

# NKT

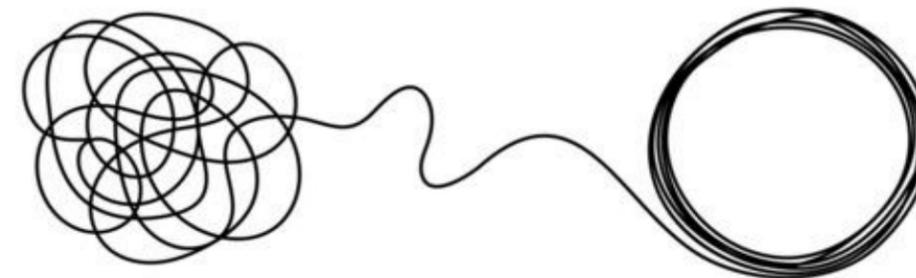
Simplifying the  
chaotic nature of law.

# BRAND ETHOS

**NEXT** is a globally recognized law firm rooted in law and driven by legacy.

Our ethos is to create a practice where **precision meets personality**, a place where people feel seen, supported, and inspired to build something that endures.

Drawing **inspiration from the unpredictable path of a line**, we recognize that people's lives can change in an instant. This firm is a space for all stories **witty, whimsical, and sophisticated** to find guidance, seek support, and shape their legacy.

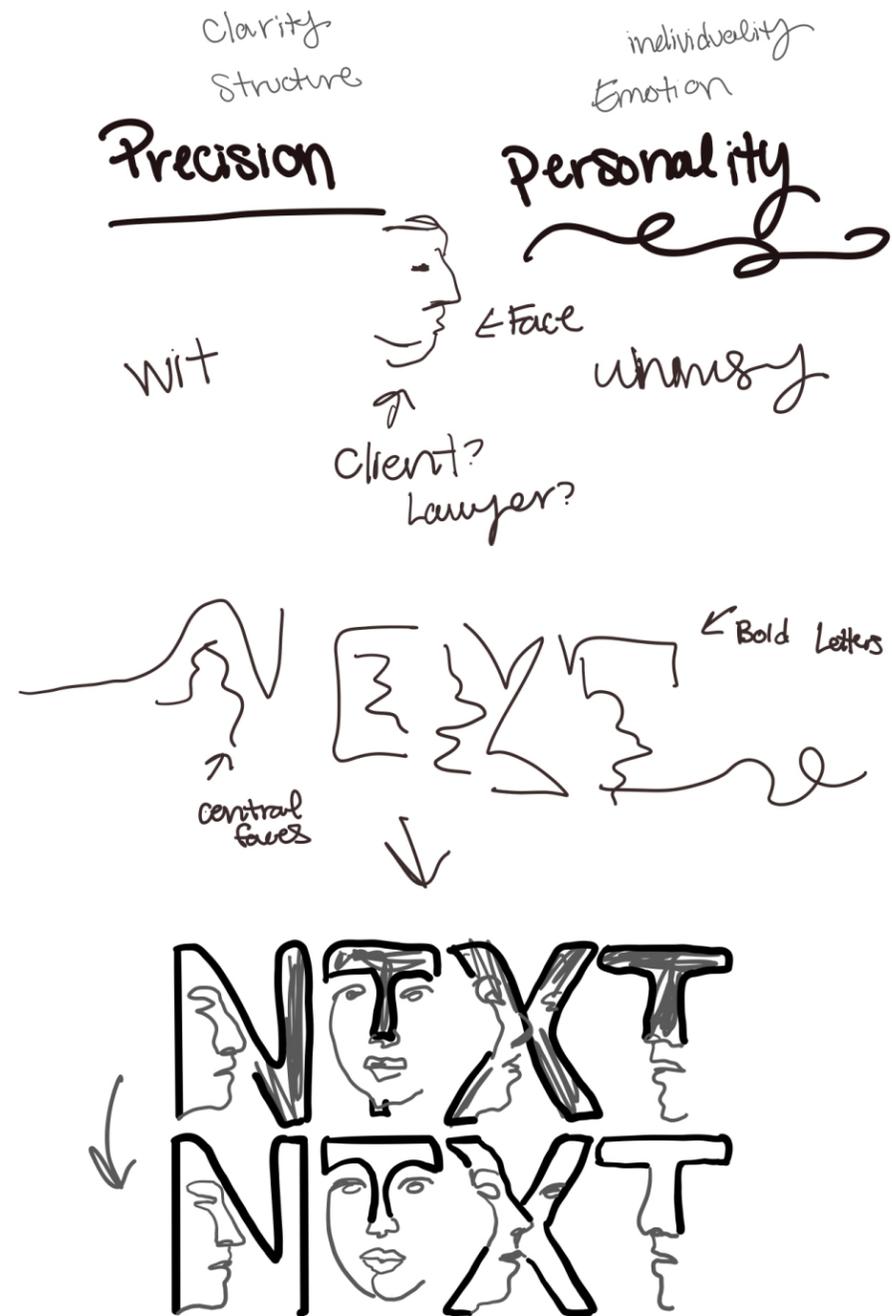


CLIENT



LAWYER

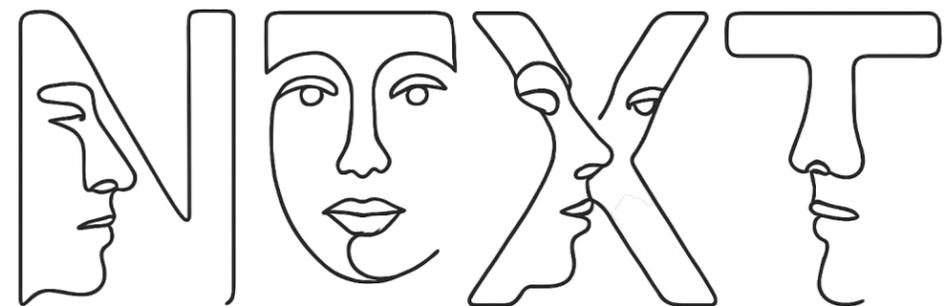
## SKETCHES



## BRANDING

The NEXT logo was designed as a visual embodiment of the firm's core ethos where precision meets personality. The lettering is rendered in clean, intentional typography that represents the clarity, structure, and reliability of the legal profession. Layered within and around these letters are line art faces, a **nod to the unpredictable path of a line and the human stories that shape every case.**

## FINAL ITERATION



# SITE INSPIRATION

## THE ROW DTLA

NEXT law firm is located within ROW DTLA, a 30-acre district at the edge of Los Angeles' historic Arts District. Once an early-20th-century hub for produce distribution and industrial manufacturing, the area has evolved into one of the city's most vibrant creative neighborhoods. The existing building, currently home to NEXT's Los Angeles office, reflects this industrial heritage through its exposed concrete structure, expansive warehouse bays, and large steel-framed windows that once supported the city's bustling rail, storage, and wholesale operations.

