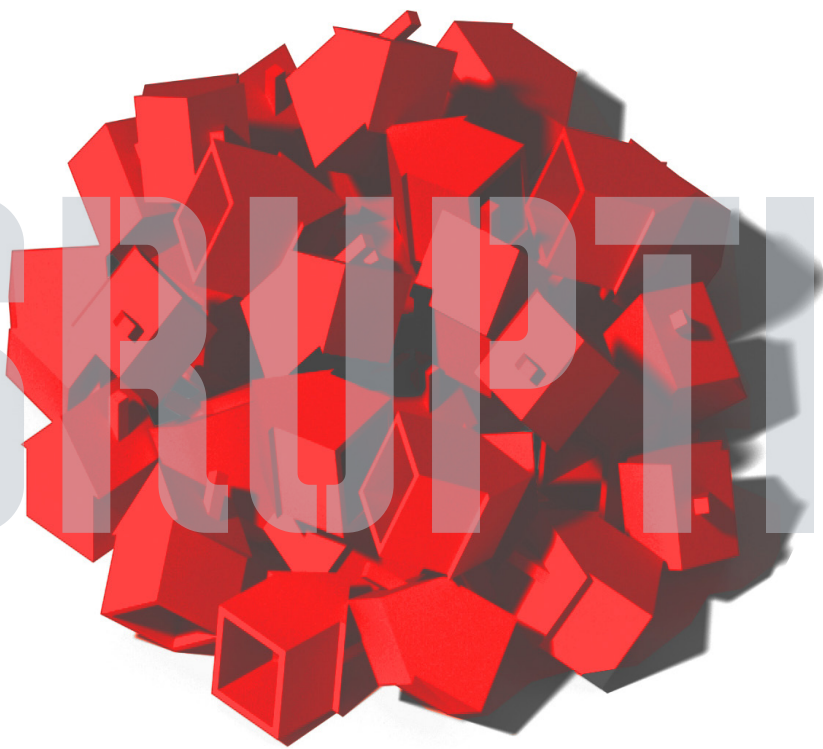




BIG - SMALL.

DISTRIBUTION





“ The world as we know it has now been disrupted. Businesses are disappearing, leaving offices, retail storefronts, service, commercial, and hospitality facilities empty. Among the hardest hit industries are hotels. Whereas some have developed new strategies to weather this crisis, many have already announced permanent closures. Current predictions are targeting five years before 2019 hotel business will recover. This begs the question of what will become of this vacant real estate. Undoubtedly, some hotels may be re-branded and opened under new ownership, though it will take a while before a shell-shocked public creates new demand. We believe that this set of untimely circumstances presents a singular opportunity for positive change, a new concept about living well. ”

— the Big • Small Team



MICRO LIVING PROPOSAL

Our proposal is to recycle unoccupied hotels as micro living units, a unique brand of affordable and highly functional contemporary lifestyle accommodations for couples and singles of all ages. This strategy provides an economical solution to costly real estate while expanding on an upward trend for healthy and sustainable housing. We believe that this lifestyle concept is a significant growth area.

TARGET MARKET

We are targeting empty hotels in urban centers that will attract owners and renters who value experience over expensive real estate. Close proximity to universities, tech facilities, cultural institutions and vital city life are fertile ground for this population sector.



