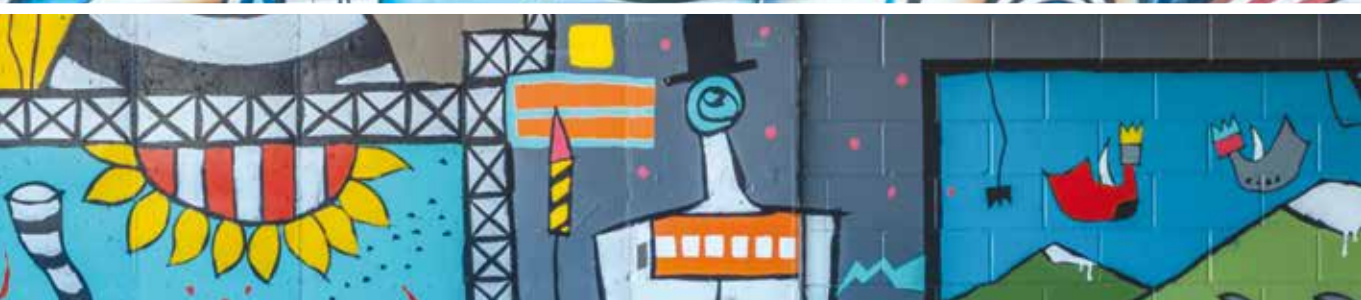


**THE
HUB**



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INTRODUCTION

BEACON
CAPITAL PARTNERS

The Hub is a two-building creative office campus in the heart of Denver's vibrant and eclectic River North Art District (RiNo). The Hub North and South offer a boutique workspace experience within a mixed-use, transit-oriented development.

The developers of The Hub, Beacon Capital Partners, wanted to ensure that this new Denver office building would have an authentic connection to its neighborhood. Beacon worked with project architects at Gensler to develop a sweeping art program for the project that commissioned new mural works from local artists. Beacon then called upon New York-based experience design studio ESI Design to pay homage to the artistic vibrancy and industrial heritage of RiNo through a first-of-its-kind tenant experience, setting the trend for future commercial development in the area.



Entering the lobby of The Hub, tenants and visitors encounter a vibrant media installation along one wall. A triptych of screens intentionally suggests a framed photograph or canvas that features local landmarks, stunning natural scenes and action shots including biking, hiking and skiing.

These visuals seem at times to be still images and then mesmerize the viewer as they slowly come to life. Beginning as a photograph or video, each Denver shot transforms into a striking artistic piece when it begins to mix with the colors and shapes that make up some of Denver's signature street art murals.



DESIGN

Gensler

DESIGNING THE HUB

After a process of site-specific research and development, Beacon collaborated with ESI Design and Gensler to create a lobby design tailored to The Hub. Interior architectural elements are left exposed, including rough double-tee beams running across the ceiling. Furniture by local craftspeople, fashioned in wood and metal, carries through the industrial identity. Color and contrast provide an active and contemporary feel, and the building ID incorporates the angular forms and materials of the architecture to announce the property and direct attention.

Tying The Hub lobby design together is The Hub Media Experience. The unique effect of the installation is produced through a software technique called style transfer. Using artificial intelligence, the “style” of one image is “transferred” to a second. Here, iconic Denver scenes become beautifully imbued with the visual properties of local murals.

The Hub ownership and design team commissioned several RiNo artists to have their mural work featured in the media installation as well as paint the original murals around the site, adding to the building's sense of place.

**CONTINUE READING TO LEARN MORE ABOUT THESE
CREATIVES AND THEIR WORK.**



TRACY WEIL



UNTITLED

The Hub
3601 Walnut Street
Parking Garage Entry

ABOUT THE HUB MURAL

"I designed the mural for The Hub to be a celebration of this new bustling destination in the RiNo Art District.

"The mural depicts the connective energy of this new business hub, while celebrating Five Points, the existing vibrant and historic neighborhood it's a part of. The mural depicts high voltage energy, a transit hub and data portals that reflect the creativity found on site everyday.

