



NEXT

CLIENT BACKGROUND

NEXT is an independent, global creative advertising agency headquartered in New York, with offices in London, Los Angeles, Hong Kong, and a soon-to-open location in Chicago. Established in 1990, NEXT has spent over 30 years transforming leading brands through innovative approaches that blend advertising, digital expertise, and brand strategy. With a core mission to deliver brand impact through a holistic creative process, NEXT fosters loyal connections, creating a distinctive market presence. Guided by the mantra “Being More Human,” the agency values personal connection, collaboration, and community among its team members, clients, and the broader world.

As NEXT continues to grow, its design goals include creating a dynamic workspace that encourages collaboration and brainstorming, while providing flexibility for hybrid work. The office will be equipped with advanced technology, such as remote collaboration tools and interactive displays, to ensure seamless connectivity across global teams, remote workers, and clients.

NEXT proudly represents four key sustainable brands: Liquid Death, Urban Decay, Au Bon Pain, and Birkenstocks.

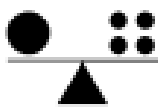
COMPANY PRINCIPLES



These images showcase spaces within the design that thoughtfully integrate the company’s core principles. Key design elements include adaptable furniture for flexibility, integrated technologies that support collaboration, and versatile areas that can transition between open and closed settings to meet user needs.



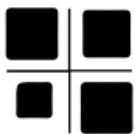
ME + WE



FIXED TO FLUID



OPEN & ENCLOSED



BRAIDING DIGITAL & PHYSICAL

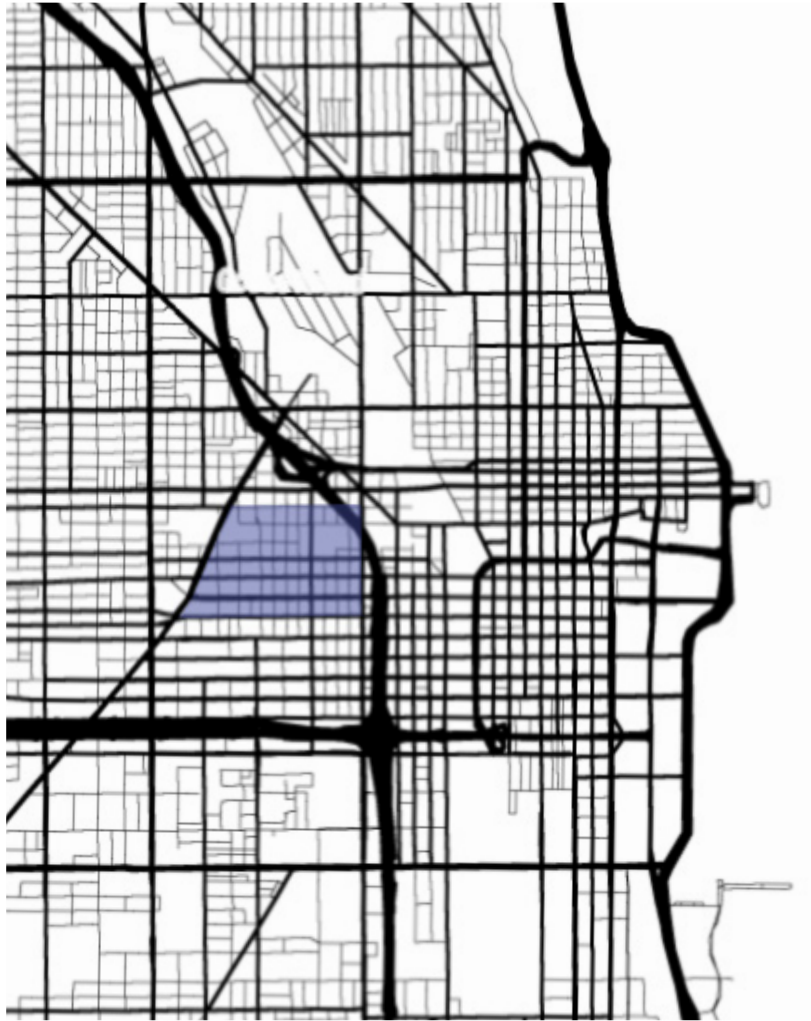


Graphic icons sourced from client’s programming package



CHICAGO, ILLINOIS

Chicago, home to the first modern-day skyscraper, the Home Insurance Building, is a city defined by its architectural innovation and urban landscape.



FULTON MARKET DISTRICT

Once a meatpacking and food production hub, this district has evolved into a vibrant location featuring restaurants, businesses, and hotels.



811 W FULTON MARKET

Built in 2018, the building holds a LEED Silver Certification. The NEXT office will span the 6th and 7th floors of the building, covering approximately 16,000 SF.

CONCEPT STATEMENT

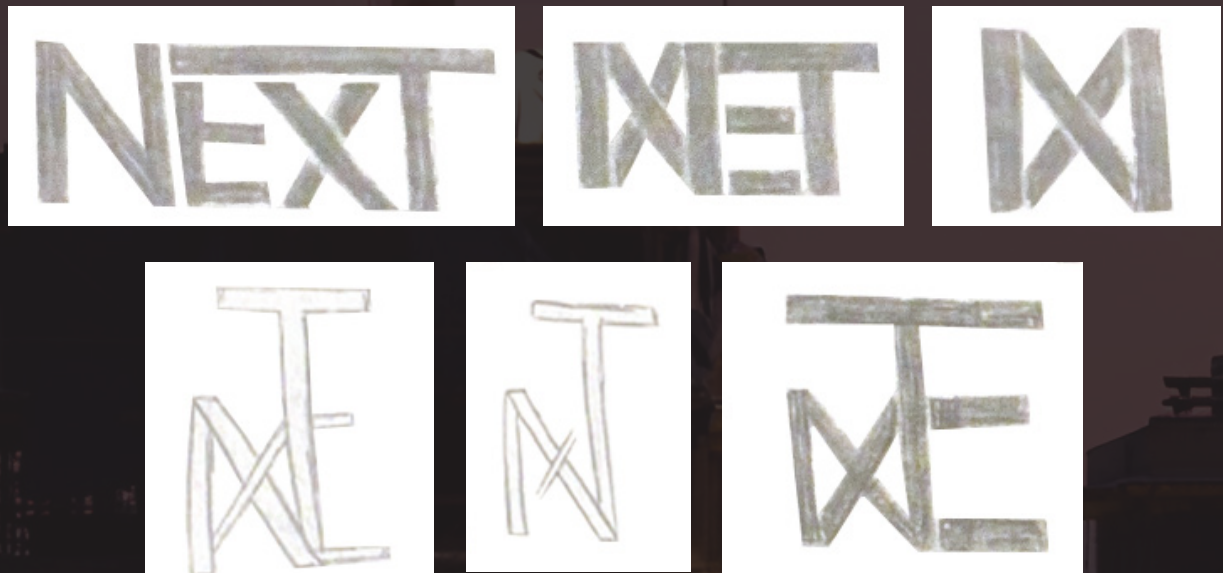
Skyscrapers are an integral part of Chicago's identity, with the city being home to the modern-day skyscraper. Its skyline stands as a symbol of innovation, ambition, and progress. The design concept for NEXT's Chicago office draws inspiration from these towering structures, reflecting the agency's core values of creativity, connectivity, and **global influence**. The verticality of the design embodies growth, creating spaces that foster collaboration and empower NEXT to elevate brands.

