

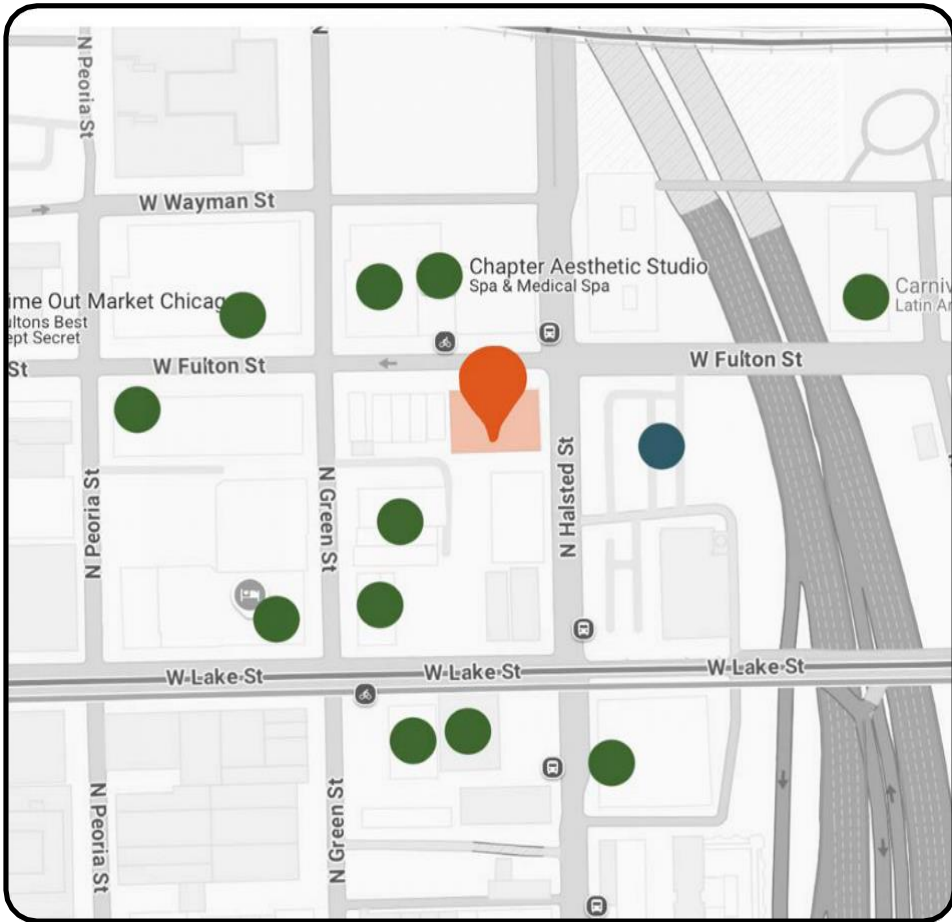




CHICAGO FIRE



FULTON MARKET



● SITE    ● PARKING    ● AMENITIES

THE CHICAGO FIRE & FULTON MARKET

- The people of Chicago came together and began the **Great Rebuilding** to replace their homes and communities following the Chicago Fire, demonstrating the **resilience** of Chicago.
- The **Fulton Market** area was largely left untouched by the fire, allowing stockyards and markets to **support** the **rebirth** of Chicago.
- Later, new innovations pushed markets out of the area and the **artistic community** took its place.
- Today, Fulton Market is the center of a **balanced 20-minute neighborhood** with offices, housing, entertainment and transit.



## FROM FIRE, WE BLOOM

NEXT Advertising's new Chicago office is inspired by the **Great Rebuilding** after the Chicago fire, acknowledging that a successful **ecosystem** needs **fire** to **bloom**, and utilizing **two zones** that are representative of that ecosystem.

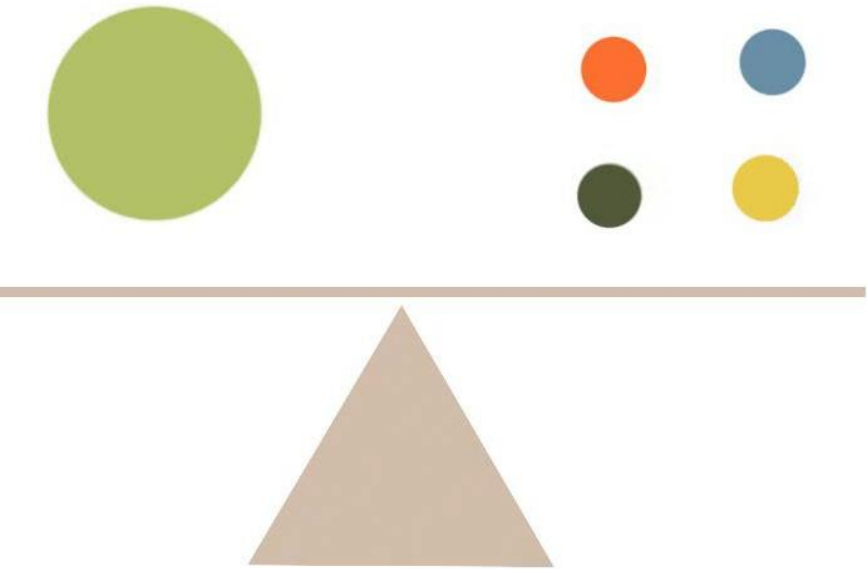
The **fire** zone fosters **collaboration** and **creativity** – a space to **spark** ideas. **Bloom** spaces provide a **supportive** environment necessary for **growth** and **nurturing**, cultivating success. This duality creates a **diverse ecosystem** that fosters both **creativity** and **growth**.





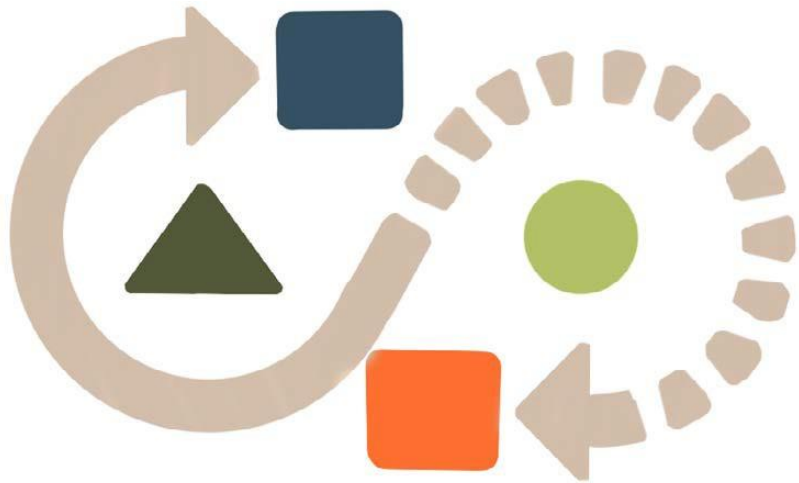
# DESIGN PRINCIPLES

Each design principle was utilized to **enhance** the office **experience** and reinforce the **growth** and **collaboration** NEXT wishes to create.



