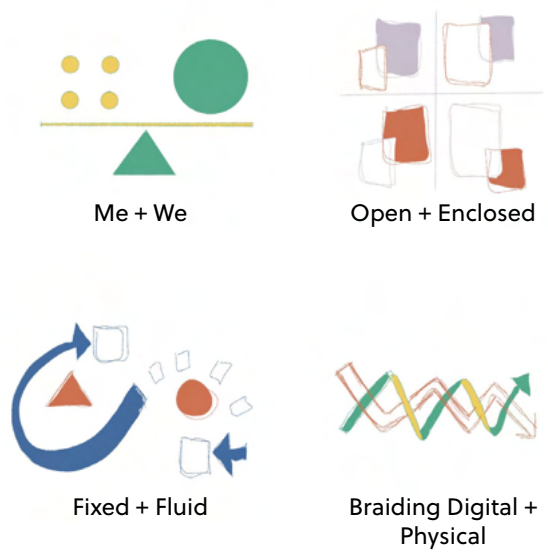


**NEXT
BEAUTY**

"The type of **rock** that makes up Manhattan Island is ***more intrinsic to its existence than anything else***. Without Manhattan's stable bedrock, the looming skyscrapers that are often conceived of as an integral part of its identity would not be supported enough to exist."



Concept Statement



Directly below the surface of New York’s bustling metropolis lies a hidden geologic history that is intricately tied to New York’s growth as a city. Three layers of stone: Fordham Gneiss, Manhattan Schist, and Inwood Marble, are metamorphically bound together in intricate layers that, when peeled away, tell a story of New York City’s past, present, and future.

The conceptual driver ***Stratum*** peels back these layers and hopes ultimately to connect employees and consumers of NEXT Beauty to live more in tune with the wonder of the world around them-- the natural beauty revealed in creation and in each individual user of cosmetics-- and move forward to a new office typology designed to adapt and morph to its users over time.

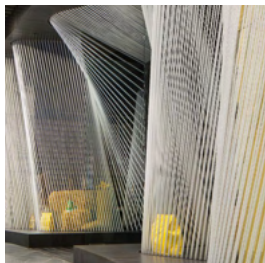
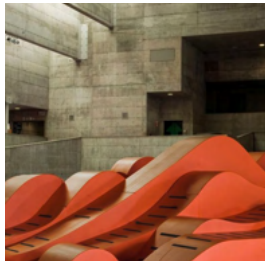
Alongside 4 primary design drivers that look toward the future workplace: **me + we**, **fixed + fluid**, **open + enclosed**, braiding **digital + physical**, NEXT embraces forward thinking design as it journeys toward a hybrid workplace.

Neurodiversity and inclusion of all employees across a spectrum of neurological abilities is one of NEXT’s key values-- each individual user of NEXT cosmetics and employee of NEXT as a corporation should be able to find themselves solidly integrated into the overall ecosystem of products and spaces, just as each individual stratum in a geologic foundation is fully integrated into the whole. Creating an architectural vocabulary of layering typologies allows for choice + control in any given environment, permitting each user to curate and customize their own experience. Using materiality that allows transparency and layered modifications to create additional layers of enclosure within the space, the NEXT workplace adapts and grows, becoming an ever-metamorphosing reflection of its inhabitants. This constantly-changing outlook reflects NEXT’s goal as a clean cosmetics brand as it seeks constant feedback and growth from its consumers, becoming in itself a reflection of its user demographic as it targets a layered approach to the art of highlighting natural beauty.

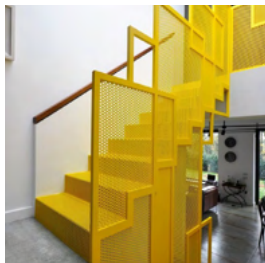
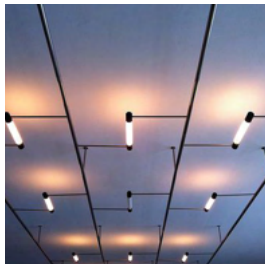
Ultimately, NEXT seeks to remain foundationally rooted in its core values as a company, maintaining a never-ceasing committment to inclusion, diversity, and constant change both as a company and a workplace environment. This conceptual driver is what truly makes NEXT the workplace of the future.

Inspiration

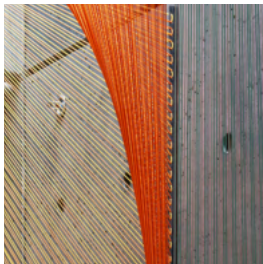
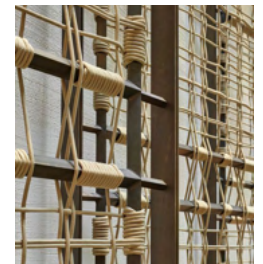
form



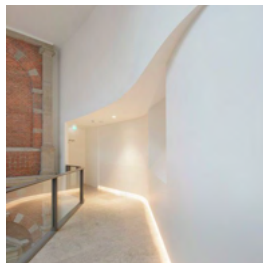
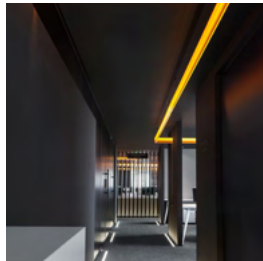
structure



detail



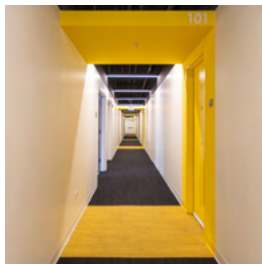
lighting



material



color



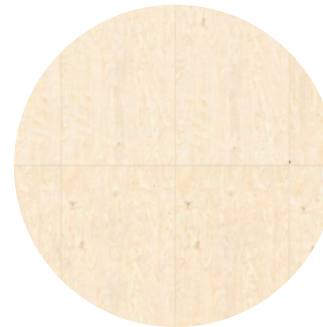


Fordham Gneiss

Fordham Gneiss is the first and oldest layer of New York's bedrock and one of the oldest metamorphic rock formations in the world. Formed 1.1 billion years ago, Fordham Gneiss provides the foundation for New York's additional layers of bedrock.

