

CÉLINE

| Luiza Mello | Grad II | Spring 2018

CASE STUDY

CH.1

INTRODUCTION

- The **WORKPLACE** is an environment in which everyone comes **TOGETHER** to **DEVELOP IDEAS**.
- **PLACE** where people **INTERACT, MEET OTHERS** and do an **EFFICIENT** work .
- The **GOAL** of the workplace is to create **HIGHER PRODUCTIVITY** and this is **PROMOTED BY FLEXIBILITY, COLLABORATION & WELL-BEING**.

“Our goal is to help clients move beyond the outdated concept of employee satisfaction and embrace the idea that engaged employees is a core business metric.” -GENSLER



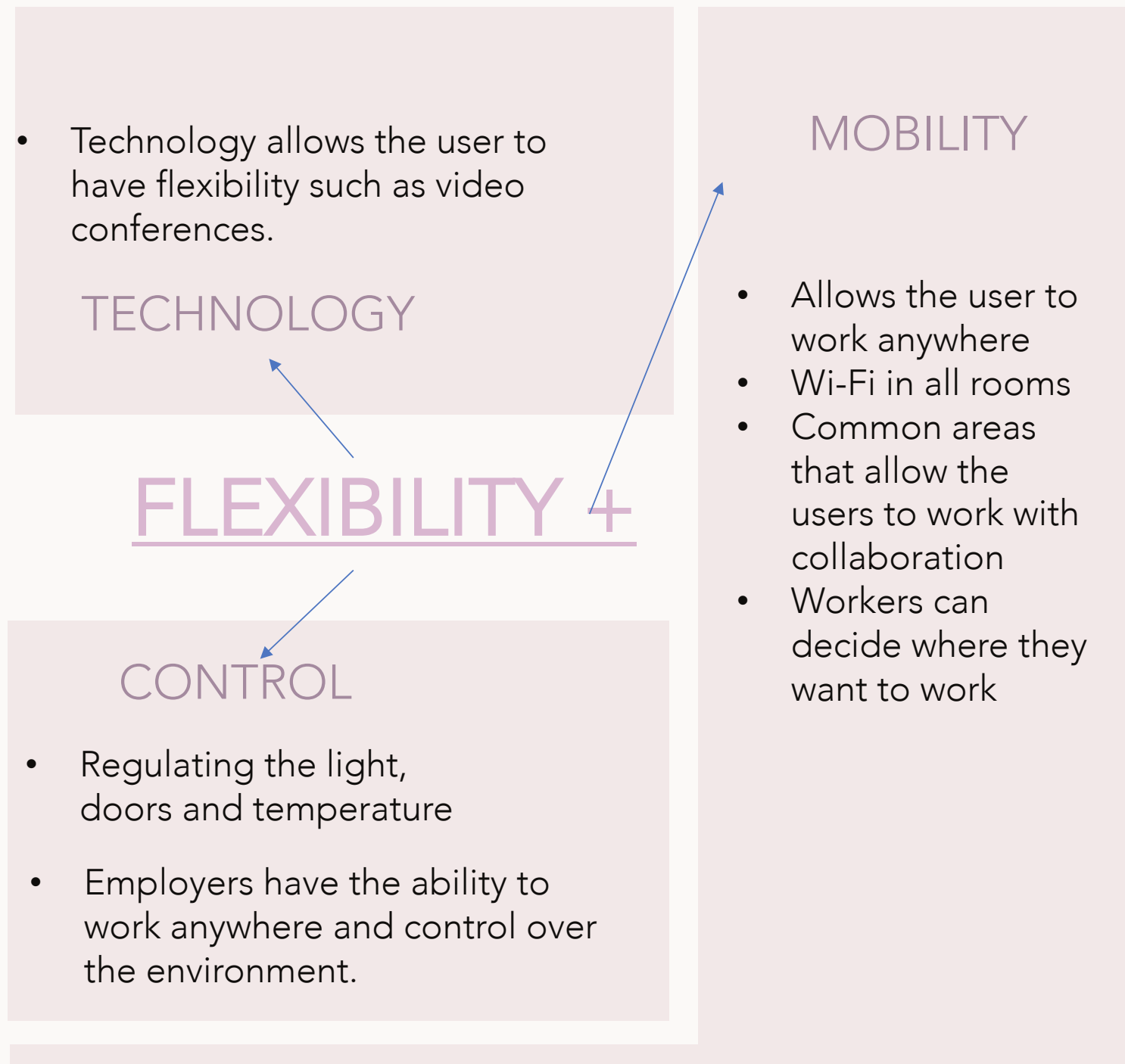
“We believe that the core of a comfort interior is the powerful idea that could be transformed to everything”
-SOESTHETIC GROUP

“It has been designed to think of the employers needs. The goal is to design working environments for whatever situation comes their way.”
-ANGELA MONTUGAD



PEOPLE CENTERED DESIGN

"Design solutions that cater to the employees needs"



- Spaces that encourage the well being are crucial to make the worker to feel that the work place should not be boring.

WELNESS WELL-BEING

NATURAL ELEMENTS

- The use of natural elements such as sunlight improve the well being of the employer



= PRODUCTIVITY

AIR BNB

SAN FRANCISCO, CA

Year designed: 2015

Location: San Francisco, CA

Architect: WRNS Studios and
Airbnb Environments team.

NEEDS:

- Flexibility
- Well-being
- Collaboration
- Productivity
- Privacy when needed

CASE STUDY I

Collaboration and
mobility

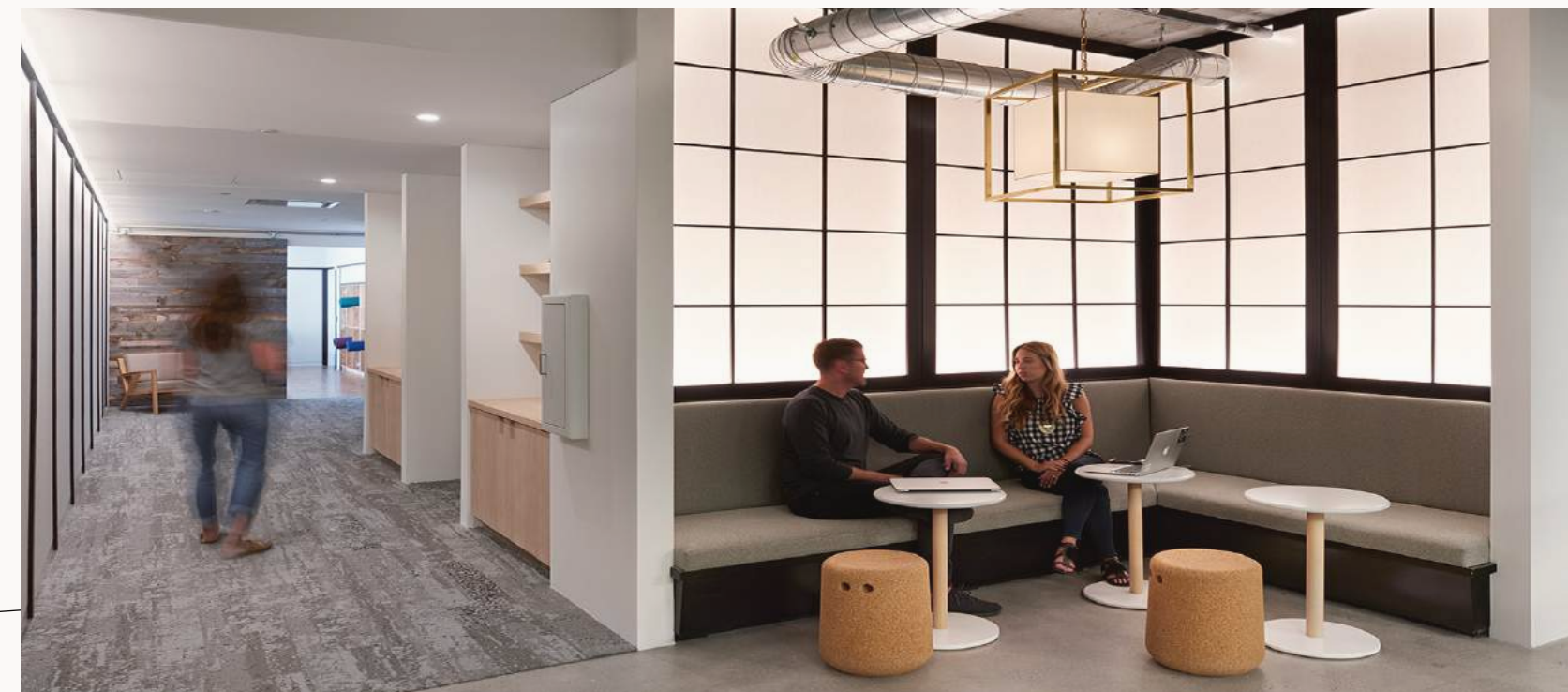


Nap/Lounge Area

The Employee gives the worker **Flexibility** and **Permission** to work where and whenever they want as soon as they finish the tasks of the day.

Four different cities into a physical space, assigning each floor to a different city: **Buenos Aires, Kyoto, Jaipur and Amsterdam.**

Each room is inspired by existing Airbnb listings around the world to enable **employees to travel through their day.**



Common Area

AIR BNB ENVIRONMENTS TEAM

Philosophy: Open tools, open teams.

Design organization that is
constantly **innovating on better
ways to built.**

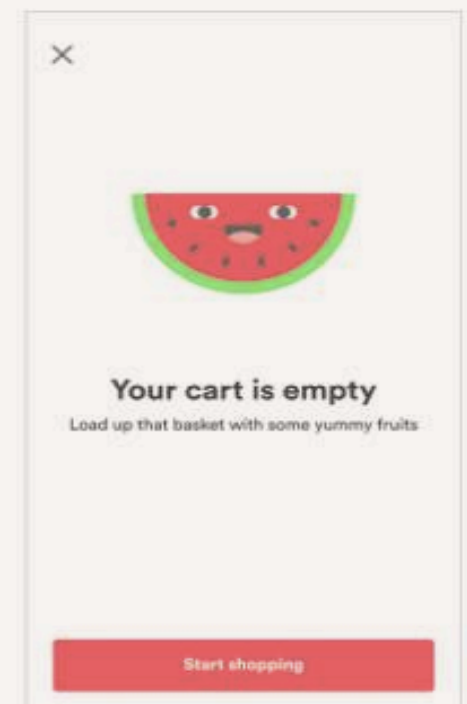
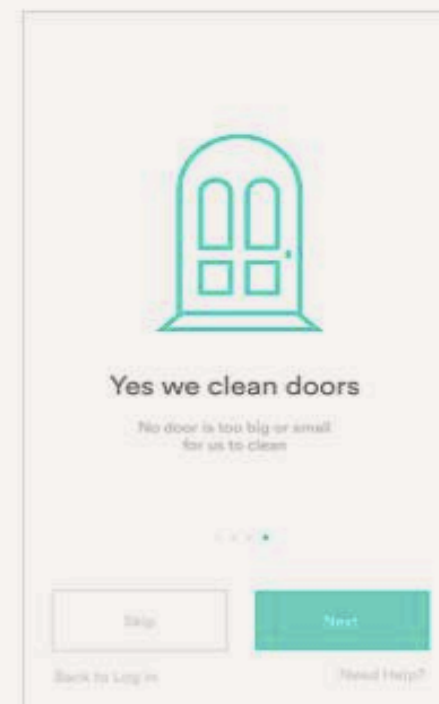
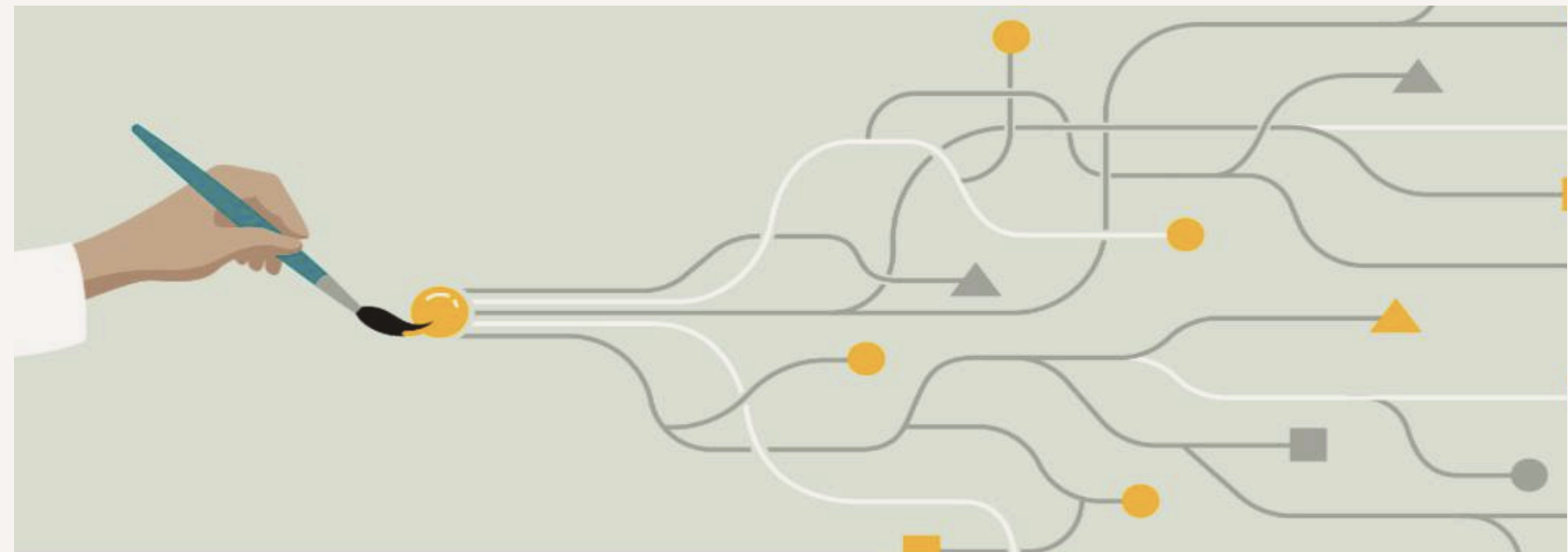


CASE STUDY I

Apps designed to reflect
the company and better
assist their clients,
creating a community.

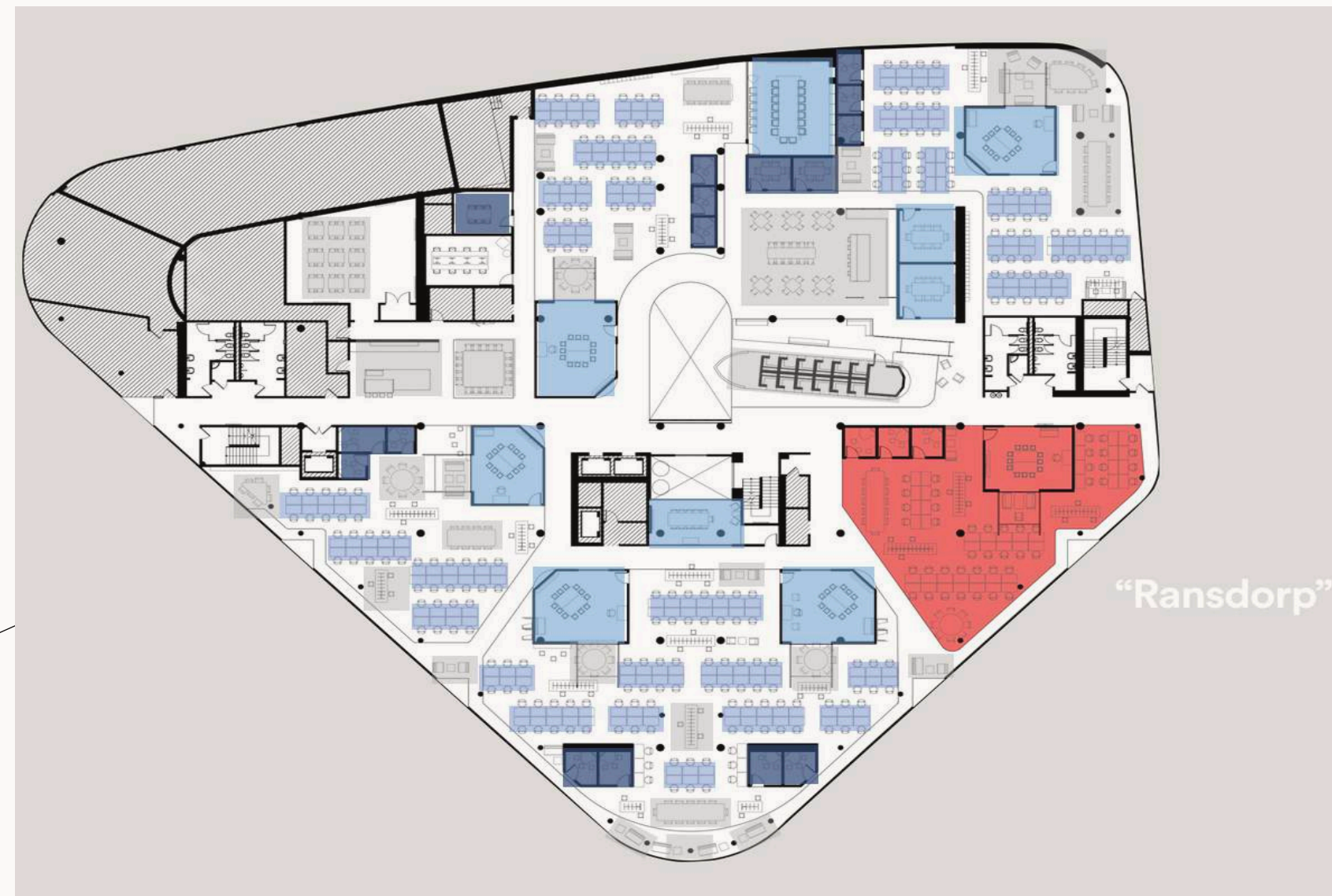
BUILDING COMMUNITY

Bridge that connects people and creates community

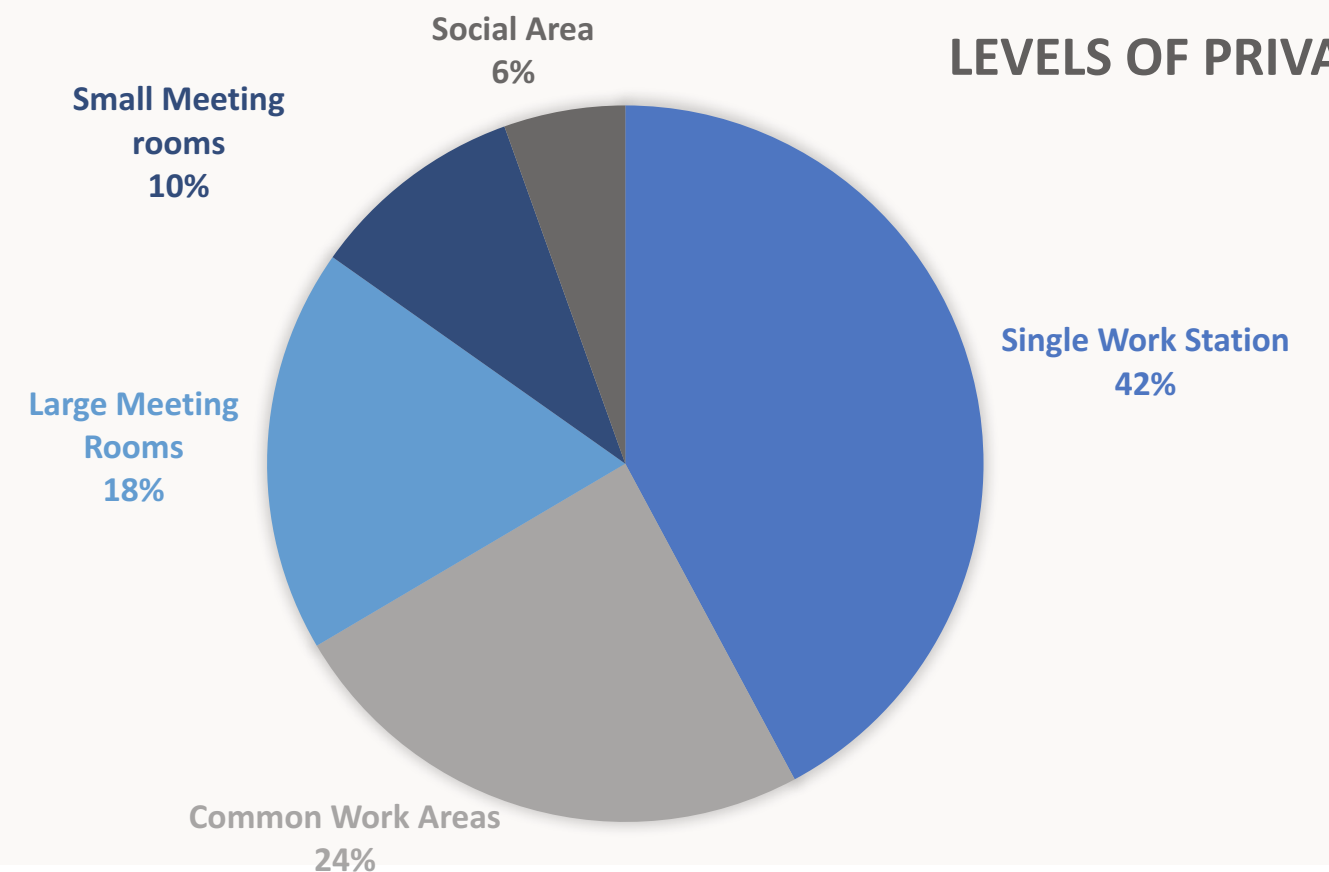


SPACE PLANNING ANALYSIS

- The open Kitchen promotes proximity and collaboration between the coworkers.



LEVELS OF PRIVACY



- The use of the curtains in private rooms allow the workers to control the setting.



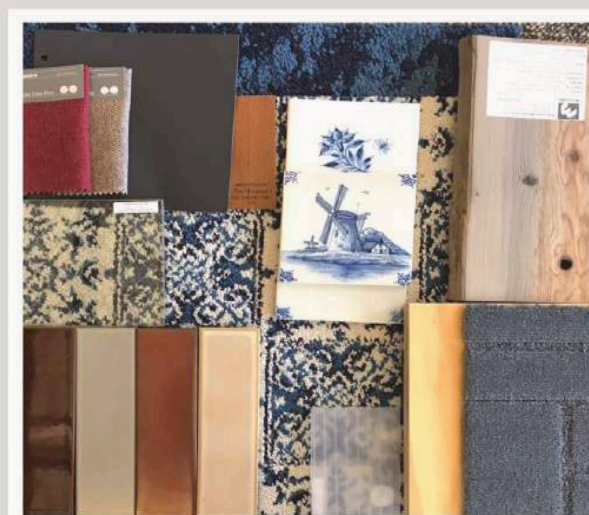
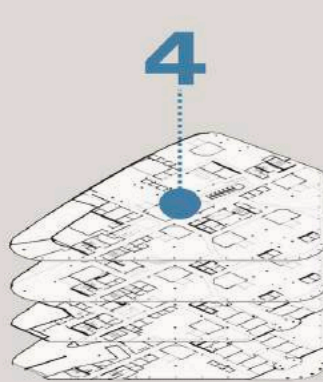
CASE STUDY I



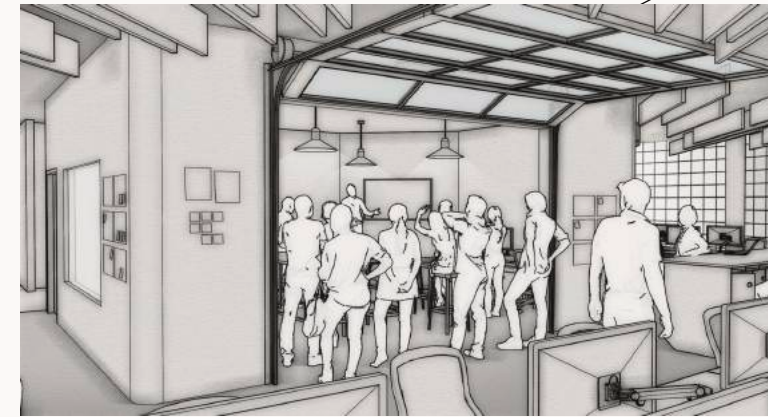
The bridge in Ransdorp reflects on the design of the **meeting room** they have in the Amsterdam floor.

Boat inspired in the Amsterdam Canals

Inspirational elements from the 'concept city' are incorporated creating new spaces for the employers to work with **mobility** and **collaboration**



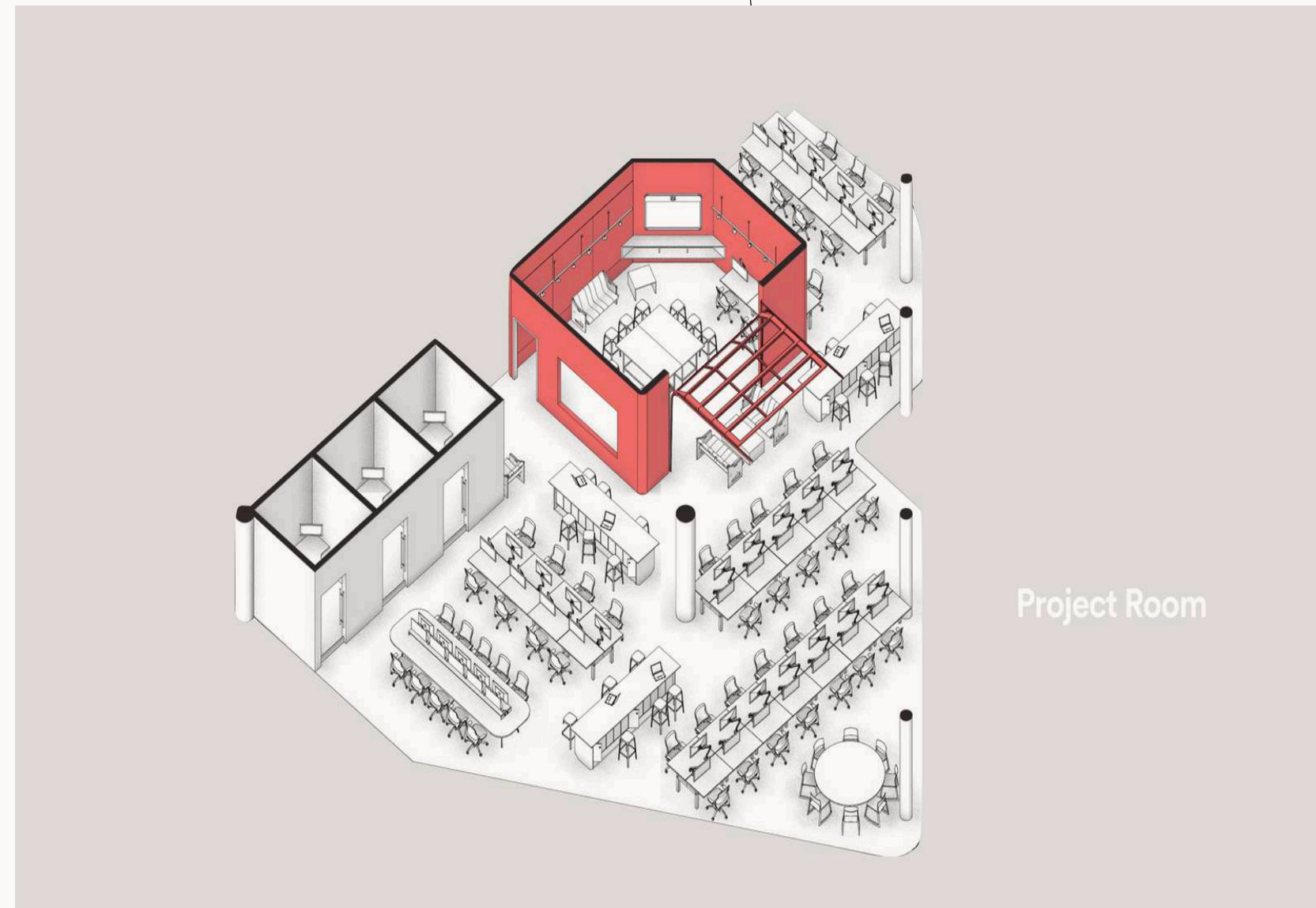
Users have **control over the environment**.



