

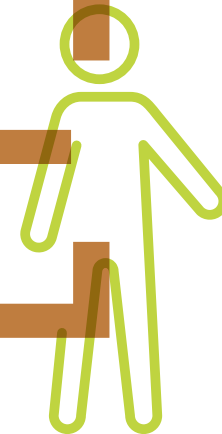
Steelcase



N



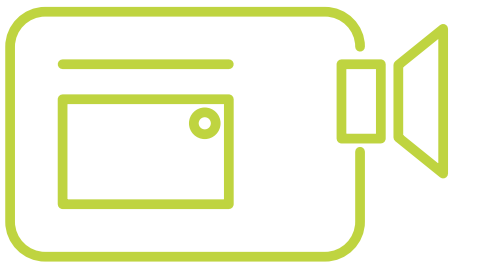
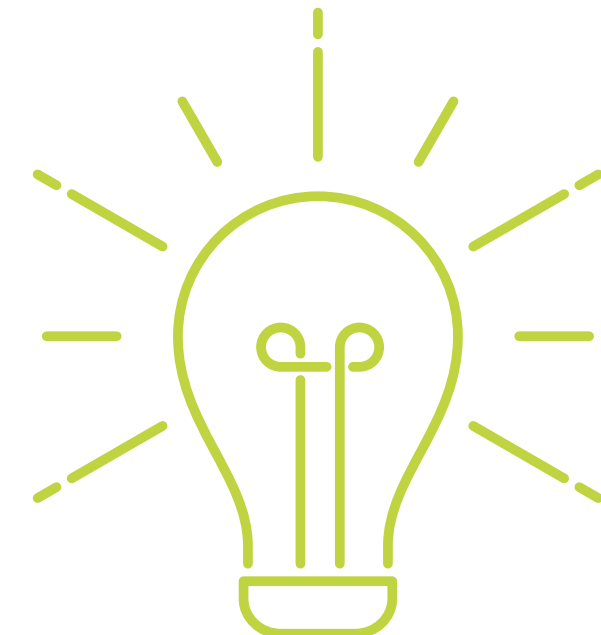
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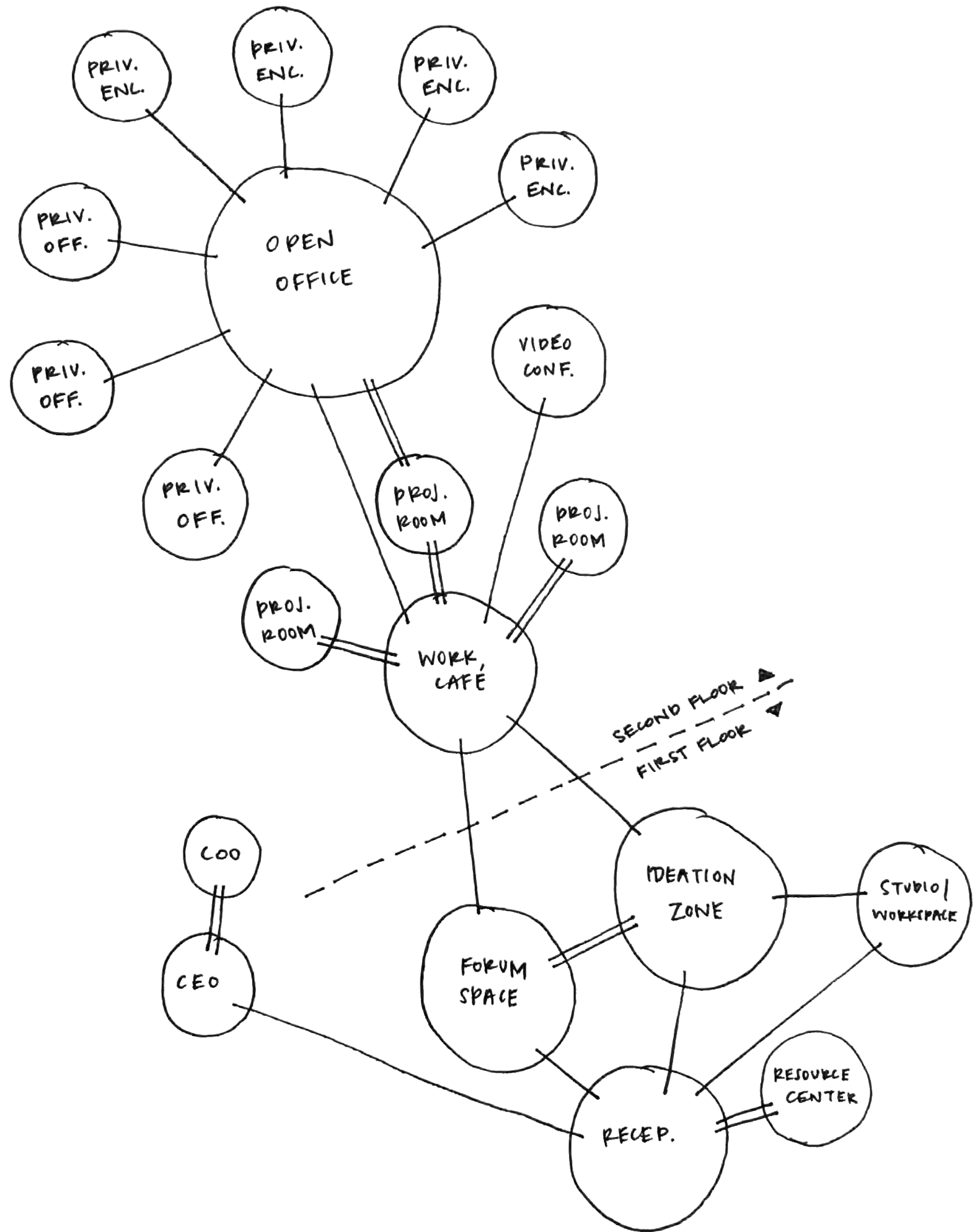
