

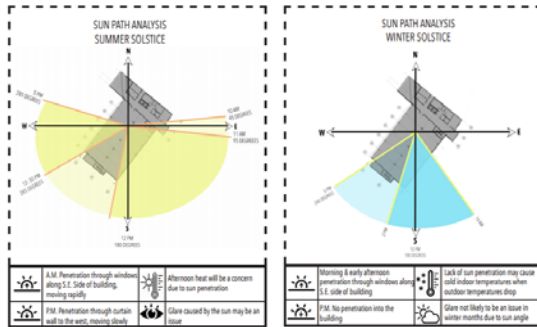


Erin Timmons  
Nina Laguna

GRAD<sup>2</sup>WORKPLACE DESIGN

# SITE + BUILDING ANALYSIS

## SUN ANALYSIS



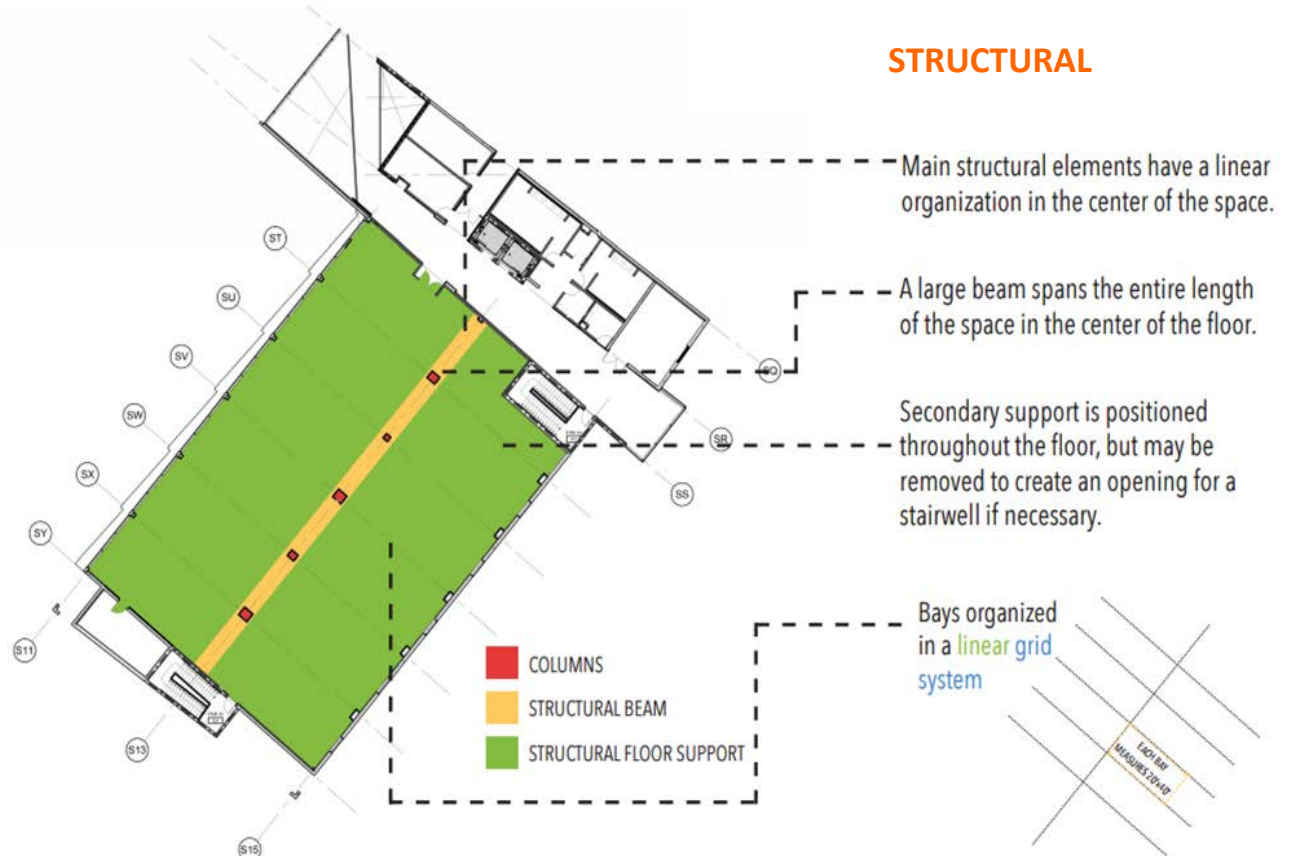
## VIEW



## ENCLOSURE



## STRUCTURAL





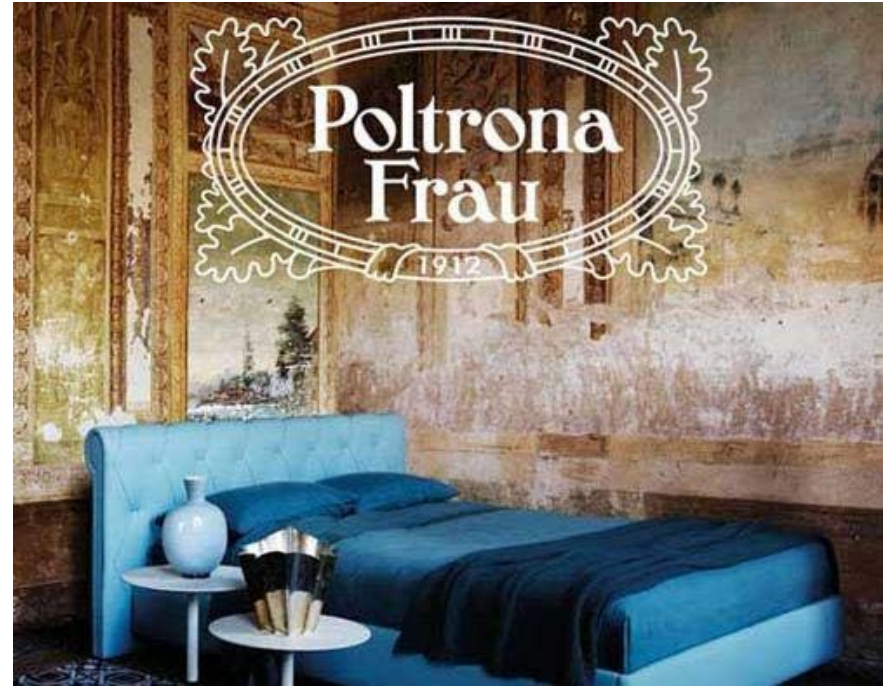
# CLIENT PROFILE

FOUNDED: 1912 by  
Renzo Frau

HEADQUARTERS:  
Media and Tolentino,  
Italy

70 Showrooms  
65 Countries  
889 Employees

Revenue: 465 Million~  
Industry: High-end  
Furniture



# PROGRAM ANALYSIS | SPACE DESCRIPTION

## EXECUTIVE SUITES

Responsible for the development of the business and distribution network, operating in the furniture high end luxury segment (retail and contract) thus implementing the Group's policies in terms of brand positioning, profitability and strategies.

### NEEDS

Adjacent to conference rooms for finance, design, strategy, marketing and client meetings



SQFT Varies

## ACCOUNTING & FINANCE

Monthly, Quarterly and Yearly reporting, P&L Management, A/P, A/R, Payroll, Financial forecasting, Contract Reviews and policy enforcement

SQFT 1045

### NEEDS

Adjacent to small / medium conference rooms for reviews



FTE 8



## MARKETING/SALES

Increasing market share and revenue/profitability, Represents and communicates the “face” of the company to consumers. Promote and maintain flow of orders from customers Nurture relationship with wholesale and retail distributors Increase sales volume

SQFT 937

### NEEDS

Adjacent to Research and Development  
Accessible to executive suite  
Visually accessible to rest of company

FTE 25+5



## HUMAN RESOURCES

Manage employee relations, Recruitment, training/development, compensation and benefit.

### NEEDS

Adjacent to small conference rooms or huddle rooms and Lobby



SQFT 303

FTE 2



## CLIENT SERVICES

Customer service inquiries, schedule delivery and installation

### NEEDS

adjacency to research and development and sales



SQFT 475

FTE 8



## IT

Maintain computer systems of large organization, installation, networks, Access to all company data .Services the rest of the company to ensure full, permissible, access by technical support

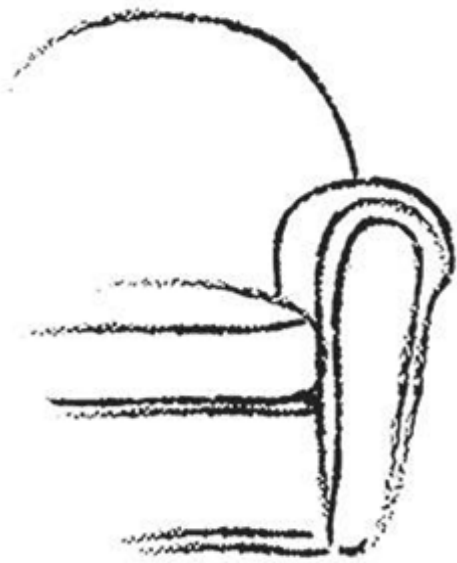
### NEEDS

Access to server rooms



SQ.FT. 385

FTE 4



# PROGRAM ANALYSIS | SPACE DESCRIPTION

## LOBBY/RECEPTION

introduction of the company + setting, modulate behavior, comfortable checkpoint.

### NEEDS

Adjacent to research and development  
Needs to be next to HR



## SHOWROOM AND MUSEUM

Display company products  
Display historical company facts and iconic company goods

### NEEDS

Adjacent to Lobby/Reception, accessible to research and development



## OPERATIONS

Manages the workflow.