"I hope that this work will inspire creativity and that visitors and workers will celebrate art as a common thread that connects us."

ABOUT RINO

"I created RiNo in 2015 in honor of the new RiNo Beach Club at EXDO Events Center. The piece, no longer on the building, showcased my whimsical style and helped create a place that inspired fun and energy. Unabashed and expressive, my zest for people and life emerged clearly in this bright work thick with paint!"

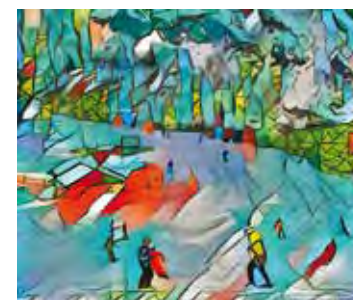
ABOUT THE ARTIST

Tracy Weil is co-founder and creative director of RiNo Art District, a non-profit that supports this area of Denver. He planted his roots in this growing community nearly 20 years ago. Weil's work is distinctive for its bold use of color and expressive, playful nature.

Known for his savvy in building community through the arts, Weil has fostered vibrant art districts throughout Colorado, including Lakewood and Aurora. A natural collaborator, Weil brings people and art together — with the tenacity of an advocate, the ease of a leader, and the heart of an artist.

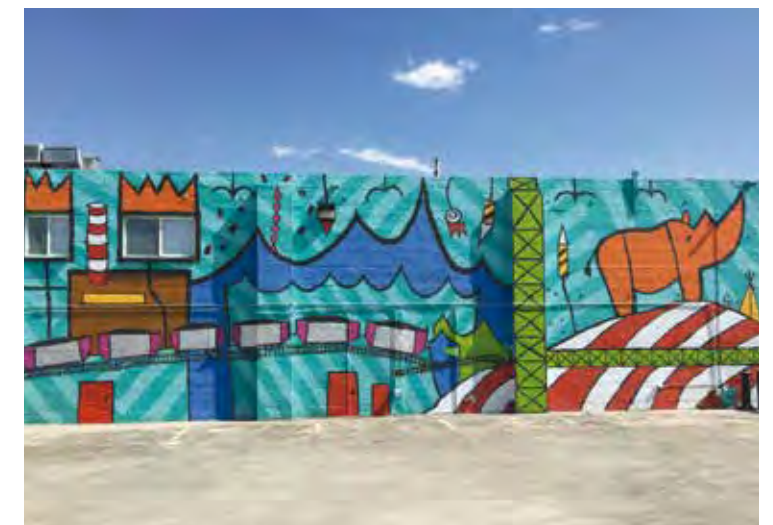


RINO 1399 35th Street



ESI DESIGN MEDIA STILL

The Hub 3601 Walnut Street



RINO (DETAIL) 1399 35th Street

BOBBY MAGEE LOPEZ



BobbyMaGeeLopez.com



@om_visual_art
@tequila_mockingbird_art
@morpheus_artist

ABOUT OMING BIRDS

"Oming Birds expresses the morphology of the physical world through vibration and relativity, combining fractalized transcendental geometry and dualism offering the viewer insight into the nature of reality. This mural was commissioned by the 40 West Art District to initiate their expanding arts and mural program."

OMING BIRDS

1315 N. Lamar St.,
Lakewood, CO



ABOUT THE ARTIST

Born in Santa Fe, New Mexico, the son of a Vietnam veteran, Bobby MaGee Lopez moved around the US before settling in Colorado. His passion for art began early, drawing with his father and sewing with his mother. Bobby MaGee, named after the Janis Joplin hit, was enrolled into the Bemis Art School at age ten where he worked with several mediums and practiced calligraphy.

Upon high school graduation, he enrolled at the Art Institute of Colorado studying Graphic Design. He finished his studies at Metropolitan State University of Denver focusing on painting and spatial media under Carlos Fresquez. Here Bobby learned to paint murals, work with an array of materials and build installations.

