

PROJECT NAME: NORTH MASS BOULDER

CATEGORY: INTERIOR ARCHITECTURE / FIT-OUT

PROJECT TYPE: ROCK CLIMBING & WELLNESS FACILITY

ADDRESS: 1411 ROOSEVELT AVE, INDIANAPOLIS, IN 46201

SUBSTANTIAL COMPLETION: JUNE 2021

ARCHITECT'S STATEMENT

North Mass Boulder is located on the east end of the newly renovated Box Factory in Indianapolis. Built in 1920 during the city's industrial boom, the structure was originally the home of the U.S. Corrugated-Fiber Box Company, an early manufacturer of cardboard containers used for rail shipments. Vacant for decades after the sale of the company, the factory is now home to towering white birch climbing structures, state-of-the-art fitness rooms, and a coworking cafe serving healthy food and craft beverages such as local beers, coffees, and smoothies. North Mass Boulder folds working and playing into one seamless environment.

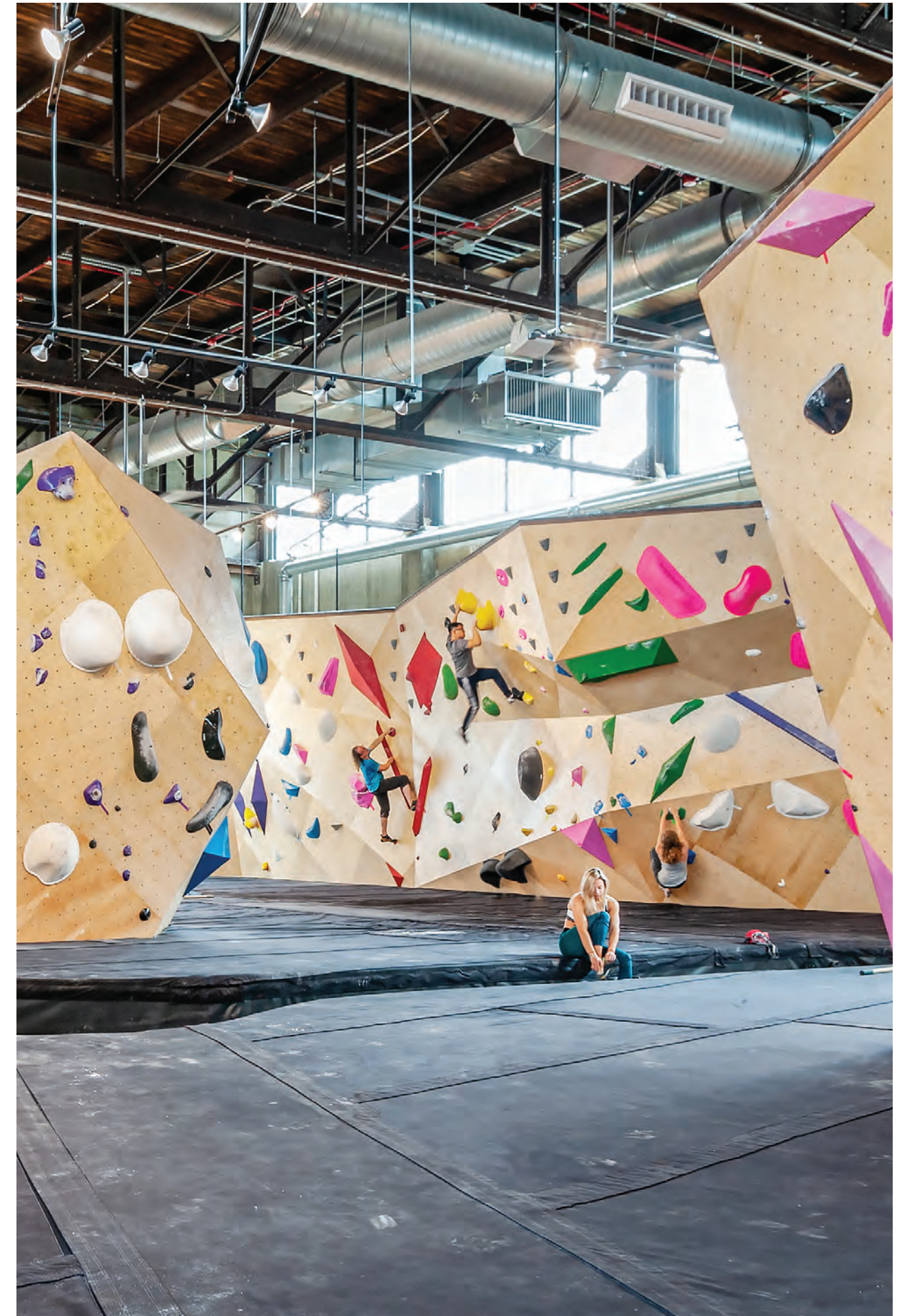
Arriving at North Mass Boulder, you are greeted by a striking mural by Seattle artist Shogo Ota; the viewer is swept into a riot of texture and the geometric beauty of the natural world. The mural also serves a double purpose to establish a color palette that is used to provide visual cues for drinking fountains, locker rooms, and other waypoints in the gym. A long linear reception desk acts as a bridge, connecting the main climbing gym with a retail space, cardio fitness, and training areas. From the reception desk, visitors can descend to an observation area to change shoes and stow bags while watching others on the enormous prow climbing feature.