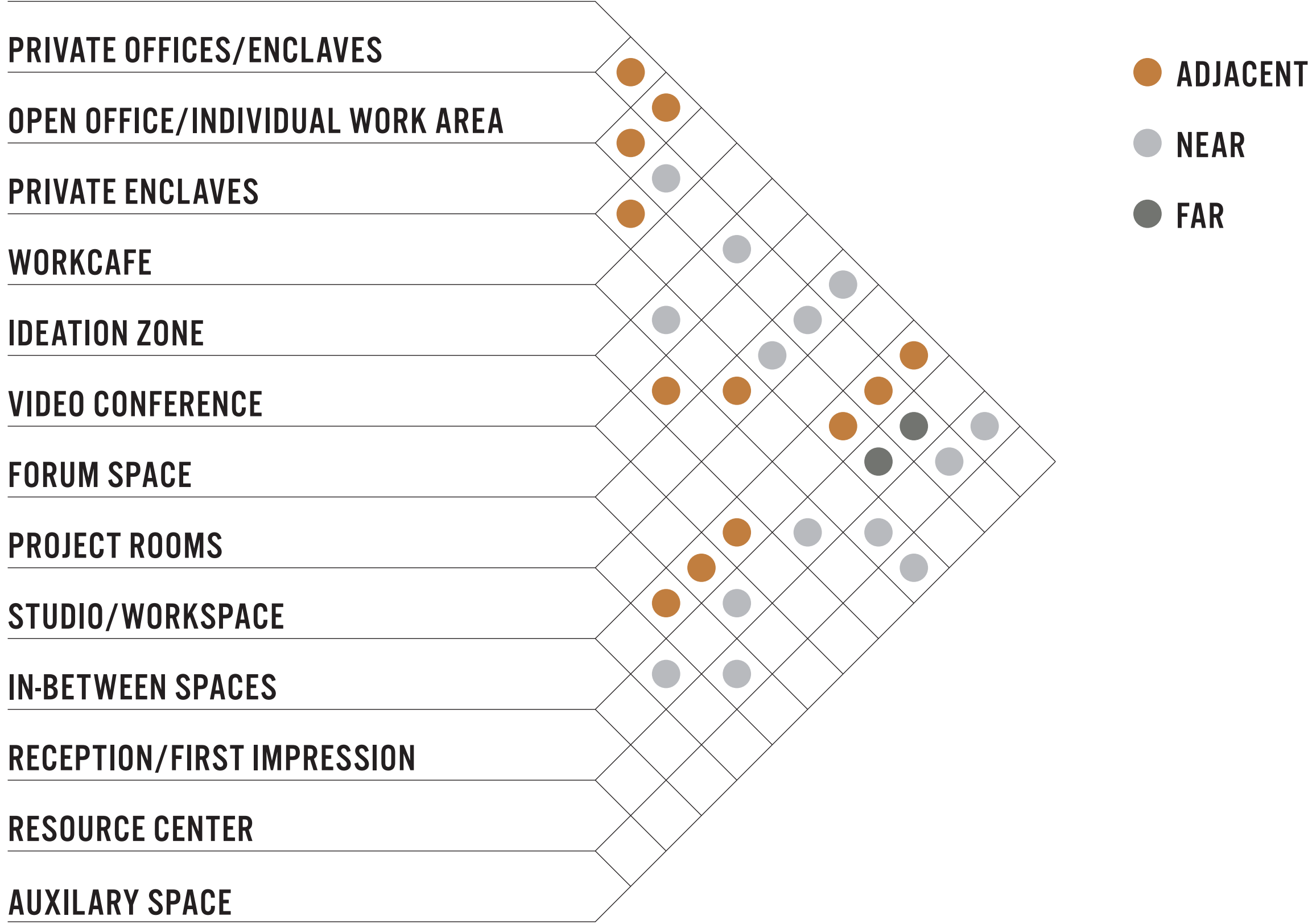
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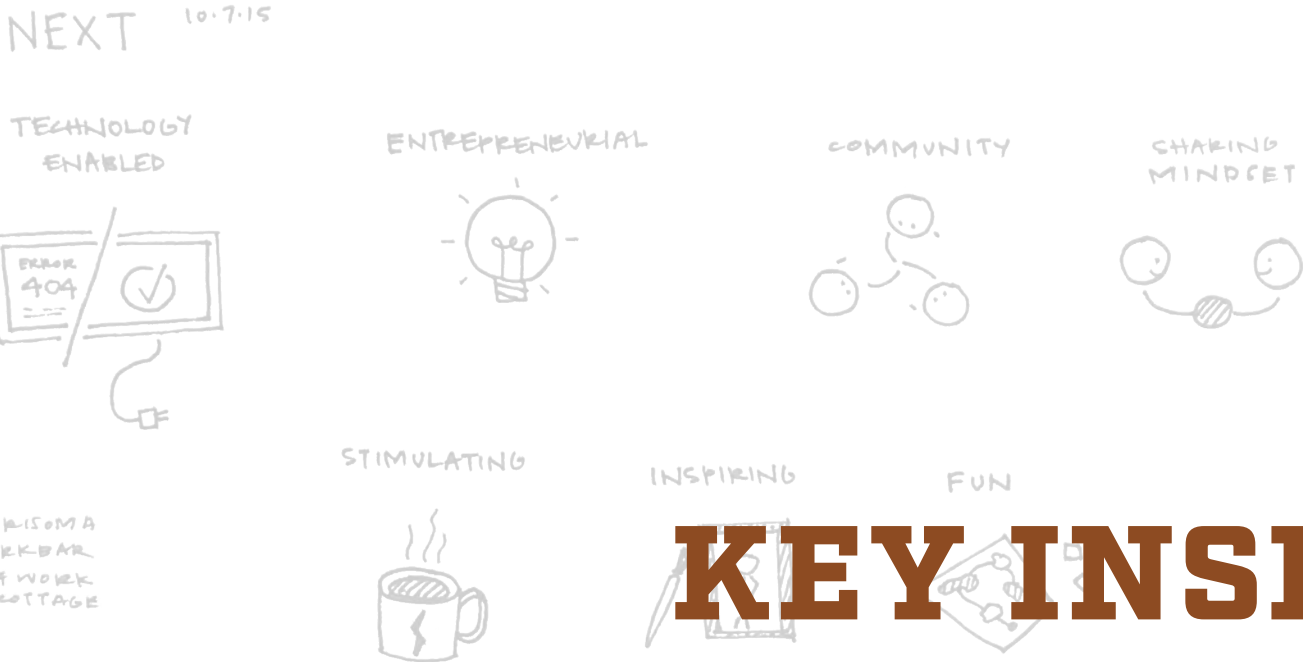
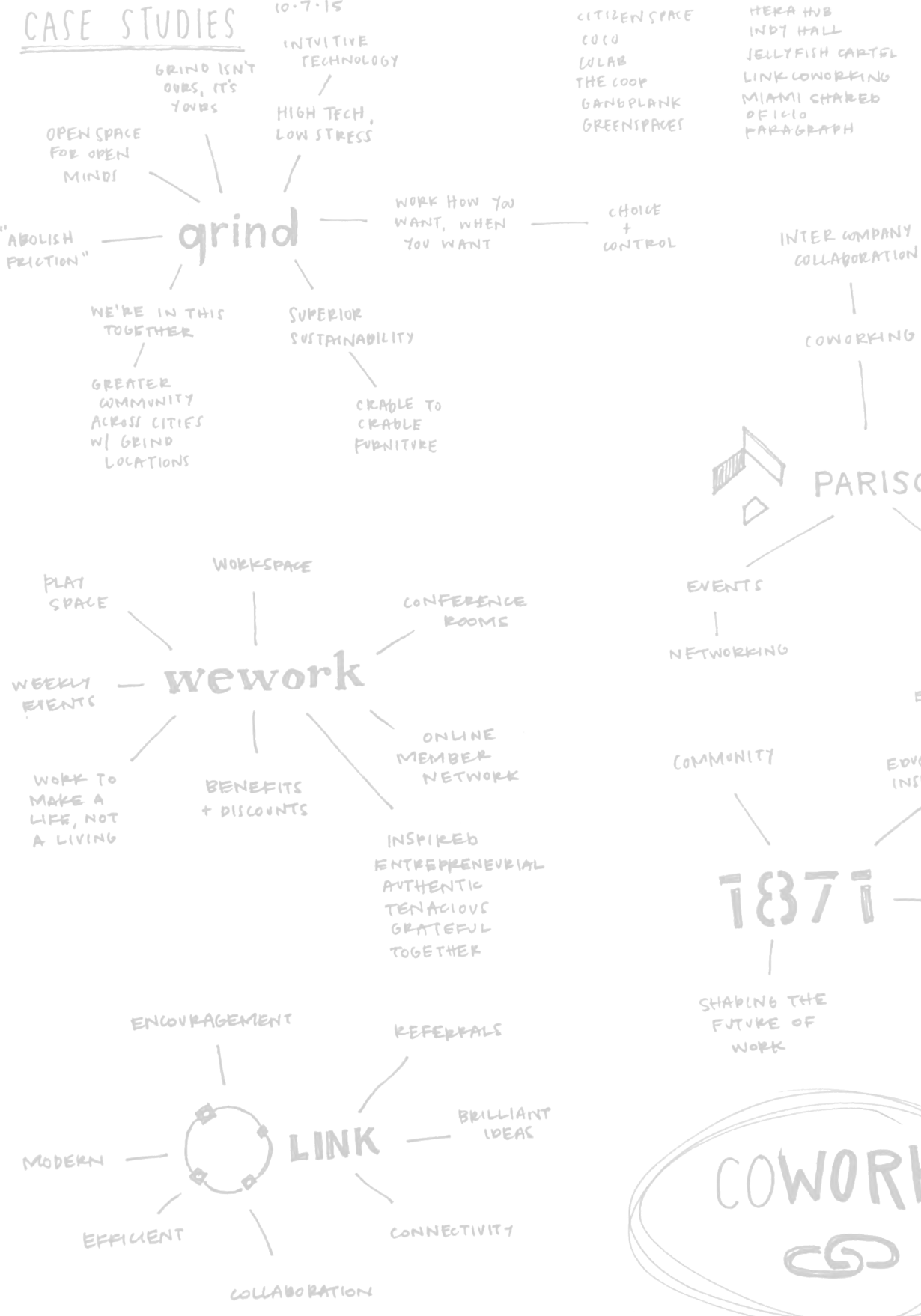
T



