Index

Client Information
Design Drivers
Programming Information
Resources
Client Information
Next Overview

NEXT is a global technology company specializing in all aspects of health and wellness to improve the general happiness of people all over the world. The company has several aspects of focus from guided meditation practices through their app, relaxation and sleep aids, as well as providing clients the latest pertinent articles and education on self-improvement. Just about to celebrate a decade anniversary, NEXT has been in business for just under 10 years. The company began as a small start-up in San Francisco, and still is headquartered there. As part of creating a diverse talent base as well as offering staff more opportunity to work remote, NEXT will be opening their first of many planned satellite offices in Atlanta, GA. Along with this satellite expansion, NEXT is also providing a more robust option to an already progressive work from home policy. They have plans to expand not only in United States but globally in Europe and Asia over the next five years.

The recent decision to expand into a brand-new location in the midtown area of Atlanta was planned prior to the recent global Pandemic, however, fits perfectly with their expansion strategies moving forward Post-Pandemic. Reducing density and population in San Francisco will not only assist in providing staff there with a safe environment, it will also allow for some to choose a city with a lower cost of living and different amenities. This will also allow NEXT to hire more diverse talent from other secondary markets, such as Atlanta.

NEXT needs your help to design their new office. NEXT would like the new space to not only reflect their overall company brand and culture but draw inspiration from the local region. They have a strong reputation for collaborative team-based creative content development. They want to make sure that their new environment supports the way they work and how they might work in the future, considering adjustments promoting health and safety in the workplace Post-Pandemic. Technology continues to transform how they maintain connection with other teammates in both the HQ office, as well as teammates that primarily work from home. They want to be prepared to use virtual reality more in the future and need spaces to be ready for it.

With this new satellite location, NEXT is really looking to amplify the design principles of overall human wellbeing in the built environment, while also attracting top talent in all generations. Multiple generations being present in the workplace is key to providing ongoing talent development and mentoring the future leaders of NEXT.

Atlanta is not only the capital of Georgia; it's the cultural and economic center of the Atlanta metropolitan area. The Atlanta metro area is home to more than 5.7 million people, and it's the ninth-largest metropolitan area in the United States. According to the CBRE Tech-30 Report 2019, Atlanta ranked 12th in tech job growth. The state of Georgia has also become the number one filming location in the world, thanks in large part to Atlanta. The space that NEXT has found in Atlanta is right in the heart of the city. With the total cost of living being 2% lower than the national average, Atlanta is a relatively affordable place to live. As the city has boomed in the past few years, the streets are bustling with activity during the workday – the sole reason NEXT has chosen this location. All these attributes are the perfect combination for NEXT to expand their satellite office concept, first starting in the city of Atlanta.
Client Information

Next Overview

Please note, NEXT is a fictitious organization. The site is a real, though some dimensions and details have been fabricated for this student design competition.

LOCATION
1545 Peachtree Street
Suite 280
One Peachtree Point
Atlanta, GA 30309

LEASE SPACE
1st and 2nd Floors (approximately 11,500 ft²)

Scope

Plan and design NEXT’s new satellite office space, measuring approximately 11,500 sf. Do not plan, design or alter building core elements, such as restrooms, elevators, stairs, and utility rooms labeled NIC (Not in Contract) which are shaded on the floorplan.

Building Information

1. The building is located in Atlanta, GA. The project space includes two floors for a total of approximately 11,500 SF.
2. Within the project space, there are a few window dimensions and are as follows:
   - **First Floor:**
     a. Window Group A: 6'-8" AFF (Above Finished Floor) to 11'-0"AFF with 2" mullions.
     b. Window Group B: is 5'-3" AFF to 11'-0"AFF with 2" mullions.
     c. It is 13'-6" to deck on the first floor.
     *Note: the difference AFF is due to exterior grade change. See pdf file of site plan for clarification.
   - **Second Floor:**
     a. All windows are from floor to 11'-0" AFF with 2" mullions. The second is 15'-0" to deck. The second floor slab thickness is 8", with 21"H supporting beams below.
3. Interior core walls are drywall and extend to the ceiling deck. Mechoshades are provided on all exterior glazing by the building for sun control within the space.
4. The building flooring is concrete and can be penetrated as required for electrical and plumbing. No power poles allowed in the space. Concrete can be treated and used as the final flooring or other materials can be added to the concrete.
5. The ceiling is 13'-6" to deck on the first floor and 15'-0" to deck on the second floor. and features an open and exposed HVAC, fire suppression, electrical and lighting systems. Designers can choose to leave it exposed or provide a finished or dropped ceiling.
6. All existing corridor doors, exterior glass, restrooms, stairwells, elevators, building shafts and columns to remain in existing location. Columns can be re-clad in a new material if desired.
Building Information

7. Paths of travel leading to an exit may not pass through a secondary, occupied space or a space containing storage materials or with items that project into the path of travel.

