

# DESIGN CONCEPT



<https://es.dreamstime.com/fotografa-de-archivo-rama-de-palmera-image32276612>

## REACHING HEIGHTS

In today's society, technology has become the key to innovation, connection, and creativity. As we grow into a world that is more interconnected, individuals can learn from others in a way that was unimaginable hundreds of years ago. With technology, we can reach people from other countries and work "side-by-side" with them as if they were physically next to us. Regardless, of shape, culture, and language people are always reaching for new ways to achieve success. Since the company NEXT is constantly growing and finding new ways to collaborate with others, the concept reaching heights describes this firm quite well. The interactions between different people within the work place hint at the constant need for diverse settings in an office. Everyone serves the same purpose in a work environment, to help a business cultivate and prosper.

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# RESEARCH

## TEAMWORK

“Visual cues help break down language barriers among global teams...As a result, people become better communicators and more sensitive to cultural differences” - Steelcase

- The company Steelcase places heavy significance on group collaboration within a relaxing work atmosphere
- Creativity and flexibility can grow consistently with the influence of individuals with different perspectives
- Appropriate group seating zones encourages employees to interact with each other
- Large daunting spaces for small informal meetings can distract employees, thus costing a company to lose profit

## SPACE AND TECHNOLOGY

“The most highly used spaces support social, small group interactions” - Knoll

- These highly used spaces serve the purpose of developing, attracting, and engaging the office environment
- With implications of computer systems built into furniture, individuals can find new ways to merge innovative ideas
- Technology helps a business move at a swifter pace
- Spatial layout and application of color in an office are directly related to the successes or struggles of individuals within a business
  - Architectural elements such as lighting and acoustic solutions affect the well-being and attention span of occupants

“The workplace *is* the company” - Steelcase



<https://www.glassdoor.com/blog/5-workplace-culture-trends-year/>

<http://www.ingrammicroadvisor.com/unified-communications-and-collaboration/11-vendors-that-help-increase-collaboration-in-the-workplace>



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# CONCEPT IN DESIGN



JollyGuru.com

<http://moneyforlunch.com/the-importance-of-automation-in-business/>

<https://www.dreamstime.com/stock-photos-stairs-going-up-to-light-d-high-quality-rendering-image40423853>

The concept of reaching heights is synonymous with achieving goals, making progress and even making daily movements. This is portrayed throughout the office design in various ways. The ceiling contains wooden panels lowered at various heights to create vertical movement throughout the office. The ceiling height in the hallways are lowered so that occupants can feel an awe factor once they enter the social areas. Walls protrude inward and outward to continue the movement affect. The collaborative area in the café which contains steps for occupants to relax and work alludes to the concept of reaching heights as the steps create a different sense of height in the space.

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# CULTURE

Understanding cultures in the work environment is a variable in obtaining good communication and teamwork. Employees of Steelcase are migrating from the primarily residential Santa Monica to the technology district of Downtown Los Angeles. To the right are some differences between the two cities while the following list some similarities:

- Both have a great appreciation for the arts
- Compact street layouts
- Ethnically diverse neighborhoods
- Thriving economies


“Whether it’s an issue of religion, gender roles, dress standards, food or any other dimension, it’s important to always realize that culture is deeply seated in every person’s sense of self” Steelcase.

Further research from Steelcase 360 magazine concludes that some countries around the world have different values within the work environment:

- China: Showing respect to superiors is imperative
- France: Central management is key to success
- Russia: Few informal meeting places in offices
- Spain: Fun and work do not mix
- Netherlands: On average, people rarely work late

