

# PORTFOLIO ONE

EAST CAROLINA UNIVERSITY

CLARA REZK

**BABY BOOMER**

1946- 1959

**GEN X**

1960- 1979

**GEN Y**

1980- 1994

BORN BETWEEN EARLY 1940s AND MID 1960s

STRONG GENERATIONAL PRESENCE

STEREOTYPICALLY DESCRIBED AS ACHIEVEMENT ORIENTED

INDEPENDENT AND IN CONTROL OF THEIR OWN DESTINIES

RESPECTFUL OF AUTHORITY

ATTACHED TO ORGANIZATIONS

HIGHLY INVOLVED AND DILIGENT ON THE JOB

OFTEN VIEWED AS COMPETITIVE AND MEASURE SUCCESS MATERIALLY

65.8 BILLION GEN X WORKERS (60% OF THE CURRENT WORK FORCE)

CHARACTERISTICS OF INDEPENDENCE, HARD WORK ETHIC, ADAPTABILITY & SELF-SUFFICIENT

NATURAL PROBLEM SOLVERS, THEY LONG FOR CONTINUED PROFESSIONAL DEVELOPMENT & LEARNING IN THE FIELD

TO ACCOMMODATE GEN X , JOBS SHOULD OFFER FLEXIBLE SCHEDULES, TELECOMMUTING AND JOB-SHARING POSITIONS

“APPEAL TO THEIR NEED TO ACCOMPLISH SOMETHING BEYOND THEMSELVES WITH PURPOSE AND CONTRIBUTE TO A HIGHER IDEAL, [THIS] RENEWES MOTIVATION AND ENGAGEMENT.” -EXECTIVE COACH STEPHANIE SOMANCHI

MILLENNIALS ARE THE FIRST “HIGH TECH” GENERATION

THE MOST RACIALLY AND ETHNICALLY DIVERSE OF THE FOUR GENERATIONS

VALUE DIVERSITY AND CHANGE

**COMMON STEREOTYPES:**

BEING DISTRUSTFUL OF ORGANIZATIONS

STRONG DESIRE FOR MEANINGFUL WORK

VIEWING FAMILY AS KEY TO HAPPINESS

LIFELONG LEARNING AS A HIGH PRIORITY

VALUE LEISURE

LESS LOYAL TO EMPLOYERS



## BUILDING GENERATIONAL BRIDGES IN THE WORKPLACES

MANAGERS AND SUPERVISORS SHOULD REASSURE EMPLOYEES THAT GENERATIONAL DIFFERENCES CREATE A RICHER, FASCINATING WORKPLACE ENVIRONMENT

LEARNING EACH EMPLOYEE'S PERSONALITY

TAKING SUGGESTIONS AND PREFERENCES FROM EACH GENERATION

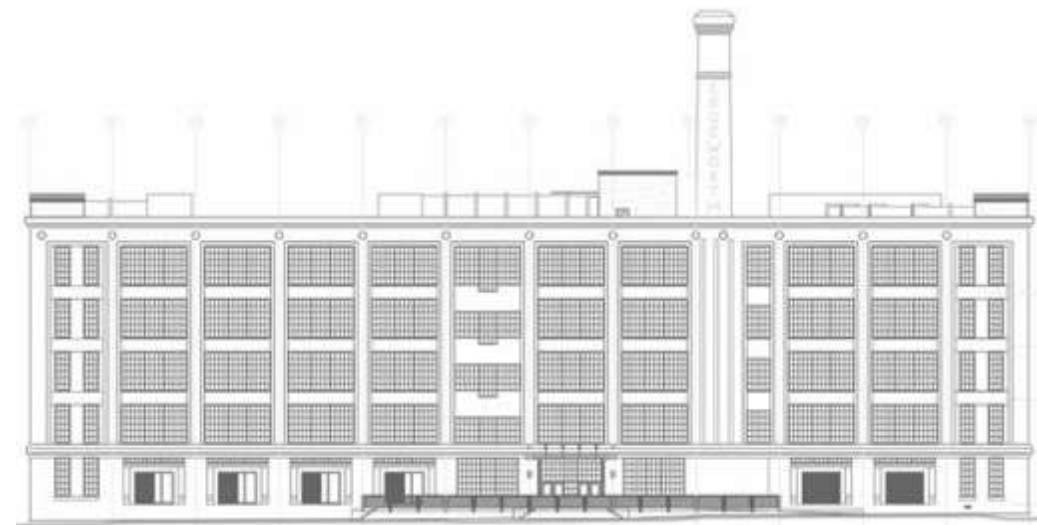
CREATING SPACES THAT ACCOMMODATE DIFFERENT GENERATIONS



THE EDGEWORTH BUILDING REDESIGN WILL ACCOMMODATE COMMERCIAL GROUPS OF WORKERS THAT ARE LOOKING FOR A PLACE IN THE RICHMOND, VA.

THE OWNER OF THE SPACE IS FOREST CITY ENTERPRISES & THE CLIENT IS REAL STATE ENTREPRENEUR, ENGINEERING & INTERIOR DESIGN SECTS & THE USERS WILL BE THE WORKERS THAT WILL SPEND THEIR DAY IN THE SPACE.

**REDESIGNING THE SPACE SHOULD CATER TO OFFICE WORKERS THAT NEED SPACE TO WORK & COLLABORATE IN ORDER TO CREATE A COMFORTABLE & EFFICIENT WORKPLACE.**





