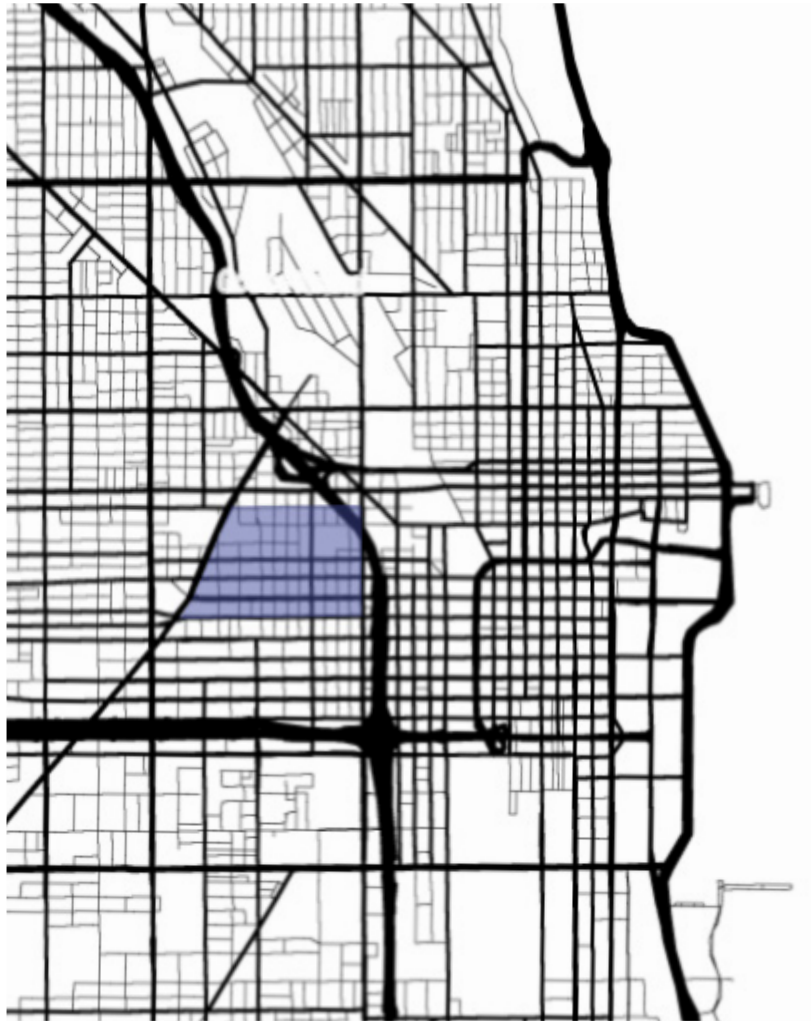




NEXT



CHICAGO, ILLINOIS



FULTON MARKET DISTRICT



811 W FULTON MARKET

CONCEPT: SKYSCRAPERS

Stands as a symbol of **innovation**, **ambition**, and **progress**

Core values of **creativity**, **connectivity**, and **global influence**

Elevates brands

Aligns with the NEXT's principles of **innovation** and **forward-thinking**

Integrates elements like **wind**, the **urban grid**, and **natural light**

Positions NEXT to reach new heights, reflecting the agency's ambition to **mirror** the city's relentless pursuit of progress