OPEN



CLOSED



Project Room

CASE STUDY I

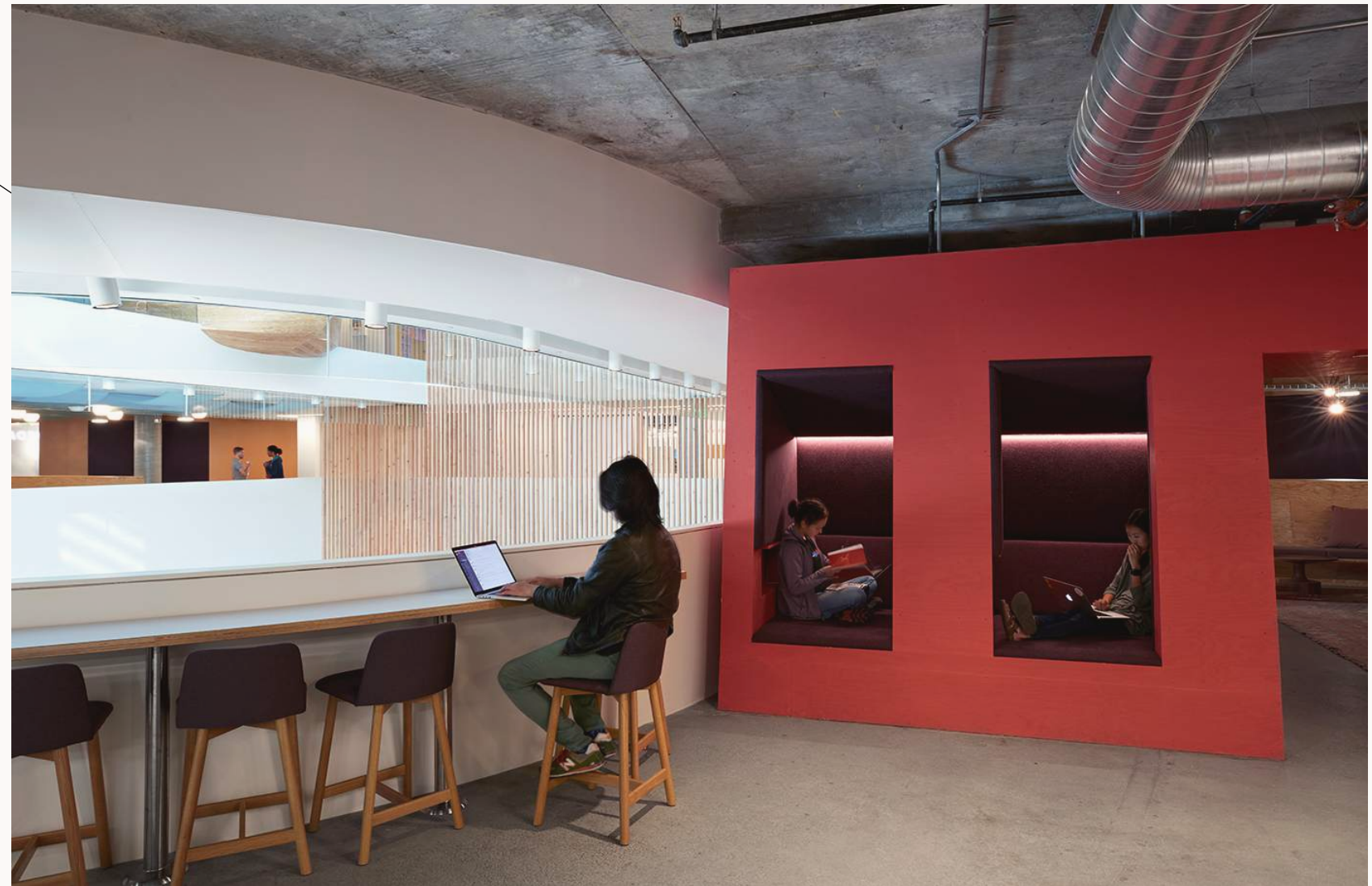
Each one of the floor's cafes relates to that city, the color pallet, patterns and materials, reflecting the local culture.

MOBILITY

- Allows the user to work anywhere
- Wi-Fi in all rooms
- Common areas that allow the users to work with collaboration
- Workers can decide where they want to work



Informal Auditorium



Common Work Areas

WELNESS

- Spaces that **encourage the well being** are crucial to make the worker to feel that the work place should not be boring.



Fitness Center

Work Area with natural lighting

CLUB MED OFFICE UNDERWATER OFFICE

DESIGNED BY 100ARCHITECTS

Year Designed: 2017
Location: Shanghai
Size: 16700 sq ft.
Concept: Inspired in vacations, and reflects happiness that someone feels when arriving to a new destination by the sea.
Needs: Flexibility, Well-being, Collaboration

Open to promote interaction

Each pipe offers a space multiple functions.



Creativity Time, allows for employees to work within the space



These areas can be used as meeting rooms,

Social hub, Promotes informal



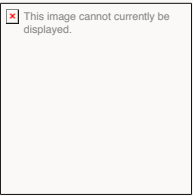
Social hub, Promotes informal gatherings

Multi-function: kitchen/ auditorium



Settings for public speeches

COLLABORATION



Social hub,
Promotes informal
gatherings

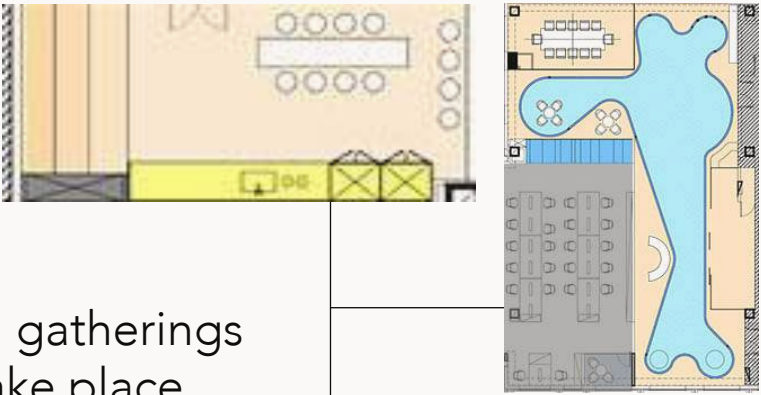
Impression of a
pool deck.

Glass, allowed to be seen,
but not heard.

Opened, but promotes
semi-privacy

Allows permission for
one to walk into the
space

Each pipe offers a
mini function.

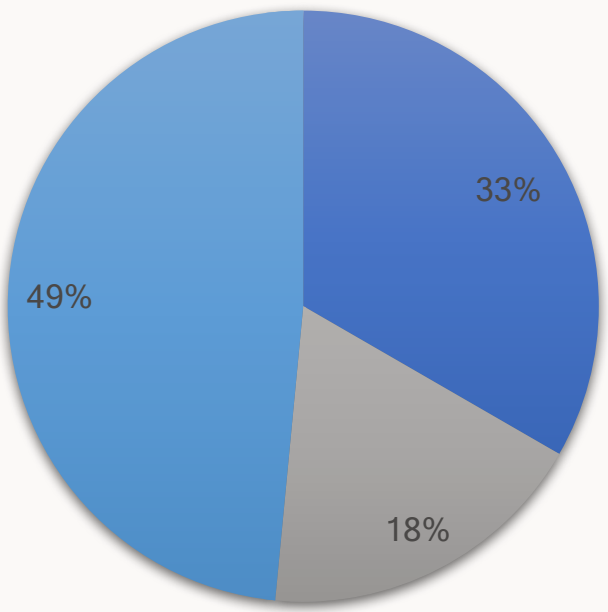


Where Informal gatherings
and activities take place.
The most detailed spaces.

Pipes and deck flooring
divide each space

Separation is also indicated
through the use of materials

Each pipe
Offers a mini function.



■ Private ■ Semi-public ■ Public



CASE STUDY II

WELL-BEING



“YOUNG & FRESH COMPANY.”



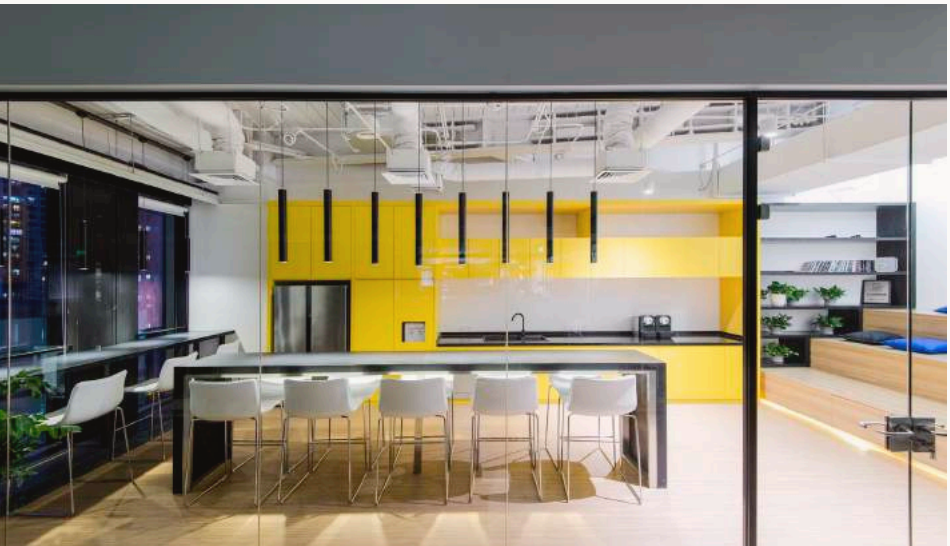
Greenery, identity of what's outside.

93% of our time is spent outside

Good mood generator

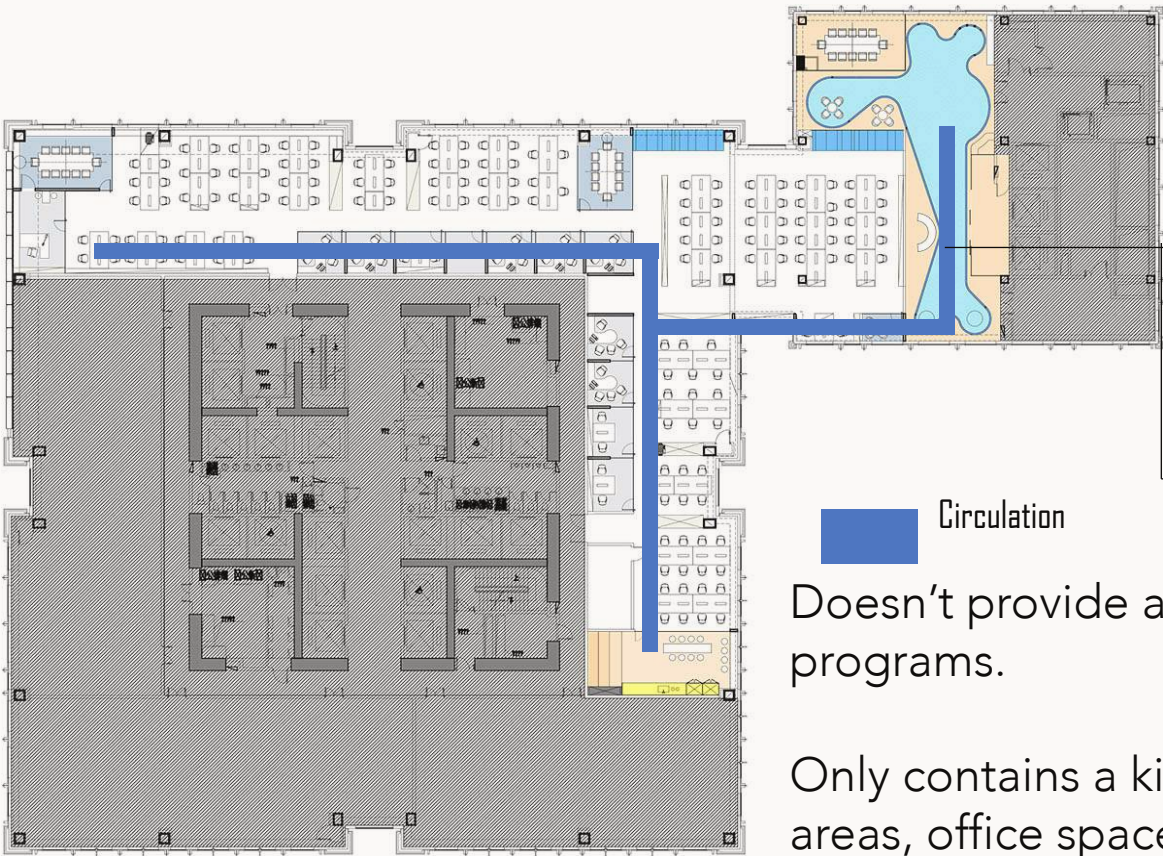
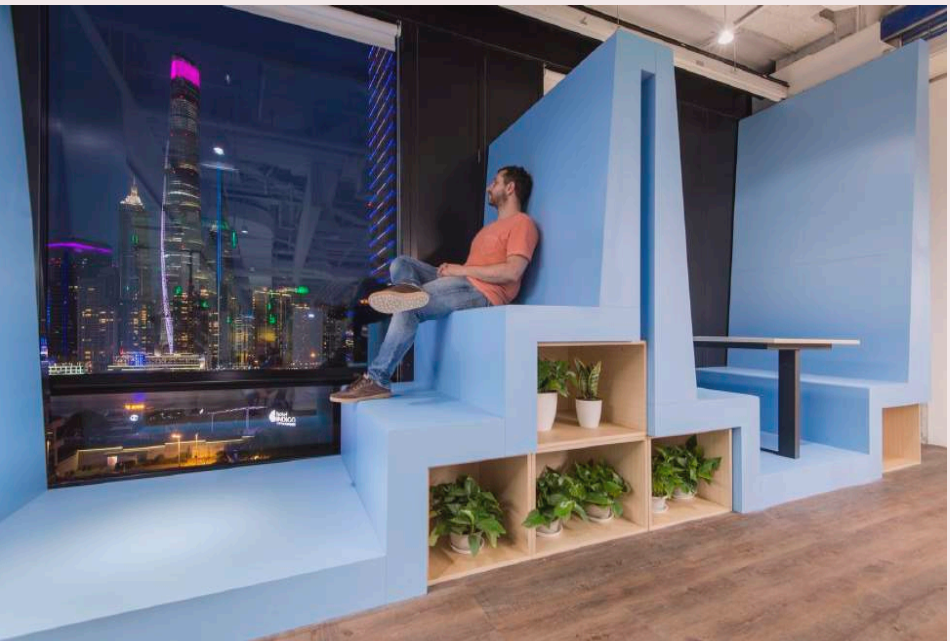
Bright lighting, attracts peoples attention to walk into the space.

Long tables promotes social interaction (Idea of community)



Seater view of the exterior, allows us to feel as though we were outside.

Allows in natural lighting bringing in mental positivity.



Circulation

Perk: easy to understand where to go.
Disadvantage: not much physical activity.

Doesn't provide any fitness programs.
Only contains a kitchen, meeting areas, office spaces, and a lobby

CASE STUDY II

STRENGTHS AND WEAKNESSES

AIRBNB OFFICE

STRENGTH

- TECHNOLOGY
- CONTROL
- MOBILITY
- WELLNESS
- PERMISSION
- PROXIMITY
- CREATIVITY
- STIMULATION
- NATURAL ELEMENTS

WEAK

- PRIVACY
- DEEP FOCUS SPACES



CONCLUSION

CLUB MED UNDERWATER OFFICE



STRENGTH

- TECHNOLOGY
- PERMISSION
- CREATIVITY
- PROXIMITY
- NATURAL ELEMENTS
- STIMULATION
- CONTROL
- SOCIAL INTERACTION

WEAK

- PRIVACY
- WELLNESS
- MOBILITY (NO LAPTOPS)

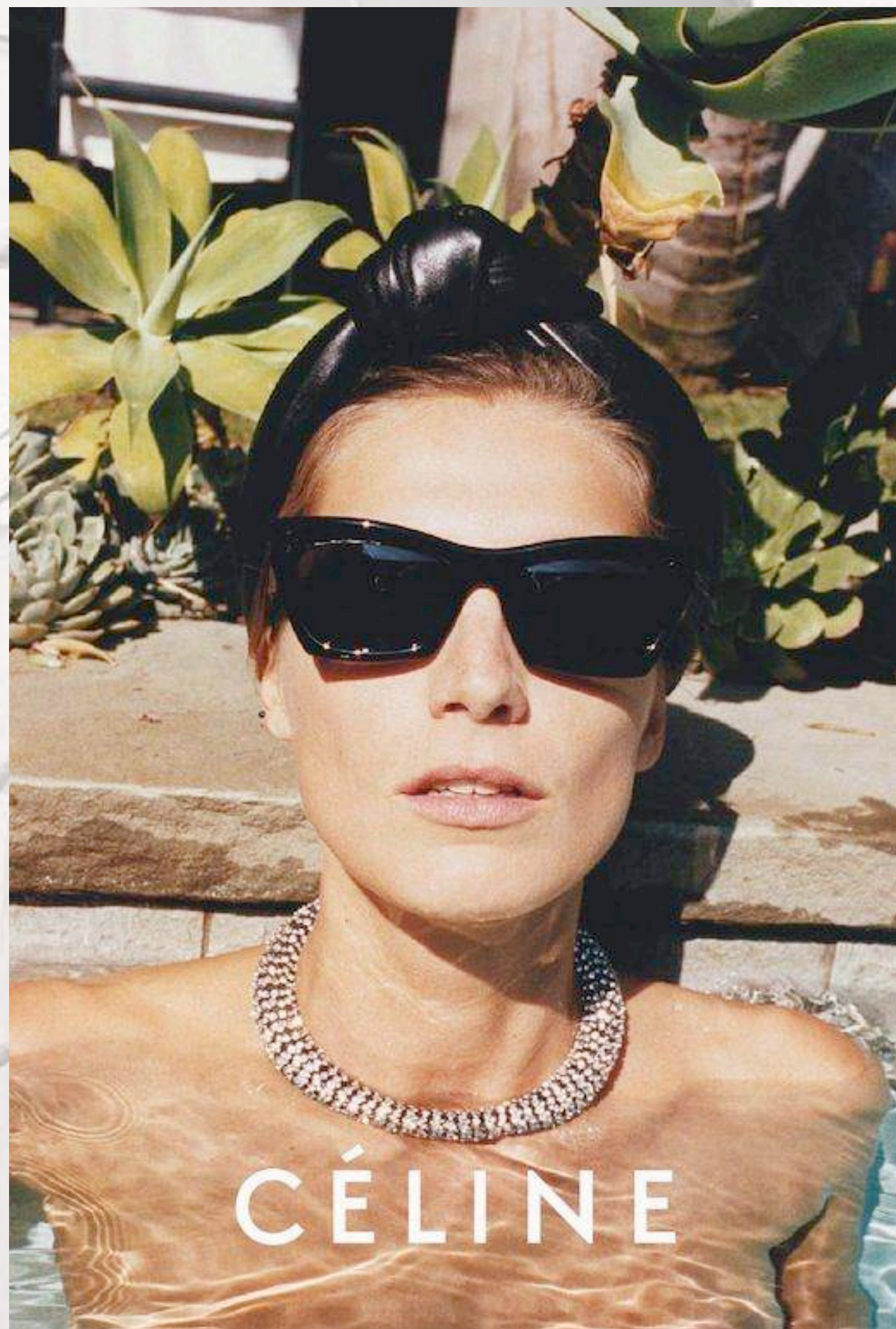
CLIENT ANALYSIS

CH.2

CÉLINE



LUIZA MELLO
GRAD 2 SPRING 2018



HISTORY

- 1946 ■ Céline Vipiana and her husband opened a Children's shoe store in Paris. Two years later, they had opened three more.
- 1960 ■ Céline expanded the business and created her first fragrance.
- 1966 ■ Céline established a leather goods factory in Florence to launch her first handbag line.
- 1970 ■ The brand was available world wide.
- 1996 ■ The company was fully owned by LVMH Group.
- 2008 ■ Phoebe Philo takes the reins as a Artistic Director.



Phoebe Philo

“LESS BUT EXCELLENT”

Ready to wear, leather goods, accessories and shoes: **beautiful and practical**, in tune with the everyday lives of the women for whom it is designed.



CONCEPT

DESIGN THAT EMPOWERS WOMEN.

To make beautiful, sincere and genuine products which empower women and give them joy in dressing and living for themselves.



IDENTITY

MASCULINITY AND FEMININITY
TOGETHER

EQUALITY

PASSION FOR DETAILS

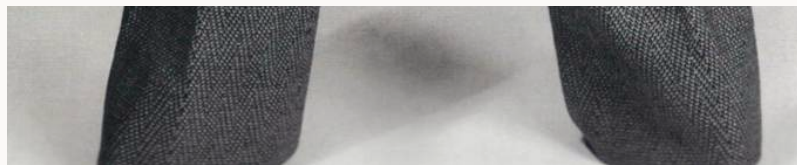
SOPHISTICATED MATERIALS

NO LOGO APPROACH





PRAGMATIC



CHIC



SIMPLICITY



POWERFUL



SHOES



LEATHER GOODS

ACCESSORIES



DESIGN

PRACTICAL
CHIC

PARISIAN

EFFORTLESS

TIMELESS

ELEGANT



CONSISTENT
COLLOR PALETTE

USE OF DIFFERENT
TEXTURES OR
PATTERNS

PATTERNS ALWAYS
ASSOCIATED WITH
NEUTRAL TONES

ANALOGOUS
COLORS

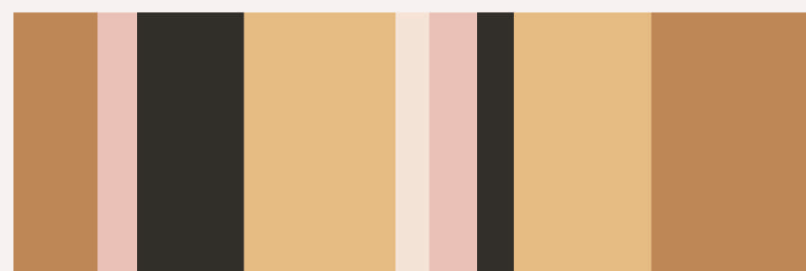
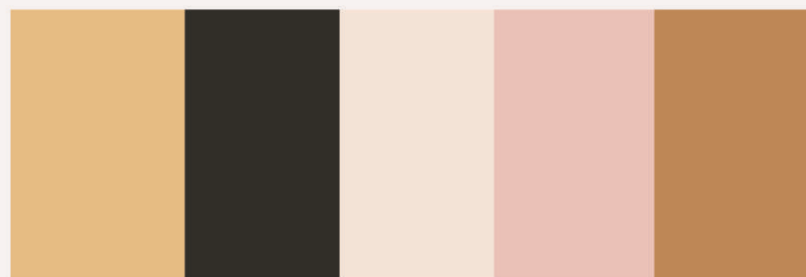


Wool coat, \$2,806, cotton
and silk top, \$2,374,
belted trousers, \$978,
all **Céline**, Land's End
Store, (02) 9331 2656



DISCREET BUT POWERFUL

Whites, Beiges, Nudes and a feminine Soft Pink with hints of Minimal Black





INSPIRATIONAL IMAGES CELINE

HEADQUARTERS

- Seventeenth Century hotel Particulier originally commissioned by Jacques Tubeuf, advisor to Louis XIII.
- One time it was the Paris stock exchange.
- The historic building occupies five stories, across 7 500 square meters. It is now home to Céline offices, studio space and showrooms.



