

Noah McGrew
Fall 2024
Studio 3

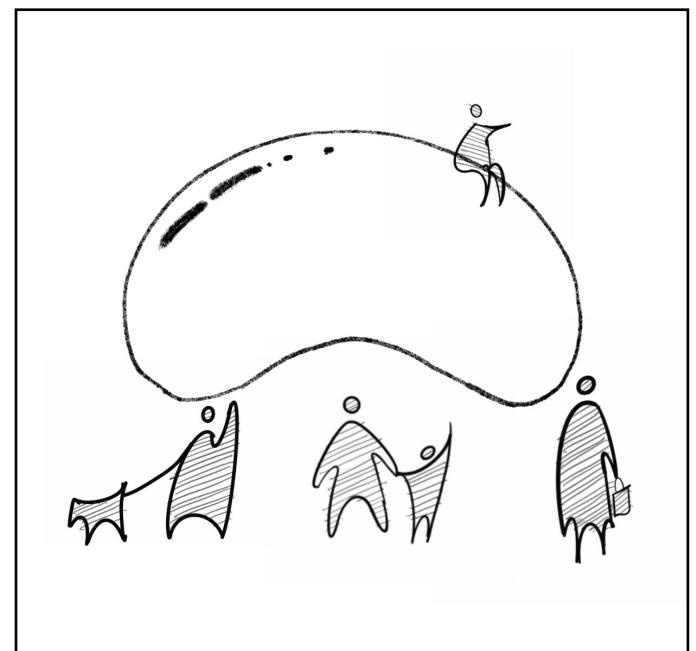
steeccase

NEXT Design Contest

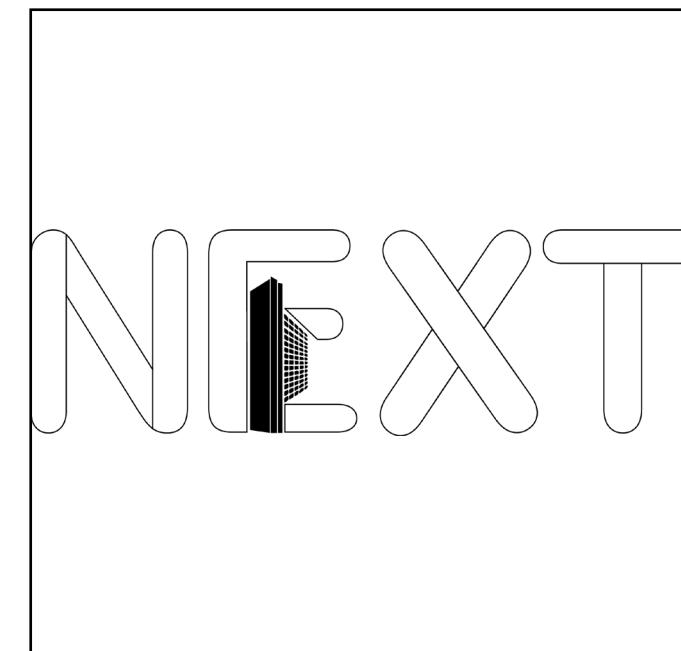
Our Agenda

01

Research & Concept



Research that helped inform decision making during the project development stage along with information about the concept as a whole.

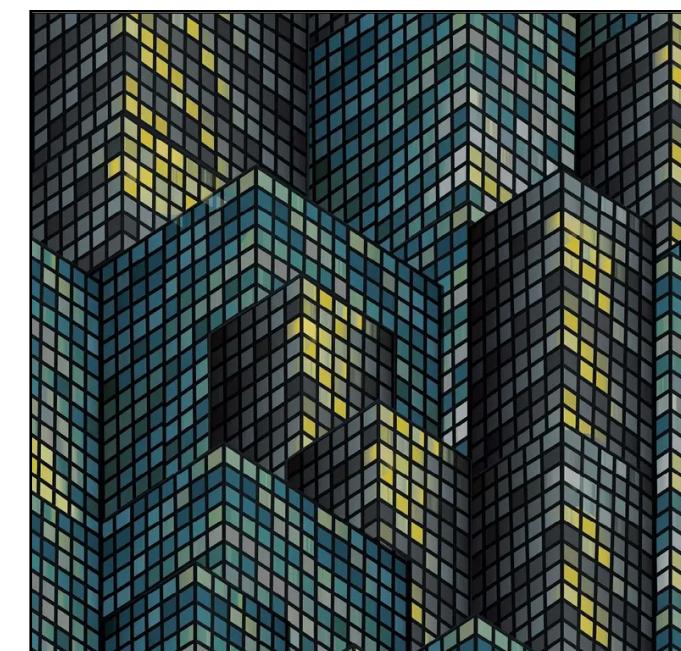


02

Space Planning



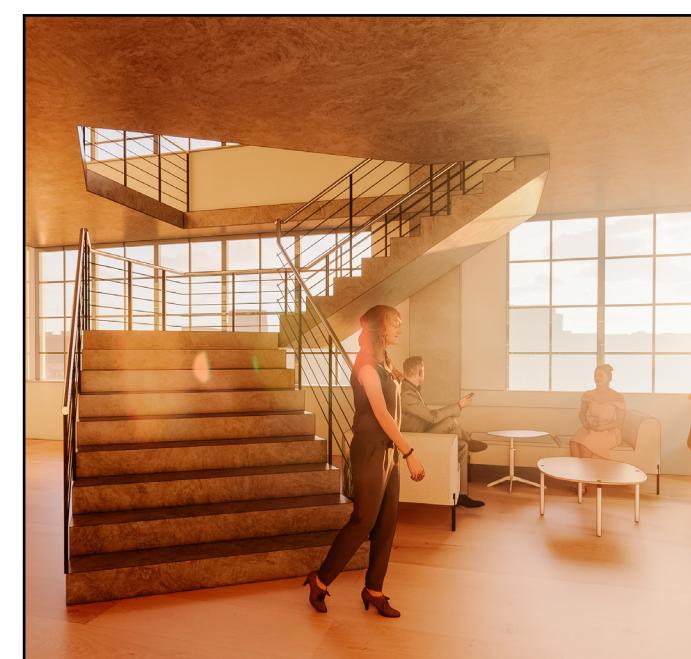
Space planning and problem solving development.



03

Brand Ethos & Floor Plan

Information about the NEXT brand and their partners along with the floor plans for the space.



05

Axon Views & Renderings

This is where you get to see the space!

04

Materials, Finishes, & Furniture

The key materials, finishes, and furniture utilized throughout the space.

01 - Research

During my research stage, I found a lot of info about designing spaces for all on Steelcase's website and blogs. Here are some of my research findings:

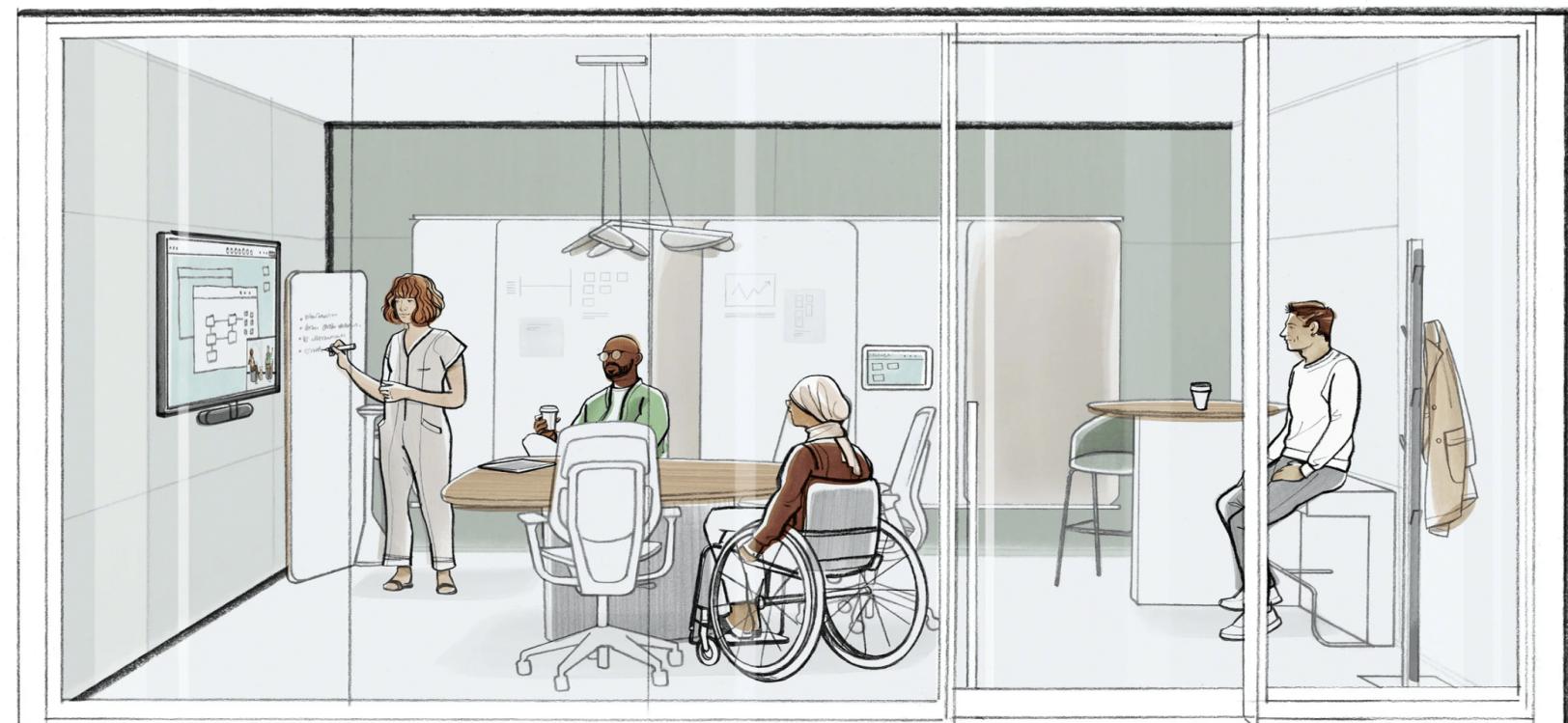
Making Space for Well-Beings

This article dives into designing spaces that support both **mental and physical well-being**, for all. Workspaces like this Steelcase NEXT space should have elements like **mothers' rooms** and **wellness spaces** that reduce stress, enhancing overall employee performance. “[The workplace] can not only signal a culture of acceptance but communicates that the organization actually **cares** about employees as human beings.” (*Steelcase on making spaces for well-being*).



Spaces for All

Designing for all involves designing spaces with **inclusivity** in mind. It is important to consider designing **adaptable spaces** that cater to many **different needs**, especially for individuals that may be neurodivergent or have trouble in new spaces. Key considerations for designing these spaces include features such as **sensory accommodations, modular furniture layouts, and accessible design**. “An environment that balances me + we in wellbeing is proven to reduce stress and cultivate a healthy, resilient community.” (*Steelcase on designing spaces for all*).



Research

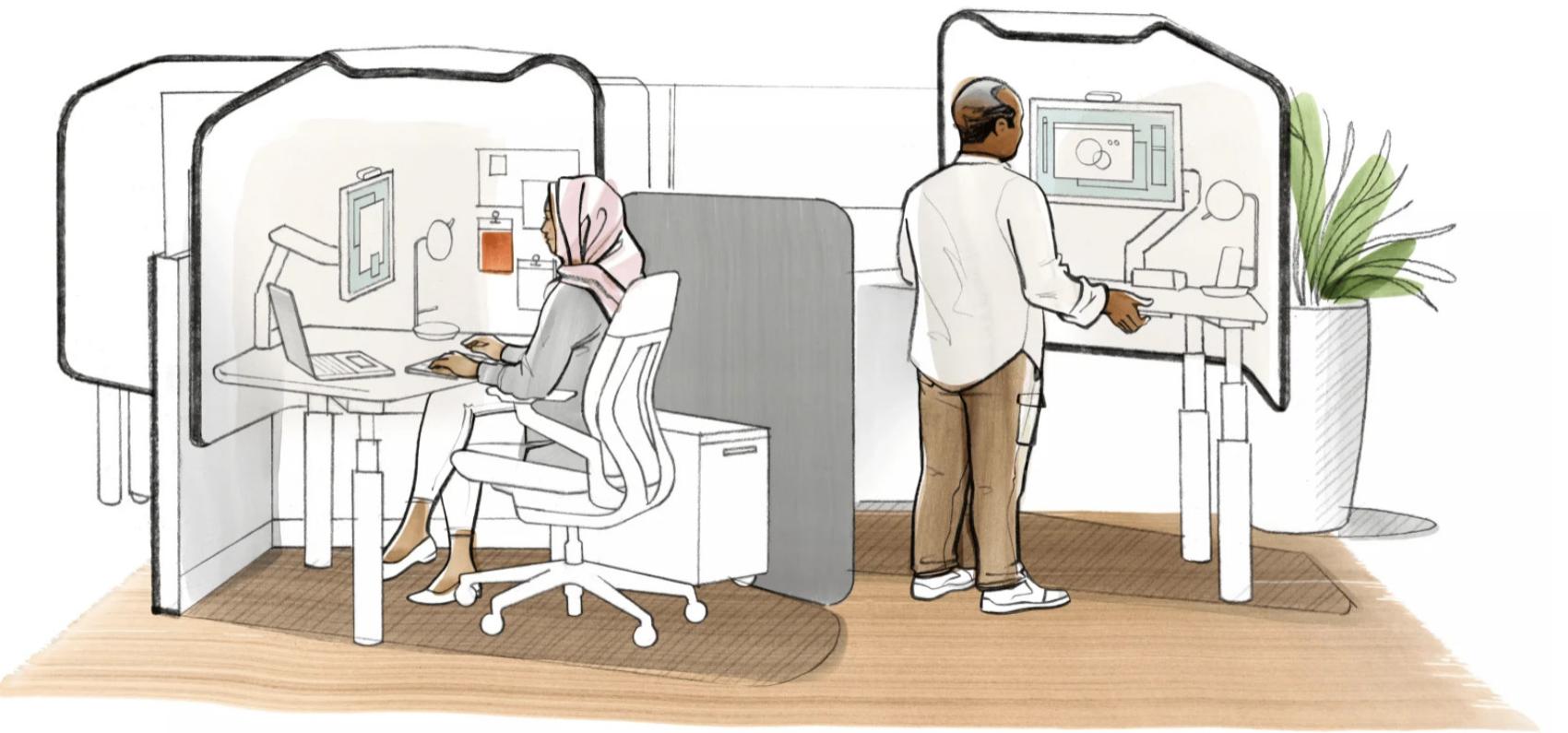
Inclusive Design in Practice

Inclusive design can and will often display the importance of **accessible design**. Designing for all is about creating spaces that are accessible to all, **recognizing a range of abilities and disabilities**. “Inclusive design is a process that invites people in, honors their voice and provides them with an opportunity to participate.” (*Steelcase on inclusive design in practice*).

Designing With, Not For

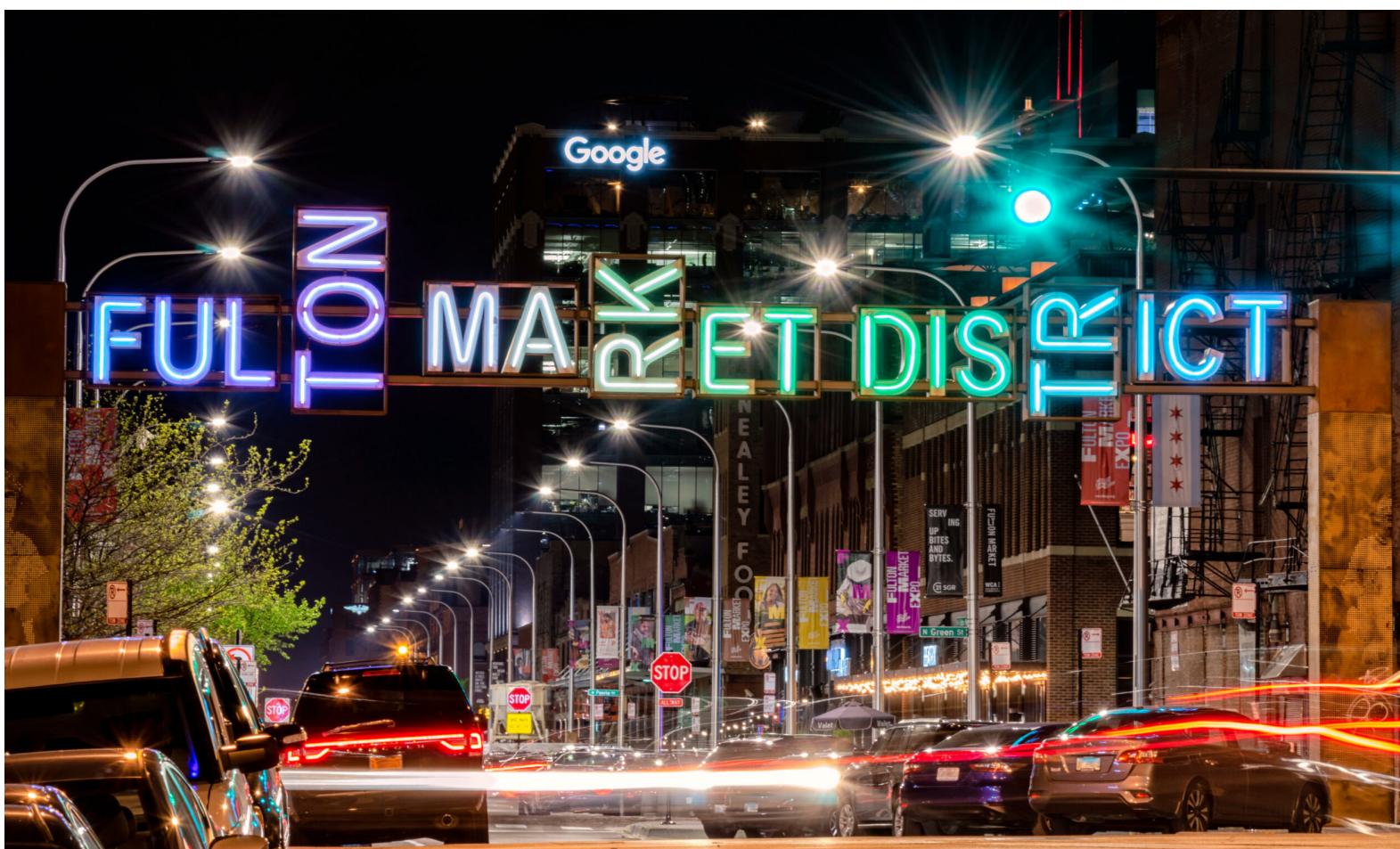
This approach to design focuses on designing workplaces in collaboration with both **marginalized** and **underrepresented** groups while **respecting** their **specific needs** rather than assuming what their needs are for them. “**Nothing about us, without us** is traced back to the South African disability rights movement of the early 1990s and communicates the idea that any decision affecting a group of people should not be made without the direct participation of the people being impacted.” (*Steelcase on designing with, not for*).

All of these articles advocate for workspace design that is **human-centered, flexible, and inclusive for all**. It is important to make sure that every individual using this space will feel **supported** and **comfortable** in their workplace. It is also vital to design spaces that not only meet the functional needs of the people who will reside there, but also contribute to the **larger community** that surrounds the NEXT brand and its partners.

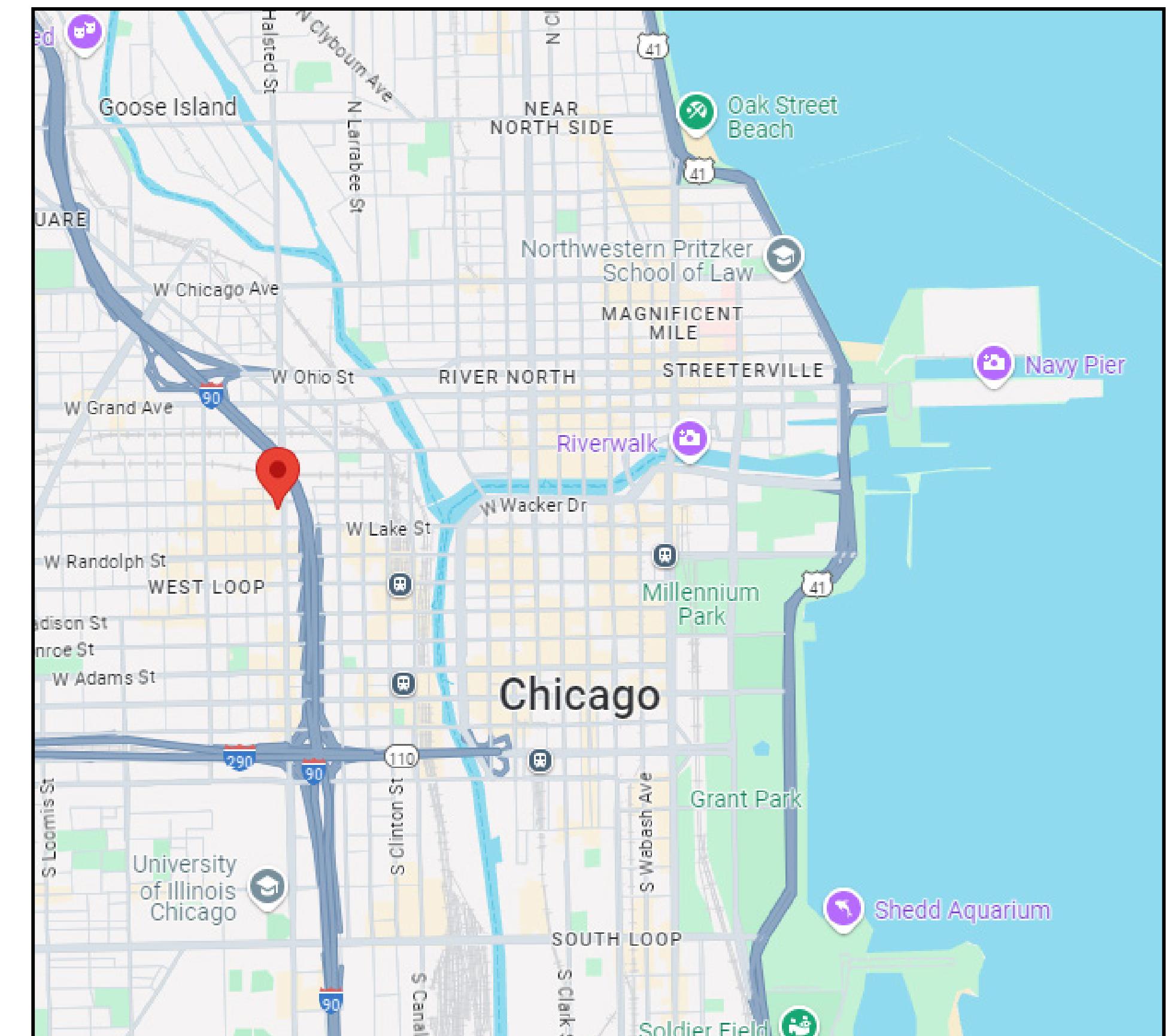


Site Location and Info

The NEXT office is located in West Fulton Market, Chicago, IL. This location is known for its rich history and industrial roots, and has been transformed into a neighborhood full of culture, restaurants, and businesses. This area reflects Chicago's transformation over the years, blending the old industry structures with new modern buildings and industry, symbolizing the city's growth over time. The area is also home to various art galleries, tech companies, and advertising firms, just like NEXT.



