

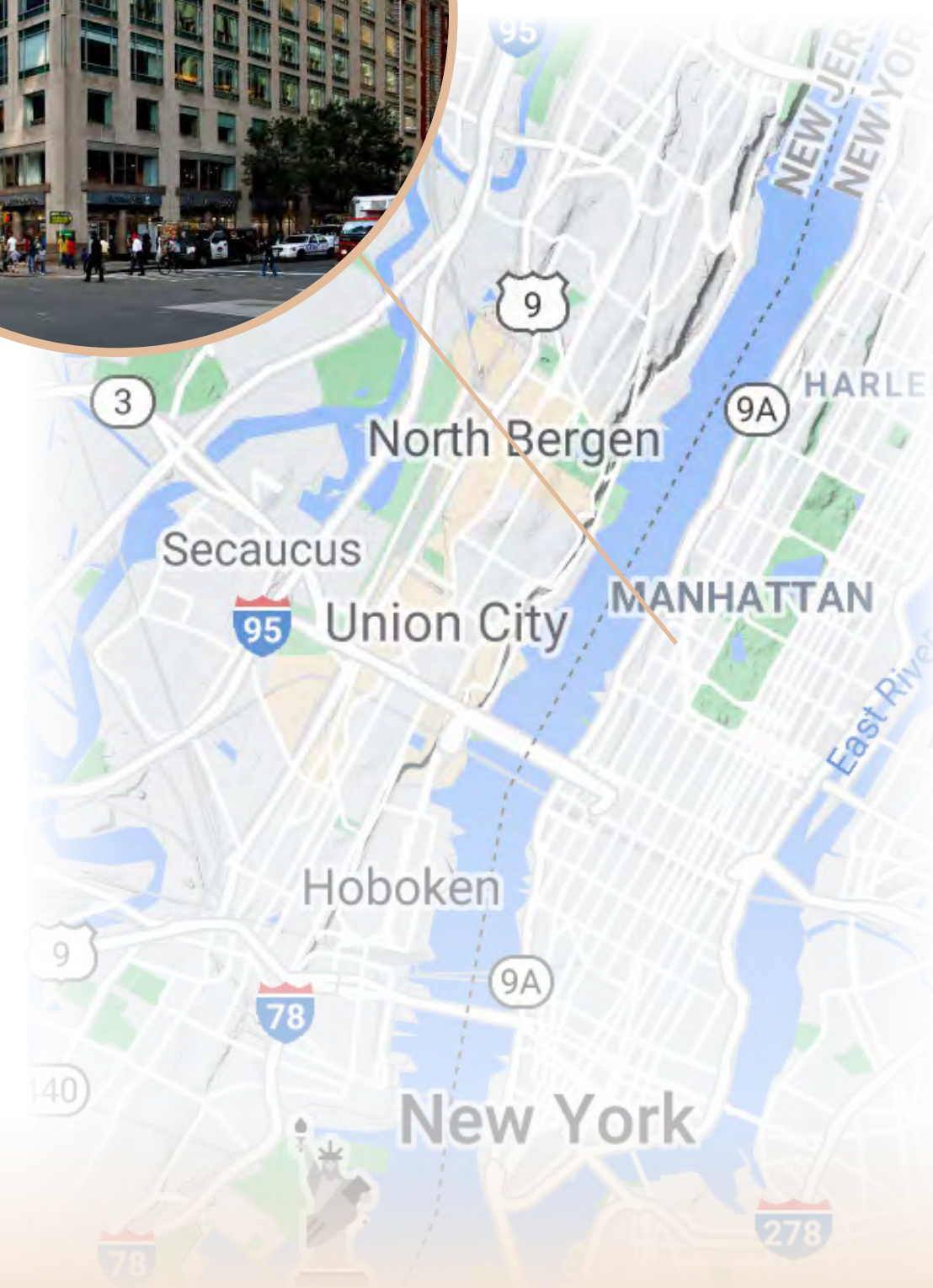


 *next*
C O S M E T I C S

Project Location | NEW YORK CITY, NY

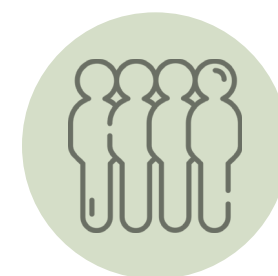


4 COLUMBUS CIRCLE
MANHATTAN,
NEW YORK



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 intellectuals, New York City values the representation of individuality and all forms of self expression. This freedom allows individuals to explore their true identities and achieve 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 & themselves by creating products that Promote equality, embrace individuality & advocates for our planet

INCLUSIVE & FLUID

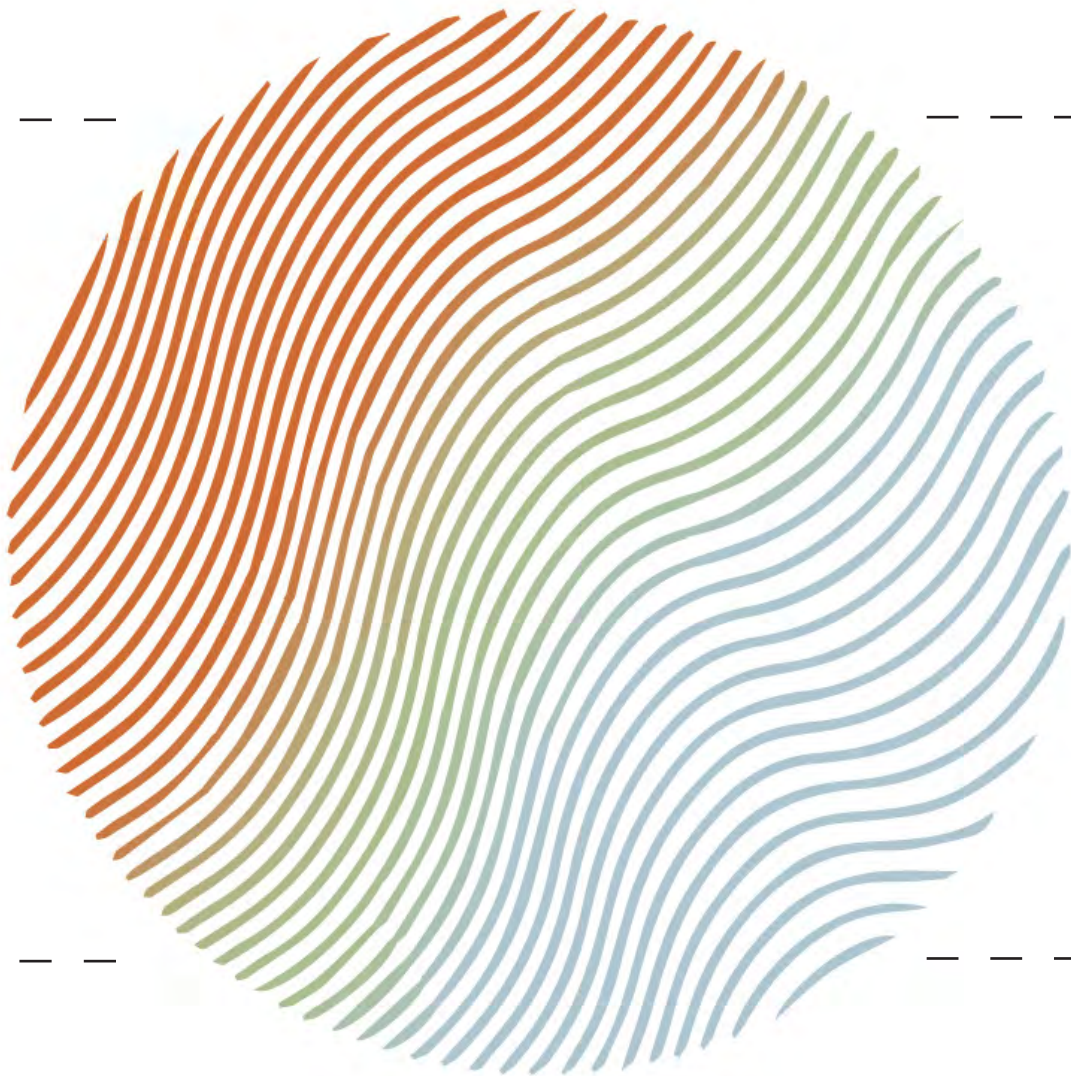
It is our goal to create a brand that is inclusive to all ages, abilities, Ethnicities & genders. By developing minimalistic & iconic products that have options for everyone, we hope that our audience can achieve the best version of themselves through the use of our products!

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.