By embracing Chicago's legacy of bold, upward progress, the concept aligns with the company's principles of innovation and forward-thinking. The skyscraper-inspired design integrates elements like wind, the urban grid, and natural light to create a functional and efficient environment that nurtures creativity and collaboration. This workspace not only honors Chicago's architectural heritage but also positions NEXT to reach new heights, reflecting the agency's ambition to mirror the city's relentless pursuit of progress.

LOGO DEVELOPMENT

The logo is inspired by the structural support beams used in construction, symbolizing strength and stability. Each letter is thoughtfully designed to interact with the others, embodying the concept of support and connection that NEXT aims to represent. The logo reflects the brand’s commitment to collaboration, foundation, and growth.

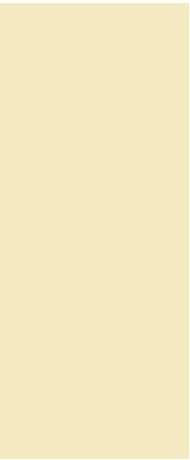
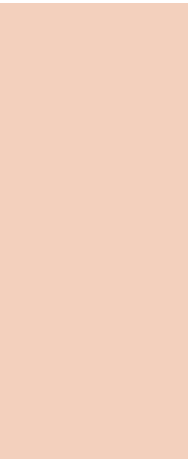
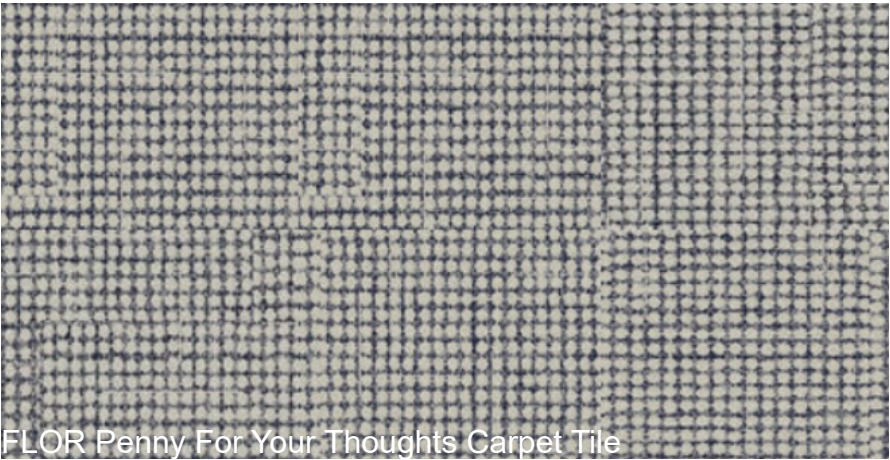
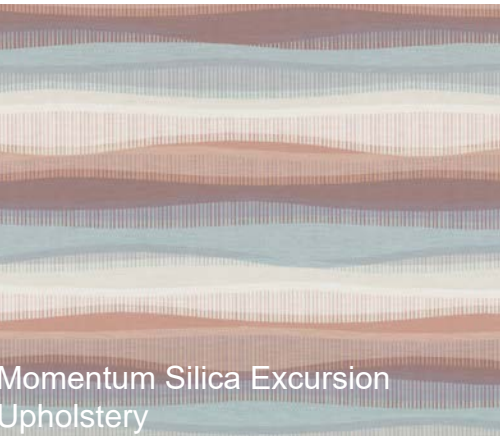
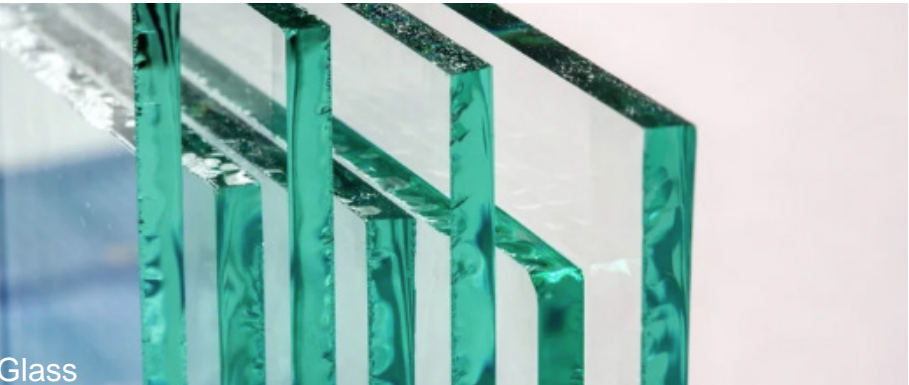
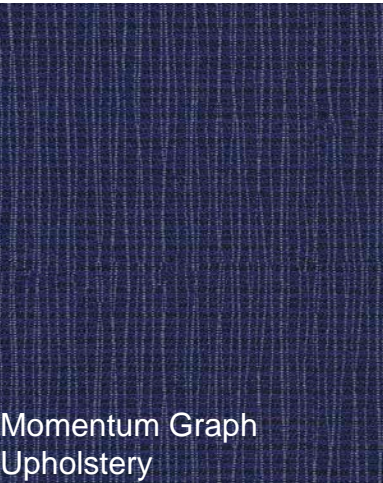
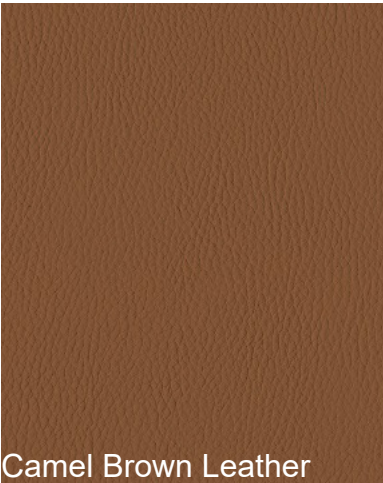
NEXT

