



Erin Timmons
Nina Laguna

Poltrona Frau

1912

ESTABLISHED: 1912
FOUNDER: RENZO FRAU
HEADQUARTERED IN
MEDA, ITALY
TOLENTINO, ITALY

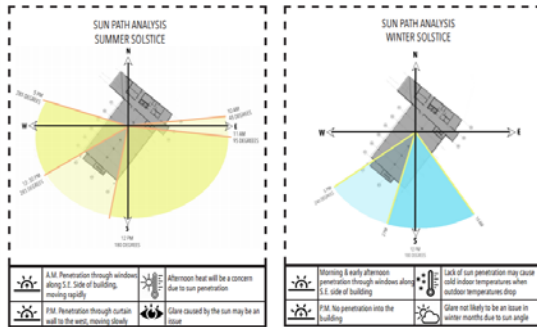
70 STORES
65 COUNTRIES
889 EMPLOYEES
VALUED AT APPROX.
465 MILLION DOLLARS



RESIDENTIAL FURNITURE - CONTRACT DIVISION - INTERIORS IN MOTION

SITE + BUILDING ANALYSIS

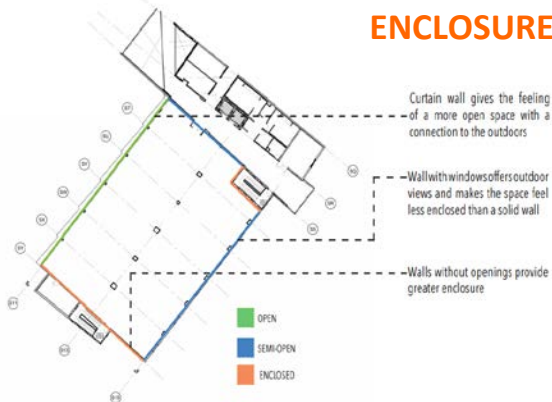
SUN ANALYSIS



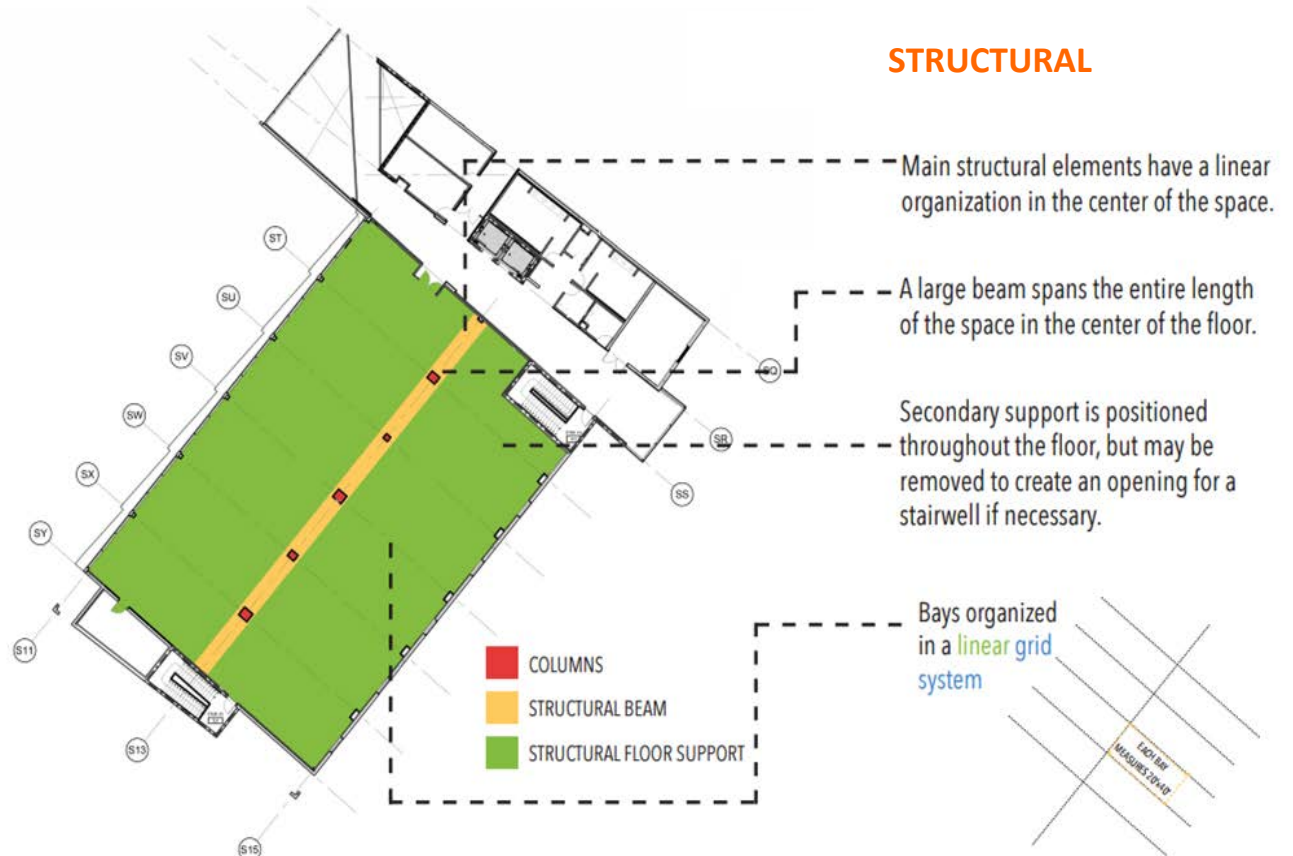
VIEW



ENCLOSURE



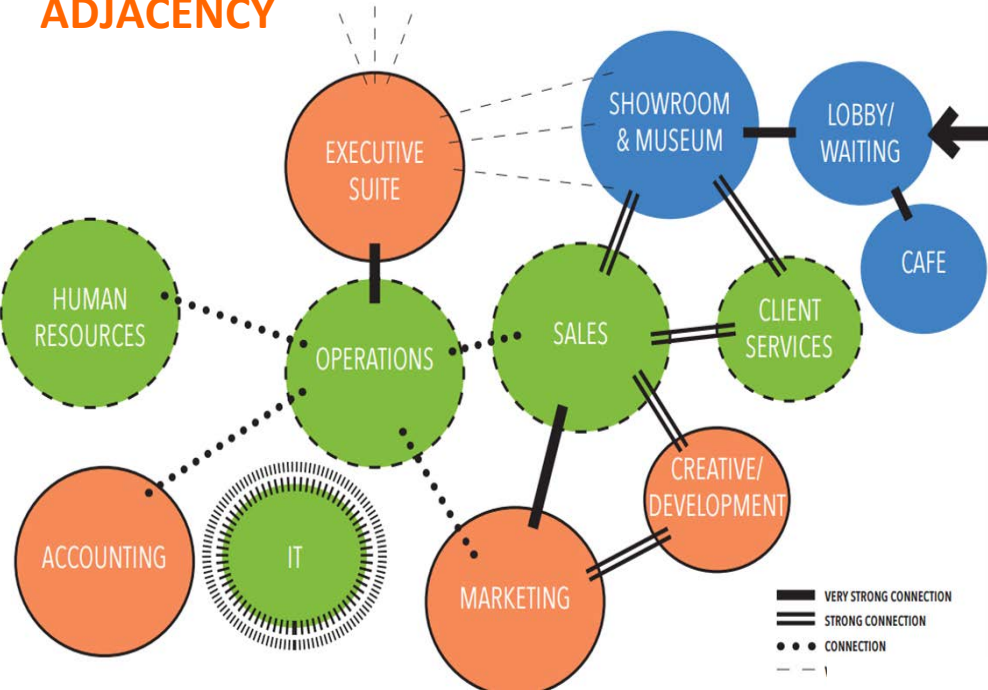
STRUCTURAL



PROGRAM ANALYSIS

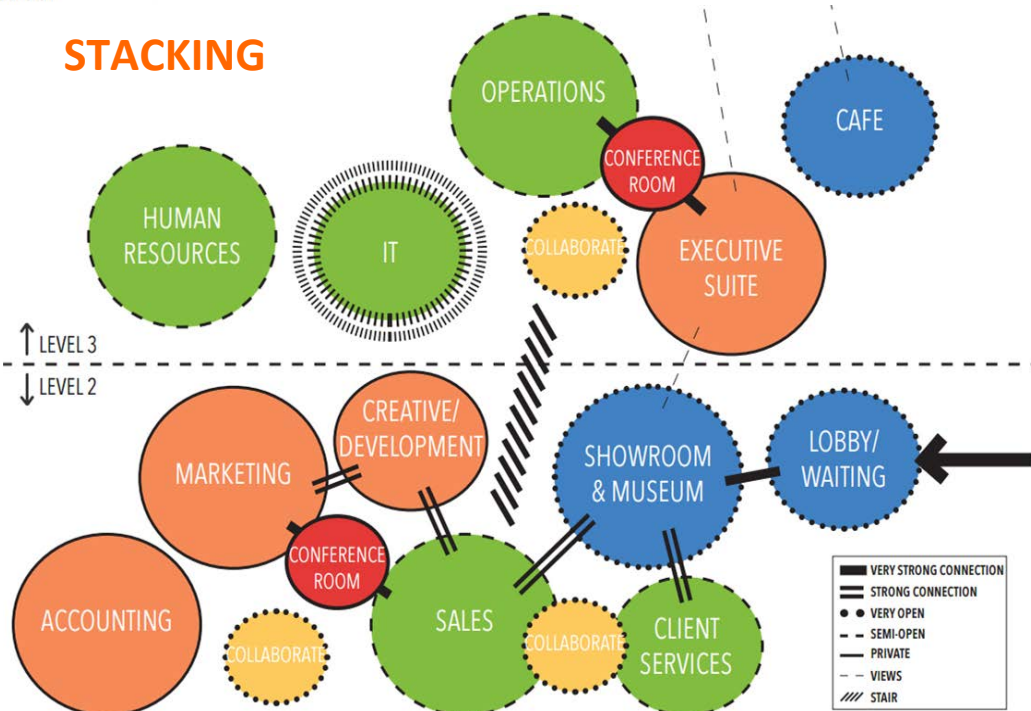
| | | | |
|--|---|---|---|
| Executive Suites | Responsible for the development of the business and distribution network, operating in the furniture high end luxury segment (retail and contract) thus implementing the Group's policies in terms of brand positioning, profitability and strategies. | Interdepartmental meetings, client and business meetings, emails, phone calls, desk work | Adjacent to conference rooms for finance, strategy, marketing and client meetings |
| Human Resources | Manage employee relations, Recruitment, training/development, compensation and benefit | Meeting with potential new employees/ Orientation meetings, Training sessions, Emails, phone calls, deskwork | Adjacent to small conference rooms or huddle rooms and Lobby |
| Accounting & Finance | Monthly, Quarterly and Yearly reporting, P&L Management, A/P, A/R, Payroll, Financial forecasting, Contract Reviews and policy enforcement | Desk work, Phone calls, Department meetings Communicates with Marketing, Purchasing, esp. re: A/P, budgeting | Adjacent to small / medium conference rooms for reviews |
