

PROGRAM ANALYSIS  
**ROLEX**

GRADUATE DESIGN II  
CAROLINA ESPINOSA

# GOALS STATEMENT + INTRODUCTION

## DOMINANT FEATURES

**Exposition** of Rolex's history of watches through the public circulation areas

**Versatility** in the design, allowing for flexibility in the workplace and representing Rolex as a brand

**Privacy** when needed to ensure task completion

## ESSENTIAL PURPOSE

To maintain the company's tradition of luxury, elegance & dynamic versatility in a sophisticated workplace, while providing the tools for employee productivity

To promote **innovation** & **technology** in design, to promote worker **wellbeing**, and provide **privacy** levels

## MAIN GOALS

## CRUCIAL ASPECTS

Acoustical qualities

**Flexibility** (variety)

User interaction & collaboration

Use of natural light controlled by a shading system

Centrally-located staircase

# LOBBY

260 NSF

The lobby is in charge of giving a welcoming and inviting first impression to guests. The space should be comfortable and relaxing, and should be a good start to the experience that guests will have as they later continue to whatever activity they're there to do. The lobby should essentially provide a comfortable and organized transition from the exterior to the interior.

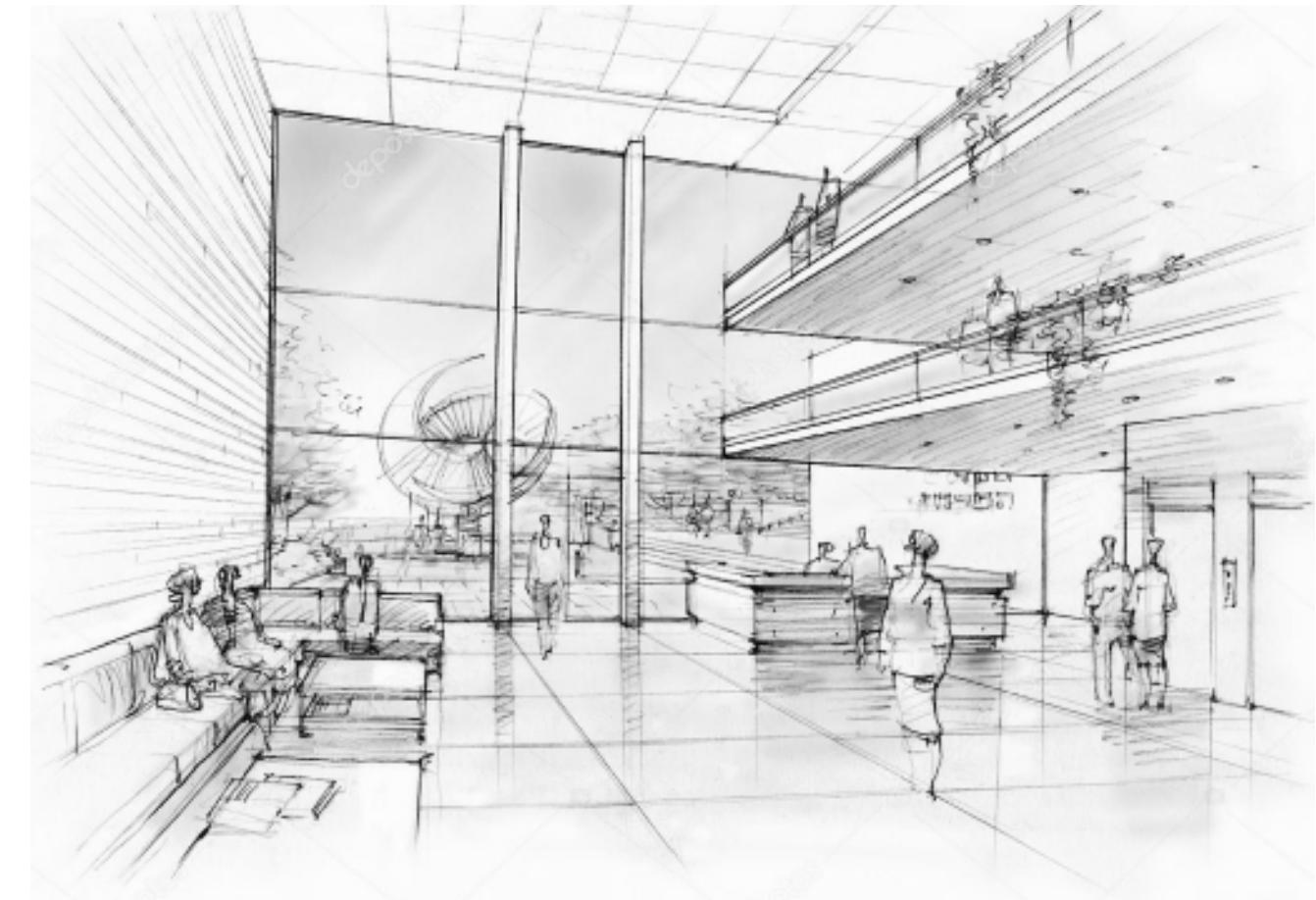
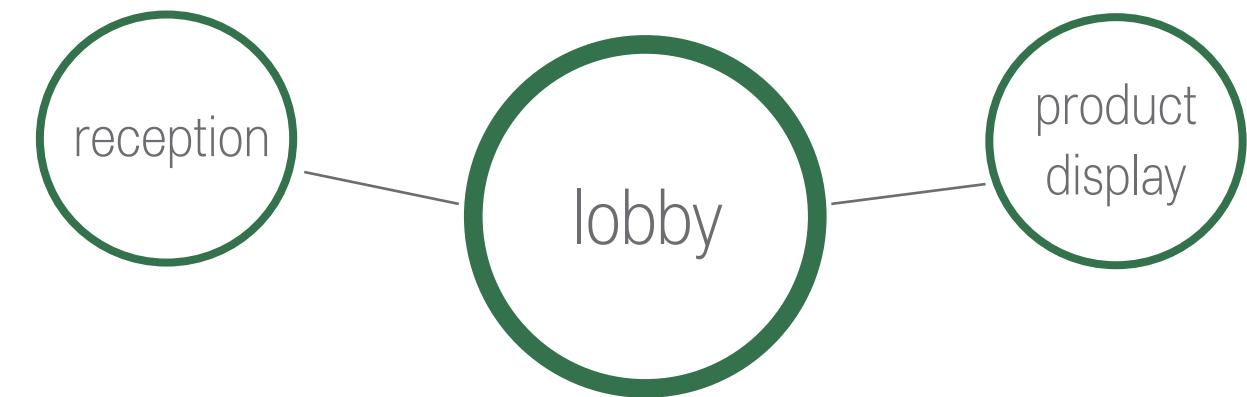
## ACTIVITIES

