





## THE CHICAGO FIRE

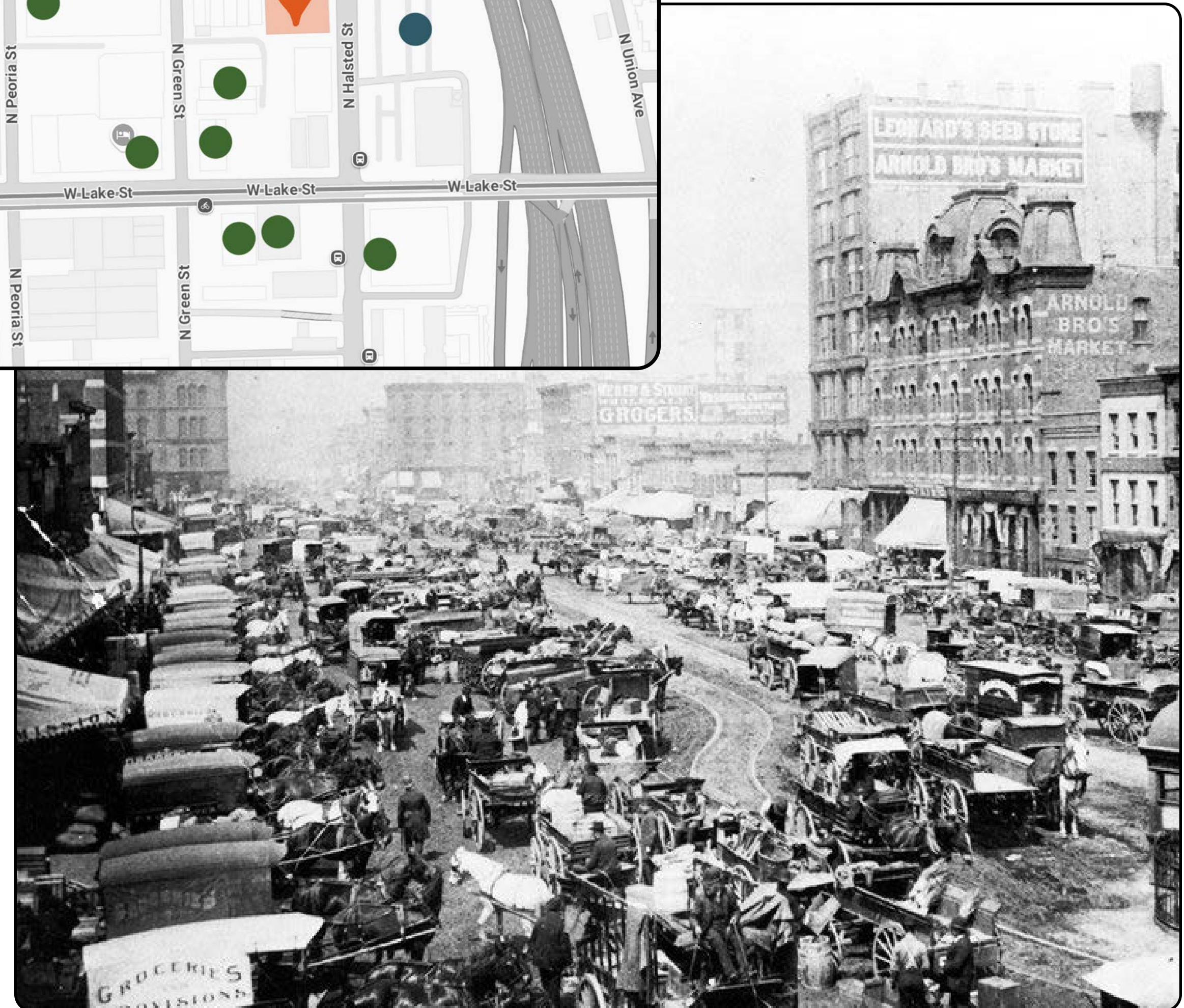
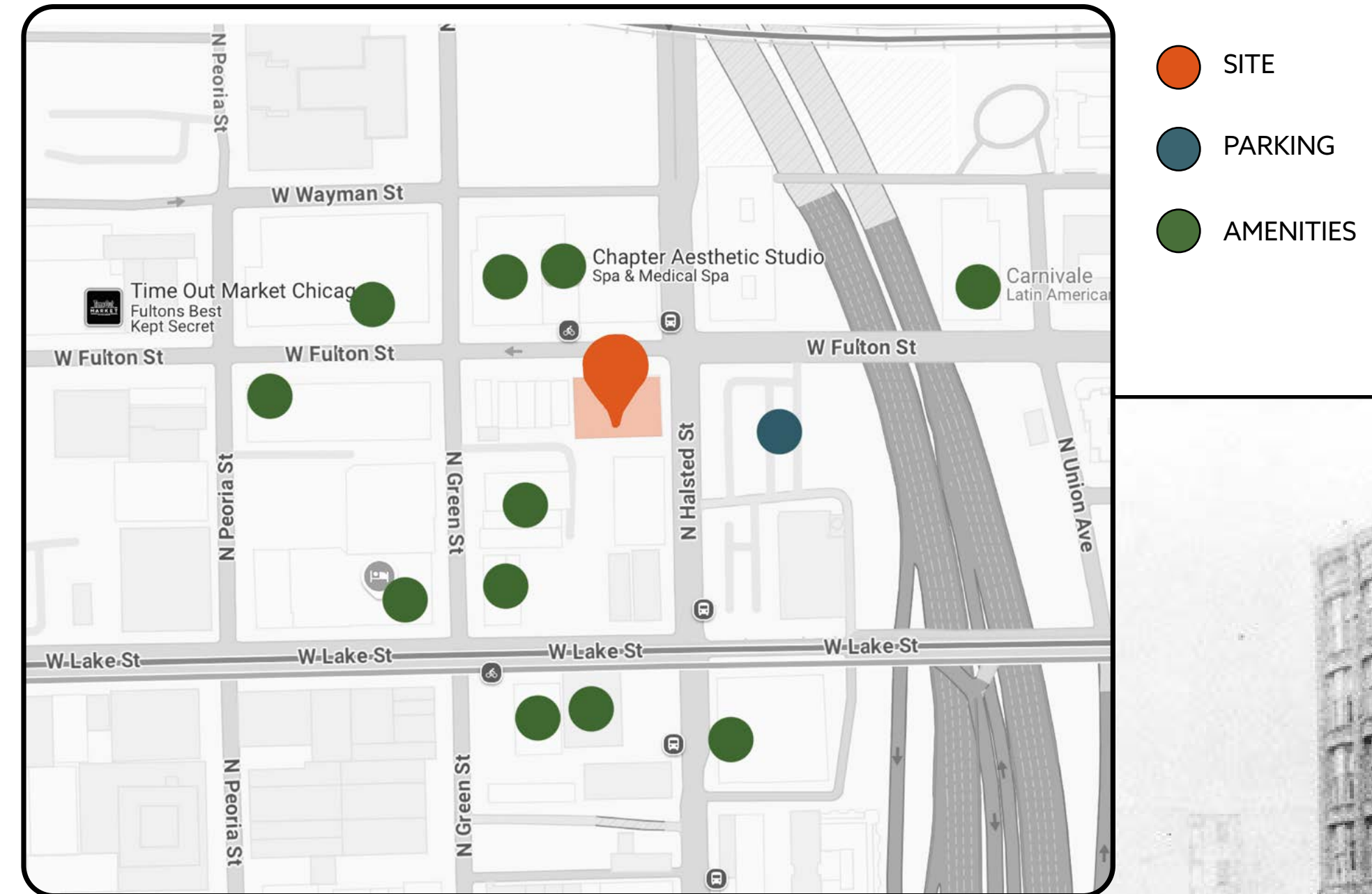
- The **Chicago Fire** started on October 8, 1882. A third of the Chicago's homes were destroyed and over 300 people lost their lives.
- After the fire, the people of Chicago came **together** and quickly began the **Great Rebuilding** to replace their homes and communities.
- The **Great Rebuilding** demonstrated the **resilience** of Chicago and prompted **innovation** and care while creating new building codes to avoid future events.





## FULTON MARKET

- Fulton Market was left largely untouched by the fire, allowing the stockyards and market in place to **support** the city. Fulton Market continued to thrive as a market for hay, produce, and meatpacking until the 1930s.
- Fulton Market later had a **"fire"** of new inventions pushing the markets out. Fulton Market **responded** to this change by **rebuilding** so the artistic community could move into the area.
- Fulton Market continues to **thrive** and, with the addition of Google's and McDonald's new headquarters, is now a center of a balanced **20-minute neighborhood** with offices, restaurants, public transit, and activities for all to enjoy.

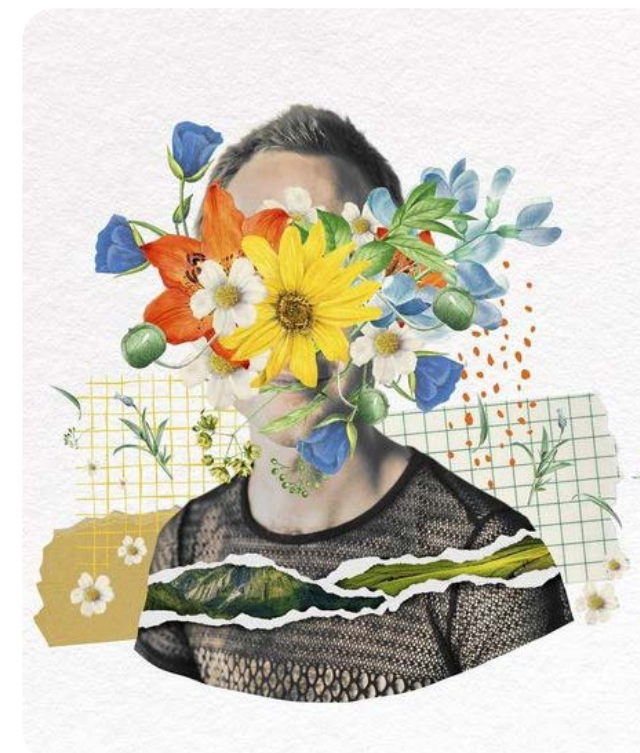




## FROM FIRE, WE BLOOM

NEXT Advertising's Chicago office responds to the future by acknowledging the past. Inspired by the **Great Rebuilding** after the Chicago Fire, the NEXT office understands a successful ecosystem needs **fire** to **bloom** and utilizes this idea to create **two zones** within the workplace.

The **fire** zone fosters **collaboration** and **creativity** – a space to **spark** ideas. **Bloom** spaces represent **success, growth, and nurturing**. The duality of these space types creates a diverse ecosystem that fosters **creativity** and **growth**.





# USERS

The NEXT Advertising office in the Fulton Market District of Chicago needs to meet a **variety** of **needs** to support their people. NEXT focuses on building **purpose** and **innovation** and their office spaces reflect that. They also understand people have **varying needs** to be at their most productive and creating an **ecosystem of choice** **benefits everyone**.



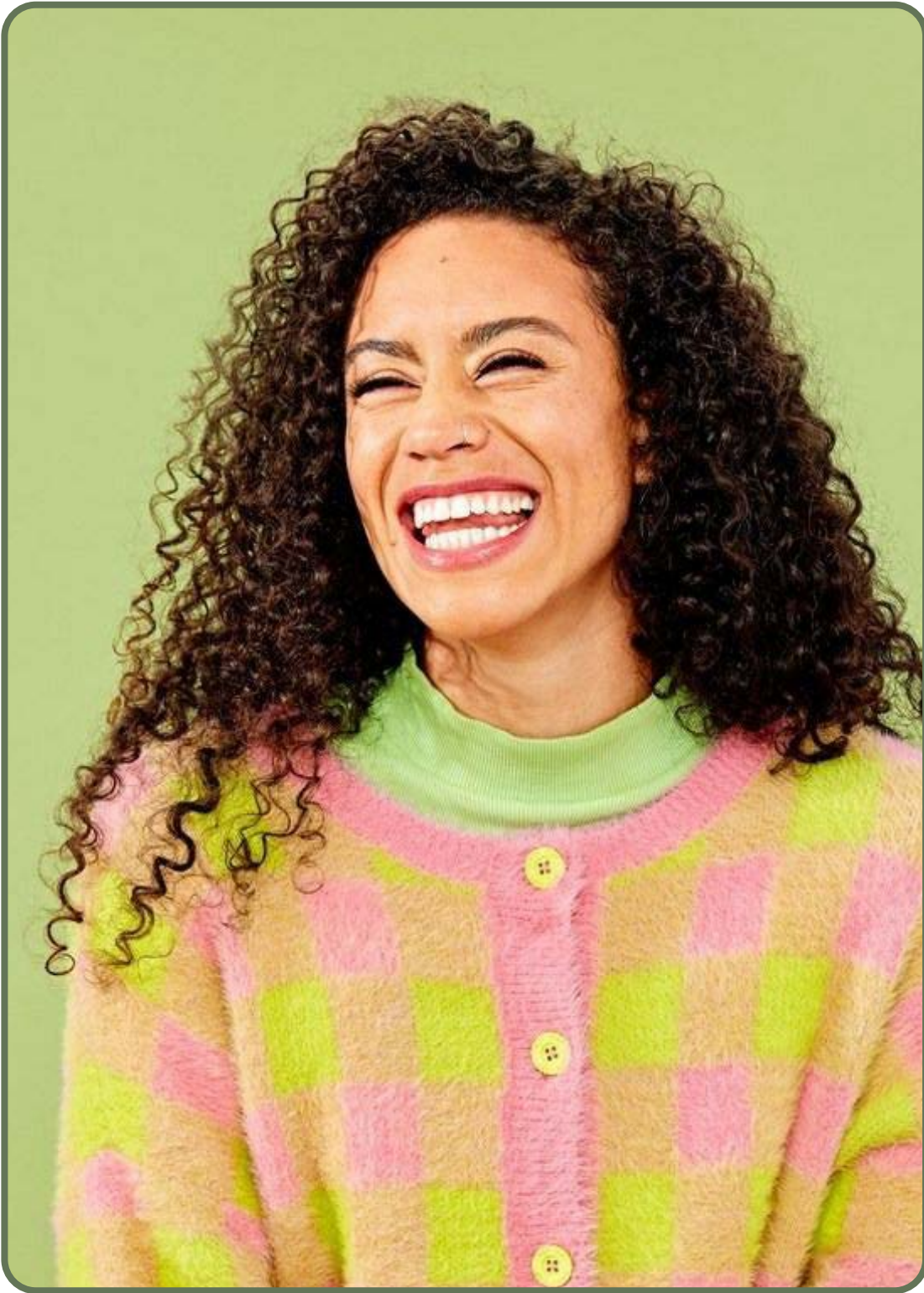
PURPOSE SEEKER

Purpose seekers see the **positive potential** of advertising. They need **healthy** spaces and jobs that support their goals.



