



Goals for NEXT Space Include:

- Maximize real estate through multi-functional spaces.
- Utilize thoughtful technology integrations to address seamless connectivity between this satellite office, San Francisco headquarters hub office, and staff working from home.
- Increase employee engagement and productivity.
- Improve employee wellbeing.

## Location

1545 Peachtree Street, Suite 280, One Peachtree Pointe, Atlanta, GA 30309 (Located in the heart of the city).

## Design:

Design the 1st and 2nd floors of the office without disrupting the original.

## **Client Info**

• NEXT is a global technology company that makes meditation and wellness apps and provides articles for clients on self improvement. Client would like the new office space to represent their brand and the culture of Atlanta while also keeping in mind post-pandemic design standards.

• Enhance collaboration between employees in the office and remote.

• Incorporate company branding while honoring local culture.

• Maintain transparency of information to employees and clients.

• Recruit and retain top talent.

Encourage cross-generational mentoring.

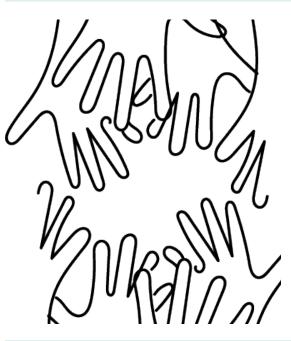
(Taken From 2020-NEXT-Contest-Overview-Program)



# Atlanta's Background

Atlanta serves as the "heart" of culture and economic success in Georgia, these characteristics are reflected in the design.

Diversity

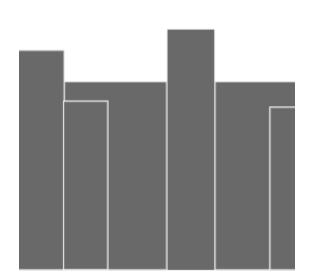


Business

"The spotlight is currently on Atlanta with the expansion of Tyler Perry's entertainment empire. The mogul opened the first major studio owned by an African-American (Abdulahi, 2019)."

"In 1973, Maynard Jackson was elected as the first black mayor of Atlanta (Abdulahi, 2019)."

"You can build a space and you can do it in Atlanta

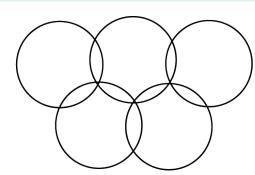


best inclusive city in the United States (Abdulahi, 2019)."
-Dr. Maurice Hobson
"Atlanta may not be the only city that reps the culture, but the ATL's growing influence in politics,

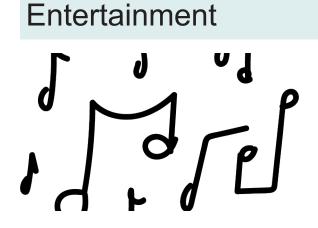
because it is a city where there is opportunity.... It is the

entertainment, and business is becoming the heart of the cultural conversation (Abdulahi, 2019)."

# Sports



"Atlanta gained global attention when the city hosted the 1996 Olympics (Abdulahi, 2019)."



"The city has also become the hub for the hip-hop music industry and a hot spot for the film industry (Abdulahi, 2019)." - Dr. Maurice Hobson

# "While y'all are fighting for a seat at the table, l'm qoing to pund my own table in Atlanta"

(Abdulahi, 2019)." -Tyler Perry

# Concept Statement

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NEXT specializes in health and wellness technology. Their new satellite office will be located in Atlanta, the heart of Georgia, known for its creativity and rich culture. The design embodies NEXT values of wellness, creativity, and collaboration through innovative design, post-pandemic principles, and Steelcase furniture.

The NEXT Atlanta office design features an optimal collaborative environment with screens in all project team spaces and the inspiration zone making the Atlanta team accessible to all off-site and virtual employees. Flexible space enhances collaboration via inviting spaces, attractive materiality, and seating design that facilitates conversation and client communication. The office exudes NEXT values through a visual representation of culture with open layouts to communicate transparency, a variety of materials, and colors to demonstrate cultural diversity. Universal design and ADA regulations are used to demonstrate a culture of inclusion.

The design aesthetic creates an environment for cross-generational mentorship. A black and white formal contrast was selected to appeal to more mature staff. The pops of color are added to symbolize the music and entertainment culture of Atlanta and to draw younger talent as well.

COVID principles such as efficient circulation, proximity measures, posture flexibility, and personality of cleanable materials are incorporated. Sustainability will promote wellness through natural lighting in work areas, and good indoor air quality through the use of safe material choices. The Steelcase furniture chosen offers an ergonomic design and ensures comfort and wellness for staff and clients.

# **Precedent Study Inspiration**

Research yielded two inspiring office spaces containing aspects fitting the NEXT design requirements. A calm aesthetic and dramatic staircase were the main aspects applied.

# Genmab Research Building / Cepezed

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## Inspiration

# SMA-GSM Offices / Sordo Madaleno Arquitectos

## Main Stair Figure 1



- Sustainable in design & providng daylighting through the office
- An inspirational work atmosphere
- Similar features to NEXT such as meeting center, auditorium, cafe, & restaurant
- Ground floor contains public spaces
- The office spaces are multiuse and can transform into labs
- Islands designed for meeting areas and boardroom spaces
- Use of natural materials
- Large staircase is the focal point
- Open design
- Use of organic features throughout design

(Abdel, 2020)

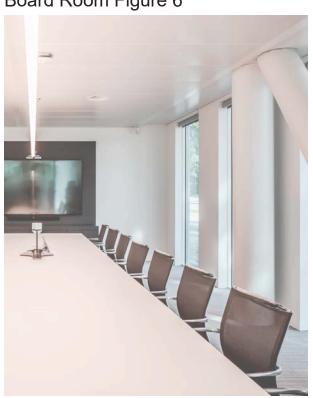




Workcafe Figure 5



Board Room Figure 6





Central Stair Figure 7



Central Stair Figure 9

Meeting Area Figure 11



## Showcase Area Figure 8



Conference Room Figure 10

Stair Contrast Figure 12



## Inspiration

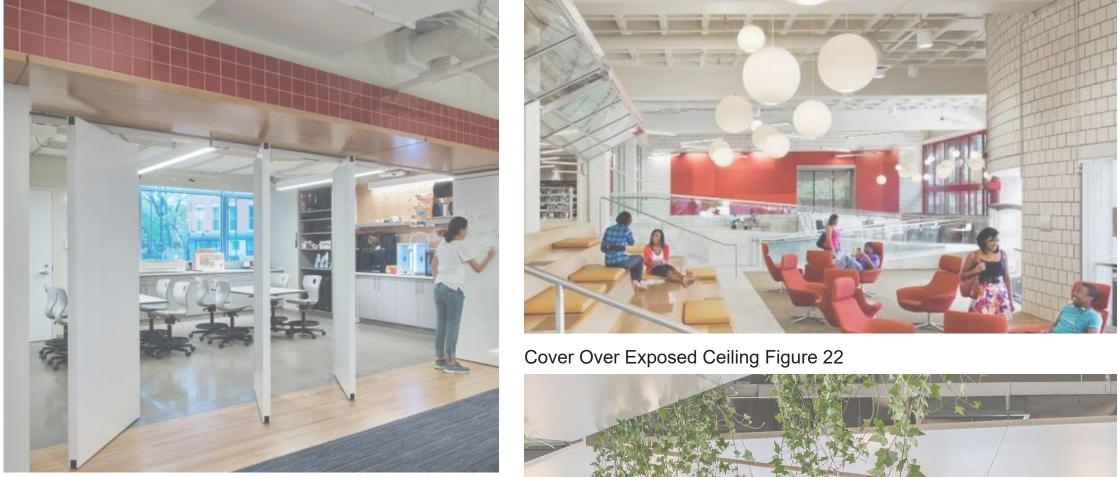
- Comfortable design promotes interaction
- Designed around office activities such as, collaboration, presentations & meetings
- Natural materials used to create a welcoming atmosphere
- Stairs connects the space
- Showcase firms models
- Contrast in the stairs creates attractive reference point
- Resources for office spaces are in the middle of open office
- Grand conference space
- Glass facade on the private office spaces
- Stairs are a focal point

(Ott, 2019)

# **Design Inspiration**

## Workcafe Material Inspiration Figure 16

## Folding Walls Figure 19



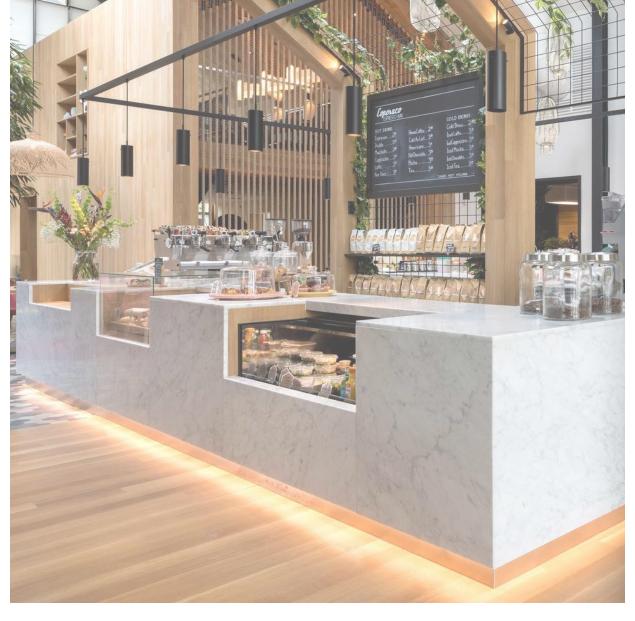








Product view in Coffee Bar Design Figure 17



# Workcafe

U - Shaped Table In Workcafe Figure 18



# **Private Spaces**

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Contrast in Floor Material Figure 13