| Operations and Legal | Identify and implement logistics. Create and review contracts | Desk work, Phone calls, Emails | Adjacent to huddle rooms |
| Research & Development Designers | In-house designers who collaborate with external clients on projects and identify market trends for the US market | Design studio, archetypes, layout plans, Brainstorming, desk work, drafting | Accessible to marketing, executive suites and customer service |
| Marketing Advertising Market Analysis 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 | Market research, Department meetings, Emails, desk work, Brainstorming | Adjacent to Research and Development Accessible to executive suite Visually accessible to rest of company |
| Customer Services Assistance Installation | Customer service inquiries, schedule delivery and installation | Desk work, Phone calls, Emails | Possible adjacency to research and development |
| Lobby/Reception | introduction of the company + setting, modulate behavior, comfortable checkpoint | Enter, wait, receive, meet, greet, way-finding, get information, filter | Adjacent to research and development Needs to be next to HR |
| 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 | Programming Helpdesk calls/emails on-site/at-desk help | Access to server rooms |
| Showroom and Museum | Display company products Display historical company facts and iconic company goods | Converse, information gathering | Adjacent to Lobby/Reception, accessible to research and development |
| Cafe | Eat, drink, relax, recharge, converse, heat food, TV, store | Collaboration, trust, belonging, engagement, detachment | Access to huddle rooms |

