

# PROGRAM ANALYSIS

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# GOAL STATEMENT

## ESSENTIAL PURPOSE

The purpose of this workplace is to create an environment that symbolizes the **exclusivity** and **elegance** that represents Hermès, where a diverse community of workers can **grow** equally. This office is designed for workers to be able to **engage**, create small **communities** and to have their own **privacy**, if desired, by creating flexible spaces. This workplace will be a space that celebrates the **values** of the company and the **well-being** of the employees in order to boost moral in the workplace.

## MAIN GOAL

Hermès is a brand rich in **tradition** that celebrates **innovation** and their love for **craftsmanship**.

The main goal for this workplace is to design a revolutionary space dedicated to the employees and their **well-being**. A space where the users are the main concern of the design while reinforcing the history and **culture** of the brand. One that allows the workers to **interact** with each other and possible clients. Where they can grow professionally with the brand while still being able to take care of their mental and physical health.





# DOMINANT FEATURES

The workplace will be mainly public spaces on the first level and the more private ones on the second one. One of the ideas is to create a level exclusively for the executive suite that represents the hierarchy of the organization and at the same time will be available to the employees. Another important feature that will represent the brand is by exposing the structure as a celebration to craftsmanship and make the columns an important architectural fixture. The workplace will count with a big staircase that will serve as a connection of the two levels, create well-being by making people exercise and to use it as a point to create small communities. The workplace will also feature history facts of the brand and its values throughout their public spaces, such as the café, lobby and waiting area, corridors, etc. It will count with a daycare to allow equal amount of men and women workers and support their needs. All that while using the highest amount possible of sustainable materials.



# CRUCIAL ASPECTS

In order to achieve a successful workplace for Hermès, the design and architecture fixtures have to speak to the **grandeur** that this luxurious brand represents, while in harmony with its surroundings. It will be space rich in **history** throughout the whole workplace to create a connection with the employee and give the sense of being part of a big family, while at the same time offers specific work spaces that will define **hierarchy**. It will take advantage of the amount of **daylight** that goes into the building and the view in order to encourage well-being and bring people closer to nature, and it will also challenge the **structure** in order to create a mix of flexible, private, and quiet spaces.

Reception and Waiting  
Area:

Capacity: 1  
Quantity: 1  
Area: 220 NSF

Product Display:

Quantity: 1  
Area: 60 NSF

LOBBY  
280 NSF

First impression of the company. Room that welcomes public from the outside to the inside of the workplace.

Receptionist is in charge of answering incoming calls, scheduling appointments and meetings, greeting visitors, and answer questions to guests. Waiting area is a large space where guest sits until event or appointment begins.

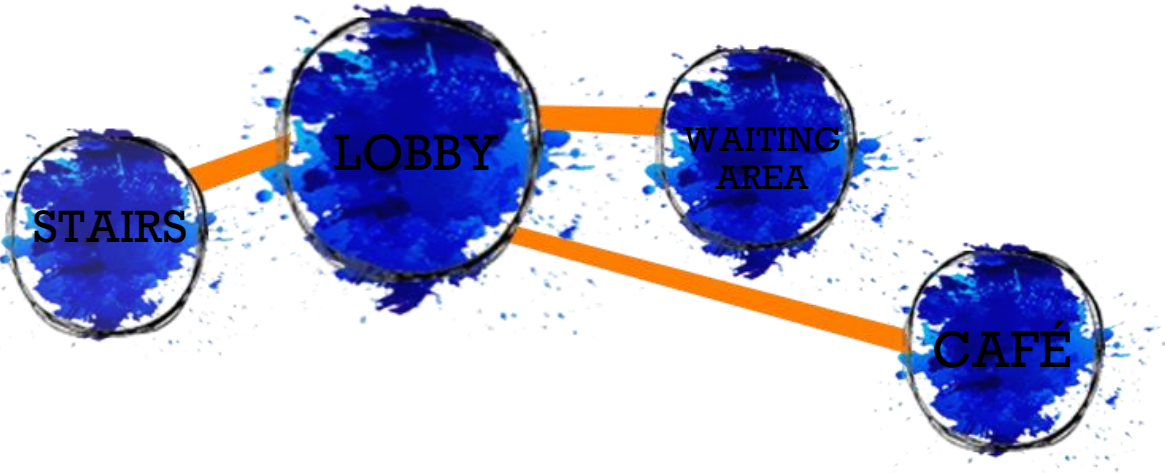
An interactive way to display the brand’s most desirable products and show the guests why Hermès is one of the most iconic brands until now.

Needs:

Proximity to restrooms, stairs, elevators, and café to offer guests while waiting. Acoustical privacy and task lighting for the receptionist to be able to perform her work.

FF&E:

Desk, long and personal couches, coffee and side tables, water and coffee station, outlets, lamps, phone, computer.





# IT

## 612 NSF

In charge of the day-to-day functioning of a company's computer network including organizing, installing, and supporting computer systems, networks, and other data communication systems.



### Workspace:

#### Office:

Capacity: 1  
Quantity: 1  
Area: 150 NSF

A room used as a place for commercial, professional, or bureaucratic work.