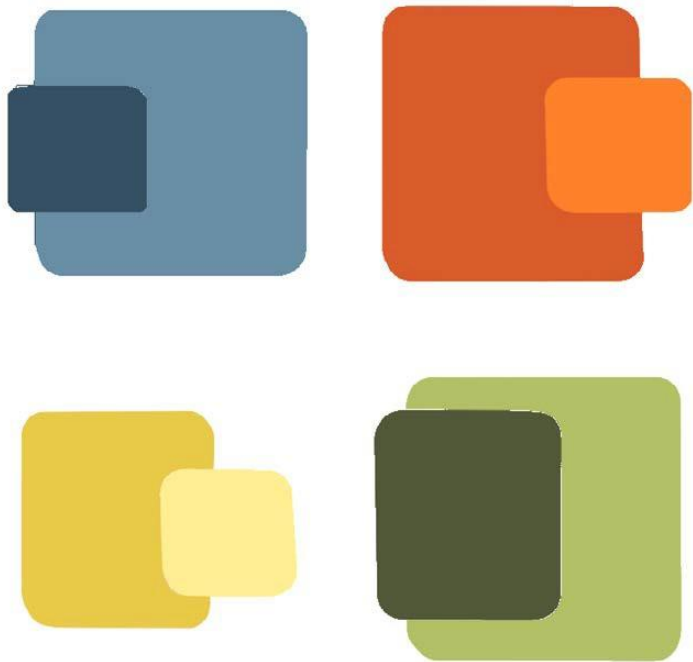
**ME + WE**

Individual  
Collaboration



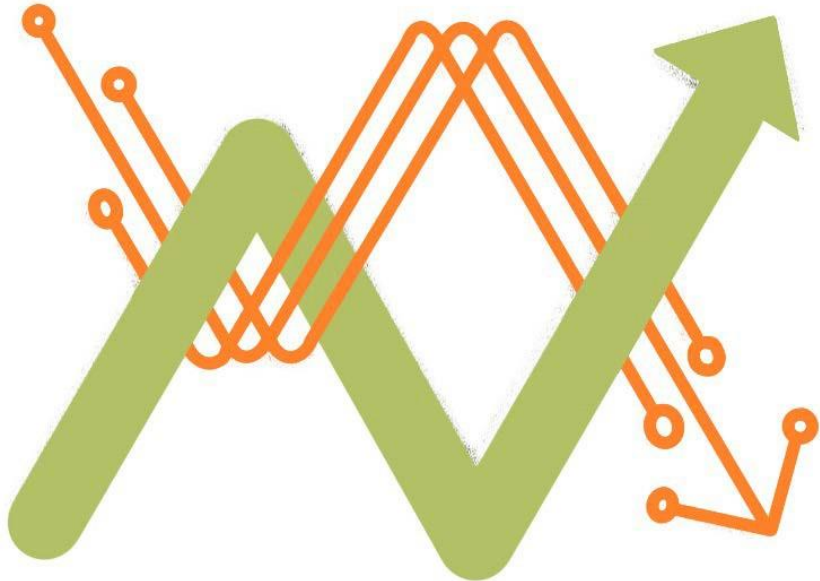
**FIXED TO FLUID**

Flexibility  
Mobility



**OPEN + ENCLOSED**

Choice  
Options



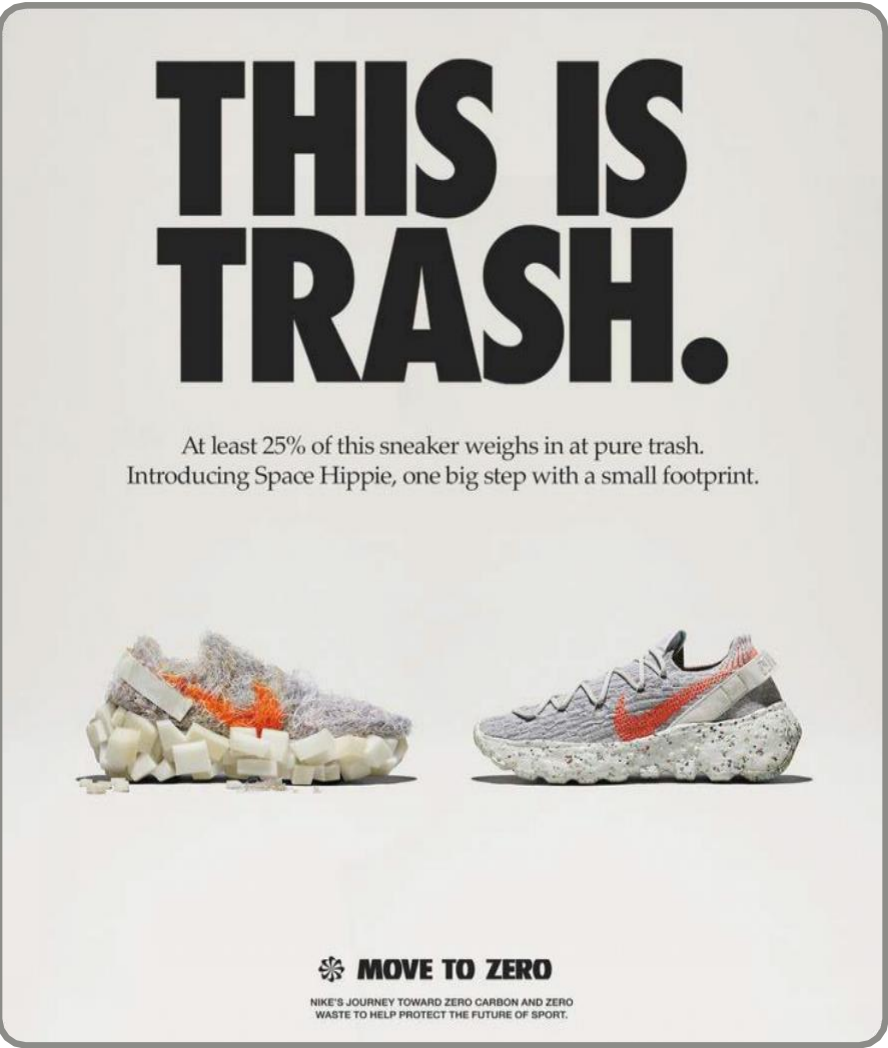
**BRAIDING DIGITAL &  
PHYSICAL**

Intentional  
Interactive



BRANDS

NEXT partners with brands who are **difference makers** – brands that **spark change** and **inspire growth**. Each of the brands has rethought their products and solutions with **innovation**, **sustainability** and **health** in mind to reduce the potential harmfulness of their industry.



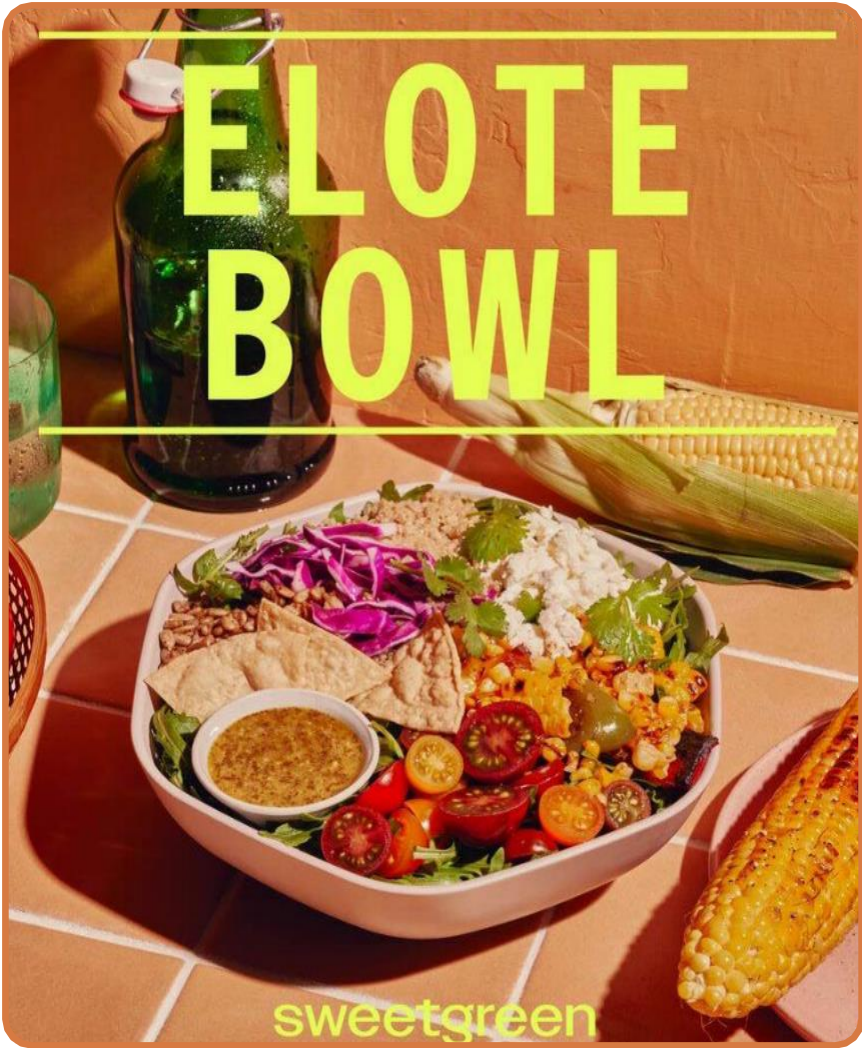
NIKE

Zero Carbon + Waste  
Recycled Materials + Programs  
Innovation + Sustainability