Map of Atlanta Printed on Glass Figure 14



## Colored Glass Used Figure 15



Open Office

Way-finding in Flooring Figure 20



## Collaboration Area Figure 21



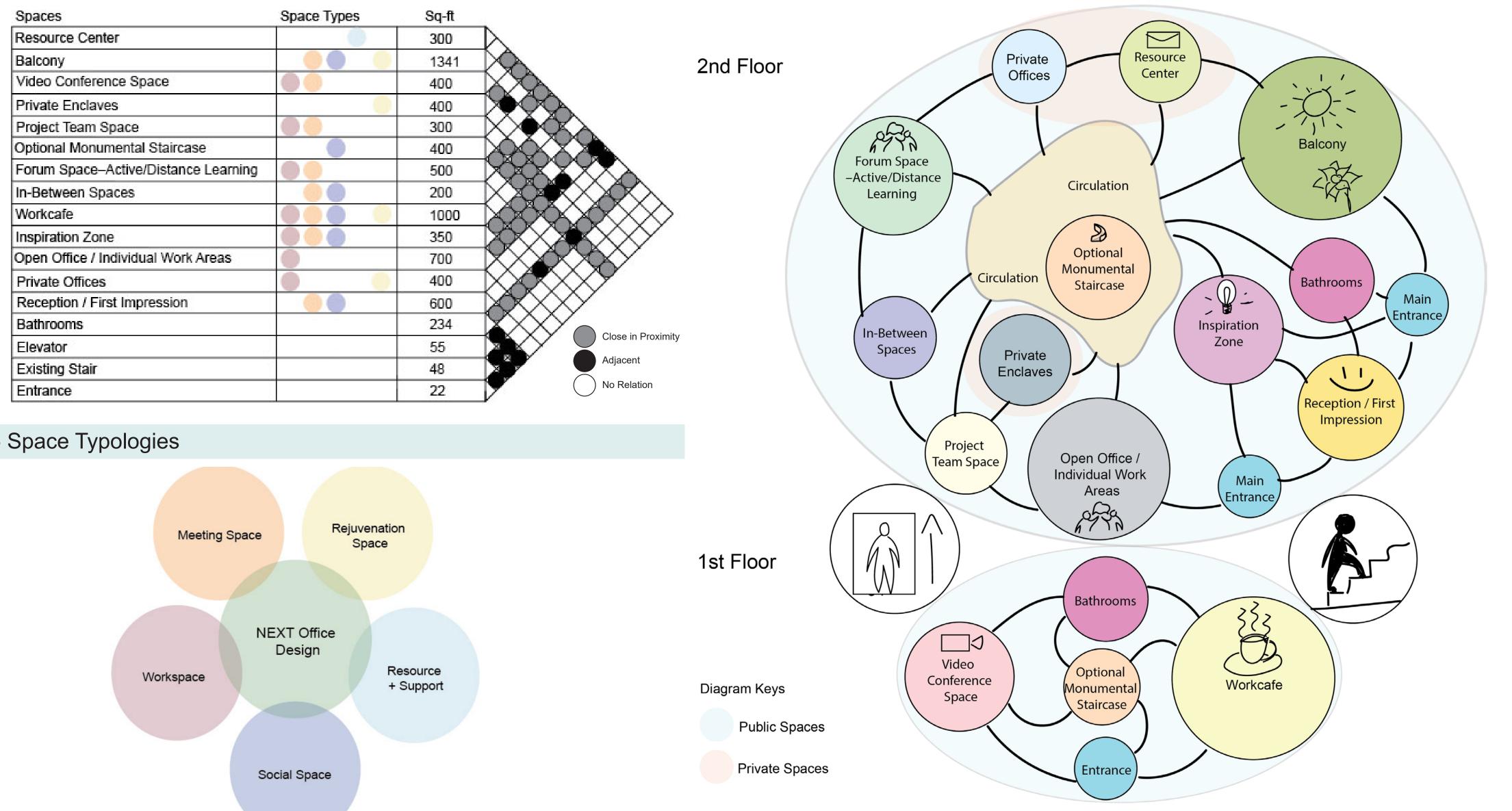
# Open Office



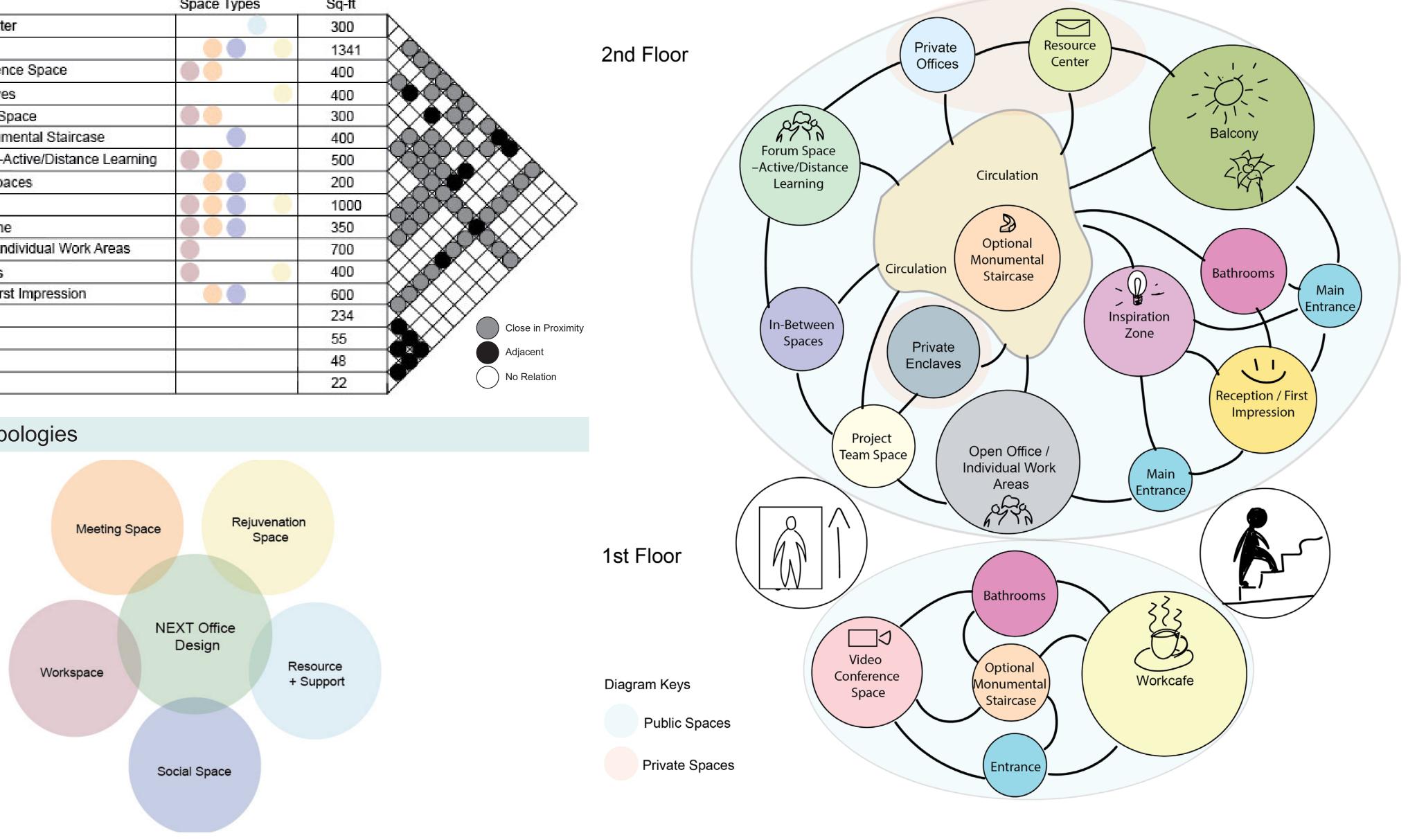
# Crown Jewel Focus Bubble Diagram

The adjacency matrix shows that the majority of spacial proximities had a connection with the monumental staircase. Through the Bubble diagram the optimal layout was found by making the staircase a central focal point. This will connect the spaces, promote collaboration, circulation, and create overall efficiency in the space.

