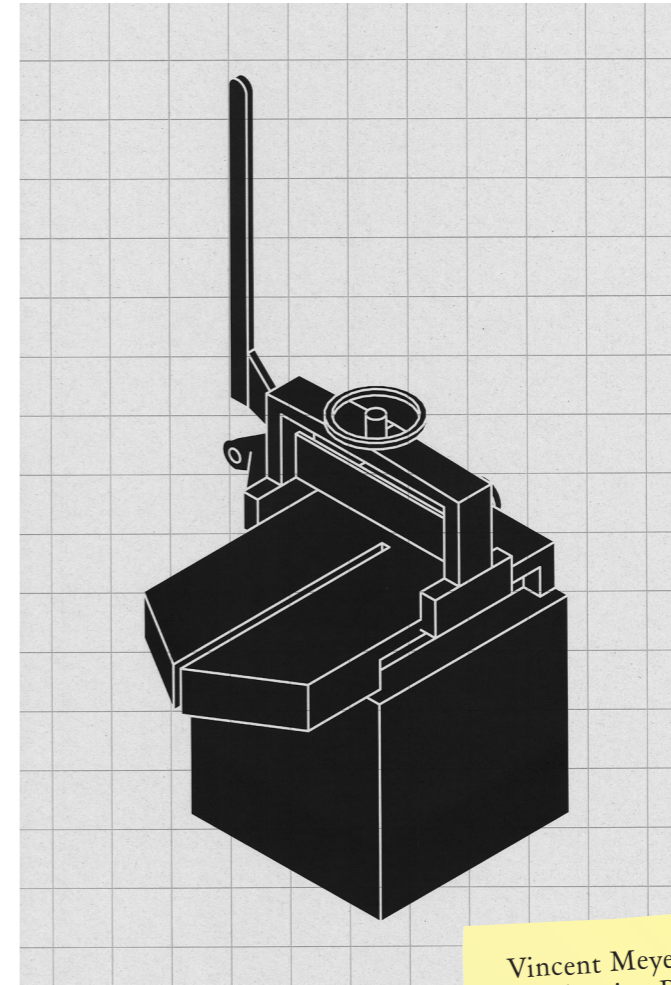


Garage

Tales





Vincent Meyer Madaus
& Sebastian Bernardy
with the kind support
of the Princeton
School of Architecture.

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**WORKSHOP
SUBURBAN LABORATORY
HATCHERY OF IDEAS**

A Spatial, Cultural and Typological Research
on Residential Garages along the
West Coast of the United States

Garage

Tales

The residential garage, the little addendum to the typical (American) house, bears a significance that surpasses the simple purpose to shelter a car. In the 20th century, with the post-war advent of personal automobiles and the widespread installation of garages, the corporately nine-to-five working homeowner soon started to work on side projects, developed hobbies and created individual ambitions in this surprisingly variable space. Success stories like the late-night tinkering of young Dave Packard and Bill Hewlett in a private Palo Alto garage in 1937, which ultimately turned into the multinational company HP, add to the mysticism that encases the typology of the garage—a romantic vision of the self-made Western entrepreneur and domesticated “weekend warrior”.

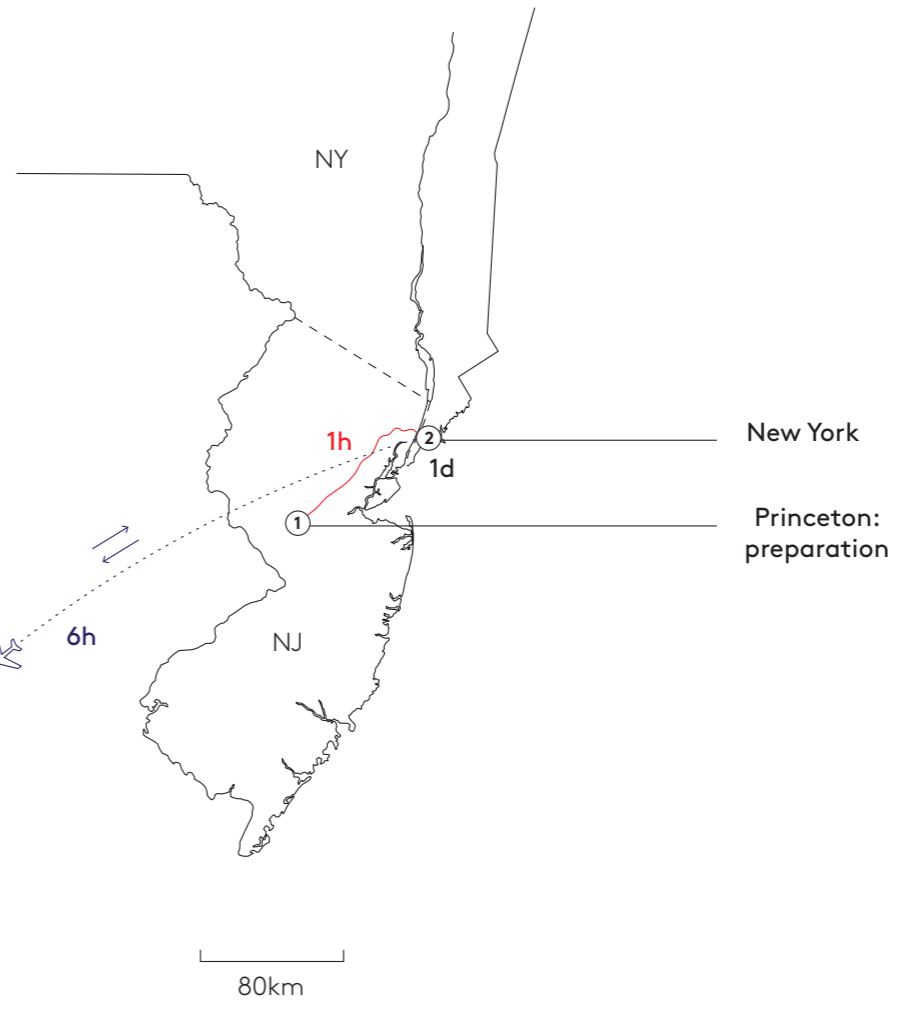
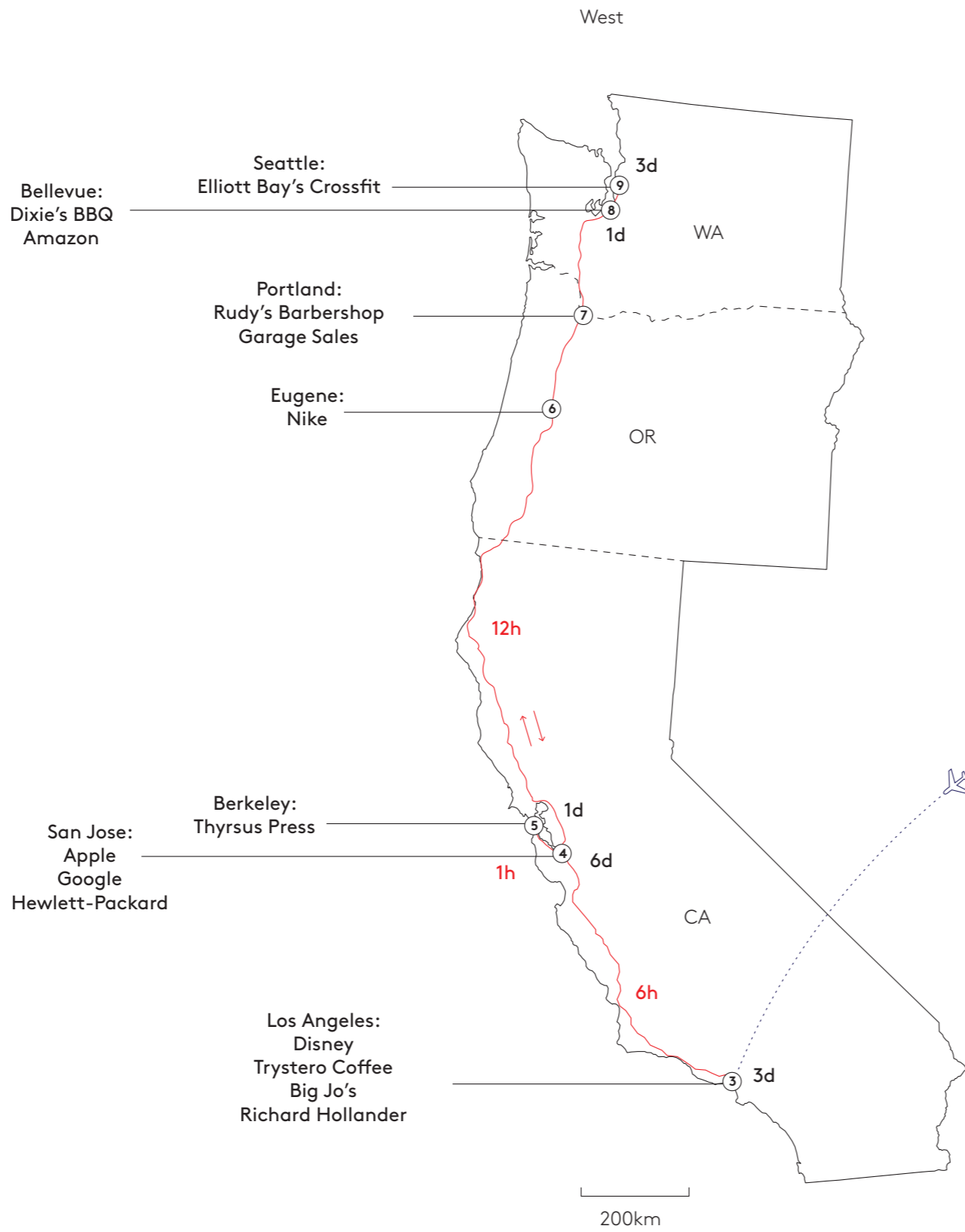
Although not originally an American concept, the particularities of San Francisco’s Bay Area—aptly nicknamed Silicon Valley—transformed the idea into a quintessentially suburban one. Firms such as Apple, Google or Amazon continued building the myth of the garage and piled on to the notion of this unsuspected creative space, even if the legend not only entails tech companies: entertainment brands like Disney, toy manufacturers like Mattel and musicians like Nirvana embraced the private garage as a hub for making something new with little to no cost. Buried under this surface of famous examples lies a sea of common hobby rooms, nowadays captioned workshops, which serve as a retreat within the house, a repository for extracurricular passion that exceeds the capacities of the house. The garage functions as an incubator of ideas that holds the power to hatch the extraordinary (impulse) within the ordinary (space).

Garage Tales illustrates the story of 14 projects whose founders originated in residential garages and describes home-made stories of success, adaptation and aspiration. The case studies from coffee makers to yard sales were researched and documented through various kinds of drawings, collages and annotations to display a historical, geographical and cultural context between the independent examples on the West Coast of the USA and finally exhibited as part of the Butler Travel Fellowship at the Princeton SoA in 2016.

