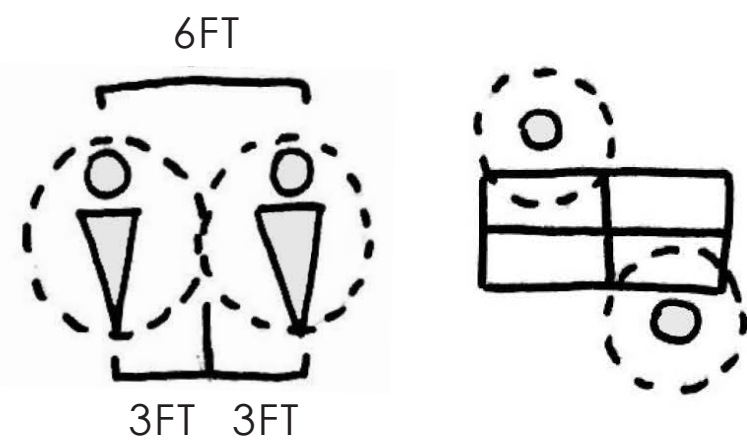


CONCEPT STATEMENT

NEXT Atlanta serves as a *mindful, creative, and collaborative* workplace for employees and visitors. The design references Midtown Atlanta through pulling local arts into the space by the use of murals, and by drawing inspiration from local architectural elements and transportation routes. The proximity to Midtown's arts hub provides for a direct connection to local culture. Circulation patterns are influenced by 'MARTA', the public transport system of the city, encouraging the office itself to act as a microcosm of Atlanta. Wayfinding is established through color coded train-map lines branching from the entrance that lead individuals to various spaces throughout the office. The color pops of each space correlate to the line that leads users into it. NEXT Atlanta operates as a hub for ideation and creative collaboration to influence team-based attitudes among employees, while connecting users to the culture of the city.

RESEARCH

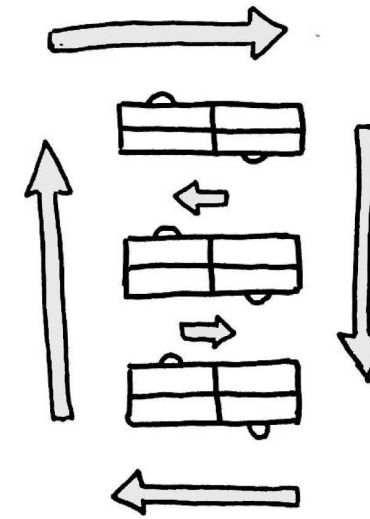
POST-COVID DESIGN PRINCIPLES



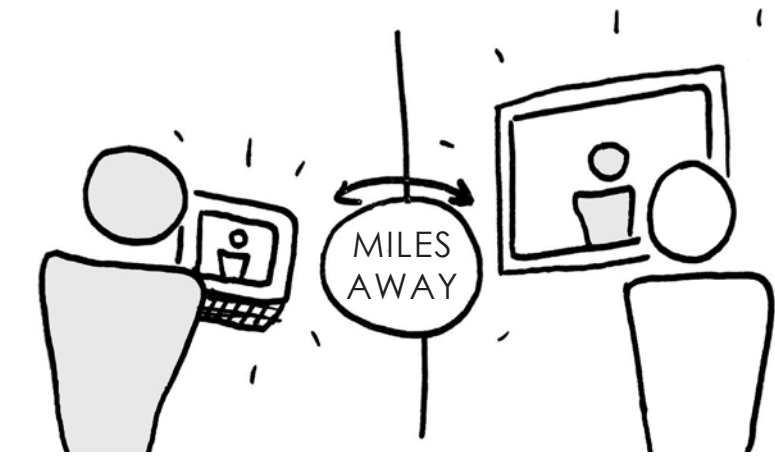
PHYSICAL DISTANCING



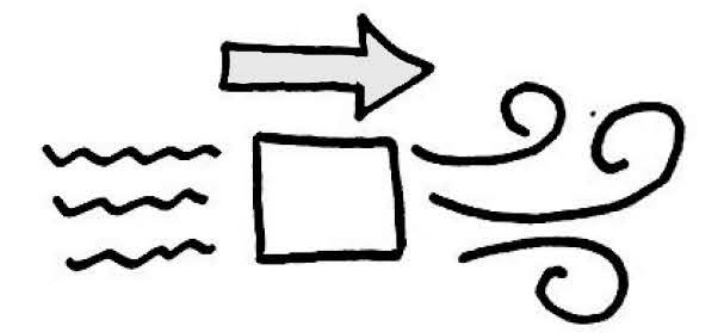
INCREASED SANITATION



DIRECTIONAL CIRCULATION



REMOTE COLLABORATION



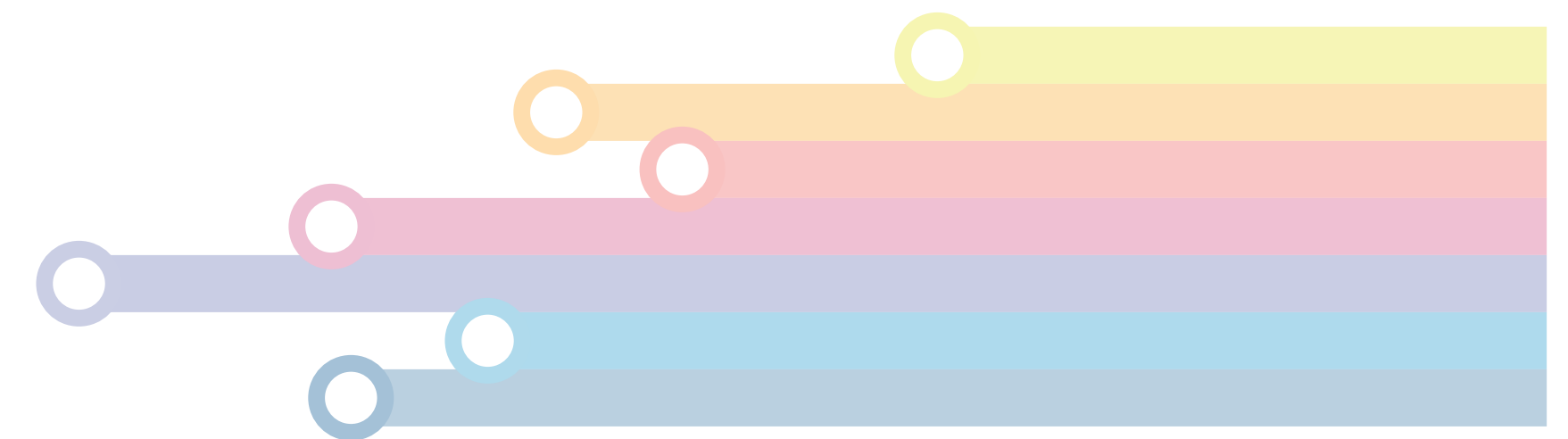
PROPER AIR-FILTERING

(CB Insights, 2020)

WAYFINDING



“The structuring of space through coloring helps children and adults in the same manner to find their way around.”
(Jansen-Osmann & Wiedenbauer, 2004)



“A colour-coded series of paths that lead to different areas of your building help to keep your customers on track, while tapping into the benefits of colour psychology.”
(Peate, 2019.)

SPACE TYPOLOGIES



"A range of spaces that foster work, enables process and teaming. Owned by the teams that occupy it. Where the work gets done."



"Places where people come to work better together - meet, share, brainstorm, collaborate."



"Spaces that allow to build bonds that are critical to the success of the community and impact business results."

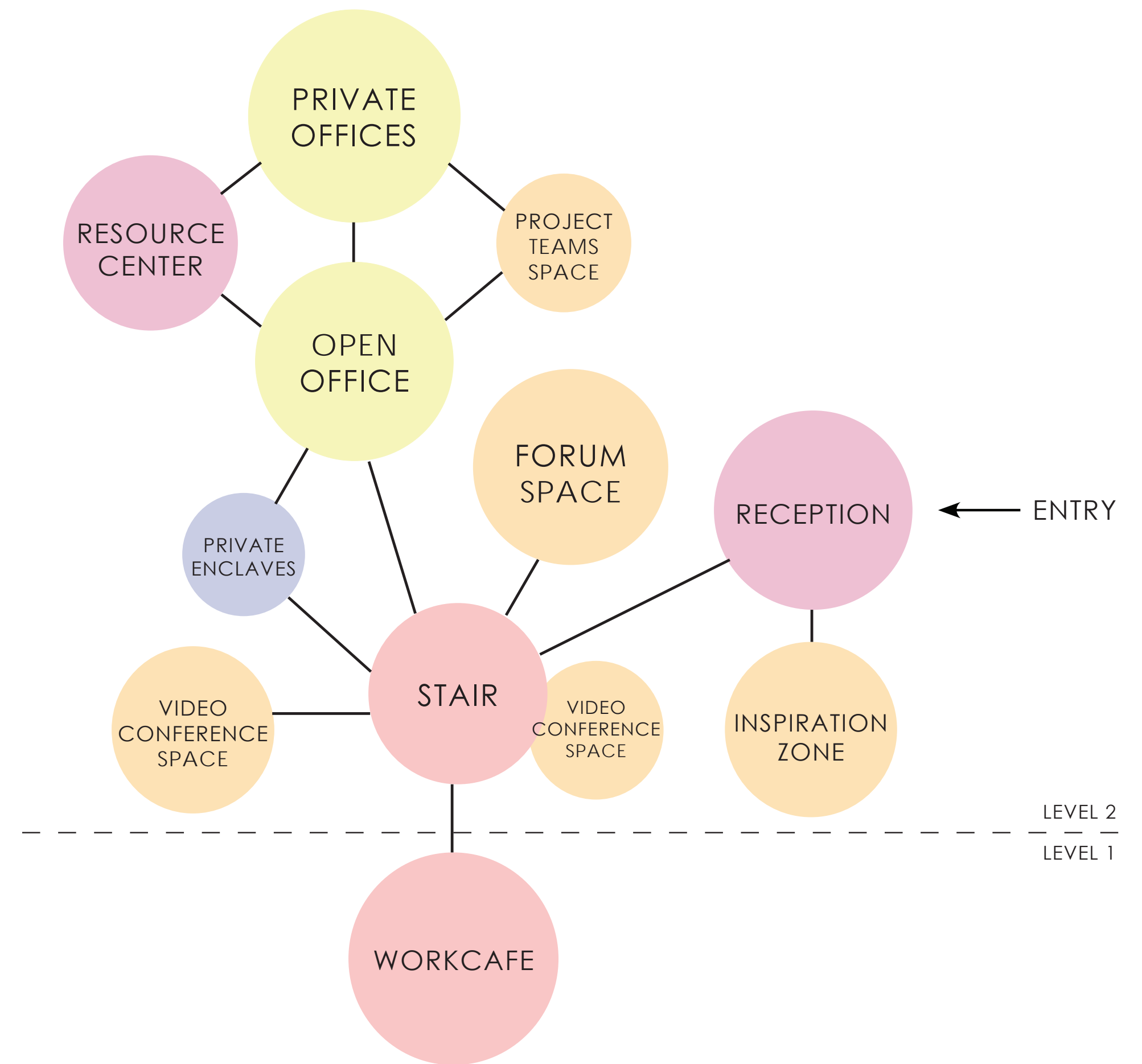


"Infrastructure like spaces, fixed environments that are essential to any community or workplace."



"Places that support individual wellbeing, provide permission for respite, opportunities to reset and rejuvenate throughout the day."