VITAL CITY LIFE

UNIVERSITIES

CULTURAL INSTITUTIONS

TECH FACILITIES

URBAN DNA



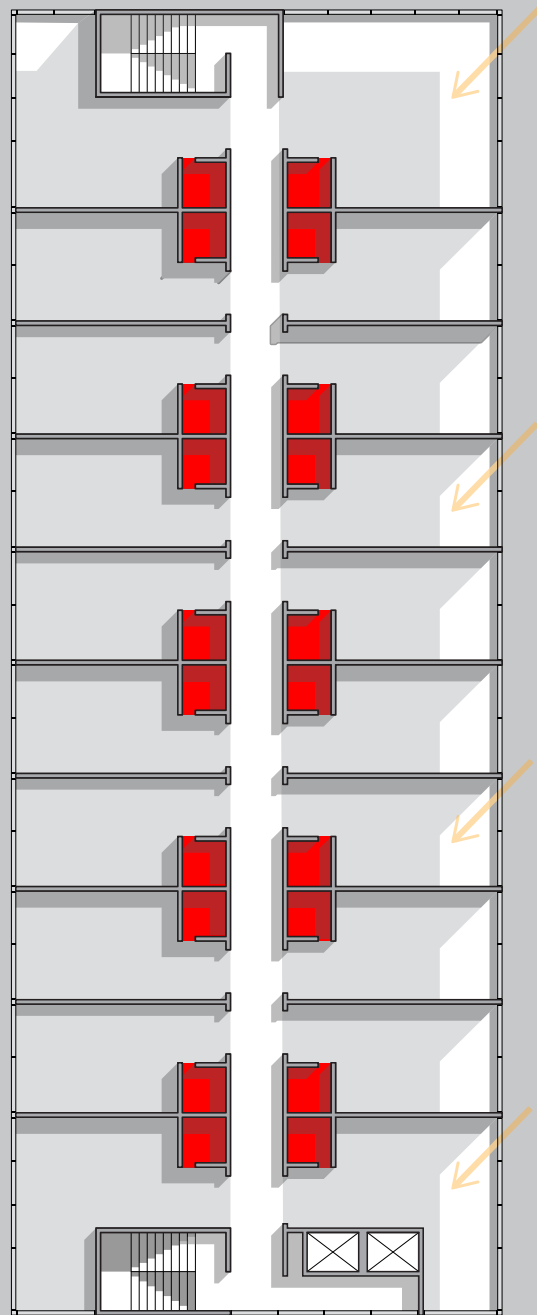
HOTEL CONVERSIONS

Hotel facilities are uniquely suited to micro living conversions. The average hotel room is roughly 325 square feet with interior dimensions of approximately 13 feet by 25 feet, including a handicap-approved bathroom. This room size perfectly fits the model of a highly functional micro apartment. Every hotel room has bathroom plumbing, a heating and cooling system, natural light - and many have terraces. Every hotel floor has corridors, elevators and exit stairs. Necessary structural and infrastructural elements are already in place, making the conversion into apartment units straightforward and economical.

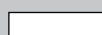

NEW UNITS

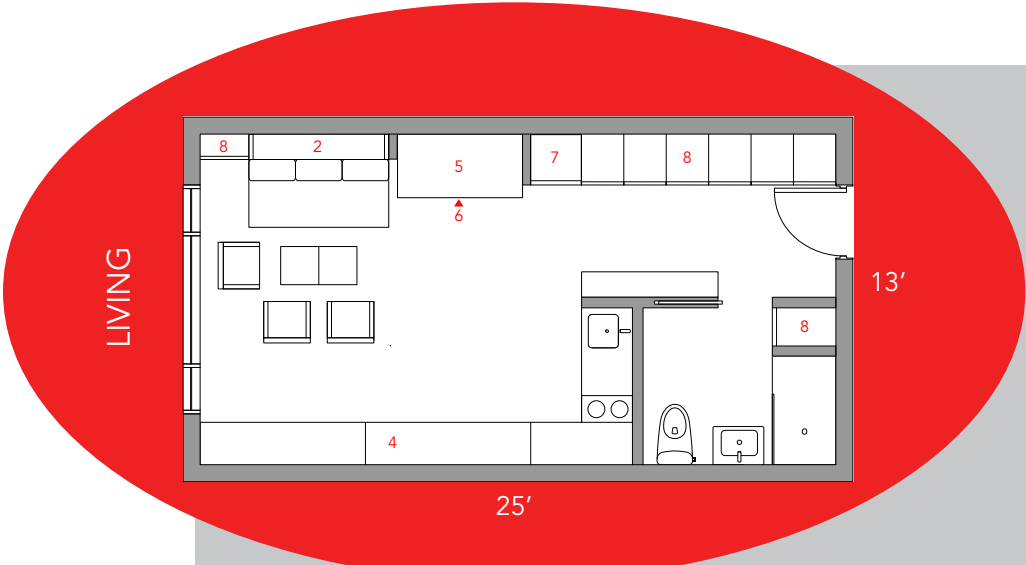
New units will utilize existing bathroom and plumbing locations, and new kitchenettes will tie into this system. Interior surfaces, finishes and lighting will all be replaced. Access to the units, existing elevators and corridors, will be refurbished.

