



HERMÈS

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CASE STUDY

The Ministry and Expensify

KEYS TO PRODUCTIVE AND ENGAGE EMPLOYEES

Well-Being



Individual



Flexibility



Community



Branding



Company





MAINTAINING THESE FACTORS WILL LEAD TO

- 61% Reduced medical costs
- 78% Reduced absenteeism
- 80% Increased productivity



ABOUT THE BRAND

WHO ARE THEY?

Hermes is a **high fashion luxury** house steeped in history and tradition that celebrates craftsmanship.

Hermes is more than just an orange box.

Hermes is exclusivity, a statement of natural elegance.

Hermes is fashion **fit for the gods and worn by the bourgeoisie.**





HISTORY

1837

Thierry Hermes first established a harness workshop in Paris dedicated to the **European noblemen**.

1855

Hermes gained recognition thanks to their attention to **craftmanship**, winning several awards including the first Class Medal of the Exposition in Paris.

1918

Hermes introduces the **first** leather golf jacket with a zipper crafted for the Prince of Wales.

1994

Hermes receives the packaging Oscar for its **orange box**.

VALUES

THE PLANET

To preserve, optimize, revalue and draw...
Their duty is to **achieve the sustainable use of natural resources.**

WOMEN AND MEN

To train, pass on, develop, ensure well-being, health and solidarity...
Their ambition is to **stimulate the personal growth of everyone involved.**

THE COMMUNITIES

To fertilize, mesh, renovate, and be committed...
Their role, as an environment friendly-company, is **to build sustainable ties.**





SPATIAL IDEA GENERATION

WHIMSICAL

The magical elements and the name of the collection, “The Magic Box”, shows the parallel world a person can experience when obtaining one of their products.

ORANGE BOX

The orange box appears in the corner of the ad, showing just a fragment of it and how this magical world happens once you receive one of their boxes.

CONTRAST

The ad shows the contrast and balance between the angles formed by the girl’s body, the scarf, the patterns, the box with the balloons.

TENSION

Tension is formed by the girl’s arm when floating together with the balloon. It is also present on the other arm when holding the purse.

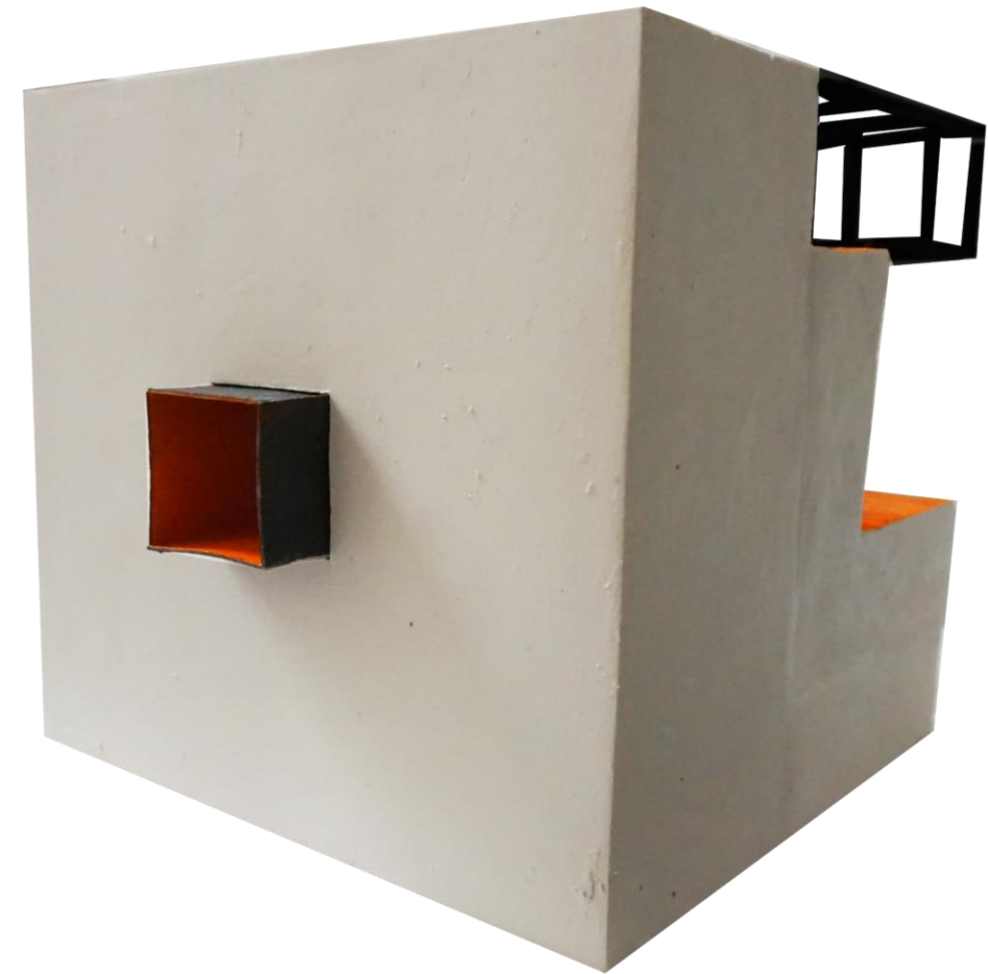
Light jersey swimsuit.
Striped “H” canvas beachbag.
Shane cotton striped scarf.

