

Chatter Media

»»Global Office««

Manhattan, NY



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Heritage School of Interior Design // Winter 2019
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»» The Client ««

Our client is a start-up tech company with a large focus on social media. They are looking to rebrand themselves with a fresh new design and business platform.

»» Location ««

Chatter Media has offices around the world. The new global office is located in New York City Metro on the 62nd floor of an old industrial building. It is a small, but highly active establishment with a varying number of employees utilizing the space at any given time.

»» Needs ««

- > Ability to communication with remote employees.
- > Adaptable layout to suit low and high number of employees at any given time.
- > Efficient storage to promote decluttered workspaces.
- > A fresh new design and rebranding.
- > Sustainability.

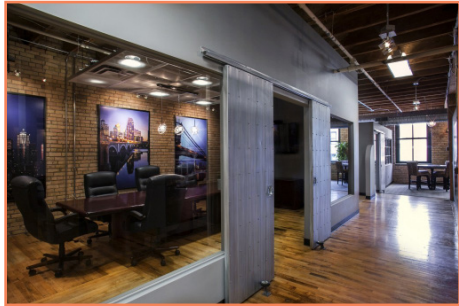
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Industry Data



>> Case Study #1 << "Prestige Office" Minneapolis, MN • 6000 sqft



MISSION:

- To start fresh and rebrand.

NEEDS:

- Open plan with functional workplaces.
- Sustainability through repurposed and reused materials.

CHALLENGES:

- Historical Building.
- Windows only located on far end of building and wanted daylight to reach every space.

LAYOUT:

- Open concept with an executive round table, natural lighting throughout.

COLORSCHEME:

- Revolves around daylight - colors of the sunset.

SUSTAINABILITY:

- Reuse of original hardwoods, embraced the character of its natural wear.
- Salvaged barnwood, aged framed windows, glass and metal barndoors throughout.
- Repurposed tempered glass as daylight filters, defining walls and lowering energy costs.

>> Case Study #2 << "ServiceNow" Singapore • 10,000 sqft



MISSION:

- "Make the world of work, work better for people".
- Strive to use technology to automate and streamline their daily work so they can have shorter days in the office.

CHALLENGES:

- Providing sufficient meeting areas that didn't distract from others engaging in individual work.

LAYOUT:

- Include focus rooms, phone booths, huddle booths, a pantry, meeting and training rooms, collaboration spaces, 69 workstations, and 5 private offices.

SOLUTION:

- To build angular rooms of different shapes and sizes in the core of the building.
- Placing workstations along the perimeter for access to natural light and city views.

KEY DESIGN ELEMENTS:

- Wayfinding through a timber pattern on the ceiling of the corridor, leading users through the space.

>> Case Study #3 << "Alibaba Pictures" Pasadena, CA • 8,700 sqft



MISSION:

- "To create a vibrant and flexible workplace that promotes creativity while helping employees from other subsidiaries feel welcome and productive during their visits".

LOCATION:

- Major factor and their first US office space.
- Chose a space in downtown Pasadena's Playhouse Plaza building - close proximity to Hollywood.

LAYOUT

- Allow for private and collaborative workplaces.
- An office that can accommodate a large party area for film premieres.
- A front office space that can be subdivided in order to accommodate varying degrees of privacy.

CULTURE:

- A big theme in their design was to celebrate Alibaba's brand and their Chinese roots.

HEALTH + WELL-BEING:

- Multipurpose space that serves as both a screening room and as a tai chi studio.

Codes + Standards



»» Building Code + ADA ««

Chatter Media is developing a global workspace where occupancy includes the use of this space to communicate with employees around the globe, hold conferences for employees on location as well as others coming in to the office space from other offices.

LAYOUT:

- Open concept floorplan that utilizes communal work stations to encourage collaboration and allow for a changing number of employees at any given time.
- A glass enclosed conference room will be situated in the center of the space
- Soundproof glass for conference room walls.
- Acoustic panels installed throughout to dampen sound.

ELECTRICAL / TELEPHONE / DATA COMMUNICATIONS

- Electrical system has already been upgraded from single phase 240/120V to a three phase 208Y/120V system which will accomodate the open work space plan.

MATERIALS & FINISH SELECTION

- Flooring material must meet class I or II standard for fire safety.
- Architectural finishes for wall and ceiling treatments will be class A or B
- Carpet tiles will be used to meet ADA requirements for pile height and also allow for the installation of a new rasied floor.

