

Excerpt

Designing Your American Space

AMERICAN SPACES

Idea Book 2.0



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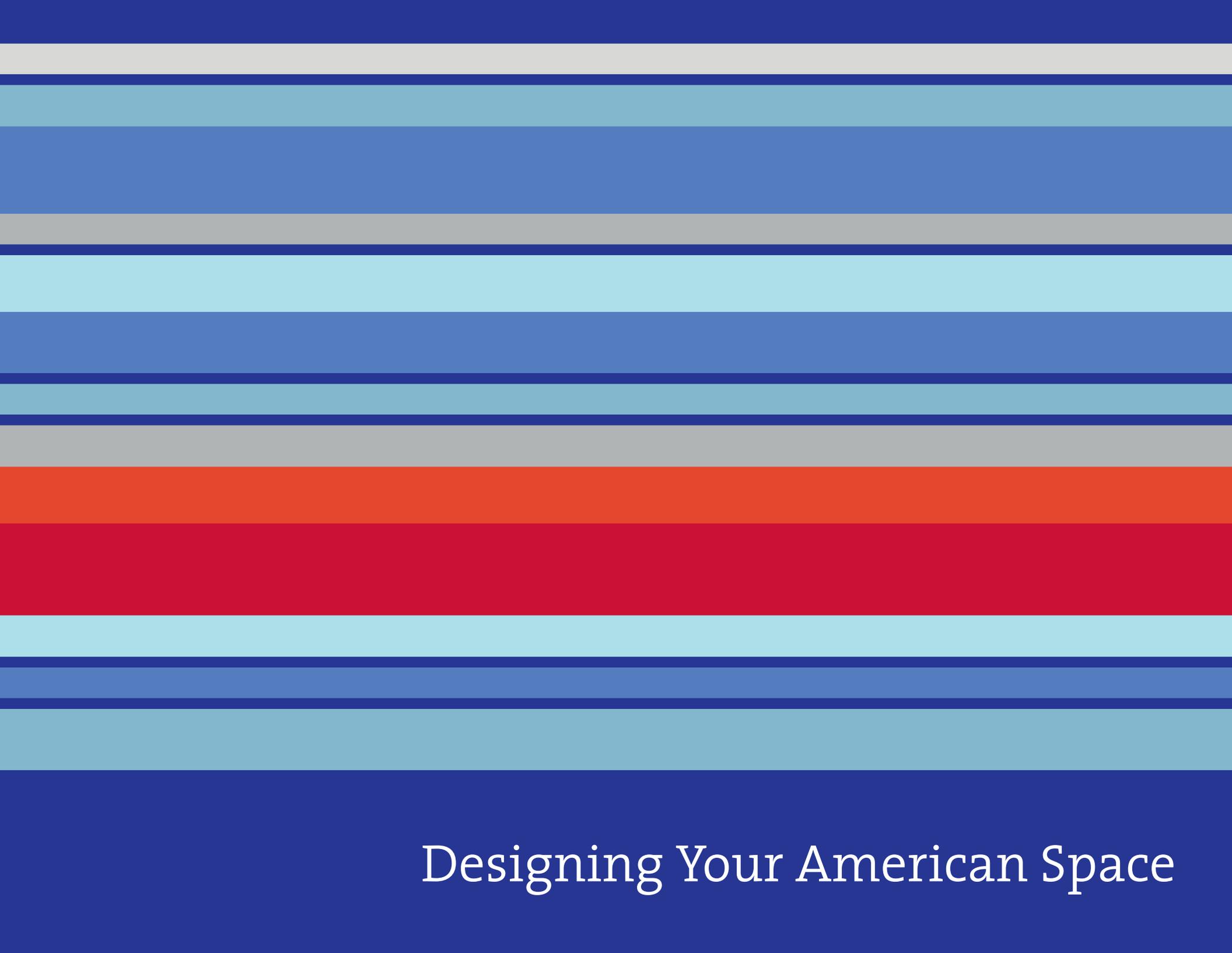
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The background consists of a series of horizontal stripes in various shades of blue, teal, and red. The stripes are of varying widths and colors, creating a vibrant, multi-colored pattern. The colors include dark blue, light blue, teal, and a bright red. The stripes are arranged in a repeating sequence, with some colors appearing more frequently than others.

Designing Your American Space



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No two American Spaces are alike. Whether your space consists of a single, small room or is made up of many, design plays a vital role in all American Spaces. Making simple, but effective, design choices can transform a space from one that is dark, cramped, and full of heavy furniture into one that is bright, modern, engaging and multi-functional.

This section provides you with basic design principles, inspiration, and ideas through design renderings of different types of spaces large and small, from makerspaces and classrooms to reception spaces and informal lounges for conversation. Each design highlights characteristics and features that make spaces flexible, dynamic, and engaging venues for the support and advancement of U.S. public diplomacy.

Outlined below are some basic design principles to set your space up for success:

- **Functional can still be fun.** Use furniture with multiple purposes, such as seating that can double as “table” surfaces or with storage underneath. Use a plant, room partition or a mobile whiteboard to creatively divide your space. Lounge or café furniture provides a different type of workspace than a desk or conference table and creates an environment that fosters collaboration.
- **Mobility.** You want to make it as easy as possible to reconfigure your space for various activities and programs. Two simple examples are to introduce furniture with casters or wheels and chairs that stack for easy and compact storage.
- **Flexibility.** Maximize possible uses of your space by finding furniture that can be used for multiple activities and programs. Trapezoid tables are an excellent example. For ideas on possibilities of trapezoid table configurations, see page 5.5.
- **Keep your colors simple.** Red, white and blue make for a great American Space! We’ve provided a recommended color palette for you on page 4.3. Incorporate colorful accents with paint, furniture, flooring, or large-scale graphics.
- **Invite participation and engagement.** Add writable surfaces, such as chalkboards and whiteboards, so visitors can make the space their own. Use a blank wall or screen to project photos from space events, the day’s activities, or a rolling Twitter feed or Facebook page for the space.