8. All paths of travel must be accessible and provide a 5'-0" turning circle at changes of travel direction. The minimum interior corridor width must be 44". Consider the open dimension of storage elements such as closet doors and file drawers as they may restrict the minimum required clear width of the path of travel.

9. All door openings shall be a minimum of 3'-0" wide and follow all regulatory guidelines.

10. All design solutions must meet ADA requirements at minimum and should exhibit Universal Design Principal Solutions.
Design Considerations & Needs
Design Drivers

Key Factors

Goals for NEXT’s 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.

• 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.
Design Drivers

Post-Pandemic Planning Principles

When designing to address Post-Pandemic guidelines, flexibility is extremely important. The following are recommendations employing 3 key strategies, when combined effectively can aid in achieving a safer work environment:

- **Density**
  - The number of people per sf/m
    - **Physical Distancing:**
      To maintain 6ft/2m from other people, each individual is responsible for their own sphere and how it intersects with others.

- **Circulation Patterns:**
  - Traffic flow through primary and secondary pathways – or main hallways or corridors used by all employees and visitors. People must be able to move through spaces while maintaining their personal sphere.

- **Spatial Context:**
  - Understanding your spatial context is required to adapt and design shared spaces to solve for physical distancing and circulation patterns. Are settings in enclosed spaces with fixed walls, static furniture, restrictive ingress/egress and limited airflow – or in open spaces?
Design Drivers

Post-Pandemic Planning Principles

• **Geometry**
  Planning the proper orientation of the worksurfaces/seats can add distance between users and minimize individuals directly facing one another. For smaller spaces geometry is a must to keep appropriate distance.

• **Division**
  Other than distance, physical elements such as screens, mobile markerboards and storage can be used to shield/divide space. This adds another layer of safety and provides users with psychological comfort. Also, boundaries can be fixed/mobile and provide user adaptability.
Space

- Inspiring, innovative, thought provoking, fun, functional, flexible, and collaborative.
- Mixture of individual and group spaces.
- Mixture of open, shielded, and enclosed spaces.
- Provide a balance between owned/assigned private offices and workstations and unassigned.

Technology

- Provide state of the art technology that can adapt with technological advances.
- Incorporate power & connective technology throughout, offering users the flexibility to work wherever they want.
- Office is fully Wi-Fi enabled.
- Provide various opportunities for virtual distributed collaboration, as this is a daily necessary activity for all employees.

Lighting

- Variety of lighting levels should be considered for the appropriate space type.
- Consider lighting solutions that promote wellness.
- Maximize natural light for connection to outdoors and views.

Wellbeing

Wellbeing is a guiding principle when designing for the Post-Pandemic workplace. The new NEXT space should approach wellbeing in a holistic way, considering not only the physical needs of employees but also their emotional and cognitive needs. Offer a variety of postures such that users may stand, sit, lounge, and walk throughout the day. Finally, be sure to shape an environment that supports positive emotions, employs meaningful safety factors, fosters a connection between users, their in-person as well as remote colleagues, and the NEXT organization.

For further information on wellbeing in the workplace visit: https://www.steelcase.com/eu-en/insights/360-magazine/wellbeing-a-bottom-line-issue/

Inclusion

Designing workplaces for “the average person” used to be a philosophy aimed at satisfying most of the people, most of the time. But that also excluded a lot of people who didn’t fit the average. People at work expect — and deserve — diverse options that allow them to have the same opportunities as everyone else. Inclusive design addresses neurodiversity, a range of physical abilities, racial diversity, gender and age diversity, and many others. This emerging field of inclusive design offers strategies for everyone at work to achieve their full potential and create an environment of equity and equality.

