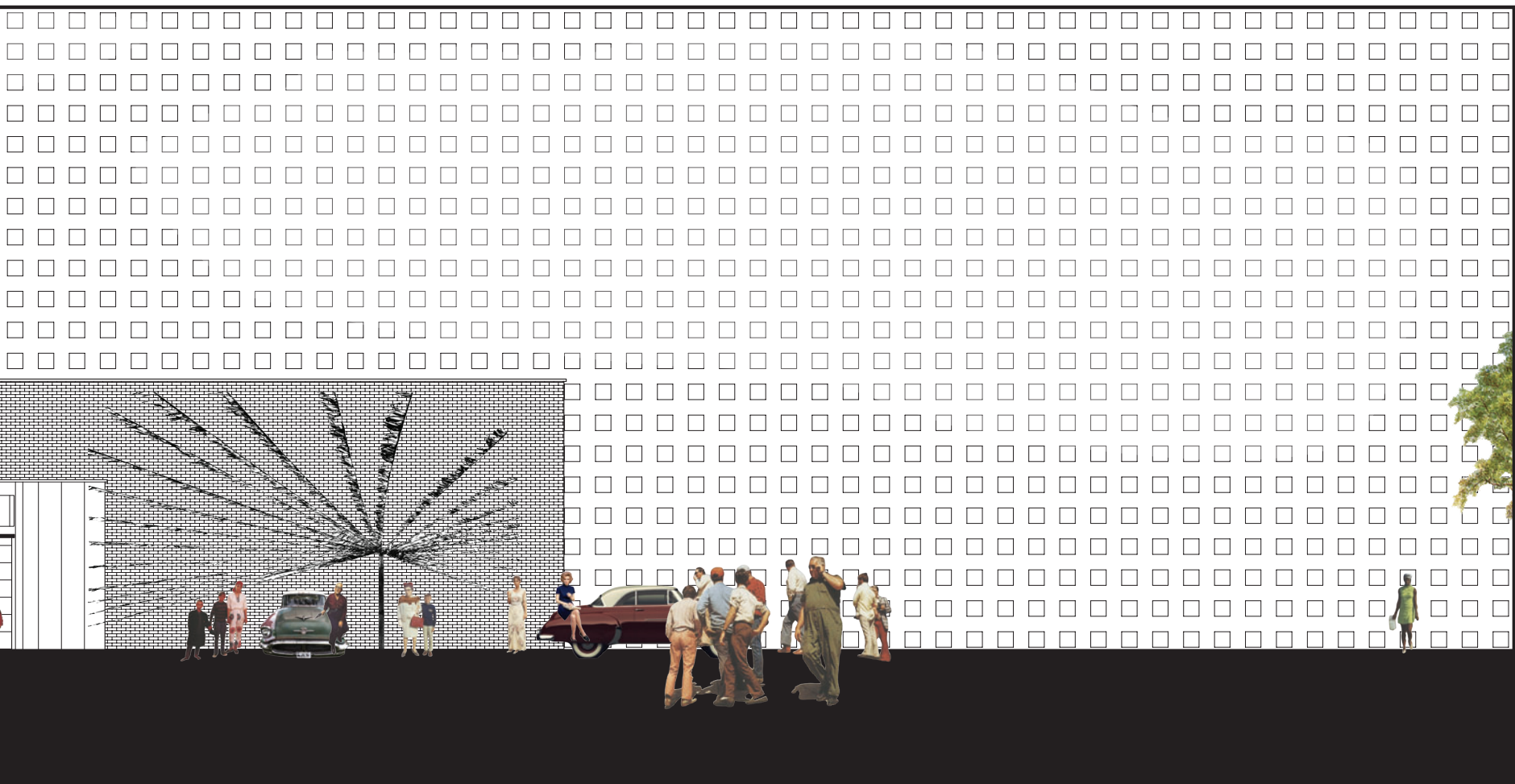
3510



01 THE DRIVERS' BOOTH

THE DRIVERS THE OLD RED CROSS BUILDING

- 1
- 2
- 3
- 4
- 5
- 6



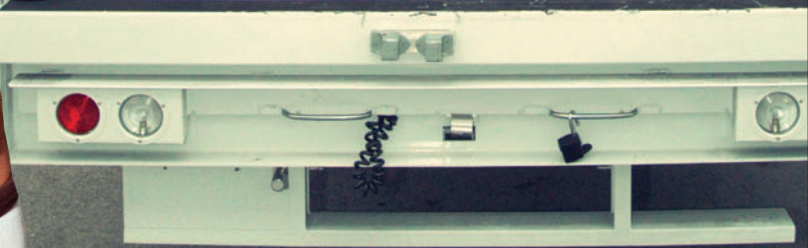


I WSK
eatWSK.com

I WSK
eatWSK.com



eatWSK1









LAUNDRY AND A SHOW !