140

STORES WORLDWIDE

1,800

EMPLOYEES

4

COLLECTIONS A YEAR

SITE + BUILDING ANALYSIS

CH.3

PROJECT SITE ANALYSIS

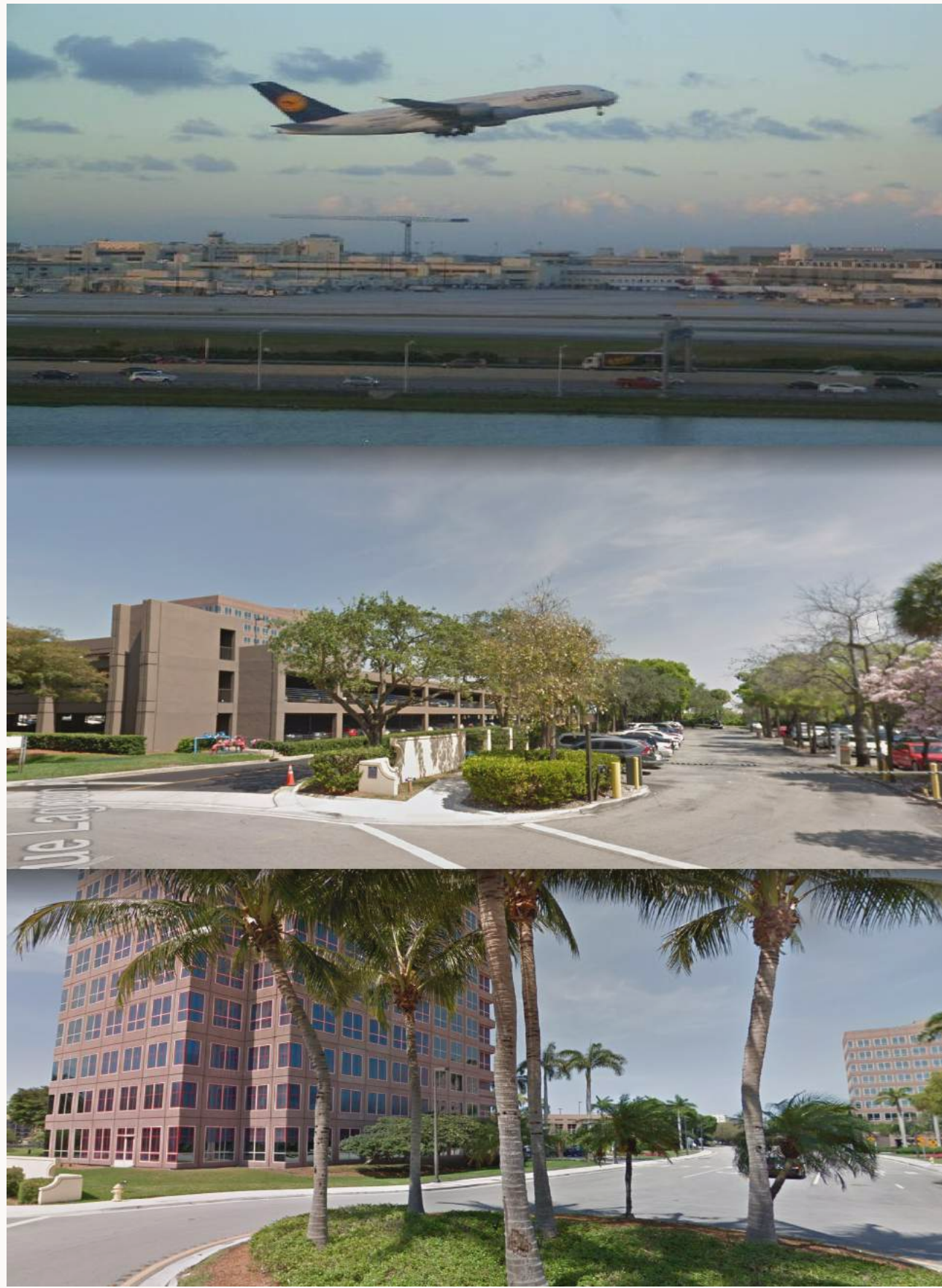
LUIZA MELLO



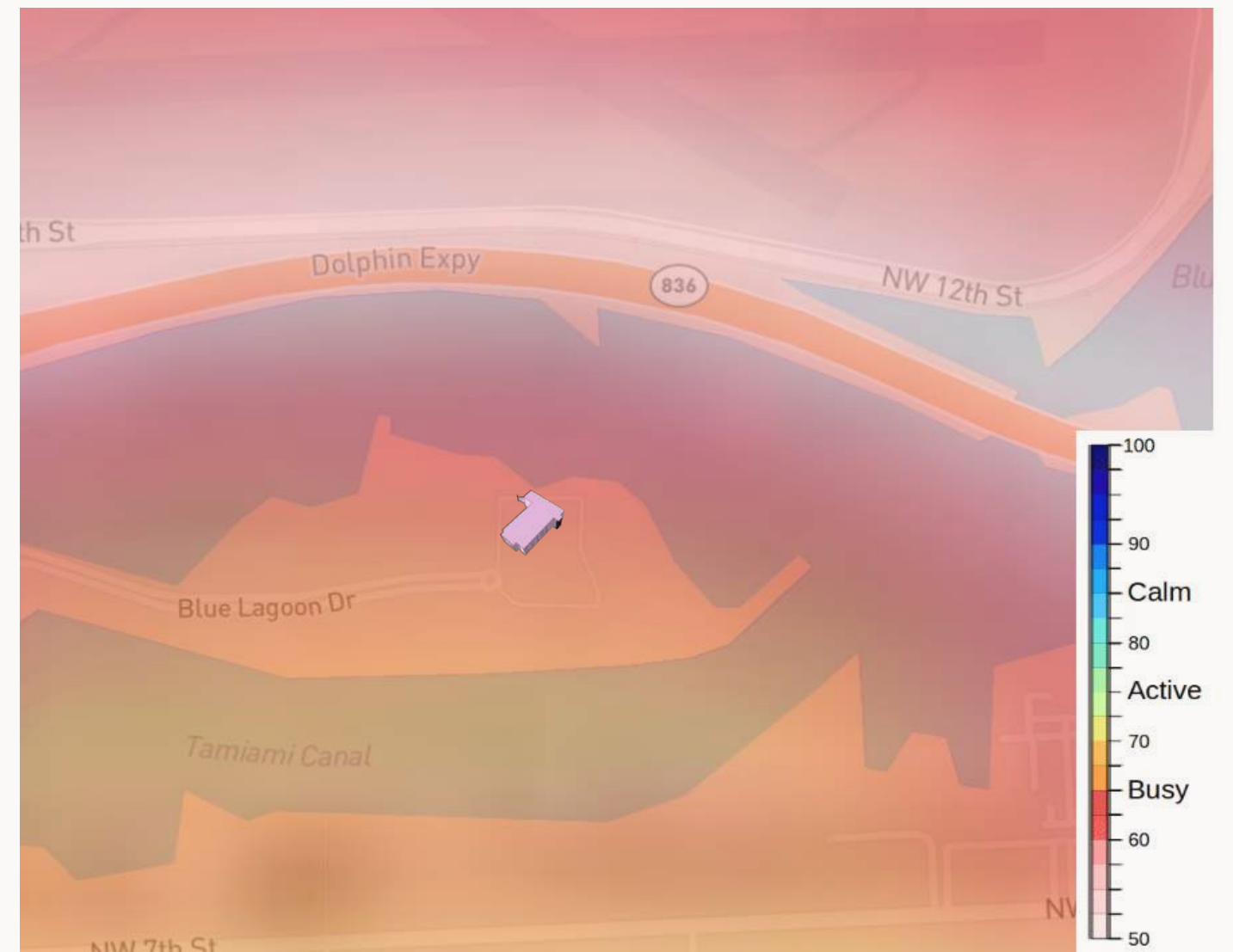
Blue Lagoon Drive, Miami FL 33126



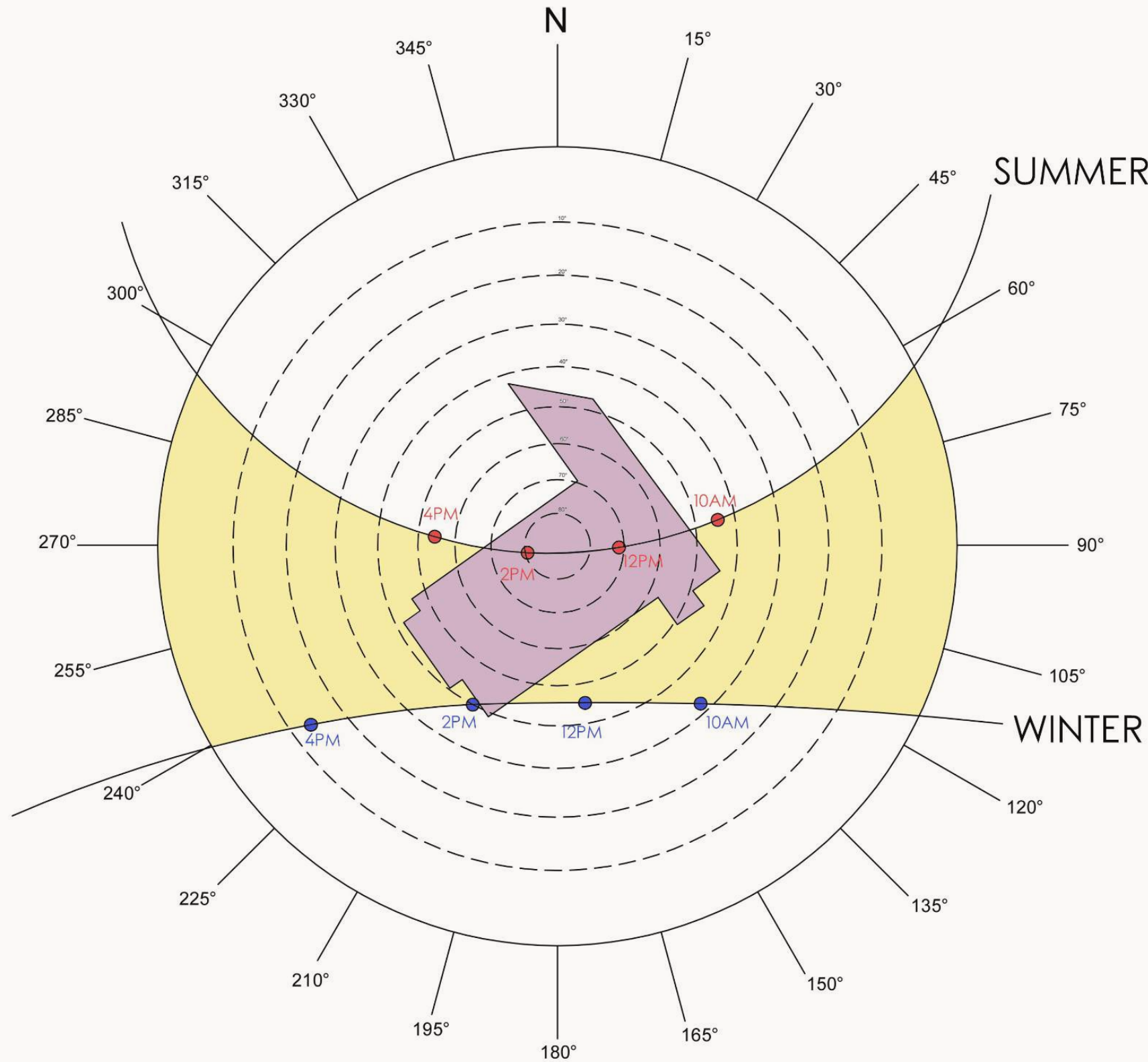
SITE ANALYSIS



- Easy access to the Airport
- Restaurants nearby
- High traffic in rush hours. Since it is an island and there is only one entrance, it gets very crowded.
- Mostly Office buildings and some Hotels in the area



SITE ANALYSIS



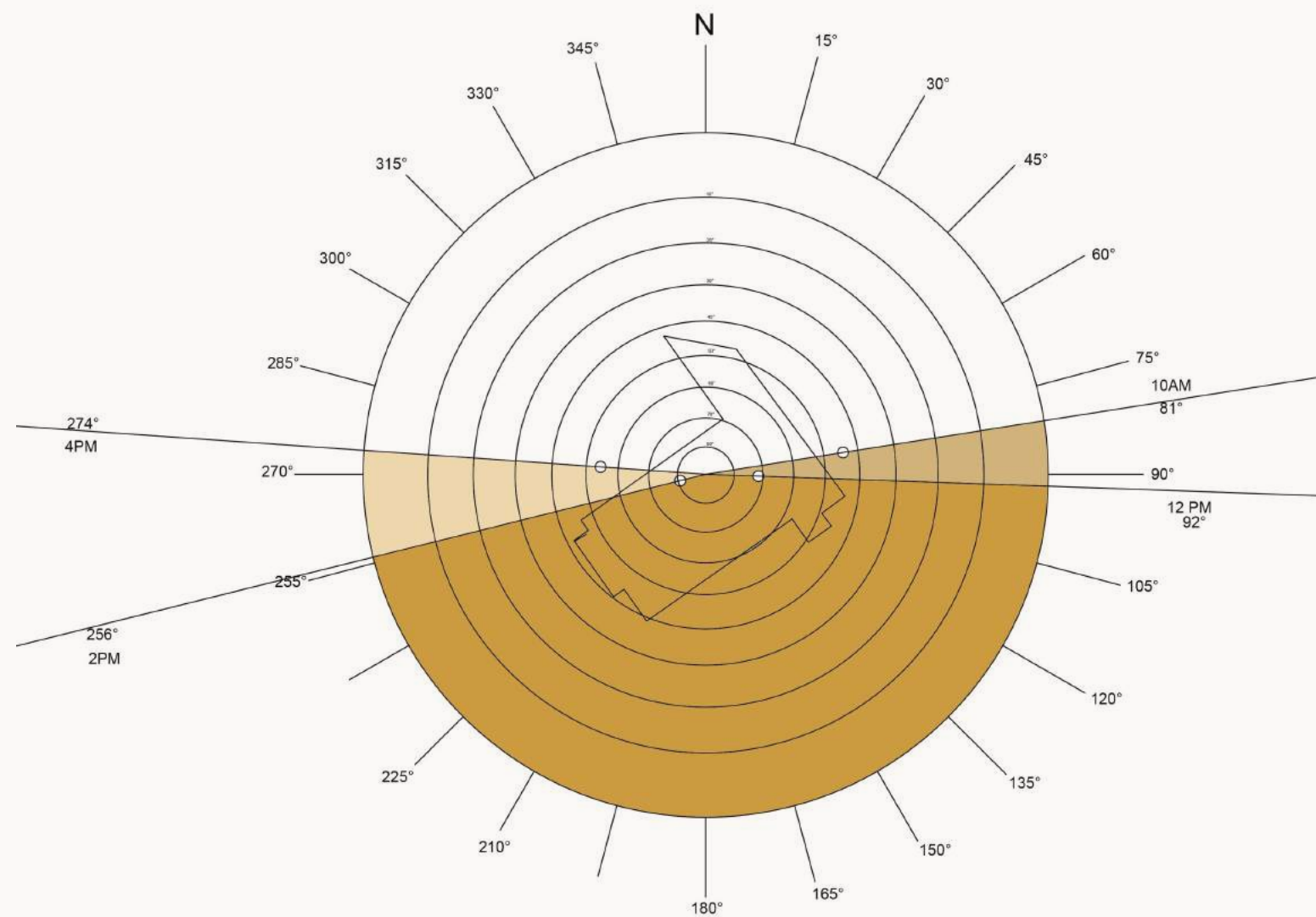
SUMMER

	AZ	EL
10AM	81°	44°
12PM	92°	72°
2PM	256°	81°
4PM	274°	54°

WINTER

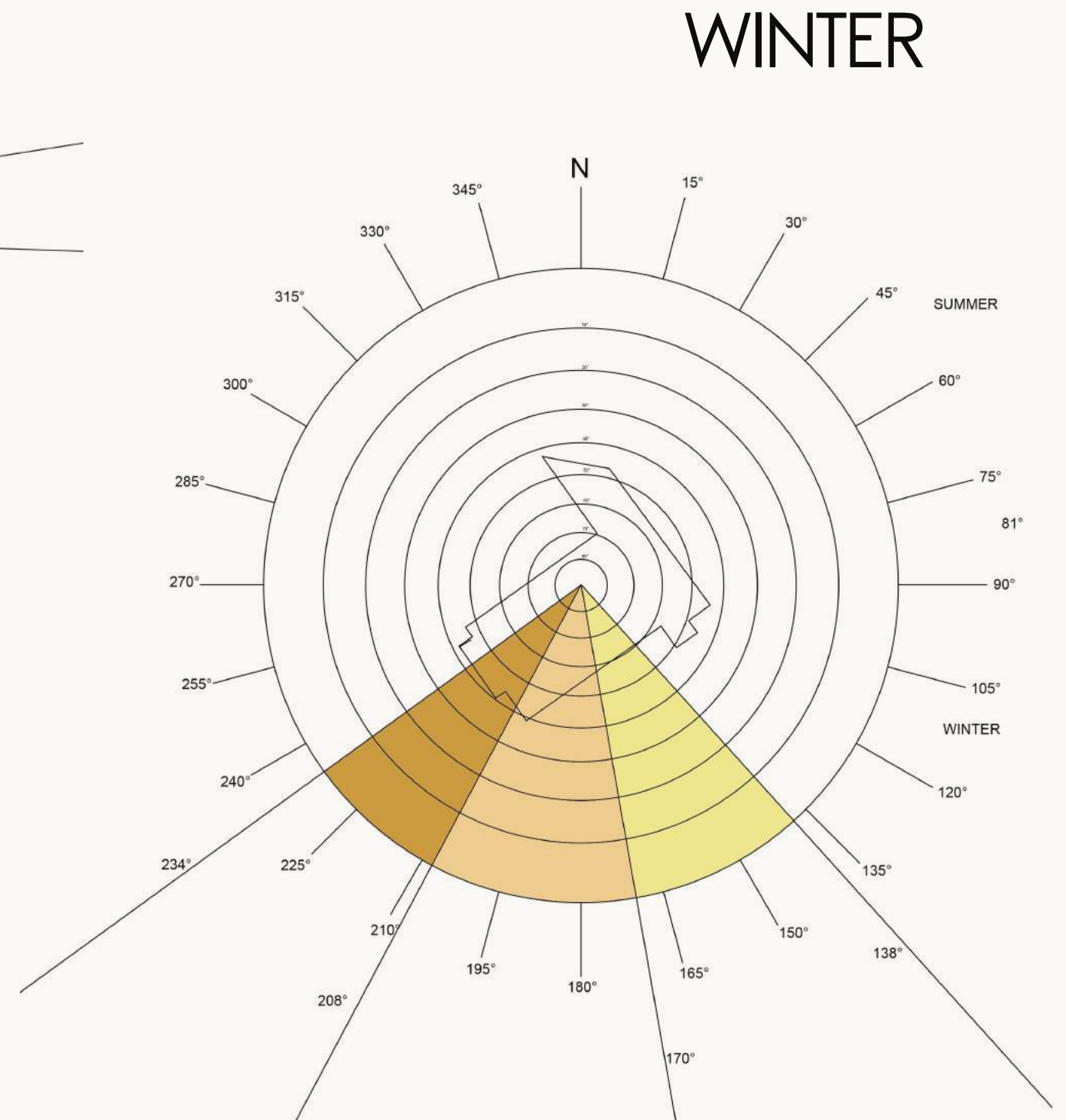
	AZ	EL
10AM	138°	32°
12PM	170°	44°
2PM	208°	40°
4PM	234°	23°

SUNPATH DIAGRAM SITE ANALYSIS



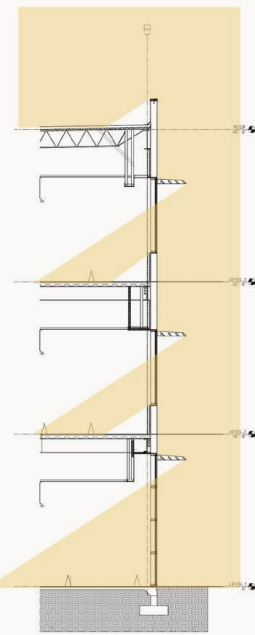
SUMMER

SUNPATH DIAGRAM SITE ANALYSIS

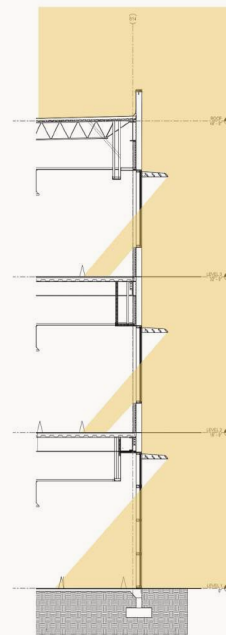


WINTER

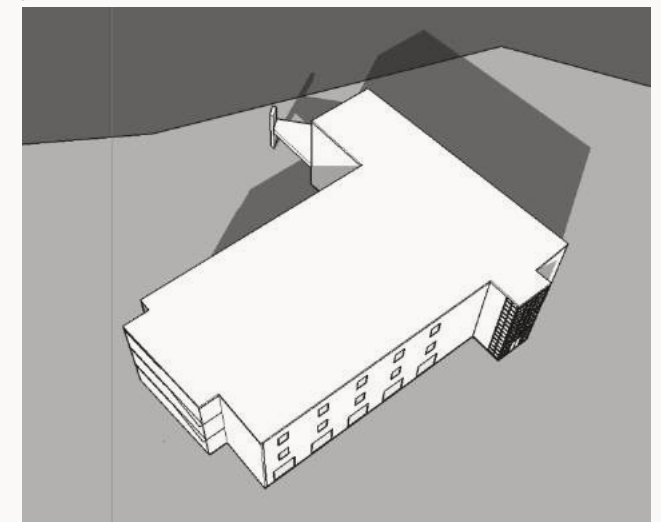
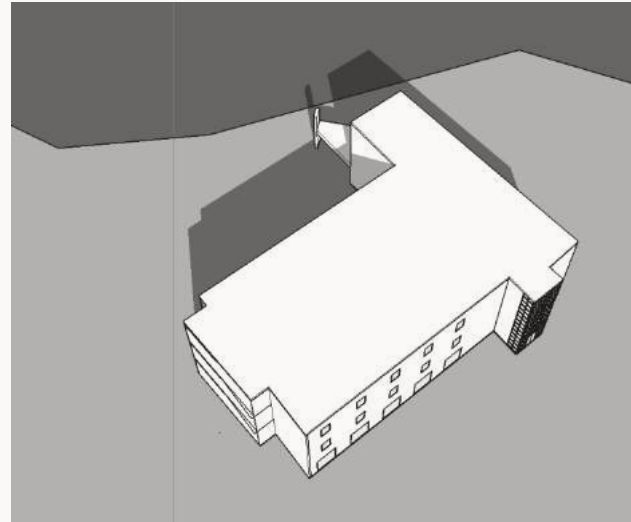
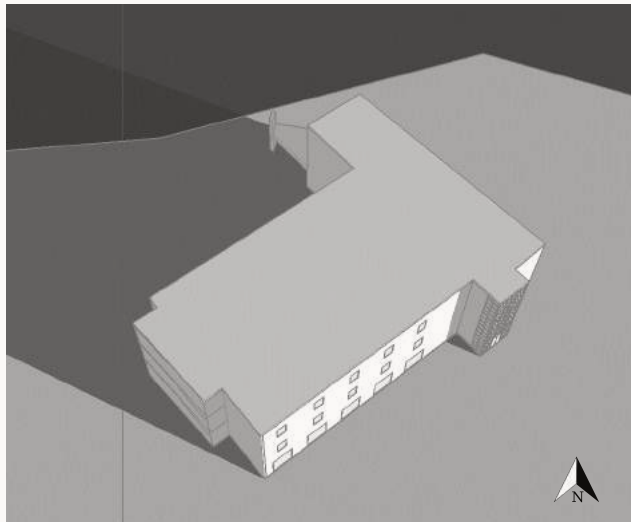
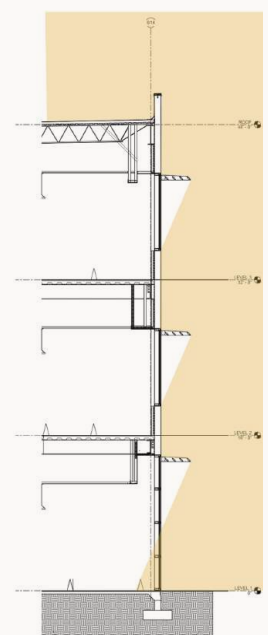
32°
206 INCHES
10 AM
SE WALL



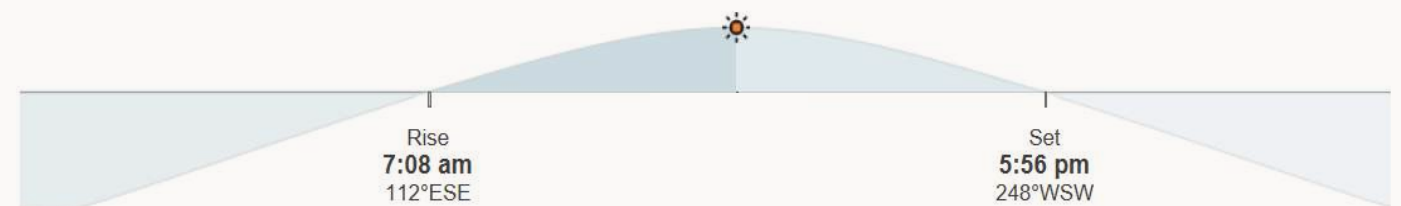
40°
117 INCHES
2 PM
SE WALL



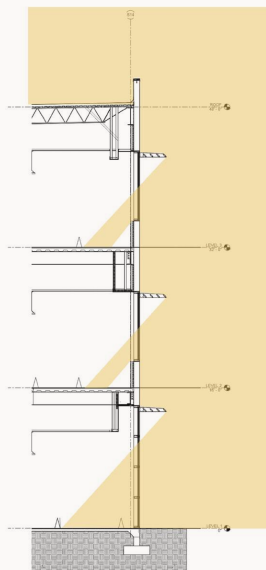
23°
26 INCHES
4 PM
SE WALL



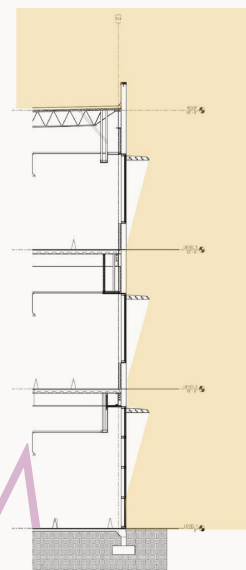
WINTER SITE ANALYSIS



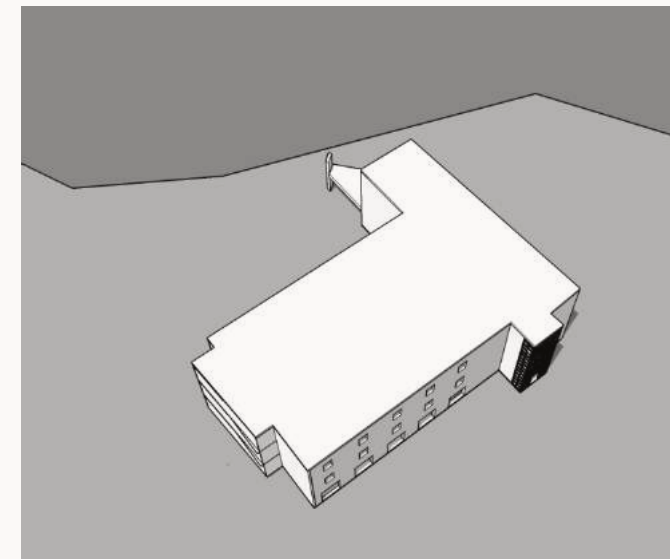
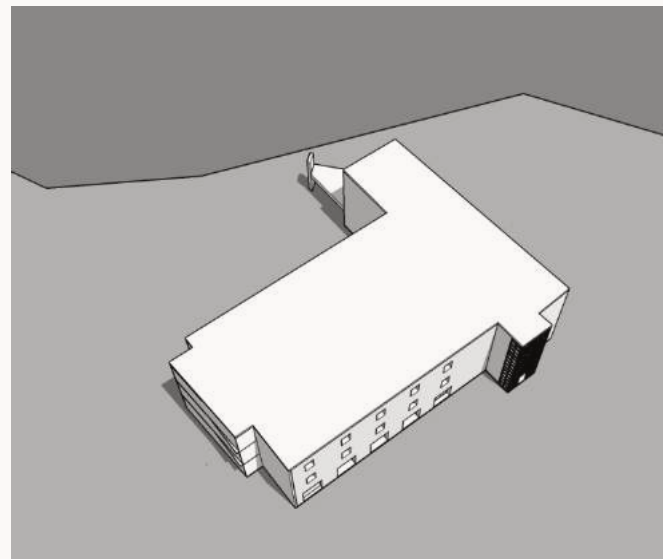
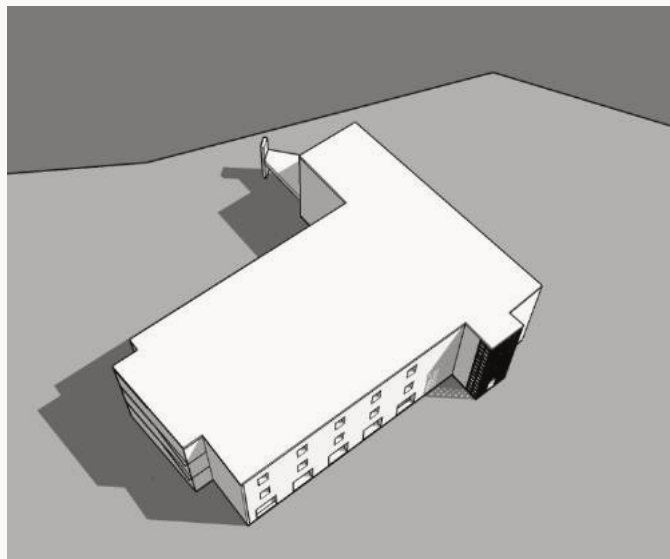
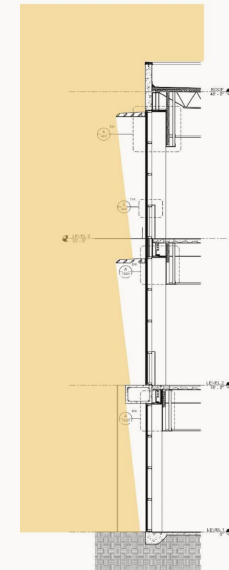
44°
51 INCHES
10 AM
SE WALL



