

PRECEDENT ANALYSIS

Apple Westlake, Hangzhou



Apple Aventura

Designer: Foster + Partners

Completion: 2015

Client: Apple Inc.

User: Customers(All kinds of people)

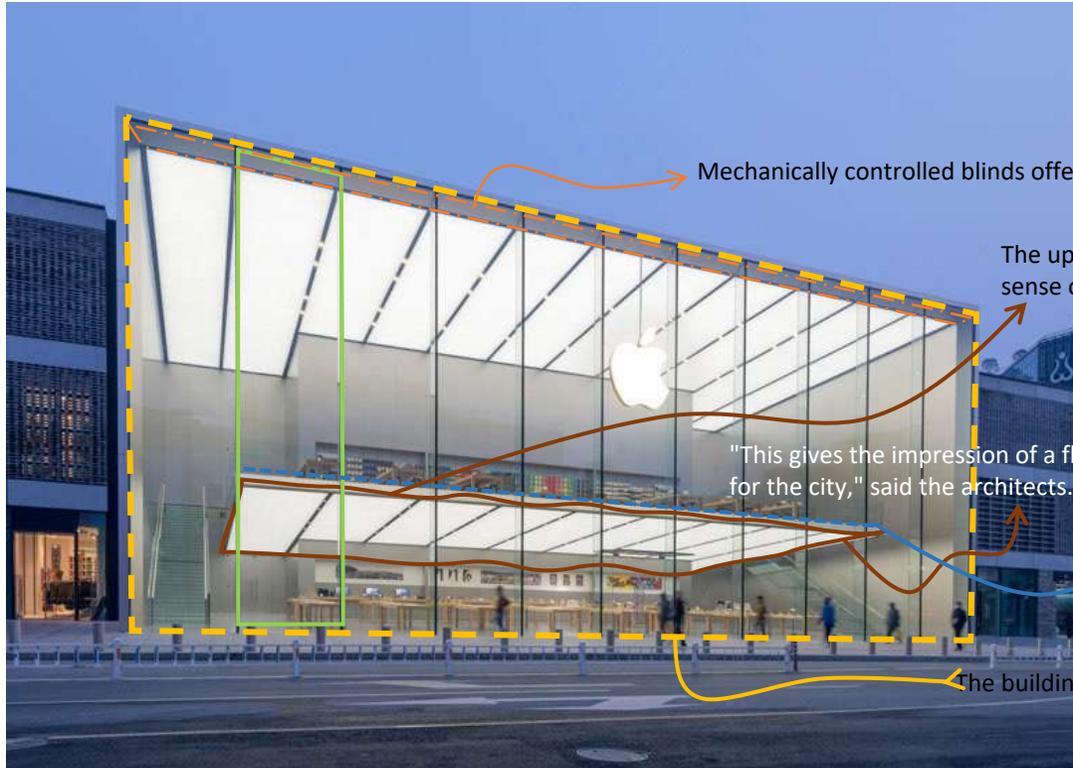
Type Project: Retail

Area: 31173 ft²

Location: Apple Westlake, Hangzhou

Foster + Partners began its collaboration with Apple in 2009

Design Process



Mechanically controlled blinds offer shading when necessary, but can be concealed within the ceiling.

The upper floor projects 12 meters from the rear wall, creating a nine-meter-high space intended to evoke "a sense of space and calm".

"This gives the impression of a floating stage in the center of the space – a new living room for the city," said the architects.

The use of mass dampers – harmonic absorbers that reduce the amplitude of mechanical vibrations – made it possible to make this floor uncommonly thin. It tapers from 4' to just 4".

The building features an entirely transparent facade made up of 11 double-glazed panels.

The design "combines an understanding of the local context with the philosophy of simplicity, beauty and technical innovation that characteristic Apple's products".

Zoning Plan



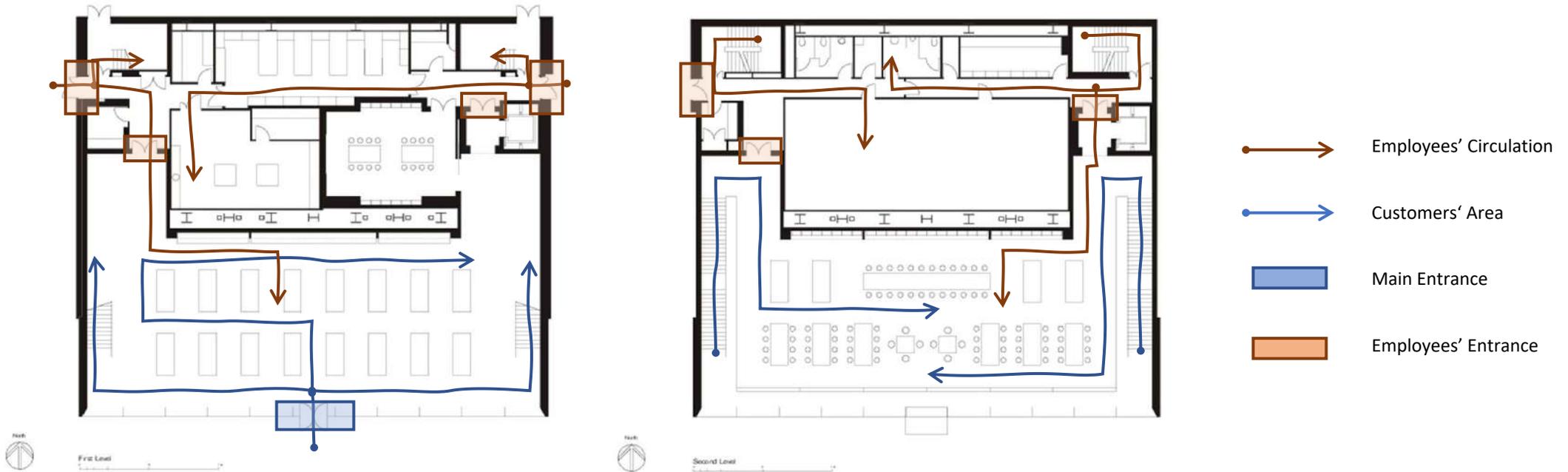
Degrees Of Publicity



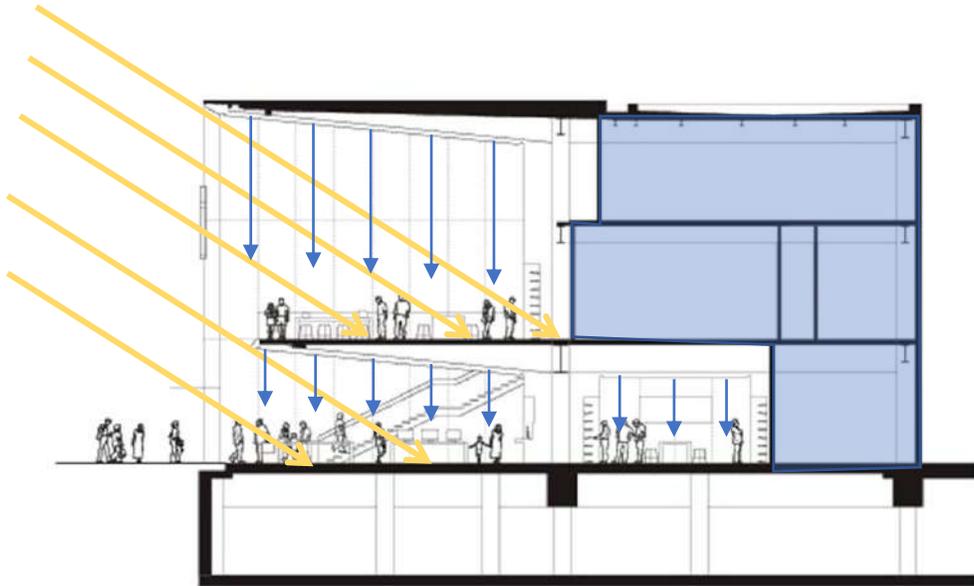
Degrees Of Noise



Circulation

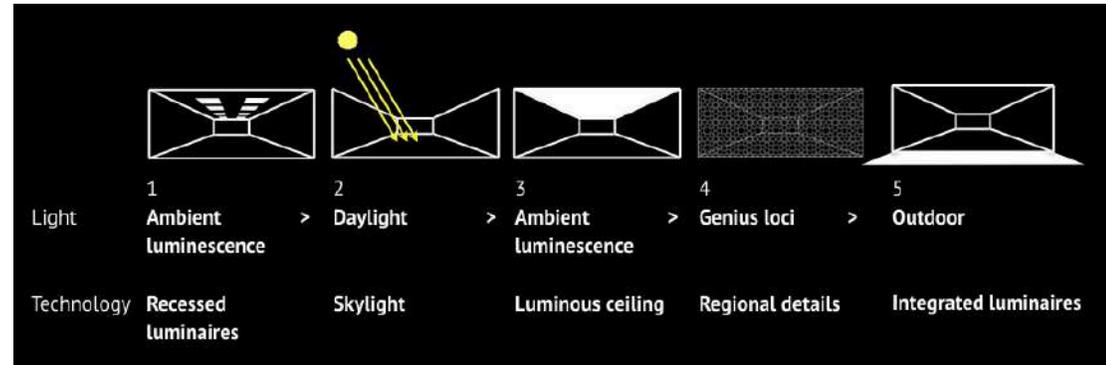


Lighting Analysis



Section

The illuminated white ceilings are made up of custom-made lighting panels that also dampen sound.



Light



Mainly use lighting fixtures



Mainly use natural light



Lighting Analysis

Daytime



Nighttime



Adjust blinds to control light



- Glass Wall
- Wall
- Light
- Mainly Use Lighting Fixtures
- Mainly Use Natural Light

Mercedes-Benz Thailand Headquarters



Mercedes-Benz Thailand Headquarters

Designer: PBM

Completion: 2017

Client: Mercedes-Benz

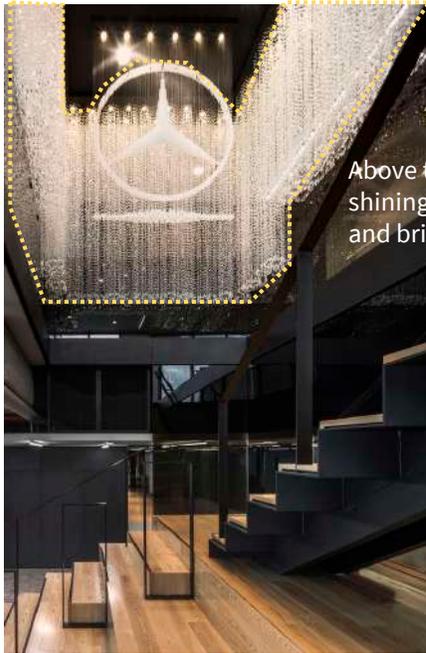
User: Employees / Clients

Type Project: Office

Area: 27000 ft²

Location: Bangkok, Thailand

Design Process



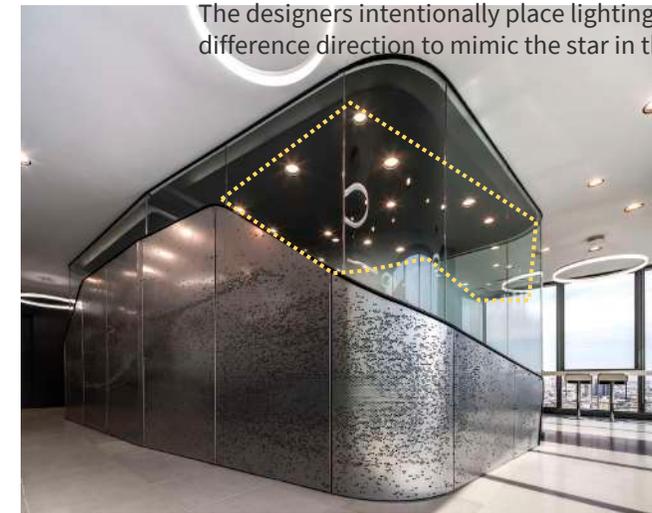
Above this space, they placed the symbolic with imported shining crystal chandelier to enhance our concept of the star and bring fabulous lighting to the property.

One of their founders sent a postcard to his wife (with a three-pointed star marking the location of his house) writing that this star would one day shine over his own factory to symbolize prosperity. The designers captured the concept of stars to create the movement and the connection in the new working space.

Function rooms such as meeting rooms, coffee corners, utility rooms, were planned across the entire floors which increase chances for staff to meet each others and make them easier to collaborate throughout the day.



The connection stair between its 2-storey offices was also designed as a grandstand for the town hall where a hundred of staff can gather around for the company's events.



The designers intentionally place lighting in different size and difference direction to mimic the star in the sky.

Degrees Of Publicity

19th FLOOR



20th FLOOR



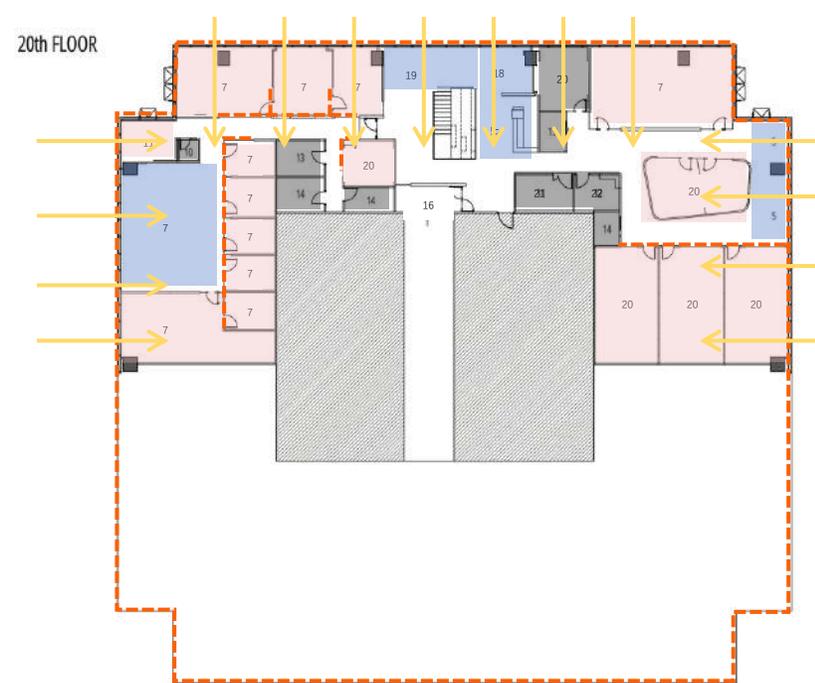
-  Glazed wall
-  Private space
-  Opening space
-  Semi-private space



* Space around the wall are opening space or Semi-private space.



Layout and Lighting



- Glazed wall
- Private space
- Opening space
- Semi-private space

* Space around the wall are opening space or Semi-private space.



User Distribution

19th FLOOR



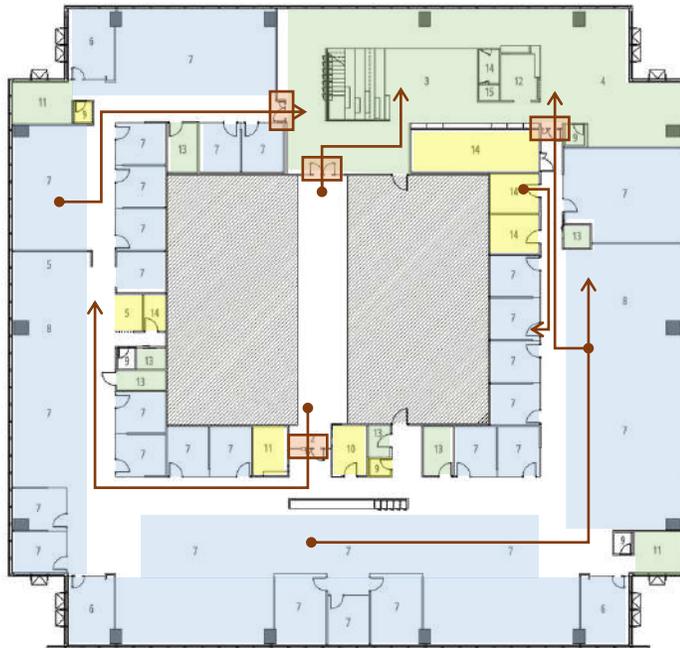
20th FLOOR



- Working area ---75%
- Leisure area. --12.5%
- Basic function --6%
- Clients' area --6.5%

Circulation

19th FLOOR



20th FLOOR



- Employees' Circulation
- Customers' Area
- Main Entrance
- Employees' Entrance

INVESTRIBE Office Building



INVESTRIBE Office Building

Designer: Living Edge Architects and Designers (LEAD)

Completion: 2019

Client: INVESTRIBE

User: Employees / Clients

Type Project: Office

Area: 15000 ft²

Location: BENGALURU, INDIA

Design Process

A central void acts as an interactive heart for the office and the open planning of the interiors further accentuates the overall openness of the office and sets the tone for a vibrant working atmosphere.