TYPICAL HOTEL PLAN



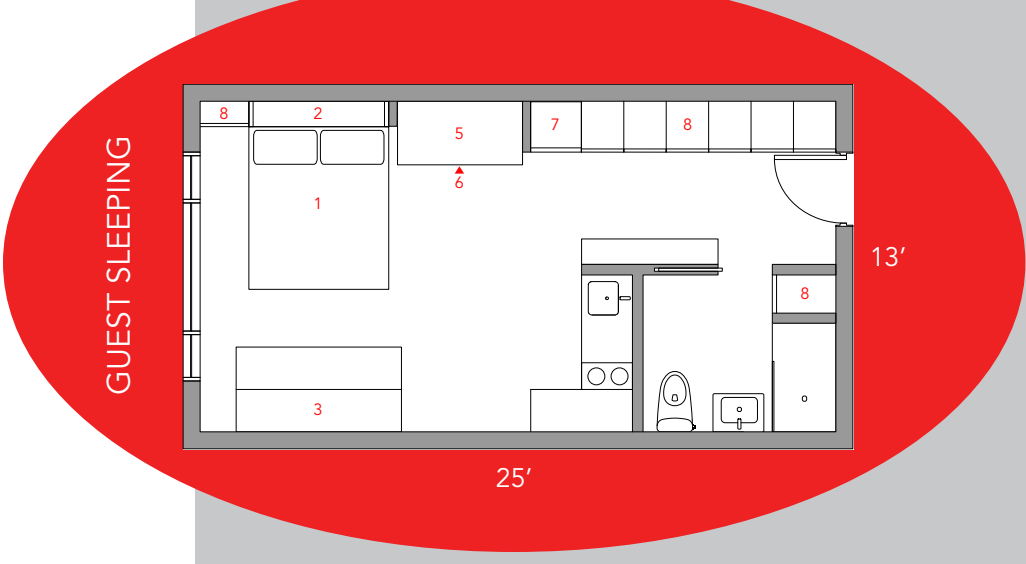
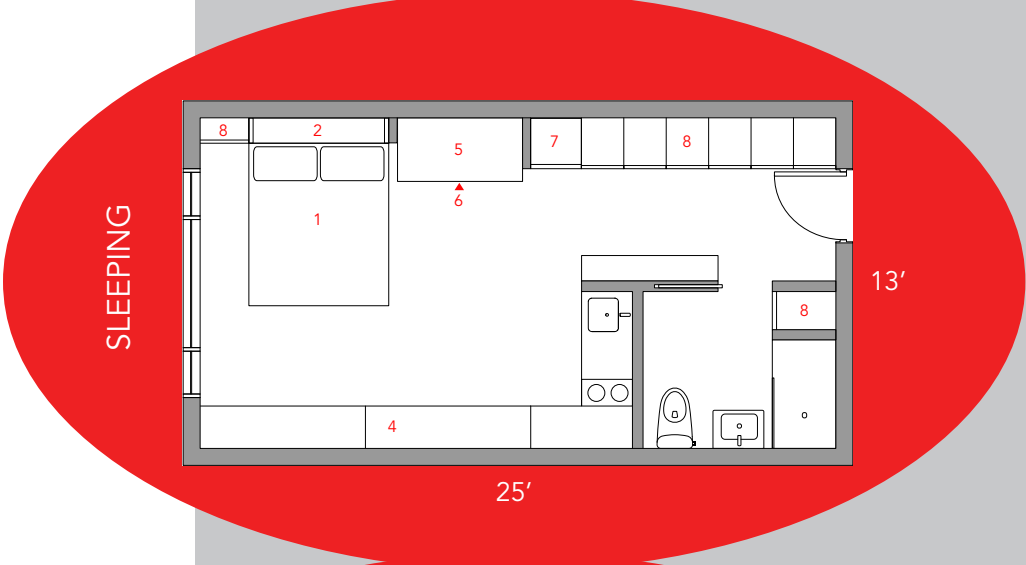
MICRO LIVING

-  BUILDING CIRCULATION
-  BATHROOMS WITH HVAC ABOVE

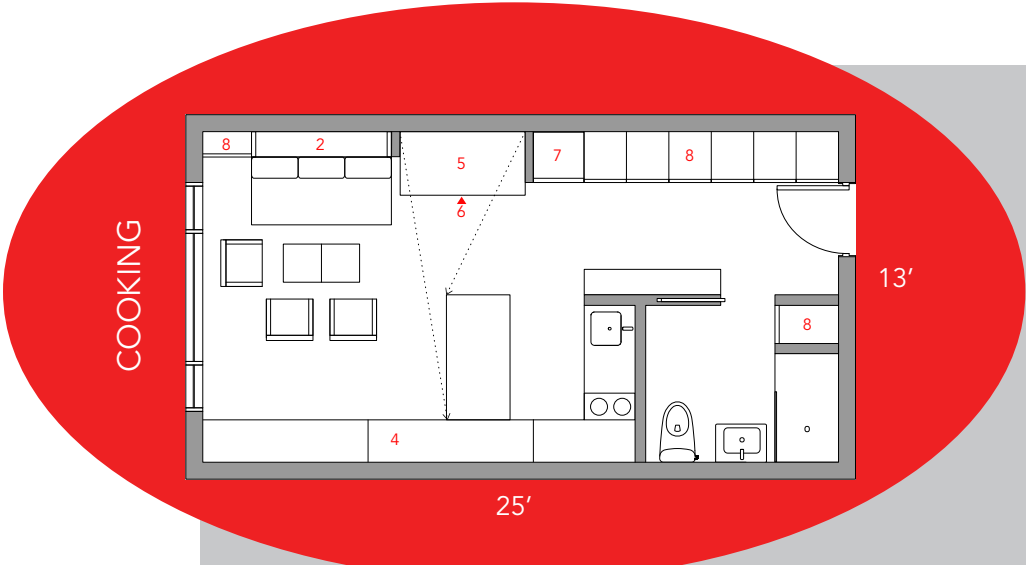


LIVING BIG-SMALL

Our design concept is to live big in a small space. Called "Big • Small," it embraces a minimal, smart, utilitarian and stylish lifestyle. Its key components are maximal storage and minimal furniture requirements. Instead of a typical core and shell package, our proposal is to provide a kit of parts that can be adapted to existing building conditions.

