



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



**.BORN.
IN
NEW YORK
MADE FOR
EVERYONE**

**GLEEFUL
EXPERIMENTATION**

**FUNKY
BEGINNINGS**

**PLAY OVER
PLANNING**

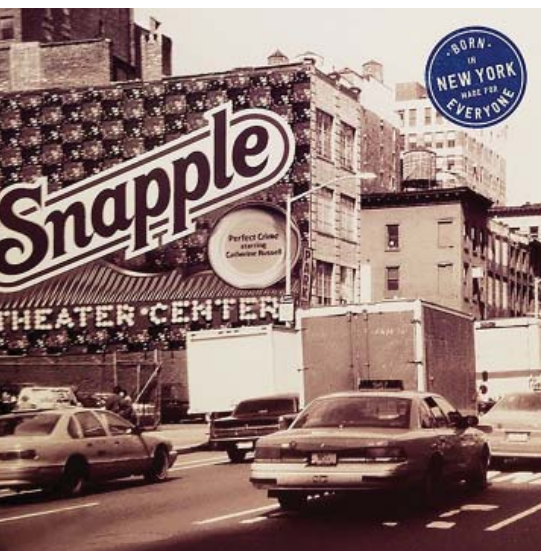
**QUIRKY
SPIRIT**



1972
GRASSROOTS COMPANY

1987
THE GODFATHER WAS BORN

2015
70 FLAVORS OF JUICE, JUICE DRINKS, AND TEAS



A QUICK,
HEALTHY
LUNCHTIME
BEVERAGE

for

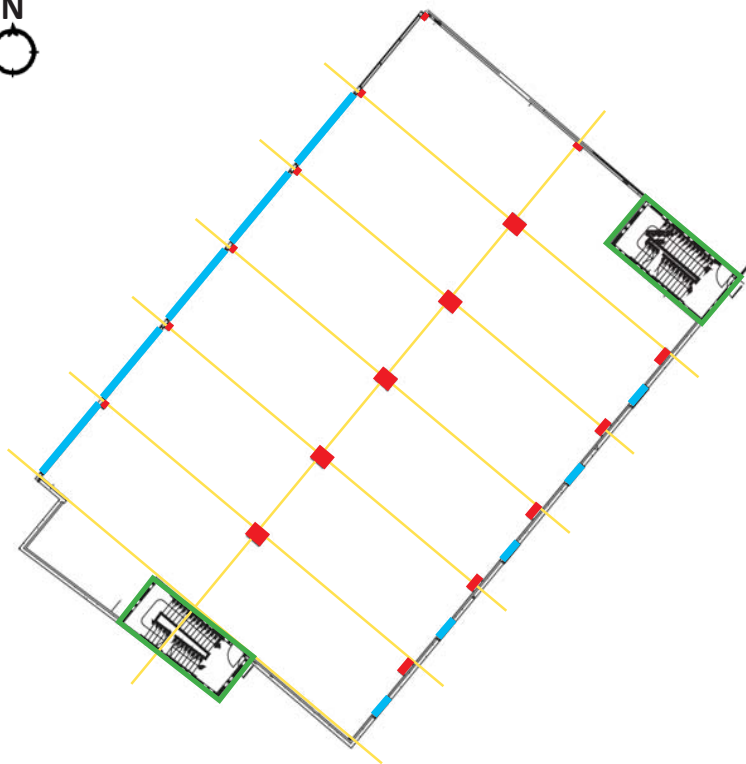
HEALTH-CONSCIOUS
CONSUMERS WITH
YOUTHFUL ATTITUDE,
BOTH YOUNG & OLD

from

A COMPANY THAT VALUES
ACCOUNTABILITY,
TRANSPARENCY,
& BALANCED LIFESTYLES

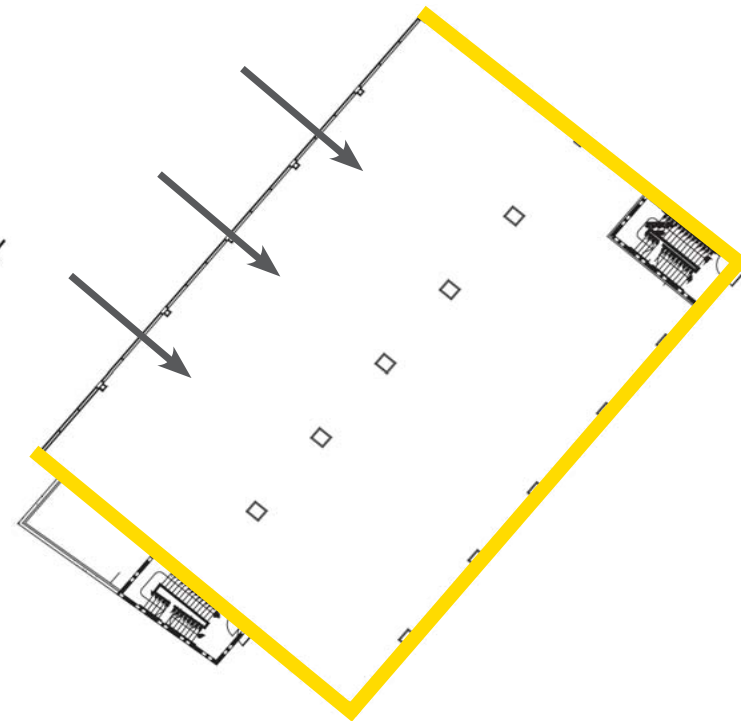




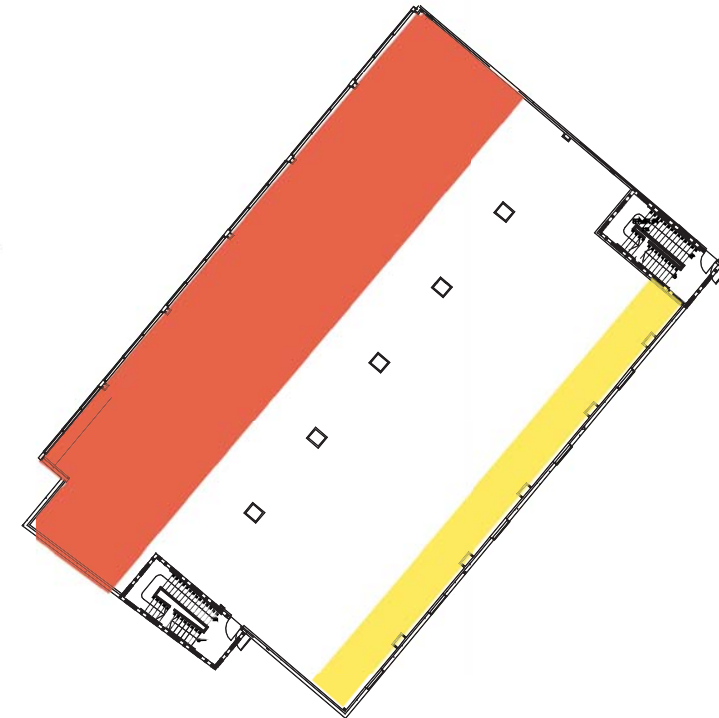


STRUCTURE

- Grid system
- Openings
- Columns
- Stairwell

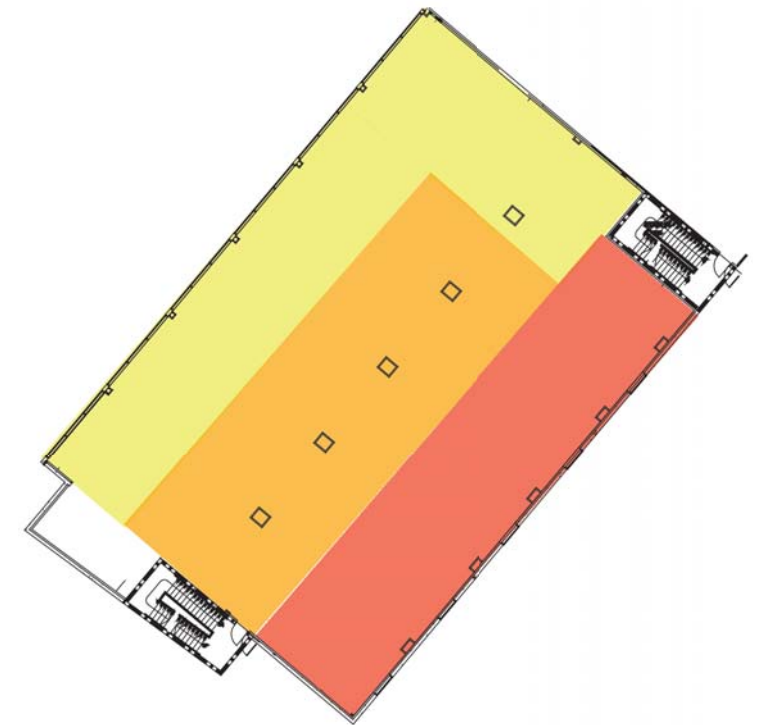


ENCLOSURE



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

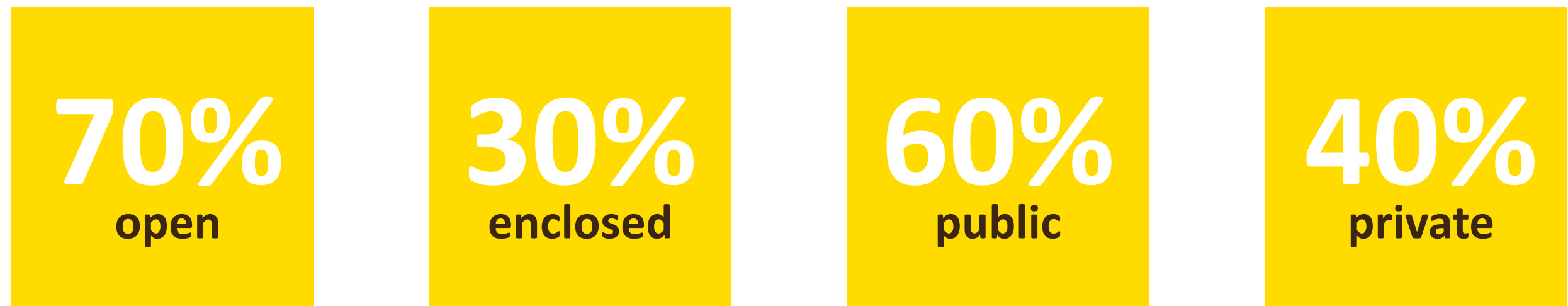
QUALITY ASSURANCE • • • • • • • • • • Ensure products meet quality standards

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

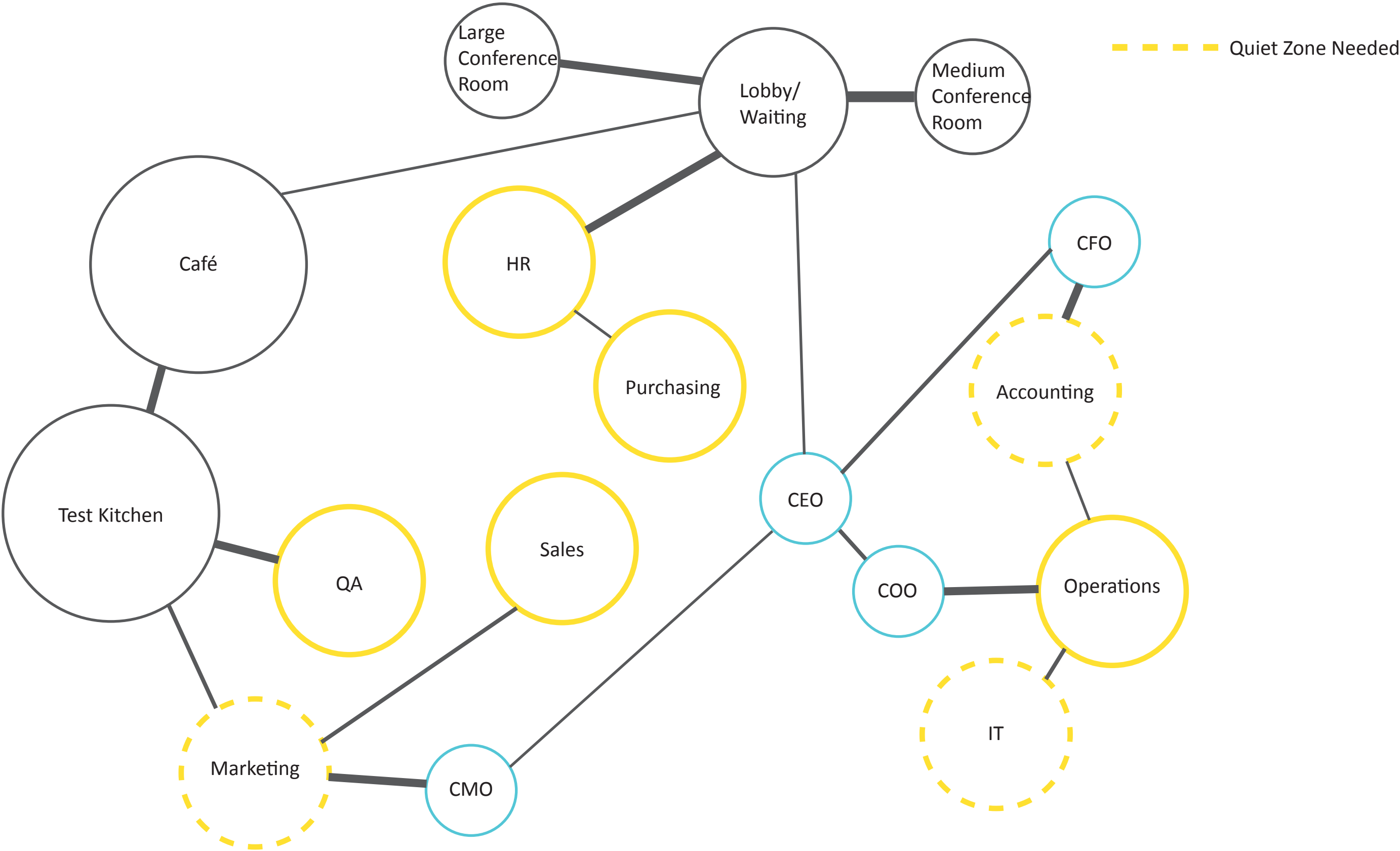
EXECUTIVE SUITE • • • • • • • • • • • • • • House C-level executives, set example for corporate culture



