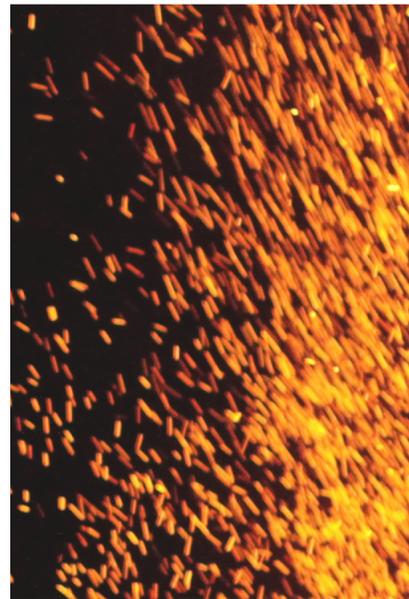
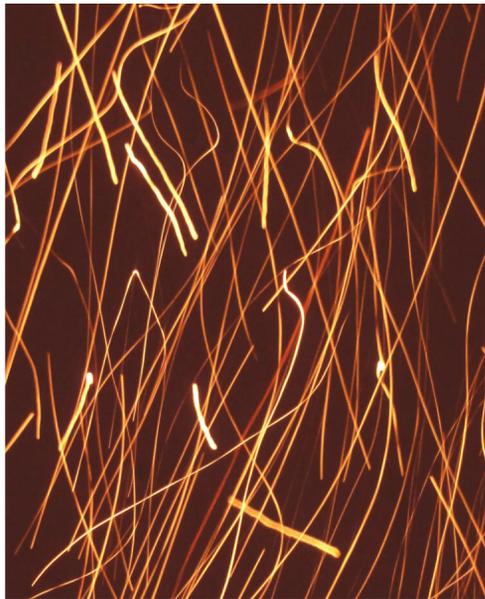


NEXT

spark your NEXT big idea

Designed by: Lily Shi



# SPARK your next big idea.

/Spärk/

noun.

1. a small fiery particle thrown off from a fire, alight in ashes, or produced by striking together two hard surfaces such as stone or metal.

verb.

2. ignite.

NEXT aims to be a space of inspiration and stimulation. As a space, it will be able to ignite its occupants' motivation and creativity. Furthermore, it values and stimulates the potential in all NEXTERS. Like sparks, though small and seemingly insignificant, the NEXTERS have the potential to become something much greater and spectacular. NEXT will be the space to catalyze the process as people collide to create sparks, the sparks then will turn into fires, and like a cycle they will inspire more NEXTERS to become much greater than they were before.

# SPARK

△ Concept



First Floor Reception

## Co-Working

Taking into account user experience and human-centered design, I researched into how co-workers experience the space and what they look for in a co-working environment.

Co-working spaces are ideal for businesses to test new markets relatively risk-free<sup>2</sup>. People who work at co-working offices often see their work as more meaningful, and they chose co-working for more job control<sup>5</sup>. They often look for a sense of community, and an opportunity to be surrounded by like-minded people with a synergy that's both inspiring and stimulating<sup>5</sup>.

Study shows that only 30% of the coworkers access the office during normal business hours, and between a third and half of all coworkers are flexible and mobile<sup>2</sup>. They value human space far above office space<sup>1</sup>. The co-working space's ability to create a sense of community is extremely important in terms of its success, therefore infrastructures should foster a sense of community<sup>1</sup>.



## Millennials

I first researched the working styles and habits of the target audience of NEXT: the millennials. This will allow me to better tailor my design to accommodate their needs and wants. Here are some of their characteristics:



Highly task oriented<sup>3</sup>



More likely to change jobs<sup>3</sup>



Emphasize on the social aspect of work<sup>4</sup>



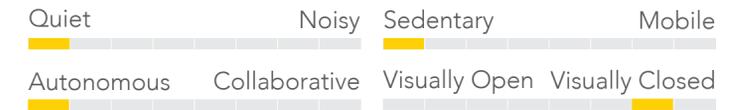
Need fluidity between tasks<sup>4</sup>

To further understand user needs, I created personas to assist my design decisions. Each persona has a different working style, preferences, and job responsibilities. Thus, by considering the different types of people who will be at NEXT, I will be able to accommodate a variety of needs.