CONCEPT + MATERIALITY MODEL

My model represents the juxtaposition behind the idea of a heavy Greek temple and the new architecture, which is much lighter. It also shows contrast in the use of materials, stone vs. metal, and color palette.

It represents the entrance to this new world and the innovation that exists behind of such a traditional brand as it is Hermes.

The tension showed in the “entrance” and in the metal structure will be also featured in spaces that will be hanging within the headquarter.



[illegible]

The main goal for the design of the headquarters is to focus and to promote well-being since it has been proven that it increases productivity and motivation.

Sense of unity is an important factor for a business in order to grow. Because of this, the design will provide flexible spaces to create communities between workers.

Branding is an important factor for a brand like Hermes. Their love for craftsmanship, heritage, tradition and minimalism will be represented with the architecture, interiors, and color palette.

**Demonstrate the values and beliefs
of the company when doing the
space planning and when designing
the spaces putting the worker and
nature first.**

Use of the site and architecture to
create a space “out of this world” that
will represent the connection
between Hermes and the gods.



HERITAGE

Hermes is a brand powerful brand and rich in history. The design of this headquarter will pay tribute to their heritage, grandeur, and the iconic moments that make Hermes the powerful brand it is.



INNOVATION

The connection between the metal beams and the Corinthian columns, and the metal vs. stone will represent the innovation behind such a classic and minimalistic brand.



JUXTAPOSITION

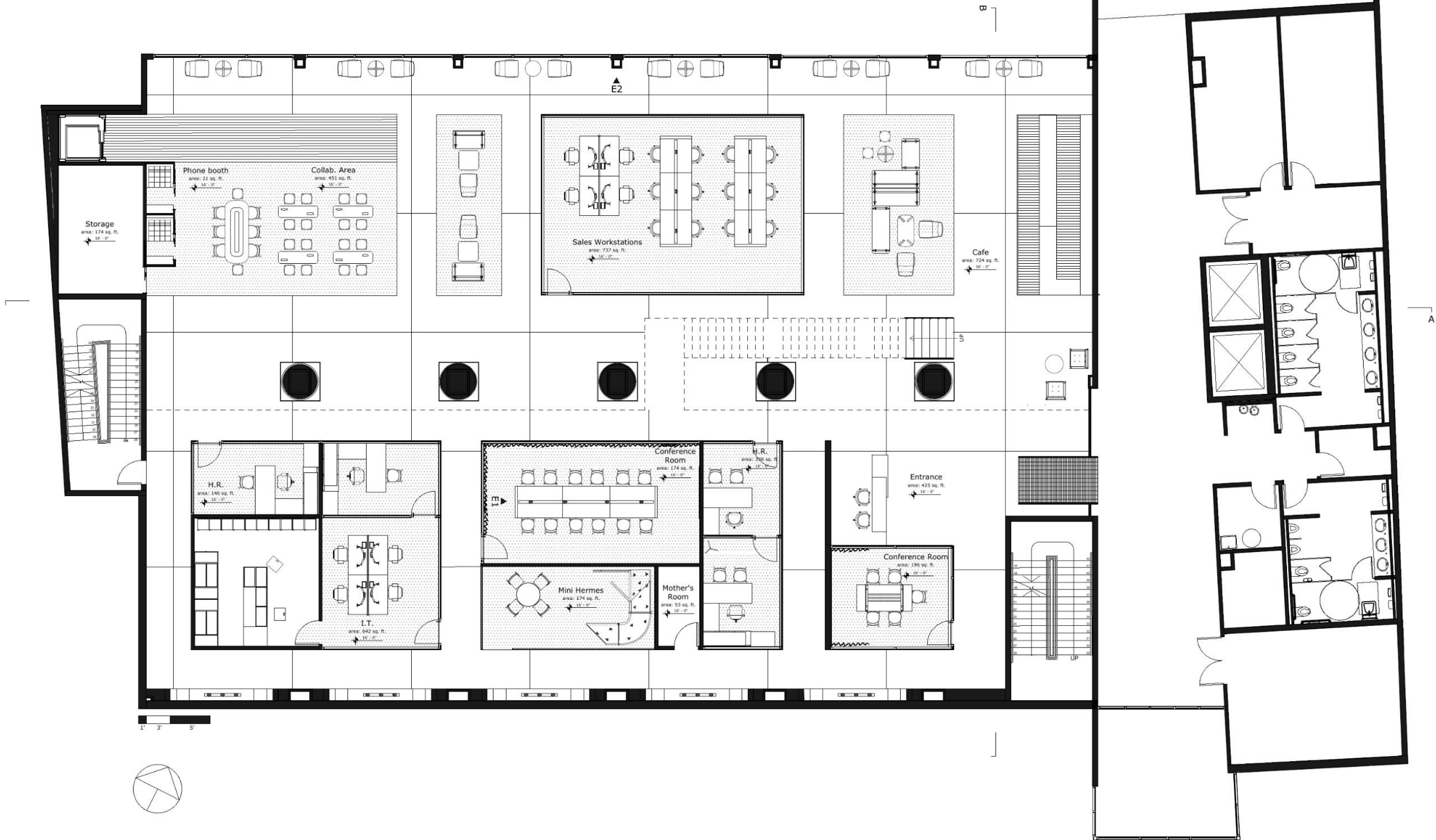
The selection of materials, color palette, architecture vs. interiors, the floating elements and the sense of entering a parallel world will provide a “The Magic Box” feeling.