Translated into the space, exposed structure portrays transparency and openness through solid, permanent materials present in the existing space

Materiality



Plywood

Warm yet minimal presence gives body to the constantly-in-progress mindset that NEXT seeks to embody as a company.



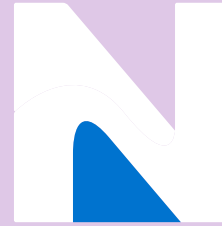
Steel

Used to support other layered elements, steel's structural quality provides a foundational layer for modification and enclosure.



Concrete

Concrete's moldable nature reflects the ever-progressing state of the New York City metropolitan area.



Manhattan Schist

Manhattan Schist forms the backbone and foundation of Manhattan's skyscrapers: movement, heat, and pressure created the hard, durable rock over 30 million years ago. Only 20 feet below the surface, Manhattan Schist makes possible the tall buildings in Midtown and the Financial District and forms the "highlands" of New York.

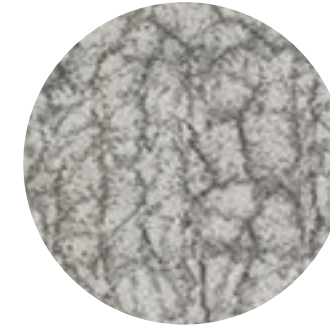
In the space, Manhattan Schist spaces are best suited for hypersensitive individuals, with low-tactility elements in muted colors.

Materiality



Calming colors

Minimal colors evoke a feeling of safety and security without overwhelming.



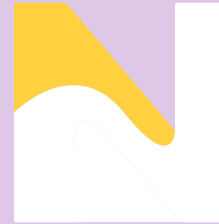
Neutral textiles

Neutral fabrics and carpets are used to give warmth and definition without creating excess tactile stimulation.



Solid wood

Solid wood gives a sense of place and solidity, anchoring the user in the space.



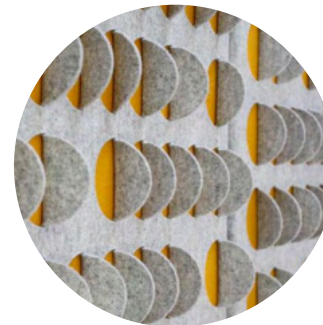
Inwood Marble

Inwood Marble is the softest stone in Manhattan's bedrock, forming the "lowlands" of New York City.

Being the softest rock, it erodes and changes the most over time, forming the rocks that are popularly used to climb on in Central Park.

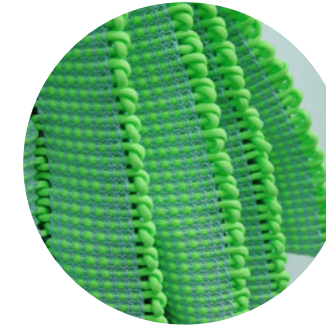
Translated into the space, Inwood Marble spaces are best suited for hyposensitive individuals-- providing excess stimulation through bright colors, patterns, and textures.

Materiality



Tactile fabric

Stimulating, tactile fabric gives hyposensitive users extra stimulation



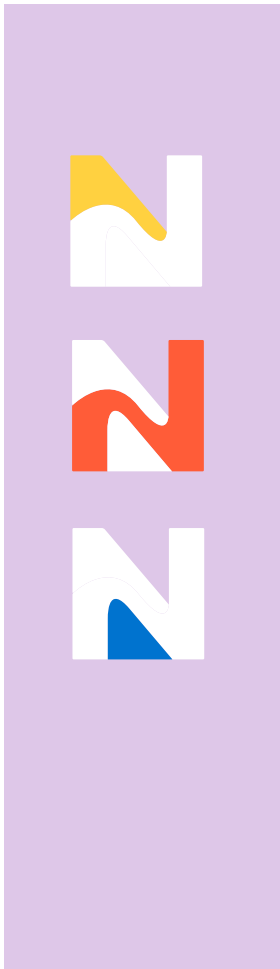
Patterned upholstery

Combined texture and color creates visual and physical interest



Bold paint colors

Bold, distracting colors give hyposensitive users the additional "distraction" needed to effectively concentrate



COLOR



pantone 285C



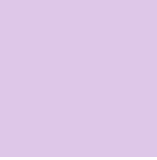
pantone 122C



pantone 171C



pantone 2413C



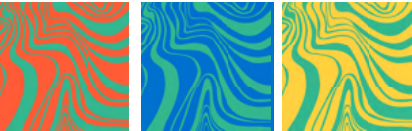
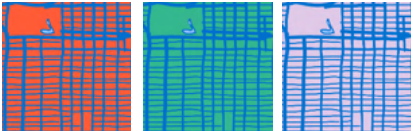
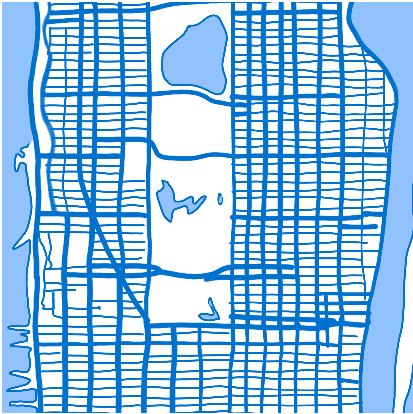
pantone 531C