800 W Fulton Market. Image Credit to CSS Difference



Concept Development

Chicago is a transportation hub in the Midwest with lots of **community, culture, and connectivity** that help shape its **industry**. This industry is what has shaped Chicago into an ever-developing region that is still “**reaching for the sky**,” and it all starts with **people**.



One
Person

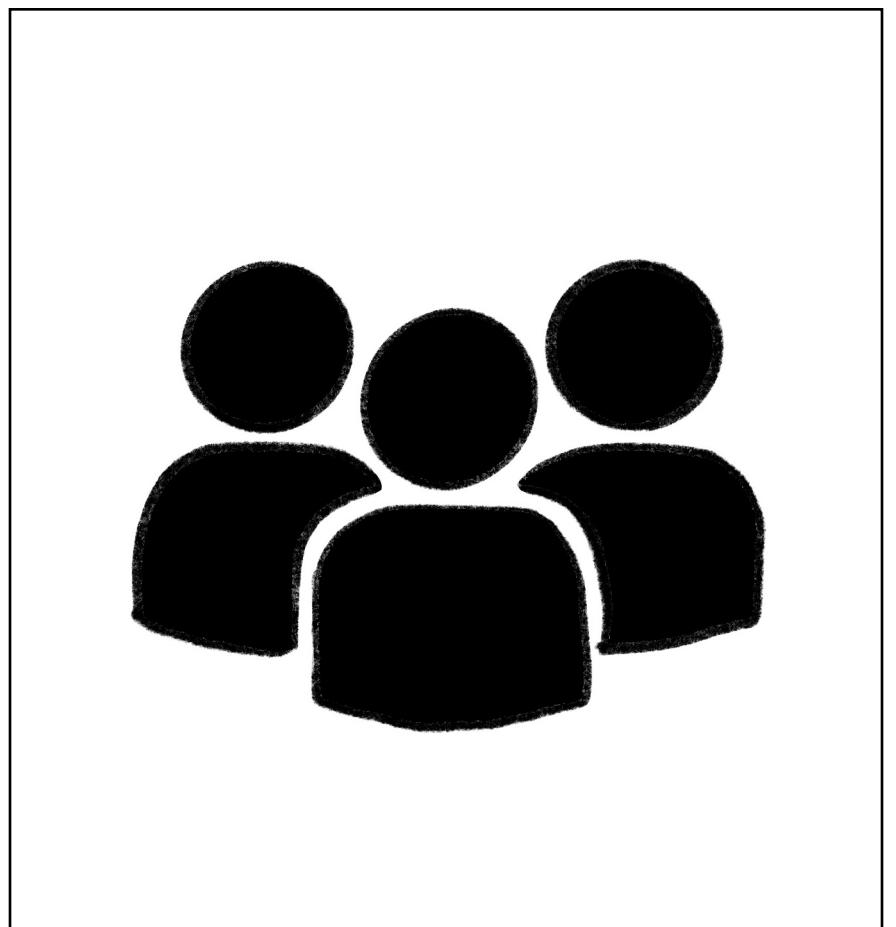
Community

Industry

Based off of the concept development, I will:
Utilize **durable and timeless** materials like **steel, concrete, and wood** to symbolize and recognize the strength and stability of **past industries**.

Concept

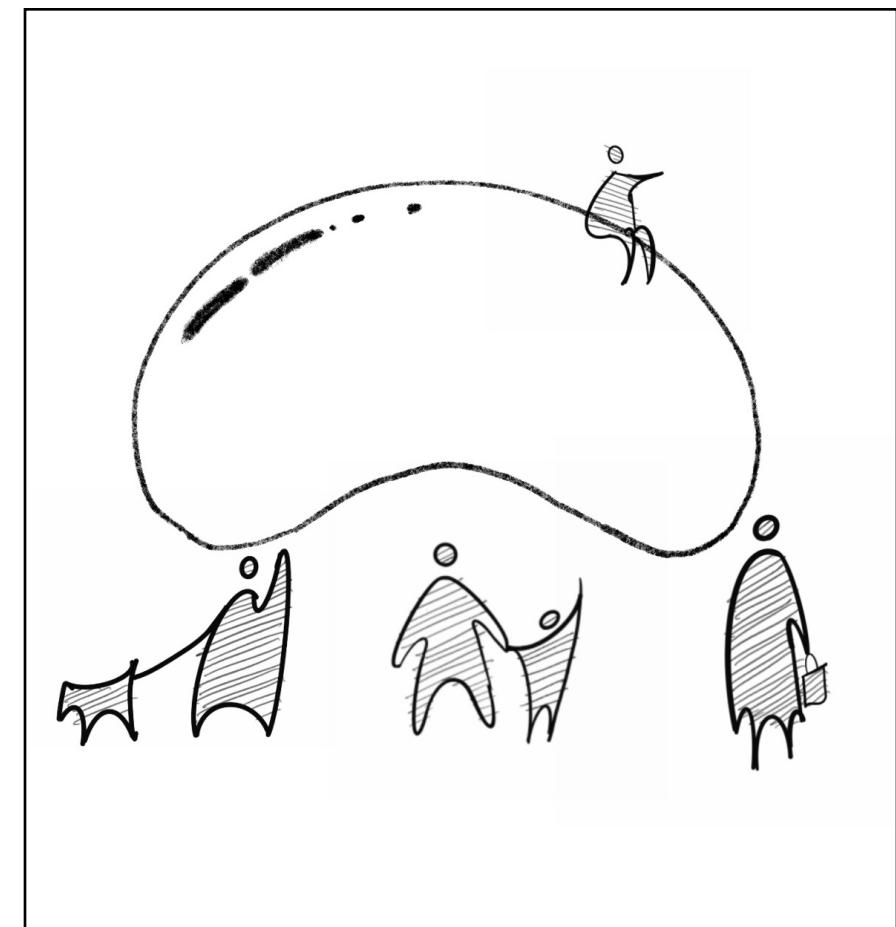
The concept, **"Reach for the Sky,"** reflects Chicago's drive for both **industry** and **growth**. The concept is inspired by Chicago's skyline and deep **industrial legacy**. The space helps **connect generations**, blending heritage and the **raw materials** of Chicago's past innovation to inspire the **NEXT** employees to reach **for something greater.**



The People

The core of the city

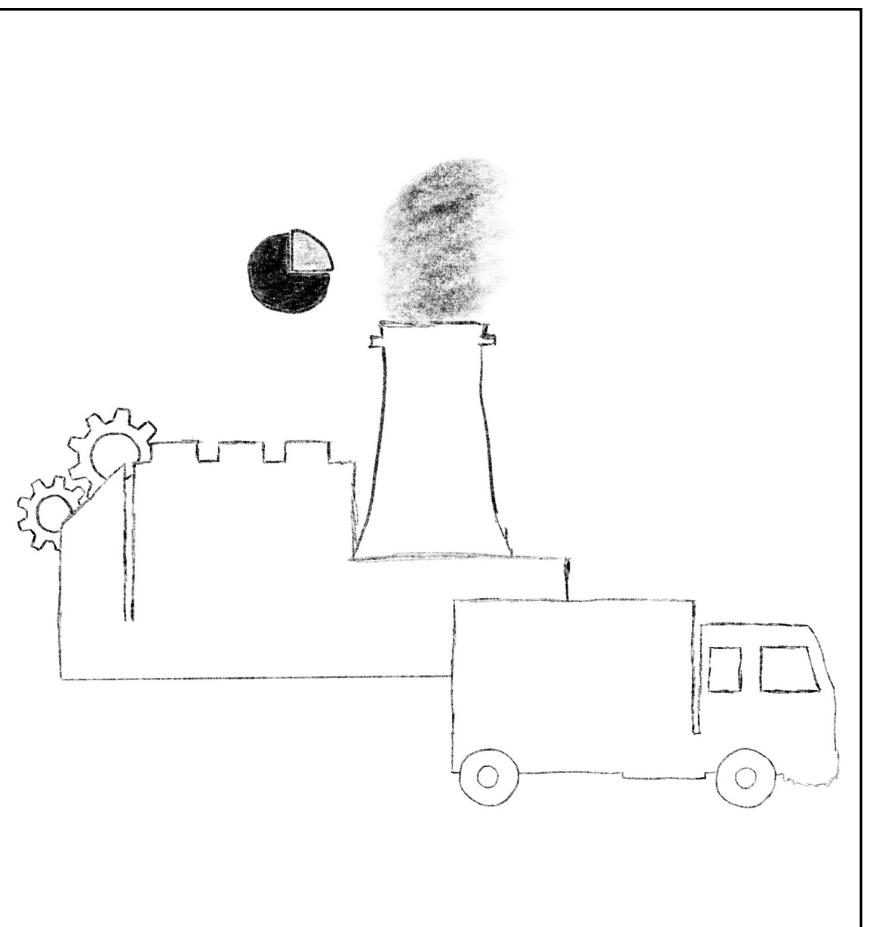
One person is enough to make a difference.



The Community

When people come together

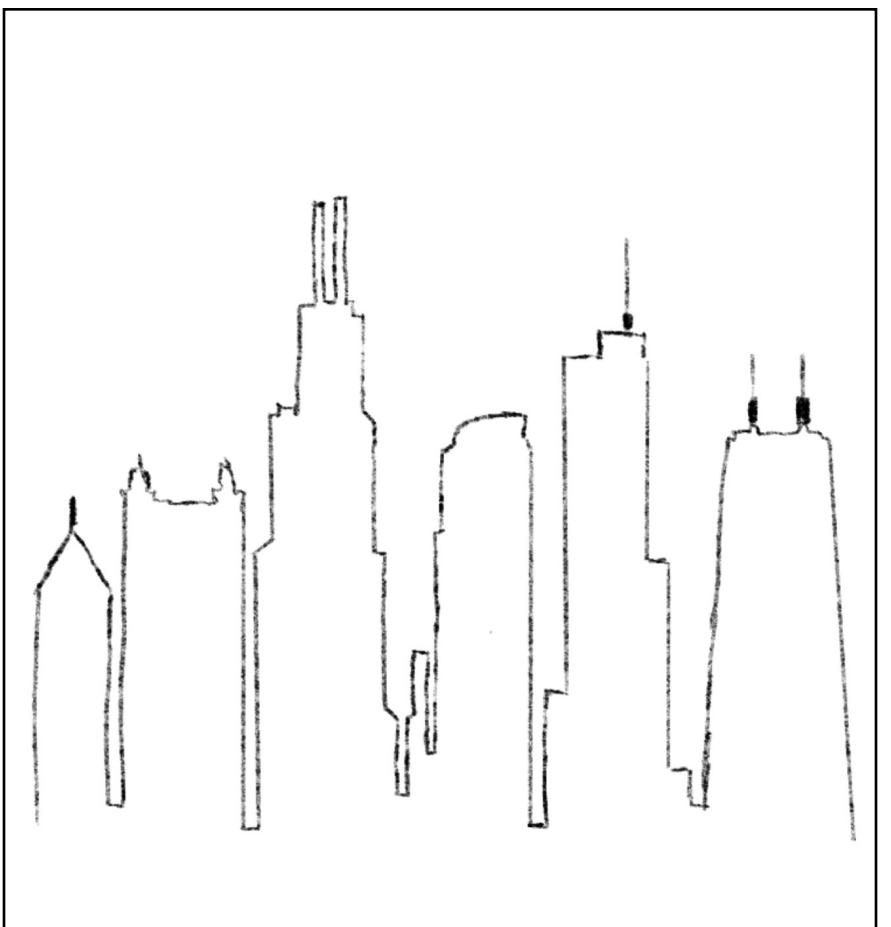
Community is how the city grows, functions, and thrives.



The Industry

Pushing the Midwest forward

Industry helps Chicago (and the Midwest as a whole) grow and develop even further.

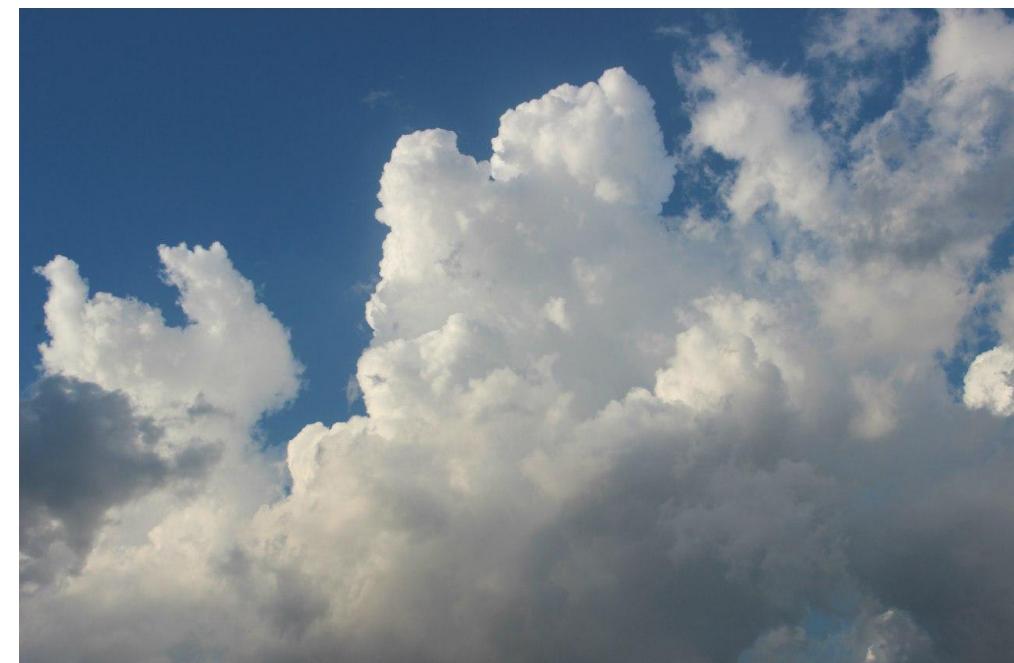


The Skyline

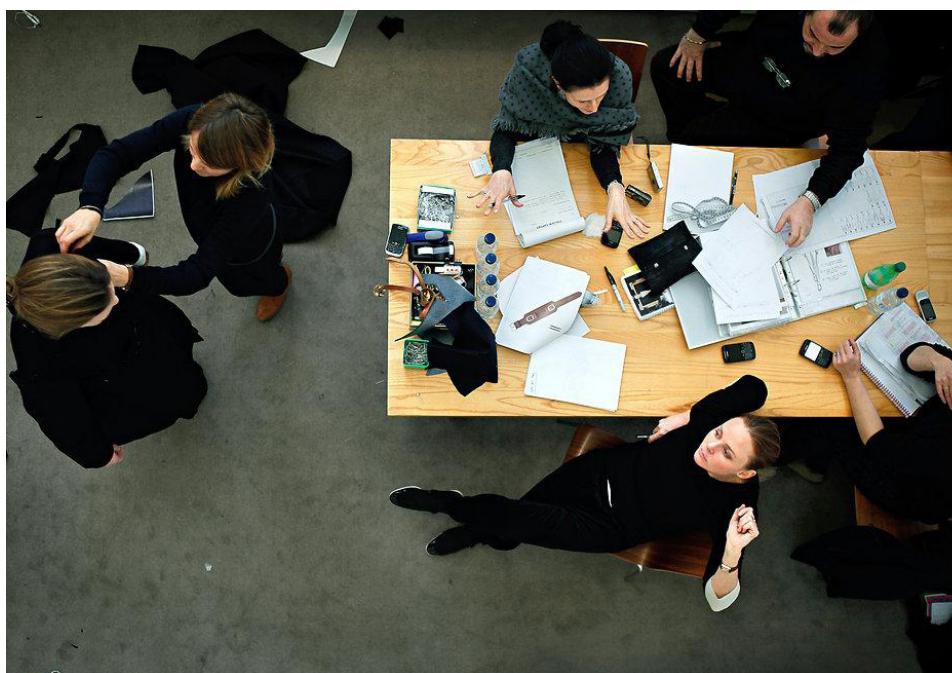
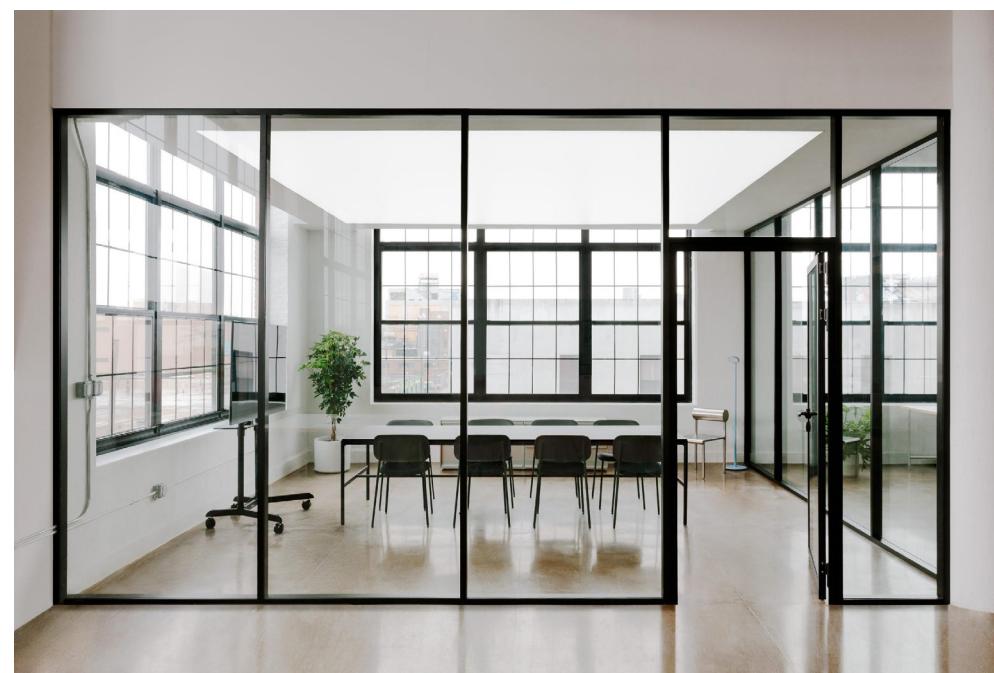
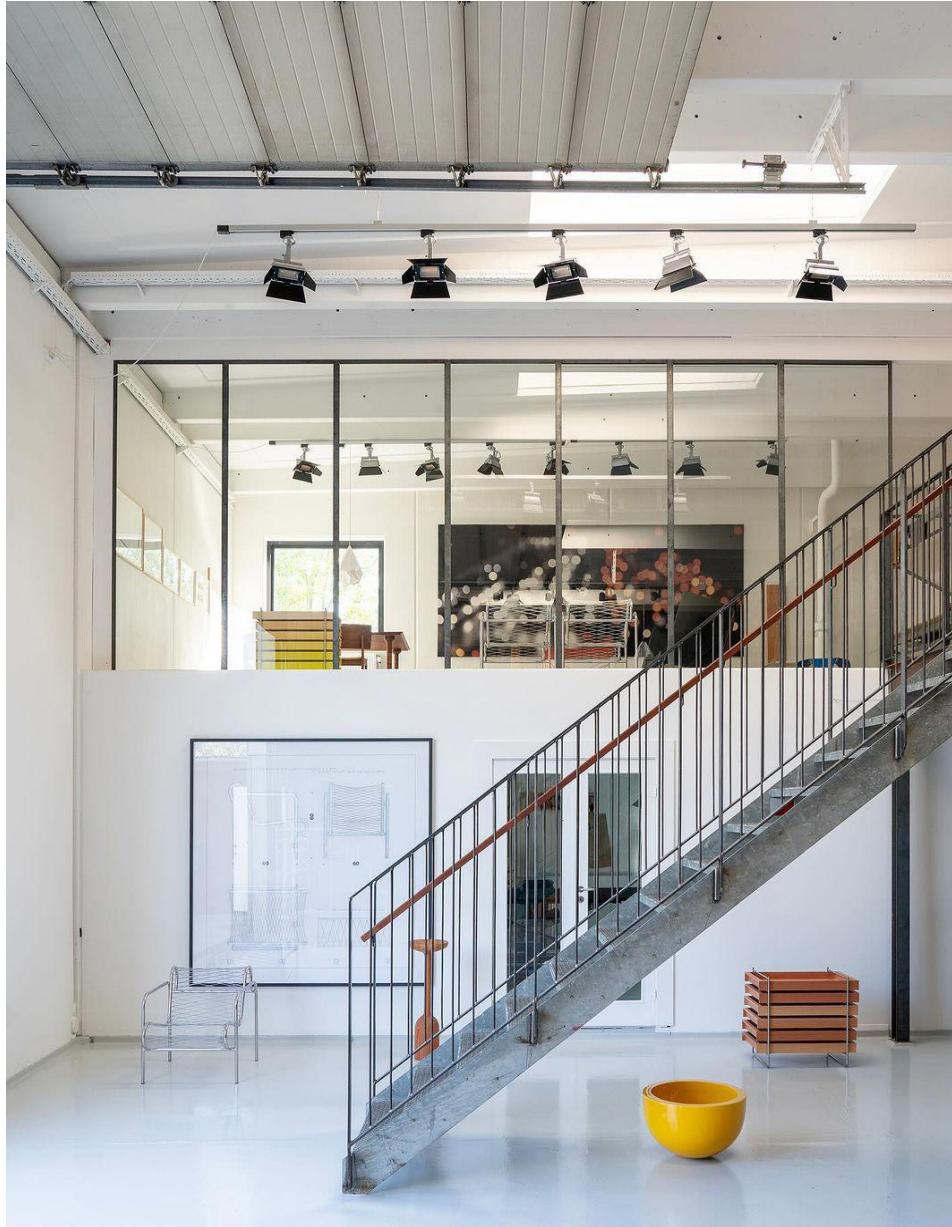
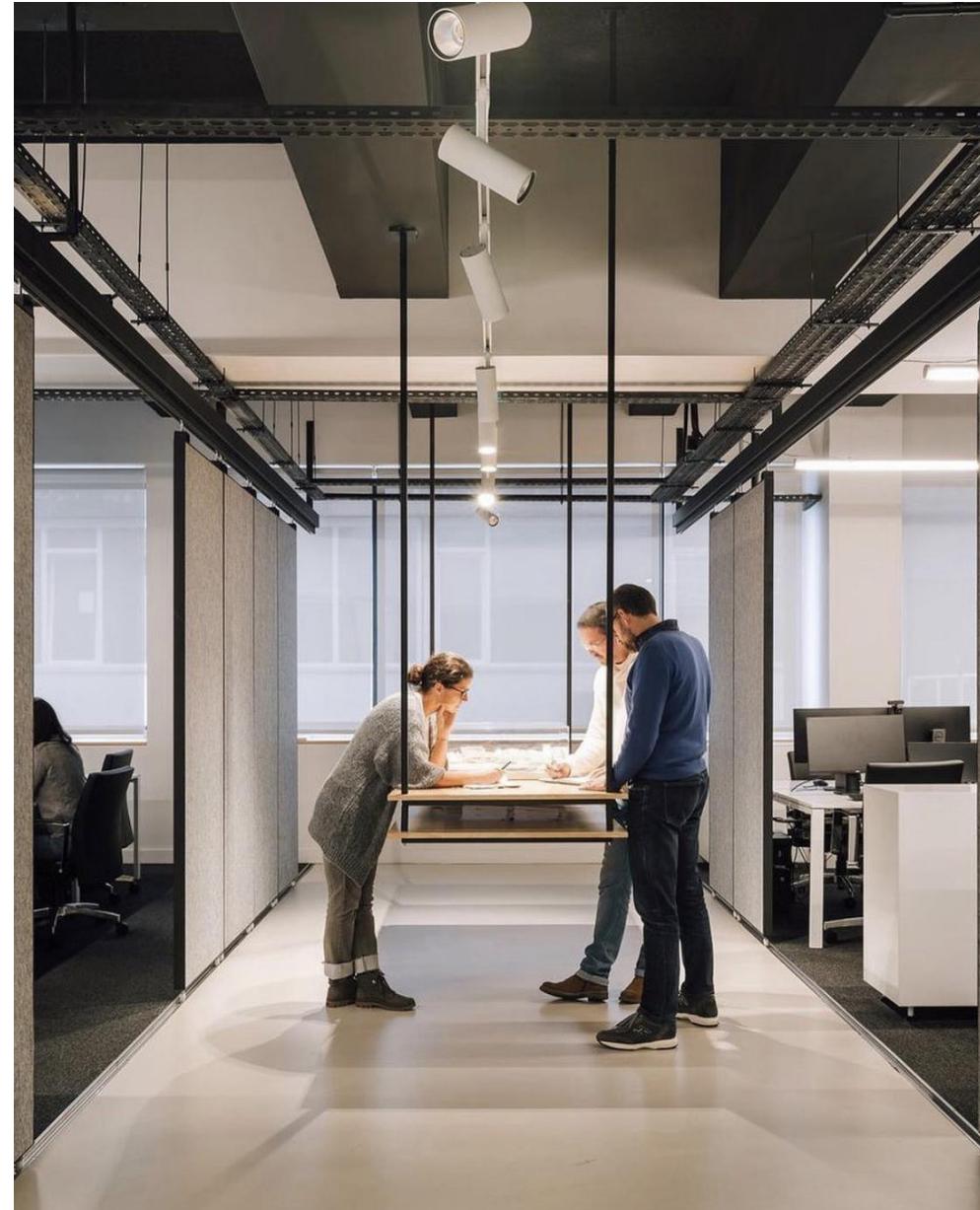
A symbol of Chicago