Introduction to Design

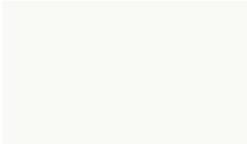
- **De-clutter your space.** Cull your library collection and introduce iPads or tablets with digital libraries and folders on the homepage leading patrons to your best materials and resources. Doing this also frees up valuable floor space and allows for greater flexibility for programming and events.
- **Don't forget about the floor.** Carpet tiles or area rugs are a fun and easy way to create discrete programming areas and can be helpful in managing sound and reducing echo. Change the type of flooring (example: vinyl tile to carpet) between spaces or change the color of the flooring for visual distinction between programming areas.
- **Walls can be invigorating—and inspiring.** Walls might seem intimidating to fill, but you don't have to overthink design elements. Use your walls for wayfinding and signage to help your patrons navigate the space. A large-scale text quotation can be both impactful and inspirational, conveying important themes about the U.S. or your local community. Go big with high-resolution graphics on the wall complemented by large swaths of painted color blocks. A sampling of graphics can be found on pages 6.1–6.7 with information and ideas for applying them to your space.
- **Encourage community and interaction.** Cluster computer terminals to face each other to foster further interaction. Cluster seating, too, so that even when people are working independently, they are sharing the space with others. Choosing lightweight and modular furniture makes this quick and easy.
- **Design with intention.** Foster stewardship and affiliation by engaging representatives of your core audience in design ideas and implementation. Hosting regular focus groups to have your visitors discuss ways the space will be used and the types of programs they would like to see in the space will help you determine how the space should be configured and enhanced through design.



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Make your space bold and bright with this recommended color palette based on the colors of the American flag. Both Pantone and CMYK numbers are included for easy reference.

MAIN COLORS		Dark Red Pantone: Coated 199C C:0 M:100 Y:77 K:16	ACCENT COLORS		Red Pantone: Coated 193C C:2 M:99 Y:62 K:11
		Red Pantone: Coated Red 032C C:0 M:79 Y:73 K:6			Light Red Pantone: Uncoated 1797U C:1 M:87 Y:89 K:4
		Dark Blue Pantone: Coated Blue 072C C:100 M:95 Y:0 K:3			Light Blue Pantone: Coated 7695C C:43 M:9 Y:8 K:8
		Blue Pantone: Coated 2727C C:70 M:47 Y:0 K:0			Light Blue Pantone: Coated 635C C:30 M:0 Y:7 K:0
NEUTRAL COLORS		White Pantone: 11-0601 TCX C:2 M:1 Y:3 K:0			Yellow Pantone: Coated 116C C:0 M:20 Y:100 K:0
		Light Gray Pantone: Coated Cool Gray 2C C:5 M:3 Y:5 K:11			
		Medium Gray Pantone: Coated Cool Gray 4C C:12 M:8 Y:9 K:23			



Recommended Color Palette



Approximately 250sqm

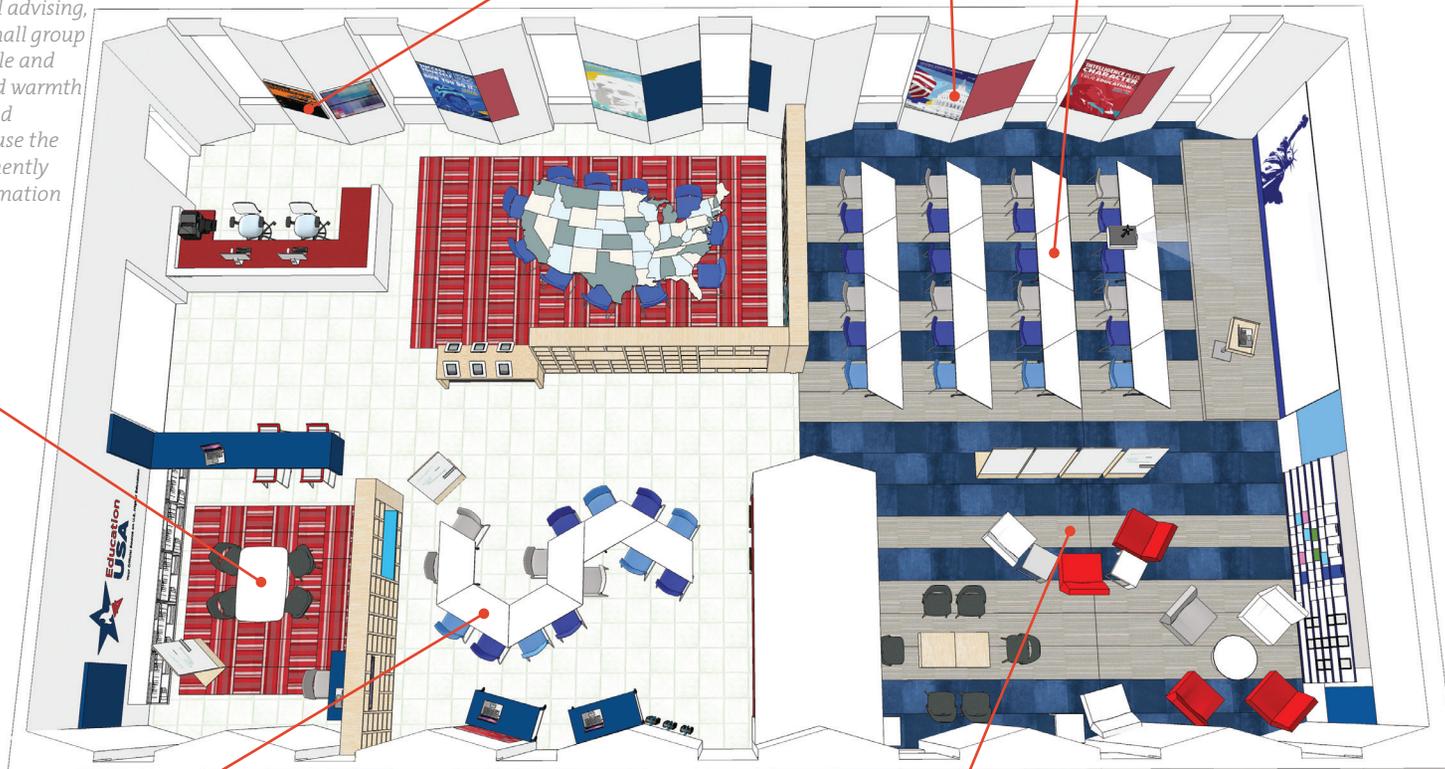
Create distinct zones to host a variety of programs in a large space. These design renderings provide you with ideas to creatively divide your space with little to no construction, using design elements like mobile partitions and multi-purpose, modular furniture to accommodate a wide range of programs.