NEXT



LOGO DEVELOPMENT

NEXT

Strength and **stability**

Support and **connection**

Collaboration, **foundation**, and **growth**

NEXT

NEXT NET IN

NET IN



INTERIOR PALETTE

NEXT

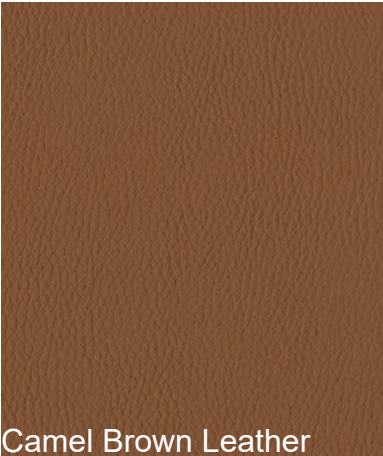
BIRKENSTOCK®



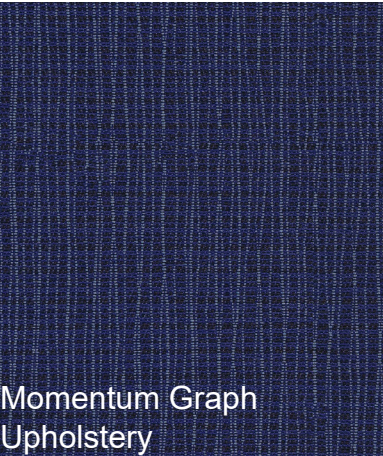
au bon pain®



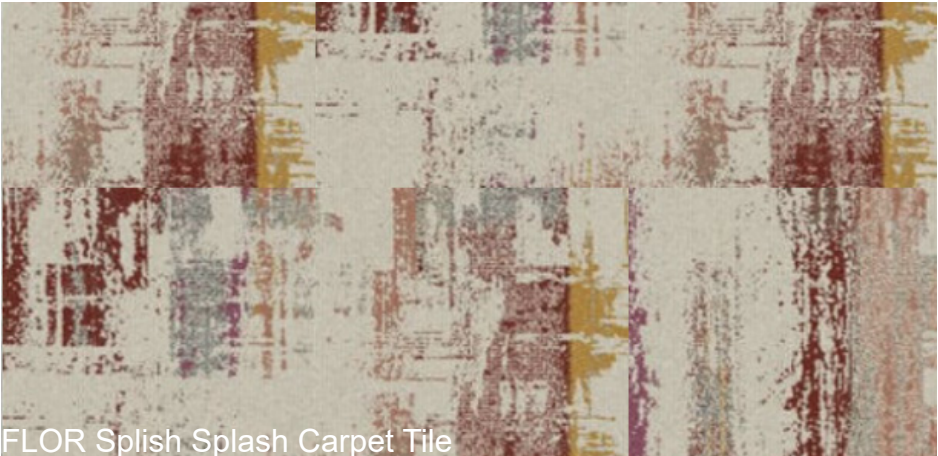
Chicago's Skyline at Sunset



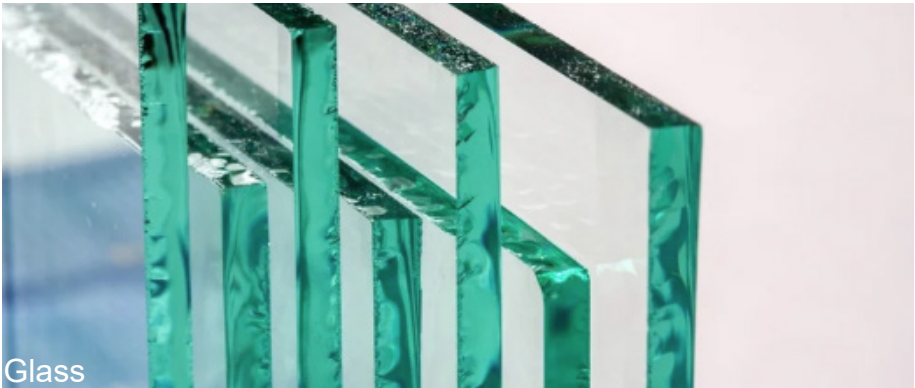
Camel Brown Leather