The Chicago skyline is a vital part of how the city functions and is perceived.

Mood Board

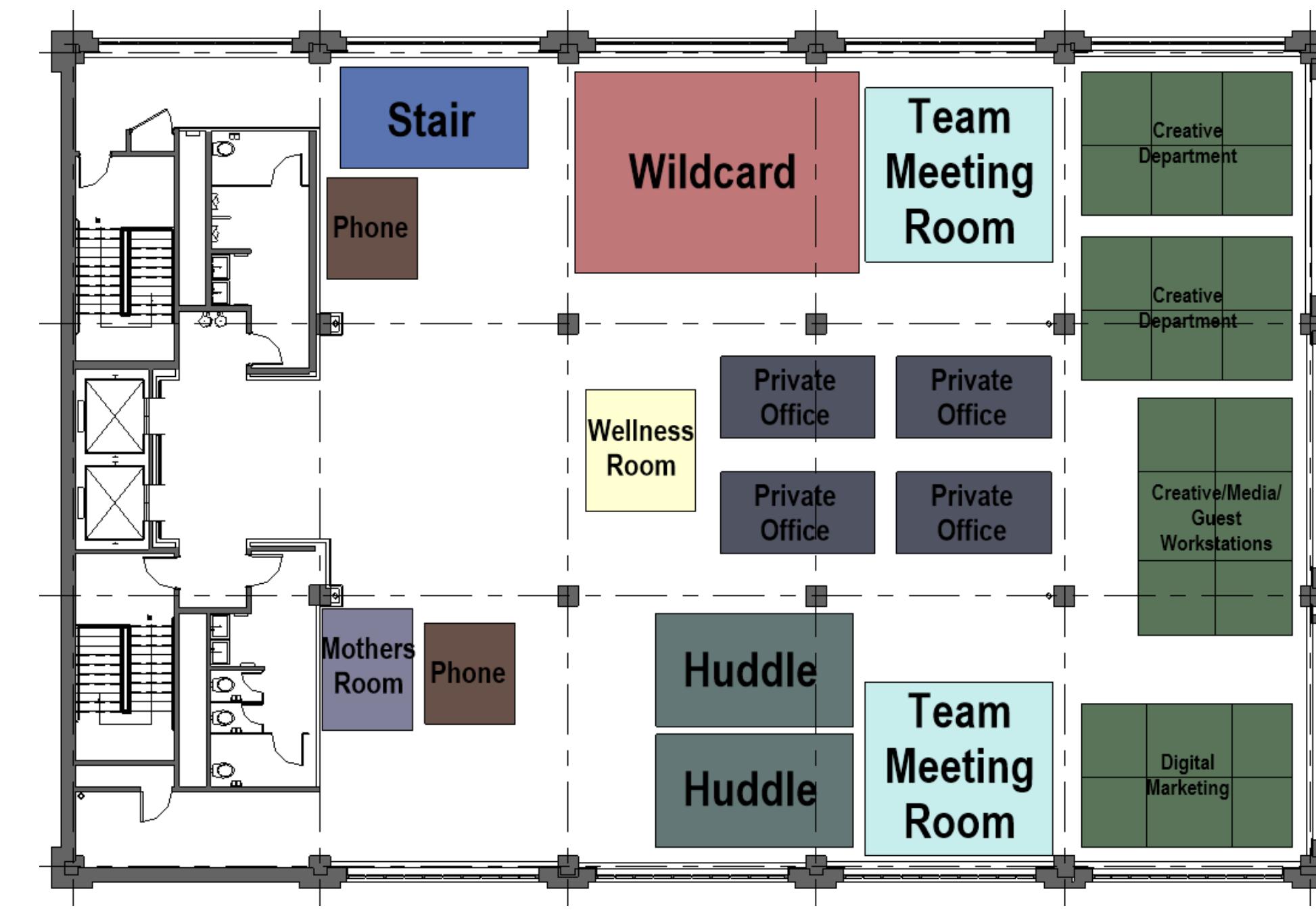
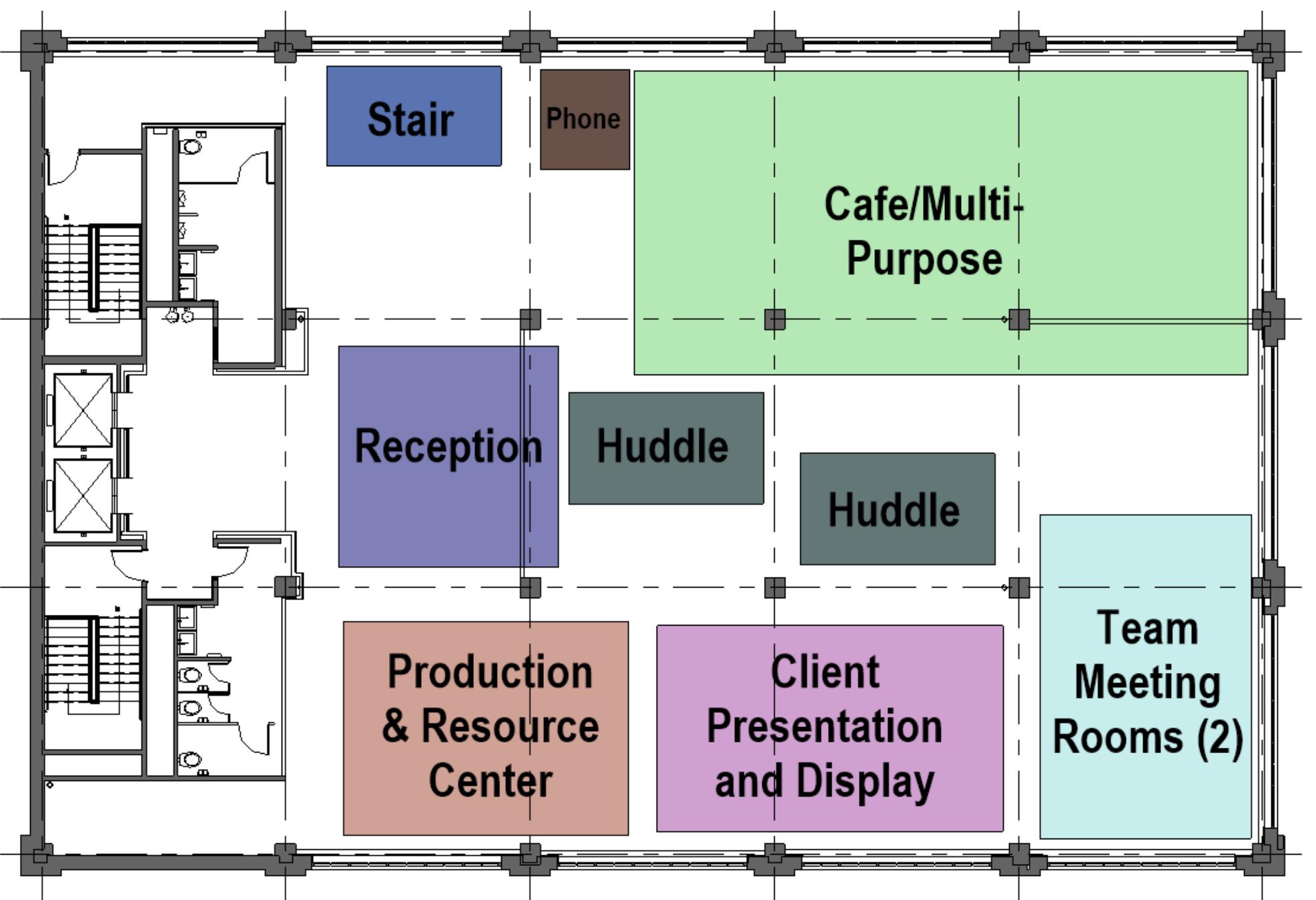
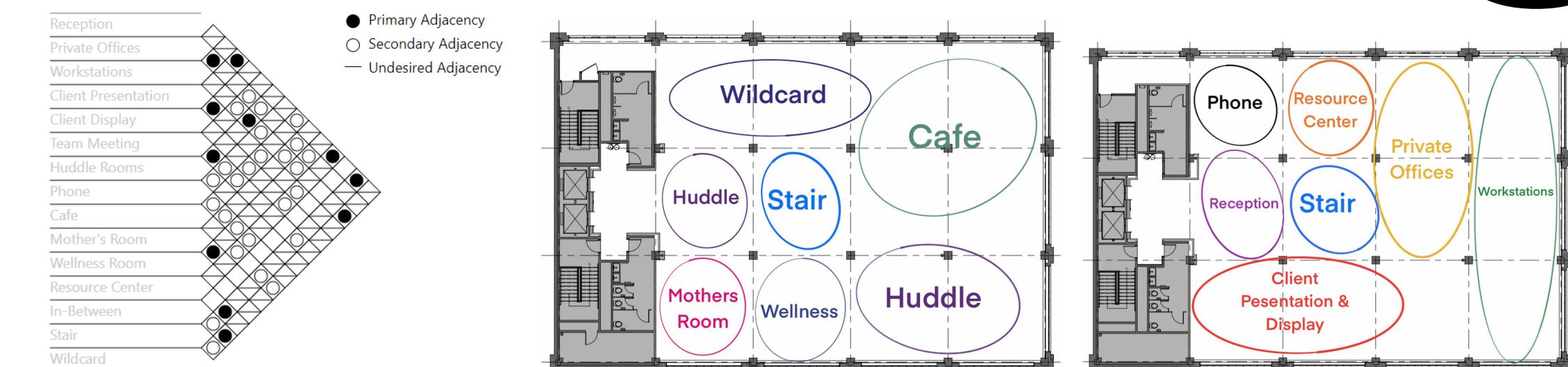


Inspiration Imagery



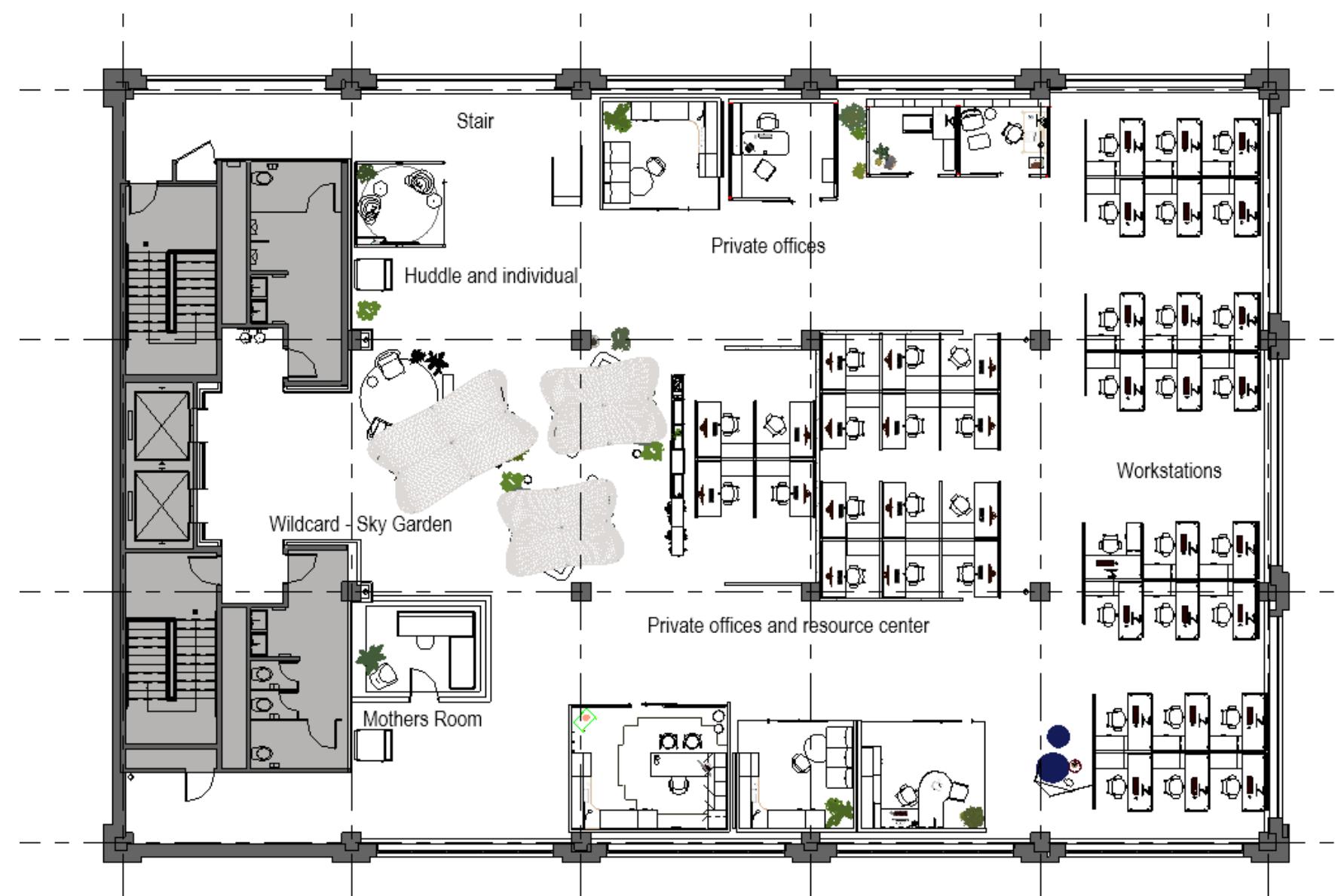
02 - Space Planning

Final block plans and the certain snippets of my space planning process, including bubble diagrams and my adjacency matrix.



Space Planning (continued)

The space planning process consisted of some ctrl-z, and a lot of ctrl-c + ctrl-v.



Early development of the second floor

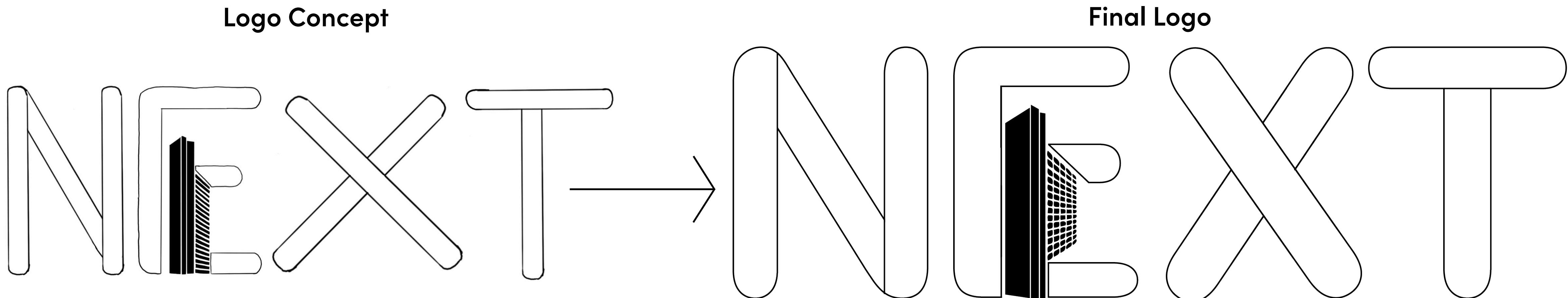
Space planning for an office space may not be as simple as it seems at first glance. It is important to consider acoustics, the placement of every room, and ADA requirements. Walls and furniture moved around during the space planning process quite often, as interior design for large spaces like this will likely feel and function like a puzzle. I am constantly learning, and I still have a long way to go before I fully understand the space planning process, but this project did help me develop space planning confidence and expand my skillset concerning floor plans quite a bit.

As I continue to learn and my skillsets evolve, I am constantly reminded how important it is to space plan well. I'm sure I will look back at this project in a few years and realize how little I really knew, but that is often the beauty of learning from past work. The same thing happens with my photography all of the time.

03 - Brand Ethos

Development of the logo and the NEXT brand identity

I wanted the logo to stay simple while leaning into the concept and connecting to the ideals of the NEXT brand. Diagonals were a common theme in both the space planning process and the development of the mood board, so I decided to bring them into the logo as well. I also wanted a little graphic that connected to the Chicago skyline, so I built some skyscrapers and windows into the E to get the idea across without being too distracting. The final logo ended up being a little bubblier than the concept, with the rounded edges being given more room to breathe.

