

6 DEGREES OF EXCHANGE



CONTEXT

GREENPOINT



CONTEXT

GREENPOINT



POST-OIL SPILL



CONTEXT

GREENPOINT



POST-OIL SPILL



DEVELOPMENT



CONTEXT

GREENPOINT



POST-OIL SPILL



DEVELOPMENT



GENTRIFICATION



CONTEXT

GREENPOINT



POST-OIL SPILL



DEVELOPMENT



GENTRIFICATION



CHURCH IN DECLINE



CONTEXT

GREENPOINT



POST-OIL SPILL



DEVELOPMENT



GENTRIFICATION



CHURCH IN DECLINE



PARTICIPATION ABSENT



PROBLEM SPACE

INTIMIDATING FACADE



INVISIBLE AND OVERLOOKED

PROBLEM SPACE

INTIMIDATING FACADE



UNDERUTILIZED

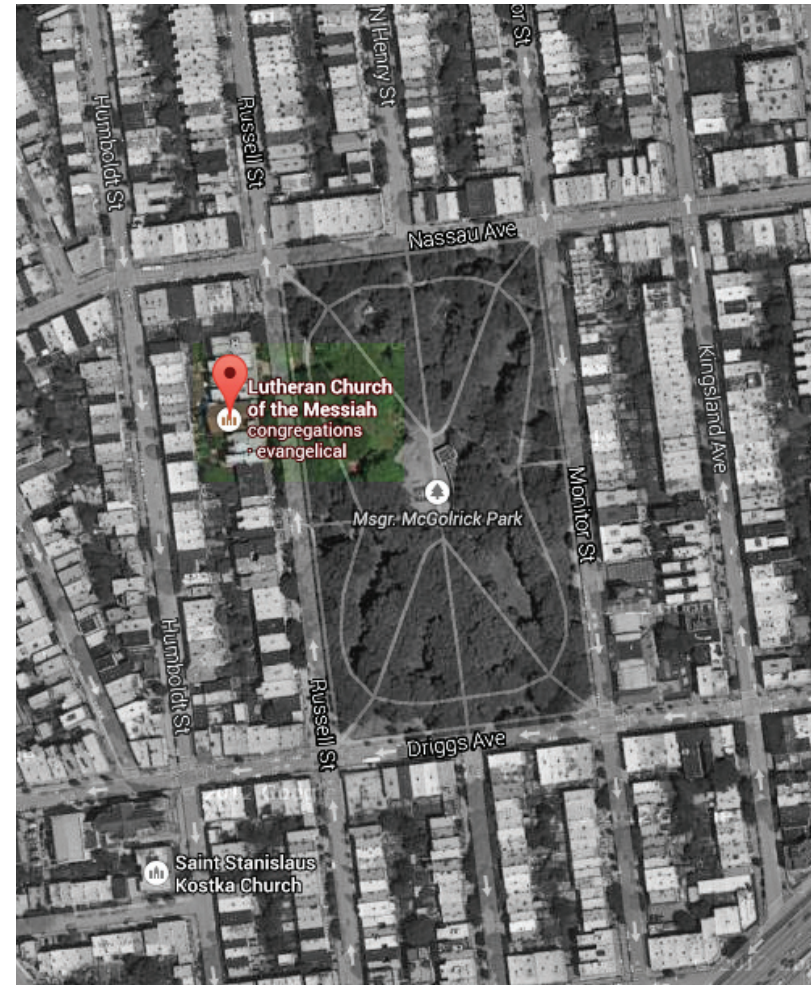


INVISIBLE AND OVERLOOKED



INQUIRY

**HOW MIGHT THE
LUTHERAN CHURCH
OF THE MESSIAH
BE MADE ACTIVE
AND VISIBLE?**

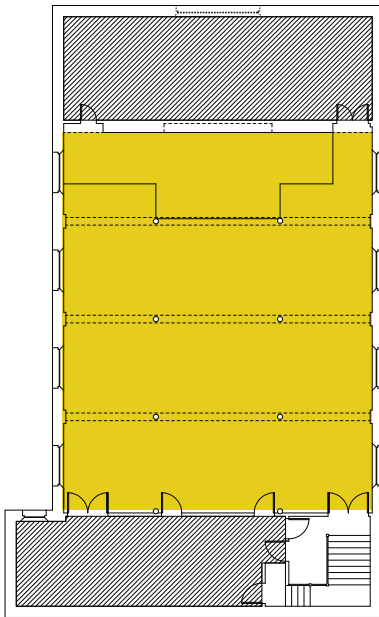


RESEARCH

BUILDING SURVEY

WHAT ARE THE LCM'S CAPACITIES?