# ADJACENCIES



RESEARCH



**KEY INSIGHTS**

**COLLABORATION, FUN, PRIVACY, & QUIET**

**COWORKING SPACES SHOULD INTEGRATE WORK AND PLAY, OFFER CHOICE AND CONTROL OF WHERE YOU WANT TO WORK FOR DIFFERENT TYPES OF ACTIVITIES, AND PROVIDE QUICK AND EASY WAYS TO COLLABORATE WITH THE USE OF TECHNOLOGY.**

**VIBRANT**

**COWORKING SPACES SHOULD BE BEAUTIFUL, COMFORTABLE, ENERGIZING, AND INSPIRING. MEMBERS NEED TO BE ABLE TO MAKE THEIR OWN MARK ON THE SPACE AND MIXING UP THE DECOR OR DISPLAYS OFTEN HELPS PEOPLE WANT TO KEEP COMING BACK.**

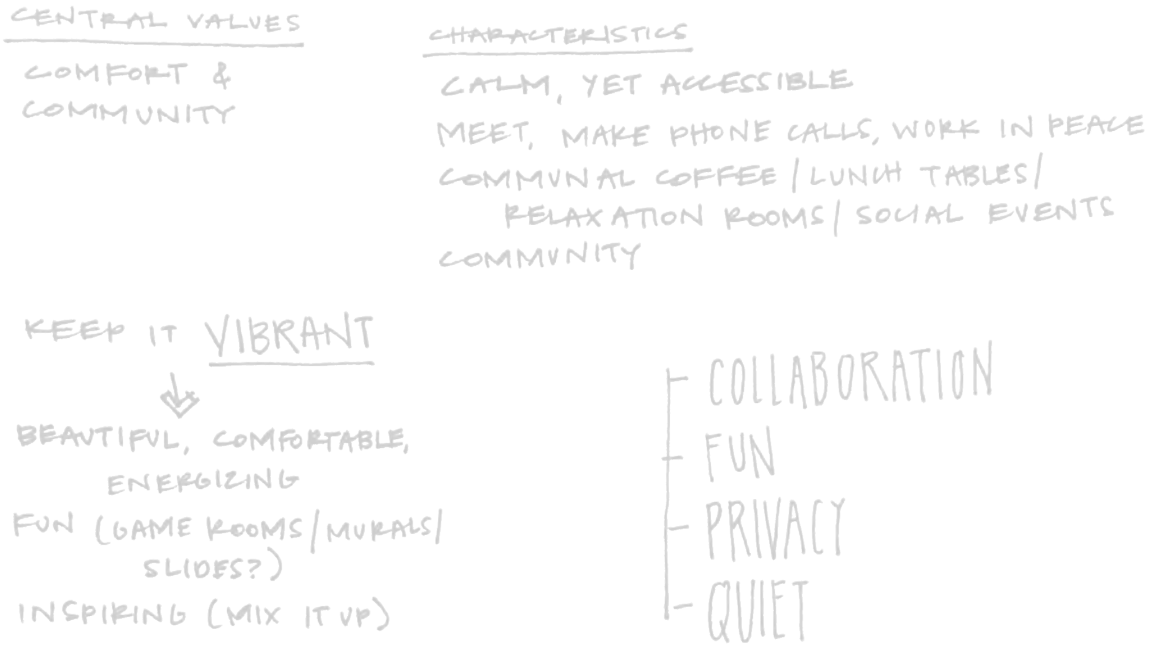
**WHOLISTIC**

**YOU SHOULD LEAVE WORK FEELING BETTER THAN YOU CAME. THAT IS ONLY POSSIBLE IF A WHOLISTIC APPROACH TO WELLBEING IS TACKLED: COGNATIVE, PHYSICAL, AND EMOTIONAL. THIS CAN BE ACCOMPLISHED THROUGH IN VARIOUS WAYS LIKE IMPLEMENTING THE THEORY OF BIOPHILIA, AND PROVIDING CHOICE AND CONTROL.**

"AN INNOVATIVE WORK ENVIRONMENT THAT BRINGS OUT THE BEST IN THEM AND FORGES A COMMUNITY CULTURE OF COLLABORATION, INNOVATION, PERFORMANCE, AND FUN."

NEXT 10.11.15 RESEARCH READINGS

"YOU ARE THE COMPANY YOU KEEP"





HEARST

# CONCEPT

A TYPE OF **HEARTH** USED FOR  
MELTING OR **REFINING** METALS

---

TO FREE FROM IMPURITIES,  
SEPARATE FROM SOMETHING BASE

5  
NEXT

# CONCEPT

## RAW

### STARTING POINT

- RECEPTION
- IDEATION ZONE
- OPEN OFFICE
- WORKCAFE

## REFINE

### COLLABORATE

- VIDEO CONFERENCE
- PROJECT ROOMS
- STUDIO
- WORKCAFE

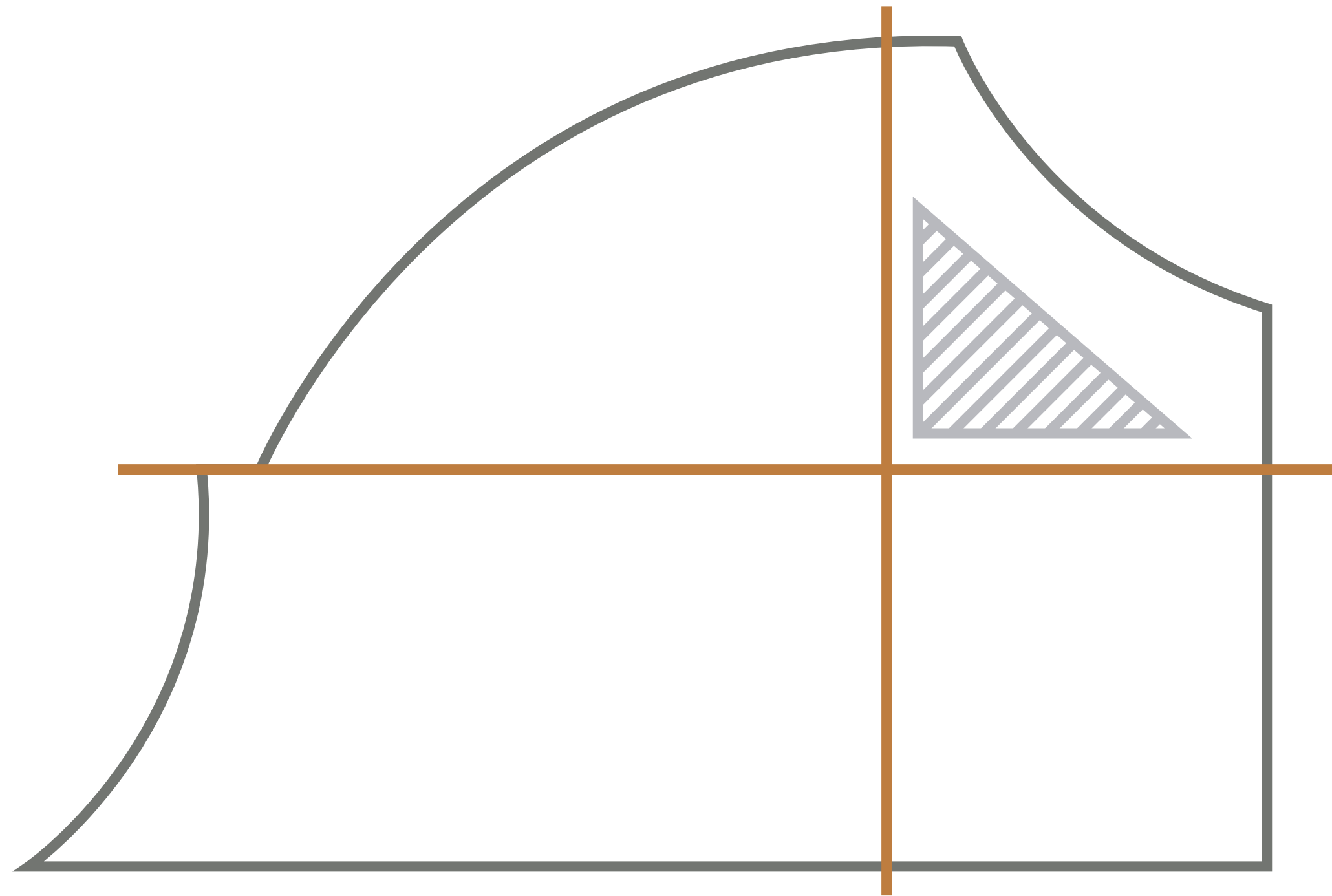
## REFUEL

### GET EQUIPPED+RELAX

- PRIVATE OFFICES
- PRIVATE ENCLAVES
- FORUM SPACE
- RESOURCE CENTER
- WORKCAFE+PLAYCAFE

NEXT

# CONCEPT



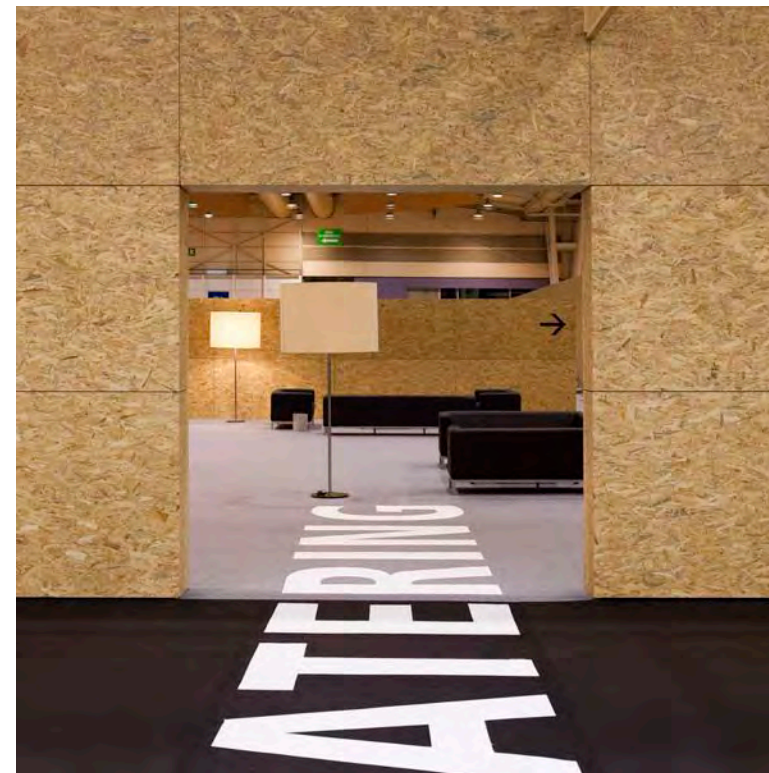
## FORGE

AT NEXT, MEMBERS CAN TAKE RAW BUSINESS AND PROJECT IDEAS, REFINE THEM AMONG A COLLABORATIVE, INSPIRING CULTURE, AND HAVE FUN OR GET AWAY TO REFUEL BEFORE GETTING BACK IN ACTION.