The clients want to build a two level building with emphasis on systems that saves energy and minimizes the carbon footprint, also they want more landscape less built up area.

The strong lines and simplicity of the design showcases the materials to perfection and the symmetrical façade with a recessed entrance makes the built form more inviting.

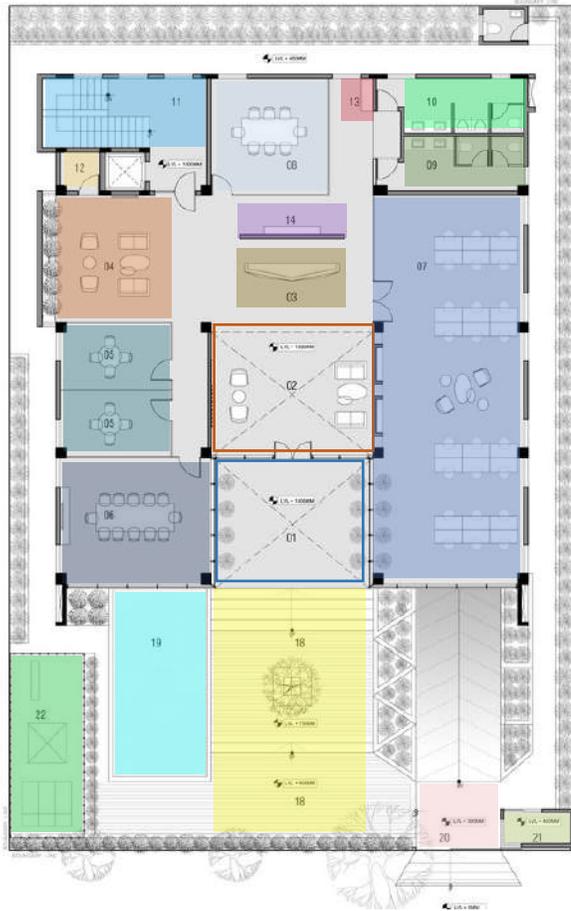


The construction deals intensely on using green materials to integrate multiple sustainable features into the project.



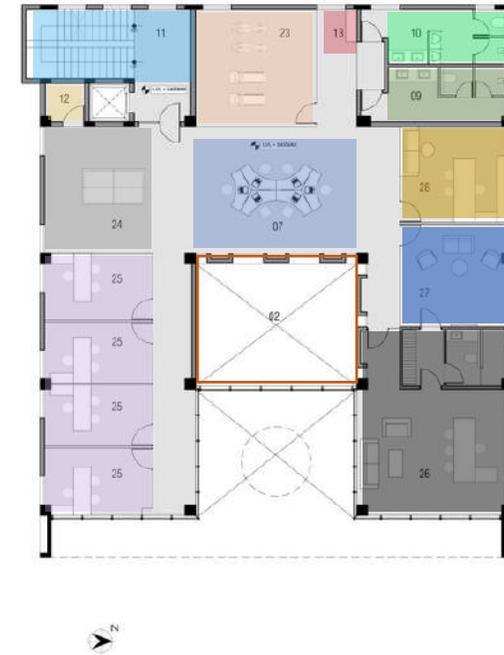
Zoning

First Floor



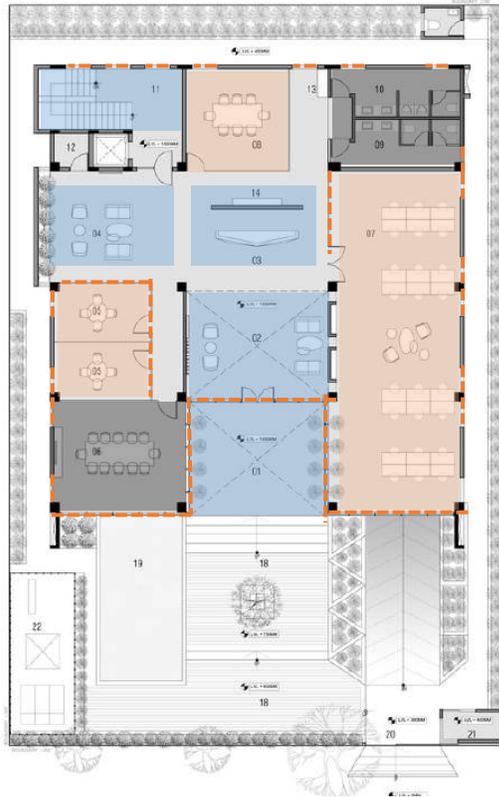
1. Double height entrance verandah
2. Double height lobby
3. Reception
4. Waiting lounge
5. Discussion room
6. Meeting room
7. Workstation
8. Video conference room
9. Ladies toilet
10. Gents toilet
11. Staircase and lift lobby
12. Electrical room
13. Drinking water
14. Locker
18. Grass paver walkway
19. Lawn
20. Entrance gate
21. Security cabin
22. Transformer yard
23. Gym
24. Ping pong table
25. Cabin
26. MD room
27. TV room
28. Secretary room

Second Floor



Degrees Of Publicity

First Floor



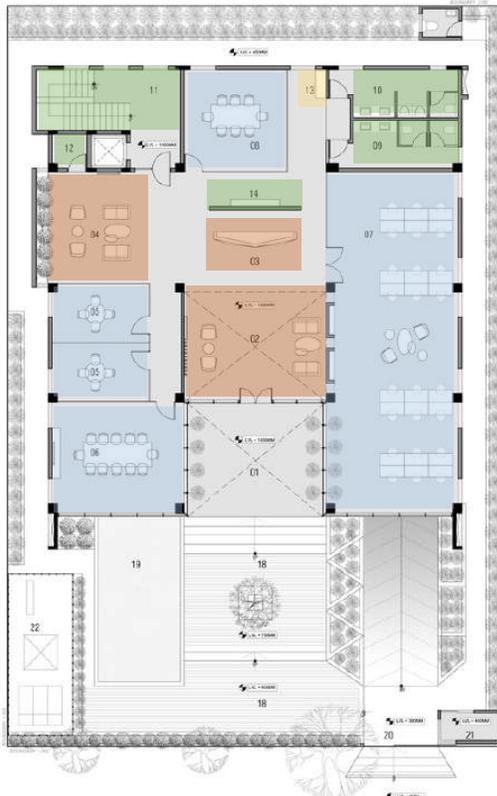
Second Floor



- Glazed wall
- Private space
- Opening space
- Semi-private space

User Distribution

First Floor



1. Double height entrance verandah
2. Double height lobby
3. Reception
4. Waiting lounge
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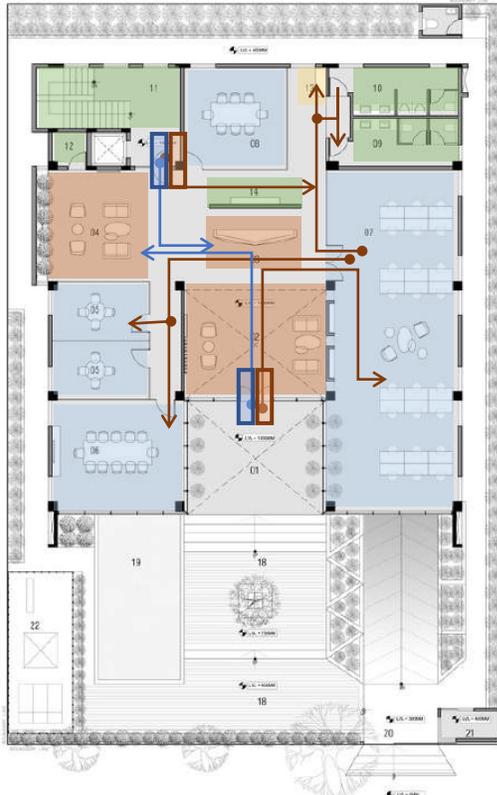
Second Floor



- Working area ---60%
- Leisure area. --10%
- Basic function --16%
- Clients' area --14%

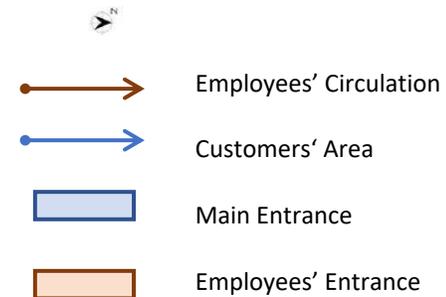
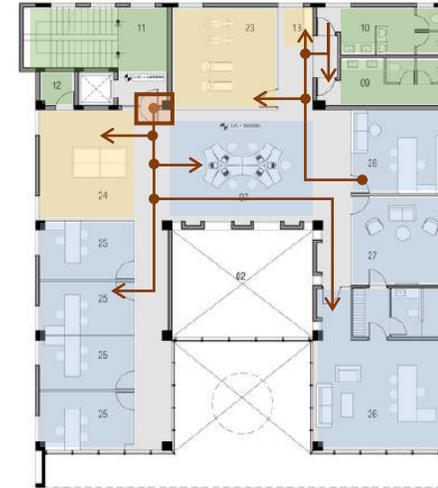
Circulation

First Floor



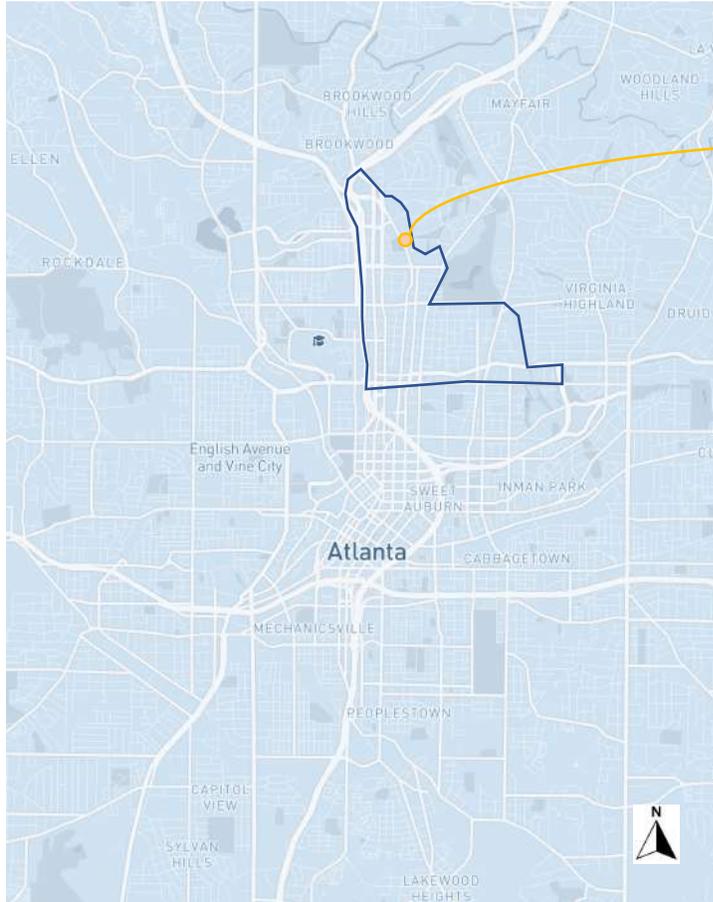
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Second Floor



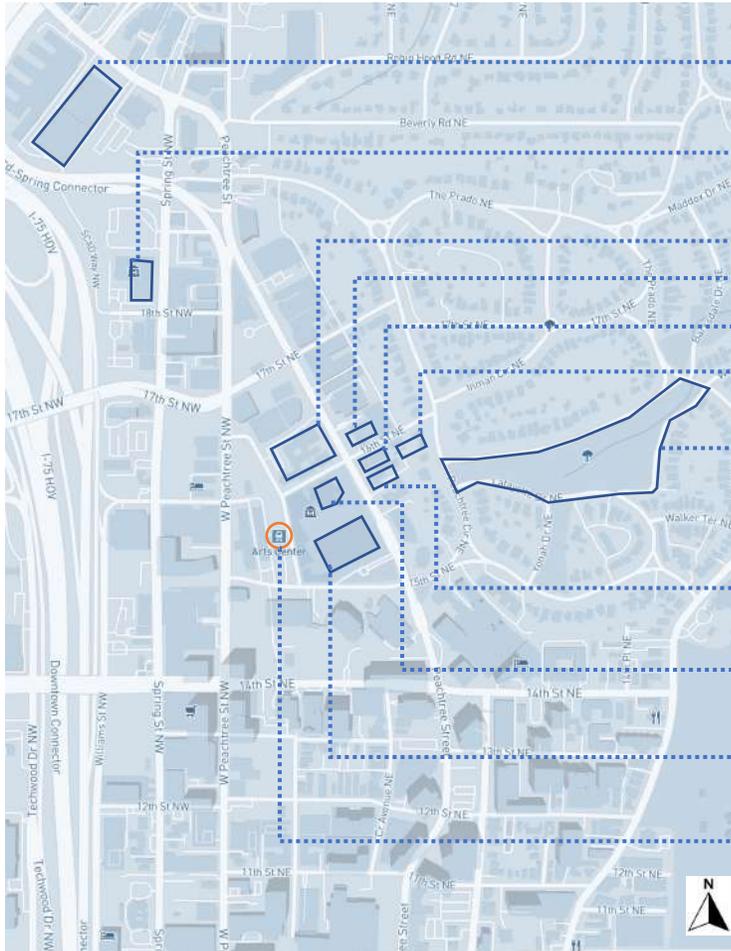
Site Analysis and Building Conditions

Site Analysis



➤ 1315 Peachtree Street, #300,
Atlanta, GA 30309

Surrounding facilities



SCAD

Center For Puppetry Arts

Church

Apartment

Project Location

Apartment

Winn Park

One Museum Place

High Museum Of Art

The Woodruff Arts Center

Arts Center MARTA

Views

1



2



3



4



Building History



● 1986- Completed

● 2009- Renovated

Occupation type: A

Building Class: A

Building construction type: I (Fire-resistive)

Building Type: Office

Project Gross Floor Area: 78,956 SF

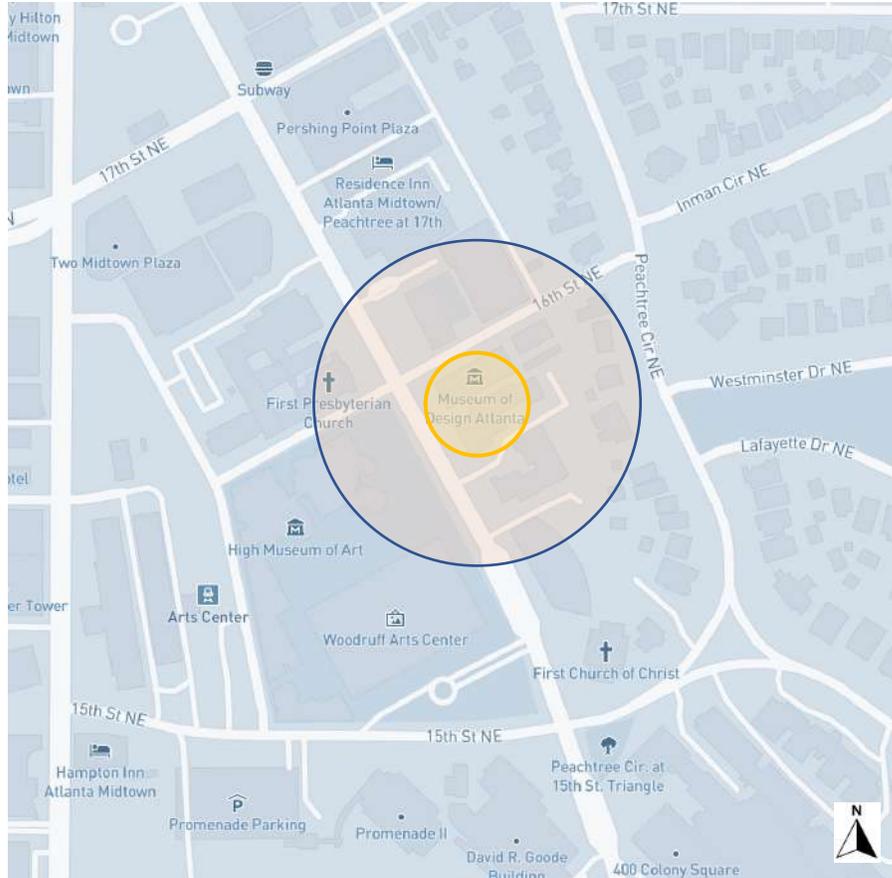
Gross building square footage on typical floor: 12900 SF

