SITE

121 N Spruce St Ste A, Ogallala, NE 69153

This site was chosen because Ogallala is right off of I-80.

It is near the Colorado border, providing a place for travelers coming from a large city, such as Denver.

By choosing a site where possible creative class members might stop while traveling, there will be an opportunity for exposure, expansion, and networking in Ogallala.
Who is the Creative Class?

The median age of the creative class is 35-38.

Creative class members are a clustering force: Creatives have a desire to live near other creatives.

For my user group I am focusing on creative class members traveling for business.
PRECEDENT

Urban Station
Buenos Aires, Argentina

“Urban Station is the first global network for mobile workers and everybody who shares the idea that there are other ways to work and meet.”

14 Branches in Chile, Mexico, Argentina, Columbia, and Egypt

Open Space, Meeting Rooms, Creativity Room, Transition Space, Auditoriums
“Two of the world’s most valuable technology startups are teaming up in the hopes of luring young business travelers away from hotels.”

“Airbnb Inc. and WeWork Cos. will provide travelers with amenities commonly found in hotel business centers, such as a work desk, Wi-Fi, printers and meeting rooms, said people familiar with the project.”

The companies will start in Chicago, New York, Los Angeles, Washington, London and Sydney.
Where do people of the creative class work productively and efficiently while traveling for business?
HYPOTHESES

If people of the creative class have a place to work while traveling through Ogallala, Nebraska, there will be exposure to rural areas which will provide growth and development, connections, and opportunities.
The Ogallala Collective is a coworking space and hotel for creative class travelers located in Ogallala, Nebraska. It gives travelers a place to stay, work, and connect while they travel. The Ogallala Collective provides networking enhancement, flexible spaces, and all office services and spaces needed to work or have meetings. Overall, the OC is a space for creative class travelers and residents of Ogallala to meet and connect. The design of the space was inspired by hot air balloons to create an energetic environment that promotes collaboration.
COWORKING SPACE
MATERIAL SELECTION
HOTEL ROOMS
Thank you.