



OPULENT OBSCURA CAFE

BY : JACOB GIDEON

HISTORICAL/CONTEXT ANALYSIS

1 North Lasalle is situated in the heart of the Chicago Loop and is inspired by the Art Deco heritage of the city and the cultural movement of the 1920s and 1930s. It was during this time that Chicago became a representation of ambition, hard work, and innovative architecture. The Art Deco movement was a representation of the optimism, technological advancements, and economic prosperity that came after World War I. Iconic buildings such as the Chicago Board of

Trade Building and the Carbide & Carbon Building exemplify the geometric forms, verticality, and ornamentation that came to characterize the city's skyline. These buildings solidified Chicago's reputation as a design capital of the world.

At the same time, Chicago was also a force behind the evolution of American jazz during the Prohibition era. During this time, speakeasies proliferated across the city, and musicians such as Louis Armstrong, King Oliver, and Gene Krupa were instrumental in creating a new and bold style of jazz that was as dynamic as the city itself. Jazz was a representation of movement, rhythm, and modernity, all of which were in line with the sleek and ornate lines of Art Deco architecture.

This intersection of structured industry and cultural vibrancy defines the historical context of the Loop. In this way, the area has always served as a hub of commercial activity during the daytime hours, with layers of creative energy existing beneath the surface. Through its engagement with the architectural heritage and rich



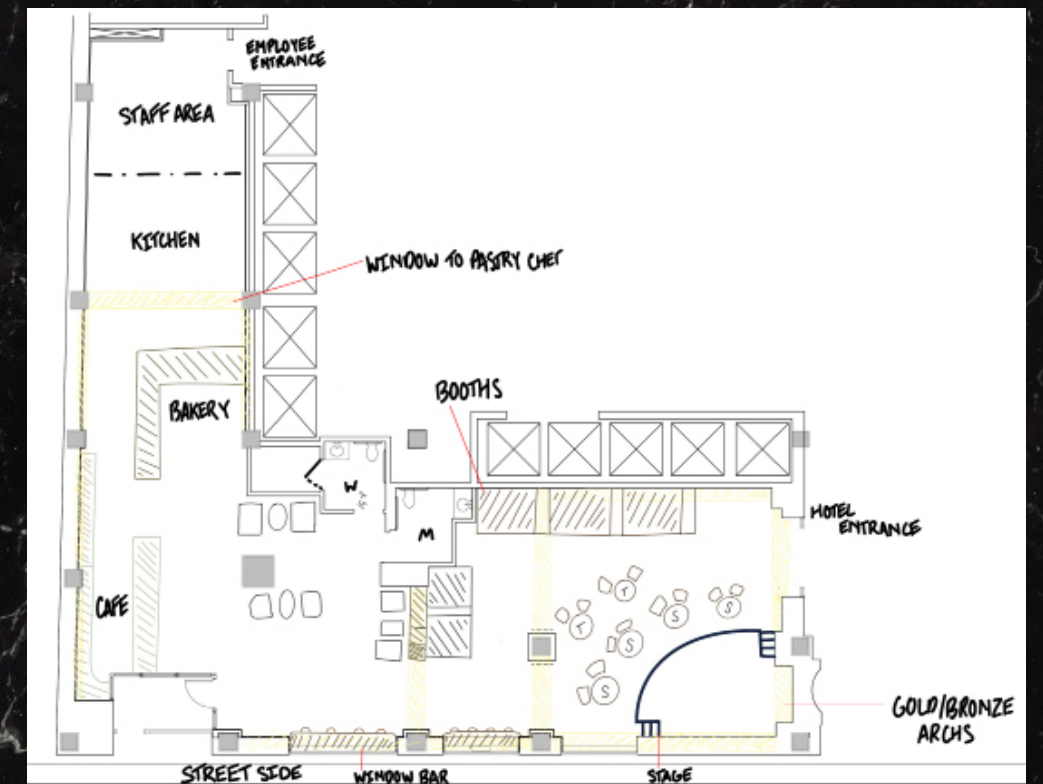
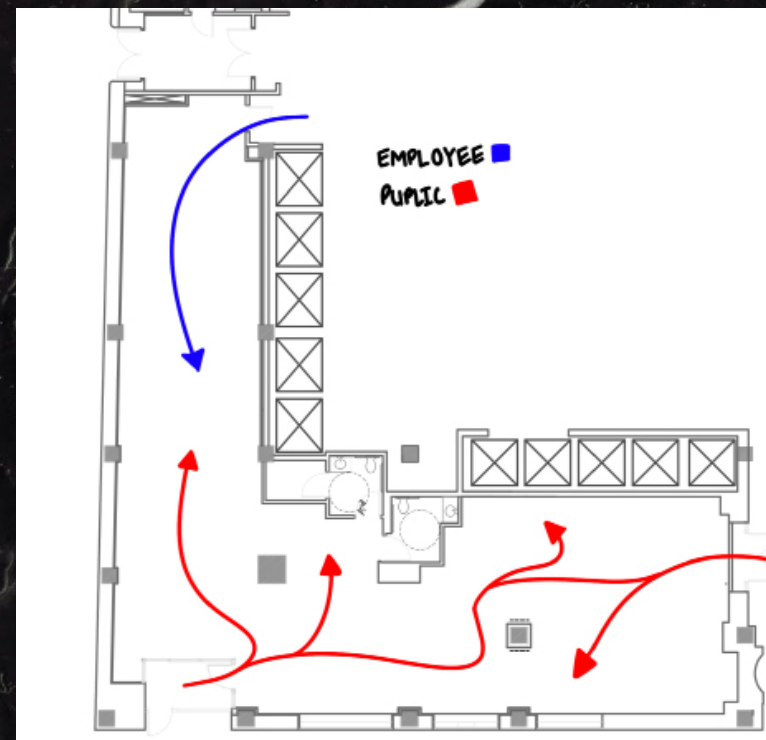
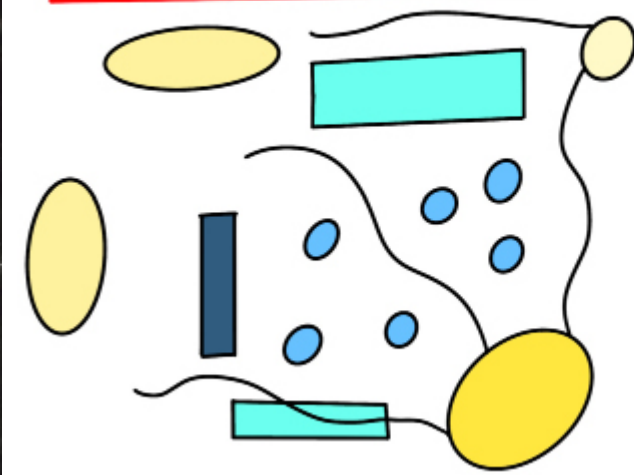
DESIGN CONCEPT : OPULENT OBSCURA