The Laundry Booth The Washman The Historical House

REQUIREMENTS:

1. Four (4) small load washing machines.
2. Two (20) large load washing machines.
3. Six (6) large load drying machines.
4. Four (4) multimedia screens.
5. Four (4) digital video projectors.
6. Eight (8) fixed low-back chairs[plastic].
7. Eight (8) unfixed high-back theater chairs.
8. A change/detergent machine.
9. The Washman's office with desk, computer and chair.
10. Maintenance closet.
11. Storage room.
12. Children's room with television and G-rated films.
13. One (1) popcorn machine.

INSTRUCTIONS:

Due to space restrictions and certain renovation requirements from the Brush Park Historic District Board, multimedia screens must be placed outside of the Historical House, preferably in a perimeter around the building lot. Variances from the zoning committee are still needed.

Films projected onto the multimedia screens must have public access and street views. Advertisements may be shown in addition to movies and television shows.

The Washman has a soft spot for Federico Fellini films, and requests that the following be shown at least once per month:

La strada
Le notti di Cabiria
La dolce vita
8 ½

Juliet of the Spirits
Roma
Amarcord





LOOKING FOR THE LATEST BESTSELLER ?

The Book Booth The Librarian The Closed House

REQUIREMENTS:

1. Six (6) large bookshelves.
2. Eight (8) small bookshelves.
3. Sixteen (16) book stands.
4. Circulation desk with computer, file and chair.
5. The Librarian's office with desk, computer and chair.
6. Four (4) upholstered reading chairs.
7. Two (2) double-length reading desks.
8. Two (2) computer stations with internet access.
9. One (1) card catalog.
10. One (1) small liquor cabinet for the Librarian's bourbon.
11. Storage room.
12. Public bathroom.
13. Private bathroom.
14. Storage shed with:
 - Patio chairs.
 - Book carts.
 - Moveable bookshelves (small)
 - Canopy for outdoor reading room.

INSTRUCTIONS:

Weather permitting, a selection of books (from stacks one through four) are to be taken outside via mobile bookshelves. Use of the canopy is advised in case of rain, etc. The mobile shelves should straddle the edges of a makeshift plaza around the Book Booth.

These titles are NOT permitted (as per the Librarian's request):

A Tale of Two Cities
 Gravity's Rainbow
 Ethan Fromme
 Midnight's Children
 Madame Bovary
 Absalom, Absalom!
 Plays and novels by Samuel Beckett





SUPPORT OUR TROUPES

The Theater Joint The Actors The Blank House (Sand)

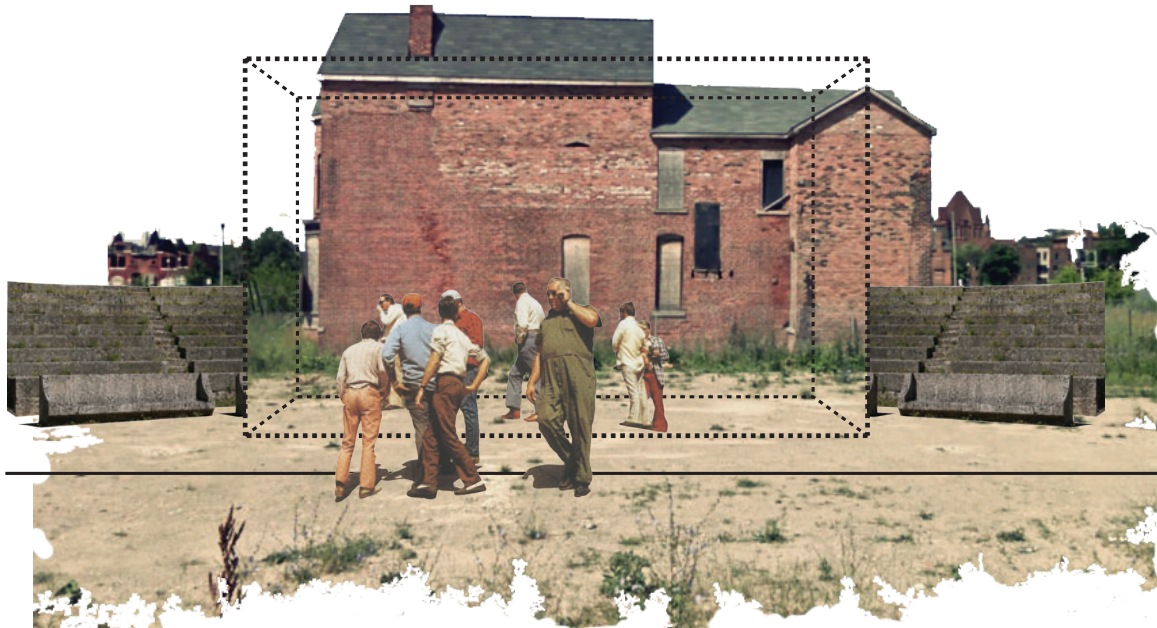
REQUIREMENTS:

1. One (1) proscenium/scene building with:
Platform + underworks.
Double-story framework structure.
Canvas backdrop with hangers.
'Backstage' building with dressing rooms.
Prop room + general storage.
2. Two (2) mobile stadium seating units.
3. Storage area for seating during winter months.
4. Lounge for the Actors.
5. Office with desk, computer and chair.
6. Private bathroom.
7. Concession stand / intermission bar (fully stocked).
8. Costume closet.
9. Script writing room with desk, chair and computer.
10. Exterior public restroom facilities (temporary).

INSTRUCTIONS:

- A freestanding structure in the vacant space east of the Theater Joint with theater seating.
- Renovation of the interior of the Theater Joint for required theater infrastructure and program.
- The Actors are a collective troupe and welcome any thespians from the local community.
- Auditions held every Fall.
- Plays must be sponsored through the Promoter Booth and the Sponsor Booth.

**The Actors, who favor Samuel Beckett productions above all others, may have issues with the Librarian. Any major disputes should be presented to the Syndicate for review.



TEMPORALITIES

THE COMPANY

*ALL PHOTOGRAPHS OF PEOPLE TAKEN FROM: Eggleston, William and Chaudes, Hervé, ed. *William Eggleston*. London: Thames & Hudson, 2002.



14 THE LAUNDRY BOOTH
THE WASHMAN THE HISTORICAL HOUSE

DIURNAL

Day

Laundry services begin at 9am. Films begin showing at 10am. Movies continue on into the evening during the summer months and on warm weekends.



Night

SEASONAL

Spring

Additional screens are placed around the perimeter of the Historical House by the Washman (who, despite the name, is a young woman with a fondness for film). The Laundry Booth's customers participate in a lottery to choose which movies are to be shown during the year-end film festival.



Summer

The summer months normally see an increase in outdoor activity around the house, with movie customers choosing to sit on the small plaza for great views of the big screen.



17 THE THEATER JOINT
THE ACTORS THE BLANK HOUSE (SAND)

Rehearsals, artist visits, community events, fundraisers and visiting tours occur during working hours. The proscenium and seating has sometimes been adapted into a park by the local youth during its off-hours. The Builders are present to construct scenery.



The action takes place in the evening, outside during the warmer months and inside during the colder.

The actors begin rehearsing the new seasons productions starting in March. Three different plays are shown during the season, featuring a collection of troupe members and community thespians. The Promoters create a pre-season advertising campaign that covers all of Detroit's major neighborhoods and institutions.

The Summer Theater Season begins in June. Outdoor productions are held every Friday, Saturday and Sunday evening. Rehearsals take place every Thursday free to the public.



27 THE BOOK BOOTH
THE LIBRARIAN THE CLOSED HOUSE

Opens at 9am. The Librarian takes a lunch break from 12-1pm, while an assistant handles the desk. On pleasant days, the assistant arranges the moveable stacks outside the Closed House, as well as some tables and chairs for outdoor reading and browsing.

The study rooms are open late on weekdays for local students. An outdoor furniture or bookshelves are moved into storage areas before closing.

