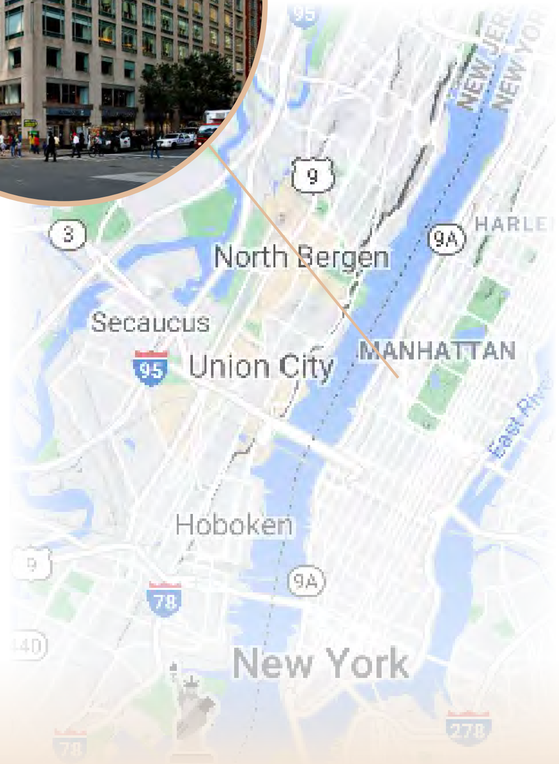
next

COSMETICS

Project Location | NEW YORK CITY, NY

4 COLUMBUS CIRCLE
MANHATTAN,
NEW YORK



CITY OF DREAMERS

New York City is known as a place that unites individuals from all over the world in search of achieving their passions and dreams. Bringing dreamers together allows for infinite growth and development of new technology, concepts and ideas.

LANDSCAPE OF DIVERSITY

Represented by a widely diverse and multi-ethnic population, the city hosts millions of American and immigrant citizens from around the world. This diversity creates a melting pot of new perspectives and traditions that makes New York City unique.

MECCA OF INDIVIDUALITY

As a mecca full of creatives and itellectuals, New York City values the representation of individuality and all forms of self expression. This freedom allows individuals to explore their true identities and acheive the best version of themselves

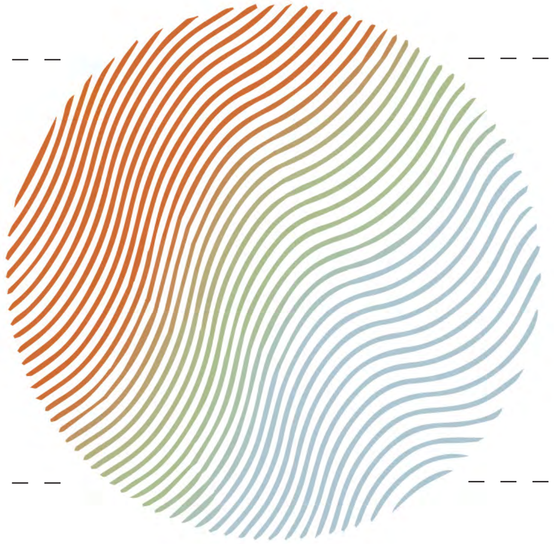
Brand Identity

NEXT COSMETICS

It is our mission to cater to those wishing to make an impact on their Environment, community & themslelves by creating products that Promote equality, embrace individuality & advocates for our planet

INCLUSIVE & FLUID

It is our goal to create a brand that is inclusive to all ages, abilities, Ethnicities & genders. By developing minimalistic & iconic products that have options for everyone, we hope that our audience can achieve the best version of themselves through the use of our products!



ESSENCE OF EXPRESSION

Our brand's goal is to allow individuals to shine in their own unique ways. By taking a step back from the forefront of glamour, next cosmetics Intends to create a safe space for users to embrace their unique forms of self expression. We hope to embody the essence of Expression as a vessel for users to create.

FINGERPRINT ICON

Individuality of self expression is within us. It is what makes us who we are. Our finger print icon represents what makes us unique from other beauty brands by being true to ourselves. The essence of expression, similar to the marks left behind by a simple finger print, fuels our drive to create diverse and unique products.

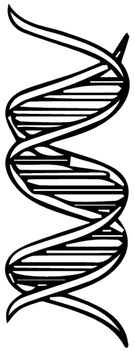
Concept | METAMORPHOSIS

EXPLORING THE DEVELOPMENT OF SELF EXPRESSION & INDIVIDUALITY

WHAT MAKES US UNIQUE IS IN OUR BIOLOGICAL MAKEUP

Physical attributes

Genetic predispositions



Variance in types of brainwave activity

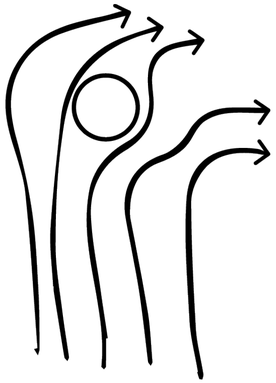
Alpha Waves:

Connection to reflection, meditation, & stress regulation

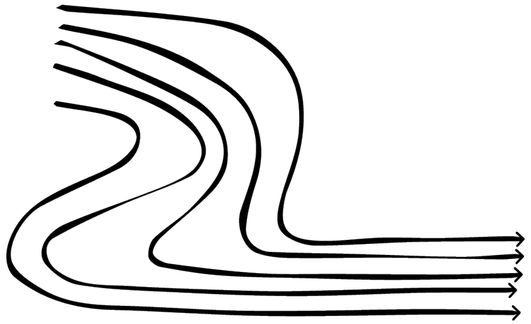
Theta Waves:

