

MADE FROM THE BEST STUFF ON EARTH

Snapple



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

POP CULTURE

Snapple's ubiquity within the pop culture hemisphere reinforces its relevance and youth

GLEEFUL
EXPERIMENTATION

"PLAY OVER
PLANNING"²

FUNKY
BEGINNINGS
("endearing artlessness",
amatuerish labels & ads,
small distributors)

QUIRKY,
FUN
SPIRIT

Snapple ETHOS

"MADE FROM THE BEST STUFF ON EARTH!"

Snapple's funky beginnings made it stand out from the crowd against the other brands competing for the young, health-conscious, New York market; from its cluttered and amateurish labels, its penetration into pop culture, to its unconventional distribution channels of small distributors. Although a change in ownership and marketing strategy caused it serious losses in the 1990's, its durability and growth resurged by returning back to the company's "playful" roots once it switched ownership again.² Today, the company's spirit can be easily be identified by simply looking at their playful color palette, visiting their social media sites or their Youtube channels, where funky and playful videos are constantly being churned out for their consumers. For over 40 years, the company has remained true- to its spirit, its values, its New York roots (just look at their Instagram and their "Made in NY" beverage labels), and it's still made from the best stuff on earth.

"ADDING
WHIMSY TO THE
HUMDRUM OF
EVERYDAY"



Late 1970's
Wendy Kaufman, with her heavy Noo Yawk accent, becomes a minor celebrity as the Snapple Lady²

Early 1990's
"Shockmeisters" Howard Stern and Rush Limbaugh are the sponsored spokespeople for Snapple, "conveying genuine and infectious regard for the product and the people behind it"²



Mid 1990's

Snapple gets major product placement on the hit TV sitcom *Friends*, specifically during its 1st season



2011
Snapple is highlighted for comedic effect on *30 Rock*, in an episode about product placement



2013

Snapple's Real Fact about Lady Liberty's Size 849 sandal gets its own Statue-of-Liberty-sized sandal tour of the Big Apple, with the help of Nick Cannon⁴

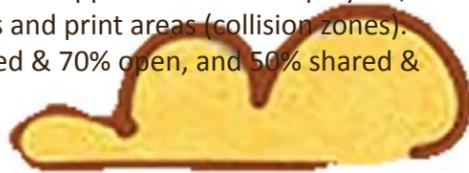


ESSENTIAL PURPOSE

Snapple's values are found in its transparency and accountability, while embracing its roots in its playfulness, quirkiness, youth, and healthy spirit. This project's essential purpose is to provide a workplace for Snapple that fosters effective, productive, and creative work. Such a place should be **a space in which people want to be and in which people want to work.**

PROGRAMMING COMPONENTS

There will be a Lobby and Waiting Area at the entrance of both levels, each one having a conference room directly adjacent to it. HR and Purchasing will be located adjacent to the Lobby on Level 2. The Café and Test Kitchen will be located on Level 2, and will serve as a backdrop against which the public zone will be located. QA, Marketing, and Sales will be located adjacent to the Test Kitchen area. Level 3 will house Executives, IT, Operations, and Accounting. Both levels will offer support areas for employees, including collaboration rooms and print areas (collision zones). The space will be 30% enclosed & 70% open, and 50% shared & 50% private.



MAIN GOALS

The design should **connect employees** with company values (communicate meaning), support **focus**, promote **interaction and friendship**, provide **choice** and different space types, and **improve mood** (Pogue & Locken, gensleron.com).

DOMINANT FEATURES

The dominant features of the design will support Snapple's strong **identity in its home, New York City**. A large open area created by the mezzanine will help create the feeling of a **city within the building**. A **grand staircase will be the dominant focal point, with its design inspired by the outdoor playgrounds** Snapple helps build for children nationwide. The staircase will feature a large landing that will foster interaction among those walking upon it, or below it for circulation. The use of the **frame archetype will be used to create "storefronts"** that will lead to the company's departments, similar to the storefronts found along NYC neighborhoods.

CRUCIAL ASPECTS

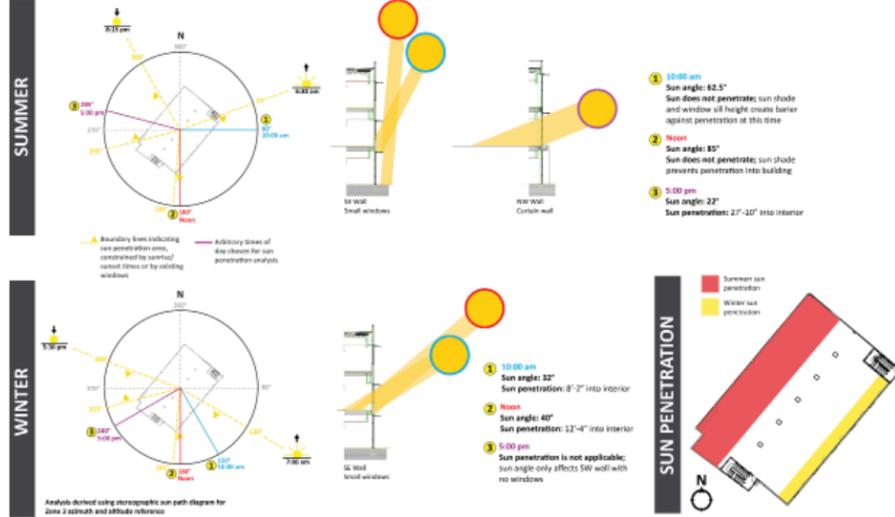
The staircase landing should be attractive and promote interaction, both on the landing and directly below, through which people can walk and gather- **a hub for employees** that provides permission for public use. The Test Kitchen should be as a showroom, where guests can be invited to enjoy exciting new product development. Lastly, the design should consider a **balance between spaces for focused work and places of interaction.**