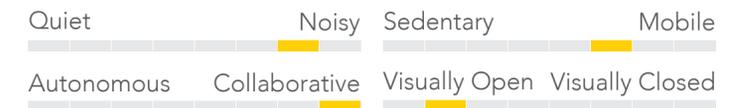
## Personas



Lone Wolf Researcher:



Social Butterfly Designer:



Irritable Entrepreneur:

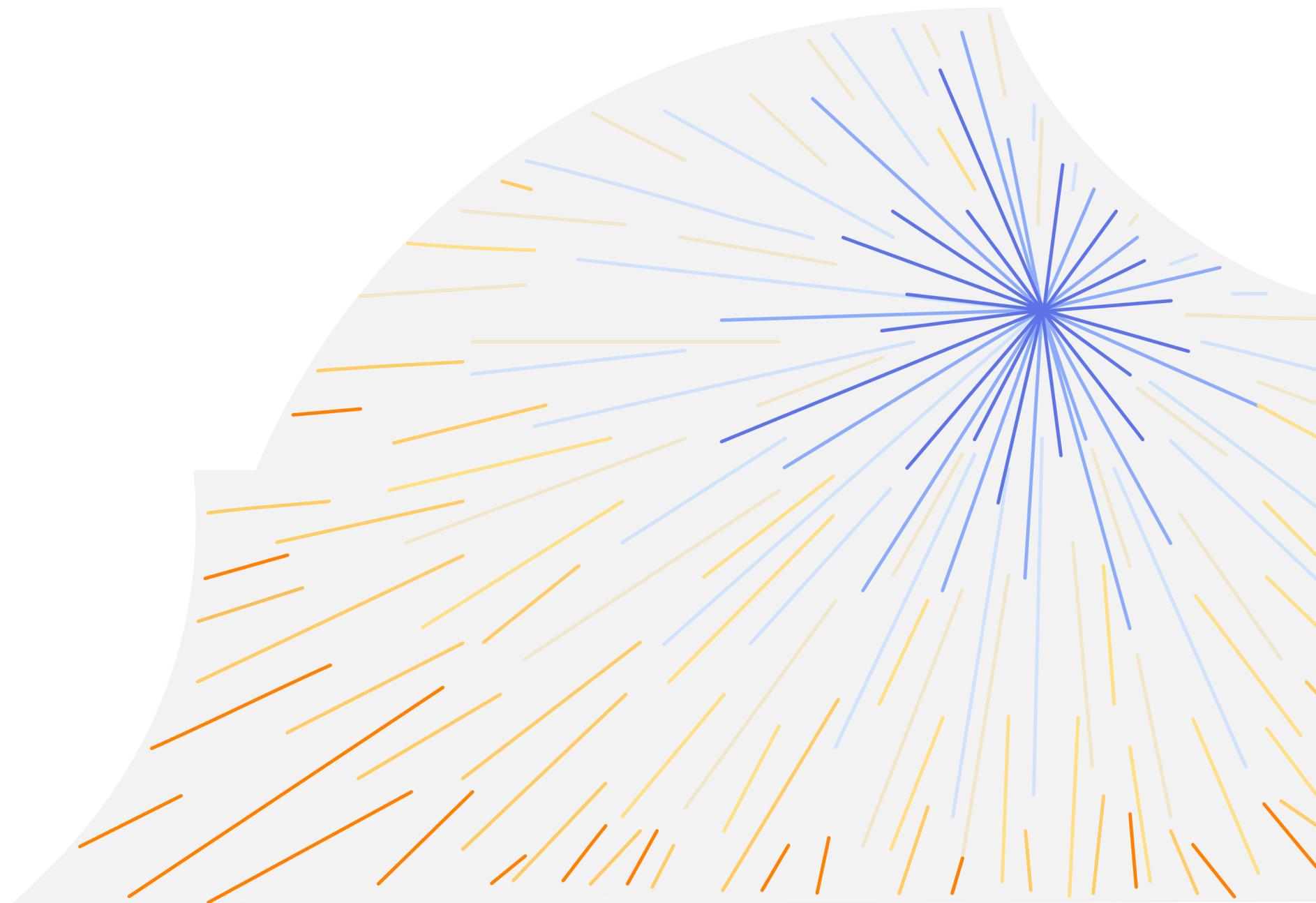


Time Challenged Designer:



Loud Mouth Consultant:

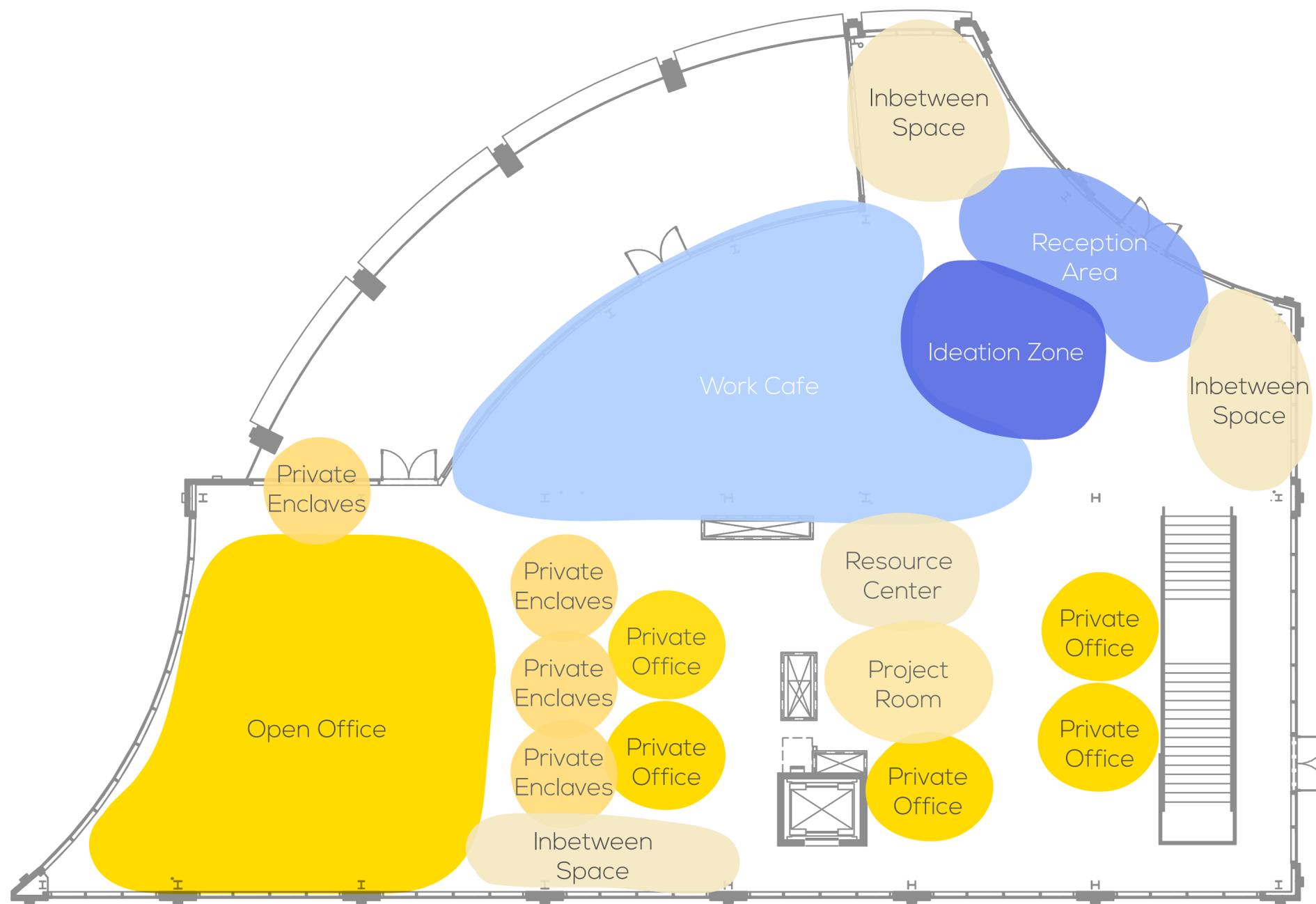




My space planning strategy was based on the concept of color temperature. For a light source, the bluer it is the hotter it is and the more yellow/orange it is the cooler it is. From the hottest source of the spark, ideas are readily exchanged and inspired but as it spreads and cools near the peripheral of the space, the ideas solidify and become more individualized.