BLUELAND

Compostable + Zero Waste  
Recyclable  
Innovation + Influence



SWEETGREEN

Healthy + Sustainable Communities  
+ Farm Practices Rethink + Support



OLIPOP

Health + Alternative  
Challenge + New Image





INSPIRATION

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

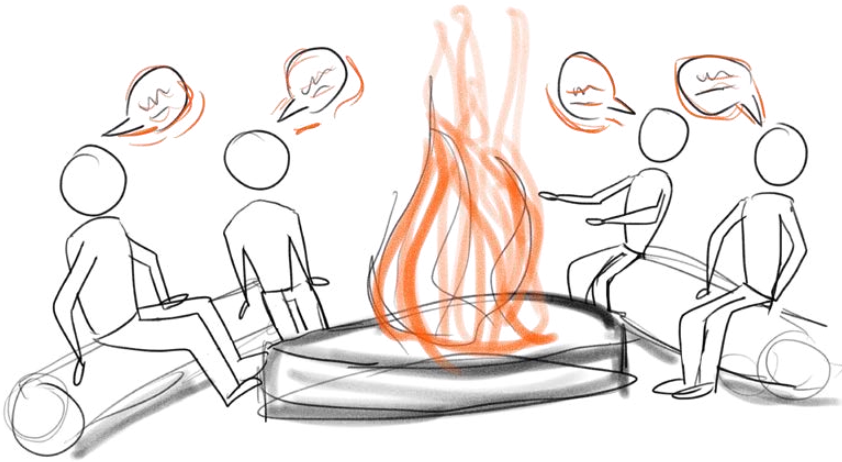




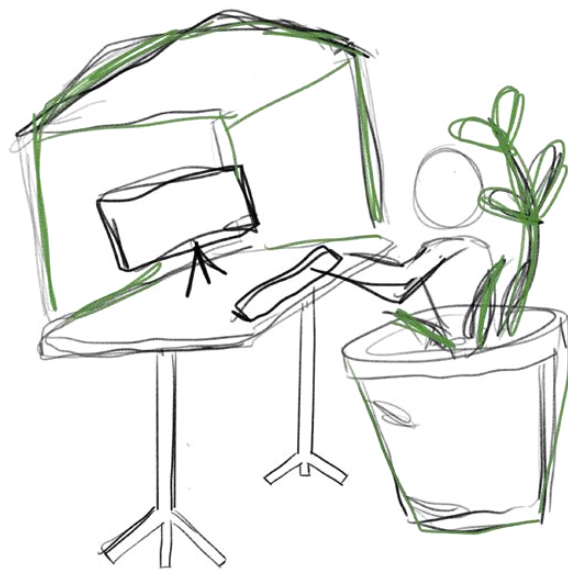
PRESENTING



NURTURING



SOCIALIZING



WORKING



WORKING



COLLABORATING

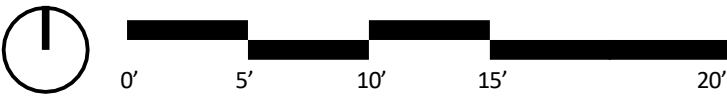
BLOOM

FIRE

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**.



FLOOR 6 PLAN

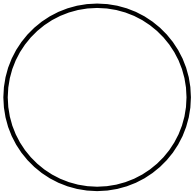
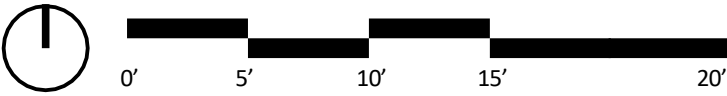


- KEY:
- 1 RECEPTION
  - 2 CLIENT CELEBRATION
  - 3 CLIENT PRESENTATION
  - 4 MONUMENTAL STAIR
  - 5 WILDCARD SPACE
  - 6 MOTHER'S ROOM
  - 7 WELLNESS ROOM
  - 8 IN-BETWEEN SPACE
  - 9 WORK CAFE
  - 10 TEAM MEETING
  - 11 ANCILLARY WORK SPACE
  - 12 HUDDLE ROOM
  - 13 PHONE ROOM
  - 14 PRODUCTIONS &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

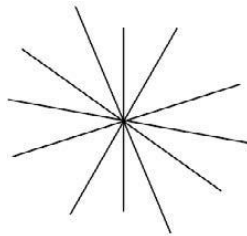




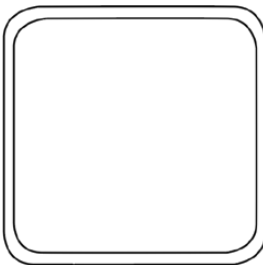
# FLOOR 6 REFLECTED CEILING PLAN



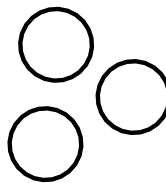
Bobber Pendant by Blu Dot



Custom Spark Light



Suspended Linear Light



Shine On by Blu Dot



# SPATIAL TYPOLOGIES

## CHOICE

The sixth floor is a **welcoming** environment, fostering **collaboration** and **growth**.

Each floor includes all space typologies, **empowering** individuals to **choose** space that provides the best “spark” or “bloom”.