Net building square footage on typical floor: 10700 SF

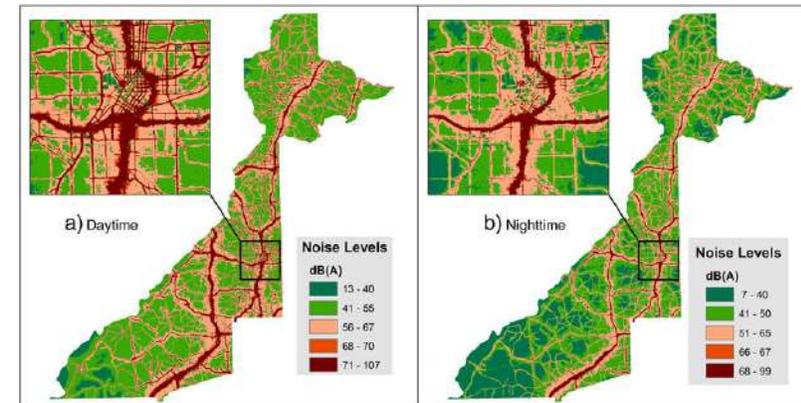
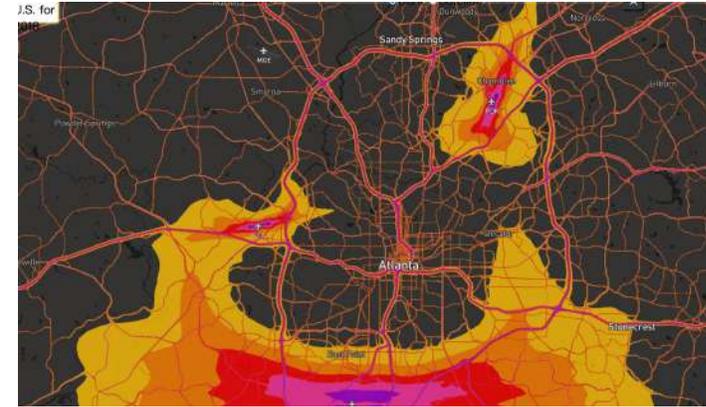
Unfinished Ceiling Height: 12'

Building Height: 6 Stories

Noise Sources



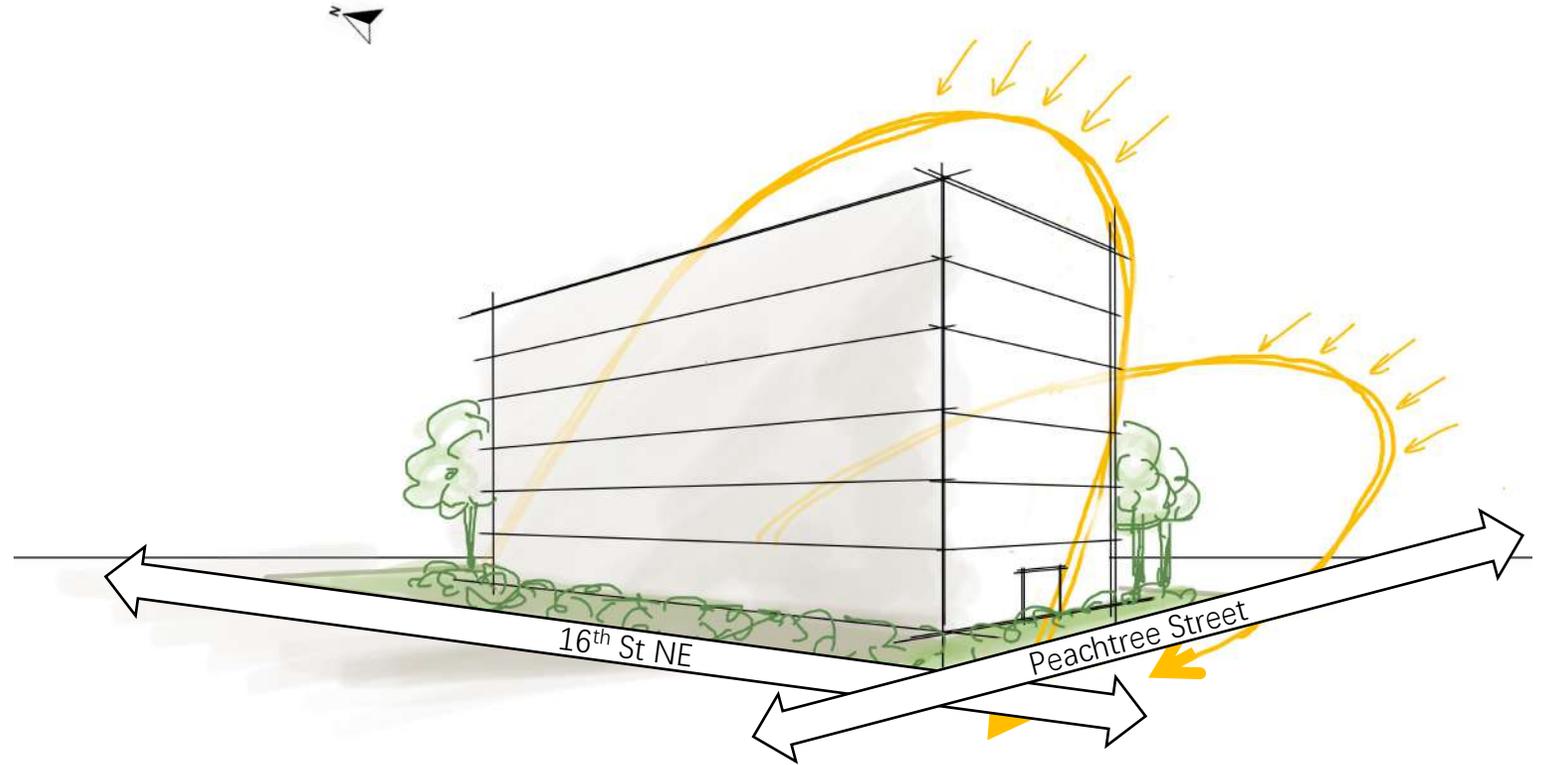
NOISE MAP



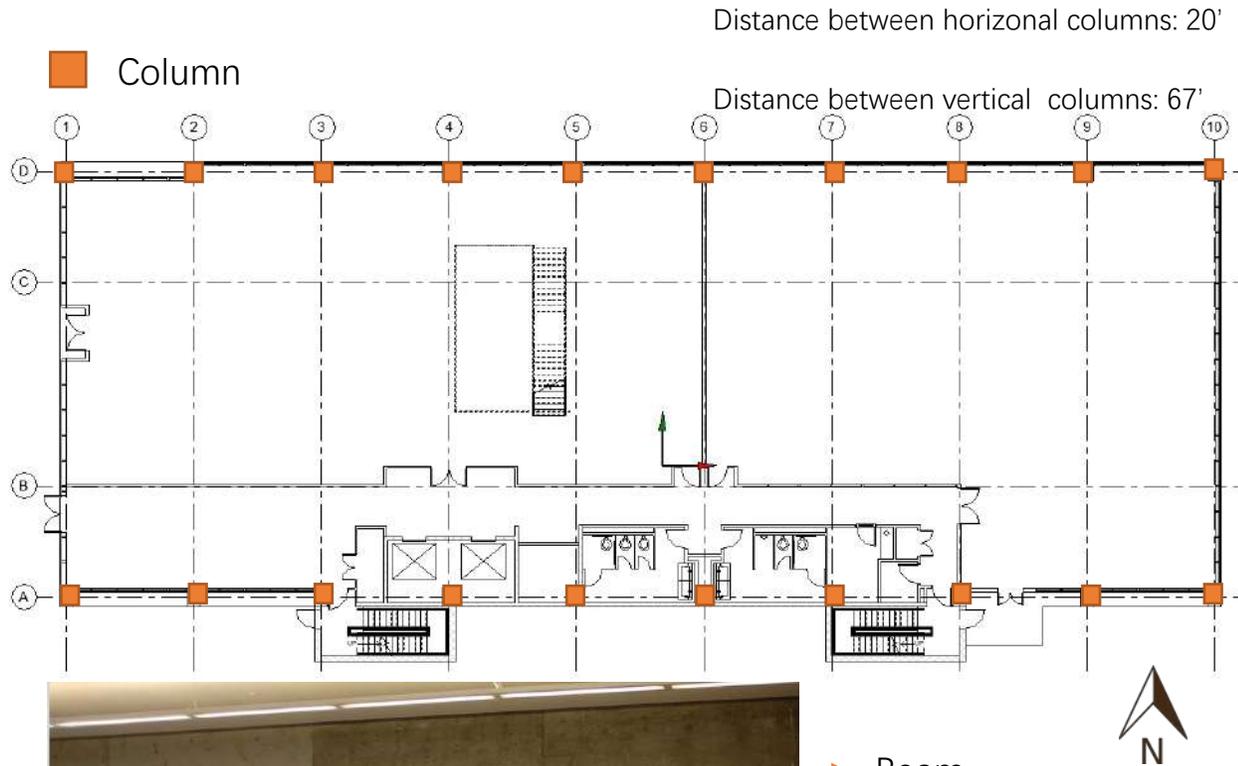
Building Orientation



- Light direction
- The wall exposed to the sun



Structure

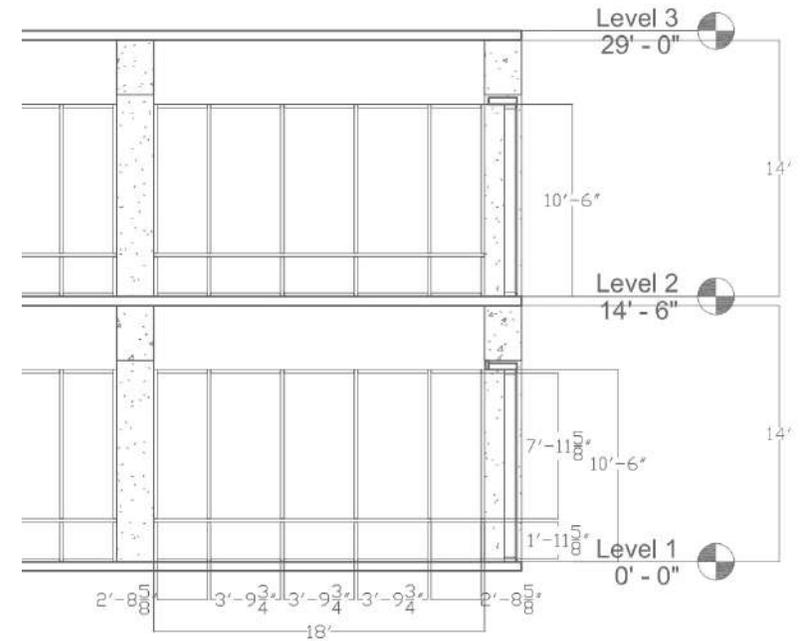


Beam

Column

Window

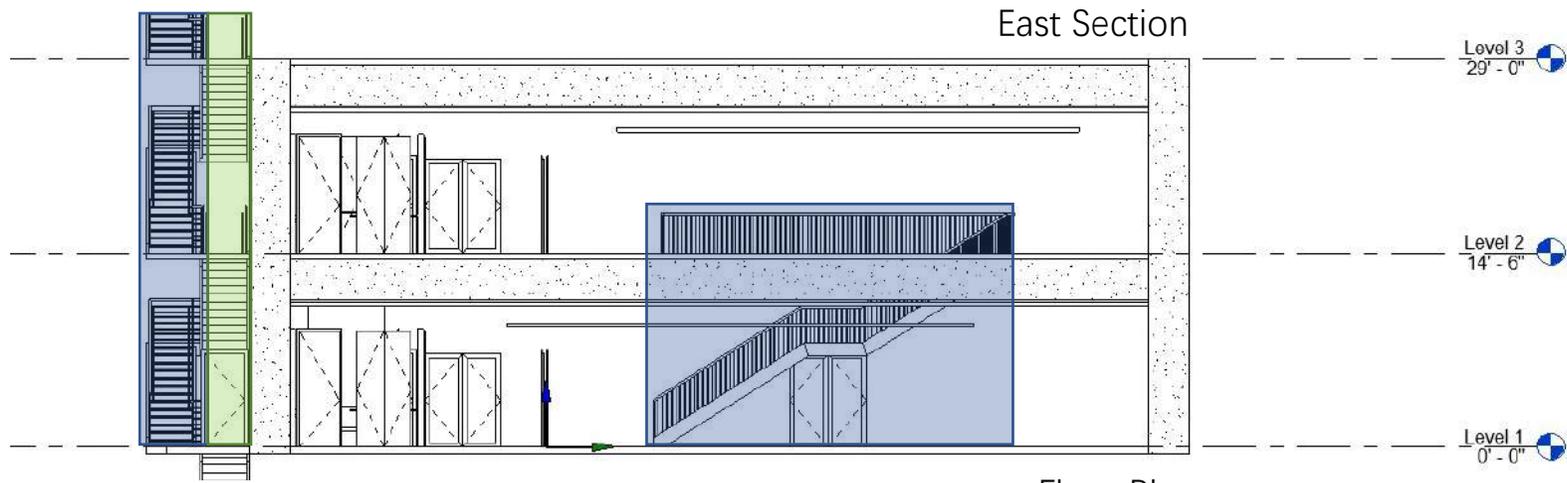
Mullion Spacing



Floor to Ceiling: 14'

Floor to Structure: 14' - 6' - 6"

Approach



Number of Egress Stair: 2

Number of Elevator: 2

Size of Elevator:

8' 4' ' Width

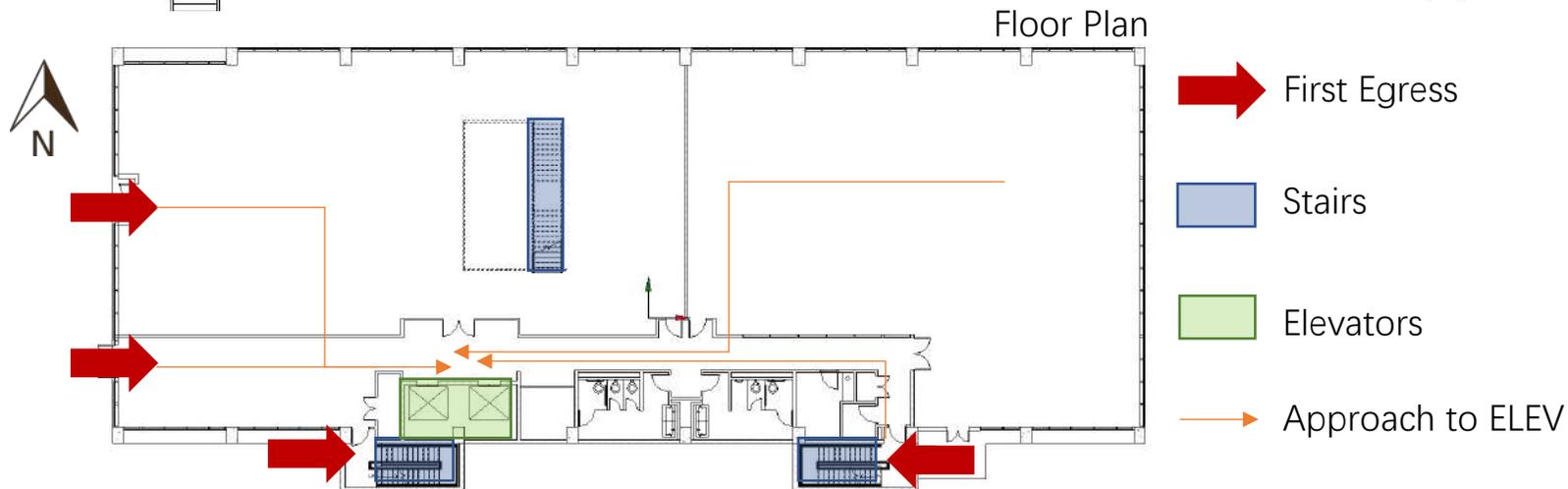
4' Pit Depth

3' 6' ' Door Opening

7' 7' ' Depth



Sprinklered Building



Restroom Facilities



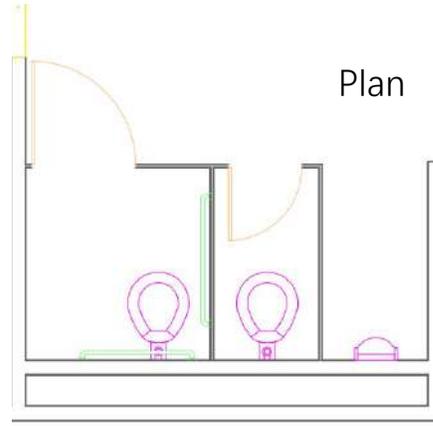
Sink



Urinal



Toilet



Plan



ADA Toilet

Janitorial & Existing Storage Capabilities



File Storage



Trash Bin



Kitchen Food Storage

Building System Considerations

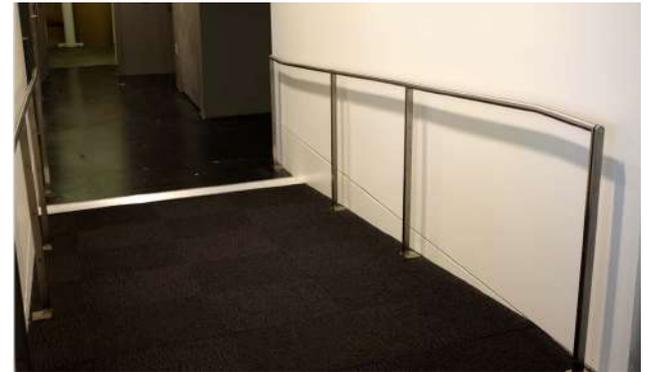


Fire / Sound Alarm

Exit Sign

Electric Facilities

ADA Access



Ability to accommodate Future Growth



- Stairs need to be renewed
- Lack surrounding plants
- ADA Access is not available everywhere
- Need more waste spaces
- Lack private spaces and storages