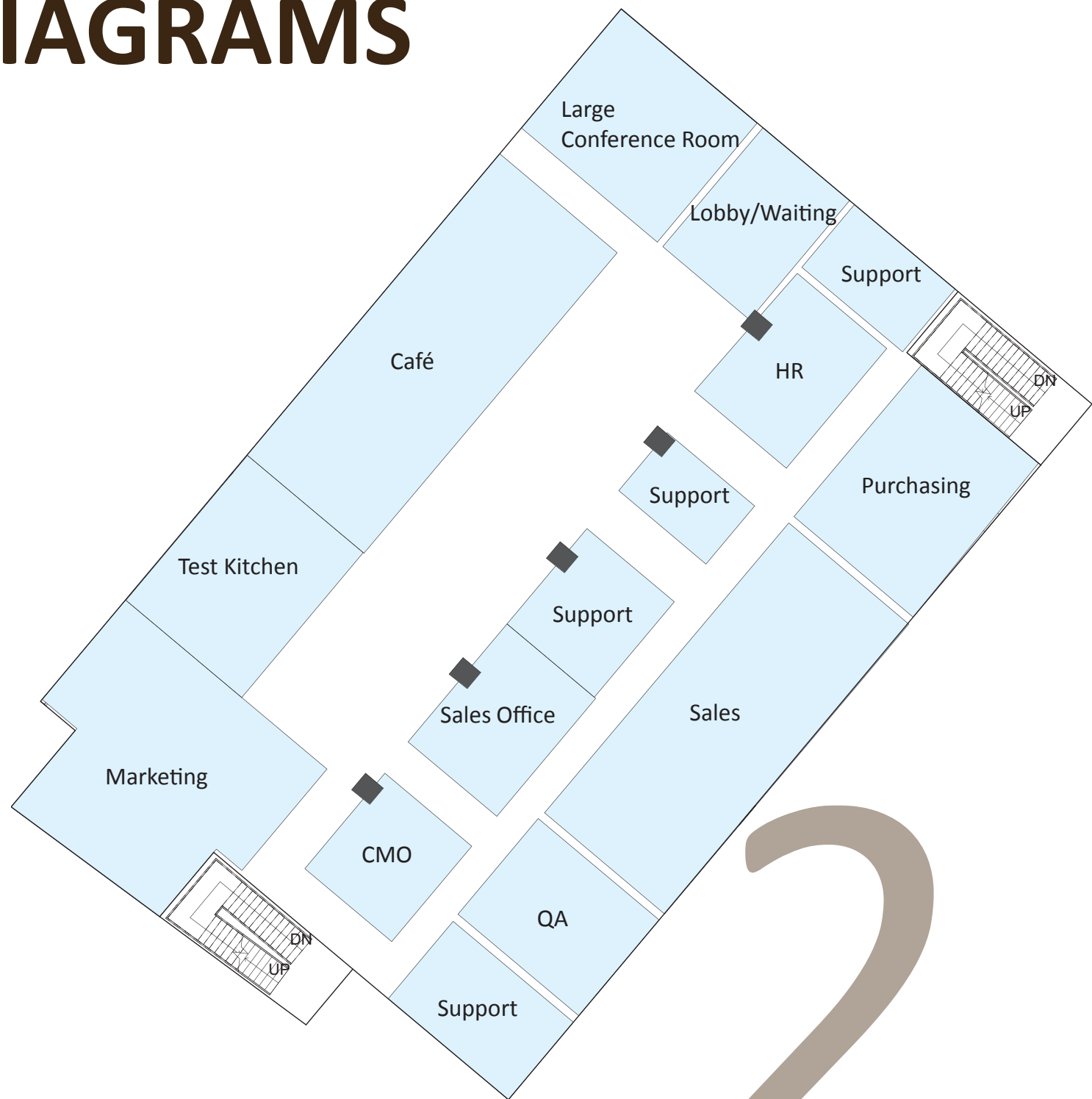
* Excluding private offices

PROGRAMMATIC COMPOSITION

ADJACENCY DIAGRAM



BLOCK DIAGRAMS

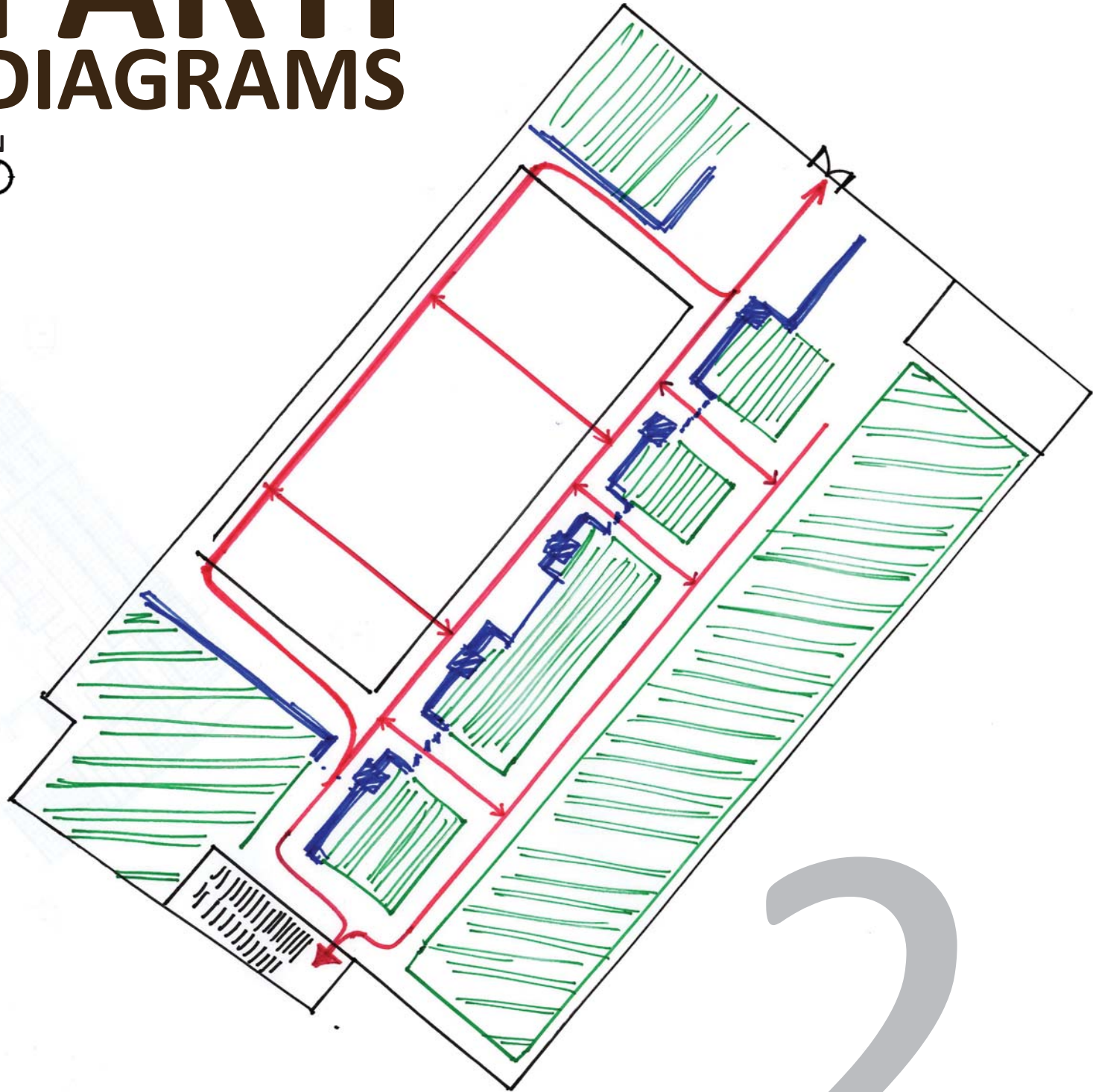


2
LEVEL



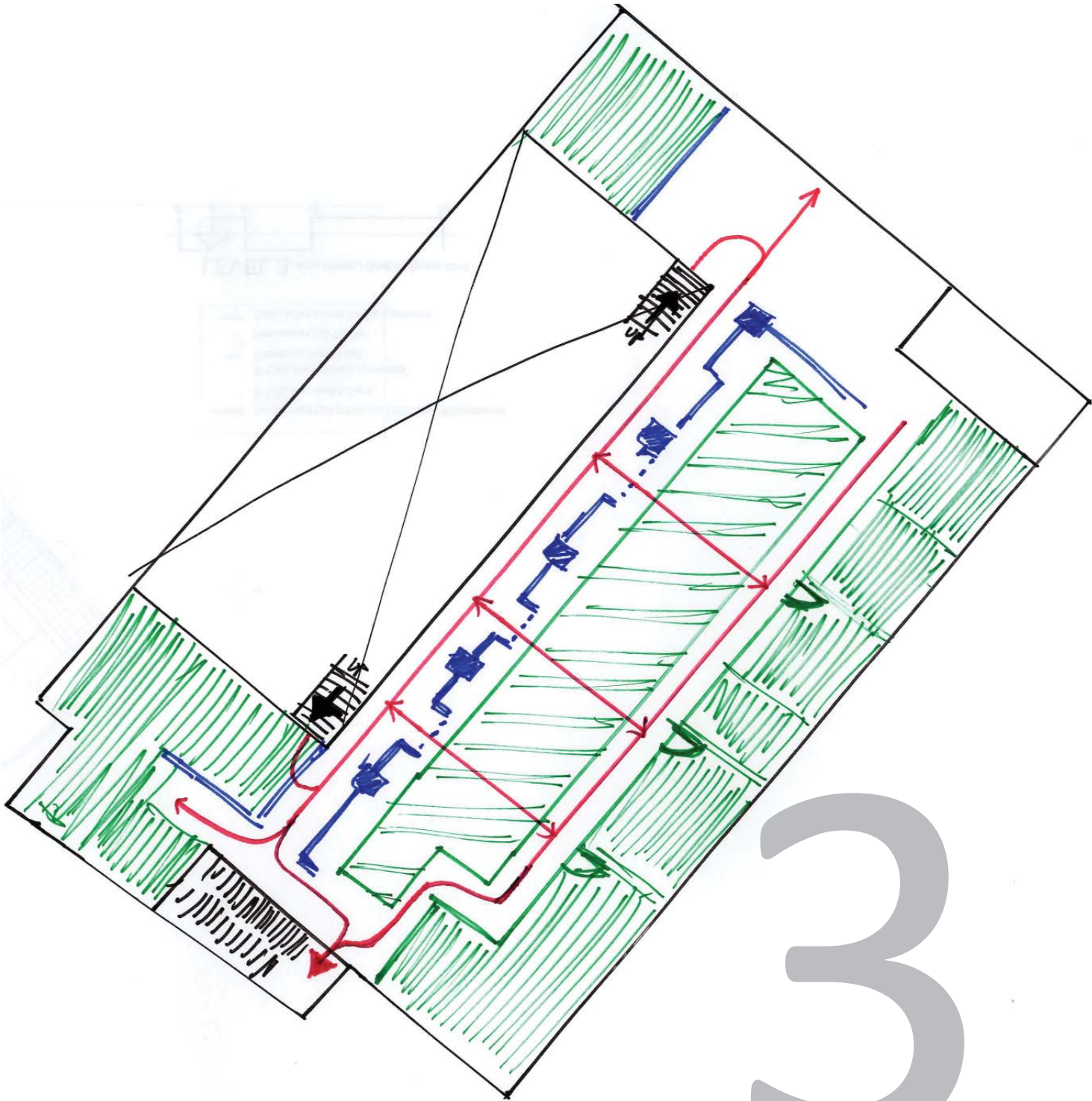
3
LEVEL

PARTI DIAGRAMS



2

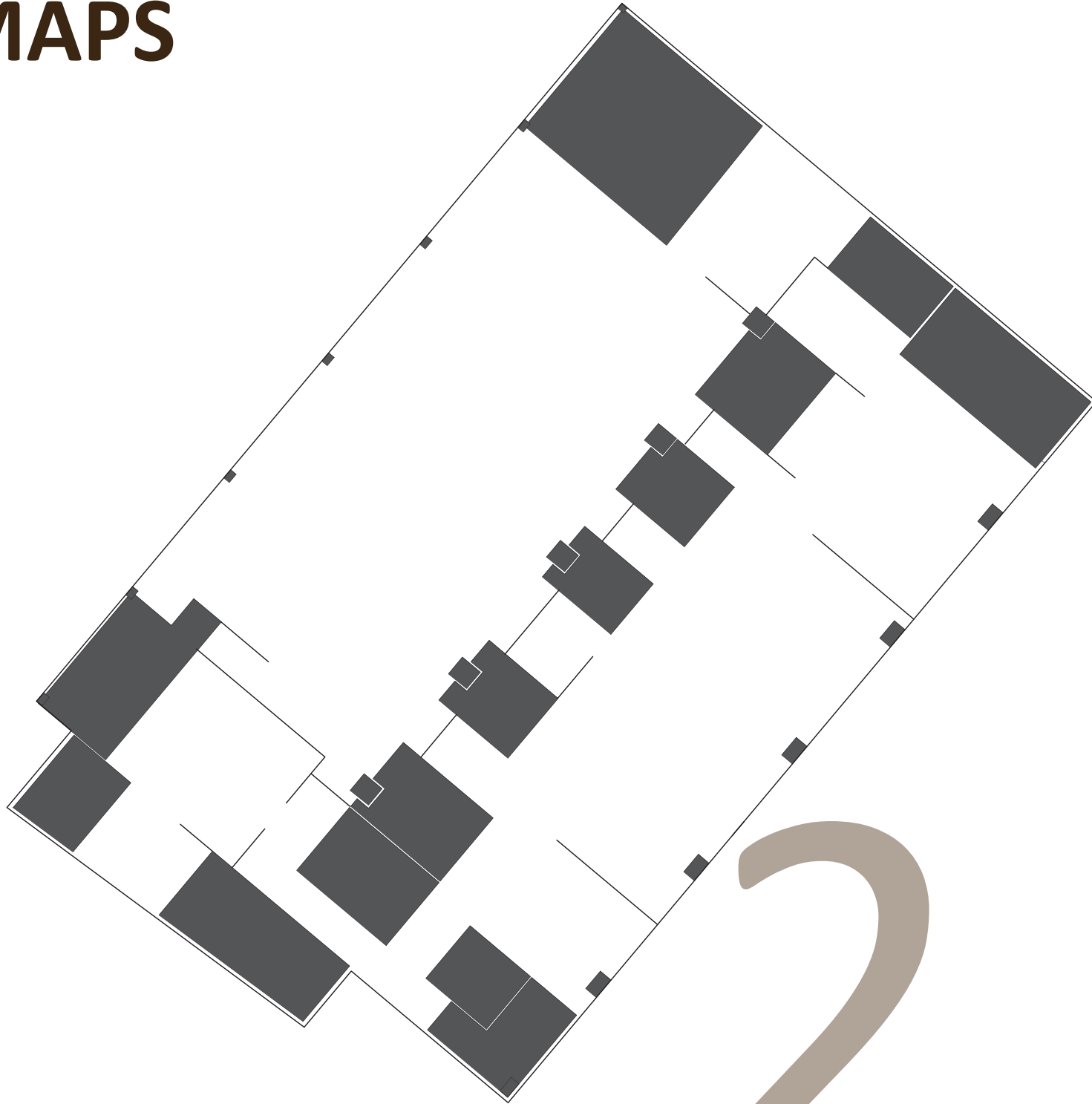
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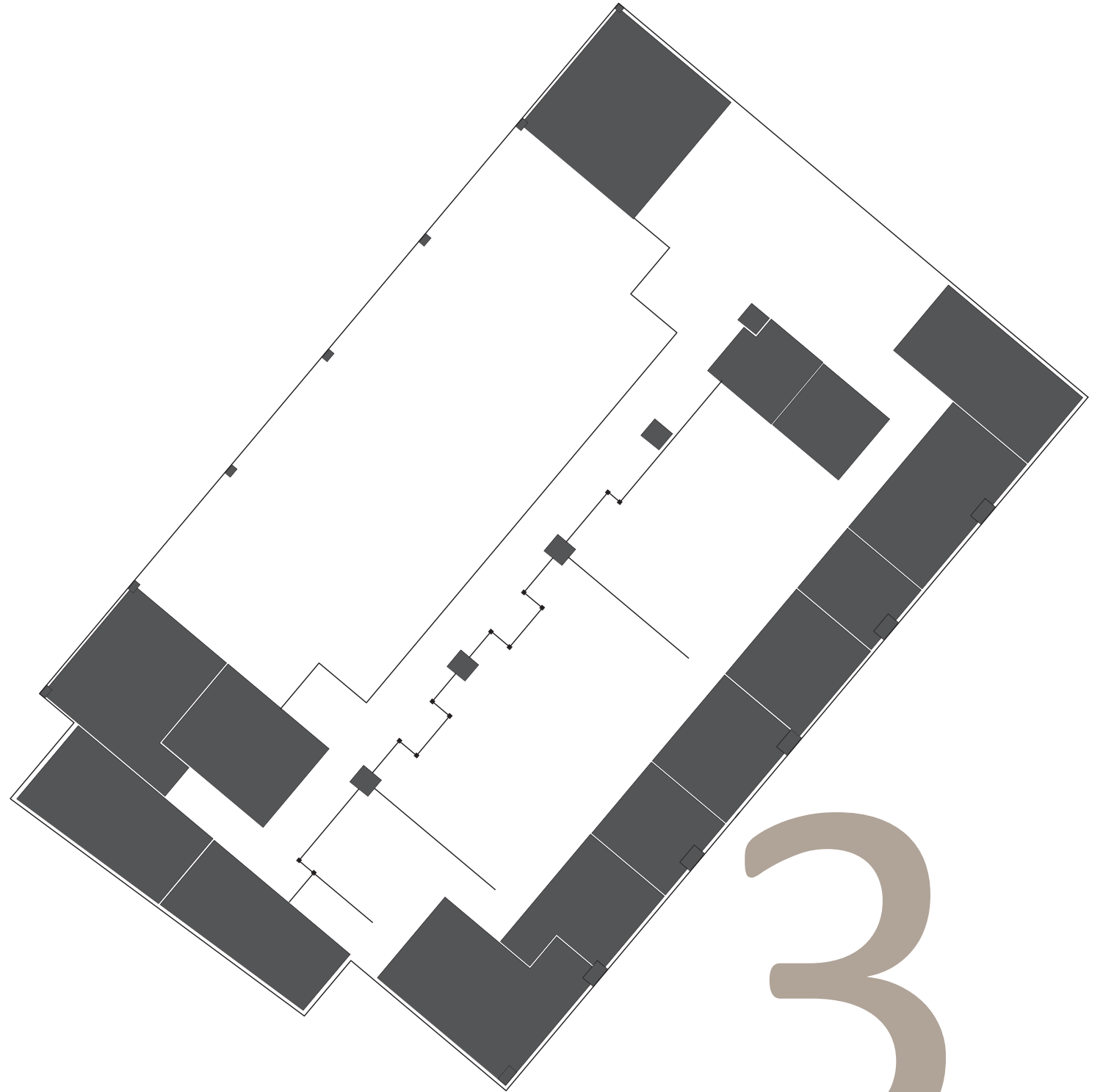
3

LEVEL

NOLLI MAPS



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



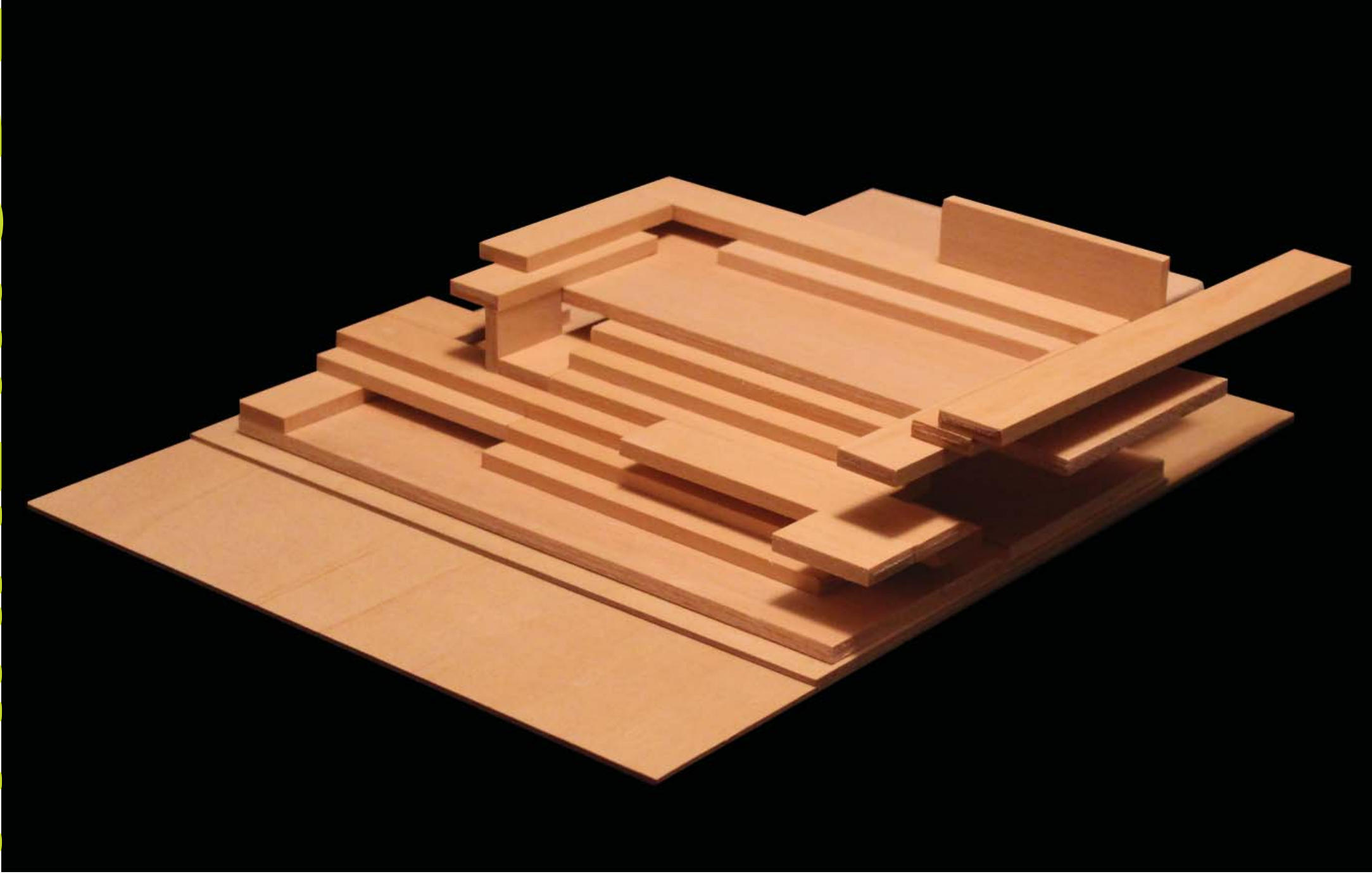
GOALS

CRUCIAL ASPECTS

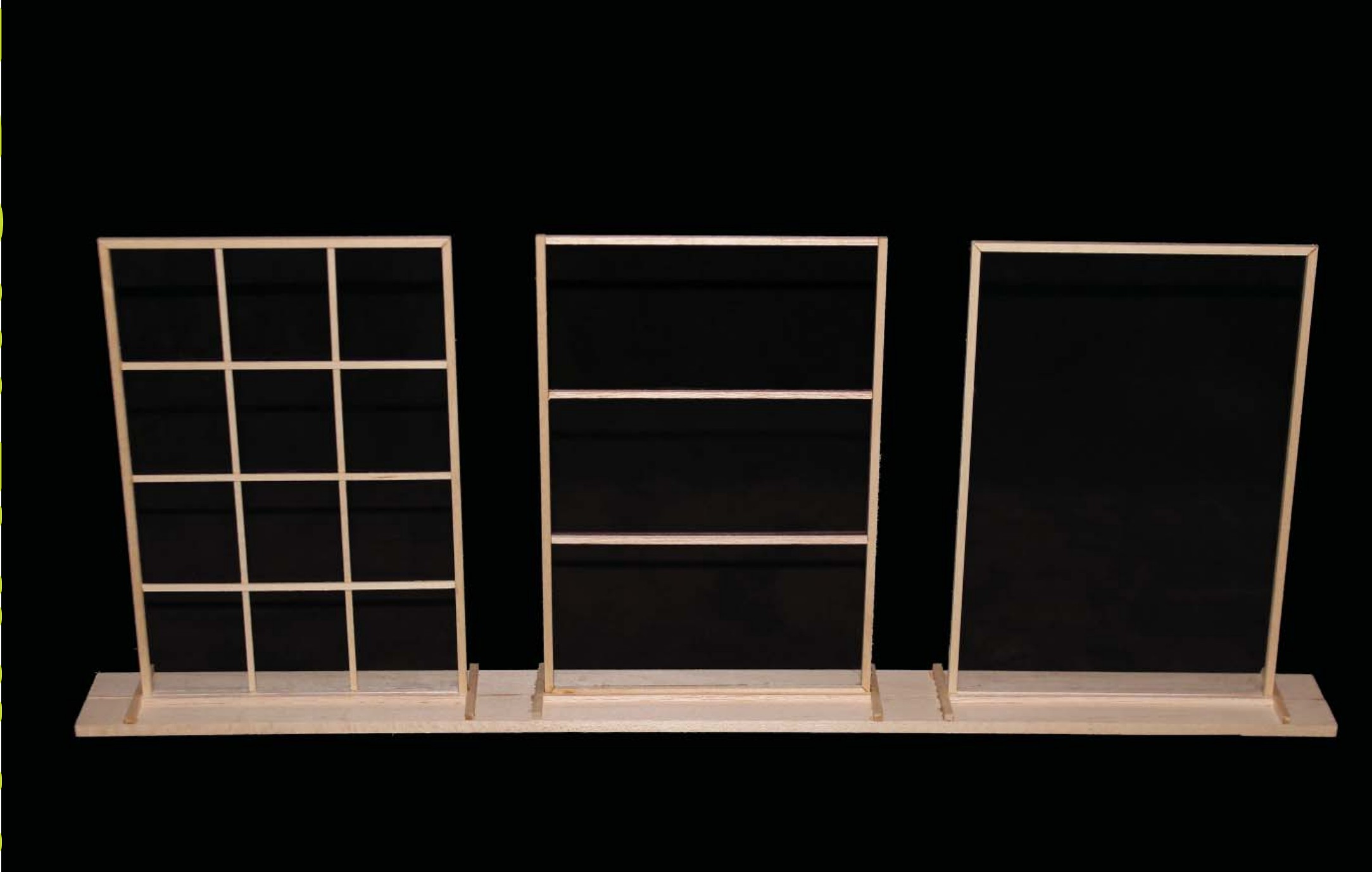
Hub for employees - landing
Balance between focused work
and places of interaction



SPATIAL MODEL



SPATIAL MODEL

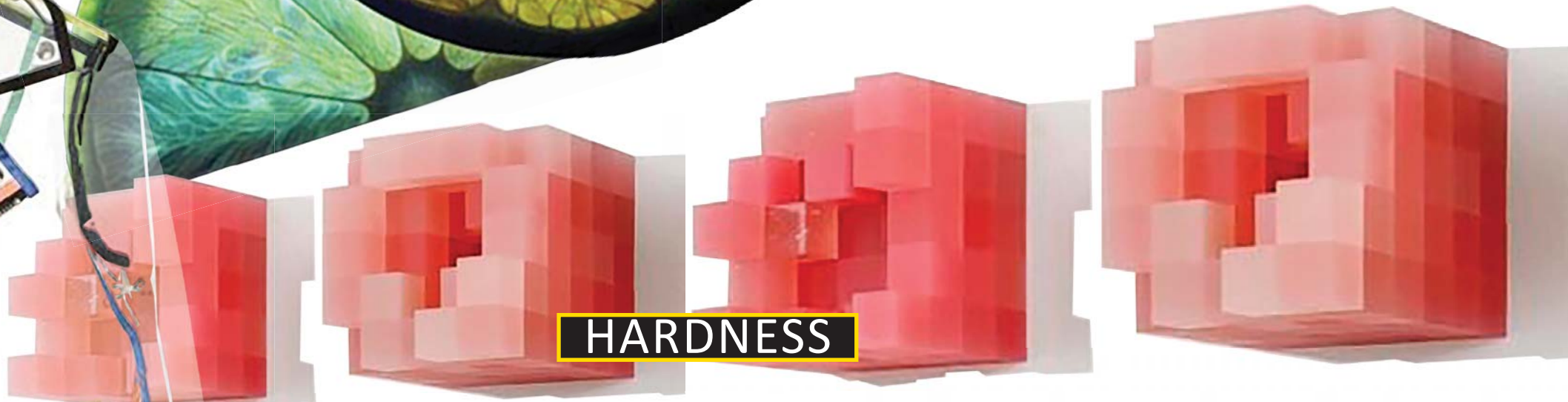


MATERIALITY

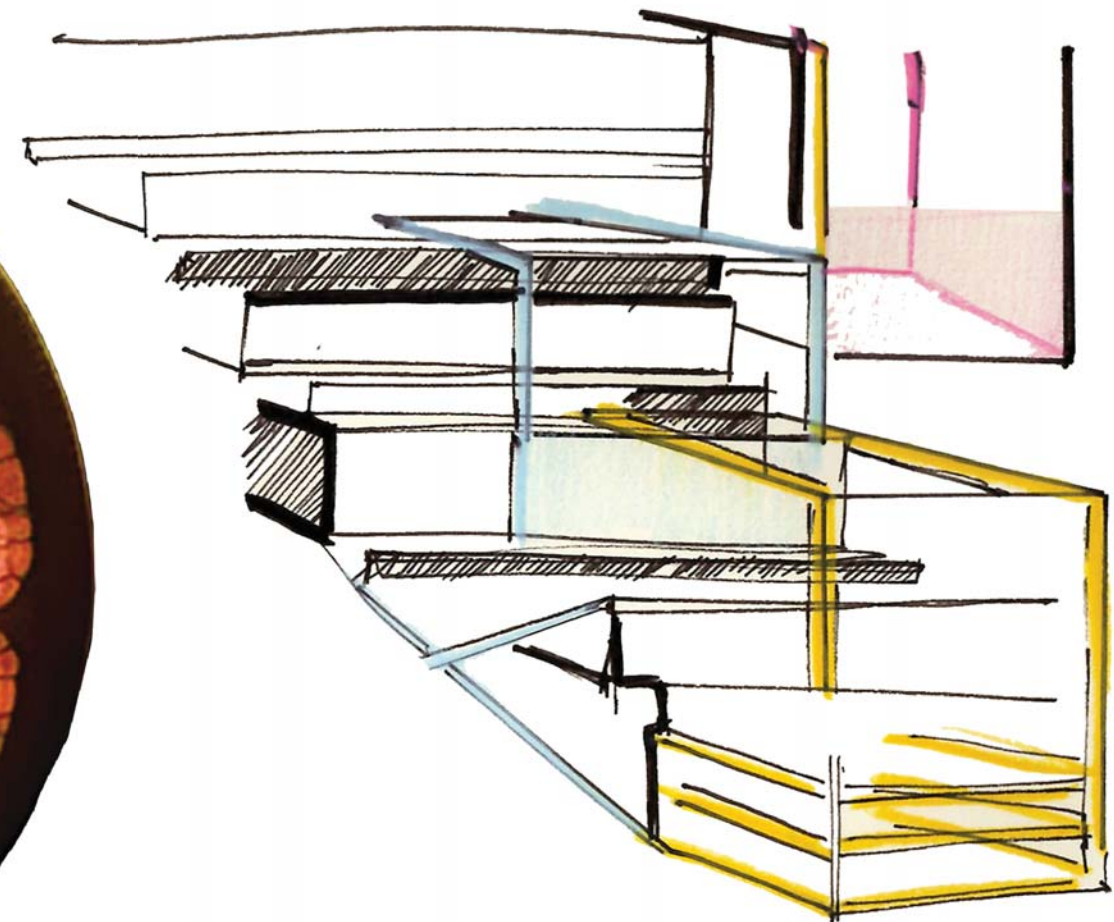
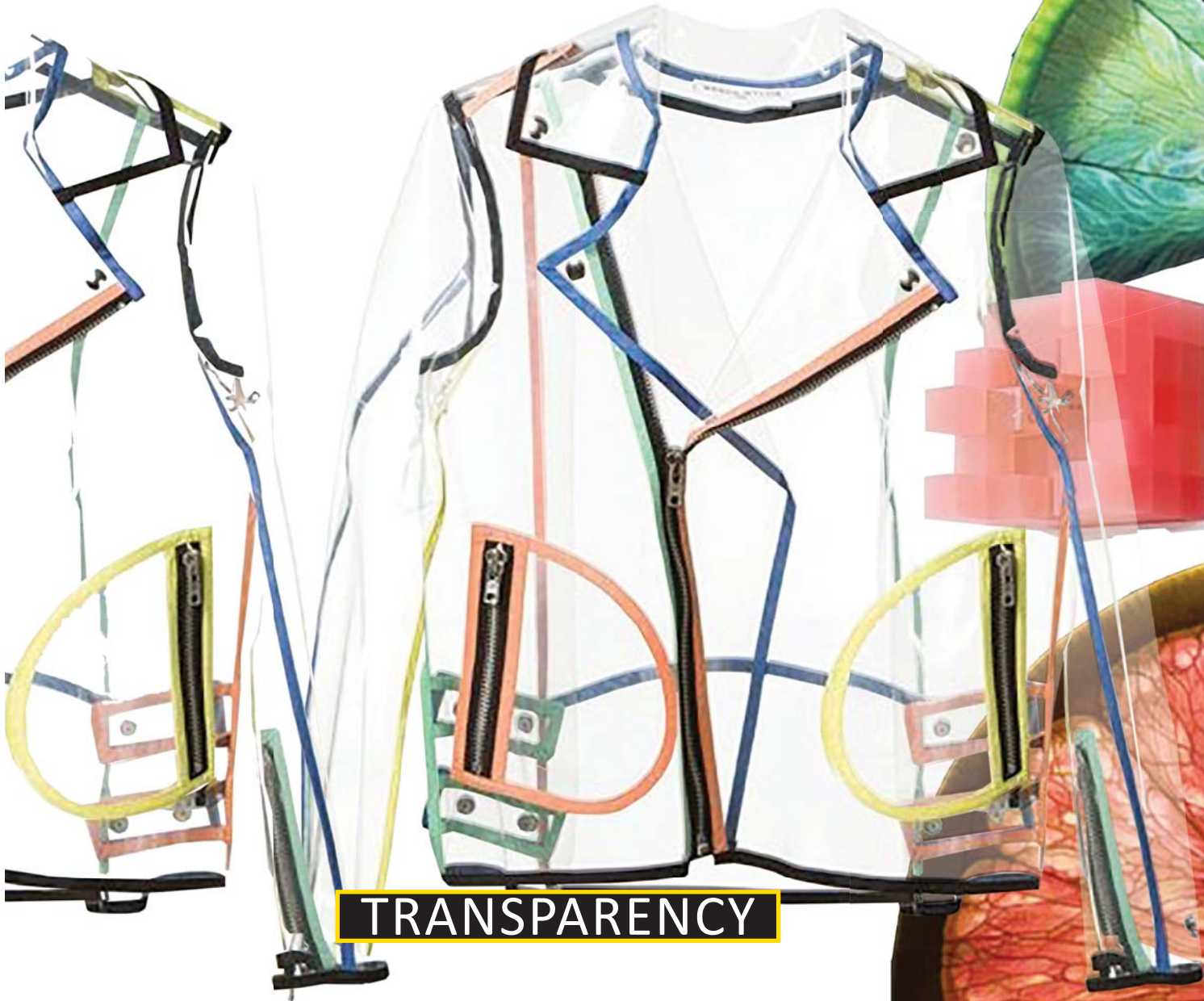
TRANSLUCENCY



