

A grayscale photograph of the Torpedo Factory Art Center building, a large, multi-story industrial-style structure with many windows. A tall smokestack is visible in the background. The image is dimmed to serve as a background for the text.

# TORPEDO FACTORY ART CENTER

TASK FORCE MEETING 3- MARKETING AND BRANDING

DECEMBER 7TH, 2022

# AGENDA



INTRODUCTION

5 MINS



PROGRAMMING

30 MINS



PLACE-BASED MARKETING

45 MINS



MARKETING STRATEGY

30 MINS



LOOKING AHEAD

5 MINS



WRAP UP

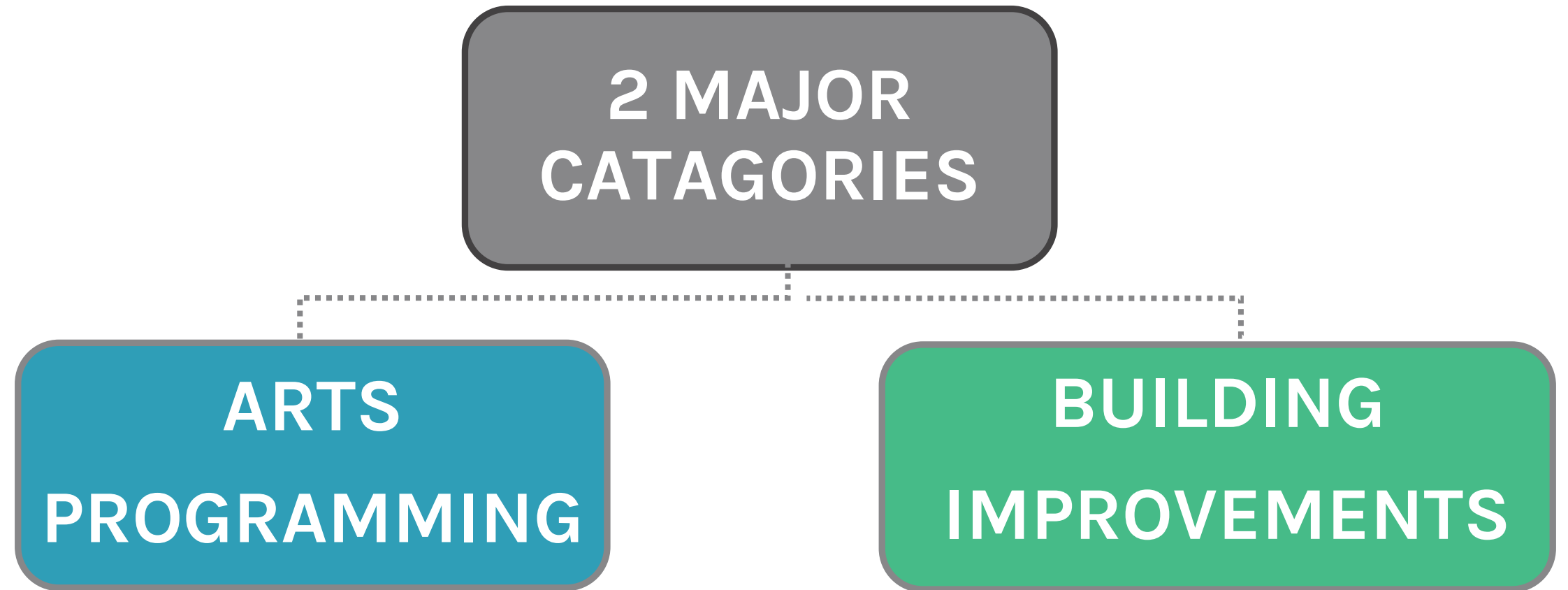
# INTRODUCTION

# PROGRAMMING



# PROGRAMMING

TWO MAIN COMPONENTS



# ARTS PROGRAMMING - EXPLORATION

TASK FORCE IDEAS | UMBRELLA CONCEPTS





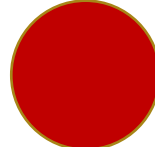
## HIGH LEVEL CONCEPTS

- Infusing artwork/murals into building common spaces, creating landmarks
- Additional Interactive arts learning for youth and adults
- Collaborative community events with artists, businesses, & organizations
- External awareness/ presence