SOCIALIZING



NURTURING



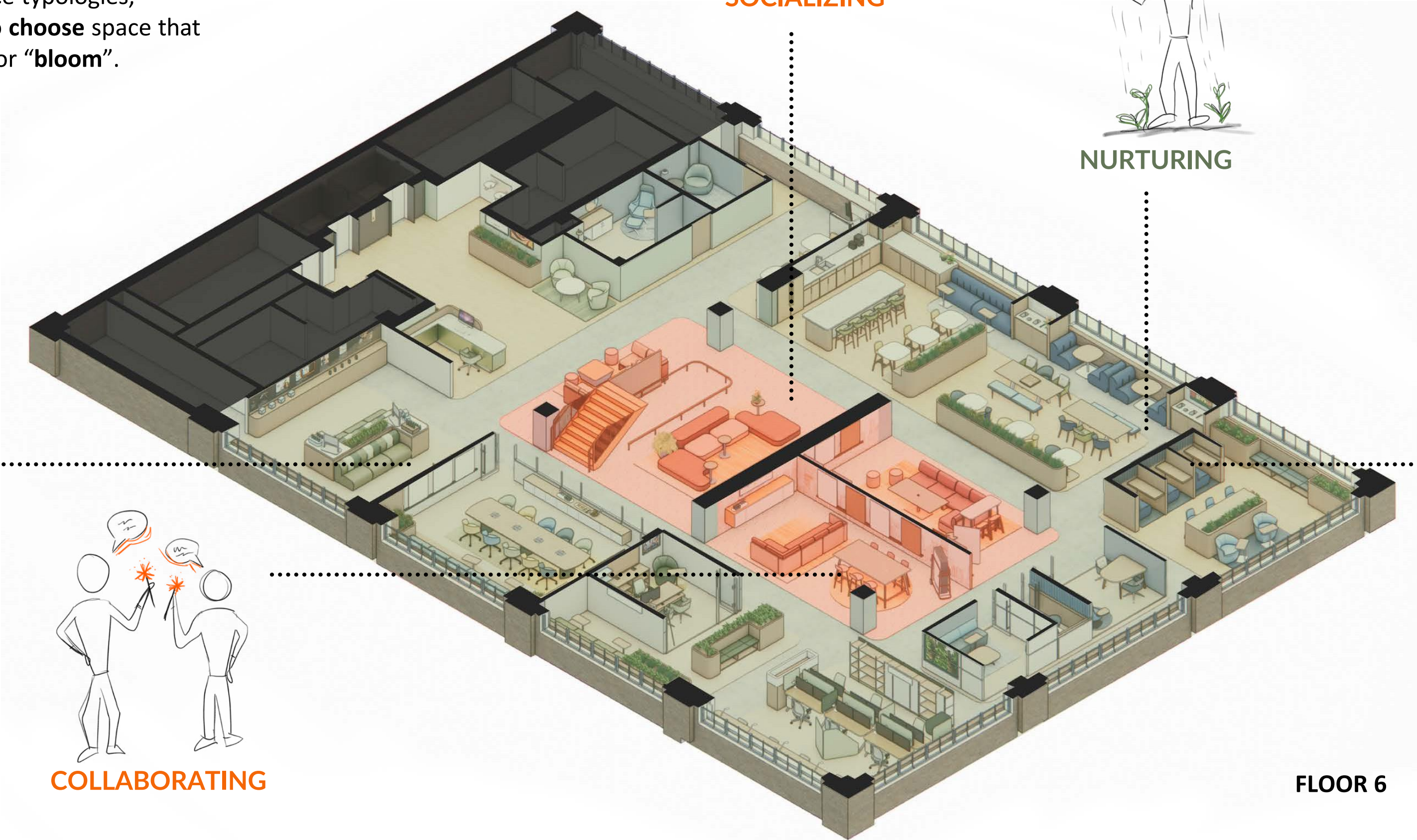
WORKING



PRESENTING



COLLABORATING



FLOOR 6



SECTION A-A

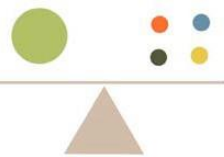




RECEPTION



SPATIAL CHARACTERISTICS



ME + WE



OPEN & ENCLOSED



PRESENTING



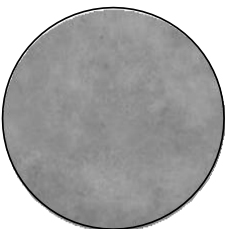
SOCIALIZING



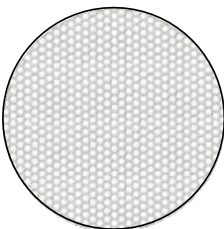
Lagunitas Seating By  
Coalesse



Bumper Ottoman  
By Blu Dot



Concrete



Perforated Metal



Wood Laminate

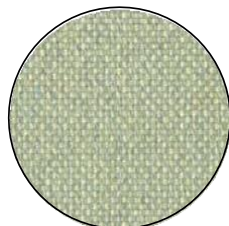




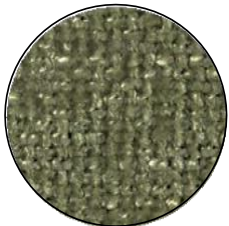
CLIENT CELEBRATION



Belle Lounge  
By West Elm



Checker Upholstery  
By DesignTex



Cozy Texture Upholstery By  
By DesignTex



Wood Laminate



SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



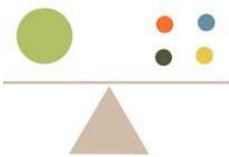
PRESENTING



# CLIENT PRESENTATION



## SPATIAL CHARACTERISTICS



ME + WE



BRAIDING DIGITAL  
& PHYSICAL



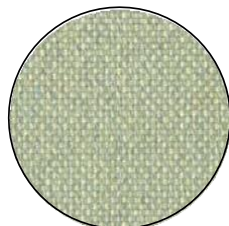
PRESENTING



Copa Chair  
By Viccarbe



Belle Lounge  
By West Elm



Checker Upholstery By  
Designtex



Boucle Melange  
By Designtex



Wood Laminate









STORY SPARKING SPACE



SPATIAL CHARACTERISTICS



FIXED TO FLUID



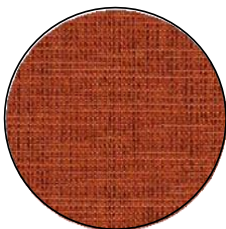
BRAIDING DIGITAL  
& PHYSICAL



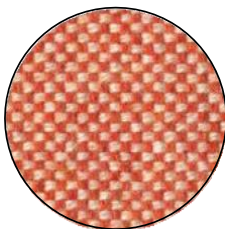
SOCIALIZING



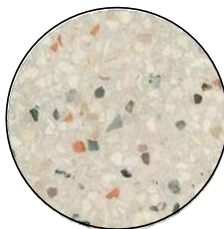
Common By  
Viccarbe



Hobnob Adobe  
By Designtex



Checker By  
Designtex



Terrazzo





# NET



BLUE RASPBERRY

ORANGE

GRAPE

CHERRY

BLUE RASPBERRY

BLUEBERRY

LEMONADE

ORANGE



WHAT'S UP AT NEXT?

PEACH

LIME



What's your favorite  
drink flavor?

CHERRY

VANILLA

EATIVITY,  
VATION.





