



NiNEXT

BRAND PILLARS

NEXT is a global advertising agency that embodies the idea of “Being More Human”. They continuously push themselves and their clients to create value-driven campaigns that create lasting impressions.

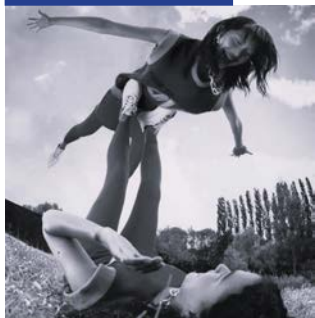
As a company, NEXT values education, community, and inclusion. These principles guide them in the work they do, and in the creation of their workplace.

education



tuition assistance

fresh perspectives



experimentation

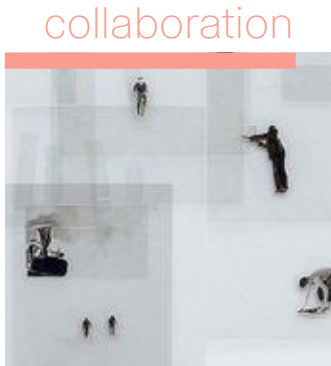
community



fostering connection

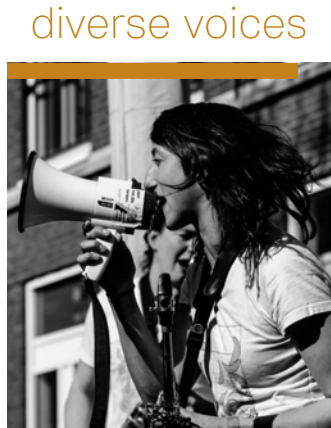


community outreach

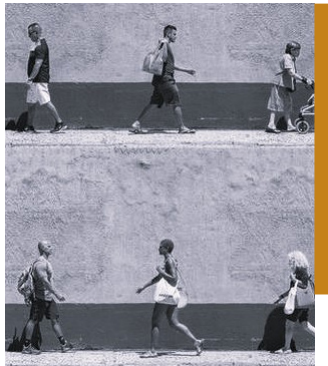


collaboration

inclusion



diverse voices



equal opportunity

open book reporting



NEXT CLIENTS

Sweetgreen



- Salad Based Fast Food Chain
- Committed to Carbon Neutral by 2027
- Food Sustainability Courses for Schools

Veja



- Sustainable & Equitable Sneakers
- Certified B-Corp Company
- Transparent Production Line in Brazil

Shea Moisture



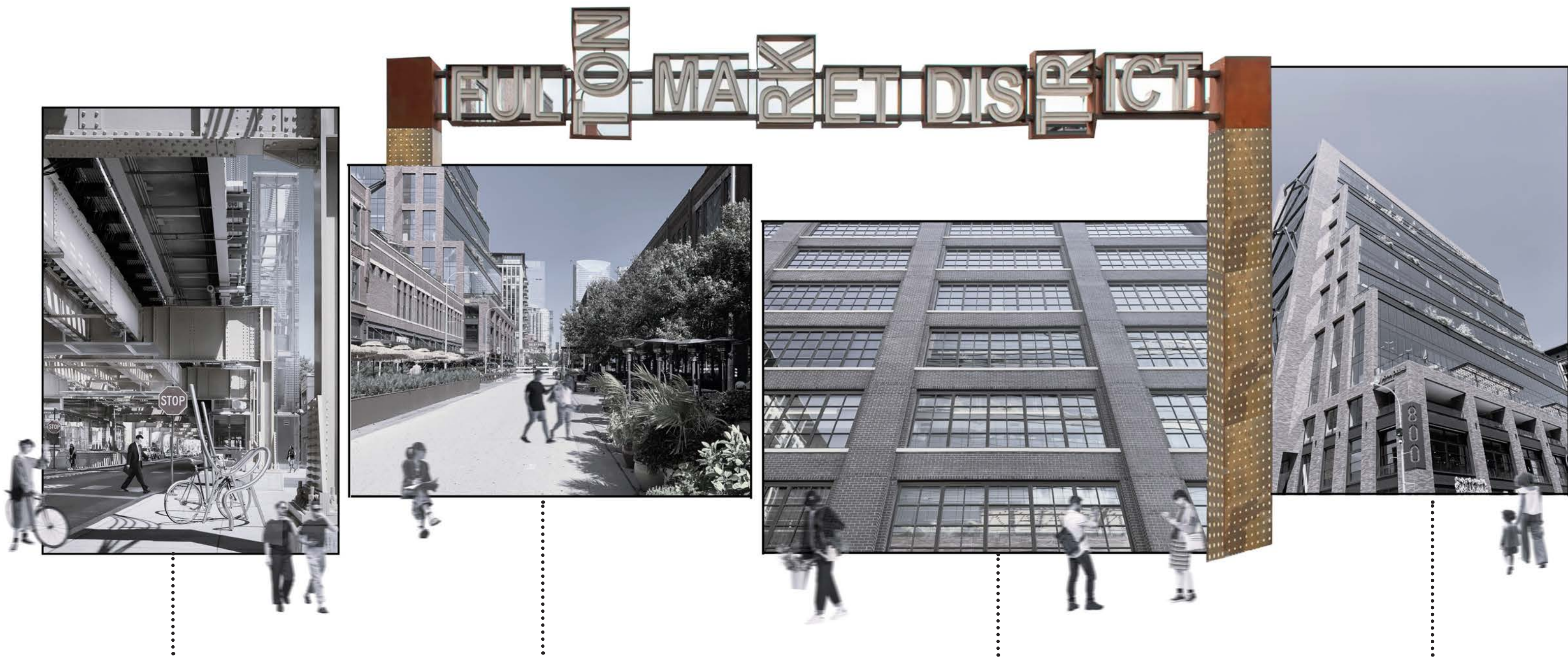
- Global Leader in the Beauty Industry
- 1 million \$ for Black-Owned Businesses
- Ethical Shea Butter Sourcing Program