- Less noise
- Plenty of natural light
- No buildings around to block the light
- Convenient transportation



PROGRAMMING AND ADJACENCIES



What is

Mercedes Benz

Mercedes-Benz is known for producing luxury vehicles and commercial vehicles. The first Mercedes-Benz brand name vehicles were produced in 1926. In 2018, Mercedes-Benz was the largest seller of premium vehicles in the world, having sold 2.31 million passenger cars.

Client Goals

To Build The World's Most Desirable Cars.

Show the creativity of the brand

Provide unique driving experience for customers

Explore the future direction of customer customization with customers

“Through this program, Mercedes-Benz shows all customers the creativity of the brand and the mood of the brand by exploring the best driving experience with customers. At the same time, for Mercedes-Benz, working with customers to explore the future direction of customer customization is also very valuable. ”



A close-up, black and white photograph of a Mercedes-Benz grille. The grille features a prominent three-pointed star emblem in the center, surrounded by a circular chrome ring. The grille itself is composed of a grid of small, rectangular openings. The lighting creates strong highlights and shadows, emphasizing the texture and metallic finish of the car's front end.

“Explore the future

whether it is the future trend of cars or the development direction of Mercedes-Benz, or a healthier office environment conducive to cooperation.”

Enhance contact with customers

Show the Mercedes-Benz brand through the interior design with Mercedes-Benz characteristics so that customers can know more about Mercedes-Benz.

Customize

There is nothing better for a driver than driving a car with a very personal style. For some special people, assembly line cars can not meet their needs, customized vehicles can give them a better driving experience.

Design Drivers

PROJECT GOALS

Unparalleled Brand Experience

Creative Working Atmosphere

Healthier and Sustainable Working Environment

No one has ever said that Mercedes-Benz does not have its own design style. When customers design their own cars with designers in a very Mercedes-Benz-style showroom, customers have a more in-depth brand experience. For designers in the design department, a space that can promote their cooperation can help them improve their efficiency and inspire their creativity. For all employees of the company, a work environment full of natural light and privacy contributes to their physical and mental health.



Users

Age Range: Adults

Costumers:

- Universal Users
- Wheelchair Users
- Little Person
- Physical disable person

Employees:

- Senior Manager
- Designers
- Managers
- Assistant



Inspiration



Lighting Fixture



LED Screen



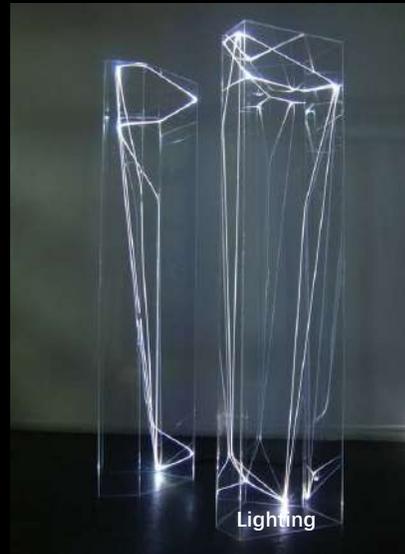
The Outline Of Car



The Shape Of Space



Ceiling Shape



Lighting



Natural Color



Opening Space

Schematic Design

Mercedes Benz

WELL DESIGN, LUXURY, SAFETY, MODERN

Mercedes-Benz has been committed to building the best cars in the world from the inside out. Starting in 1886, Mercedes-Benz has made its mission to move the world. They continue to innovate and promote the development of themselves and the industry. Mercedes-Benz's influence and creativity have been increasing for nearly a century, and they are getting closer to their goals.



Freedom in Car

Cars are one of the best tools to lead people to freedom. An unfettered life is precious to all.

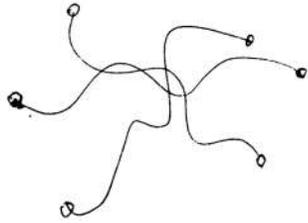
Cars help people explore the wider world and help people gain freedom.

Customization provides people with freer space in the car. People make the car a freer space by customizing to show their hobbies and stories in the car.



Concept Development

Freedom



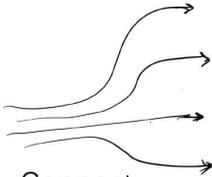
Line



Dot



Shape



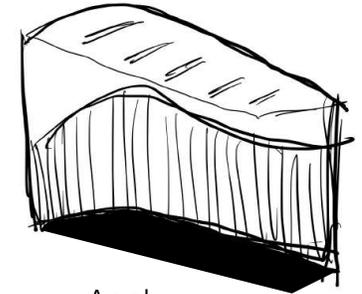
Connect



Deformation



Simplify



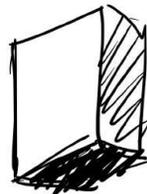
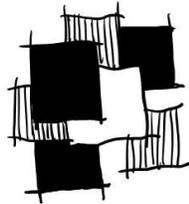
Apply

The emergence of cars also represents people's yearning for freedom. With the reform and replacement of cars, people's demand for cars has also changed. Freedom represents not only the use of the car to explore the outside world, but also the personalization of the interior of the car.

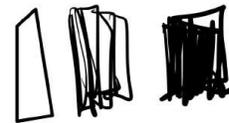
Positive And Negative Form



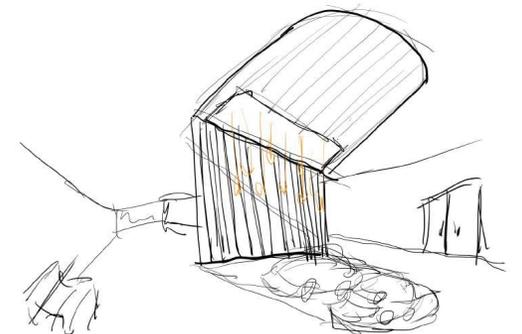
Value Change



Combine



Rhythm



Freedom can be found in rhythmic rhythms, flowing lines, and so on.

Mood Board



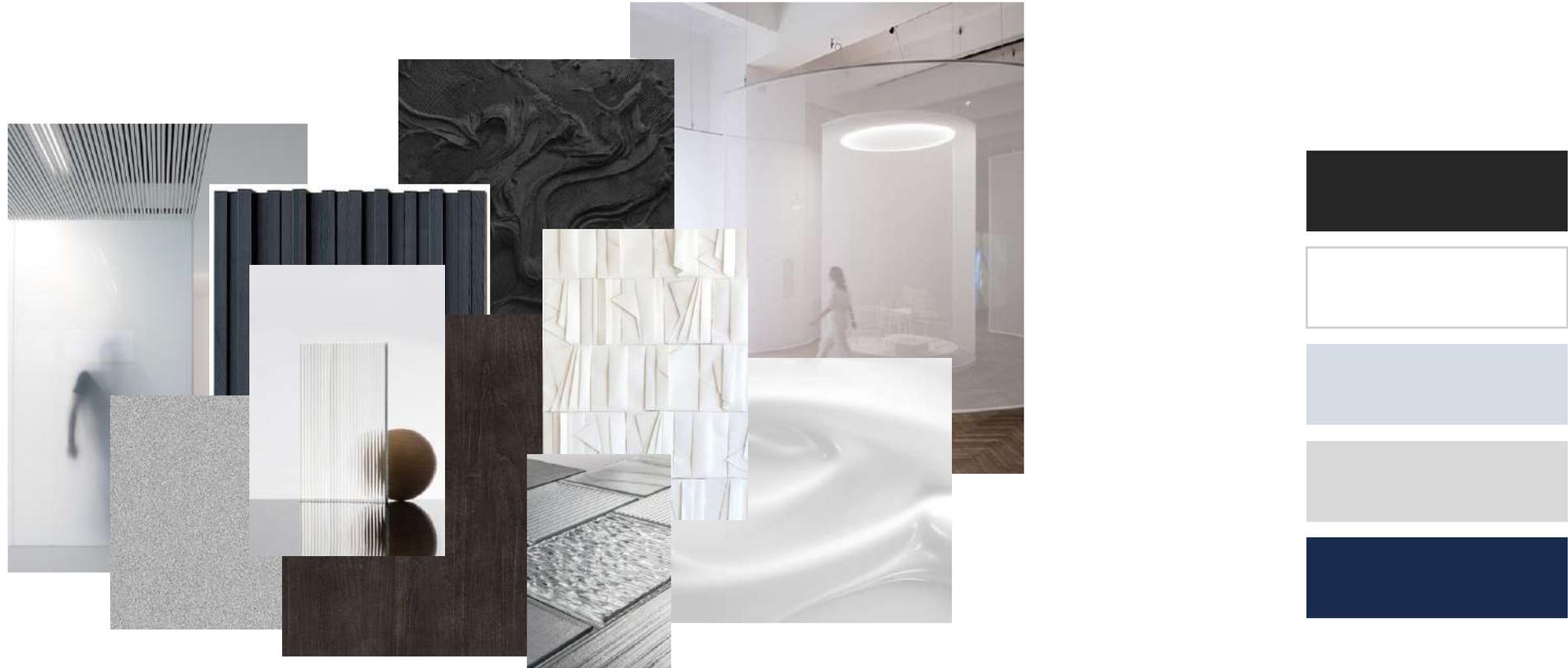
Freedom is like the wind blowing the hair, the leaves beating on the journey in spring, and the flickering spots on the lake.

Interior Elements



- Color contrast
- Shape contrast
- Dark floor
- Dark metal
- Transparent glass
- Strip decoration

Finish/Color Concept



The overall color is mainly dark blue and black. The main purpose is to show the color image of the brand logo.

According to the color selection of the material, the contrast between the reflection and transparency of the material, combined with the characteristics of the original address to enrich the visual design details of the space.

FF&E



Dark color

Metal and leather

Geometric shape



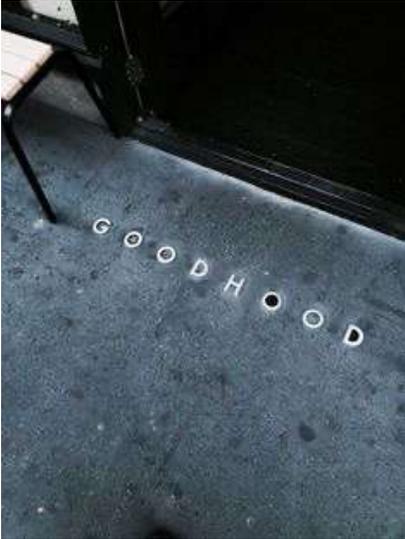
lighting



Spot light
Wall wash
Chandelier
Pendant light

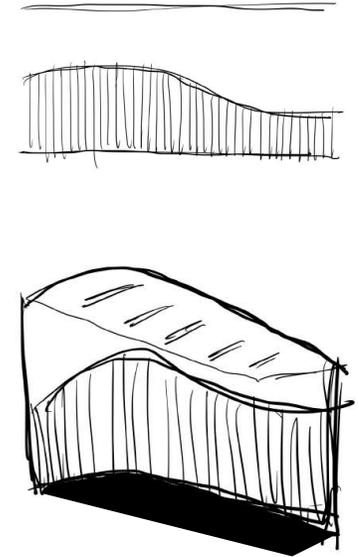


Wayfinding System



Color contrast
Shape difference
Low height

Wall Articulation



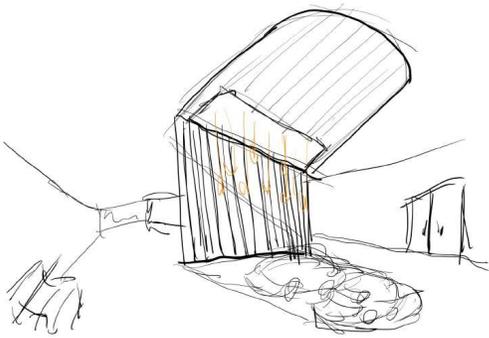
Decorative

Changeable separation.

A curved corner

The penetration of light

Ceiling

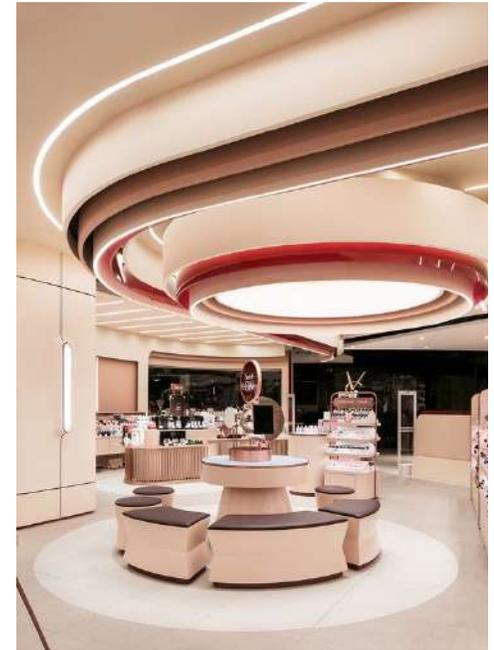


Shape difference

Wood difference

Using lighting to create the atmosphere

Flooring



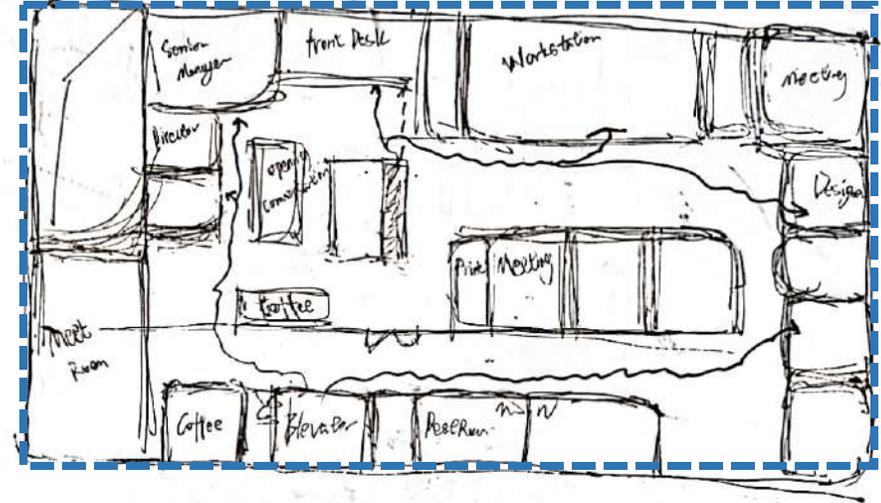
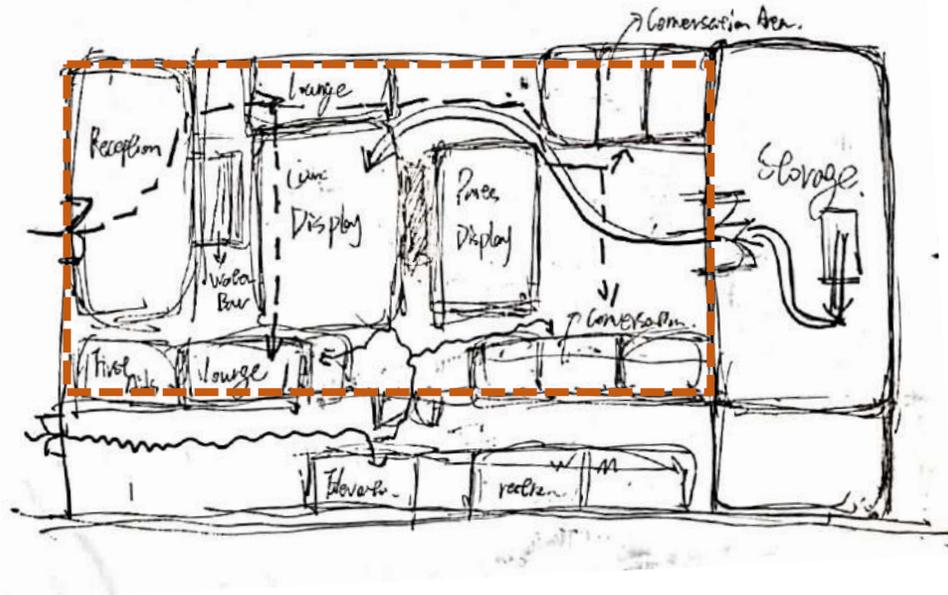
Using the different of materials and colors to distinguish the space.