PROJECT INFORMATION

**OWNER:** FOREST CITY ENTERPRISES

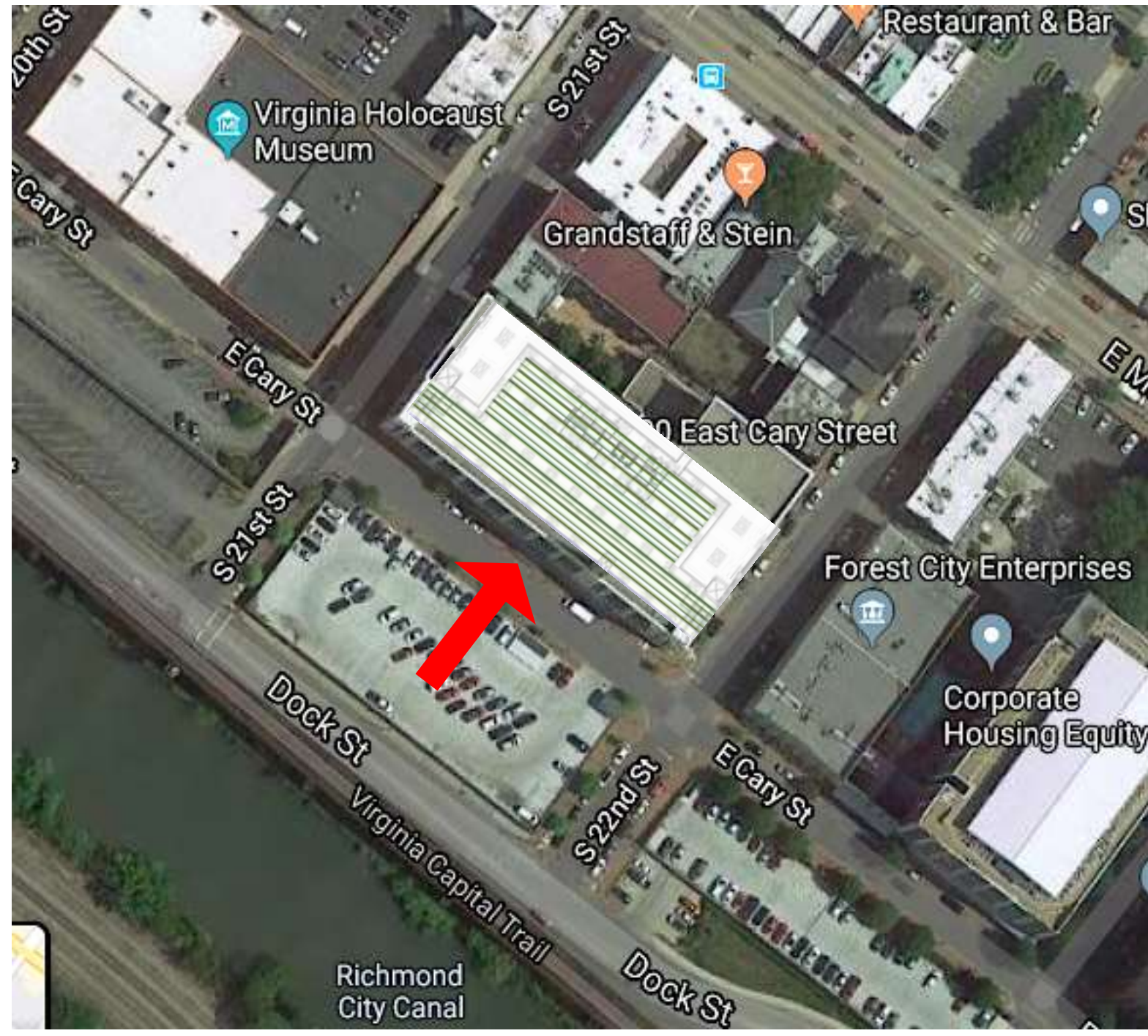
**RENOVATION ARCHITECT:** BASKERVILL

**LOCATION:** 2100 E. CARY STREET

RICHMOND, VA

**SIZE:** 10,096 SF

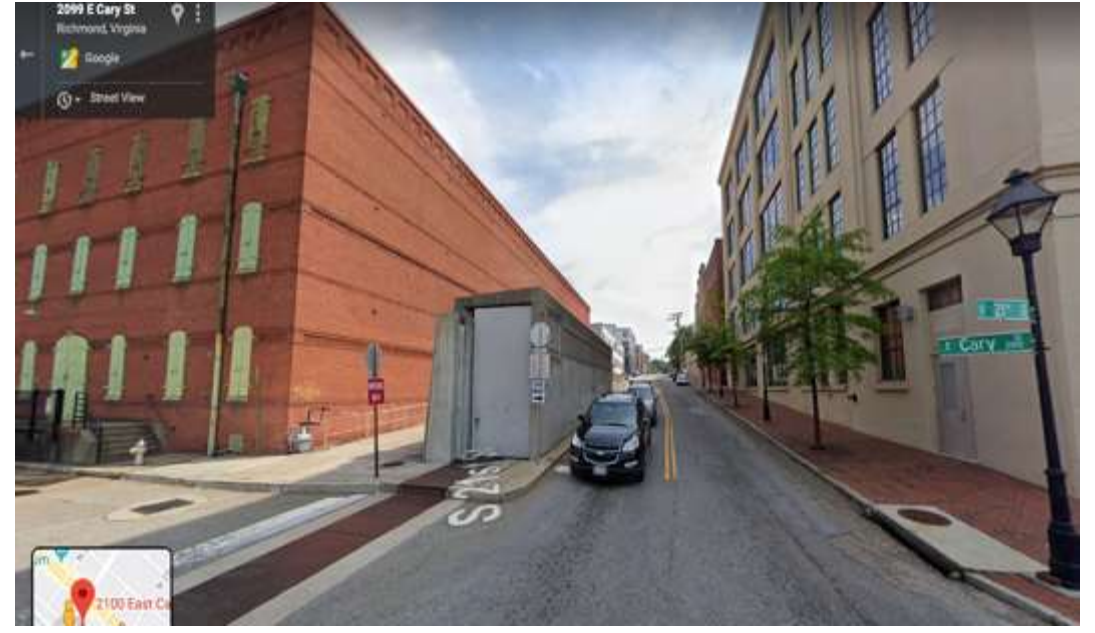
**USE:** OFFICES, RETAIL SPACE & PARKING GARAGE



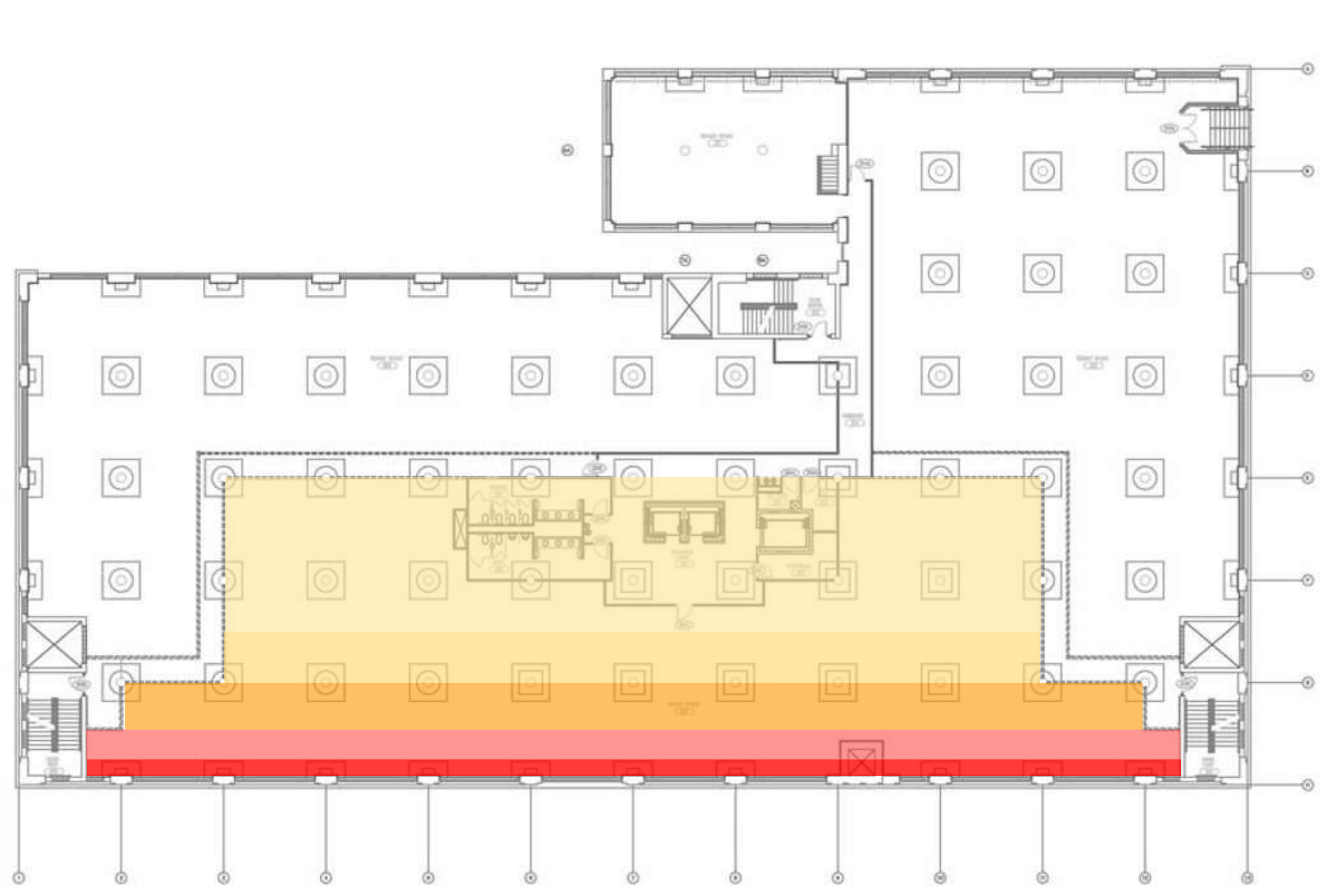
EAST NEIGHBOR



WEST NEIGHBOR



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# IDSN 3202 - PROGRAM DOCUMENT

