



N  XT

CELEBRATION OF IDENTITY IN THE WORKPLACE

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CHICAGO
GARDEN CITY | ARCHITECTURE



FULTON MARKET DISTRICT
INDUSTRIAL | HOSPITALITY

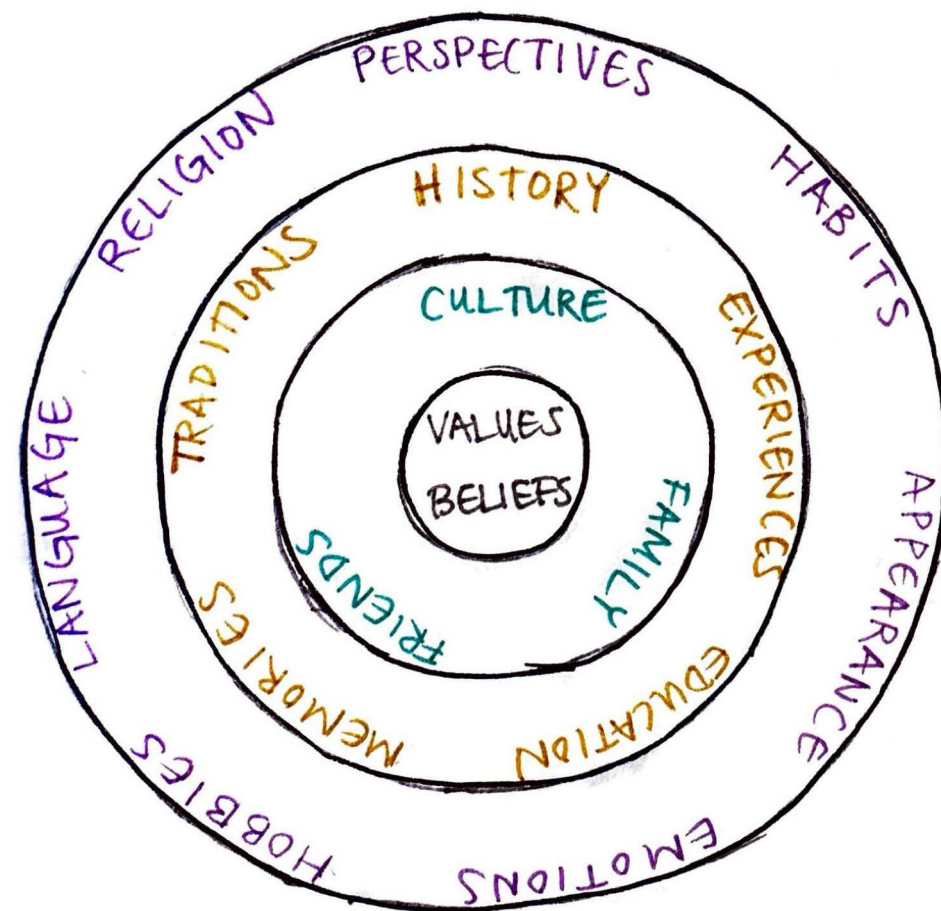


HUMANIZING THE WORKPLACE
AUTONOMY | EXPERIENCES



NEXT is a global, creative advertising agency who's mantra is **"Being More Human."** With this driving force, NEXT's goal is to celebrate the **IDENTITY** of their company, the brands they serve and, most importantly, the people who are at the foundation of everything they do. Drawing inspiration from the **triple bar mathematical symbol** for identity, a language known universally, as well as the **layers** to the human identity, their values include **EXPRESSION, STORIES, COMMUNITY and HARMONY.**





LAYERS OF HUMAN IDENTITY

EXPRESSION:

CREATIVITY | CHOICE | EXPERIMENTATION

WORKSTATIONS | SMALL ROOMS

STORIES:

EXPERIENCES (INDIVIDUAL AND SHARED) | CROSS-GENERATIONAL PERSPECTIVES | LIVING THE BRAND | HISTORY

WILDCARD GAME SPACE | WILDCARD MEZZANINE

COMMUNITY:

GENERATIVE COLLABORATION | RELATIONSHIPS | SURROUNDINGS

TEAM ROOMS | NEIGHBORHOODS | WORK CAFE | HUDDLE ROOMS

HARMONY:

WELLNESS | NATURE | TECHNOLOGY INTEGRATIONS | SEAMLESS CONNECTIVITY

WELLNESS ROOM | LACTATION ROOM | WILDCARD MEZZANINE | TEAM ROOMS

IDENTITY

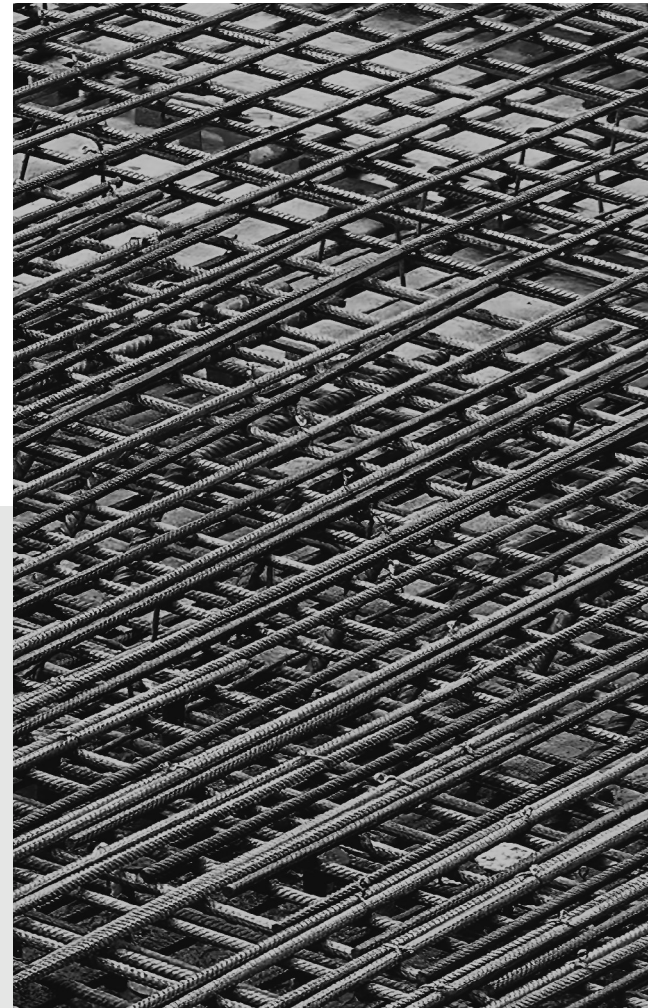
The goal of the NEXT office design is to celebrate **IDENTITY**. IDENTITY is defined as “**an equation that is true for all values**”, recognizing the unique backgrounds, experiences, and values of the people who complete the company and “solve” the initiatives and goals of NEXT. Taking cues from the surrounding **neighborhoods, district and city, authentic and restorative** applications create a base, letting **layers of personal expression and shared experiences** color the space.