concept development

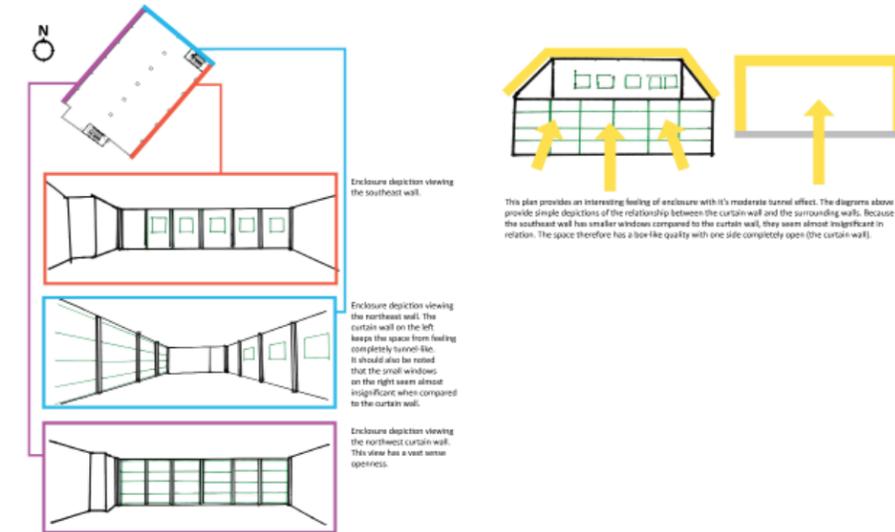


SITE & BUILDING ANALYSES

SITE ANALYSIS | light



BUILDING ANALYSIS | enclosure

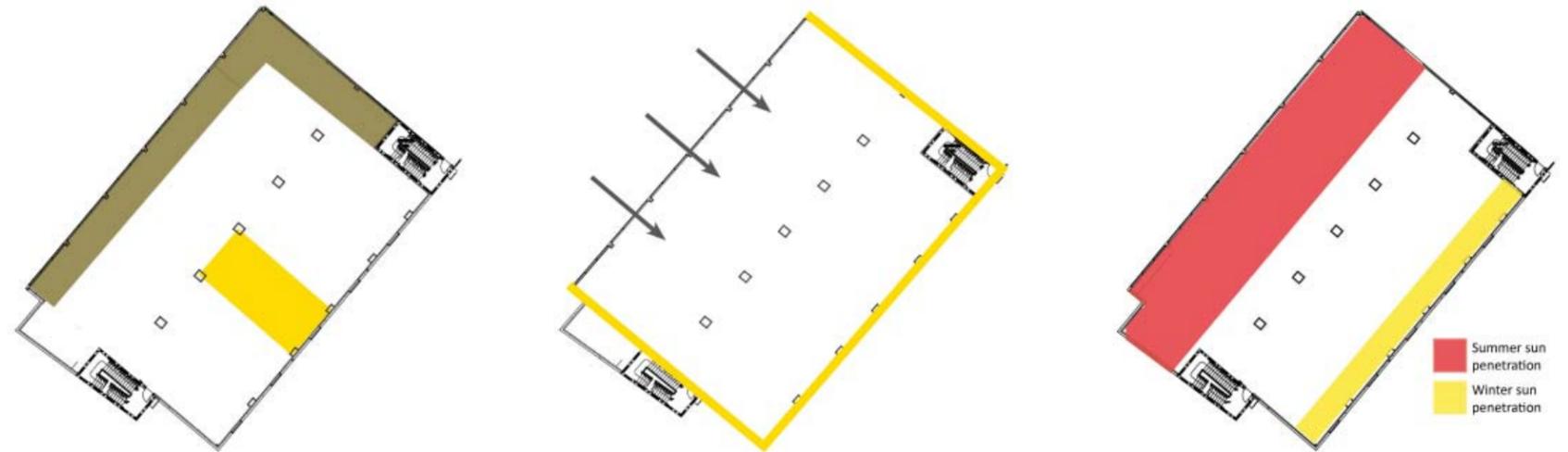


BUILDING ANALYSIS | public + private zones



CONCLUSION | dominant issues

The following diagrams represent the three most dominant considerations to be aware of during the space planning and design process.



The 800 SF bays (yellow) created by the column grid system will contribute greatly to the design of the space in terms of boundary lines and orientation for specified areas. The area parallel to the curtain wall and on the NE wall (grey) will also be considered, as these may be more public areas and may be used for circulation in some ways; the NE wall is attached to the rest of the [greater] building, and may be the main entry point, and the curtain wall faces the exterior entrance area and parking lot.

The relationship between the curtain wall and the surrounding walls create a box-like quality, with one side completely open, creating somewhat of a tunnel effect. Besides the light that will enter as a result, this building's space planning needs to take into account this distinct enclosure.

Although one of the longest walls of the building is a curtain wall, its position in relation to the sun path keeps it from having the winter sunlight entering during these months (the small windows will get a moderate amount of sun around 10:00 am in the winter. The summer sun, however, will penetrate approximately 27" through the curtain wall around 5:00 pm in the summer. This is a quality to consider with regard to heat gain and glare.

PROGRAM ANALYSIS

PROGRAM ANALYSIS | space descriptions

Lobby & Waiting

Purpose

- Primary entry into office area
- Give/receive information
- Moderate behavior
- First impression

Activities

- Receive visitors (meet and greet), waiting
- Wayfinding
- Offer complimentary beverage

Space

- 260 SF
- Should feel generous in size; welcoming
- Establish clear pattern of circulation

Relationships

- Should be clearly visible upon entering the space- 1st pt of contact
- Must be near HR
- Must have access to Café (complimentary beverage)

Light and Air

- Provide natural light

Test Kitchen

Purpose/Activities

- Responsible for generating new ideas, flavors, beverage offerings
- Testing, creating beverage variations/new beverages

Space

- 500 SF

Relationships

- Adjacent to Quality Assurance (inspections, collaborative work)

Light and Air

- Some natural light desired

Café

Purpose

- Offer selection of snacks and beverages for employees & visitors
- Collision zone

Activities

- Eat/drink
- Interact

Space

- 800 SF
- Generous, open area with more private areas offered, as well

Relationships

- Adjacent to Quality Assurance
- Visually accessible to all; easily accessible to all departments

Light and Air

- Natural light preferred

Marketing

Purpose

- Responsible for increasing market share and revenue/profitability
- Represents and communicates the "face" of the company to consumers
- Communicates the brand and its values to the rest of the company
- Knows the consumer

Activities

- Market research
- Department meetings
- Emails, desk work
- Idea generation

Space

- 744 SF
- Generous, creative environment
- Quiet zone

Relationships

- Adjacent to sales and purchasing
- Visually accessible to rest of company

Light and Air

- Offices should have natural light

Sales

Purpose

- Responsible for company salesforce
- Promote and maintain flow of orders from customers
- Nurture relationship with wholesale and retail distributors
- Increase sales volume

Activities

- Phone call, emails, desk work
- Meetings with distributors, "wine and dine"
- Sales training
- Department meetings

Space

- 858 SF

Relationships

- Adjacent to Marketing and Purchasing
- Must have visual access to café area

Light and Air

- Offices should have natural light

Quality Assurance

Purpose

- Responsible for ensuring products meet quality standards
- Maintain processes and policies to coordinate and assure quality
- Improve effectiveness/efficiency
- Reduce defects (7 wastes)

Activities

- Training
- Documentation
- Inspections
- Department meetings
- Improvement projects
- Emails, desk work

Space

- 201 SF

Relationships

- Adjacent to Test Kitchen (where the products are created)
- Must be near Operations, as well - quality control processes

Light and Air

- Offices should have natural light

Purchasing

Purpose

- Procurement of supplies/resources/material
- Supply chain management

Activities

- Order-placing
- Emails, phone calls, desk work
- Deal with suppliers/vendors
- Receive quotes/bids
- Verify invoices
- Inspection
- Maintain purchase records

Space

- 414 SF

Relationships

- Adjacent to Sales (Counterpart), Operations (Supply Chain), Accounting (A/P, Budget), and Marketing

Light and Air

- Offices should have natural light

Executive Suite

Purpose

- House C-level executives
- Set example for corporate culture
- In line with stakeholder values and expectations

Activities

- Receive visitors (conference)
- Phone calls, meetings
- Board meetings
- Conferences with department heads

Space

- 866 SF

Relationships

- Must be near Accounting
- Should be accessible/somewhat visible to all other departments

Light and Air

- Offices should have natural light

Accounting

Purpose

- Financial support to organization
- Provide company with records that determine financial position and how to run cost effectively
- A/P, A/R, Payroll, Inventory, Fixed Assets

Activities

- Work at computer
- Phone calls
- Department meetings
- Communication with Purchasing, esp. re: A/P, budgeting