#### Workstation:

Capacity: 1  
Quantity: 3  
Area: 108 NSF

Desktop computer terminal

### FF&E:

File cabinets, desks, chairs, couch, coffee and water area, outlets, TV's, computers, lamps, phone.

### Support:

#### 3-Drawer Lateral Files:

Quantity: 2  
Area: 18 NSF

Cabinets for storage

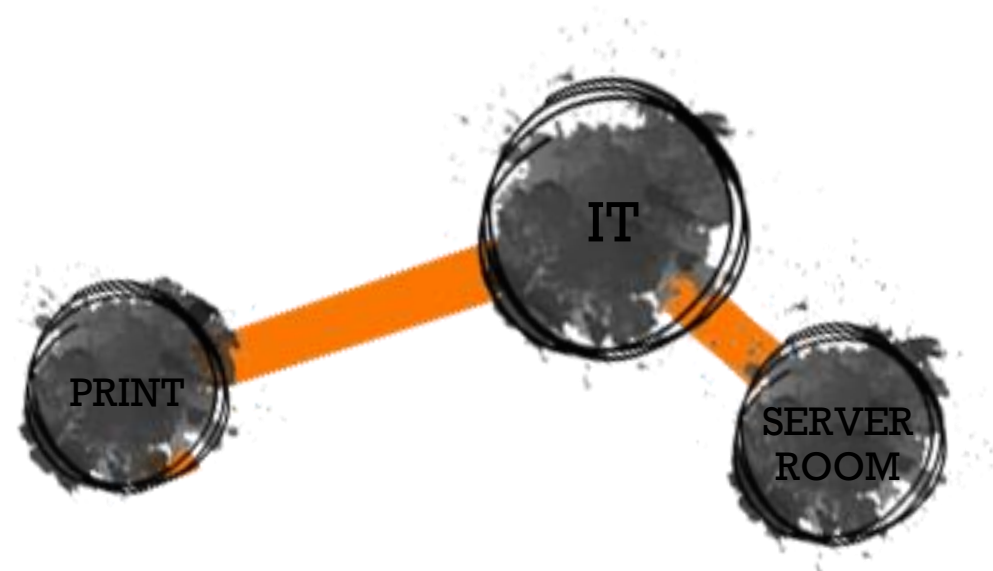
#### Computer Maintenance Room:

Capacity: 6  
Quantity: 1  
Area: 336 NSF

Space where personal keeps computers in good state of repair.

### Needs:

Space that can be easily reached by employees with the right amount of acoustic privacy. Task lighting.



**Support:**  
**3-Drawer Lateral Files:**

Quantity: 6  
Area: 54 NSF

Cabinets for storage.

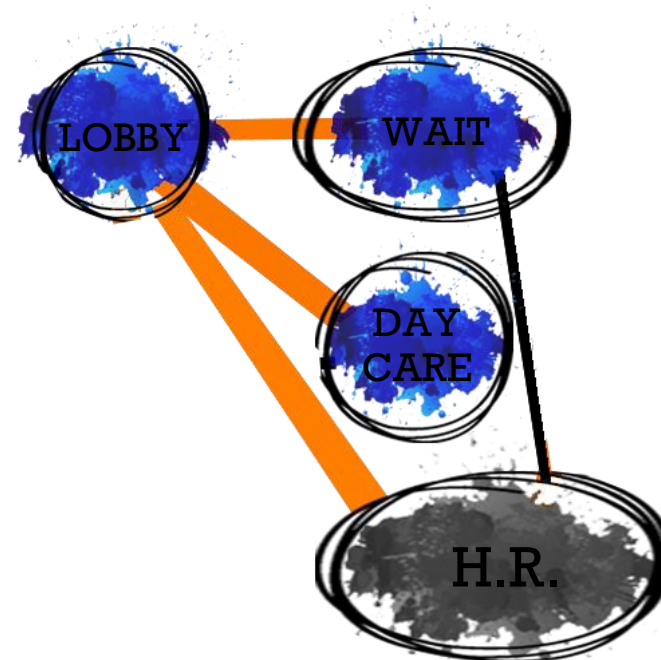
**Mother's Room:**

Capacity 1  
Quantity: 1  
Area: 100 NSF

Private space where a nursing mother can use a breast pump.

**Needs:**

Preferable to be located on the first level. Space easy for employees and possible new employees to find. Close to daycare area.



**Workspace:**

**Office:**

Capacity 1  
Quantity: 1  
Area: 150 NSF

A room used as a place for commercial, professional, or bureaucratic work.

**Workstation:**

Capacity 1  
Quantity: 3  
Area: 36 NSF

Desktop computer terminal.

**FF&E:**

Desks, long and personal couches, workstation, TV, phone, file cabinets, nursing chair, refrigerator, water station.

# H.R.

## 340 NSF

Human resource management is the strategic approach to the effective management of people in an organization, so that they help the business gain a competitive advantage.



# EXECUTIVE SUITE

## 900 NSF

Collection of offices, rooms, or suit used by the top managers of a business or the executives.