Utilize a corner space for a semi-private meeting area for educational advising, one-on-one discussions or small group meetings. A central worktable and carpet tiles or an area rug add warmth to this space and aid in sound management. You can also use the walls in this space to prominently display EducationUSA information and materials.

Digital signage near the entry provides patrons with program and schedule information the moment they enter the space.

Incorporate color through high-resolution graphics and painted accents.

Introduce trapezoid tables into the presentation space to host MOOCs or DVCs.



Trapezoid tables and chairs combined with lightweight stacking chairs are perfect for a workshop or makerspace. Small desks on wheels provide patrons with additional work surfaces and can be moved around the room to accommodate different layouts or programs.

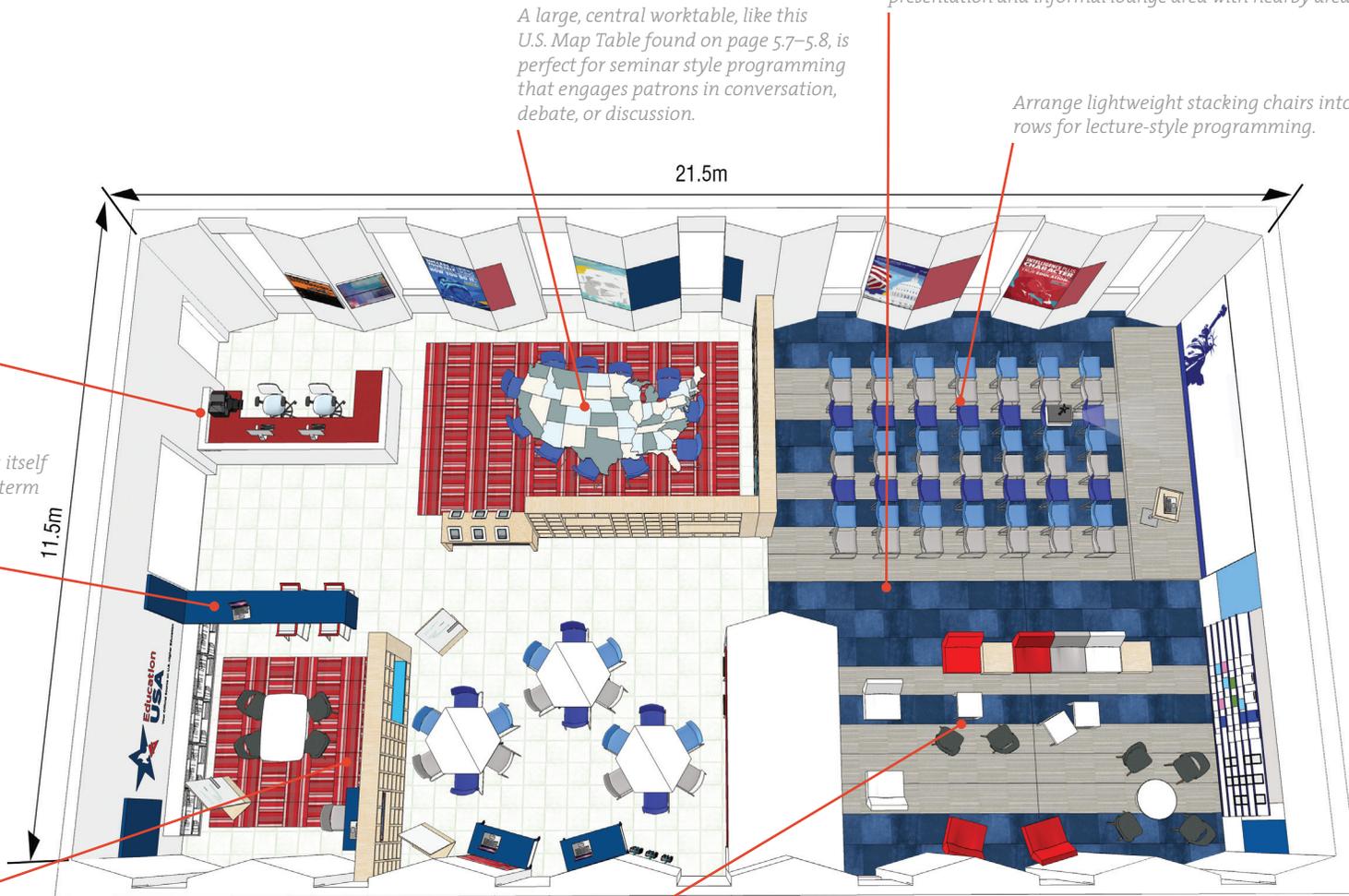
Rearrange modular lounge furniture and introduce mobile whiteboards to create an informal, yet collaborative space for groups to meet.

“so you...” Only Have One Large Space

This image provides a view of the same large room with another example of how the zones can be reconfigured for programmatic variety.

Welcome patrons into your space with a dedicated information desk situated near the entrance to your space.

An iPad or tablet bar lends itself to independent and short-term use of technology.



A large, central worktable, like this U.S. Map Table found on page 5.7–5.8, is perfect for seminar style programming that engages patrons in conversation, debate, or discussion.

Flooring can be used as a visual cue for patrons to designate specific programming zones. For instance, use a combination of vinyl tile with carpet tiles or areas rugs to create a distinction between the combination presentation and informal lounge area with nearby areas.

Arrange lightweight stacking chairs into rows for lecture-style programming.

Mobile partitions are a low cost, but effective way to divide neighboring programming areas from each other. Think about partitions that provide additional storage in your space, like mobile shelving units, partitions that double as writing surfaces, like mobile whiteboards, or even partitions made of glass, Plexiglas, or sound absorptive materials.