THE HEARTH ON EACH FLOOR SERVES AS A CENTRAL GATHERING POINT WHERE NEXTERS, CLIENTS, AND THE COMMUNITY CAN COME TOGETHER AND FORGE NEW RELATIONSHIPS, INSIGHTS, AND IDEAS THAT AREN'T POSSIBLE TO CREATE ALONE.

# RAW

## EXPOSED STRUCTURE + RAW MATERIALS [OXIDIZED STEEL, CONCRETE, WOOD]



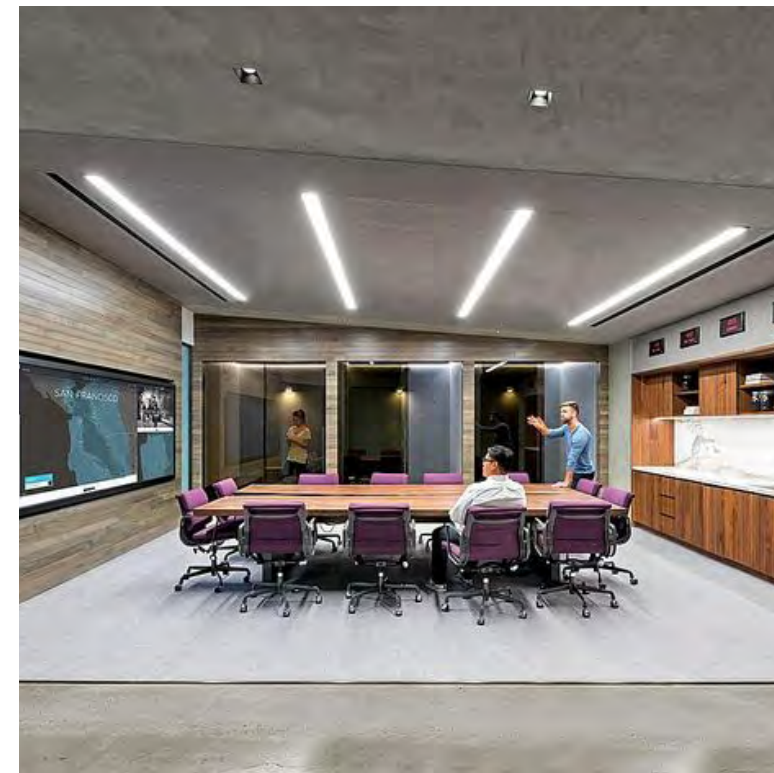
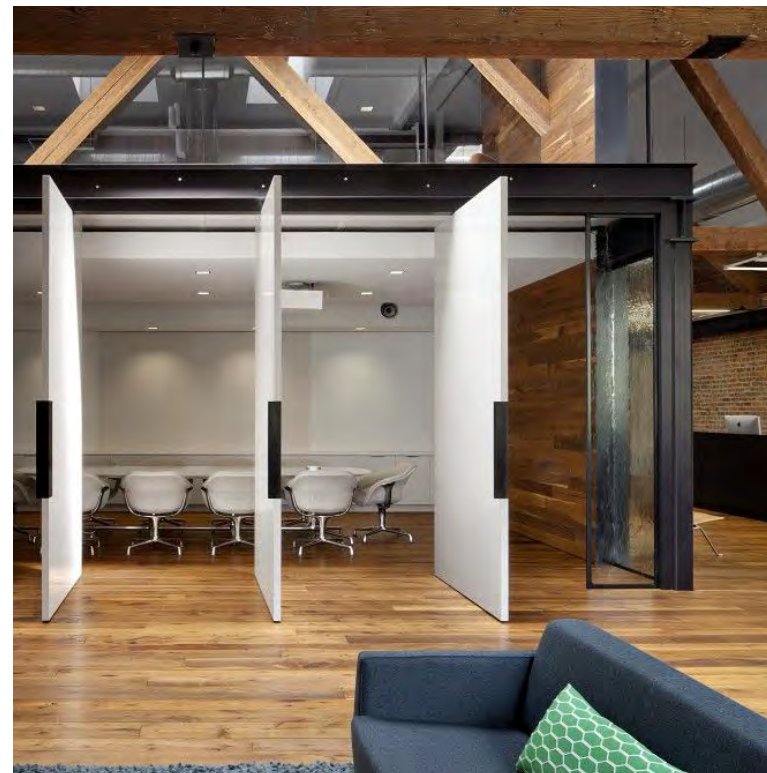
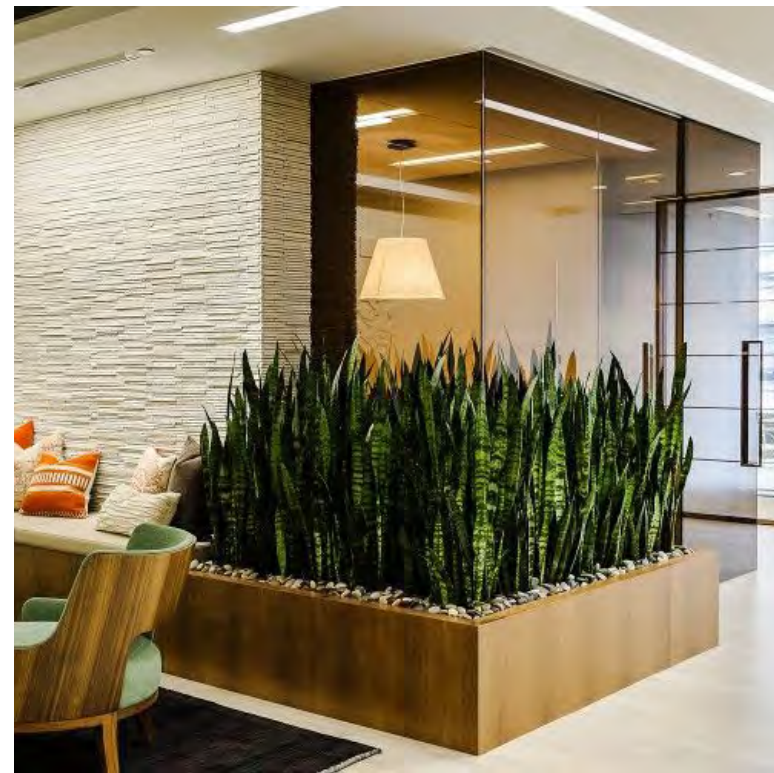
# REFUEL

