PORTFOLIO ONE

RESEARCH, PROGRAM, AND CONCEPT

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RESEARCH

What is Co-working?

• FOR WHO?

- freelancers
- consultants
- entrepreneurs
- remote workers

- small business owners
- millennials

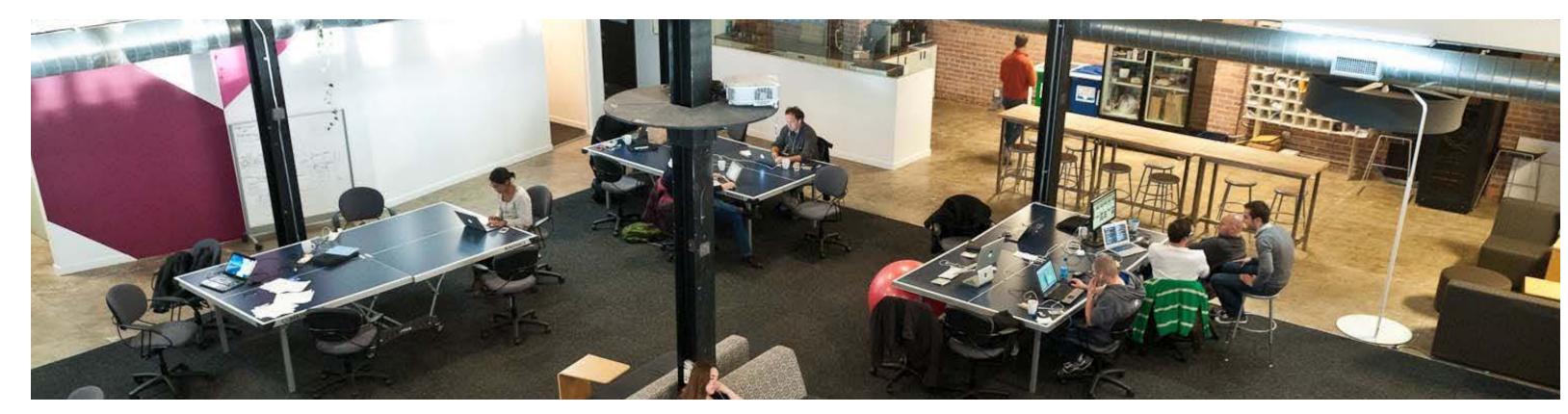


COWORKING



WHAT IS IT?

- shared workspace
- provides business professionals with all the benefits of a professional office
- community setting
- independent
- encourages networking



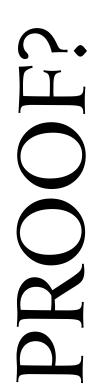
WHAT ARE THE BENEFITS?

- flexible costs
 - based on how and how often the space is used
- office or workspace outside the home

- social value as best feature
- non-isolation
- brainstorming/bounce ideas around with others
- share advice

- serious collaboration
- networking!
 - within given field and across range of other disciplines

"Coworking spaces offer a community as much as they do office space and resources." - Faas, CITEworld





- 65% are entrepreneurs.
 - coworking creates motivating factors for employees
- one in four users started professional partnerships or collaborations.
- 50% said
 their "business know how" significantly improved.
- wide range makes easier to make connections

- established large companies are putting coworking concepts into their office designs as well
- increased productivity when employees are happy and enjoy work

WORK







PROGRAM

What the client needs & wants?

BB Furniture Showroom + Design

- This space is a second design space for an already developed interior design firm, owned by a VA graduate whom decided to remain in the area.
- The design firm strives to produce designs that are original, while being inspired by other cultures and many different ideas.
- The Richmond, VA location is an important part of the firm's design process because of the location's reliability on trade.

Needs for the space

- a design studio area, a show room space for newly developed designs, and an office set up to serve as the marketing hub for this branch of the brand.
- a few "community" areas, where the inhabitants of the office can meet, converse, take a break, and also spaces where outsiders to the space can feel comfortable.
- additional flexible office spaces for sales reps to connect back into the brand and work when they are not traveling
- areas that are inspiring to the designers, but not overwhelming to their own ideas.
- inspiration should show past designs of the firm, as well as cultural inspirations from travels and trade brought to location.