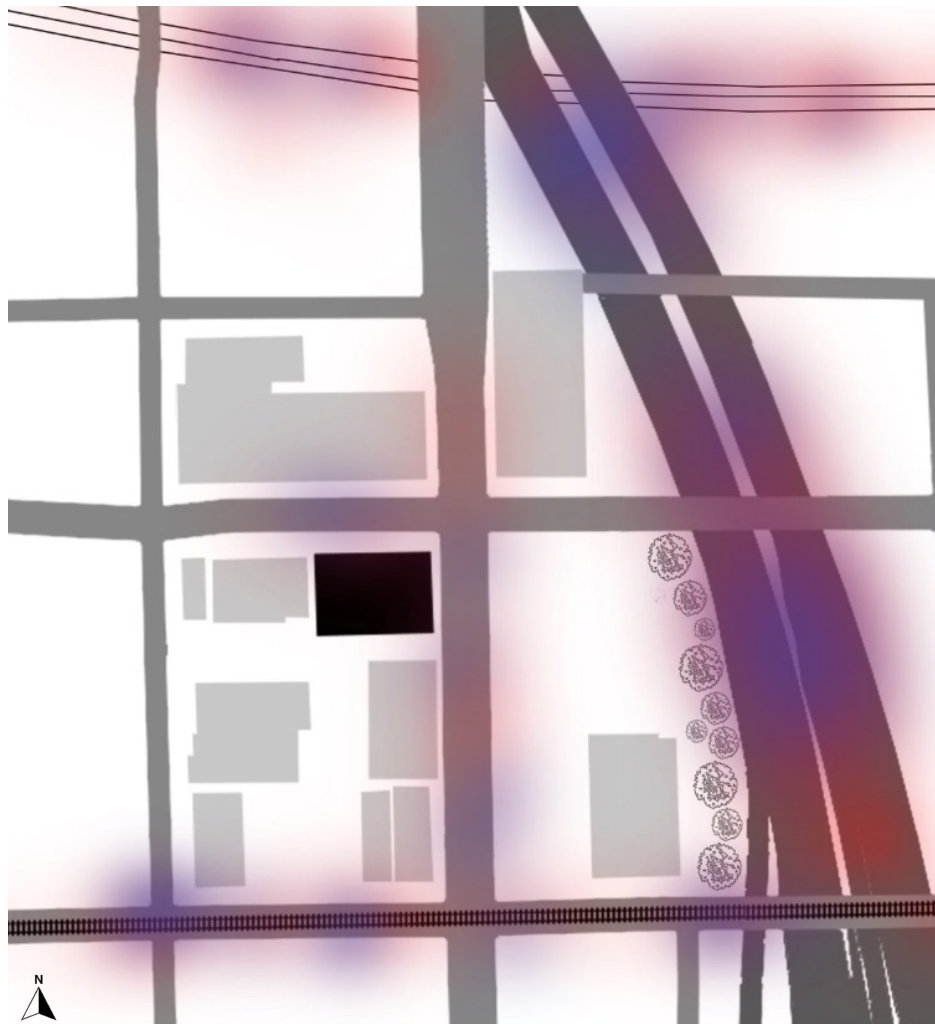


MATERIAL PALETTE



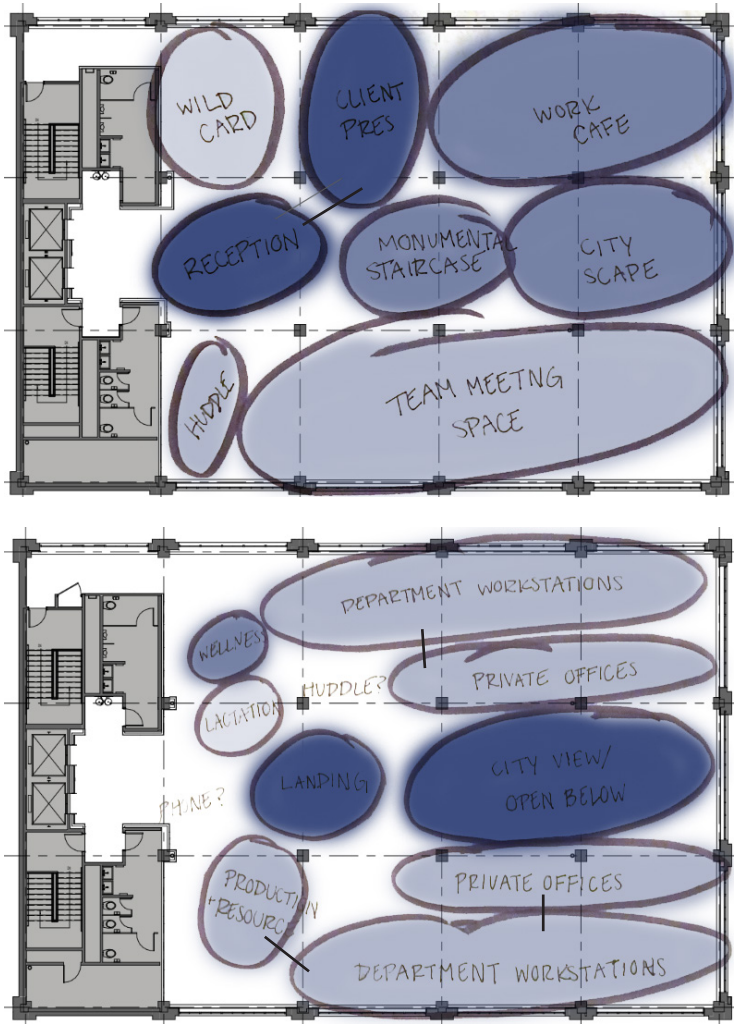
The foundation of this palette is inspired by the architectural materials commonly found in Chicago’s skyscrapers, including aluminum, steel, glass, and wood. Accent colors are drawn from the vibrant hues of Chicago’s skyline at sunset and are integrated into the paint, tile, and upholstery to create a sophisticated and calming atmosphere.





