

SALA SIETE:

**CREATIVE VISION
PITCH DECK**

**TEATRO EN 15
OLD SAN JUAN, PUERTO RICO**

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Professors: Leslie Dodson, Scott Jiusto

Sponsors: Teatro en 15



WPI

Sala Siete: Creative Vision Packet Pitch Deck

in

Sala Siete: A Space for the Artist in Everyone at Teatro en 15

Authors: Elizabeth Healy & Praniva Pradhan

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Sponsor Organization: Teatro en 15

Liaisons: Director Antonio Morales Cruz & Pascual Febus Pica

Advisors: Leslie Dodson & Scott Jiusto

For more information:

<https://wp.wpi.edu/puertorico/projects/2023-mar-may-2/teatro/>

This work was produced by undergraduate students in the Worcester Polytechnic Institute (WPI)

Global Projects Program. For more information:

<http://www.wpi.edu/academics/ugradstudies/project-learning.html>

Thank you to the Teatro en 15 community



THE SPACE



- **Unused space on 3rd floor of Teatro en 15**
- **Empty room with adjoining rooftop space**



INITIAL VISION

- CELEBRATE ART & CONNECT WITH ARTISTS
- OFFER ART & CULTURE WORKSHOPS



Drawings by Pascual Febus Pica



BRAINSTORMING



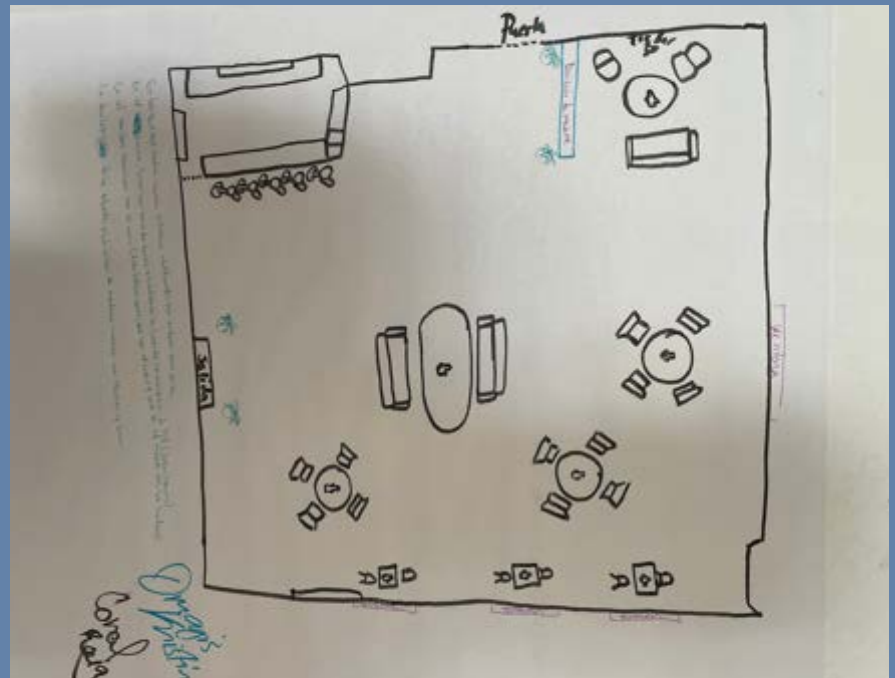
DISCUSSING IDEAS



CREATING A CAFE

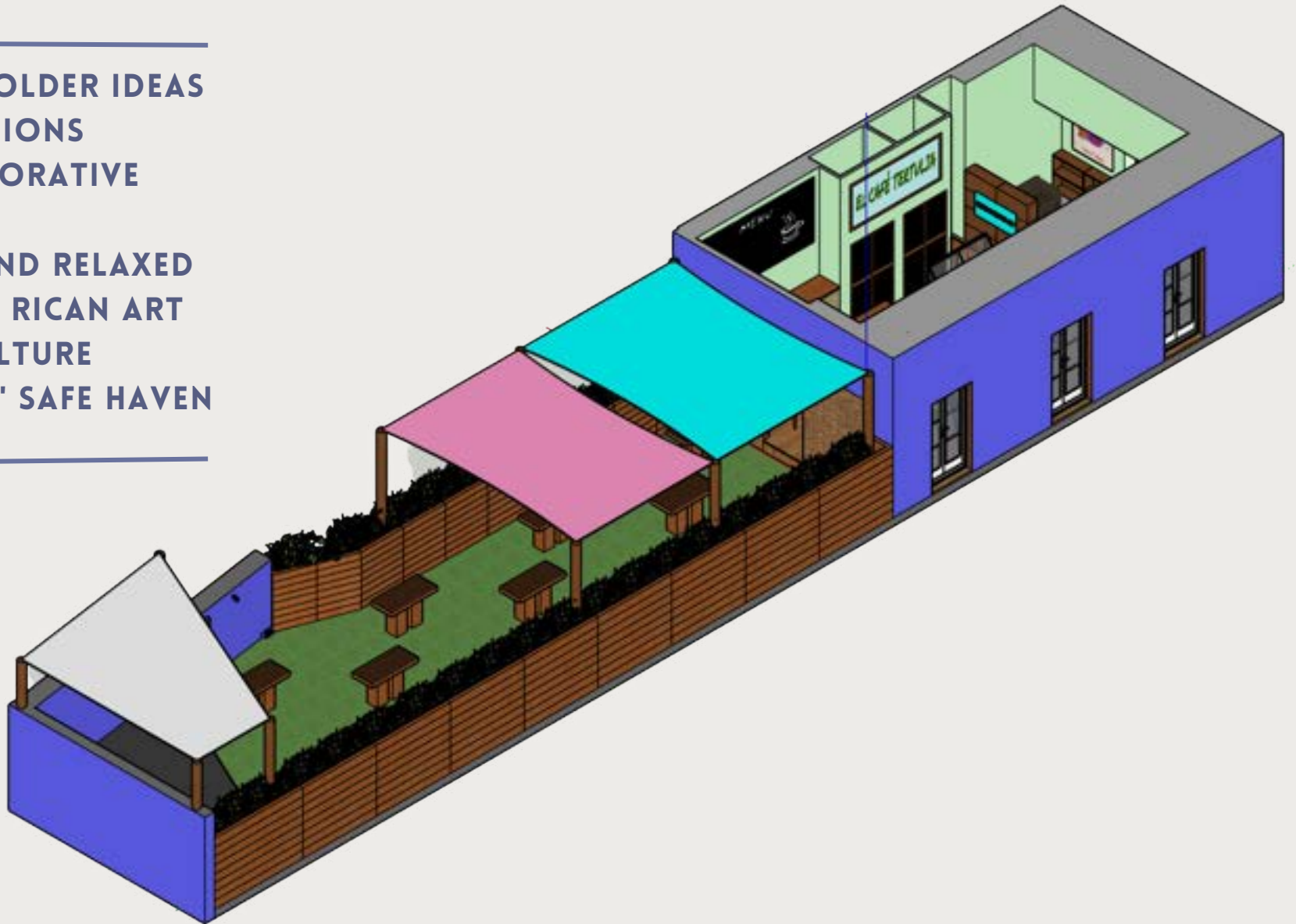
PARTICIPATORY DESIGN

- Main strategy to create cafe and rooftop design
- Implement stakeholder input



COLLABORATIVE DESIGN

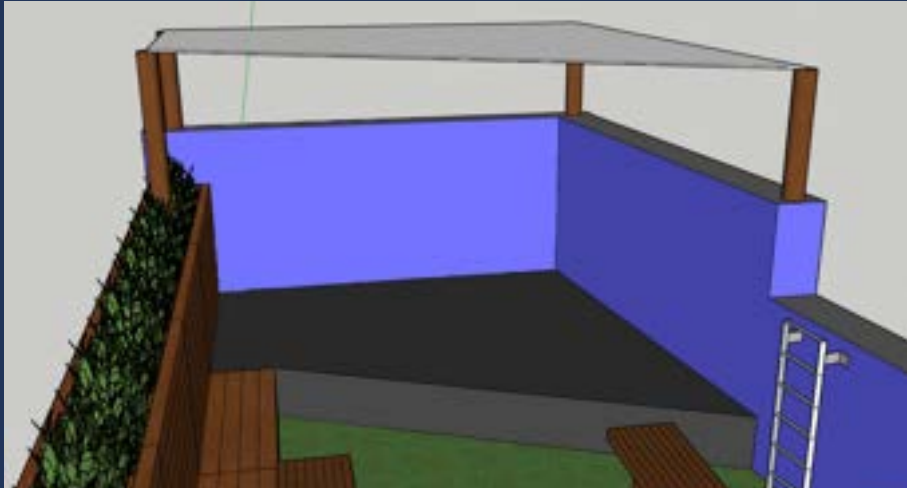
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- STAKEHOLDER IDEAS AND VISIONS
 - COLLABORATIVE DESIGN