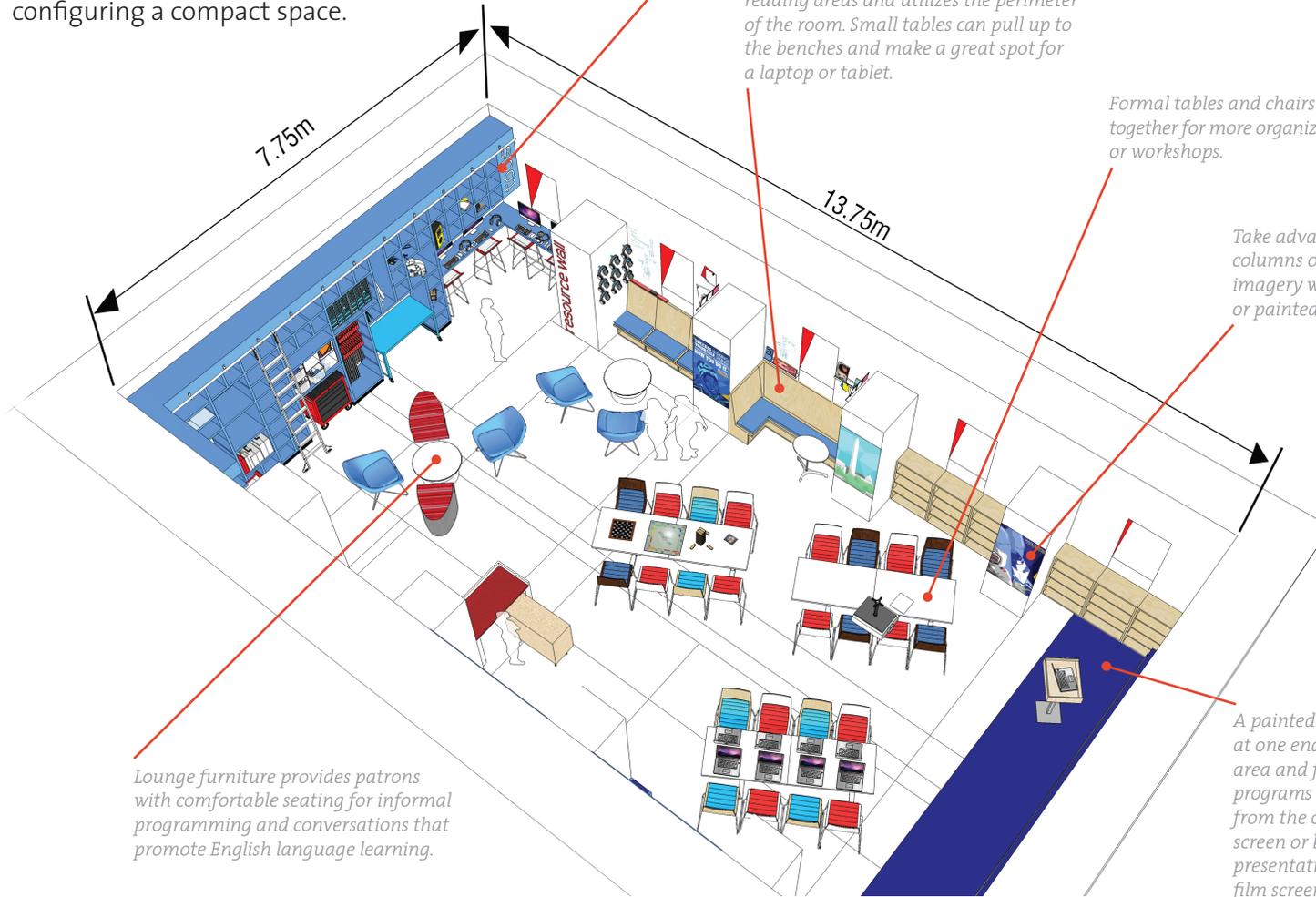
Use a combination of modular lounge furniture and tables and chairs to create a comfortable informal space where patrons can browse reading materials, independently use technology, have conversations, or wait for an upcoming program. Furniture can be rearranged to accommodate large or small groups or even one-on-one conversations.



“SO YOU...” Only Have One Large Space (continued)

Approximately 100sqm

Smaller spaces can be multi-functional too! Choose lightweight, flexible furniture to reconfigure your space for maximum versatility and programmatic variety. These design renderings provide you with ideas for only a few of the many possibilities of configuring a compact space.



Built-in cabinets, shelving, and stationary countertops can be a great space to host makerspace programming and provide storage for maker equipment and technologies.

Built-in banquette seating allows for small conversations or independent reading areas and utilizes the perimeter of the room. Small tables can pull up to the benches and make a great spot for a laptop or tablet.

Formal tables and chairs can be pushed together for more organized programming or workshops.

Take advantage of wall surfaces, even columns or pillars, to introduce vibrant imagery with high-resolution graphics or painted accent walls.

Lounge furniture provides patrons with comfortable seating for informal programming and conversations that promote English language learning.

A painted floor or small raised platform at one end of the room creates a stage area and focal point for lecture-style programs in the space. Suspend a projector from the ceiling and use a projection screen or blank wall as a surface for presentations, demonstrations, or film screenings!