TYPOGRAPHY

Soleil Extrabold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890 &!?\$#

Soleil Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890 &!?\$#

PATTERNS



FAVICON



VISUAL INSPIRATION





PLAN level 7

1/8" = 1' 0" 0 6 12 18 24 30 FT

- 1 Reception
- 2 Monumental stair
- 3 Large meeting room
- 4 Celebration board
- 5 Resource center
- 6 Medium meeting room
- 7 Enclave
- 8 Marketing project room
- 9 Sales & Marketing assigned desks
- 10 Chief Marketing Officer private office
- 11 Vice President of Sales private office
- 12 Creative porch
- 13 Retail mockup
- 14 Product development project room
- 15 Photo & video studio
- 16 Product & swag storage
- 17 Wellness room
- 18 Hotdesks
- 19 CEO private office
- 20 Intellectual Property Leader private office
- 21 Human Resource Manager private office
- 22 Chief Financial Officer private office
- 23 Chief Operations Officer private office
- 24 Controller & Finance Manager private office
- 25 Finance & Operations team porch
- 26 Finance & Operations assigned desks



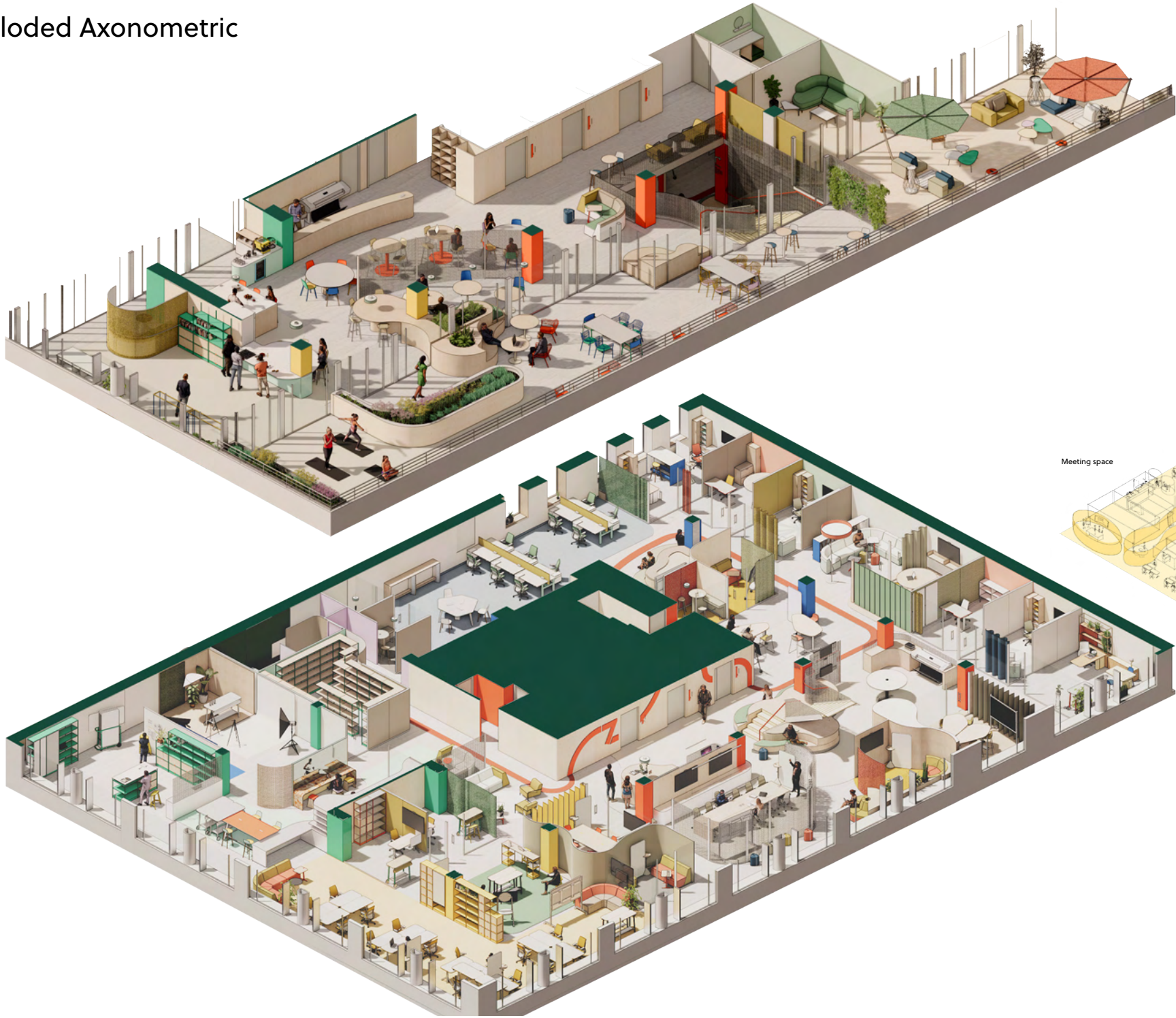
REFLECTED CEILING PLAN

level 7

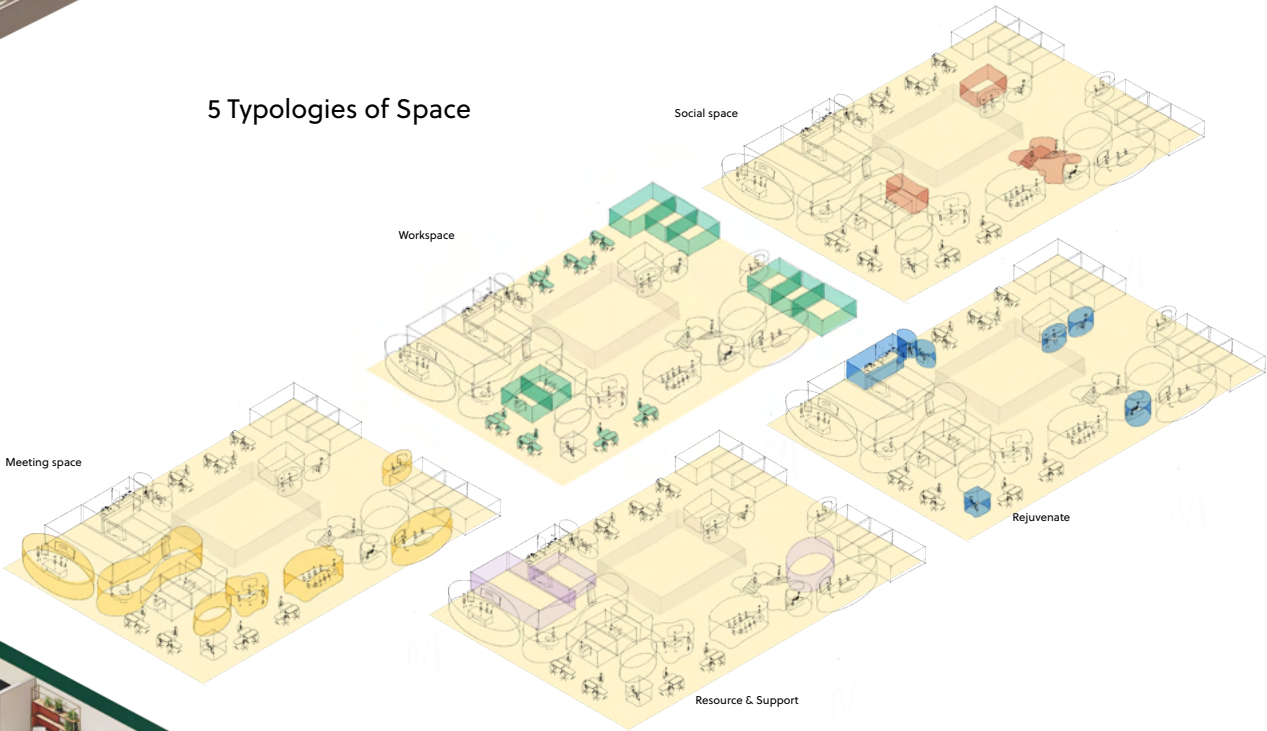
1/8" = 1' 0" 0 6 12 18 24 30 FT

- Lightplane 1 Recessed
- Lightplane 1 Suspended
- Munkegaard 265
- Louis Poulsen Suspended
- 260
- 450
- Vode 107 IP Round