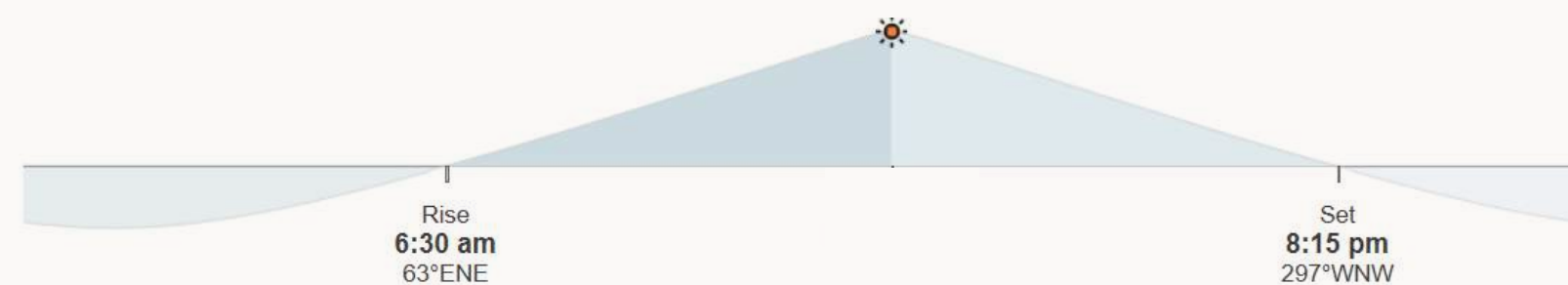
72°
0 INCHES
12 AM
SE WALL



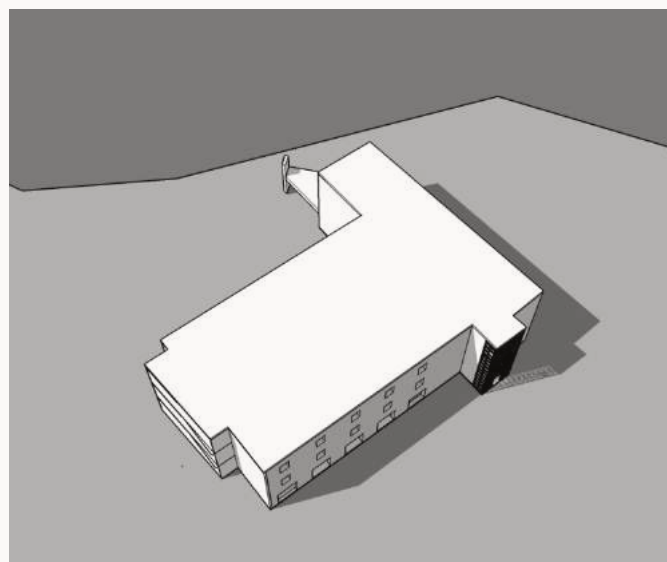
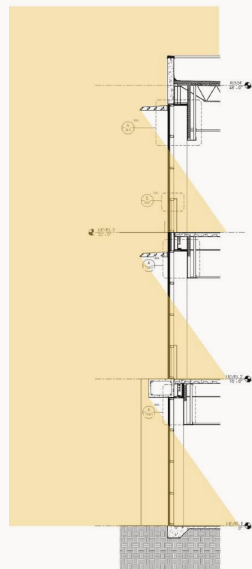
81°
0 INCHES
2 PM
CURTAIN WALL



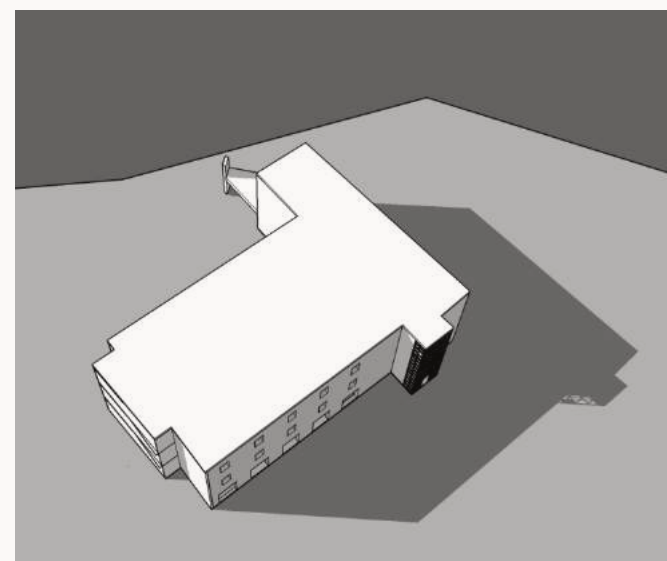
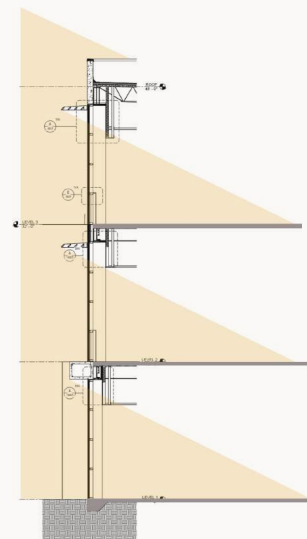
SUMMER (DST) SITE ANALYSIS



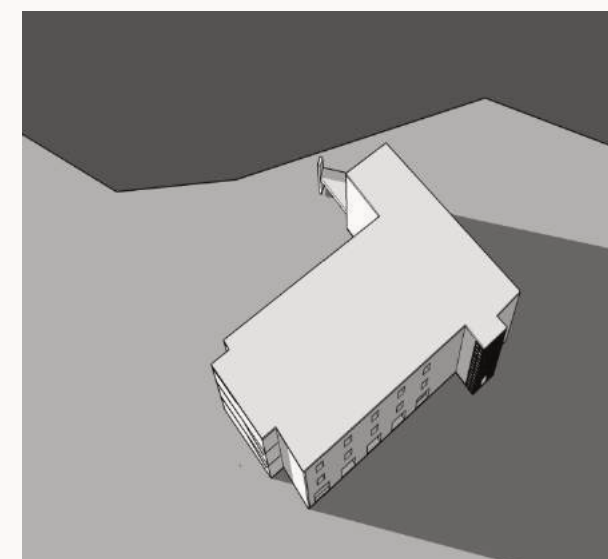
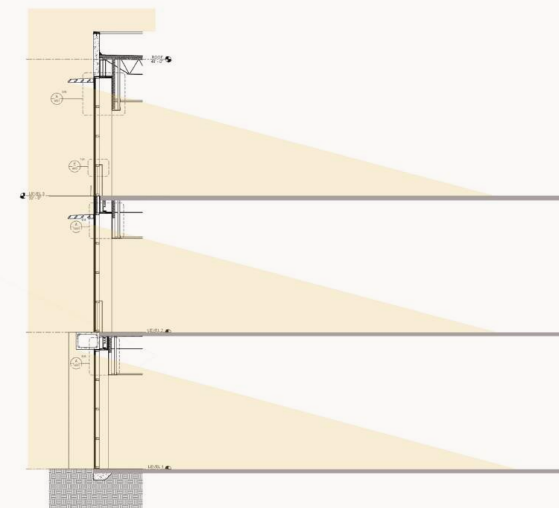
54°
48 INCHES
4 PM
CURTAIN WALL



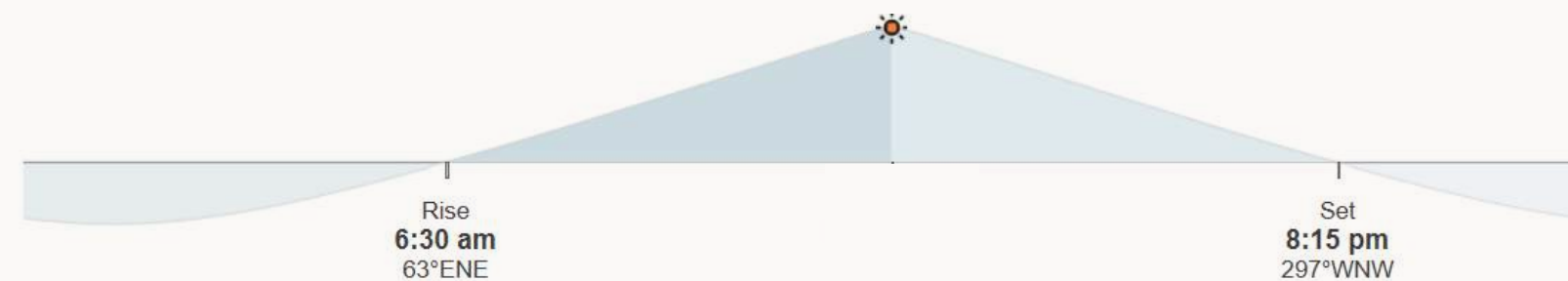
27°
307 INCHES
6 PM
CURTAIN WALL



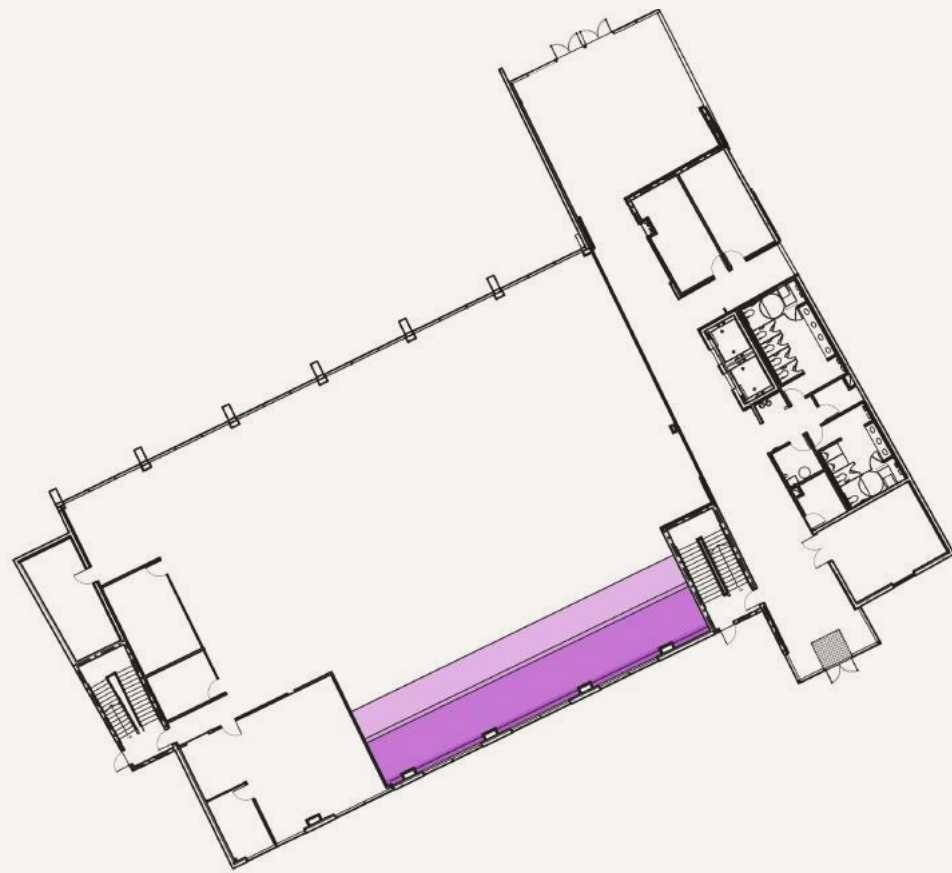
15°
552 INCHES
7 PM
CURTAIN WAL



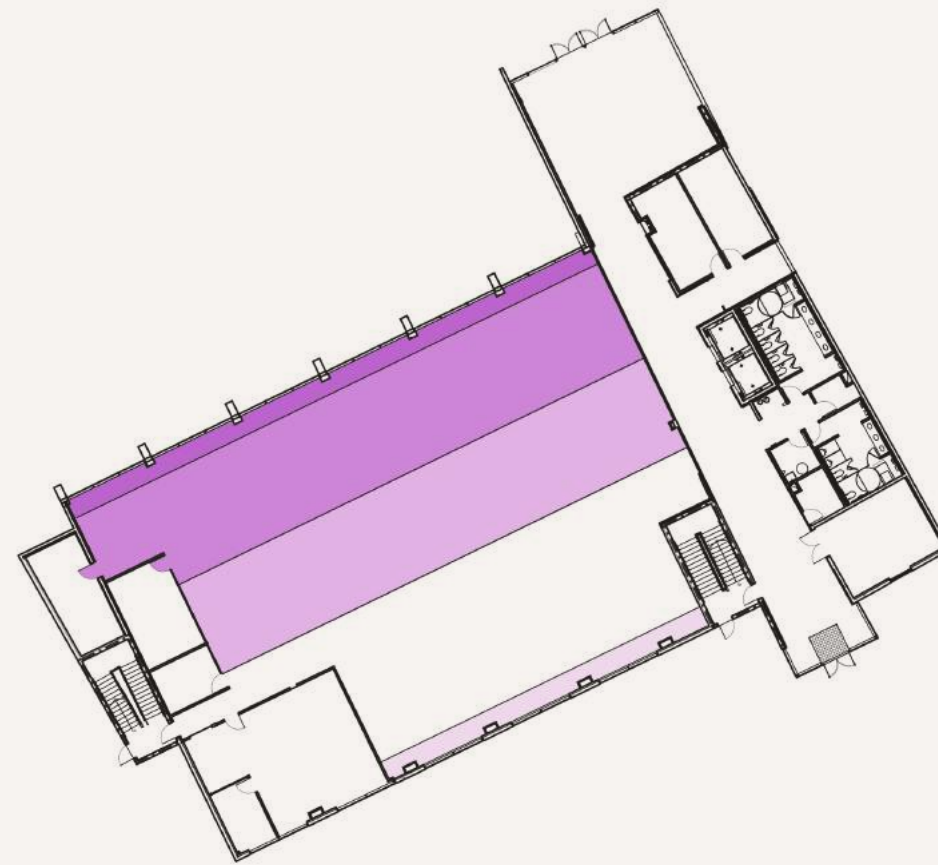
SUMMER (DST) SITE ANALYSIS



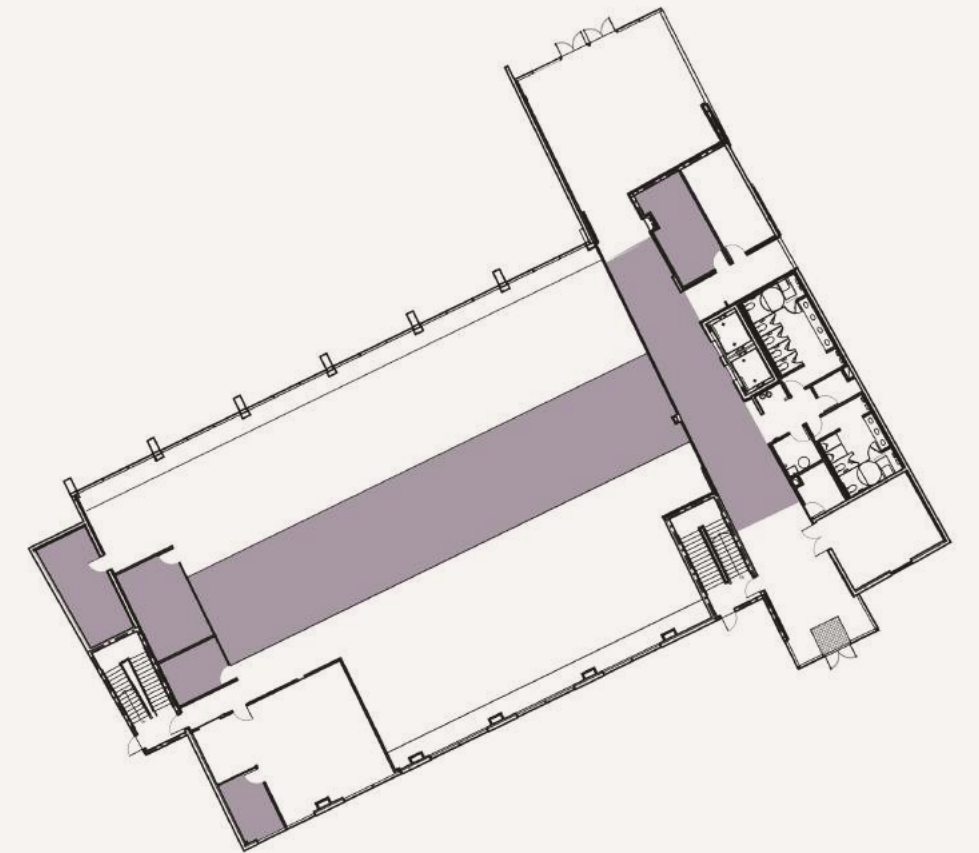
SUN PATH WINTER



SUN PATH SUMMER

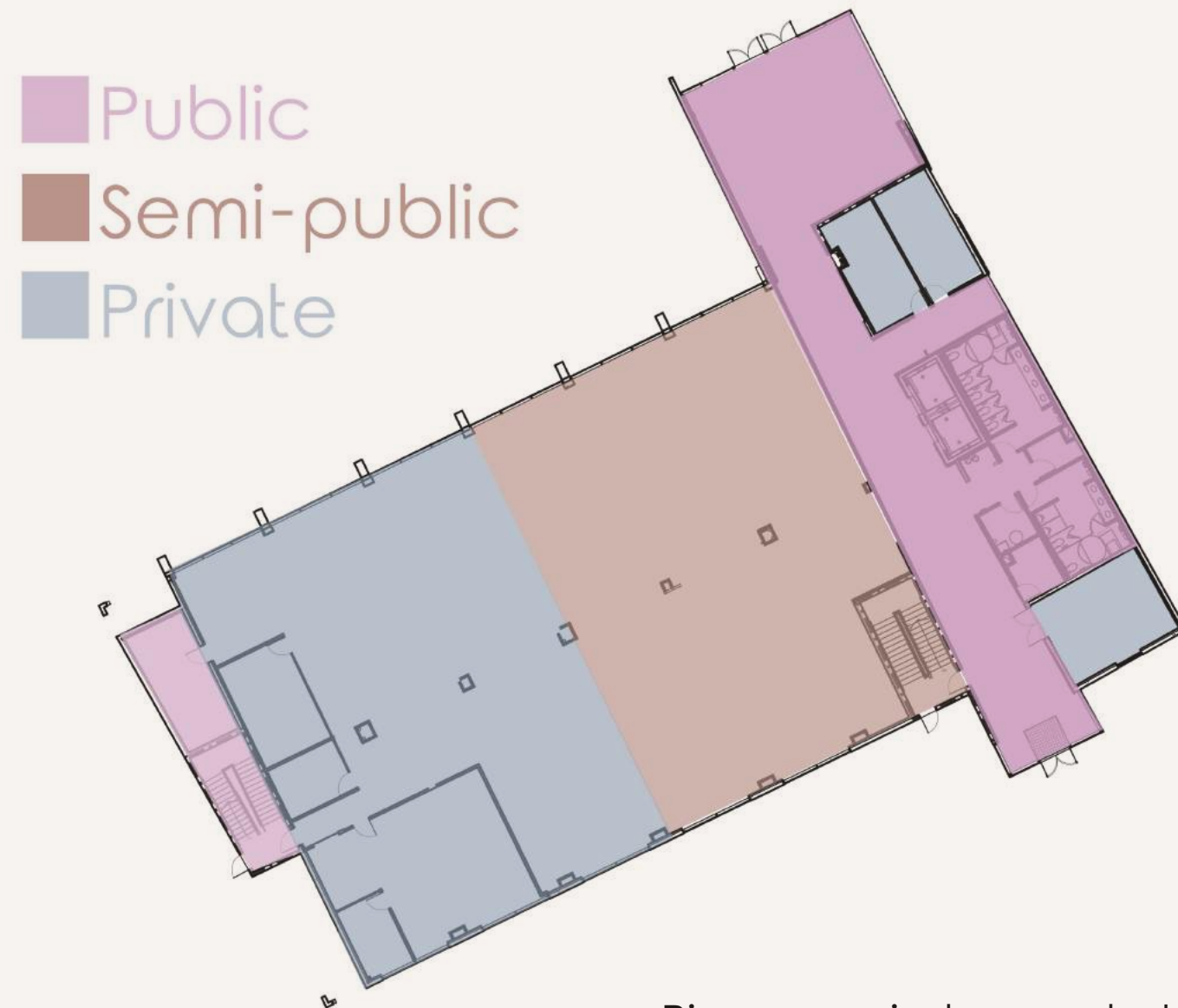


NO NATURAL LIGHT

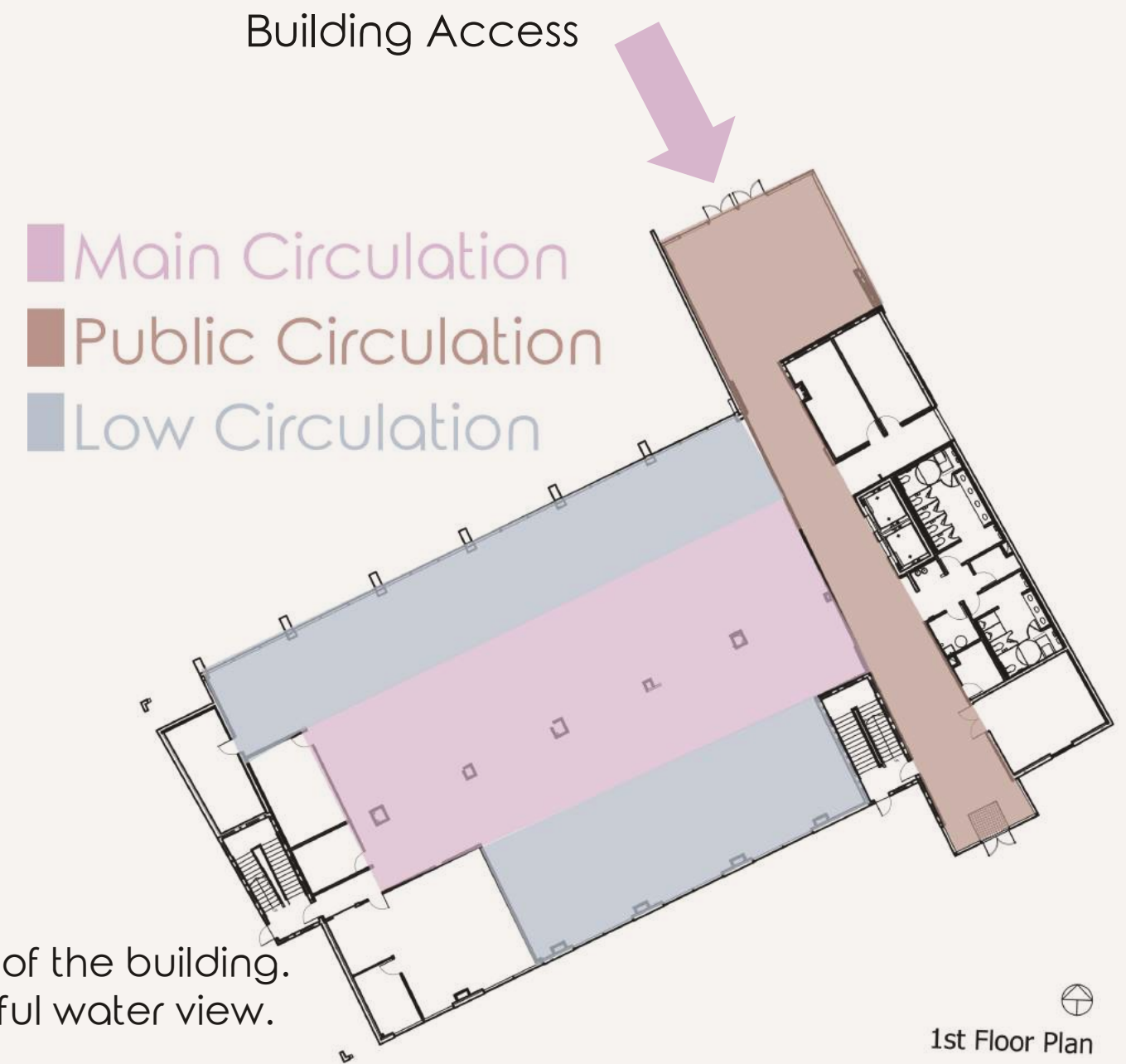


Spaces with less natural light will require more artificial lighting.

