



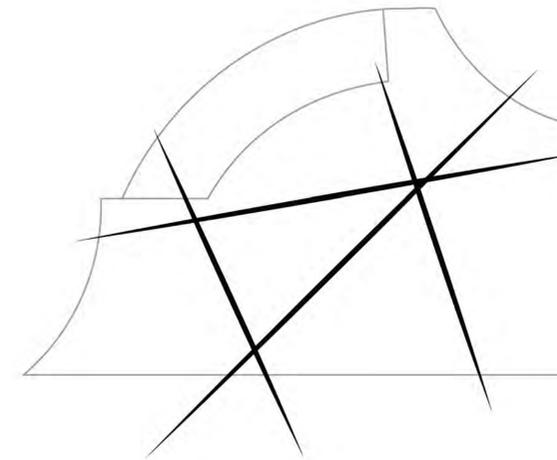
~~NEXT~~

the life of an entrepreneur is a journey

There are many avenues to success, but not without the intersection of people and ideas.

Ongoing collaboration can be promoted in areas of knowledge, innovation, and focus work. Sharing ideas will continue to build culture and empower human capital through all means of communication. Promoting disruption by accessing passion will drive innovation and ensure well-being. An open connection to others drives a sense of community, partnerships, and lasting relationships.

The office design reflects the creation of paths that intersect different areas to allow clients the ability to customize their needs based on their culture and branding. The atrium provides a sense of connection to the outdoors and between the two floors. Exposing the physical structures of the building reinforces the strength inherent in the power of connection. The concept of intersection is carried throughout the office in the floor plan, lighting, and workstation configuration, bringing new companies, their ideas, and their customers together.



CONCEPT



beyond boundaries

Inspiration is drawn from the connection of the individual to their surroundings. All of the photos represent an open office space that allows the individual to freely gather with people in a variety of small work groups or casual settings. The open ceiling of the atrium represents unlimited boundaries in both space and business. The neutral color palette provides a blank canvas or whiteboard for new ideas with the color furnishings to represent pops of creativity. The eclectic vibe encompasses the excitement of a new startup and innovation.



sense of community

Power of connections with others, with nature, and with self. But it is our connection with others that embraces us, holds us up, and pushes us forward (Robin, 2015).

Exploring the intersections of people and relationships can also lead to an explosion of exceptional connections (Wooden, 2011).

“We see purpose as living at the intersection of strategy, brand and culture. When those three converge, engagement thrives and ultimately so does the organization” (Jenkins, 2015).



entrepreneurial

Support the intrapreneurs in your ecosystem by giving them a space devoted to unleash creativity and true freedom to innovate (Steelcase, 2015).

There’s a strong link between curation and the “do-it-yourself” spirit of many entrepreneurs and intrapreneurs (Steelcase, 2015).

Research has shown that offering employees choices of where and how they work and giving them control over their day is a pivotal component of startup culture. Encouraging a variety of postures is vital to creating an engaging workplace (Steelcase, 2015).



sharing mindset

That sense of working toward a common goal drives fulfillment when even the smallest tasks can be connected back to a larger purpose (Steelcase, 2015)

Intentionally design other spaces that promote quiet, collaboration and fun, so that people can truly love the way they work (Steelcase, 2015)

The study found that 90 percent stated that culture is not just a great perk but an important contributor to the success of the company (Steelcase, 2015).



technology enabled

Embrace authenticity and agility by adding lounge spaces and standing-height elements to complement ergonomic seating (Steelcase,2015).

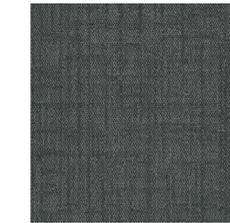
“3D modelling is one of the many tools we use to validate ideas. The key is to move quickly but in many small steps” (McKenna, 2015).

“Bringing power to a lot of typically powerless places and opens up new possibilities for people, helping them to stay focused on what they need to accomplish” (Corcorran, 2015).

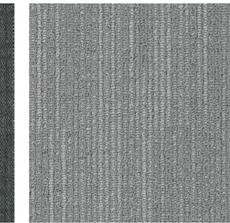
nature of connection

The color palette represents the subtlety of nature with the introduction of natural woods for the floor and main accent wall. Using warm neutral colors keeps the focus of the eye on the furnishing and allows the people to illuminate the spaces with their own energy.