# PRIORITIZATION & VIBRANCY

## EXERCISE 1

# WHAT HAS GREATEST LEVEL OF IMPACT ON VIBRANCY?

-  Green Dots: High-level Impact
-  Yellow Dots: Mid-level Impact
-  Red Dots: Not Recommended





## ROOF TOP ACTIVATION

- Sculpture/Art interaction
- Plein air painting



# MULTI-FUNCTION EVENTS SPACE/ PERFORMANCE SPACE

- Public / Visible
- Private / Enclosed



## RETAIL

- Combined artists' retail
- Gift shop
- Pop up shops



## FOOD AND BEVERAGE

- Restaurant
- Café/Coffee shop
- Culinary Pop up

## WATERFRONT & ENTRANCE MODIFICATIONS

- Enhance Waterfront Entry
- Inter-connect Union St & Waterfront
- Improved ground floor visibility into building



## **AMPLIFIED IDENTITY**

- Wow factor intervention
- Digital Engagement/Interaction

## VERTICAL CIRCULATION IMPROVEMENTS

- Modify elevators/locations
- Modify Monumental/spiral stairs

## SPACE RE-ORGANIZATION

- Decongest/Re-organize 3<sup>rd</sup> Floor
- Determine Art League/Archaeology locations (in or out of the building)
- Restroom relocation
- Most Active Program at Ground Floor



