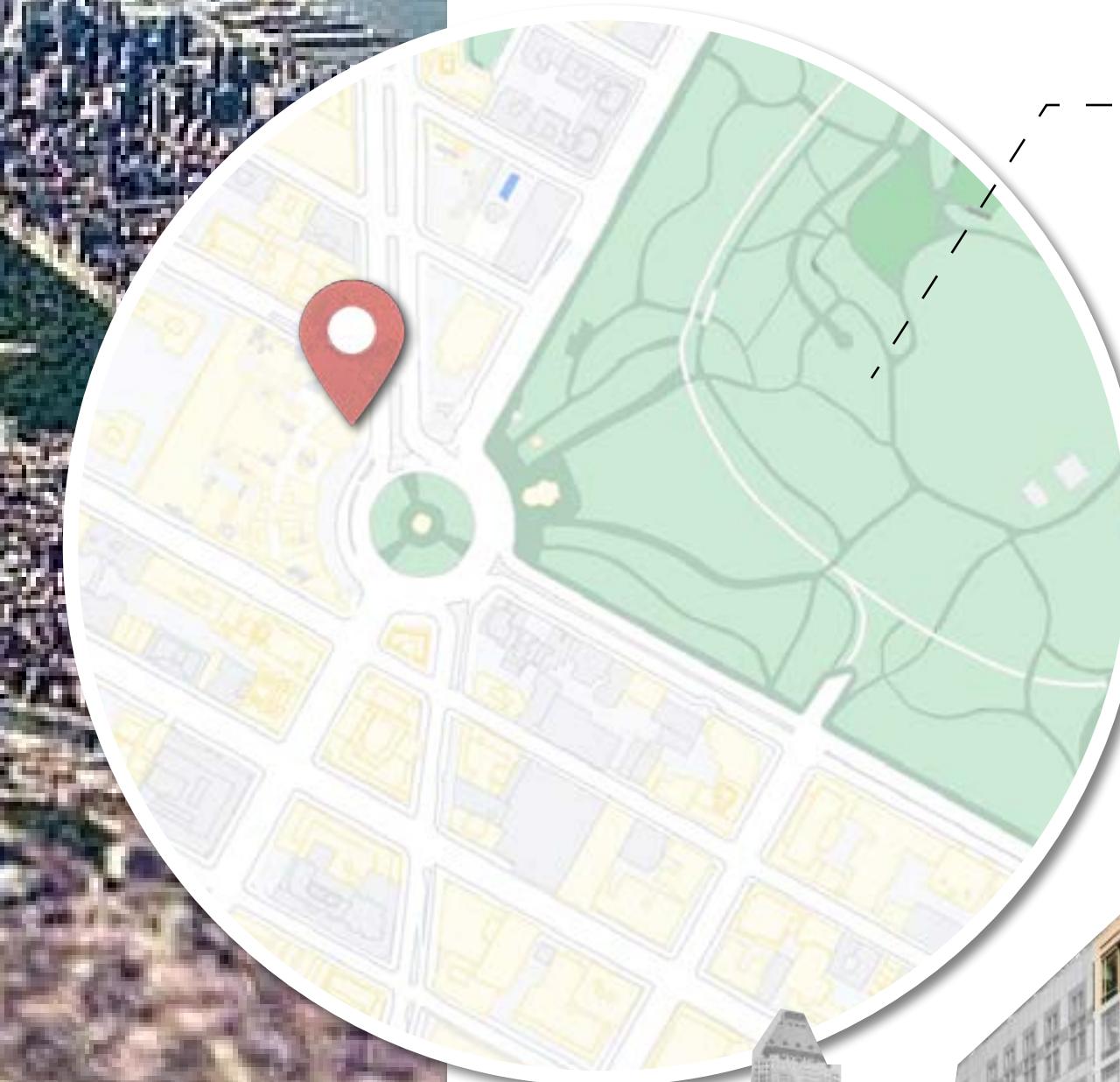
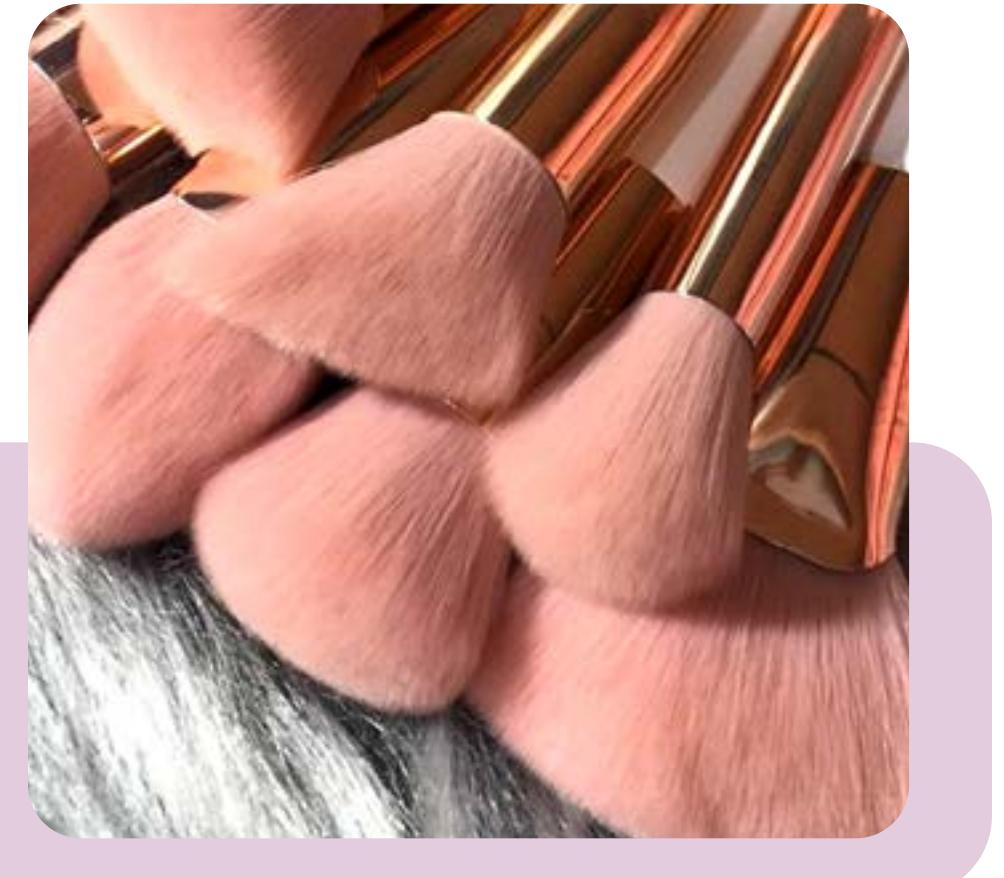