FLOORING



Gray Carpet Tile



Light Gray Carpet Tile



Oak Flooring



Light Ceramic Tile

FINISHES



VIA Wall System



Walnut Planks



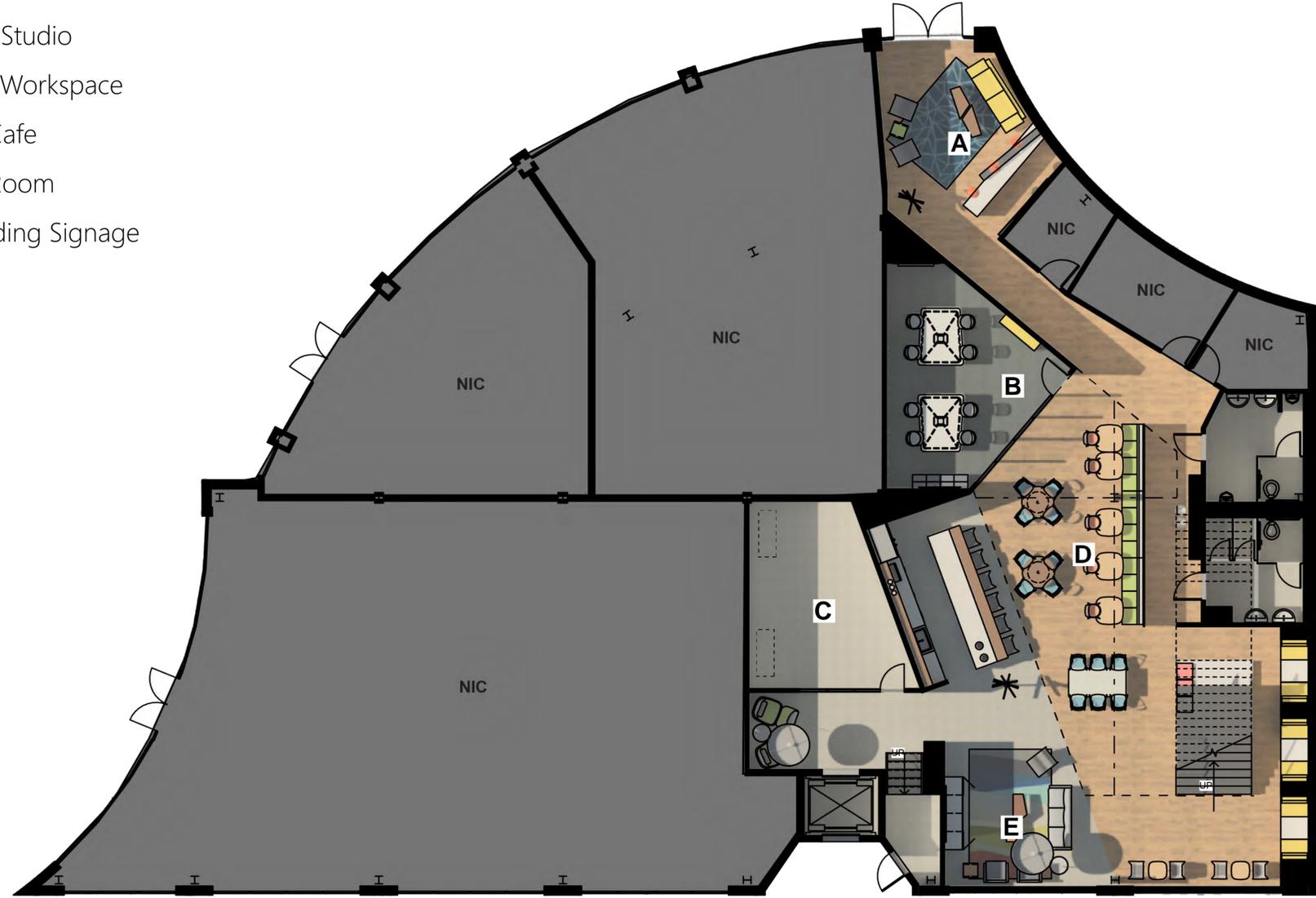
Blackened Steel



White Paint

KEY

- A - Reception
- B - Project Studio
- C - Studio/Workspace
- D - Work Cafe
- E - Living Room
-  - Wayfinding Signage



