



# MIDTERM

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# WORK-PLACE

Location where someone works for his or her employer. For industrialized societies, the workplace is one of the most important social spaces other than the home, constituting "a central concept for several entities: the worker and its family, the employing organization, the customers of the organization, and the society as a whole."

## KEYS TO PRODUCTIVE AND ENGAGED EMPLOYEES

### Well-Being Individual



Positive, healthy stage where one flourishes mentally and physically.

#### Subcategories

- ▶ Technology: Air quality, water access, light, comfort.
- ▶ Body and Mind.

### Flexibility Community



Variety of spaces that offer opportunities for different kinds of collaboration and privacy.

#### Subcategories

- ▶ Visual privacy
- ▶ Acoustic privacy
- ▶ Private | Semi Private | Public

### Branding Company



The mission, goals, and values of a company as well as the logo and colors of the brand.

#### Subcategories

- ▶ Visual Branding
- ▶ Cultural Branding

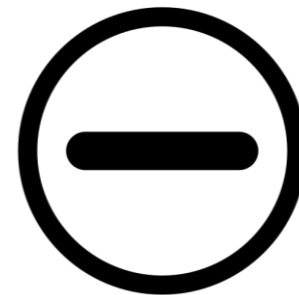


# MAINTAINING THESE FACTORS WILL LEAD TO



61%

Reduced medical costs.



78%

Reduced absenteeism.



80%

Increased productivity.



# WELLBEING

## The Ministry

Bars, kitchen, and restaurant provides water to workers.

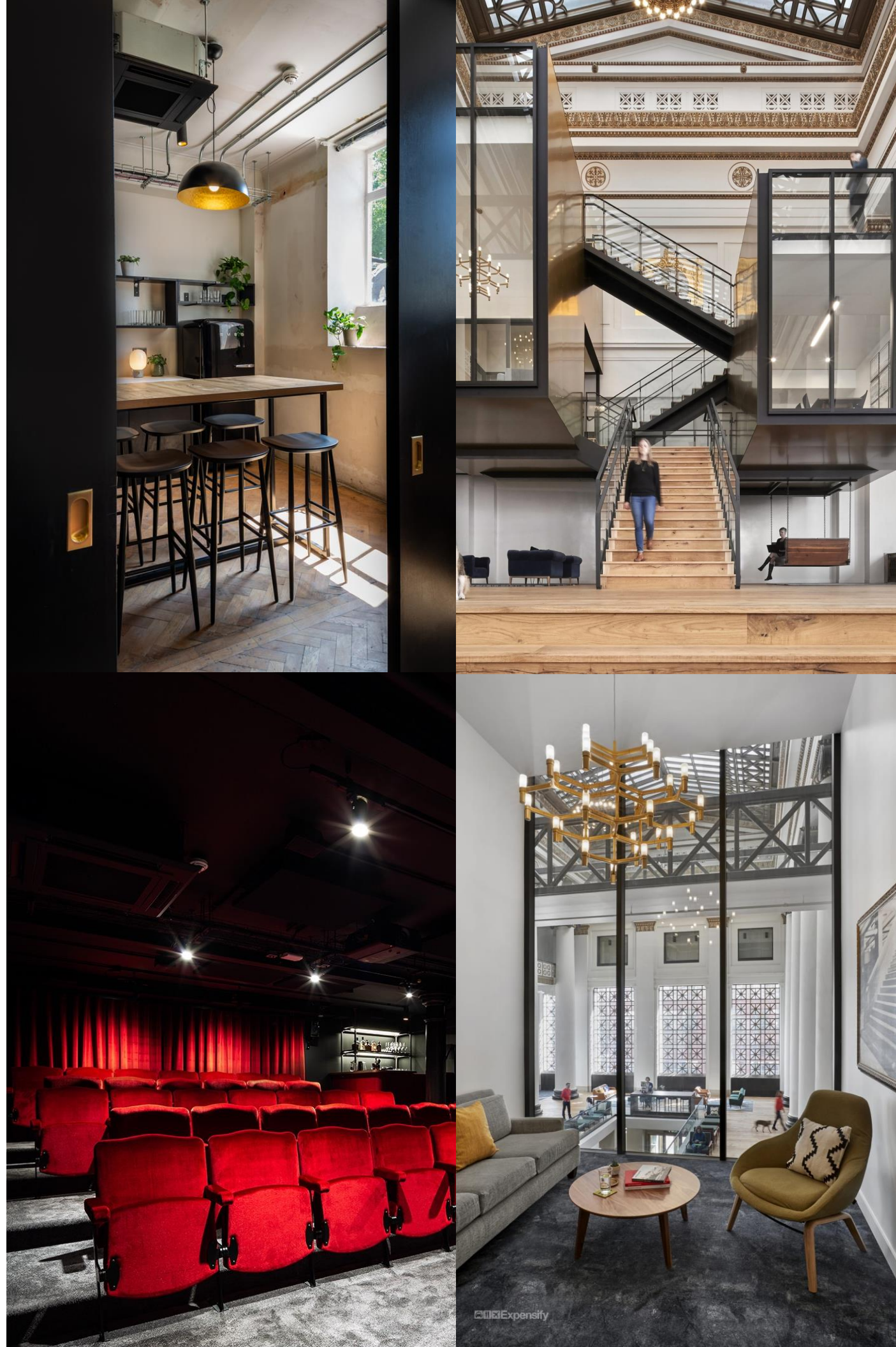
Workplace seems to be well illuminated with lots of windows that allow natural light inside the working space.

The furniture picked for the workplace is soft, and manageable to be moved.

Gym and showers.

Stairs that promotes workers to walk up and down the building.

Cinema and resting areas allow workers to relax in between long work sessions.



## Expensify

Central stairs that promote their use.

Unassigned seating that encourages movements within the work spaces.

Kitchen with on-tap kombucha.

Swinging chaise to recline comfortably while working.

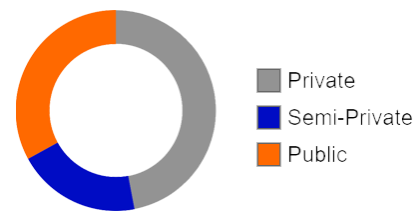
Alongside the 41-foot long communal table, a TV is displayed with live-feed of the San Francisco office. Keeping colleagues connected at all times.

Large feeling of community.



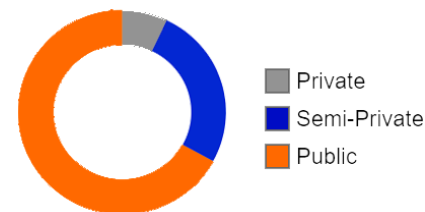


# FLEXIBILITY



## The Ministry

Different sizes of tables.  
 Spaces such lounges, kitchen area, bar, restaurant, ,  
 outside area, booths. All promote flexibility for the  
 worker to find a different spot depending on needs.  
 Chairs with wheels make space more flexible for  
 workers to move from desk to desk.



## Expensify

Flexibility to choose work area depending on workers'  
 mood and needs.  
 The steel structure in the middle has work spaces below,  
 inside, and on top.  
 Although the employees do not have their own  
 territory, they have flexibility to choose whether they  
 want to collaborate. Or sit away from noise.  
 Technology supports their mobility within the spaces.

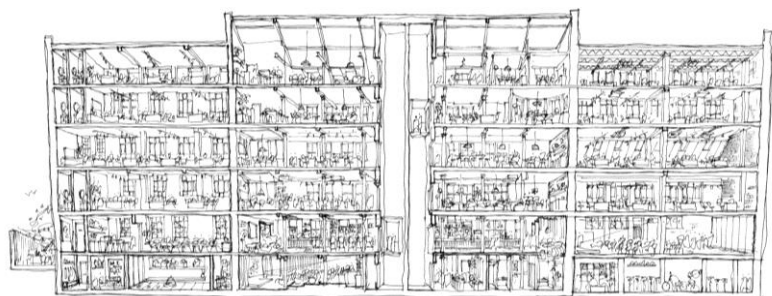


## The Ministry

They used their part of the brand they are known for (nightlife) to design the workspace. This can be appreciated in the selection of materials, lighting fixtures, and spaces such as bars, and margaritas' station inside the bathrooms. With the design, they are telling their clients they are a fun brand to work with.

Big part of their branding is to be creative since they share spaces meant for music, art, fashion, etc., so they included spaces that promote well-being that later will improve their creativity.

The Ministry wanted the space to have an "apartment feeling", so people will feel at home.

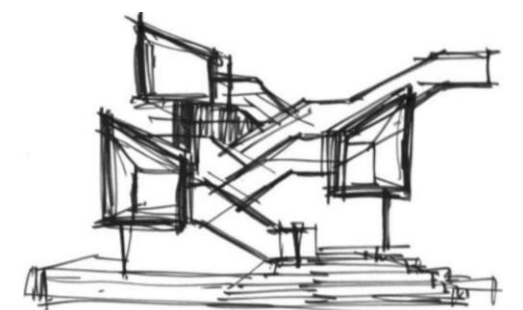


# BRANDING

## Expensify

They use their company's culture as branding with their "choose your own adventure" seating concept.

Their business focuses on financial software, and the architecture and design of this 100-year-old bank has a very strong feel of being at a financial institution with vaulted ceilings, massive classical columns, while integrating modern design that is also reflected in their modern workplace culture.





