

BRAVA

INTERIORS DESIGN NARRATIVE, by MaRS, Mayfield and Ragni Studio

The interiors of BRAVA unites the historical legacy of the Houston Chronicle, former site of the city's prestige newspaper, with the area's robust culture of visual and dramatic arts. Infused with subtle references to the timeless impression of ink on paper and highlighted by dramatic lighting evocative of theater stages, the spaces unfold through a series of amenity features, from distinct lounge spaces and a premiere fitness center to co-working areas and a private sky-level event space. MaRS, Mayfield and Ragni Studio, invokes a visual language of creasing and curving newsprint to highlight the project's physical context at the intersection of print and stage.

The ground floor is an intimate lobby with a monolithic sweeping curving plaster wall which runs through the entire lobby from the motor court to the entry. The gentle curving wall was inspired by the folds of a newspaper that naturally lead you to explore the many spaces beyond. The color palette is soft, neutral, and warm like the grayish brown backdrop of the newspaper with a play of black accents of metals, tiles and wood to act as ink on paper. Bold accents of art add splashes of color in the otherwise quiet space, inspired by the first newspaper to use color in 1894, MaRS kept the art palette very restrained and focused on the use of the saturated red.

The amenity floor on level 10 is a series of spaces connected along a spine which twists and folds like the endorse fold of a newspaper. The various spaces are all interconnected and open onto one another. This clever planning concealed the multiple columns and resulted in a choreography of movement through space where you are not confined to orthogonal walls and rooms. The variety of rooms were inspired by the sections of the newspaper, Business, Lifestyle, Sports, City and State, The Press Room and Wellness.