

BURBERRY

G2 | Workplace Design | Final Project Book

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BURBERRY
BURBERRY.COM/PERORDER

BOOK CONTENT



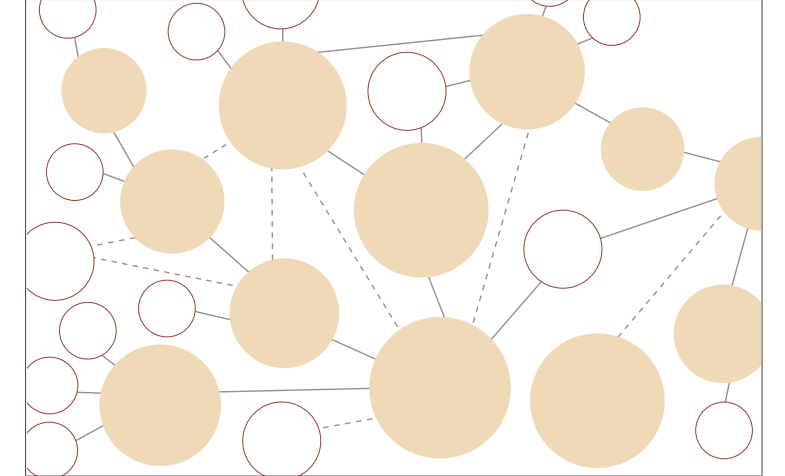
1. Case Studies



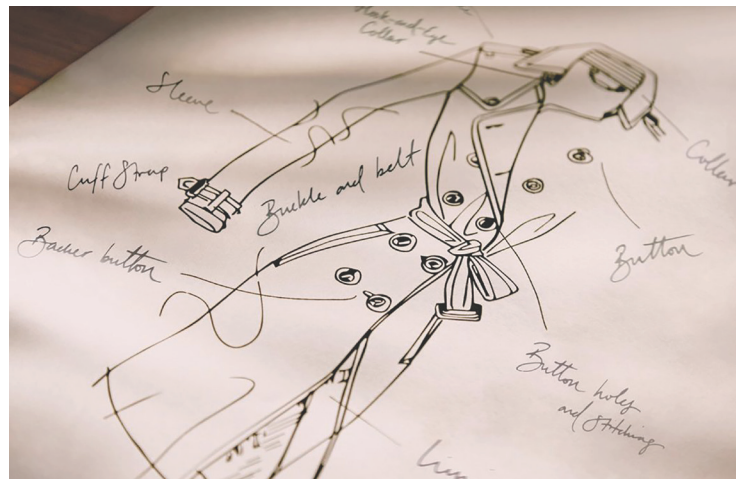
2. Client Analysis



3. Site + Building Analysis



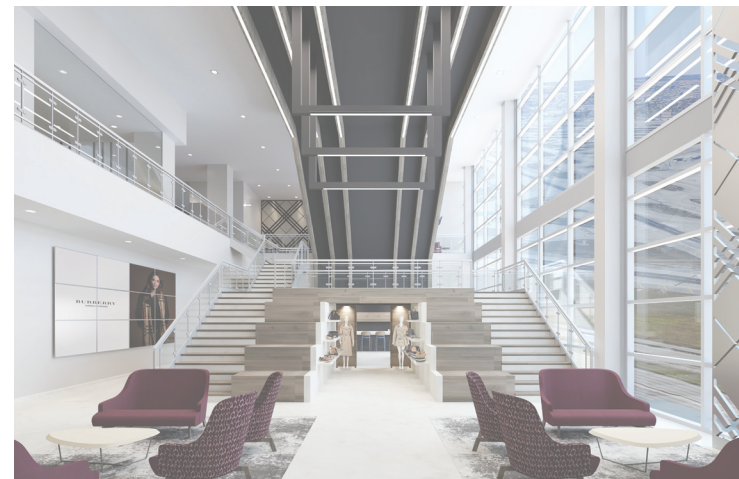
4. Program Analysis



5. Spatial Idea Generation



6. Space Planning



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PROJECT NARRATIVE

The purpose of the **Burberry Miami office** is to provide a creative hub for their brand and business to produce the best quality products. The office should offer spaces that allow creativity, development, **collaboration, privacy, and well-being** for employees and visitors.

The mission of the company is to maintain its integrity and vitality of their brand; according to that, the goal of the project is to create an environment where collaboration and mobility are encouraged for the success of the company as well as employee well-being.

To achieve this the design needs to:

- Provide efficient and latest available technology throughout the workspace to support the company motto "**One Brand. One Company**".
- Incorporate the brand identity into the interior design with quality and enduring style materials.
- Create a sense of hierarchy by establishing a division between public and private areas, but keeping them accessible to one another.
- Support well-being by providing access to natural light within every department, so employees can be productive, happy, healthy and calm.

Well-being

+

Collaboration

+

Privacy

=

Productivity



1. Case Studies

WORKPLACE

IND 6256 | Grad 2 | Angela Gonzales | Daniel Martinez | Roxana Lifshitz

Workplace design has progressed through the years from the traditional office space to a more dynamic setting. Many factors have led to this change in effort to shift work culture from space centric to people centric. Within our findings we isolated three common themes.

PRIVACY

Accommodates the users with flexibility over their work environment and how they manage external distractions.

Why?

Privacy, and the ability to concentrate, are essential for an individual to **focus** as well as to **privately collaborate**.



Acoustical



Visual



Territorial

COLLABORATION

Collaboration brings together individuals with different perspectives and expertise to find innovative solutions.

Why?

Outcome is better **mobility and flexibility** which potentially increases platforms for communications.

Spaces where **formal and informal interactions** promote physical collaboration.



Flexibility



**Technological
Advancements**

WELL-BEING

Well-being addresses the physical and psychological health of employees making them comfortable, happy, and productive.

Why?

Use of **ergonomic practices, increase of physical activity, incorporation of nature and personalization**, make for great resources in expanding better human experience and performance.



Physical Health



Mental Health

CASE STUDY

Honestbee Office

About | Online grocery delivery service, 120 employees.

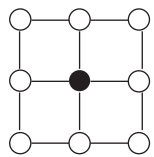
Location | Singapore.

Needs | Variety of spaces that allow for different activities to occur, from traditional to casual areas.

Concept | Open and collaborative environment that blends the functions of work, play and community.

By | Wynk Collaborative, 2015.

Circulation system
Grid



Well-being

Collaboration

Privacy

WELL-BEING

Fitness incentives are encouraged in the design through the incorporation of an exercise room.

Additional wellness examples:

- **Ergonomic** practices with furniture choice.
- **Positive distraction** spaces to recharge; like game room and outdoor seating.
- Coffee stand and cafeteria allow **mental breaks**.



COLLABORATION

Variety of workspaces are created to provide **formal and virtual collaboration**.

Additional collaboration examples:

- **Proximity and flexibility** between collaborative and private spaces.
- Accessible open spaces promote **casual interaction**.
- Cafeteria and coffee stand serve as **collision zones**.
- Skype room for **technological collaboration**.



PRIVACY

Specific spaces are used to separate **noisy areas from quiet areas** where people can **retreat**.

Additional privacy examples:

- Niches provide people a more **private setting** for their workspace.
- Skype room provide **acoustical privacy**.
- **Enclosed** personal and shared private offices.





ISSUE

Lack in **visual privacy** can leave people feeling exposed.

SOLUTION

- Install window **blinds** or **curtains** in spaces with glass walls.
- **Opaque finish** to provide partial privacy.



ISSUE

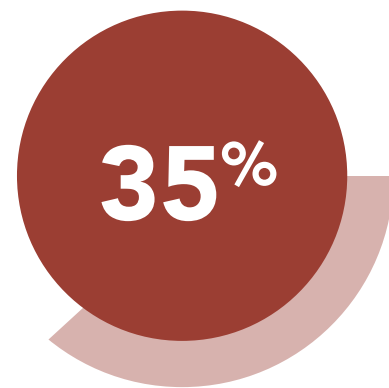
Lack of **flexibility** not allowing employees to adjust for privacy.

SOLUTION

- Establish clear **boundaries** between workspaces.
- Tall **partitions**, file cabinets, stacked screens, and upper storage.



- Well-being
- Collaboration
- Privacy



CASE STUDY

2

Toy's Factory

About | office designed for a music label.

Location | Shibuya-ku, Tokyo, Japan.

Needs | Flexibility and collaboration.

Concept | spaces loosely connect with each other and form a continuous open space around the central core.

By | Shota Miyashita, 2018.

WELL-BEING

Windows all around to make best use of **natural lighting**.

Additional wellness examples:

- Coffee stand that allows **mental breaks**.
- Lounge area functions as a **recharge** space.



COLLABORATION

Flexibility in furniture arrangements provide opportunities for impromptu collaboration.

Additional collaboration examples:

- **Movable tables** on track systems allows it to join.
- **Modular tables** can be **combined** into unique shapes.

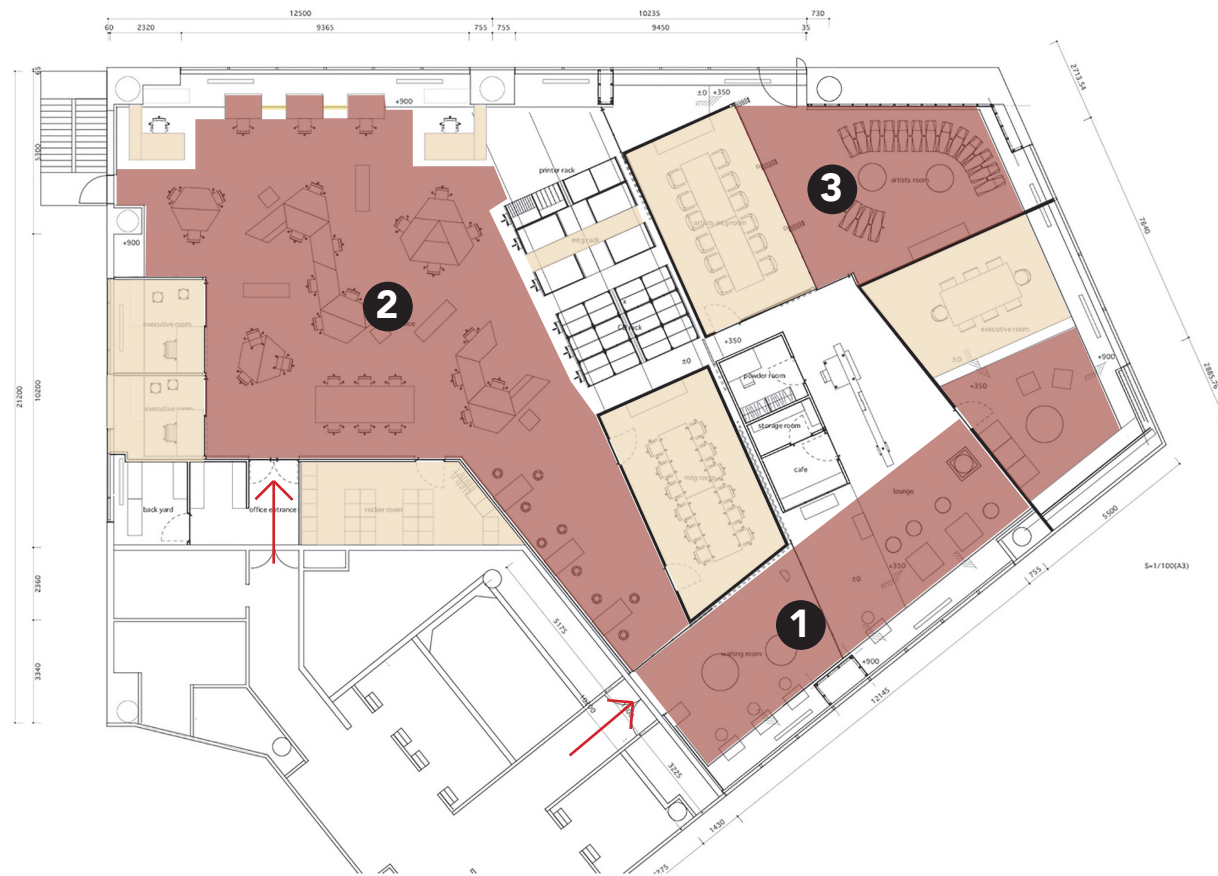


PRIVACY

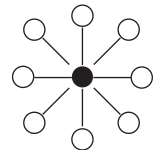
Accordion wall **encloses** office to ensure privacy during meetings.

Additional privacy examples:

- Individual desks with **seating height privacy**.
- Looker rooms provide **territorial privacy**.
- **Private** lounge nook.



Circulation system
Radial



 Collaboration

 Privacy



ISSUE

Hard surfaces throughout the office make **acoustics** problematic.

SOLUTION

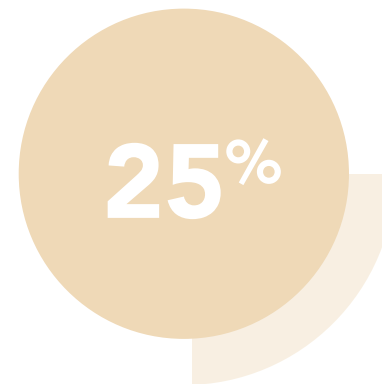
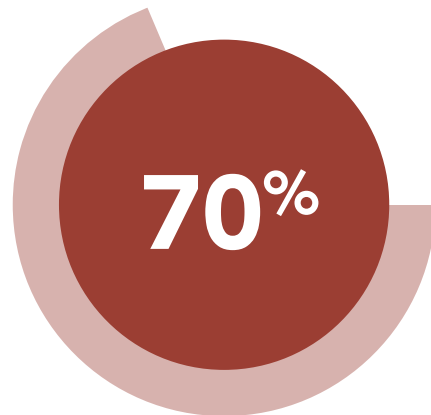
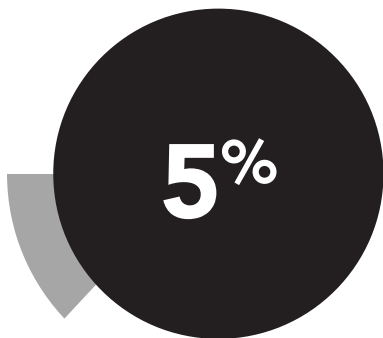
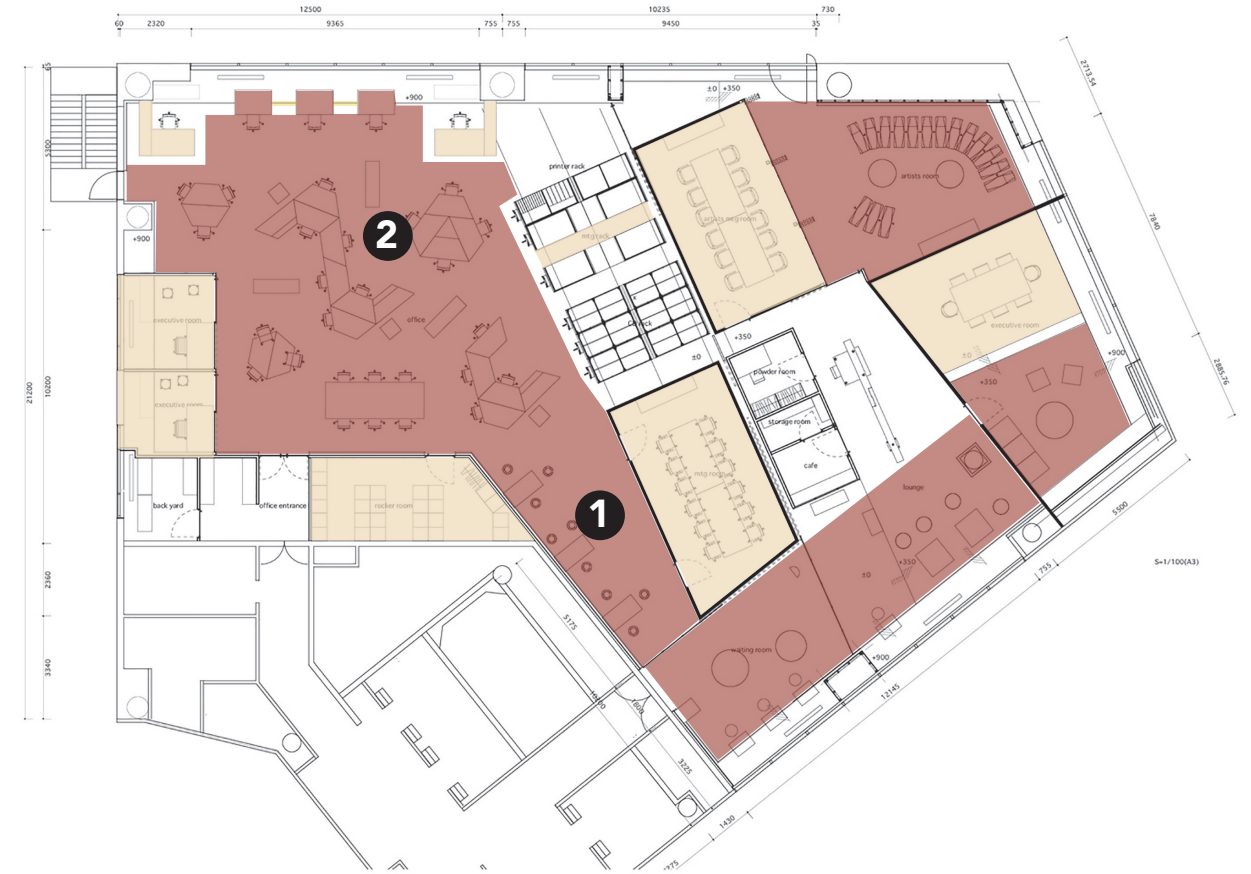
- Ceiling systems and acoustical **panels** to absorb sound.
- **Textiles** addition on furniture.
- Vertical acoustical **barriers** to block sound.

ISSUE

No address to the overall **physical and mental well-being** of employees.

SOLUTION

- Provide comfortable and **ergonomic** seating.
- **Height adjustable** tables allowing movement.
- Incorporate **artwork and natural elements** to brighten up the space.
- **Natural** materials and patterns.



- Well-being
- Collaboration
- Privacy

CONCLUSION

FINDINGS

Through the process of investigation on the two case studies we analyzed well-being, collaboration and privacy as the main ideas in workplace design. These ideas reflect upon each company's values and culture.

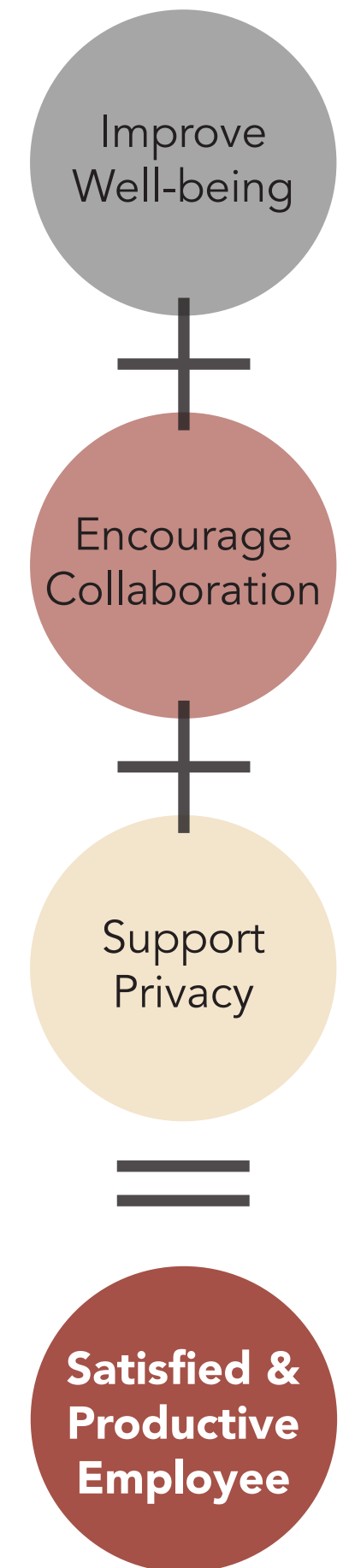
COMPARISON

Honest Bee excels in well-being because they're an online grocery store that wants to promote wellness and happiness for their employees, however, they lack established boundaries that clearly define their individual work zones which limits territorial privacy.

Toy's Factory is a record label; therefore their main priority is collaboration and creating flexible work settings that stimulate idea sharing. Well-being initiatives are limited in the design due to lack of acoustical systems and physical comfort.

GUIDELINES

- Spaces that support movement and distractions encourage people to stay active and recharge in a busy environment.
- Decrease stress by incorporating natural elements such as, biophilic design and greenery .
- Aid worker productivity, provide choices allowing a sense of belonging within the company.
- Appealing to the employees general comfort, by promoting safe postures through ergonomic furniture and increase noise regulation through application of acoustic systems.
- User control over workspace features and furnishings.
- Open and interactive spaces that encourage collaboration.





