

GLOBAL PROFESSIONAL SERVICES FIRM - SAN FRANCISCO

LOCATION: San Francisco, CA

CLIENT/OWNER: Confidential

SUMMARY/DESIGN INTENT

Community is not a place, a building, or an organization – rather it's a feeling that fortifies the relationships among people." Such was the objective when the design team set out to define the design approach for the new workplace for a Global Professional Services Firm in San Francisco.

Coming out of Covid, yet already embracing the notion of flexible work, the organization knew their workplace now required a new value proposition. What would be the mission and purpose of the work environment if we can work anywhere? A desire to embolden the connection to their community and celebrate the eclectic diversity of San Francisco became the foundation for the design.

Creating a work environment that reflected the vibrancy of the city while serving as a destination for connection took on new meaning following such a period of upheaval. It required a new intention and deliberation than afforded in the past. The new design embraced this complexity — including the crucial impact strong communities like this organization and the residents of this region have at large on our health and wellbeing and on the world around us.

City streets and social corridors became the design metaphor in the space, mirroring the focal point of human activity in urban centers. Citizens interact with the urban environment through its streetscape. The linkage to those interactions is essential to human connection and the establishment of a community.

The designed Neighborhoods and Front Porches in the space empower a dynamic network of connections and relationships that influence the user experience. This inviting workplace strengthens the interactions they have with one another and inspires their work. These thoughtfully designed destinations are customizable and flexible to offer an opportunity to continuously "hack" the space for personal preference and represent just two of the unique space types that defined a truly authentic and mission-driven design expression.

PROJECT GOALS

- Think about our environments as they represent our way of thinking, working, recruiting, marketing and culture.
- Create a workplace canvas designed for Your Tomorrow.
- Commit to being bold

Values

- Inspired to make a difference
- Care -ownership of people feeling welcome

Digital IQ

- Digital in our DNA
- Continuous Improvement
- Re-imagine the possible

New Ways of Working

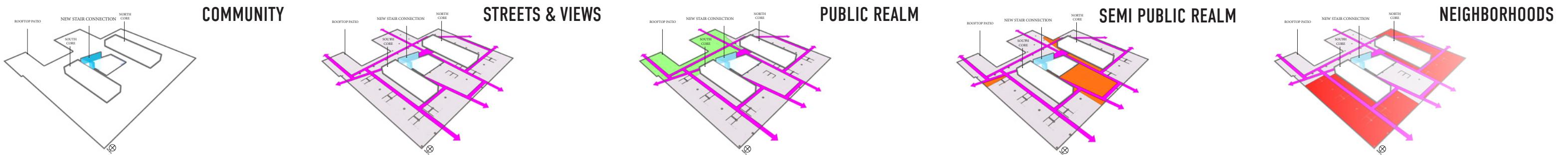
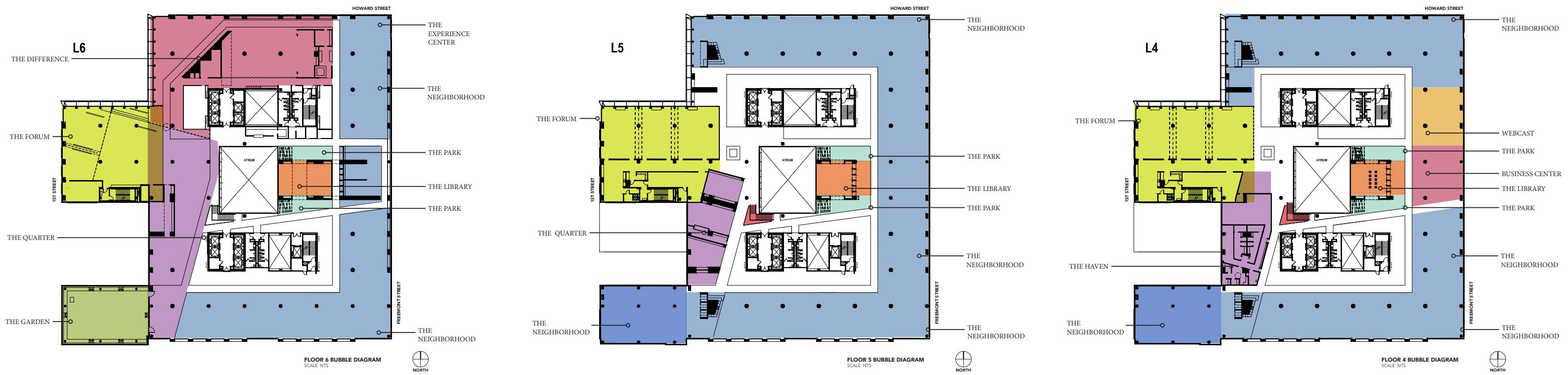
- Shift from entitled individuals to empowered teams
- Exploration of collaboration