### Workspace:

#### Executive Office:

Capacity 1  
Quantity: 2  
Area: 834 NSF

Used by the top managers as a place for commercial and professional work.

#### Workstation:

Capacity 1  
Quantity: 1  
Area: 48 NSF

Desktop computer terminal for executive assistant.

### FF&E:

File cabinets, desks, chairs, couch, coffee and water area, outlets, TV's, computers, lamps, mini fridge.

### Support:

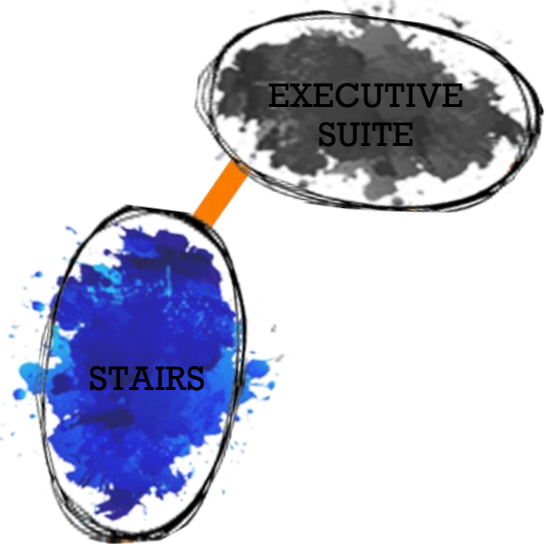
#### 3-Drawer Lateral Files:

Quantity: 2  
Area: 18 NSF

Cabinets for storage.

### Needs:

Space reachable to clients and employees that defines hierarchy. Natural light, task lighting, comfortable furniture, acoustic privacy.



# ACCOUNTING

**Support:**

**3-Drawer Lateral Files:**

Quantity: 6  
Area: 54 NSF  
Cabinets for storage.

**Storage Room:**

Quantity: 1  
Area: 120 NSF  
Where furniture can be stored.

**Safe Room:**

Quantity: 1  
Area: 100 NSF  
Provides a safe shelter, or hiding place.

**Needs:**

Acoustical privacy. Proximity to Sales, Marketing, Operations, Purchasing, and Quality Control areas. Task lighting.

**Workspace:**

**Office:**

Capacity 1  
Quantity: 1  
Area: 150 NSF

A room used as a place for commercial, professional, or bureaucratic work.

**Workstation:**

Capacity 1  
Quantity: 6  
Area: 216 NSF  
Desktop computer terminal.

**FF&E:**

Desk, long and personal couches, coffee and side tables, water and coffee station, outlets, lamps, phone, computer, daybed, mini fridge, pantry.

**604 NSF**

Prepare and examine financial records. They make sure that records are accurate and that taxes are paid properly and on time.





# OPERATIONS

## 501 NSF

It is the administration of business practices to create the highest level of efficiency possible within an organization. It is concerned with converting materials and labor into goods and services as efficiently as possible to maximize the profit of an organization.

### Workspace:

#### Office:

Capacity 1  
Quantity: 1  
Area: 150 NSF

A room used as a place for commercial, professional, or bureaucratic work.

#### Workstation:

Capacity 1  
Quantity: 8  
Area: 288 NSF  
Desktop computer terminal

### Hoteling:

Capacity 2  
Quantity: 2  
Area: 36 NSF

Short-term provision of office space to a temporary worker.

### Support

#### 3-Drawer Lateral Files:

Quantity: 3  
Area: 27 NSF

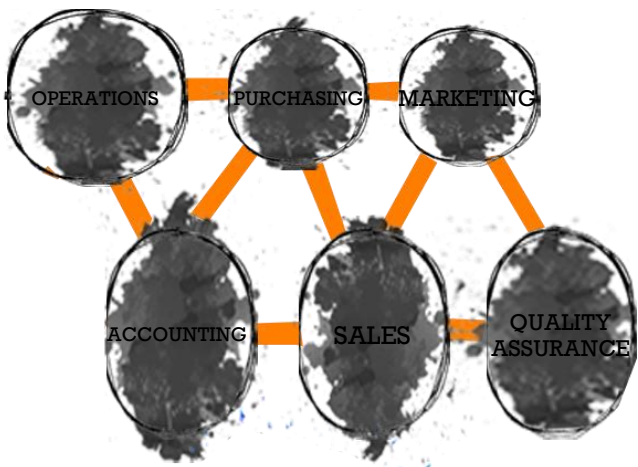
Cabinets for storage

### FF&E:

File cabinets, desks, chairs, couch, coffee and water area, outlets, TV's, computers, lamps, boards, long table.

### Needs:

Private spaces as well as spaces use to work in communities. Proximity to Marketing, Sales, Purchasing, and Quality Control. Acoustic privacy.



# QUALITY ASSURANCE

## Support:

### 3-Drawer Lateral Files:

Quantity: 1  
Area: 9 NSF  
Cabinets for storage.