BUBBLE DIAGRAM



KEY GOALS & ADJACENCIES

- Sightlines maintained to stair from all points in the office for landmark based wayfinding.
- In-between spaces located strategically near where meetings will be held to allow for small group learning before and after meetings occur.
- Inspiration Zone located directly near entry to introduce guests to products/services as well as to give client presentations without interfering with employees who are working.
- Resource Center places with direct connections to open office and private offices for quick and easy access to materials
- Impromptu presentation and gathering space designed into stair to allow for active and collaborative meetings to occur amongst NEXT employees

CONCEPT DEVELOPMENT



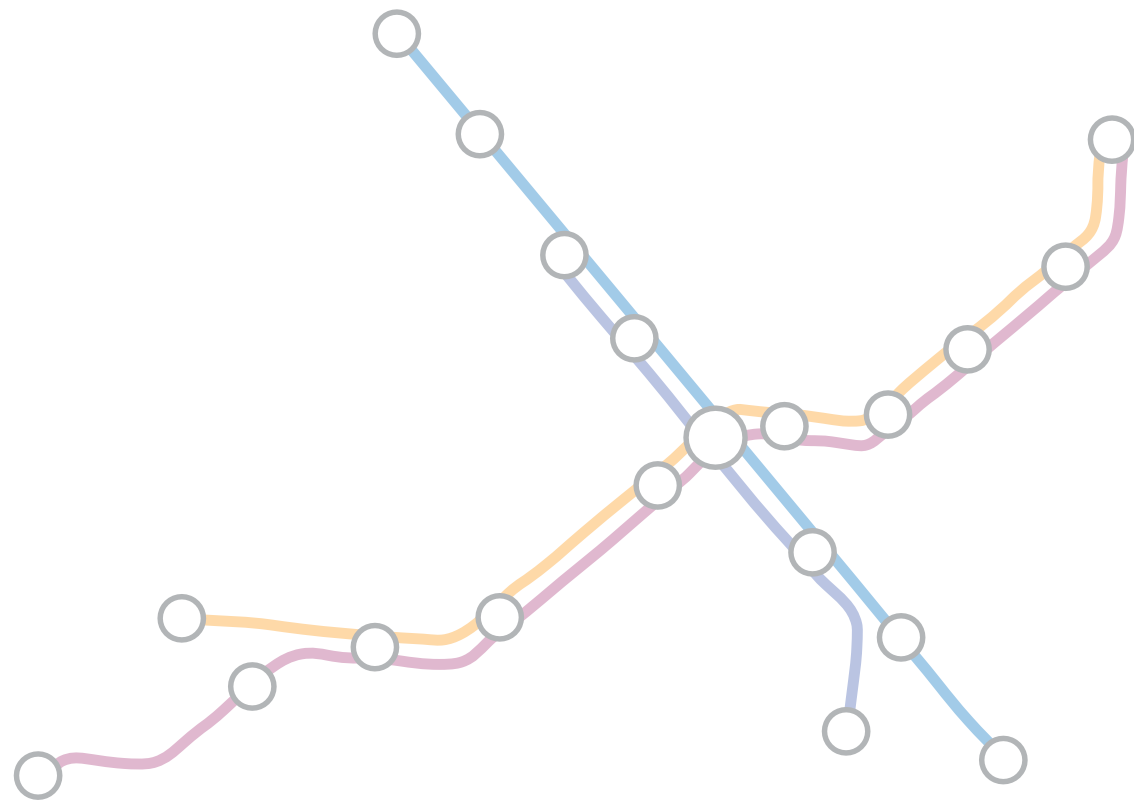
CREATIVITY IN MOTION

MARTA is a rapid rail system that serves to connect people from all sectors of the Atlanta. By viewing NEXT Atlanta as a microcosm of the city, studying how people move and operate is essential to the design. This vital transit route was used to influence the office's main circulation paths and wayfinding mechanism. Next Atlanta is designed to foster *meaningful connections* between employees while reflecting the *creative and active* aspects of local culture, and drawing from how the city moves and operates directly reflects this vision.

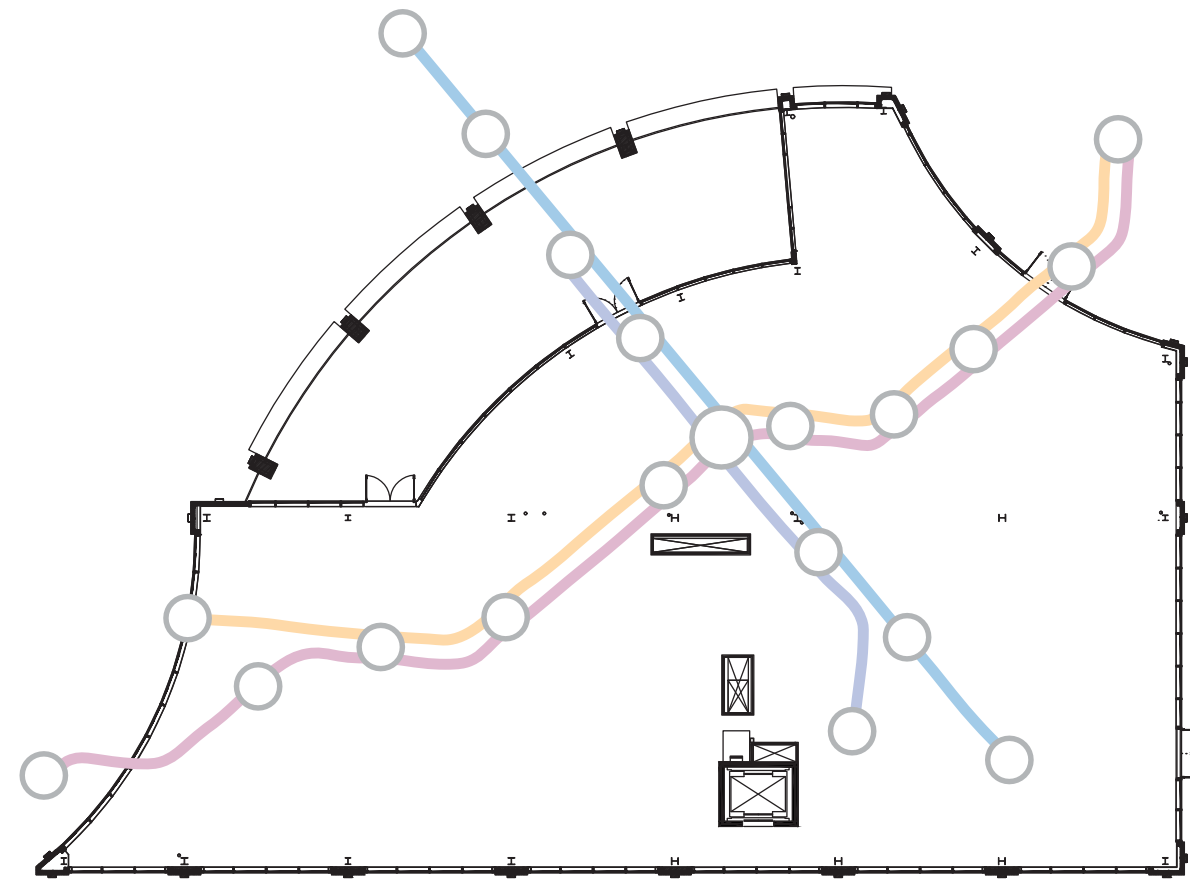
CULTURAL INFLUENCE

Atlanta is home to over 1000 murals, and street art is an important part of local culture. Artists come together to design pieces with the common goal of creating a better city for everyday people. Collaborative team-based content development is essential to NEXT's mode of operation, and designing a creative atmosphere for employees was key to the design. By commissioning local artists to create murals within the office, the bustling creativity of Atlanta is brought *directly into the workplace*. NEXT Atlanta is a home for creative team-based individuals to work on *improving the lives of everyday people*.

