

BRANNAN



THE TEAM

Rapt

WORK PLACE

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AvroKO

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Dropbox

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ISY

FURNITURE

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DISCOVERY

01

RESEARCH

02

SYNTHESIZE

03

STRATEGIZE

RESEARCH GROUPS

O1

Committee

OFF-SITE

Behaviors & Culture

Guest Experiences

Audiences



Project Principles
Guest Experiences Map

O2

Team

INTERVIEWS

Collaboration

Tools & Resources

Adjacencies



Team Profile
Collaboration Scorecard

O3

Employee

SURVEYS

Working Habits

Current Challenges

Desired Amenities



Limit Distractions
Design with Intention

DEFINE

01

PRINCIPLES

02

NORTH STAR

03

AMENITIES

PROJECT PRINCIPLES



Work

Enhance Productivity
by removing the stress
and pain from work

Human

Focus On People
considering
human needs

Community

Foster A Community
where we're all
in it together

Purpose

Build With Purpose
avoid the
unnecessary

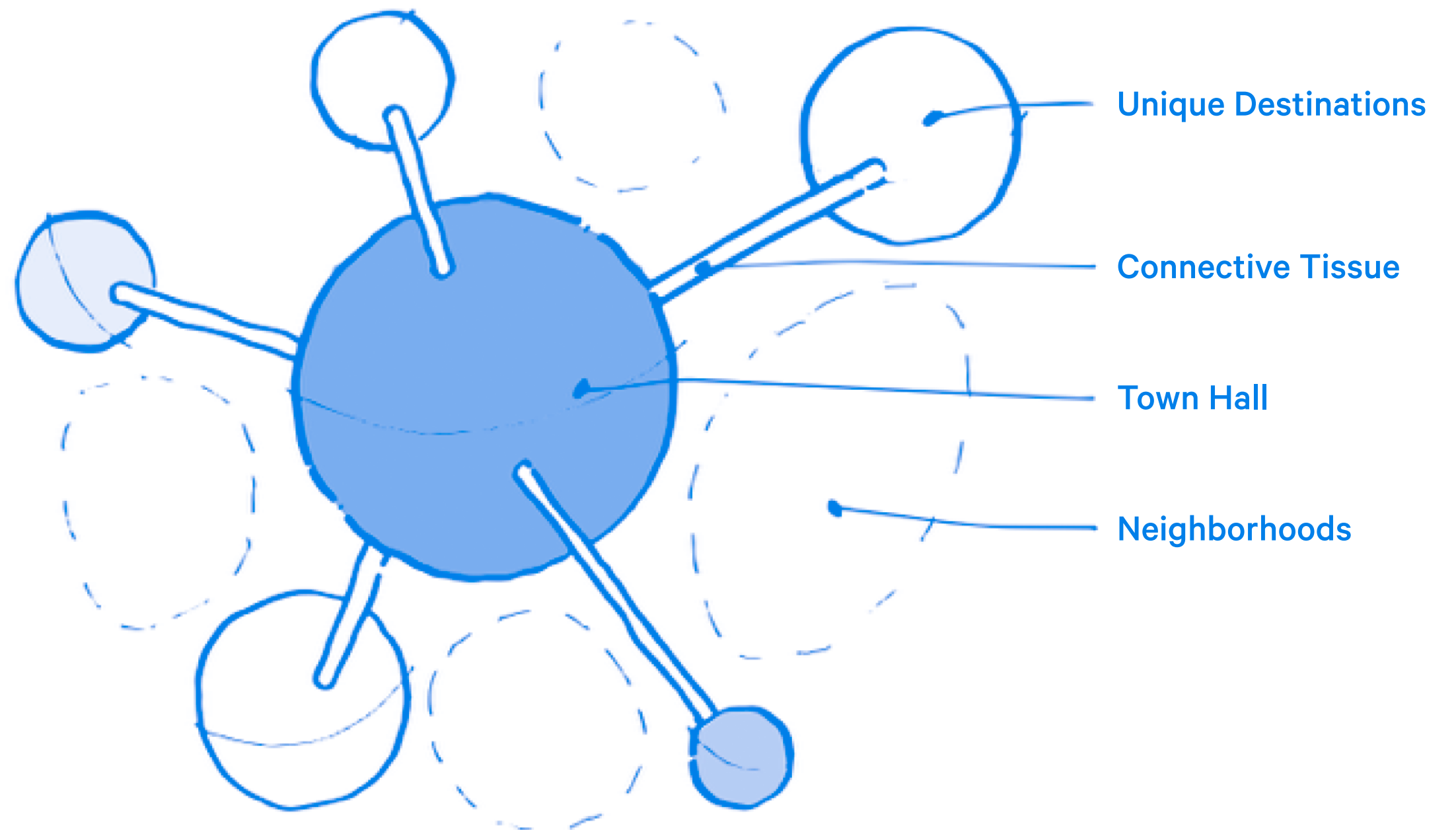
Cupcake

Bake Cupcake
can you smell
the magic?