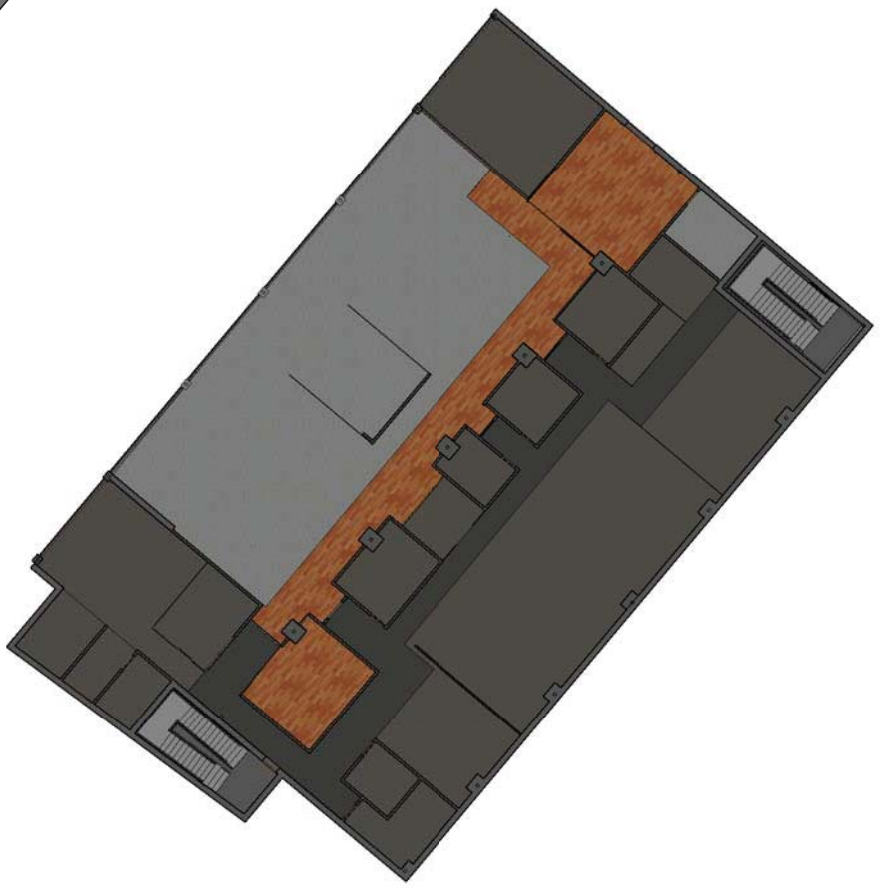
HARDNESS



TRANSPARENCY

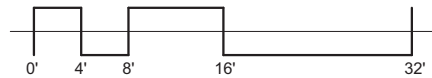


2 FLOOR PLAN

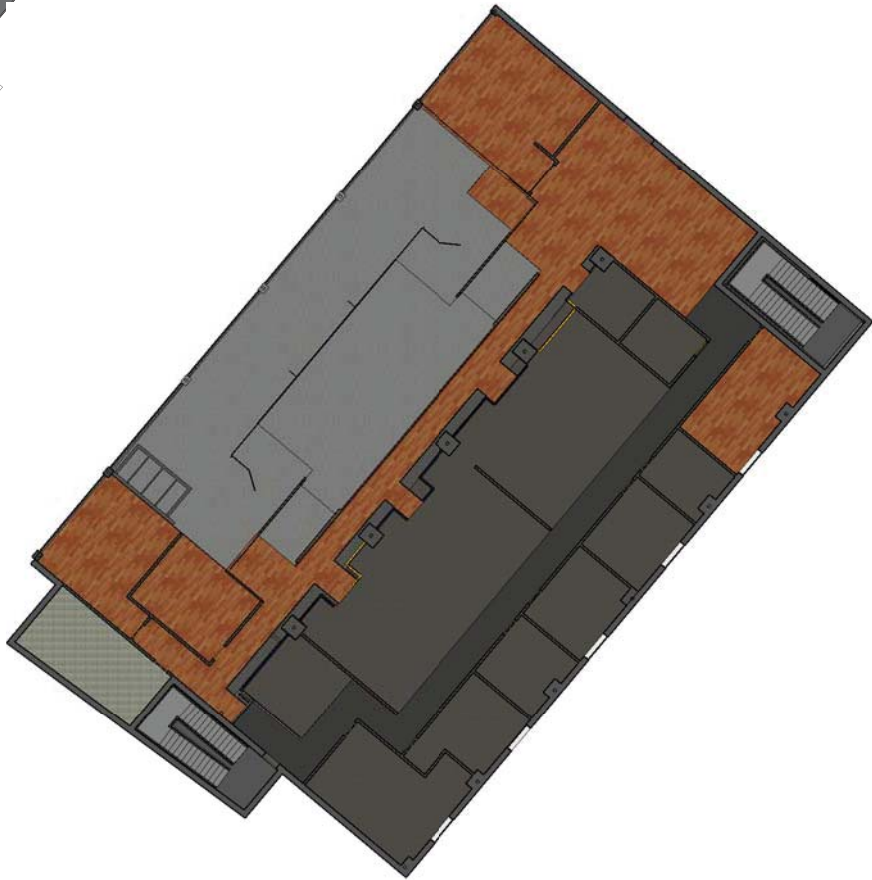


LEVEL 2

Amy Alonso | Grad II | Spring 2015

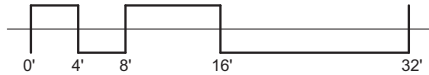


3 FLOOR PLAN



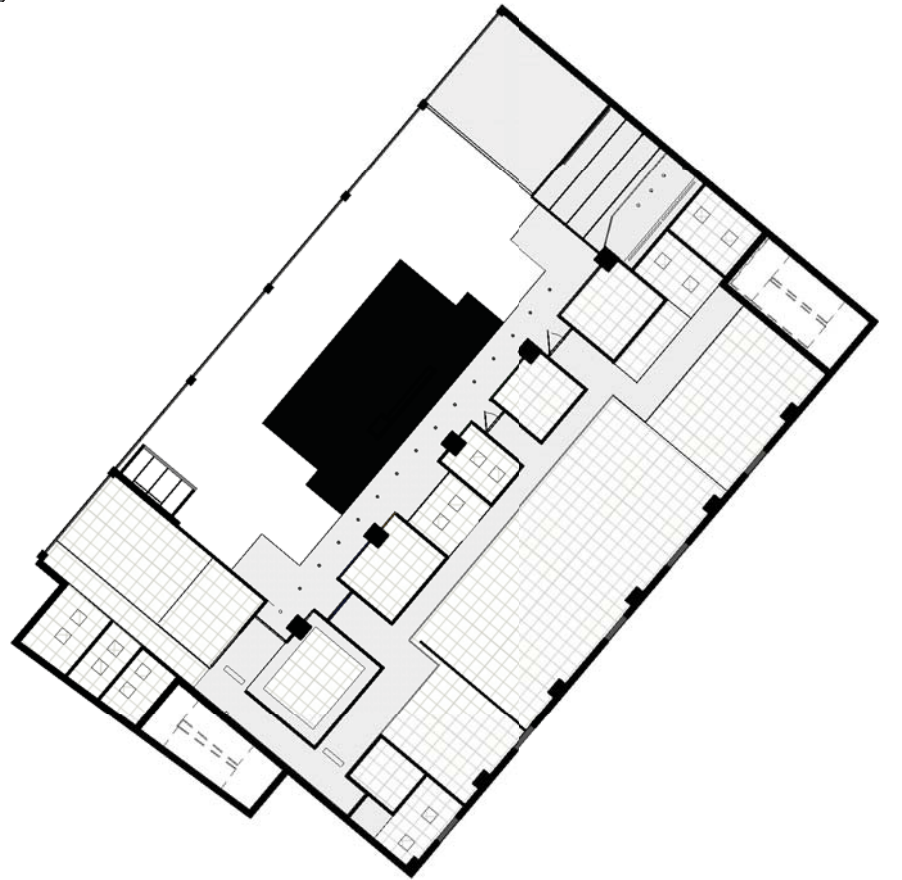
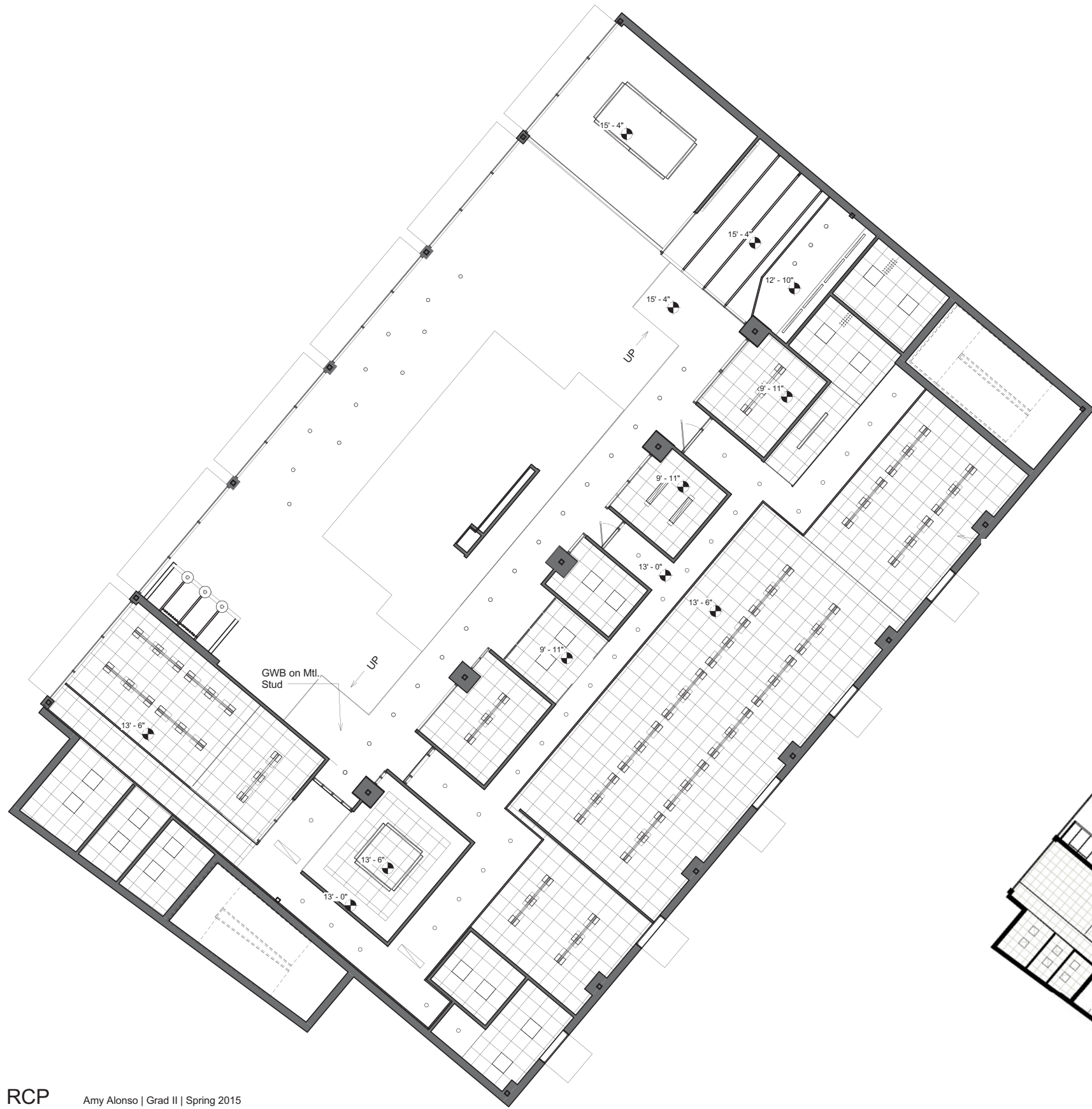
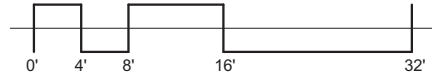
LEVEL 3

Amy Alonso | Grad II | Spring 2015



2 RCP LEVEL

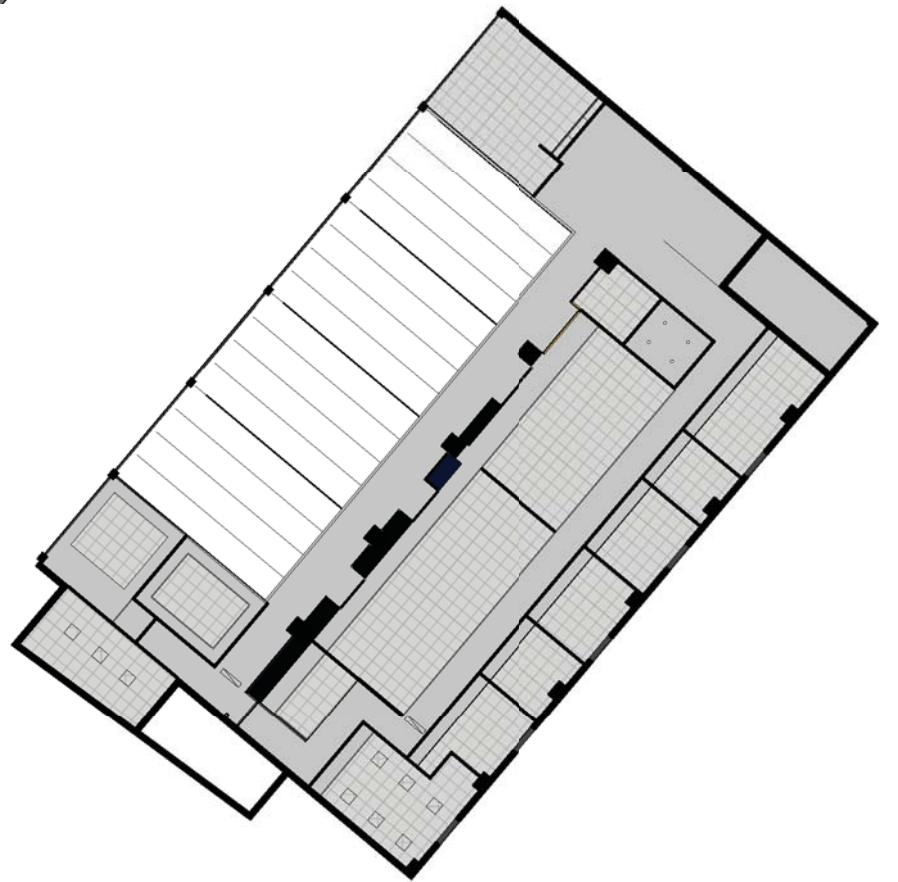
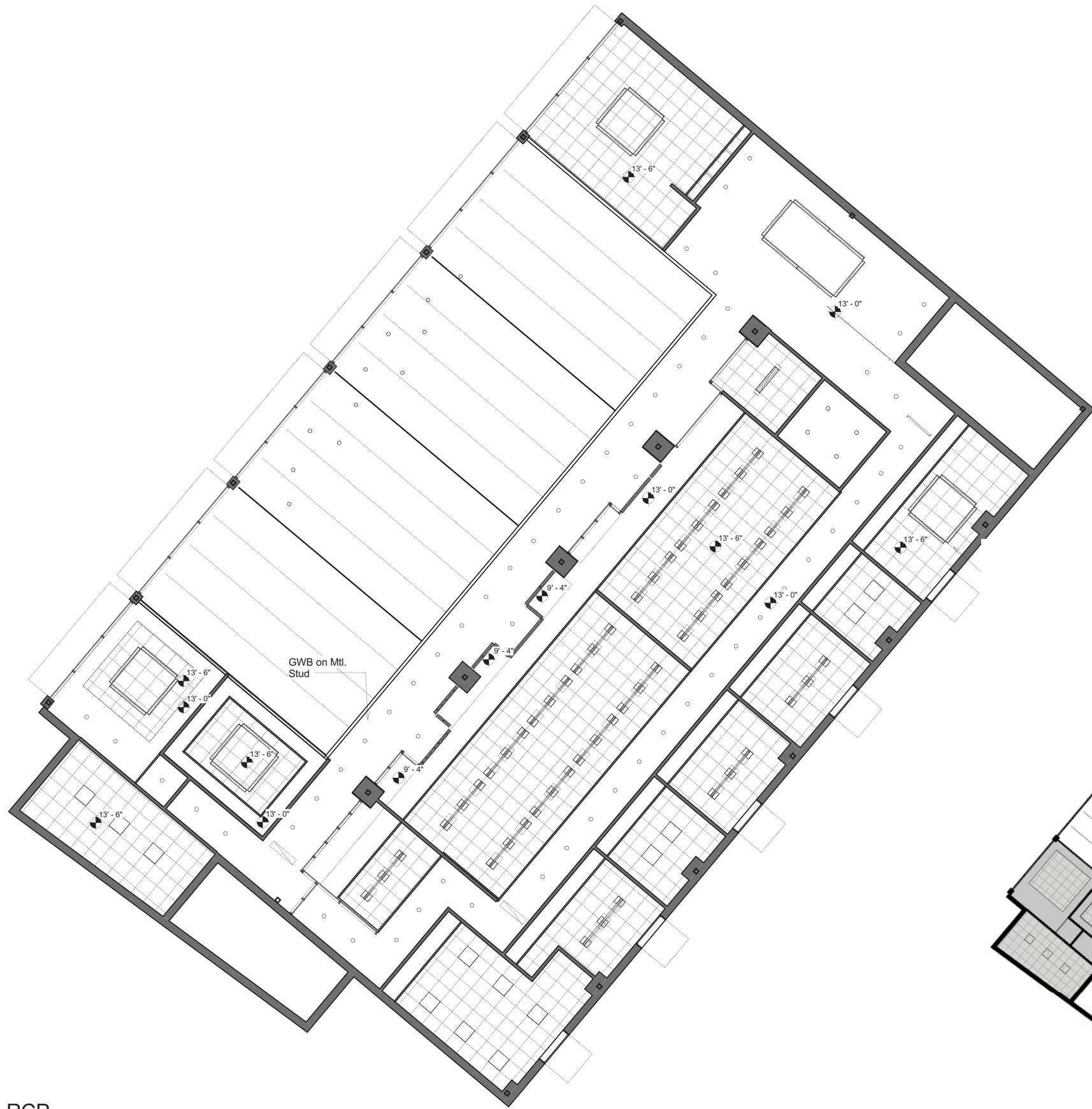
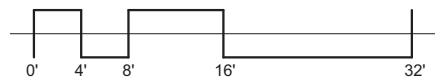
LEVEL 2 | RCP Amy Alonso | Grad II | Spring 2015



