

Velvet Trigger

Women-Focused Personal Safety & Firearms Training Facility

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Project Overview

Velvet Trigger is a women-focused personal safety and firearms training facility located in Rockdale County, Georgia. The 29,018-square-foot senior capstone project reimagines the traditional shooting range as a supportive environment for education, confidence-building, responsible firearm safety, self-defense training, wellness, and community.

The concept responds to research showing that many women perceive conventional gun ranges as male-dominated and intimidating. Rather than using a dark, tactical design language, the project introduces a refined hospitality-inspired atmosphere with rich materials, deep green velvet, warm wood tones, gold accents, biophilic elements, comfortable lounge settings, and clear circulation.

Design Concept and Spatial Organization

The facility is organized around a radial planning strategy inspired by the movement of concussive sound waves. From a central decision point, users are guided toward three primary experiences: the Training Wing, the Practice Wing, and the outdoor/community gathering zone. This layout supports intuitive wayfinding, visibility, and a calmer arrival experience for new users.

The Training Wing supports first-time users through classrooms, orientation spaces, simulator instruction, and a training range. The Practice Wing supports returning users through continued simulator training and live-fire practice. The design also includes supportive spaces such as therapy areas, mothers rooms, employee work areas, conference and rental space, firearm rental, gunsmith support, storage, and restrooms.

Key Design Drivers

Environmental Psychology and Human Factors informed the project by prioritizing comfort, clarity, and user confidence. Biophilic design is expressed through greenery, lake views, organic forms, and natural textures. Defensible Space Theory influenced clear boundaries, staff visibility, open layouts, and controlled access. ADA accessibility is integrated through inclusive circulation, accessible range lanes, adjustable user conditions, and equipment designed for seated and standing users.

Program Highlights

Major program areas include the reception and waiver area, The Armory rental area, The Vault retail experience, community lounge and cafe, simulator rooms, practice and training ranges, classrooms, therapy offices, mothers rooms, employee workspace, conference/rental space, gunsmith, storage, and building support areas. The Vault functions as a curated retail environment for range bags, accessories, ammunition, and firearm-related displays, blending retail practicality with a refined gallery-like experience.

Project Intent

Velvet Trigger asks how a firearms training facility can welcome women into the shooting community without intimidation while supporting self-defense, empowerment, and education. The project positions design as a tool for safety, belonging, and transformation - creating a place where women can learn, practice, connect, and build confidence.





