HERMÈS HEADQUARTERS

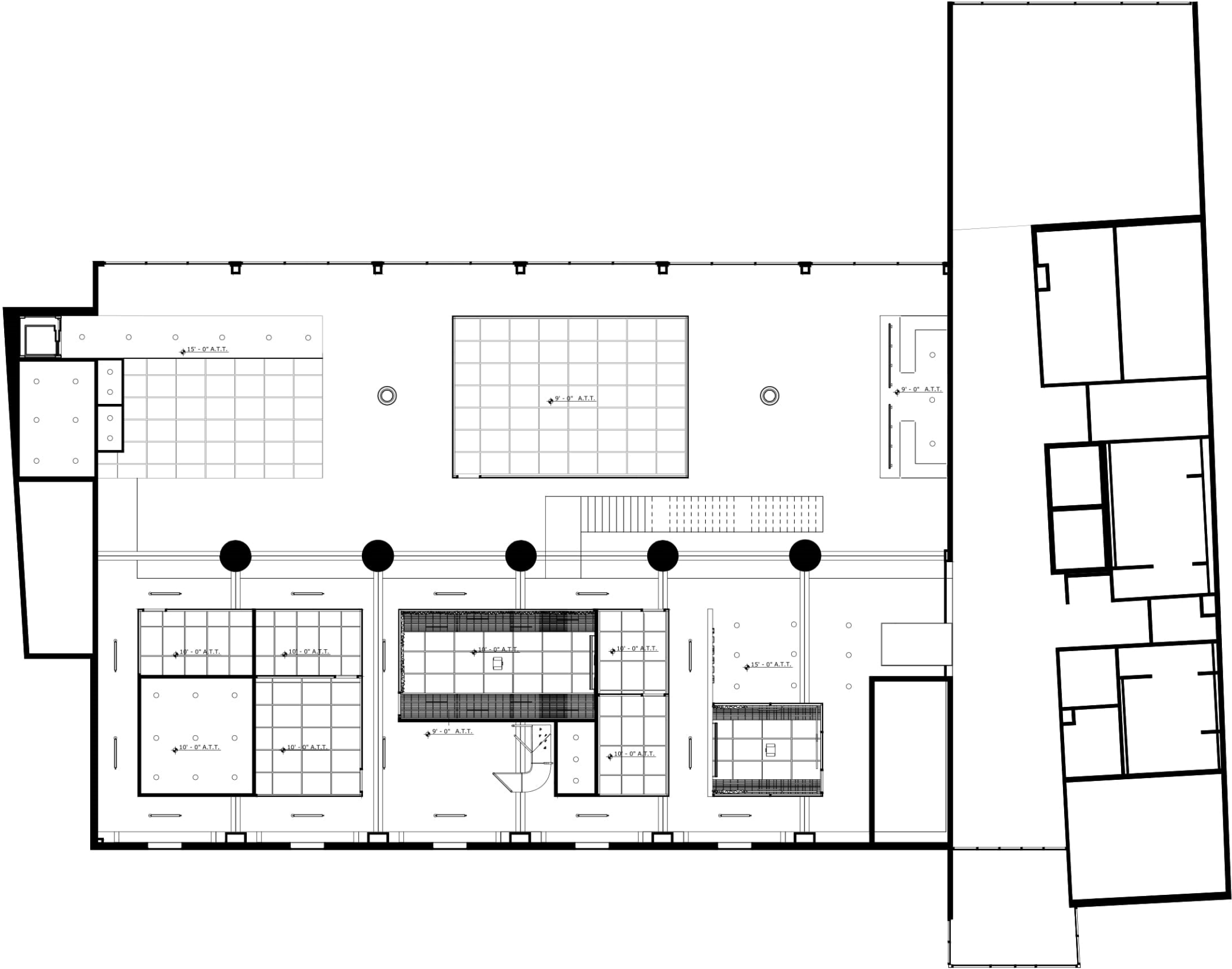
FLOOR PLAN




2nd Floor



REFLECTED CEILING PLAN

2nd Floor



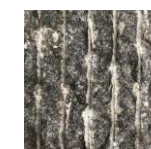
	LEGEND
	Recessed Lighting
	Track Lighting
	LED Strips
	Chandelier
	Pendant Light



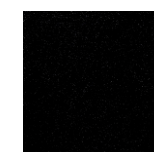
ENTRANCE



Linen Marble,
Stone &
Equipment INC.