BUSINESS ACCESS & LAYOUT

- All doors will be ADA accessible.
- Each accessible door will comply with egress.
- Accessible route includes 32" minimum width with a 60" turning diameter.
- Circulation paths of at least 44" wide, turnaround areas and entrances to workspaces of at least 36" wide.

LIGHTING

- Entire space will utilize ambient lighting through the use of lighting suspended from the ceiling.
- Task lighting will be provided at each individual work station.
- Daylight will be captured through windows in order to decrease energy needs.

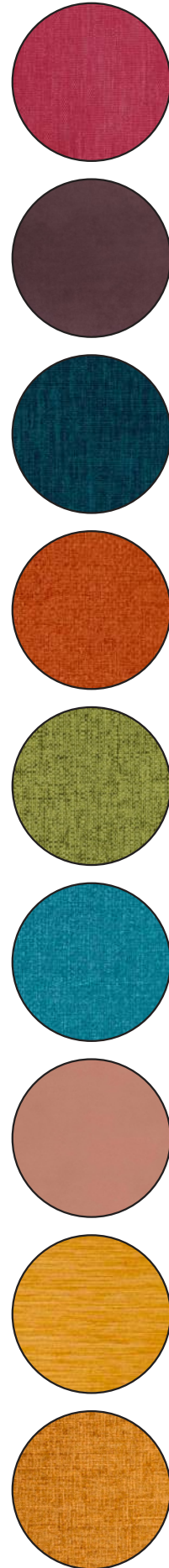
WORKSPACE & CONFERENCE ROOM

- Conference room will meet all guidelines concerning doors and routes.
- 5%, but at least 1 workspace, will be constructed so that an individual with disabilities can manouver in the work station.
- Ergonomic chairs and workstations to promote proper posture and comfort.

Concept



An open and modern office space that invites the outside in and utilizes energizing colors and design in the flexible workspaces.



Programming



PROBLEMS + SOLUTIONS

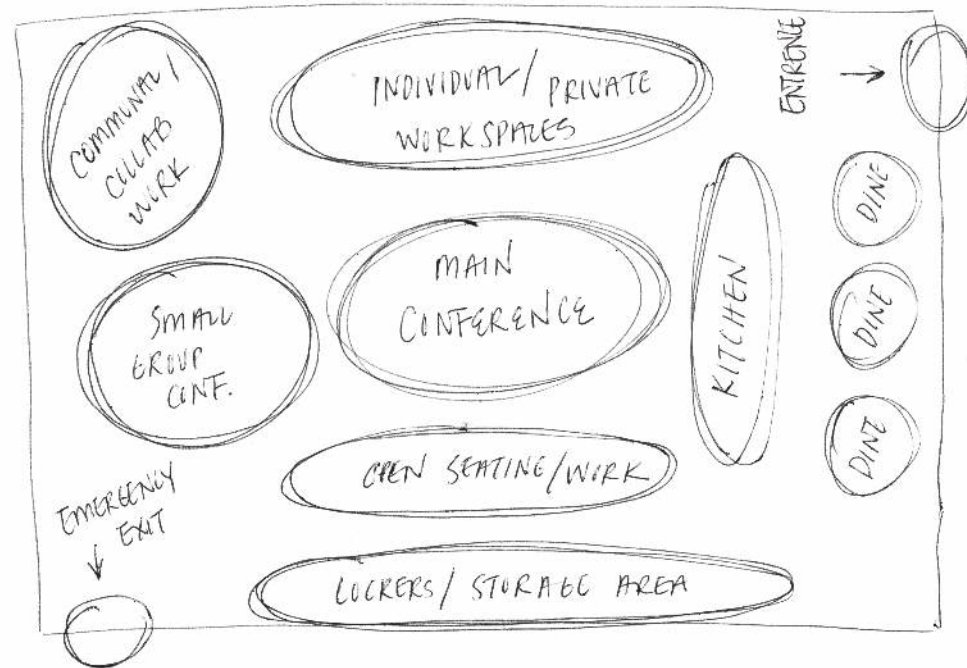
- > Lack of technological requirements to communicate with employees accross the globe.
 - Upgrade individual workstations to provide fast internet connectivity and issue portable devices to allow for communication anywhere within the space.
- > Constantly fluctuating number of employees in the office at any given time.
 - Open floor plan with mobile workstations.
 - Work areas arranged to provide areas for all work needs.
- > A lack of work and storage space.
 - A seperate locker and storage room with lockable cubicles for personal items and private documents. Keeping the desk areas clutter free.