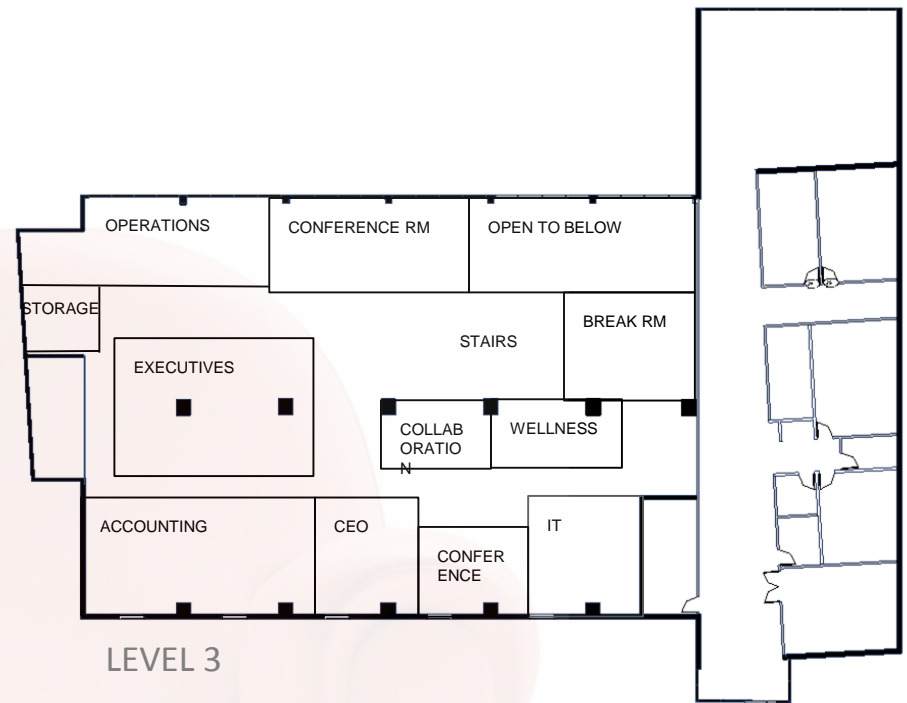
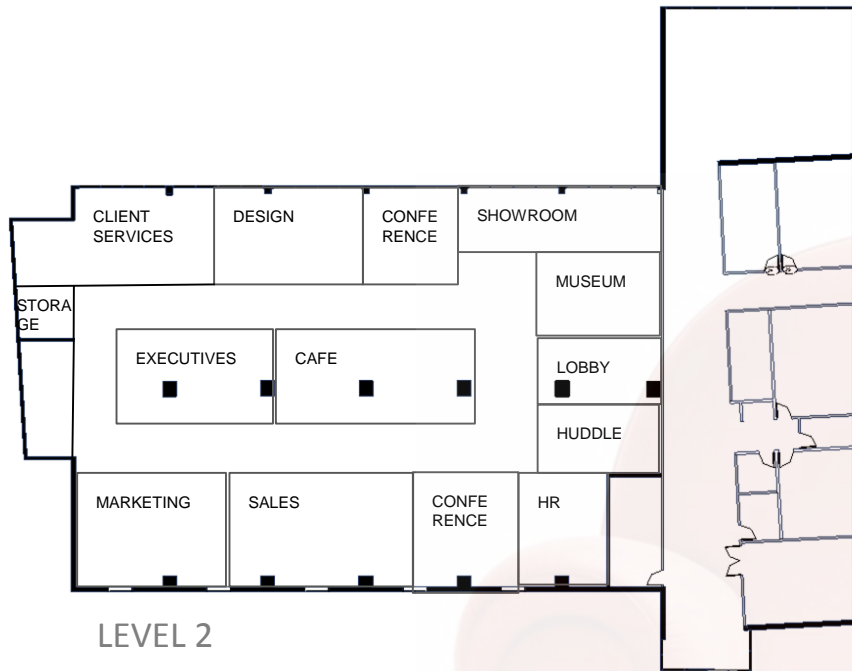
ADJACENCY



DIAGRAMS

STACKING





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.

Project's purpose:

The design purpose is to introduce Italian high quality designs to the American market by creating a presence and attracting buyers and fellow designers to the forefront of design in Miami.