# PLACE-BASED MARKETING

## EXERCISE 2



# EXTERIOR



# OUTRIGGER BANNERS



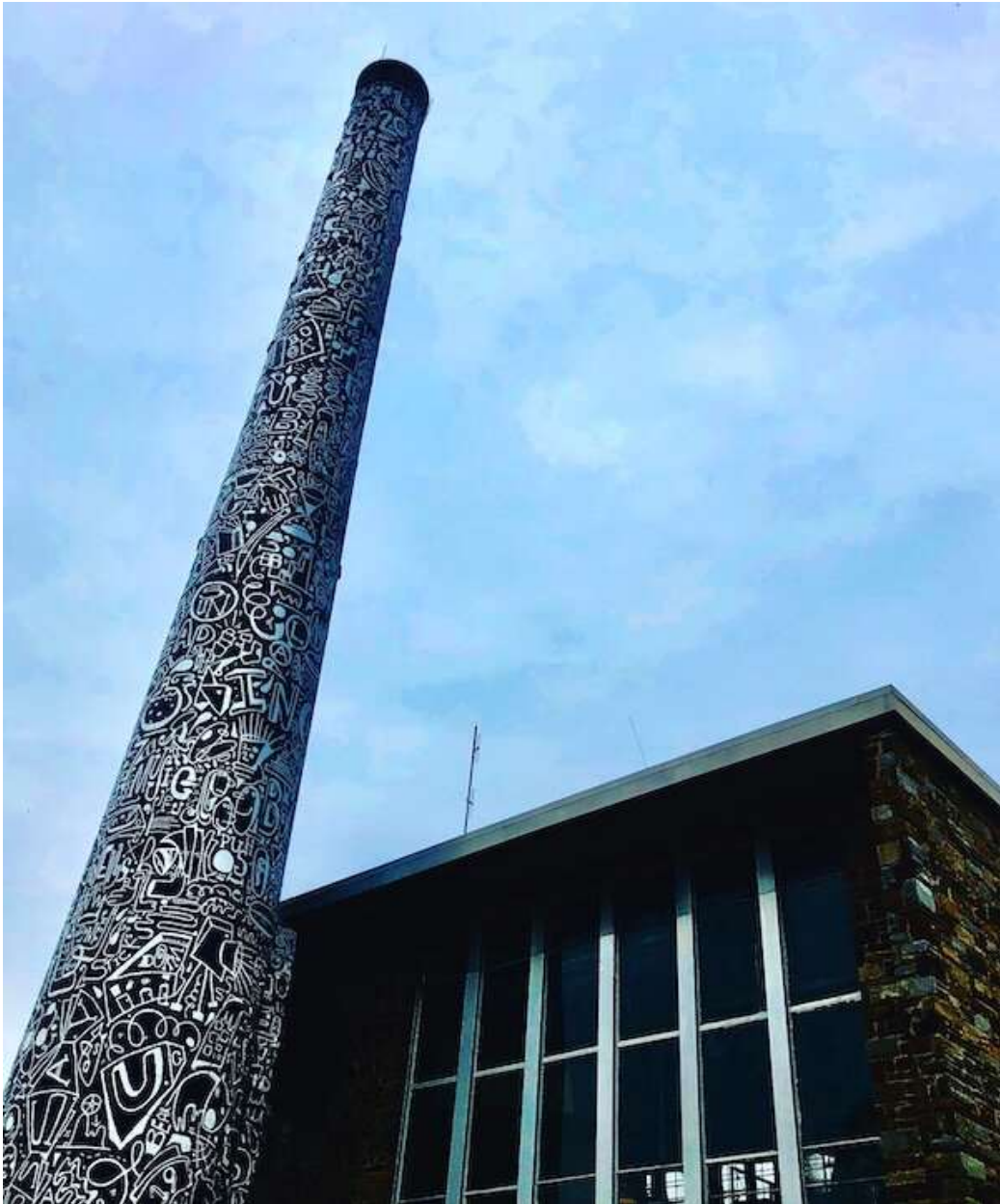


# OUTRIGGER BANNERS





# SMOKESTACK BRANDING





# SMOKESTACK BRANDING





# MACRO SCRIM BANNERS





# MACRO SCRIM BANNERS





# WINDOW SUPER-GRAPHICS





# WINDOW SUPER-GRAPHICS



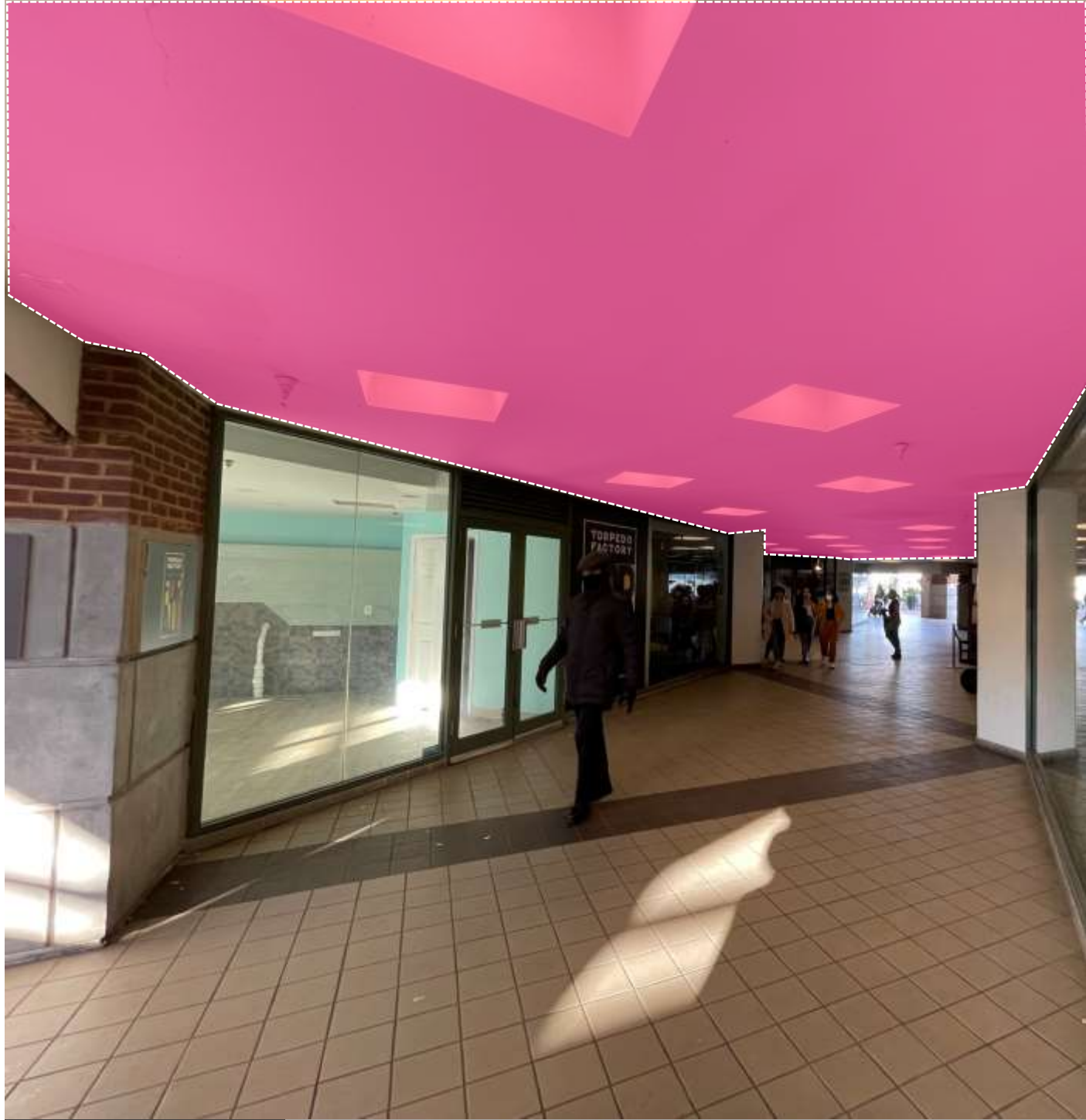