Total Pop.: 391, 371
Median Age: 37
Males: 188,006
Females: 203,365

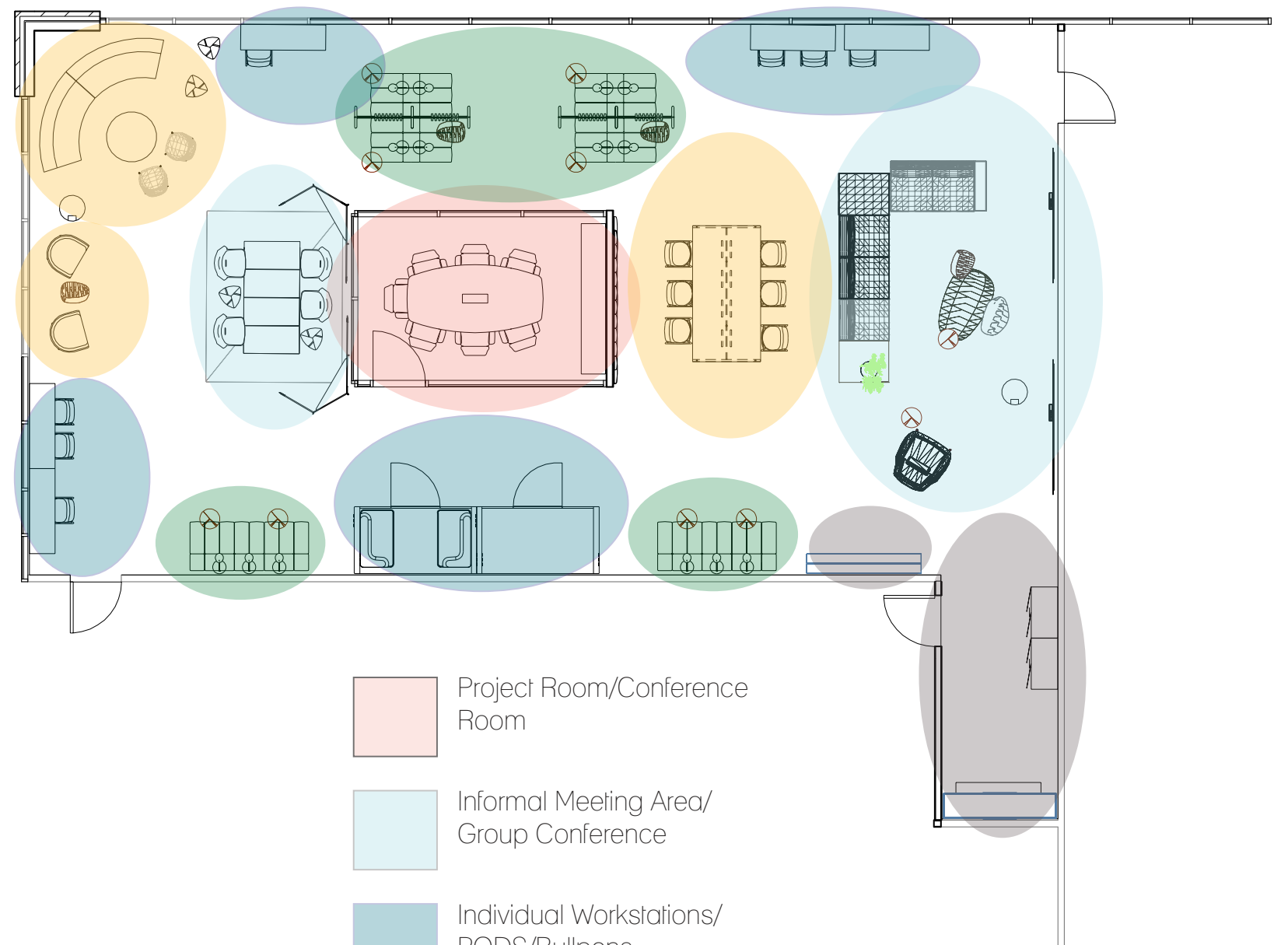
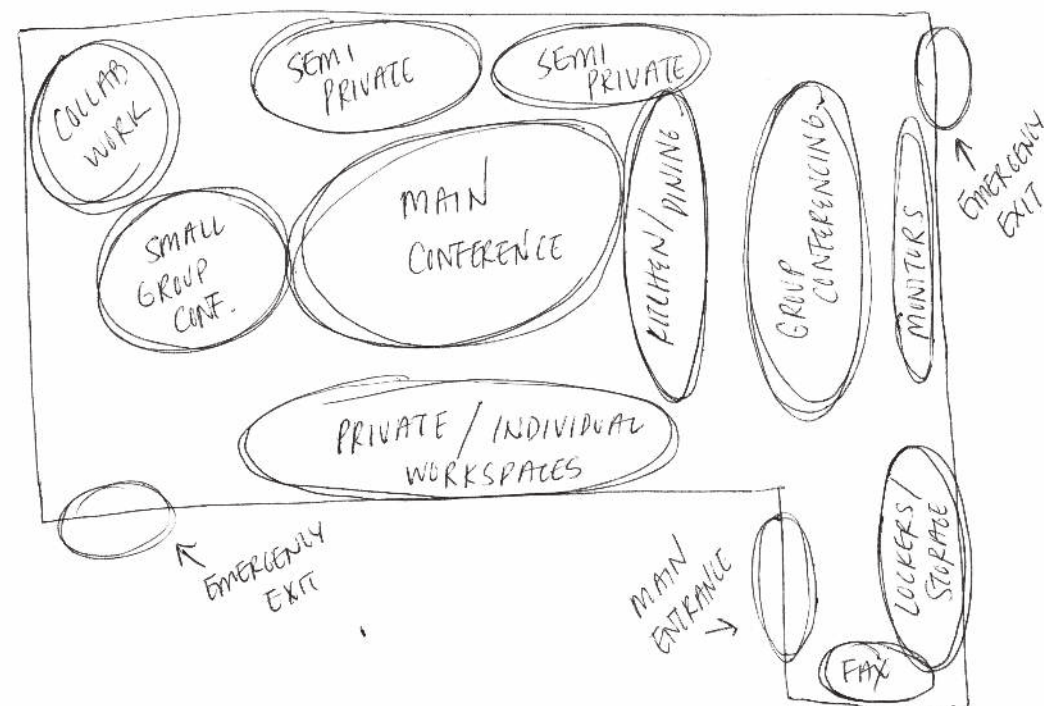
STATS

