





**“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**

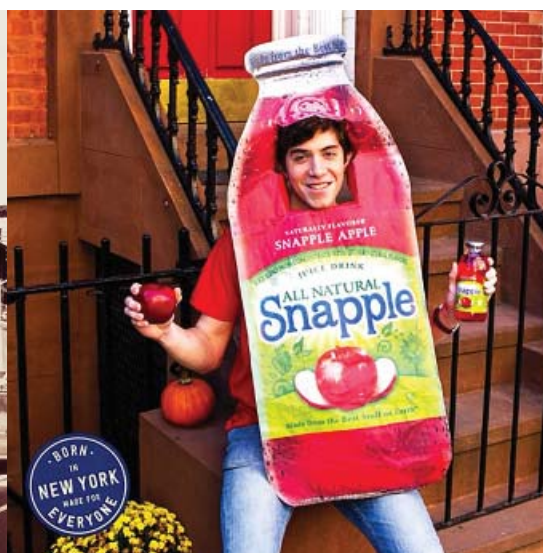




**1972**  
GRASSROOTS COMPANY

**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

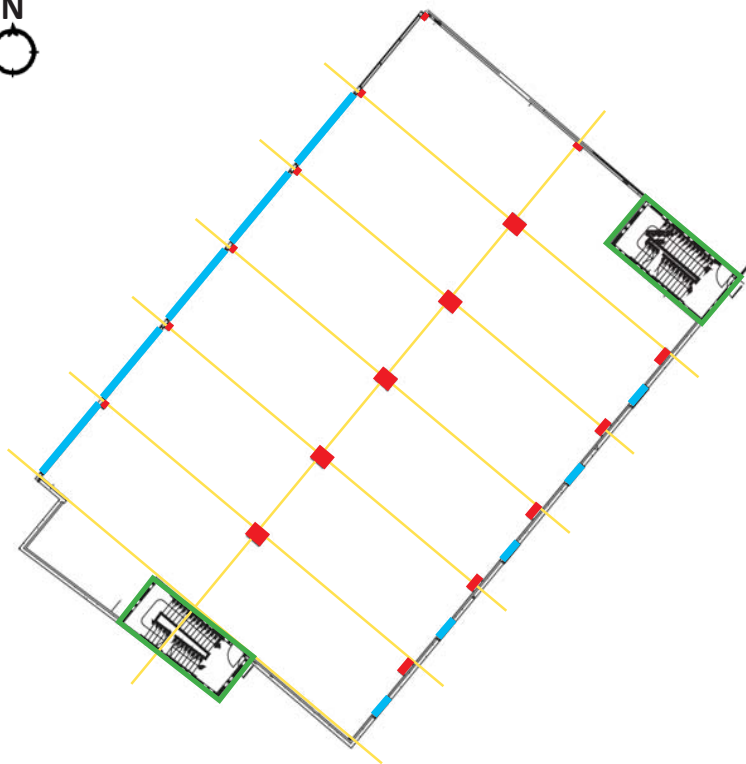






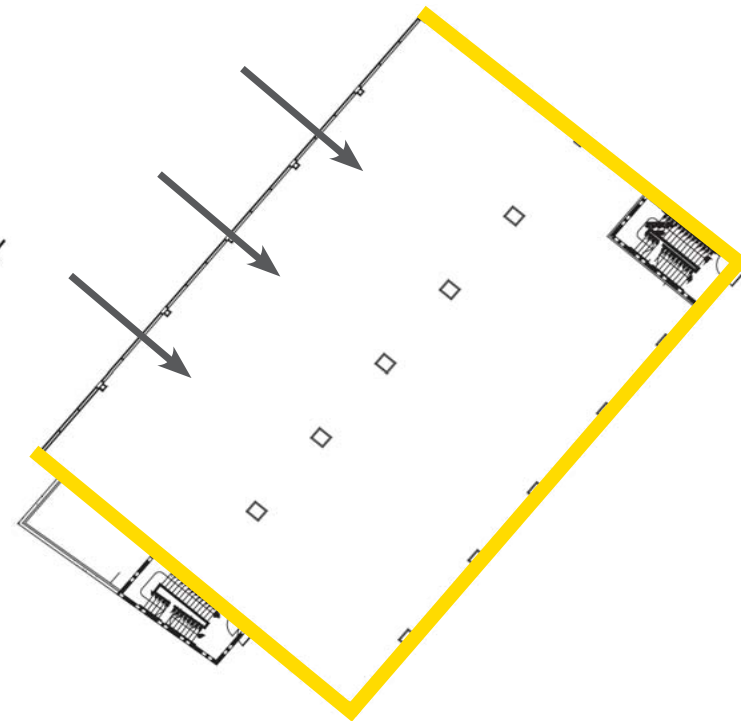
**BUILDING & SITE**



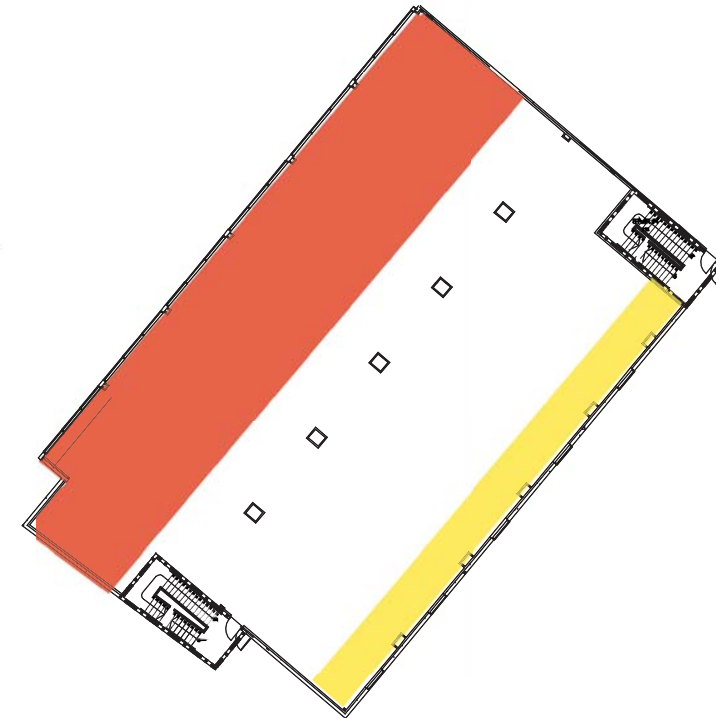


### STRUCTURE

- Grid system
- Openings
- Columns
- Stairwell

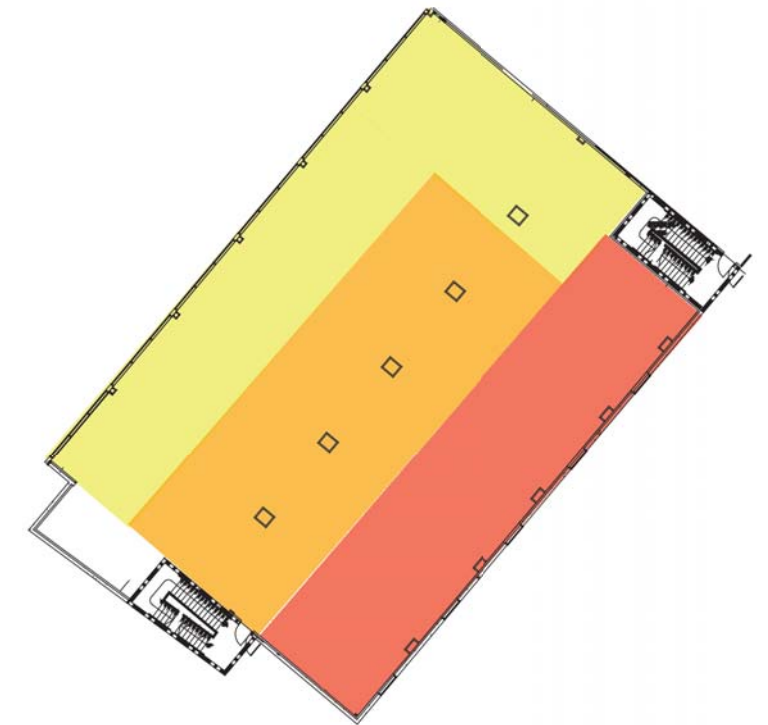


### ENCLOSURE



### 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

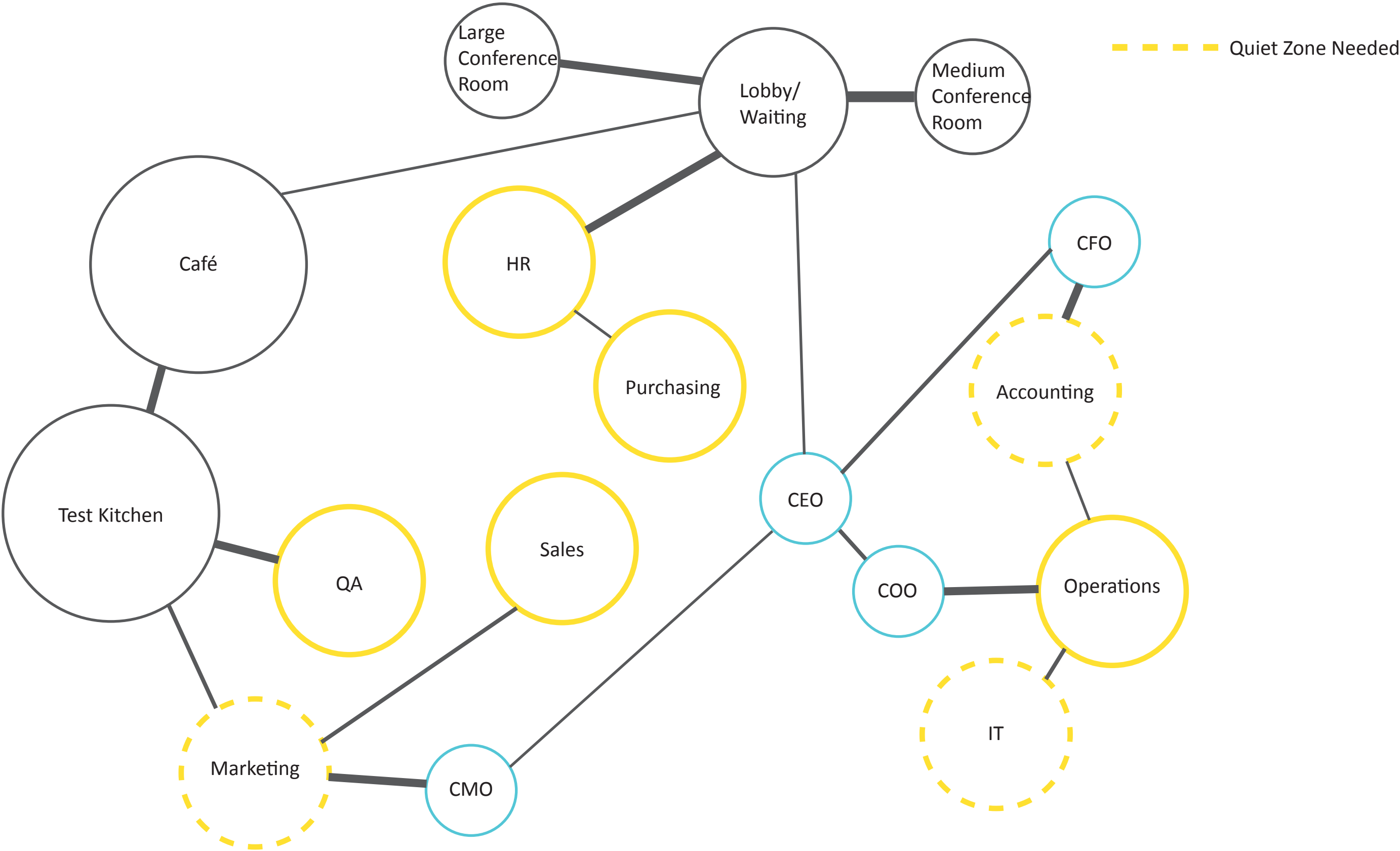
**40%**  
private

\* Excluding private offices

# PROGRAMMATIC COMPOSITION

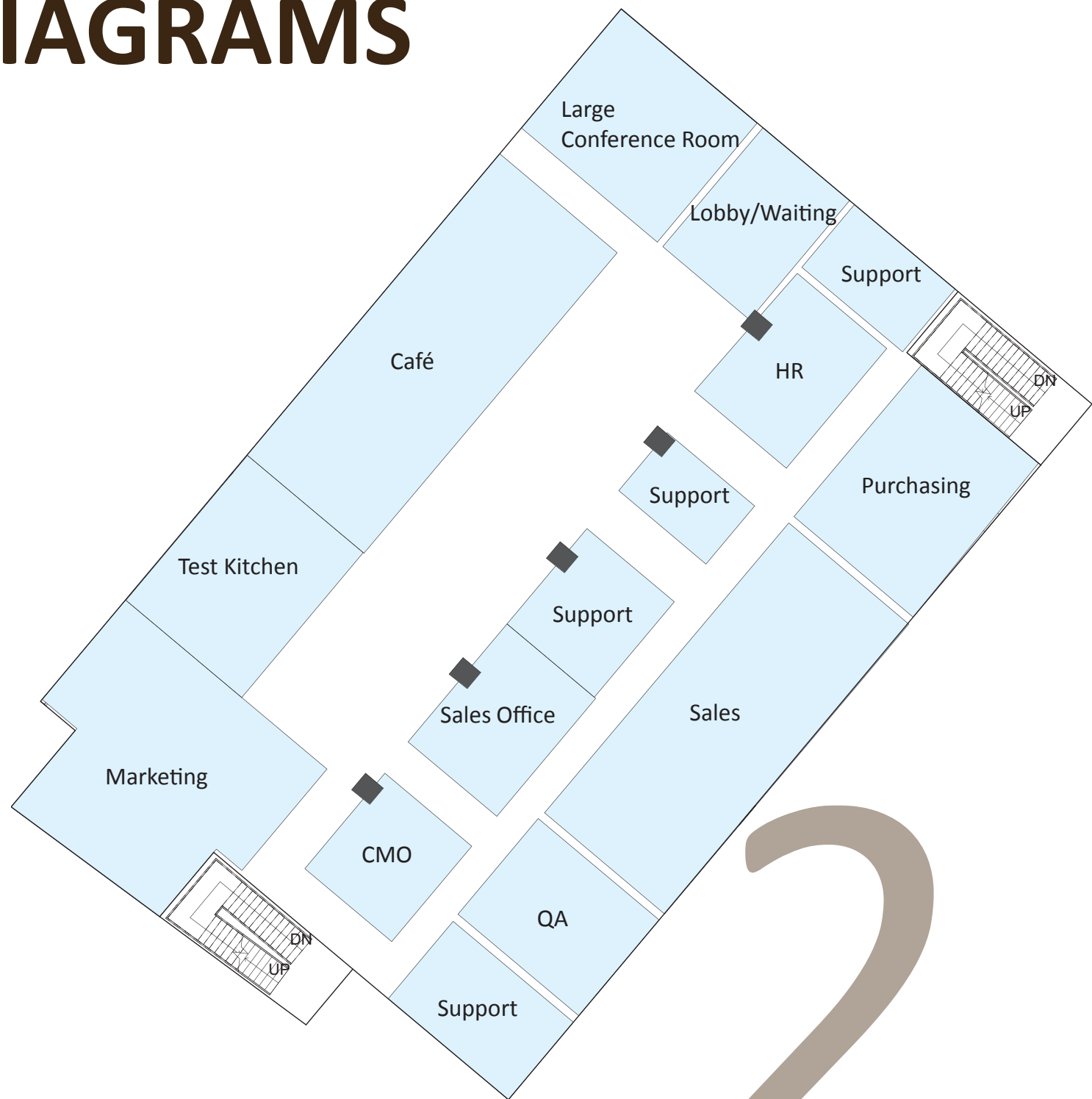