Guests entering, sitting/waiting, and exiting.

Receptionist receives guests and directs them to whatever they need to do, answers phone calls, and makes appointments at the front desk.

## NEEDS

Acoustical privacy from rest of activities inside the building, front desk with storage and computer/phone, a comfortable office chair to spend long amounts of time sitting in, and a coffee/tea and water dispenser for both the receptionist and the guests.



# EXEC. SUITE

866 NSF

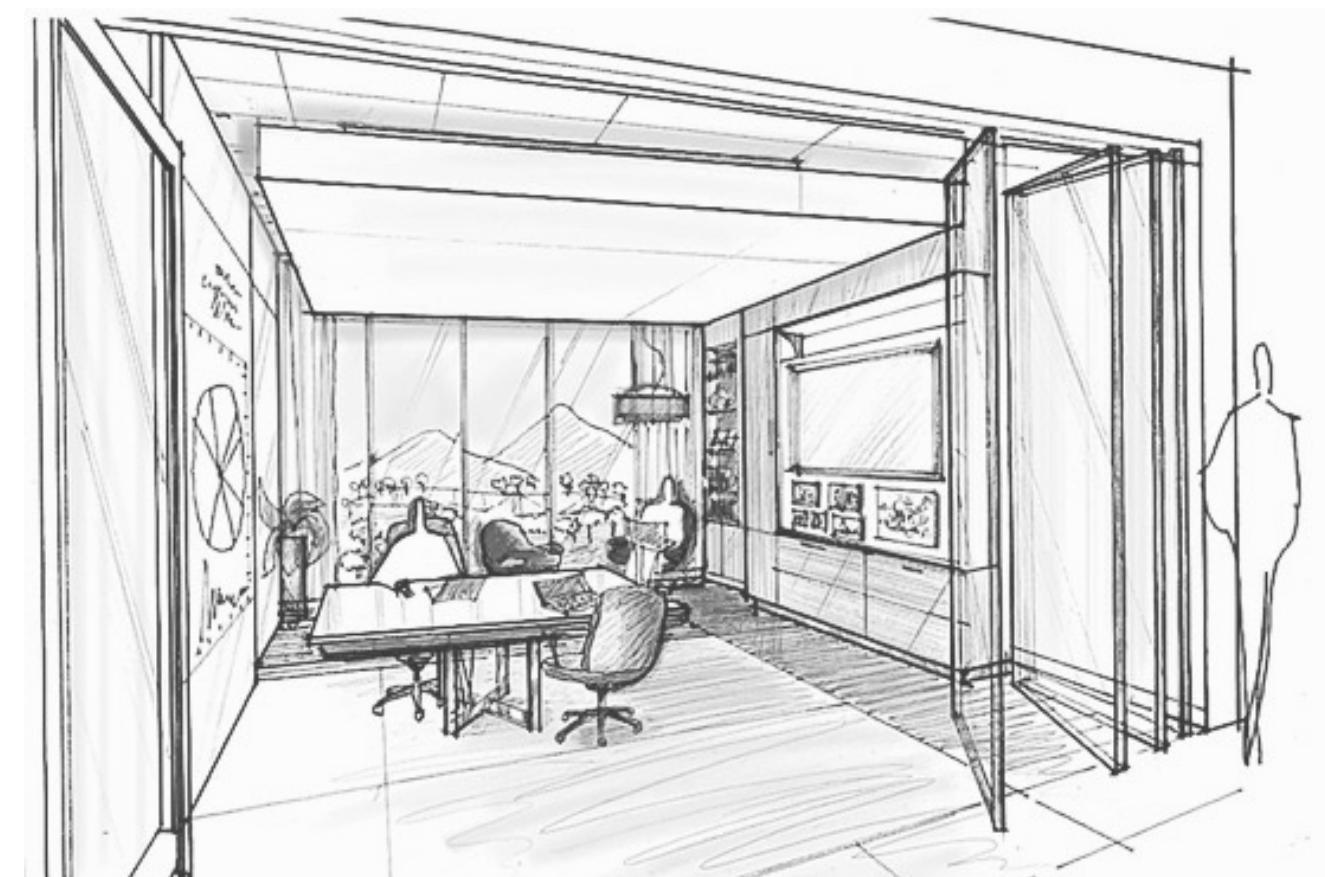
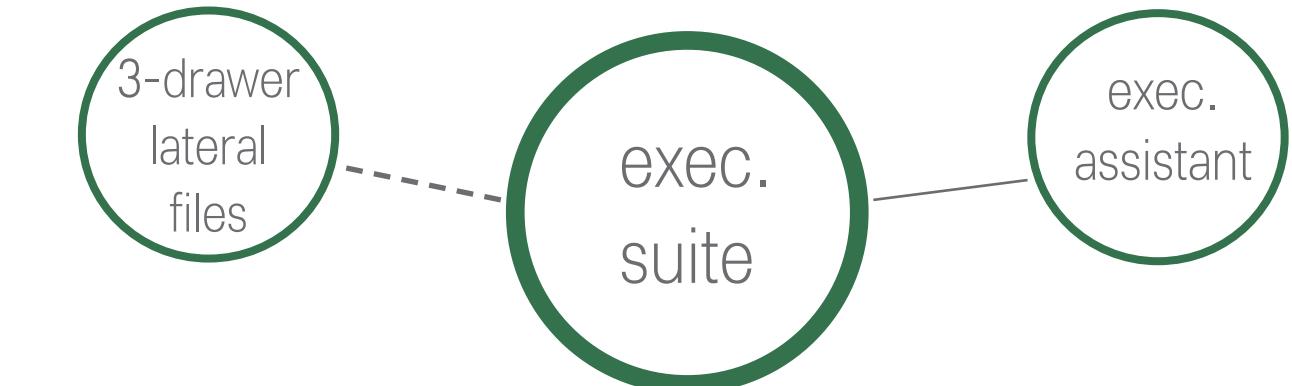
The main office space where the top executive leaders of the company share ideas and make important corporate decisions.