NORTH STAR

Dropbox will be a radially expanding village—enabling work to occur in all places—with the center acting as the village heart and unique destinations balanced throughout.

A RADIALLY EXPANDING VILLAGE.



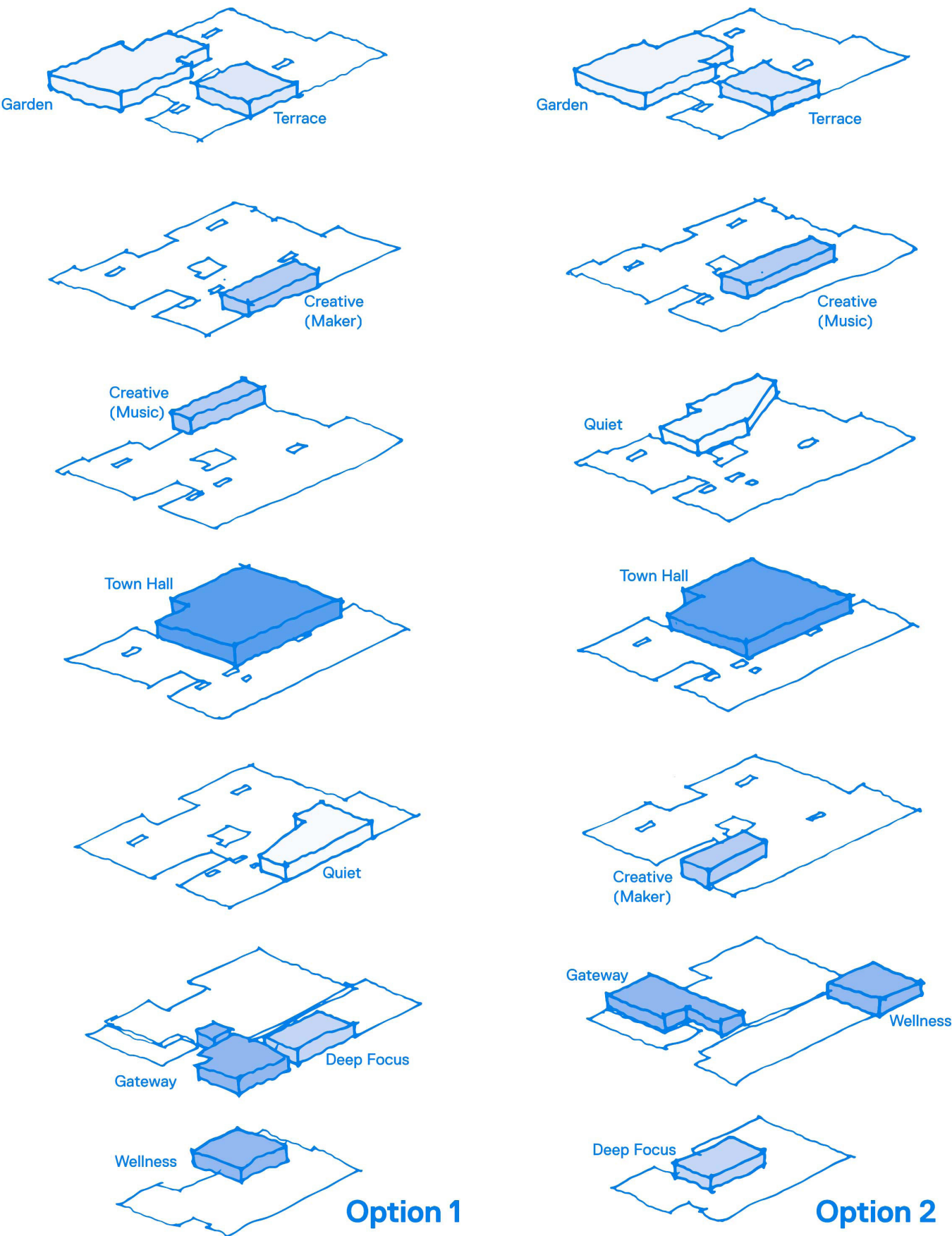
FINAL AMENITIES



DESIGN

- 01
SPACE PLANNING
- 02
CONCEPTING
- 03
FINAL DESIGN

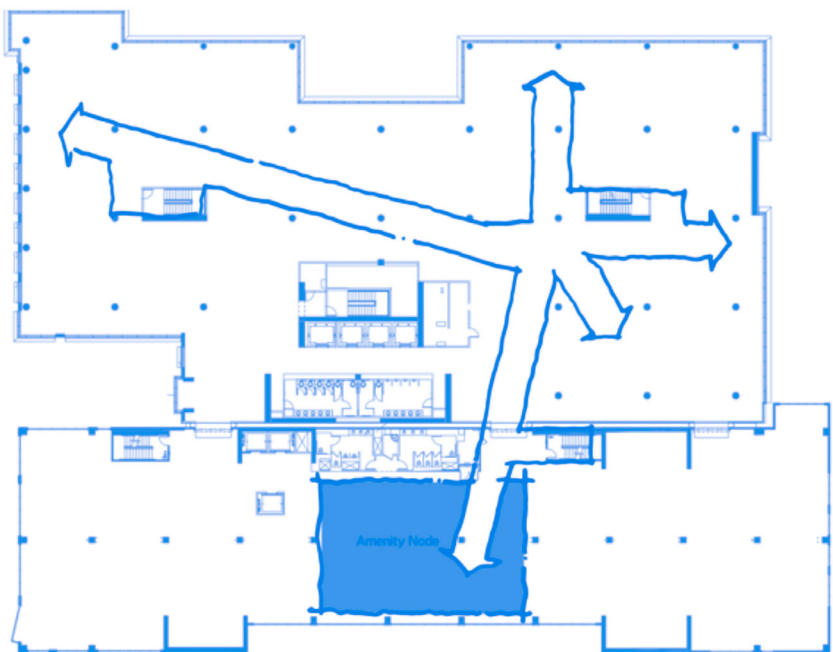
SPACE PLANNING