Programming

Executive

- increase number of directors
- office into workstations
- assistants are sales reps decrease individual workstations
- rep workstations are not permanent places free for all

Administration

decrease square footage for clerical finance personnel

Account Administration

- create offices and workstations individual to the users
- decrease total amount of offices
- increase total amount of workstations
- decrease storage

Creative Services

- decrease number of team managers
- decrease individual office size for team managers
- add shared space planners office
- team assistant = individual product designers
 - decrease number and increase individual workstation
- increase concept lounge/show room
- decrease work/studio area
- decrease storage minimally

Support increase number of directors

- add vacant office space
- decrease number of conference rooms
- decrease lunch room size
- add storage area with open work areas available

Summary										
Personnel Totals Per Department	Personn	el Totals	Personnel				Support	Total	Circulation	Carpetable
	Current	Future	Sq. Feet	Computer	Printer	Fax	Sq. Feet	Sq. Feet		Sq. Feet
Executive	1	22	650	14	3	-00	-00	650	1.54	1,001
Administration	2	4	224	4	1	-00	-00	224	1.54	345
Account Admin	6	26	1,124	19	6	-00	97	1,221	1.54	1,880
Creative Services	12	18	1,390	18	1	-00	1,248	2,638	1.54	4,063
Support	-00	-00	-00	-00	-00	-00	1,890	1,890	1.54	2,911
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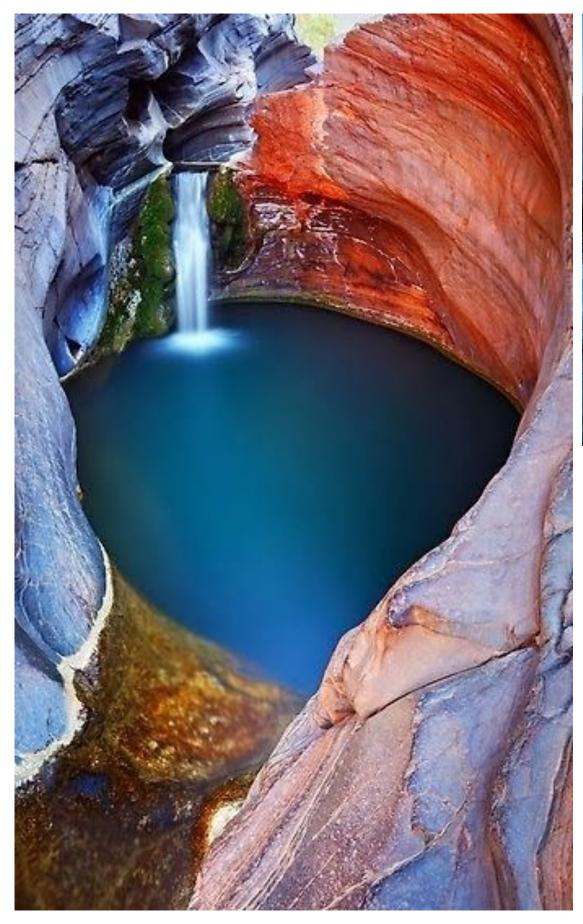
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Accounting Director	1	1 80	80	1	1			Sub Tota			1 Square Ft.
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Photographer/Digital Imaging Director	1	1	80 80	1	1			Total Car	rpetable:	1880.34	4 Square Ft.
Interior Designer/"Brand Guide"	1	2	80 160	2							
Web Designer	1	1 60	60	1			Distinct/separate space rather than cut off office				
Web Designer - Assistant	0	1	34 34	1			Station may be inside web designer's distinct office station				
Event Planner	1	2	60 120	2	1		Near Interior Designers & Sales Floor				
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Flexible work stations	0	17	30 510	10	2		Large Meeting area and work stations - Long tables with seats.				
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					0						Total Car	petable:	4062.52 Square Ft
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Concept Lounge/Show Room	0	1		1000	1000			Open Spa	ace/constantly changing area				
					0								
Central Studio Area	0	1		98	98 C	entral to Desig	ner Workspaces	Open Spa	ace with Flexible Furniture, Cabinetry				
					0								
Textile Storage Room	0	1		150	150 N	ext to Studio A	rea and Designers	Shelving	and Cabinets with Central Work Counter/	storage under counters as well			
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acant Office	1 0 1	2	300 30 80 16				ed in a way for sound barrier			
/acant Office Conference Room	1 0 1	2	300 3(80 1(300 3(Dual with reception area Near Reception/Entry & Show Room Ar O		Open, Natural light passing into other space, and close	ed in a way for sound barrier			
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Conference Room Computer Service Area Computer Server Room Copy/Fax Station Cantry	1 0 1 0 1 1 1 1	2 1 1 1 1 1 1	300 3(80 116 300 3(6 80 80 8 80 8 80 8 120 117 1100 116 1100	Dual with reception area Near Reception/Entry & Show Room Ar Near Reception/Entry & Show Room Ar Near Account Admin Spread throughout		Open, Natural light passing into other space, and close Work counter, outlets Raised floor, secure, 3 racks Work counter Coffee, sink, refrigerator, cabinets	ed in a way for sound barrier			
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CONCEPT & INSPIRATION

Inspiring the Space's Design









OUR ORIGINALITY IS DERIVED FROM OUR OBSERVATIONS

- INSPIRATION FROM TRAVELS.
- HOW PAST EXPERIENCES EFFECT OUR PRESENT DESIGNS.
- CREATIVITY INDUCED BY COLORS, TEXTURES, AND PATTERNS.
- CLEAN WITH SPLASHES OF CRAZY.

































