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IDSN 4500
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CONCEPT

- If you took a ride around the block, you will notice that Street Art is a big deal in Los Angeles.
- LA supports artists and their creativity, allowing their art to be showcased throughout the city for everyone to see
- Some art is structured or geometric while others are free-spirited and fluid.

- What you'll see in the design:
 - Bright colors (blue, green, yellow, orange, and pinks)
 - Natural materials (wood, brick, concrete and metals)
 - Steelcase furniture
 - Featured Street Artists from LA and other parts of the US

THE DESIGN

- A design firm should be one of the most creative offices
- It should allow for their designers to experiment and be creative while also providing collaborative and private spaces
- Let the designers have an open mind to new ideas and designs with their coworkers
- Open concept is strongly encouraged but there are still some privacy in some spaces

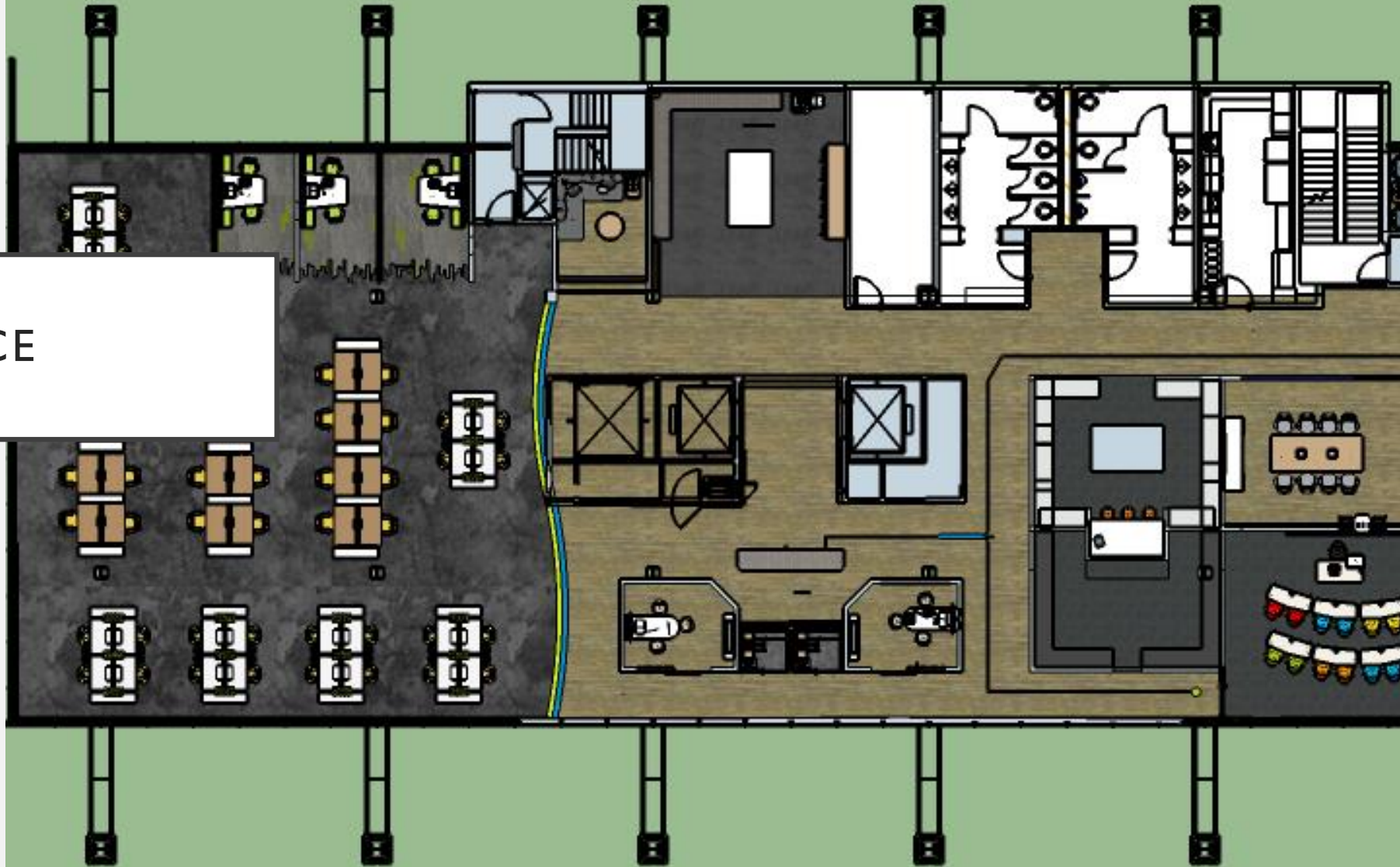


GOALS FOR THE NEXT PROJECT



- Creating an innovative and modern design while emphasizing teamwork and collaboration
- Support designers and boost their creativity with multiple work stations, pin-up areas, and featuring murals for creative inspiration
- The main goal is to create a space that people WANT to design in. These people have moved for this workspace, so coming to work doesn't need to feel like a job

THE SPACE



- 11000+ square feet on the 32nd floor
- Completely surrounded with 22' floor to ceiling glass windows
- Open concept with some private spaces for balanced work area
- Provide wayfinding and easy access to main areas

