

# hummell studios *Lowcountry 2.0*

*"To connect people, places, and opportunity in the Lowcountry for a day, for a lifetime."*

*"The exponential knowledge explosion has supplanted  
"receiving" an education" with "building an education."*



February 12, 2010

Conceptual diagrams to engage dialogues  
between community, commerce, and education, to  
cultivate authentic, sustainable community dynamics.

**Concept by Amos Hummell**  
Hummell Studios  
19 Squiresgate Road  
Hilton Head Island, SC 29926  
843.290.0507  
[amos@hummellstudios.com](mailto:amos@hummellstudios.com)  
<http://www.hummellstudios.com>  
<http://www.Lowcountry2.com>



Connect, Communicate, Collaborate, Create

*"As the future unfolds, schools will emerge as critical sites for promoting health, environmental vitality, academic growth, student well being, and connections across their communities." KnowledgeWorks Foundation.*

A Creative Lifestyles Center is a private, for-profit community learning center, hosting tech-friendly environs for learning, networking, and collaboration.

Education paradigms are trending towards "education building". Maintaining relevance through a global, millennial renaissance calls for constant upgrading and instruction.

The Creative Lifestyles Center offers facilities to accommodate teaching professionals as well as lay instructors in fields ranging from mechatronics to gardening. The center will broker instructional "talent" and programming, lab rentals, civic events, as liaison and facilitator between community, commerce, and education.

### Three Dynamics

Utopian- Community-- Personal Enrichment-- Boomers 30%  
Reality- Commercial-- Sustainability-- Infrastructure  
Education- Engagement-- Passions-- Student/Family 50%

Given that "The apple doesn't roll far from the tree":

Boomers= intellectual *information* managers

Gen-Next= intellectual *technology* managers

New age is about information-- media= social planet= intellectual= story telling.  
Sustaining Attractants are:

Motion Arts-- Gen-Next-- passion  
Performance Arts-- Gen-Next-- passion  
Sustainable-- Gen-Next, Community  
Dynamic Learning-- Gen-Next, Community

Problem: A broad spectrum of relevant education is being purchased outside of our economic domain. How many millions are we losing locally for want of standard issue equipment and instruction?

Underwrite projects with attractant energizer of nascent tech industry-- which would be story telling/motion arts-- to build in a time buffer for projects during up-swing period.

Bring in complimentary retail per each anchor.

## Populations

### **Boomers** (Age 55-85)

Life expectancy continues to rise, and for the first time in our history we find 3-4 generations of workers side by side in the workplace. Disruptive economics forced many Boomers to remain active in the workforce as long as possible-- an uncomfortable fit with unemployment rates cresting at 10%.

Beaufort county is home to over 48,000 boomers. Active locally in many capacities, chiefly volunteerism. Beaufort County's Boomer population contains many top-tier talents from corporate, military, and government occupations. Most remain very civic-minded, and maintain "old- fashioned, all-American" values. Boomers comprise 33% of Beaufort County's population.

Source: US Census Bureau Driver: *Enrichment*.

### **K-16 and Family**

Digital advances are driving global change at speeds greater than the U.S. education system can handle. The education system is also stymied by sweeping budget cuts that are cancelling out curriculum and teaching jobs, creating extra challenges for Beaufort County's teachers and student population of nearly 30,000. A veritable stumbling block for Next-Gen's college-bound students, as there are very few accessible environs available for student to employ coaching, mentoring or gain practical experience. Driver: *Strive for excellence*.

### **Gen-Next** (Generation Next 1985-1994)

The most diversified population of Americans to date. More accepting of other cultures than their parents, more politically involved than past generations, well informed on global news, heavy internet users, embrace strong social tendencies, and they stake a high value on personal friendships. Gen-Next takes a dim view of being looked upon as a market. They are appalled at college tuitions, worry about finding jobs, and are the de-facto new face of America.

Driver: *"Pursue your passion!"*

### **Tourism**

Humanity has embarked upon a renaissance of self discovery. Individuals have become enthralled with their personal quest for self, and showcasing their sojourns on social networks such as Facebook. Technology makes the sharing of life experiences with others nearly free, fun, interesting, instantly And universally available, and portable.