≡ CONCEPT





CITY
GARDEN CITY



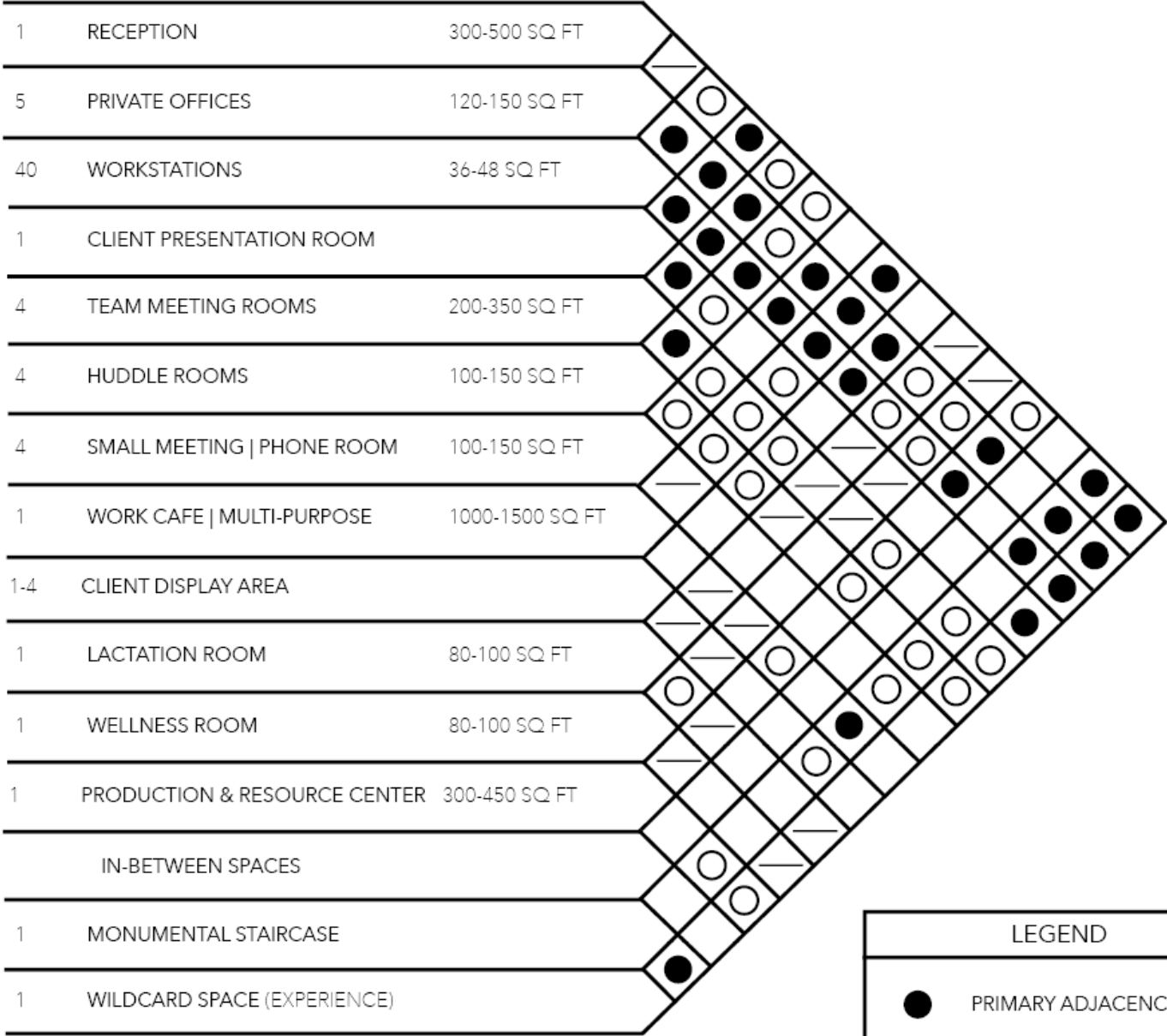
DISTRICT
INDUSTRIAL | "EXPOSURE"