STACKING DIAGRAMS

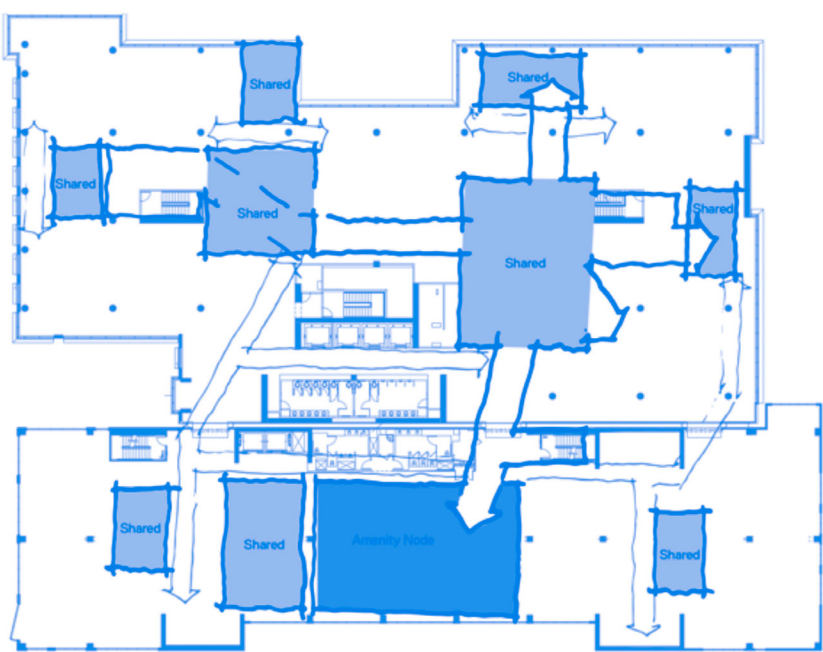
Our North Star states, “unique destinations should be balanced throughout.” As our first step of space planning we used the amenities as our foundational layer for the layout of the office. Our goal was to create horizontal and vertical balance throughout the office, so that each neighborhood has access to at least one major amenity.