## Workspace:

### Workstation:

Capacity 1  
Quantity: 4  
Area: 192 NSF  
Desktop computer terminal.

## 201 NSF

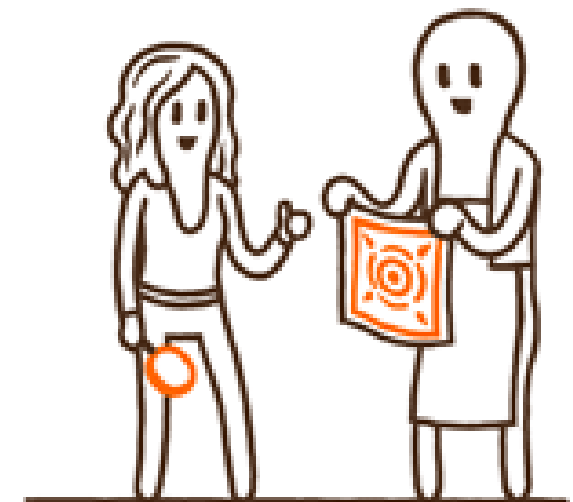
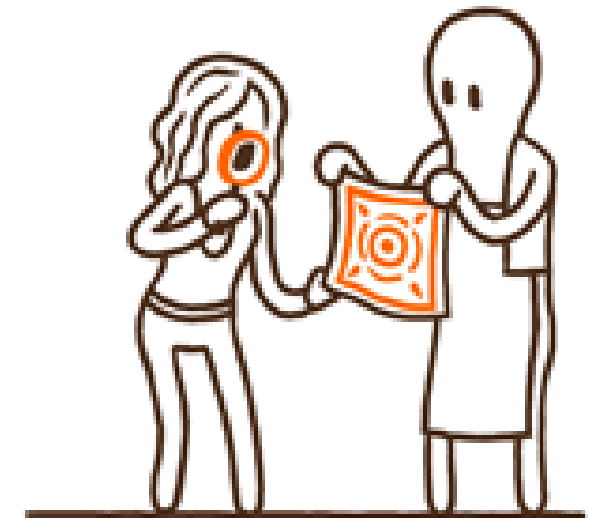
Quality assurance managers play a crucial role in business by ensuring that products meet certain thresholds of acceptability. They plan, direct or coordinate quality assurance programs and formulate quality control policies.

## Needs:

Acoustical and some visual privacy. More task than natural lighting. Proximity to Purchasing, Operations, Sales, and Marketing.

## FF&E:

Desks, computers, lamps, chairs, workstations, cabinets, screen, outlets, water and coffee station.



# PURCHASING

## 414 NSF

Purchasing is the organized acquisition of goods and services on behalf of the buying entity. Purchasing activities are needed to ensure that needed items are obtained in a timely manner and at a reasonable cost. A purchasing department is especially necessary in a manufacturing business, where large amounts of raw materials and components must be obtained on a recurring basis.

### Workspace:

#### Workstation:

Capacity 1  
Quantity 7  
Area 336 NSF  
Desktop computer terminal.

### Support

#### 3-Drawer Lateral Files:

Quantity 2  
Area 18 NSF

Cabinets for storage

#### Collaboration Area:

Capacity 4  
Quantity 1  
Area 60 NSF

Place for people to work together toward a common goal.

### FF&E:

File cabinets, desks, chairs, couch, coffee and water area, outlets, screen, board, computers, lamps, phone, long tables, workstation.

### Needs:

Good lighting, could be natural and task light. Easy access to phone and computers, and space for collaboration.





# MARKETING

## Support:

### 3-Drawer Lateral Files:

Quantity: 1  
Area: 9 NSF  
Cabinets for storage.

### Photo Studio:

Quantity: 1  
Area: 80 NSF  
Take, develop and print photographs

### Print & Collating Area:

Quantity: 1  
Area: 100 NSF  
Print and arrange pages in a specific order.

## Needs:

Acoustic privacy. Visual privacy from the public area. Dark space for photo studio. Flexibility to have private spaces, as well as space for groups and presentations.

## Workspace:

### Office:

Capacity 1  
Quantity: 1  
Area: 150 NSF

A room used as a place for commercial, professional, or bureaucratic work.

### Workstation:

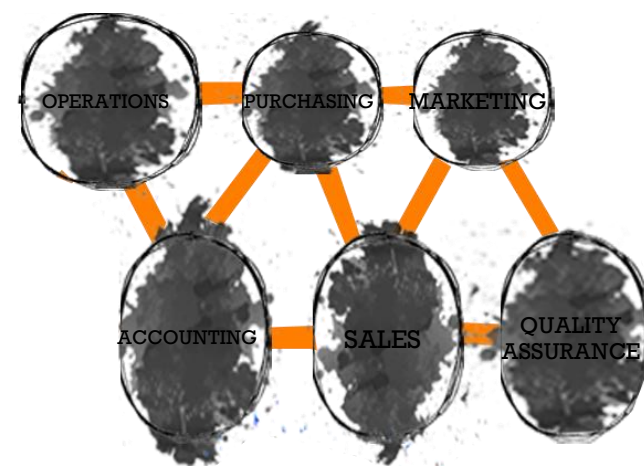
Capacity 1  
Quantity: 5  
Area: 240 NSF  
Desktop computer terminal.