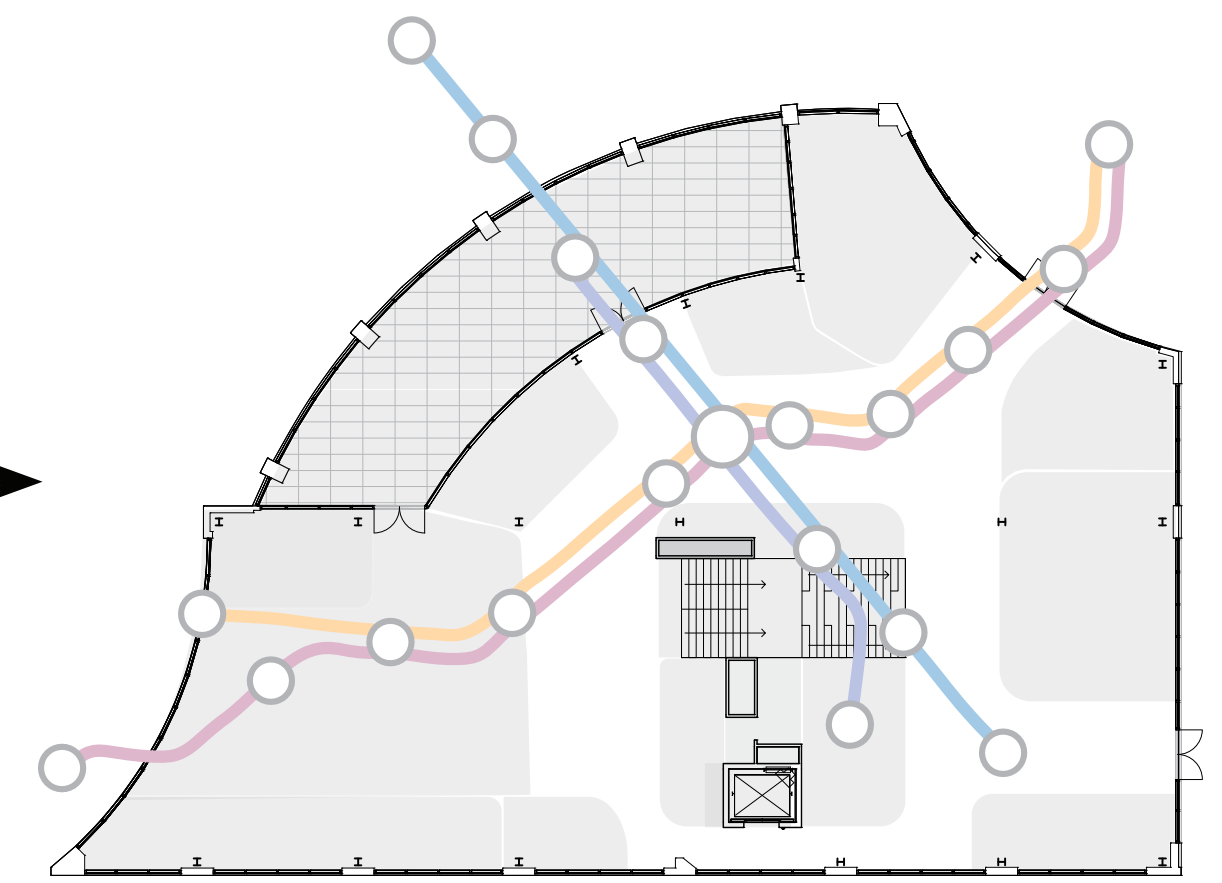
CONCEPT DEVELOPMENT



Atlanta 'MARTA' Railway Map



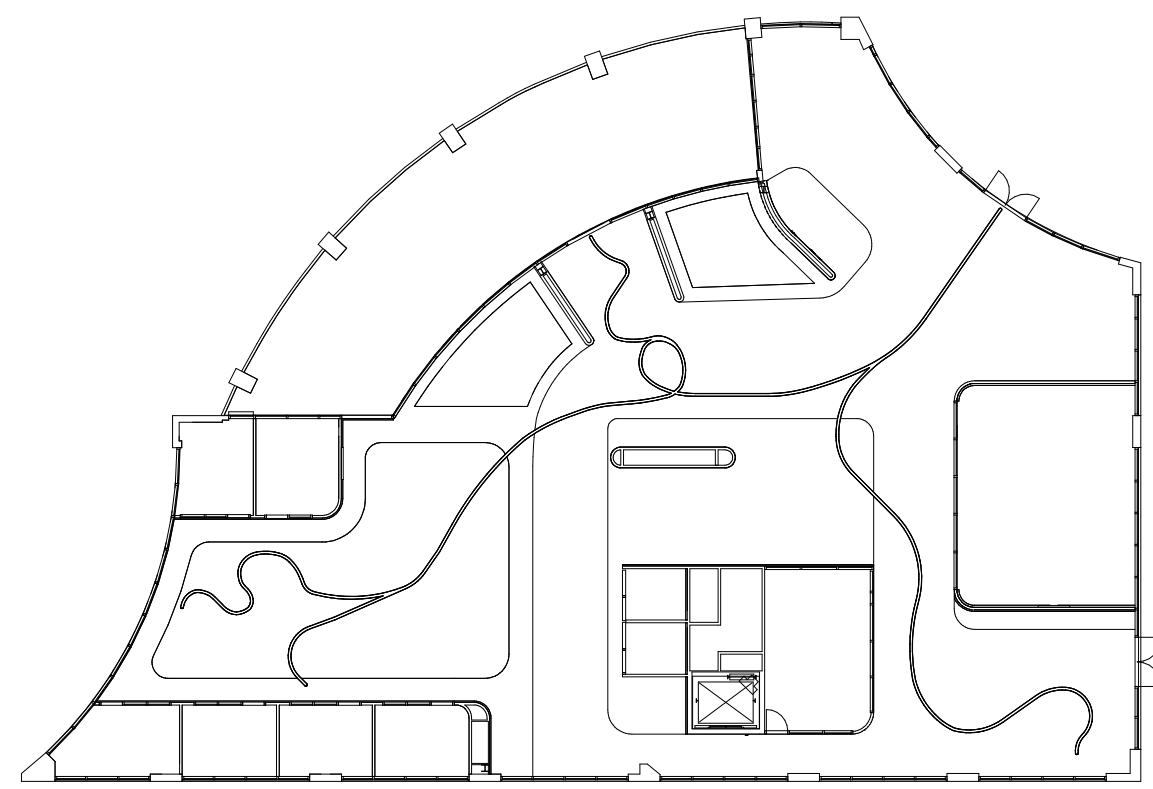
Overlay on 2nd Floor Plan



Informed Circulation Paths



Interpreted Form More Organically



Light Fixture Directs Circulation



INSPIRATION

Local art murals will be painted throughout office tie in Atlanta art community and contributes to office acting as a microcosm of the city.

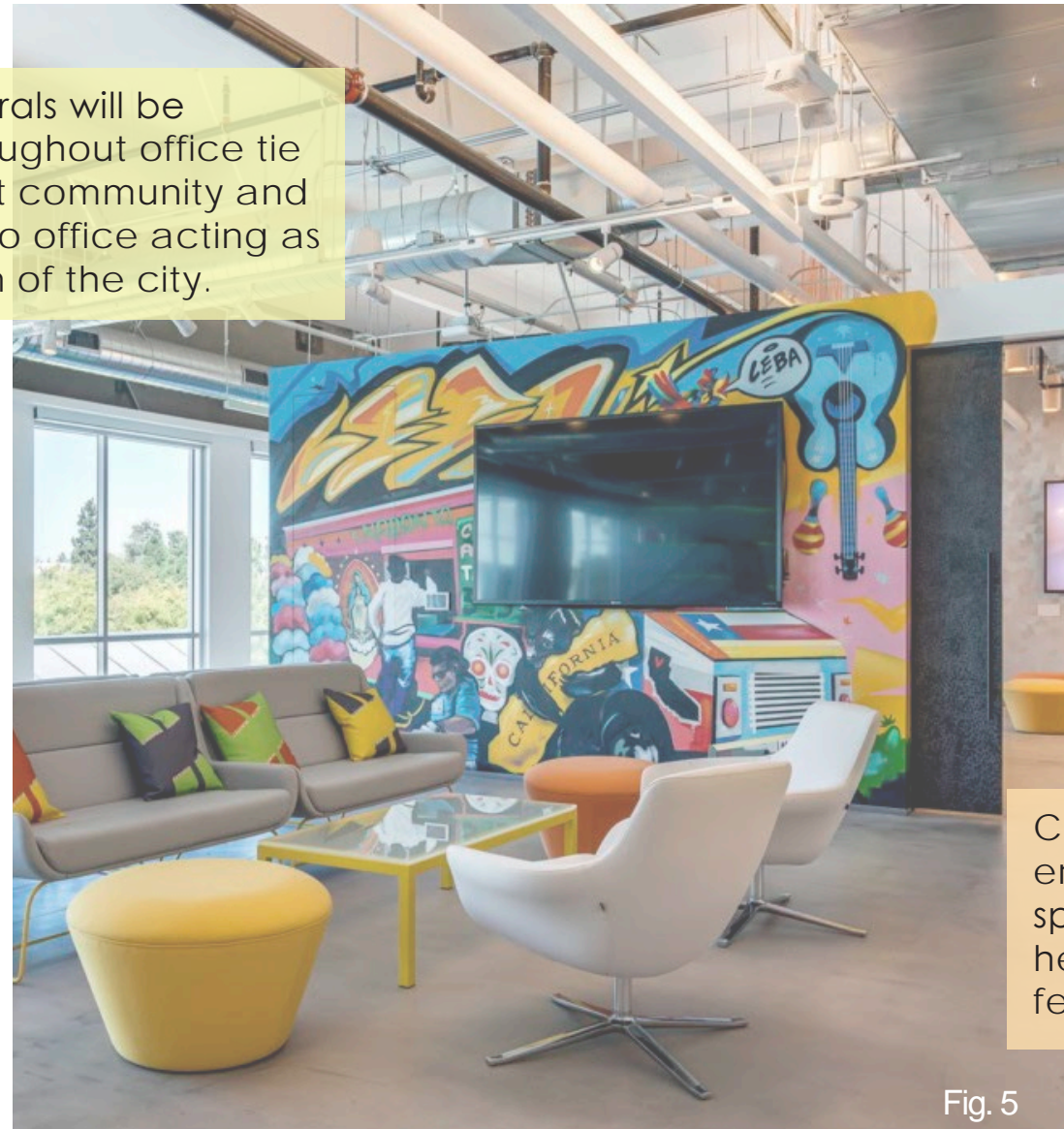


Fig. 5

Ceiling helps distinguish enclaves from circulation space. Lowered ceiling height gives more intimate feel to seated areas.

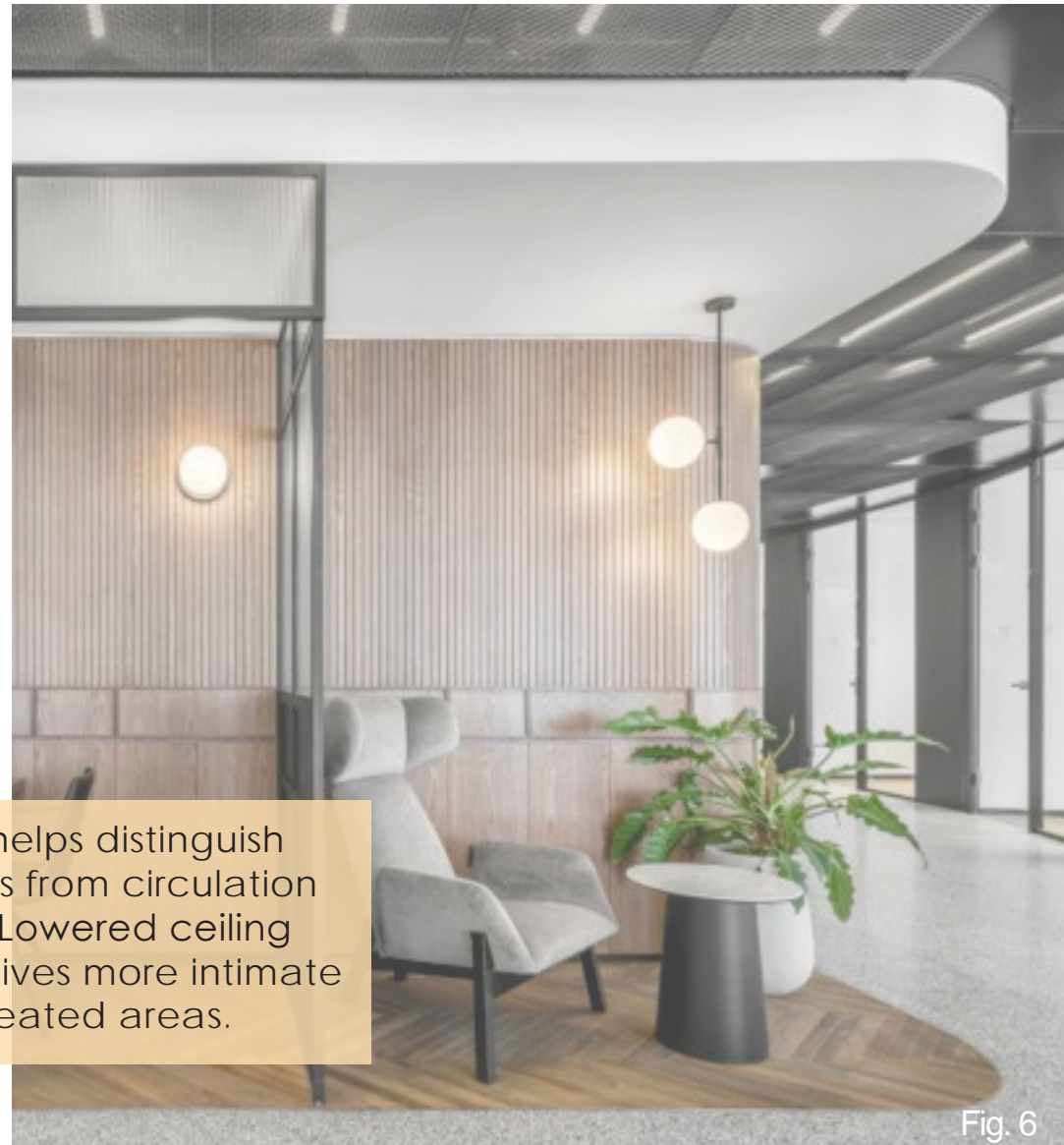


Fig. 6



Stair incorporates spaces for employees to lounge and socialize with their coworkers.

Fig. 7

Wayfinding will reference Atlanta public transport, tying the spaces together in the same way the city is tied together by rail.