CIRCULATION STRATEGY



FREEWAYS

After laying out the major amenities we created paths to these spaces from access points like stairs and elevators. We named these busy paths; Freeways, as they are the most direct ways to get to the space.



INTERSECTIONS

As our second layer we created shared spaces at the intersection of these major paths. These spaces would promote causal, unplanned interactions with coworkers and provide a better sense of community.

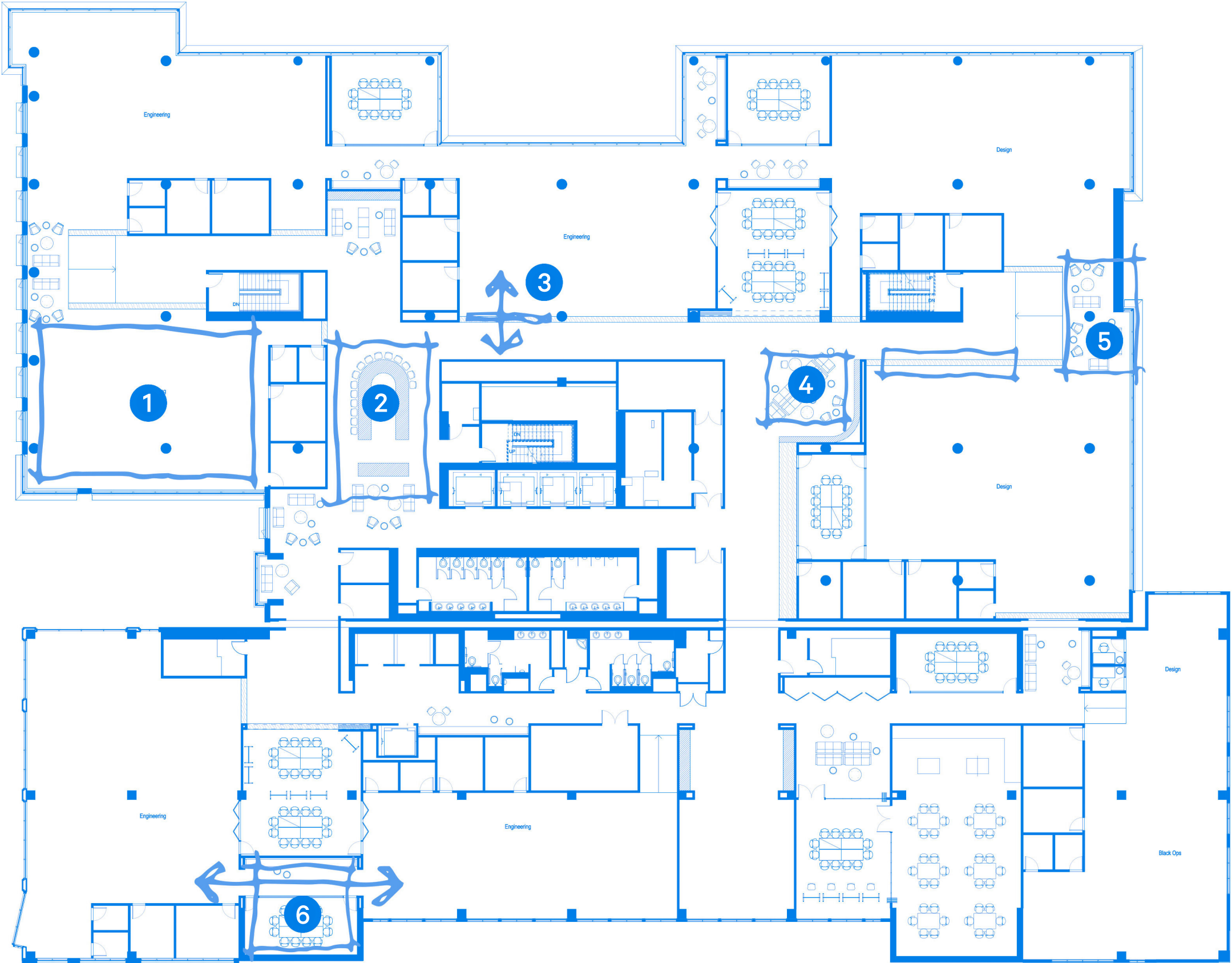


NEIGHBORHOODS

The last layer we added on the floorplan were the spaces where teams would sit. Keeping with the “civic” naming conventions that relate to our North Star we named these final spaces; “Neighborhoods”.