3 RCP LEVEL

LEVEL 3 | RCP

Amy Alonso | Grad II | Spring 2015





2
LEVEL



3
LEVEL

SECTION LONGITUDINAL 1





SECTION LONGITUDINAL 2





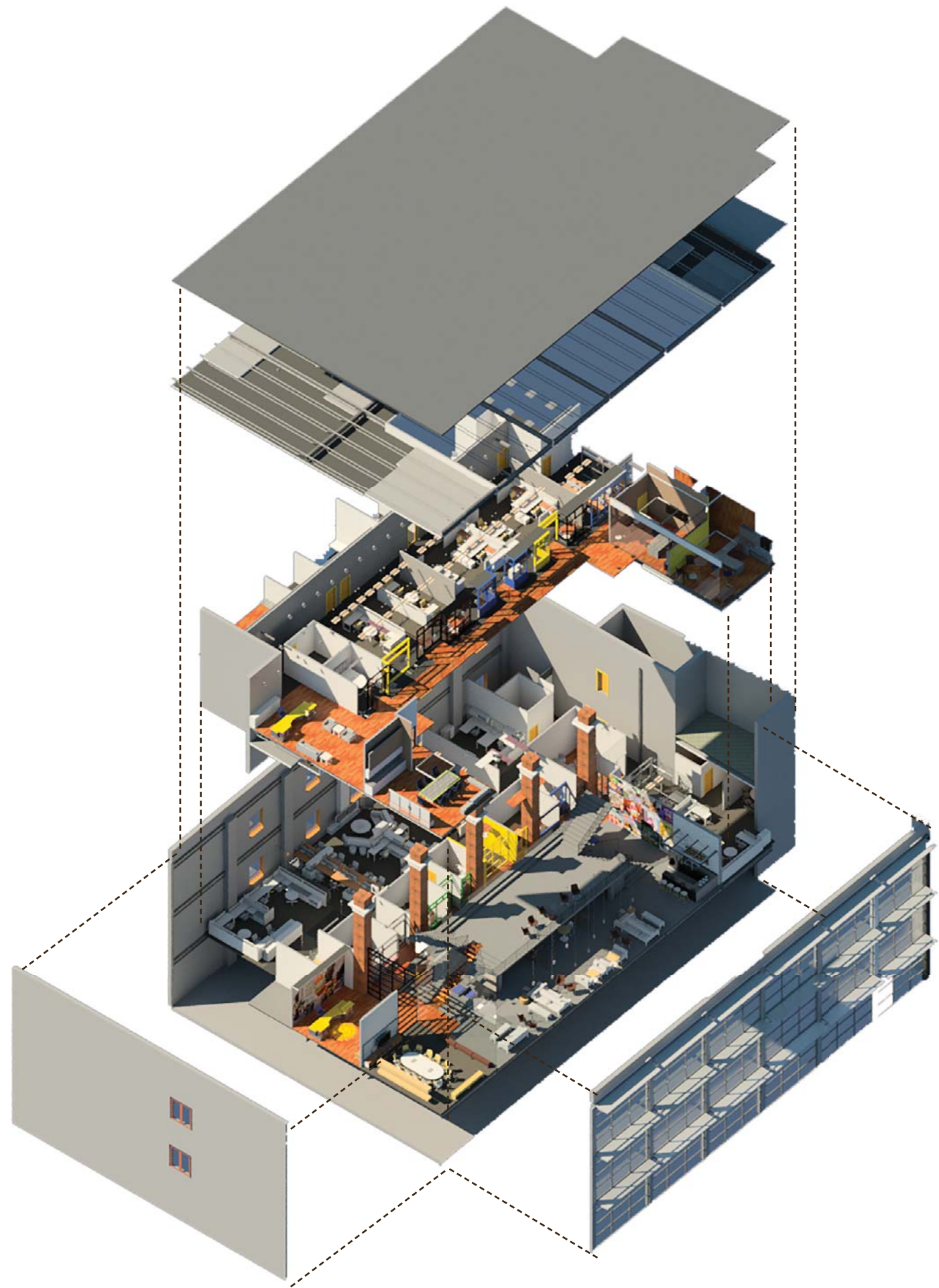
2
LEVEL



3
LEVEL



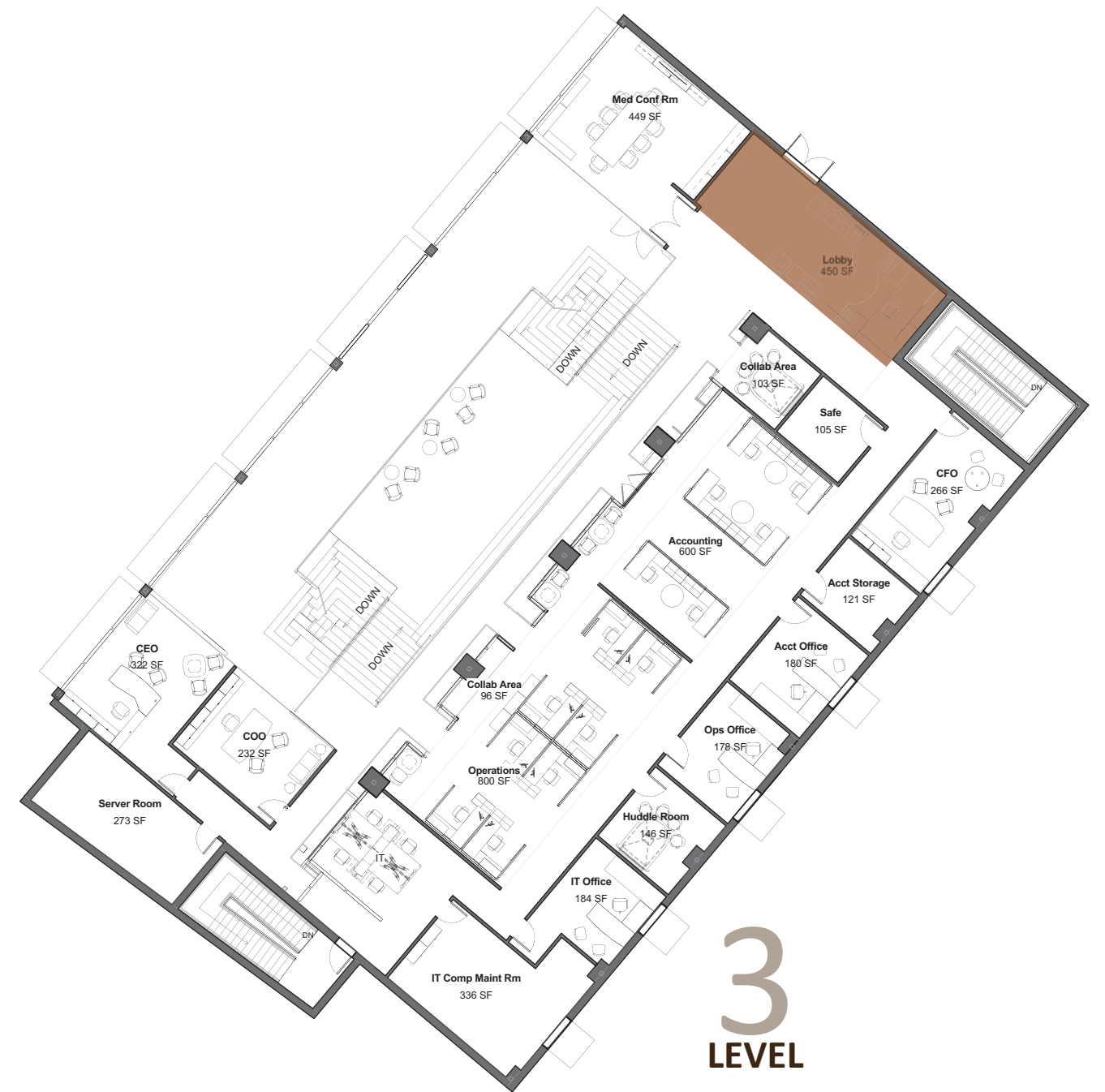
SECTION
TRANSVERSE



AXONOMETRIC

SECTION PERSPECTIVE



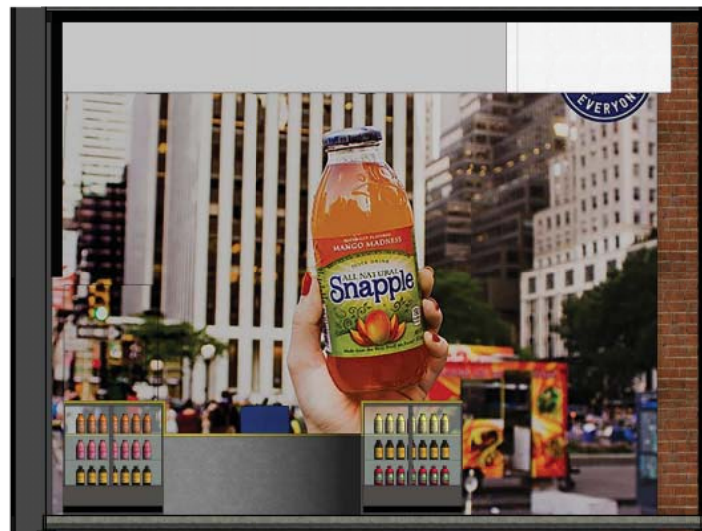
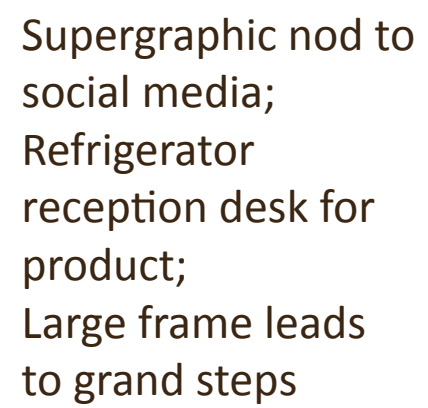


2

LOBBIES AND WAITING AREAS



A 3D architectural rendering of a modern interior space, likely a lounge or break area. In the center, a large, realistic hand emerges from the wall, holding a bottle of Snapple Mango Madness juice. Below the hand, a black silhouette of a person stands on a large, stylized sun graphic painted on the wooden plank floor. To the left, a curved, light-colored counter holds a display of various Snapple bottles. Behind the counter, a brick wall and a large window with vertical blinds are visible. To the right, a glass partition with a black frame separates the area from another space. The ceiling is white with recessed lighting and black structural beams. The overall atmosphere is bright and contemporary.

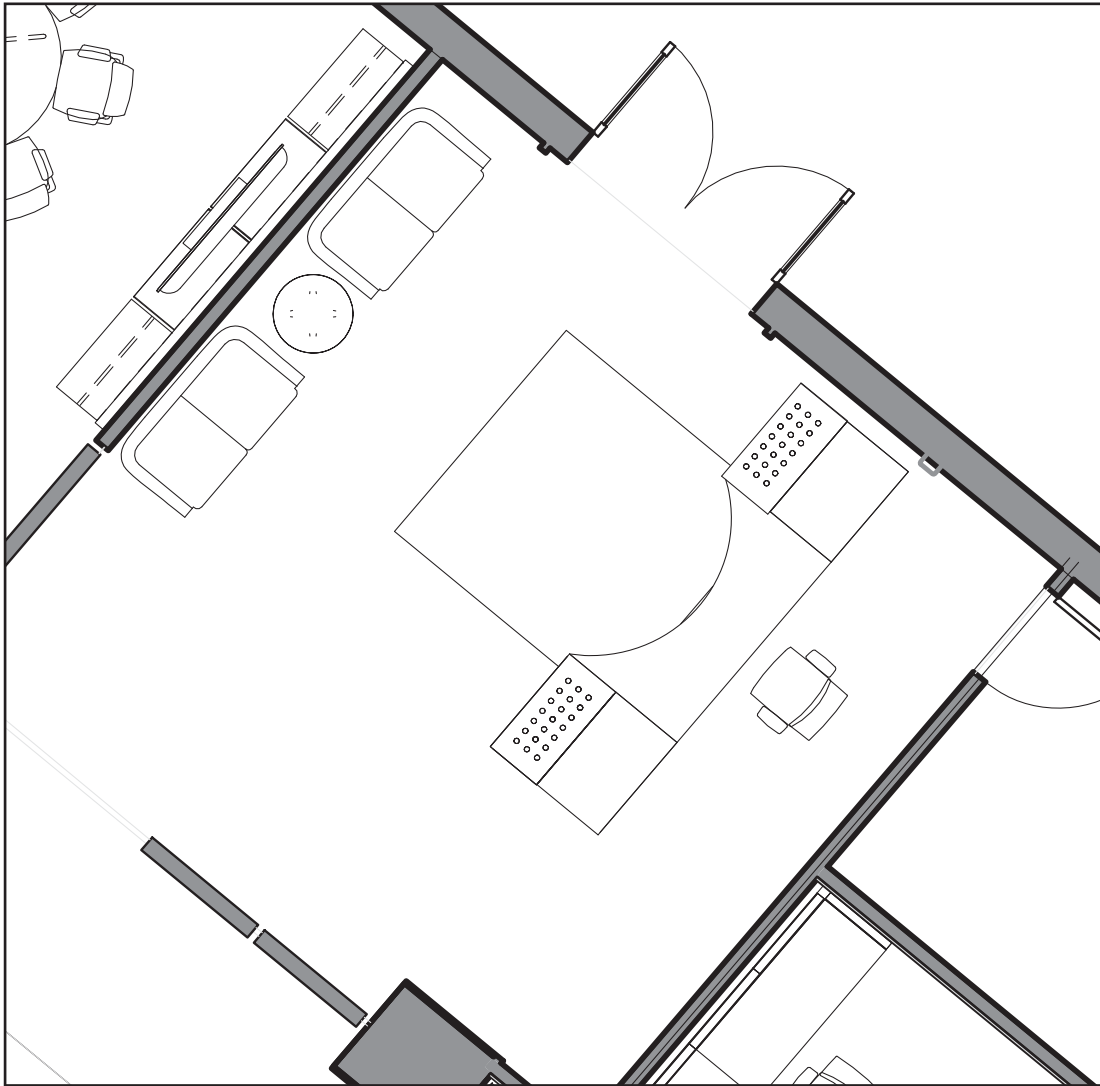


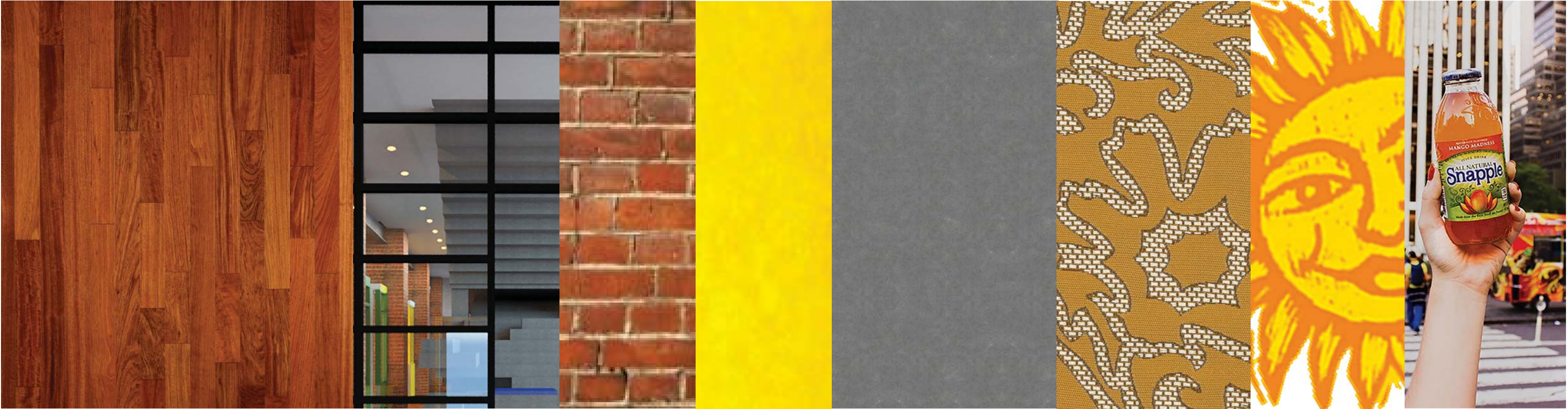


2
LEVEL

LOBBY

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





LOBBY

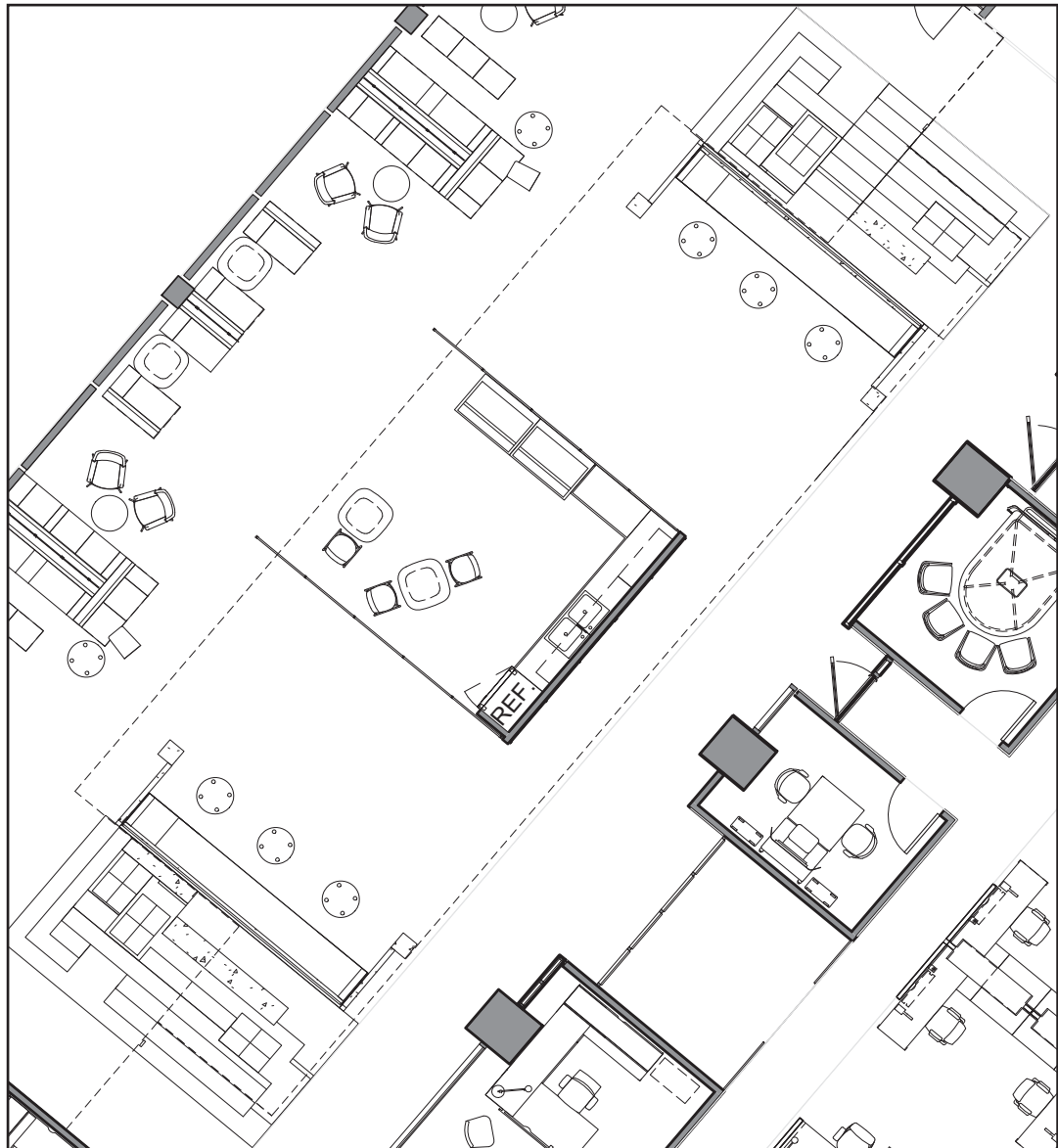
1 GRAND STAIRCASE





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





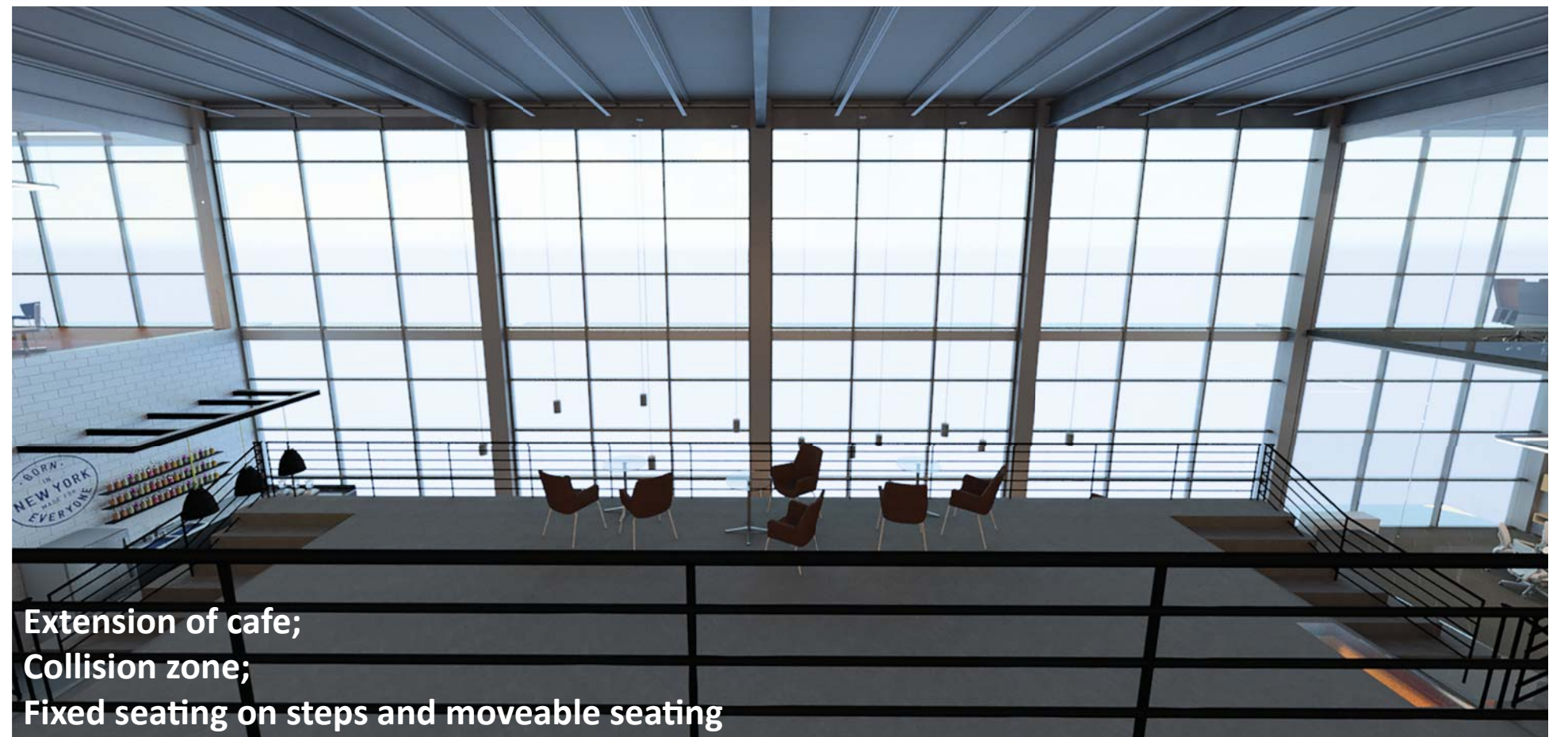
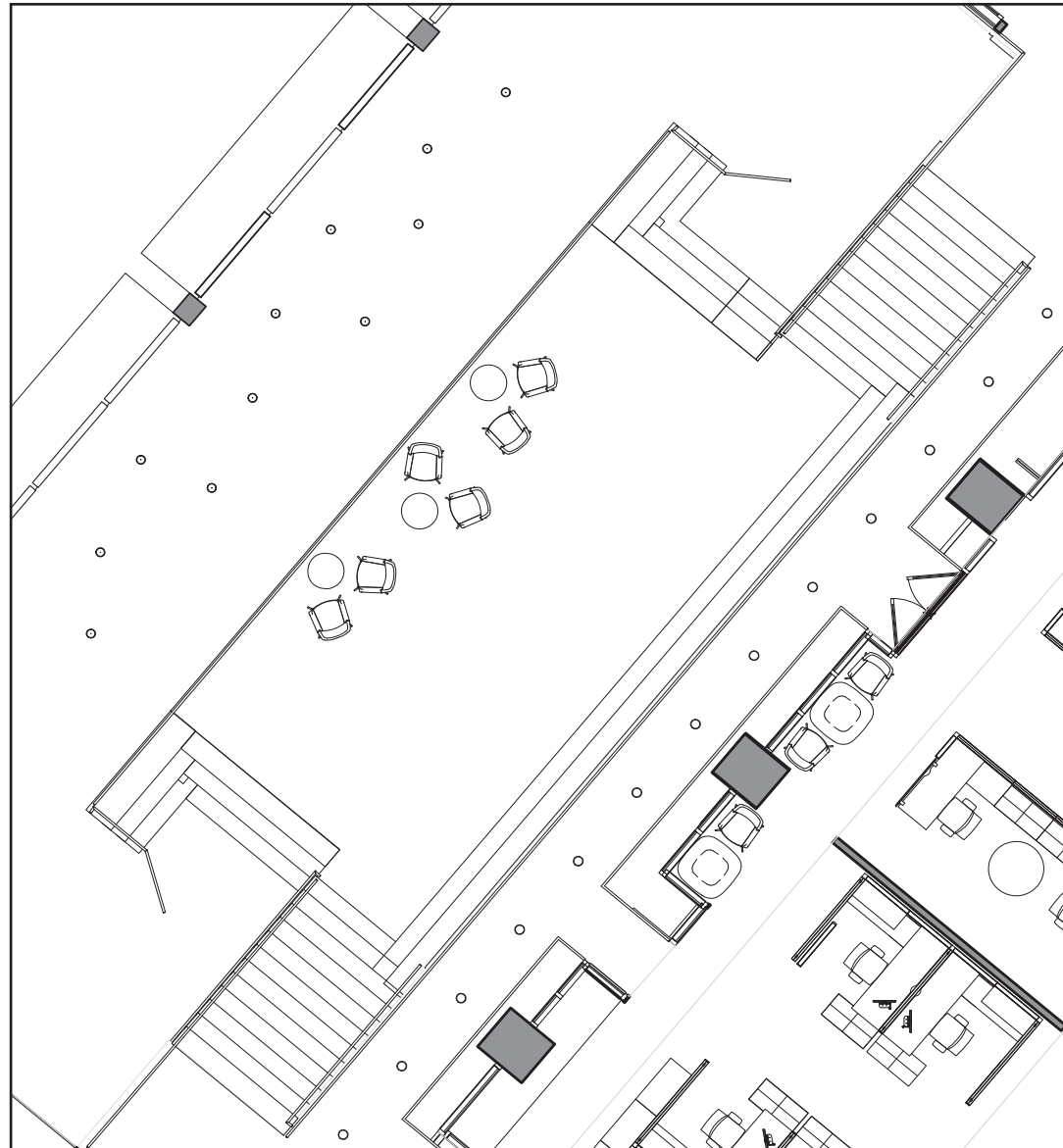
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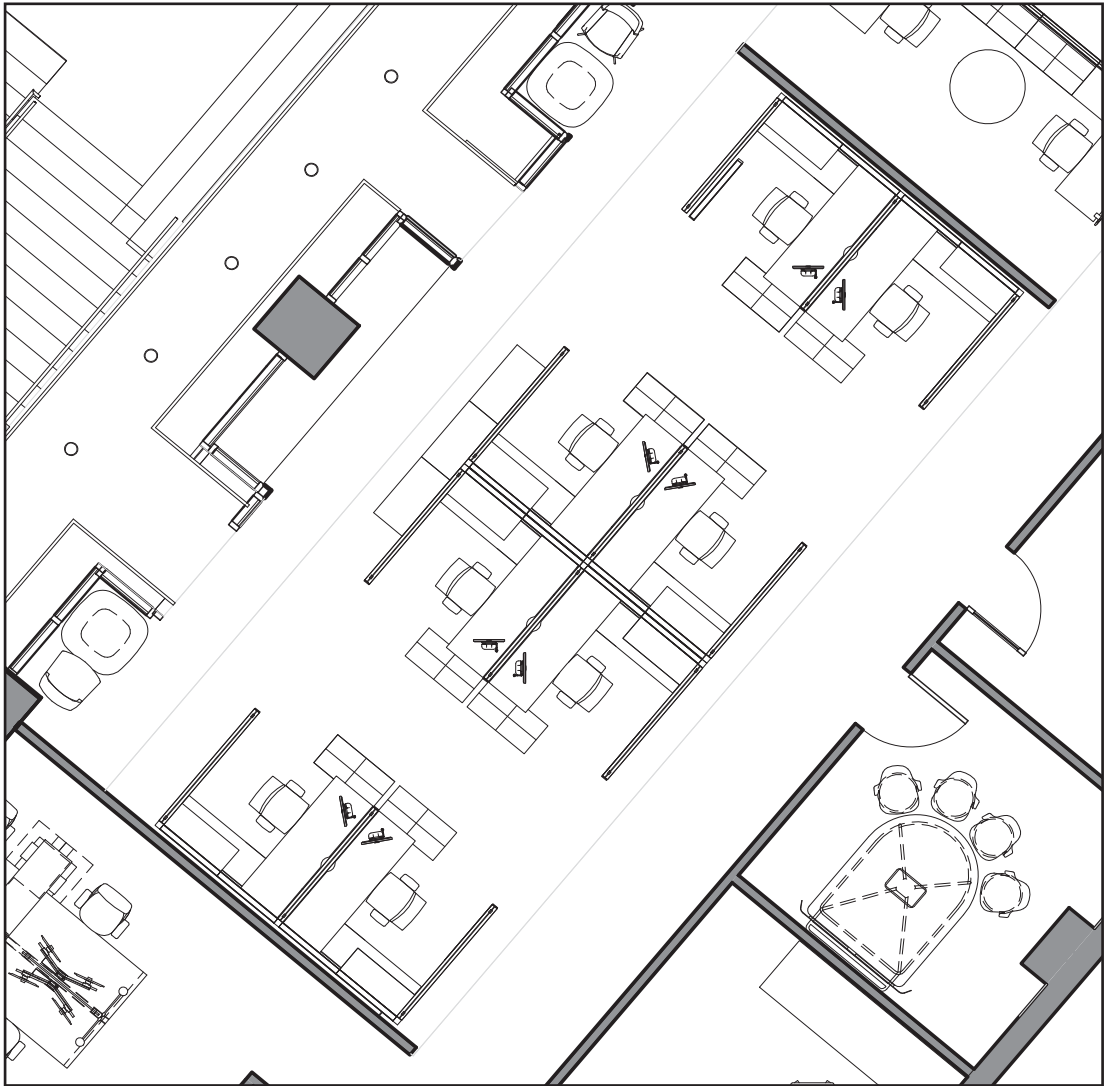
LANDING



