A DESIGN PROPOSAL

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PROMPT: How can designers reactivate abandoned rural space typologies to either generate or attract the creative class?
THE CREATIVE CLASS | QUALITIES OF THE RIGHT BRAIN

- PASSIONATE
- VIVID
- SENSUAL
- POETIC
- COLORFUL
- TASTEFUL
- CURIOSITY
OPPORTUNITY
“Our mission is to design environments that bring people together & provoke imagination”

30,000 tickets sold out in 5 days

Month-Long Pop-Up Shop

MILLIONS of dollars in profit

“You can literally swim in a pool of sprinkles”
The Creative Class and their creative mindset when designing.

There is a huge disconnect of the public and agriculture.

3 sites located based on their proximity to I-80 and low exposure.
MY DESIGN INTENTION is to create awareness of the disconnect of the public and agriculture by attracting the creative class to these rural communities to experience rich agriculture through surrealism, curiosity, and authenticity.
ATTRACTION

LARGE SCALE

MARKETING STAPLE

“SURREALISM”
72% of consumers know nothing or very little about farming or ranching.
“Confronted with these abnormalities, many might ask, Why?, a question to which the creative class would surely respond, Why not?”
49% of Nebraska farms have livestock or poultry operations.
Agritourism is providing small family farmers another income stream, by capitalizing on their way of life as a product.
72% of respondents in the survey felt consumers have a completely inaccurate perception of farming and ranching.
Nebraska’s cultural contributions are centered on a frontier experience + agriculture.