## FF&E:

Desks, chairs, couches, workstation, cabinets, water station, outlets, computers, printers, scanners, task lighting, screens, cameras, backgrounds.

# 579 NSF

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment.



# SALES

## 858 NSF

A sales department is the direct link between a company's product or service and its customers. It also advises the marketing department based on its feedback with customers and focuses on customer contact to drive sales.

### Workspace:

#### Office:

Capacity 1  
Quantity 1  
Area 150 NSF

A room used as a place for commercial, professional, or bureaucratic work.

#### Workstation 2 & 3:

Capacity 4 14  
Quantity 4 14  
Area 144 NSF 336 NSF

Desktop computer terminal

### FF&E:

File cabinets, desks, chairs, couches, coffee and water area, outlets, TV's, computers, lamps, workstation, long tables, phone,

### Support

#### 3-Drawer Lateral Files:

Quantity 2  
Area 18 NSF  
Cabinets for storage

#### Collaboration Area:

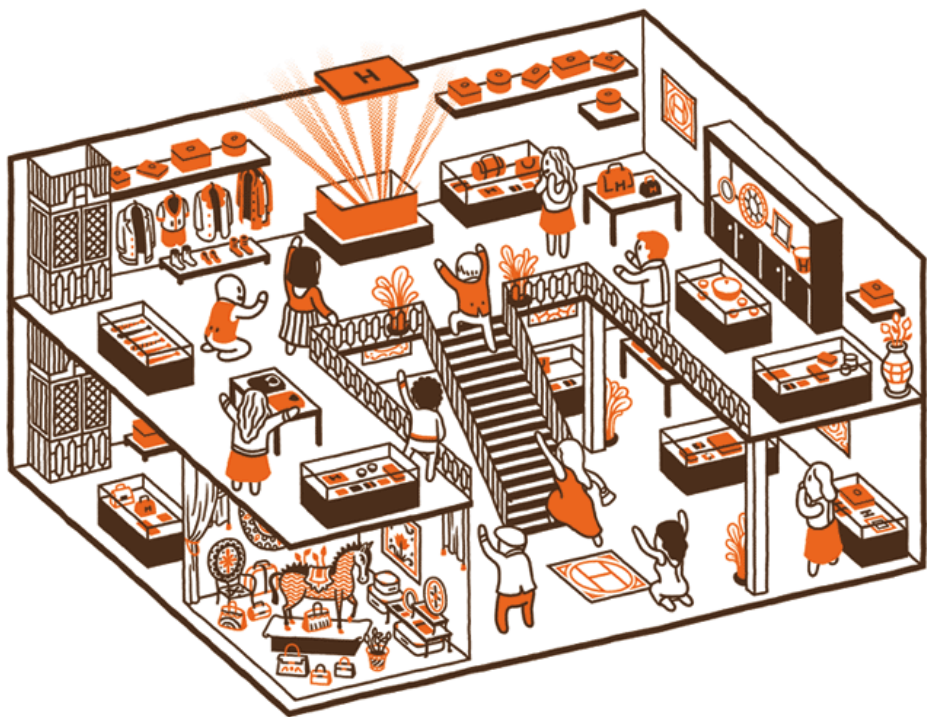
Capacity 4  
Quantity 1  
Area 60 NSF  
Place for people to work together towards common goal.

#### Hoteling:

Capacity 2  
Quantity 2  
Area 36 NSF  
Short-term provision of office space to temporary worker.

### Needs:

Acoustical privacy. Private spaces, as well as spaces to work in collaboration. Proximity to Marketing department.



# CAFÉ

## 900 NSF

Space to eat, drink and socialize.



### Purpose:

Promotes well-being by keeping employees and visitors hydrated and nourish. Creates communities, and serves as a space to disconnect.

### FF&E:

Tables, chairs, couches, coffee tables, microwaves, outlets, water and coffee station, pantry.

# DAYCARE

## 700 NSF

daytime care for the needs of children.

### FF&E:

Tables, chairs, couches, TV's, boards, playhouse, water station.

### PURPOSE:

Promote the value of the company called "women and men", which supports both genders to growth equally, by giving a space to their children for employees to be able to keep growing professionally.



### Purpose:

Give the employee extreme privacy.

### FF&E:

Desk, chair, lamp, phone, outlet.

## 20 NSF

Room designed for one person to answer private calls.

# PHONE BOOTH



# STORAGE ROOM

**120 NSF**

Furniture is stored.

**FF&E:**

Shelves.

**PURPOSE:**

To storage or hide furniture that is not being used. This allows spaces to have more flexibility.



# HUDDLE ROOM

**Purpose:**

Provide privacy.

**FF&E:**

Table, chairs, screen, outlets.

**200 NSF**

Small and private meeting area.

