



PTD Journal | Winter 2022

THE STORY OF A SPACE

The story of a space is ultimately written by those who inhabit it. But, prior to that, before a single room is designed or a single finish is selected, our team is hard at work crafting a unique story. PTD's creative process begins with a deep dive into the history of a project's location, which we incorporate into a narrative alongside imagery that we present to the client during the conceptual design phase. These narratives inform the textures, materials and art direction for the entire project.

At this year's Boutique Design New York (BDNY), the leading trade fair and conference for hospitality's boutique and lifestyle design community, Patrick was invited to speak on a panel. *Nailing the Narrative: Elevating Through Thoughtful Storytelling* focused on how designers, owners and operators use the art of storytelling to create more meaningful spaces. Patrick mainly focused on the Element Hotel at the Metropolitan Building and how the building's unique history informed the design, while also working within the parameters of the brand's design requirements.

To round out 2022, we'd like to share some of the stories PTD has told this year along with imagery that demonstrates how the written word gets translated into physical space.



MERCHANTS: A NASHVILLE CLASSIC GETS AN UPDATE

Nashville, Tennessee - In Construction



Since its inception as a pharmacy in 1872, to its second life as Merchants Hotel in 1892, to its transition to Merchants Restaurant almost a century later, this three story brick building has anchored the corner of Broadway and 4th Avenue in the heart of Nashville. PTD was tapped to draw on the rich past of the building for an interior renovation. The story of Georgia, a young woman who fell in love with a Civil War soldier named Charlie became the inspiration for our design narrative. Georgia hid the love letters written between herself and Charlie in the walls of Merchants where they remained until they were unearthed during a renovation 100 years later. Although the two lovers quarreled and the relationship ended, it's said that Charlie still roams the halls of Merchants searching for the love he lost.

Some things never lose their appeal: a crisp white button-up, a bourbon neat, a good love story. Merchants, with its deep history and continued cool factor, is a love story that is still being written. This sense of old-school romance is in the very bones of Merchants - like the love letters hidden in its walls a generation ago, it's something for each patron to discover anew.

Merchants' storied history continues to unfold everyday. Deep in the heart of Downtown Nashville, classic meets the low-key cool that modern sophisticates crave. Tucked away on the upper floor, patrons are enveloped in an oasis of welcoming aromas and luxe materials all set to the backdrop of music wafting up from street level.

It's Romeo and Juliet meets Johnny and June - always romantic, never precious.



BOULANGERIE: REVIVING A COMMUNITY ANCHOR

Grosse Pointe, Michigan - Completed 2022



Photo Credit: John D'Angelo

Mulier's Market and its famous meat counter served generations of Grosse Pointe Park residents since the 1920s. The market, with its wooden counters and floors, offered an old-fashioned sense of community where regulars consulted with the butcher who would know both their names and their order by heart. PTD's narrative for Boulangerie Le Rouge focuses on recapturing this same sense of belonging and fellowship that made Mulier's so beloved.

It's hard to sit down at the dining table and not think about the people who made the meal possible. For generations of Grosse Pointers, Mulier's Market was the name that evoked a sense of home, hospitably, and nourishment every time the family gathered around the table.

Boulangerie Le Rouge is continuing this legacy of feeding the community. In a literal sense, it will be a familiar place for locals to pick up their daily coffee and loaf of bread or stop in for a quick lunch. More importantly, The Boulangerie will provide emotional sustenance by offering a return to community and gathering in the Cabbage Patch. Continuing in the Mulier's tradition of providing a family-owned, neighborhood-oriented spot for great food, good friends and warm service, Boulangerie Le Rouge is sure to be the name a whole new generation will equate with a sense of warmth, comfort and community.



SAM HILL: ANN ARBOR'S NEWEST WATERINGHOLE

Ann Arbor, Michigan - In Construction



The owners of Sam Hill came to PTD with a perfect name and a fully fleshed out branding package that provided the aesthetic direction for the new restaurant and container yard concept. Given the iconic name

and playful spirit of the marketing package, PTD came up with a narrative that riffed on the history and spirit of the real life Sam Hill - a classic with a twist.

Even intrepid explorers get that homesick hankering for friendly faces, familiar food and liberal libations.

After lonely months of surveying in Michigan's untamed Upper Peninsula, Sam Hill stumbled upon a saloon swimming with sights, sounds and smells that struck him as familiar, but a bit different. So he hitched his horse, walked in and was welcomed by fellow travelers, all amicable, adventurous and foul-mouthed - just like Sam. The music, food, faces and places were recognizable, but livelier, tastier and friendlier. It was familiar enough to make Sam feel at home, but different enough to make him exclaim, "What in the Sam Hill?!?"

Hitch your house, pour a drink and get reacquainted with something just a little different.



HIATUS: A FRESH APPROACH TO AN HISTORIC SPACE

Detroit, Michigan - Completed 2022



Photo Credit: John D'Angelo

When a creative firm outgrew their current offices in an historic firehouse, they looked to the carriage house that had been sitting vacant at the back of the property. PTD's objective was to create a space that nurtured the creativity of employees while also providing a warm and welcoming environment for clients coming in for long work sessions. The narrative captured the dual nature of this tiny footprint.

Hiatus is the liminal time of creation. It is those suspended moments, days and weeks spent breaking things apart and reassembling them into something different entirely. Hiatus is where the narrative is flipped, the image is captured, the story is written. Hiatus is a temporal and spatial pause - an oasis where people, place and plot can percolate and progress. It is a time and place that encourages both solitude and community, contemplation and collaboration. It is a space that is as flexible and dynamic as the creatives who will inhabit it.







Learn more about Patrick Thompson Design



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