- 
**Hot zone:** spaces with the most interactions and exchange of ideas and information
  
- 
**Semi-hot zone:** spaces with majority collaborative and interactive spaces but allow for somewhat individual/focus work
  
- 
**Semi-cool zone:** spaces with more privacy or more appropriate for small-group collaborations
  
- 
**Cool zone:** spaces that support individual and focus work with accommodations for interactions and group work

 Concept Diagram



- 

Needs a highly flexible and collaborative space that inspires
- 

Needs a variety of spaces that is stimulating and supports individual work
- 

Needs collaborative and stimulating environments but with areas of privacy
- 

Needs quiet and focus spaces but with chances for collaboration
- 

Needs private spaces for individual and focus work

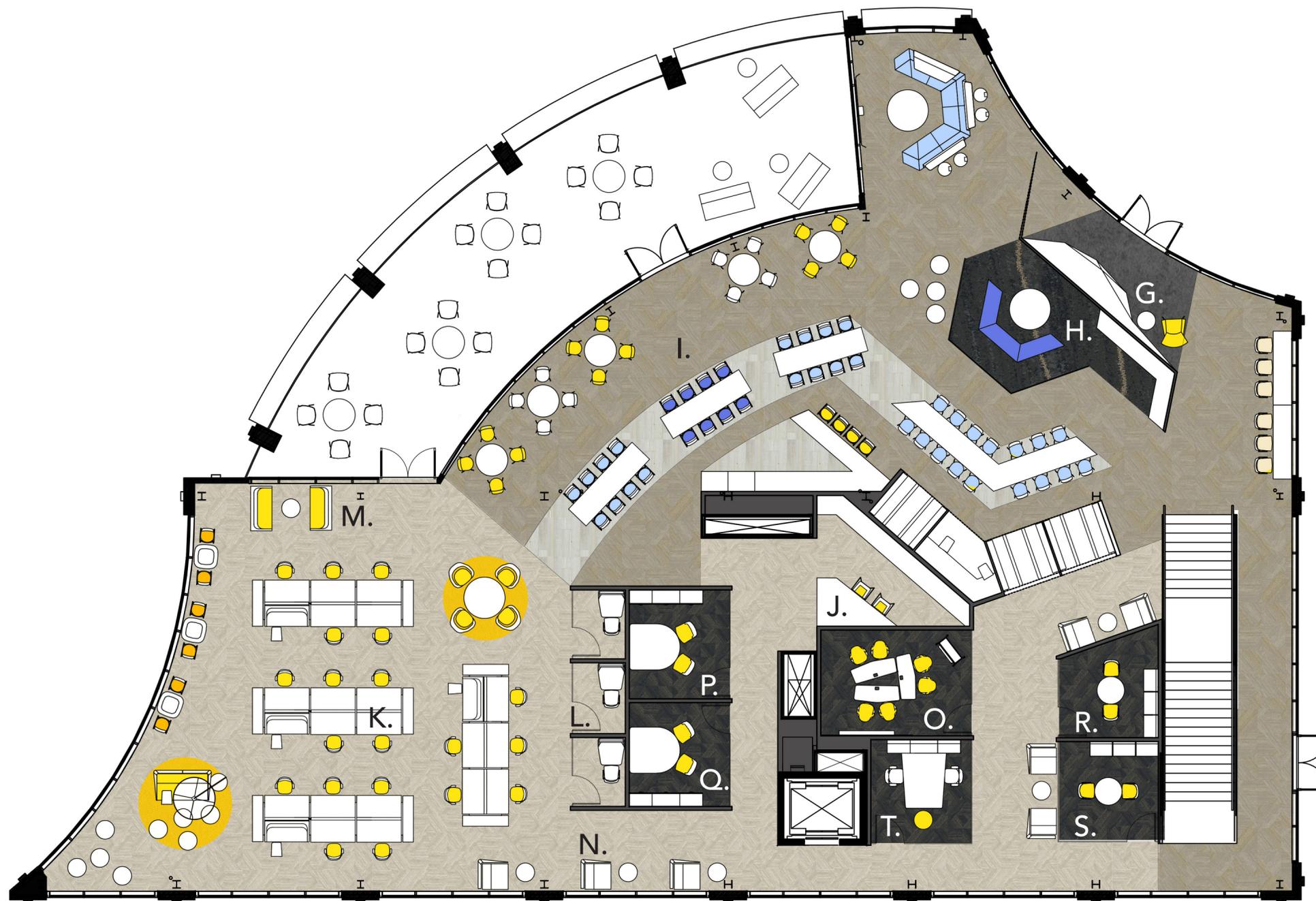
Space Planning



- A. **First Floor Reception**  
Mainly serves new customers and community members  
Branding elements to convey characteristics and image of NEXT
- B. **Forum**  
Flexible space that can be reconfigured  
Located near entrance to facilitate community access  
Support the fluidity between tasks
- C. **Studio**  
Located away from offices to minimize acoustic distractions  
Supports prototyping
- D-E. **Project Rooms**  
Incorporated technology support  
Some rooms are reconfigurable to accommodate different tasks
- F. **Video Conference Room**  
Allows for remote digital communication  
Equipped with technology support