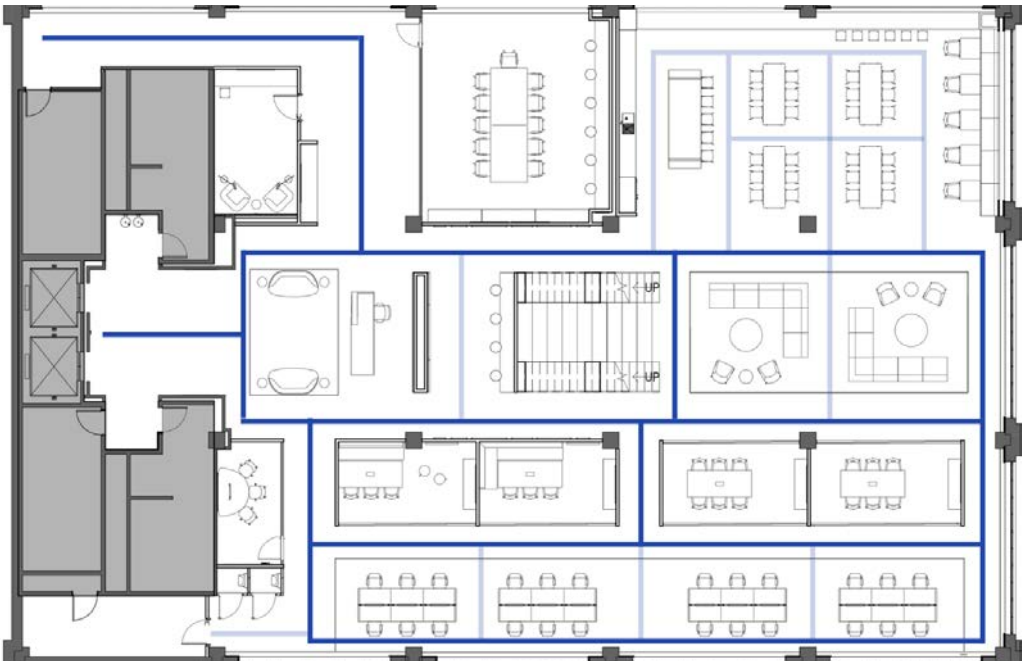
SOUND POLLUTION MAP

This study illustrates the sound pollution surrounding the site, based on traffic of the nearby Highway 90, above-ground subway, and railways. The findings indicate that the west side of the building offers the highest level of acoustical privacy, making it the most suitable area for noise-sensitive activities.



BUBBLE DIAGRAMS

Matching colors indicate spaces that should have a spatial relationship, while connecting lines highlight required adjacencies between areas. Acoustic-sensitive zones are strategically placed at the back of the building to minimize noise disruption and optimize functionality.



6TH FLOOR URBAN GRID DIAGRAM

This study reflects the concept of grid planning, inspired by the urban grid. Dark blue represents the main 'roads' or primary pathways, while light blue signifies the 'side roads,' navigating through the individual spaces.

