

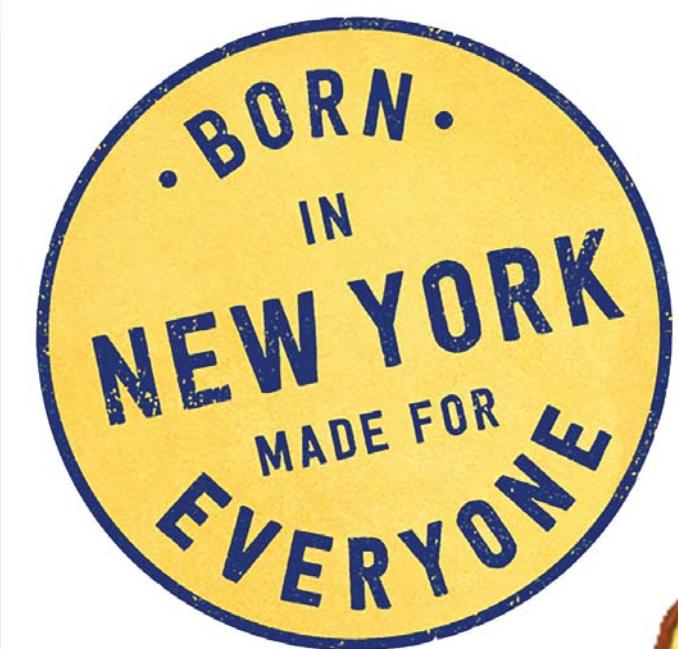
MADE FROM THE BEST STUFF ON EARTH

Snapple®



“We should create an all-natural beverage New Yorkers will love.”





GLEEFUL
EXPERIMENTATION

FUNKY
BEGINNINGS

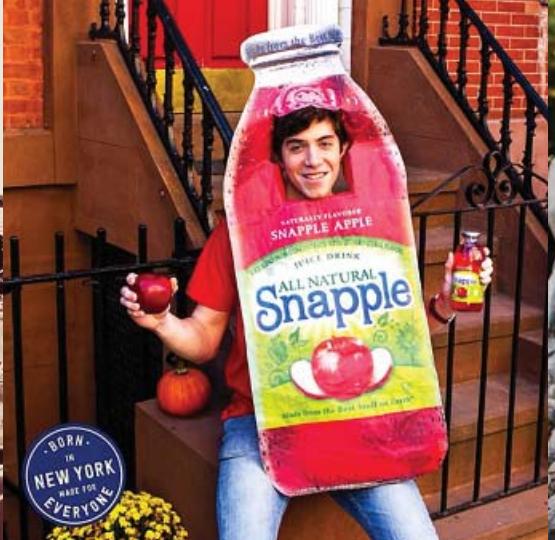
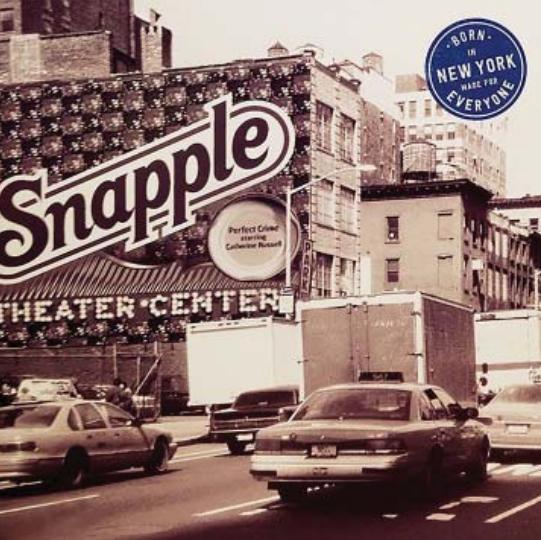
PLAY OVER
PLANNING

QUIRKY
SPIRIT

1972
GRASSROOTS COMPANY

1987
THE GODFATHER WAS BORN

2015
70 FLAVORS OF JUICE, JUICE DRINKS, AND TEAS



A QUICK,
HEALTHY
LUNCHTIME
BEVERAGE

for

HEALTH-CONSCIOUS
CONSUMERS WITH
YOUTHFUL ATTITUDE,
BOTH YOUNG & OLD

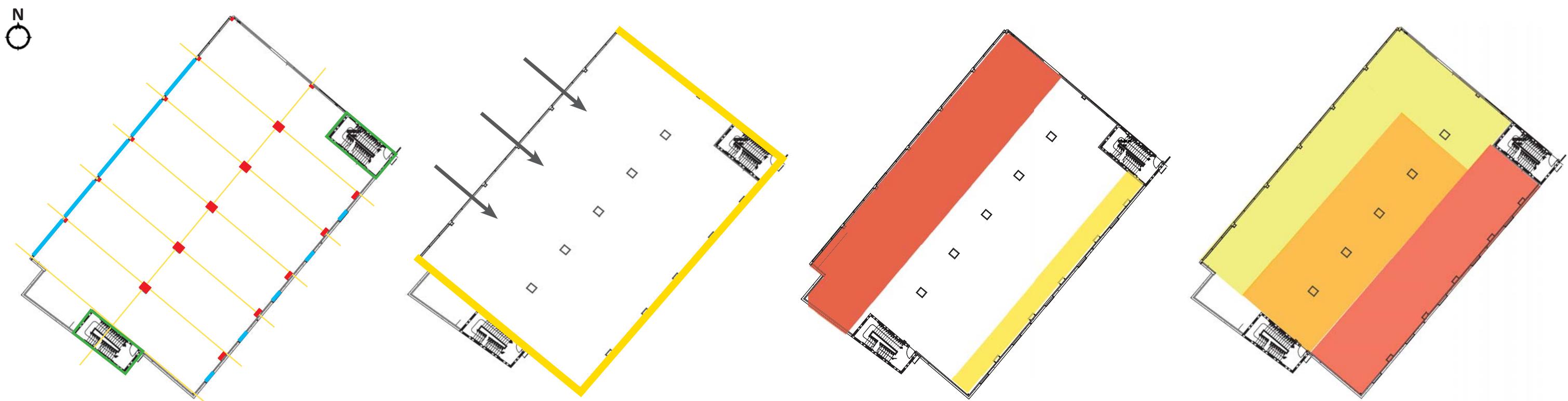
from

A COMPANY THAT VALUES
ACCOUNTABILITY,
TRANSPARENCY,
& BALANCED LIFESTYLES





BUILDING & SITE



STRUCTURE

- Grid system
- Openings
- Columns
- Stairwell

ENCLOSURE

SUN PENETRATION

- Summer
- Winter

ZONES

- Public
- Semi-private
- Private

BUILDING ANALYSIS

PROGRAM

LOBBY & WAITING • • • • First impression, moderate behavior, give information

CAFÉ • • • • • • • • • Lunchtime hub, collision zone

TEST KITCHEN • • • • • • Generate and test new flavors, entertain

HUMAN RESOURCES • • Manage employee relations, recruitment, training, compliance

PURCHASING • • • • • • Procurement of resources, supply chain management

SALES • • • • • • • • Company salesforce, nurture relationship with distributors

MARKETING • • • • • • Communicate brand, market research, idea generation

QUALITY ASSURANCE • • Ensure products meet quality standards

OPERATIONS • • • • • • Process improvement, work with all departments, logistics and best practices

IT • • • • • • • • • • Maintain internal network, access company data, technical support

ACCOUNTING • • • • • Financial support, determine financial position for working cost effectively

EXECUTIVE SUITE • • • • House C-level executives, set example for corporate culture

70%
open

30%
enclosed

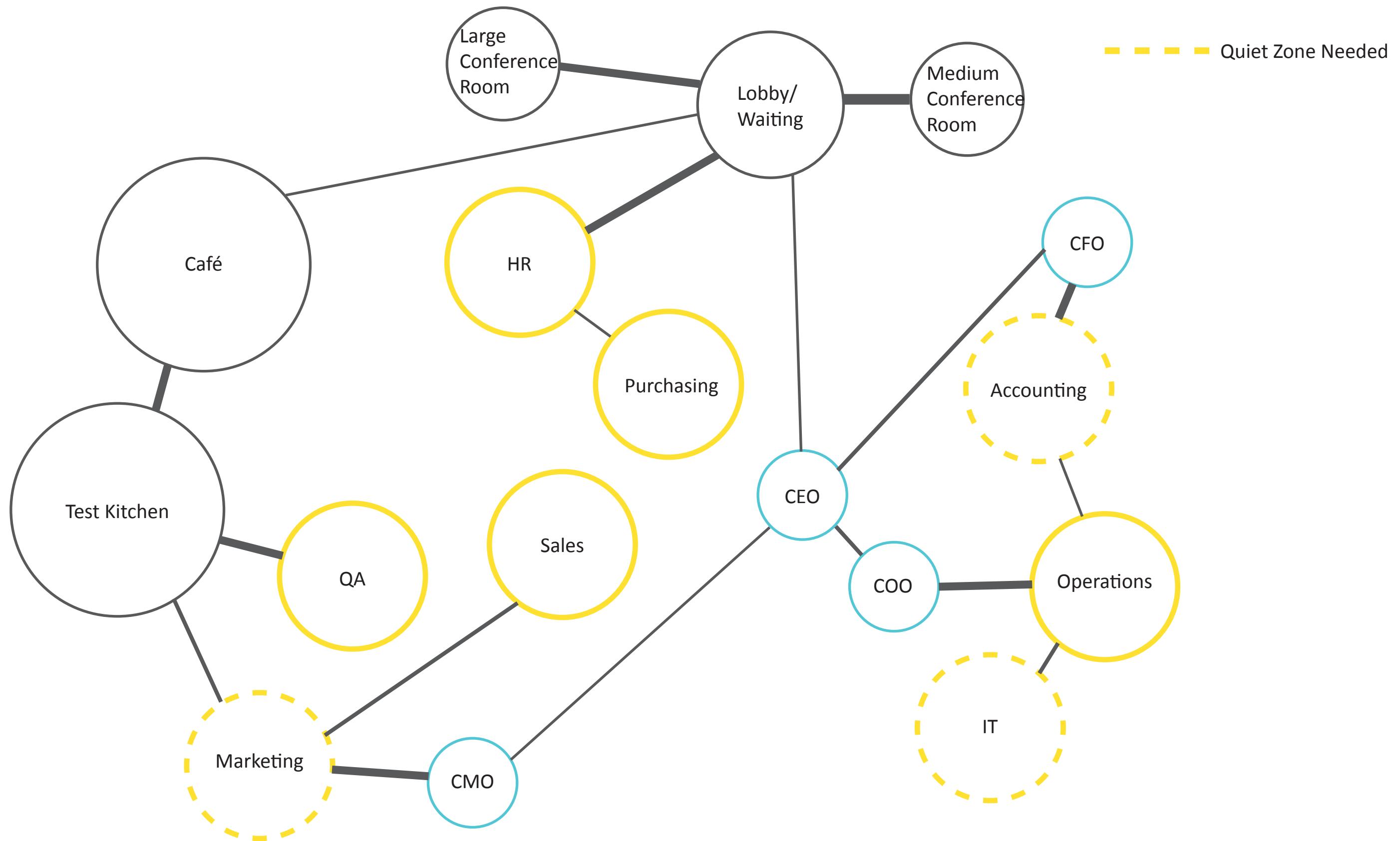
60%
public

40%
private

*Excluding private offices

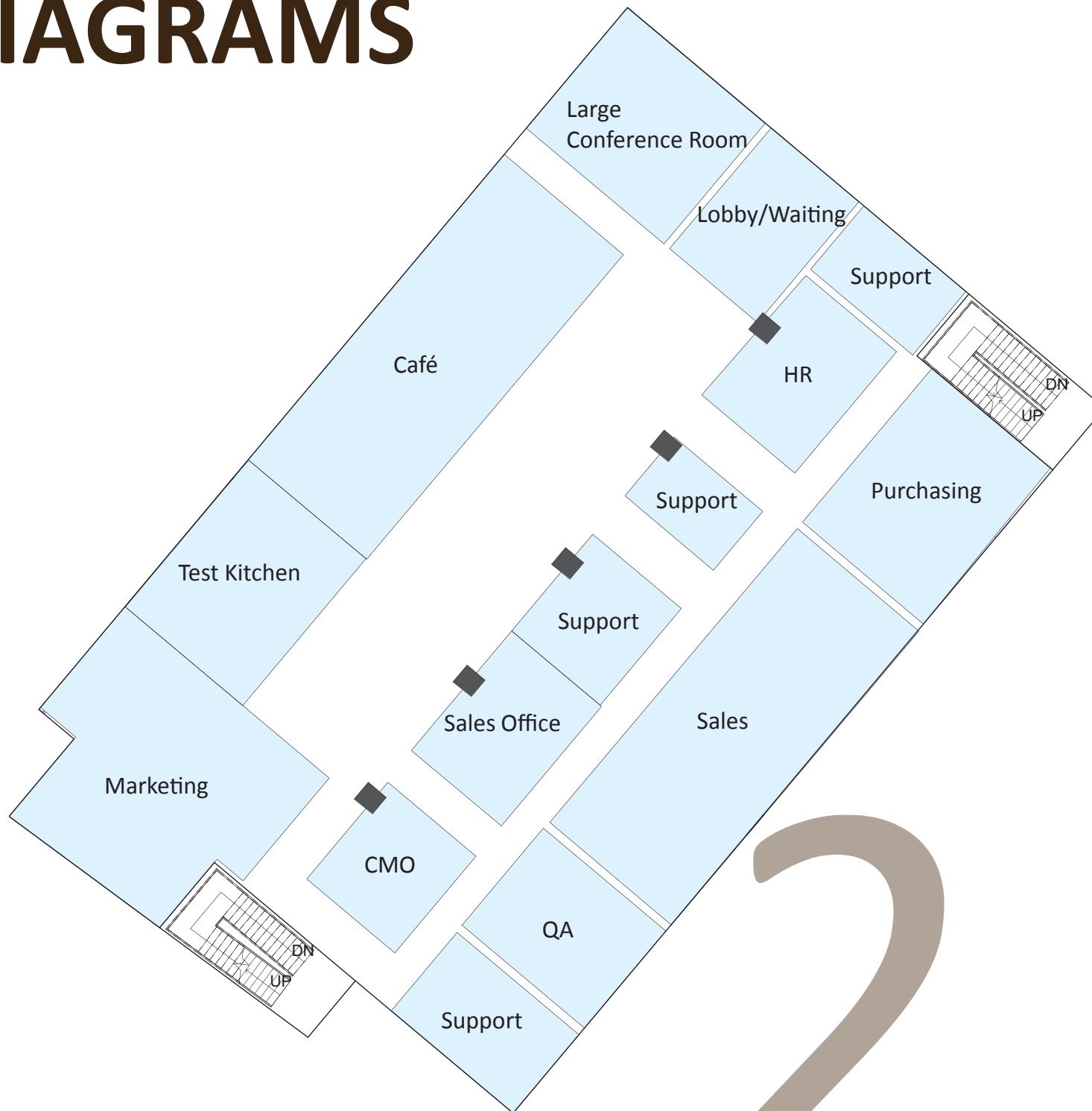
PROGRAMMATIC COMPOSITION

ADJACENCY DIAGRAM



BLOCK DIAGRAMS

N



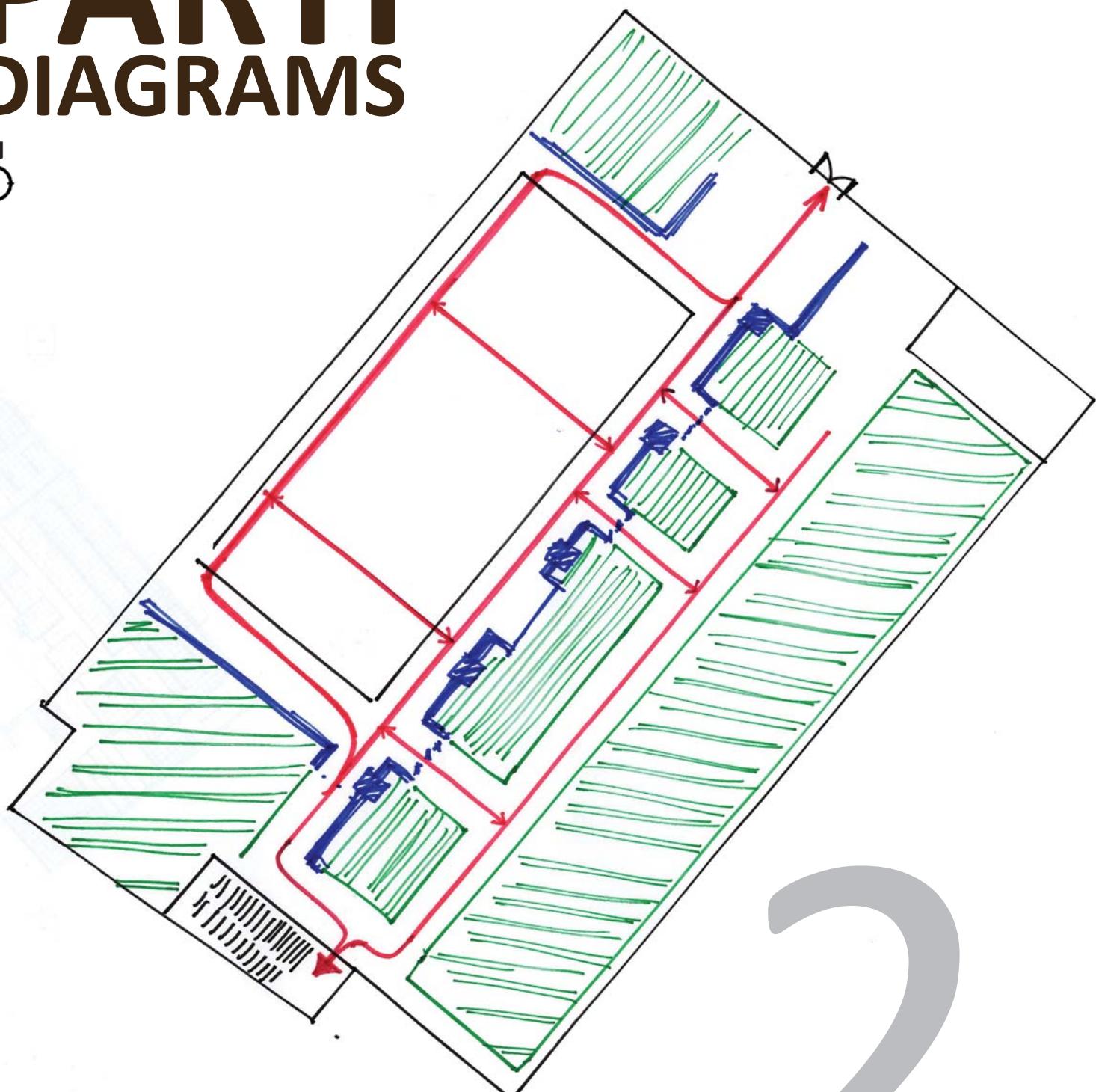
2
LEVEL



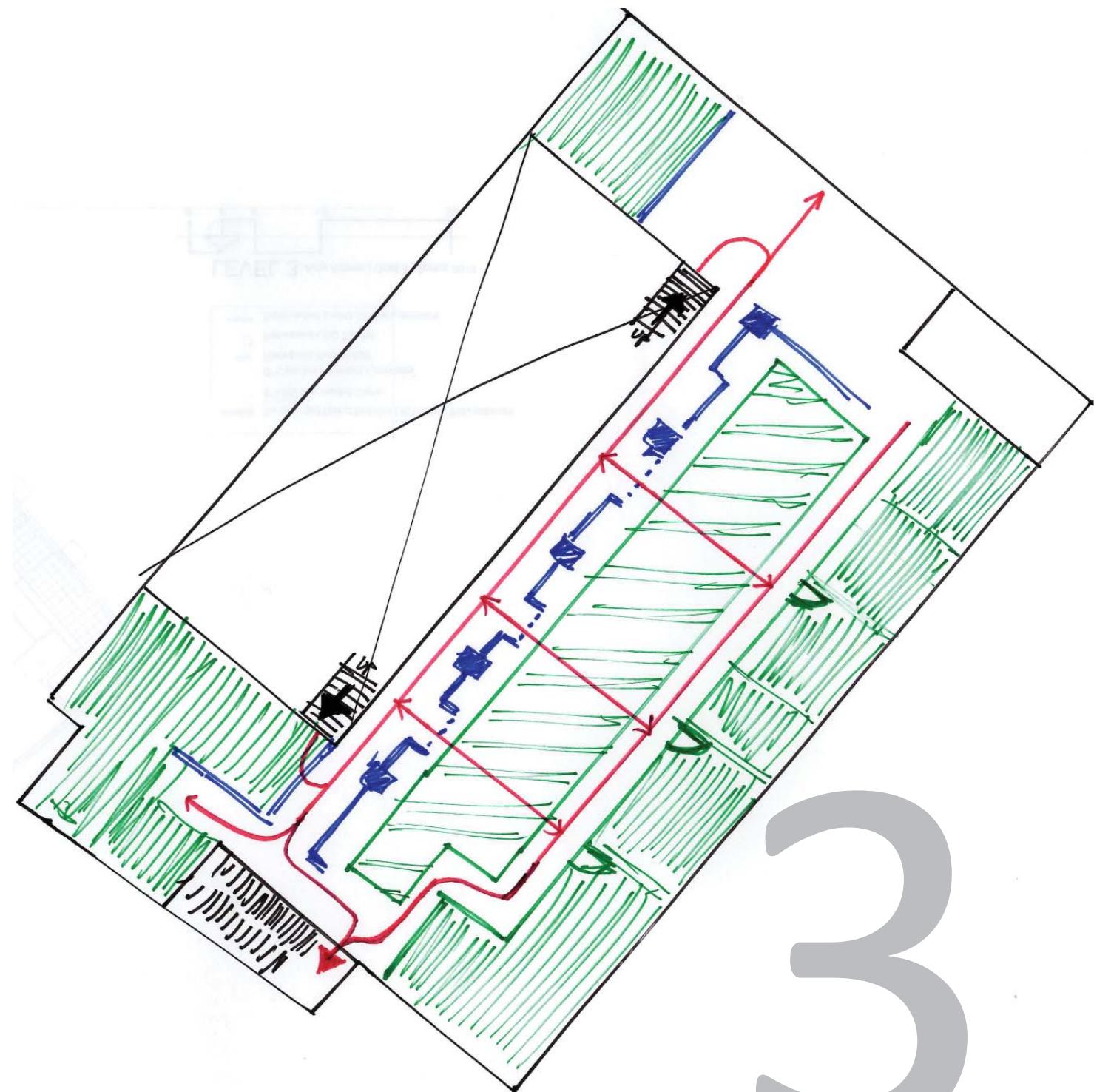
3
LEVEL

PARTI DIAGRAMS

N



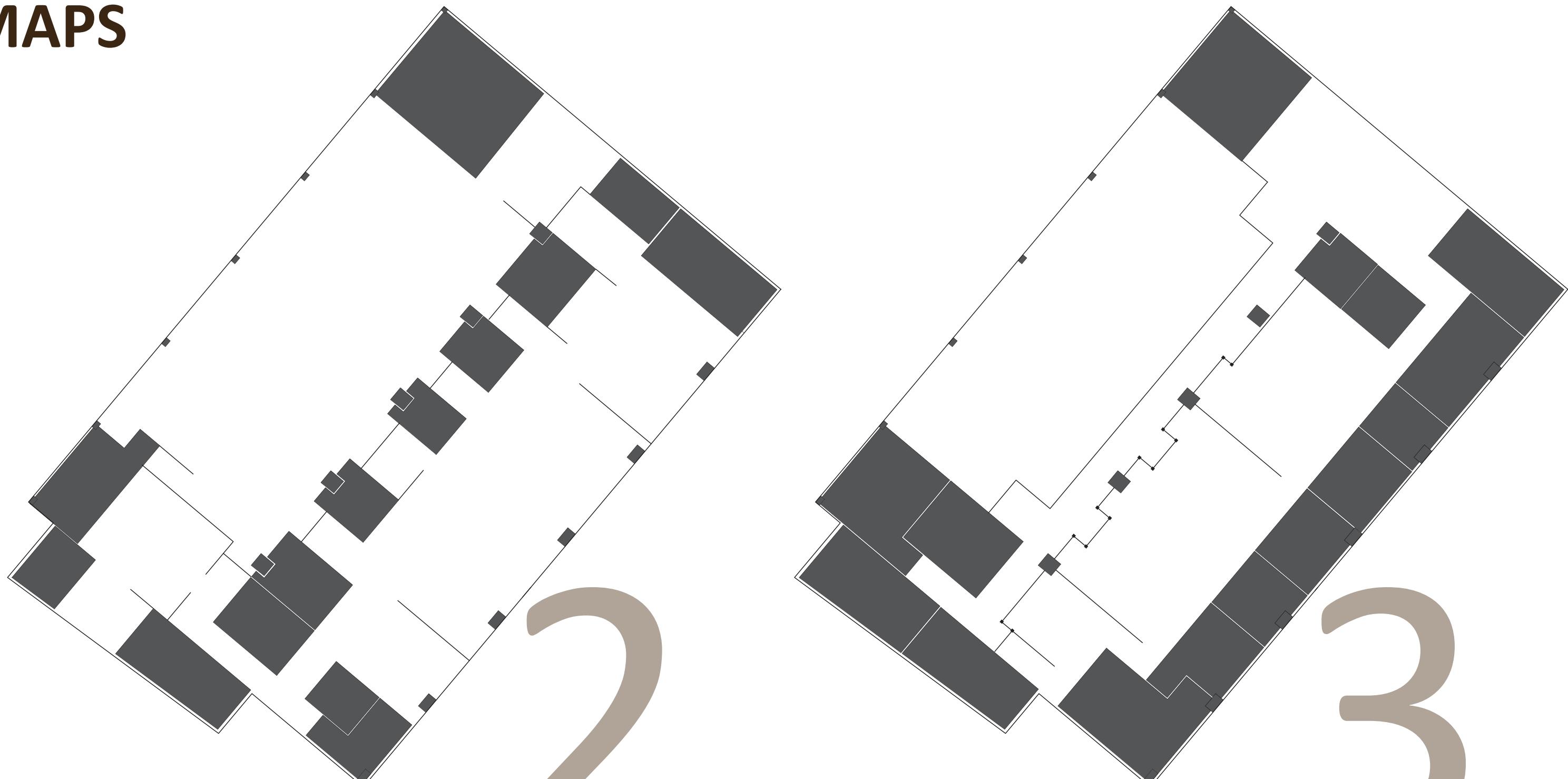
2
LEVEL



3
LEVEL

NOLLI MAPS

N



2
LEVEL

3
LEVEL

GOALS ESSENTIAL PURPOSE

To provide a space in which people want to be and in which people want to work.