NEIGHBORHOODS
PRAIRIE STYLE ARCHITECTURE



PEOPLE
"TRANSPARENCY" | EXPRESSION



LEGEND	
●	PRIMARY ADJACENCY
○	SECONDARY ADJACENCY
—	UNDESIRED ADJACENCY
□	NEUTRAL ADJACENCY

7TH FLOOR



6TH FLOOR



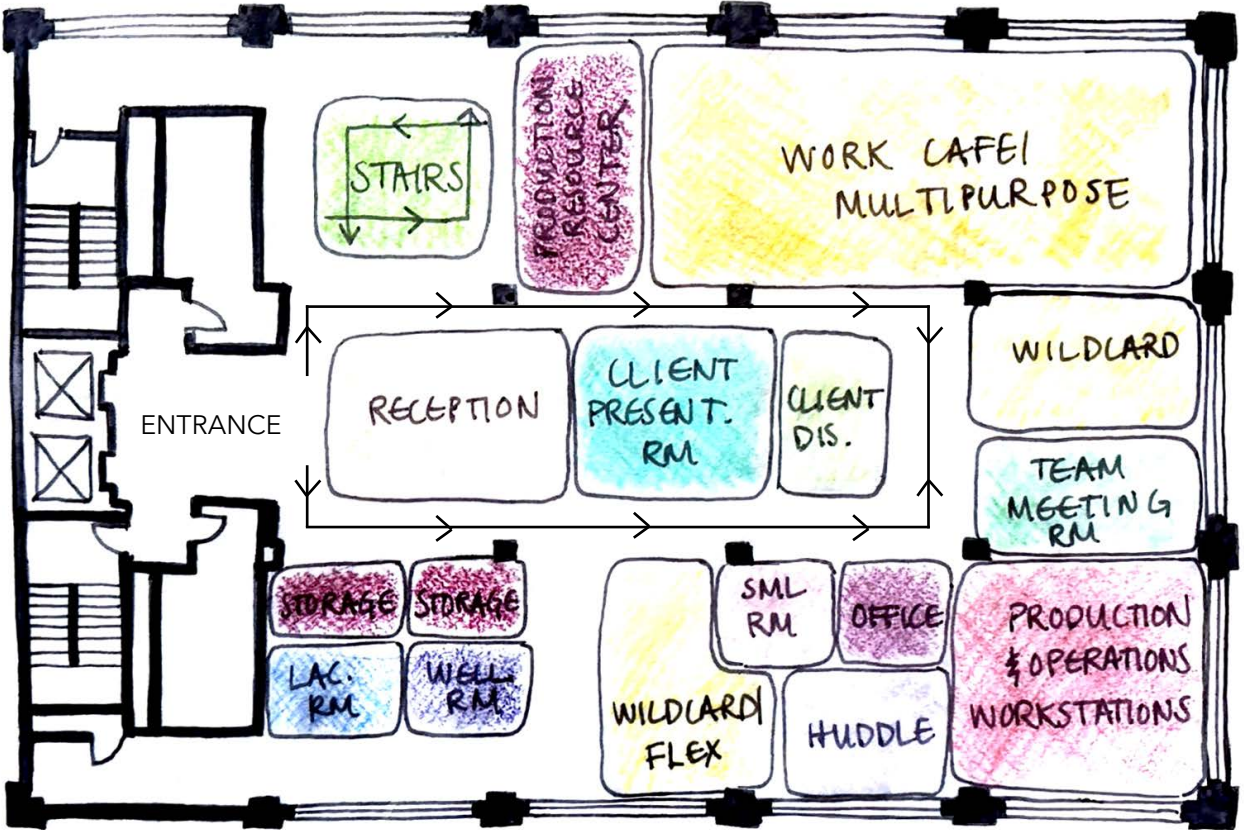
SPACE PLANNING

7TH FLOOR
PRIMARY EXPERIENCE FLOOR
RECEIVING CLIENTS | COMMUNAL SPACES

6TH FLOOR
PRIMARY WORK FLOOR
WORKSTATIONS | MEETING SPACES

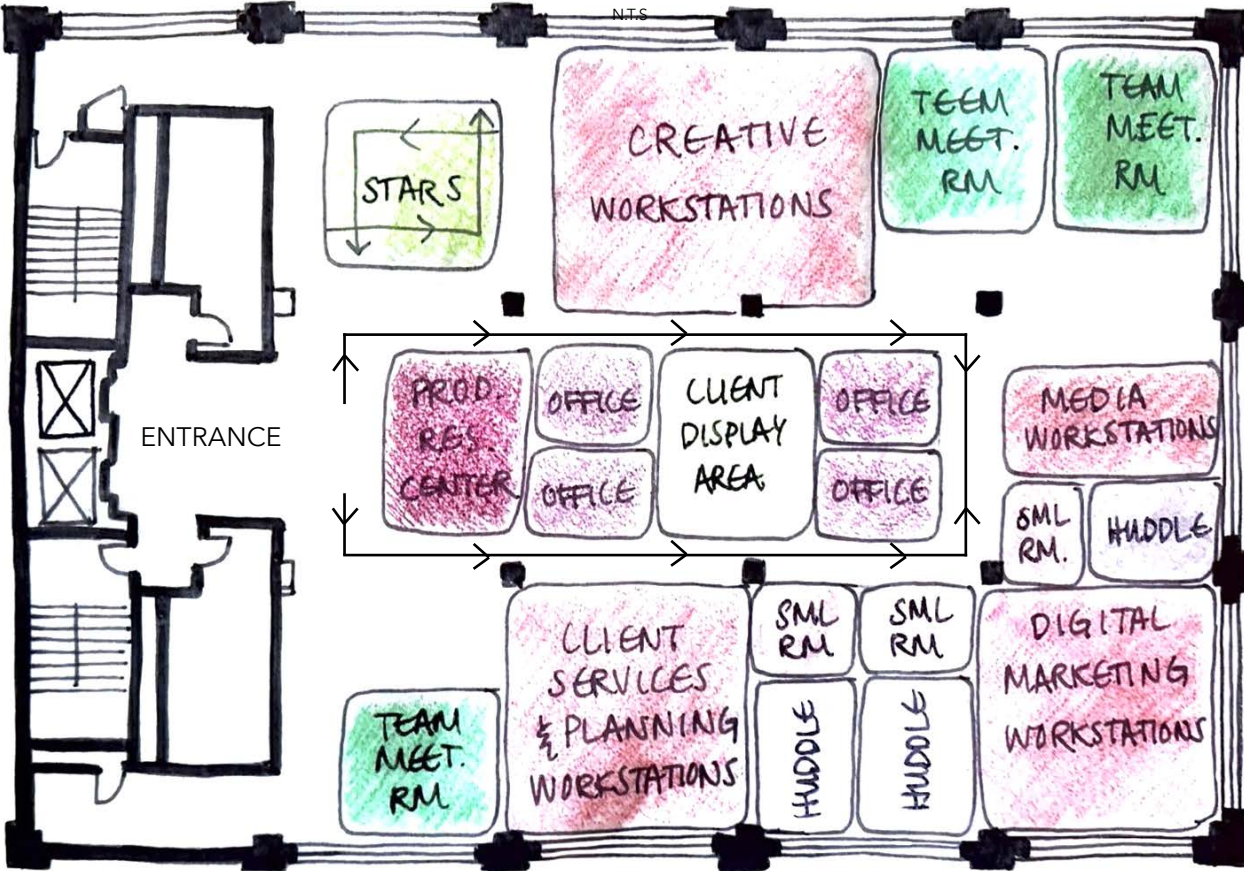