# ADJACENCY DIAGRAM





# BLOCK DIAGRAMS



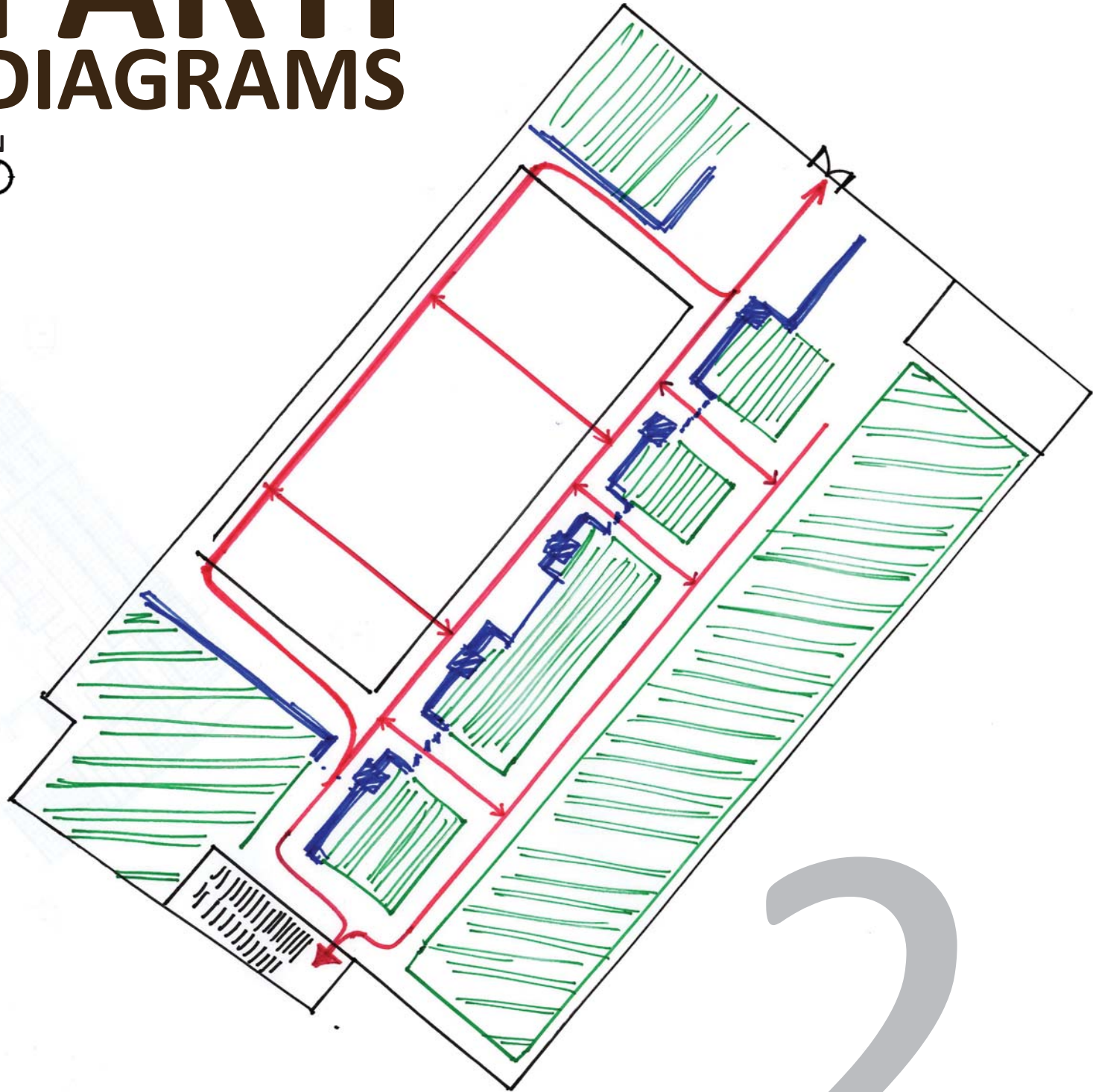
2  
LEVEL



3  
LEVEL

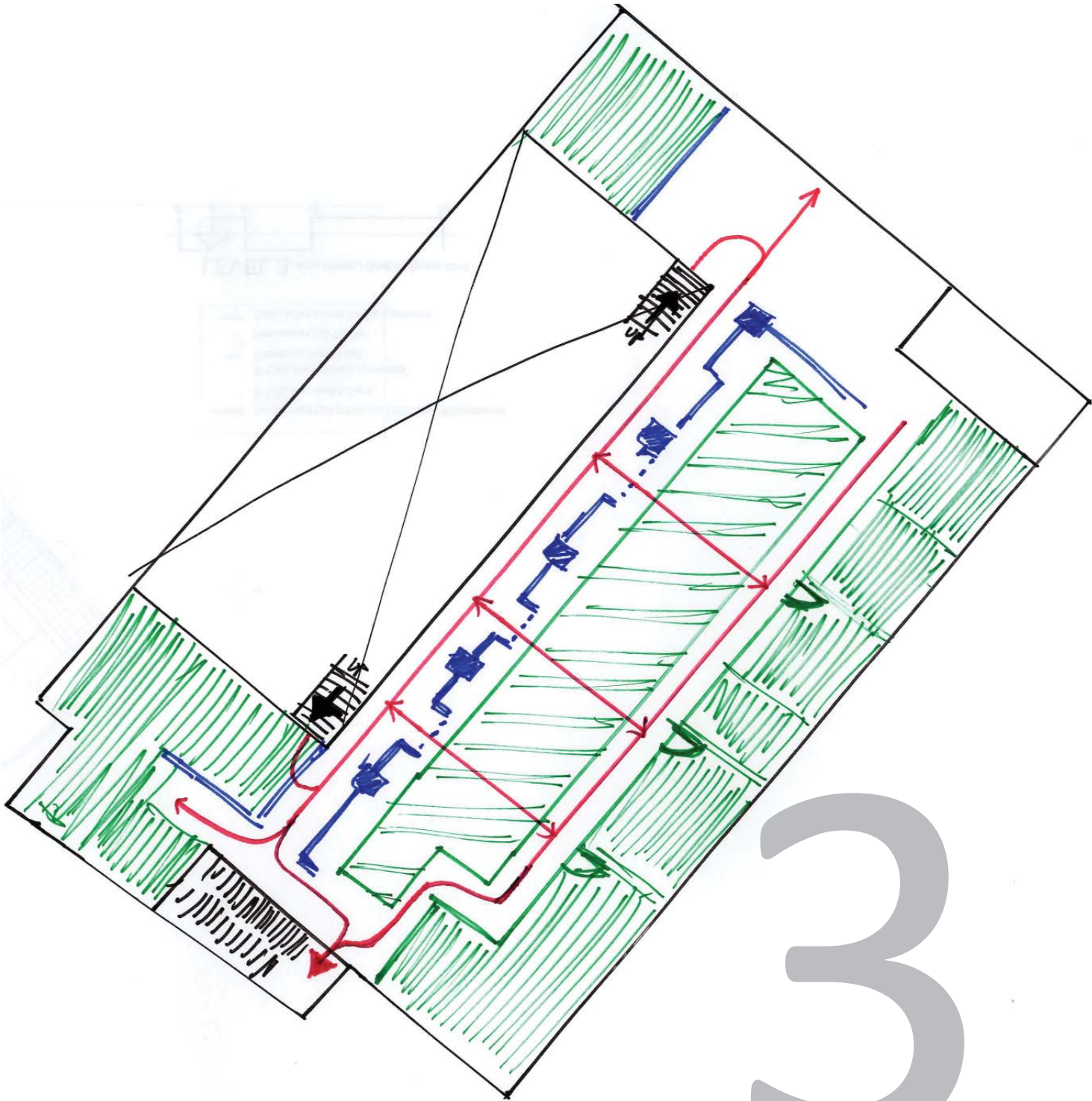


# PARTI DIAGRAMS



2

LEVEL

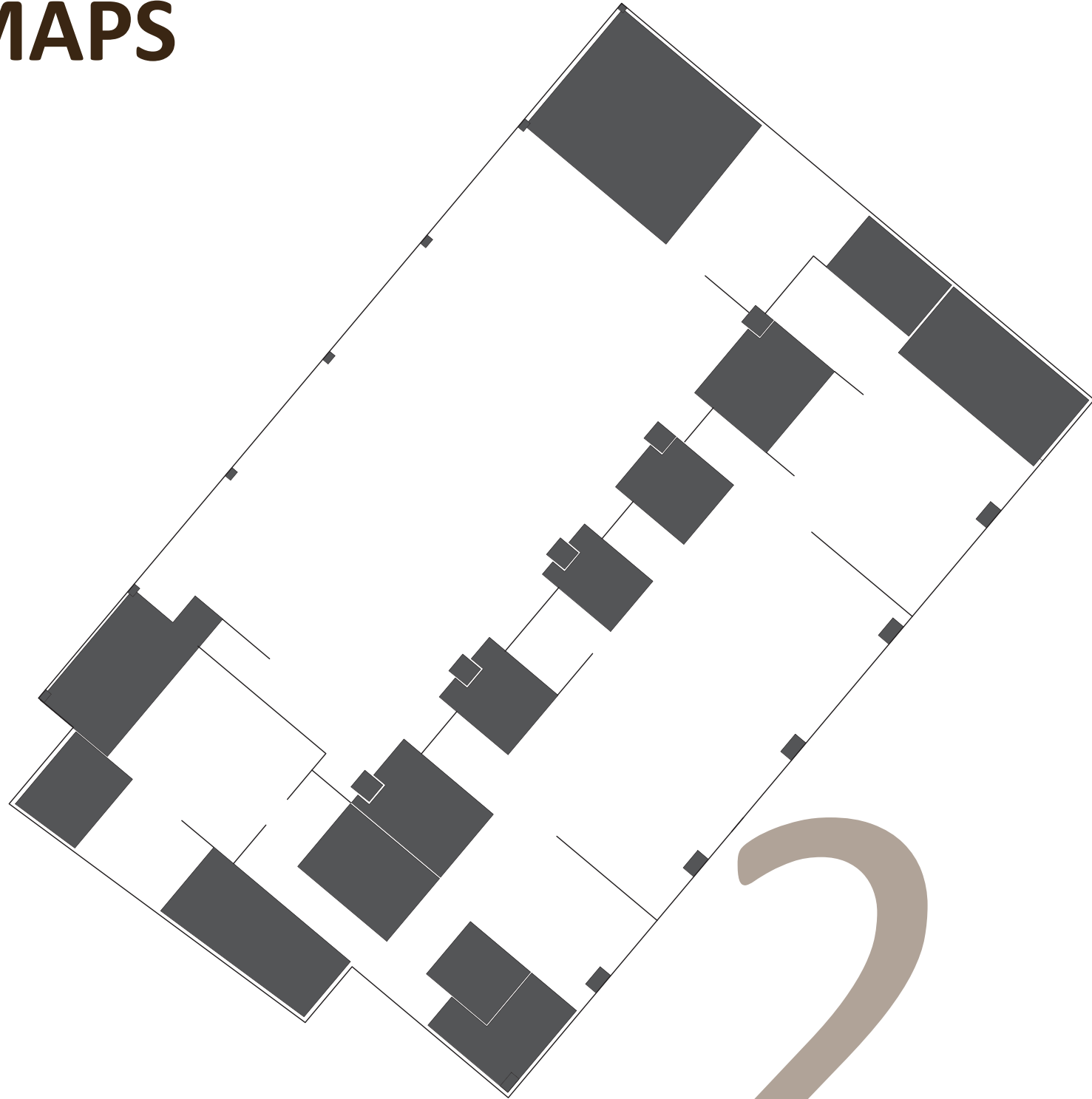


3

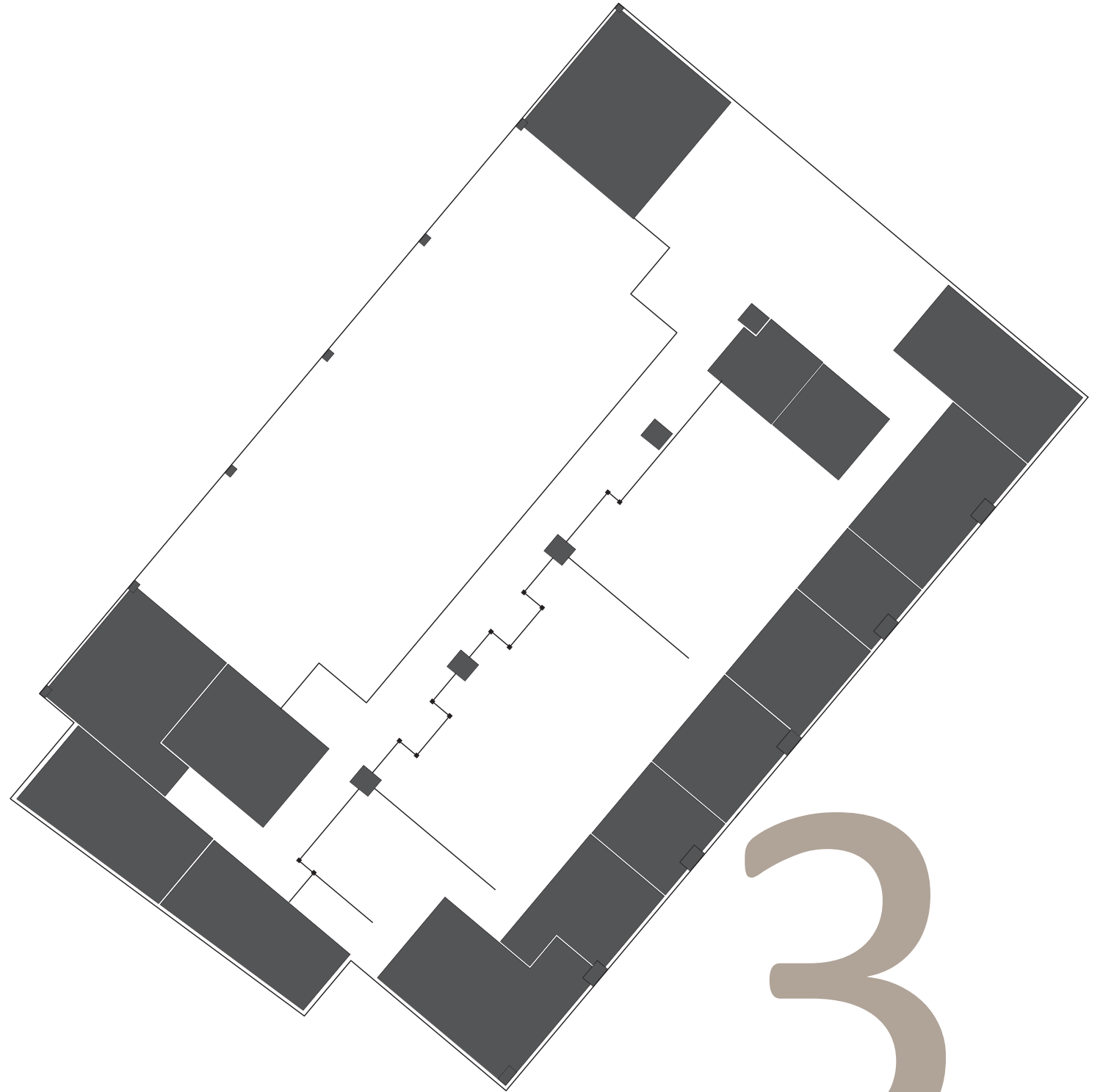
LEVEL



# 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

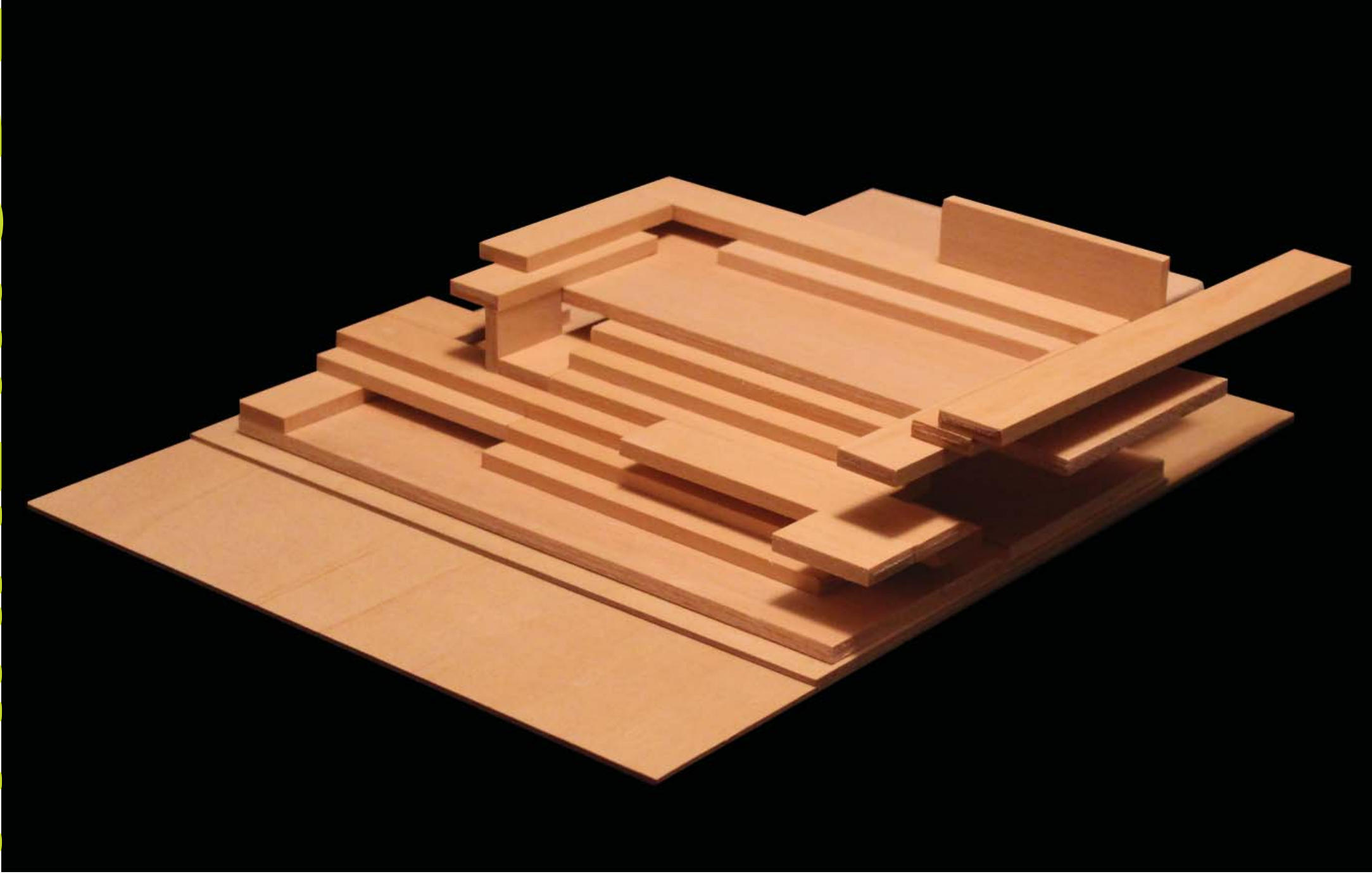
## CRUCIAL ASPECTS

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



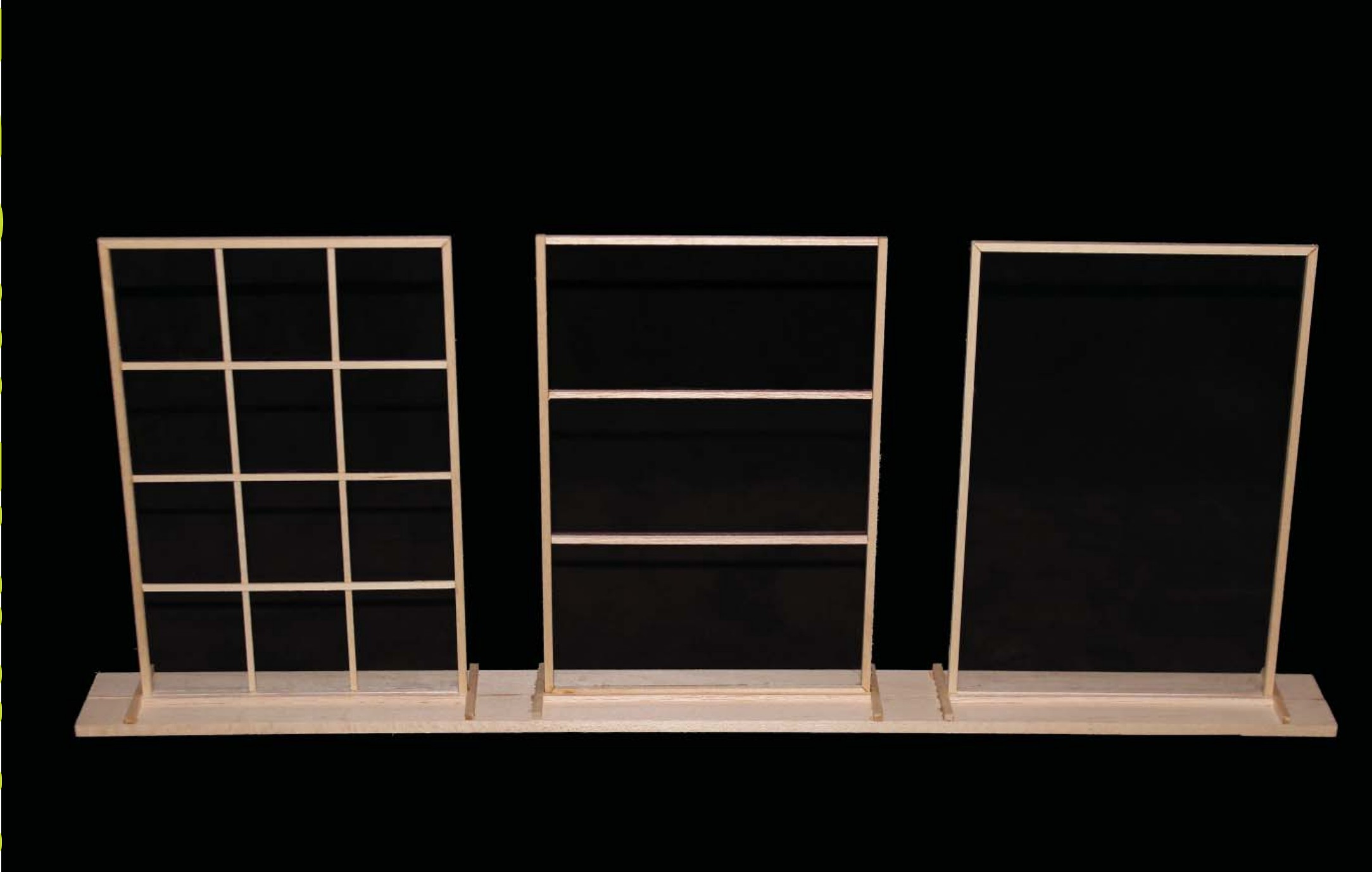


# SPATIAL MODEL





# SPATIAL MODEL





# MATERIALITY

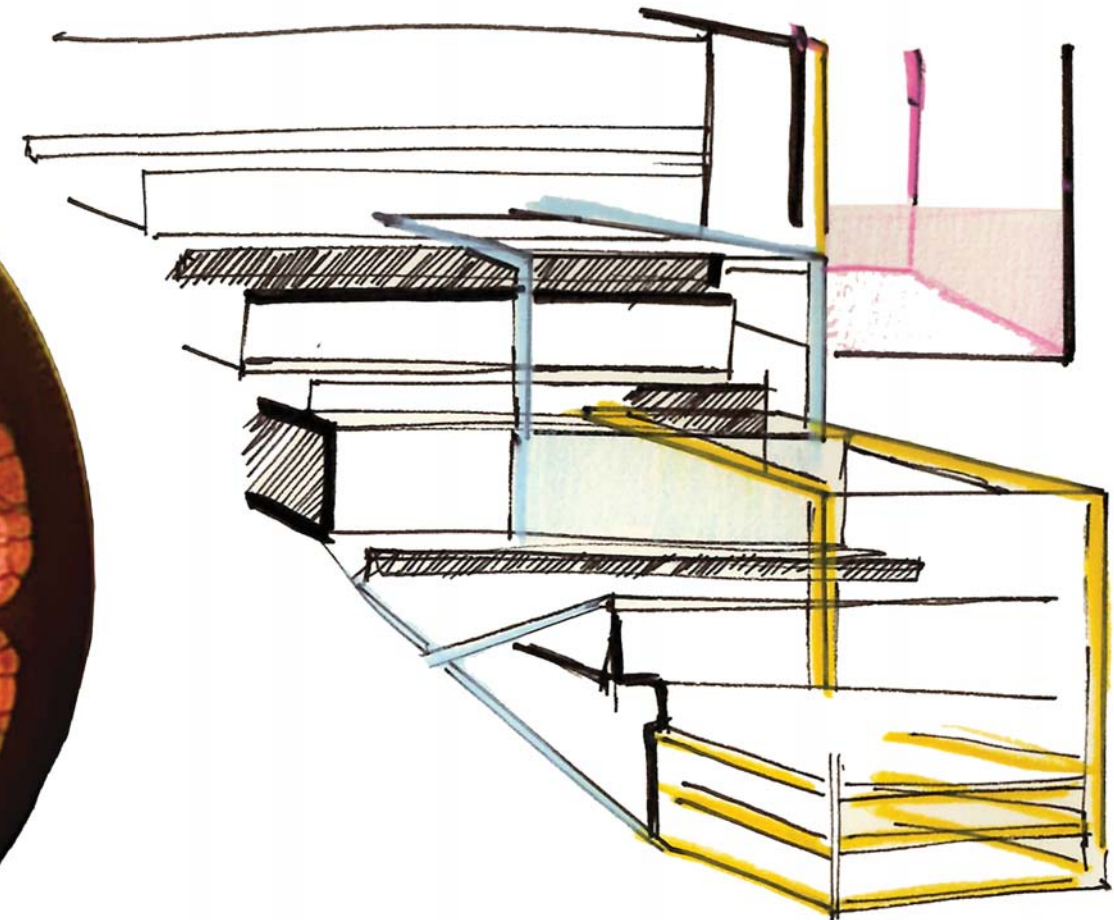
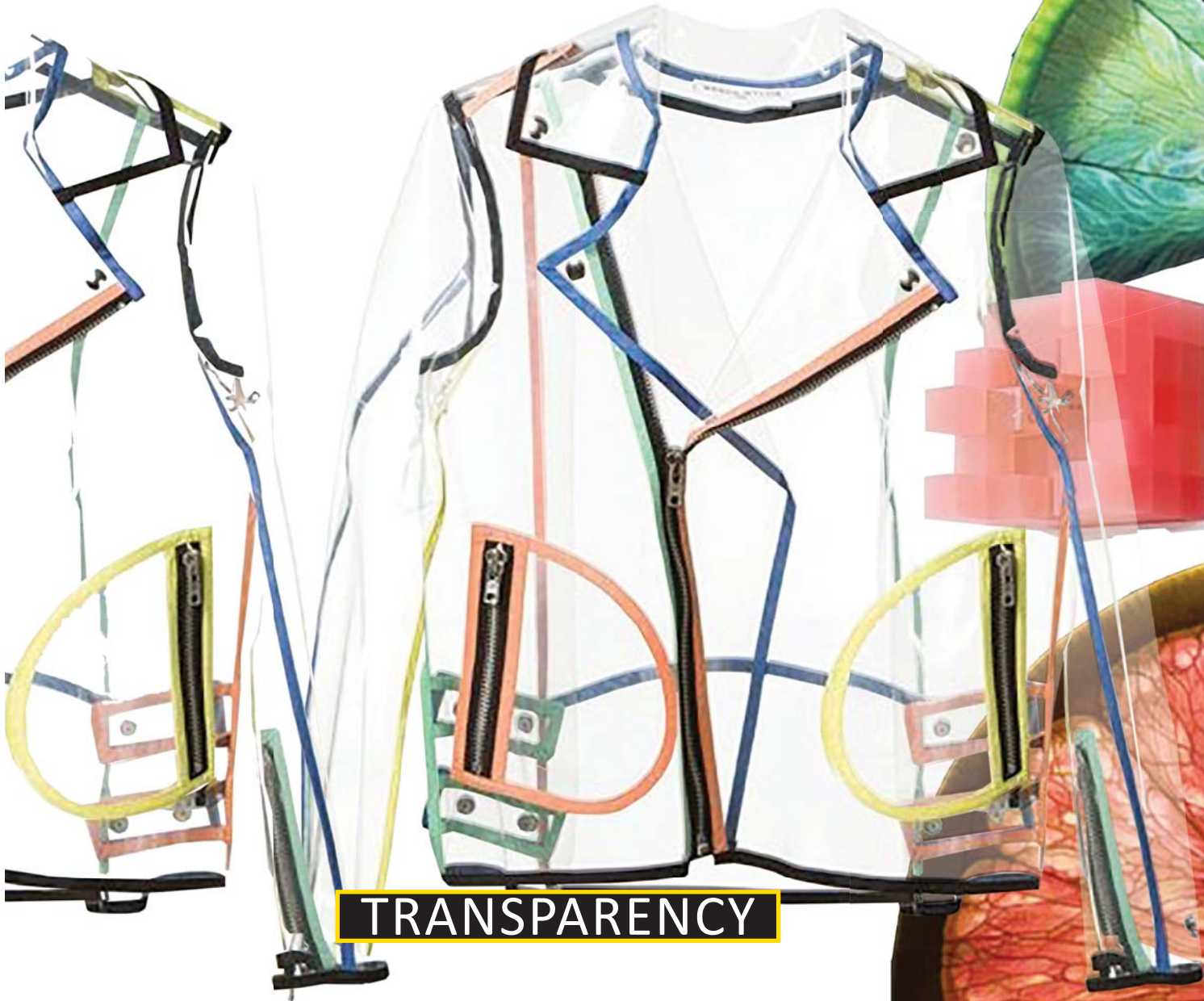