Connection to creativity, intuition & emotion

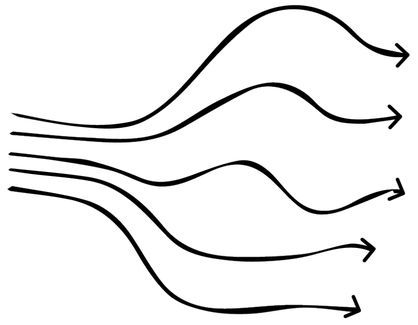
OUR JOURNEY THROUGH EXPERIENCE PAVES THE PATH TOWARDS EXPRESSION OF INDIVIDUALITY



Pathway through conflict

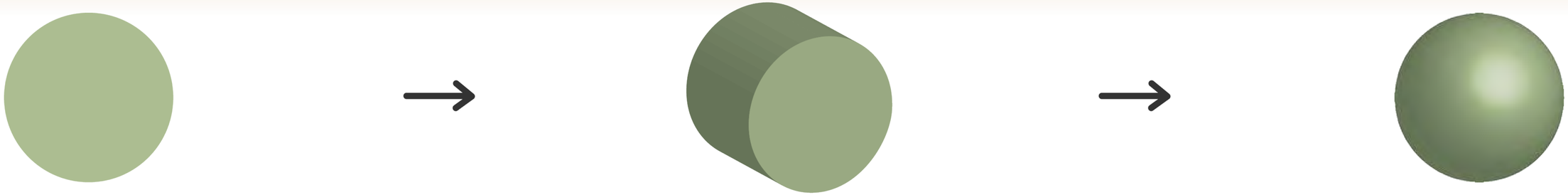


Brought together to achieve goals & dreams

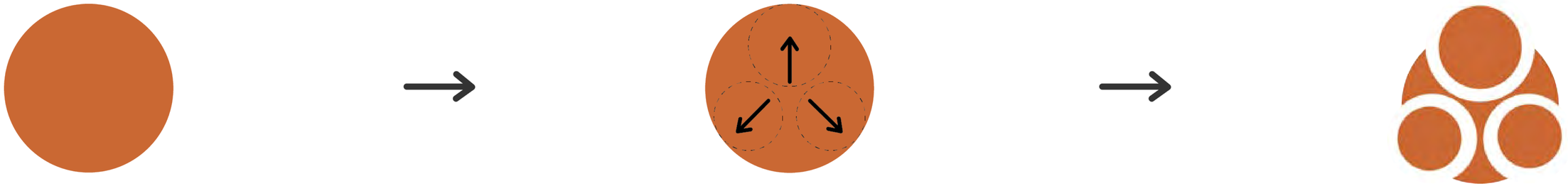


Set free to express ourselves

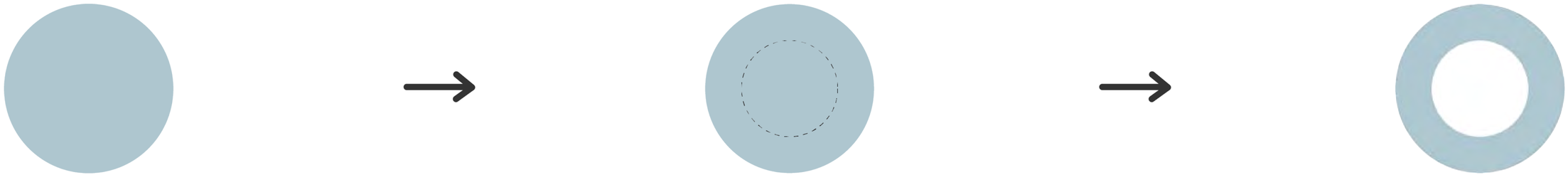
Space Characteristics | METAMORPHOSIS WITHIN SPACE



EXTRUSION
(GROWTH, SOCIAL)



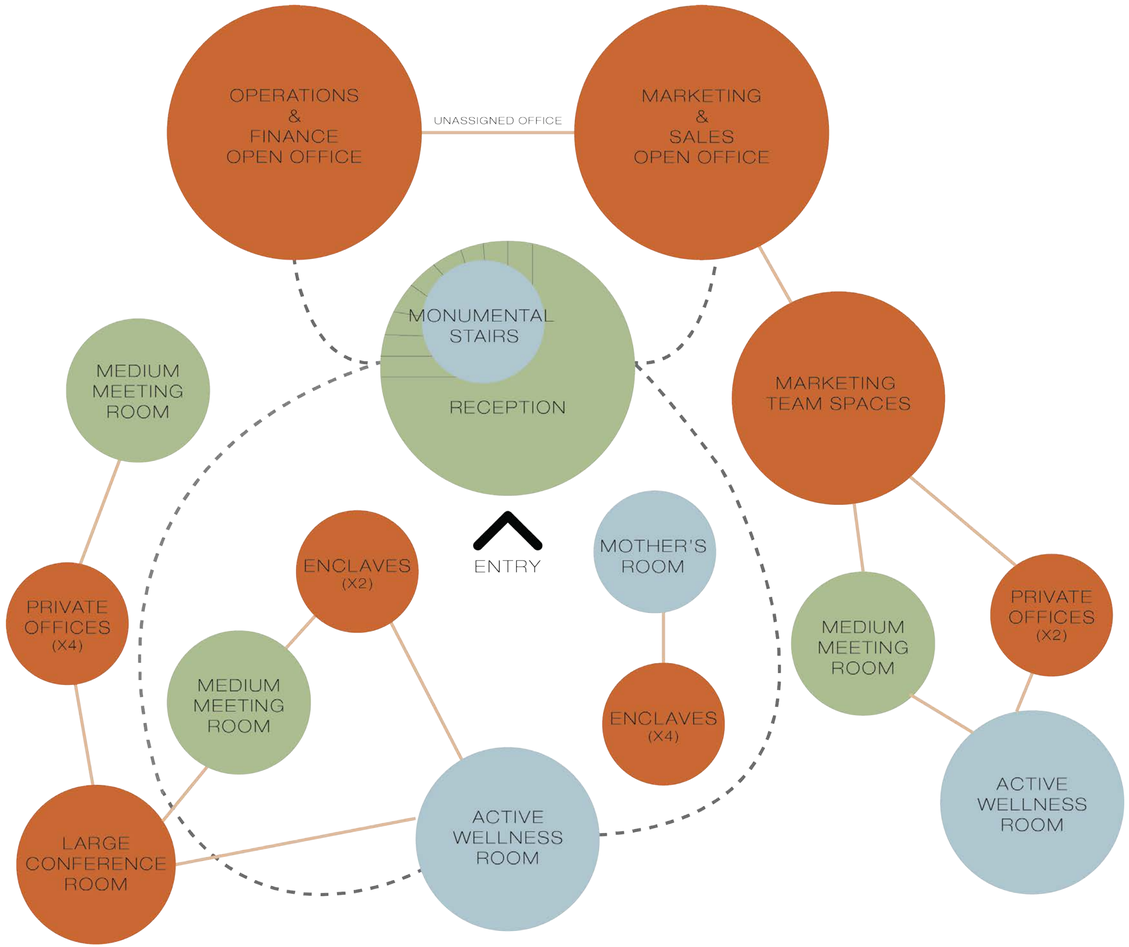
EXTRACTION
(SEPARATION, PRODUCTIVITY)