# MONUMENTAL STAIR



## SPATIAL CHARACTERISTICS



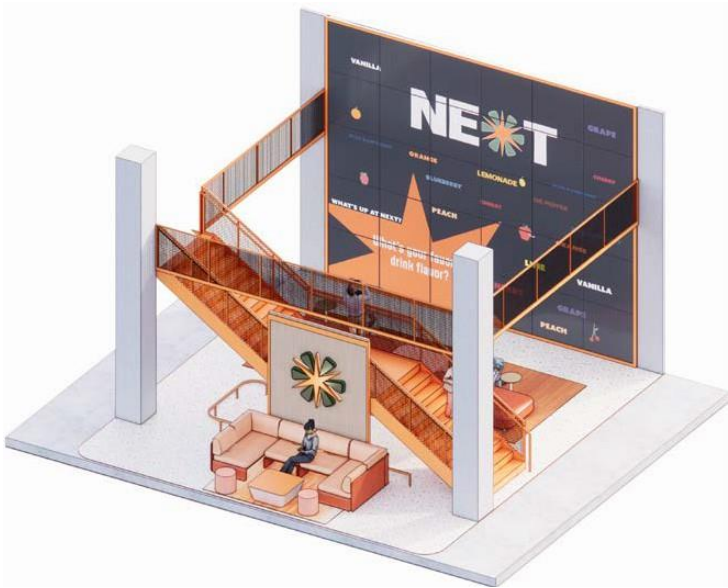
FIXED TO FLUID



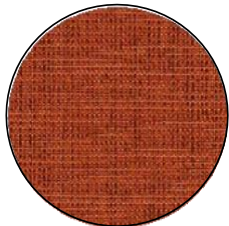
BRAIDING DIGITAL  
& PHYSICAL



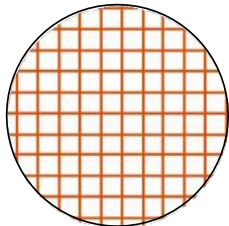
SOCIALIZING



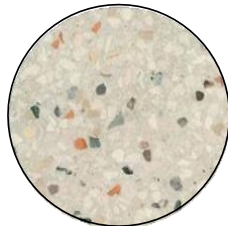
Common By  
Viccarbe



Hobnob Adobe  
By DesignTex



Metal Mesh Grid



Terrazzo





SECTION B-B



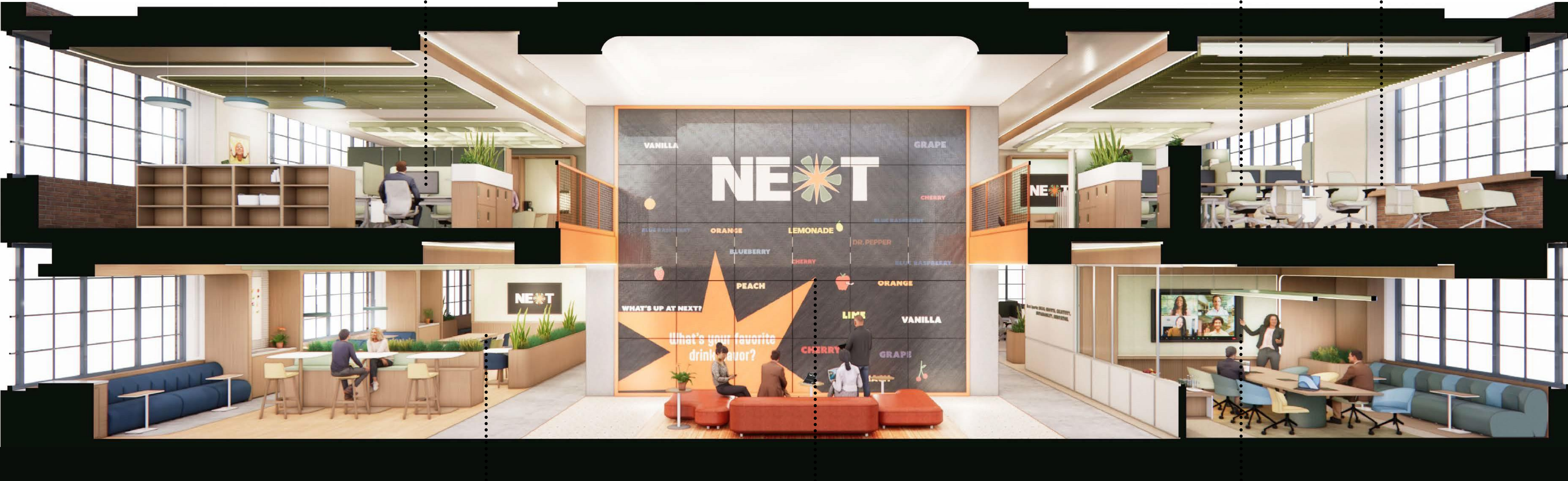
WORKING



WORKING



WORKING



ENGAGEMENT

Conversations are sparked by the wildcard space which inhabits the open space adjacent to the stair on the sixth floor. Answers to a prompt or story float to the upper floor inviting others into the conversation, similar to the smoke from a campfire.