After university, Bobby opened Innerspace Art Gallery in the RiNo Art District of Denver, CO. He continues to paint new murals across the country.

ESI DESIGN MEDIA STILL

The Hub 3601 Walnut Street



BIRDCAP

ABOUT THE ARTIST

Traveling artist Birdcap lives in his suitcase, painting murals from city to city. His public work is displayed in New York and as far as Tokyo, Seoul and Thailand. His murals have taken him to the UK, Israel and Vietnam. His inspiration is a melting-pot of international experiences, world religions and mythologies, with a confessed nostalgia for childhood cartoons. His pieces are conceptualized in relation to the accumulation of transient places he travels to and visits. "I think the world today is tough. I want my murals to instigate a moment of mental freedom."



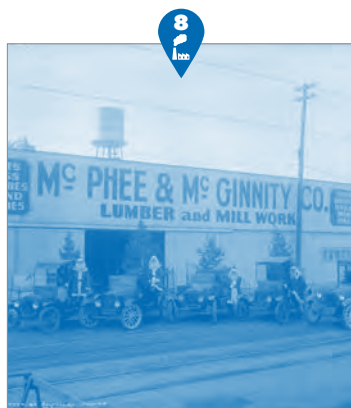
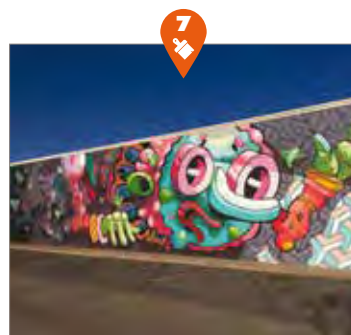
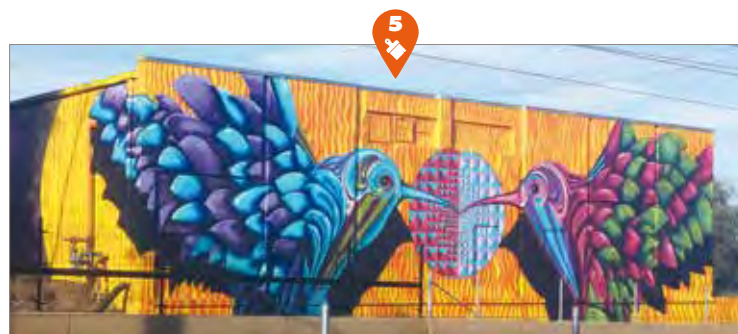
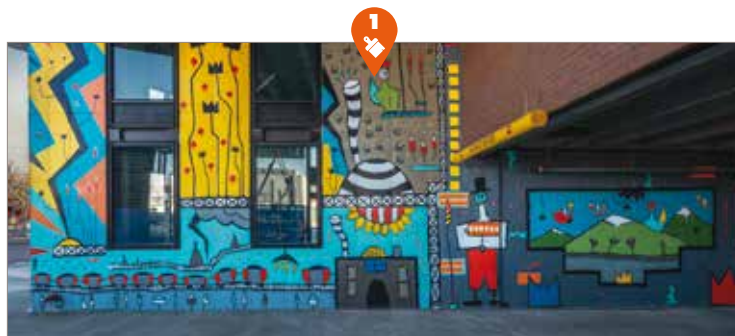
GLADIATORIAL GAMES 3101 Walnut Street



LEGILIMENS 6791 West Colfax Avenue



ESI DESIGN MEDIA STILLS
The Hub 3601 Walnut Street



Colorado Iron Works
33rd & Wynkoop Streets
Established in 1860

This foundry grew from humble origins, with a few machines that had been "wagoned across the country but never used". A pioneer in local industry, it became a massive facility when it was expanded in 1875 under the leadership of A.G. Langford, "a thorough business man and competent mechanic"

UNTITLED by Tracy Weil
The Hub 3601 Walnut Street
Parking Garage Entry
Completed in 2015

"The mural depicts the connective energy of this new business hub, while celebrating Five Points, the existing vibrant and historic neighborhood it's a part of."