GARAGES

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BIG JO'S

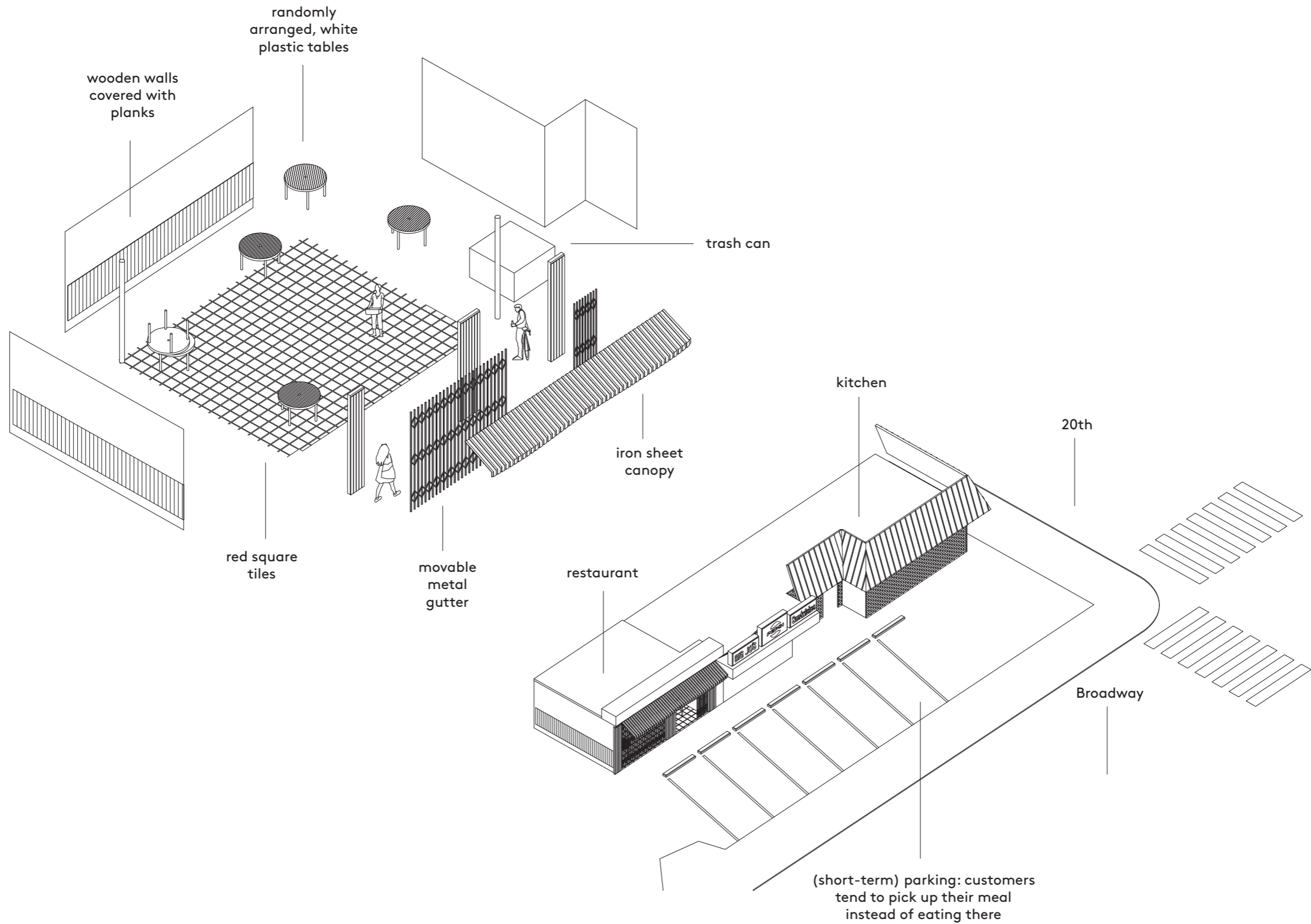
Big Jo's is a burger and breakfast joint in Santa Monica, California on the corner of Broadway and 20th Street. Located in a former auto repair shop and gas station and with ample parking opportunities in the front, the restaurant was designed as a takeout venue, located in the old main space of the auto shop. To the side, a traditional garage with a folding metal gate has been reused for a dining area. The building is set back on the corner to favor convenience for motorists as it remains a restaurant predominantly used as takeout.

Established in 1975, the owners of Big Jo's were able to open a second franchise, Big Jo's Hong Kong in 2014, bringing the fast food of the Santa Monica kitchen to Hong Kong. The idea of placing the seating in a garage did not translate, as the new venue is not placed in a former auto shop.

The eating garage is mostly barren with a tiled floor, a suspended ceiling and walls planked with timber on the lower half and white plaster above. Plastic chairs and tables, typically known from picnic and garden use, indicate the garage's use as a dining space. A large trashcan swiftly ends the self-service. Big Jo employs, what many garages serve as: a fill-in, in this case permanently, for a larger promise. In the case of Big Jo, the aesthetic of intermittency serves the purpose, for even dining-in feels like taking-out.

[1] Big Jo's, 1955 Broadway, Santa Monica, CA 90404





DISNEY

In 1923, Walt Disney moved to Los Angeles to look for a job in the movie industry and moved in with his uncle, Robert Disney, in Los Feliz. Unable to find an offer, Disney resorted back to his passion of creating cartoons and was allowed to use his uncle's garage on the property. Here, he built a cartoon stand out of plywood boxes and turned his movie camera into a stop motion device. In the garage, he further developed his "Alice's Wonderland" series, before moving in his own estate down the street. The garage as the first Disney studio was only in use from July to October 1923.

Long forgotten and neglected by the company, a group called "Friends of Walt Disney" bought the desolated garage in 1984 and relocated it to the Garden Grove Historical Society, where it was rebuilt and refurbished and is currently displayed among other historic buildings from the 19th and early 20th century. Its interior is furnished with relics and memorabilia from the early age of Walt Disney, ranging from the used movie equipment and film reels to a large cutout Minnie and Disney merchandise.

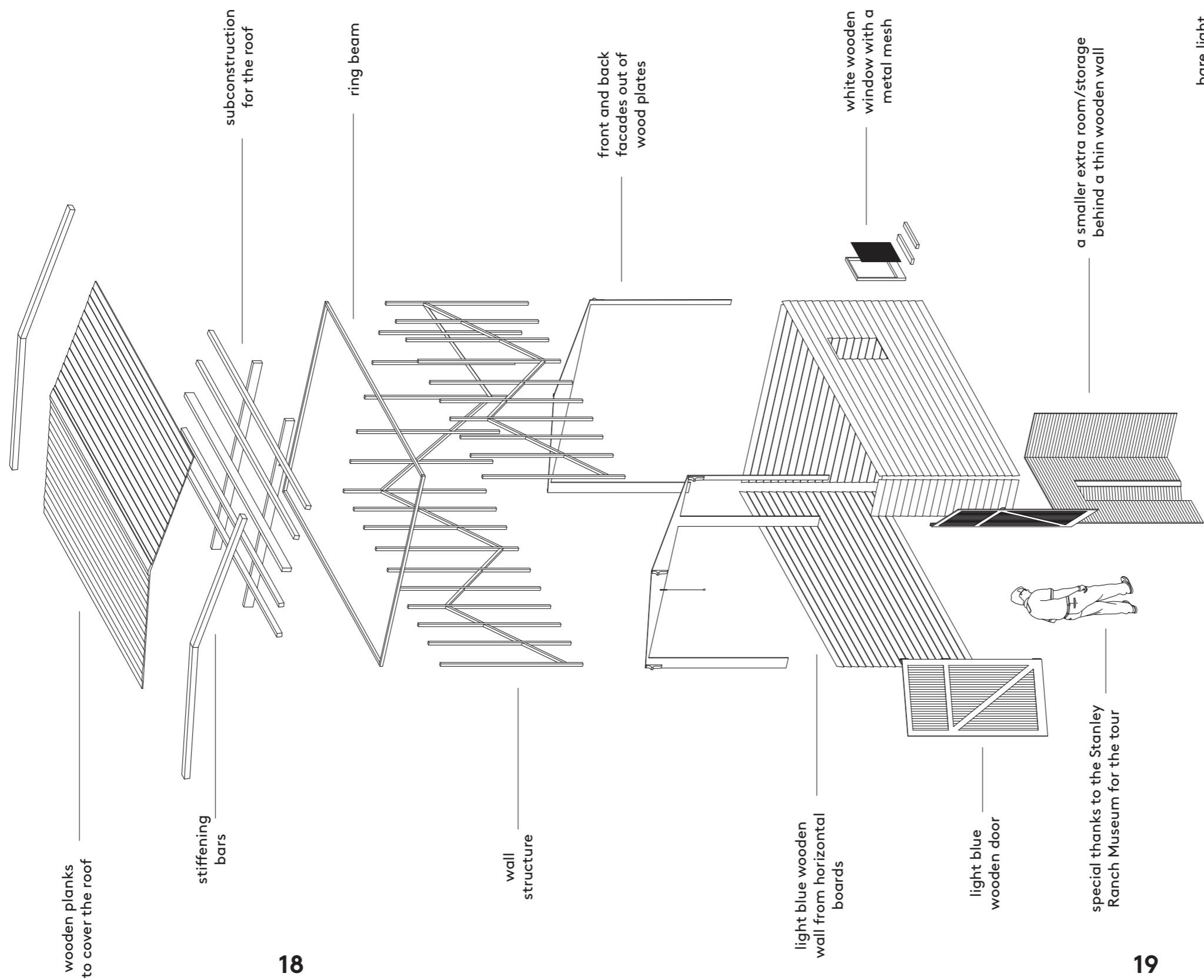
Disney's garage is a simple, freestanding timber frame construction with a double door on the front. Relatively small and nondescript, a sign indicates the earlier use as a film studio. The relocation of the original garage to the estate of a museum resonates with the adaptability of the garage as a space. Its often simple structure facilitates a fast building and easy conversion of the space but also means that its location, opposed to other typologies, is not set, but—if a historical contribution merits it—can be moved.

[1] Finch, C. (1975). *The Art of Walt Disney*. New York: H.N. Abrams, p.23.

[2] Sampson, W. (2008). *The Little Disney Garage Nobody Wanted*. [online] Mouseplanet.com. Available at: https://www.mouseplanet.com/8366/The_Little_Disney_Garage_Nobody_Wanted [Accessed 23 Jan. 2016].

[3] City of Garden Grove, (n.d.). *Disney Garage Studio*. [online] Available at: <http://www.ci.garden-grove.ca.us/HistoricaSociety/disney> [Accessed 23 Jan. 2016].





APPLE

Steve Jobs and Steve Wozniak founded the company Apple in 1976. At the time, the two friends had been working together to develop a printed circuit-board, a project Steve Wozniak started in his home. After deciding to work together, they formed a basic office in the garage of Jobs' parents, in which they further assembled the first order of Apple I and subsequently started working on Apple II. With the first funding supplied by Mike Markkula, the entrepreneurs sought out an office space and left the garage.

The garage is a classic residential garage with two walls connecting it to the house. Used as a workshop and storage room, the place quickly turned into several desks with lamps and soldering irons, for manufacturing the first batch of Apple I, being boxed after successful assembly. Spatially, the garage did not undergo massive changes but rather stayed the origin of a passion project that made use of an under-designated space.

Today, owned by Patricia Jobs, sister to the company founder, the garage remains private and largely inaccessible to the public. Nevertheless, the birthplace of the computer company is visited by fans from around the world. Declared a Historic Site by the Los Altos Historical Commission, a sign at the property reads: NO TRESPASSING—Security Cameras Are Filming; All Pictures Must Be Taken From Street.