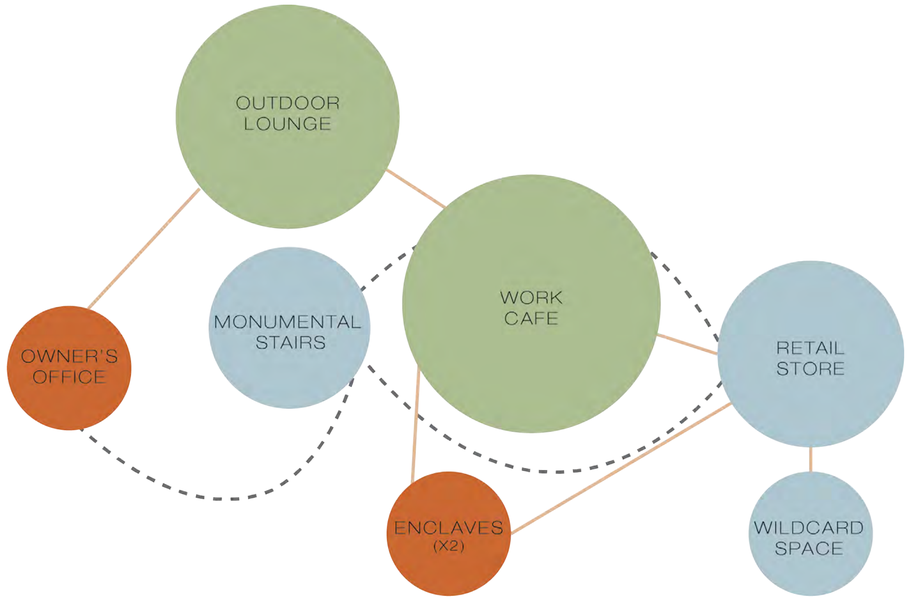
SUBTRACTION
(CENTERING, WELLNESS)

