

GWYNNE HOTEL

603 MAIN ST., CINCINNATI, OHIO.

DESIGN PROPOSAL
AUGUST 6TH, 2020

STUDIO
MUNGE

In order to preserve “The Gwynne”, we must start by understanding & respecting its past. It’s easy to erase history; but that would be irresponsible of us. Our proposal is centered on respect, integrity, authenticity and preservation.

– Alessandro Munge

“The vision for the future of Cincinnati is focused on an **unapologetic drive** to create and sustain a thriving inclusive urban community, where engaged people and memorable places are paramount, where **creativity and innovation** thrive, and where local pride and confidence are **contagious**.”

– City Planners of Cincinnati

PAST, PRESENT & FUTURE LIFE OF THE GWYNNE BUILDING

The Gwynne family where amongst the early settlers of Cincinnati. The daughter of Abraham Gwynne, a prominent Cincinnati judge and lawyer, Alice Gwynne Vanderbilt commissioned her cousin Ernest Flagg, as Project Architect of the Gwynne Building. The building was named after her father and belonged to Vanderbilt Estate, which is owned by Alice Gwynne’s husband, Cornelius Vanderbilt II.



1913

Originally designed as an office building with rent set at \$1/sqft (Considered a Class “B” building)

1914

Rented out as a temporary courthouse

1935

Headquarters of Procter & Gamble Company

1992

Purchased by EQ Office (Sam Zell) and 1M renovation followed

2019

NuovoRE purchased the Gwynne building envisioned to be converted to a hotel

THE GWYNNE’S ORIGINAL ARCHITECTURAL SIGNATURE DETAILS

THE GWYNNE BUILDING
A REPRESENTATION OF BEAUX ART ARCHITECTURE



Arched and Pedimented



Flat roof with rustication



Symmetry and balance ornate metal details



In 1914, The ground and second level podium where originally conceived with two storey symmetrical arches, presenting a strong vertical impression at street level. Constructed with steel and concrete and clad in Indiana limestone, brick and granite.



Hierarchy of Spaces



Sculptural oxhead stonework



Alternating "V" and "G" scroll letters for the Vanderbilt and Gwynne families

THE EVOLUTION OF THE GWYNNE BUILDING



In 1916, the east building was constructed in addition to the Gwynne Building with brick and limestone.

The first floor has been altered, but the second floor with its pier and spandrel fenestration, decorative panel and low parapet with cornice to match the interior cornice of the second floor of the Gwynne Building remains intact.



In 1939, the north building was constructed by Cincinnati Architectural firm, Hake and Hake, for Proctor and Gamble business expansion.

Four-story of brick and limestone in Art Deco style. First floor for commercial space with polished marble wall treatment and horizontal fluted marble band broken by stylized relief.



Renovation took place in 1992, Classical entrance pediments were partially covered up with cast iron grills and store front windows replaced with horizontal signage and applied on green stone and stainless steel.