GOALS

MAIN GOALS

- Connect employees to values
- Support focus
- Promote interaction & friendship
- Provide choice



GOALS DOMINANT FEATURES

Grand steps *Snapple present*
Storefront frames *Snapple past*
City within a building *Snapple identity*
Mezzanine

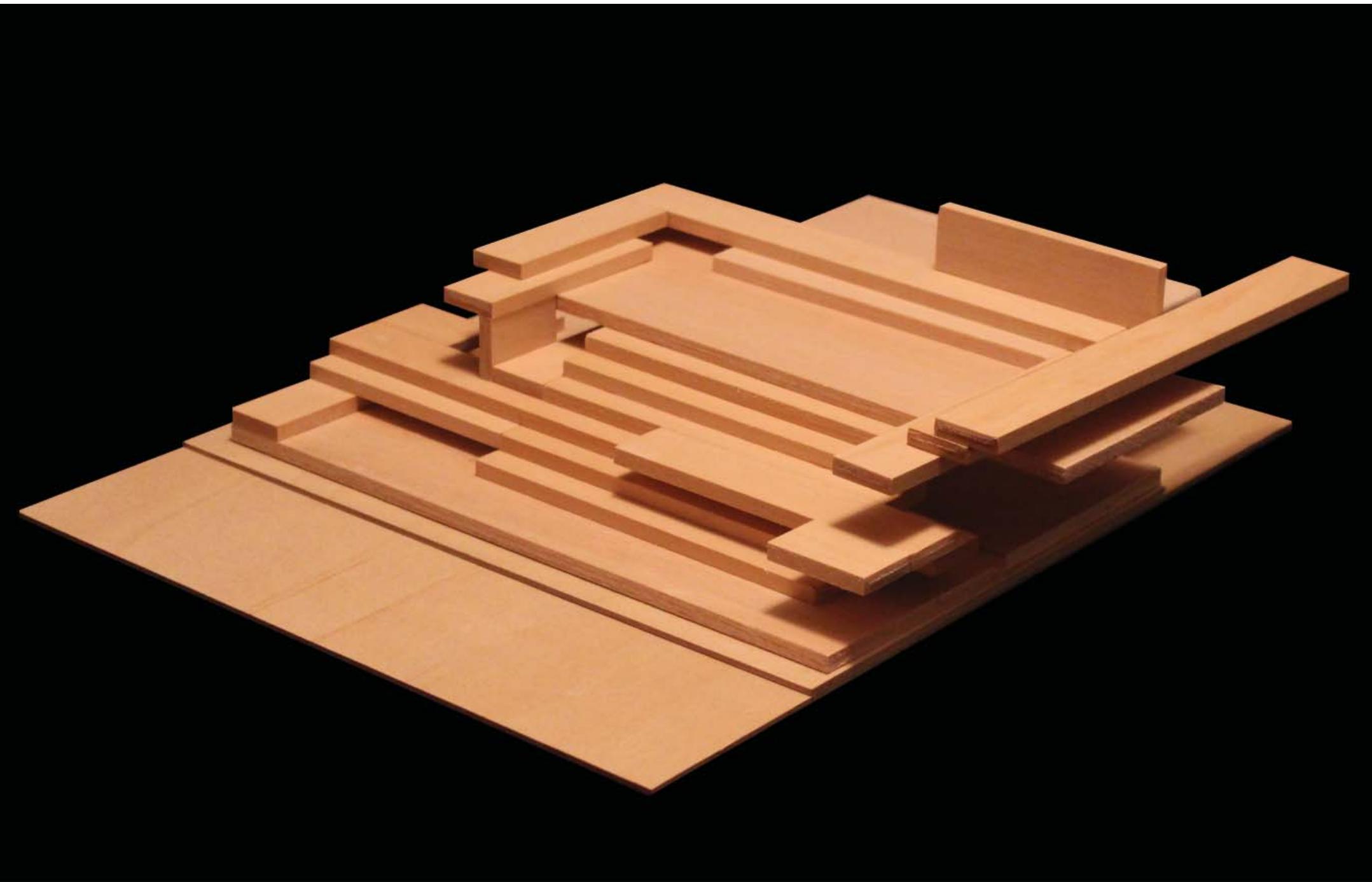


GOALS CRUCIAL ASPECTS

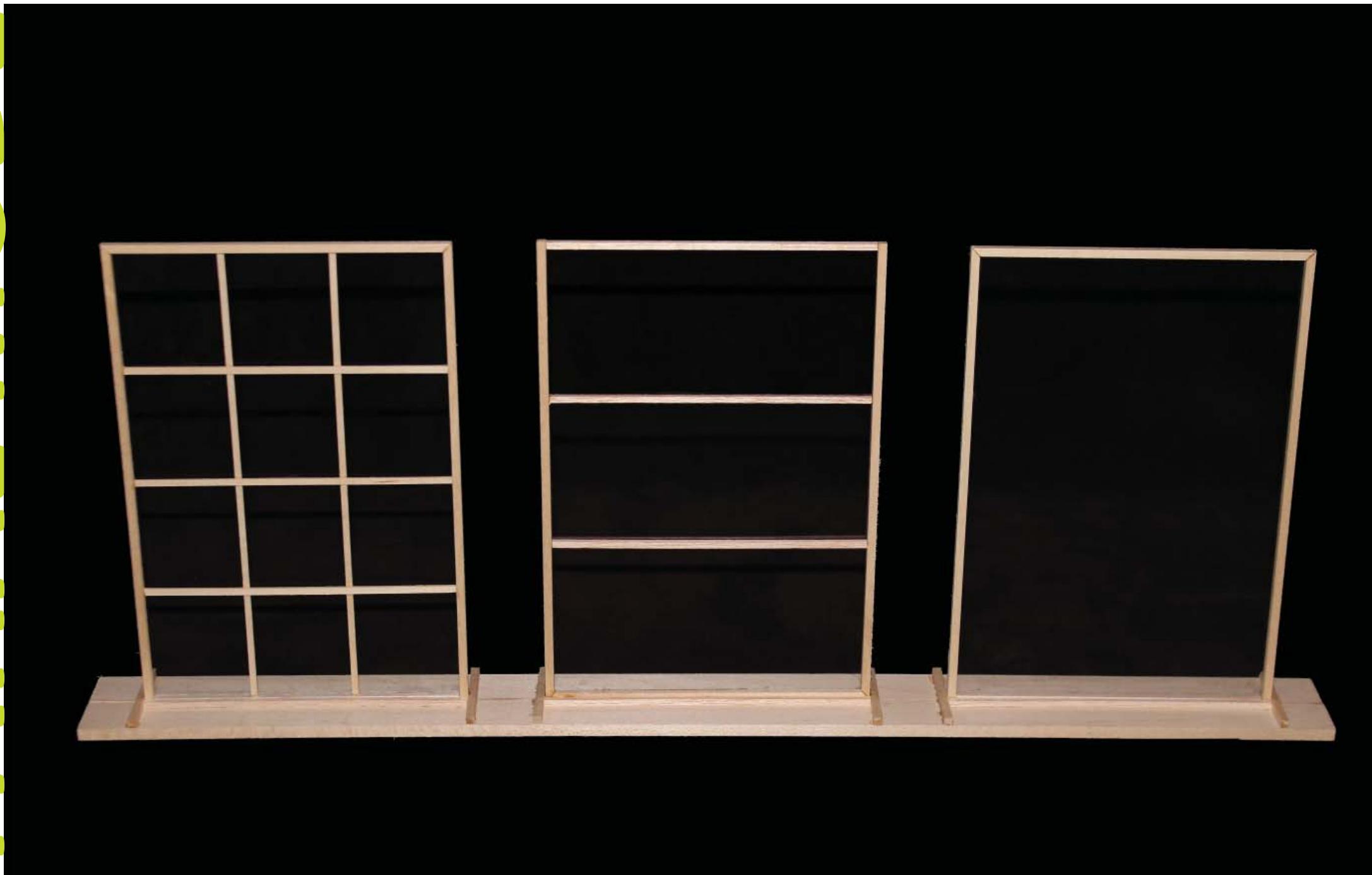
Hub for employees - landing
Balance between focused work
and places of interaction