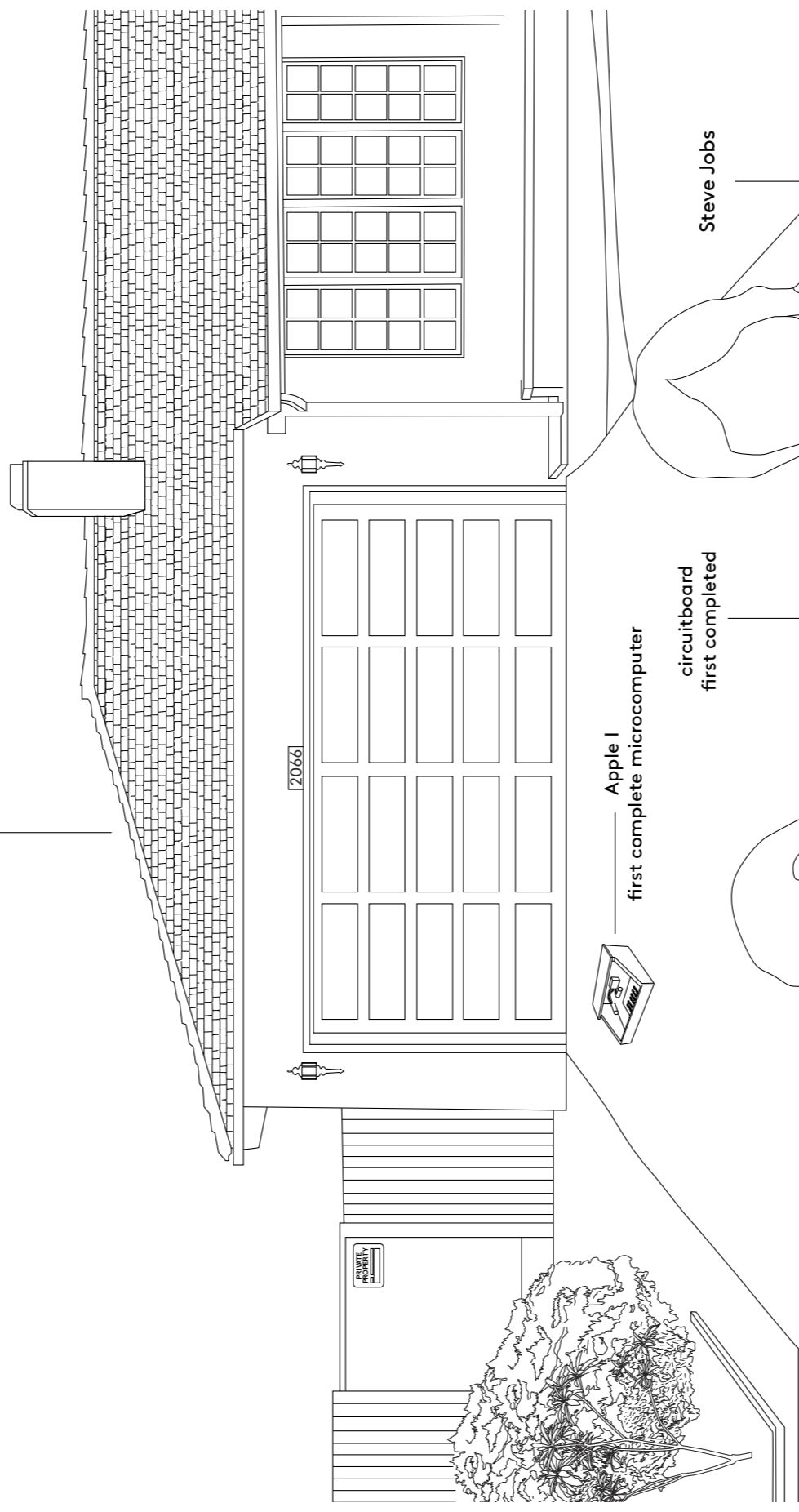
[1] Jobs. (2013). [film] Hollywood: Joshua Michael Stern.

[2] Strange, A. (2013). Garage Where Steve Jobs Started Apple Designated as Historic Site. [online] Mashable. Available at: <http://mashable.com/2013/10/29/steve-jobs-apple-garage-landmark/#4IUzTvfw5qB> [Accessed 22 Jan. 2016].

[3] Wozniak, S. and Smith, G. (2006). iWoz. New York: W.W. Norton & Co.

[4] Matyszczyk, C. (2014). Woz: No, Apple was not started in a garage - CNET. [online] CNET. Available at: <http://www.cnet.com/news/woz-no-apple-was-not-started-in-a-garage/> [Accessed 22 Jan. 2016].

garage assembly, packaging



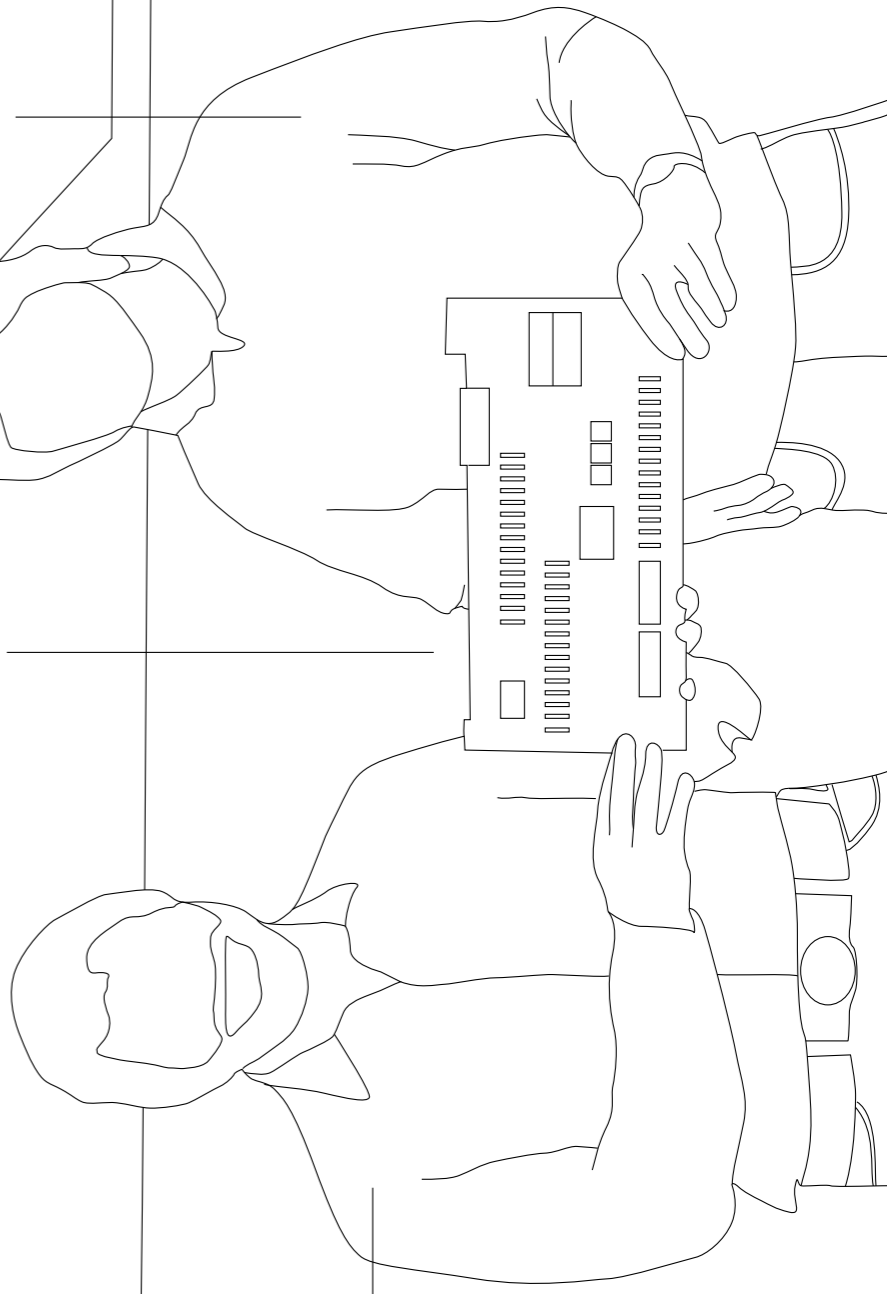
2066

Apple I first complete microcomputer

circuitboard first completed

Steve Wozniak

Steve Jobs



HEWLETT-PACKARD

David Packard and William Hewlett met in the early 1930s while studying at Stanford University. When David Packard married his wife Lucile in 1938, the couple moved into the first floor apartment of a house in Palo Alto, with the landlord living upstairs. Encouraged by a former professor, Frederick Terman, Packard and Hewlett began working in the one-car garage in 1939 with an initial capital of US\$538. One of Hewlett-Packard's first successful products was an audio oscillator, HP200A, 8 of which they sold to Walt Disney Productions. By 1940, HP moved their business out of the garage into a rented property in Palo Alto.

The garage consists of a freestanding timber construction with a front door at the end of the property's driveway. Originally housing one car, the space was easily converted into a workspace with a used drill press and several tools to design and build the first oscillators. Today, the garage is a private museum, inaccessible to the public, with the original tools and furniture still in place. A short history of the garage is featured on a wall sign within the garage, whereas a plaque on the front of the property commemorates the Hewlett-Packard garage as "the birthplace of Silicon Valley."

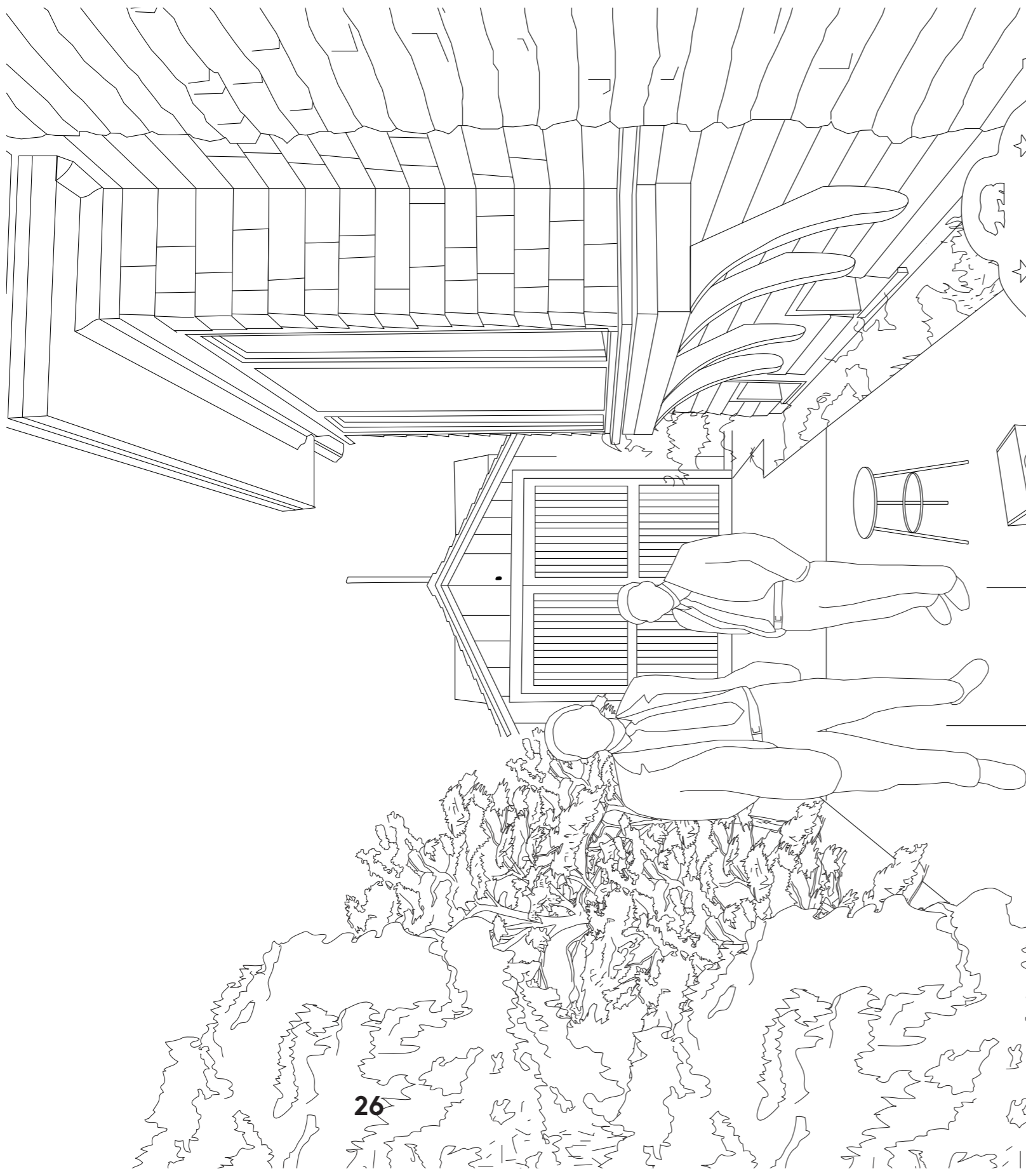
A starting point for the garage cult among entrepreneurs and investors, the garage of Hewlett-Packard has inspired many to follow the idea of building a company out of a residential garage, like Apple, Amazon and Google. In the case of HP, the garage was more of a spatial and financial necessity, with William Hewlett even taking temporary residence in the small space. Besides William Hewlett's short-term residence, the garage remained what many garages host, a workshop for passion projects, until they grow out of it.

[1] HP® Official Site, (n.d.). HP Timeline. [online] Available at: <http://www8.hp.com/us/en/hp-information/about-hp/history/hp-timeline/timeline.html> [Accessed 27 Jan. 2016].