# CONCLUSION + GUIDELINES

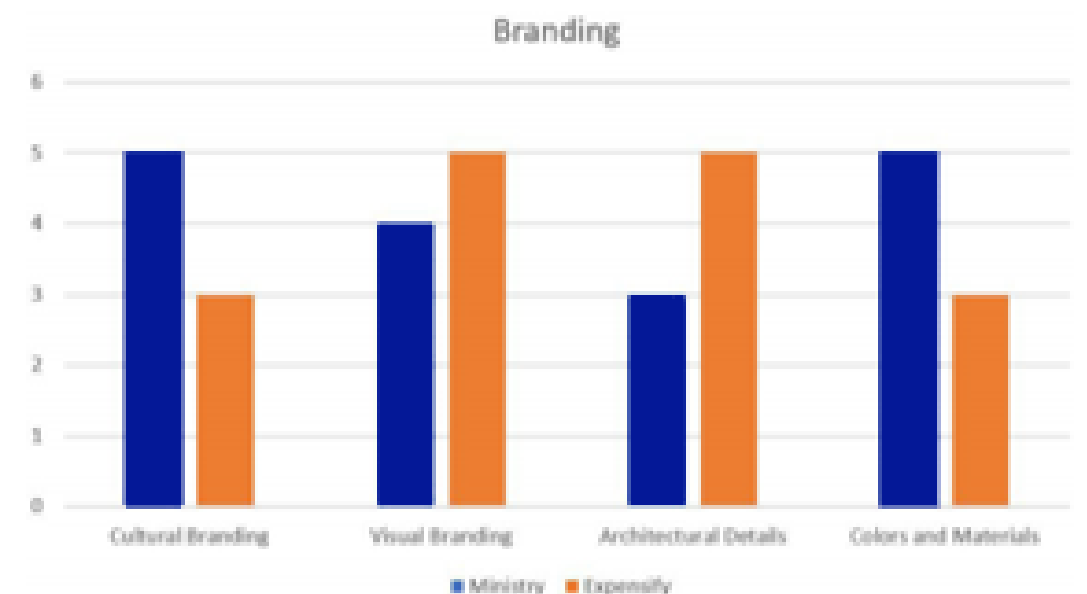
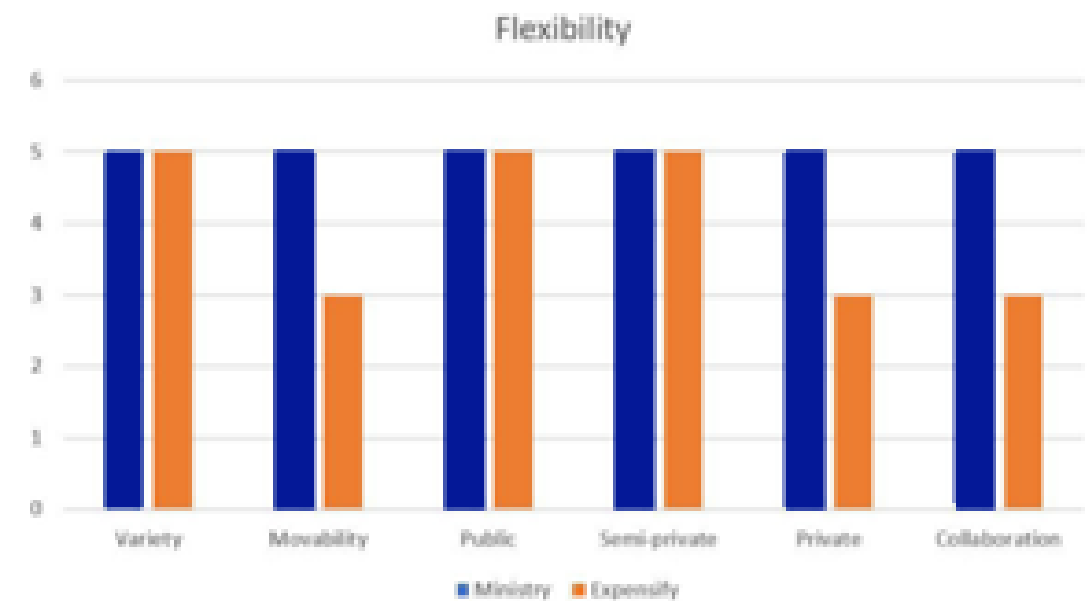
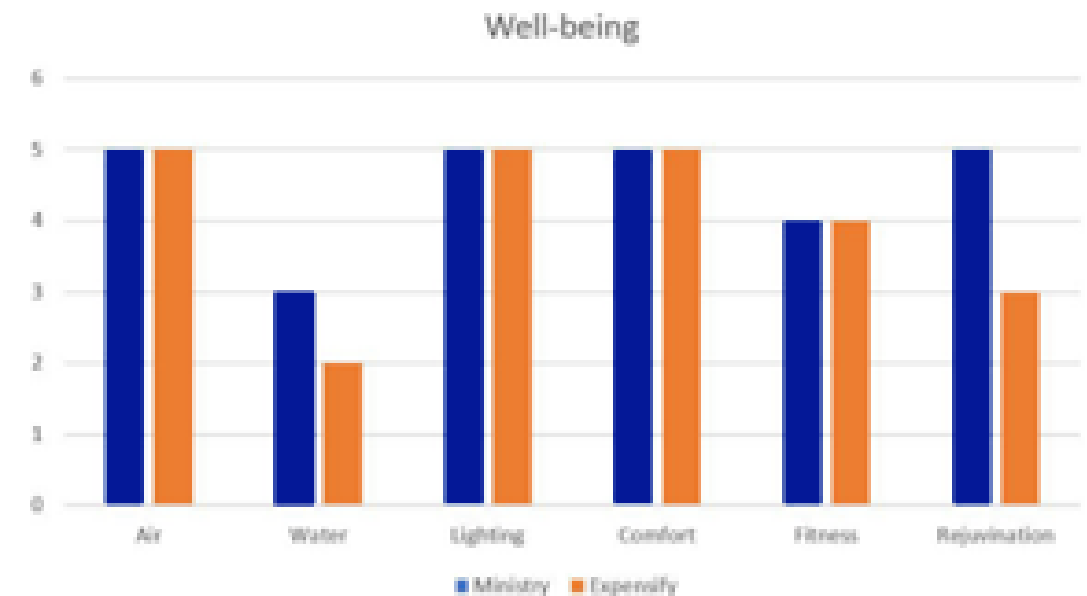
## The Ministry

27/30 Well-being  
30/30 Flexibility  
17/20 Branding

## Expensify

24/30 Well-being  
24/30 Flexibility  
16/20 Branding

- ▶ Include and promote opportunities for employees to be active.
- ▶ Choose ergonomic furniture.
- ▶ Include spaces in the workplace that will help users disconnect from their tasks.
- ▶ Create opportunities that provide collaboration and privacy through the fluidity and movability of the space.
- ▶ Workplace should use both visual and cultural branding throughout in order to boost moral in the workplace.



| HERMÈS |







# HERMÈS

THE MAGIC BOX

## WHO ARE THEY?

Hermès is a French **high fashion luxury** house steeped in history and **tradition** that celebrates craftsmanship. Family-owned for six generations, the label is a symbol of **class** worldwide.

Since the beginning of the company, the name was associated with only the **elite** and **upper class** Europeans, and later on became the favorite brand for the **royalty**.

They are dedicated to create the **finest** jewelry, watches, fragrances, shoes, bags, scarves, and equestrian products.

Hermès is more than just an orange box.

Hermès is **exclusivity**, a statement of natural **elegance**.

Hermès is fashion **fit for the Gods and worn by the bourgeoisie**.



# HISTORY

Thierry Hermès first established a harness workshop in the Grands Boulevards quarter of Paris, dedicated to serving **European noblemen**.

1837

Hermès's son, Charles-Emile, took over management and moved the shop to 24 rue du Faubourg Saint-Honore", and started selling his products **retail**.

1855

The high quality wrought harnesses and bridles crafted by Hermès gain recognition. Winning several **awards** including the First Class Medal of the Exposition in Paris.

1880

Hermès introduce the first leather golf jacket with a zipper, crafted for the Prince of Wales. The zipper became known as the "**Hermès fastener**".

1918

First leather **handbags** are introduced together with first **women's couture** apparel collection.

1922

1935

Launch of one of their most recognizable original goods, the **Kelly Bag**.







Painter Alfred de Dreux created the logo, a Duc carriage with a horse, and they create the iconic orange box.

Axel Dumas, is named CEO of the company and remains in position today.

1937

Hermès introduces the silk scarf.

1950

1994

Hermès receives the packaging Oscar for its folding orange boxes.

2012

# FUN FACTS

Hermès sells one silk scarf every **20** seconds.

The Birkin Bag has the longest waiting list, reported to be around **6** years.

There are around **300** exclusive Hermès stores around the globe.

Hermès makes around **5** billion Euros per year.



# VALUES

## THE PLANET

Hermès endeavors to exalt, in twenty or so métiers, the most beautiful materials offered by nature. Their artisans' skillful hands respect leather, silk, fabric, wood, crystal and precious metals. To preserve, optimize, revalue and draw...  
Their duty is to **achieve the sustainable use of these resources.**

## WOMEN AND MEN

Hermès employs 13,500 men and women, including 4,500 craftspeople, who form the first métier of the house. This land of hand changes and hires nonstop. To train, pass on, develop, ensure well-being, health and solidarity...  
Their ambition is to **stimulate the personal growth of everyone involved.**

## THE COMMUNITIES

Hermès owns 41 of its 52 manufactures in France and more than 300 stores around the world. Their proximity with suppliers, partners and territories is cultivated in the field. To fertilize, mesh, renovate and be committed...  
Their role, as an environment-friendly company, is to **build sustainable ties.**





# DESIGN GUIDELINES



Preference for sustainable materials that celebrate nature and their beliefs as a company.

Allow natural light as a representation of the connection between the gods and the brand.

Use of color orange that represents the brand and add an accent color for contrast.

Keep a traditional design and add the sense of modernity and innovation that represent the brand.

Since they believe in the community, create spaces that allow for workers to gather together and grow not only as an individual, but also as a team.



# SPATIAL IDEA GENERATION

## About the model...

My model represents the concept behind the overall design of the workplace, and also the materials that would be used throughout the space.

It represents how the world of Hermes is something out of the ordinary. It is the feeling people get when they get one of their products. It is a parallel world with spaces hanging. Following a tradition but innovation at the same time.

The materials are represented by the travertine stone used for the Corinthian columns to represent a Greek temple, and the glass and metal to represent a more modern side. By mixing these contrasting materials, the purpose is to show how Hermes may look like a traditional brand, but inside there is modernity since they were the ones that started many designs.





# SPRING SUMMER 2004

## Movement

Movement plays a big role in these ads. It can be found in the way the scarf is floating, the balloons, and girl's hair.

## Orange Box

The collection is called "The magic Box" and in the corner of each ad, the orange box can be appreciate it. Showing a magical world inside one of their boxes.

## Whimsical

The magical elements and the name of the ad, makes this collection sort of "out of this world". A parallel world happening once you buy Hermes..