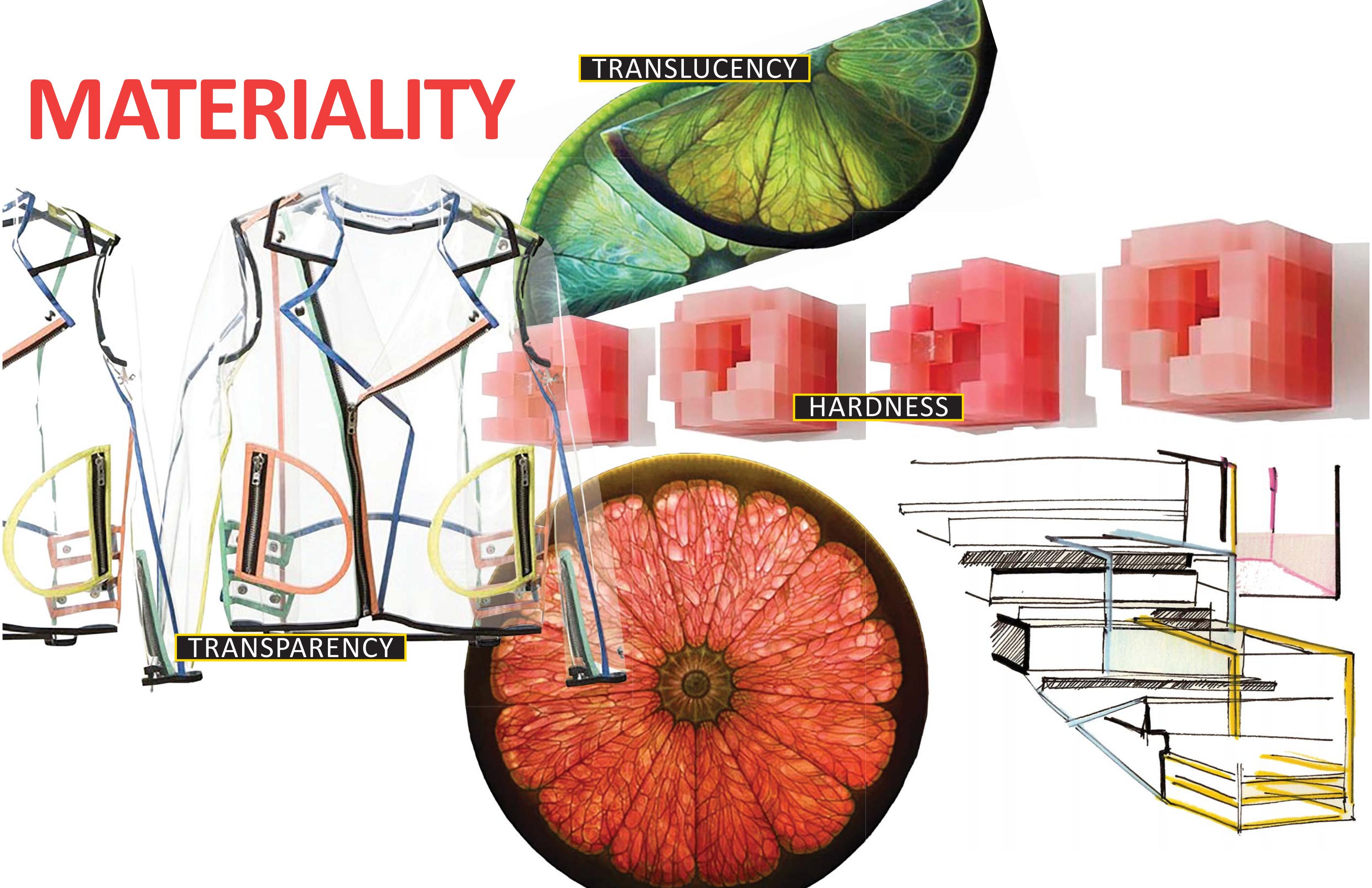
SPATIAL MODEL



SPATIAL MODEL



MATERIALITY

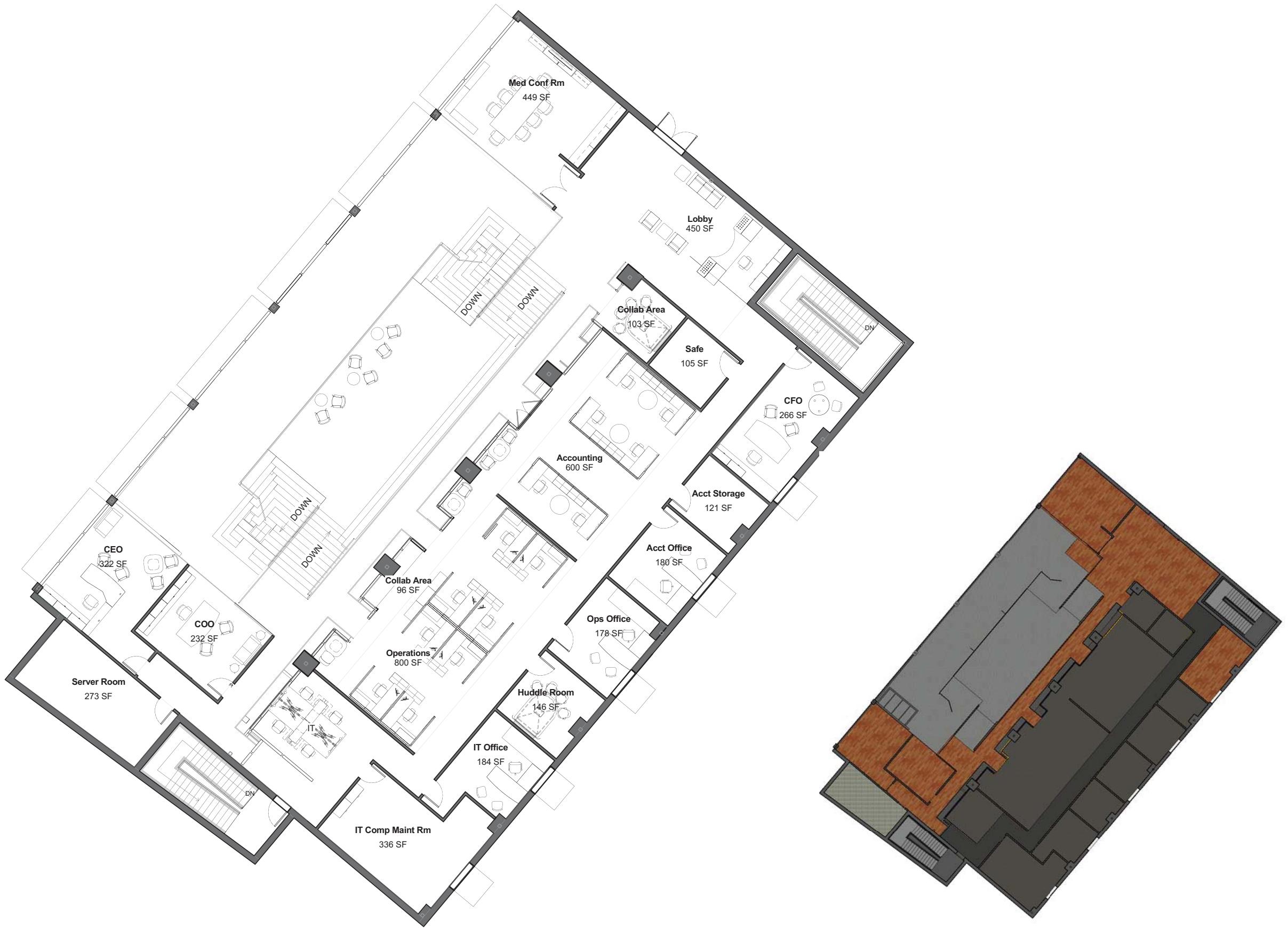


LEVEL 2 FLOOR PLAN



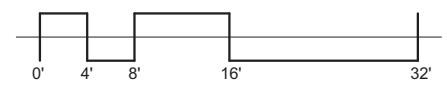
FLOOR PLAN

3 LEVEL

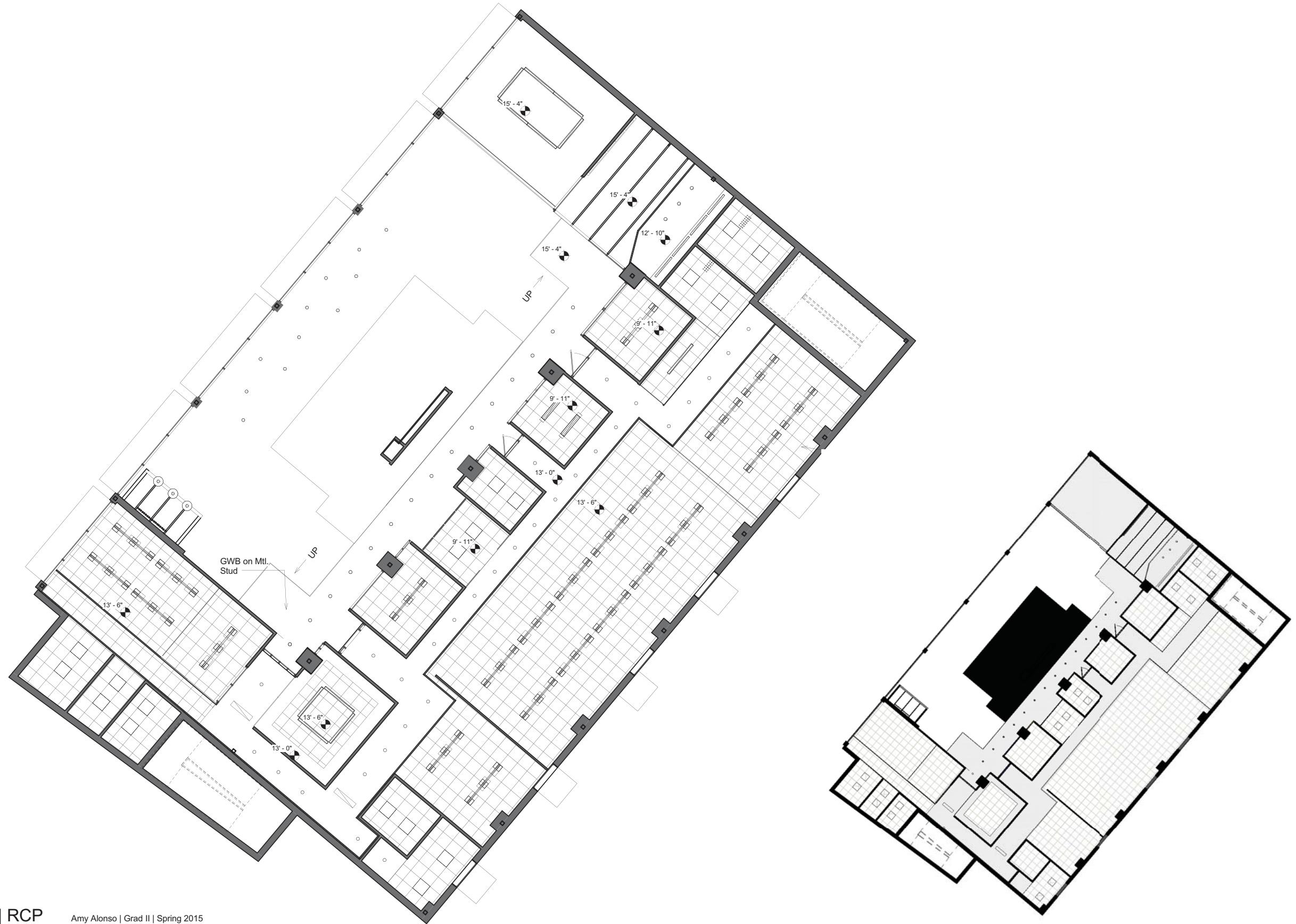


LEVEL 3

Amy Alonso | Grad II | Spring 2015

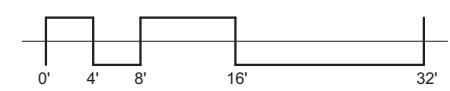


2 RCP LEVEL



LEVEL 2 | RCP

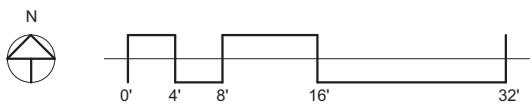
Amy Alonso | Grad II | Spring 2015



3 LEVEL RCP

LEVEL 3 | RCP

Amy Alonso | Grad II | Spring 2015





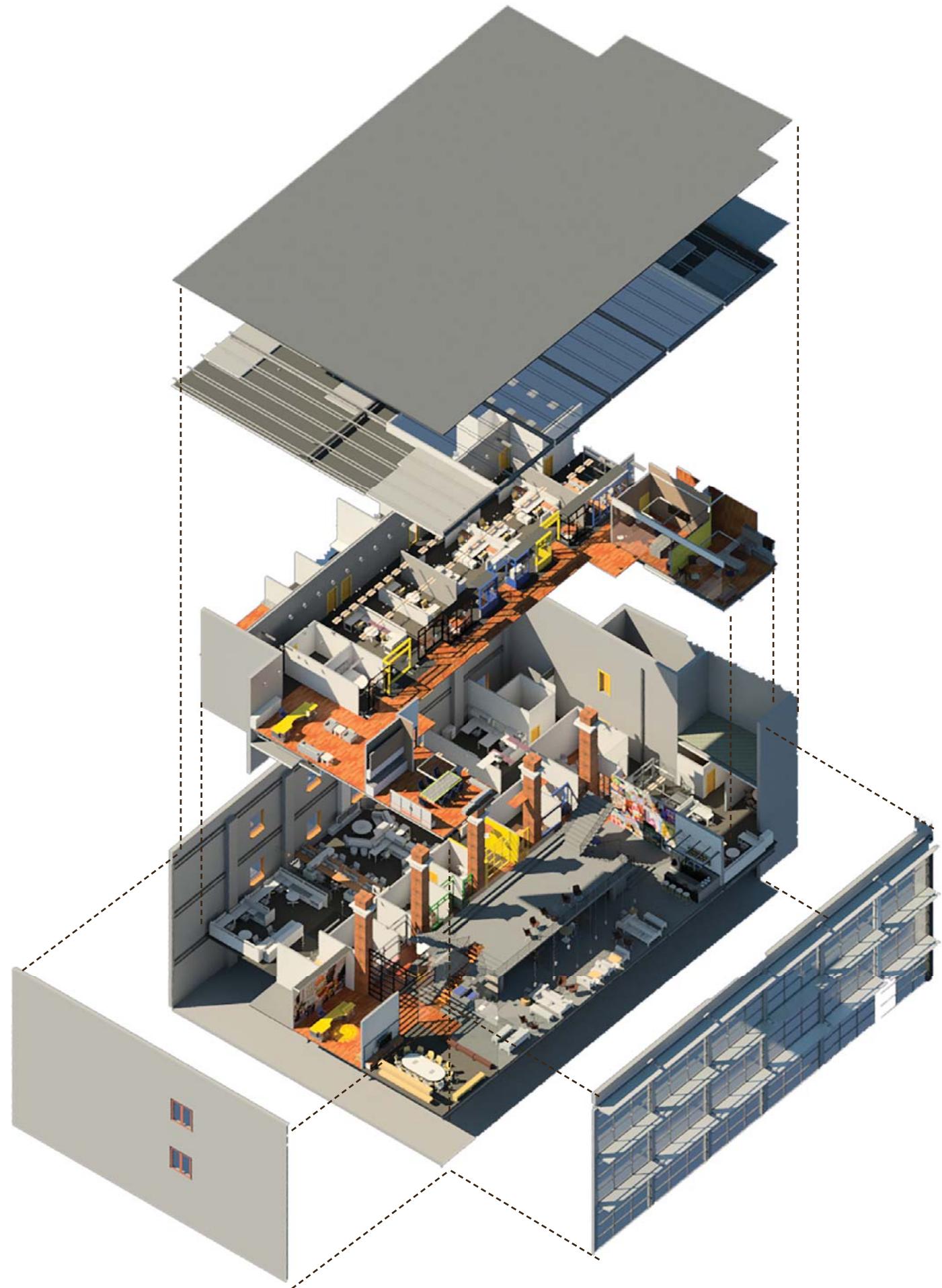


SECTION LONGITUDINAL 2





**SECTION
TRANSVERSE**



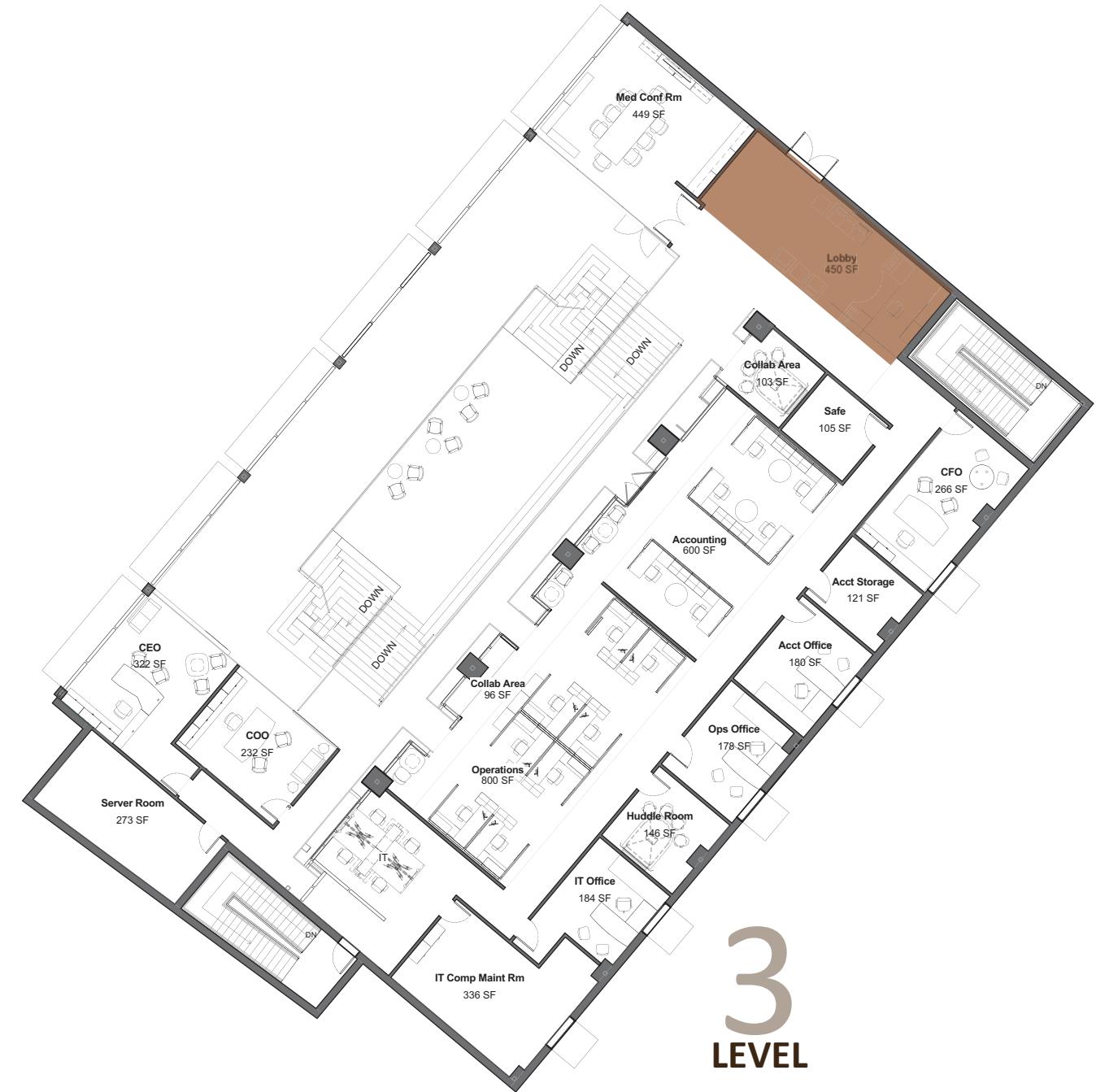
AXONOMETRIC

SECTION PERSPECTIVE



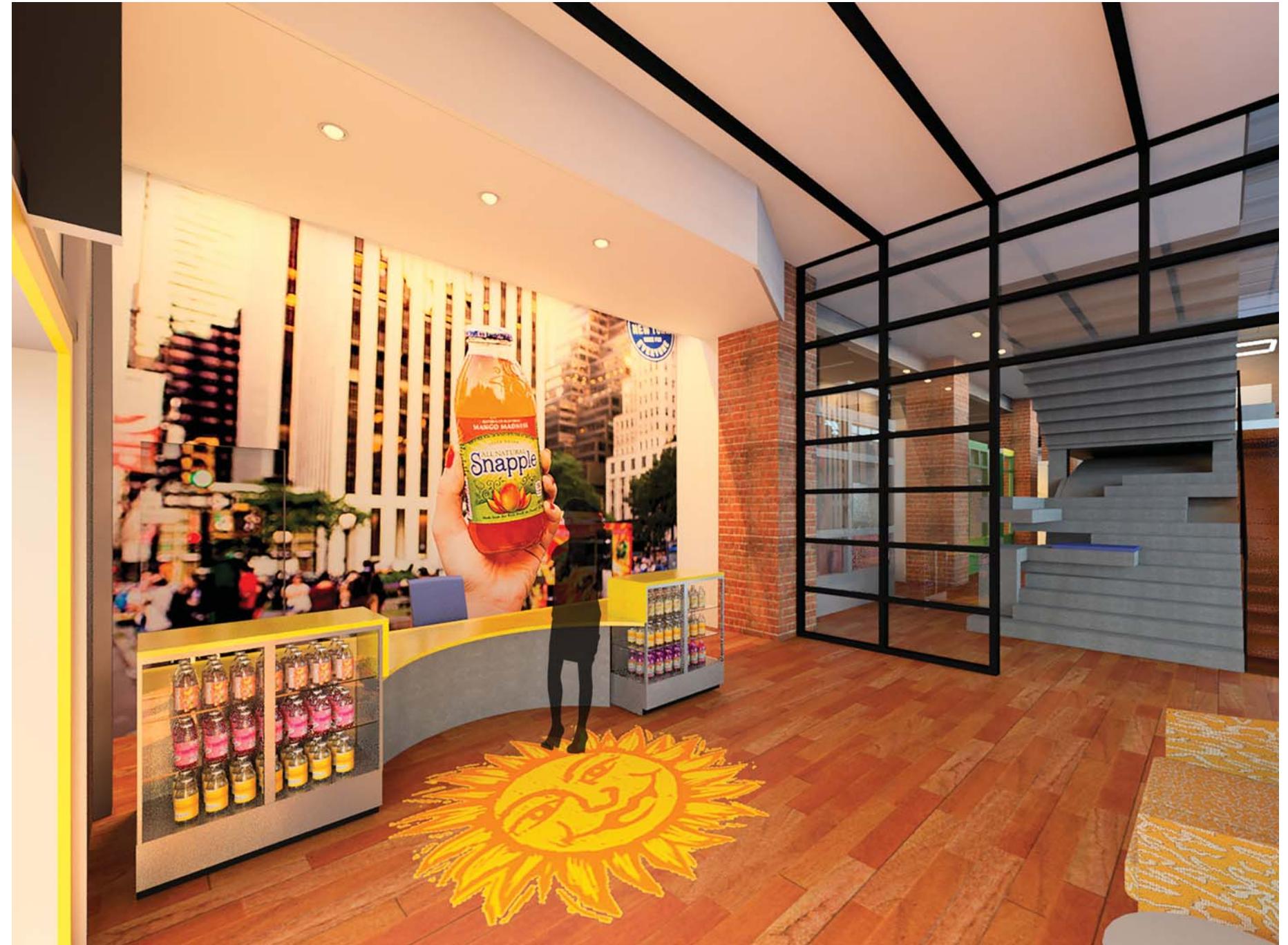
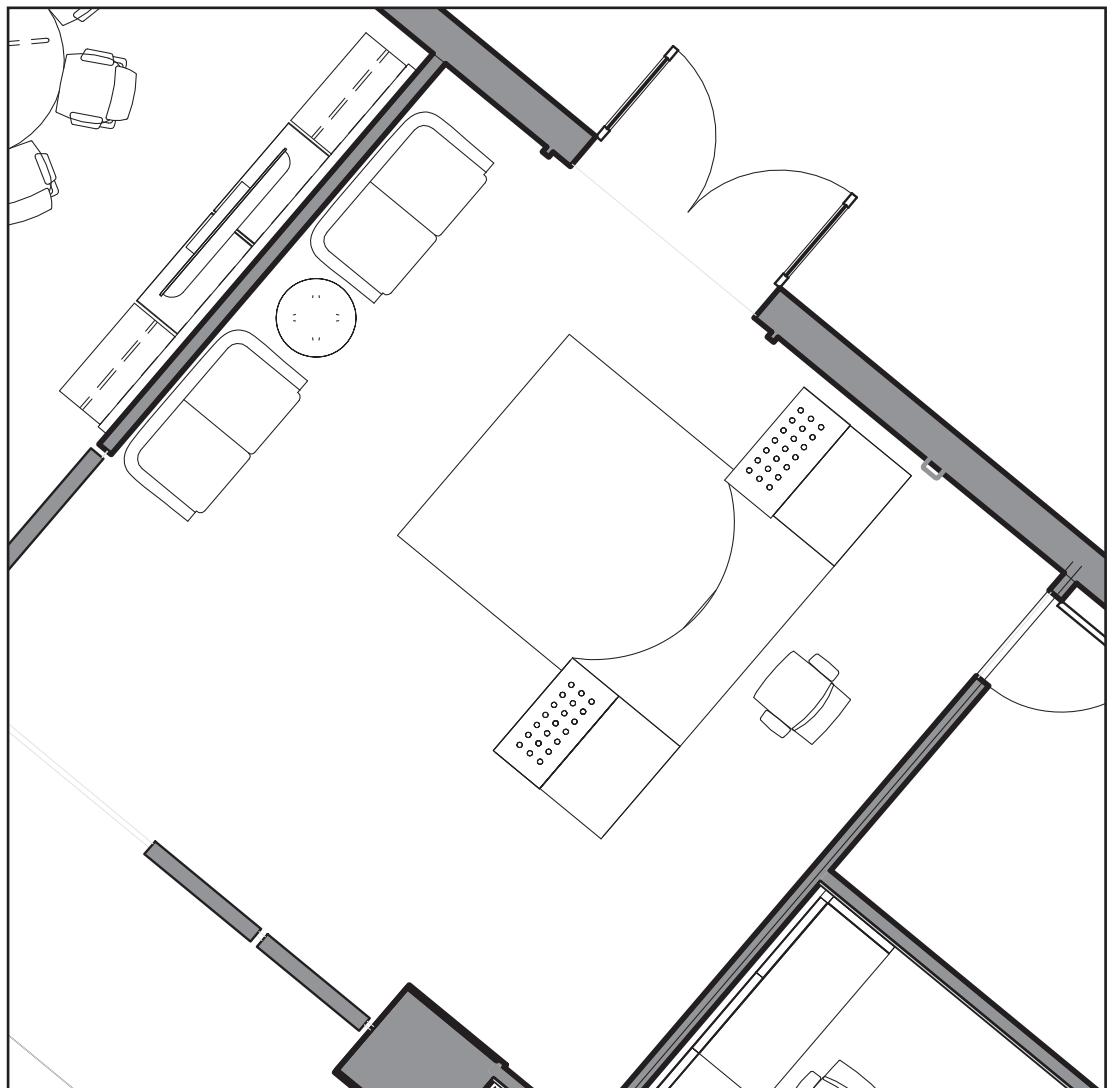
2 LEVEL

LOBBIES AND WAITING AREAS





LOBBY



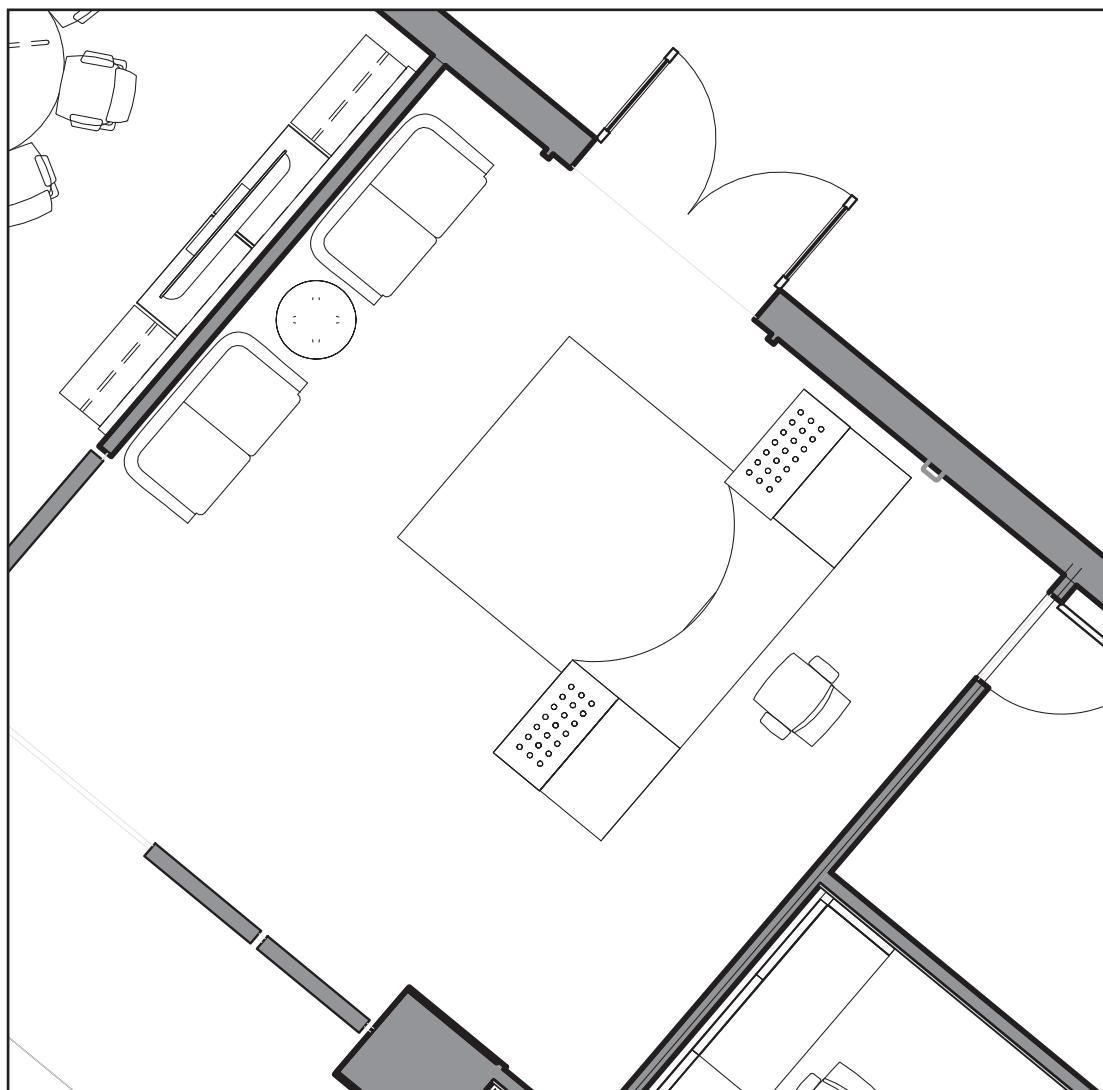
Supergraphic nod to social media;
Refrigerator reception desk for product;
Large frame leads to grand steps

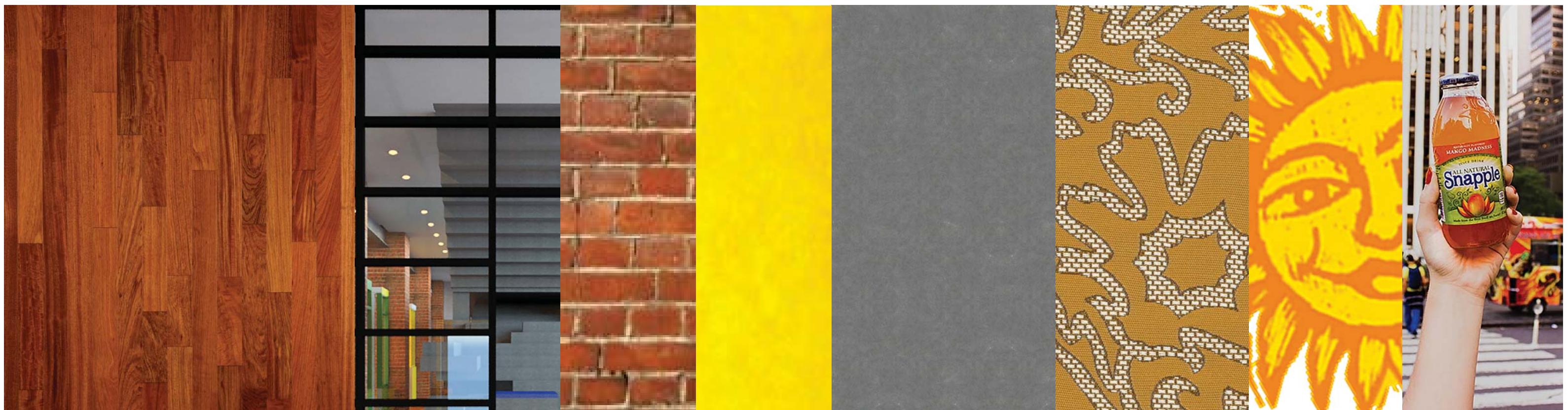




LOBBY

Supergraphic nod to social media;
 Refrigerator reception desk for product;
 Large frame leads to grand steps





LOBBY

1

GRAND STAIRCASE

2
LEVEL

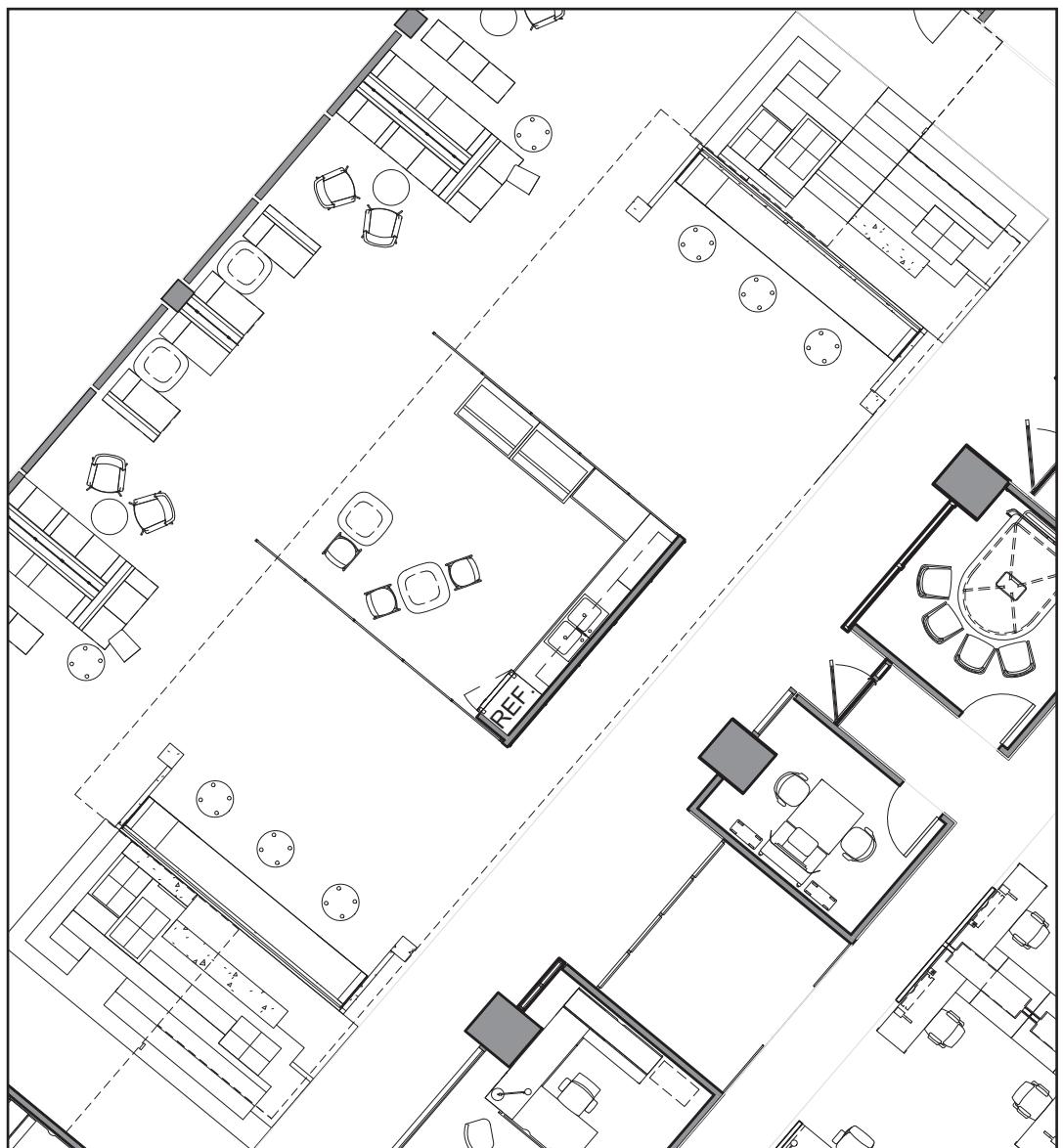


3
LEVEL



GRAND STEPS

Creates a hub for all employees;
 Inspired by NYC's Steps of the Met
 and Snapple's playground community
 partnership;
 Affords transportation and seating;
 Collision Zone
 3Form Acrylic embedded within steps