BURBERRY

L O N D O N

INTRODUCTION

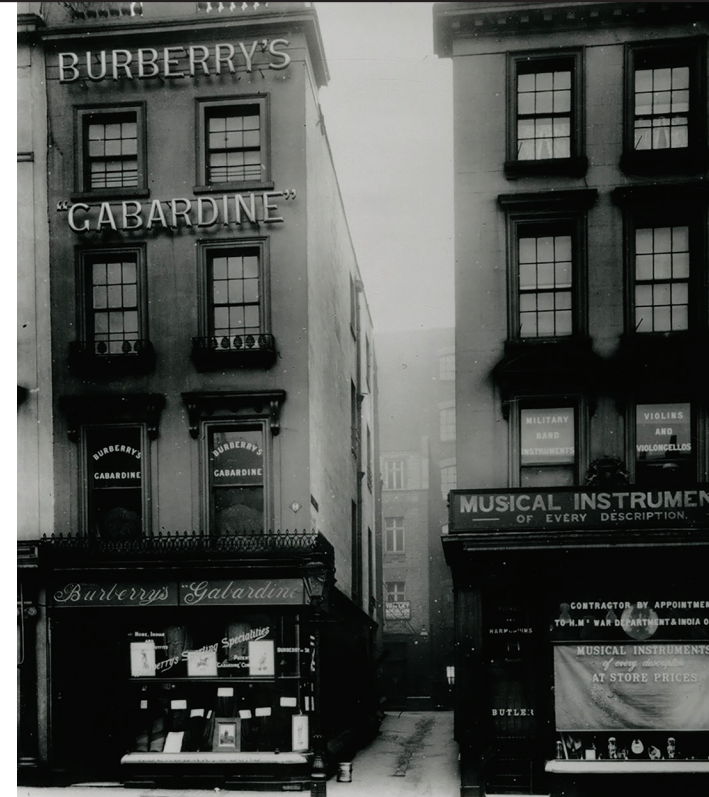
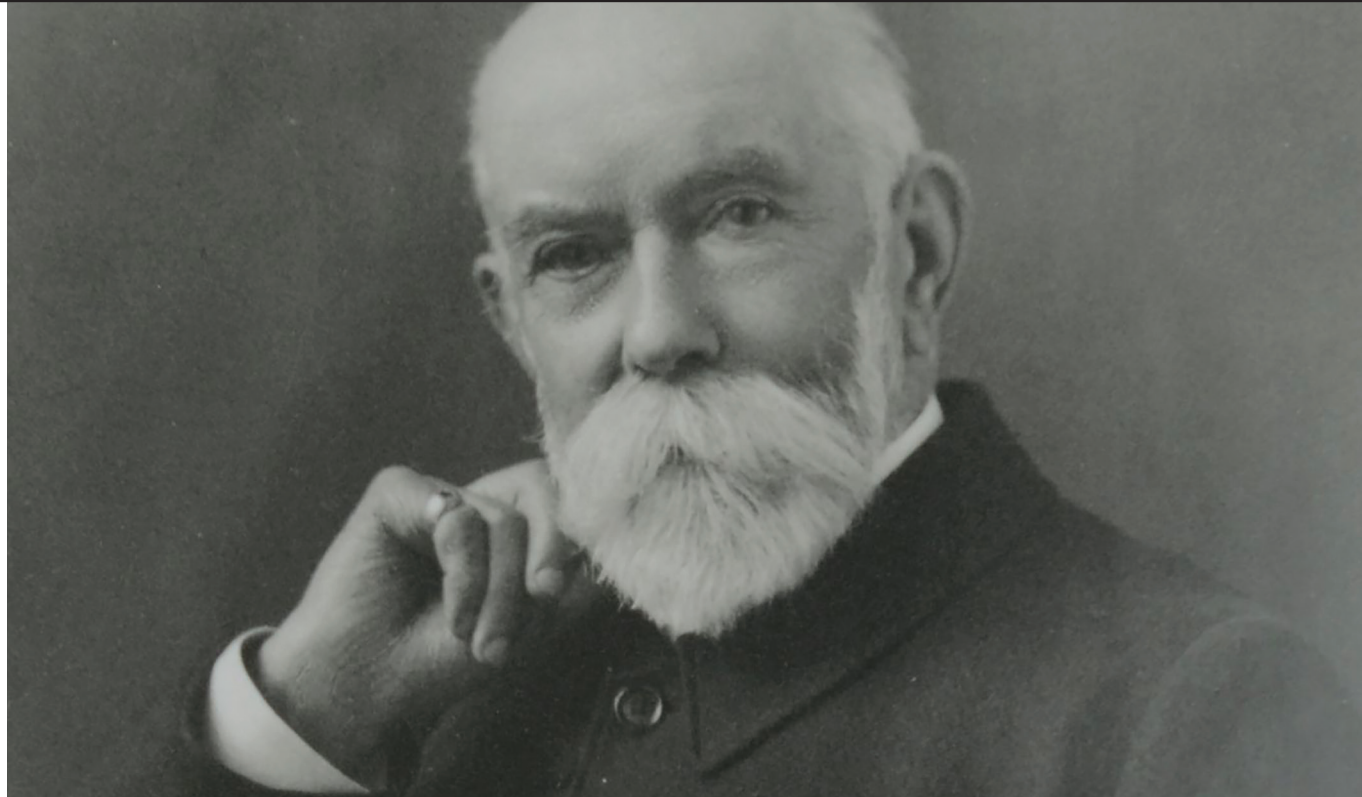


Burberry is an **international luxury brand**. Its globally recognized name, trademark, and signature **trench coat** have been synonymous with **quality** and **enduring style** for over **150 years**. It has positioned itself as a brand carrying the rich heritage of British **culture and creativity**.

Targets **upper social class** costumers in the age group of **20-55 years**; producing clothing, accessories, and cosmetics.

"One Brand, One Company"

ABOUT



When | 1856

Who | Thomas Burberry

Where | London, UK

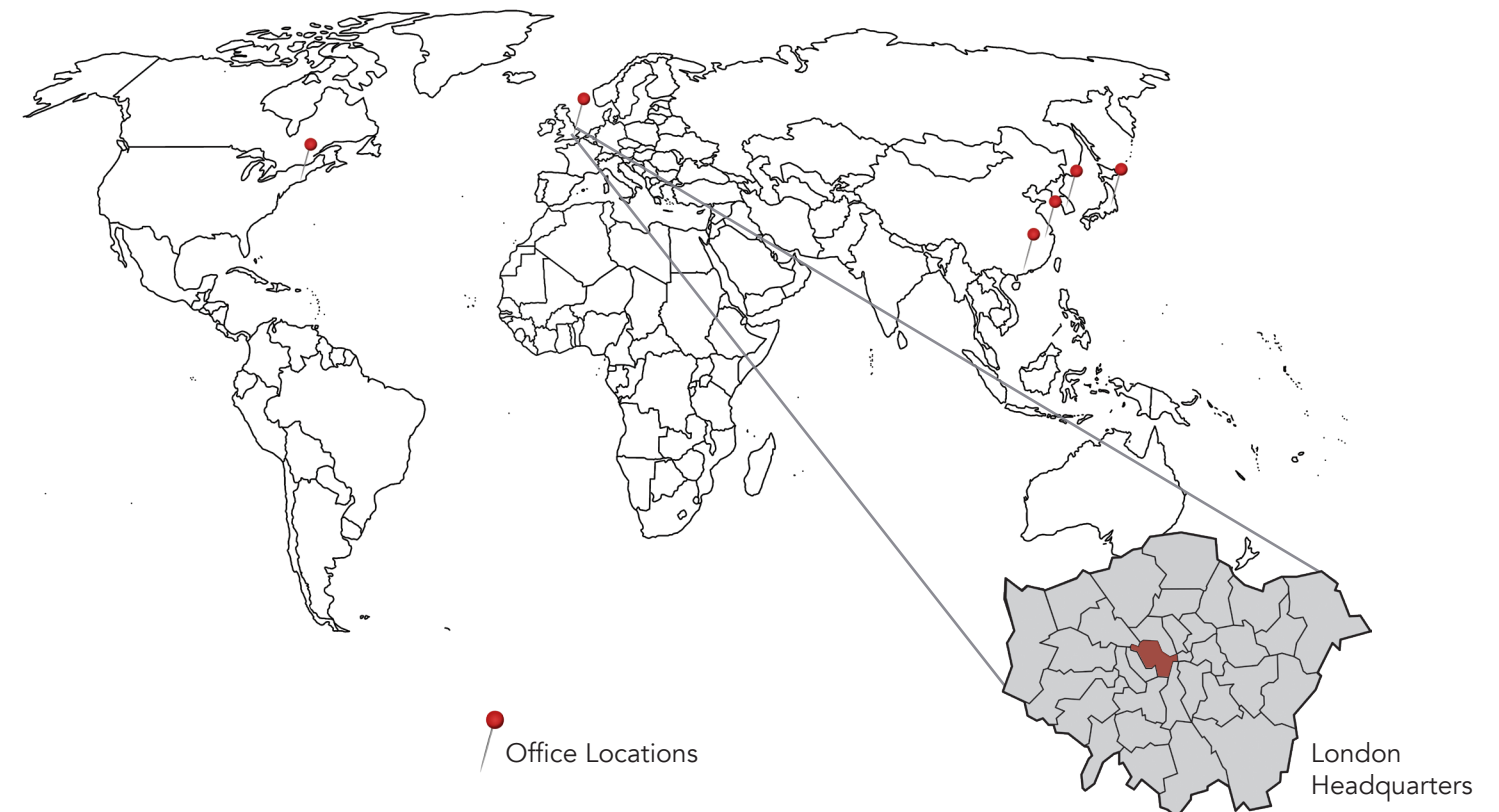
What | Develops, designs, manufacture, and sells a wide variety of classy, cutting-edge ready-to-wear clothing, accessories, and cosmetics

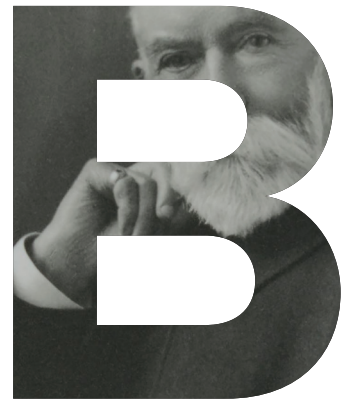
500 Locations

50 Countries

+10,000 Employees worldwide

Revenue | £ 2.8 Billion





1856

Founded by Thomas Burberry.



1879

Created the Gabardine. Breathable, weatherproof and hard-wearing fabric.



1891

First store opens on Haymarket, London.



1901

The Equestrian Knight logo appears for the first time accompanied by the Latin word 'Prorsum' meaning 'forwards'.



1914

The trench is worn by British officers during the First World War.



1920

The Burberry check, now registered as a trademark, was introduced as a lining to the trench coat.



2009

Burberry moves its headquarters to Horseferry House, designed by Gensler.



2018

Burberry announces its new Thomas Burberry-inspired, Peter Savile-designed logo and monogram.

CUTTING-EDGE

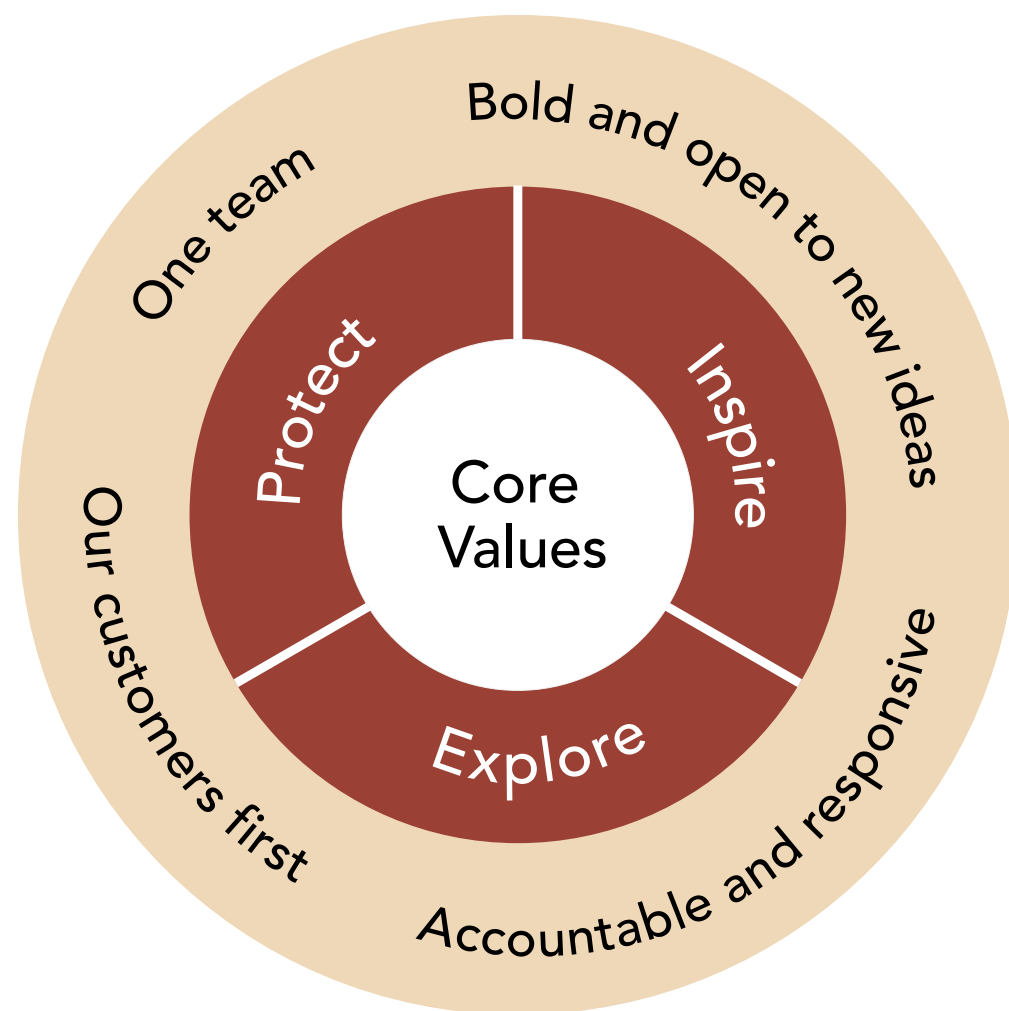
CLASSY

MODERN

SOPHISTICATED



COMPANY VALUES



Protecting people and our planet.

Exploring more sustainable ways of working.

Inspiring a connected and compassionate culture.



APPROACH



Thomas Burberry, was a man of strong **philanthropic principles**. Today, those **values** serve as the **foundation** of the culture of the business.

£22.3M

donated to charitable causes

18%

reduction in water use at key mills

44,000

working hours dedicated by employees to impactful community projects

33%

of energy saved at the five key distribution centers

15,000

garments donated to disadvantaged young people enrolled in employability programs

77%

of leather used in accessories today comes from certified tanneries

BOARD OF DIRECTORES



DR GERRY MURPHY

Chairman



MARCO GOBETTI

Chief Executive Officer



JULIE BROWN

Chief Operating and
Financial Officer



CHRISTOPHER BAILEY

Chief Creative Officer



3. Site + Building Analysis

SITE LOCATION

Blue Lagoon Drive, Miami, FL 33126



MIAMI
INTERNATIONAL AIRPORT 4.3
MILES

DOWNTOWN MIAMI 7.9
MILES

SOUTH BEACH 11.7
MILES

FORT LAUDERDALE 32.5
MILES

DORAL 7.8
MILES

CORAL GABLES 3.8
MILES

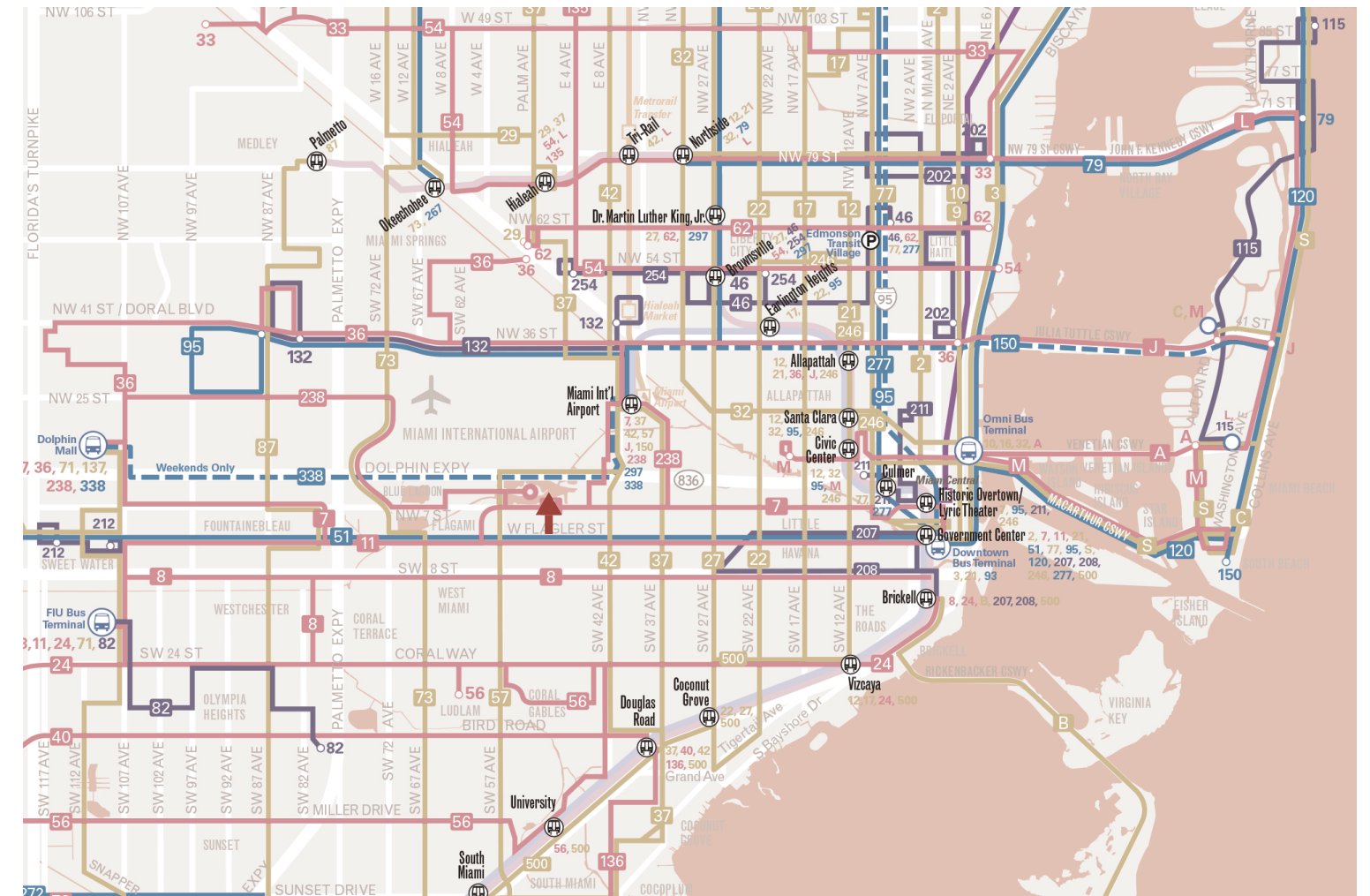
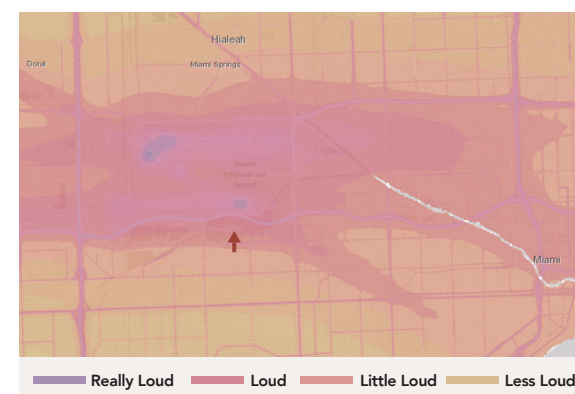
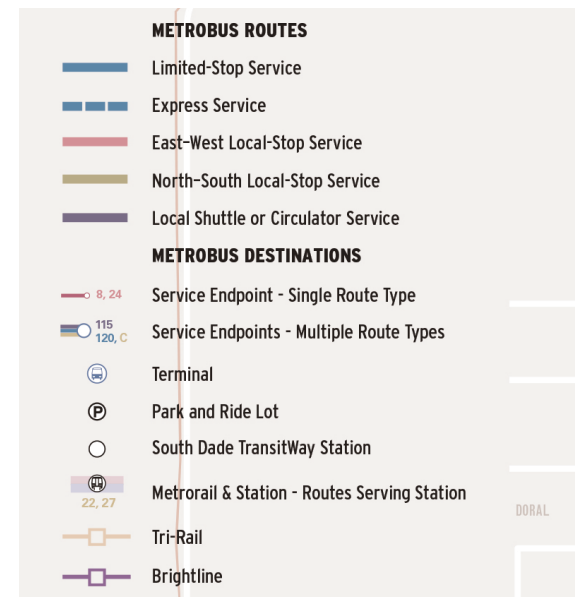
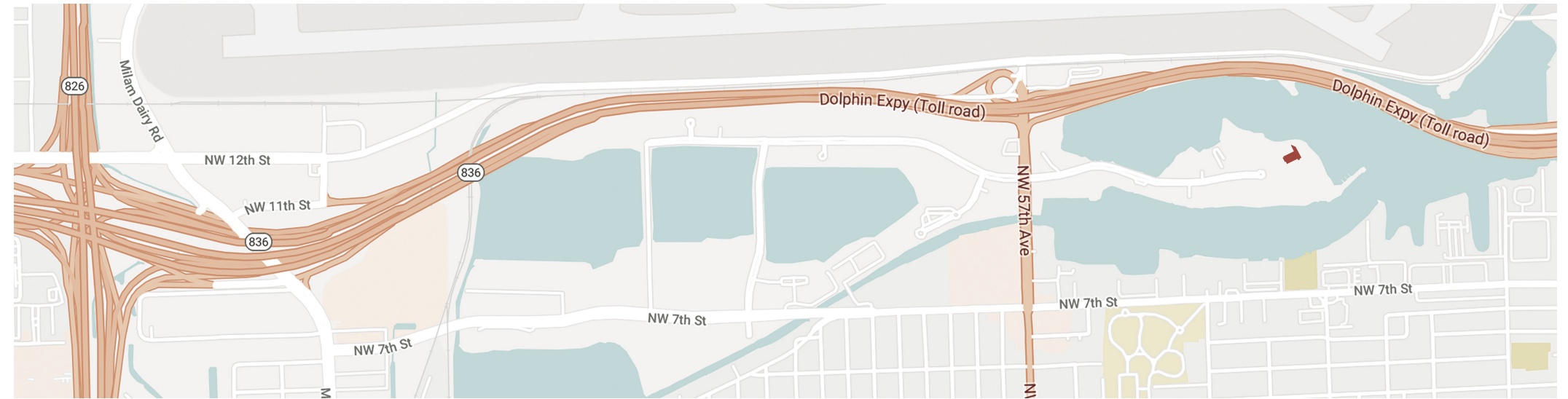


The building is located in Flagami neighborhood, which is defined as South-East of the Tamiami Canal, North of the Tamiami Trail, and West of Red Road, intersected by Flagler Street. The site location is South from the Miami International Airport and it is surrounded by three office buildings, 5 hotels, 20 restaurants, and 9 coffee shops.

NOISE & ACCESS

The site is very accessible due to its proximity to two main highways, the Dolphin Expressway and Palmetto. The main street access is through Flager street, NW 7th street, and NW 57th Avenue. Most of the people living in Florida own a car since public transportation is not as prominent and common, but there are options for transportation such as bus or metro rail.

The primary noise distraction in the location is the airport noise, which is the highest recorded in that area; following by traffic noise from the highways and roads mainly at rush hours ranging from 8am-9:30am to 4pm-7pm. The rest of the noise is from the daily regular environment.