TRANSLUCENCY



HARDNESS

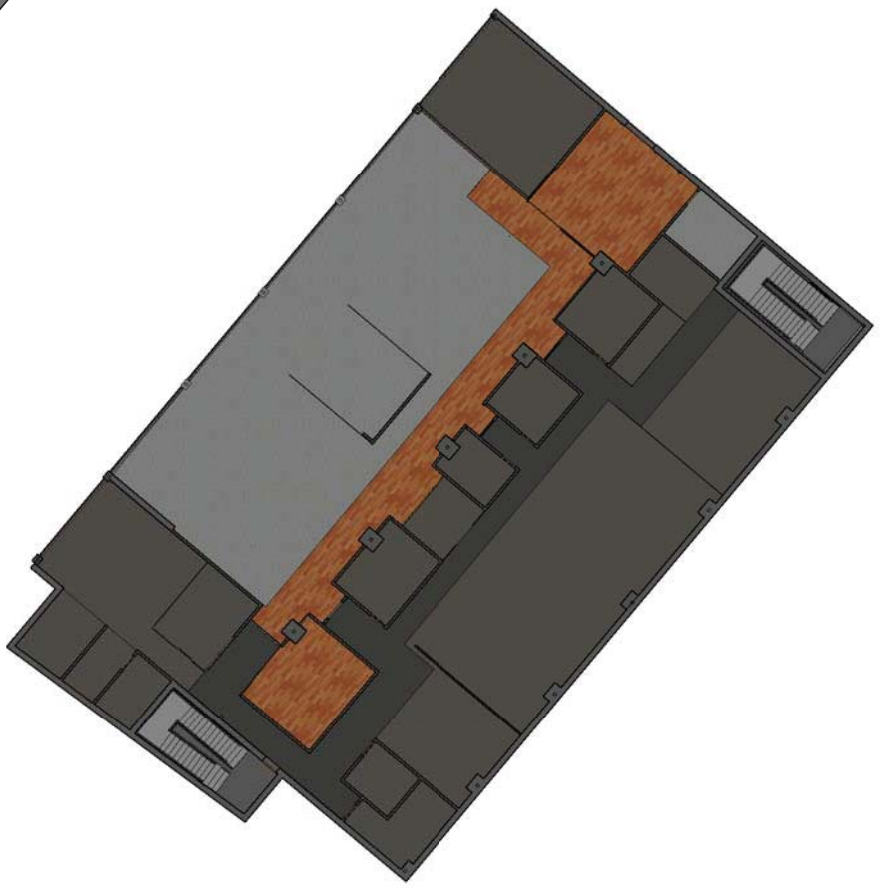


TRANSPARENCY



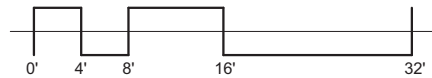


# 2 FLOOR PLAN



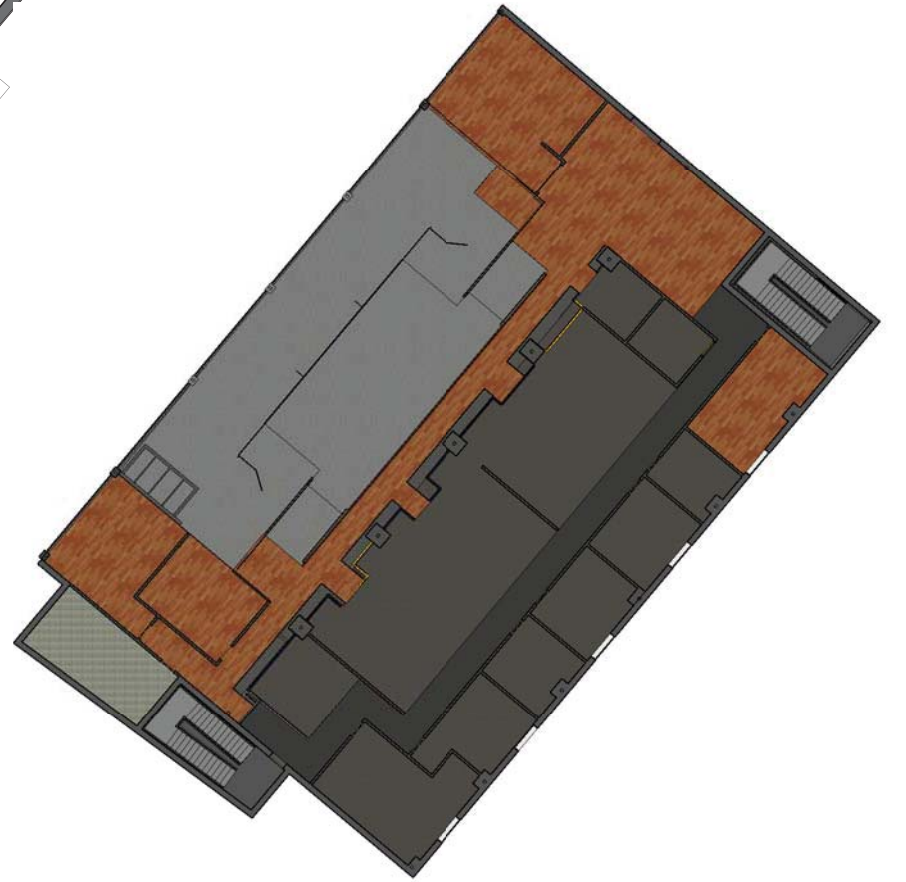
LEVEL 2

Amy Alonso | Grad II | Spring 2015



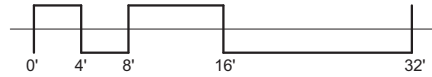


# 3 FLOOR PLAN



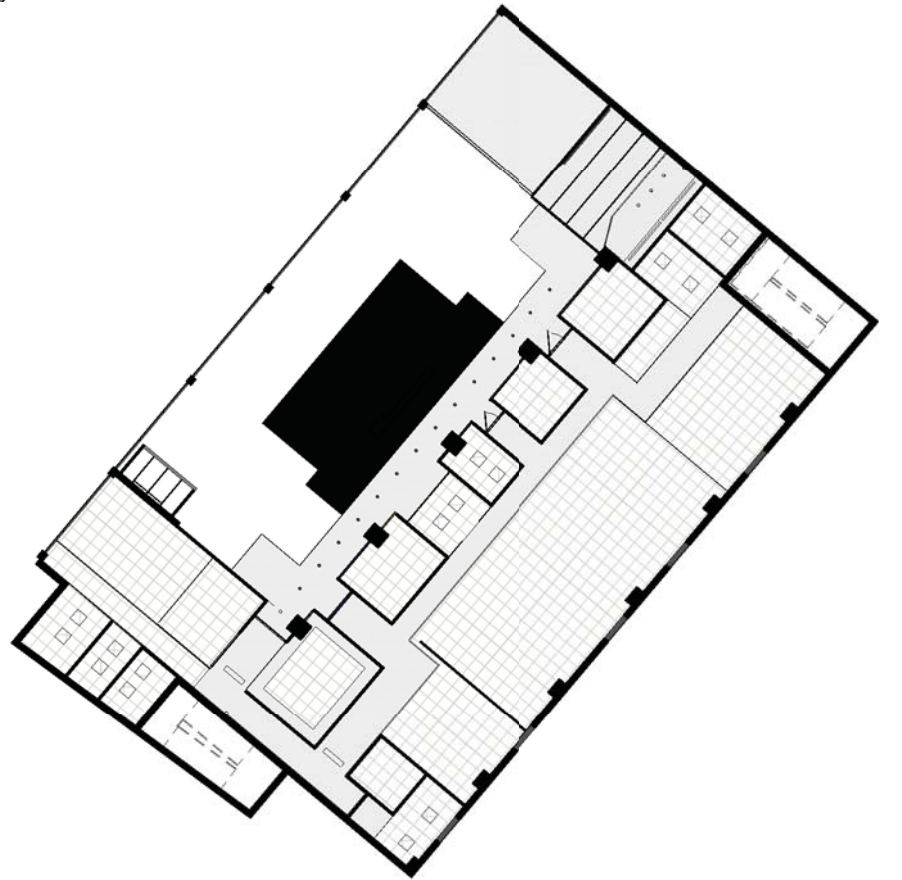
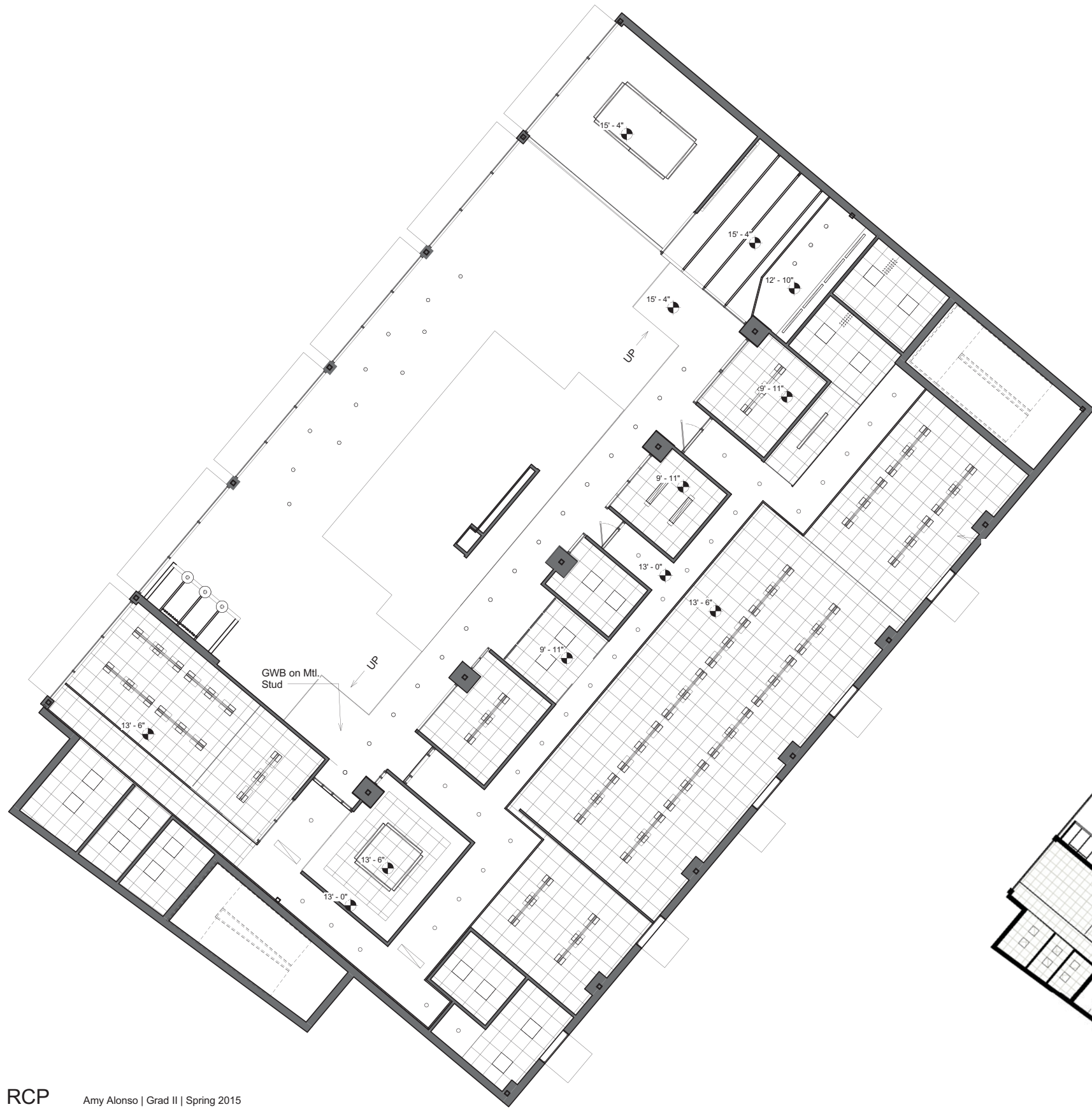
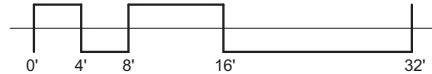
LEVEL 3

Amy Alonso | Grad II | Spring 2015



# 2 RCP LEVEL

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

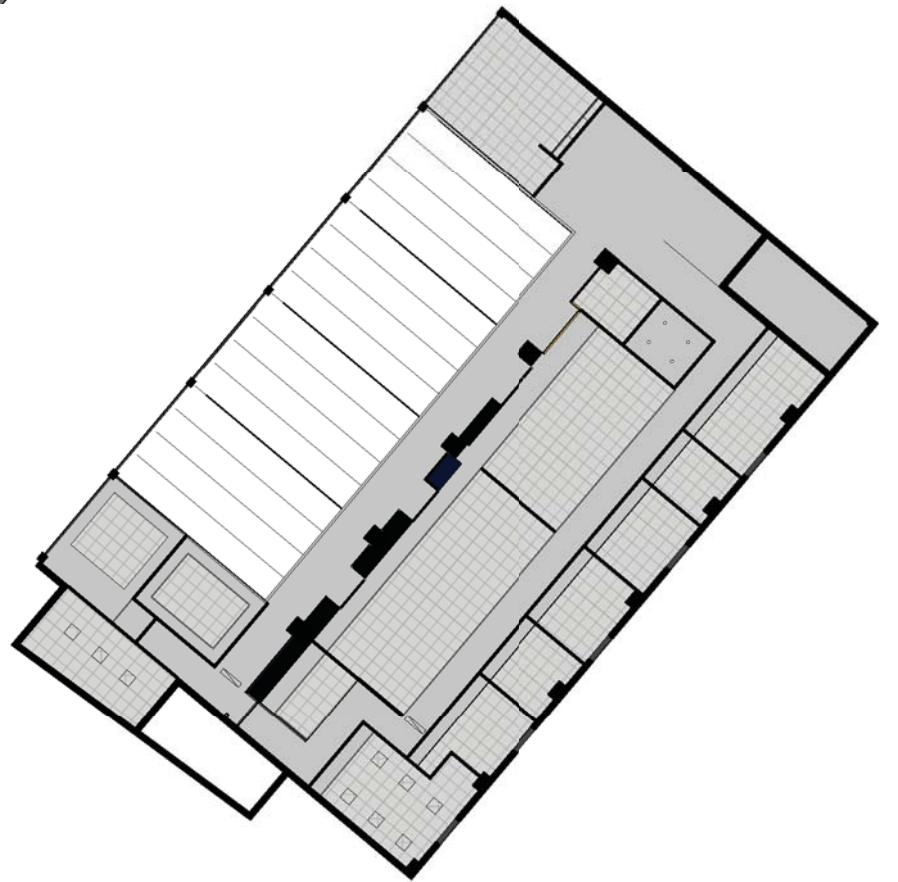
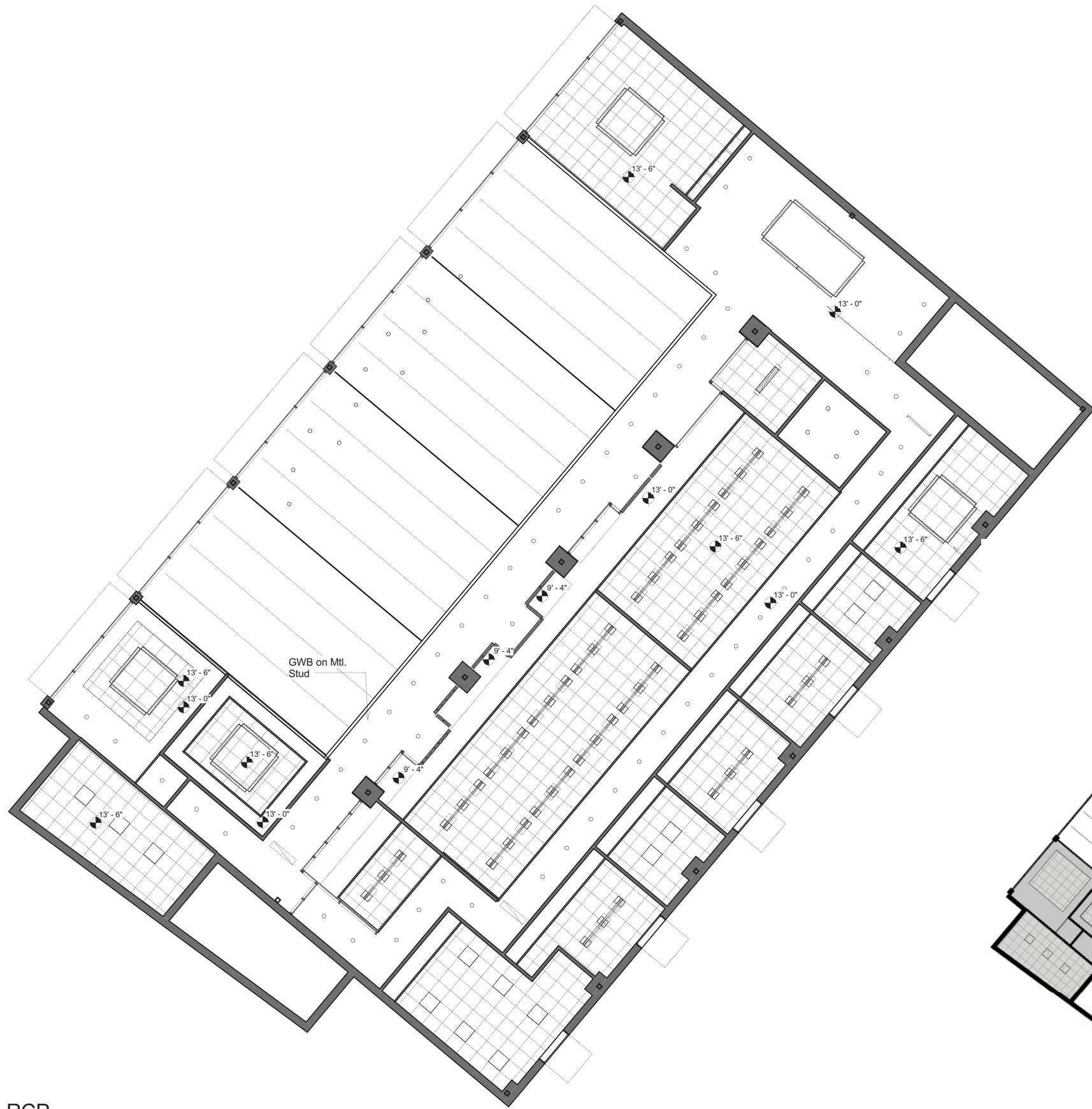
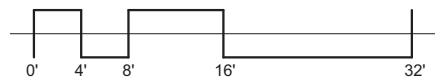