Logo Style Guide

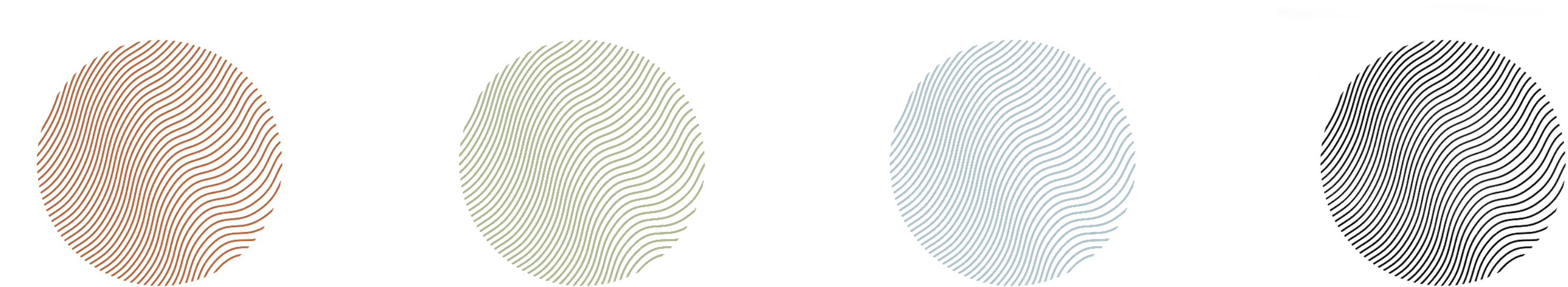
STANDARD LOGO



LOGO COMPOSITION



LOGO ICON VARIATIONS



TYPOGRAPHY

Glitter Syavina Freebies
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

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

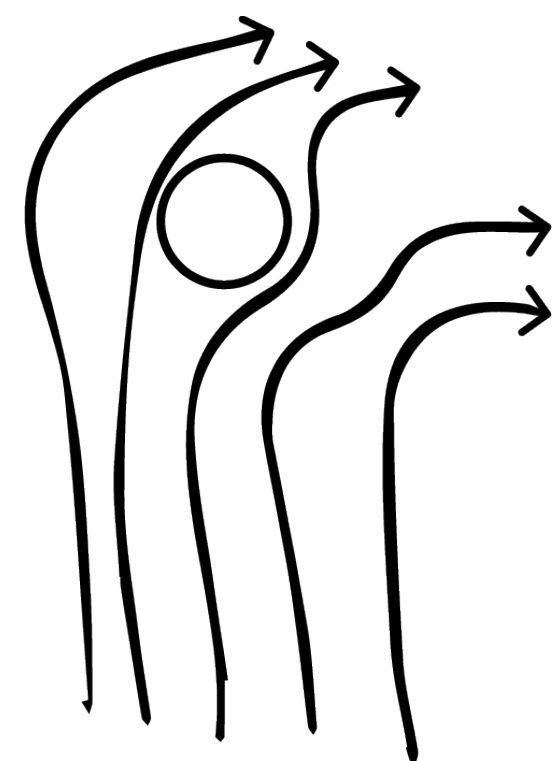


Alpha Waves: Connection to reflection, meditation, & stress regulation

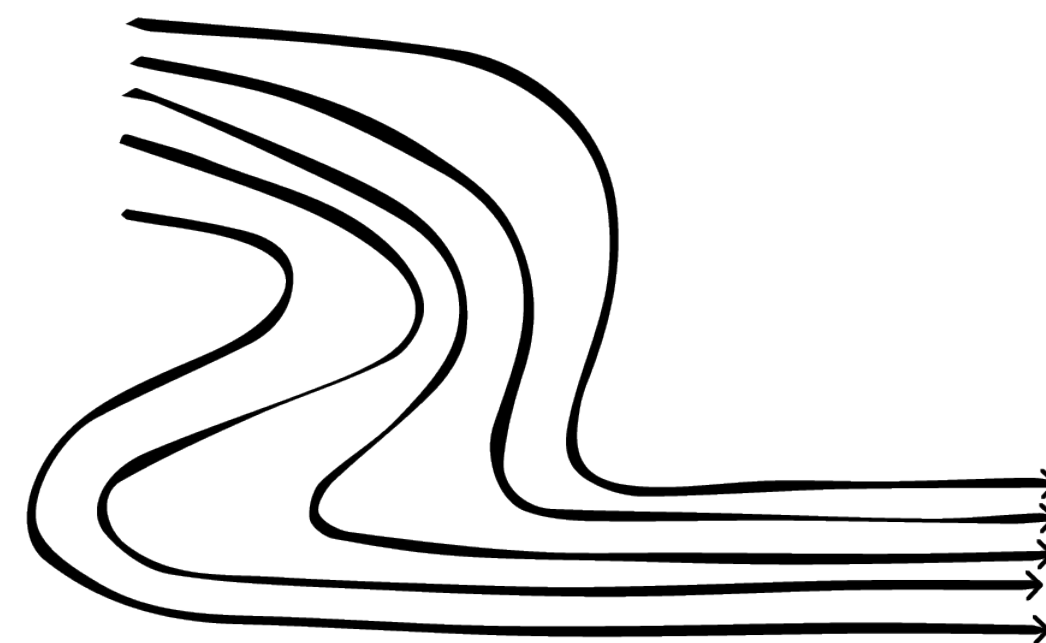


Theta Waves: Connection to creativity, intuition & emotion

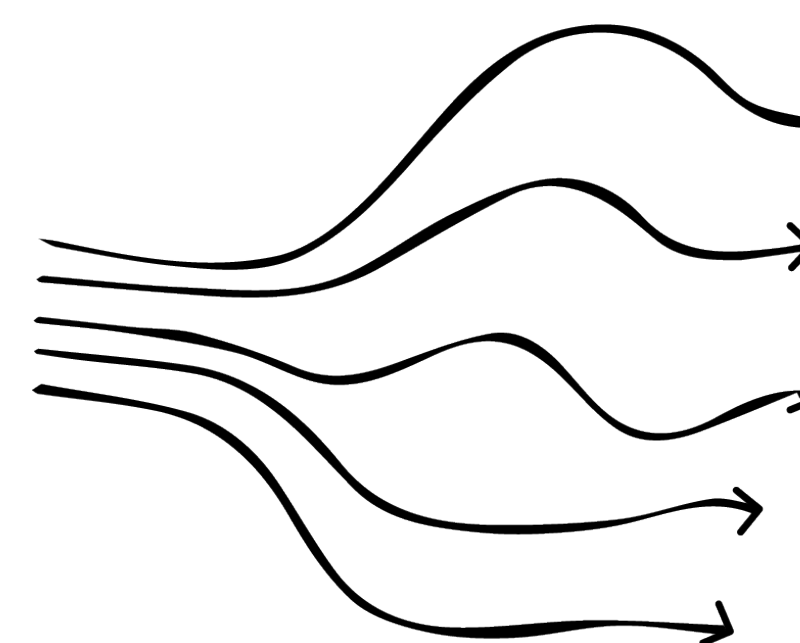
OUR JOURNEY THROUGH EXPERIENCE PAVES THE PATH TOWARDS EXPRESSION OF INDIVIDUALITY



Pathway through conflict



Brought together to achieve goals & dreams



Set free to express ourselves

CONCEPT STATEMENT

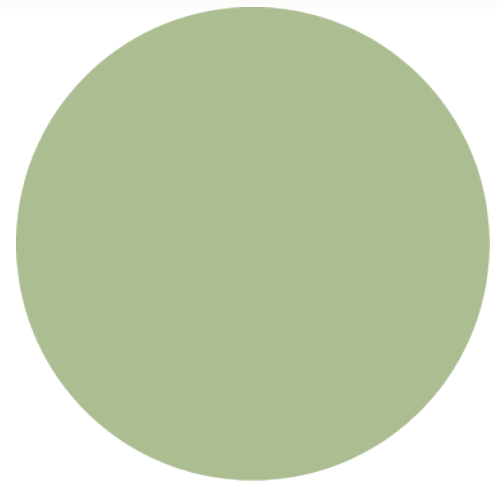
Self expression is displayed in many shapes and forms. Our interpretations of self expression transforms throughout our lives as we journey through life experiences. This exploration of our individuality and Self expression translates into our innate desire Towards self improvement based on our existing Physical states and life experiences.

Our biological makeup sets the foundation of Individuality within all of us. From physical attributes, to genetic predispositions, to how our brain waves affect our moods and abilities. We all have individuality born Within us. The presentation of our physical selves is only the cover page of who we truly are and who We are becoming.