# BREEZEWAY ART INTERVENTION





# BREEZEWAY ART INTERVENTION





# INTERIOR

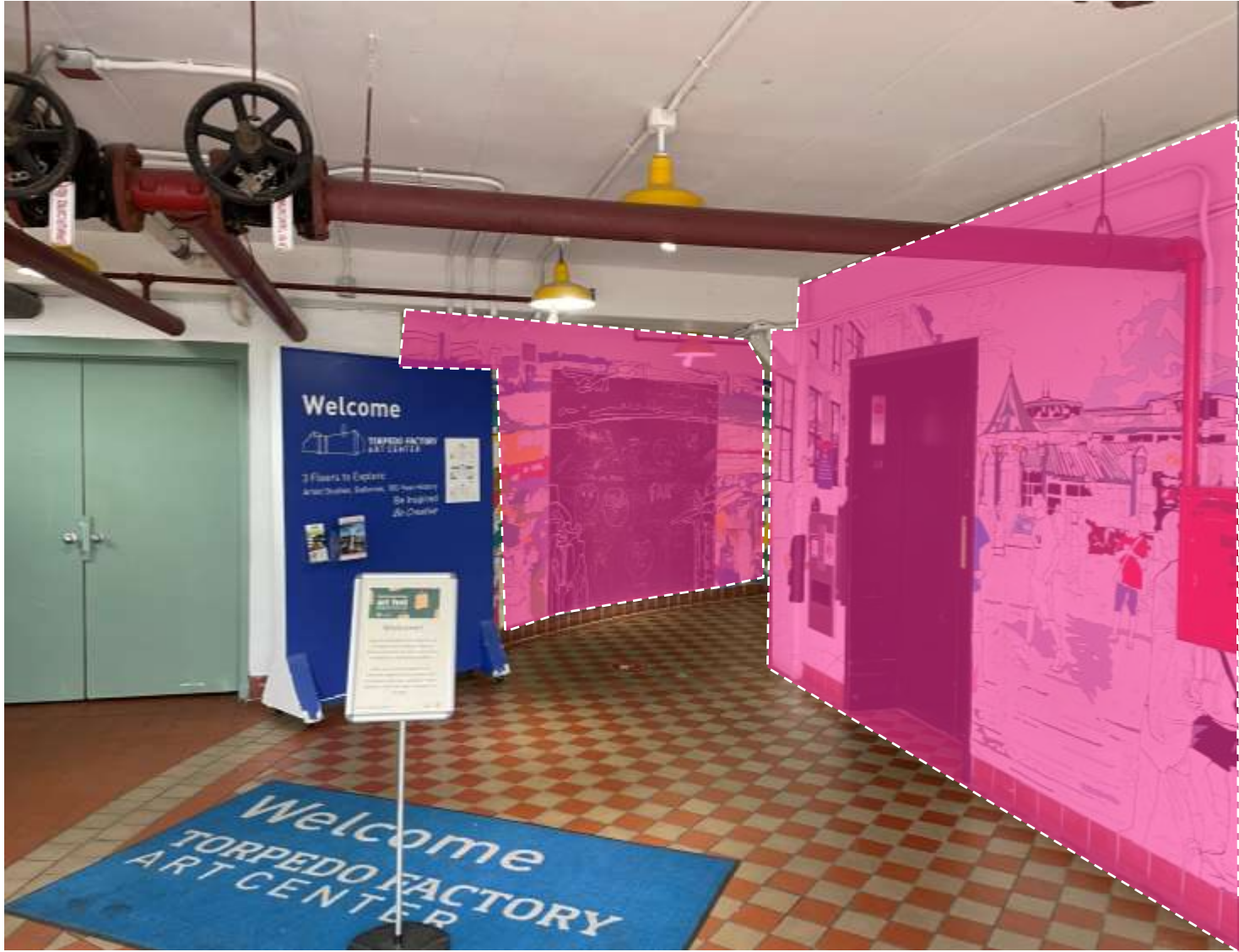


# ARRIVAL & MONUMENTAL SIGNAGE OR ART





# ARRIVAL & MONUMENTAL SIGNAGE OR ART





# ARRIVAL & MONUMENTAL SIGNAGE OR ART





# DIRECTIONAL WAYFINDING





# DIRECTIONAL WAYFINDING





# VISUAL HIERARCHY





# VISUAL HIERARCHY



- — — — — WHITE (PEELING) CEILINGS
- — — — — CONTRASTING BUILDING SYSTEMS
- — — — — CONTRASTING BAFFLES
- — — — — BOLD PENDANT LIGHTS
- — — — — STEEL TRELLIS
- — — — — CAFÉ STRING LIGHTS
- — — — — MULTI-COLORED DOORWAYS
- — — — — RAW UNPAINTED CONCRETE
- — — — — STRING LIGHTS
- — — — — MISC. WALL DEVICES/DISPLAYS
- — — — — TEMPORARY LIGHTING
- — — — — TEMPORARY DISPLAYS
- — — — — INCONSISTENT FURNITURE



