SCHOLARSHIP COMPETITION | STAPLES Business Advantage

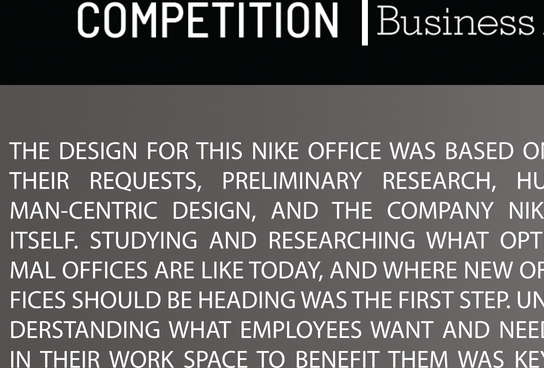
FANSHAWE
BACHELOR OF INTERIOR DESIGN PROGRAM
SCHOOL OF DESIGN | FANSHAWE COLLEGE

CORPORATE OFFICE DESIGN PROJECT - NIKE

INTERIOR DESIGN STUDIO (3) DESG-7014 PROF. ANGELA BOURNE
DESIGN COMMUNICATIONS (3) COMM-7014 PROF, MAY ALI

ADAM MIFSUD
0890109

THE DESIGN FOR THIS NIKE OFFICE WAS BASED ON THEIR REQUESTS, PRELIMINARY RESEARCH, HUMAN-CENTRIC DESIGN, AND THE COMPANY NIKE ITSELF. STUDYING AND RESEARCHING WHAT OPTIMAL OFFICES ARE LIKE TODAY, AND WHERE NEW OFFICES SHOULD BE HEADING WAS THE FIRST STEP. UNDERSTANDING WHAT EMPLOYEES WANT AND NEED IN THEIR WORK SPACE TO BENEFIT THEM WAS KEY. USING 'WELL' IDEAS TO PROMOTE HEALTHY LIFESTYLES WAS ANOTHER KEY FACTOR IN THE DESIGN. IT LEAD TO HAVING A WORK CAFÉ THAT CAN PROVIDE HEALTHY MEALS FOR EMPLOYEES, ACCESS TO OUTDOOR SPACES FOR FRESH AIR, MULTIPLE WORK SPACES FOR WORKERS TO GET UP AND MOVE AROUND AND LOTS OF NATURAL LIGHTING. THE COMPANY ITSELF INSPIRED A LOT OF THINGS AS WEEL, ESPECIALLY THE LOGO. I WANTED THE FEELING OF THE LOGO TO BE REPRESENTED THROUGHOUT THE OFFICE. THE CURVED, AND STRAIGHT WALLS ARE A VISUAL METAPHOR OF THE NIKE 'SWOOSH.' THE LINE THROUGH THE CENTER OF THE OFFICE WAS INSPIRED BY THE 'SWOOSH' AS WELL



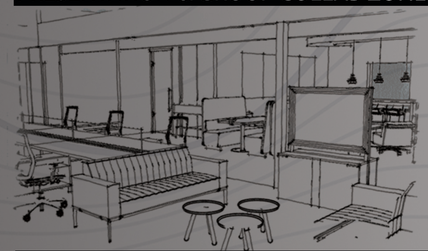
MOVEMENT WAS A FEELING THAT I WANTED TO CAPTURE THROUGHOUT THE NIKE OFFICE. OF COURSE, NIKE IS A BRAND THAT EXISITS BECAUSE OF HUMAN MOVEMENT, SO WHY NOT TRANSFER THAT INTO A PHYSICAL SPACE? IMAGES LIKE THE ONE ABOVE WERE KEY INSPIRATIONS FOR DESIGNS THAT REPLICATED M O V E M E N T



BUBBLE DIAGRAMS & BLOCK PLAN



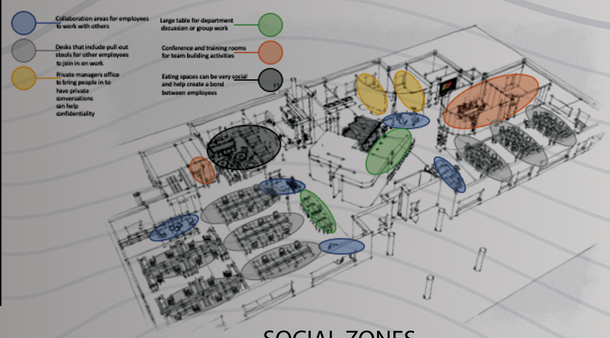
PRESENTATION & GROUP COLLAB ZONE



COLLABORATION ZONE IN SALES SKETCH



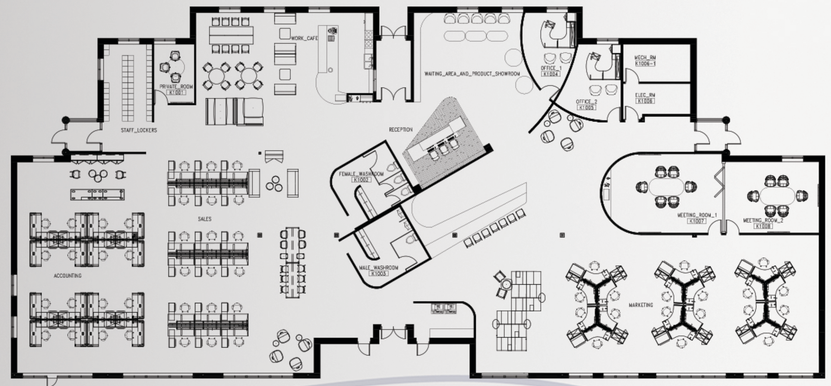
CIRCULATION DIAGRAM



SOCIAL ZONES



MARKETING DEPARTMENT SKETCH



NIKE OFFICE FINAL FLOORPLAN



COLLABORATION AREA, CONFERENCE ROOMS, & MARKETING DEPARTMENT



WORK CAFE

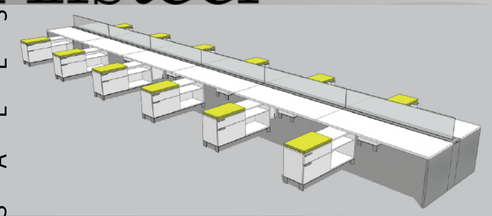


RECEPTION & PRODUCT DISPLAY

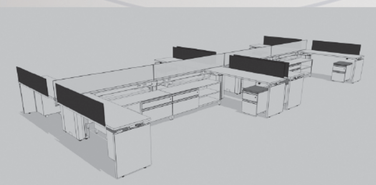
WALLS		FLOORS	FABRICS	
BENJAMIN MOORE CHEATING HEART	REUSED BASKET-BALL COURT	POLISHED CONCRETE (PC)	ALLSTEEL HAMILTON OXFORD (HAML20)	ALLSTEEL ACUITY MESH LUSTRE (L)
BENJAMIN MOORE CALYPSO ORANGE	REUSED BASKET-BALL COURT	MOHAWK PLANE HIGH TILE BLUE (556)	ALLSTEEL HAMILTON LIPSTICK (HAML09)	ALLSTEEL LEATHER BLACK (WTH01)
BENJAMIN MOORE MISTY GRAY	REUSED BASKET-BALL COURT	MOHAWK COLORBEAT TILE 12BY36 ELECTRIC ORANGE (252)	ALLSTEEL HAMILTON CLOUD (HAML18)	ALLSTEELCENTURION APRICOT (CU47)

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SALES



ACCOUNTING



MARKETING