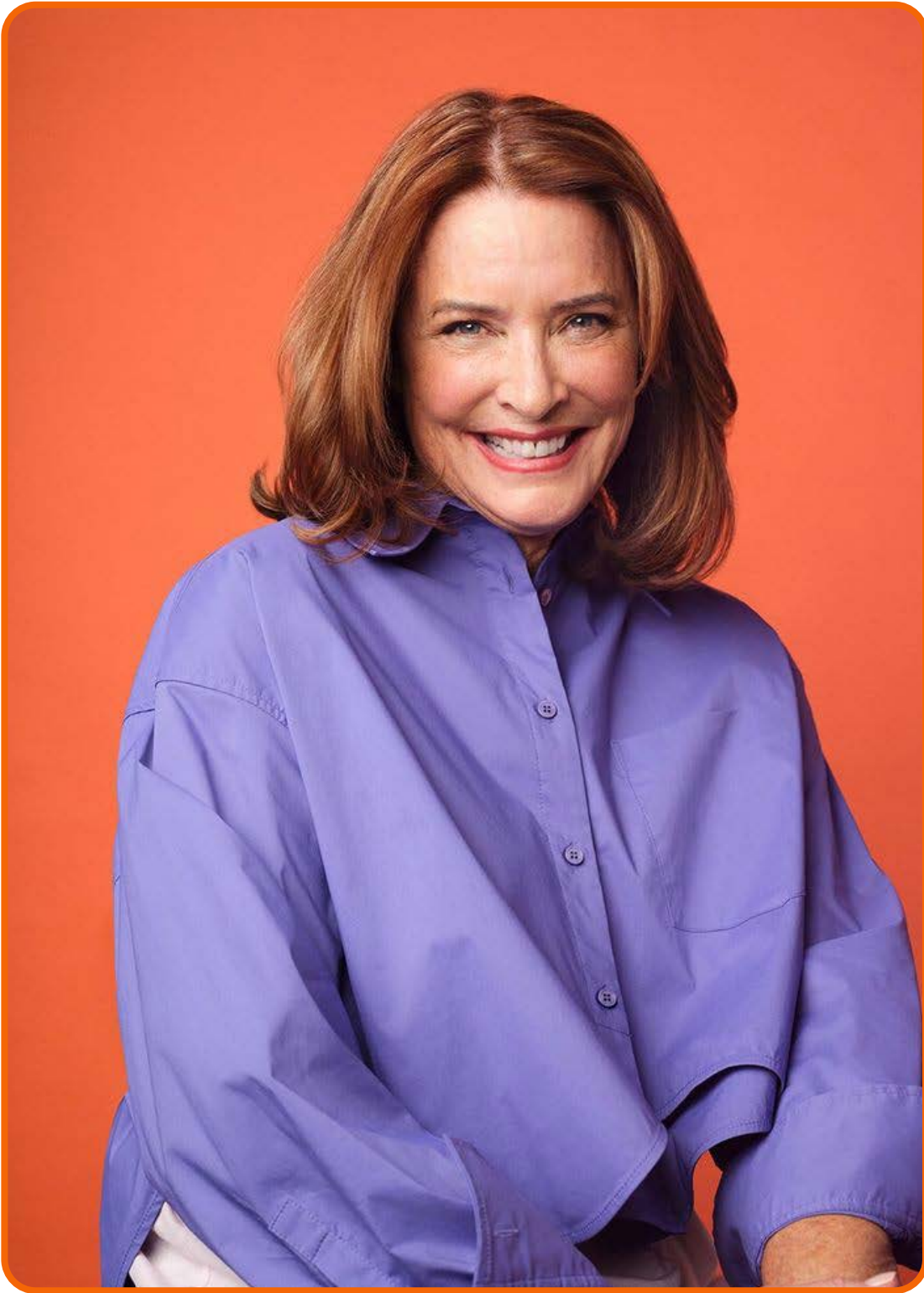
HYPERSENSITIVE

Hypersensitive individuals need an office of **choice**. They need spaces with **low activity** and calm spaces for work.



HYPOSENSITIVE

Hyposensitive individuals need an office of **choice**. They need spaces with **high activity** and bold spaces for work.



INNOVATIVE THINKER

Innovative thinkers seek offices that **think differently**. They need spaces to **create** and find inspiration.



# SPACE TYPES



PRESENTING



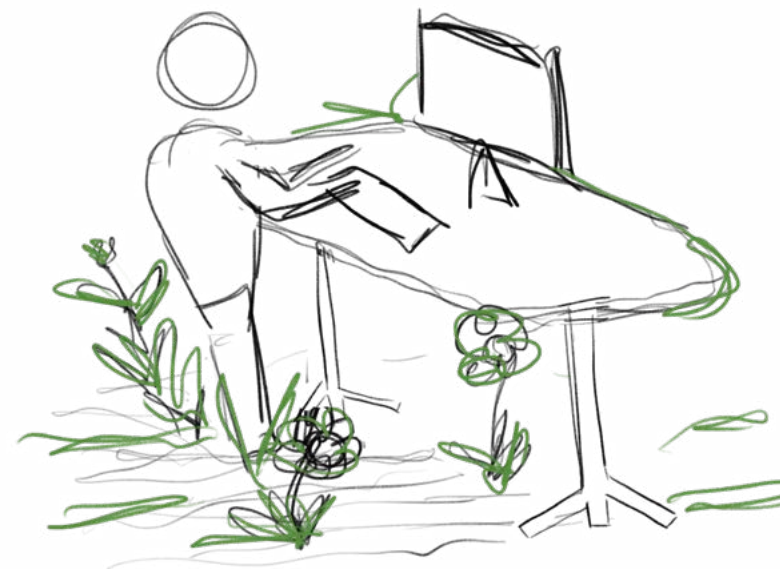
NURTURING



SOCIALIZING



WORKING



WORKING



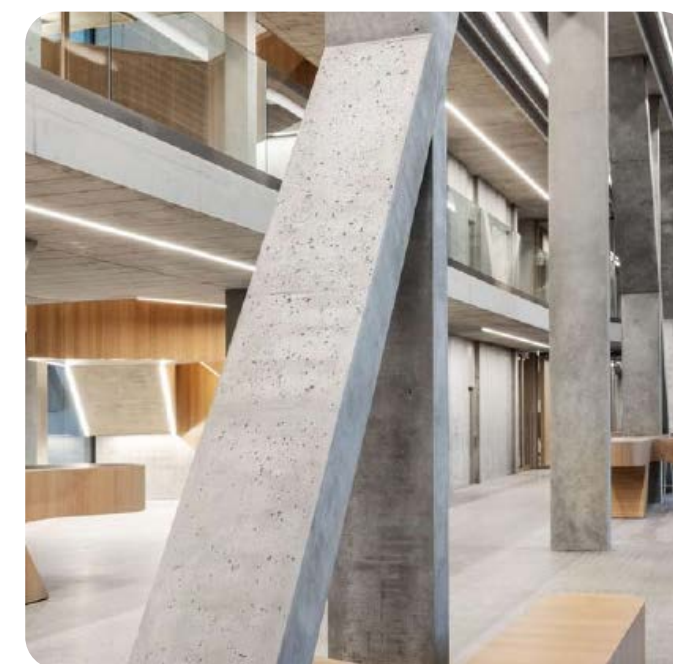
COLLABORATING

Two different zones are created in plan: **bloom** and **fire** spaces. Bloom spaces nurture and provide growth for employees whereas fire spaces initiate sparks of innovation and conversations.



## Inspiration

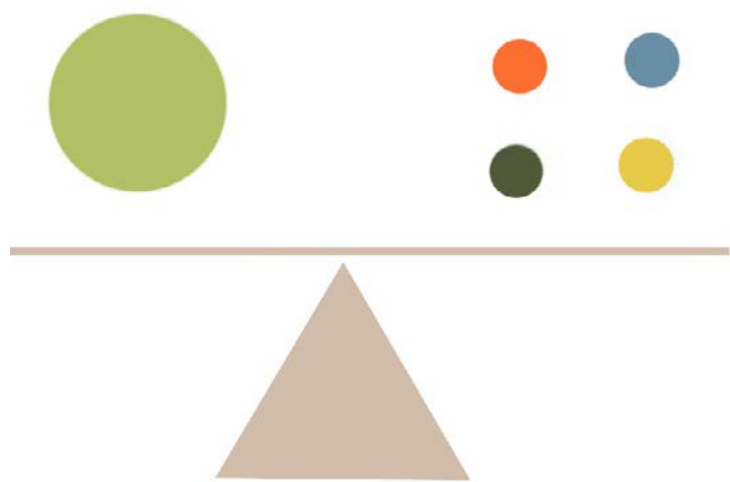
- Inspiration images supported the development of the concept of **From Fire, We Bloom**. Attention to both **calming, biophilic** solutions, as well as **vibrant, energetic ones** were helping in achieving an aesthetic supportive of the **fire** and **bloom** zones within the space.
- The images represent light, color, materiality and an attention to spatial development that supports the zones while also meeting a **variety** of user **needs**. Calming colors, dropped ceiling planes, natural light, and plants create **focused** zones to optimize growth. Vibrant, interactive, and playful design elements create a sense of **joy** and **collaboration**.





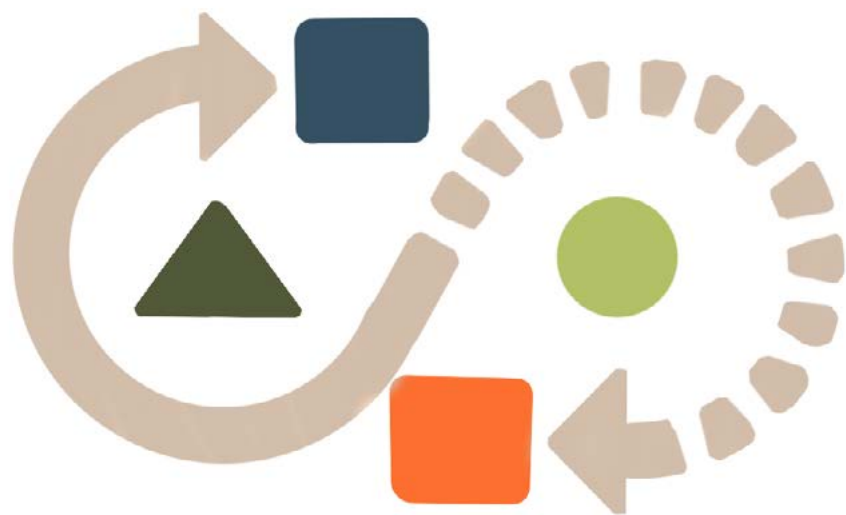
# DESIGN PRINCIPLES

**Steelcase** design principles of me + we, fixed to fluid, open + enclosed, and braiding digital and physical, were utilized to **enhance** the **office experience**. Attention to each design principle reinforces the sought after **growth** and **collaboration** that **"From Fire, We Bloom"** seeks to create.



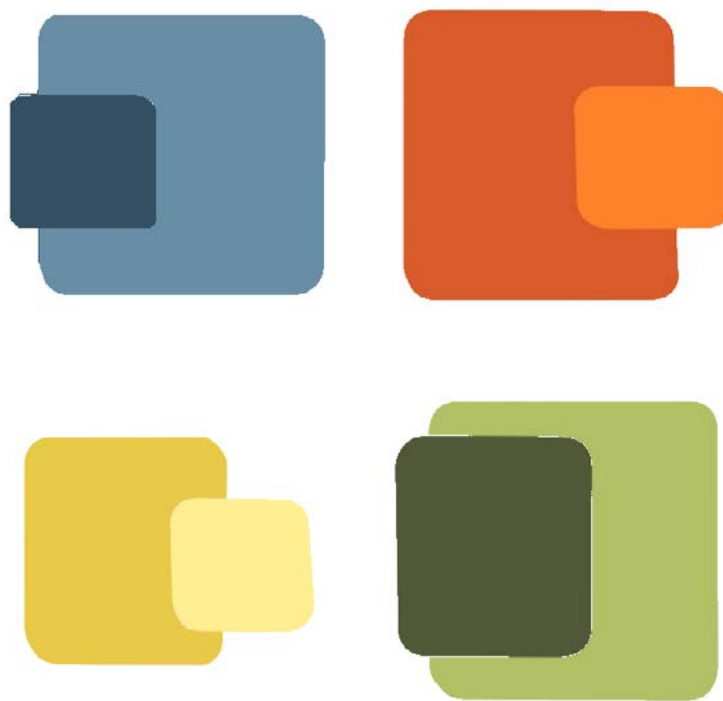
## ME + WE

Spaces for individuals to **separate** themselves from collaboration spaces allows users to choose where they **"bloom"**.



## FIXED TO FLUID

**Movable** furniture **empowers** NEXTERS to create an ecosystem that meets their everchanging needs.



## OPEN + ENCLOSED

Open and enclosed work space **options** allow NEXTERS and their teams to choose the best setting for their work.

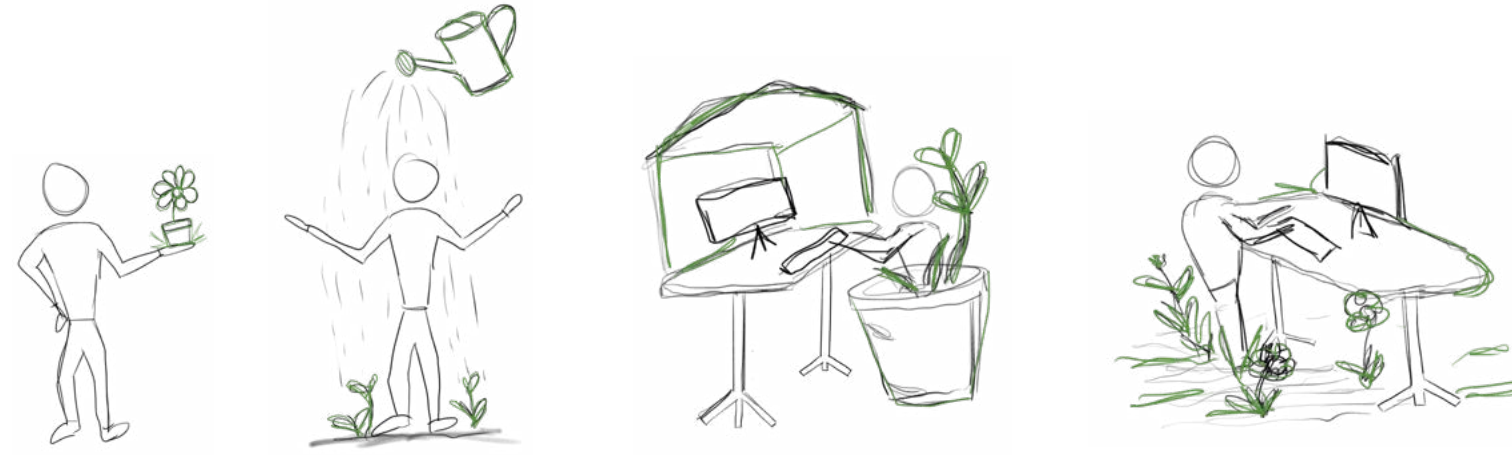


## BRAIDING DIGITAL & PHYSICAL

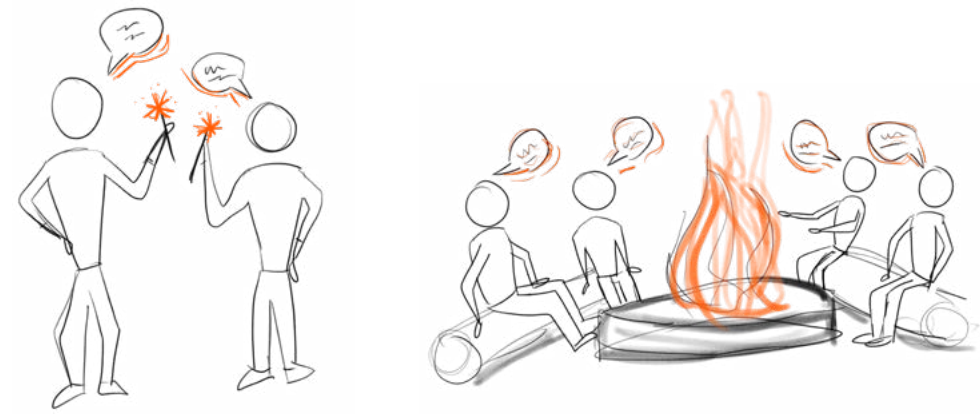
Digital and physical are braided together to create **intentional, interactive** experiences allowing for greater office **connections**.