- MARKETS
- EXERCISE/DANCING
- DINNERS
- WORKSHOPS



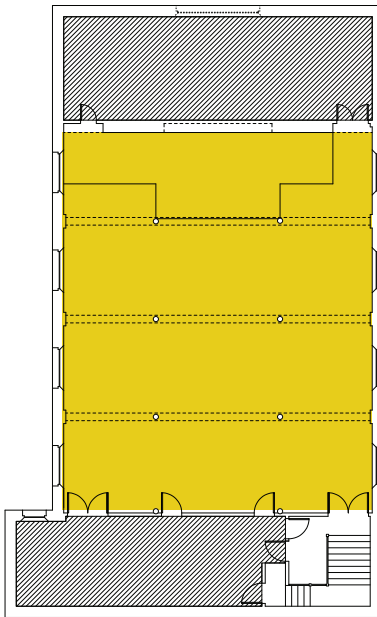
LOWER FLOOR

RESEARCH

BUILDING SURVEY

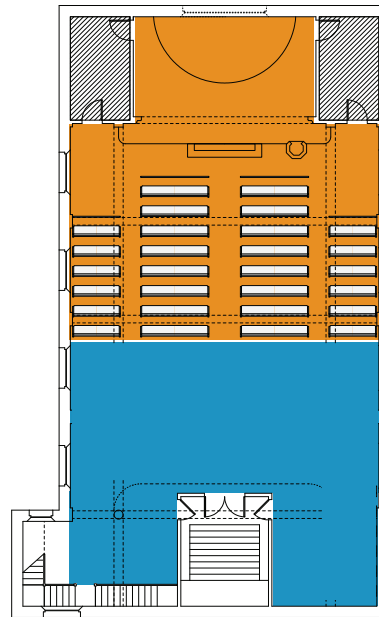
WHAT ARE THE LCM'S CAPACITIES?

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LOWER FLOOR

- WORSHIP
- CONCERTS
- LECTURES
- ART SHOWS



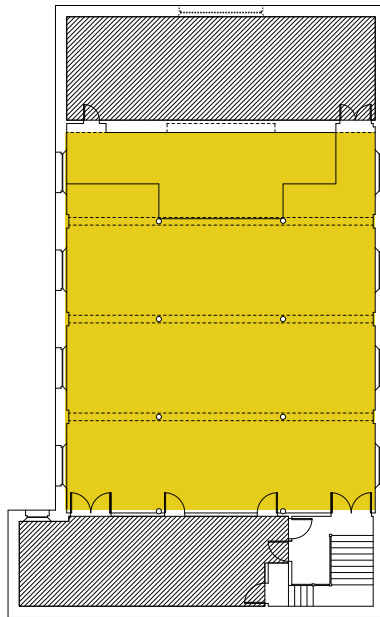
MAIN FLOOR

RESEARCH

BUILDING SURVEY

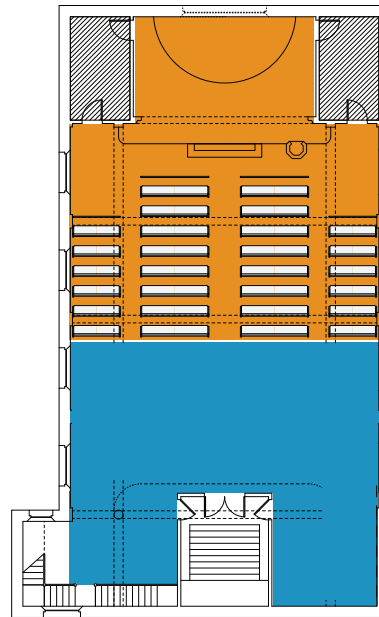
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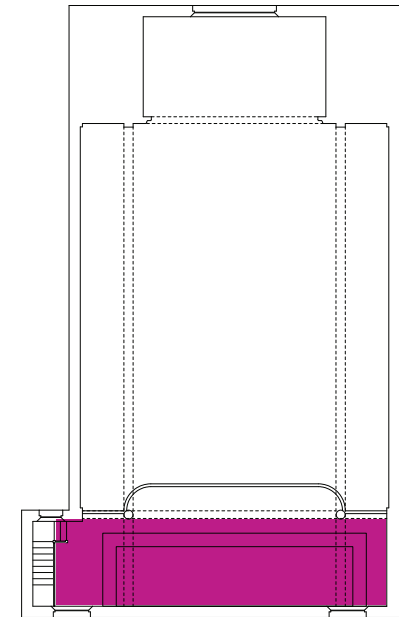
LOWER FLOOR