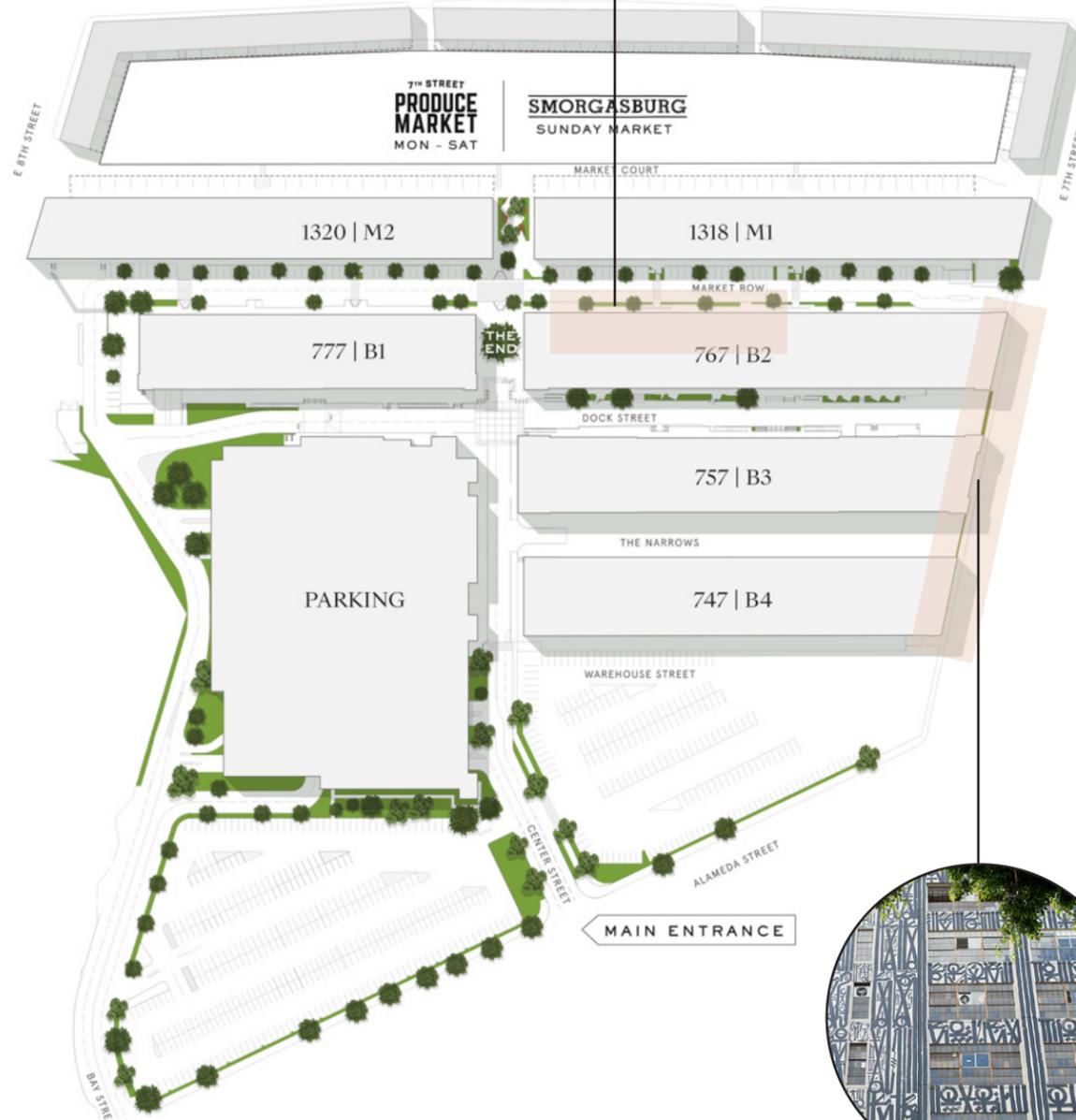
As the Arts District grew into a center for design, fashion, tech, and contemporary art, ROW DTLA followed, transforming into a mixed-use creative campus where historic architecture meets modern innovation. Its long pedestrian corridors, loading docks, and market lanes now host public art installations, galleries, concept retailers, and restaurants, making it a cultural landmark that merges past and present.

One of the strongest design inspirations for NEXT comes from the line-based face murals found along Market Row, which capture the district's artistic spirit through expressive, minimalist portraiture. These artworks defined by fluid, continuous lines echo the unpredictability and humanity central to the nature of law. Their presence on site reinforces the narrative of precision giving way to personality, and they serve as a visual bridge between the industrial rigor of the existing structure and the whimsical storytelling embedded in the firm's identity.



## FACES | MARKET ROW

Faces by Carly Kuhn in a series of line art faces along the walls on Market Row. Kuhn's simple nature of art is a direct response to the noise and chaos of the world around her, while the white space reminds the viewer to breathe. **Her concept statement states her love of line, and how wit, whimsy, and sophistication collide.**



## RETNA | THE ROW

RETNA on the Row spans 3 large buildings including or site. This mural done by Marquis Lewis is a powerful mural addressing homelessness and community. **This art inspired my search for other street art nearby.**

# CONCEPT DRIVERS

The design concept for NEXT is rooted in a synthesis of contextual research and legal-practice research, creating a narrative that is both place-specific and profession-specific. The Arts District, with its history of industrial rigor transformed into a creative hub, parallels the evolving nature of contemporary legal practice where structure and precision meet innovation, humanity, and storytelling. The line-art face murals of Market Row provided insight into how a single continuous line can communicate identity, complexity, and emotion. This directly connects to legal research highlighting the importance of client-centered practice, where understanding the nuance of people's lived experiences is essential to advocacy.

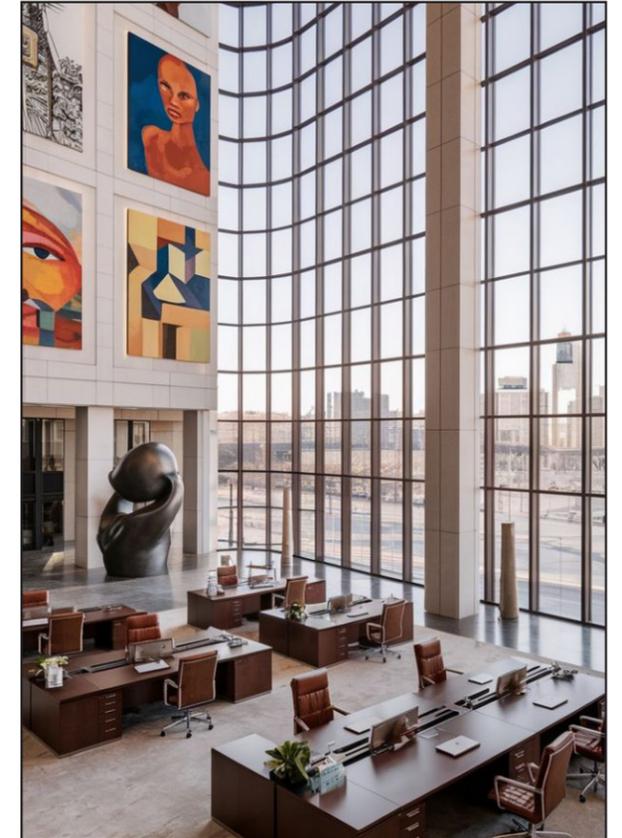
Furthermore, studies in professional environments show that law firms benefit from spaces that balance clarity, transparency, and approachability, supporting trust-building and reducing client stress. Meanwhile, the reliability of exacting architectural lines and organizational layouts reflect legal standards of precision, accountability, and procedural order. By merging these findings, the design positions NEXT as a firm where the structure of law is enriched by the stories it represents, an idea informed equally by the creative energy of its historic site and the research-backed practices of modern legal environments.