# PLANNING STRATEGY



**BLOOM SPACES**

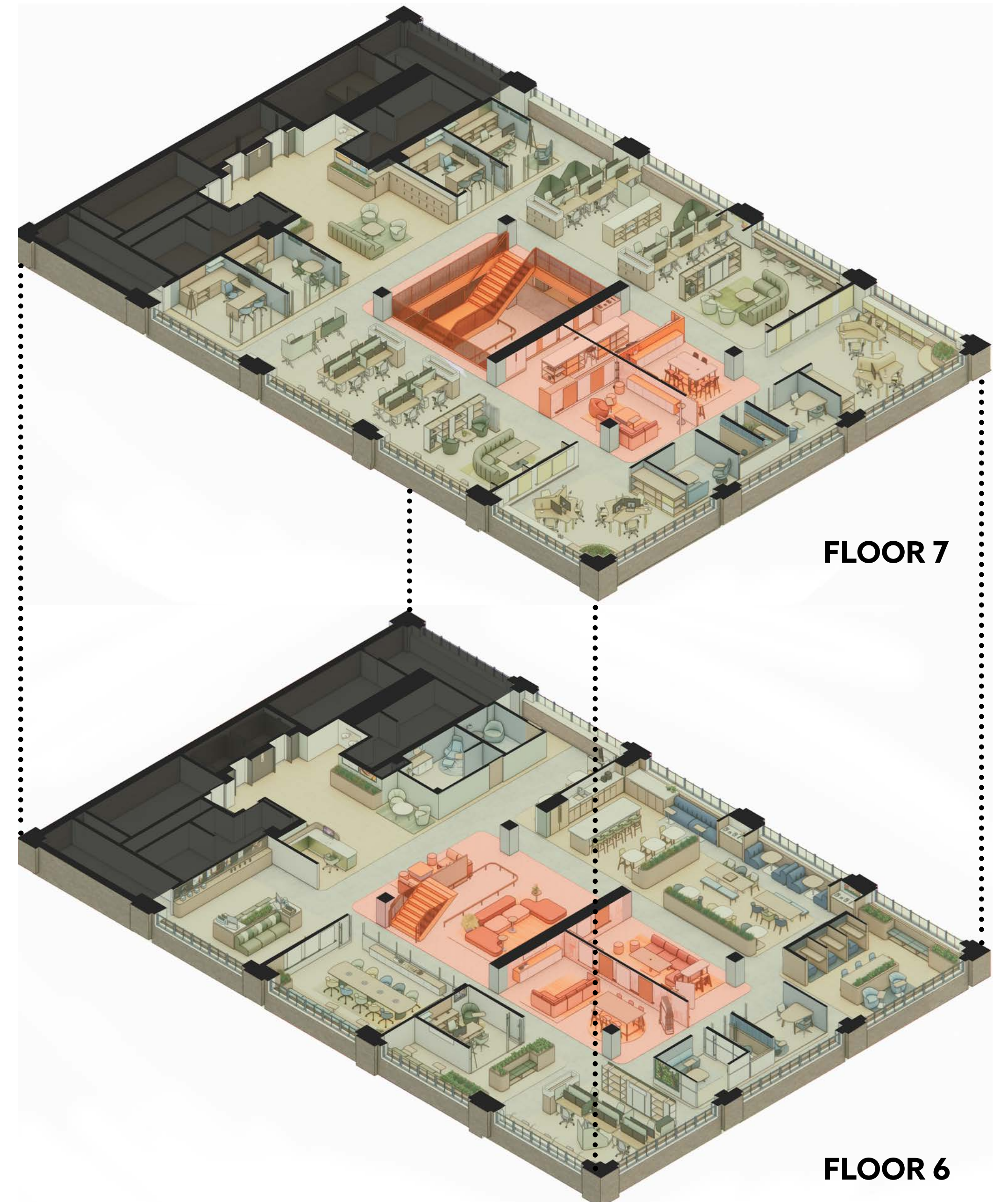


**FIRE SPACES**

## SPATIAL REASONING

The **two zones** respond to a variety of NEXT's needs, creating opportunity for **choice** which attracts and retains **diverse talent** in much the same way a controlled fire helps to create an ecosystem with greater diversity.

The fire zone sits at the central core to distinguish space and respond to the natural column barriers similar to how a controlled fire uses **natural barriers**. Controlled fires result in plants having greater access to sunlight. In this office environment, bloom spaces are along the exterior giving greater access to **natural sunlight**.



**FLOOR 7**

**FLOOR 6**





**GILL SANS ULTRA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

GILL SANS MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



BLOOM ICON

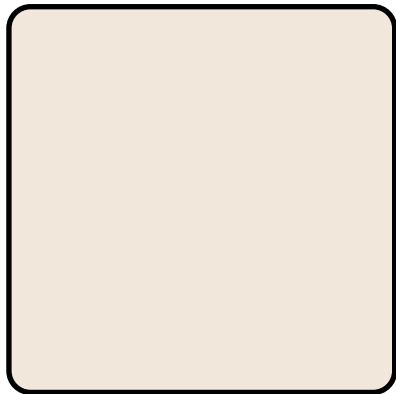
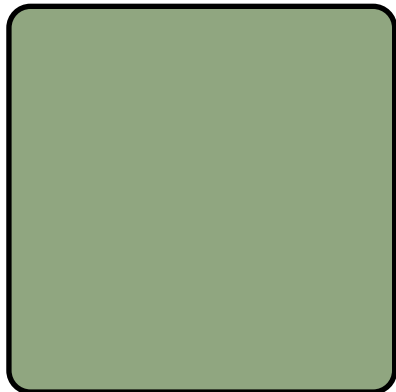
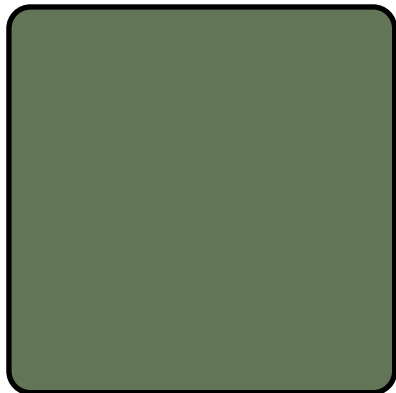
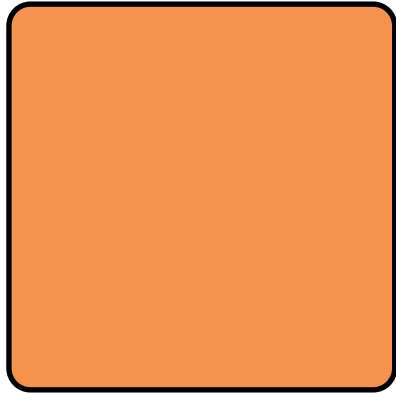
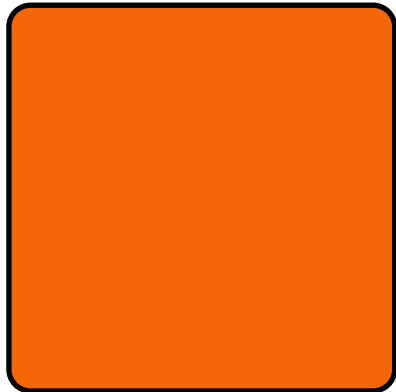


SPARK ICON



**INSPIRATION**

The spark icon is inspired by the second six pointed star from the Chicago Flag, which represents the Chicago Fire.





BRANDS

The NEXT Advertising office partners with brands who are **difference makers**. Brands that **spark** change and inspire **growth**. Each of the selected brands considers the potential **harmfulness** of their industry and **rethinks** their products and solutions with **innovation**, **sustainability**, and **health** in mind.



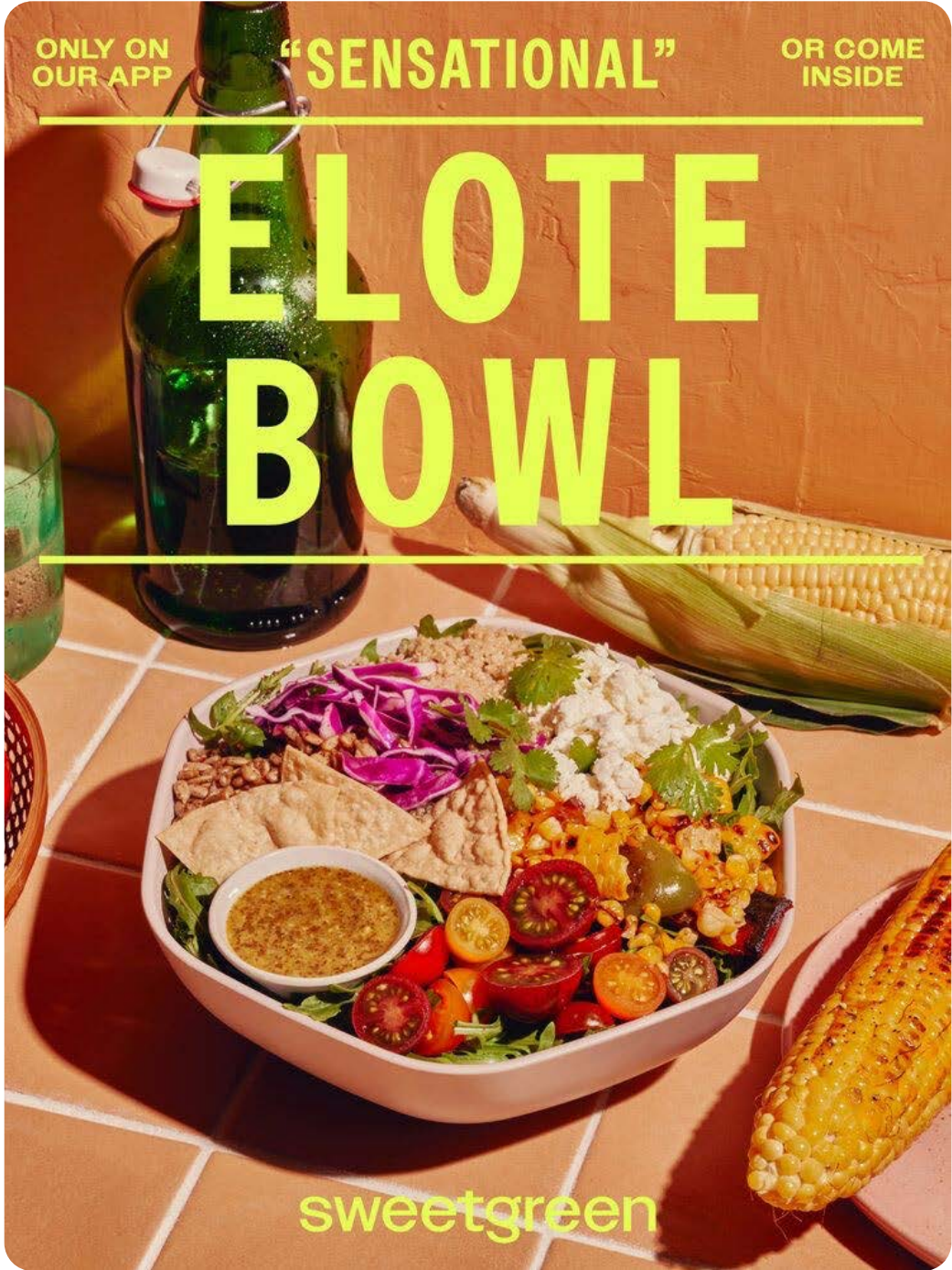
NIKE

Nike uses their firepower to move towards their goal of zero carbon and waste. With the use of recycled materials and programs like "Nike Grind" they're NEXT up in **innovation** and **sustainability**.



BLUELAND

Blueland makes moves in packaging **innovation**. By using compostable, zero waste, lightweight, and **recyclable** packaging, Blueland is **influencing** large corporations to do the same.



SWEETGREEN

Sweetgreen **rethinks** fast food. Focused on a **healthier**, more **sustainable** fast food alternative, they work with communities to support sustainable farm practices.

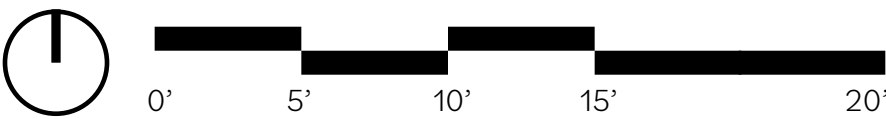


OLIPOP

Olipop **challenges** the soda image and creates a healthy alternative. With an emphasis on digestive **health**, Olipop creates a new image of soda as a good thing.