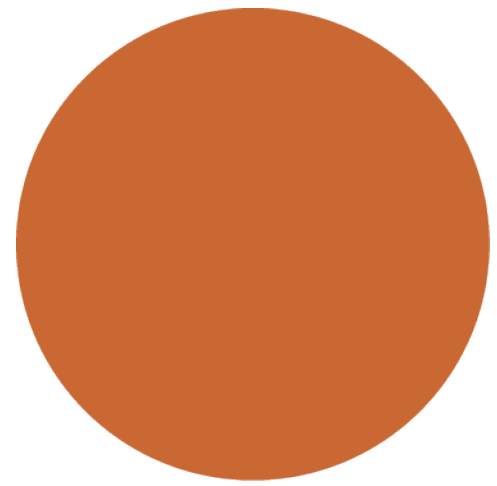
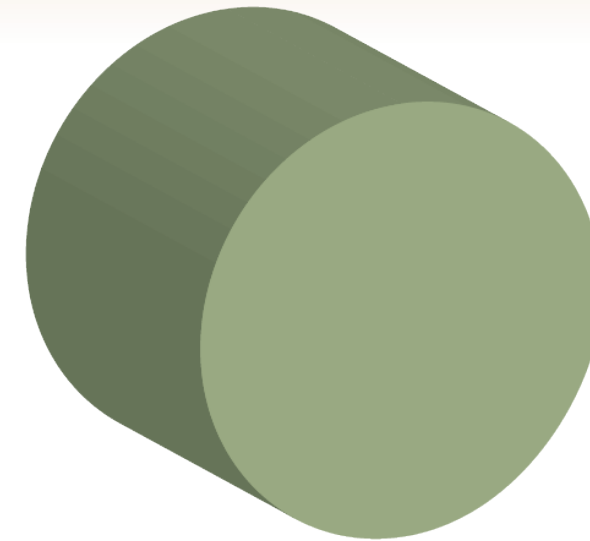
While our biological selves are often fixed, what makes us unique in our individuality of self expression is our journey through experience. Our experiences pave the way for who we transform into overtime. This Metamorphosis is shaped by overcoming conflict and working together to achieve goals, which ultimately sets us free to express ourselves based on how our journey has shaped us. Even while facing the same conflicts and targeting the same goals, we all have different paths towards overcoming and achieving in order to become the best versions of ourselves.

Our living environments shape not only our individual Experiences, but also our physical capabilities. By Developing spaces that encourage individual Exploration and addresses the various physical, Emotional, and mental needs for individual Improvement, the final design seeks to allow individuals the freedom of expression. The intent of my design is to depict and foster this metamorphosis of self by Addressing the direct needs of the end user.

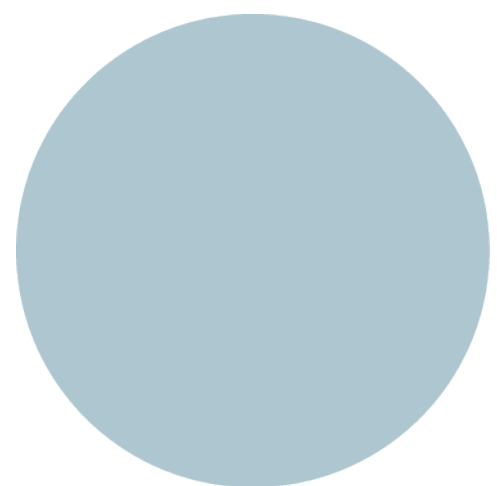
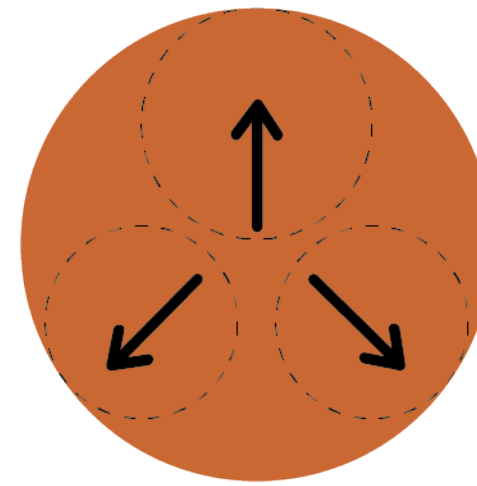
Space Characteristics | METAMORPHOSIS WITHIN SPACE



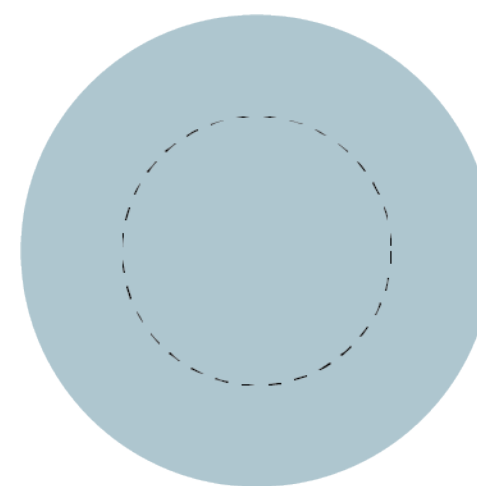
EXTRUSION
(GROWTH, SOCIAL)



EXTRACTION
(SEPARATION, PRODUCTIVITY)



SUBTRACTION
(CENTERING, WELLNESS)