“Opulent Obscura” explores the balance between grandeur and mystery, drawing directly from Chicago’s Art Deco legacy and its Jazz Age undertones. Opulent reflects the richness, craftsmanship, and refined detailing characteristic of the Art Deco period, an era defined by luxurious materials, bold geometry, and architectural confidence. Obscura references the layered atmosphere of Prohibition era Chicago, where sophistication existed alongside discretion and shadow. Together, the concept creates a space that feels elevated yet intimate, structured yet atmospheric. Through classical ornamentation, controlled lighting, and disciplined material choices, the design captures the elegance of the 1920s while remaining professional and timeless for today’s Loop workforce.

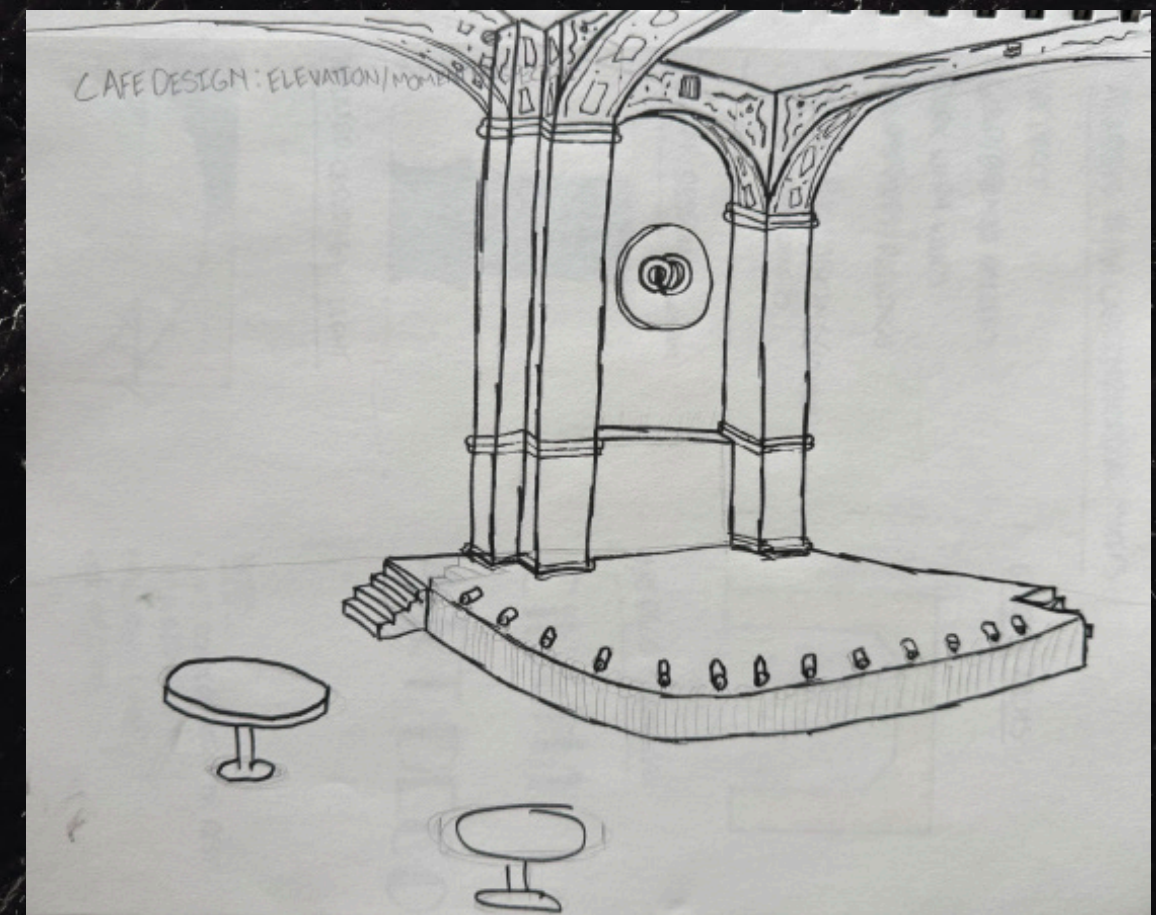
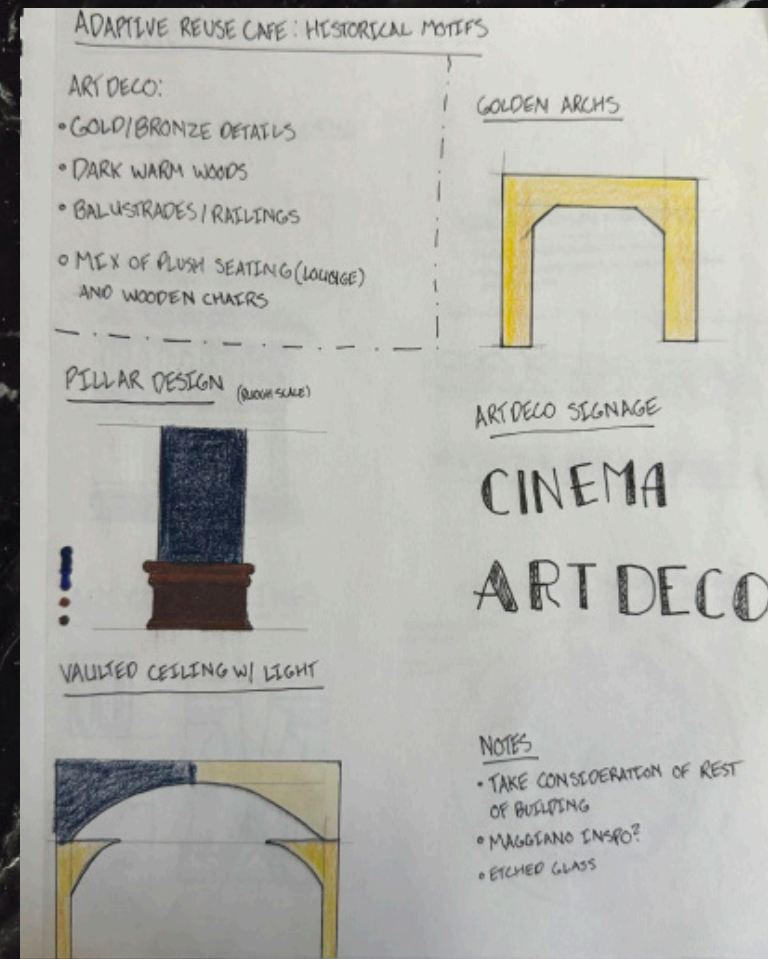
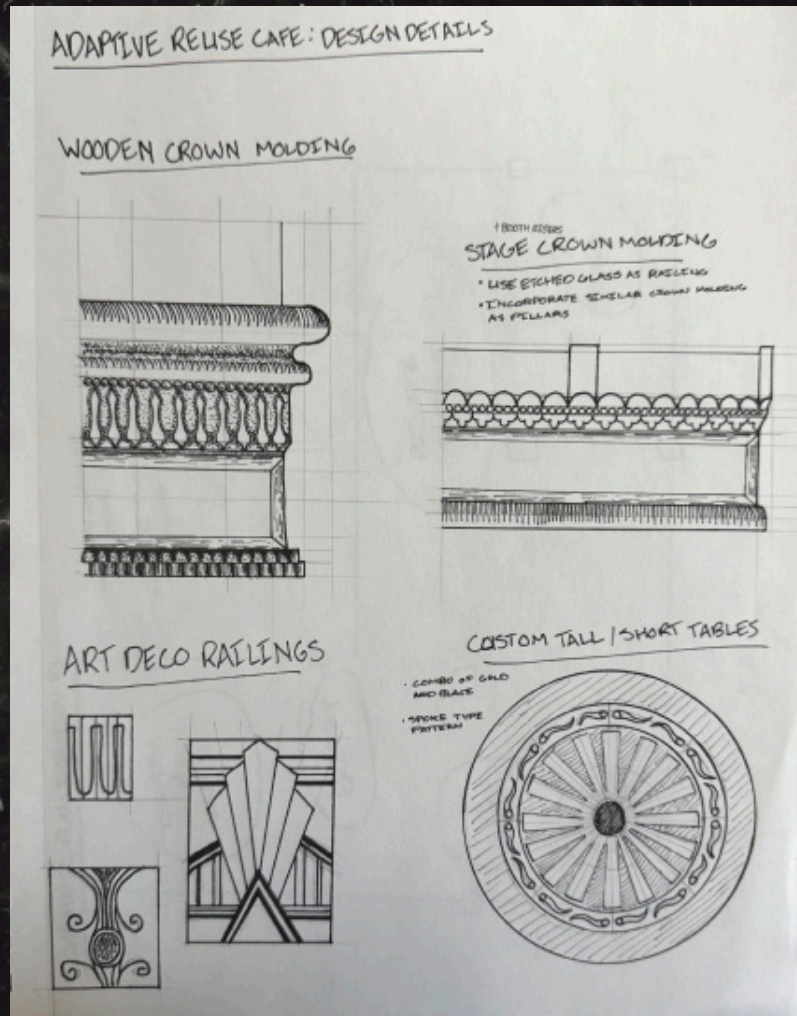