GRAND STEPS

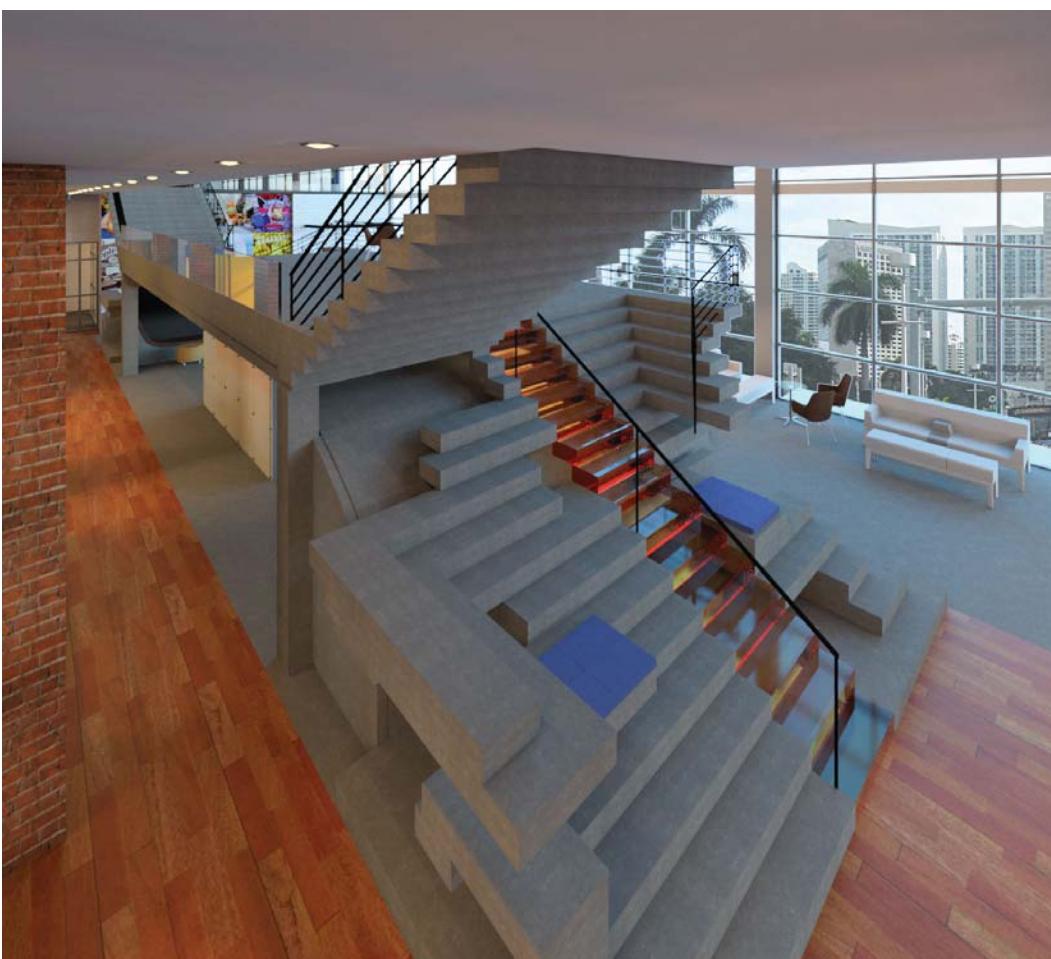
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 and Snapple's playground community
 partnership;
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 Collision Zone
 3Form Acrylic embedded within steps





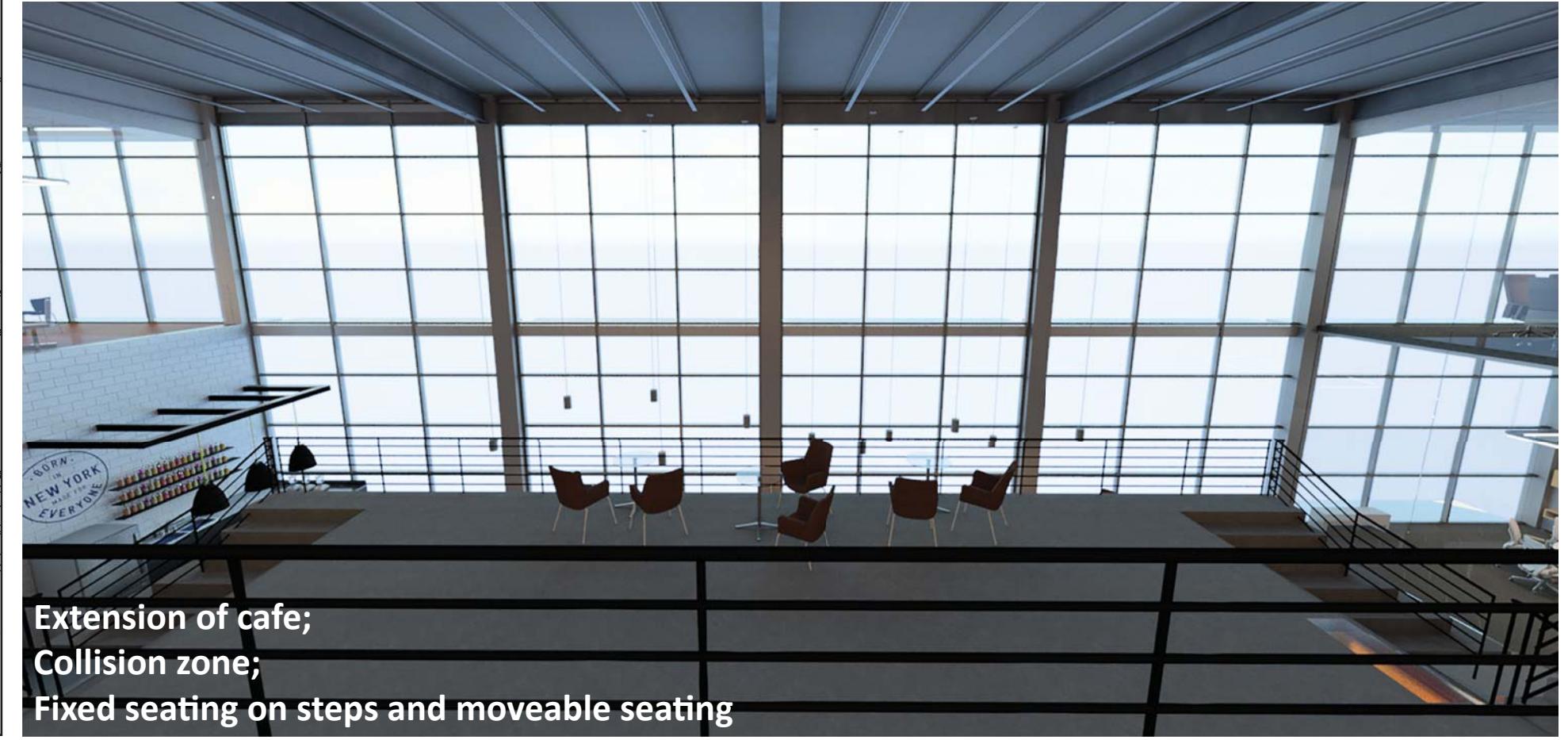
GRAND STEPS

Creates a hub for all employees;
 Inspired by NYC's Steps of the Met and Snapple's playground community partnership;
 Affords transportation and seating;
 Collision Zone
 3Form Acrylic embedded within steps

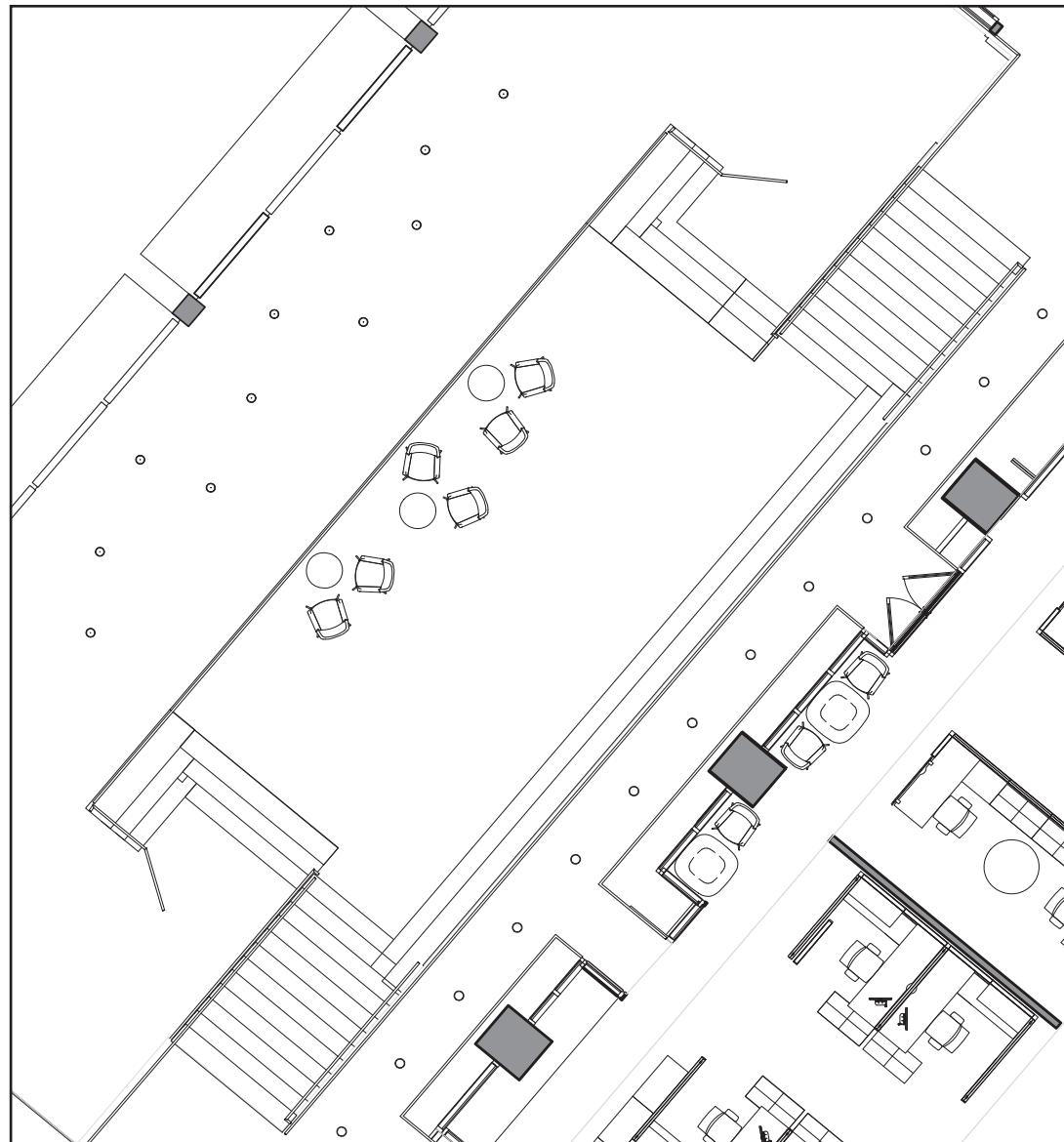




LANDING



**Extension of cafe;
Collision zone;
Fixed seating on steps and moveable seating**



6 OPEN WORKSPACE CONFIGURATIONS

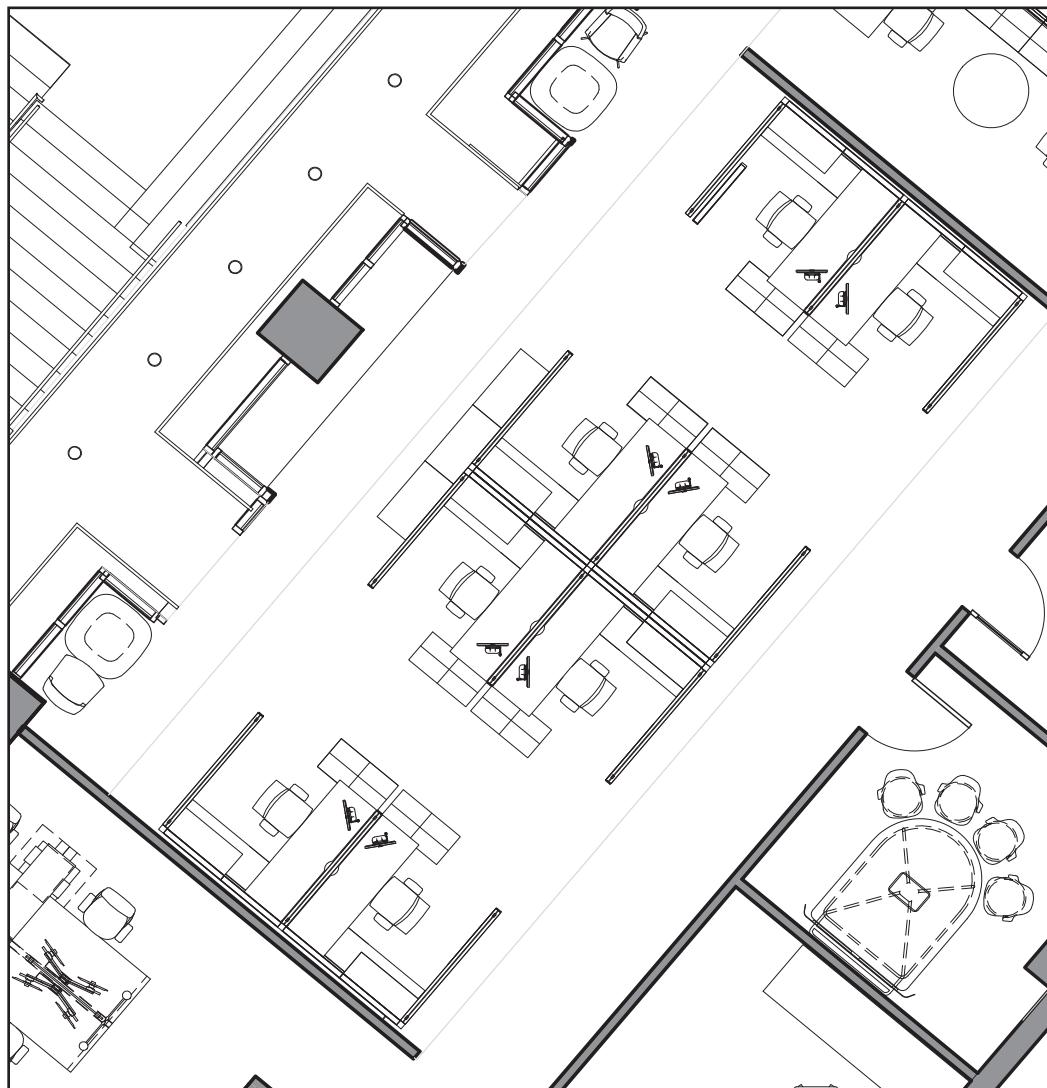
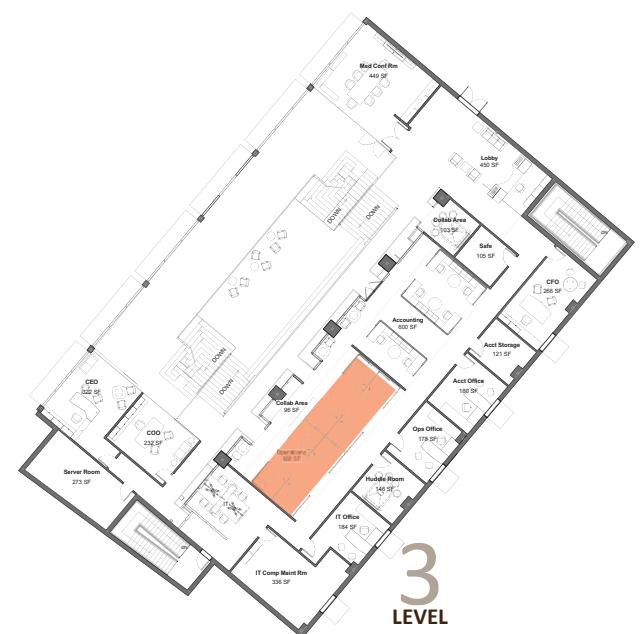




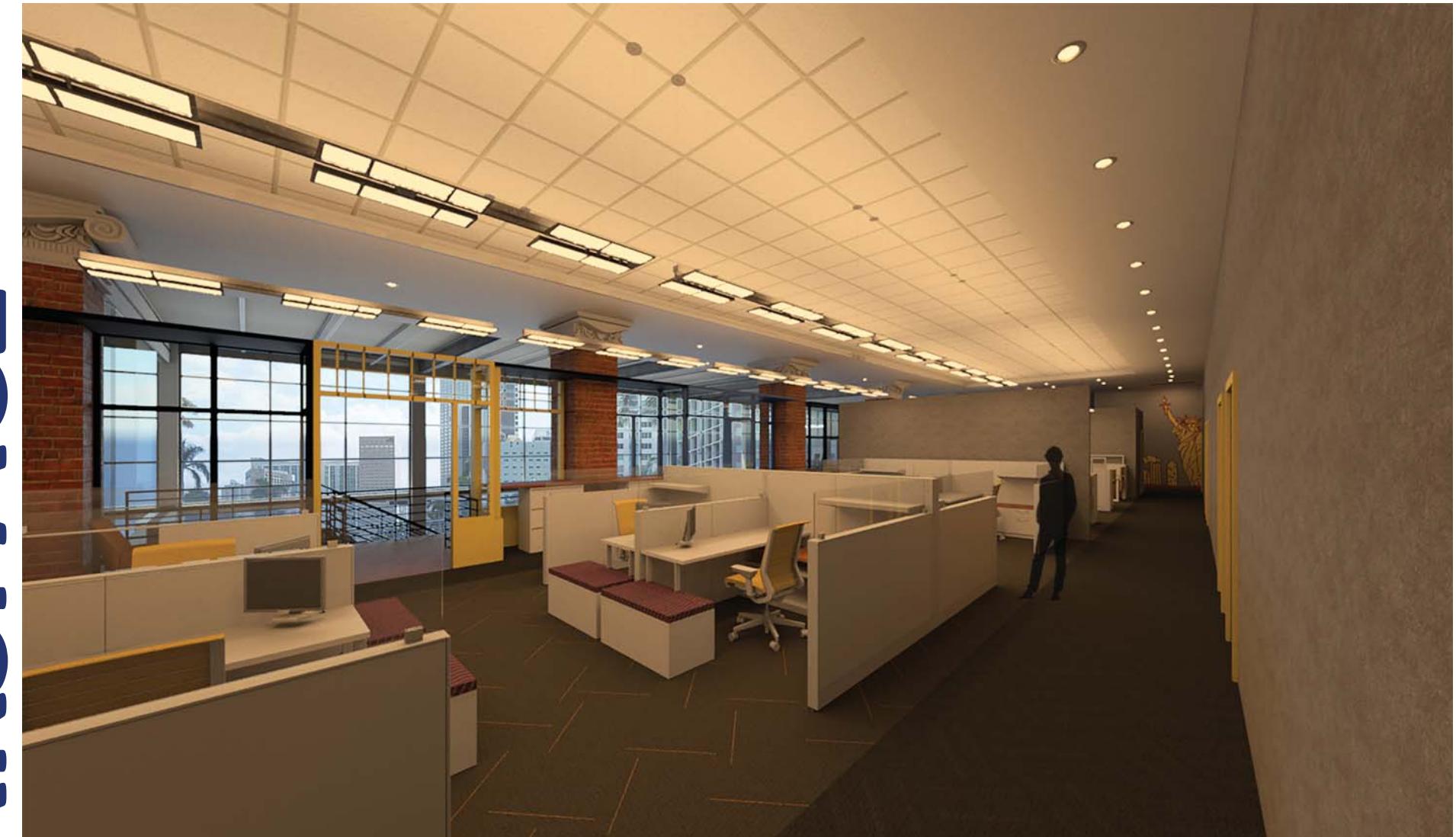
OPEN WORKSPACE

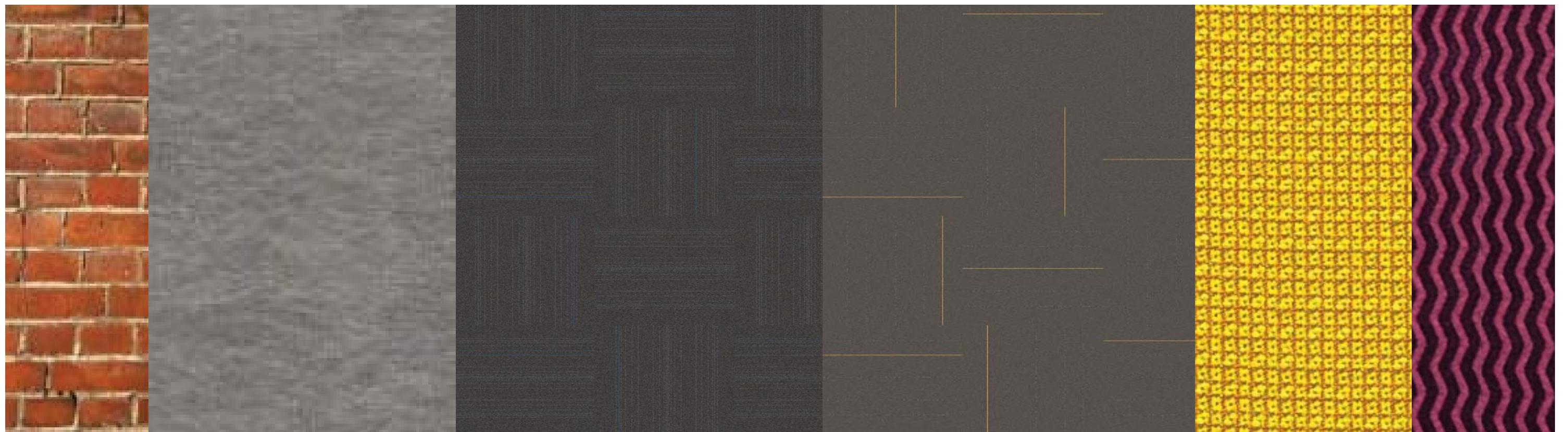


Departments separated by partitions and connected by circulation pattern;
Open feeling while maintaining sense of distance from public area;
Manager office doors straight shot from department storefront