### NEEDS

Adjacent to research and development and finance & accounting

SQ.FT. 848

FTE 14+2



## CAFÉ

Eat, drink, relax, recharge, converse, heat food, TV, store

### NEEDS

Access to huddle rooms, showroom for guests



SQ.FT. 852

## RESEARCH & DEVELOPMENT-DESIGNERS

In-designers who collaborate with external clients on projects and identify market trends for the US market.

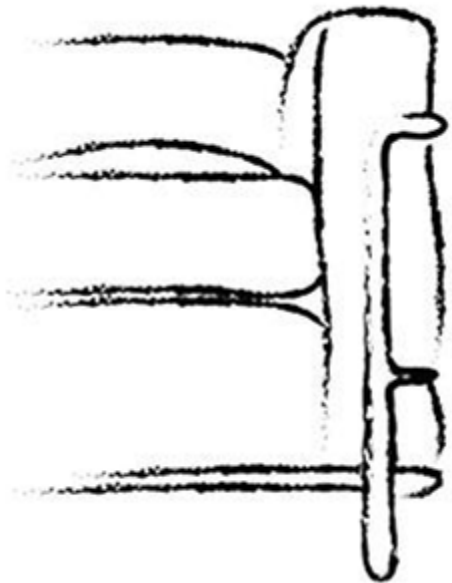
### NEEDS

Accessible to marketing, executive suites and client service and showroom

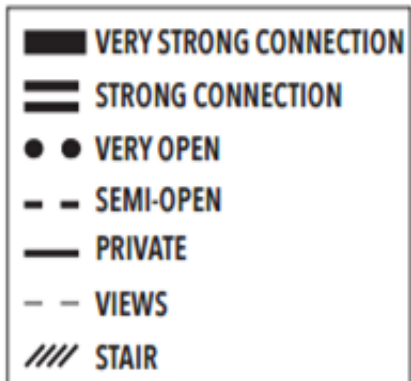
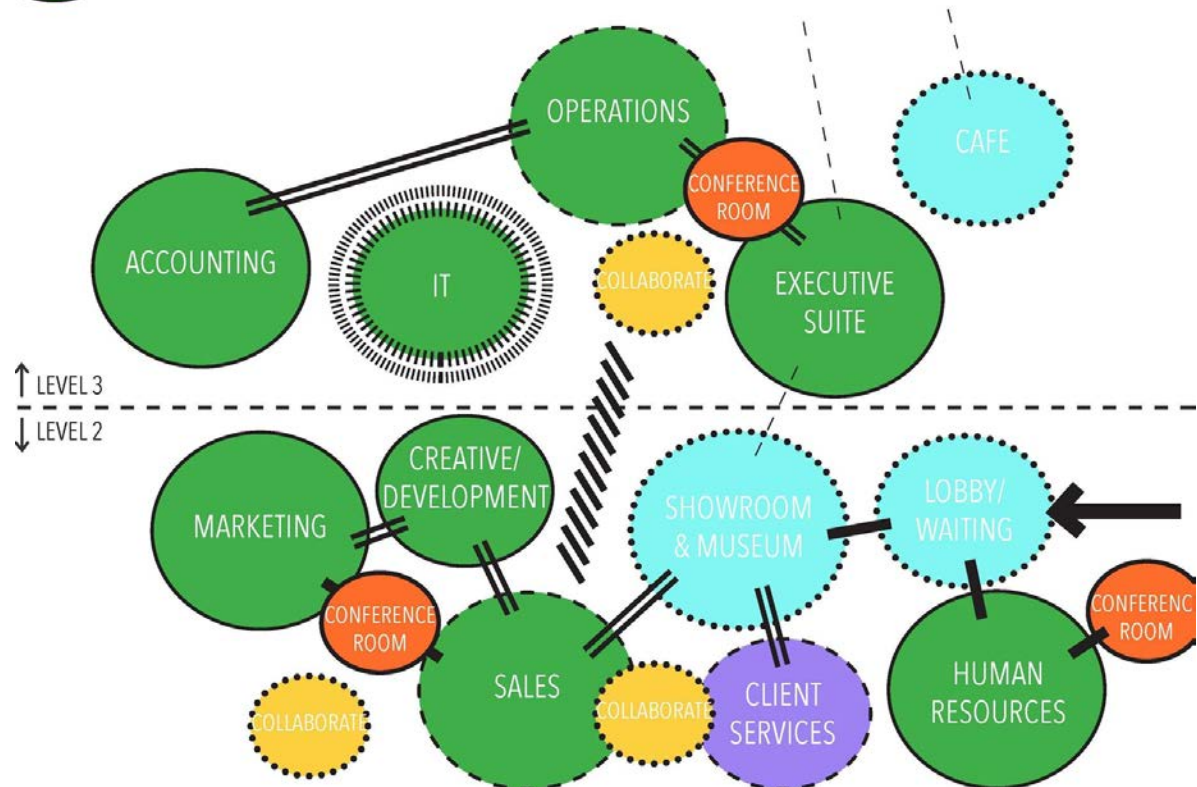
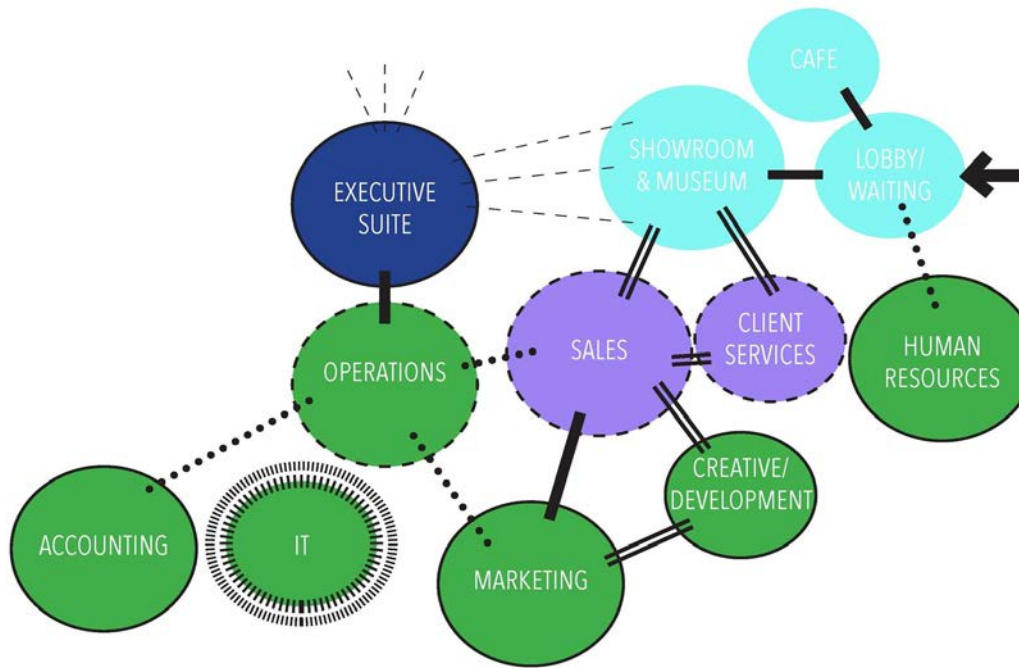