RINO by Tracy Weil
1399 35th Street
Completed in 2018

"I created RiNo in 2015 in honor of the new RiNo Beach Club at EXDO Events Center. The piece showcased my whimsical style and helped create a place that inspired fun and energy."

OMMING BIRDS by Bobby MaGee Lopez
1315 N. Lamar St., Lakewood, CO
Completed in 2016

"Omming Birds expresses the morphology of the physical world through vibration and relativity. This mural was commissioned by the 40 West Art District to initiate their expanding arts and mural program."

Mining Exchange Building
15th & Arapahoe Streets
Erected in 1891

This grandiose structure was topped by "The Old Prospector" statue that now rests in the plaza nearby. a miner holding a gold nugget in his left hand. The Exchange was a tribute to the wealth of the mining sector, whose demise led it to be demolished in 1963.

Denver Pacific Railway
19th & Wynkoop Streets
Broke ground in 1868

This system linked Denver with the transcontinental railroad in Wyoming and helped to establish the city as the dominant metropolis of the region.

LEGILIMENS by Birdcap
6791 West Colfax Avenue
Completed in 2016

"Legilimens in Harry Potter were wizards who could read the minds of others. That's sort of what the piece is about." The mural was created for CRUSH 2016.

McPhee & McGinnity Lumber Co.
26th & Blake Streets
Established in 1869

The largest purveyor of building materials in Denver had yards covering sixteen acres and a factory that employed 165 workers. John J. McGinnity was also president at one time of nearby Sayre-Newton Lumber.

GLADIATORIAL GAMES by Birdcap
3101 Walnut Street
Completed in 2017

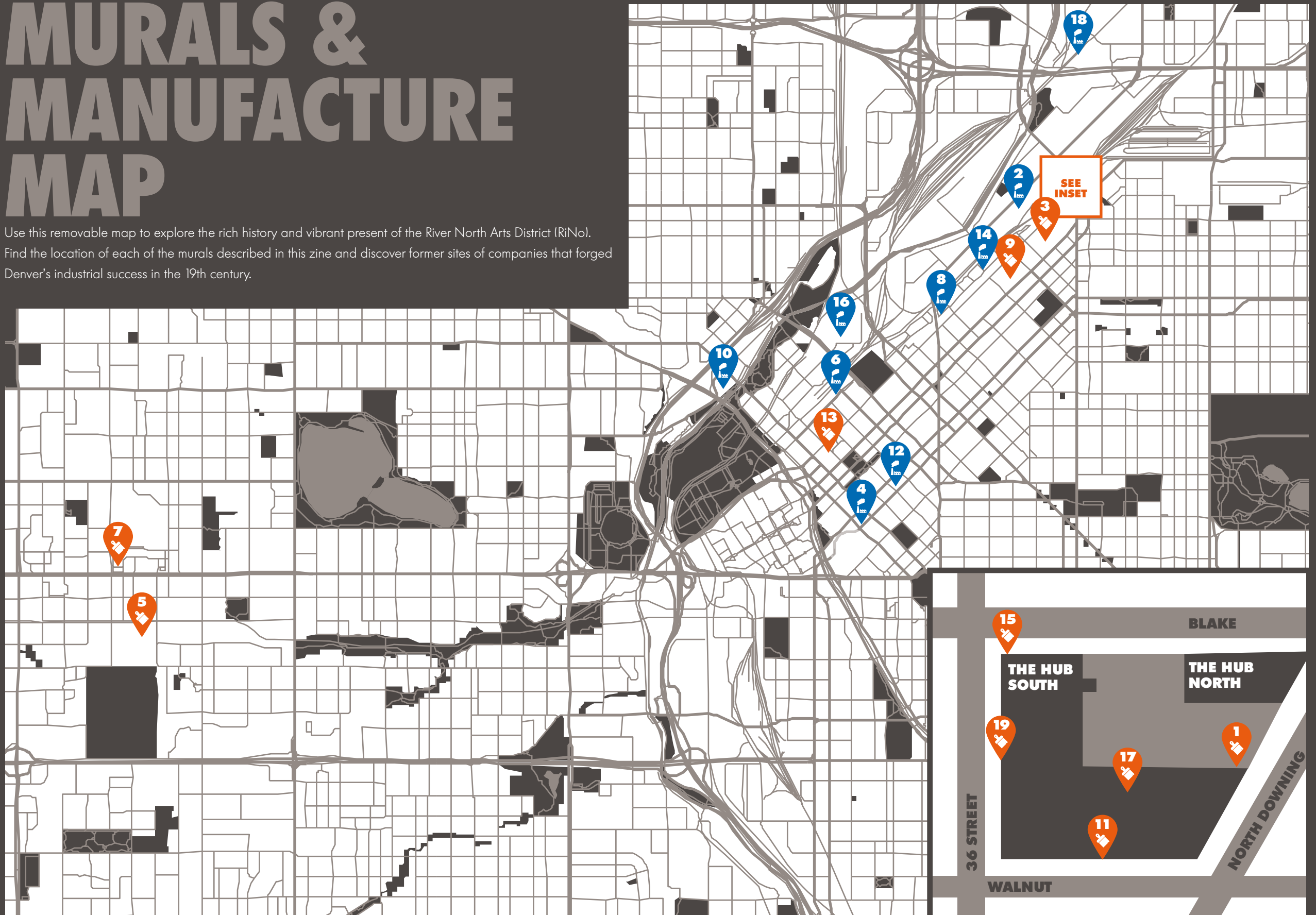
Mural for CRUSH.