**LOTS OF WOOD TO WARM SPACE,  
POPS OF ENERGIZING COLOR**



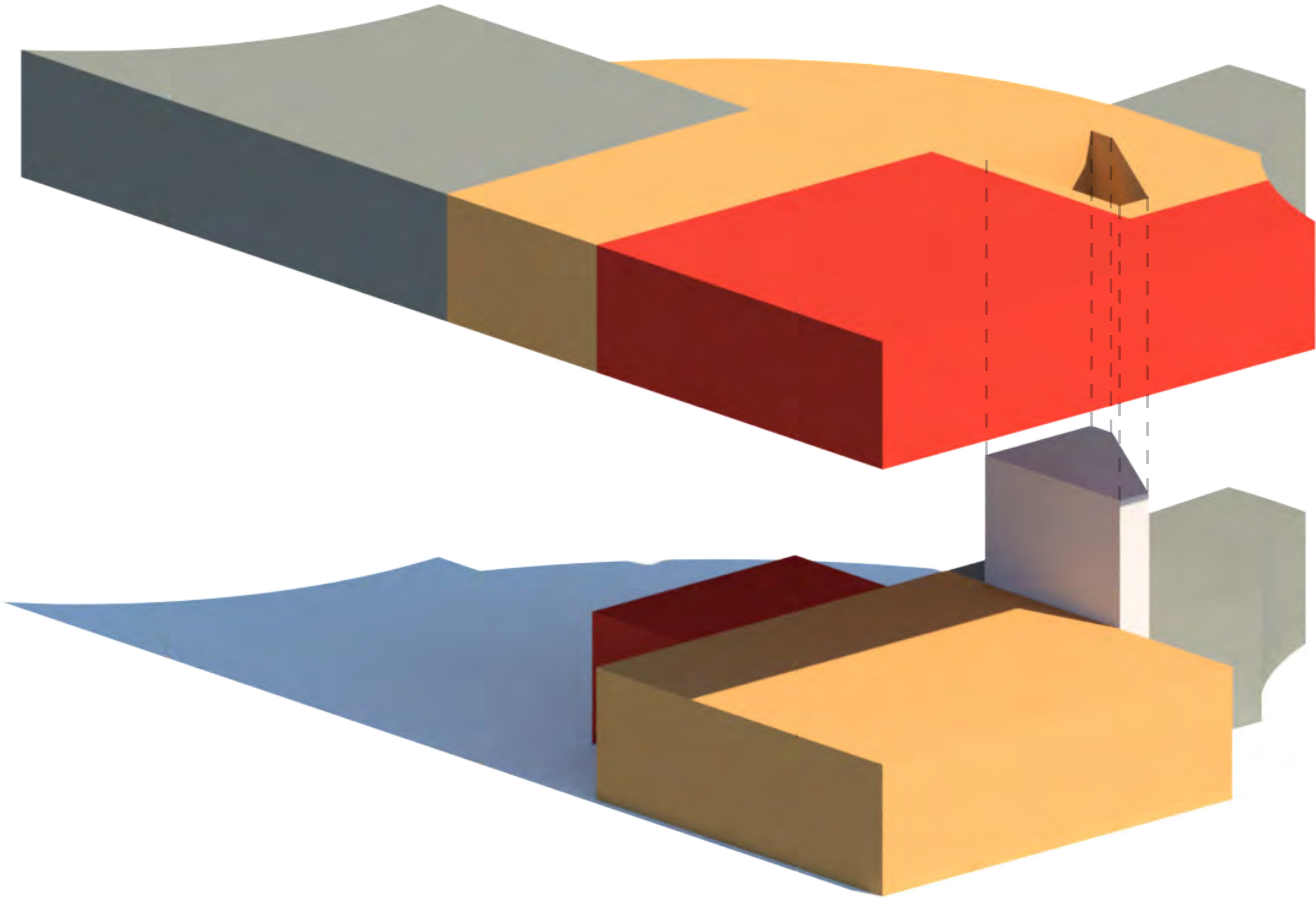
# REFINE

## MINIMAL, CLEAN, NEUTRAL COLORS



# ZONING

- RAW
- REFINE
- REFUEL
- HEARTH



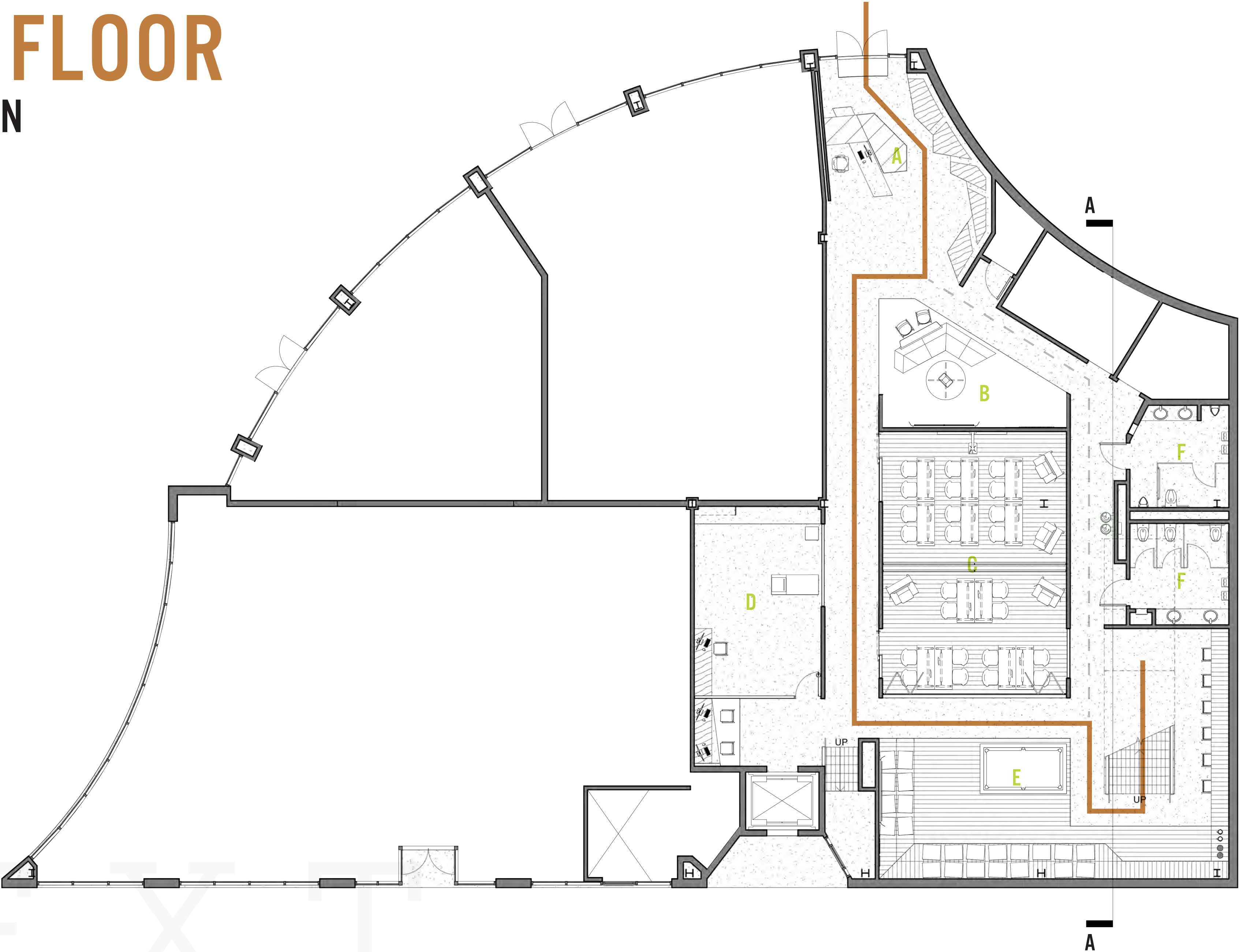
NEXT

# FIRST FLOOR

## CIRCULATION

— PRIMARY  
- - - SECONDARY

- A RECEPTION
- B IDEATION ZONE
- C FORUM SPACE
- D WORKSHOP
- E PLAYCAFE
- F RESTROOM

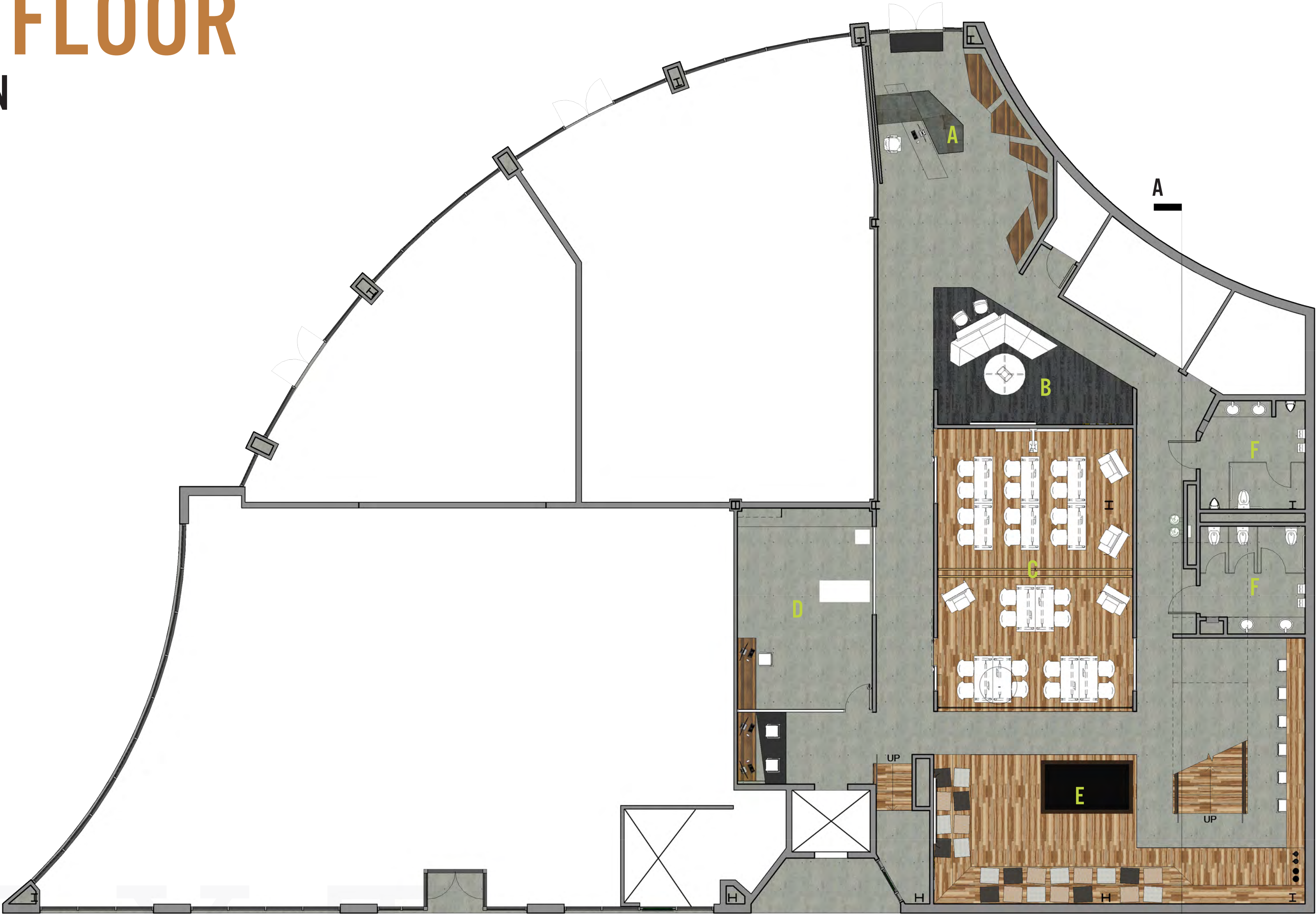


SCALE: 1/8"=1'0"