OPEN WORKSPACE





OPEN WORKSPACE



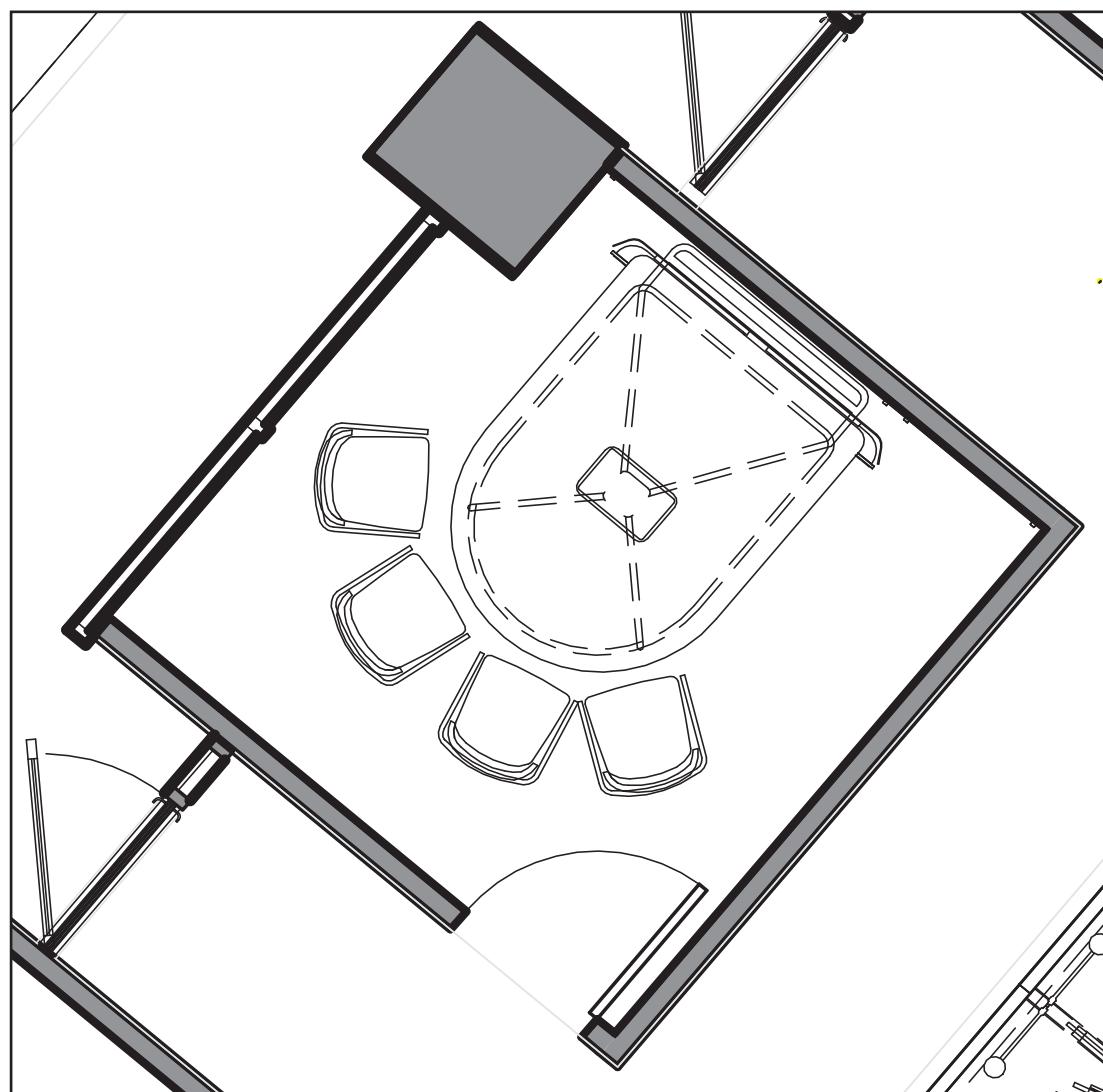
2
LEVEL



3
LEVEL

7

**COLLABORATION AREAS
& HUDDLE ROOMS**

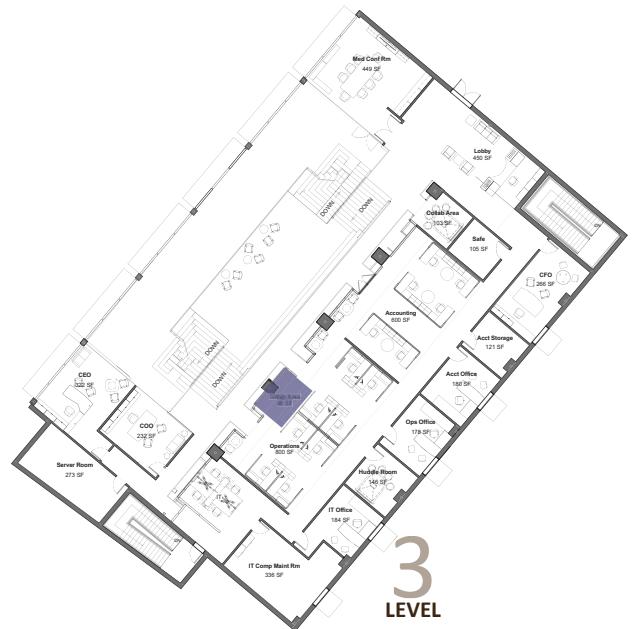


HUDDLE ROOM

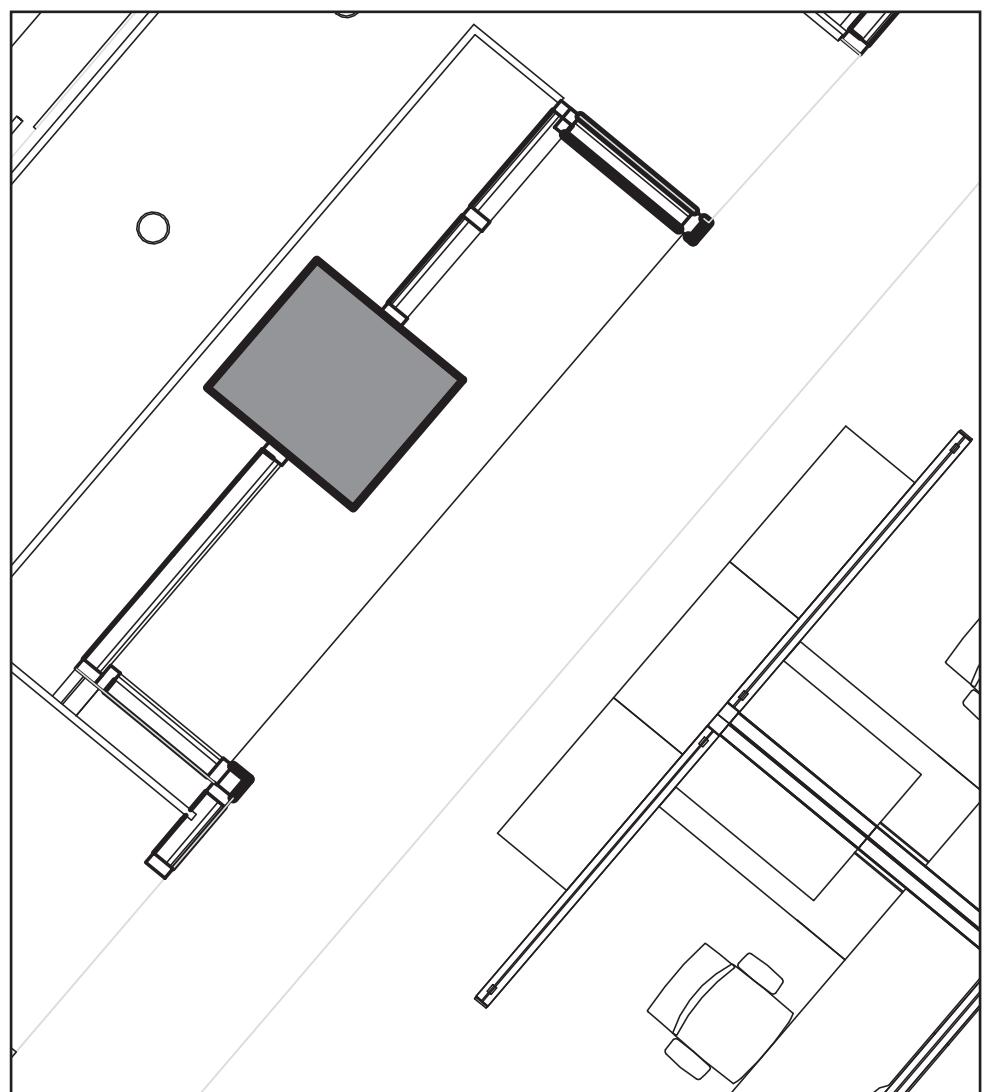
Frosted band of glass for privacy;
Glass Dry-Erase boards along wall;
Media:scape furniture



HUDDLE ROOM

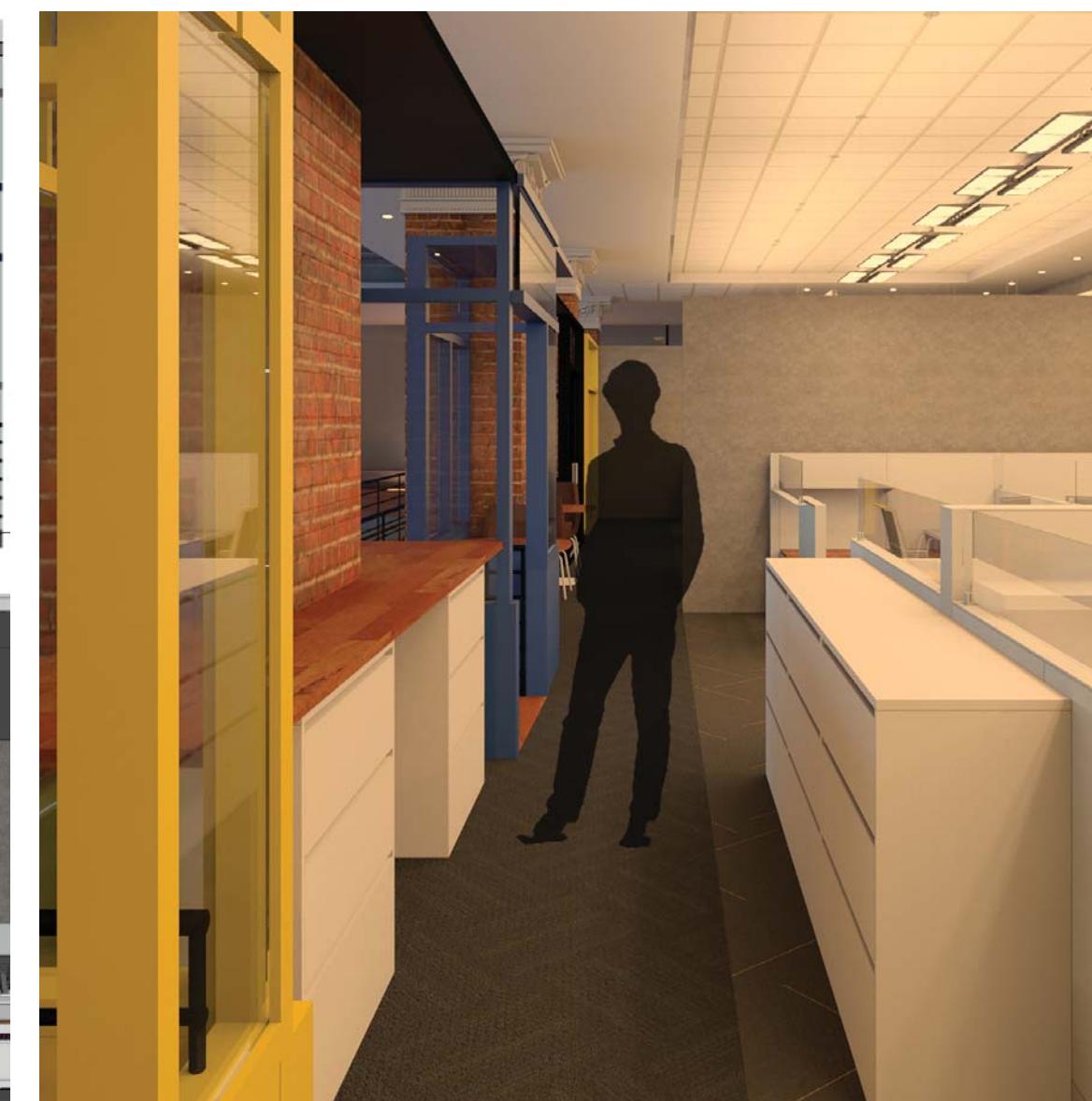


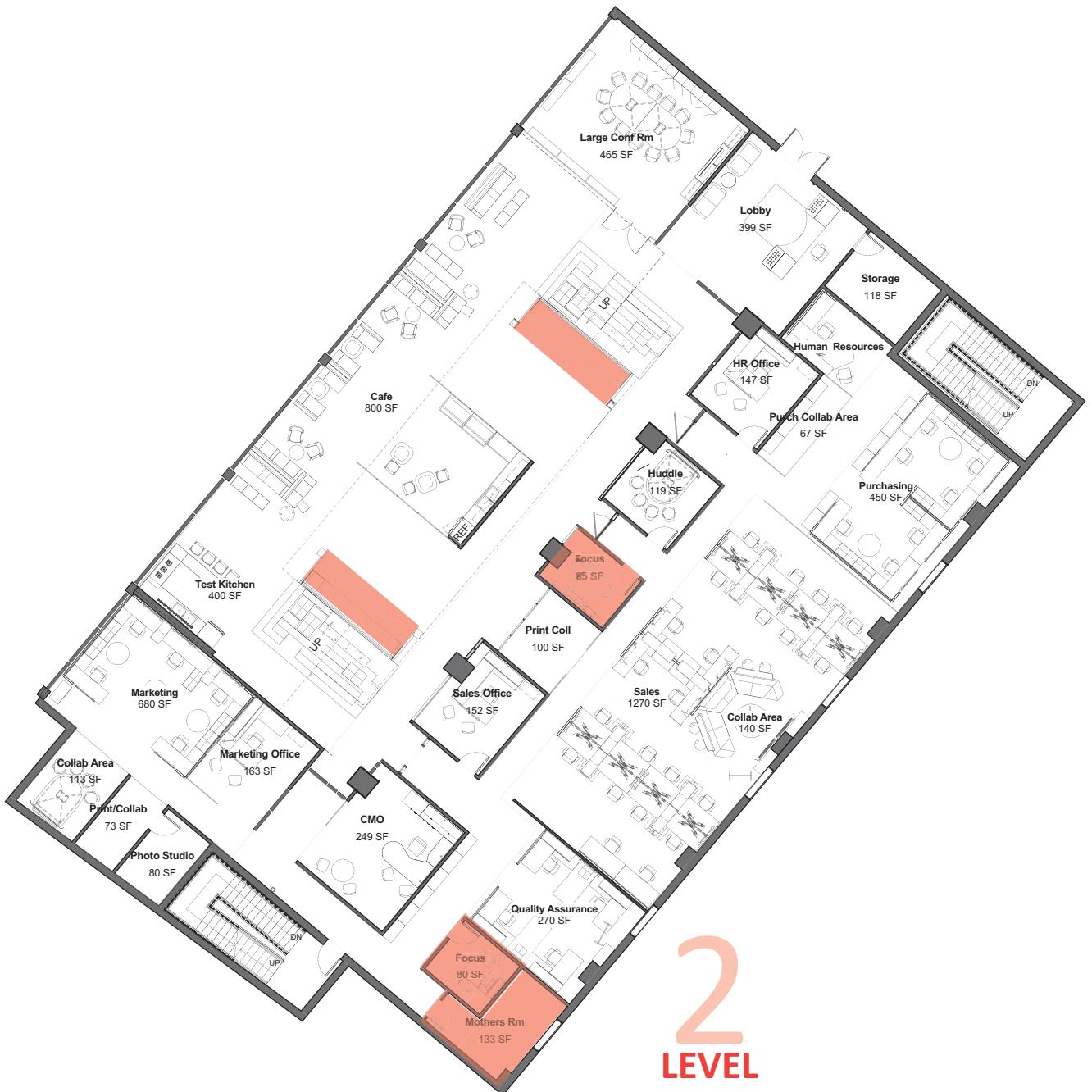
Immediately near workstations;
Open area for impromptu group work;
Glass used for Dry-Erase notes;
File storage doubles as work surface



COLLAB AREA

(small)





2
LEVEL



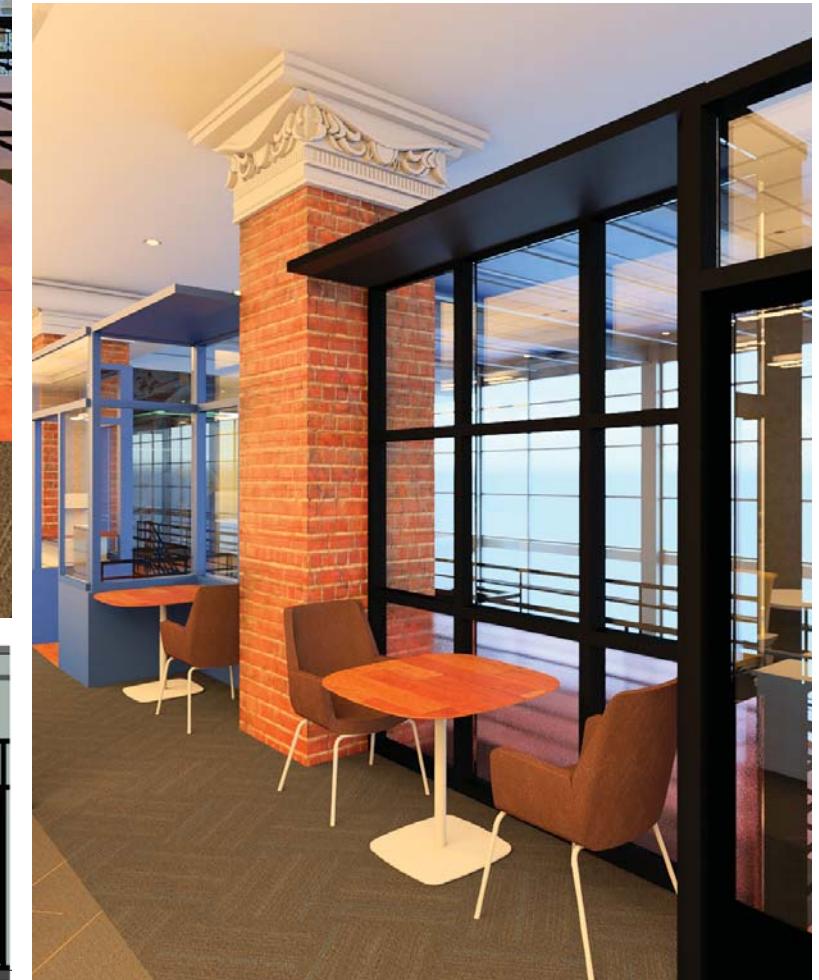
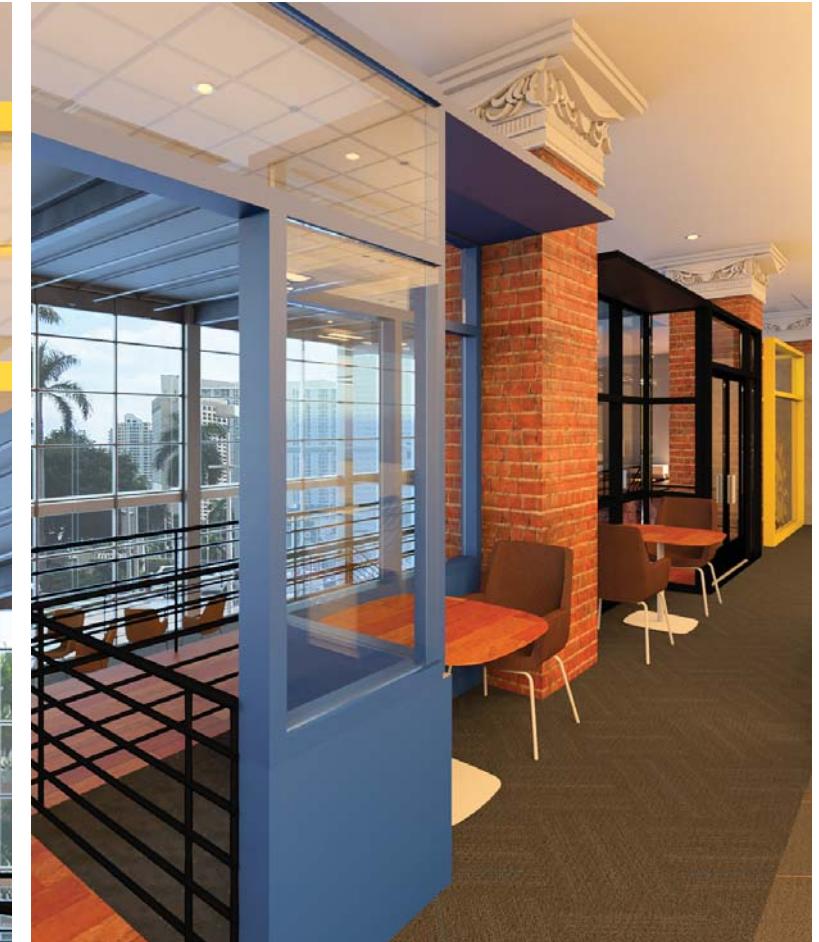
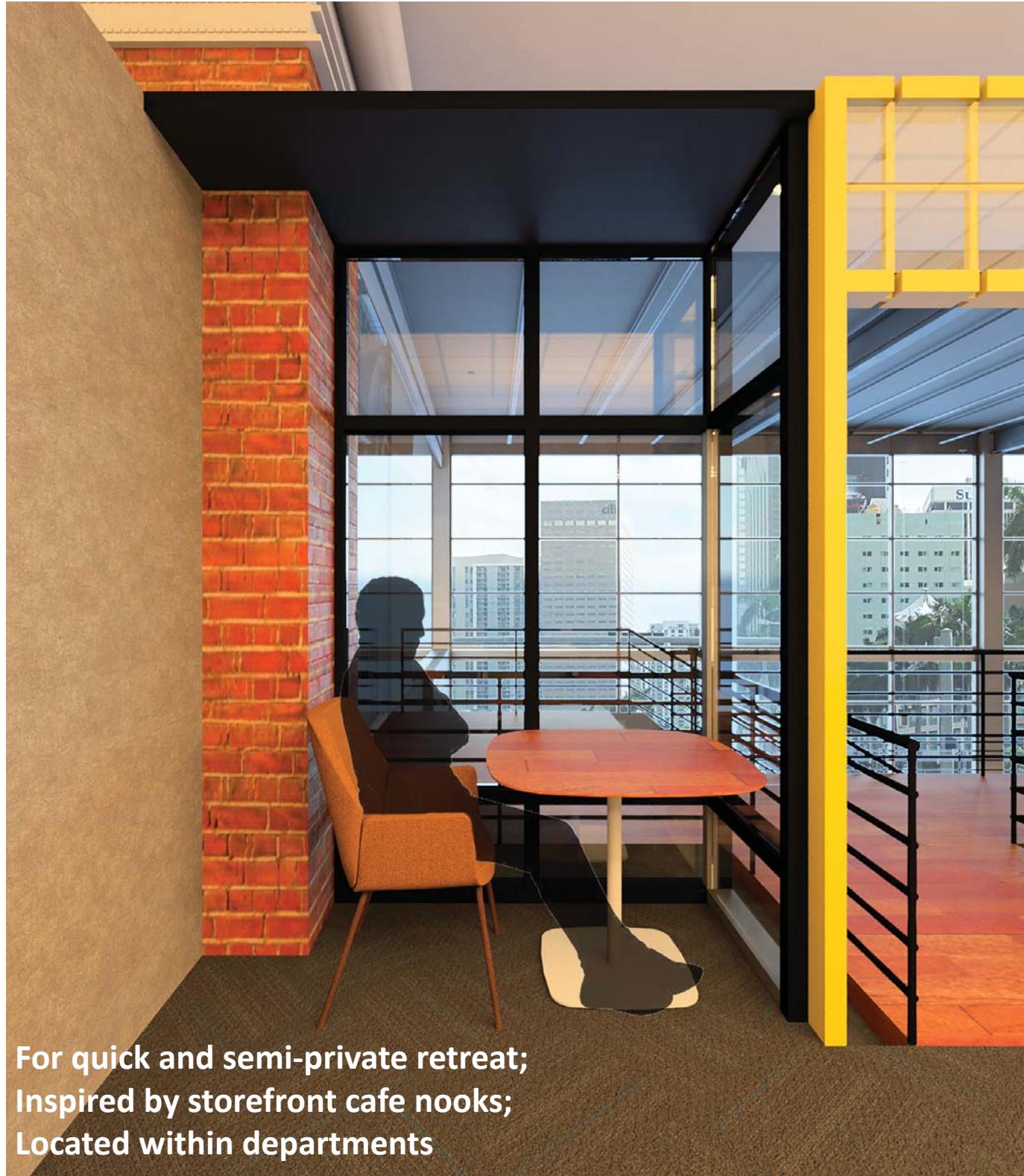
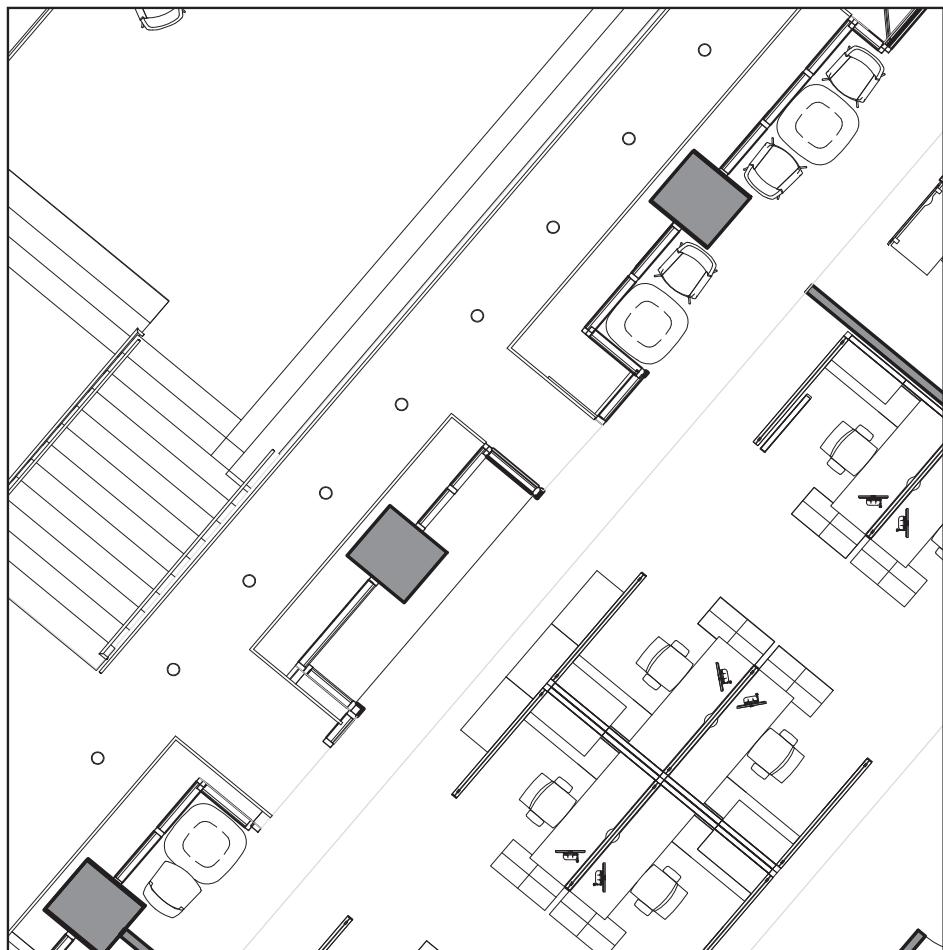
3
LEVEL