## Geometric Shapes

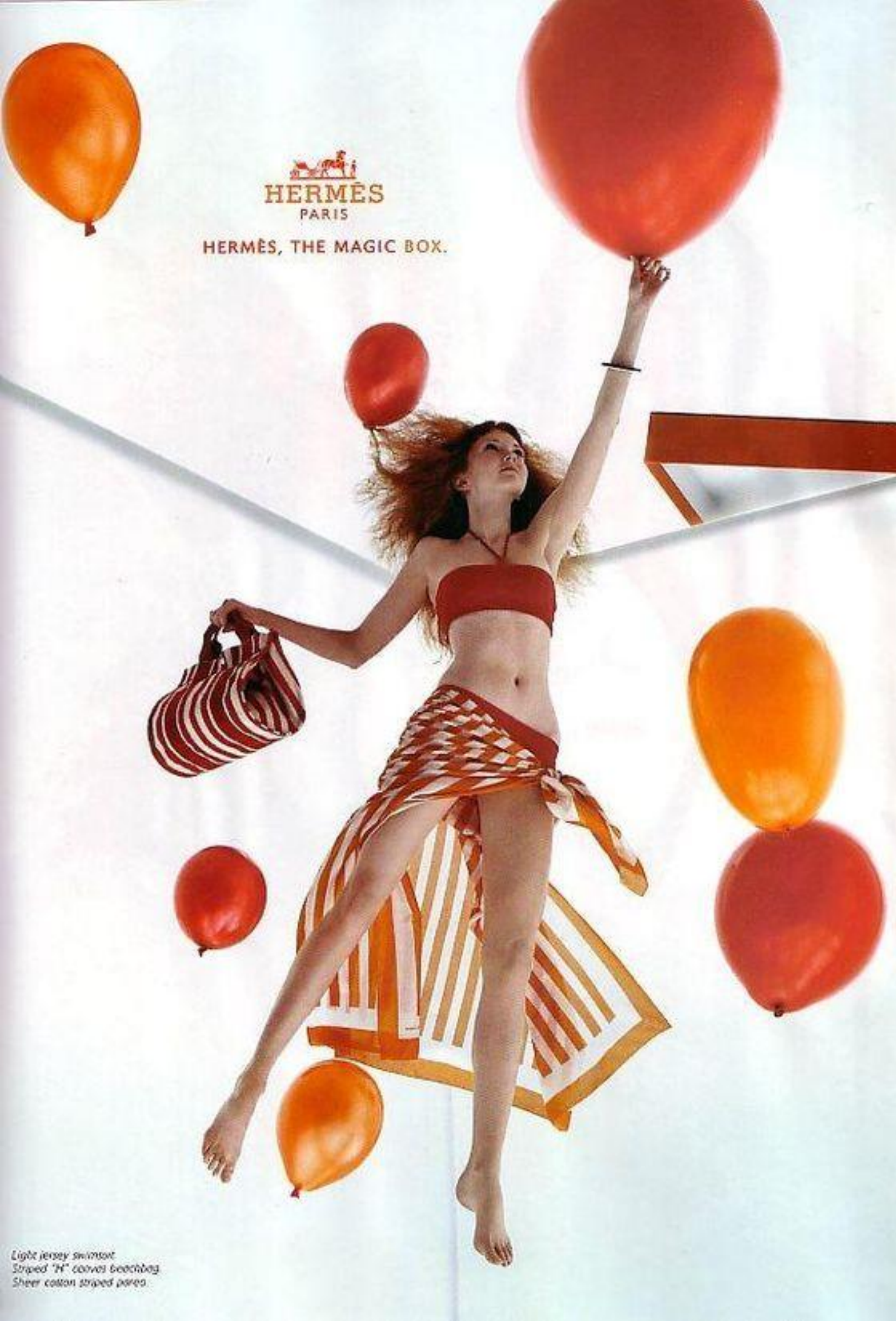
The balloons, plates and hula hoop gives balance to all the lines and angular elements in the ads.

## Fragments

Only fragments of the body are shown, except in the picture of a girl floating. Which makes you understand she is not complete human.

## Floating

Showed with the girl levitating, one flying away and the cups and plates.





# | SITE + BUILDING |

# ANALYSIS

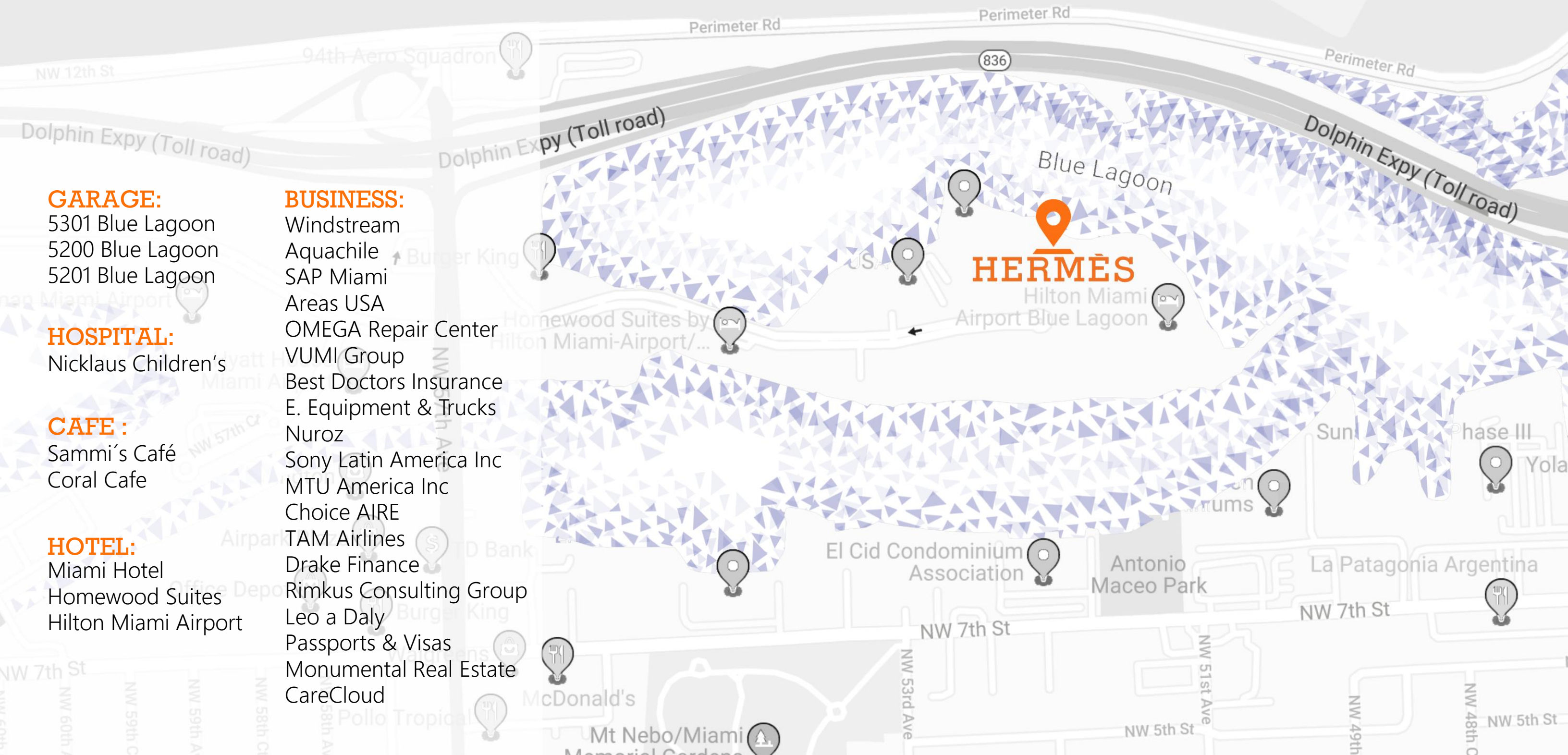




# LOCATION

Blue Lagoon Dr. Miami, FL 33126

The site is conveniently located in an island surrounded by a man-made lake close to main highways and just 10 minutes from the airport. The site counts with a variety of businesses, garages, a hospital, hotels and cafes.



## **GARAGE:**

5301 Blue Lagoon  
5200 Blue Lagoon  
5201 Blue Lagoon

## **HOSPITAL:**

Nicklaus Children's

## **CAFE :**

Sammi's Café  
Coral Cafe

## **HOTEL:**

Miami Hotel  
Homewood Suites  
Hilton Miami Airport

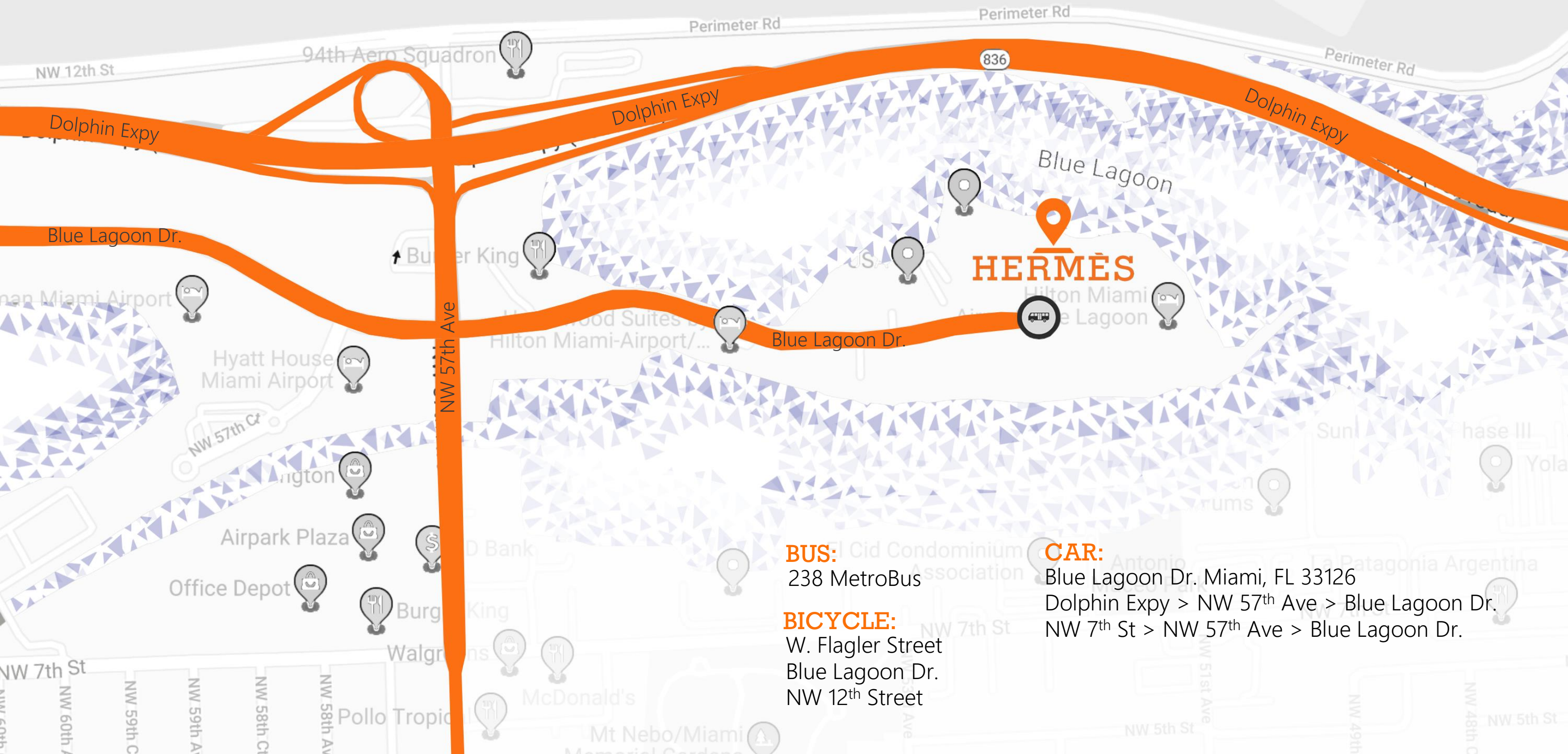
## **BUSINESS:**

Windstream  
Aquachile  
SAP Miami  
Areas USA  
OMEGA Repair Center  
VUMI Group  
Best Doctors Insurance  
E. Equipment & Trucks  
Nuroz  
Sony Latin America Inc  
MTU America Inc  
Choice AIRE  
TAM Airlines  
Drake Finance  
Rimkus Consulting Group  
Leo a Daly  
Passports & Visas  
Monumental Real Estate  
CareCloud



# ACCESSIBILITY

Since the site is located close to main highways, there are plenty of ways to get to it depending on the client's needs. For example, there are three types of routes to get to the building. There is a bus stop by the site, at a walkable distance, and there is even access for bicycles.