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



6 OPEN WORKSPACE CONFIGURATIONS

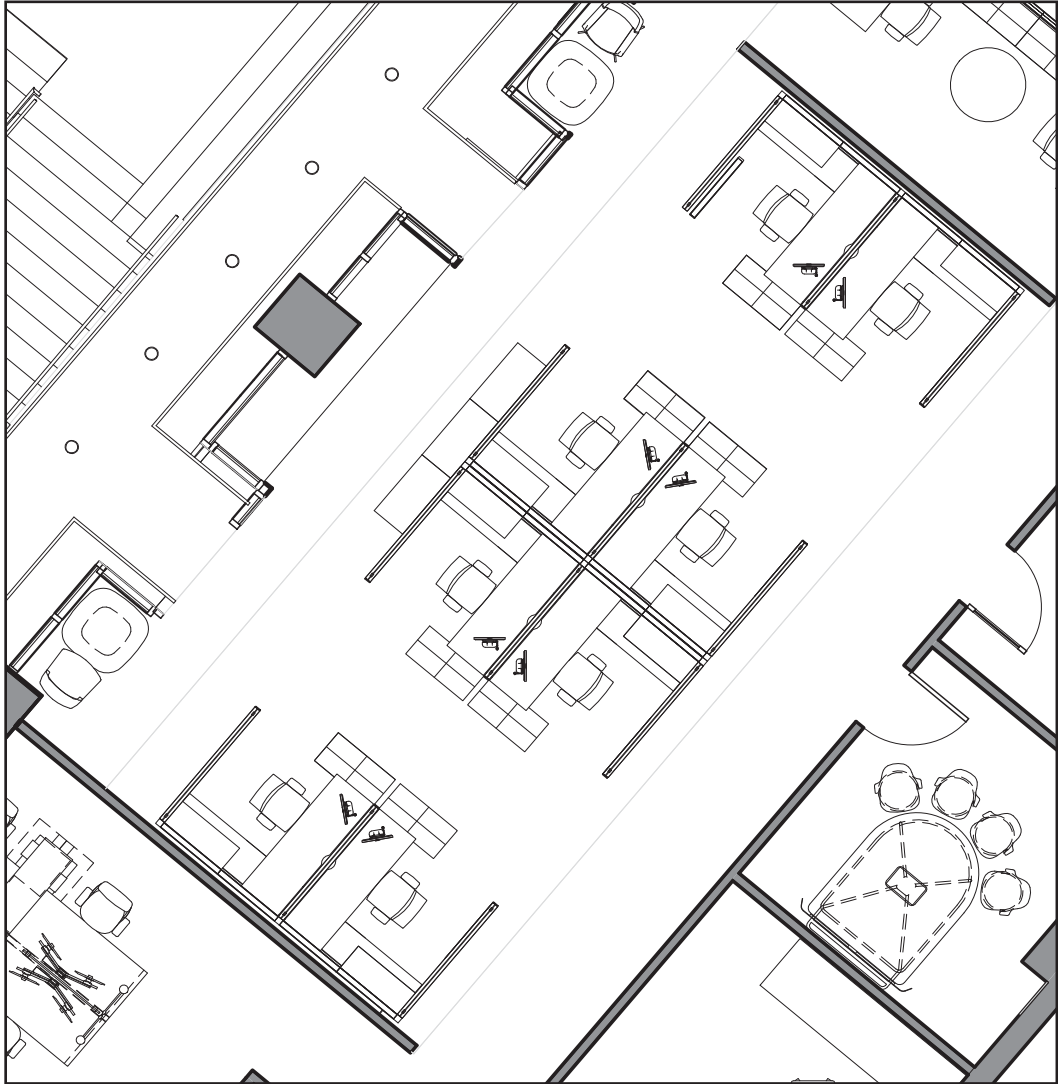


OPEN WORKSPACE

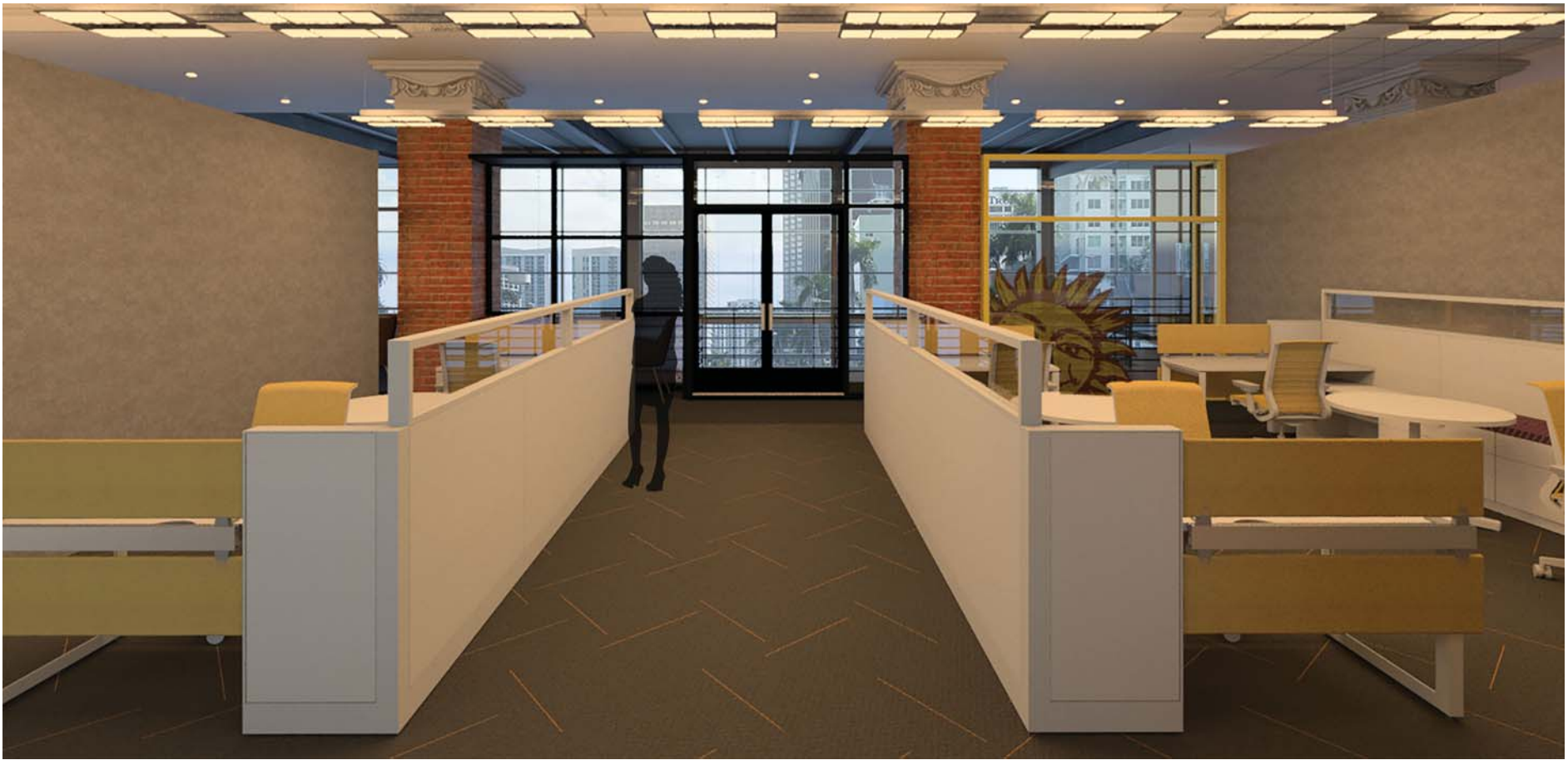
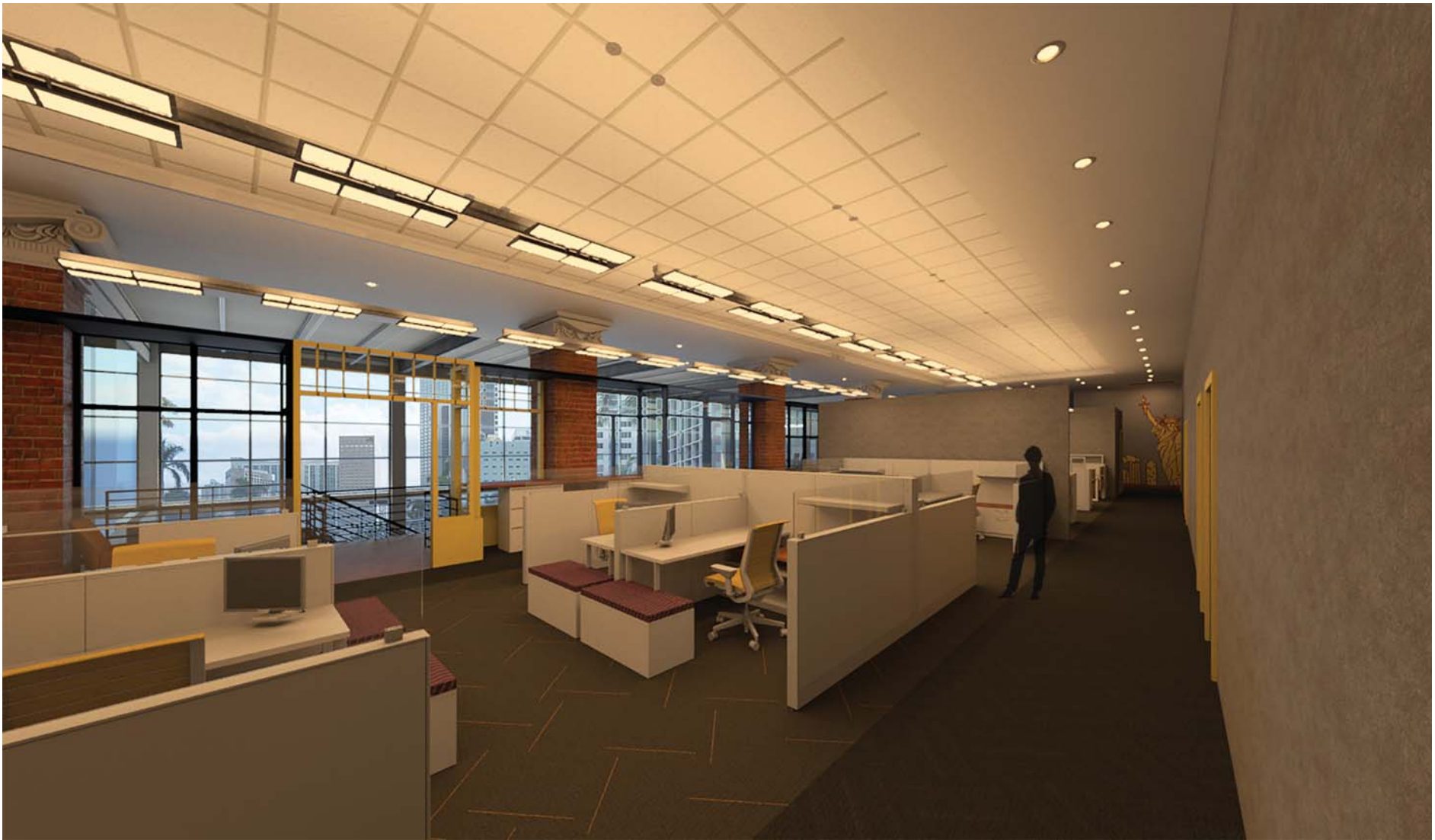


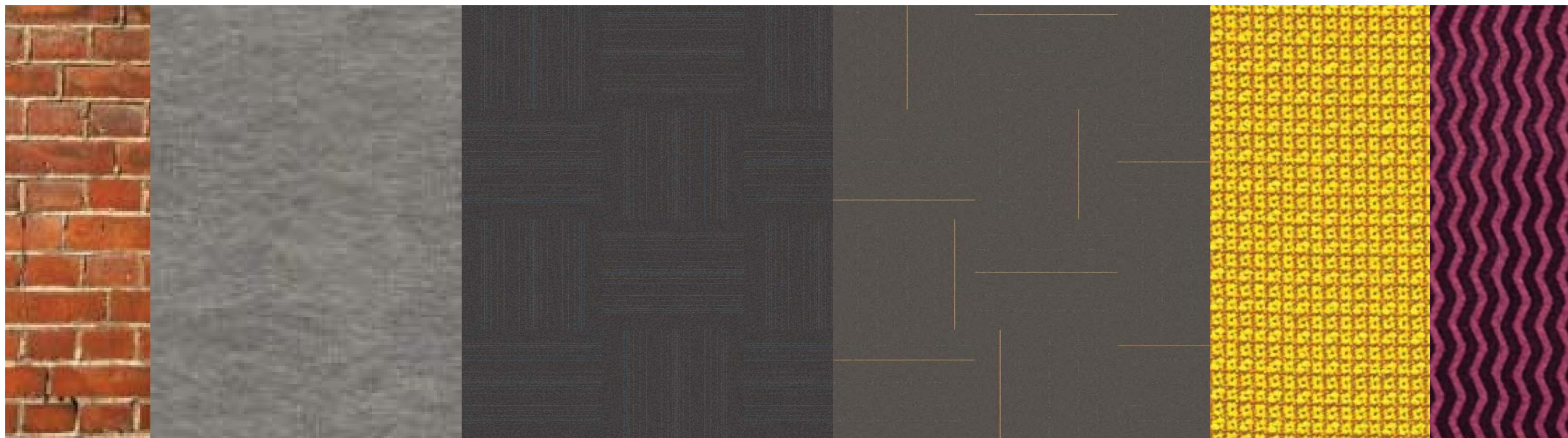
Departments separated by partitions and connected by circulation pattern;
Open feeling while maintaining sense of distance from public area;
Manager office doors straight shot from department storefront