FLOOR 6 PLAN



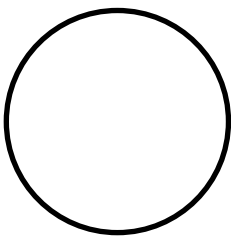
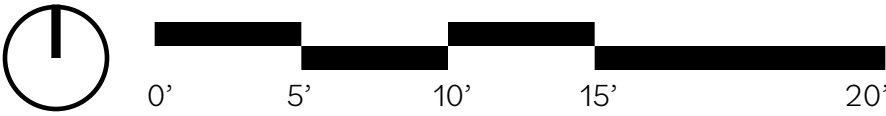
KEY:

- 1 RECEPTION
- 2 CLIENT CELEBRATION
- 3 CLIENT PRESENTATION
- 4 MONUMENTAL STAIR
- 5 WILDCARD SPACE
- 6 MOTHER'S ROOM
- 7 WELLNESS ROOM
- 8 IN-BETWEEN SPACE
- 9 WORK CAFE
- 10 TEAM MEETING
- 11 ANCILLARY WORK SPACE
- 12 HUDDLE ROOM
- 13 PHONE ROOM
- 14 PRODUCTIONS & OPERATIONS TEAM
- 15 DIRECTOR OF PRODUCTIONS & OPERATIONS

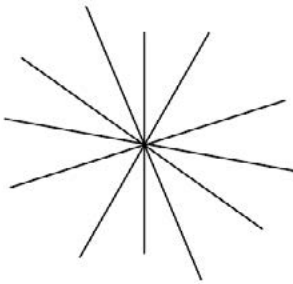




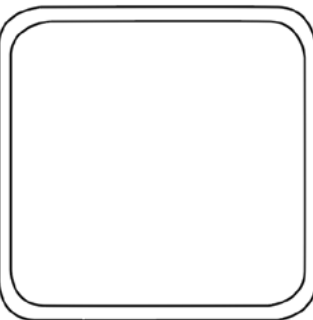
# FLOOR 6 REFLECTED CEILING PLAN



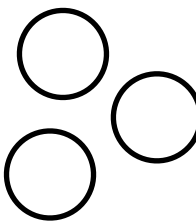
Bobber Pendant by Blu Dot



Custom Spark Light



Suspended Linear Light



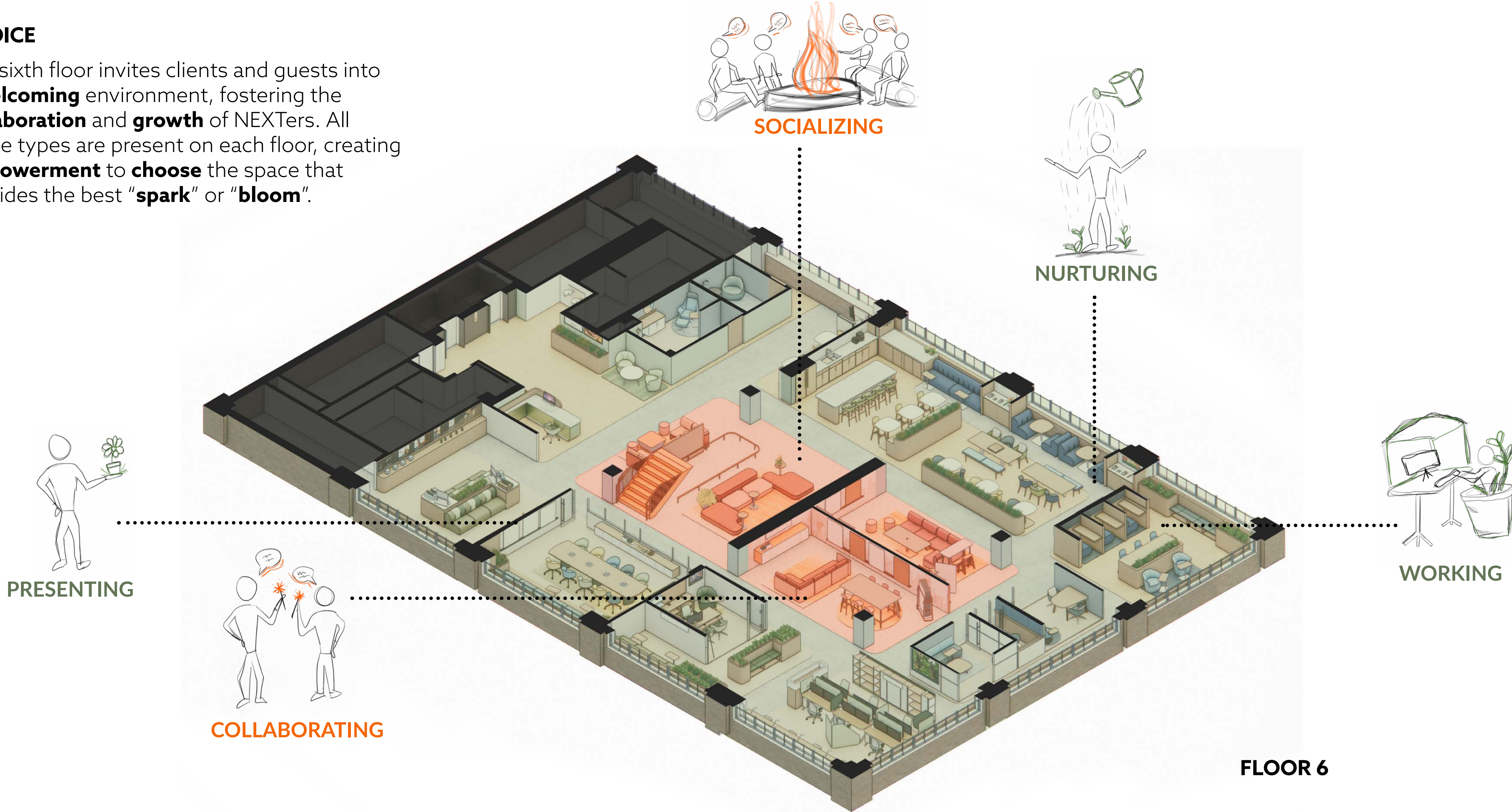
Shine On by Blu Dot



# SPATIAL TYPOLOGIES

## CHOICE

The sixth floor invites clients and guests into a **welcoming** environment, fostering the **collaboration** and **growth** of NEXTERS. All space types are present on each floor, creating **empowerment** to **choose** the space that provides the best “**spark**” or “**bloom**”.





SECTION A-A



WORKING



COLLABORATING



WORKING



WORKING



PRESENTING



WORKING



COLLABORATING



SOCIALIZING



PRESENTING

COLOR

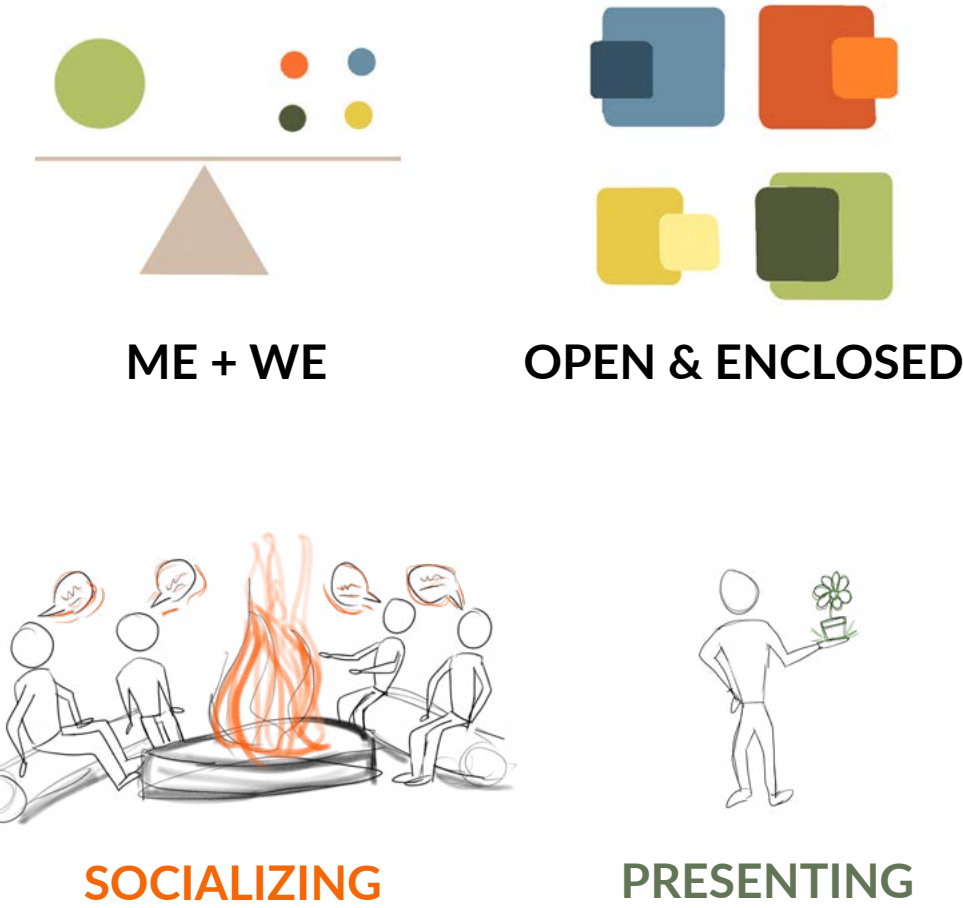
In section, the zones of spaces come to life. Color helps to distinguish space type and create a "mood" for the environment. **Blue** is located in **focus** areas, **orange** is present for **energy**, and **green** creates a mindset of **growth**.



RECEPTION



SPATIAL CHARACTERISTICS



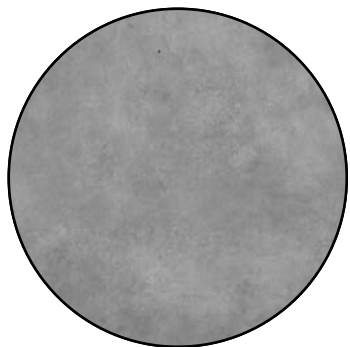
At the entry of NEXT Advertising, **warmth** is created through wood and color is used to distinguish spaces. Green **invites** and **calms** visitors and NEXTERS alike, while orange introduces the **energy** that NEXT brings to their work.



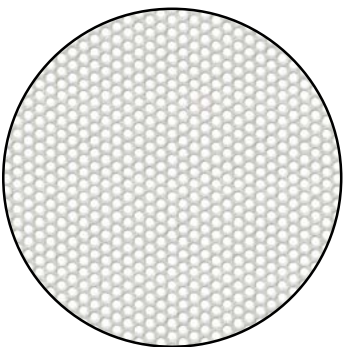
Lagunitas Seating  
By Coalesse



Bumper Ottoman  
By Blu Dot



Concrete



Perforated Metal



Wood Laminate







NEOT  
ADVERTISING





# CLIENT CELEBRATION



## SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



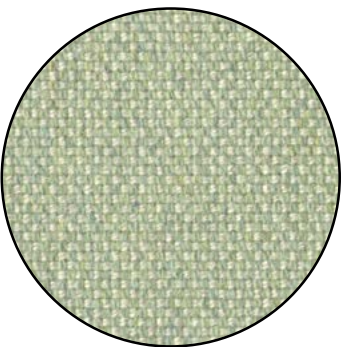
PRESENTING



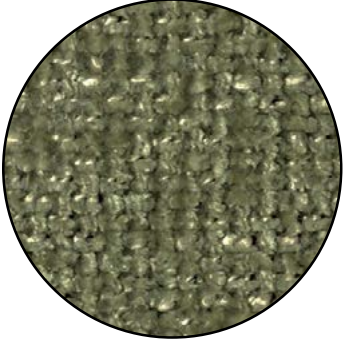
The client celebration **braids digital integration** with **physical**. The work done for each client is featured on the wall through a history timeline. The orange framed digital screen works on a track. When the digital screen stops the physical ad on the wall behind is highlighted and the screen displays a video of the ad campaign.



Belle Lounge  
By West Elm



Checker Upholstery  
By DesignTex



Cozy Texture Upholstery  
By DesignTex



Wood Laminate





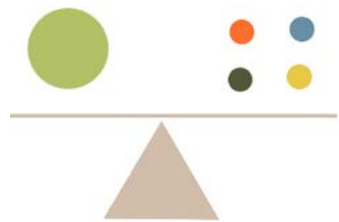
# CLIENT PRESENTATION



## SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



ME + WE



PRESENTING

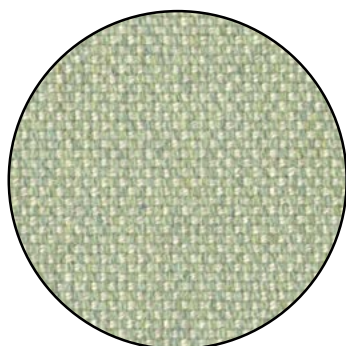
Adjacent to the client celebration space, the client presentation room is designed to create a sense of **comfort**. Warm tones with a mix of pops of color invite **conversation** and **collaboration** where ideas can to **grow** to their full **potential**. Seating along the back wall creates a space for guests to feel **included** **without** feeling **overwhelmed** at the formal table.



Copa Chair  
By Viccarbe



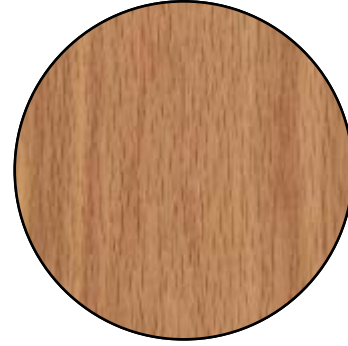
Belle Lounge  
By West Elm



Checker Upholstery  
By Designtex



Boucle Melange  
By Designtex



Wood Laminate









STORY SPARKING SPACE



SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



FIXED TO FLUID



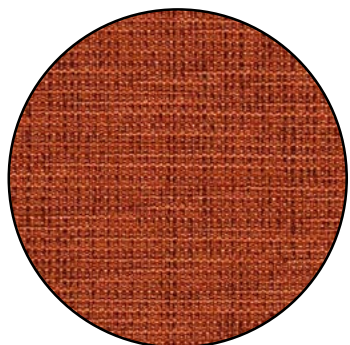
SOCIALIZING

The wildcard space is a “**story sparking space.**” **Words can catch like fire**, which is why **word of mouth** advertising is the most **sustainable** and **effective** form of advertising.

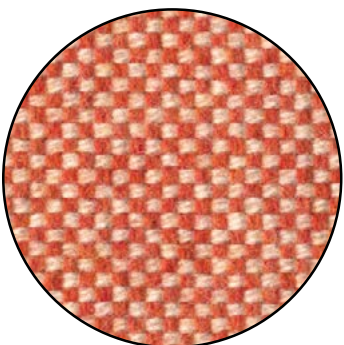
NEXT uses this idea to create an interactive digital display. A question is posed on the screen, - typically a question that could help answer questions for one of the client teams - and NEXTers are invited to answer through an app. Their answer then appears on the screen and is added to the “fire”. The story sparking space **increases office engagement** and **highlights the offices** skills through app development and digital integration.



