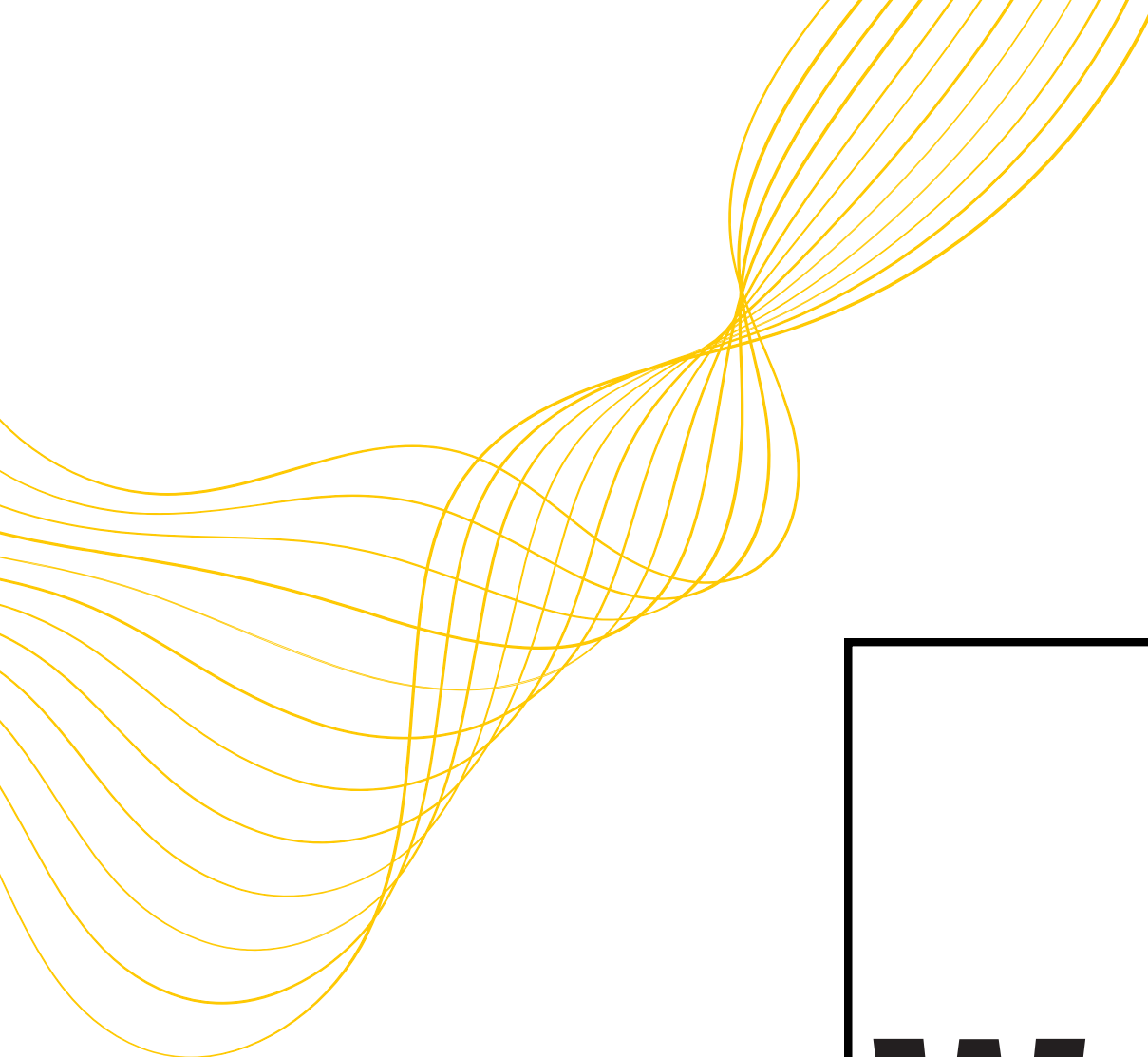
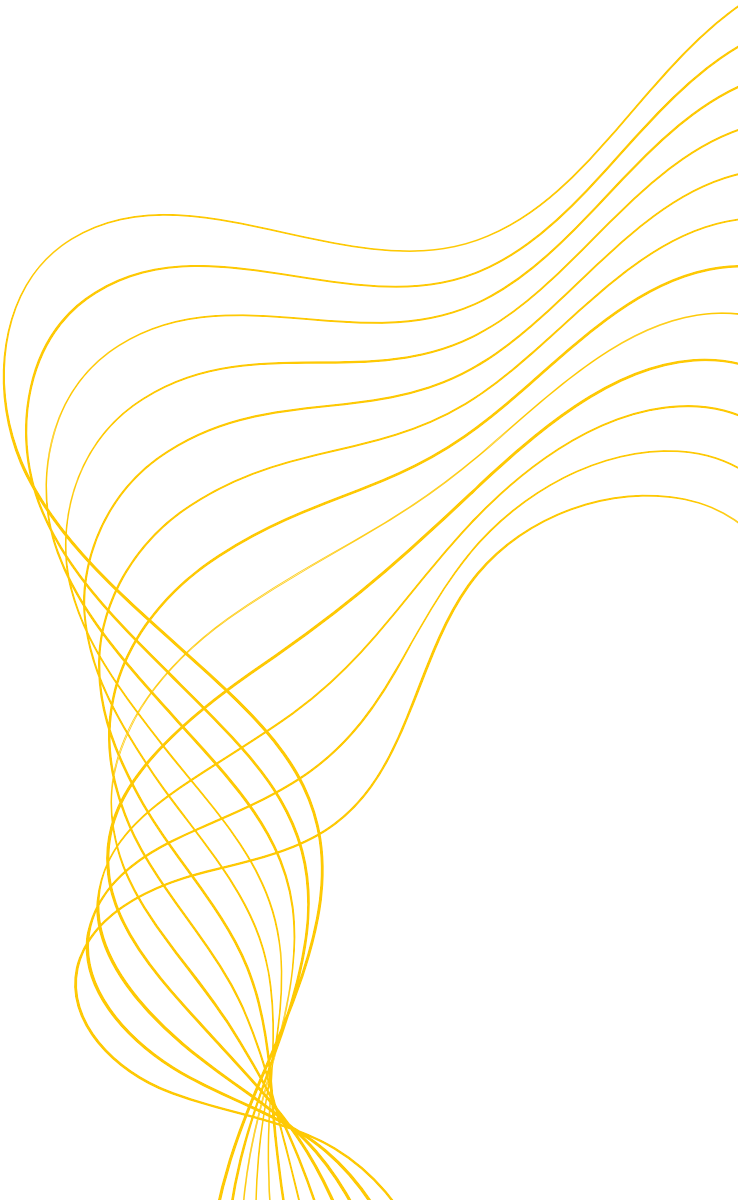




BeReal.



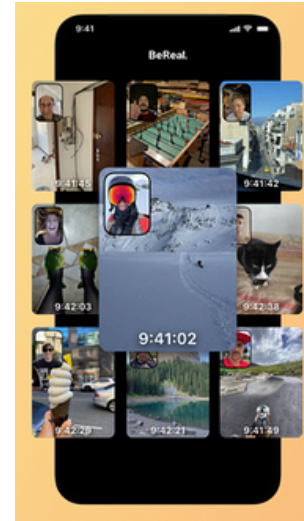
G2 PROJECT WORKPLACE

Marta Vera
Professor: Sam Moshaver

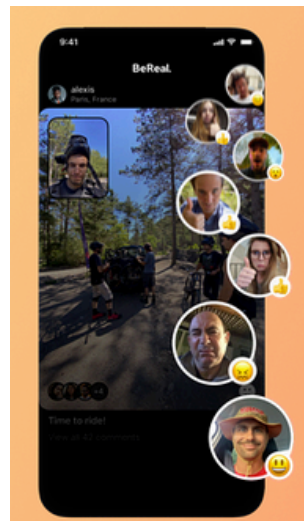
ABOUT THE COMPANY



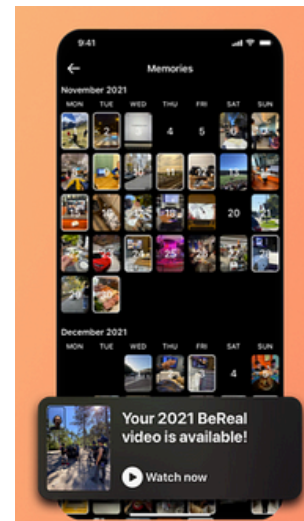
Take a photo with your front and back camera when you get notified



See what your friends are up to at the very same moment



React to your friend's photos with comments or RealMojis



Go back in time and indulge in memories of your days



- French social media app released in 2020
- Developed by Alexis Barreyat and Kevin Perrau
- Fully remote business
- Headquarters in Paris, France
- They have about 120 employees all over the globe

! Time to BeReal. !

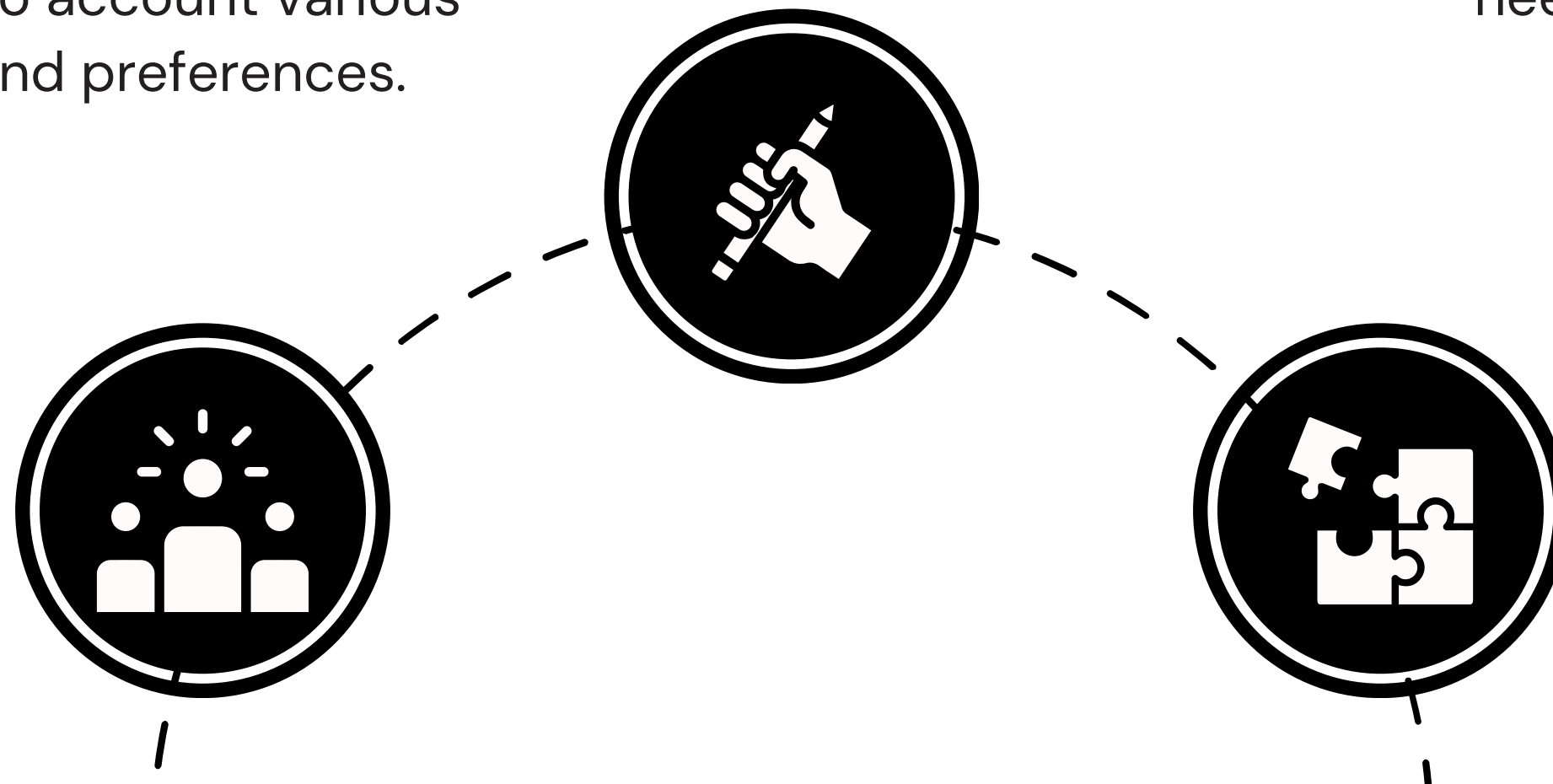
PROJECT PURPOSE

Problem

The goal is to encourage more employees from a company where most work remotely to be present on the job site, emphasizing building a solid brand community. This project requires the creation of plans that take into account various working styles and preferences.