PROJECT LOCATION

4 Columbus Circle Floor 7&8
New York, NY 10019

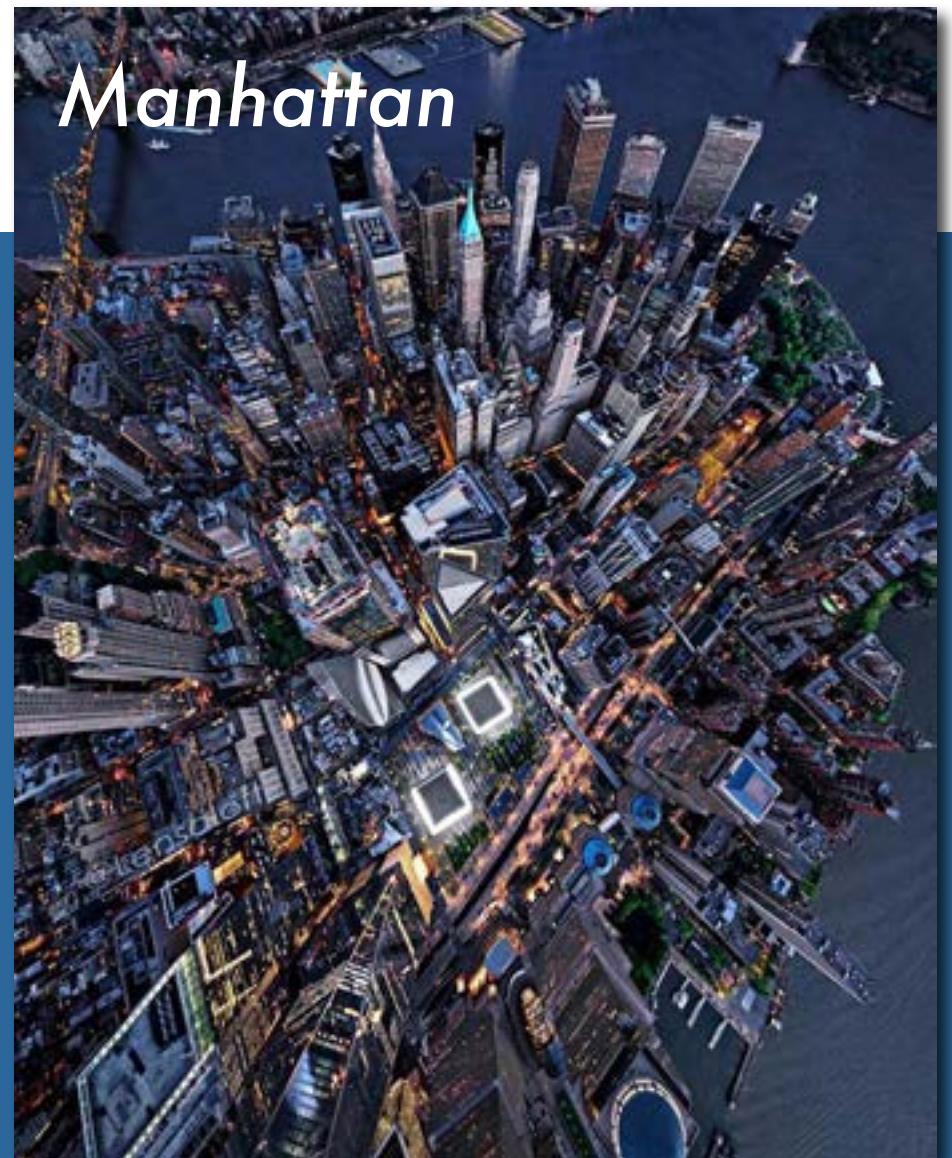


INSPIRATION

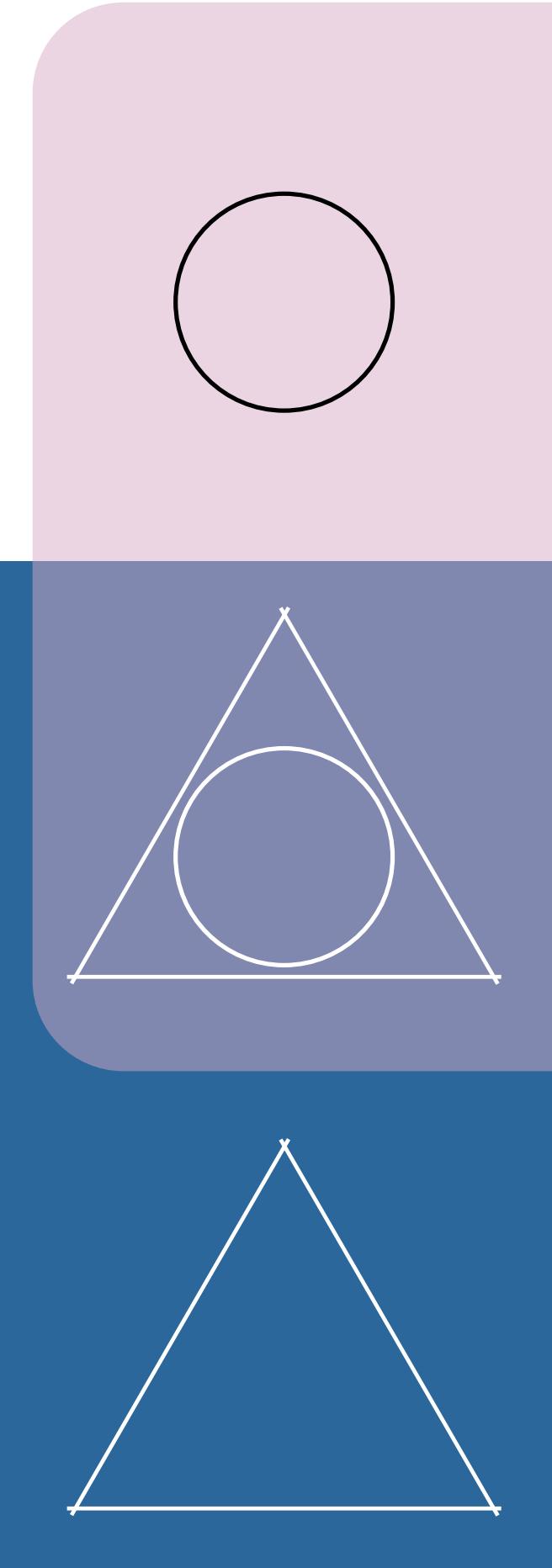


CONCEPT: SYMBIOSIS

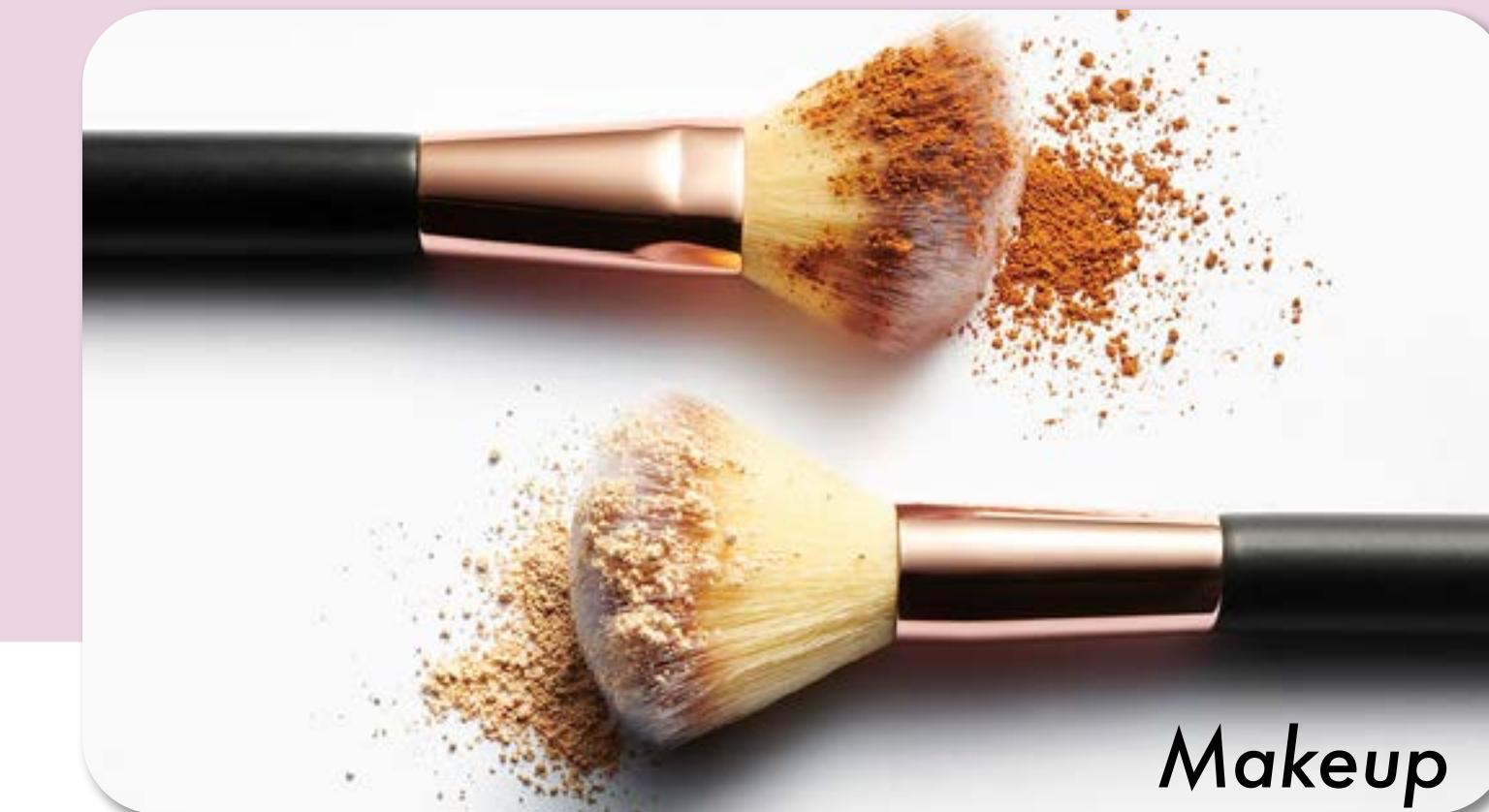
Manhattan, Skyscrapers and crowds everywhere, what can make people feels impetuous, efficient and sharp. Also, the owner is sharp, she came to U.S. when she was 9 years old. And now she has a 15,000 sf office in Manhattan, she is talent, clever and sharp.



SHARP



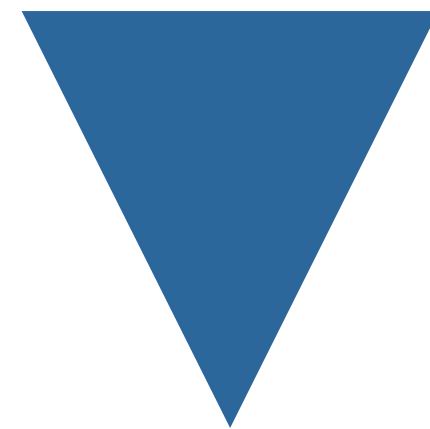
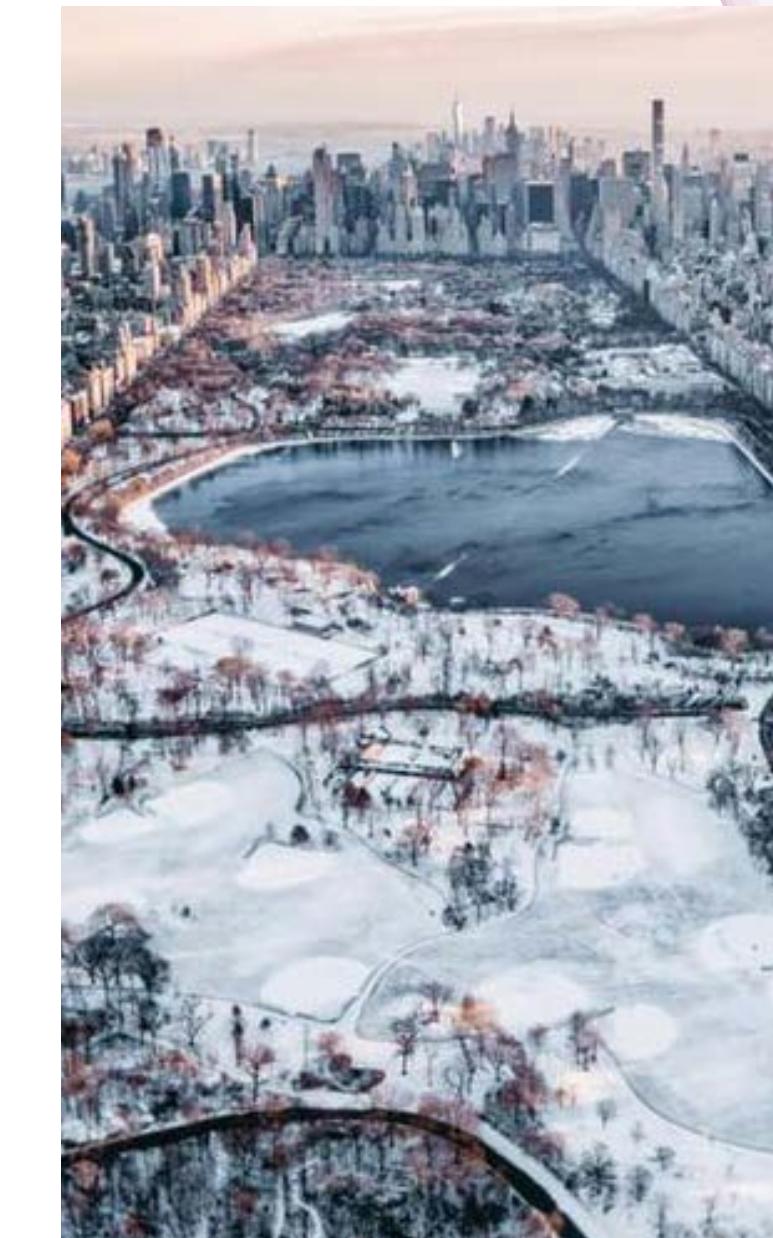
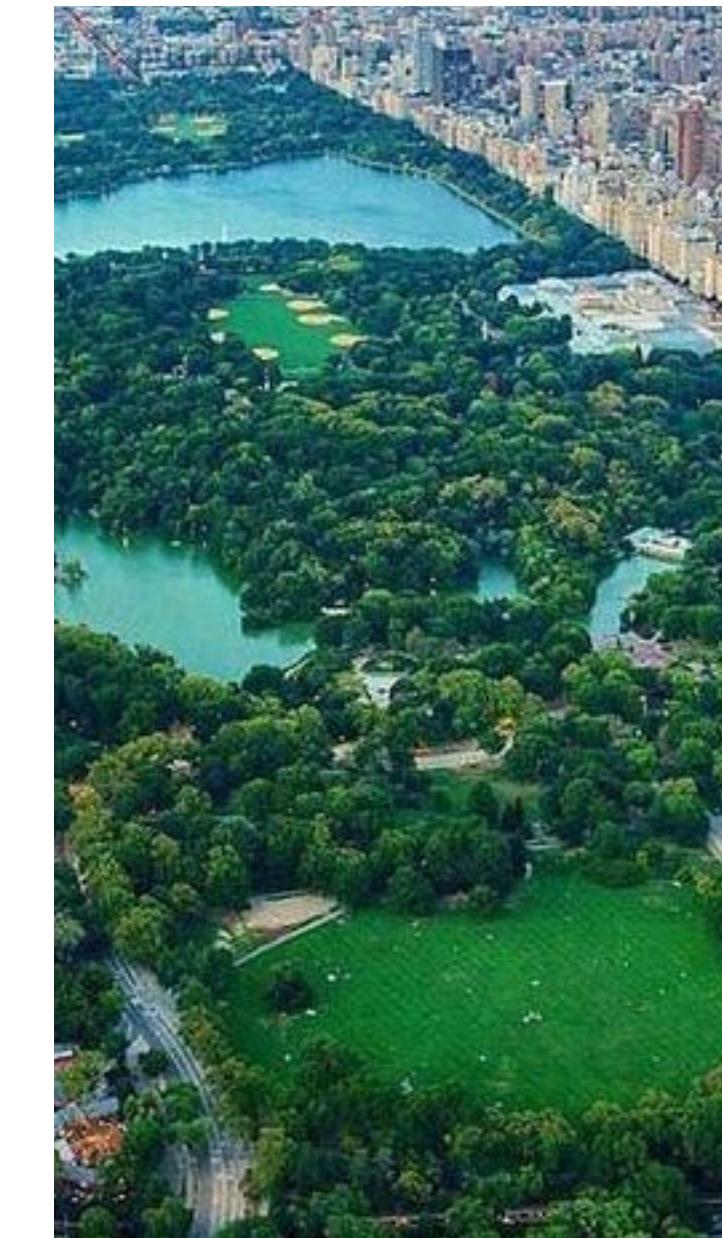
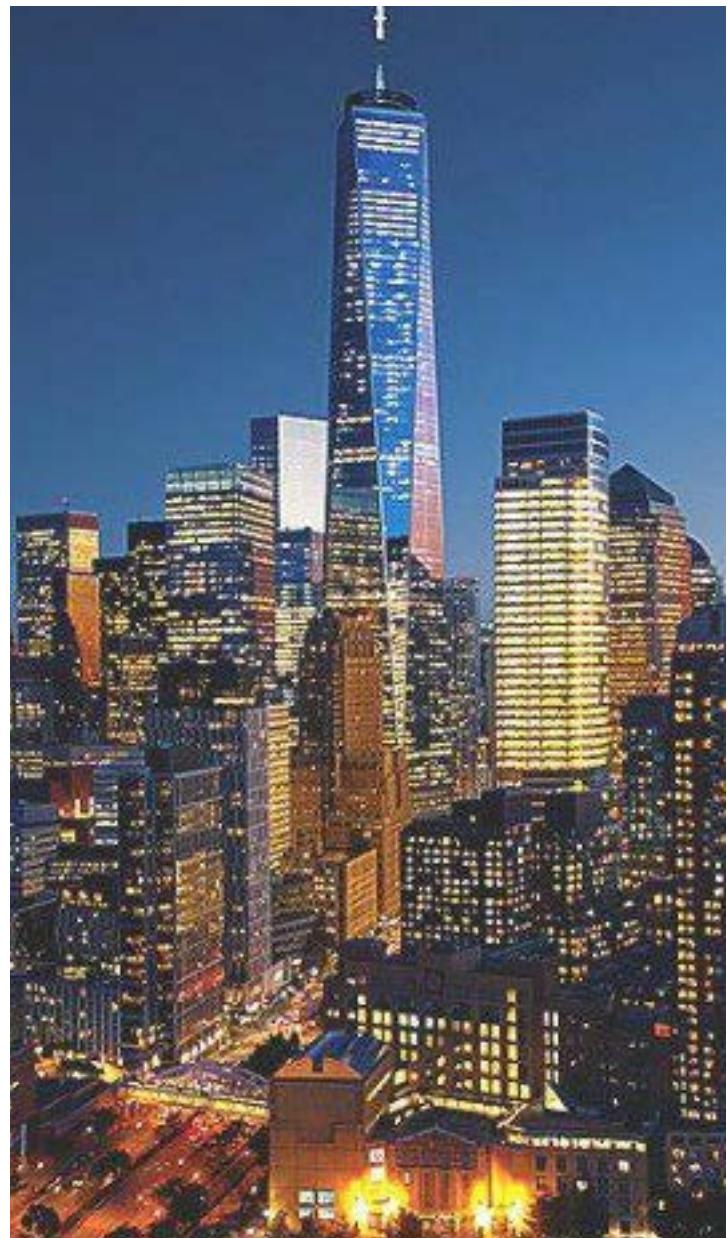
SOFT



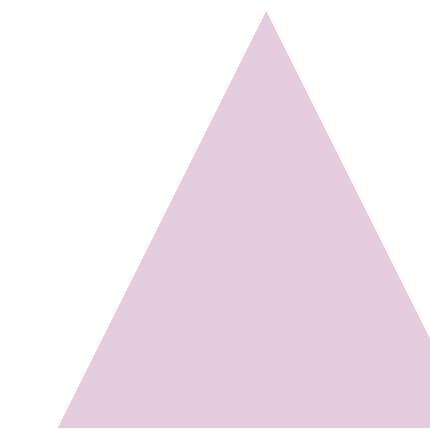
The Central park is the only green island of Manhattan. and it soften the sharp city. Talking about the cosmetic, soft is always one of most important characteristics.