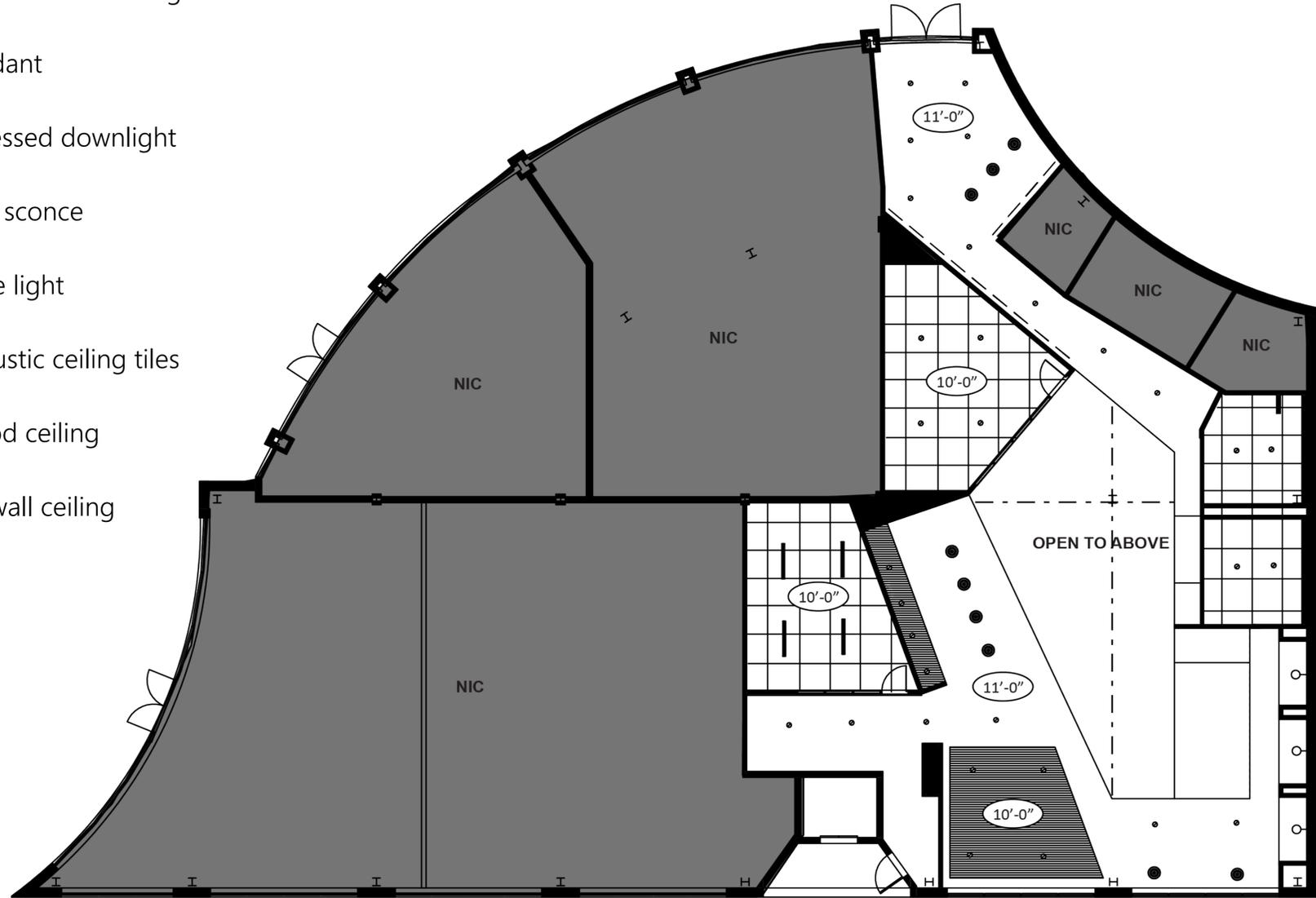
LEVEL 1 FLOORPLAN

Scale 1/8" = 1'-0"



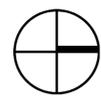
KEY

-  Suspended linear light
-  Pendant
-  Recessed downlight
-  Wall sconce
-  Cove light
-  Acoustic ceiling tiles
-  Wood ceiling
-  Drywall ceiling



LEVEL 1 RCP

Scale 1/8" = 1'-0"





RECEPTION

RECEPTION



Accent Rug



Switch Lounge



Holy Day Lounge



Sebastopol Tables



Trees Table



Huna Pendant

brand identity and culture

Reception introduces branding to prospective clients and can solidify the culture within an organization. The accent rug represents intersection of clients, knowledge, and innovation. The armless design of the Switch and Holy Day Loungers embraces the residential feeling to welcome visitors.