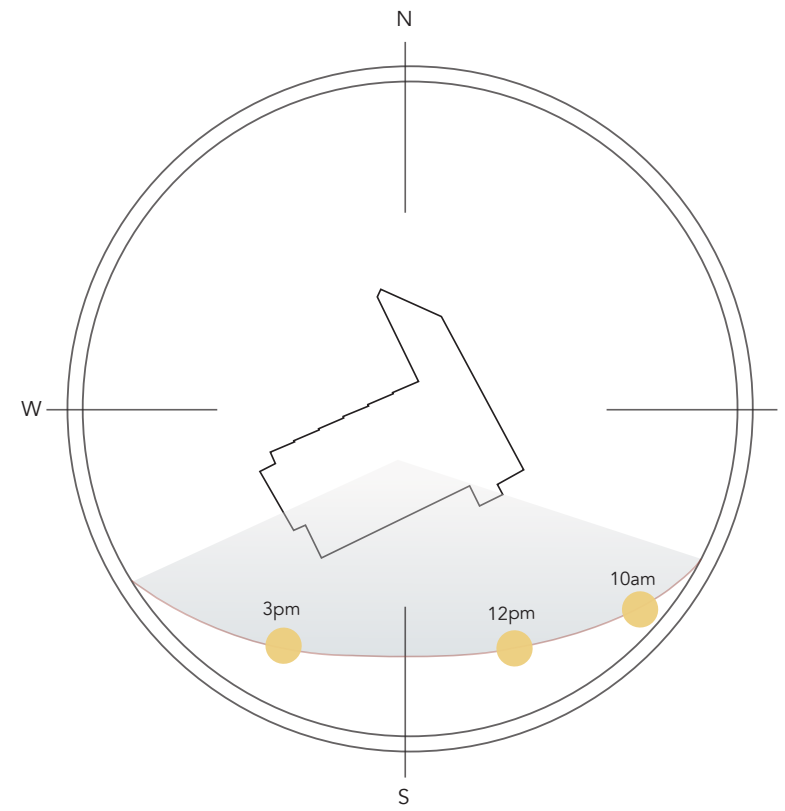
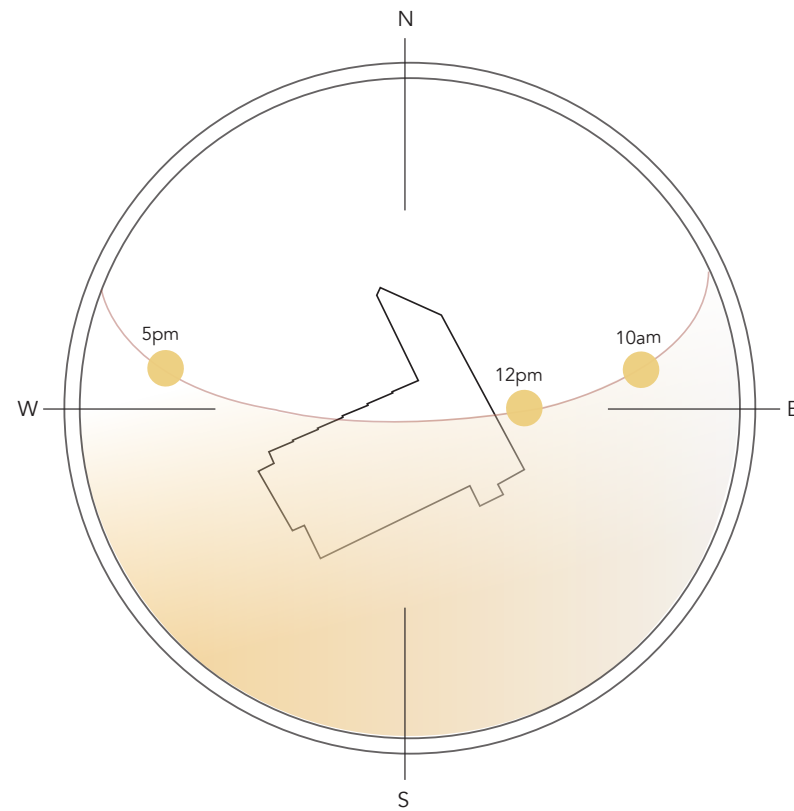
BUILDING VIEWS



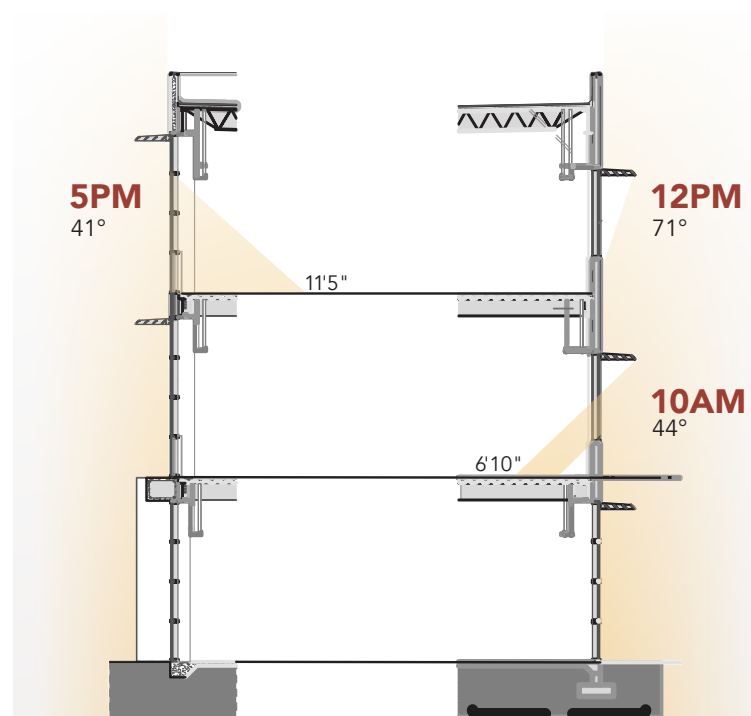
The building provides two window views, the curtain wall facing North West and some smaller windows on the wall facing South-East. From the curtain wall one can see the trees, lagoon, highway, and sky. From the windows the view is mostly the Hilton Hotel and some greenery from the parking lot around the building. Even though the building does not provide views of the North-East and South-West, it is surrounded by the same views.

Allowing outdoor views to people in the workplace promote productivity and well-being. It can be a positive distraction and an opportunity to get up for a walk along the curtain wall.

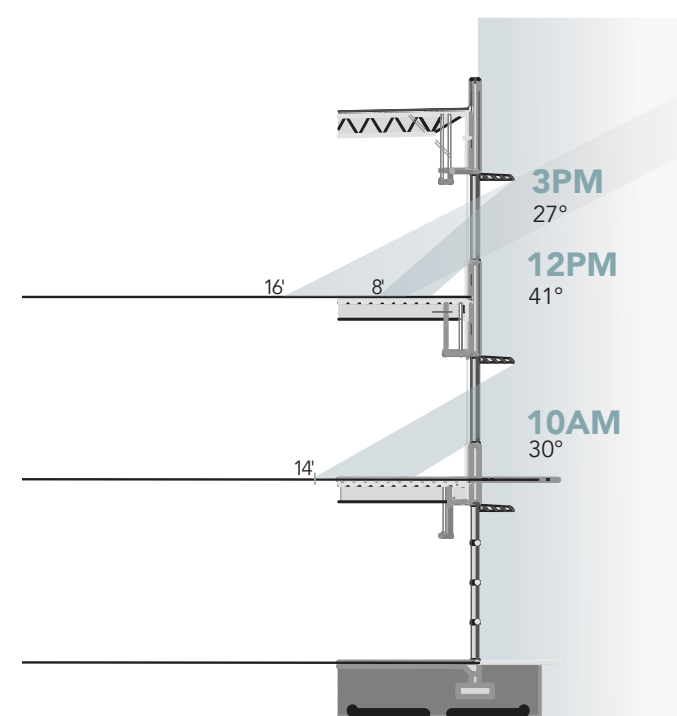
SUMMER & WINTER SUN STUDY



North-West Window South-East Window



South-East Window

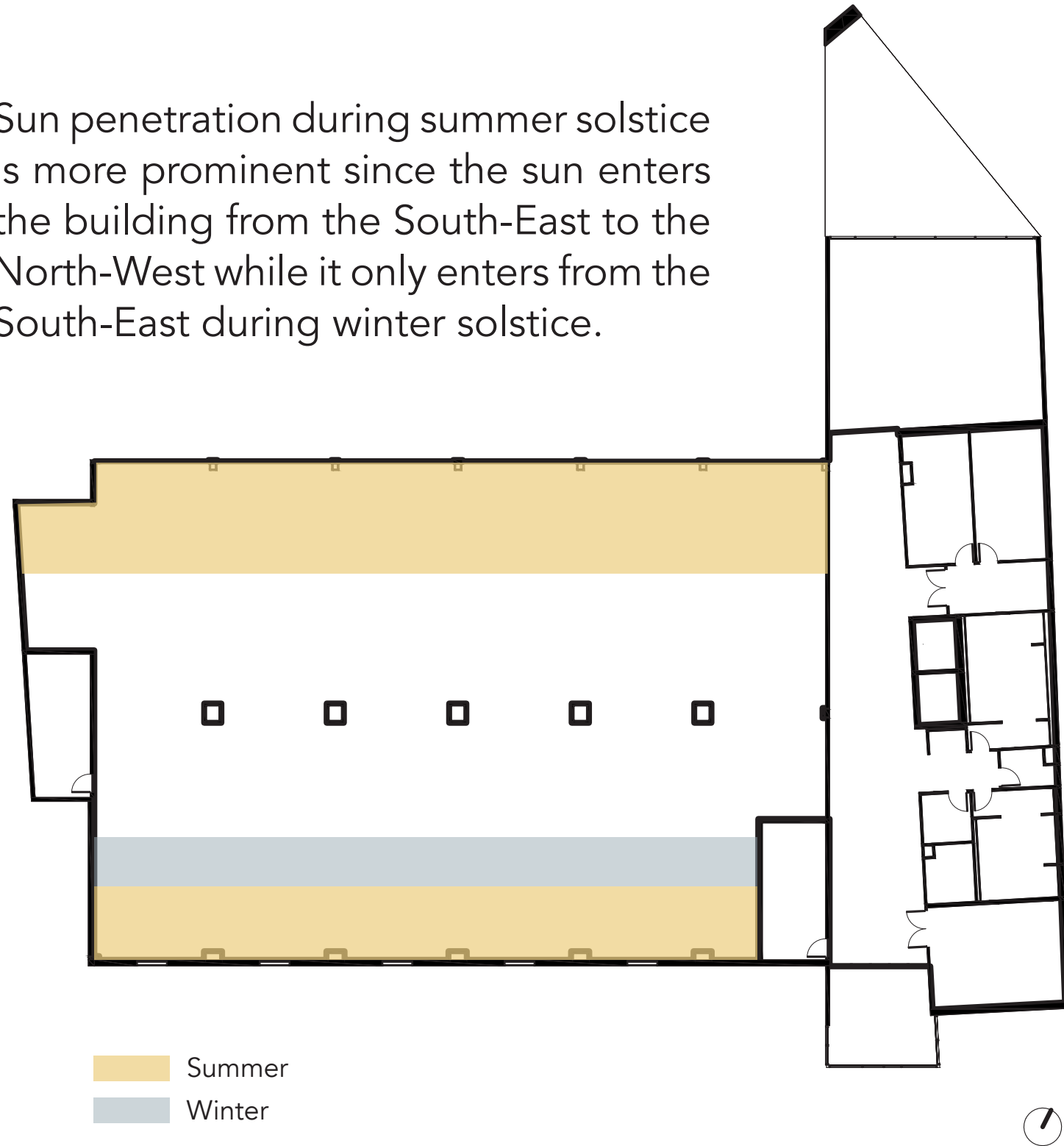


During the **Summer** solstice the sunrise is at 6:31am and it starts hitting the building from the North-East. At 10am the sun enters the building through the South-East window at an angle of 44° and reaches 6'10", at 12pm the sun hits the window at an angle of 71° and does not penetrate the building, and at 5pm the sun enters through the North-West window at an angle of 41° and reaches 11'5".

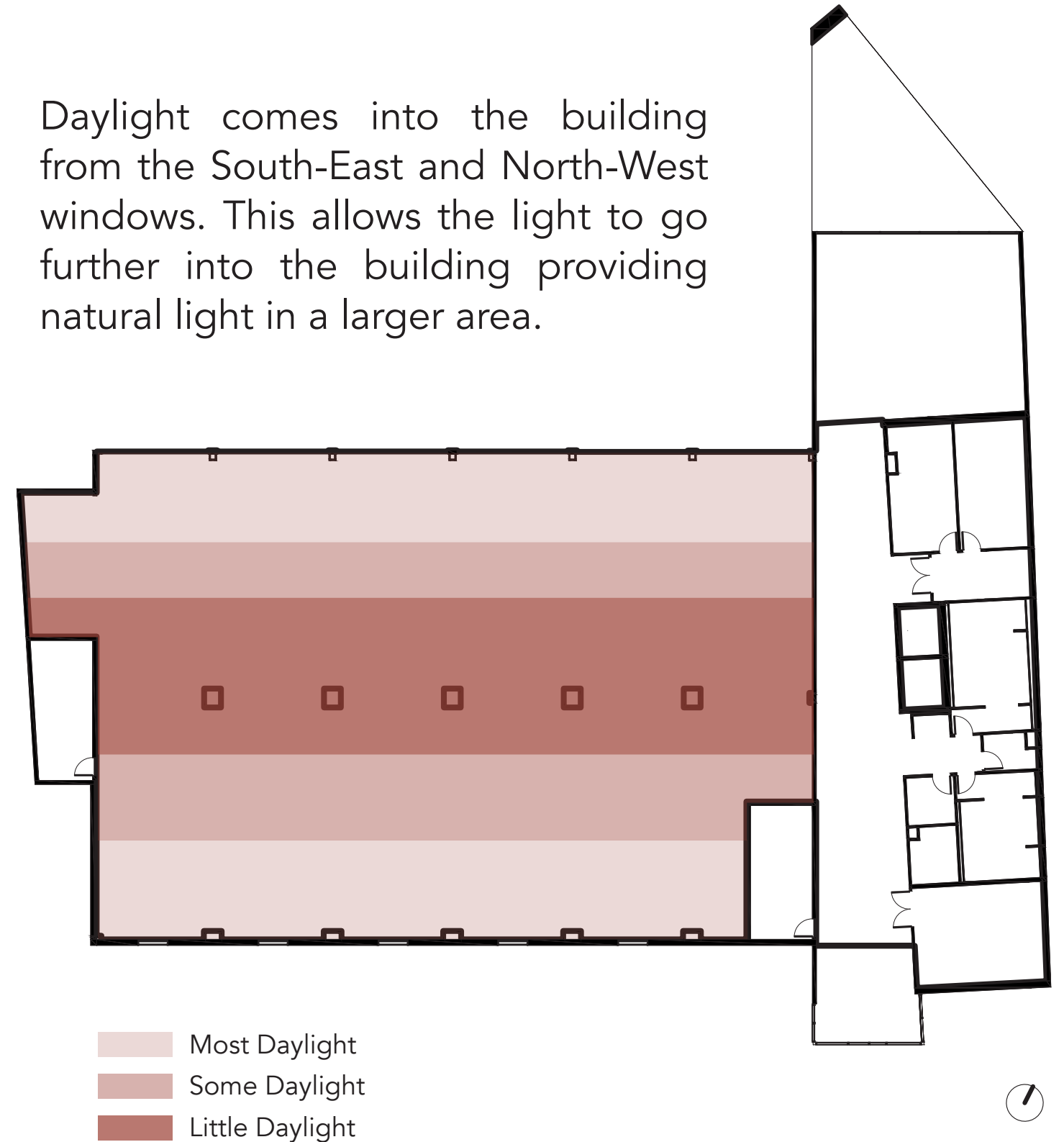
During the **Winter** solstice the sunrise is at 7:03am and it only hits the building from the South-East. At 10am the sun enters at an angle of 30° and reaches 14'. At 12pm the sun enters at an angle of 41° and reaches 8', and at 3pm the sun enters at an angle of 27° reaching 16'.

SUN PENETRATION & DAYLIGHT

Sun penetration during summer solstice is more prominent since the sun enters the building from the South-East to the North-West while it only enters from the South-East during winter solstice.

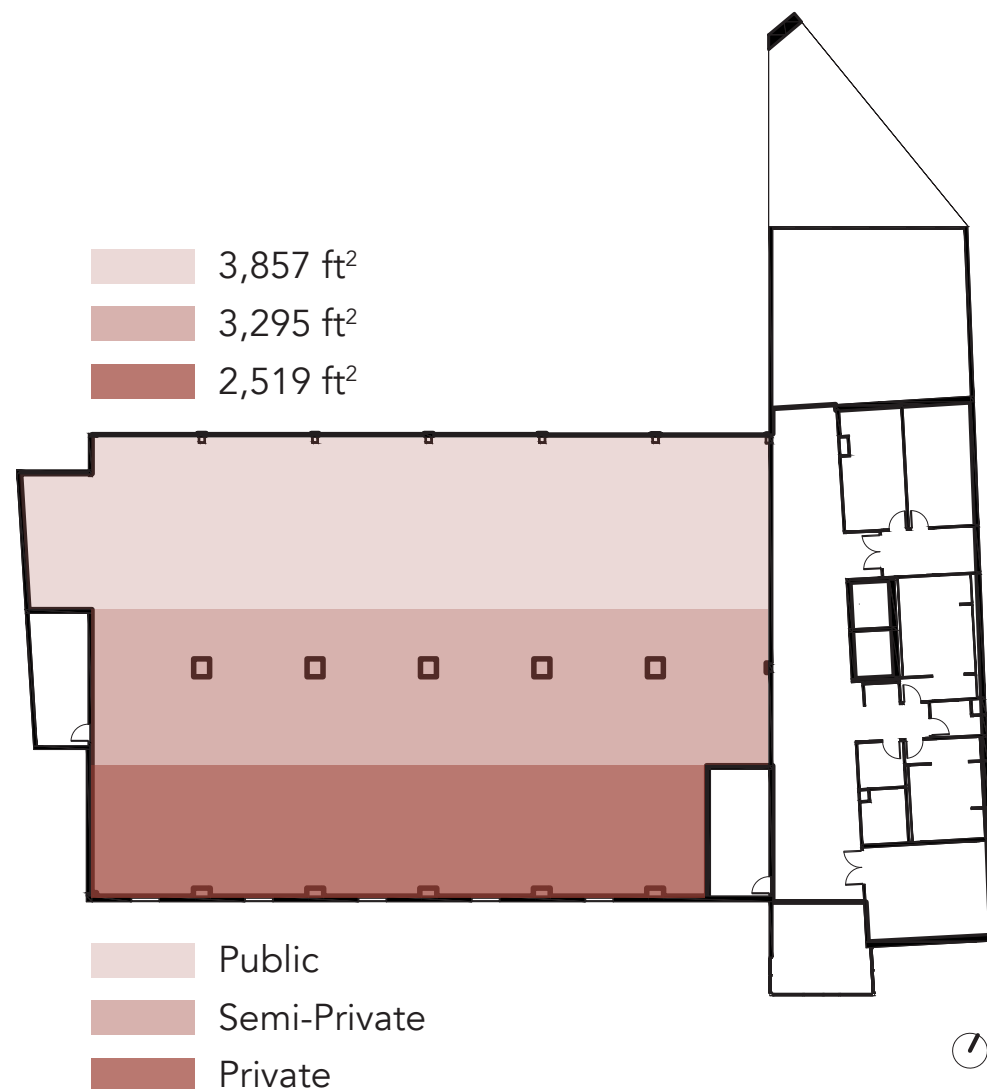


Daylight comes into the building from the South-East and North-West windows. This allows the light to go further into the building providing natural light in a larger area.



SPATIAL QUALITIES

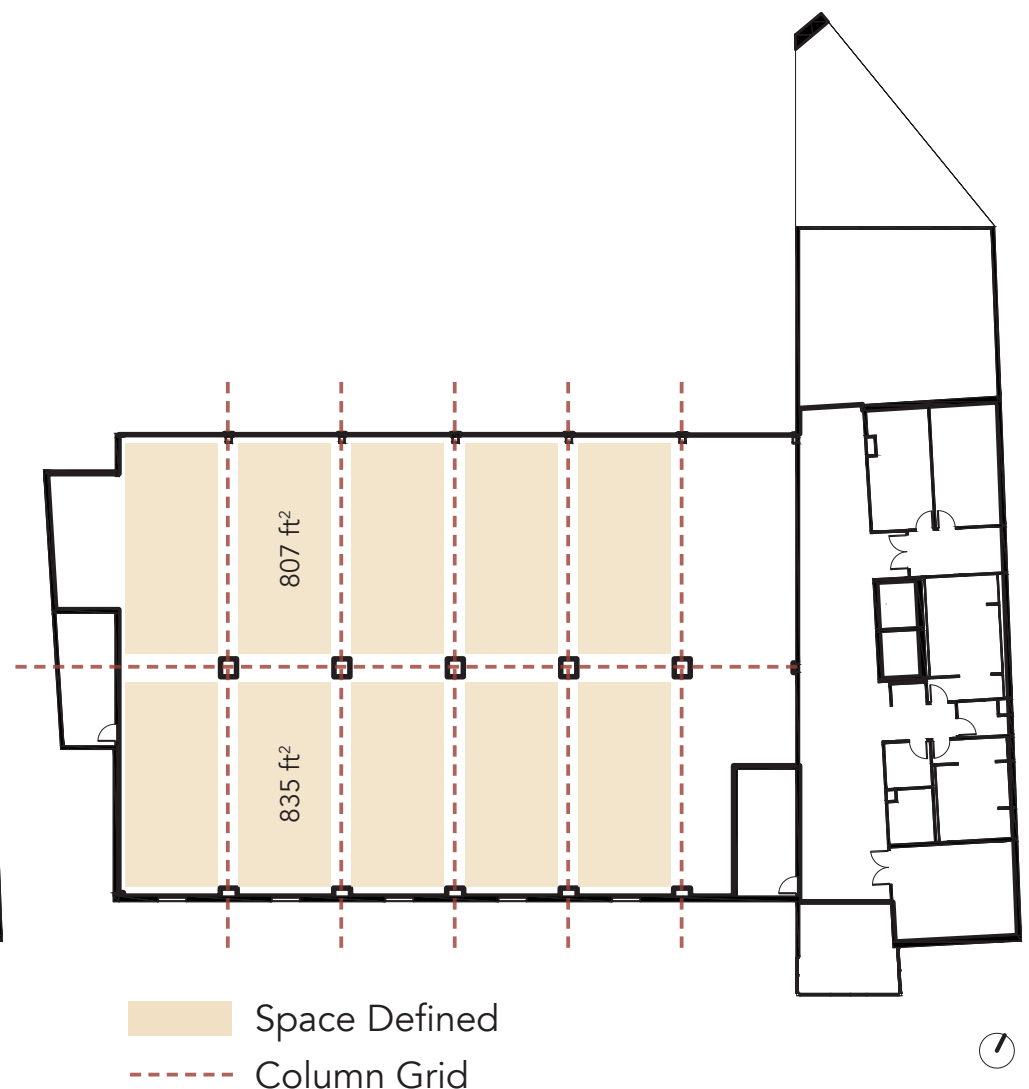
The building is divided by public (3,857 ft²), semi-private (3,295 ft²), and private (2,519 ft²) zones. The zones depend on the accessibility and openness or closeness of the space.



The connection between the two floors are the main staircases and the elevators. To connect both floors for use within the office, a staircase would need to be added inside the office.