PROCESS WORK

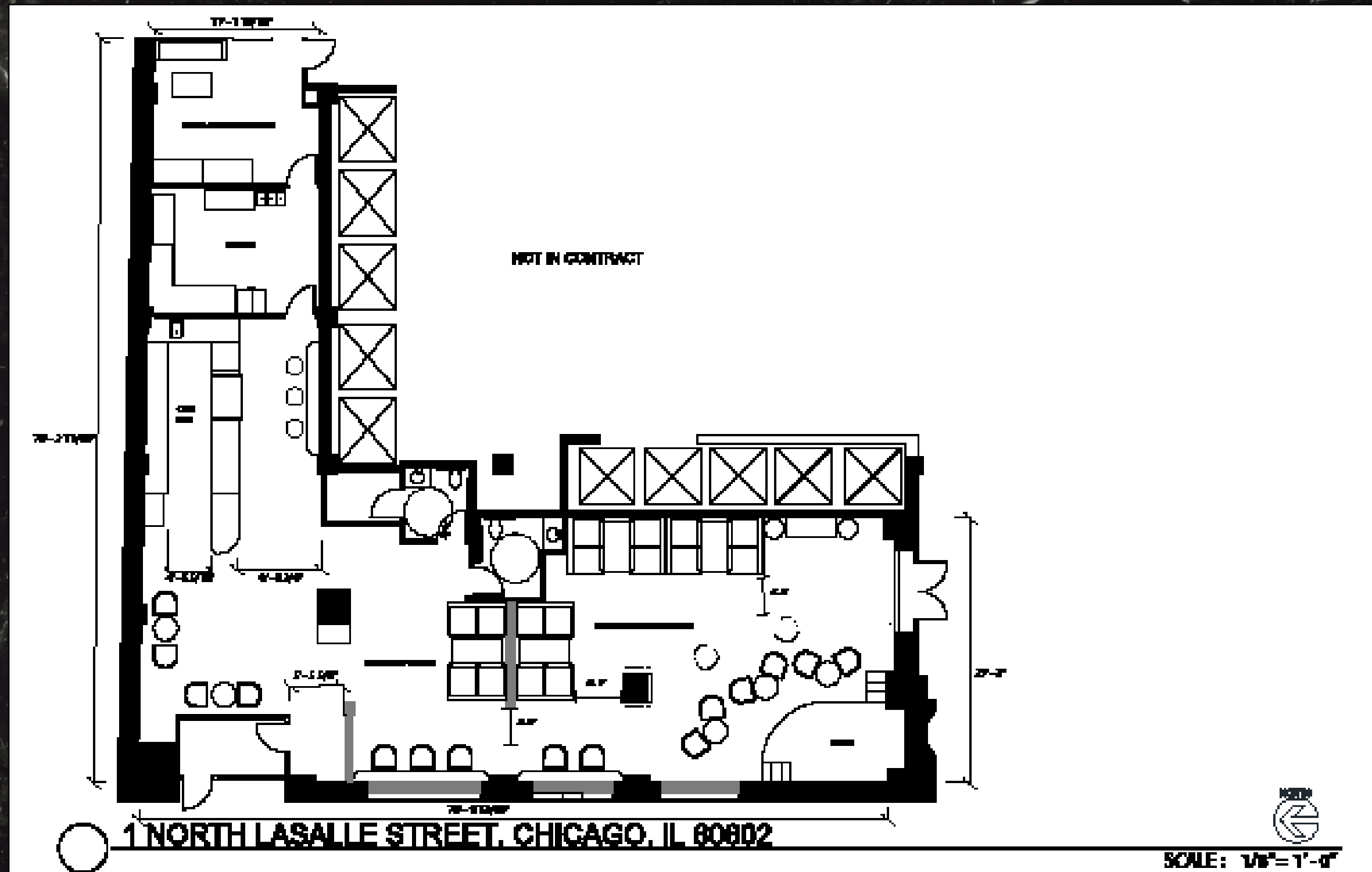
CAFE DESIGN: PARTI DIAGRAM



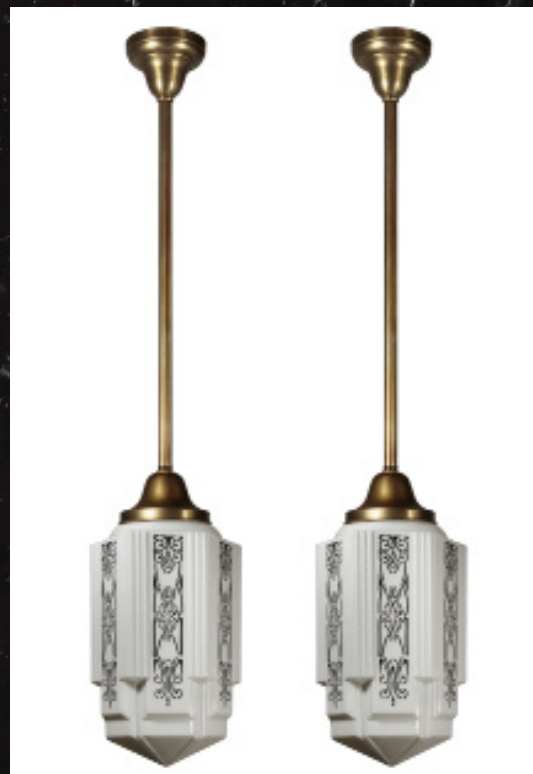