Adjacency Diagrams

SEVENTH FLOOR



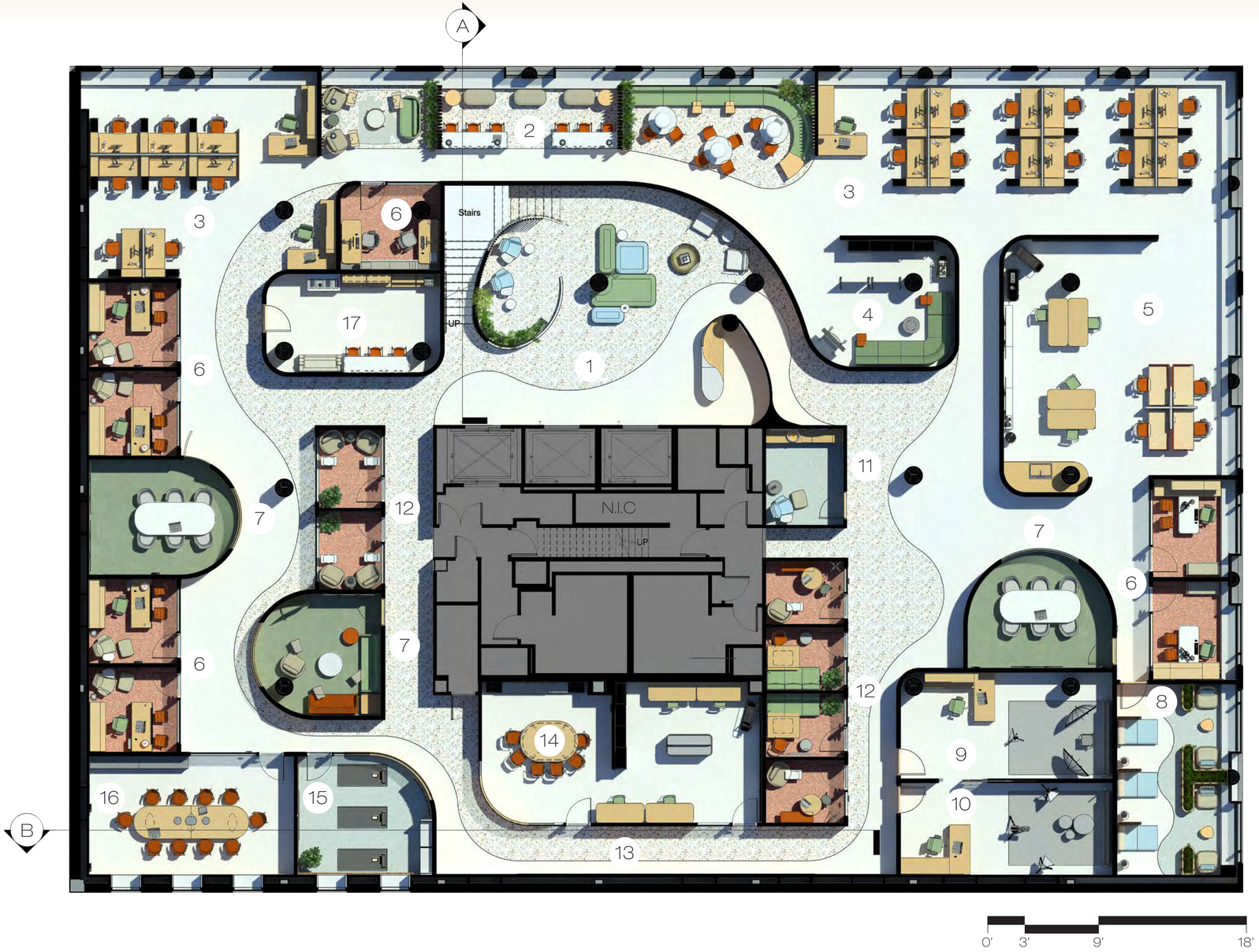
EIGHTH FLOOR



LEGEND

- PRIMARY ROUTE
- SECONDARY ROUTE
- PRODUCTIVE SPACE
- SOCIAL SPACE
- WELLNESS SPACE

Floor Plan | SEVENTH FLOOR



LEGEND

1 RECEPTION
2 UNASSIGNED OFFICE
3 OPEN OFFICE
4 PROJECT MARKETING ROOM
5 PRODUCT DEVELOPMENT
6 PRIVATE OFFICES
7 MEDIUM MEETING
8 QUIET WELLNESS ROOM
9 PHOTO STUDIO
10 VIDEO STUDIO
11 MOTHER'S ROOM
12 PRIVATE ENCLAVES
13 CELEBRATION BOARD
14 RETAIL MOCKUP
15 ACTIVE WELLNESS ROOM
16 LARGE CONFERENCE ROOM
17 RESOURCE ROOM