Solution

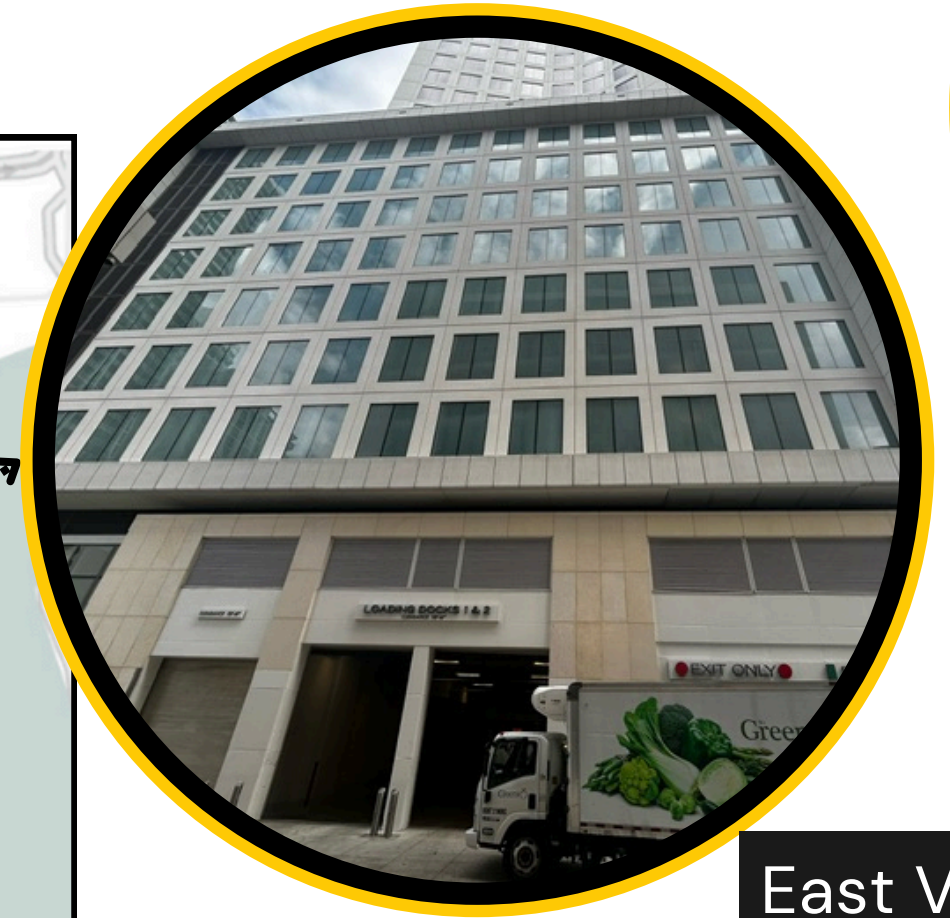
A flexible and versatile design to improve employee satisfaction, collaboration, and overall organizational performance by providing spaces that adapt to diverse work styles and evolving needs.