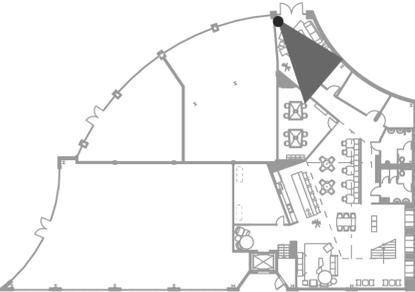
PROJECT STUDIO



Media:scape



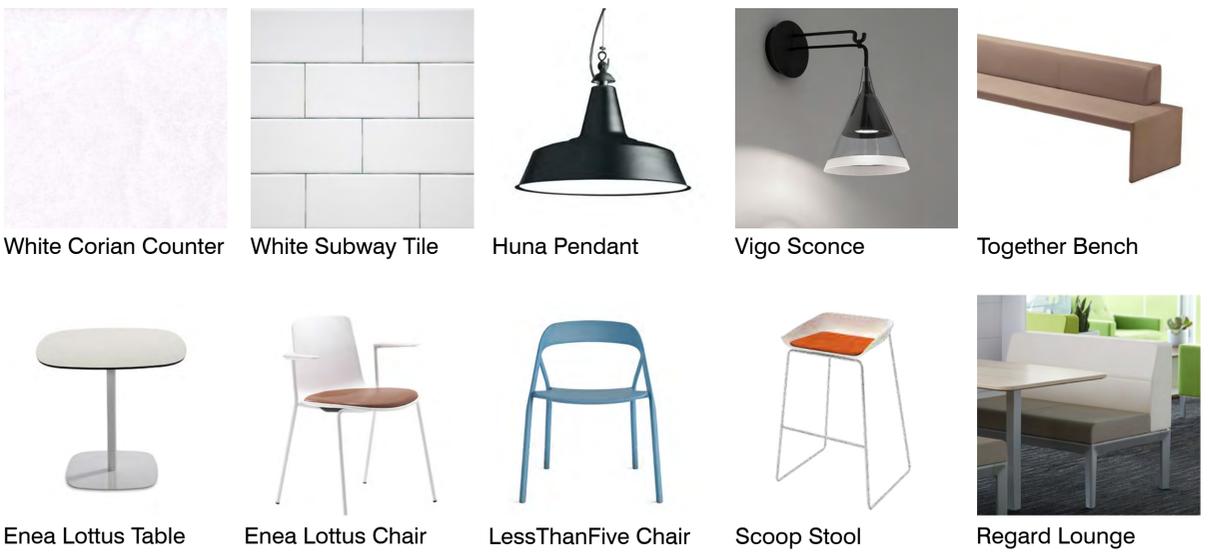
QiVi Stools



collaboration

Next to Reception is the largest Project Studio created using the V.I.A wall system. The two Media:scape tables allow for teams of collaboration to work effectively, yet separate while displaying their vision through the media displays.

WORK CAFE

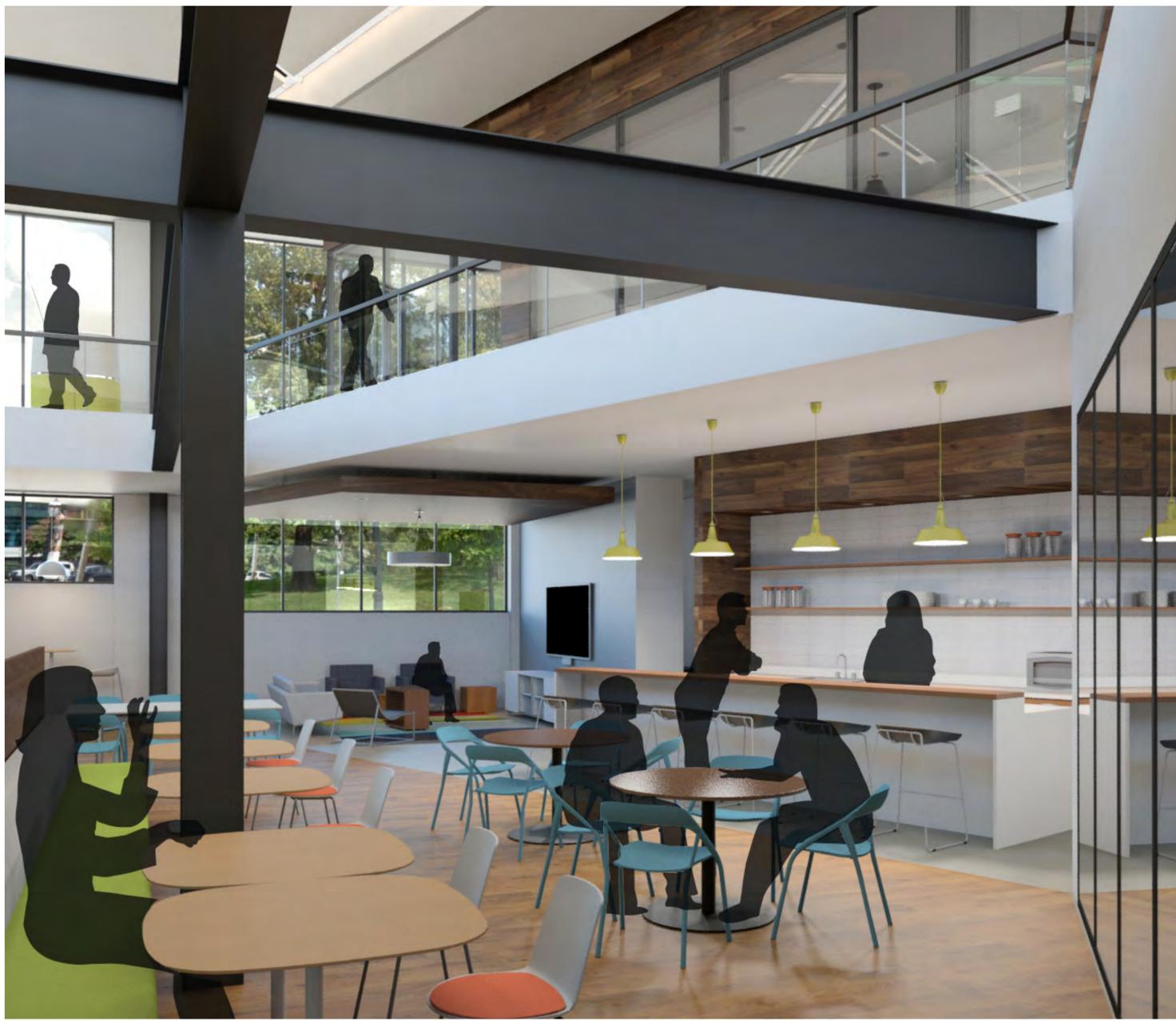
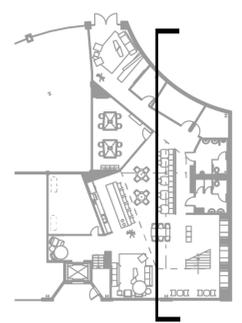