LIGHTING IS ESSENTIAL IN ENHANCING HISTORICAL DETAILS AND BRINGING THEM TO LIFE... AGAIN



ENHANCE ITS
GRANDEUR INTERIOR



CELEBRATE ITS PRESENCE
OF MANY YEARS



EXPRESS THE FINITE
ORNAMENTATION



HIGHLIGHT ITS
UNIQUE CHARACTERISTICS

DELICATELY BRINGING THE PAST FORWARD

TO
PRESERVE
IN
2020



Elevator doors

Marble cladding

TO
RESTORE
FROM
1914



Floor tiles and
baseboard
condition

East Wall with fluted glass
& beige stone in dark
wood frame

TO
PRESERVE
IN
2020



----- Entire column condition including capital, base and materiality

TO
RESTORE
FROM
1914



----- Arched wall conditions

----- Floor tiles

----- Groin (Double Barrel) vault ceilings

----- East Wall with fluted glass & beige stone in dark wood frame

----- Arch hallway detail and bas relief

TO
PRESERVE
IN
2020



----- Entire column condition including capital, base and materiality

----- Capital condition by elevators

TO
RESTORE
FROM
1914



----- East & West Wall with fluted glass & beige stone in dark wood frame

----- Decoration with conservative modern lines

HISTORICAL ELEMENTS TO PRESERVE



Original brass mailbox



Original marble column details

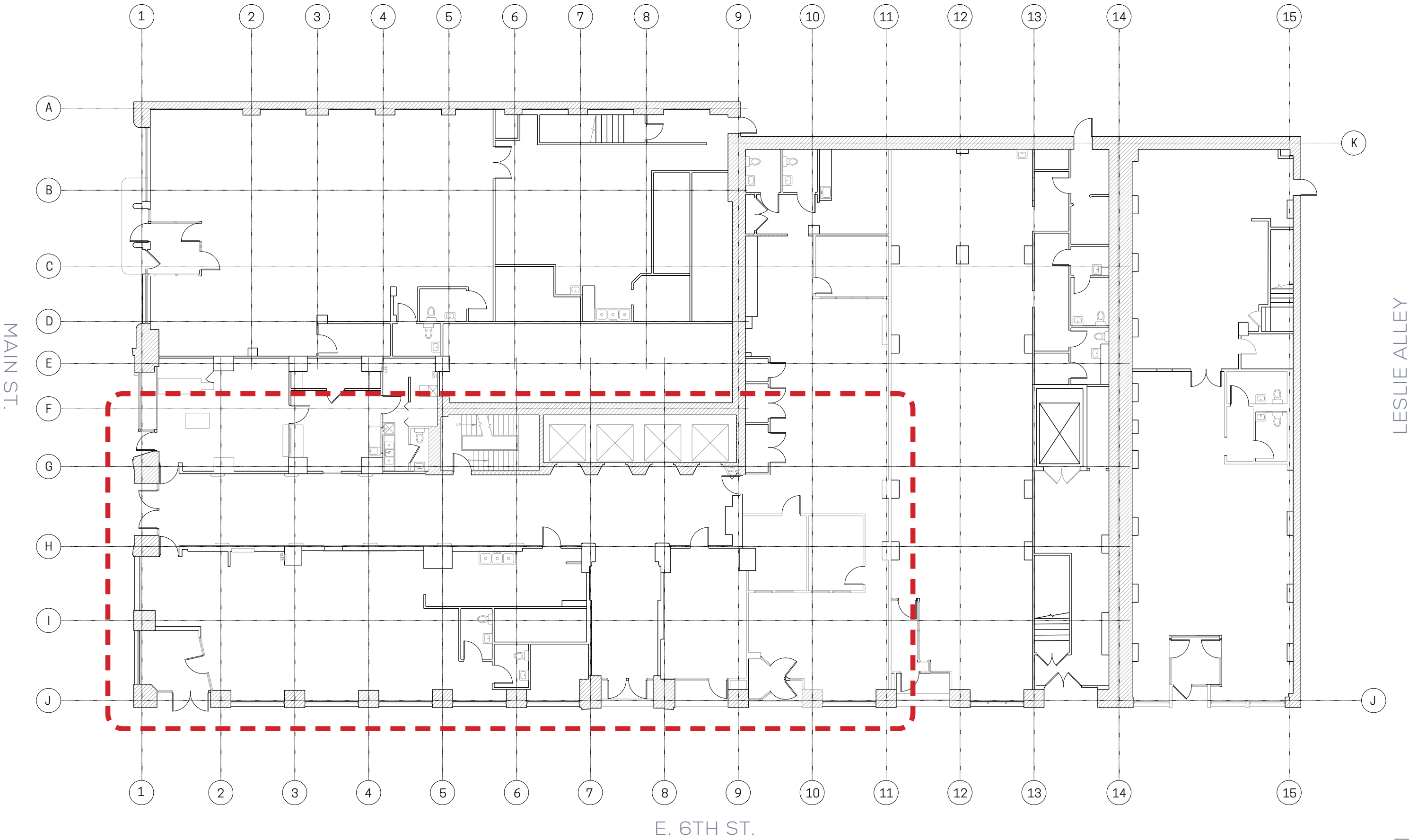


Original brass elevator doors and stone panels

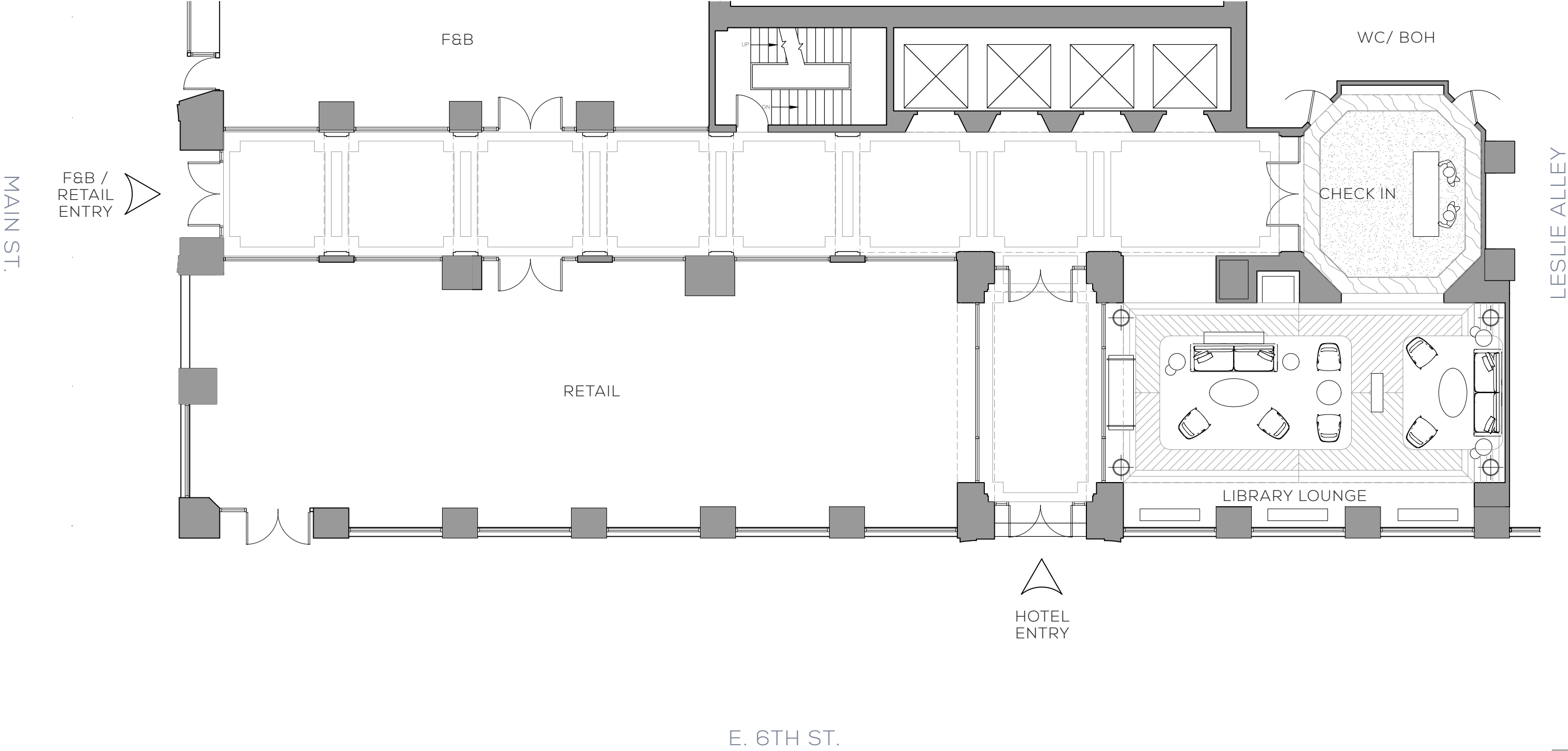


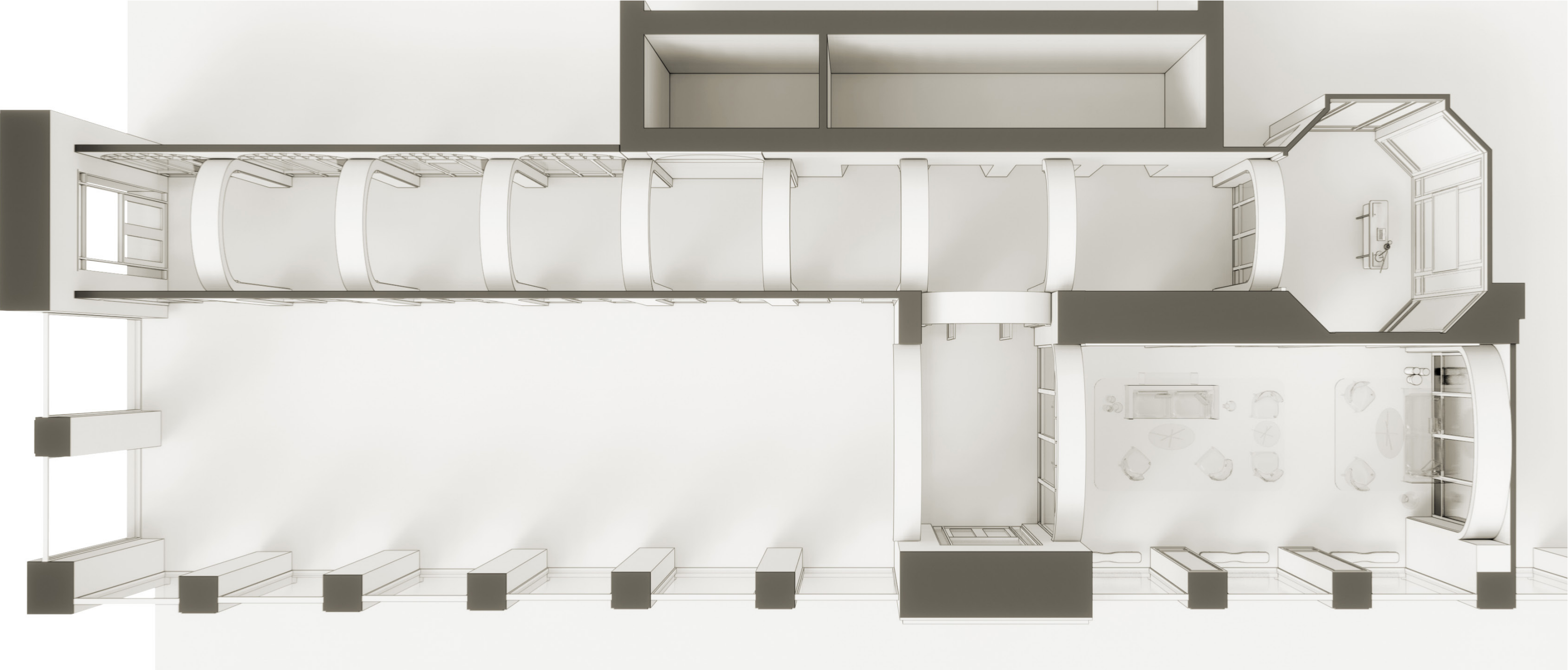
Original historic mail chute

GROUND FLOOR - ARCHITECTURAL EXISTING BASE PLAN

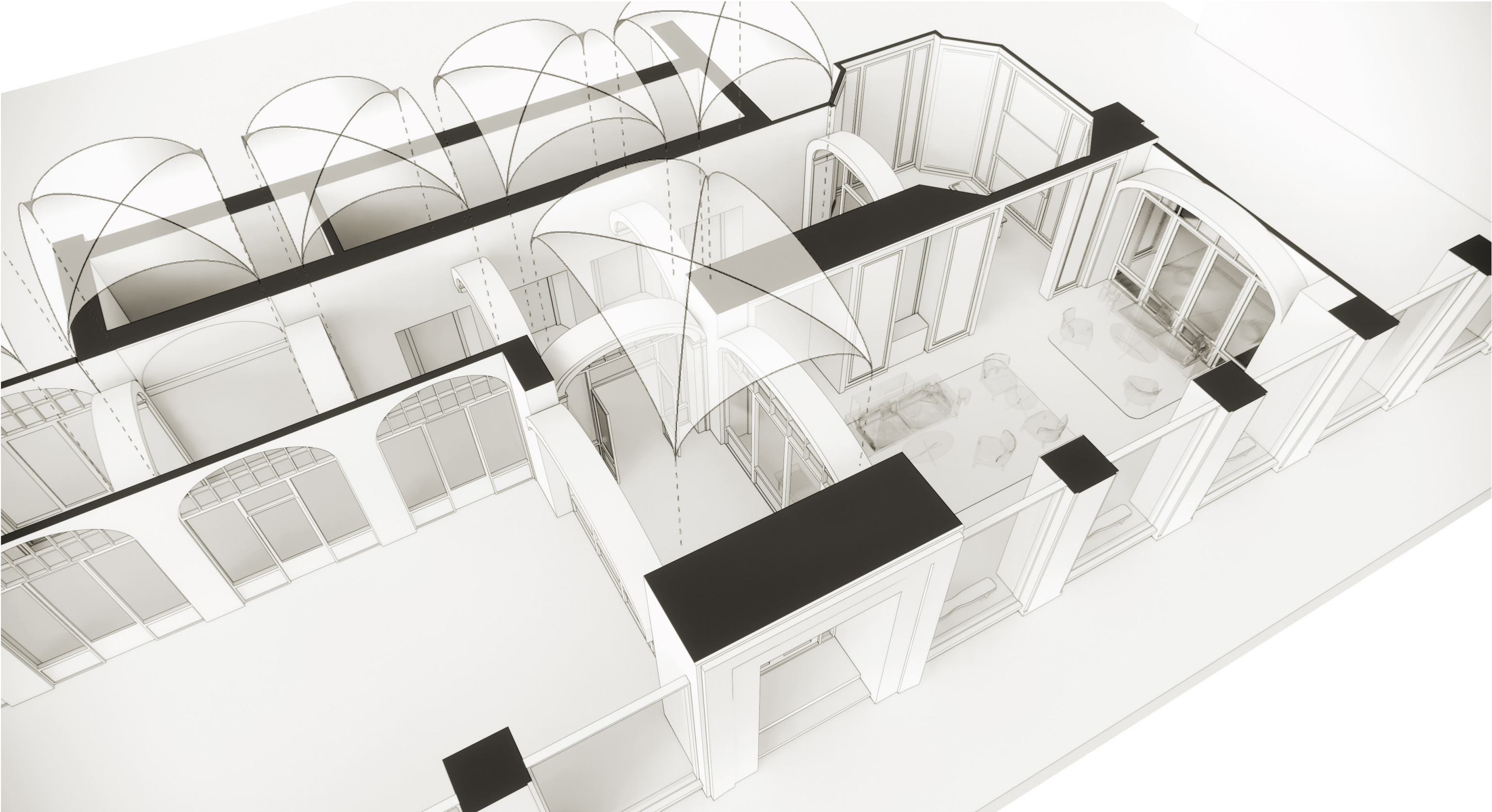


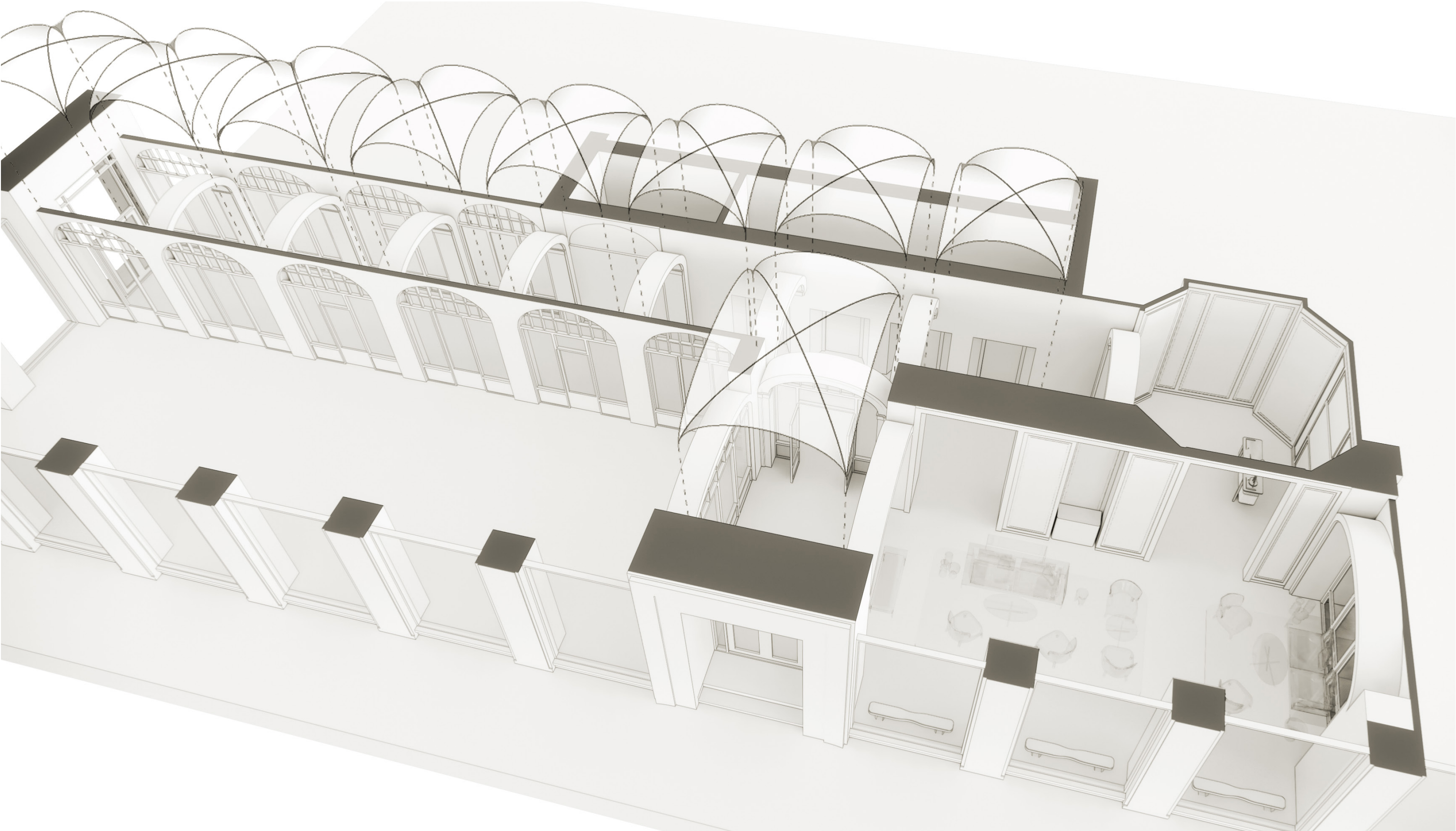
GROUND FLOOR - ARCHITECTURAL PROPOSED FLOOR PLAN