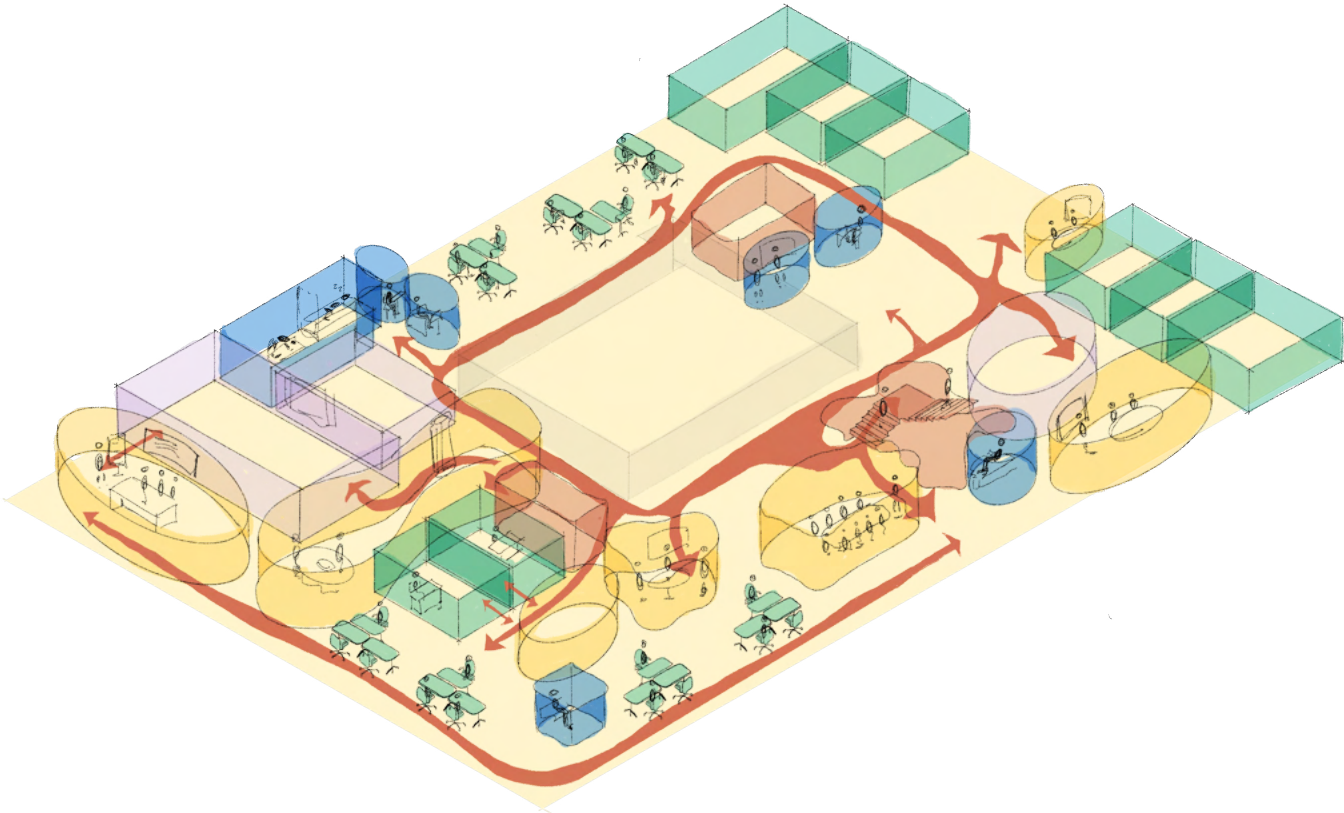
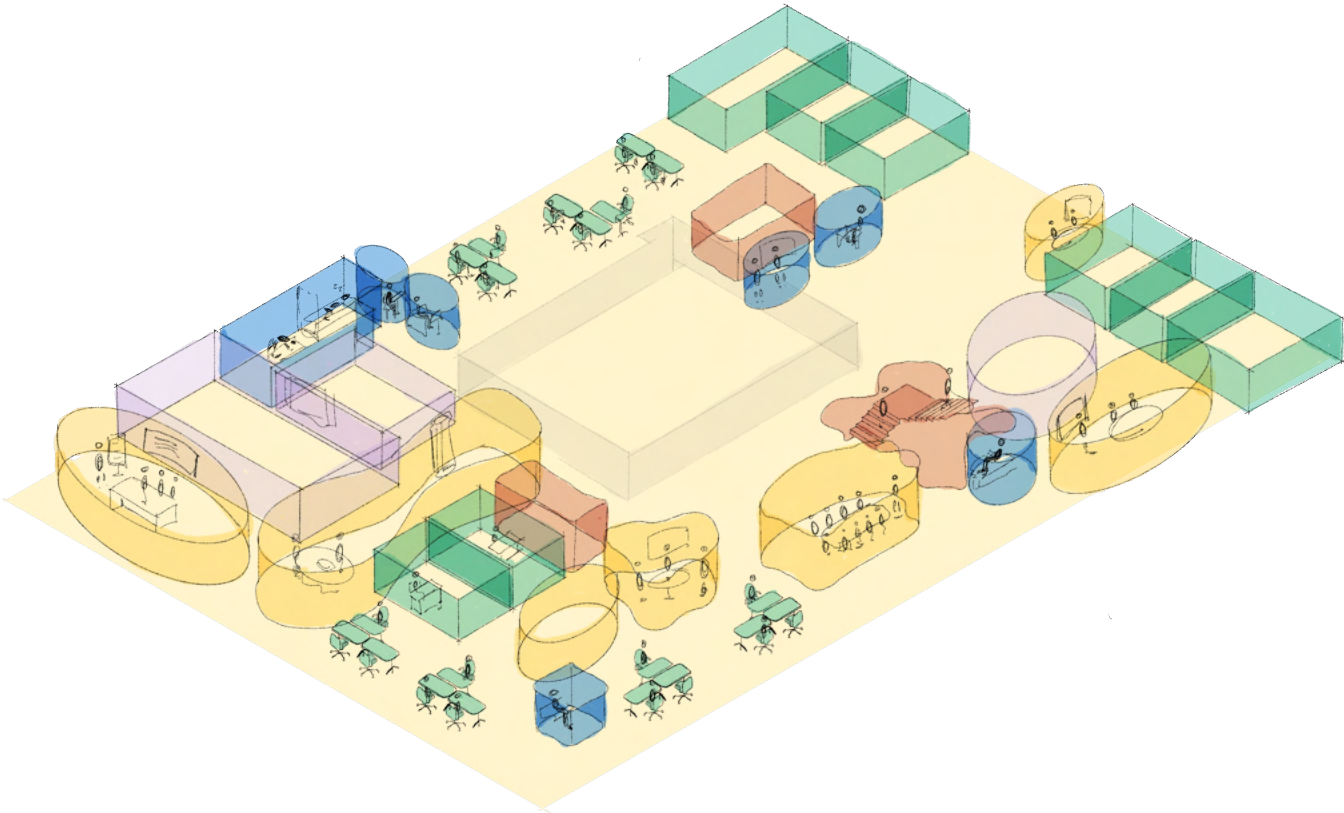
Exploded Axonometric



5 Typologies of Space



Ecosystem of Spaces



Reception
Level 7



Immediately upon entering the space, both employees and visitors of NEXT get a glimpse into the brand’s ethos. Transparent materials paired with solid elements offer a balance between Prospect and Refuge spaces, creating a clear-to-understand entry to the space. The receptionist’s sculptural desk mass transforms into a standing-height touchdown space for communication and display of NEXT branding and product; the desk’s monolithic form wraps around a shared partition with the Large Meeting space, creating continuity and perpetuating a collaborative massing.