Main goals:

Poltrona Frau pursues excellence and quality in its products, while remaining faithful to a design that also reflects Italian style and tradition. The main goals of the project is to create a workplace that fosters **collaboration**, **communication** and the development of **synergies** between the various individuals that take part in the company business.

Basic programming components, dominant features and spaces within the program include **Showroom**, **Museum**, **collaboration rooms** and **huddle** spaces to create open lines of **communication**.



The main feature of the project is a staircase with a landing configuration which brings the two floors together and will also act as a platform to display iconic furniture pieces. Create vital areas of high energy that produces enrichment by use. Activity, sounds and movement become the agents of variety and complexity

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 2nd 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

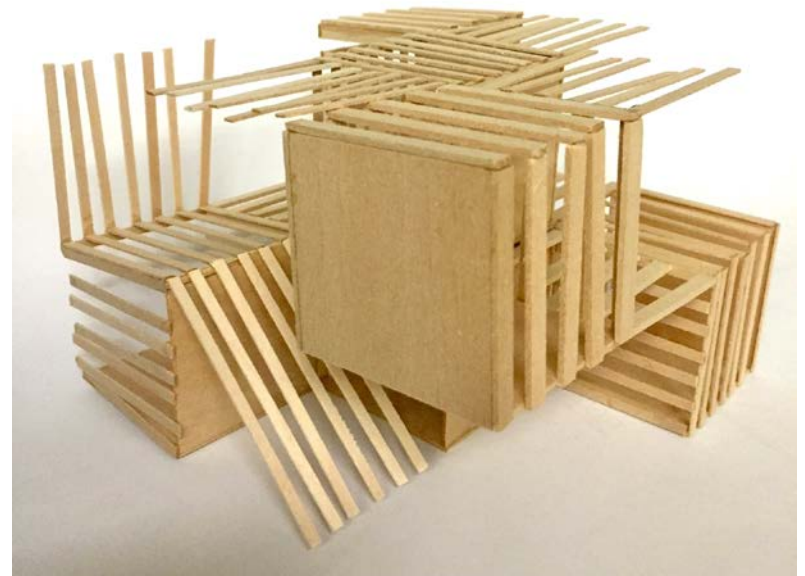
A sequence of repeating forms organized consecutively, one after another, that establish a measured spatial order. Through the uniform and stationary orientation of desks, file cabinets, computer chairs, furniture and spaces, a marching order creates modules that are offset from each other by a uniform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





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 arrangement



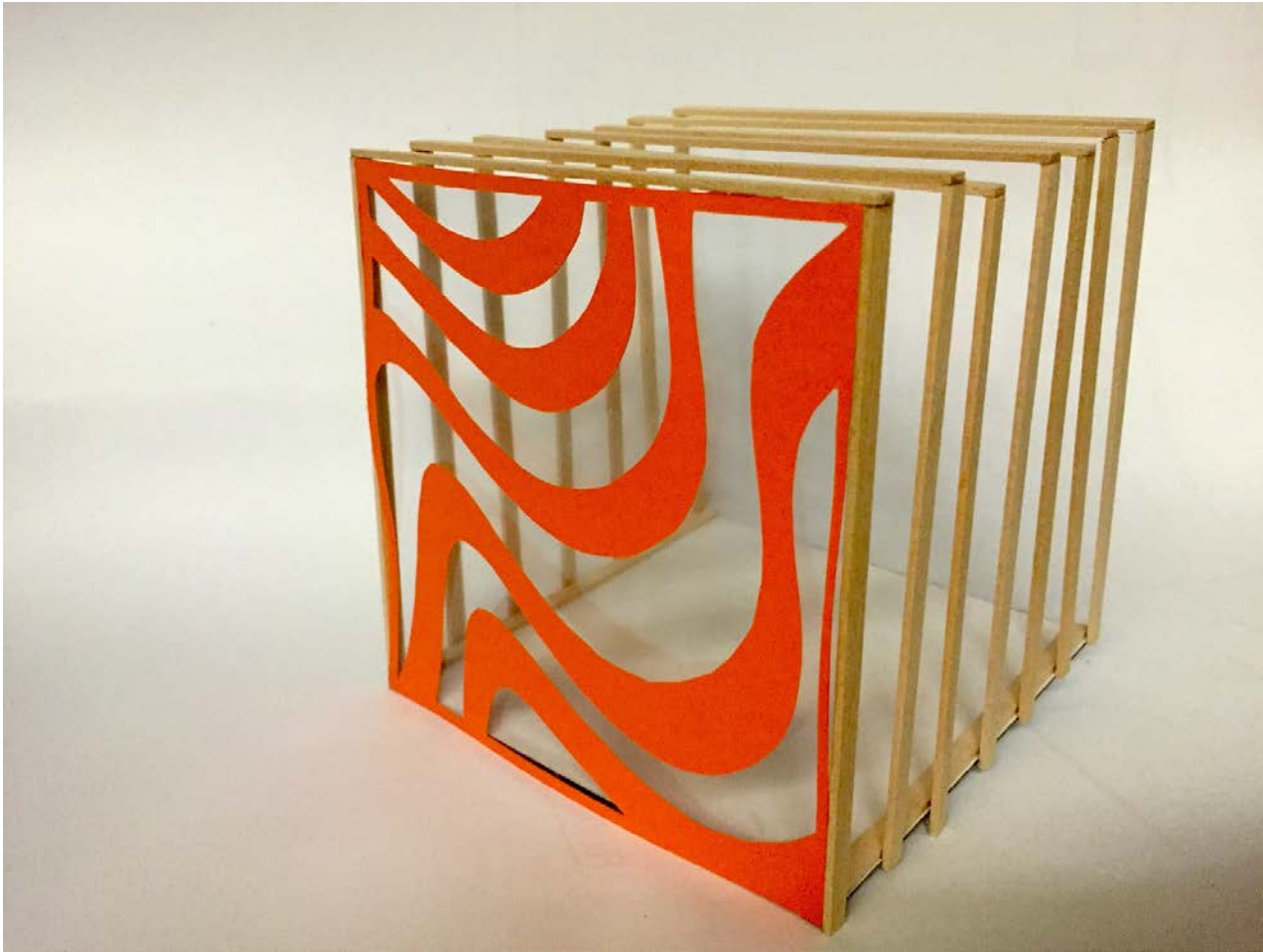
TRANSPARENT

- : 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 materials used in the design of the workplace will create clean backdrop in order to showcase Poltrona Frau's iconic furniture pieces. The space will be mostly white in color with just a touch of accent colors. The muted 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