SITE ANALYSIS



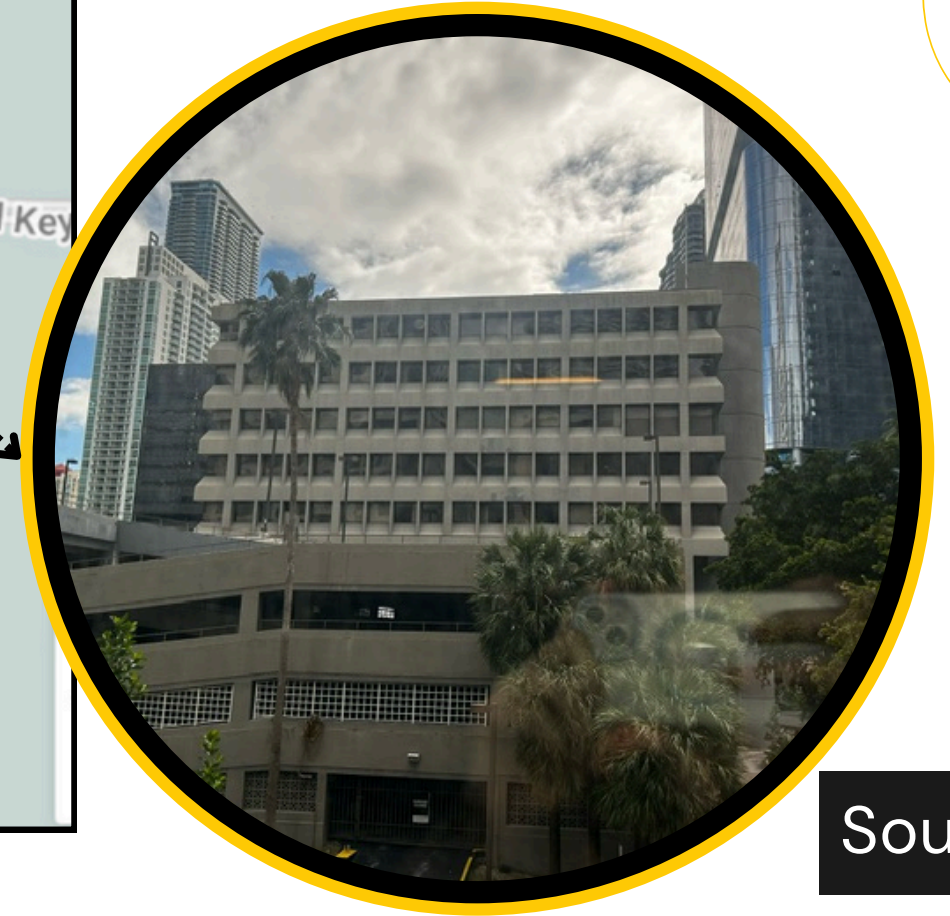
North View



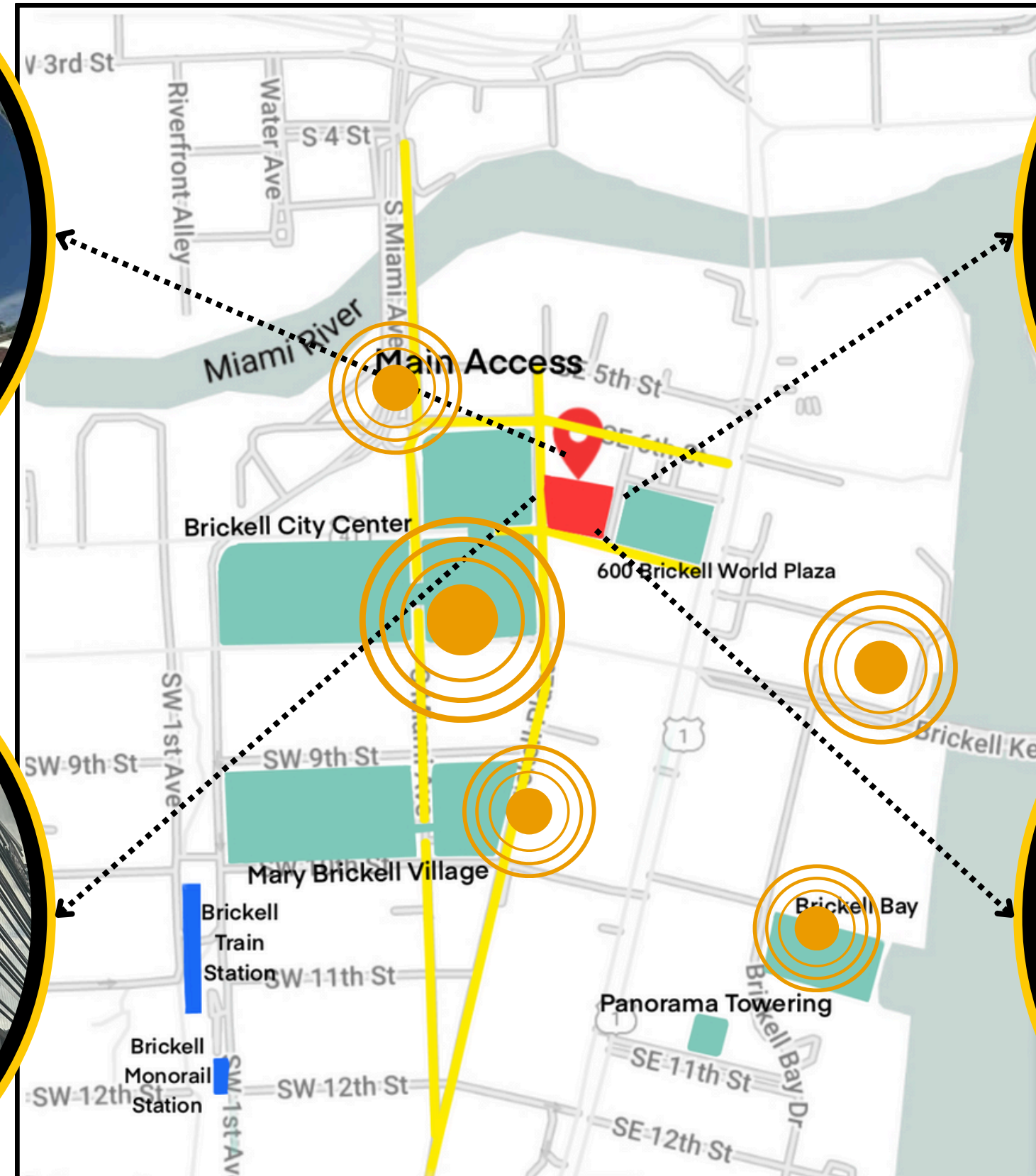
East View



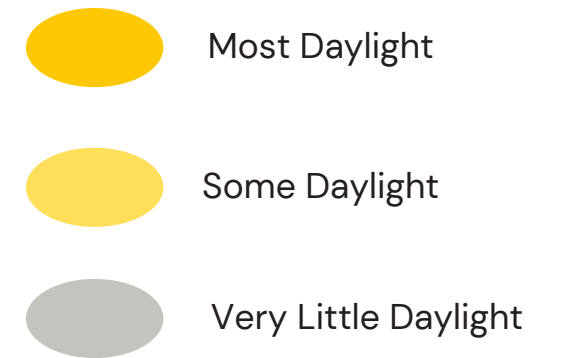
West View



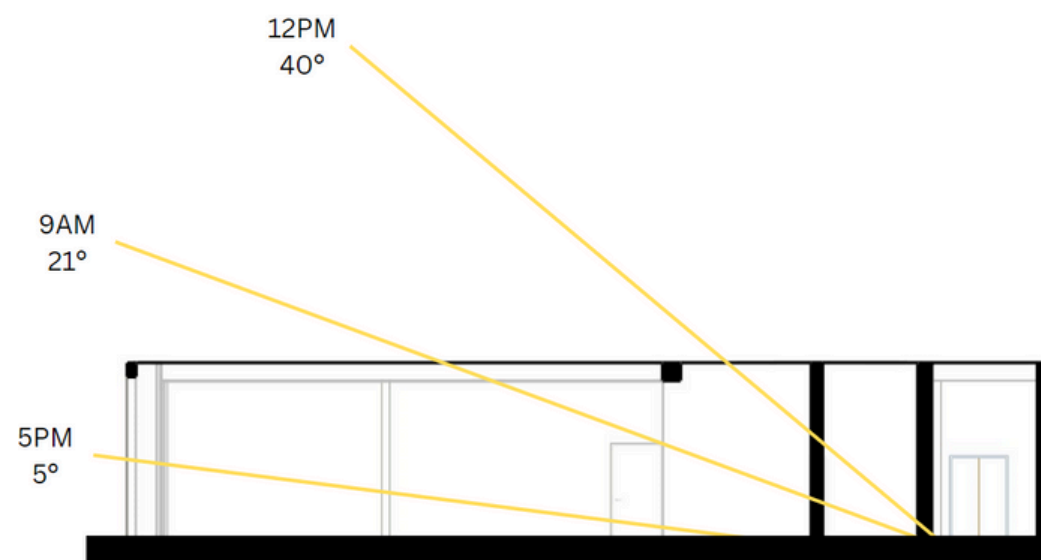
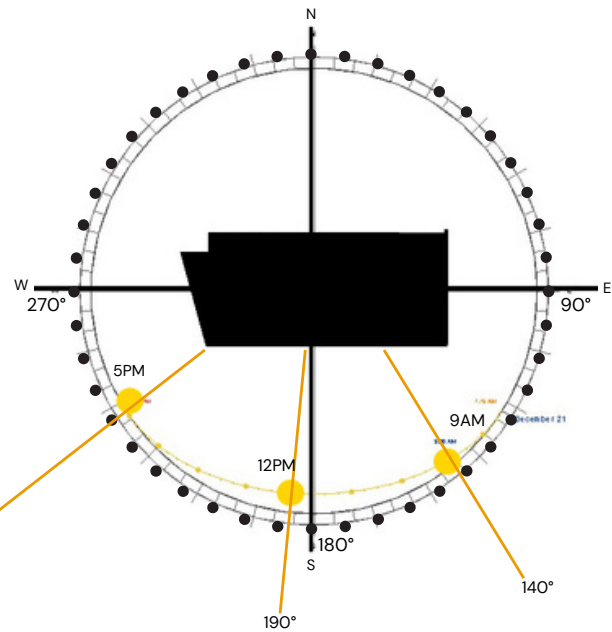
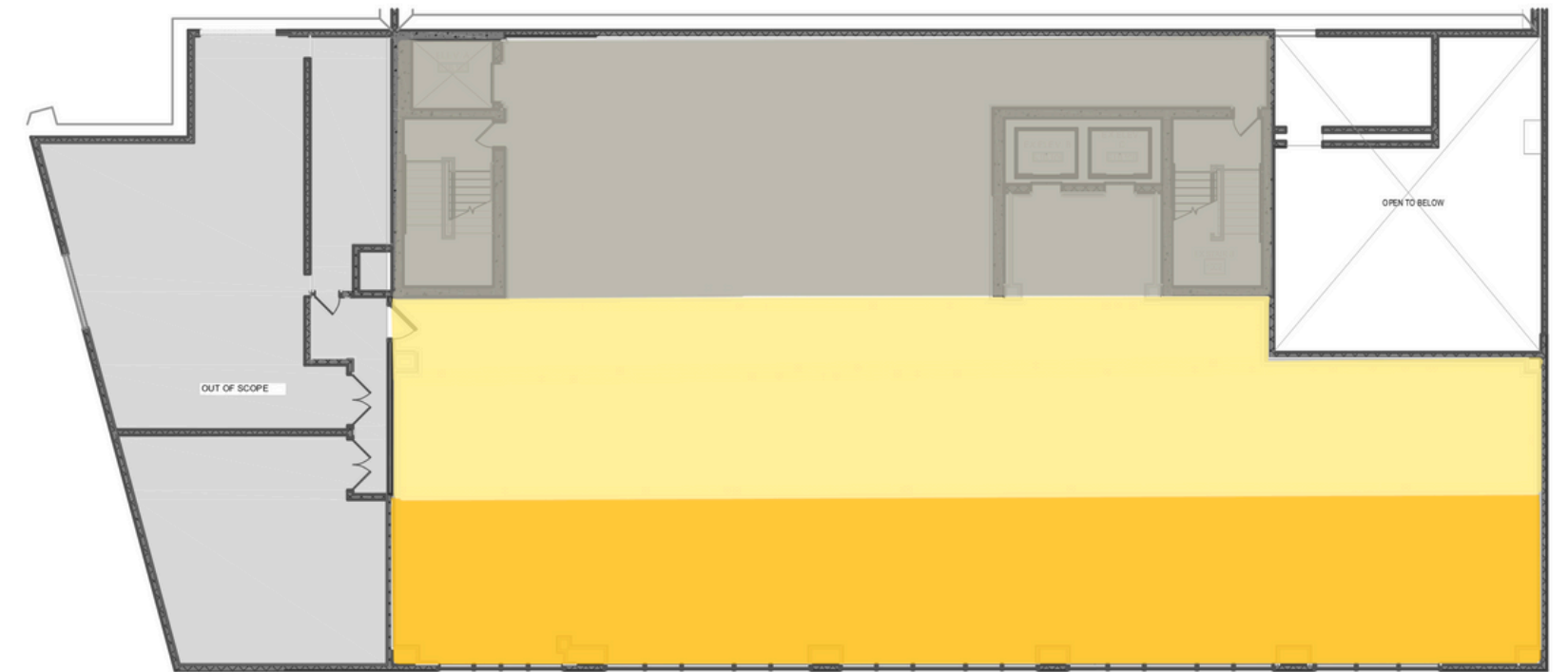
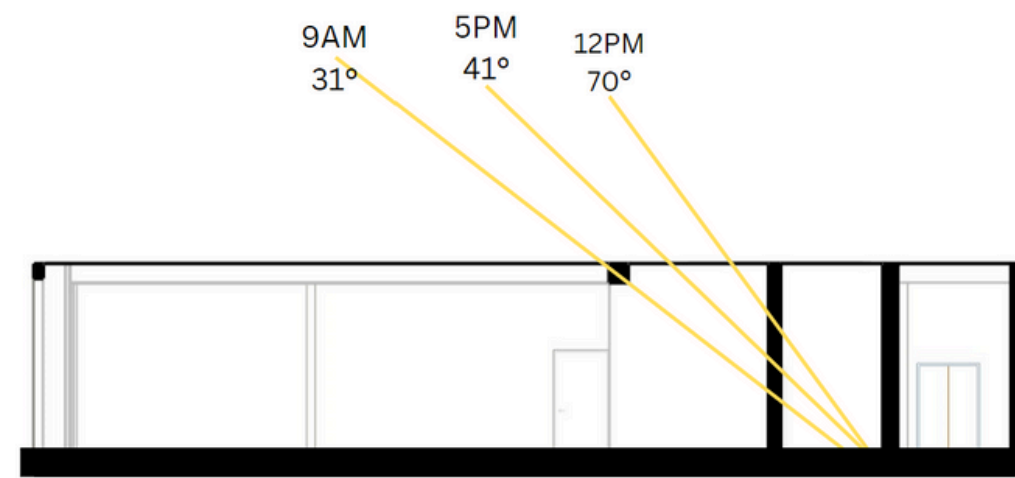
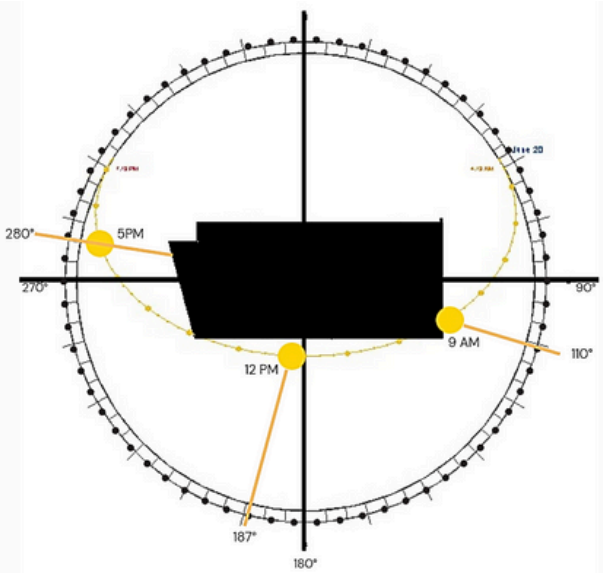
South View



SUN ANALYSIS



Summer



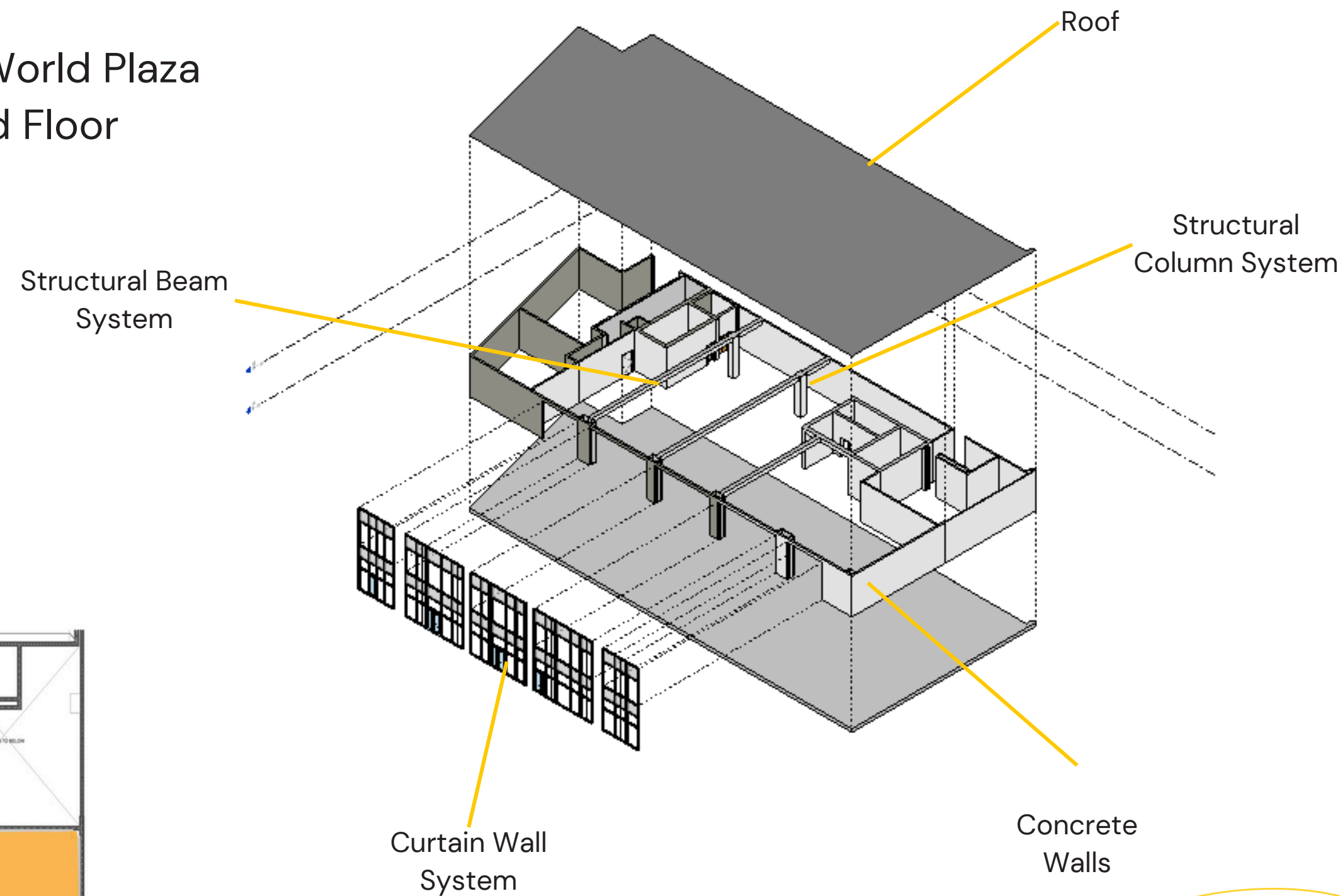
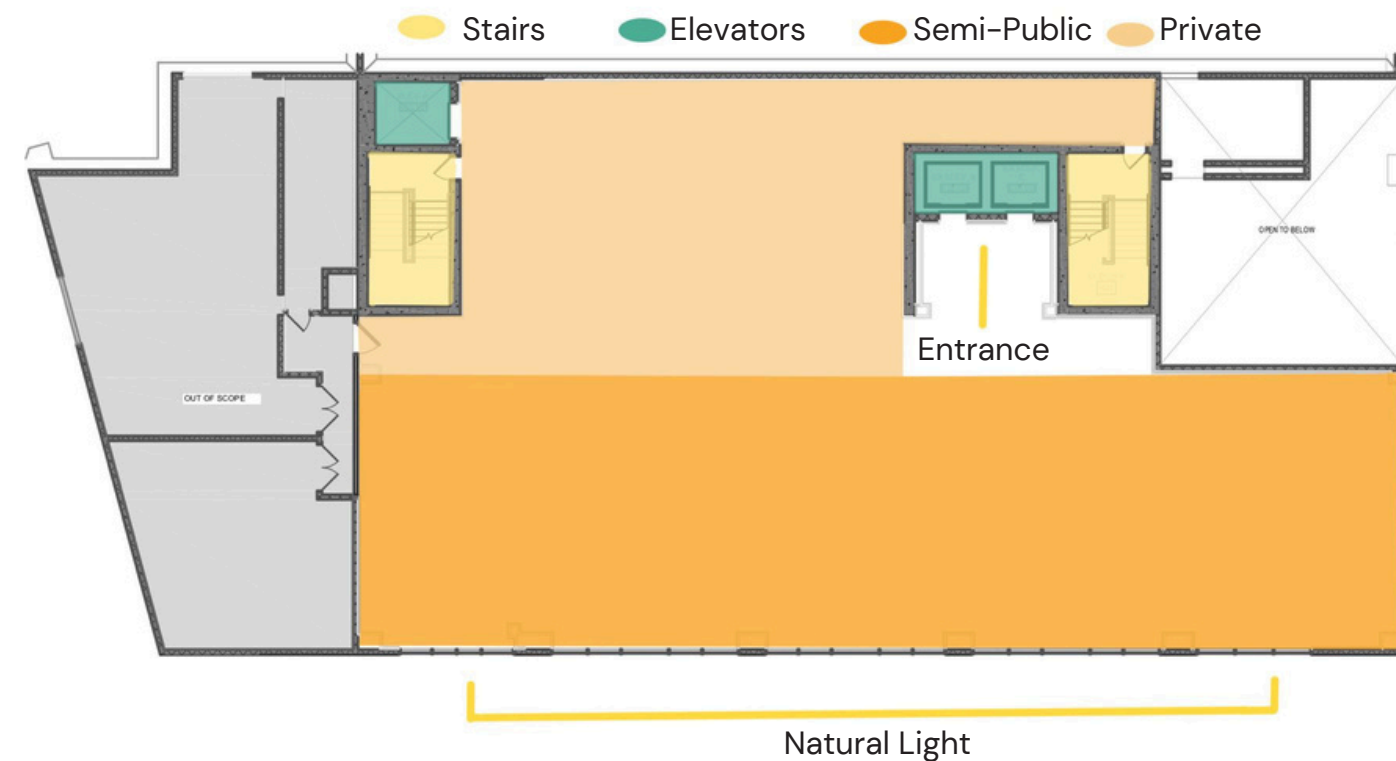
Winter