Black Pearl
Barbed Granite,
CoveringsETC



Satin Black
Aluminum 908,
Chemetal



Lineup 355,
Chemetal



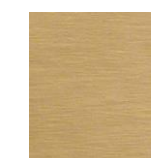
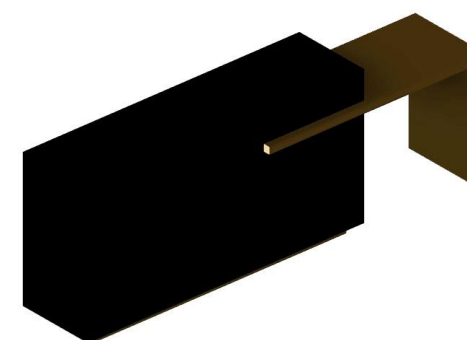
Polished
Concrete tile



Aluminum Ultra
Track,
Matsinc.



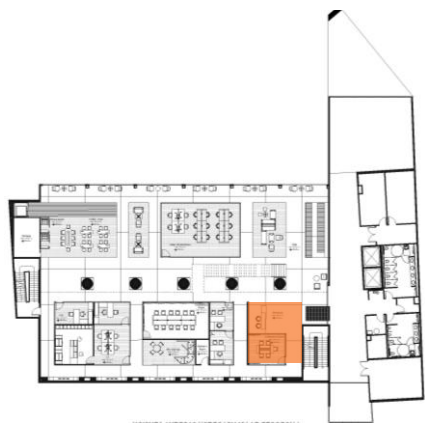
Furniture Selection



Palladium Gold Gloss,
Pavilion




Satin Black
Aluminum 908,
Chemetal





ENTRANCE


Flexibility

Private vs. Public



- 

Starphine UltraClear,
Vitro Architectural
Glass



- 

Vanessa Grey
Trimming,
Stroheim
- 

Initial Charcoal,
Fabricut Contract


- 

Ceremony
Samurai,
Interface







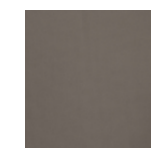
CONFERENCE ROOM



Vanessa Grey
Trimming,
Stroheim



Tricorn Black,
Sherwin
Williams



Initial Charcoal,
Fabricut Contract

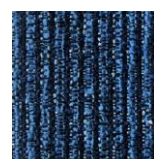


Ceremony
Samurai,
Interface

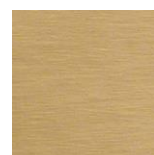


ELEVATION 1

Furniture Selection



Synchronize
Twilight,
Designtex



Palladium Gold Gloss,
Pavilion

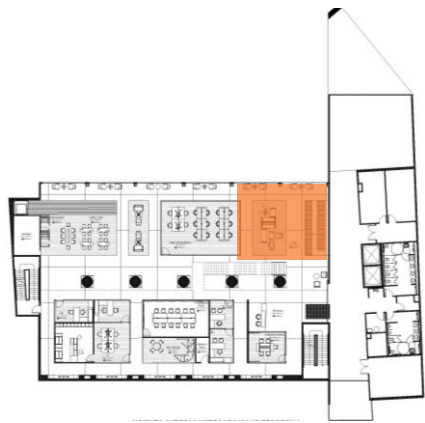


Walnut Wood,
Teknion



Satin Black
Aluminum 908,
Chemetal





CAFE



Walnut Wood



Satin Black Aluminum 908, Chemetal



Palladium Gold Gloss, Pavilion

Furniture Selection



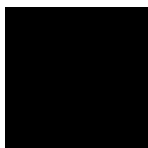
Palladium Gold Gloss, Pavilion



Greek Key Platinum Stone, Barbarossa Leather



Walnut Wood, Teknion



Satin Black Aluminum 908, Chemetal





MAIN AREA



Linen Marble,
Stone &
Equipment INC.