Liquid Death



- Water and Iced Tea Company
- Death to Plastic Water Bottles
- Encourages Sustainability + Health

SITE



Public Transit
Morgan Station - Pink/Green
Halsted & Fulton Bus Stop

Restaurants
Time Out Market
Aba - Rose Mary - Lyra

Site Location
811 West Fulton Market
Chicago, IL 60607

Neighboring Businesses
Google - BCG
McDonald's



CONCEPT



The word 'CONCEPT' is rendered in large, light beige, sans-serif capital letters. Silhouettes of people are positioned around the letters: two men walking past the first 'C', a woman sitting on the first 'O', a woman standing and looking at a device in front of the second 'C', a person carrying a basket past the 'E', and a family (adult and child) walking past the final 'T'.

EQUAL ACCESS

Driven by the importance of **Equal Access**, NEXT's Chicago office highlights the history of the Chicago Public Library system and the field of advertising as drivers of **Social Change** and **Empowerment**.

Guided by the library and advertising's role in disrupting the status quo, NEXT motivates staff to engage critically with their work and its broader impact, focusing on **Value-Driven Campaigns**.

1. Collage symbolizes the variety of paths and experiences all leading to, and having access to, the Chicago Public Library



IMPACT TIMELINE

Great Britain Donates Books
after the Chicago Fire
1871



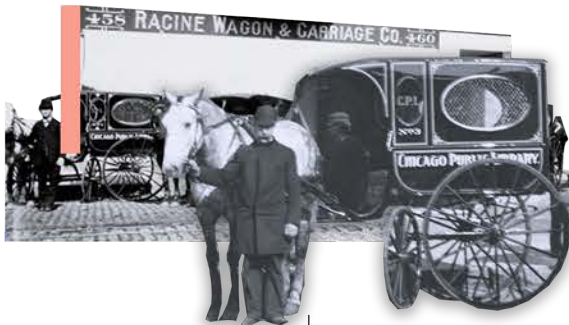
Chicago Public Library

Field of Advertising



1893
Mail Order Catalogue
Connects Rural Populations

Book Deposit Stations
Improve Library Access
1874



First African American
Branch Head Vivian Harsh
1932



Bookmobile System Connects
Chicago Neighborhoods
1951



Library System Eliminates
All Overdue Fines
2019



1948
First Positive TV Ad
Featuring African Americans



1994
First Ad Featuring an
Openly Gay Couple

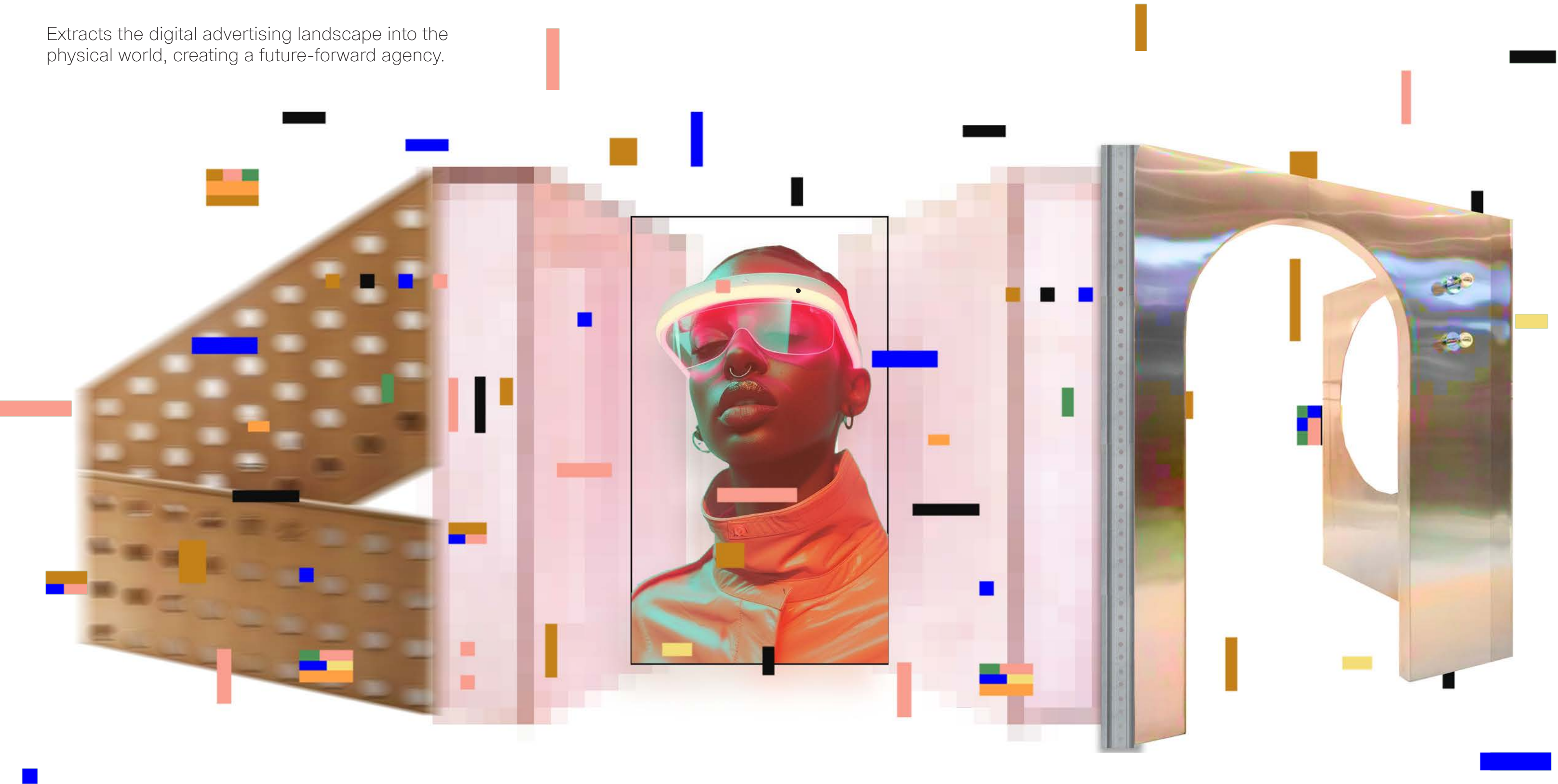


2024
Dove Real Beauty AI
Campaign

LOOK + FEEL

- Linear
- Lightness
- Warmth
- Metallic
- Transformative

Extracts the digital advertising landscape into the physical world, creating a future-forward agency.