Mainly gray and black

NSF & USF

Name of Function	Space Type	Staff	Support	NSF		CM	USF
Car Display	SP-01		2	270	540	1.1	594
Parts Display	SP-02		1	300	300	1.1	330
Reception	SP-03		2	450	900	1.55/1.1	698+495
Lounge	SP-04		1	450	450	1.1	495
Stair	SP-05		1	100	100	1.1	110
Elevator	SP-06		2	100	200	1.1	110
Senior manager	OF-01	1		24' x18'	432	1.25	540
Creative Director	OF-02	1		12' x12'	144	1.25	158
Senior Designer	OF-02	2		12' x12'	288	1.25	317
Car Designer	OF-03	4		8' x8'	256	1.25	480
Project Director	OF-02	1		12' x12'	144	1.25	158
Project Manager	OF-02	2		12' x12'	288	1.25	317
Project Coordinator	WK-01	6		8' x8'	384	1.55	595
Assistant	OF-03	10		8' x8'	640	1.55	992
Pantry Room	EP-01		2	150	300	1.1	330
Copy And Print	EP-02		2	20' x8'	160	1.1	176
Restroom	EP-03						
Conversation Room	GP-03		6	15' x12'	1080	1.1	1188
Meeting Room	GP-02		4	20' x20'	1600	1.1	1760
Large Meeting Room	GP-01		1	20' x28'	560	1.1	616
Leisure Space	SP-07		2				
Storage Area	SP-08		1				
						1.19	10459

Block Plan



Customers' area



employees' area



Customers' circulation

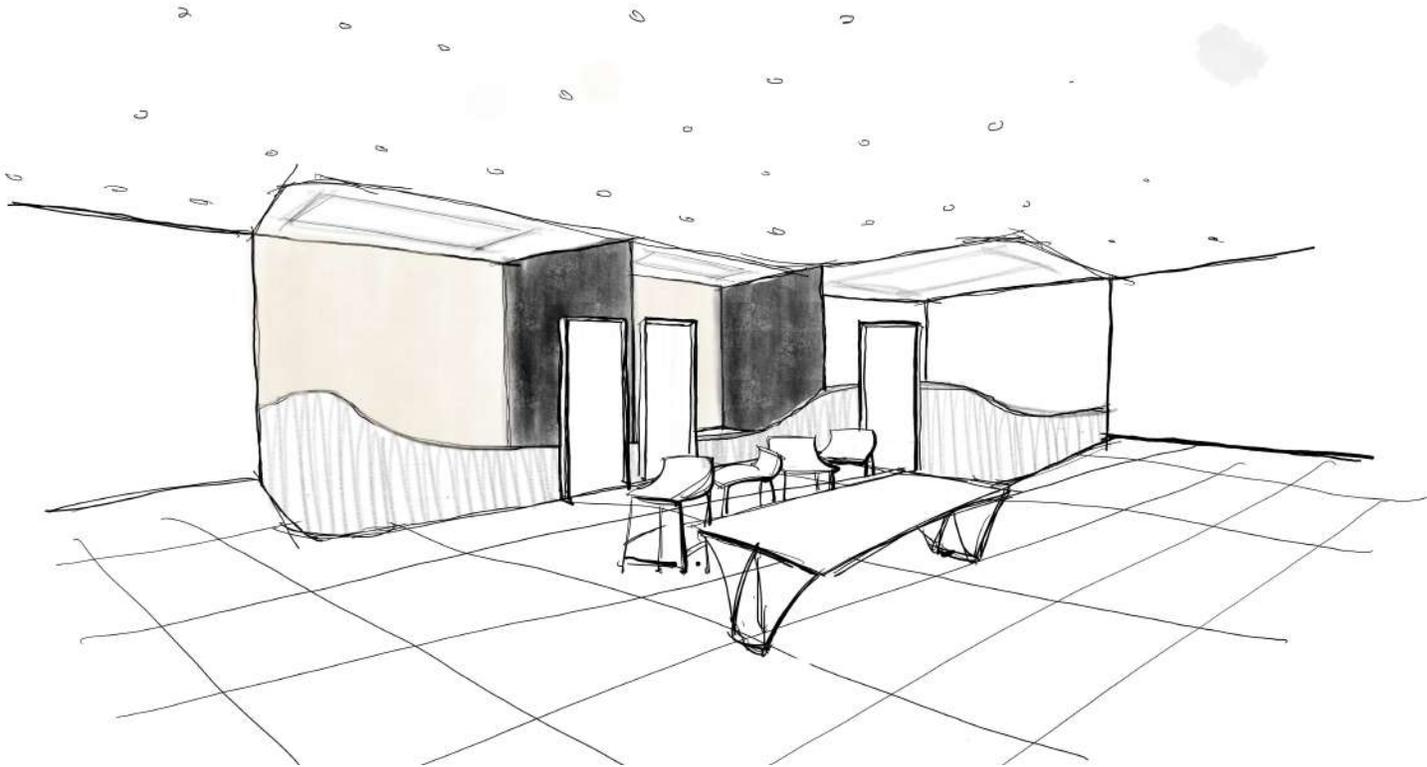


employees' circulation



cars' circulation

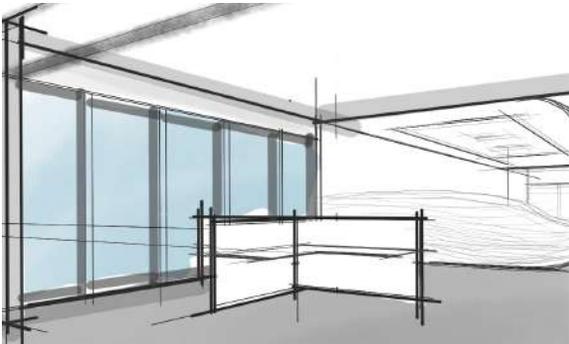
Volumetric



Senior Manager And Directors' Rooms



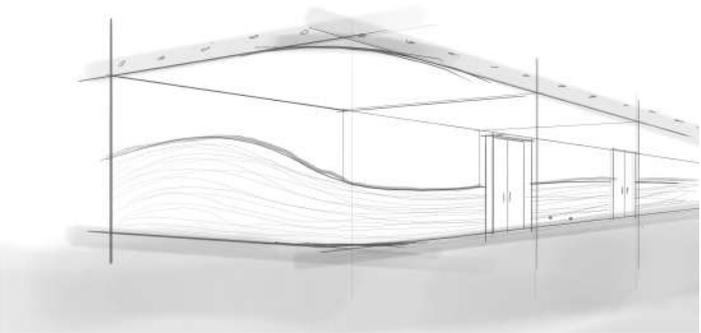
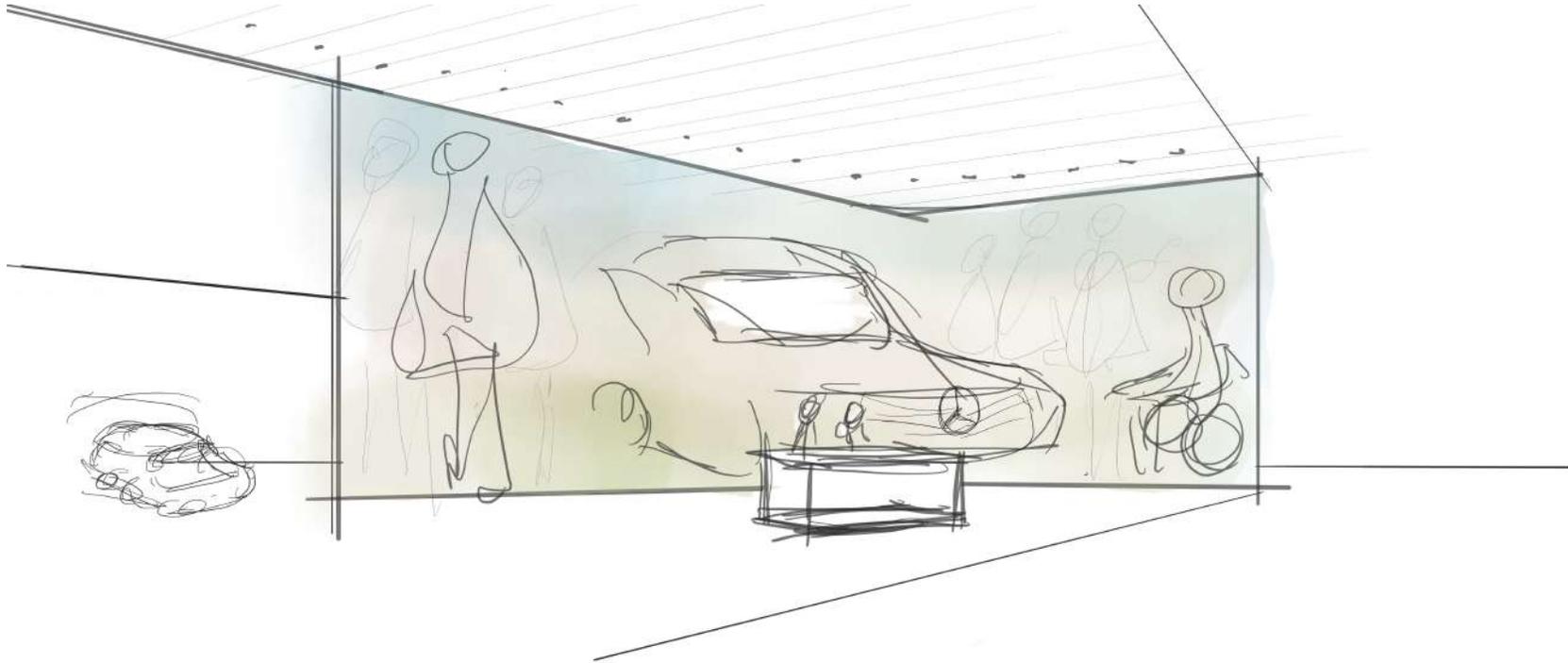
Chandelier