authenticity and agility

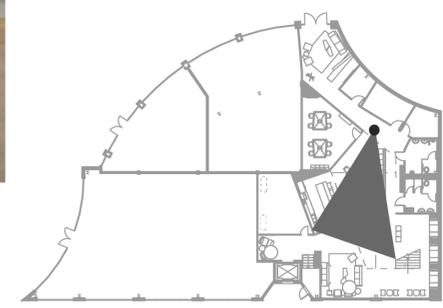
The raw steel beams in the Work Cafe symbolize the intersection of business. The open atrium connects the floors together bringing natural light into the cafe. The light colored counter top and tiles with the Scoop stools conveys a simplicity that encourages productivity. The banquet, booths, and tables provide many areas for casual gathering opportunities or private quiet spaces. The pops of color in the seat coverings provides a fun atmosphere where people will truly love to work.



WORK CAFE ELEVATION Scale 1/4" = 1'-0"



WORK CAFE



LIVING ROOM



Accent Rug



Millbrae Chair



Holy Day Lounge



CH100 Series Sofa



Sebastopol Tables



Exponents Credenza



Campfire Big Lamp

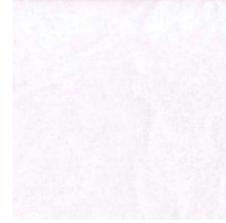
new postures

Startups often begin in living rooms. To recreate the feeling of entrepreneurship, a similar space is represented in the cafe by the lower ceiling plane. CH100 Series sofa and Millbrae chair mirror those surroundings allowing for diversity of postures giving people function and flexibility in their workspace.

STUDIO/WORKSPACE



Folio Casegoods



White Corian Counter



555 Series Whiteboard



Cirque Series 4

innovation

Creations come to life in the prototyping studio. The heart of innovation becomes a realization using the latest technology. The Folio Casegoods and 555 Series whiteboard compliment the work tools and give team members the ability to work productively and efficiently while developing their newest product sensation.



WAYFINDING



Cirque Series 4



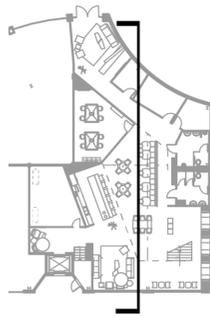
Custom Signage

path of connection

Any business must forge a path for culture identity. The wayfinding signs circulated around the office space intentionally engage movement. Logo signage promotes branding that identifies culture and offers employees a sense of meaning and belonging.