First Floor Floor Plan  
1/8" = 1'-0" Scale





Second Floor Floor Plan  
1/8" = 1'-0" Scale



- G. **Second Floor Reception**  
Serves registered NEXTer's  
Equipped with digital check-in's  
Showcase of NEXT members
- H. **Ideation**  
Located near entrance for more exposure  
Displays NEXTer's works and to foster a sense of community  
Encourage the sharing of ideas
- I. **Work Cafe**  
Multipurpose for eating and working  
Small kitchen with basic amenities
- J. **Resource Center**  
Located in middle to allow easy access from different areas  
Allows for short term stays and conversations
- K. **Open Office**  
Consists of a variety of spaces for group and individual work  
Large exposure to natural sunlight
- L-N. **Private Enclaves**  
Located near the open office for easy access  
Provides acoustic and visual privacy
- O. **Project Room**  
Reconfigurable  
Equipped with technology support
- P-T. **Private Offices**  
Located away from work cafe and open office to minimize acoustic distractions  
Equipped with technology support  
Multipurpose for individual focus work and two-people discussions

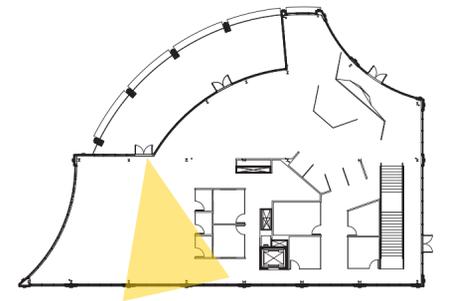


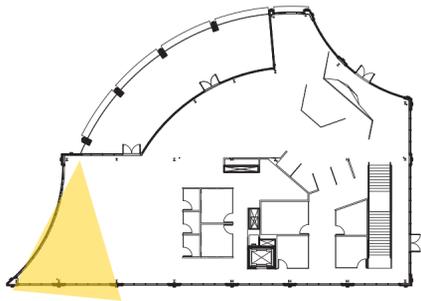
Logo used in lighting design

Private enclaves located by open office for easy access to private spaces

Opportunity for collaboration

Open Office





Group collaboration area

Other forms of focus space or two-person discussion areas



Open Office

Spark inspired lighting design

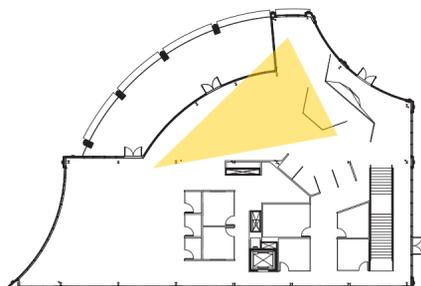
Ideation zone: writable/  
magnetic surface with group  
discussion seating

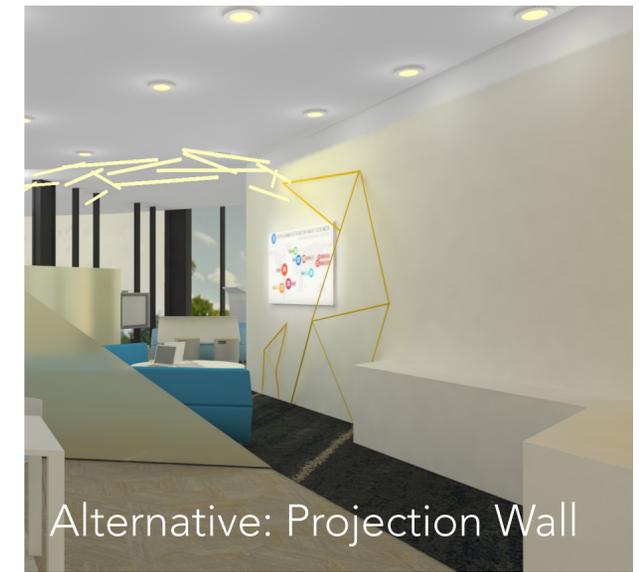
Flexible seating that can be  
used for temporary group  
meetings for individual spaces