## PERSONNEL AND WORK SPACES

### PERSONNEL

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
Director		3	120		360	3			
Manager		15	120		1800	5	1	1	
Assistant Manager				0	0	2	1		
Administrative Assistant				0	0	3	2	1	
Tech Assistant				0	0	5	5	1	
Assistant		50		48	2400	2			
<b>Personnel Totals:</b>	<b>0</b>	<b>68</b>			<b>4560</b>	<b>20</b>	<b>9</b>	<b>3</b>	

### Department Summary

<b>Information:</b>		
Personnel	4560	Square Ft.
Work	500	Square Ft.
Support	1856	Square Ft.
<b>Sub Total:</b>	<b>6916</b>	<b>Square Ft.</b>
Circulation	1.54	
<b>Total Rentable:</b>	<b>10651</b>	<b>Square Ft.</b>

### WORK SPACES

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
Open Work Area	0	1	500	500	Adjacent to Teams	Work counters
<b>Support Totals:</b>				<b>500</b>		

### Interviewee:

Interview Date: \_\_\_\_\_  
 Revision Submitted: \_\_\_\_\_  
 Sign Off: \_\_\_\_\_

### Department Notes:

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### SUPPORT/EQUIPMENT SPACES

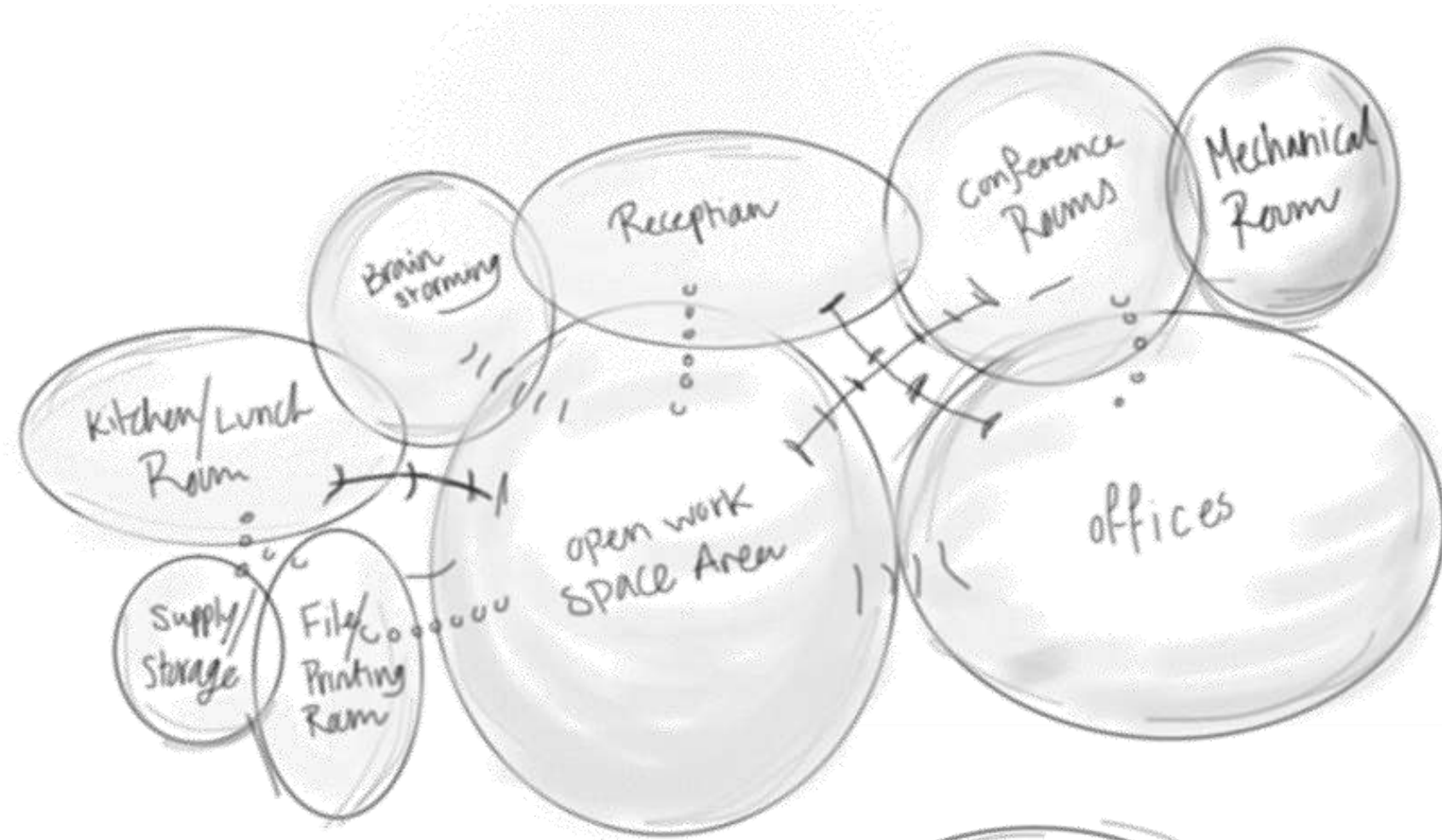
Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
Reception		1	500	500	Direct access to Entrance and Large Conference	Waiting for 5, TV's
Large Conference Room		1	300	300	Next to Reception	Full AV
Conference Room		1	120	120	Shared by all areas	Full AV
Brainstorming Room		1	120	120	Cross of the large conference room	White/chalk board, inspiration quotes
File/Printing Room		2	48	96	One on each side	Work counter, outlets, Printers, shredder
Library/Quiet Room		1	120	120	One on each side	Shelves and seating area
Kitchen/Lunch Room		1	300	300	Easy access	Full kitchen, seating and coffee
Mechanical Room/ IT Room		1	300	300	Near Base Building air supply	Supplemental Air
<b>Support Totals:</b>				<b>1856</b>		