My concept is **SYMBIOSIS of sharp and soft**. That also could apply to people and company, being sharp on outside to face the challenge, innovation and overcome difficulties; At the same time, keep your heart soft so that you can not forget your original intention and not lose yourself.

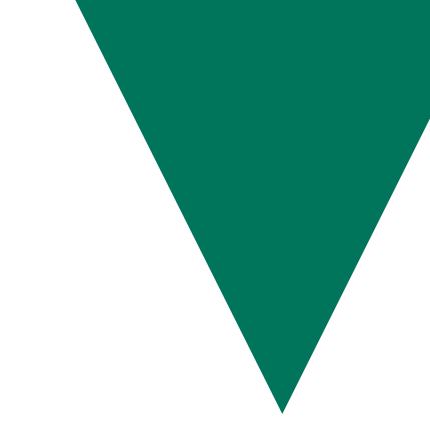
COLOR CONCEPT: BRING COLORS BACK



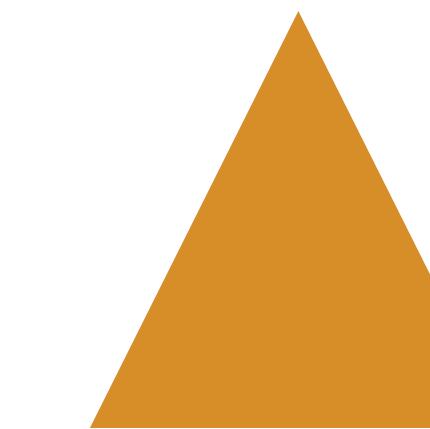
Connection
44R103G156B
#2C679C
Social: the blue sky is
always the connection
between human and
nature.



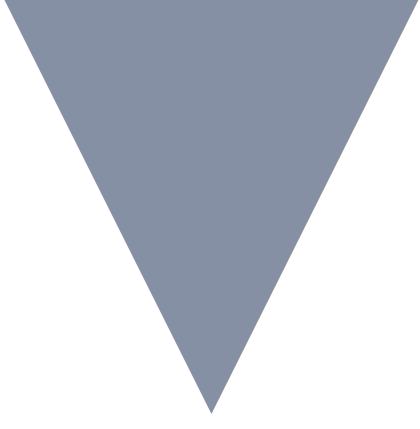
Sprout
227R204G222B
#E3CCDE
Operation: new products
sprout and develop.



Growing
0R117G91B
#00755B
Sales: the company's
branches, can make
company growing fast.

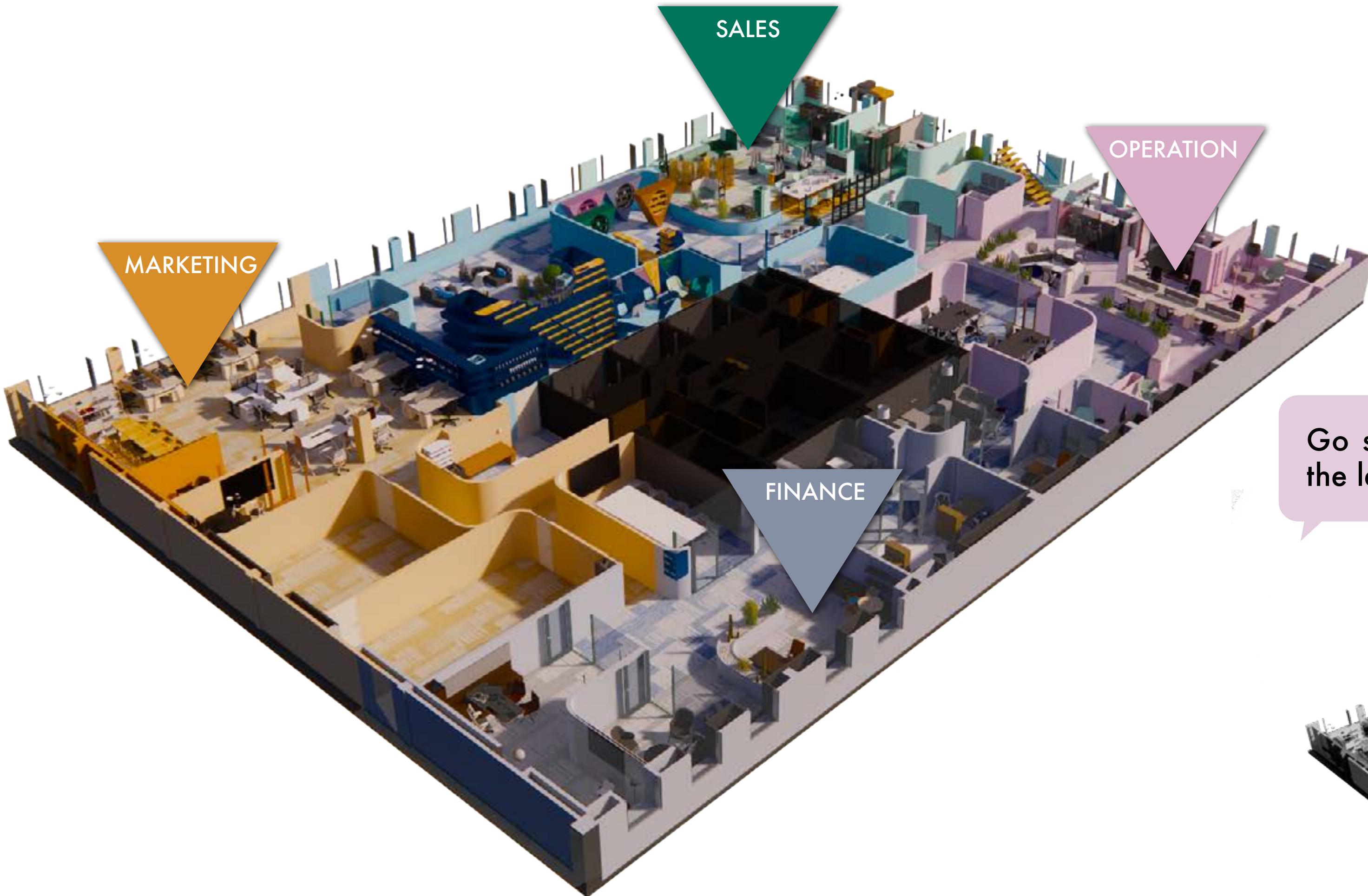


Harvest
215R141G40B
#D78D28
Marketing: bring a
great harvest for the
company.



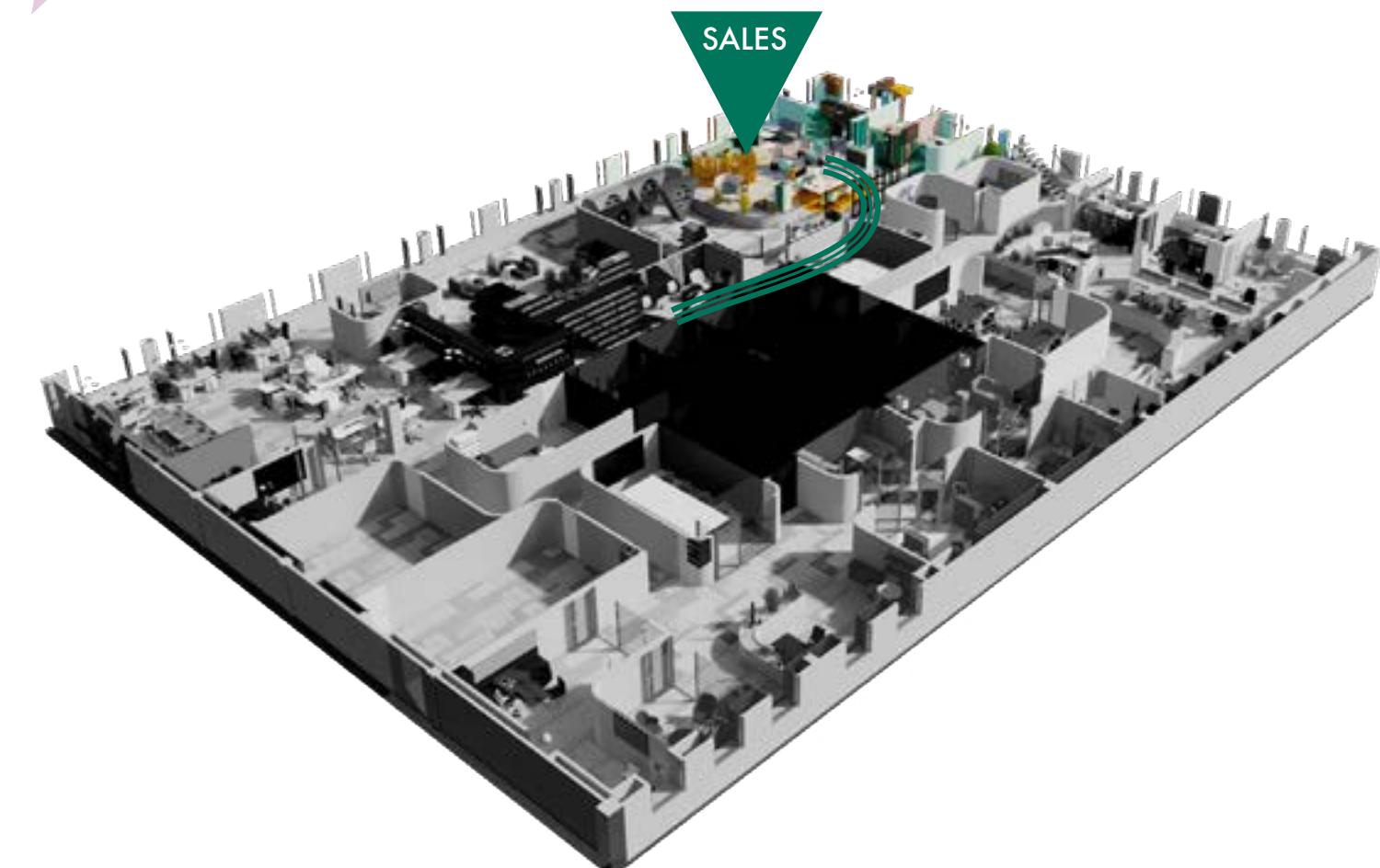
Retain
134R144G164B
#8690A4
Finance: retain the
strength and funds
for the next phase.