- WORSHIP
- CONCERTS
- LECTURES
- ART SHOWS



MAIN FLOOR

- BOOK CLUBS
- BAND PRACTICE
- STUDY SESSIONS
- SMALL LECTURES

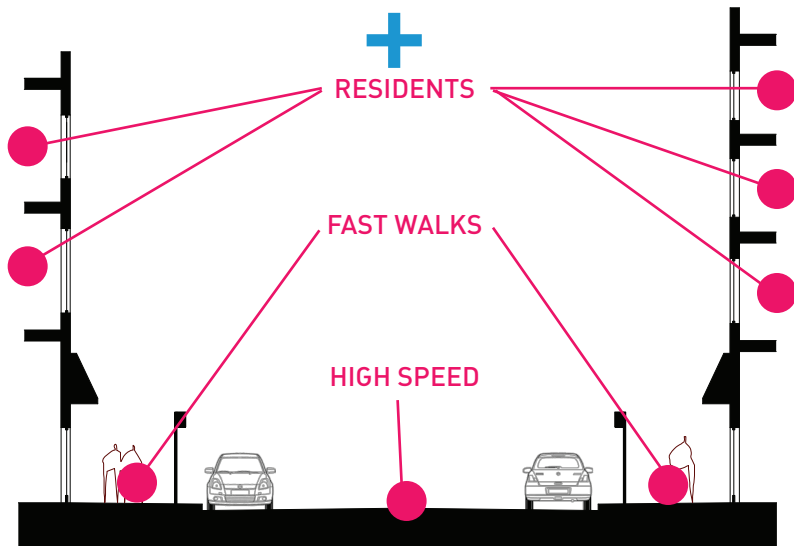


SECOND FLOOR

RESEARCH

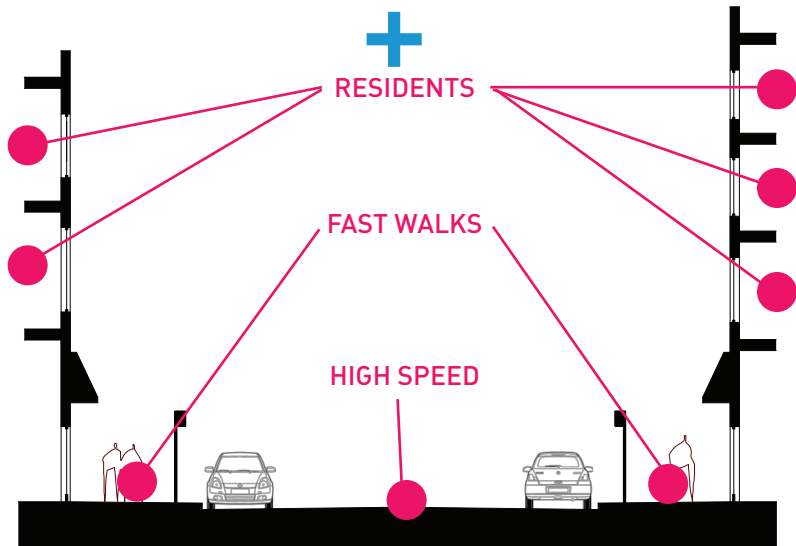