MODERN  
CULTIVATED  
INDUSTRIAL

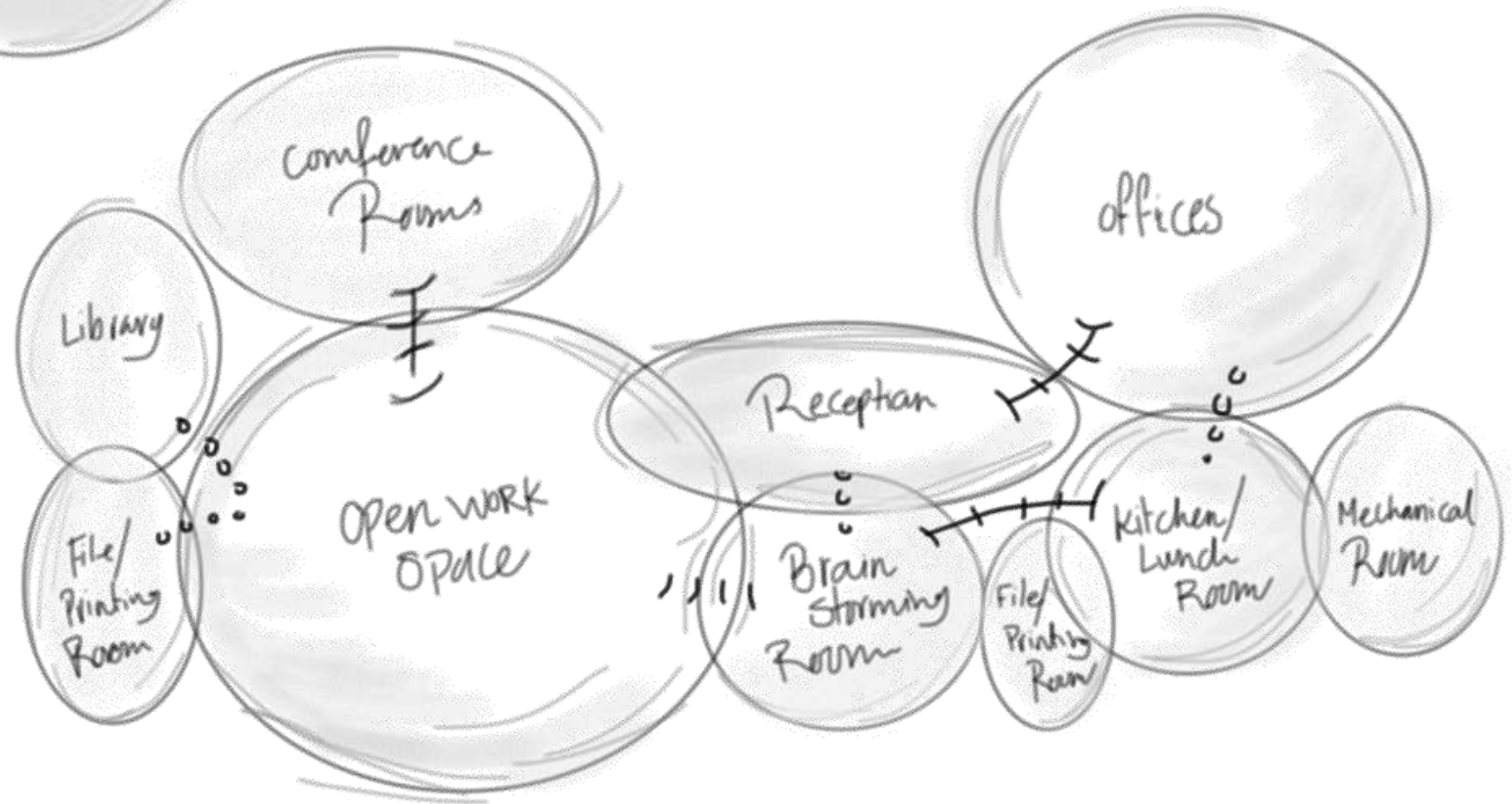


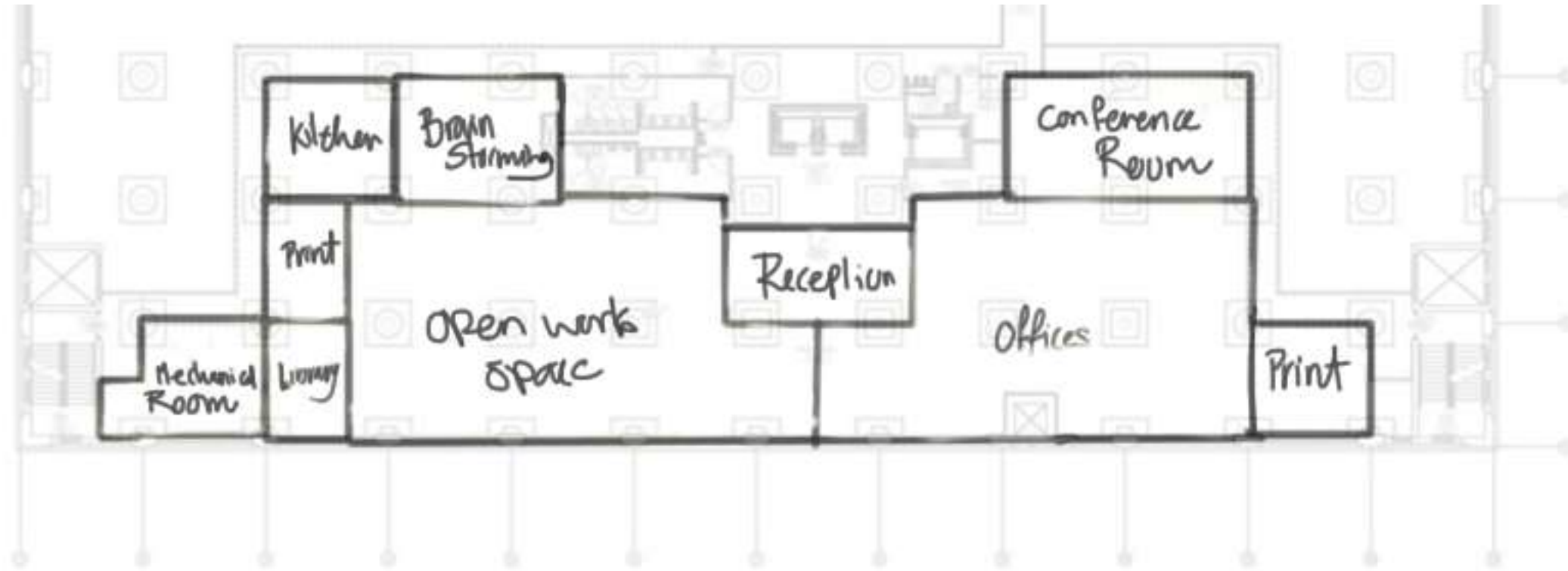
**THE RICH HISTORY OF THE CITY WILL IMPACT THE SPACE WITH ARTISTIC FLARE BY INCORPORATING HISTORICAL ART AND ELEMENTS MADE BY THE LOCALS. THE CULTURE OF THE NEIGHBORHOOD IS INSPIRING AND MOTIVATING THE WORKERS**