Energy

- For the digital & physical world. Delight & inspire people with intent & purpose
- Establish a creative path, that is provides character and visual interest
- Connect the culture, community, technology, and physical context of the office.
- Compliment and build upon perceived views and pedestrian pathways

- Create an approachable, comfortable, energizing, active, accessible Community.
- Create a place, not a design.
- Catalyst to enable "One Firm" client wins we weren't capable of before.
- Build a sense of community, civic identity and culture.
- Public spaces, if utilized and designed well can give a character and enhance interior space relationships.
- Creating a sense of 'home' clear identity and community.
- Increase in productivity that will embody the purpose and values of Your Tomorrow and Continuous Improvement.
- Optimize the live, work, play, create lifestyle within the office.
- Connection to the culture, community, technology, and physical context.
- Develop space that is a buffer between highly active areas and less frantic working spaces.
- Create an approachable, comfortable, energizing, active, accessible Community.

PROJECT APPROACH | Adjacency Diagrams | Space Typology



Community is not a place, a building, or an organization. Community is both a feeling and a set of relationships among people. People form and maintain communities to meet common needs. The meaning of community requires more thoughtfulness and deliberation than we typically give it. Going forward, we must embrace this complexity—including the crucial impact communities have on health and well-being—as they strive to understand and create social change.

City streets and social corridors are a focal point of human activity in urban centers. Citizens interact with the urban environment through its streetscape and it is imperative to not only map city streetscapes, but quantify those interactions in terms of human well-being. The design of the streetscape will be successful by weaving together design, transparency, activity and permeability to the spaces beyond.

You are never finished. By nature, good public spaces respond to the needs, the opinions and the ongoing changes of the community require attention. Amenities wear out, needs change and other things happen in an urban environment. Being adaptive and having the flexibility to enact that change is what builds great public spaces and great authentic experience.

Central to planning any holistic community is the preservation of our natural world within its urban surroundings. Commonly places of leisure, learning and dedication these hubs provide a point of convergence within a unique ecosystem. Here one will find an array of choices to connect to community, cultivate relationships or find focus.

Neighborhoods provide a dynamic network of connections and relationships that impact ones experiences. Thoughtfully designed to be inviting and a way for groups to band together and strengthen their sense of community. These carefully placed nodes will be defined by character, diversity and defined by boundaries that consciously change to the benefit of those who inhabit them. It's space that feels like coming home.

VISIONING | Function | Form

THE CUBE: CONCEPTUAL

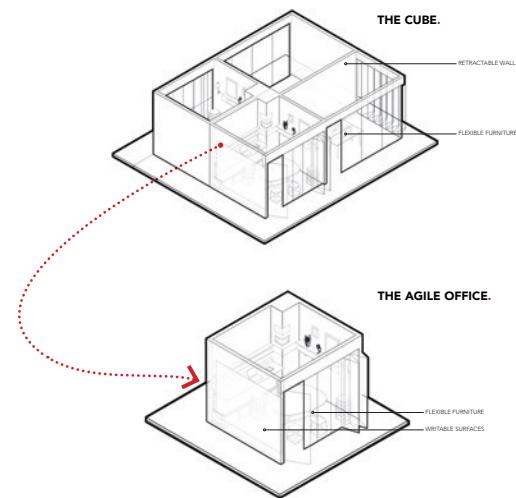
One size does not fit all. "The Cube" maximizes space and function.

Uses:

- Closed: Client calls, team meetings, heads-down work.
- Open: Collaboration sessions.

How we'll work differently:

- Movable wall systems transforms from an enclosed office to flex space.
- Open to non-traditional office concepts.
- Create the type of space you need.