NURTURING



SOCIALIZING



PRESENTING





WORK CAFE



SPATIAL CHARACTERISTICS



ME + WE



NURTURING



WORKING



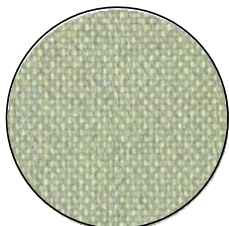
Enea Lottus Table  
By Coalesse



Chip Stool  
By Blu Dot



Marien 125 Chair  
By Coalesse



Checker Upholstery By  
Designtex



Boucle Melange  
By Designtex



Wood Laminate





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

**NEOT**



# CAFE QUIET ZONE



## SPATIAL CHARACTERISTICS



ME + WE



OPEN & ENCLOSED



NURTURING



WORKING



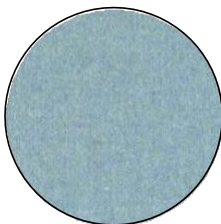
Willow Lounge Chair By West Elm



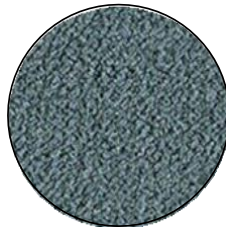
Chip Stool By Blu Dot



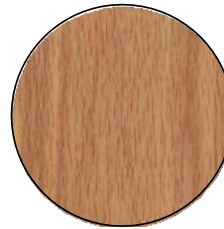
Belle Lounge By West Elm



Heather By DesignTex



Boucle Melange By DesignTex



Wood Laminate

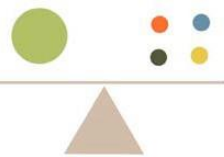




# TEAM MEETING SPACE



## SPATIAL CHARACTERISTICS



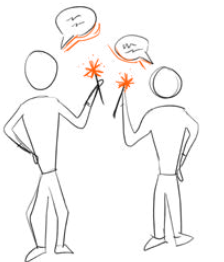
ME + WE



FIXED TO FLUID



BRAIDING DIGITAL  
& PHYSICAL



COLLABORATING



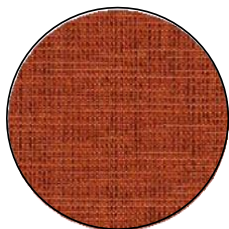
Lagunitas Seating By  
Coalesse



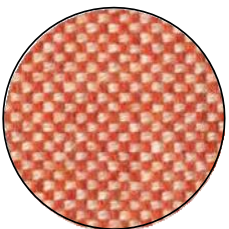
Flex Cart By  
Steelcase



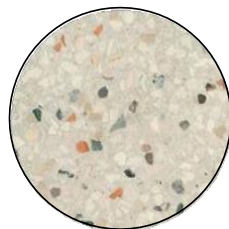
Chip Stool  
By Blu Dot



Hobnob Adobe  
By Designtex



Checker By  
Designtex



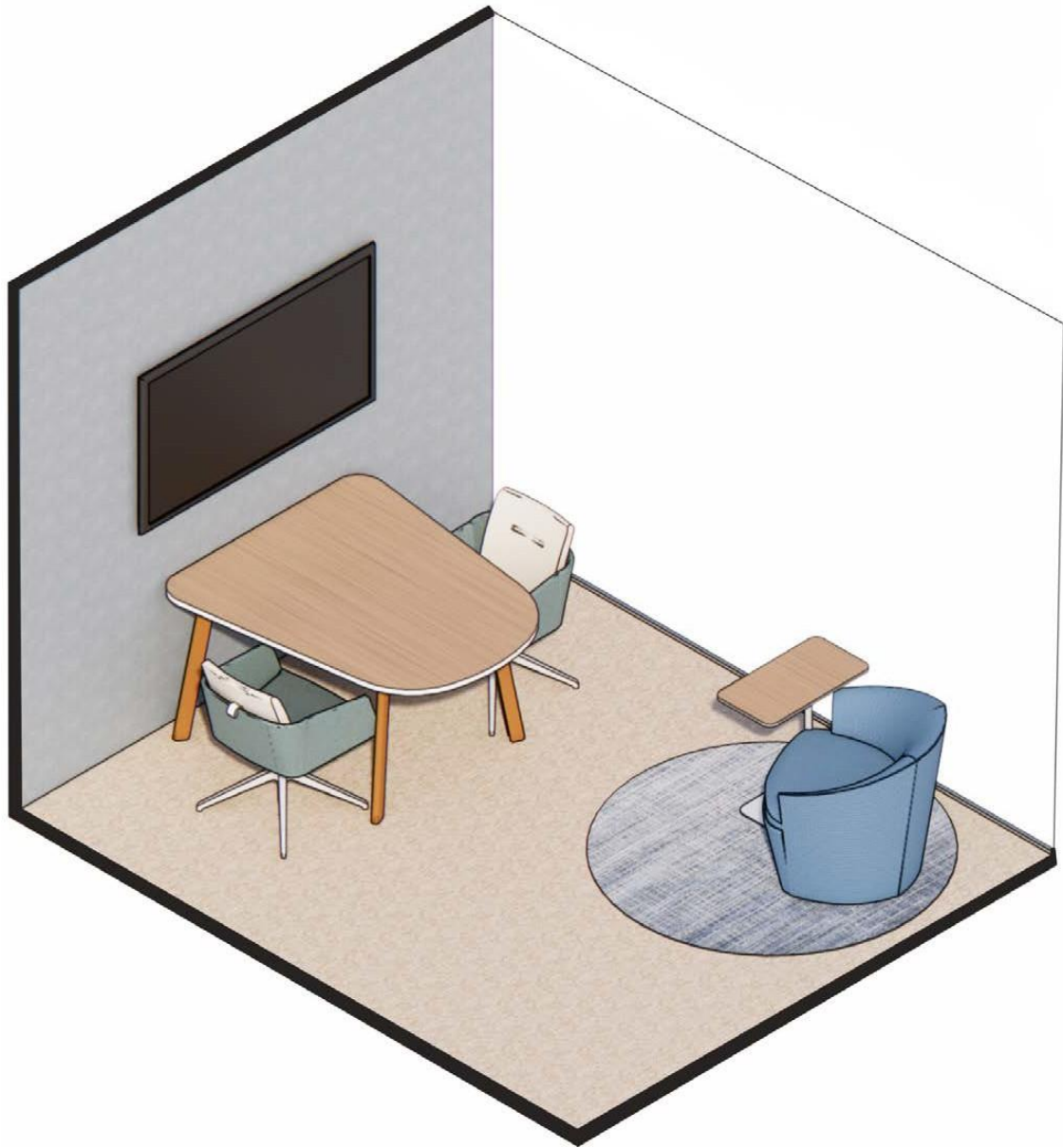
Terrazzo





# 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



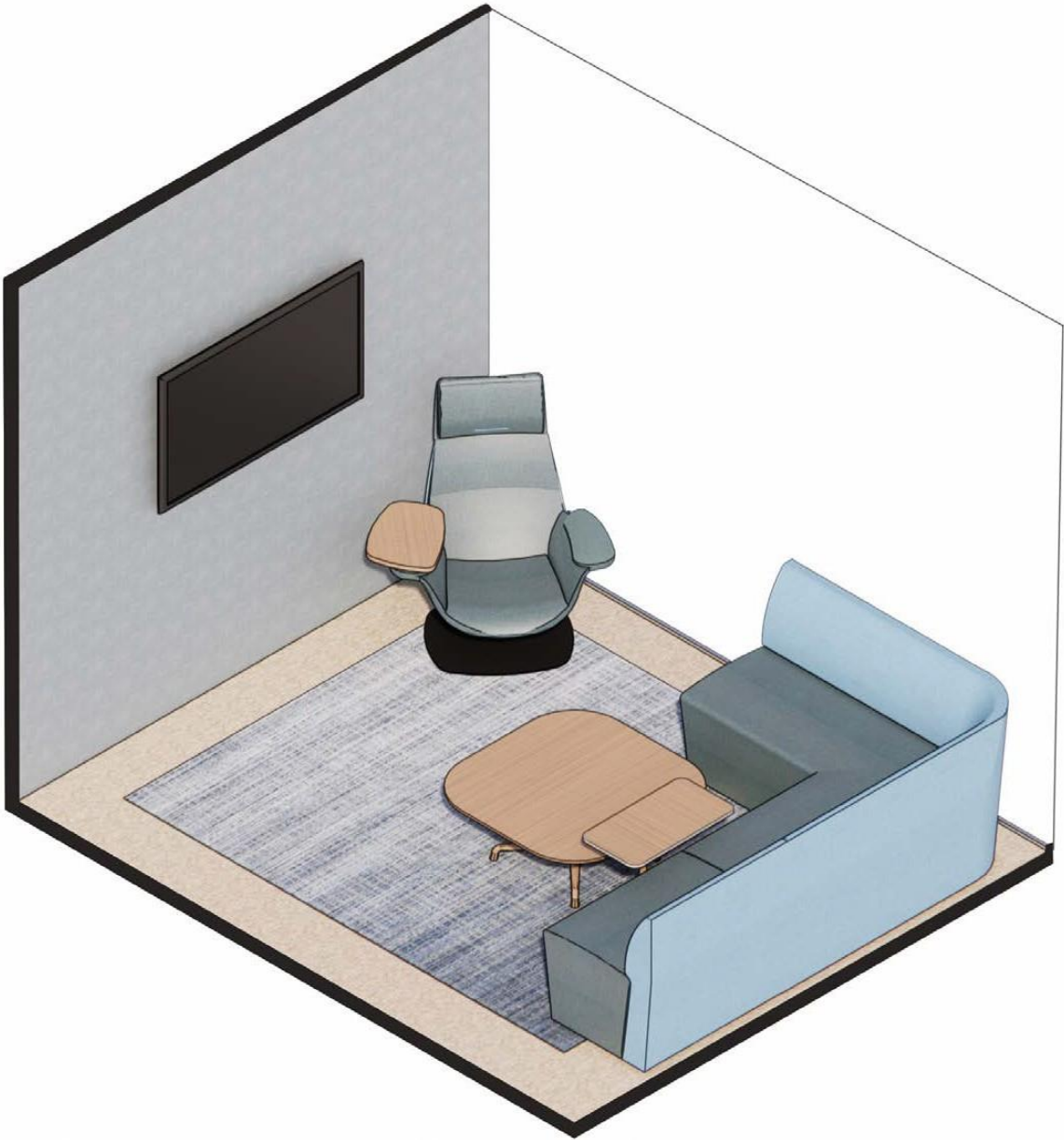
Huddle Room 1

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.

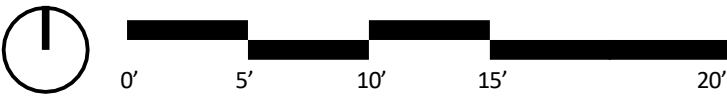


Huddle Room 2

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



FLOOR 7 PLAN

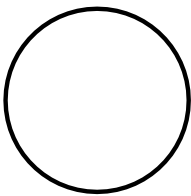
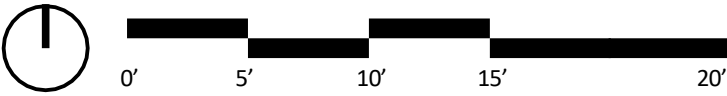


- KEY:
- 1 ENTRY
  - 2 LOCKERS
  - 3 IN-BETWEEN SPACE
  - 4 MONUMENTAL STAIR
  - 5 PRIVATE OFFICE
  - 6 FLEX OFFICE
  - 7 CREATIVE TEAM
  - 8 MEDIA TEAM
  - 9 PRODUCTION AND RESOURCES
  - 10 NEIGHBORHOOD
  - 11 TEAM MEETING SPACE
  - 12 CLIENT DISPLAY
  - 13 CLIENT TEAM
  - 14 HUDDLE ROOM
  - 15 PHONE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