IMPLEMENTING the DATA

- > Millenial dominated industry with an age range of 24-38 years old.
- > They are tech saavy and proficient on most social media platforms.
- > They work best in a relaxed work environment and in groups with a casual surrounding.
- > Access to internet, communal areas and social spaces are key to their success.
- > An adaptable workplace with moveable desks and chairs that can easily adapt from small to large groups is ideal.
- > A place of reprove will keep employees focused.
- > A large meeting and conference are for projects and global communications is key.



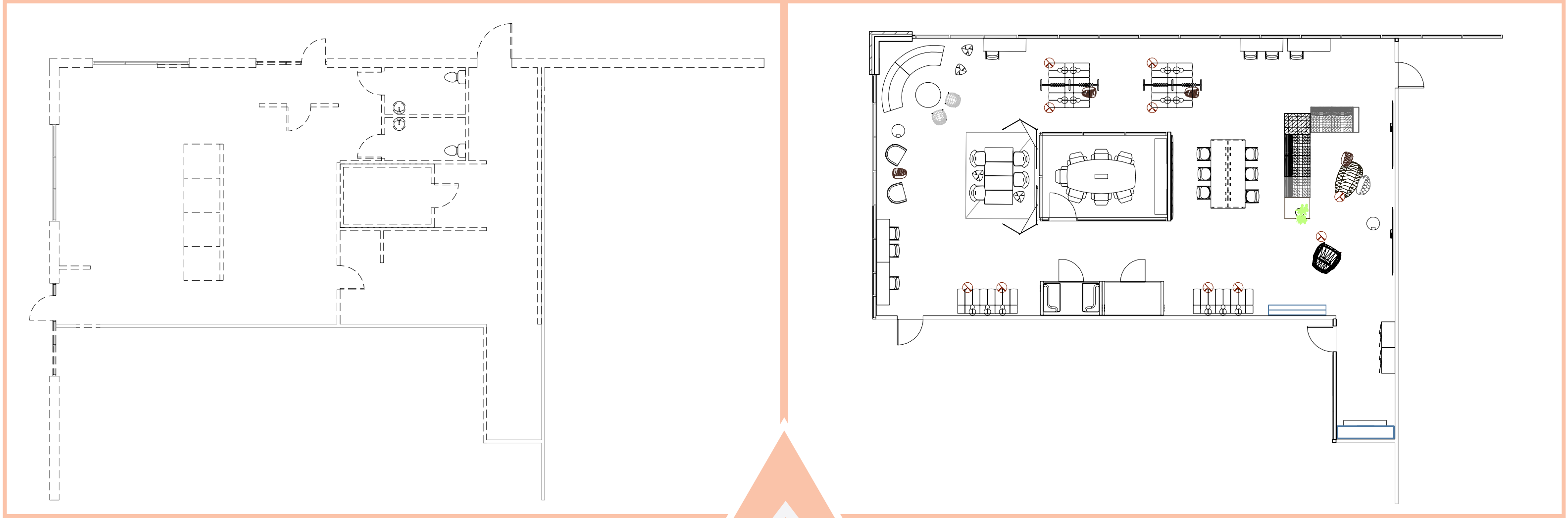
Bubble Diagrams + Spatial Planning



- Project Room/Conference Room
- Informal Meeting Area/Group Conference
- Individual Workstations/PODS/Bullpens
- Semi-Private Workstation
- Coworking/Collaborative Workstation/Common Area
- Office Storage/Filing and Fax Machine

Project Scope





Demolition

Furniture

PLANS



Furniture

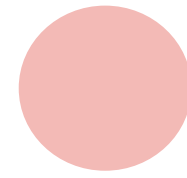
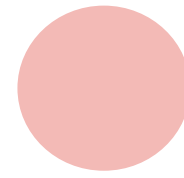
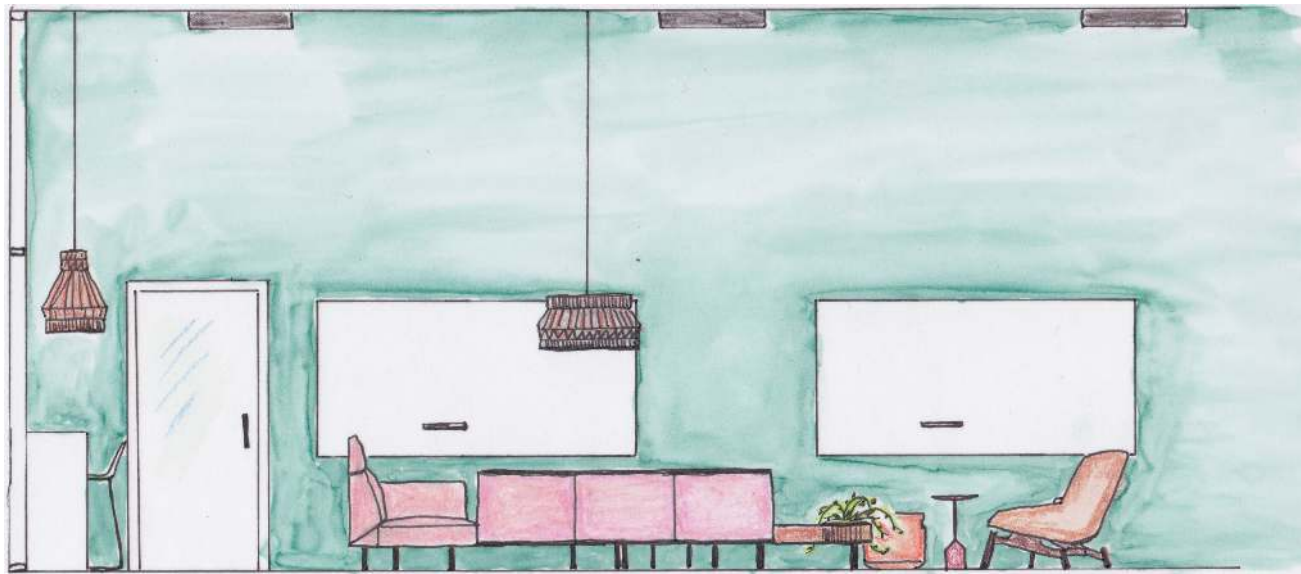