# CONSISTENT BRANDING FRAMEWORK



© DW/S. Oelze

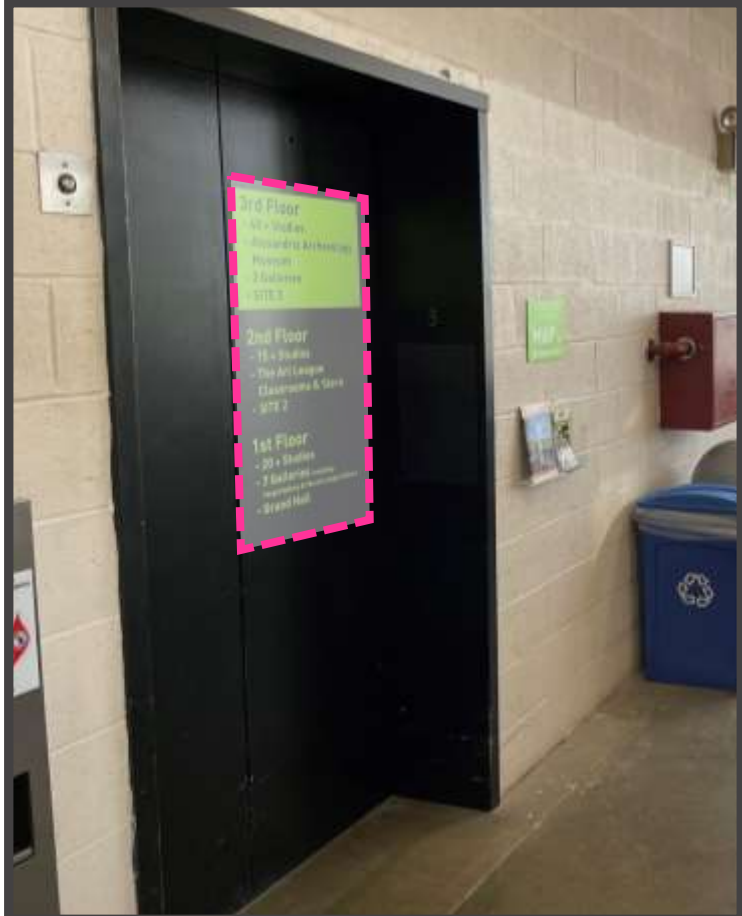
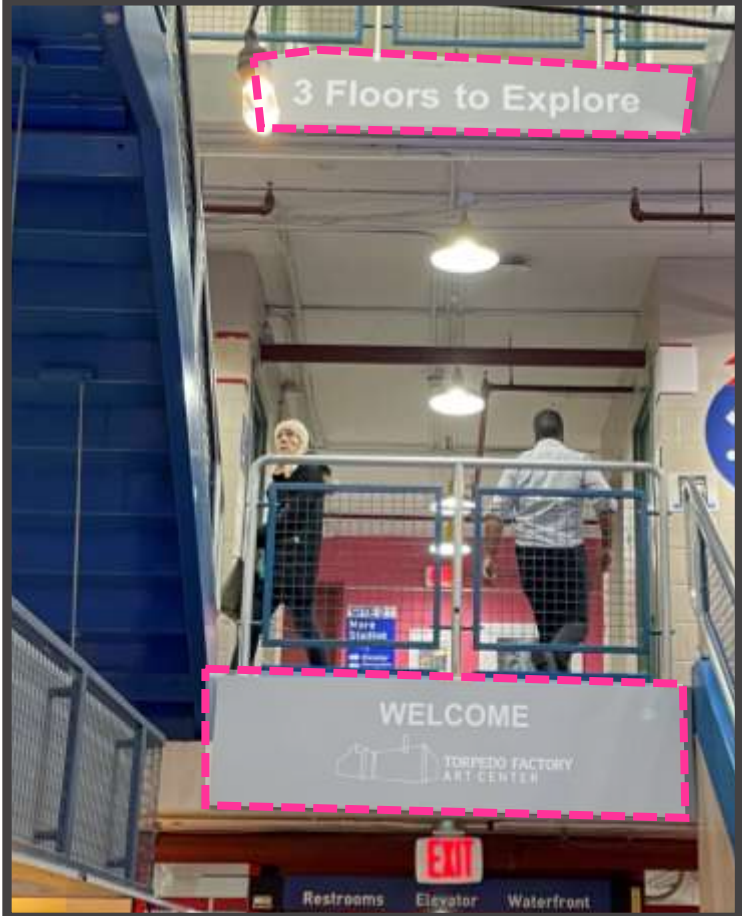