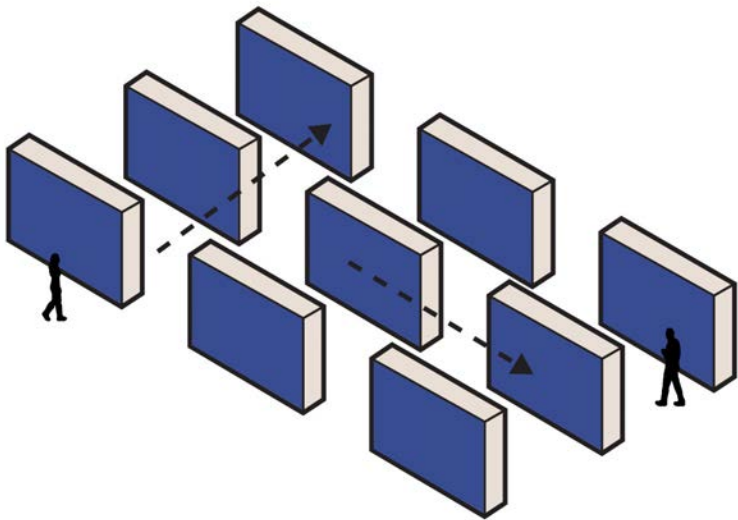


PROCESSES



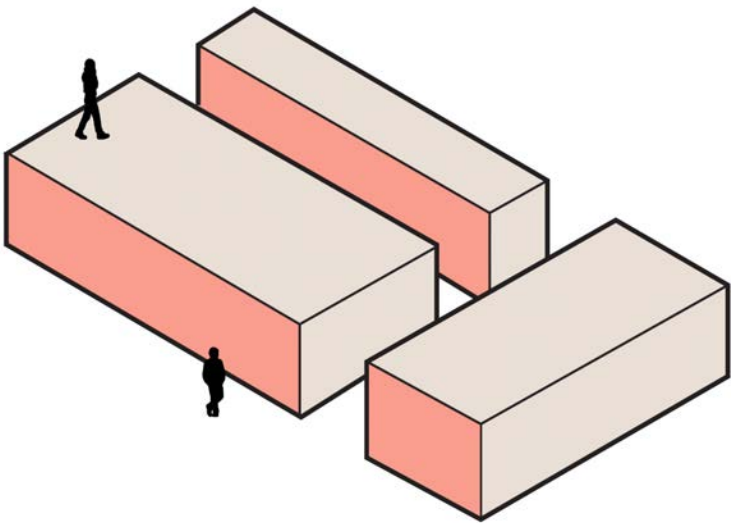
PART I DIAGRAMS

Education Community Inclusion



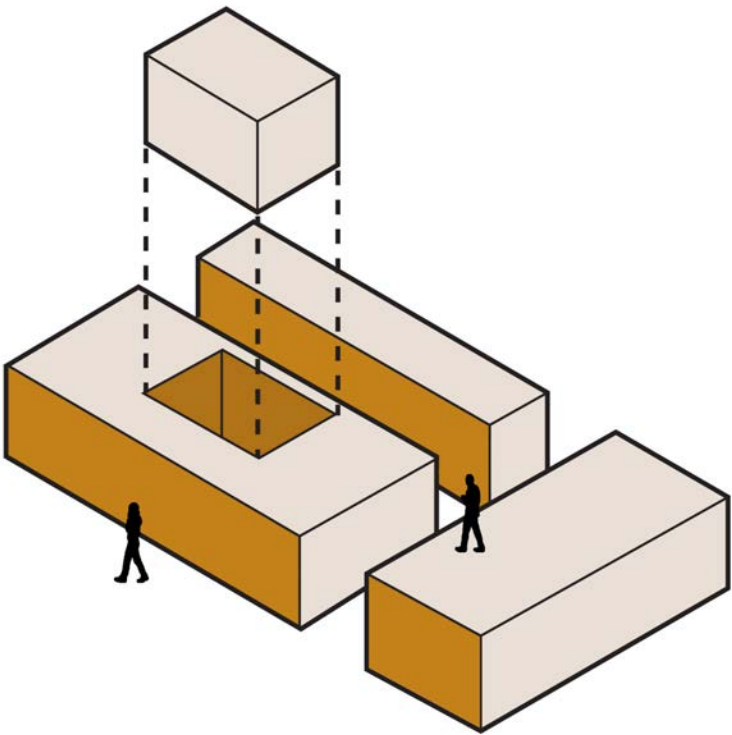
Rows of Library Shelves

Spaces that support employee growth and continued education



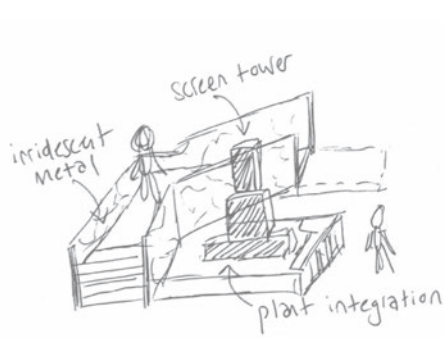