DTC Central Power Station
1416 Platte Street
Incorporated in 1886

"Home to five 450-horsepower Sterling boilers and three 800-kilowatt General Electric machines."

MURALS & MANUFACTURE MAP

Use this removable map to explore the rich history and vibrant present of the River North Arts District (RiNo). Find the location of each of the murals described in this zine and discover former sites of companies that forged Denver's industrial success in the 19th century.



12

Ideal Cement Co.821 17th Street
Established in 1907

This cement & plaster factory was created because the owner, Charles Boettcher, needed cement for his sugar beet operation, The Great Western Sugar Company, and couldn't find enough of it in the area.

11

**THE CIRCUITOUS ROUTE
by Pedro Barrios & Jaime Molina**

The Hub 3601 Walnut Street

Main Entry

Completed in 2018

"The concept for this work speaks to the neighborhood in which it is located. The neighborhood holds a special place in our hearts as our career in the public arts began just a couple of blocks away."

13

PERFECT PETAL by Pedro Barrios & Jaime Molina

1515 Market Street

Completed in 2016

"This work was commissioned by the Denver Art Museum to highlight their Free For Kids programming. The imagery for the piece revolves around the concept of passing on knowledge to spark kids' imaginations."

14

Denver Fire Clay Co.

31st & Blake Streets

Established in 1880

Joab Otis Bosworth began this operation in his drugstore, selling mining equipment and chemicals. He expanded to this location where the primary product was fire-resistant bricks for smelting.

15

**BLOSSOMS FOR MAKITA
by Sandra Fettingis**The Hub 3601 Walnut Street
Corner of Blake & 36th Street
Completed in 2018

"Blossoms for Makita stems from my more organic-feeling work, designed solely with geometric forms to reference vibrant foliage finding life on an urban exterior wall."

16

Hendrie & Bolthoff Manufacturing & Supply Co.

2690 Inca Street

Established in 1862

This purveyor and manufacturer of mining equipment operated from at least 1862 to 1964. Wares would have included pans, sluices, stamp mills and rock crushers. Charles F. Hendrie and Henry Bolthoff were some of the fortune seekers drawn by the discovery of Colorado gold in 1859.

17

**HERE WE ARE
by Sandra Fettingis**The Hub 3601 Walnut Street
South Lobby

Completed in 2018

"Here We Are, inspired by waiting for elevators, is an optic and graphic pattern study where connected forms alter and shift as the eye moves about the design."