COLORS APPLICATION



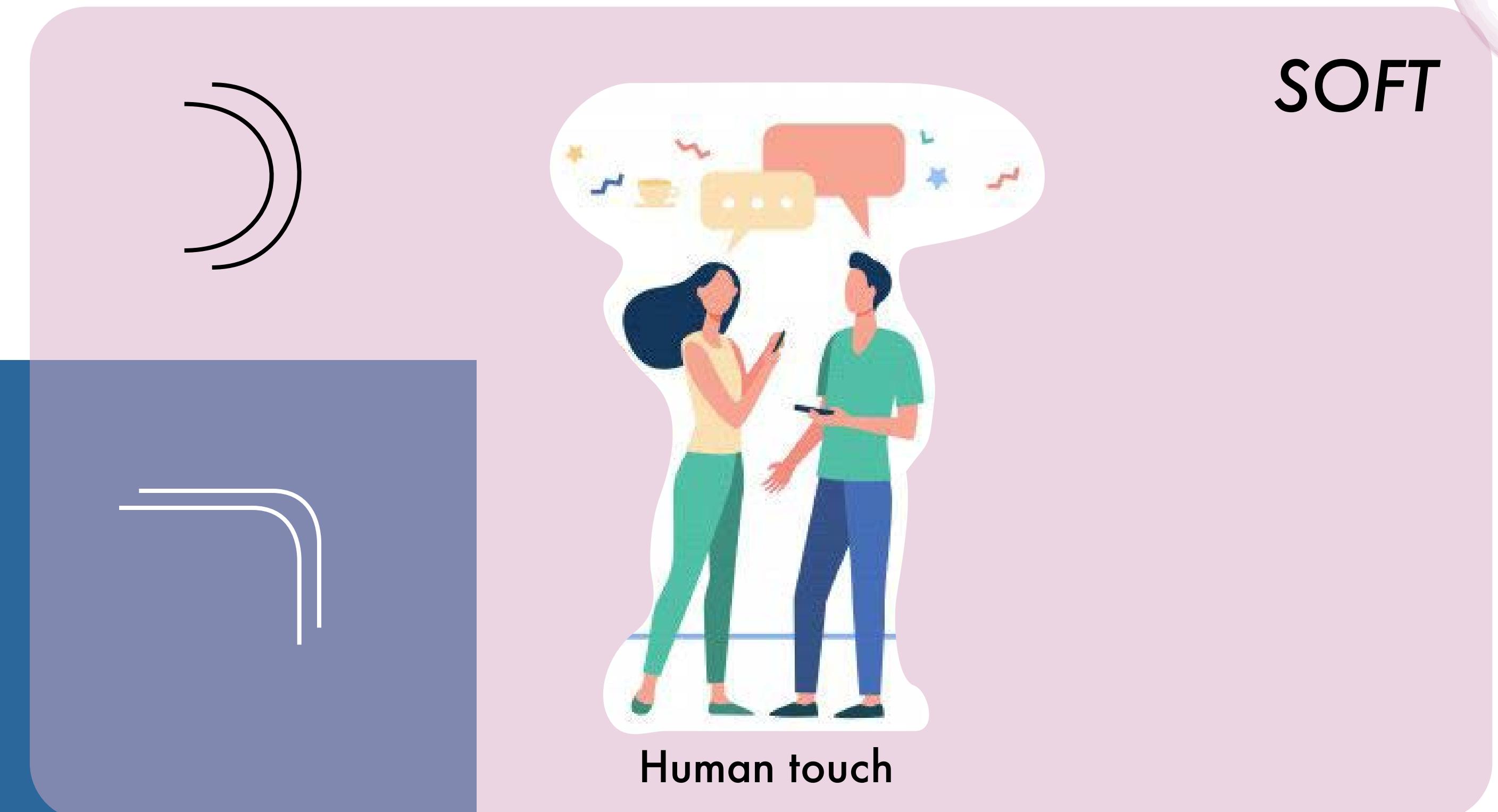
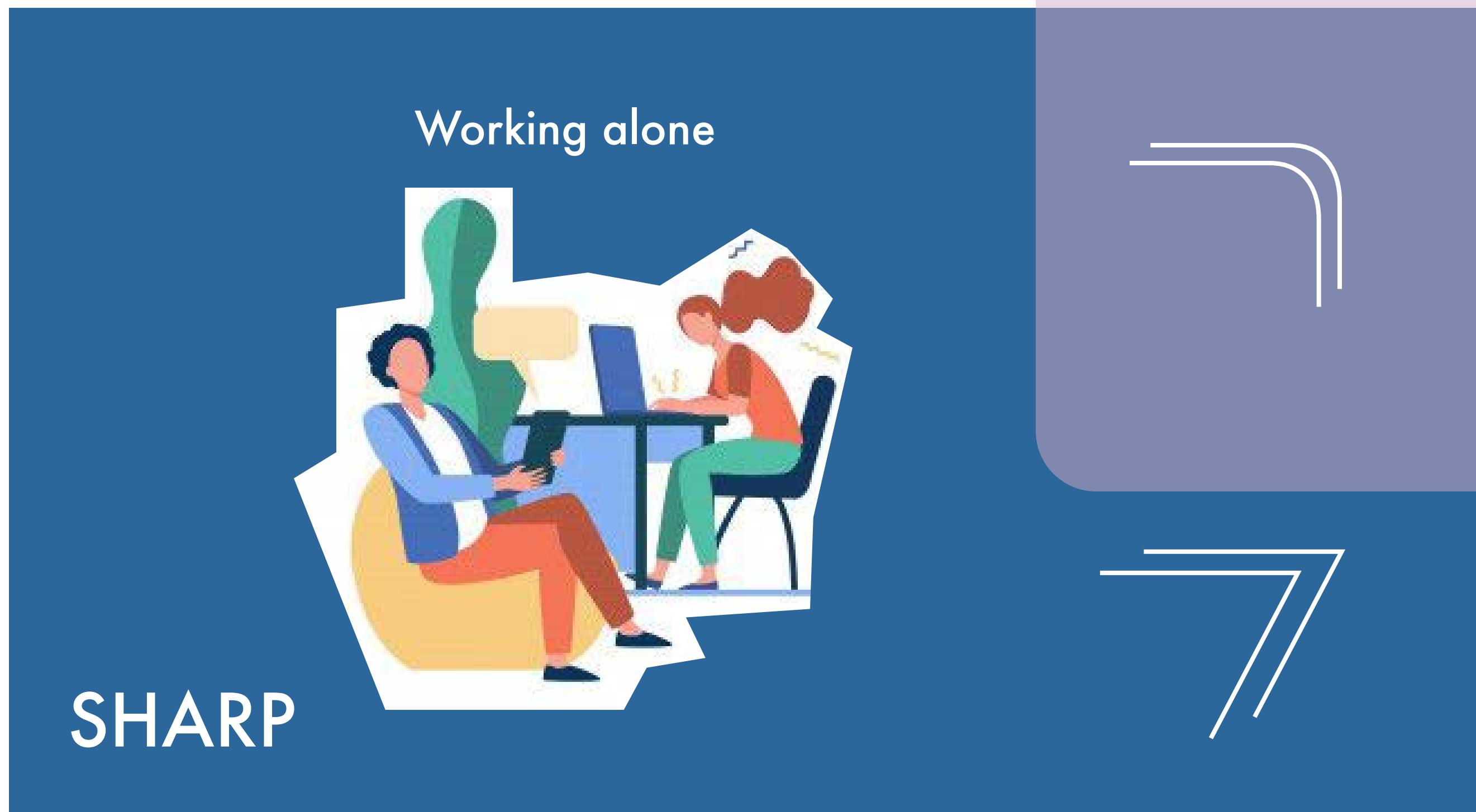
How can I get the **SALES** department ?

Go straight and you will see the **GREEN** area on the left. That's the Sales department.



CONCEPT APPLICATION

In today's society, there is always a gap between people. Urban planning and design cut off opportunities for people to communicate, and architecture does not provide a place where people want to communicate... Society and life lose their intimacy, and thus lose their color.

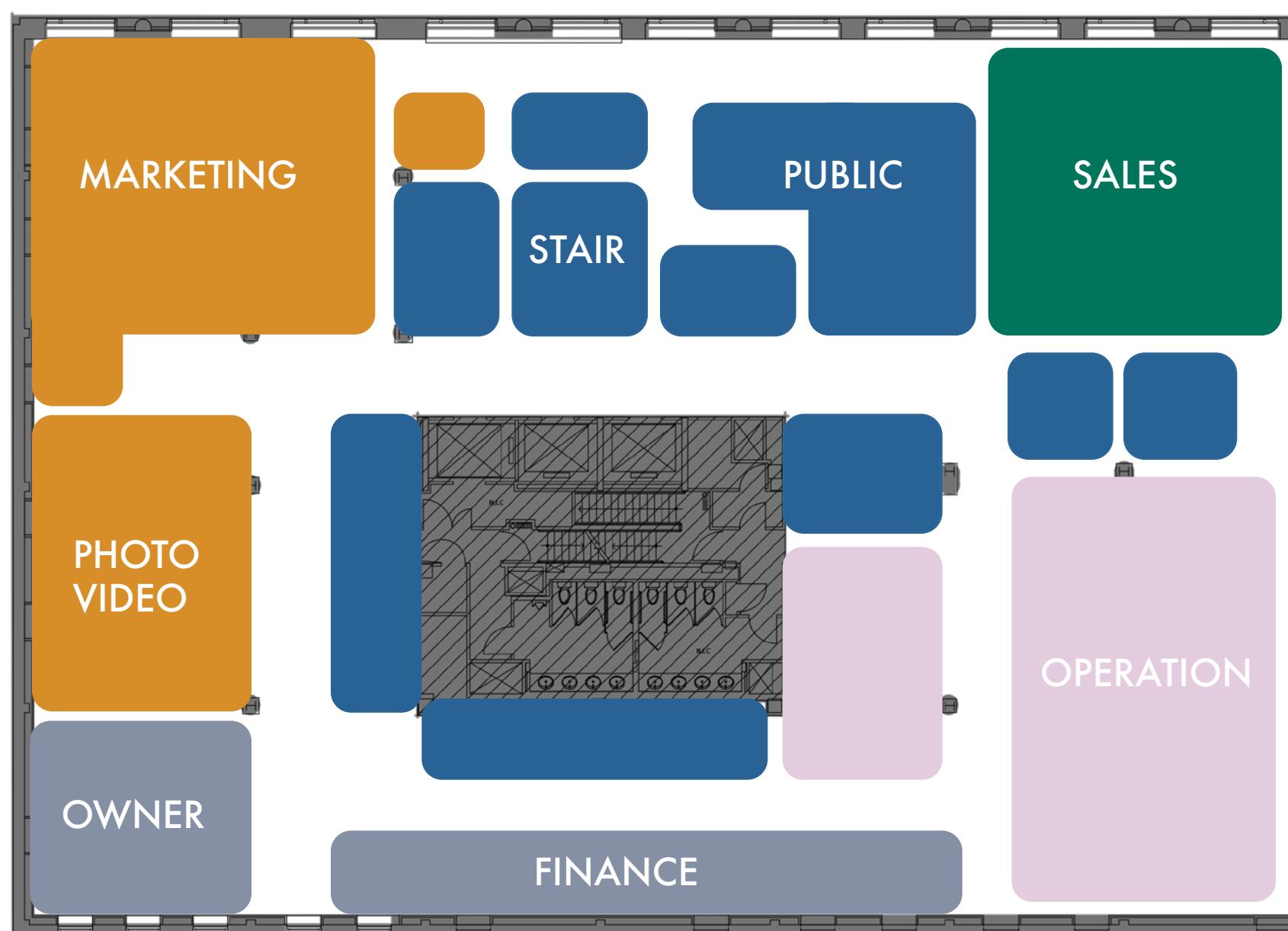


I want to break the indifference between urban and architectural, **breack boundaries between privacy and public areas**, realize the interaction between communication and space, and **bring the colors back to our daily life**.