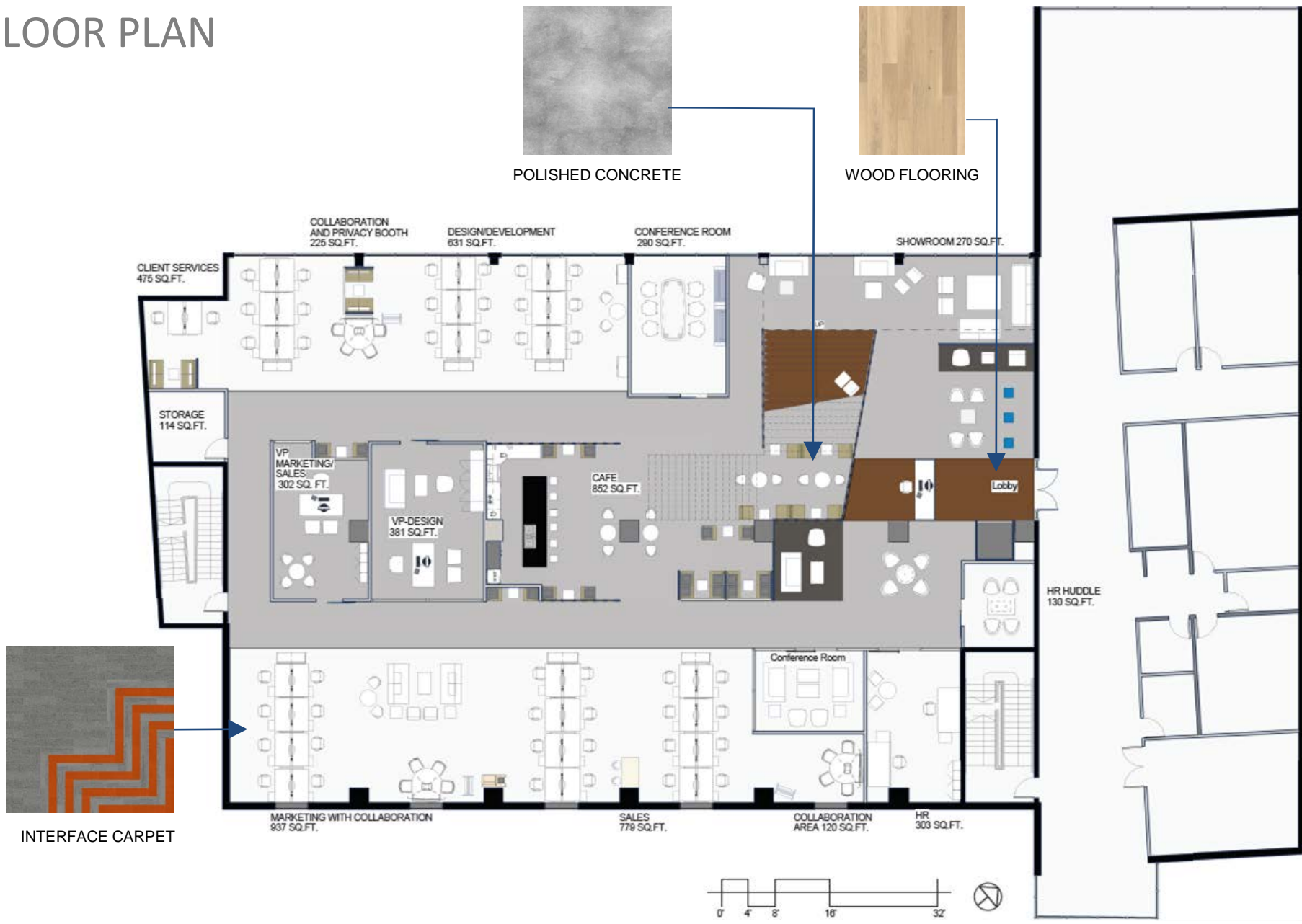
AXONOMETRIC



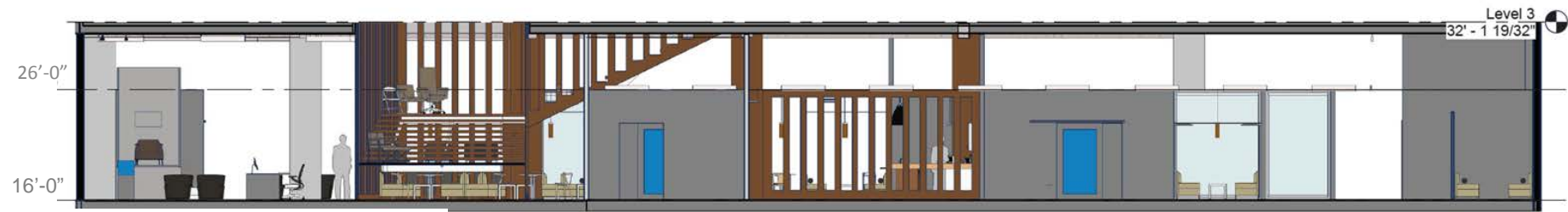
LEVEL 2

FLOOR PLAN

LEVEL 2



SECTIONS



AA- Transverse Section

lobby view stairs cafe executive office private booths



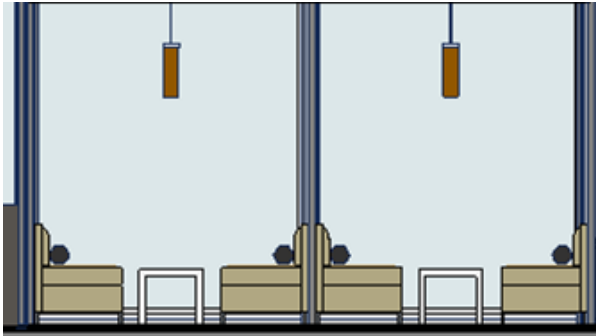
BB- Cross Section

workspace cafe view workspace



LEVEL 2

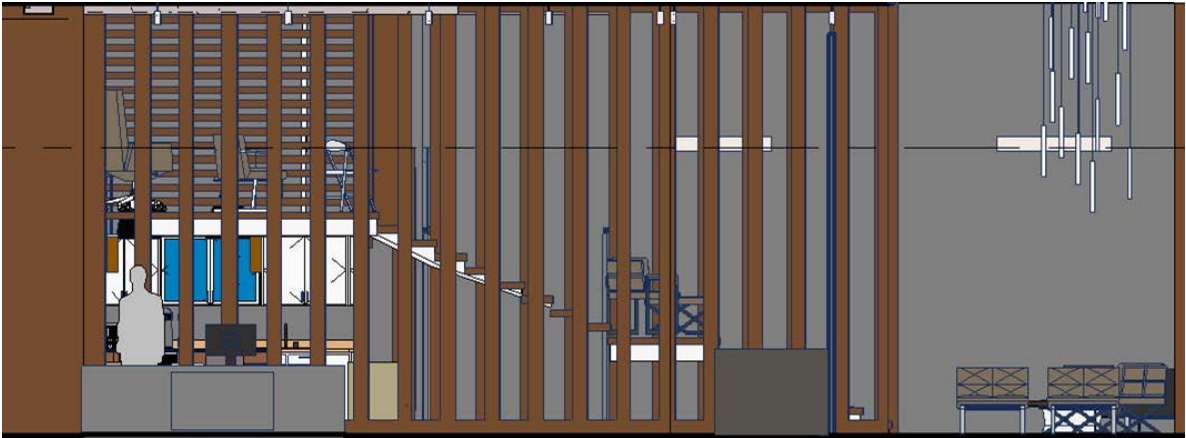