REINSTATE DOUBLE BARREL VAULTED CEILINGS, ADD ARCHES & VESTIBULE









CLASSICAL ARCHITECTURAL ELEMENTS ARE REINTRODUCED AND REIMAGINED IN A MODERN WAY RESPECTING THE ORIGINAL CONTENT OF THE BUILDING INTERIORS WHILE BREATHING NEW LIFE FOR YEARS TO COME



SYMMETRY & BALANCED SPACES
DEFINED WITH
ARCHES & ARCADES



CEILING TREATMENT



WOOD PANELS & WALL TRIM



VEINED STONE
FLOORING
& WALL PANELS



METAL DOORS

FRENCH INSPIRED TONES & TEXTURES



SOFT AND RICH FABRIC

BRONZE METAL
DETAILING



MUTED RIBBED
WOOD PANELS



RICH VEINED STONE
WALL PANELING



FROSTED AND REEDED
GLASS ON DOORS



UPHOLSTERY



GWYNNE BUILDING HISTORICAL
MATERIALS INSPIRED

DECO INSPIRED

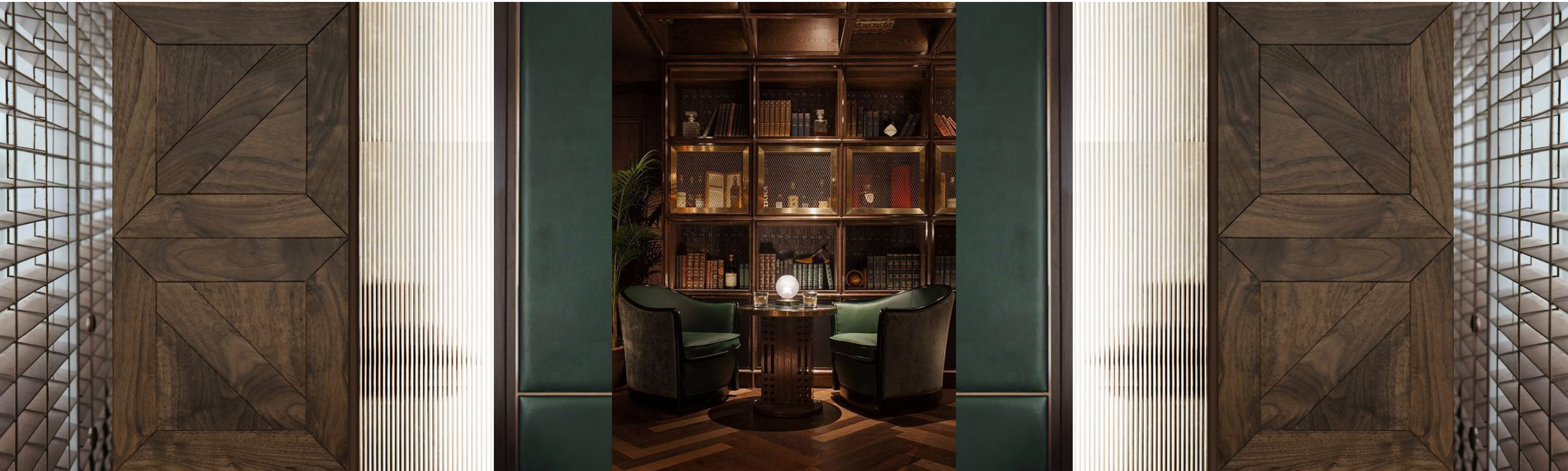


RUG INSPIRED BY
NEOCLASSICAL ERA

WARMTH & WOOD TRIMS

FOCAL POINT INTO CHECK IN

CONSERVATIVE MODERN LINES
WALKING INTO THE
NEW



FRENCH VENETIAN BLINDS

UPHOLSTERED
LEATHERED PANELS

OLD AND NEW PERSONALITY

REEDED GLASS IN
WOOD FRAME

ELEGANCE & INTIMACY

STRUCTURED FORMS



GLASS AND METAL ACCENTS



NEOCLASSICAL MODERN DESIGN



TASTEFUL DETAILS



ARTFUL MOMENTS



WOOD TRIMS ALONG