Space

- 604 SF
- Quiet zone

Relationships

- Must be near Exec. Ste.
- Must be near Purchasing

Light and Air

- Offices should have natural light

IT

Purpose

- Network/data/security support department
- Develops and maintains internal desktop network of company
- Access to all company data
- Services the the rest of the company to ensure full, permissible, access by all / Technical support

Activities

- Programming
- Helpdesk calls/emails
- Personal/on-site/at-desk help (travel throughout company)
- Data mining

Space

- 447 SF
- Quiet zone

Relationships

- Adjacent to Server

Light and Air

- Offices should have natural light

Human Resources

Purpose

- Manage employee relations
- Recruitment, training/development, compensation and benefits, compliance

Activities

- Meeting with potential/new employees/ Orientation meetings
- Training sessions
- Emails, phone calls, deskwork

Space

- 340 SF

Relationships

- Adjacent to Lobby

Light and Air

- Offices should have natural light

Operations

Purpose

- Process improvement; Workflow excellence
- Responsible for execution of "day-today" business
- Manages effectiveness/efficiency of how company runs
- Quality Control of business dealings
- "Touch" almost all parts of business
- Works with almost all departments to make sure resources, materials, etc. are sufficient to run effectively
- Strategic business development
- Supply chain/Logistics
- Establishes and standardizes Best Practices
- "responsible for planning, overseeing, directing and evaluating the office's fiscal function and performance"

Activities

- Department meetings
- In-house projects with frontline employees to executives
- Interdepartmental meetings for projects/check-ins
- Emails, phone calls, desk work
- A lot of data work- possible data mining

Space

- 501 SF
- Generous space for hands-on process work
- Relationships MUST be accessible to all other departments; all other departments must be accessible to Operations
- Should be relatively near IT due to data mining questions/ access
- Should be relatively near Finance (Accounting) due to profitability forecasts
- Adjacent to Purchasing- due to Supply Chain Management

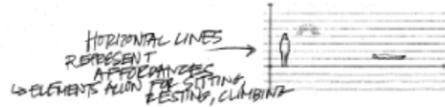
Light and Air

- Offices should have natural light

CONCEPT | exploration + modeling

Elevated Horizontal Planes | Ching, Architecture: Form, Space, & Order

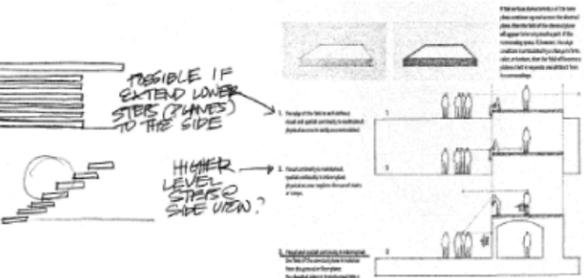
According to Ching in Architecture: Form, Space, & Order, a horizontal line can "represent stability, the ground plane, the horizon, or a body at rest". Horizontal elements in various configurations can establish and define specific types of space; as in Gibson's Theory of Affordances, these elements can provide opportunities for users to climb or sit, for example.



Ching describes an **Elevated Base Plane** as a "horizontal plane... [that] establishes vertical surfaces along its edges that reinforce visual separation between its field and the surrounding ground". **Overhead Planes** are located overhead and define a volume of space between the plane and the ground plane. Both **Elevated Base Planes** and **Overhead Planes** will be explored and used in the design of this space (a large, landing can be used as an overhead plane, under which people can walk and gather). The "steps" and hovering plane can serve as retreats from the activity in the surrounding space.

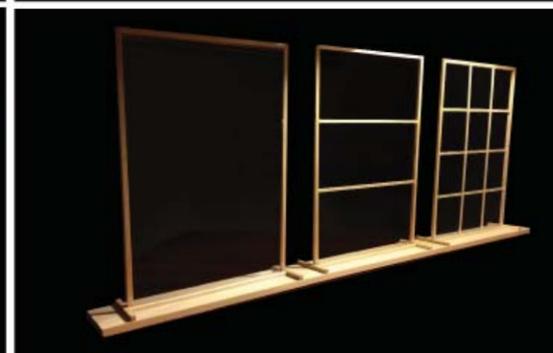
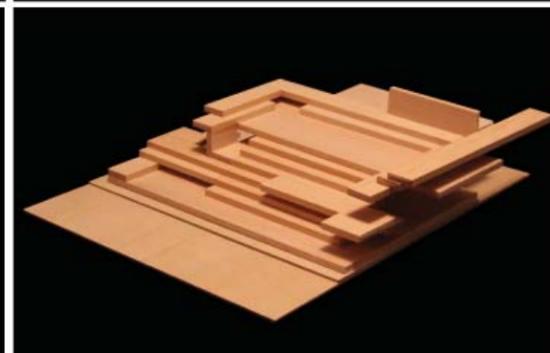
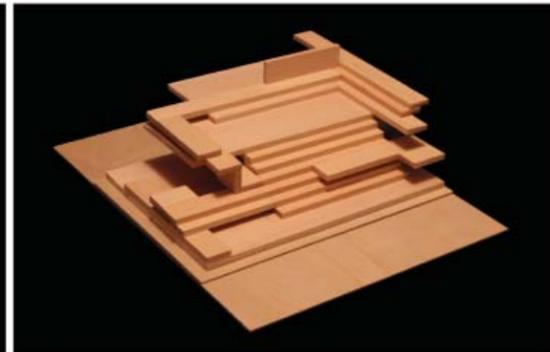
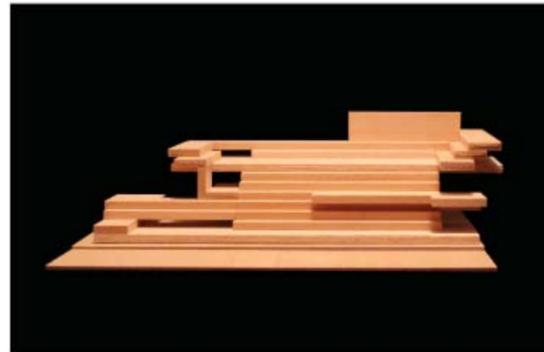
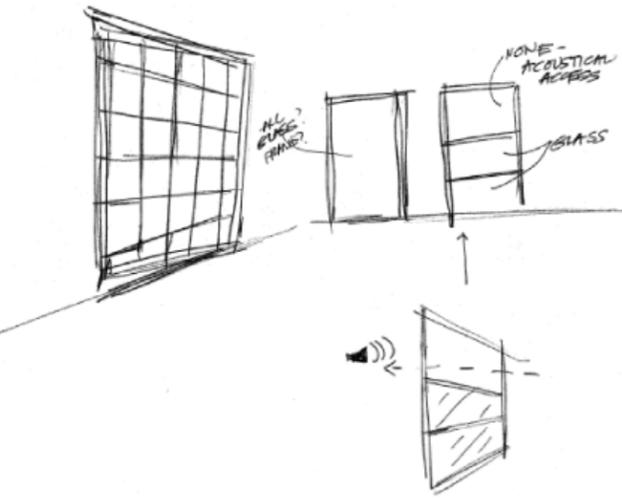


Horizontal planes with strong edge definitions are more distinct, and although there is a "continuous flow of space" across them, they generate a spatial realm within their boundaries.