Steelcase Gesture



Vicarbe Colugi



Turnstone Campfire

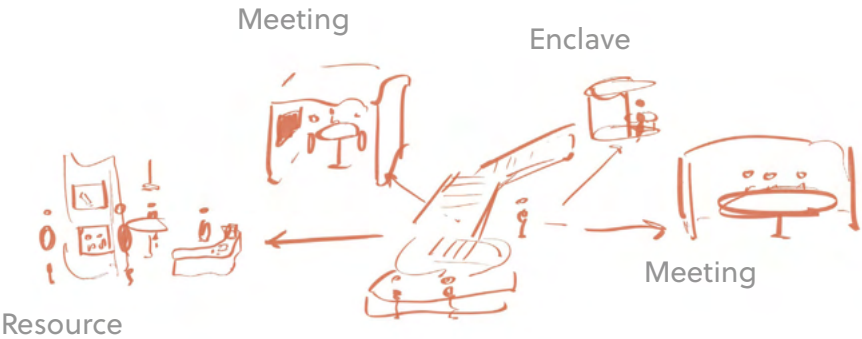
Monumental Stair

Level 7



The monumental stair cuts into the floor plate directly below the 8th-floor skylight, pulling natural light down into the space. Solid, monolithic forms create seating elements, while translucent guardrails extend upwards to form the atrium guardrail and create enclosure to define the 8th-floor wellness room.

Within the monumental stair are embedded several typologies of space: resource/support, meeting, social, and rejuvenation spaces. The stair acts as a monolithic presence that demonstrates architecturally how different *Stratum* layering elements come together to form an ecosystem suitable for a variety of users.



Monumental Stair

Level 7



Turnstone Campfire Collection



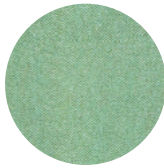
Lounge



Pouf



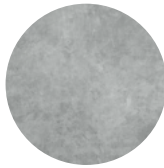
Slim Table



Era Textile Collection



Plywood



Concrete



Steel grid

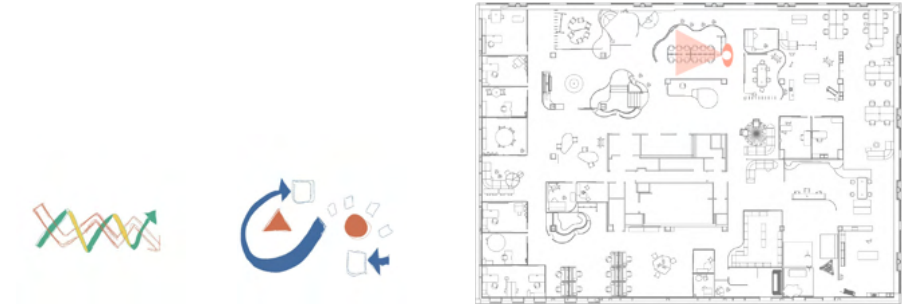


Built around the geometries of the Turnstone Campfire Collection, the monumental stair creates spaces suitable for discovery, focus, and collaboration. Campfire lounge pieces fit seamlessly into the stair's geometry, while Campfire Poufs allow for informal and flexible gatherings. Just as the climbable rocks in New York's Central Park create spaces where New York's residents socialize and gather, the eroded rock formations also create caves that act as spaces for curious parkgoers to explore and seek refuge. Likewise, the stair provides open, climbable areas for gathering and secluded, partitioned enclaves for focus and deep work.

Section



Large Meeting Room
Level 7



The large meeting room pulls off of the monumental stairs, utilizing the turnstone Big Table to create an open space with integrated power for collaborative creative or strategic work. A sweeping acoustic ceiling plane both creates enclosure along the edges of the space and opens over the center to foster group work and give further sense of place to the room.

A gridded metal partition with a movable curtain allows the meeting room to be as open or enclosed as its occupants desire, while maintaining visual connectivity with the surrounding spaces.

Flex Collection markerboards and Roam Mobile Stands offer options to reconfigure and manipulate the space, while Turnstone Poufs can be pulled in from the adjacent area to accommodate for larger impromptu meetings.



Focus vs Gather



Campfire Big Table



SILQ Chair



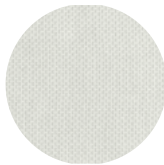
Flex Markerboard



Roam Mobile Stand



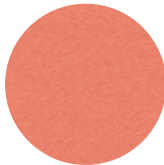
Plywood



Sheer acoustic curtain



Steel grid

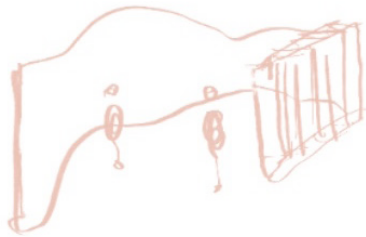
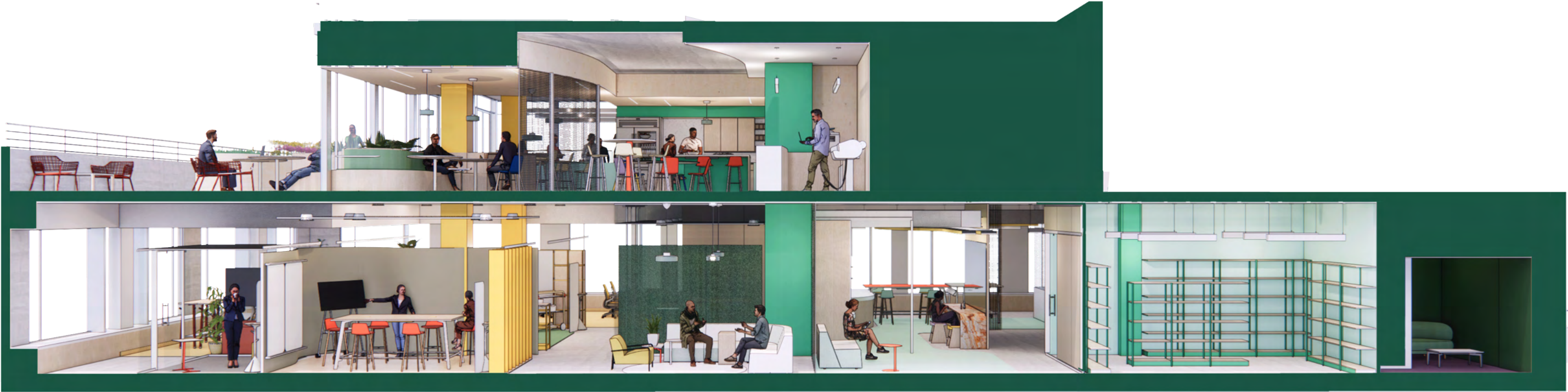