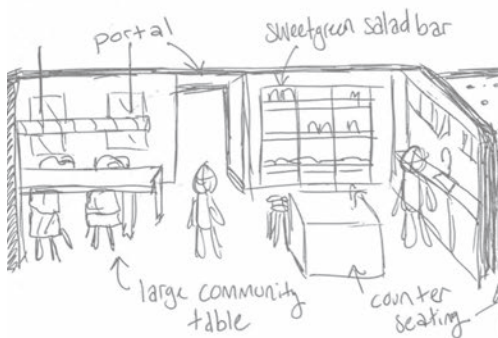
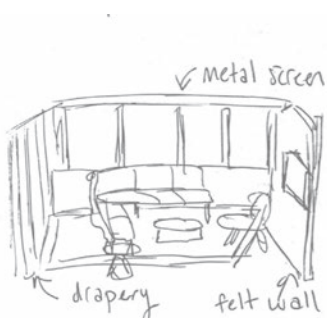
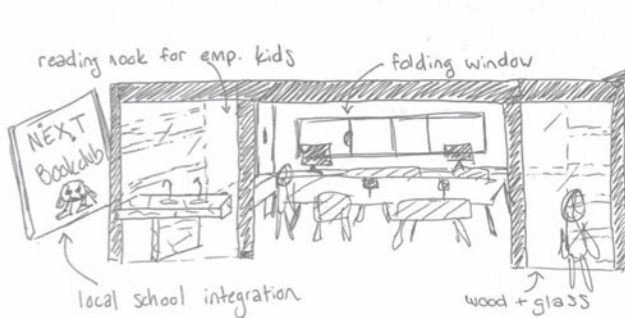
Pushed & Pulled

Central social hubs that encourage and support community building



Extruded

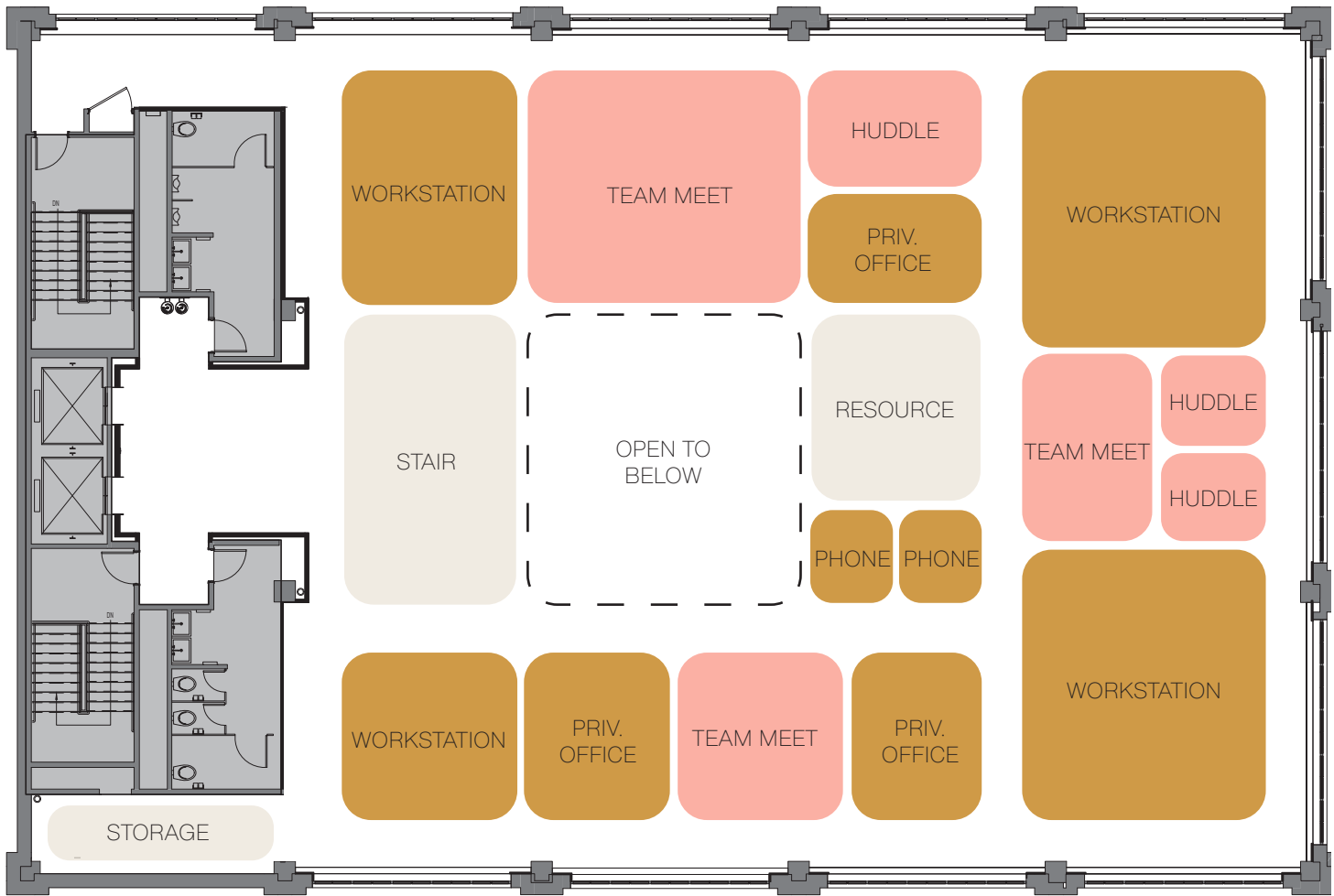
The heart of NEXT that provides access and community outreach