# FIRST FLOOR

## FINISH PLAN

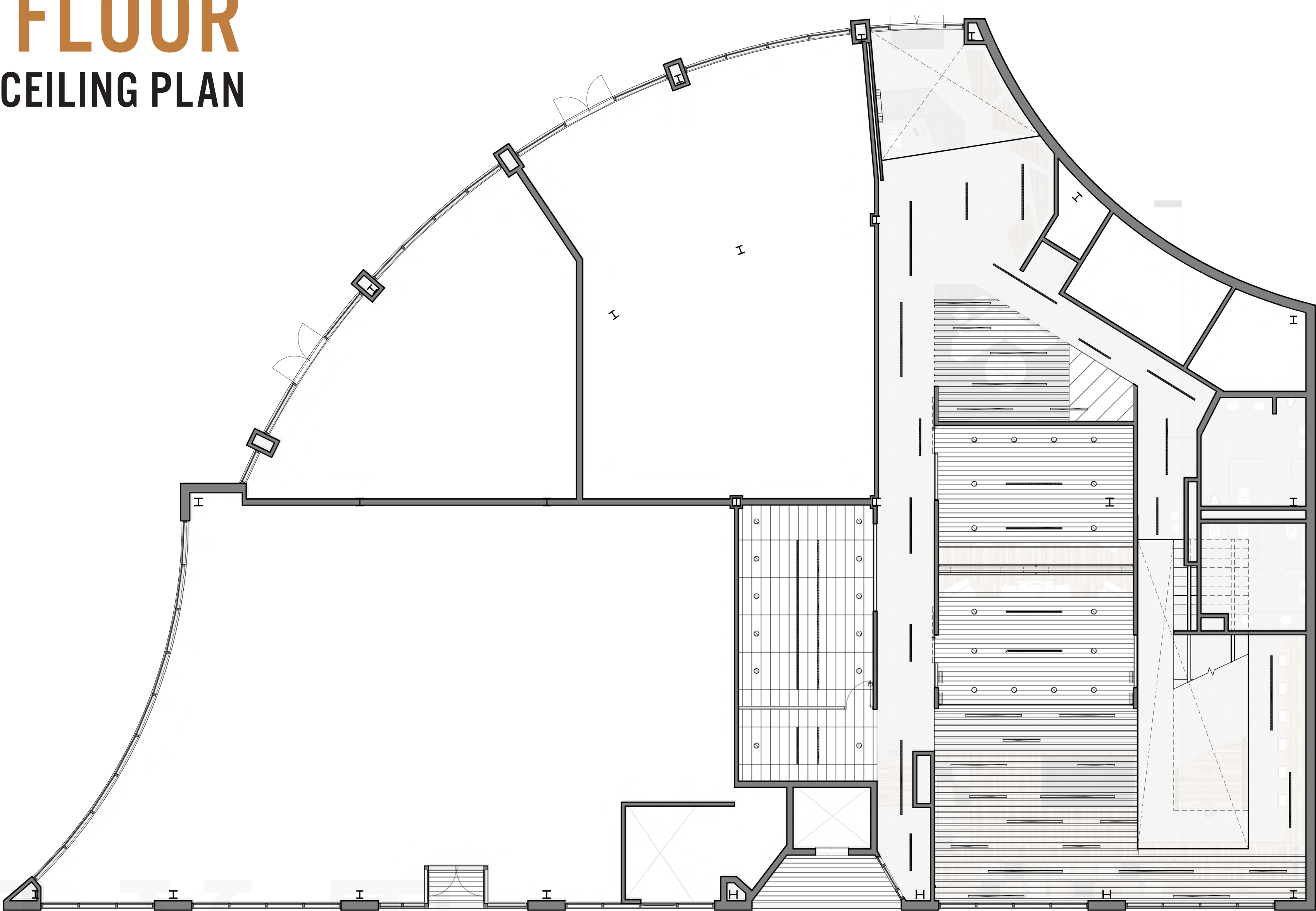
- A RECEPTION
- B IDEATION ZONE
- C FORUM SPACE
- D WORKSHOP
- E PLAYCAFE
- F RESTROOM



SCALE: 1/8"=1'0"

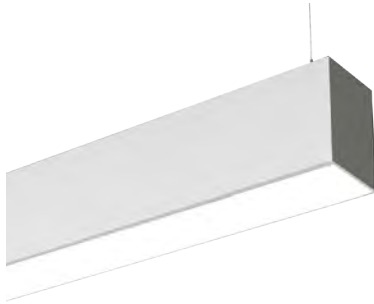
# FIRST FLOOR

REFLECTED CEILING PLAN



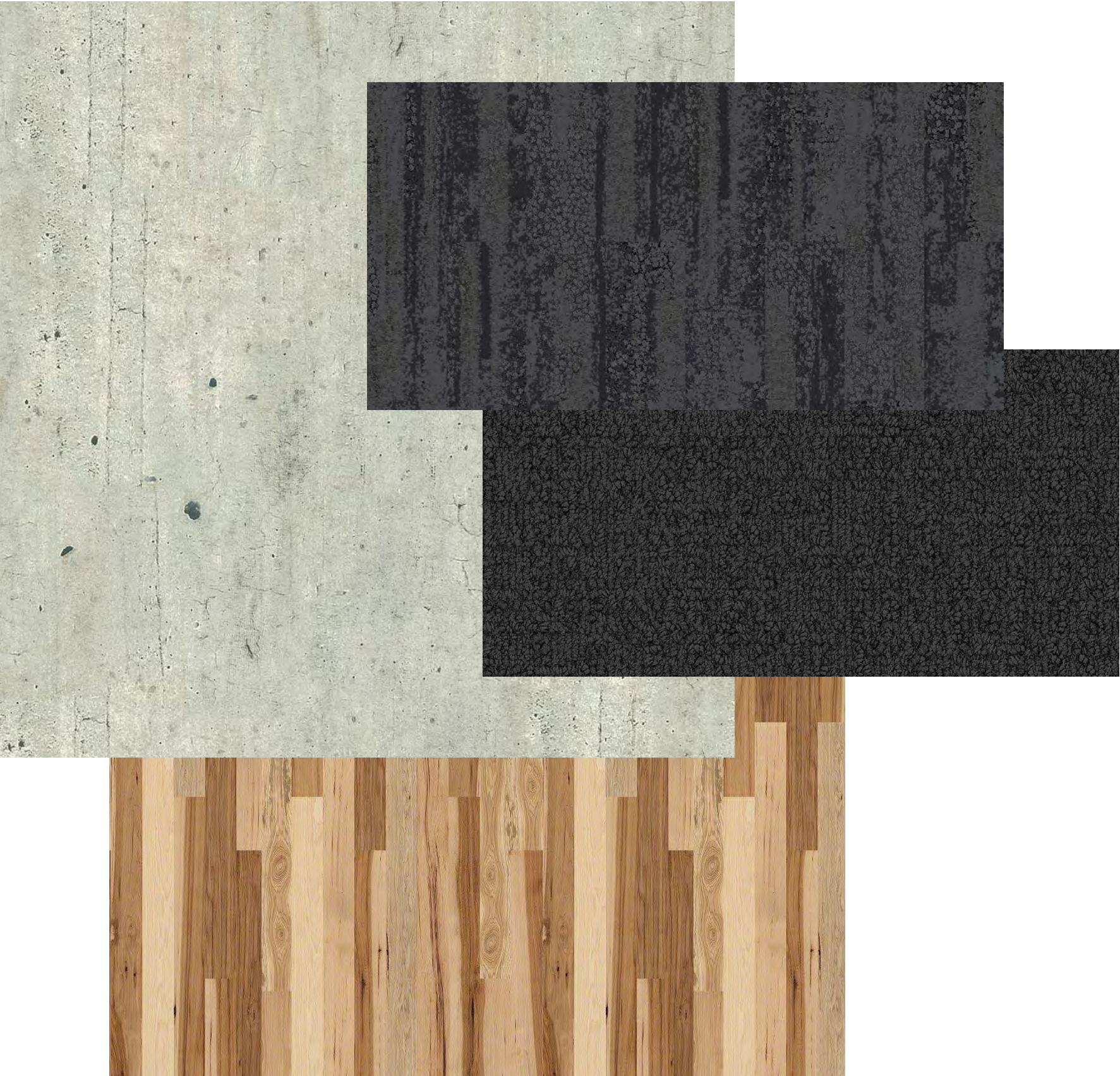
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# FURNITURE + LIGHTING



