

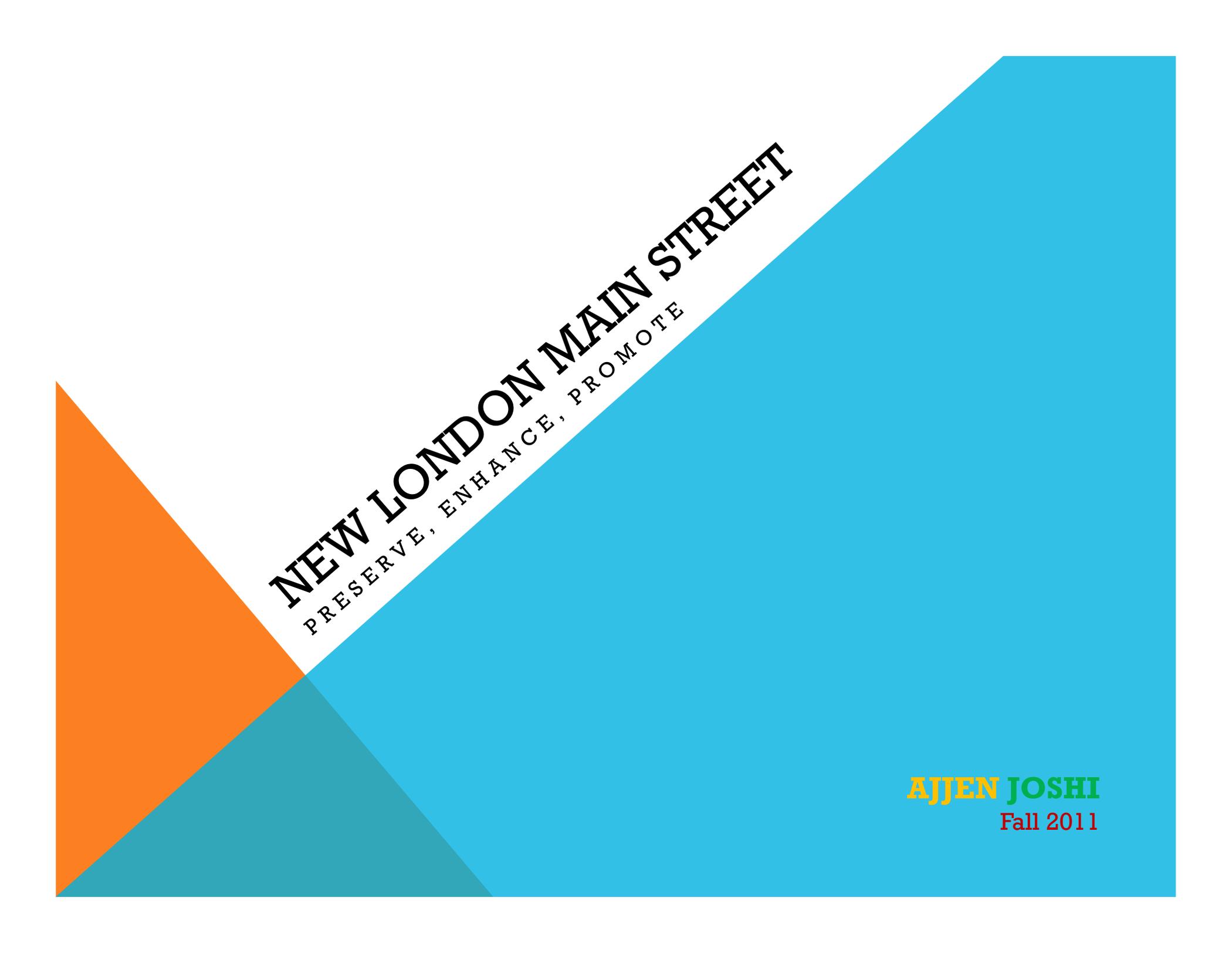
AJJEN JOSHI

SENIOR INTEGRATIVE PROJECT:
INTERNSHIP

ARCHITECTURAL STUDIES
CONNECTICUT COLLEGE
2012



CONNECTICUT
COLLEGE



NEW LONDON MAIN STREET
PRESERVE, ENHANCE, PROMOTE

AJJEN JOSHI
Fall 2011

NEW LONDON MAIN STREET

“New London Main Street is a nonprofit, volunteer-driven organization committed to revitalizing New London's historic downtown. The goal of Main Street is to build community through activities and programs that enrich the cultural fabric, preserve and enhance historic streetscapes and support and expand the economic base of the city center.”