THE FRONT PORCH: CONCEPTUAL

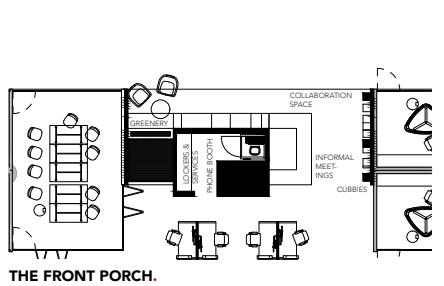
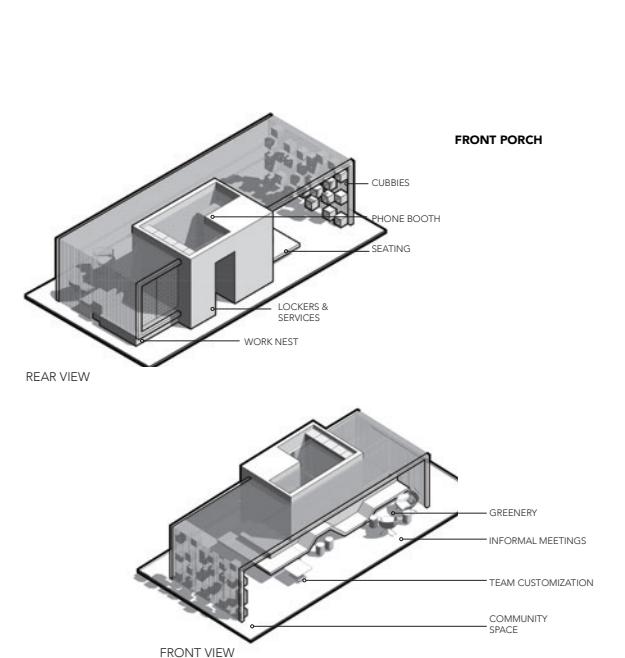
Welcome to the neighborhood.

Uses:

- Working together, ad-hoc work, relaxation or meetings with teammates.

How we'll work differently:

- Non-traditional options to work individually, collaborate with or personal.
- The Front Porch supports multiple operational and community needs.
- Teams can personalize their neighborhood.



THE YARD: CONCEPTUAL

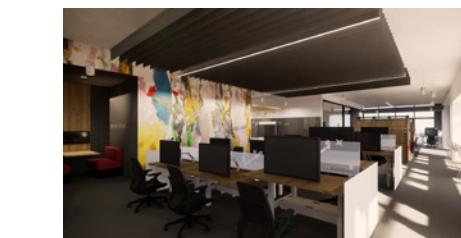
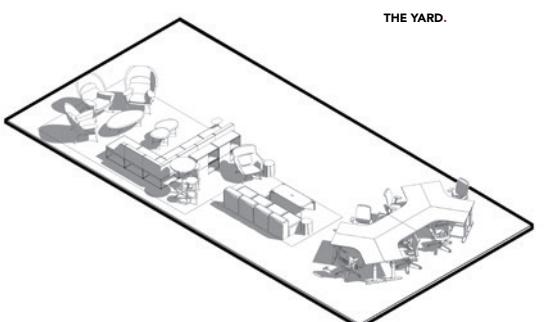
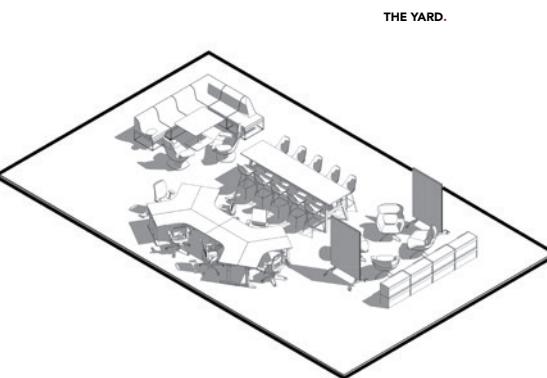
A place for everyone. Utilizing different work typologies.

Uses:

- Hackable space for teaming, socializing, working and problem-solving.

How we'll work differently:

- Activity-based spaces create what you need, when you need it.
- Space flexibility with a variety of options to work differently.
- Social interactions allow exploration of different work types.



