

PJ'S COFFEE SHOP

Tulane University New Orleans Louisiana



clear, curving glass forms the public façade along the traffic flow, while metal and translucent materials indicate privacy

Parallel to Freret Street, Percival Stern Hall arches across the school's main axis of movement; a large breezeway allows unhindered traffic flow through the building. The breezeway's 6,240 square feet, 16'-4" high covered space was chosen as the site for a PJ's Coffee Company coffee shop; it proved an ideal location for a small architectural insertion.

Program space is arranged through analysis of the breezeway: A constant flow of pedestrians, bikers and air moves east-to-west, and concentrates in the south. The new structure slips between the four existing columns of Stern Hall, slightly to the north. This siting preserves the generous thru-way, while light materials make an elegant contrast to the imposing structure of the existing building. Physical separation of the new and old structures highlights the shop's mobile quality.

The south façade is the public edge: It is a full-height glass storefront system, curving between existing columns, emphasizing the physical element of movement characterized by the space. Interior and exterior connect visually, and linear staging of the shop ensures that movement within the building will emulate that of the outside. Translucent glass and zinc cladding on the north façade provide privacy for office and storage areas.

CLIENT tulane university campus brew, LLC *COST* \$330,000 *COST PER SF* \$300 *SIZE* 952 SF *COMPLETION* 2004 *AWARDS* 2007 AIA NEW ORLEANS DESIGN AWARDS *Award of Merit* 2007 AIA GULF STATES REGION *Honor Award* 2007 AIA SMALL PROJECTS AWARDS *National Honor Award*



the interior reinforces lateral movement



view through breezeway along curving glass wall, with steel frame entry doors visible



an extruded steel frame with pivot door marks one of the two entrances to the shop along the curving glass wall