# W RCP LEVEL

LEVEL 3 | RCP

Amy Alonso | Grad II | Spring 2015







2  
LEVEL



3  
LEVEL

# SECTION LONGITUDINAL 1







# SECTION LONGITUDINAL 2







2  
LEVEL

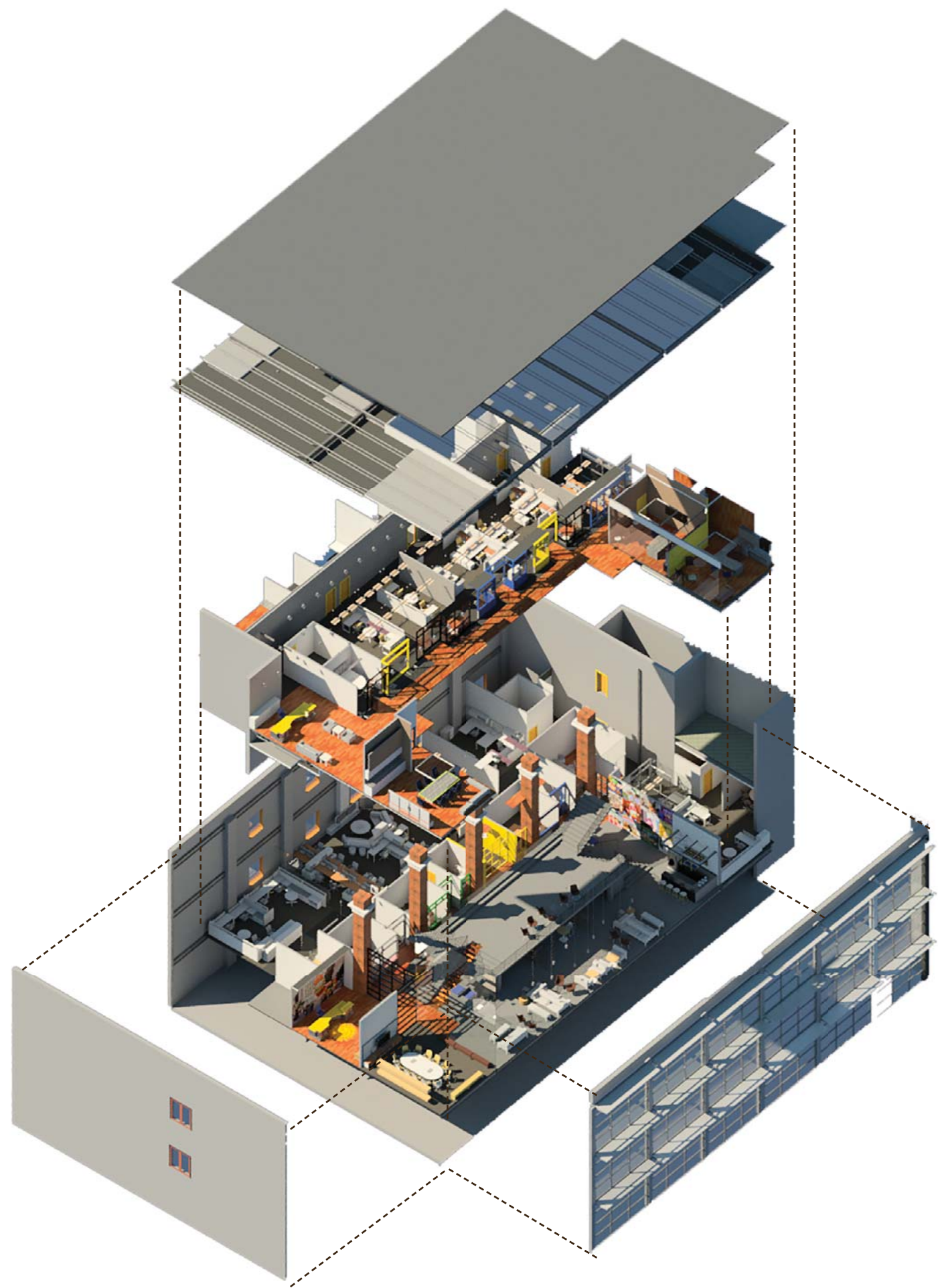


3  
LEVEL



SECTION  
TRANSVERSE





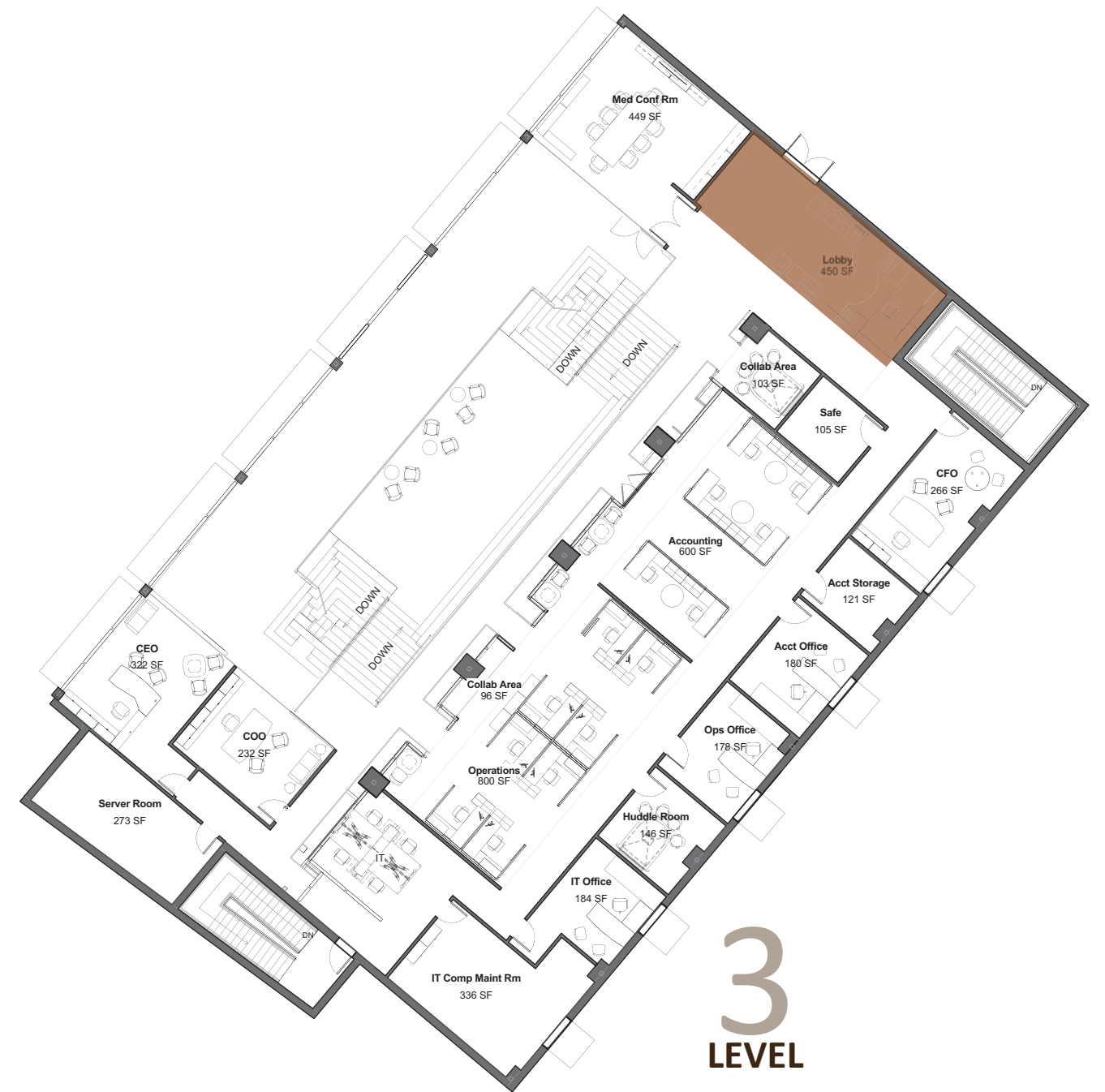
**AXONOMETRIC**



# SECTION PERSPECTIVE



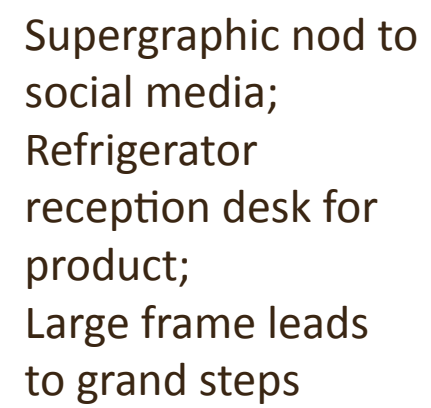




# 2

## LOBBIES AND WAITING AREAS



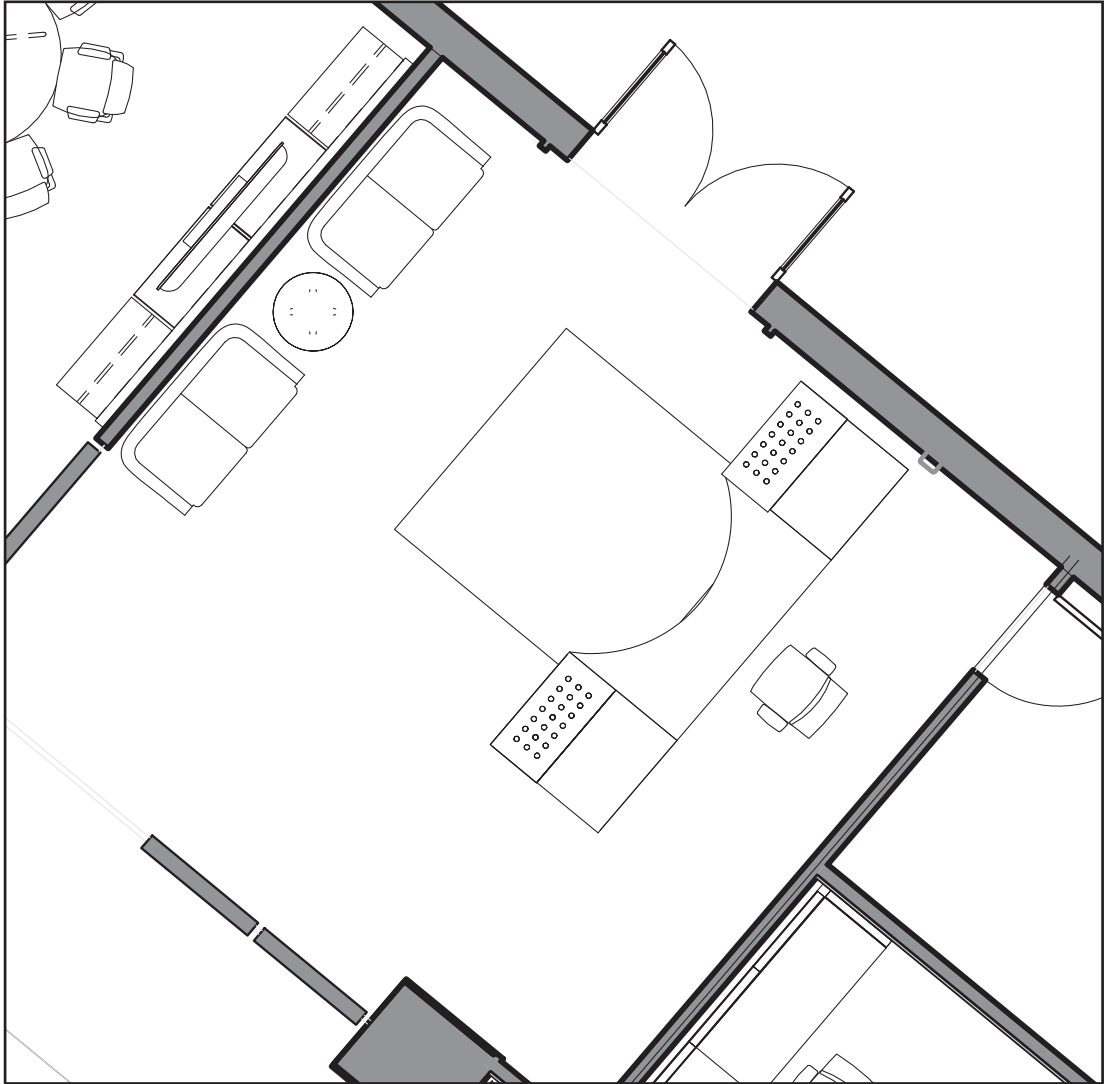






2  
LEVEL

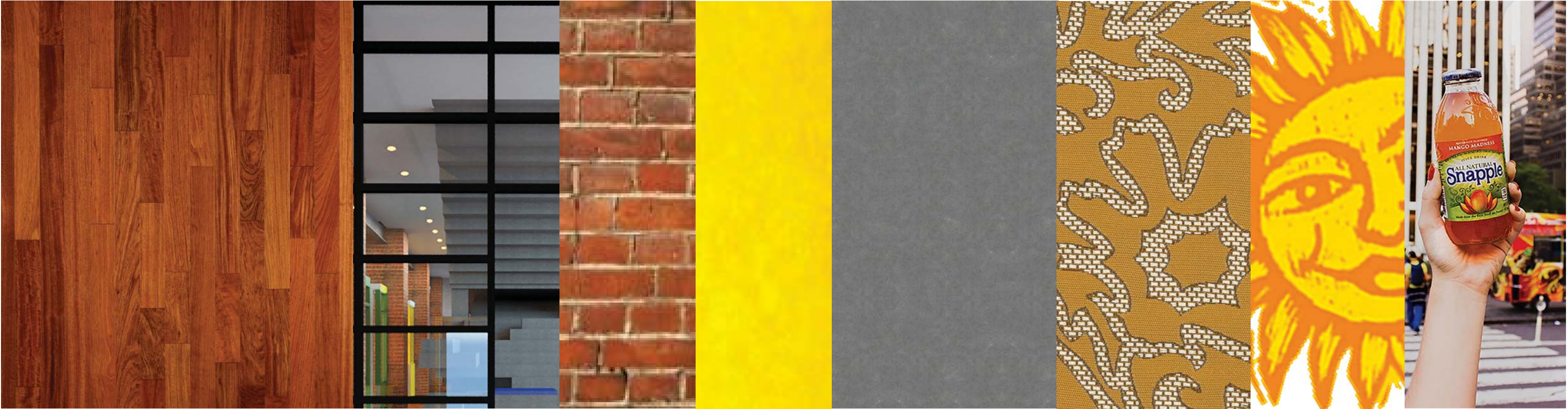
Supergraphic nod to social media;  
Refrigerator reception desk for product;  
Large frame leads to grand steps