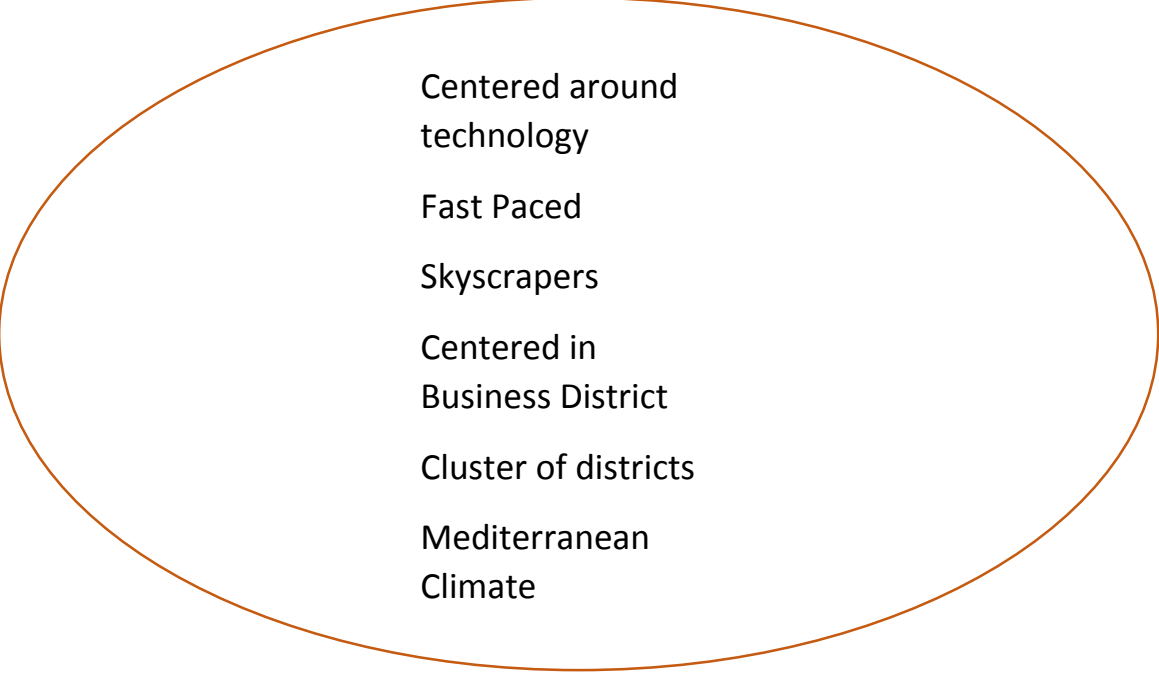
American culture believes that jobs are extremely stressful. Despite this view, Americans are noted to not take all of their earned vacation days.

## Santa Monica



Beach life  
Relaxation  
5 Major neighborhoods  
Residential Based  
Sustainable City  
Subtropical Mediterranean Climate  
Founded in 1900s

## Downtown Los Angeles



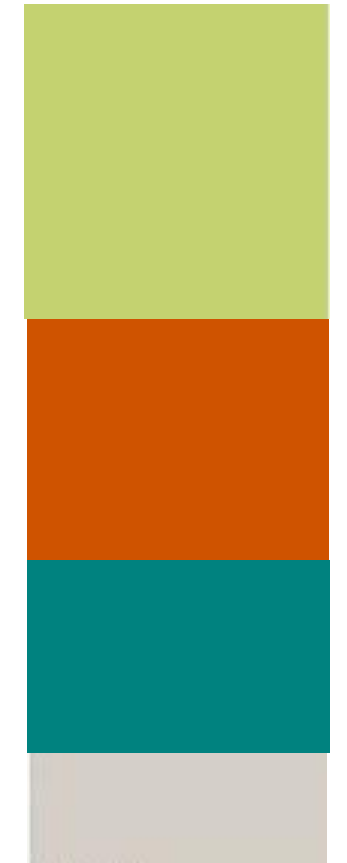
Centered around  
technology  
Fast Paced  
Skyscrapers  
Centered in  
Business District  
Cluster of districts  
Mediterranean  
Climate

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# INSPIRATION IMAGES



<https://www.steelcase.com/spaces-inspiration/inspiring-office-workspaces/>  
<http://mikesouts.com/forget-the-cubicles-plexiglas-bubbles-are-the-future/>  
[www.pinterest.com](http://www.pinterest.com)