PRODUCTIVE SPACE

SOCIAL SPACE

WELLNESS SPACE

FLOORING FINISHES

LAMINATE NEXUS WHITE

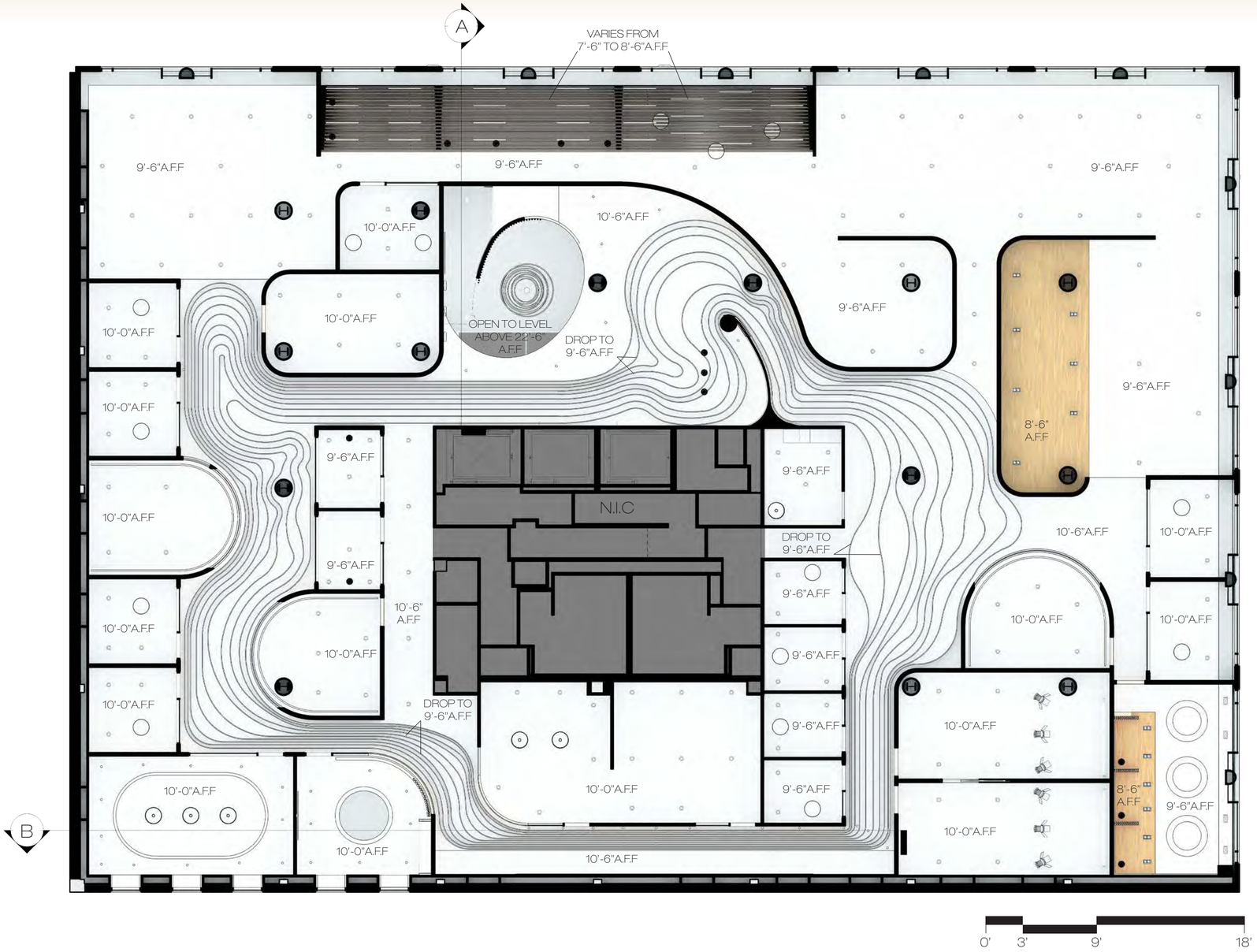
MARMOLEUM CONFETTI TERRAZZO

TERRAZZO BURNT ORANGE

MARMOLEUM FRESCO SAGE

TERRAZZO LIGHT BLUE

Reflected Ceiling Plan | SEVENTH FLOOR



LIGHTING LEGEND

- RECESSED 2" TRIMLESS DOWNLIGHT
- RECESSED 4" DOWNLIGHT
- FLOS COMPASS DOUBLE RECESSED BOX
- FLOS STRING SPHERE PENDANT
- FLOS SKYGARDEN PENDANT
- FLOS SMITHFIELD PENDANT
- STUDIO LIGHT
- FLOS SOFT ARCHITECTURAL USO KAP
- ASYMMETRICAL RINGS CHANDELIER
- FLOS INFINITY-70 LED
- RECESSED LINEAR 48" LED