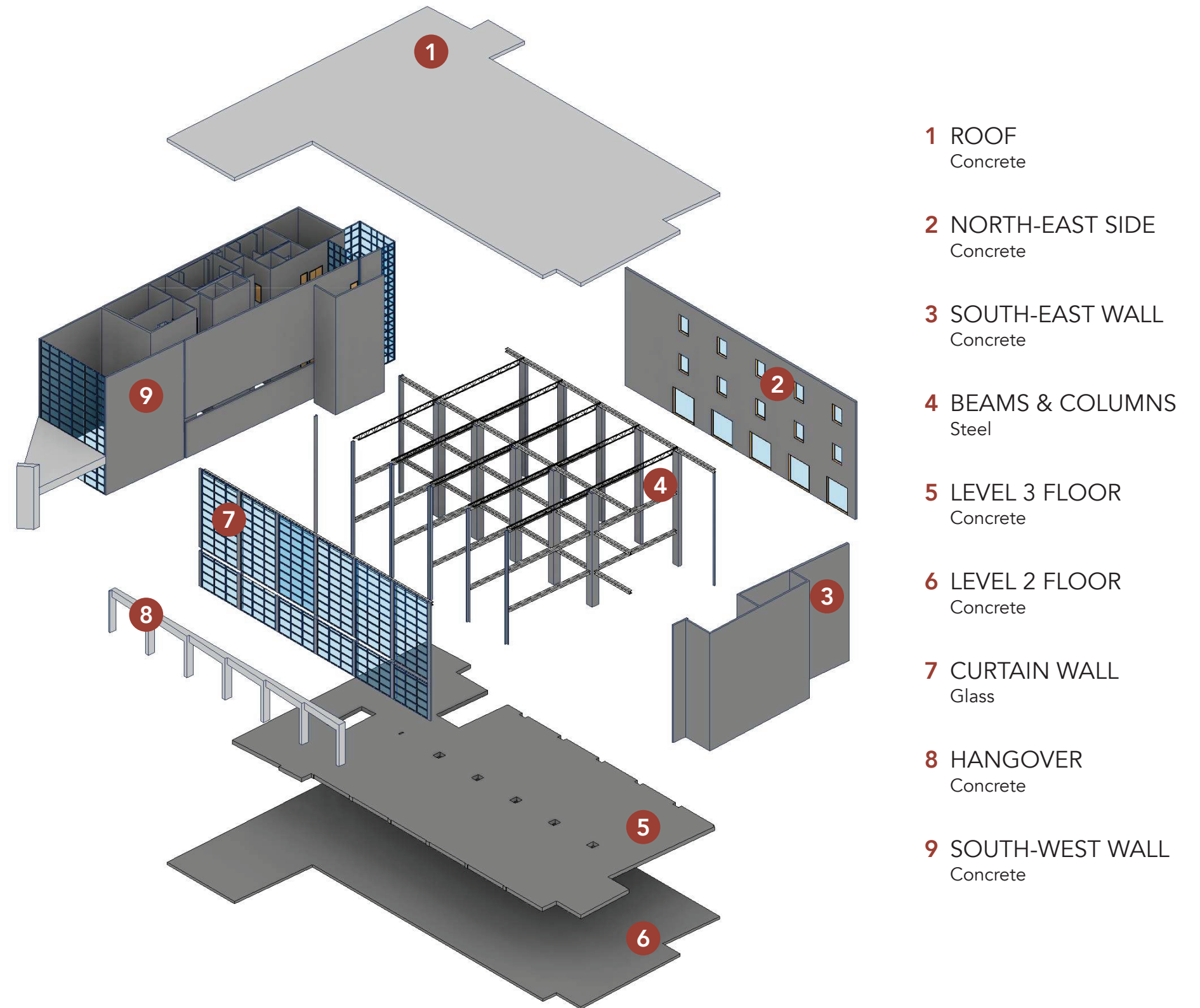
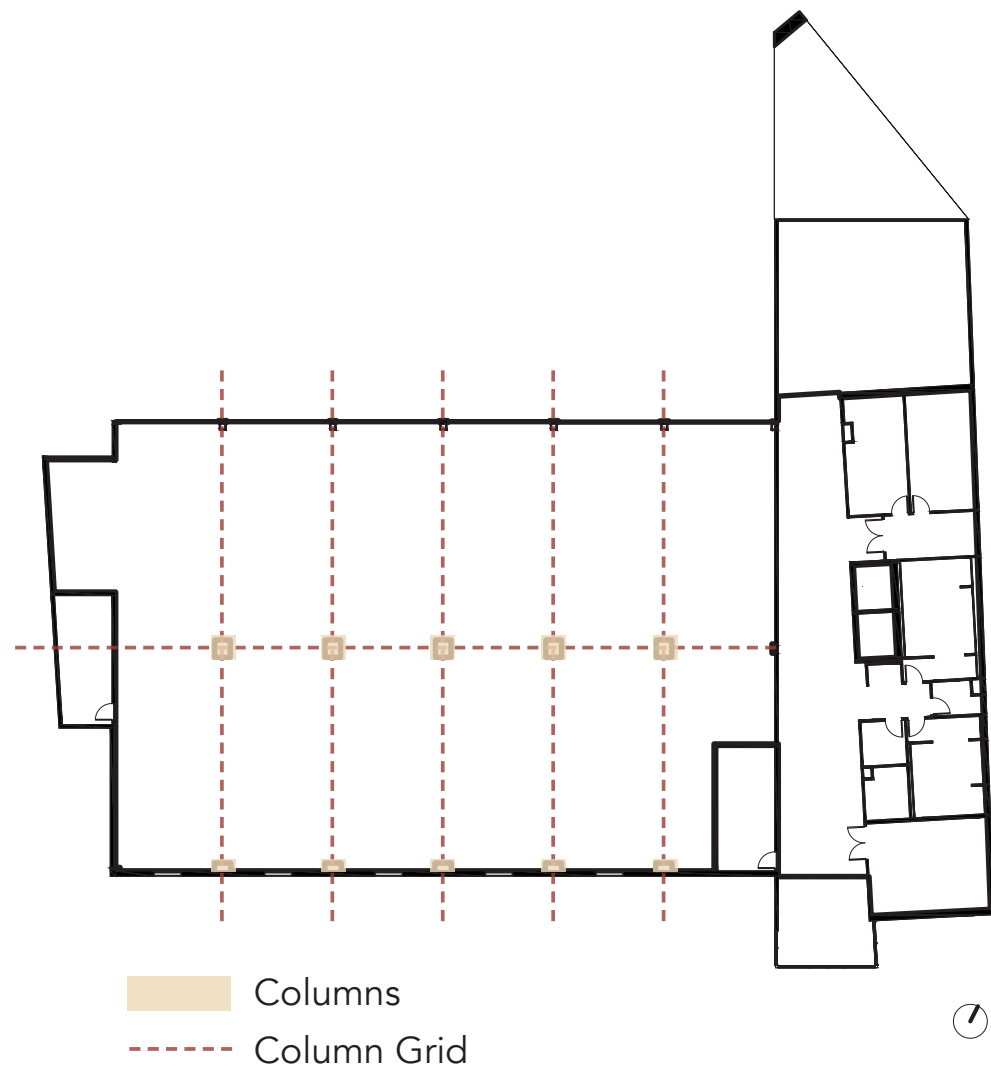


The columns define a grid and linear organization system allowing flexibility when designing and arranging the space. The bays created by the columns have an area of 807 ft² and 835 ft².



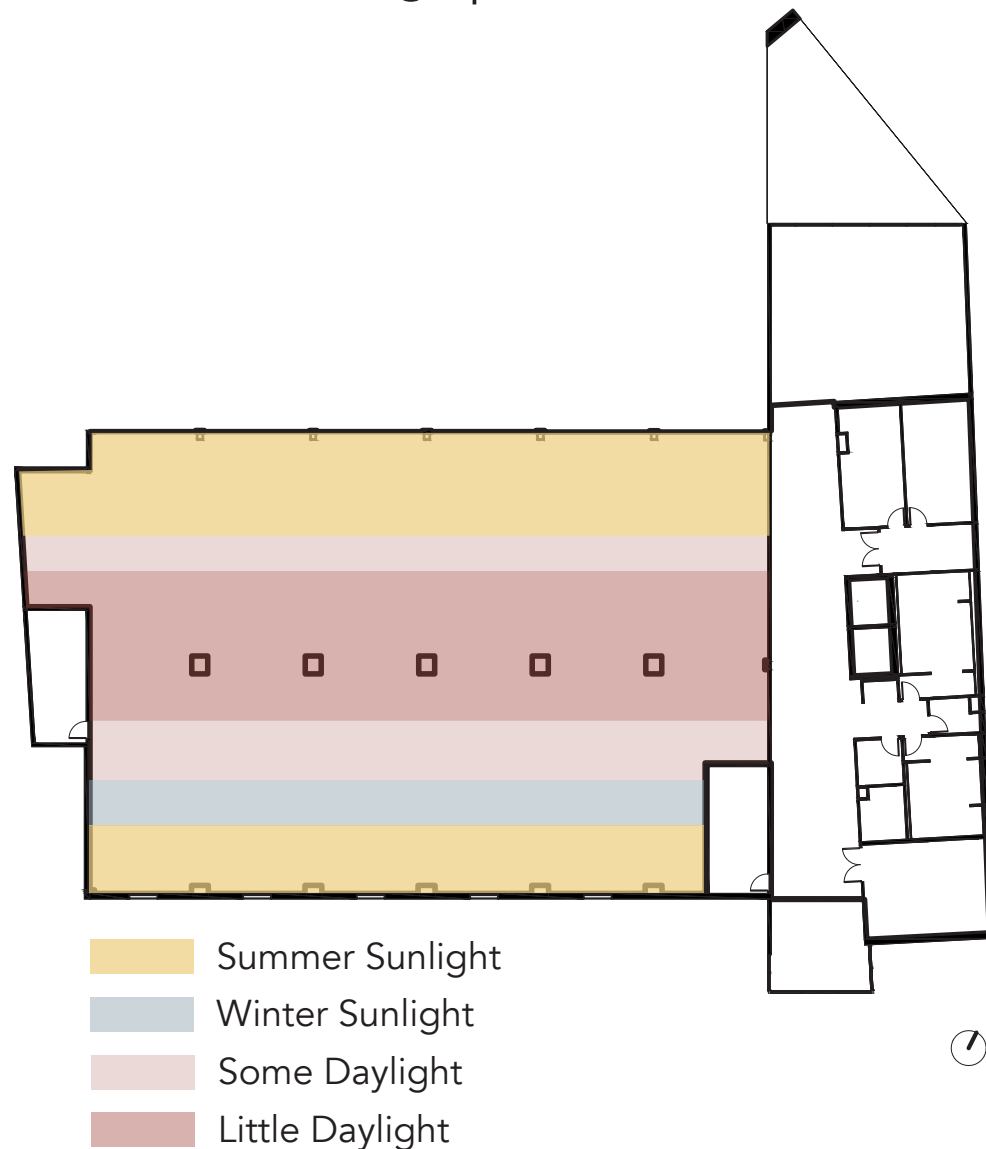
BUILDING STRUCTURE

The building is composed by three sides of concrete walls and one curtain wall that form the shell of it. The structural system forms a grid dividing the space in equal parts, which makes the space convenient for any desired design .

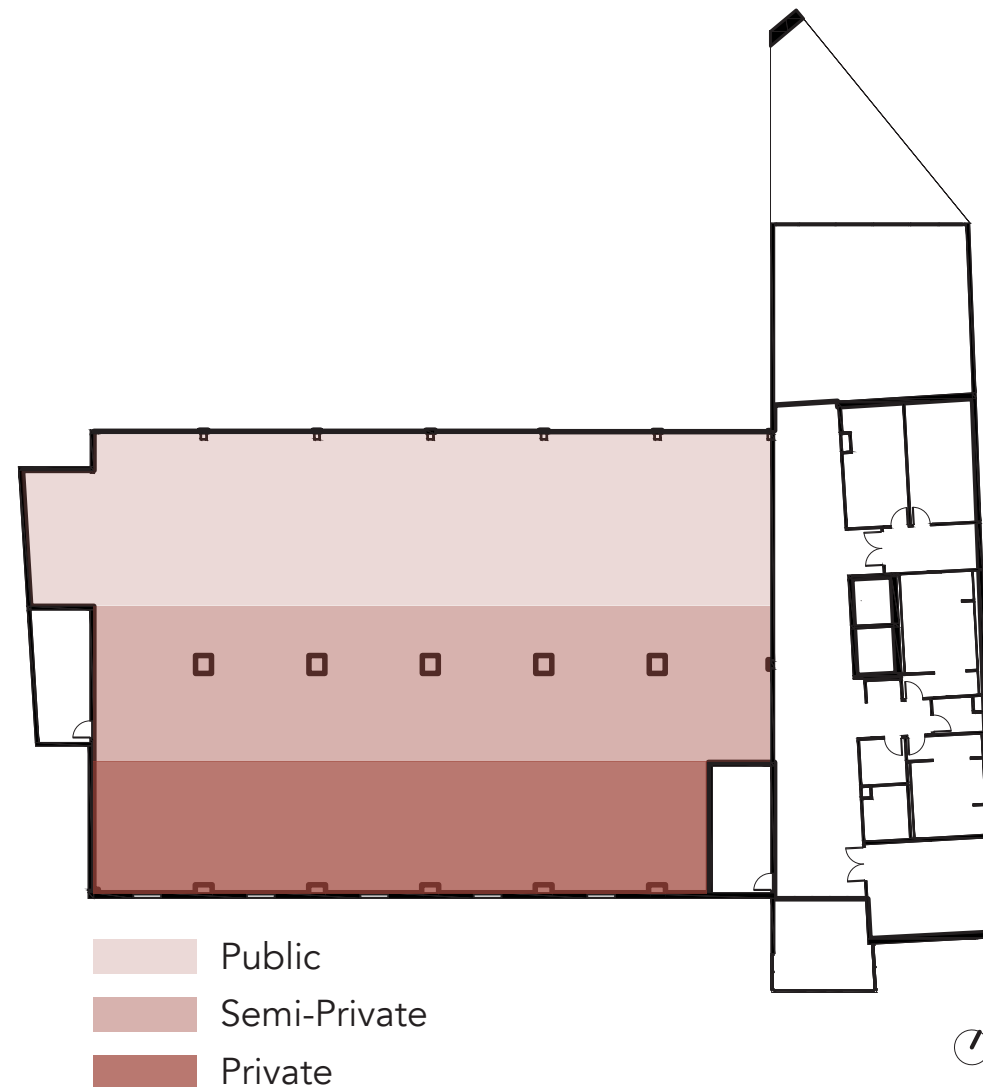


DOMINANT ISSUES

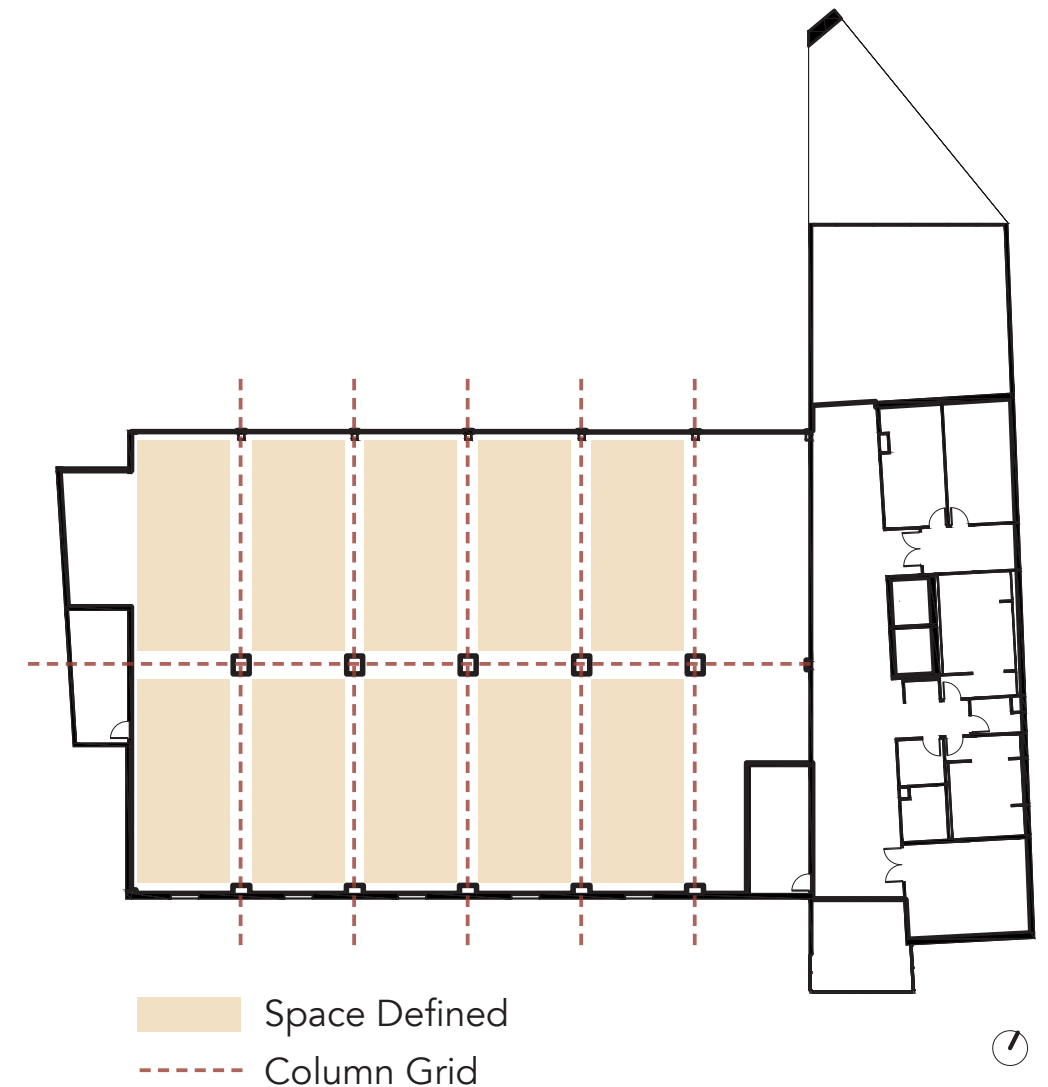
Sun and daylight studies make it possible to know the amount of light penetrating the space causing discomfort and glare, which allows to know how to arrange furniture and window coverings placement.

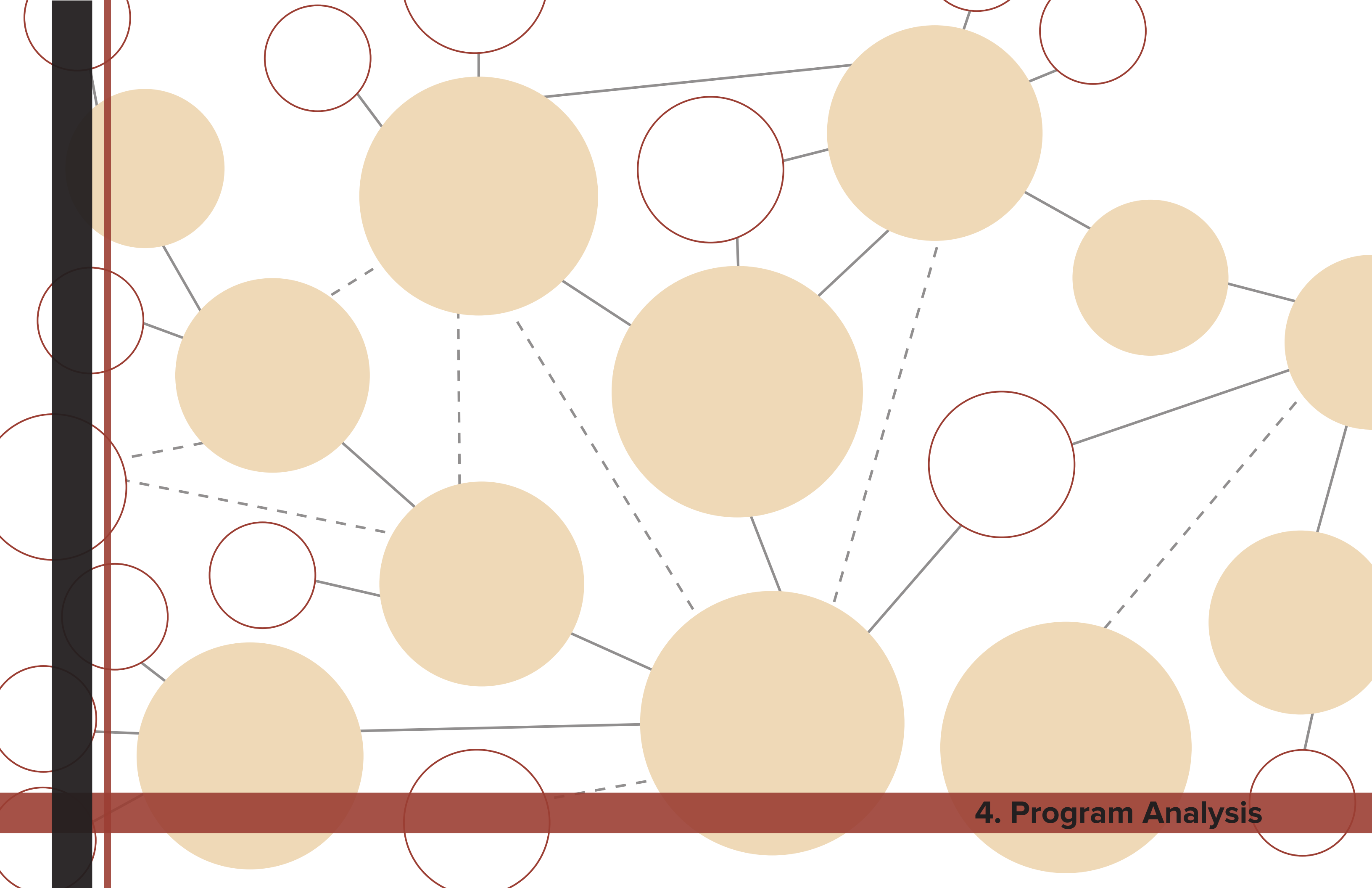


The open floor plan and windows makes it easy to define privacy zones, which can result beneficial and used for different purposes in the workplace.



Grid and linear organization define the circulation of the space as well as possible furniture arrangements and layouts when space planing.





4. Program Analysis

GOALS STATEMENT

Essential Purpose of the Office

Burberry being an international luxury brand, and globally recognized by its name, trademark, and signature trench coat have been synonymous with quality and enduring style for over 150 years. Hence, the essential purpose of the new workplace located in Blue Lagoon Drive, Miami should be to provide a **creative hub** for their brand and business to produce the best quality products. The office should offer spaces that **allow creativity, development, collaboration, and well-being** for executives, managers, and employees. At the same time, it should be an **inviting environment** for clients and vendors.

Crucial Aspects

The design of the office should be **innovative**. This can be achieved by moving from the **traditional** environment that Burberry represents to a **modern** environment, which will represent the brand at the new office location in Miami. The design will take into consideration the company **mission and values**, as well as the dominant features provided by the space and location.

Main Goals

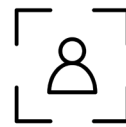
The mission of the company is to maintain its integrity and vitality of their brand. A team of highly talented, artistic designers create authentic and distinctly luxury products, creating new ideas and reviving main heritage categories. The main goal of this office is to create an environment where **collaboration and mobility are encouraged** for the **success** of the company as well as employee **well-being**.