CORRIDOR

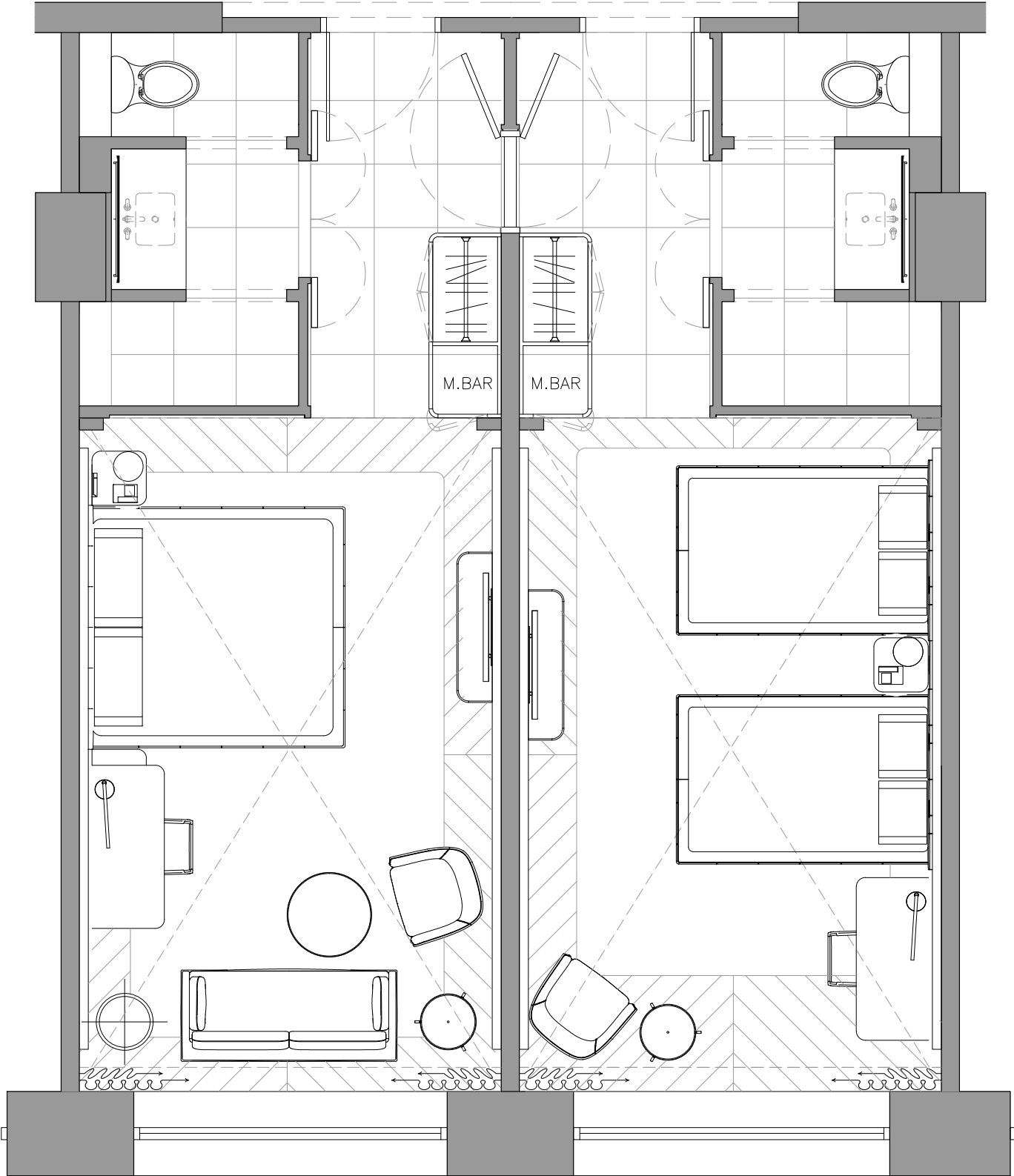
ARCHES TO FRAME
ENTRY TO GUESTROOM

MUTED GOLD ACCENTED DOORS

MIRRORED REEDED
GLASS FOR ENTRY
DOORS

MODERN LINES
SIMPLIFIED DETAILS





CLASSIC TIMELESS LAYOUT



WOOD
FLOORING



ACCENTS OF LUXURY



GROIN VAULTED CEILING AS FOCAL POINT



RESIDENTIAL COMFORT



CLASSICAL
ACCENTS



CONTRASTING FIXTURES

SYMMETRY

VANITIES

BALANCE

FLOORING WITH CLASSIC
CHARACTERISTICS

APPROACHABLE LUXURY



HINTS OF ELEGANCE



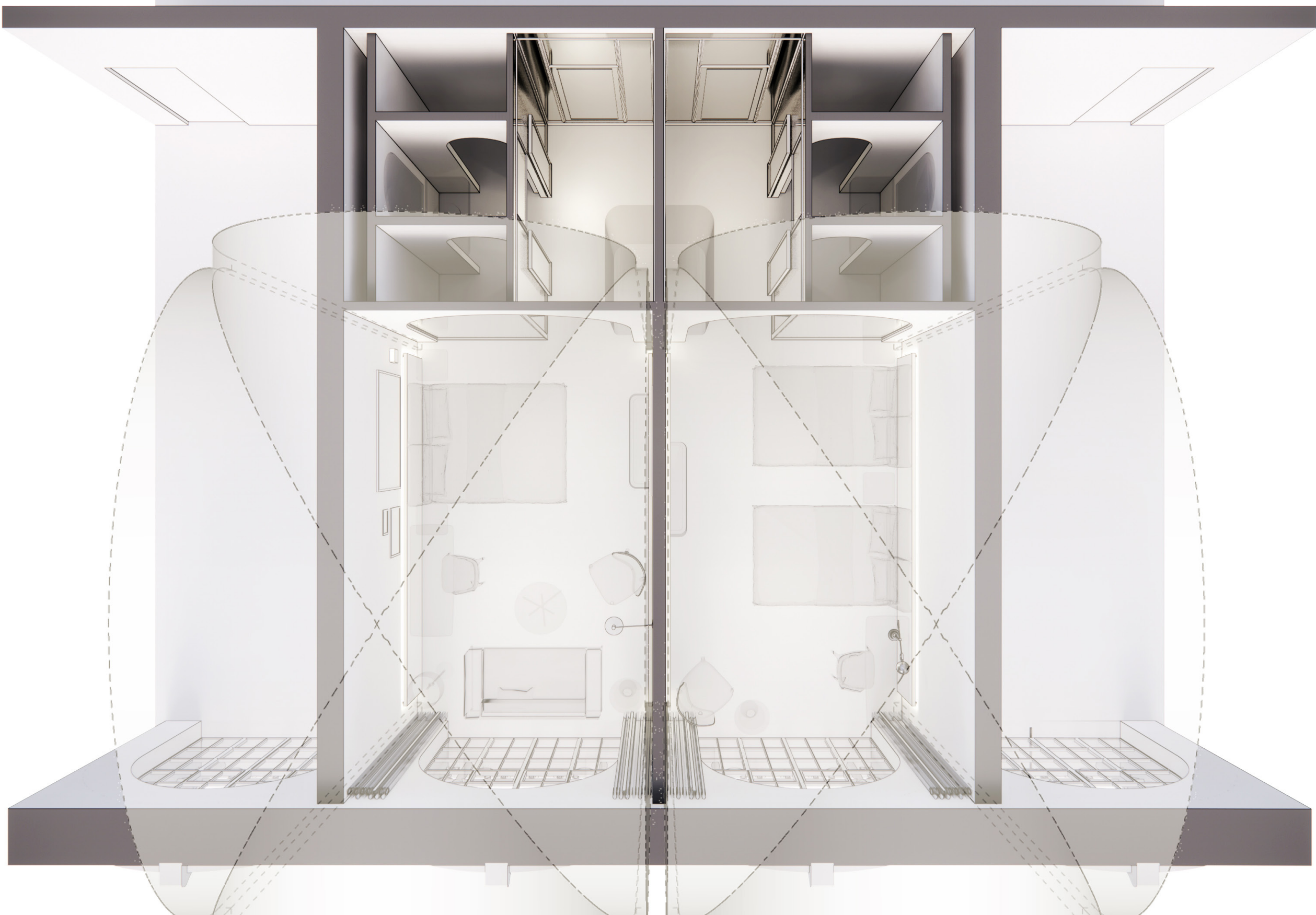
RELAXED AND CASUAL DETAILS