Design Elements and Process Sketch



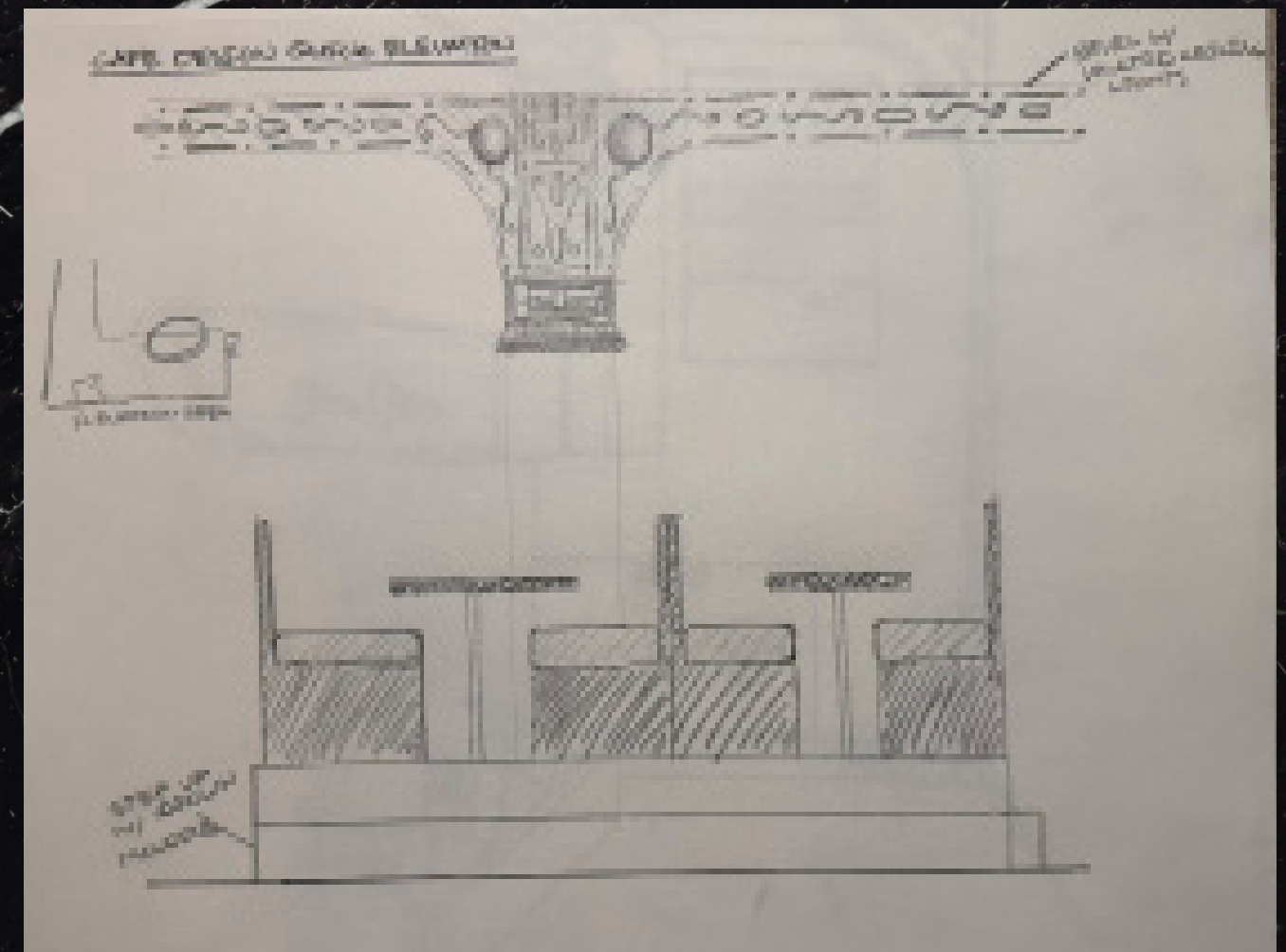
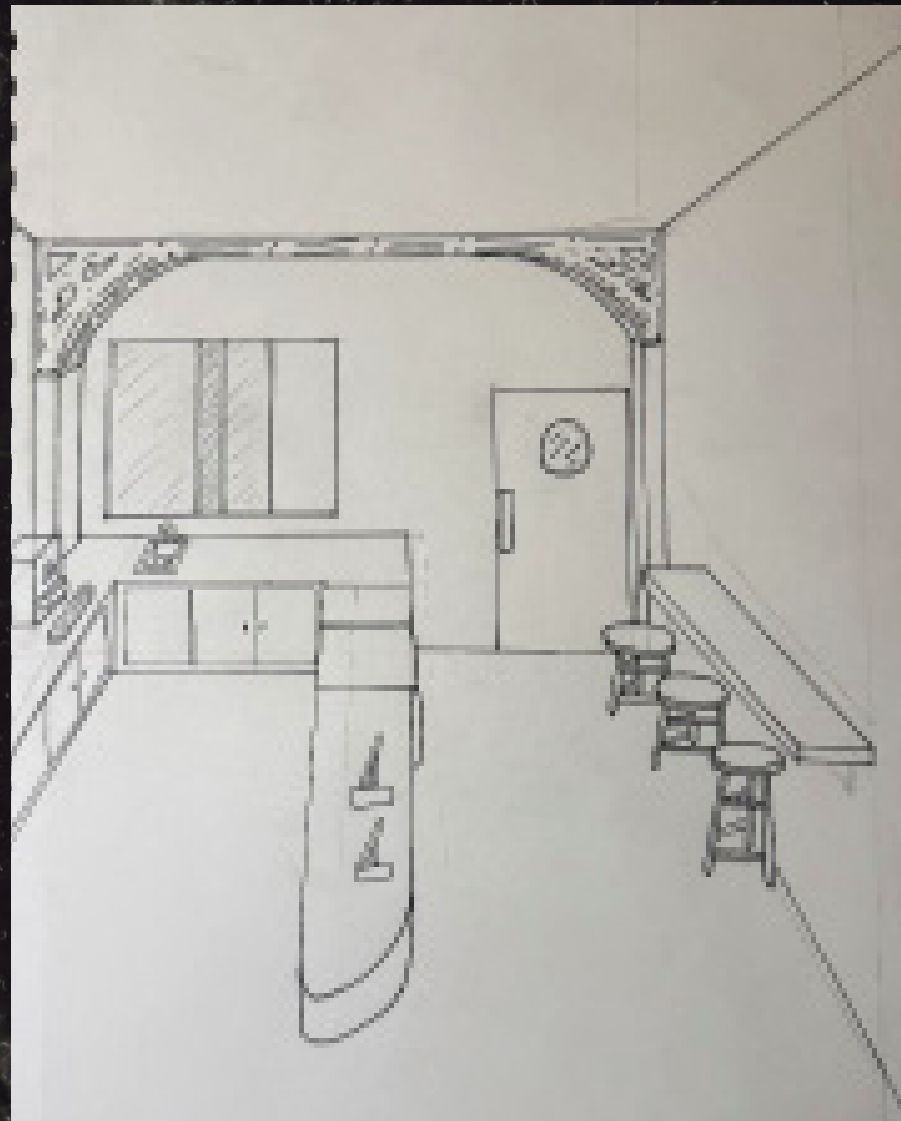
FINAL FLOOR PLAN



LIGHTING AND CEILING



FINAL PERSPECTIVE VIEWS



FINAL PERSPECTIVE VIEWS