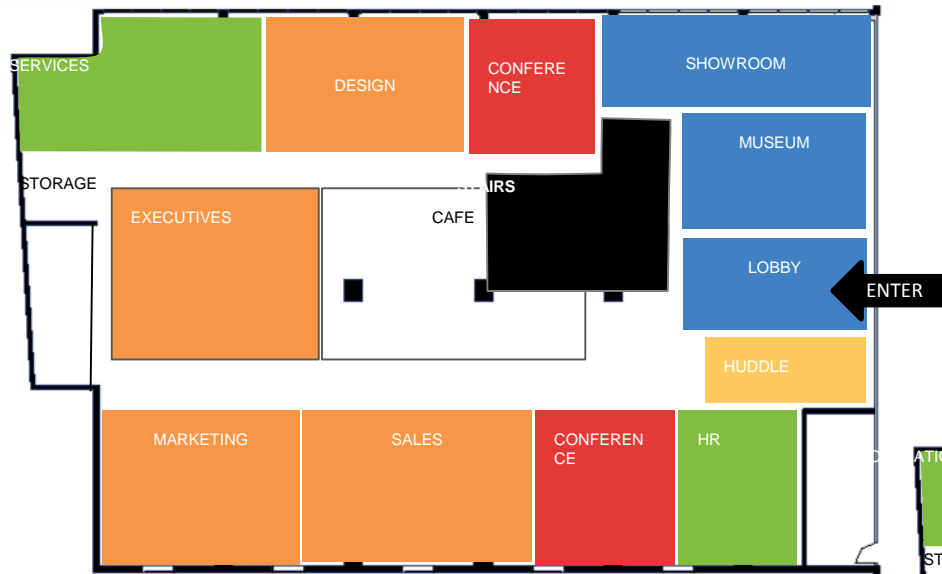
631 SQ FT

FTE 13+2

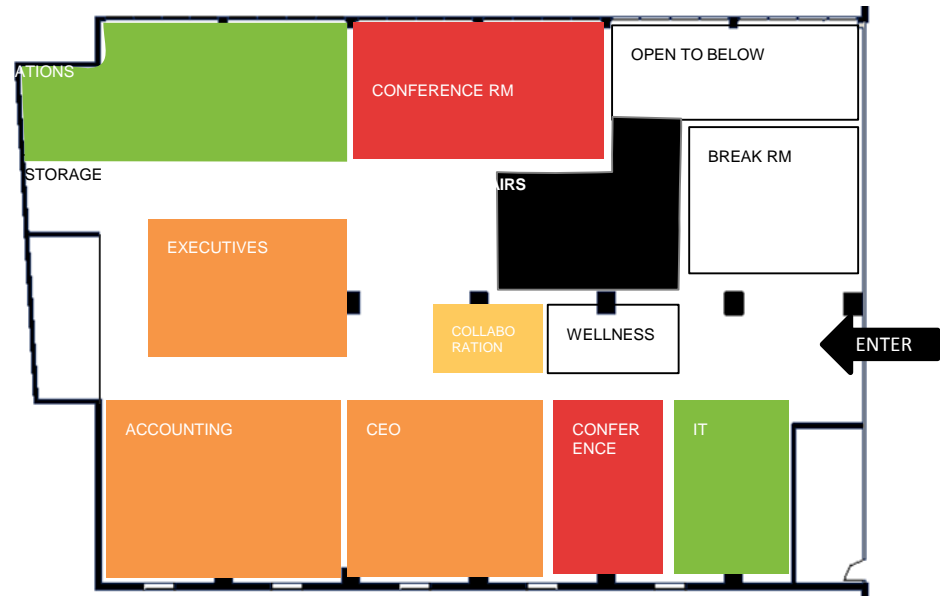


# STACKING DIAGRAMS



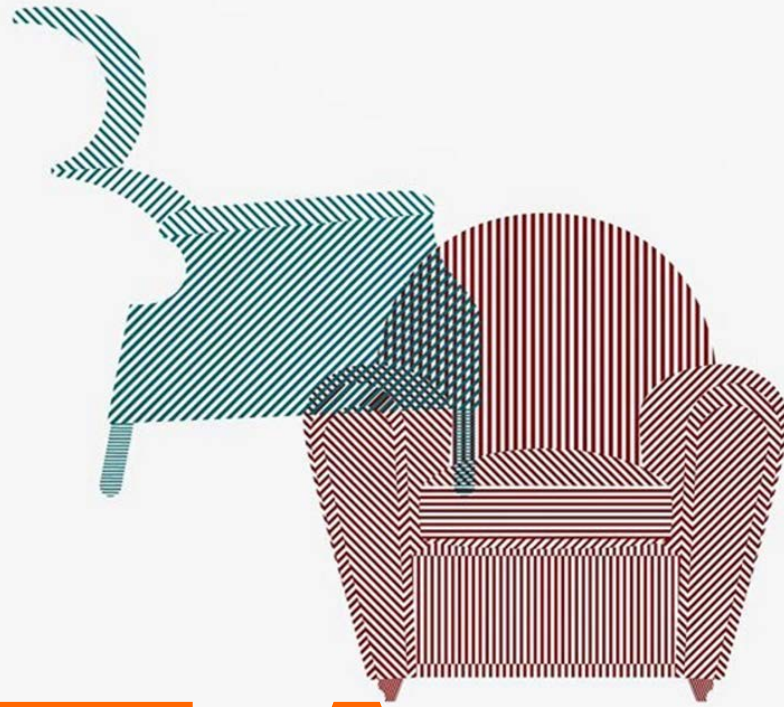


LEVEL 2



LEVEL 3





# IDEAtion

**Ideation** is the creative process of generating, developing, and communicating new ideas. An Idea is a basic element of thought that can be visual, concrete, or abstract. Ideation comprises all stages of a thought cycle, from innovation, to development, to actualization.



# GOALS STATEMENT | PROJECT

## PURPOSE

introduce Italian high quality designs to the American market.

## MAIN GOALS:

Fosters **collaboration**, **communication** and the development of **synergies** between the various individuals in the company.



Basic programming components:

Workzones

Collaboration rooms

huddle rooms

Dominant features:

Grand staircase

Showroom

Museum

Cafe

Lounge areas

Health room

**Adjacencies** will stem from the staircases on both floors making it accessible to all groups. About **35%** of the space will be enclosed, **65%** will remain open and approximately **20% of the space will be made up of private offices.**



## CRUCIAL ASPECT:

The staircase landing should be, **accessible**, while promoting **interaction**, **communication**, and collaboration both on the landing and on the 2<sup>nd</sup> level ,café and museum aspect should promote permission where people can gather and use the space. Small spaces off the path where users can access and feel grounded, yet still be in the middle of things provides enrichment.



# CONCEPT: SPATIAL ARCHETYPES

## MARCHING ORDER

A sequence of repeating forms organized consecutively, one after another, that establish a measured spatial order. Through the uniform and stationary orientation of desks, file cabinets, computer chairs, furniture and spaces, a marching order creates modules that are offset from each other by a uniform distance.

## SLAT

Slat describes screens composed of regularly spaced thin strips of material, typically wood, and oriented in either a horizontal or vertical direction, creating visual interest. Slat partitions are prevalently found along circulation spaces, acting as a boundary or separating entity between spaces of differing function.

## INCUBATE

A shared spatial unit that is isolated from a larger environment and serves as a transitory space or meeting area where conversation occurs and ideas develop. Provides smaller, closed off areas not assigned to anyone and accessible to everyone as needed for productive teamwork in a private space.



# CONCEPT: MATERIALITY

## STRIATED

- having lines, bands, or grooves
- marked with a slight or narrow furrow, ridge, stripe, or a streak, especially one of a number in parallel



## TRANSPARENT

- able to be seen through
- easy to notice or understand
- honest and open : not secretive



## STRUCTURED

- consistent order
- having a clearly defined organization
- arranged in a definite pattern



The neutral color pallet, along with simplistic, linear finishes will create a structure that does not take away from Poltrona Frau's products, but allows them to be the focal point of the space.

Linear striated material will create a sense of cohesiveness and connection within the space.

Transparent materials will create enclosures, while still emphasizing openness and collaboration. Structured linear elements will be consistently used.