Frame | Cornell Intypes

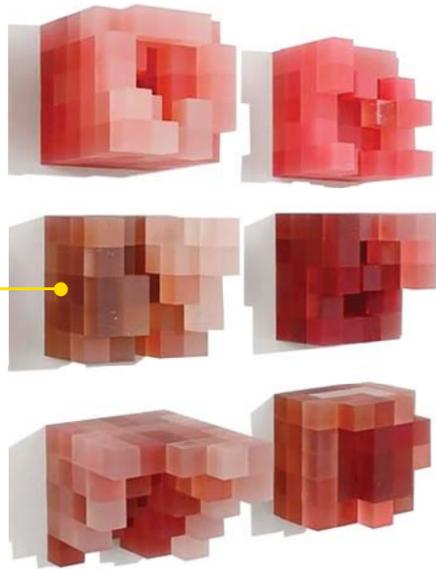
First identified in practice as a movable, lightweight partition used to define a space, the Frame has been interpreted variously since its roots in Japanese house design in the 15th-16th centuries. Today, Frames can be movable, immovable, or in the form of sliding doors. They can offer only visual access, limited visual access (glazed glass), or both acoustical and visual access (in the form of an open framework). Consisting of a metal or wooden frame, in the form of a grid, the Frame delineates space and can create private or semi-private areas, and creates spatial order within a space. The grid framework evolved in the 1990s, with designers manipulating the scale, color, materials and the proportions of the grid, "stretching the once-strict square into rectangular panels, and... play[ing] with the thickness of the partition." (<https://intypes.cornell.edu/expanded.cfm?errID=176>)



elevated horizontal planes

frame

MATERIALITY | image interpretation + modeling



This art installation image was chosen to represent hardness- not so much in its material makeup, but in the configuration of it's parts. The rectilinear cubes stacked one on top of another in various ways create separate shapes that communicate hardness by way of the edges and corners. These are the qualities that make up the image; even the shadows have a sense of hardness to them, as well as the configuration of each completed piece- a grid layout. The variations in color from cube to cube also emphasize the hardness in the boundaries where one ends and the other starts, even without the help of an edge to communicate the same.

Hardness

The image below was chosen to represent transparency for two primary reasons. The first relates to the fact that although it is a literal representation, its unexpected and unconventional application creates intrigue and invites the viewer to assess it in an different way. The second relates to how the image represents transparency; it doesn't present itself so much in the fact that you can see a separate object beyond it, but in that you see the structure of the garment as a result of the transparency. The focus turns to the structure defined by the colorful trim and seams; it is the "structural" piping that lends itself to the transparency, not the transparent material itself. The main quality of this image is clearness- absolutely nothing left to the imagination- further exaggerated by inviting the viewer to know exactly what they would be missing if it were all opaque, through the use of the colorful trim all around. You see it all- even the contours of the garment as a result of the glare from the reflective material.