## **BUS:**

238 MetroBus

## **BICYCLE:**

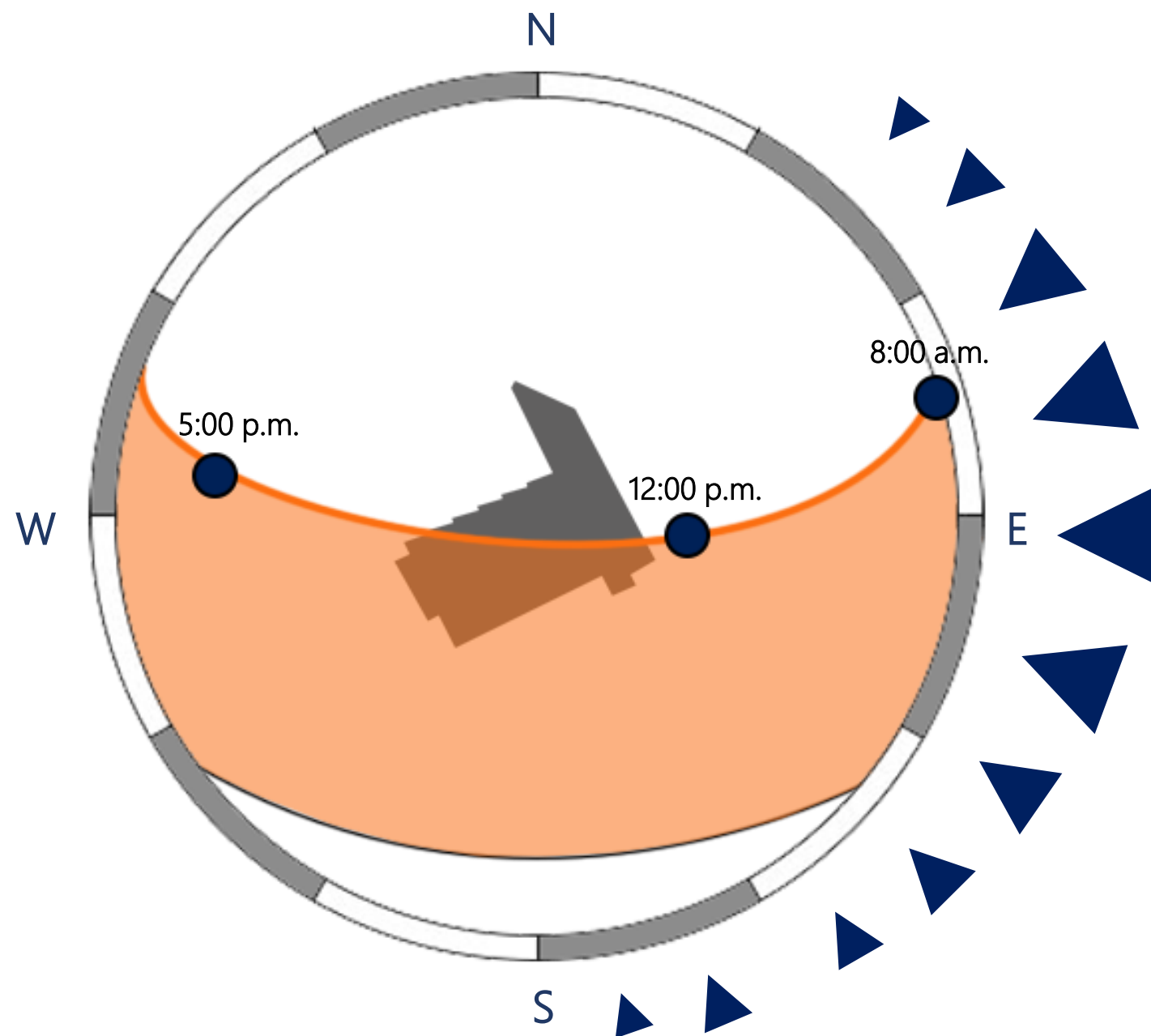
W. Flagler Street  
Blue Lagoon Dr.  
NW 12<sup>th</sup> Street

## **CAR:**

Blue Lagoon Dr. Miami, FL 33126  
Dolphin Expy > NW 57<sup>th</sup> Ave > Blue Lagoon Dr.  
NW 7<sup>th</sup> St > NW 57<sup>th</sup> Ave > Blue Lagoon Dr.



# SUN + WIND ANALYSIS



## SUMMER

During summer, the sunrise begins at 6:30 am..

By **8:00 am.**, the sun will be at an  $18^\circ$  angle and an azimuth of  $72^\circ$ , penetrating more than 27' into the building.

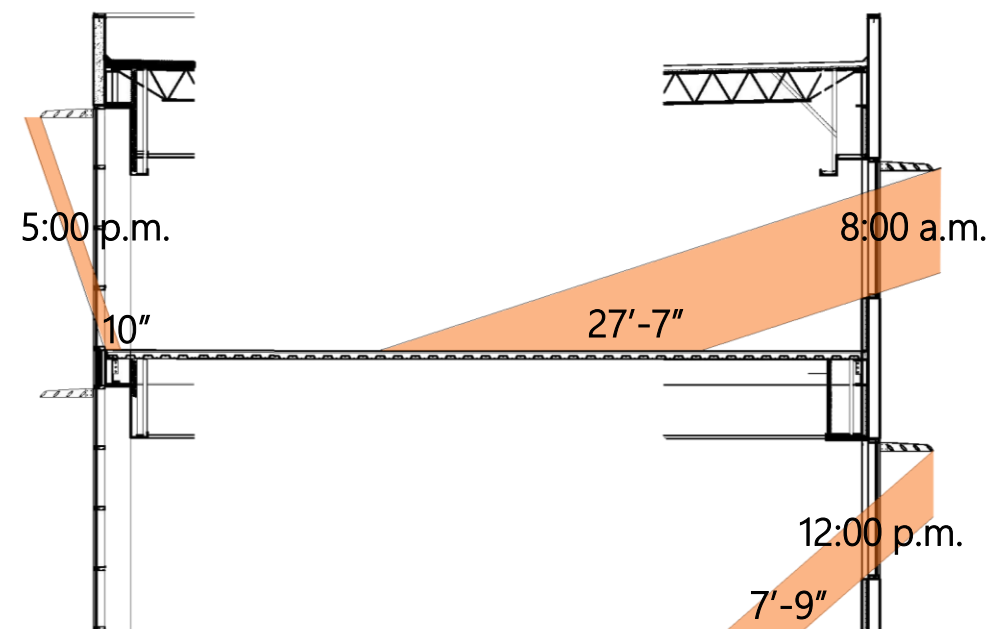
At **noon**, the sun will be at an angle of  $71^\circ$  and an azimuth of  $93^\circ$ , reaching around 7'-6" into the building.

By **5:00 pm.**, the sun will be at a  $41^\circ$  angle, with an azimuth of  $93^\circ$ , and penetrating the building by less than a foot.

During this time of the year, sunset begins around 8:15 pm.

## WIND

Wind reaches the site through the south, south east, east and north east. During summer, winds can reach a speed of up to 12 m.p.h..