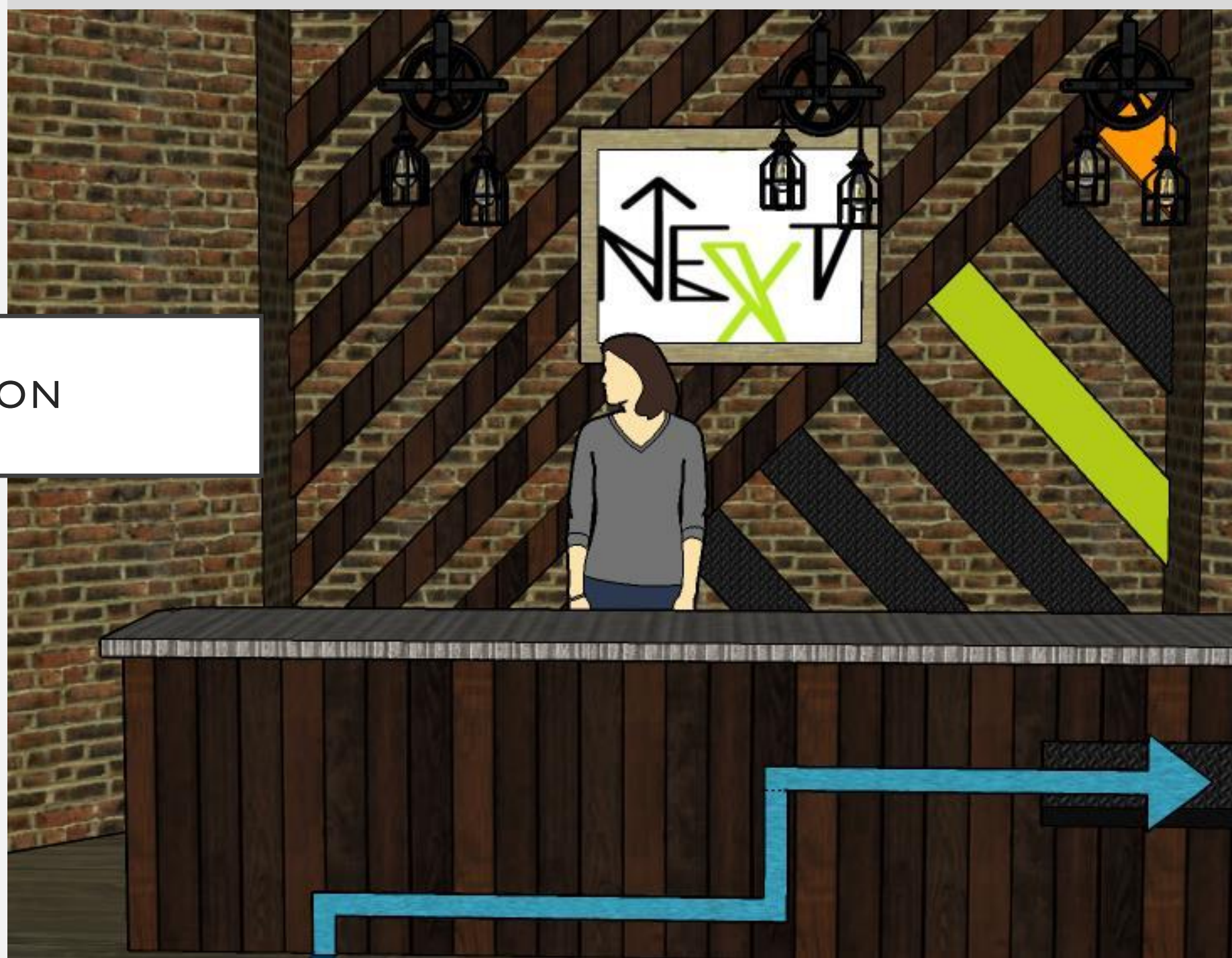
RECEPTION

- Natural materials:

- Wood, metal, concrete

- Provide creative and modern design

- Provide wayfinding



WORK SPACES

- Natural materials
 - Wood, concrete, metal
- Provide 45+ open office work stations
- Open concept for collaboration
- Provide private offices
- Use of street art in design
- Showcase Steelcase products
- Concrete floors



PRIVATE OFFICES

- Provide private spaces for those who prefer a separate work area
- Features great views of downtown LA, Steelcase desk with extra seating for collaboration, and chandelier
- Carpet flooring and plant wall
- Completed with glass doors (not shown)



MOTHER'S ROOM

- Provide a private space for mothers and children
- Features an automatic garage door for those who may have their hands full
- Sectional sofa (Steelcase) to provide maximum seating in the space
- Featured art and TV



RESOURCE CENTER

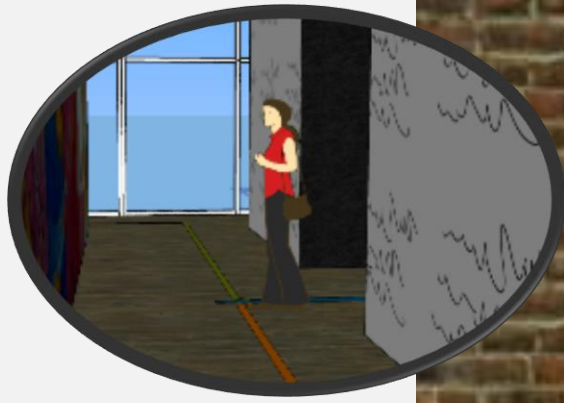
- Provide area that has storage, copier, printer, workspace, and pin up space for important staff information
- Features Steelcase storage and cabinetry
- Natural materials and street art mural



DESIGN LIBRARY & MAKER'S SPACE



- Both spaces have similar layouts. The Design Library features more storage whereas the Maker's Space features more workspaces
- Colorful palette with natural materials
- Carpeted flooring and recessed lighting