SPACE PLANNING

7TH FLOOR

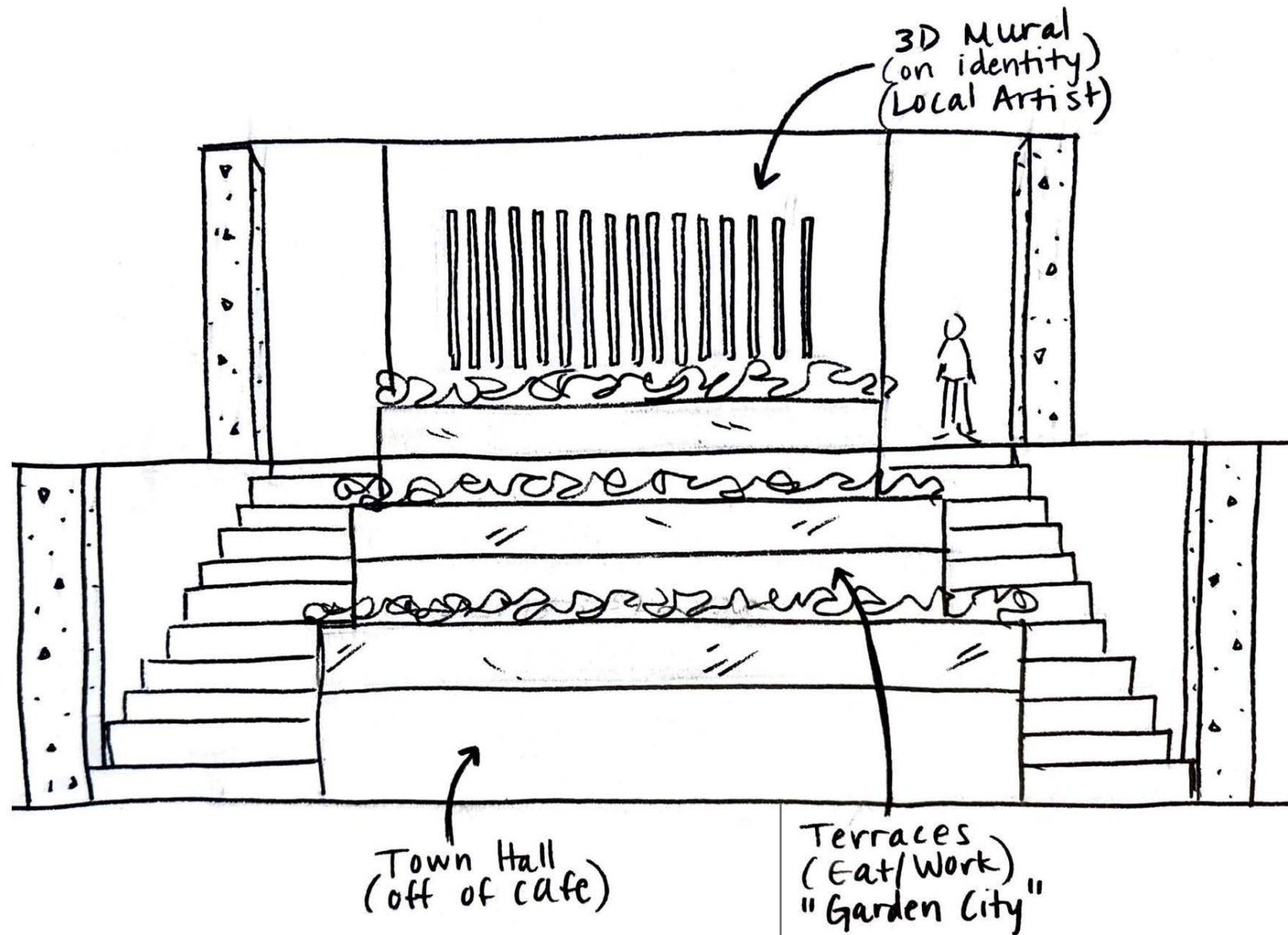


N.T.S

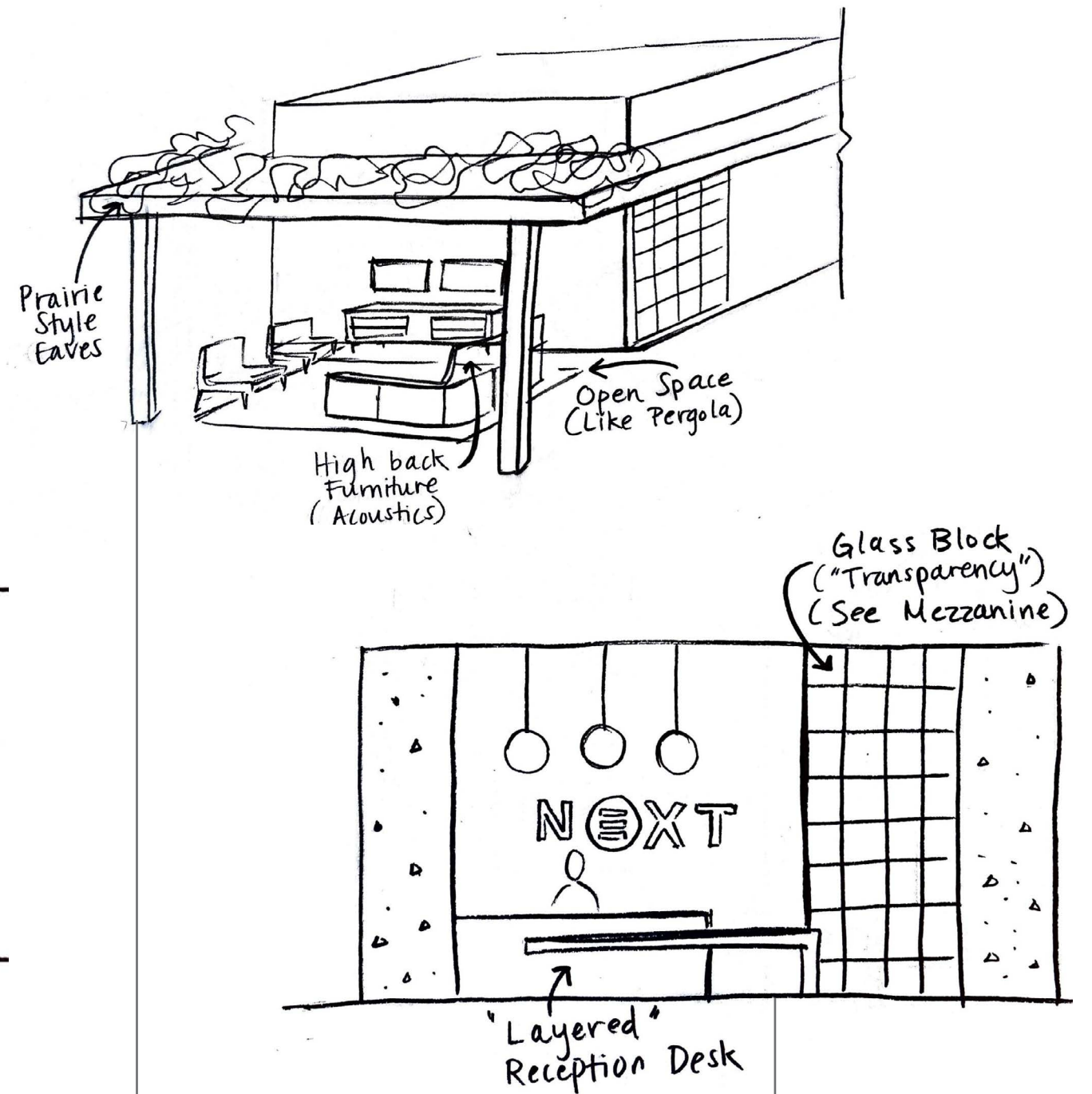
6TH FLOOR



N.T.S



MONUMENTAL STAIRS
3 TIER TERRACES MIMIC BRANDING
ADDITIONAL TOUCHDOWN SPACES



WILDCARD GAME SPACE
PERGOLA SPACE = OPEN + ENCLOSED
INSPIRED BY PRAIRIE STYLE

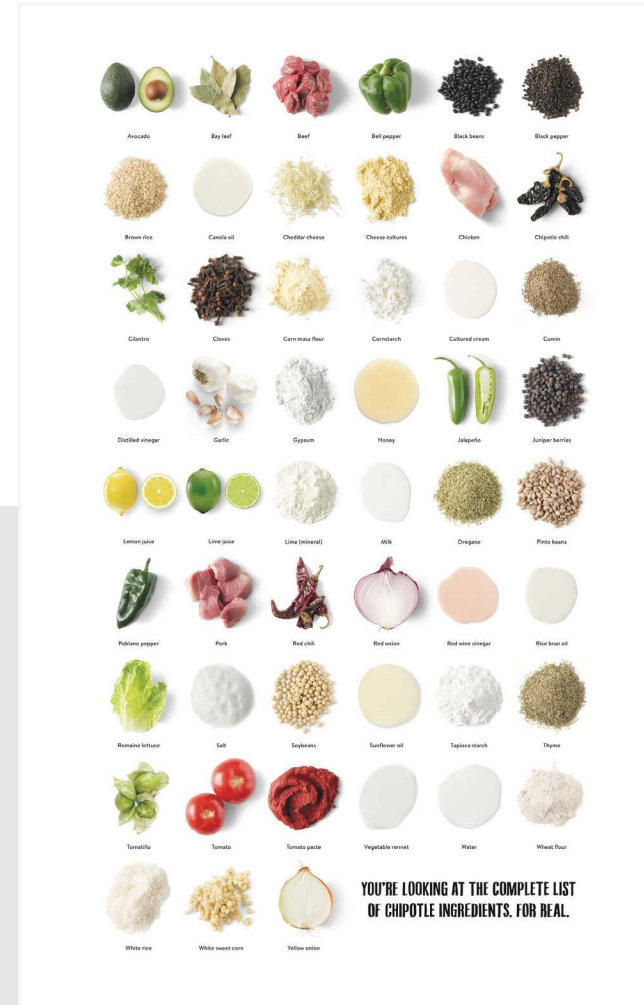
RECEPTION
LAYERED RECEPTION DESK
GLASS BLOCK = TRANSPARENCY



