

What is Crew 27

Crew 27 is a place making brand that builds and facilitates

Creative Co-Working Studios.

These studios welcome all creative hobbies with open arms, bringing Inspiration, Resources, and Passion into communities all over the world.



Mission

At 27 Crew, our mission is to nurture and grow creative confidence by building local art communities and providing a space so that all people have the opportunity to create something they can appreciate.

We believe creativity begins with appreciation, taking a moment to see the beauty in what we've made, no matter how imperfect, and recognizing the courage it takes to bring something new into the world.

We are inspired by the creations that surround us, the colors of everyday, the sounds of shared spaces, and the stories told through art, movement, and design. In every idea, sketch, or performance, we see a reflection of human curiosity and connection.

Through collaboration, reflection, and play, we aim to build a culture where creativity feels limitless and self-expression feels safe. Our journey is not just about creating more, it's about creating an impact with intention, gratitude, and awareness.

At 27 Crew, we celebrate the process as much as the product, knowing that each act of creation adds to a living tapestry of inspiration that continues to grow, evolve, and remind us of what we are capable of imagining together.

Who?

People who enjoy working around others and believe in the power of community and collaboration. Crew 27 members value their creative freedom and their ability to work through creative ruts. They are also the kind of people who spend just as much time viewing other people's art as they spend making their own.

Age: (10 – 15), (16 – 25), (26 – 40).

All people are welcome, but more focused on the younger audiences

Income: Low to high Income.

There will be free resources. Members will have access to a wider variety of resources.

Location: Urban locations.

To be closest to the most people.

Education Level: Does not matter



Jessica

17 years old

High School Student

Middle Income

Jessica is a high school student who has gotten the chance to take a screen printing class. She has always been interested in art, but has developed a passion for the process of screen printing. Unfortunately, she is no longer in this screen printing class and has no access to the resources needed to screen print. While she could always save up and buy her own materials, she still wouldn't have a good area to work in.

James

31 years old

College Graduate

Freelance Graphic Designer

Middle Income

James has just recently graduated from college and is now working as a freelance graphic designer. However, he has a passion for black and white photography and loves to experiment in the dark room. While he was at college, he was always able to access the photo lab and was able to freely explore the process of black and white photography. Now that he is back living in his hometown, there is nowhere for him to develop his photos himself. He currently lives in a small apartment with poor ventilation and cannot use the photo chemicals where he lives. He has saved up enough money for the materials he needs, but is unable to afford the cost of renting a studio space on top of his apartment's rent.

Competition Research

Other Co-Working Spaces

The Issue

Most are business-oriented.

The ones based around art mainly just offer the space to work.

Renting or leasing

Limited collaboration & lack of community.

EXPENSIVE & Complicated

Storefront

Art Oriented

High Contrast Serif Transitional Word mark

Black, Green, White

RECOURSES:

Gallery Space, Meeting Space, Flexible Offices, Photo Shoot space, Food / Restaurant / Beverage, Showroom

PRICING:

Lounge ~ \$200-\$2000 p/d

Studio ~ \$10-\$1000 p/d
(\$10 Studio is actually fairly ideal)
— Stony Point, Richmond

ADDITIONAL SPACES OFFERED IN VA:

Podcast Studio – \$90 p/d

Salon Space – \$48 p/d

Photography Studio – \$1008 p/d

Corner Building Space – \$360 p/d

Regus

Business Oriented

San-Serif word mark

Red, Black, Blue

LOCATION:

San Diego

RESOURCES:

Office Space, Co-working, Virtual Offices, Meeting Rooms, Membership, Event Space, Private Offices, Medical & Wellness, Custom Offices, Day Offices, Hot Desks, Dedicated Desks, Workplace Recovery

PRICING:

Lounge – \$119 p/m

Co-working – \$279 p/m

Office – \$559 p/m

Workhouse Arts Center

Art Oriented

Geometric Sans Serif word mark with logo

Purple, Black, White

LOCATION:

Lorton VA

RECOURSES:

Classes, Exhibitions, Event Spaces, Classroom Rentals, Outdoor Rental, Gallery

PRICING:

Classes ~ \$50-\$300 per class

Other Spaces – Not listed

What Crew 27 Offers

Studio Space
Art Shows and Viewings
Exhibition Areas
Resources & Supplies
Classes
Community

**Catered to all kinds of media,
ALL IN ONE SPACE!**

How?

MEMBERSHIP

Supplies & extra resources
100% Studio access
Discounted classes
Discount on all events
Care package

FREE RESOURCES

Studio space
Art viewings
Community

Crew Box

PACKAGE CONTENTS

T-shirt
Stickers
Pencils
Notepad
Shoulder bag
Custom supplies
(*varies by media*)

Vision

Our vision is to create vibrant, creative studios in communities across the world. Each studio will be a sanctuary for makers, dreamers, and storytellers, providing the materials, tools, and atmosphere needed to bring ideas to life.

We believe creativity flourishes when people are given room to explore, to make mistakes, and to grow. These studios will serve as living hubs of inspiration, places where local voices can express their culture, collaborate freely, and transform passion into purpose.

By weaving a global network of creative spaces, we aim to connect communities through art, design, and shared experience, nurturing a world where creativity is not a privilege but a way of life.

ASSETS

Capstone
Brand ID
C27-LOGO-Animation
C27-Presentation