Beauty i Beauty is RAD Beauty i ACL CAL Beauty is AUTHENTIC New York, NY







a start-up beauty company based in Manhattan and inspired by NYC's deep-rooted and immensely diverse culture, representing an array of core values. NEXT's corporate brand is a reflection of this idea with emphasis on inclusion and diversity. As a brand, NEXT strives to be:





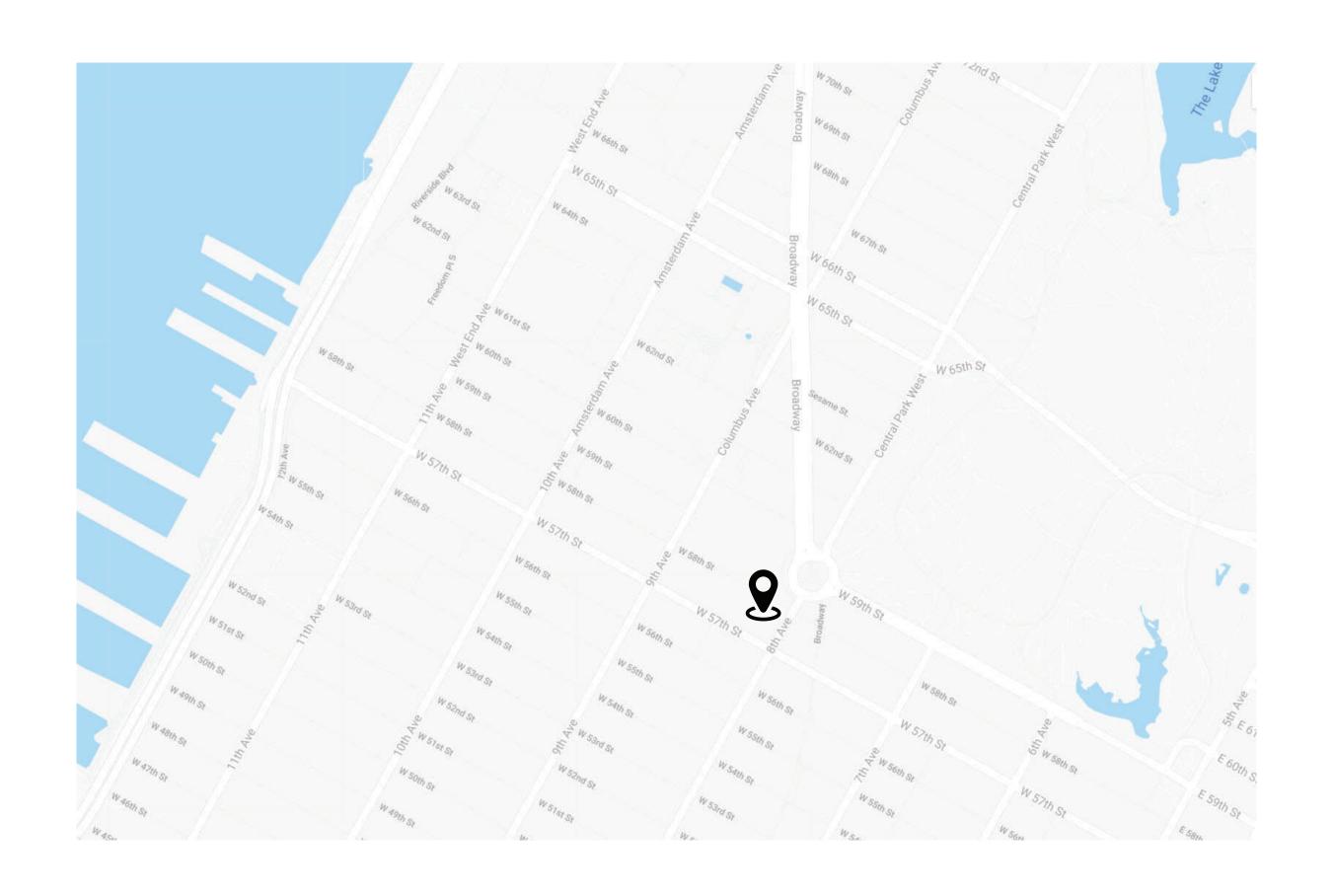




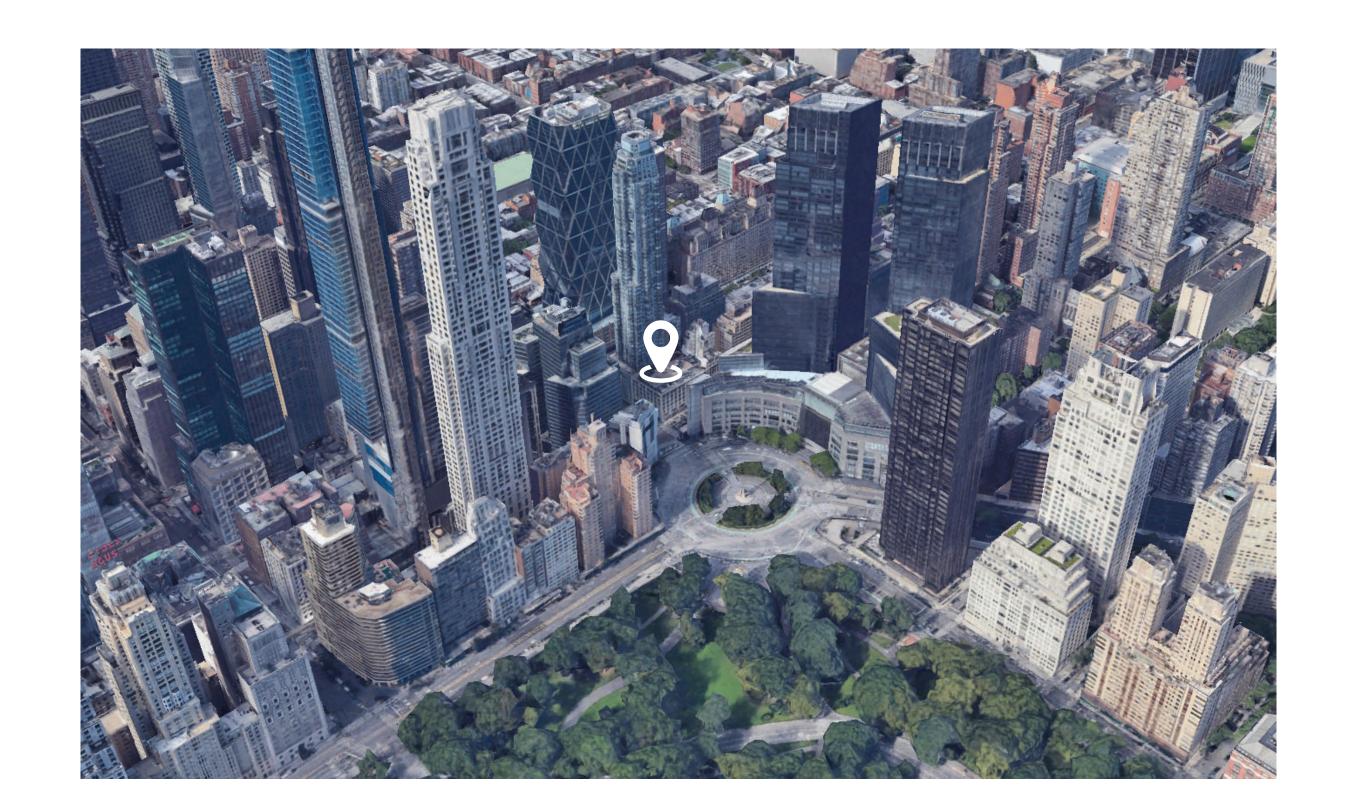
next 's satellite office is...

designed to promote a collaborative, team-based approach to work through multi-functional spaces, ultimately providing both a resilient and adaptive workplace. At NEXT, employees have the luxury to choose when and how they work. Control and choice are achieved through a palette of postures and integrated technology.











LOCATION

4 Columbus Circle New York, NY 10019



LEASING SPACE

7th and 8th floors Approximately 15,000 ft²

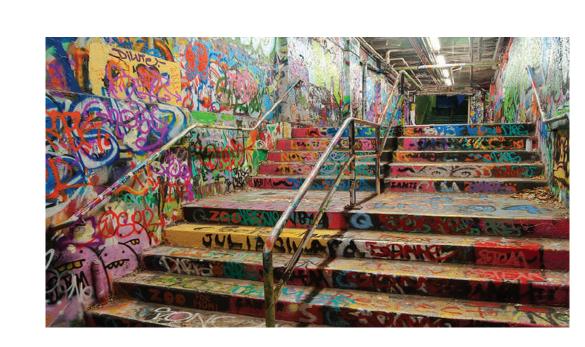


The design for **next**'s satellite office space is...

centered around the culture of the **streets of New York**, specifically the beautiful and varied **street art** blanketing the concrete walls across the city. Artists see the landscape as their canvas with endless awaiting **opportunities**. Similarly, NEXT's employees are granted the freedom to have **choice** and **control** over their environment, **empowering** workers to choose **when** and **how** they work to best fit their needs. Likewise, the culture surrounding the art community aligns with the core values of the people at NEXT: **open**, **diverse**, **inclusive**, and **cross-generational**. These values are what allow everyone at NEXT to achieve their full potential, creating an environment of **equity** and **equality**.







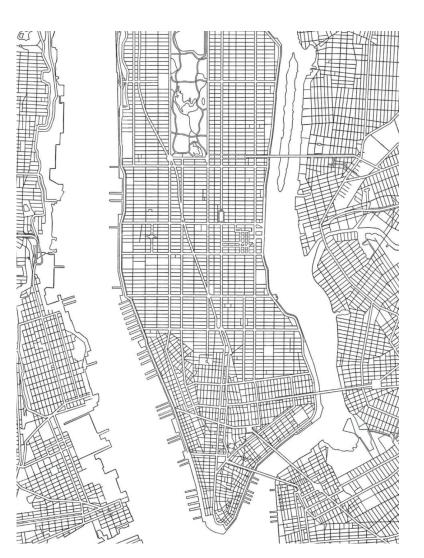




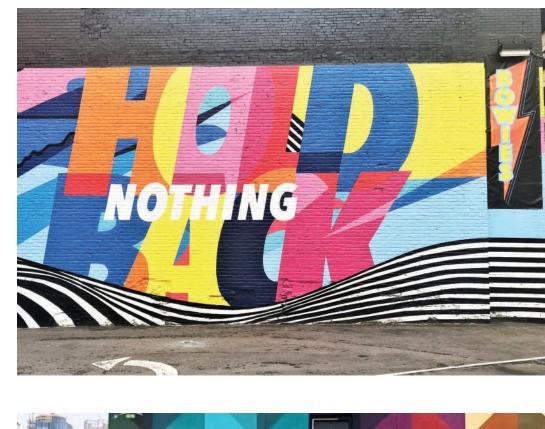




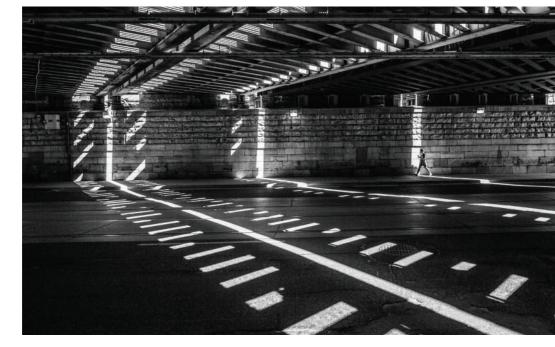










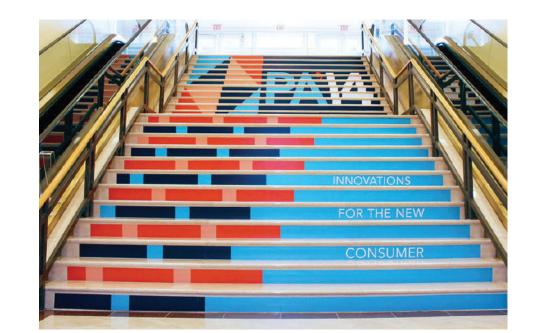




DESIGN APPLICATION

The design concept is implemented throughout the interior of NEXT, reflecting an urban style of design. Specifically, walls are adorned with vibrant murals across the 7th and 8th floors while graphic text lines the monumental stair. Further, the space plan reflects the city grid of New York-- promoting order, efficiency, consistency, and harmony, with main circulation patterns symbolic of the major thoroughfares about the city. Additionally, wayfinding details mimic pedestrian crosswalks and ceiling details imitate the array of glittering window lights across the cityscape at dusk. Lastly, material selection is driven by the assorted patterns and textures seen on a brisk stroll through Manhattan.