The interior design concept for North Mass Boulder continues a narrative of abstracted natural forms and surfaces that is established by the dynamic geometries and colors of the climbing boulders. The raw concrete shell of the Box Factory provided a metaphorical stone canvas upon which to layer wood and color. Patterns in spruce shiplap siding, carpeting, and wall tile surfaces evoke the lines of hills and slopes. Steel millwork tops, a grand steel staircase, and railings have variegated finishes reflecting nature with mill scale and ground welds exposed in a gunmetal blue patina.

Preservation, re-use, and recycling were as important to the design project as they are to the owners and clientele of North Mass Boulder. Original tongue and groove heart pine decking was salvaged from leaking roof areas and repurposed in the cafe to provide a rustic interface at the cafe counter. Historic steel sash windows were refinished, reinstalled, and glazed to provide sound separation between the yoga room and cafe, and the bustling cardio and training bays. Recycled materials and natural flooring, such as cork in the yoga room, continue the commitment to sustainable design finishes reflected across the training bays, social areas, and co-working spaces.

Located near downtown Indianapolis, North Mass Boulder is easily accessible for both the downtown community and the surrounding urban neighborhoods. The investment to revitalize this abandoned factory has brought new life to its local community and encourages continued renewal.

Where boxes were once manufactured for Indianapolis businesses, now stands a building that serves the same city in a brand-new way. Residents of all ages can find their own way to work and play in this expansive, historic space.





EXISTING BUILDING

Built in 1920, the structure was previously home to U.S. Corrugated-Fiber Box Company. Though once a bustling industrial hub serving up-and-coming businesses such as the Madame C.J. Walker Company, the factory has been vacant since closing its doors in the 1980s.

Concrete restoration was critical to the building's structure, and decades of water damage called for portions of the wood roof decking and concrete floor to be replaced. In the courtyard, several smaller buildings and the old smokestack were deemed structurally unsalvageable and were demolished. Graffiti lined the walls, creating an eyesore for the neighborhood.

Abandoned and deteriorating, the building was in dire need of repair to bring this space back to life. The North Mass Boulder installation in 2021 preserved this piece of Indianapolis history and reinvigorated the surrounding neighborhood.