# FOCUS ROOM

**160 NSF**

Market research method that brings together 6-10 people in a room to provide feedback regarding a product

**FF&E:**

Desks, tables, chairs, outlets, screens, water station.

**PURPOSE:**

Be able to give clients an outstanding product based on real opinions.



# COLLABORATION

## Purpose:

Promote well-being by creating small communities. This will improve creativity and boost moral.

## FF&E:

Table, couches, chairs, outlets.

120 NSF

Space that allows workers to collaborate with using devices that are wireless, real-time annotation and file sharing

# CONFERENCE ROOM

480 NSF

Provided for large singular events such as business conferences.

## FF&E:

Long tables, screen, board, desk, chair, outlets.

## PURPOSE:

Promotes acoustic and visual privacy.

# CONFERENCE ROOM

## Purpose:

Promoted acoustic and visual privacy.

## FF&E:

Table, chairs, water and coffee station, outlets, screen, board, lamp.

300 NSF

Provided for smaller events such as meetings.

# PRINT AREA

**100 NSF**

Where printing takes place.

**FF&E:**

Computers, printers, scanners.

**PURPOSE:**

Creates well-being by having the employees walking to the space. Creates communities.



**Purpose:**

Promotes technology and innovation.

# SERVER ROOM

**FF&E:**

Desks, chair, computers, outlets.

**180 NSF**

Room devotes to the continuous operation of computer servers.

# HISTORY DISPLAY



Display of the history, most important facts, and values of the company throughout the public spaces of the building.

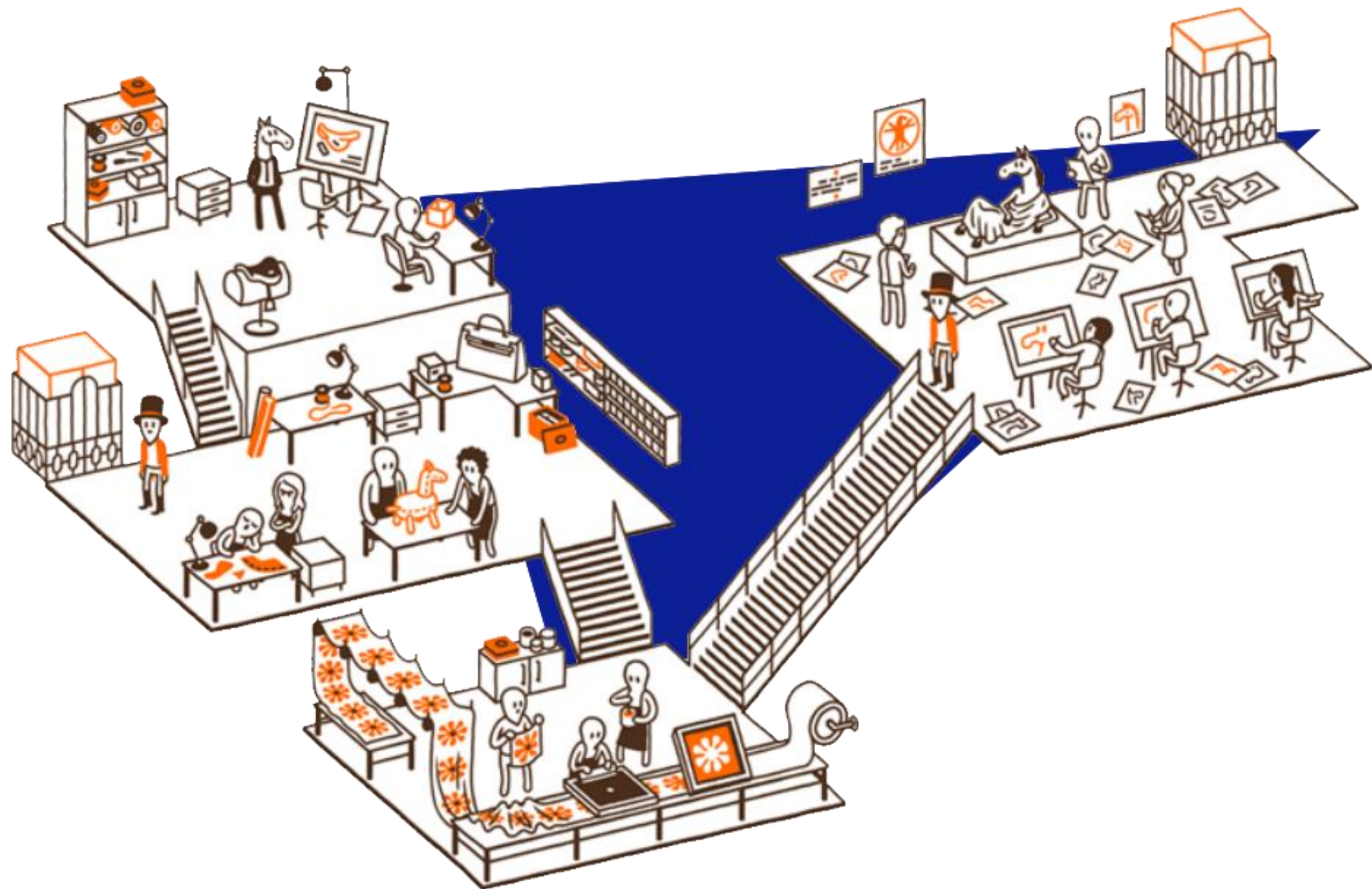
**FF&E:**

Screens, boards.