# Adjacency Matrix Based on the 5 Different space Typologies



# **5** Space Typologies



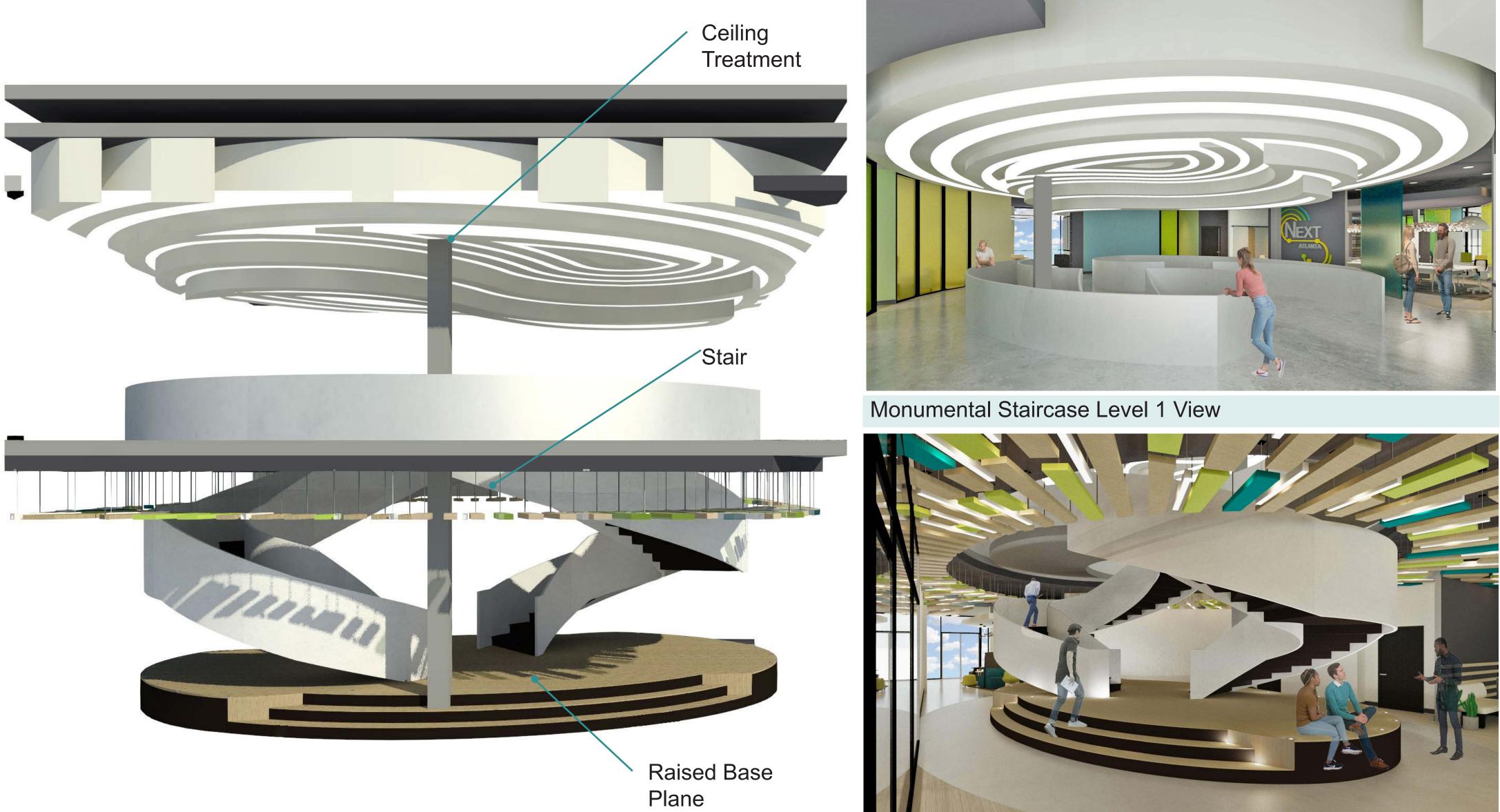
# Bubble Diagram: Crown Jewel



# Focal Point Design

The monumental staircase represents the heart of Georgia with its beauty and function as the heart of the space. The circulation of the space will be controlled by the stairs and like arteries in the heart, the stairs will guide the flow of people away to fill in the surrounding spaces. Ultimately the stairs will promote efficient wayfinding, and interactions.

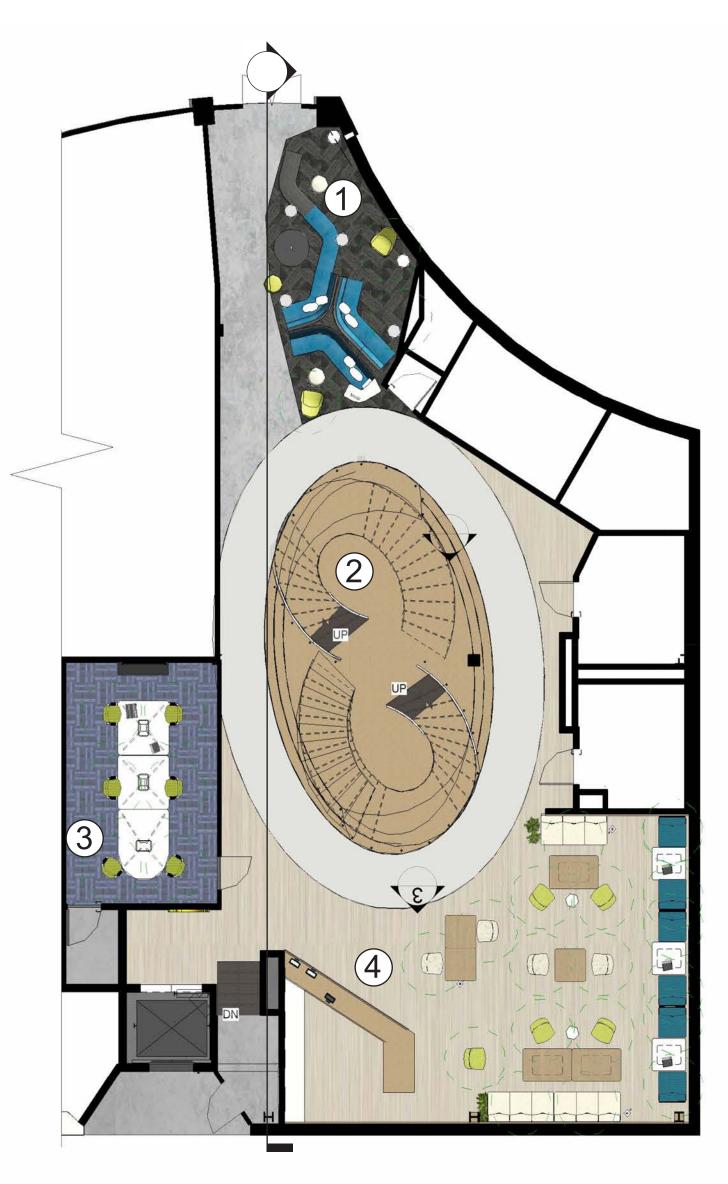
Monumental Staircase



## Monumental Staircase Level 3 View

# First Floor Plan

The first floor is designed to allow workers to relax, have impromptu meetings, and accommodate formal meetings as well. The aesthetic applies a bright color scheme to allow workers to be recharged throughout the day.



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Spaces	Floor Materials	
1. In-between Space	Flooring: Shaw Contract Common Tile	
2. Monumental Staircase		
3. Video Conference Room		
4. Workcafe	Stair Base: Steelcase Desert Oak	
COVID Principles Used		
Proximity:	Flooring: Armstrong Alchemy Golden Treasure	
6' COVID Spacing	Golden neasure	
Circulation:		
No overlapping circulation paths	Atrafloor Flooring: Polished Concrete	
Spacial Context:		
Use of some grounded furniture	Flooring: Polished Concrete	
Wellbeing:	, leening, renerred consiste	
Use of natural light		
Posture:		
Different seating options Provided		
Personality:		
Use of cleanable Materials		
Cleanliness:		

**Sanitation Machines** 



# Reflected Ceiling Plan Floor 1

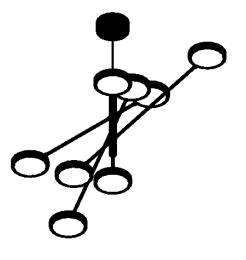
The ceiling design guides the circulation path toward the staircase. Lowered ceiling heights are used to compress the in-between space and the video conference space to encourage employees to sit and collaborate.



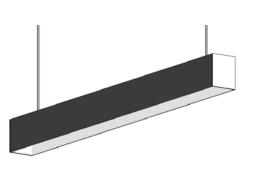
# Lighting: Key Plan

Light fixtures were selected for Level 1 with high CCT and CRI values. The high Bright colored materials were chosen CCT will make the space brighter and circulation paths easy to navigate. The high to promote circulation. The dark color ceiling base creates a comfortable CRIs will render the saturated colors such as lime and bright blue to their true color state. space for employees.

(1) Spectica Chandler: Tec Lighting



(2) REBA 65 LED



(3) Heracleum En



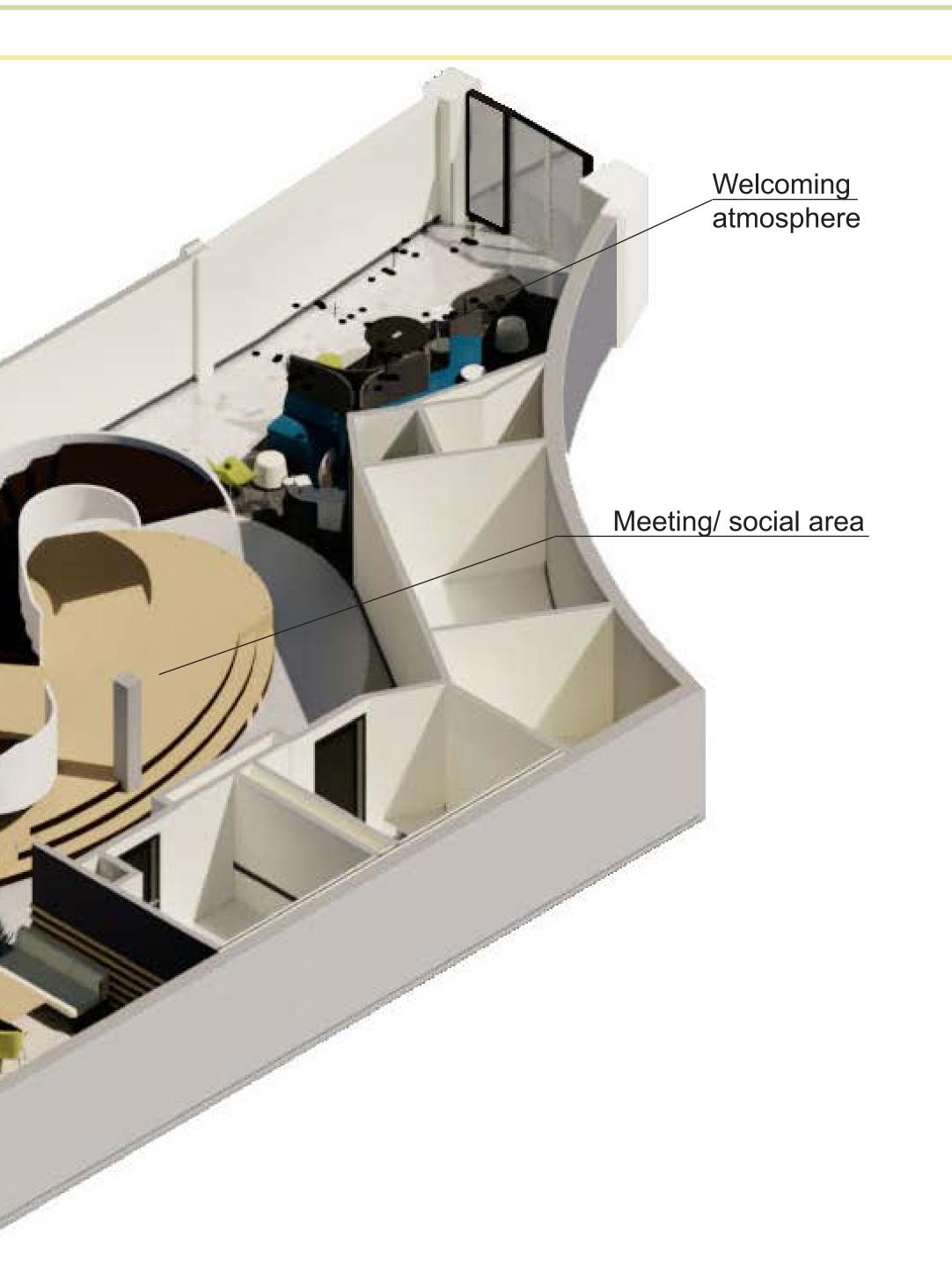
# Material: Key Plan

ndler: Tec Lighting		Ceiling Panel: 3Form
	Type: Direct LED Lumens: 3011 Watts: 6.3 Volts: 120 CCT: 3000k CRI: 90	Sea Salt Resin
		Ceiling Panel: 3 Form Turtle Resin Green
D Line: Cooper Lightir	ng	
	Type: Direct LED Lumens: 3011 Watts: 39 CCT: 4000k CRI: 80	Paint: Benjamin Moore Ebony Slate Paint:
		Benjamin Moore
ndless LED Suspensi	on: Lumens	Mountain White
of the contraction of the contra	Type: Direct LED Lumens: 400 Volts: 120 Watts: 12 CCT: 2700K CRI: 80	Ceiling Panel: Steelcase Desert Oak