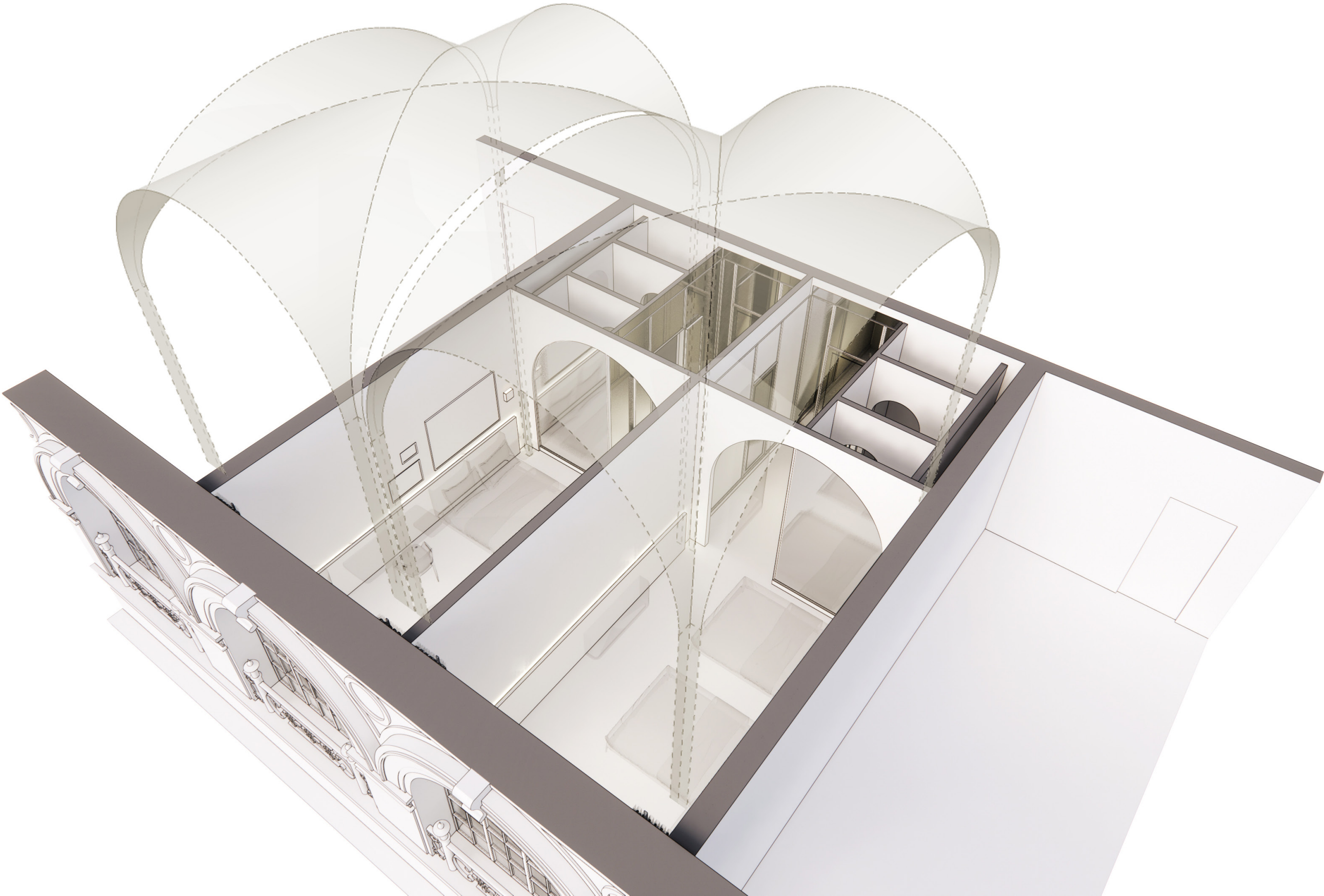
MODEST REFINERY



POLISHED DETAILS

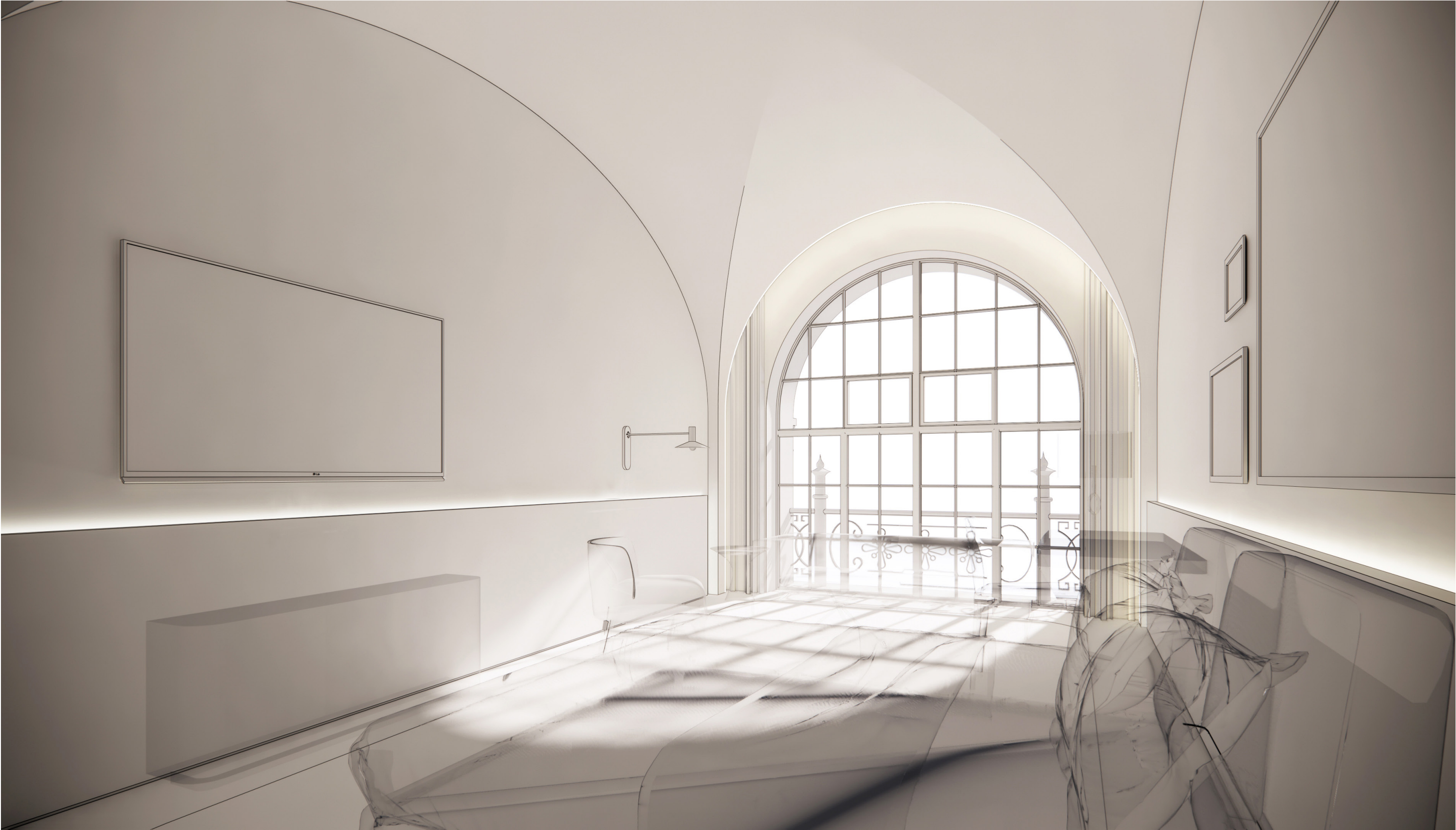
















LOCALLY INSPIRED, HISTORICALLY MODERNIZED, DESTINATION INSPIRED



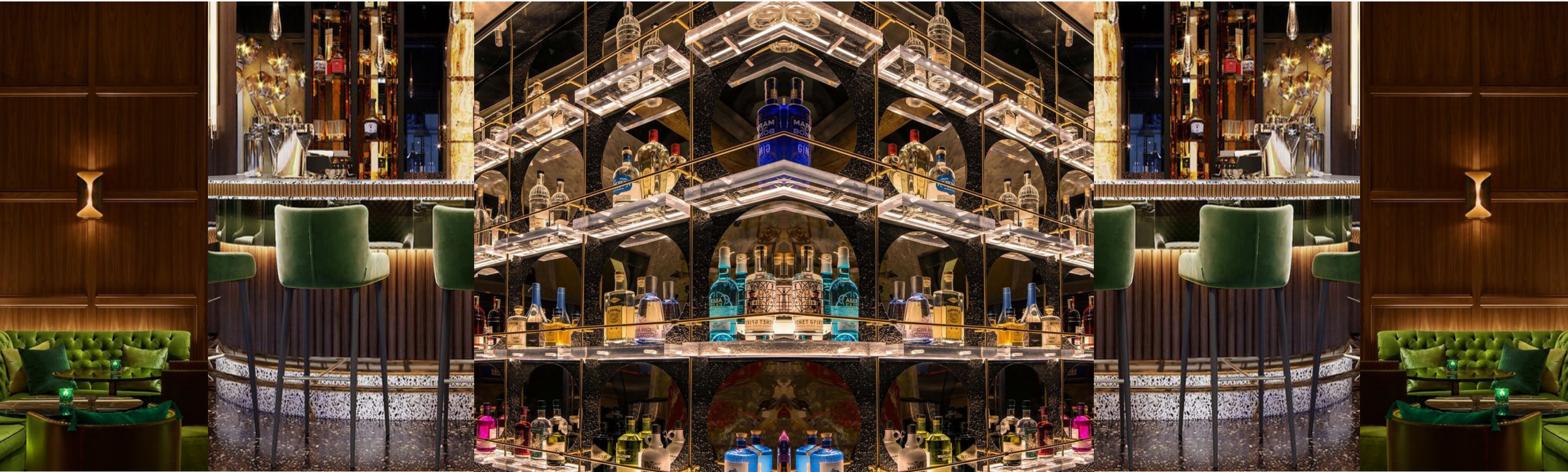
CONTRASTING
MODERNITY

SOPHISTICATION

A SENSE OF HISTORY MODERNIZED

FRESH DETAILS WITH
HISTORICAL TOUCHES

COMPLIMENTING
MODERN DETAILS



MOODY AMBIANCE

EUROPEAN & CHIC
DETAILS

BACK BAR AS THE FOCAL POINT WITH GEOMETRY
SYMBOLIZING ARCHITECTURE OF GWYNNE BUILDING

SIMPLE FINISHES

LUSH GREEN
FURNISHING

THANK YOU!