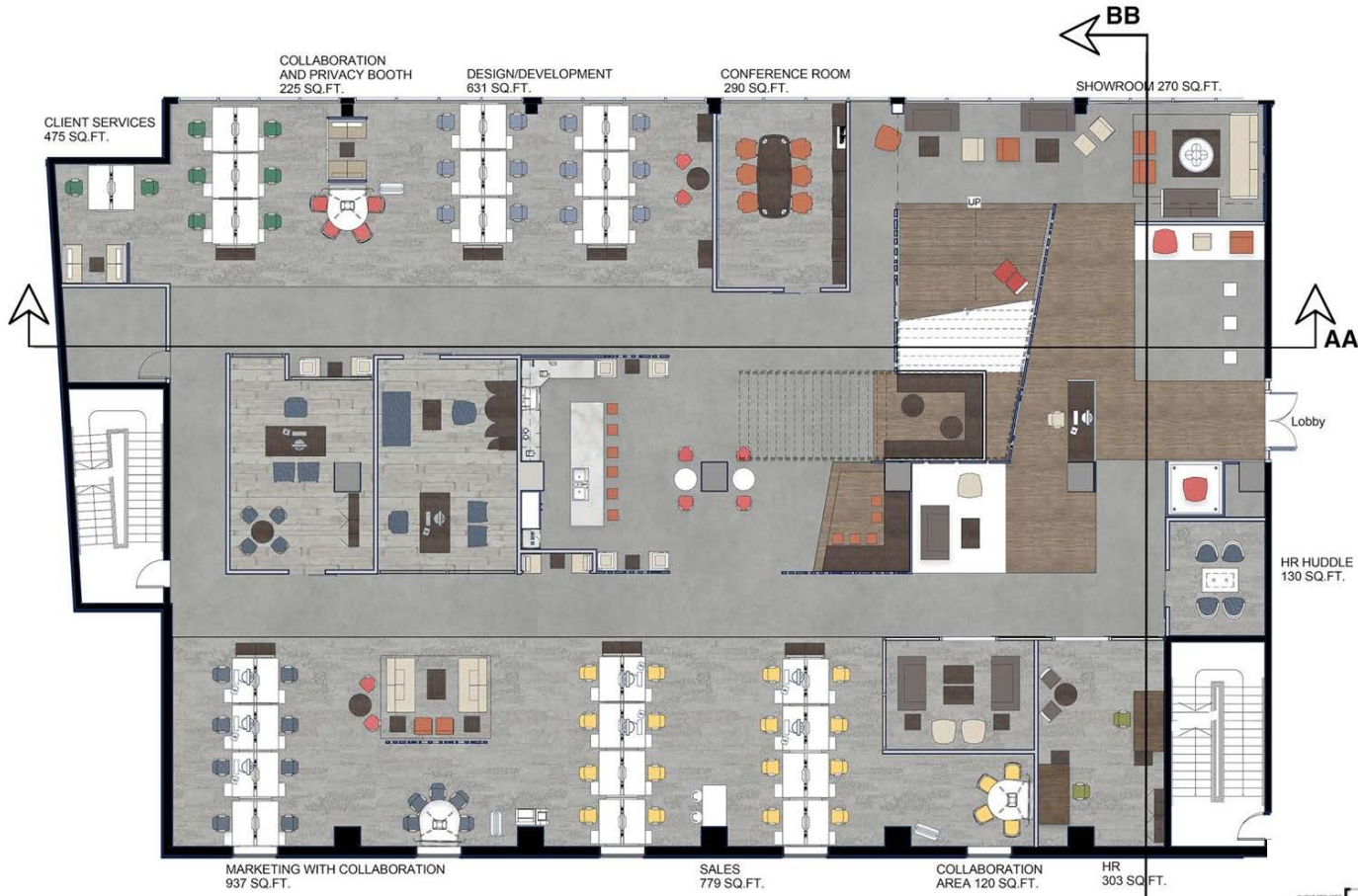




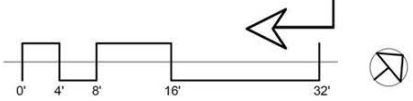


DESIGN development

# FLOOR PLAN



**FLOOR PLAN LEVEL 2**  
1/8" = 1'-0"

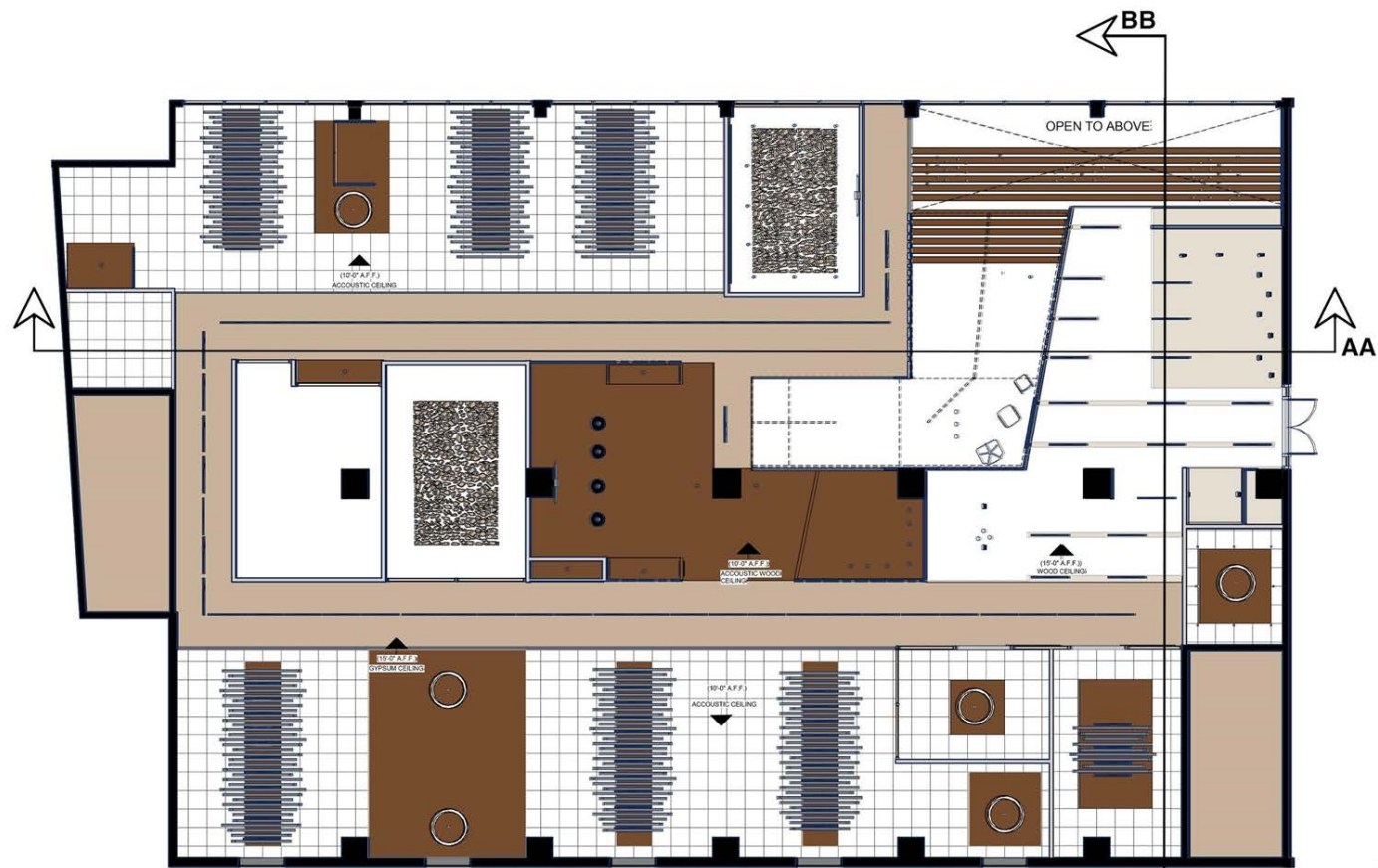


# FLOOR PLAN



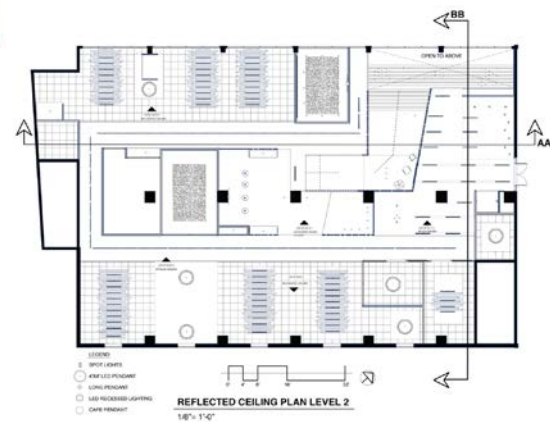


# REFLECTIVE CEILING PLAN



- LEGEND
- SPOT LIGHTS
  - 4'X4' LED PENDANT
  - LONG PENDANT
  - LED RECESSED LIGHTING
  - CAFE PENDANT

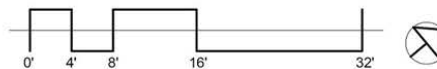
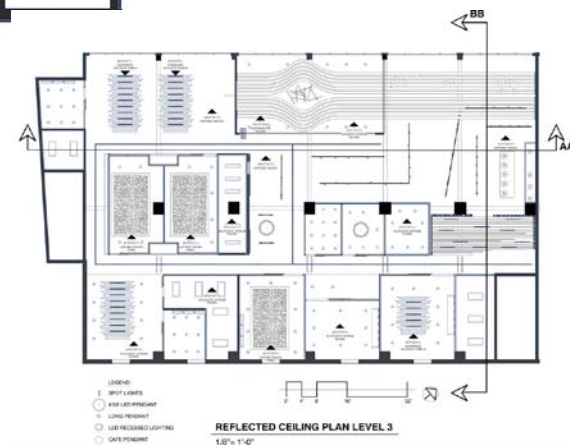
REFLECTED CEILING PLAN LEVEL 2  
1/8" = 1'-0"