Linden Taupe,
Loloi Rugs



Starpphine
UltraClear,
Vitro Architectural
Glass



Satin Black
Aluminum 908,
Chemetal



Polished
Concrete tile

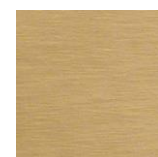


Lineup 355,
Chemetal

Furniture Selection

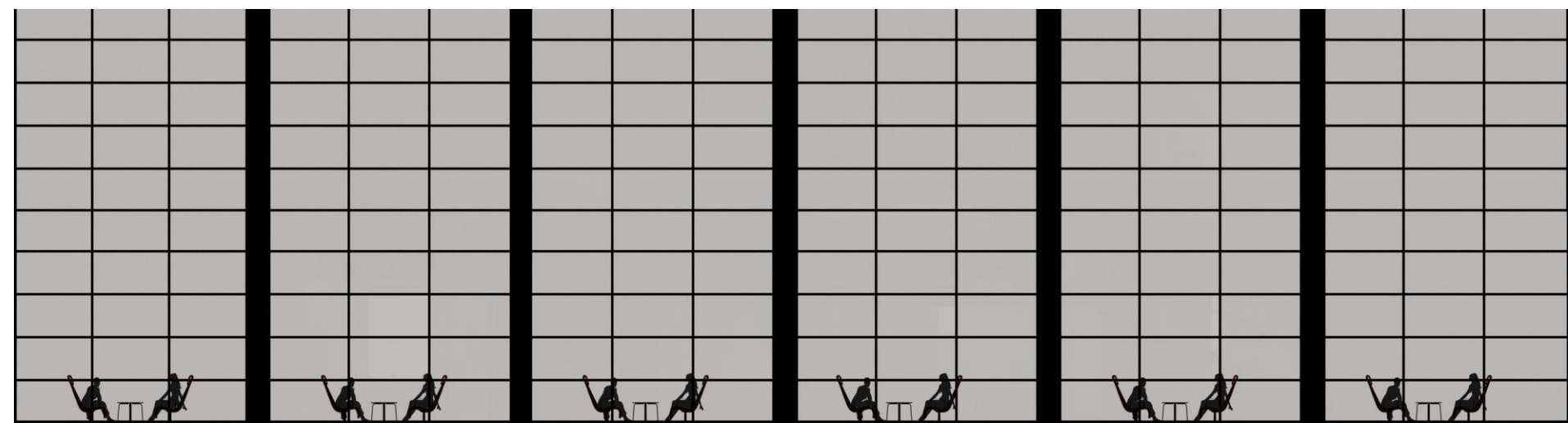


Boucle
Marigold,
Designtex



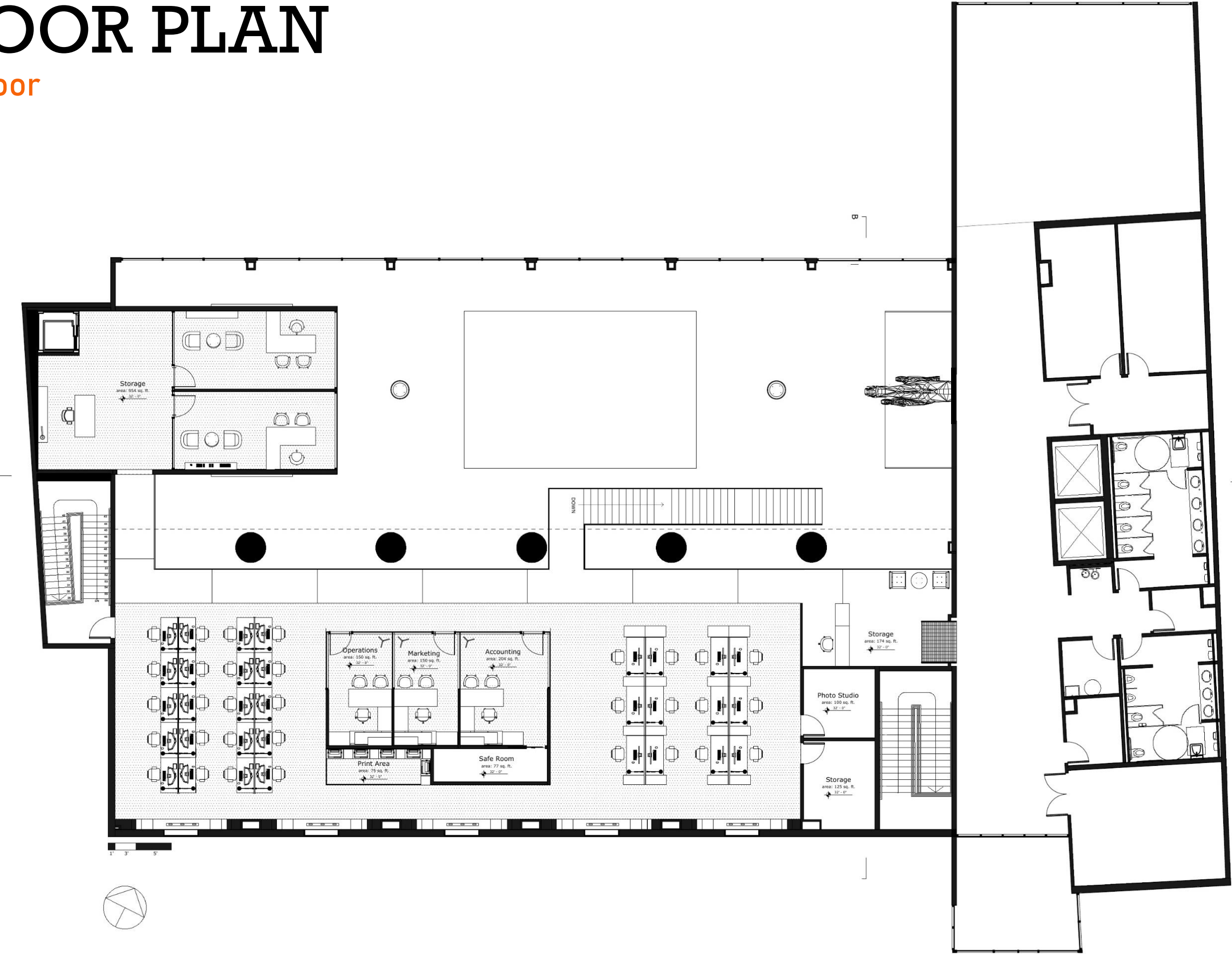
Palladium Gold
Gloss,
Pavilion

ELEVATION 2



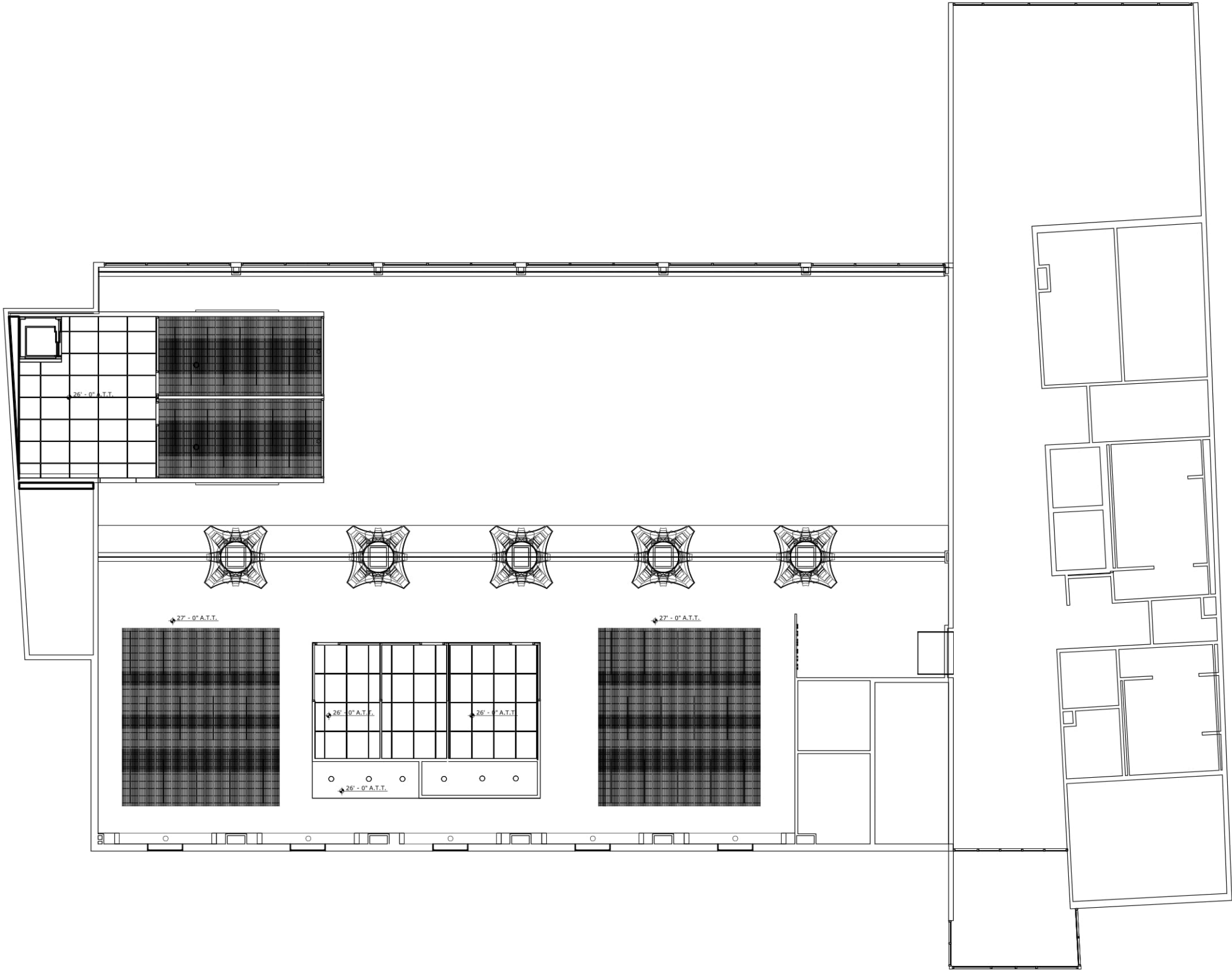
FLOOR PLAN

3rd Floor



REFLECTED CEILING PLAN