DESIGN INSPIRATION







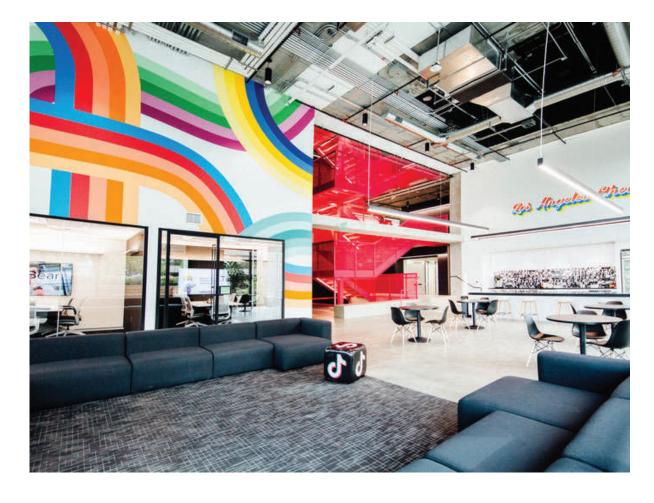


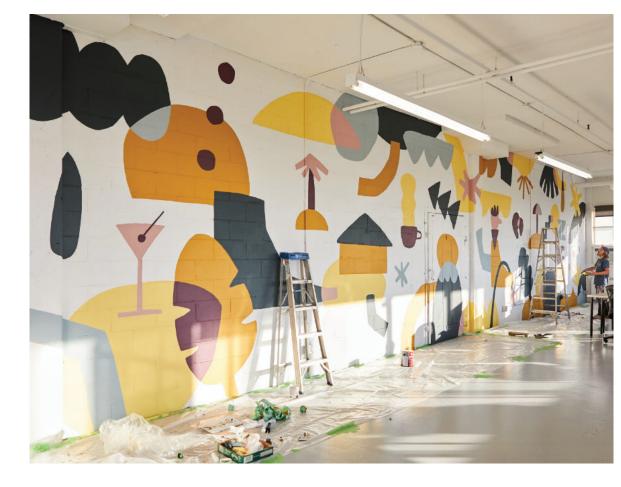












Logo with Tagline

Reverse Logo

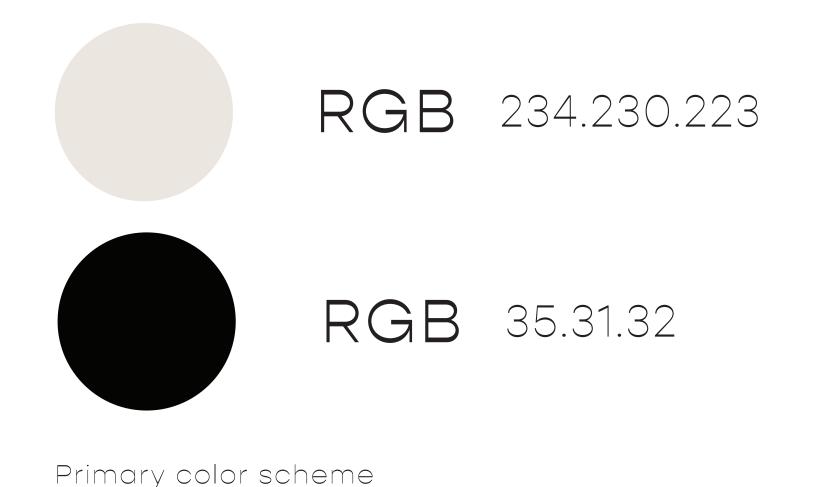


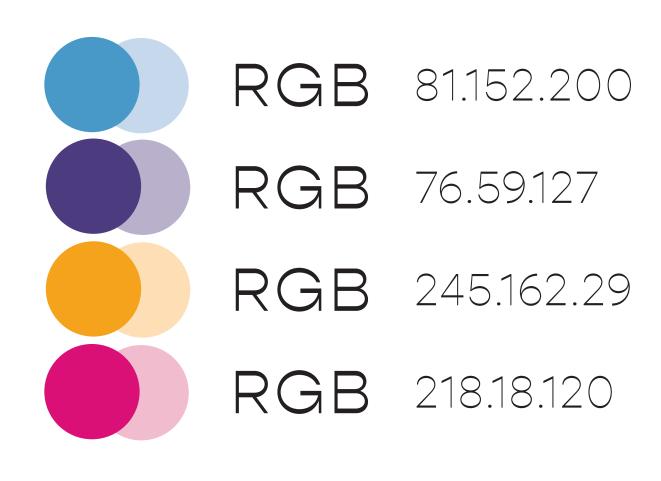


The branding is...

(for logo)

neutral in color with **black** and **white** as the primary tones. This palette was chosen not only because it can be placed virtually anywhere, but also to keep the branding **gender-neutral**. NEXT encourages all genders to **express themselves** and use their products, as reflected in the logo development. The typeface was chosen to reflect the company's **fun**, **funky**, and **playful** personality.





Ancillary color scheme (for packaging and marketing)

Beauty is AUTHENTIC.

Beauty is **CONFIDENCE**.

Beauty is PROUD.

Beauty is **BOLD**.

Beauty is **HONEST**.

Beauty is **EMPOWERING**.

Beauty is CREATIVE.

Beauty is INCLUSIVE.

Beauty is **DIVERSE**.

Beauty is **BRAVE**.

Beauty is RADIANT.

Beauty is YOU.

The "Beauty is..." campaign was developed for marketing and promotional purposes, reflecting the company brand of inclusion and diversity. NEXT aspires to spread the message of empowerment and self-love by making a statement that beauty is deeper than cosmetics, Beauty is YOU.





















1 Canvas tote 2 Packing tape 3 Parcel mailer 4 Super-Glow + Hydrate Facial Mask 5 Monthly subscription skincare box 6 Kale + Green Tea Facial Cleanser 7 Superfood Moisture Cream 8 Amino Acids + B5 Facial Oil

Wellbeing in the workplace...

involves creating and sustaining both a **healthy physical** and **healthy mental** state by taking a **holistic approach** to wellness. To create both an **empowering** and **engaging** workplace, the design should incorporate a **palette of place**, **posture**, and **presence**. Broken into 6 categories, wellbeing can be achieved through optimism, mindfulness, authenticity, vitality, meaning, and belonging.



Workplace culture should be inspiring, uplifting, and creative by creating spaces which are optimized for use by both individuals and teams. **DESIGN SOLUTION:** allow choice and control over where and how people work



- Environments should support focus and minimize distractions of all task types.
- **DESIGN SOLUTION:** create spaces that foster connection one-on-one and eye-to-eye



- Both individuals and teams should be encouraged to express personal interests and personality within the work environment.
- **DESIGN SOLUTION:** incorporate informal, non-constricting environments with a residential aesthetic



- The space should encourage movement by offering flexible and adaptable workstations with varying "posture choices". Through encouraging both physical and mental stimulation, employees will have improved alertness and improved focus.
- **DESIGN SOLUTION:** space plan for centrally located stairways, walking paths, etc.



- A sense of meaning in the workplace helps to build a resilient organization based upon collaboration and trust. Harmony is created when employees believe in the same things and work towards the same goals.
- DESIGN SOLUTION: create an ecosystem of spaces that empower employees to work productively both alone and together



- The space should engage both personal and professional connections by designing intuitive, easily accessible spaces for occupants to socialize.
- **DESIGN SOLUTION:** create welcoming entrances with visible hosting for people who don't work there routinely

HUMAN-CENTERED RESEARCH

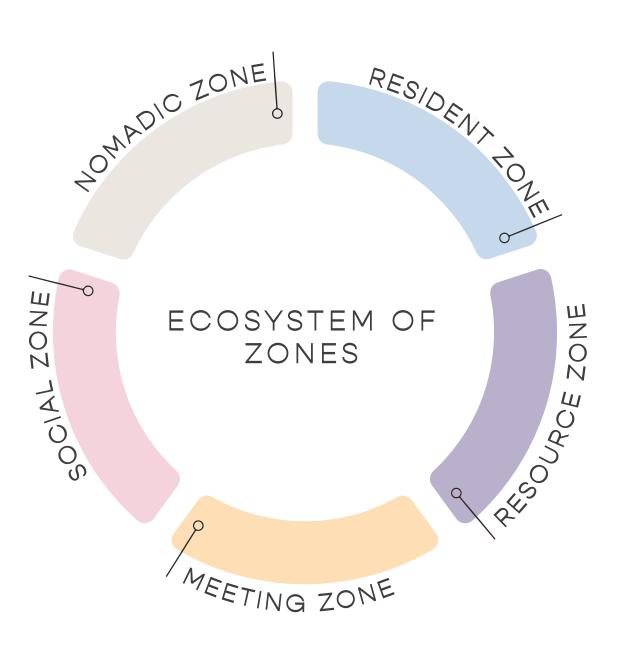
of 28 of 28

The resilient workplace...

is an ecosystem of workspaces that **adapts** and **evolves** rather than resists change, increasing the **longevity** and **lifespan** of the design. This system is broken into 5 spatial zones. The **balance** of these space typologies creates a **tailored experience** for the users.







RESIDENT ZONE

spaces assigned to complete everyday tasks

RESOURCE ZONE

central space that houses materials, tools, and facilitated services

MEETING ZONE

consists of a variety of spaces that facilitate collaboration

SOCIAL ZONE

spaces for socializing, informal meetings, and nourishment

NOMADIC ZONE

a mobile space with quick and easy access to power



HUMAN-CENTERED RESEARCH

incare self.

Sive skind

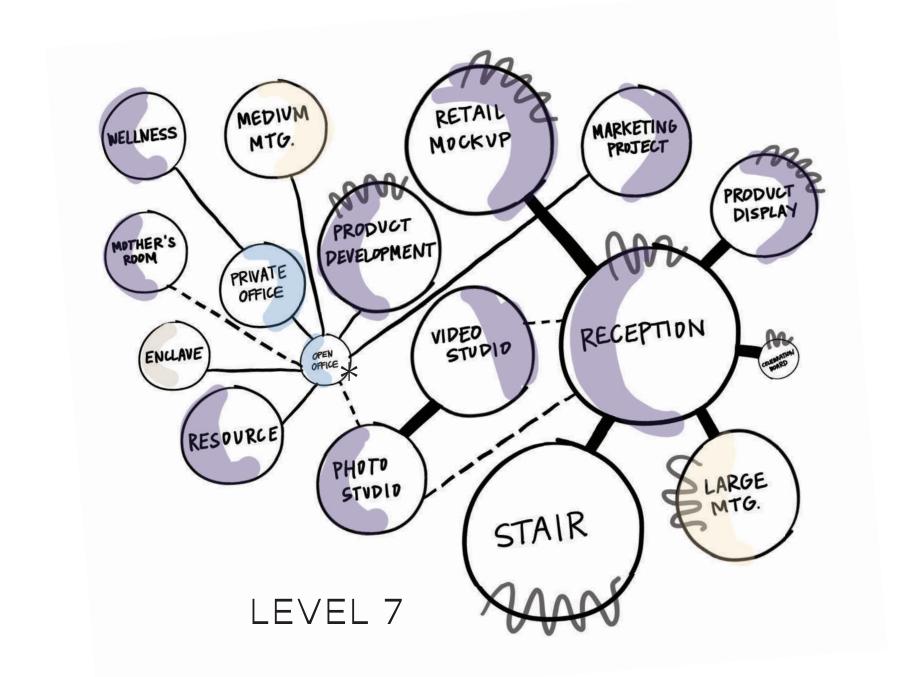
Sive skind

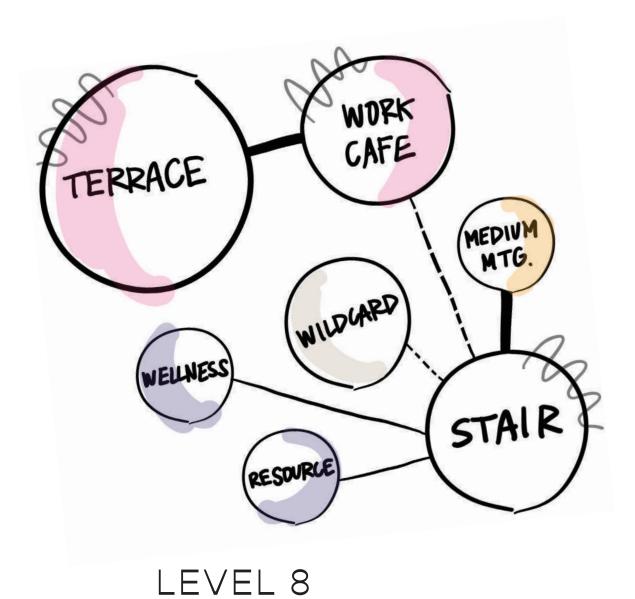
Os of 28

CRITERIA MATRIX

Rext SATELLITE OFFICE				Quantity	Assignable SF	SUBTotal ASF (= quantity x asf)	
FLOOR EMPLOYEE SPACE							
1A	7TH	Private Office		7	135	945	
18	7TH	Shared Private Office		1	287	287	
2A	7TH	Open Office - Assigned		27	36	972	
2B	7TH	Open Office - Unassigned		15	36	540	
	FLOOR	SUPPORT SPACE					
3	7TH	Reception	1	500	500		
4	7TH	Enclaves / Small Meeting Room		8	75	600	
5	8TH	Work Café	1	800	800		
6	7TH & 8TH	Medium Meeting Space		3	200	600	
7	7TH	Large Meeting Space		1	450	450	
8	7TH	Retail Mock-up Space		1	600	600	
9	7TH	Product Storage		1	280	280	
10	7TH	Product Development Project		1	400	400	
11	7TH	Video Studio		1	410	410	
12	7TH	Photo Studio		1	300	300	
13	7TH	Marketing Project Room		1	280	280	
14	7TH	Celebration Board		1	45	45	
15	7TH & 8TH	Resource Center		2	210	420	
16	7TH	Mother's Room		1	100	100	
17	7TH & 8TH	Wellness Room		2	180	360	
18	8TH	Wildcard		1	265	265	
19	8TH	8th Floor Outdoor Terrace		1	2510	2,510	
20	N/A	Monumental Staircase		1	590	590	
\triangle		Total Assignable SF				10,050	
В		Circulation %	33%			1950	
		Multiplier %	0.49254			4,950	
		Total Usable SF Req.				15,000	
		Available				15,000	
Е		Over/Under				0	