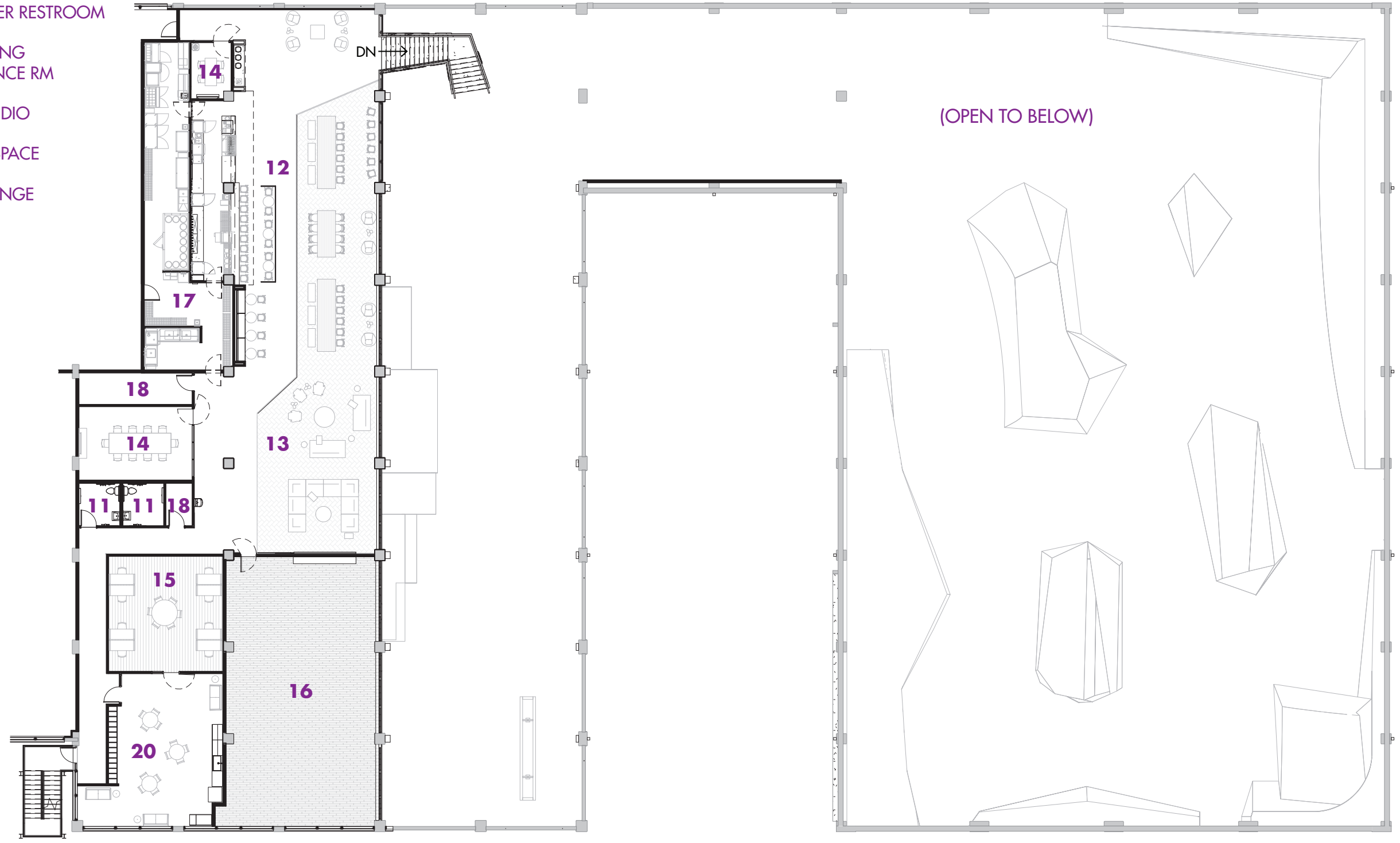
- 1 RECEPTION
- 2 BOULDERING GYM
- 3 COURTYARD/PATIO
- 4 CARDIO
- 5 BOULDERING TRAINING
- 6 WEIGHT TRAINING
- 7 KIDS ROOM
- 8 FITNESS STUDIO
- 9 LOCKERS
- 10 SAUNA
- 11 ALL-GENDER RESTROOM
- 12 CAFE/BAR
- 13 COWORKING
- 14 CONFERENCE RM
- 15 OFFICE
- 16 YOGA STUDIO
- 17 KITCHEN
- 18 SUPPORT SPACE
- 19 RETAIL
- 20 STAFF LOUNGE



FIRST FLOOR PLAN

scale: 3/64" = 1' ⌚

- 1 RECEPTION
- 2 BOULDERING GYM
- 3 COURTYARD/PATIO
- 4 CARDIO
- 5 BOULDERING TRAINING
- 6 WEIGHT TRAINING
- 7 KIDS ROOM
- 8 FITNESS STUDIO
- 9 LOCKERS
- 10 SAUNA
- 11 ALL-GENDER RESTROOM
- 12 CAFE/BAR
- 13 COWORKING
- 14 CONFERENCE RM
- 15 OFFICE
- 16 YOGA STUDIO
- 17 KITCHEN
- 18 SUPPORT SPACE
- 19 RETAIL
- 20 STAFF LOUNGE



SECOND FLOOR PLAN

scale: 3/64" = 1' ↻









ART + COLOR

The boulders use color to designate climbing routes, each defined by difficulty level and type of climb. This bold use of color was similarly used through the interior design concept as a wayfinding tool to help guests navigate through the space without the use of signage. With a large variety of spaces through North Mass Boulder's facility, the logical integration of color into the finishes, furniture, textures, casework, and lighting creates a cohesive and organized system amidst the chaos of color at the boulders.