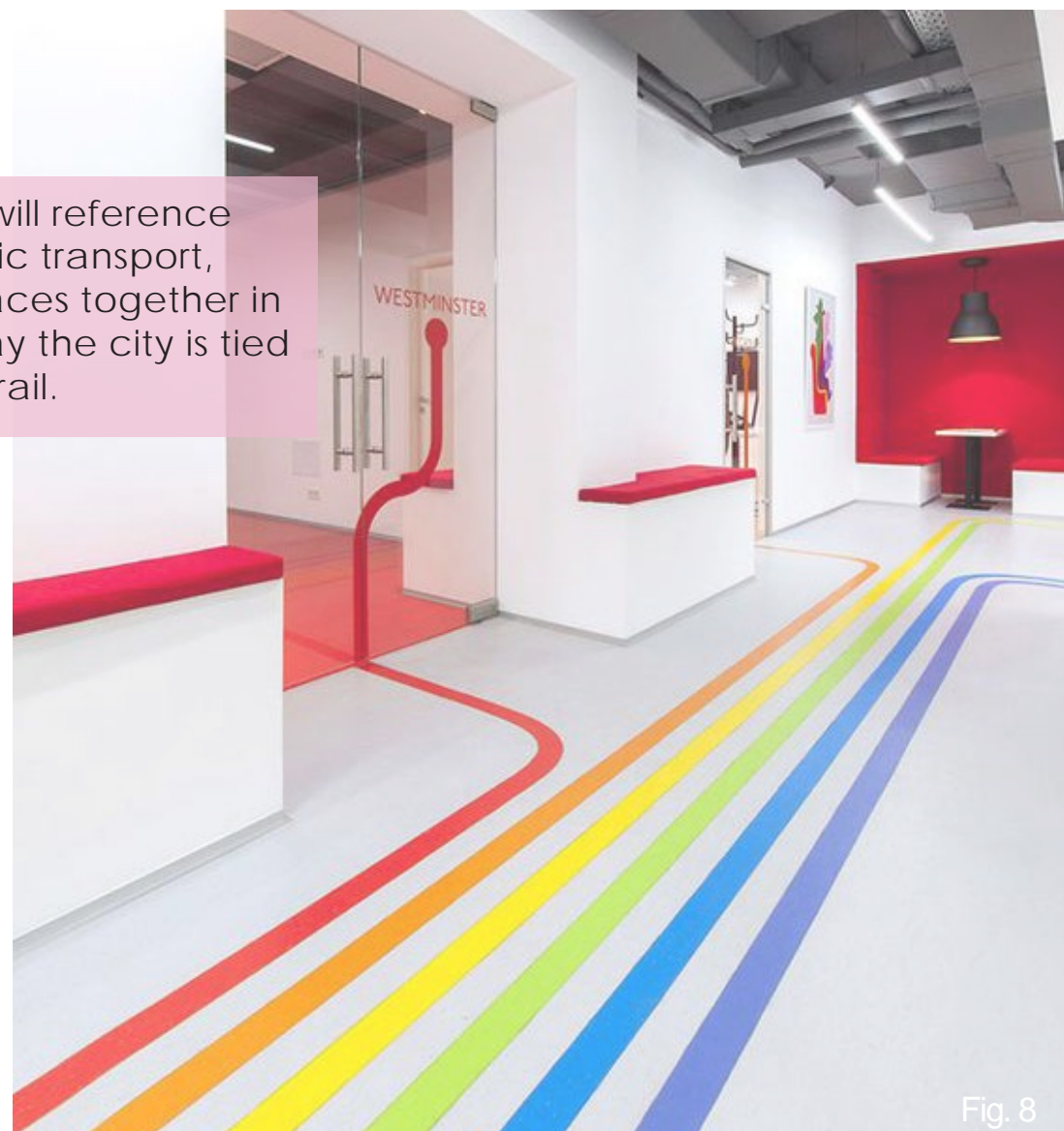
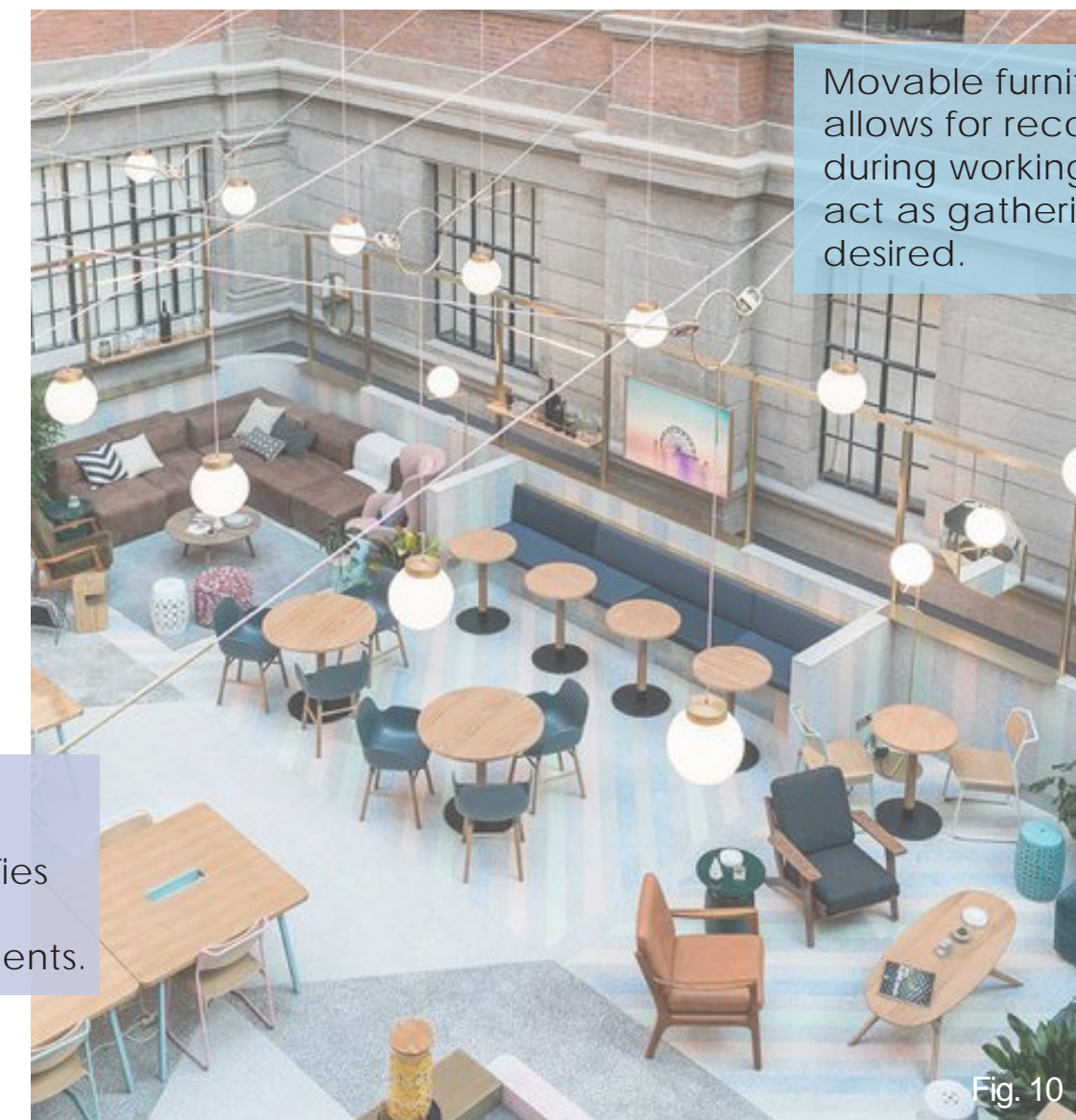


Fig. 8



Technology integrated into inspiration zone for presentations. Exemplifies NEXT as a technology forward company to clients.

Fig. 9



Movable furniture in Workcafe allows for reconfiguration during working hours or to act as gathering space when desired.

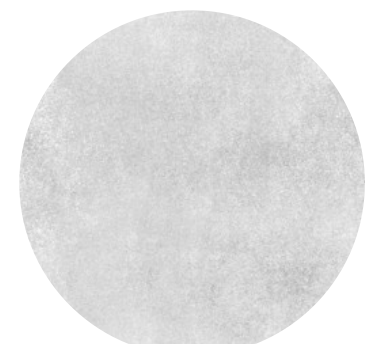
Fig. 10

LEVEL 1 PLANS

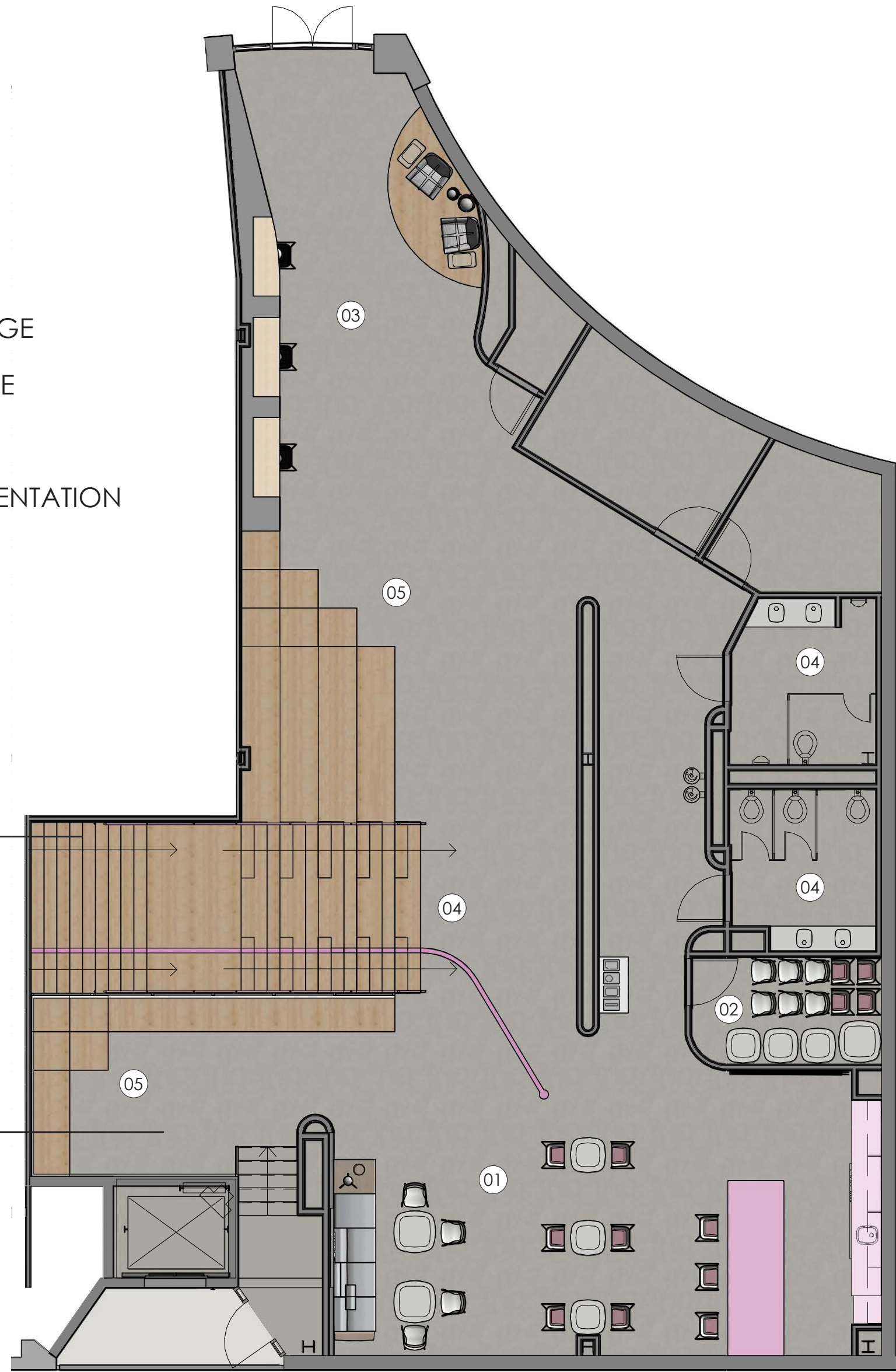
- 01 WORKCAFE
- 02 FURNITURE STORAGE
- 03 IN-BETWEEN SPACE
- 04 RESTROOMS
- 05 IMPROMPTU PRESENTATION SPACE
- 05 SOCIAL STAIR