Spring cleaning begins at the Book Booth. The Librarian inventories the entire collection while assistants (with help from the Repairmen, clean and perform upkeep on the entire house. Attendance begins to shrink due to the nice weather.



The Summer Book Festival is the highlight of the Book Booth's year. It takes place over one week in July, the festival brings in notable authors around Detroit, offers workshops for aspiring writers and librarians, offers free food and drink during the evening concert festivals with performances by the Hip Hop Joint, Jazz Joint and the Punk Joint.

ANNUAL Year 0

Fall

Outdoor film screens are moved into storage while snow takes over the plaza in front of the Historical House. Laundry services continue as normal, with attendant TV screens.

Winter

One week out of the fall is reserved for laundering the Wrestling Joints uniforms before the big WWE tournament in October.



The Critics and the Analysts concluded that a hybrid program might spur interest in a new Booth and began looking for clients and designers. The Washman stepped forward, proposing a building for both laundering services and film entertainment while customers waited.



A huge first month brought in unexpected profits to the Laundry Booth, spurred in part by discounts for new customers.

The Drivers' strike brought the Laundry Booth's dry-cleaning delivery services to a standstill, resulting in the loss of a substantial amount of money.

The Washman decided to reduce costs by discontinuing the outdoor film screenings. The building of the Film Booth has made such expenditures uneconomic.

10



June.
Friday,
Dress
Sunday,

The troupe reconvenes in winter to choose the next seasons productions. They scour over hundreds of possible playwrights looking for a script that is provocative, economical, adaptable in turns of character parts and relationships to current social issues, and above all profitable given the Actors' current audience in Detroit. Previous productions include: Endgame, Cat on a Hot Tin Roof, Romeo & Juliet, an adaptation of Native Son and many more.

The Actors propose a new theater space to the Syndicate. Approval is given and the Blank House (Sand) begins its conversion into a stadium.

The Servicers finish connecting the building to the local infrastructure, and the builders complete a large scene building for staging productions. Stadium seating is the last to come in, but is finished in time for the Theater Joints first season. Their choice of a Samuel Beckett play upsets the Librarian, one of the few Syndicate representatives, which leads to some disharmony among the Company.

Low attendance and income during the first few seasons forces the Theater Joint and the Sponsors to think of new markets and advertising strategies. A push for more family-friendly fare and incentives such as free popcorn and discounts to other Company businesses (such as the Clothing Booth) help generate more interest, and the Actors' fifth year becomes its most popular yet.

Plagued by dismal attendance, Company disagreements and an alleged economic fraud by one of the troupe members forces the Theater Joint to close. The Planners begin work on a new film venture proposed by the Actors. The proscenium and seating remain on site. It becomes infested with skateboarders.

A lull takes place once the summer season is completed. The Actors take time off to recuperate while The Sponsors' Booth takes control, searching out new or returning donors for next seasons plays.

The Company's first business incubator is not a high-tech start-up, but a lowly library located at the Closed House. The Librarian is a small elderly woman with years of experience and an insatiable appetite for literature of all kinds. The Incubator begins the process of rehabilitating the vacated Closed House while the Librarian prepares a proposal for the Syndicate laying out her 1-year projection for business and event-planning initiatives. Four months later, the Book Booth opens.

The Librarian retires from the Book Booth, in part due to health problems related to years of heavy drinking. A community-wide search is undertaken to find a new head, for fear that booth will be shut down after a successful first year. The Incubator finds such a person, and the New Librarian takes over.

The Closed House is damaged in a storm, requiring almost a year's worth of repair, due to limited funds.

The Book Booth holds its 10th Anniversary Book Festival in July. The New Librarian's unique agenda of substituting shelf space dedicated to classics with space dedicated to crime novels and romances has increased attendance by almost 100%. A science-fiction section is planned for next year.

The Syndicate, in honor of the Book Booths achievements, sponsors a street fair in addition to the book festival, which draws some of the largest crowds that Brush Park has ever seen.

As the outdoor stacks and patio chairs are taken into storage for the fall and winter months, attendance increases due to the new stock of books acquired by the Librarian. Contacts made at the book festival bring in most of the new literature in the form of charitable donations by sponsoring organizations and community members.

University students from Wayne State, located just north of Brush Park, arrive at the Book Booth to study for finals. The Librarian provides a winter coffee concoction along with various pastries during the chilly season, all from the Food Booth and the Coffee Booth.