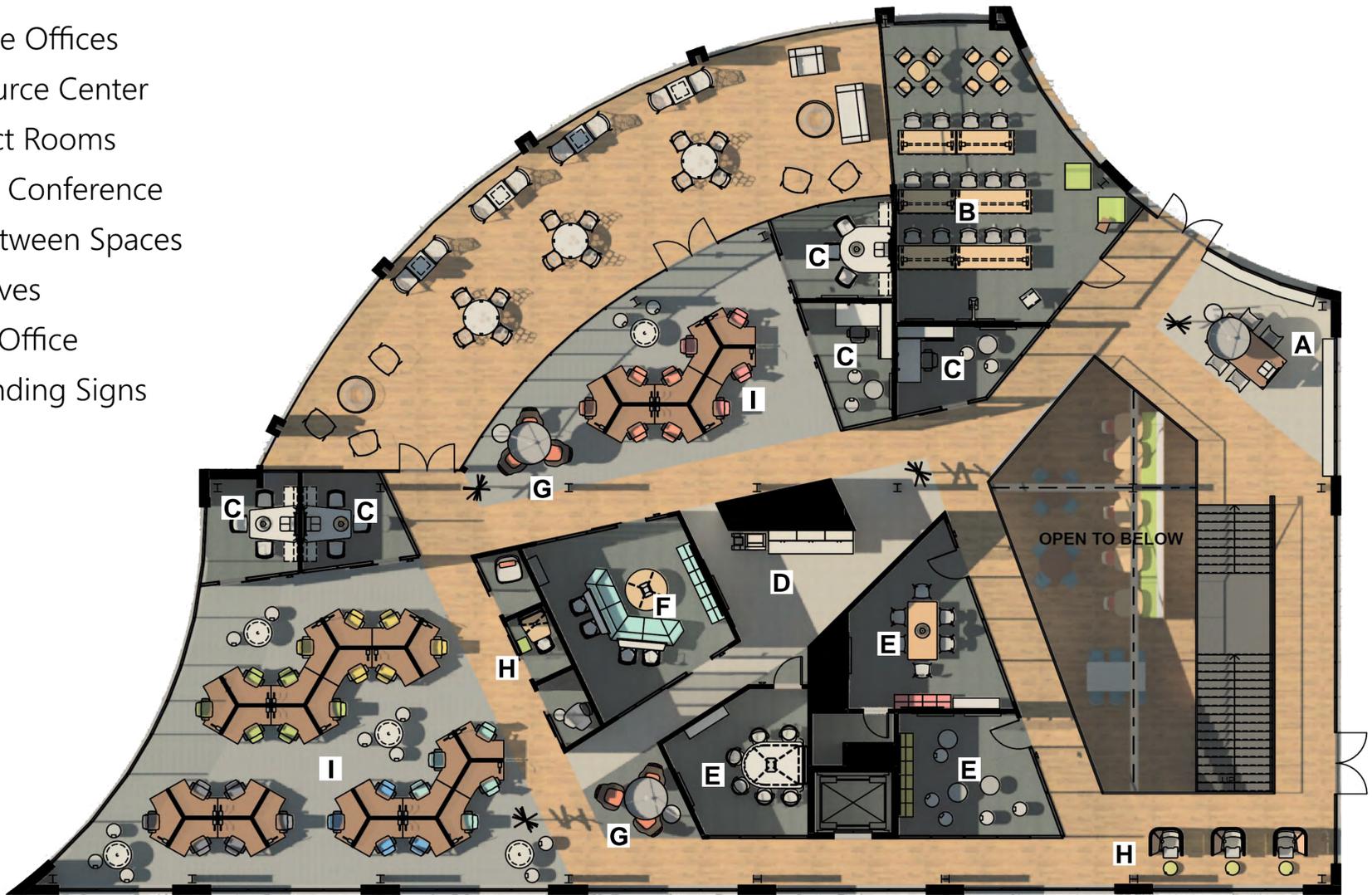


WORK CAFE ELEVATION Scale 1/4" = 1'-0"



KEY

- A - Ideation
- B - Forum
- C - Private Offices
- D - Resource Center
- E - Project Rooms
- F - Video Conference
- G - In-between Spaces
- H - Enclaves
- I - Open Office
- * - Wayfinding Signs



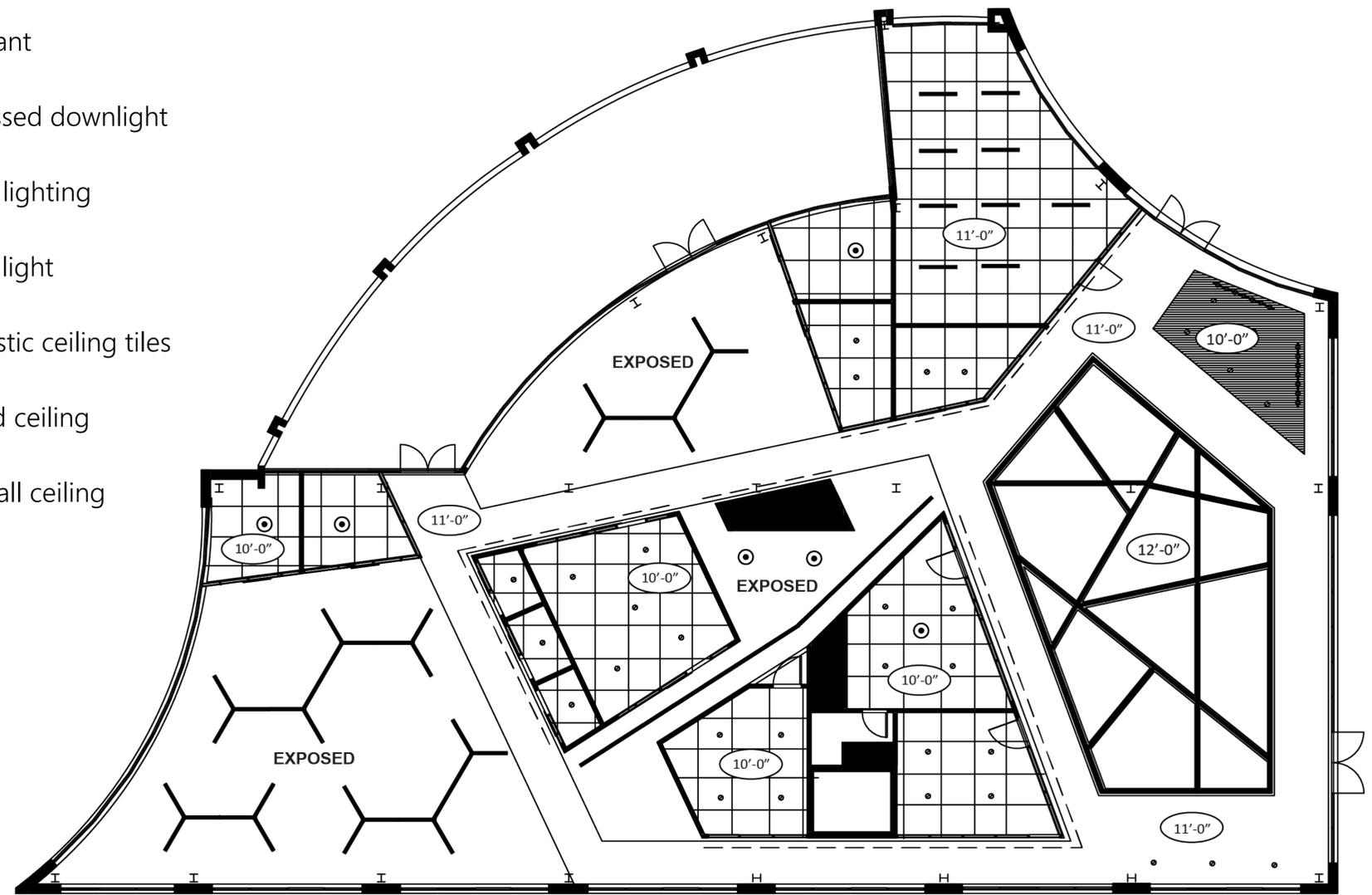
LEVEL 2 FLOORPLAN

Scale 1/8" = 1'-0"