 - COZY AND RELAXED
 - PUERTO RICAN ART AND CULTURE
 - ARTISTS' SAFE HAVEN
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CAFE SPACE: LA TERTULIA



ROOFTOP SPACE: LA TERRAZA



PATRON EXPERIENCE

LAYOUT

- Layout is defined by the elements that make up a cohesive space design
- Layout includes decisions about seating, table spacing, customer flow
- Layout prioritizes customer experience

AMBIENCE

- Ambience is the character and atmosphere of a place
- Stylistic elements contribute to setting the desired mood
- Ambience manifests in small details that accent a space

CULTURE

- Spaces can honor local culture
- Cultural influences can be expressed through color, fabrics, food, architecture, etc.
- Spaces can provide opportunities to learn about culture

ART

- Space for artists and art enthusiasts to connect, enjoy, and create art
- Artwork can enliven a space through decor, small details and featured artwork

ACCESSIBILITY

- Americans with Disabilities Act (ADA) requires accessible entrances/exits and bathrooms
- Elevators and ramps allow spaces to be enjoyed by everyone

ENTERTAINMENT

- Rooftop and cafe spaces can feature small stages for solo and small-scale performances
- Entertainment corners can feature space for reading and board games

ENGINEERING CONSIDERATIONS

**BUILDING
CODES**

**STRUCTURAL &
ARCHITECTURAL
ENGINEERING**

**MECHANICAL,
ELECTRICAL,
& PLUMBING**

**WEATHER-
PROOFING**

SAFETY

**AMERICANS
WITH
DISABILITIES
(ADA) -
RAMPS,
ELEVATORS**

**ROOFING
&
SHADE**

**BUISNESS
MODELS**