18

Denver Union Stock Yard CompanyNational Western Drive & North Marion Street
Established in 1881

Home to livestock yards that handled 239,000 cattle, 115,700 hogs, 306,109 sheep and 22,700 horses by 1900. Thanks to this trade, Denver earned an early and enduring reputation as a "cow town".

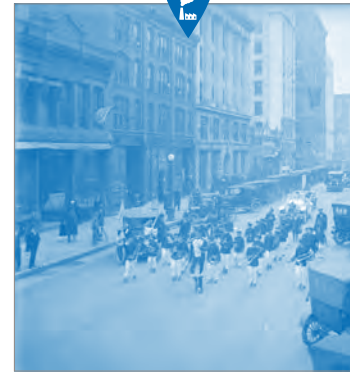
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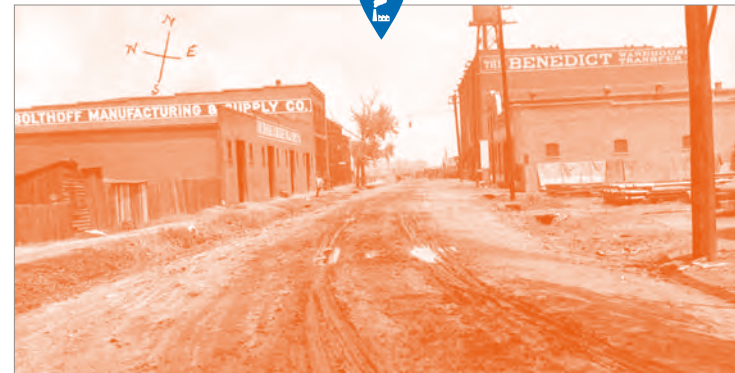
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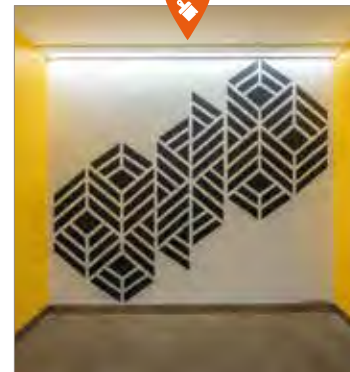
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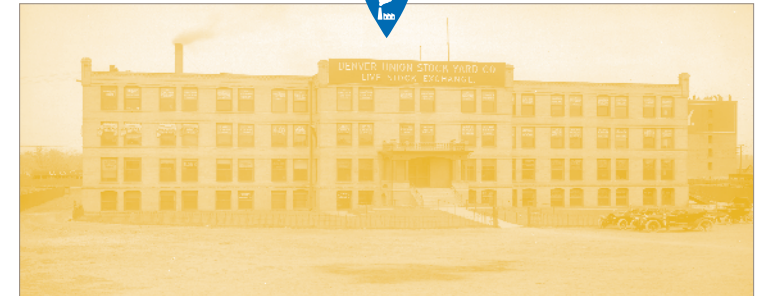
19



17



18



PEDRO BARRIOS & JAIME MOLINA

ABOUT THE CIRCUITOUS ROUTE

"The concept for this work speaks to the neighborhood in which it is located. The RiNo neighborhood holds a special place in our hearts as our career in the public arts began just a couple of blocks away from this site. The neighborhood has gone through many changes in the last decade but it has kept its unique personality that draws natives and visitors alike. We wanted to use natural elements to depict the organic and resilient nature of the neighborhood, while the colorful palette reflects the vibrancy that the neighborhood has to offer as it keeps evolving."



THE CIRCUITOUS ROUTE

The Hub 3601 Walnut Street Main Entry



PERFECT PETAL

1515 Market Street



Jaime Molina
cuttyup.com



Pedro Barrios
@pbarriosart

Jaime Molina
@cuttyup

Worst Crew
@the.worst.crew

ABOUT PERFECT PETAL

"This work was commissioned by the Denver Art Museum to highlight their Free For Kids programming. After visiting the museum, we were amazed with all of the different creative tools that the Denver Art Museum provides for the children to be able to create their own experience. The imagery for the piece revolves around the concept of passing on knowledge to spark the imagination of the next generation and bring their ideas into the real world."