HOKA
"INSPIRE ALL TO MOVE"



BLUE BOTTLE COFFEE
"EXPERIENCE THE CRAFT"



CHIPOTLE
"BEING REAL"



BURT'S BEES
"LIP BALM TO LAND"

HOKA
CIRCULATION PATH LIKE A TRACK TO
ENCOURAGE MOVEMENT

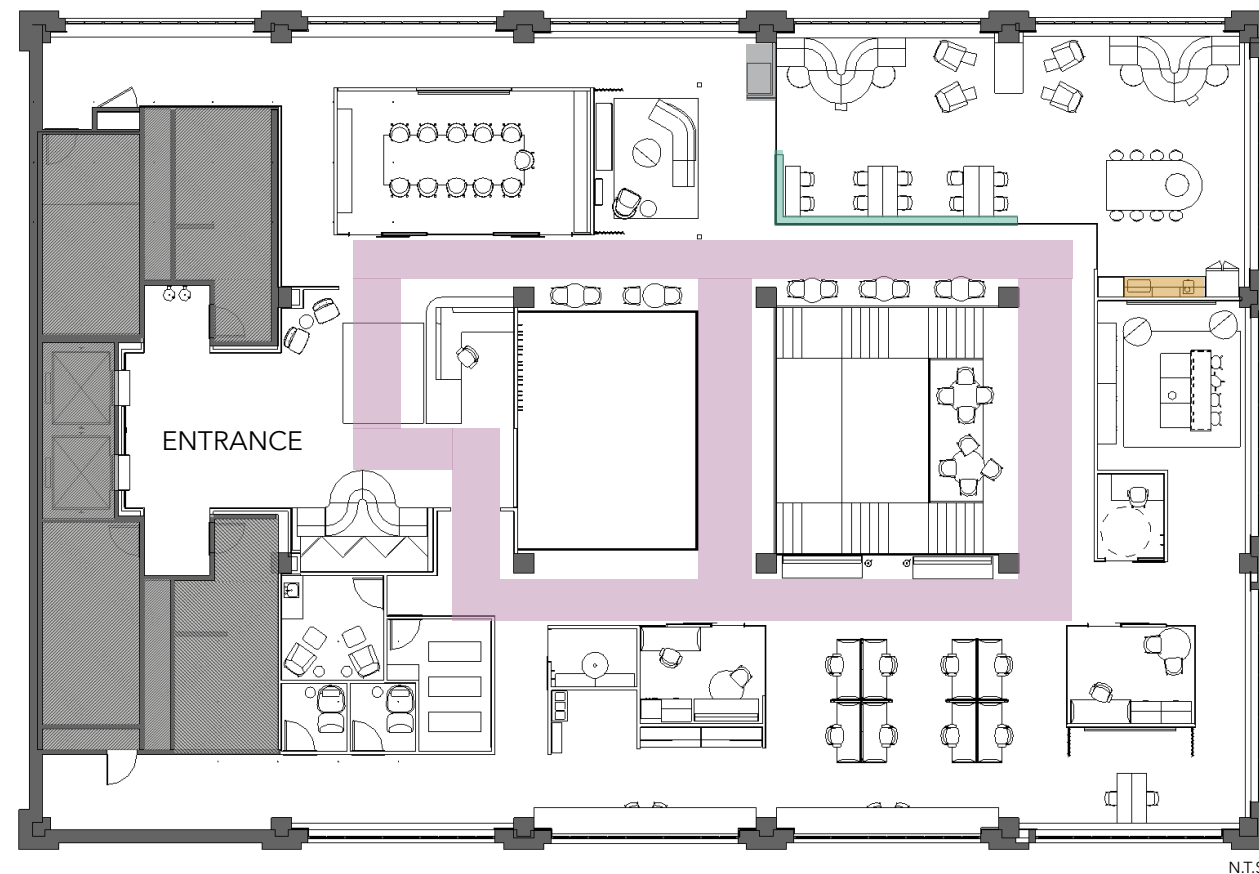
BLUE BOTTLE COFFEE
UNIQUE, ARTISANAL WAYS TO MAKE COFFEE

CHIPOTLE
INDOOR GARDEN TO ENCOURAGE
CONSUMPTION OF HERBS AND VEGETABLES

BURT'S BEES
EVERY PURCHASE FROM THE VENDING
MACHINES CONTRIBUTES TO PRESERVING
LOCAL WILDLIFE

LIVING THE BRAND

7TH FLOOR



6TH FLOOR

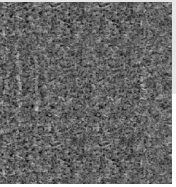


LEGEND

- 1 TEAM MEETING ROOM
- 2 WORKSTATIONS
- 3 INFORMAL TOUCH DOWN SPACE
- 4 PRIVATE OFFICE
- 5 HUDDLE ROOM
- 6 WORK CAFE
- 7 PRODUCTION AND RESOURCE CENTER
- 8 WILDCARD | MEZZANINE
- 9 MONUMENTAL STAIRS
- 10 SMALL MEETING | PHONE ROOM
- 11 CLIENT DISPLAY AREA



DOUG FIR



CARPET TILE



HAND-MADE
RUGS



FLOOR PLAN | 6TH



LEGEND

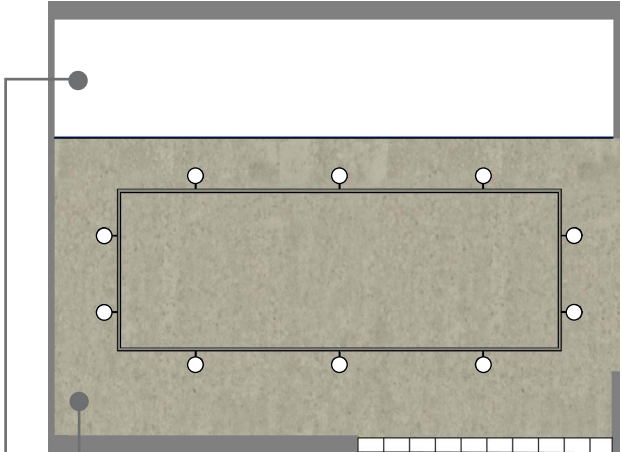
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- 10 SMALL MEETING | PHONE ROOM
- 11 CLIENT DISPLAY AREA
- 12 RECEPTION
- 13 CLIENT PRESENTATION ROOM
- 14 WELLNESS ROOM | YOGA STUDIO
- 15 WELLNESS ROOM | NAP POD
- 16 LACTATION ROOM