Dominant Features + Spaces / Programmatic Components

The work environment is better designed and more successful when it **focuses** on the **users needs and wants**. The design of the office and space planning should take into consideration the amount of **natural light** entering through the curtain wall; that way better solutions for **well-being** and **productivity** can be applied. The design should also focus on **collaboration** since it is part of the culture of the company; this can be possible due to the open plan, which allows for open areas and dedicated spaces where employees can get together and interact. The workspace would be composed of **40% enclosed** and **60% open** spaces.

LOBBY & WAITING

 280 NSF

 8

This area is the first impression of the company. It is the invitation to the inside from the outside; where people/guests are welcomed and greeted by the receptionists. While there is a lounge area for guests to wait, there is also a desk where the receptionist and/or security sits to perform their job. This includes phone calls, scheduling meetings and appointments, greeting guests, and simple management work.

Needs

The space needs acoustical privacy and comfortable seating.

Adjacencies

Located near the main entrance, restrooms, and human resources.

FF&E

Reception desk, 2 chairs, 6 lounge chairs, side tables, computer, phone.

Support Spaces

Showroom – product display (80 SF)

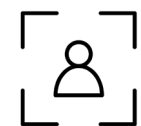


ACTIVITY DESCRIPTIONS



EXECUTIVE SUITE

 866 NSF

 5

 4 (200 SF)

Area where chairman, CEO, COO, CFO, and CCO are located. They are in charge of the big picture regarding the business making major corporate decisions, managing the overall operations and resources of the company. They act as the main point of communication between the board of directors and corporate operations. Frequently on meetings, phone calls, and on the computer.

Needs

The space needs privacy, access to daylight and meeting rooms, comfortable space.

Adjacencies

Located in proximity with operations, accounting, and waiting area.

FF&E

Workstation type 1 (48 SF), 4 executive desks, 5 chairs, 4 couches, 5 computers and phones, 2 lateral files.

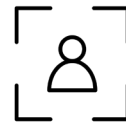
Support Spaces

Large Conference Room (480 SF)

ACTIVITY DESCRIPTIONS

ACCOUNTING

 604 NSF

 7

 1 (150 SF)

The accounting department is in charge of the money out (making payments and keeping the bills paid), money in (process incoming payments), payroll (make sure everyone gets paid), reporting (preparing financial reports), and financial controls (to avoid errors, fraud, and theft). They require high concentration and focused work on the computer and documents.

Needs

The space needs acoustical and visual privacy and comfortable space to work.

Adjacencies

Located close to the executive suite.

FF&E

6 Workstations type 2 (36 SF), 7 chairs, 7 computers and phones, 2 lateral files.

Support Spaces

Storage Room (120 SF) and Safe Room (100 SF)



ACTIVITY DESCRIPTIONS



OPERATIONS

 501 NSF

 11

 1 (150 SF)

Operations is responsible for managing the process of creation of products and services. It involves planning, organizing, coordinating, and controlling all the resources needed to the company's products. They need to be in contact with the people, equipment, technology, information, and all the resources that make the production of the product possible.

Needs

Space needs collaboration area, and low level of privacy.

Adjacencies

Located next to purchasing, close to quality assurance, executive suite, and marketing.

FF&E

8 Workstation type 2 (36 SF), 11 chairs, 9 computers and phones, 3 lateral files.

Support Spaces

Collaboration area (60 SF) and Medium Conference Room (300 SF)

HUMAN RESOURCES

 340 NSF

 2  1 (150 SF)

The human resources department is in charge of different roles. They are responsible for hiring and recruiting, training new employees, payroll, employee benefits, employee relations, and to interpret and enforce labor laws.

Needs

The space needs acoustical and visual privacy for the control and security of employee information, and to be comfortable and inviting.

Adjacencies

Located close to the waiting area and entry to the office.

FF&E

Workstations type 2 (36 SF), 2 chairs, 2 computers and phones, 6 lateral files, waiting chairs.

Support Spaces

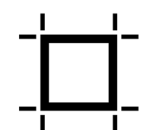
Mother's Room (100 SF)

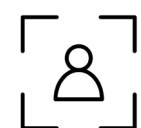


ACTIVITY DESCRIPTIONS



MARKETING

 579 NSF

 6

 1 (150 SF)

The marketing departments serves as the face and image of the company. Their main responsibilities are to look for new prospects, customers, investors, and the community using the main image of the company to represent the business; they achieve these by defining and managing the brand, producing promotional materials, manage the company website, manage social media, and conduct customer and market research.

Needs

Space needs collaboration area, access to technology, print and collating area.

Adjacencies

Located close to sales and IT with accessibility to the executive suite.

FF&E

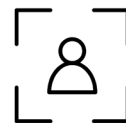
5 Workstation type 1 (48 SF), 6 chairs, 6 computers and phones, 3 TVs, 1 lateral files.

Support Spaces

Photo Studio (80 SF), Marketing Print & Collating Area (100 SF), and Collaboration Area (60 SF)

INFORMATION TECHNOLOGY

 612 NSF

 4

 1 (150 SF)

The Information Technology department is in charge of keeping the technology running and fixing it whenever there is a problem. They also take care of the server room and make sure everything runs smoothly.

Needs

The space needs acoustical and visual privacy for concentration and access to open spaces where employees can rejuvenate.

Adjacencies

Location should be centric since all the departments might require assistance from IT, but mainly close to marketing and sales.

FF&E

3 Workstations type 2 (36 SF), 4 chairs, 4 or more computers and phones, 2 lateral files.

Support Spaces

Computer Maintenance Room (336 SF) and Server Room (180 SF)

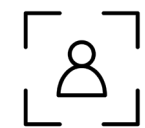


ACTIVITY DESCRIPTIONS



PURCHASING

 414 NSF

 7

The purchasing department work closely with vendors and is responsible to ensure that all goods, supplies, and materials needed for the company are ordered and kept in stock, as well as making sure that the costs and control met their expectations.

Needs

Space needs some privacy and access to collaboration area.

Adjacencies

Located in between operations and quality assurance.

FF&E

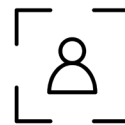
7 Workstation type 1 (48 SF), 7 chairs, 7 computers and phones, 2 lateral files.

Support Spaces

Collaboration Area (60 SF) and Focus Room (80 SF)

QUALITY ASSURANCE

 201 NSF

 4

Quality assurance responsibilities goes together with purchasing. It is the maintenance of a desired level of quality in a service or product, paying attention to every stage of the process of delivery or production.

Needs

The space needs acoustical and visual privacy.

Adjacencies

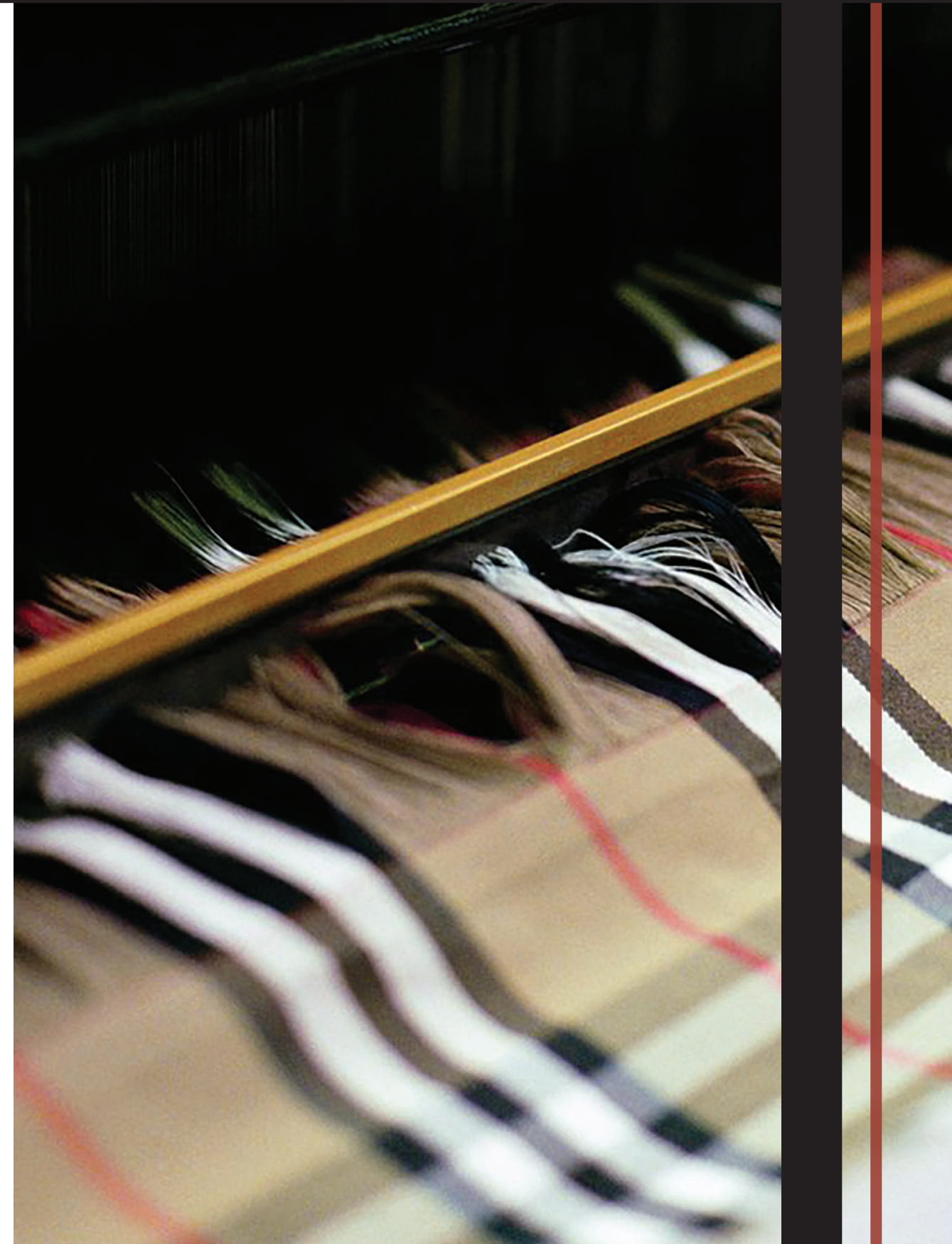
Located next to purchasing and close to operations.

FF&E

4 Workstations type 1 (48 SF), 4 chairs, 4 computers and phones, 1 lateral files.

Support Spaces

Huddle Room (100 SF)



ACTIVITY DESCRIPTIONS



SALES

 858 NSF

 19

 1 (150 SF)

The sales team is responsible for making sales, growing the business, and most importantly maintain relationships with existing customers. They work closely with the marketing department providing information retrieved from customers.

Needs

Space needs acoustical and visual privacy and collaboration area.

Adjacencies

Located next to marketing and IT, and accessible to the executive suite.

FF&E

4 Workstation type 2 (36 SF), 14 Workstation type 3 (24 SF), 19 chairs, 19 computers and phones, 6 lateral files.

Support Spaces

Collaboration Area (60 SF) and 3 Hotelling (18 SF)

ACTIVITY DESCRIPTIONS

SUPPORTING SPACES

Cafe



The café is a place where employees gather for lunch or when they want to take a break from working; it also serves as a space to have small informal encounters. Should be accessible for every department since it promotes social interaction, reduces stress, increase productivity, and promote health.

Test, Brainstorming Room



This space is a collaborative space where employees can get together and share ideas or work on specific projects. Should provide acoustical and visual privacy.

Huddle Room



Small and private meeting area, usually equipped with teleconferencing and collaboration technologies.

ACTIVITY DESCRIPTIONS

SUPPORTING SPACES

Focus Room



Quiet and private rooms that are used individually when concentration is required. Should be distraction free and accessible.

Collaboration Area



Open public spaces where employees can get together and work and share ideas having the flexibility of choosing where to sit from a variety of furniture arrangements. Accessible for every department.

Large Conference Room



Large conference rooms are spaces where formal meeting take place. They are usually furnished with a long table and chairs, a TV screen and telephone. The space should provide acoustical privacy and some visual privacy and be close and accessible to the executive suite and waiting area.

ACTIVITY DESCRIPTIONS

SUPPORTING SPACES

Medium Conference Room



Smaller rooms where less formal and quick meetings take place. Mainly used within departments to present ideas or projects. Should provide acoustical privacy and some visual privacy.

Print & Collating Area



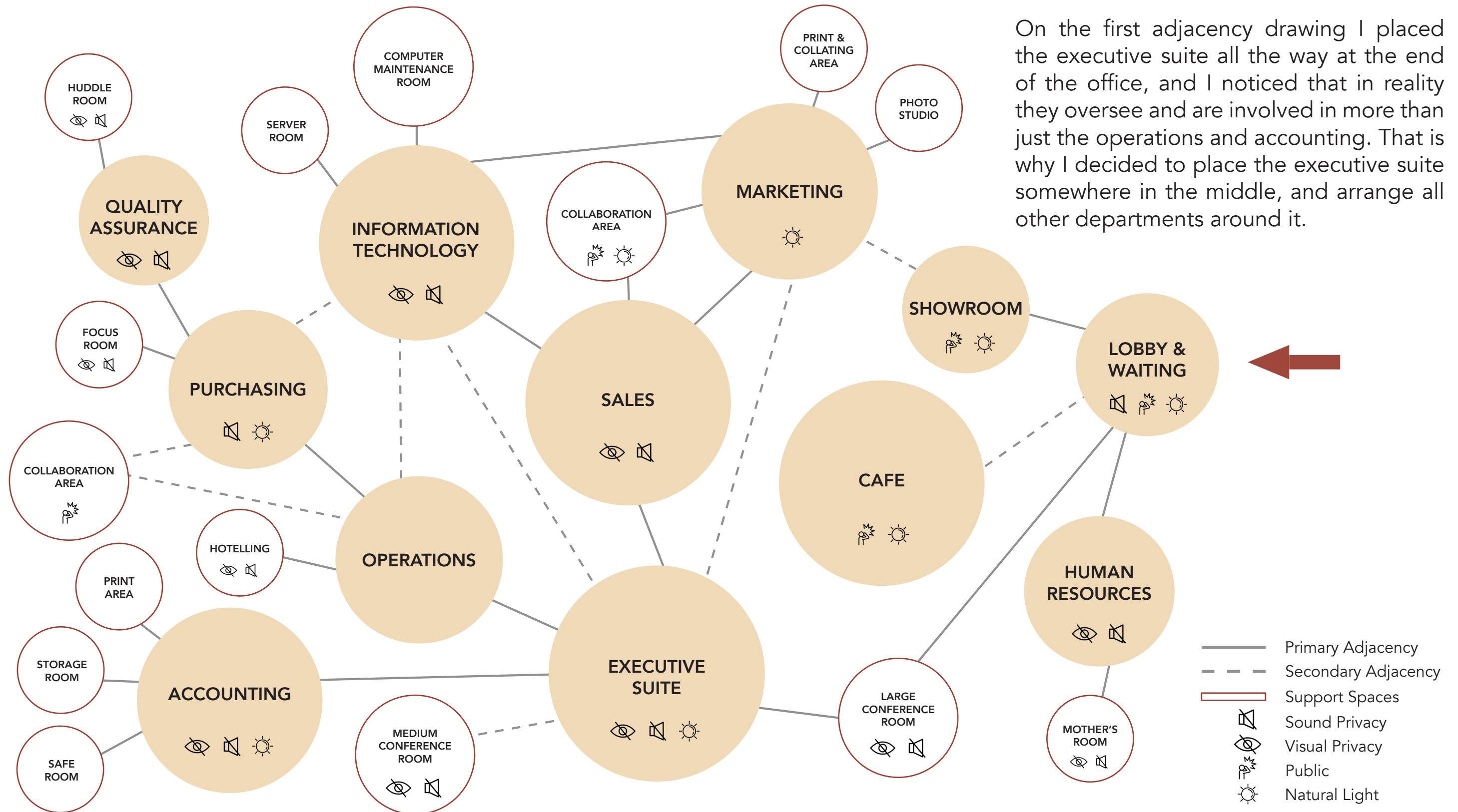
Area accessible to every department where casual interaction takes place while picking up or waiting for printouts. Mainly used by the marketing department.

Server Room

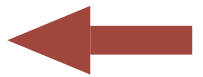


A server room is a room used to store and operate computer servers. The room is part of a data center, which holds servers together containing all the company information. It is located near the IT department since they are the ones in charge of it.

ADJACENCY DIAGRAM

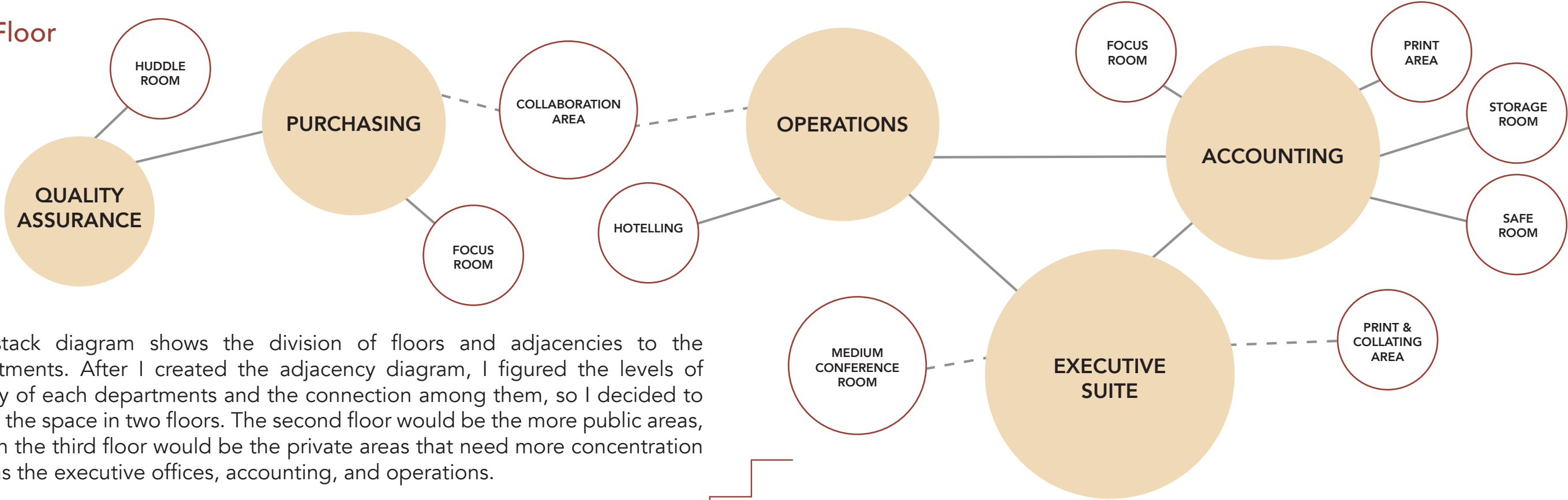


On the first adjacency drawing I placed the executive suite all the way at the end of the office, and I noticed that in reality they oversee and are involved in more than just the operations and accounting. That is why I decided to place the executive suite somewhere in the middle, and arrange all other departments around it.



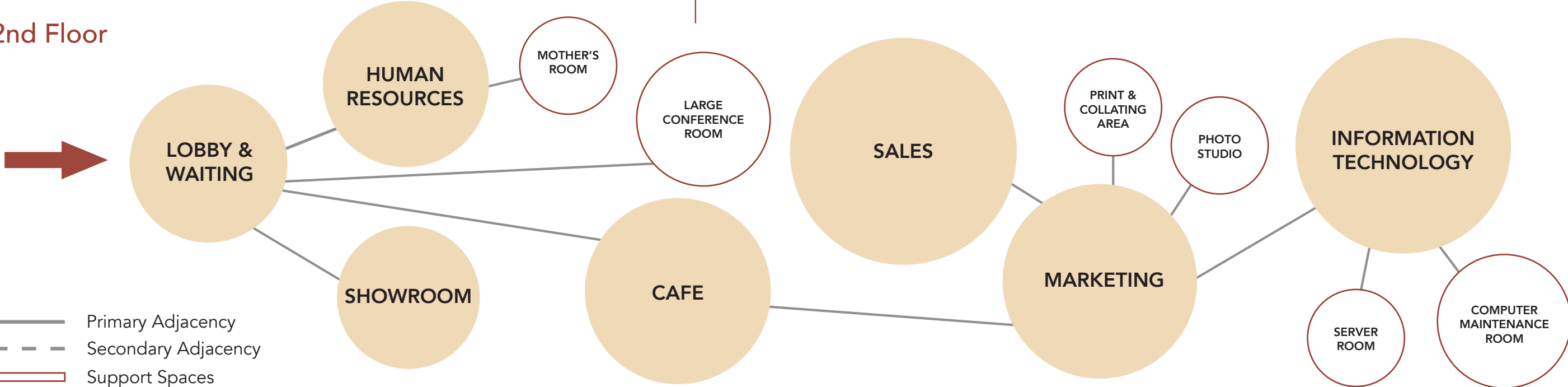
STACK DIAGRAM

3rd Floor



The stack diagram shows the division of floors and adjacencies to the departments. After I created the adjacency diagram, I figured the levels of privacy of each departments and the connection among them, so I decided to divide the space in two floors. The second floor would be the more public areas, and on the third floor would be the private areas that need more concentration such as the executive offices, accounting, and operations.