ADJACENCY DIAGRAMS





* Adjacency required between Sales and Marketing teams; secondary adjacency between Finance and Operations teams

LEGEND

ADJACENCIES

SPACES SHALL BE ADJACENT

SPACES SHALL BE RELATIVELY ADJACENT

SPACES SHALL BE IN PROXIMITY

SPACE NEEDS PUBLIC ACCESS

SPACE TYPOLOGIES

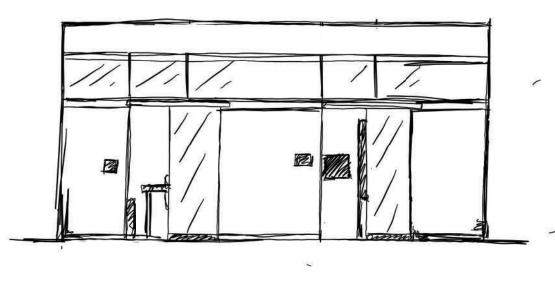
RESIDENT ZONE

RESOURCE ZONE

MEETING ZONE

SOCIAL ZONE

NOMADIC ZONE



OFFICE FRONT ELEVATION SKETCH

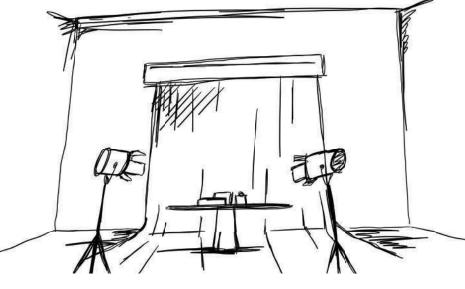
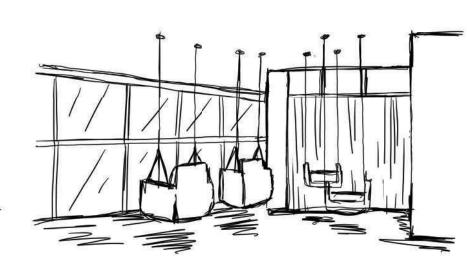


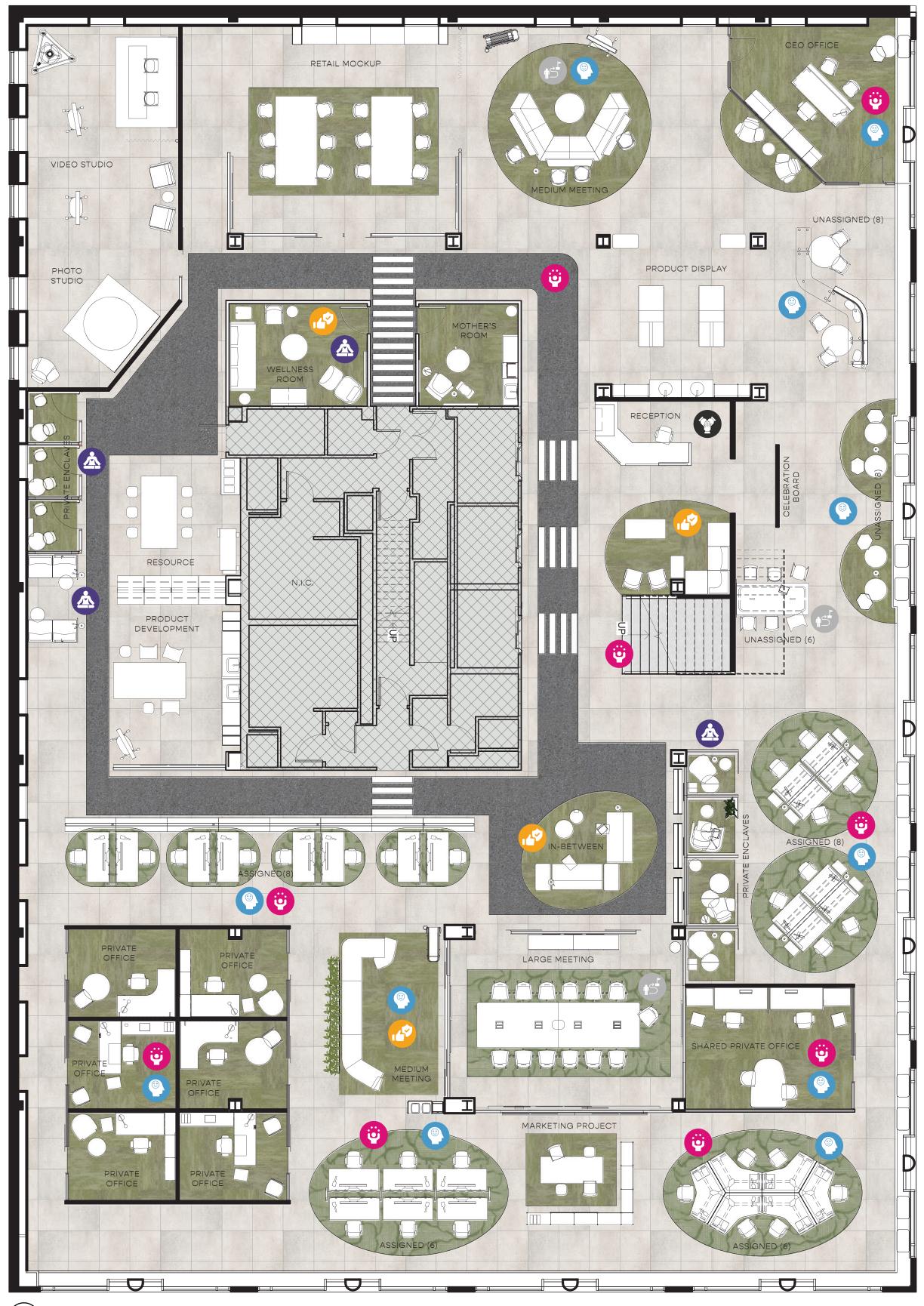
PHOTO STUDIO SKETCH



WILDCARD (SWINGS) SKETCH

PROGRAMMING + SCHEMATIC DESIGN

estincare self-estinco



RENDERED PLAN 1/8" = 1'-0"



OPTIMISM

Achieved by...

- offering both assigned and unassigned work space for employees to choose how they work
- providing thermal adjustments to each workspace via the Steelcase Underscore raised access flooring



MINDFULNESS

Achieved by...

- offering places of respite for employees to pause and regroup
- providing private enclaves to foster one-on-one connection



AUTHENTICITY

Achieved by...

- incorporating residential furniture and finishes, promoting a level of comfort



VITALITY

Achieved by...

- space planning for centrally located corridors with wayfinding flooring to encourage walking
- integrating a monumental stair near elevators, offering alternative vertical transportation
- providing adaptable workstations with height adjustable desking



MEANING

Achieved by...

- providing ample collaboration/meeting spaces for employees to work productively together

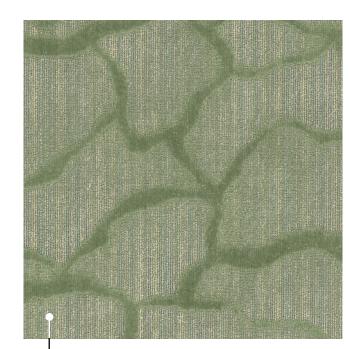


BELONGING

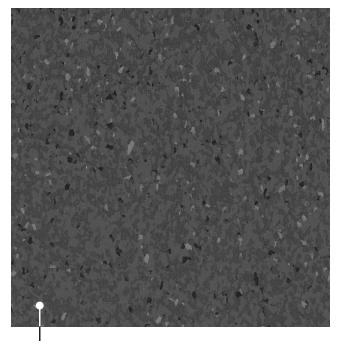
Achieved by...

- space planning for a welcoming reception area for visitors as they exit the elevator

FLOORING SELECTIONS Each flooring type was chosen to reflect an element from the streets of New York to incorporate the concept.



- Shaw Contract Botan MCT | REPRESENTS: green space in Central Park
- Cradle To Cradle Certified - Meets Green Label Plus Program



- ⁶ Armstrong Diamond 10 Vinyl || Sea Lion REPRESENTS: asphalt of the streets
- Scratch, stain, scuff, & slip-resistant
- Red List Free status



- $^{ extsf{o}}$ Shaw Contract Mica MCT ||
- REPRESENTS: green space in Central Park
- Cradle To Cradle Certified - Meets Green Label Plus
- Program



- IVC Commercial Tempo Vinyl || Oxley 692 REPRESENTS: concrete sidewalks
- Slip & abrasion resistant
- Low VOC

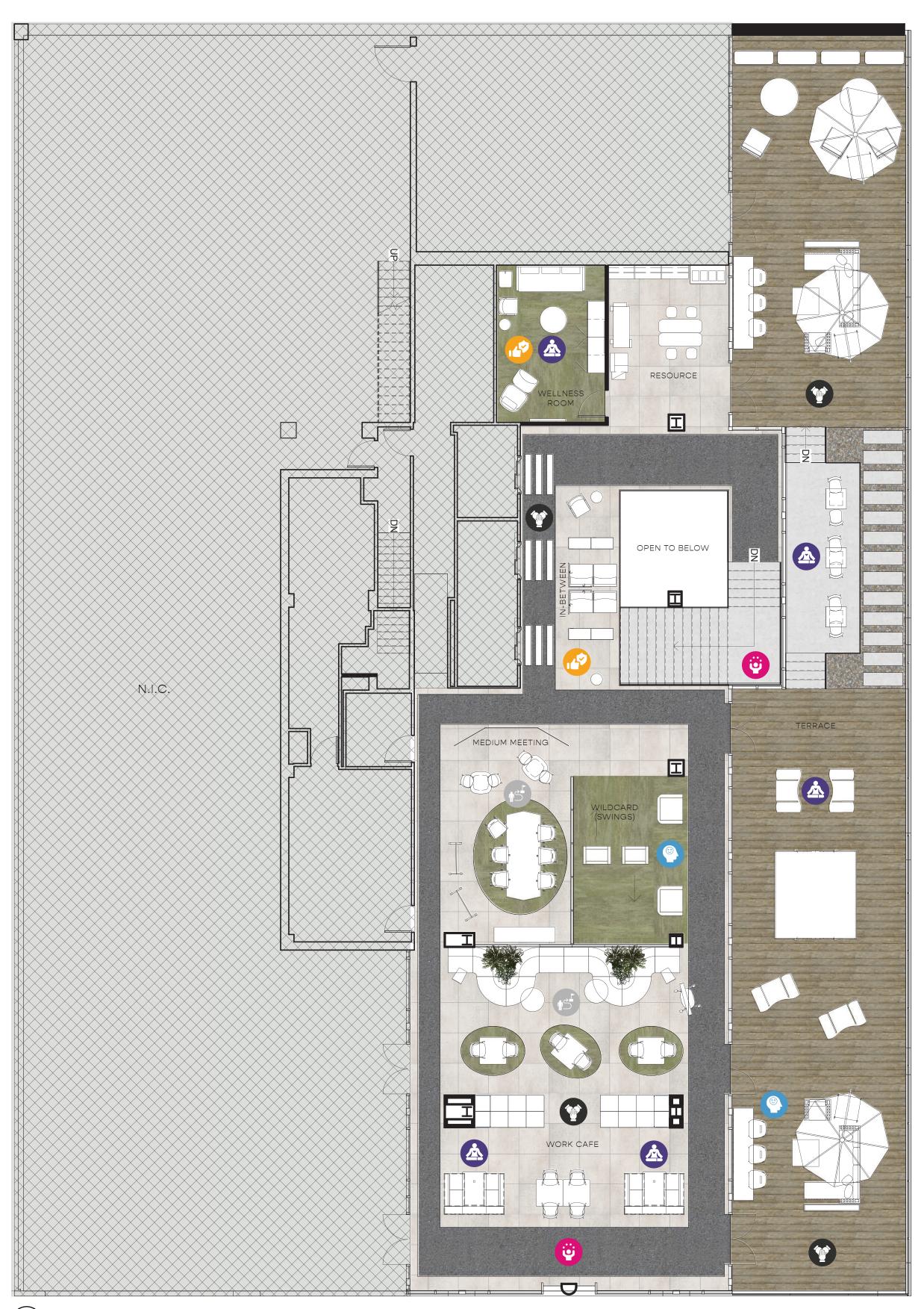


- Chemical resistant

- Dimensionally stable



SPACE PLANNING - LEVEL 7



RENDERED PLAN 1/8" = 1'-0"



OPTIMISM

Achieved by...

- providing additional work space with varying postures on level 8



MINDFULNESS

Achieved by...

- providing a relaxation room for employees to control their sensory stimulation
- offering places for users to connect one-on-one
- providing work space on the terrace for employees to connect to nature



AUTHENTICITY

Achieved by...

- designing spaces with residentially inspired furniture and finishes



VITALITY

Achieved by...

- space planning for centrally located walking paths to encourage occasional movement
- offering alternative vertical transportation via the monumental stair



MEANING

Achieved by...

- space planning for collaborative meeting space on level 8
- offering a multi-functional work cafe & terrace that doubles as meeting spaces for company wide events



BELONGING

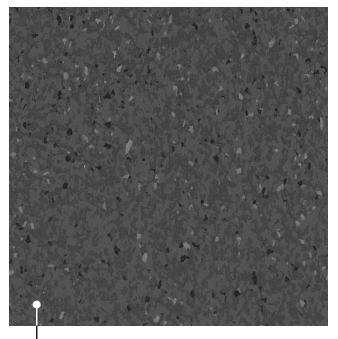
Achieved by...