7

AREAS FOR RETREAT WITH
DIFFERENT LEVELS OF PRIVACY



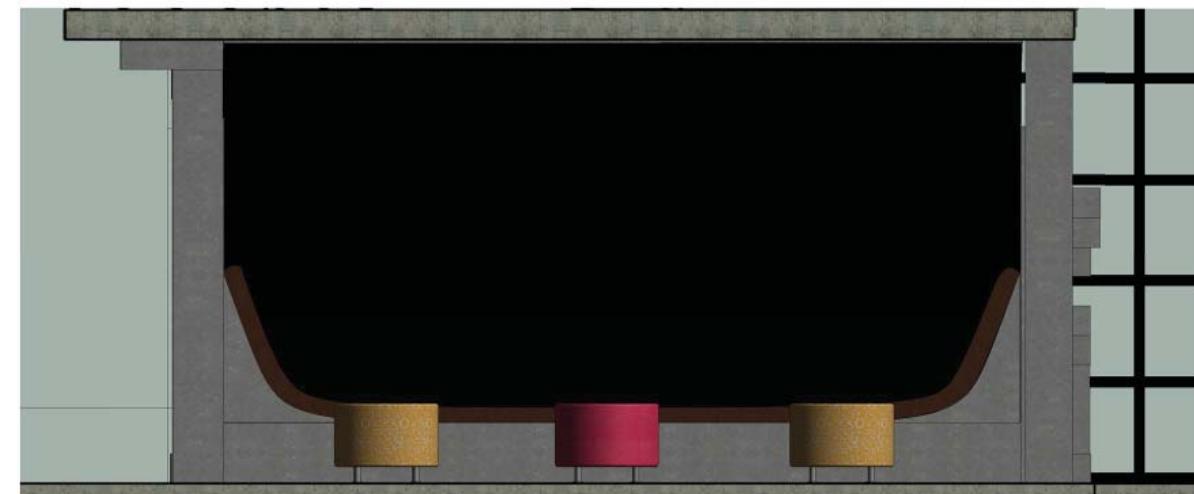
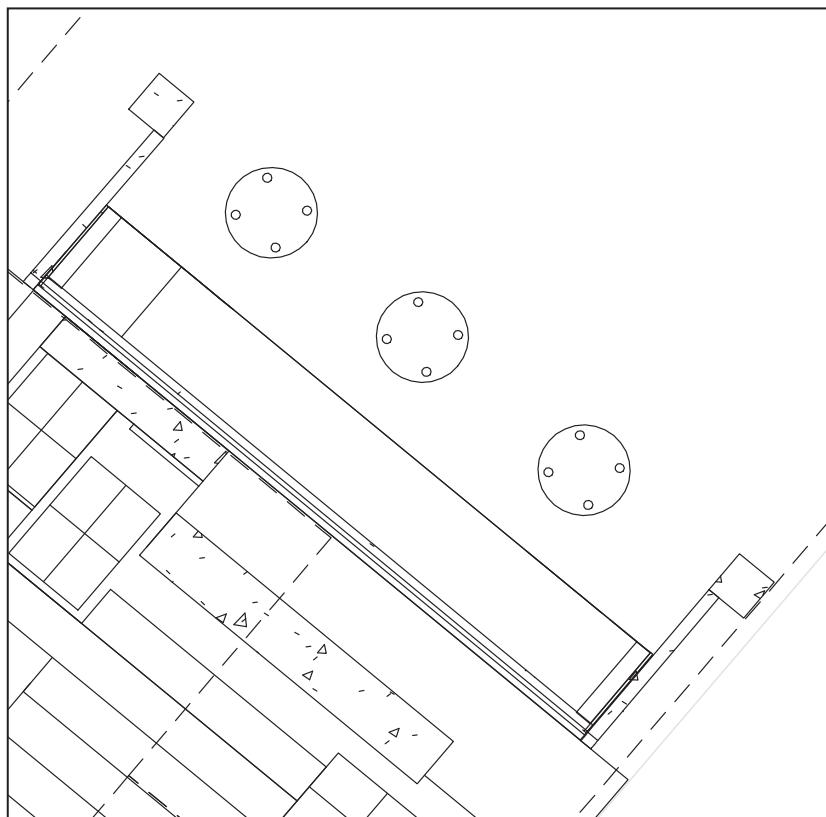
NOOKS WITH A VIEW





LANDING NOOKS

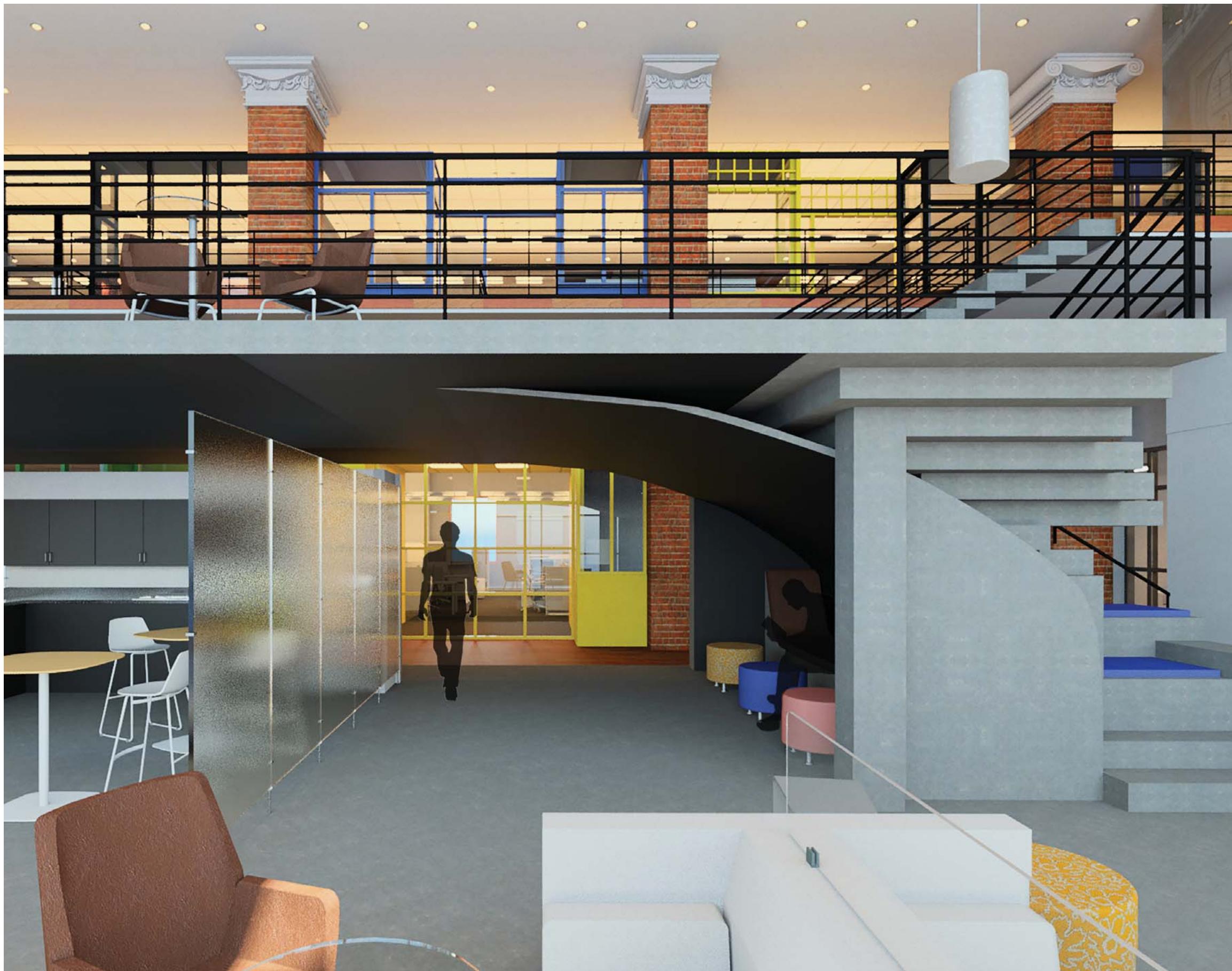
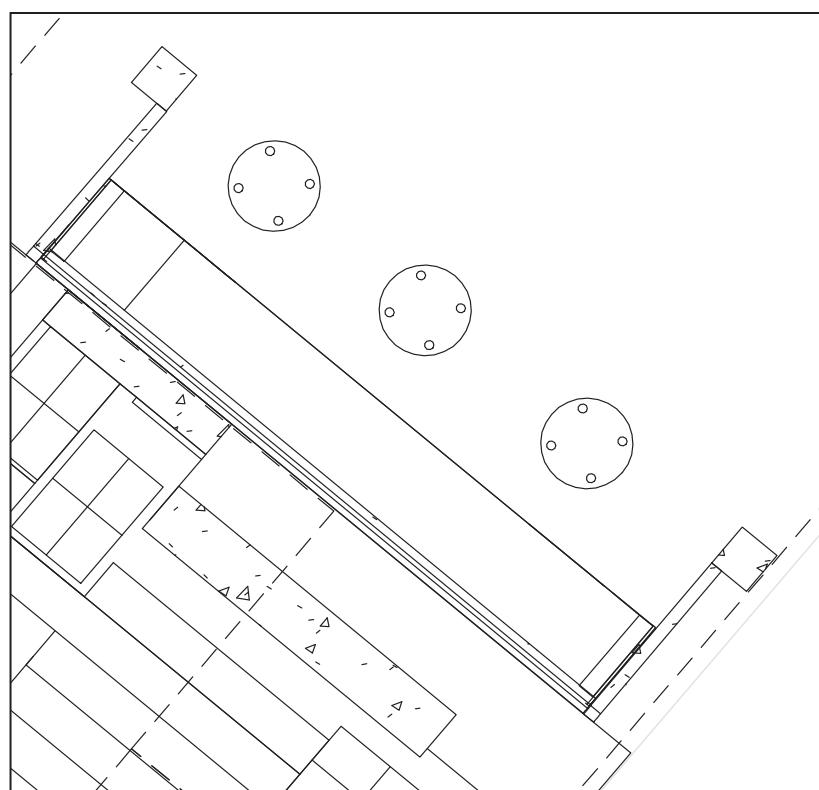
Retreats under staircase landing;
 Allow for prospect and refuge;
 For individual or small group retreat;
 Can double as collision zone





LANDING NOOKS

Retreats under staircase landing;
 Allow for prospect and refuge;
 For individual or small group retreat;
 Can double as collision zone



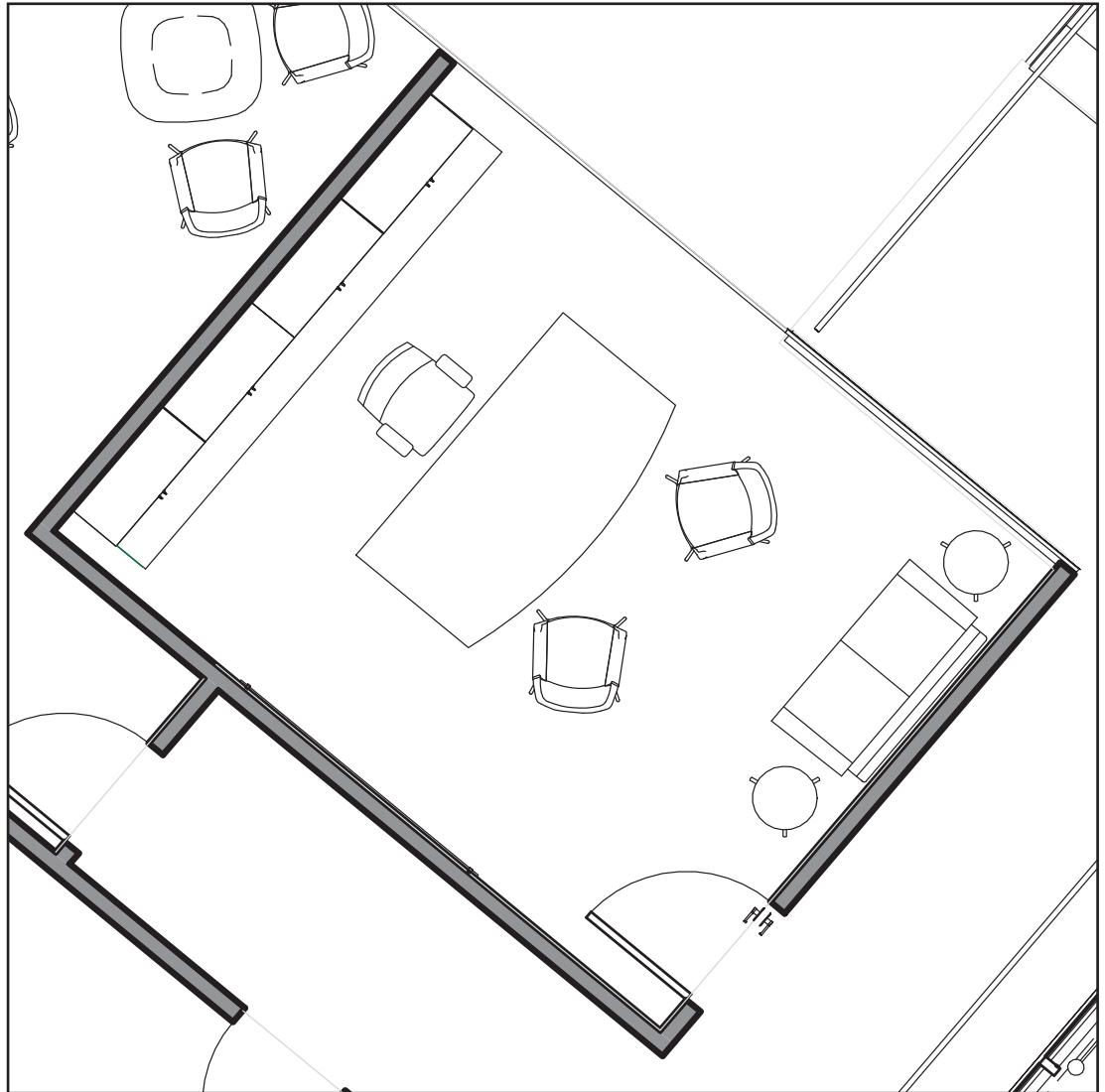
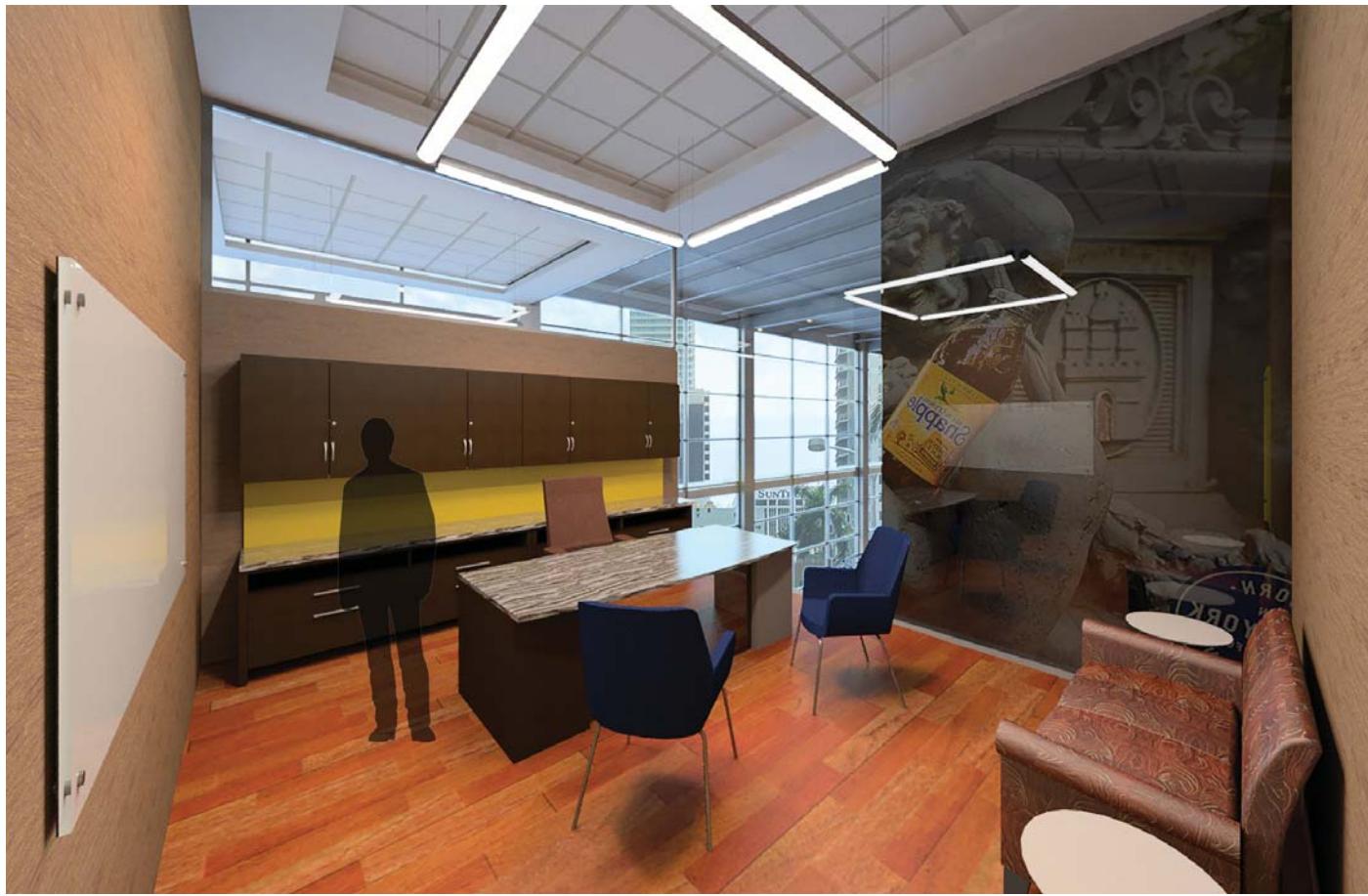
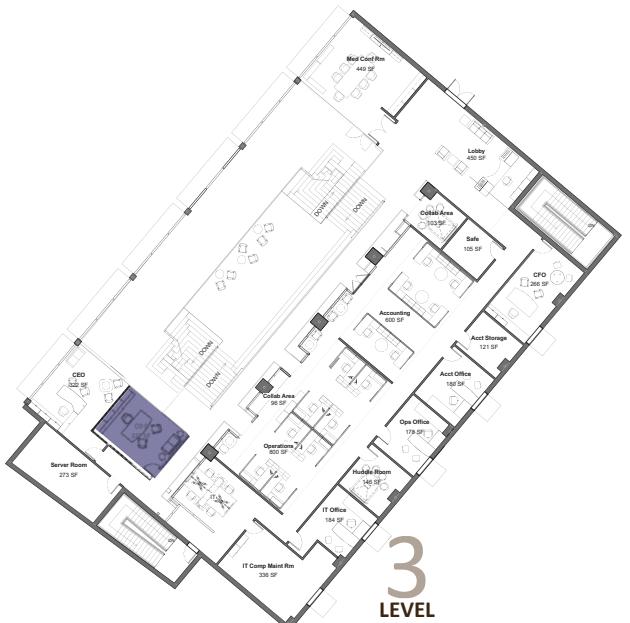
4 EXECUTIVE OFFICES



2
LEVEL



3
LEVEL



COO OFFICE

Street views and cafe views; Each executive office features its own materials and finishes - a personality for each