[2] Abell, J. (2012). Hewlett-Packard, Autonomy and 'Rules of the Garage'. [online] LinkedIn Pulse. Available at: <https://www.linkedin.com/pulse/20121121180347-6388496-hewlett-packard-autonomy-and-rules-of-the-garage> [Accessed 27 Jan. 2016].

[3] Packard, D., Kirby, D. and Lewis, K. (1995). The HP way. New York: HarperBusiness.





BIRTHPLACE OF "SILICON VALLEY"

THIS GARAGE IS THE BIRTHPLACE OF THE WORLD'S FIRST HIGH-TECHNOLOGY REGION, "SILICON VALLEY. THE IDEA FOR SUCH A REGION ORIGINATED WITH DR. FREDERICK TERMAN, A STANFORD UNIVERSITY PROFESSOR WHO EN-COURAGED HIS STUDENTS TO START UP THEIR OWN ELEC-TRONICS COMPANIES IN THE AREA INSTEAD OF JOINING ESTABLISHED FIRMS IN THE EAST. THE FIRST TWO STUDENTS TO FOLLOW HIS ADVICE WERE WILLIAM R. HEWLETT AND DAVID PACKARD, WHO IN 1938 BEGAN DEVELOPING THEIR FIRST PRODUCT, AN AUDIO OSCILLATOR, IN THIS GARAGE.

CALIFORNIA REGISTERED HISTORICAL LANDMARK NO. 976
 PLAQUE CREATED BY THE STATE DEPARTMENT OF PARKS AND RECREATION IN COOPERATION WITH HEWLETT -PACKARD COMPANY, MAY 19, 1989.

Bill Hewlett

David Packard

**Oscillator
HP200A**

**historic
landmark
plaque**

GOOGLE

In September 1998, Menlo Park homeowner Susan Wojcicki needed help to pay off the mortgage and decided to rent out her garage and two rooms to two Stanford University students. Larry Page and Sergey Brin gladly rented her space, deeming it suitable to develop their internet search algorithms, under the name Google, which they had registered a year prior. Still partially used for storage, the garage quickly reached its limitations and, with the hiring of the seventh employee, the company left the garage for a larger office in February 1999.

The garage consisted of three tables and chairs, a small fridge, an old washing machine and a ping pong table, with the garage door opening during the day for ventilation. Connected to the main house with a shared wall and door, the office would occasionally extend to backrooms of the house. To help make the two computer scientists feel more at home, Wojcicki provided a blue carpet, which is still in place. Since Brin, Page and a growing number of employees occupied the space that was originally constructed for cars, parking on the property became an issue, adding to the reasons to move out to a larger space.

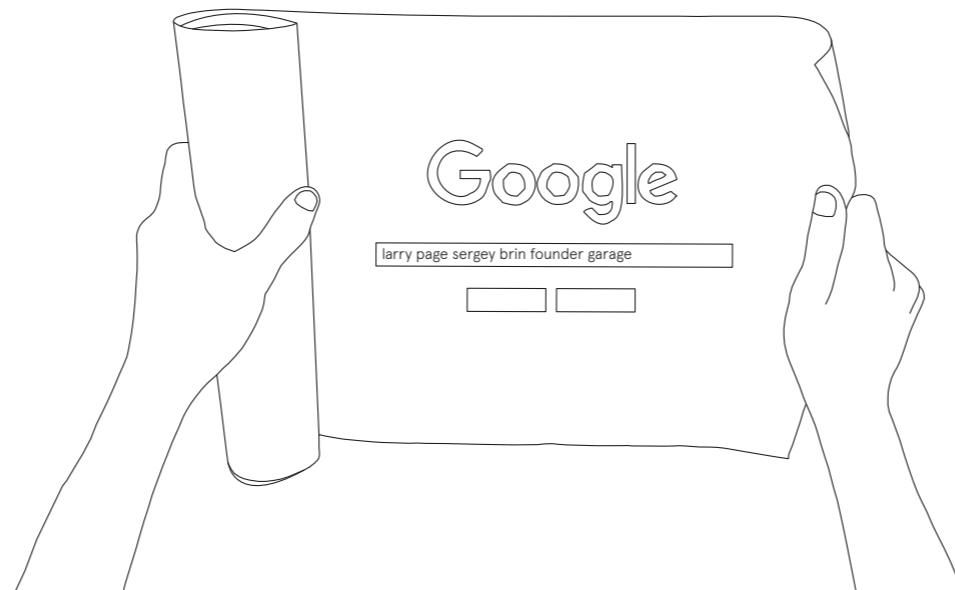
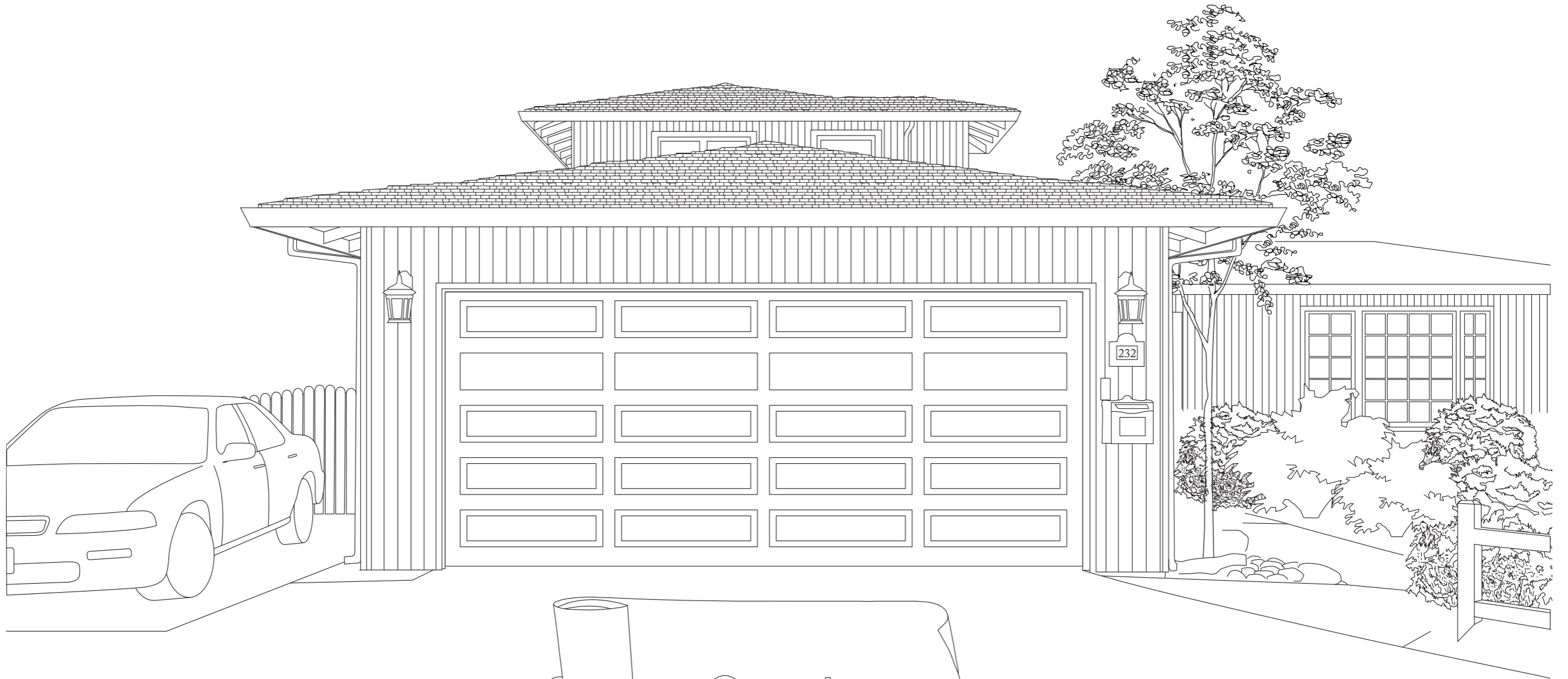
The original garage, now owned by the company, is still intact, as pictures published at Google's 15th birthday in 2013 reveal. Its contribution to the topic of garage conversion lies in the place's similar temporary reuse as an office as Hewlett-Packard, Apple, and Amazon have previously demonstrated. For Google, the garage had another unexpected consequence: the frequent interaction with the landlady Wojcicki led to her becoming interested in the work and subsequently hired as the first marketing manager of the firm. In contrast to most examples, the house is set back in an alley, thus without a typical street-facing garage. Not directly service oriented, the seclusion of Google's first office, resonates with the character of the company. Invisible, but decisively rooted in Silicon Valley.



[2] Kohrman, M. (2013). Go Inside Google Garage, The Collaborative Workspace That Thrives On Crazy, Creative Ideas. [online] Fast Company. Available at: <http://www.fastcompany.com/3017509/work-smart/look-inside-google-garage-the-collaborative-workspace-that-thrives-on-crazy-creat> [Accessed 28 Jan. 2016].

[4] Vise, D. and Malseed, M. (2005). The Google Story. New York: Delacorte Press.

[5] Liedtke, M. (2006). Google buys garage where empire began. [online] USA TODAY. Available at: http://usatoday30.usatoday.com/tech/news/2006-10-02-google-garage_x.htm [Accessed 30 Jan. 2016].



NIKE

In the 1960s, Phil Knight, a native of Oregon, ran track while studying at University of Oregon in Eugene under coach Bill Bowerman, with whom he would found the athletic wear company Nike. His background in running sparked the interest and led him to observe the Japanese market, signing a distribution deal with Onitsuka Co. Ltd. Together with Bowerman, the two created the now widely distributed waffle grid sole: high friction with low material use and therefore a lighter shoe. The trunk as a sales device was disused after 1969, when the first conducted sales allowed Knight to quit his job as an accountant to work full-time for Nike.

Not founded or created in a garage, this example of entrepreneurship merits its place among the others with a distinctive converted origin of creation through its sales method. Knight's first sales of Blue Ribbon Sports (later rebranded as Nike), were made in his car, a 1964 lime-green Plymouth Valiant. Driving around to track meetings with potential clients, Knight sold the manufactured shoes out of his trunk. Effectively converting not the garage, the car's shelter, into a shop, but the car itself, marks a more mobile solution of the home-grown passion project, more easily distributable in the vastness of the Pacific Northwest. Nowadays connoted with illegal drug and firearms sales in film depictions, a sale out of a trunk makes distinctive use of the microspace's characteristics. Opening a trunk of valuables evokes the image of opening a treasure chest, and the Plymouth Valiant's almost only vertical trunk opening reinforces the effect. Nike's contribution to the series of garage conversions renders the thought of reviving a space of storage in the automotive field both more literal and synecdochical. A storage within the stored.

[1] Peter, J. (2015). Phil Knight sees the finish line as Nike's leader. [online] USA TODAY. Available at: <http://www.usatoday.com/story/sports/2015/09/30/phil-knight-nike-michael-jordan-stepping-down-2016/72885302/> [Accessed 23 Jan. 2016].