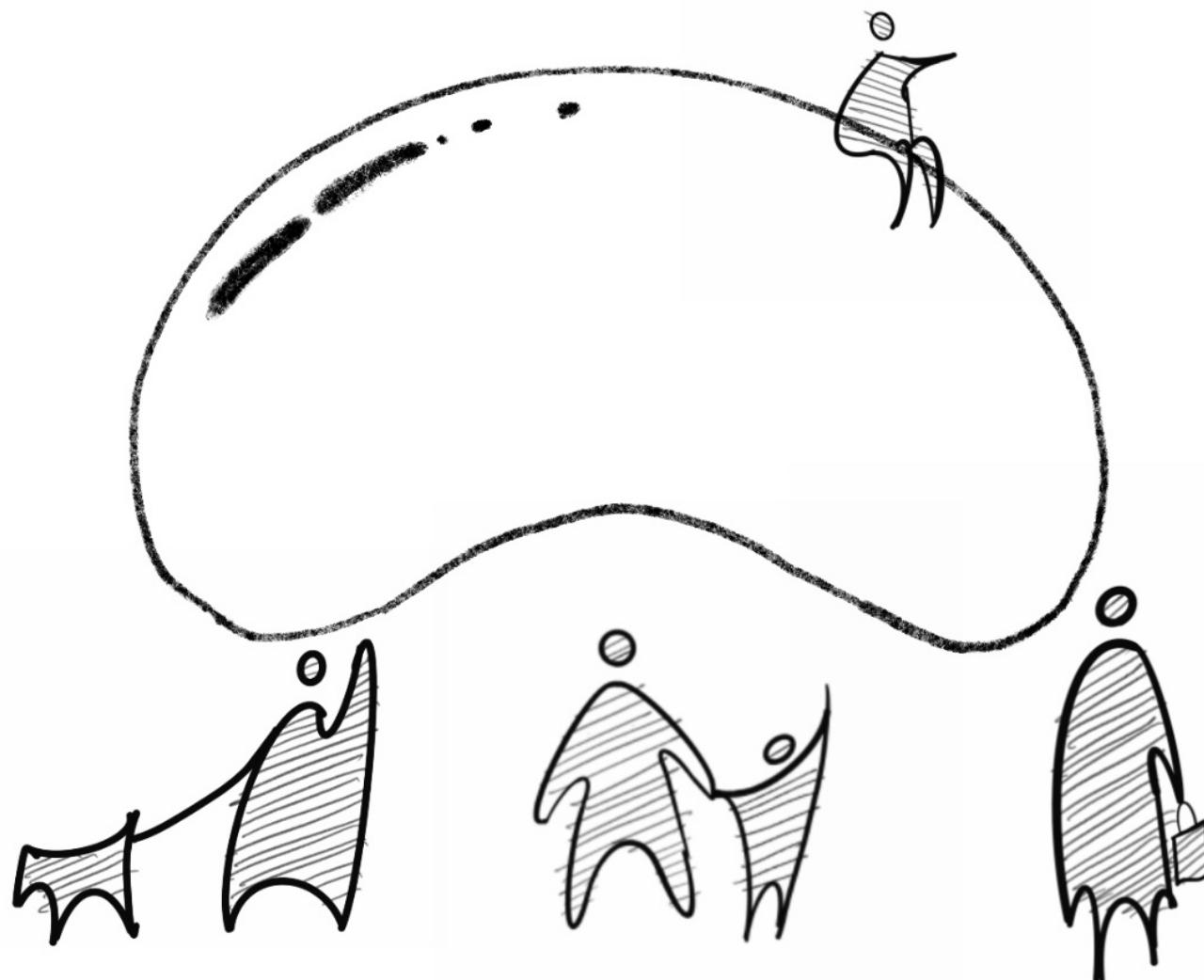


Design Principles

Inclusive Design -

Design for **every generation**

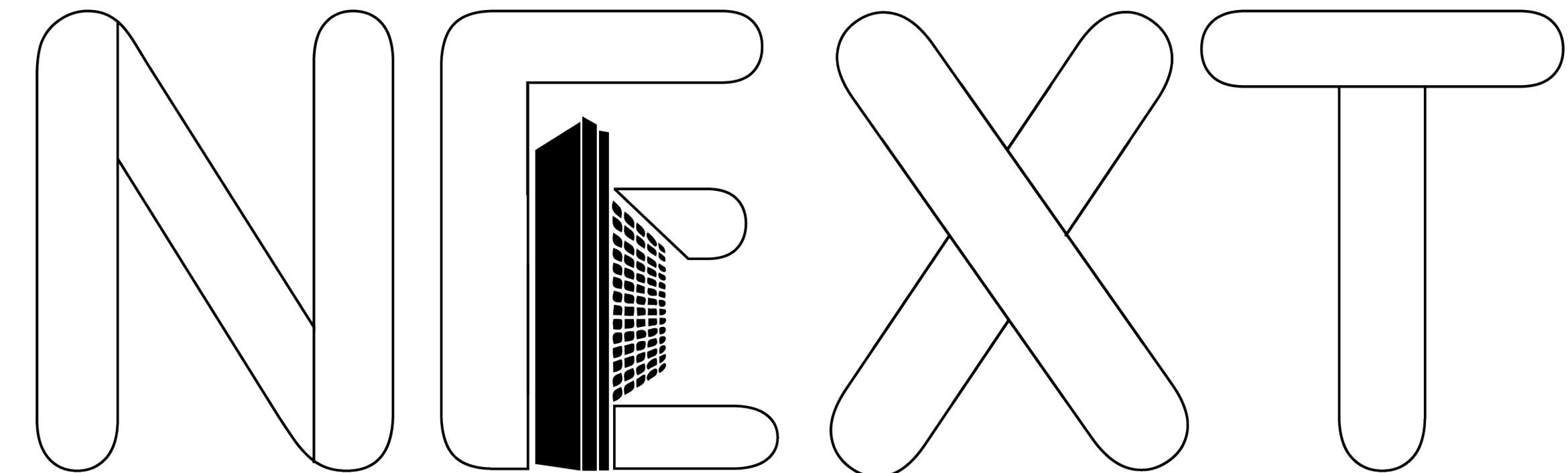
- Baby Boomers born between 1944-1964 (ages 60-78)
- GenXs born between 1965-1979 (ages 44-59)
- Millennials born between 1980-1994 (ages 28-43)
- GenZs born between 1995- 2015 (ages 12-27)



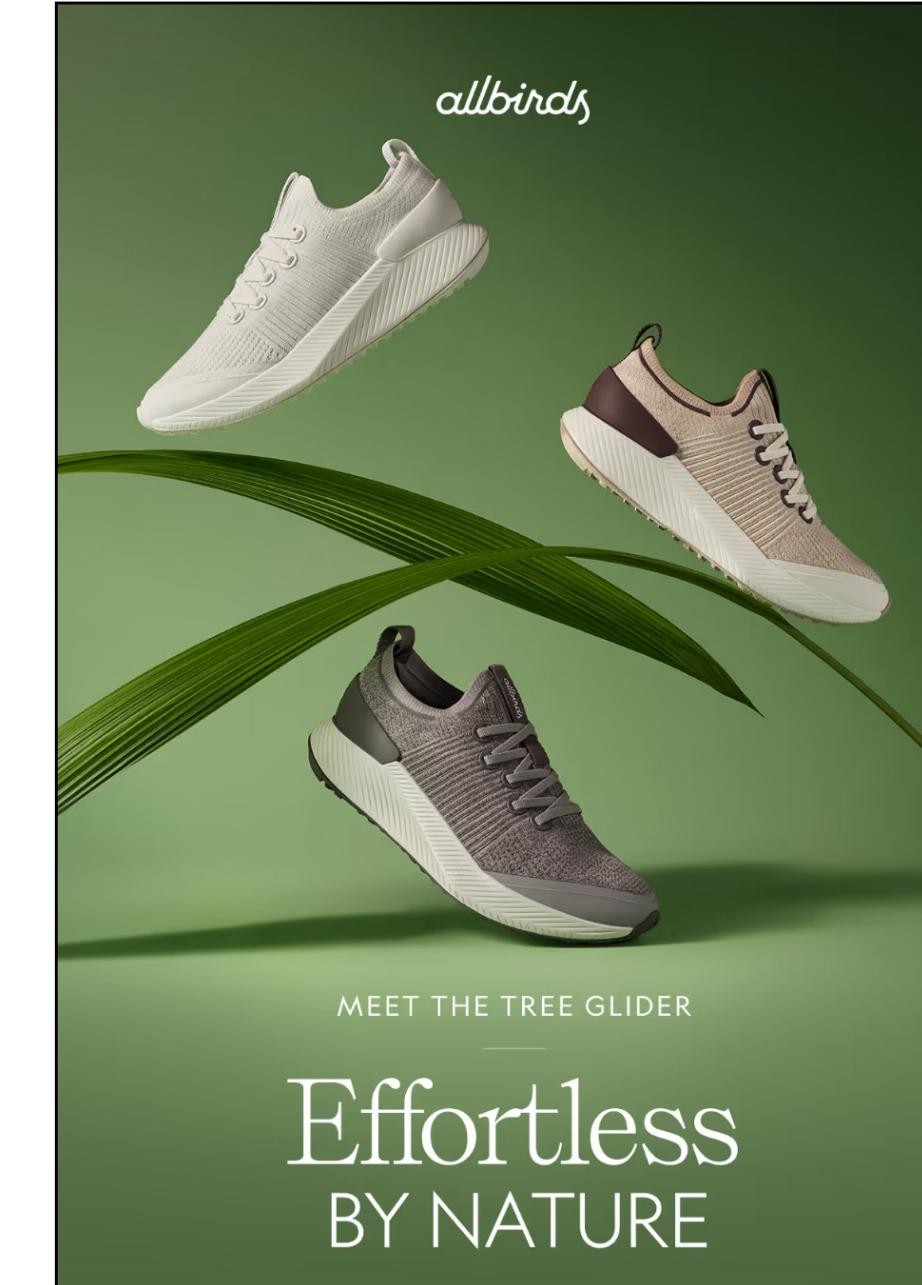
Unique Value Proposition –

What does NEXT bring to the table that other agencies may not?

- NEXT and their employees are **more engaged** with partnered brands.
- NEXT stays ready to support a **diverse range of employees**.
- NEXT fosters a **collaborative culture**.
- NEXT promotes **diverse storytelling** through their work.
- NEXT is a **dog friendly office**, allowing pets in their space.



The brands that NEXT has decided to partner with



bai®

HARRY'S

allbirds

SHAKE SHACK

Deep Dive - The Brands



Bai is a **low-calorie, antioxidant-infused** beverage brand. Their products push drinking something a little healthier while still having great taste. Bai's marketing seems to appeal mostly to **younger demographics seeking healthier options**. NEXT will offer Bai products throughout the facility in spaces like the **work cafe** and the **client meeting room**.

HARRY'S

allbirds

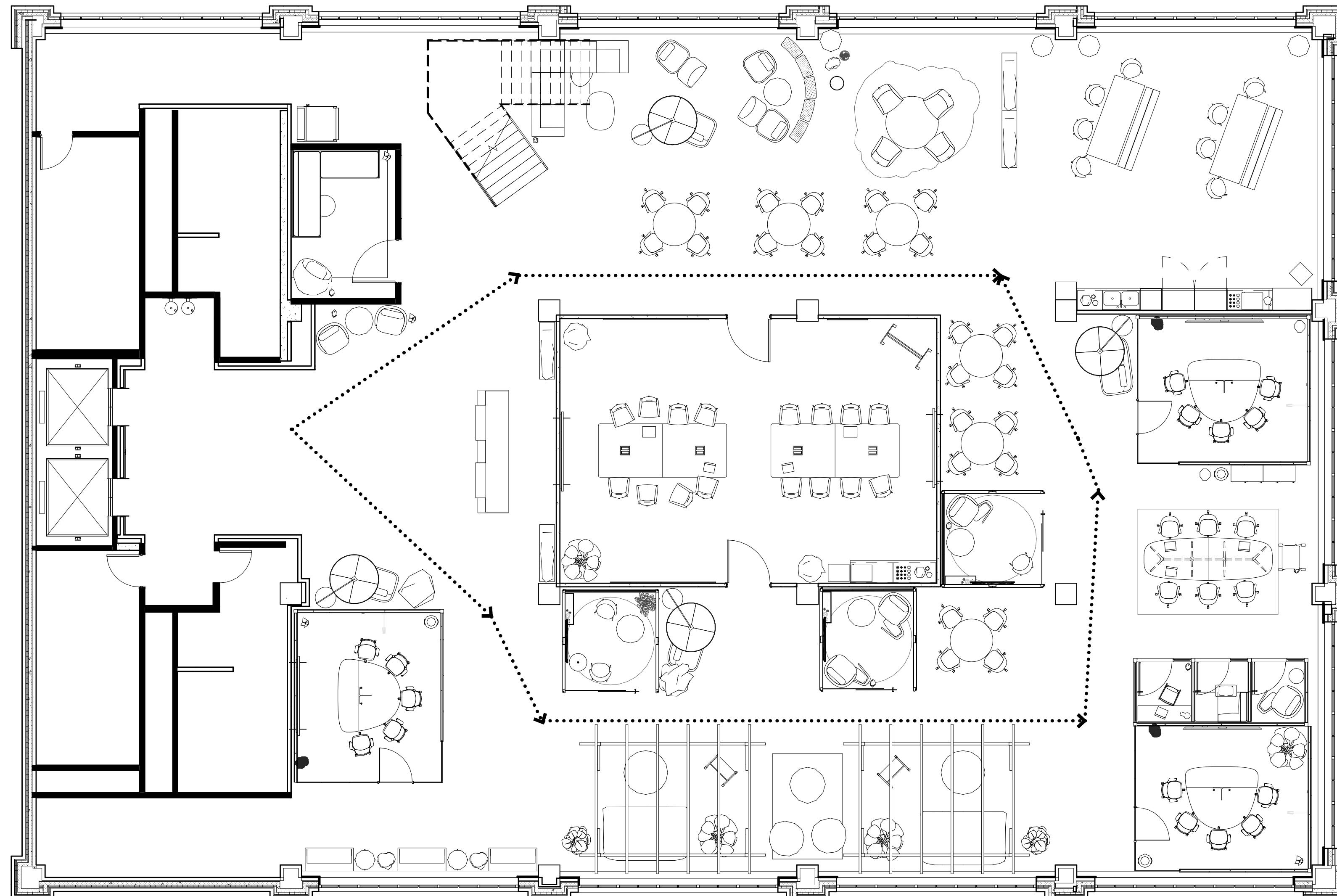
Harry's is a direct-to-consumer grooming company that specializes in **razors** and **skincare** products. They are known for their **simple** and **clean** designs, unique brand storytelling, and quality products. A range of Harry's products are **provided to NEXT workers for free!**

Allbirds is a shoe brand known for its focus on **sustainability**. Allbirds takes advantage of **eco-friendly materials** like **wool** and **eucalyptus** in their shoes. Allbirds has modern and minimalist branding that emphasizes the comfort of their products and their **environmental responsibility**, making it a compelling choice for a firm like NEXT, who is always looking forward.

SHAKE SHACK

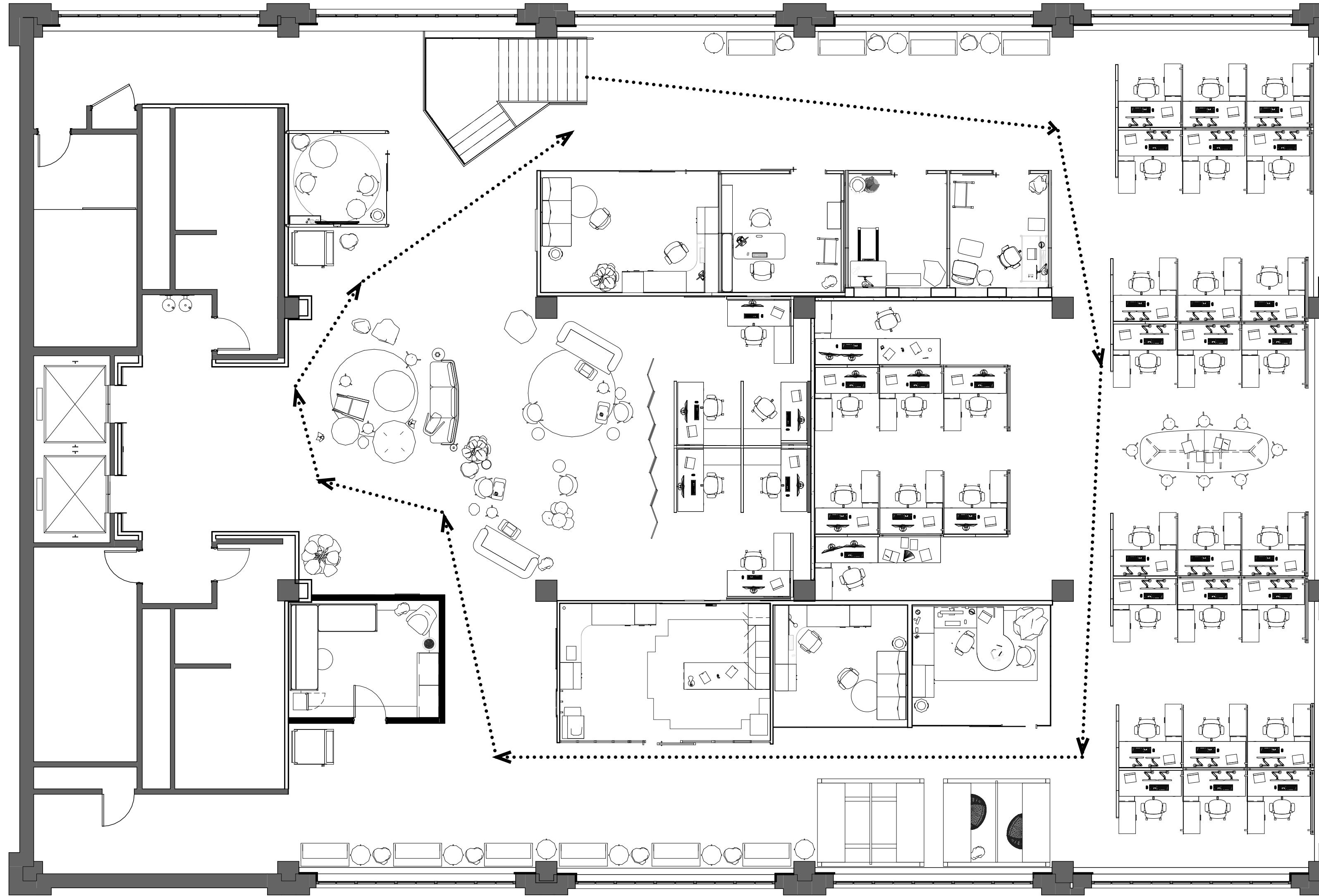
Together, all of these brands will provide a wonderful dynamic mix of **sustainability**, **health-consciousness**, and **bold modern aesthetics**, aligning well with NEXT's commitment to **cultural impact, creativity, and moving the industry forward**.

Floor Plan - Level 6



The floor plan ended up being very open. I wanted to make the space feel open but also provide enclosed areas for refuge, heads-down work, and group work. Level six is centered around the reception area and the client presentation space, allowing one to walk either left or right when they enter the space. If they turn left, they will go towards the stair and the cafe. If they choose to go right, they will enter into a space with lots of areas for collaboration with a mix of office seating and lounge seating.

Floor Plan - Level 7



The seventh level is centered around the wildcard space, the Sky Garden. This space is positioned so that most of the light from the skylight will pierce the space, allowing natural light to flood the Sky Garden during the day. This space also provides shelter and the Steelcase canopies diffuse light, making one almost feel like they are in a forest. The rest of this space is built around the private offices and workstations. It is intended for one to take a circular route through the seventh floor.