**PURPOSE:**

Promote the values of the company. use both visual and cultural branding in order to boost moral in the workplace.





# ADJACENCY DIAGRAMS

# FIRST LEVEL

The public spaces of the workplace will be situated on the first level (or second floor of building). However, some private spaces will also be located on this level since they should be reachable to employees and guests visiting the workplace.

## PUBLIC VS. PRIVATE:



Public Areas



Private Areas

## PRIMARY VS. SECONDARY:



Primary Connection

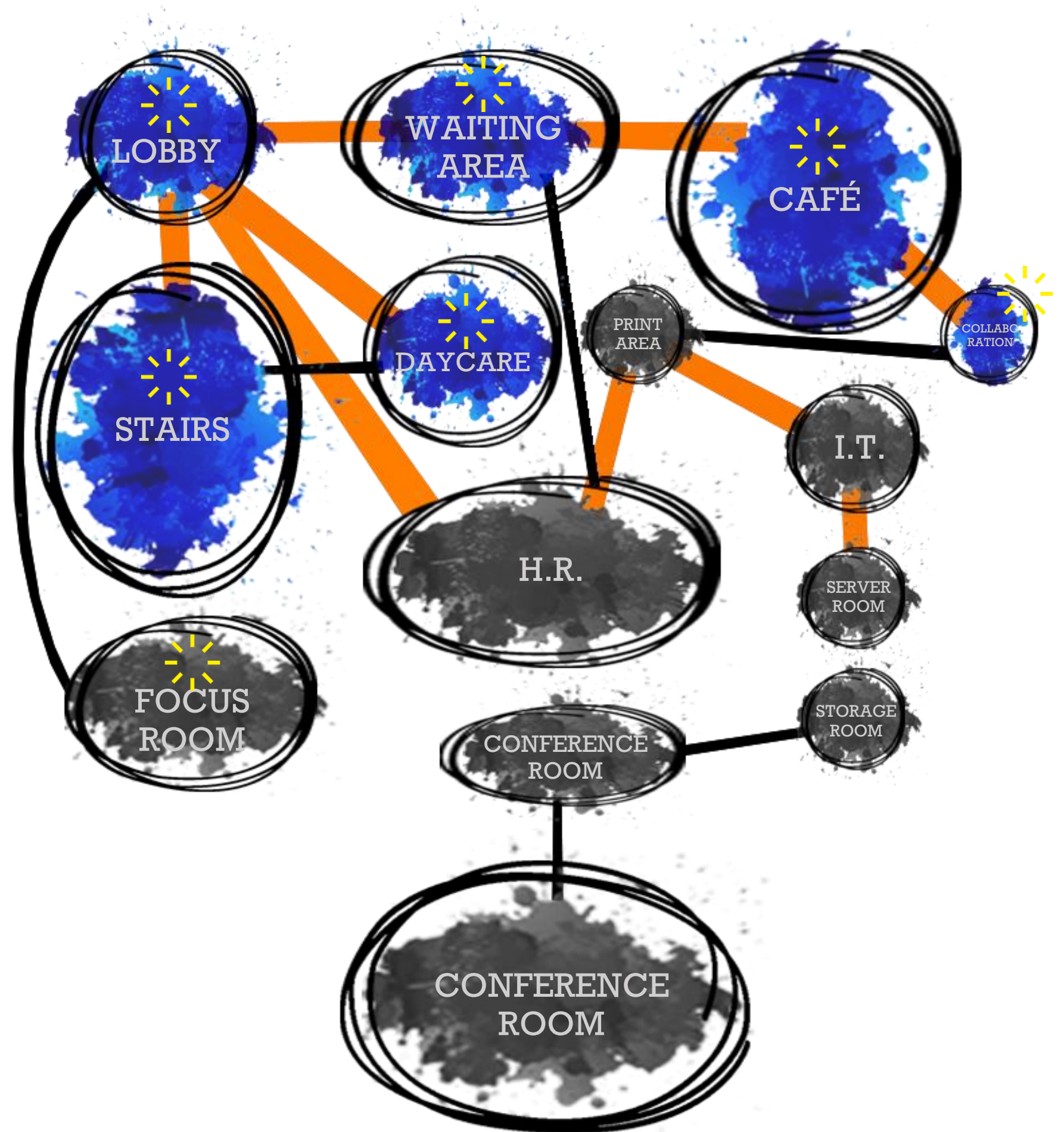


Secondary Connection

## LIGHT:



Natural Light





# SECOND LEVEL

The second level (or third floor of building) will consist in the most private areas of the workplace. Spaces that will needs more acoustic and visual privacy and they will have primary connection depending on the departments and how much support they need from each other.