ELEVATION



privacy booth



booth in the cafe



reception view

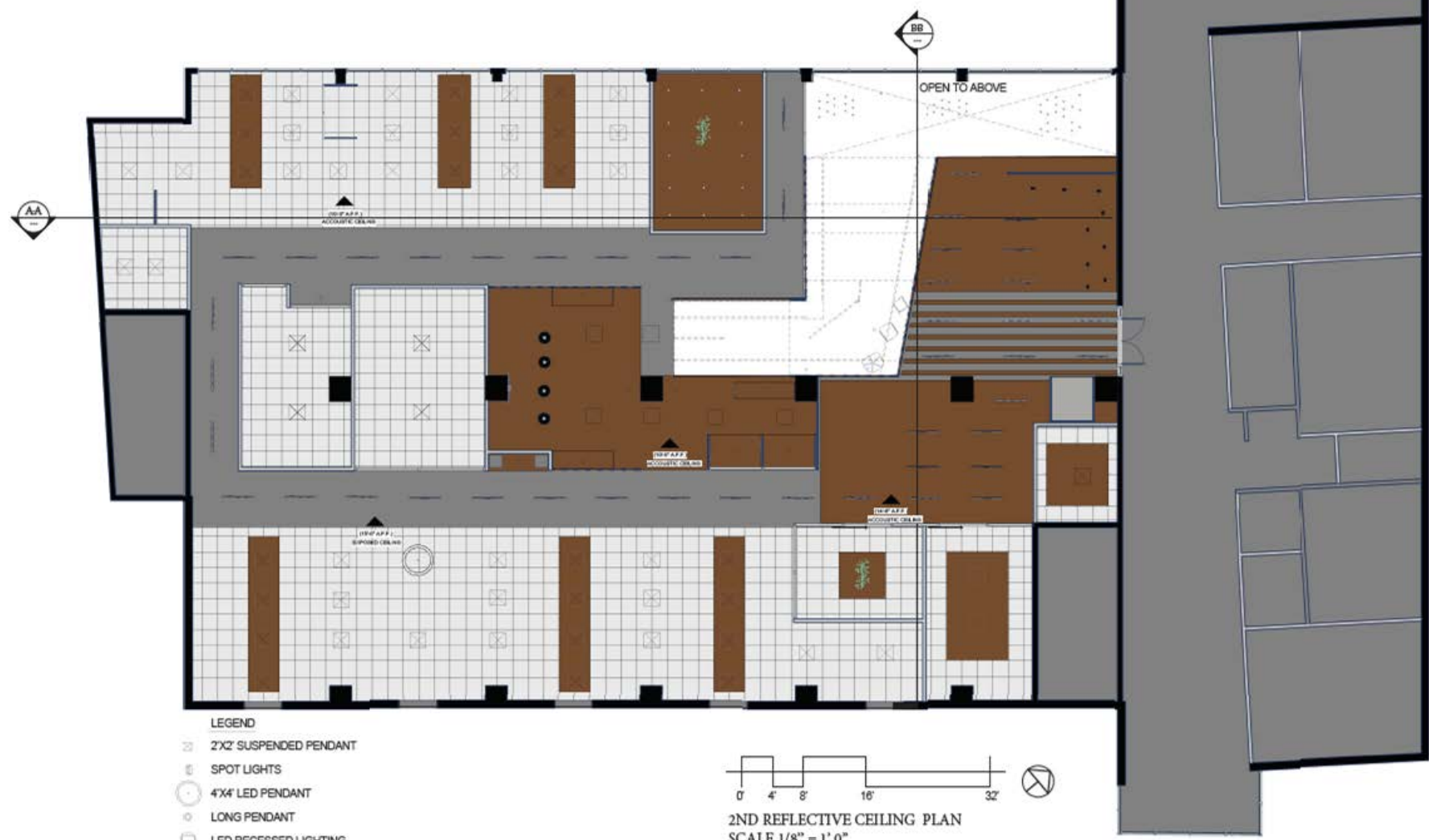
stairs

showroom

NINA LAGUNA
ERIN TIMMONS



CEILING PLAN



LEVEL 2



UNDER THE STAIRS

WORKSPACE AND CAFÉ VIEW



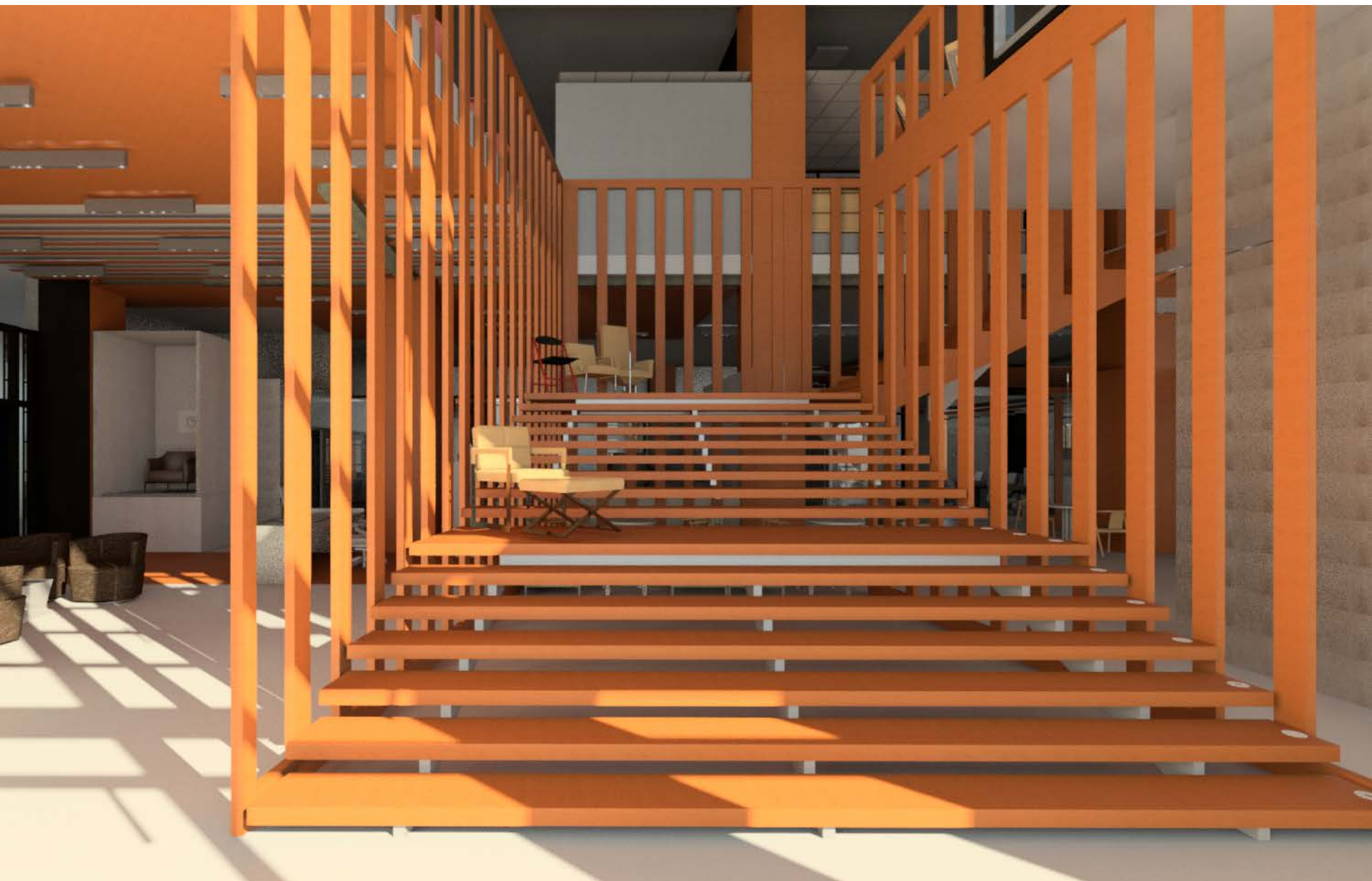
LEVEL 2

SHOWROOM



LEVEL 2

STAIR VIEW



LEVEL 2

LOBBY/RECEPTION