MARKET ON THE ROW | DTLA

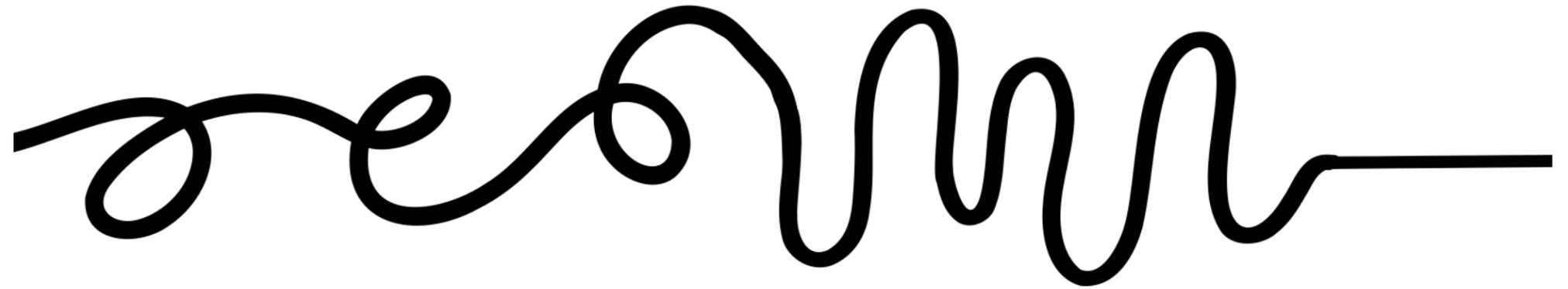


PRECISION IN LAW



ART IN THE WORKPLACE

## CONCEPT SKETCH



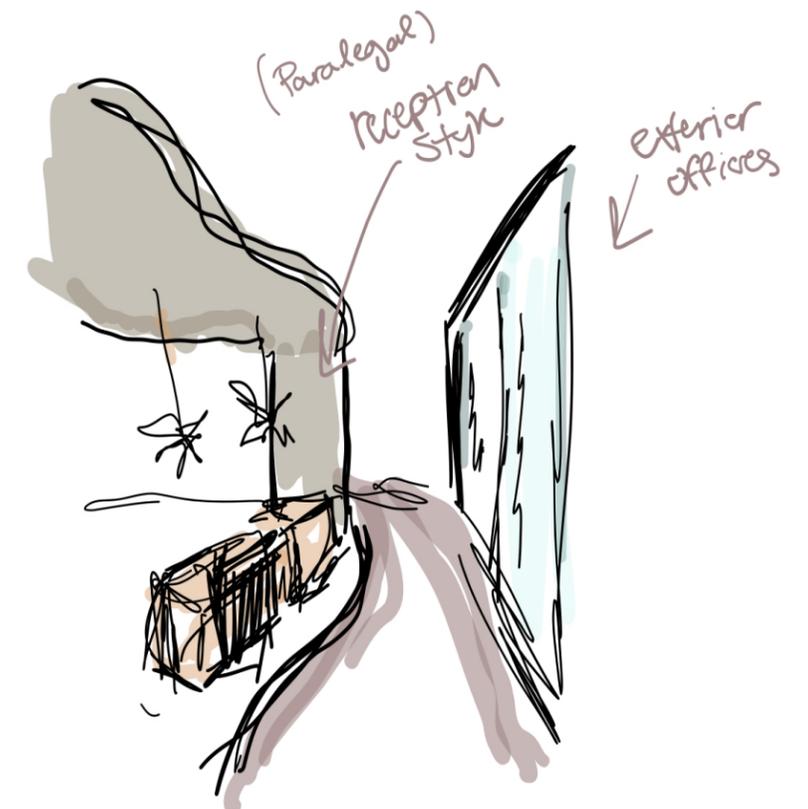
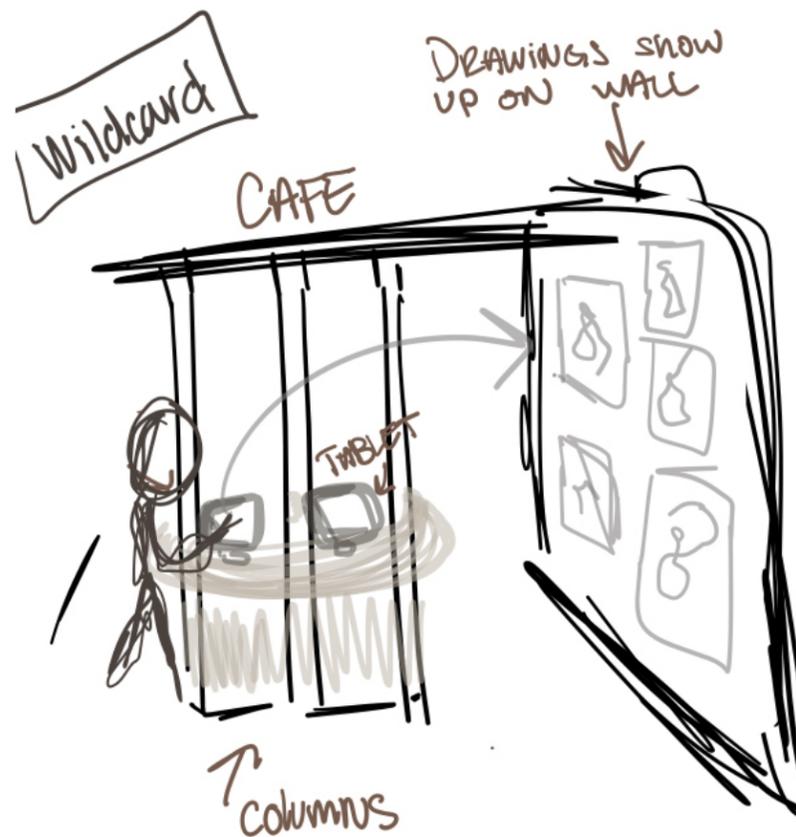
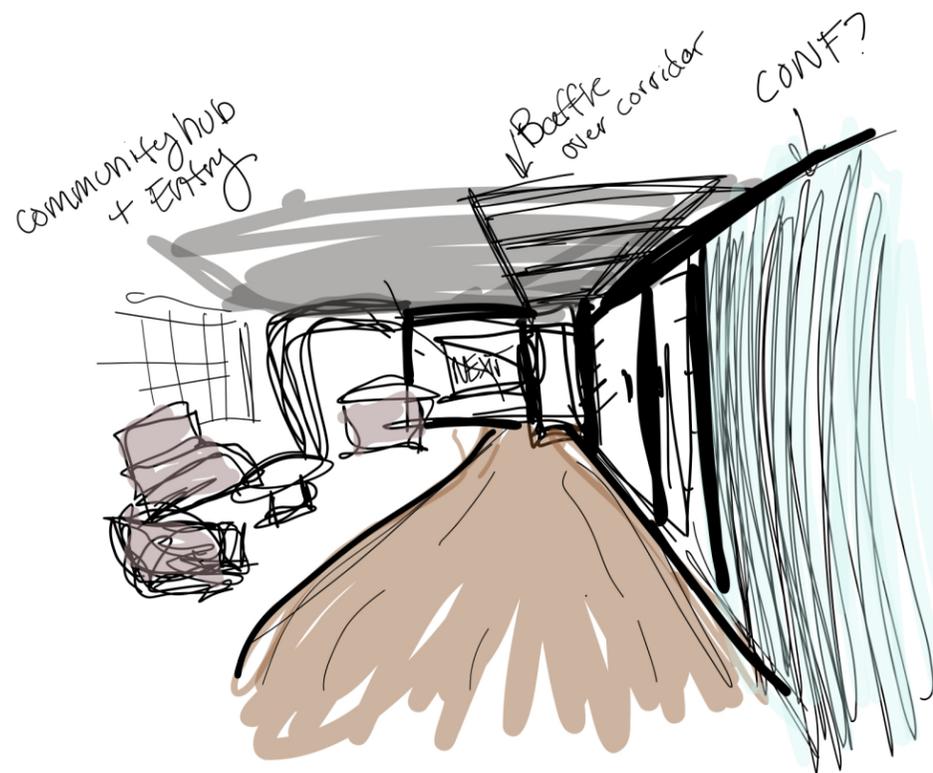
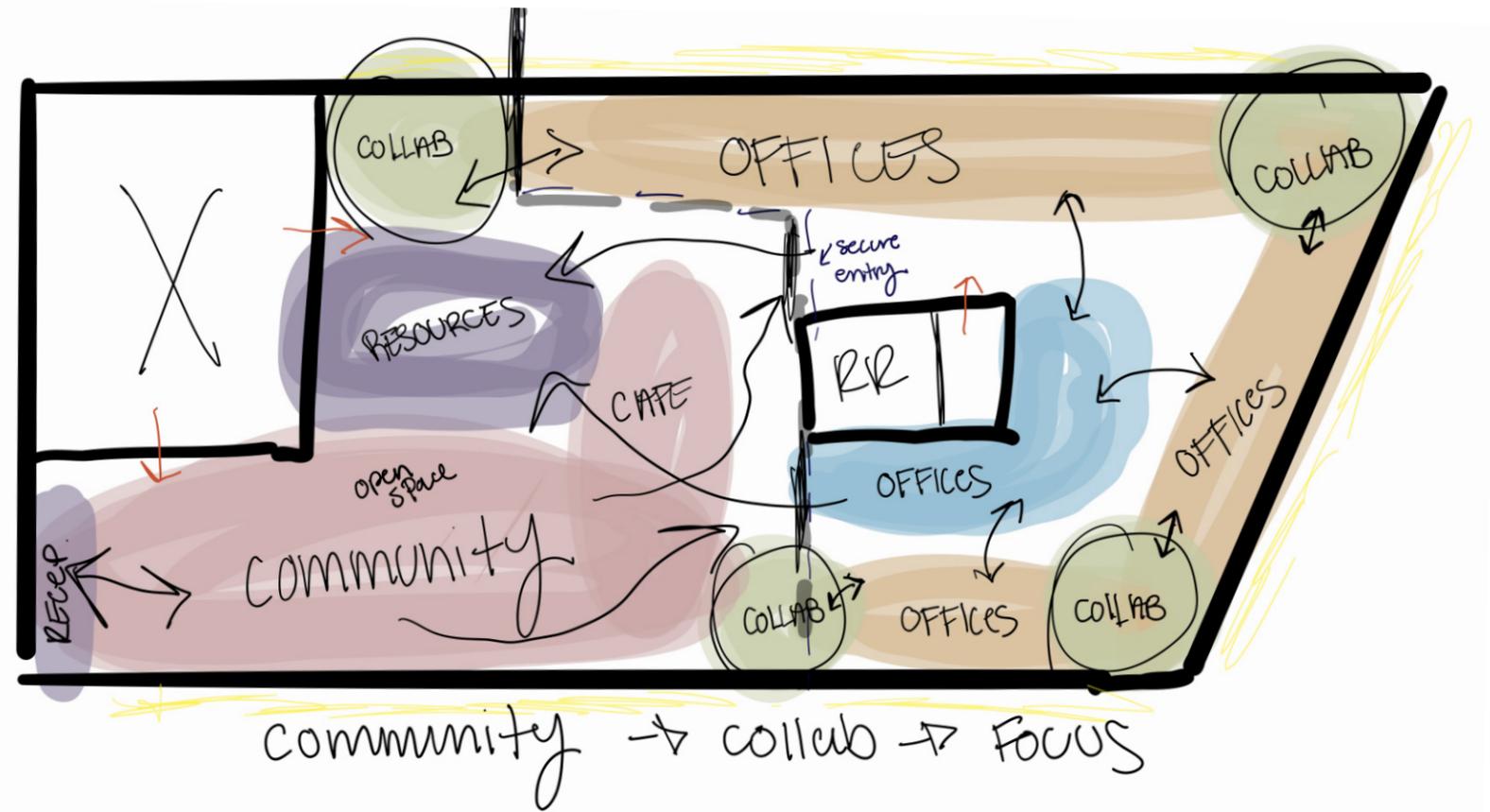
## BEHAVIOR OF A LINE

The design of NEXT explores the balance between precision and personality, shaping a law firm that feels both structured and human. Architectural lines are clean, deliberate, and ordered, reflecting the clarity and rigor of legal practice. Alternatively, expressive moments hand-drawn line art, subtle curves, layered textures, and whimsical visual cues bring warmth, individuality, and narrative into the space.