# LOBBY







LOBBY



# 1 GRAND STAIRCASE

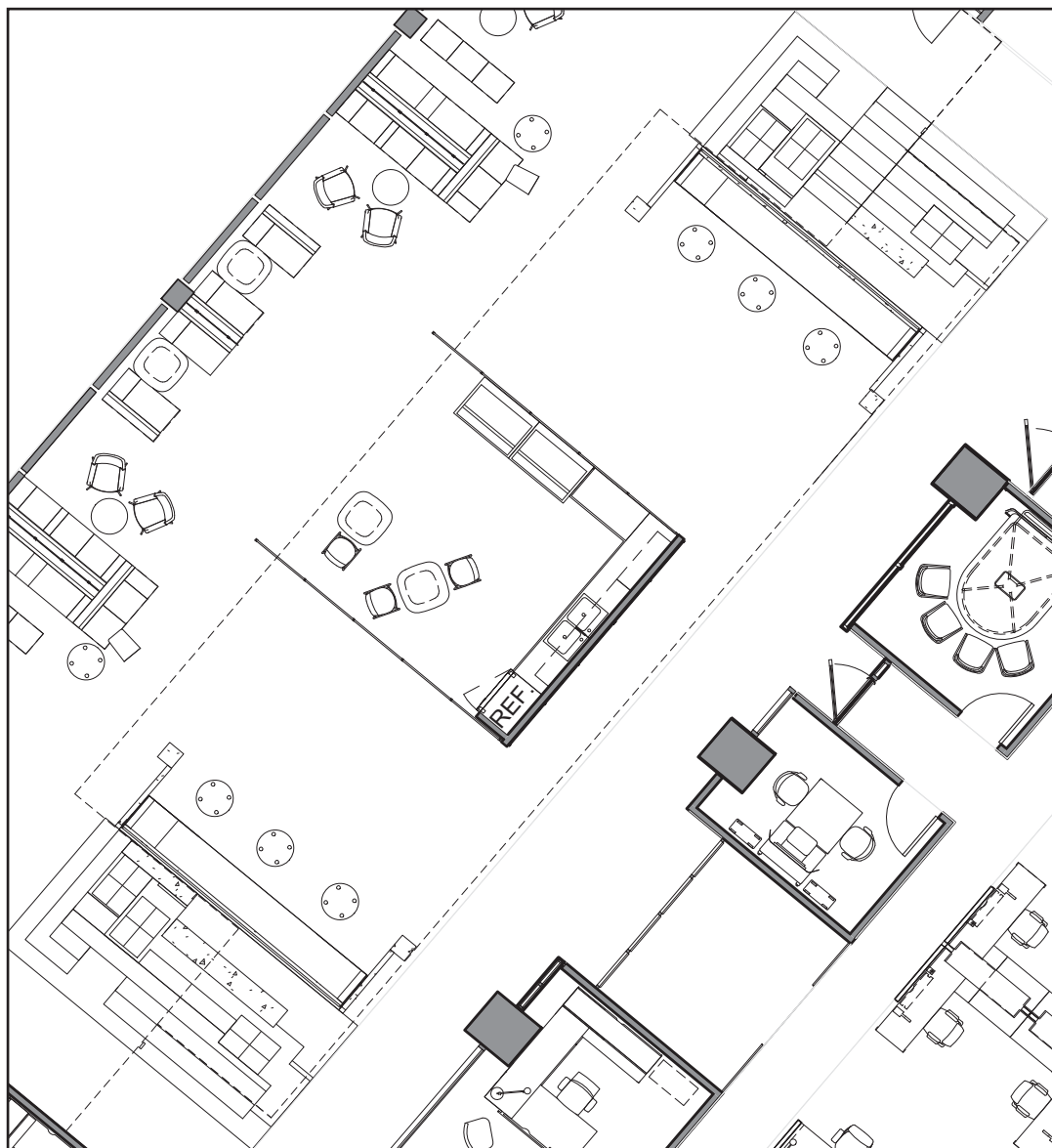






# GRAND STEPS

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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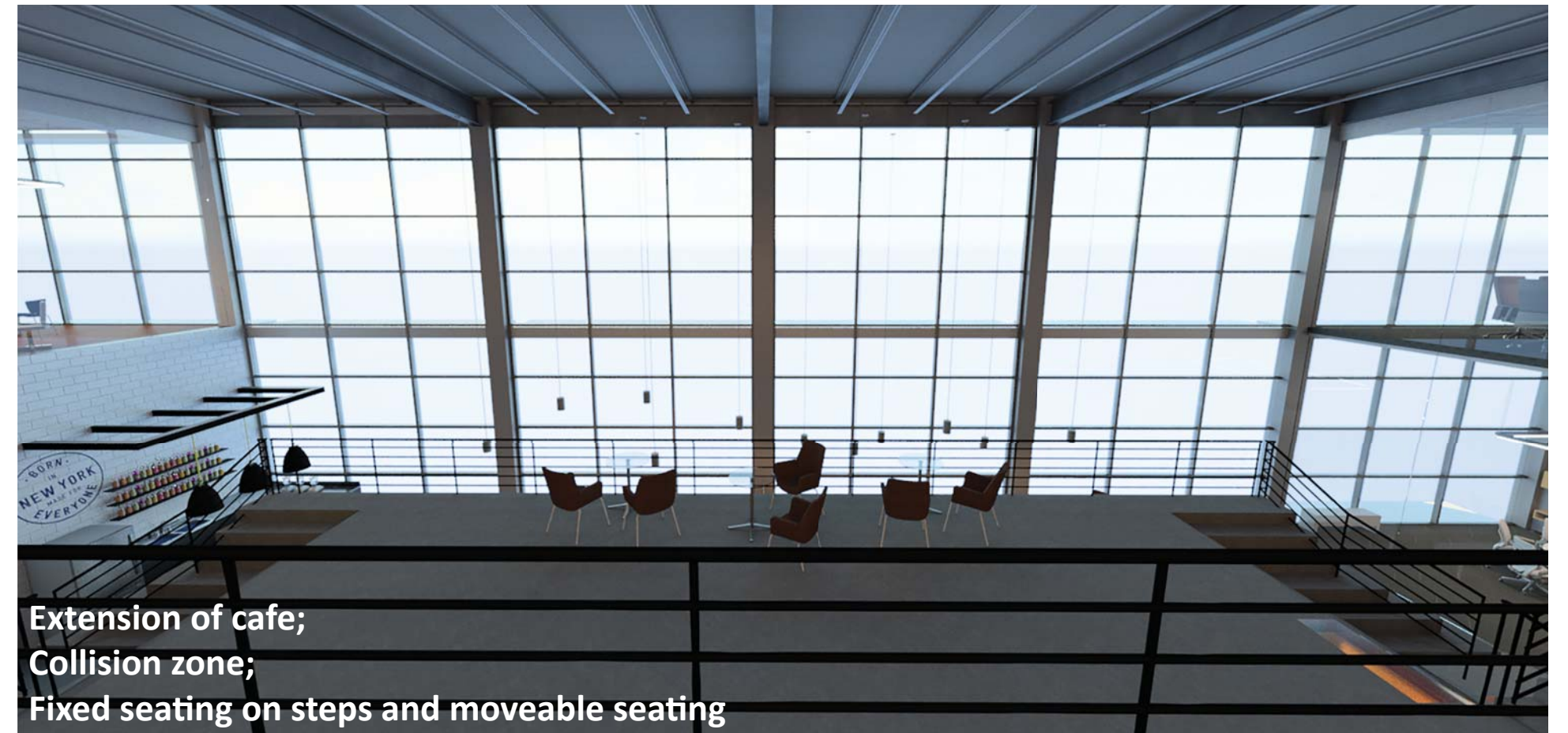








# LANDING



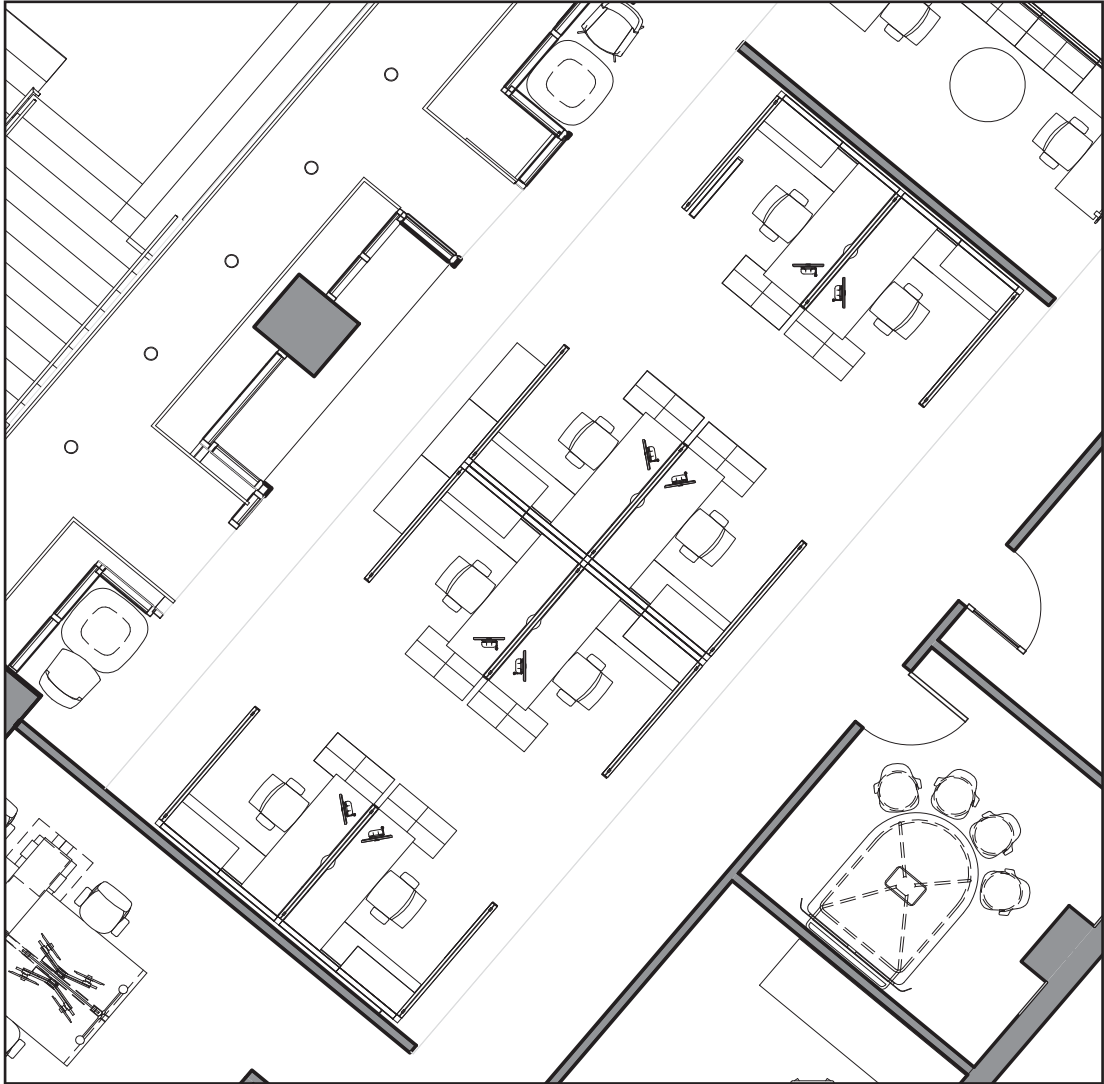
Extension of cafe;  
Collision zone;  
Fixed seating on steps and moveable seating





# 6 OPEN WORKSPACE CONFIGURATIONS





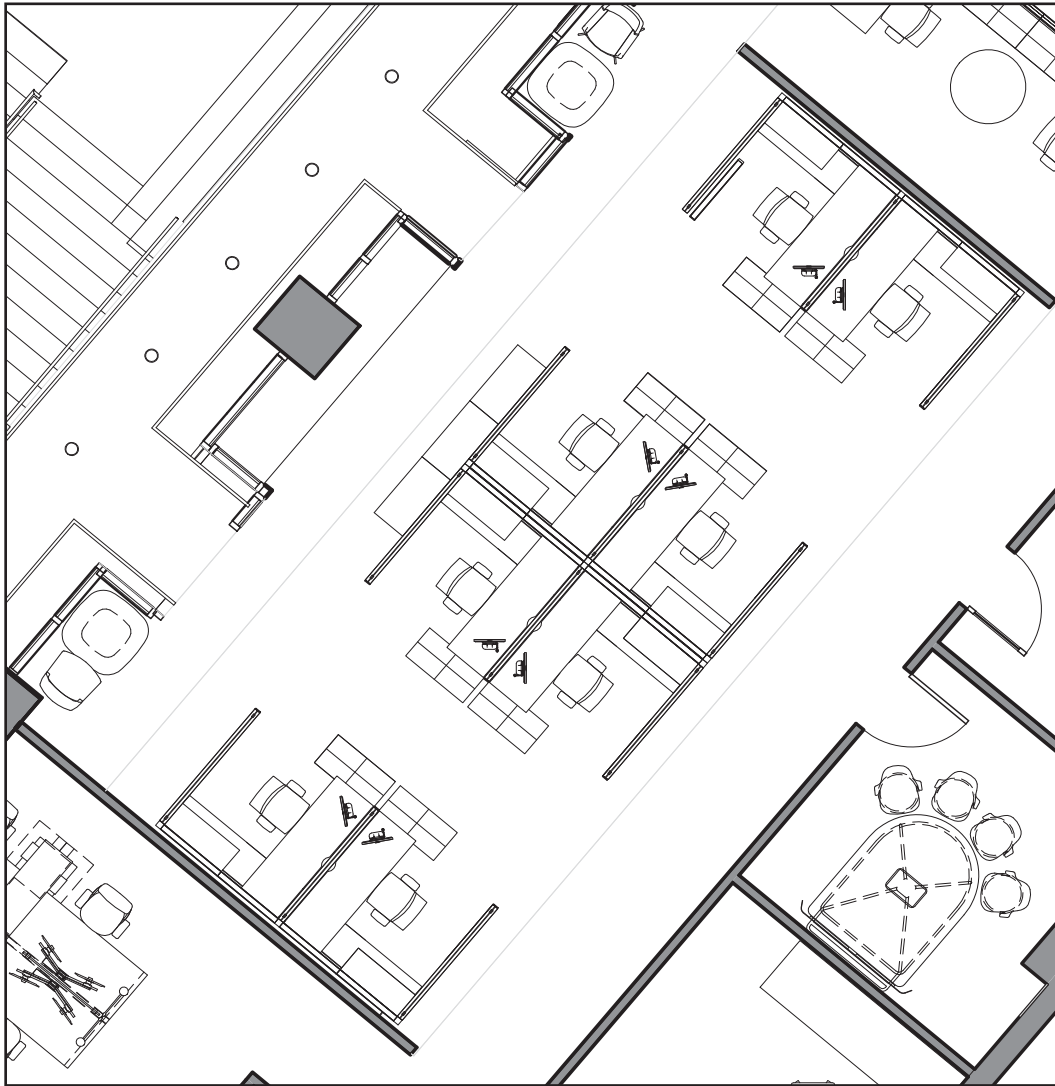
# OPEN WORKSPACE



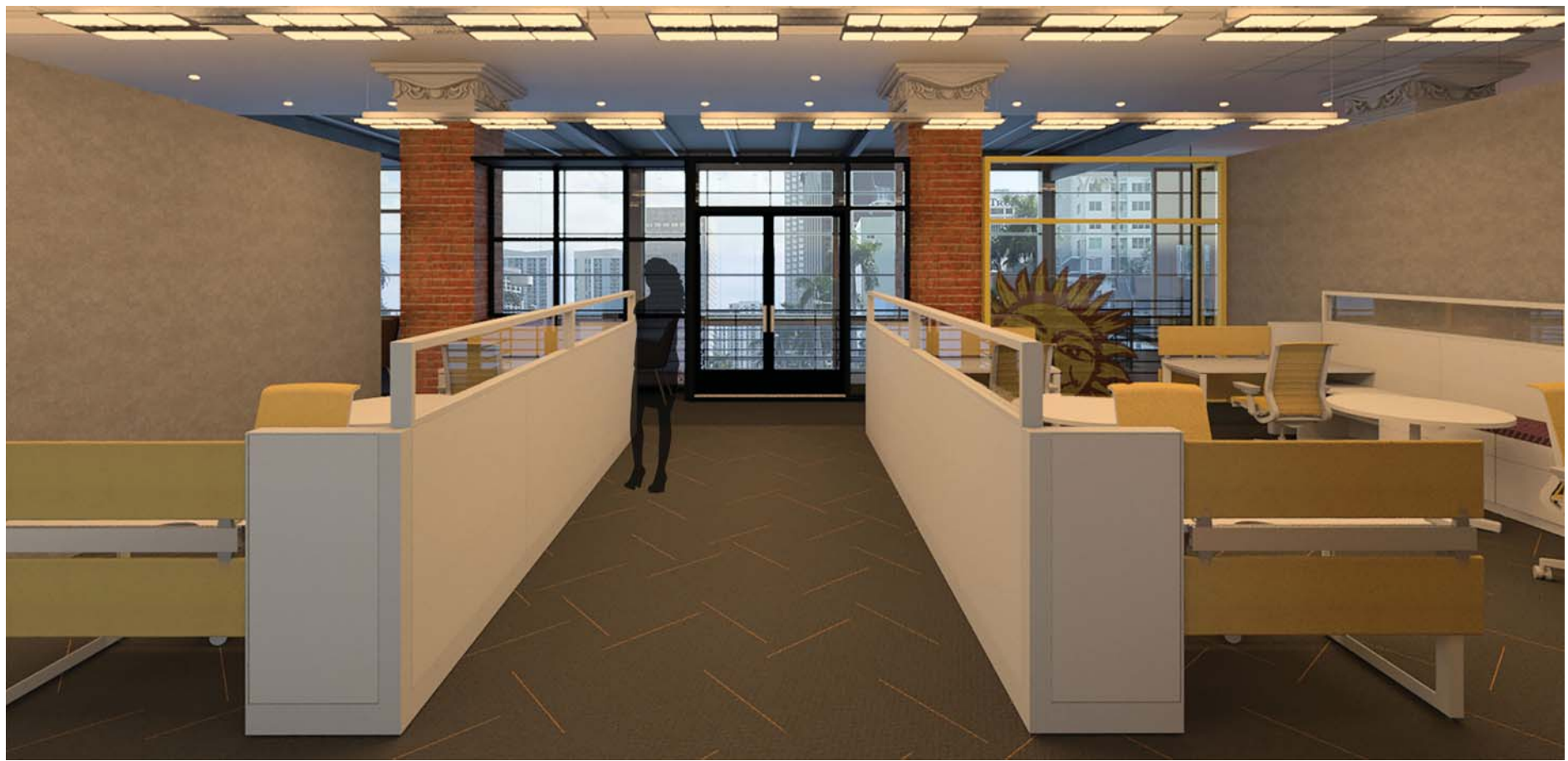
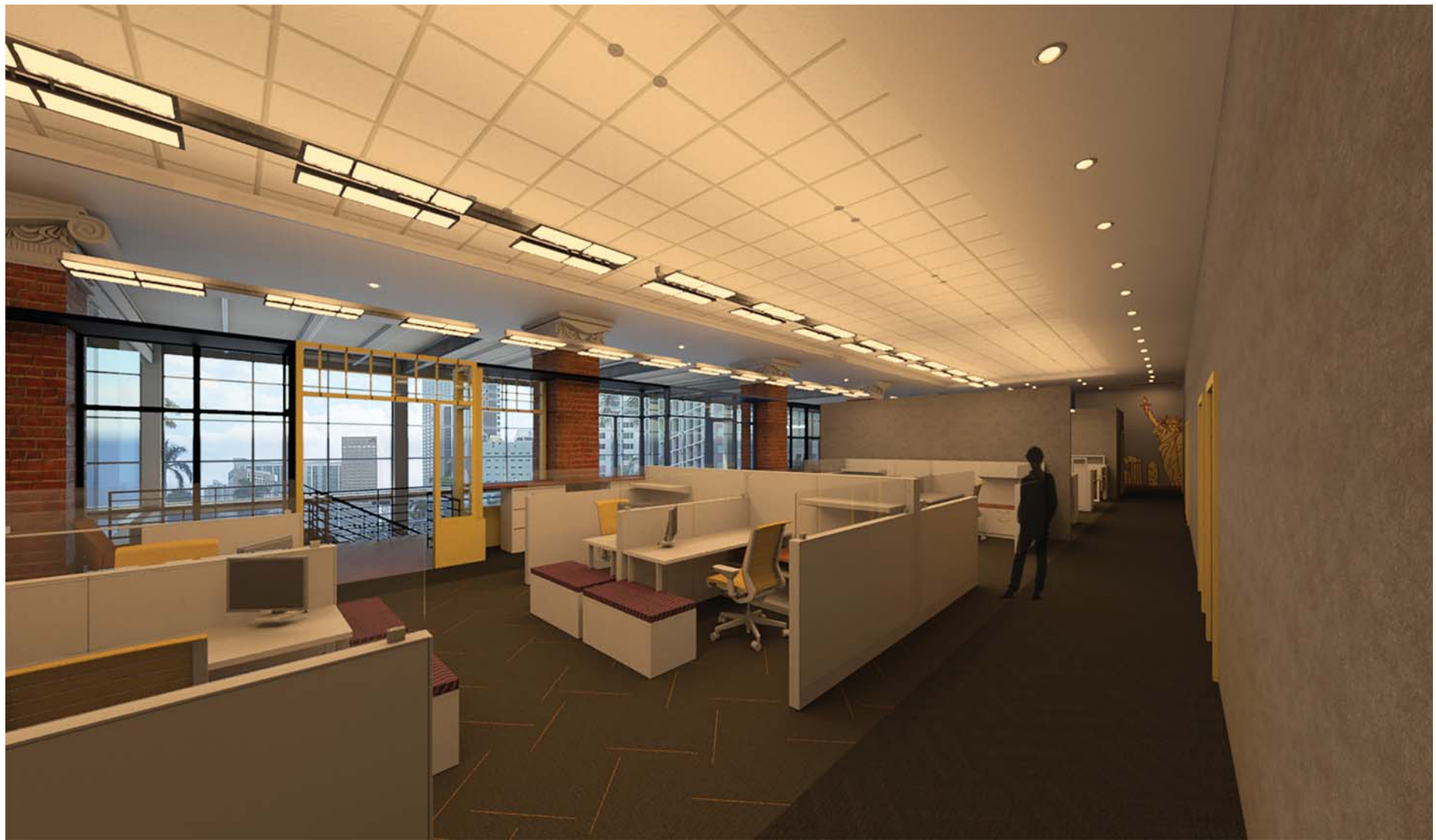
Departments separated by partitions and connected by circulation pattern;  
Open feeling while maintaining sense of distance from public area;  
Manager office doors straight shot from department storefront