KEY

- Suspended linear light
- ⊙ Pendant
- Recessed downlight
- Track lighting
- - - Cove light
- Acoustic ceiling tiles
- ▨ Wood ceiling
- Drywall ceiling



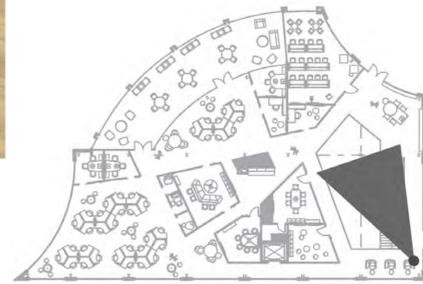
LEVEL 2 RCP

Scale 1/8" = 1'-0"





ATRIUM & IDEATION



IDEATION



Campfire Big Table Scoop Stool Campfire Big Lamp Media:scape Mini

passion through branding

Passion drives business success. The Ideation Center is an area that brings that passion to life. The custom shelving delivers the optimal space to display business products for community viewing. The high top Campfire table with Scoop stools is an interactive theater for visual products and marketing presentations. Corporate authenticity is only achieved through the exchange of ideas.

FORUM



Akira Table Kart Nesting Chair Enea Lottus Table Enea Lottus Stools Campfire Personal Table

freedom of knowledge

Knowledge sharing is key for a thriving business. The Forum allows startups the space to rapidly educate both clients and team members by conducting training seminars through the ENO whiteboard. The classroom setting is flexible using the Akira table and Kart Nesting chairs. It not only provides comfort for ease of learning, but it can be configured for different audiences. The small pods of the Enea Lottus table and stools with the Campfire Half Lounges elevate the forum beyond the classroom by maintaining the entrepreneurial spirit and focus.

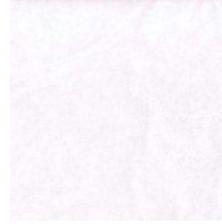


Campfire Half Lounge

RESOURCE AREA



Folio Casegoods



White Corian Counter



555 Series Whiteboard



Huna Pendant

do it yourself

Today's water cooler is the Resource Center. Entrepreneurs flock to the central hub of the office for printing, reviewing resource materials, and exchanging ideas.