“so you...” Only Have One Small Space





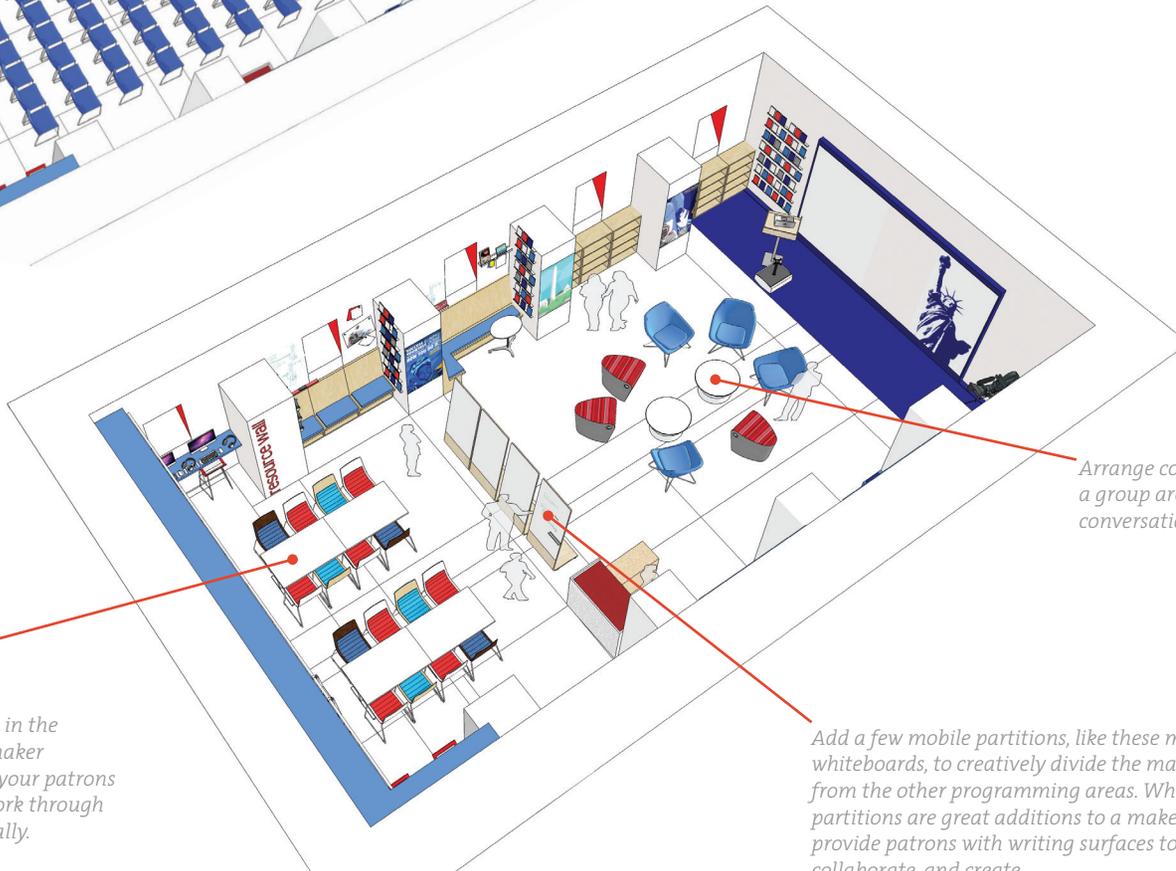
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Think about reconfiguring your space with the same furniture for different programming possibilities. Ample storage allows you to put away pieces of furniture that are not in use and is crucial to the flexibility of the space.



Use lightweight stacking chairs to host lecture-style programming.



Arrange comfortable lounge seating into a group around small tables to foster conversation-style programming.

Use formal tables and chairs in the makerspace area to host a maker workshop or showcase. Give your patrons plenty of work surfaces to work through ideas as a group or individually.

Add a few mobile partitions, like these mobile whiteboards, to creatively divide the makerspace from the other programming areas. Whiteboard partitions are great additions to a makerspace to provide patrons with writing surfaces to brainstorm, collaborate, and create.

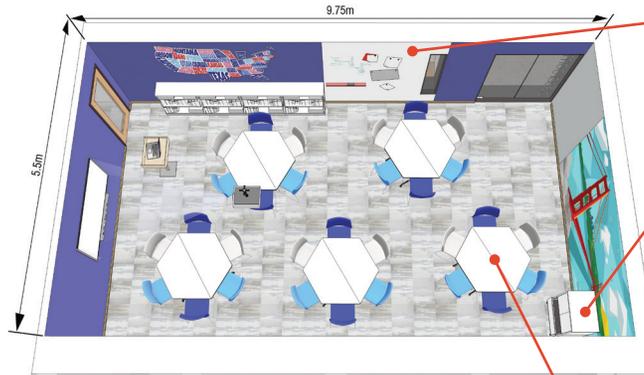
“so you...” Only Have One Small Space *(continued)*



Approximately 54sqm

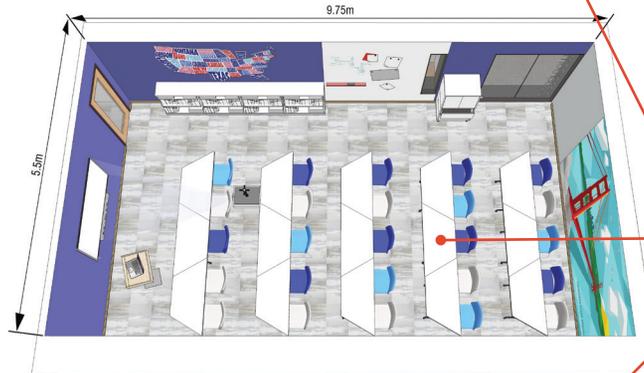
Engage patrons in formal learning with designated classroom spaces. These spaces should be bright and modern, inviting patrons to engage with one another on a variety of subjects.

Trapezoidal tables provide this space with ultimate flexibility. These are just a few of the many configurations possible with this one table. For more ideas on table configurations, please see page 5.5.



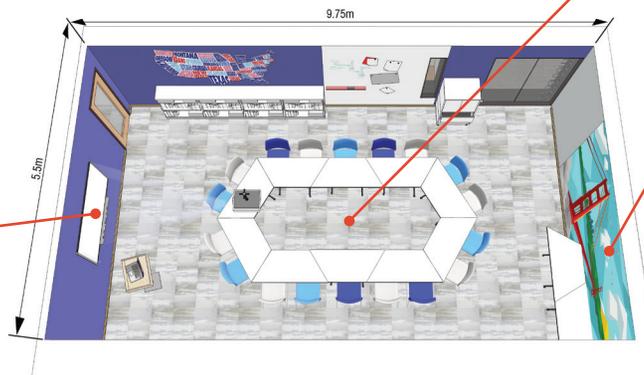
A whiteboard or chalkboard wall provides space for a facilitator to write out important points of a lesson or patrons to collaboratively work through ideas.