Momentum Graph Upholstery



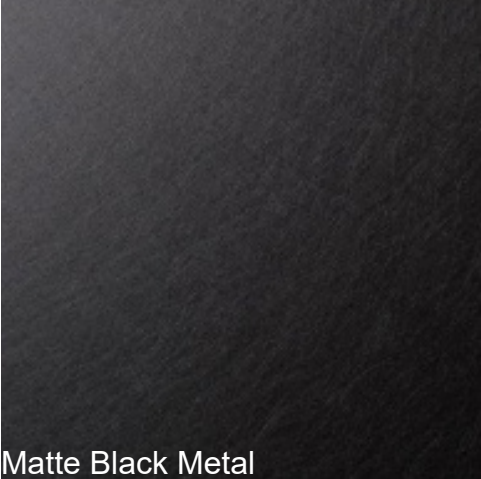
FLOR Splish Splash Carpet Tile



Glass



Brushed Steel



Matte Black Metal



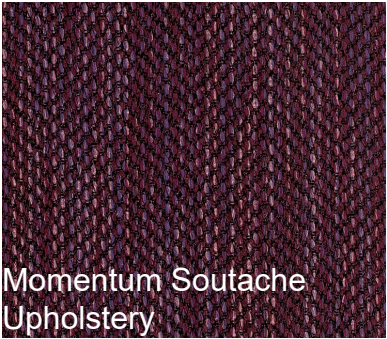
Polished Concrete



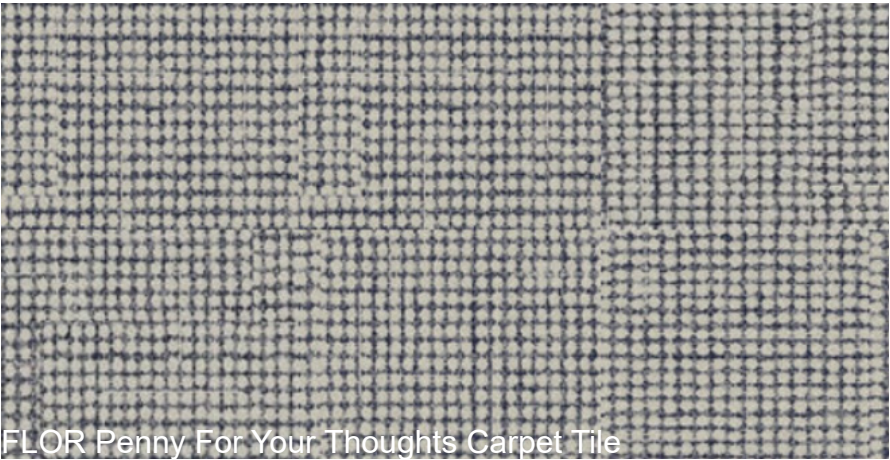
Oak Wood



Momentum Silica Excursion Upholstery



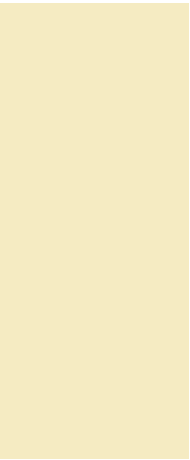
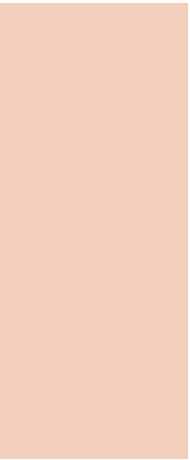
Momentum Soutache Upholstery