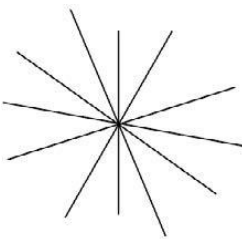




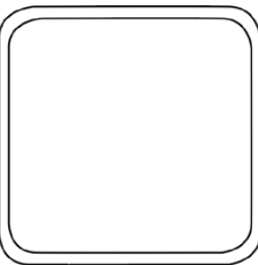
# FLOOR 7 REFLECTED CEILING PLAN



Bobber Pendant by Blu Dot



Custom Spark Light



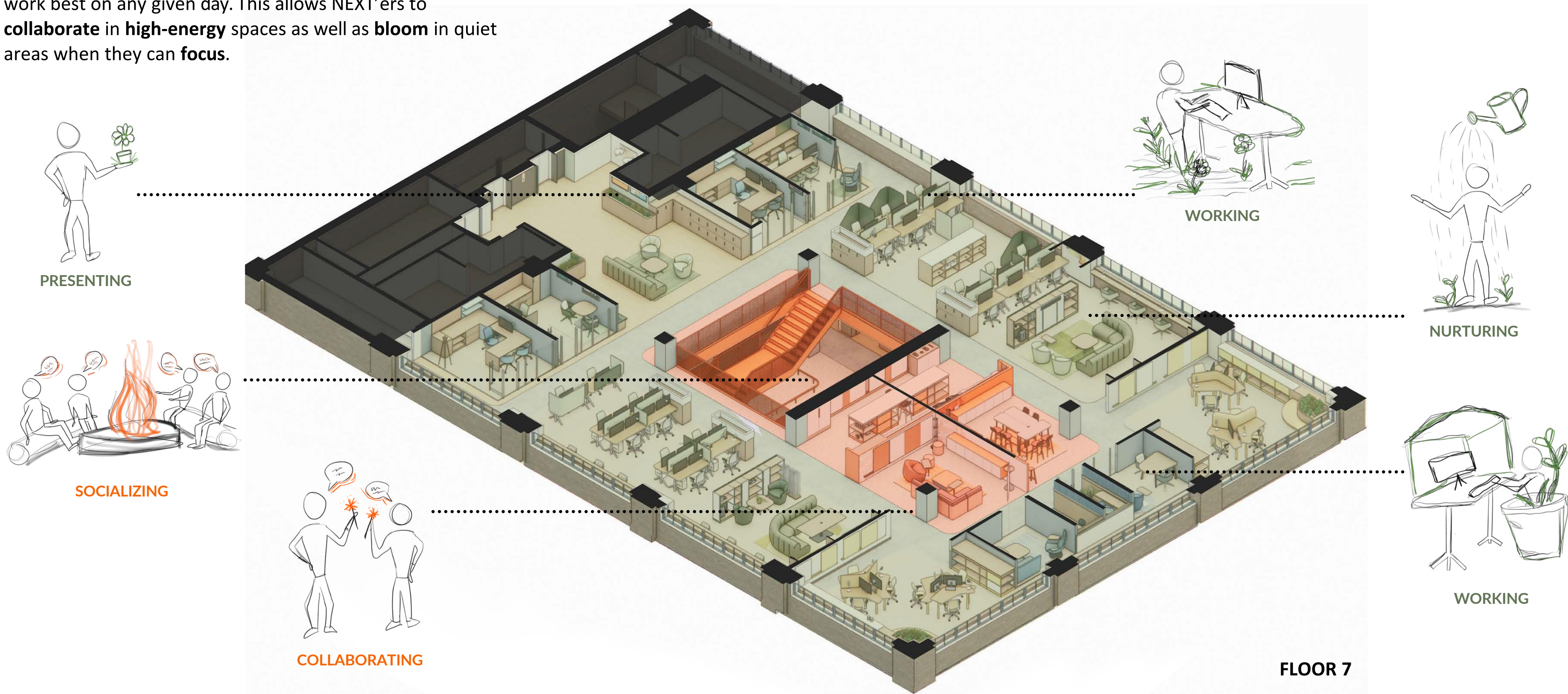
Suspended Linear Light



# SPATIAL TYPOLOGIES

## COLLABORATION

The seventh floor is primarily for **NEXT staff**. All space types are present, **empowering** individuals to **choose** where they work best on any given day. This allows NEXT'ers to **collaborate** in **high-energy** spaces as well as **bloom** in quiet areas when they can **focus**.





FLOOR 7 ENTRY



SPATIAL CHARACTERISTICS



BRAIDING DIGITAL  
& PHYSICAL



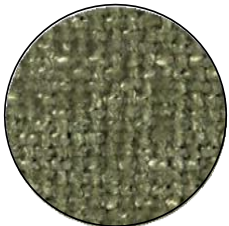
NURTURING



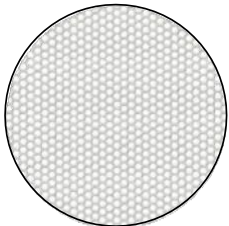
Belle Lounge  
By West Elm



Willow Lounge Chair By  
West Elm



Cozy Texture Upholstery By  
DesignTex



Perforated Metal



Wood Laminate









# CREATIVE TEAM WORKSTATIONS



## SPATIAL CHARACTERISTICS



ME + WE



OPEN & ENCLOSED



WORKING



WORKING



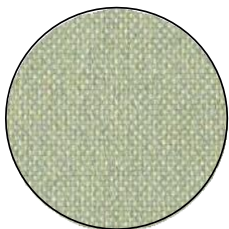
Flex Adjustable Desk By Steelcase



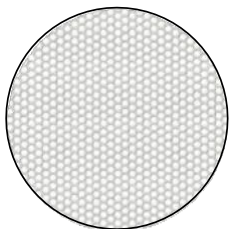
Series 2 By Steelcase



Work Valet Lockers By Steelcase



Checker Upholstery By DesignTex



Perforated Metal



Wood Laminate





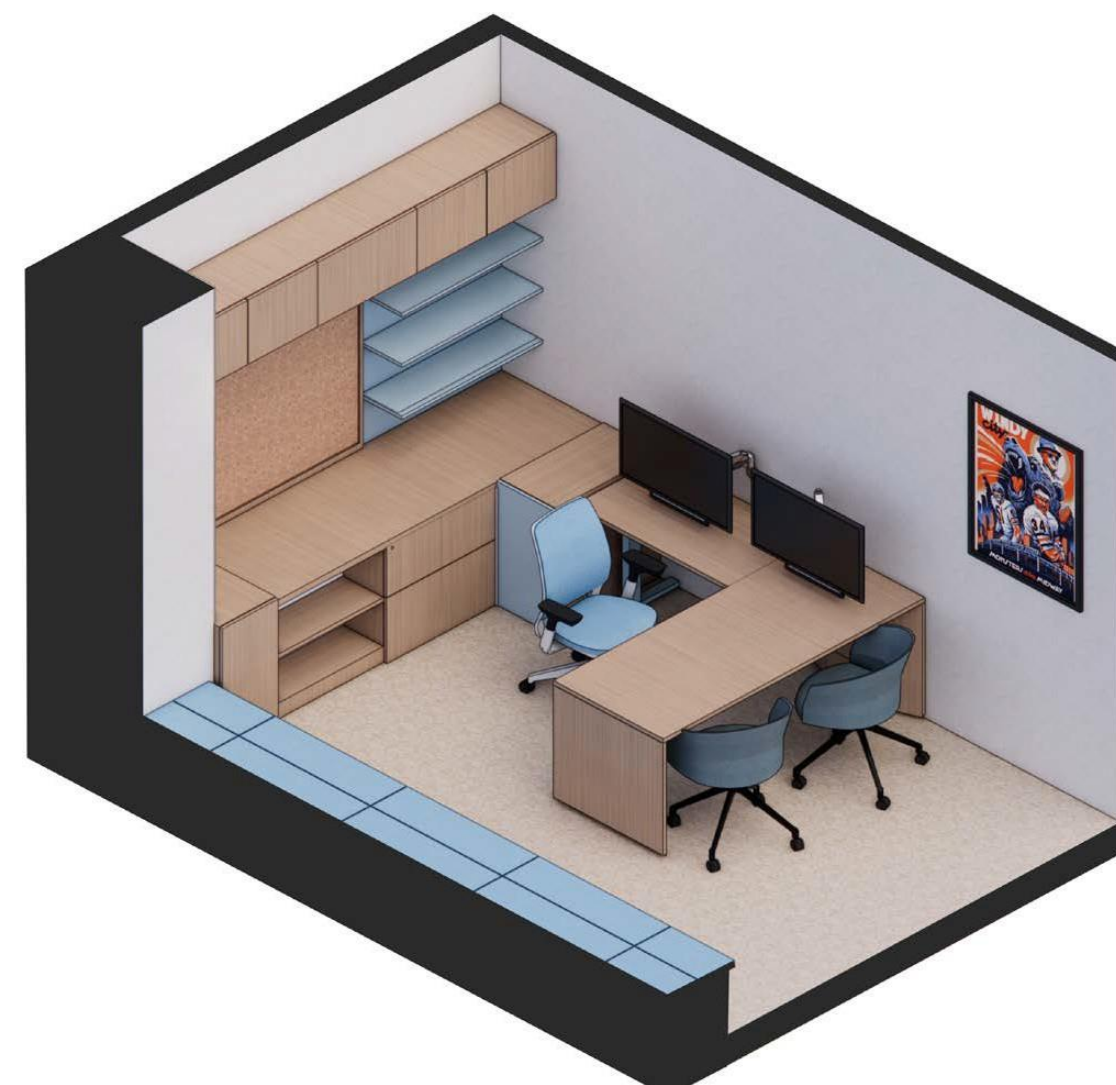
# OFFICE LAYOUTS

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**

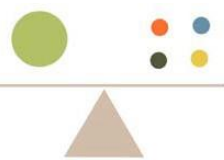
An office with **open** shelving and additional window space to see the **activity** from the exterior workspaces. The meeting space is **integrated** with the workspace.