This interplay of structure and spontaneity creates an environment that mirrors the unpredictable paths of the people it serves. Every corridor, material choice, and lighting gesture reinforces a dialogue between the exactness of the profession and the humanity behind each case. Through this fusion, NEXT becomes more than a workplace; it becomes a setting where artfulness elevates order, where stories soften structure, and where the precision of law is enriched by the personality of life.

LINE TYPE	LINE BEHAVIOR	SPACE TYPE	DESIGN PRINCIPLE
	<b>WHIMSY</b> Represents informal interactions, human connection, and unscripted moments	<b>COMMUNITY</b> Reception Community Hub Town Hall Work Cafe	<b>FIXED TO FLUID</b> 
	<b>SOPHISTICATION</b> Represents purposeful connection, controlled business, and balance in the workplace	<b>COLLABORATION</b> Conference Rooms Huddle Rooms Virtual Hearing Rooms	<b>OPEN + ENCLOSED</b> 
	<b>WIT</b> Represents heads down working spaces, direct learning, and quiet spaces	<b>FOCUS</b> Private Offices Case Rooms Workstations Focus Rooms	<b>ME + WE</b> 

# PLANNING



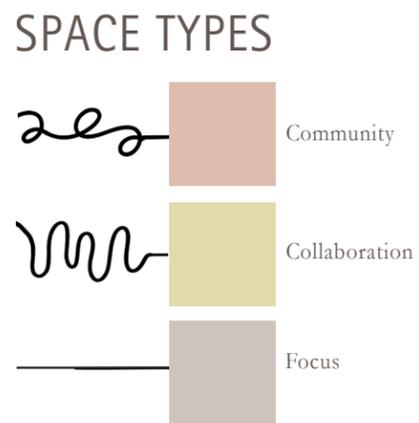
Not in Contract



- 1 Reception
- 2 Community Hub
- 3 Town Hall
- 4 Cafe
- 5 Wildcard
- 6 Conference
- 7 Storage
- 8 Huddle / Focus
- 9 IT Help Desk
- 10 Managing Partner
- 11 Legal Partners
- 12 Associates
- 13 Junior Associates
- 14 Paralegals
- 15 Legal Assistants
- 16 Interns
- 17 Case Rooms
- 18 Virtual Hearing
- 19 Production/Resources
- 20 Lactation Room
- 21 Office Management
- 22 Office Support
- Secure Office entry

N.T.S

# CONCEPT DIAGRAM





- 1 Reception
- 2 Community Hub
- 3 Town Hall
- 4 Cafe
- 5 Wildcard
- 6 Conference
- 7 Storage
- 8 Huddle / Focus
- 9 IT Help Desk
- 10 Managing Partner
- 11 Legal Partners/ Extra Office
- 12 Associates
- 13 Junior Associates
- 14 Paralegals
- 15 Legal Assistants
- 16 Interns
- 17 Case Rooms
- 18 Virtual Hearing
- 19 Production/Resources
- 20 Lactation Room
- 21 Office Management
- 22 Office Support

N.T.S

# FLOOR PLAN

## FINISHES



CARPET TILE



OAK HARDWOOD



CARPET TILE



CARPET TILE



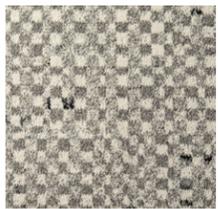
MARBLE TILE



CARPET TILE



WALNUT HARDWOOD



CARPET TILE

# LOOK AND FEEL

## PROFESSIONAL

Clean, polished, balanced, trustworthy.

## ELEVATED

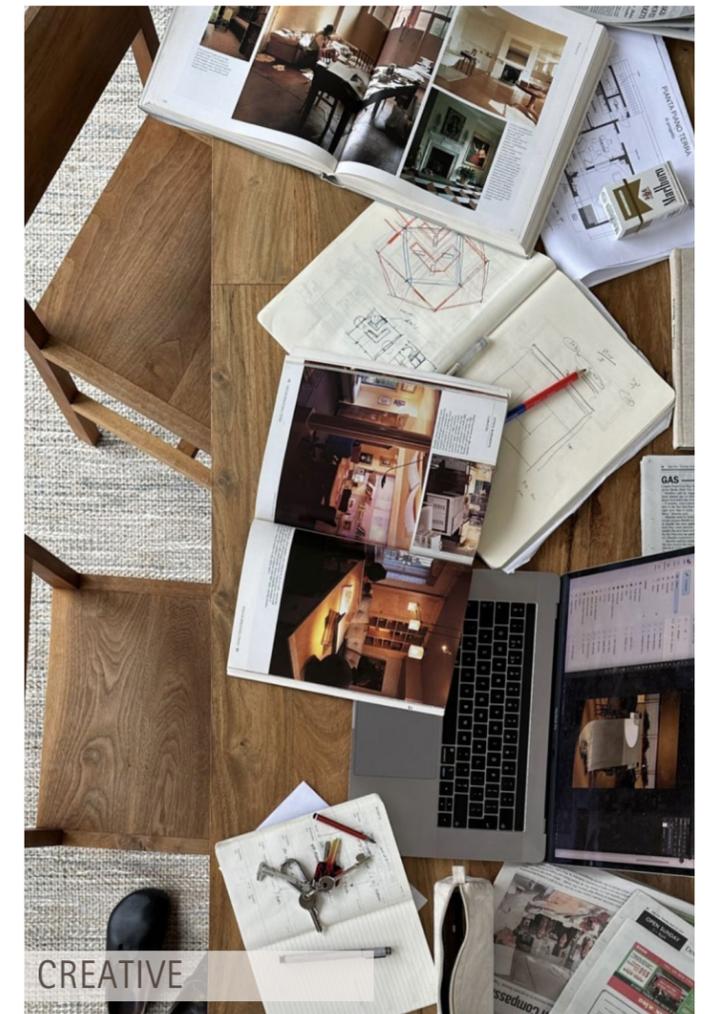
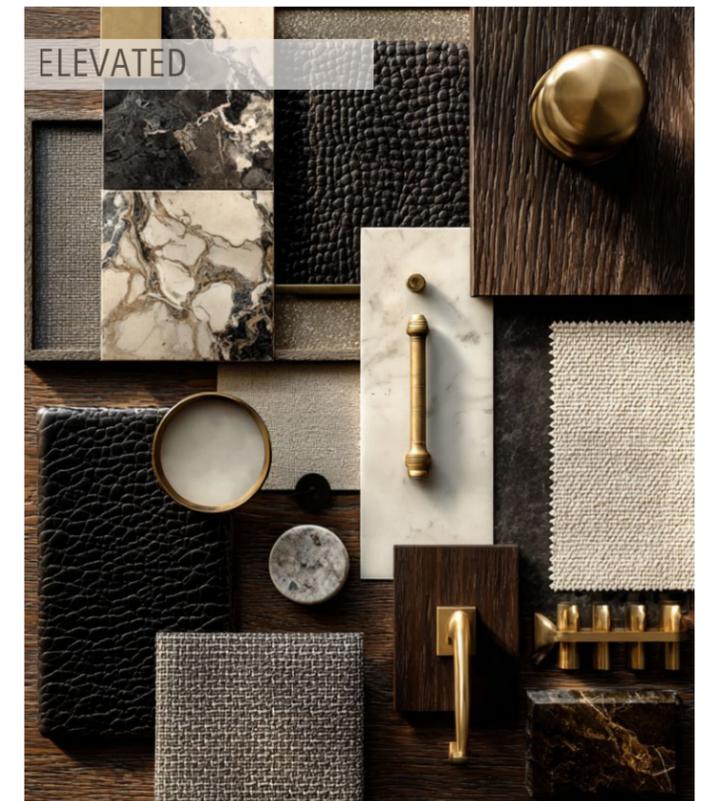
Sophisticated, timeless, dramatic yet refined, exclusive.

## WARM

Approachable, inviting, human - centered, soft.

## CREATIVE

Expressive, unexpected, playful, innovative.