EXECUTIVE OFFICE

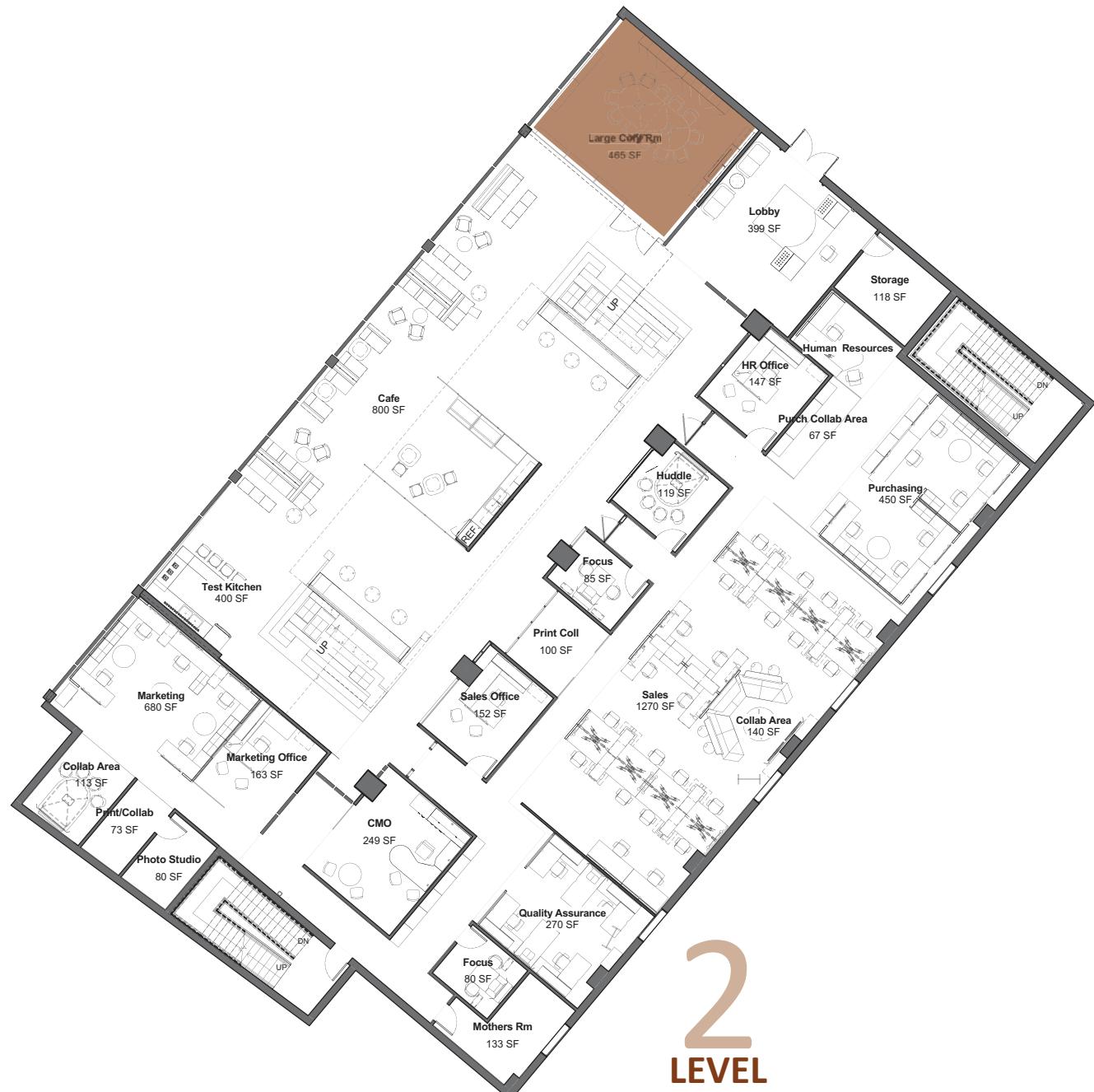
2 LEVEL

Focus
80 SF

Mothers Rm
133 SF

UP

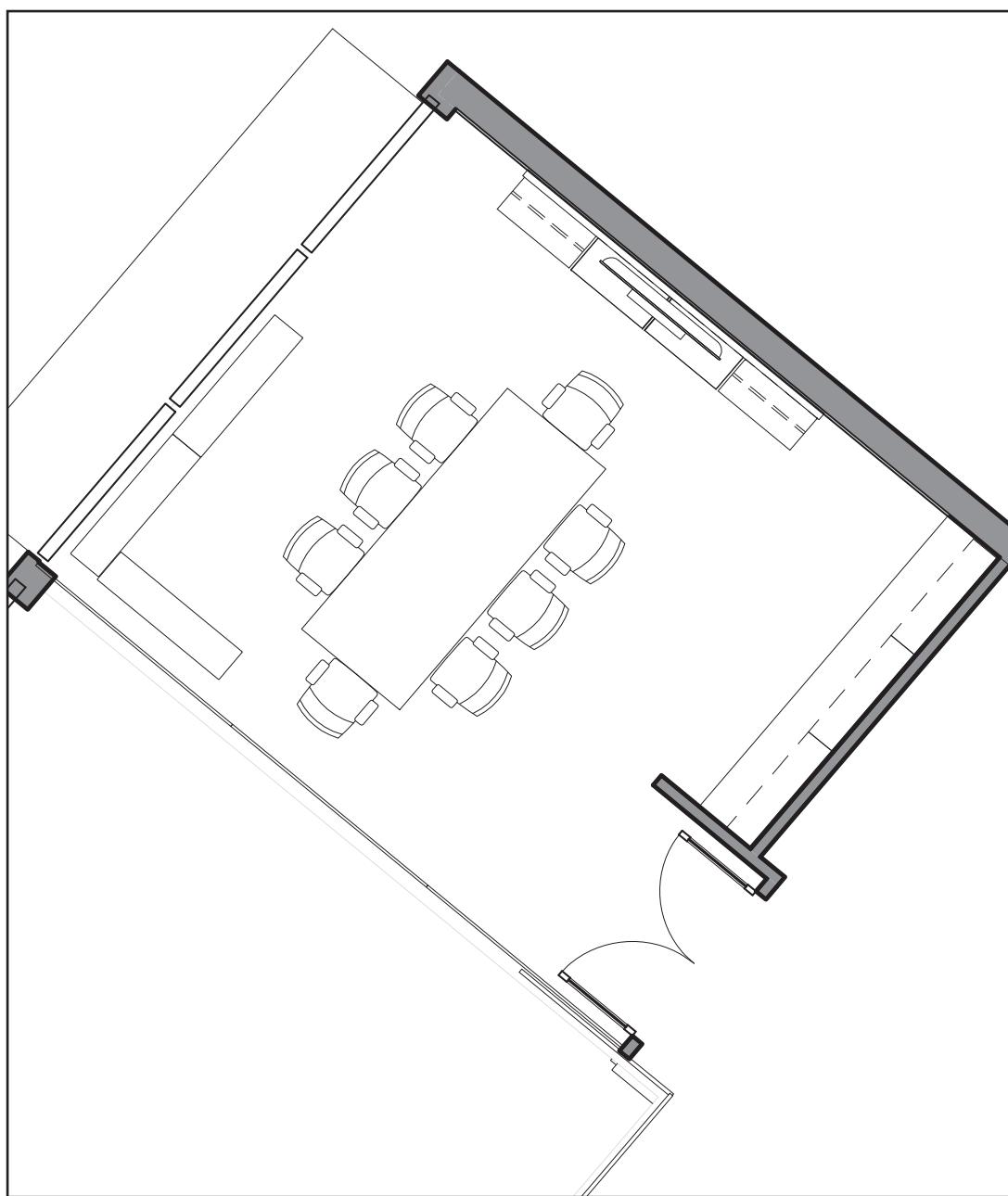
2 CONFERENCE ROOMS



2 LEVEL

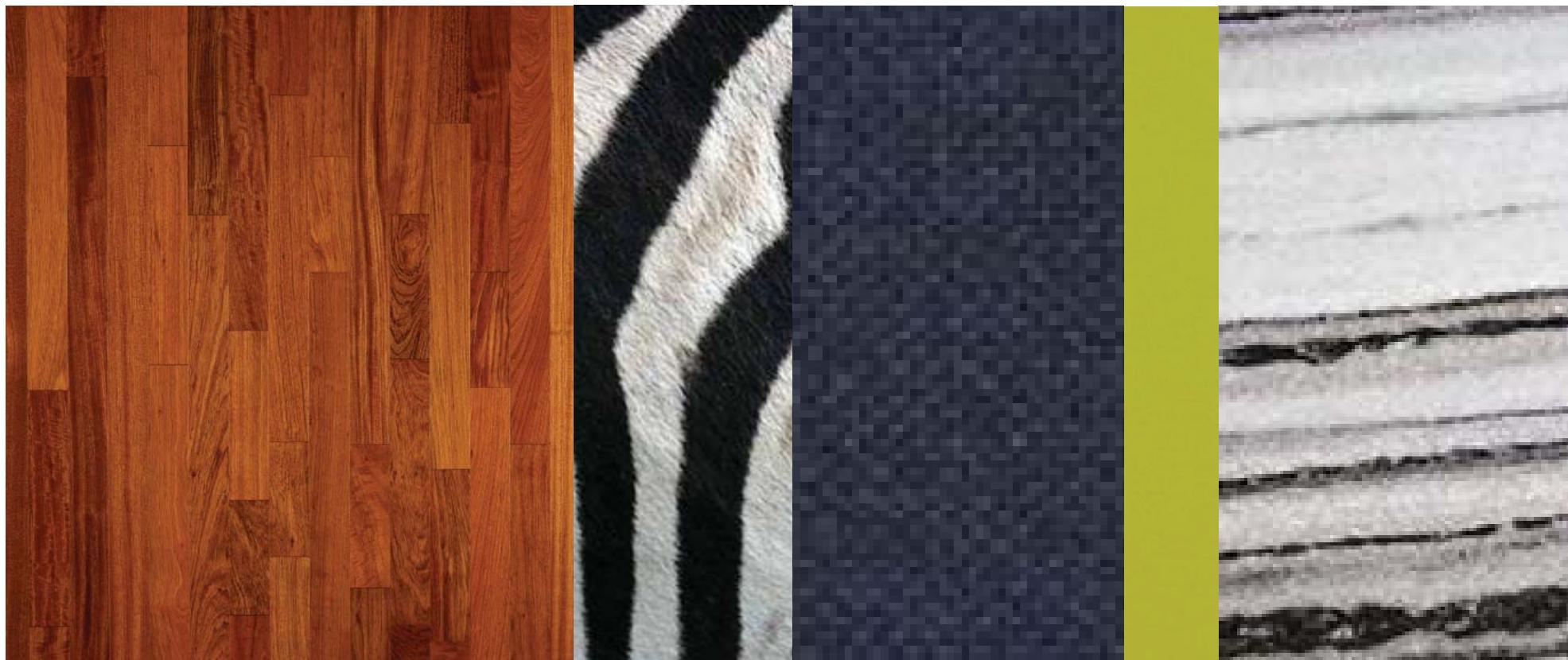


3 LEVEL

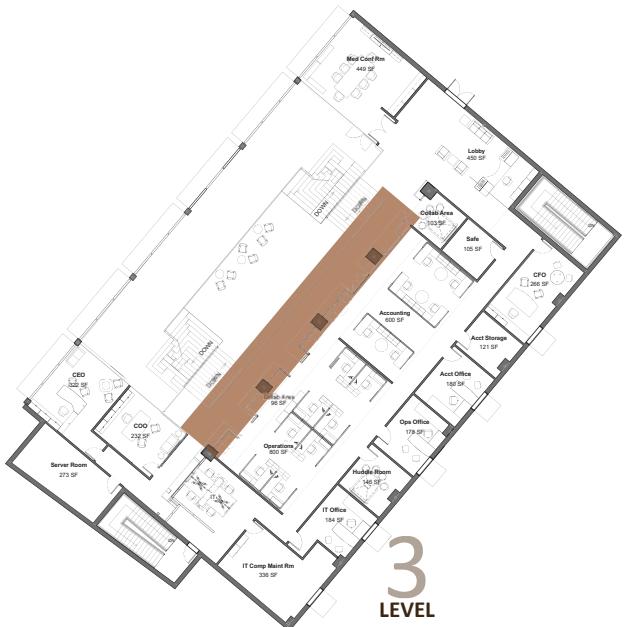


MEDIUM CONFERENCE ROOM

Immediate access from lobby;
View to cafe and grand steps;
Street views

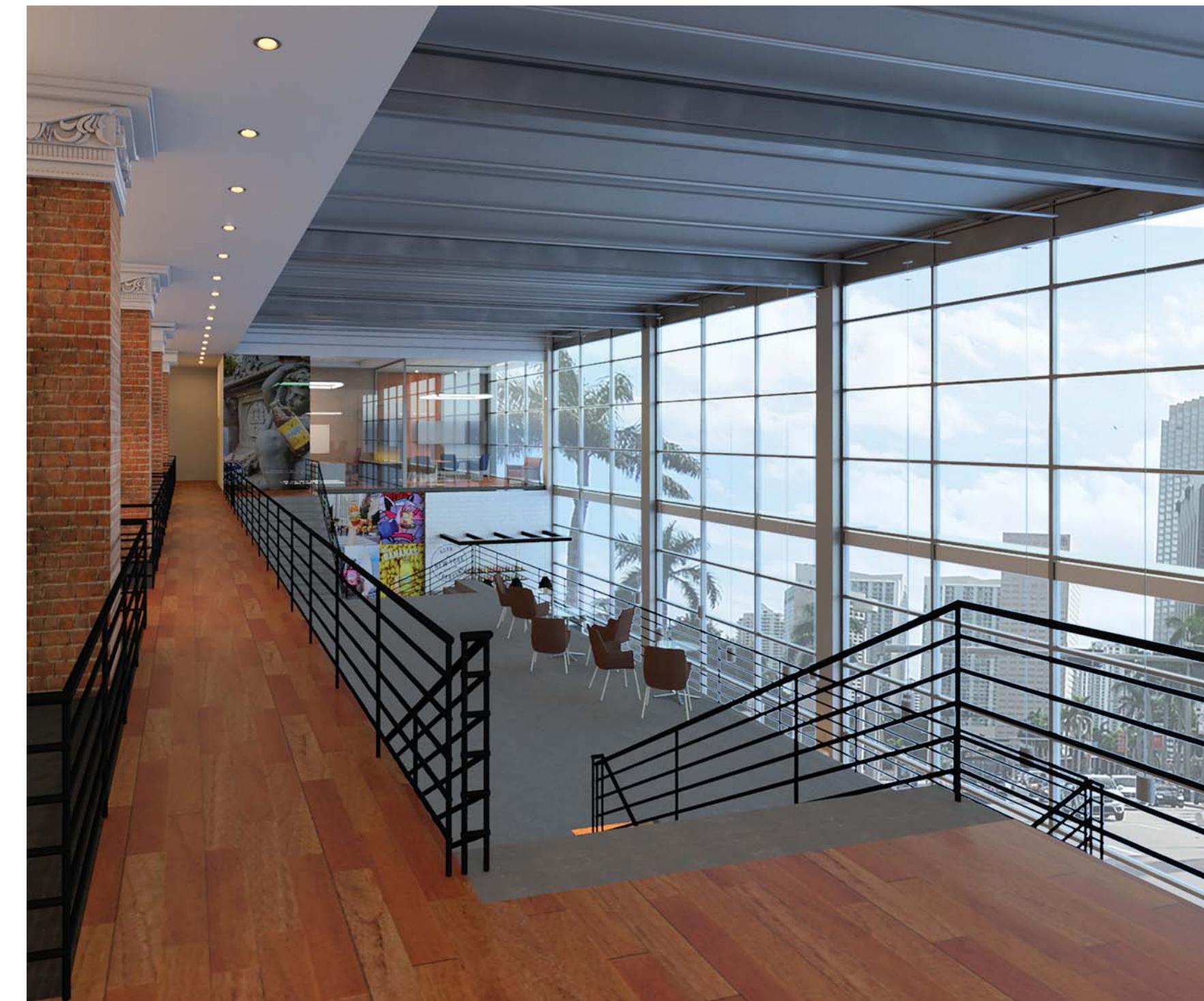


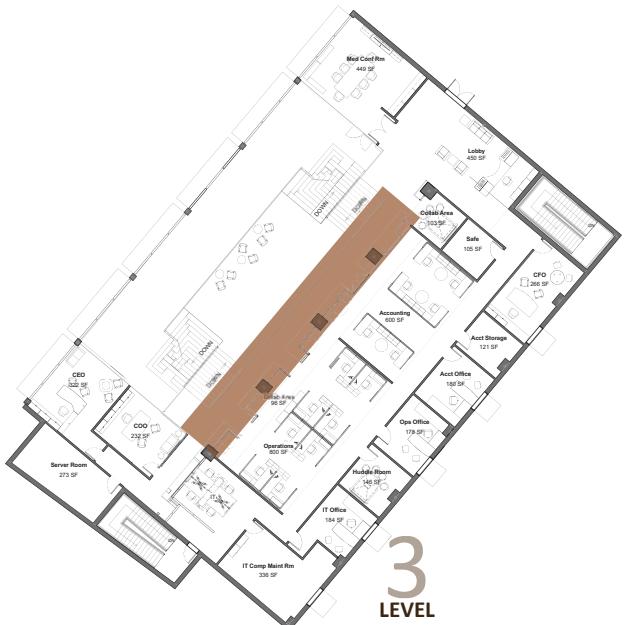
MEDIUM CONFERENCE ROOM



HIGHLINE

3rd Level "floating" walkway inspired by NYC's Highline;
Each department has its own storefront personality

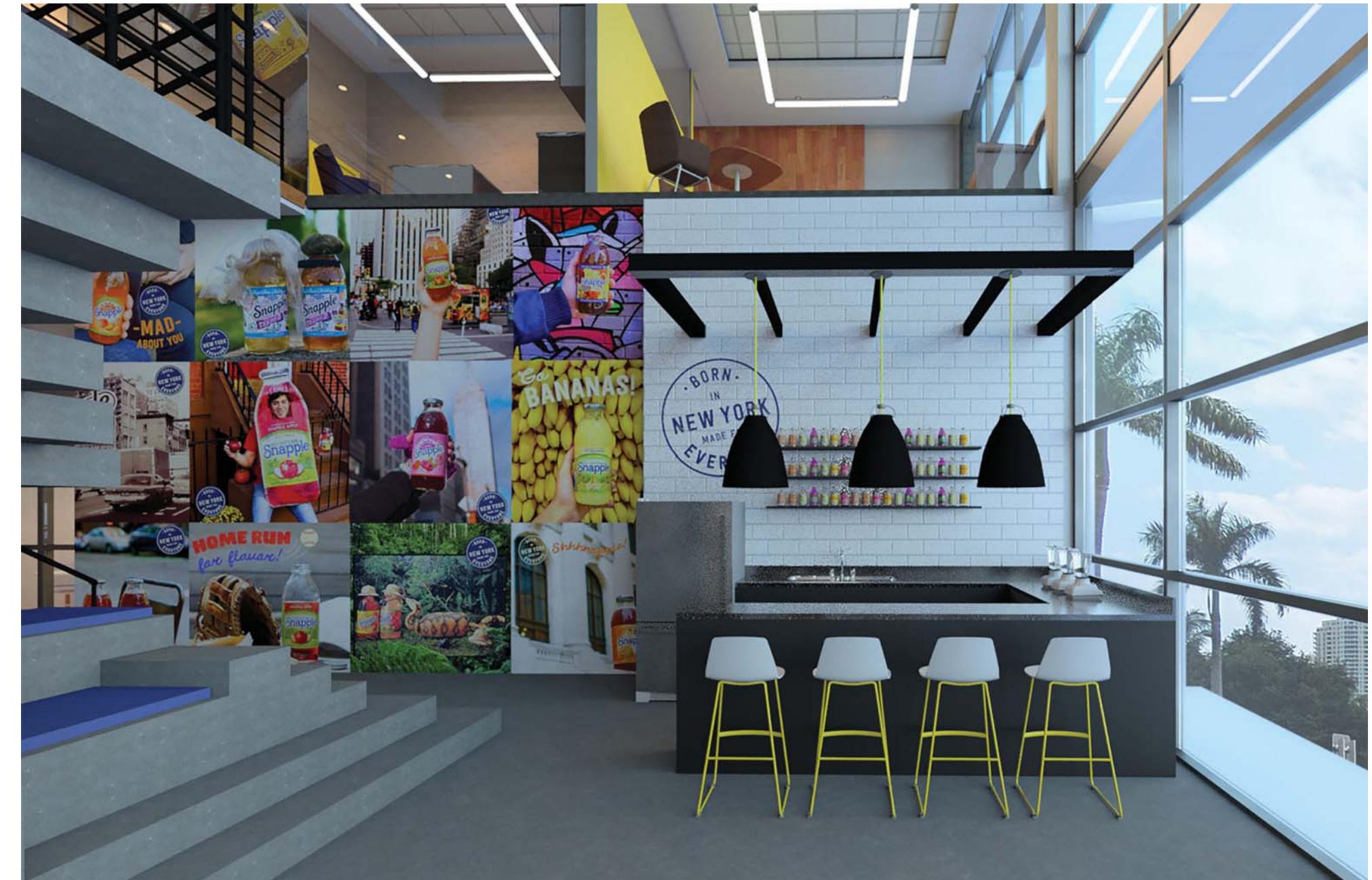
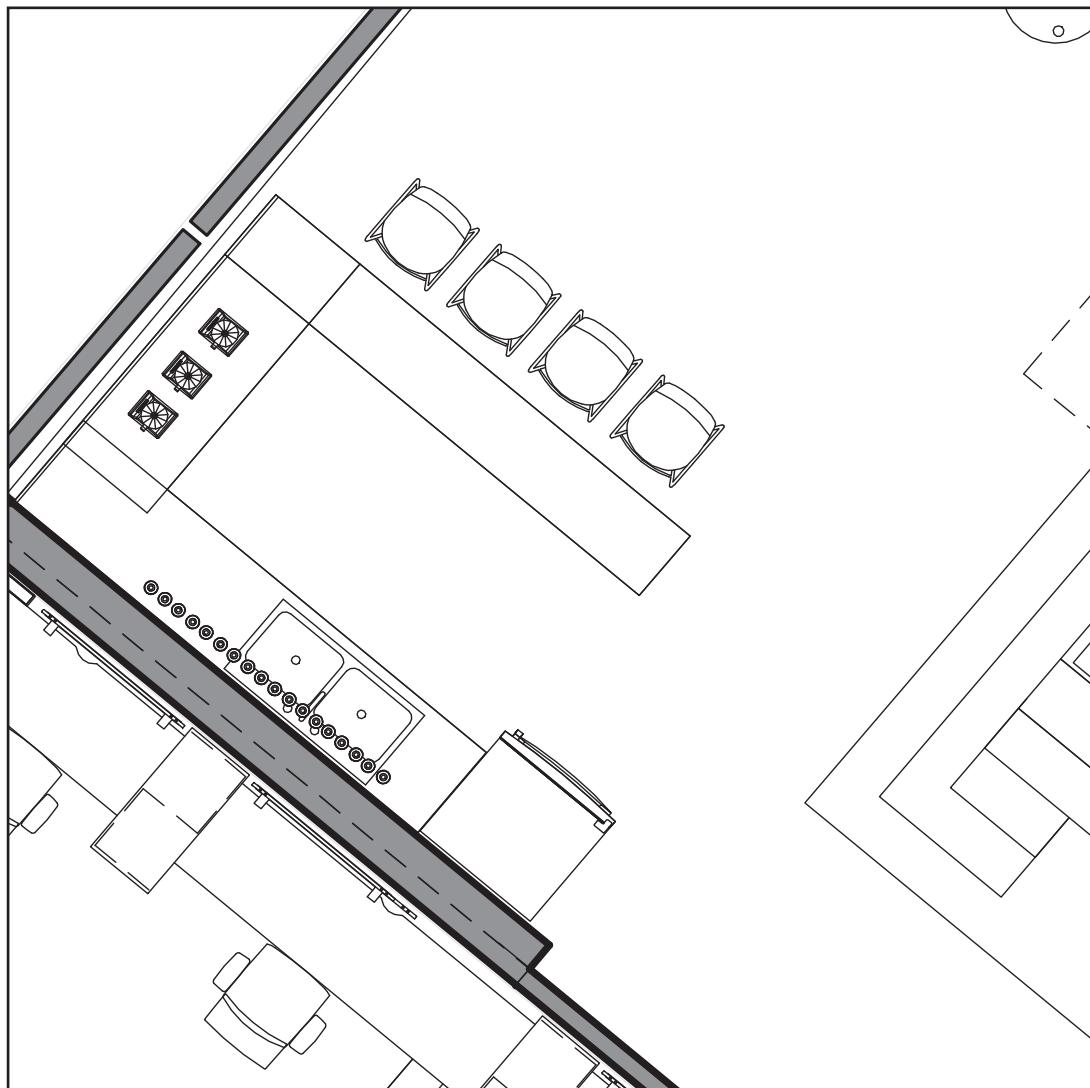