The floor gets the least sunshine toward the back and gets darker and more secluded the deeper you go into it. The locations marked "Most Daylight" and "Some Daylight" are ideal for workstations since they get direct sunlight and provide natural light, associated with increased productivity and employee well-being.

BUILDING ANALYSIS



Site Location: 620 Brickell World Plaza
Location in Building: Second Floor
Square Footage: 7515 sqft
Project Type: Workplace
Owner: Elm Spring



CASE STUDY

VOILA HOUSE

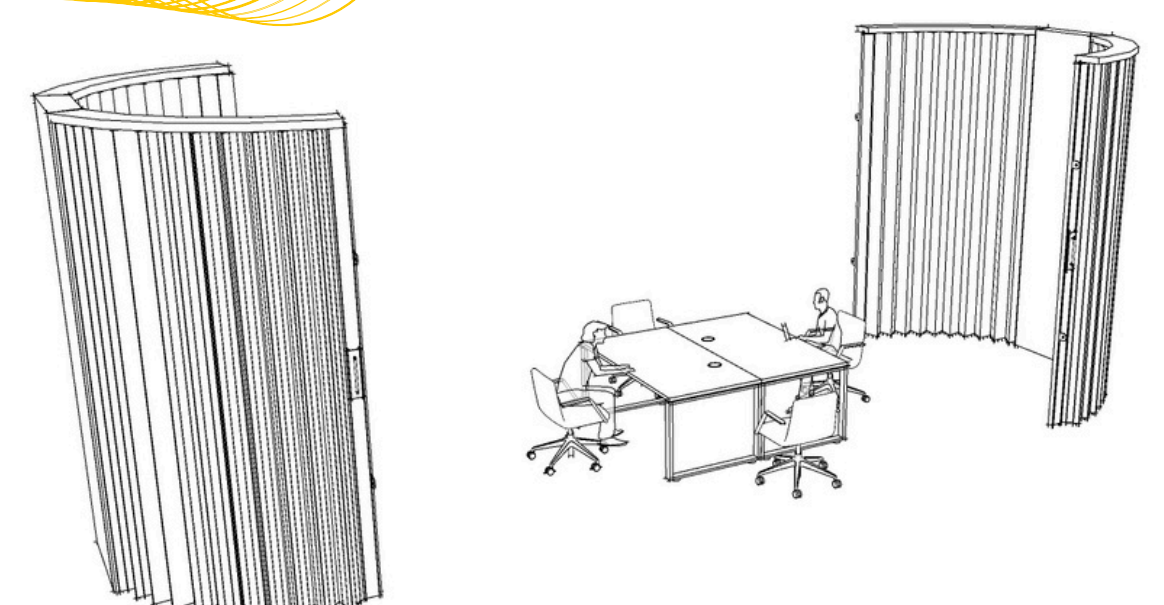
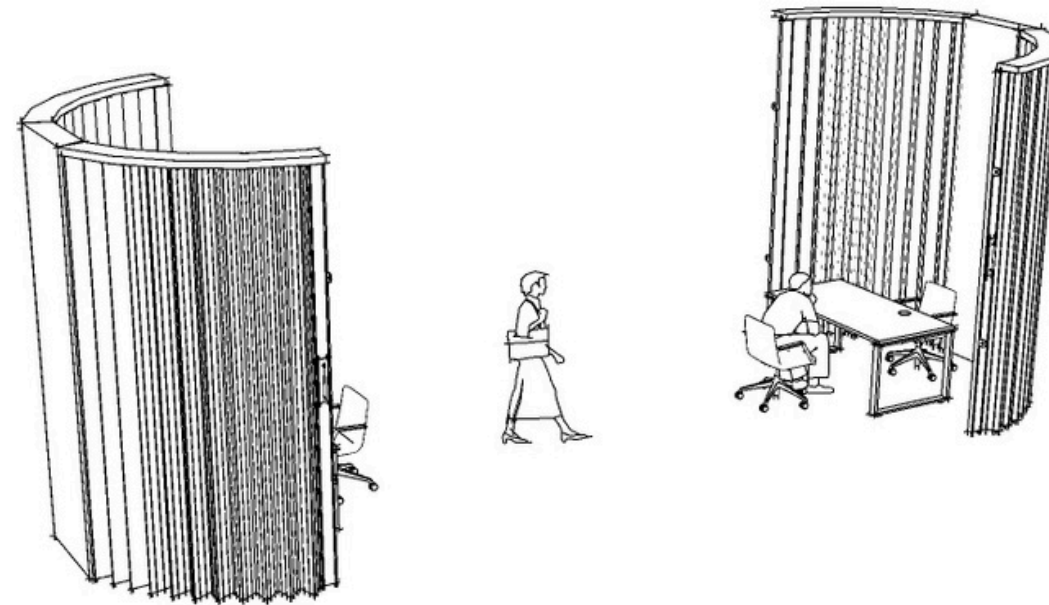
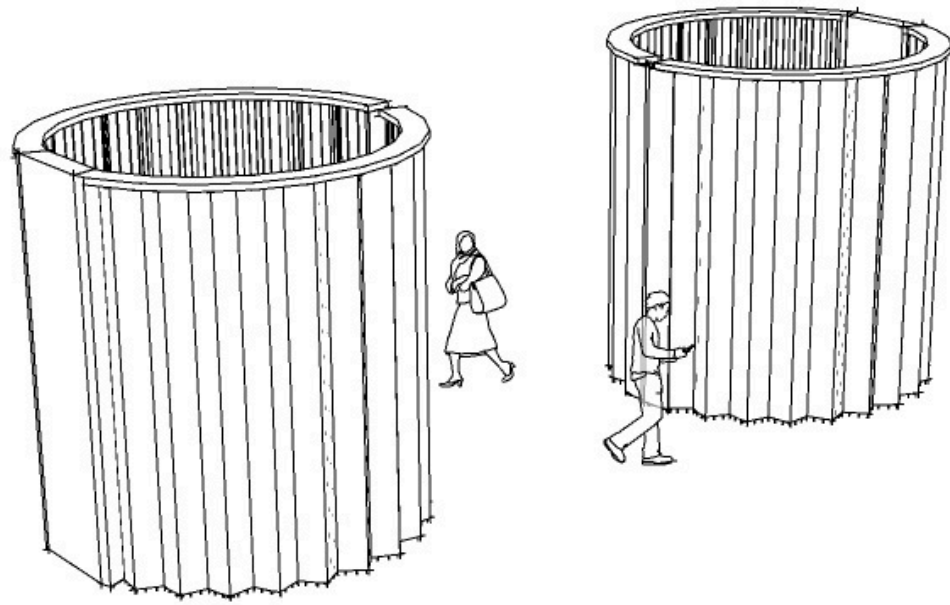
Curved and Stacking Louvered Glass Doors Surround Room



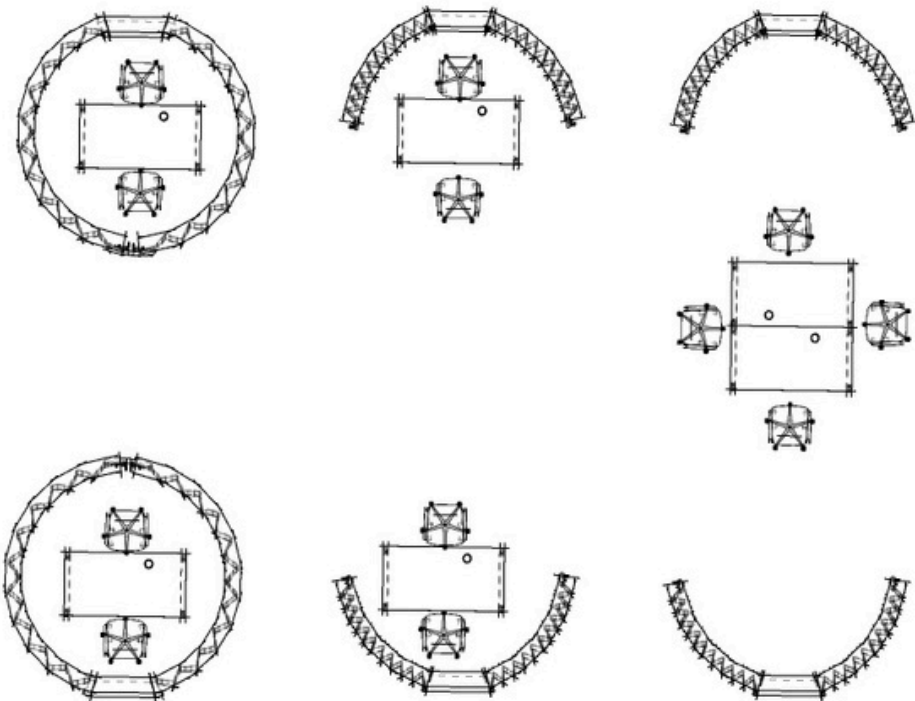
To optimize viewing angles, a set of high revolving doors was specially designed. It becomes a cool indoor living area when closed, offering a safe covered screen with windows within for ventilation. But when it's opened, the room becomes an open air living area. The flexibility of this circular structure enables the quick hiding of boundaries between the room and the garden.