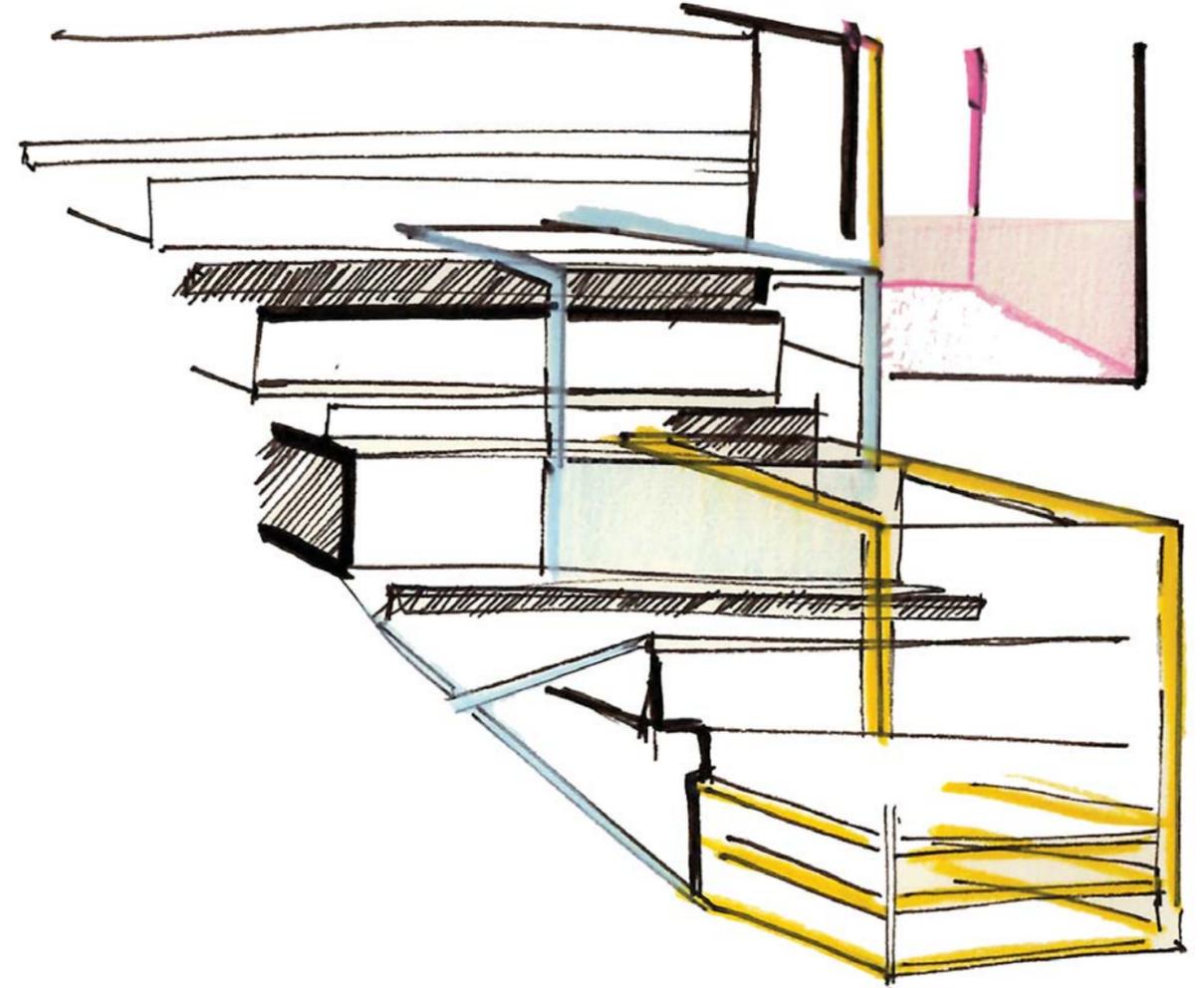


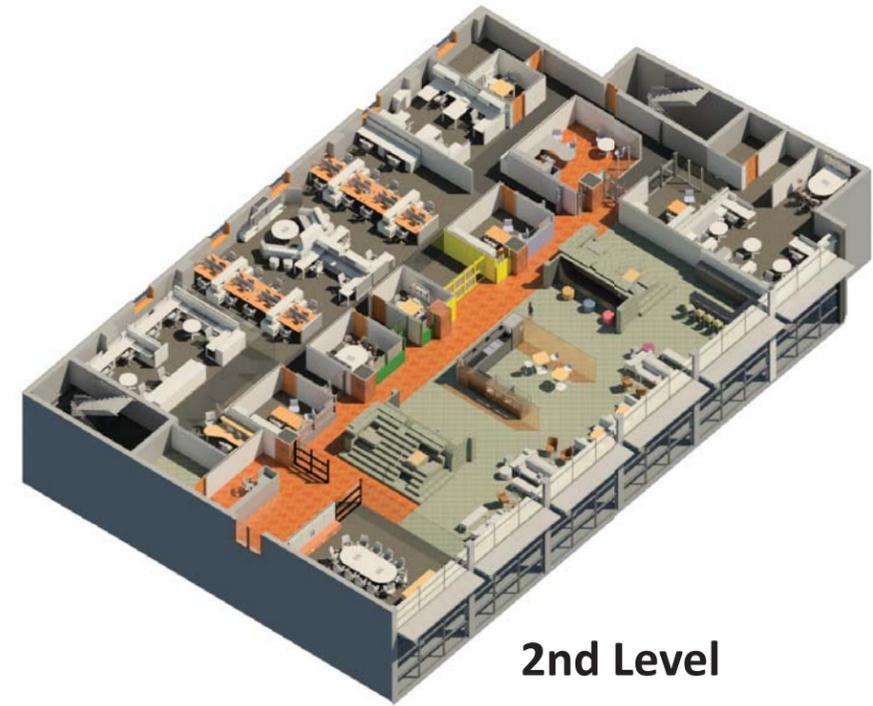
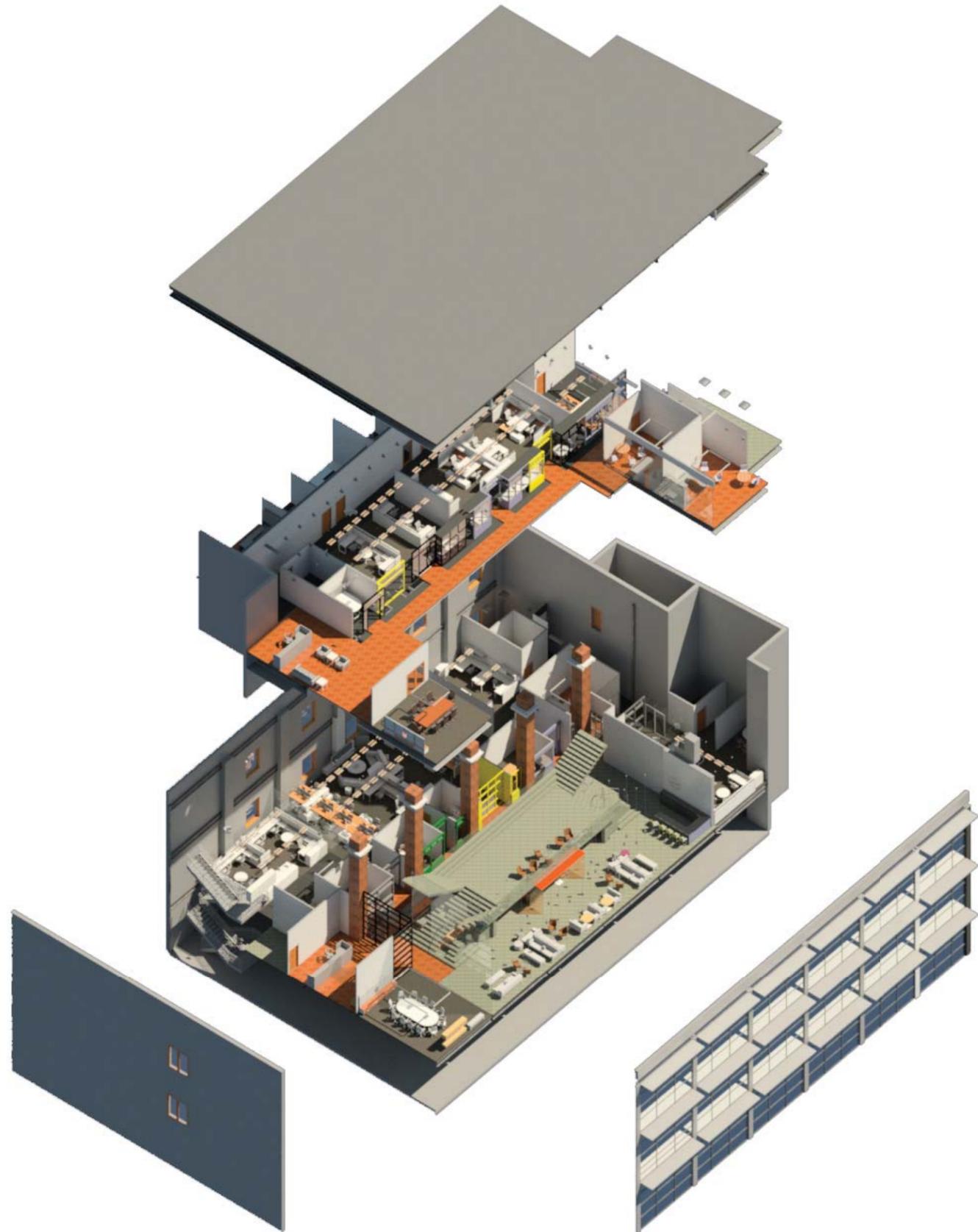
Transparency



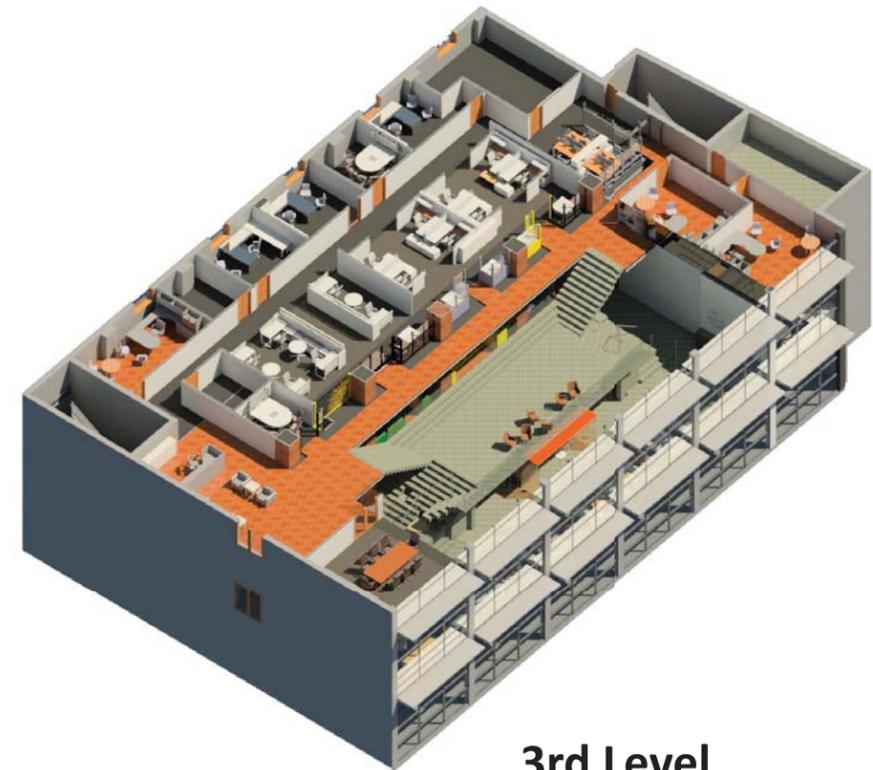
These citrus paintings were chosen to represent translucency. This particular representation is made interesting in that the dimpled, textured, surface creates a colorful diffusion of light, as opposed to a smooth, "frosted" surface. The light undergoes various gradations as a result of the stained glass-like effect. The main quality of this image is softness, created by diffused light. The softness is juxtaposed with the intricacy of the veins, which confine the light by providing sharp outlines and connect each irregular shape to each other. Altogether, they create a sense of mystery and intrigue- of knowing something is beyond and you can see it that it's there, but you can't really see it through the rich color. It makes an ordinary object more interesting.

