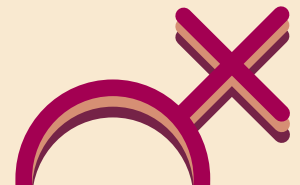

2.0 SENIOR PROJECT PROPOSAL

*Women's only
private club*

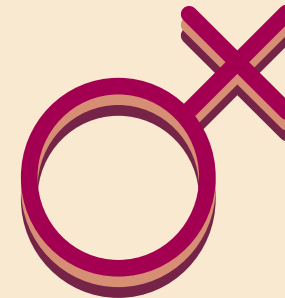


NOT female vs male...



*...but finding equality for both by seeking
a balance between the masculine and
the feminine*

our logo:



Giving women
male opportunities





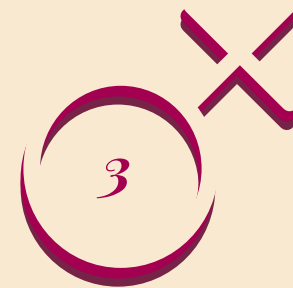
History of women

— *femininity = female = our **biology***

— *The women's place is in
the home, the kitchen, the
family, the **private**.*

— *Woman as sex object, and having
no value except what is
bestowed **by men**.*

— *abilities of men and women are
different, and those of the
woman's are **inferior***



#MeToo movement



October 2017

was the first breakout of the #MeToo movement- this was with the release of the Harvey Weinstein sexual harassment scandal.

a year later...

October 2018

was the peak of the movement with the news of Bill Cosby.

NOW...

our built-environment needs to reflect the social change we are trying to make.



Why?

Why do women need a space separate from men?

- *confidence*
- *comfort*
- *allyship*



1/3 women experience sexual assault in their lifetime

Why women need a club?

Men have had it for forever...

For true equality we have to think about all the years women have missed out on the same opportunities men have had. Therefore, the use of

substantive equality

approach is better suited for it examines where we are in society, in a broader context.





Chief

A community for female executives. The concept for Chief is influenced by a statistic in a 2018 Financial Times article that women hold just 4.9% of CEO roles in the US, UK, and Europe.

The Wing

"The goal was to help The Wing open its doors to the Brooklyn community by designing a timeless, engaging, cool, fun yet professional space,"





our women

- diverse urban professional women of Vancouver
- Strong women of different levels of statures



Their goals:

- seeking community and networking opportunities
- common goal of empowerment for all women
- support the growth of women in the workplace
- career driven
- aren't afraid to put themselves first



Lina, 35

web designer

often working in cafes
seeking a space between work and home
and to grow her potential

Linda, 67

*former beauty entrepreneur
current business owner*

wanting to share what she's learned and
mentor young business starters.