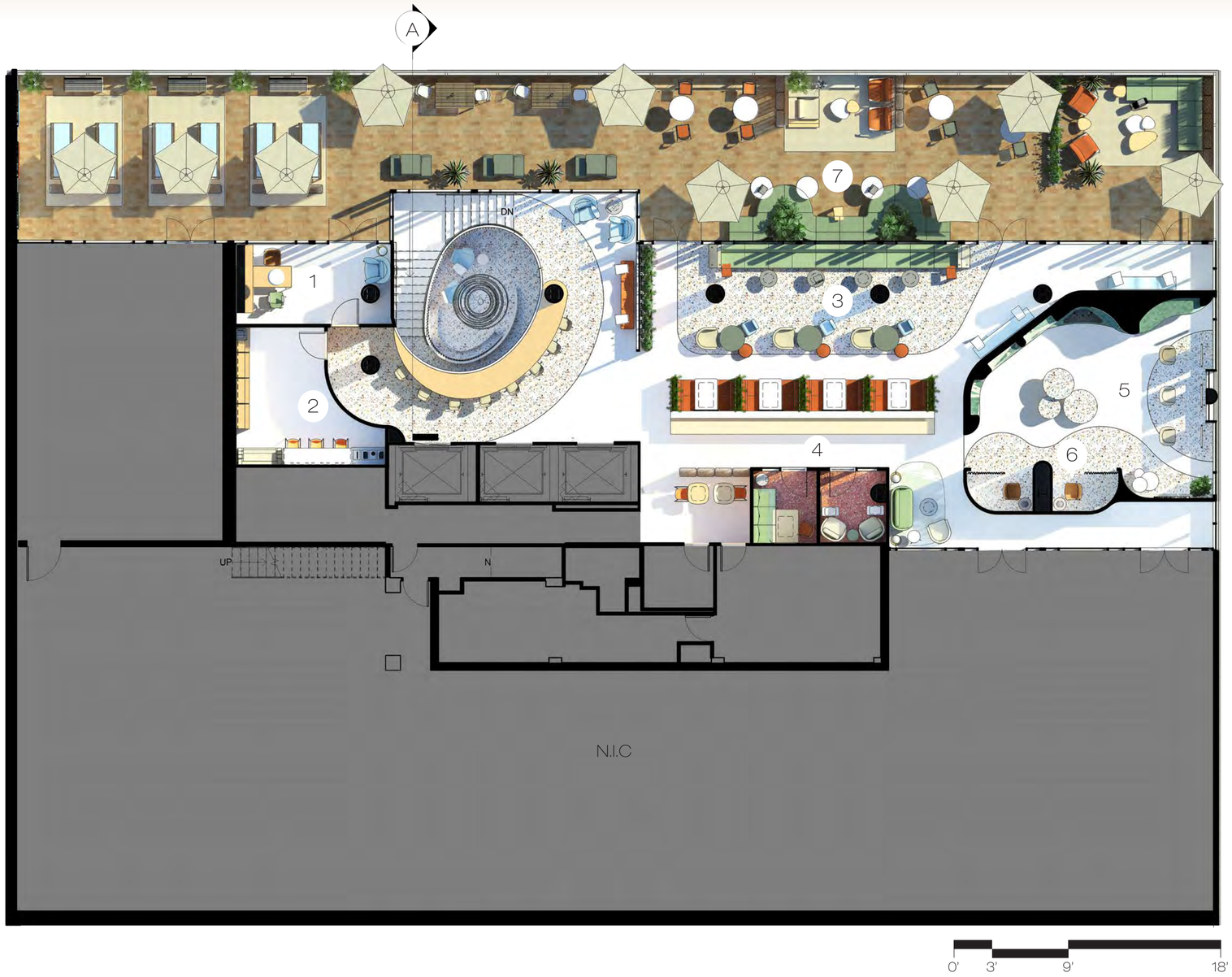
KEY FIXTURES

FLOS USO KAP

FLOS INFINITY-70

FLOS COMPASS BOX

Floor Plan | EIGHTH FLOOR



LEGEND

1 OWNER'S PRIVATE OFFICE
2 RESOURCE ROOM
3 WORK CAFE
4 PRIVATE ENCLAVES
5 RETAIL STORE
6 WILDCARD SPACE
7 OUTDOOR LOUNGE

PRODUCTIVE SPACE

SOCIAL SPACE

WELLNESS SPACE

FLOORING FINISHES

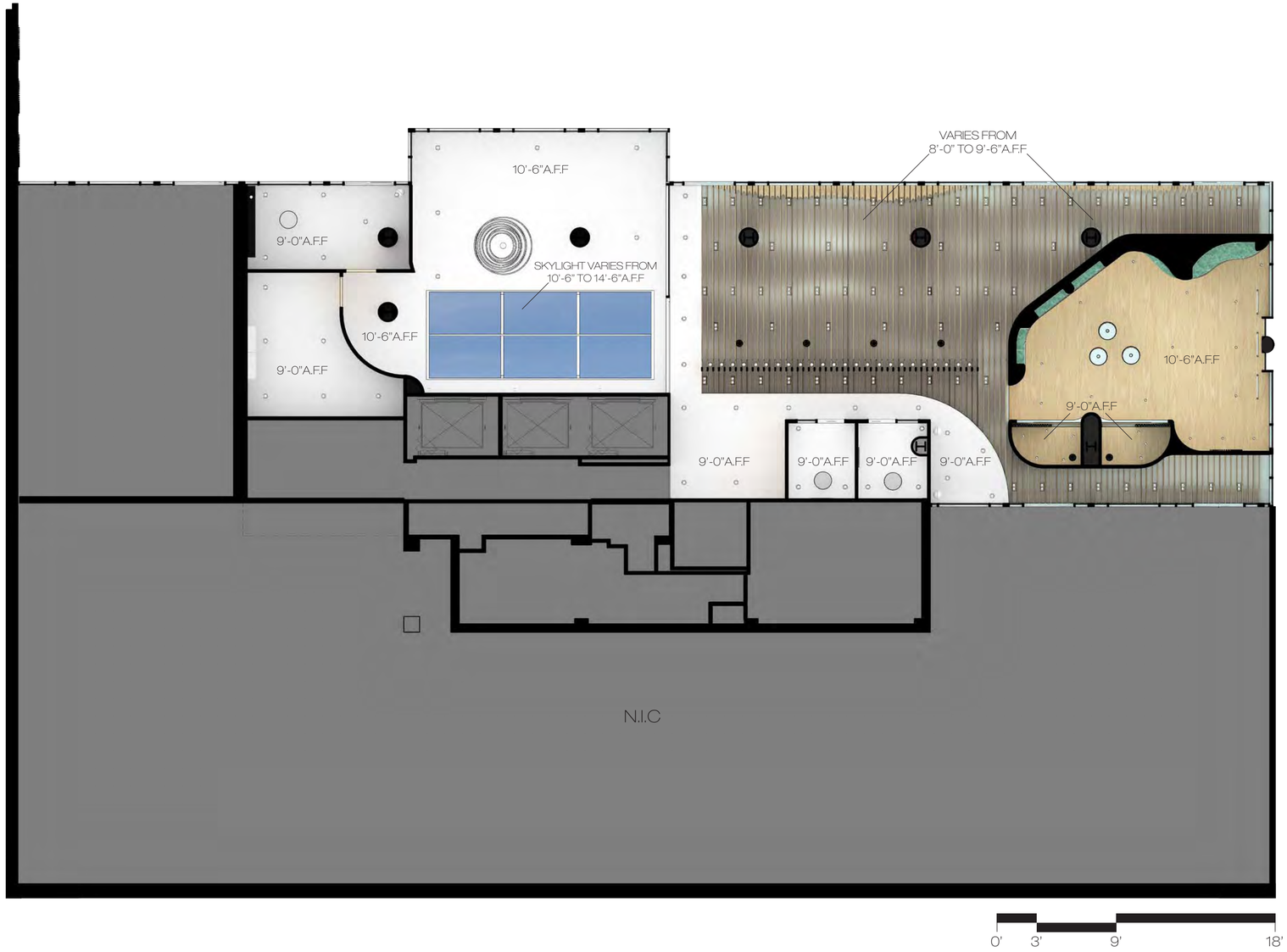
LAMINATE
NEXUS WHITE

MARMOLEUM
CONFETTI TERRAZZO

TERRAZZO
BURNT ORANGE

WOOD DECKING
PARQUET OAK

Reflected Ceiling Plan | EIGHTH FLOOR



LIGHTING LEGEND

- RECESSED 2" TRIMLESS DOWNLIGHT
- RECESSED 4" DOWNLIGHT
- RECESSED BOX DOUBLE LIGHT
- FLOS STRING SPHERE PENDANT
- FLOS SKYGARDEN PENDANT
- FLOS SMITHFIELD PENDANT
- ASYMMETRICAL RINGS CHANDELIER
- FLOS INFINITY-70 LED

KEY FIXTURES

FLOS STRING SPHERE

FLOS SKYGARDEN

FLOS SMITHFIELD

Reception

SEVENTH FLOOR

STEELCASE FF&E

VICCARBE COMMON BENCH

BLU DOT DOG DAYS LOUNGE

MGBW SOLEIL TABLE

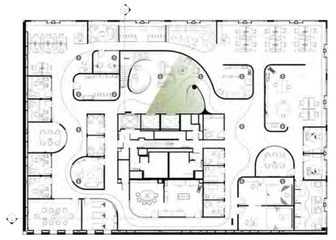
VICCARBE BAMBA SIDE TABLE

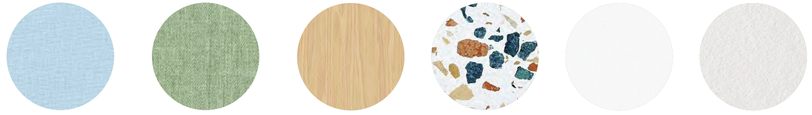
SPACE CHARACTERS

EXTRUSION
(SOCIAL)

SUBTRACTION
(WELLNESS)