Workstation And Meeting Room

Volumetric

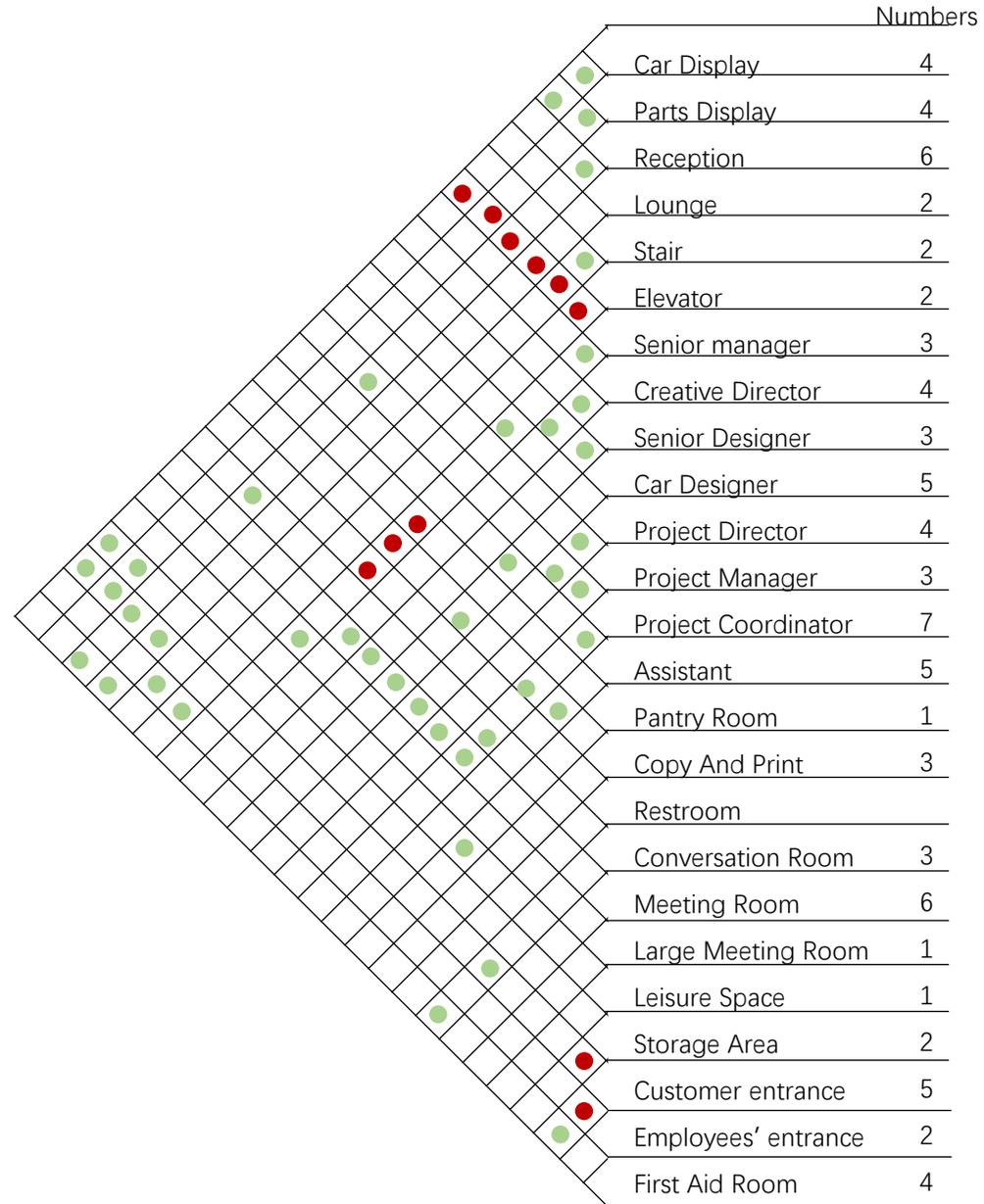
Reception Area



Conversation Rooms

Adjacency Matrix

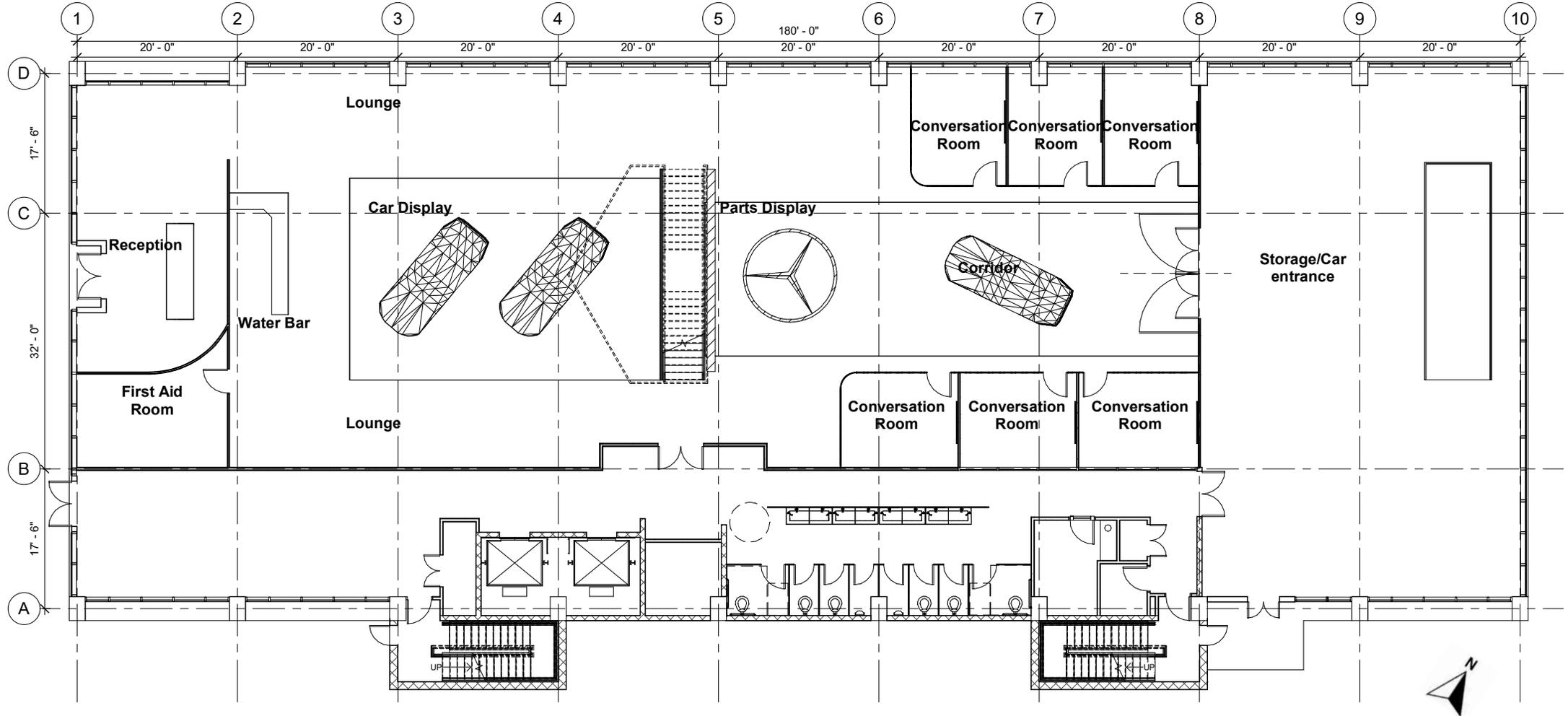
- Disconnect
- Connect



Design Development

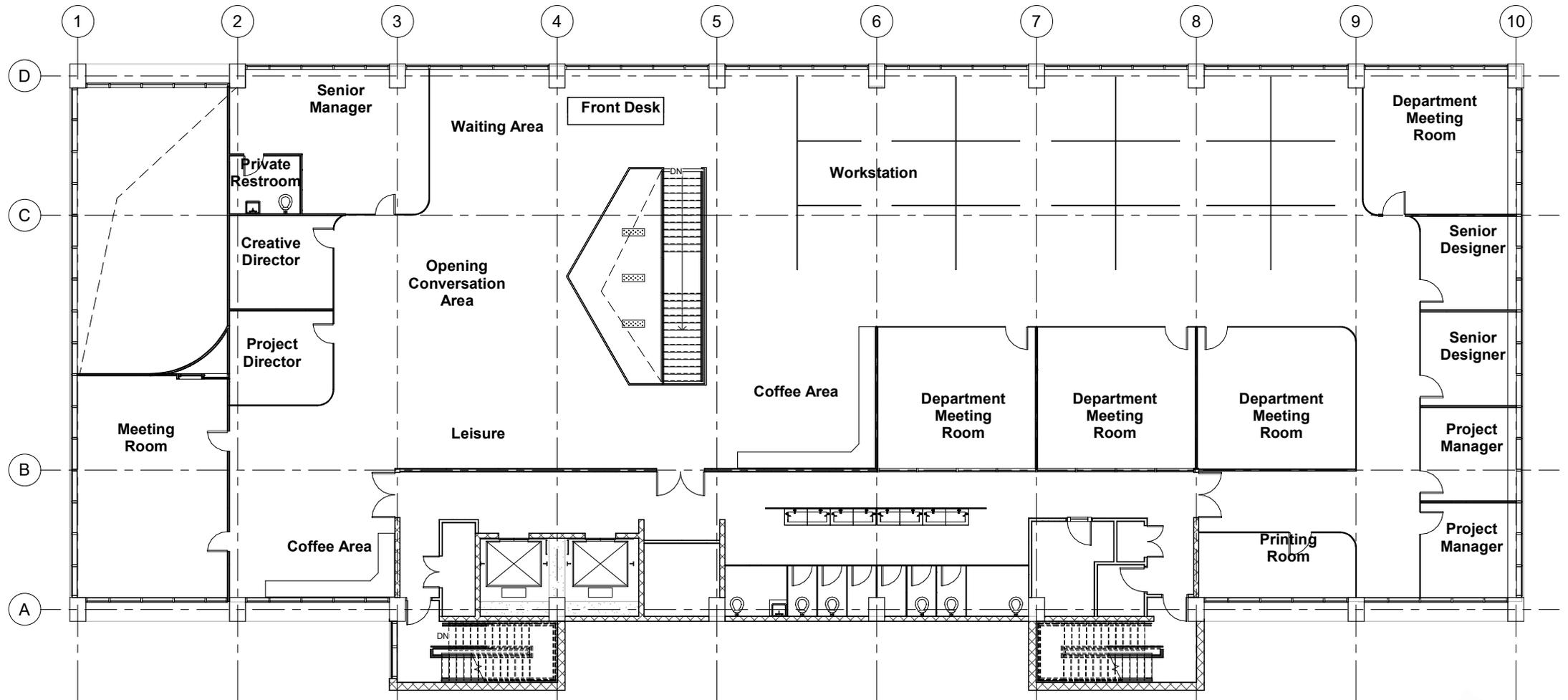
Partition plan

First Floor



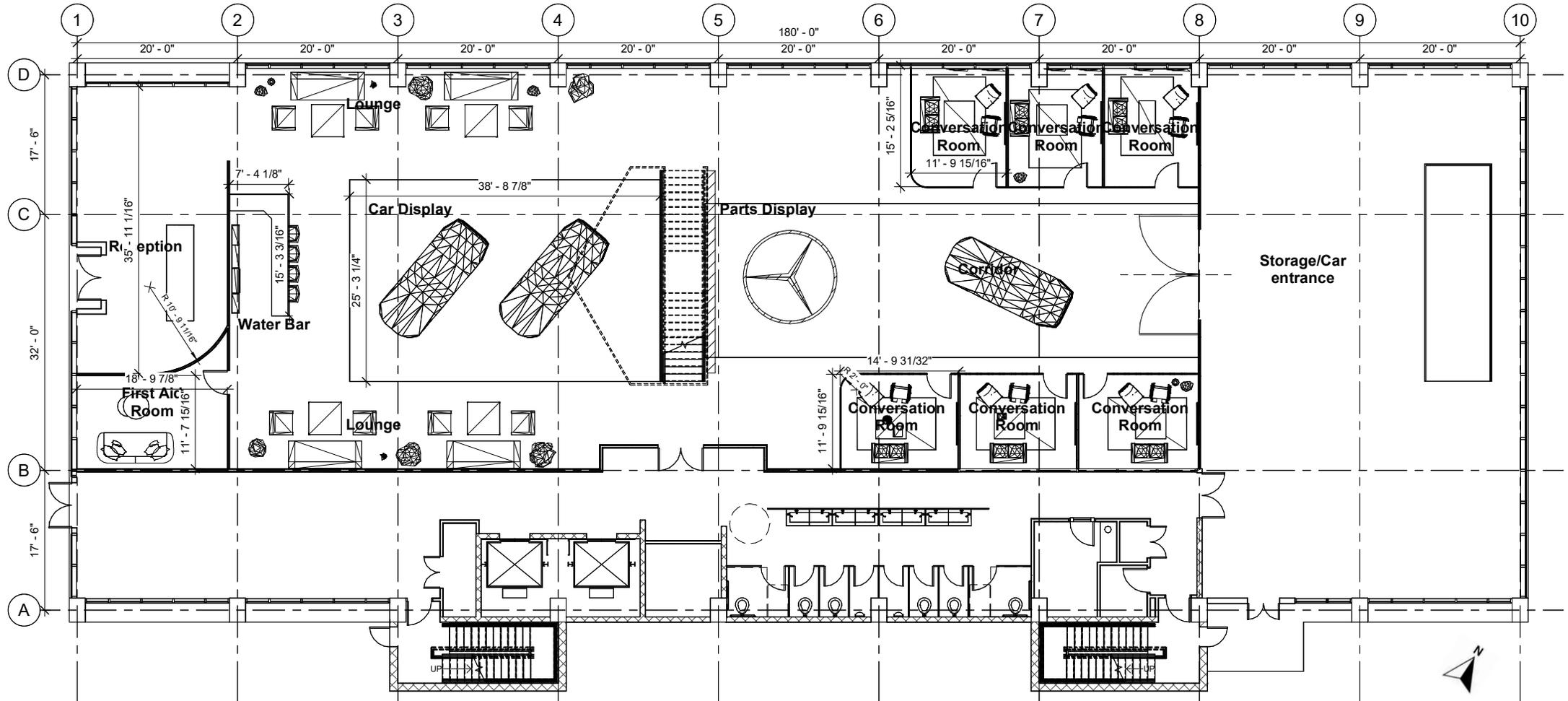
Partition plan

Second Floor



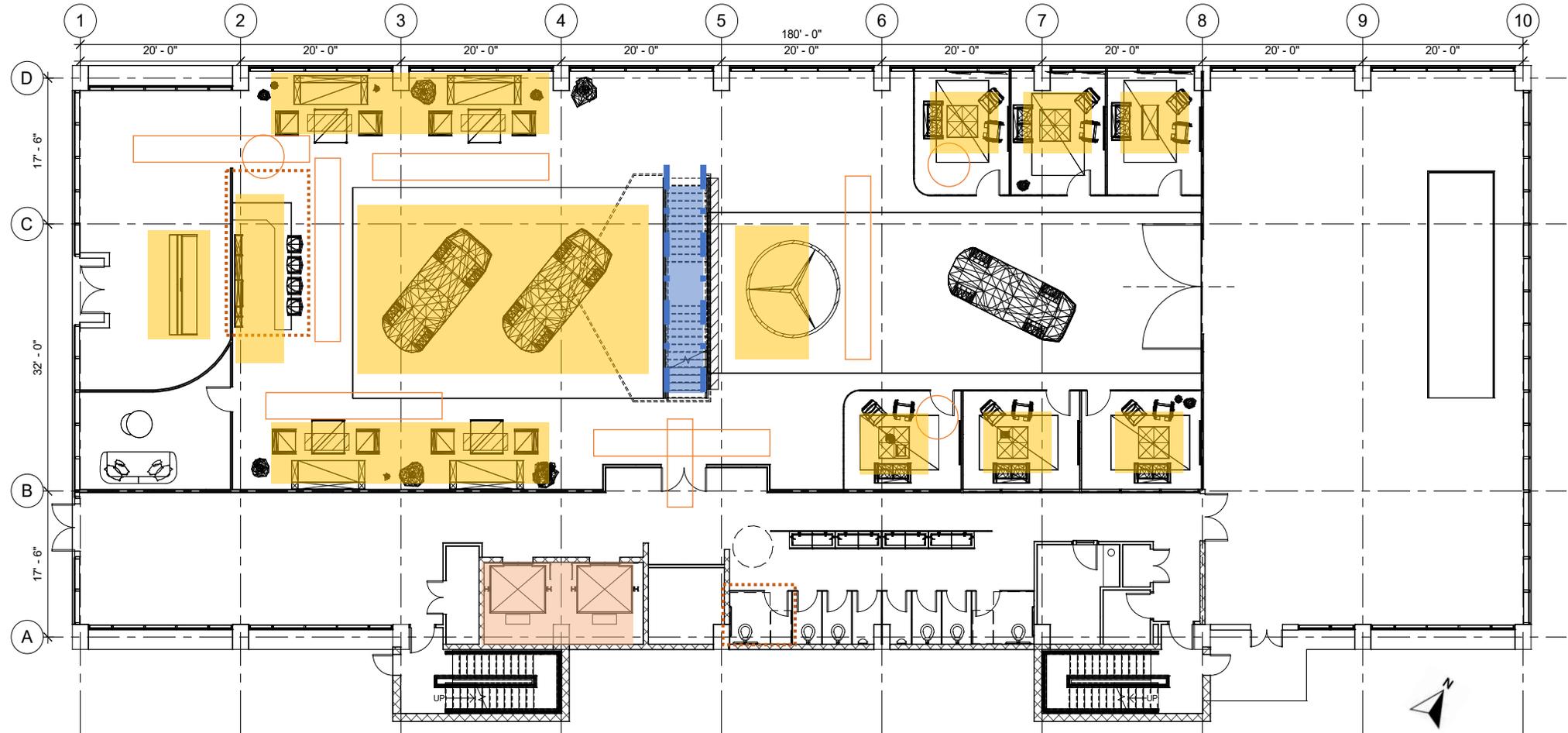
Major dimensions

First Floor



Universal and ADA Plan

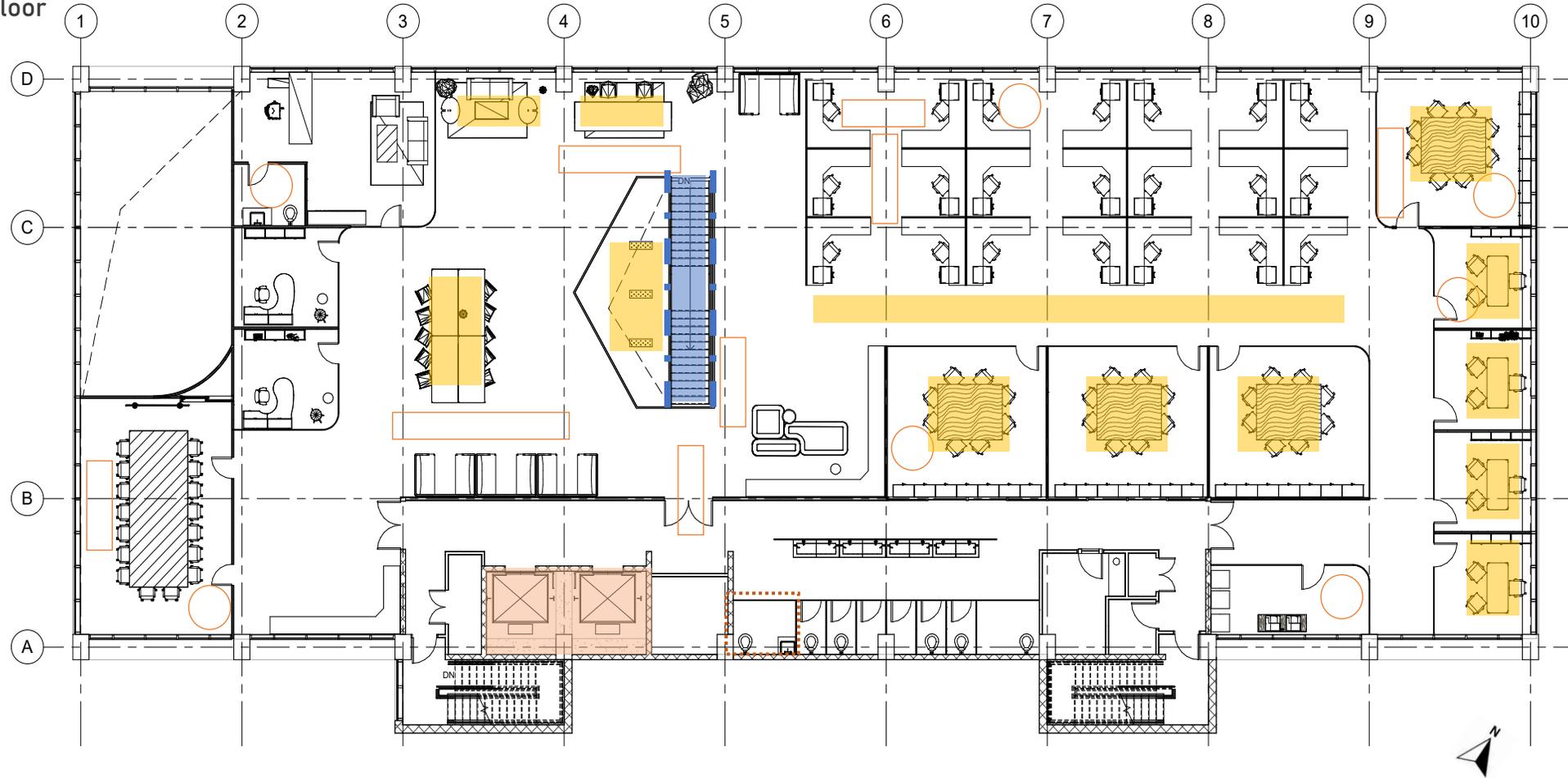
First Floor



- Wheelchair Turning Space R 2'6"
- Wheelchair Corridor Width 3'0"
- Handrail
- Vertical Transportation Stair
- Vertical Transportation Elevator
- Mainly lighting range