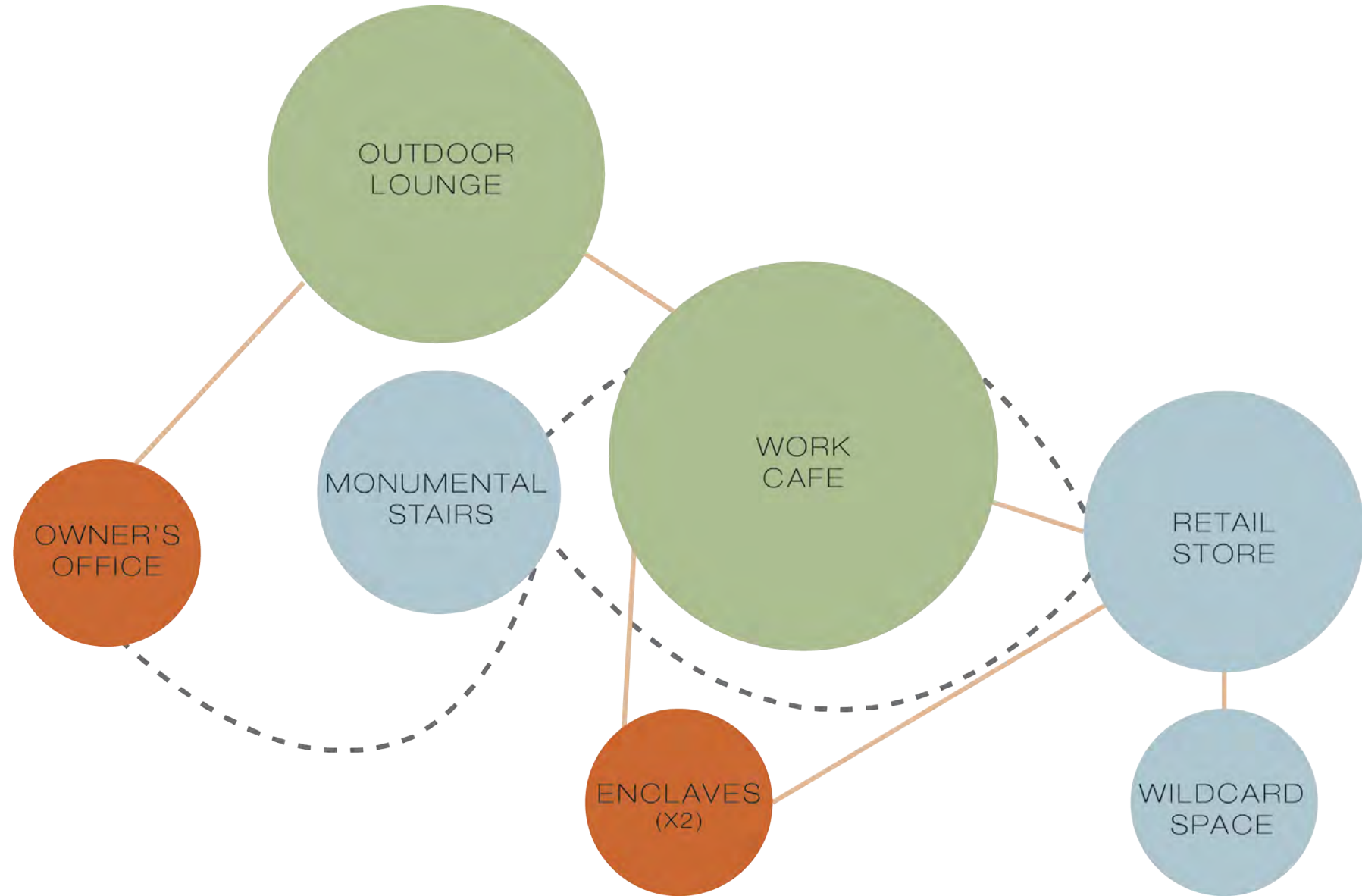


Adjacency Diagrams

SEVENTH FLOOR



EIGHTH FLOOR



LEGEND



PRIMARY ROUTE



SECONDARY ROUTE



PRODUCTIVE SPACE

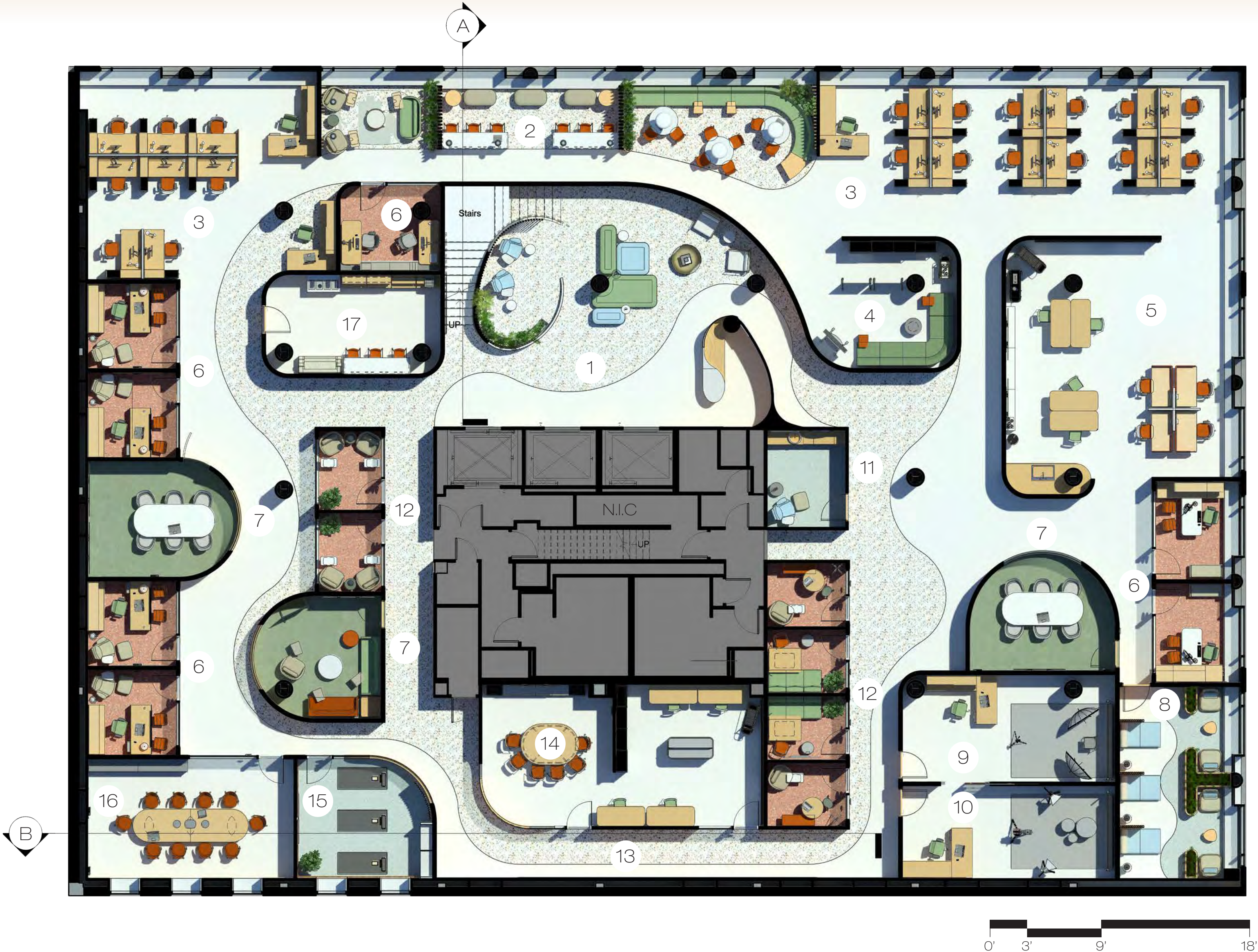


SOCIAL SPACE



WELLNESS SPACE

Floor Plan | SEVENTH FLOOR



LEGEND

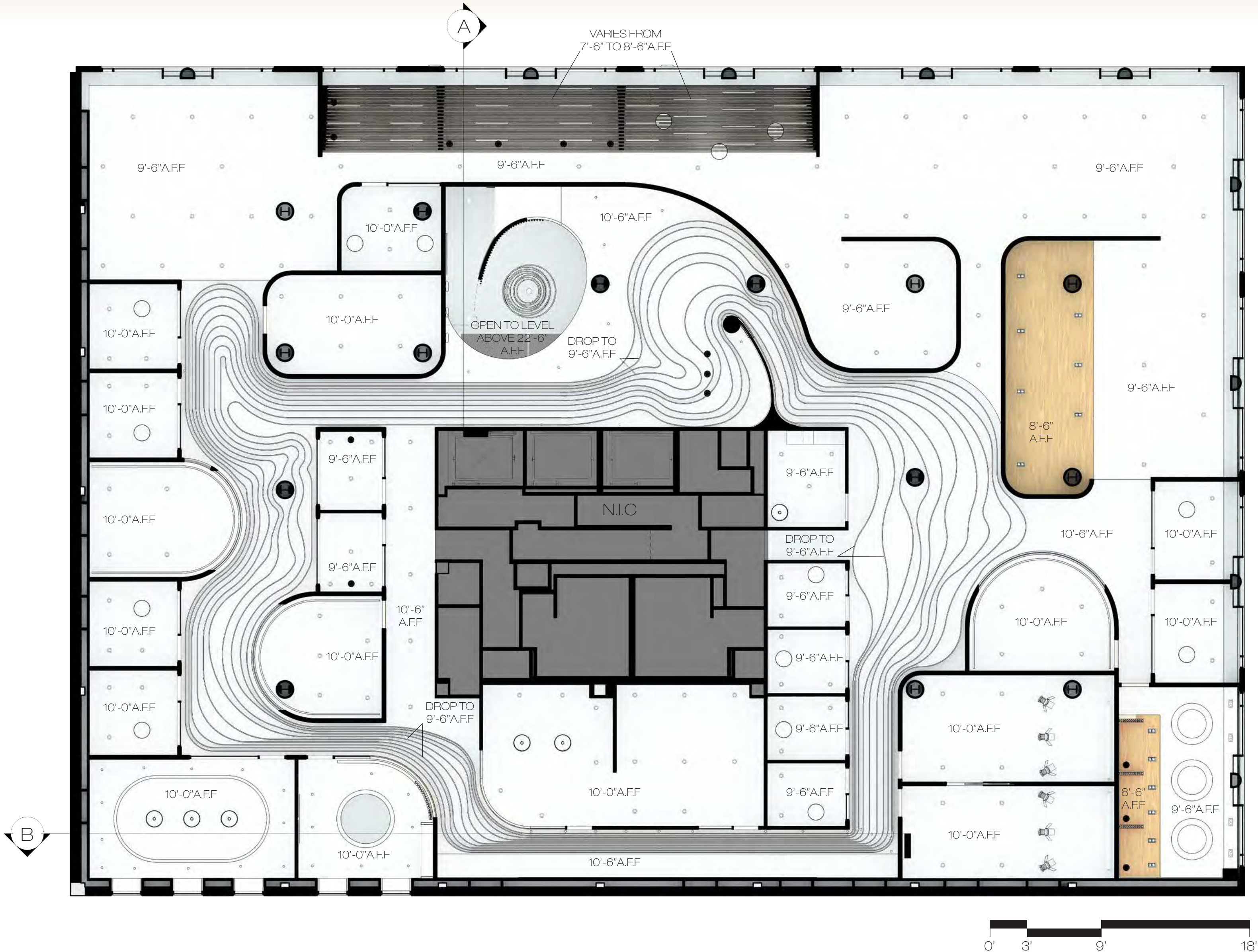
- 1 RECEPTION
- 2 UNASSIGNED OFFICE
- 3 OPEN OFFICE
- 4 PROJECT MARKETING ROOM
- 5 PRODUCT DEVELOPMENT
- 6 PRIVATE OFFICES
- 7 MEDIUM MEETING
- 8 QUIET WELLNESS ROOM
- 9 PHOTO STUDIO
- 10 VIDEO STUDIO
- 11 MOTHER'S ROOM
- 12 PRIVATE ENCLAVES
- 13 CELEBRATION BOARD
- 14 RETAIL MOCKUP
- 15 ACTIVE WELLNESS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