STREET SURVEY

+ PLENTY OF VISIBILITY

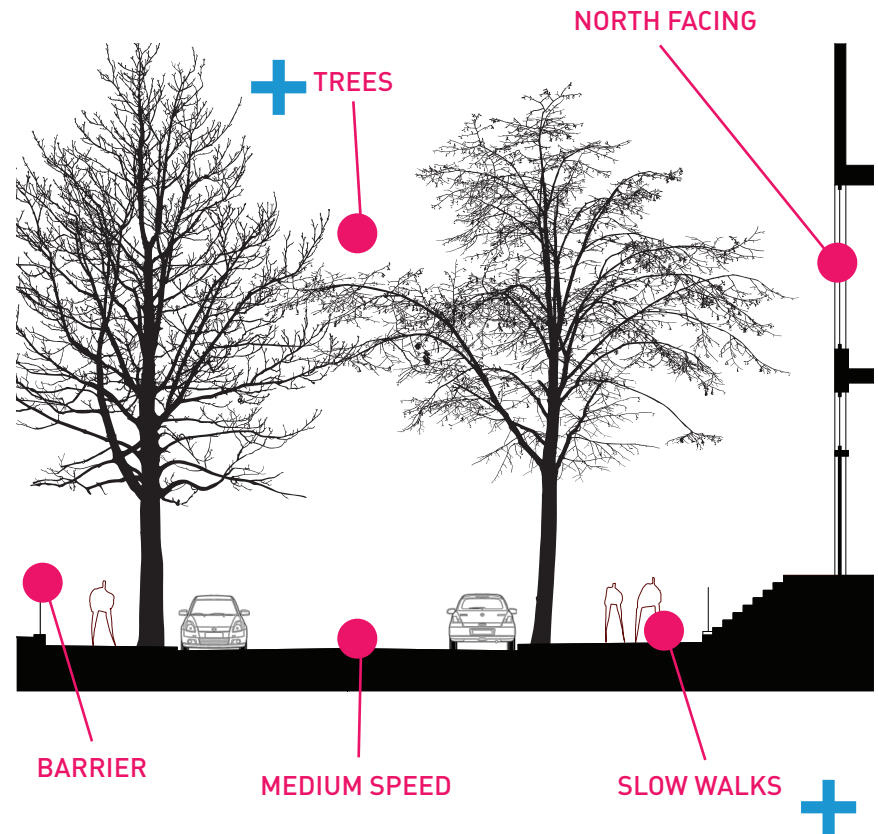


RESEARCH STREET SURVEY

+ PLENTY OF VISIBILITY

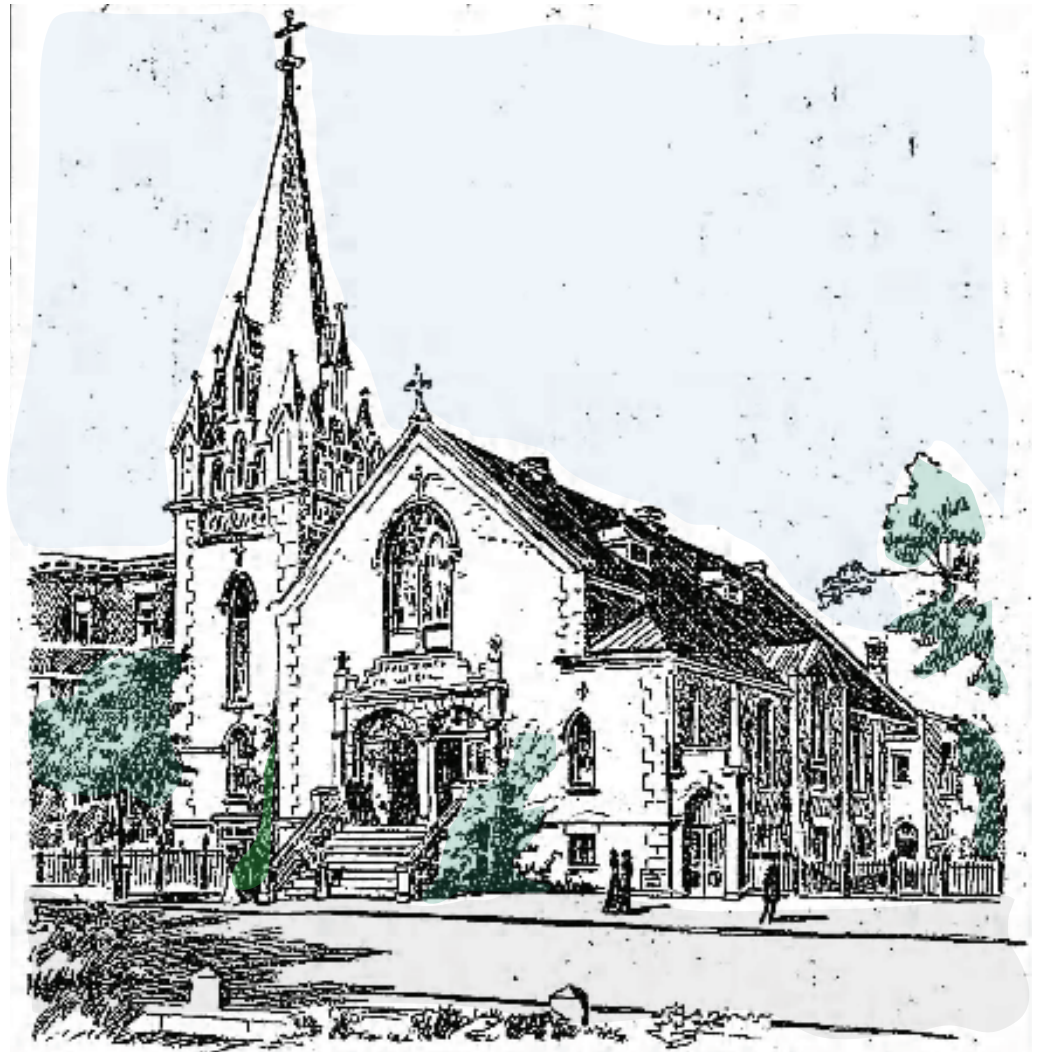


LESS VISIBILITY



RESEARCH HISTORICAL ANALYSIS