VISION

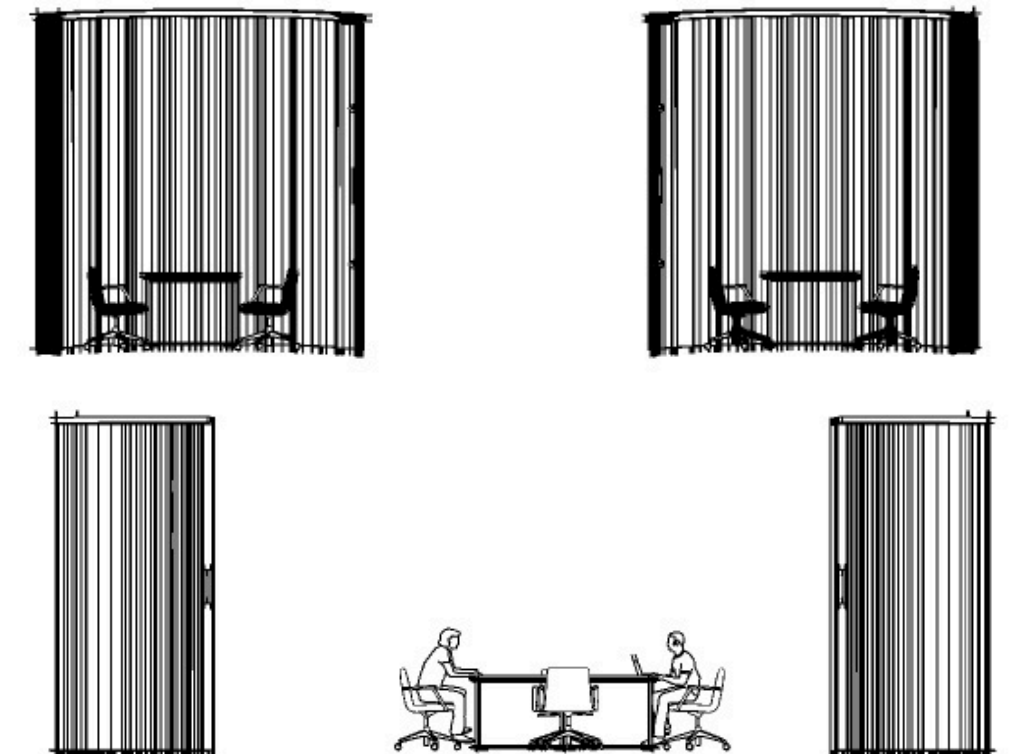
Perspectives



Top View



Sections



Create flexible office pods inspired by the Voila House.

These pods provide easy movement to acquire desired amounts of privacy or collaborative spaces. When closed it because a private office for one or two people and when open movable tables and chair are able to combine into collaborative spaces for multiple people.

BRANDING DESIGN

Logo



Shapes



Color Palette



Main Colors

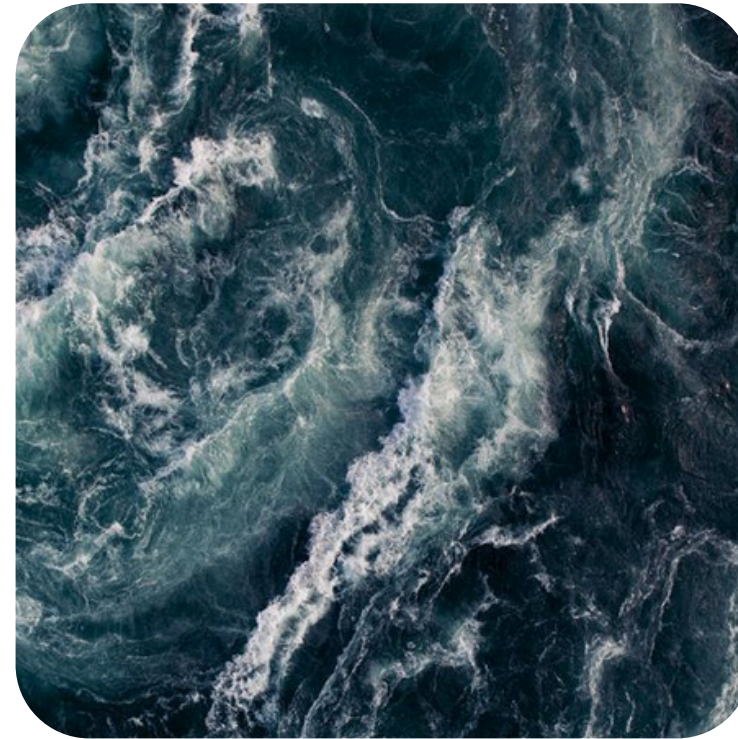


Secondary Colors

CONCEPT



ADAPTATION



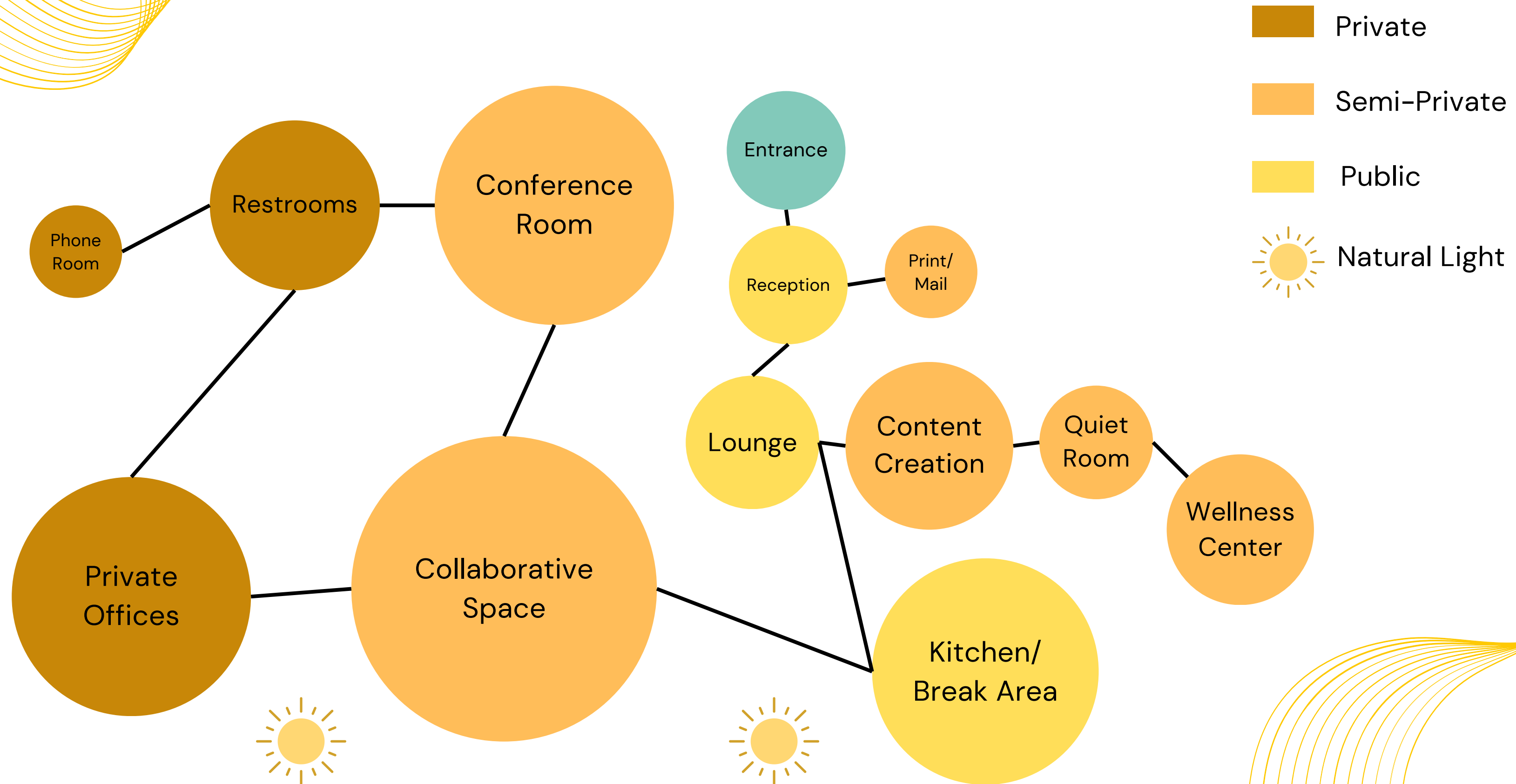
FLEXIBILITY



COLLABORATION

The concept for this workplace office is crafted to seamlessly transition between remote and in-office work, fostering an environment of flexibility, collaboration, and adaptation. The design is centered around versatile workspaces equipped with cutting-edge technology, enabling our team to collaborate effectively whether they're working remotely or in the office. From adjustable furniture to multipurpose meeting rooms, every aspect of our design is tailored to accommodate the diverse needs of our team members, ensuring they can thrive regardless of their location.