3rd Floor




	LEGEND
	Recessed Lighting
	Track Lighting
	LED Strips
	Chandelier
	Pendant Light

REFLECTED CEILING PLAN

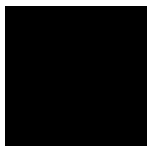
3rd Floor






	LEGEND
	Recessed Lighting
	Track Lighting
	LED Strips
	Chandelier
	Pendant Light





EXECUTIVES OFFICES

- 


Tricorn Black,
Sherwin
Williams


- 

Starphine
UltraClear,
Vitro Architectural
Glass


- 

Ceremony
Samurai,
Interface





ELEVATION 3



Furniture Selection

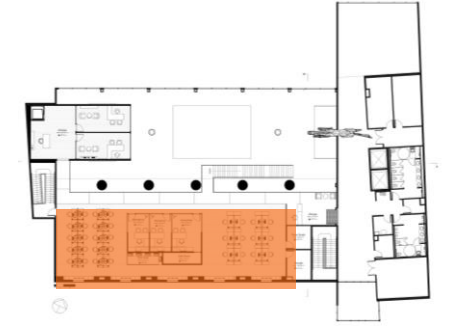
- 

Walnut Wood,
Teknion
- 

Big Softy
Flintstone,
Perennials
- 

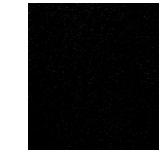
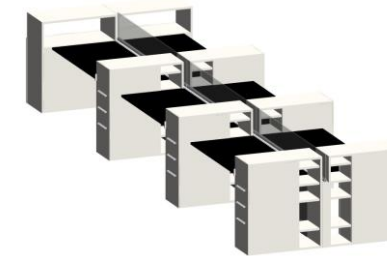
Big Softy
Flintstone,
Perennials
- 

Finesse
Storm Cloud,
Moore & Giles

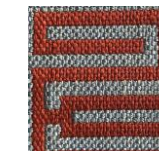


WORKSTATIONS

Furniture Selection



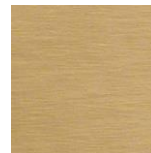
Grays Harbor,
Richlite



Chase
Old Brick,
Jim Thompson



Linen Marble,
Stone &
Equipment INC.