Mobile, locking storage can be used to store classroom materials or valuable pieces of technology, such as laptops. Choosing storage on wheels makes it easy to move supplies and equipment within the classroom or between classrooms for specialized lessons or programs.



Trapezoidal tables and lightweight stacking chairs can be easily reconfigured to support a variety of programs and learning styles. A few examples of these configurations include:

- Pushed together for small group work or collaboration
- Lined up in rows facing the front of the room for lecture style programming, DVCs, or MOOCs
- Arranged in a circle for a seminar or large group conversation



Suspend a projector from the ceiling and use a projection screen or a blank wall as a surface for DVCs, MOOCs, or a focal point for a lecture or lesson.

Incorporate a high-resolution graphic (or two!) and painted accent walls, using the recommended color palette, to introduce color and energy into the space.



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“so you...” Want a Classroom Space

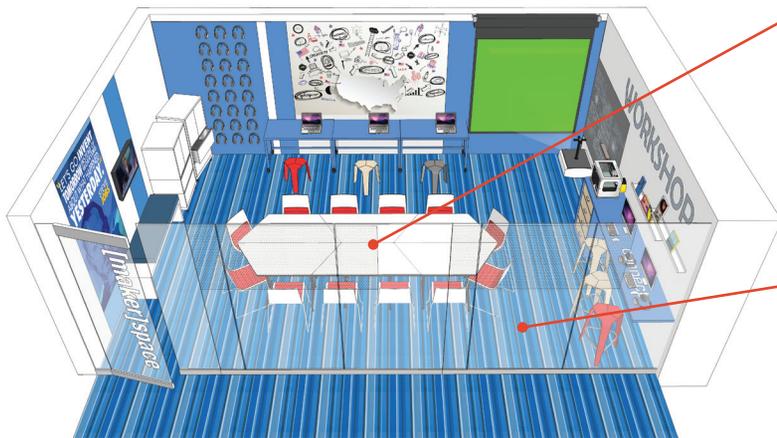


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Approximately 40sqm

A makerspace plays host to a variety of programs that foster skill building and digital literacy, all while promoting an environment of invention and innovation. Makerspaces should be inspiring and encourage your patrons to create, discover, and collaborate.

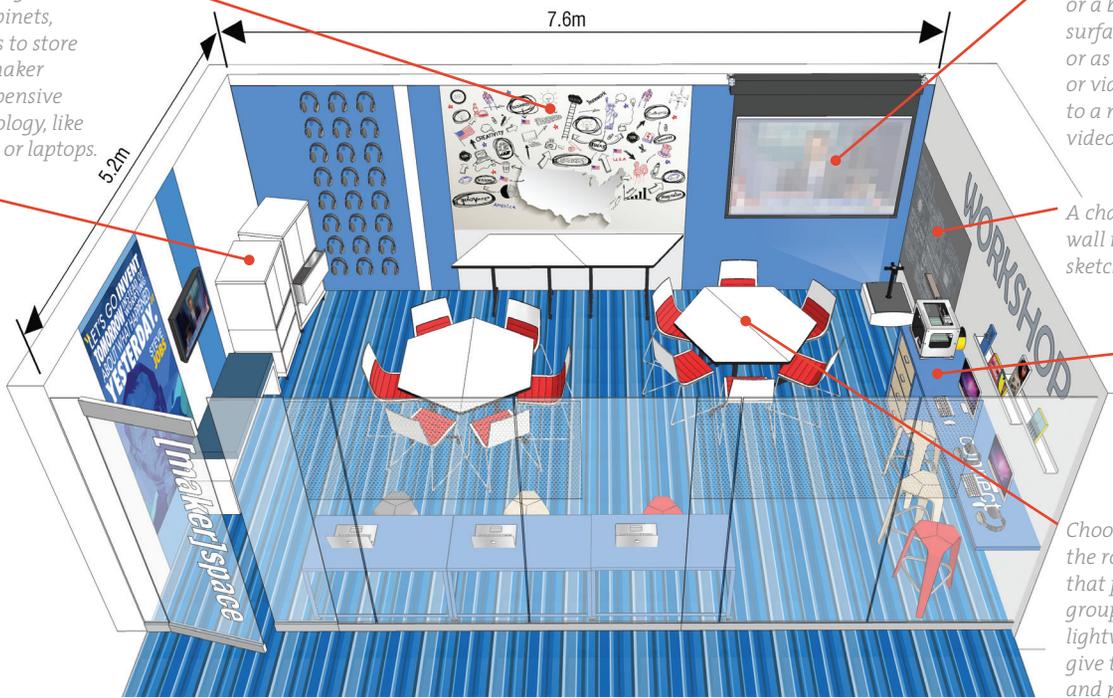


An important note: When not in use for formal makerspace programming, the flexible furniture makes this a suitable space for a classroom, workshop, or a space to host other types of programming.

A glass wall or partition allows the sound generated from maker activities and equipment to be contained, while allowing other patrons to view programming in progress.

Use one of our custom high-resolution graphics on an open wall. The Brainstorming Graphic is a great way to visually promote the space as one for inspiration, collaboration, and creativity.

Storage, including drawers and locking cabinets, are great places to store materials for maker activities or expensive pieces of technology, like digital cameras or laptops.



Suspend a projector from the ceiling and use a screen or a blank wall as a projection surface. The projection surface can be used for lectures, demonstrations, DVCs, or as a way for your patrons to show off their new skills or video projects. Green screens are another fun addition to a makerspace to introduce patrons to photo and video editing.

A chalkboard or whiteboard instantly transforms a wall into a writing surface for brainstorming ideas or sketching prototypes.

Stationary or built-in countertops are perfect for larger pieces of technology, such as 3D printers and computer terminals loaded with software for maker programming.

Choose modern and lightweight furniture, allowing the room to be configured in a variety of arrangements that promote small group programs, as well as large group demonstrations or workshops. Trapezoidal tables, lightweight stacking chairs, and furniture on wheels give the space the look and feel of a modern workshop and promote ultimate flexibility in this space.