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# PROGRAMMING

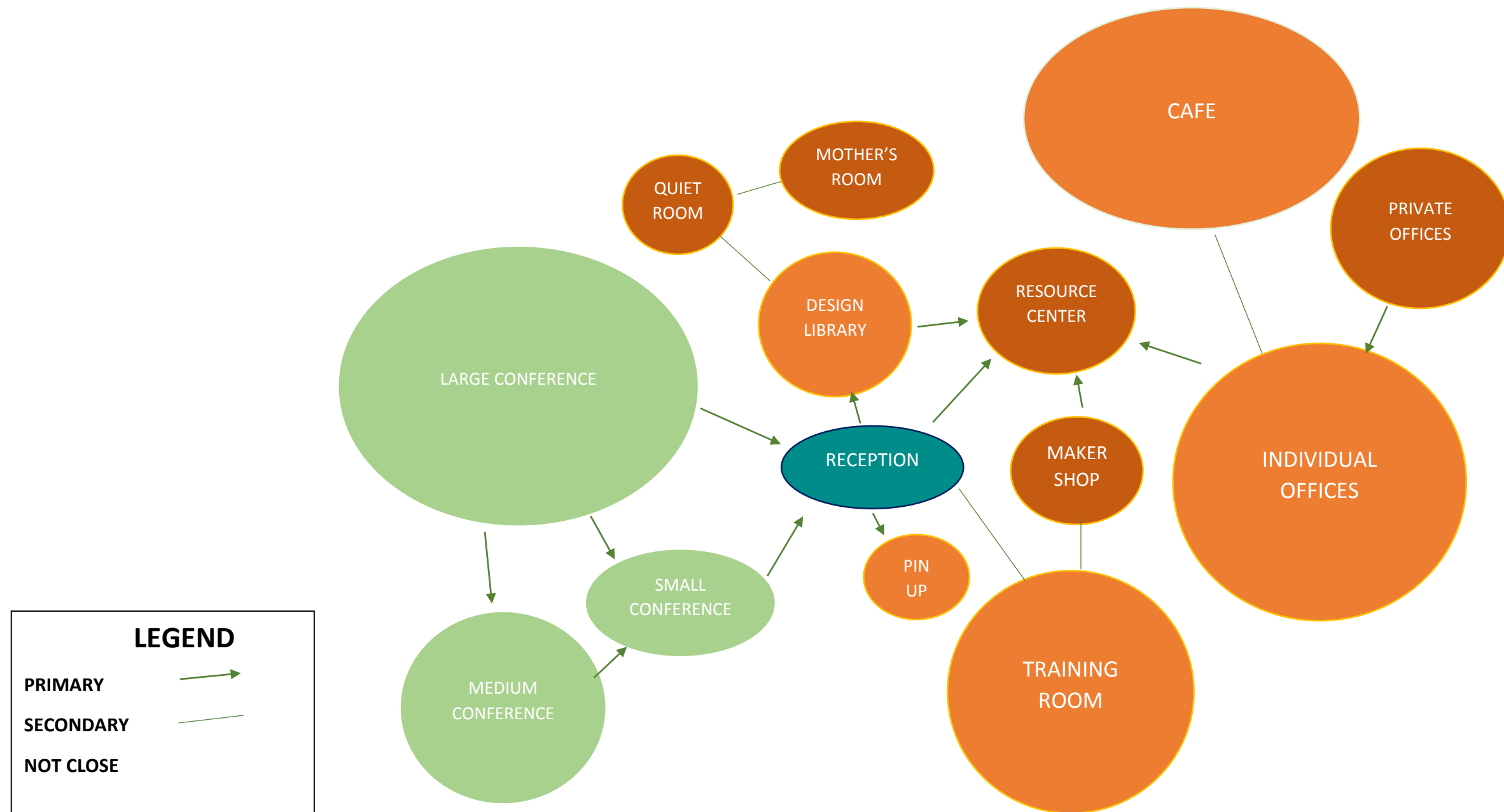
ROOM	QUANTITY	SQ. FT.		
		MAX	MIN	
RECEPTION			200	200
LARGE CONFERENCE			900	800
DESIGN LIBRARY			300	300
BIM/ VR/ TRAINING ROOM			900	900
MEDIUM CONFERENCE			255	250
SMALL CONFERENCE		2	300 (150 EACH)	300 (150 EACH)
PHONE/ QUIET ROOMS		3	144 (48 EACH)	144 (48 EACH)
MOTHER'S ROOM/ RELAXATION ROOM			48	36
PRIVATE OFFICES		3	450 (150 EACH)	450 (150 EACH)
OPEN OFFICE/ INDIVIDUAL OFFICES		45	2025 (45 EACH)	2025 (45 EACH)
FIN UP & LOCATION ZONE		2	200 (100 EACH)	200 (100 EACH)
WORK CAFÉ			900	900
RESOURCE CENTER			200	200
MAKER SPACE MODEL SHOP			200	200
		<b>TOTAL SQ. FT</b>	7042	6705
			7042 x 1.5= 10563	6705 x 1.5= 10057.5
		<b>EXISTING SQ. FT</b>	11300	
		<b>DESIGN SQ. FT</b>	10570.0776	