**BUILT AROUND LANGUAGE AND
A GROWING COMMUNITY OF
ENGLISH SPEAKERS**



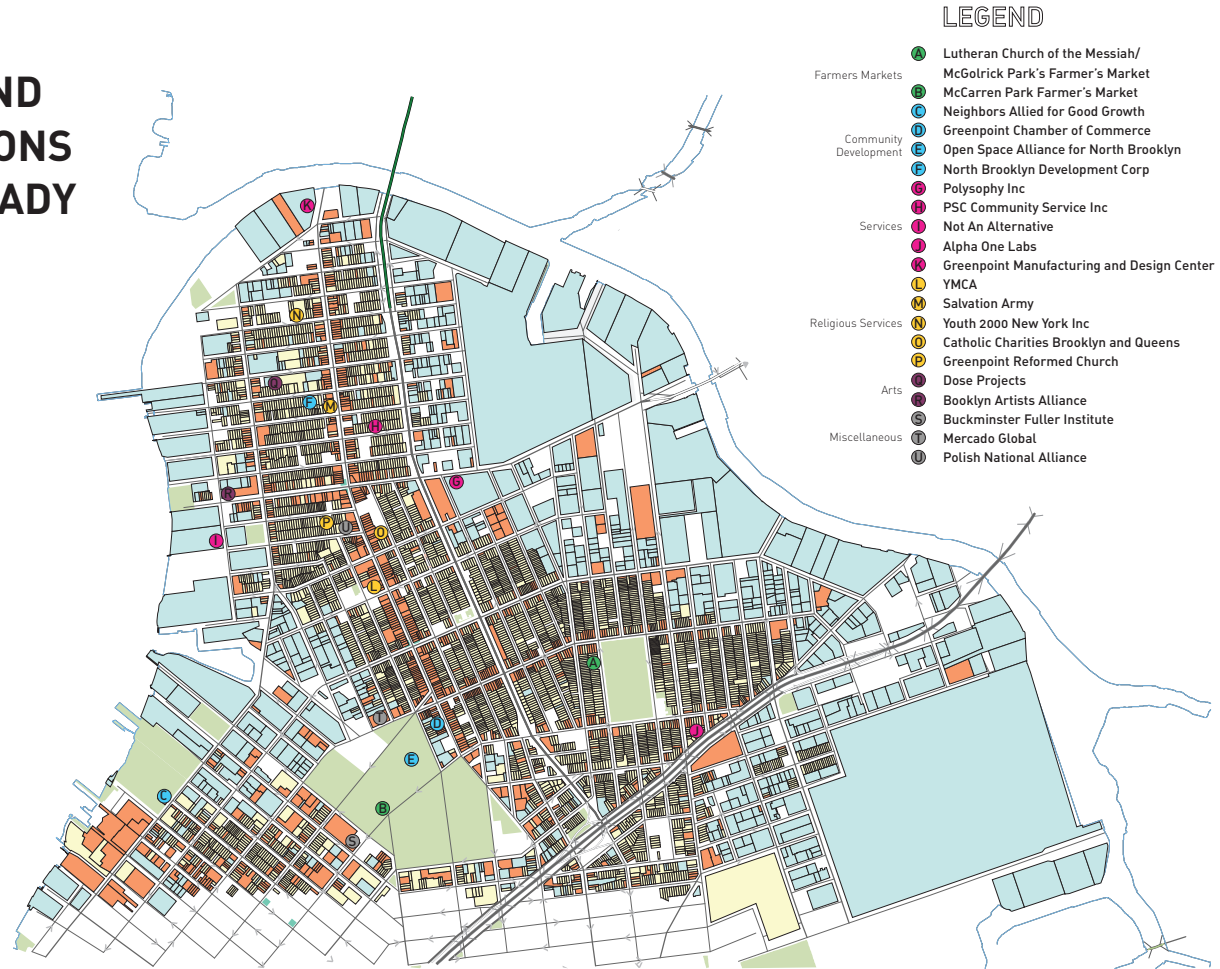
A NEW GREENPOINT CHURCH.

\$25,000 Edifice Being Built for the English Lutheran Church of the Messiah.