OPEN WORKSPACE





OPEN WORKSPACE



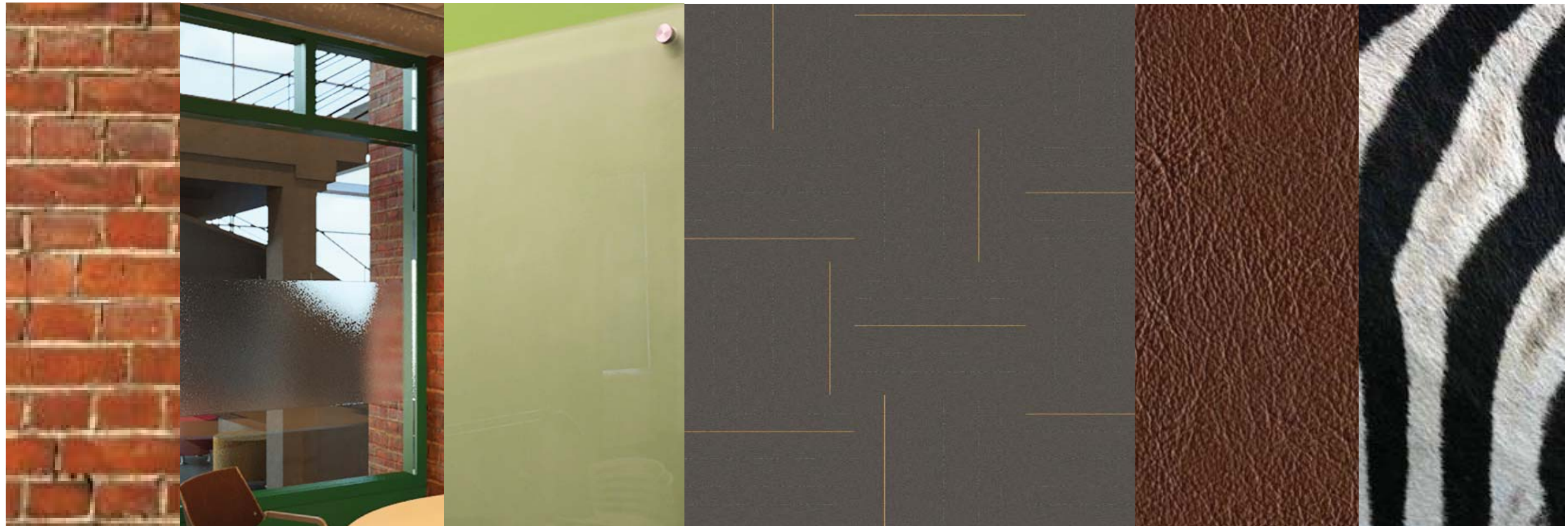
7

COLLABORATION AREAS & HUDDLE ROOMS



HUDDLE ROOM

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

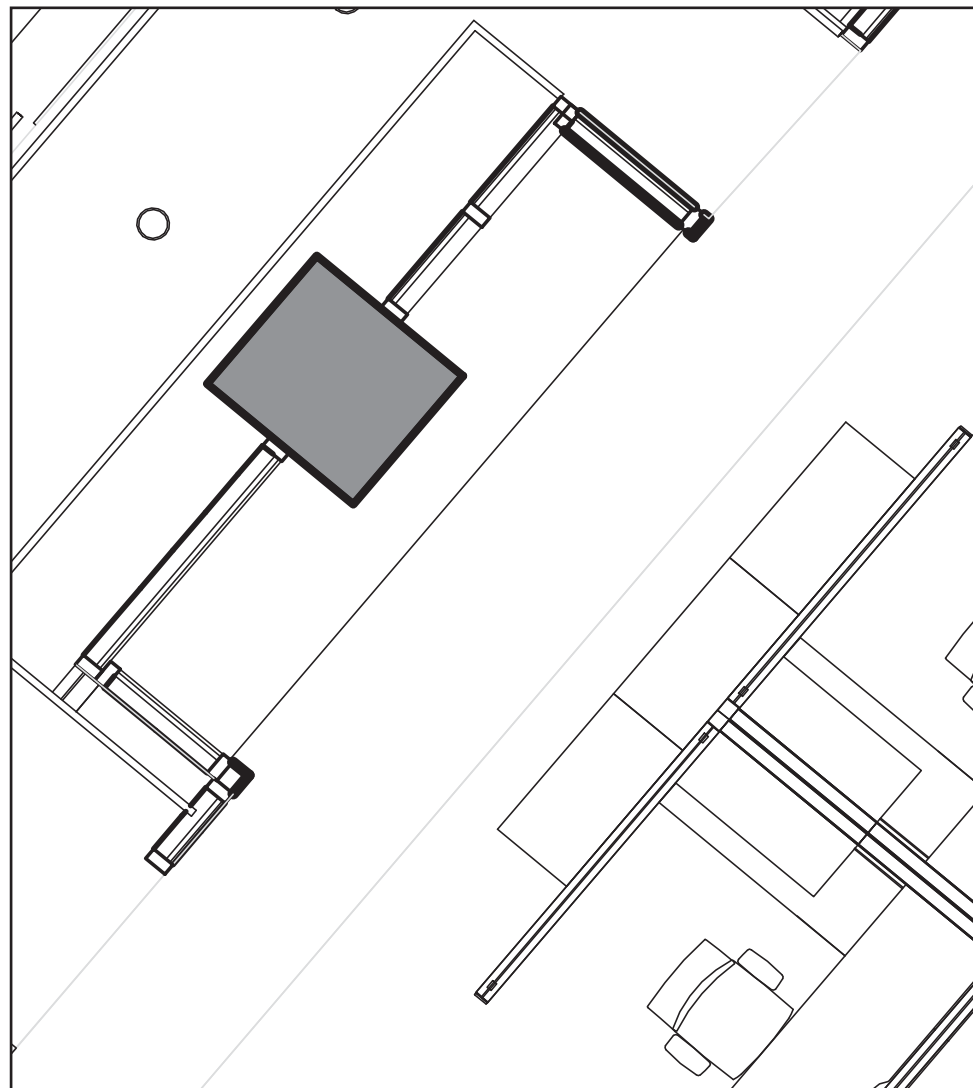


HUDDLE ROOM



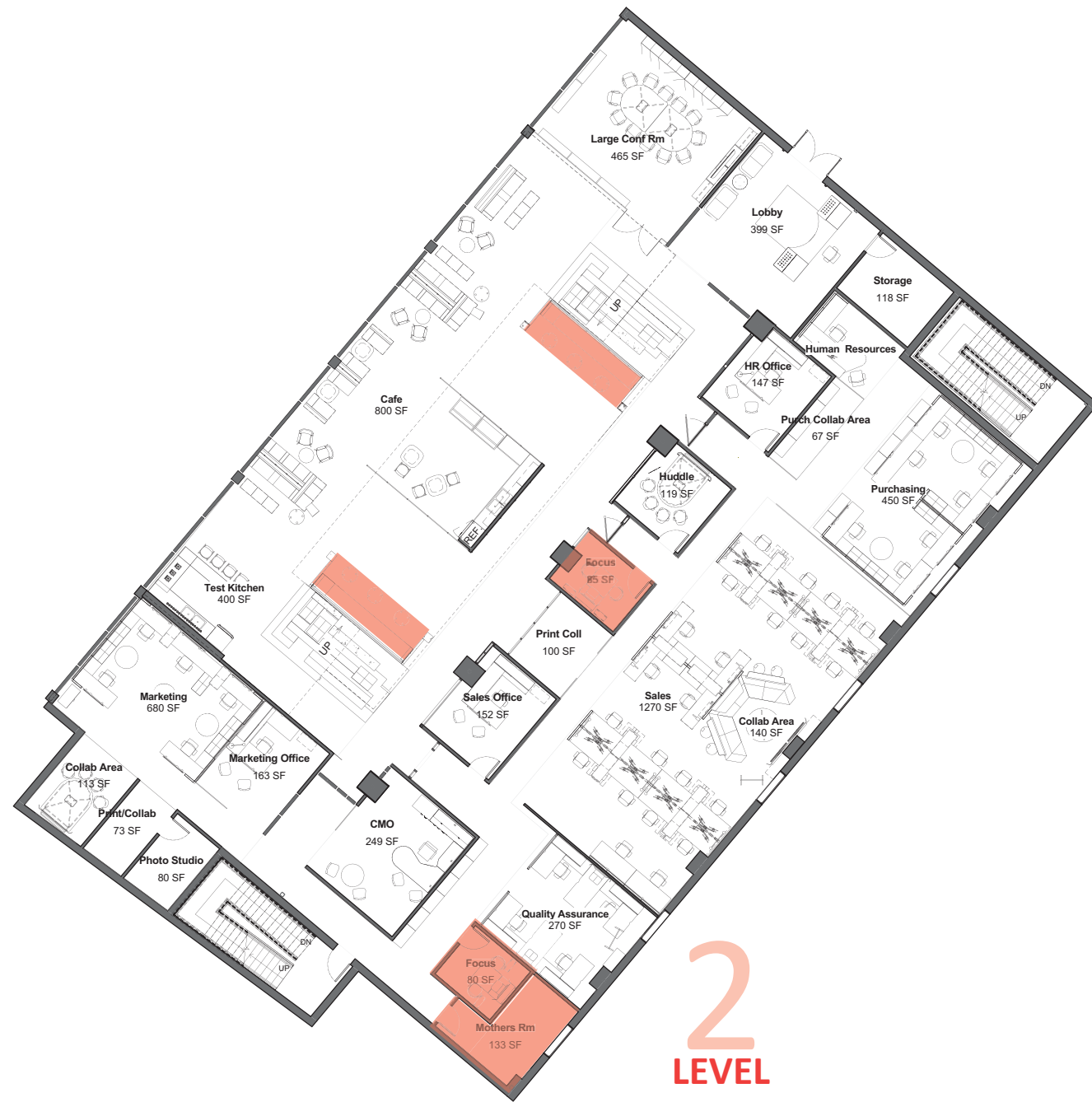
3
LEVEL

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



(small)
COLLAB AREA

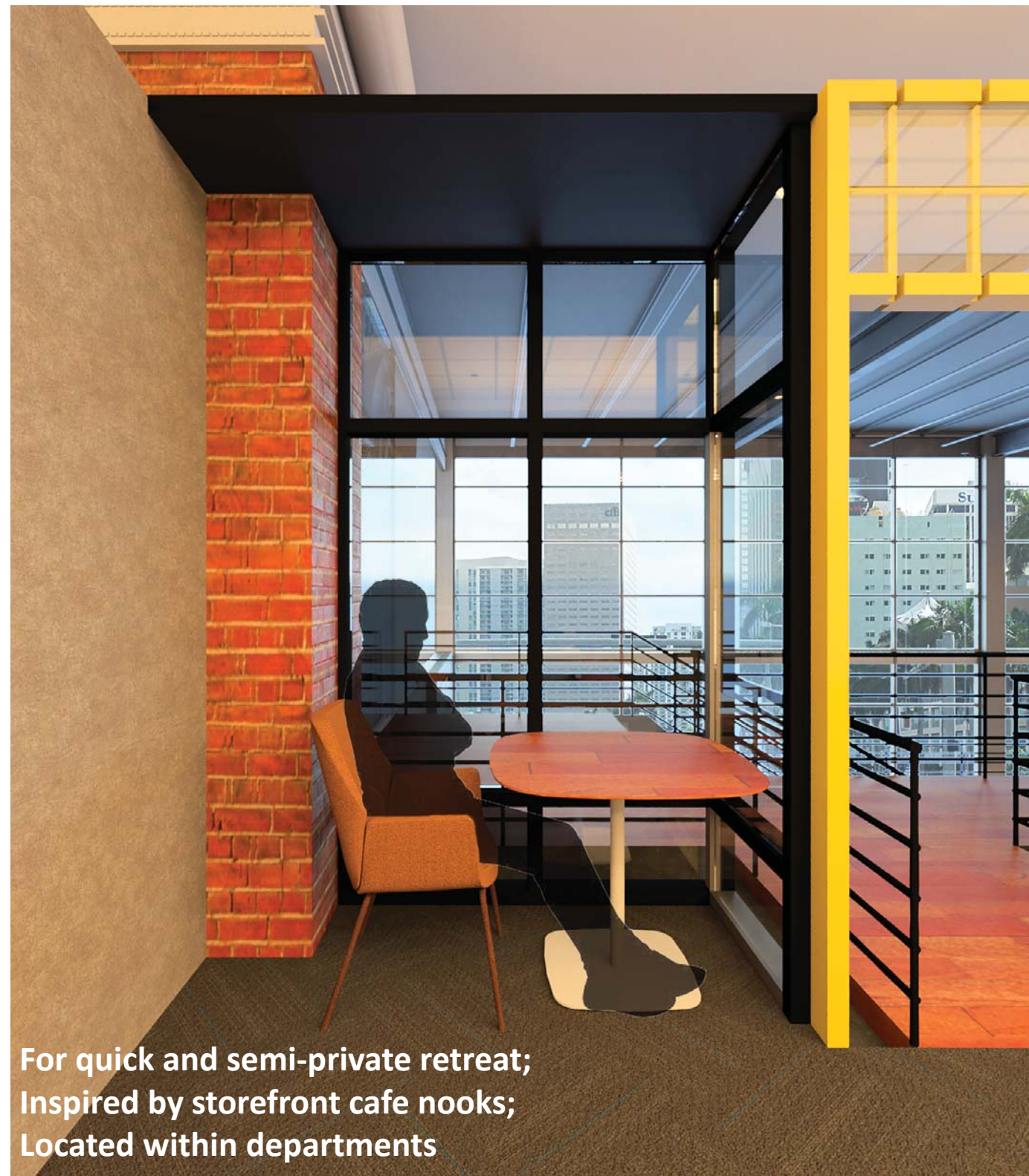
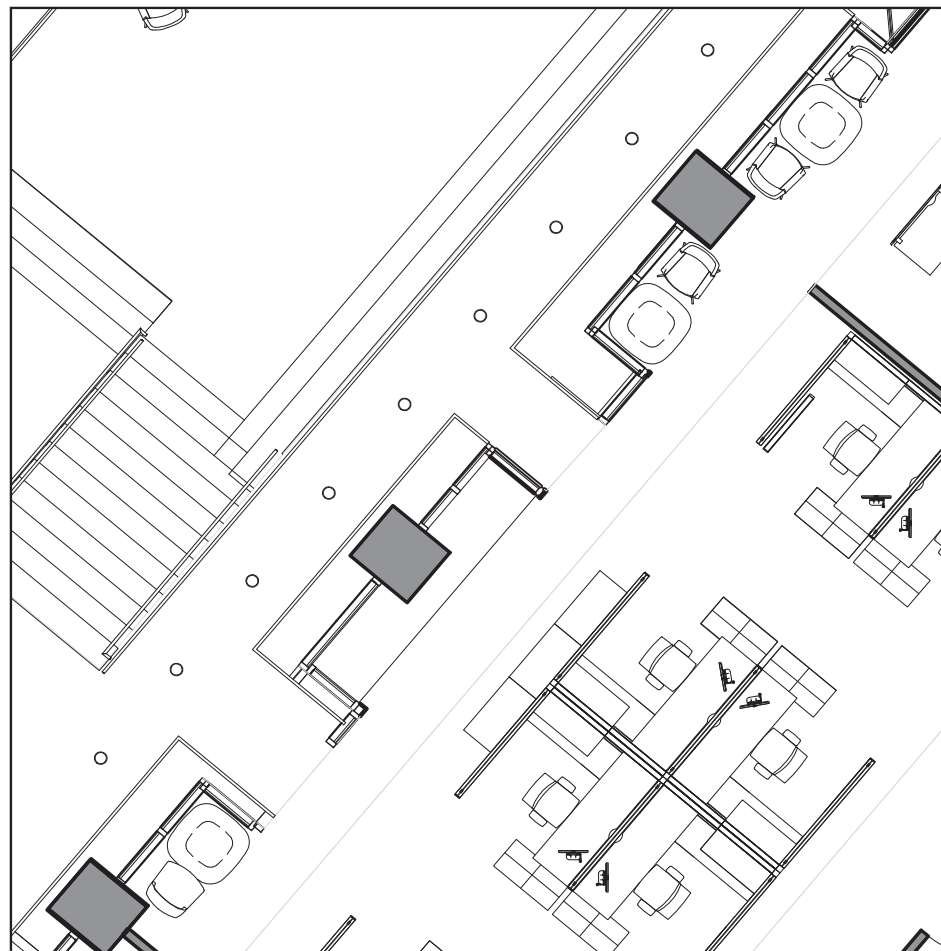




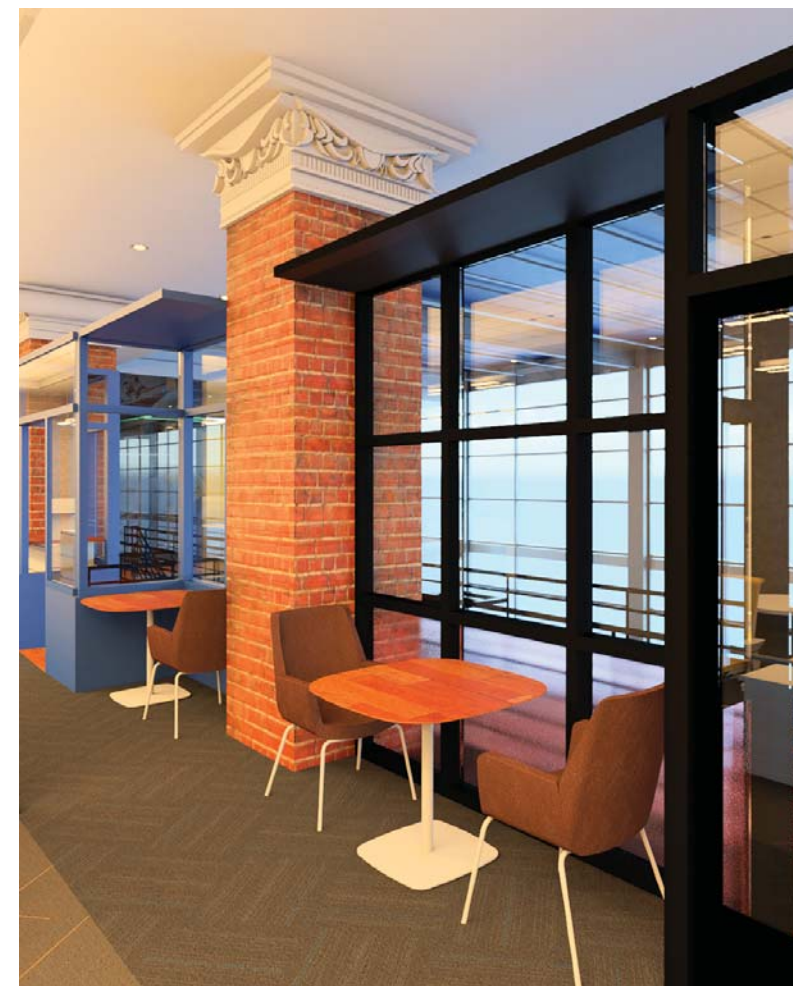
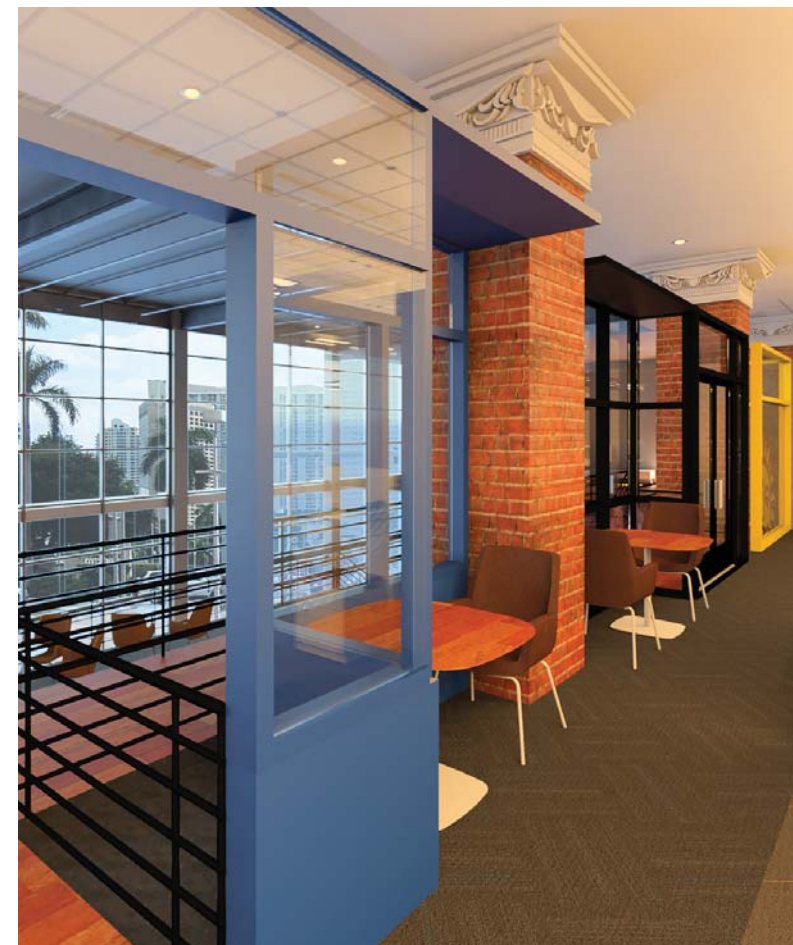
7 AREAS FOR RETREAT WITH DIFFERENT LEVELS OF PRIVACY

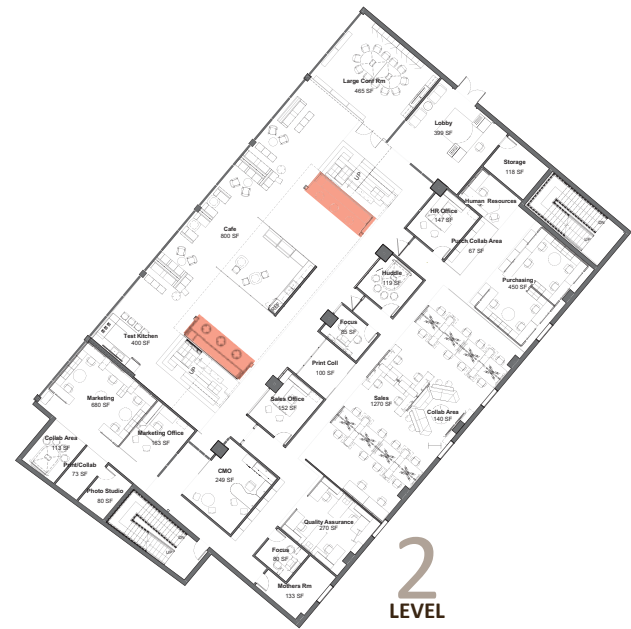


NOOKS WITH A VIEW



For quick and semi-private retreat;
Inspired by storefront cafe nooks;
Located within departments

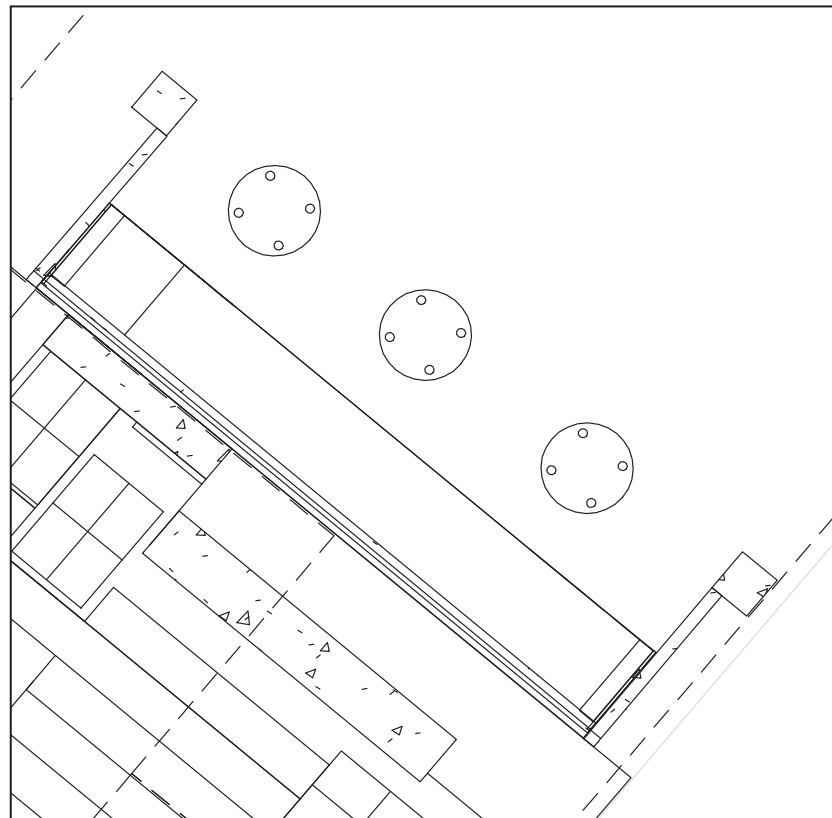
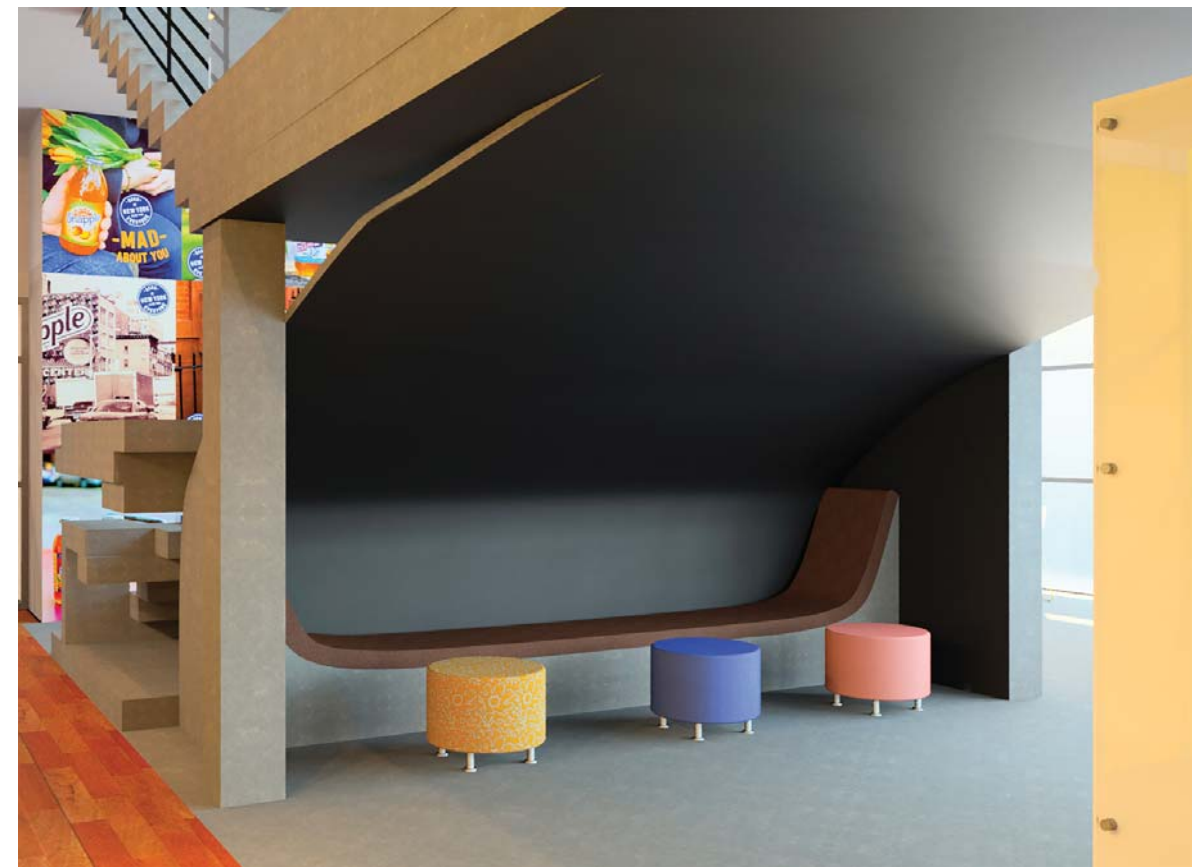