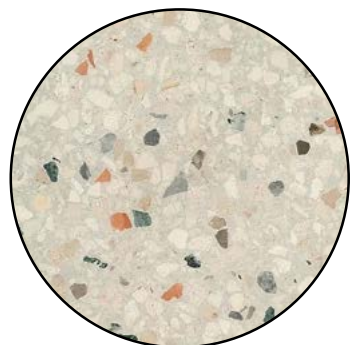
Common  
By Viccarbe



Hobnob Adobe  
By Designtex



Checker  
By Designtex



Terrazzo







# NEET



BLUE RASPBERRY

ORANGE

LEMONADE

GRAPE

CHERRY

BLUE RASPBERRY

BLUEBERRY

DR. PEPPER

CHERRY

BLUE RASPBERRY



PEACH



ORANGE

WHAT'S UP AT NEXT?

LIME

VANILLA

What's your favorite  
drink flavor?

CHERRY

GRAPE

PEACH

CREATIVITY,  
INNOVATION.





# MONUMENTAL STAIR



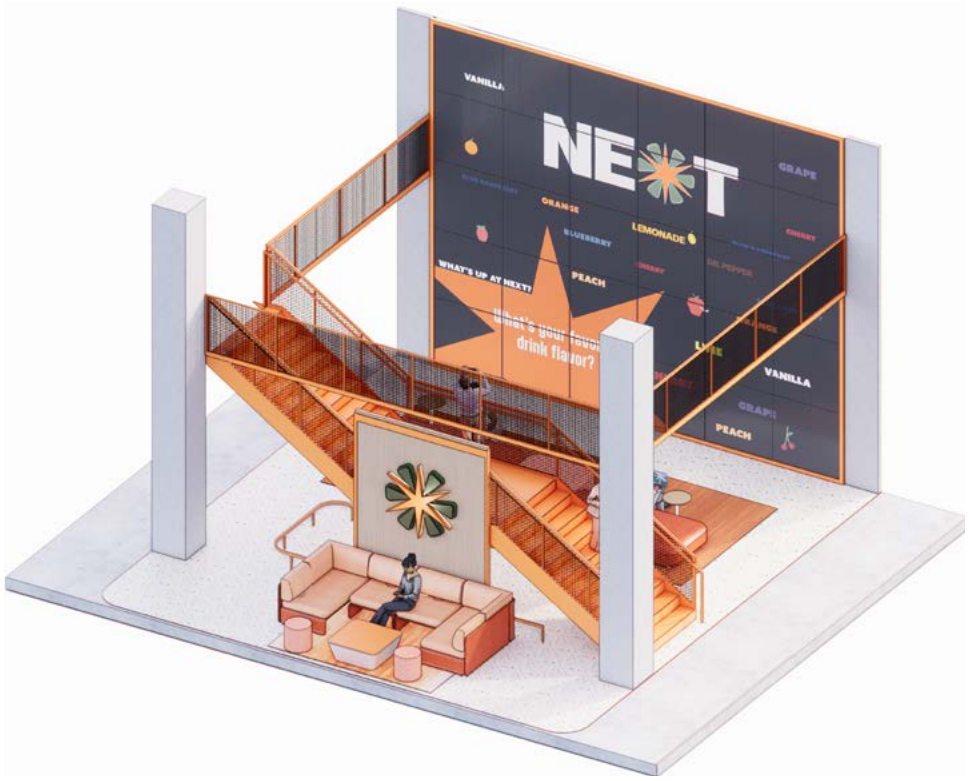
## SPATIAL CHARACTERISTICS



ME + WE



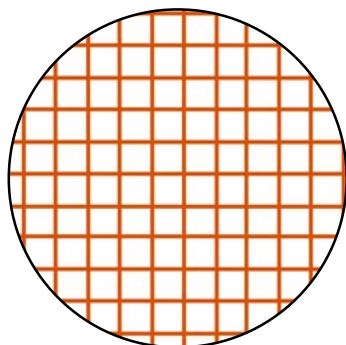
OPEN & ENCLOSED



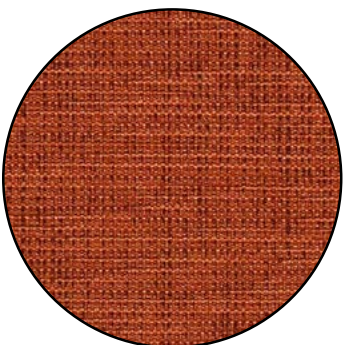
The monumental stair features an orange metal grid guardrail to highlight the **energy** and movement that connects the two floors. The stair is also **integrated** with the wildcard space to provide and increase **opportunity** for **sparks of conversation**.



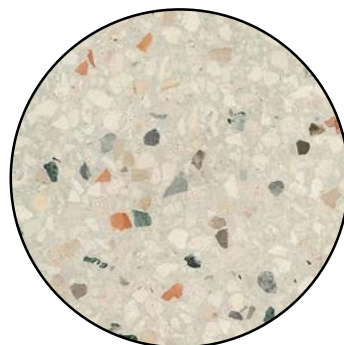
Common  
By Viccarbe



Metal Mesh Grid



Hobnob Adobe  
By DesignTex



Terrazzo





SECTION B-B



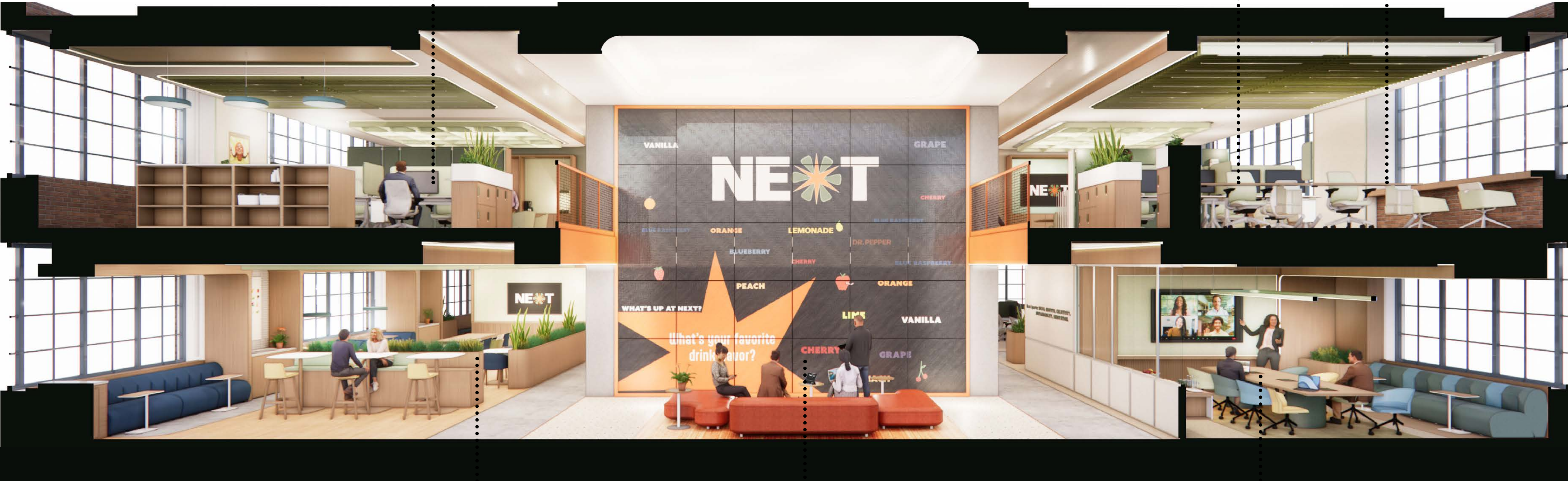
WORKING



WORKING



WORKING

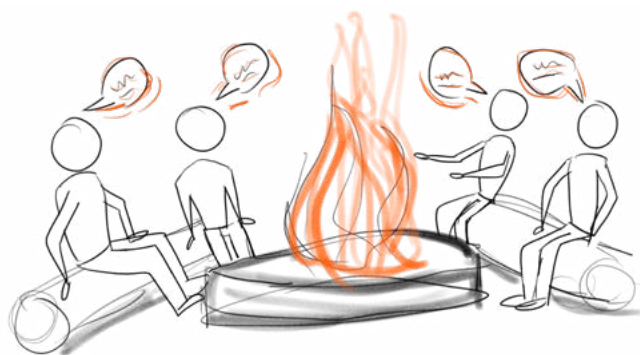


ENGAGEMENT

**Conversations** are sparked by the wildcard space inhabiting the open space to the seventh floor. Answers to the prompt and stories float to the upper floor inviting others into the conversation, similar to smoke from a **campfire**.



NURTURING



SOCIALIZING



PRESENTING

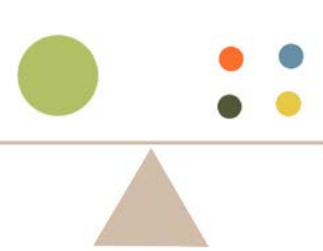




WORK CAFE



SPATIAL CHARACTERISTICS



ME + WE



OPEN & ENCLOSED



NURTURING



WORKING



In the cafe, **seating choice** creates an environment where NEXTERS can choose the space that will best allow them to **work** or **recharge**. Pops of color and warmth from wooden materials enhance the sense of **comfort** and **togetherness**.



Enea Lottus Table  
By Coalesse



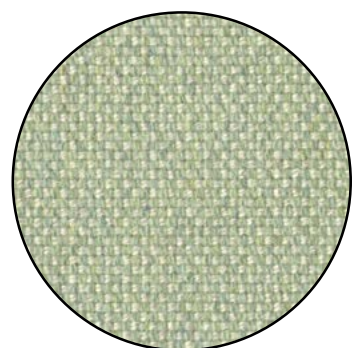
Chip Stool  
By Blu Dot



Marien 125 Chair  
By Coalesse



Belle Lounge  
By West Elm



Checker Upholstery  
By DesignTex



Boucle Melange  
By DesignTex



Wood Laminate







  
**sweetgreen**  
Building healthier communities by  
concentrating people  
to real food.

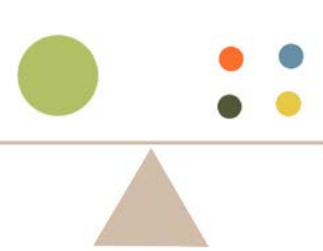
**NEOT**



# CAFE QUIET ZONE



## SPATIAL CHARACTERISTICS



ME + WE



OPEN & ENCLOSED



NURTURING



WORKING

In the far corner of the café is a quiet zone where NEXTERS can be away from the energy of the main café. **Natural light** is abundant, and the palette takes a **calming** tone to create an environment with lower energy. Providing a multitude of seating opportunities is necessary to ensure everyone has a space to **bloom**.



Willow Lounge Chair  
By West Elm



Chip Stool  
By Blu Dot



Belle Lounge  
By West Elm



Heather  
By DesignTex



Boucle Melange  
By DesignTex



Wood Laminate





TEAM MEETING SPACE



SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



ME + WE



FIXED TO FLUID



COLLABORATING

Team meeting spaces inhabit the “fire” zones. Designed to **increase energy** and **innovation**, orange and a mix of seating options increase **movement** and **energize** new thinking. Custom “spark” lights offer a **branded experience** to **spark** ideas and designate space.