FINISH PLANS



6TH FLOOR

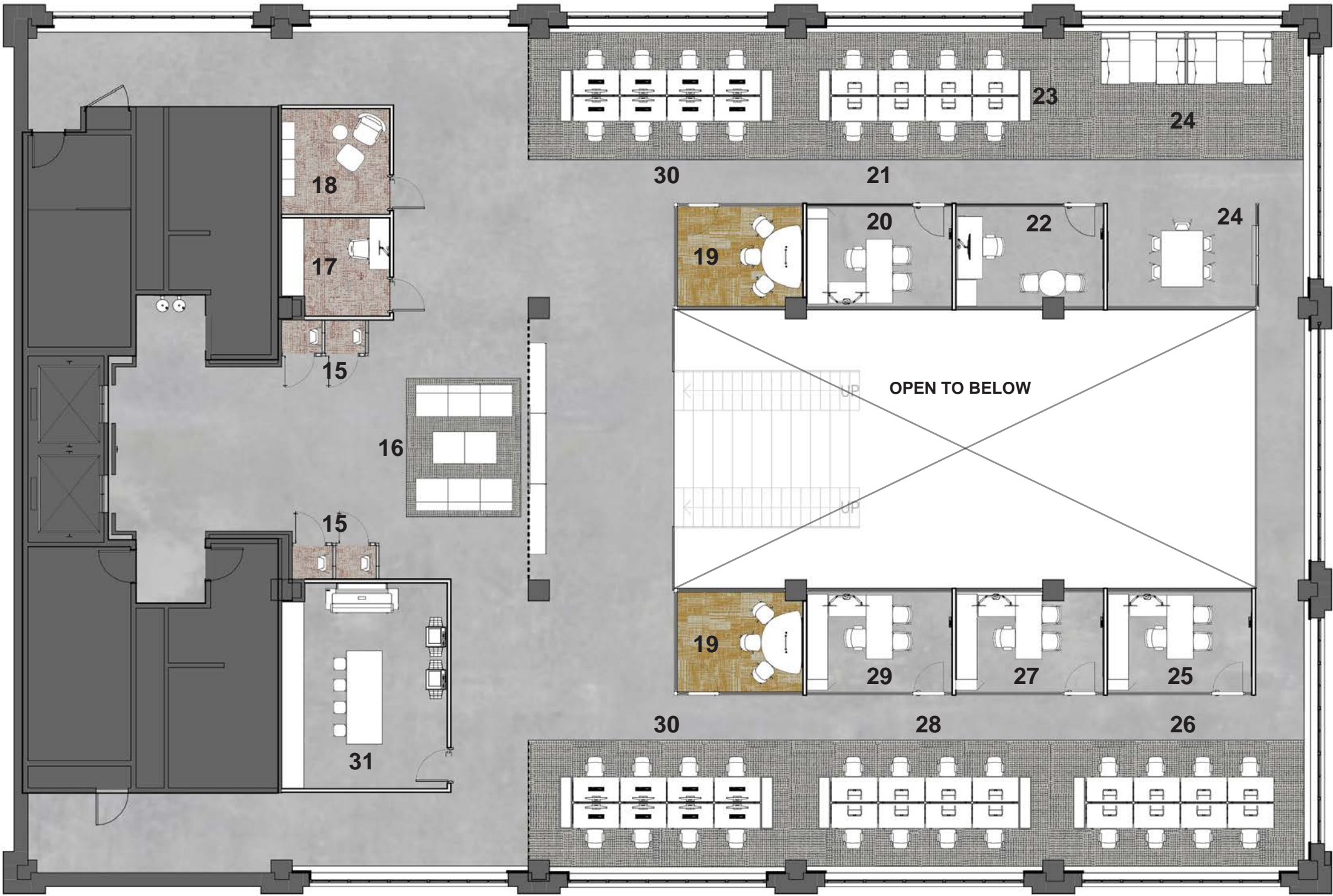
ROOM KEY

- 1 Reception
- 2 Hospitality Counter
- 3 Wildcard | Podcast Room
- 4 Client Presentation
- 5 Wind Tunnel | Breakout Zone
- 6 Client Appreciation Gallery
- 7 Monumental Staircase
- 8 Work Cafe
- 9 Open Collab
- 10 Team Meeting Rooms
- 11 Team Workstations
- 12 Storage
- 13 Phone Booths
- 14 Huddle Room

FINISH KEY

- Polished Concrete
- Oak Wood
- FLOR Splish Splash Carpet Tile
- Shaw Contract Anges Carpet Tile
- Shaw Contact Zeal Carpet Tile
- FLOR Dappled Daylight Carpet Tile

FINISH PLANS



ROOM KEY

- 15 Phone Booths
- 16 In-Between Space
- 17 Lactation Room
- 18 Wellness Room
- 19 Huddle Rooms
- 20 Production Director Private Office
- 21 Production & Operations Department WS
- 22 Visitor Office
- 23 Visitor Workstations
- 24 Open Huddle Zone
- 25 Client Services Director Private Office
- 26 Client Services Department WS
- 27 Digital Marketing Director Private Office
- 28 Digital Marketing Department WS
- 29 Creative Director Private Office
- 30 Creative & Media Department WS
- 31 Production & Resource

FINISH KEY

- Polished Concrete
- Shaw Contract Angles Carpet Tile
- FLOR Dappled Daylight Carpet Tile
- FLOR Penny For Your Thoughts Carpet Tile

7TH FLOOR



BUILDING SECTION PERSPECTIVE

NEXT



NORTH SECTION

Behind the reception area lies the “Wind Tunnel” breakout zone, which features banquette seating, Steelcase Flex Wall Package whiteboards, and a TV. This area earned its name from the wind tunnel phenomenon often experienced between skyscrapers in urban environments. Designed as both a convenient passageway and an ideation zone, the “Wind Tunnel” encourages collaboration and creativity.