MATERIALS

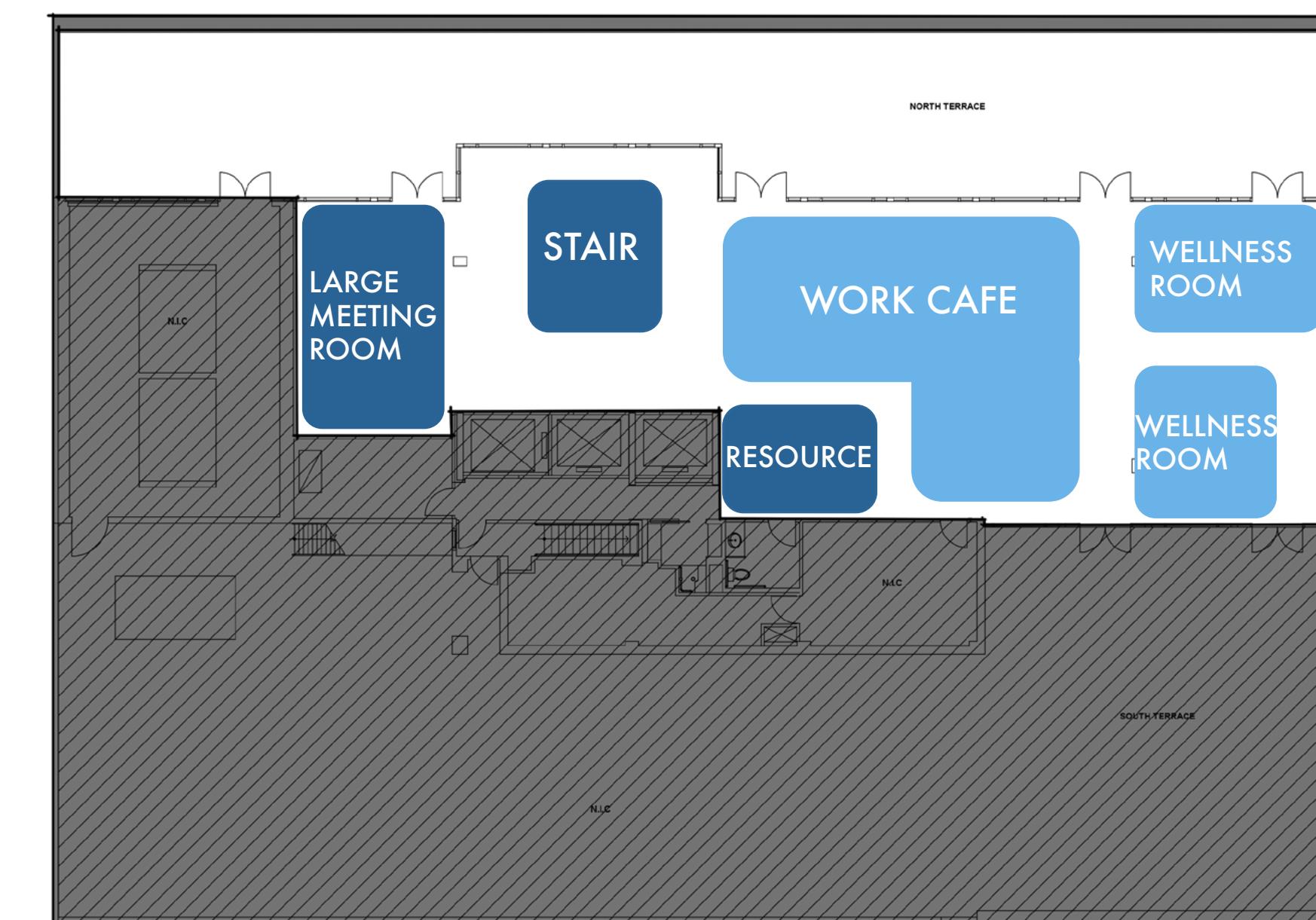


BUBBLE DIAGRAM

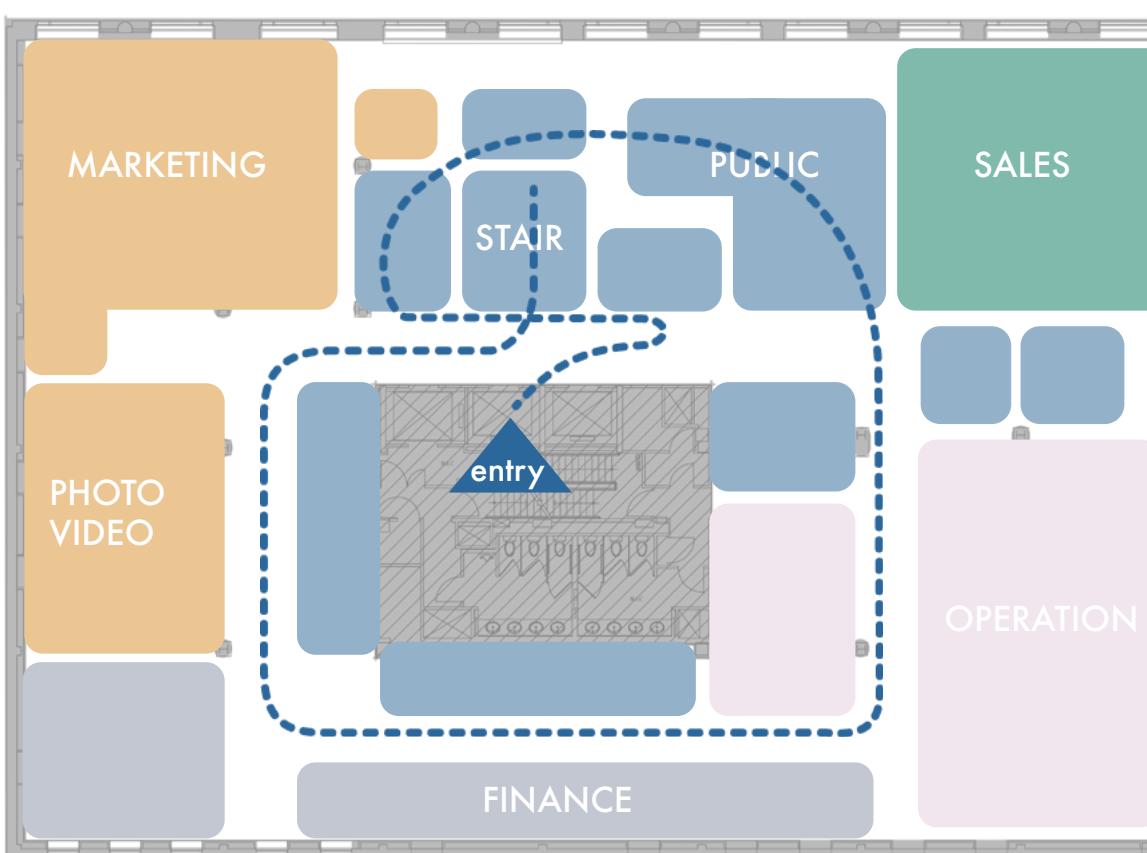


7TH LEVEL

CUSTOMER
WALKING ROUTE



8TH LEVEL



7TH LEVEL FLOOR PLAN

LEGEND

- 1 RECEPTION
- 2 MAIN STAIRCASE
- 3 RETAIL MOCK-UP SPACE
- 4 PRODUCT AND SWAG STORAGE
- 5 MAKEUP ROOM (WILDCARD SPACE)
- 6 OPEN OFFICE (ASSIGNED)
- 7 OPEN OFFICE (UNASSIGNED)
- 8 PRIVATE OFFICE
- 9 OWNER OFFICE
- 10 MARKETING PROJECT ROOM
- 11 ENCLAVES/SMALL MEETING ROOM
- 12 MEDIUM MEETING ROOM
- 13 PRODUCT DEVELOPMENT PROJECT ROOM
- 14 PHOTO STUDIO
- 15 VIDEO STUDIO
- 16 RESOURCE CENTER
- 17 MOTHER'S ROOM
- 18 SECONDARY STAIRCASE



SOCIAL



OPERATION



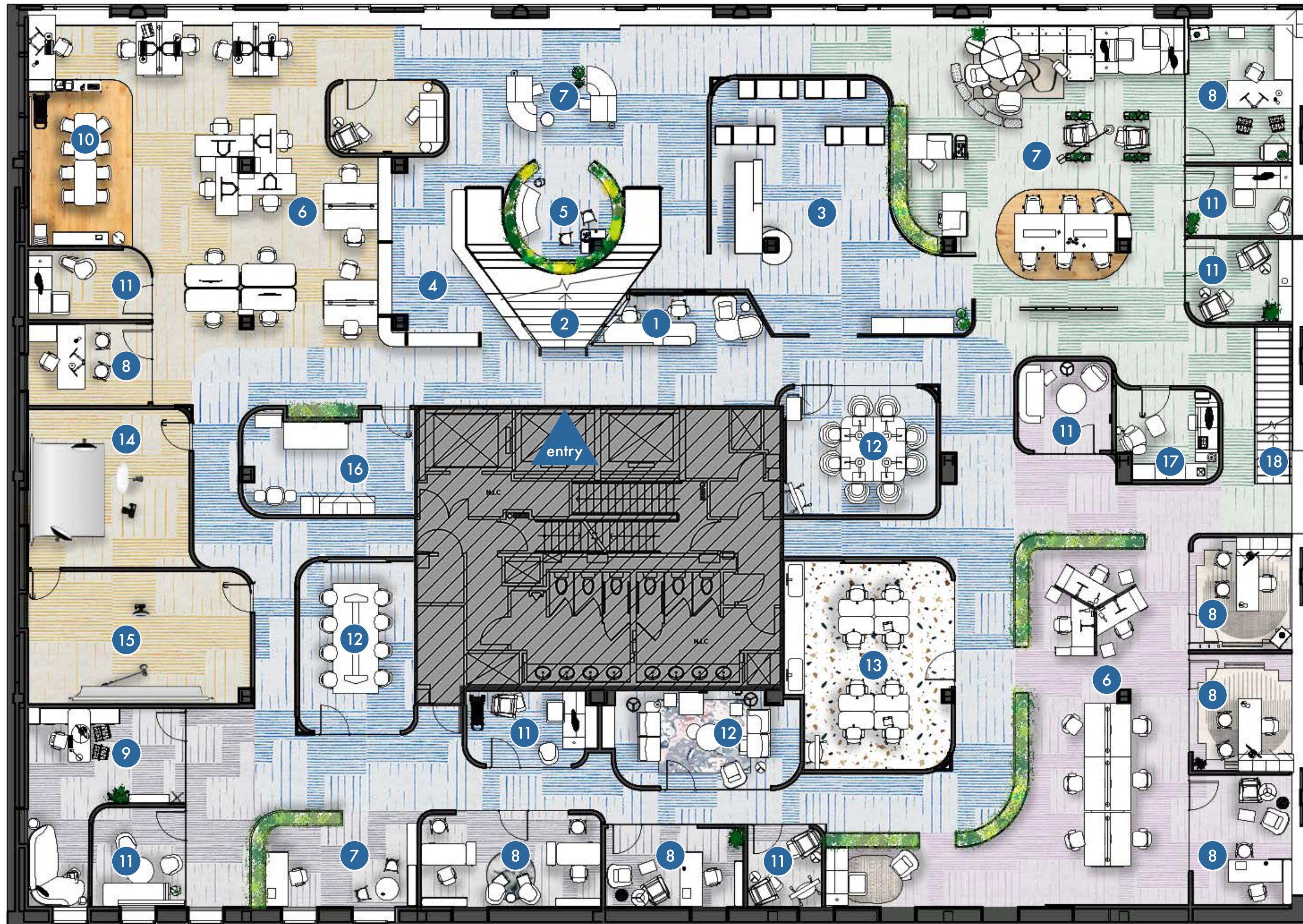
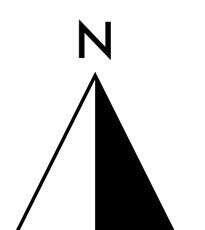
SALES



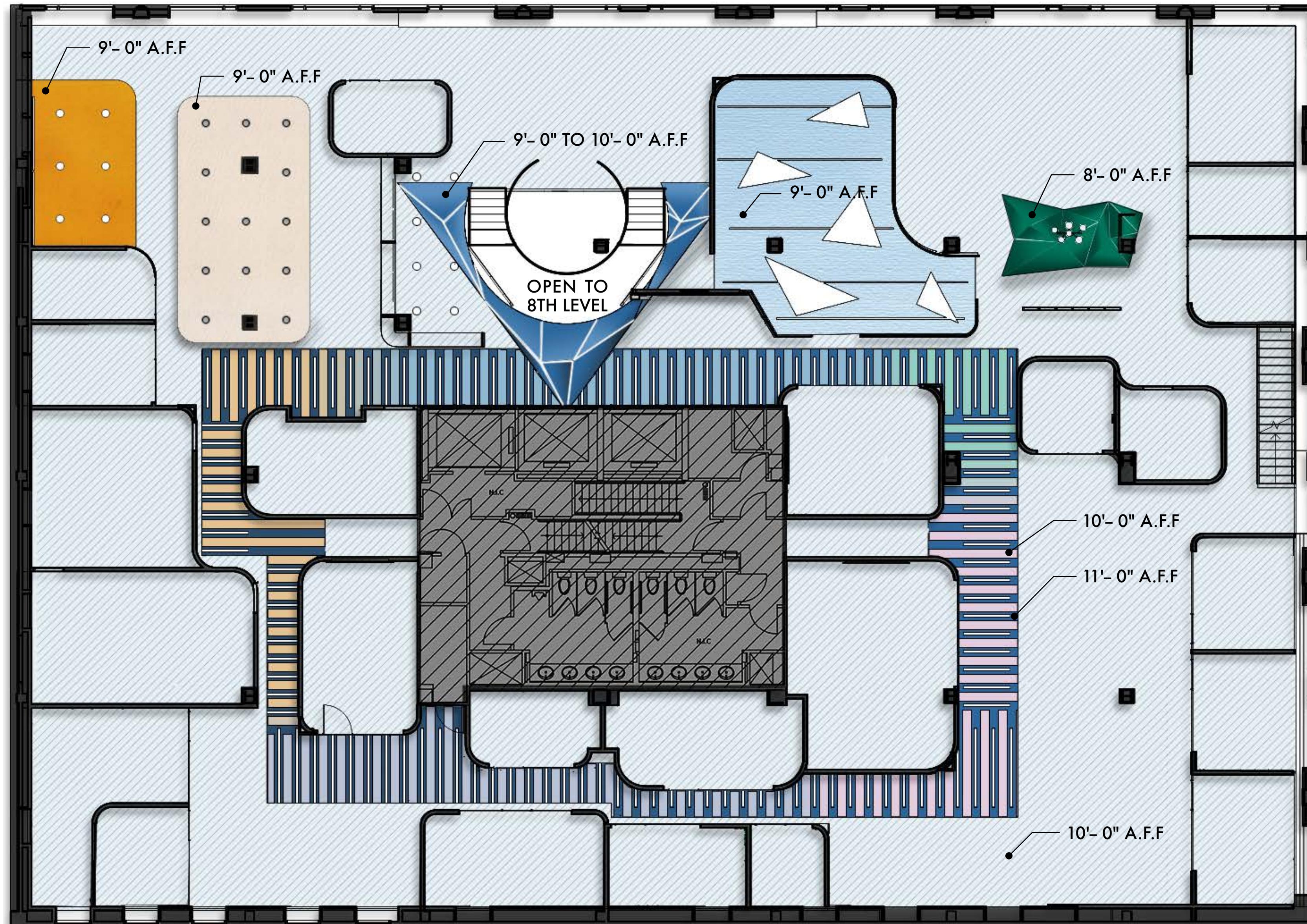
MARKETING



FINANCE



7TH LEVEL R.C.P.