THE WORKSHOP: CONCEPTUAL

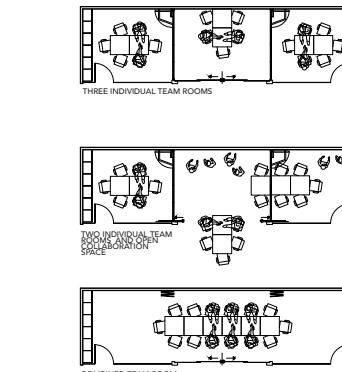
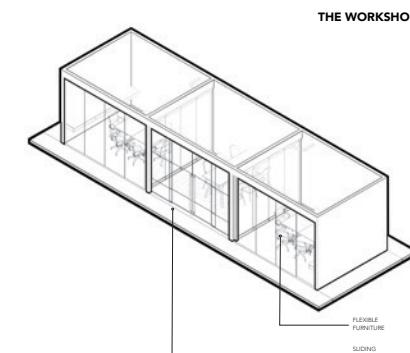
Hack it your way. "The Workshop" is a scalable multi-purpose team room.

Uses:

- Hackable space for teaming, socializing, working and problem-solving.

How we'll work differently:

- Meet in adjacent rooms or together while teaming on long-term project.
- Shift walls to expand room size or open space for larger team.

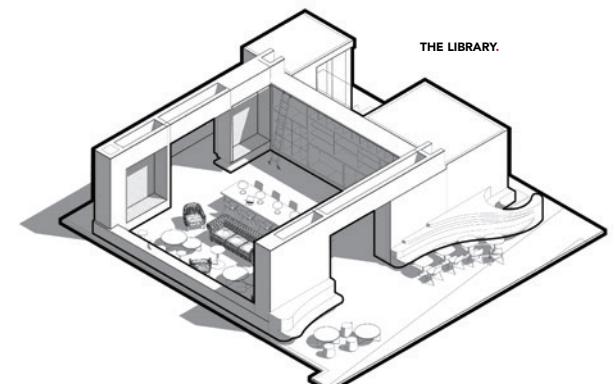
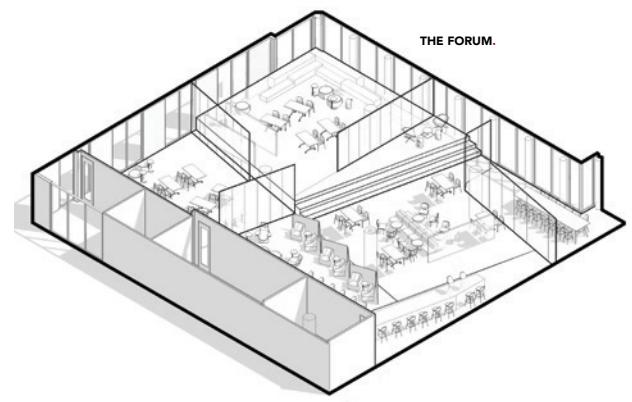


THE HAVEN | THE FORUM | LIBRARY | PARK

Community spaces that provide different levels of engagement and energy.

Uses:

- Communal spaces distributed throughout the office.
- Holistic hub of wellness activities including fitness, focus, and quiet rooms.
- Create environments that engage at cognitive and emotional levels.
- Versatile zone intended for more reserved intimate seating.
- "Quiet zone" is centralized around the personal experience.
- Interior park creates moments of meaningful community work settings.
- Interior green space provides a holistic approach to wellness.