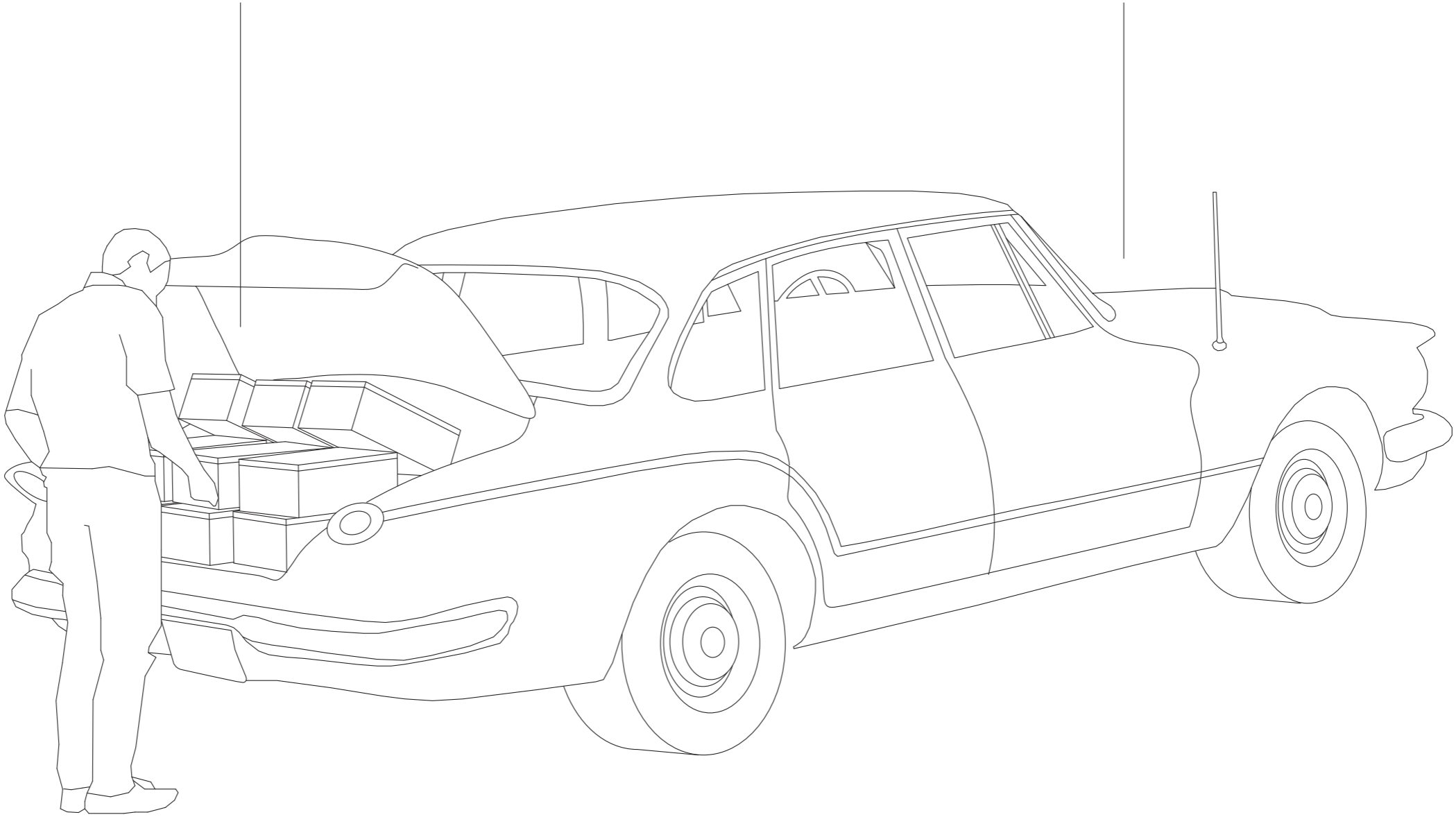
[2] Italie, H. (2015). Nike Chairman Phil Knight writes memoir, due next spring. [online] The Big Story. Available at: <http://bigstory.ap.org/article/80372f427f3047bfbc6533264df11a/nike-chairman-phil-knight-writes-memoir-due-next-spring> [Accessed 23 Jan. 2016].

[3] "First Nike store was this 1964 Plymouth Valiant. Phil Knight sold shoes out of its trunk at track meets in Oregon.", in Khan, A. (2015). Adam Khan on Twitter. [online] Twitter. Available at: <https://twitter.com/khanoisseur/status/616645616857264128> [Accessed 23 Jan. 2016].



running shoes
sold on the road

Plymouth Valiant
1964



Phil Knight

RUDY'S BARBERSHOP

Rudy's Barbershop is an expanding network of barbershop founded by Alex Calderwood, Wade Weigel and David Peterson in 1993 in Seattle. The idea was to create a sense of community and combine traditional hair cutting with a blend of art, music and a sense of the local. Rudy's team struggled with the name before opening, finally naming it after Rudy, the carefree character from the show Fat Albert and the Cosby Kids, a recommendation by a local graffiti group which immediately sprayed the name on a mural, instantaneously establishing the name.

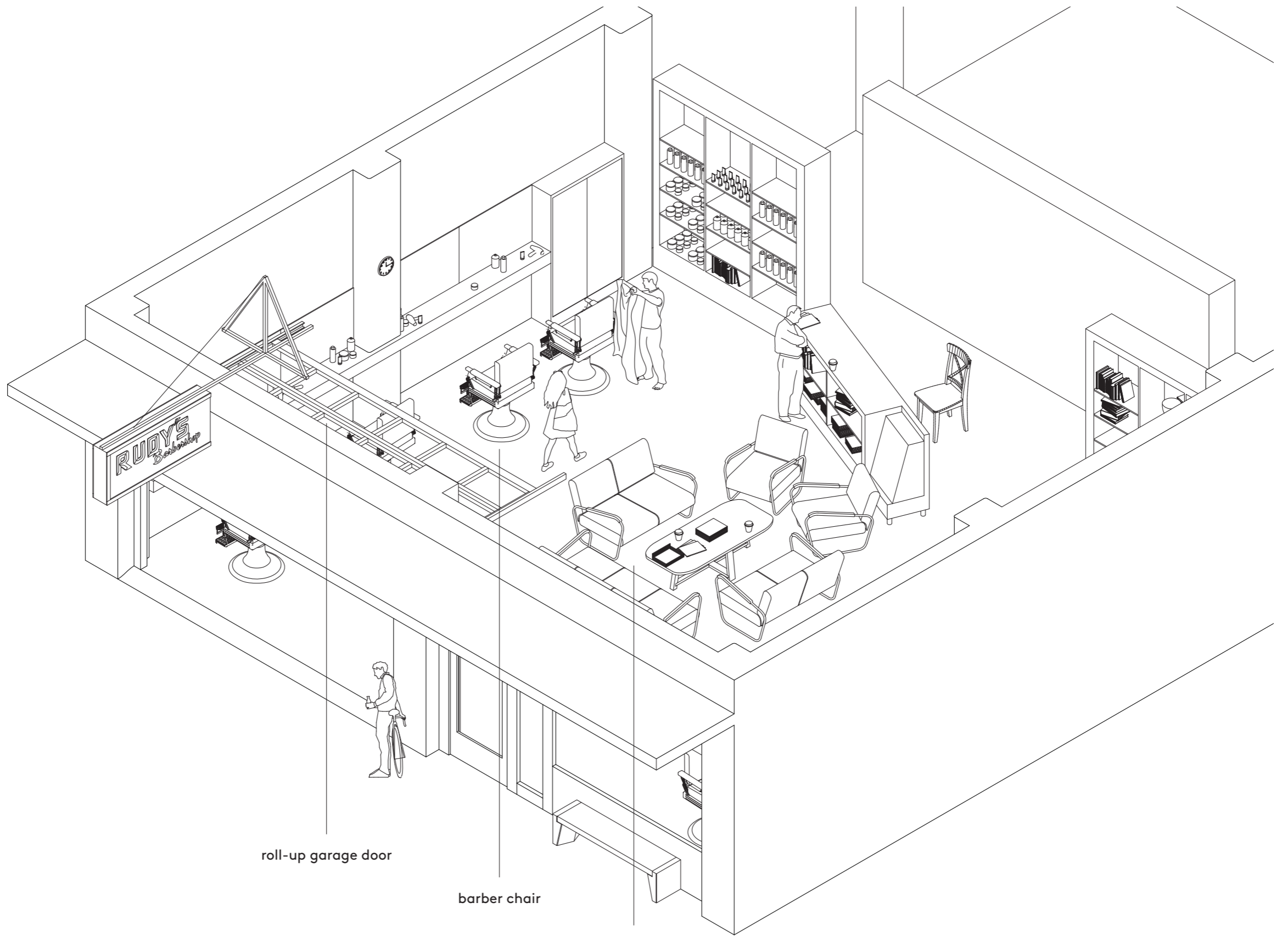
This project is about Rudy's Barbershop Portland branch, located on SE Division Street and opened in 2002. Rudy's inhabits here a spacious former garage with a divided facade: on the left a functional roll-up door and on the right a regular storefront. The divided facade is extended on the inside, as the space is mirrored in furniture.

The extra large space of the former garage allows exactly what the Rudy concept asks for, not only a barbershop for spontaneous haircuts, but a community hangout spot, with couches, reading material, music (at times live), and a Pac Man machine next to traditional barber chairs. The front roll-up garage door is opened in good weather and serves as an inviting and connecting piece to the community.

[1] Calderwood, A., Weigel, W. and Peterson, D. (n.d.). About Us – Rudy's Barbershop. [online] Rudy's Barbershop. Available at: <http://rudysbarbershop.com/pages/about-us> [Accessed 1 Feb. 2016].

[2] Rudy's Barbershop: Rudy's Saves. (2011). [video] United States of America: Ben Velez and Shan Nicholson.





roll-up garage door

barber chair

seating area

GARAGE SALE

Garage sales are an established and integral part of American culture. The idea to cleanse one's own space of superfluous items, and sell them from one's own home, involves an entrepreneurial mindset, a material catharsis either to raise money, do spring cleaning, or change the home after children move out or have grown out of childhood. Garage sales are typically conducted from home, while the retail space often extends into the driveway or the yard. The communal aspect of the lawn is highlighted, as it forms the walkable threshold between home and world.

Considered to be a suburban translation of French flea markets after World War II, house owners started families and needed additional space, thus selling items from home. While sellers tend to be disappointed with a profit averaging to US\$100-200, buyers usually seem to be more content with their hunt for gems and striking bargains. A cult of garage sale addicts has formed all over the country that takes this hobby into a profession. No longer shopping for one's own need, resellers head early to yard sales, resell values in mind. Since this project involves various yard sales around Portland, Oregon, the study into recreational retail resonates with its nature, resulting in a collaged form of the sales. Spatially, the garage sale turns the roll-up door into a shop window, allowing browsers to become temporary voyeurs (and potential buyers) of a forgone memory. The garage forms the entrance point to domesticity, turning the content of the home inside out.



[1] Yardsale! The Documentary Film. (2009). [film] New Jersey: Robert A. Simmons Jr.

[2] Zarrilli, C. and Zarrilli, T. (n.d.). Yard Sale Addict. [online] Yardsaleaddict.blogspot.com. Available at: <http://yard-saleaddict.blogspot.com/> [Accessed 27 Jan. 2016].