Translucency





2nd Level



3rd Level

AXONOMETRIC + ISOMETRIC VIEWS

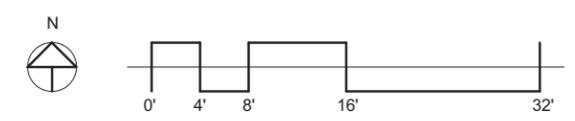


TRANSVERSE & CROSS SECTIONS

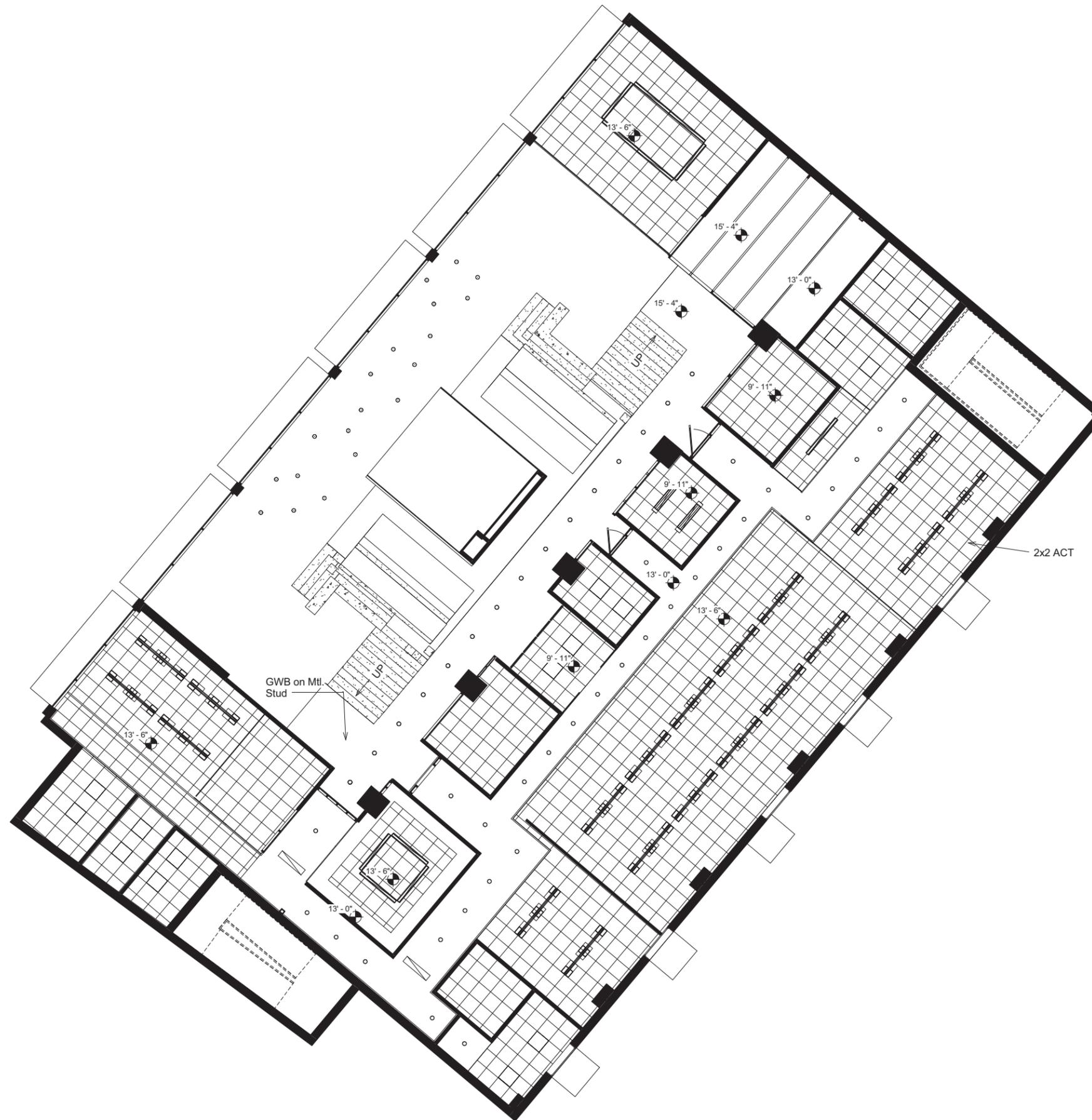


LEVEL 2

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FLOOR PLAN | LEVEL 2

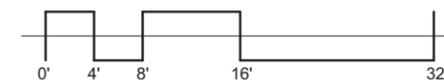


LEGEND

	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

LEVEL 2 | RCP

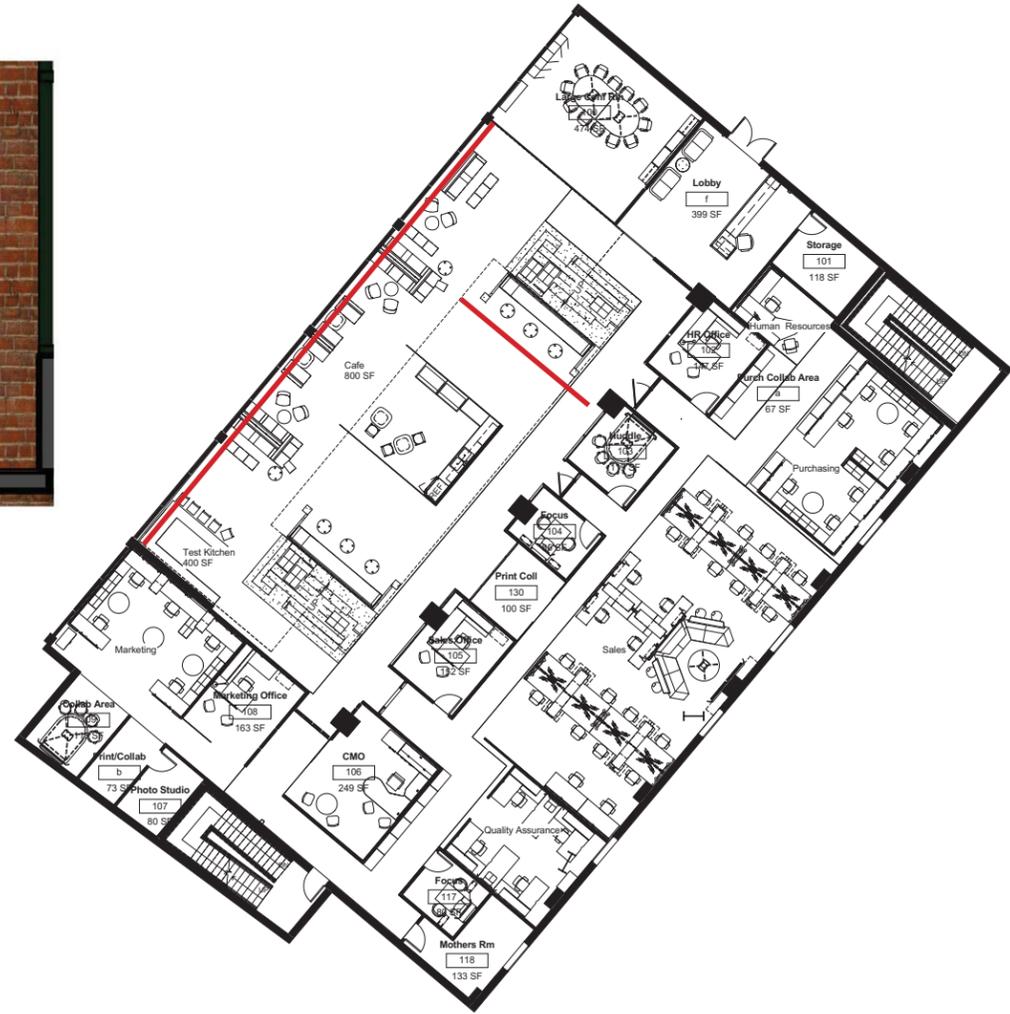
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STEPS OF THE MET