Group seating areas



Work Cafe





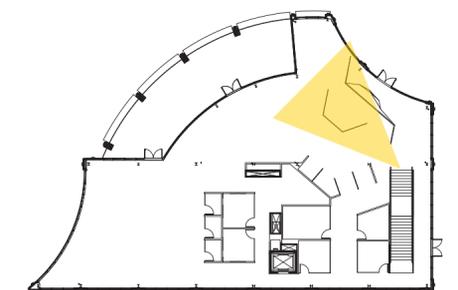
Group seating

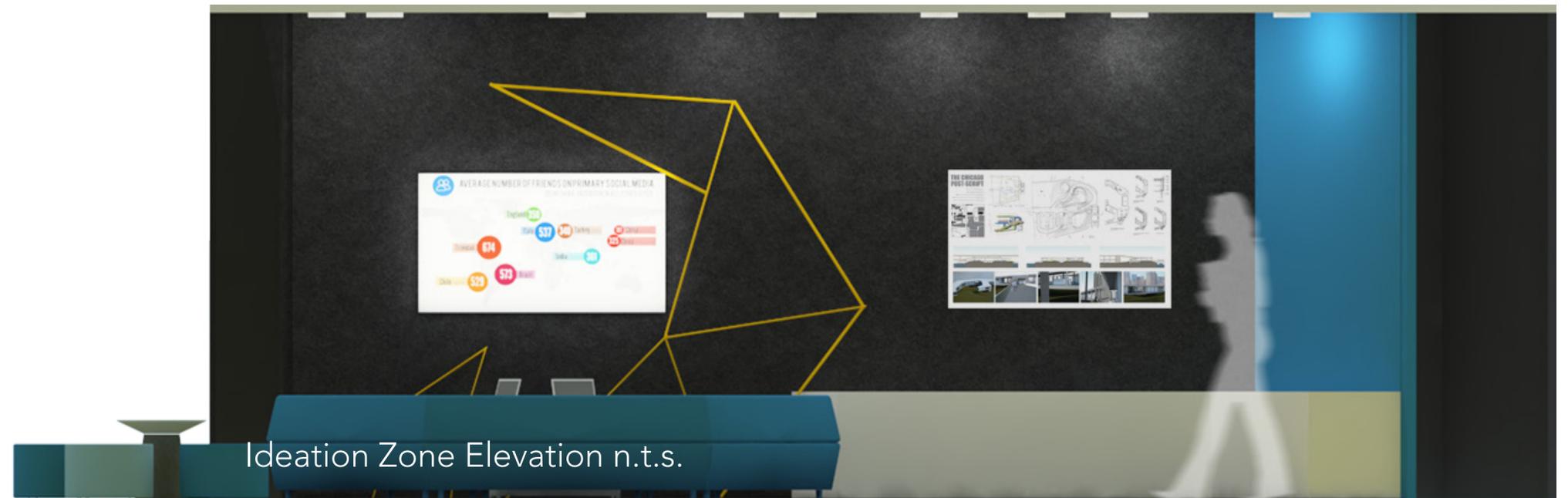