BUBBLE DIAGRAM

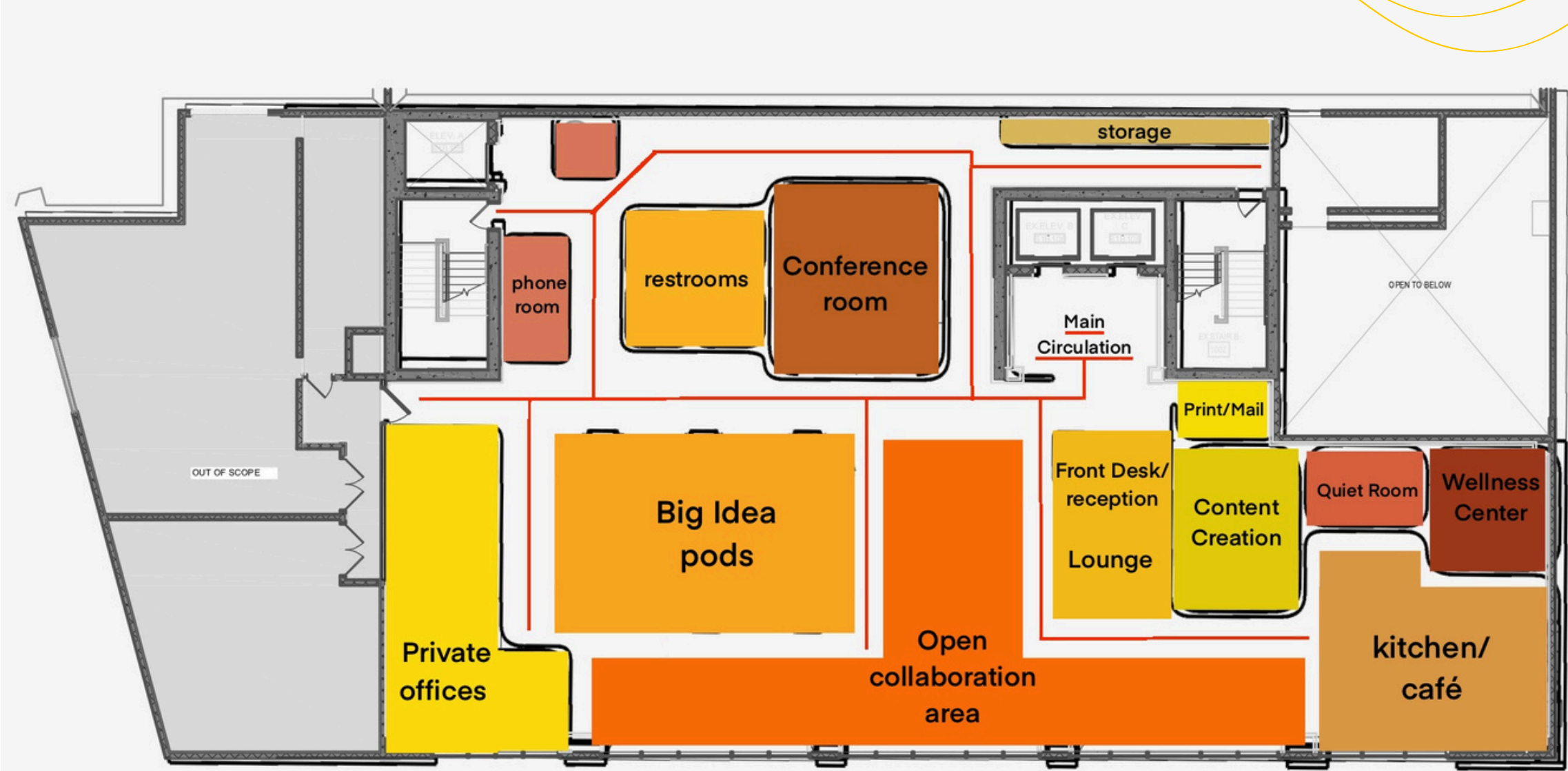


DIAGRAMS

- Private
- Semi-Public
- Semi-Private

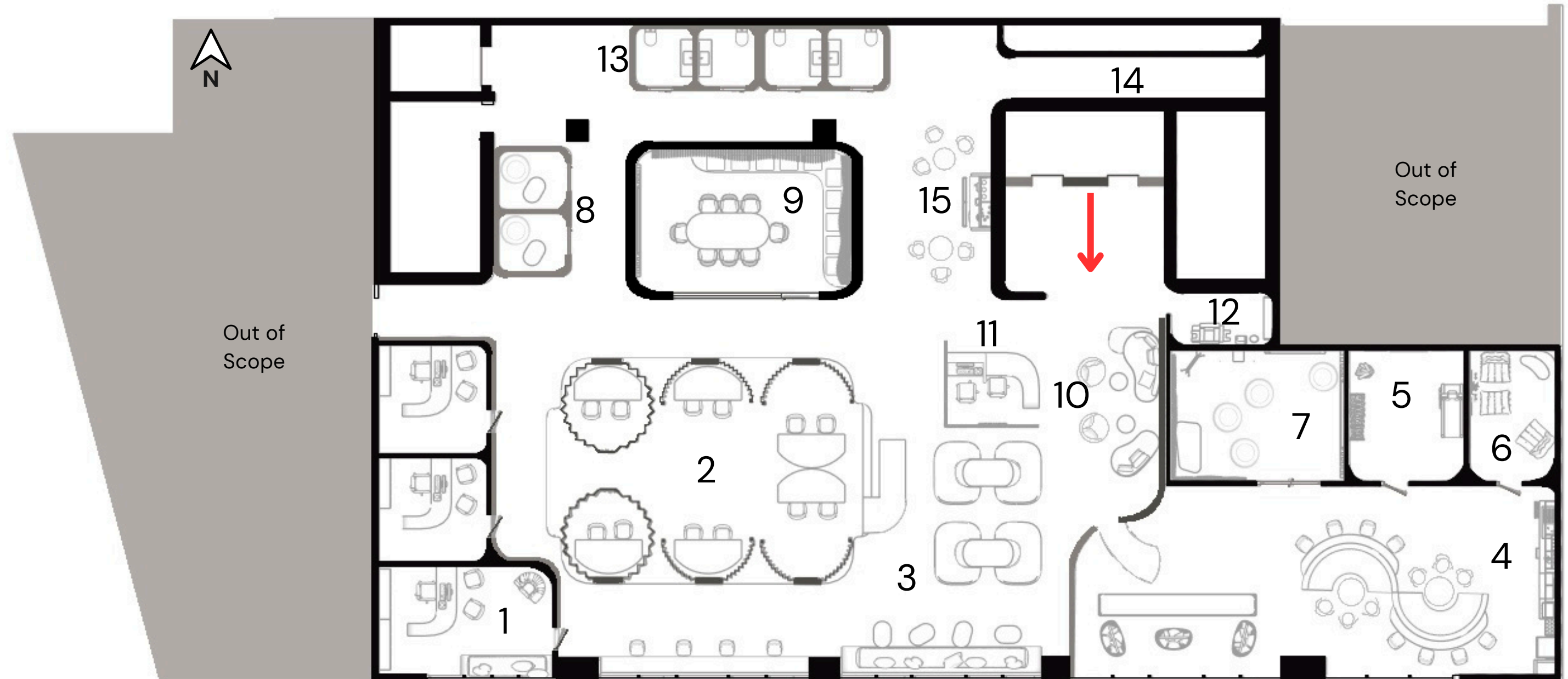


Zoning Diagram

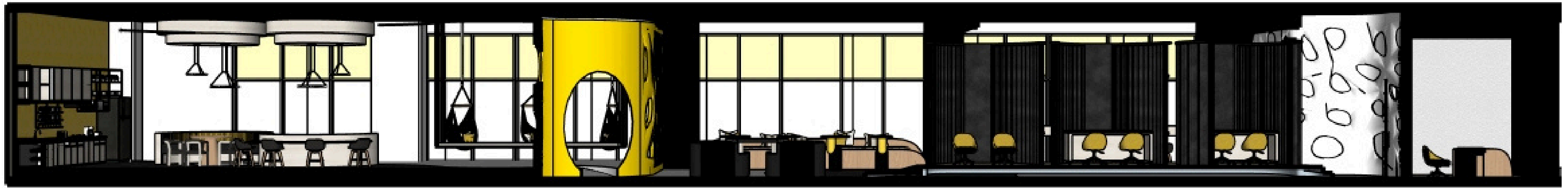


Block Diagram

FLOOR PLAN



- 1. Private Offices
- 2. Pods
- 3. Open Collab
- 4. Kitchen/Break Area
- 5. Wellness Center
- 6. Quiet Room
- 7. Creative Content
- 8. Phone Room
- 9. Conference Room
- 10. Lounge
- 11. Reception
- 12. Mail/Print
- 13. Restrooms
- 14. Storage
- 15. Wet Bar