INTERIOR SUN PATH SITE ANALYSIS

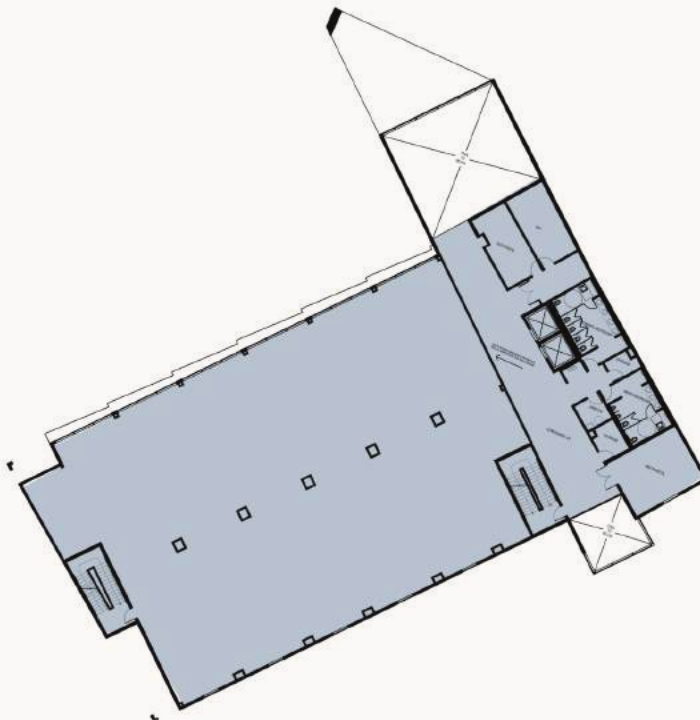
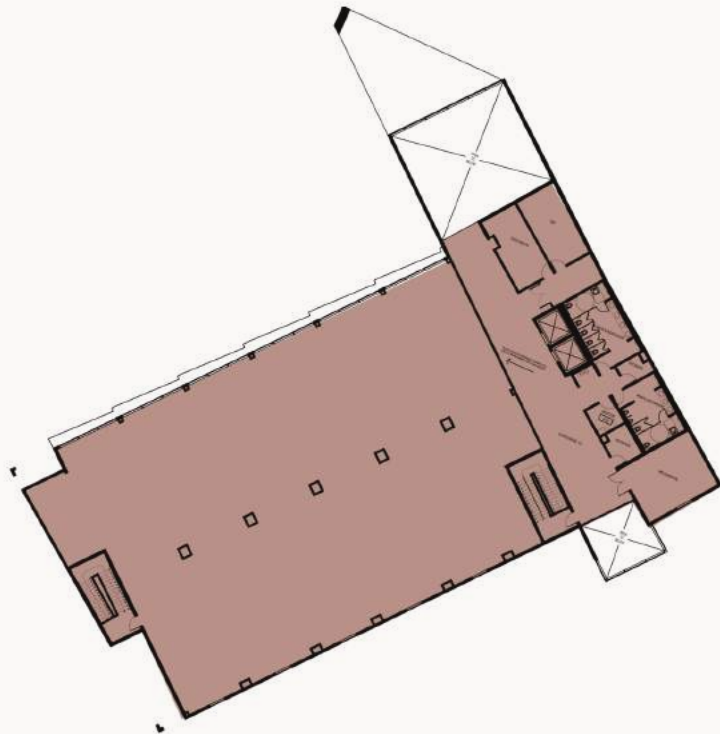
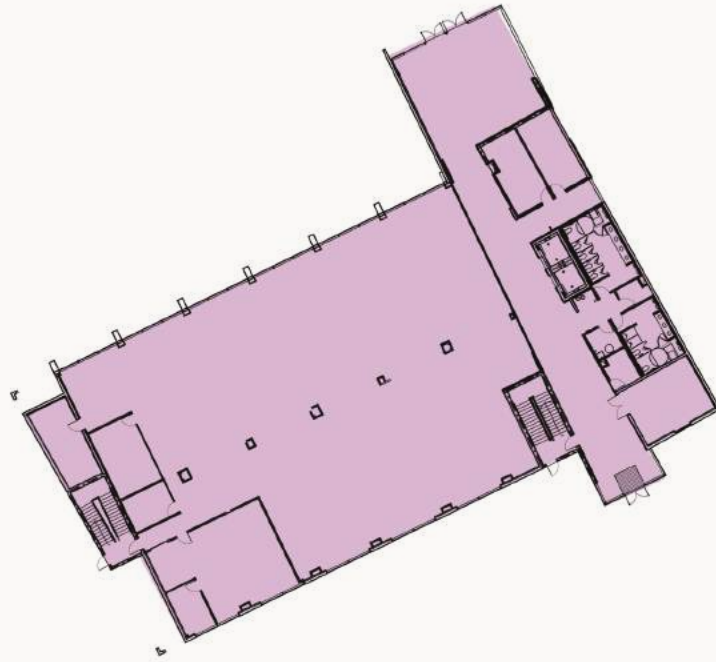


- Big open windows on both sides of the building.
- The curtain window has a beautiful water view.

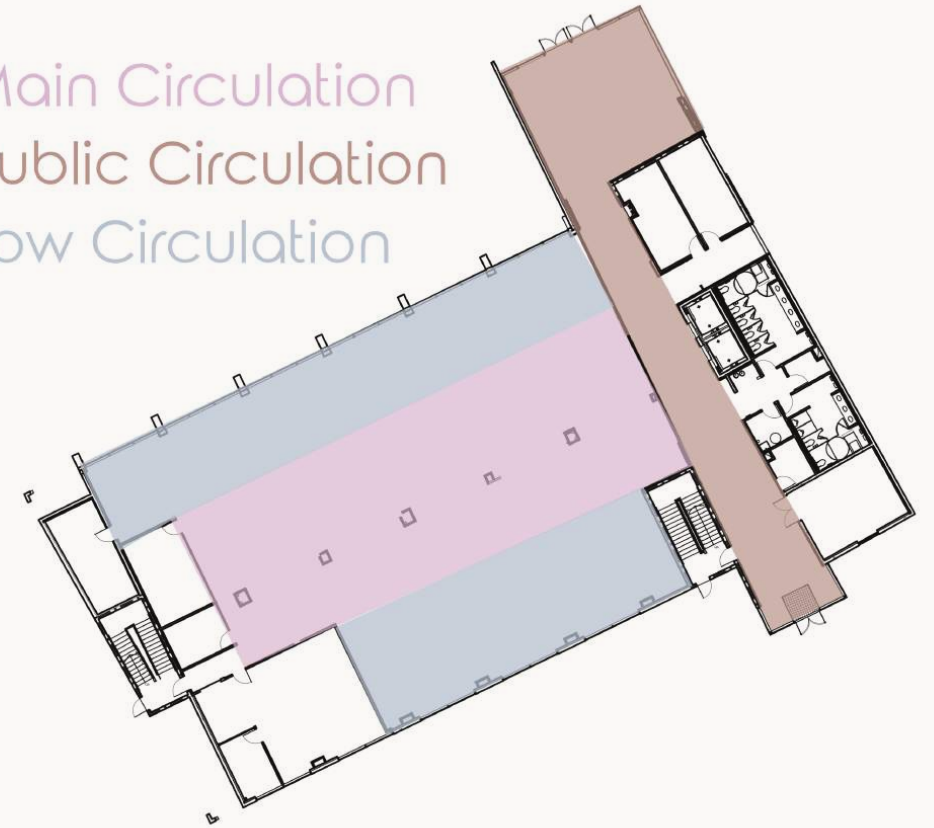


ZONING + SPATIAL SITE ANALYSIS

15.264
13.824
13.824



Main Circulation
Public Circulation
Low Circulation



SQ. FOOTAGE + CIRCULATION
SITE ANALYSIS



- Building has plenty of natural lighting that sometimes it might be a problem.
- The use of shades improve a little bit the setting reducing the direct light from entering the space.



- High spaces gives the sensation of well being.
- The color pallet chosen is neutral, clean and fun.
- Lots of circulation and public space.
- Use of natural elements in the interiors.

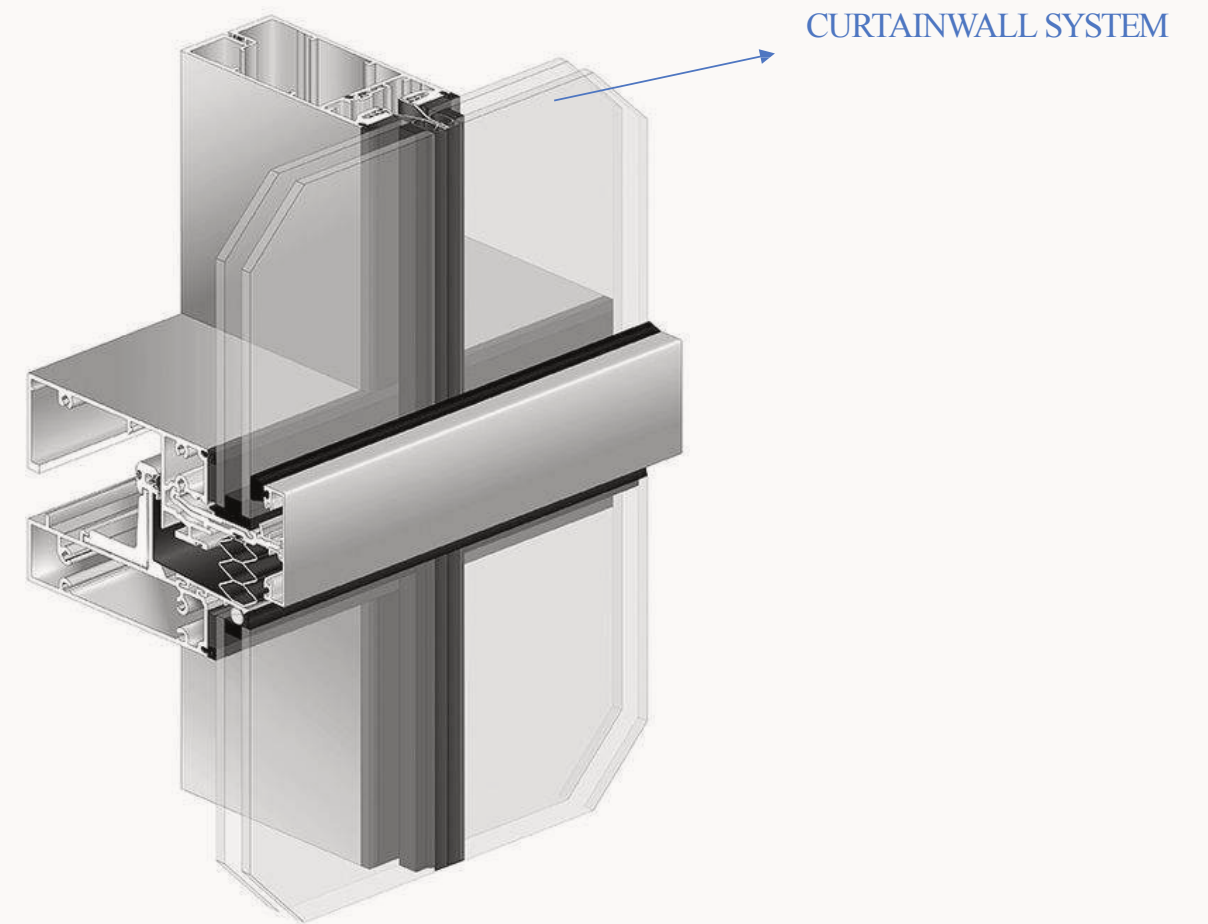
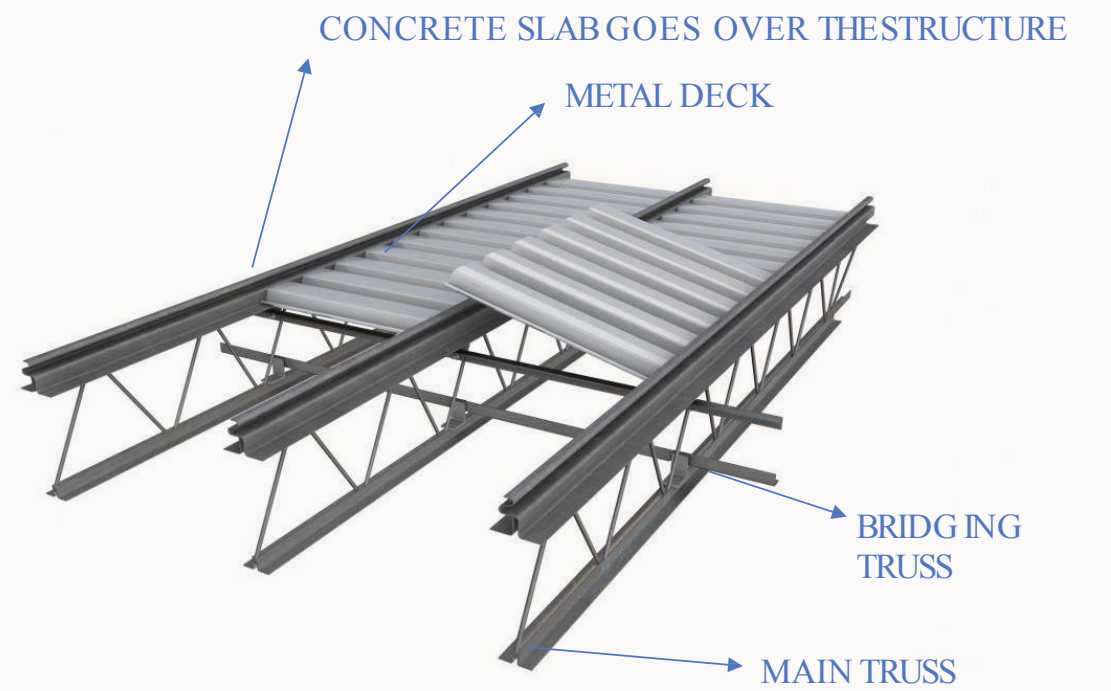
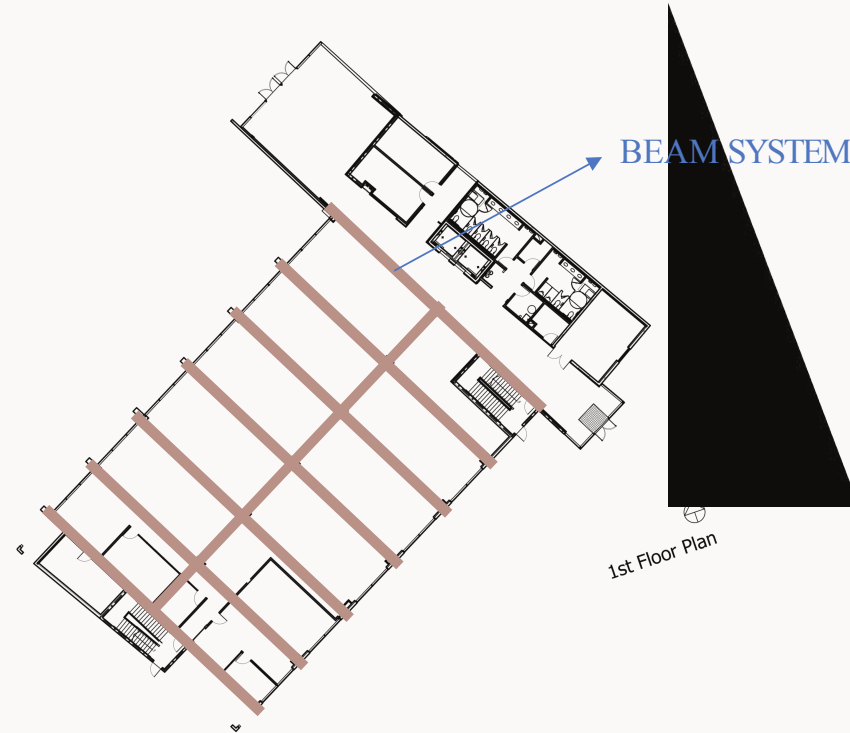
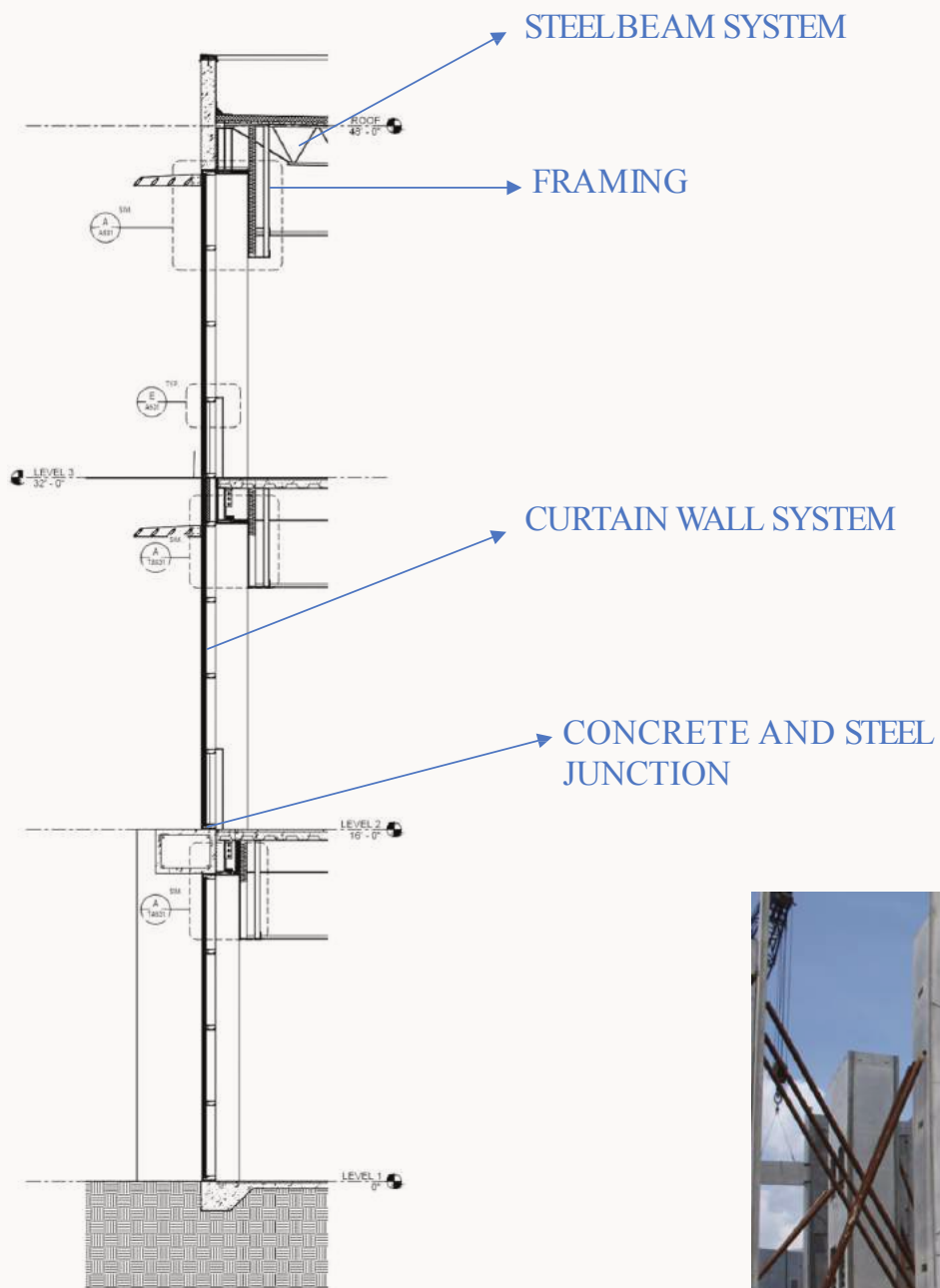
ARCHITECTURE SITE ANALYSIS

- Too much light might affect the interior temperature of the office and depending on the season of the year, glare.
- Too much noise in the surroundings, being close to an airport can be very distracting.
- Traffic in the Island and Dolphin Expressway are very intense during rush hours.
- No sun light at all in the circulation zone of the building.
- Designing the stairs in a strategic place can help minimizing the direct sun light hitting an specific setting.
- Huge public circulation paths.
- High traffic in rush hours. Since it is an island and there is only one entrance, it gets very crowded.



SITE ANALYSIS

DOMINANT ISSUES



STRUCTURE SITE ANALYSIS

Adopt **cost-effective** options to manage energy consumption and emissions. Use the day light with **efficiency**.

The use of new **technologies** should be encouraged. Increasing the **mobility** of employers may help them with **productivity**.

Mobility and adaptability? The user does not need to have a single desk. A dynamic work environment encourages high concentration areas when need and also group work, discussions, etc..

DESIGN GUIDELINES

SITE ANALYSIS

PROGRAM ANALYSIS

CH.4

WORKSPACE PROJECT



“LESS BUT EXCELLENT”

LUIZA MELLO

FIU G2

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02.08.18



To make **BEAUTIFUL**, **SINCERE** and **GENUINE** products which empower women and give them joy in dressing and living for themselves.

WORKPLACE

Happy employers with high levels of organization, aspirations and commitment will perform always in connection with their co-workers.

A **REWARDING** environment where the equality always prevail.

CELINE

The organization stands for something **MEANINGFUL**. The purpose of its workplace is to **INNOVATE** and **INSPIRE** people.

PURPOSE

Designed to achieve an inviting and transparent setting where everyone can collaborate. To promote **EQUALITY** where every user has the chance do be an Ambassador of a project.

INTRODUCTION, GOALS PROGRAM ANALYSIS



1 The workplace will incorporate **FLEXIBLE** environment where most of the time the users will be able to decide how and where they want to work.

3 A setting with beautiful views and big windows with natural light will give the user a sensation of tranquility and **WELL-BEING**

5 Incorporation of “War Rooms” in order to promote creativity and also team work.

2 70% of the work area will be open and 30% enclosed spaces. The company stands for **AGILITY, EQUALITY AND COLLABORATION** and strongly believes that workers are more productive when working with some type of communication.

4 The **INTERACTION** of areas will encourage workers to be more sociable and know each other. Vertical connection between floors.

DESIGN GUIDELINES PROGRAM ANALYSIS

SPACE	ROOMS	CAPACITY	UNIT AREA (NSF)	NUMBER OF EACH TYPE OF WORK SPACE	TOTAL AREA (NSF)	FF&E
Lobby & Waiting	Reception and Lobby Waiting	1	200	1	200	Comfortable seating, Reception Desk, Chaise, Side Table, Floor Lamp.
	Product Display	0	120	1	120	
Executive Suite	Executive offices	1	400	4	1600	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers, safe.
	Workstation 01 (Executive Assistant)	1	48	1	48	
	Drawer Lateral Files Area	0	9	2	18	
Accounting	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers.
	Workstation 02	1	36	6	216	
	Drawer Lateral Files Area	0	9	2	18	
	Storage Room	0	120	1	120	
	Safe Room	0	100	1	100	
Operations	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers.
	Workstation 02	1	36	8	288	
	Hotelling	2	18	2	36	
	Drawer Lateral Files Area	0	9	3	27	
Human Resources	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, comfortable seatings.
	Workstation 2	1	36	1	36	
	Drawer Lateral Files Area	0	9	6	54	
	Mother's Room	1	100	1	100	
Marketing	Office	1	200	1	200	Office tables, office chairs, table lamps, cabinets, lockers, drawers, big tables, studio material, studio tables, storage.
	Workstation 1	1	48	5	240	
	Drawer Lateral Files Area	0	9	1	9	
	Photo Studio	0	80	1	80	
	Marketing Print and Collating Area	0	100	1	100	
I.T.	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers.
	Workstation 2	1	36	3	108	
	Drawer Lateral Files Area	0	9	2	18	
	Computer Maintanance Room	6	56	1	354	
Purchasing	Workstation 1	1	80	7	560	Office tables, office chairs, table lamps, cabinets, storage, drawer, collaboration tables.
	Drawer Lateral Files Area		9	2	18	
	Collaboration Area	4	60	1	60	
Quality Assurance	Workstation 1	1	100	4	400	Office tables, office chairs, table lamps, cabinets, storage, drawers.
	Drawer Lateral Files Area	0	9	1	9	
Sales	Office	1	200	1	200	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers, collaboration tables, temporary tables, flexible furniture.
	Workstation 2	4	36	4	144	
	Workstation 3	14	24	14	336	
	Drawer Lateral Files Area		9	6	54	
	Collaboration Area	4	60	2	120	
	Hotelling	1	18	3	54	
Support Spaces	Café	40	1100	1	1100	Counter top, counter top chairs, comfortable chairs, pool table, collaboration tables, flexible furniture, office tables, office chairs.
	Experimentation, Brainstorming Room	10	520	1	520	
	Furniture Storage	0	120	1	120	
	Huddle Room	4	100	2	200	
	Focus Room	2	80	2	160	
	Collaboration Area	4	100	2	200	
	Large Conference Room	12	480	1	480	
	Medium Conference Room	8	300	1	300	
	Print and Collaging Area	0	100	1	100	
	Server Room	0	180	1	180	
	Storage Room	0	120	1	120	
TOTAL SQ F		-	-	-	10725	Total Square footage of the Program
Circulation		-	-	-	3753.75	Area designated for Circulation
TOTAL		-	-	-	14478.75	Real Square Footage of the Site

TECHNICAL ANALYSIS

Lobby & Waiting Area

Reception and Lobby Waiting
200 NSF

Product Display
120 NSF

Comfortable seating, Sofas,
Reception Desk, Chaise, Side Table,
Floor Lamp.

The first connection the users have with the outside is the Lobby. It should be designed to be impressive and give the ‘wow’ effect when people walk in.
The space should be comfortable and inviting.

Executive Suite

Space used for reserved positions and offices that require more privacy. The Executive offices will be individual settings and allows the user to personalize the space, creating an inspiring space and giving the other users a sensation of leadership.



Office tables, office chairs, table lamps, cabinets,
storage, lockers, drawers, safe.

- Workstation 01
48 NSF
- Drawer Lateral Files Area
18 NSF
- Executive Offices
1 600 NSF

Accounting

Office

300 NSF

Workstation 02

216 NSF

Drawer Lateral Files Area

18 NSF

Safe Room

120 NSF

Storage Room

100 NSF

Comfortable seating, Sofas,
Reception Desk, Chaise, Side Table,
Floor Lamp.

Financial transactions and information are crucial for a company to succeed. The organization and control of the environment are directly related to the success of the business. The Design should be clean and functional.



Operations

Office

300 NSF

Hoteling

36 NSF

Workstation 02

288 NSF

Drawer Lateral Files Area

27 NSF

Office tables, office chairs, table lamps,
cabinets, storage, lockers, drawers.