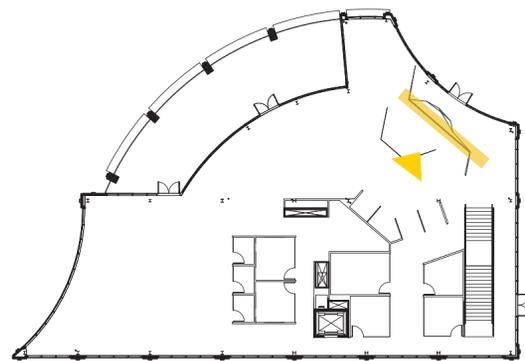
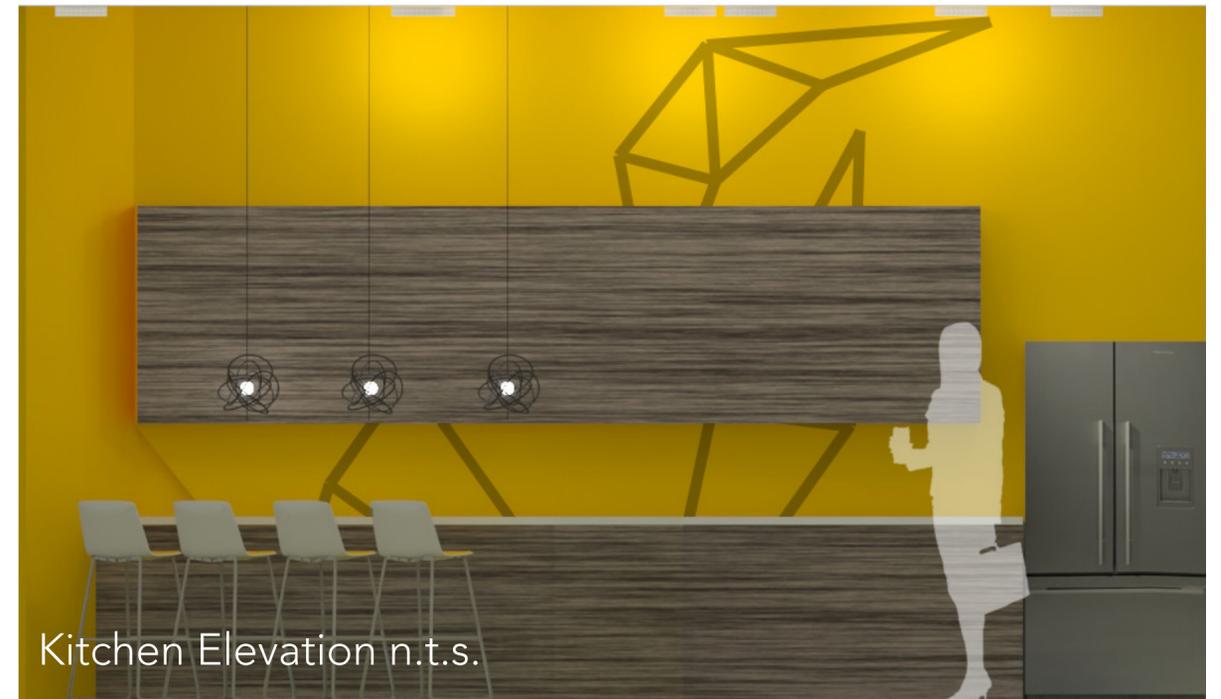
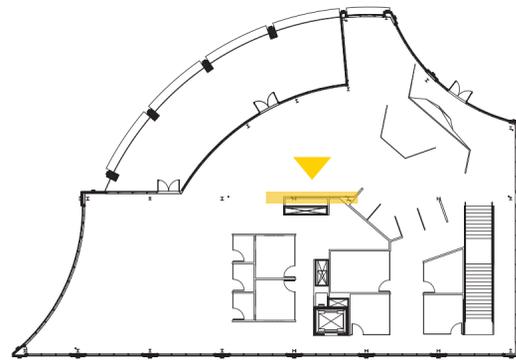
Digital display