Meeting/ work space

Flexible in use



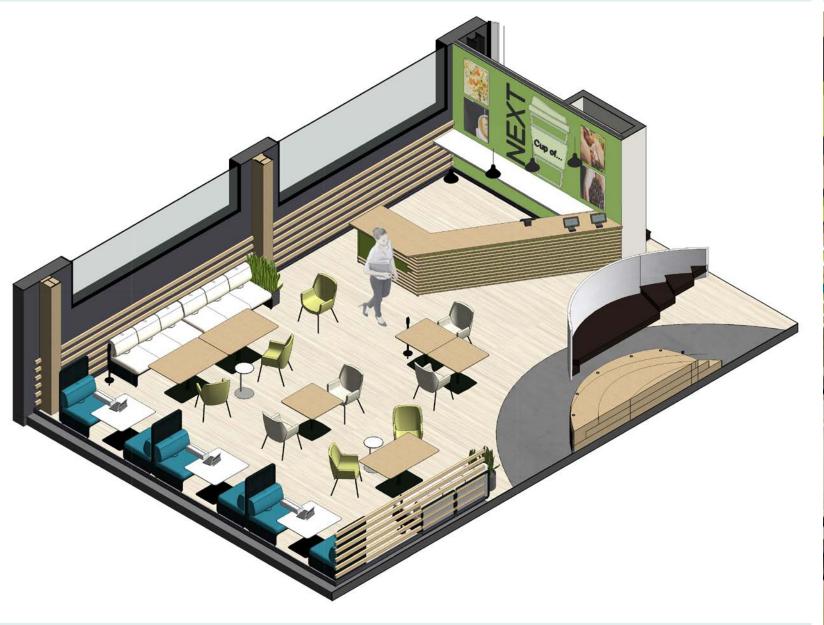


# Workcafe Rendering

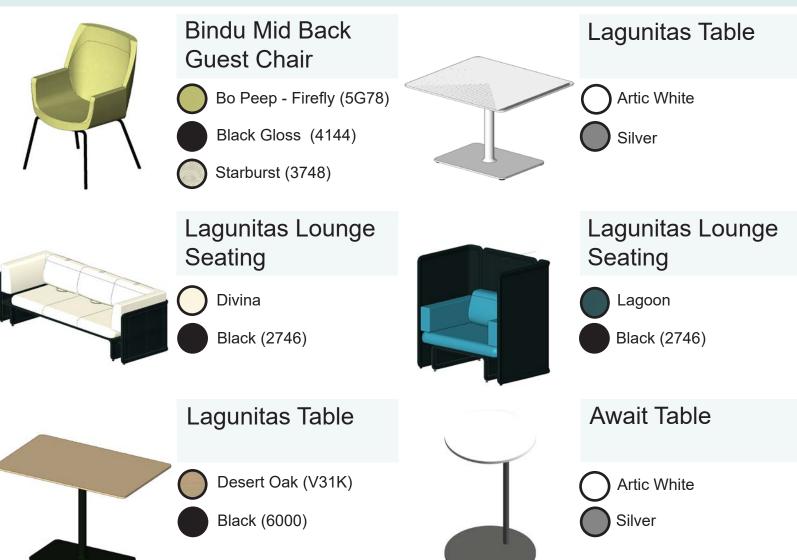
The aesthetic in the workcafe creates a comfortable intimate atmosphere while also using bright saturated materials to rejuvenate employees throughout the day and encourage interaction. The workcafe has a mixture of stationary and movable furniture to create a flexible space to accommodate larger meetings as well.

# Axonometric view of Workcafe

# Rendering



# Steelcase Ergonomic Furniture Selections:





# **Sustainable Material Selections:**

Ceiling Panel 3Form Ceiling Panel: 3 Sea Salt Resin

Paint: Benjamin Form Turtle Resin Moore Ebony Slate Golden Treasure

Armstrong Alchemy Ceiling Panel:

Steelcase Desert Oak

**Black Laminate** Sheet, Wilsonart

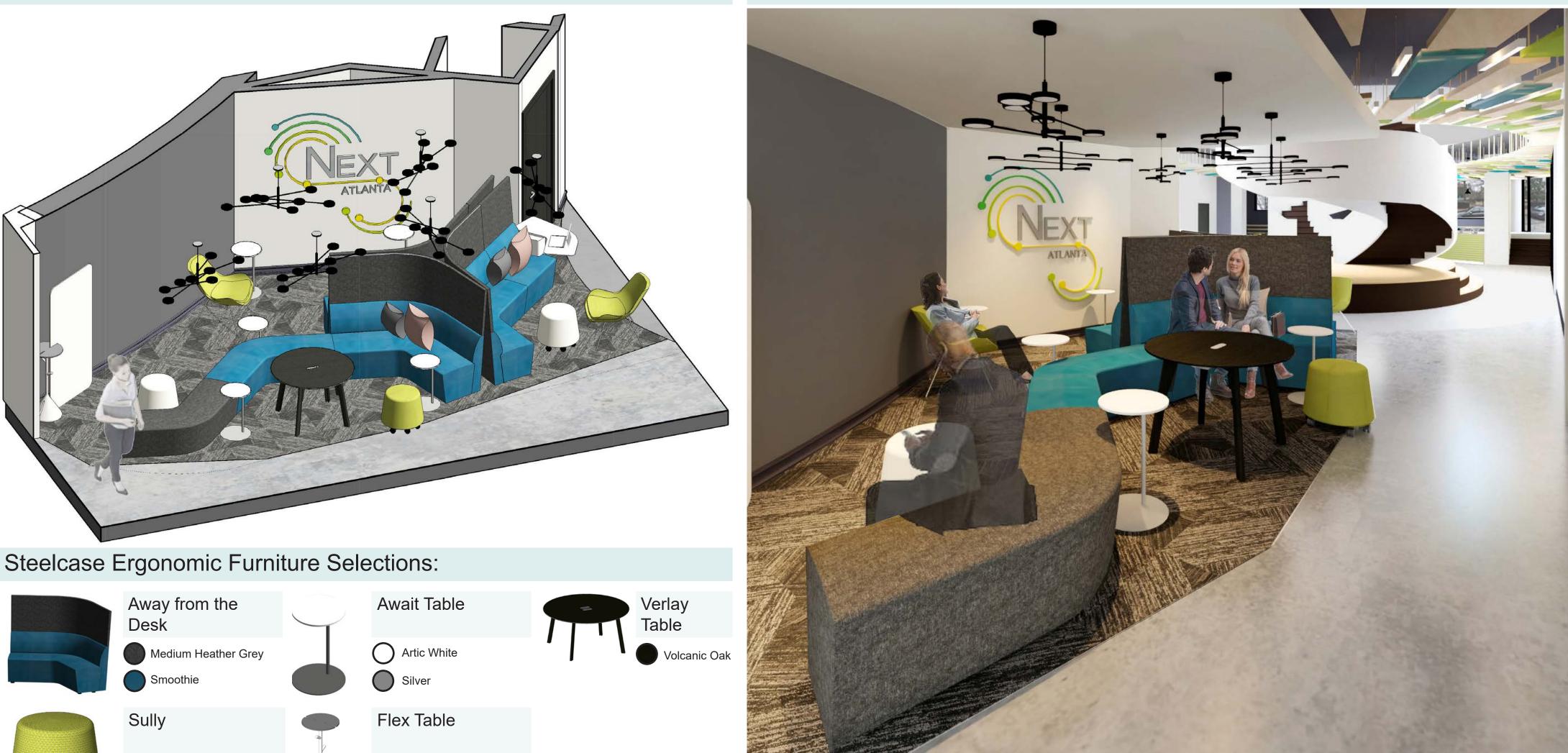
# Rendering of In-between Space

The In-between space allows for flexibility in use and allows for an optimal collaborative environment. Away from the desk furniture allows for multiple meeting places to occur at once while inviting other employees to join the conversation.

## Axonometric: In-between Space

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# Rendering





# **Sustainable Material Selections**

Flooring: Shaw Contract

Atrafloor Flooring: Polished Concrete

Paint: Benjamin Moore Ebony Slate

Paint: Benjamin Moore Mountain White

# Rendering: Video Conference Space

Rendering

The video conference center was design to appear connected to the monumental stair and workcafe. The use of media scape tables allows for a flexible design that promotes collaboration between the Atlanta and San Francisco offices.