RESEARCH

PRECEDENCE SURVEY

**WHAT OTHER RELIGIOUS AND
NON-RELIGIOUS INSTITUTIONS
AND ORGANIZATIONS ALREADY
EXIST IN GREENPOINT?**



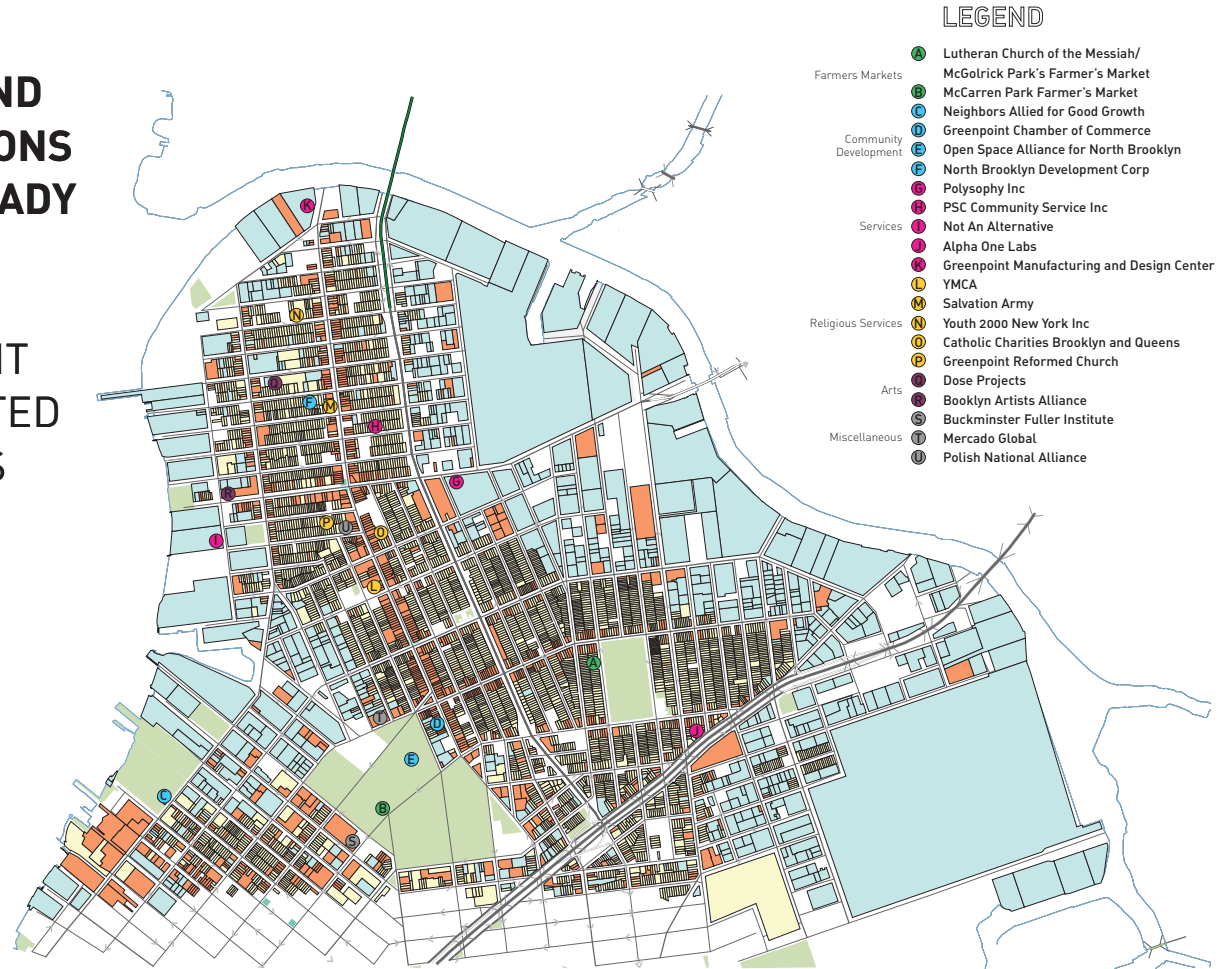
GREENPOINT ORGANIZATIONS

RESEARCH

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-COMMUNITY DEVELOPMENT
ORGANIZATIONS ARE LOCATED
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GREENPOINT ORGANIZATIONS

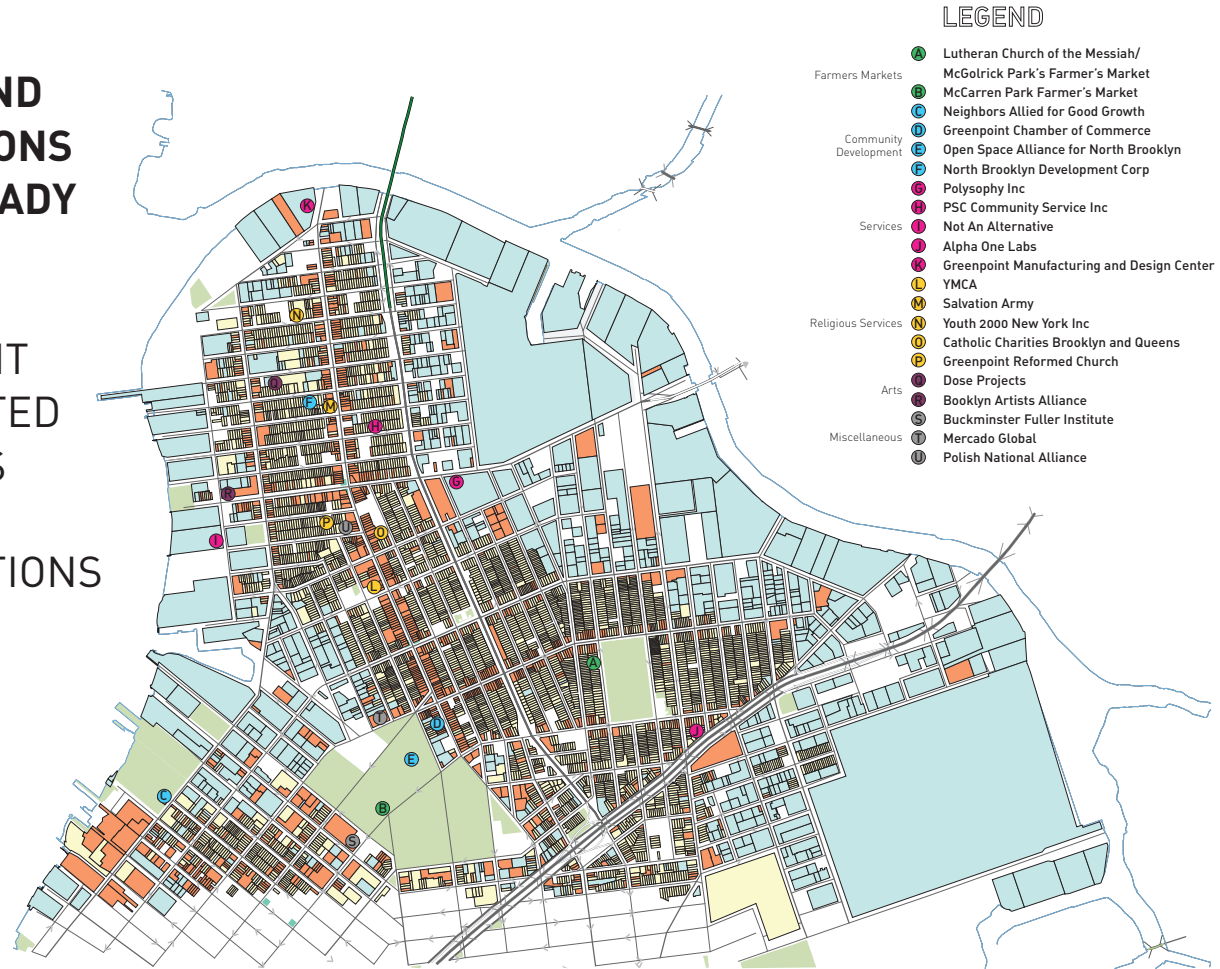
RESEARCH

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WHAT OTHER RELIGIOUS AND NON-RELIGIOUS INSTITUTIONS AND ORGANIZATIONS ALREADY EXIST IN GREENPOINT?