- designing a welcoming exit from the stairs and elevators
- space planning a "social floor" that enables employees to engage in connections without disturbing the work environment

FLOORING SELECTIONS Each flooring type was chosen to reflect an element from the streets of New York to incorporate the concept.



- Trex Enhanced Composite Decking || Rocky Harbor REPRESENTS: trees of Central Park
- -Made of recycled materials, reclaimed wood, & sawdust - Fade, stain, mold, & mildew resistant



- ^o Armstrong Diamond 10 Vinyl || Sea Lion REPRESENTS: asphalt of the streets
- Scratch, stain, scuff, & slip-resistant
- Red List Free status



- Shaw Contract Mica MCT ||
- REPRESENTS: green space in Central Park
- Cradle To Cradle Certified - Meets Green Label Plus Program
- IVC Commercial Tempo Vinyl || Oxley 692 REPRESENTS: concrete sidewalks
- Slip & abrasion resistant - Low VOC
- Chemical resistant - Dimensionally stable

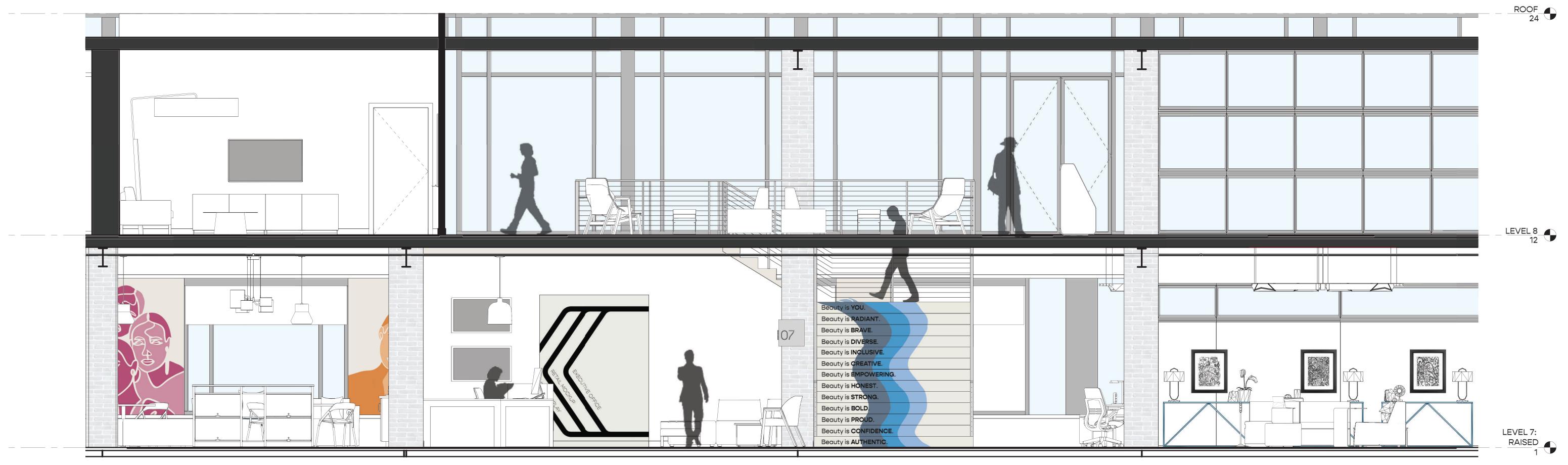
Armstrong VCT || Chalk

pedestrian crosswalk lines

REPRESENTS: painted



SPACE PLANNING - LEVEL 8



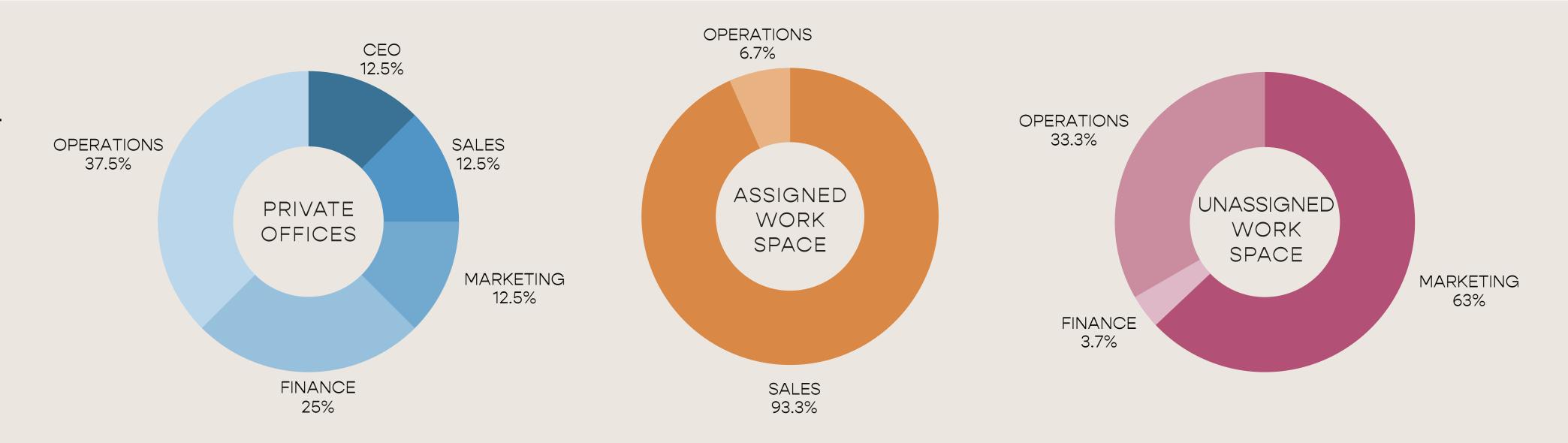
1 SECTION: MONUMENTAL STAIR
3/8" = 1'-0"

DISTRIBUTION OF WORK SPACE PER DEPARTMENT

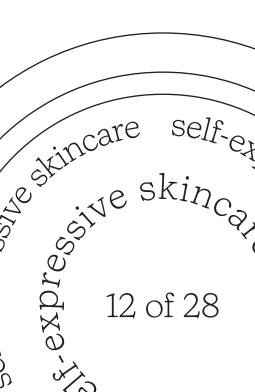
CEO 1 Private Office

SALES 1 Private Office / 14 Unassigned MARKETING 1 Private Office / 17 Assigned

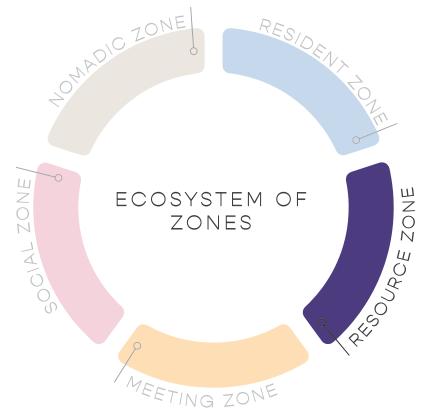
FINANCE 1 Private Office / 1 Shared Office / 1 Assigned OPERATIONS 3 Private Offices / 9 Assigned / 1 Unassigned

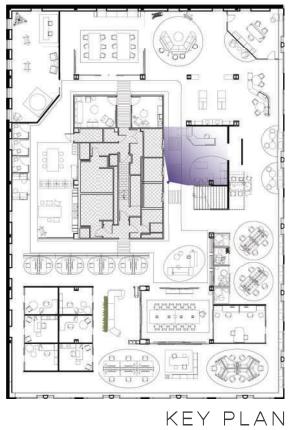


SPACE PLANNING









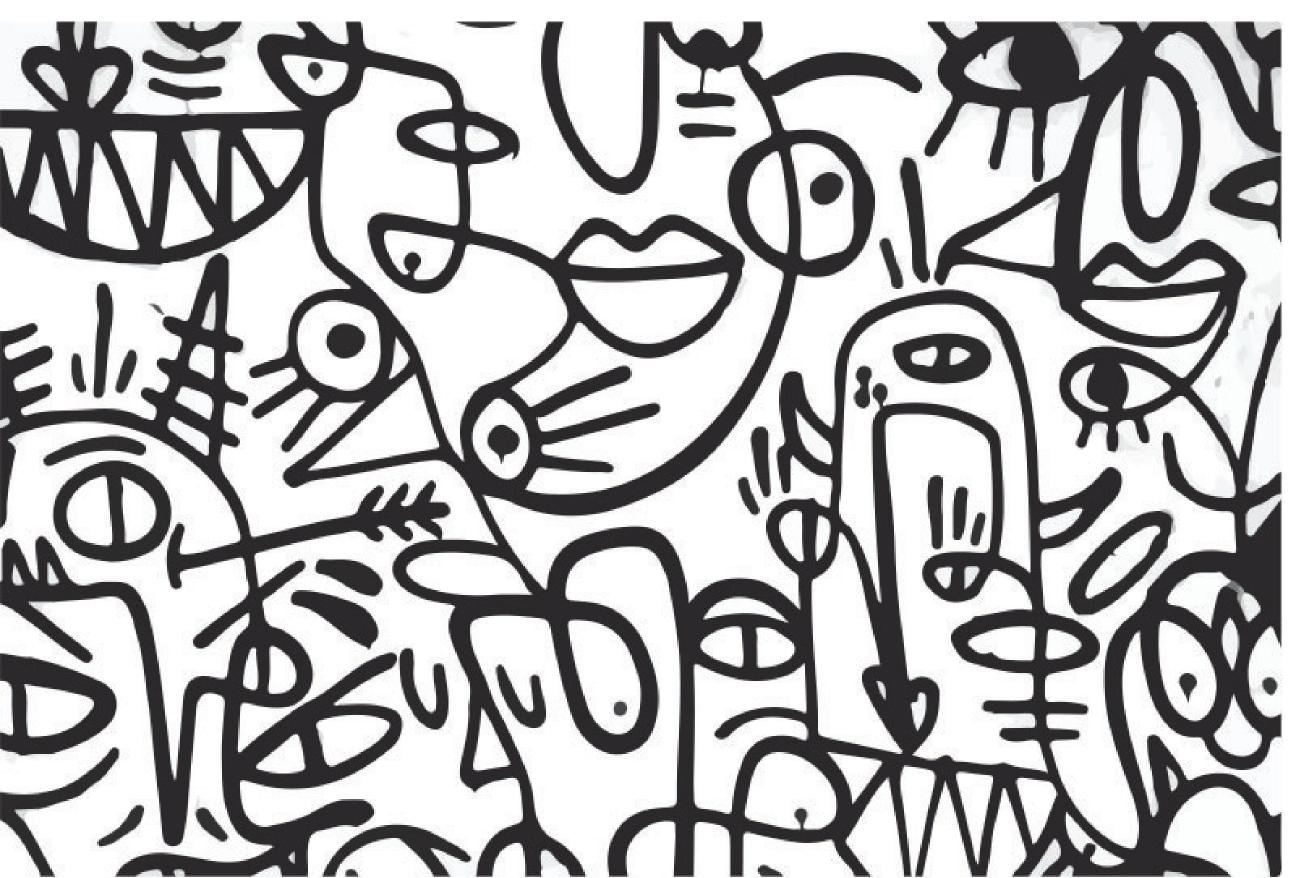
- 1 Armstrong VCT strips serve as wayfinding to indicate elevator entry & exit while reinforcing concept by emulating pedestrian crosswalks.
- 2 Custom built reception desk offers inclusive design by providing an ADA accessible transaction surface.
- A pair of monitors integrates and displays real-time company data, offering seamless connectivity between employees, retailers, remote staff, influencers, and customers.

- Visitors have a clear sightline of the wayfinding mural to offer graphic directional information that relates to the street art concept.
- A custom monumental staircase mural reinforces company brand. To accommodate those with low vision, stair tread striping is added to the edge of each step

RECEPTION







WAYFINDING MURAL

shall be commissioned work by Angel Garcia through Groundswell NYC

RECEPTION DESK MURAL

shall be commissioned work by Emmanuel Signorino

Beauty is YOU.

Beauty is **RADIANT**.

Beauty is **BRAVE**.

Beauty is **DIVERSE**.

Beauty is INCLUSIVE.

Beauty is **CREATIVE**.

Beauty is **EMPOWERING**.

Beauty is **HONEST**.

Beauty is **STRONG**.

Beauty is **BOLD**.

Beauty is **PROUD**.

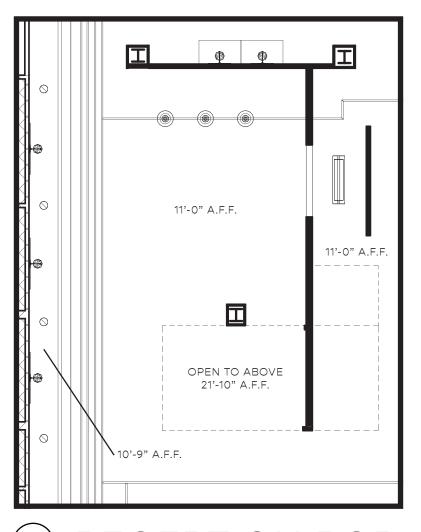
Beauty is **CONFIDENCE**.

Beauty is **AUTHENTIC**.