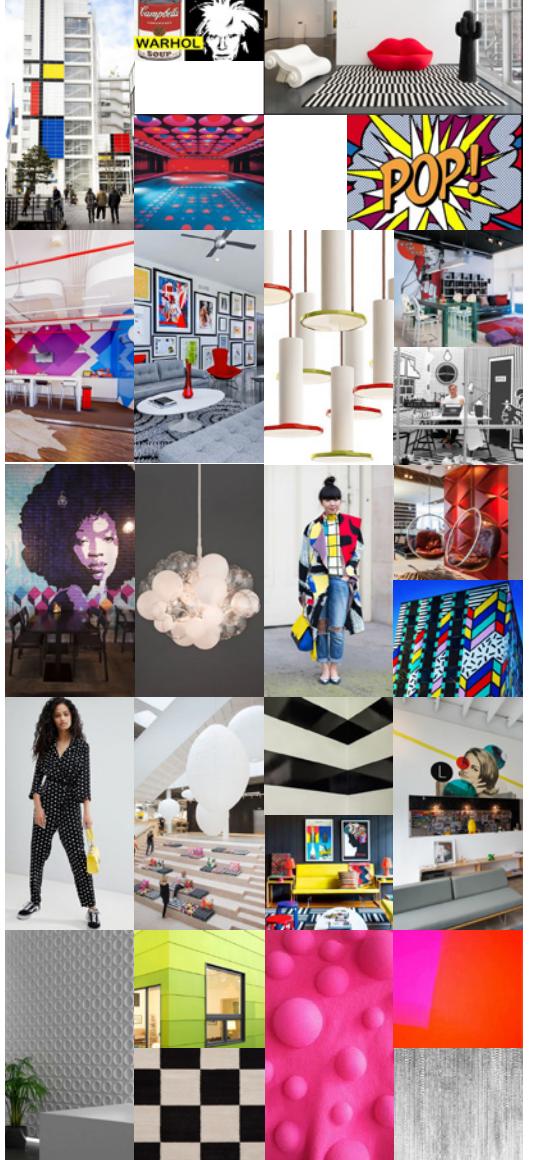


VISIONING | Aesthetic | Concept Options

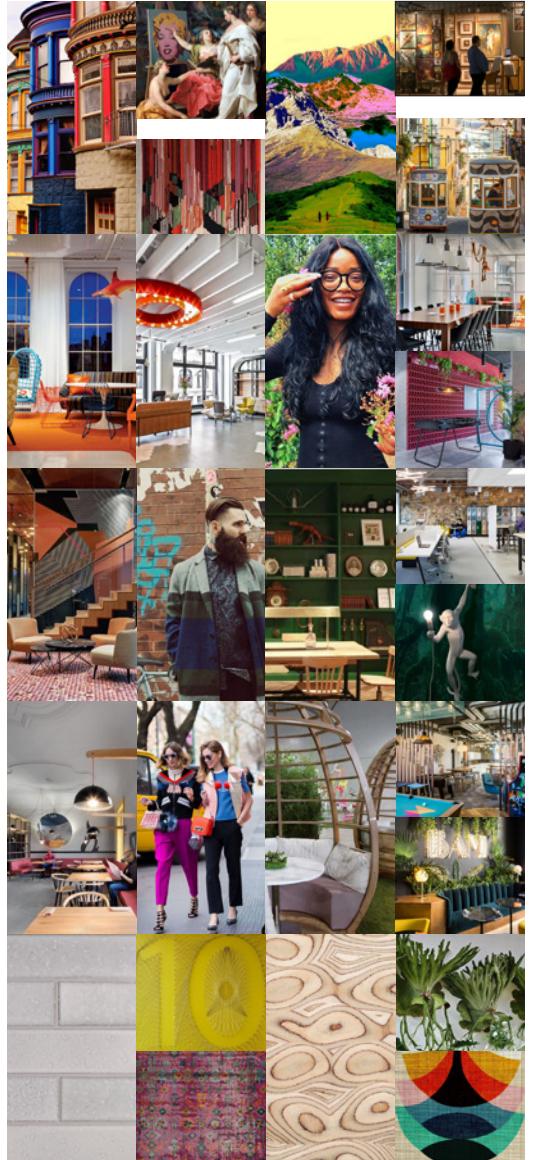
IDENTITY CONCEPT: TECH



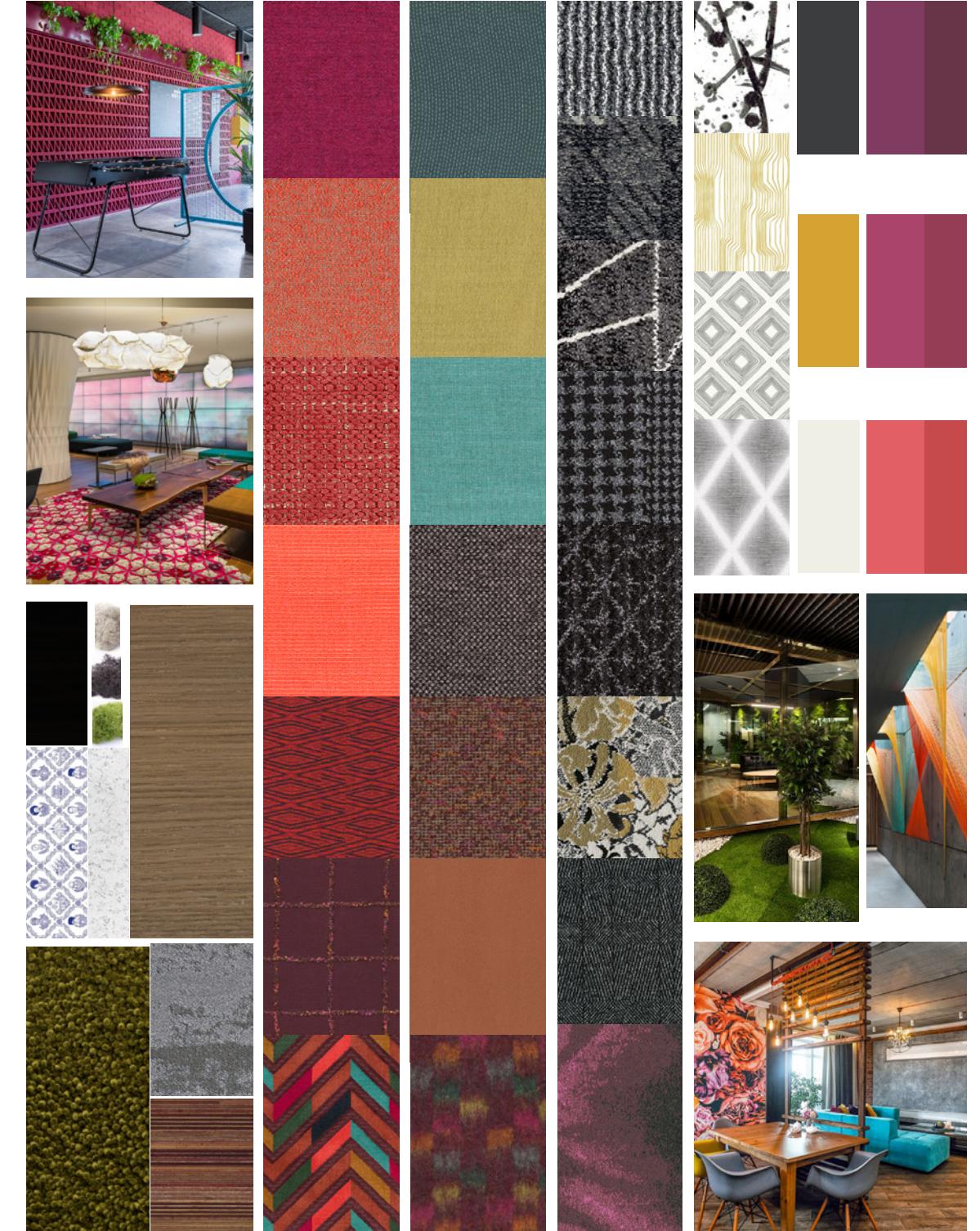
IDENTITY CONCEPT: POP



IDENTITY CONCEPT: ECLECTIC



SELECTED MATERIAL PALETTE: ECLECTIC



Modern tech celebrates San Francisco's title as the tech center of the world. The space will highlight performance and innovation over a superfluous aesthetic. Color and contrast will be purposeful and reflective as well as strategic in its location. The office experience as a whole will be engineered to be complete, polished and intuitive.

Experience an emotional and energetic journey influenced by popular culture. Design direction will be based on a delicate balance between abstraction and representation. Functional objects in amusing forms create a curated collection of usable art. Bold and brash color stories will define neighborhoods while complementing a robust graphic package.

This eccentric aesthetic is inspired by the unique and diverse culture that is San Francisco. The design will encompass a variety of periods and styles brought together through strategic uses of color, texture and pattern. Like the winding coast and crooked streets of the city this "tomorrow" will be an experience full of life, warmth and distinctive vignettes.

VISIONING | Aesthetic | Visual Representation





THE QUARTER



THE QUARTER



THE FORUM

THE LIBRARY





THE LIBRARY

THE PARK

1850

City of San Francisco incorporated following the Gold Rush of 1848

1850

Samuel Lowell Price launches his business in London.

1852
- 1853

Levi Strauss & Co., Ghirardelli, and Wells Fargo open for business as a result of the Gold Rush.

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Keppler's sons, in his own words, "in London, for years, comes, brothers."

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Hannover, Germany, invents the first steam-powered printing press.

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THE FRONT PORCH



THE NEIGHBORHOOD



THE HAVEN WELLNESS CENTER



InSite
Learning
Thrive In
San Francisco

THE HAVEN