HIGHLINE

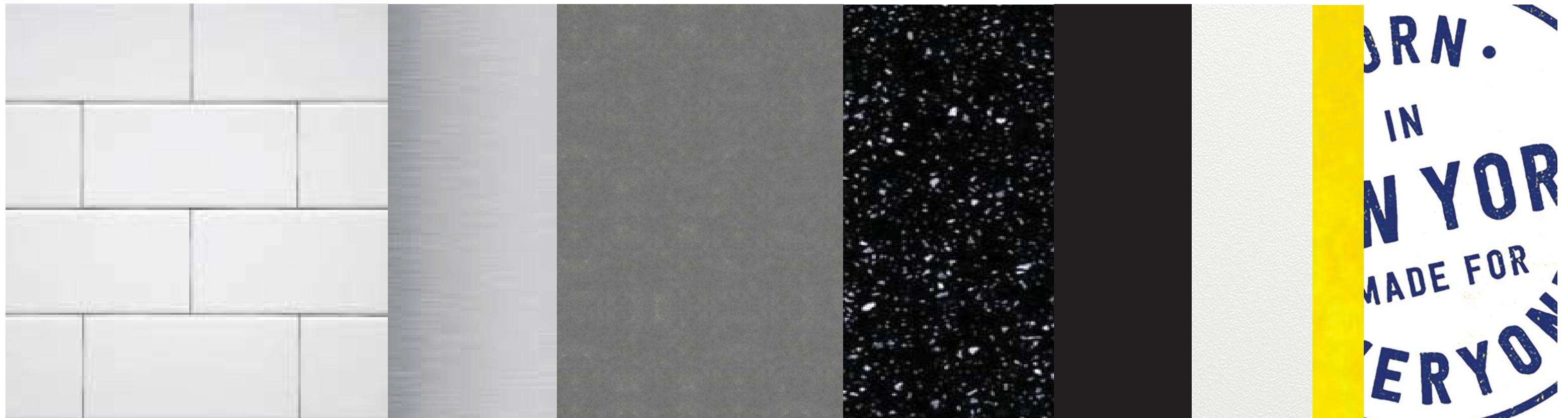
3rd Level “floating” walkway inspired by NYC’s Highline;
Each department has its own storefront personality



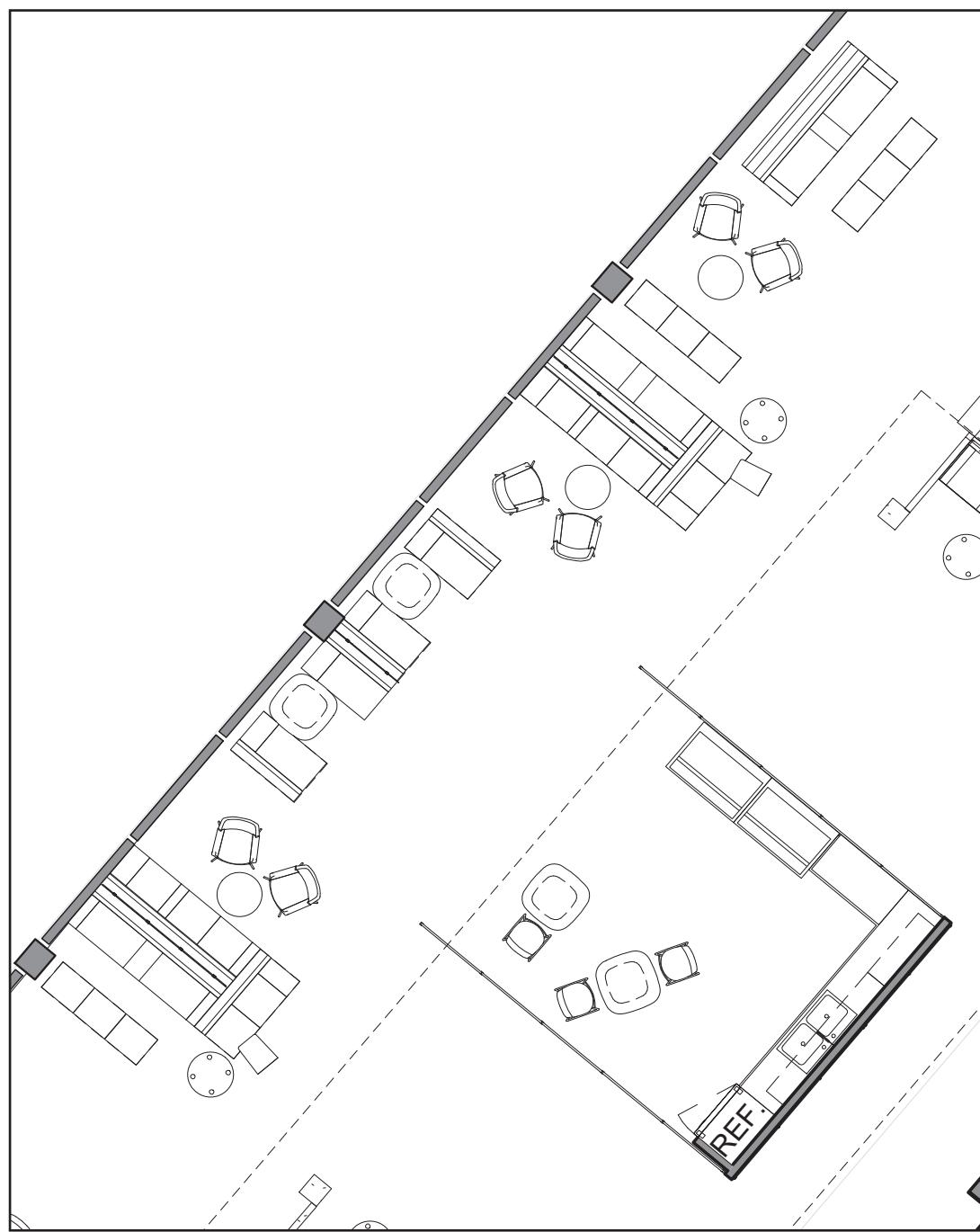


TEST KITCHEN

Located near SW end of staircase and cafe;
 Views of Biscayne Blvd;
 Can be seen from several vantage points throughout the space

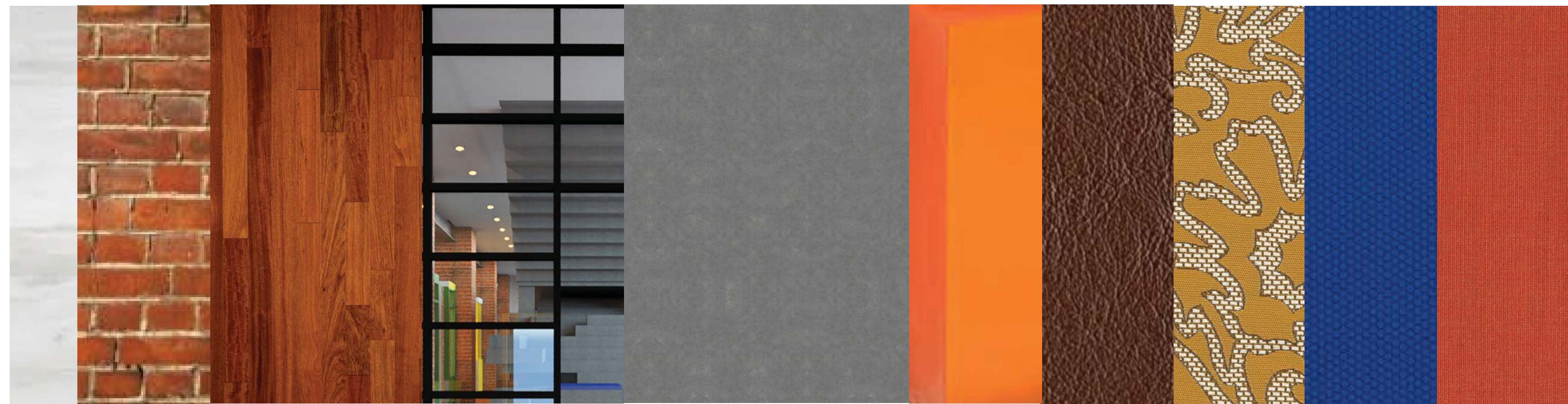


TEST KITCHEN

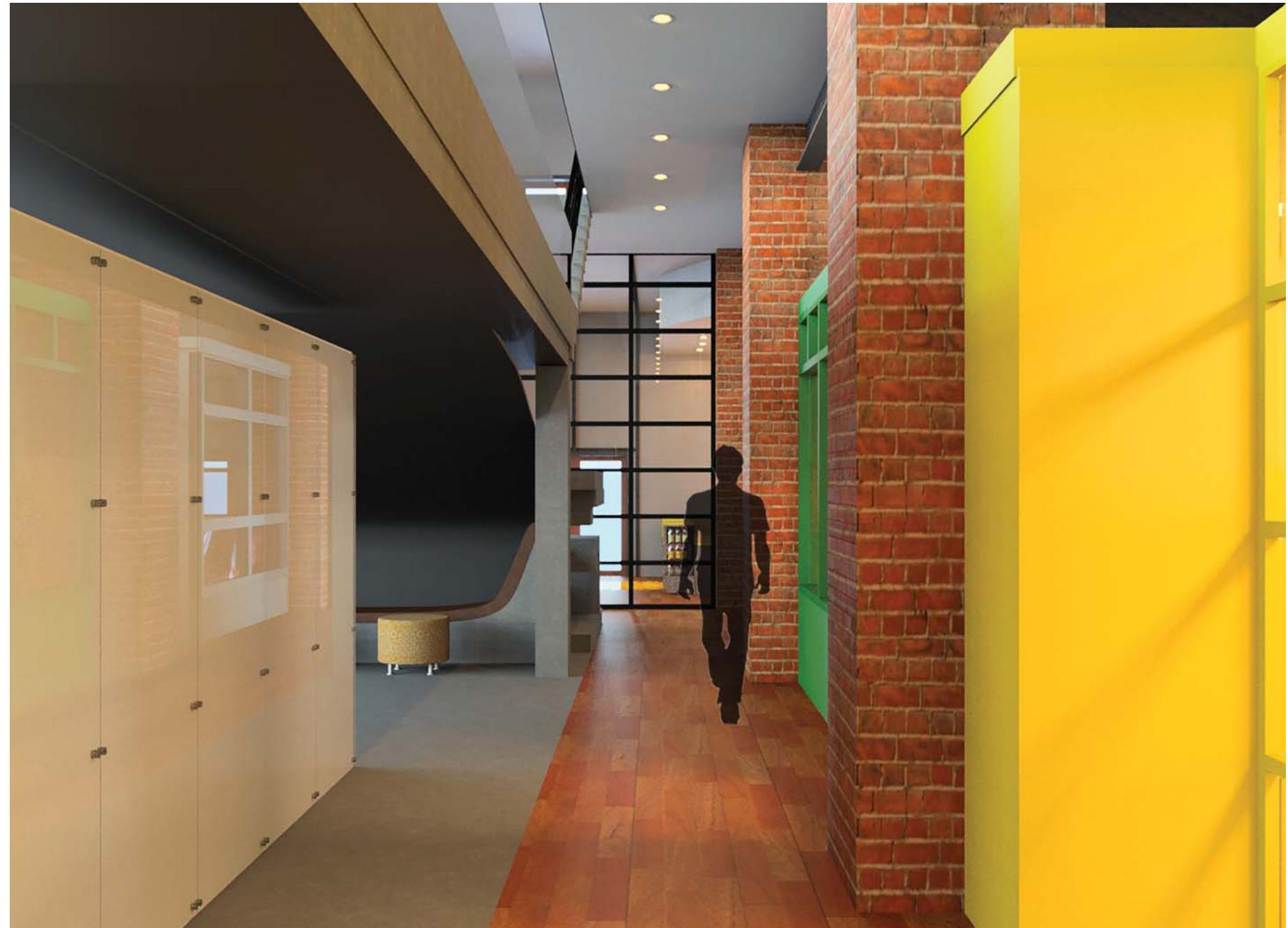


CAFÉ

Primary collision zone;
Areas for collaboration
while dining;
3Form wall partitions;
Small kitchen area directly
under landing;
Small refrigerators for
Snapple product;
Landing seating included in
cafe area;
Main hub central to public
area

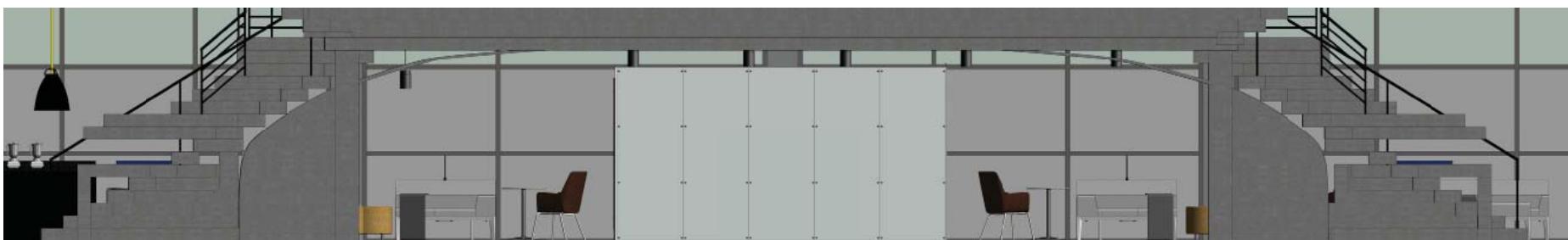
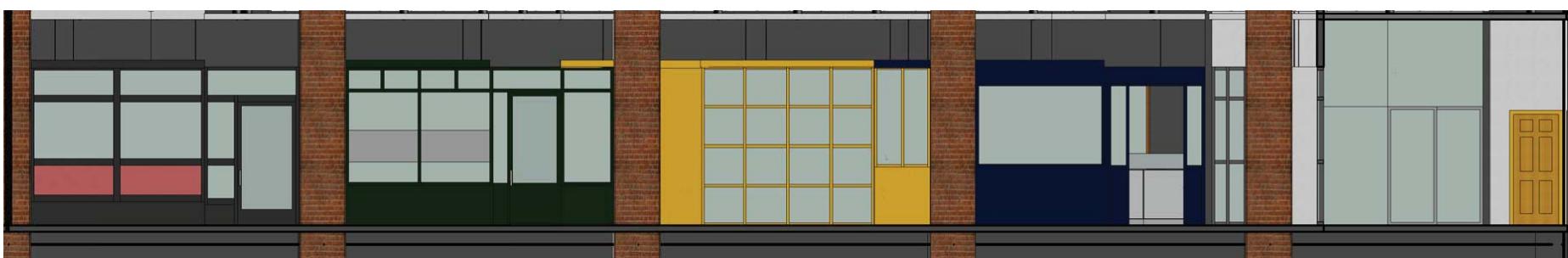


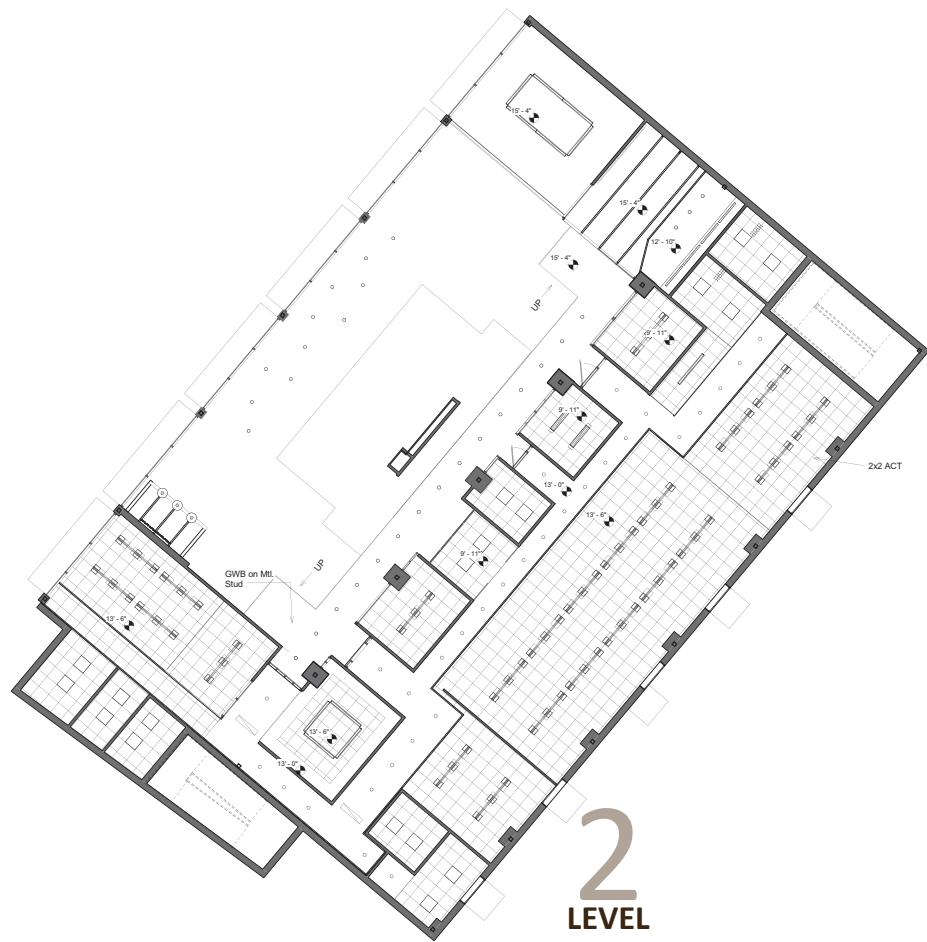
CAFE | HUB



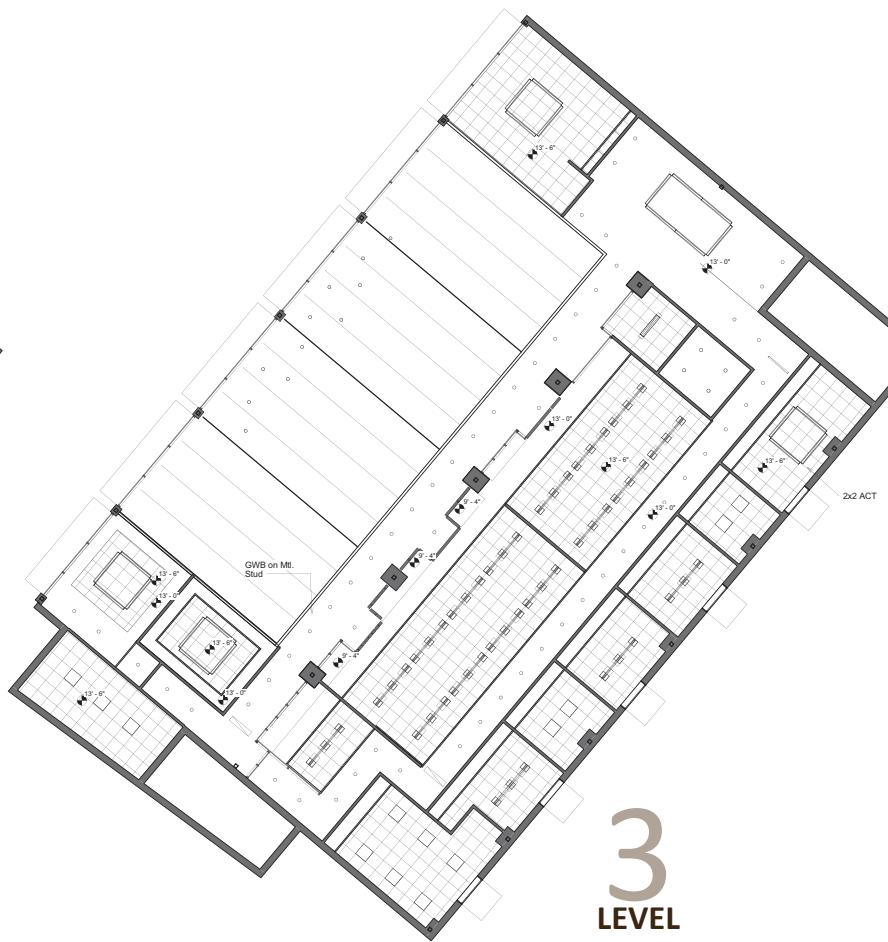
2nd LEVEL WALKWAY

Located between cafe kitchen and 2nd level storefronts;
Kitchen back wall serves as Lean Wall with glass Dry-Erase boards;
Perspective view leaving the space





2
LEVEL



3
LEVEL

LEGEND

- Suspended Direct/Indirect LED Index Wavestream Luminaire
- 6" LED Recessed Cans
- 6" Cylinder Pendant Luminaire
- Recessed Wall Wash
- Recessed LED Troffer
- Suspended Direct Cirque Luminaire
- Suspended Semi-Indirect Luminaire



Open Workspace



Circulation



Cafe



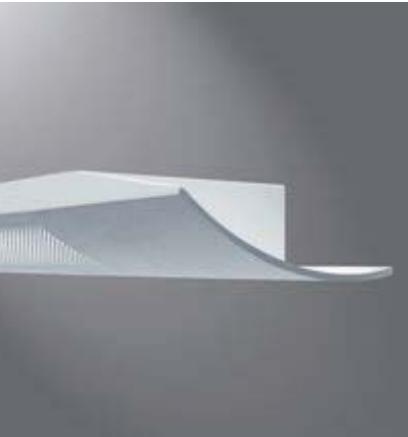
Hallway End



Enclosed Rooms

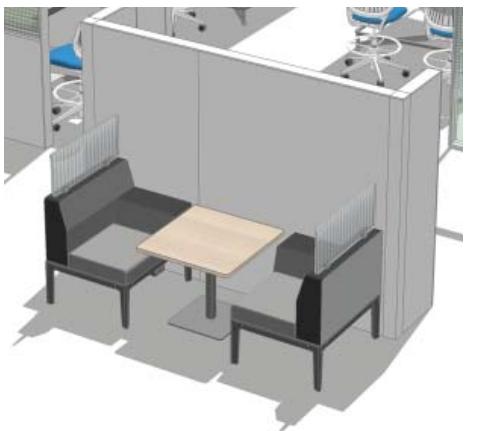
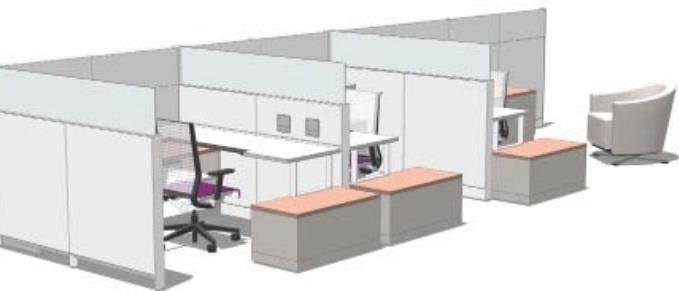
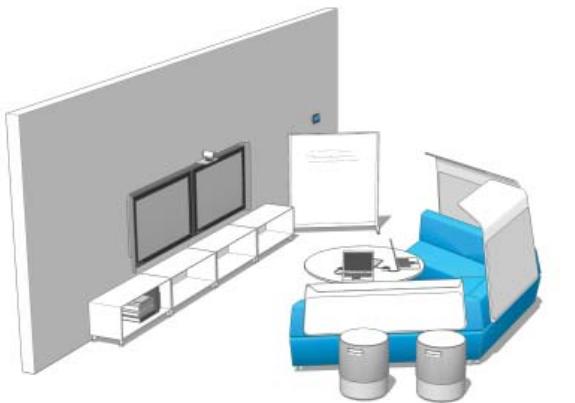
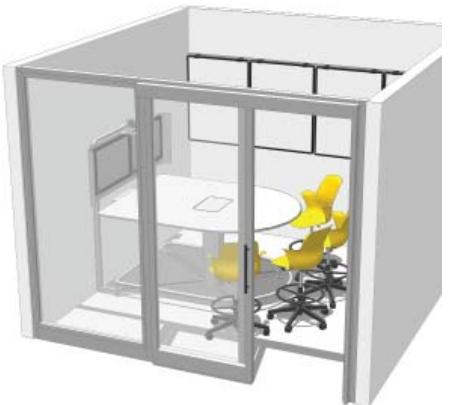


Exec. and Conf. Rooms



Huddle Rooms

LIGHTING FIXTURES



TYPICALS

COLLAB AREAS

HUDDLE ROOMS | MEDIA:SCAPE
FOCUS ROOMS | MEDIA:SCAPE
SALES COLLAB | MEDIA:SCAPE

WORKSTATIONS

W1 | EYESITE
W2 | ANSWER
W3 | KICK

OFFICES

EXECUTIVE | GLOBAL ZIRA
MANAGER | THINK

CAFÉ | HUB

REGARD
VIA

MADE FROM THE BEST STUFF ON EARTH

Snapple®