Palladium Gold
Gloss,
Pavilion



Ceremony
Samurai,
Interface



Boucle
Royal,
DesignTex



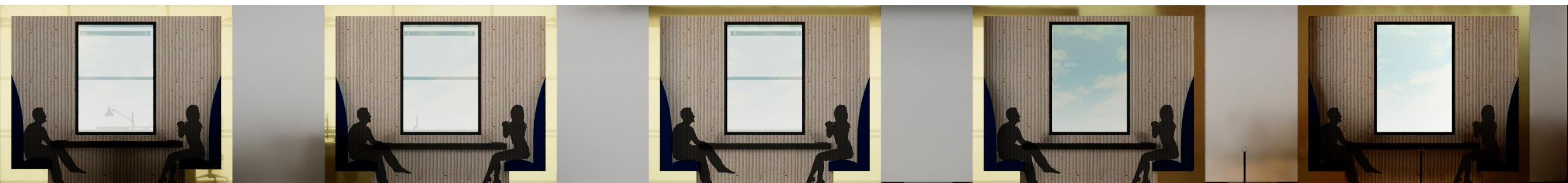
Burnt Orange,
Tretford



Original White,
Sherwin
Williams



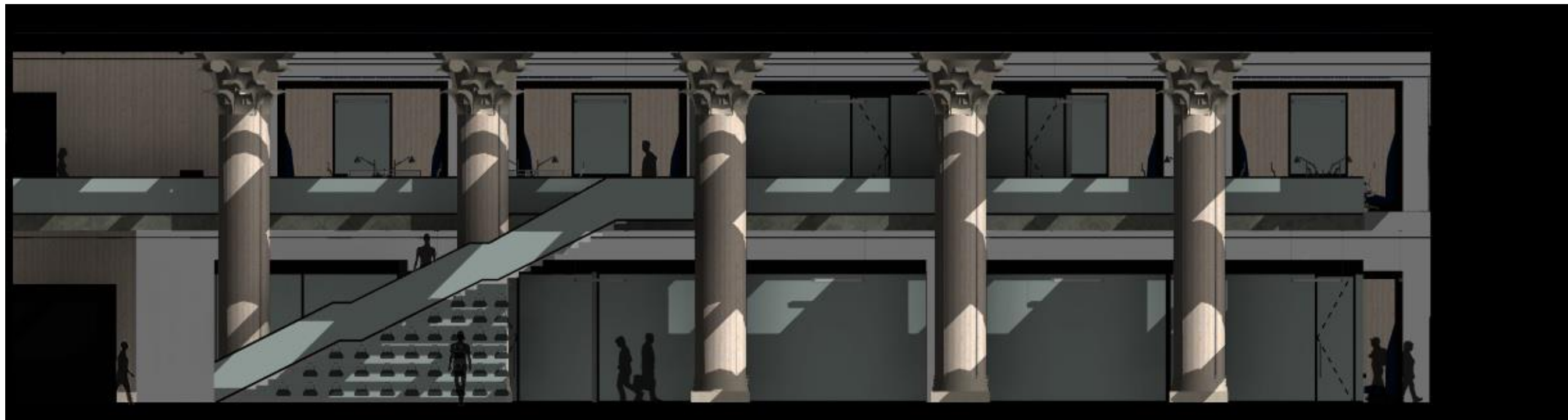
ELEVATION 4



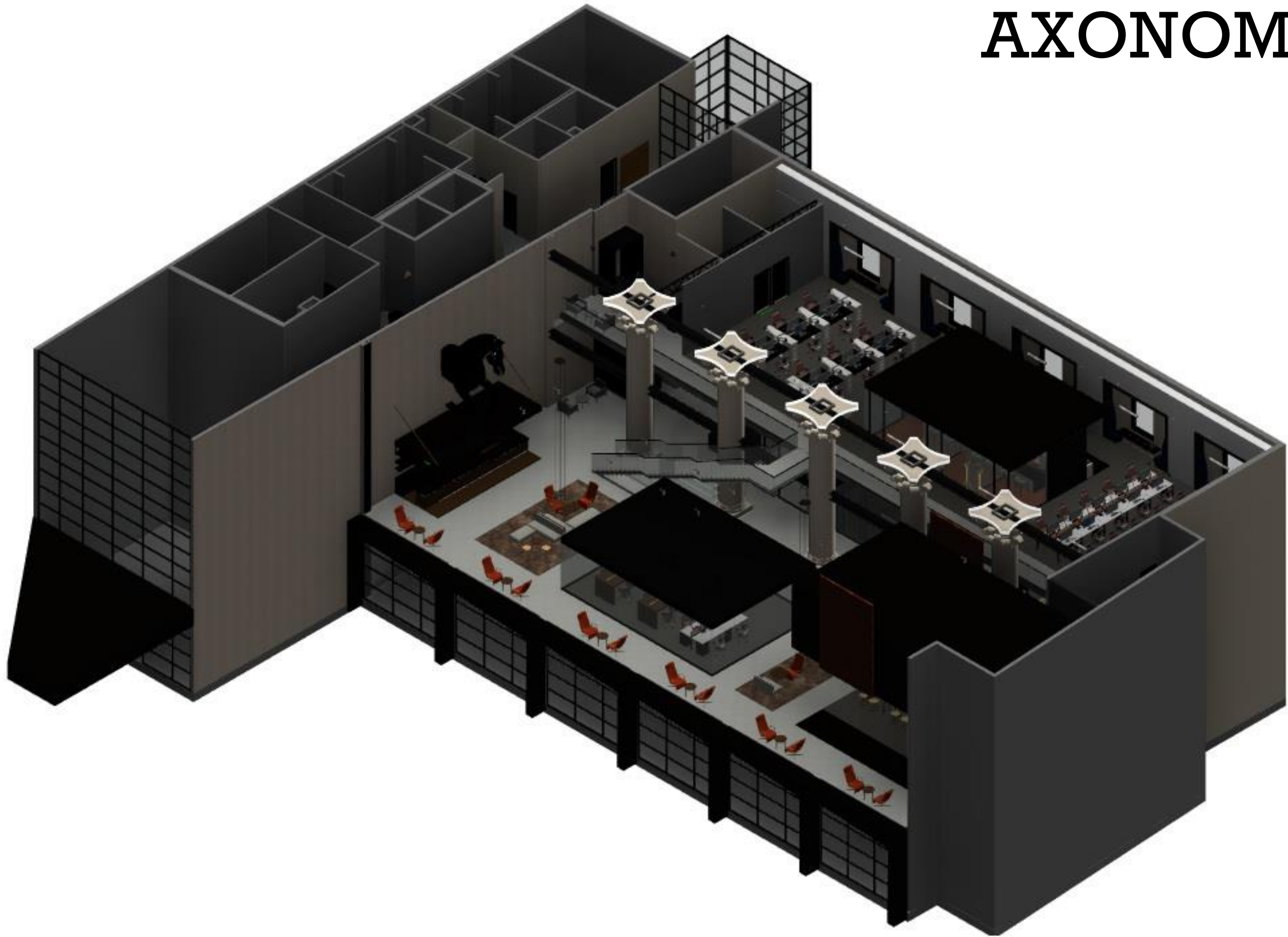
TRANSVERSE SECTION



LONGITUDINAL SECTION



AXONOMETRIC



A large, orange-colored square with a textured, slightly irregular edge, resembling a piece of paper or a brushstroke. It is centered on a white background.

THANK YOU