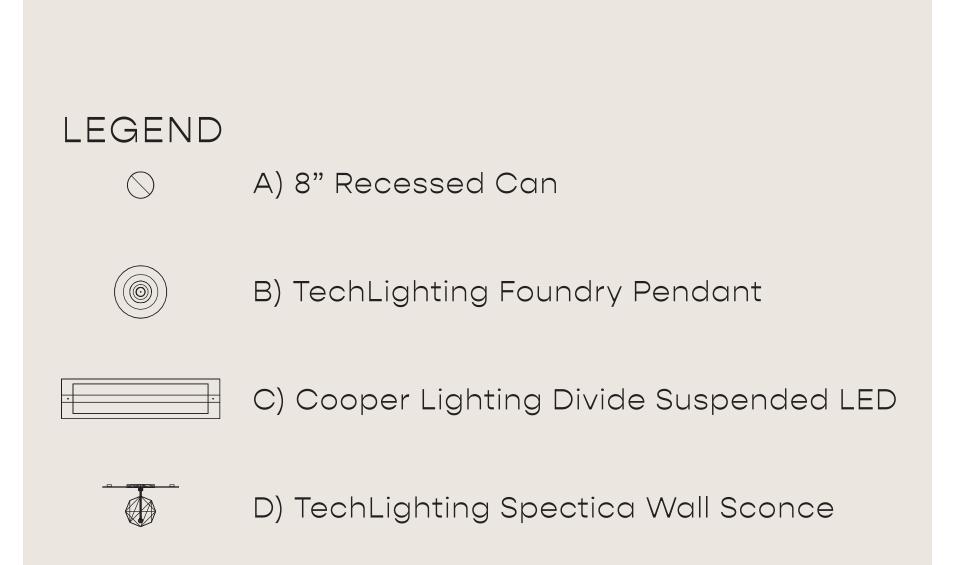
STAIR MURAL

shall be commissioned work by Angel Garcia through Groundswell NYC

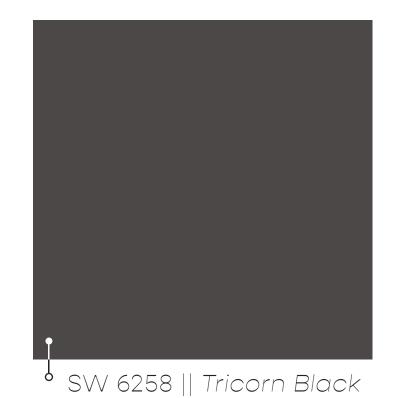


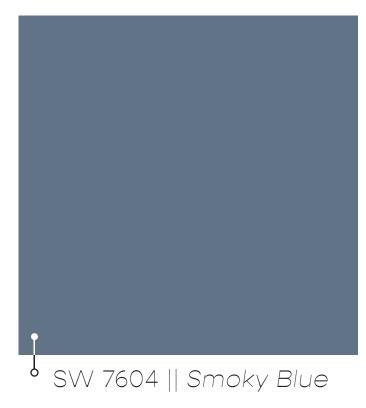




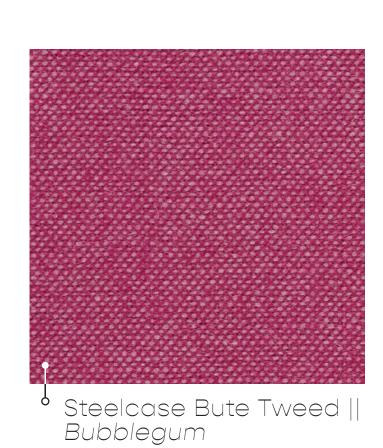


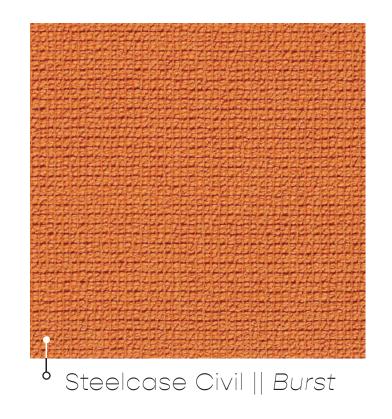


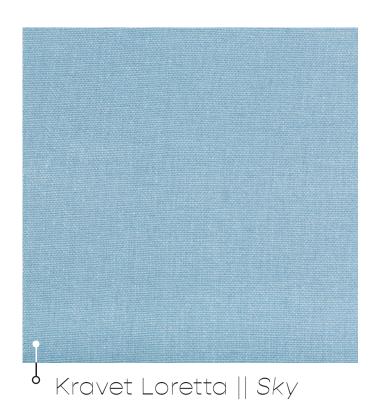






















Embold Lounge Chair







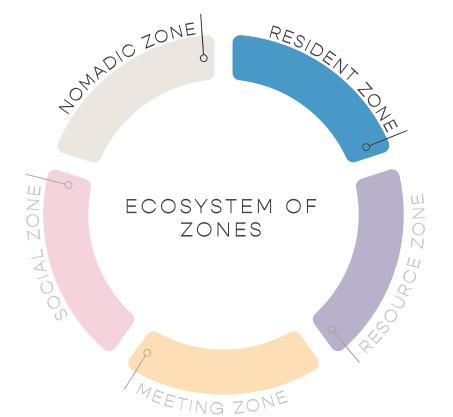


B Free Occasional Table

RECEPTION DETAILS

incare self-expressive skincare self-expressiv



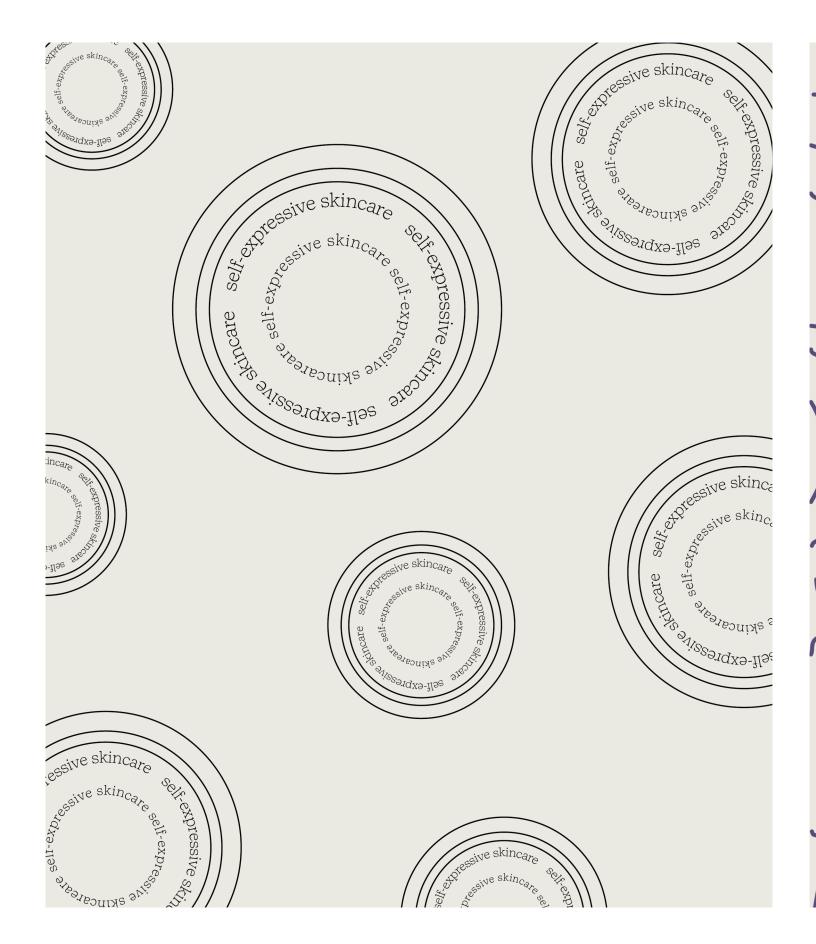


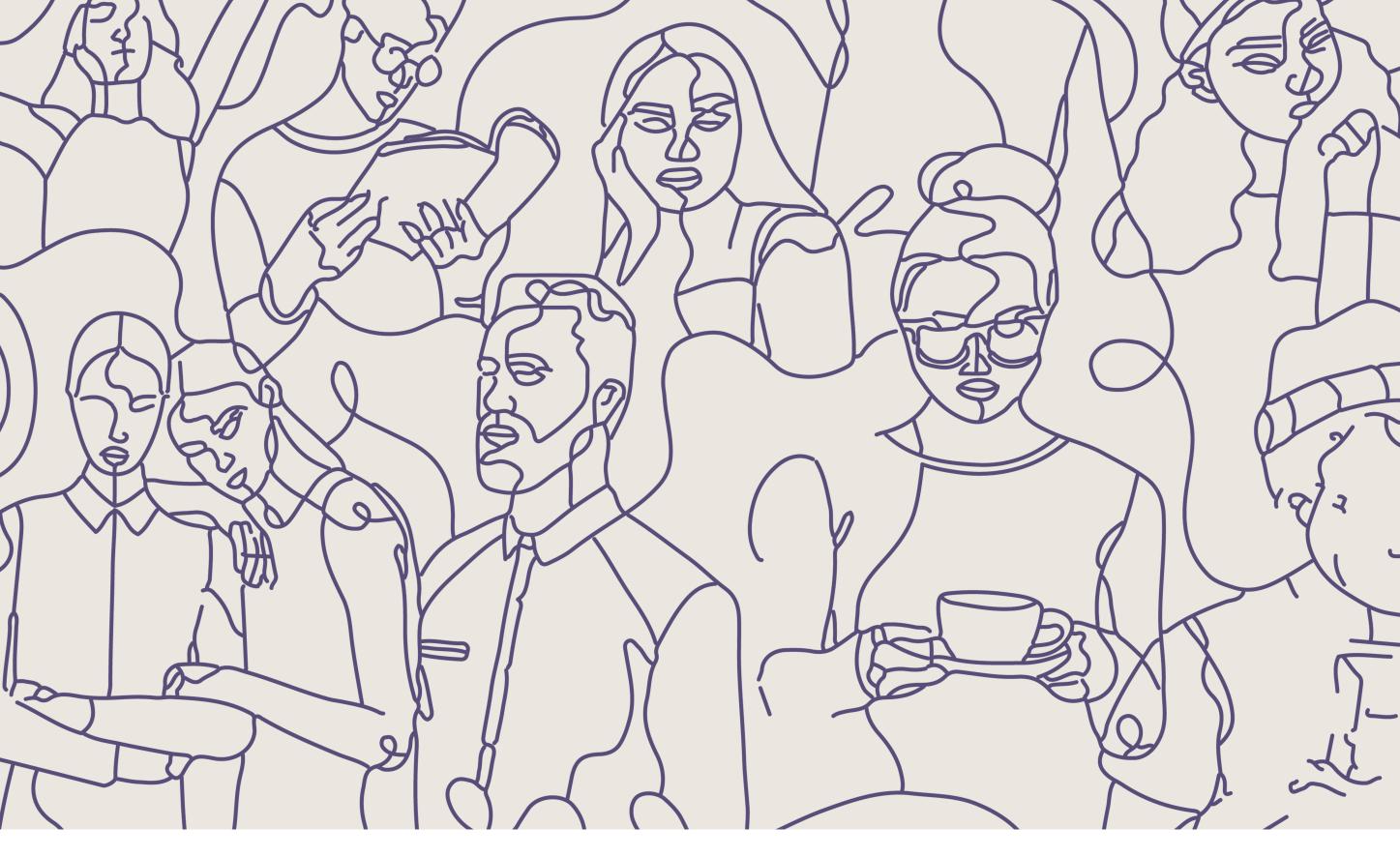


- 1 Flooring changes beneath each workstation aid in reducing footfall noise, thereby increasing acoustic quality.
- 2 A custom commissioned mural reinforces company culture and message of inclusion and cross-generational mentoring.
- The Steelcase Migration SE desking system empowers staff to control their posture preference with a sit-to-stand option. The open office layout encourages collaboration.
- Steelcase's AMQ 3F hanging acoustical panel system enables both acoustic and visual privacy for employees to take a phone call or conduct a small meeting.