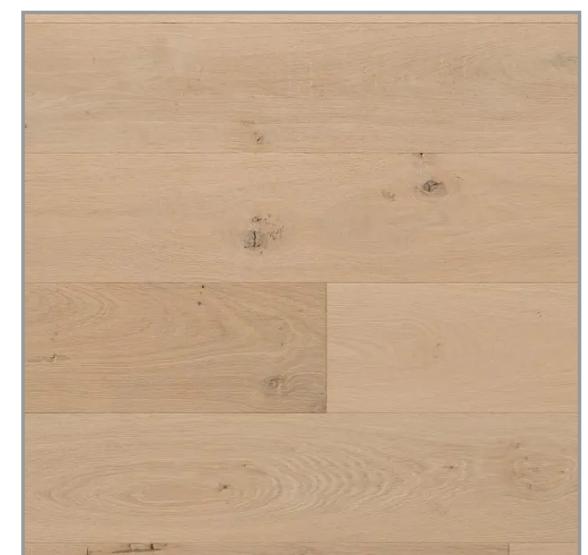
Rendered Floor Plan - Level 6



- A - Reception
- B - Client Presentation
- C - Cafe
- D - Team Meeting Rooms
- E - Wellness Space
- F - Huddle Rooms
- G - In-Between Spaces
- H - Stair



Huddle Rooms -
Orangebox Meetintg Pod



Flooring -
Kentwood Bohemia -
Brushed Oak North Shore

Rendered Floor Plan - Level 7



F - Huddle Room

G - In-Between Spaces

H - Stair

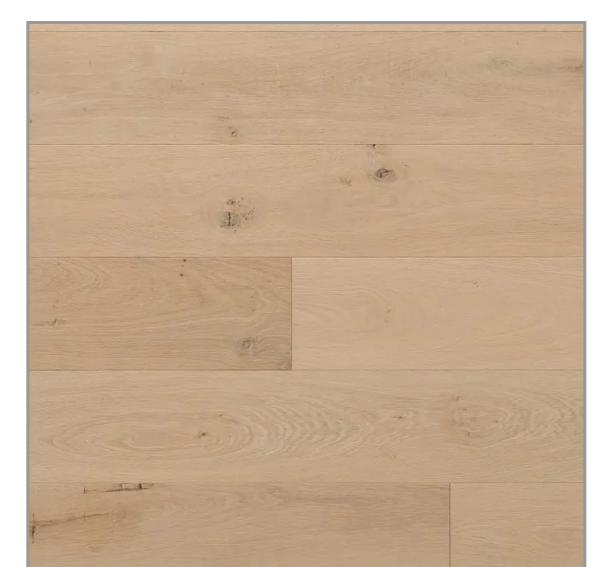
I - Private offices

J - Workstations

K - Resource Center

L - Sky Garden (Wildcard)

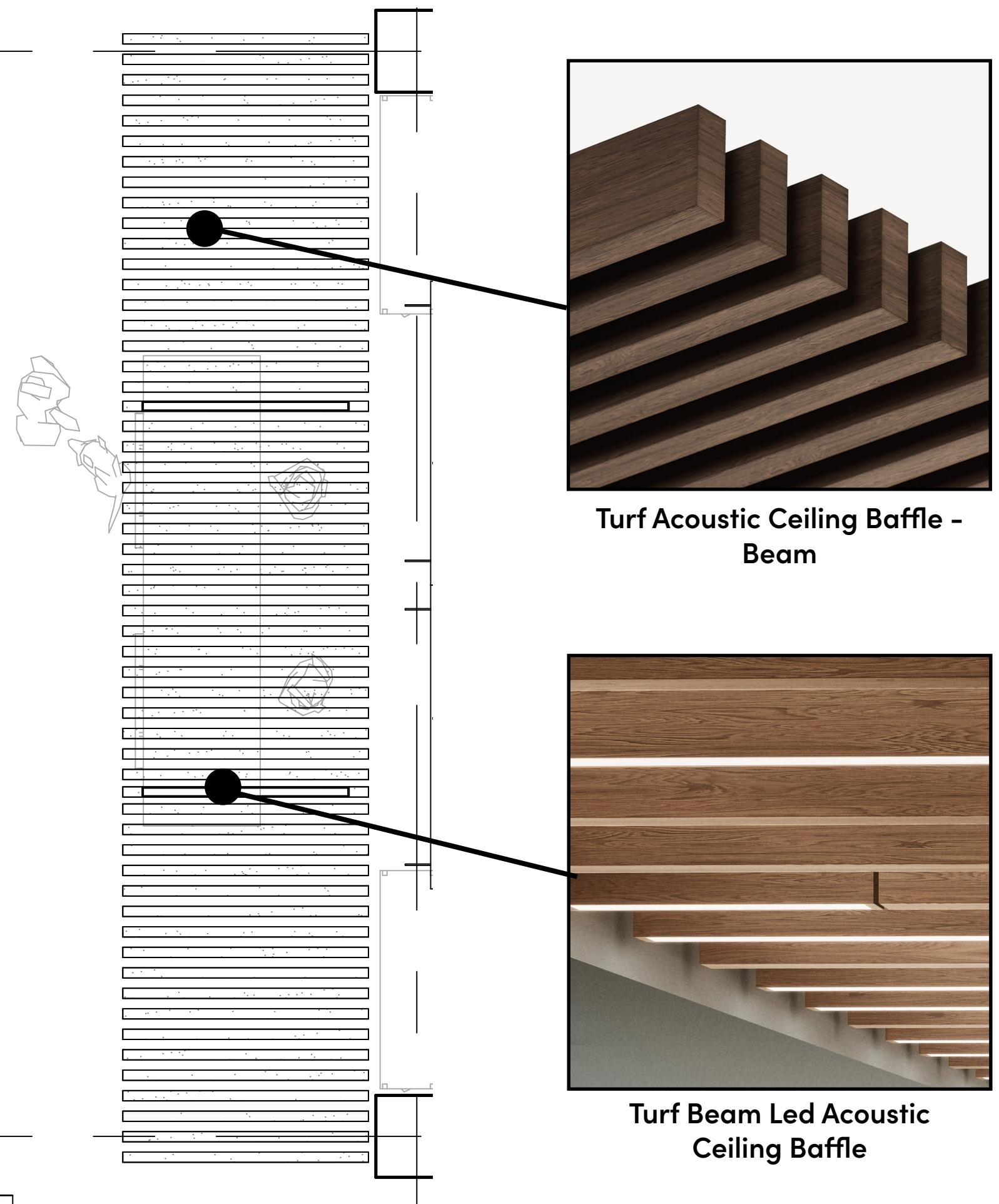
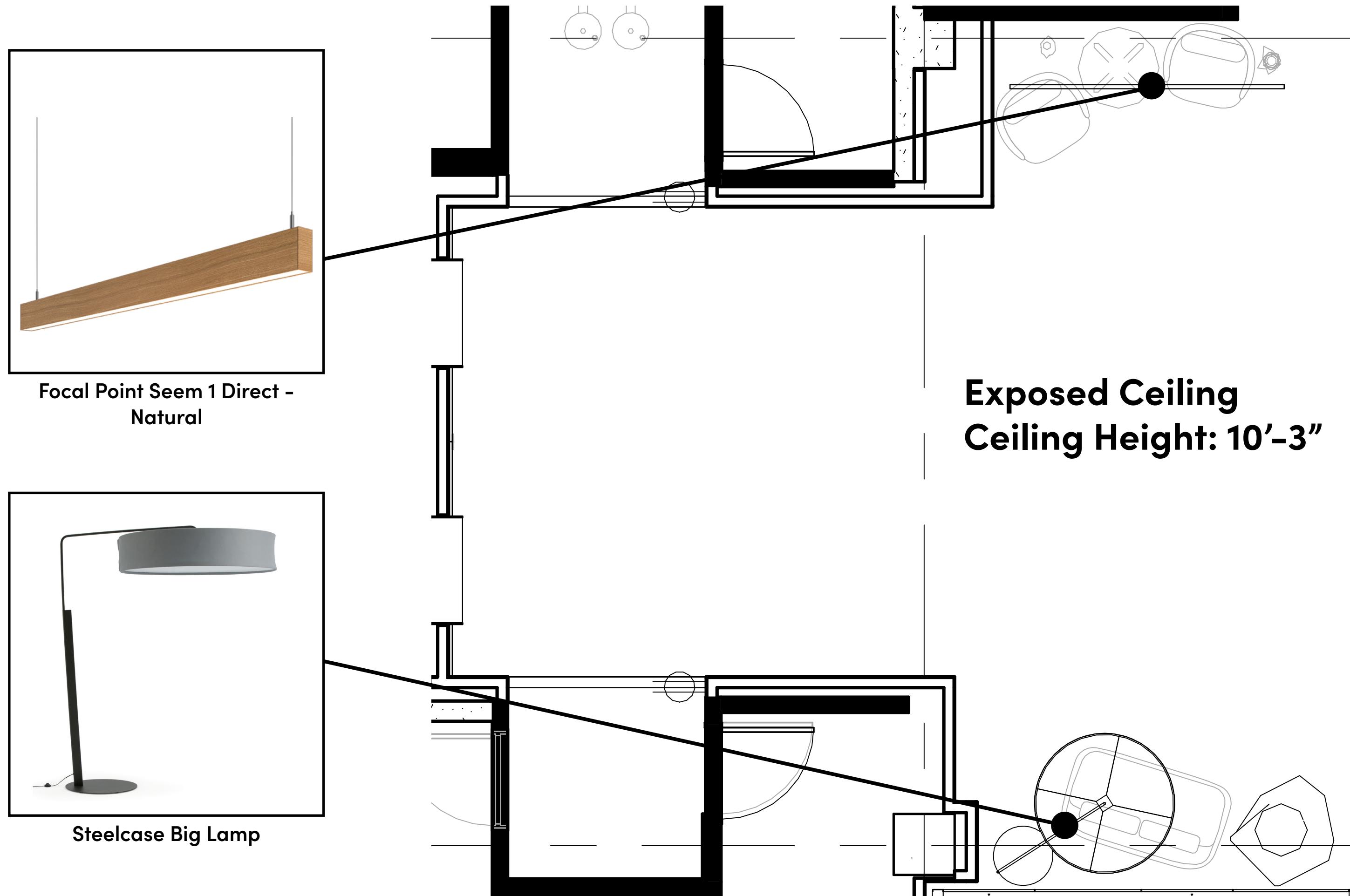
M - Mother's Room



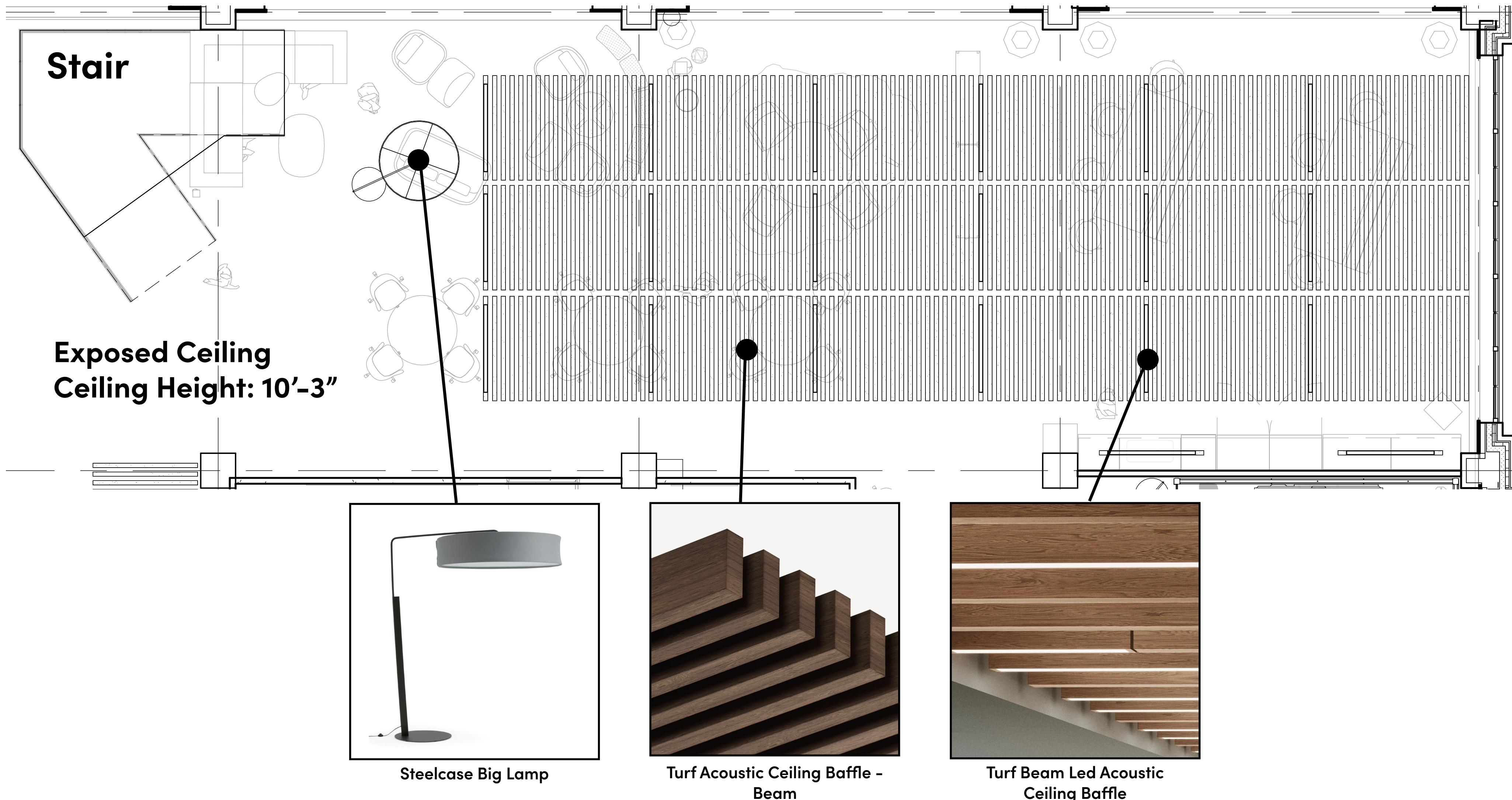
Telephone Booths -
Orangebox Space Division
Pod

Flooring -
Kentwood Bohemia -
Brushed Oak North Shore

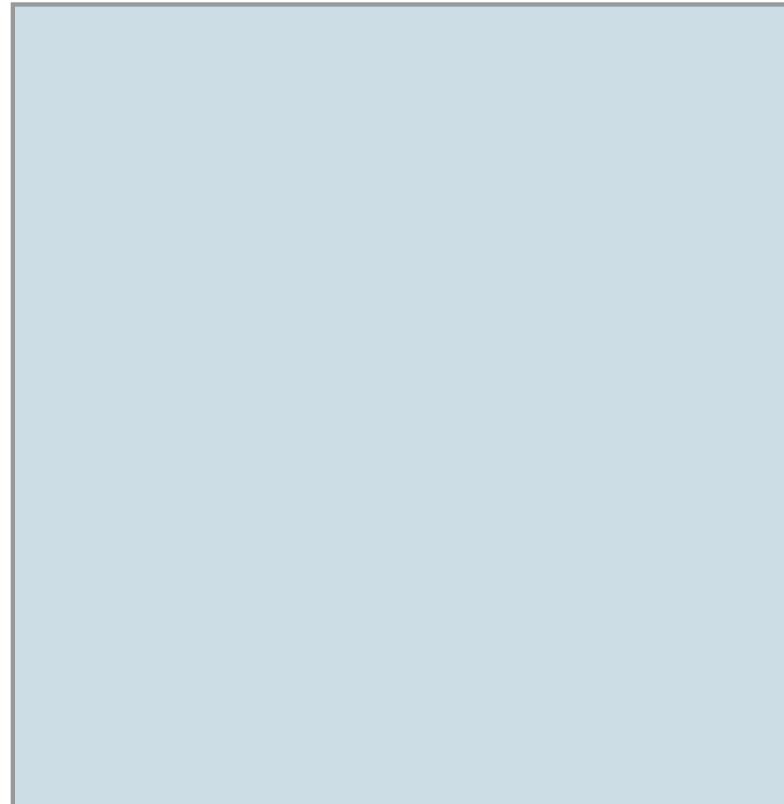
Reflected Ceiling Plan - Reception



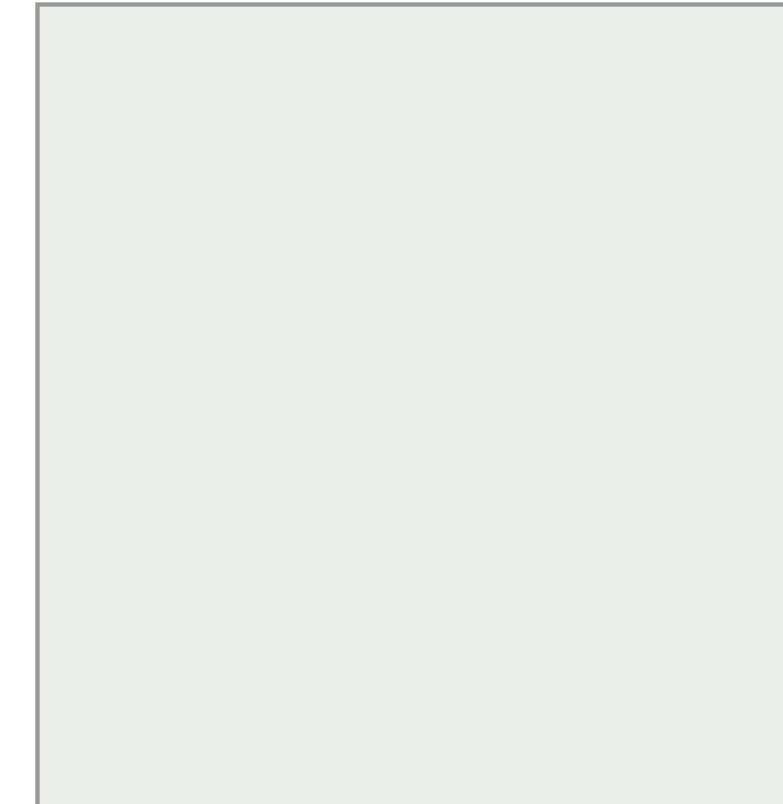
Reflected Ceiling Plan - Cafe



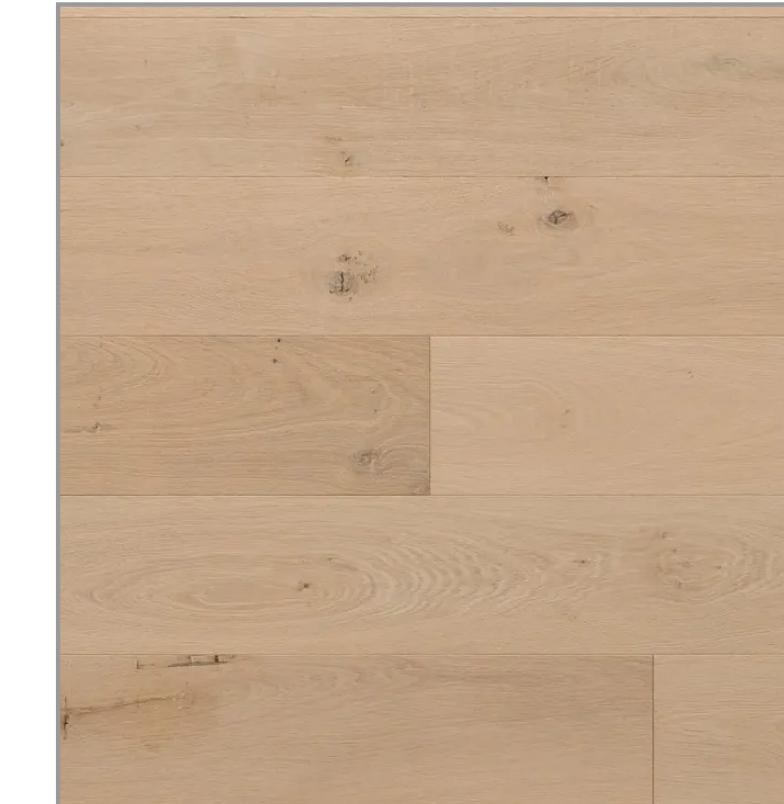
04 - Key Materials & Finishes



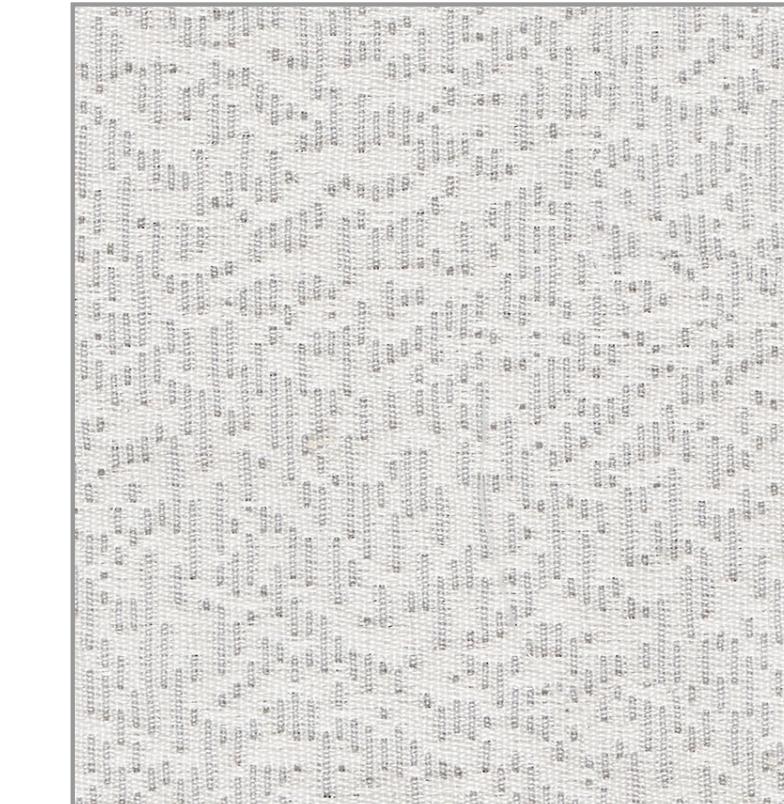
1: Benjamin Moore Polar Sky



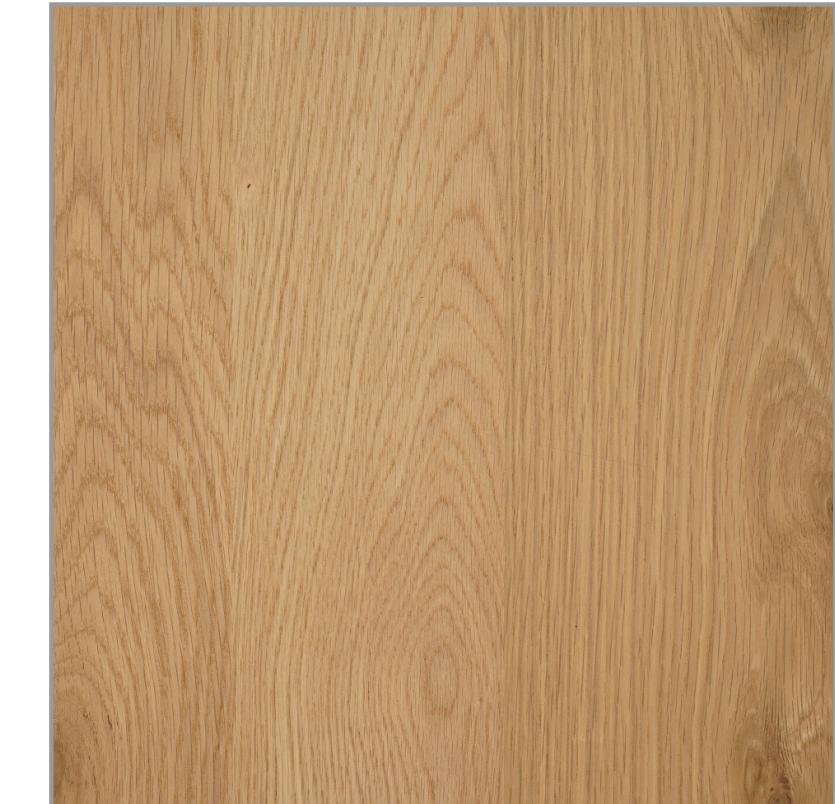
2: Benjamin Moore Winter Snow



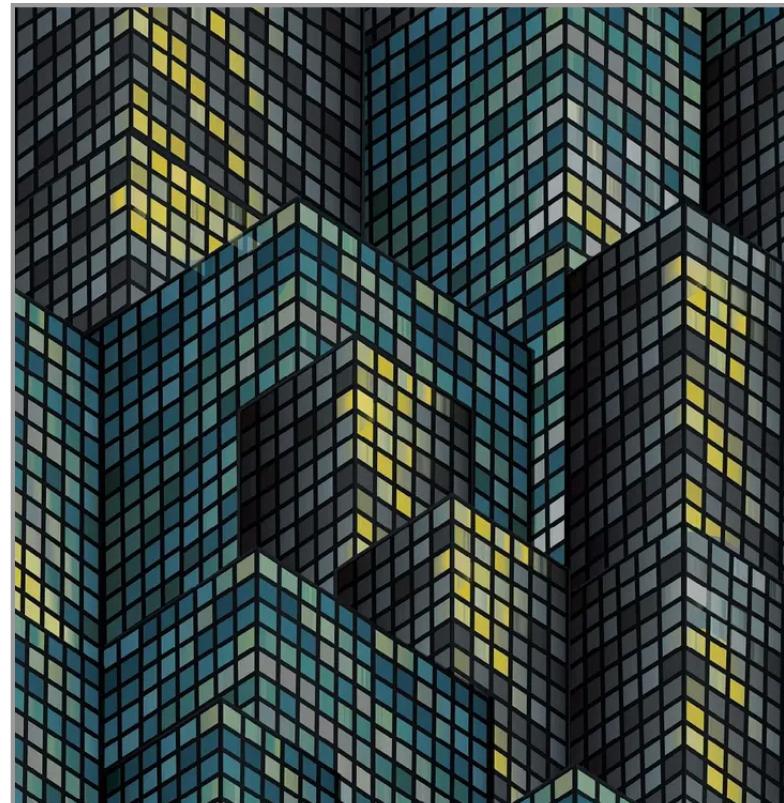
3: Kentwood Bohemia -
Brushed Oak North Shore