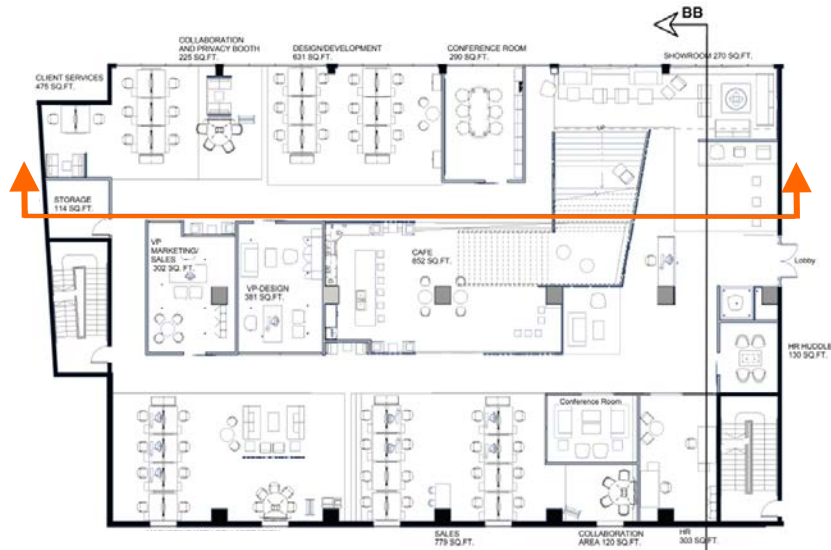


-  SPOT LIGHTS
-  4'X4' LED PENDANT
-  LONG PENDANT
-  LED RECESSED LIGHTING
-  CAFE PENDANT

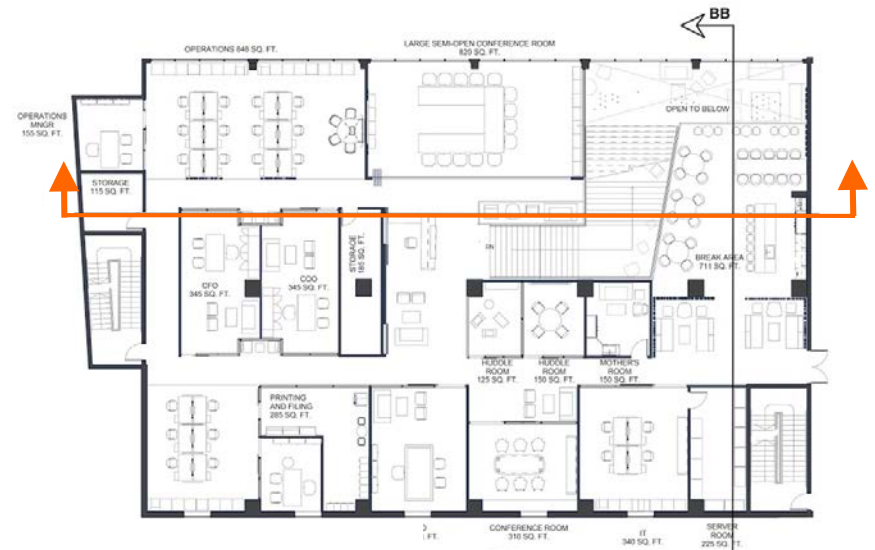

$$1/8'' = 1'-0''$$


## LEVEL 3

# SECTION - LONGITUDINAL



LEVEL 2



LEVEL 3



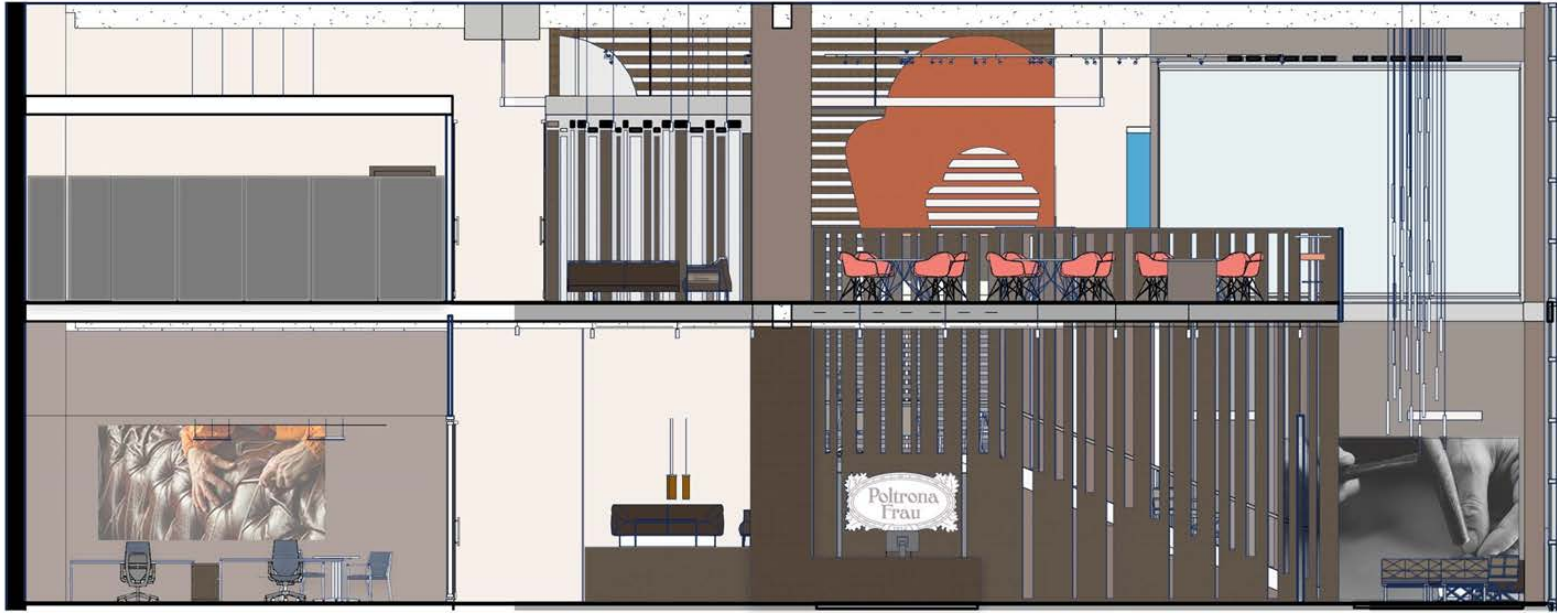
# SECTION - TRANSVERSE



LEVEL 2

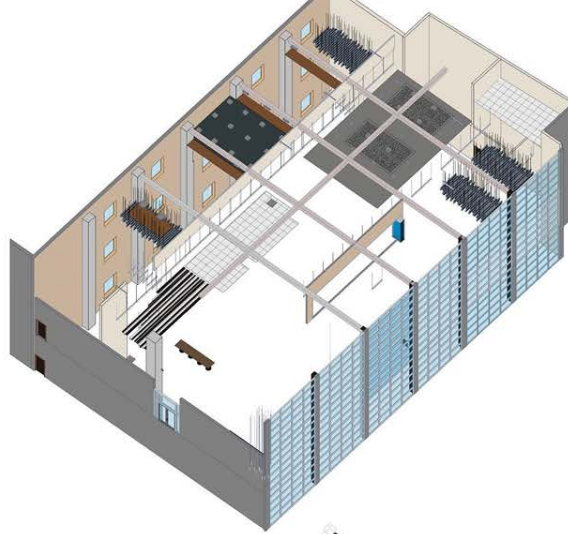


LEVEL 3





# AXONOMETRIC





# WORK SPACE ALTERNATIVES & AMENITIES



CONFERENCE ROOM



PRIVACY NOOK



HUDDLE ROOM



COLLABORATION SPACE



CAFE



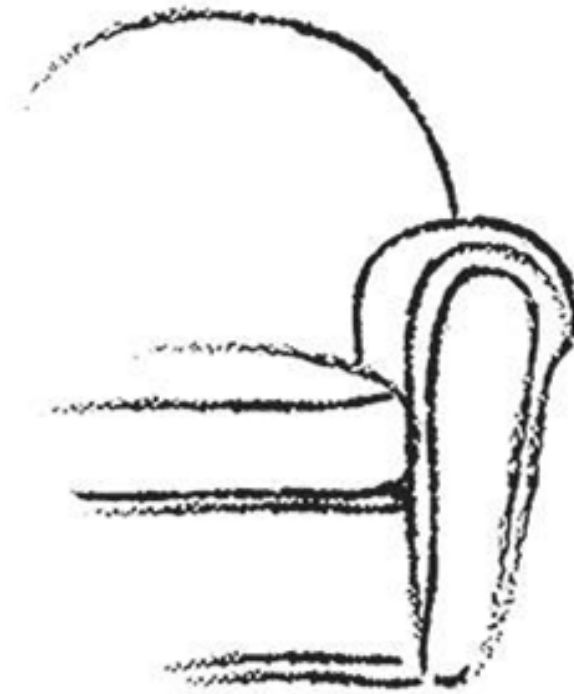
MOTHER'S ROOM



FLOOR PLAN LEVEL 2



FLOOR PLAN LEVEL 3

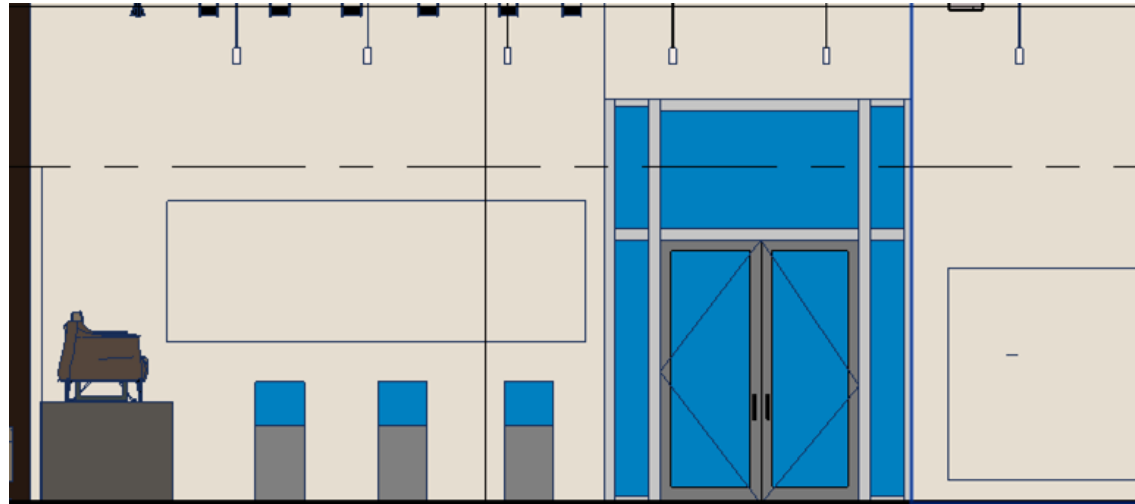


# FURNITURE AND FINISHES

storyboards

# MUSEUM WALL AND ENTRANCE

1



# MUSEUM WALL AND ENTRANCE

1



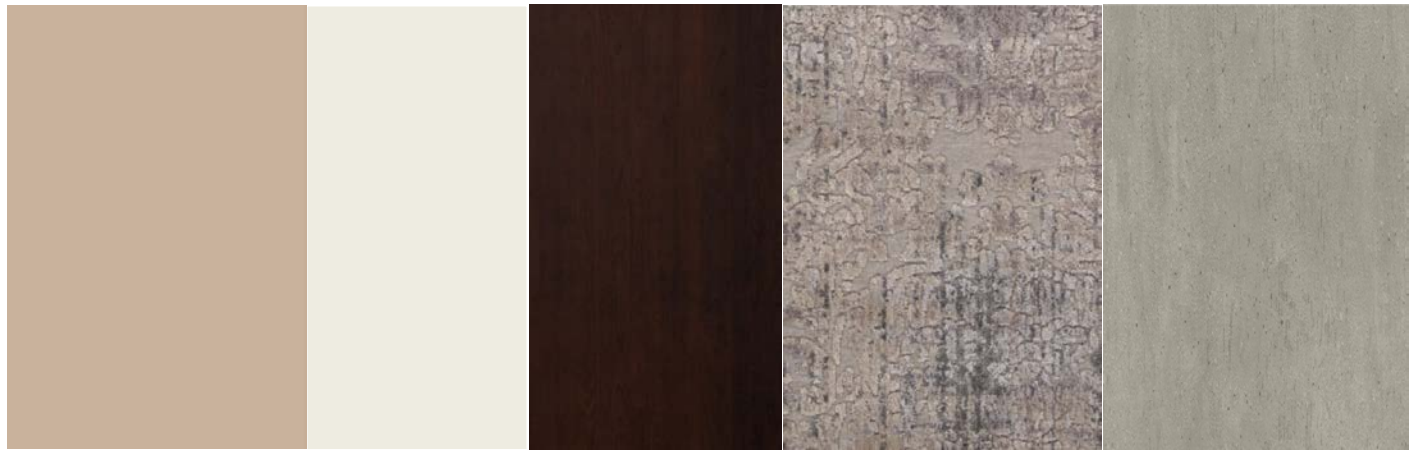
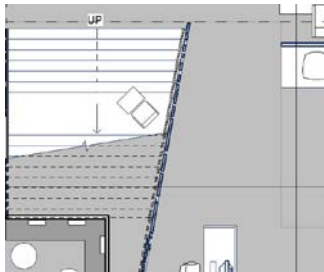