Universal And ADA Plan

Second Floor



○ Wheelchair Turning Space
R 2'6"

▭ Wheelchair Corridor
Width 3'0"

— · — Handrail

■ Vertical Transportation
Stair

■ Vertical Transportation
Elevator

■ Mainly lighting range

Universal And ADA Plan

Occupancy

Room Name	SQ. FT.	Function of Space	LOAD Factor	Occupancy Load
Reception area	600	A	15 net	40
Bar	300	B	100 gross	3
First Aid	250	I	100 gross	2.5
Lounge	800	A	15 net	20
Display	1500	A	30 net	20
Conversation Room	1000	A	15 net	18
Office	11200	B	100 gross	112
Total occupancy load				216

Furniture Schedule

Furniture Schedule		
Family	Manufacturer	Type
1 2015_Bench_Viccarbe_Common	VICCARBE	
2 Allsteel - Aware - Credenza - Buffet 34H	Allsteel	00 Universal 00
3 Chair-Corbu		Chair
4 CL-EG-Adjustable	Classicon	CL-EG-Adjustable
5 Desk-Admin-Interior_Concepts-L_Shape-IC011485P2	Interior Concepts	Standard
6 Furniture_Shelving-Storage_Animovel_Hexagone-Sideboard	Animovel	Body material (Furniture-LM-054)-Hexagons material(Wood-BX-209)
7 Furniture_Shelving-Storage_PALMBERG_Hinge-door-cabinet		Default
8 Furniture_Sofas-Armchairs_Talenti_Cliff-Deco-Sofa	TALENTI	BEIGE - WHITE
9 Furniture_Tables_Icons-of-Denmark_Facit-High-Table_W2400xD1000xH1080mm		Default
10 Furniture_Tables_ZAGAS_Round-Coffe-Table	ZAGAS	Default - please load Revit Family Type Catalog
11 Gunlocke - Seating - Bank of England - Swivel - Wood Seat	Gunlocke	Swivel with Wood Seat

Furniture Schedule		
Family	Manufacturer	Type
12 HermanMiller_Collection_Eames_SoftPad_ExecChair	Herman Miller, Inc.	Pneumatic Hgt Adj
13 HermanMiller_Collection_Eames_SoftPad_MgmtChair	Herman Miller, Inc.	Casters Pneumatic Hgt Adj
14 HermanMiller_Seating_AER1A_NewAeron_WorkChair_ASize	Herman Miller, Inc.	A Size Low-Hgt Range Adj Std Tilt Hgt Adj Plus Pivot Arms Leather Armpads Basic Back Sup
15 Hightower_FourUs_Booth_wEarTop	Hightower	4 Leg
16 HighTower_Nadia_Table_100	HighTower	HighTower_Nadia_Table_100
17 reception desk		reception desk
18 Sofa-Corbu		Sofa
19 True_Love_LoungeChair	HighTower	True_Love_LoungeChair
20 USM Haller sideboard 2286x386 1090 mm	USM	Pos. 3.09 (2286x386/1090mm = 90x15/43inch)
21 Viccarbe-Ace	VICCARBE	Ace - Steel Base Armchair
22 Viccarbe_Shape	VICCARBE	Shape - O (38x38x45 cm / 14.96"x14.96"x17.71")

Grand total: 155

22



21



19



16



15



1



2



3



4



5



8



9



10



13

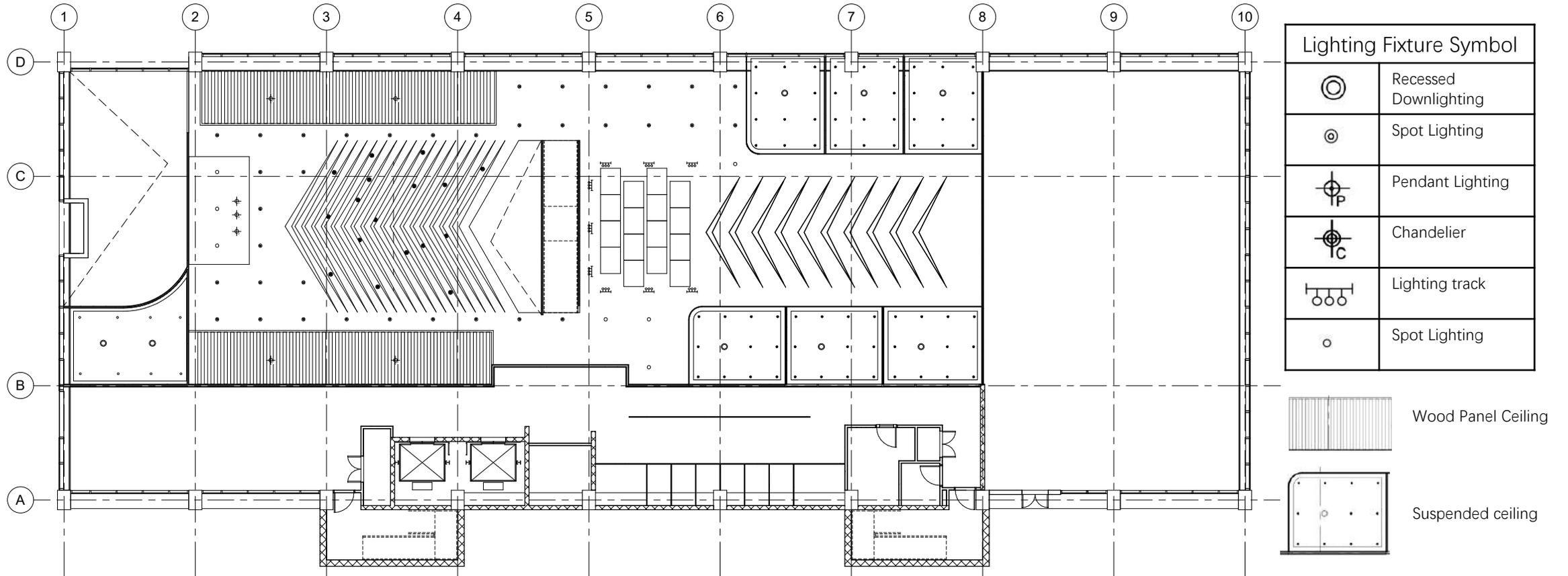


14



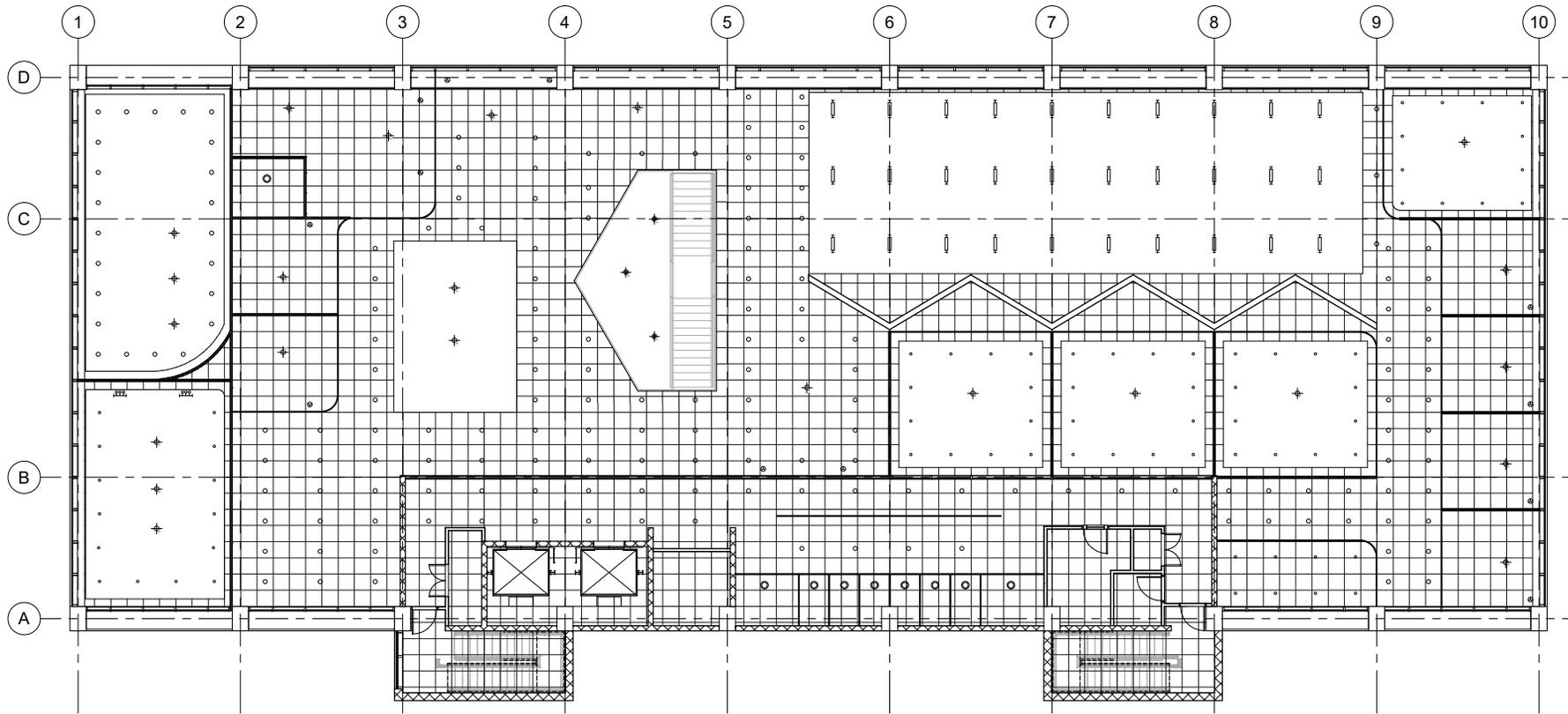
Reflected Ceiling Plan

First Floor



Reflected Ceiling Plan

Second Floor



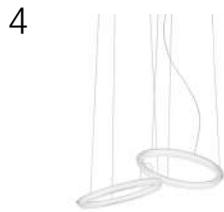
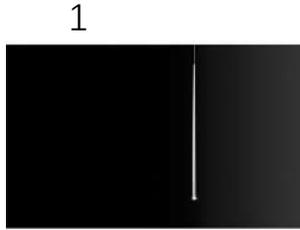
Lighting Fixture Symbol	
	Recessed Downlighting
	Spot Lighting
	Pendant Lighting
	Chandelier
	Lighting track
	Spot Lighting

- Suspended ceiling
2x2 Acoustic ceiling tiles
- Drop ceiling
Acoustic cloud
- Drop ceiling
Acoustic cloud

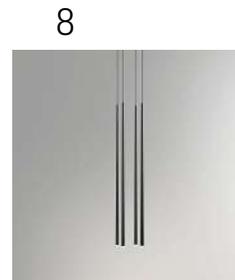
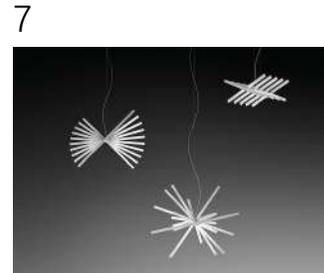
Lighting Schedule

Lighting Fixture Schedule		
Family	Manufacturer	Type

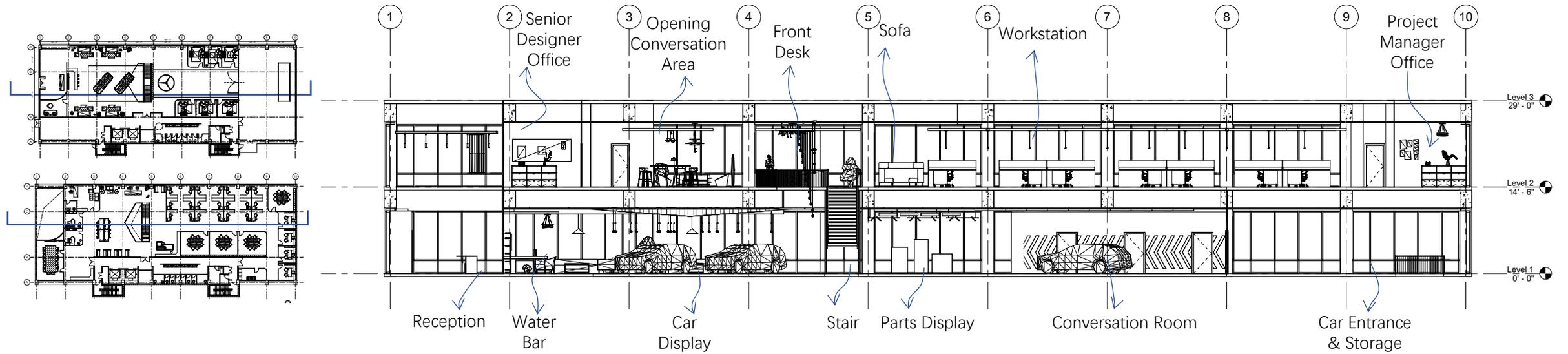
1	Lighting-Pendant-Vibia-ALGORITHM-0822		Standard
2	Lighting-Pendant-Vibia-ALGORITHM-0837		Standard
3	Lighting-Pendant-Vibia-Flamingo-1530	VIBIA	1530-18
4	Lighting-Pendant-Vibia-HALO_2331-Round_Double	VIBIA	2331-03
5	Lighting-Pendant-Vibia-HALO_2332-Round_Triple	VIBIA	2332-03
6	Lighting-Pendant-Vibia-NOTRH-5664		Standard
7	Lighting-Pendant-Vibia-RHYTHM_2121-Horizontal-20_Long_Sticks	VIBIA	2121-58 Chaotic
8	Lighting-Pendant-Vibia-SLIM_0935-x10	VIBIA	0935-04
9	Lighting_Fixture-Edge_Lighting-Bubble_Ball_14_Linear	Edge Lighting	BB