# SUN + WIND ANALYSIS

## WINTER

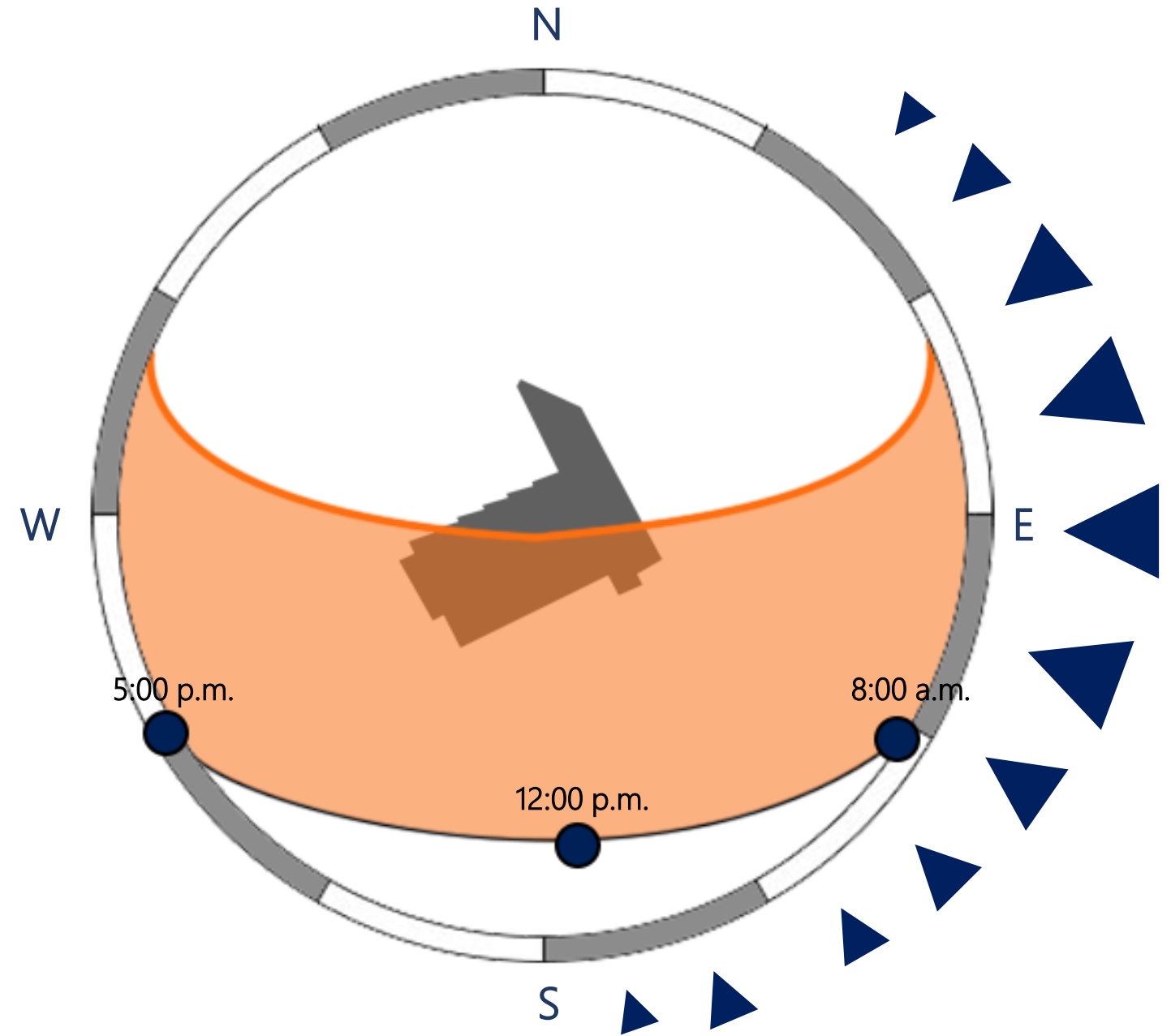
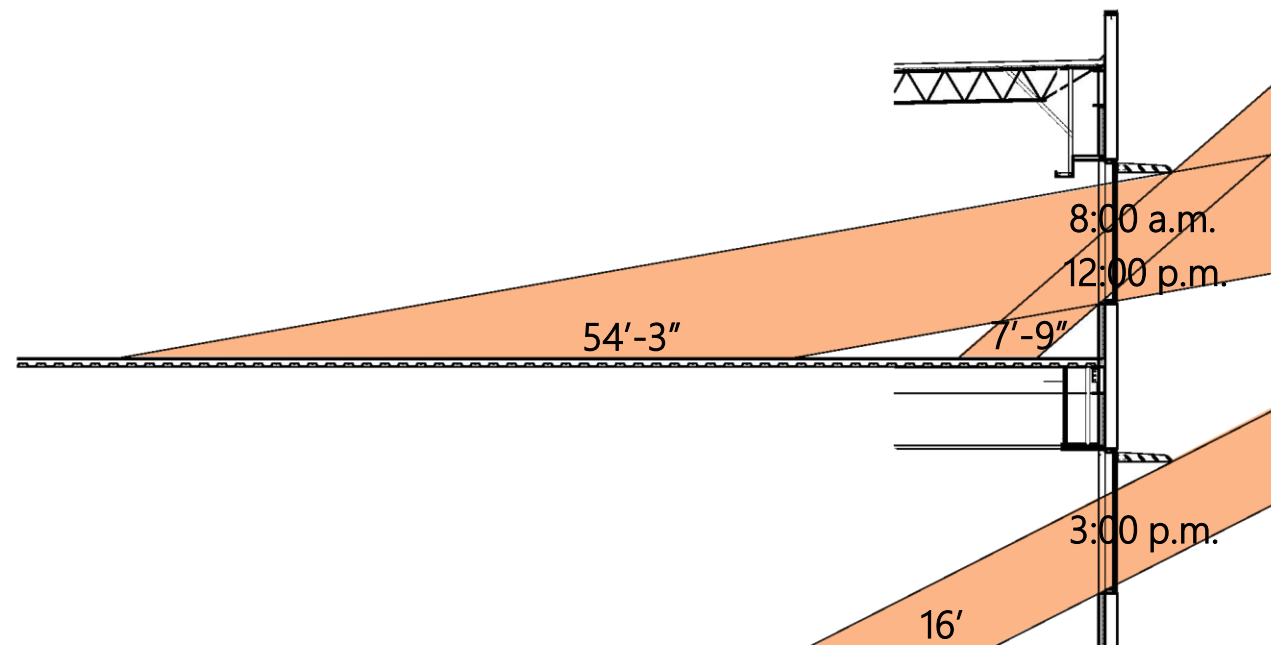
During winter, the sunrise begins around 7:00 am..

By 8:00 am., the sun will be at an  $10^{\circ}$  angle and an azimuth of  $122^{\circ}$ , penetrating more than 54' into the building.

At noon, the sun will be at an angle of  $41^{\circ}$  and an azimuth of  $174^{\circ}$ , reaching around 7'-9" into the building.

By 3:00 pm., the sun will be at a  $27^{\circ}$  angle, with an azimuth of  $222^{\circ}$ , and penetrating the building 16'.

During this time of the year, sunset begins around 5:35 pm.



## WIND

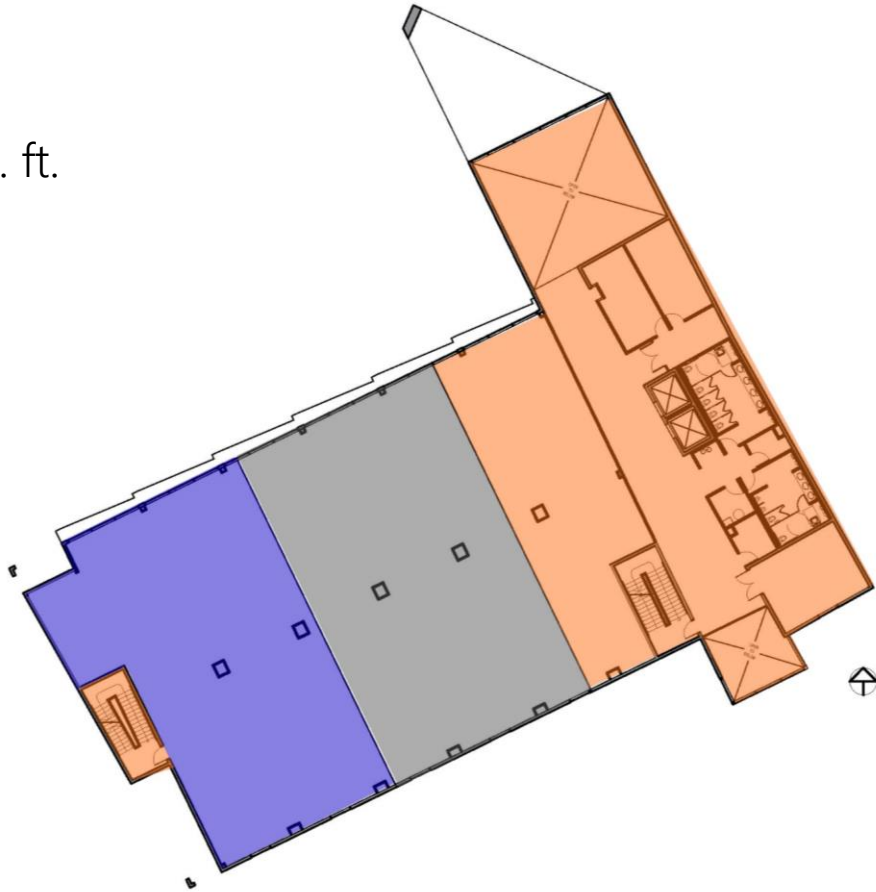
Wind reaches the site through the south, south east, east and north east. During summer, winds can reach a speed of up to 20 m.p.h..



# ZONING + SQ. FOOTAGE

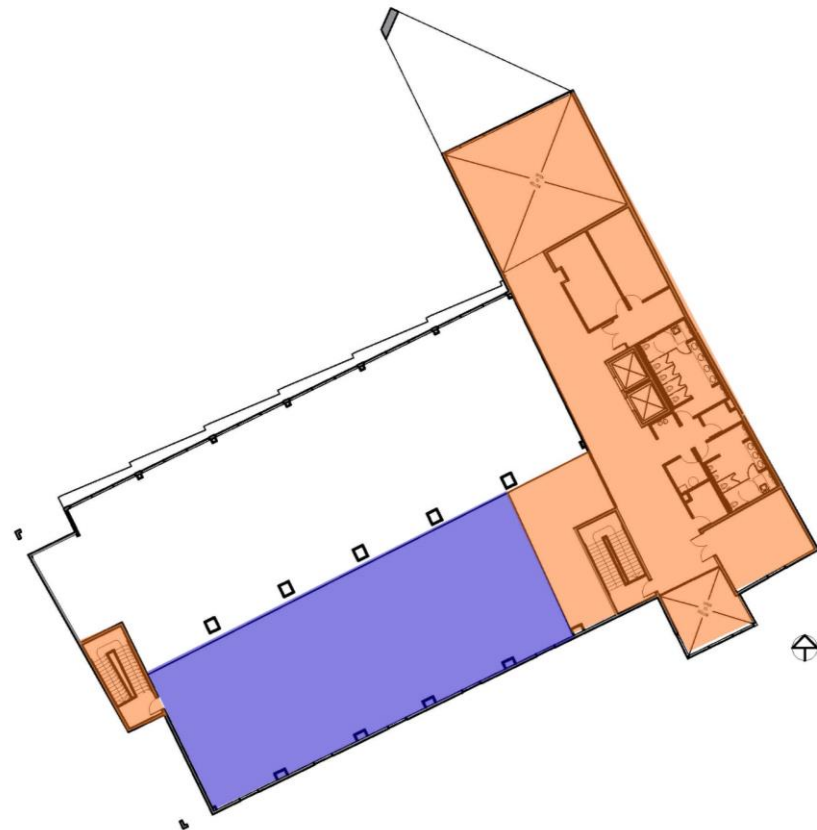
## SECOND FLOOR

Public: 9,500 sq. ft.  
Semi Private: 3,280 sq. ft.  
Private: 2,720 sq. ft.



## THIRD FLOOR

Public: 8,000 sq. ft.  
Semi Private: 4,080 sq. ft.  
Private: 3,420 sq. ft.



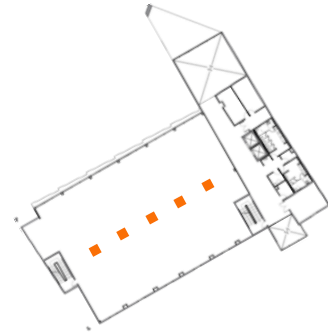
The **HERMÈS** office building would count with two floors with a total area 13,720 square feet. The idea for the second floor is to do a gradient. Starting with public area that comes from the entrance to the inside of the workplace, a semi private area in the middle, and a more private area at the end. The third floor will only be half of the area. This will allow natural light at any point of the workplace in the second floor. Also, the third floor will be mostly workstations meant for only the people that work in the headquarters. The building will also count with a mezzanine that will be exclusive for the two executives, giving a sense of hierarchy.