# MUSEUM WALL AND ENTRANCE

1



2



# GRAND STAIRCASE

2





# SHOW ROOM AND GRAND STAIRCASE

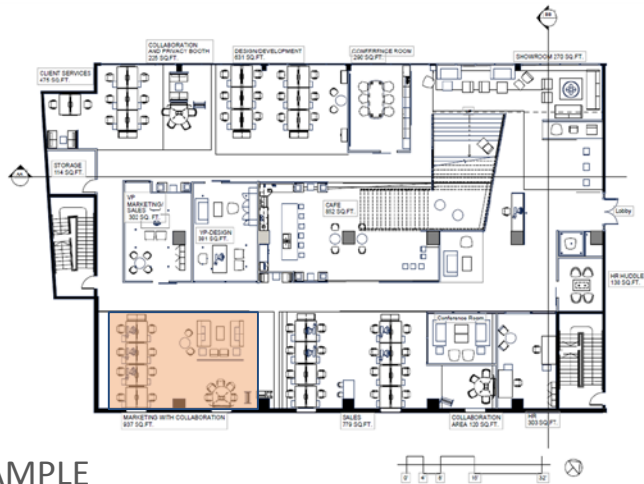
2



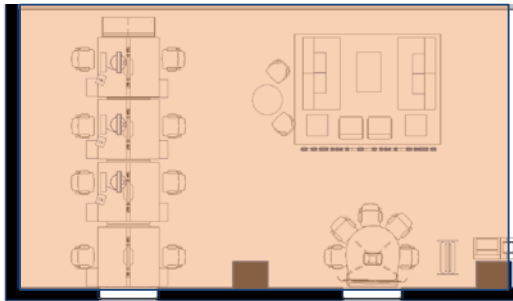


# WORK ZONES

3



EXAMPLE



MARKETING WITH COLLABORATION  
937 SQ.FT.



Work zones include desks areas,  
collaborative zones and lounge areas.



# WORK ZONES

3



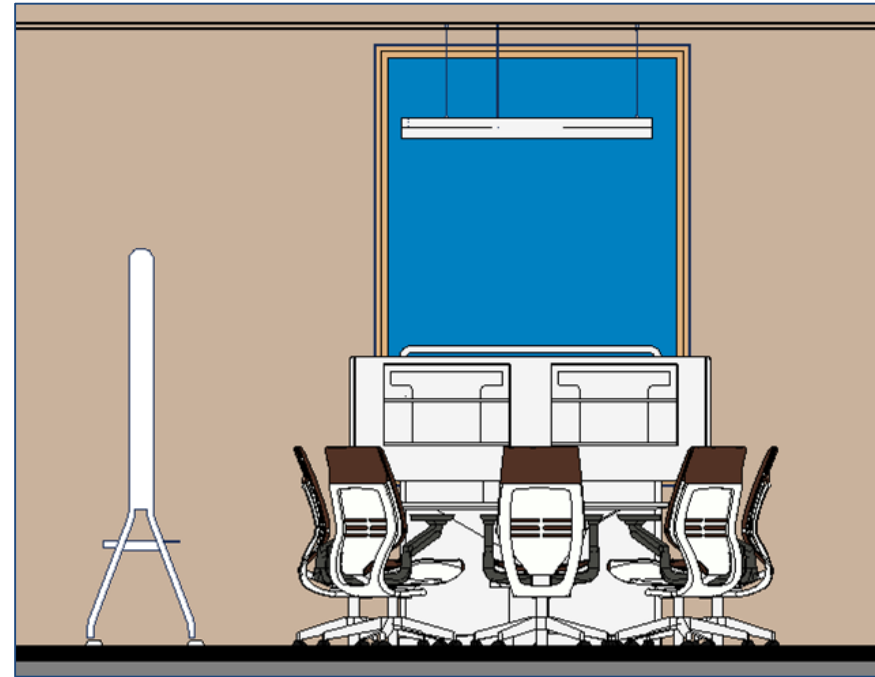
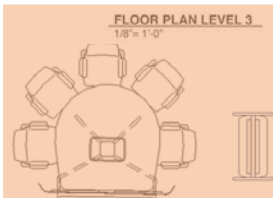
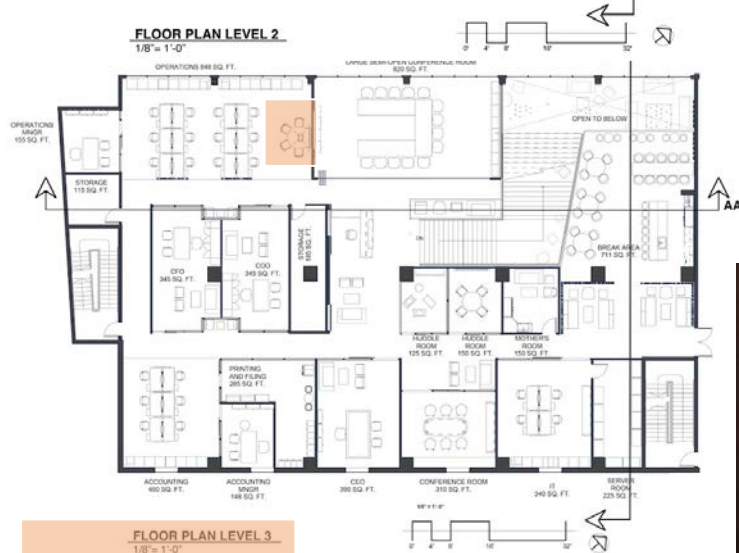
# WORK ZONES