- PRODUCTIVE SPACE
- SOCIAL SPACE
- WELLNESS SPACE

FLOORING FINISHES



Reflected Ceiling Plan | SEVENTH FLOOR



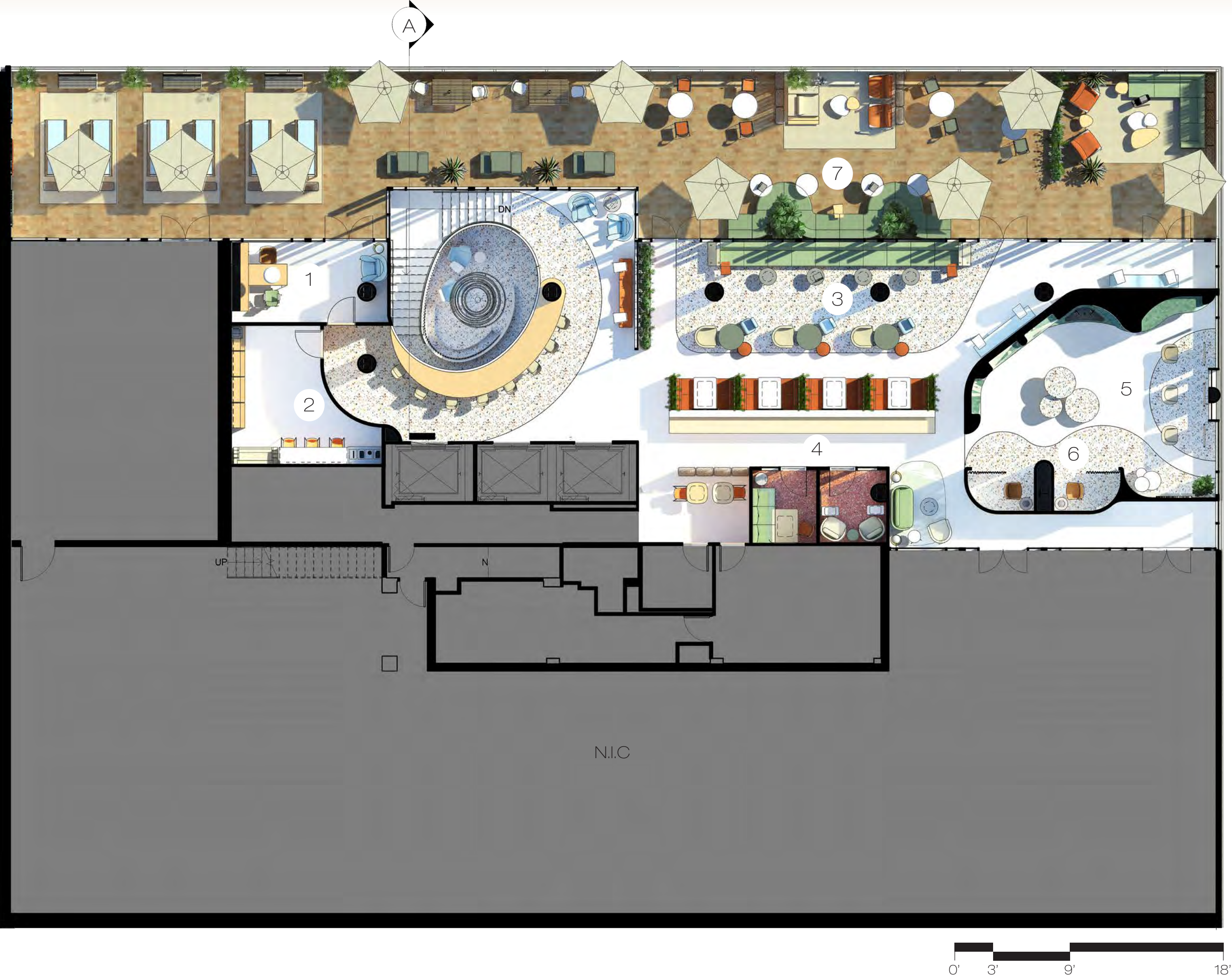
LIGHTING LEGEND

- 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



Floor Plan | EIGHTH FLOOR



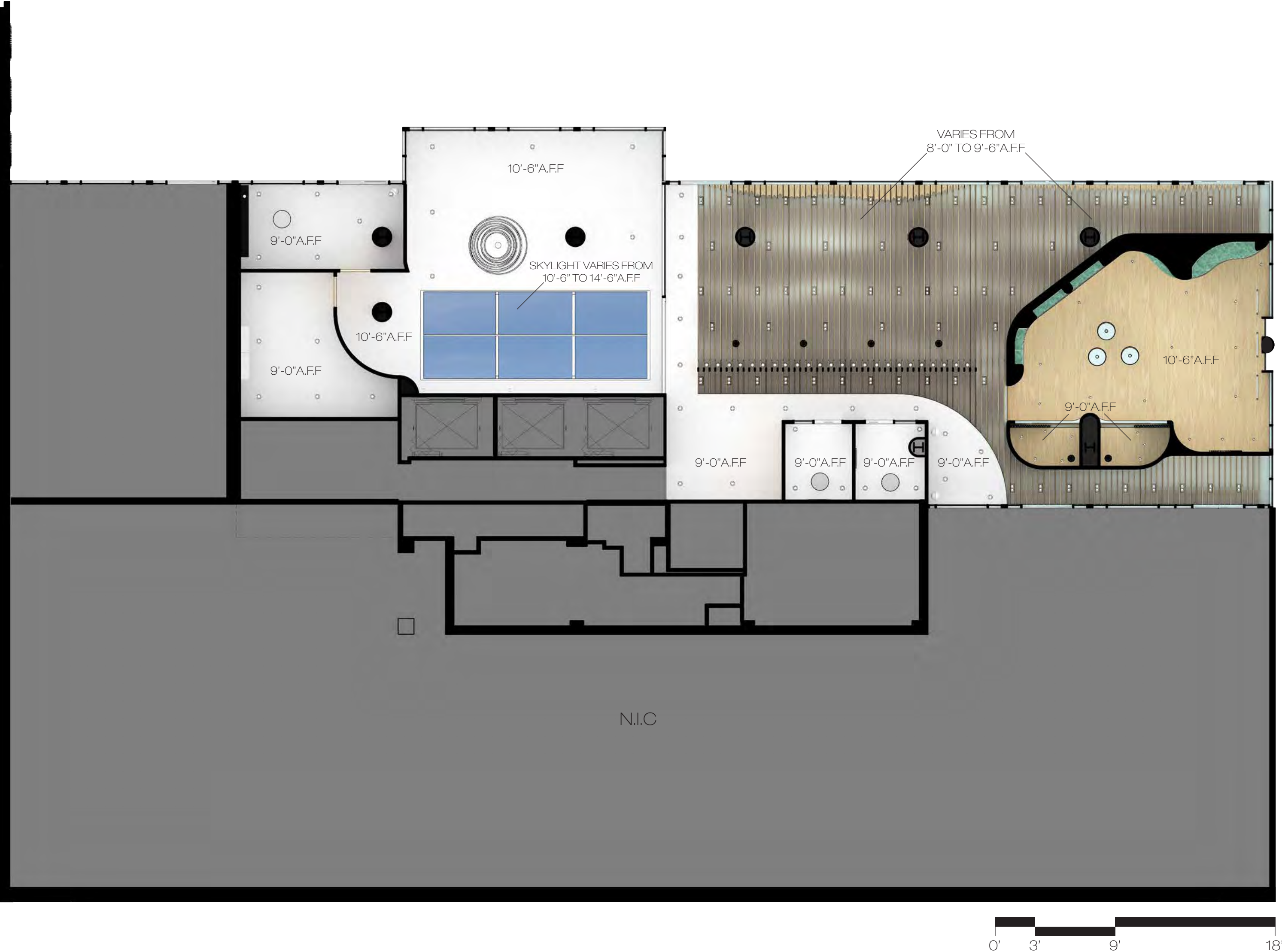
- ### LEGEND
- 1 OWNER'S PRIVATE OFFICE
 - 2 RESOURCE ROOM
 - 3 WORK CAFE
 - 4 PRIVATE ENCLAVES
 - 5 RETAIL STORE
 - 6 WILDCARD SPACE
 - 7 OUTDOOR LOUNGE

- PRODUCTIVE SPACE
- SOCIAL SPACE
- WELLNESS SPACE

FLOORING FINISHES



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



ABOUT

The reception acts as part of the initial entrance experience into the next cosmetics office, **encouraging exploration** throughout the rest of the space.

The space allows for social interaction and reflection, with casual seating and work tables.

Extrusion and **subtraction** within 3D space were used to create the final reception design as it transforms from ground level, towards the ceiling, till eventually flowing Throughout the space.

STEELCASE FF&E



VICCARBE COMMON BENCH



BLU DOT DOG DAYS LOUNGE



MGBW SOLEIL TABLE



VICCARBE BAMBA SIDE TABLE

SPACE CHARACTERS



EXTRUSION
(SOCIAL)



SUBTRACTION
(WELLNESS)