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# BUBBLE DIAGRAM



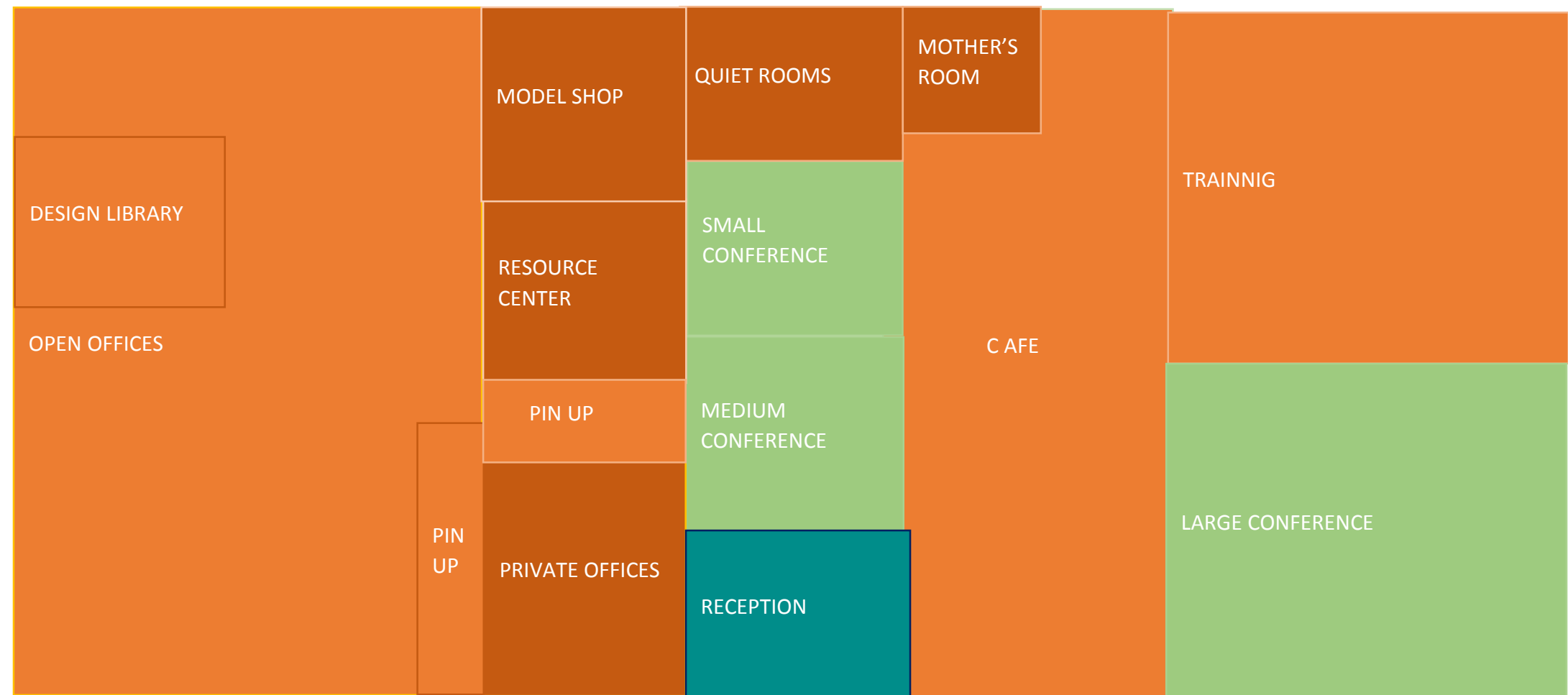
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# BLOCK DIAGRAM