ABOUT THE ARTISTS

Jaime and Pedro began their collaborative work in 2012. The pair knew and admired each other's work prior to meeting or working together. With an upcoming public art project, they decided to tackle this challenge together. After overcoming a number of adversities and receiving high praise from the client and community, the two decided to keep collaborating. Their collaborative efforts have now grown to numerous completed projects found throughout the Denver Metro area and a business partnership that specializes in public art in a number of scales and mediums. Their work has become recognizable for its vibrant color palette and storytelling qualities. In the years that they have worked together, Jaime has become a renowned multidisciplinary artist exhibiting internationally as well as having a year long interactive exhibition at the Denver Art Museum. Pedro has been an owner/curator of a successful art gallery and continues his curatorial endeavors.



ESI DESIGN MEDIA STILL

The Hub 3601 Walnut Street

SANDRA FETTINGIS



sfettingis.com



@sandrufettingis.com

ABOUT BLOSSOMS FOR MAKITA

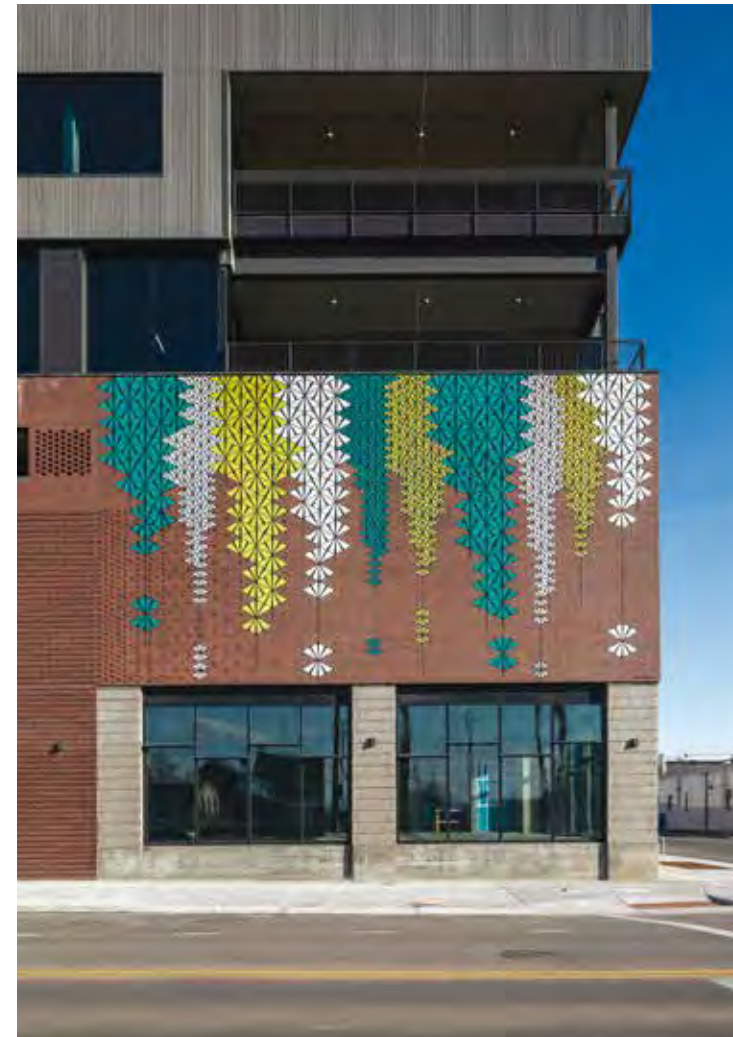
"Blossoms for Makita stems from my more organic-feeling work, designed solely with geometric forms to reference vibrant foliage finding life on an urban exterior wall. The selected colors are intended to complement a nearby mural, connecting the artworks, and the title comes from dedicating the mural to my cat, Makita, who I lost to cancer the day before starting this project on site."

