

# PORTFOLIO ONE

RESEARCH, PROGRAM, AND CONCEPT

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Commercial II ~ Systems  
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# RESEARCH

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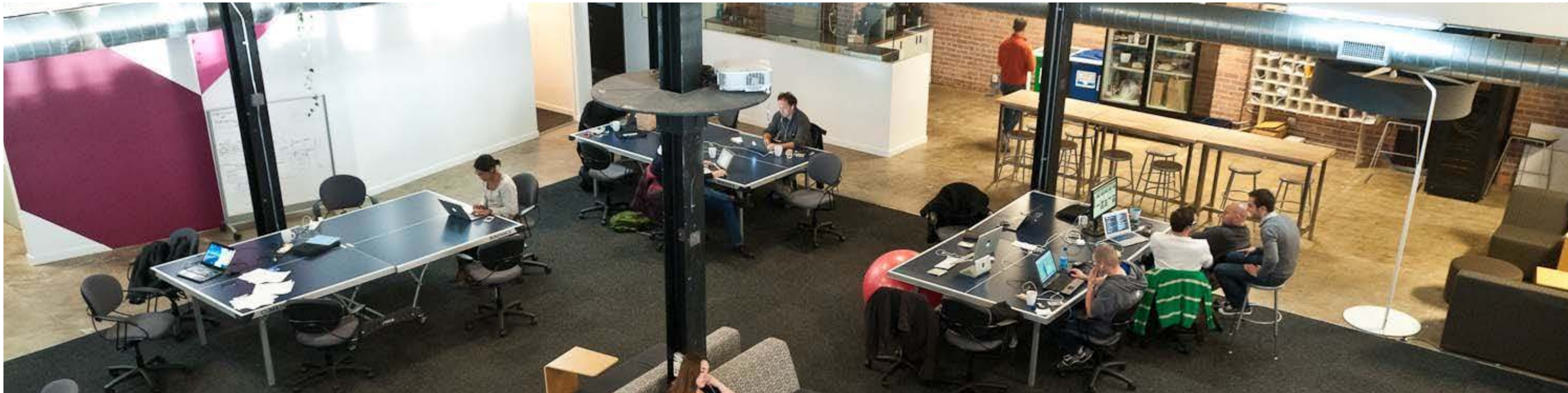
What is Co-working?

# COWORKING

- FOR WHO?
  - freelancers
  - consultants
  - entrepreneurs
  - remote workers
  - small business owners
  - millennials



- 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**



# PROOF?

- 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

# COWORKING



# PROGRAM

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What the client needs & wants?

# BB Furniture Showroom + Design

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- 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

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- 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

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- **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	Personnel Totals		Personnel				Support	Total Sq. Feet	Circulation	Carpetable Sq. Feet
	Current	Future	Sq. Feet	Computer	Printer	Fax	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
<b>Totals:</b>	21	70	3,388	55	11	-00	3,235			10,199

**Executive**

**PERSONNEL**

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
					0				
Sales Consultant/Director	1	4		50	200	4	1		Work stations with one visitors seating
Rep's stations	0	18		25	450	10	2		Flexible work stations for visiting reps, not a permanent desk area
					0				
					0				
					0				
					0				
					0				
					0				
					0				
					0				
<b>Personnel Totals:</b>	<b>1</b>	<b>22</b>			<b>650</b>	<b>14</b>	<b>3</b>	<b>0</b>	

**Department Summary Information:**

Personnel	650 Square Ft.
Equipment	0 Square Ft.
<b>Sub Total:</b>	<b>650 Square Ft.</b>
Circulation	1.54
<b>Total Carpetable:</b>	<b>1001 Square Ft.</b>

**Interviewee:**  
 Interview Date:  
 Revision Submitted:  
 Sign Off:

**SUPPORT/EQUIPMENT SPACES**

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
<b>Support Totals:</b>				<b>0</b>		

**Department Notes:**  
 Space is open with individual spaces  
 Space is attractive

**Administration**

**PERSONNEL**

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
					0				
<b>Finance</b>					0				
					0				
Manager	0	1		80	80	1			
Clerical	2	3		48	144	3	1		
					0				
					0				
					0				
					0				
					0				
					0				
					0				
					0				
					0				
<b>Personnel Totals:</b>	<b>2</b>	<b>4</b>			<b>224</b>	<b>4</b>	<b>1</b>	<b>0</b>	

**Department Summary Information:**

Personnel	224	Square Ft.
Equipment	0	Square Ft.
<b>Sub Total:</b>	224	Square Ft.
Circulation	1.54	
<b>Total Carpetable:</b>	345	Square Ft.

**Interviewee:**

Interview Date:

Revision Submitted:

Sign Off:

**SUPPORT/EQUIPMENT SPACES**

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
<b>Support Totals:</b>				<b>0</b>		

**Department Notes:**

**Account Admin**

**PERSONNEL**

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
					0				
Marketing Expert	1	1	80		80	1	1		Close to Accounting Director
Accounting Director	1	1	80		80	1	1		
					0				
Photographer/Digital Imaging Director	1	1		80	80	1	1		
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
					0				
Flexible work stations	0	17		30	510	10	2		Large Meeting area and work stations - Long tables with seats.
					0				
					0				
					0				
<b>Personnel Totals:</b>	<b>6</b>	<b>26</b>			<b>1124</b>	<b>19</b>	<b>6</b>	<b>0</b>	

Department Summary	
<b>Information:</b>	
Personnel	1124 Square Ft.
Equipment	97 Square Ft.
<b>Sub Total:</b>	1221 Square Ft.
Circulation	1.54
<b>Total Carpetable:</b>	1880.34 Square Ft.

Interviewee:
Interview Date:
Revision Submitted:
Sign Off:

**SUPPORT/EQUIPMENT SPACES**

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
				0		
				0		
				0		
				0		
				0		
				0		
Storage	1	1	97	97	Spread throughout	
				0		
				0		
				0		
				0		
				0		
				0		
<b>Support Totals:</b>				<b>97</b>		

**Department Notes:**

**Creative Services**

**PERSONNEL**

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes	Department Summary	
	Current	Future	Office	Workstation		PC	Printer	Fax		Information:	
Team Manager	1	1	70		70	2	1		Private office (audibly) - with seating	Personnel	1390 Square Ft.
Space Planner	1	2	60		120	1			Both Space Planners can share office, does not have to be completely closed off from others	Equipment	1248 Square Ft.
Project Designer/Product Design	10	15		80	1200	15				<b>Sub Total:</b>	2638 Square Ft.
					0					Circulation	1.54
					0					<b>Total Carpetable:</b>	4062.52 Square Ft.
					0						
					0						
					0						
					0						
					0						
					0						
					0						
					0						
<b>Personnel Totals:</b>	<b>12</b>	<b>18</b>			<b>1390</b>	<b>18</b>	<b>1</b>	<b>0</b>			

**Interviewee:**  
 Interview Date:  
 Revision Submitted:  
 Sign Off:

**SUPPORT/EQUIPMENT SPACES**

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes	Department Notes:	
	Current	Future						
				0				
				0				
				0				
Concept Lounge/Show Room	0	1	1000	1000		Open Space/constantly changing area		
				0				
Central Studio Area	0	1	98	98	Central to Designer Workspaces	Open Space with Flexible Furniture, Cabinetry		
				0				
Textile Storage Room	0	1	150	150	Next to Studio Area and Designers	Shelving and Cabinets with Central Work Counter/ storage under counters as well		
				0				
				0				
				0				
				0				
				0				
<b>Support Totals:</b>				<b>1248</b>				





# CONCEPT & INSPIRATION

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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.