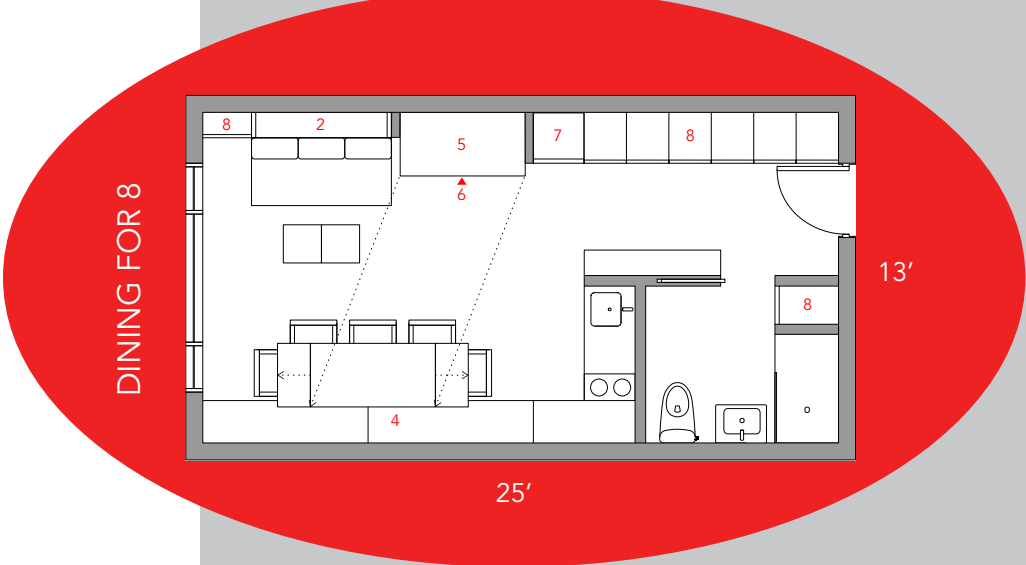
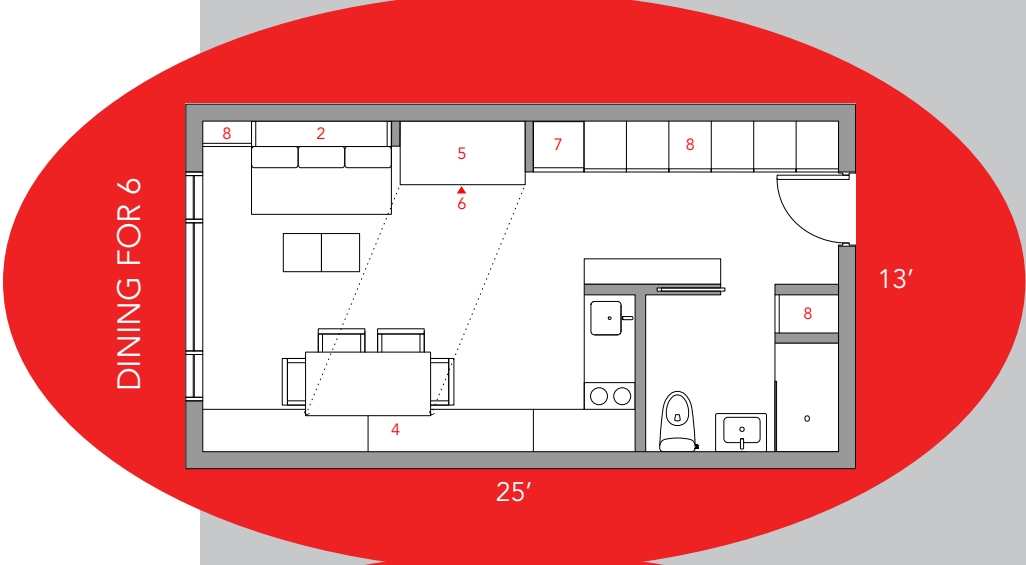


- 1 BED TRANSFORMER
- 2 BED STORAGE
- 3 BENCH/BED TRANSFORMER
- 4 BENCH STORAGE
- 5 DESK
- 6 TABLE STORAGE BELOW
- 7 REFRIGERATOR
- 8 STORAGE