Longitudinal Section



Latitudinal Section



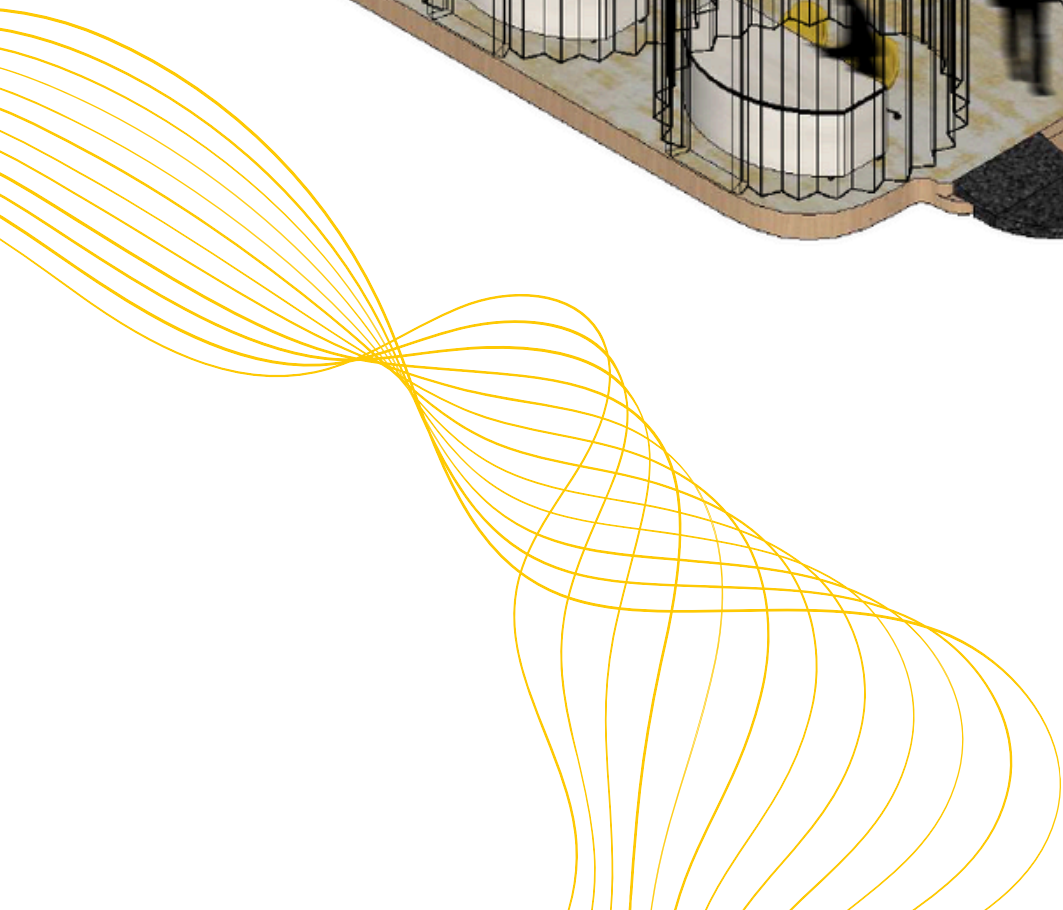
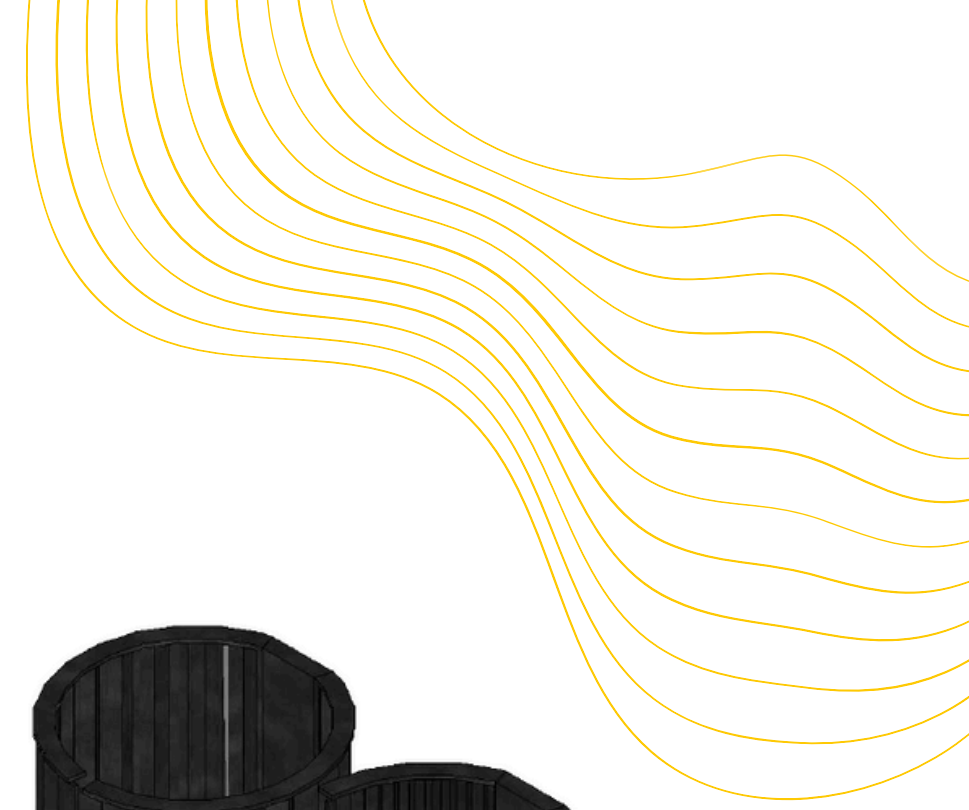
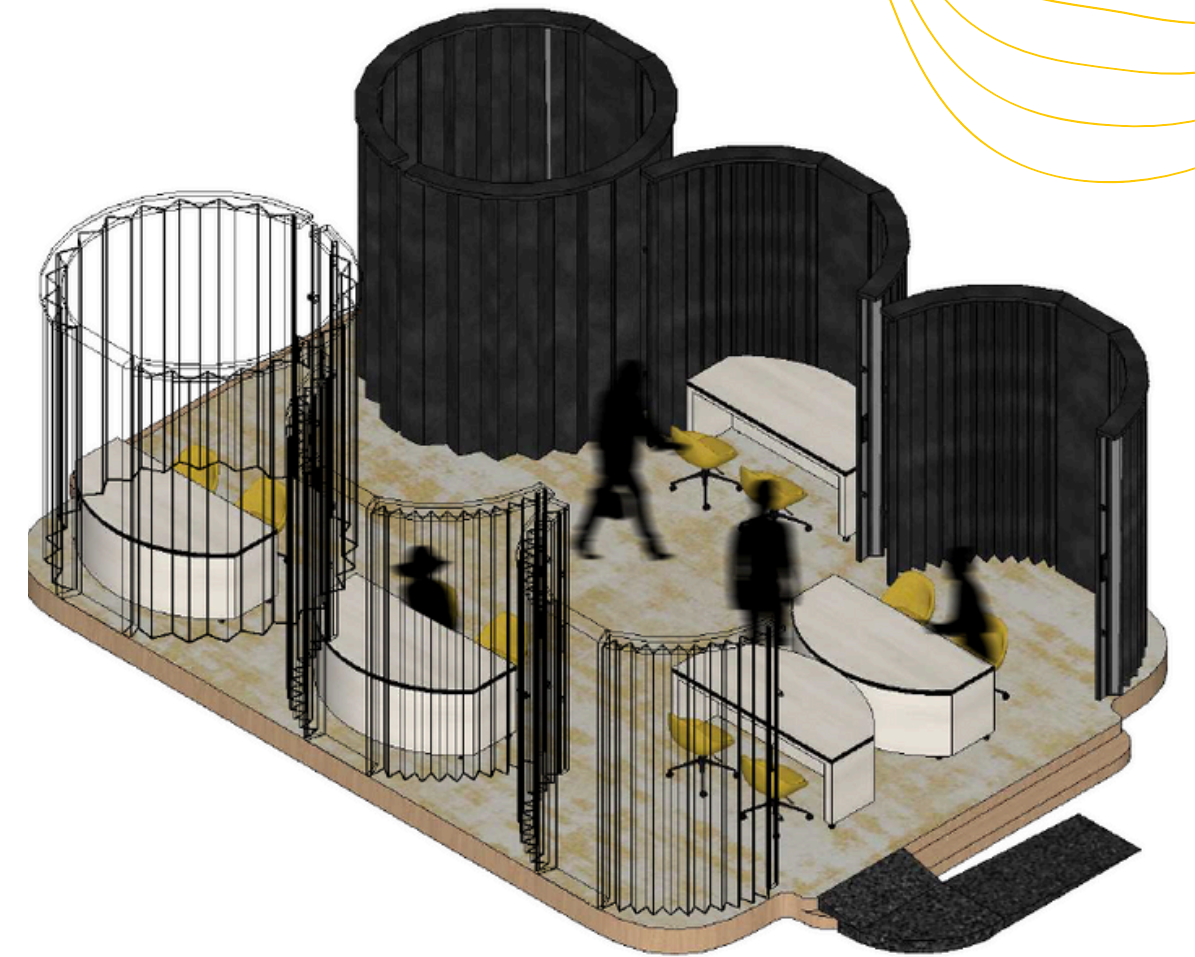
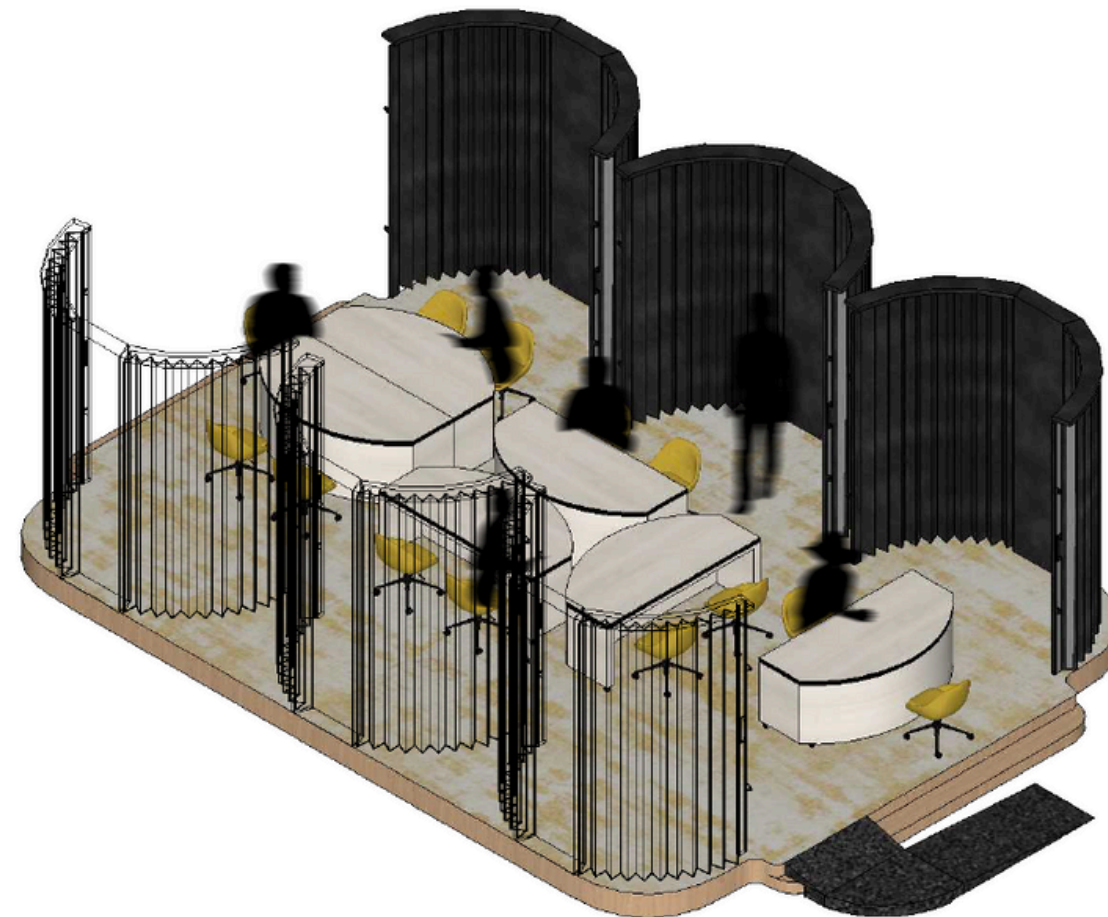
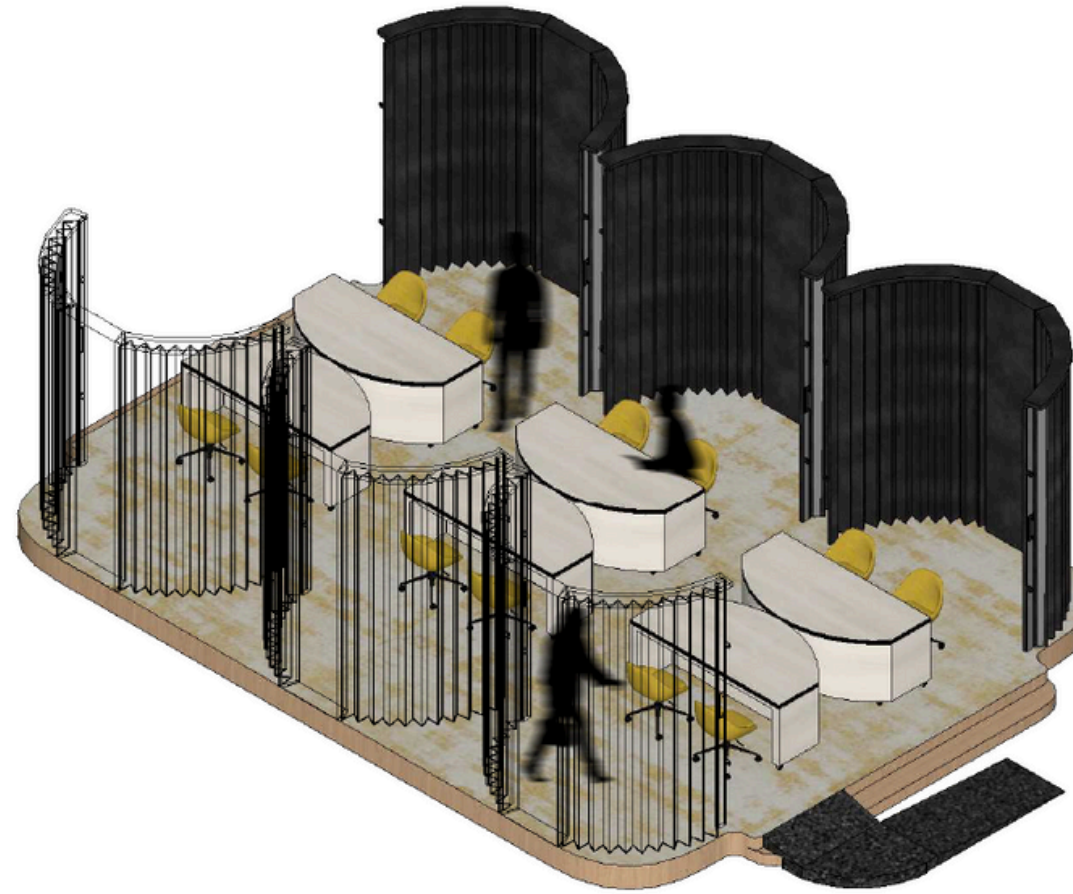
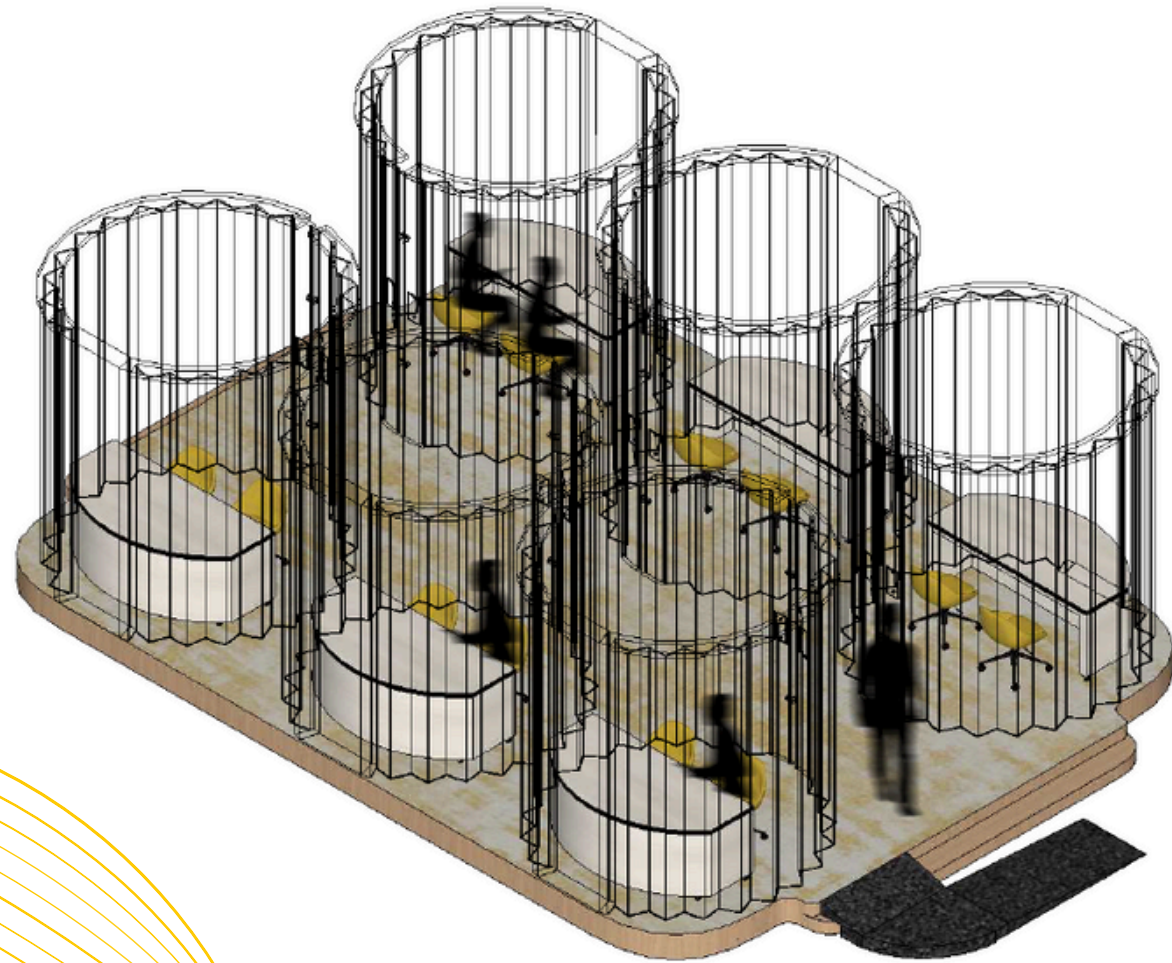
RCPs