# Axonometric: Video Conference Space

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# Steelcase Ergonomic Furniture Selections:



Turnstone - Bivi -Storage

Black 0400



Series 1 Task Chair Wasabi Seagull Black

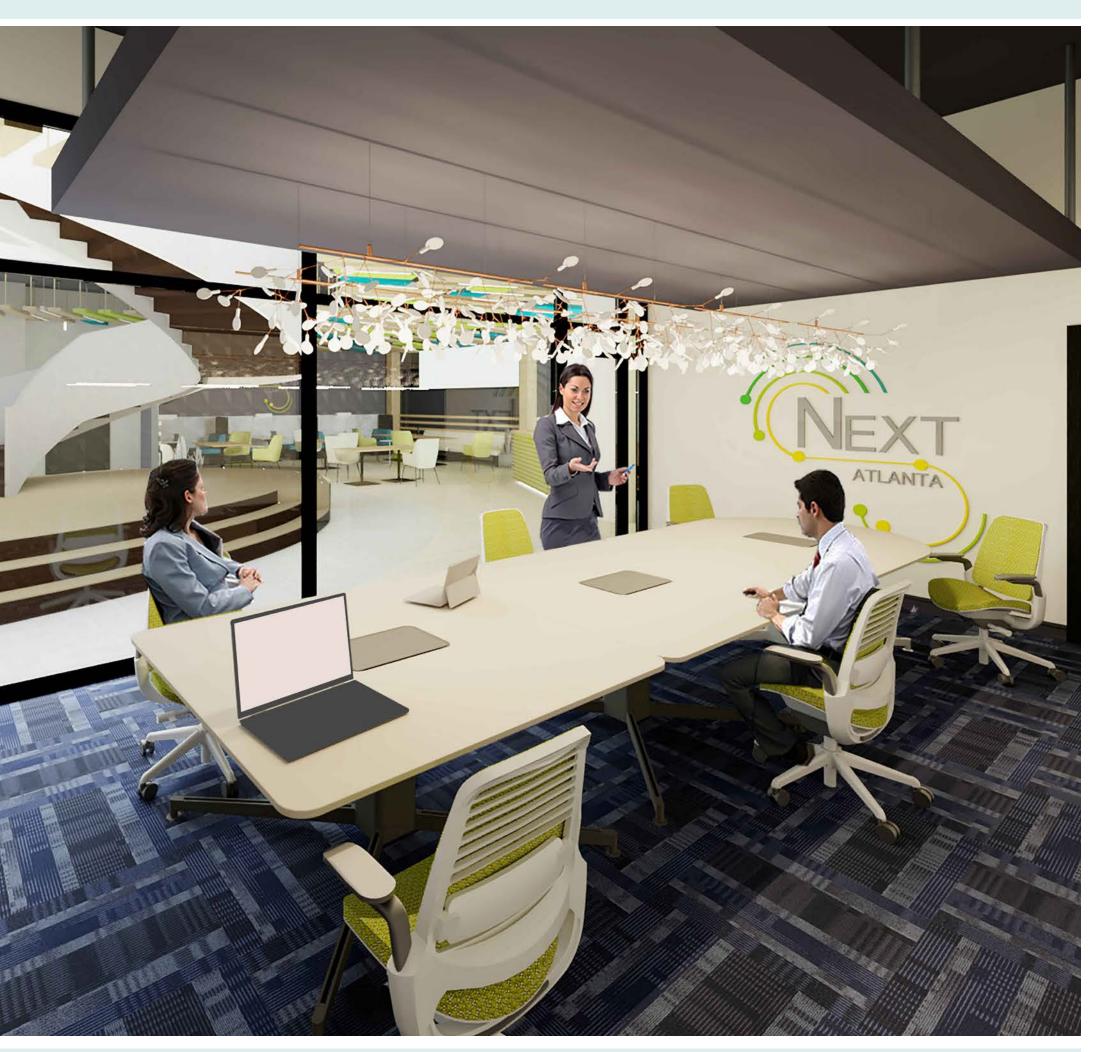


Media Scape Tables Polished Aluminum



Flooring: Shaw Contract Common Tile





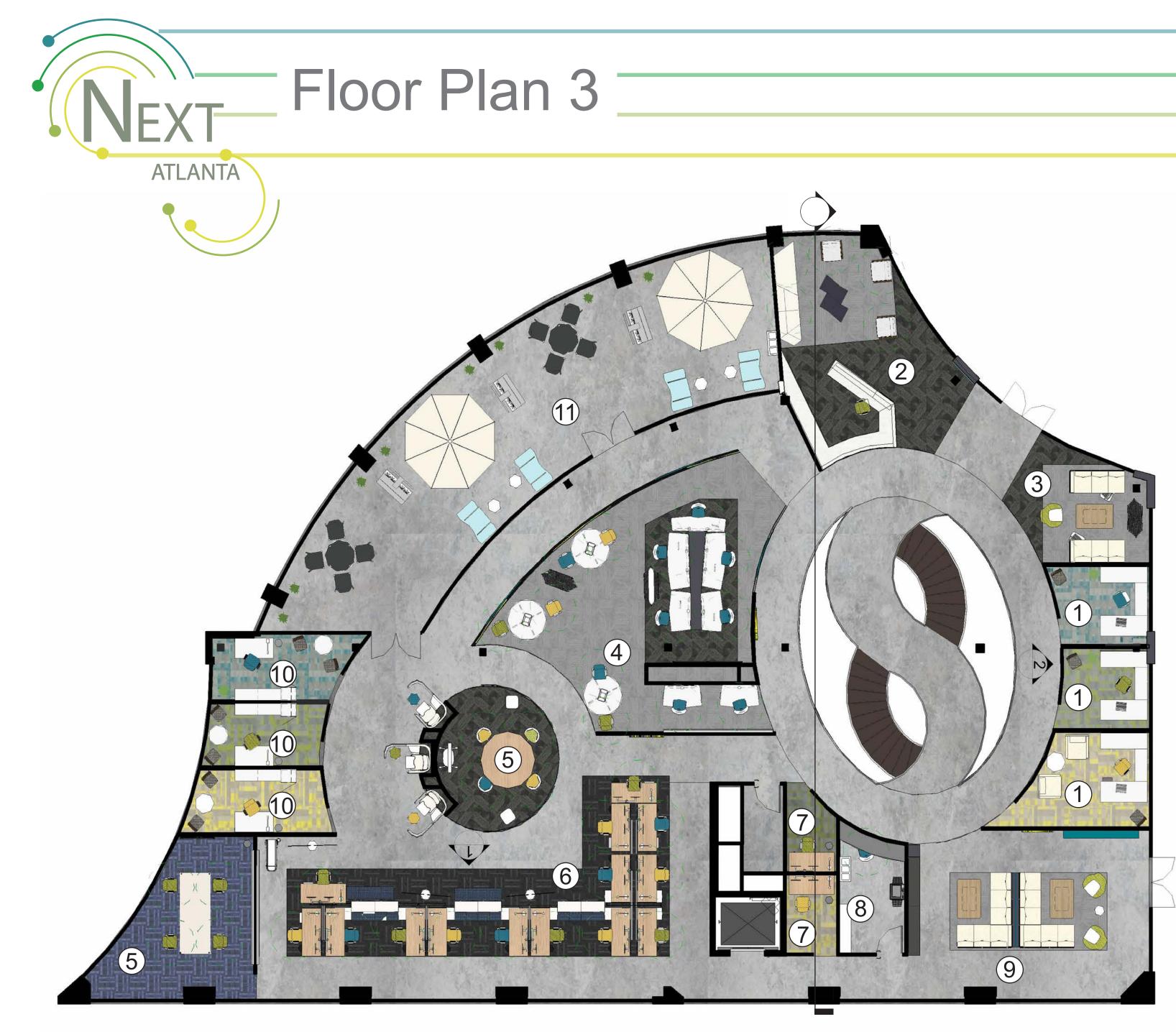
# Sustainable Material Selections

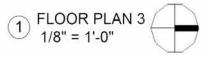


Wall Covering: MDC Faceted White

Paint: Benjamin Moore Ebony Slate

Paint: Benjamin Moore Mountain White





Flooring Materials Flooring: Shaw Contract Common Flooring: Shaw Contract Alchemy

Atrafloor Flooring: Polished Concrete Flooring: Shaw Contract Engage

The third floor has formal design aesthetic with pops of color for a multi generational appeal.

# Spaces

- 1. Assigned Private Offices 7. Private enclaves
- 2. Reception Space
- 8. Resource Center 9. Inspiration Zone
- 3. In-between Space
- 4. Forum Space
- 10. Unassigned
- 5. Project team
- 6. Open Office
- Private Offices
- 11. Balcony

# **COVID** Principles Used

# Proximity:

6' COVID Spacing

Circulation:

No overlapping circulation paths

Spacial Context:

Use of some grounded furniture

Wellbeing:

Outdoor acess

Posture:

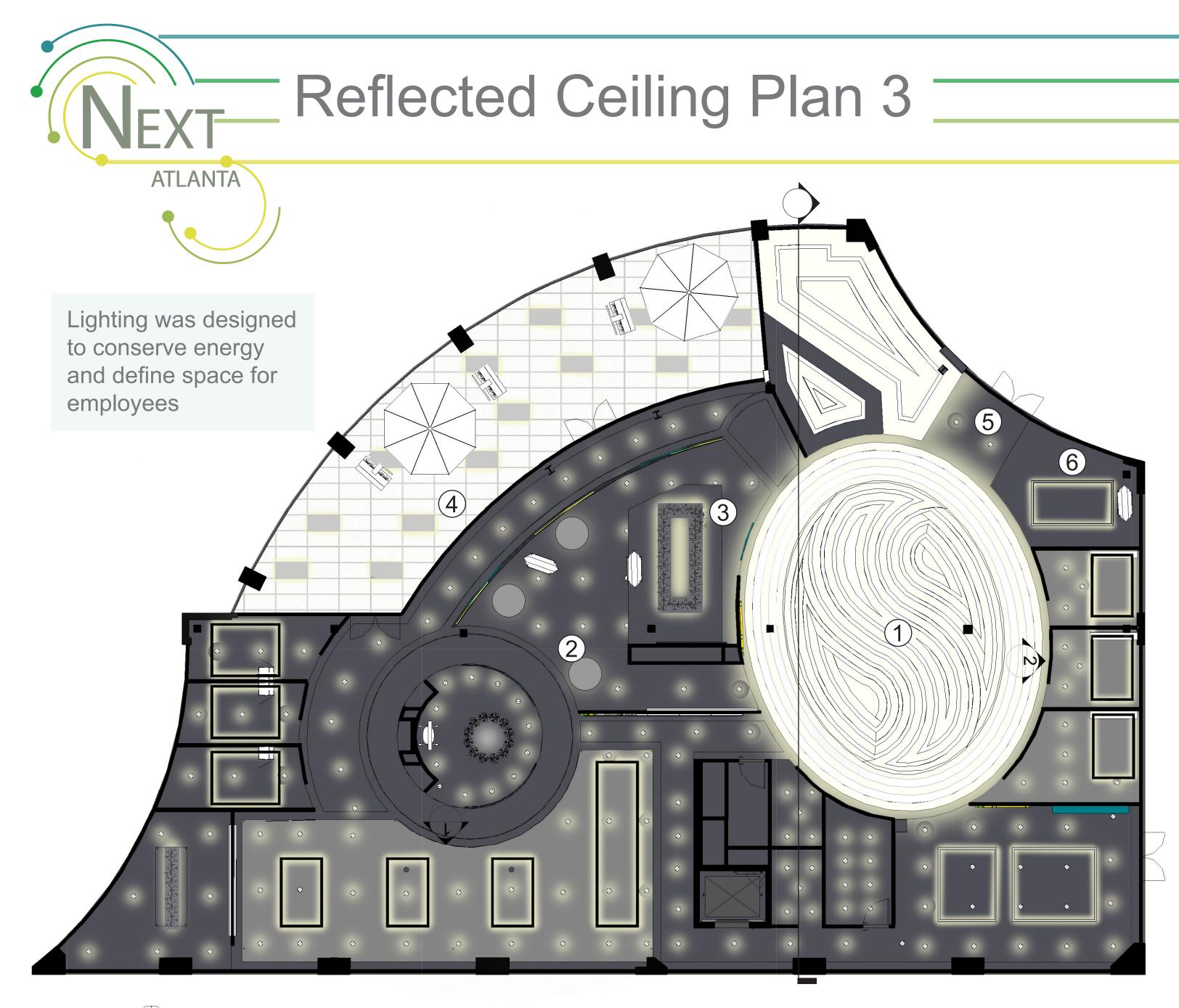
Different seating options provided

Personality:

Use of cleanable materials

Cleaness:

Use of sanitation machines





# Ceiling Materials

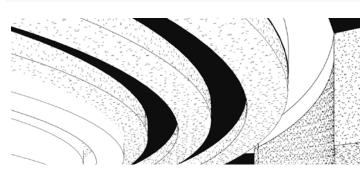
Paint: Benjamin Moore Ebony Slate

## Paint: Benjamin Moore Sea Life

Paint: Benjamin Moore Mountain White

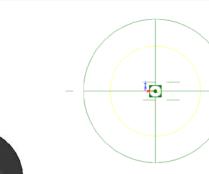
# Lighting: Key Plan

(1) Recessed Flush LED: Designed for Project



Type: Direct LED Lumens: 1000 CCT:4000 CRI: 90

(2) Mezza Luna: In-es.artdesign



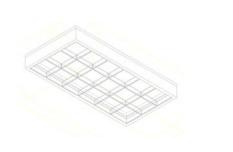
Type: Direct LED Lumens: 3011 Watts: 39 CCT: 4000k CRI: 80

(3) Heracleum Endless Suspension: Lumens



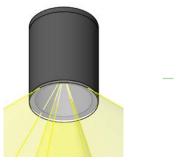
Type: Direct LED Lumens: 400 Volts: 120 Watts: 12 CCT: 2700K CRI: 80

(4) BLT Series Tunable White: Lithonia Lighting



Type: Direct CCT: 4,500K CRI: 82

(5) HC8 LED 8" Downlight Series: Cooper Lighting

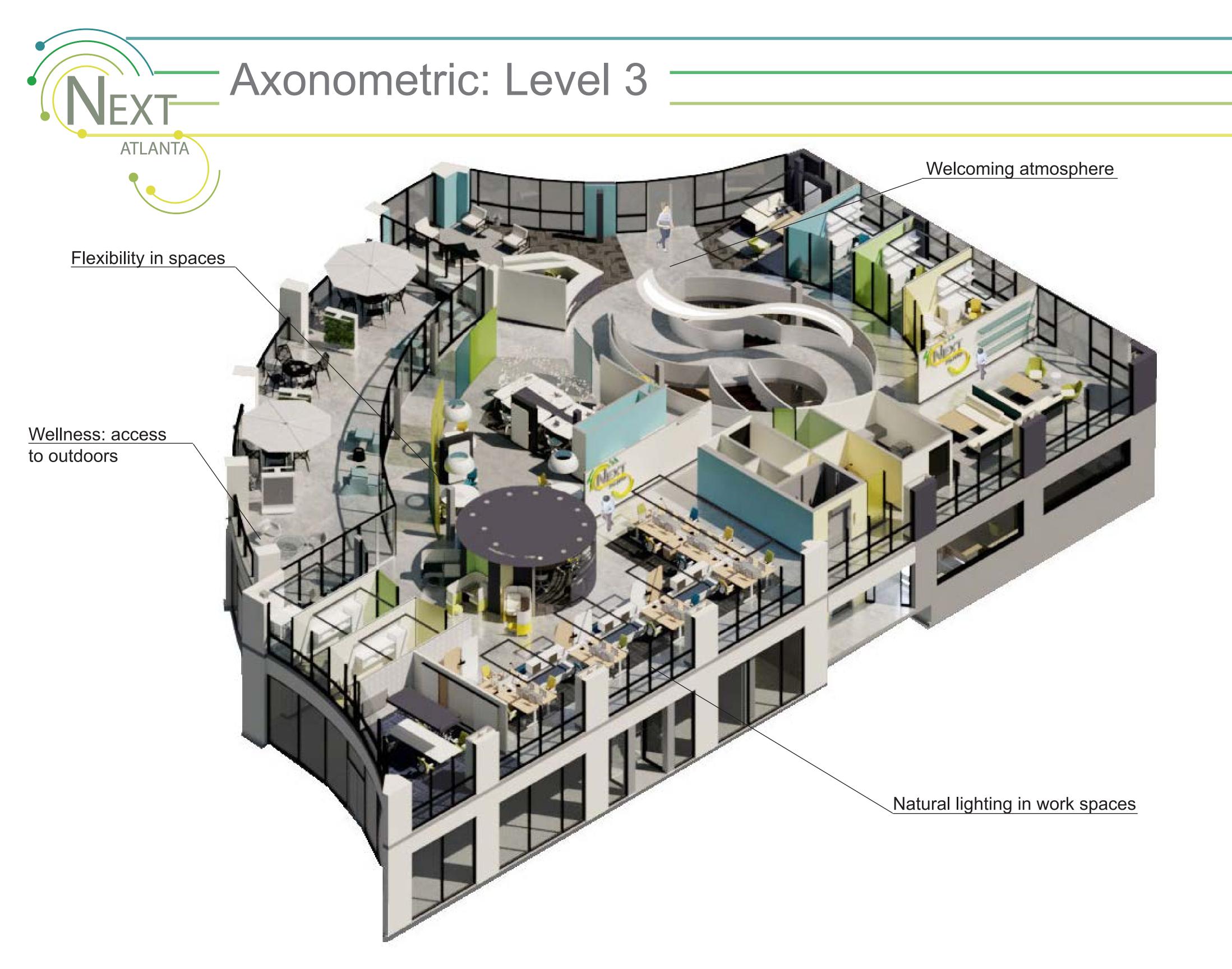


Type: Direct Lumens: 1,500 Volts: 120 CCT: 3,500 CRI: 90

(6) Square LED: Custom Designed for Project



Type: Direct Volts: 120 Watts: 30 CCT: 3500K CRI: 80

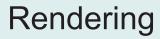




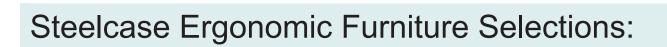
# Rendering: Reception \_

The first impression of the NEXT office is designed to be a formal atmosphere to greet clients and employees at the main entrance. The lighting design in the space symbolizes the creativity of Atlanta and of the NEXT office.