SPATIAL TYPES



LEVEL 06



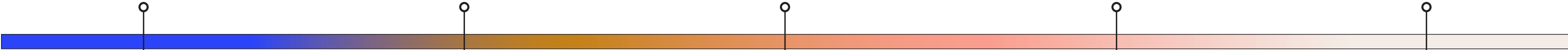
LEVEL 07

LEGEND

<div></div>	FOCUS	<div></div>	COLLABORATION
<div></div>	SOCIAL	<div></div>	REJUVENATION

DESIGNATION OF SPACE THROUGH COLOR

Nods to the start of advertising, print, by deriving color palette from ink cartridge colors.



Accent Color:
Hardware + Lighting

Focus Areas:
Library Team Meet

Collab Areas:
Work Cafe + Client Pres

Social Areas:
Stair + Reception

Focus Areas:
Priv Office

FLOOR PLAN : LEVEL 06



MATERIALS



LEGEND

- | | |
|------------------------|----------------|
| 1. Client Celebration | 9. Phone Room |
| 2. Workstations | 10. Lactation |
| 3. Stair | 11. Wellness |
| 4. Reception | 12. Team Meet |
| 5. Private Office | 13. Work Cafe |
| 6. Demo Lab **Wildcard | 14. Storage |
| 7. Client Presentation | 15. In-Between |
| 8. Huddle | |

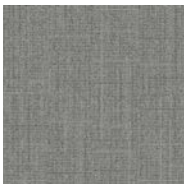
FLOOR PLAN : LEVEL 07



MATERIALS



Polished
Concrete



Carpet
Tile



Carpet
Tile



Carpet
Tile



Stone
Tile

LEGEND

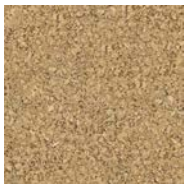
- 1. Client Display
- 2. Workstations
- 3. Stair
- 4. In-Between
- 5. Team Meet

- 6. Private Office
- 7. Huddle
- 8. Resource
- 9. Phone Room
- 10. Storage

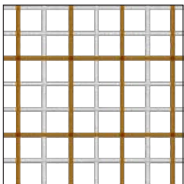
REFLECTED CEILING PLAN : LEVEL 06



MATERIALS



Cork
Ceiling Tiles



Striped
Metal Mesh



K13
Acoustic Spray



Acoustic
Ceiling Tiles



Steel
Metal

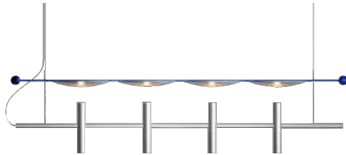


Iridescent
Steel Metal

DECORATIVE LIGHTING



Jiri Krejcirik
YKB Pendant



Jiri Krejcirik
Lunae Pendant



Valerie Objects
Ceiling Lamp N5



The Future Perfect
Linden Equal Stick

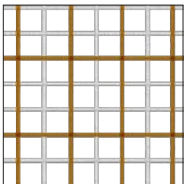
REFLECTED CEILING PLAN : LEVEL 07



MATERIALS



Cork
Ceiling Tiles



Striped
Metal Mesh



K13
Acoustic Spray



Acoustic
Ceiling Tiles



Acoustic
Ceiling Tiles



Iridescent
Steel Metal

DECORATIVE LIGHTING



RBW
Latis Cross Pendant



Lee Broom
Orion Globe Pendant



Marset
Milana 47 Pendant



Lambert et Fils
Parc 04 Light

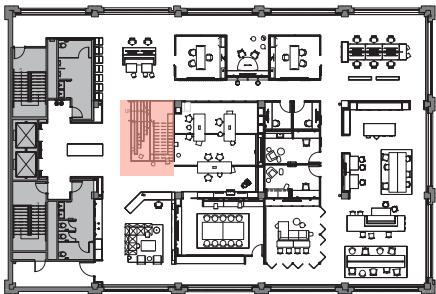
NEXT





STAIR

STAIR



As guests first enter the space, they are met with the **Stair**. Rotating client products and ad campaigns are displayed, conveying NEXT's **Impact in the Advertising Field**. The custom iridescent steel metal and plants brings in vibrancy and warmth, conveying a welcoming feel. Integrated seating and a nearby touchdown meeting point supports clash collisions and spur of the moment **Collaboration**.