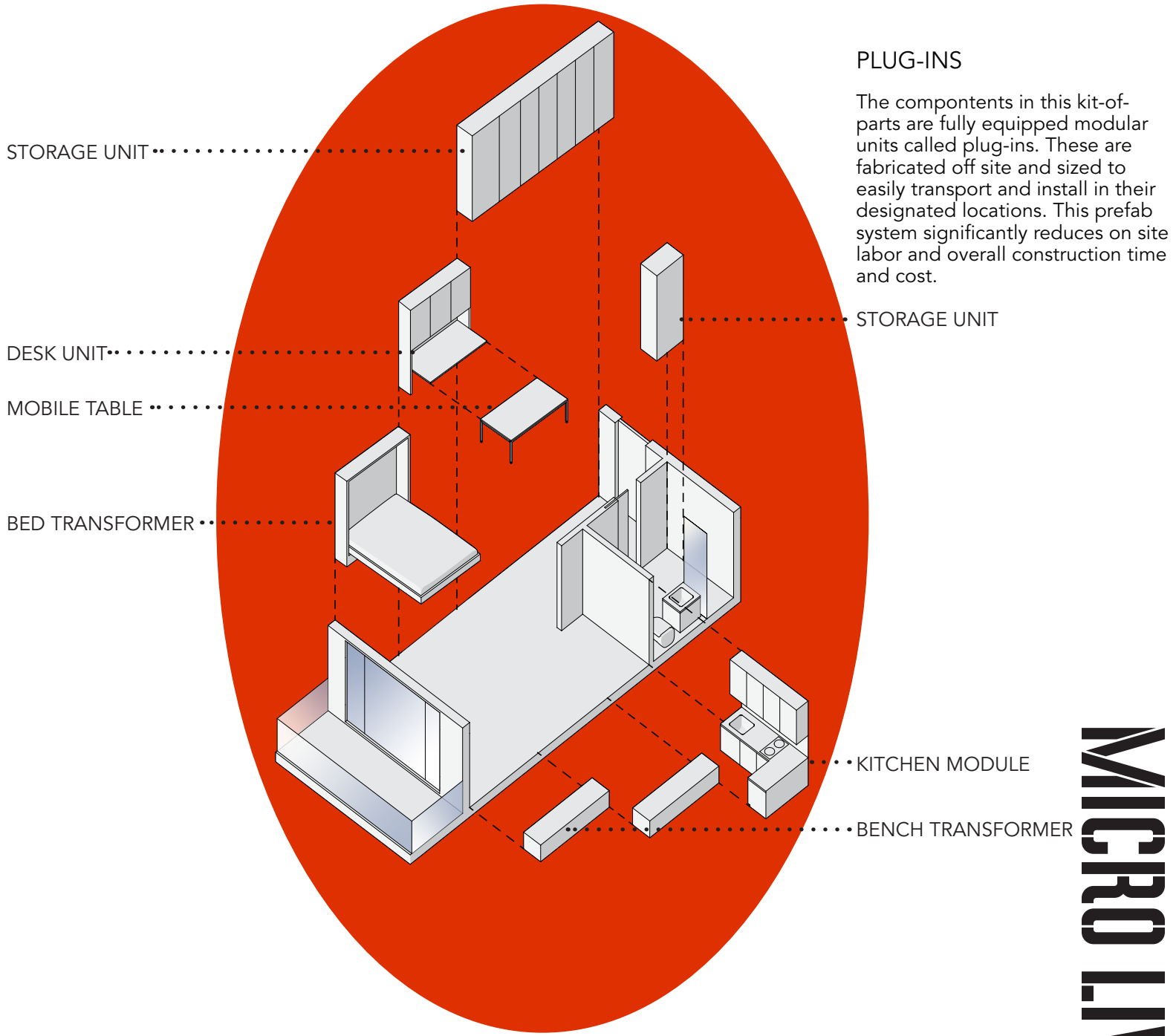


TRANSFORMERS

This kit of parts consists of of multifunctional furnishings called "transformers" that can accommodate more than one activity, thus maximizing open living space. A murphy bed folds down to cover the couch; bench seating becomes a guest bed; a single table can function as a kitchen counter, or dining table for eight.



- 1 BED TRANSFORMER
- 2 BED STORAGE
- 3 BENCH/BED TRANSFORMER
- 4 BENCH STORAGE
- 5 DESK
- 6 TABLE STORAGE BELOW
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PLUG-INS

The components in this kit-of-parts are fully equipped modular units called plug-ins. These are fabricated off site and sized to easily transport and install in their designated locations. This prefab system significantly reduces on site labor and overall construction time and cost.



LIVING

HOLISTIC DESIGN

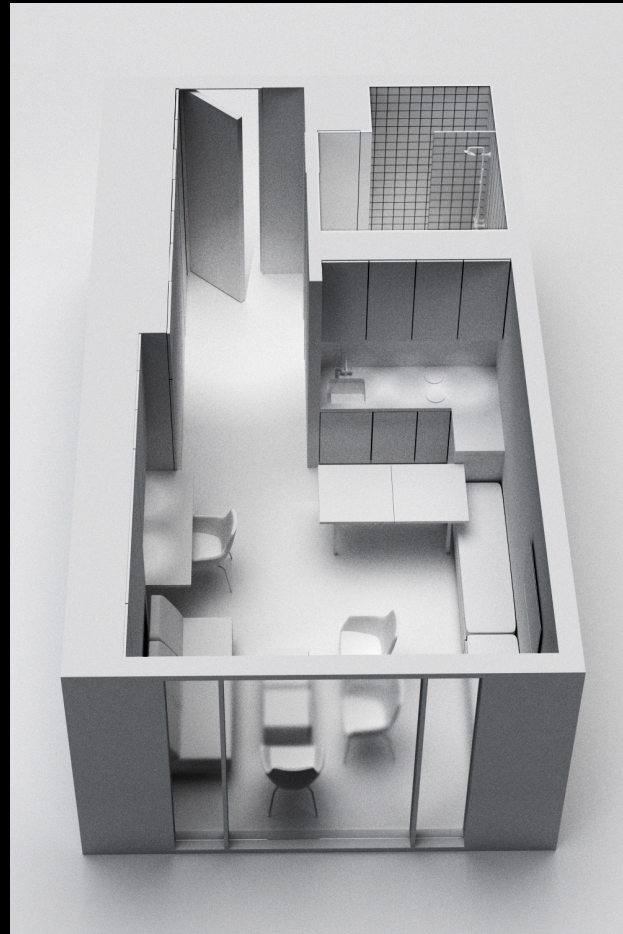
Our plug-in concept combines the functional qualities of flexibility, utility and durability with a minimalist aesthetic. These multi-tasking transformers change the character of the space throughout the day to conform to changing spatial needs and make a small footprint feel big.