LEGEND

- LIGHT BOARD
- PENDANT
- RECESSED DOWNLIGHT
- LIGHT STRIP



Melt Pendant **Tom Dixon**



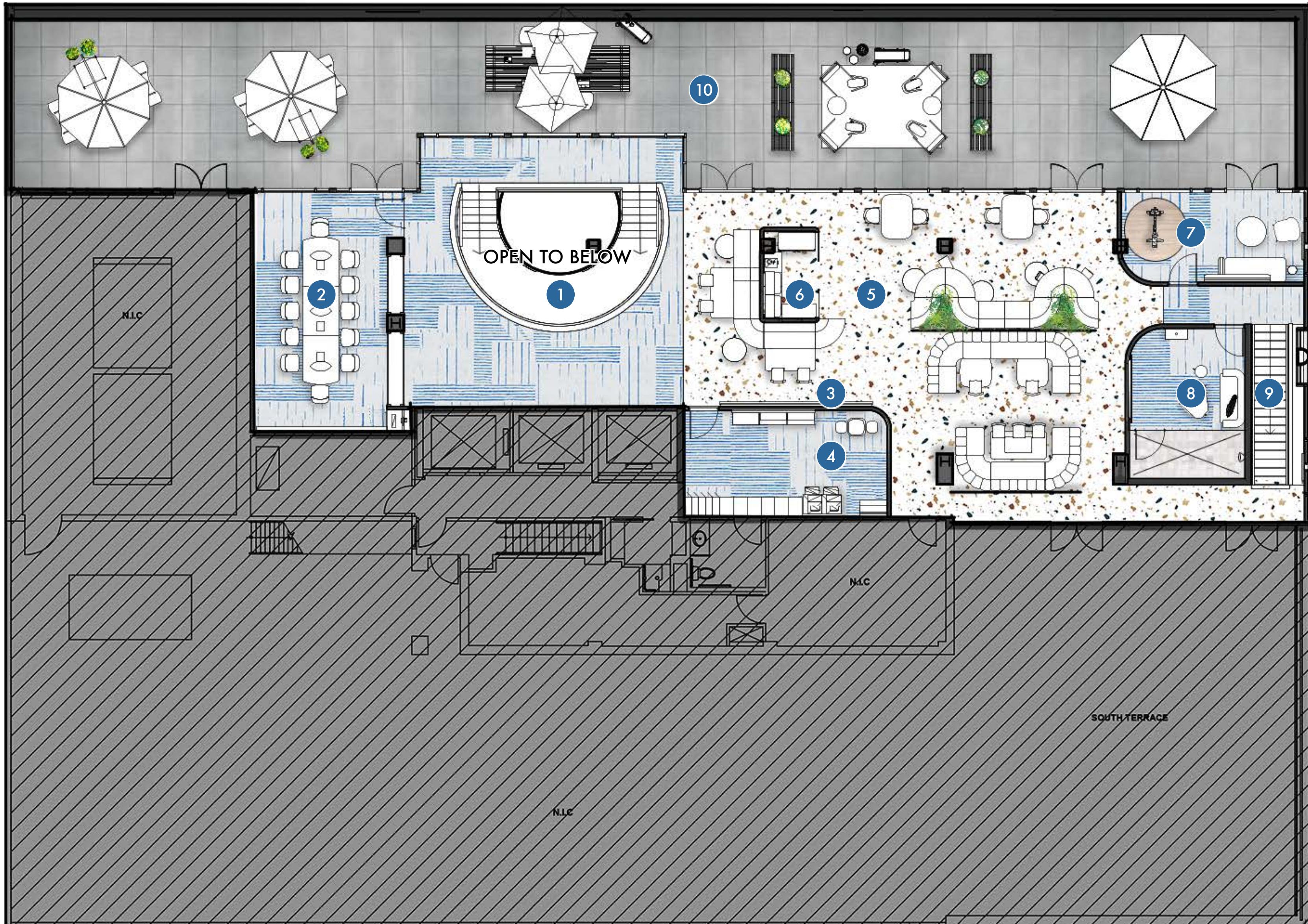
Perch Light Branch **Moooi**



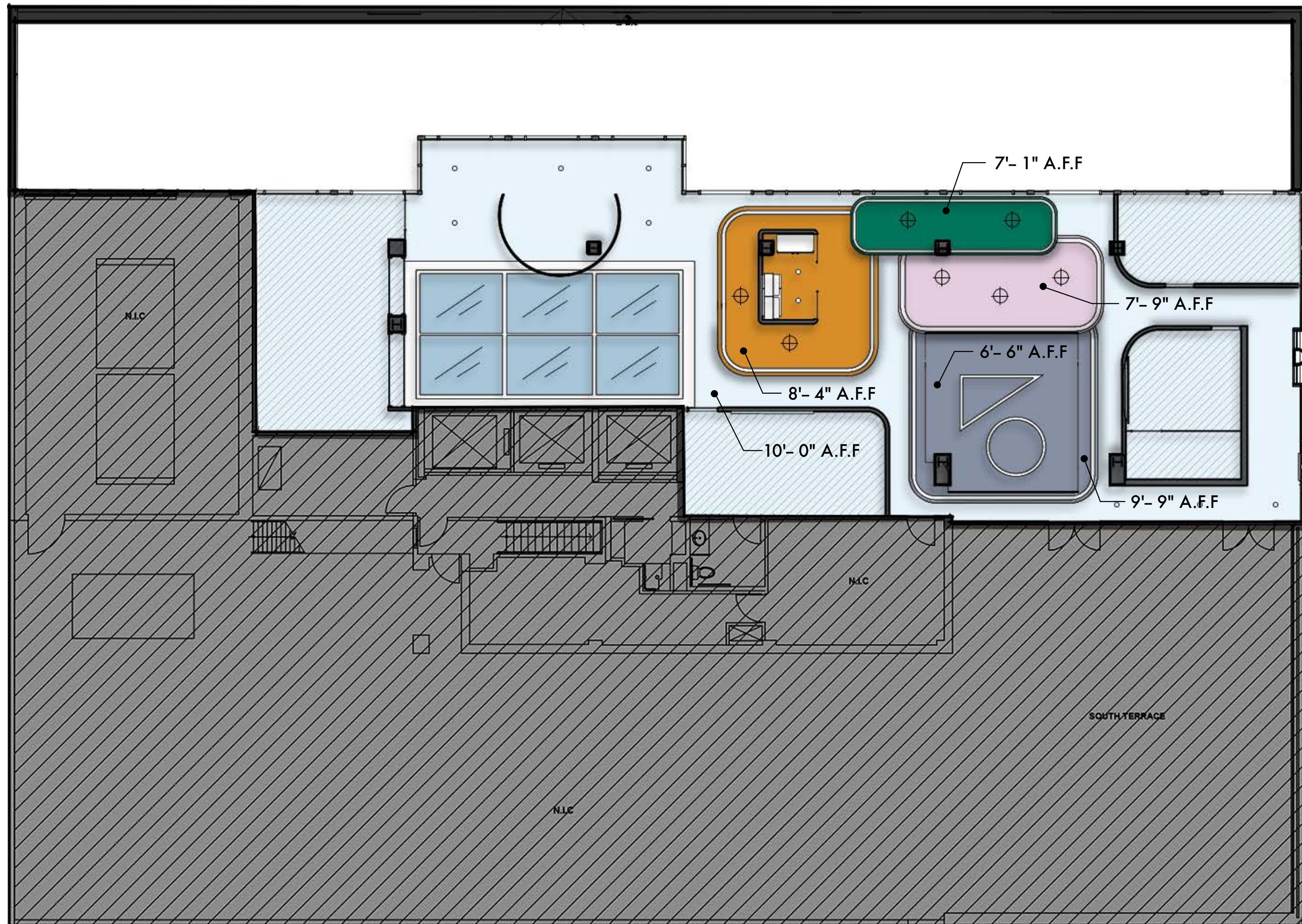
8TH LEVEL FLOOR PLAN

LEGEND

- 1 MAIN STAIRCASE
- 2 LARGE MEETING ROOM
- 3 CELEBRATION BOARD
- 4 RESOURCE CENTER
- 5 WORK CAFE
- 6 SERVICE ROOM
- 7 RELAXATION ROOM (FITNESS)
- 8 RELAXATION ROOMS (SHOWER)
- 9 SECONDARY STAIRCASE
- 10 PATIO



8TH LEVEL R.C.P.



LEGEND

- SKYLIGHT
- PENDANT
- RECESSED DOWNLIGHT
- LIGHT STRIP



Round Boon Pendant **Moco**



SECTION



STAIR CASE

Create a office that **inspiring, innovative, inclusive, thought provoking, fun, functional, flexible, and collaborative.**