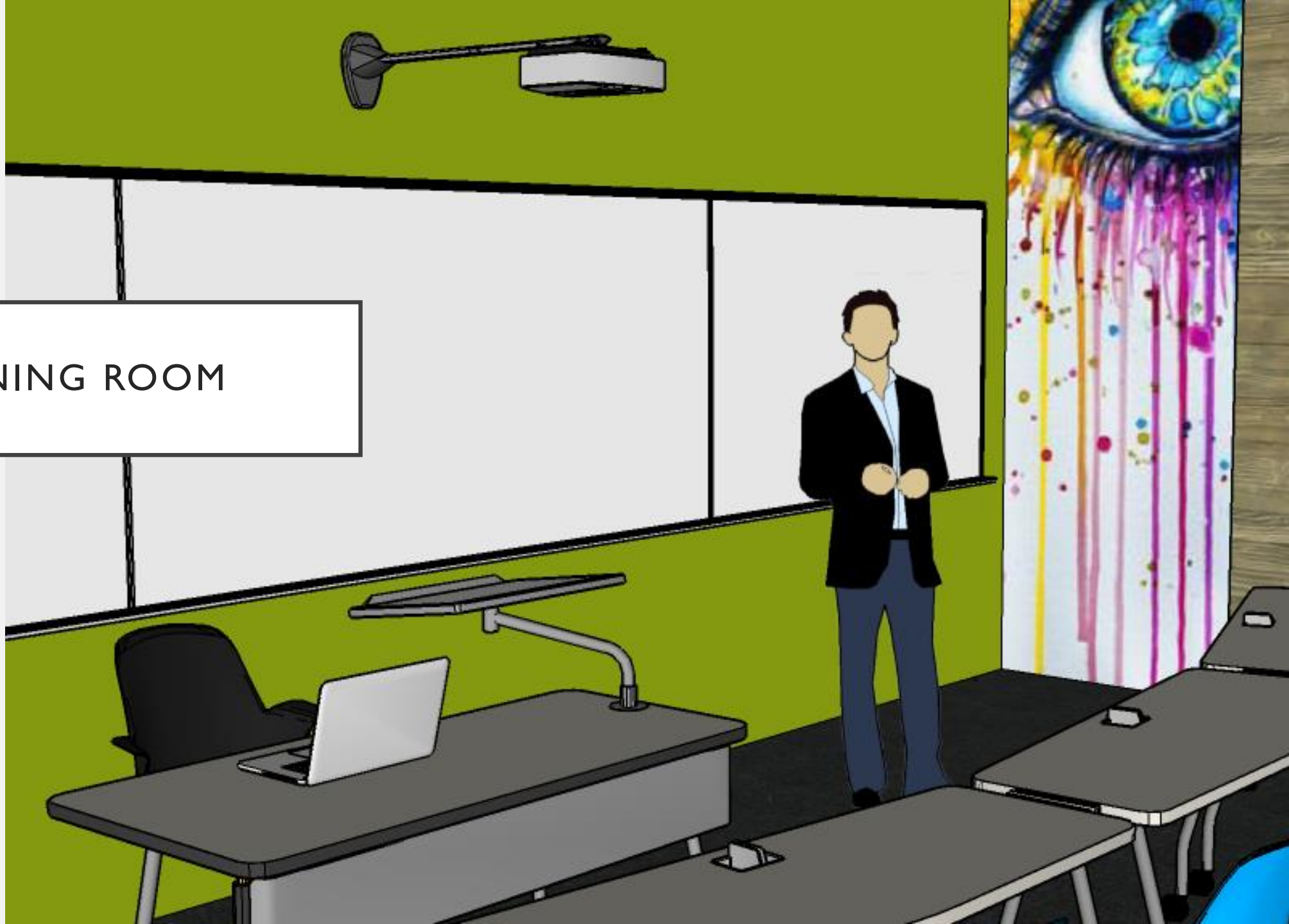


PIN UP SPACES

- Pin up spaces play an important role in the open concept idea.
- They provide designers an area to collaborate and showcase their work.
- The idea to put white boards throughout the space comes from street artists using building exteriors for their work.
- By pinning up each other's work it becomes easier for others to critique or add on to the designs- making collaboration easier and more wide spread