Interior Spaces



*Reception & Welcome*



*Community Hub*

# Reception & Community Hub



SAVINA SOFA



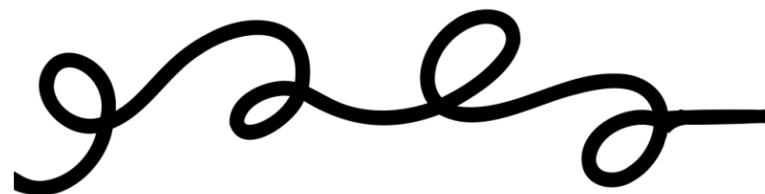
LATCH COFFEE TABLE



BOWIE ARMCHAIR



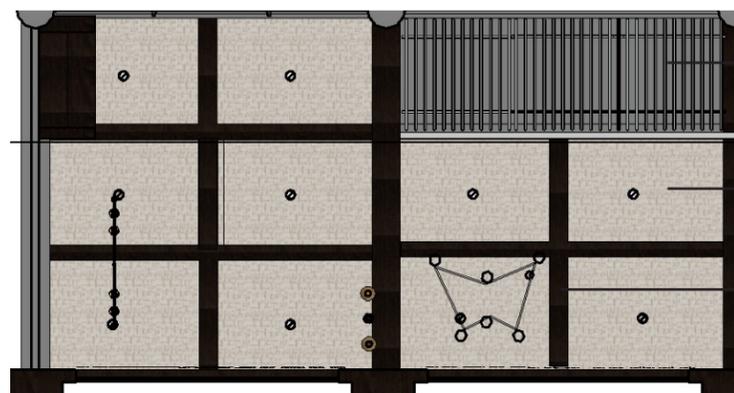
FLOS FLOOR LIGHT



This space serves as the first point of contact for clients, guests, and employees - setting the tone for the firm's culture and professionalism. It supports greeting, orientation, and informal interaction, while offering a welcoming and branded experience.

Timeless furniture meets expressive furnishings and materials to create an elegant and creative touch while welcoming clients into the space.

## ABOUT THE SPACE



REFLECTED CEILING PLAN  
N.T.S



Acoustic baffles



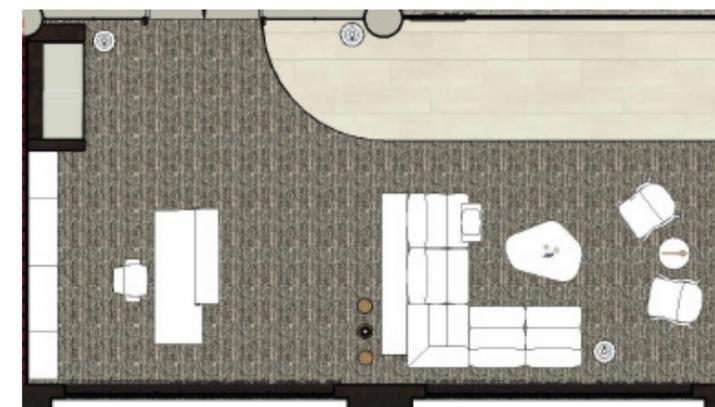
Fabric wrapped ACT



Palindrome light



Le Vita light



FLOOR PLAN  
N.T.S



*Large Conference Room*

# Large Conference Room



POTRERO CONFERENCE TABLE



MARIEN CONFERENCE CHAIR



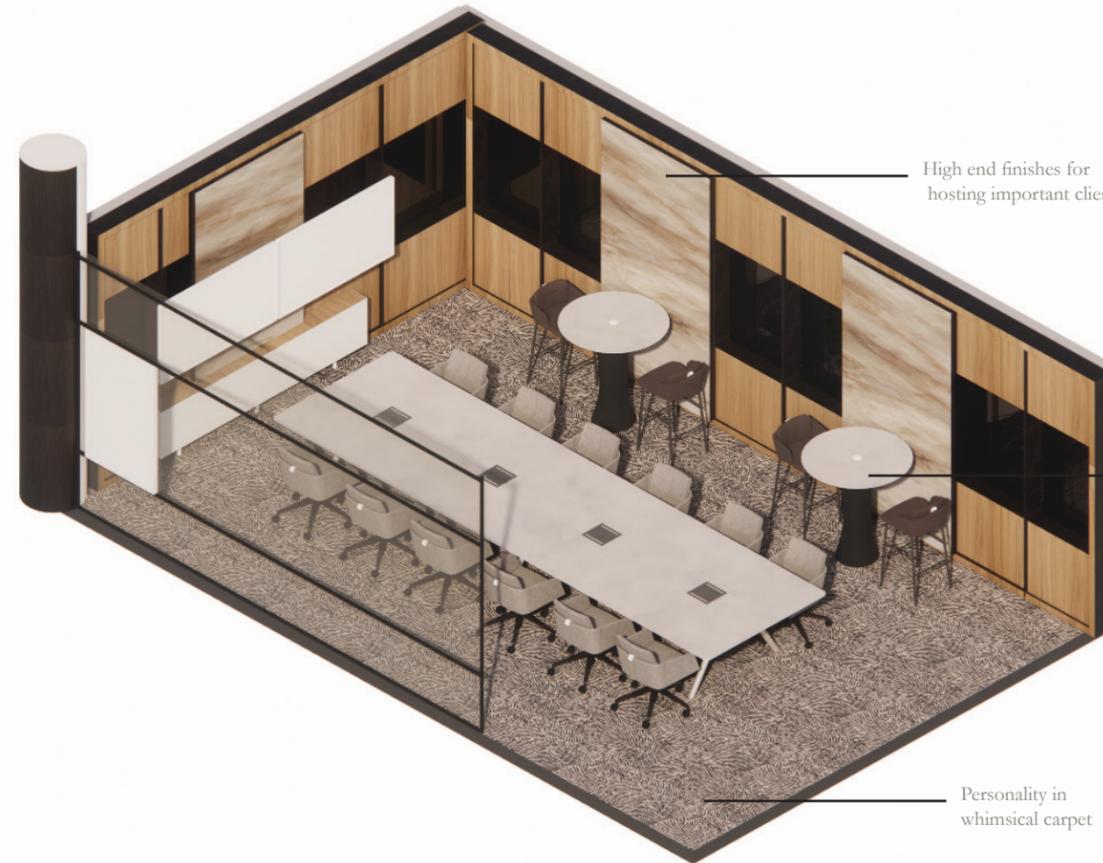
CAMBIO TALL



MARIEN STOOL



VIA WALL SYSTEM



High end finishes for hosting important clients

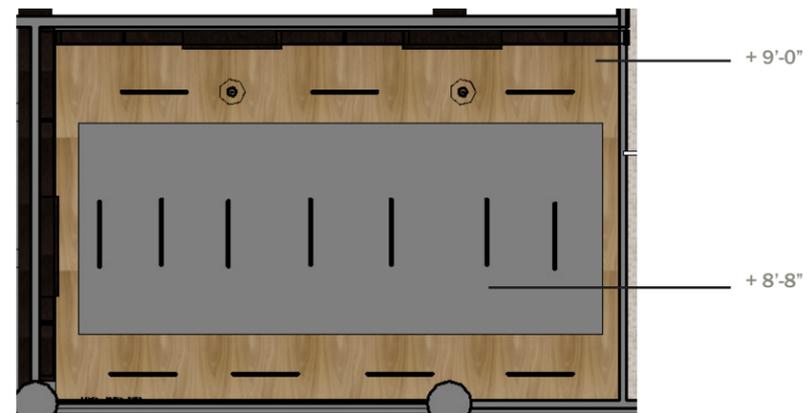
Side tables for multi-functional space

Personality in whimsical carpet

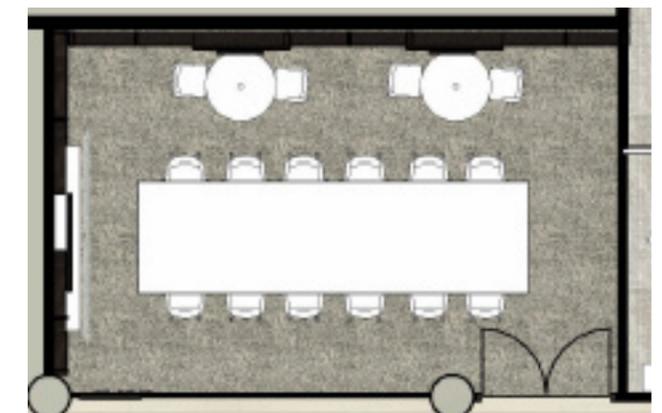
This space serves as a prestige-driven, multifunctional environment for client meetings, team collaboration, and formal presentations. It supports both in-person gatherings and equitable hybrid experiences, reinforcing firm culture and professionalism.

Designed to be more elevated, this space blends sharp luxury in the finishes with flexible collaborative seating options to support many functions.