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# MATERIALS

## WORK SPACE



**DESIGNTEX**  
FAUX BOIS 6578



**DESIGNTEX**  
PIPER 6072-502



**MDC**  
FORCE COL56326

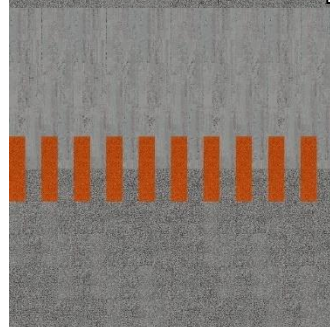
WOOD PANELS  
BELOW CEILING  
**ARMSTRONG**



**DELRAY**  
ST7 STAND ALONE  
SINGLE LAMP



**INTERFACE**  
HN810: NICKEL  
HN850: NICKEL  
HN840: LIMESTONE



**INTERFACE**  
HN810: LIMESTONE  
HN830: CLEMENTINE  
HN840: LIMESTONE



**BUOY**



**FRAME ONE**



**MIGRATION & ANSWER**



**GESTURE**



**BRODY**



**MIGRATION**

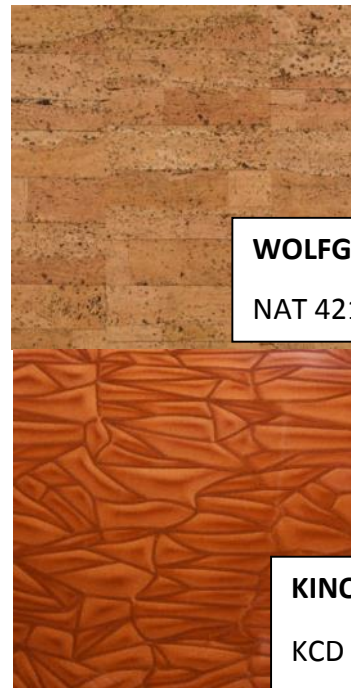
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# MATERIALS

## CAFE



**WOLFGORDON**  
NAT 4210

**KINON**  
KCD 103



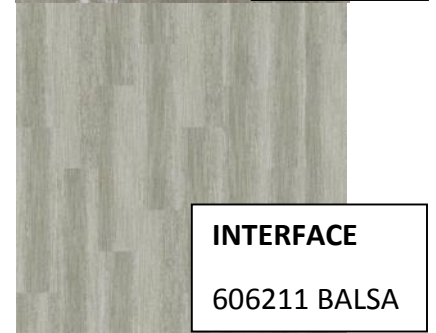
**DESIGNTEX**  
SHIBORI STRIPE  
WALL 6641-901