LEVEL 2

AXONOMETRIC

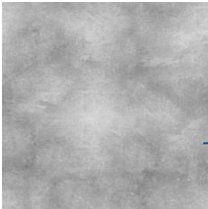


LEVEL 3

FLOOR PLAN



WOOD FLOORING

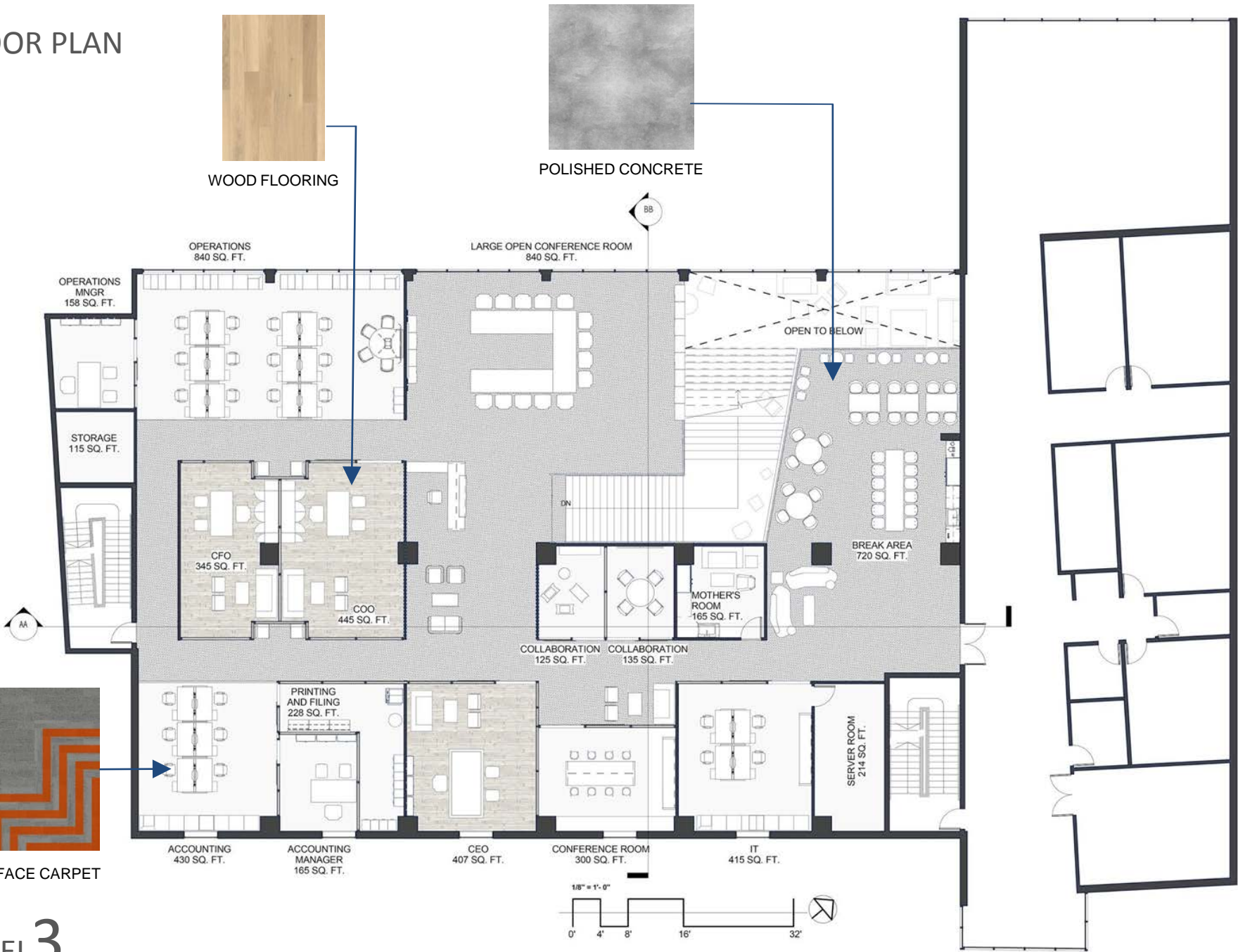


POLISHED CONCRETE

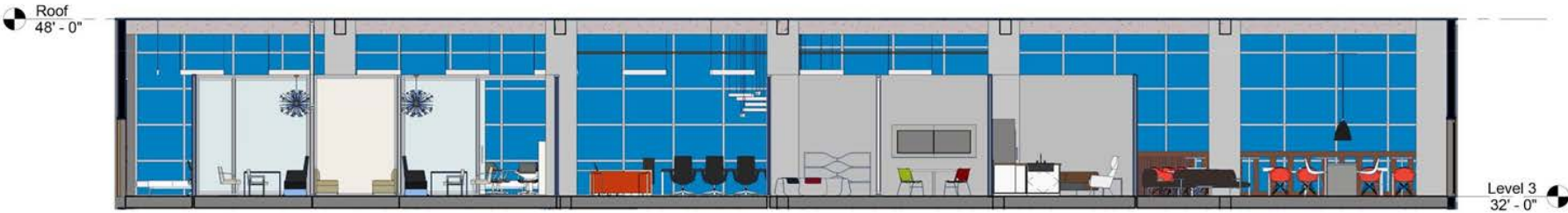


INTERFACE CARPET

LEVEL 3



SECTIONS



AA - Transverse Section



BB - Cross Section



CEILING PLAN



EXECUTIVE OFFICE



LEVEL 3

EXECUTIVE OFFICE



LEVEL 3

LARGE OPEN CONFERENCE ROOM



LEVEL 3

LARGE OPEN CONFERENCE ROOM



LEVEL 3

Roof
48' - 0"



Level 3
32' - 0"

ELEVATION BREAK ROOM CAFE



LEVEL 3

TYPICALS



WORKSTATION



150 SQ. FT OFFICE



200 SQ. FT EXECUTIVE OFFICE



FINISHES



Lobby: Entrance/Exit





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