STAIRCASE AND LANDING

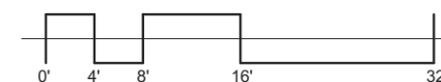


LEVEL 2 ELEVATIONS

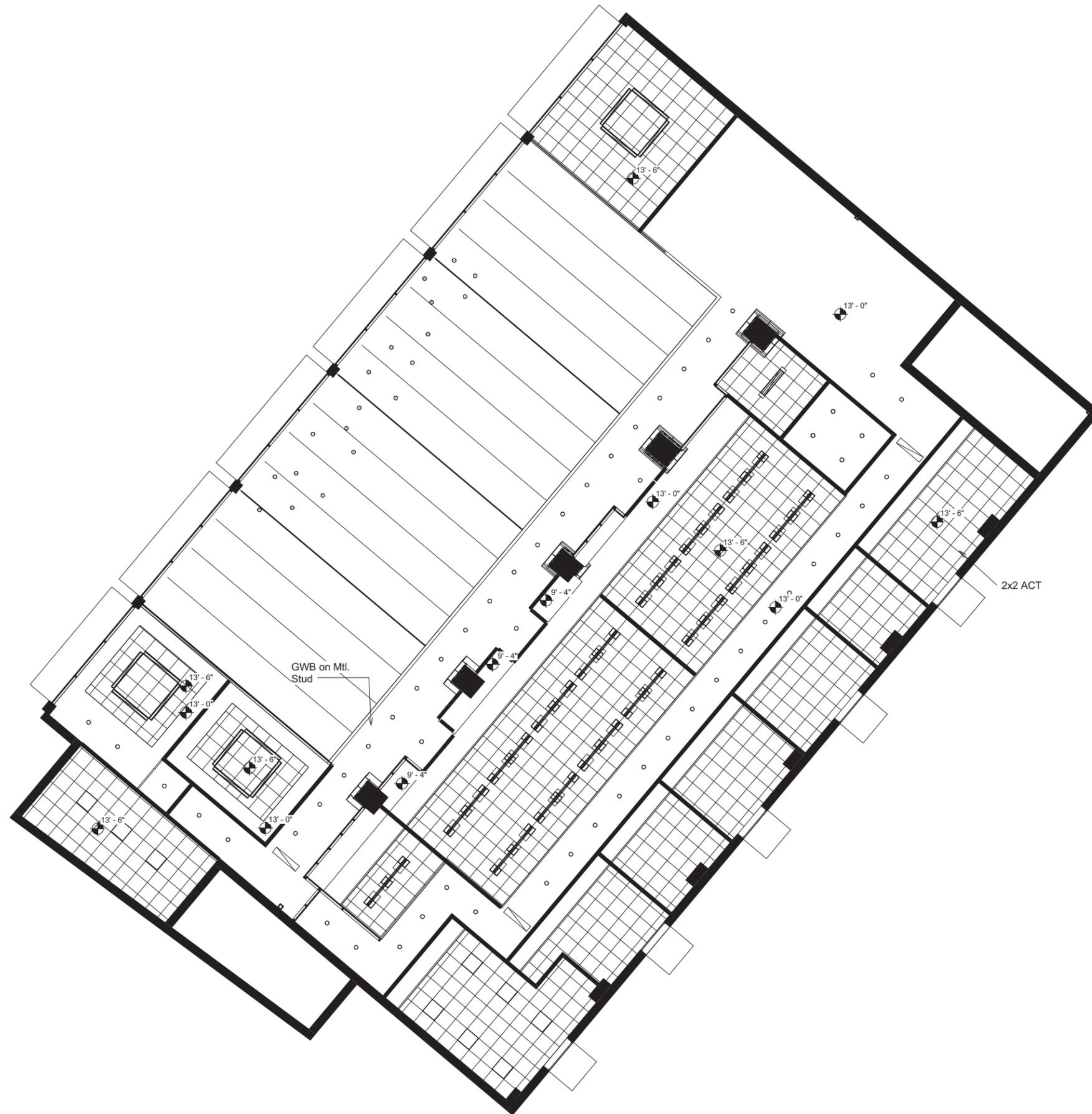


LEVEL 3

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FLOOR PLAN | LEVEL 3

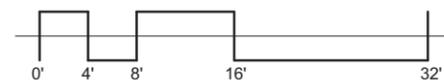


LEGEND

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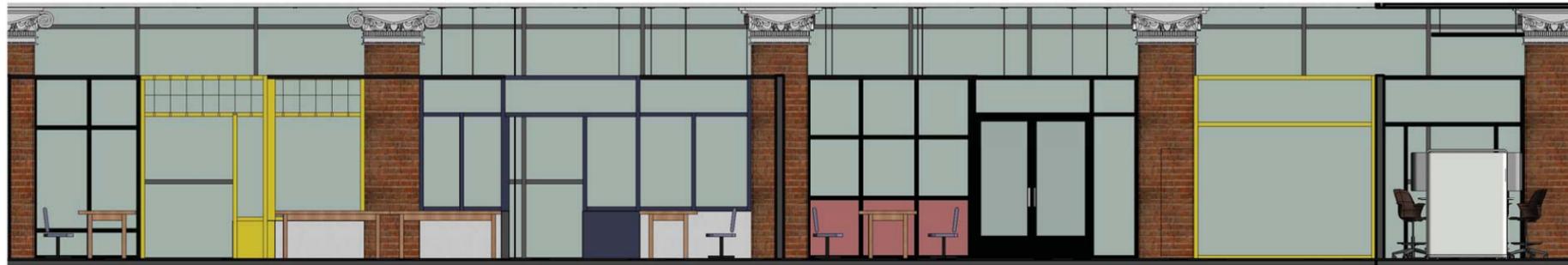
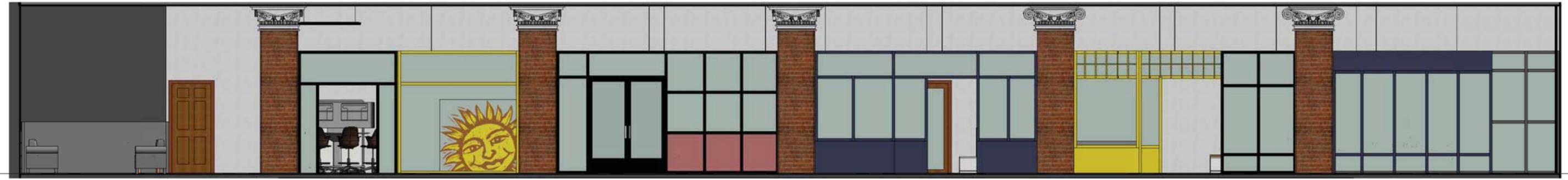
LEVEL 3 | RCP