BUILDING SECTION PERSPECTIVES

NEXT

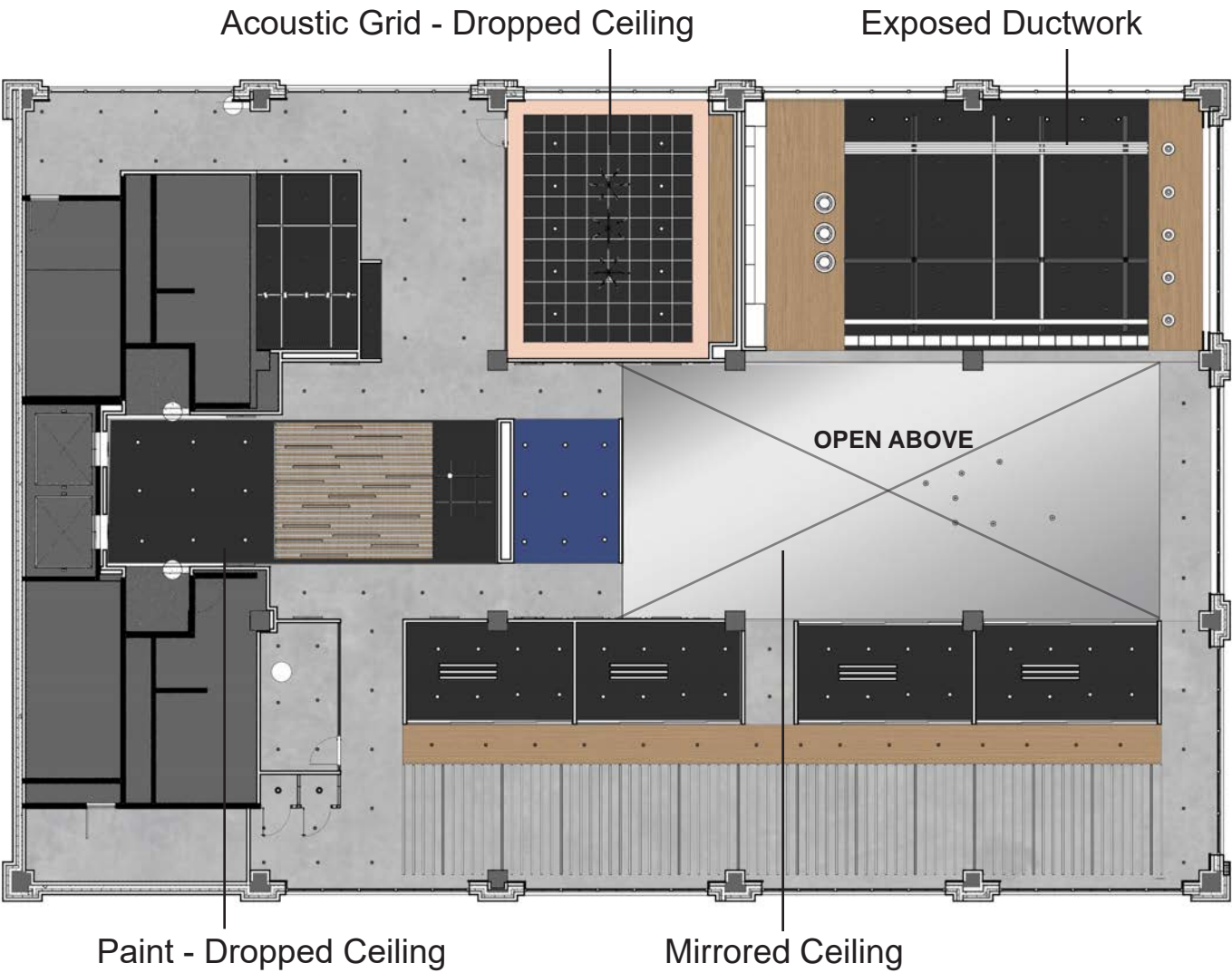


EAST SECTION

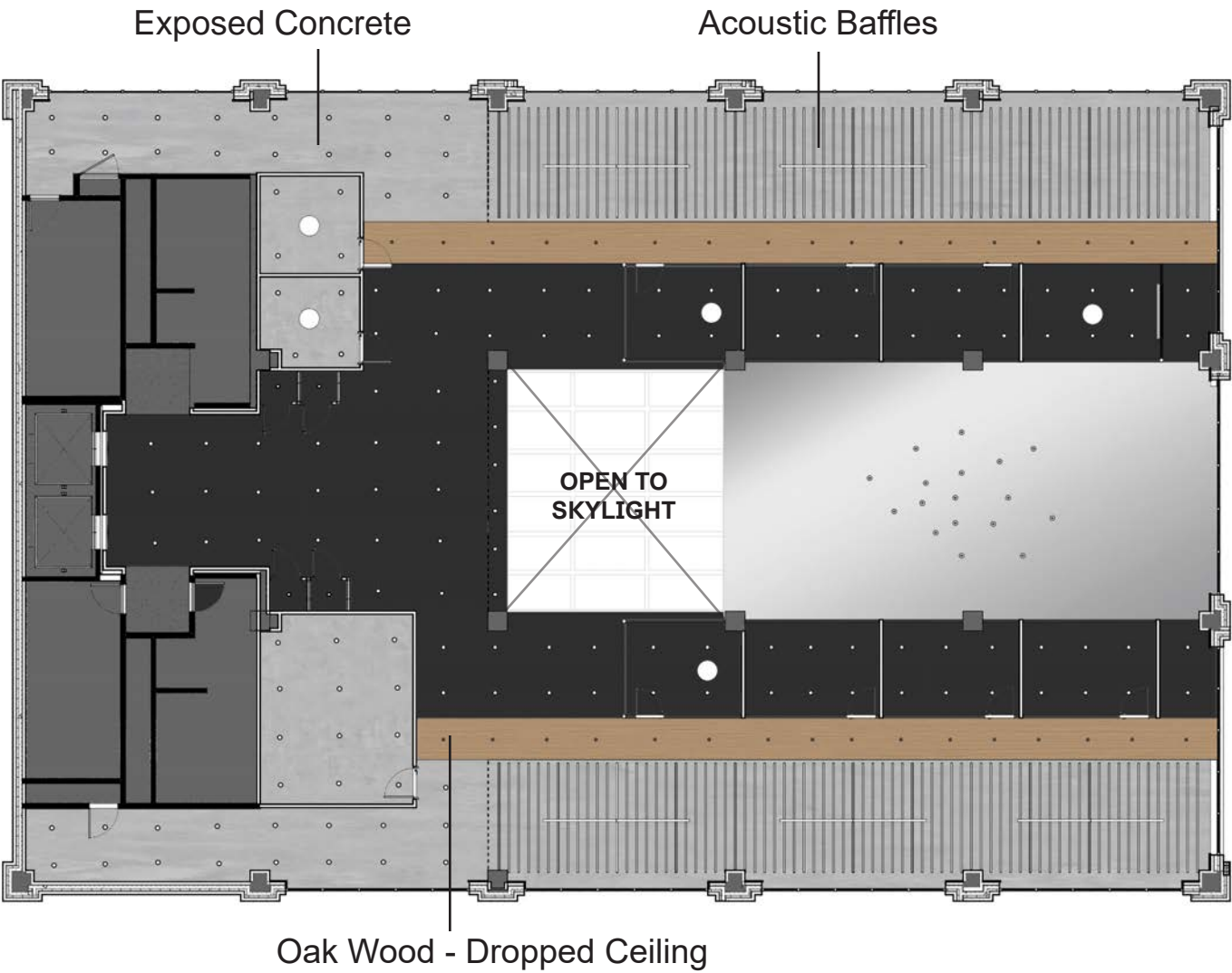


WEST SECTION

REFLECTED CEILING PLANS



6TH FLOOR



7TH FLOOR



FLOS
Coordinates S



WAC LIGHTING
Houdini Chandelier



LINEAR PENDANTS
Acoustic & Metal



LUMENWERX
Arq Acoustix



WAC LIGHTING
Banded Pendant



WAC LIGHTING
Carafe Pendant



WAC LIGHTING
Rockabilly



WAC LIGHTING
Flare Pendant

NEXT

LET'S TOUR THE SPACE...



RECEPTION

RECEPTION



FURNITURE SELECTION



BOLIA
Grace Sofa

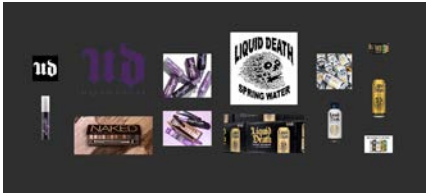


VICCARBE
Burin Mini



FLOS
Coordinates S

CLIENT APPRECIATION



The ceiling feature captures the motion of city lights and cars, creating a dynamic, dark, and moody atmosphere. The design uses the strategically placed client appreciation area to guide visitors toward a grand view of the cityscape.



HOSPITALITY COUNTER



CLIENT PRESENTATION

CLIENT PRESENTATION



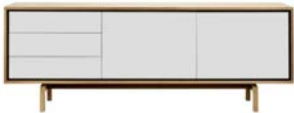
FURNITURE SELECTION



STEELCASE
Convene



COALESSE
Chord



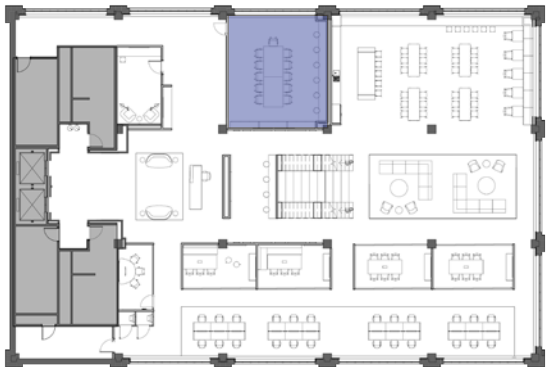
BOLIA
Flow Sideboard



STEELCASE
Everwall



WAC LIGHTING
Houdini Chandelier



Inspired by Chicago’s urban grid, this space features grid-patterned acoustic ceiling and a map of the city, highlighting its structure and rhythm. Banquette seating provides additional employees plenty of space to observe and engage.