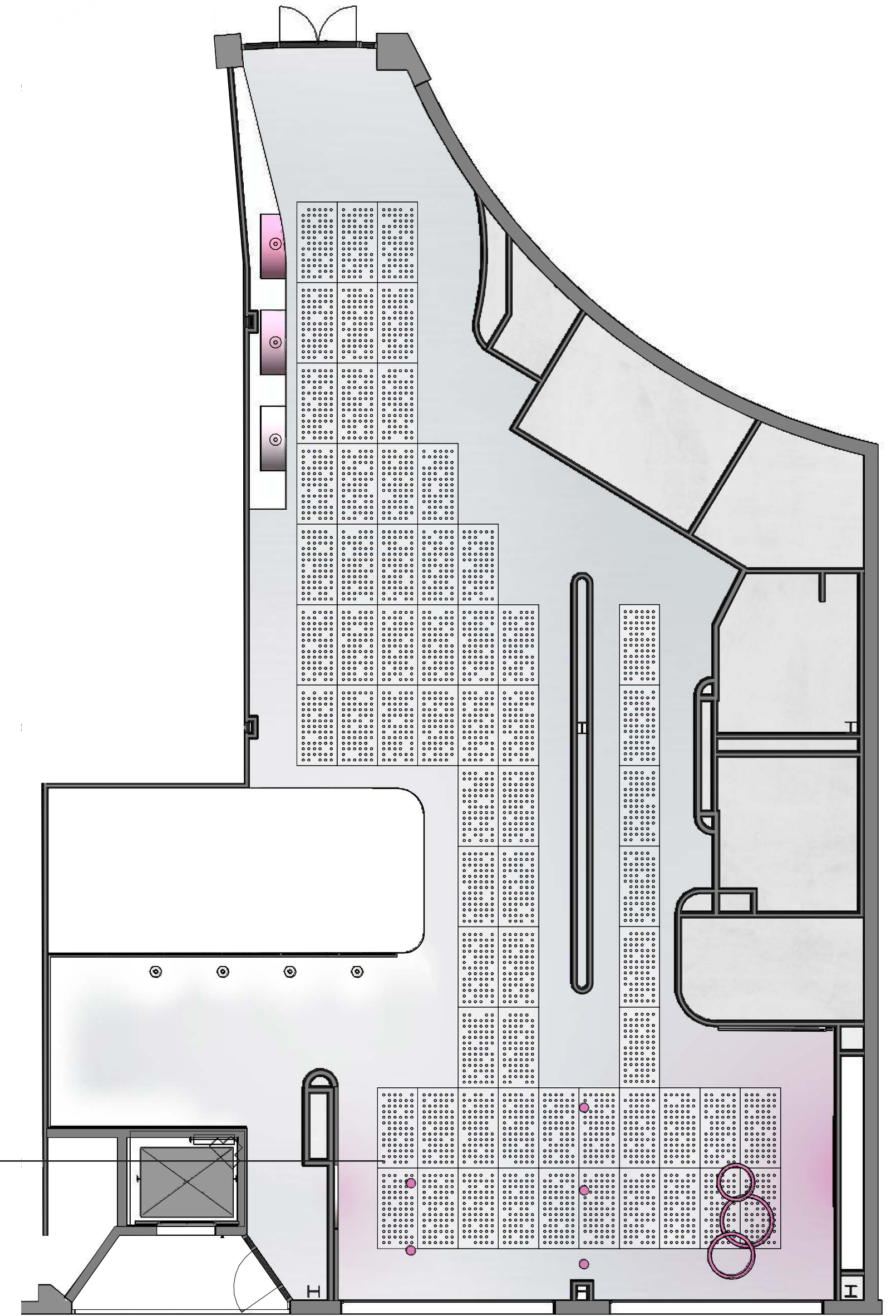
ASH WOOD



CONCRETE



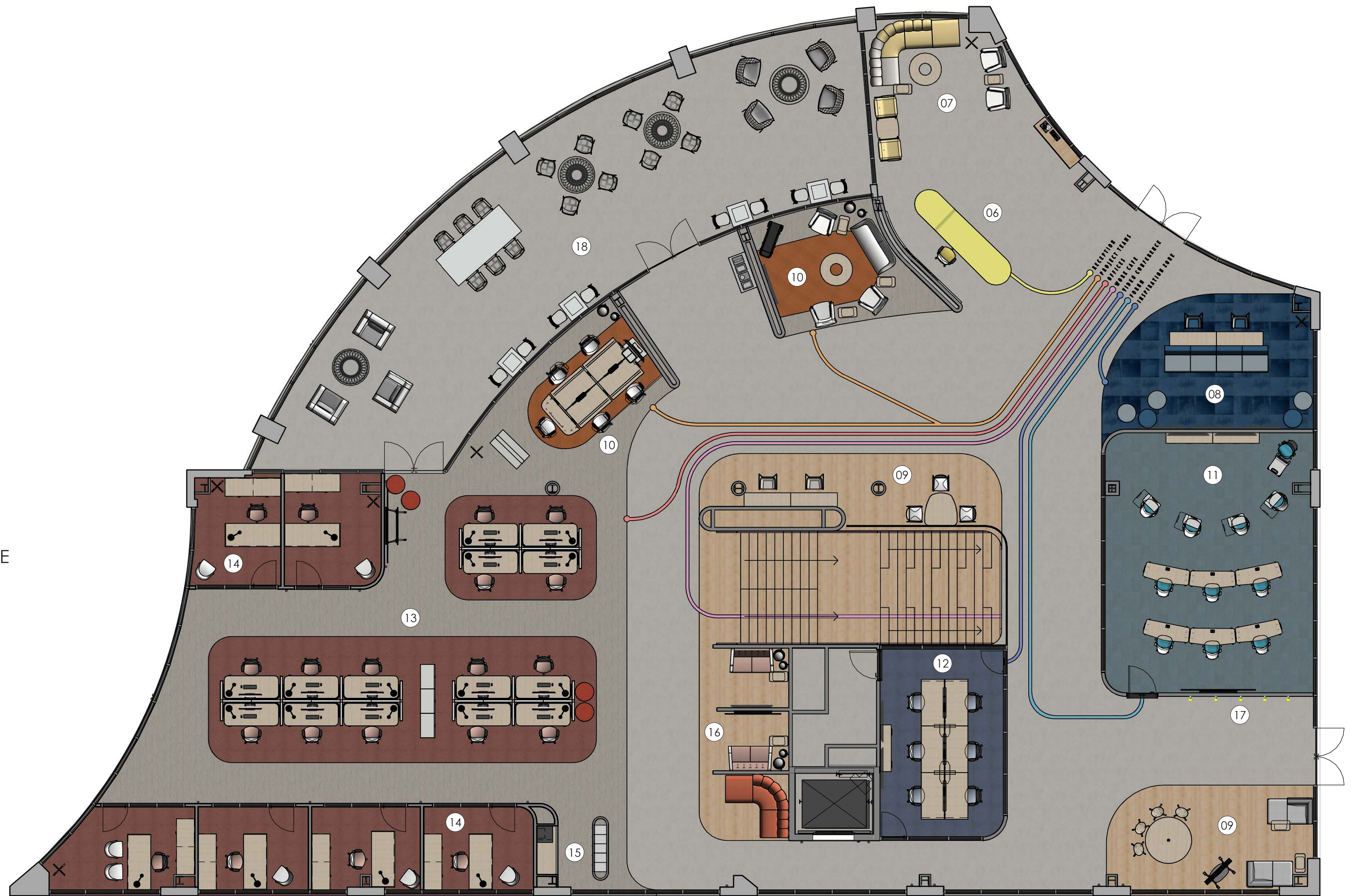
LEVEL 1 FLOOR PLAN
SCALE 1/8" = 1'



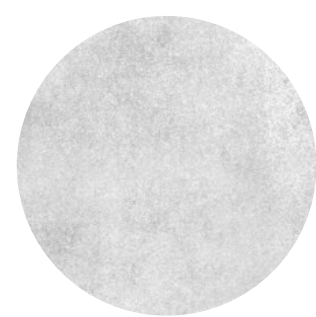
LEVEL 1 REFLECTED CEILING PLAN
SCALE 1/8" = 1'

LEVEL 2 FLOOR PLAN

- 06 RECEPTION
- 07 WAITING AREA
- 08 INSPIRATION ZONE
- 09 IN-BETWEEN SPACE
- 10 PROJECT TEAMS SPACE
- 11 FORUM CLASSROOM
- 12 VIDEO CONFERENCE SPACE
- 13 OPEN OFFICE
- 14 PRIVATE OFFICES
- 15 RESOURCE CENTER
- 16 PRIVATE ENCLAVES
- 17 BIKE STORAGE
- 18 PATIO



LEVEL 2 FLOOR PLAN
SCALE 1/8" = 1'



CONCRETE



ASH WOOD



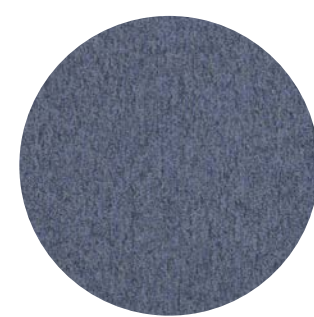
PETO II 20 TILE
'SCHOOLGIRL'
SHAW CONTRACT