Public Area   
Semi Private Area   
Private Area 

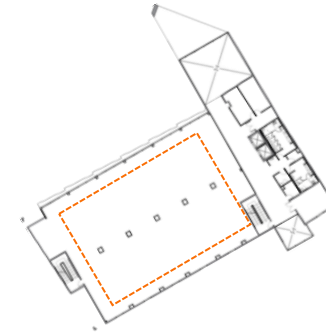




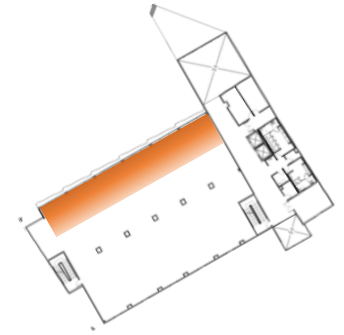
# DOMINANT ISSUES



- Relationship between columns and windows allow for a linear circulation. Use the columns as a focal point.



- Absence of load-bearing walls in the center of the workspace allow to have an open plan and smooth circulation.



- Use sun calculations to carefully assign spaces and furniture where the sun hits during the day.

# DESIGN GUIDELINES

- By taking advantage of the curtain walls and view, the goal is to create spaces to promote well-being. Workers would be more connected to nature and therefore their productivity at work will increase.
- Taking consideration of the architecture, the goal is to expose the structure to create a space that celebrates craftsmanship and connects the building with the concept of Hermes.
- Using the flexibility the architecture of the building offers, create an open plan that could also emerge into a more private space. The goal is to make spaces being used for different purposes.
- Create semi-private spaces where workers can gather, disconnect and create small communities. It has been proven that by creating shared spaces, creativity will improve.
- Taking advantage of the architecture, the goal is to create a focal point by using the columns and creating a feeling of "temple". This will go along with the belief that Hermes is created by gods.





# PROGRAM ANALYSIS



# 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 suites that will represent 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 historic 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.



# SECOND FLOOR

The second floor would be specifically for the most public spaces of the workplace and areas that not only need to be reach by employees, but also by guests visiting the headquarters. The second floor would count with several areas for collaboration, lots of natural light, and a smooth circulation.

## PUBLIC VS. PRIVATE:



Public Areas



Private Areas

## PRIMARY VS. SECONDARY:



Primary Connection

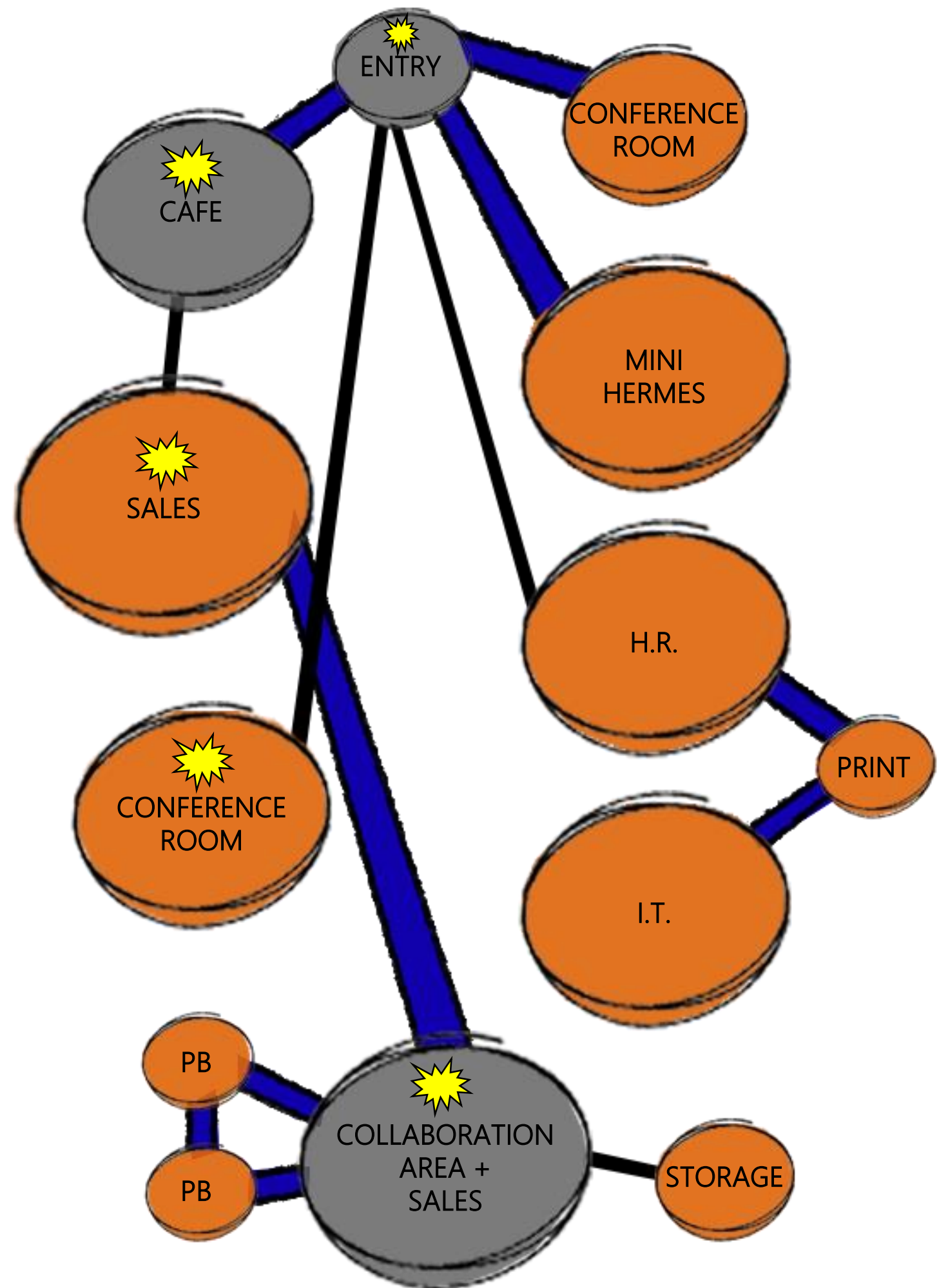


Secondary Connection

## LIGHT:



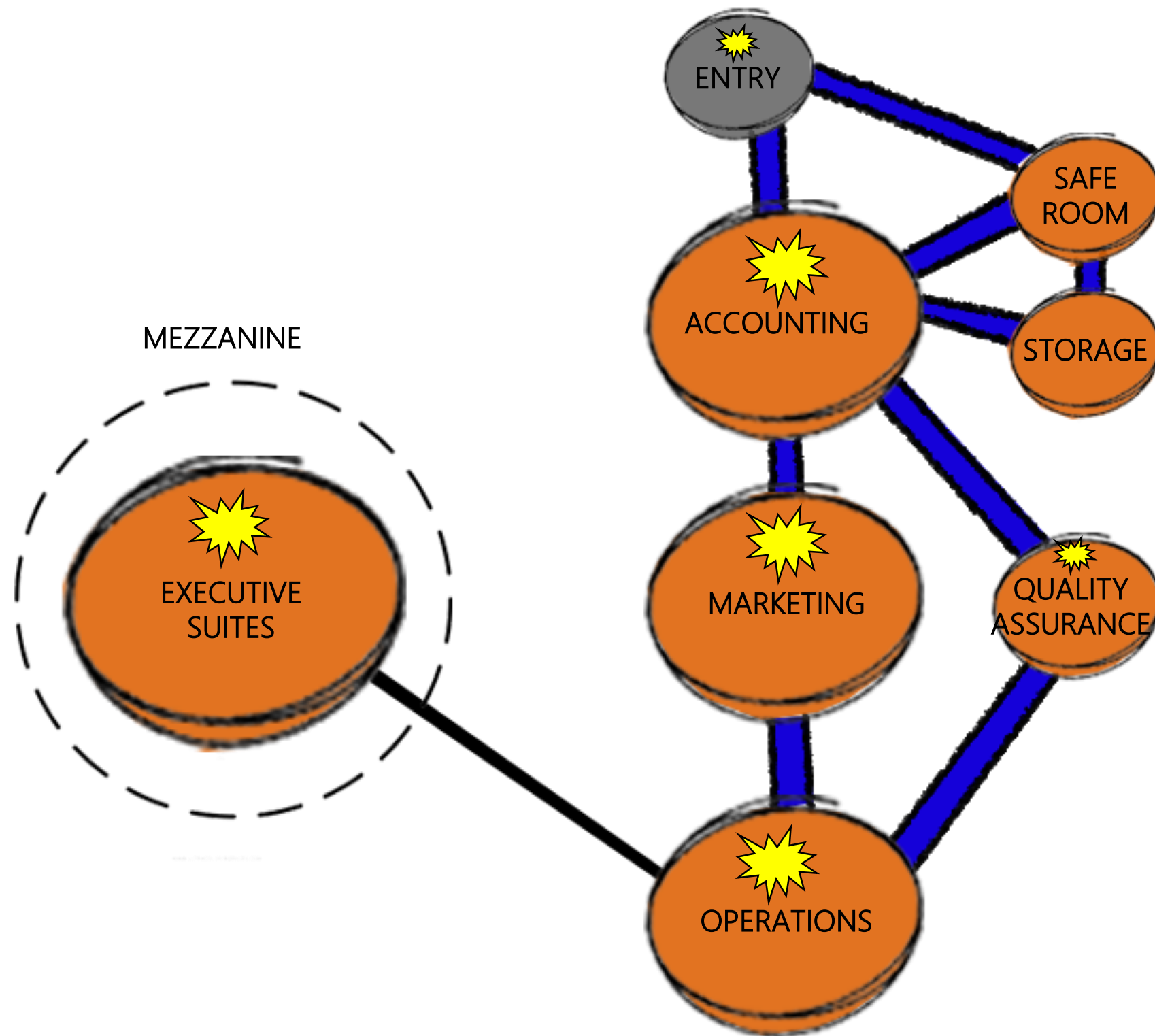
Natural Light





# THIRD FLOOR

The third floor would consist on that most private spaces of the workplace. Spaces that will needs more acoustic and visual privacy here the managers of each area would have their private space, and the workers a more flexible area. The mezzanine would be occupied by the executives, creating a hierarchy of space.