OPEN OFFICE









BRANDING MURAL

shall be commissioned work by Alexis Mena through Groundswell NYC

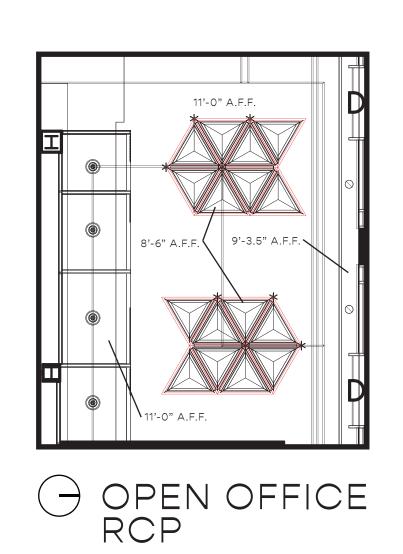
OPEN OFFICE MURAL

shall be commissioned work by Trisha Abe

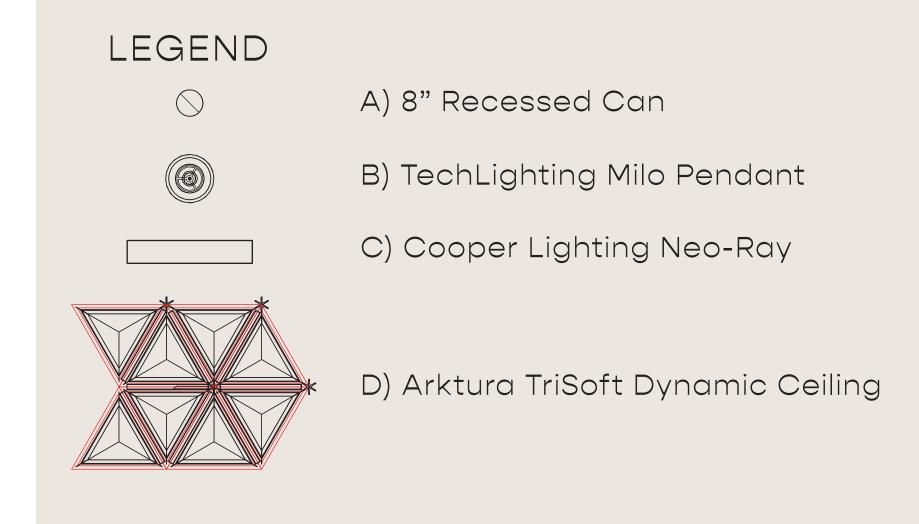
CORRIDOR MURALS

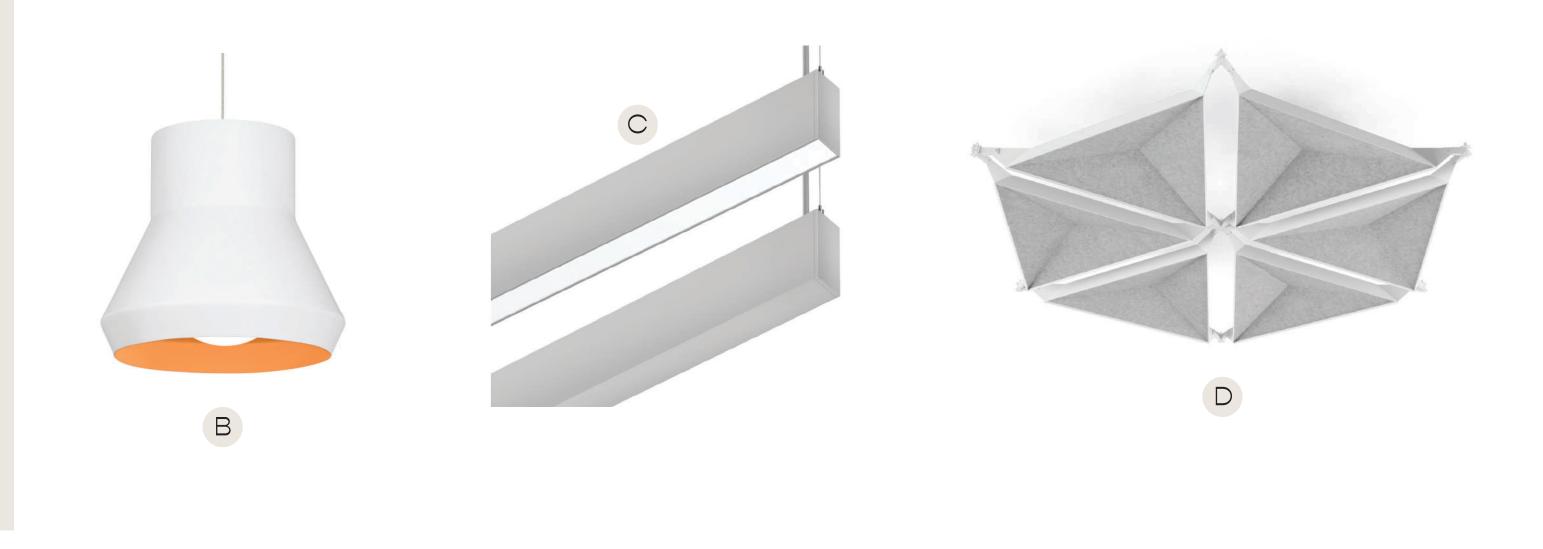
shall be commissioned work by Trisha Abe

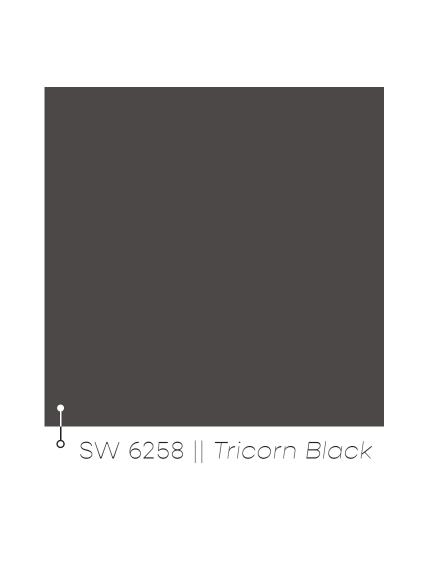




1/8" = 1'-0"

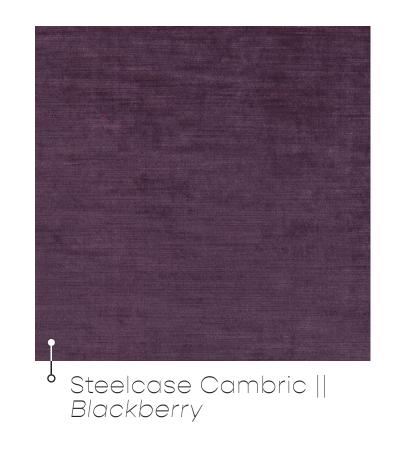


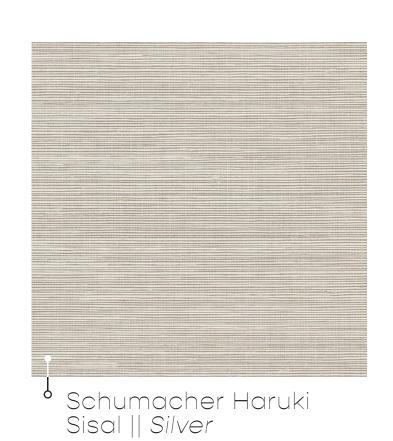


























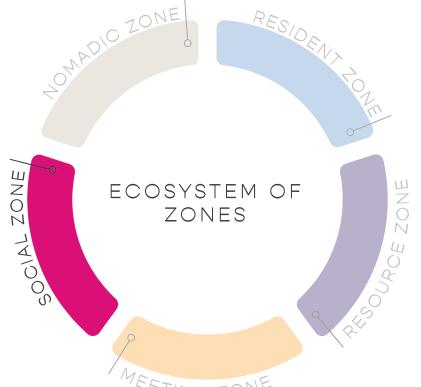


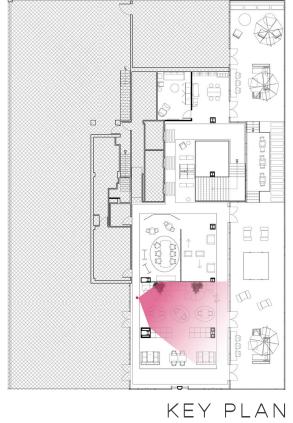
Brody Privacy Lounge Chair

OPEN OFFICE DETAILS

skincare self-extincare skincare skinca



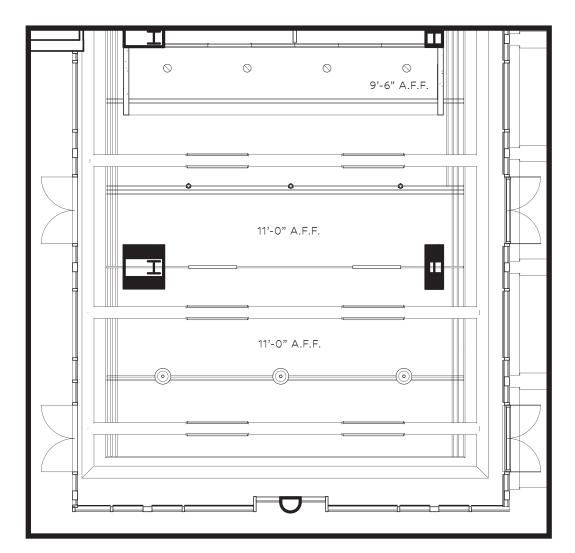




- The incorporation of biophilic elements as well as views of the outdoors help to improve the indoor air quality and increase employee's moods.
- A combination of both digital and analog tools transforms the work cafe into a multi-functional space and promotes individual focus as well as peer-to-peer collaboration.
- The work cafe is adjacent to the terrace, creating a seamless indoor/outdoor environment, allowing employees to choose how to enjoy their meals.
- A variety of table and seating options is provided to encourage employees to share meals together rather than alone.

WORK CAFE







LEGEND

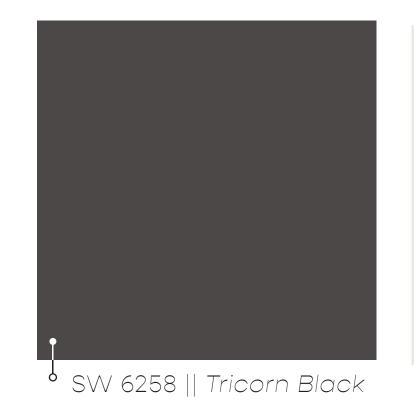
- A) 8" Recessed Can
- B) TechLighting Echo Grande Pendant
- C) Cooper Lighting Neo-Ray
- D) TechLighting Foundry Pendant