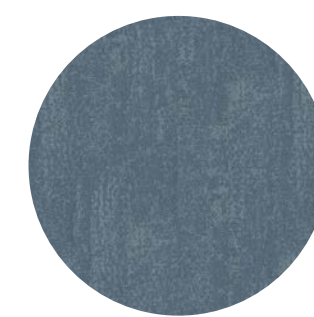
HEDDLE TILE
'ARGAN'
SHAW CONTRACT



SCAPE TILE
'LANDSCAPE'
SHAW CONTRACT



PETO II 20 TILE
'BIRDBATH'
SHAW CONTRACT



ENDLESS TILE
'FLORA'
SHAW CONTRACT

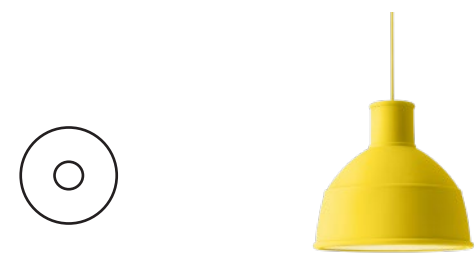


DYE LAB TILE
'SAXON'
SHAW CONTRACT

LEVEL 2 REFLECTED CEILING PLAN



OH! LINE LED CHANDELIER LUMENS



MU 14201 UNFOLD HICKEN LIGHTING



OH! LINE LED CHANDELIER LUMENS



OH! LINE LED CHANDELIER LUMENS



OH! LINE LED CHANDELIER LUMENS



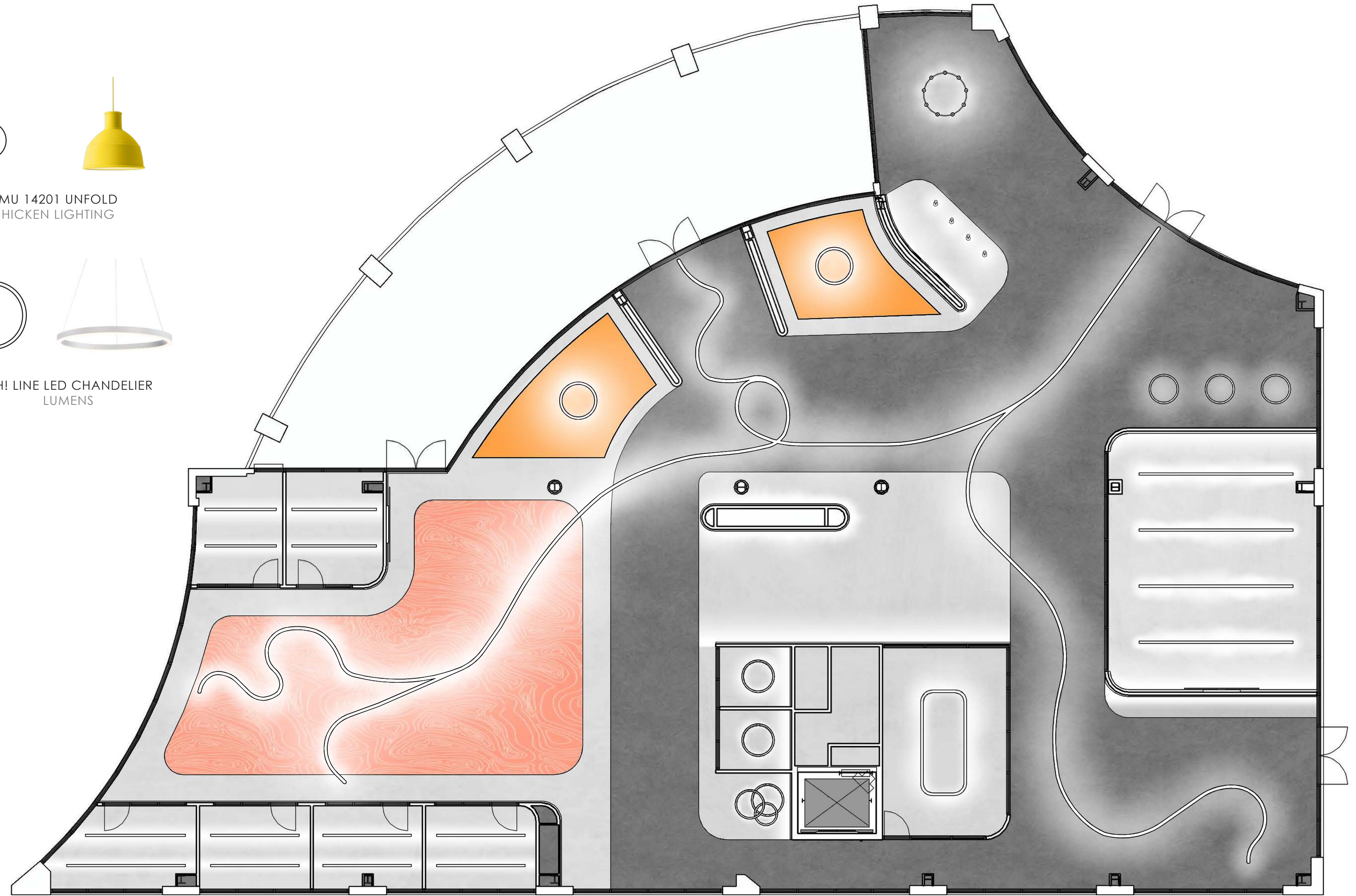
CUSTOM LED HANGING LIGHT FIXTURE



OH! LINE LED CHANDELIER LUMENS



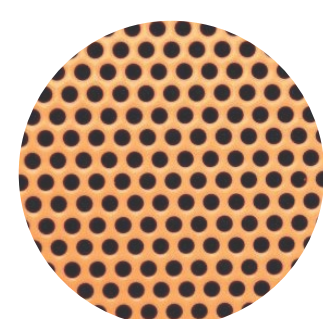
TRULINE LINEAR LED RECESSED LIGHTOLOGY



GREY VENETIAN PLASTER FINISHED CEILING
CEILING HEIGHT: 14' AFF



WHITE PLASTER FINISHED CEILING
CEILING HEIGHT: 12' AFF



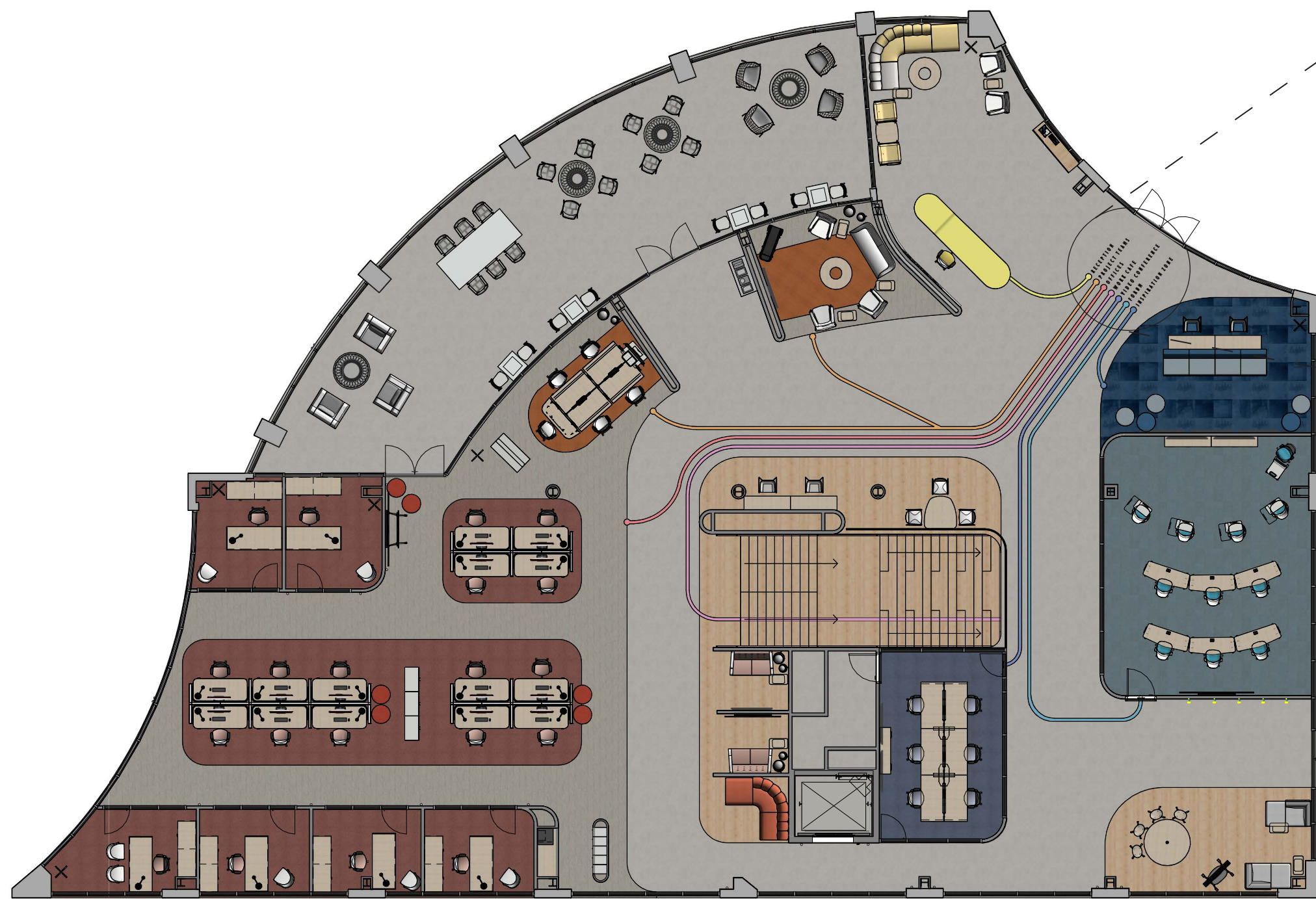
ORANGE PERFORATED METAL CEILING
CEILING HEIGHT: 12' AFF



COLORED CEILING MURAL TO BE COMMISSIONED BY LOCAL ARTIST
CEILING HEIGHT: 13' AFF

LEVEL 2 REFLECTED CEILING PLAN
SCALE 1/8" = 1' 

WAYFINDING



LEVEL 2 FLOOR PLAN



DOOR SIGNAGE

COLOR

Train-map inspired wayfinding lines direct users to their desired destinations. Color is used to support this wayfinding system by associating the color pops of each room back to the color of the wayfinding lines.

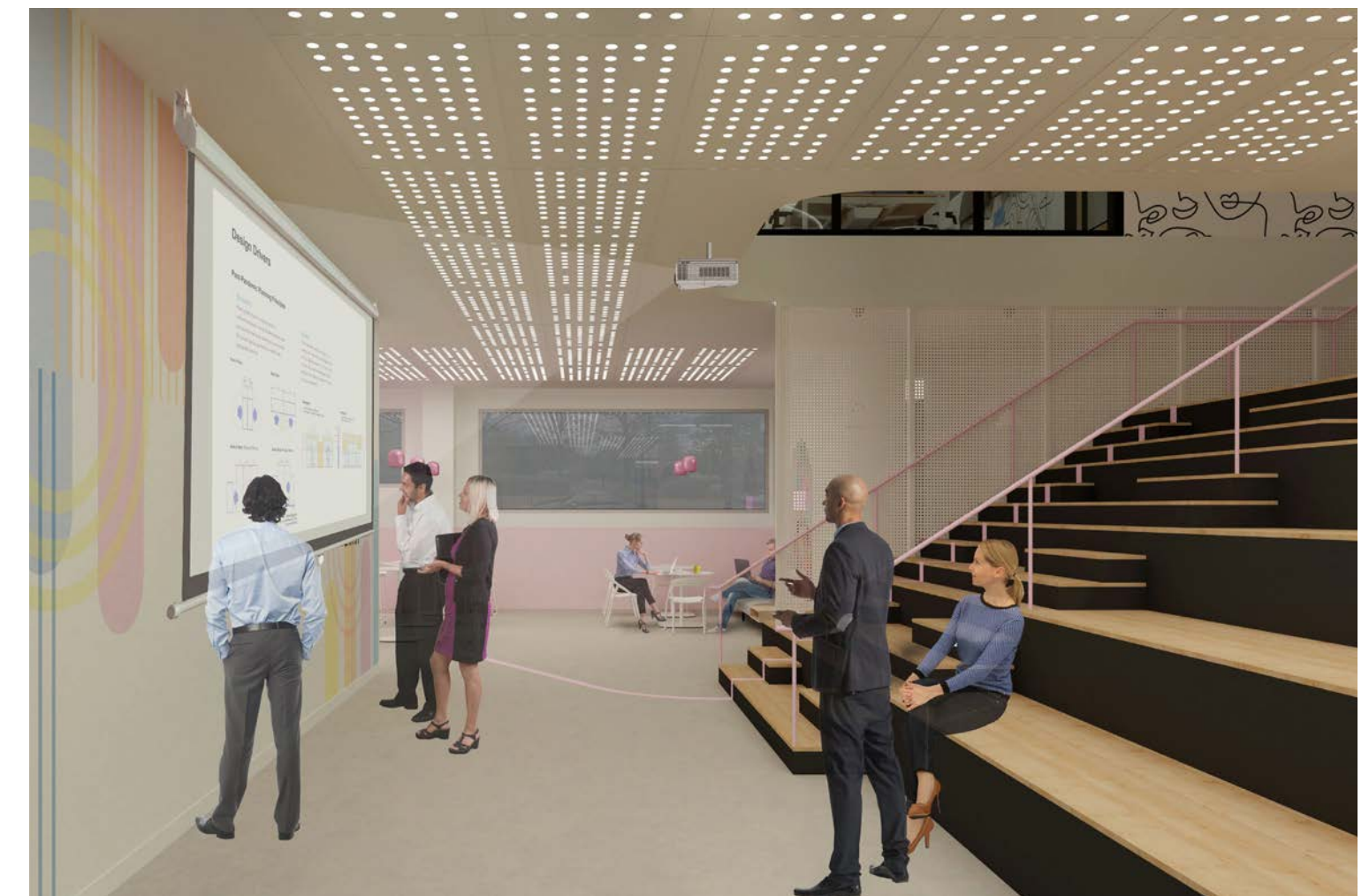
LINE

Lines lead users directly to their intended destination, beginning at the building main entry. On door entries, the lines change planes to allow for clear signage. For the workcafe, a line runs along the risers and treads of the staircase to the first floor.