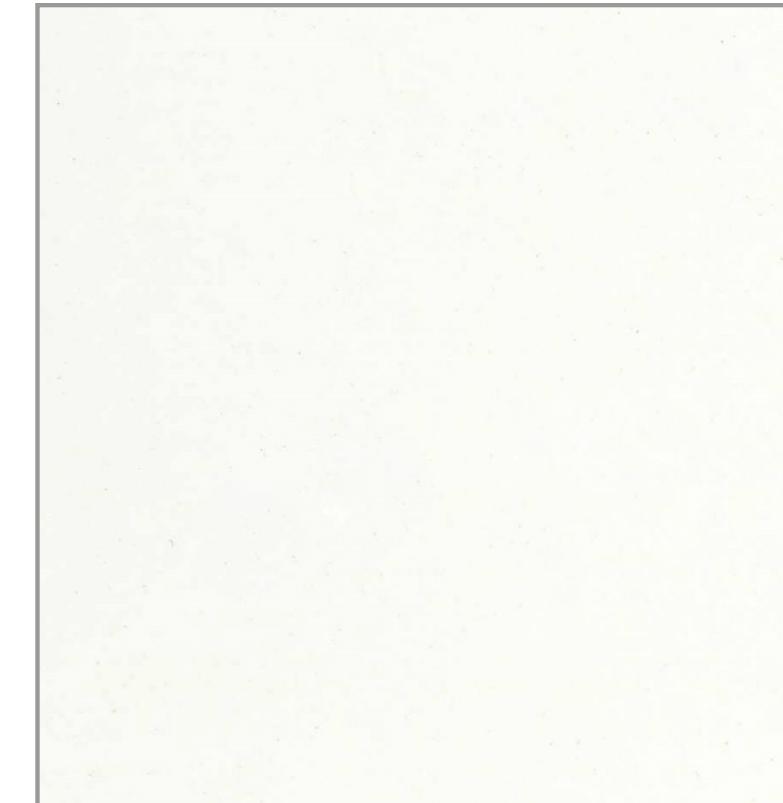
4: Steelcase Upholstery:
Code - Sea Salt



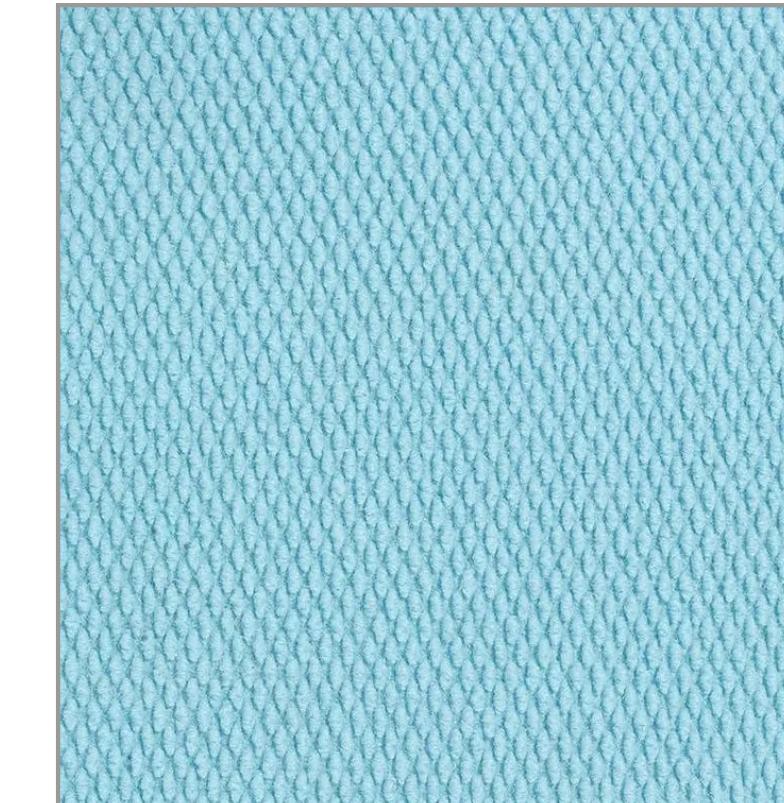
5: Steelcase Veneer -
Planked Oak



6: Rollout - Skyscrapers



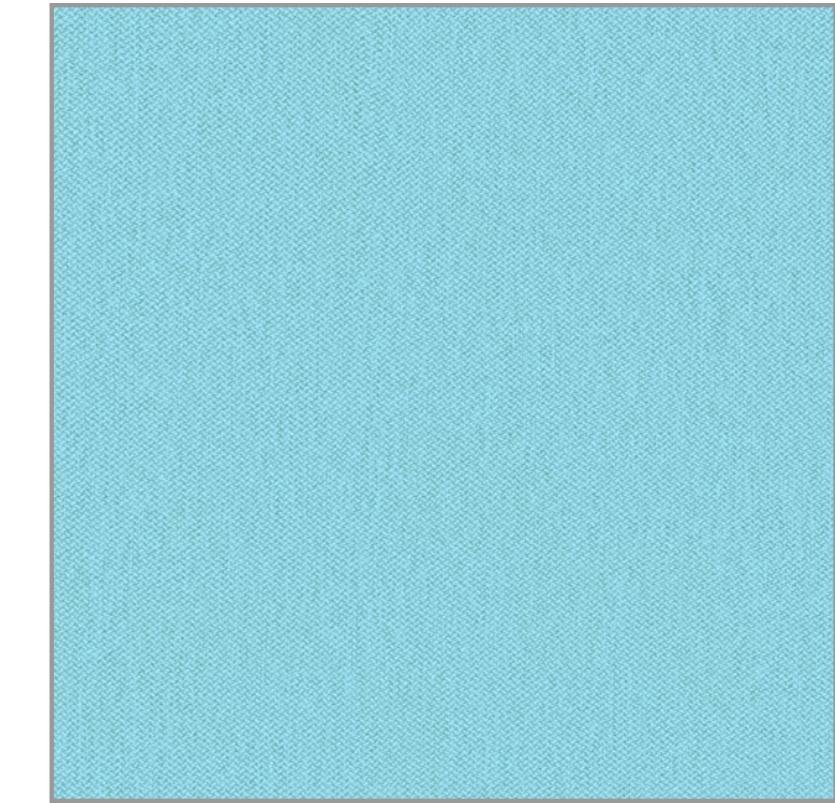
7: Steelcase Lamine -
White Markerboard



8: Super Nop 52 Logo - Sky Blue



9: Steelcase Solid Surfacing -
Night Sky

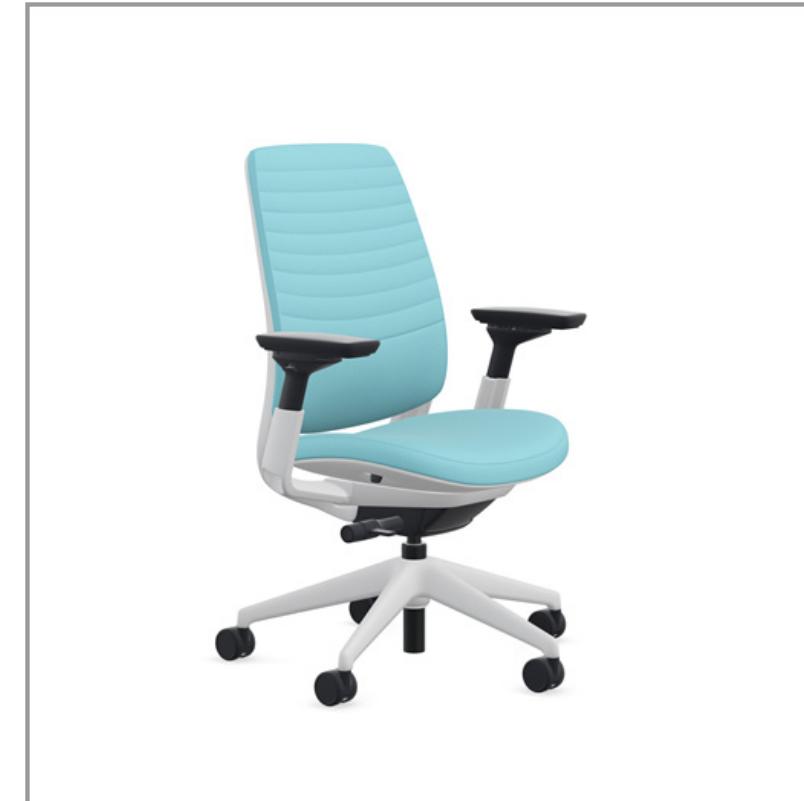


10: Steelcase Era - Blue Mint

Key Furnishings - Seating



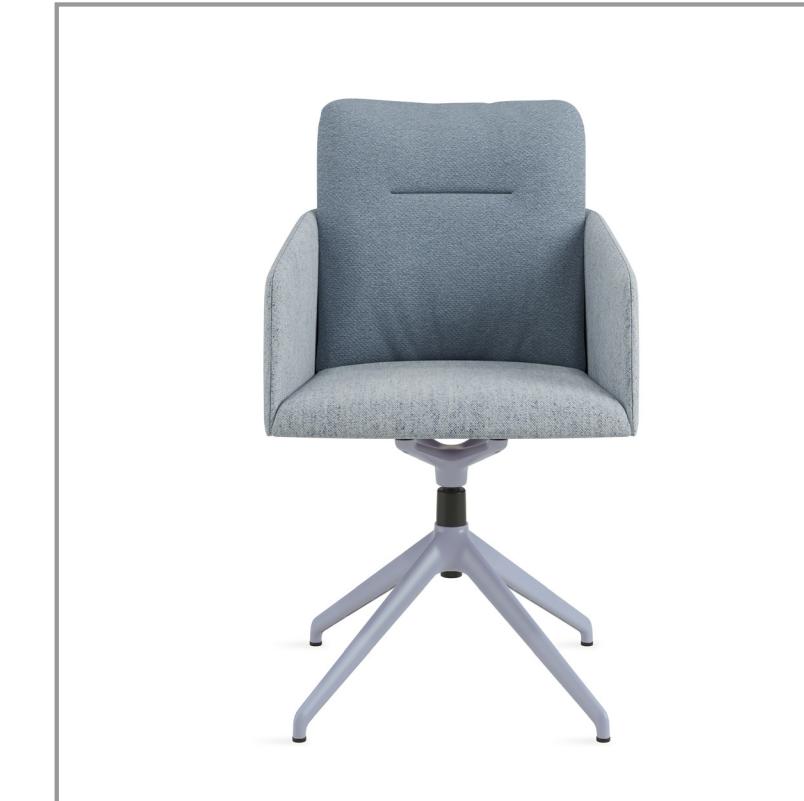
1: Steelcase Seating – Series 2 Chair Air



2: Steelcase Seating – Series 2 – Chair 1 – Upholstered



3: Steelcase Karman 2 – Height Adjustable



4: Steelcase Seating – Conference Chair



5: Coalesse Hosu Lounge Seating



6: Viccarbe Seating- Guest Chair



7: Westelm Seating Conference Chair Low Back Chair



8: Bolia – Cloud Sofa 2 ½ Seater



9: BlueDot Seating: Sofa - Bloke 95

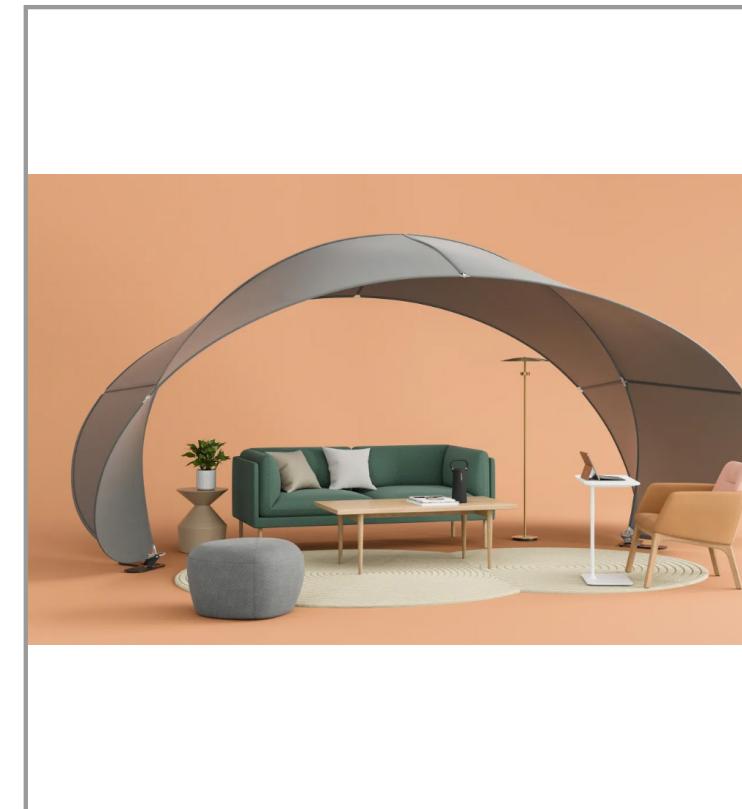


10: Bolia Caisa Modular Seating

Key Furnishings - Extras



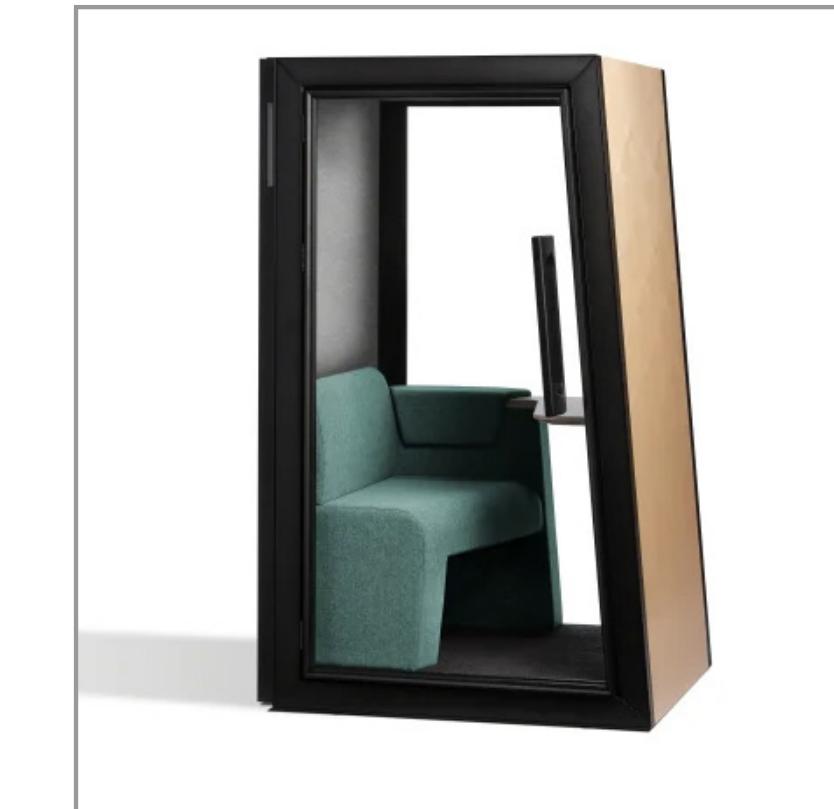
1: Steelcase Answer Solution Panel System