Acoustic ceiling



Noraplan Eco Floor

Section



Enclose



Gather



Display



Shelter

Marketing Project Room
Level 7



The Marketing Project Room acts as a courtyard to the Marketing & Sales teams, mediating between the executive offices located to its south and the open workspaces on its north and east sides.

Built foundationally around Steelcase’s Flex Collection, this team space is all about mobility and flexiliblity to support the creative demands of the Marketing, Social Media, Creative Design, and Product Development teams. Personal storage in lockable Flex Active Frame cabinets allows for spatial ownership, serving a dual purpose as whiteboard and pinup space for the project room. Endlessly flexible and configurable, mobile power, Flex Carts, and Flex Perch Stools allow for both focused and improptu work in this space.



Flex Active Frames

Standing Height Table

Markerboard Solutions

Perch Stool

Mobile Power

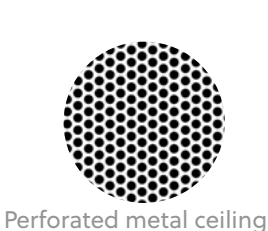
Marketing & Sales Open Offices

Level 7



Surrounding the Marketing Project Room, the Flex Desk collection allows NEXT team members to seamlessly move in and out of the team room with mobile desks-- or create their own personal and enclosed spaces defined by Flex portable boundaries. Vibrant and high energy, these creative teams draw energy from views to the Manhattan skyline and their space’s collaborative nature.

Breakout spaces are created nearby supported by the Turnstone Campfire Lounge system, allowing teams to vary working postures throughout the day or conduct quick team meetings in an informal setting.



Retail Mockup
Level 7




The Retail Mockup space not only supports collaborative creative work but allows both visitors and employees of NEXT to step inside a NEXT Beauty retail store, testing out both current and future products. As users approach from the primary circulation path around the building's core, they walk through a gradient of product to process, seeing and experiencing NEXT Beauty in the context of a retail environment. An adjacent creative porch space supports and encourages quick collaboration or relaxation with provided pin-up space, whiteboards, and lounge seating; proximity to the video & photo studio promotes the interchange of ideas and creative energy.





Interior elevation: Retail Display





Product Mockup


- 


Mattiazza Fronda Stool
- 

Verlay Standing Table
- 

Coalesse Enea Stool
- 

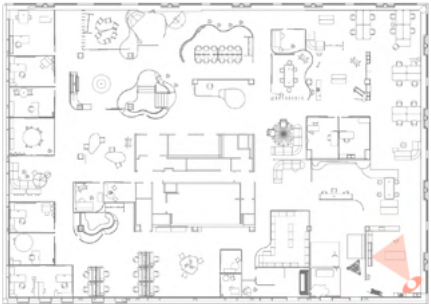
Orange marble
- 

Acoustic ceiling element
- 

Noraplan Eco Flooring
- 

Plywood

Product Development Project Room
Level 7



The Project Development Project Area continues the same Flex Collection used in the creative spaces, centered around a standing height Flex Work Island which provides ample storage and workspace areas. Additional Flex standing height tables allow for team members to bring projects between the open desk area and project room; exposed structural materials like concrete & plywood communicate a “base-layer” ethos that allows the space to be changed, personalized, and adapted over time as its team focuses on the identity of each developing project.



Adjacent Photo/Video Studio



Flex Active Frames



Flex Standing Height
Tables



Roam Mobile Displays



Markerboard Cart



Flex Perch

Operations and Finance Teams Open Office

Level 7



Supporting more cerebral, focused work, the Operations and Finance teams reside in the southwest corner of the space, with set-in-place Steelcase Migration workstations. An adjacent porch area offers pin-up and whiteboard space along with a curvilinear, climbable form that can act as a lounge space or team touch-down area; Steelcase Roam mobile carts allow information to be dispersed and shared across team members while immediate proximity to both hyper- and hypo- sensitive enclave spaces allow each team member to adapt and tailor their individual work day to their personal preference.