“so you...” Want a Makerspace

Approximately 40sqm

Comfortable and modular furniture make this space an ideal location to host less formal programming, such as a conversation club, or as space for patrons to independently use technology, wait for upcoming programming or an advising appointment, or continue a conversation that was started during an earlier program.



Mobile shelving, like the curved shelves here, double as room dividers while providing storage for books and other reading materials. Consider turning the shelves around to create a "conversation pod" or a space for independent reading.

Use walls to display bright and colorful graphics or wall shelving for additional storage and display of reading materials or tablets.

A variety of comfortable seating options, including modular lounge seating, tables and chairs, and even ottomans, can be rearranged to accommodate small group or one-on-one conversations.

Flooring helps define this space from the surrounding programming area and is a great way to introduce color into the lounge space. Carpet tiles aid in sound absorption to reduce echo and are easy to install and remove for cleaning or replacement.



“so you...” Want an Informal Lounge Space

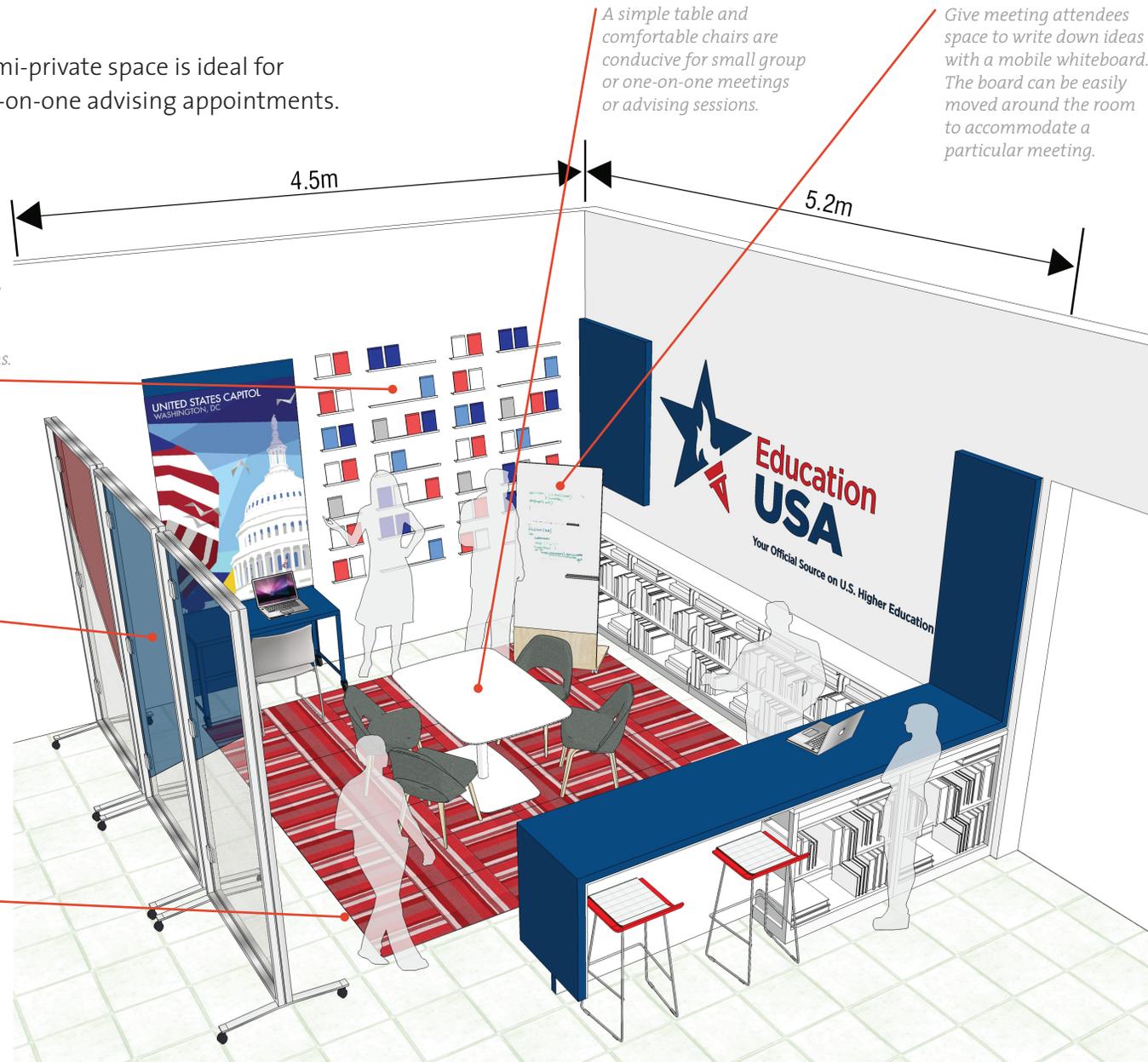
Approximately 25sqm

This multi-functional and semi-private space is ideal for small group meetings or one-on-one advising appointments.

You may wish to use this area to display and distribute EducationUSA materials. Shelving can be simple and modest, but make sure signage is clear for your patrons.

A mobile partition instantly divides this space from a neighboring program, thus making the space semi-private without entirely closing it off.

Carpet tiles are a sound absorptive material intended to reduce echo, thus promoting small group meeting conversation. They can be used to introduce color into the meeting space and are easy to install or remove for cleaning or replacement.



4.11

DESIGNING YOUR AMERICAN SPACE



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“so you...” Want a Semi-Private Meeting Space

Approximately 65sqm

Create a space that transitions seamlessly from a space for casual conversation during the day to a lively setting for an evening reception or alumni event in a versatile art gallery and reception area.



Use a neutral wall color so as not to detract from the artwork.

Install art railing on the walls to instantly transform this space into a gallery to host local artists or showcase patrons' work. The art railing makes it very easy to install and de-install artwork for a new show or competition.