garage sale announcement

plastic bags

shirts

American flag

matresses

TV

tires

baskets in boxes

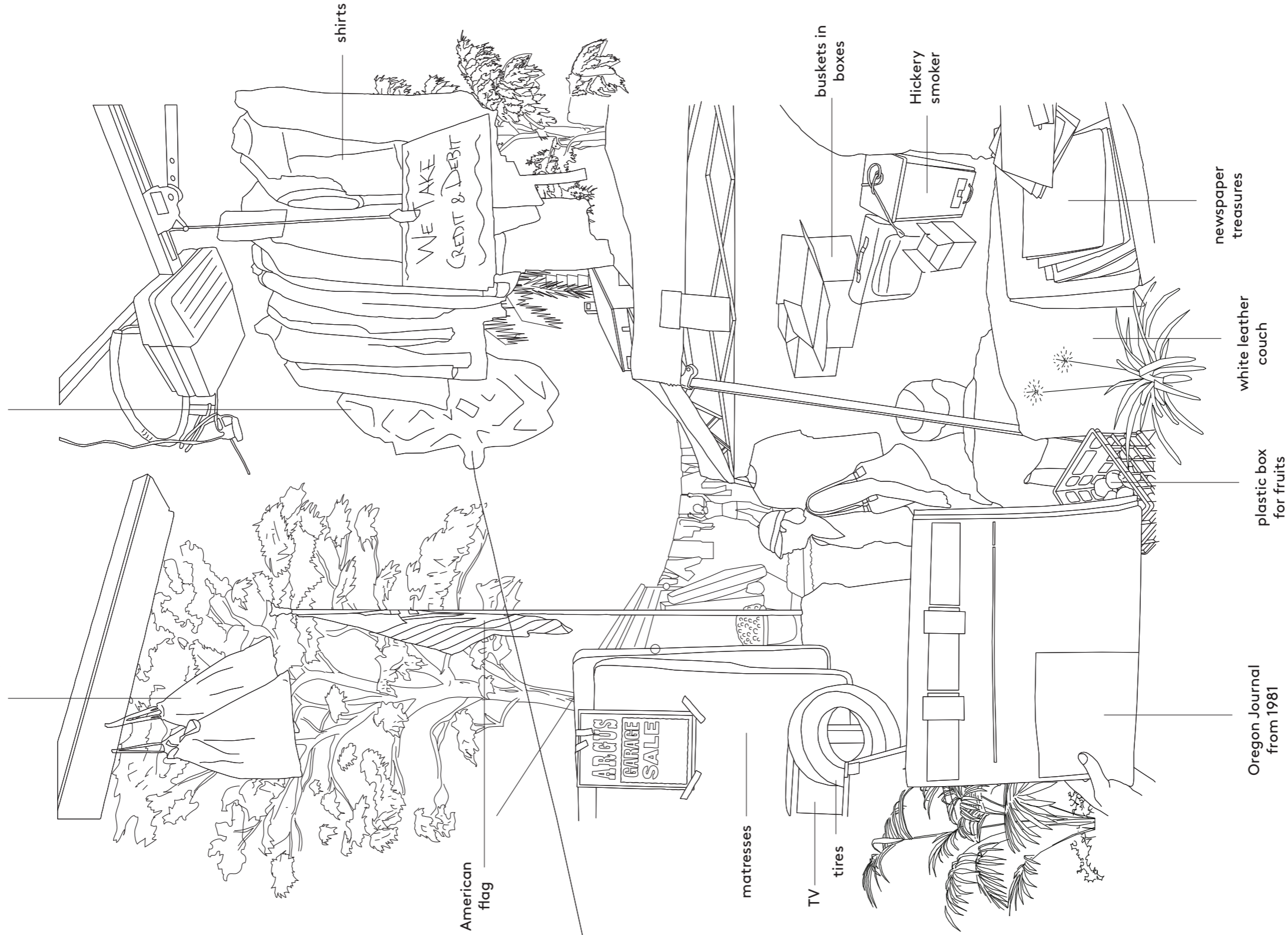
Hickery smoker

newspaper treasures

white leather couch

plastic box for fruits

Oregon Journal from 1981



ELLIOTT BAY CROSSFIT

In 2014, three fellow Crossfit enthusiasts, Rohan Joseph, Drew Smith, and Reshen Amin, opened Elliot Bay Crossfit in Belltown, Seattle, named after Seattle's Central Basin. After having worked and worked out at other Crossfit locations, the three decided to renovate an old garage with an adjacent alley north of Downtown that was home to "The Import Doctors," an import car specialist mechanic, until 2012.

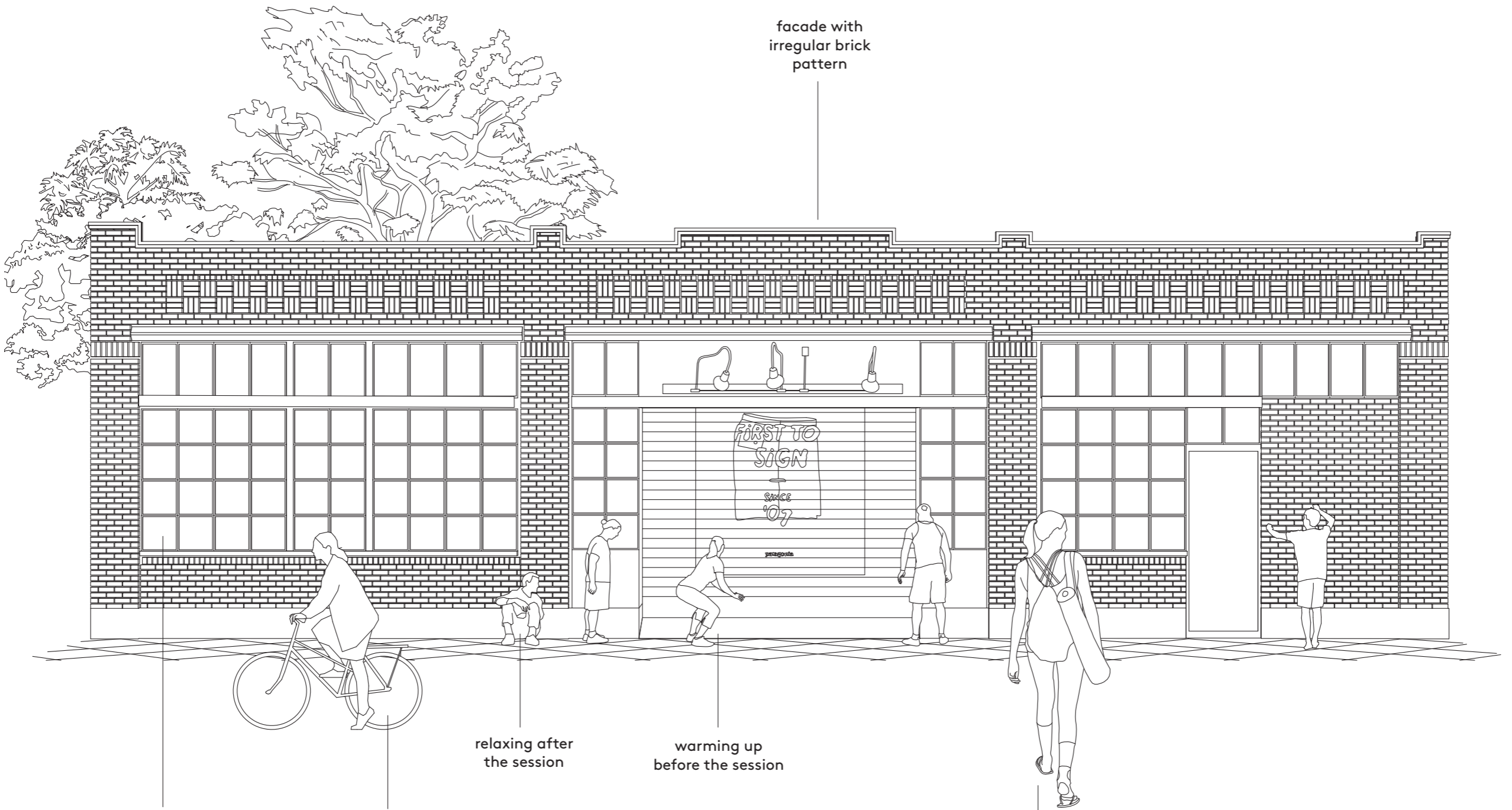
The gym makes use of its previous use, as a car shop, as the open space effortlessly allows all Crossfit exercises, with additional tools on the side. The big windows of the garage allow for more light, and the previous concrete floor has been covered with dark rubber mats, finalizing the bare necessities for Crossfit. The large rollup doors facing the street, formerly used for accepting clients' automobiles, are part of the Crossfit routine, as in between more stationary exercises, the participants are often invited to run in a group for varying distances before coming back through the large door.

For Elliot Bay Crossfit, it is mostly the free open space that supports the dynamic, quick workout exercises of the sport. While the open garage doors are used for the periodic run exercises of the group, they also bring about a supplemental ventilation, reducing the air condition load in summer days. Additionally, the showcase effect of an opened garage door supply a sneak peak for potential participants, before the running group extends the workout space to the outside city.

[1] Joseph, R., Smith, D. and Amin, R. (n.d.). About - Elliott Bay CrossFit. [online] Elliott Bay CrossFit. Available at: <http://www.elliottbaycrossfit.com/about/> [Accessed 1 Feb. 2016].

[2] Bierfeldt, S. (2014). Review of Elliott Bay Crossfit in Seattle. [online] livesmartnothard.com. Available at: <http://www.livesmartnothard.com/review-elliott-bay-crossfit-seattle/> [Accessed 1 Feb. 2016].





facade with
irregular brick
pattern

gym accessories behind
industrial windows

relaxing after
the session

warming up
before the session

hourly training for a
permanent circulation
of participants

AMAZON

Jeff Bezos graduated from Princeton in 1986 with degrees in electrical engineering and computer science. After working on Wall Street, Bezos left his job at a hedge fund in 1994 to found his own company on the promising market of the internet. Allegedly drafting the business plan for Amazon on the drive from New York to Seattle, he set up the first base and storage of his fledgling enterprise in the rental home's garage.

The garage had been remodeled by previous owners into a recreation room, but for Bezos the appeal of funding a company in a garage sufficed, putting him in line with the success stories of Hewlett-Packard and Apple. The garage functioned as a storage and packing room for the first orders next to a rudimentary setup of computers for building and managing the website.

Without insulation and only heated by a black stove in its center, the space quickly grew too small and insufficiently equipped for the company. Only in use for a few months, the garage first indicated its shortcomings through the limited power available, eventually supported with extension cords from other rooms.

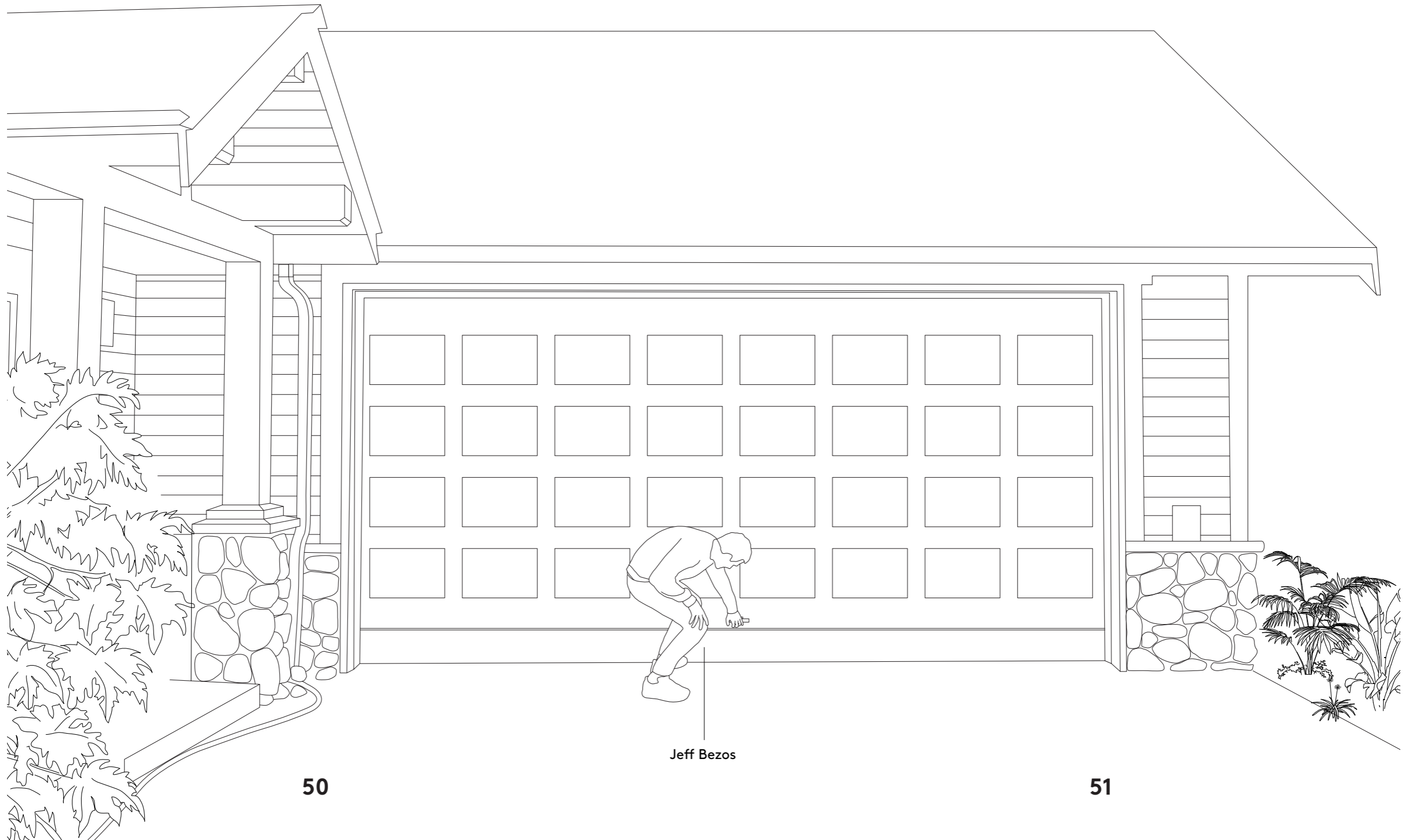
A stand-in for something larger and an anecdotal element in the Amazon history, the Bellevue garage nonetheless is the birthplace of the retail conglomerate. Its spatial limitations led to its quick abandonment but the adaptability of the space (albeit already converted) allowed to house the first initial equipment: Two self-built tables built from doors, chairs, a whiteboard and SPARCstation servers, notably dependent on the digital age's umbilical cord, the extension cable.