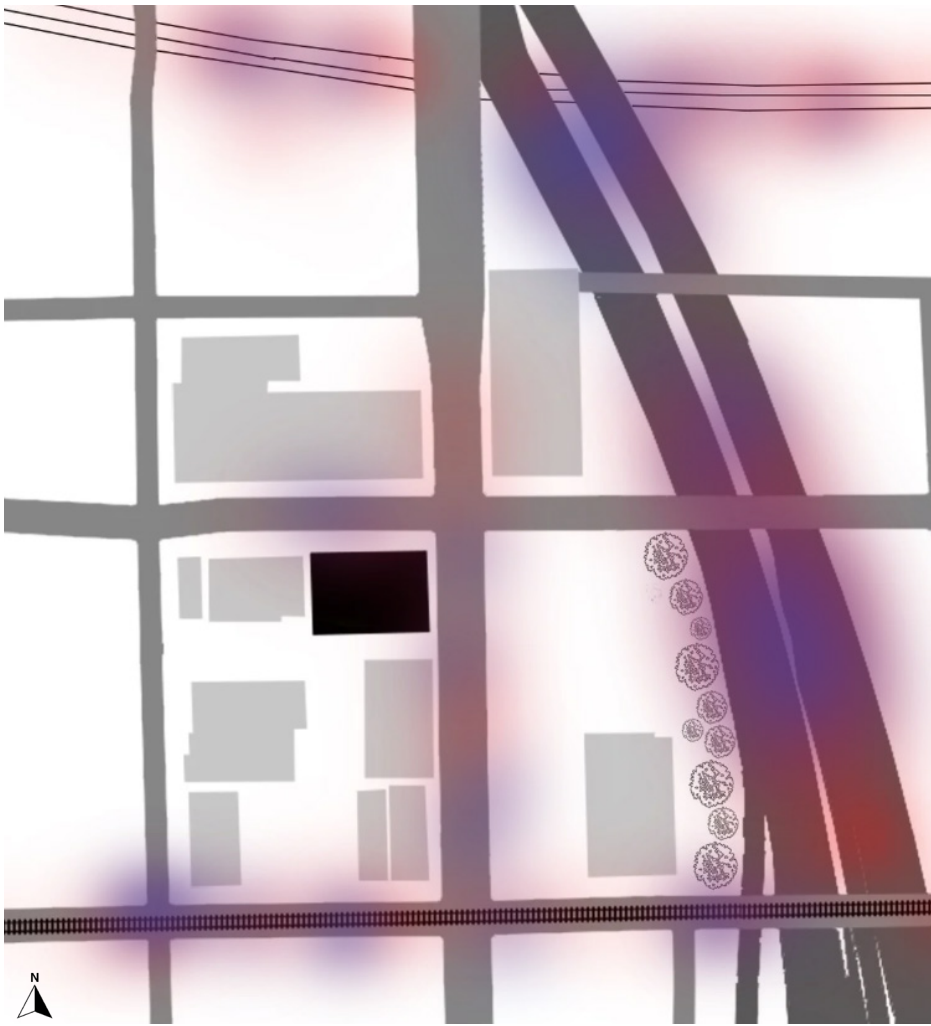


FLOR Penny For Your Thoughts Carpet Tile

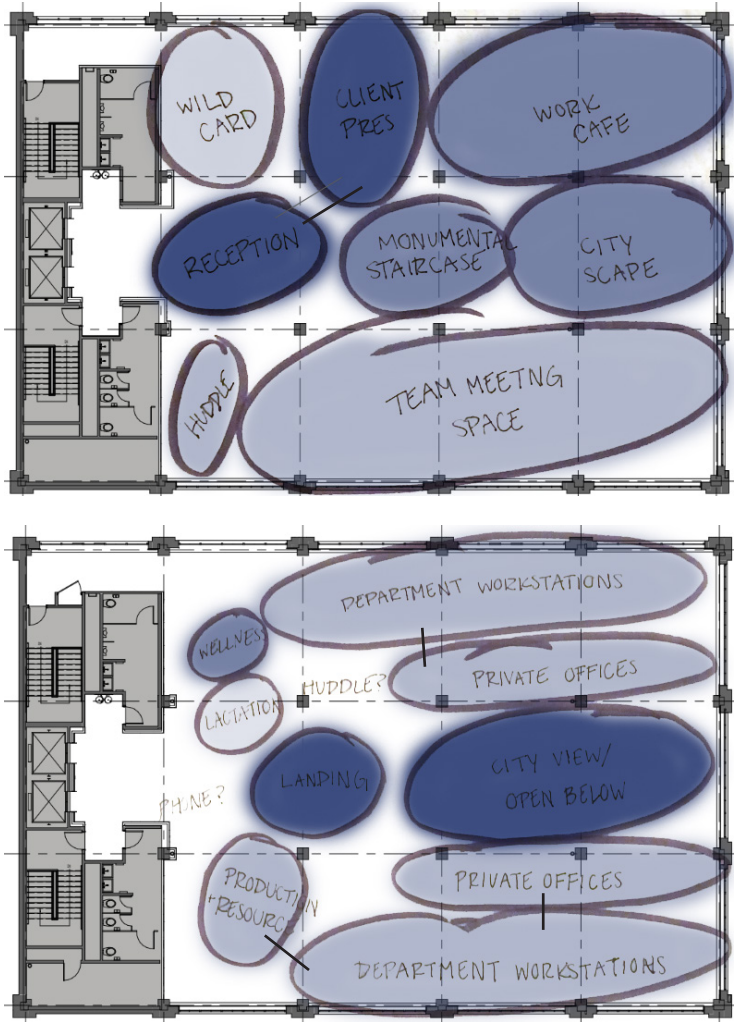


Accent Paint

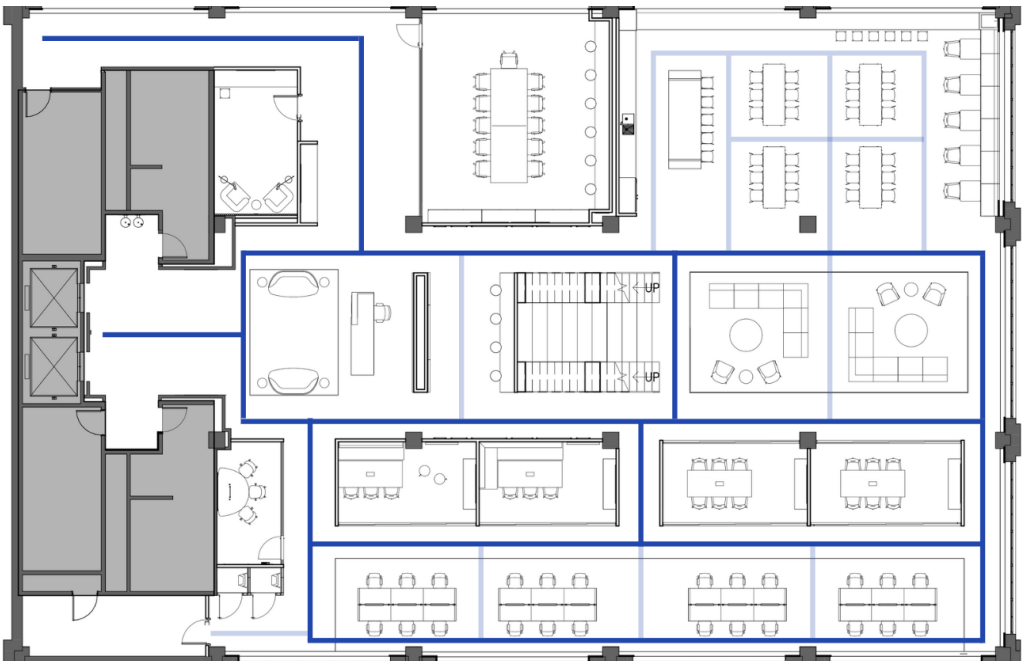




SOUND POLLUTION MAP



BUBBLE DIAGRAMS



6TH FLOOR URBAN GRID DIAGRAM

FINISH PLANS



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