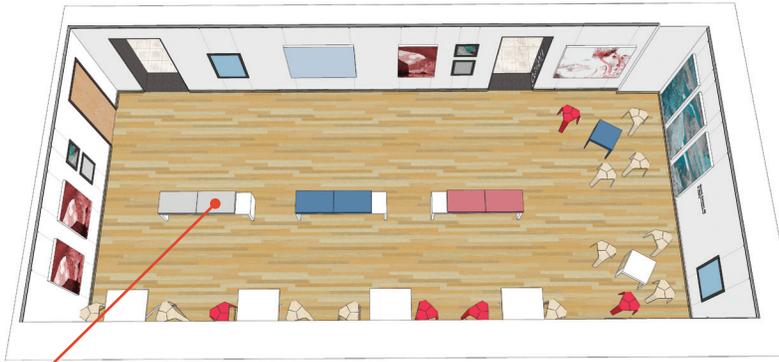
Small adjustable height bistro tables and sleek stool and bench seating can be used for daytime or evening programming and events. During the day, patrons can utilize the tables for casual conversations or to independently use technology, like a laptop or tablet. During an evening reception, the same tables can be used for patrons to gather around with food and drink.



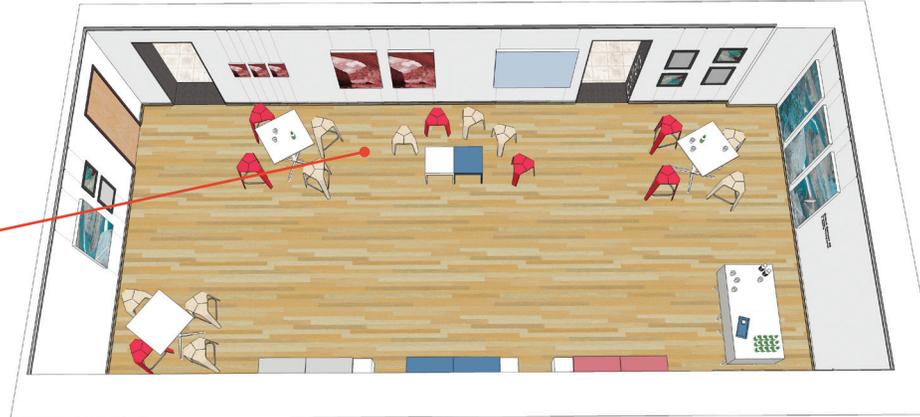
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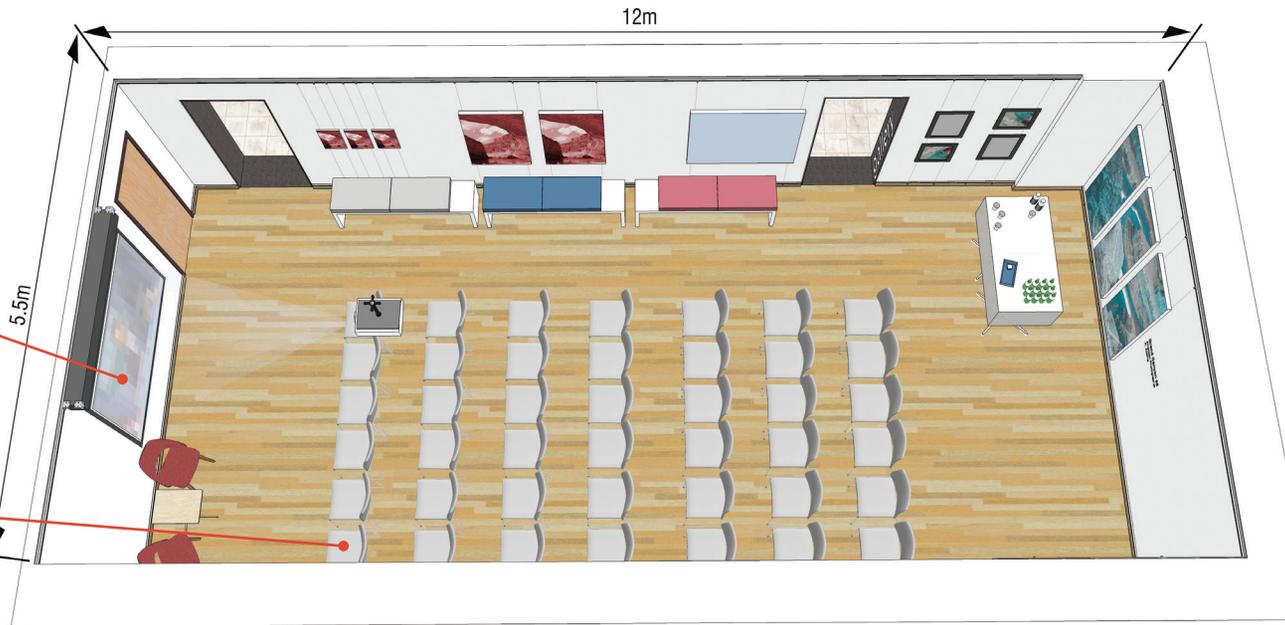
“so you...” Want a Reception Space



Simple bench seating in the center of the room serves as a spot for patrons to gather for casual conversations and makes this space feel like a traditional gallery. Adjustable height bistro tables with sleek stool seating along the wall provide patrons with alternative seating options in this space.



During a reception, move the bistro tables away from the walls to transform the space into a vibrant atmosphere conducive for conversation.



Suspend a projector from the ceiling and use a screen or a blank wall as a projection surface for lectures or film screenings.

Lightweight stacking chairs can be used for lecture-style programming in this space. When the chairs are not in use, they can be stacked for easy storage.

“so you...” Want a Reception Space *(continued)*

Approximately 65sqm

Some spaces have viable, but underutilized outdoor space. Think of this area as an extension of your indoor programming space and one that can be used to host conversation clubs or cultural or alumni events. Additionally, an outdoor space can be well-suited as a gathering spot for patrons who arrive early for a program or wish to stay after a program has finished.

A canopy shields this space from sun and rain to maximize programming potential.

Consider incorporating a projector and projection surface to play English language news or host a film screening.

Formal tables and chairs, as well as ottomans that are intended to withstand the elements, provide patrons with a variety of seating options. These outdoor chairs stack to allow for easy storage when not in use.



“so you...” Have an Outdoor Space