FLOOR GUIDE

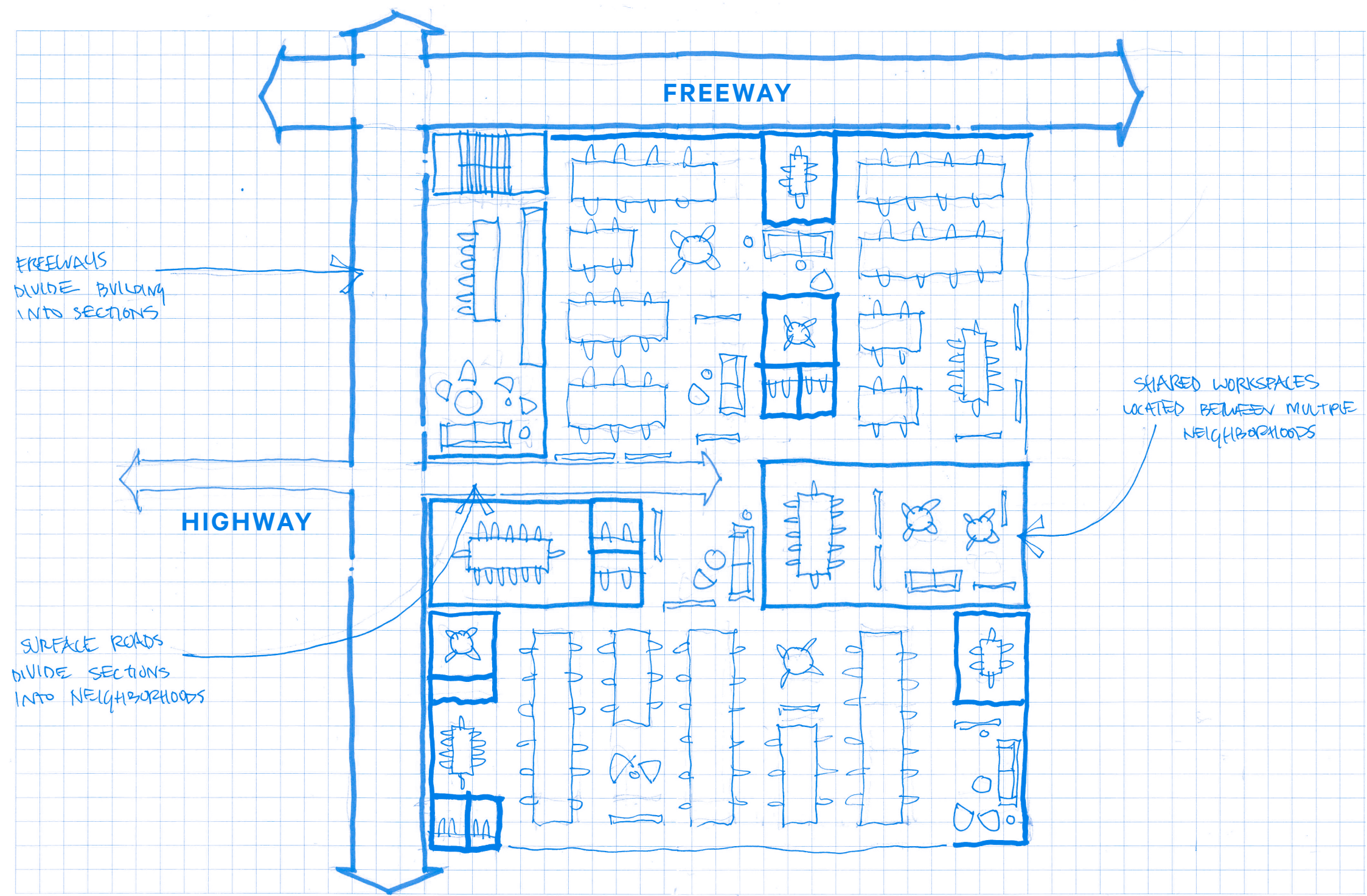
- 1. Neighborhood
- 2. Pantry
- 3. Divider
- 4. Intersection
- 5. Nook
- 6. Portal