## PUBLIC VS. PRIVATE:

Public Areas



Private Areas



## PRIMARY VS. SECONDARY:

Primary Connection



Secondary Connection



## LIGHT:

Natural Light





# DESIGN GUIDELINES



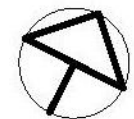
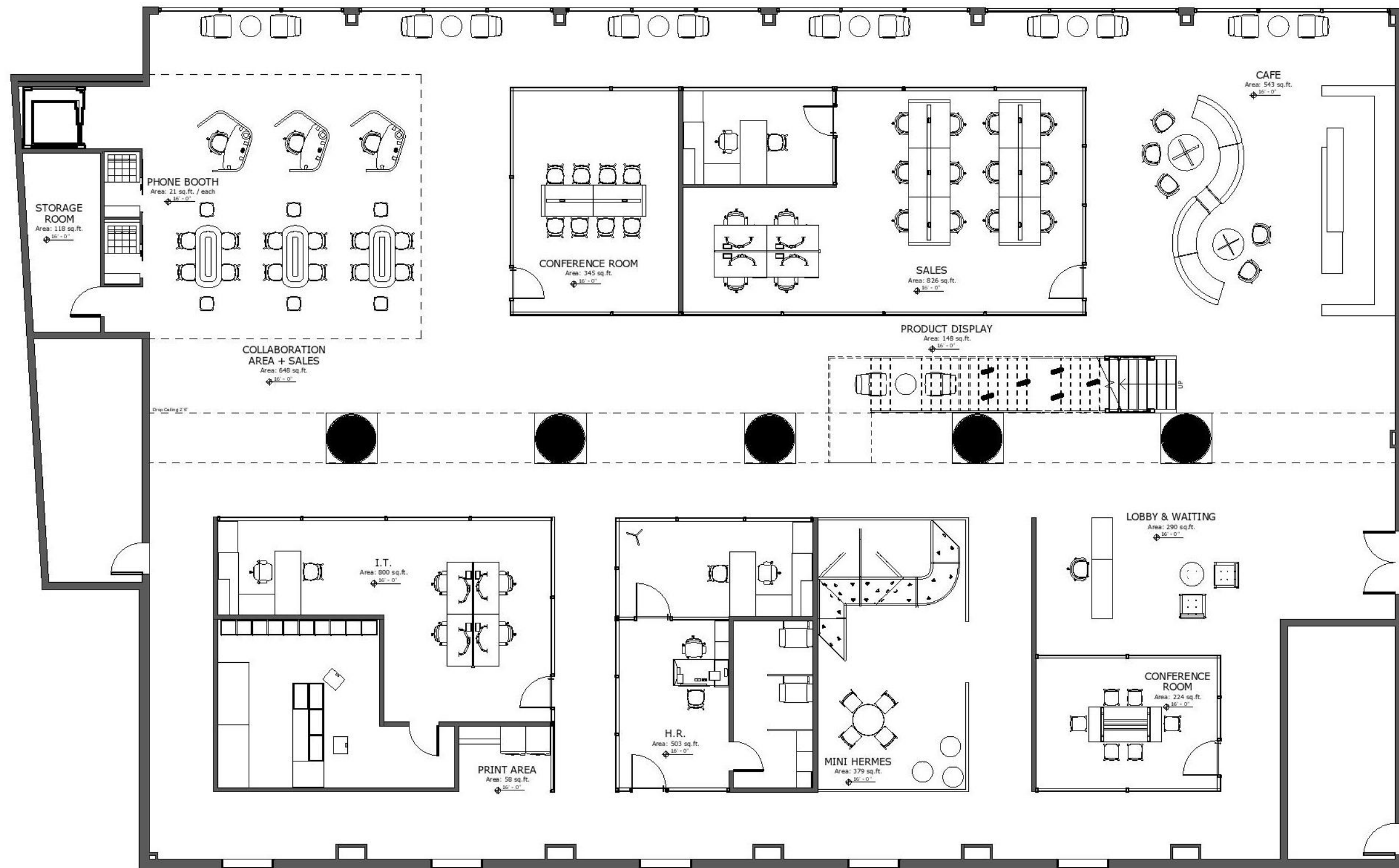
- 1 The main goal for the design is to promote well-being since it has been proven that increases productivity and motivation. It will be achieved by allowing natural light into the whole building, creating a smooth circulation and an inviting set of stairs that will promote movement.
- 2 Sense of community is an important factor for a business in order to grow. Because of this, the workplace will count with a wide space for collaborative work and a café that will allow workers to socialize and disconnect from work tasks.
- 3 History of the brand will be displayed throughout the most public areas of the workplace, and it will also count with a daycare. This will allow new employees and guests to understand how important the values of the company are.
- 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.





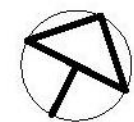
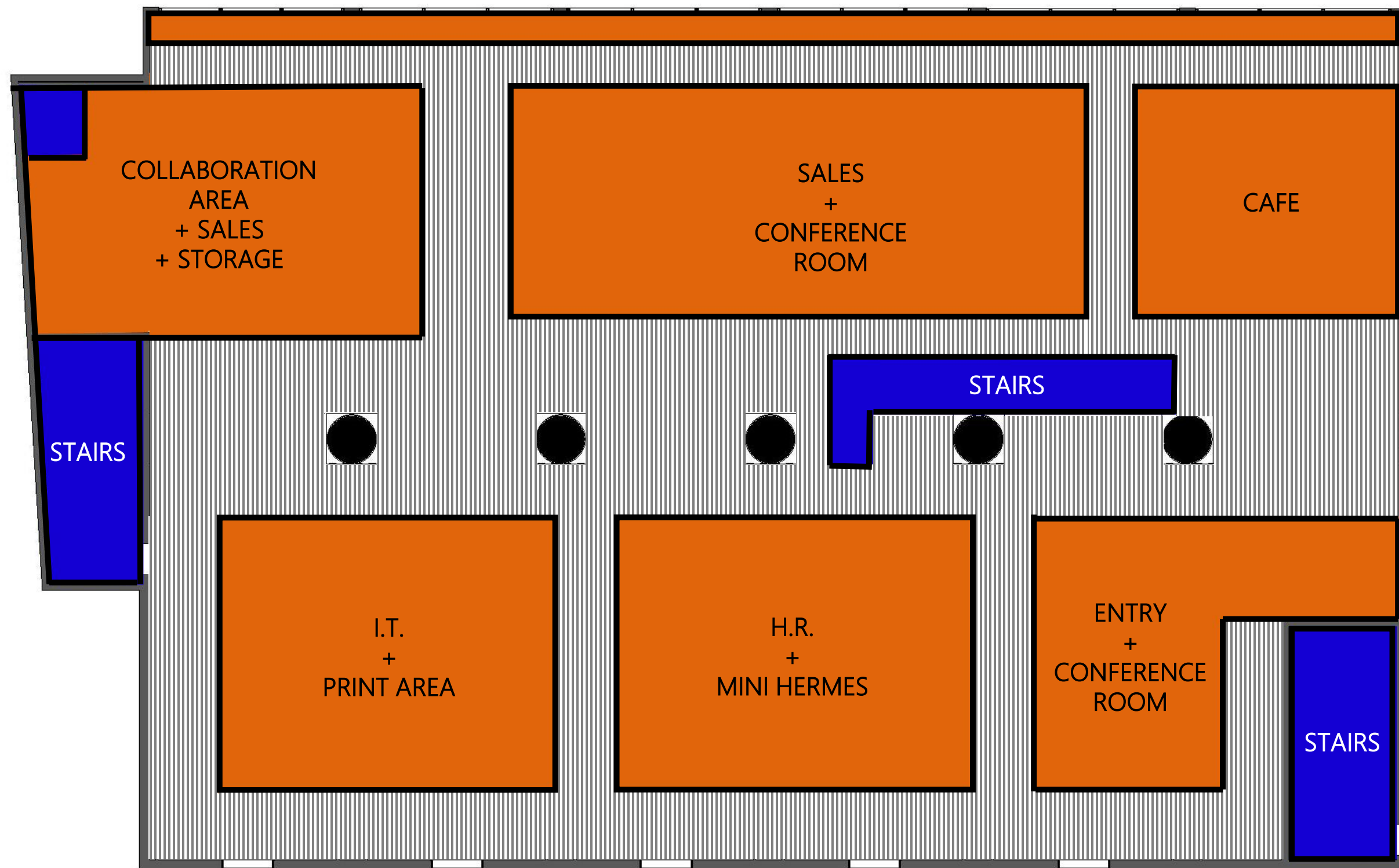
# **PLANS + PERSPECTIVES**





Second Floor  
Scale 3/32" = 1'-0"





Work area

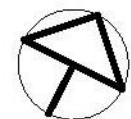
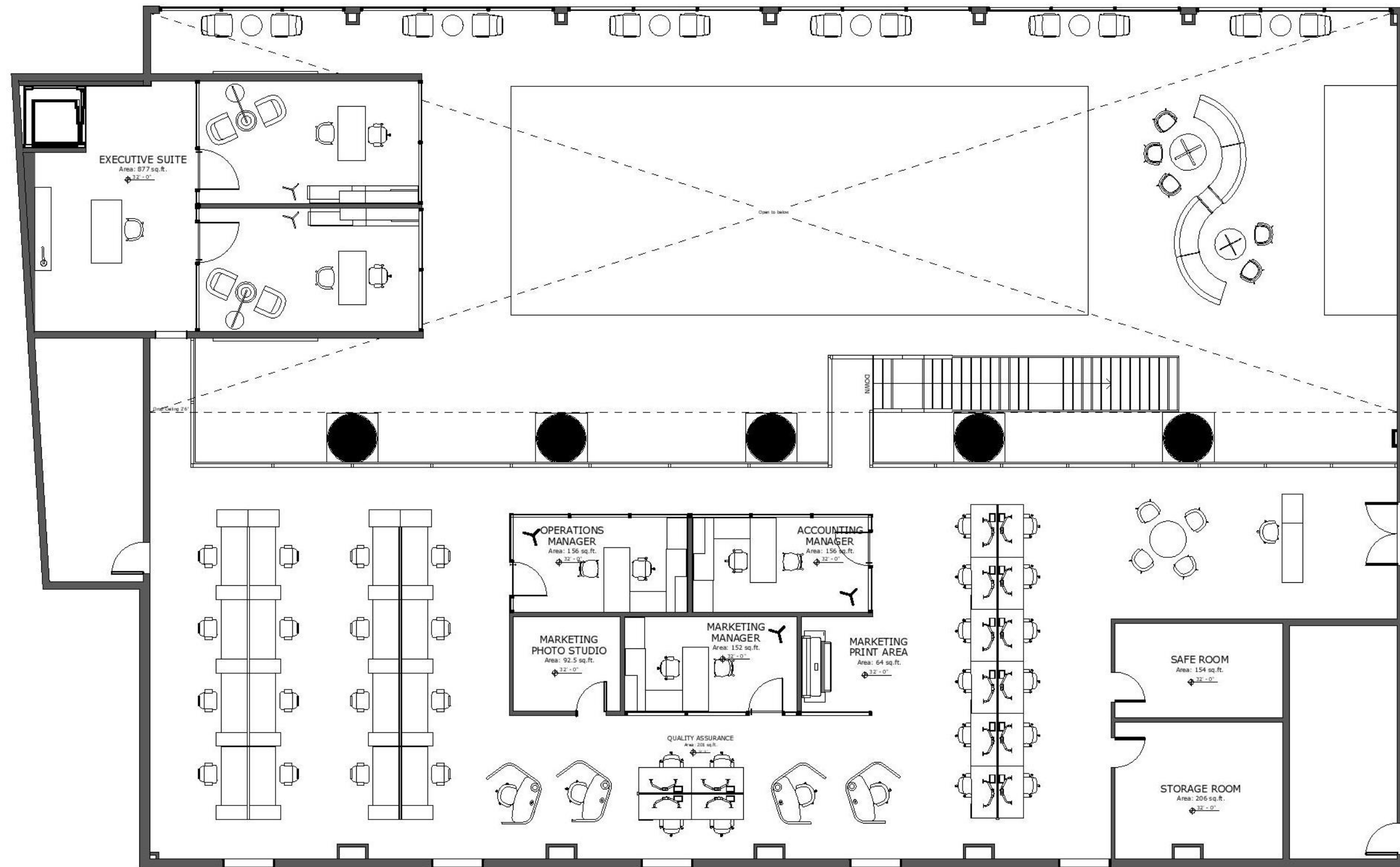