ABOUT HERE WE ARE

"Here We Are is an optic and graphic pattern study where connected forms alter and shift as the eye moves about the design. One form leads and connects the next constructing new larger shapes and patterning, while the overall diagonal composition mimics the upward travel of the elevators that sit beside the mural. The title references that universal 'waiting period' one experiences while calling an elevator where all you can do is stop and wait."

ABOUT THE ARTIST

Sandra Fettingis' work has led to international public installations, murals and exhibits at venues such as The Colorado Convention Center, The Denver Art Museum, The Sharjah Art Museum, Bedford Gallery, Circuit 12 Contemporary, Paradigm Gallery, The Bridge Art Fair, and media coverage from the *Huffington Post*, *Denver Post*, *Chicago Sun Times*, *Chicago Reader*, *Westword*, *Fellow Magazine*, *Wooster Collective*, *Design Milk* and the *Jealous Curator*. Her work can be viewed in public spaces such as the RTD Denver A and EFR Lines, CU Boulder ATLAS building, CVA Denver, The San Francisco Airport Hotel, The Presidents Hotel New York, and at Florida State University to name a few. Fettingis studied at Art Center College of Design in Pasadena, CA, ultimately earning a BA in photography from Columbia College Chicago, and is a recent RedLine Denver Alumni. Born and raised in Chicago, IL, she currently lives and works in Denver, CO, USA, focusing on work for the public realm.



BLOSSOMS FOR MAKITA

The Hub 3601 Walnut Street
Corner of Blake & 36th Street

HERE WE ARE

The Hub
3601 Walnut Street
South Lobby



ANNA CHARNEY



ABOUT UNTITLED

Mural completed in aerosol for The Hub building in fall 2018.

ABOUT THE ARTIST

Anna Charney is a painter and muralist of abstract pattern works. Her optical paintings and murals are characterized by their expansive compositions, graphic dot patterning and dense detail. Using acrylic on canvas and aerosol on murals, Charney describes her illusionistic spaces and bending forms as “digital taffy”. She received her BFA in painting and drawing from the School of the Art Institute of Chicago and has been living and working in her hometown of Denver since 2016. Charney has painted murals and exhibited work in several states across the country, including Colorado, Florida, California, Illinois and Alaska.

UNTITLED

The Hub 3601 Walnut Street
36th Street Loading Dock



TECHNOLOGY

ORIGINAL



Hiker



Deer



RiNo Sunset

Behind the scenes at The Hub, three LED monitors run a curated playlist of the software-generated content. To create the transformed visuals ESI Design used a neural style transfer algorithm. This code tracks features that make images unique, such as dominant colors and repeated shapes.

Style transfer has most commonly been used for still images; ESI Design's programming results in a customized algorithm compatible with both static and moving assets. This adaptation for video follows motion in the footage, a process called optical flow analysis, to generate unexpected organic patterns when the new style is applied.

STYLE



Section of *Legilimens* by Birdcap



Section of *Omning Birds* by Bobby MaGee Lopez



Section of *Perfect Petal* by Barrios & Molina

FINAL OUTPUT



ADDITIONAL THEMES

In addition to featuring Denver street art, the installation offers two other content varieties. ESI Design created special “modes” that expand the range of the styles that alter the starting Denver scenery.

Seasonal imagery, from crystalline snowflakes in winter to butterflies for spring, provides a distinctive expression of the time-of-year. Evocative patterns add further variation to the experience, with surprising colors and shapes based in everything from flowers to textiles that complement the other two modes.

Inspired by the creativity and beauty of Denver, the imagery displayed on the building's custom installation brings together local styles and local scenery in innovative explorations of texture and materiality that help put The Hub on the map.

MURAL MODE



Birdcap



Tracy Weil



Pedro Barrios & Jaime Molina

SEASONAL MODE



Snow Covered



Fall Foliage



Spring Butterflies

PATTERN MODE



Rainbow Flower



Birds of Paradise



Purple Bouquet

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THE HUB