# MATERIALS

## FLOORING



## WALLS



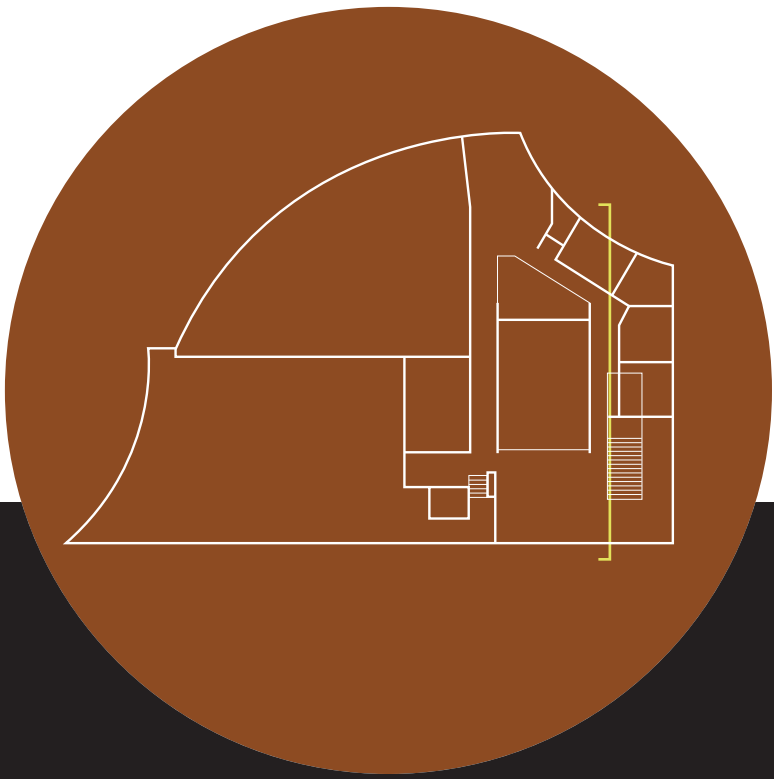
## FURNITURE







# SECTION A-A

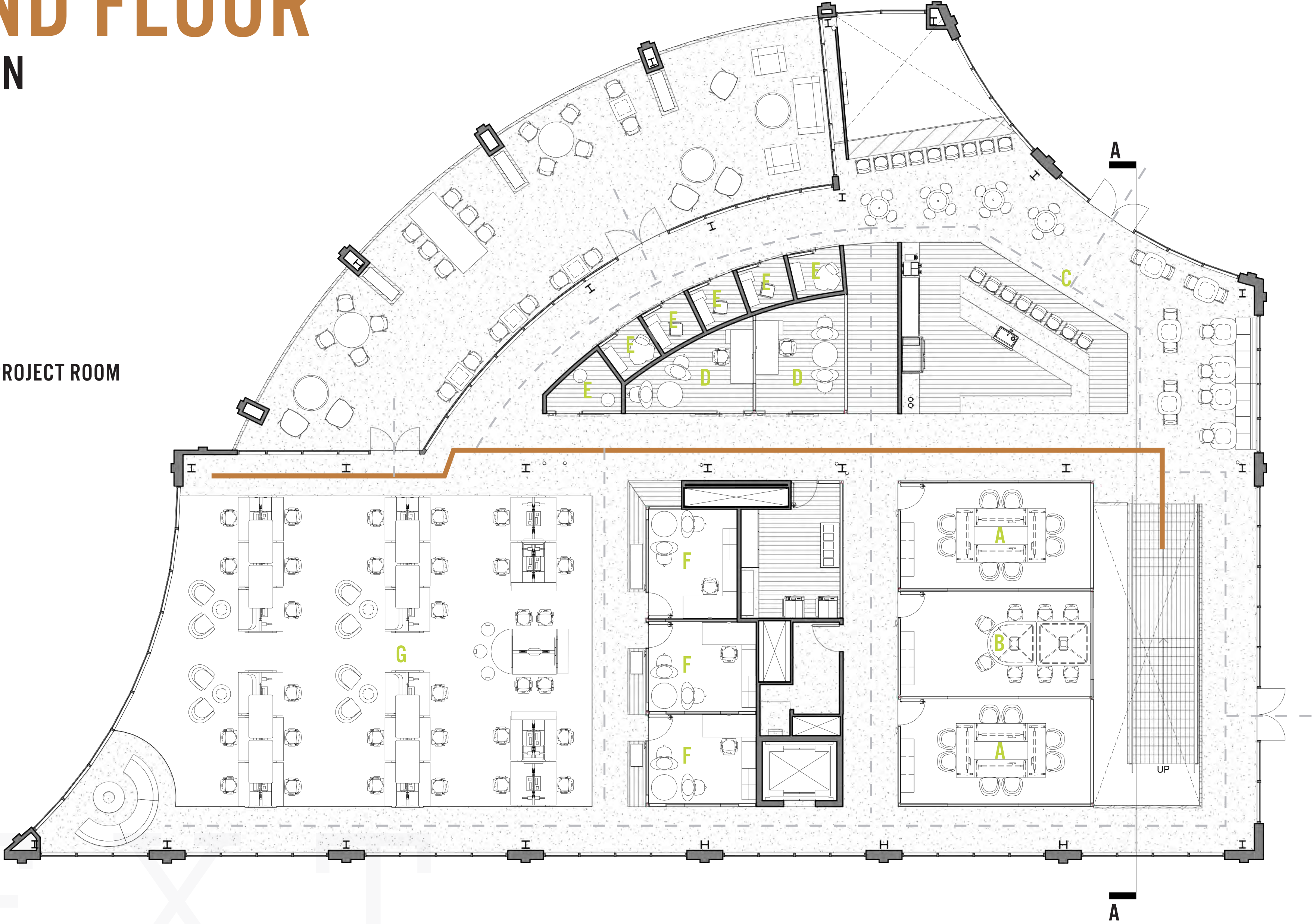


# SECOND FLOOR

## CIRCULATION

— PRIMARY  
- - - SECONDARY

- A PROJECT ROOM
- B VIDEO CONFERENCE/PROJECT ROOM
- C WORKCAFE
- D NEXT CEO/COO
- E PRIVATE ENCLAVE
- F PRIVATE OFFICE
- G OPEN OFFICE

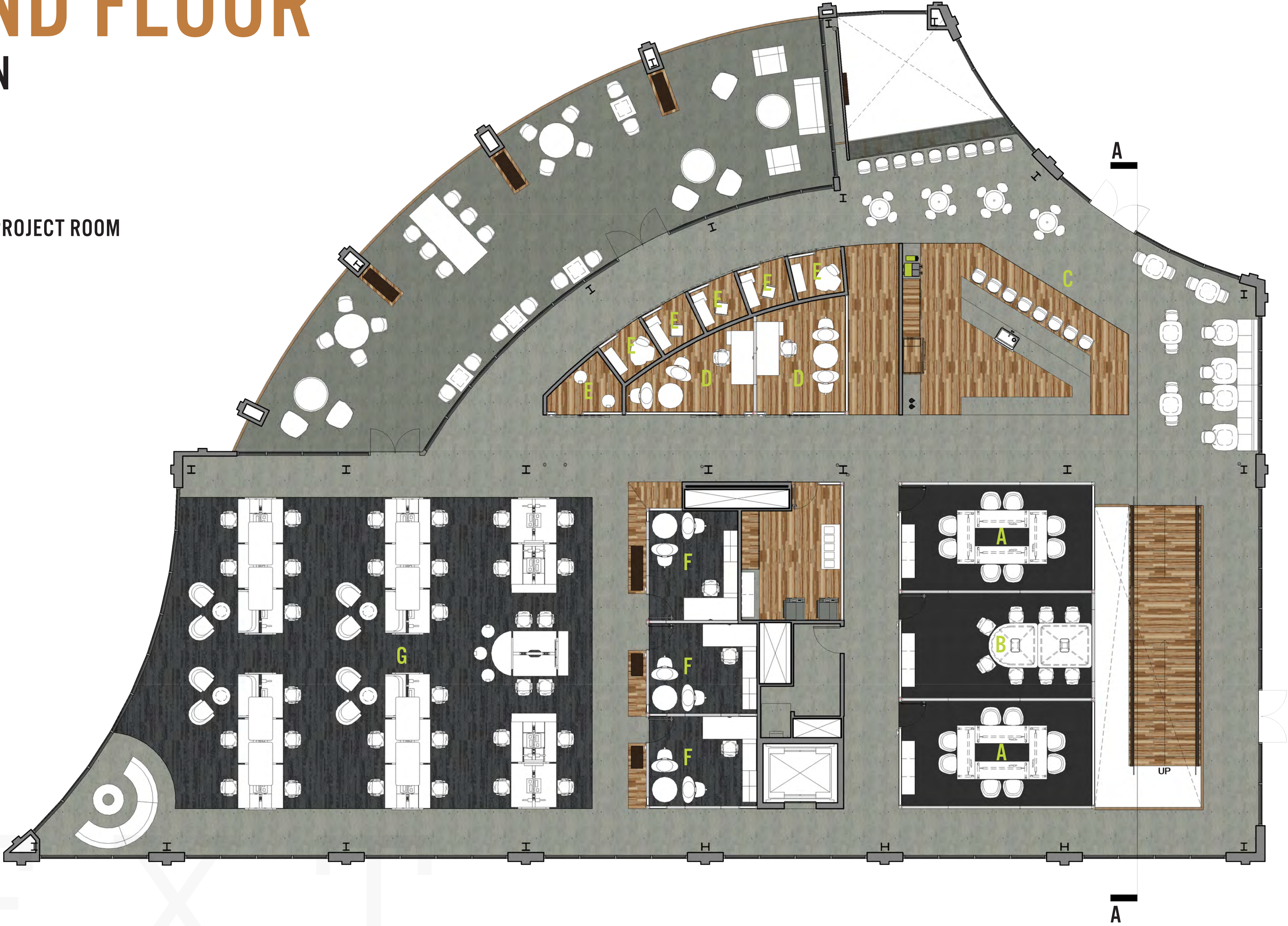


SCALE: 1/8"=1'0"