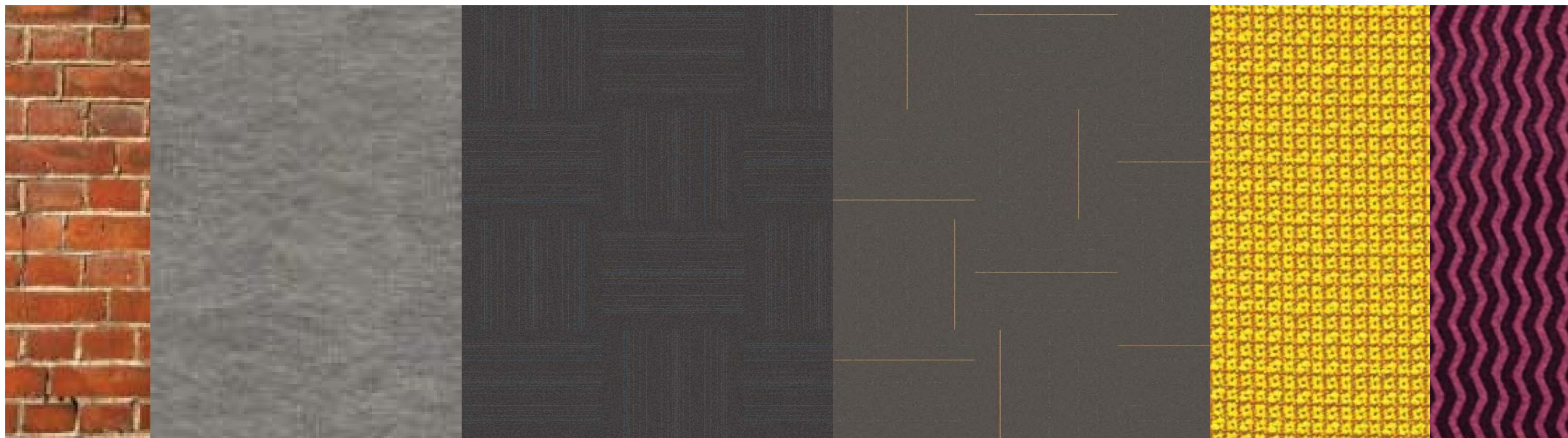




# OPEN WORKSPACE







**OPEN WORKSPACE**





# 7

## COLLABORATION AREAS & HUDDLE ROOMS

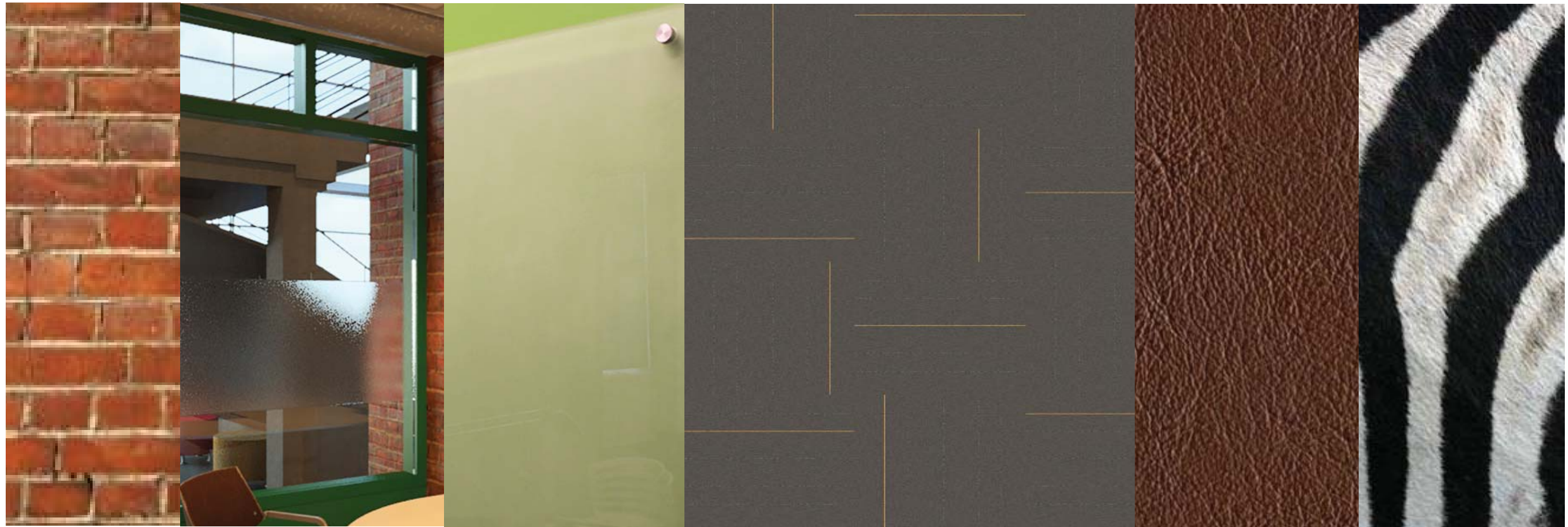




# HUDDLE ROOM

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





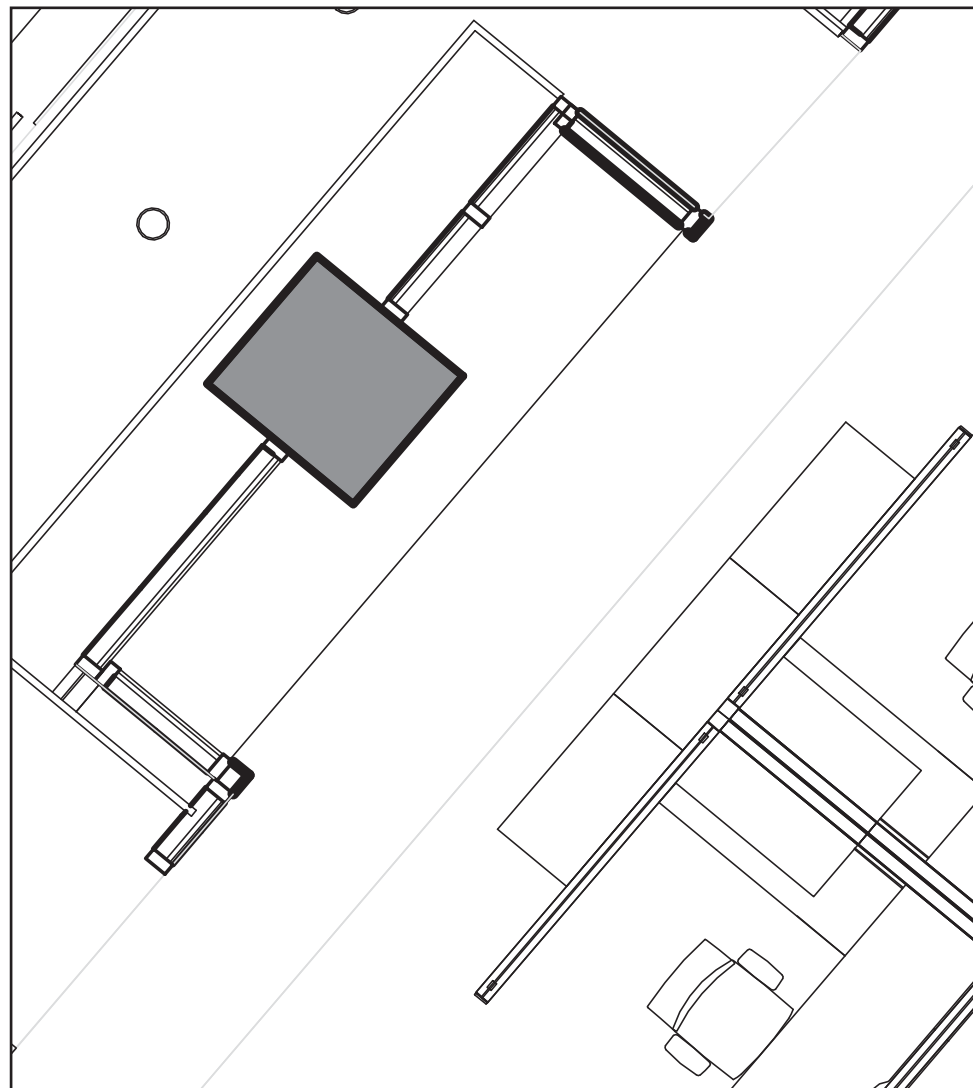
# HUDDLE ROOM





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**





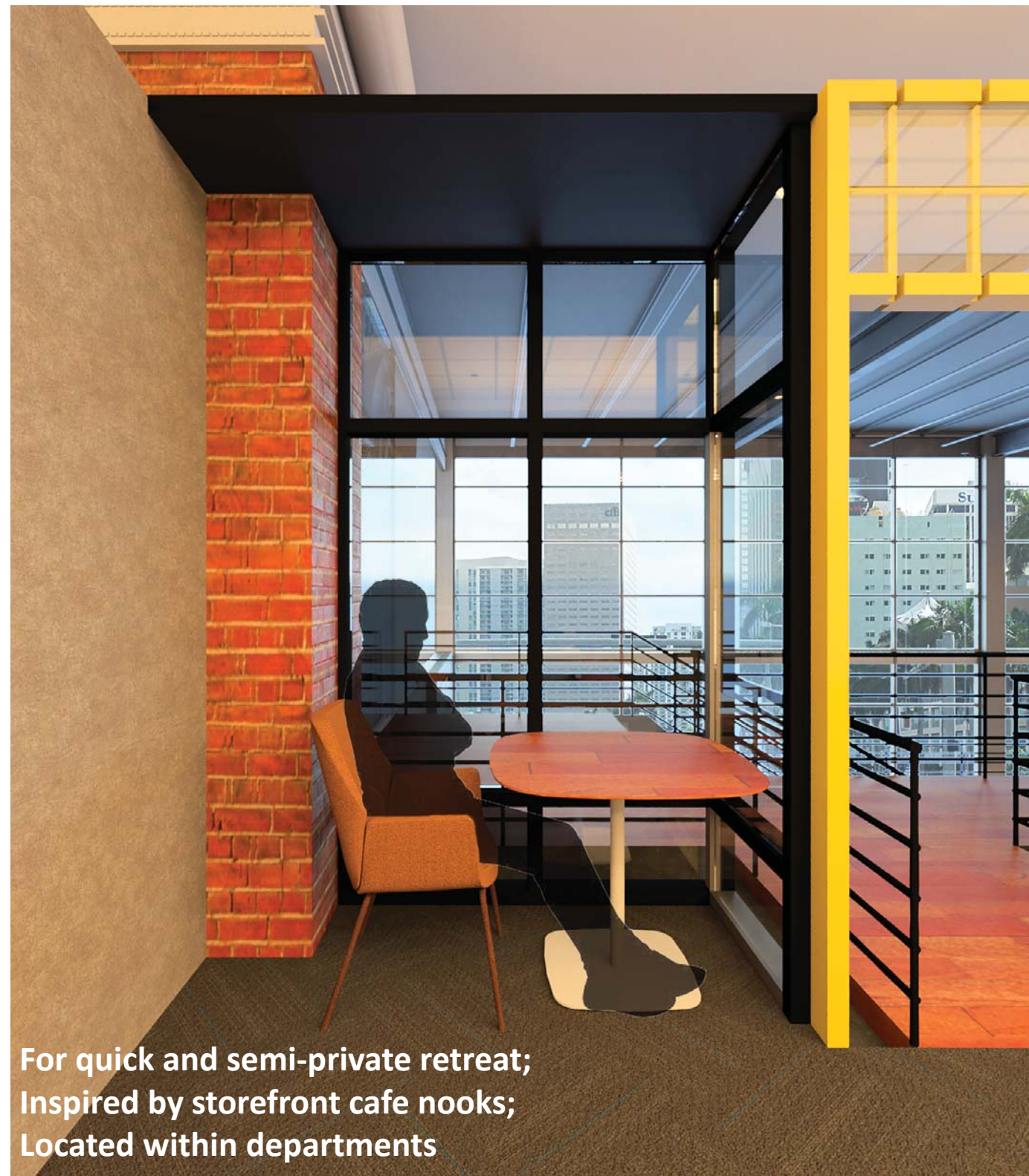
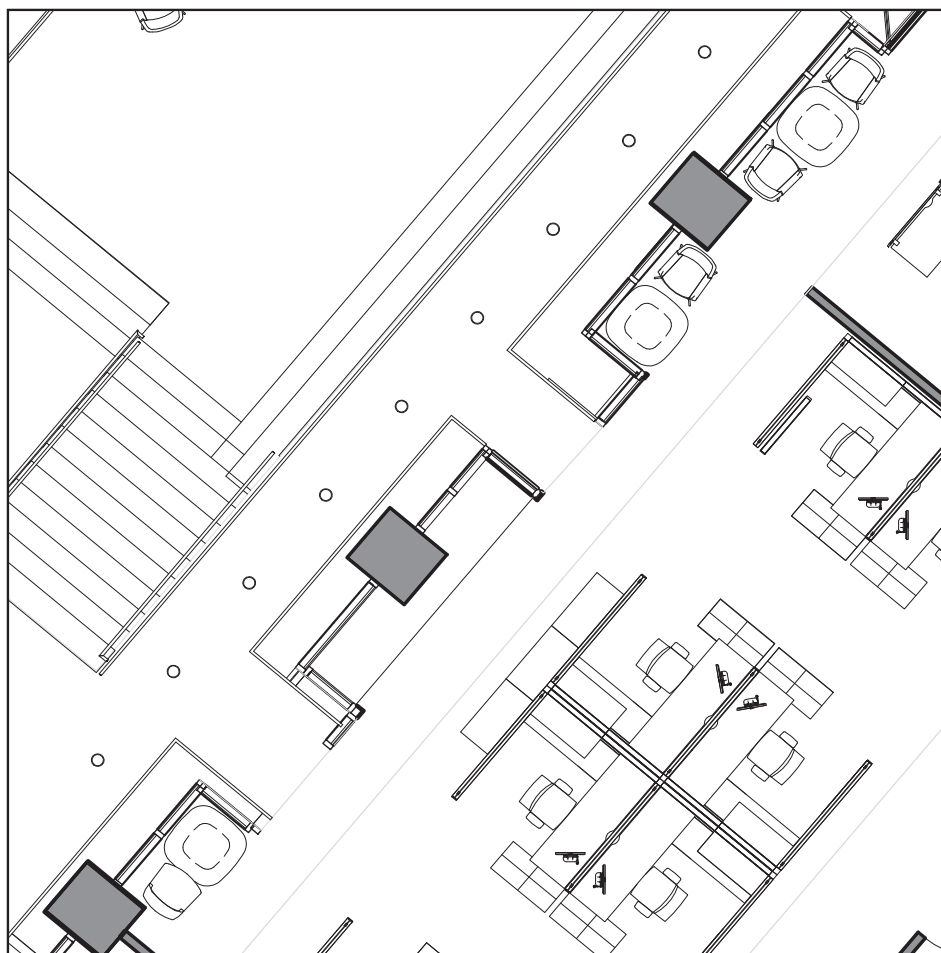


# 7 AREAS FOR RETREAT WITH DIFFERENT LEVELS OF PRIVACY





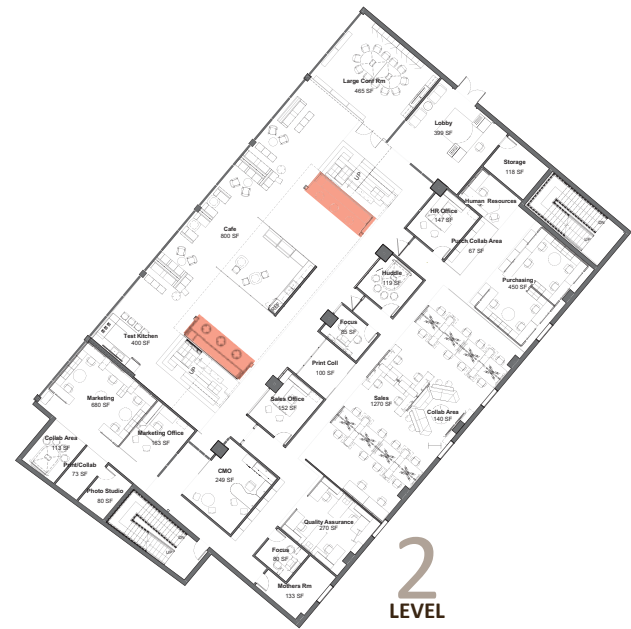
# NOOKS WITH A VIEW



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



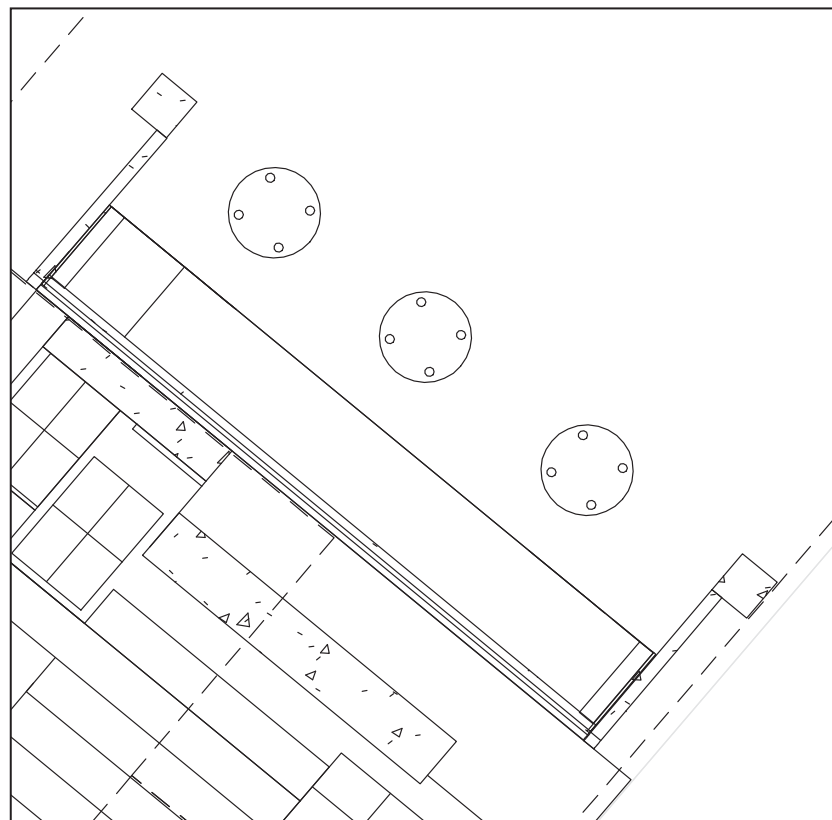




2  
LEVEL

# LANDING NOOKS

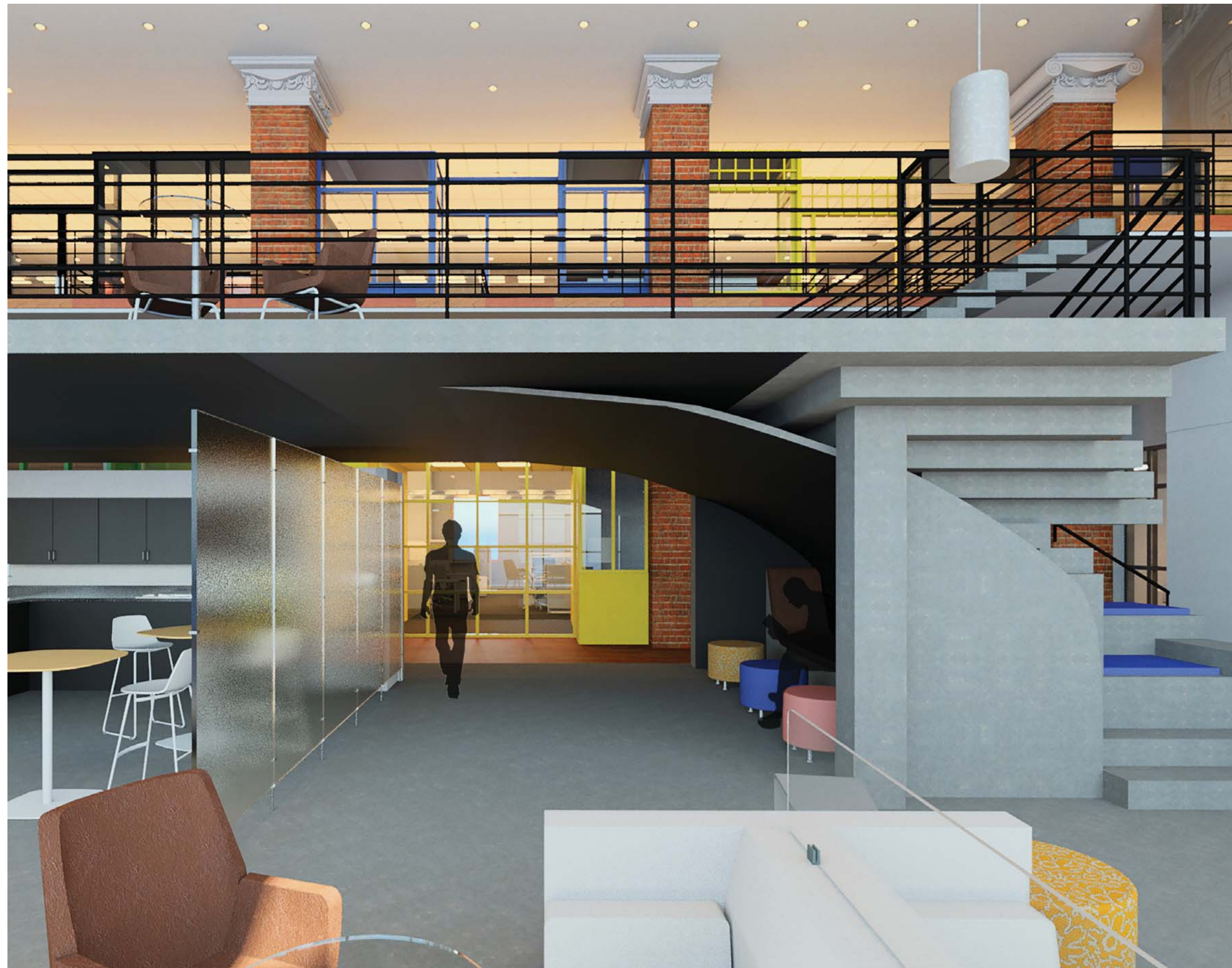
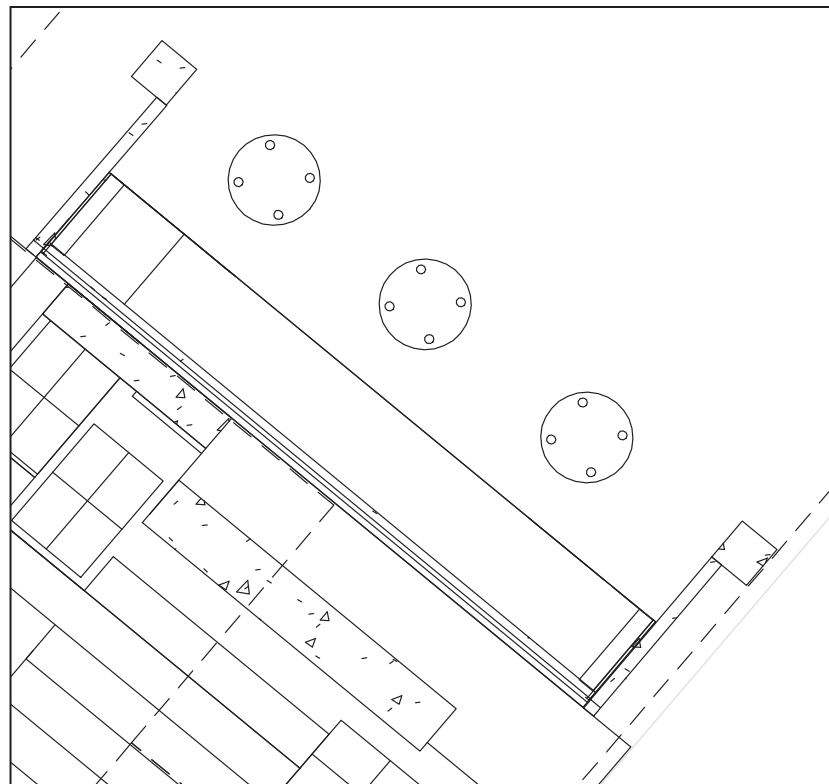
Retreats under staircase landing;  
Allow for prospect and refuge;  
For individual or small group retreat;  
Can double as collision zone