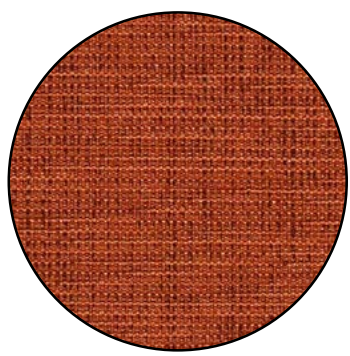
Lagunitas Seating  
By Coalesse



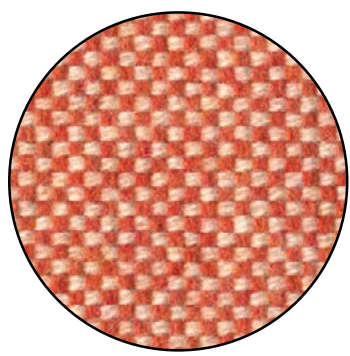
Flex Cart  
By Steelcase



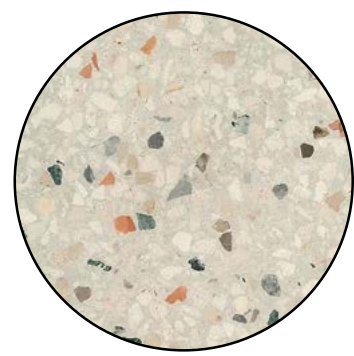
Chip Stool  
By Blu Dot



Hobnob Adobe  
By DesignTex



Checker  
By DesignTex



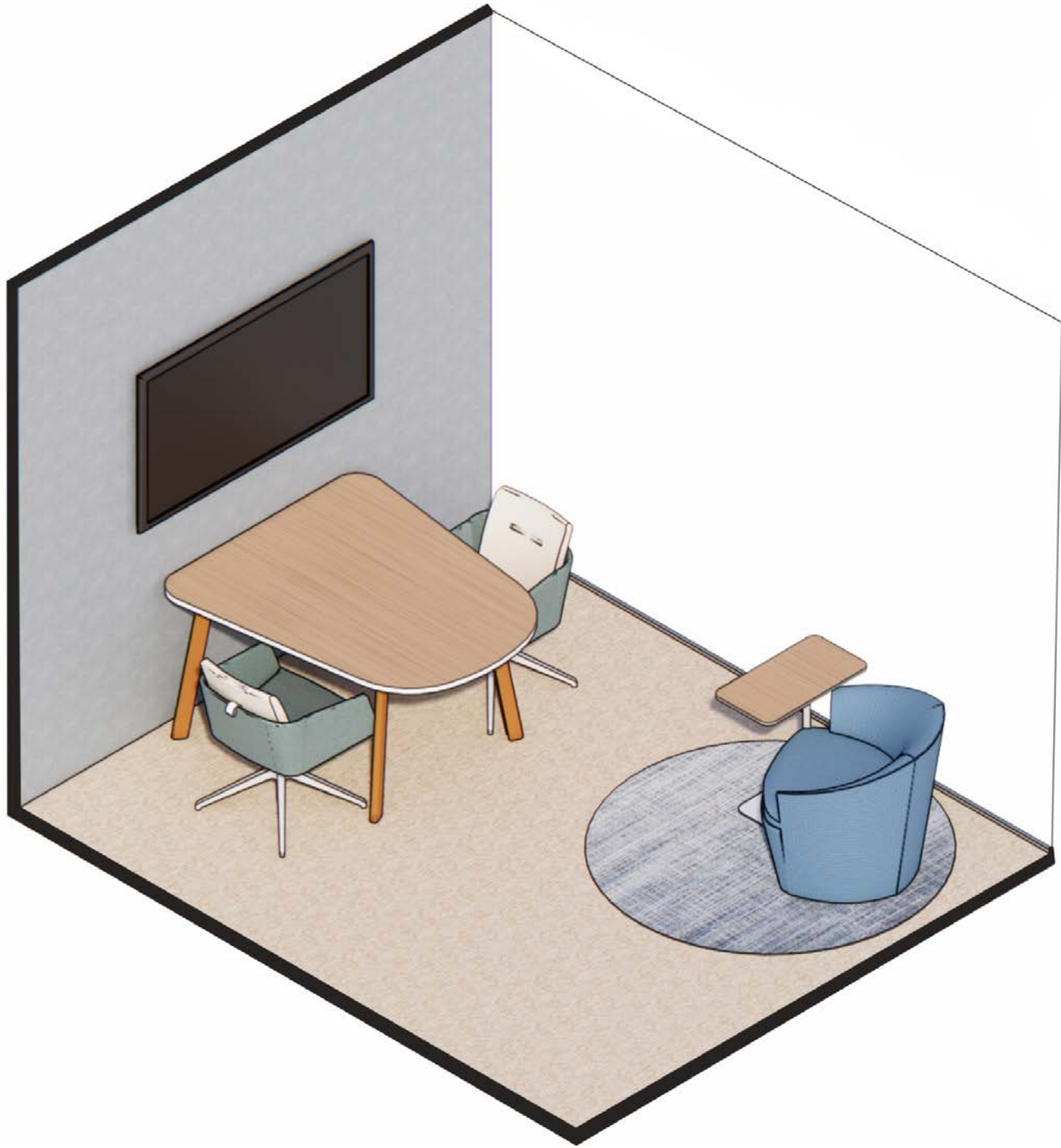
Terrazzo





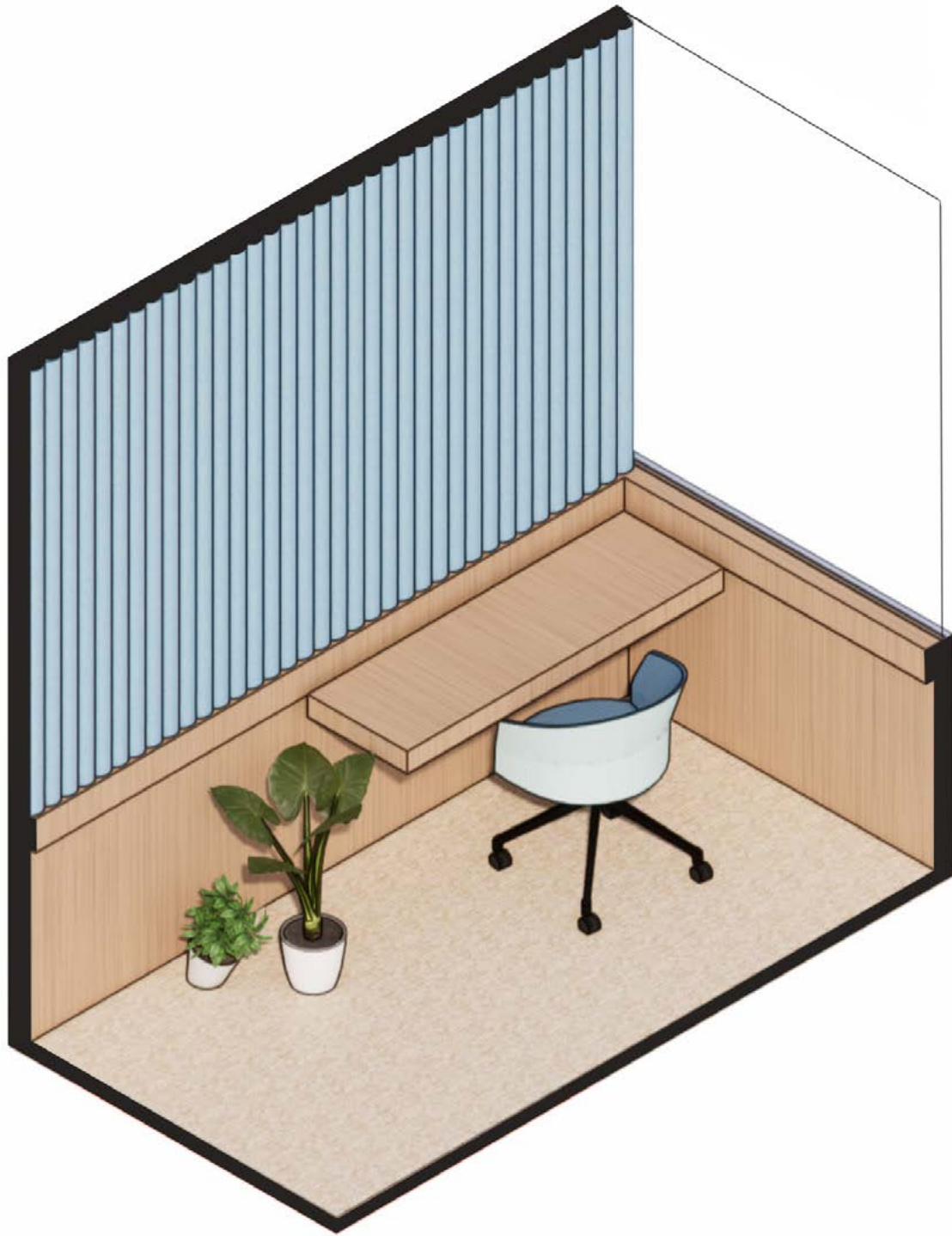
# HUDDLE & PHONE ROOMS

Phone rooms and huddle rooms are located **together** on both the sixth and seventh floors. The rooms use **blue** to create a **calming** environment geared towards **focus**, heads-down work. The rooms include



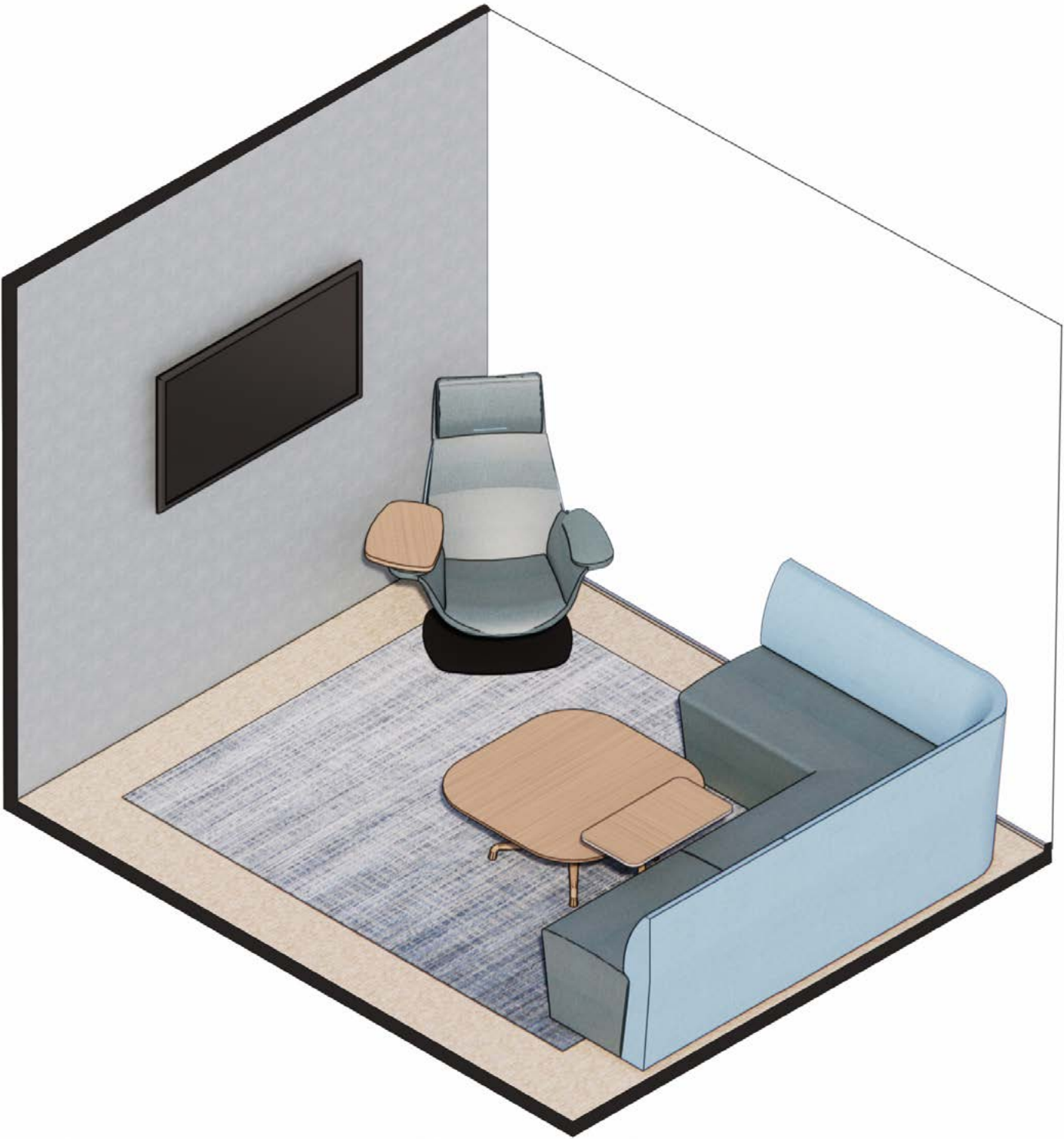
Huddle Room 1

A meeting space with digital integration and seating options to work as a **group or alone**.



Phone Room

A **private** space to take calls with acoustic and lighting consideration.

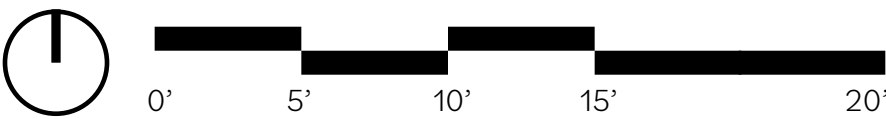


Huddle Room 2

A meeting space with a **residential** feel creating space and choice to have an "at home" feel.



FLOOR 7 PLAN



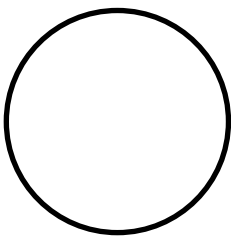
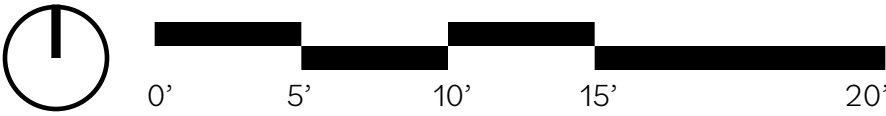
KEY:

- 1 ENTRY
- 2 LOCKERS
- 3 IN-BETWEEN SPACE
- 4 MONUMENTAL STAIR
- 5 PRIVATE OFFICE
- 6 FLEX OFFICE
- 7 CREATIVE TEAM
- 8 MEDIA TEAM
- 9 PRODUCTION AND RESOURCES
- 10 NEIGHBORHOOD
- 11 TEAM MEETING SPACE
- 12 CLIENT DISPLAY
- 13 CLIENT TEAM
- 14 HUDDLE ROOM
- 15 PHONE ROOM
- 16 DIGITAL MARKETING TEAM
- 17 FLEX WORKSTATIONS

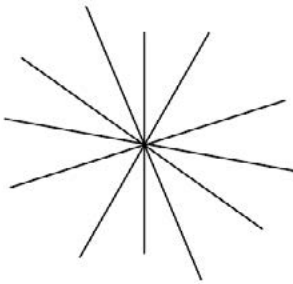




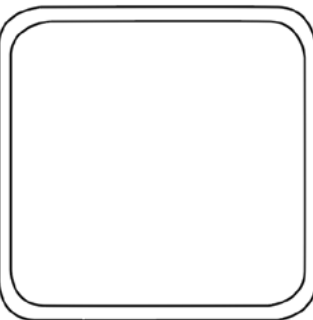
# FLOOR 7 REFLECTED CEILING PLAN



Bobber Pendant by Blu Dot



Custom Spark Light



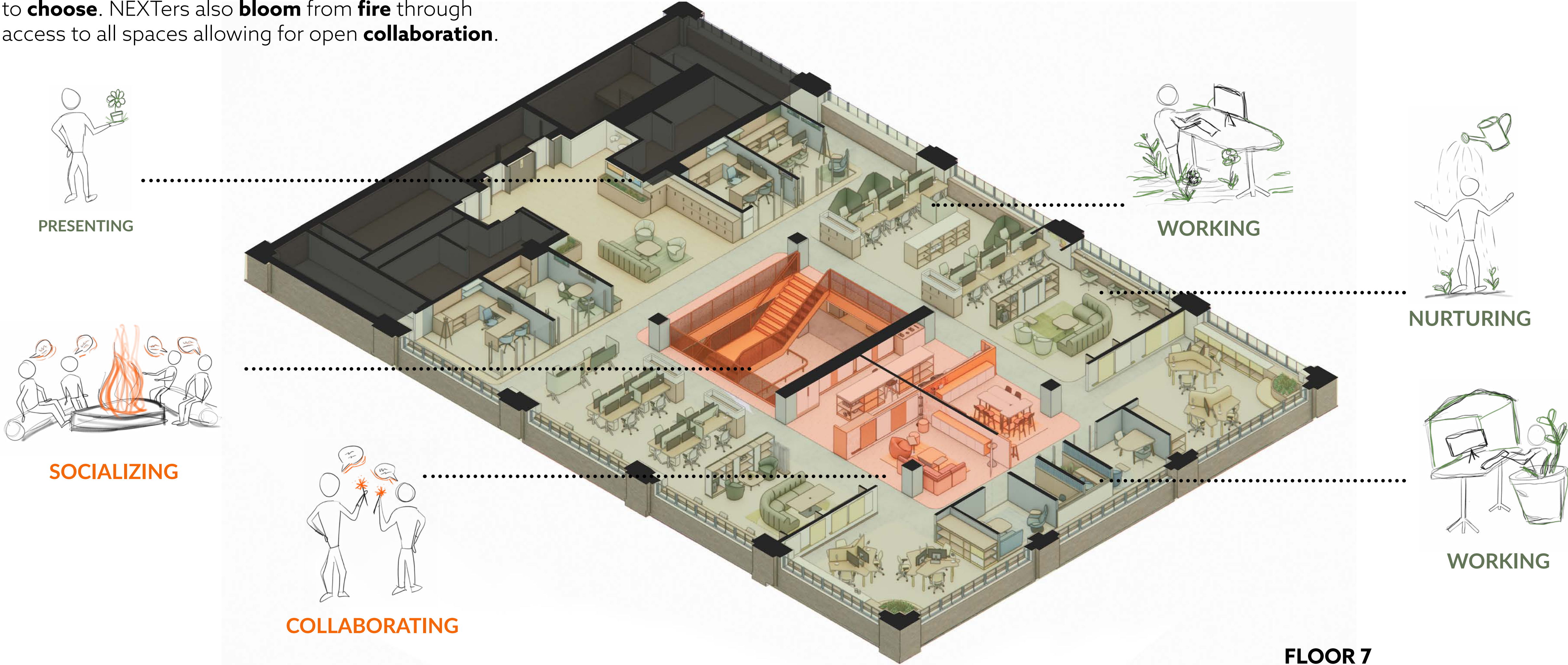
Suspended Linear Light



# SPATIAL TYPOLOGIES

## COLLABORATION

The seventh floor is primarily for NEXTERS. All space types are present to inspire the **empowerment** to **choose**. NEXTERS also **bloom** from **fire** through access to all spaces allowing for open **collaboration**.