3





3





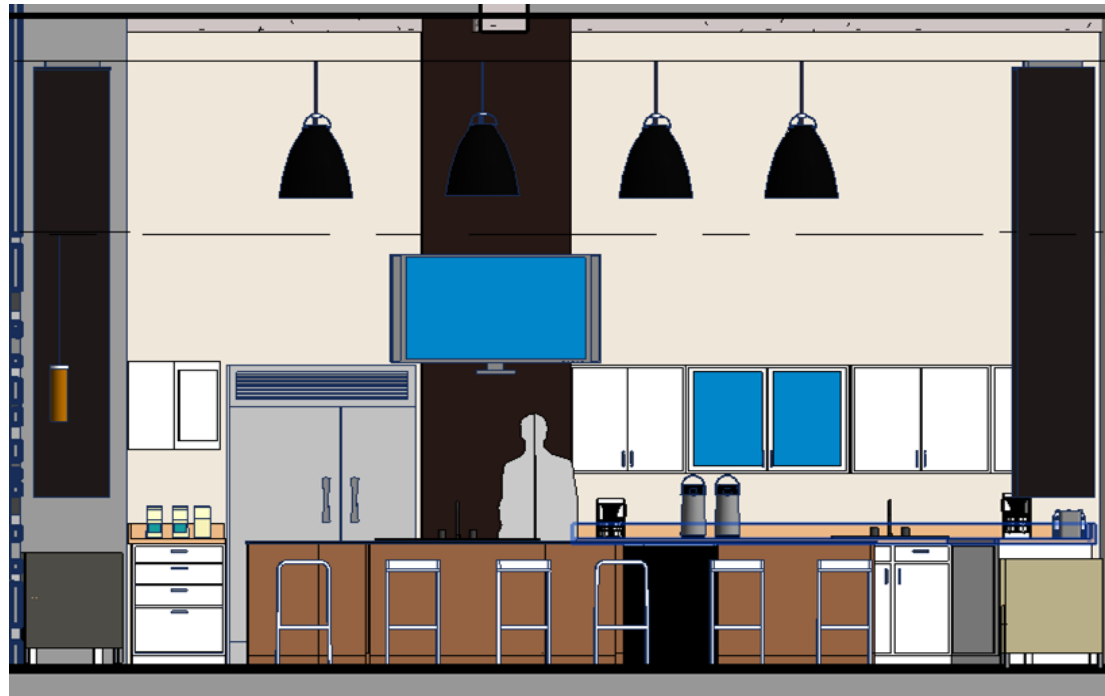
# WORK ZONES - COLLABORATIVE AREAS

3



# CAFE

4



# CAFE

4





# CAFE

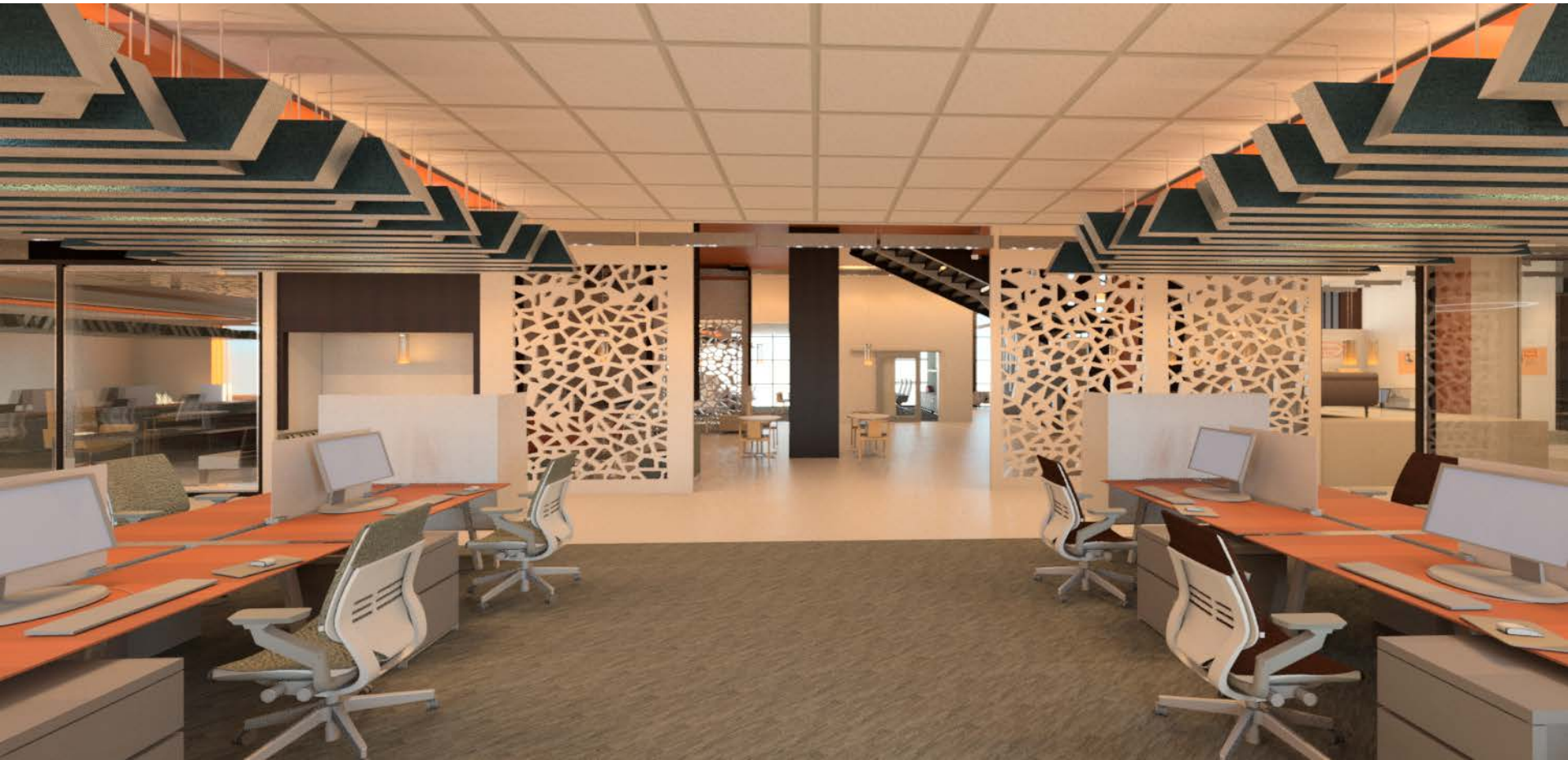
4





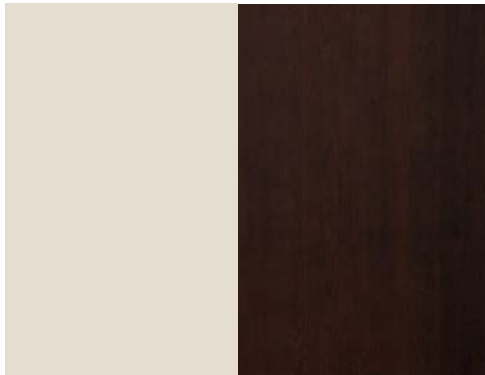
# CAFE ENTRANCE

4



# EXECUTIVE ASSISTANT & GATHERING SPACE

## 5





# EXECUTIVE ASSISTANT & GATHERING SPACE

5



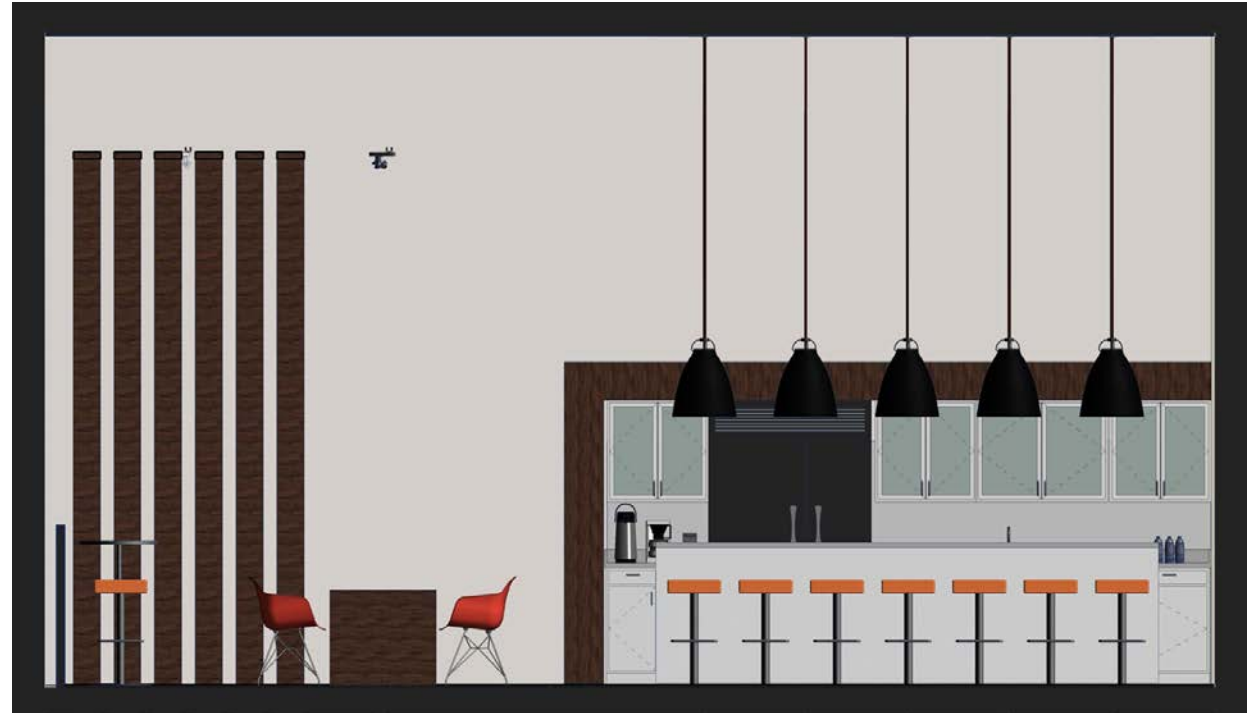
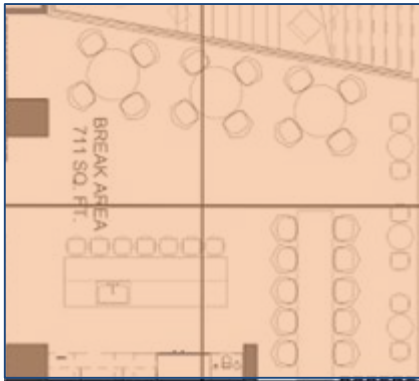
# EXECUTIVE ASSISTANT & GATHERING SPACE

5





6



# EMPLOYEE BREAK ROOM

6



# EMPLOYEE BREAK ROOM

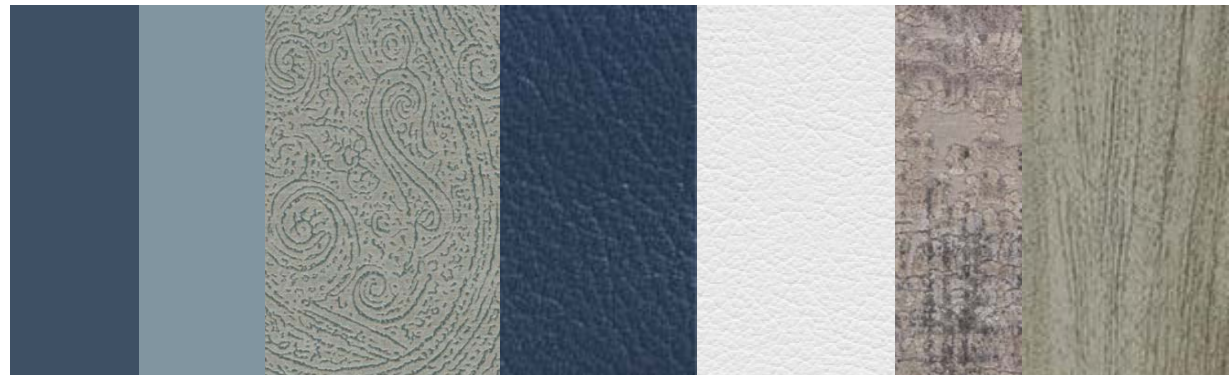
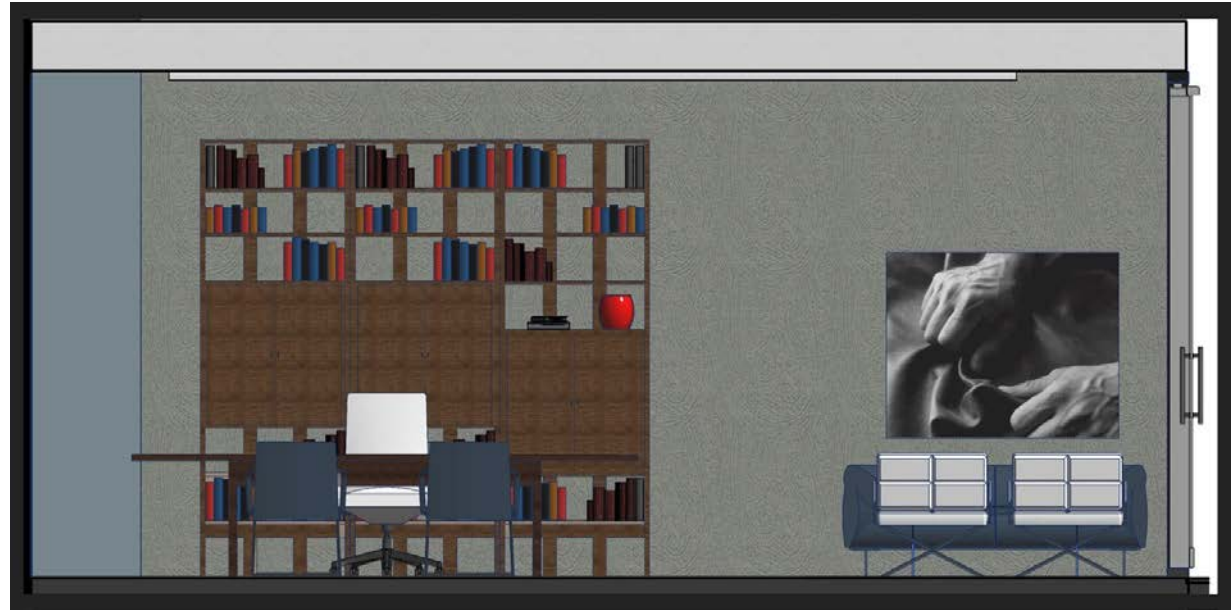
6