Fixtures

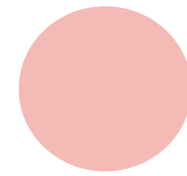
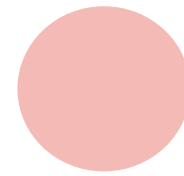


Equipment

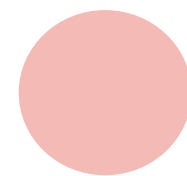
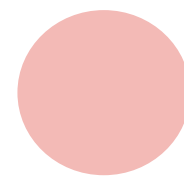




Informal Meeting Area



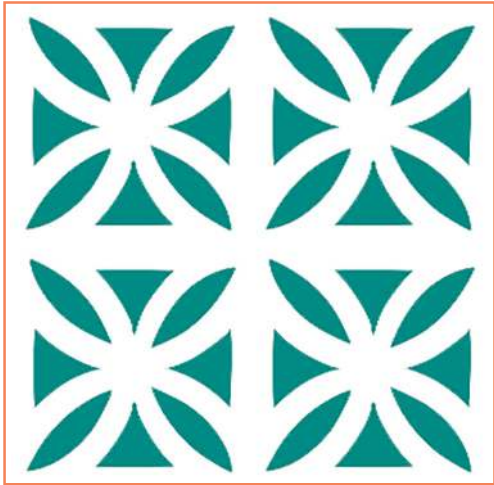
Core Conference Room



Collaborative Workstation

PERSPECTIVES

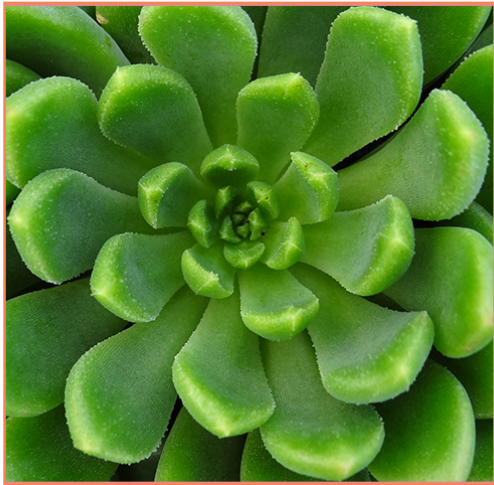




3D Wall Tiles



Herringbone Floors



Live Plants



Acoustic Panels



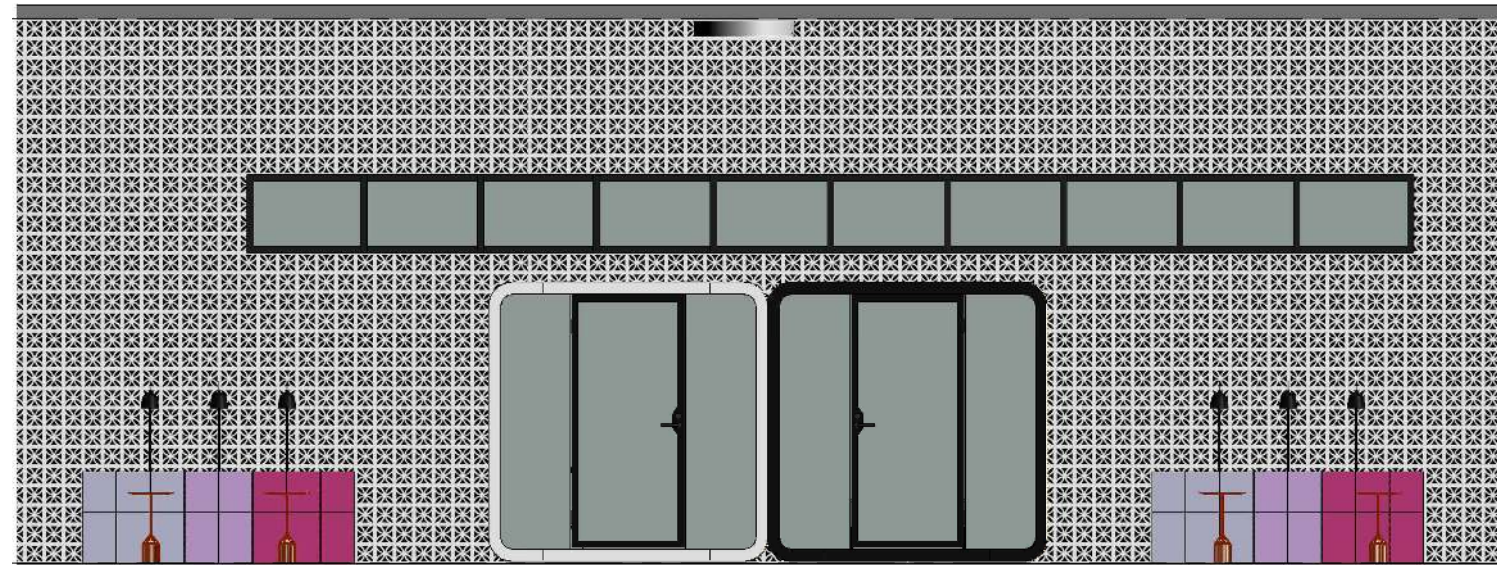
Walnut Desks



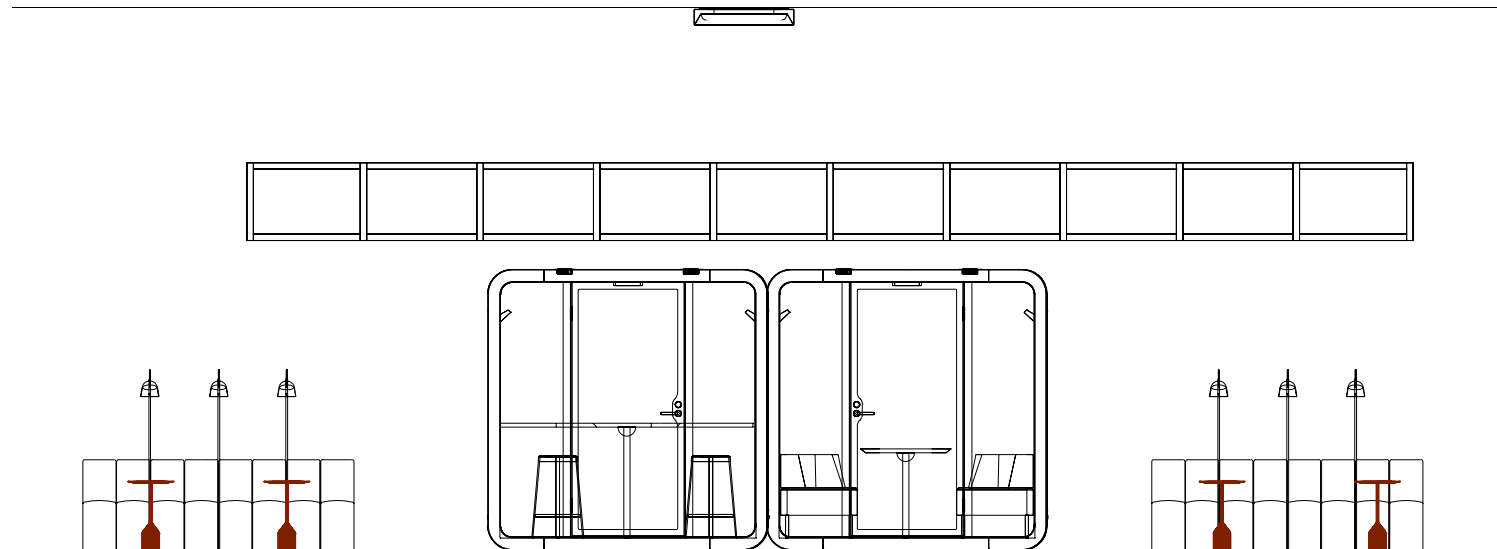
Wall Paint Color



Privacy
Pods



Meditation
Rooms



Bull
Pens



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The background image shows a bright, modern interior space. On the left, there's a wall with a white geometric pattern and a row of windows. Below the windows is a long, low, colorful sofa in shades of purple, pink, and orange. In front of the sofa are several white bar stools with green seats. To the right, there's a large glass wall or window that looks out onto a green landscape. Inside, there are more colorful sofas and chairs in shades of pink, orange, and yellow. The floor is made of light-colored wood. A large, semi-transparent teal diamond shape is overlaid on the center of the image, containing the text.

—
“A Room
should never
allow the eye to
settle in one place.
It should smile at
you and create
fantasy.”
—

Juan Montoya

Reference Data

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