For further information on wellbeing in the workplace visit: https://www.steelcase.com/research/articles/topics/trends-360/going-beyond-average-inclusive-design/
Community of Spaces

NEXT decision makers want to provide their staff with a range of settings that support diverse personalities and working styles. Please design their workspace through the intentional combination of these five key space typologies. The size, ratio and adjacency of each space (as well as the tools, privacy, and collaboration requirements) should be tailored to match both the business objectives and cultural expectations of NEXT. Consider using the framework to drive your design considerations.

5 Space Typologies

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

- **Meeting Space**
  Places where people come to work better together – meet, share, brainstorm, collaborate.

- **Social Space**
  Spaces that allow to build bonds that are critical to the success of the community and impact business results.

- **Resource + Support**
  Infrastructure like spaces, fixed environments that are essential to any community or workplace.

- **Rejuvenation Space**
  Places that support individual wellbeing, provide permission for respite, opportunities to reset and rejuvenate throughout the day.
Real Estate Optimization + The User Experience

Corporations, small companies, and workers are redefining how and where people work. Today, there is an emerging range of options that allow for ultimate real estate optimization as well as providing for the individual work experience of the user. Many companies are exploring a combination of a Hub/Satellite/Work-From-Home model that provides for ultimate flexibility as well as provide for business continuity in the event of and situation that may emerge that could impact the office. As the market evolves, the current workforce is faced with options ranging from traditional office space to coworking options, or even their own living room or kitchen table. In the past, alternative workspaces have typically fallen short. Today, alternative workspaces are becoming more mainstream options. The workforce of the future longs for a sense of belonging, regardless of whether they are working alone or in a group.

The community element of work largely defines our business culture. Culture’s rediscovery of social conscience creates a need for connection to others. Our workplaces must provide spaces for connection – both digitally and face-to-face. Views on sustainability plus the influx and adoption of mobile technology have significantly shifted our perception of density.

The emphasis for NEXT, however, should be placed on the variety options available within the overall environment – the ecosystem of zones.
Programming Information
Programming Information

Currently, there are 40 total NEXT employees that will utilize this new office residing in Atlanta, however this space will only accommodate **20 employees at maximum resident occupancy** at any given time.

**REQUIREMENTS FOR THIS SPACE**

- Receptionist Concierge (1)
- Director of Programming and Communications (1)
- Team Lead (2)
- Recruiting Consultants (4)
- IT Consultants (4)
- Web Developers (8)
- Financial Consultants (4)
- Researchers (4)
- Learning/Development Consultants (6)
- Sociologists (4)
- Anthropologists (2)

There is an extended team that is located at the headquarters in San Francisco but may visit occasionally and need touch down spaces to work and collaborate. The typical visit lasts 2-3 days. The local Atlanta team also connects with these teammates via Zoom or Microsoft Teams from their laptops and tablets as well as their mobile phones. The entire company is issued mobile phones to allow mobility and flexibility so that they can work anywhere in the office. Some of these teammates include the CEO, COO, CFO, Finance team, Human Resources, Information Technology, and Marketing. Include 4 additional workspaces for these remote/mobile workers when they visit.

It will be a very rare occasion to have all 40 employees utilizing the NEXT workplace at the same time for a company-wide meeting and/or Town Hall event. In these rare circumstances, you may consider designing your WorkCafe to be flexible and accessible enough to accommodate such situations. Everyone should be able to have a seat available (or easily roll on in) for these shorter duration activities. Storage should be considered for temporary seating that may be stackable.
## NEXT Spaces