FLOOR 7 ENTRY



SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



NURTURING



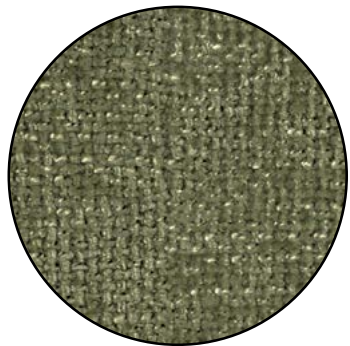
The seventh floor is focused on **work spaces**. Upon entry, a lounge, lockers, and a mission statement enhance the feeling that this floor is **for NEXTERS**. The **mission statement** tells the story of the Chicago Fire and **challenges** NEXTERS to use their **firepower** for **positive growth**.



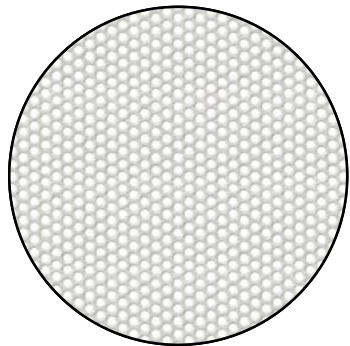
Belle Lounge  
By West Elm



Willow Lounge Chair  
By West Elm



Cozy Texture Upholstery  
By DesignTex



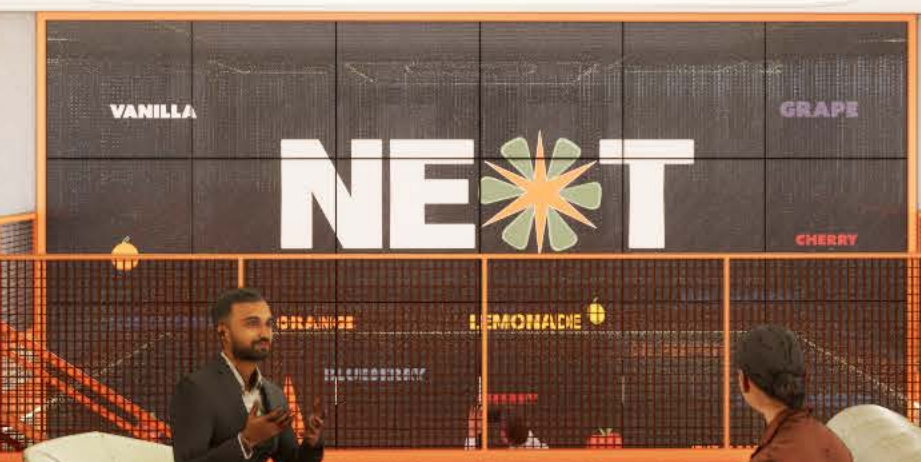
Perforated Metal



Wood Laminate





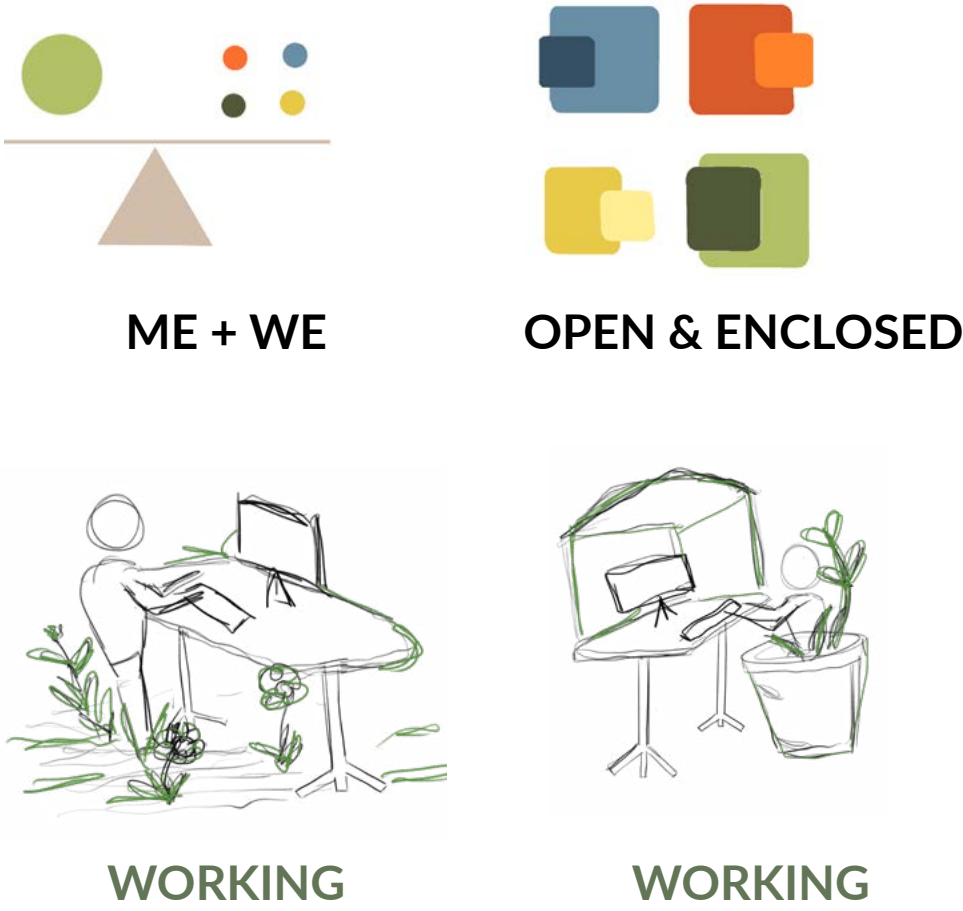




# CREATIVE TEAM WORKSTATIONS



## SPATIAL CHARACTERISTICS



All workstations utilize the **Flex desk** allowing NEXters to choose their **desk height** and **attachable screens** to **create the environment** they will work and **grow** their best. **Offices** for the directors of each of the work teams are visible creating a **greater connection** between work and management.



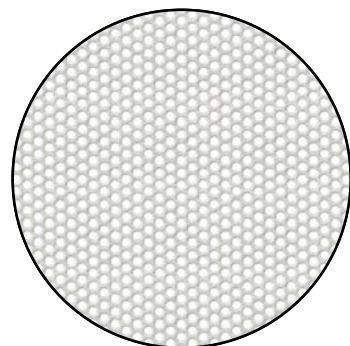
Flex Adjustable Desk  
By Steelcase



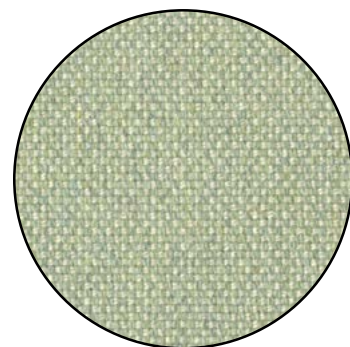
Series 2  
By Steelcase



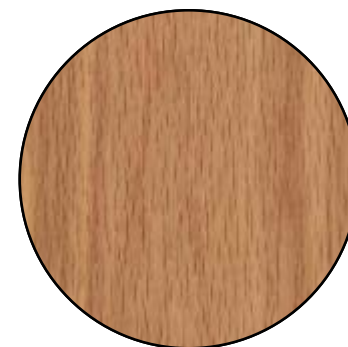
Work Valet Lockers  
By Steelcase



Perforated Metal



Checker Upholstery  
By DesignTex



Checker Upholstery  
By DesignTex





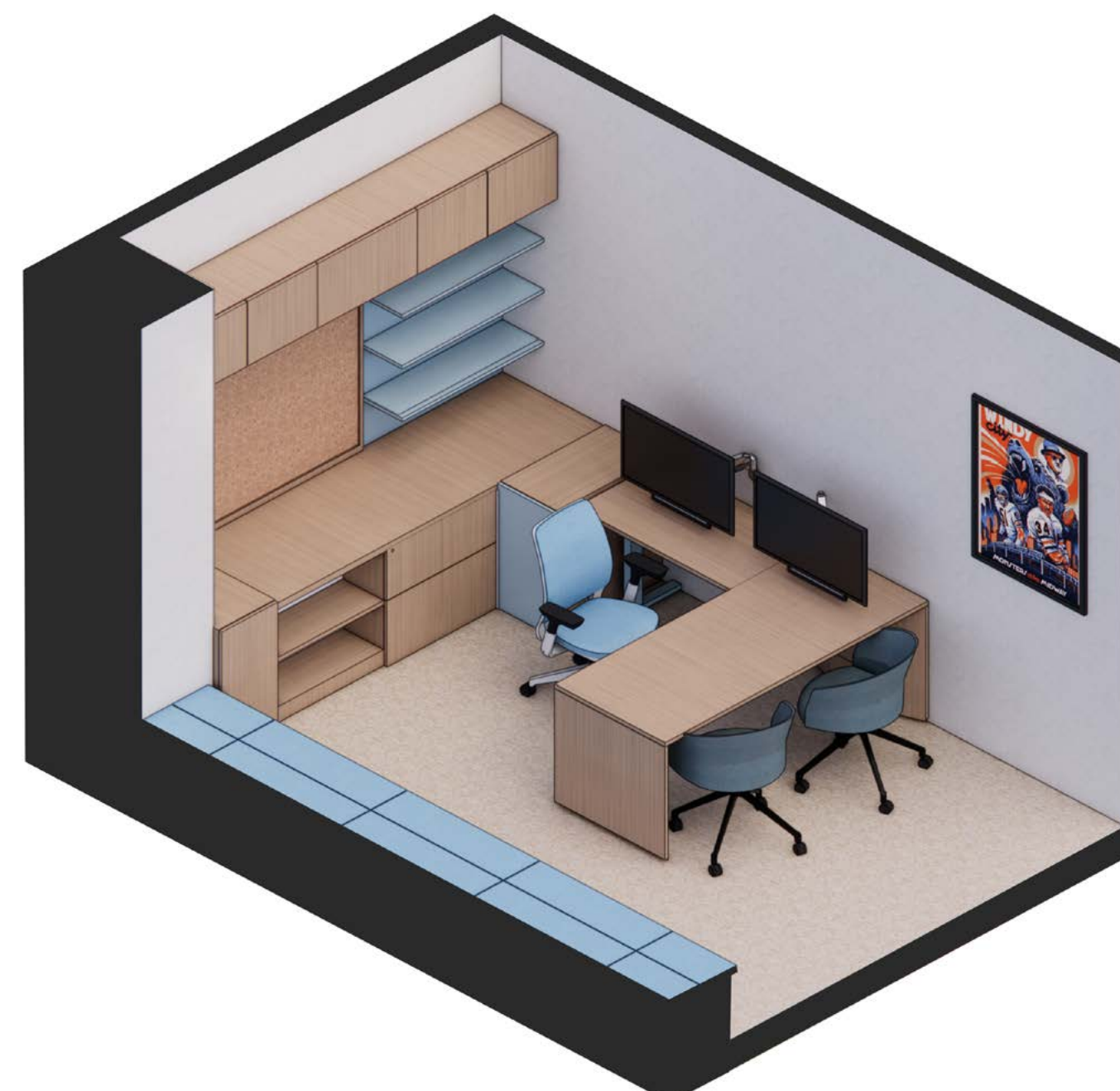
# OFFICE LAYOUTS

Each of the office layouts are placed within **sight-lines** of their respected teams. **Three** different office layouts are designed to cater towards **neurodiversity**. NEXT understands that while not everyone is neurodiverse, most people have a **preference** for how they work best. By designing with **neurodiversity** in mind, NEXT allows their users to **choose** the layout to help them **bloom**.



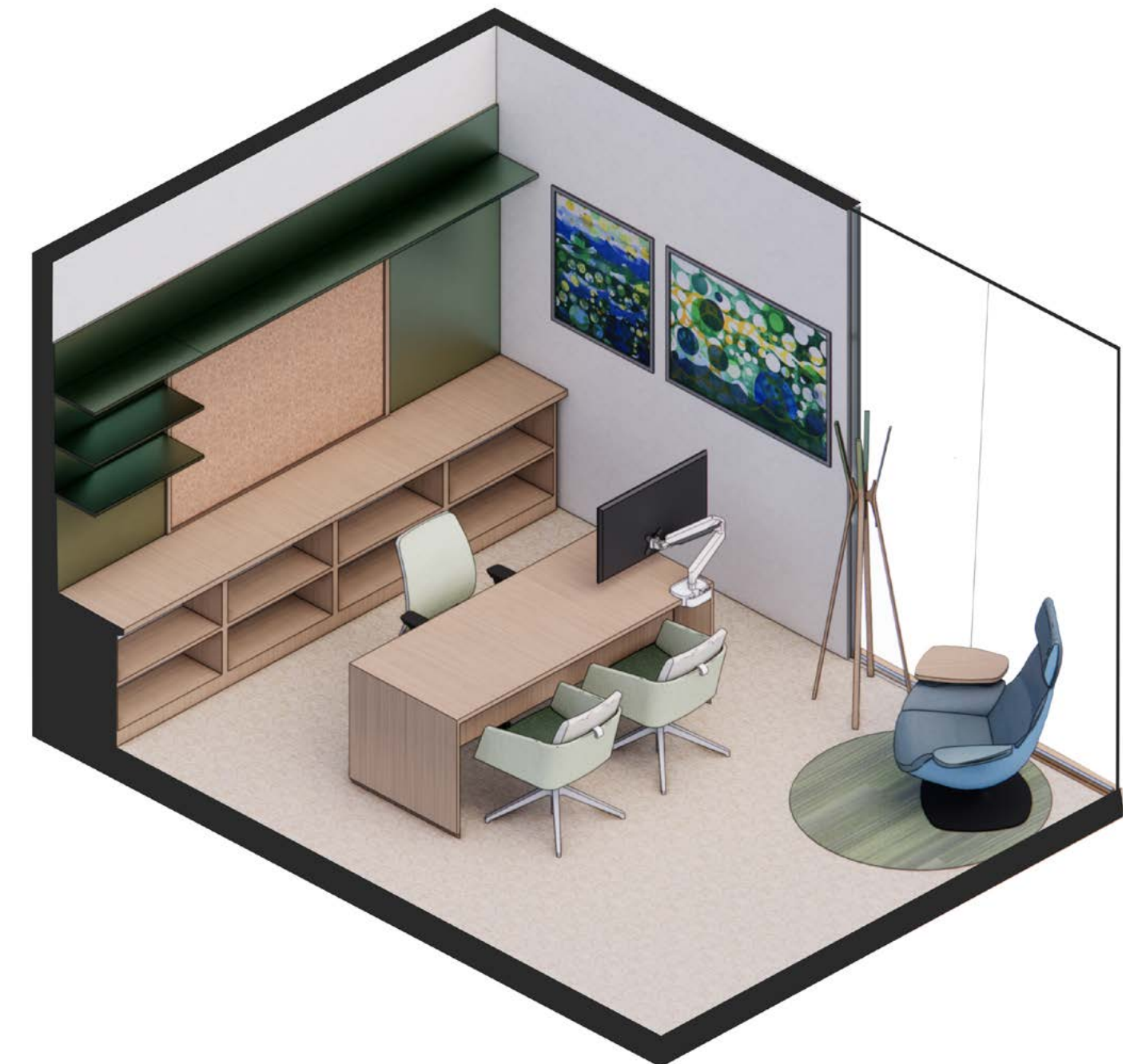
Hypersensitive Layout

An office with **closed** storage and a privacy **barrier** to work. A meeting zone is also **unattached** to the workspace to keep the two zones separate.