Leah, 24

new university graduate


seeking a space to grow her
company and network while
receiving mentorship




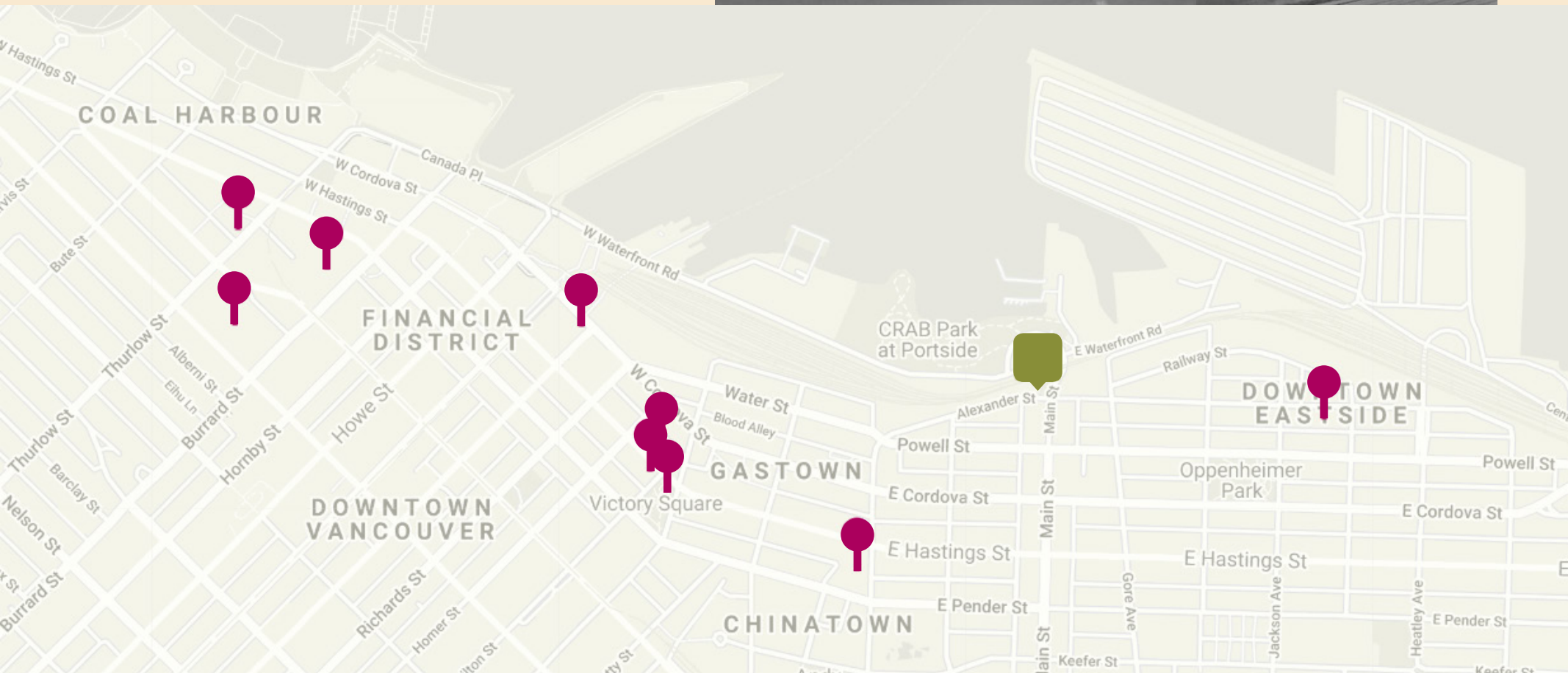
157-195 Alexander st.

GASTOWN, VANCOUVER

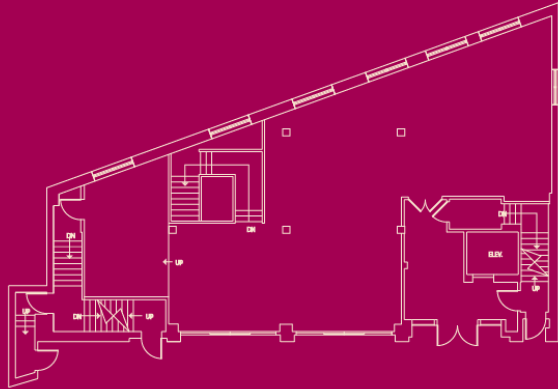
Gastown is right outside downtown vancouver which is the buisness district of the lower main-land-therfor buisness women in the area would have easy access to our building. In addition, there are several

 mixed gender co-working space

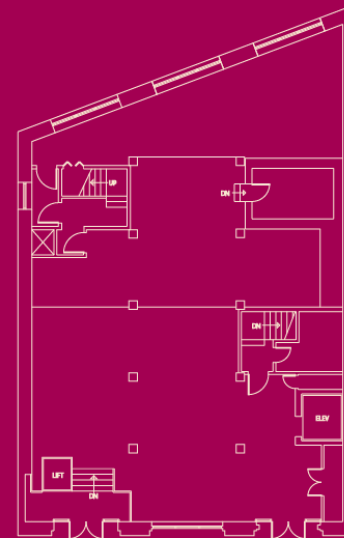
 our location



the building



157 ALEXANDER ST.
9791 SQ. FT.



195 ALEXANDER ST.
15011 SQ. FT.

PROPOSED SPACES WILL INCLUDE:

WORKSPACES

- OFFICES
- MEETING ROOMS
- LARGE ASSEMBLY SPACE

HOSPITALITY

- SPA/SALONS
- GYM
- KITCHENETTE OR CAFÉ/BISTRO
- LOUNGE(?)
- DINING ROOM

OTHERS

- BATHROOMS
- PRIVATE OVERNIGHT ROOMS



TOTAL:
24,802 SQ. FT.



10

our goals



A space that **empowers women** by bringing them together to create a **supportive community** amongst each other, as well as **advancing personal careers** through creating a space to network.

This is a culturally important space to **breaking down gender inequality** by giving access to historically, **male opportunities** in business and networking, **to women.**

Thank you



Images

Figure 1. illustration - Phenomenal Women - Elen Winata - CoDesign Magazine | Daily-updated Magazine celebrating creative talent from around the world. (2018). CoDesign Magazine | Daily-updated Magazine celebrating creative talent from around the world. Retrieved 25 September 2019, from <https://codesignmag.com/graphic-design/illustration/illustration-phenomenal-women-elen-winata/>

Figure 2. What Can You Do To Contribute To The Feminist Movement? - Donna Colori. (2018). Donna Colori. Retrieved 25 September 2019, from <https://donnacolori.com/what-can-you-do-to-contribute-to-the-feminist-movement/>

Figure 3. Women Who Draw - Women's March 2017 - portfolio. (2019). Valerylemay.ca. Retrieved 25 September 2019, from <https://valerylemay.ca/Women-Who-Draw-Women-s-March-2017>

Figure 4. Reflections on the March | Libby VanderPloeg - Não Me Mande Flores. (2018). Não Me Mande Flores. Retrieved 25 September 2019, from <http://naomemandeflores.com/en/reflections-on-the-march-libby-vanderploeg/>

Figures 5-7. Cogley, B. (2019). Chief clubhouse for female executives opens in Manhattan. Dezeen. Retrieved from <https://www.dezeen.com/2019/03/03/chief-clubhouse-female-executives-amy-butchko-manhattan/>

Figures 8-9. Gibson, E. (2018). Female co-working club The Wing's third outpost occupies old Brooklyn paper factory. Dezeen. Retrieved from <https://www.dezeen.com/2018/02/28/female-co-working-club-the-wing-dumbo-brooklyn-new-york/>

Figure 11. Tiffany Dufu Photos Photos: #BossLadyBrunch. (2019). Zimbio. Retrieved from <http://www.zimbio.com/photos/Tiffany+Dufu/BossLadyBrunch/l-BCXy1EcKH>

Figure 12. Carson, E. (2018) Here are the women that inspire us this international womens day. cnet. Retrieved from <https://www.cnet.com/news/a-lack-of-digital-skills-could-be-hurting-young-professional-women/>

Figure 13. Linda Rodin. (@lindaandwinks) • Instagram photos and videos. (2019). Instagram.com. Retrieved from <https://www.instagram.com/lindaandwinks/>

Figure 16. 157 Alexander Street. (2015). Changing Vancouver. Retrieved 26 September 2019, from <https://changingvancouver.wordpress.com/2015/03/12/157-alexander-street/>

Figure 17. 195 Alexander Street - City of Vancouver Archives. (1979). Searcharchives.vancouver.ca. Retrieved 26 September 2019, from <https://searcharchives.vancouver.ca/yaylf>

Figure 18. Monica Garwood. (2019). Monica Garwood. Retrieved 26 September 2019, from <http://www.monicagarwood.com/>

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