**DESIGNER  
WALLCOVERING**  
YEW-97164



**MDC**  
MRE1340



**INTERFACE**  
606211 BALSA



**DELRAY**  
CYLINDERS 8"  
LED

**DELRAY**  
INDUSTRIAL  
LED LENSE



**DESIGNTEX**  
Faux Bois Hounds tooth  
6579-501



LESS THAN 5 CHAIR



TOGETHER BENCH



BOB TABLE



LAGUNITAS LOUNGE SEATING



VICTOR 2



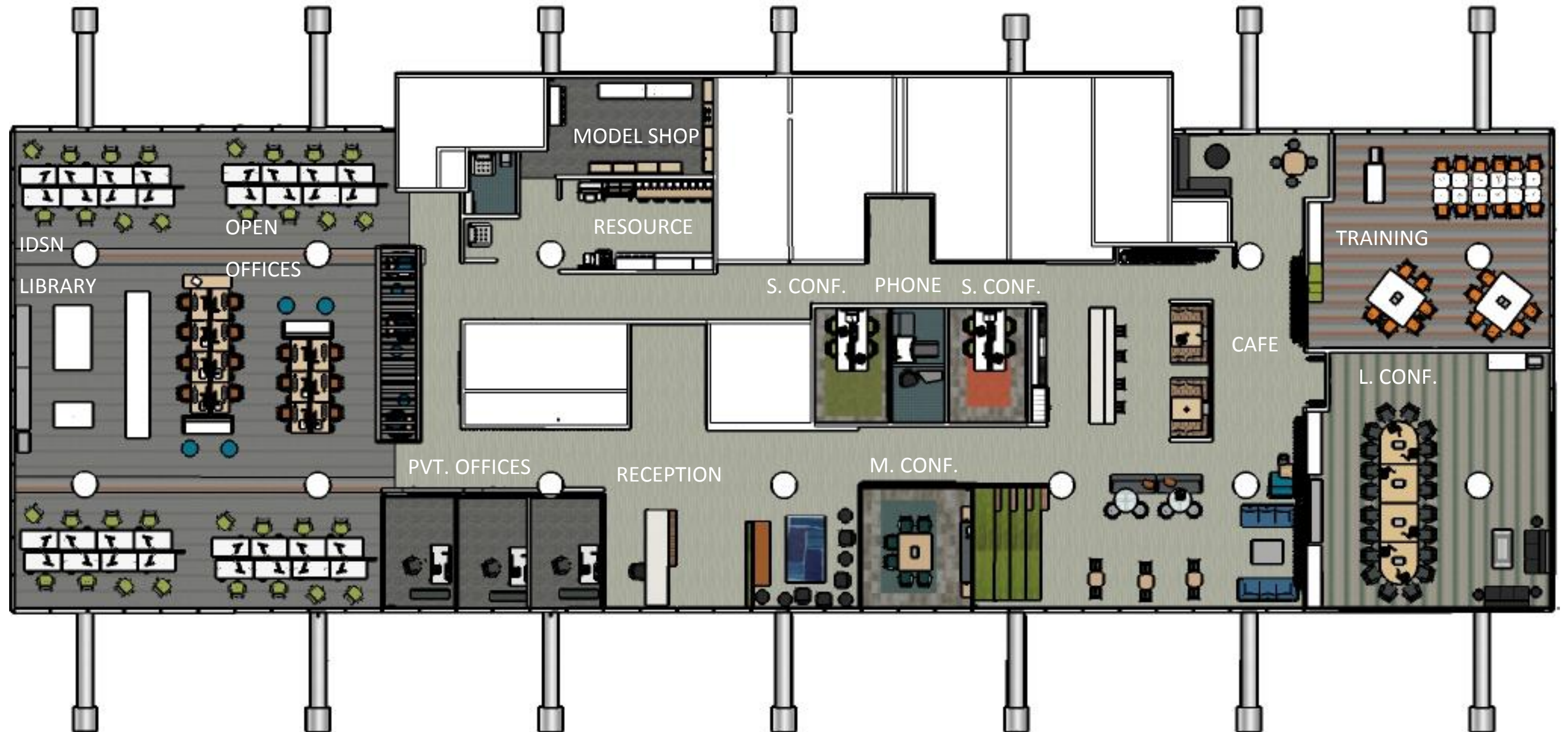
LAST MINUTE STOOL

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# FLOORPLAN



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# RECEPTION PERSPECTIVE



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# WORKSPACE PERSPECTIVE



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# WORKSPACE PERSPECTIVE



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# WORKSPACE ELEVATION



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# CAFE PERSPECTIVE



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# CAFE PERSPECTIVE



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# CAFE ELEVATION