<table>
<thead>
<tr>
<th>Reception / First Impression</th>
<th>Private Offices</th>
<th>Open Office / Individual Work Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quantity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>6 [3 assigned, 3 un-assigned]</td>
<td>14 [6 assigned, 8 unassigned]</td>
</tr>
<tr>
<td><strong>Space Allocation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approximately 400 ft² (37.16 m²)</td>
<td>100 ft² (9.29 m²) each</td>
<td>36 ft² (3.34 m²) minimum each</td>
</tr>
<tr>
<td><strong>Function</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A full time receptionist concierge will reside in this space. As people enter the space, provide a space that is welcoming, technology-savvy and seats 2 to 4 guests. The receptionist concierge needs a work desk with a modesty panel, a place for his/her personal printer, CPU, and dual monitors.</td>
<td>An environment that allows for heads down, focused work. Provide work surfaces, outfitted with technology, such that in-person and virtual meetings may occur seamlessly. Consider diversity in configuration and posture for the un-assigned offices, providing the non-residents choice and control given their specific tasks of the day. Allowing non-residents to choose the space they feel is most comfortable for the given workday reinforces Wellness as a key design driver. Enhanced cleaning protocols will be implemented on shared offices, to ensure employee safety.</td>
<td>Work settings that allow people to be immersed into the brand of the organization, promote flexibility and provide access the latest technology. Consider diversity in configuration and posture for the un-assigned workstations, providing the non-residents choice and control given their specific tasks of the day. Allowing non-residents to choose the space they feel is most comfortable for the given workday reinforces Wellness as a key design driver. Enhanced cleaning protocols will be implemented on shared workstations, to ensure employee safety.</td>
</tr>
<tr>
<td><strong>Lighting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energy efficient direct/indirect lighting recommended. Make fixture recommendations, reflected ceiling plan not required.</td>
<td>Direct/indirect lighting; Make fixture recommendations, reflected ceiling plan not required.</td>
<td>Direct/indirect lighting, supplemented by individual task lighting. Make fixture recommendations, reflected ceiling plan not required.</td>
</tr>
<tr>
<td><strong>Furniture</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As needed, choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs.</td>
<td>Choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs.</td>
<td>Choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs. If panels and screens are used, consider guidelines from the Post-Pandemic Division design strategy.</td>
</tr>
<tr>
<td><strong>Construction</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consider Steelcase Inc. Architectural wall solutions in conjunction with traditional construction.</td>
<td>Minimal use of drywall to divide space. Consider the use of Steelcase Inc. Architectural wall solutions. One wall must have glass incorporated for visibility in and from the space. Acoustics should be taken into consideration.</td>
<td></td>
</tr>
</tbody>
</table>
### NEXT Spaces

<table>
<thead>
<tr>
<th>Private Enclaves</th>
<th>Workcafe</th>
<th>Inspiration Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quantity</strong></td>
<td>Minimum of 2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Space Allocation</strong></td>
<td>50 ft² (4.65 m²) each</td>
<td>750-1000 ft² (69.77 m² – 92.93 m²)</td>
</tr>
<tr>
<td><strong>Function</strong></td>
<td>An environment that allows for rejuvenation/respite, heads down focused work, or a place to take a virtual meeting, provide a relaxed setting that minimizes visual and auditory distractions.</td>
<td>A space where employees can decompress and enjoy a meal together at any time during the day, while also practicing appropriate physical distancing. As part of the NEXT culture, workers are encouraged to eat with others vs. alone at one’s desk. During non-peak mealtimes, the space should serve as an alternative meeting space. Consider making this environment multi-faceted and multi-purpose. Incorporate a range of settings to support individual focus work and peer to peer collaboration. Maximizing real estate, this area works hard during peak social hours as well as supporting individual and group work. Consider supporting small groups in collaborative behaviors with the addition of analog and digital tools that aid in achieving higher productivity within this multi-function space. <strong>Food preparation spaces are not needed for this project.</strong></td>
</tr>
<tr>
<td><strong>Lighting</strong></td>
<td>Direct/indirect lighting; Make fixture recommendations, reflected ceiling plan not required.</td>
<td>A combination of lighting sources is recommended. All selections should be energy efficient. Fixture selections and reflected ceiling plan required.</td>
</tr>
<tr>
<td><strong>Furniture</strong></td>
<td>Choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs.</td>
<td>Choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs.</td>
</tr>
<tr>
<td><strong>Construction</strong></td>
<td>Minimal use of drywall to divide space. Consider the use of Steelcase Inc. Architectural wall solutions. A minimum of one wall should incorporate glass for visibility in and from the space. Acoustics must be taken into consideration for this space.</td>
<td>Consider Steelcase Inc. Architectural wall solutions in conjunction with traditional construction.</td>
</tr>
</tbody>
</table>
# NEXT Spaces