## ABOUT THE SPACE



REFLECTED CEILING PLAN  
N.T.S



FLOOR PLAN  
N.T.S



Town Hall

# ELEVATION - EAST / WEST



## TOWN HALL

Two conference style tables in the town hall allow for open team bonding, collaboration, and community building. Gives room for a morerelaxed vibe.

A huddle inspired lounge exists adjacent to the community hub, town hall tables, and work cafe adding an additional semi-enclosed nook for mome open and enclosed needs.

## COMMUNITY HUB

A creative yet relaxed hub meant for waiting clients. Timeless furnishings meets expressive furnishings and materials to create an elegant touch.

## RECEPTION

Warm, simple and inviting entry space into the law firm. Greeted by the receptionist alongside mini hospitality bar and elegant drapery.



WASHED WALNUT



BOWIE ARMCHAIR



CAFE LEATHER



COALESSE TABLE



FABRIC WRAPPED ACT



GRID CORNER SOFA



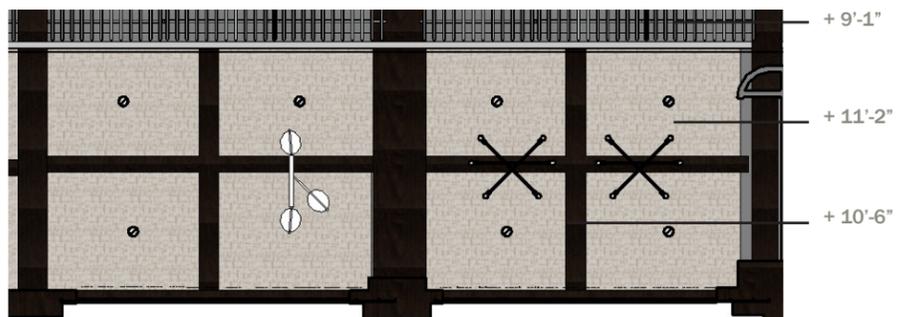
ACOUSTIC BAFFLES



COLOR COMMANDER



ALMENDRA ORGANIC



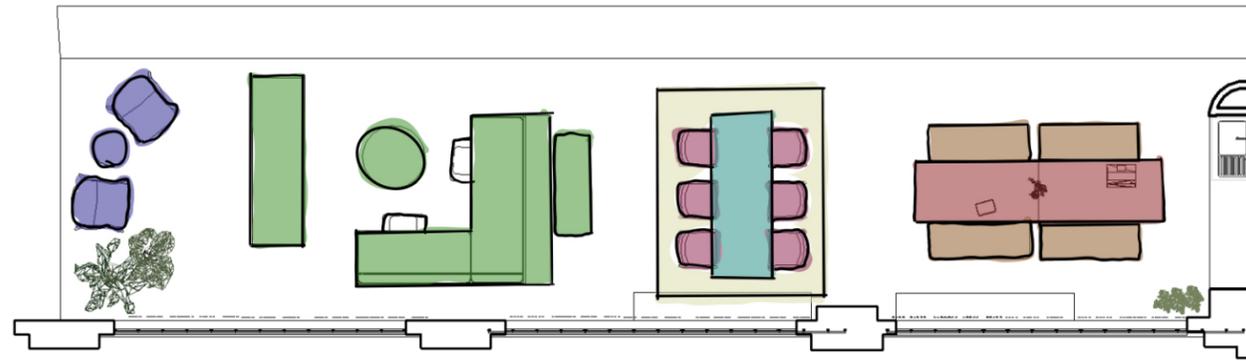
REFLECTED CEILING PLAN

N.T.S

# Town Hall

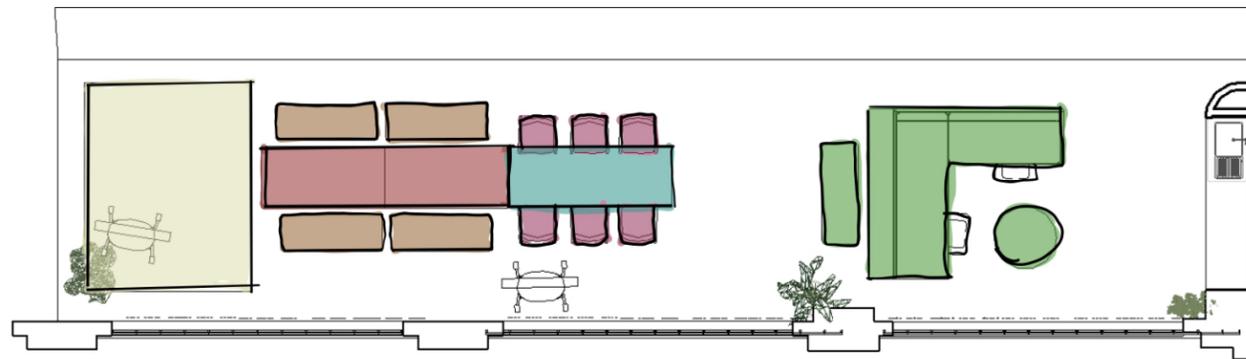
## ABOUT THE SPACE

On a normal day, the town hall serves as an extension to the cafe. Furniture is laid out in a way to add 2 additional small conference tables, a huddle space, and a focus space.



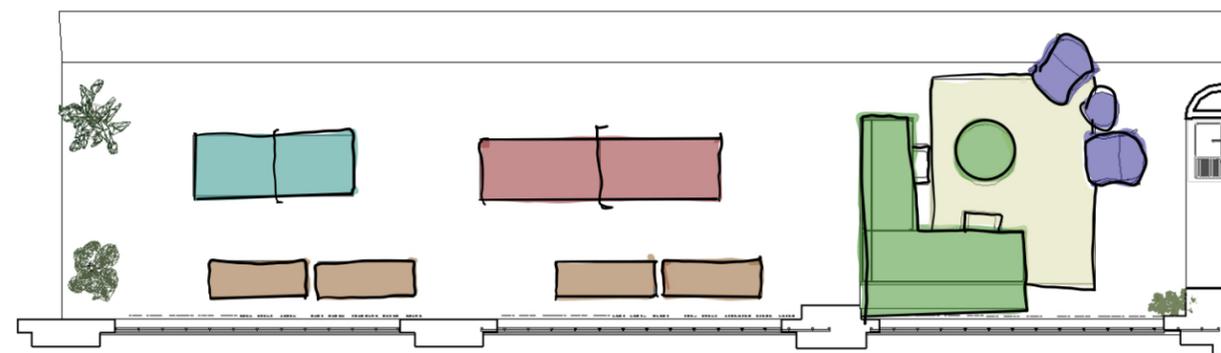
CAFE EXTENSION

When a guest speaker is present and requires a less formal conference room, the tables can come together to form a relaxed conference style layout. This allows for people to come together while still accessing the cafe, catering, and lounges.