FLOOR PLAN | 7TH

6TH FLOOR

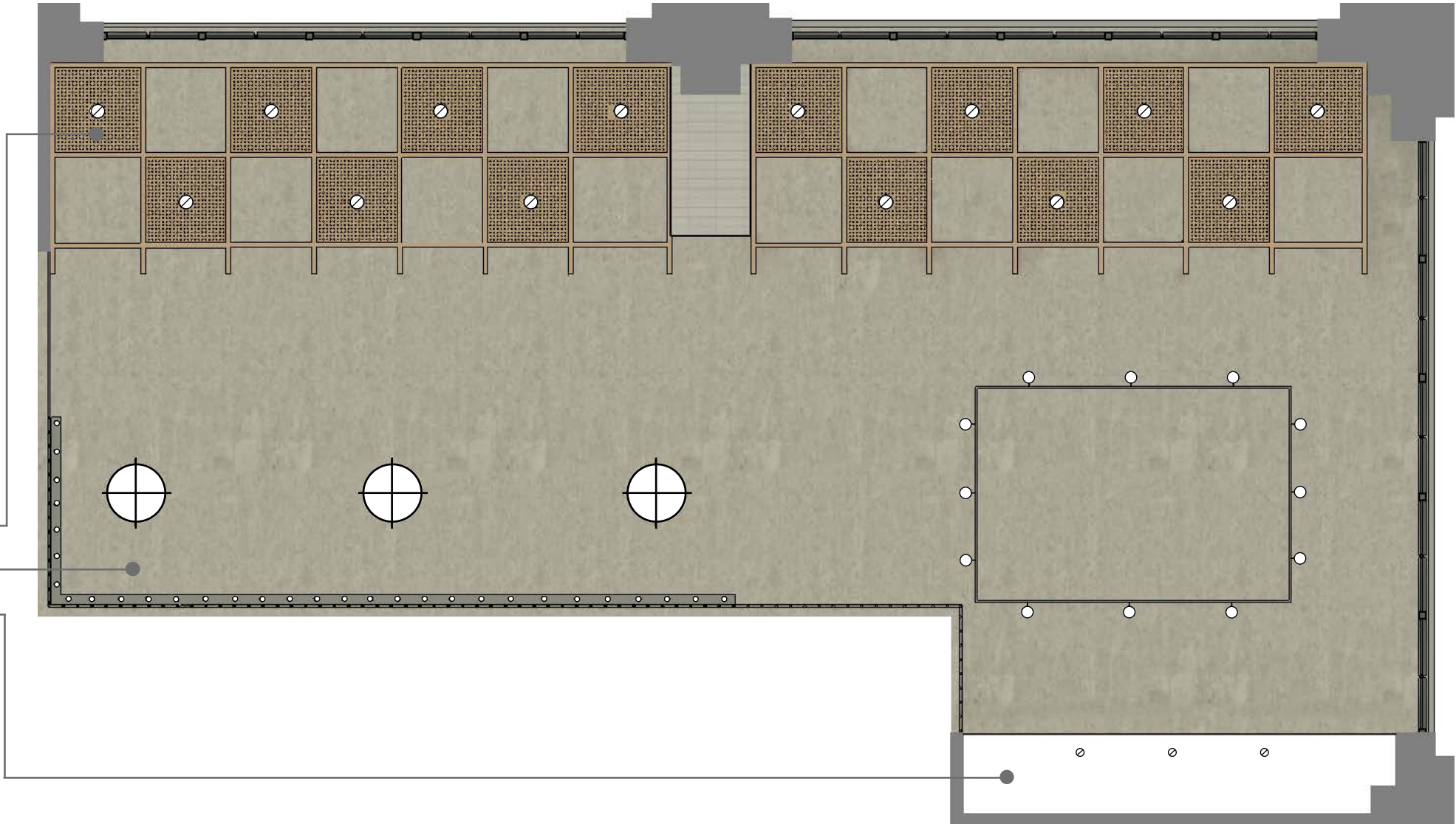
7TH FLOOR



WOOD CEILING CLOUD | 8' 6"

EXPOSED CONCRETE CEILING | 10' 3"

GYPSUM BOARD | 8'