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-MOST RELIGIOUS INSTITUTIONS ARE LOCATED AT MAJOR CORRIDORS



GREENPOINT ORGANIZATIONS

RESEARCH

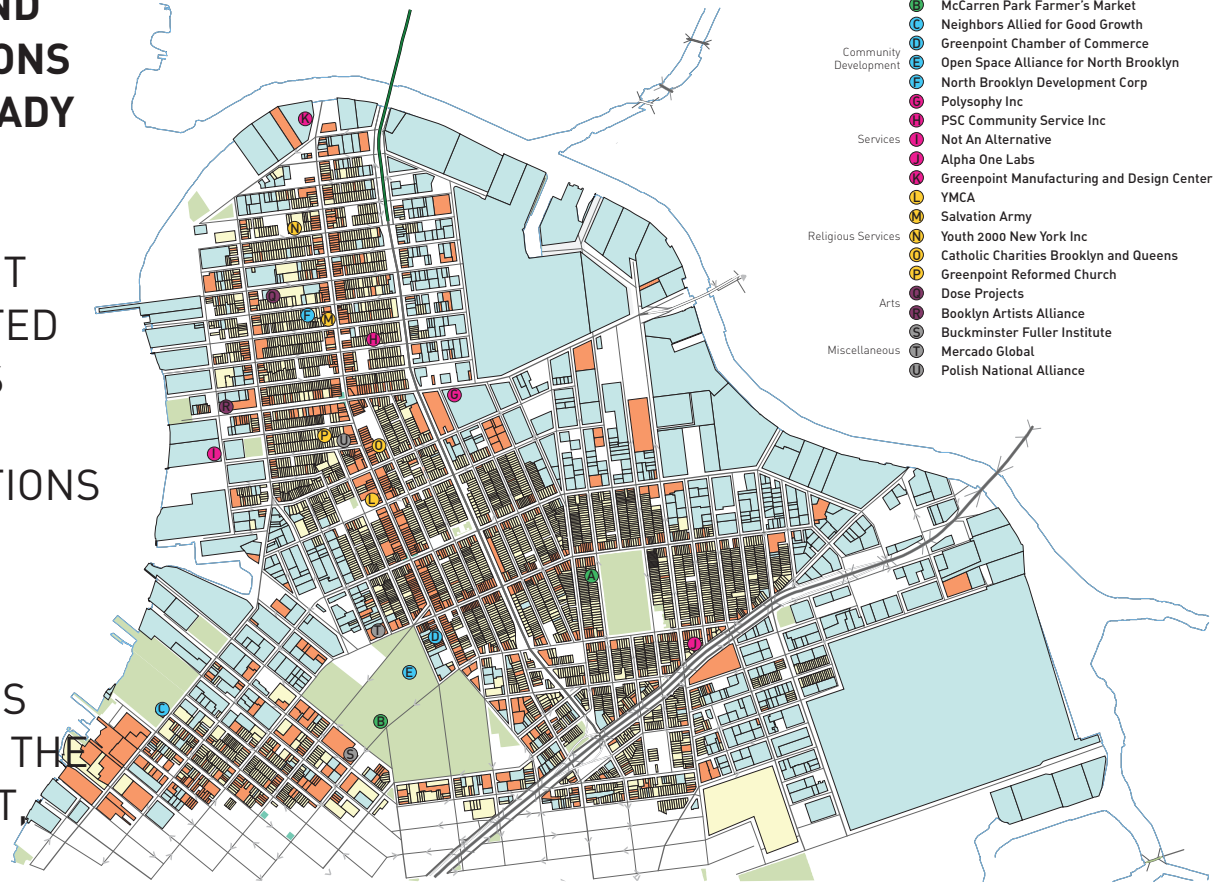
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-COMMUNITY DEVELOPMENT ORGANIZATIONS ARE LOCATED NEAR OR IN GREEN SPACES

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-ARTS AND MISCELLANEOUS SERVICES ARE LOCATED ON THE OUTSKIRTS OF GREENPOINT, ALONG THE WATERFRONT