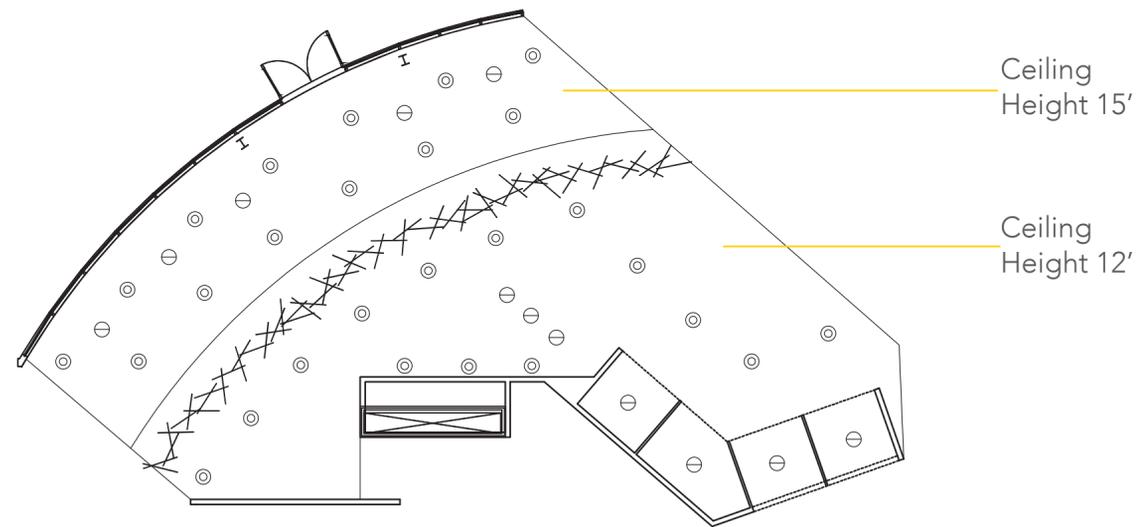
Logo inspired installation

Platform for physical displays

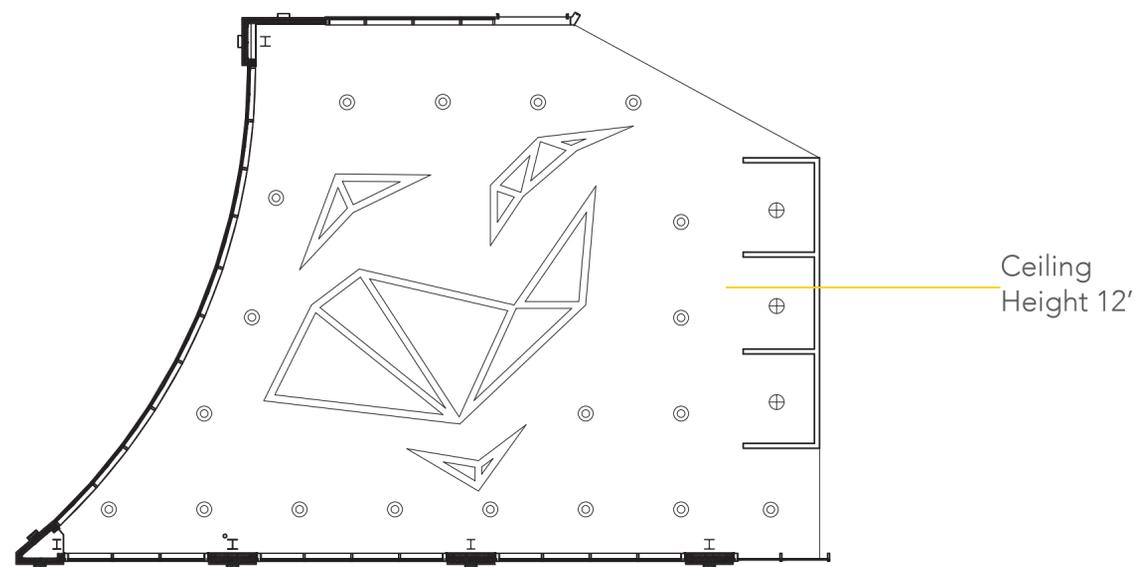
Pin-up area







Work Cafe RCP 1/8" = 1'-0" Scale



Open Office RCP 1/8" = 1'-0" Scale

	Exposed Fluorescent Tube Light	
	Terzani Doodle Light	
	Recessed Ceiling Light	
	LED Focus Light	
	LED Light Pane	

## Ideation Zone & Work Cafe

Media:Scape Lounge



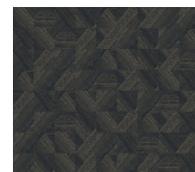
Enea Lottus Sled Stool



Bindu Side Chair



Enea Lottus Side Chair



## Open Office

Bivi Benching



SW\_1 Lounge Chaie



Reply Chair



QiVi Chair



## Inbetween Spaces

Campfire Lounge



Campfire Paper Table



Buoy



Campfire Screen



Campfire Personal Table



## Forum & Project Rooms

Node Chair



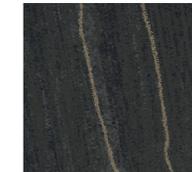
Verb Table



Instructor Table



White Board



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2. Dishman, L. (2013, January). The future of coworking and why it will give your business a huge edge. *Fast Company*. Retrieved from <http://www.fastcompany.com/3004788/future-coworking-and-why-it-will-give-your-business-huge-edge#12>
3. Millennials, coming of age. *Goldman Sachs*. Retrieved from <http://www.goldmansachs.com/our-thinking/pages/millennials/>
4. Ng, E. S. W., Schweitzer, L., & Lyons, S. T. (2010). New Generation, Great Expectations: A Field Study of the Millennial Generation. *Journal of Business and Psychology*, 25, 281-292. DOI 10.1007/s10869-010-9159-4
5. Spreitzer, G., Bacevice, P., & Garrett, L. (2015, September). Why people thrive in coworking spaces. *Harvard Business Review*. Retrieved from <https://hbr.org/2015/05/why-people-thrive-in-coworking-spaces>