## PUBLIC VS. PRIVATE:

Public Areas



Private Areas



## PRIMARY VS. SECONDARY:

Primary Connection

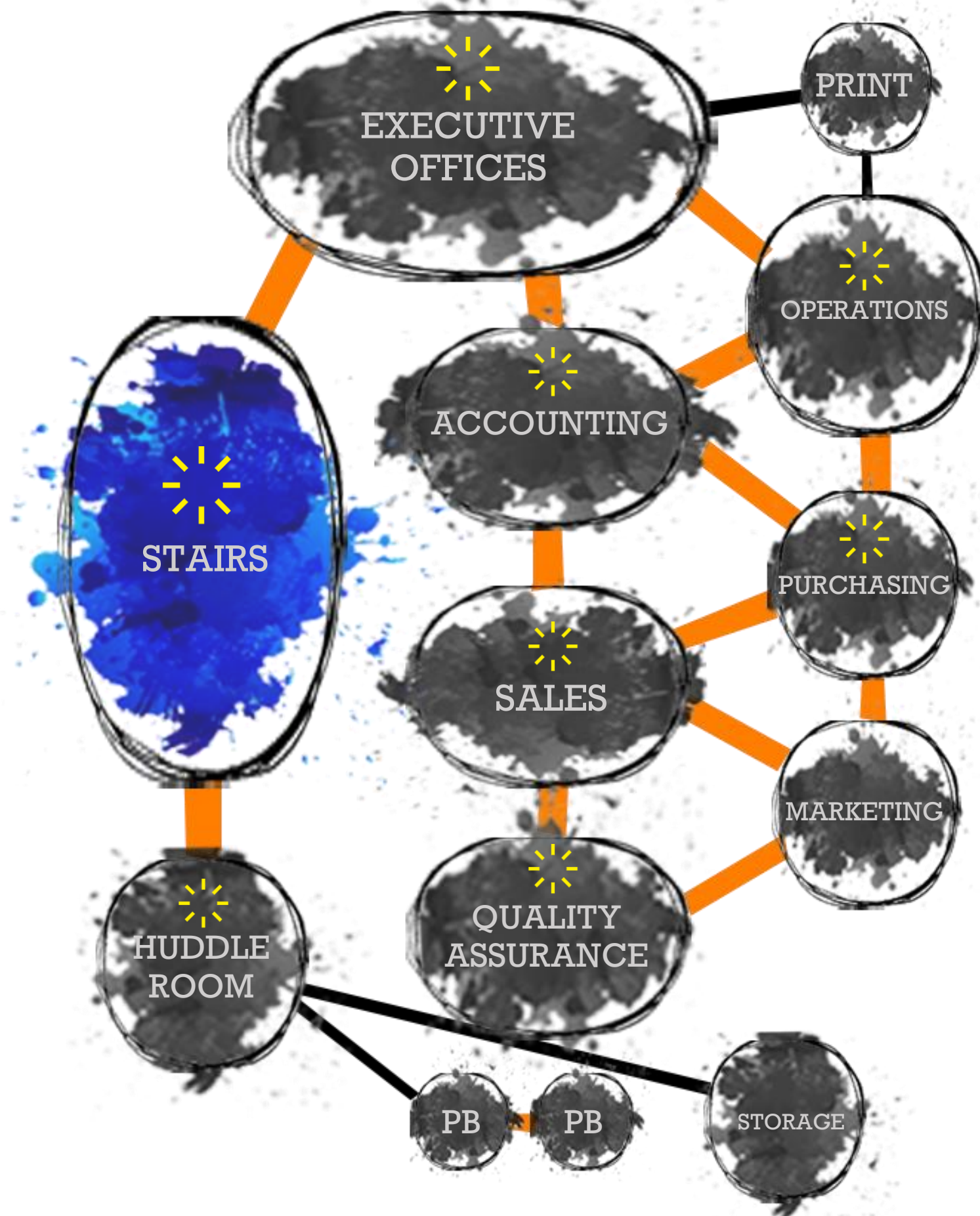


Secondary Connection



## LIGHT:

Natural Light





# DESIGN GUIDELINES



- 1 The main goal for the design is to promote well-being since it has been proven that increases productivity and motivation. It will be achieved by having water stations mostly everywhere, allowance of sunlight, and creating an inviting set of stairs.
- 2 Sense of community will be allowed thank to the amount of workstations, collaborative spaces, and support spaces such as the café.
- 3 History of the brand will be displayed throughout the most public areas of the workplace, so new employees and guests can understand the values and traditions of the brand.
- 4 Space for daycare will be one of the special features of the workplace. It will allow new parents to keep growing in the professional aspect while still taking care of their lives outside work. This will also reinforce one of the most important values of the companies called "Women and Men".
- 5 Give hierarchy to the Executive Offices by making it visually accessible to everybody and creating an extra level.

ThomasVieilli.fr

Wikipedia.com

AccountingTools.com

NounProject.com

ConnectingElements.com

Bizfluent.com

SmallBusiness.com

Irrpubic.edu.au

Shopify.com

LovePik.com

KissPng.com



# SOURCES