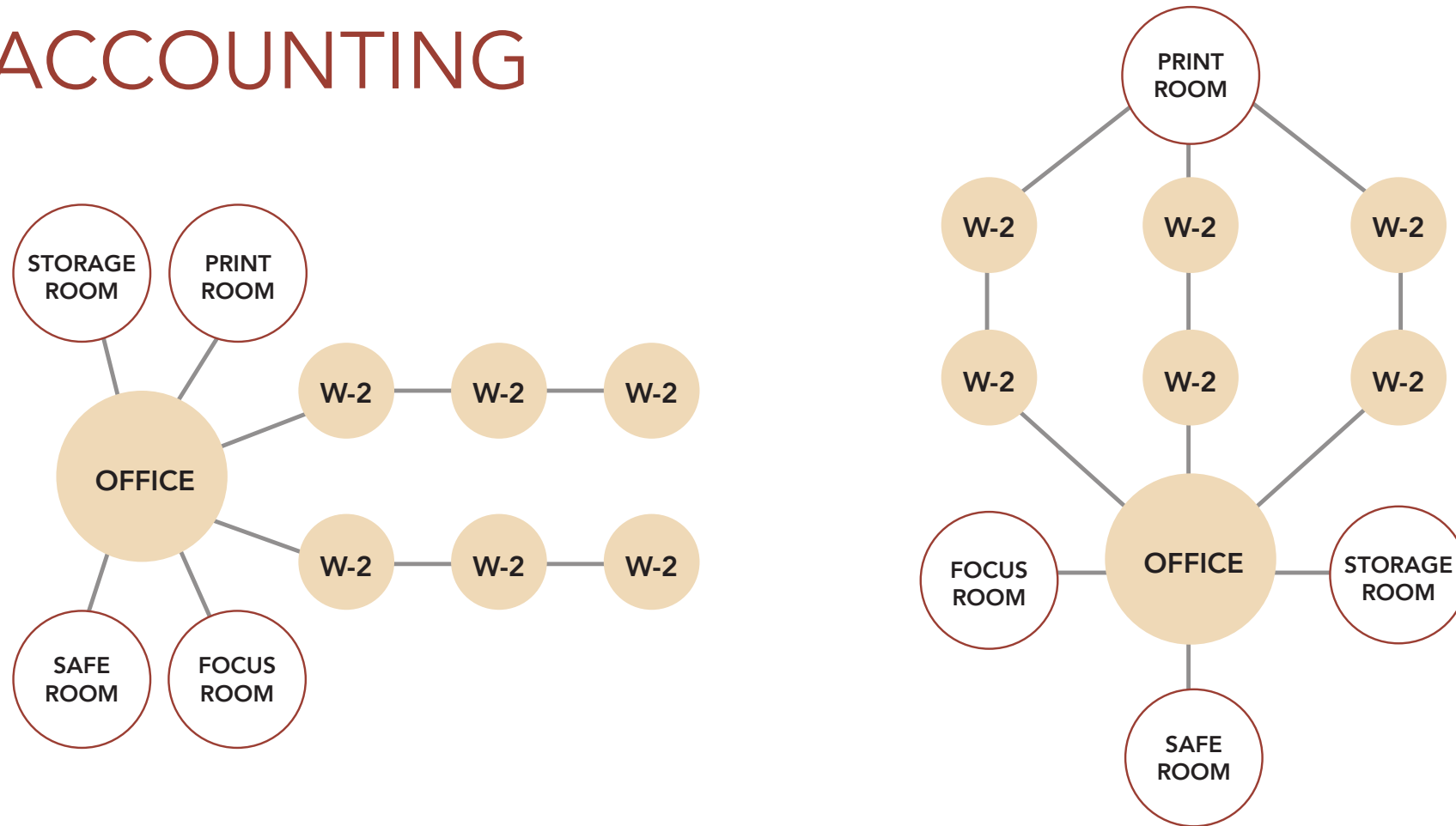
2nd Floor



- Primary Adjacency
- - - Secondary Adjacency
- Support Spaces

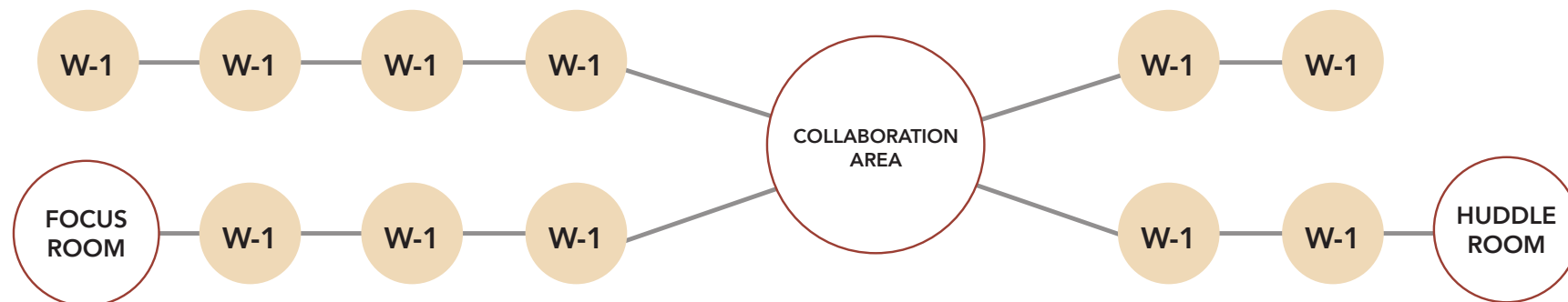
ADJACENCY DIAGRAMS | SMALL AREAS

ACCOUNTING

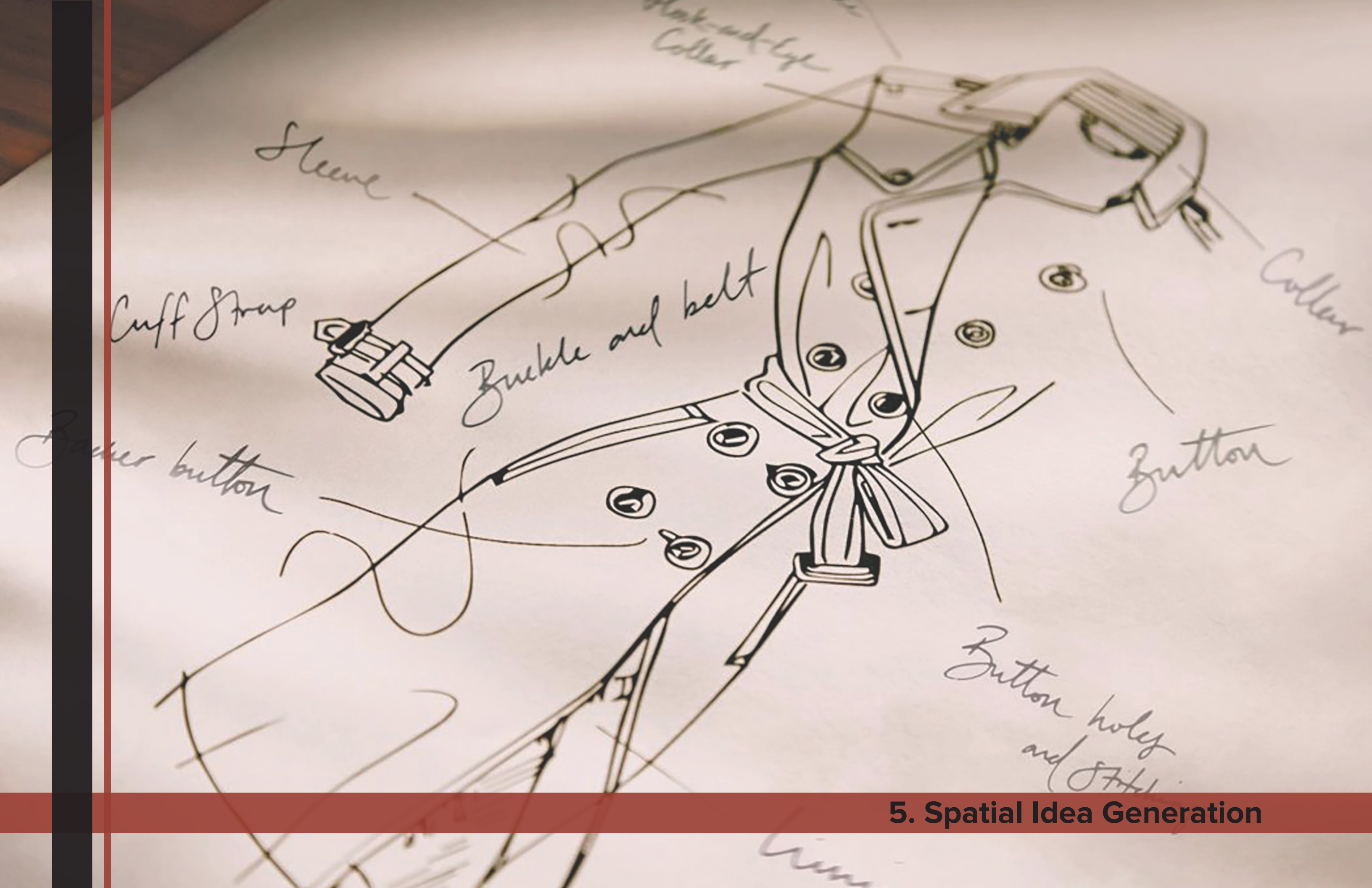


By doing different variations for the accounting department, it is possible to arrange the layout in different working solutions depending on the space and circulation around it. More secure area like the safe room should be inside the office space so it is more secluded from more public and circulation areas.

PURCHASING & QUALITY ASSURANCE



While exploring the relationship and arrangement of the purchasing and quality assurance departments I noticed that they do very similar jobs and they collaborate to one another, so an idea for the layout could be as shown here; where the collaboration area is in the middle of both workstations with the focus and huddle room at the end of them.



5. Spatial Idea Generation

TRADITIONAL • TIMELESS



The curious expression of the model and the way the coat is worn give us the opportunity to see details; from the fabric itself to the way it is crafted and stitched shows the work dedicated to it. The hooked button gives the idea of protection, as the traditional neutral colors with the check pattern inside give a sense of comfort and luxury. The check pattern is timeless since it has been used for 100 years and it still in style.

MODERN • CONNECTION

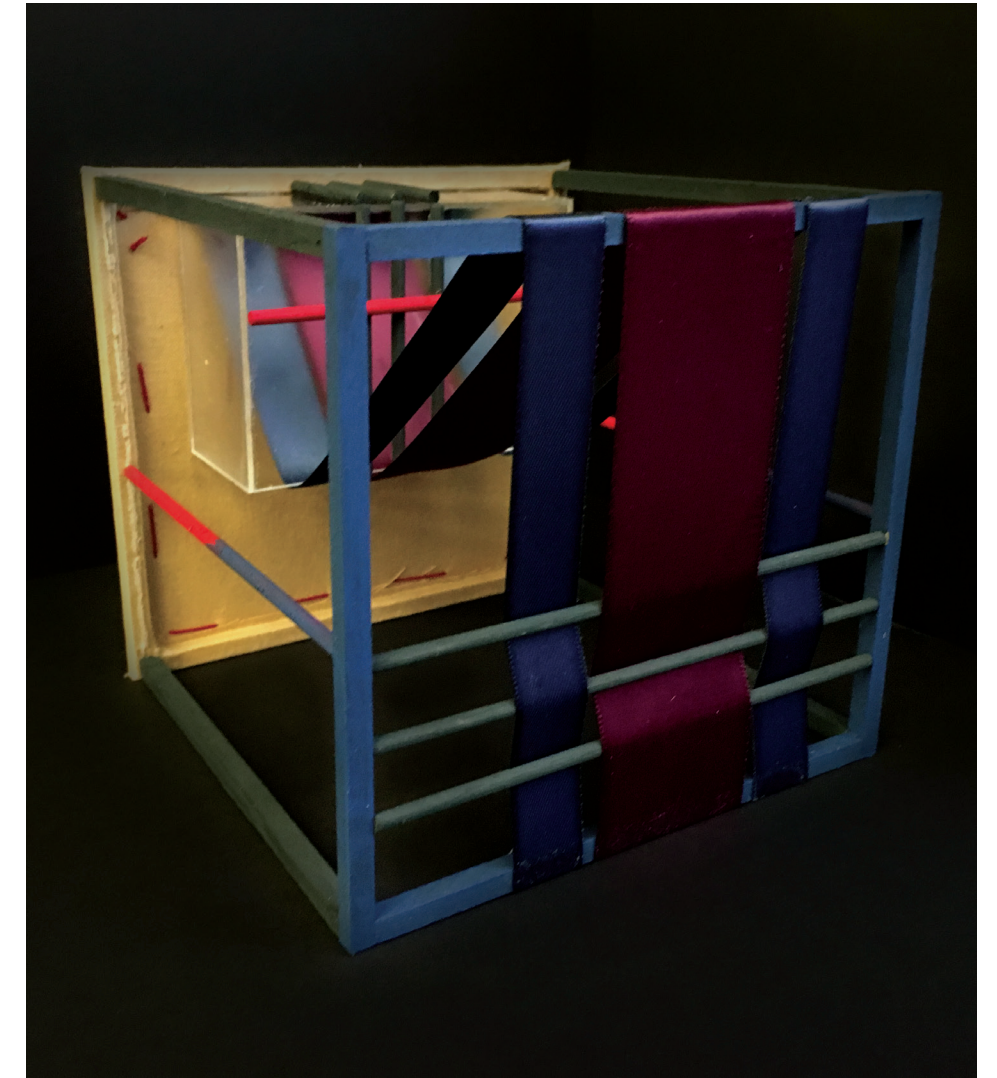
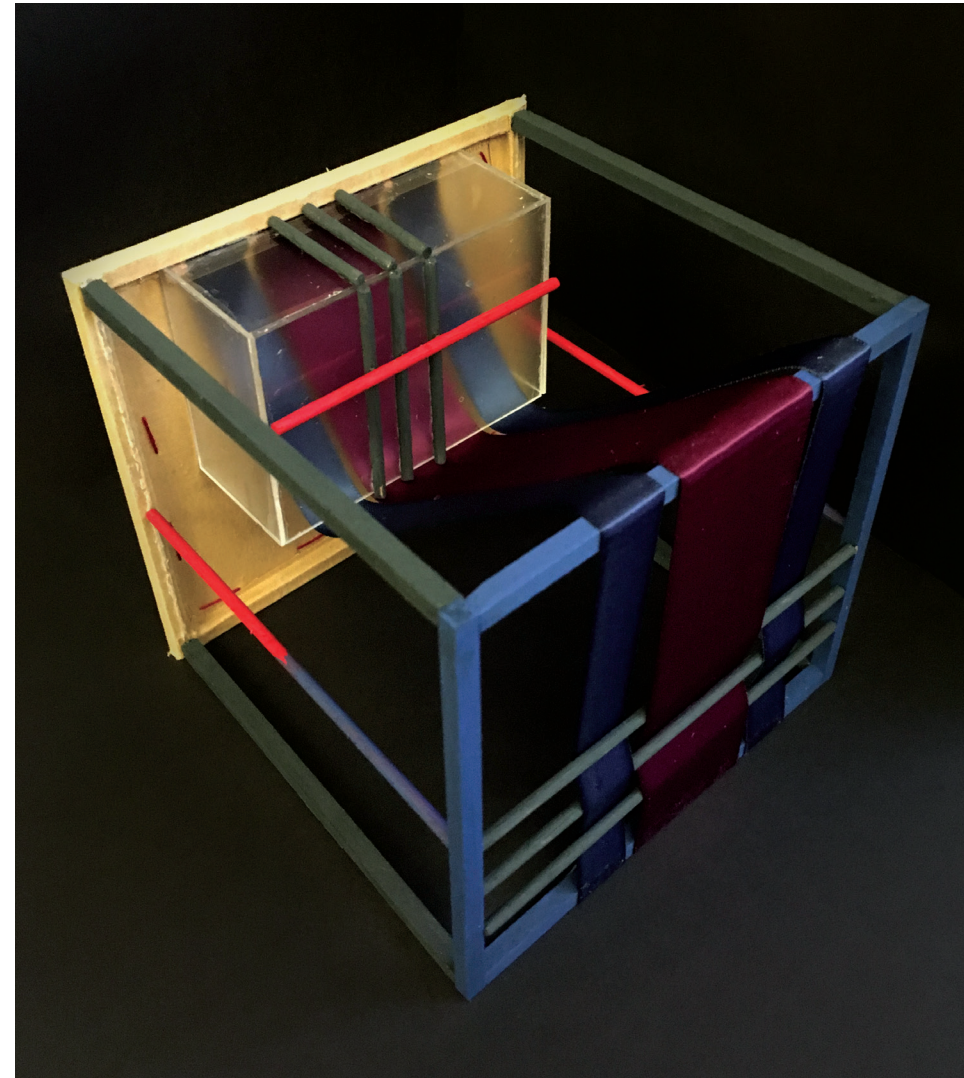
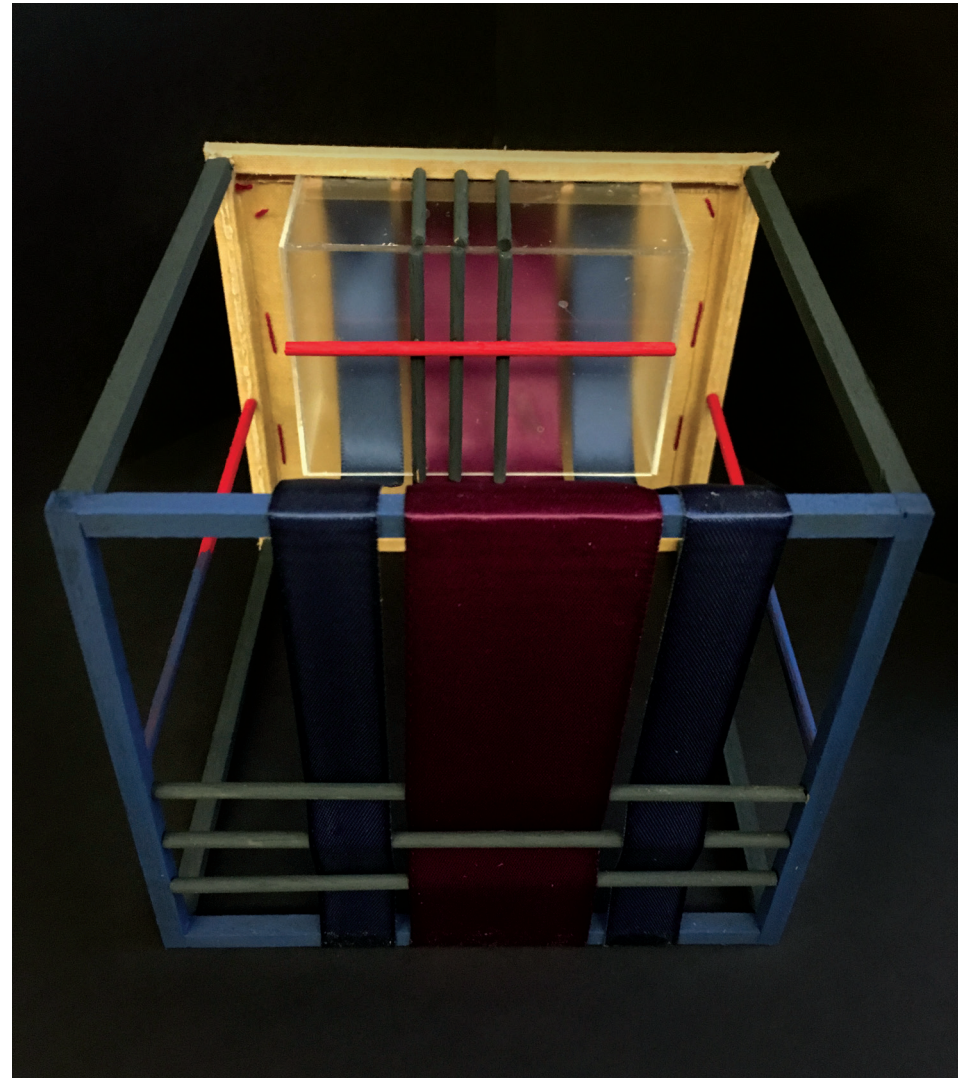
The interlocking TB pattern represents connection. It could be interpreted as a transition from traditional style to modern. Connection can also be appreciated by how all the pieces and elements are put together, such as the snap to close the purse, the print to the purse, the strap to the hand, and the stitches on the purse and coat. The use of colors like beige, brown, and red are similar to the traditional pattern with the exception of the of the orange tone, which adds a modern touch.



SURPRISE • EXCITEMENT



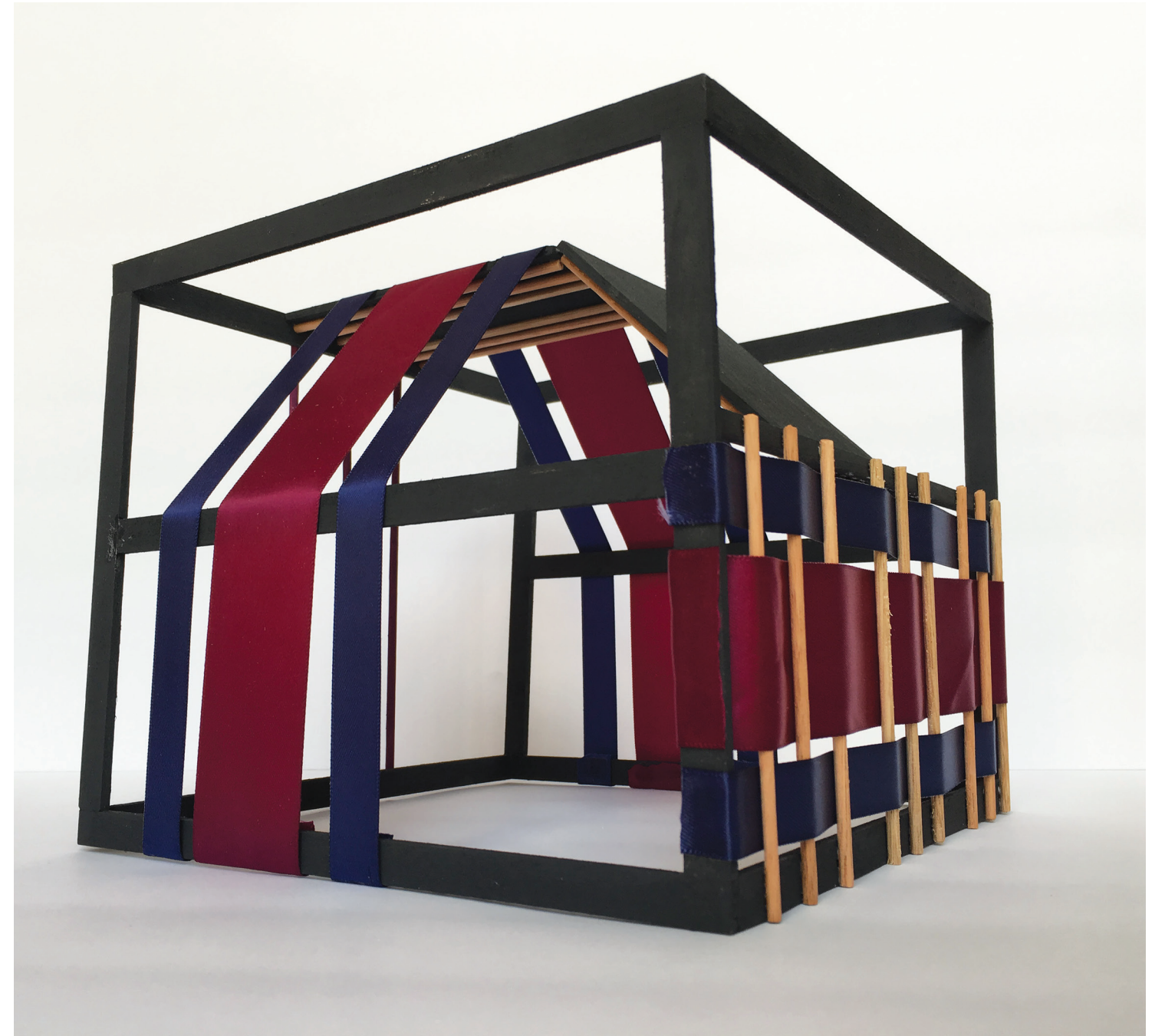
The poses of the models and how they are standing create triangular shapes. These shapes are created with the arms, legs, and some details on the purse and coat. The shiny fabrics and the expression of the kid create a sense of a fun and exciting environment, while the sunglasses show an unexpected style. The style and look of products being different from the traditional one does not take away the classic and elegant essence of the brand.



The spacial model is a representation of the traditional timeless Burberry transitioning into a modern and fun Burberry.