RECESSED LIGHTING



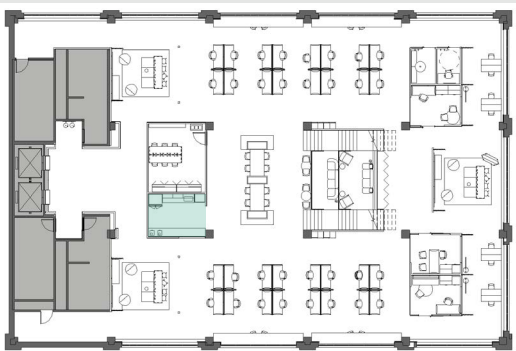
TRACK LIGHTING



TOM DIXON PENDANT

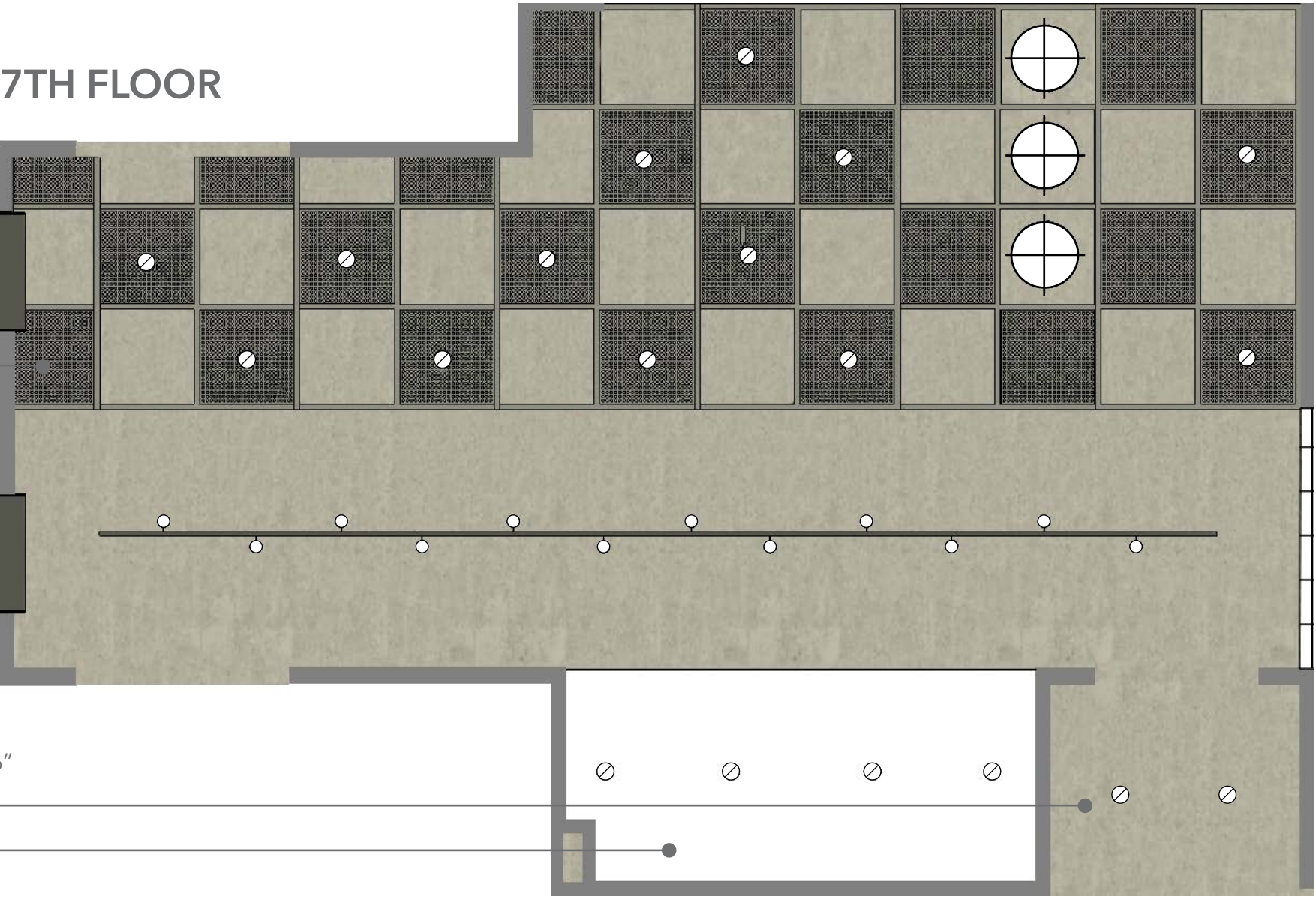


GROW LIGHT



REFLECTED CEILING PLAN | WORK CAFES

7TH FLOOR



METAL GRID W/ ACOUSTIC BACKING | 8' 6"

EXPOSED CONCRETE CEILING | 10' 3"

GYPSUM BOARD | 8'



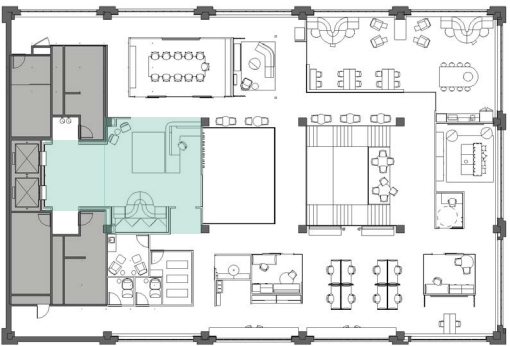
RECESSED
LIGHTING



TRACK LIGHTING



TOM DIXON
PENDANT



REFLECTED CEILING PLAN | RECEPTION



A | INFORMAL COLLABORATION

RELAXED SEATING ALLOWS FOR INFORMAL MEETINGS AND COLLABORATION



B | FORMAL MEETING

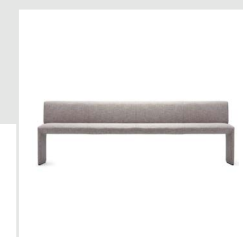
FORMAL SEATING ARRANGEMENT SUITED FOR HOSTING MEETINGS



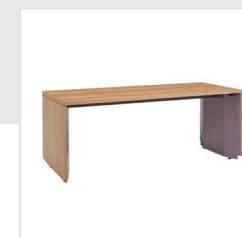
C | PARTNERSHIP

CORNER TABLE AND CHAIRS PROMOTES WORKING IN TANDEM WITH OTHERS

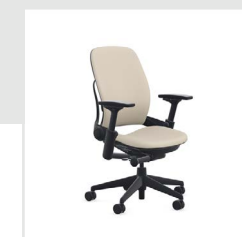
All offices have 3 walls of glazing to provide **open sight lines** and **natural light** as well as the same furnishings that promote **autonomy** and **functionality**.



TOGETHER BENCH



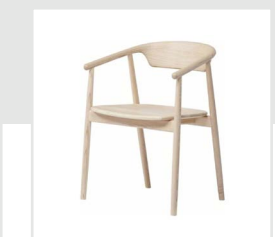
HEIGHT
ADJUSTABLE DESK



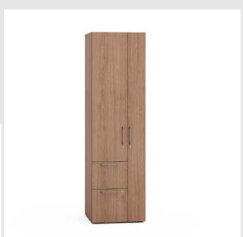
LEAP CHAIR



BOB TABLE



LEVA ARMCHAIR



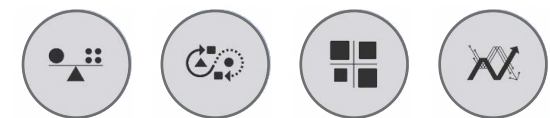
CURRENCY
STORAGE

PRIVATE OFFICE OPTIONS





RECEPTION





FF & E



CAMPFIRE
LOUNGE SOFA



CUSTOM
RECEPTION DESK



CF MONITOR SYSTEM

MATERIALS



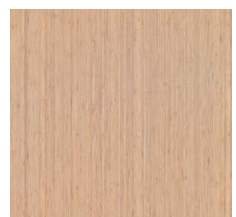
GLASS BLOCK



TERRAZZO



DOUG FIR FLOORING



WHITE OAK



The reception space features a custom desk and shelving that highlights both the **layered identity branding** and client displays. Additionally, the use of **doug fir** flooring is used throughout. Overtime, it's soft nature tells **stories** of the people and experiences taking place. Furniture selections for the reception area promote **flexibility** of use and **ergonomic comfort**.



= RECEPTION



WILDCARD | MEZZANINE





FF & E



LOCAL ARTWORK



TURNED TABLE



VIA WALL SYSTEM

MATERIALS



CONCRETE



DOUG FIR FLOORING



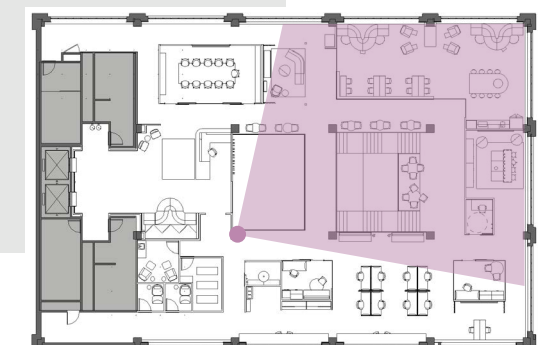
WHITE OAK



GLASS



The wildcard mezzanine space features an **exposed ceiling** that adds to the **industrial** nature of the **identity** found in the **Fulton Market District**. It represents exposing elements of your identity to let people in and share experiences. Colored elements of "**human touch**" can be found in the **hand-made rugs** and **local artwork** throughout the floor plan. Furniture selections create an **inviting** destination and promote the **Open + Enclosed** design principle.