Two murals by artist Shogo Ota are showcased through the space. At the entry, guests are greeted by a large mural behind the reception desk which fills the voluminous space and welcomes all visitors. A secondary mural brings warmth and personality to the co-working space.

To soften the hard concrete shell and sharp boulder edges, adding pops of color throughout in wayfinding, furniture, and large murals has made the space approachable, and engaging for all ages.





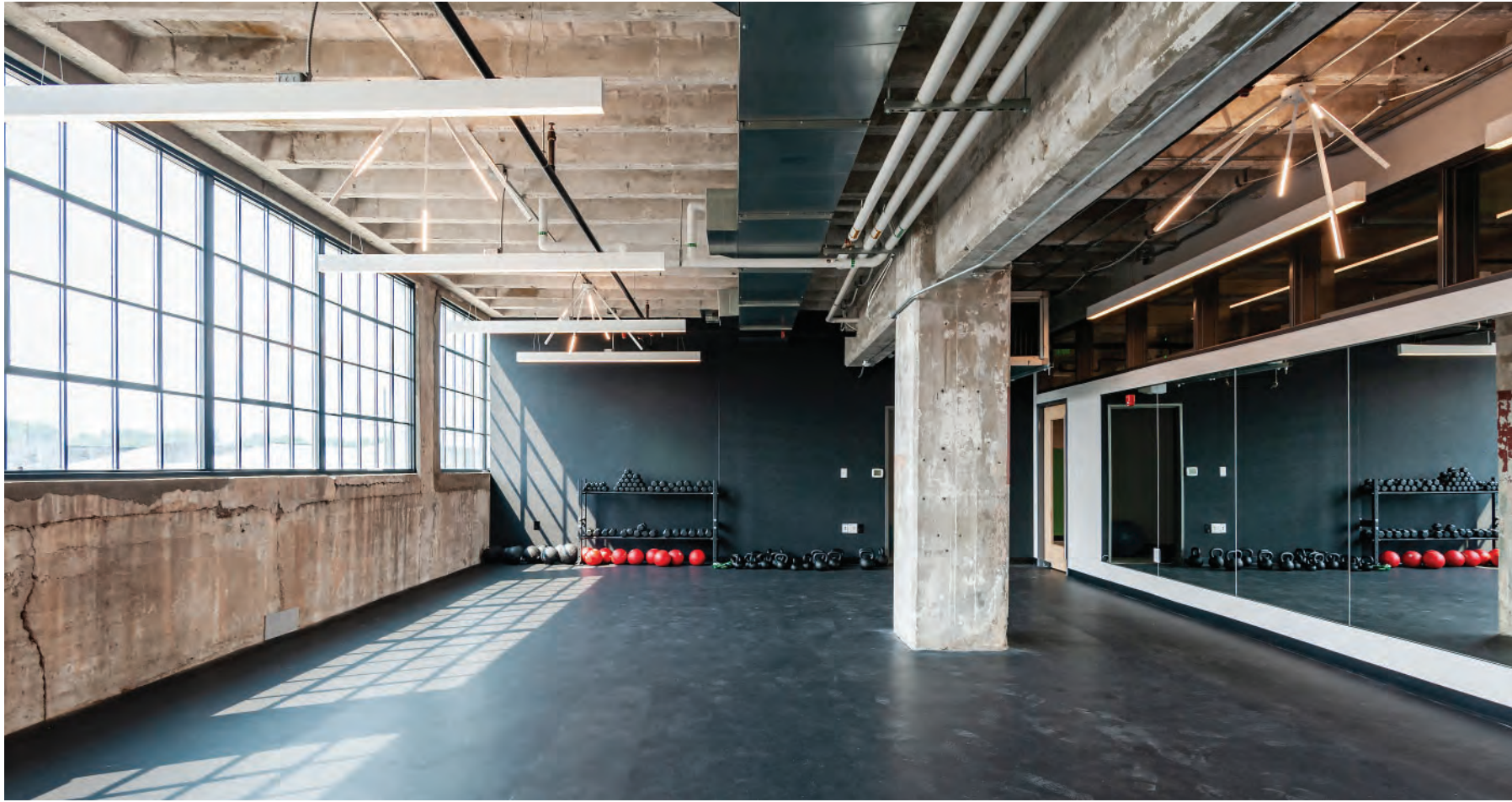














2022 AIA INDIANAPOLIS DESIGN EXCELLENCE AWARDS



ALL-GENDER RESTROOM + LOCKERS