MATERIALS



Polished
Concrete



Steel
Metal



Iridescent Steel
Metal

FF&E



Steelcase
Series 2 Task Chair



Mattiazzi
Radice Chair

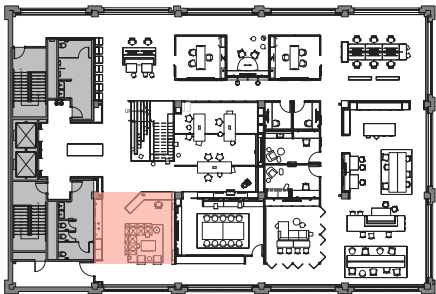


Mattiazzi
Cugino Stool



RECEPTION

RECEPTION

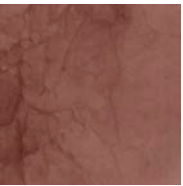


As clients are greeted by the **Reception**, they are able to grab coffee, tea, and juice at the beverage bar and hang up their coats in the closet. The beverage bar encourages NEXT employees to utilize the space, interacting with the receptionist and creating **Community**. Inset tech screens display NEXT ad campaigns and celebratory office news. A metal mesh ceiling screen and colored carpet tile anchor the space.

MATERIALS



Polished
Concrete



Sandalwood
Carpet Tile



Blush
Glass

FF&E



Blu Dot
Plateau Medium Table



Blu Dot
Skald Lounge Chair



Moooi
BFF Sofa

ART



Inter-Concreto
David Batchelor

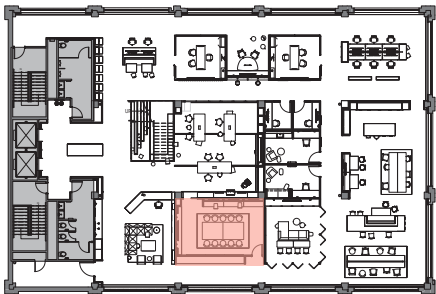


Neo-Concreto
David Batchelor



CLIENT PRESENTATION

CLIENT PRESENTATION



When first being led to the **Client Presentation**, guests are met by the exterior hospitality counter with food and beverage. The main conference table and side benching provides an in-field out-field set up. A large monitor and the Logitech Whiteboard Camera allow virtual participants to have **Equal Participation** in meetings. Local art from Chicago-based artist, bARBER, a stretched fabric ceiling, and artisan lighting create a **Creative Environment**.

MATERIALS



Stone
Tile



Steel
Metal



Maple
Wood

FF&E



Tom Dixon
Fat Chair



Coalesse
Together Bench



Steelcase
Campfire Side Table

ART



Pp1 20
bARBER

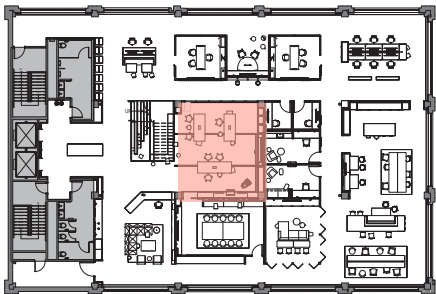


Pp1 9
bARBER



DEMO LAB – VEJA

DEMO LAB – VEJA



The **Demo Lab** is a multi-functional space that not only supports NEXT but also their clients. With track-based unistrut poles and wooden peg walls, multiple configurations are possible based upon the needs of the users. This set up allows Veja to host meetings and events showcasing their latest releases with their buyers like Nordstrom and Amazon. With direct adjacency to the **Client Presentation**, events are able to transfer to business deals. Through this, NEXT not only supports their clients but are also able to **Meet Future Potential Clients**.

MATERIALS



Polished Concrete



Iridescent Steel Metal



Wood Peg Board

FF&E



Established & Sons Beam Table

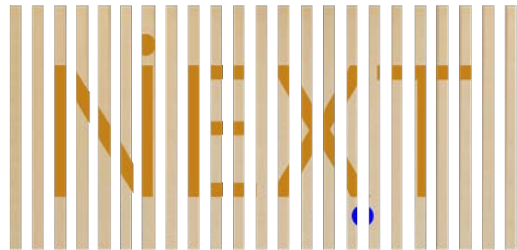


Mattiazzi Cugino Stool



Bolia Case Shelf Module

ART



Custom Environmental Graphic



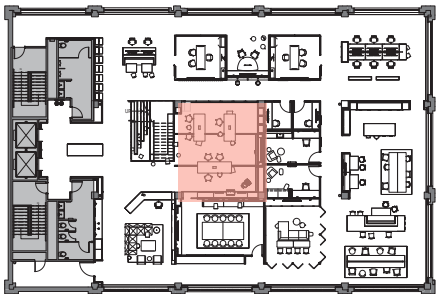
NEXT SUMMER CAMP

LIQUID DEATH SWEETGREEN SHEANIS

- 1 SKETCH YOUR IDEA
- 2 PIN UP YOUR IDEA
- 3 GRAB YOUR MATERIALS
- 3 CREATE!

DEMO LAB - NEXT

DEMO LAB – NEXT + SHEA MOISTURE



The Demo Lab supports **NEXT's Summer Camp**, a collaboration program with local Chicago public schools, NEXT, and NEXT's clients. These events focus on community outreach, **Providing Students Access** to knowledge about advertising, healthy meal options, the importance of recycling and more.

With a pull down screen and the unistrut poles pushed back along the track, the **Demo Lab** is able to transform to support collaborative learning events. Shea Moisture is able to host their **Next Black Millionaires** program, which provides \$100,00 in grant money and mentorship to black-owned businesses. Movable and stackable furniture like the Blu Dot Unit Stool, allow the space to be **Flexible** and support various configurations.

SECTION

With a nearby beverage point and seating, the large digital screen serves as an area to view mockups for billboard campaigns.