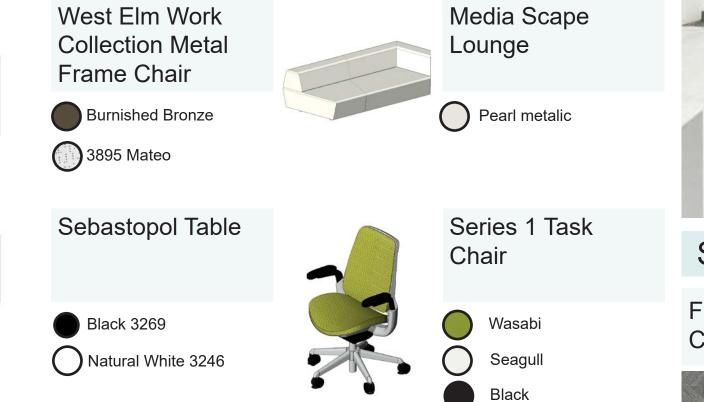
# Axonometric: Reception

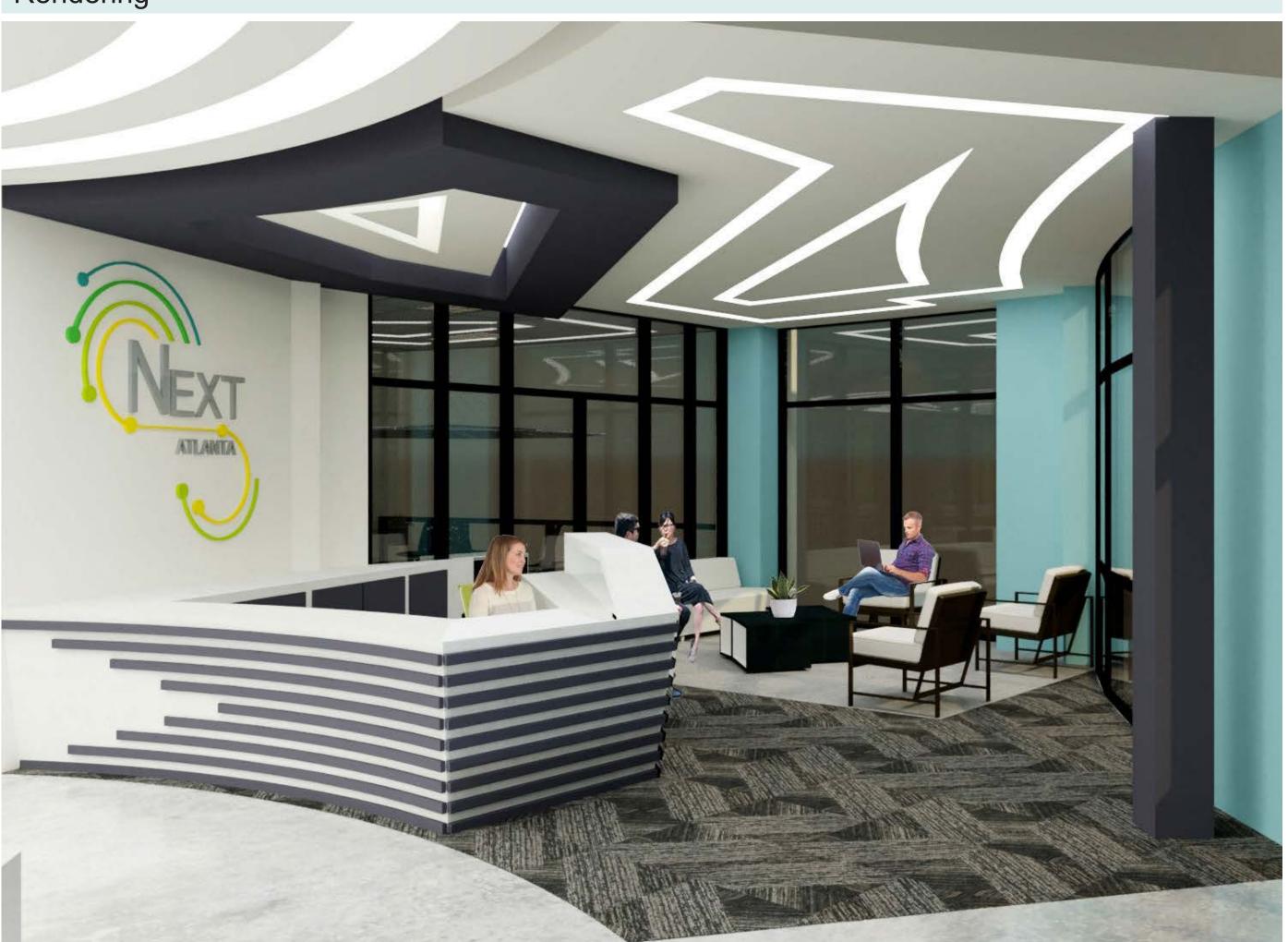












# Sustainable Material Selections:

Flooring: Shaw **Contract Alchemy Tile** 



Atrafloor Flooring: Polished

Paint: Benjamin Moore Ebony Slate

Paint: Benjamin Moore Mountain White

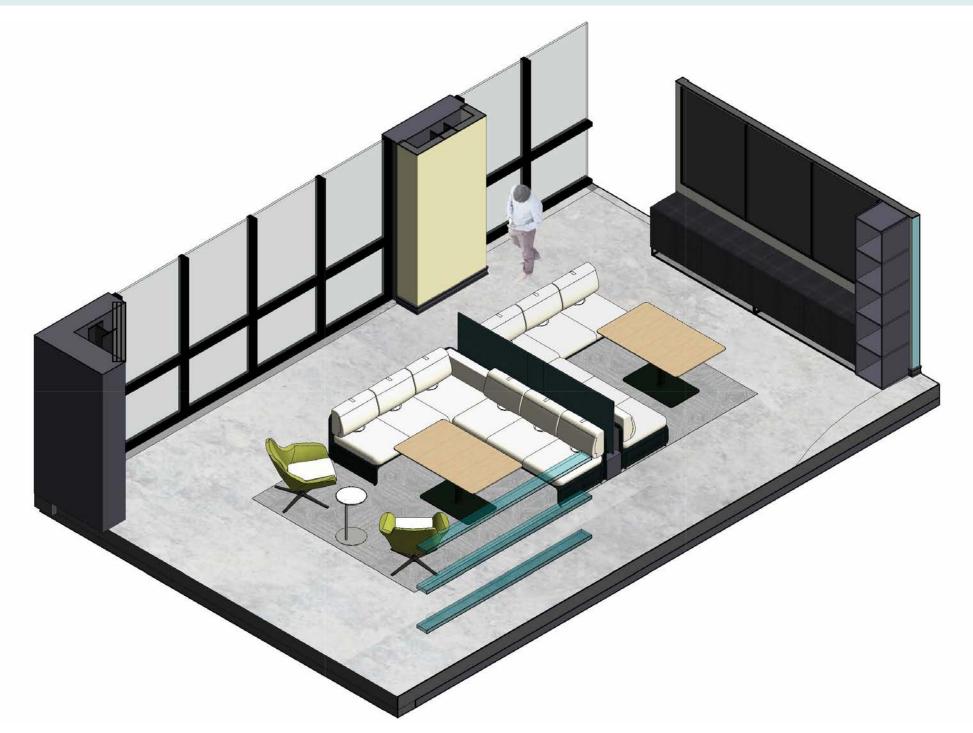
Paint: Benjamin Moore Passion Blue

# Rendering: Inspiration Zone

The Inspiration zone was designed to be flexible in use as well as to promote sales with product displays that convey the message of wellness and stability. Seating design invites clients to relax and explore the brand.

Axonometric: Reception

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# Steelcase Ergonomic Furniture Selections:



# Rendering VEX ATLANTA

## Sustainable Material Selections:

Flooring: Shaw Contract Atrafloor Flooring: Alchemy Tile

Polished Concrete

Paint: Benjamin Moore Ebony

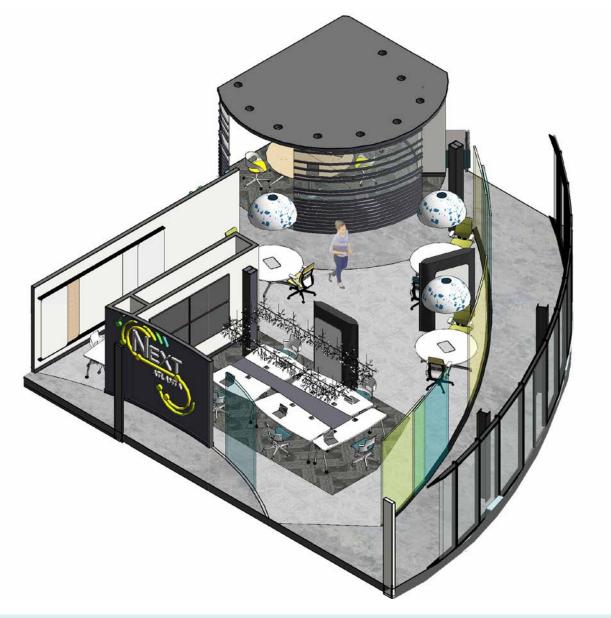
Paint: Benjamin Moore Mountain White

# Rendering: Forum Space

The forum space was designed to get staff excited about learning and collaborating with each other through the use of movable Steelcase furniture, and movable resin panels allowing entrance from multiple angles and adjustable privacy when needed.

# Axonometric: Forum Space

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# Steelcase Ergonomic Furniture Selec-

Media Scape

White High Gloss

Platinum Metallic

Table



Turnstone Shortcut Chair Artic White Lagoon



Flex Acoustic **Boundary Short** Dark Heather Grey



Series 1 Task Chair Wasabi Seagull Black Canary





# Sustainable Material Selections:

Alchemy Tile







3Form: Resin Panel 3Form: Resin Panel Flooring: Shaw Contract Atrafloor Flooring: Paint: Benjamin 3Form: Resin Panel Sea Salt Polished Citron Moore Ebony Slate Turtle Green

# Rendering: Open Office

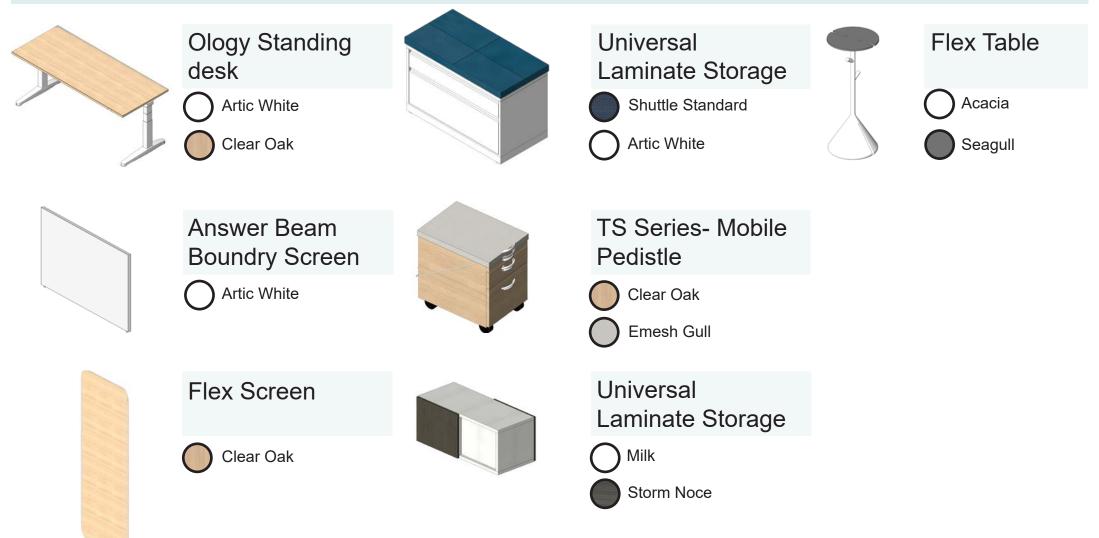
The open office space allows for collaboration and personal space while symbolizing diversity in Atlanta by using an array of materially choices that create an overall harmony in the space resulting in an optimal work environment.