**OPTION  
ONE**

**OPTION  
TWO**

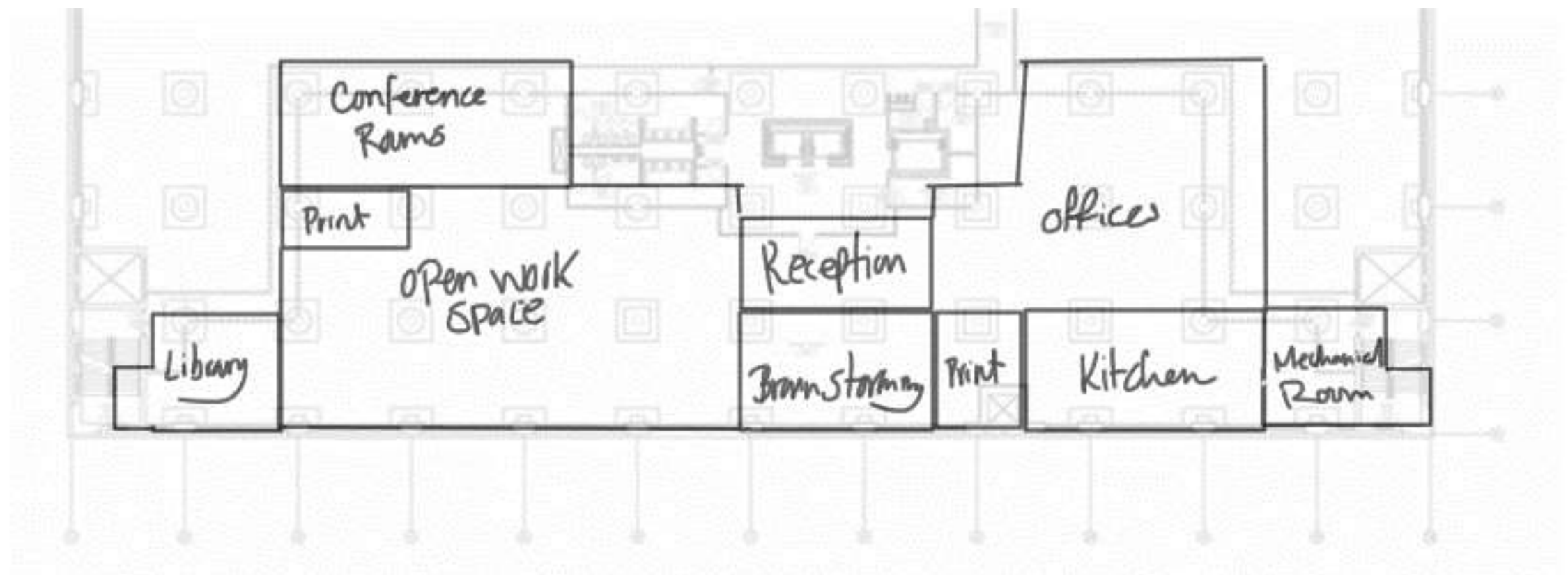




**OPTION  
ONE**



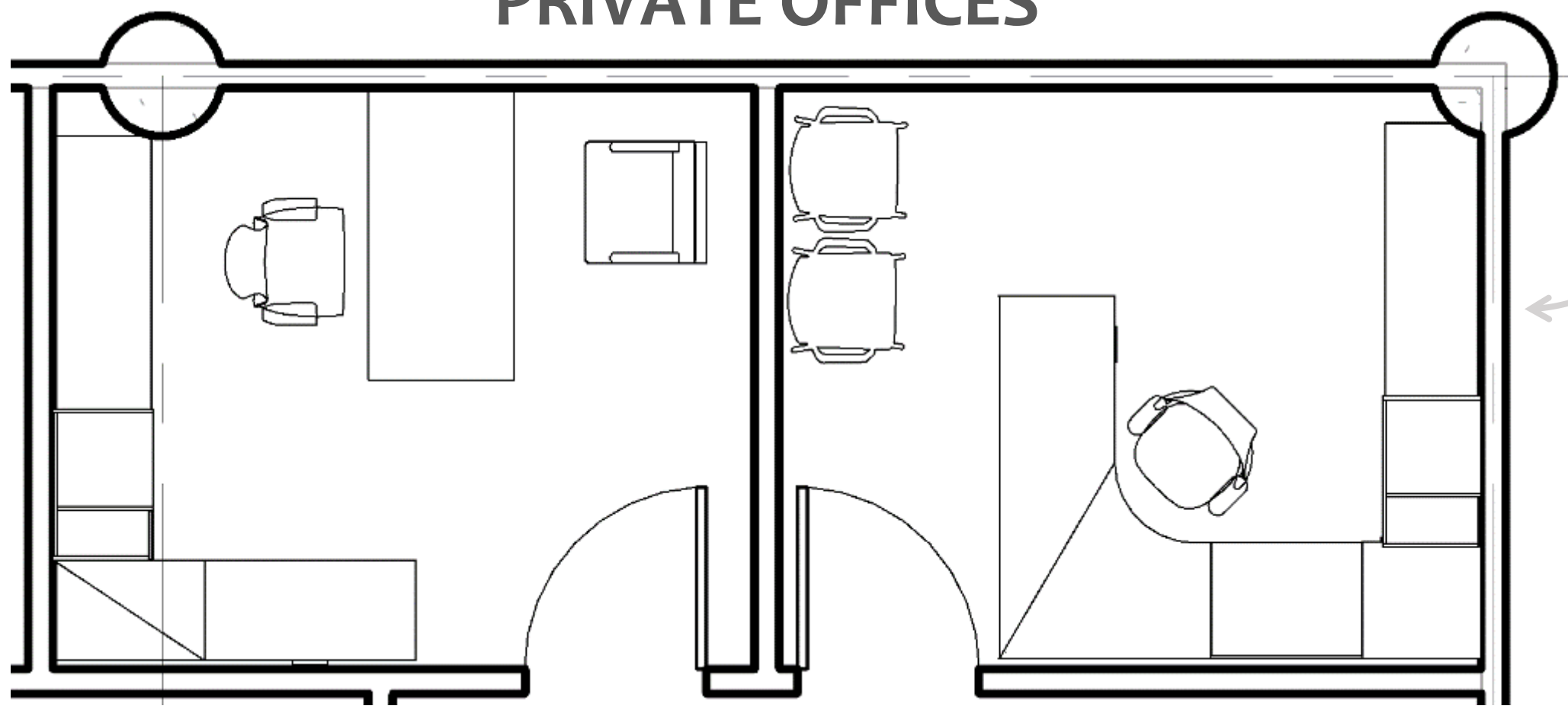
**OPTION  
TWO**



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# PRIVATE OFFICES

**OPTION TWO**



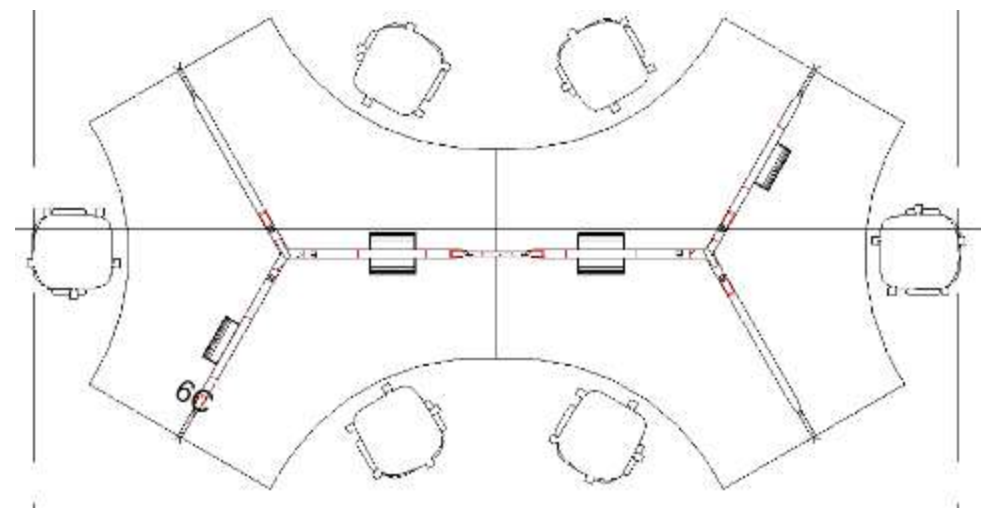
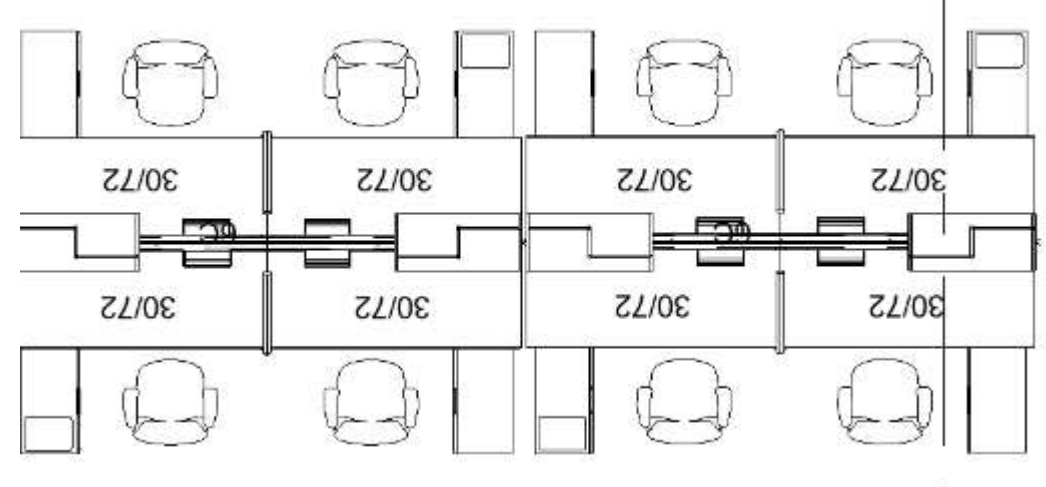