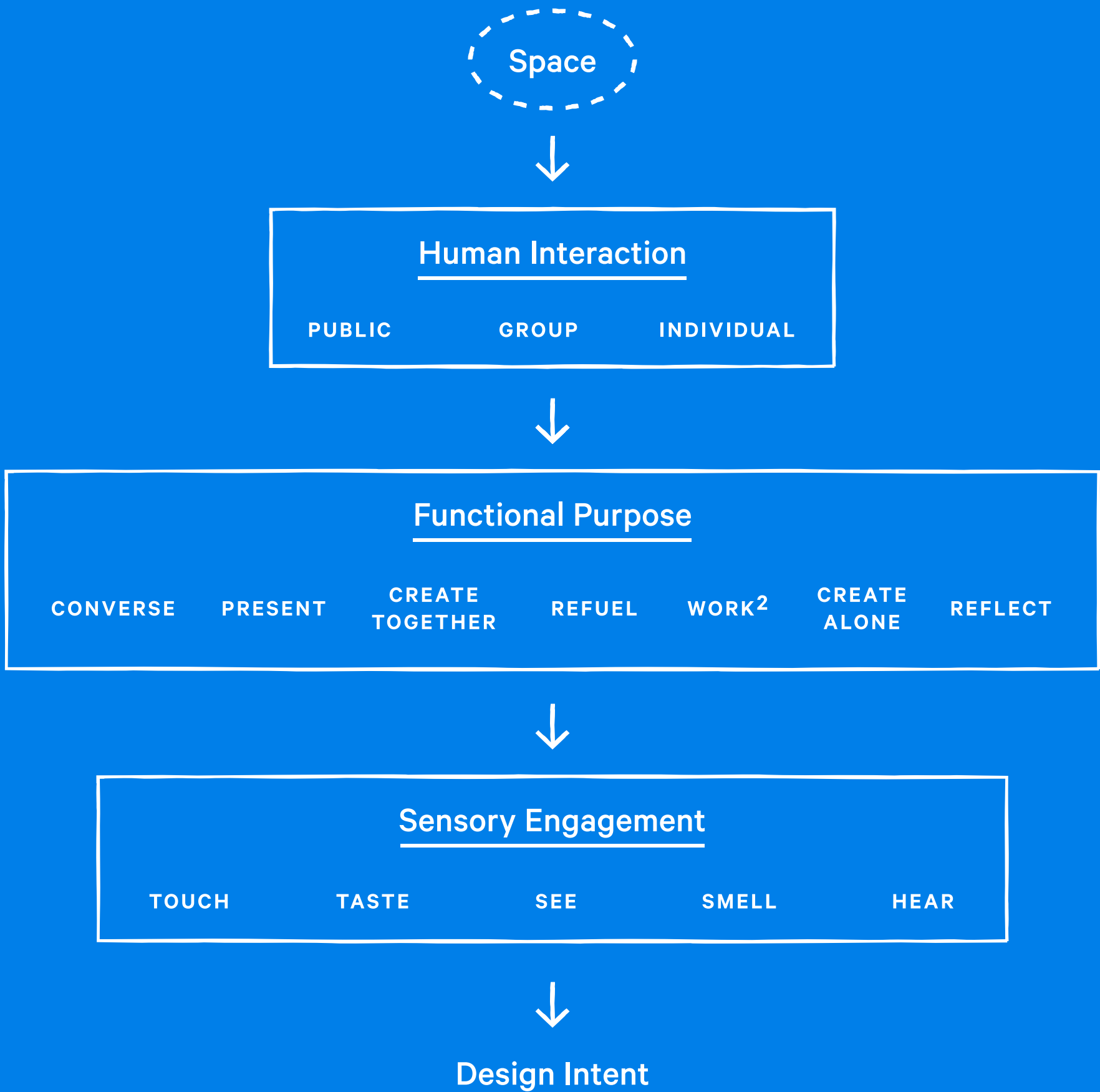
CIRCULATION STRATEGY

Just like a city plaza with roads that eventually lead home, the new office has three zones in mind: public, team, and completely private at the individual level.

NEIGHBORHOOD LAYOUT



CONCEPTING



LIBRARY PROFILE

GOALS

Quiet un-bookable space where people can feel they can easily get their work done.

A room for cranking with a very **solitary focus**.

Flexible adjacent spaces (Classrooms, training).

Abrupt **change of atmosphere**: seriousness & shared respect.