4

COMMITTEES

Design

Economic enhancement

Organization

Promotion



MY ROLE



Work on various **design** projects

Explore the downtown area

Write a **blog** about my experiences



MY WORK

WINTER ACTIVITIES

Seasonal Skating Rink

Grand Opening December 3, open through February

Excitement is brewing over the seasonal skating rink that Main Street and the City will be installing on Parade Plaza this winter. The grand opening of the skating rink will herald a new era and create a winter wonderland in The District. The rink will feature skate rentals, music, lighting and other amenities. With figure skating lessons, pee wee hockey, Skate & Date programs, parties and public skating sessions, we expect the rink to be a popular place to be this winter.

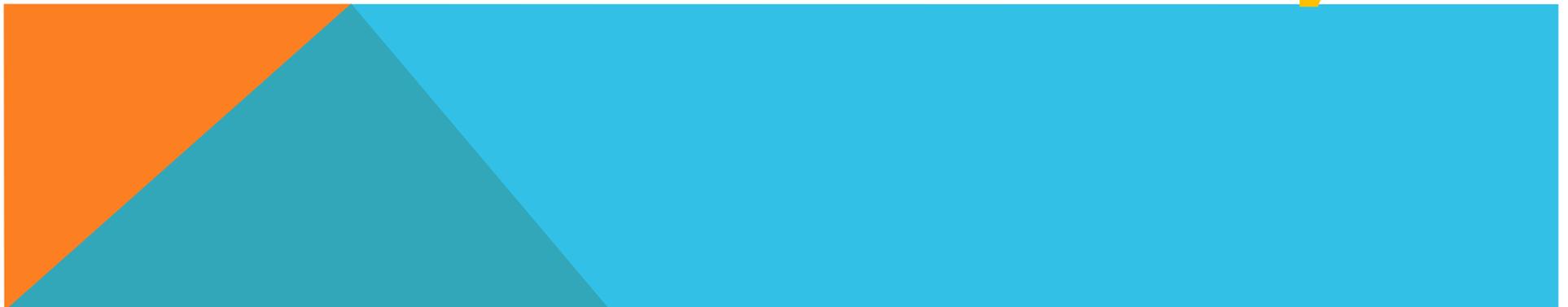
SPONSORSHIP LEVELS

<p>Gold Medal Sponsorship \$10,000</p> <p>Benefits for this title sponsorship include but are not limited to displaying your logo/business name in:</p> <ul style="list-style-type: none">Your banner displayed on rinkAll Print adsRadio adsCable TV adsAll promotional material	<ul style="list-style-type: none">Corporate night on the rinkFree skating passes <p>Silver Medal Sponsorship \$5,000</p> <p>Benefits include but are not limited to displaying your logo/business name in:</p> <ul style="list-style-type: none">Your banner displayed on rinkAll promotional material	 <ul style="list-style-type: none">Prominent listing in NewsletterE-blastsFree skating passes	<p>logo/business name in:</p> <ul style="list-style-type: none">On Rink Admission PassesAll Print adsDistrict WebsiteE-blasts
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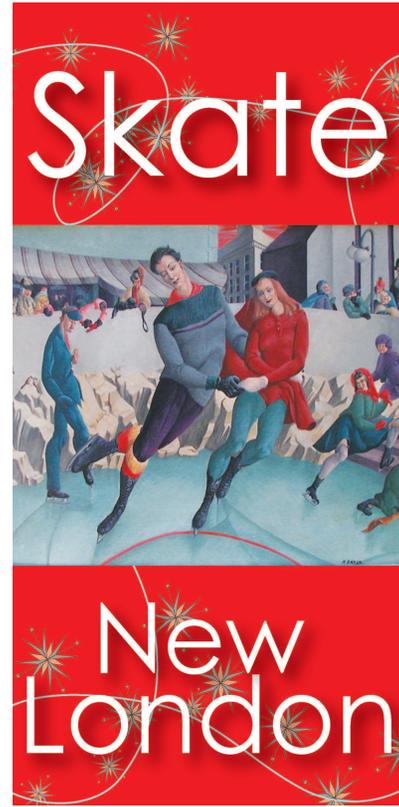
Skate