ENTRY RENDERING

STAIR CONCEPT

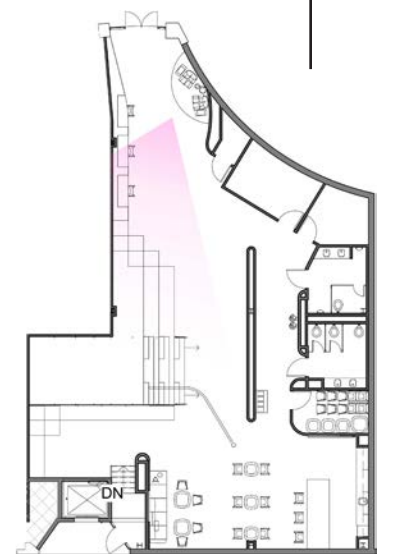
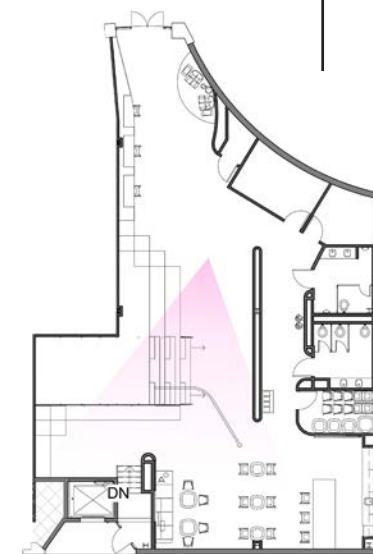


DURING PRESENTATION



SOCIAL STAIR / IMPROMPTU PRESENTATION ZONE

Stair form, inspired by iconic Atlanta architecture, allows for a social space for workers to do informal tasks and socialize with their coworkers. When desired, there is a retractable screen and projector ready to transform stairs into an impromptu presentation/collaboration space.

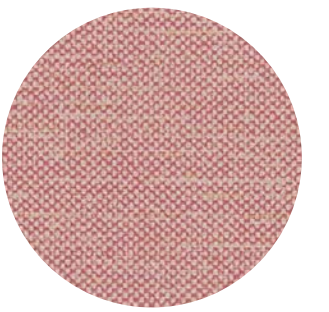


LOCAL ARCHITECTURAL INSPIRATION

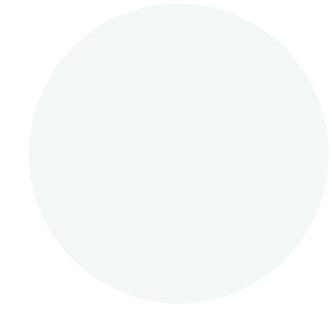
WORKCAFE



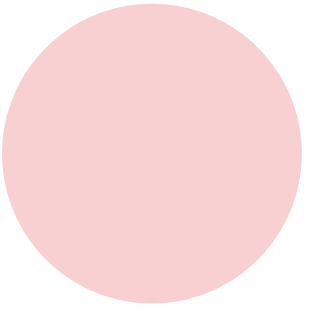
ARCTIC WHITE LAMINATE



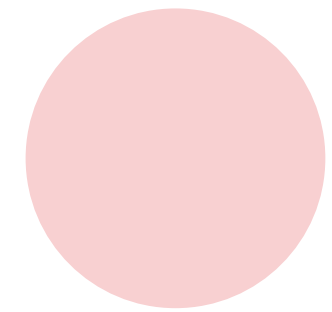
CHASM 'THERMAL' UPHOLSTERY



BENJAMIN MOORE 'ICE MIST'



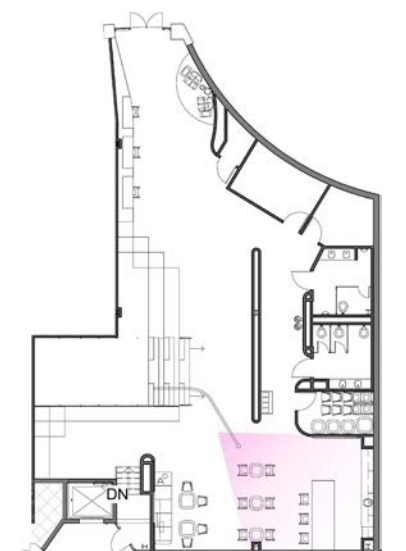
BENJAMIN MOORE 'CATS MEOW'



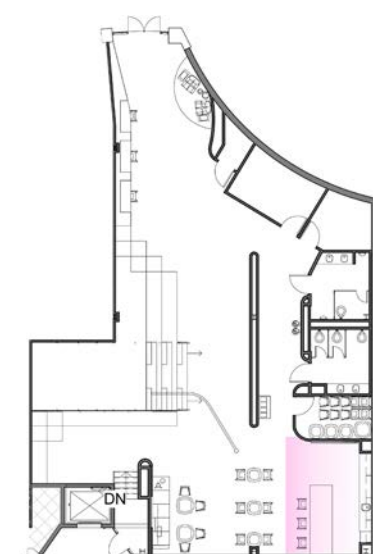
PINK CORIAN COUNTERTOP



FIG. 11 TO BE COMMISSIONED BY LOCAL ARTIST



WORKCAFE ELEVATION
SCALE = 1/4" = 1'



OH! LINE LED CHANDELIER



SOLITAIRE PLUM PENDANT



ENEA LOTTUS CAFE HEIGHT TABLE

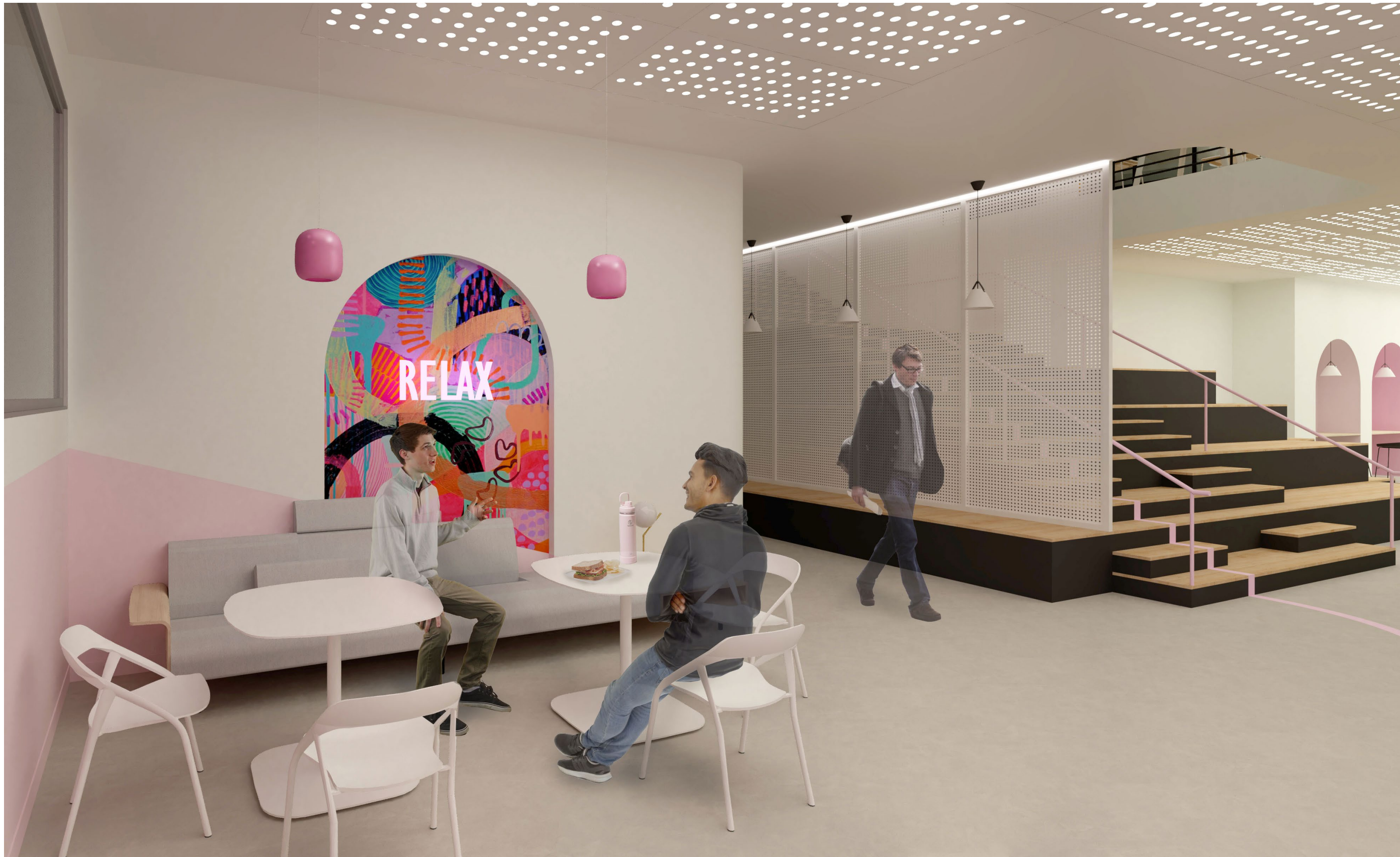


TURNSTONE STOOL

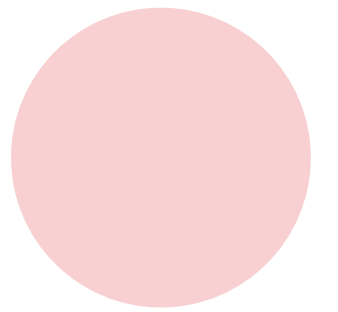


FLEX MARKERBOARD

WORKCAFE



ARCTIC WHITE LAMINATE



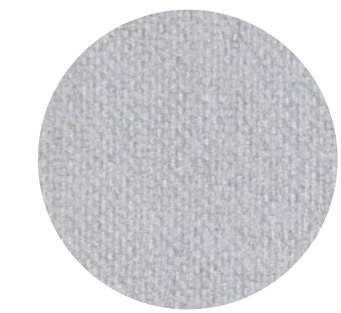
BENJAMIN MOORE 'CATS MEOW'



TO BE COMMISSIONED BY LOCAL ARTIST



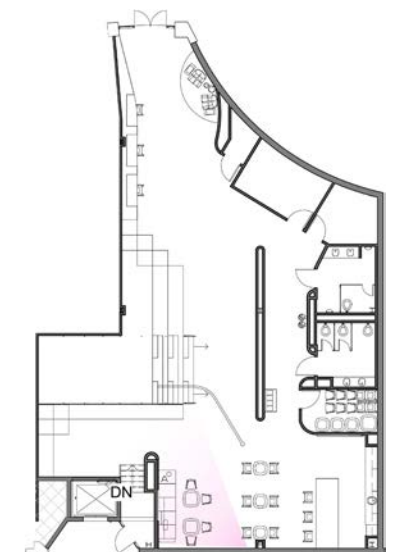
BENJAMIN MOORE 'ICE MIST'



COALESSE GRAVEL UPHOLSTERY



BISQUE WENGE LAMINATE



FLEXIBILITY

The workcafe is designed to double as a flexible meeting space when needed for NEXT Atlanta. Stackable furniture as well as furniture storage space accommodate for meetings of any size, with the adjacency of the social stair to allow for additional congregation.