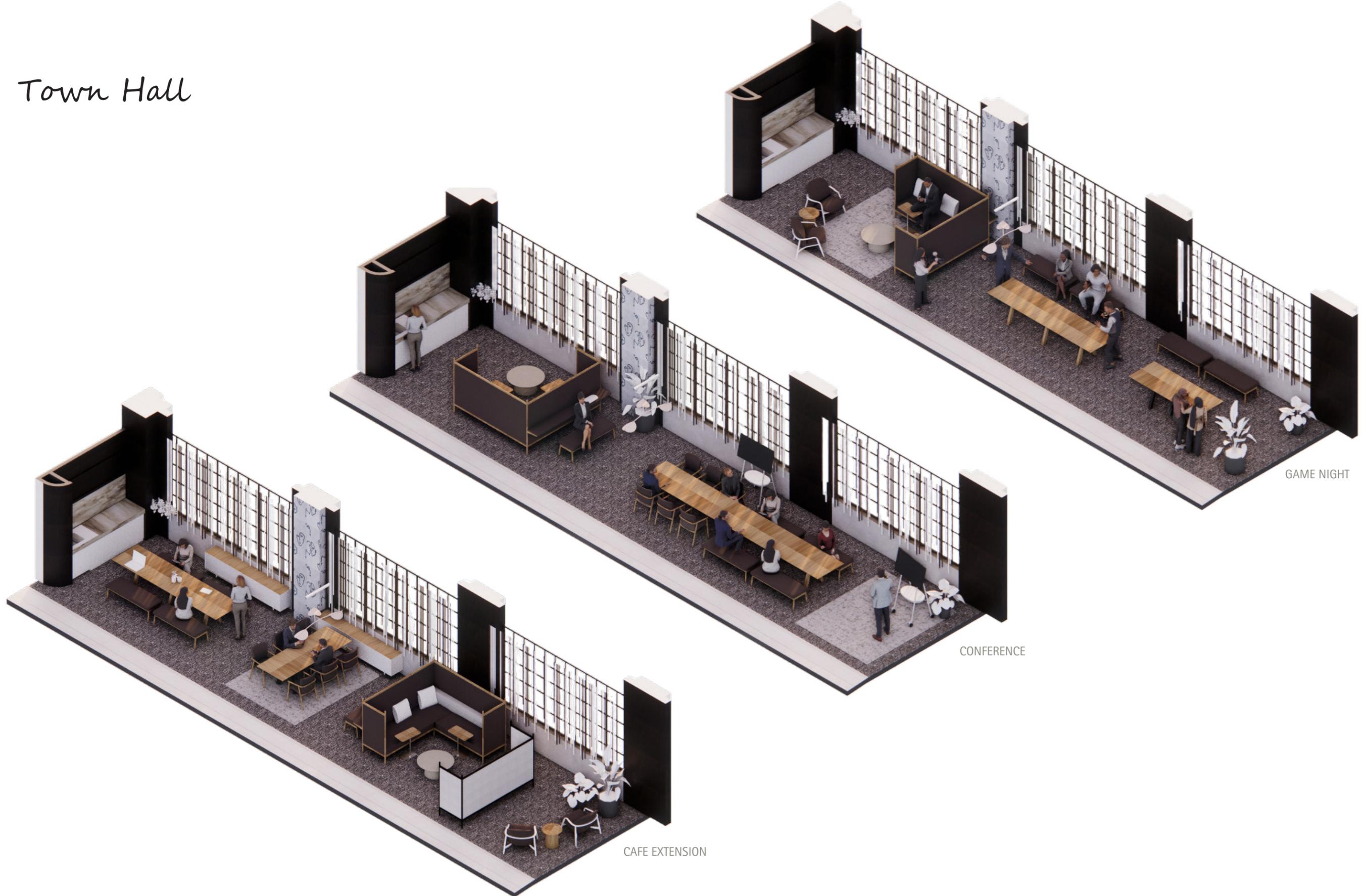
CONFERENCE

On an evening when the firm wants to have some fun, chairs are removed to create the perfect set up for table tennis, with space for a grounded lounge by the catering bar.



GAME NIGHT

# Town Hall



CAFE EXTENSION

CONFERENCE

GAME NIGHT



Work Cafe



CABIN & DEN



STEELCASE LABEL

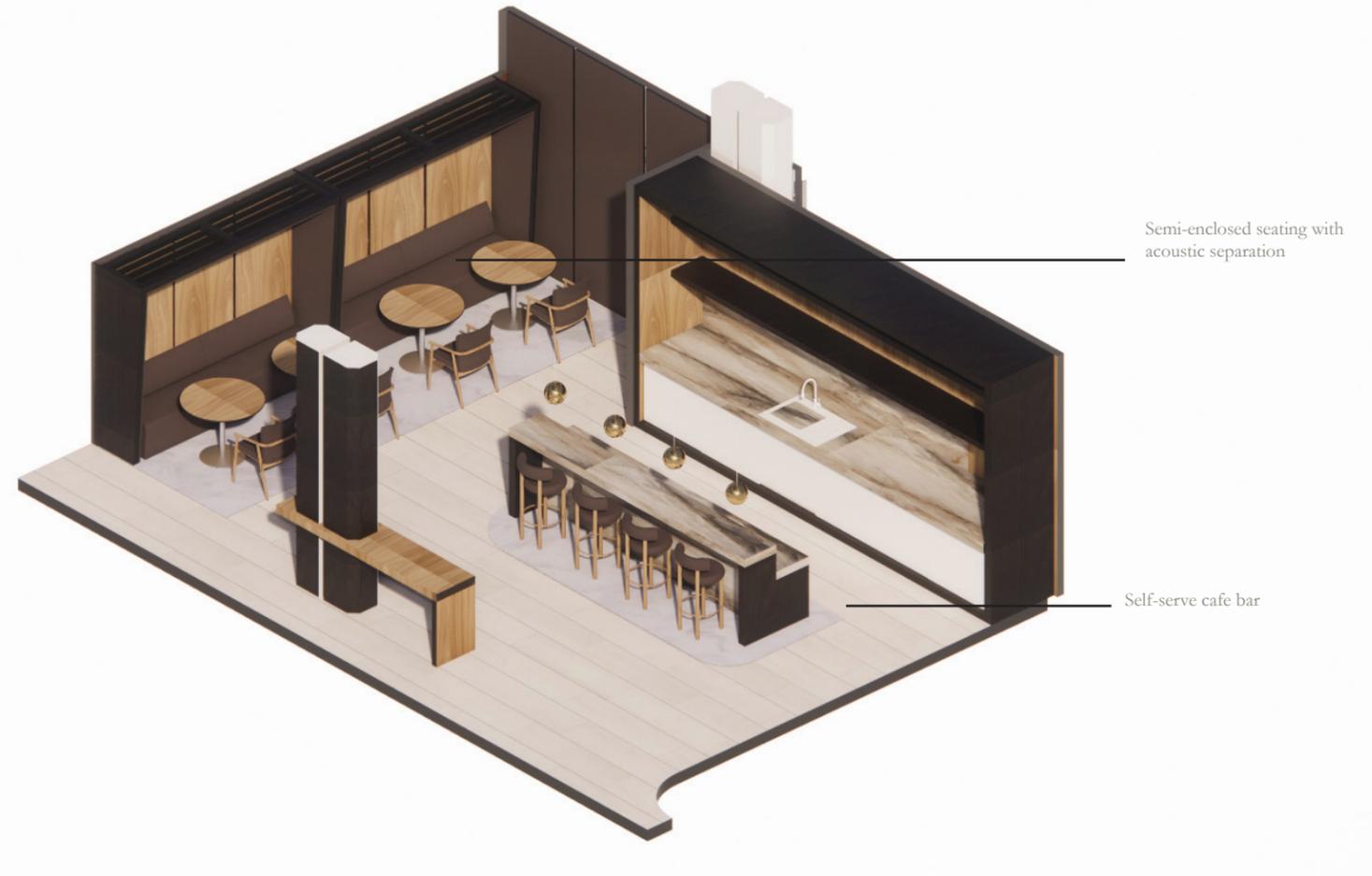


BOWIE ARMCHAIR



STEELCASE LABEL

# Work Cafe



Semi-enclosed seating with acoustic separation

Self-serve cafe bar

*more*

This space serves as a landing zone for social interaction, offering a relaxed environment where employees can grab a drink, catch up on emails, or connect with colleagues. It helps foster a sense of community and belonging within the firm.