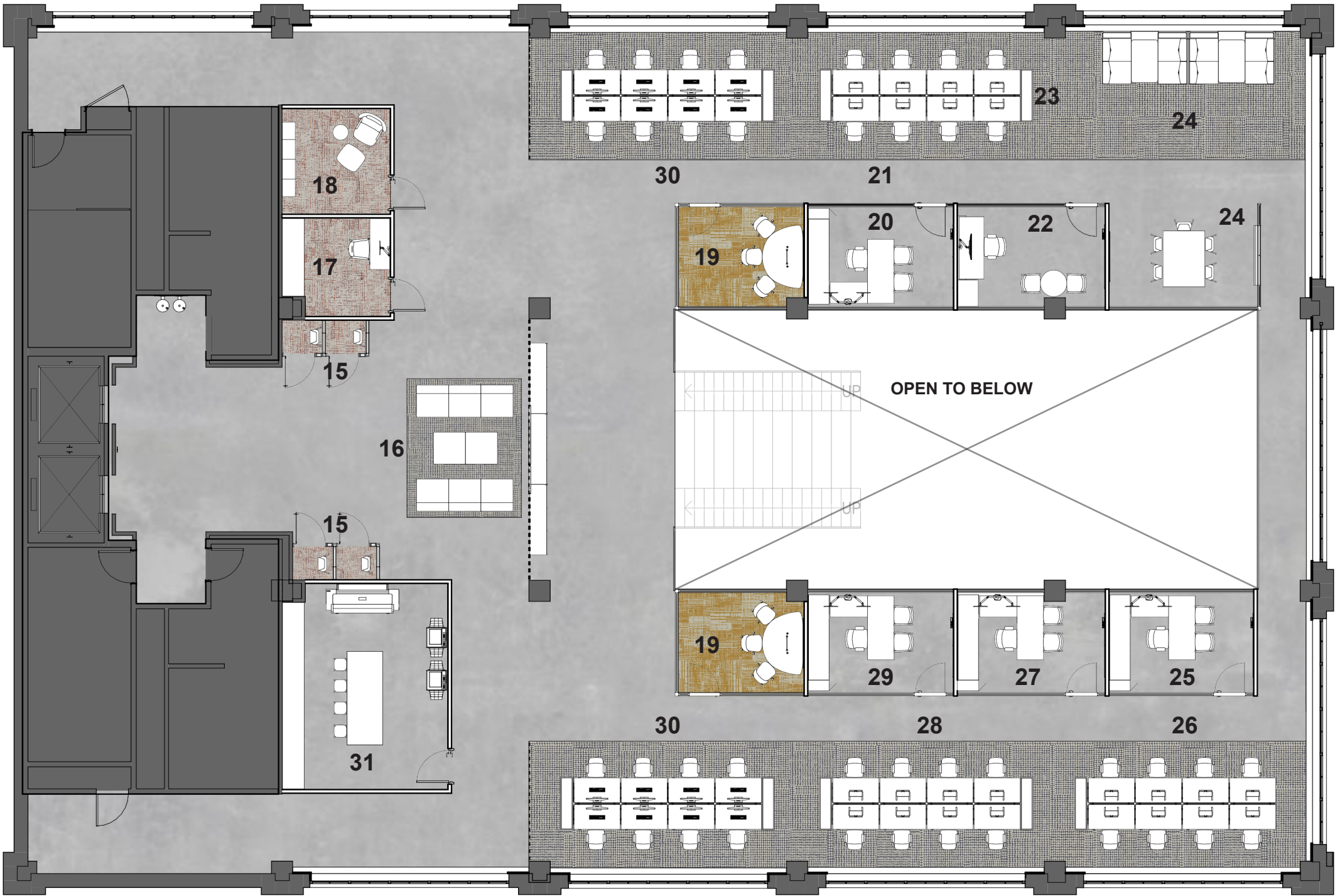
FINISH KEY

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

6TH FLOOR



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

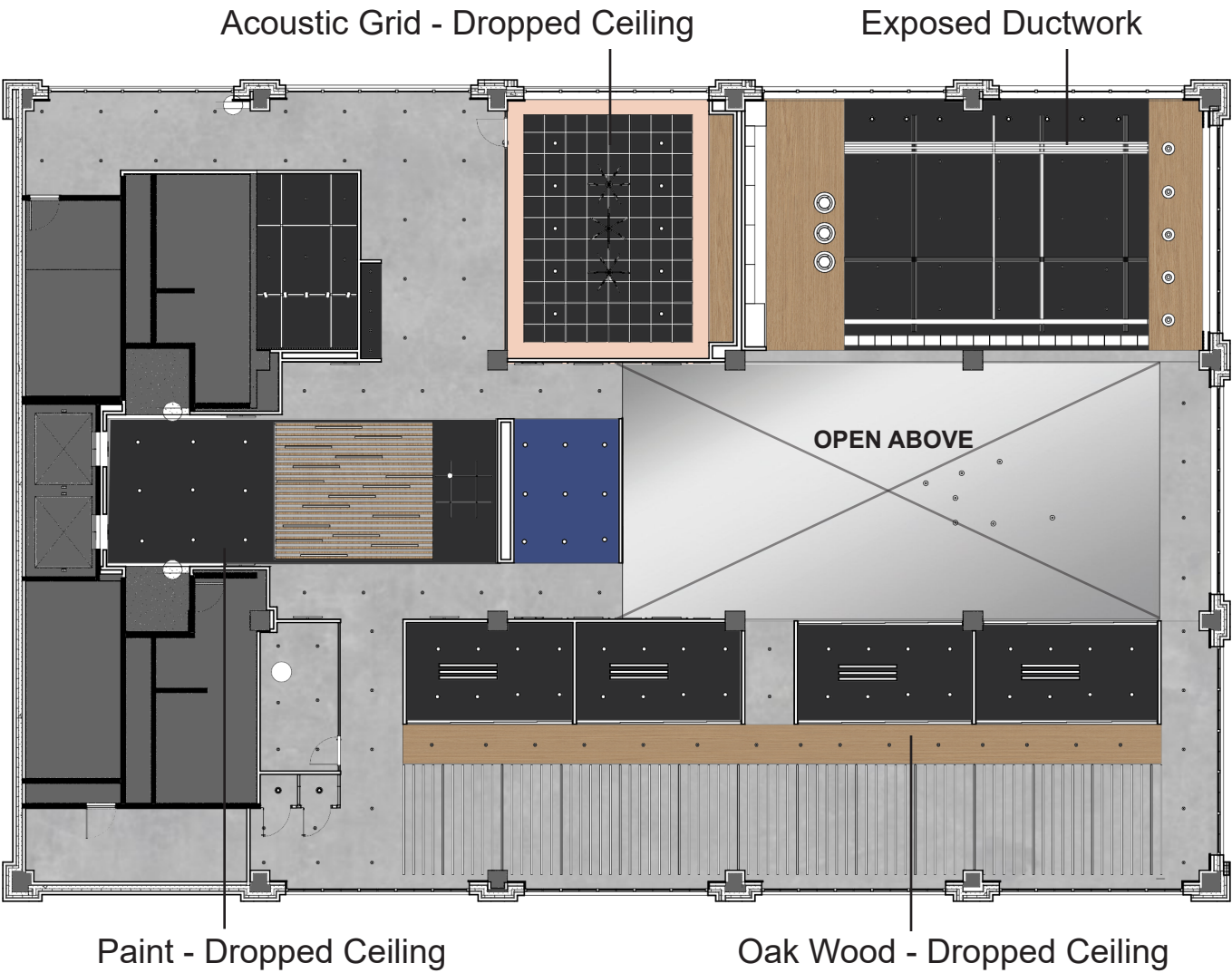


EAST SECTION

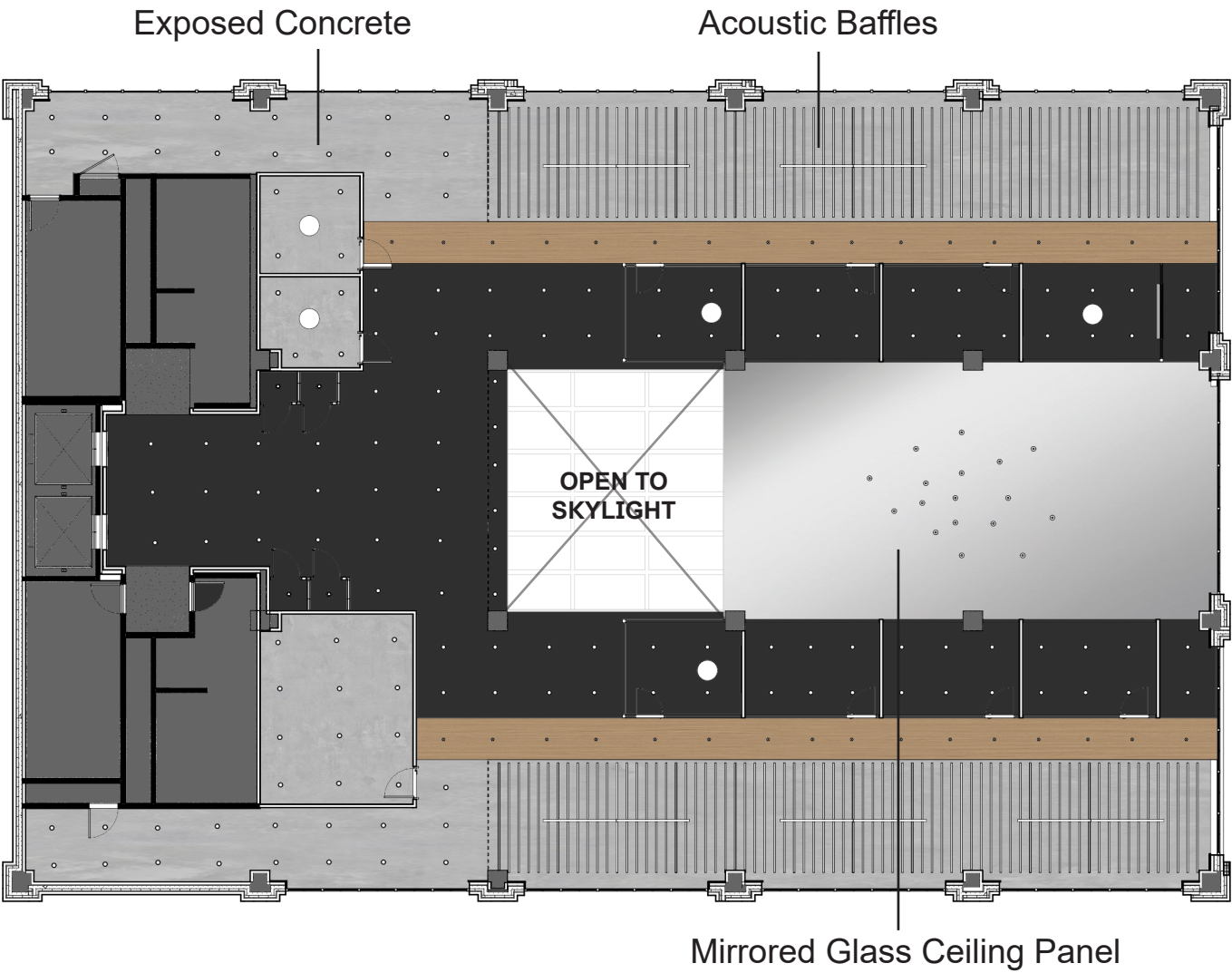


WEST SECTION

REFLECTED CEILING PLANS



6TH FLOOR



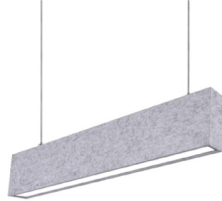
7TH FLOOR



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



RECEPTION



HOSPITALITY COUNTER



CLIENT PRESENTATION

A professional podcast recording studio set. Two hosts, a man and a woman, are seated in white armchairs facing each other. The man is wearing a green jacket and brown pants, and 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 blue wall with vertical slats. The floor is covered with a patterned rug. Professional lighting equipment, including a large studio light on a stand and several smaller lights on the ceiling, are visible. The text "ON AIR" is displayed in the center of the image, with a microphone icon integrated into the letter "I".

