

PDX Lounge Charrette



January 9, 2009
11:30am – 2:00 pm

at
PDX Lounge
240 N. Broadway
Portland, OR

Purpose: A creative brainstorming session to refine and focus the scope of work for PDX Lounge interior design, communications and program planning.

Coordinated by: Portland Bureau of Planning and Sustainability, Portland Development Commission, Zimmer Gunsul Frasca Architects and Cogan Owens Cogan, LLC.

What is the ideal PDX Lounge like for you or your business in 3 years?

A “hub”, “center”, “epicenter”, “incubator”, “network” of information and ideas, products and businesses, surrounding sustainability. (12)

Multimedia resource center with library and web access to make sustainability “understandable, relevant and beautiful”, a place to tell our story of sustainability. (12)

Concept of inclusiveness, collaboration, reaching out to those outside the sustainability industry, being a place where everyone feels comfortable, a focus on local, but reaching out internationally. (10)

A place to showcase products. (9)

A space for clients, the public and partners to present, speak and teach about sustainability in Portland. (9)

It’s fun and interactive, represents Portland’s quirky side, the “OMSI” of sustainability. (3)

Focus on “best practices”. (3)

How would you tell a business associate or client about PDX Lounge to convince them to participate in some aspect of the lounge?

Resource for networking and information within the movement. (7)

It’s a place open to the public and to people from outside Portland, a center to inspire and educate people about sustainability. (4)

Just coming to the lounge will inspire clients, the physical space will exude a culture of fun, the cool place to be. The place will sell itself. (4)

Be a part of the leadership in sustainability, a part of the movement of the future. (3)

It’s a place to showcase products and ideas. (3)

Financially rewarding. (1)

On an 11x 17 sheet of paper provided, show your business and its relationships to Oregon on a map.

Responses were business specific. A majority of maps focused on local relationships and commerce, but indicated some type of simultaneous outreach to national and international markets as a means to share sustainability concepts and products.

If PDX Lounge was a superhero, what would it be? Describe its superpowers. Why did you choose these?

Participants named specific superheroes and superpowers found in common vernacular. In sum, the PDX Lounge superhero is a combination of the Jolly Green Giant and Elasta-Girl. The concept incorporates reaching or stretching out to different people and industries and bringing them together in order to educate, support, share and promote each other's businesses and ideas, a "Petri dish" of sorts. The result is an organization that is flexible and has protection from evil. An example of "evil" mentioned was greenwashing. It also has a presence that cannot be missed locally, nationally or globally. She/he represents a portal to the world, a beacon of light, a "green lantern". An agent of change, magnetic power that attracts people, has contagious electricity and excitement. The PDX Lounge Superhero is pragmatic and a mentor, someone who recognizes there is power in numbers and diversity. Can speak all languages, can transform itself as times change and is not prone to green-washing.

Show us your PDX Lounge. When you are here, what do you see?

Moving, sliding screens/walls to create various spaces as necessary.

Small, comfortable informal meeting areas, couches and rugs.

Information kiosk close to entrance/ pavilion/ welcome station; directory; community bulletin board.

Water feature or sculpture with each partner name carved in

Plants, FSC wood, chandelier.

Virtual library, laptop plug-ins and access to server for shared information, multimedia resources, desks – curator or librarian for assistance and organization; technology kiosks; distribution area, media wall.

Acoustics, soundproofing.

Thematic/schematic areas ("Ikea" room, OMSI of sustainability, interactive area).

Use all local providers for furnishings, careful use of resources!

Formal meeting space/ conference room.

Exhibit space for partners, products and events.

Utilize natural light and sun exposure from window space in the front.

A bar to relax, network, meet after work.

Portray the "journey" of sustainability, and a kind of 3D "map" for helping companies, people and institutions to find their way.

In Attendance:

Greg Acker	Sienna Architecture
Stephen Aiguier	Green Hammer Construction
Rob Bennett	P+OSI
Heidi Bertman	ZGF Architects
Ian Bixby	Bureau of Planning & Sustainability
Johanna Brickman	ZGF Architects
John Cardenas	Portland Development Commission
Sattie Clark	Eleek/Oregon Wind
Jay Coalson	Green Building Services
Lisa Cohrs	Bureau of Planning & Sustainability
Matt Collier	Portland Development Commission
Daniel Deutsch	Alora Development
Ellie Fiore	Cogan Owens Cogan
Lisa Gамbee	Independent Consultant
Matt Giraud	Grapheon Communications Design
Kirstin Greene	Cogan Owens Cogan
Nez Hallett	Smart Wireless
Kevin Havice	Tropical Salvage
Amy Hillman	Sustainable Industries
Liz Hopkins	Bureau of Planning & Sustainability/PDC
Nicole Isle	Brightworks
Larry Jacobsen	Modern Morphic
Brad Leonard	9Wood
Lindsey Maser	Bureau of Planning & Sustainability
Ruth Meijer	Soliloquy Textiles
Si Nae	
Pam Neild	Bureau of Planning and Sustainability
Adam Olsen	Sustainable Northwest
Eric Park	Ziba Design
Michael Roemen	9Wood
Jeremy Rogers	Oregon Business Council
Robin Scholetzky	Volunteer/Food Policy Council
Tim Solomon	
Debra Sonner	PECI
Stephen State	Formations, Inc
Ron Sundholm	Second Glass
Julia Thompson	Bureau of Planning & Sustainability
Stephen Turina	PAE Consulting Engineers, Inc
Ross Turkus	Bureau of Development Services
R. Woodling	Green Touch Design