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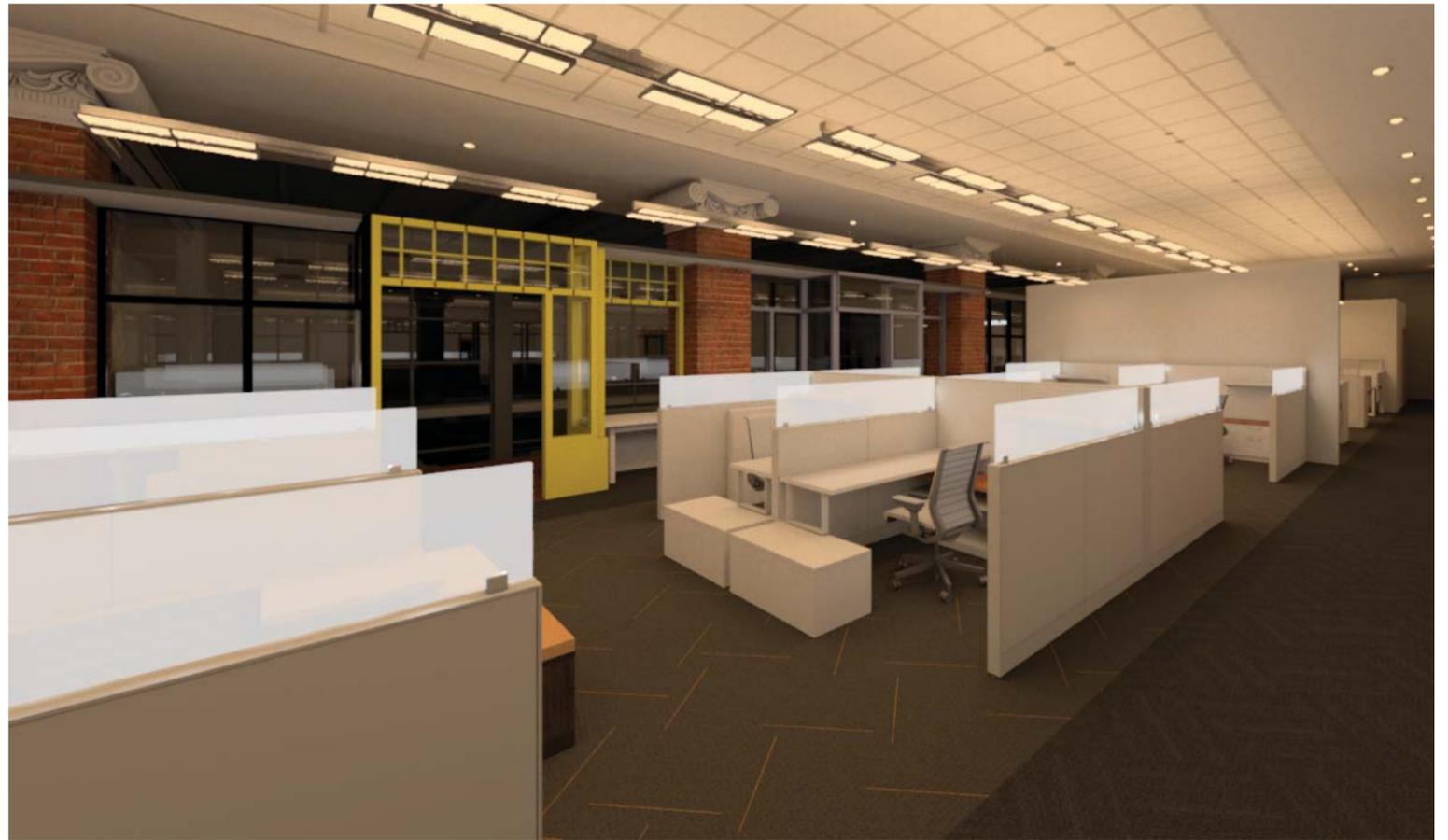
LEVEL 3 "HIGHLINE"

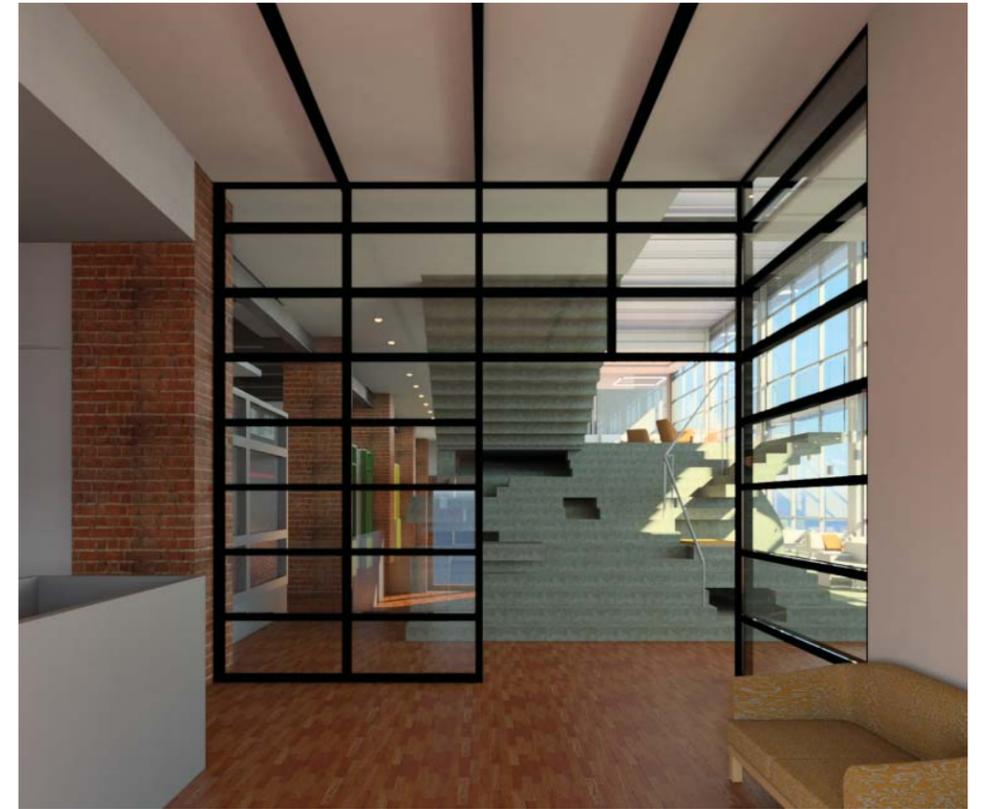


LEVEL 3 ELEVATIONS











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