ON AIR

PODCAST ROOM



TEAM MEETING ROOMS & WORKSTATIONS

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



WORK CAFE



WORK CAFE

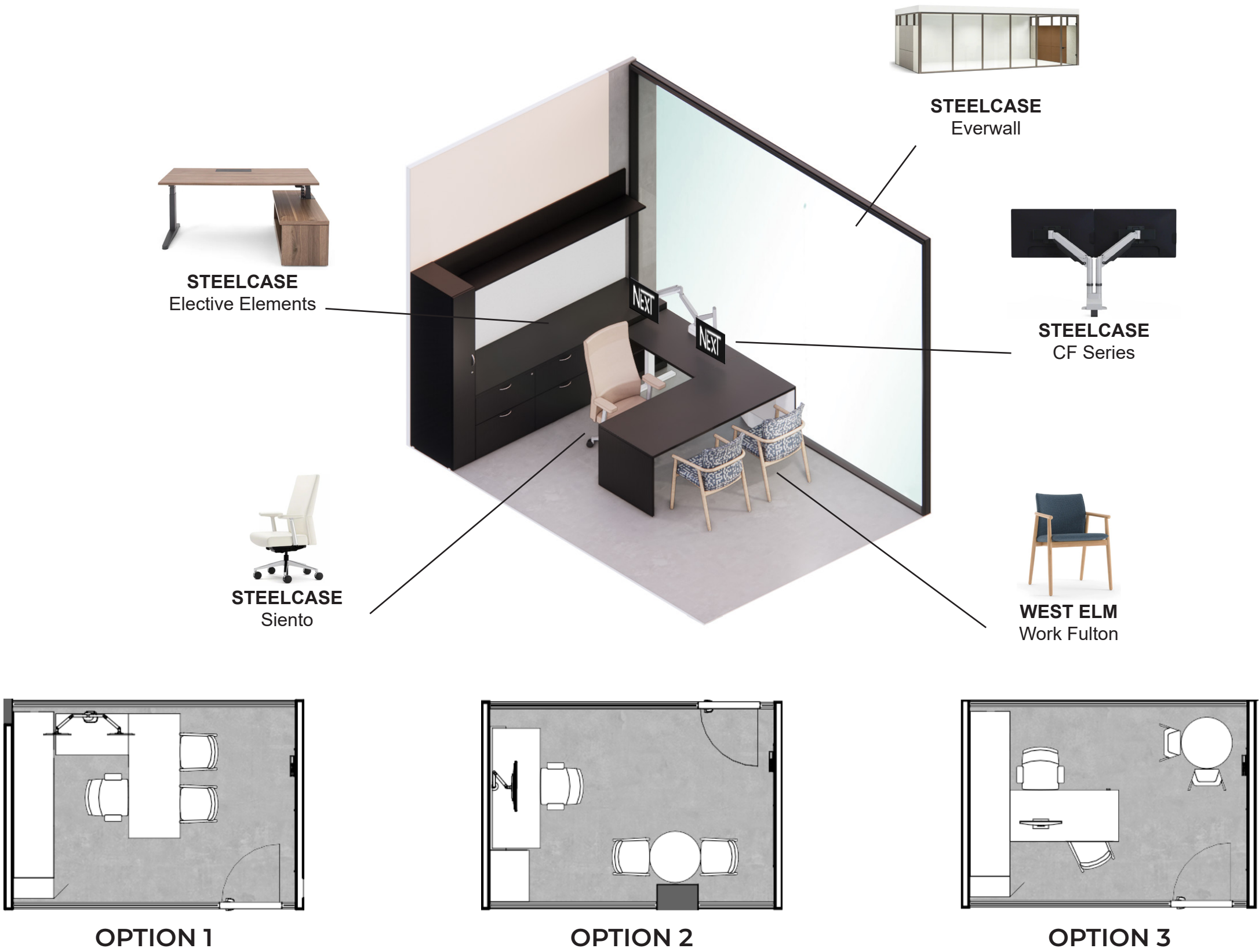


TOP OF STAIRCASE



DEPARTMENT WORKSTATIONS

PRIVATE OFFICES



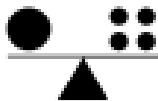


OPEN HUDDLE SPACE

COMPANY PRINCIPLES



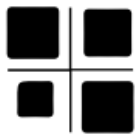
ME + WE



FIXED TO FLUID



OPEN & ENCLOSED



BRAIDING DIGITAL & PHYSICAL





NEXT

THANK YOU!