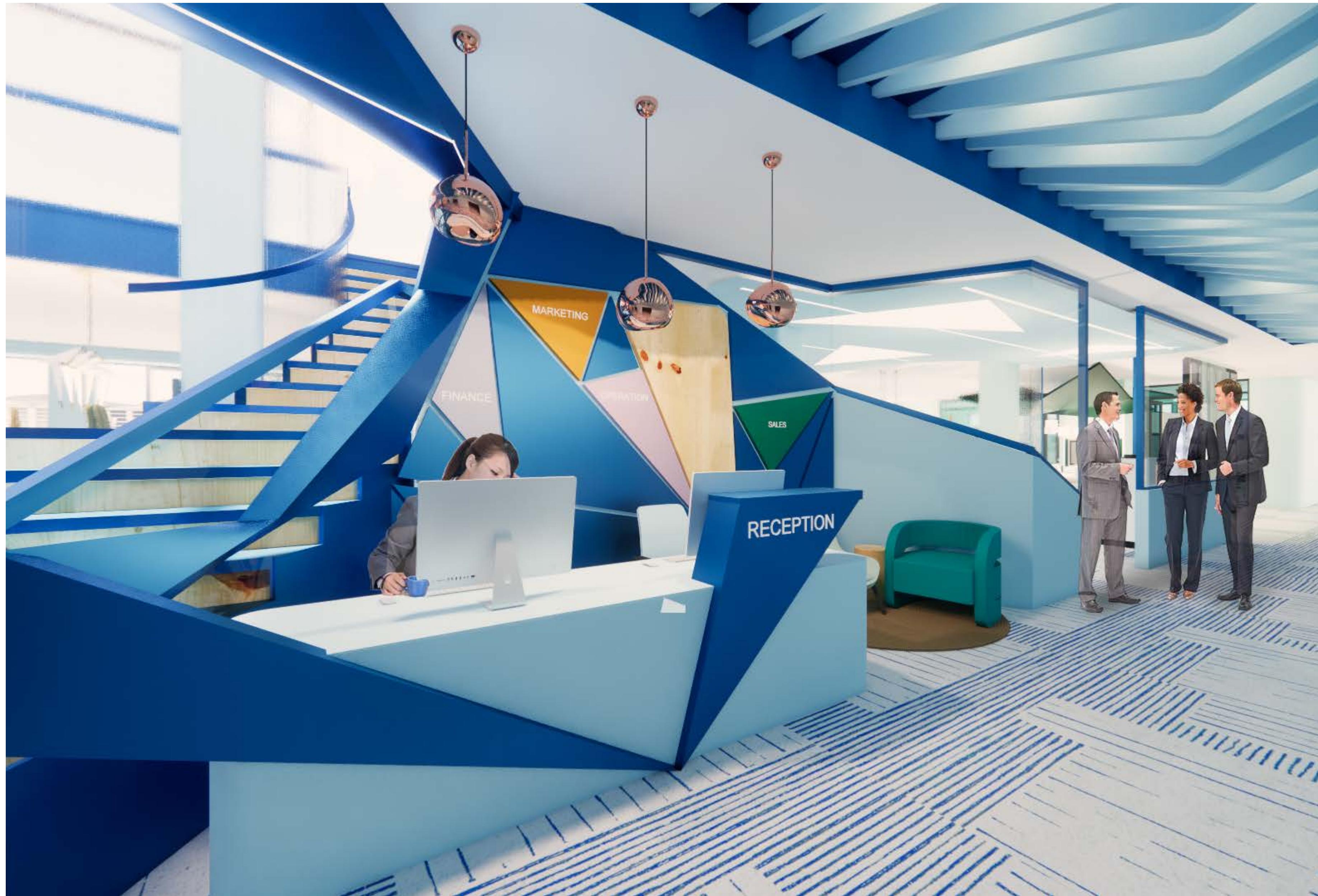


Public/Social Area

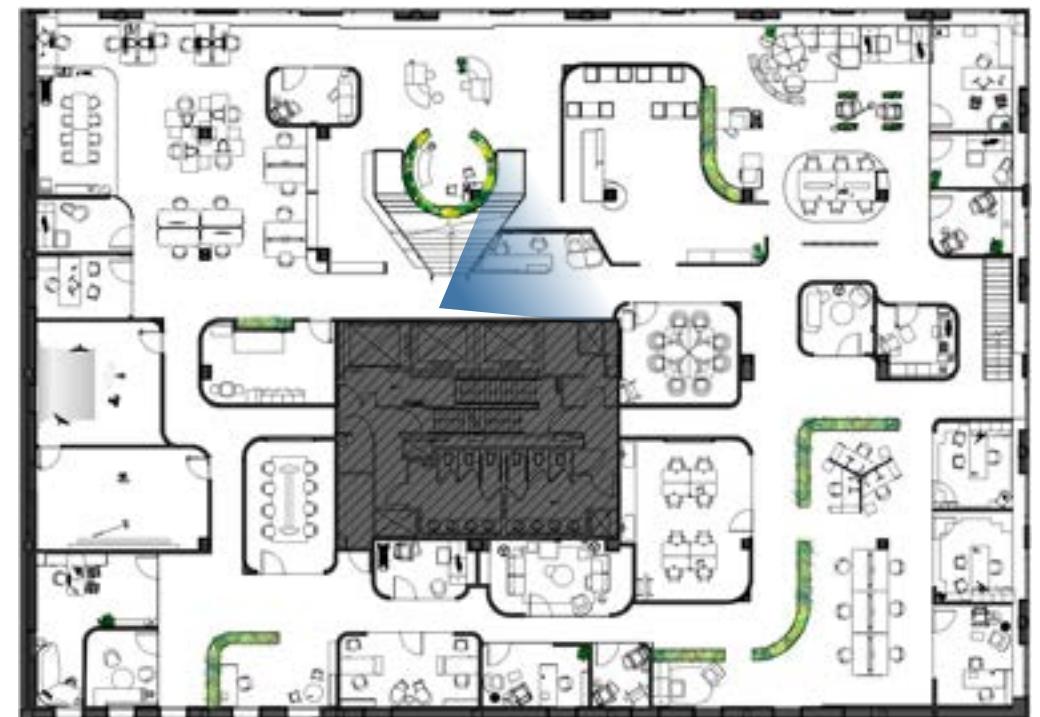


RECEPTION

Design spaces that **promote physical and psychological safety** with appropriate distancing and division through **boundary**, shielding and user control, and that integrate safety and cleaning protocols and products thoughtfully.



Public/Social Area

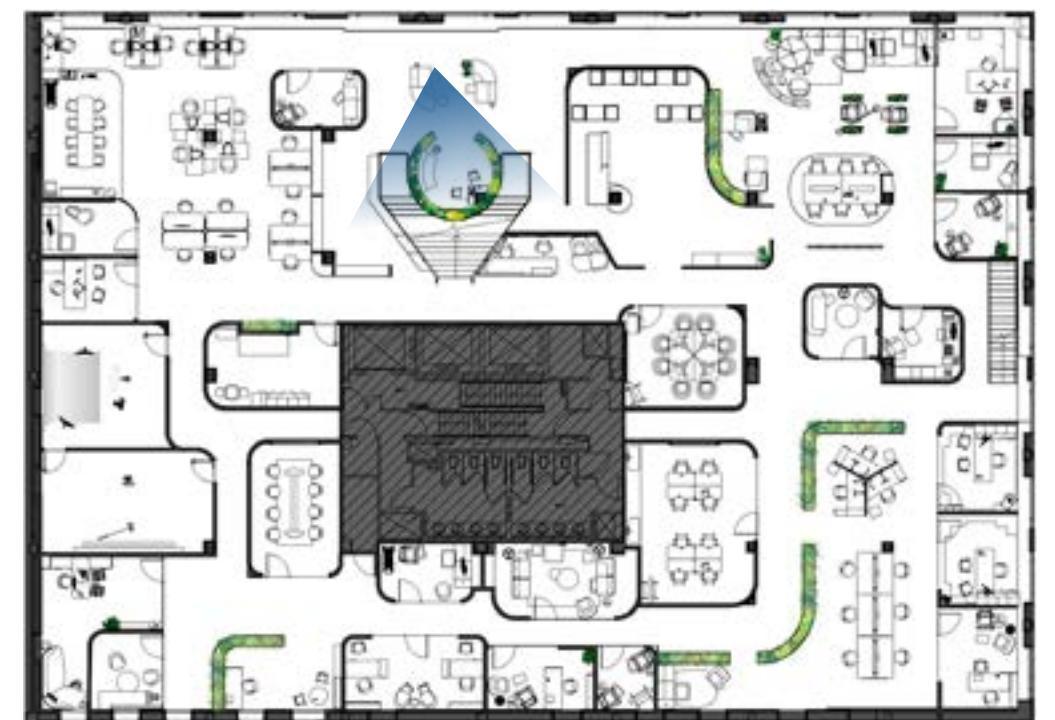


MAKEUP ROOM



Create more inclusive spaces with consistent access for all people with an **intentional diversity of spaces**.

Public/Social Area



ASSIGNED OFFICE

More enclosed “me” and more open “we” spaces.
More options for individuals spaces with a range of privacy and control. More open team spaces with flexible boundaries.



Marketing department



UNASSIGNED OFFICE

Design neighborhoods that are owned by teams, **providing a home-base and sense of connection for the individuals.** Consider a range of individual spaces for people to focus free of distractions.



Sales department



WORK CAFE

Workers are **encouraged** to eat with others.



Public/Social Area

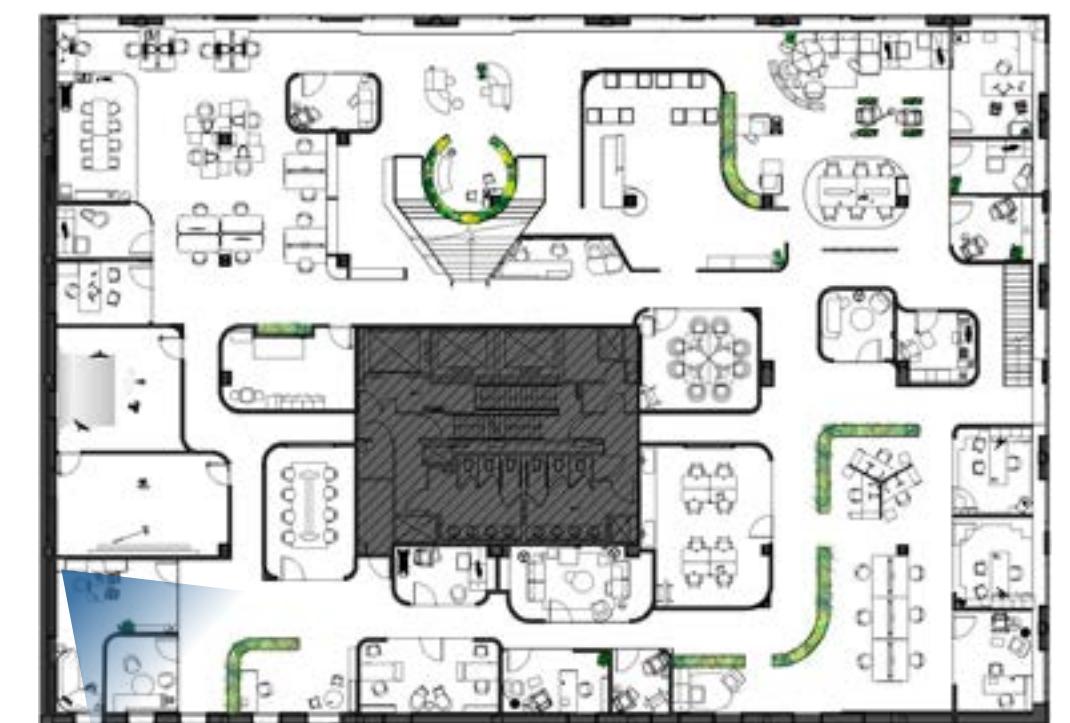


OWNER OFFICE

Eventhough the "**Sharp**" owner, needs a **soft** area to breath.



Finance department

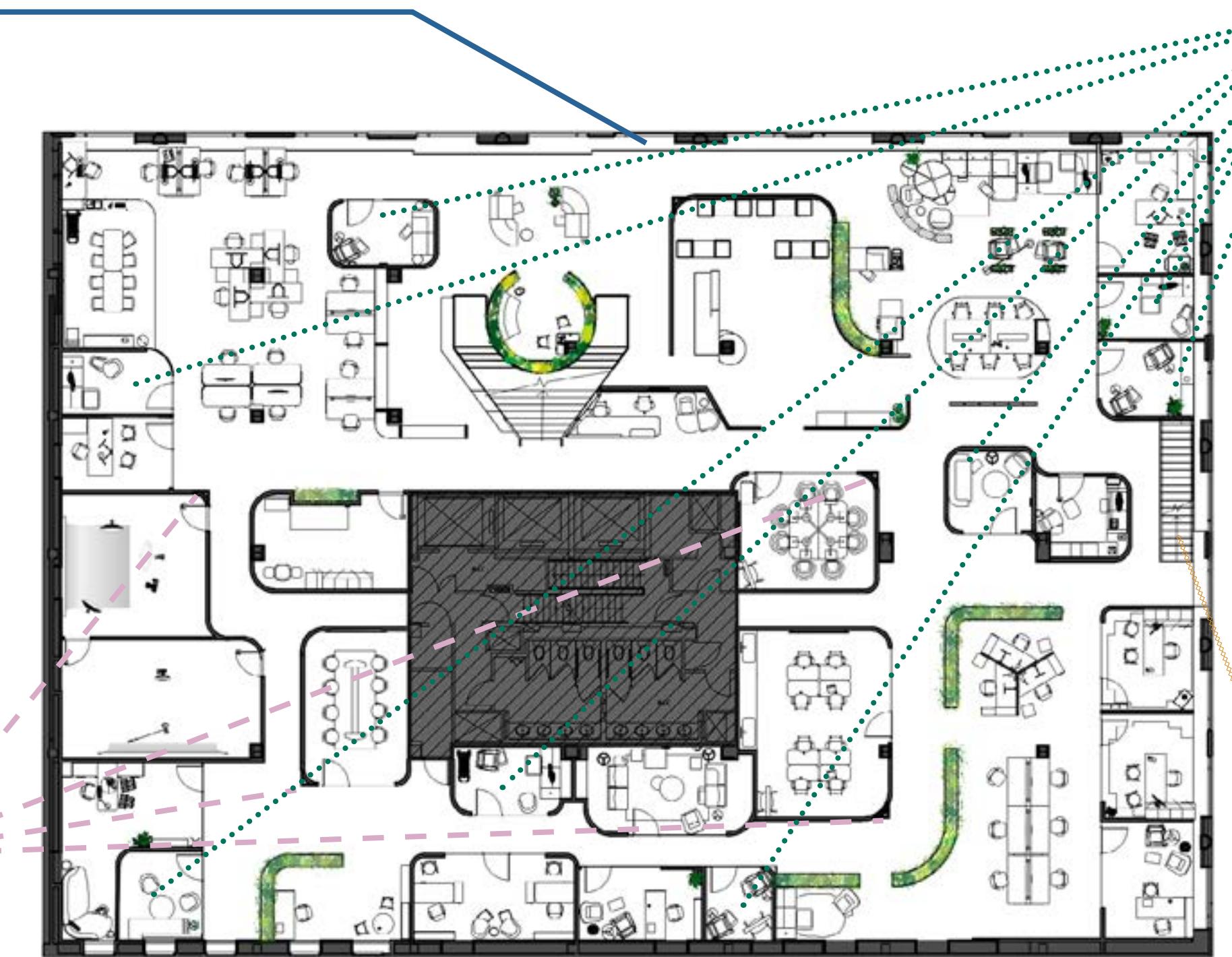


THE MORE SOFT EXPERIENCE

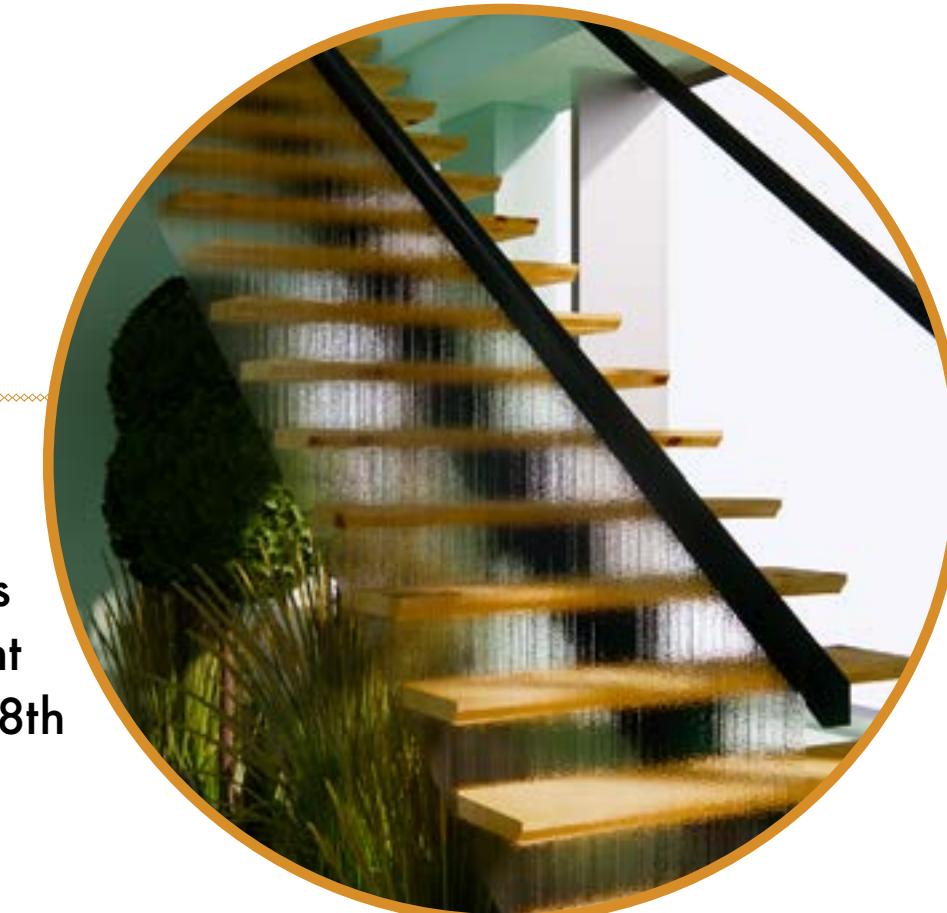
No walls block the north side windows, everyone in the company will enjoy the view