Gesture Chair



Migration SE Adjustable Height



PLAN
level 8

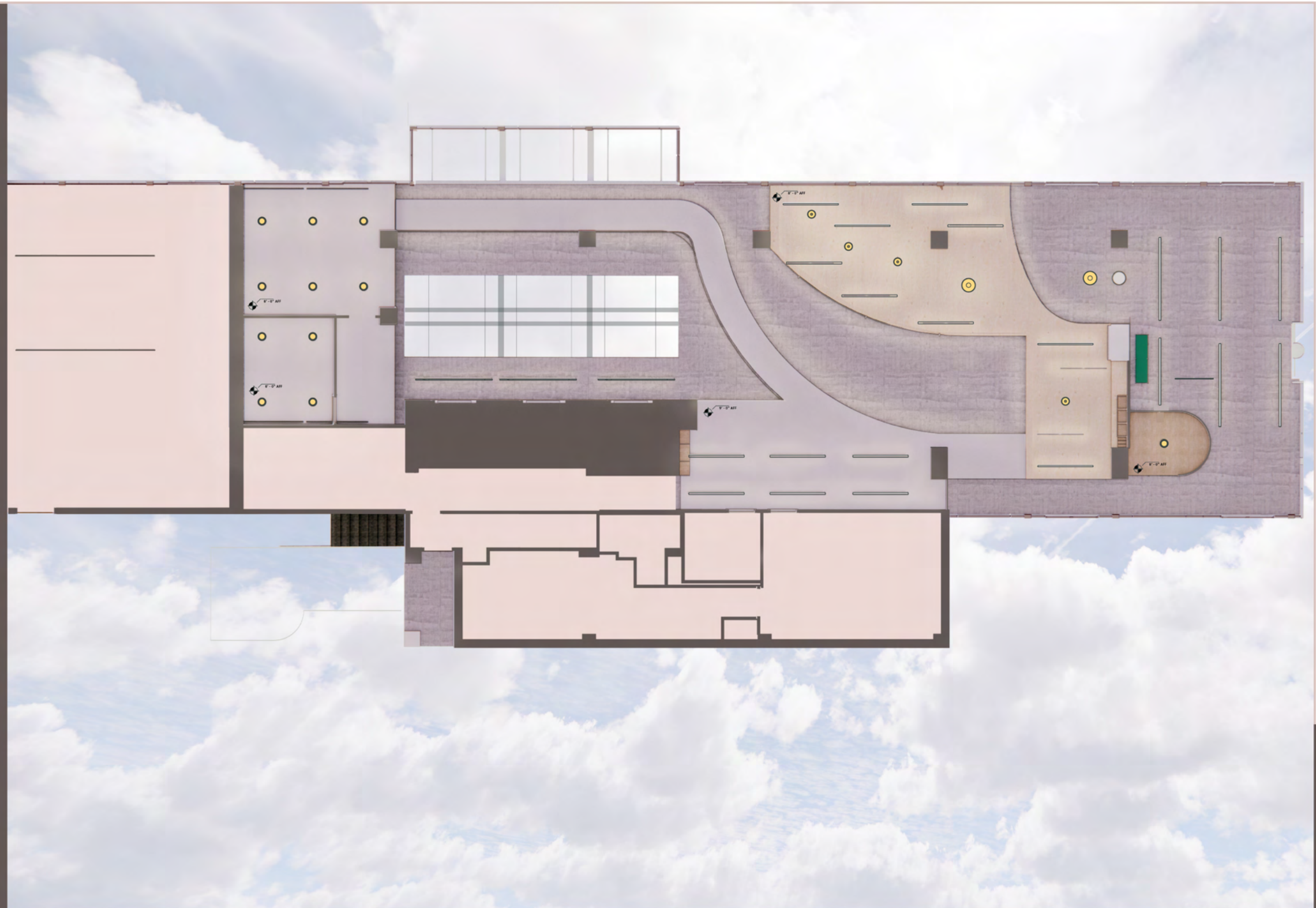
1/8" = 1' 0" 0 6 12 18 24 30 FT

- 1 Work Cafe
- 2 Resource room
- 3 Coffee bar
- 4 Lifestyle studio
- 5 Lifestyle studio terrace
- 6 Work cafe terrace
- 7 Wellness terrace
- 8 Wellness room
- 9 Mother's room
- 10 Enclave

REFLECTED CEILING PLAN

level 8

1/8" = 1' 0" 0 6 12 18 24 30 FT



- Lightplane 1 Recessed
- Lightplane 1 Suspended
- Munkegaard 265
- Louis Poulsen Suspended
- 260
- 450

Work Cafe
Level 8



The 8th floor hosts a 1000 square foot Work Cafe, supported by a Resource Center bar and IT help area. Employees of NEXT are able to choose from a variety of settings: open tables support hyposensitive employees or those desiring a more collaborative atmosphere. A visually permeable and retractable partition coupled with a dropped ceiling plane shields a monolithic seating form and creates a more enclosed dining or working atmosphere for employees who either are hypersensitive or are seeking respite throughout the day.



Groupwork Table



Coalesse Enea Stool



Moooi Container Table



Coalesse Enea Chair

Work Cafe Kitchen & Coffee Bar
Level 8



NEXT employees are able to collaboratively work in a home-like setting, grab a cup of coffee with a mentor or peer, or enjoy a variety of snacks, coffee, and sparkling water throughout the work day. Creating a residential-like atmosphere promotes community bonding in a casual format, while the kitchen area’s adjacency to the Lifestyle Studio supports employee-hosted events centered around food.



Campfire Big Table



Coalesse Enea Stool

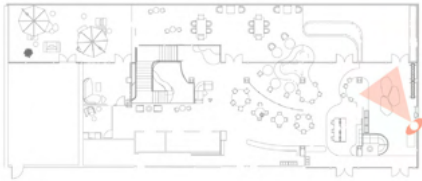
Work Cafe
Level 8



Another monolithic form spans the indoor-outdoor gap, creating seating for those on the hyposensitive spectrum or those seeking a quieter respite space in the Work Cafe. Integrated planters in the seating element create a biophilic quality to the space, bringing a level of serenity and peace.

Lifestyle Studio

Level 8



NEXT's Wildcard Space is a Lifestyle Studio: a flexible support space where employees are able to bond with their coworkers in a comfortable environment. Able to support book clubs, yoga classes, or cooking groups, employees of NEXT are encouraged to bring and share their personal interests with their coworkers. Growing closely in community with peers and executive members allows Manhattan's NEXT office to grow and morph together as a community, moving forward as a united team ready to enhance and better the surrounding world.



Steelcase Elbrook



Flex Active Frames

THANK YOU!

**NEXT
BEAUTY**