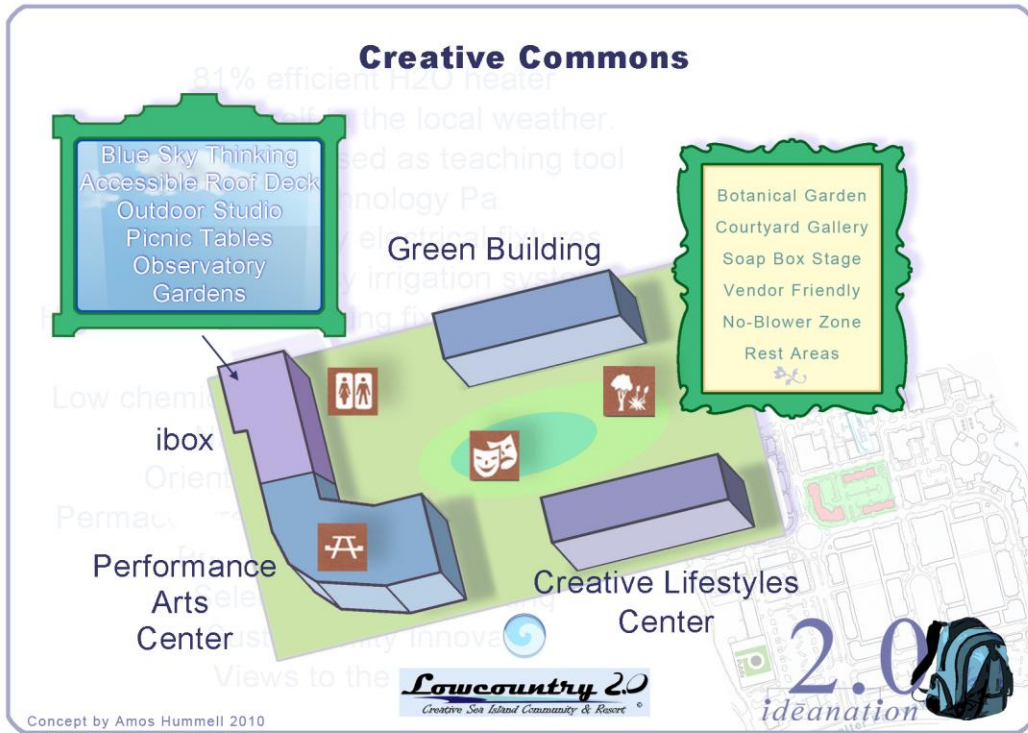
Enabled by the internet, social networking has captured the hearts and stories of hundreds of millions of people around the globe. The network is being touted as the new currency. Emergent niche markets are swarming online and surfacing as market drivers. Long distance relationships now have a multi-functional dimensionality. Destinations which facilitate sharing and participation will lead the way. Passive is passé.

### **Retail Sectors**

Discount chains dominate Southern Beaufort County's retail domain. What goods they do not offer can be readily ordered online by the customer.

For the shrinking retail sector, service, setting, and experience become key in gaining a livable market share. Cultivating niche markets and exclusive suppliers also differentiates an establishment from chain markets. Generating sufficient traffic for savvy shoppers with discerning tastes requires a dynamic variety of interesting shops and eateries.

The Lowcountry has labored in the throes of seasonality for over 300 years. An unbroken cycle of economic blessing abruptly followed by months of low activity. An inconvenient economy which makes stocking relevant inventories and profitability impractical. Relying on steady employment in either retail or food and beverage is unreliable at best, and there are few alternative employment opportunities for said workers.



**iBox Motion Arts Lab** Living in a media world

**EXPERI-MENTALITY**

- \*Apple Certification
- \*Professional Instruction
- \*Audio/Visual Production
- \*Recording Studio
- Acoustically-Designed Classrooms
- \*Interactive Gaming Labs
- \*CG Animation
- \*Digital Sound Production
- \*Practical Studio Experience
- \*Album Projects with Touring Musicians

Integrated Classrooms & Labs

media Java Cafe

Zappatizers

38 Giga Bytes Per Second

sonet

*Lowcountry 2.0*  
Creative Sea Island Community & Resort

Concept by Amos Hummell 2010

ART ADMINISTRATION  
ART THERAPY  
ART HISTORY  
ARTS AND CRAFTS  
BASIC DRAWING  
BASIC DRAWING  
CHORUS MIXED VOICE  
COLOR AND COMPOSITION  
DANCE  
DIMENSIONAL DESIGN

## Performance Arts Center

Connect, communicate, collaborate, create.