A professional podcast recording studio set. Two hosts, a man and a woman, are seated in modern white armchairs facing each other. The man is wearing a green jacket and brown pants, while the woman is wearing a grey blazer and skirt. They are both holding microphones. Between them is a small round table with a potted plant. The background is a wall of blue vertical acoustic panels with the text 'ON AIR' and a microphone icon. The floor is covered with a patterned rug. Professional lighting equipment, including track lights and a large studio light on a stand, is visible. The overall atmosphere is modern and professional.

ON AIR

PODCAST ROOM

PODCAST ROOM



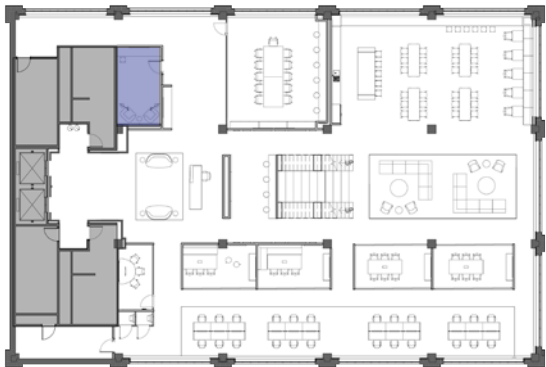
FURNITURE SELECTION



BOLIA
Cloud Armchair



WEST ELM
Work Nolan Side Table



With the growing popularity of podcasts, this dedicated Podcast Room supports NEXT's goal of fostering generational connectivity. Designed with a dark palette, the space features enhanced acoustics paneling and adjustable lighting, creating a professional and versatile environment for content creation.



TEAM MEETING ROOMS & WORKSTATIONS

TEAM MEETING ROOMS & WORKSTATIONS



FURNITURE SELECTION



STEELCASE
FrameOne



STEELCASE
Gesture



SLIDING GLASS
PARTITIONS

CLIENT BRANDS



Located on the 6th floor for easy access to public-facing spaces, these meeting rooms are strategically separate from department workstations, fostering cross-department collaboration. Each room is tailored to each brand, featuring soft yet functional seating, tackboards for client display inspiration, and acoustic enhancements. Sliding glass partitions enhance versatility, transforming spaces from open collaboration areas to private discussion zones.

TEAM MEETING ROOMS



LINEAR ACOUSTIC LIGHTING



COALESSE
Together Bench



ESTABLISHED & SONS
Beam Table



STEELCASE

Flex Wall Package



BOLIA
Grab Pouf



COALESSE
Marien152 Chair



OPEN COLLAB | CITY VIEW



MONUMENTAL STAIRCASE

MONUMENTAL STAIRCASE

NEXT



The large, open collaboration space is a striking double-height area that immerses users in a ‘big city’ experience. Facing outward to showcase breathtaking city views, the space is designed to evoke the feeling of walking through an urban streetscape. Mirrored ceilings amplify the sense of scale, while low-profile furniture enhances the illusion of towering city structures. At the heart of the space is a monumental bleacher staircase, offering both seating and a platform for enjoying the view.

FURNITURE SELECTION



BOLIA
Caisa Sofa



BLU DOT
Acre Lounge Chair



BLU DOT
Circula Table



BLU DOT
Coco Table



WAC LIGHTING
Flare Pendant



WORK CAFE

WORK CAFE



FURNITURE SELECTION



BOLIA
Palm Stool



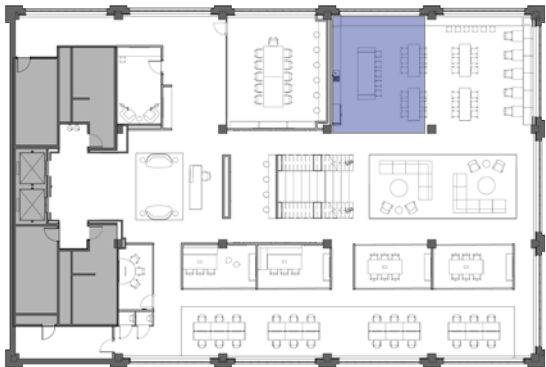
BOLIA
Flor Stool



WAC LIGHTING
Rockabilly Pendant



WAC LIGHTING
Banded Pendant



Located adjacent to the open collaboration space, this versatile area supports town hall meetings and can seamlessly extend into the open collaboration area to accommodate larger gatherings and other additional needs.



WORK CAFE

WORK CAFE



FURNITURE SELECTION



BLU DOT
Branch Dining Table



BOLIA
Palm Stackable



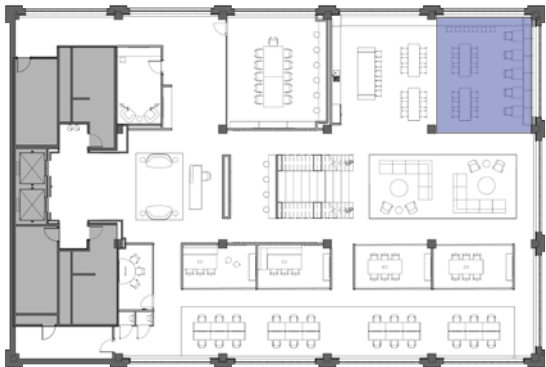
COALESSE
Montara650 Table



COALESSE
Marien152 Chair



WAC LIGHTING
Carafe Pendant



A variety of seating options, including counter height stools, banquette, and versatile stacking chairs and tables, ensures flexibility and adaptability for diverse needs.