Library Team Meet

Private Office



Private Office

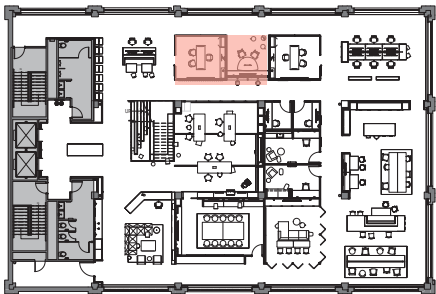
Demo Lab

Client Presentation



PRIVATE OFFICE

PRIVATE OFFICE

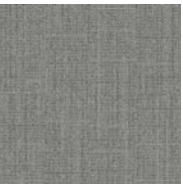


The **Private Office** supports NEXT leadership and can be used by employees when not in use of leadership. A height-adjustable desk and layout space supports the needs of employees. While a tackable cork wall and Steelcase Active Frames Markerboards emphasize brainstorming. The **Huddle Room** in-between the private offices encourages employees to have close proximity to leadership, fostering an **Open and Inclusive Culture**. Three different layouts provide choice to employees.

MATERIALS



Patterned
Carpet Tile



Grey
Carpet Tile



Cork
Board

FF&E



Steelcase
Ocular Table



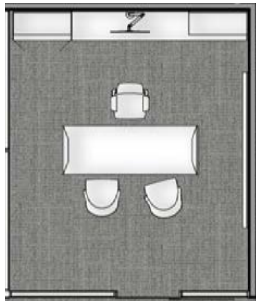
Steelcase
Slim Leg Desk



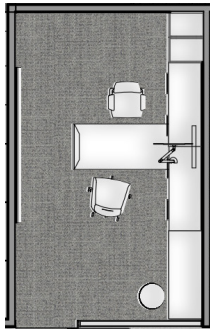
Coalesse
Marien Chair

LAYOUT OPTIONS

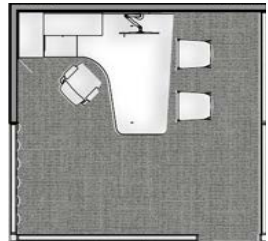
1.



2.



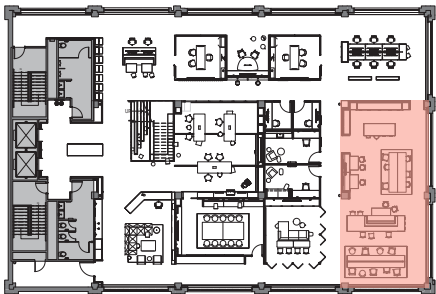
3.





WORK CAFE

WORK CAFE



The **Work Cafe** serves as an area for community meals, all-staff meetings, and as an alternative work point. With foldable doors, the nearby located Team Meeting Room is able to extend into the Work Cafe. Variety in seating choices and heights, as well as built in power cater to **Employees’ Needs and Wants**. A **Sweetgreen Inspired** salad bar with blush glass doors provides access to healthy meal options.

MATERIALS



Polished Concrete



Iridescent Steel Metal



Blush Glass

FF&E



Carl Hansen & Son Elbow Chair



Carl Hansen & Son Embrace Chair



Carl Hansen & Son CH33 Chair

ART

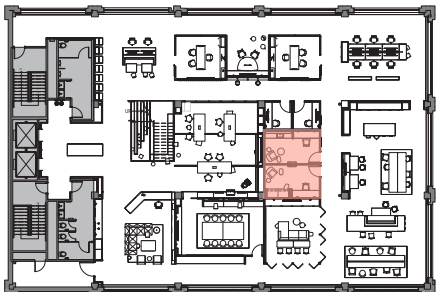
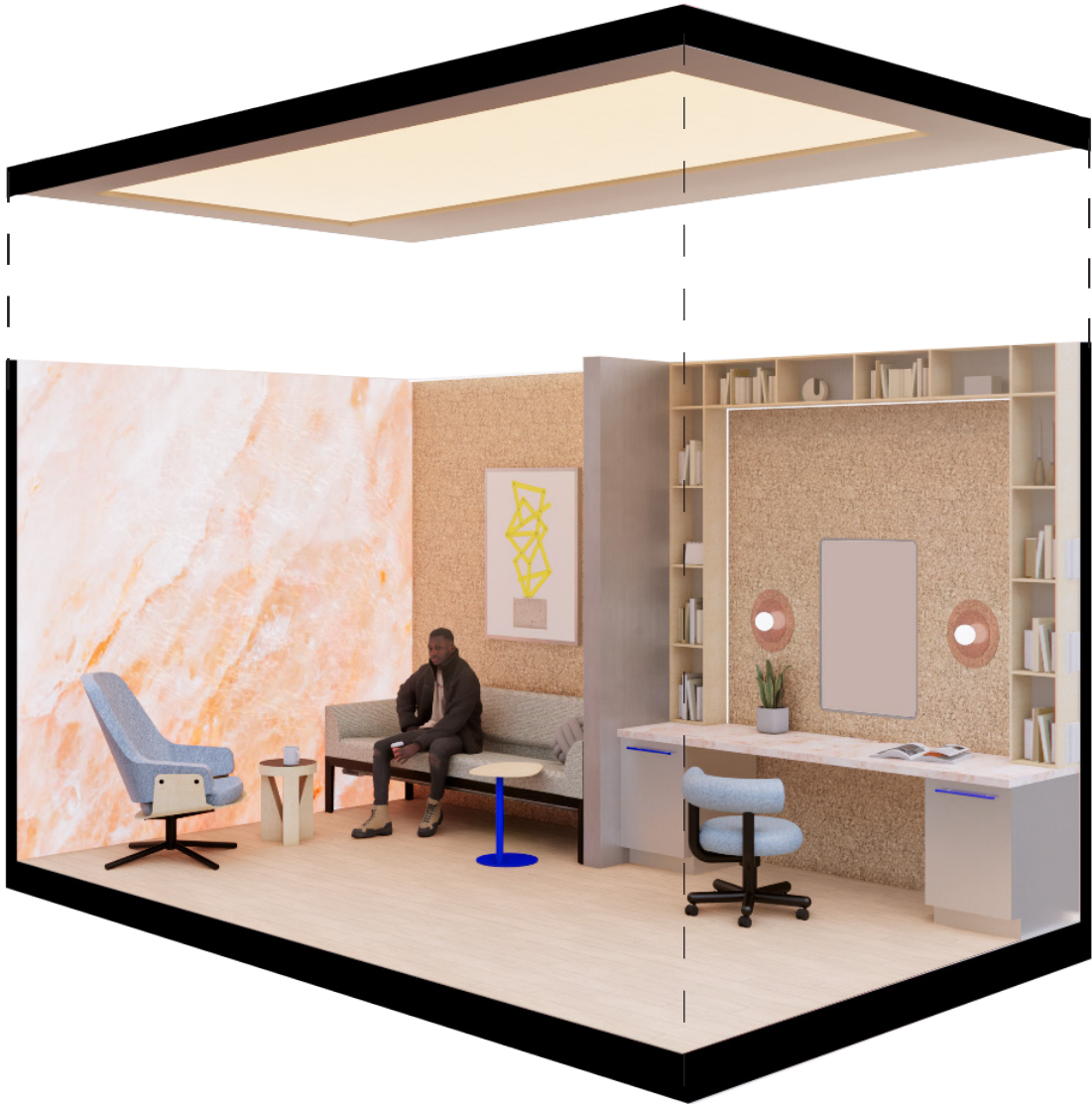