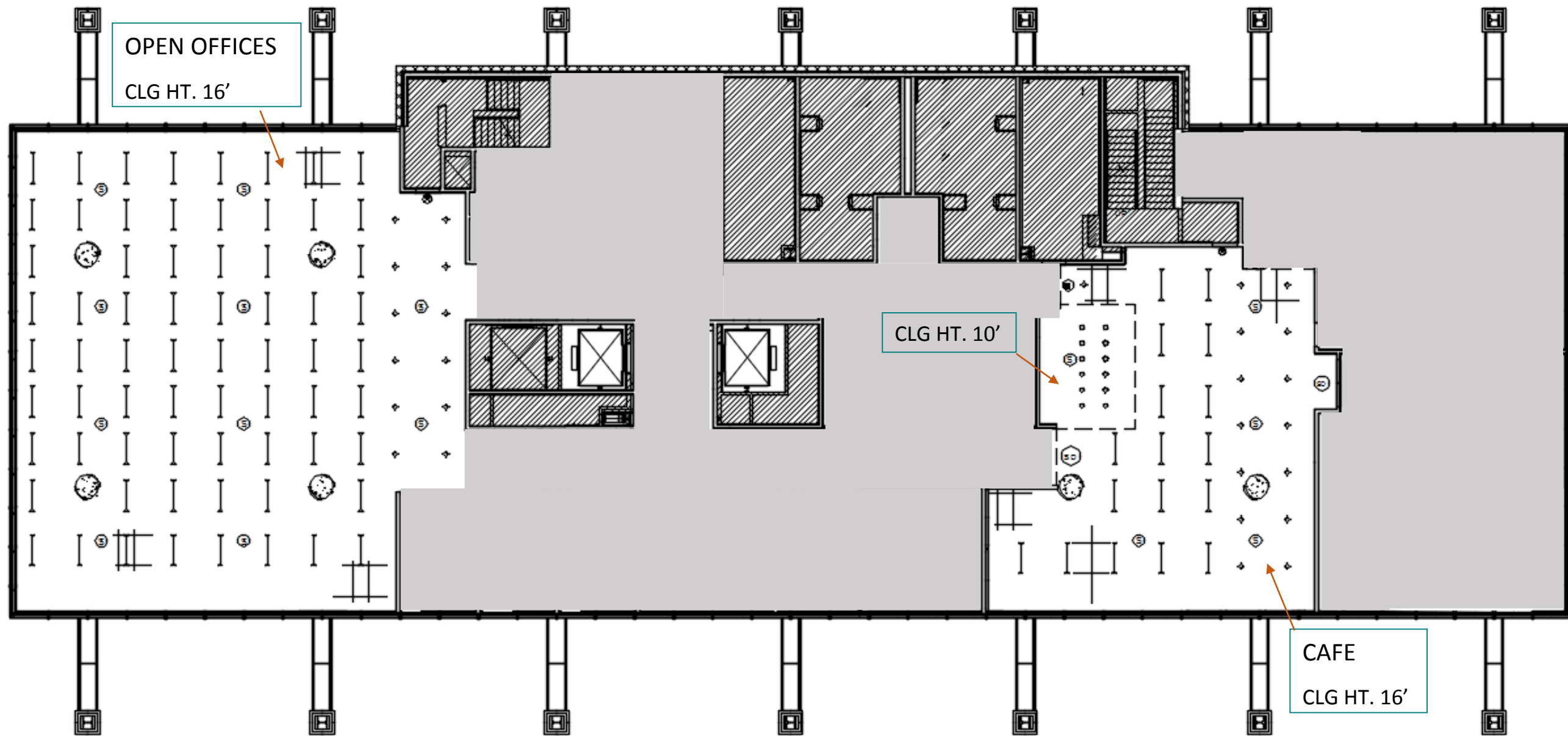


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# REFLECTED CEILING PLAN



REFLECTED CEILING PLAN  
SCALE: 1/8" = 1'-0"

- RCP LEGEND
- ⬆ PENDANT LIGHT
  - ⬆ RECESSED LIGHT
  - ⬆ HANGING FLUORESCENT LIGHT
  - ⬆ EXIT SIGN
  - ⊙ SINKLERS
  - ⊙ SMOKE DETECTOR
  - ⊙ ACOUSTICAL TILE

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# LIGHTING RECOMMENDATIONS

DESIGN LIBRARY- LED Canned pendant fixtures

SMALL CONFERENCES- 6” Recessed canned lights

MEDIUM CONFERENCES- 6” Recessed canned lights

LARGE CONFERENCE- Pendant lights above table and in walk way, wall washers along storage wall

TRAINING- 2x4 Fluorescent lights with recessed lights above teaching station

MAKER SHOP- Ceiling mounted lights

RESOURCE CENTER- 6” Recessed canned lights

RECEPTION- LED Track lights

MOTHER’S ROOM- 6” Adjustable recessed lights



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