

# TOP 10

## DESIGN TIPS

*for Improving your American Space*

### 1 Invite participation and engagement through design.

Add writable surfaces, such as chalkboards or whiteboards, so visitors can make the space their own. Use a blank wall or screen to project event photos, the day's activities, or a rolling Twitter feed or Facebook page for the space.

Idea Book 2.0 pg 5:13

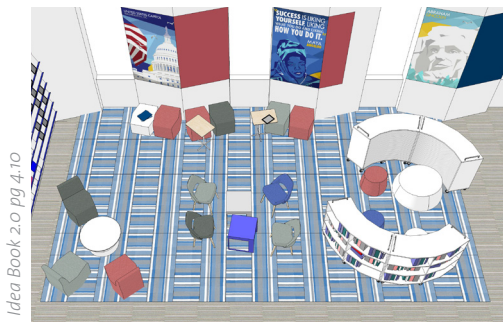


Idea Book 2.0 pg. 5:18

### 2 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.

# 2

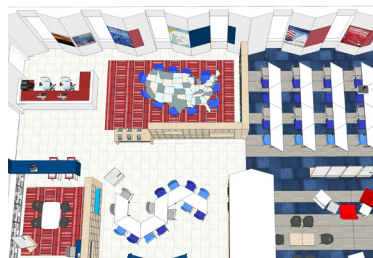


Idea Book 2.0 pg 4:10

### 4 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, partition or white-board as a creative room divider. Lounge or café furniture provides a different type of workspace than a desk or conference table and creates spaces that foster collaboration.

# 4



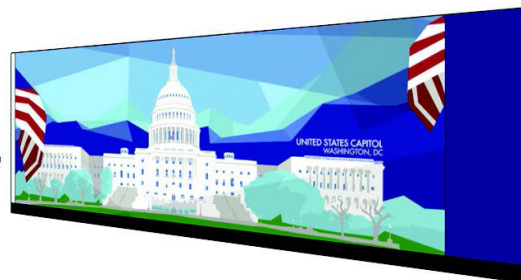
Idea Book 2.0 pg 4:4

### 3 Don't forget about the floor.

Carpet tiles or area rugs are a fun and easy way to create distinct programming areas within a space.

# 3

# 5



Idea Book 2.0 pg 6:3

### 5 Walls can be invigorating—and inspiring.

Walls might seem intimidating to fill, but you don't have to overthink design elements. Go big with high-resolution graphics or a large-scale text quotation on the wall complemented by large swaths of painted color blocks. A sampling of graphics and a guide for applying them to your space can be found at [AmericanSpaces.state.gov/smithsonian/graphics](http://AmericanSpaces.state.gov/smithsonian/graphics).





American Center Ho Chi Minh City

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## Encourage community and interaction through design.

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.

## One word: 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.

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### ACCENT COLORS

CMYK  
2-99-62-11

CMYK  
1-87-89-4

CMYK  
43-9-8-8

CMYK  
30-0-7-0

CMYK  
0-20-100-0

### MAIN COLORS

CMYK  
0-100-77-16

CMYK  
0-79-73-6

CMYK  
100-95-0-3

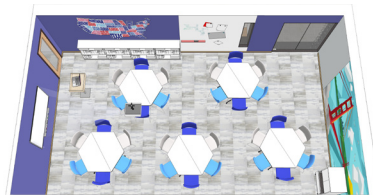
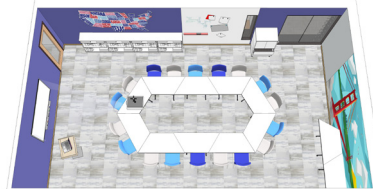
CMYK  
70-47-0-0

CMYK  
5-3-5-11

CMYK  
12-8-9-23

CMYK  
2-1-3-0

### NEUTRAL COLORS



Idea Book 2.0 pg 4.8

## Another word: 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.

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## Keep your colors simple.

Red, white and blue make for a great American Space!

We've provided a recommended color palette for you here.

Incorporate colorful accents with paint, furniture, flooring or large-scale graphics.

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## 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.



America House Kyiv