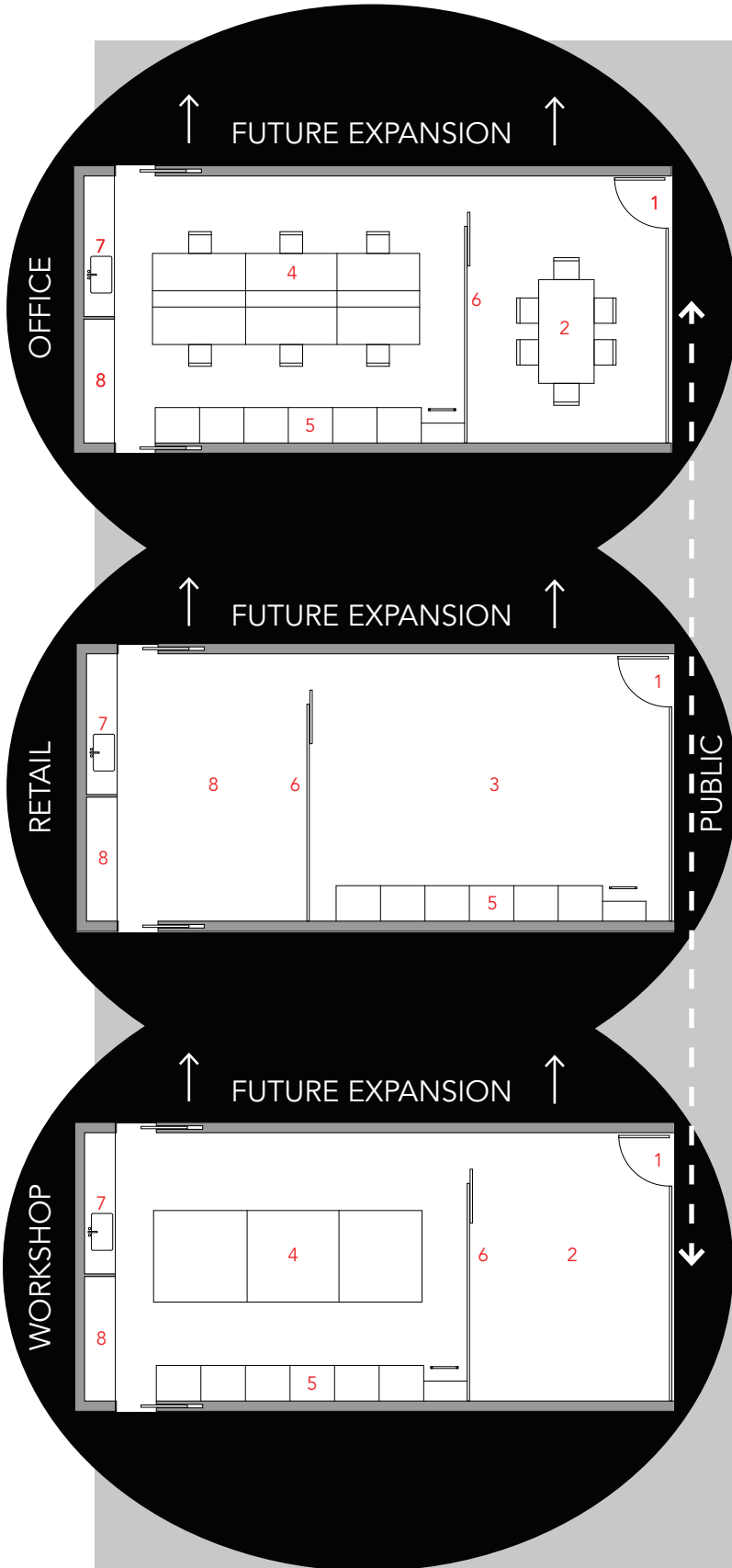
SLEEPING



DINING



MICRO LIVING



WORK STUDIOS

In addition to amenities like gyms, storage bins, bike storage and laundries that supplement the needs of small unit dwellers, we propose a new work space concept called "Work Studios." These micro-work spaces will be available to residents and entrepreneurs. Their mission is to support new businesses to grow and thrive without the overhead of setting up a business from scratch. Our incubator proposal offers both business autonomy and the peer support of a cooperative environment. This is a very different concept than the crowded anonymous We-Work model.

MODULAR WORK SPACES

Modular work spaces will be about 500 square feet, adjusted to specific building conditions. These will be delivered fully outfitted with wiring capabilities, desks, storage and mobile partitions to facilitate move-in, start up and easy tenant turnover.

WORK STUDIO EXPANSION

Work Studios will be designed to easily expand into adjacent units if additional space is required. This modular spatial strategy can also accommodate shared services for similar businesses. For instance, design studios could share plotters, 3D printers and laser cutters; retail businesses or offices could share conference space. Ideally, each business will have public visibility.