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

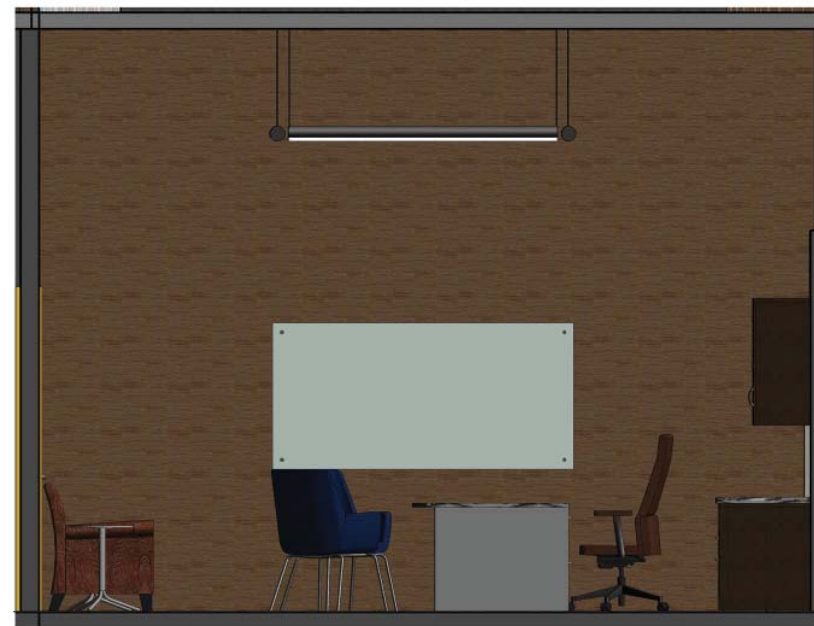






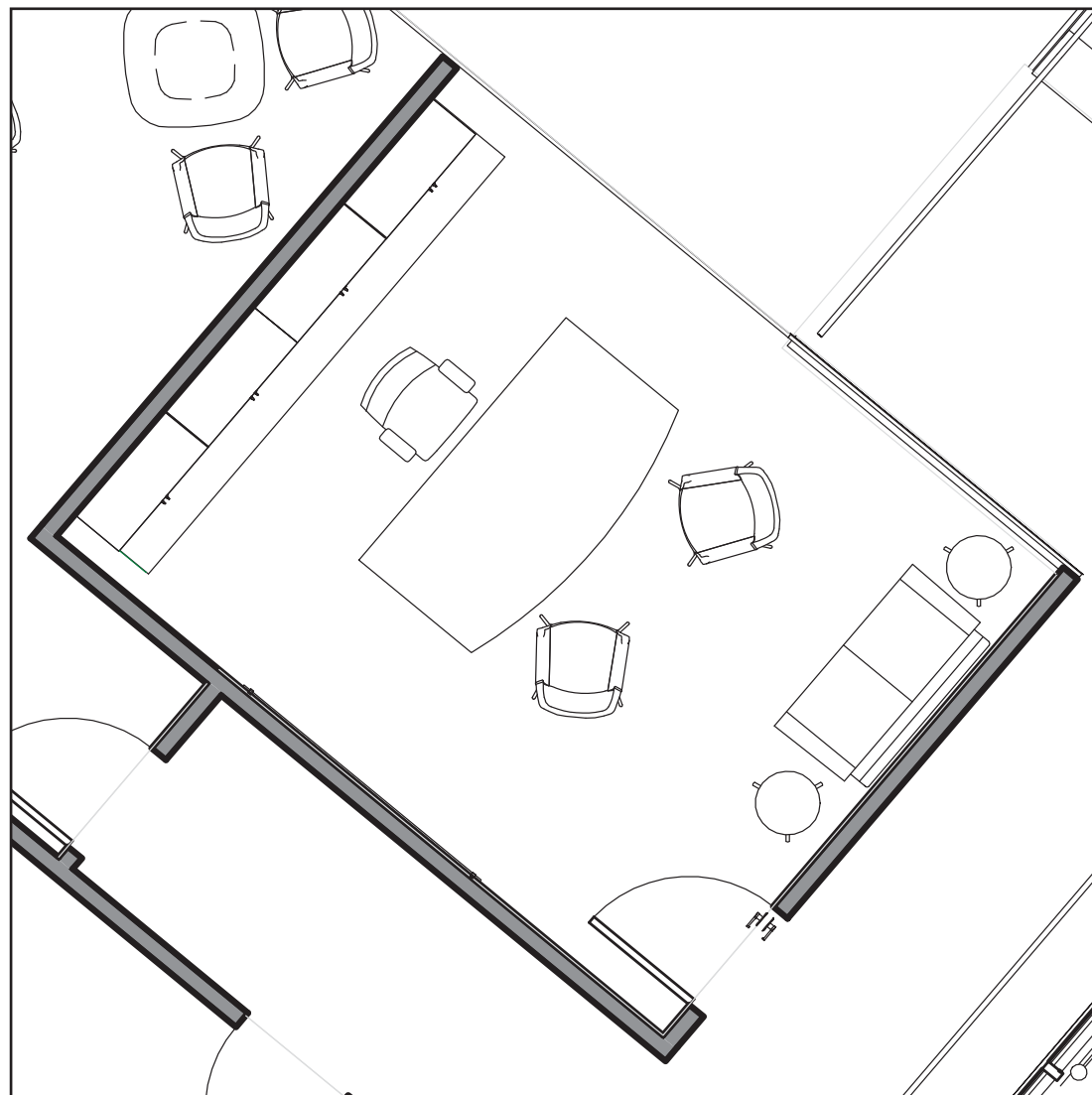
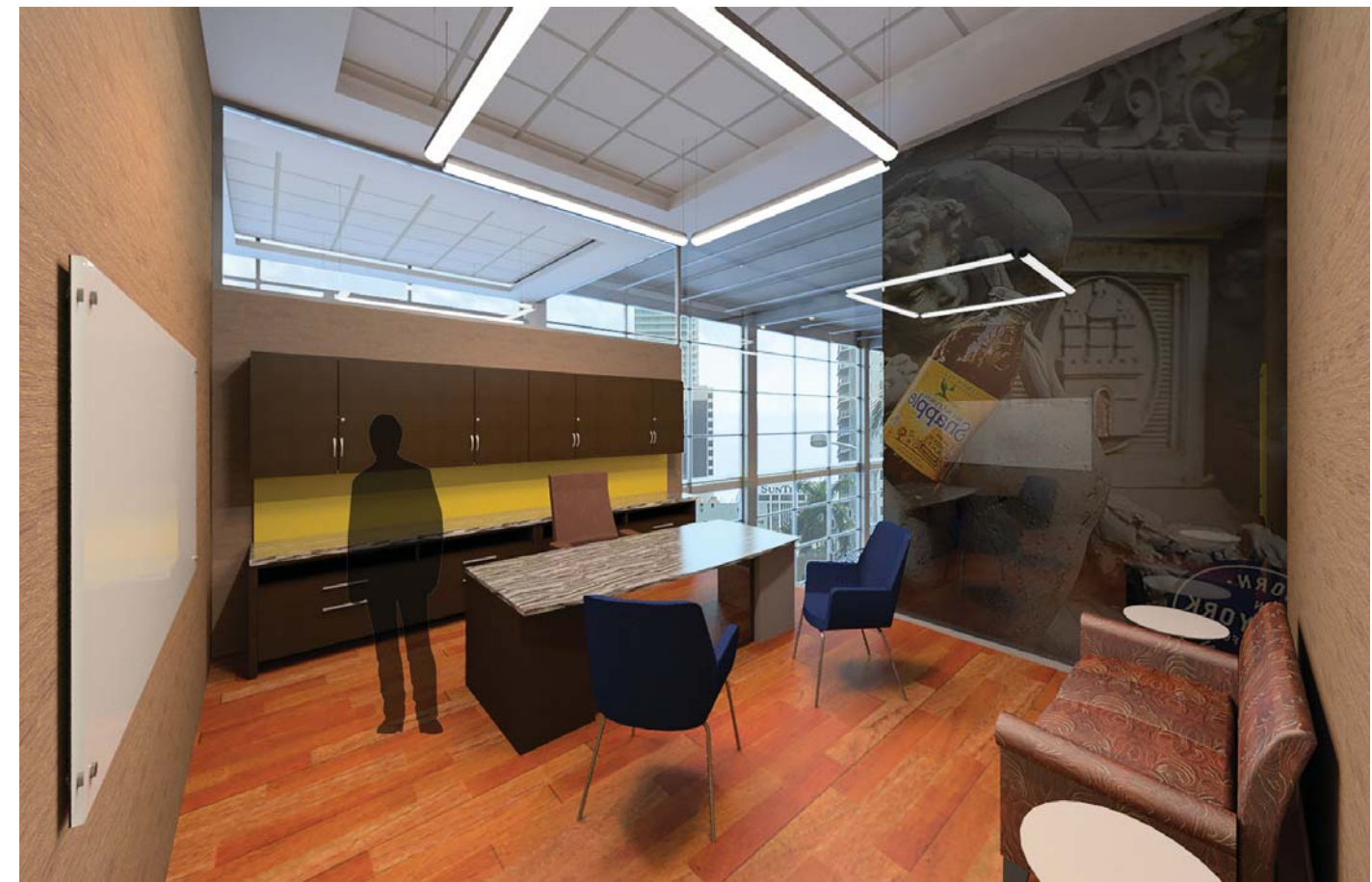
# 4 EXECUTIVE OFFICES