**OPTION ONE**



**OPTION TWO**



# OPEN WORKSPACE



**OPTION ONE**

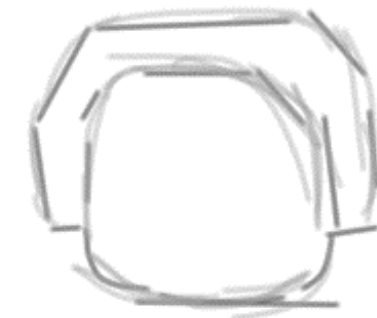


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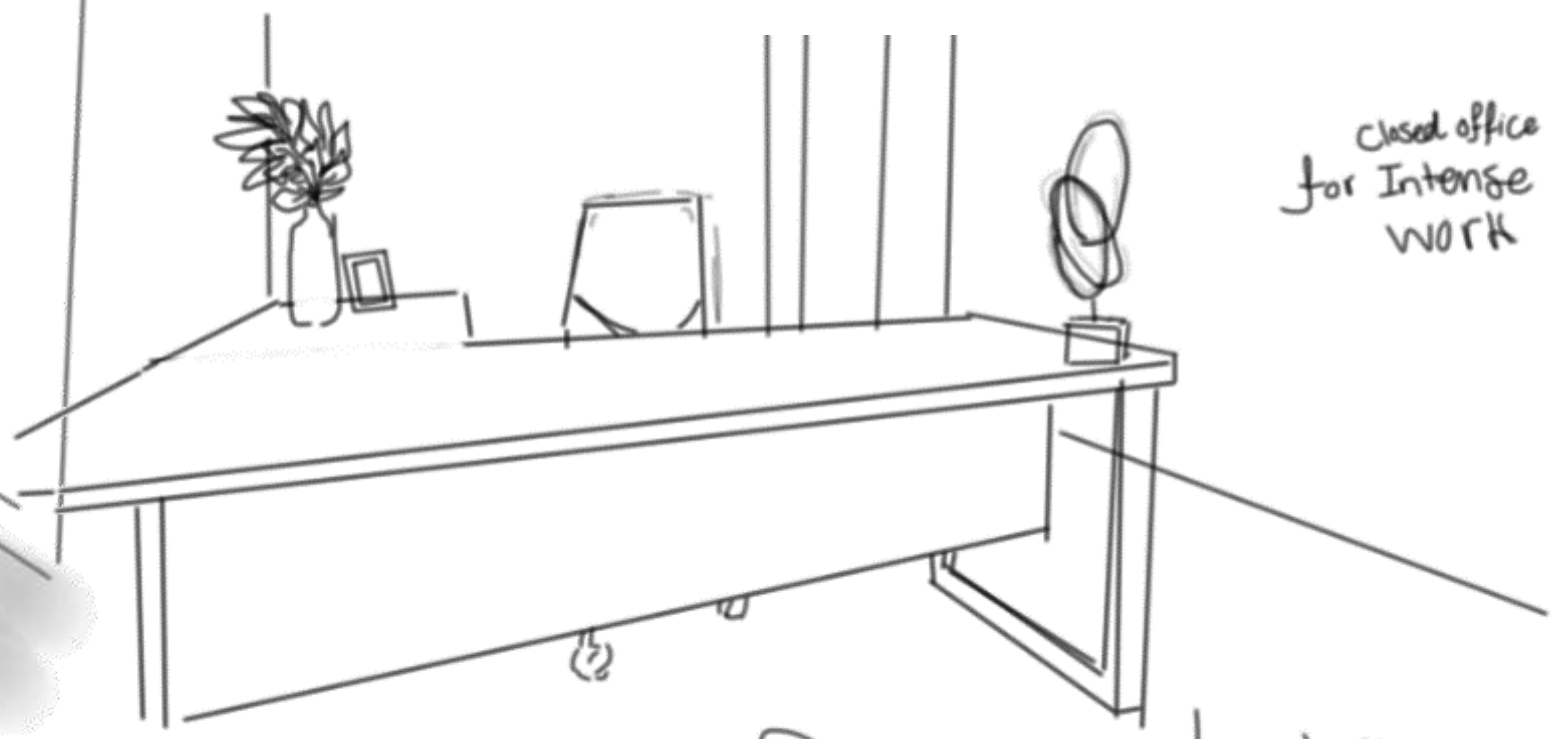


Plan View  
of intense  
work

Section  
view



closed office space  
for intense focused  
work



Managers/Assistance  
offices.