# Axonometric: Open Office

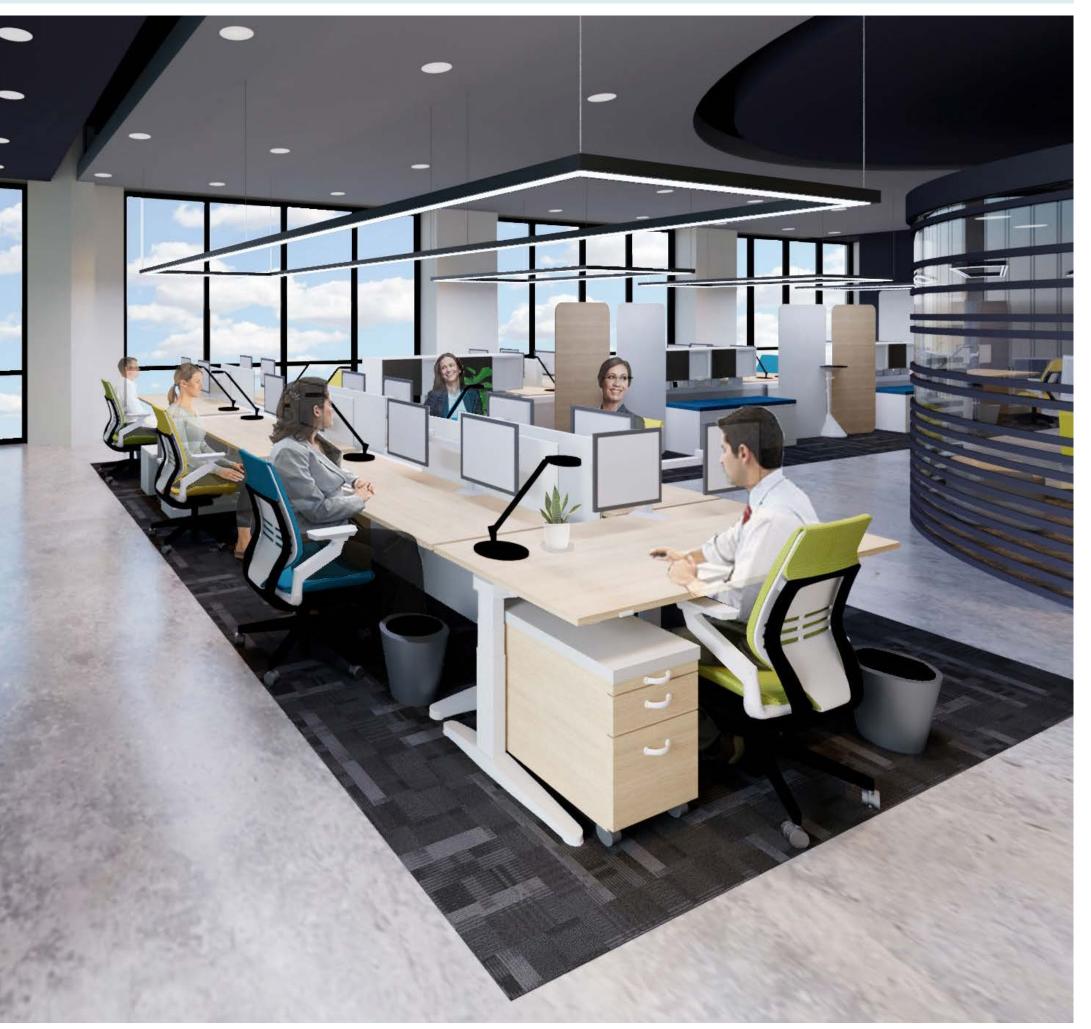
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# Steelcase Ergonomic Furniture Selections:



# Rendering



# **Sustainable Material Selections:**

Polished Concrete Common Tile

Atrafloor Flooring: Flooring: Shaw Contract Paint: Benjamin Moore Ebony Slate

Paint: Benjamin Moore Mountain White





Elevations

The elevations show how the lighting fixtures define the work spaces, and how the ceiling is lowered to entice people to sit and relax or work. The section outlines the different ceiling heights.

# Elevations





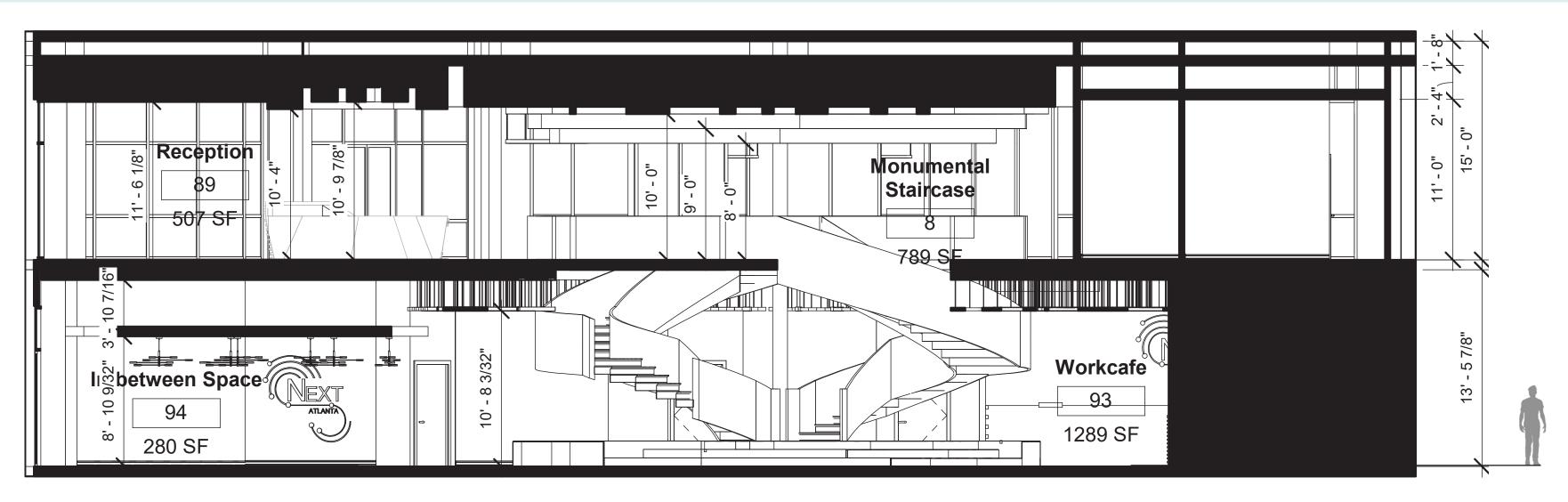
OPEN OFFICE (1)1/8" = 1'-0"

2



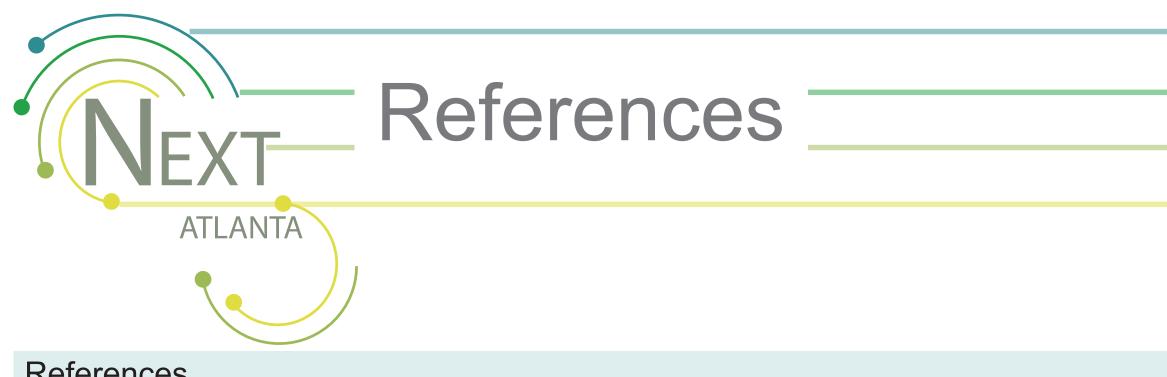
3 WORKCAFE 1/8" = 1'-0"

# Sections: Showing Ceiling Heights





PRIVATE OFFICES 1/8" = 1'-0"



## References

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Digital Images		
	(Figure - 14)	Brewing brilliance [Digital image]. (n.d.). Retrieved October 06, 2020, from https://www.morga source=pinterest.com&utm_campaign=buffer
	(Figure 7-12)	Gamo, R. (2019, July 07). SMA-GSM Offices / Sordo Madaleno Arquitectos [Digital image]. R no-arquitectos Genmab Research Building / Cepezed [Digital image]. (2020, September 06). ing-cepezed
	(Figure 1-6)	Genmab Research Building / Cepezed [Digital image]. (2020, September 06). Retrieved Octo
	(Figure - 17)	Huibers, E. (2017, November 08). Coperaco, a celebrated New York-based roaster, opens its 2020, from https://www.dwell.com/article/boutique-coffee-roaster-coperacos-first-cafe-holds-a
	(Figure - 15)	Hush Meet Pod [Digital image]. (n.d.). Retrieved October 06, 2020, from https://www.urban-or
	(Figure - 13)	Laignel, E. (2017, February 28). Coworking spaces feature a variety of seating options [Digita tail/9502-capital-improvements/
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	(Figure - 19)	Mizera, M. (n.d.). Francis W. Parker School Kovler Family Library [Digital image]. Retrieved C
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/c1/876fc1f36d2ee85522c1251ad5f0752a.jpg