Neurotypical Layout

An office with a **mix** of **open** and **closed**. A meeting space is attached to the workspace but incorporates a **separate** work surface.



Hyposensitive Layout

An office with **open** shelving and additional window space to see the **activity** from the exterior workspaces. The meeting space is **integrated** with the workspace.



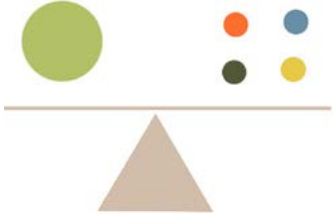
# NEIGHBORHOOD SPACE



## SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



ME + WE



NURTURING



WORKING

A **neighborhood** space is added to each zone of workstations. The addition of a neighborhood lets NEXters make the space **their own**. It demonstrates a sense of **control** and **empowerment** as each zone creates a space that will allow their zone to **bloom**.



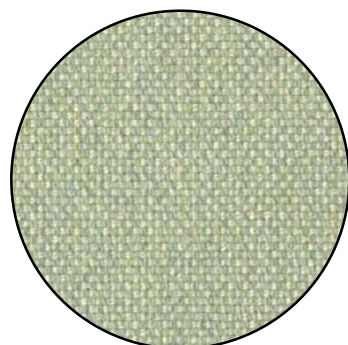
Belle Lounge  
By West Elm



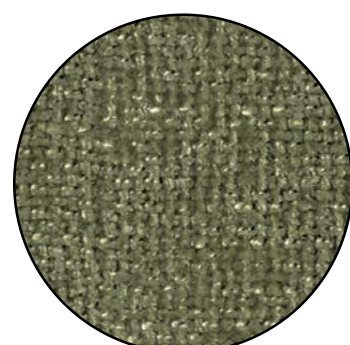
Willow Lounge Chair  
By West Elm



Flex Active Frames  
By Steelcase



Checker Upholstery  
By DesignTex



Cozy Texture Upholstery  
By DesignTex



Wood Laminate

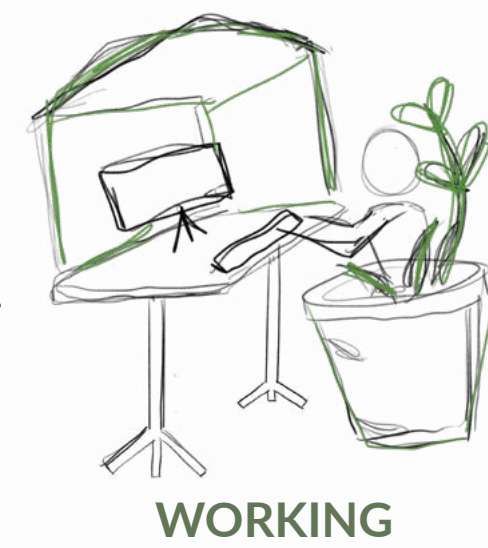
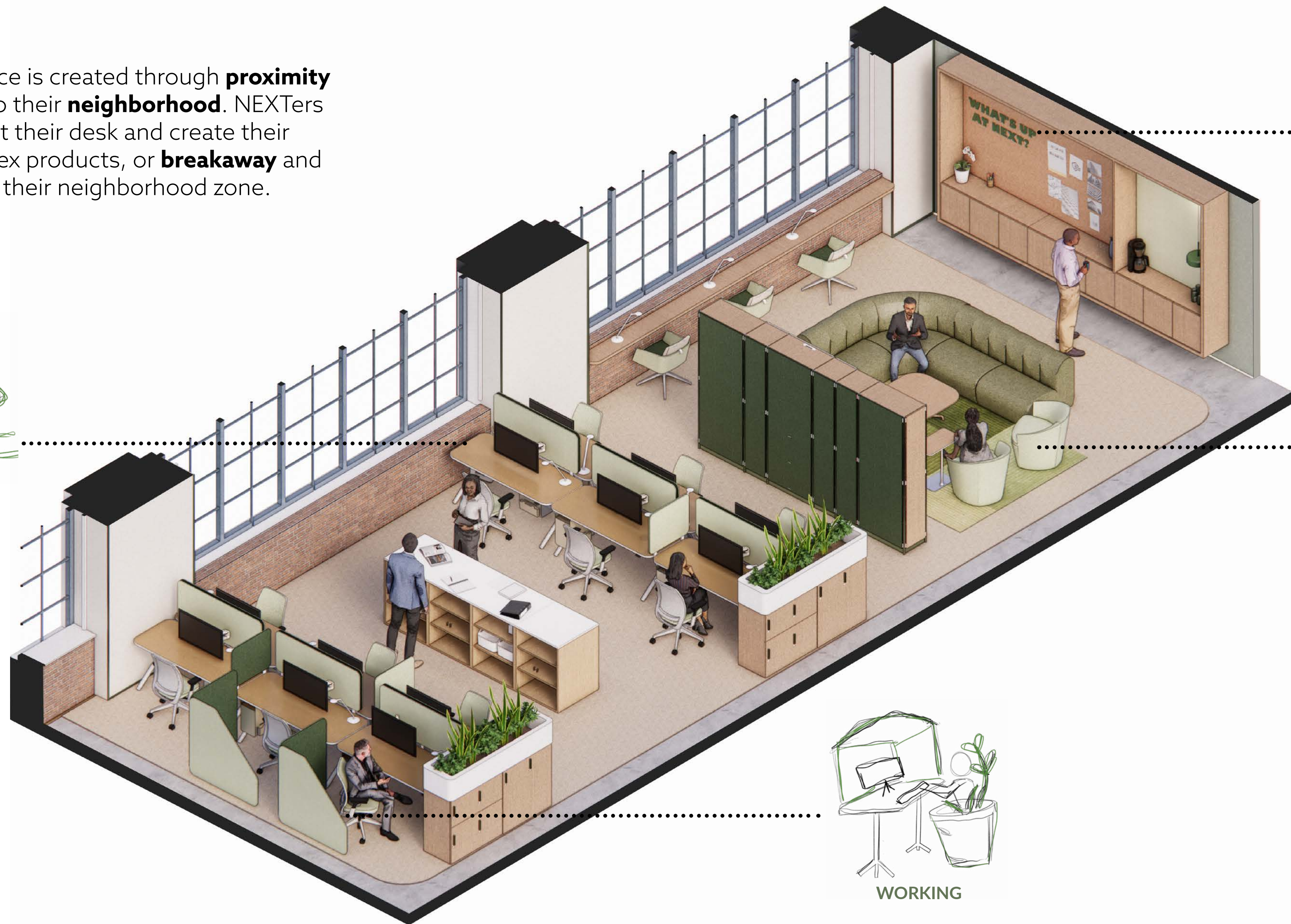




# AN ECOSYSTEM OF CHOICE

## CHOICE

An ecosystem of choice is created through **proximity** of the **workstations** to their **neighborhood**. NEXTERS may **choose** to work at their desk and create their **own space** through Flex products, or **breakaway** and **rejuvenate** or **work** in their neighborhood zone.

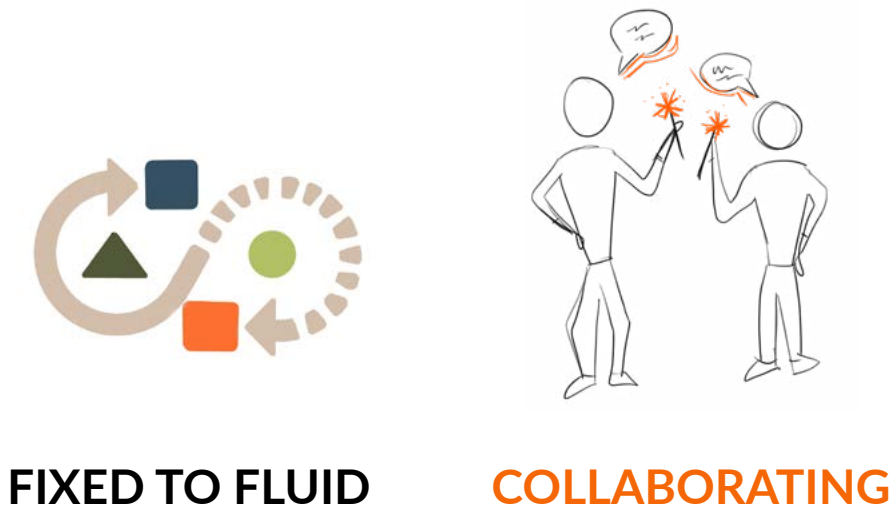




PRODUCTION AND RESOURCE

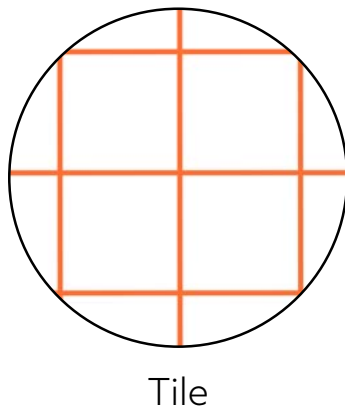
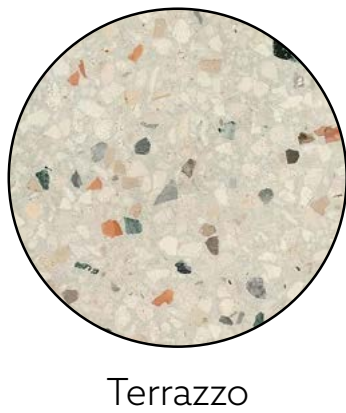
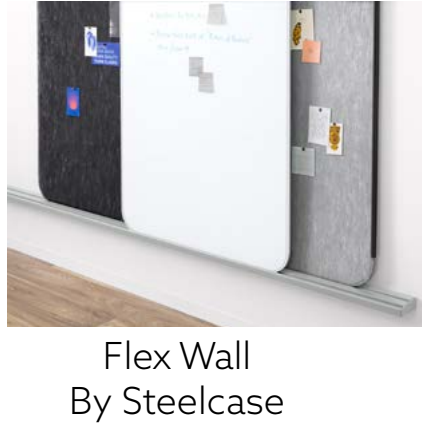


SPATIAL CHARACTERISTICS



In the production and resource room, **energy** and **practicality** speak to the design. **Orange** is used to create a sense of **movement** and **energy**, encouraging the **innovation** of new work. **Storage** is **abundant** allowing for a clear middle workspace.

A custom light is included to enforce a **branded experience**. In a space of prompting new ideas to work, the light **highlights** the **work in motion**.

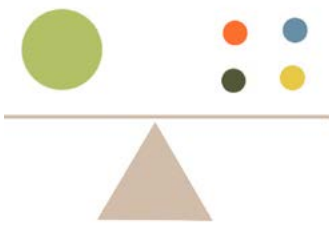




CLIENT TEAMS



SPATIAL CHARACTERISTICS



ME + WE



FIXED TO FLUID



WORKING



WORKING

The **client teams** are separated into groups of two. Each group has **client display** spaces to **pin up** or **store** new ideas and inspiration. The **Flex desks** in this space take a different arrangement to allow the teams to sit in their groups of **three**. **Height adjustability** and **screen dividers** enhance **control** while the color **yellow** invites **bold** ideas and increases overall **happiness**.



Flex Wall  
By Steelcase



Series 2  
By Steelcase



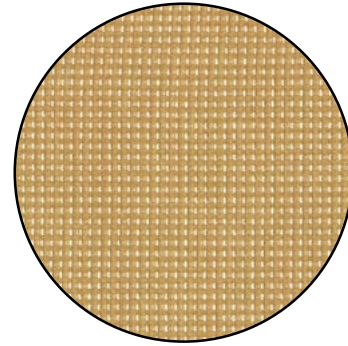
Flex Adjustable Desk  
By Steelcase



Wood Laminate



Beguiled By the Wild  
By Designtext



Appleseed Sesame  
By Designtext







NIKE X SWEETGREEN

Nike athletes x  
Sweetgreen ord

WHO?

- Naomi Osaka ✓
- Devin Booker ✓
- Jared McCain? (circled)
- ↳ East coast



THIS IS TRASH.



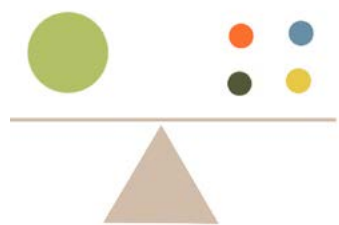
OVERVIEW



SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



ME + WE



NURTURING



COLLABORATING

In the overview, **bloom** and **fire** can be seen at work together. The adjacent neighborhood space to the team meeting room invite **collaboration** with others while the use of **color** distinguishes separate spaces.

On the floor, **carpet** in the workstations create increases comfort, **concrete** act as a natural barrier of circulation, and **terrazzo** in the team meeting spaces invite a **mix** of ideas and a reminder of **sustainability**.



Belle Lounge  
By West Elm



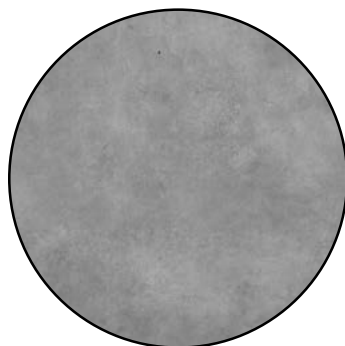
Flex Active Frames  
By Steelcase



Flex Wall  
By Steelcase



Carpet Tile



Concrete



Terrazzo







**THANK YOU!**