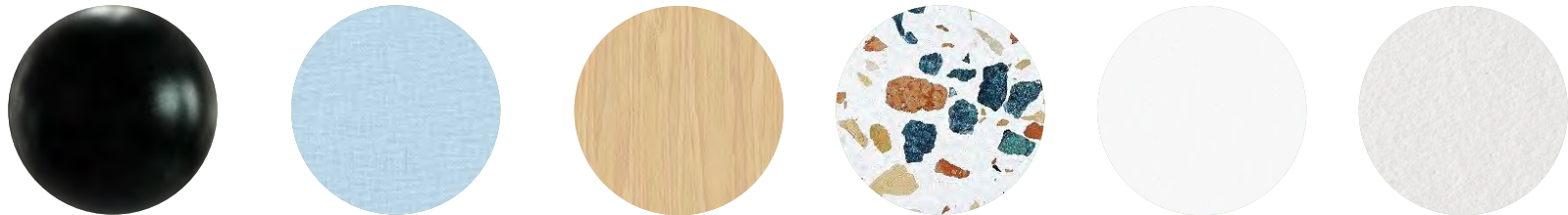
KEY LEGEND



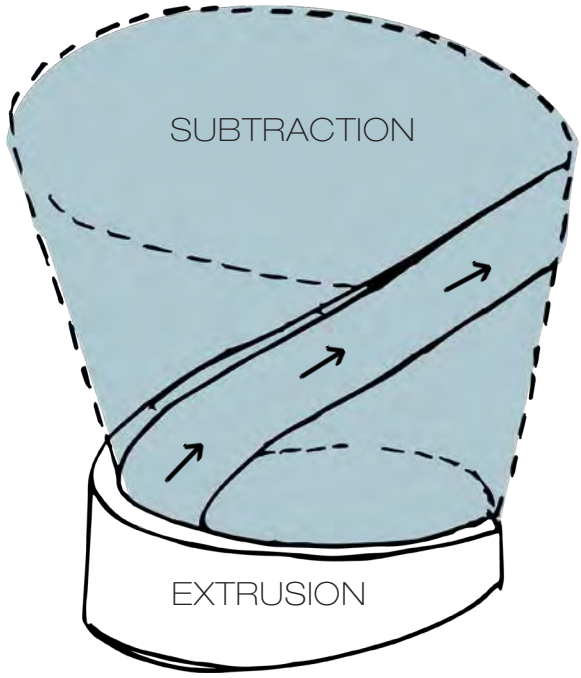


Monumental Staircase

SEVENTH FLOOR



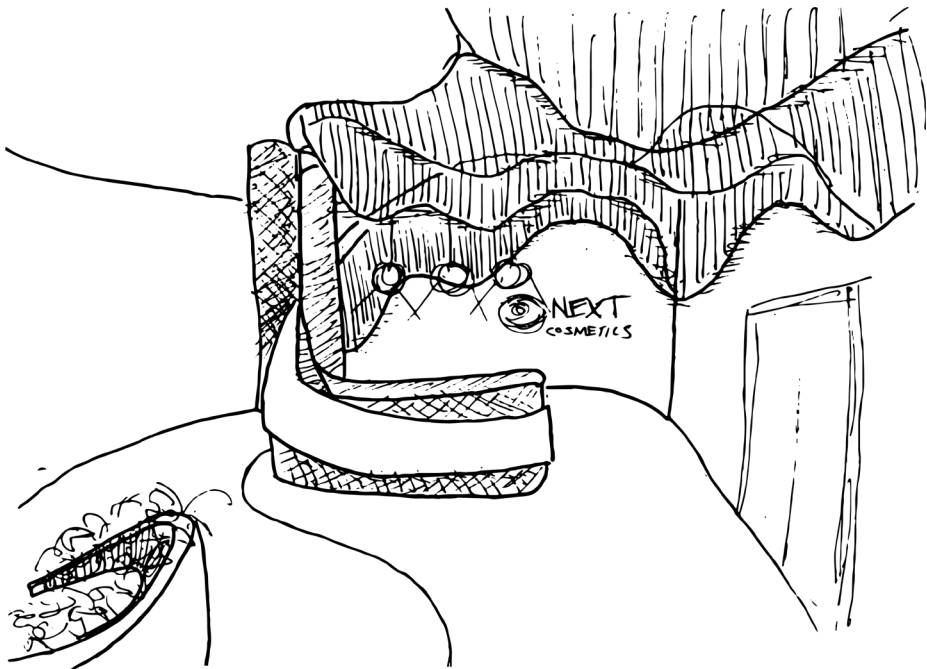
IDEATION SKETCHES



DEVELOPMENT OF SPACE CHARACTERISTICS



EARLY SPATIAL SKETCH



EARLY SKETCH OF STAIR & RECEPTION INTERACTION

ABOUT

The monumental stairs act as part of the initial entrance experience into the next cosmetics office, encouraging exploration up towards the eighth floor.

While providing itself as a healthy means of movement between levels, the stair design incorporates a green wellness zone in it's center. This small wellness space allows individuals to subtract themselves from a primarily social space to reflect or accomplish work while waiting for meetings.

Extrusion and subtraction were used to develop the monumental stair design. Creating the flowing extruded geometry to host the stair and subtracting it's center provide balance.

STEELCASE FF&E



STEELCASE MASSAUD LOUNGE



STEELCASE AWAIT TABLE



FLOS FOGLIO WALL SCONCE

SPACE CHARACTERS



EXTRUSION (SOCIAL)



SUBTRACTION (WELLNESS)

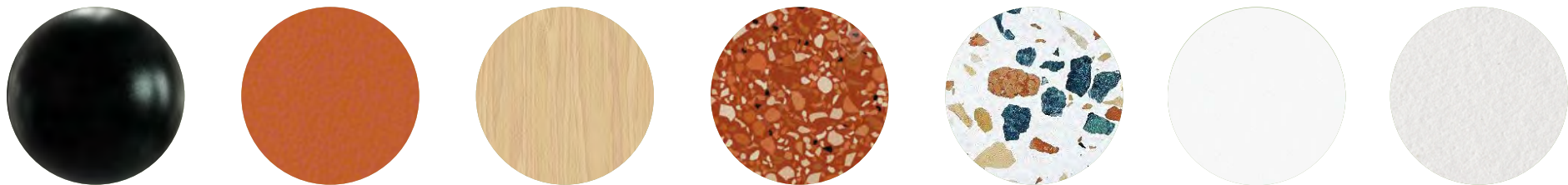
KEY LEGEND





Office Hallway

SEVENTH FLOOR



ABOUT

The ceiling design, depicting the **metamorphosis through experience**, encourages individuals to overcome conflict and work together to achieve goals in order to be set free to become the best versions of themselves. The ceiling design also incorporates acoustic, **sound absorbing properties** to allow for privacy and productivity.

Extrusion and extraction were used to develop the medium meeting room designs. As this space is a productive and social meeting space, the design depicts an extruded semi-circle with an extracted cutout filled with glass.

Innovative technology is key to this space by utilizing steelcase products. The space allows for optimized wayfinding and integration between digital and physical platforms.

STEELCASE FF&E



V.I.A MODULAR WALL



STEELCASE ROOM WIZARD



ROAM WALL MOUNT



VICCARBE MAARTEN CHAIR

SPACE CHARACTERS



EXTRACTION
(PRODUCTIVITY)

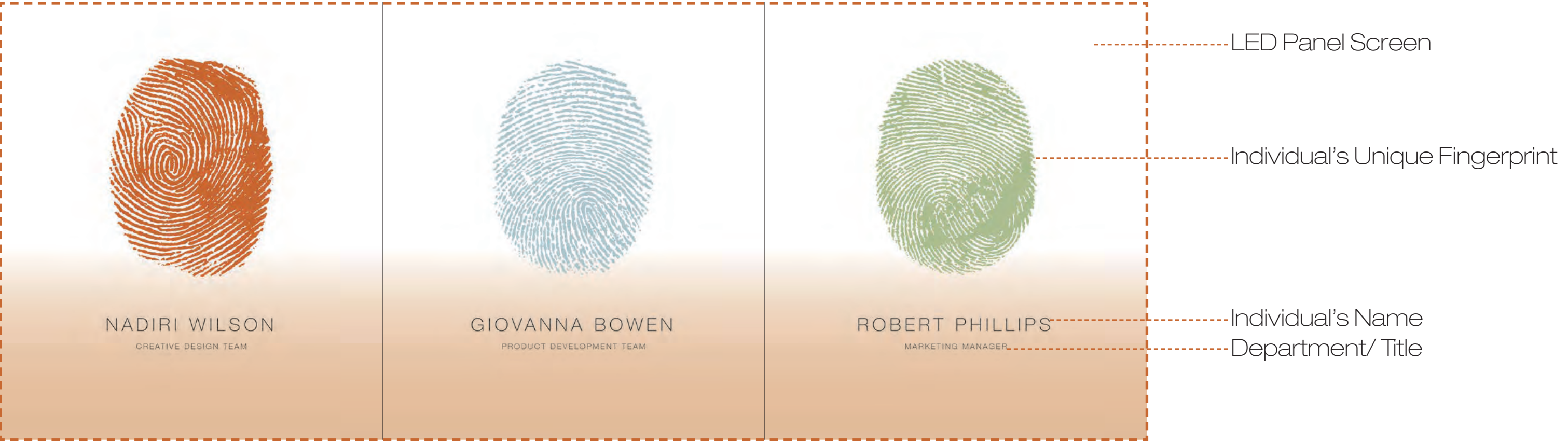


EXTRUSION
(SOCIAL)

KEY LEGEND



DETAIL OF CELEBRATION BOARD



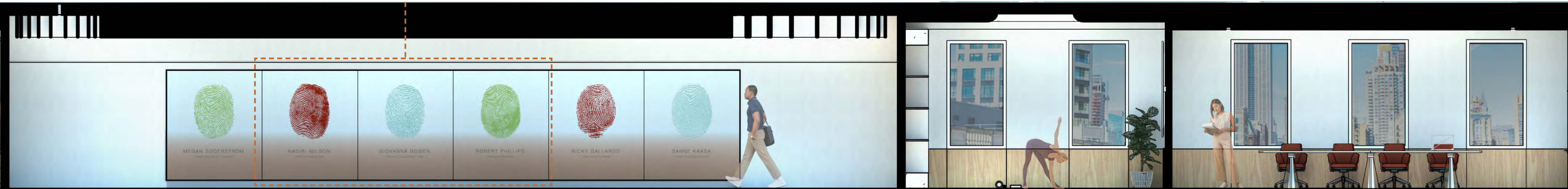
ABOUT

The celebration board seeks to recognize the achievements of next cosmetic's employees in a way that displays what makes them unique. By creating digital art of each recognized individual's fingerprints, we hope to capture the *essence of their physical expression*.