# CONSISTENT BRANDING FRAMEWORK





# CONSISTENT BRANDING FRAMEWORK



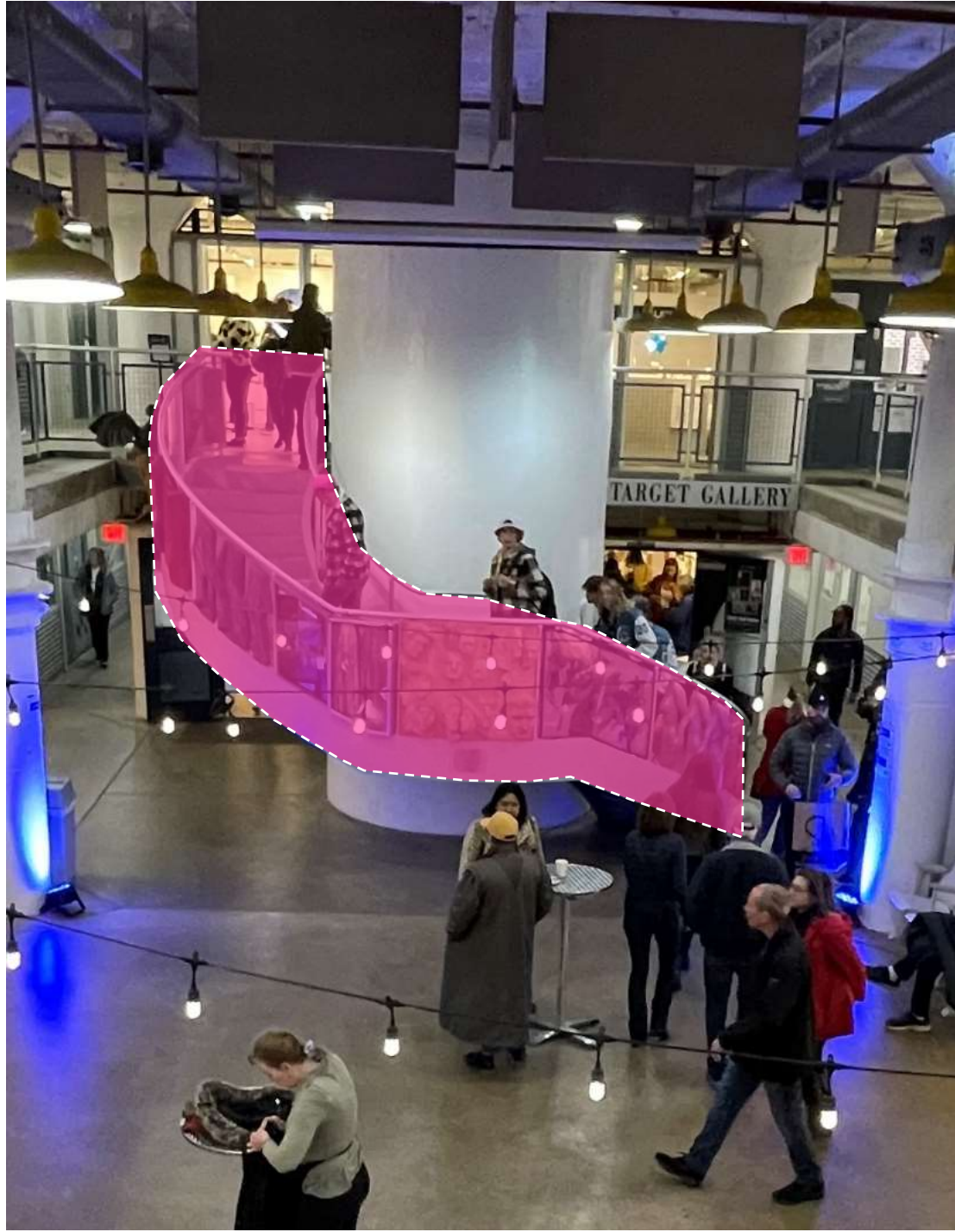
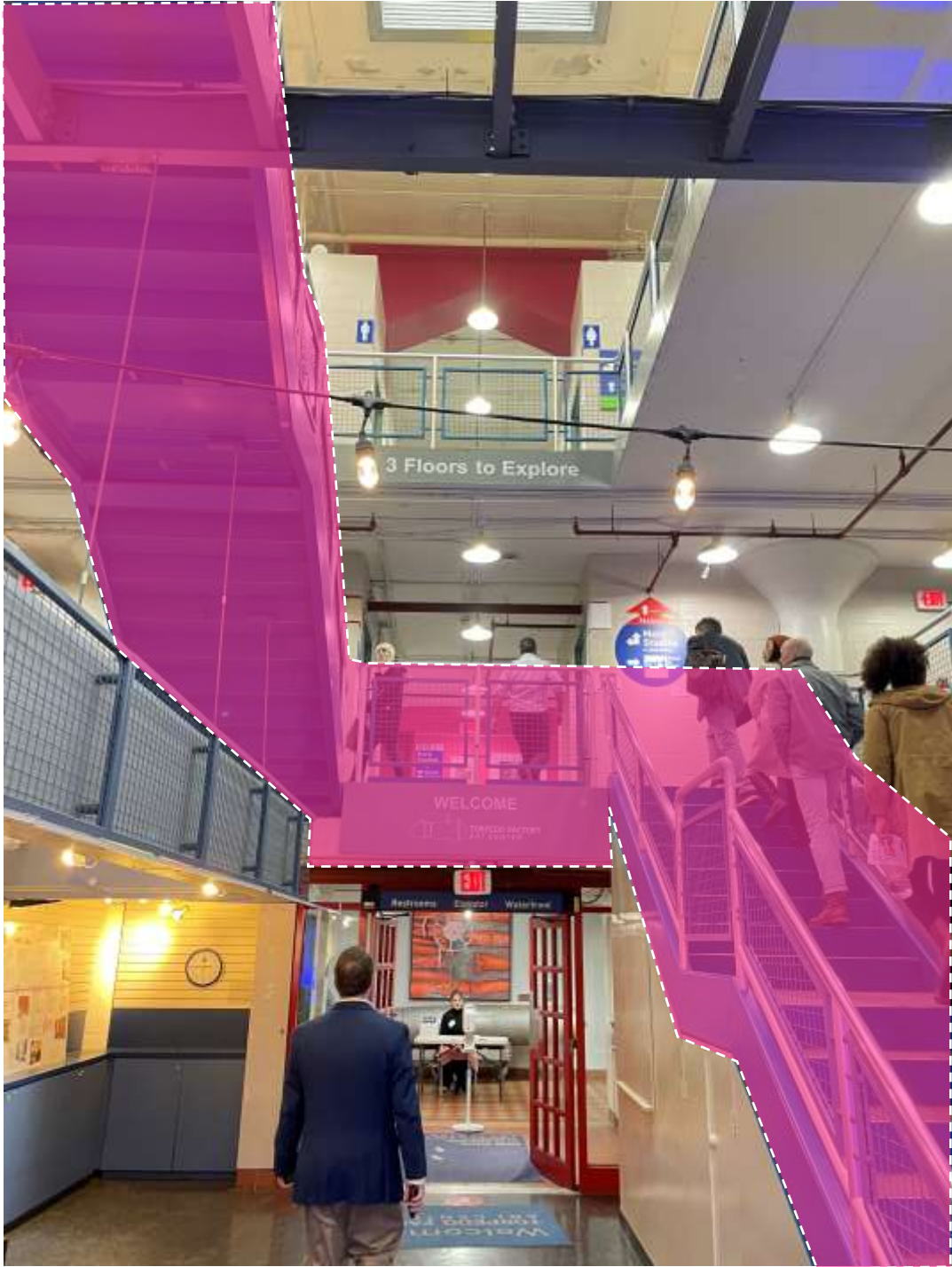


# ENGAGING VERTICAL CIRCULATION





# ENGAGING VERTICAL CIRCULATION



# DISCUSSION



# MARKETING STRATEGY

## EXERCISE 3



# LOOKING AHEAD

# CLOSING ITEMS



## WRAP UP:

- **City Contact information:**
  - **For more information:**  
[www.alexandriava.gov/torpedofactory](http://www.alexandriava.gov/torpedofactory)
  - **Email questions comments to:**  
[torpedofactorytaskforce@alexandriava.gov](mailto:torpedofactorytaskforce@alexandriava.gov)
- **Next meeting:**
  - **January 18th, 2023; 6pm-8pm - Governance and Financial Structure**





THANK YOU!

TASK FORCE MEETING 3

DECEMBER 7<sup>TH</sup>, 2022