# SECOND FLOOR

## FINISH PLAN

- A PROJECT ROOM
- B VIDEO CONFERENCE/PROJECT ROOM
- C WORKCAFE
- D NEXT CEO/COO
- E PRIVATE ENCLAVE
- F PRIVATE OFFICE
- G OPEN OFFICE

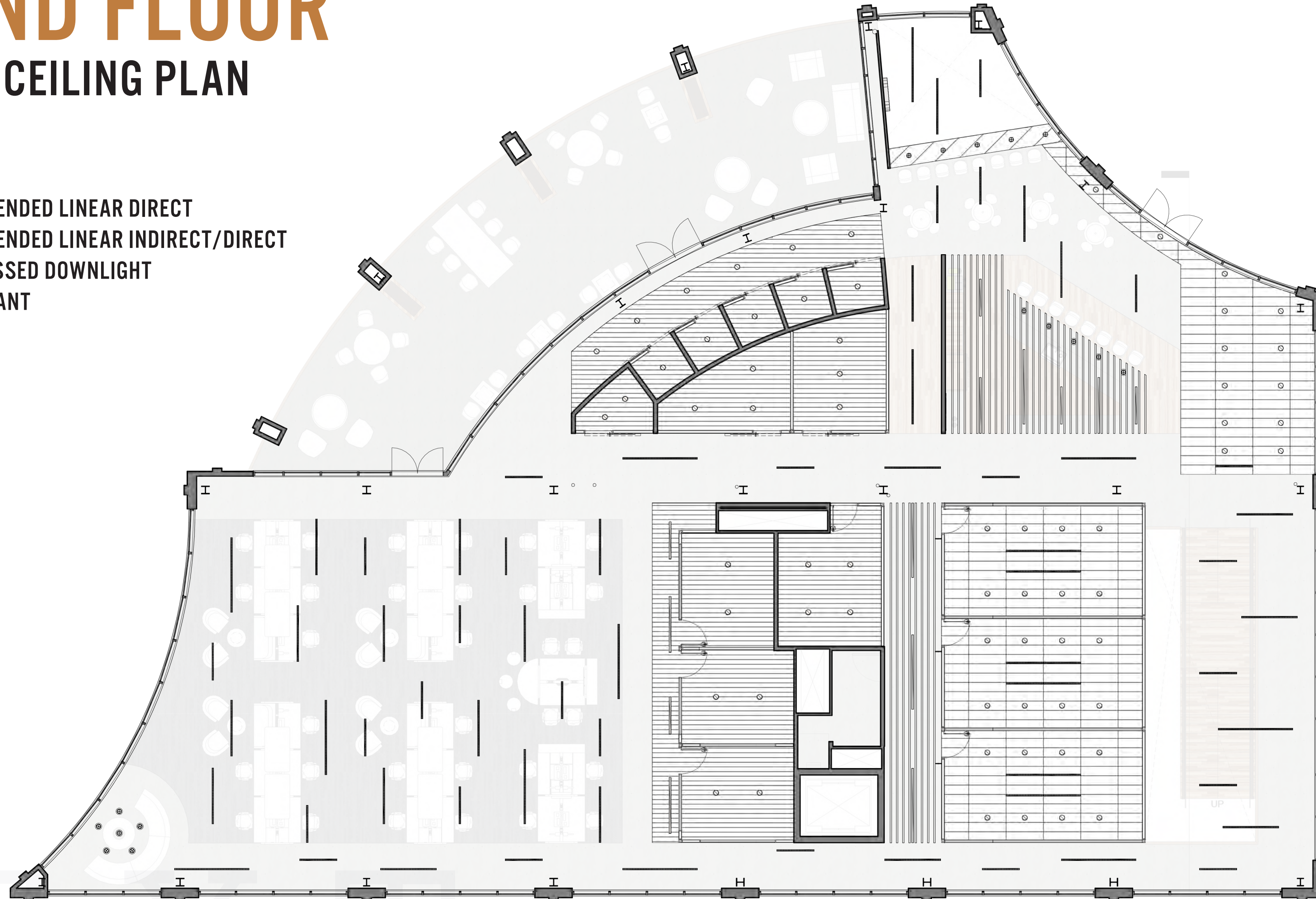


SCALE: 1/8"=1'0"

# SECOND FLOOR

## REFLECTED CEILING PLAN

-  SUSPENDED LINEAR DIRECT
-  SUSPENDED LINEAR INDIRECT/DIRECT
-  RECESSED DOWNLIGHT
-  PENDANT



SCALE: 1/8"=1'0"

# ELEVATIONS

## WORKCAFE

SCALE: 1/4"=1'0"



## OPEN OFFICE

SCALE: 1/4"=1'0"







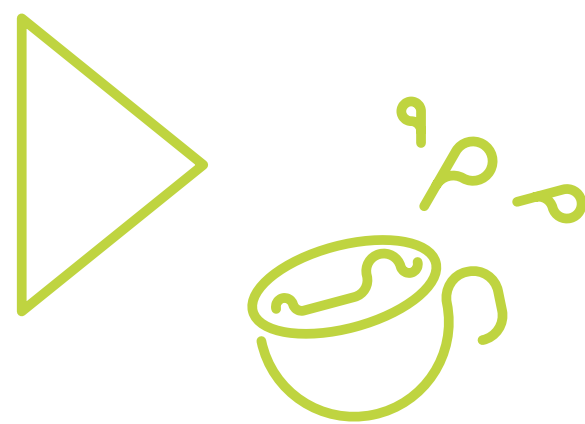


# BRANDING

N E X T



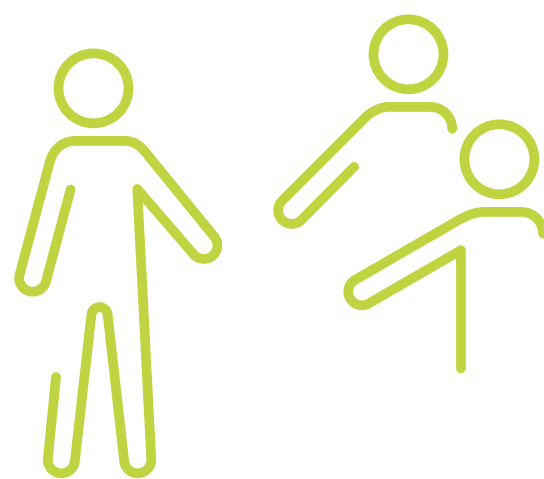
WORKCAFE



PLAYCAFE



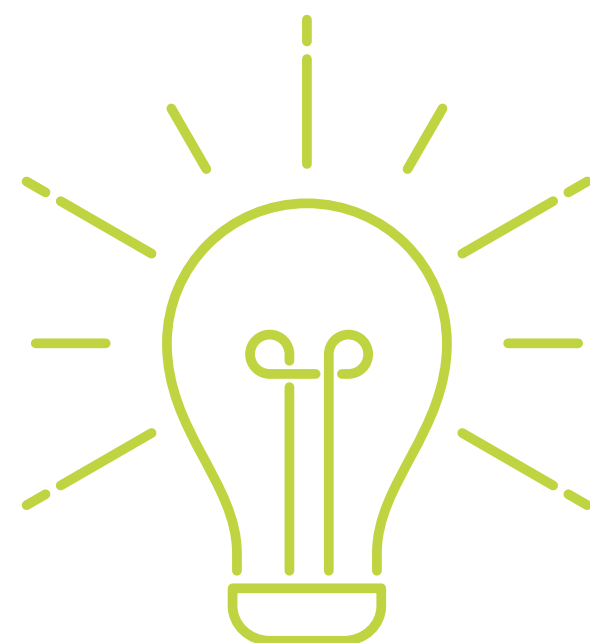
RESOURCE ROOM



PROJECT ROOM



PRIVATE ENCLAVE



IDEATION ZONE



VIDEO CONFERENCE

N E X T

Steelcase

THANK YOU