2: Steelcase Overhead Tent



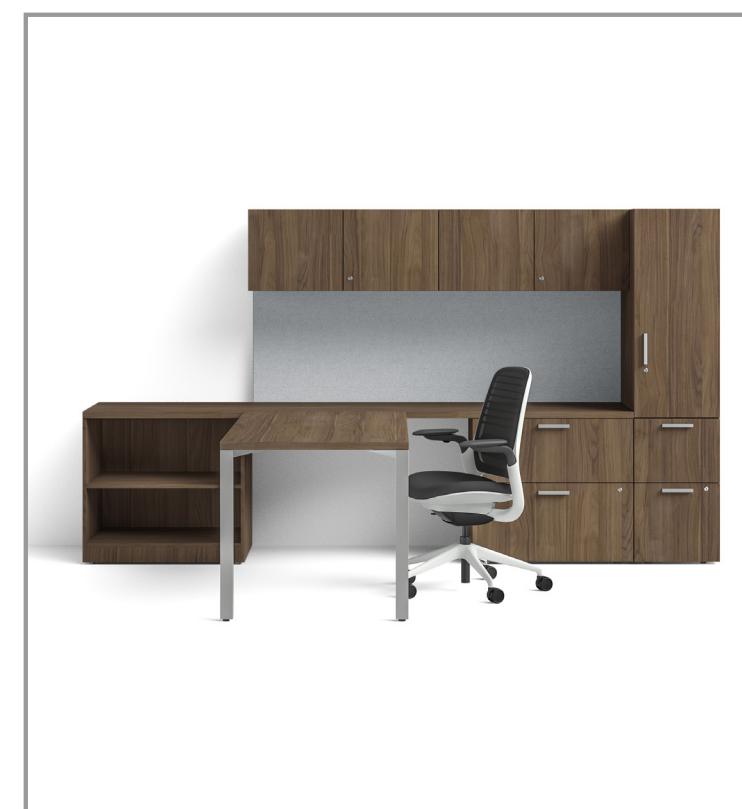
3: Orangebox Meetintg Pod



4: Orangebox Space Division Pod - Phone



5: Steelcase Currency Lateral File System



6: Steelcase Currency Modular Desk System with Storage



7: Steelcase Ology Sit-Stand Desk



8: Steelcase Answer Soultion Panel System

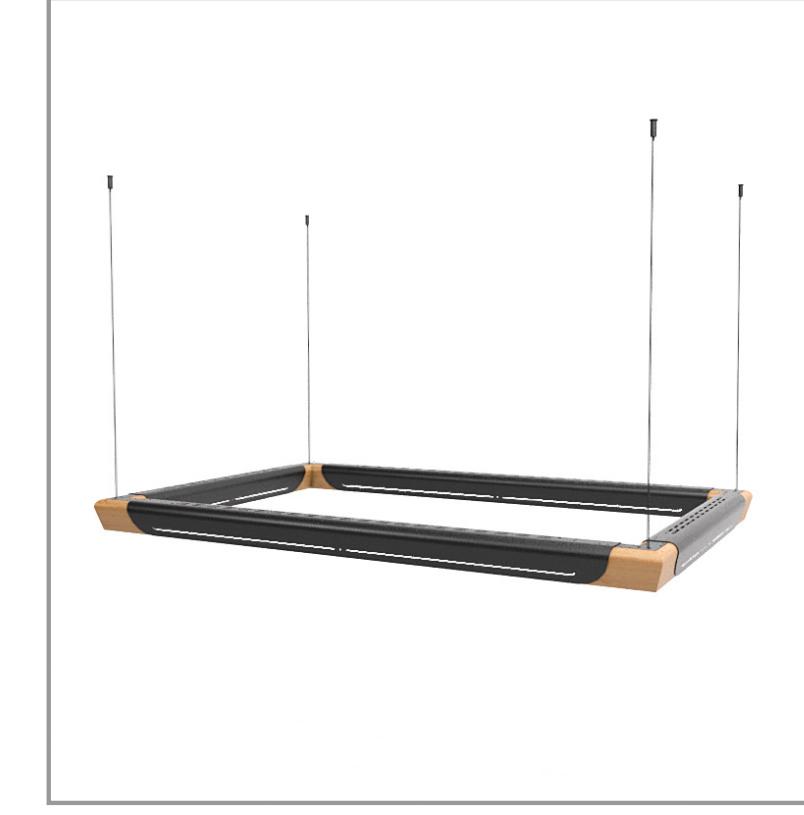
Lighting and Ceiling



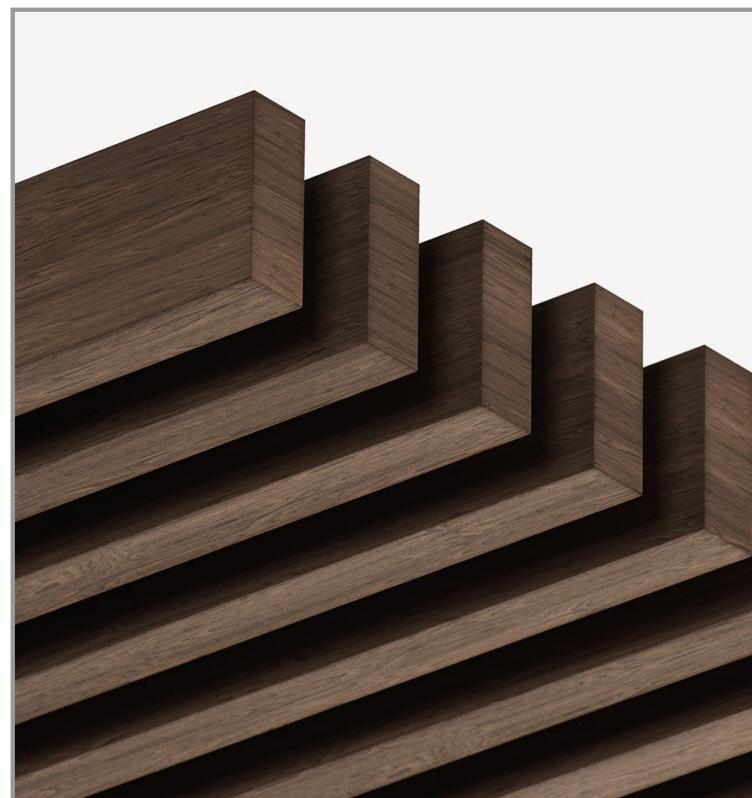
1: Focal Point Seem 1 Direct -
Natural



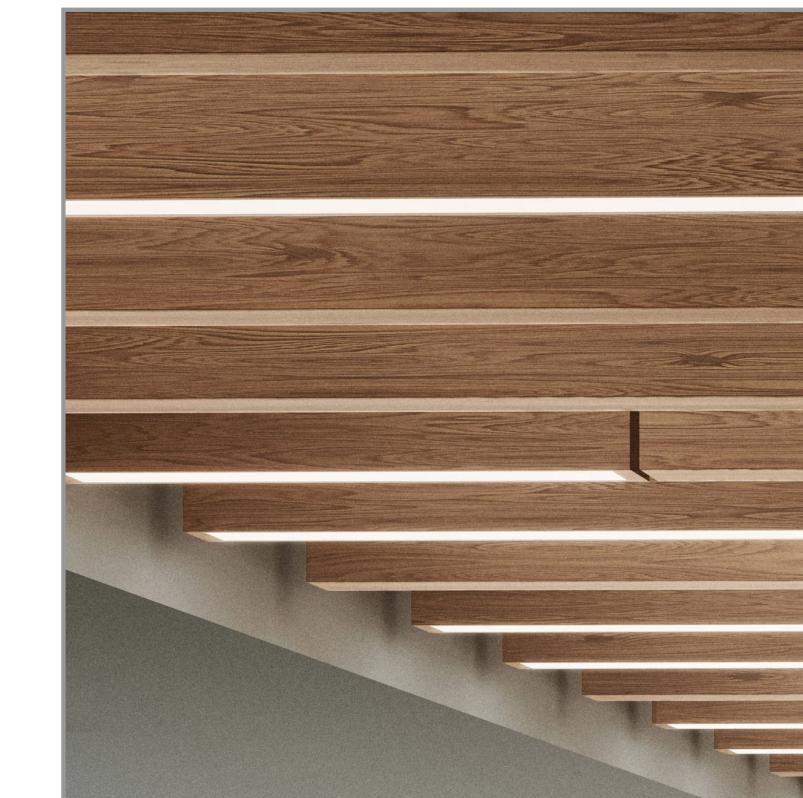
2: Steelcase Big Lamp



3: Studio Beam Omega Square

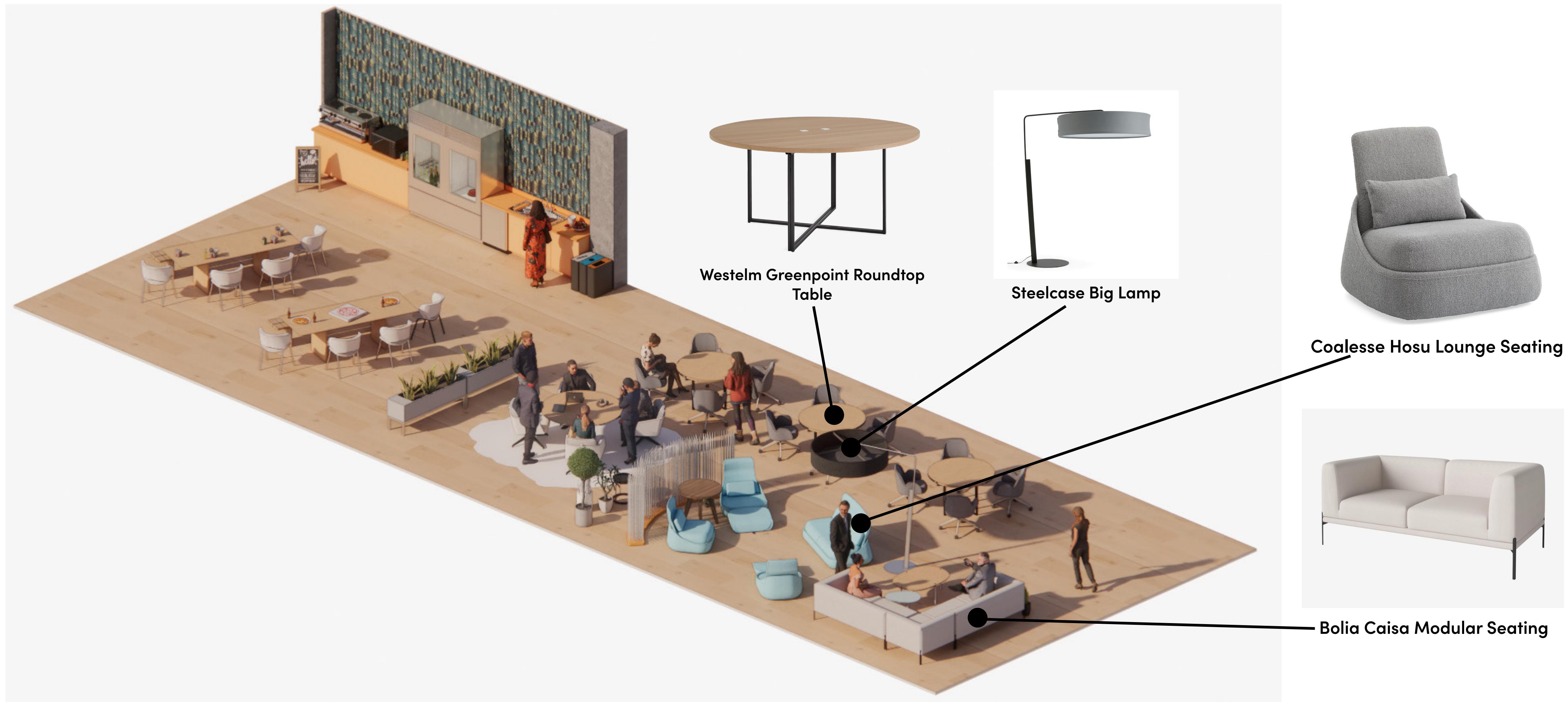


4: Turf Acoustic Ceiling Baffle -
Beam

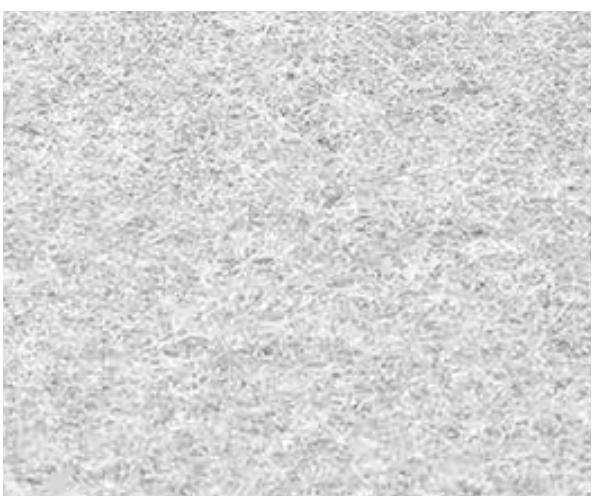
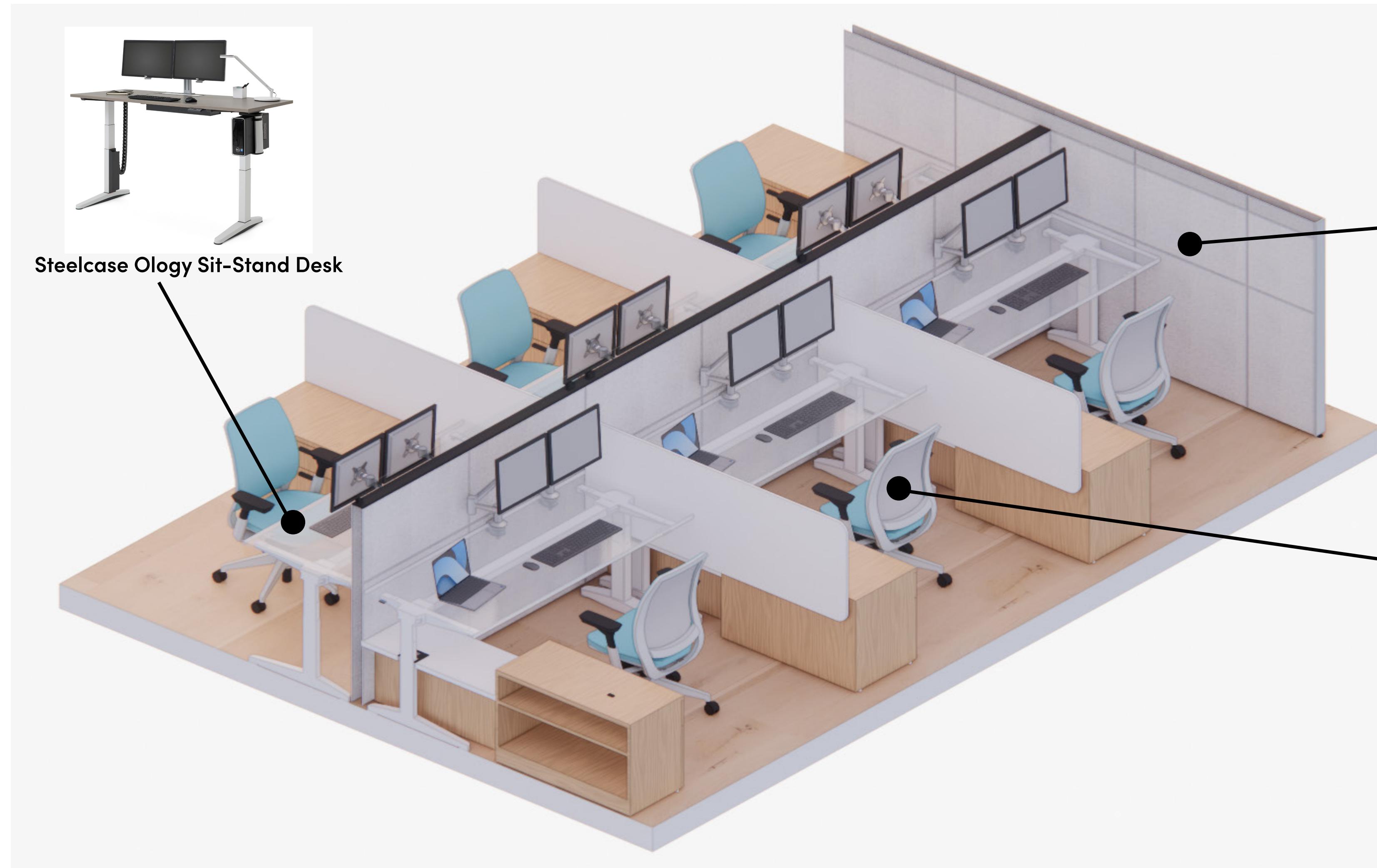


5: Turf Beam Led Acoustic
Ceiling Baffle

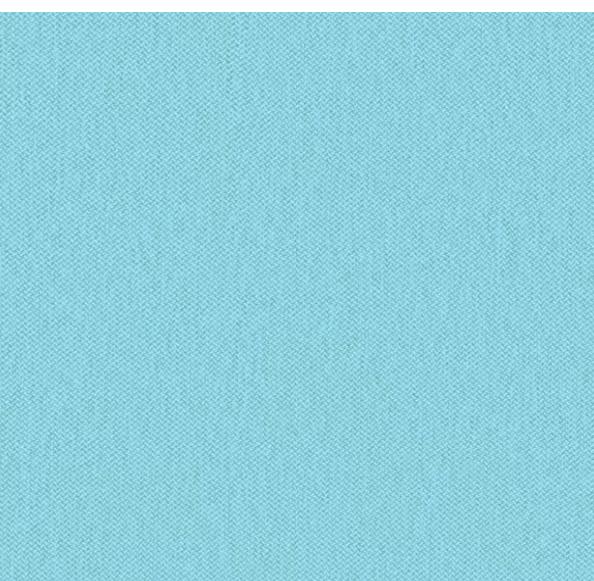
05 - Axon View - Cafe



Axon View - Workstations



Turf Ivory White



Steelcase Era –
Blue Mint

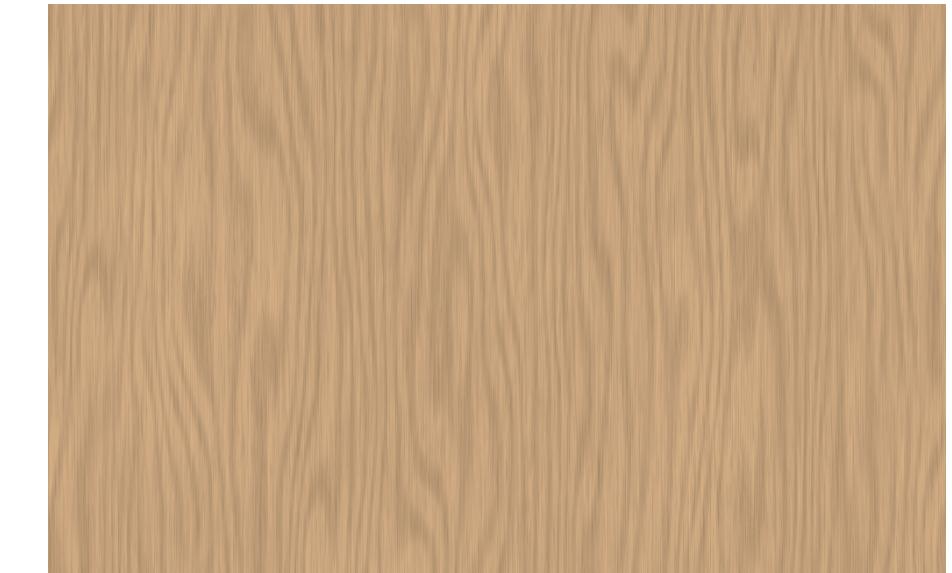
Axon View - Sky Garden (Wildcard)



Axon View - Private Office



Steelcase Currency Modular
Desk System with Storage



Steelcase Veneer -
Planked Oak



Steelcase Seating – Series 2
Chair Air

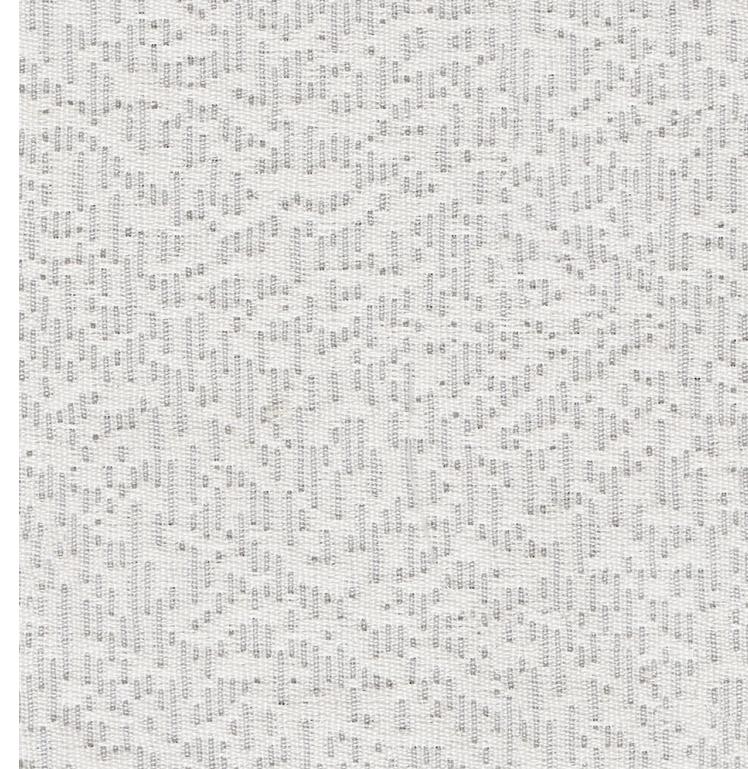
Axon View - Team Meeting Room



Steelcase Karman 2 -
Height Adjustable



Steelcase Ocular Coupe
Table - 5 Seater



Steelcase Upholstery:
Code - Sea Salt



Steelcase Clear Laminated
Glass

Section - Cafe Bar



Cafe Bar Elevation

1/8" = 1'-0"