TRAINING ROOM



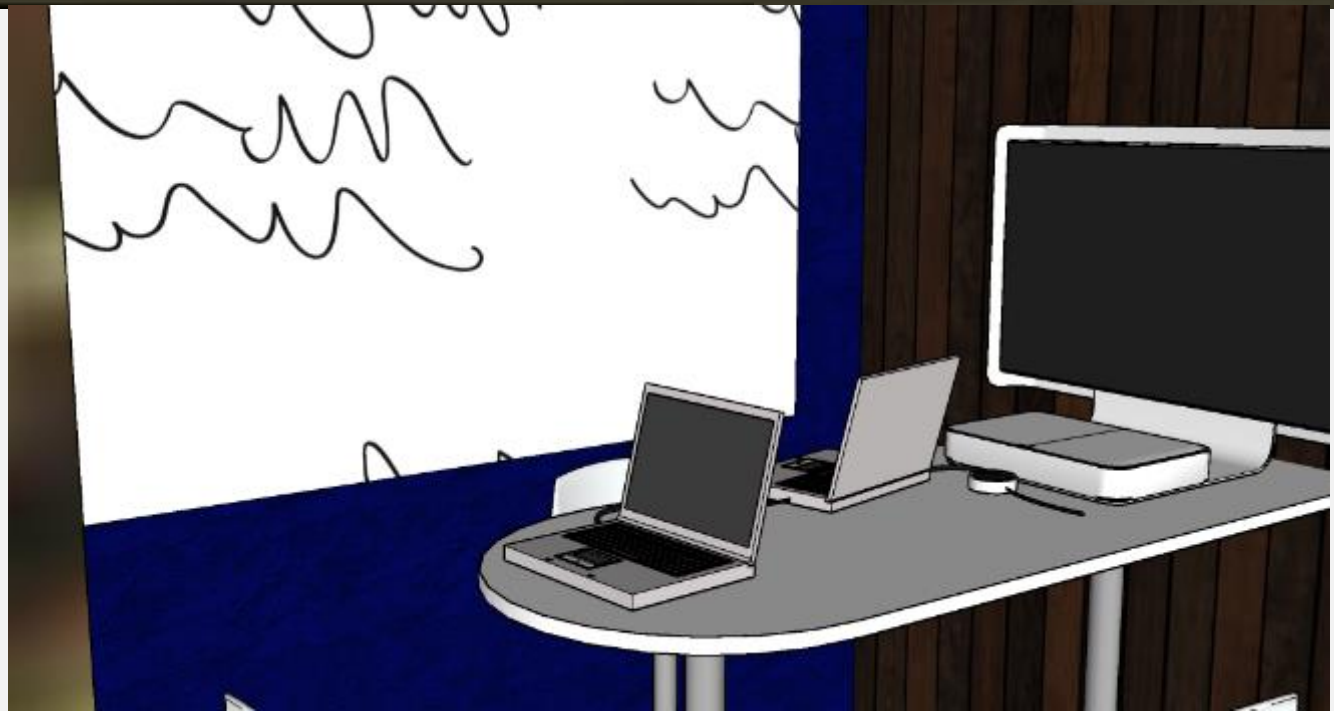
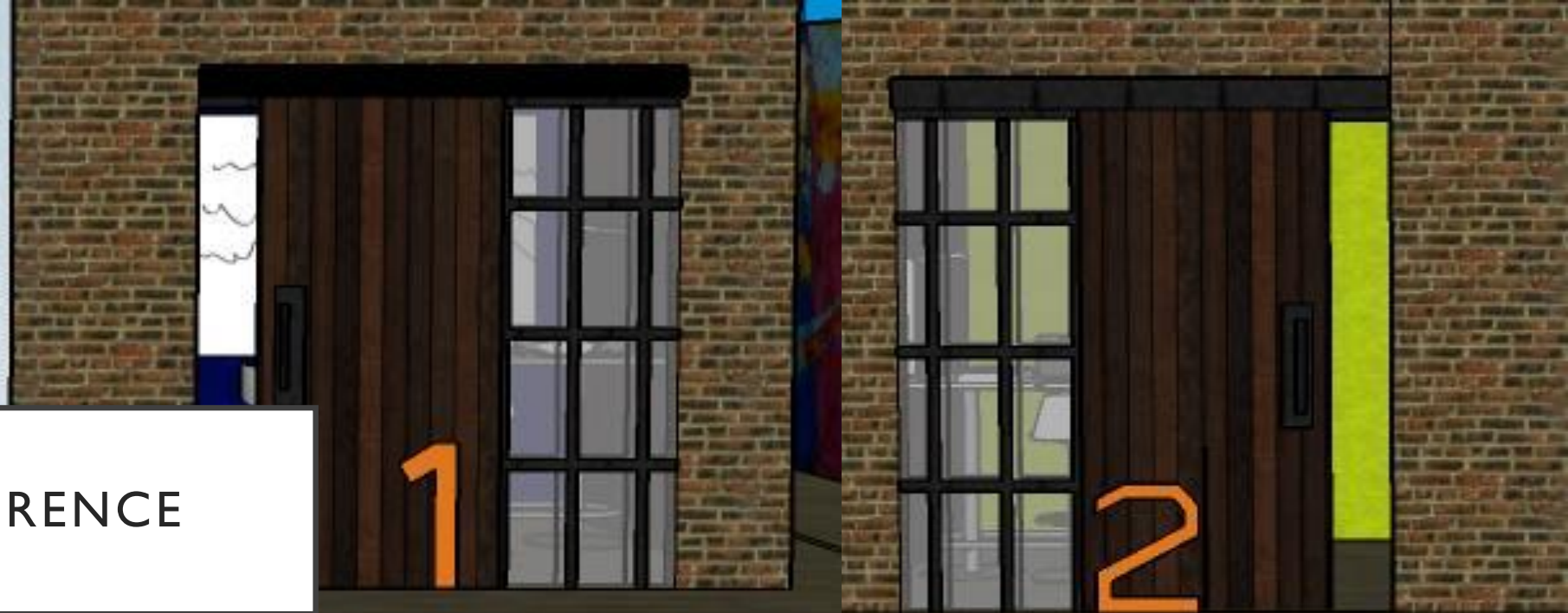
- Since a majority of people who will be using this space are just visiting, making a lasting impression is just as important as providing a functional training area