Paper Weaving 01 Anna Westerlund



Paper Weaving 02 Anna Westerlund

LACTATION + WELLNESS



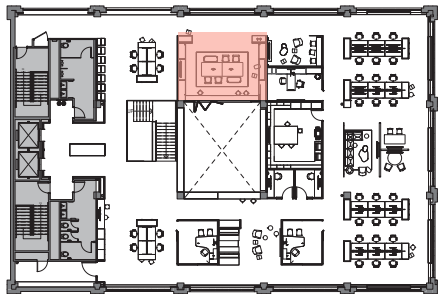
The **Lactation** room supports individuals who are nursing / have small children. A sink, mini refrigerator for storing milk, as well as lockable lockers meet user's needs. A dimmable, **Color-Changing Stretched Fabric Ceiling** creates a relaxing environment and provides user choice.

With the advertising industry often being a demanding field, NEXT prioritizes employee wellbeing and health. A **Himalayan Salt Wall** brings in benefits of salt therapy such as stress-reduction, increased serotonin levels, and clearer breathing air. With advertisers often being surrounded by digital media, the space serves as a tech-free area for employees to disconnect; integrated **Library Shelves** and the Steelcase Surround Lounge Sleeper Sofa support this re-centering.



LIBRARY TEAM MEET

LIBRARY TEAM MEET



As employees enter the **Library Team Meet**, they are greeted with a beverage bar and touchdown point. With integrated technology and pin up space, the space supports NEXT's brainstorming. When not booked as a meeting space, the room can be used as a library or alternative work point. The Library Team Meet **Supports the Parents of NEXT**, serving as a space for little ones to use when their parents are at work. The library team meet also supports **NEXT's Monthly Book Club** which designs and creates children's stories that are then distributed to local public schools.

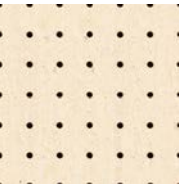
MATERIALS



Polished
Concrete



Ocre
Metal



Wood
Peg Board

FF&E



Coalesse
Potrero415 Table



Carl Hansen & Son
Embrace Chair



Blu Dot
Chip Bench

ART



Untitled
Irving Harper

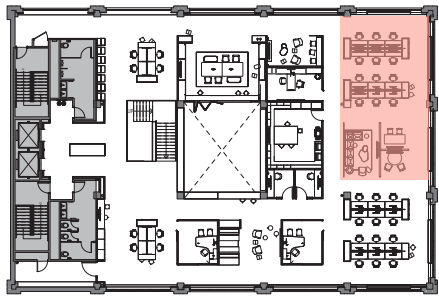


NEXT Book Club
Distributed to Local Schools



WORKSTATIONS

WORKSTATIONS

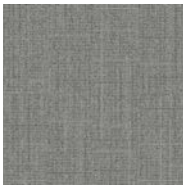


The **Workstations** are located on the northeast corner and are flanked by employee lockers with integrated greenery. Peg boards and cork boards allow ad campaigns and brainstorming ideas to be highlighted. Height adjustable desks and ergonomic task chairs support employee choice. Collaborative touch-down points flank the ends of certain rows, allowing for **Cross-Team Collaboration**. With centrally located Team Meet and Huddle rooms further supporting collaboration.

MATERIALS



Polished
Concrete



Grey
Carpet Tile



K13
Acoustical Spray

FF&E



Steelcase
Migration SE Pro Desk



Steelcase
Series 2 Task Chair



Bolia
X Stool



VEJA
X
HÖRSTROM
SPRING 2025 BUYER'S MEETING

YOUR NEW
FAVORITE PAIR.

THE CAMPO
COLLECTION.

CLEAN, REPAIR,
COLLECT.

Born in 2005
in Brazil.

VEJA

THANK YOU.