MATERIALS

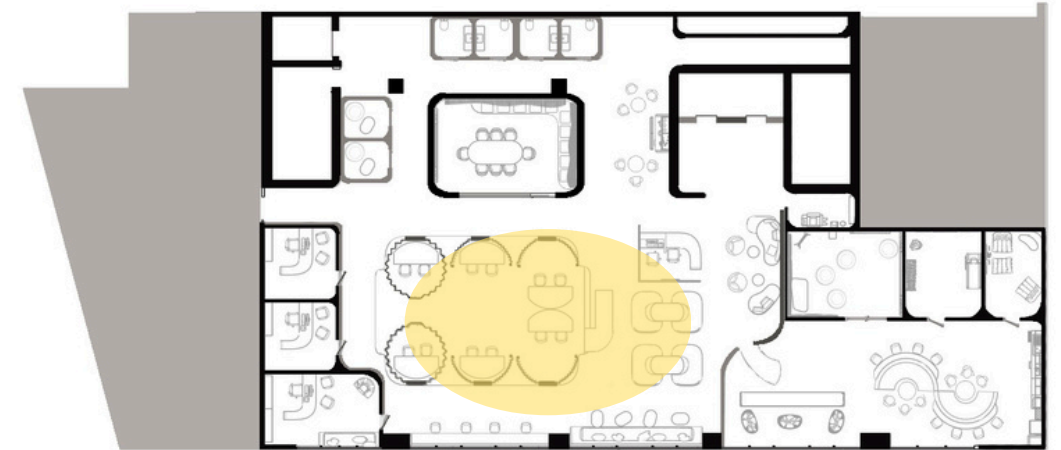
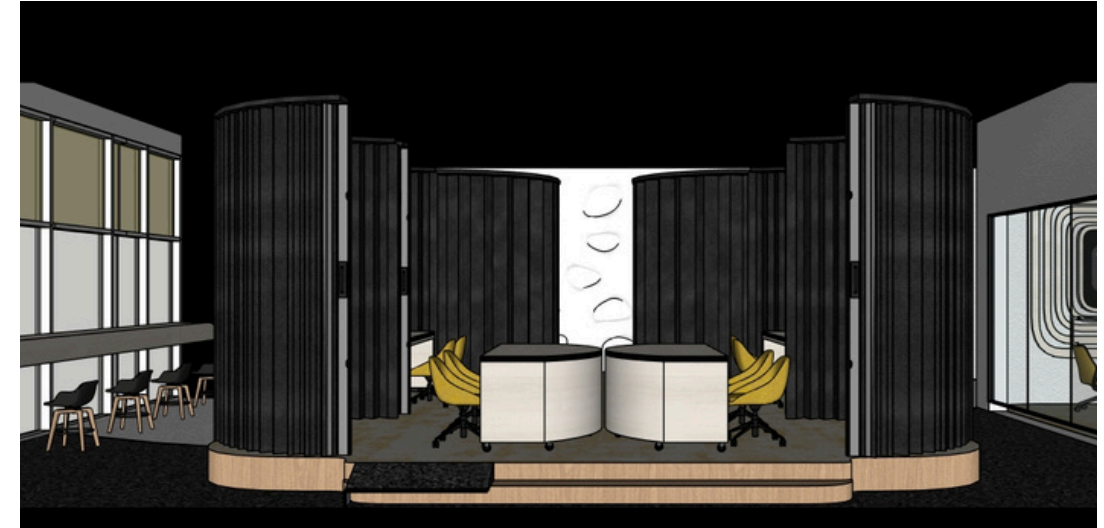


CONFIGURATIONS

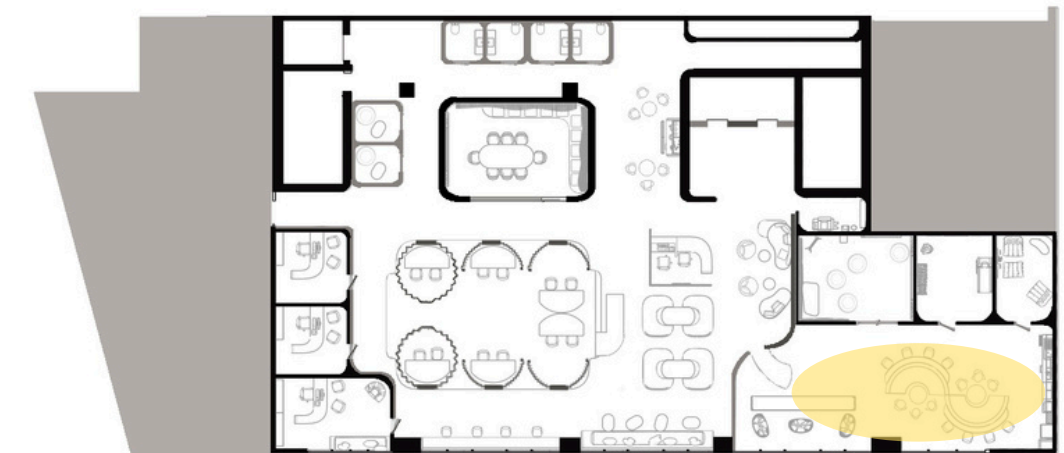
BIG IDEA PODS



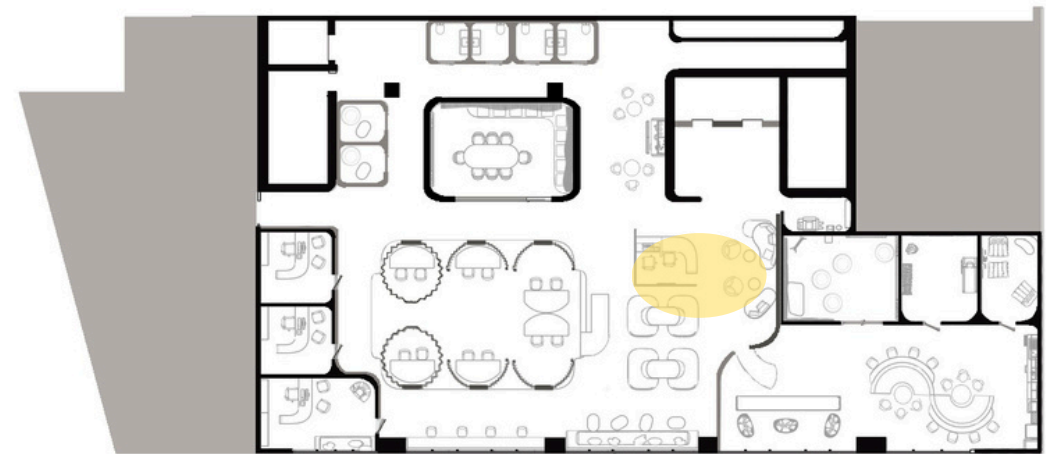
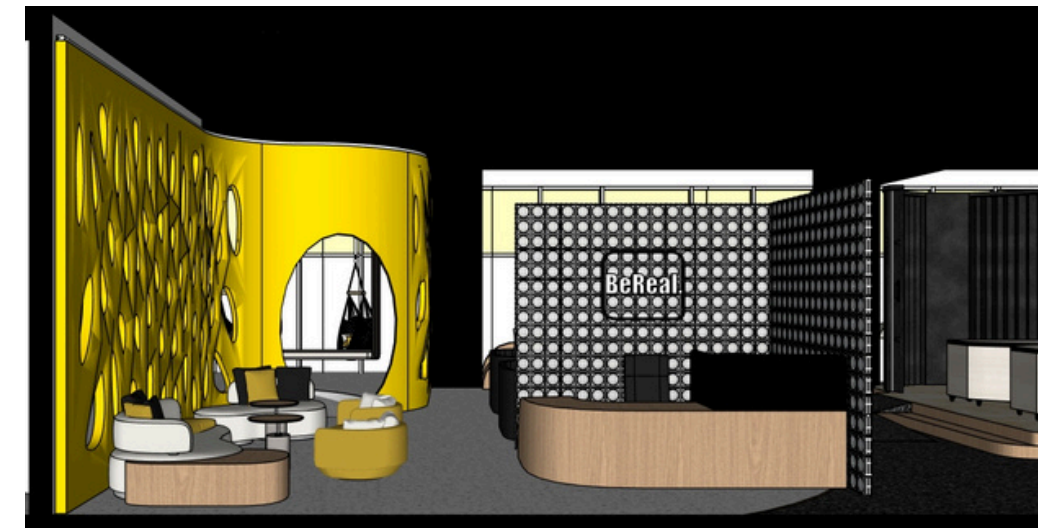
COLLABORATION AREA



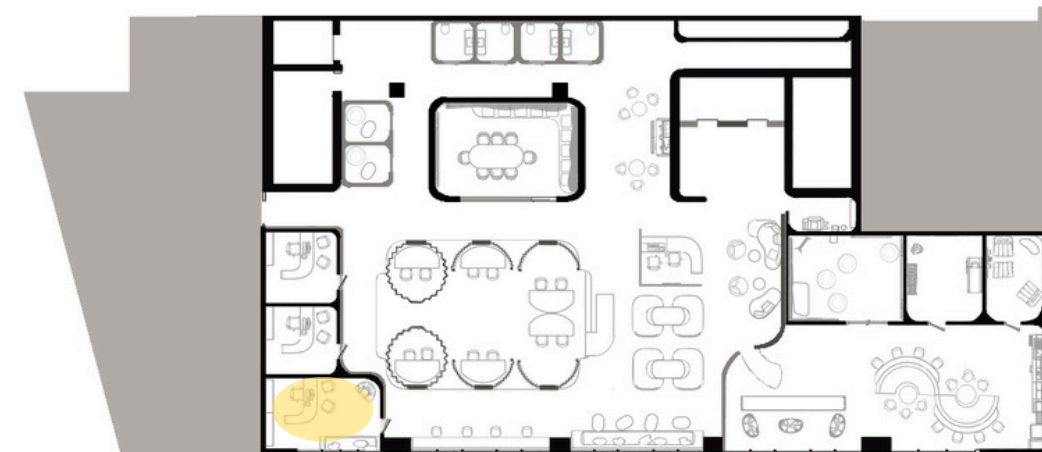
KITCHEN / BREAK AREA



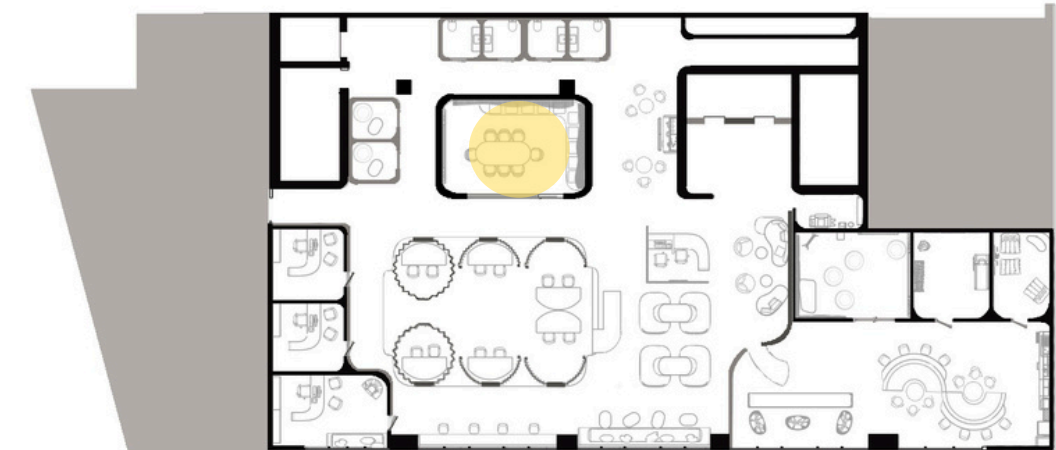
ENTRANCE LOUNGE



PRIVATE OFFICE



CONFERENCE ROOM





CONTENT CREATION ROOM