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Videoconference Space</th>
<th>Forum Space – Active/Distance Learning Classroom</th>
<th>Project Team Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Supports 6 people (in person)</td>
<td>Supports 10 people. Must be able to break into individual teams of equal size within classroom.</td>
<td>Supports 4 people</td>
</tr>
<tr>
<td>1</td>
<td>A space that accommodates video conferencing for a minimum of 6 people. NEXT members often collaborate with partners all over the world, as well as team members that are based in the HQ location or primarily work from home. This satellite office requires technology that better supports these distributed teams for both scheduled and impromptu discussions. Consider the connection between people to people (in person and virtual), people to space, and people to shared or generated information. Design with camera angles and visual access to monitors in mind and an awareness of how users can share information with all participants.</td>
<td>Create an active/distance learning environment that drives member engagement and supports blended learning. Active learning design principles should be used, while also planning with appropriate physical distancing. Active Distance Learning Classroom with HDVC camera that acts as the main classroom for remote participants to connect into the live class. Provide diverse offerings of analog and digital tools, mobility, palette of posture and choice and control.</td>
<td>A space that accommodates 4 people and is optimized for flexibility and quick reconfiguration based on project team needs. This space should allow for both digital and analog experiences within the space due to the wide variety of projects that the space will accommodate. Evaluate if this can be a more open space, considering Post-Pandemic design strategies.</td>
</tr>
<tr>
<td>2</td>
<td>A space that accommodates 4 people and is optimized for flexibility and quick reconfiguration based on project team needs. This space should allow for both digital and analog experiences within the space due to the wide variety of projects that the space will accommodate. Evaluate if this can be a more open space, considering Post-Pandemic design strategies.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Lighting**

Students should research the best lighting solutions for video conferencing environments and make energy efficient fixture recommendations, but no reflected ceiling plan is required. Direct/indirect lighting. Make fixture recommendations, reflected ceiling plan not required. All lighting choices should be energy efficient selections. Energy efficient direct/indirect lighting. Make fixture recommendations but reflected ceiling plan not required.

**Furniture**

As needed, choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs. Choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs. As needed, choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs.

**Construction**

# NEXT Spaces

## In-Between Spaces

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Varies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Allocation</td>
<td>25-100 ft² (2.32-9.29 m²)</td>
</tr>
<tr>
<td>Function</td>
<td>Must support individuals and small groups who desire to extend learning before, during and after meetings. This space typology supports colleagues in having serendipitous meetings as well as impromptu collaboration. While the conventional way of handling this may need re-thinking under Post-Pandemic Planning Principles, the requirement for the workplace to support this behavior exists stronger than ever. A palette of postures should be available for short- and long-term stays, while also considering a range of open, shielded and closed spaces. Areas to include are: spaces outside of classroom for feedback and mentoring, touchdown spaces for individuals and one-on-one conversations, including a variety of setting types for 1-4 members.</td>
</tr>
<tr>
<td>Lighting</td>
<td>Direct/indirect lighting. Make fixture recommendations, reflected ceiling plan not required. All lighting choices should be energy efficient selections.</td>
</tr>
<tr>
<td>Furniture</td>
<td>Choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs.</td>
</tr>
<tr>
<td>Construction</td>
<td>Consider Steelcase Inc. Architectural wall solutions in conjunction with traditional construction.</td>
</tr>
</tbody>
</table>

## Resource Center

| Quantity | 1 |
| Space Allocation | Approximately 120 ft² (11.15 m²) |
| Function | A space for the entire office that houses the main multi-function copier/printer, mail sorting area, lockers and counter space for sorting documents/layout space. |
| Lighting | Energy efficient direct/indirect lighting recommended. Make fixture recommendations, reflected ceiling plan not required. |
| Furniture | Minimal furniture is required but as needed, choose the most appropriate Steelcase Inc. product(s) for this space based on the client’s vision and needs. |
| Construction | Traditional construction/millwork is suitable for this space but feel free to also consider Steelcase products used in conjunction with traditional construction. |
Resources

Competing in the Post-COVID Era
The Future of Shared Spaces
The Post-COVID Workplace Guide
Designing What’s Next
Post-COVID Work Spaces & Office Spaces
Workplace Solutions
Steelcase Marketplace
Unleashing Team Creativity with Steelcase Flex
Culture Shift
Planning Ideas Workplace
Resources

We are providing an abbreviated list of technology companies focused on Wellness Apps that are similar to NEXT.

You may want to reference some of these in your research.

Headspace
www.headspace.com

Calm
www.calm.com

Meditopia
www.meditopia.com
Disclaimer

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