Overseeing the production and supervising services are one of the main aspects to have productivity. To make sure the company is running as well as it possibly can and with an efficient service. Transparency in the design allow the operations department to work in groups and also manage and supervise another areas of the company.

PROGRAM ANALYSIS

Human Resources

Office
300 NSF

Workstation 02
36 NSF

Drawer Lateral Files Area
54 NSF

Mother's Room
100 NSF

Office tables, office chairs, table lamps, cabinets, storage, comfortable seating.



A department that allows development, employee relations, compensation, benefits, safety. Human Resources will be close to the entrance with easy access to the lobby. The space is very private but at the same time, inviting. This department rules important tasks such as hiring and firing employers.

Marketing

Office
200 NSF

Photo Studio
80 NSF

Workstation 01
240 NSF

Marketing Print Area
100 NSF

Drawer Lateral Files Area
9 NSF

Office tables, office chairs, table lamps, cabinets, lockers, drawers, big tables, studio material, studio tables, storage

Marketing and Propaganda are one of the biggest services of the company and should be done with precision and purpose. The creativity in this setting is essential. An environment that stimulates that, movable furniture, group areas are essential.

PROGRAM ANALYSIS

I.T.

Workstation 02
108 NSF

Office
300 NSF

Drawer Lateral Files Area
18 NSF

Computer
Maintenance Room
354 NSF

Office tables, office chairs,
table lamps, cabinets, storage,
lockers, drawers, cubicles.

Information and Technology need to be consistently updated and requires a special department to do so. A more private space, with not so much collaboration are aspects of an IT department. It's a very technical task and requires lots of concentration.



Purchasing

Collaboration Area
60 NSF

Workstation 01
560 NSF

Drawer Lateral Files Area
18 NSF

Office tables, office chairs,
table lamps, cabinets, storage,
drawer, collaboration tables.

Supporting the purchase of new materials with the most innovative technologies, efficiency is a task of the Purchasing Department. The workplace should be an area very comfortable, it requires a lot of research and organization in order to find the best supplies and equipment needed.

PROGRAM ANALYSIS

Quality Assurance

Workstation 01
400 NSF

Drawer Lateral Files Area
9 NSF

Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers.

Employers will be constantly looking for important new technologies and ideas in order to improve the quality of the product, check the new releases of the market and so forth.



Sales

Office
200 NSF

Hoteling
54 NSF

Workstation 02
144 NSF

Collaboration Area
120 NSF

Drawer Lateral Files Area
54 NSF

Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers, collaboration tables, temporary tables, flexible furniture.

Committed to exceed the customer expectations, the Sales department handles the customer service and E-commerce that was recently implemented at Celine.

PROGRAM ANALYSIS

Support Spaces

Print Area
100 NSF

Server Room
180 NSF

Storage
120 NSF

Large Conference Room
480 NSF

Cafe
1100 NSF

Huddle Room
200 NSF

Furniture Storage
120 NSF

Collaboration Area
100 NSF

Experimentation
520 NSF

Medium Conference Room
300 NSF

Counter top, counter top chairs, comfortable chairs, pool table, collaboration tables, flexible furniture, office tables, office chairs.

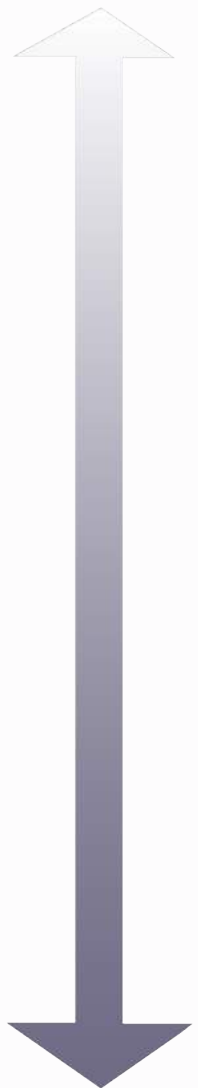


Space that allows users to network, meet each other, create strong relationships with the co-workers in order to have more productivity and efficiency.

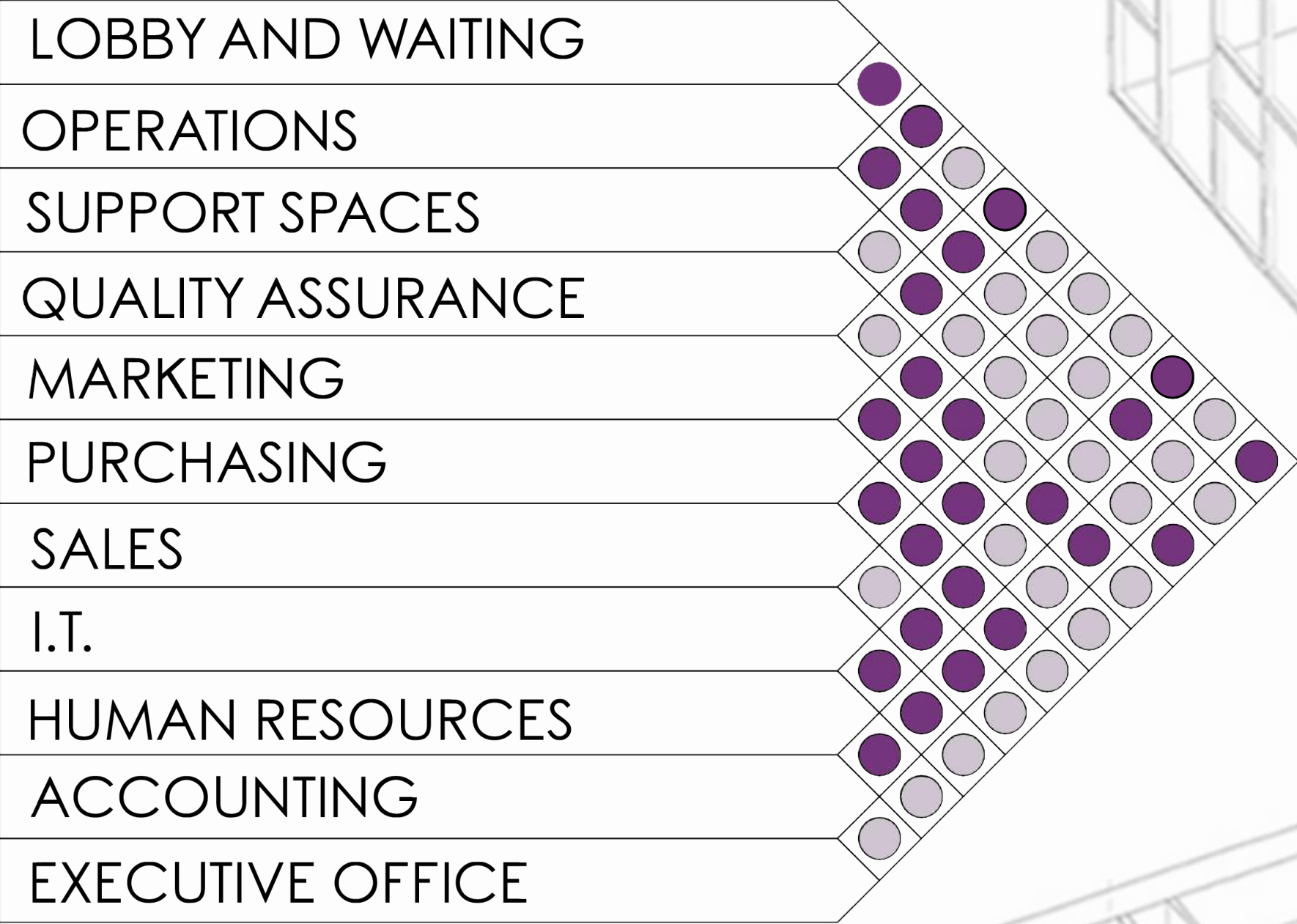
Its composed with social areas, meeting areas, discussion spaces and usually generates great new ideas.

PROGRAM ANALYSIS

PUBLIC



PRIVATE



PRIMARY ADJACENCY

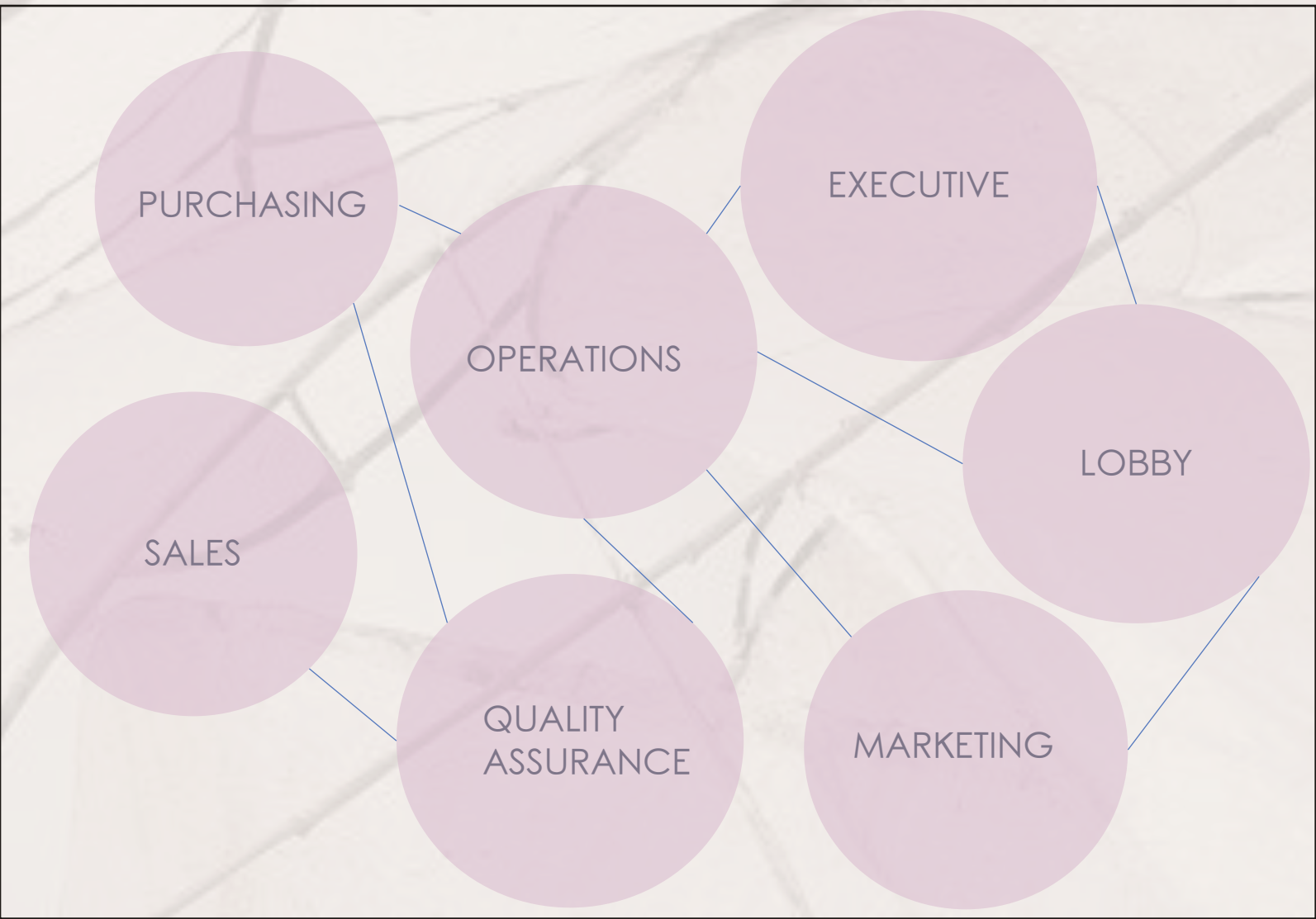


ADJACENCY NOT REQUIRED

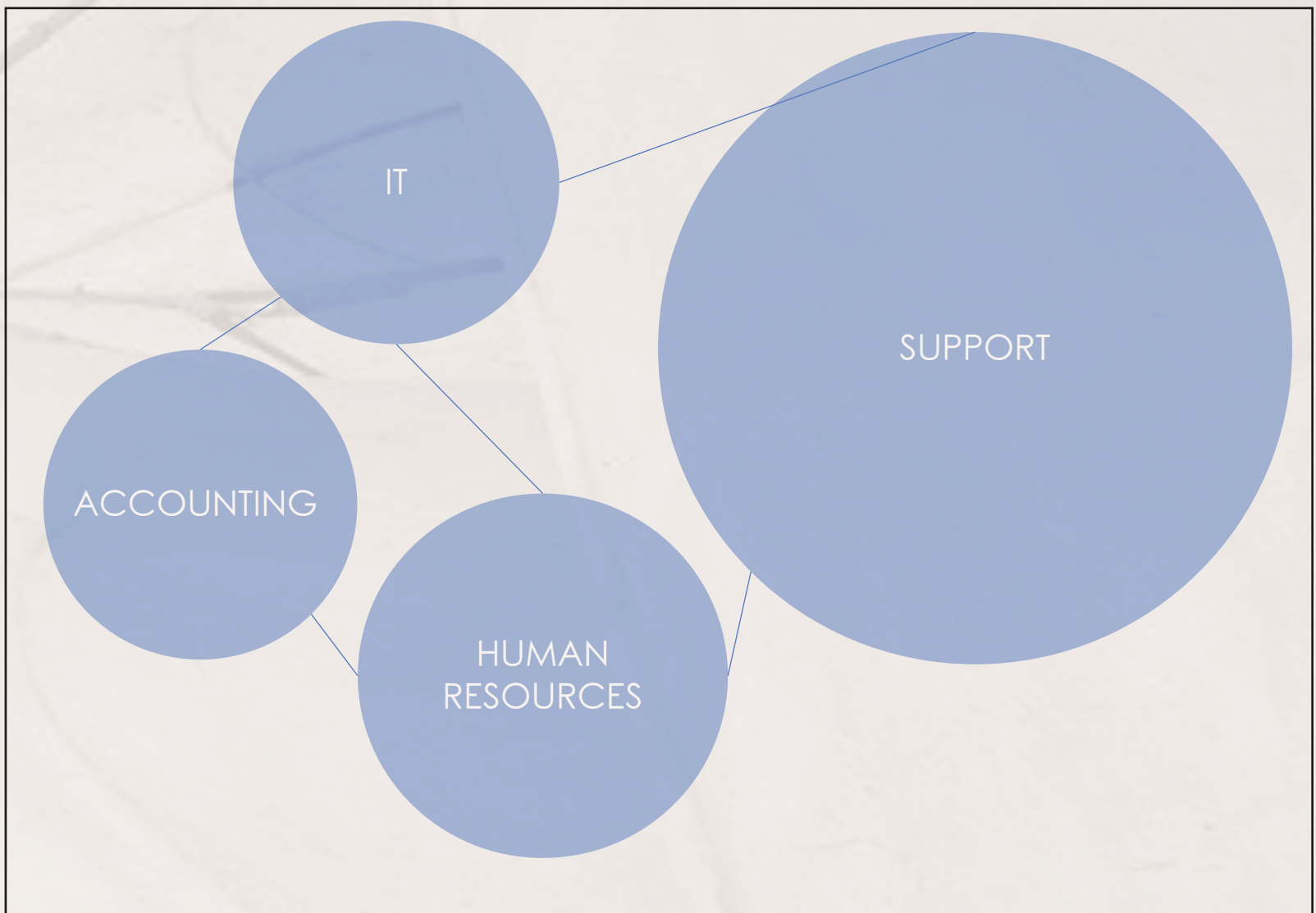
ADJACENCY MATRIX DIAGRAM

PROGRAM ANALYSIS

The spaces were initially divided into two main categories: **Operational** and the **Creative**. Therefore, each one will be in each floor giving the user the chance to be closer to someone from the same department area.



CREATIVE DEPARTMENT

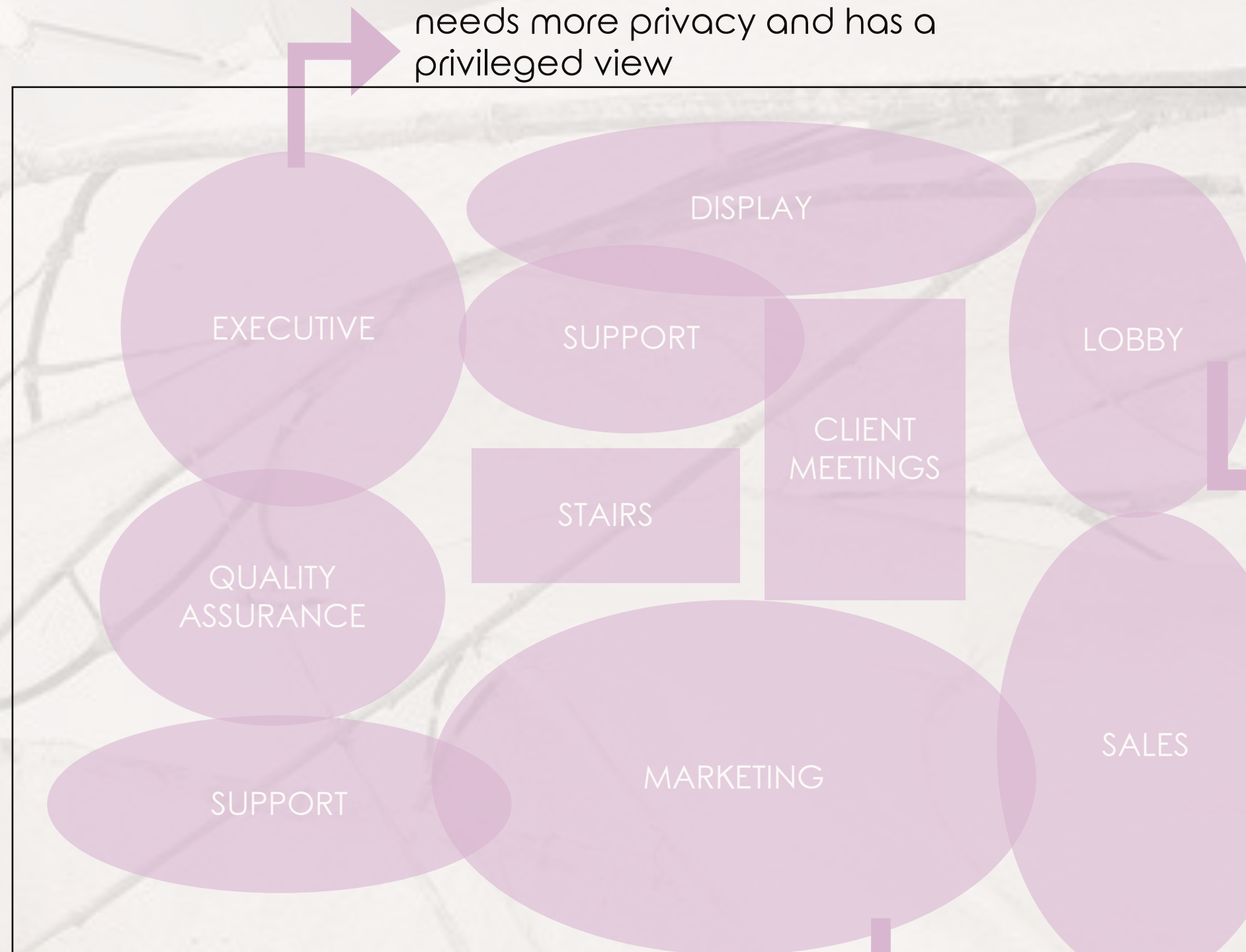


OPERATIONAL DEPARTMENT

BUBBLE DIAGRAMS

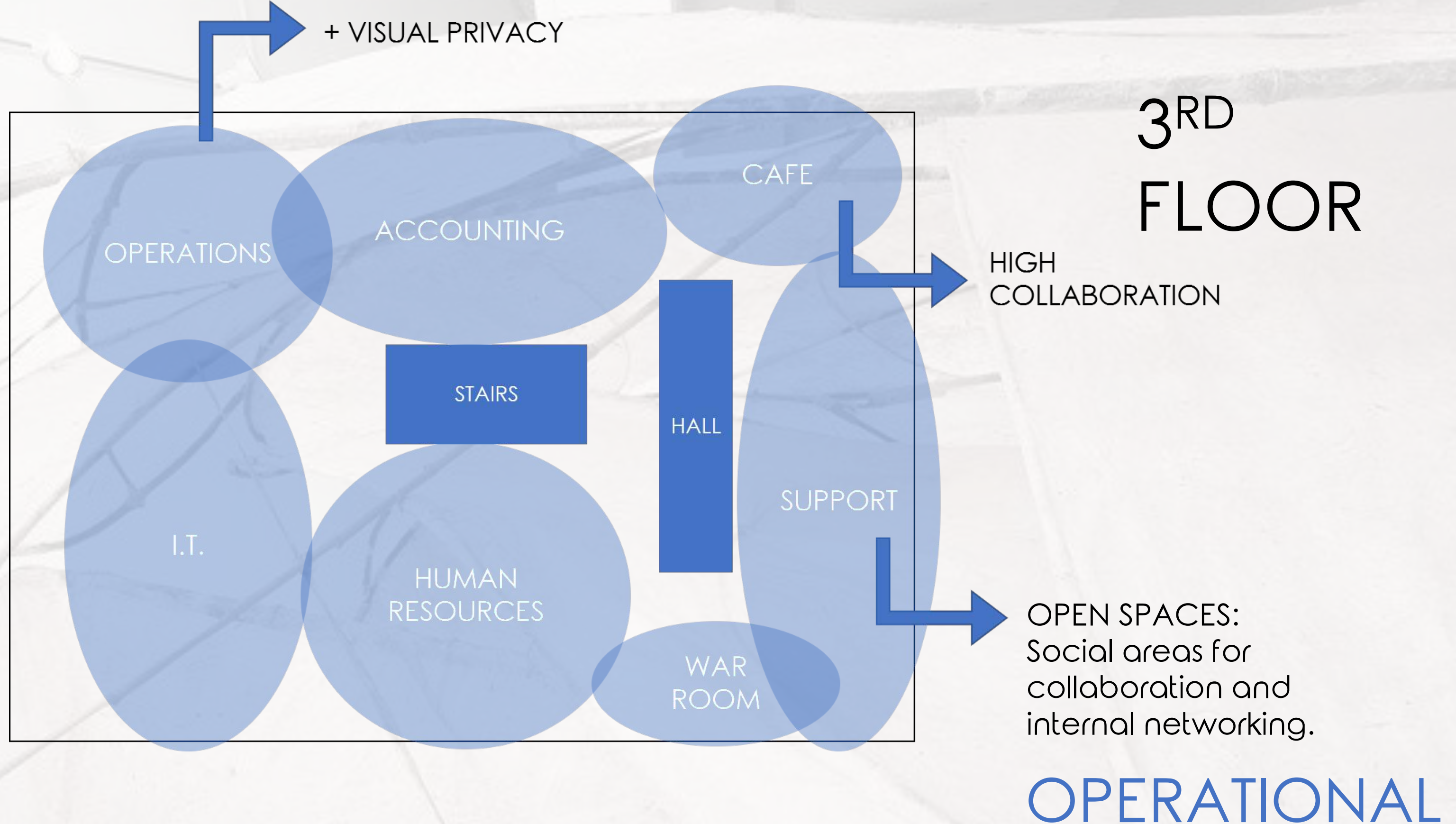
PROGRAM ANALYSIS

2ND FLOOR



CREATIVE

BUBBLE DIAGRAMS PROGRAM ANALYSIS



BUBBLE DIAGRAMS PROGRAM ANALYSIS

SPATIAL IDEA GENERATION

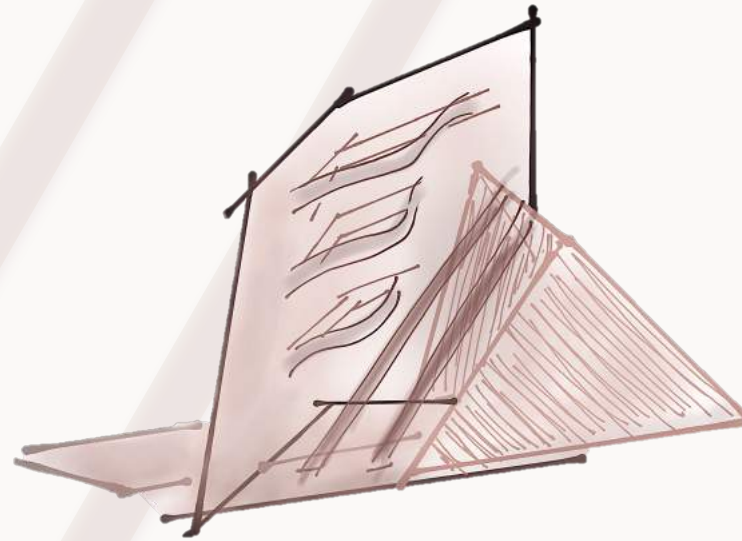
CH.5

SPATIAL IDEA GENERATION

LUIZA MELLO
JANINE KING AND ESPERANZA MUÑOS
GRAD 2 SPRING 2018



Stripes and patterns are always combined with solid colors in order to emphasize it and make it the main feature of the look. The oversized bag also brings attention to the item. The model looks fresh and simple with minimal makeup and straight hair. The brand uses that in order to bring attention to the dress, bag and shoes.