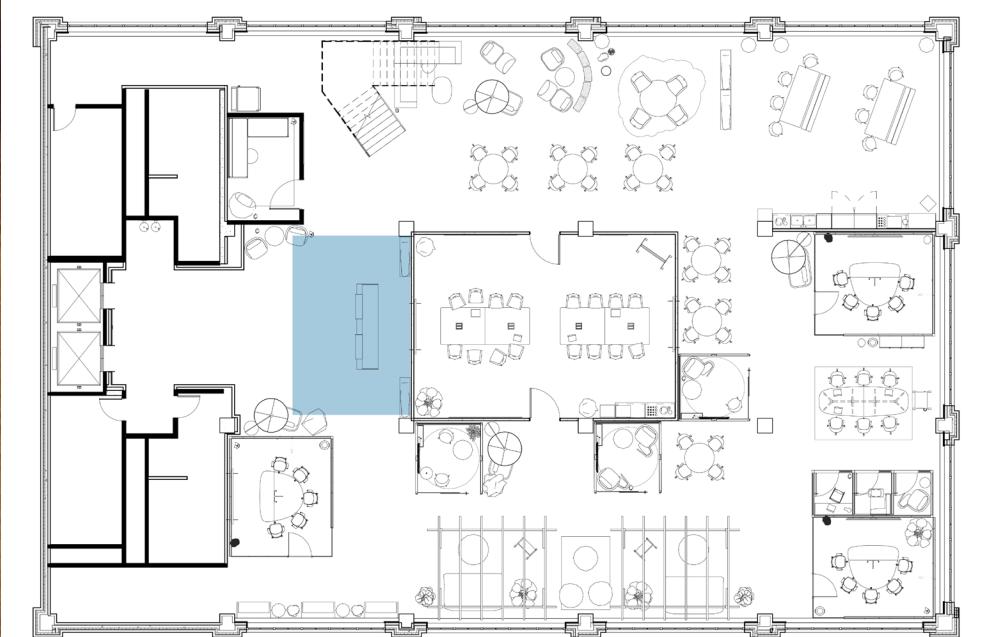
Section - Team Meeting



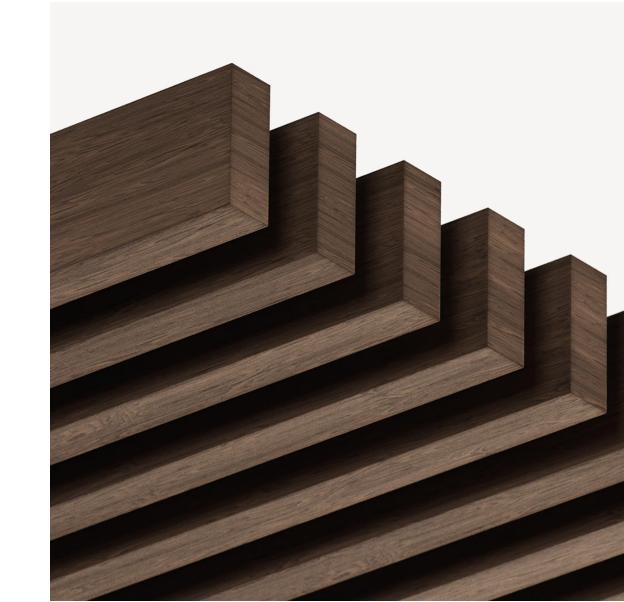
Team Meeting Room Elevation

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

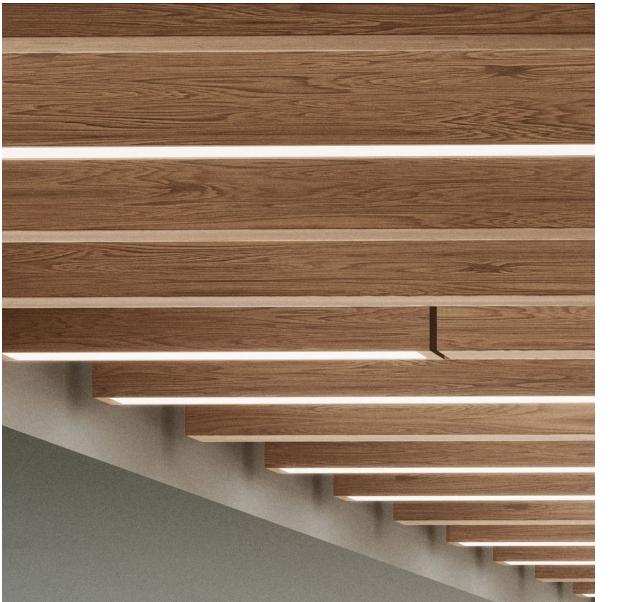
Rendering - Reception



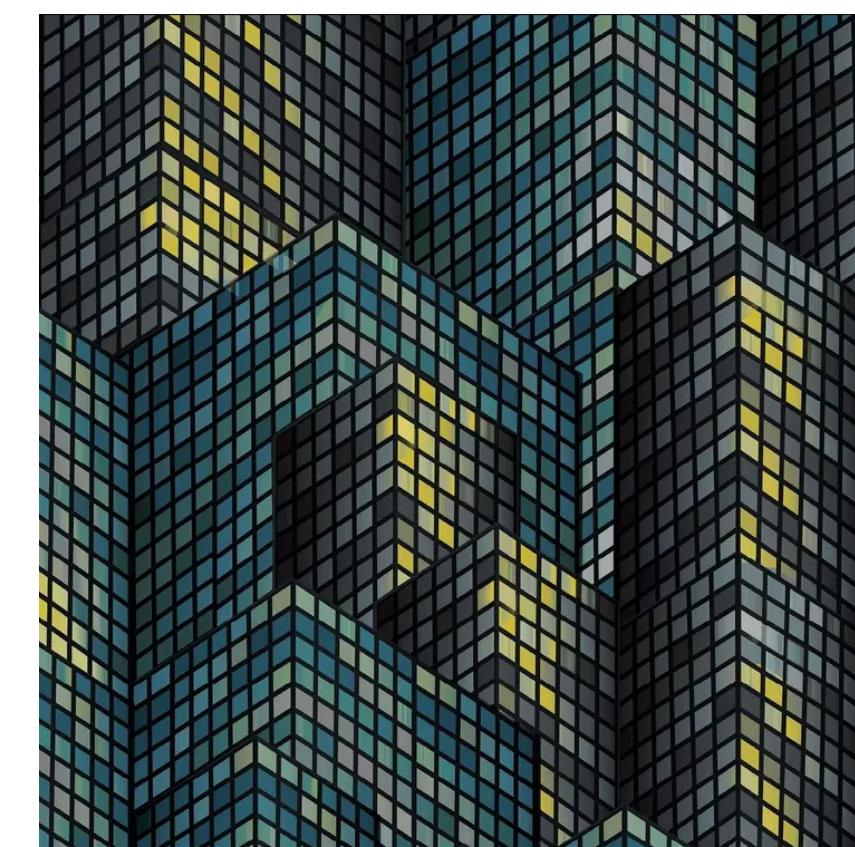
Callouts - Reception



Turf Acoustic Ceiling
Baffle - Beam

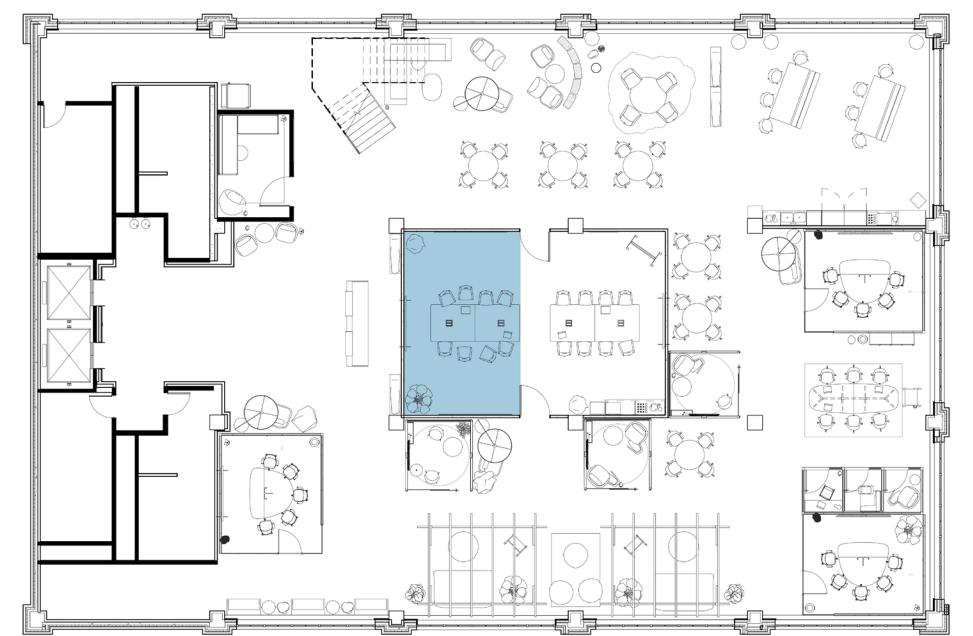


Turf Beam Led Acoustic
Ceiling Baffle



Rollout - Skyscrapers

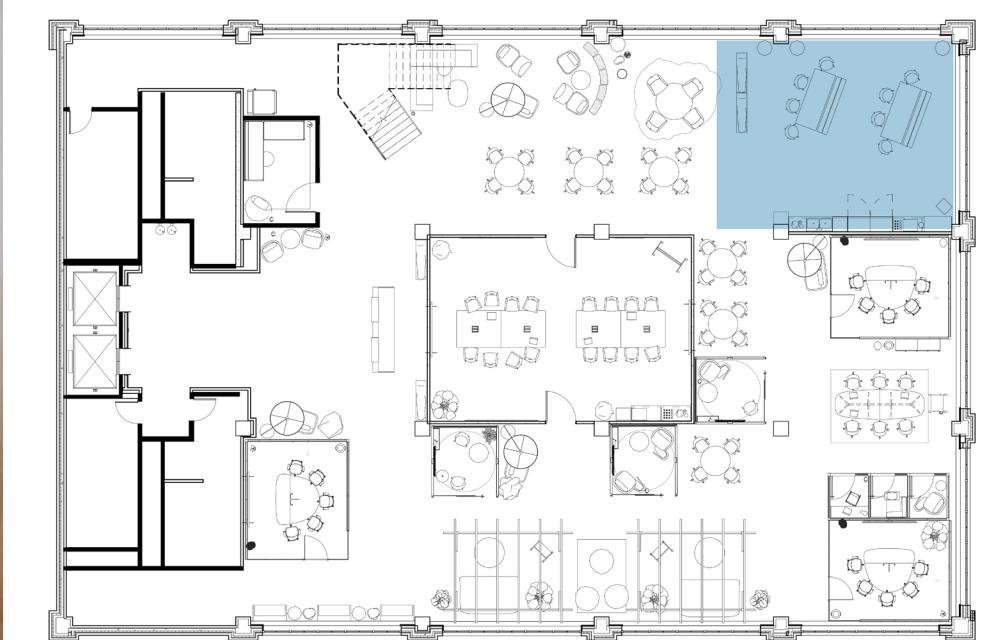
Rendering - Client Presentation Room



Callouts - Client Presentation



Rendering - Cafe



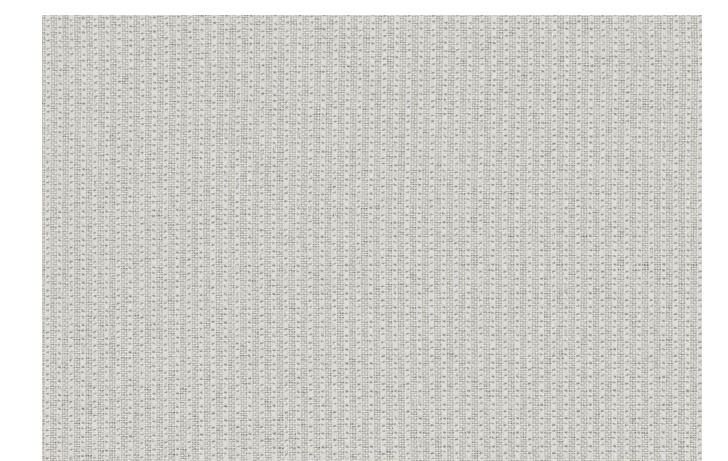
Callouts - Cafe



Mattiazzi Conference Table -
Oak

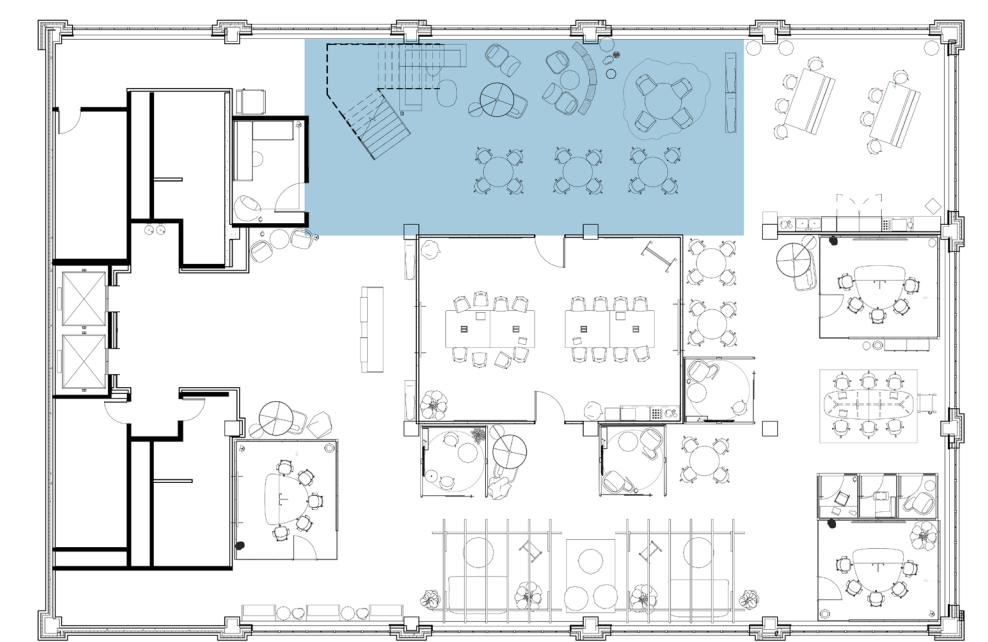


Viccarbe Seating- Guest Chair



Steelcase Upholstery:
Tinsel - Boost

Rendering - Cafe



Callouts - Cafe



Westelm Greenpoint
Roundtop Table



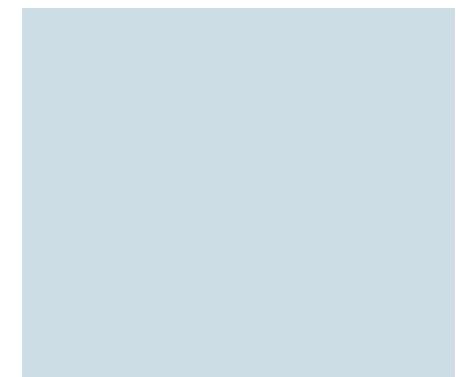
Westelm Seating Conference
Chair Low Back Chair



Rendering - Stair (Sunset)



Callouts - Stair (Twilight)



Benjamin Moore
Polar Sky



Bolia Caisa Modular Seating

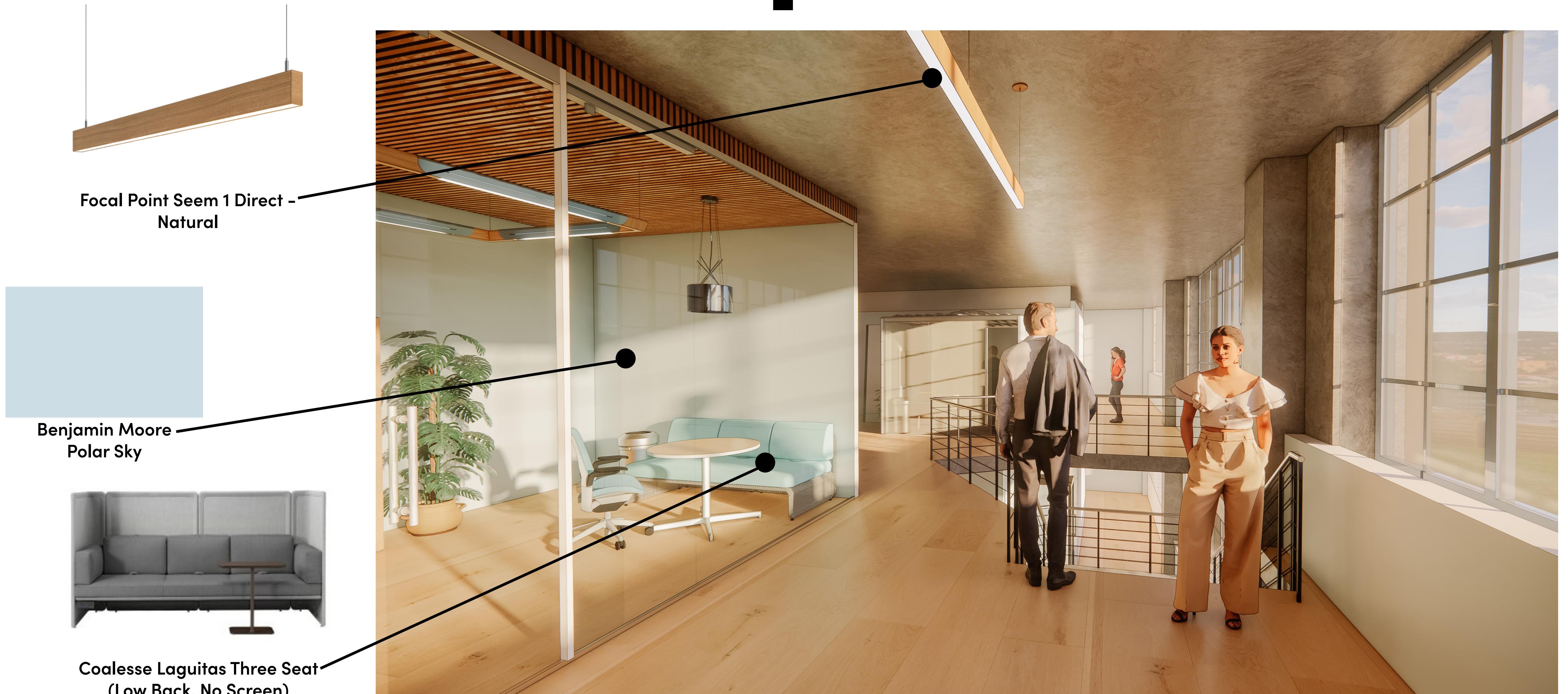


Bolia Tuk Coffee Table

Rendering - Top of Stair



Callouts - Top of Stair



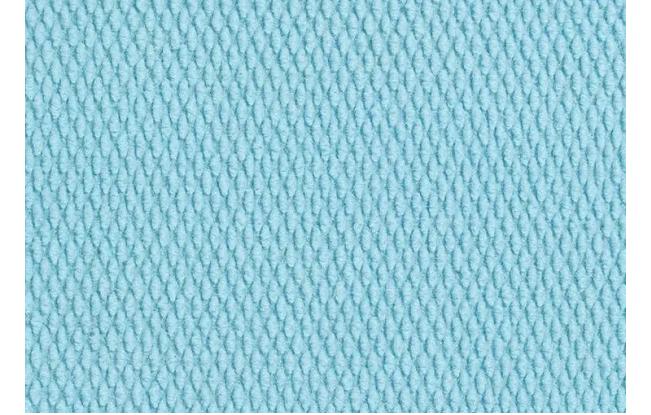
Rendering - Sky Garden (Wildcard)



Callouts - Sky Garden (Wildcard)



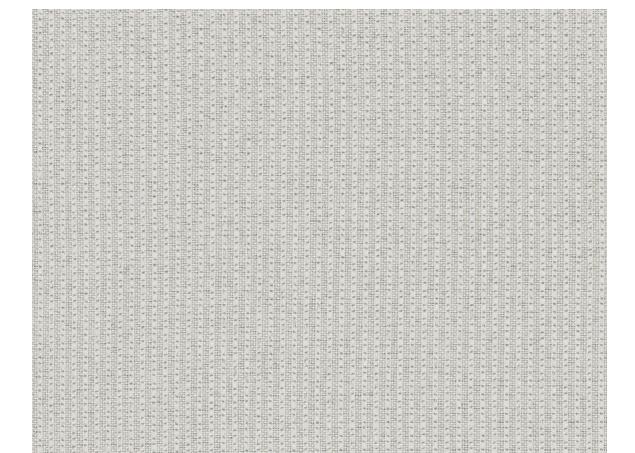
Bolia - Cloud Sofa 2 ½ Seater



Super Nop 52 Logo -
Sky Blue



Viccarbe Seating- Guest
Chair



Steelcase Upholstery:
Tinsel - Boost



Steelcase Solid
Surfacing -
Night Sky

Rendering - Sky Garden (Wildcard)



Callouts - Sky Garden (Wildcard)



BlueDot Seating Sofa Bloke 95

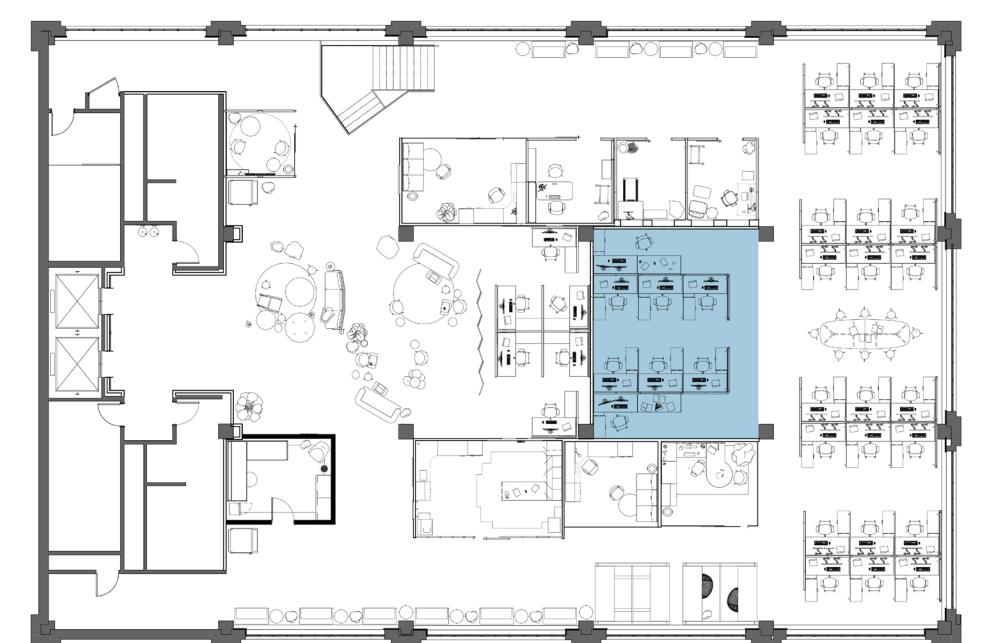


Super Nop 52 Logo -
Sky Blue

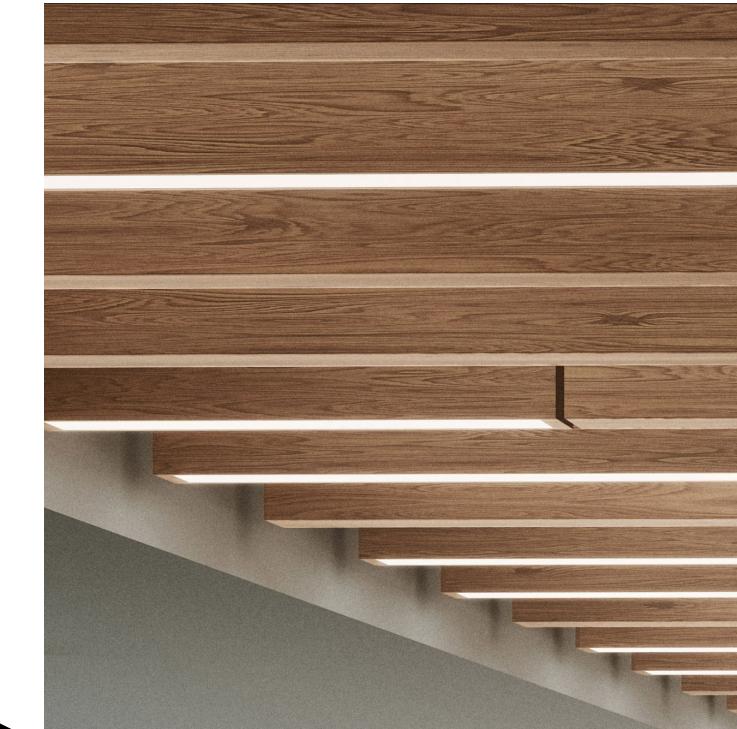


Steelcase Overhead Tent

Rendering - Workstations



Callouts - Workstations



Turf Beam Led Acoustic Ceiling Baffle



Turf Acoustic Ceiling Baffle - Beam



Steelcase Answer Solution Panel System

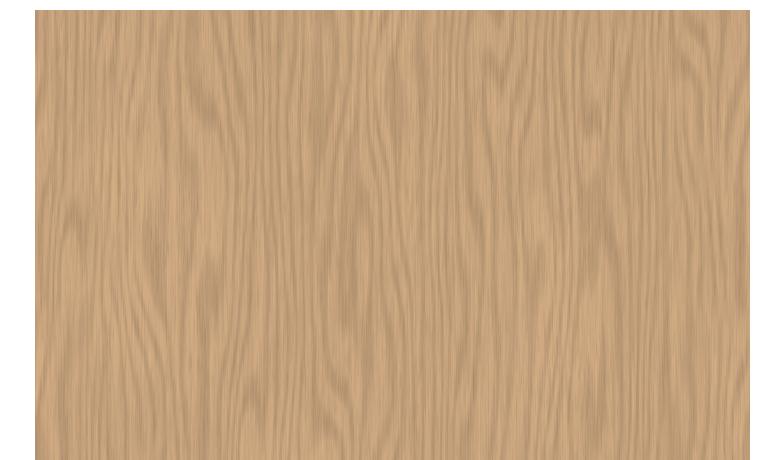
Rendering - Workstations



Callouts - Workstations



Steelcase Coalesse S1
Conference Table



Steelcase Veneer -
Planked Oak



Steelcase Currency Lateral File
System

Thank You!



Noah McGrew

Fall 2024

Studio 3

Professor Nicolette Brehm

University of Wisconsin-Stout

Connect With Me



I hope you enjoyed my presentation.

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