

Chroma Lofts Residences

High Performance Goals:

- High density development
- Energy Star Appliances
- Daylighting
- Water Efficiency
- Optimized energy performance
- Regional Materials
- Close to public transit and bike paths

The design of this 28 unit market rate development generates from the site history—a former paint factory—through the use of color and the perception of chroma.

Chroma (n.)

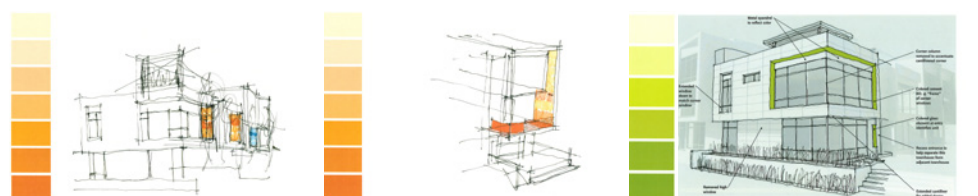
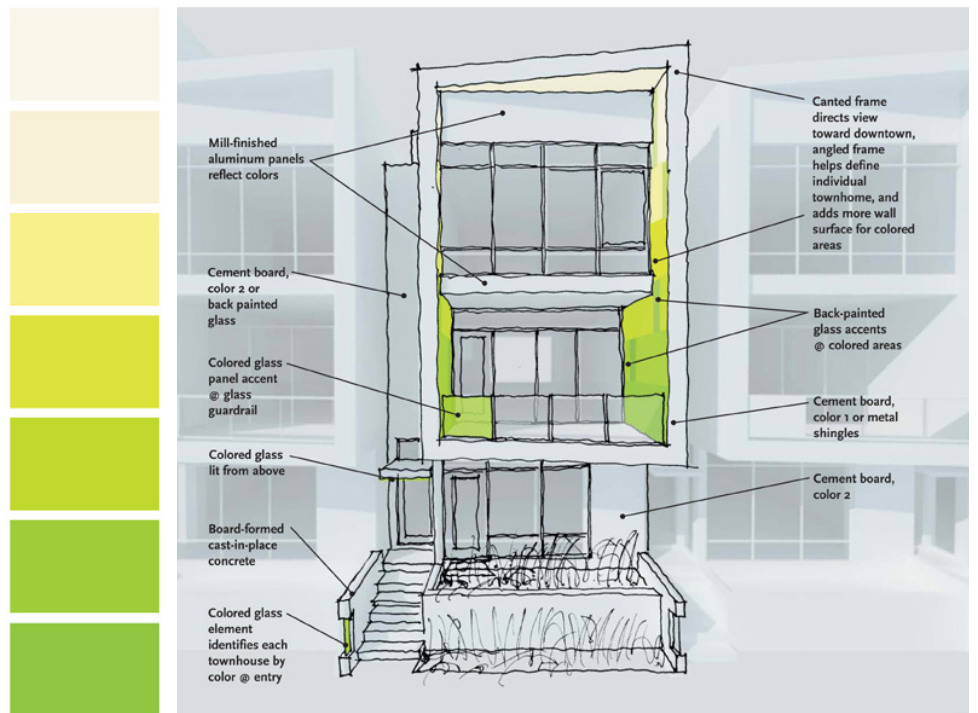
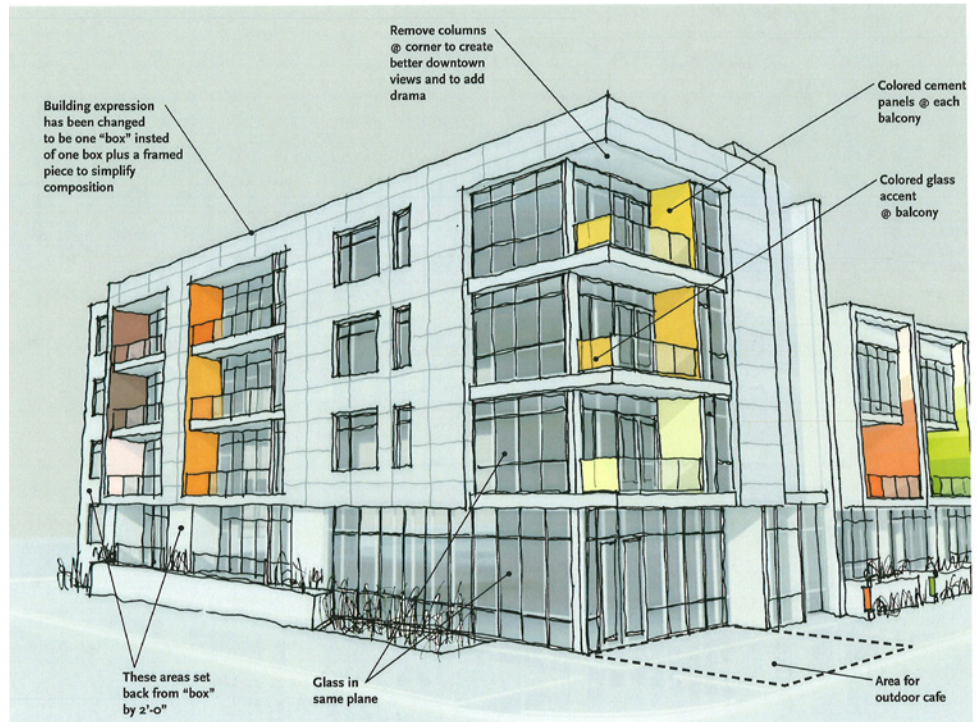
The aspect of color in the Munsell color system by which a sample appears to differ from a gray of the same lightness or brightness and that corresponds to saturation of the perceived color.

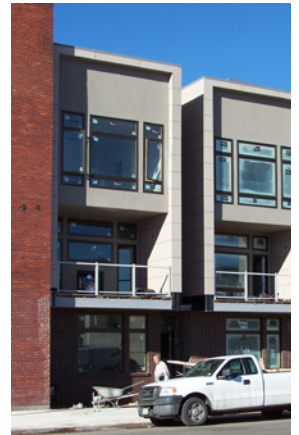
Chroma is the degree of departure of a color (or in this case, our project) from the neutral color of the same value (the other lofts in the area). It is about separating oneself from the others.

Research has revealed that all human beings make a subconscious judgment about a person, environment, or an object within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone.

Tenants and, more importantly, prospective tenants will all have their own individual and personal responses to the scheme. One may live, or even desire to be in the "orange" area and not the "blue". The color becomes information, allowing users to associate and identify with a specific hue.

It will provide ownership and individual identity in a rental environment and will make intimate a portion of a larger whole.





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(continued)

location: Denver, Colorado
total square feet: 200,000 sq ft
total budget: \$85 / sf

client reference:
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