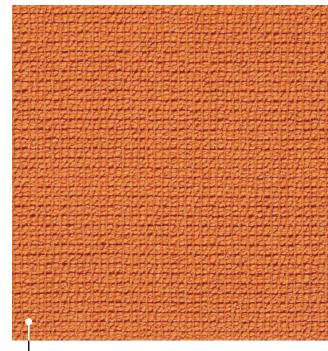








SW 7636 || Origami White

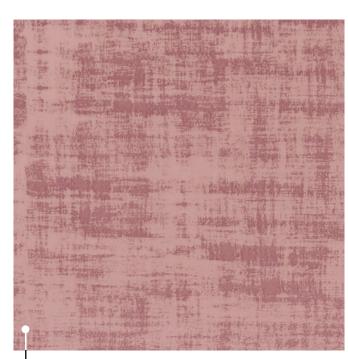


Steelcase Civil || Burst

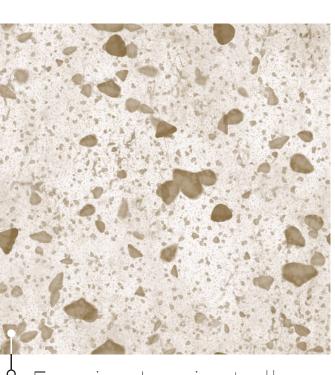




Kravet Smart || 35940-50



Kravet Alessia || Blush





Black Painted Marble



Turnstone Campfire Modular Sofa





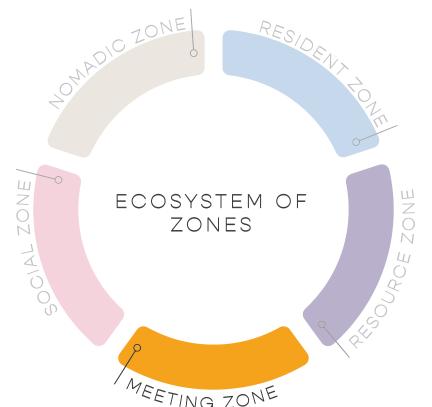


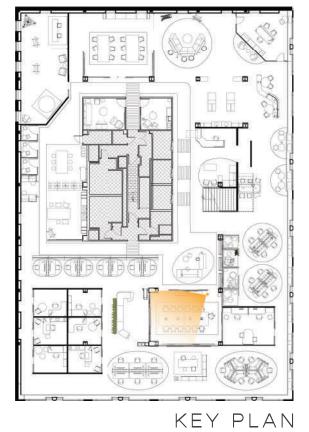




WORK CAFE DETAILS

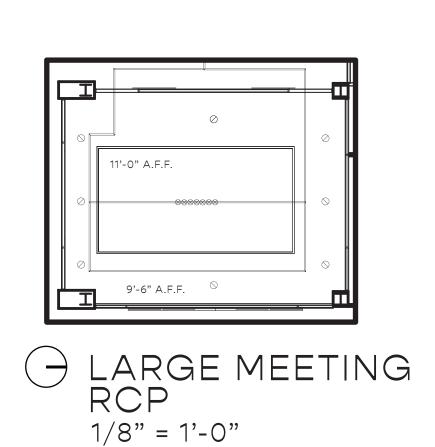




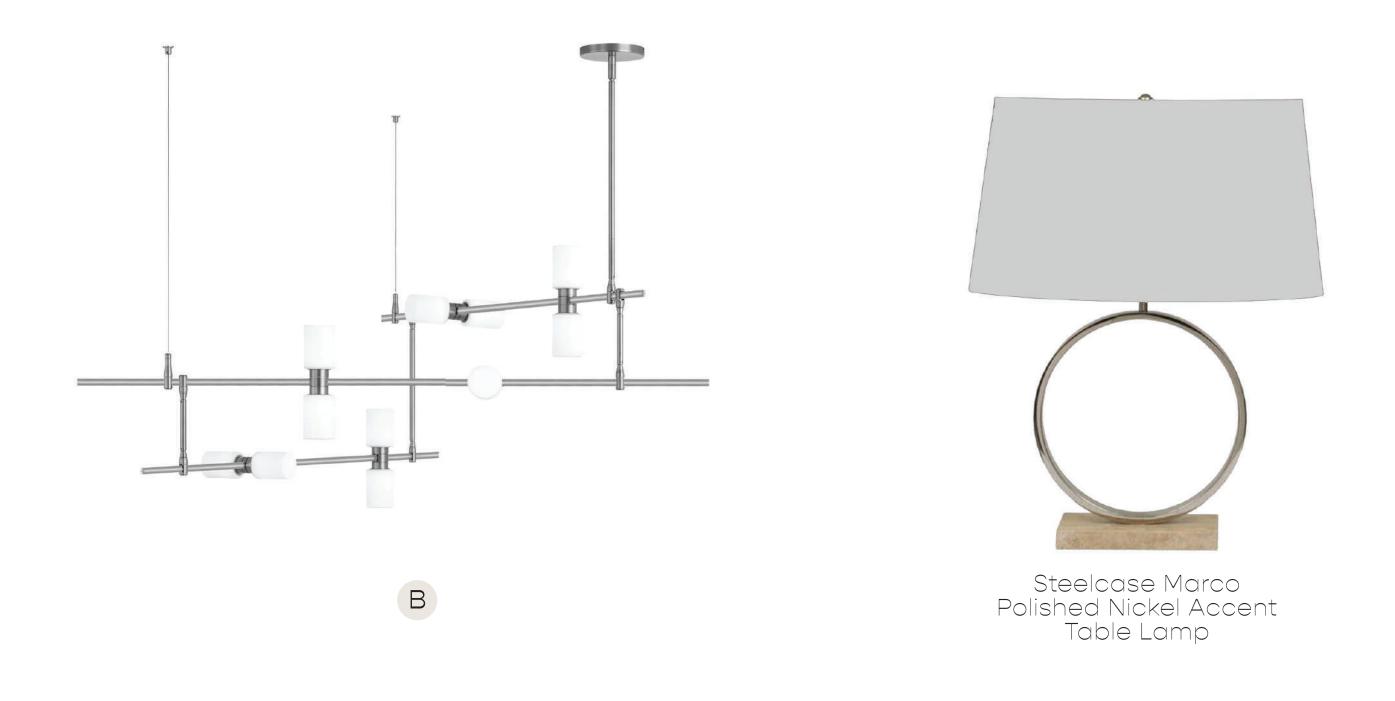


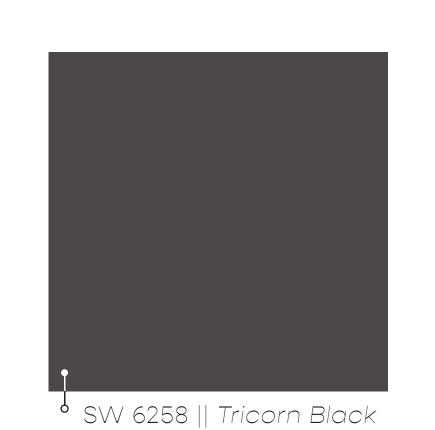
- 1 Clerestory windows in the conference room help to minimize distraction while maximizing access to natural daylighting.
- 2 Access to both digital and analog tools aid in increasing productivity and maximizing collaborative behaviors.
- The Coalesse Potrero415 conference table gives users quick and convenient access to power.
- The conference room is equipped with HDVC telepresence technology, allowing both in-person and virtual collaboration to occur.

LARGE MEETING SPACE







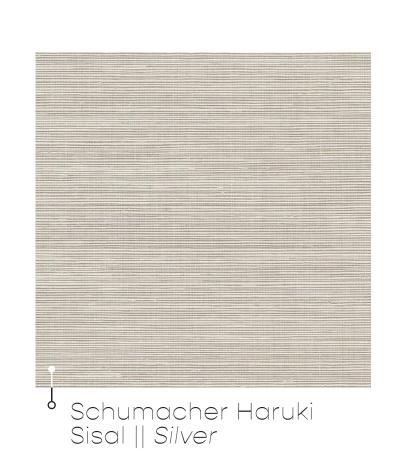




















Flex Markerboard Solutions

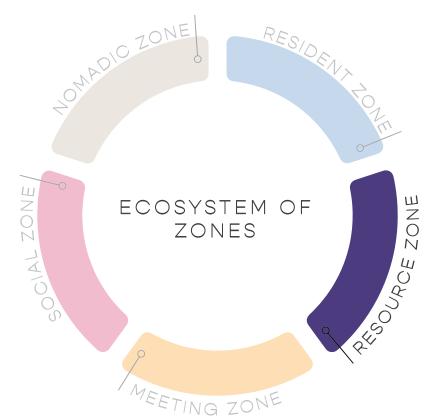


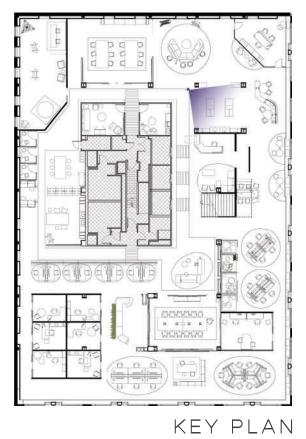


LARGE MEETING DETAILS

incare selfe eskince 2 22 of 28



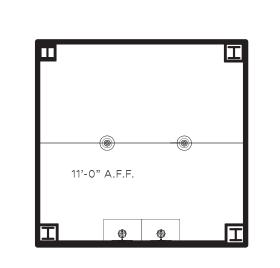




- 1 Ample storage (both open and enclosed) is provided in the product display to provide a clean and aesthetic display of merchandise, enabling visitors to "shop" NEXT's skincare.
- The product display area is equipped with mirrors and sinks for guests and employees alike to test products.
- The reception and product display spaces are adjacent to one another for ease of access when influencers and guests visit NEXT's office.

PRODUCT DISPLAY



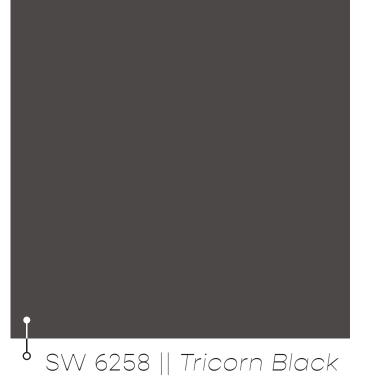


PRODUCT DISPLAY RCP

1/8" = 1'-0"

LEGEND A) TechLighting Foundry Pendant B) TechLighting Banda 24 Wall Sconce

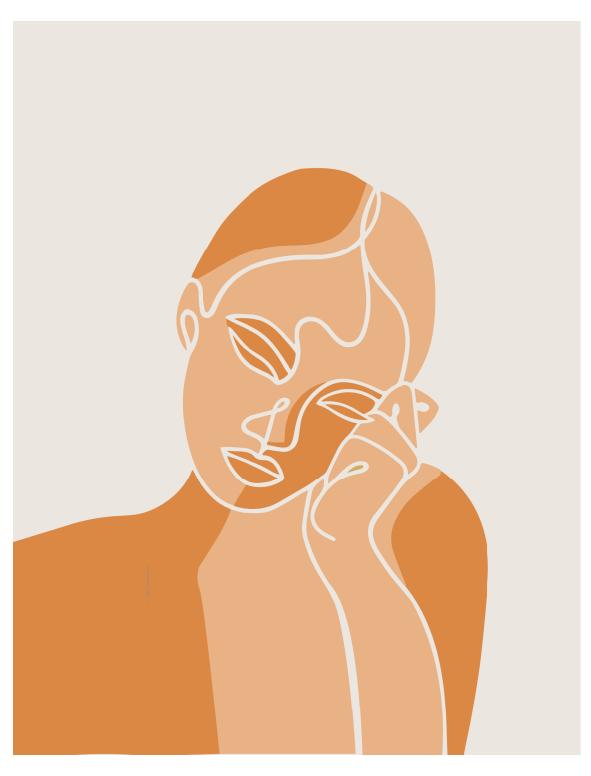












CORRIDOR MURALS

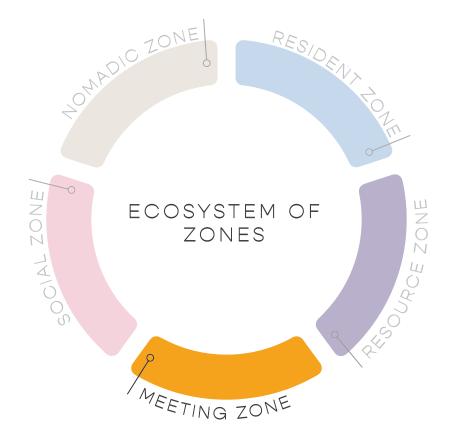
shall be commissioned work by Trisha Abe

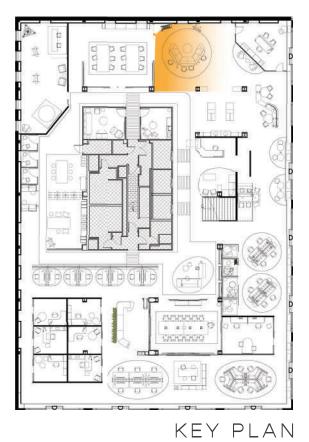


GRAFFITI WALL graffiti-inspired wallcovering from Limitless Walls

ARTIST

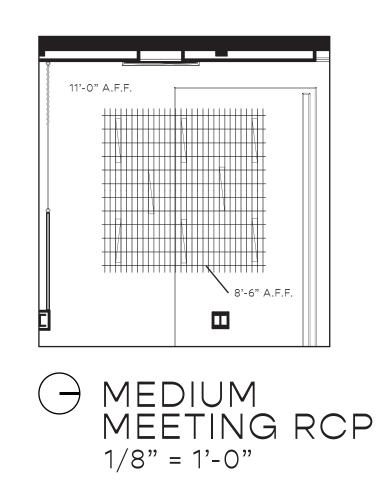






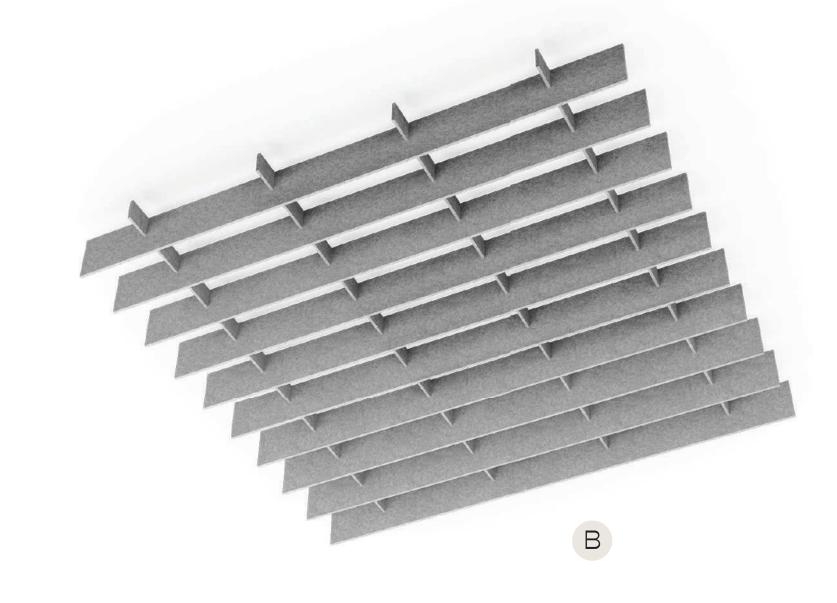
- 1 Flooring changes beneath the meeting space aids in reducing footfall noise, thereby increasing acoustic quality. Additionally, the flooring change helps to define the area.
- The medium meeting space is equipped with Steelcase's Roam mobile monitor, maximizing the space's flexibility.
- 3 Steelcase's Media Scape lounge sofa allows occupants to choose their posture preference.
- The Arktura SoftGrid acoustical ceiling defines the meeting space and was chosen to mimic the window lights of skyscrapers blanketing the city at dusk.