KEY LEGEND

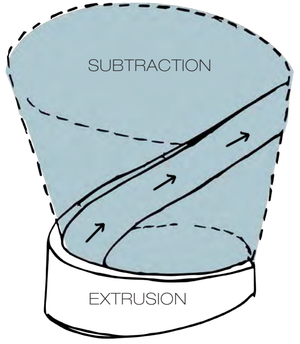




Monumental Staircase

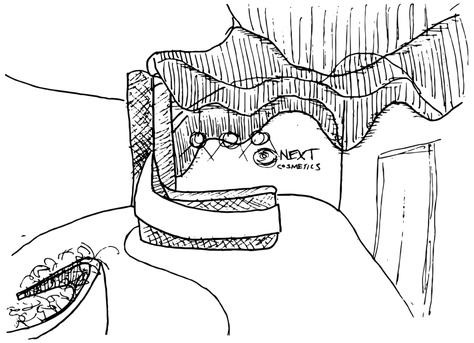
SEVENTH FLOOR

IDEATION SKETCHES



DEVELOPMENT OF SPACE CHARACTERISTICS

EARLY SPATIAL SKETCH



EARLY SKETCH OF STAIR & RECEPTION INTERACTION

STEELCASE FF&E

STEELCASE MASSAUD LOUNGE

STEELCASE AWAIT TABLE

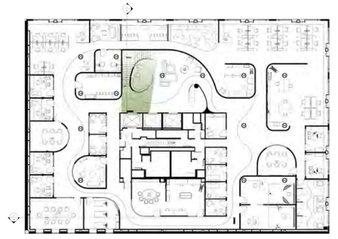
FLOS FOGLIO WALL SCONCE

SPACE CHARACTERS

EXTRUSION
(SOCIAL)

SUBTRACTION
(WELLNESS)

KEY LEGEND



Office Hallway

SEVENTH FLOOR

STEELCASE FF&E

V.I.A MODULAR WALL

STEELCASE ROOM WIZARD

ROAM WALL MOUNT

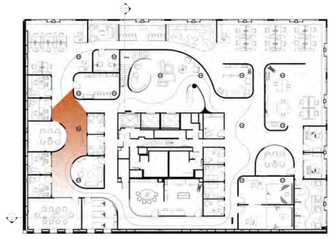
VICCARBE MAARTEN CHAIR

SPACE CHARACTERS

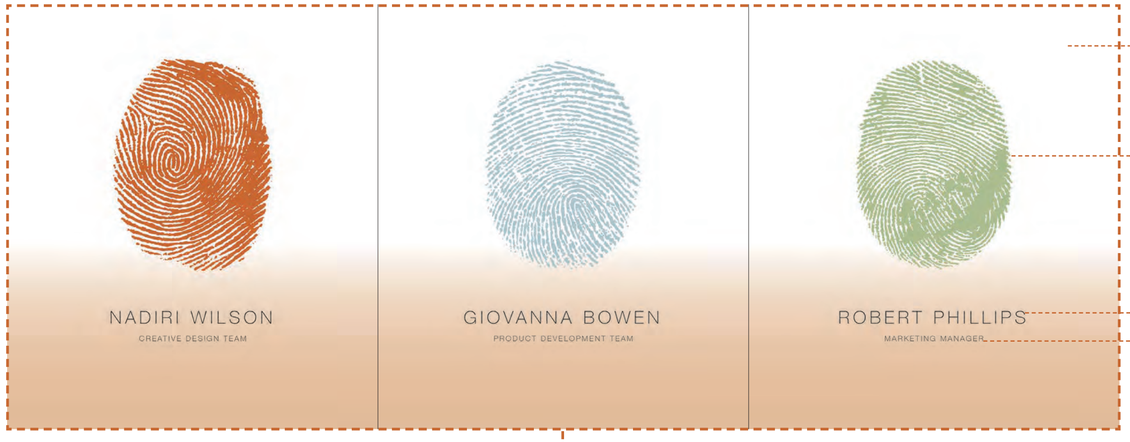
EXTRACTION
(PRODUCTIVITY)

EXTRUSION
(SOCIAL)

KEY LEGEND



DETAIL OF CELEBRATION BOARD



LED Panel Screen

Individual's Unique Fingerprint

Individual's Name

Department/ Title

STEELCASE FF&E

FLOS SKYGARDEN PENDANT

ROAM WALL MOUNT

STEELCASE MASSAUD CHAIR

STEELCASE RACETRACK TABLE

0' 3' 9' 18'

SPACE CHARACTERS

EXTRACTION
(PRODUCTIVITY)

SUBTRACTION
(WELLNESS)

KEY LEGEND

Section B

CELEBRATION BOARD

Unassigned Office

SEVENTH FLOOR

STEELCASE FF&E

STEELCASE CIRCA SEATING

STEELCASE CAMPFIRE TABLE

STEELCASE ENEA CHAIR

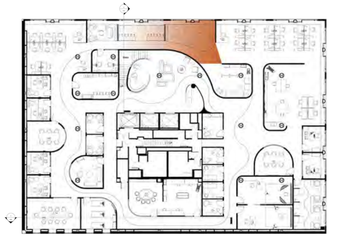
STEELCASE MONTARA TABLE

SPACE CHARACTERS

EXTRACTION
(PRODUCTIVITY)

EXTRUSION
(SOCIAL)

KEY LEGEND



Quiet Wellness Room

SEVENTH FLOOR

STEELCASE FF&E

STEELCASE HOSU LOUNGE

MGBW HANDLER TABLE

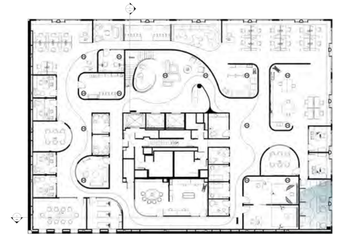
STEELCASE SISTEMA LOUNGE

FLOS USO KAP LIGHT

SPACE CHARACTERS

SUBTRACTION
(WELLNESS)

KEY LEGEND



Section A

STAIR DESIGN

0' 3' 6' 9'