# NEIGHBORHOOD SPACE



## SPATIAL CHARACTERISTICS



ME + WE



BRAIDING DIGITAL  
& PHYSICAL



NURTURING



WORKING



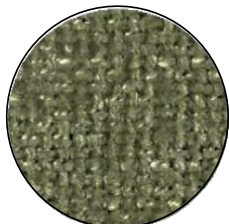
Belle Lounge  
By West Elm



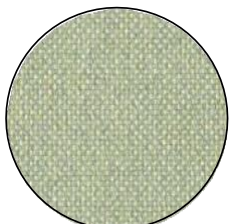
Willow Lounge Chair By  
West Elm



Flex Active Frames  
By Steelcase



Cozy Texture Upholstery  
DesignTex



Checker Upholstery By  
DesignTex



Wood Laminate

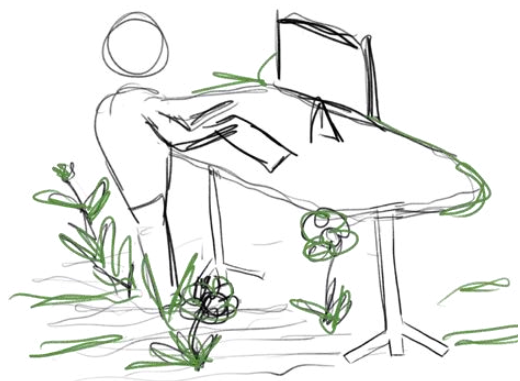




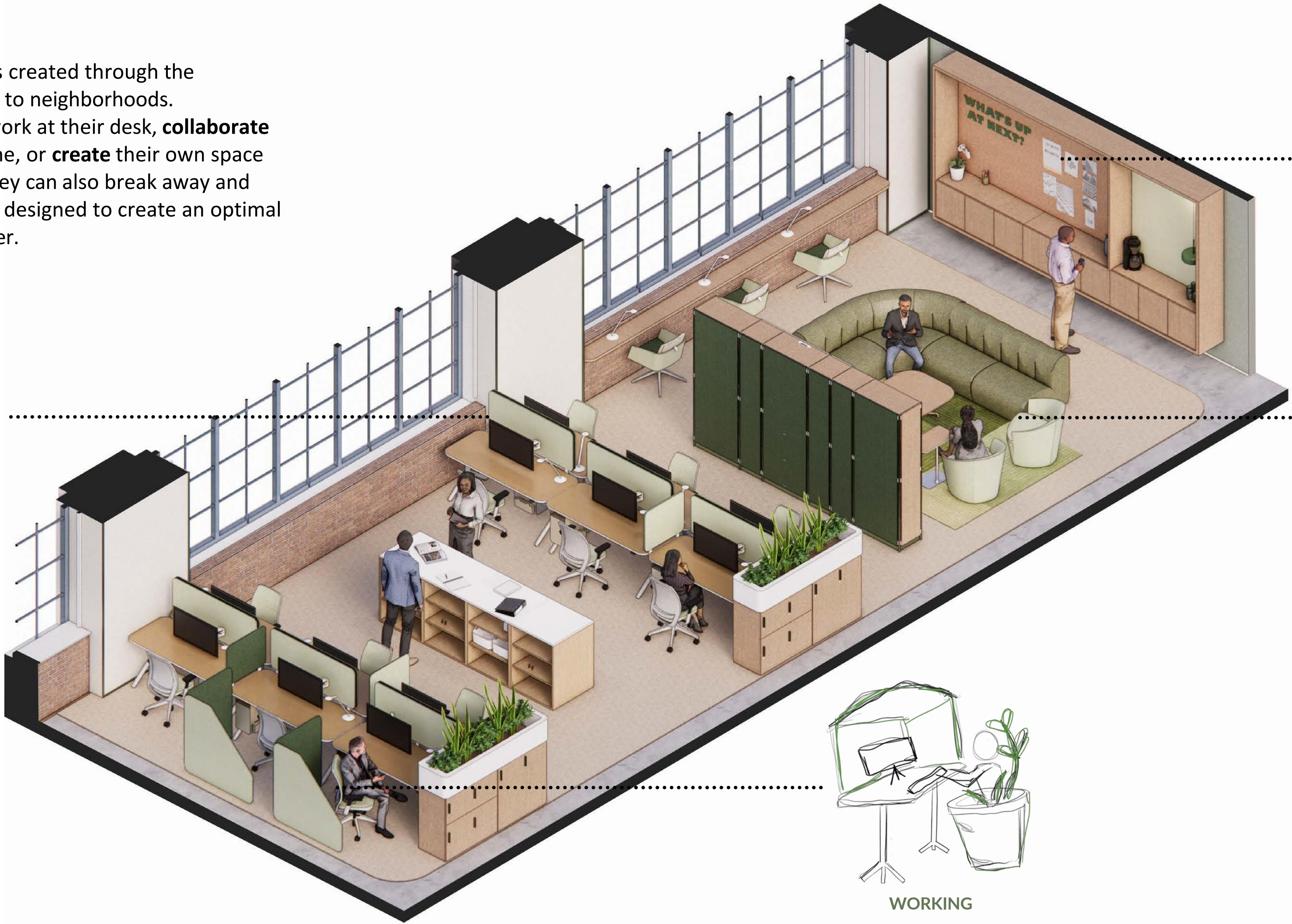
# AN ECOSYSTEM OF CHOICE

## CHOICE

An **ecosystem of choice** is created through the proximity of workstations to neighborhoods. NEXTers may **choose** to work at their desk, **collaborate** in their neighborhood zone, or **create** their own space through Flex products. They can also break away and **rejuvenate** with solutions designed to create an optimal workspace for the end user.



WORKING



PRESENTING



NURTURING



WORKING



CLIENT TEAMS



SPATIAL CHARACTERISTICS



ME + WE



FIXED TO FLUID



WORKING



WORKING



Flex Wall By Steelcase



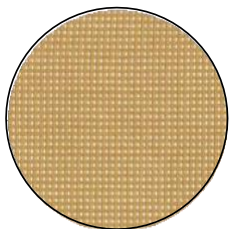
Series 2 By Steelcase



Flex Adjustable Desk By Steelcase



Beguiled By the Wild By DesignTex



Appleseed Sesame By DesignTex



Wood Laminate

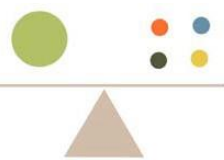




OVERVIEW



SPATIAL CHARACTERISTICS



ME + WE



BRAIDING DIGITAL  
& PHYSICAL



NURTURING



COLLABORATING



Belle Lounge  
By West Elm



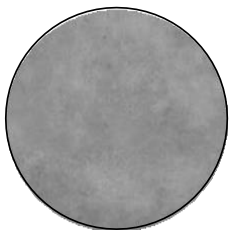
Flex Active Frames  
By Steelcase



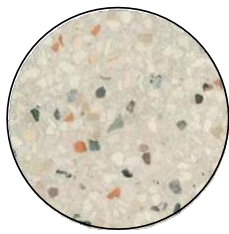
Flex Wall By  
Steelcase



Carpet Tile



Concrete



Terrazzo







**THANK YOU!**