2
LEVEL

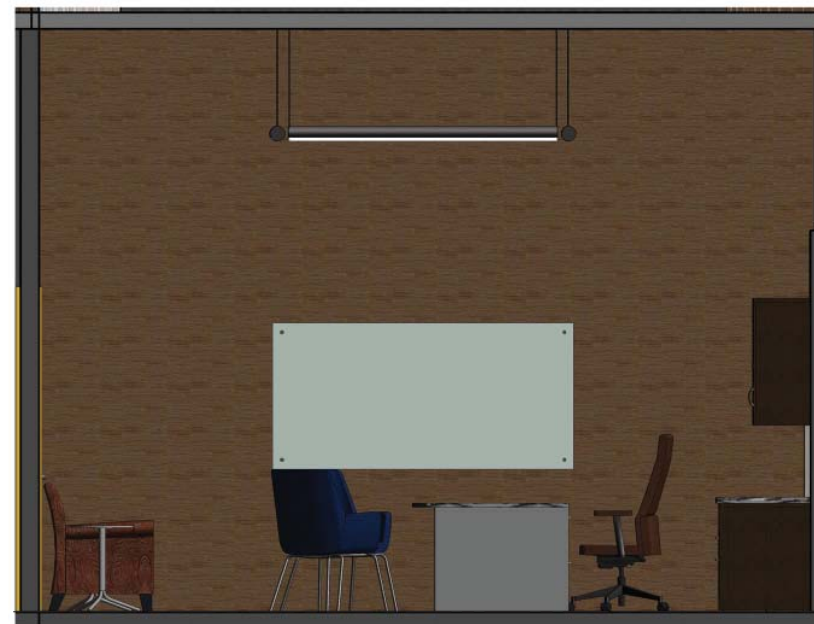
LANDING NOOKS

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



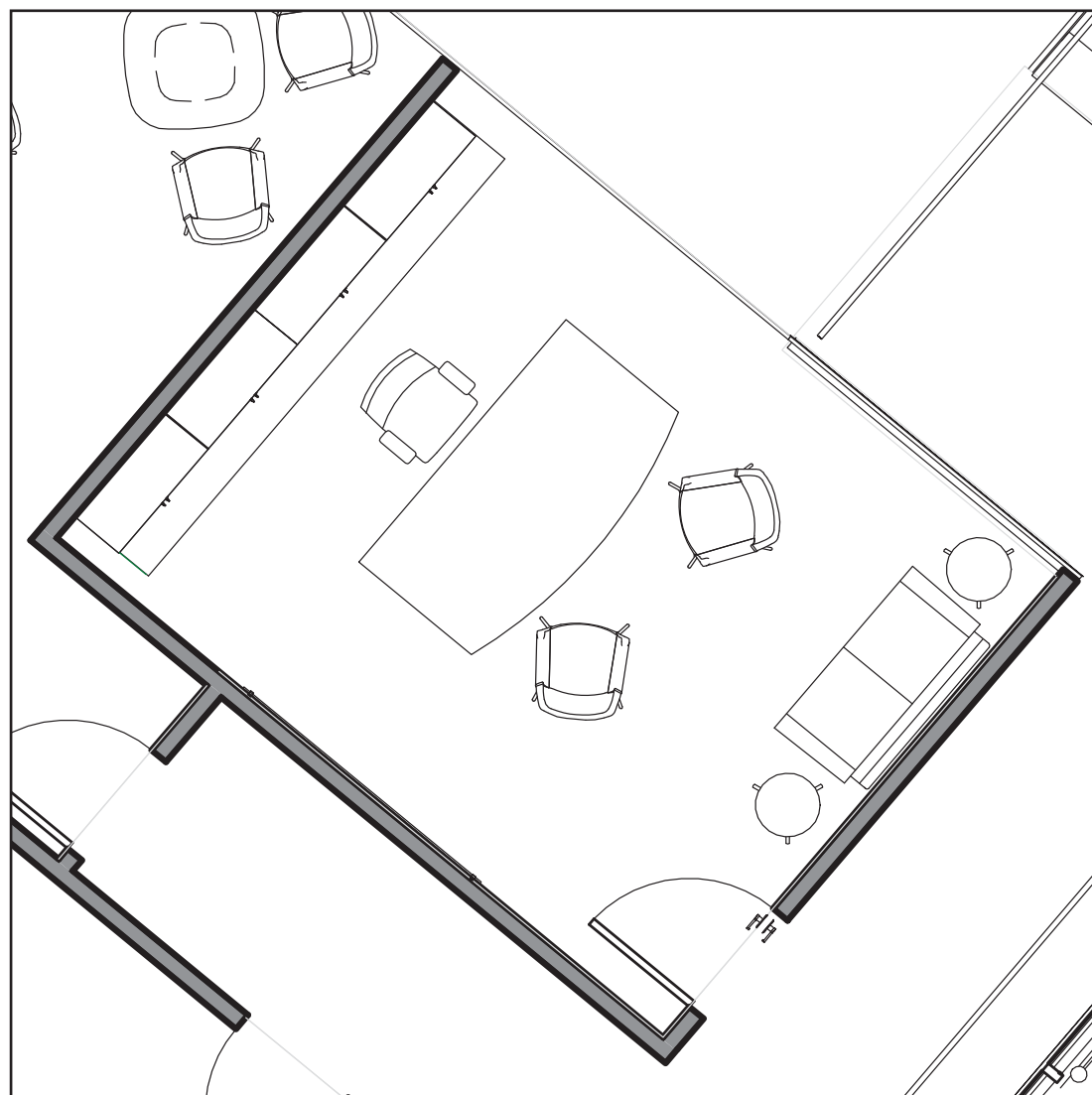
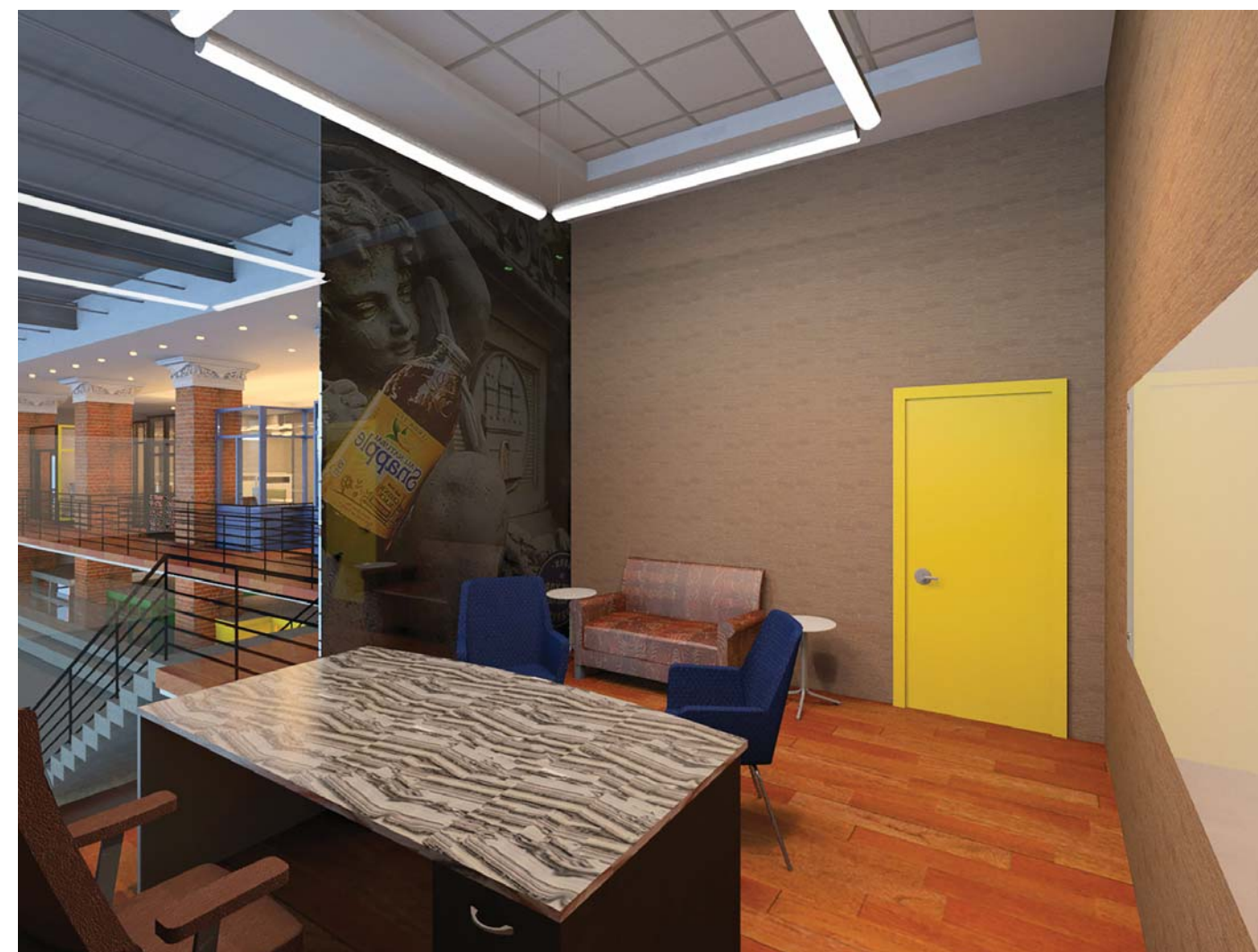
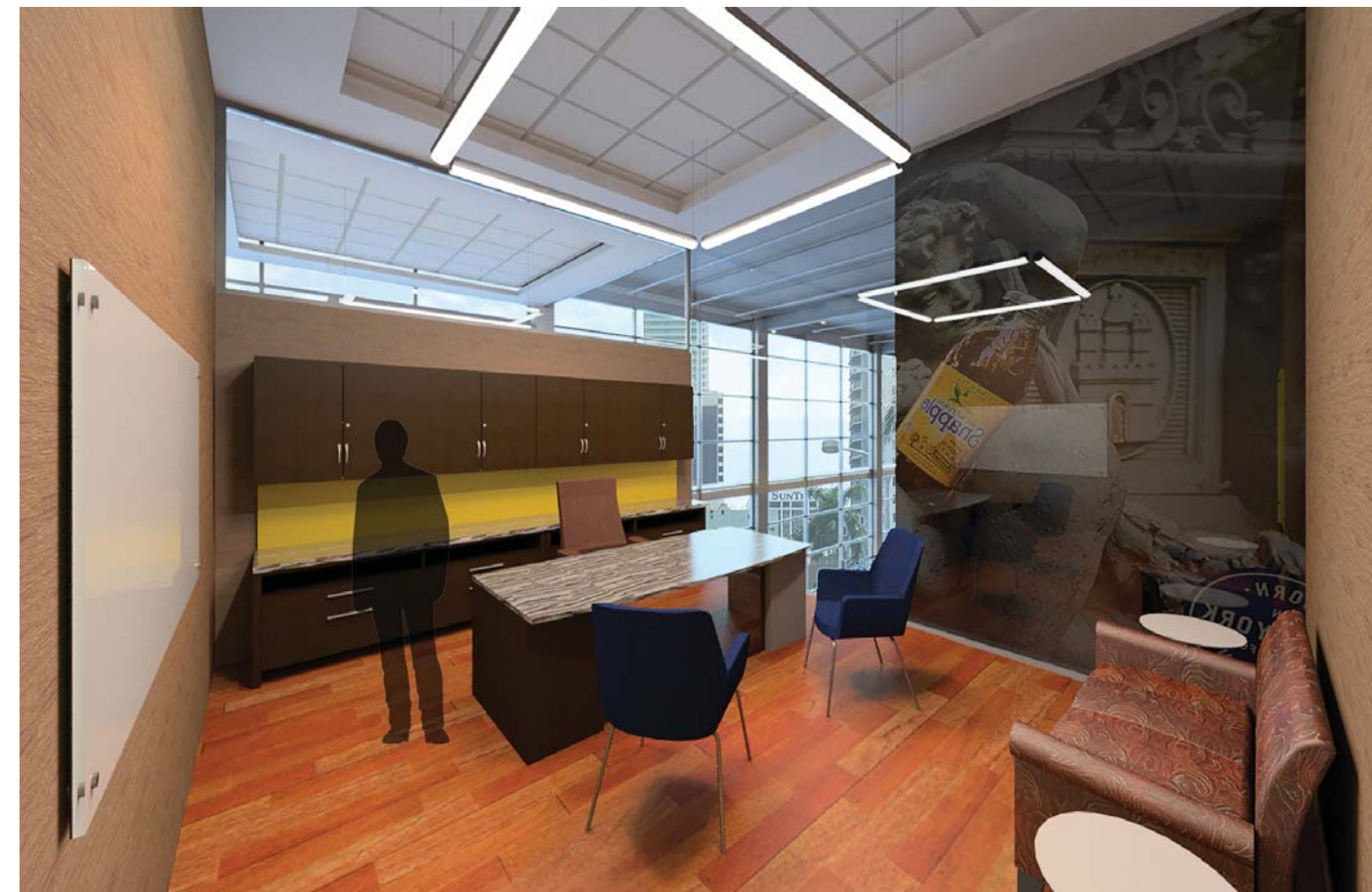