There are four signpost pointing the directions of departments

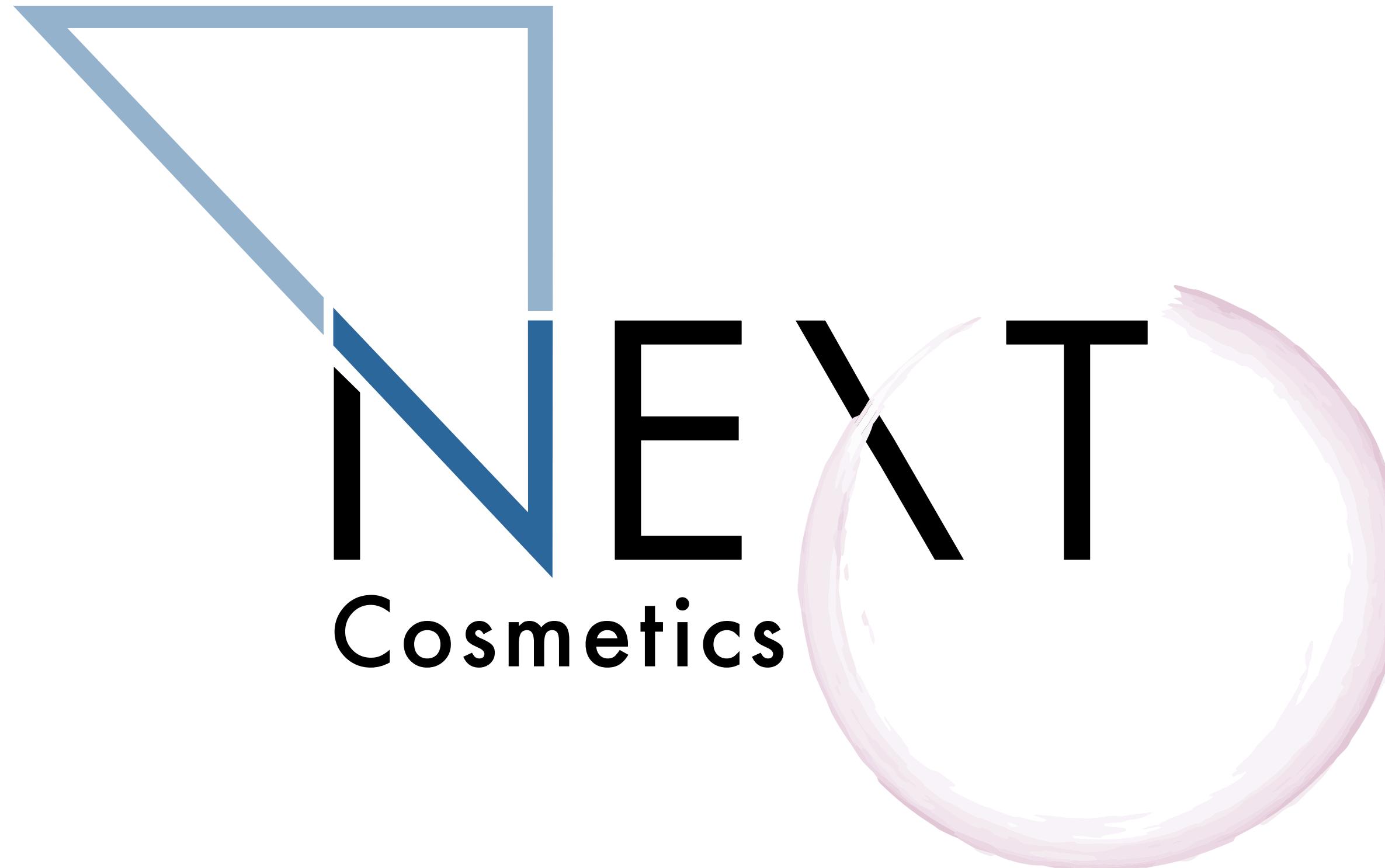


Secondary stairs makes people more convenient and privately to reach 8th floor (Relaxation Room)



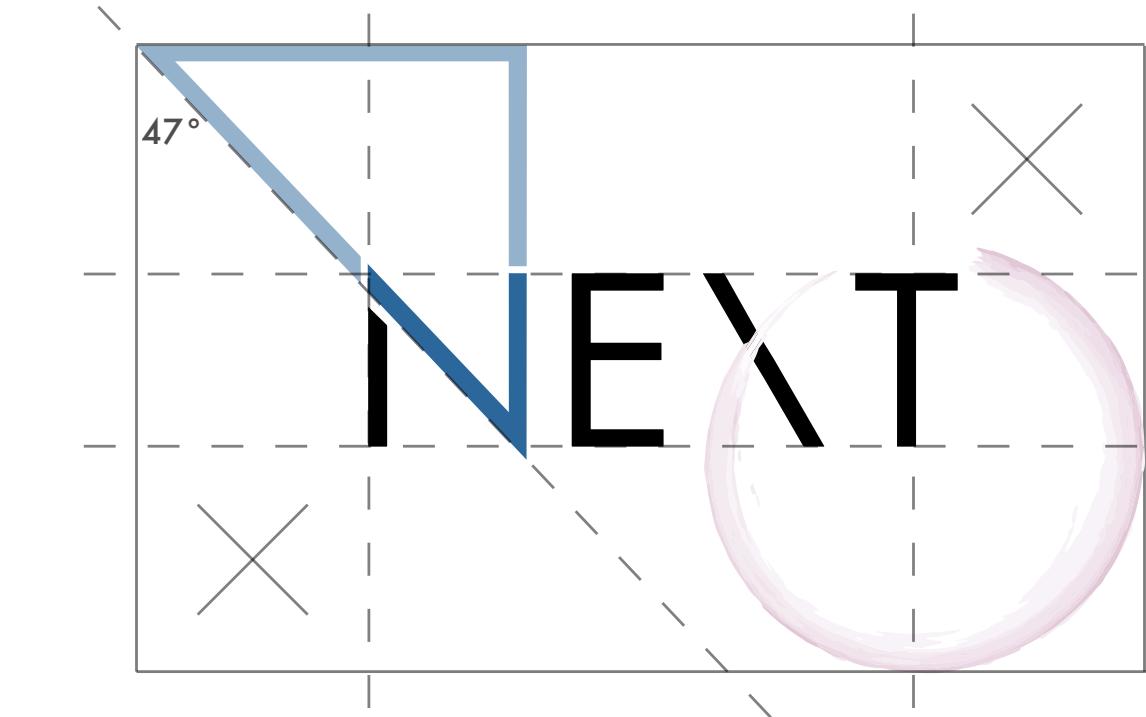
Eight small meeting rooms are distributed in various departments, people can get to it as soon as they want

LOGO BRANDING

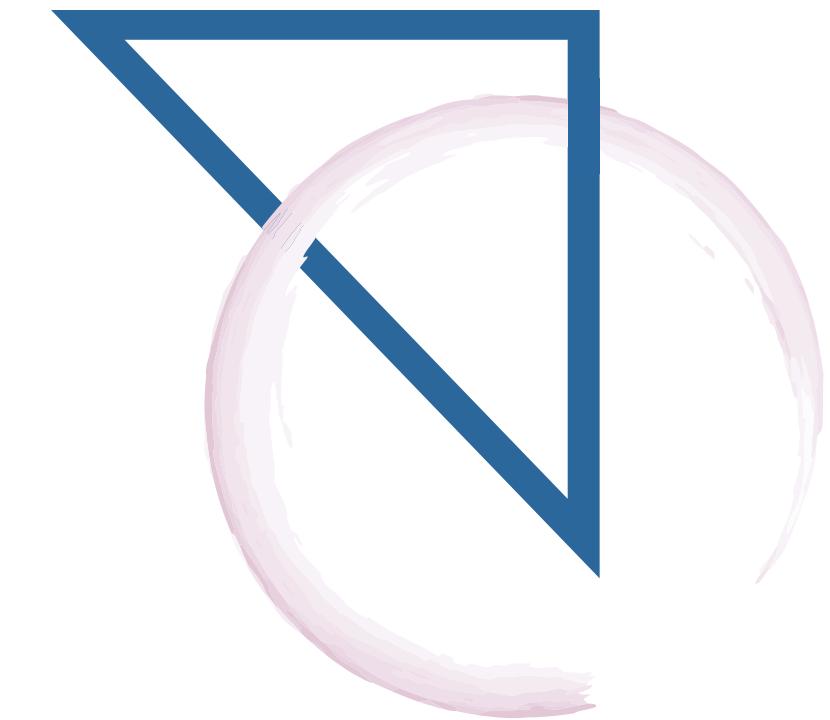


TYPOGRAPHY: Futura bold/medium

LOGO COMPOSITION



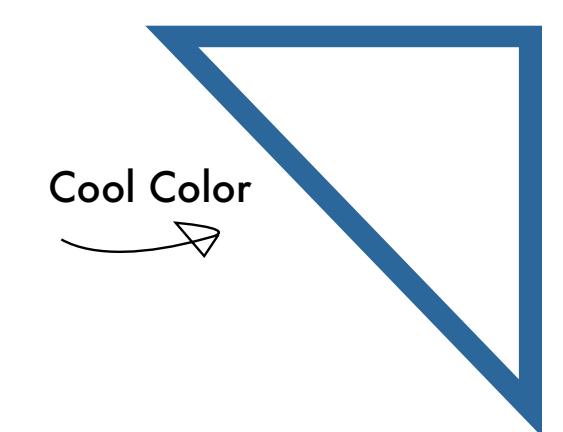
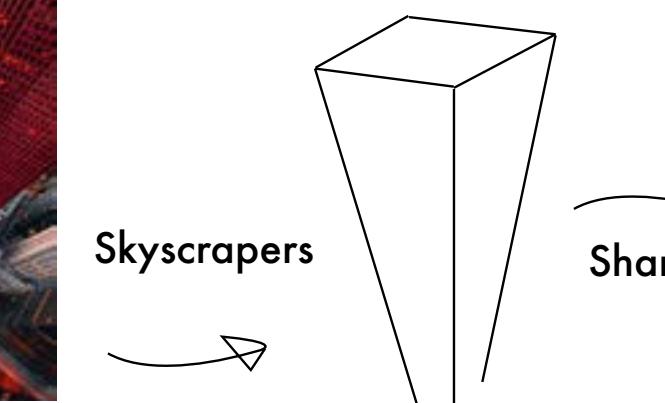
LOGO ICON



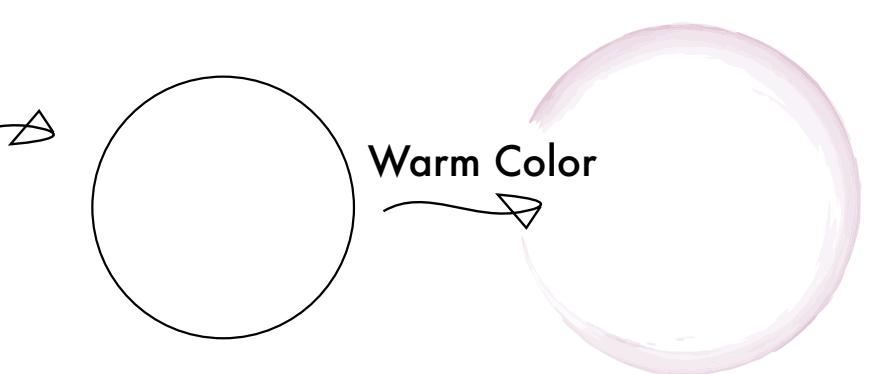
LOGO INSPIRATION



Skyscrapers



Central Park



STEELCASE FURNITURE