TOP OF STAIRCASE



DEPARTMENT WORKSTATIONS

DEPARTMENT WORKSTATIONS



FURNITURE SELECTION



STEELCASE
Migration SE



STEELCASE
Gesture



STEELCASE
Occular



WEST ELM
Work Kent

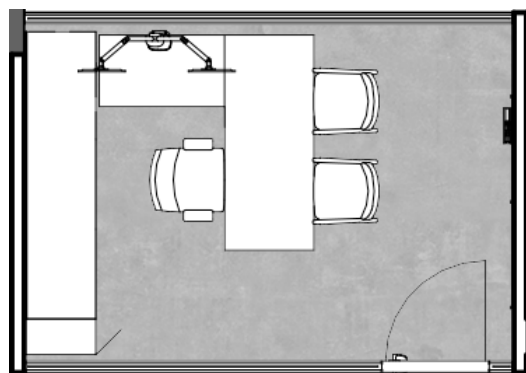
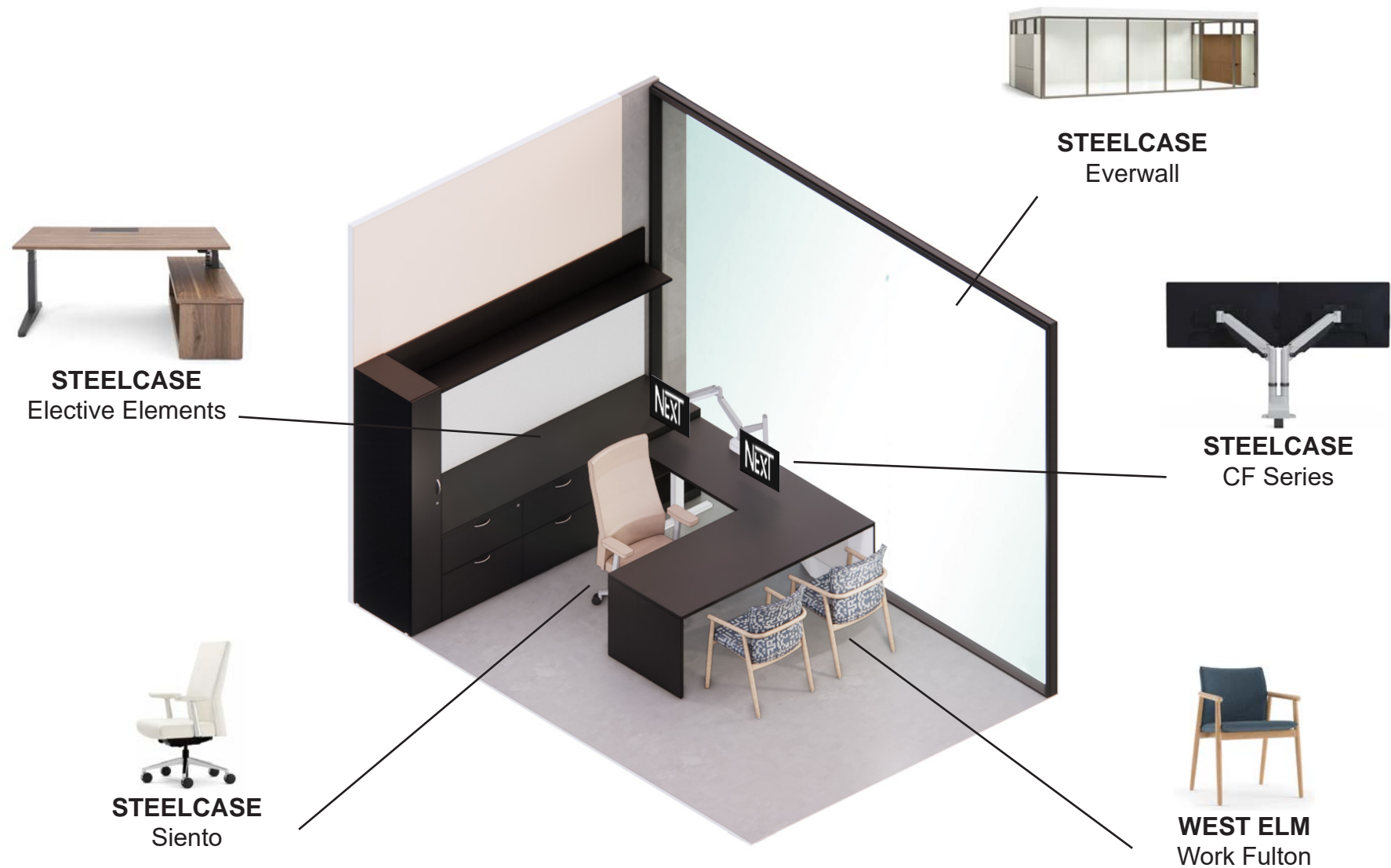


OCL
Una Linear Pendant



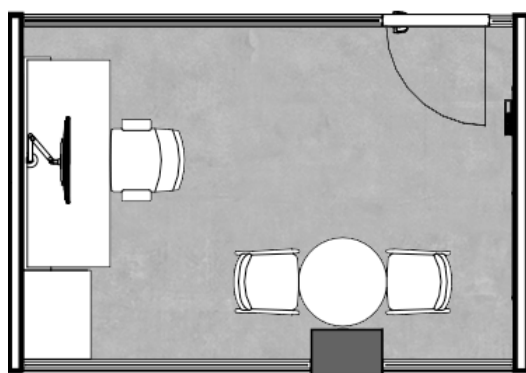
Department-specific workstations enhance navigation and simplify hoteling within each area. Acoustic baffles ensure a sound-optimized environment, while conveniently located huddle rooms provide quick access for departmental collaboration.

PRIVATE OFFICES



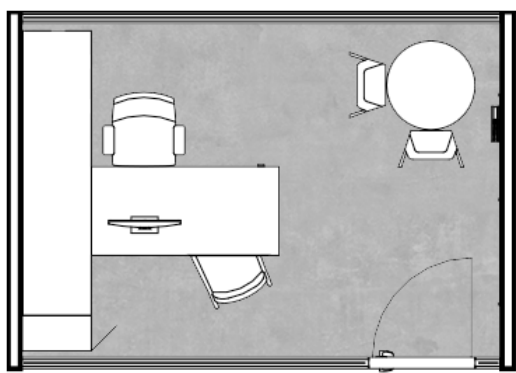
OPTION 1

The traditional layout provides ample desk space for focused work.



OPTION 2

The collaborative layout prioritizes team interaction and is used for the visitor office as a meeting space.



OPTION 3

The hybrid layout balances individual and collaborative needs.



OPEN HUDDLE SPACE

OPEN HUDDLE SPACE



FURNITURE SELECTION



ORANGEBOX
Cubb Table



STEELCASE
Flex Perch Stool



STEELCASE
Simple Table



COALESSE
Lagunitas Lounge



STEELCASE
Flex Wall Package



This open, collaborative huddle space offers employees the flexibility to work individually or as a team. Designed for acoustic comfort, it features acoustic baffles, pendant lighting, and tackboards to reduce noise and enhance focus. The space incorporates Steelcase Everwall architectural solutions to reduce the use of convential drywall.



NEXT

THANK YOU!