- 1 STOREFRONT ENTRY
- 2 CONFERENCE
- 3 DISPLAY / SALES
- 4 DESKS / WORKTABLES
- 5 FILES / CABINETS
- 6 MOBILE WALL
- 7 PANTRY UNIT
- 8 STORAGE UNIT



OFFICE



RETAIL

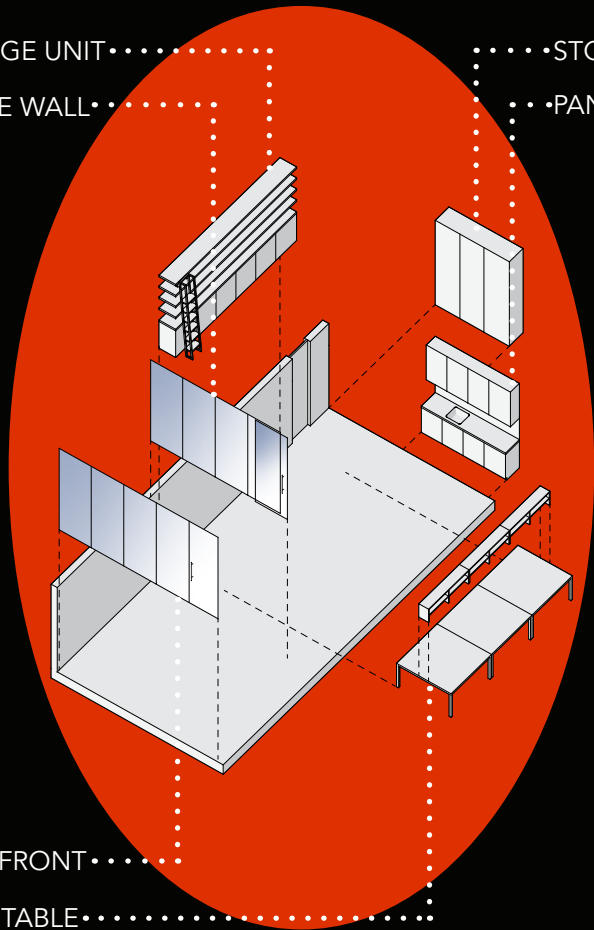


WORKSHOP

WORK PLUG-INS

The WORK kit-of-parts, similar to LIVE, is designed for easy transport and installation. These plug-in components consist of desks, storage, pantry and mobile partitions and will be installed in white box work studios. Based on the Apple Store model, all components will be pre-wired and simply plugged into the module's electrical system.

STORAGE UNIT ••••• STORAGE UNIT
MOBILE WALL ••••• PANTRY UNIT



STOREFRONT •••••
WORK TABLE •••••

LIVE-WORK



AUDREY MATLOCK, FAIA

Audrey Matlock leads Audrey Matlock Architect, a firm committed to fusing architecture, technology and contemporary culture. Based in New York City, the firm's projects span three continents. Their work includes a multitude of building types with a focus on residential architecture. The Chelsea Modern, a seminal residential building in NYC's Chelsea district advances a live-work concept with street level art studios that contribute to the area's vibrant art community. Current projects include the rebranding of a Brooklyn hotel with a local entertainment focus and in Raleigh, NC a mixed use residential, hotel, cultural and entertainment complex features local food, crafts and music culture. The firm's innovative approach to creative building design and programming has brought success to clients and value to the urban realm. Matlock was awarded fellowship in the American Institute of Architects (AIA) and serves as AIA NY's VP for Design Excellence. Matlock's residential and mixed-use buildings have won over 60 design awards and the New York Times recently named her as one of the twelve architects whose buildings are shaping New York today.



ARMSTORNG DESIGN CENTER - LANCASTER, PA



MEDEU SPORTS CENTER - MEDEU KAZAKHSTAN



CHELSEA MODERN RESIDENCES - NYC

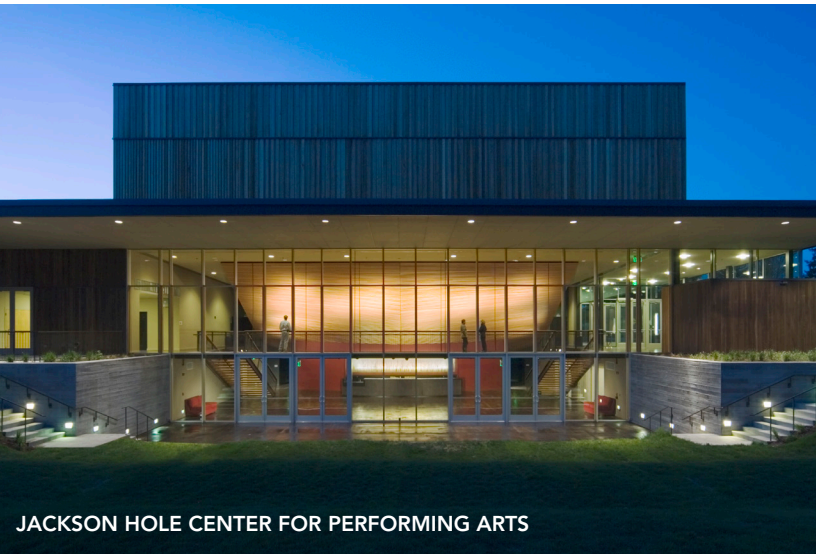


57 IRVING PLACE RESIDENCES - NYC



STEPHEN DYNIA, FAIA

Stephen Dynia is the Founder and Design Director of Dynia Architects. The firm has promoted and produced contemporary architecture in the Mountain West for over 25 years. Its mission is to design public and private buildings that are inspired by nature and fueled by innovation, society and culture. Dynia’s projects in Wyoming and Colorado foster community development and creative programmatic initiatives with their bold designs. The firm’s recent hotel projects in Denver promote a cultural experience that embraces local music, food and design trends. Current residential buildings in a burgeoning area called RINO (River North), embrace a live-work concept that unites an entire community. For a new addition to this development called Kabin, Dynia designed micro apartments that incorporate full glass walls to visually connect the interior space with the landscape. A prolific award-winning firm, Dynia Architects was recently named Wyoming firm of the year and awarded the American institute of Architects silver medal for contributions to the AIA.