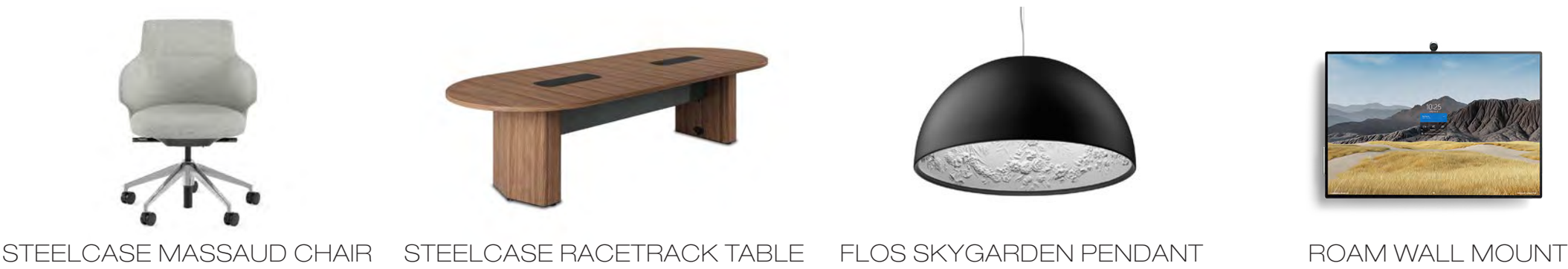
The active wellness room allows individuals a choice of how to refresh and center themselves. From yoga to digitally taught classes, next cosmetics hopes to provide an *array of outlets* towards achieving the best version of yourself.

The large conference room provides a private space for important meetings and proposals. This space combines *physical and digital* platforms for seamless integration.

SPACE CHARACTERS



STEELCASE FF&E



KEY LEGEND



Section B
CELEBRATION BOARD



Unassigned Office
SEVENTH FLOOR



ABOUT

The unassigned office space provides ample seating for both unassigned and assigned employees to collaborate. The space offers a variety of work settings, allowing individuals a choice in what orientation meets their individual needs.

The ceiling design depicts the same frequency as theta brain waves (3.5-7.5 Hertz). Theta waves have a strong connection to creativity, intuition, and emotion. By implimenting this physical representation within this productive space, the design encourages individuals to expand their creativity and improve their emotional wellbeing



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



ABOUT

The quiet wellness room allows for complete [removal from the hustle of a working office](#). With integrated division, green zones, and consistent natural daylight, the quiet wellness room allows individuals to [center themselves](#).

The space characteristic of [subtraction](#) is depicted through the division of space planning and the ceiling design. FLOS USO Kap fixtures were used to imitate the removal of part of the ceiling, leaving behind a soft and diffused glow.

STEELCASE FF&E



STEELCASE HOSU LOUNGE



MGBW HANDLER TABLE



STEELCASE SISTEMA LOUNGE



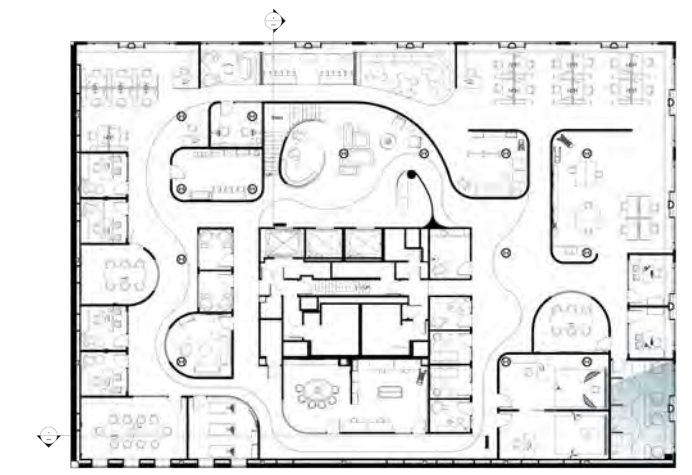
FLOS USO KAP LIGHT

SPACE CHARACTERS



SUBTRACTION
(WELLNESS)

KEY LEGEND





Section A
STAIR DESIGN

ABOUT

The section of the stair design displays the **connection** between the seventh and eighth level. The translation of 3D geometry within space **transforms between levels** while maintaining consistency between space characteristics.

The stair design is adjacent to the elevator, allowing **equal access** for individuals of all capabilities to navigate between floors.

STEELCASE FF&E



VICCARBE AELTA BAR STOOL



VICCARBE BURIN TABLE



ORANGEBOX CUBB BAR STOOL



EXTREMIS PICNIK TABLE

KEY LEGEND





Work Cafe

EIGHTH FLOOR



ABOUT

The work cafe incorporates a multi-modal and multi-functional open layout. The space can be used as an **extension of the working office** or as an **event space** for product launch parties or celebrations. The work cafe has ample seating for beyond the capacity of the office to accommodate for guests.

The ceiling design depicts the same varying frequency as **alpha brain waves (8-12 hertz)**. Alpha waves have a strong connection to **reflection, meditation, and stress reduction**. By implimenting this physical representation within 3d space, the design encourages social engagement and reduction of tension.



STEELCASE FF&E



STEELCASE REGARD BOOTH



CAMPFIRE LOUNGE



MGBW KIRBY LOUNGE



STEELCASE PAPER TABLE

SPACE CHARACTERS

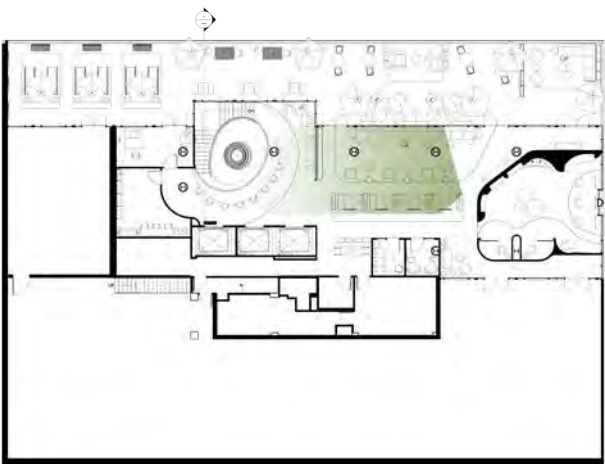


EXTRUSION
(SOCIAL)



EXTRACTION
(PRODUCTIVITY)

KEY LEGEND





Outdoor Lounge

EIGHTH FLOOR



ABOUT

The outdoor lounge acts as an **extension of the work cafe**, addressing all modes of social, productive, and wellness zones. With this diversity of space, the outdoor lounge encourages all users to venture out to the surrounding view of new york city.

The **wellness zone** of the outdoor lounge provides a relaxation experience that not many new yorker's get to enjoy: sun beds with a view of the skyline. This space **subtracts** itself from the rest of the outdoor lounge with the use of steelcase products. The owner also has the luxury of a private entrance to this scenic wellness zone.

STEELCASE FF&E



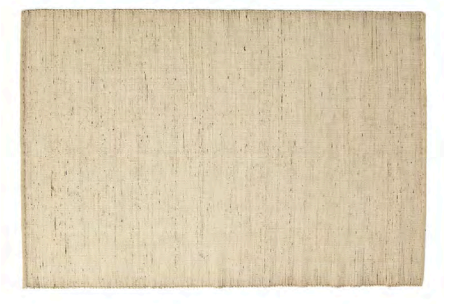
EXTREMIS SUNBED



EXTREMIS STICKS DIVIDER



EXTREMIS ACACIA SHADE



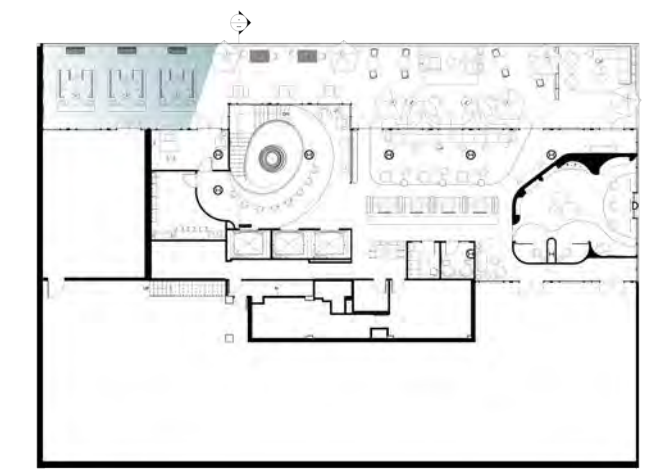
NANIMARQUINA RUG

SPACE CHARACTERS



SUBTRACTION
(WELLNESS)

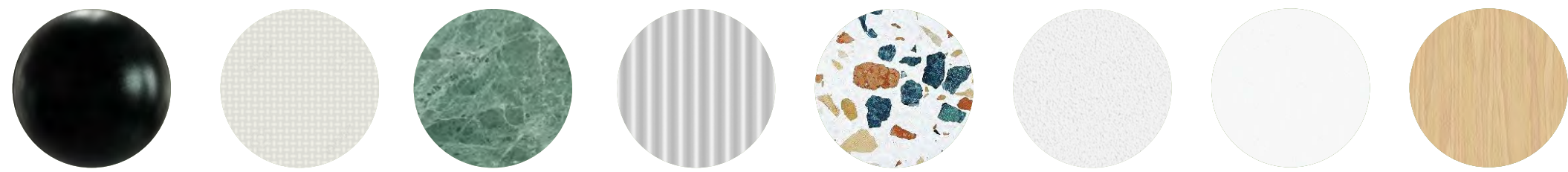
KEY LEGEND





Retail Store

EIGHTH FLOOR



ABOUT

The retail store allows what next cosmetics represents to shine through: self expression
This retail space allows for a hands on experience to **engage with the brand**. Complete with swatch stations, access to a wide variety of next's products, and an elbow deep sink to remove arm swatching.