WILDCARD | MEZZANINE



WILDCARD | GAME SPACE





FF & E



AWAY FROM THE
DESK SOFA

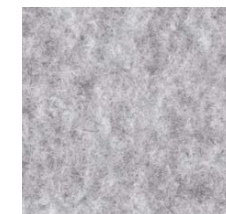


FLOOW SIDBOARD

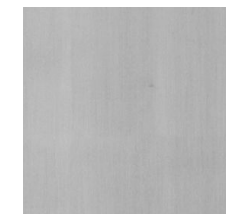


AVI CHAIR

MATERIALS



DESIGNTEX
WANNABE
WALLCOVERING



METAL



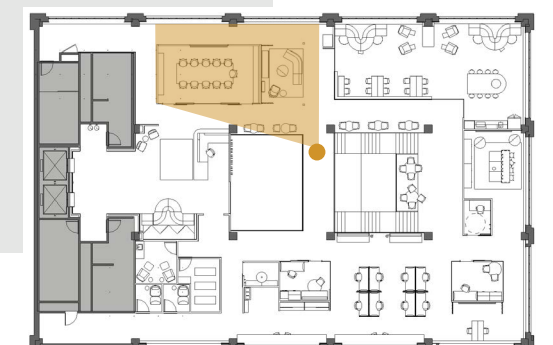
DESIGNTEX
EVERYWHERE FABRIC



DESIGNTEX
MELANGE FABRIC



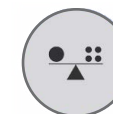
Spaces for **shared experiences** adds a **human element** to the workplace. The wildcard game space embodies this idea. This is a place for people to **gather, play games** and take part in **conversation away from their desk**, which overtime aids in **productivity**. This space, like others throughout the floor plan, are designed like a **pergola**, mimicking **Prairie Style Architecture**, an **identity found in the neighborhoods** of Chicago. Furniture selections help to **minimize noise and distraction** from the game space to other areas and vice versa.



WILDCARD | GAME SPACE



WORKSTATIONS





FF & E



HEIGHT
ADJUSTABLE DESK



ANSWER
PANEL SYSTEM

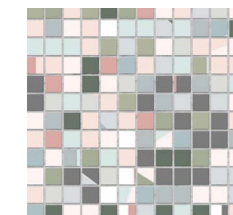


UNIVERSAL STORAGE

MATERIALS



GLASS BLOCK



GLASS TILE



METAL



RECLAIMED
AGGREGATE
LAMINATE



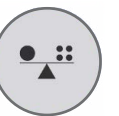
The workstations and huddle room are places for **personal expression** and **shared experience**. The touch down space at the end of the workstations allows for quick **Me + We** interactions while the proximity of the workstations and huddle room promote **Open + Enclosed** and **Braiding Digital + Physical** design principles. Furniture selections shown allow for optimal **adaptability** and **autonomy**.

WORKSTATIONS



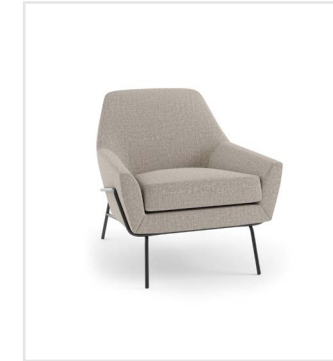


WORK CAFE





FF & E



LUCAS WIRE CHAIR



CAMPFIRE
SLIM TABLE

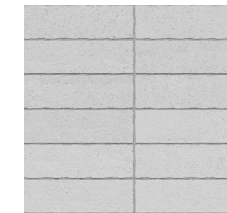


CAMPFIRE
PERSONAL TABLE

MATERIALS



WHITE OAK



CONCRETE TILES



TERRAZZO



REBAR



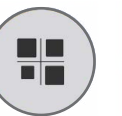
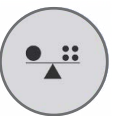
The work cafe is a place for NEXT workers to **live their brands**. Workers can “**experience the craft**” with unique ways to make their coffee, contribute to **preserving wildlife** with the purchase from the vending machines, and **eat real herbs | vegetables** from the garden that borders the cafe. Furniture selections for the work cafe promote **comfort** and can be **flexible** for hosting clients.



WORK CAFE



CLIENT DISPLAY AREA





FF & E



LEVA ARMCHAIR



CUSTOM
DISPLAY SHELVING

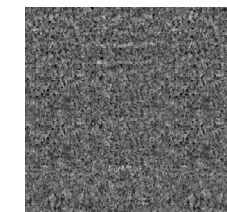


ACCORD
WHITEBOARD

MATERIALS



CONCRETE



CARPET TILE



DOUG FIR FLOORING



WHITE OAK



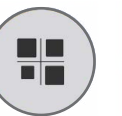
The client display area **features products and marketing material** for all NEXT workers to draw **inspiration** from. Placed **along the main circulation path**, this custom wood shelving allows workers to **see material from both directions** as they walk past to the team room, huddle spaces, or private offices. Furniture selections for the client display area promotes **functionality**.



CLIENT DISPLAY AREA



MONUMENTAL STAIRS





FF & E



WORKVALET
STORAGE

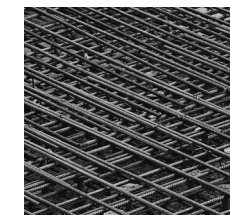


THREAD
POWER HUB

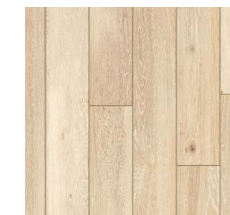


ENECA CAFE STOOL

MATERIALS



REBAR



DOUG FIR FLOORING



WHITE OAK



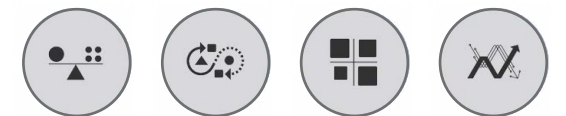
DAPPLE FABRIC



The monumental stairs features 3 “terraces” that mimic the **triple bar branding** and can be utilized for eating or as **additional working touch down spaces**. This area also acts as the “**town hall**,” a space placed directly in the **center** of both floor plans, to **promote community and harmony**. Furniture selections promote **flexibility** and function for hybrid worker’s needs.

MONUMENTAL STAIRS





The east section elevation features the **LAYERS OF IDENTITY** found in the NEXT workspace, areas for **EXPRESSION, STORIES, COMMUNITY AND HARMONY**.



EAST SECTION ELEVATION



THANK YOU!