- \*Experimental Projects
- \*Alternative Process
- \*Independent Projects
- \*Student Collaboratives



- \*Black Box Theater
- \*Multi Media Presentation
- \*Music Performances
- \*Project Camps
- \*Digi-Festivals



- \*Retail, Sales,
- Rentals, Advertising

- \*International Films
- \*Live Improvisational
- \*Touring Troupes



PRINTMAKING  
DRAWING  
REGIONAL ARTS & CRAFTS  
STUDIO  
THREE-DIMENSIONAL STUDIES  
*idēanation*

*Lowcountry 2.0*  
Creative Sea Island Community & Resort

Concept by Amos C. Hummell 2010

**Training Certification**

- \*Collegiate
- \*Professional
- \*Industry Coaching
- \*Academic

**Creative Lifestyles Center**

Community Education Opportunities  
(Accredited & Noncredit Programs)

**Classroom & Conference Facilities**



Retail  
Office  
Supply



**Free-Agent Opportunity**

- \*Emmeritus
- \*Professors
- \*Certified Teachers
- \*Professionals

**Personal Enrichment**

- \*SAT Coaching
- \*Health Series
- \*Linguistics
- \*Academic Tutoring
- \*Public Services



Earth Fair  
Farm Festival  
"A community friendly information center in service to trade & lay interests & needs."  
Energy Management  
Green Building  
Green Space  
Habitat  
Human  
Hydro  
Photovoltaic  
Plant  
Pilot  
Solar  
Solar  
Solar Technology  
Solar Thermal Systems  
Sustainable Building Design  
Sustainable Landscape  
Sustainable Land-Use  
Sustainable Lighting  
Wastewater  
Water Management  
Water Systems  
Weatherization

**Green Building**  
Center For Sustainability  
Green & Clean Workforce Development

**\*Lowe's/Epperson**  
\*Energy Efficiency  
\* Weatherization \*Hybrid Technology  
\*Sustainable Architecture & Design  
\* Sustainable Land-Use & Real Estate Development

**\*GreenBuild Inc.**  
\*Anchor Attractor  
Training/Certification

**\*Clemson Extension/Certification**  
\*Arboriculture \*Permaculture  
\*Landscape & Horticulture Programing  
\*Sustainable Landscaping  
\*Green Speaker & Workshop Series

**\*Professional Series**  
\*Design and Fabrication of Solar Projects  
\*Solar Technology  
\*Solar Systems Design  
\*Interior Design-Green Building and  
\*Sustainable Design & Lighting Efficiency  
\*Energy Management

**\*Green Gallery & Shop**

*2.0 ideation*

*Lowcountry 2.0*  
Crossing Sea Island Community & Rescue

Concept by Amos C. Hummell 2010

## Examples of Community Interests

Lowcountry Arts and Crafts	Family Relations	Music - Music Appreciation
Animation	Fashion / Sewing	Music - Musical Experiences
Arboriculture	Food and Nutrition	Music - Orchestra Workshop
Art Therapy	Food and Nutrition	Networking
Arts and Crafts	Foreign Languages	Newborn to 12 Months
Business and Career Dev.	Game Design	Nutritional Health - Older Adult
Business Information Technology	Graphic Design	Organic Gardening
Child Program/Family	Green Building	Permaculture Design
Childbirth Preparation	Green Speakers	Personal Development
Citizenship	Reclamation/Preservation	Personal Finance
Cognitive Training	High School / GED / Basic Skills	Photoshop
Community Education	Home Energy Auditing	Photovoltaic Systems
Computer Art/Design	HTML Basics	Plant Identification
Computer Basics	Humans and the Biological Environment	Plant Propagation
Computer Maintenance and Repair	Hybrid Technology	Social Sciences
Dance	Indigent Health Care Seminars	Soils in landscaping
Design of Solar Projects	Interactive Media	Solar Systems Intro
Digital Audio	Interior Design	Solar Technology Intro
Digital Photography	Interior Design-Green Building and	Solar Thermal Systems
Disability Support Programs	Internet Basics	Sustainable Building Design
Drama	Internet Marketing	Sustainable Landscape
Drawing and Painting	Internship in	Sustainable Land-Use and
Earth Fair and Farm Festival Events	Environmental Studies	Real Estate Development
eBay / e-Commerce	Intro to Horticulture	Sustainable Lighting
Ecological Restoration	Jewelry Making	Visual Communications
Effective Parenting	Job Training / Certificate Programs	Wastewater Technology
Energy Management	Landscape and Horticulture	Water Management
English as a Second Language	Landscape Construction	Water Systems Design
English as a Second Language	Landscape Design	Weatherization
Environmental Studies	Landscape Maintenance	Web Design
Excel	Linguistics	Web Development
Families Learning Together	Literature Survey	Web Server
Family Communication	Media Arts	Welding
Family Education Parent	Menu Planning	Windows
	Music - Chorus Mixed Voices	Word
		Writer's Workshop