PATTERNS ALWAYS
ASSOCIATED WITH
NEUTRAL TONES

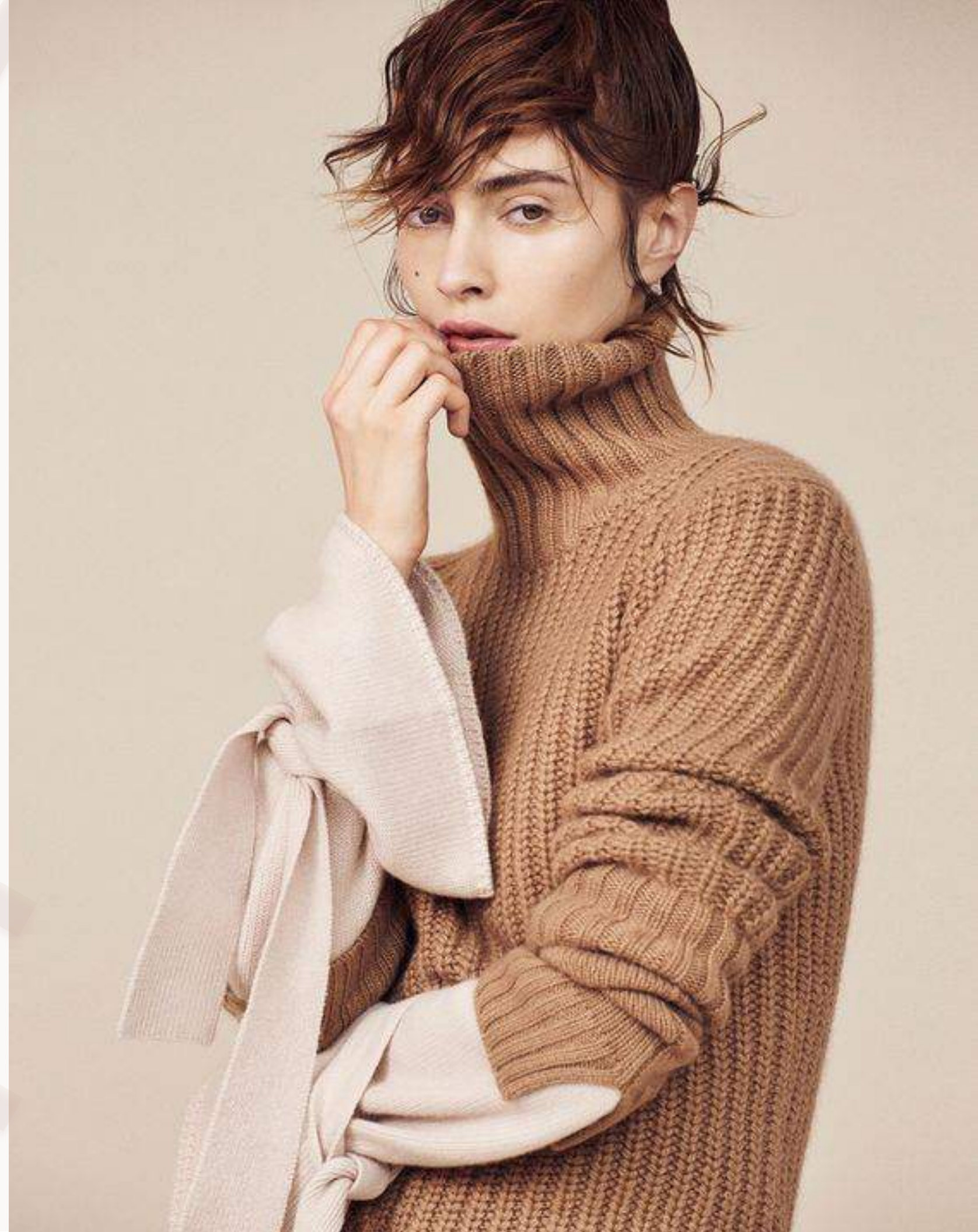
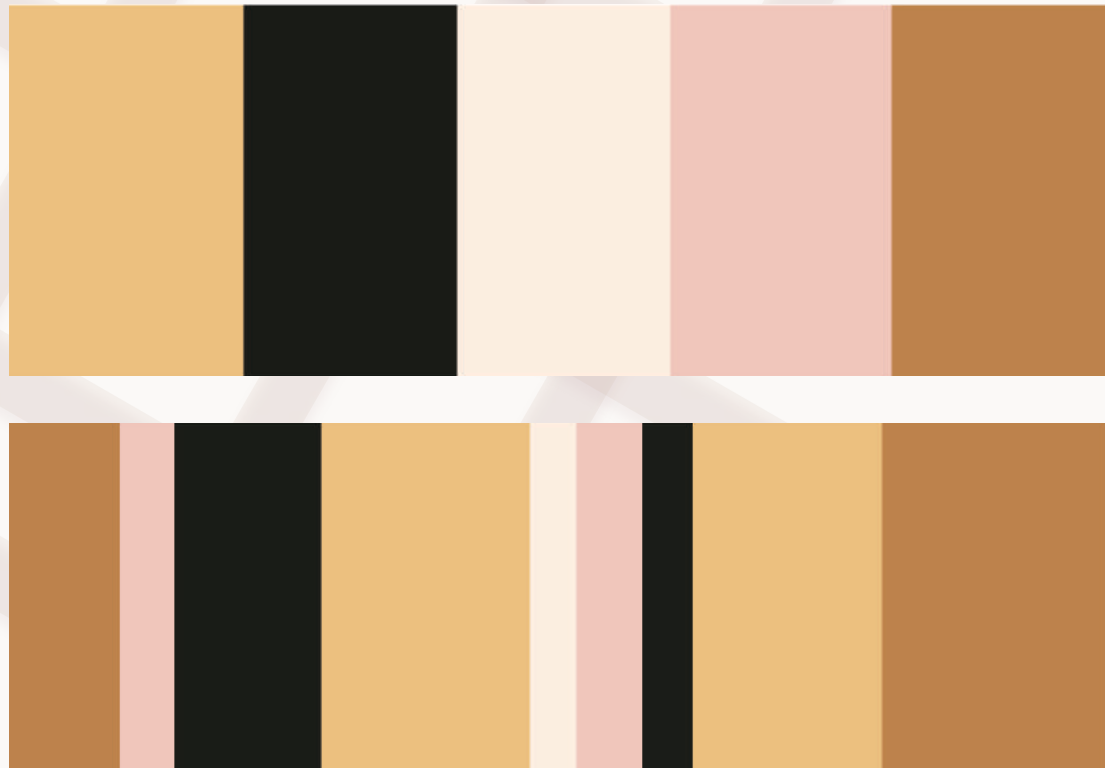
GEOMETRIC
ELEMENTS

STRIPES COMBINED
WITH SOLID
COLORS

OVERSIZED
CLOTHING WITH
BELTS TO
EMPHASIZE
WOMEN'S WAIST



Different **textures** show the connection between **linear elements** in contrast to the **soft curves of the fabric**. That will emphasize the design guidelines in the workspace itself. The messy and short hair and also the masculine look of the model contrasts with the feminine clothes she is wearing. She is almost covering her mouth but she won't do it. That represents the women power she has.



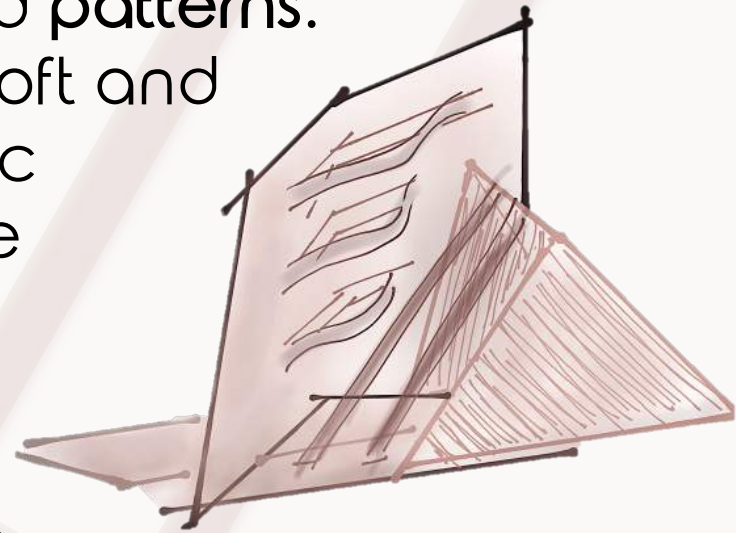
Items crafted to be **beautiful and practical**, in tune with the everyday life of the women, for whom its designed.

A carefully and dynamic engagement with modernity.

Neutral and **analogous** color palette along with **linear elements** and **patterns**.

The **contrast** between soft and sharp shapes, geometric elements are part of the design. The shoes are usually **practical** and **functional**.

The fact that she has no T-shirts on brings a sense of the power she has, and she can do anything she wants.



USE OF LEATHER

ANALOGOUS COLORS
CONTRAST BETWEEN

DIFFERENT TEXTURES AND PATTERNS

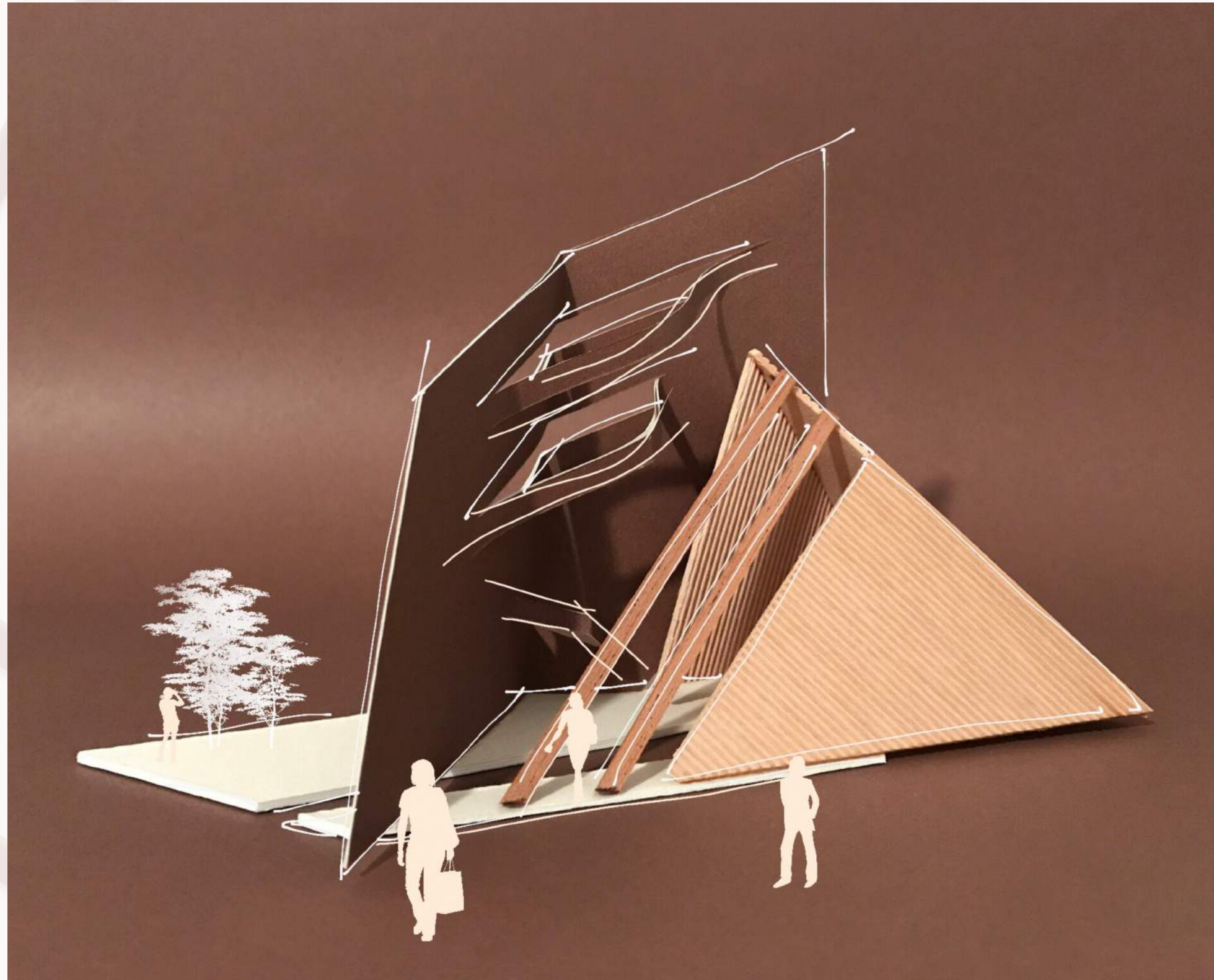


SPATIAL MODEL

The **SPATIAL MODEL** is a reflection of **CELINE**'s mood and essence. It combines all the essential characteristics of the brand in one **sculptural and architectural** form.

The chosen **color palette** was very **neutral** and with **analogous colors**. A mix of **textures and materials** give form and meaning to the model creating something interesting and intrigues people to appreciate it.

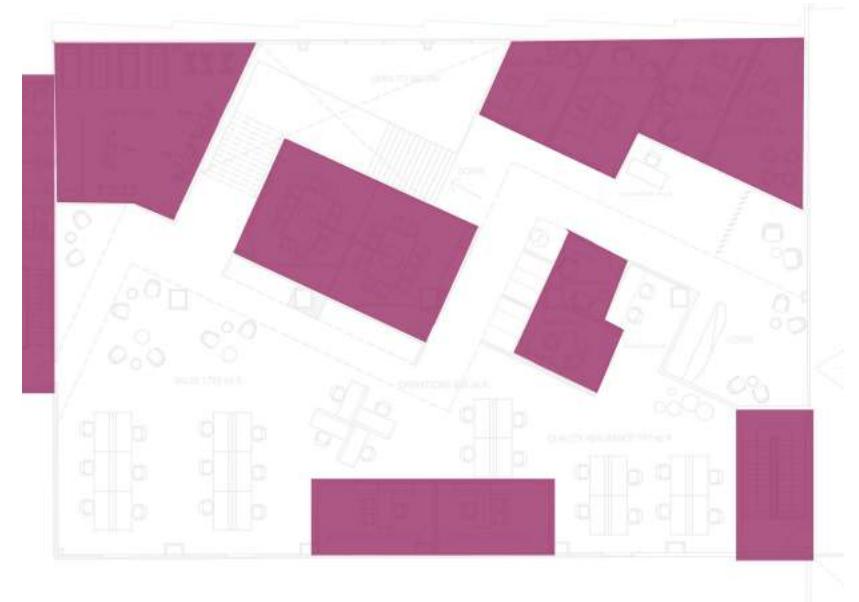
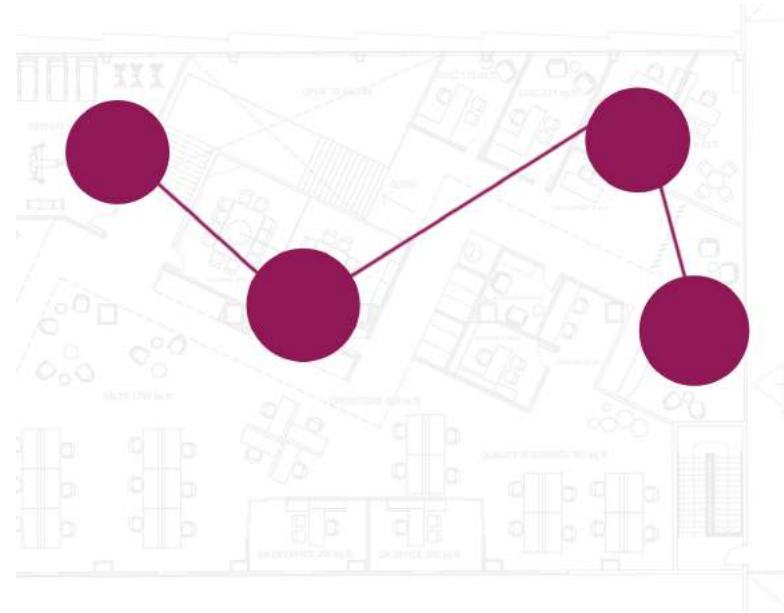
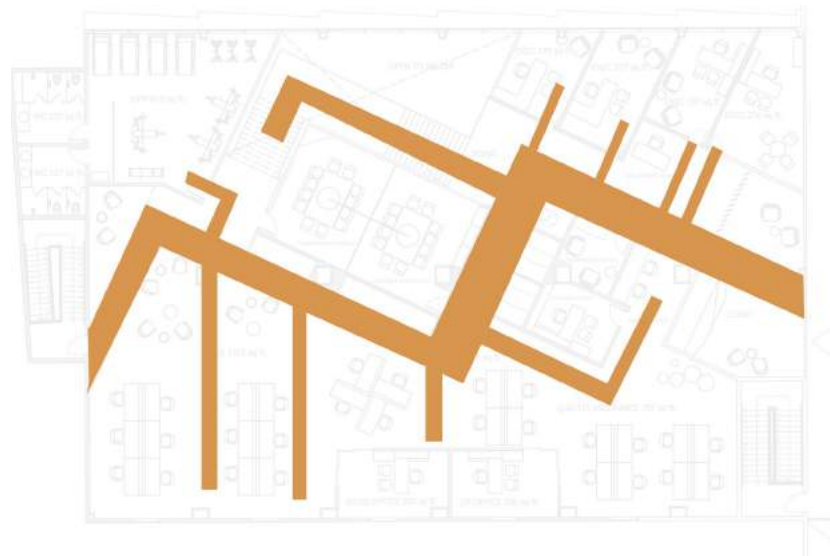
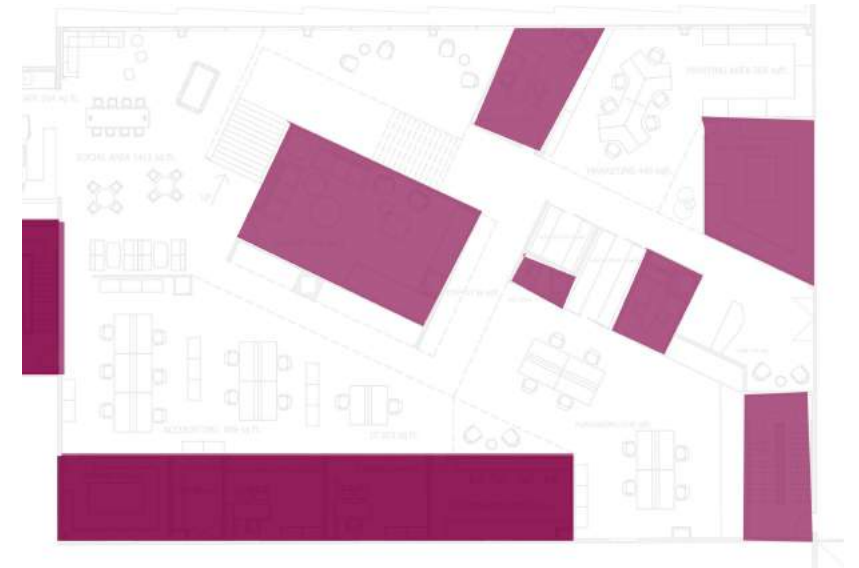
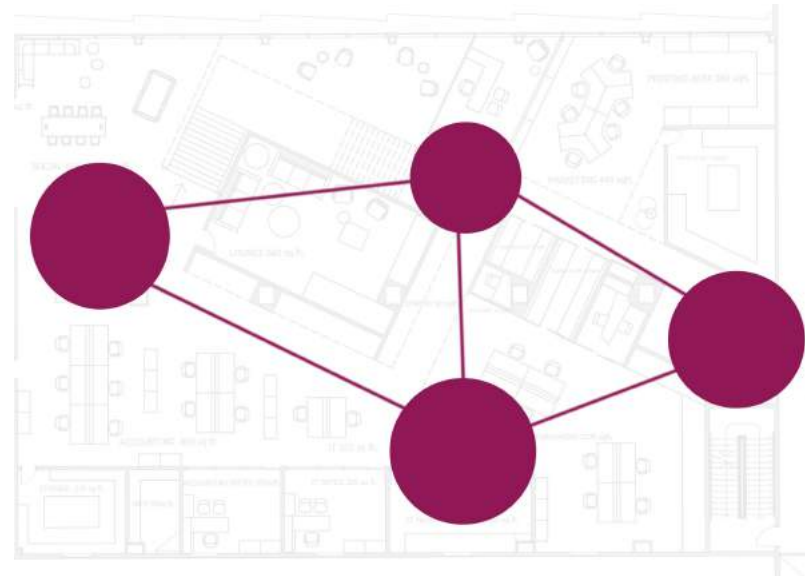
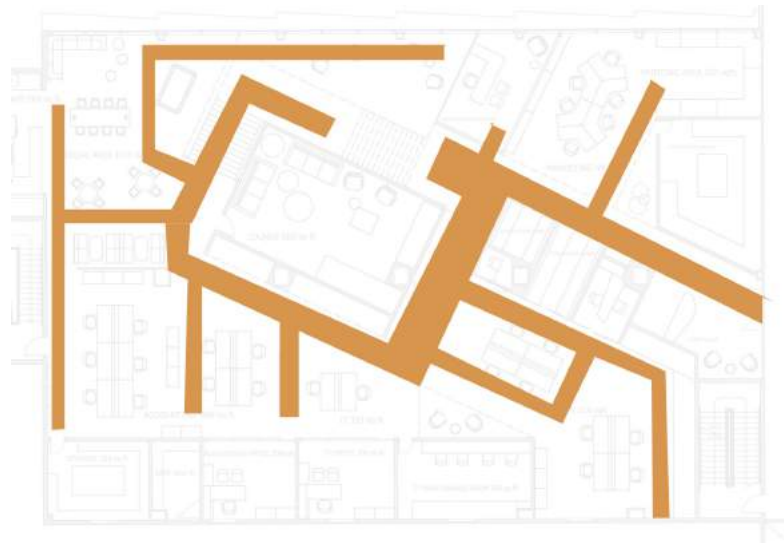
The use of **curves** in contrast to the **sharp linear forms** are also another big characteristic of the brand.