# COO OFFICE

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





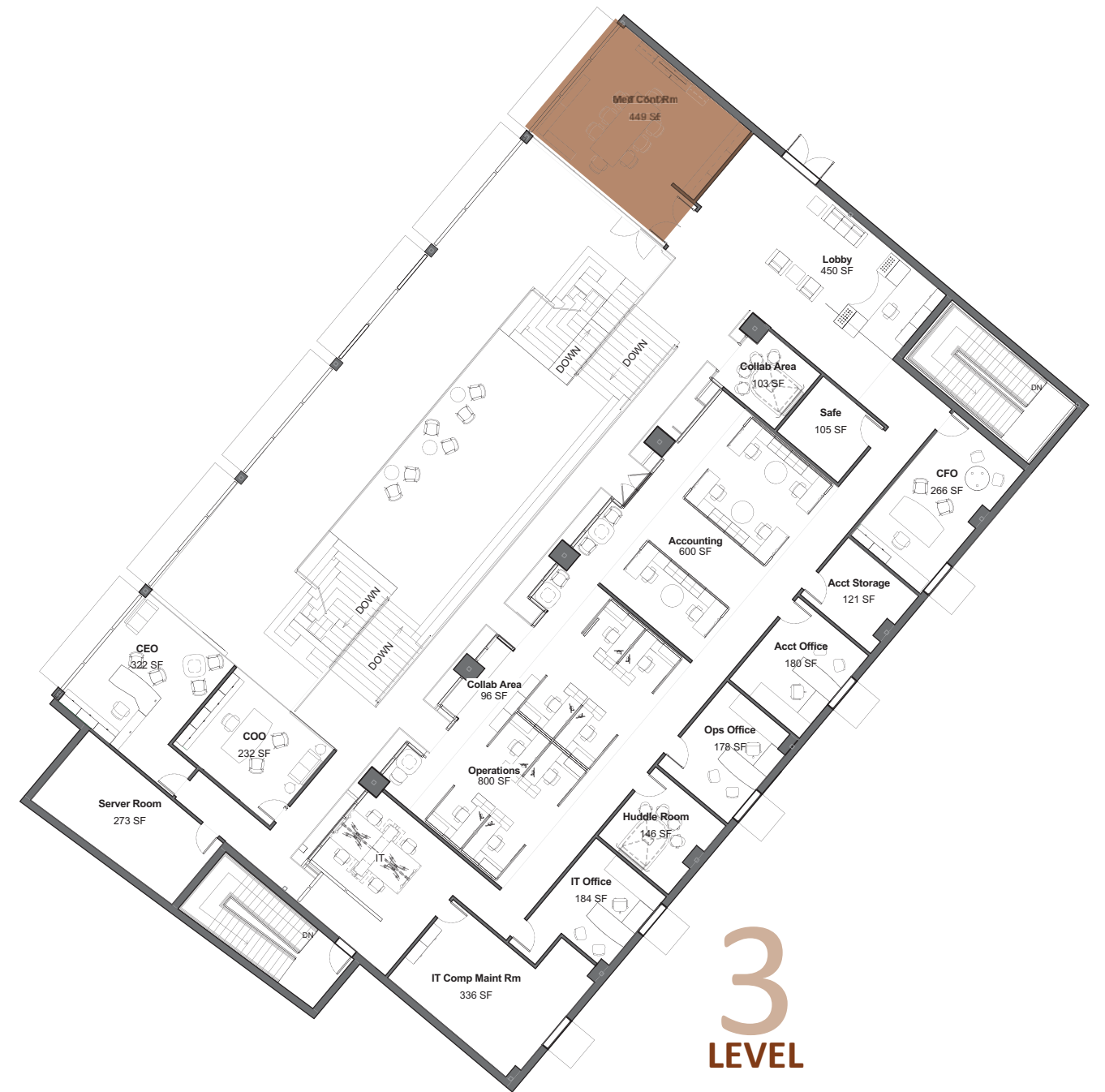


**EXECUTIVE OFFICE**





2  
LEVEL

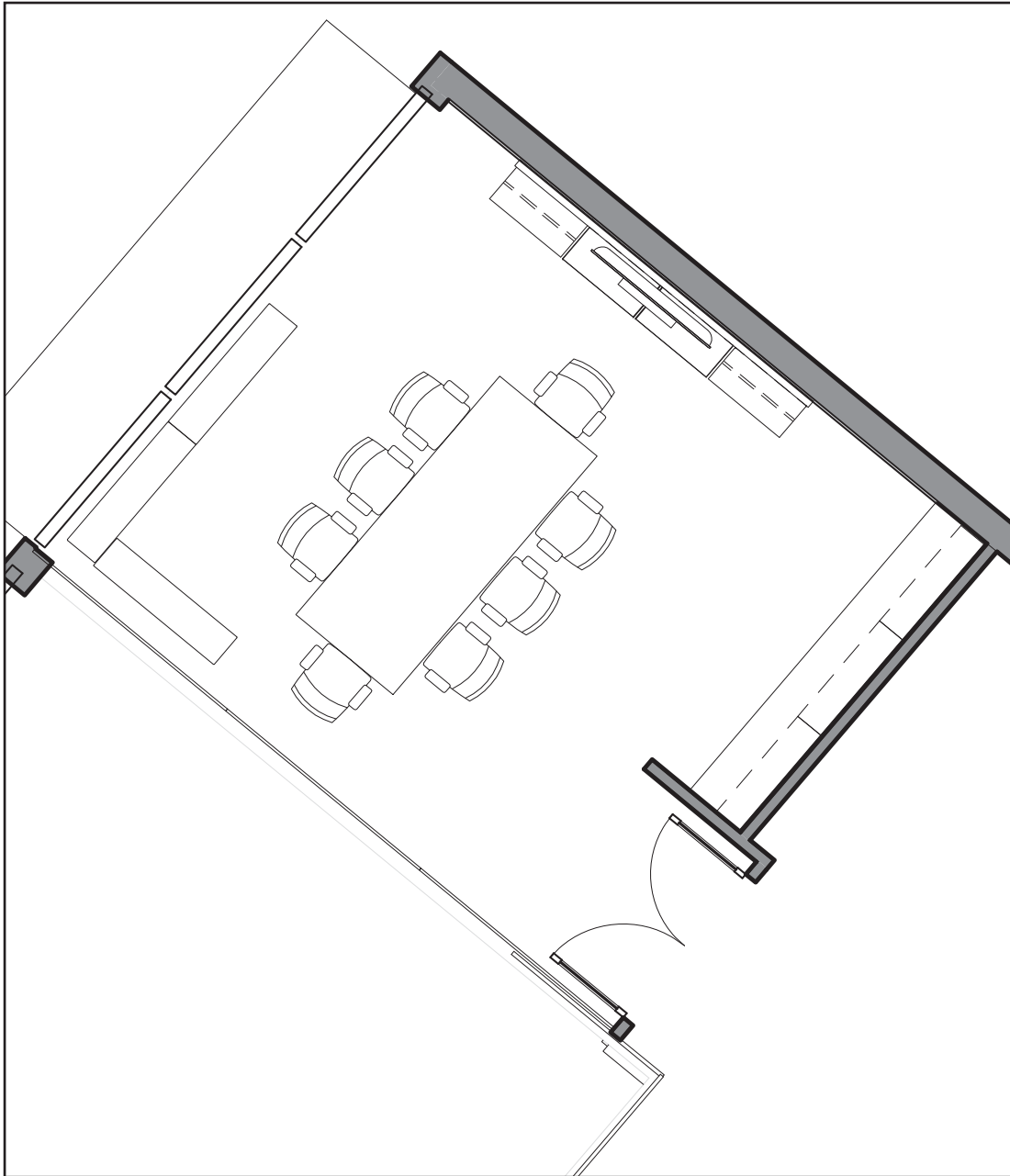


3  
LEVEL

# 2

## CONFERENCE ROOMS





# 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





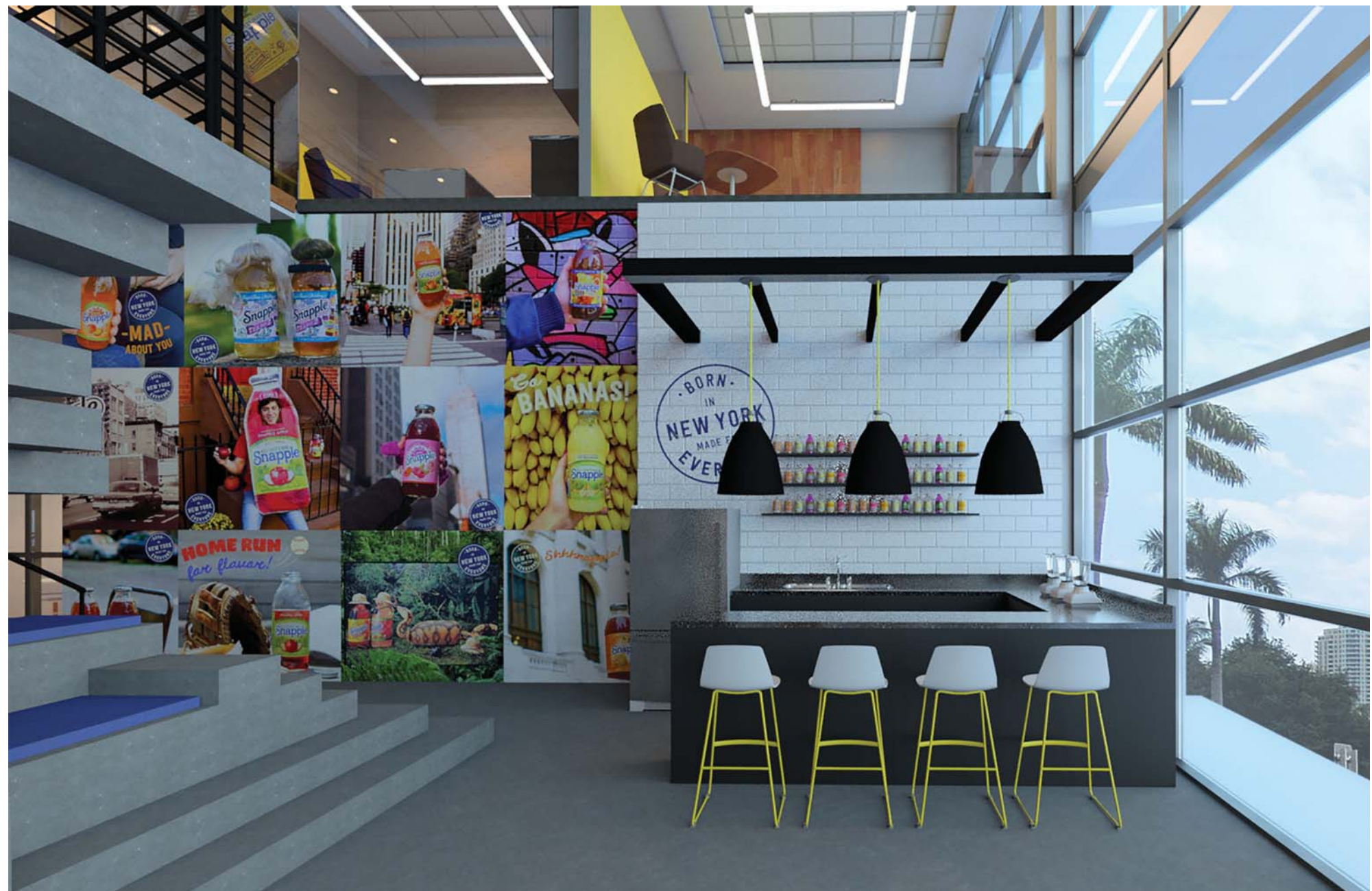
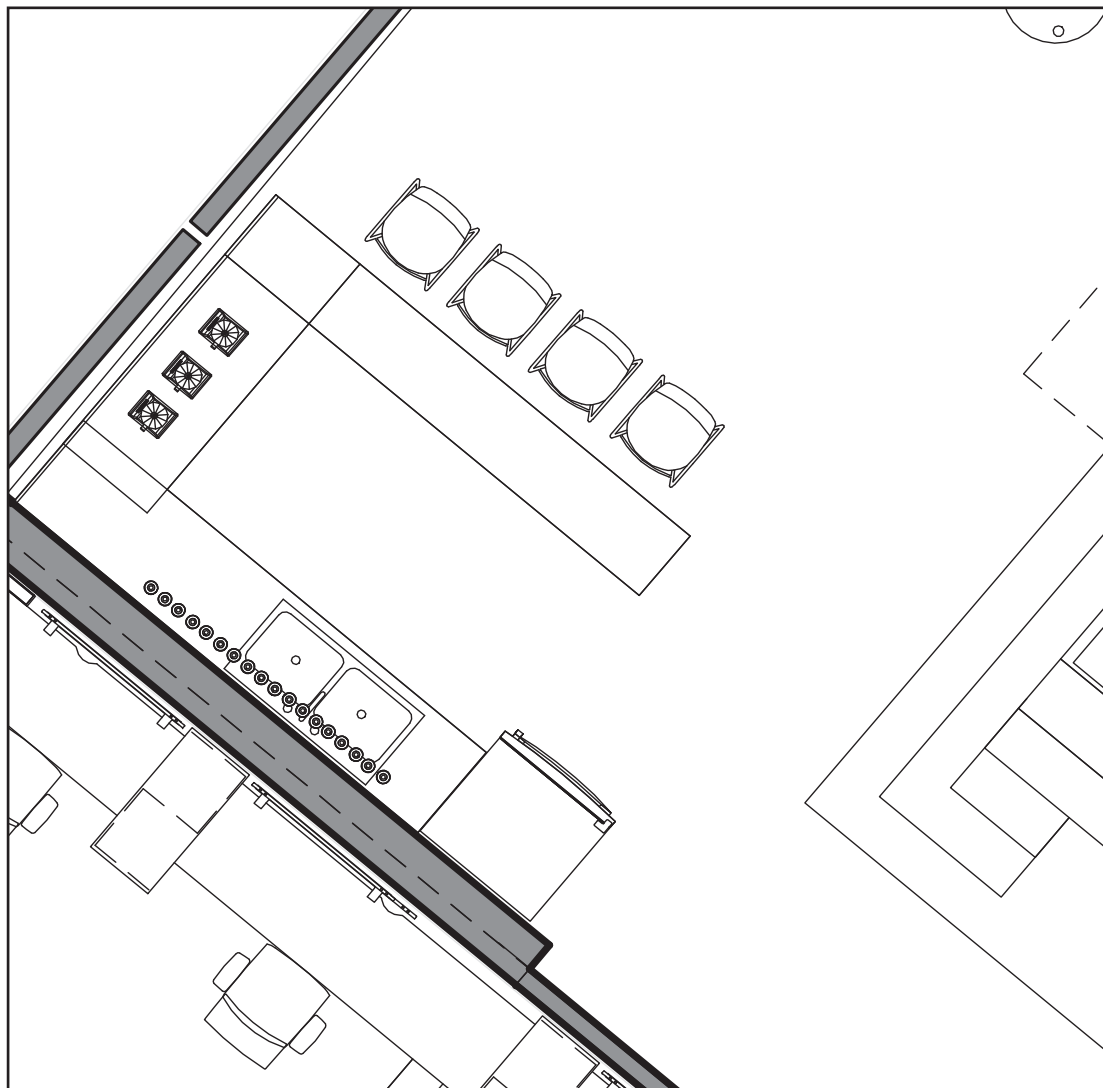


# HIGHLINE

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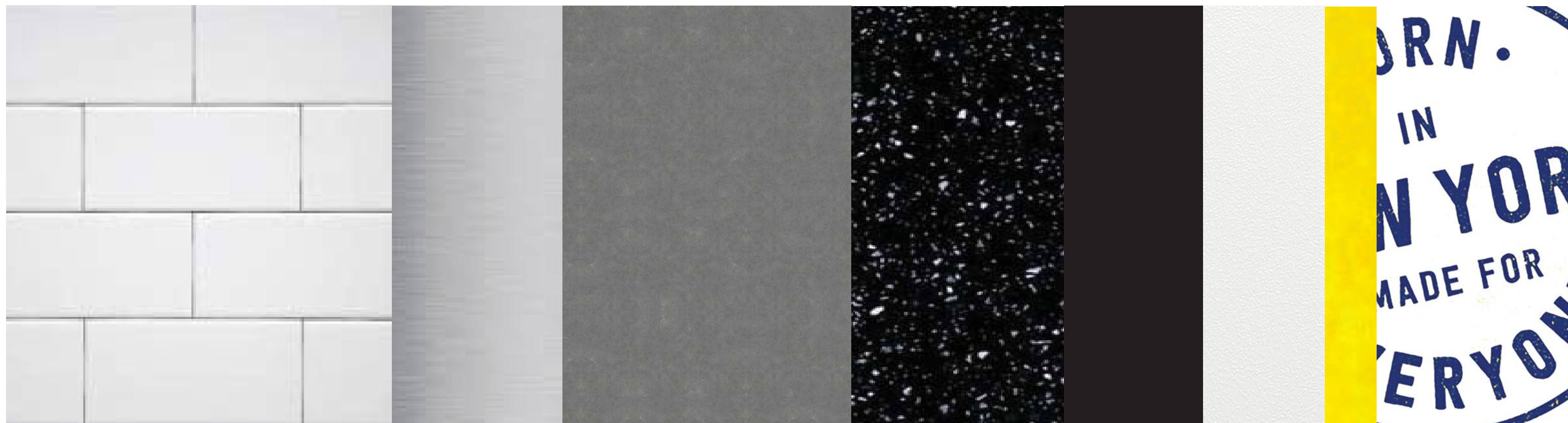




# TEST KITCHEN

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



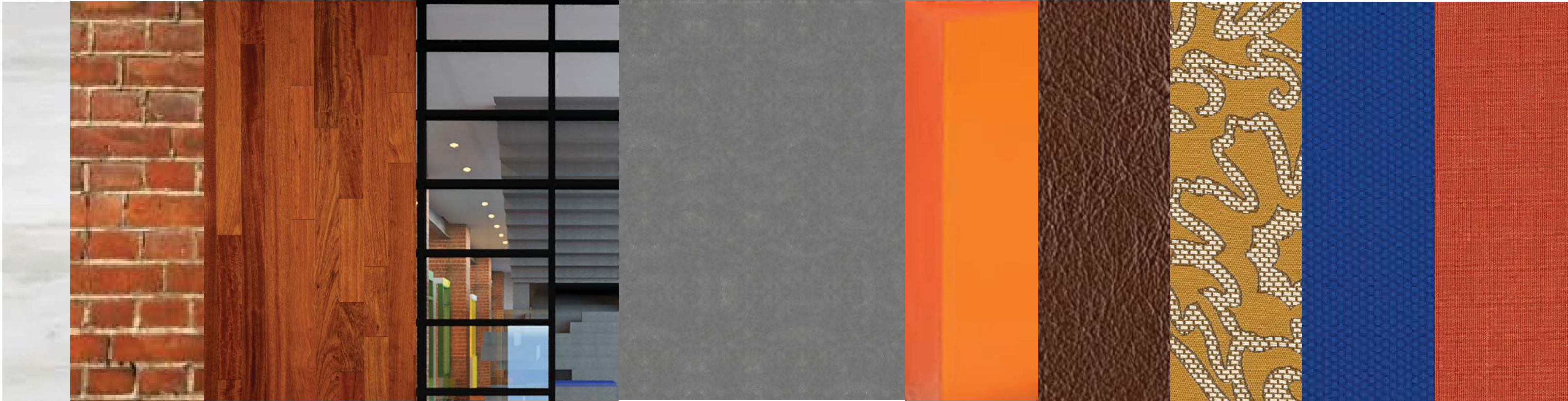


TEST KITCHEN



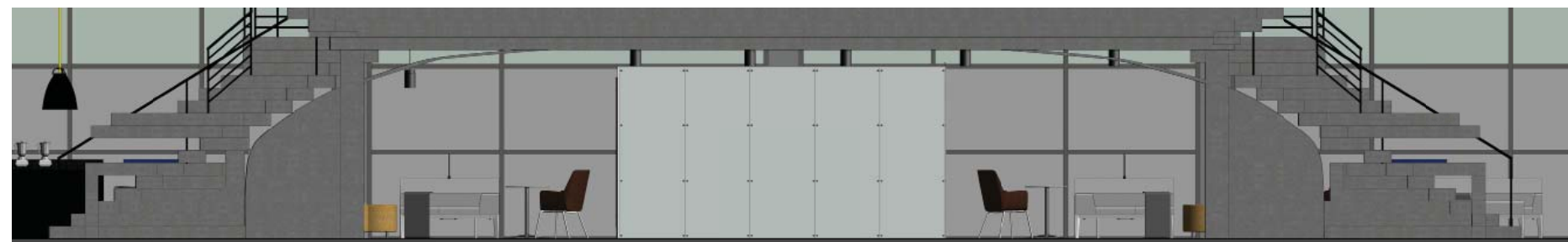




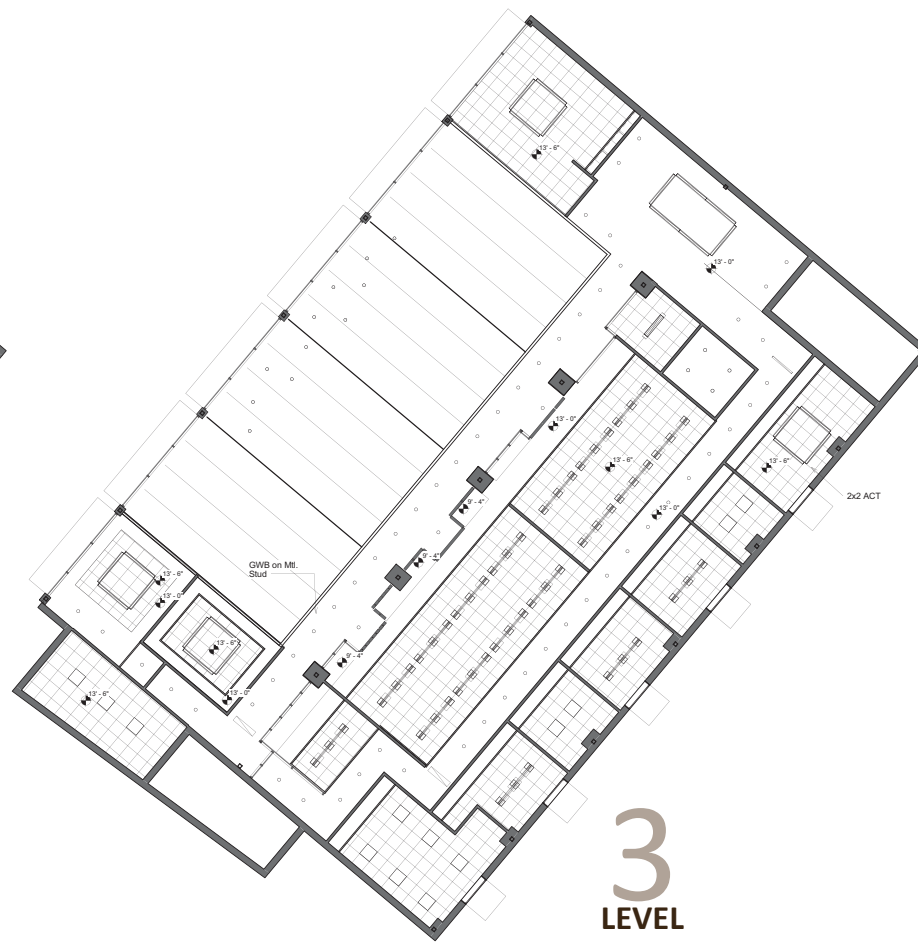
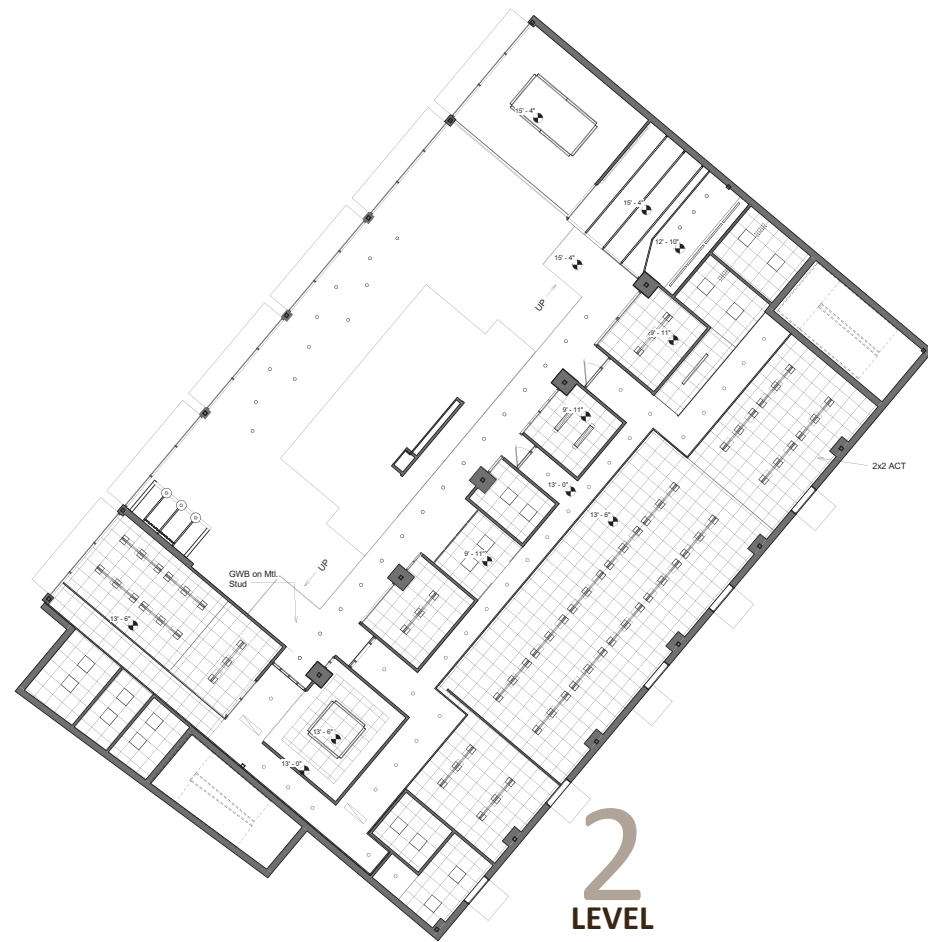


CAFE | HUB









## LEGEND

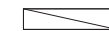


Suspended Direct/Indirect LED Index Wavestream Luminaire



6" LED Recessed Cans

6" Cylinder Pendant Luminaire



Recessed Wall Wash



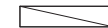
Recessed LED Troffer



Suspended Direct Cirque Luminaire



Suspended Semi-Indirect Luminaire



Open Workspace



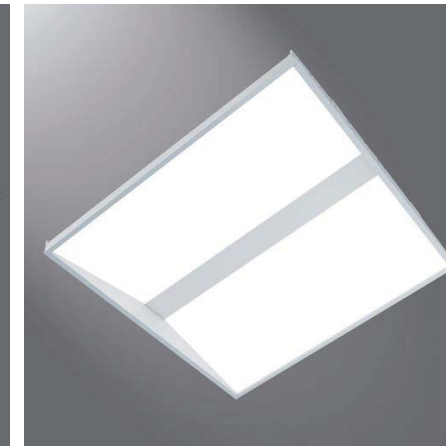
Circulation



Cafe



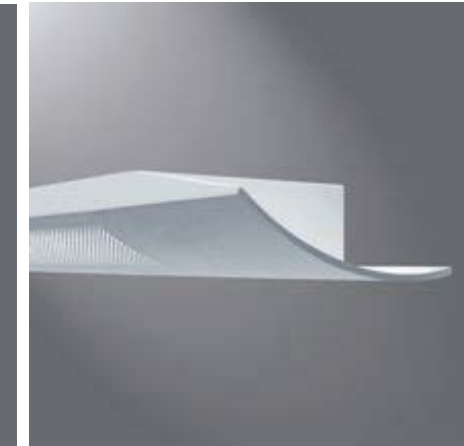
Hallway End



Enclosed Rooms



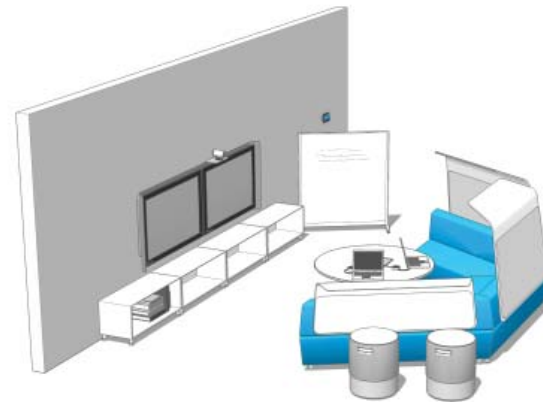
Exec. and Conf. Rooms



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





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