4 EXECUTIVE OFFICES



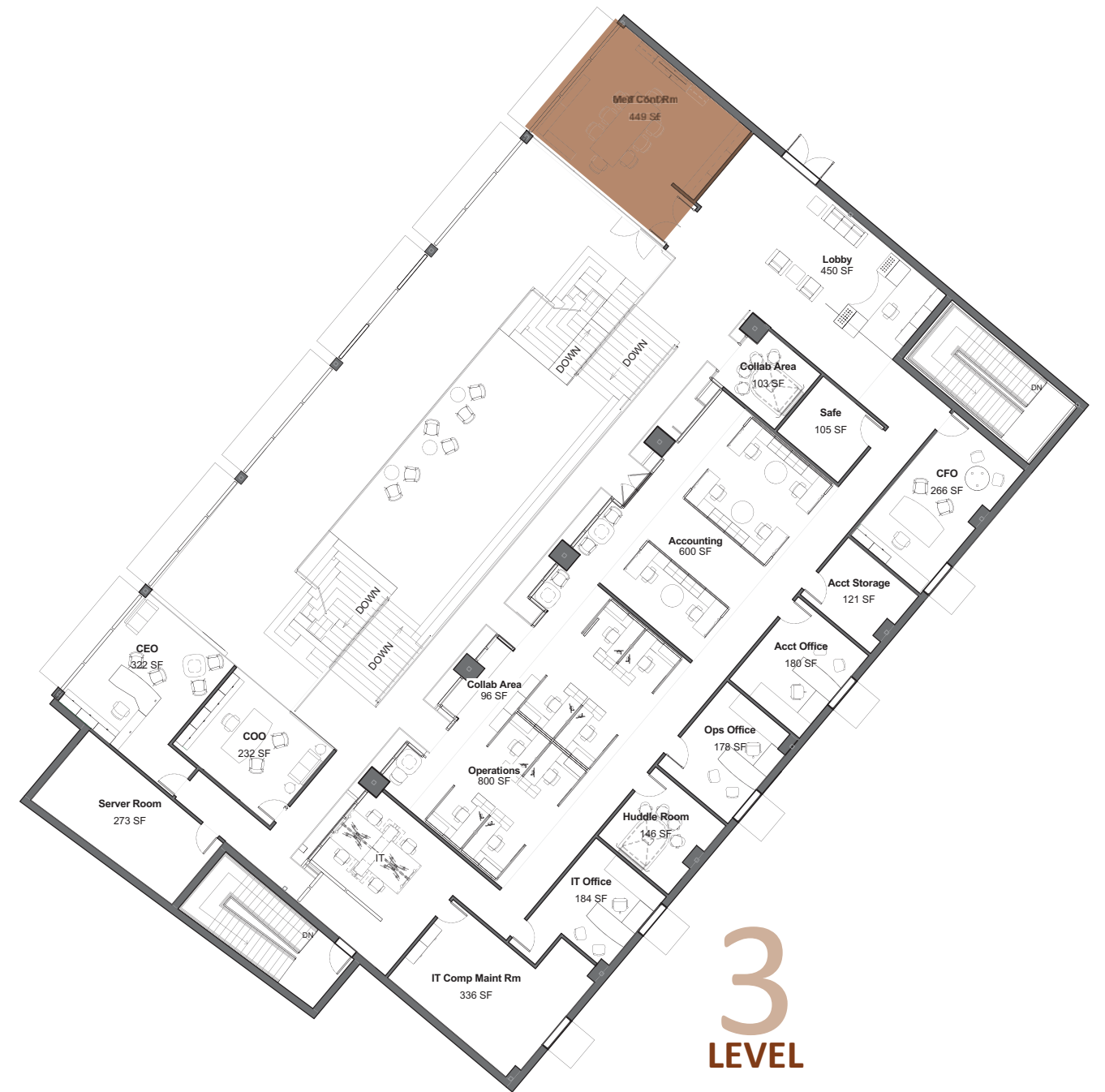
COO OFFICE

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





EXECUTIVE OFFICE

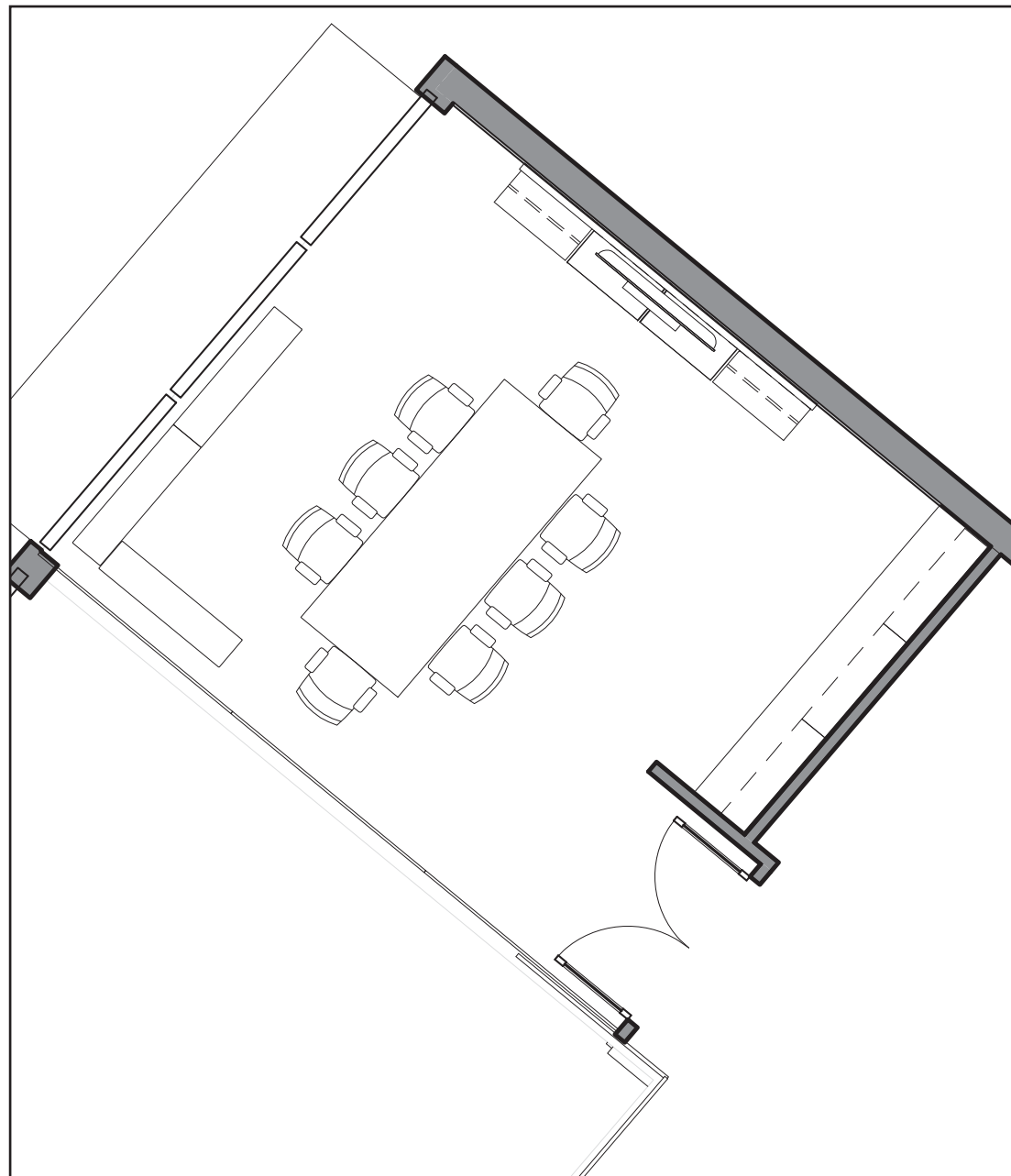


2

CONFERENCE ROOMS



3
LEVEL

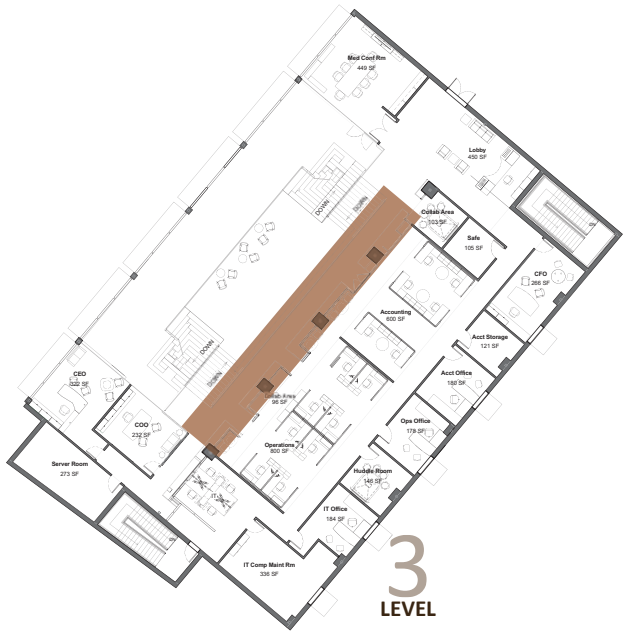


MEDIUM CONFERENCE ROOM

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



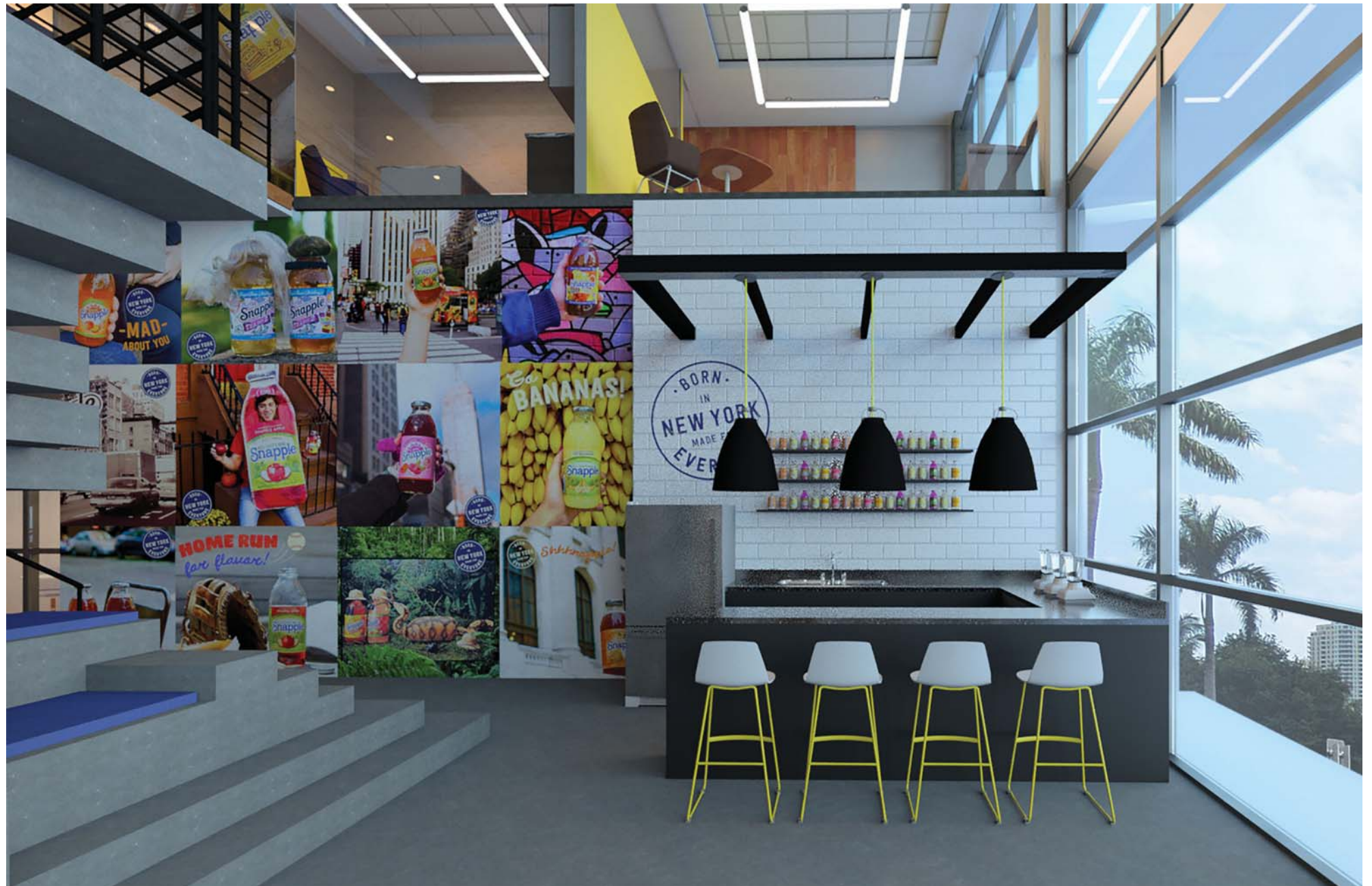
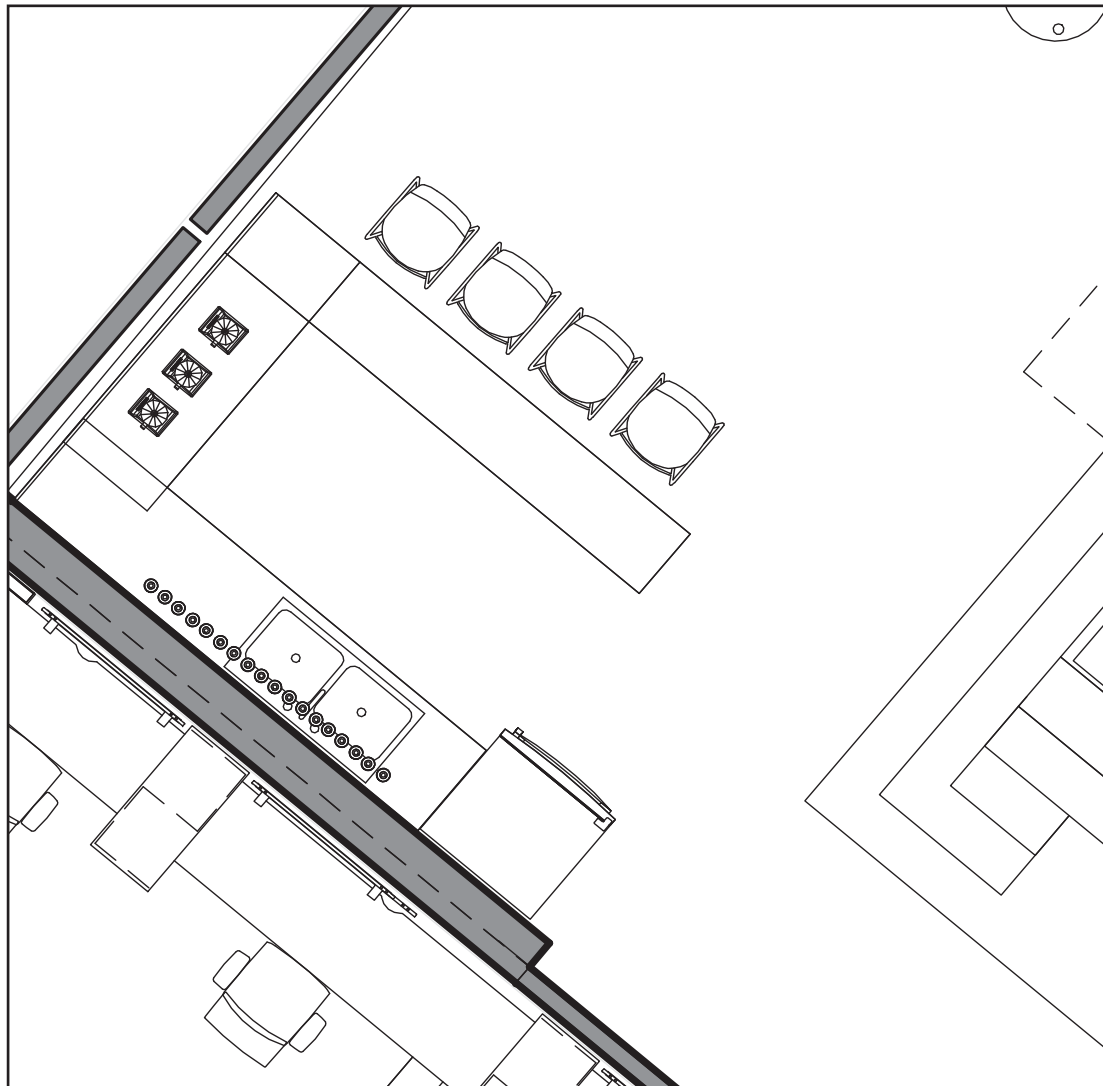
MEDIUM CONFERENCE ROOM



HIGHLINE

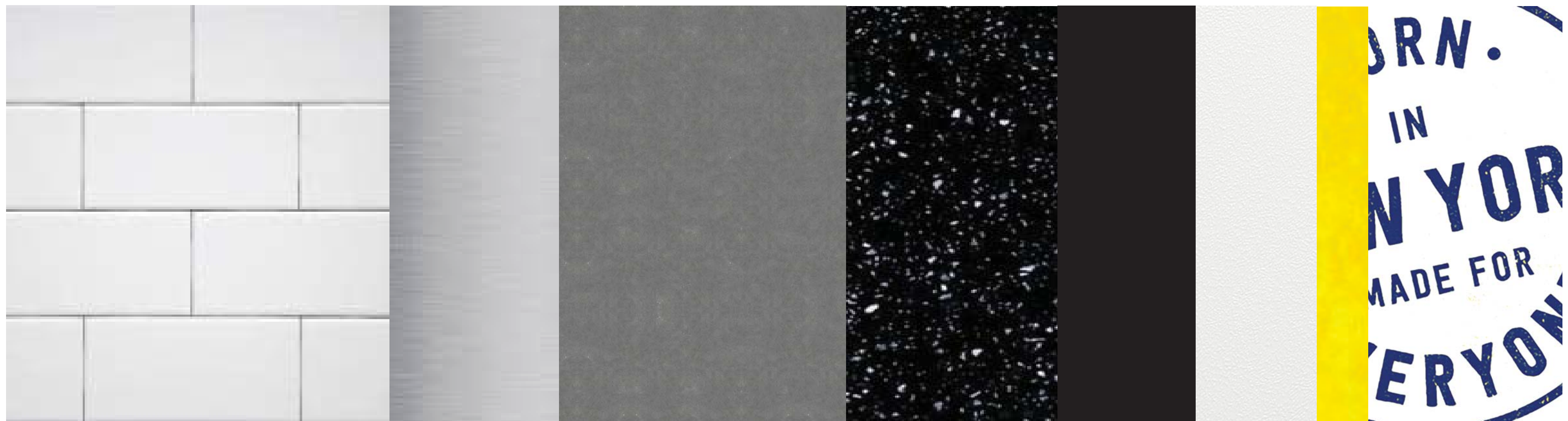
3rd Level “floating” walkway inspired by NYC’s Highline;
Each department has its own storefront personality



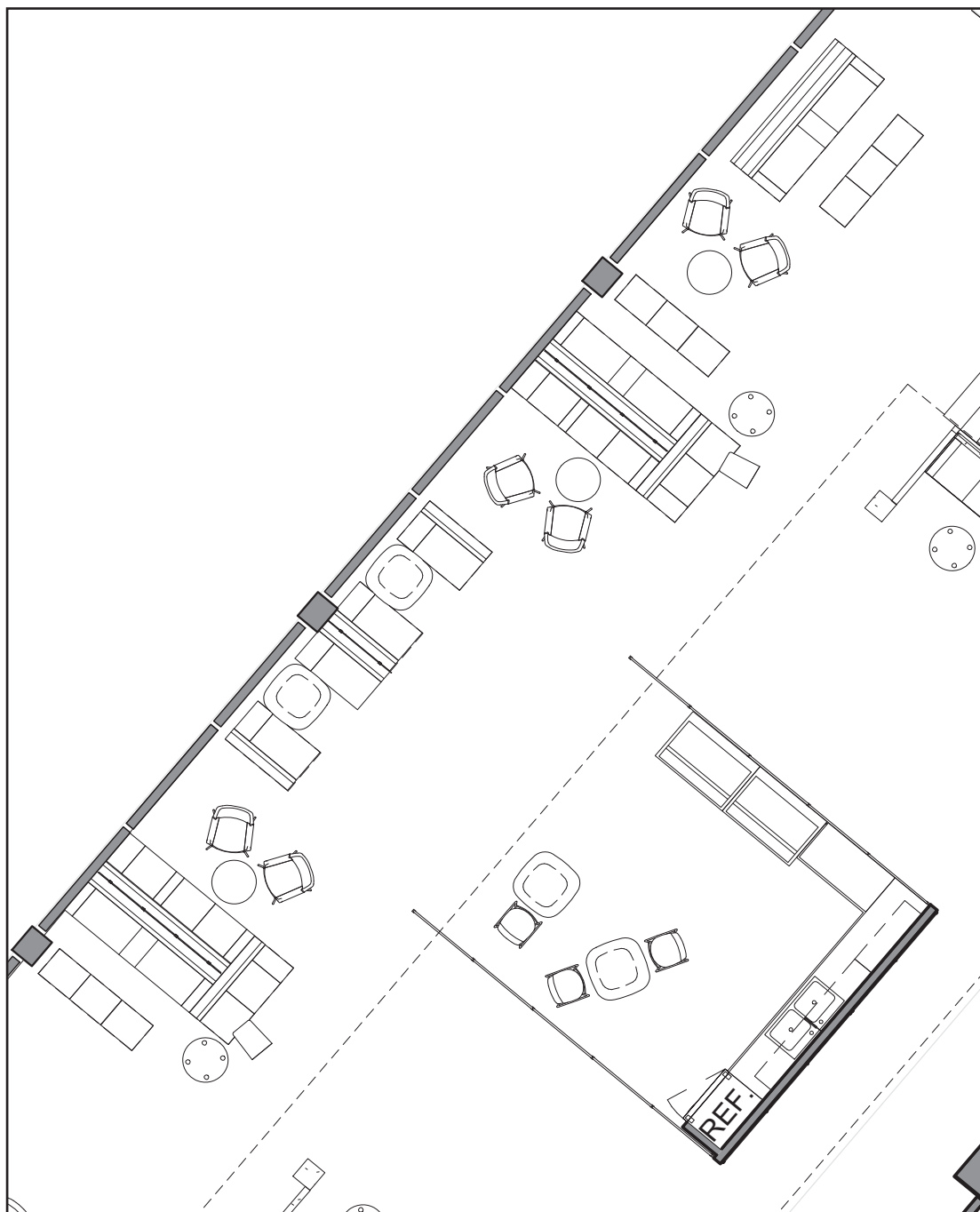


TEST KITCHEN

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

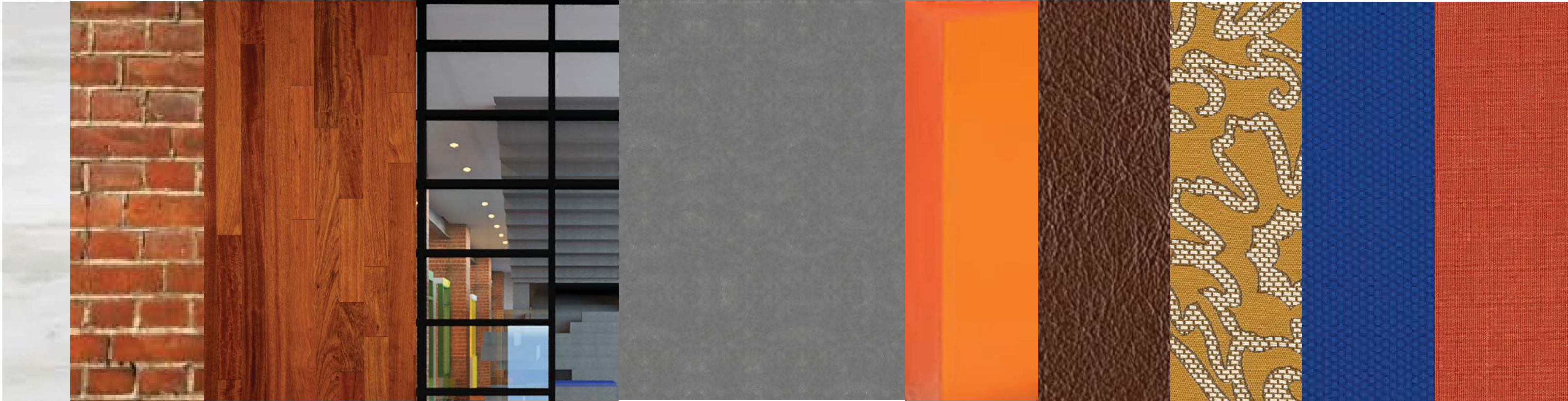


TEST KITCHEN

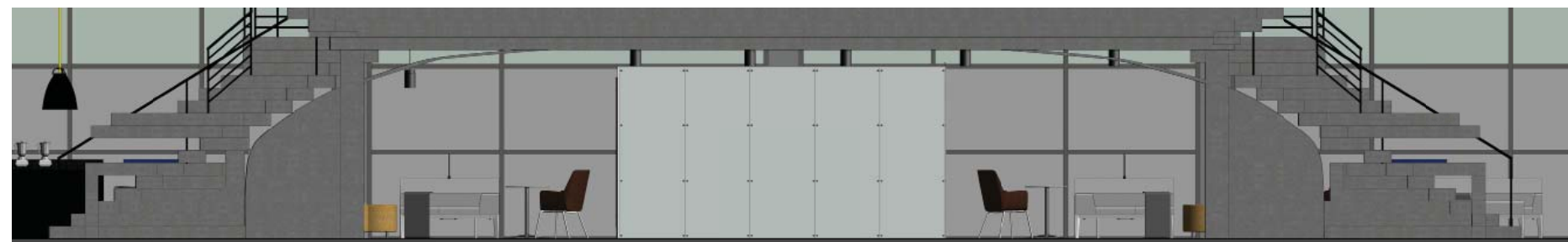


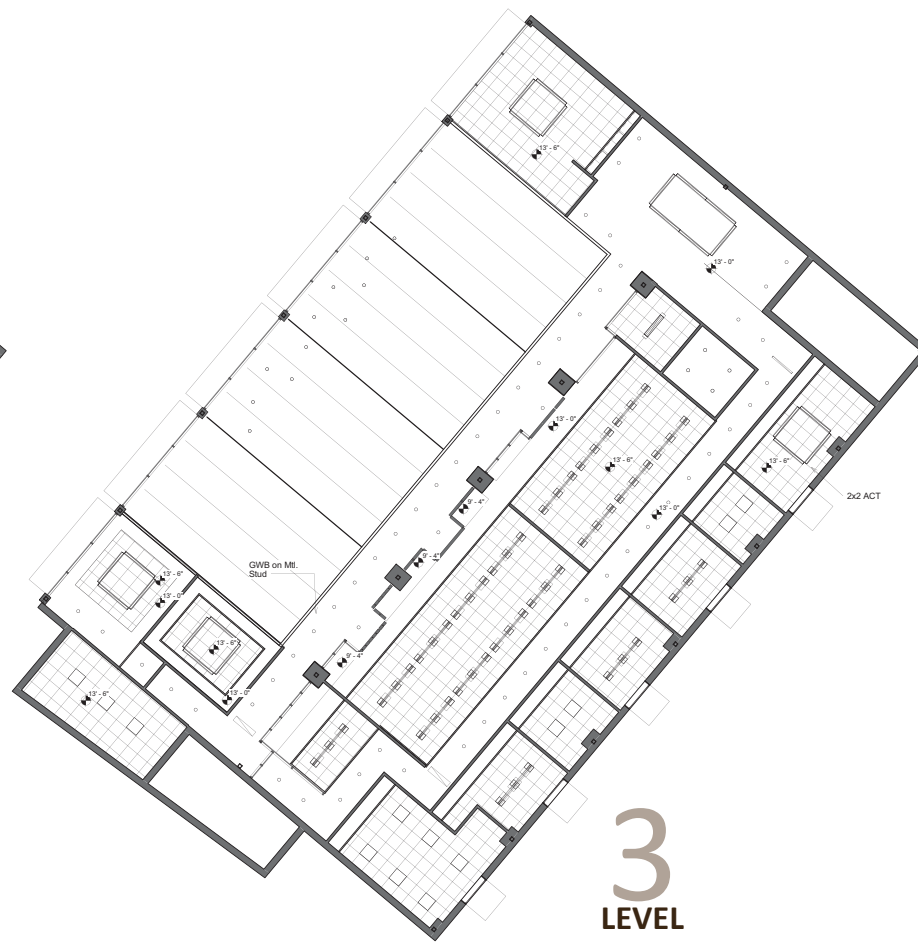
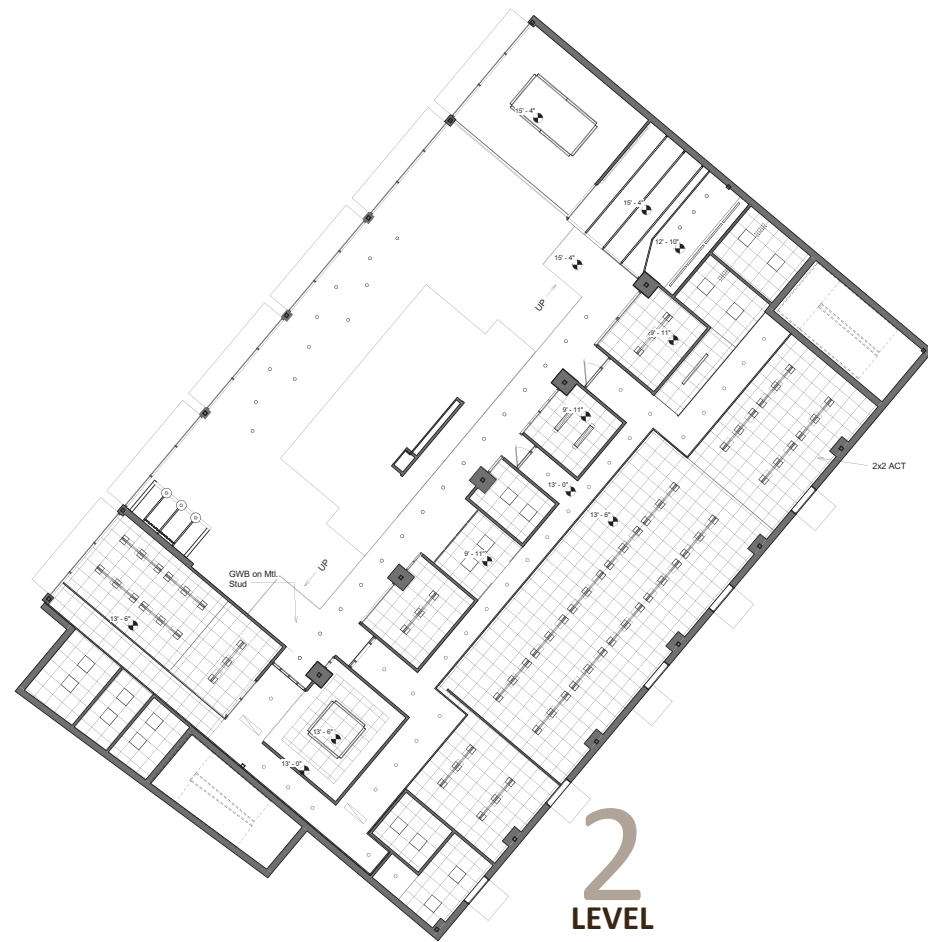
CAFÉ

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





LEGEND

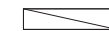


Suspended Direct/Indirect LED Index Wavestream Luminaire



6" LED Recessed Cans

6" Cylinder Pendant Luminaire



Recessed Wall Wash



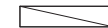
Recessed LED Troffer



Suspended Direct Cirque Luminaire



Suspended Semi-Indirect Luminaire



Open Workspace



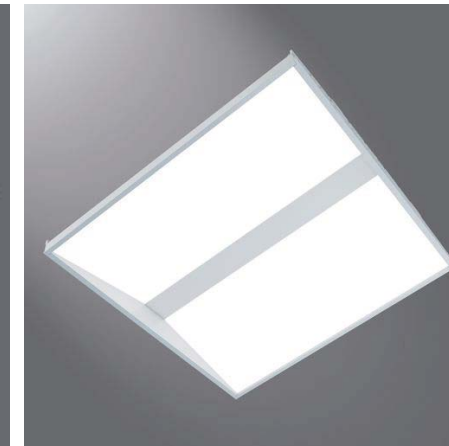
Circulation



Cafe



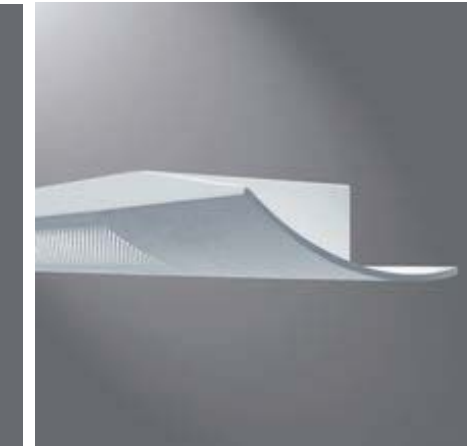
Hallway End



Enclosed Rooms

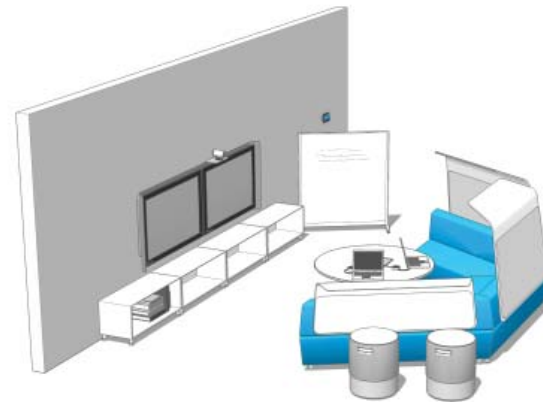


Exec. and Conf. Rooms



Huddle Rooms

LIGHTING FIXTURES



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

TYPICALS