DIAGRAMS

CH.6



CIRCULATION

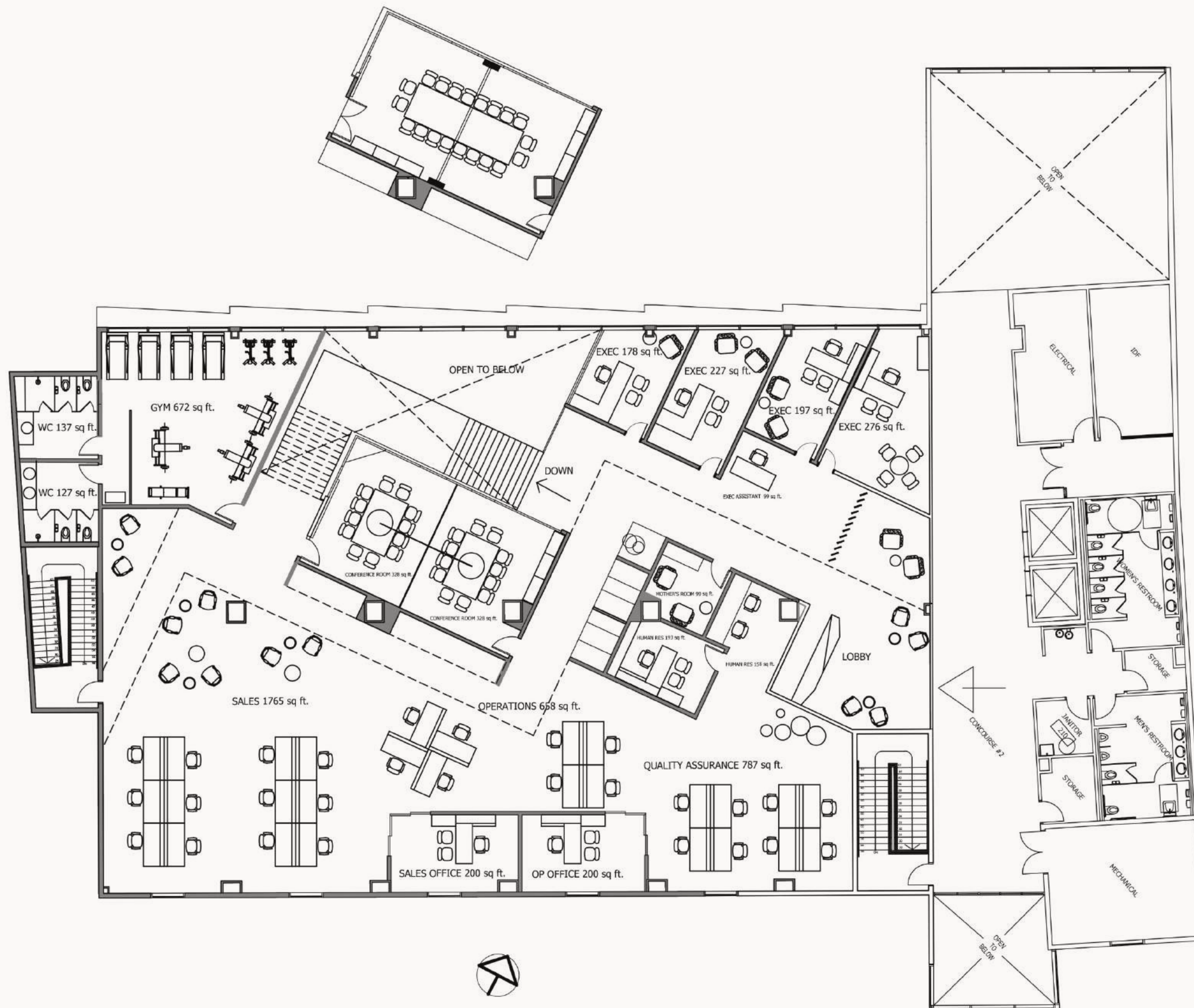
PLACE
COMPONENT

BLOCKING

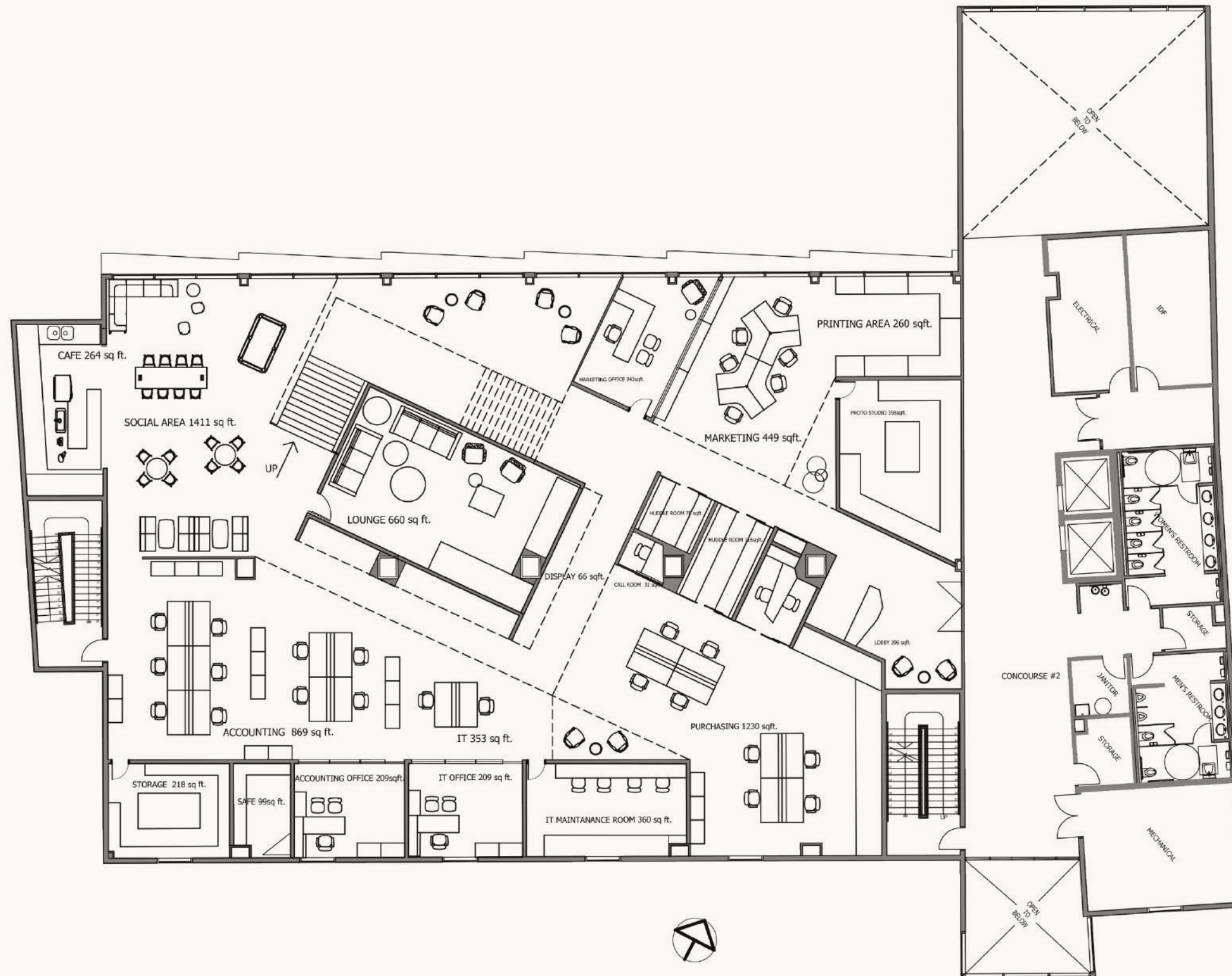


FLOOR PLANS

CH.7



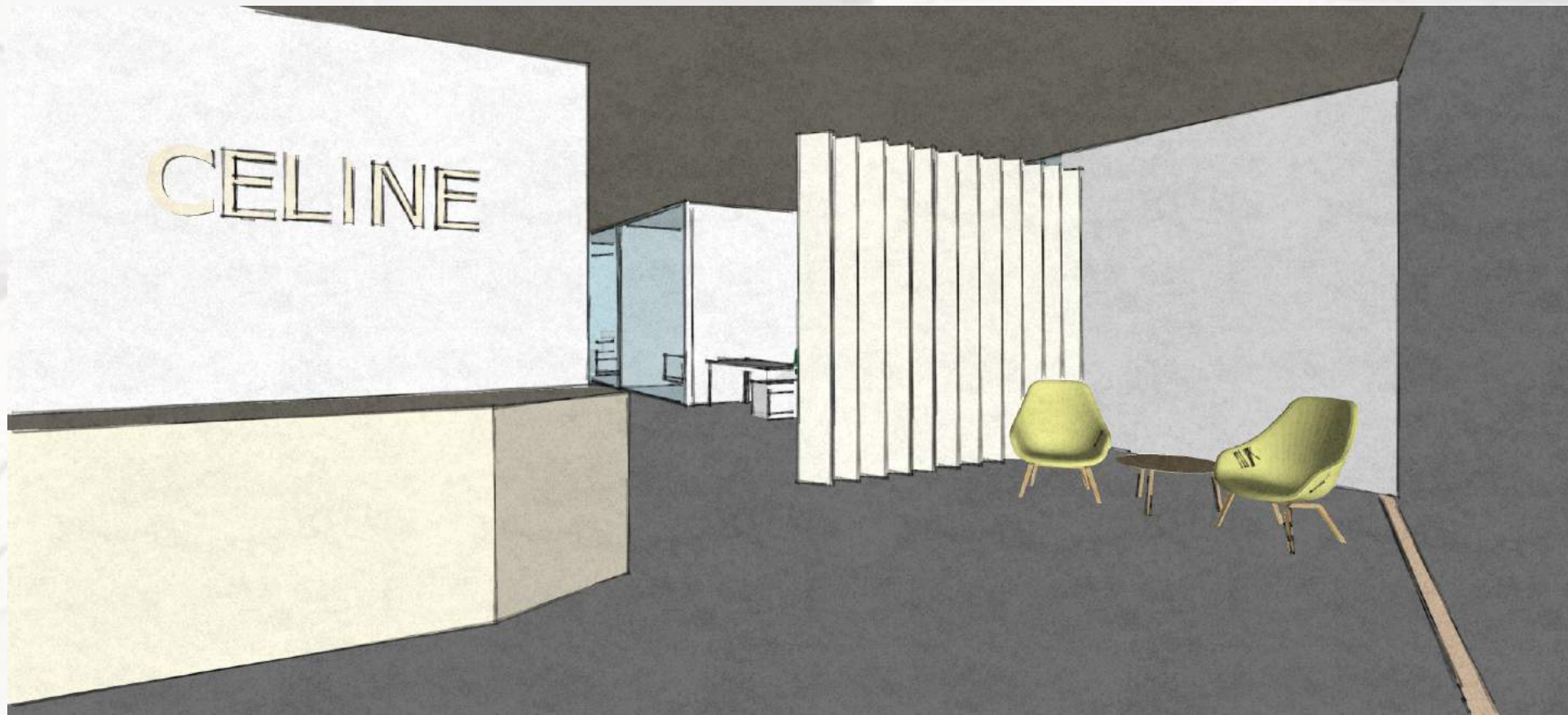
3rd Floor Plan



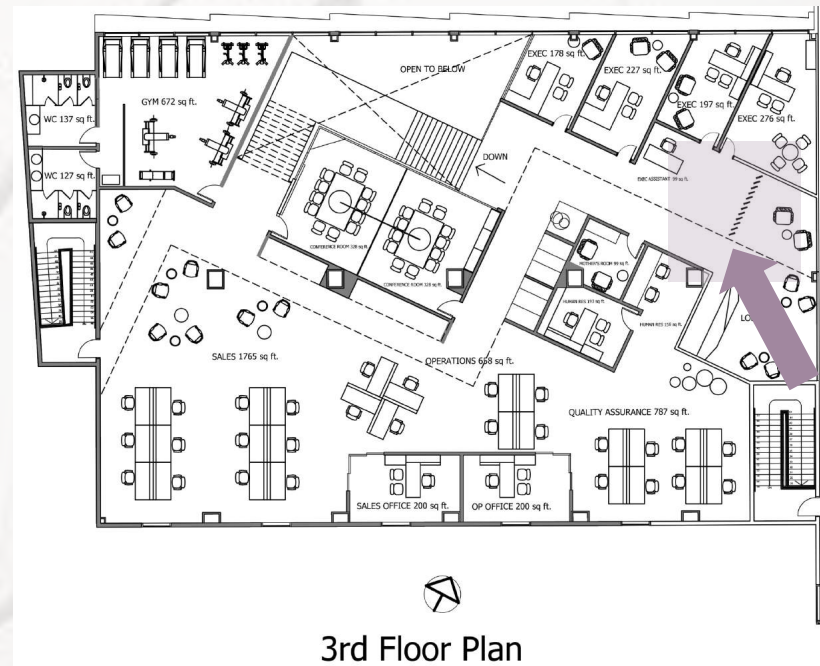
2nd Floor Plan

INITIAL SKETCHES

CH.8



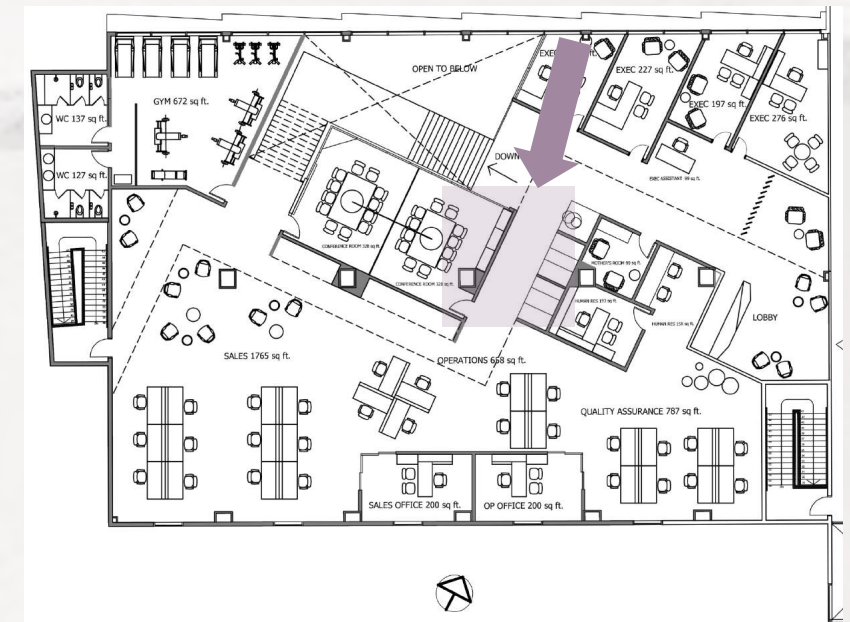
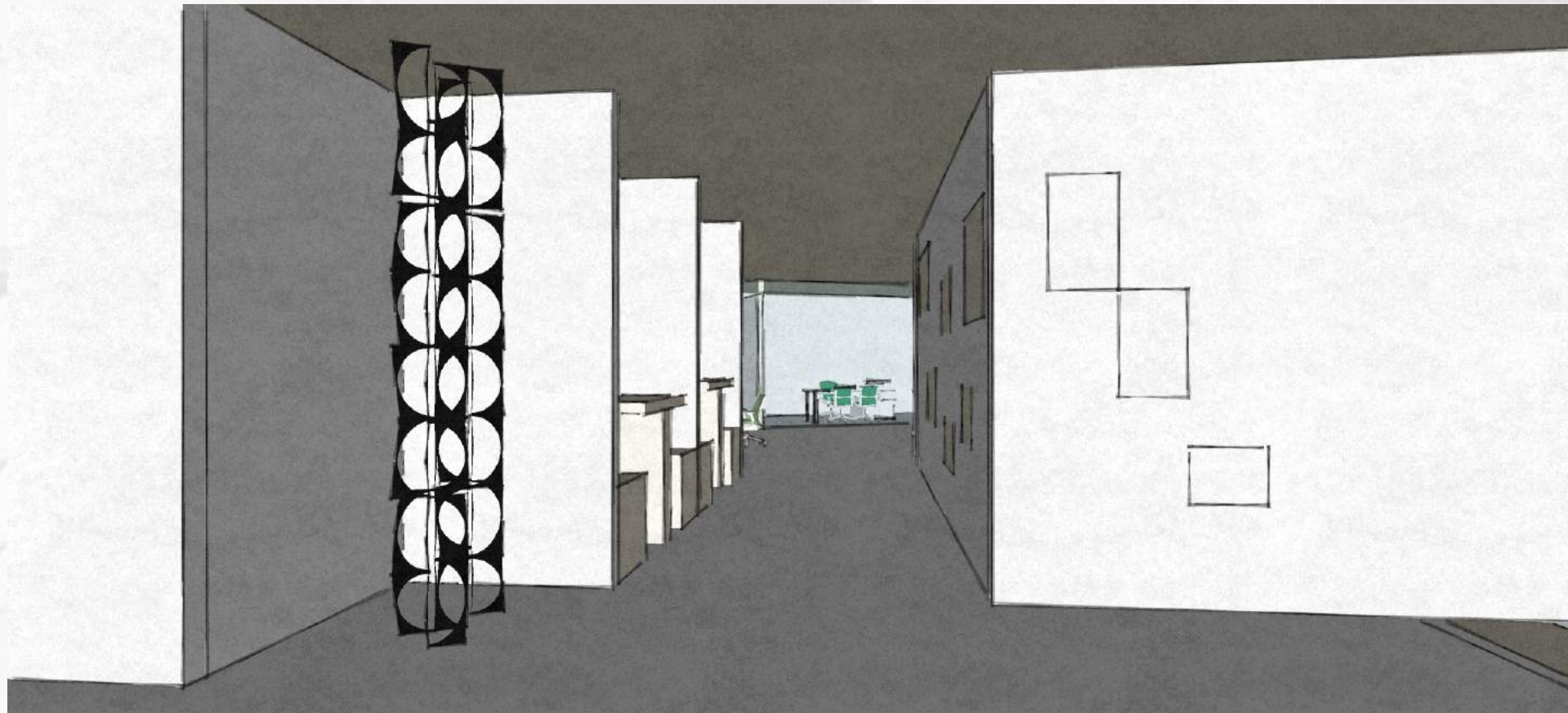
LOBBY



EXECUTIVES

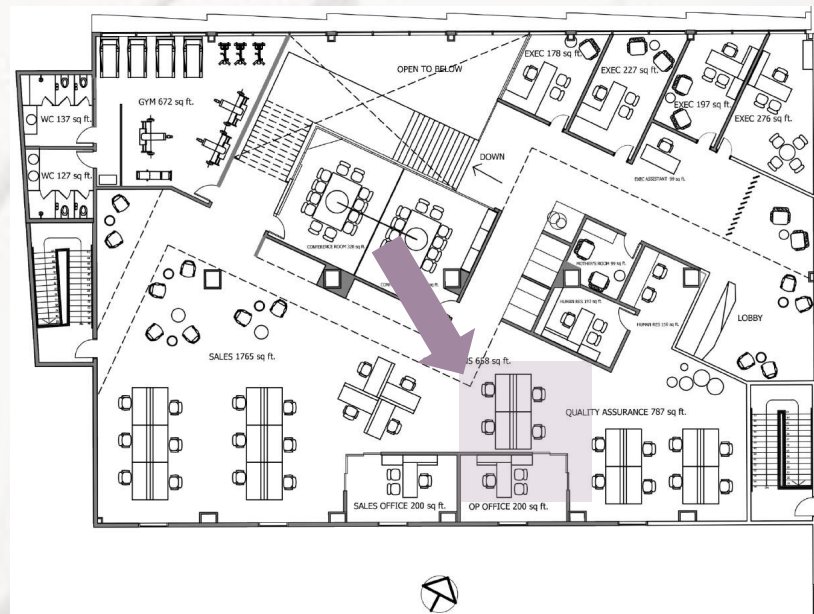


3RD FLOOR

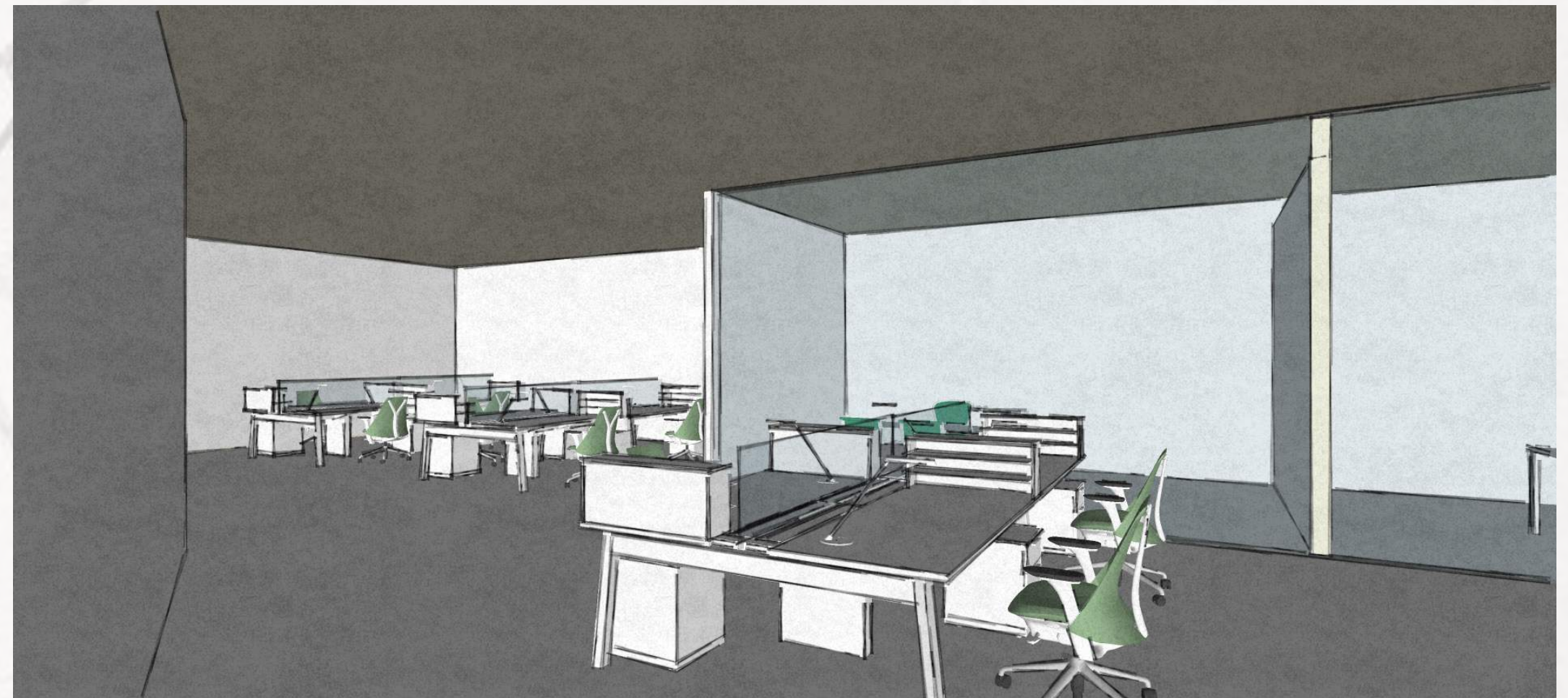


3rd Floor Plan

CORRIDOR



3rd Floor Plan

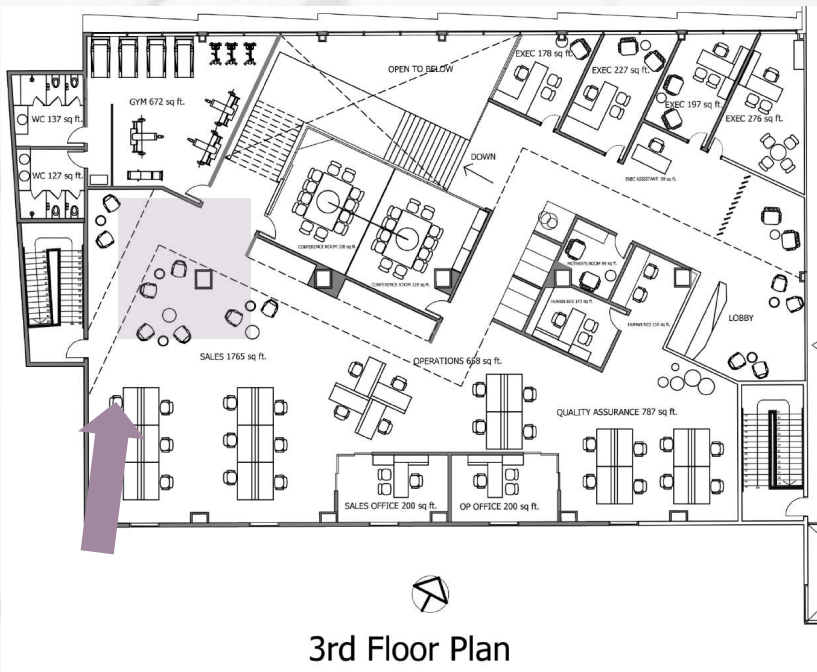
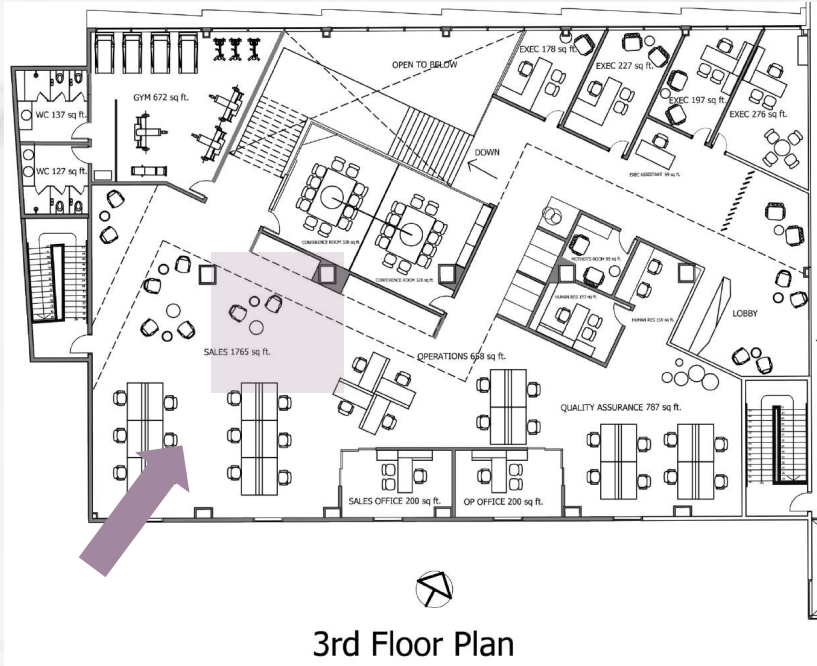


OPERATIONS AND QA

3RD FLOOR



SALES



SALES / GYM



3RD FLOOR



MARKETING



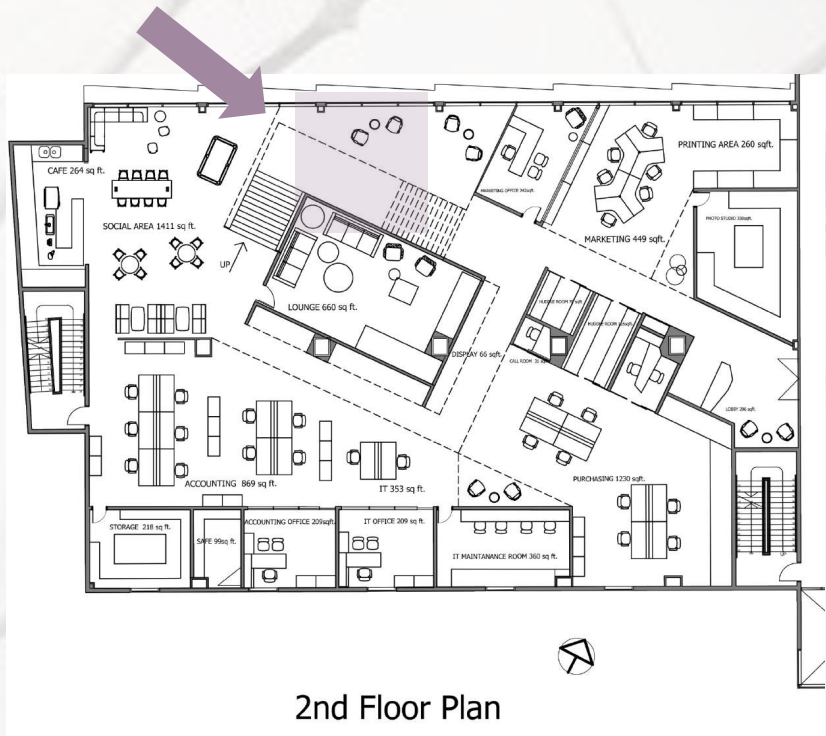
PURCHASING



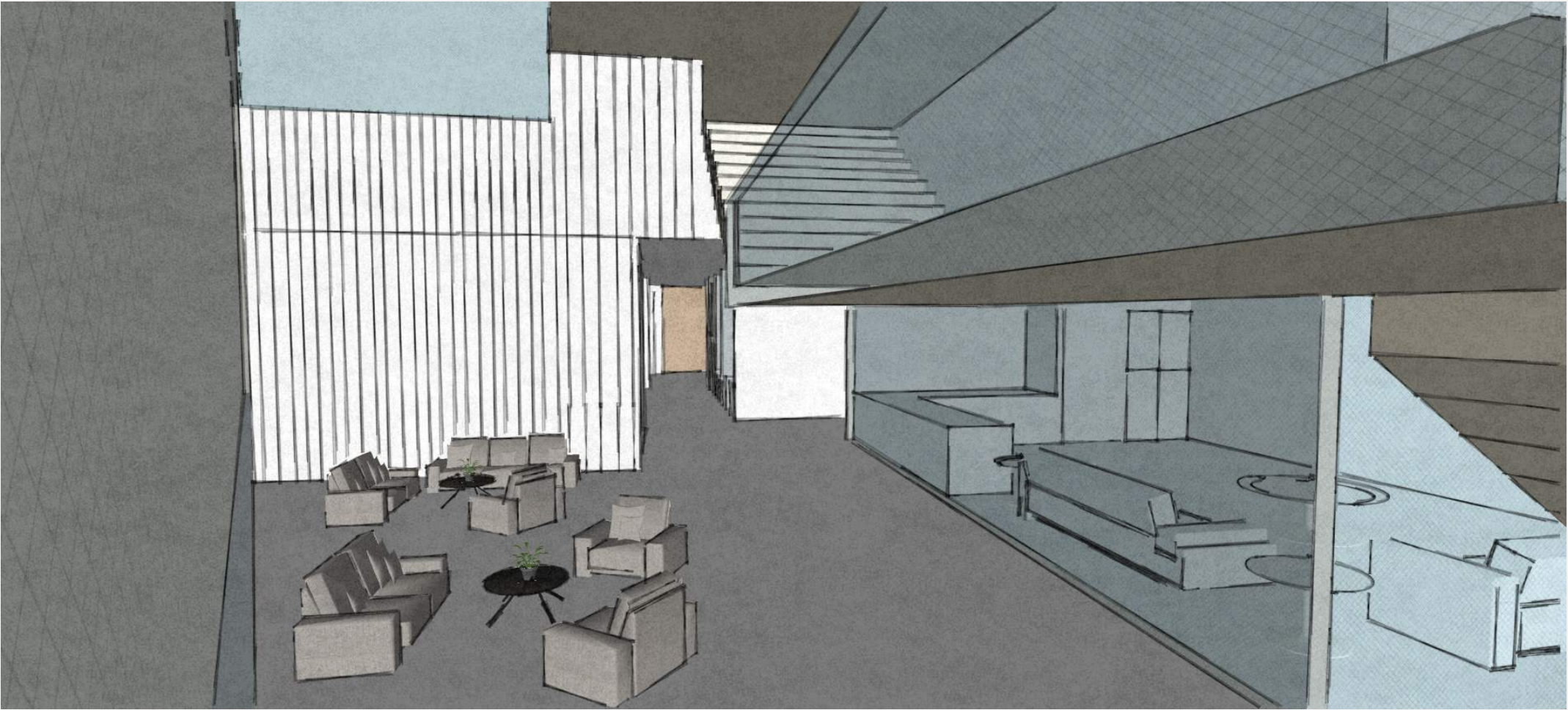
2ND FLOOR



ACCOUNTING / IT



STAIRS / MEZZANINE



2ND FLOOR



CAFE



LOUNGE / CAFE



2ND FLOOR

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