[1] Stone, B. (2013). *The Everything Store: Jeff Bezos and the Age of Amazon*. New York: Little, Brown and Company.

[2] Brandt, R. (2011). Birth of a Salesman. [online] WSJ. Available at: <http://www.wsj.com/articles/SB10001424052970203914304576627102996831200> [Accessed 20 Jan. 2016].

[3] Achievement.org, (2013). Jeff Bezos Biography. [online] Available at: <http://www.achievement.org/autodoc/page/bez-obio-1> [Accessed 20 Jan. 2016].





Jeff Bezos

DIXIE'S BBQ

Dixie's BBQ was opened in 1994 by Dixie and Gene Porter in Bellevue, Washington, a few miles from the Microsoft campus. The restaurant had previously been the Porter family's business, a mechanic shop called Porter's Automotive. After 30 years of working as a mechanic, Gene and his wife Dixie, a former nurse, decided to follow their dream of opening a barbecue joint right in the mechanic's space, at the intersection of Interstate 405 and the State Route 520 leading to Seattle. The restaurant is specialized in meat dishes, served in Styrofoam containers and topped off with Gene Porter's hot sauce, nicknamed "The Man." The estate is mostly a reused auto shop, therefore not strictly residential, but features a traditional garage as the street-faced storefront with large-lettered signage indicating the meat joint to those driving by. Its traditional four-walled garage space is positioned at its front, which—despite being a service-oriented business—plays only an introductory role in the visitor's experience.

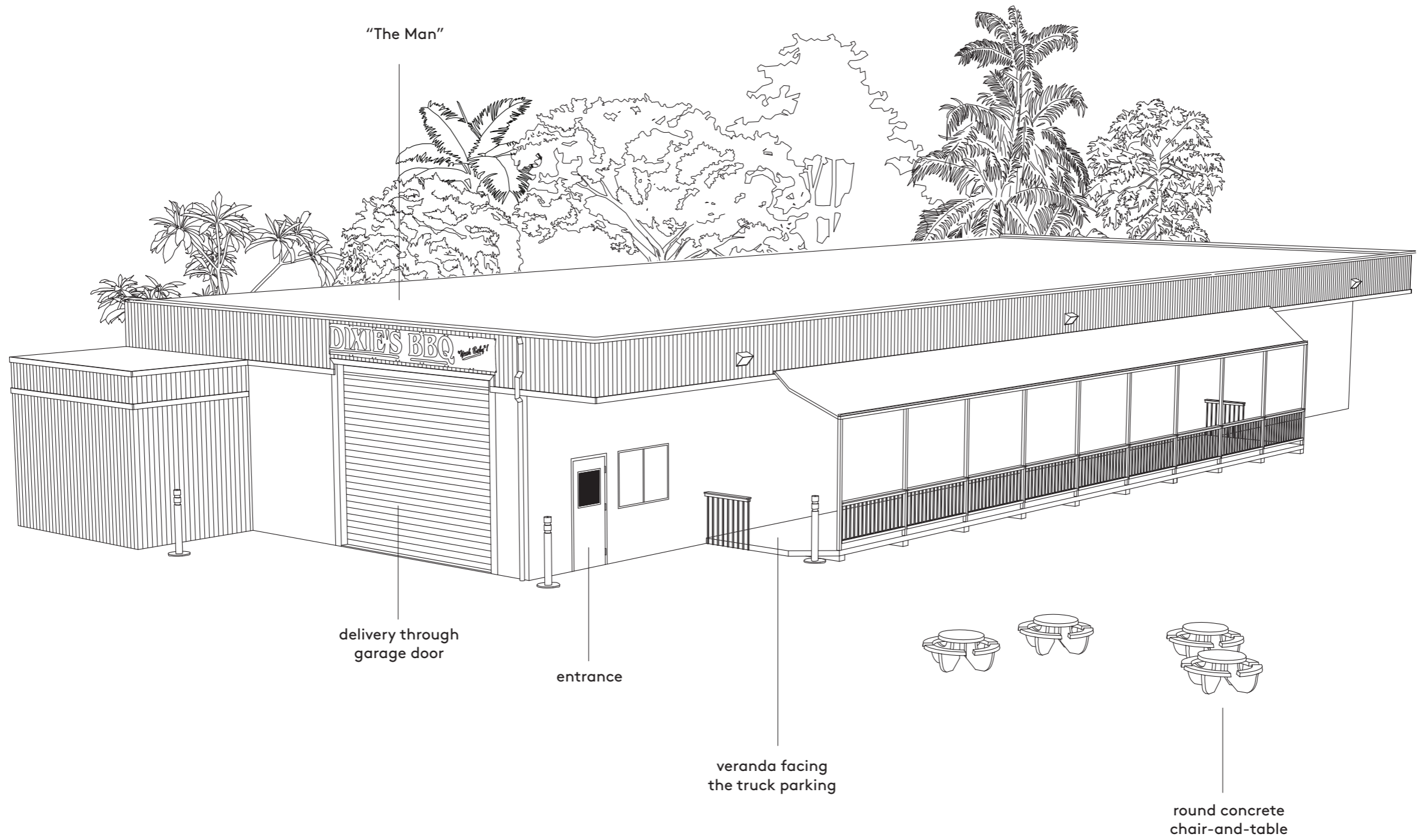
Although the space features a frontal garage roll-up door, it mostly remains closed and the main entrance is to the side of the lot, with church pews installed in former mechanic's driveways, for an outdoor seating area. The initial garage is reduced to a sign that not only indicates the barbecue joint but also hints to its automotive past. The space inside is extended to the former mechanic spaces, effectively eroding the typical garage's limitation to four walls. The original garage, however, is dedicated to waiting line and kitchen, thus remaining the origin of service and creation.

[1] Eibel, E. (1999). Dixies Barbeque: Dixie's BBQ - Bellevue, WA. [online] Web.archive.org. Available at: <https://web.archive.org/web/20080312190959/http://www.seattledining.com/ARCHIVE/restaurants/dixies.htm> [Accessed 21 Jan. 2016].

[2] Kessler, R. (2000). Dixie's BBQ. [online] The Stranger. Available at: <http://www.thestranger.com/seattle/dixies-bbq/Content?oid=4416> [Accessed 21 Jan. 2016].

[3] Richman, D. (2003). A moment with ... Dixie and Gene Porter, of Dixie's BBQ. [online] seattlepi.com. Available at: <http://www.seattlepi.com/business/article/A-moment-with-Dixie-and-Gene-Porter-of-1119585.php> [Accessed 21 Jan. 2016].





THYRSUS PRESS

Thyrus Press is a traditional printing press, located in South Berkeley, California. Using old platen presses such as a 1914 12x18 inch Chandler and a Price Old Style, the duo consisting of Jinny Pearce and Doug Heise has experimented with printing letterpress since 2001, while Pearce was enrolled at the San Francisco Art Institute. Thyrus Press is located in a street-side garage with the family's home located in its back. Looking for a place to work from home, the two specifically bought the house with the garage as a working place in mind.

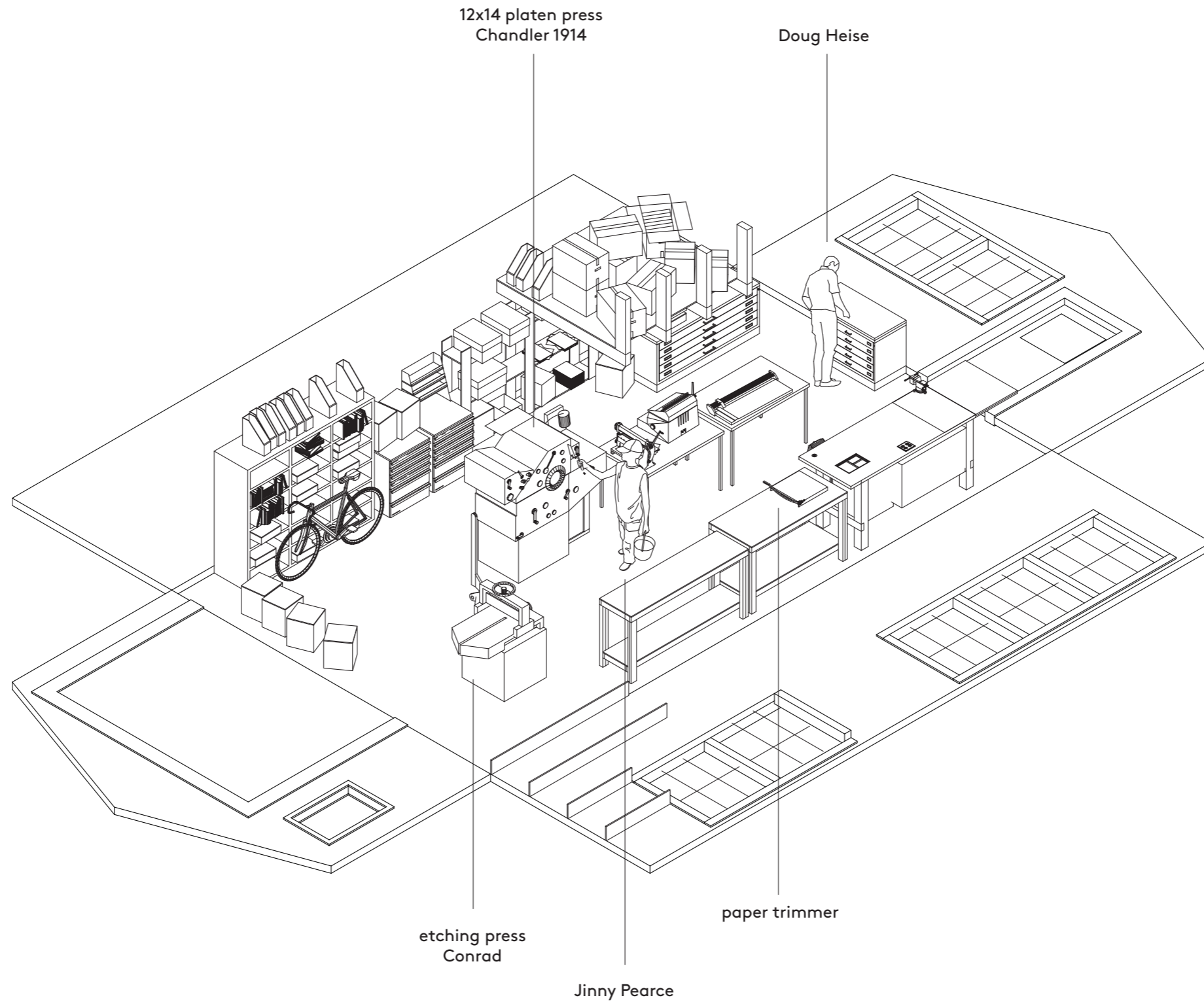
Since Thyrus Press does not open for on-site sales of their work, the front roll-up door is rarely opened and in fact used as another wall on the inside. The garage has lost its street-faced showcase but maintained the workshop environment. Structurally, Thyrus makes use of the timber framing, with a storage level suspended from the rafters. A mesmerizing mess, the shop is filled with relics from various points in the history of printing: Metal typefaces, antique and toy printers, an etching press and obscure shop supplies.

With only the pull-up door hinting to the car garage past, Thyrus Press has converted the Berkeley property into an artist's atelier, where, according to Pearce and Heise, they can tell stories and make art, experiment and make a mess, on demand for clients, but also for themselves, "because some things need to exist."