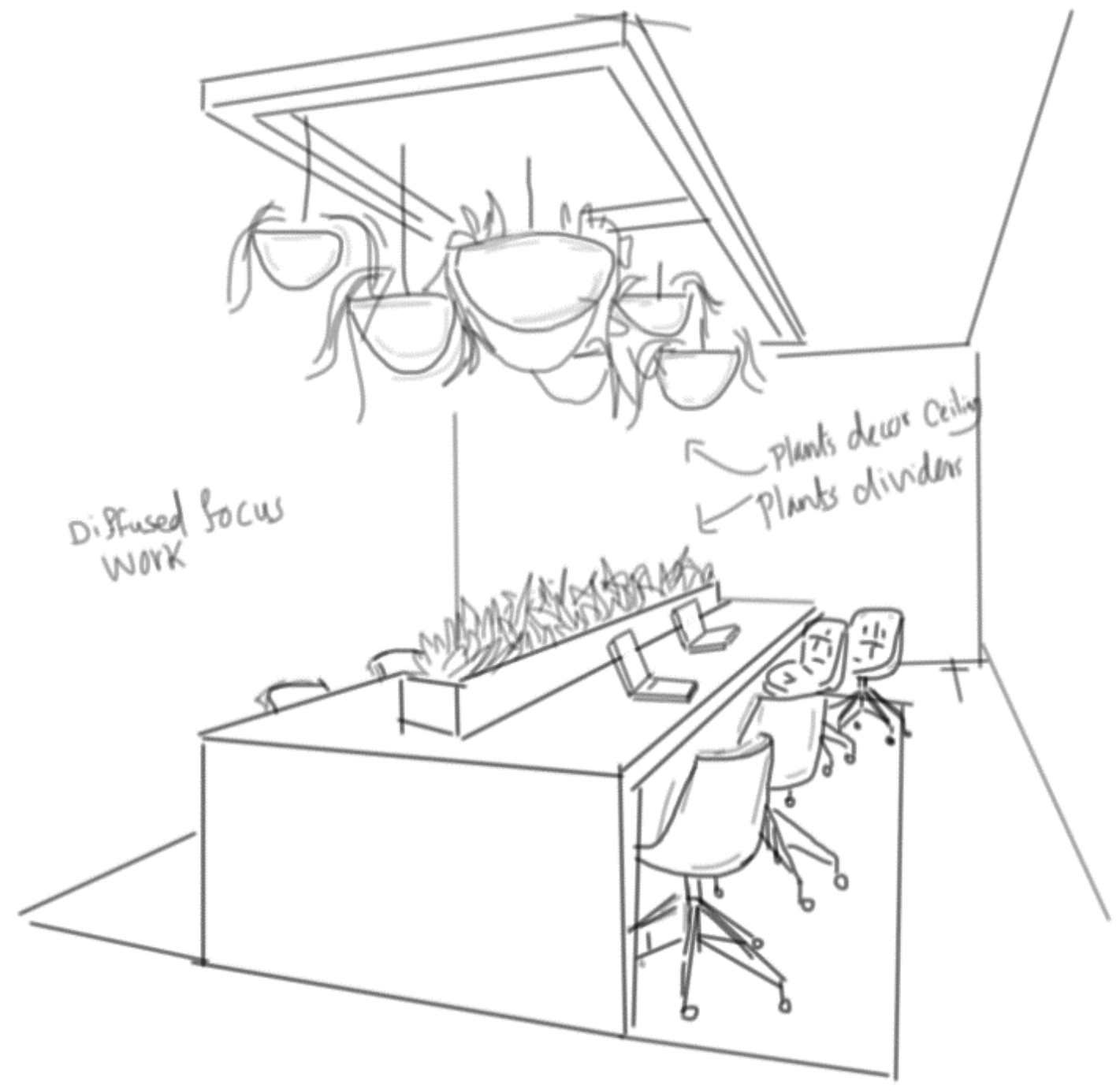
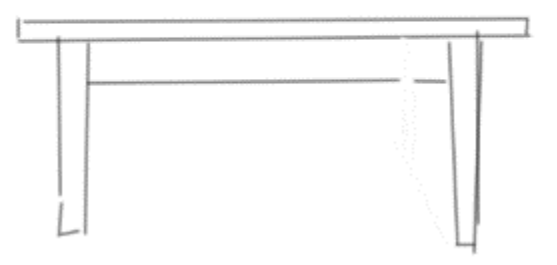
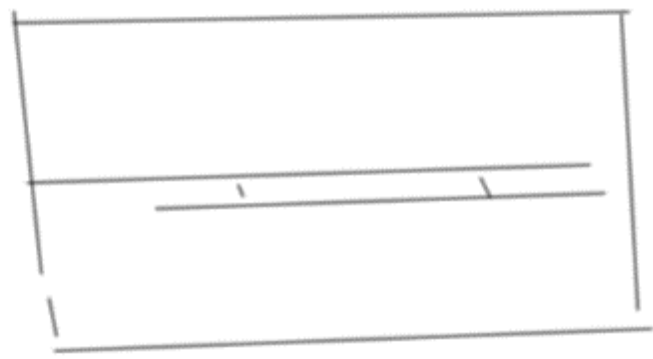


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Plan view → Diffused Focus work