STRAP 27 PENDANT



SOLITAIRE PLUM PENDANT



ENEALOTTUS CAFE HEIGHT TABLE



LESSTHANFIVE GUEST CHAIR



COALESSE SISTEMA MODULAR LOUNGE SYSTEM

OPEN OFFICE



- 

BENJAMIN MOORE
'ICE MIST'



FIG. 12
COLORED CEILING MURAL
TO BE COMMISSIONED BY
LOCAL ARTIST
- 

BILLIARD MULTI-USE
DESIGNTEX UPHOLSTERY

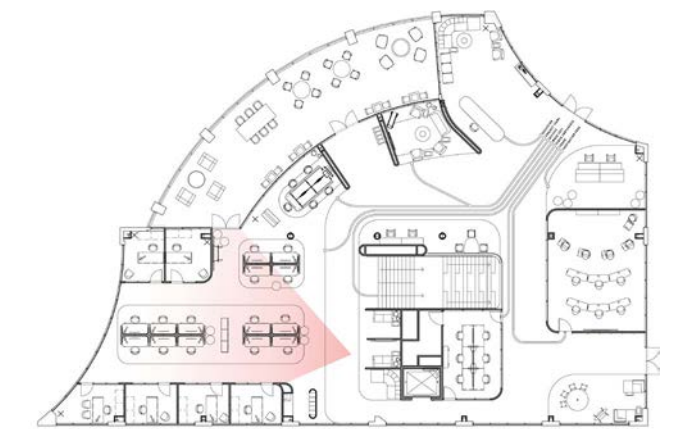


BISQUE WENGE
LAMINATE
- 

ARCTIC WHITE
LAMINATE



FOMO 'DARK PEONY'
UPHOLSTERY



OPEN OFFICE ELEVATION
SCALE = 1/4" = 1'

OPEN OFFICE



ANSWER PANEL SYSTEMS



FLEX HEIGHT-ADJUSTABLE DESK



TS SERIES MOBILE STORAGE



SERIES-1 CHAIR



SPLASH COAT RACK

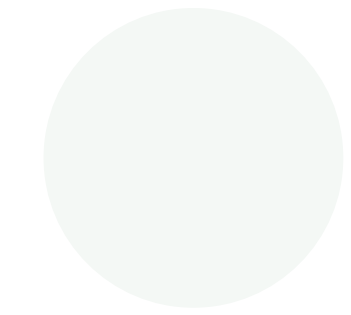


TURNSTONE ALIGHT OTTOMAN



LED LINEAR DESKTOP LIGHT

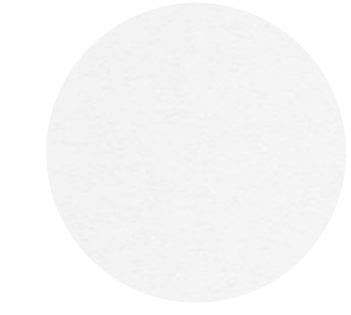
ENTRY



BENJAMIN MOORE
'ICE MIST'



GREY VENETIAN PLASTER
FINISHED CEILING



ARCTIC WHITE
LAMINATE



BISQUE WENGE
LAMINATE



TURNSTONE STOOL



TURNSTONE CAMPFIRE
SLIM TABLE STANDING
HEIGHT



COALESSE
MONTARA650



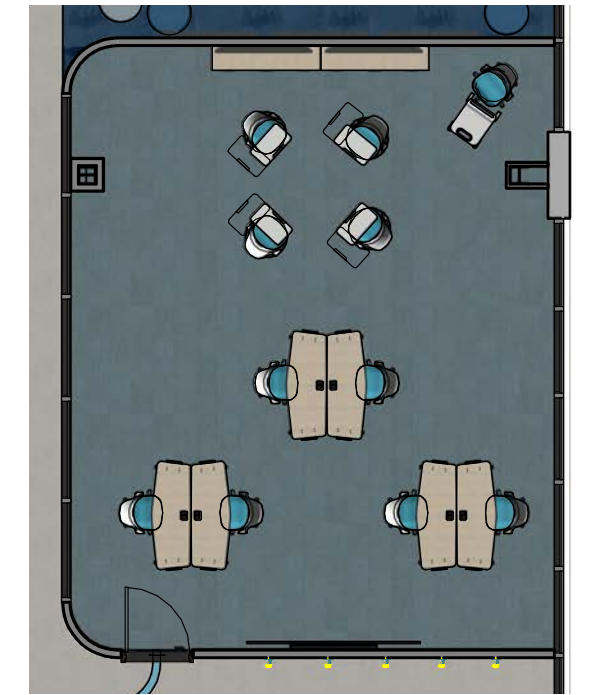
VERLAY SOFTENED
SQUARE TABLE



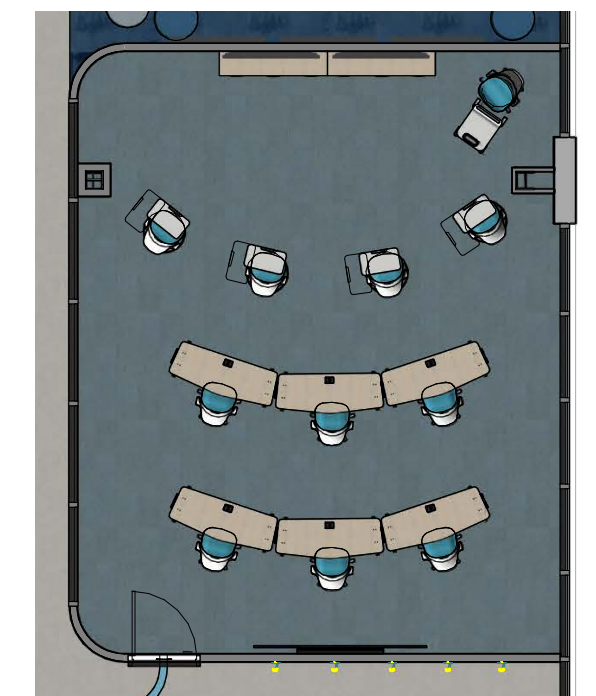
FORUM



ALTERNATIVE FURNITURE ARRANGEMENTS



GROUP WORK



PRESENTATION



NODE SEATING
TRIPOD BASE WITH
WORKSURFACE



VERB TABLE



NODE SEATING



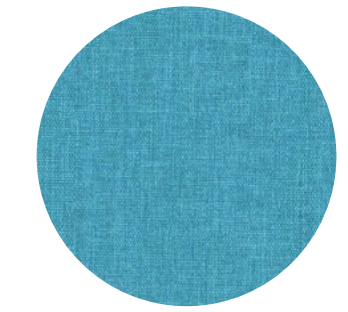
555 SERIES WHITEBOARD



BISQUE WENGE
LAMINATE



ARCTIC WHITE
LAMINATE



INSIGHT LAGOON
UPHOLSTERY



BENJAMIN MOORE
'ICE MIST'

IN-BETWEEN SPACE & SECONDARY ENTRANCE



LOCALLY COMMISSIONED ART MURALS

To further the microcosm of Atlanta concept, locally commissioned wall murals will reference the city's prevalent street art.



FIG. 13

'HENSE' is an Atlantan artist who was raised by an architect father and interior designer mother. He is a nationally recognized street artist and muralist who focuses his work in the Atlanta area. Works like 'Untitled' above will bring life and character into the space, connecting users to the broader cultural life of the city.



COALESSE LAGUNITAS SEATING



POTRERO415 STANDING-HEIGHT MEETING TABLE



COALESSE ENEA CAFE STOOL



ROAM MOBILE STAND



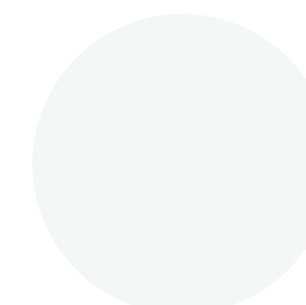
TURNSTONE WALL MOUNT BIVI BIKE HOOK



ARCTIC WHITE LAMINATE



BISQUE WENGE LAMINATE



BENJAMIN MOORE 'ICE MIST'



GREY VENETIAN PLASTER FINISHED CEILING

INSPIRATION ZONE



ARCTIC WHITE LAMINATE



BISQUE WENGE LAMINATE



BENJAMIN MOORE 'ICE MIST'



GREY VENETIAN PLASTER FINISHED CEILING



TURNSTONE STOOL



TURNSTONE CAMPFIRE SLIM TABLE
STANDING HEIGHT



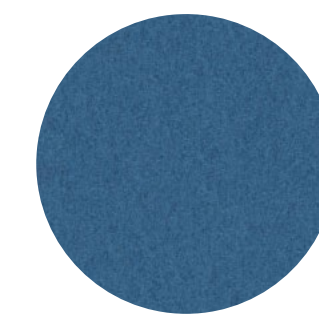
SPLASH COAT RACK



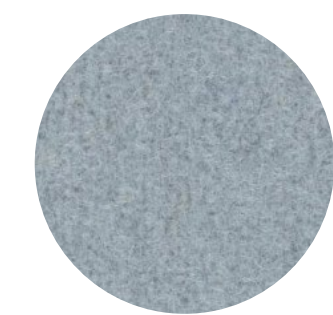
TURNSTONE ALIGHT OTTOMAN



OH! LINE LED CHANDELIER



PIGMENT BRIGHT BLUE UPHOLSTERY



PIGMENT STEEL GREY UPHOLSTERY



DYE LAB TILE 'SAXON'

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- FIG. 1 Admin. (2018, September 30). Marta Map Georgia for OOH Advertising and Transit Advertising. Retrieved December 09, 2020, from <https://www.effortlessoutdoormedia.com/what-i-should-expect-when-buying-transit-advertising/marta-map-georgia-for-oo-advertising-and-transit-advertising/>
- FIG. 2 On-line tour guide to 1000+ murals. (2020, December 08). Retrieved December 09, 2020, from <https://streetartmap.org/>
- FIG. 3 -, H., By, Leibler, H., -, & Wells, M. (2018, May 14). How Atlanta artist Greg Mike came up with his most iconic character. Retrieved December 09, 2020, from <https://www.atlantamagazine.com/news-culture-articles/atlanta-artist-greg-mike-came-iconic-character/>
- FIG. 4 Charbonnet, I. (2019, September 05). The best one-day street art tour of Atlanta. Retrieved December 09, 2020, from <https://matadornetwork.com/read/street-art-atlanta/>
- FIG. 5 "Switzer Group Designs New Office for Casanova//McCann." Dexioner, www.dexioner.com/news/32641.
- FIG. 6 "B.S.R. Group Offices - Tel Aviv." Office Snapshots, 1 Nov. 2019, officesnapshots.com/2019/11/05/b-s-r-group-offices-tel-aviv/.
- FIG. 7 "101 Station Drive." National Development, 19 Feb. 2020, natdev.com/project/101-station-drive/.
- FIG. 8 Dmitry. "Colorful Lines, Inspired By The London Underground, Will Lead You To Classrooms At This Language School." Design You Trust - The Source Of Inspiration, 23 Apr. 2016, designyoutrust.com/2016/04/colorful-lines-inspired-by-the-london-underground-will-lead-you-to-classrooms-at-this-language-school/.
- FIG. 9 "Bluescape." Haworth, www.haworth.com/na/en/products/technology/bluescape.html.
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THANK YOU