NEEDS

Consistent lighting + task lighting

Fresh air, rejuvenating

Variety of seating options

Quiet -- no food & cell zone

Immense collection of books

SENSORY SCORECARD

Human Interaction:

Individual

Functional Purpose:

Work² **Create Alone** **Reflect**

Sensory Engagement:

See

- Light: low, med; (temp) warm, daylight
- Color: warm
- Scale: M, L
- Transparency: obscured/private

Touch

- Material: smooth, natural
- Resilience: soft, firm

Hear

- Silent

Taste

- Calming, Distinctive

Smell

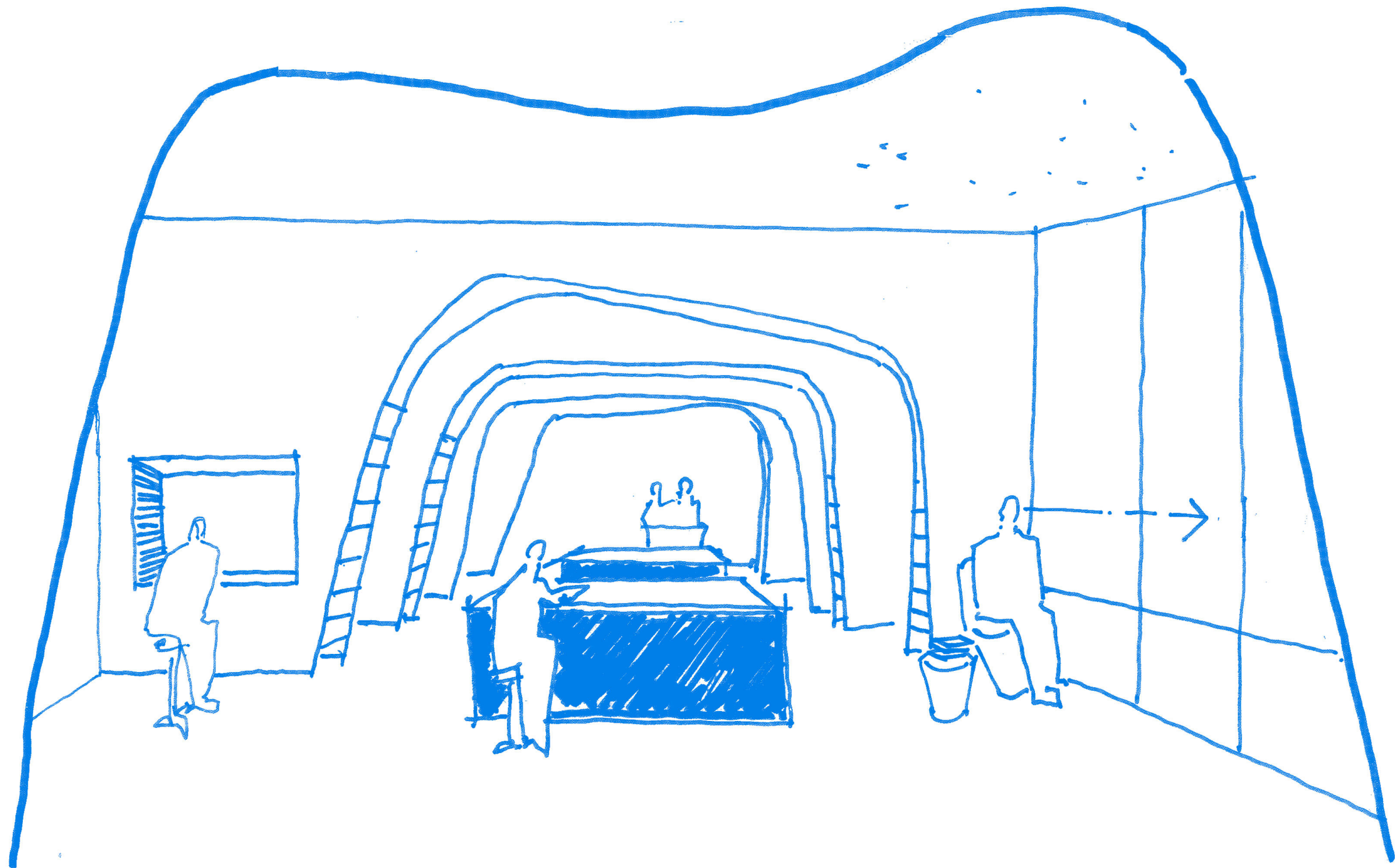
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MOODBOARDING



GRANDEUR SERENE QUIET UPLIFTING

CONCEPT SKETCH



FINAL PLAN