Vertical circulation

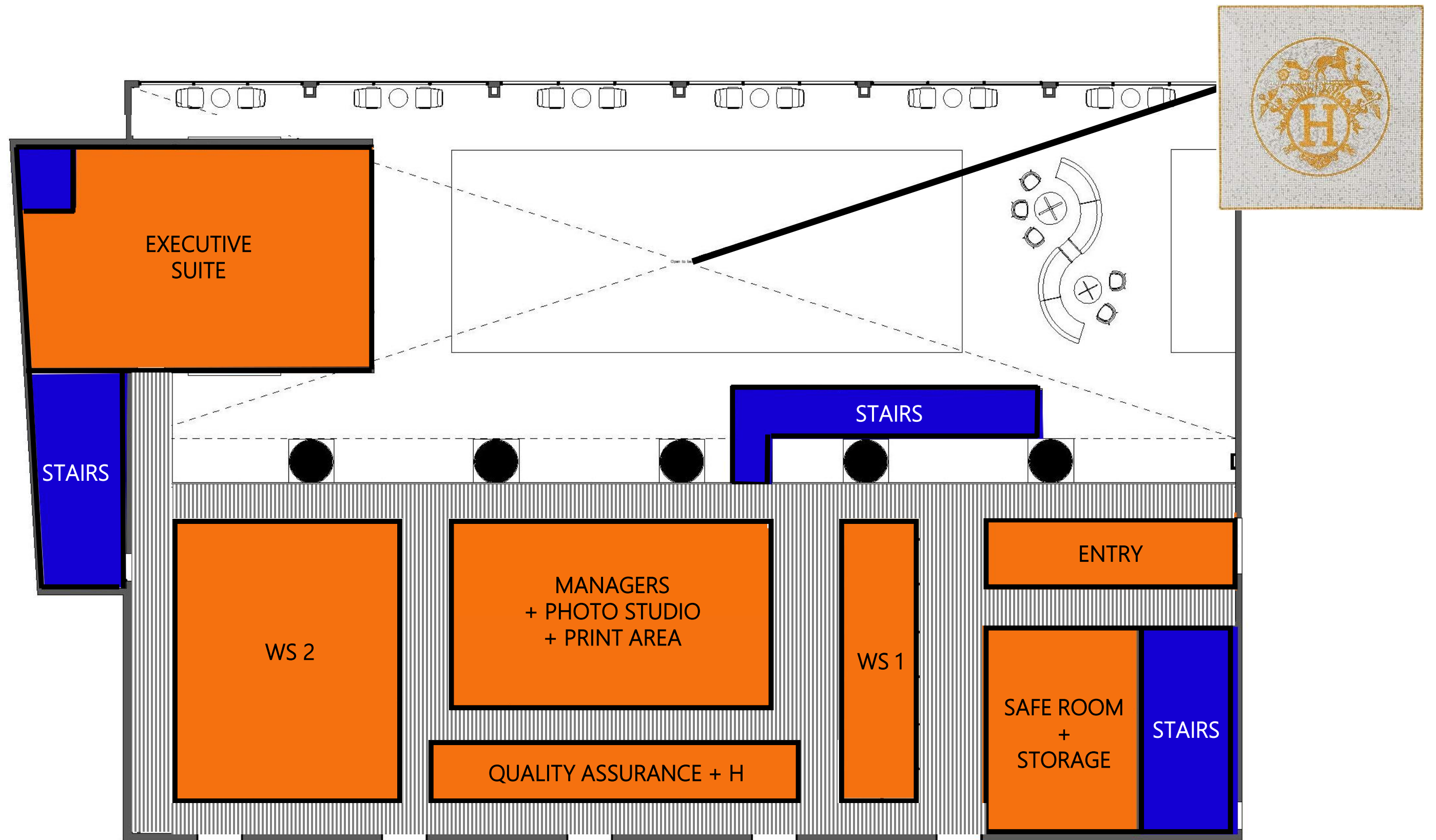


Circulation





Third Floor  
Scale 3/32" = 1'-0"



Work area

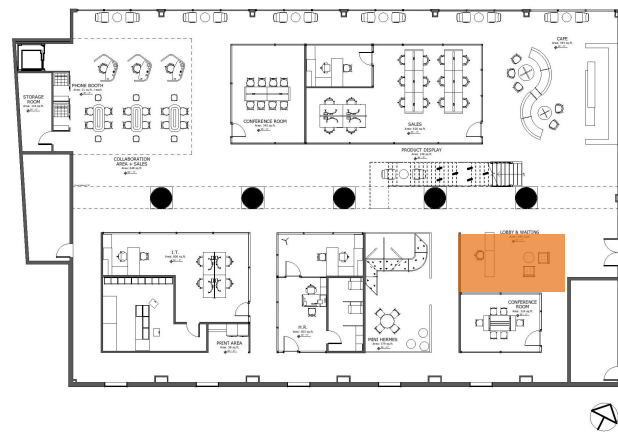


Vertical circulation



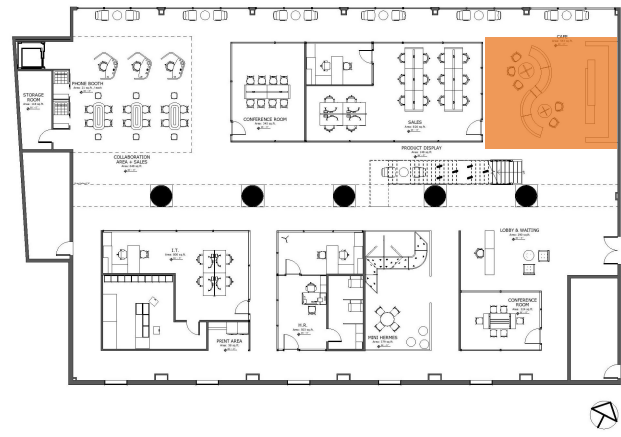
Circulation





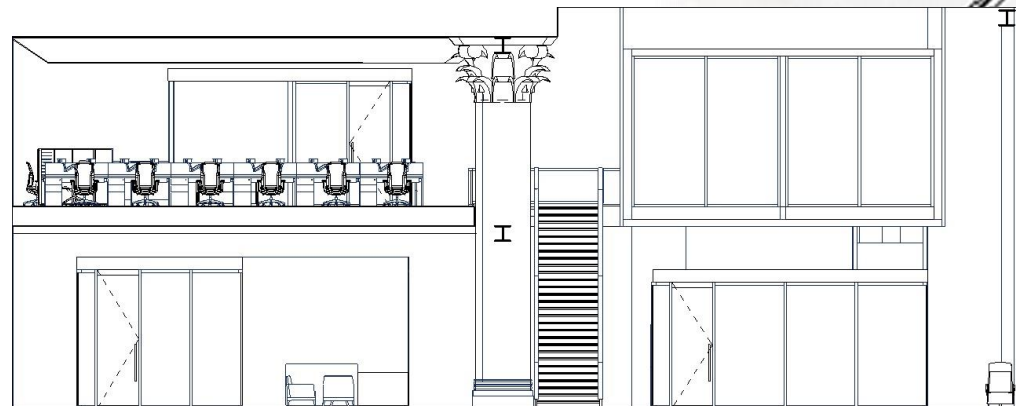
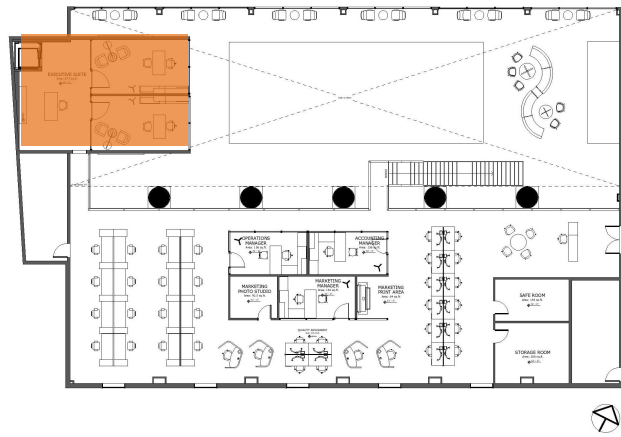
Lobby and  
waiting area





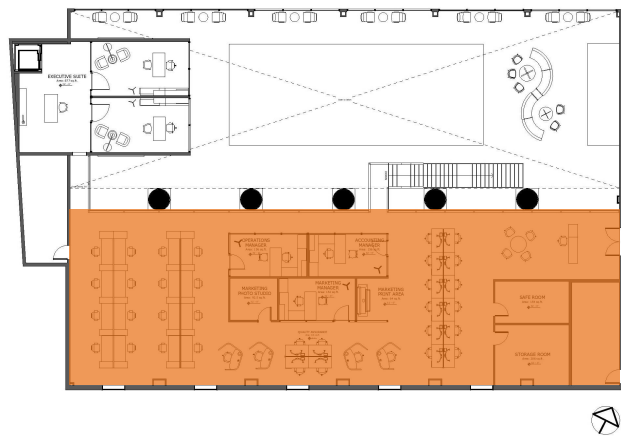
Café area





Executive Suite





Third floor  
workstations



- ▶ [Hermes.com](#)
- ▶ [Finance.Hermes.com](#)
- ▶ [Pinterest.com](#)
- ▶ [Instagram.com](#)
- ▶ [Tumblr.com](#)
- ▶ [Flickr.com](#)
- ▶ [Models.com](#)
- ▶ [FashionGoneRogue.com](#)
- ▶ [UrsoFrench.fr](#)
- ▶ [Semiozine.com](#)
- ▶ [Artefactinc.com](#)
- ▶ [Prioritymarketing.com](#)
- ▶ [Googlemaps.com](#)
- ▶ [Suncalc.org](#)
- ▶ [Meteoblue.com](#)
- ▶ [ThomasVieili.fr](#)
- ▶ [Wikipedia.com](#)

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