Tradition is represented with beige, black, and red colors, while the present is represented with blue and purple ribbons.

Clean cuts and lines are characteristics of the brand, which they are expressed through materials used and how the model is composed.





6. Space Planing

BLOCK DIAGRAMS



🕒 2nd Level

- Public
- Semi-Private
- Private



🕒 3rd Level

- Public
- Semi-Private
- Private

CIRCULATION DIAGRAMS

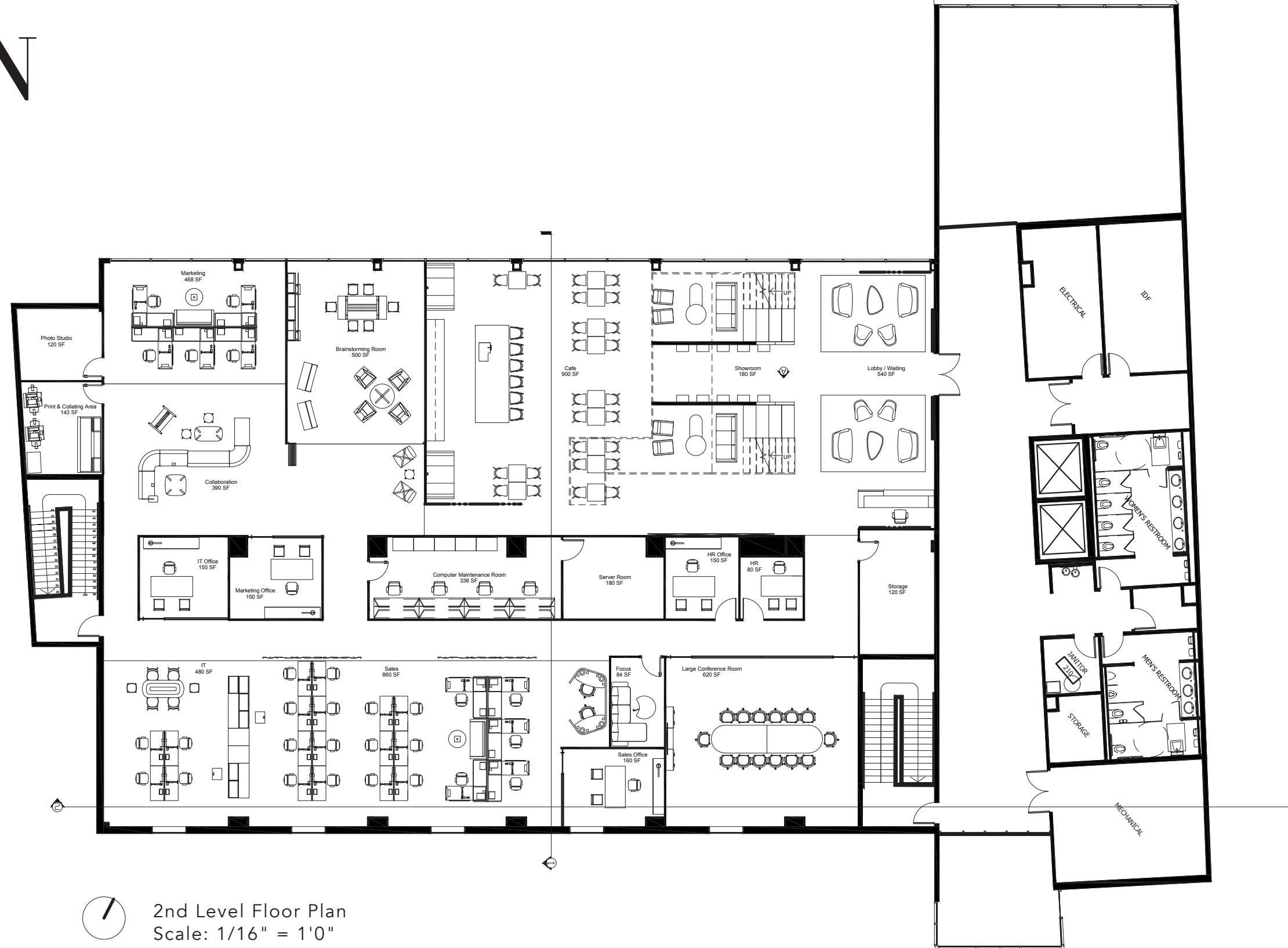


🕒 2nd Level



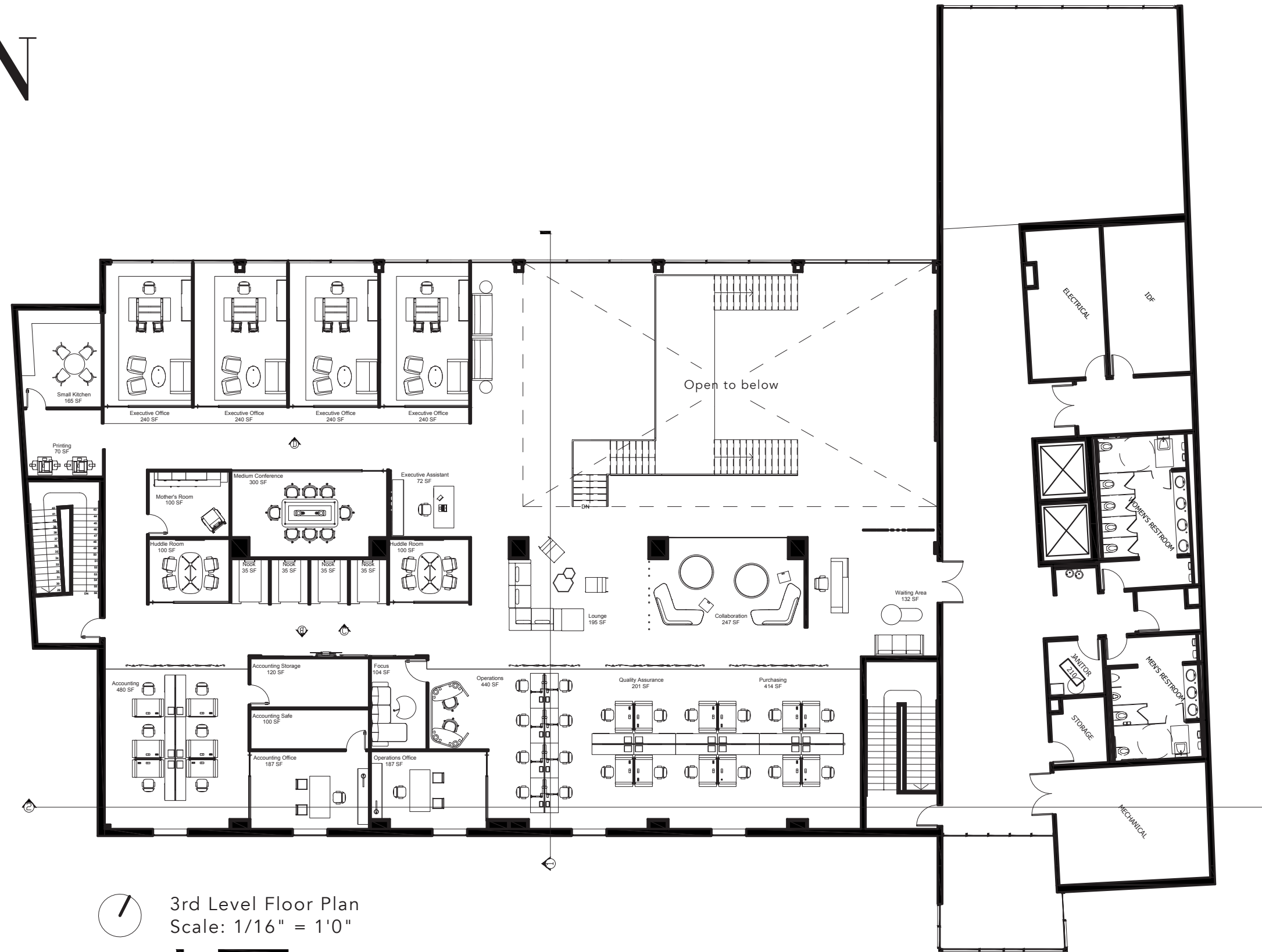
🕒 3rd Level

FLOOR PLAN



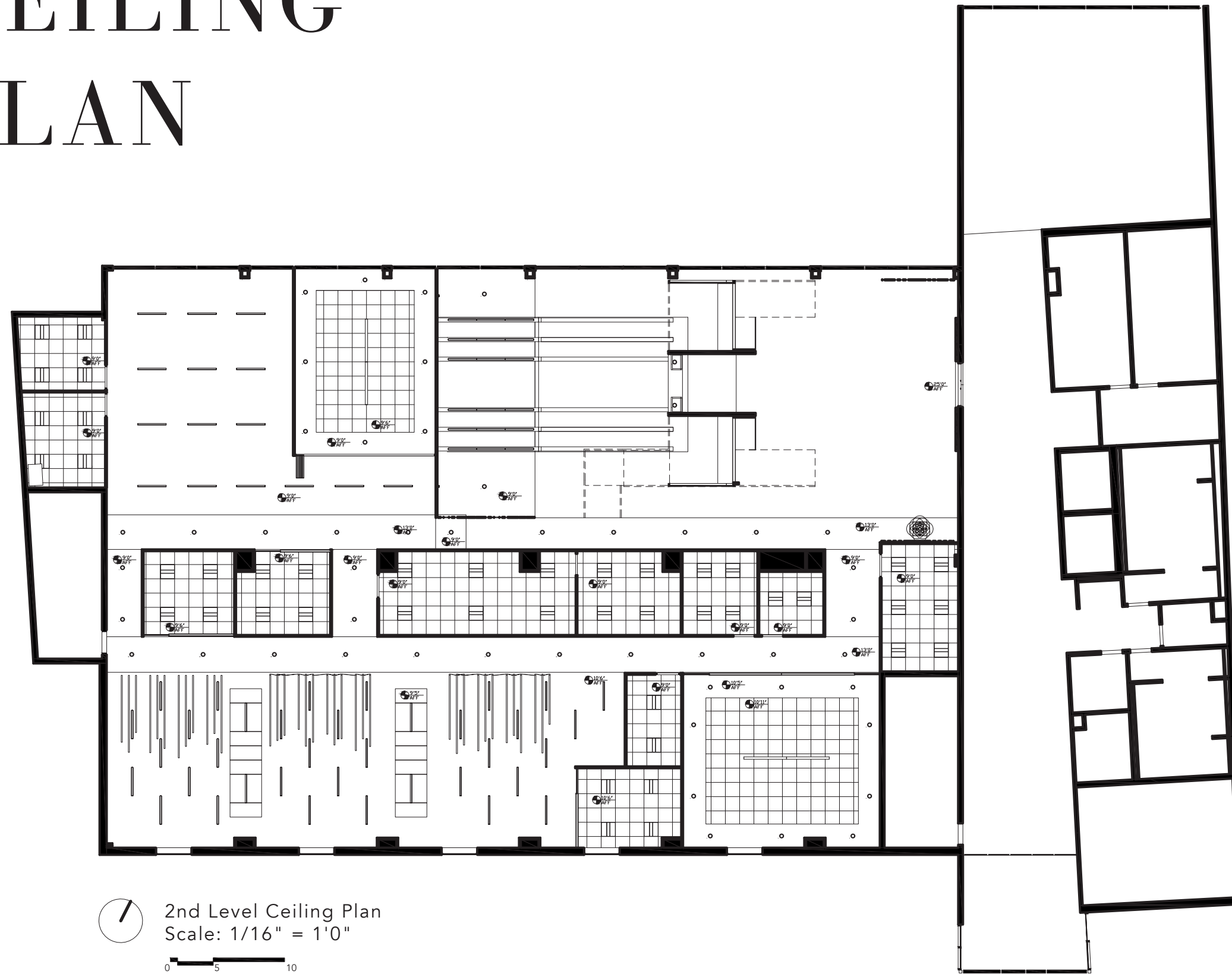
2nd Level Floor Plan
Scale: 1/16" = 1'0"
0 5 10

FLOOR PLAN



3rd Level Floor Plan
Scale: 1/16" = 1'0"
0 5 10

CEILING PLAN

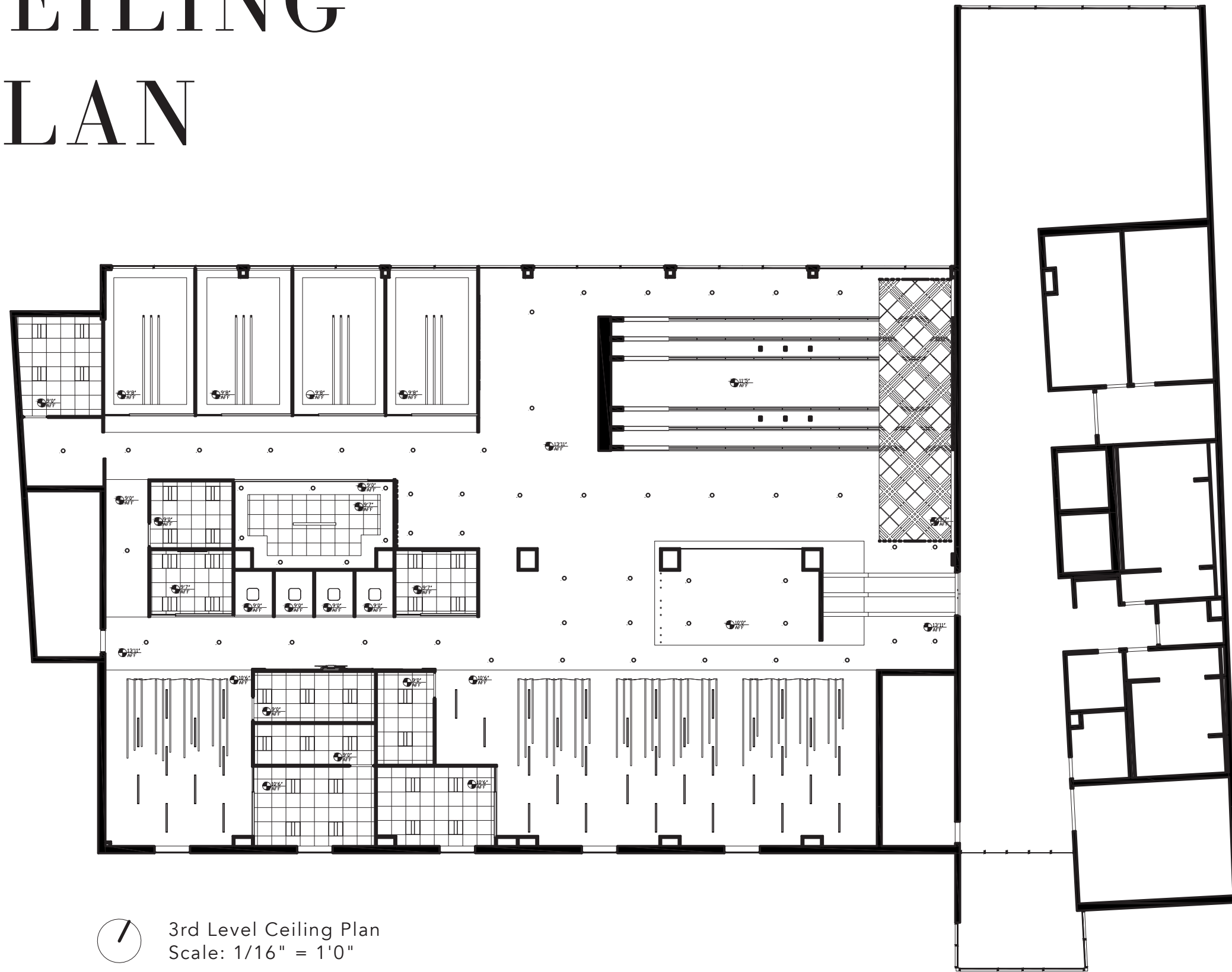


Symbol	Fixture
◦	Focal Point ID+ 4.5" x 4.5" Downlight
▭	Focal Point Equation 2 2x2
—	Focal Point Seem 2 LED Recessed
—	Focal Point Seem 4 LED Direct/Indirect
⊙	Eureka Ceiling Suspended

2nd Level Ceiling Plan
Scale: 1/16" = 1'0"



CEILING PLAN



Symbol	Fixture
.	Eureka Sentinel Ceiling Suspended
□	Eureka Square Shade Ceiling Suspended
○	Focal Point ID+ 4.5" x 4.5" Downlight
▢	Focal Point Equation 2 2x2
—	Focal Point Seem 2 LED Recessed
—	Focal Point Seem 4 LED Direct/Indirect

3rd Level Ceiling Plan
Scale: 1/16" = 1'0"





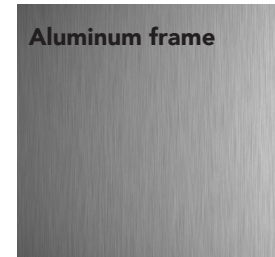
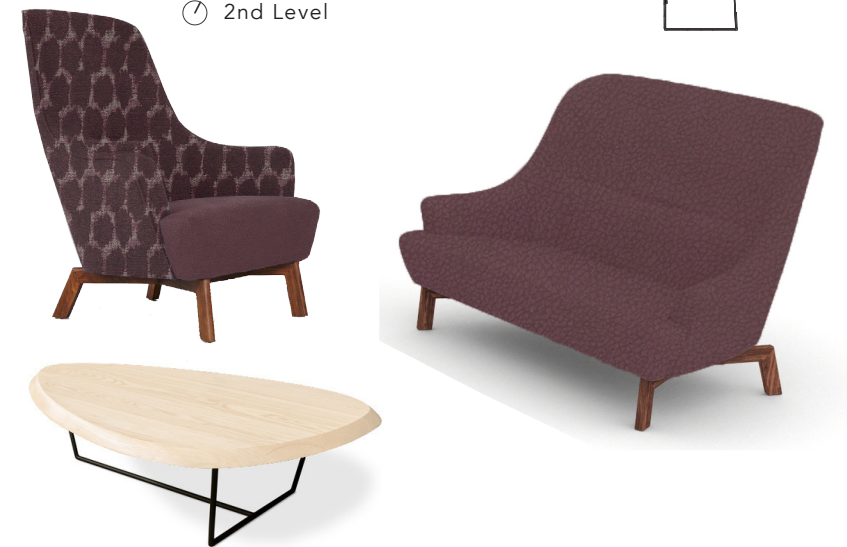
BURBERRY
BURBERRY.COM/PERORDER

7. Design Solution

LOBBY ENTRANCE



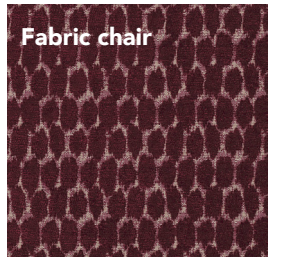
🕒 2nd Level



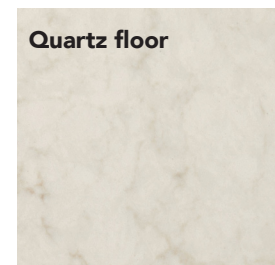
Aluminum frame



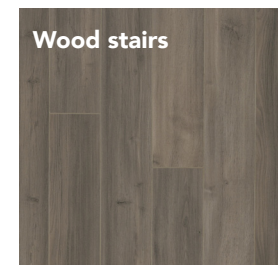
Fabric couch



Fabric chair



Quartz floor

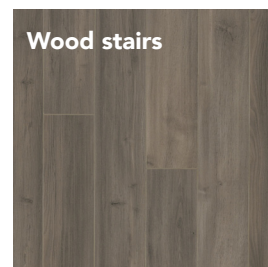
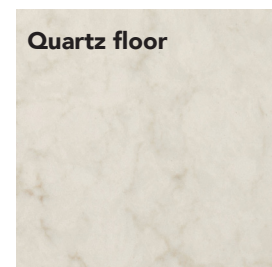


Wood stairs



Area rug

ELEVATION LOBBY

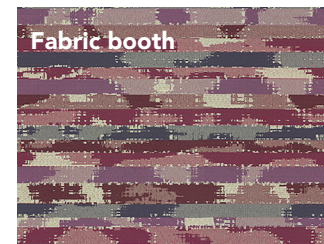


Elevation A

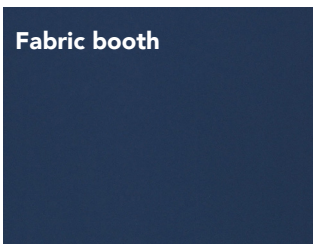
THE CAFE



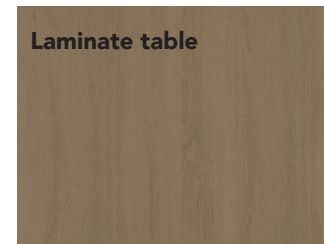
🕒 2nd Level



Fabric booth



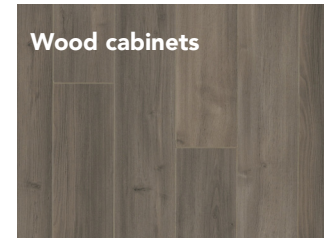
Fabric booth



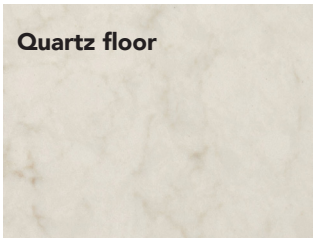
Laminate table



Fabric chair

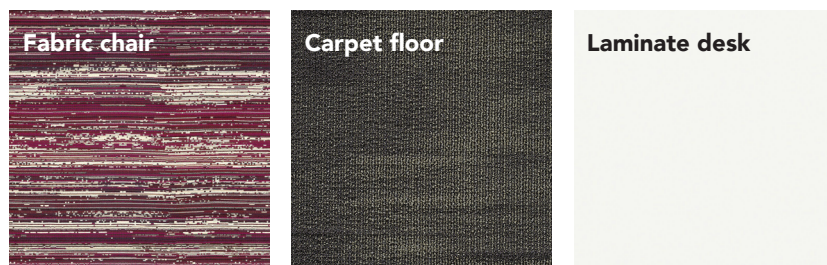
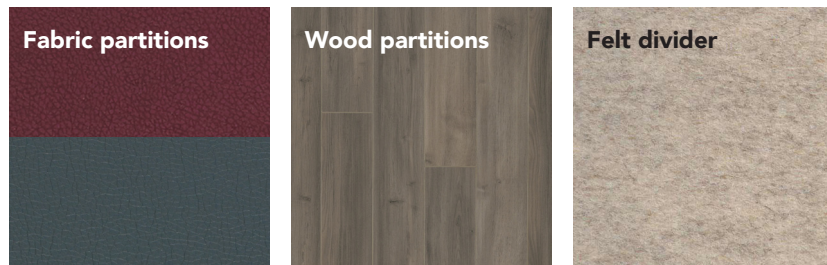
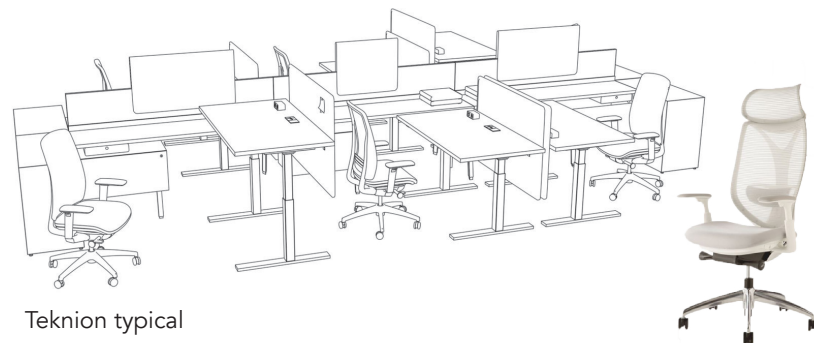
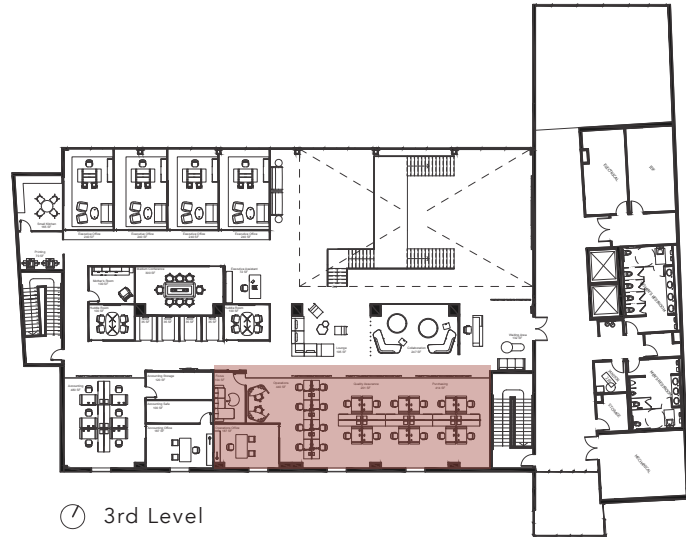