Section view

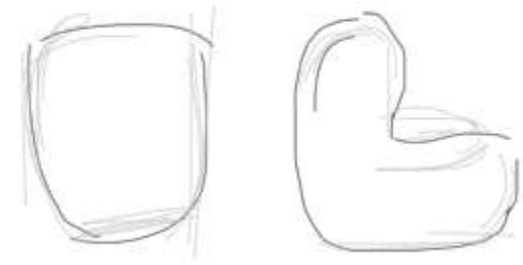


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Day Dreaming



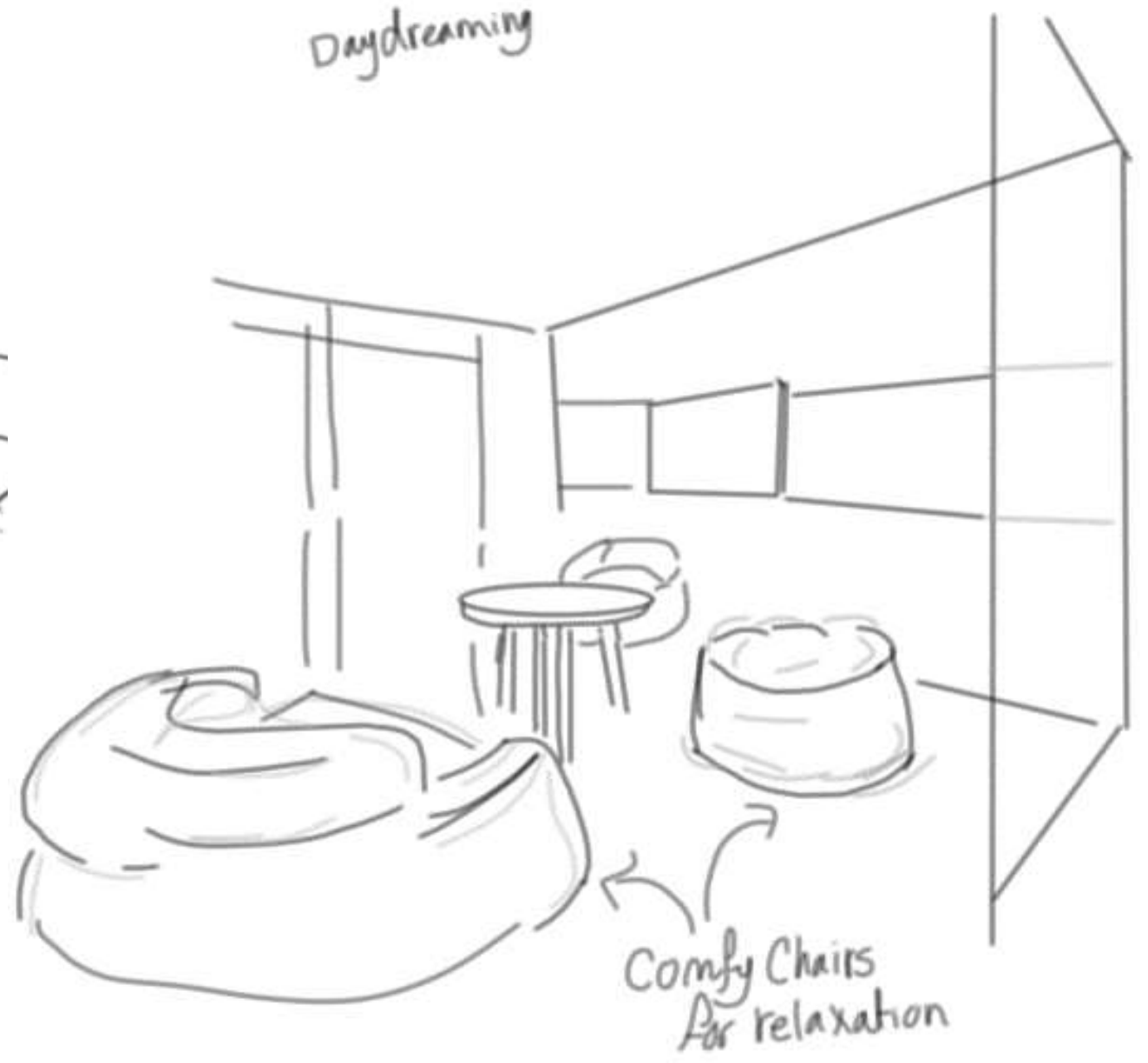
Section View



Plan View of Daydreaming Chair



Daydreaming



Comfy Chairs  
for relaxation

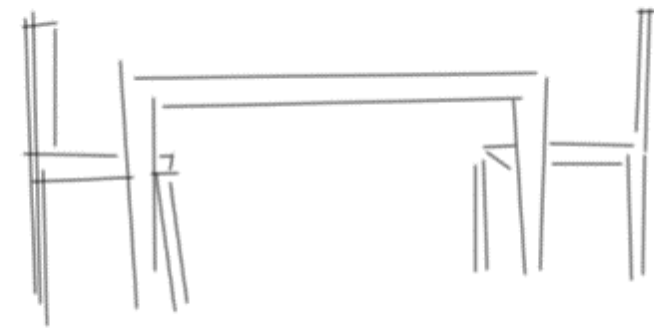


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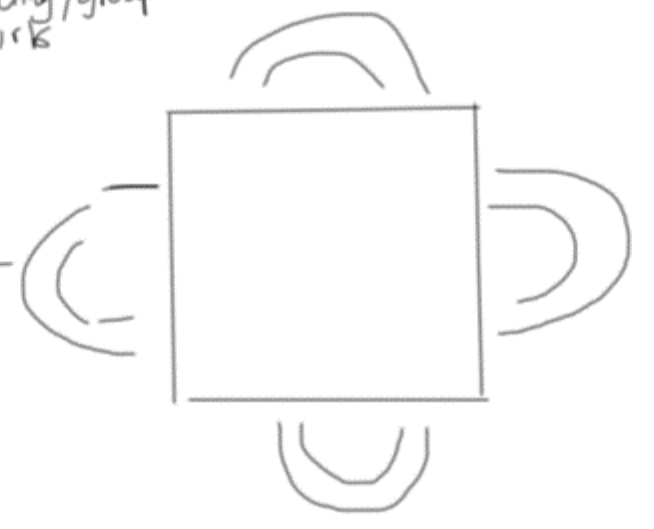


Group planning/  
meetings

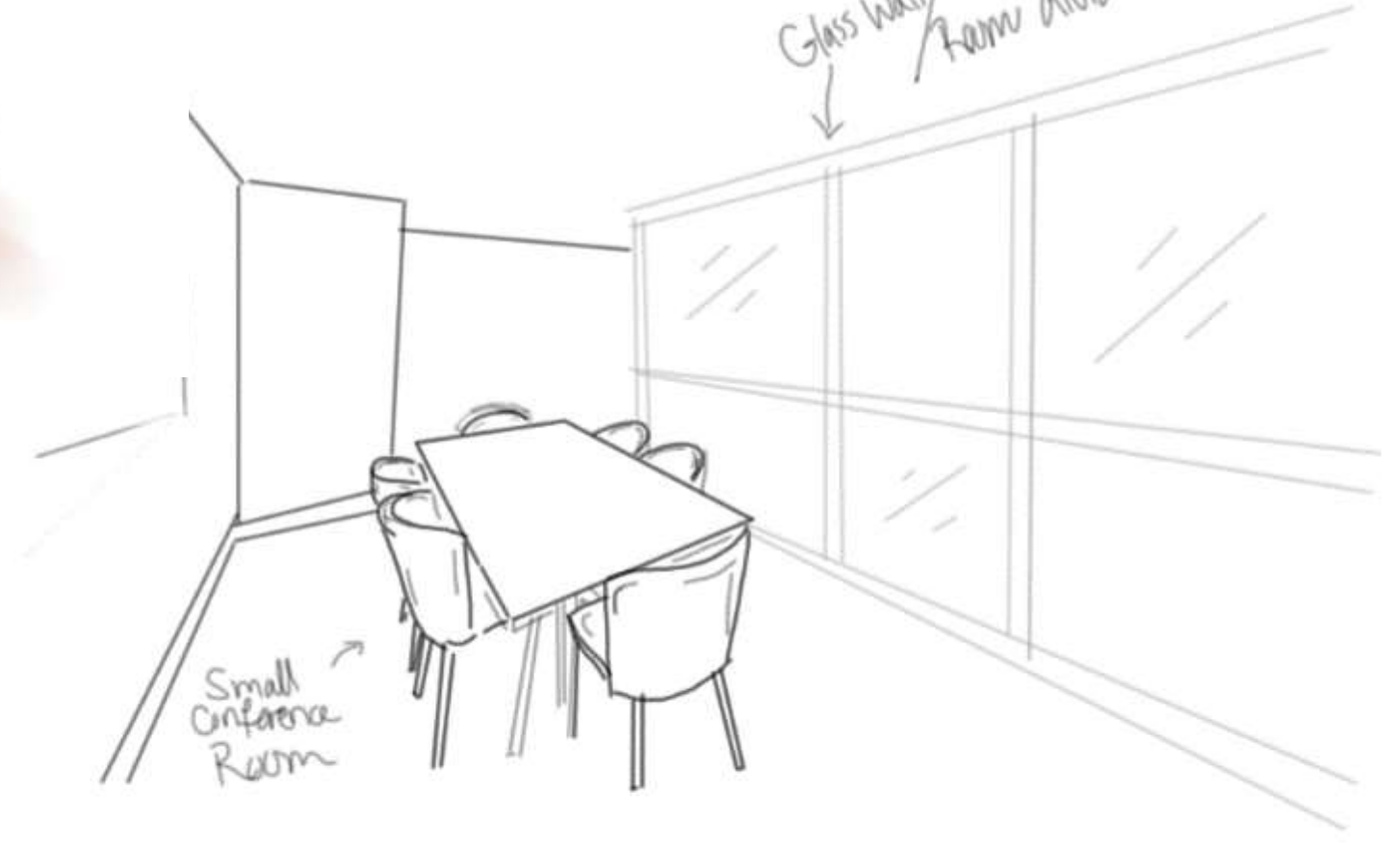
Section  
view



Plan View  
for meeting/group  
work



Glass wall/  
Room divider



Small  
Conference  
Room





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