STEELCASE FF&E

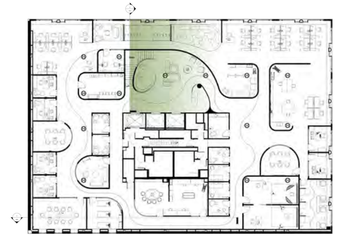
VICCARBE AELTA BAR STOOL

VICCARBE BURIN TABLE

ORANGEBOX CUBB BAR STOOL

EXTREMIS PICNIK TABLE

KEY LEGEND



Work Cafe

EIGHTH FLOOR

STEELCASE FF&E

STEELCASE REGARD BOOTH

CAMPFIRE LOUNGE

MGBW KIRBY LOUNGE

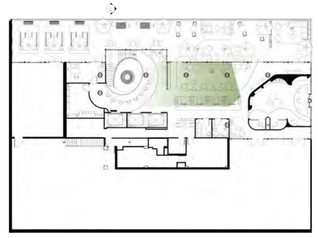
STEELCASE PAPER TABLE

SPACE CHARACTERS

EXTRUSION
(SOCIAL)

EXTRACTION
(PRODUCTIVITY)

KEY LEGEND



Outdoor Lounge

EIGHTH FLOOR

STEELCASE FF&E

EXTREMIS SUNBED

EXTREMIS STICKS DIVIDER

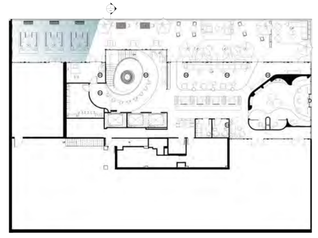
EXTREMIS ACACIA SHADE

NANIMARQUINA RUG

SPACE CHARACTERS

SUBTRACTION
(WELLNESS)

KEY LEGEND



Retail Store

EIGHTH FLOOR

STEELCASE FF&E

STEELCASE BOB CHAIR

FLOS SKYGARDEN PENDANT

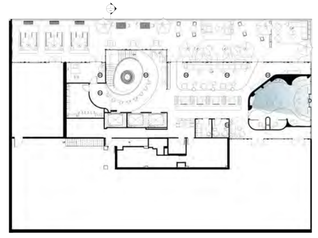
FLOS LA PLUS BELLE MIRROR LIGHT

SPACE CHARACTERS

EXTRUSION
(SOCIAL)

SUBTRACTION
(WELLNESS)

KEY LEGEND



Expression Experience

WILDCARD SPACE

STEELCASE FF&E

STEELCASE BINDU CHAIR

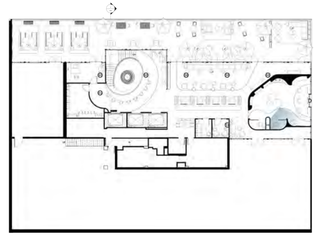
WEST ELM WORK TABLE

FLOS STRING SPHERE PENDANT

SPACE CHARACTERS

SUBTRACTION
(WELLNESS)

KEY LEGEND



Logo Style Sheet

STANDARD LOGO

next
COSMETICS

LOGO COMPOSITION

LOGO ICON VARIATIONS

TYPOGRAPHY

Glitther Syavina Freebies
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstvwxyz

Helvetica Neue LT Pro Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

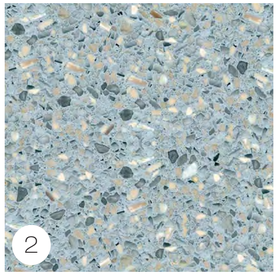
BURNT ORANGE
17.70.93.4

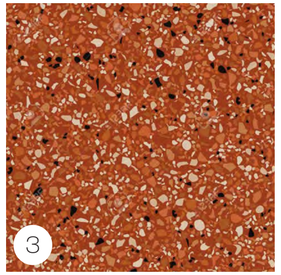
SAGE GREEN
35.15.50.0

PASTEL BLUE
32.13.14.0

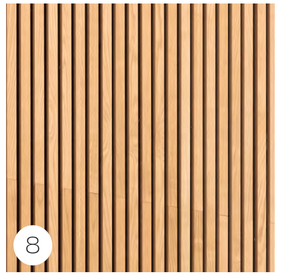
NUDE
11.27.40.0

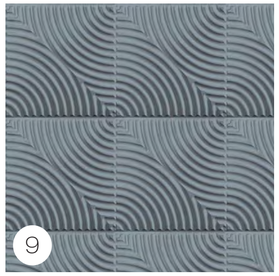
Materials



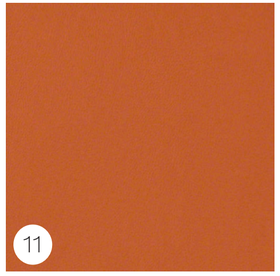


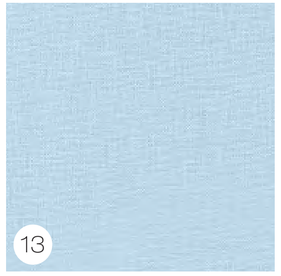
FLOORING





CASEWORK & WALL PANELING





UPHOLSTERY

LEGEND

1 MARMOLEUM - CONFETTI TERRAZZO
2 TERRAZZO - LIGHT BLUE
3 TERRAZZO - BURNT ORANGE
4 WOOD DECKING - PARQUET OAK
5 LAMINATE - NEXUS WHITE
6 SLAB MARBLE - ROYAL GREEN
7 WOOD PANELING - LIGHT OAK
8 WOOD SLATTING - LIGHT OAK
9 3D TILE PANELING - BLUE INFINITI
10 PLASTER - TITANIUM WHITE
11 STEELCASE UPHOLSTERY - SAFFRON
12 STEELCASE UPHOLSTERY - SAGE GREEN
13 STEELCASE UPHOLSTERY - SKY BLUE
14 STEELCASE UPHOLSTERY - BEIGE
15 STEELCASE UPHOLSTERY - ARCTIC WHITE

next

COSMETICS