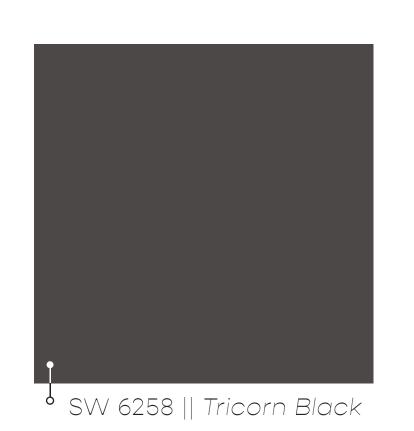
MEDIUM MEETING SPACE



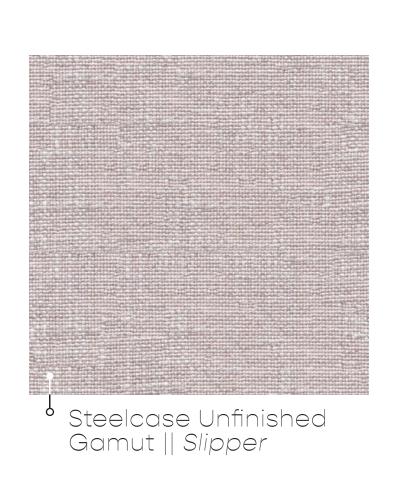












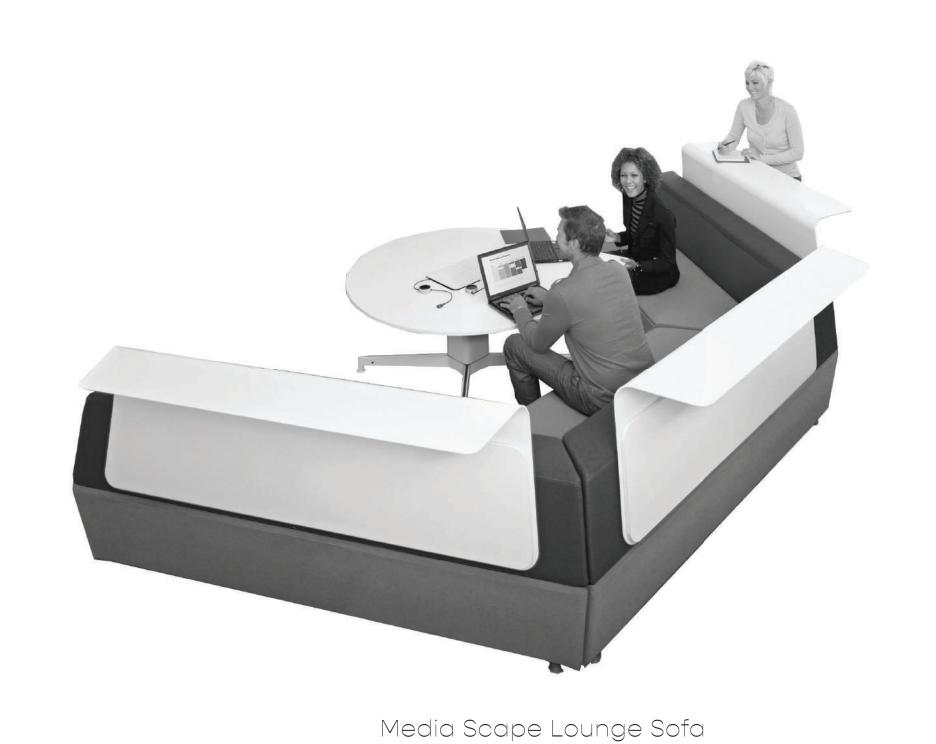














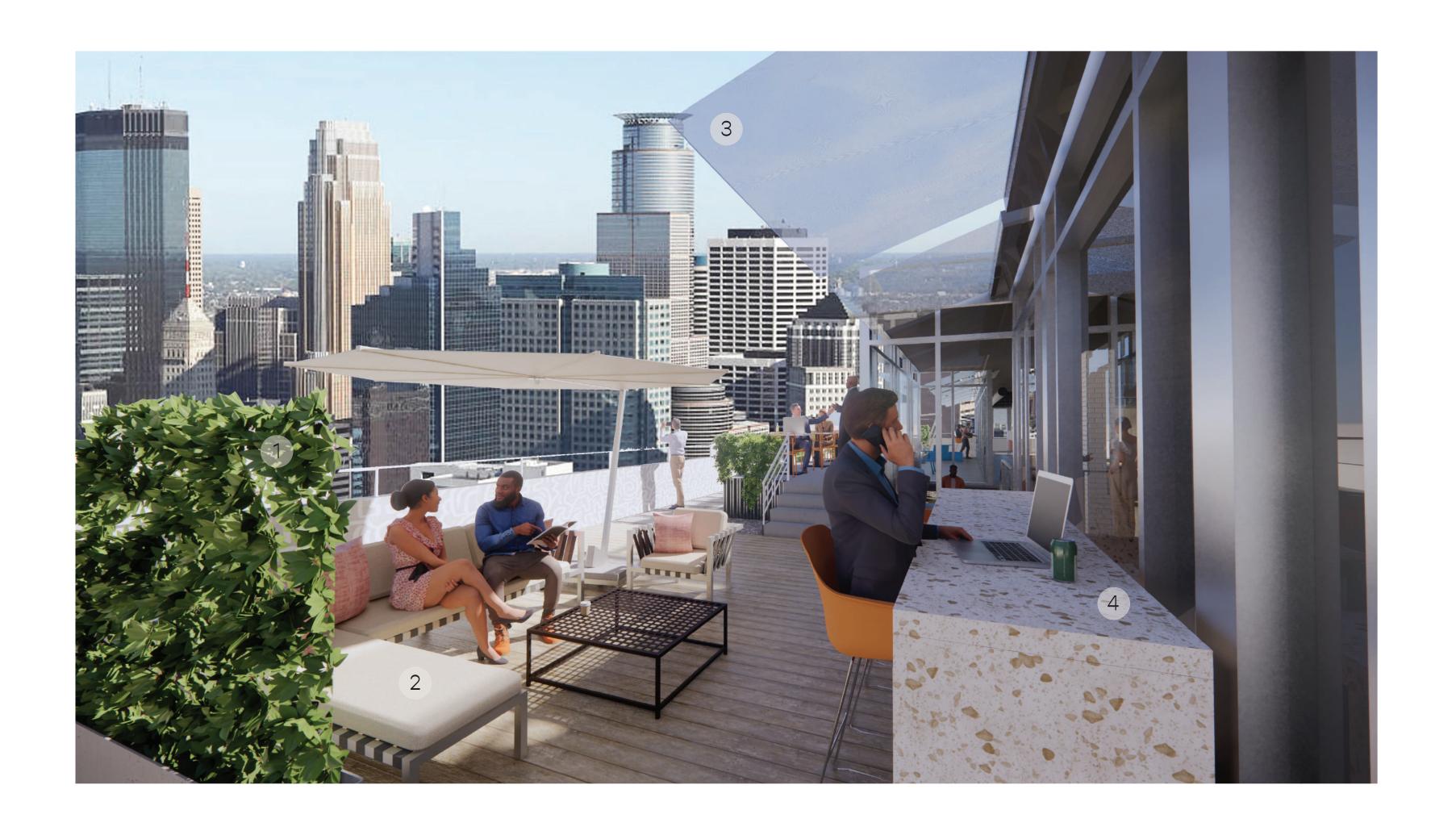




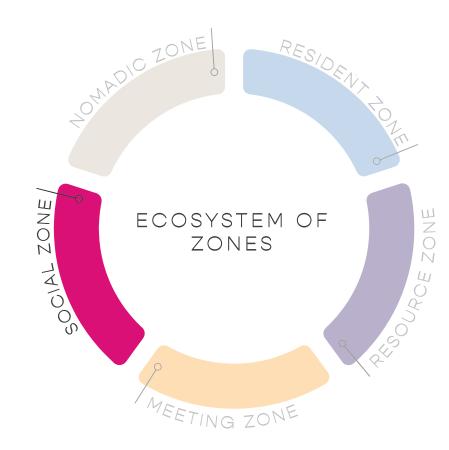
Flex Mobile Markerboard Cart

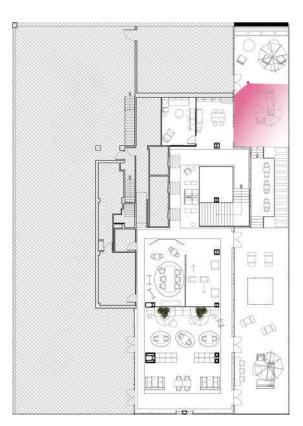
MEDIUM MEETING DETAILS

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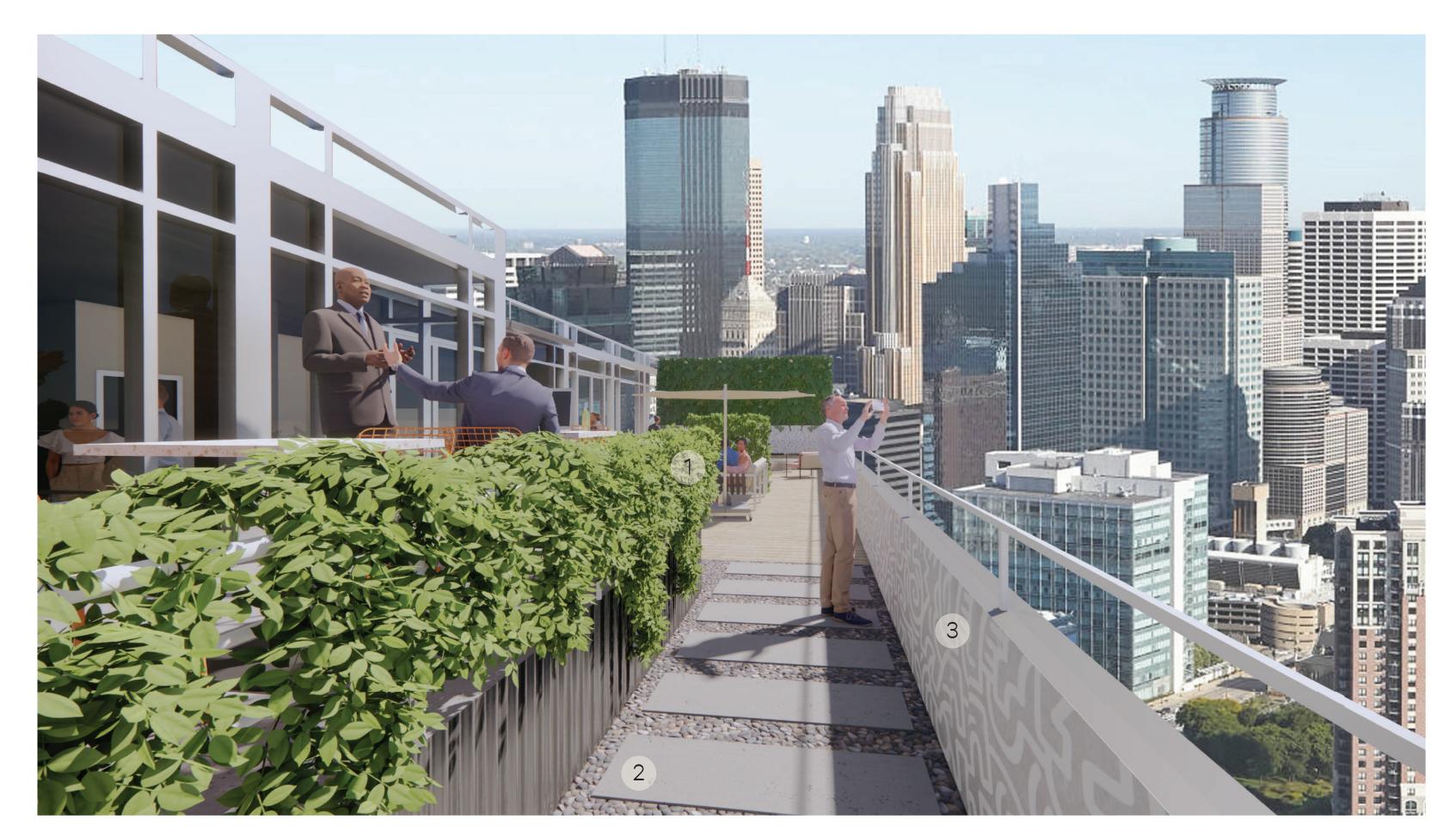


- 1 A plant wall divider on the terrace separates different seating areas to give more privacy and shade.
- 2 Residential style furniture and seating arrangements allow employees to feel more relaxed and comfortable.
- Shades are installed above terrace doors and at the high bar areas to reduce solar heat and glare while also providing weather protection.
- A high bar task-focused area allows employees to enjoy completing work outside, giving users more choice and control of their space.

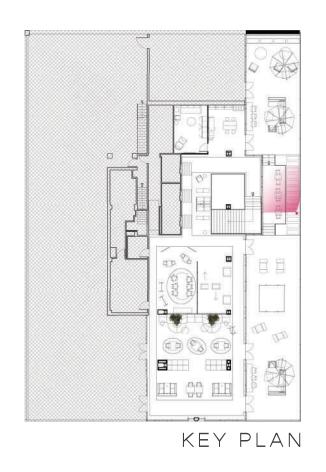




KEY PLAN



- 1 A custom terrace platform allows for a variety of outdoor seating options.
- 2 As repetition from the interior space, the outdoor pavers mimic a pedestrian crosswalk.
- A custom designed mural is painted along the railing wall of the terrace to add visual interest and further implement the street art concept.

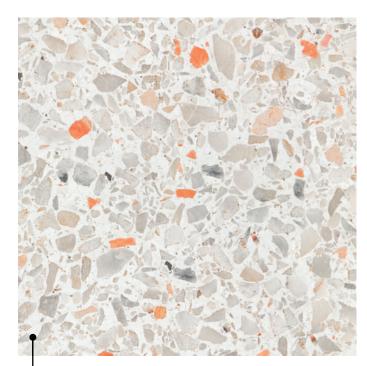


TERRACE



TERRACE MURAL

shall be commissioned work by Angel Garcia through Groundswell NYC



Concrete Terrazzo







Coalesse Outdoor Emu Lyze Chair



Coalesse Outdoor Emu



Extremis Outdoor Captain's Chair



Extremis Outdoor Kosmos Shade

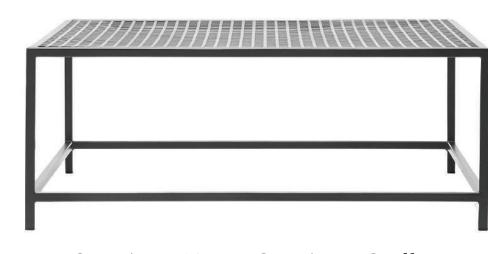


Sunbrella || Canvas





Blu Dot Jibe Outdoor Lounge Chair



Stephen Kenn Outdoor Coffee Table

TERRACE ARTWORK + DETAILS



Beauty is CONFIDENCE.

Beauty is PROUD.

Beauty is BOLD.

Beauty is HONEST.

Beauty is EMPOWERING.

Beauty is CREATIVE.

Beauty is INCLUSIVE.

Beauty is DIVERSE.

Beauty is BRAVE.

Beauty is RADIANT.

Beauty is YOU.

Beauty is AUTHENTIC.

Beauty is CONFIDENCE.

Beauty is PROUD.

Beauty is BOLD.

Beauty is HONEST.

Beauty is EMPOWERING.

Beauty is CREATIVE