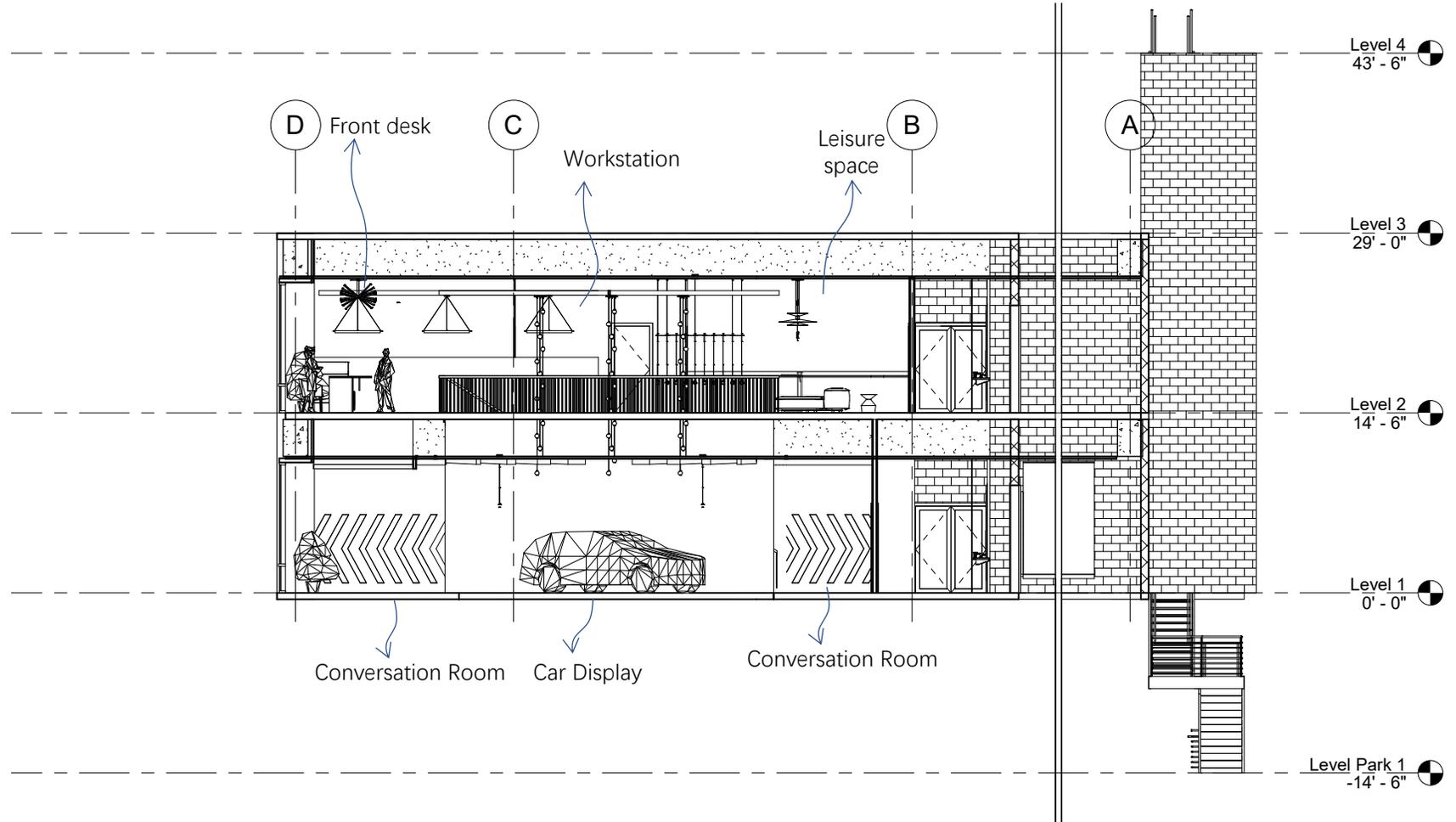
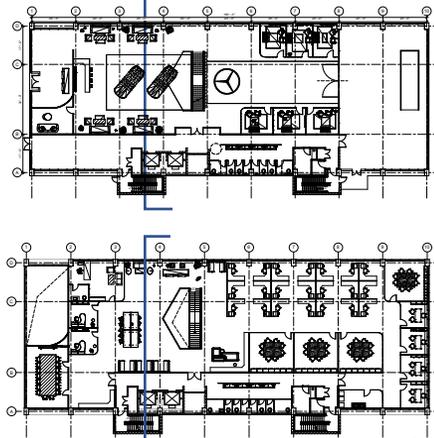
10	Lighting_Pendants_Kreon_Espirit-Pendant	Kreon	1600
11	Lighting_Pendants_Kreon_holon-40-pendant	Kreon	Holon Pendant 40
12	Lighting_Pendants_Nordlux_SpaceB	Nordlux	Space B - black
13	Lighting_Pendants_Vibia_PALMA-PENDANT-HORIZONTAL-TRIPLE-UL_		GRAPHITE - ADAPTABLE RF 9913 WX
14	mercededs		mercededs
15	TX_Sonnos_RC1	TRILUX	



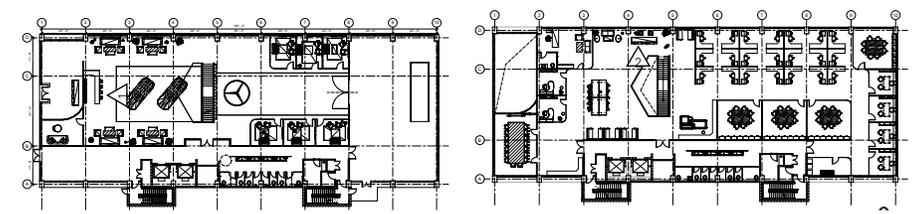
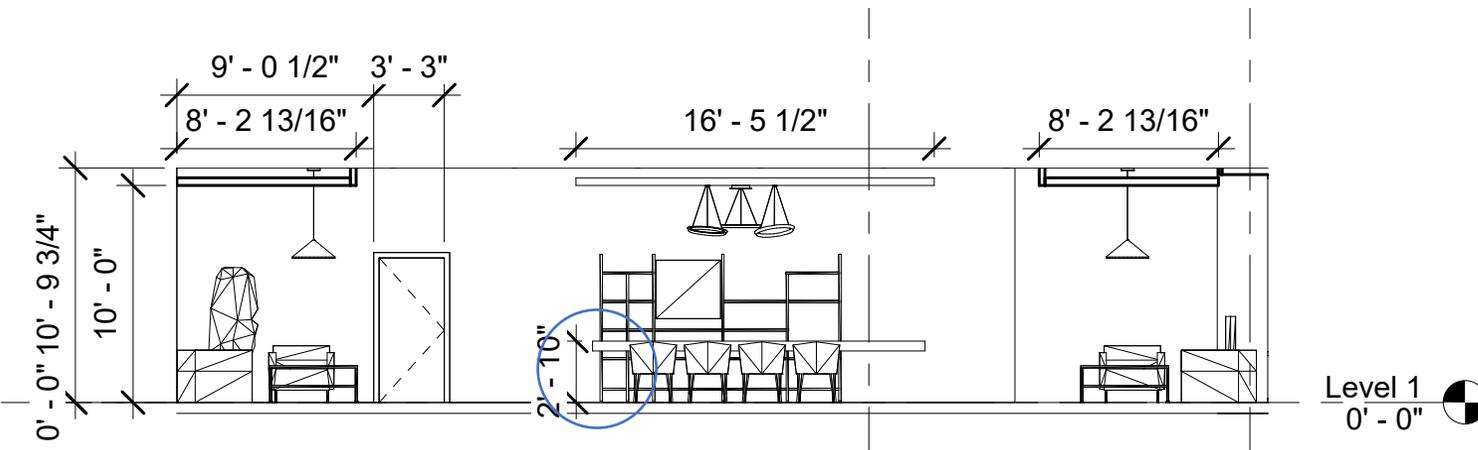
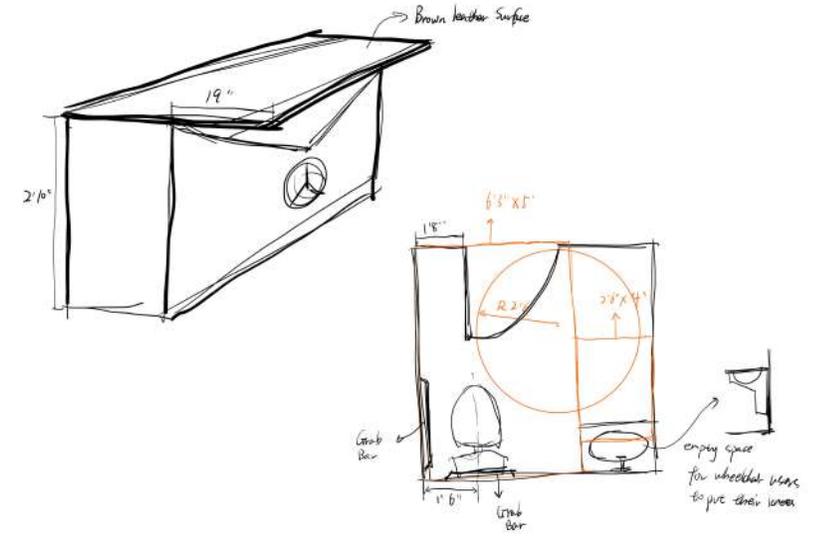
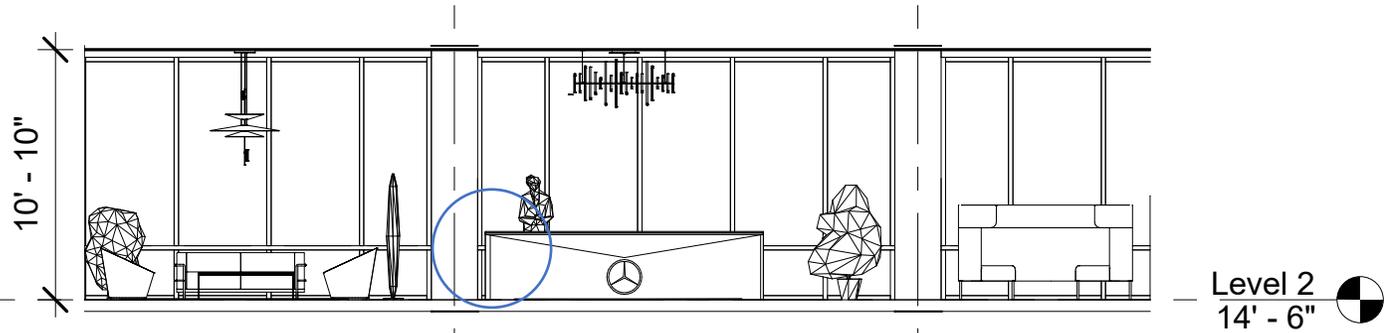
Sections



Sections



Elevations

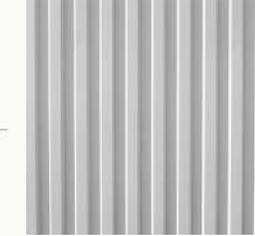


Universal design details

Materials



Wood Panel
Lounge Area Ceiling
Manufacture: unknow



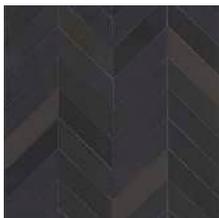
Column Finish
Lounge Area Ceiling
Manufacture: unknow



Glass Wall
Conversation Room
Manufacture: unknow



Rug
Conversation Room
Manufacture: unknow



Black Brown Tile
1st Floor Public Area
Manufacture: unknow



Yellow Rug
1st Floor Conversation room
Manufacture: unknow

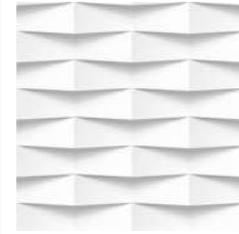
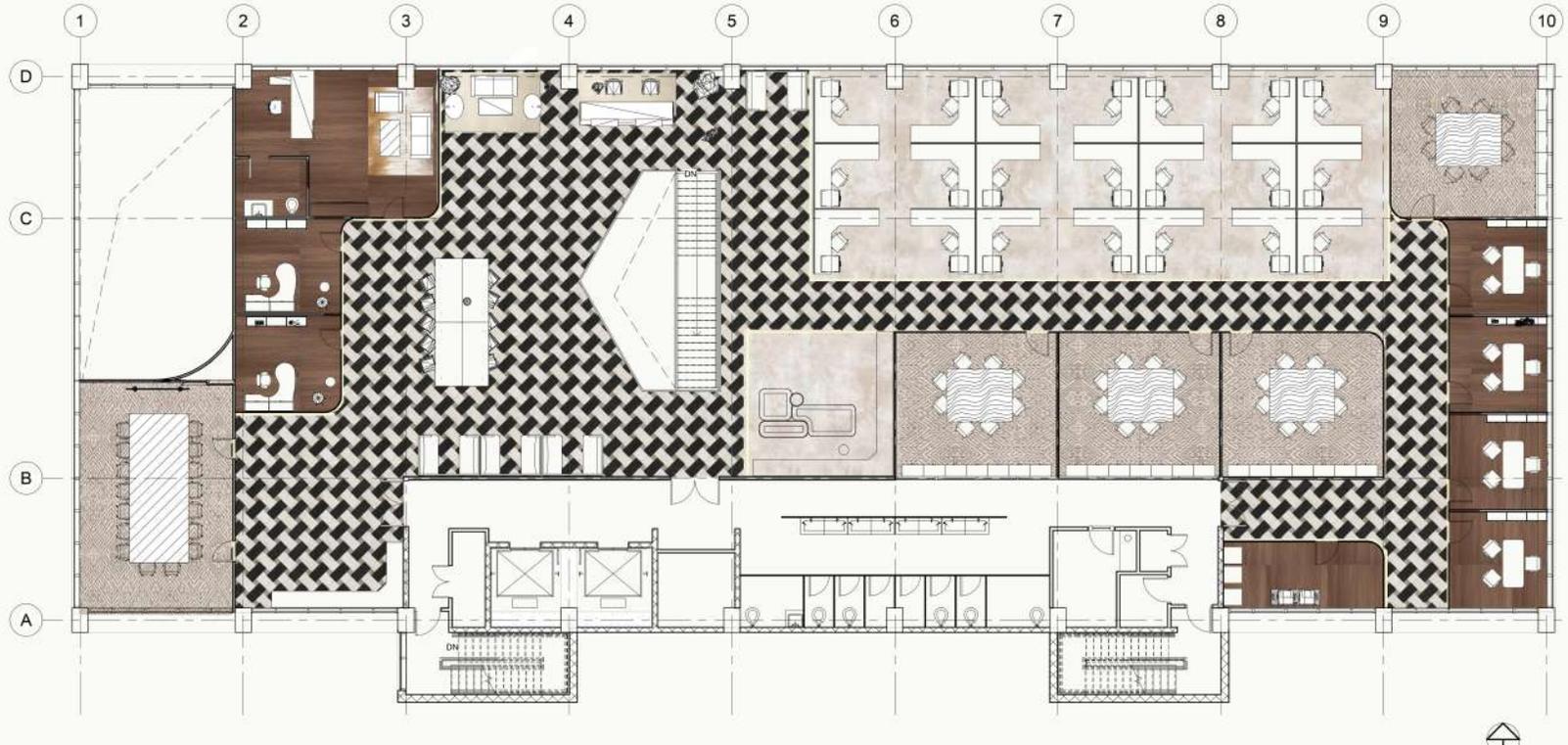


PVC Flooring
Car Display
Manufacture: unknow

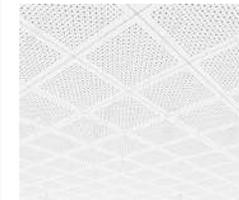


Leather
Furniture
Manufacture: unknow

Materials



Gypsum Board
Opening conversation area ceiling/ water bar ceiling
Manufacture: unknow



2x2 Acoustic ceiling tiles
2nd floor ceiling
Manufacture: 123RF



2x2 Acoustic ceiling tiles
2nd floor ceiling
Manufacture: 123RF



Acoustic ceiling tiles
2nd floor ceiling
Manufacture: Armstrong



High glossy wood panel
Car display ceiling
Manufacture: unknown



Black White Tile
2nd floor Public area flooring
Manufacture: unknow

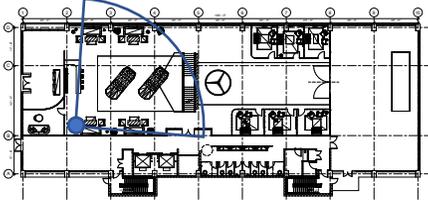


Wood Board
2nd floor office flooring
Manufacture: PPG

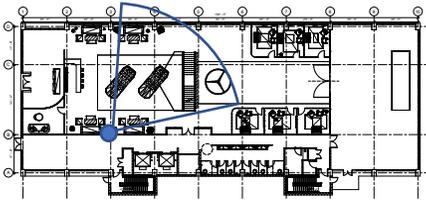


Painting
2nd floor office
Manufacture: PPG

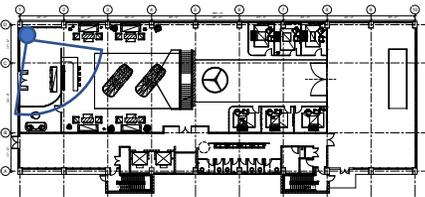
Rendering



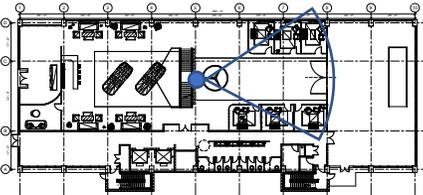
Rendering



Rendering



Rendering



Rendering