JACKSON HOLE CENTER FOR PERFORMING ARTS



THE SOURCE HOTEL · DENVER, CO



THE SOURCE HOTEL · DENVER, CO



ZEPPELIN STATION · DENVER, CO



CHANGE IS AFOOT Changes in commercial, retail and housing trends are on the horizon. Many businesses are shedding real estate in lieu of working at home and retail is abandoning costly bricks and mortar for online sales. While today there is an overabundance of luxury housing on the market, there is a critical growing need for affordable housing to keep our cities vital. Our Big • Small strategy puts emphasis on the quality residential design rather than size, providing utility and style at an affordable price. Our model can be replicated in any city with housing needs and good building stock.

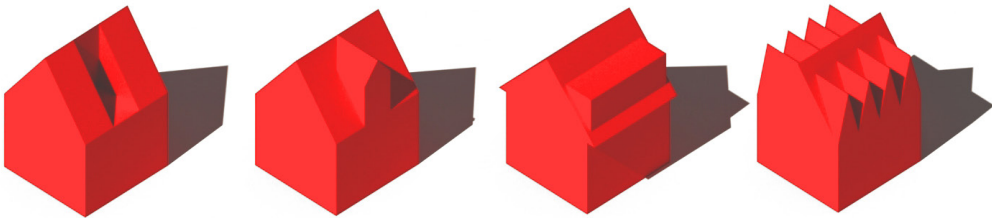
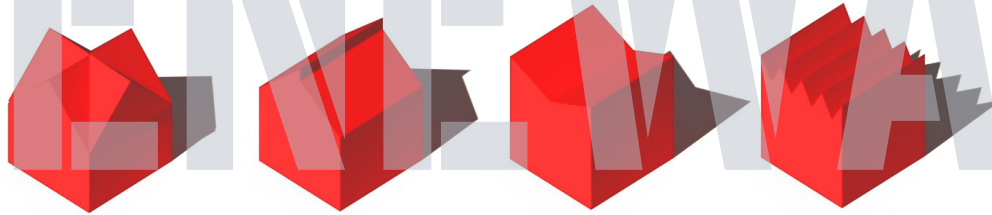
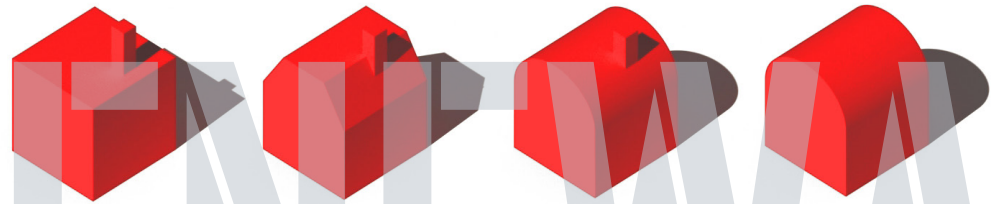
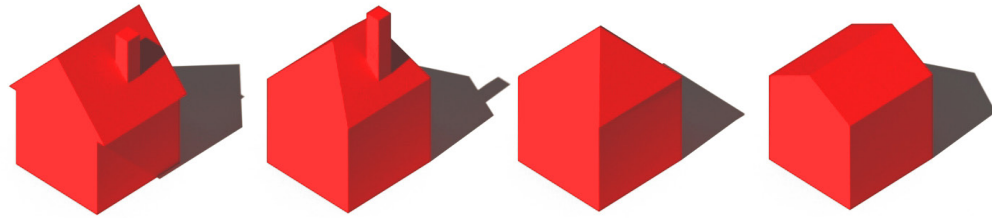
WHY CITIES? Living small also means reducing our carbon footprint. Recycling existing buildings limits construction waste. Rebuilding with materials that reduce CO₂ emissions is good for the environment. Residing close to parks, schools, restaurants and cultural institutions enriches the quality of life. Using public transportation, bicycles or walking means fewer cars and healthier living.

COST The major cost benefits are derived from selecting a building type with structural and infrastructural systems that can largely be reused, thus limiting upgrade costs. Hotel corridor and elevator systems will remain in place. Existing plumbing, HVAC shafts and equipment will be utilized whenever possible. The living units will be designed with new surface materials and expanded electrical and lighting options, readymade for the plug-in kit-of-parts.

SCHEDULE We envision project design and construction to be implemented within a short time frame of under two years. The interiors will be manufactured off-site to better meet tight schedules, control quality and expedite installation. Plug-ins for live and work units will be purchased and fabricated in bulk. All materials will be durable and readily available. Every aspect of project delivery will be tailored to expediency, quality and great design equally!

BUDGET ESTIMATE Renovation costs will vary depending on project location, labor costs, quality of the existing building construction and infrastructural conditions.

PARTNERS We are looking for developer partners and investors for this venture.



RENEWAL

AM_A

Audrey Matlock _ Architect

audreymatlock.com

917-251-4944

DYNIA

Architecture Studio

dynia.com

307-690-3766