New London

Edit brochure and newsletter **content** and **layout**



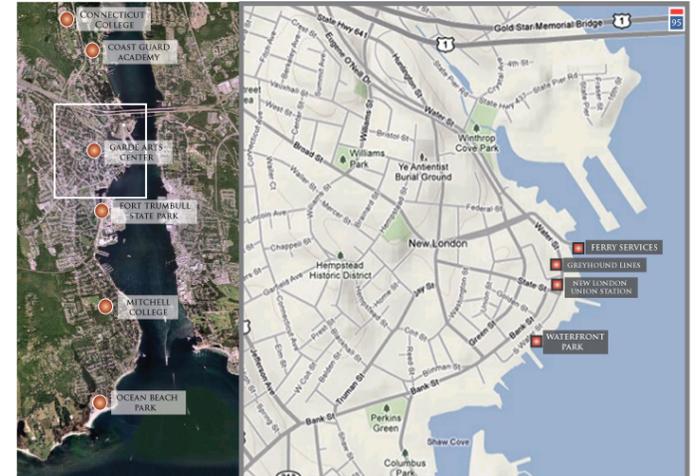
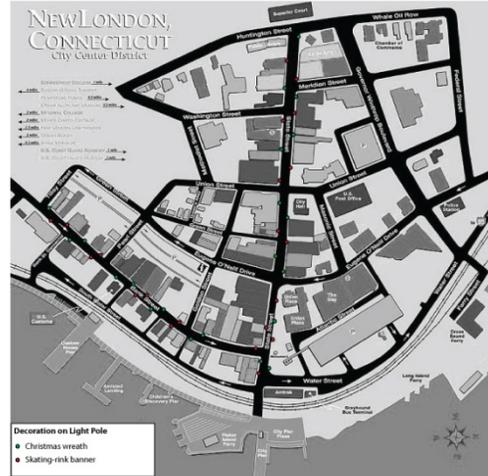
MY WORK



Design and edit web **banners**

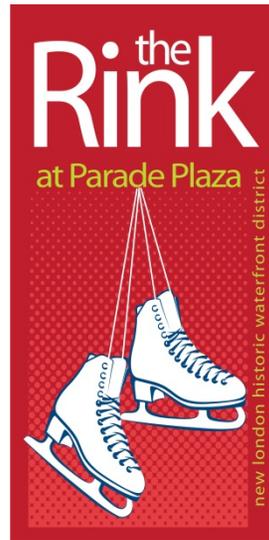


MY WORK



Develop accurate scaled **maps** with useful **information**

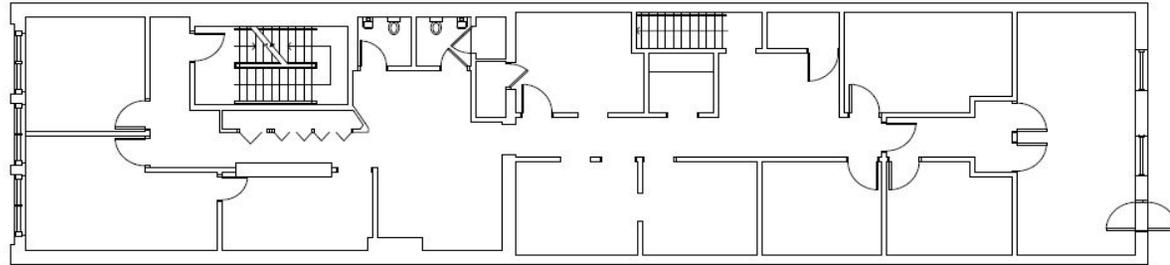
MY WORK



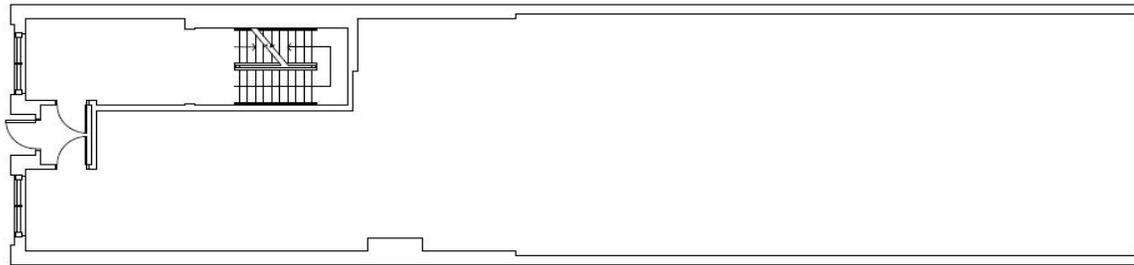
Photoshop skating rink banner previews



MY WORK



2nd FLOOR PLAN SCALE 1/4"=1'-0"



1st FLOOR PLAN SCALE 1/4"=1'-0"

Draft scaled floor plans for new office space



THE SKATING RINK AT THE PARADE PLAZA



After **2 years** of **planning**, the **Skating Rink** finally opened on Thanksgiving Weekend



REFLECTIONS

Working for **New London Main Street** has been a positive **learning experience** for me. I learned about the levels of **coordination** and **cooperation** required between all the members of the organization. A lot of tasks assigned to me tested my **design skills**, and I got better at using programs like **Photoshop**, **Illustrator** and **AutoCAD**. I also got an opportunity to learn more about the **history** and **architecture** of downtown New London, and **explore** various restaurants and coffee shops.



CONTACT INFORMATION

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