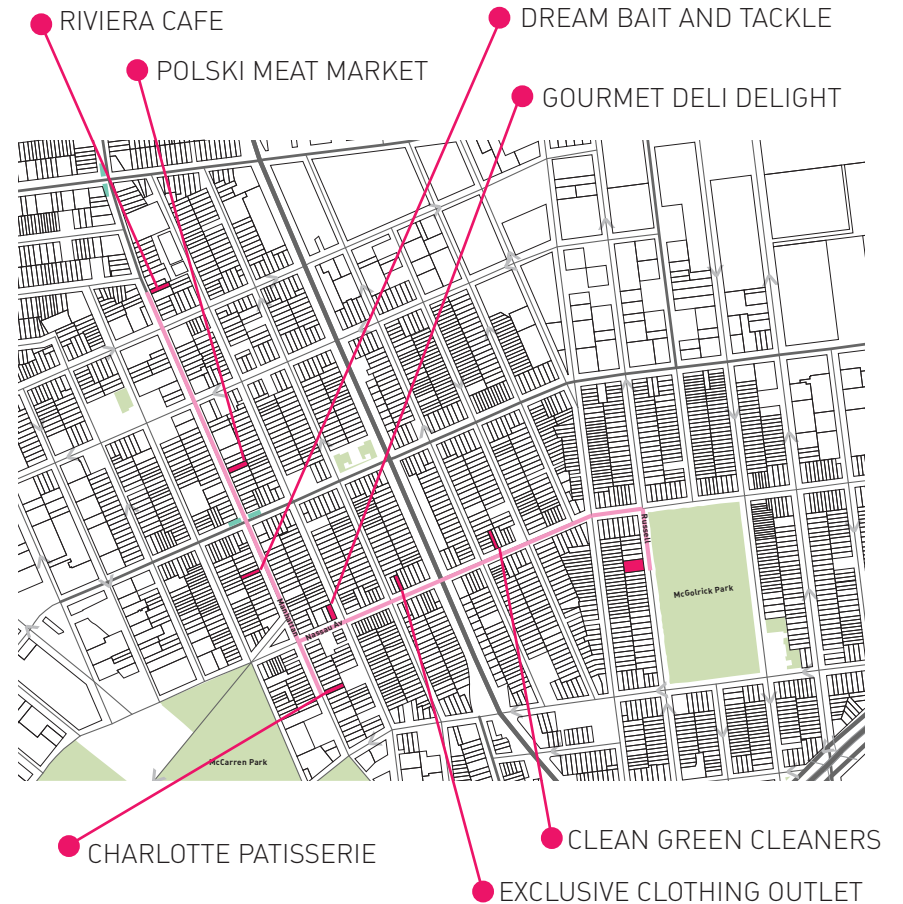


GREENPOINT ORGANIZATIONS

RESEARCH

FIELD WORK

INSIGHTS



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-EVERYONE LOVES THEIR
NEIGHBORHOOD



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-AN ALL-AGES GREENPOINT COMMUNITY EXISTS, HOWEVER THERE IS A APPARENT DIVIDE BETWEEN LONG-TERM RESIDENTS AND EMERGING RESIDENTS



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-POLISH FOOD IS DELICIOUS



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- AN ALL-AGES GREENPOINT COMMUNITY EXISTS, HOWEVER THERE IS A APPARENT DIVIDE BETWEEN LONG-TERM RESIDENTS AND EMERGING RESIDENTS
- MOM AND POP SHOPS ARE DYING OUT. EMERGING RESIDENTS SPEND THEIR MONEY ELSEWHERE
- POLISH FOOD IS DELICIOUS
- ITS ALL ABOUT **“WHO YOU KNOW”**



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PHYSICAL

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PHYSICAL



COGNITIVE

INQUIRY

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PHYSICAL



COGNITIVE



SOCIAL

PHYSICAL

FACE LIFT



PHYSICAL

FACE LIFT

- REMOVE IRON FENCE
- REMOVE METAL SCREENS FROM WINDOWS
- POWER WASH THE STONE WALL AND STEPS
- REPAINT THE DOORS AND WINDOW TRIM TO MATCH
- INSERT A MANICURED, EVERGREEN (DUE TO NORTH-FACING ORIENTATION) LAWN



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COFFEE TALKS

- HOST 'PAY AS YOU WISH' COFFEE TALKS WITH ACTIVE LCM PARTNERS ON WEEKDAY AFTERNOONS



COGNITIVE

**IN AN EMPHASIS TO
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THE LCM'S POTENTIAL
THROUGH AN IDENTITY**

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-LOGO AND SPACE ADS VIA
POSTERS AND POSTCARDS



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-INSTAGRAM ACCOUNT
WITH ASSOCIATED
HASHTAGS



SOCIAL

SIX DEGREES OF SEPARATION

-USE GREENPOINT'S STRONG
SENSE OF COMMUNITY AS THE
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-THE LCM SHOULD USE ITS EXISTING NETWORK TO MARKET THE CHURCH, THE CONGREGATION, AND THE SPACES AND SERVICES IT HAS TO OFFER



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-UTILIZE HUMAN BEHAVIOR AND COGNITIVE ASSOCIATIONS, "I HAVE A FRIEND OF A FRIEND WHO ____ AT THE LCM"



TACLOBAN

SIX DEGREES OF SEPARATION

-UTILIZE EXISTING
CONNECTIONS AND
NETWORKS TO CONTINUE
TO REBUILD TACLOBAN



QUESTIONS

**CAN THE IDEA OF
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THE TAKE AWAY: ANSWERING THIS QUESTIONS REQUIRES FULLY IMMERSING WITHIN THE CHURCH AS A MEMBER, PARTICIPATOR AND INSIDER