## ABOUT THE SPACE



REFLECTED CEILING PLAN  
N.T.S



Fabric wrapped ACT



Tom Dixon Pendant



FLOOR PLAN  
N.T.S



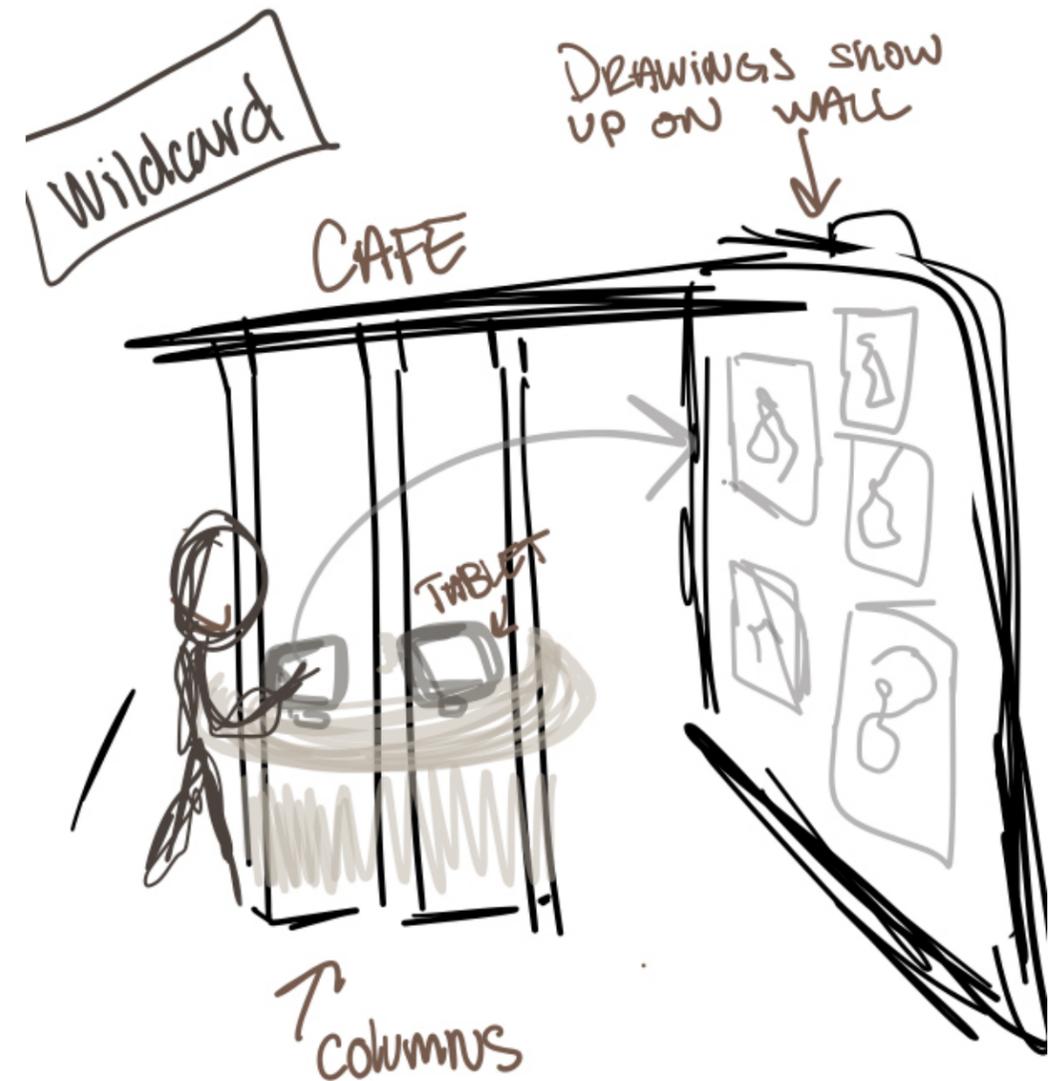
## Braiding Digital + Physical

Enhance the human  
experience through technology

The modern workplace is no longer just about efficiency and output but increasingly centred on employee wellbeing, creativity, and culture. One highly effective way to enhance these areas is through curated workplace art.

“More than just decoration, a piece of art becomes a shared language, a source of meaning, and a powerful tool for both internal and external communication.” – Asia Pettitt on Art in the Workplace

## Wildcard



### GOAL:

Introduce art throughout the firm while also bringing a personal touch into each space.

### SOLUTION:

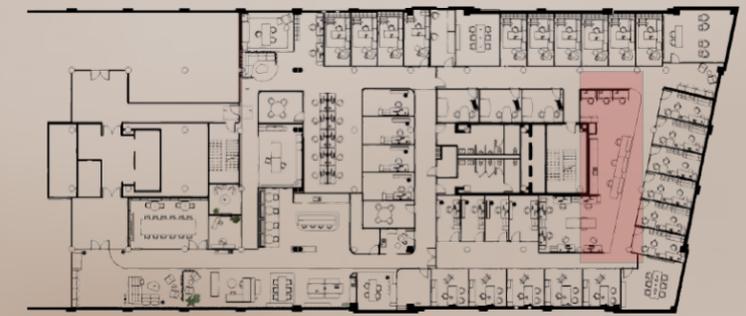
Place canvas-like screens throughout community and focus spaces that screencast doodles drawn by clients, staff, and lawyers.



## *Wildcard Space*

To seamlessly blend precision and personality, NEXT introduced interactive art displays where users can cast their doodles or drawings onto a canvas screen around the space.

Joining the firm virtually? Upload your sketches and cast from anywhere!

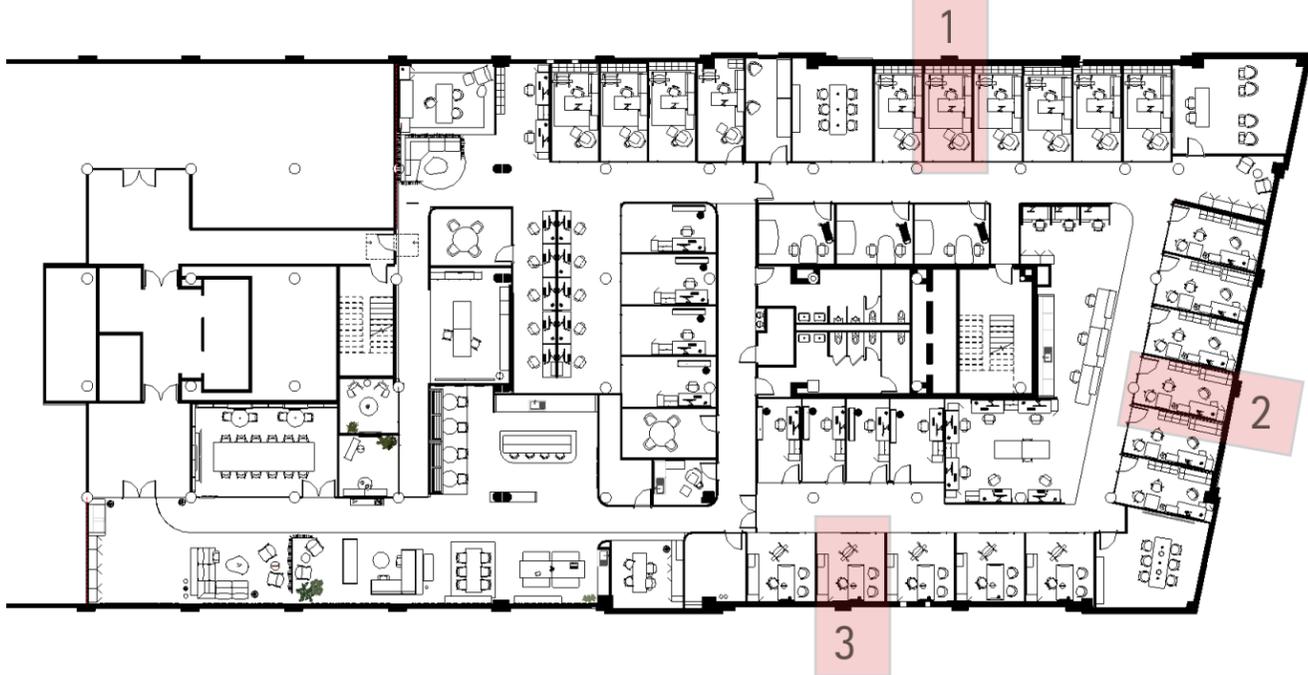


KEY PLAN - N.T.S



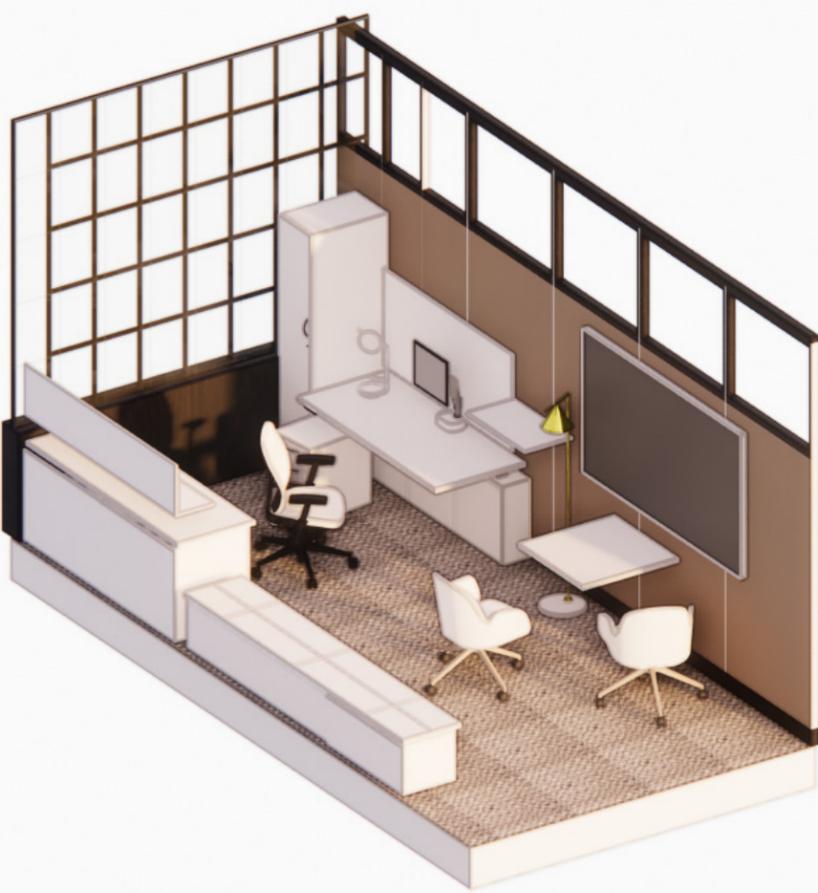
Workstations & Paralegal

# PRIVATE OFFICE LAYOUTS



## 1. CASUAL

Height adjustable desk with plenty storage, a relaxed lounge chair and a moveable screen. Designed for the relaxed worker.



## 2. COLLABORATIVE

Height adjustable desk with storage and additional work surface, as well as a mini conference style table and chair layout. Designed for the group worker.



## 3. FORMAL

Height adjustable desk with storage, 2 guest chairs and a moveable screen. Designed for the everyday lawyer.

# NET