\* Tutoring for those needing basic reading, writing, and math skills

\* Community Education courses providing fee-based professional and personal enrichment classes

\* Contract Education courses customized to the specific needs of business and industry

### **Funding**

- \* Student fees, granting, rentals, and sales will be a primary sources for cash income.
- \* Volunteers in Education and industry professionals may donate class fee.
- \* Festivals and events revenues.
- \* School district funding through various channels, such as AIE programming.

### **Seeding**

Sources through Grant Development and Implementation

- \* Vocational and Technical Education Grants
- \* Economic and Workforce Development Grants
- \* Additional County, State and Federal grants.
- \* Community College Grants
- \* Economic and Workforce Development (EWD) Grants
- \* Clean Energy Workforce Training Program Grants
- \* Workforce Investment Boards
- \* Corporate and Collegiate Partnerships
- \* Department of Planning and Building
- \* Contractor's Associations



## About

### Amos C. Hummell, Lowcountry Artist

Amos Hummell has earned his place as one of the most recognizable artists in Historic Old Town Bluffton, a cozy arts community just over the bridge from Hilton Head Island, SC.

A self-taught artist who has created successfully in media from polymer clay and cash register keys to house paint and river flotsam, Amos has a gift for turning nearly any object into a canvas. His work is bright and zany, fun and funky, with a semi-tropical color palette that reflects the coastal area where Amos has lived since 1980.

In 2006, he expanded his canvas to an outdoor stage he built in the studio yard and began offering "cottage theater" performances that truly bring art to life. These mostly unscripted plays, vignettes, and musical offerings, aptly named Living Colors, are held the third Friday evening of every month.

He recently was awarded the Arts Council of Beaufort County's Jasmine award:

Town of Bluffton Mayor's Award for the Arts

"Hummell's grassroots and diligent efforts to institute an arts scene and support artists in the historic Bluffton area exhibit a passion and persistence that is crucial to ensure quality arts experiences across the county. For this reason, the ACBC Board of Director's recommended his receipt of this award to Mayor Sulka".

## Data Sources

All information may be corroborated at:

[http://www.lowcountry2.com/resource\\_links.html](http://www.lowcountry2.com/resource_links.html)



## References for Amos Hummell

### References for Amos Hummell

Mayor Lisa Sulka  
P.O. Box 386  
Bluffton, SC 29910  
843.706.4500 lsulka@townofbluffton.com

Marc Orlando  
Assistant Town Manager  
P.O. Box 386  
Bluffton, SC 29910  
843.706.4510 morlando@townofbluffton.com

Bill Herbkersman  
SC House District 118  
P.O. Box 2120  
Bluffton, SC 29910  
843.757.7900 SCHSDISTRICT118@aol.com

Mira B Scott  
Board President Island School Council for the Arts  
Picture This Gallery  
124 Arrow Rd # 5  
Hilton Head Island, SC 29928  
843.842.5299 bozena@hargray.com

Larry Heichel  
Seaboard Commercial Properties  
800 Main St., Suite 100  
Hilton Head Island, SC 29926  
843.681.5363 lheichel@hargray.com

**References for Amos Hummell** (continued)

Jacob Preston  
Preston Stoneware  
P.O. Box 921  
#10 Church Street  
Bluffton, SC 29910  
843.757.3084 gallery@hargray.com

C. Matthew Taylor, Architect P.A.  
Post Office Box 15  
Hilton Head Island, South Carolina 29938  
843.785.2282 seamateo@aol.com

Thomas Viljac  
Palmetto Land Planning LLC  
38 Calhoun Street  
Bluffton, SC 29901  
843.304.2233 landplanning@hargray.com

Donna Huffman  
The Bluffton Breeze Magazine  
18 Jason Street  
Bluffton, South Carolina  
843-757-0678 blufftonbreezer@aol.com