[1] Pearce, J. and Heise, D. (n.d.). About Us. [online] Thyrus Press. Available at: <http://www.thyruspress.com/about/> [Accessed 22 Jan. 2016].

[2] weloveletterpress, (2016). Weloveletterpress.com interview with Thyrus Press. [online] Available at: <http://weloveletterpress.com/interviews/thyrus-press> [Accessed 22 Jan. 2016].





12x14 platen press
Chandler 1914

Doug Heise

etching press
Conrad

paper trimmer

Jinny Pearce

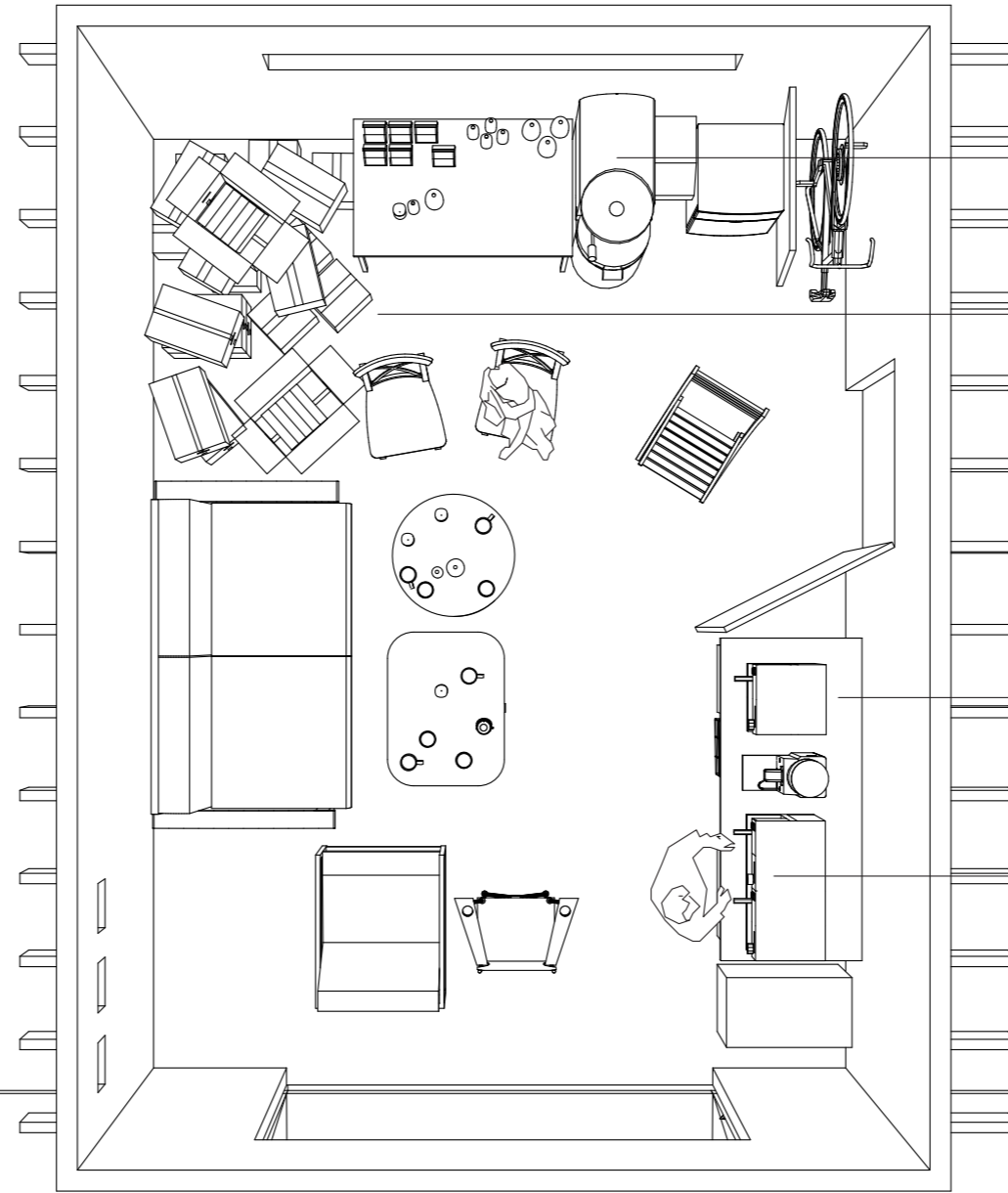
TRYSTERO COFFEE

Greg Thomas was working in IT, when he went to San Francisco for a concert with friends in 2007. Before leaving, he stopped by Blue Bottle Coffee and wondered about the difference in quality the process of roasting of coffee beans makes. Initially a hobby, Thomas turned his interest in roasting into a part-time business and began distributing the coffee beans from his garage in North Los Angeles. A fan of novelist Thomas Pynchon, Thomas named the roastery after the incognito mail system in “The Crying of Lot 49.” In the novel, nondescript containers turn into alternative mailboxes through the sign of the muted post horn. Greg Thomas’ garage in Atwater Village turns into a café on Wednesdays. Trystero is located in Atwater Village, close to the Los Angeles River and Glendale Boulevard. The property has a corrugated metal front, with the garage in its center. A back door in the garage and a gate next to the garage lead to the lawn and access to the house. With the garage door tilted up on Wednesdays, Thomas invites passers-by to try his coffee on site. The garage is equipped with two lever espresso machines, a couch and lounge chairs surrounding a coffee table, beans packed for retail and large bags of unroasted beans. No permanent sign indicates the use of the garage on other days, the actual coffee roasting happens behind a closed door. The occasional opening resembles a weekly garage sale, but one that invites its patrons in, to spend time. A roastery on two days, a café on one and still a garage on the others, Trystero emblematically represents garage conversions in all their mutations: from a passion project to a garage sale to a neighborhood spot, and back.



[1] Thomas, G. (2016). Trystero Coffee About Us Page. [online] Trysterocoffee.com. Available at: http://trysterocoffee.com/about_us.html [Accessed 30 Jan. 2016].

[2] Yang, L. (2015). At Trystero Coffee in Atwater Village, bring your own cup. [online] latimes.com. Available at: <http://www.latimes.com/food/dailydish/la-dd-trystero-coffee-atwater-village-20150305-story.html> [Accessed 30 Jan. 2016].



coffee roaster
Diedrich

packaged coffee
Trystero Roast

lever espresso machine
Mr. Espresso

Greg Thomas

RICHARD HOLLANDER

Richard Hollander is an award-winning visual effects supervisor and engineering consultant for numerous Hollywood produced films since 1979. On the side, he works on installation pieces from his garage, that examine patterns of movement, sound and rhythm through mechanic and hydraulic operations. His pieces form a choreography of elements, in sound and movement, crafted from wooden pieces moved with hydraulic pumps, giving life to usually still items, at times incorporating household materials.

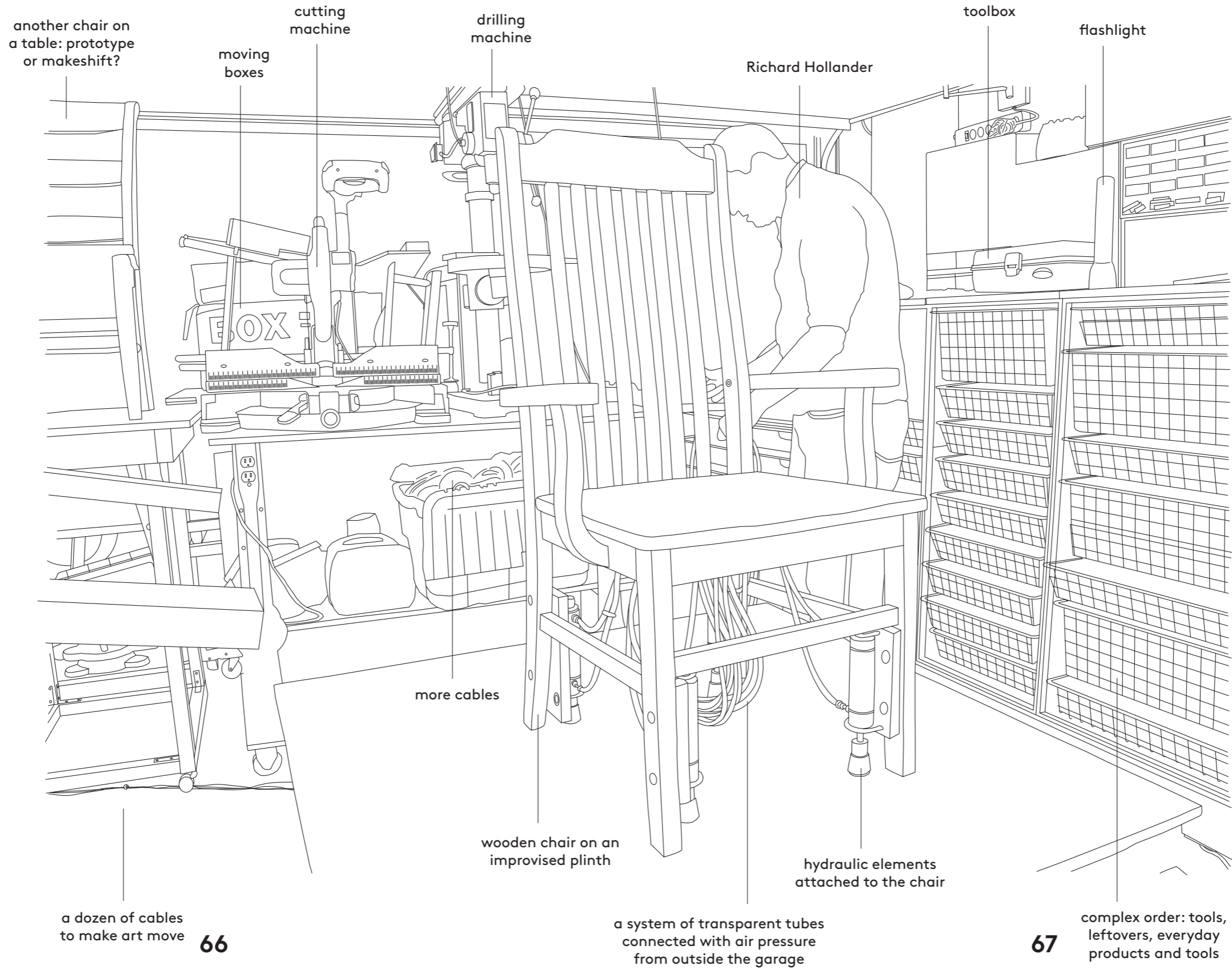
The garage is integrated into the home and features a large roll-up door and side-doors to the garden and the house. Doubled as an additional office, it is equipped with a computer workstation, a wood workshop and a gas cylinder for the hydraulic operations. Work in progress and finished pieces are filling the space, so that some works already have to be stored externally.

A central reason for Hollander to set up his artist workshop in the own garage is the ability to work from home, therefore conveniently using spare time to advance on his pieces and keeping it as a passion project. The integration of computer and drafting space, the work shop, and final storage of pieces allows him to execute all steps of the creative process into the four walls of his garage. The street-facing opening supplies additional daylight and facilitates transport of his pieces, while allowed street-parking and Los Angeles weather allow the car to stay unsheltered.

[1] Hollander, R. (n.d.). About Richard Hollander | Articulated Movement. [online] Articulatedmovement.com. Available at: <http://articulatedmovement.com/about/> [Accessed 30 Jan. 2016].

[2] Visualeffectssociety.com, (n.d.). Richard Hollander | Visual Effects Society. [online] Available at: <https://www.visualeffectssociety.com/sus/richard-hollander> [Accessed 30 Jan. 2016].





another chair on a table: prototype or makeshift?

moving boxes

cutting machine

drilling machine

Richard Hollander

toolbox

flashlight

more cables

wooden chair on an improvised plinth

hydraulic elements attached to the chair

a dozen of cables to make art move

66

a system of transparent tubes connected with air pressure from outside the garage

67

complex order: tools, leftovers, everyday products and tools



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