Wood cabinets

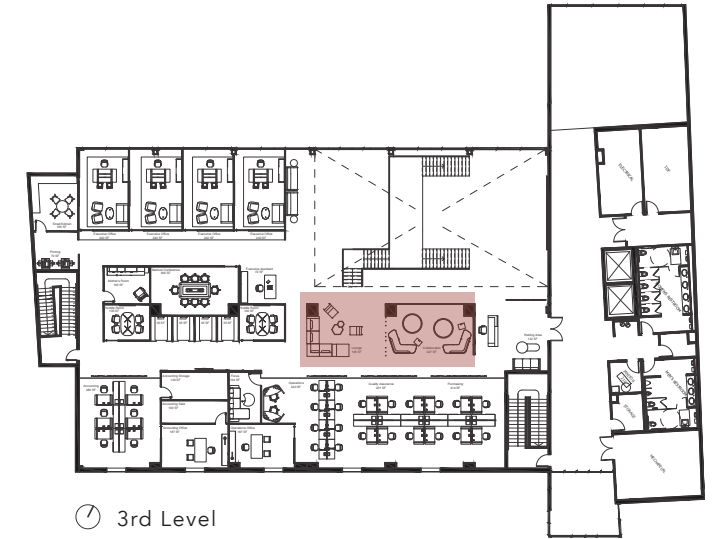


Quartz floor

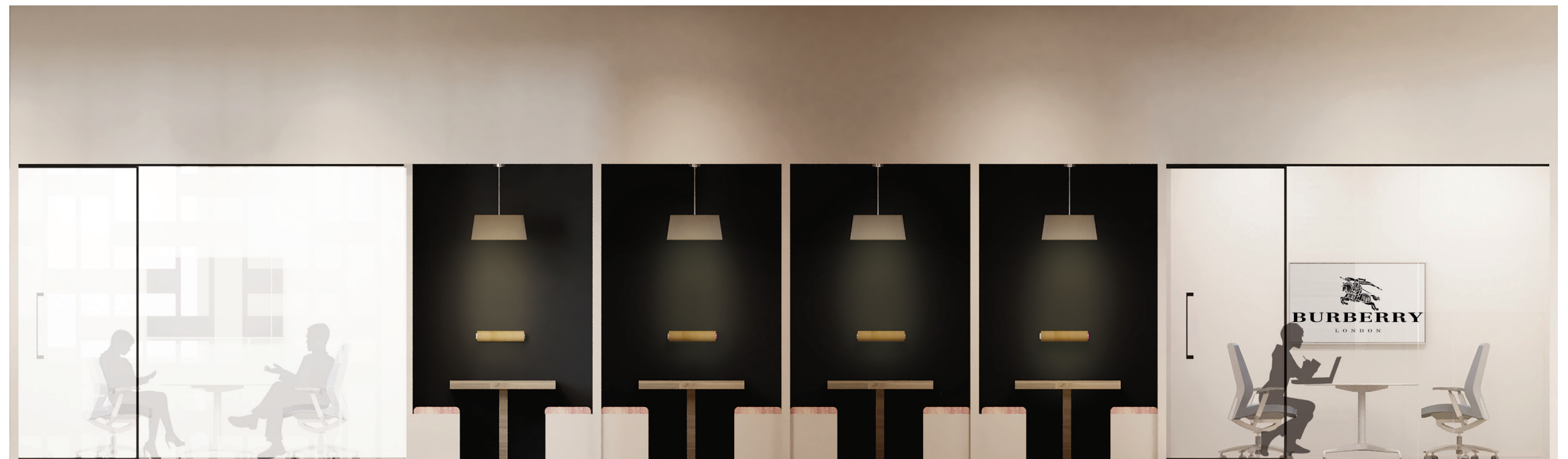
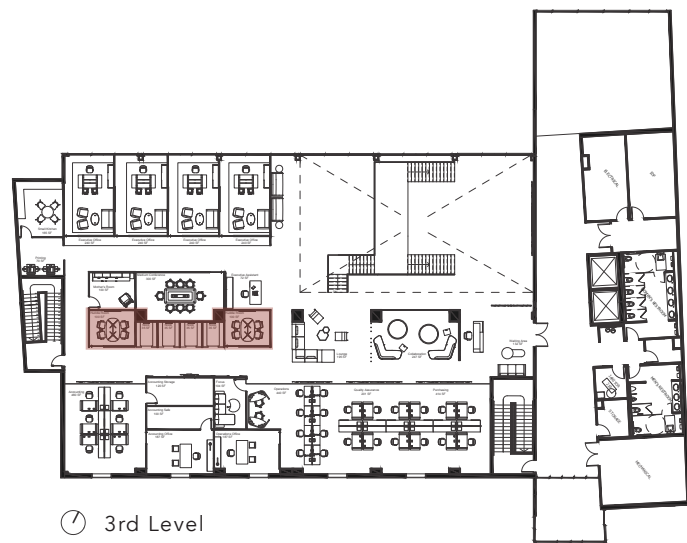
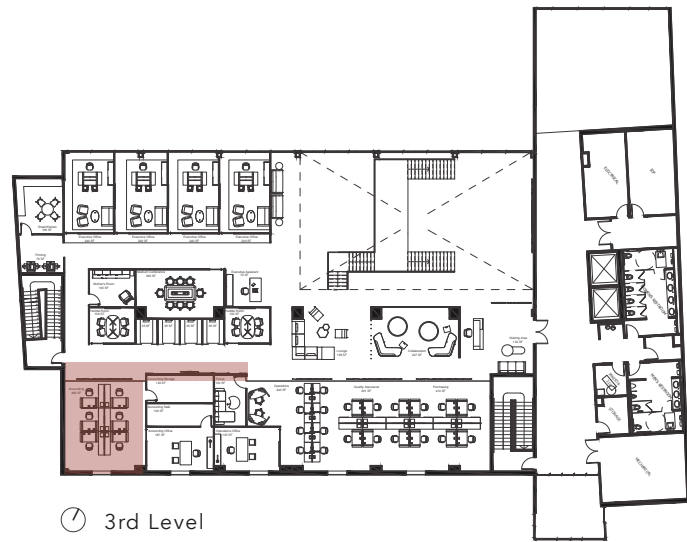
OPEN OFFICE



OPEN COLLABORATION

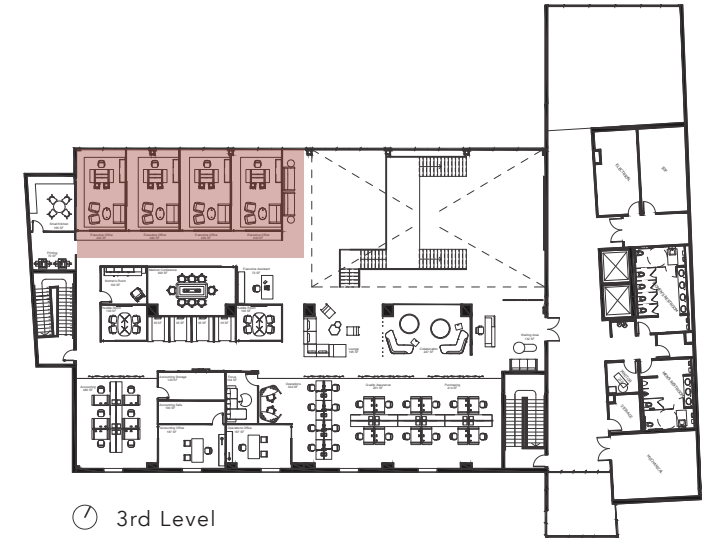


NOOKS & HUDDLE



Elevation C

EXECUTIVE SUITE



Paint office trim

Fabric couch

Area rug

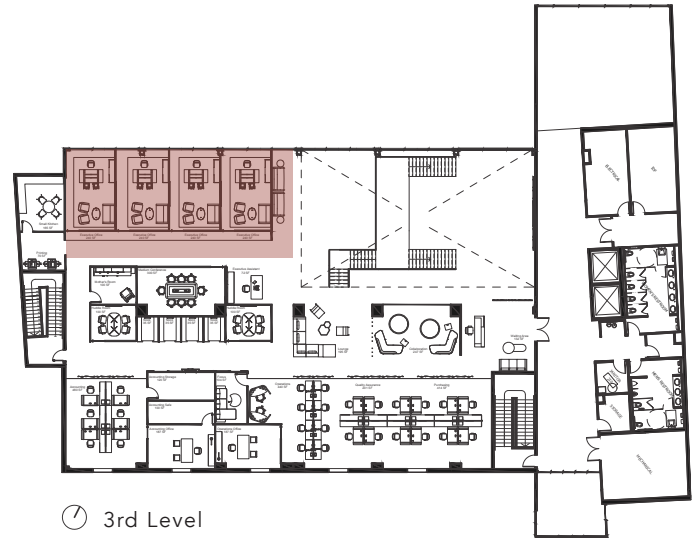
Fabric chair

Wood floor

ELEVATION EXECUTIVES



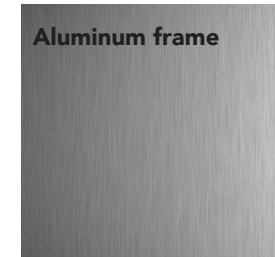
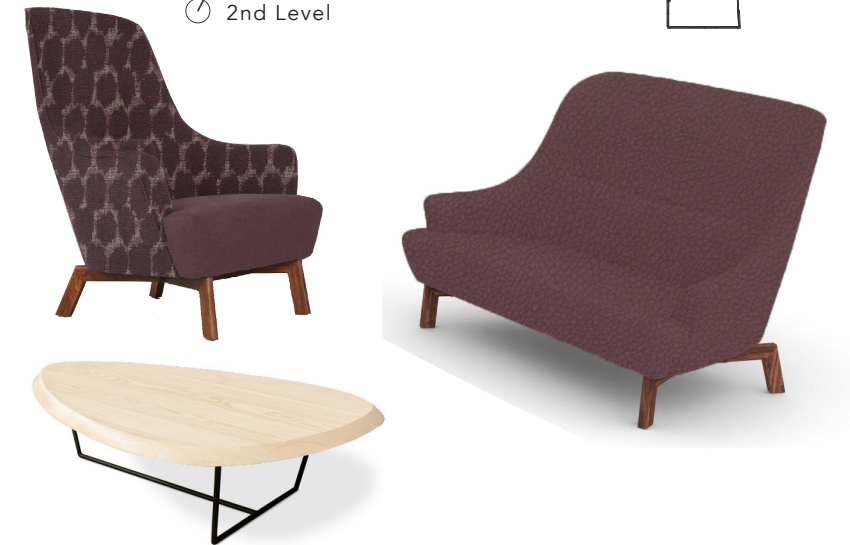
Elevation D



LOBBY AREA



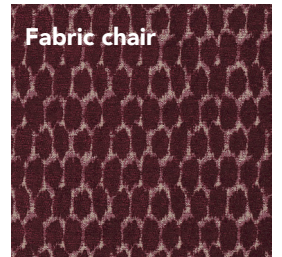
🕒 2nd Level



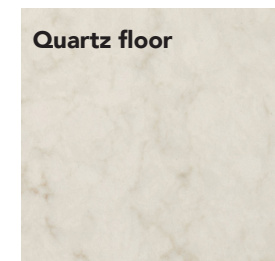
Aluminum frame



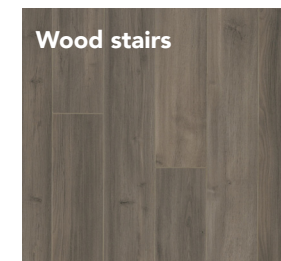
Fabric couch



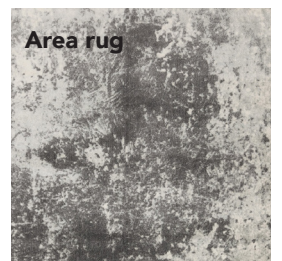
Fabric chair



Quartz floor



Wood stairs

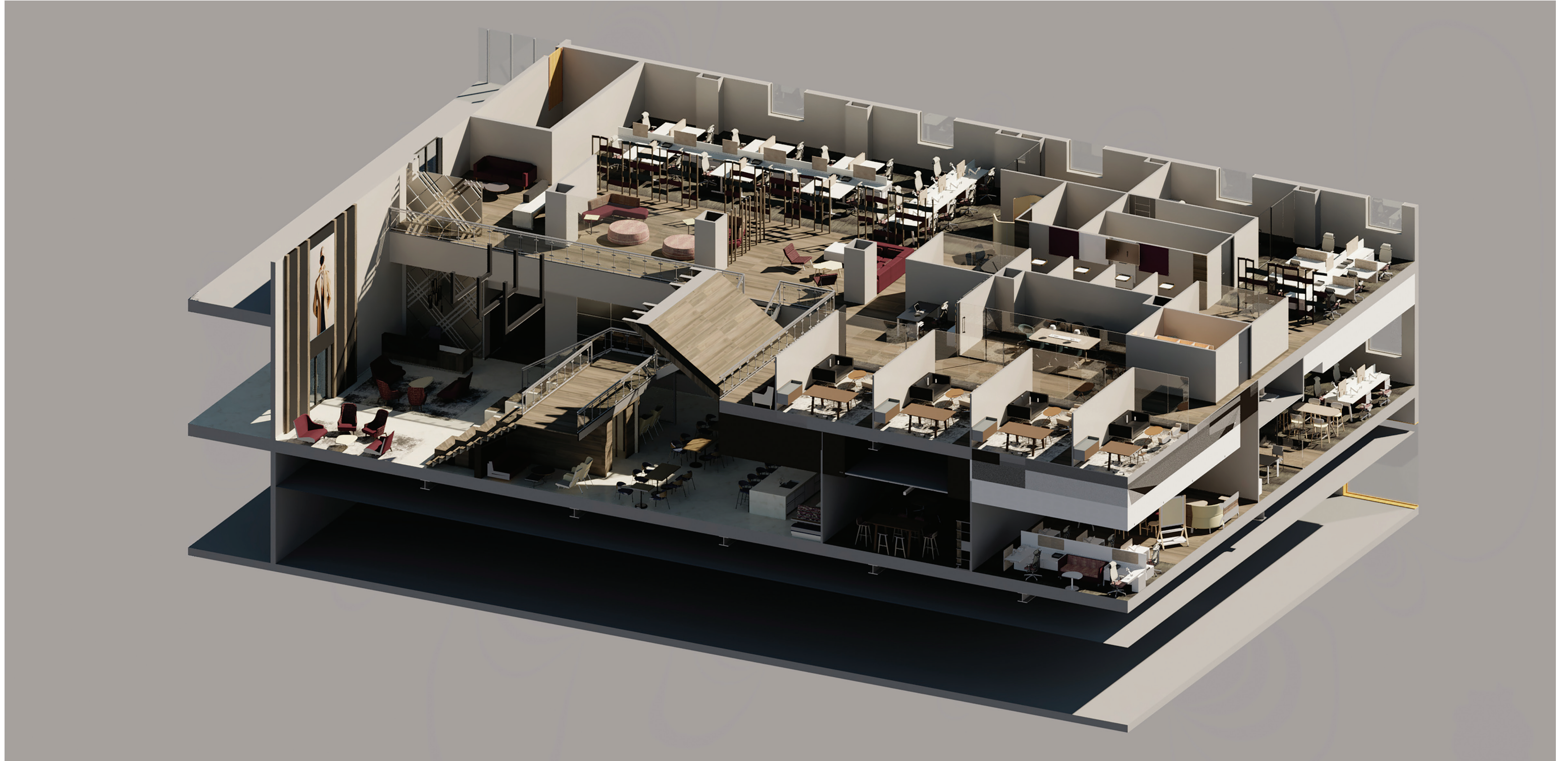


Area rug

BUILDING SECTIONS



BUILDING AXONOMETRIC





8. Finishes Selections

TYPICALS OFFICES

teknion

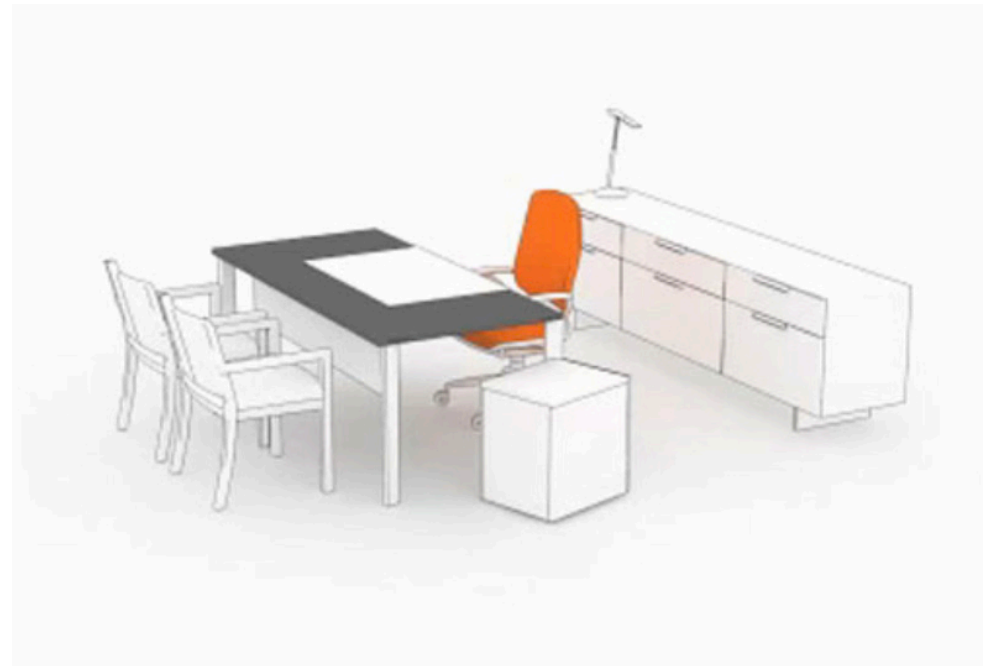
PRIVATE 10 - DISTRICT

Layout Details

FOOTPRINT:
8'-0" x 11'-0" workstation

PRODUCT:
District

LIST PRICE:
\$7,500 - \$10,600 LIST
(not including seating or
accessories)



teknion

PRIVATE 1 - PUNT

Layout Details

FOOTPRINT:
7'-0" X 10'-6"

PRODUCT:
Punt

LIST PRICE:
\$16,000 - \$17,300



TYPICALS WORKSTATIONS

teknion

USER ADJUSTABLE 03
EXPANSION CITYLINE

Layout Details

FOOTPRINT:
12'-3" x 20'-10"

PRODUCT:
Expansion Cityline

LIST PRICE:
Starting @ \$33,000
(does not include seating)



teknion

OPEN 01
EXPANSION CITYLINE

Layout Details

FOOTPRINT:
8'-6" x 15'-0"

PRODUCT:
Expansion Cityline

LIST PRICE:
Starting @ \$11,800
(does not include seating)



TYPICALS WORKSTATIONS

teknion

USER ADJUSTABLE 02
EXPANSION CITYLINE

Layout Details

FOOTPRINT:
12'-0" x 18'-0"

PRODUCT:
Expansion Cityline

LIST PRICE:
Starting @ \$35,750
(does not include seating)



FURNITURE SELECTION



Lobby



Open Work Areas



Executive Suite



Cafe



Collaboration



- 1 Quartz Floor
- 2 Stone Reception Desk
- 3 Lobby Couch
- 4 Lobby Chair
- 5 Wood Stairs
- 6 Aluminum Partition
- 7 Cafe Chair
- 8 Cafe Booth Seat
- 9 Cafe Booth Back
- 10 Cafe Table
- 11 Workstation Chair
- 12 Workstation
- 13 Wood Circulation Floor
- 14 Wall covering
- 15 Cloud Felt
- 16 Workstation Felt
- 17 Collaboration Sitting
- 18 Collaboration Backing
- 19 Collaboration Ottoman
- 20 Executive Chair
- 21 Executive Lounge Chair
- 22 Executive Couch
- 23 Glass Doors
- 24 Black Metal

REFERENCES



Case Studies

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<https://www.gensler.com/research-insight/gensler-research-institute/exploration-of-digital-collaboration?q=collaboration>
<https://www.archdaily.com/893455/toys-factory-schemata-architects>
<https://www.archdaily.com/788989/honestbee-office-wynk-collaborative>
<https://archpaper.com/2017/05/wellness-workplace-feature/>
<https://www.hok.com/uploads/2018/06/26/hok-forward-workplace-report.pdf>
<https://engage.ifma.org/HigherLogic/System/DownloadDocumentFile.ashx?DocumentFileKey=9fc4b22c-0cc2-48cb-9728-62e1a3d61cd0>
<https://eu.haworth.com/docs/default-source/white-papers/designing-for-focus-work.pdf?sfvrsn=6>

Client Analysis

<https://us.burberry.com/>
<https://www.referenceforbusiness.com/history2/22/Burberry-Ltd.html>
<https://www.grailed.com/drycleanonly/history-of-the-burberry-check>
<https://www.theitalianreve.com/burberry-9-points/>
<https://www.gq-magazine.co.uk/article/how-burberry-became-britains-most-important-brand>
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