# CEO OFFICE

7



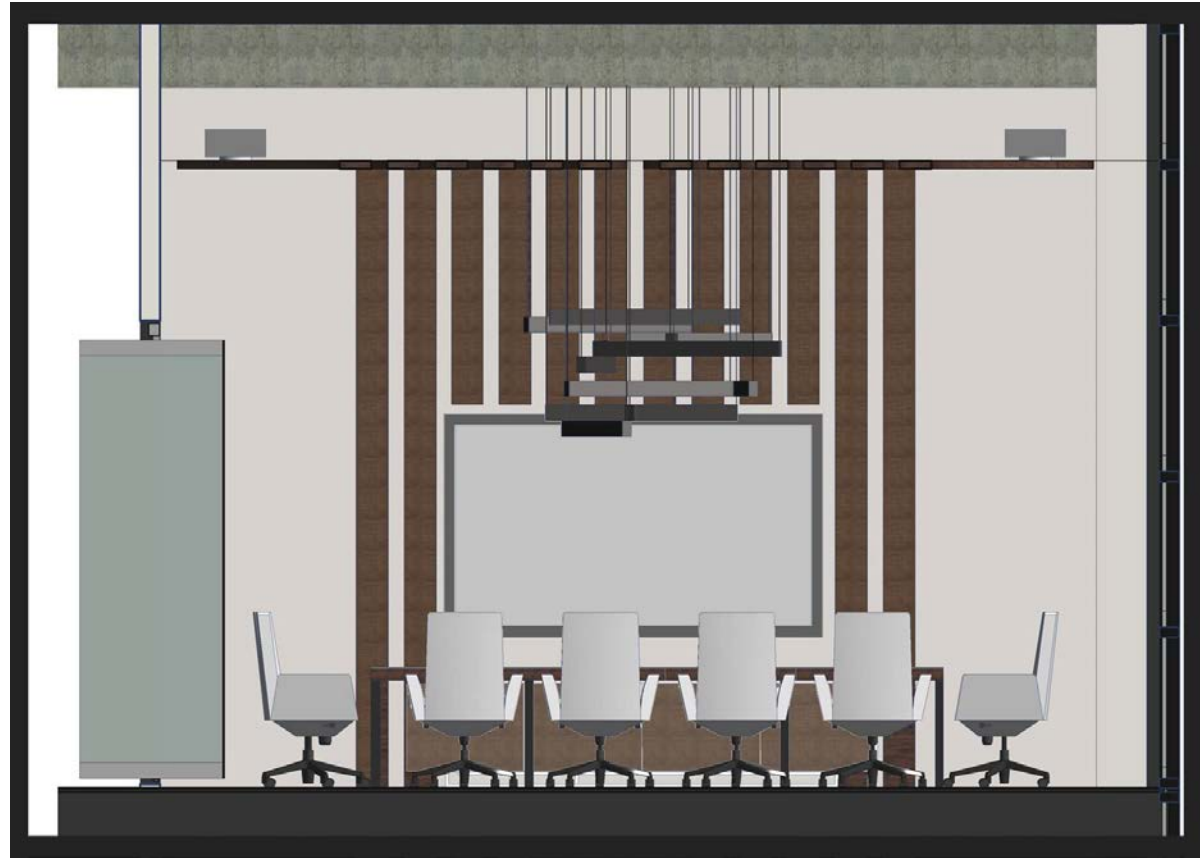
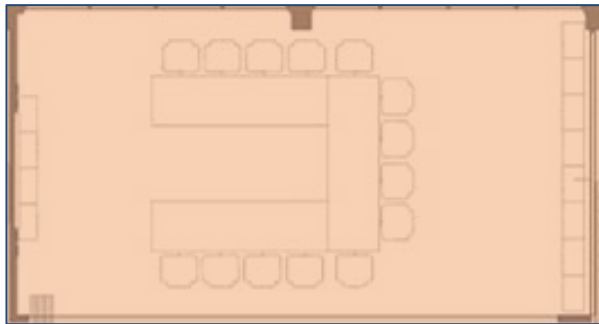


# CEO OFFICE

7



## 8



# LARGE CONFERENCE ROOM

8



# TYPICALS



200 SQ. FT EXECUTIVE OFFICE



# TYPICALS



150 SQ. FT OFFICE

# TYPICALS



CAFE AND BREAKROOM



CONFERENCE ROOM

# TYPICALS



POLTRONA FRAU FURNITURE  
LOUNGE AREAS

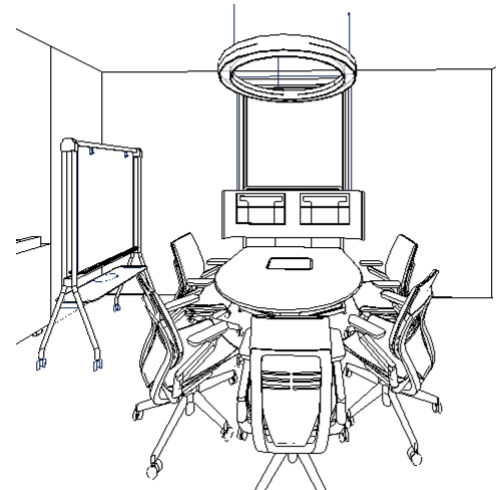
# TYPICALS



WORKSTATION



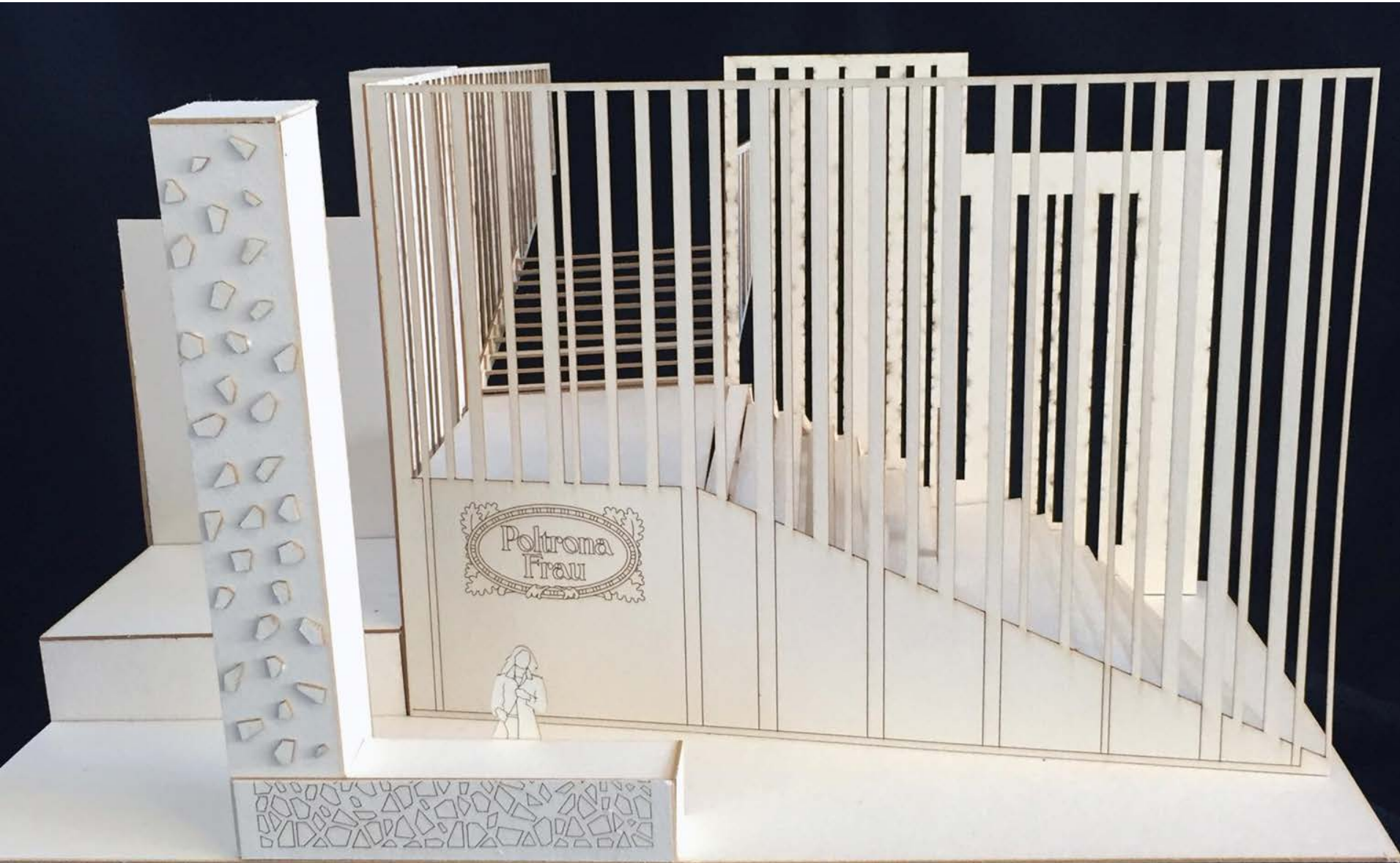
150 SQ FT OFFICE



COLLABORATIVE AREA



# SCALE MODEL



$\frac{1}{2}'' = 1'-0''$



Erin Timmons  
Nina Laguna

GRAD<sup>2</sup>WORKPLACE DESIGN