Users are invited to test products themselves in this space, or during product launches, have a live makeup artist curate their look.

The retail space is curated as a **safe space** for employees, influencers, and prospective retailers/clients to **experience and share** their unique self expression

STEELCASE FF&E



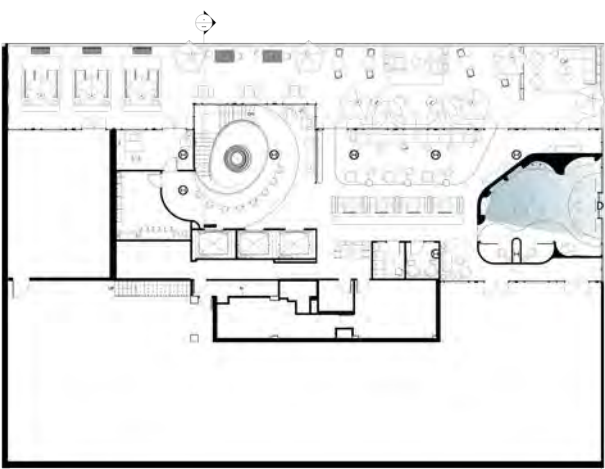
STEELCASE BOB CHAIR FLOS SKYGARDEN PENDANT

FLOS LA PLUS BELLE MIRROR LIGHT

SPACE CHARACTERS



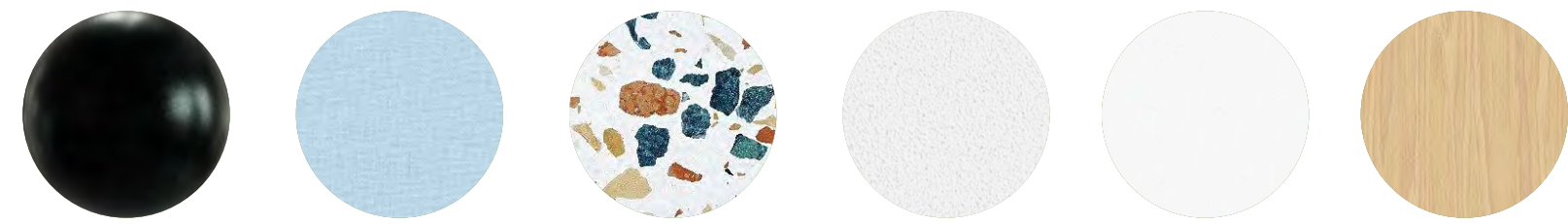
KEY LEGEND





Expression Experience

WILDCARD SPACE



ABOUT

The expression experience is an extension of the retail store. Within a private space, users can [explore their physical expression](#) with our custom digital platform.

Our platform creates a 3d scan of the users face. This scan is used to [match users to products](#), matching their skintone to their perfect shade and recommending skincare products that match their skintypes.

The platform allows users to [experiment with our products digitally](#). Whether they choose from pre-created looks or customize their own, the possibilities for unique expression are limitless. During product launches, users can have a live makeup artist bring their customized looks to life.

STEELCASE FF&E



STEELCASE BINDU CHAIR



WEST ELM WORK TABLE



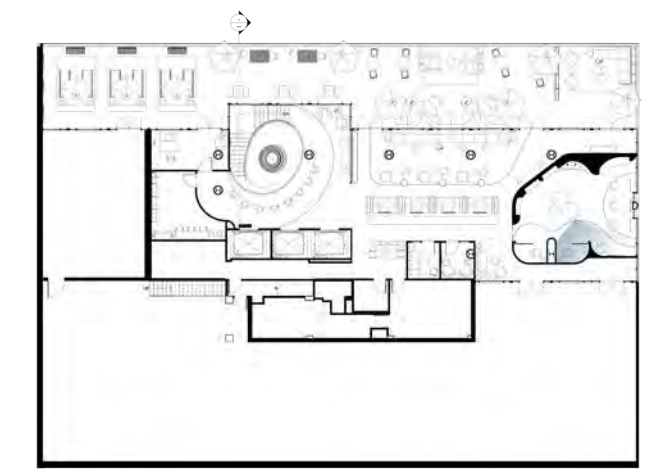
FLOS STRING SPHERE PENDANT

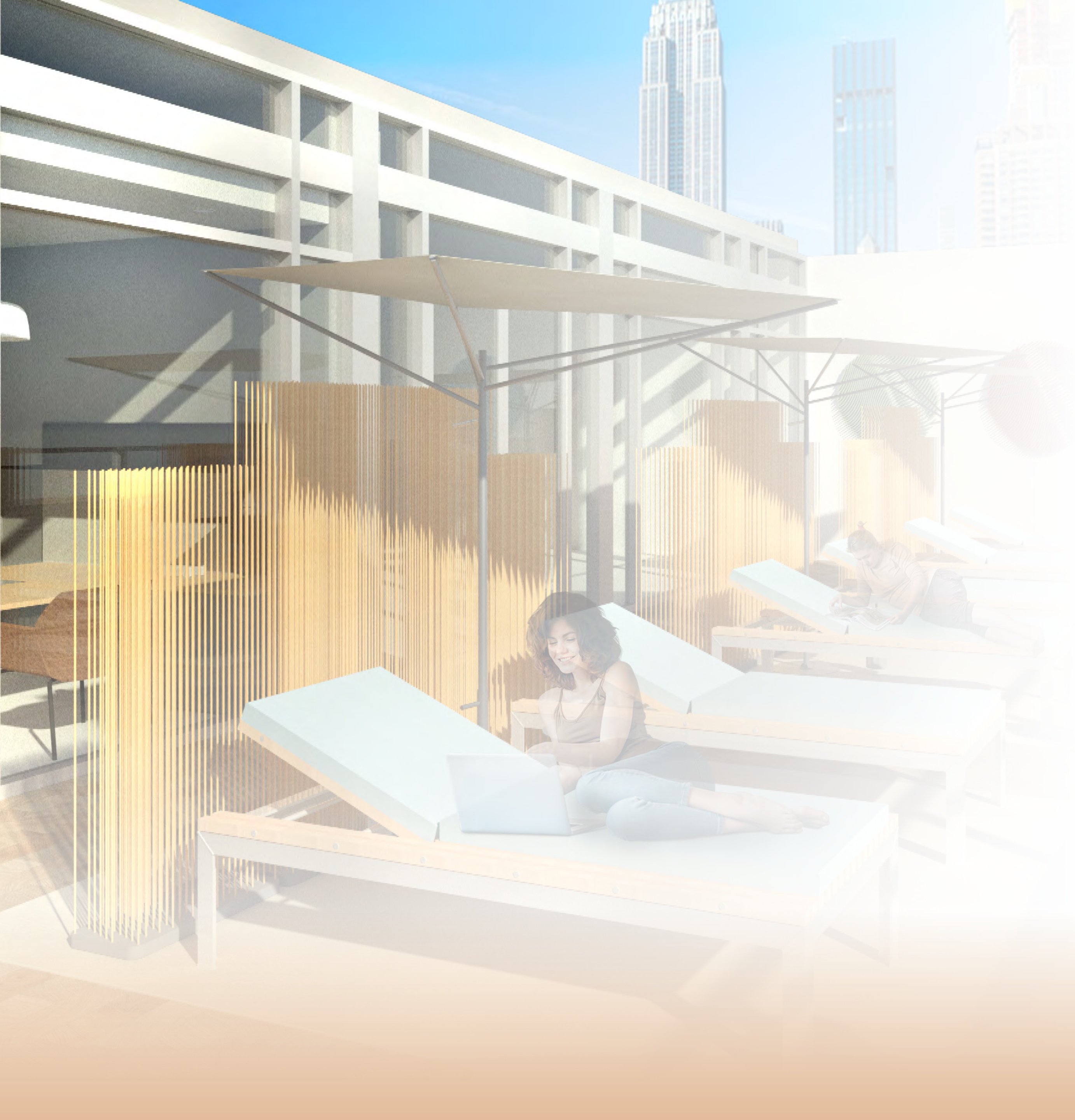
SPACE CHARACTERS



SUBTRACTION (WELLNESS)

KEY LEGEND





 **next**
C O S M E T I C S