IN-BETWEEN SPACES



Buoy



Enea Table



Bob Chair



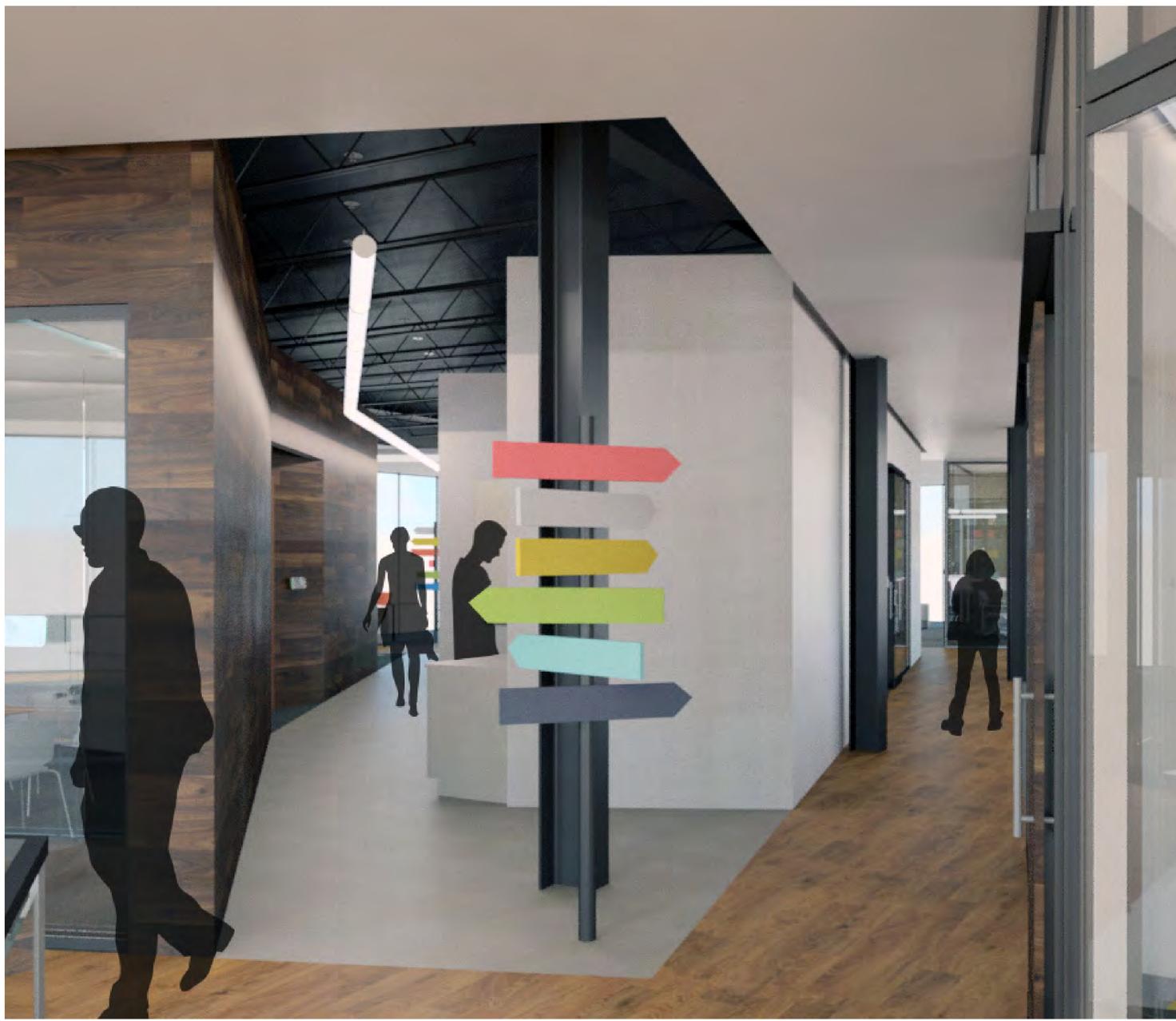
Campfire Paper Table



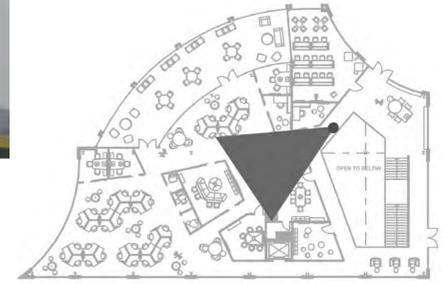
Campfire Big Lamp

promote well being

Flexible spaces provide the palette of posture and presence. There are many In-Between spaces where team members can meet in small work groups sitting in the Bob chair around Campfire tables. Sprinkled throughout the open space are many Buoy chairs that can be pulled together for an impromptu gathering.



CORRIDOR & RESOURCE CENTER



PROJECT ROOMS



Universal Storage Campfire Paper Table Buoy 555 Series Whiteboard Media:Scape



Qivi Stool Dining Table LessThanFive Chair Caravaggio Pendant

champion disruption

Disruption can be positive. The project rooms provide a safe space to unleash creativity for innovation. There are three different project rooms within the office space; one standard conference table and chairs, one with a Media:scape to view digital files, and one with movable Buoy chairs and Campfire tables for flexibility. All project rooms are equipped with multiple whiteboards that allow entrepreneurs to tell their story.

PRIVATE OFFICES



c:scape Media:scape QiVi Chair Buoy Campfire Paper Table



Answer Desk & Storage Think Chair Caravaggio Pendant

build culture

Engaging human capital for strategic business conversations can be driven in the private offices. Shared office spaces must also allow for privacy while providing quick access to the open office space. The Answer system provides the private offices flexibility in configuration to meet different startup cultures.

VIDEO CONFERENCE



Media:scape Lounge QiVi Stool Universal Storage

reflect ideas

Ideas can be shared in all forms of media. The Media:scape Lounge with QiVi stools and video system allows the exchange of designs beyond the physical walls. Today's startups can be global in nature. The ability to electronically simulcast voice and video creates the virtual workplace for clients and to other regional offices.

ENCLAVES



Brody Media:scape Kiosk QiVi Stool Hosu Massaud Lounge

focus work

Enclaves provide opportunities for privacy and a place where team members can drift off into isolation. By sitting in the Brody chair or grabbing one of the multi-purpose rooms, the employee can focus on urgent work, take a private phone call, or have a quiet place to innovate.

OPEN OFFICE



Think Chair



Answer Desk System



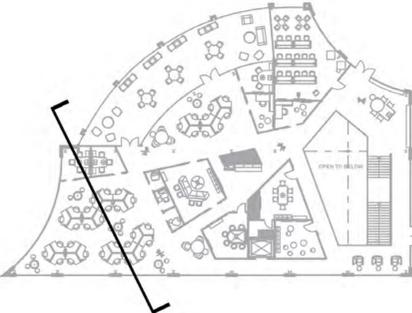
Cirque Series 4

access to community

Flexible open office areas foster a collaborative community. The Answer desk system with the Think chair will promote partnerships opportunities, foster relationships, and ignite the spirit of teamwork. Creating a space to match the unique culture of each startup can inspire a rivalry for the most exciting workspace.



OPEN OFFICE ELEVATION Scale 1/4" = 1'-0"



OPEN OFFICE



~~NEI~~