- Features furniture from Steelcase- easily movable chairs and tables for multiple layouts and easy group work

- Features natural materials, carpeting, whiteboard (not shown) and street art mural

SMALL CONFERENCE

- Provide private areas (2) for small groups to meet
- Features Steelcase Furniture
- Wood accent wall and whiteboard/pin up space
- Also has storage with plants (not shown)



A 3D architectural rendering of a medium conference room. The room features a wall with a complex, slatted design in dark wood, with colorful street art murals visible through the slats. In the foreground, a long, dark wood conference table is set with several white office chairs. A person in a light blue shirt and grey trousers stands near the table. The background wall is a solid dark blue color.

MEDIUM CONFERENCE

- Provide area for a group of 6 to 8 people can meet
- Features furniture,TV, and storage from Steelcase
- Natural materials with street art mural
- Laminate flooring and recessed lighting
- Also features glass pocket doors that meet in the corner (not shown)



LARGE CONFERENCE

- Provide a private space where 14 or more people can meet
- Features furniture, TV, and storage from Steelcase
- Views of Los Angeles as focal point
- Features flooring printed with street art

WORKCAFÉ



- Provide area where employees and guests can relax and socialize
- Features cabinetry and seating from Steelcase and custom bar
- Hexagon shaped tile and subway tile backsplash
- Features nook for private meetings or separate lunch

WORKCAFÉ



- Another view of café showcasing bar area, seating arrangements, and lighting
- Wood beams that feature hanging Edison light bulb fixtures
- 2-top seating near windows for private conversations
- Also features planters

NEXT

Steelcase