## ACTIVITIES

Meetings with customers, investors, or employees, and a lot of communicating and important decision making.

## NEEDS

Acoustical privacy is important to make sure the things discussed in the room stay in the room. Flexible/movable meeting tables and comfortable office chairs are necessary to adjust to any type of meeting. Technology for presentations or communication of ideas. Natural light is needed to reduce stress in this important decision-making space. File storage is needed as well.



# ACCOUNTING

604 NSF

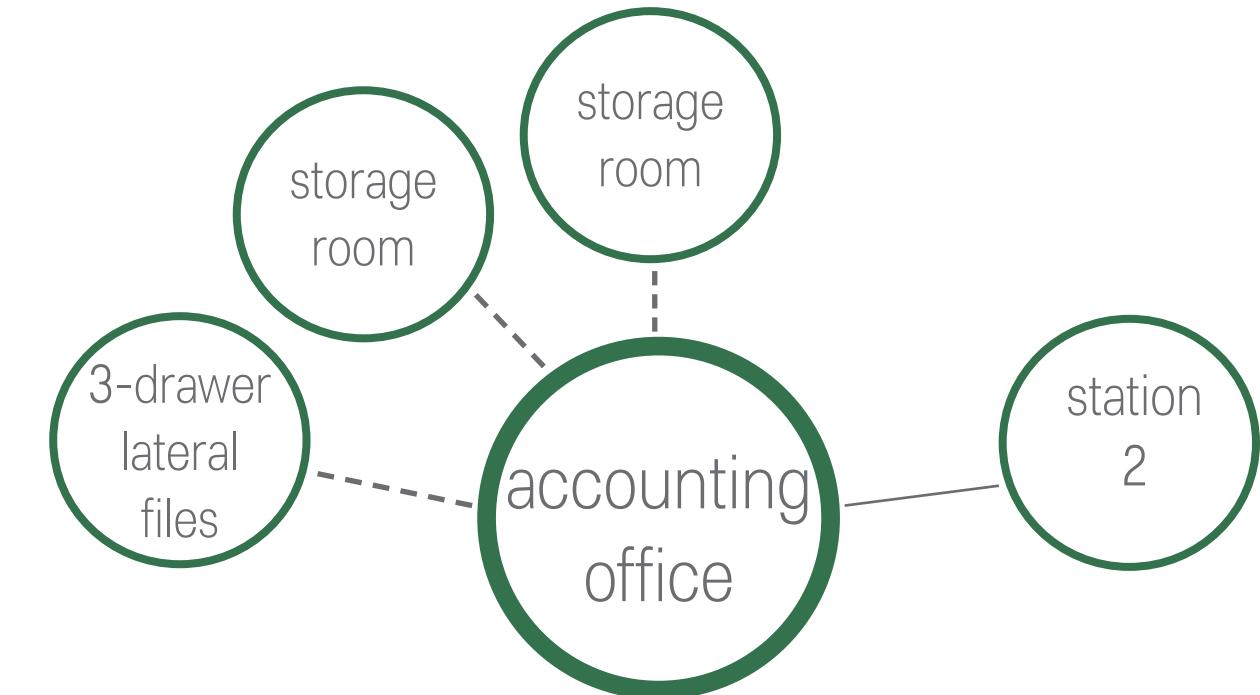
Manages the company's finances and maintains control over any financial transactions made.

## ACTIVITIES

Provide customers with information when needed, this being via email or phone, and address any payment questions they may have or contact them when they missed a payment deadline.

## NEEDS

A lot of work on the computer and phone happens in this space, which is why acoustical and visual privacy as well as good task lighting is needed to maximize productivity. Comfortable seating is needed to maintain employee wellness during these long hours of working in place. Storage is also needed for any paperwork or files. Natural light should be present at some level to reduce employee stress levels.



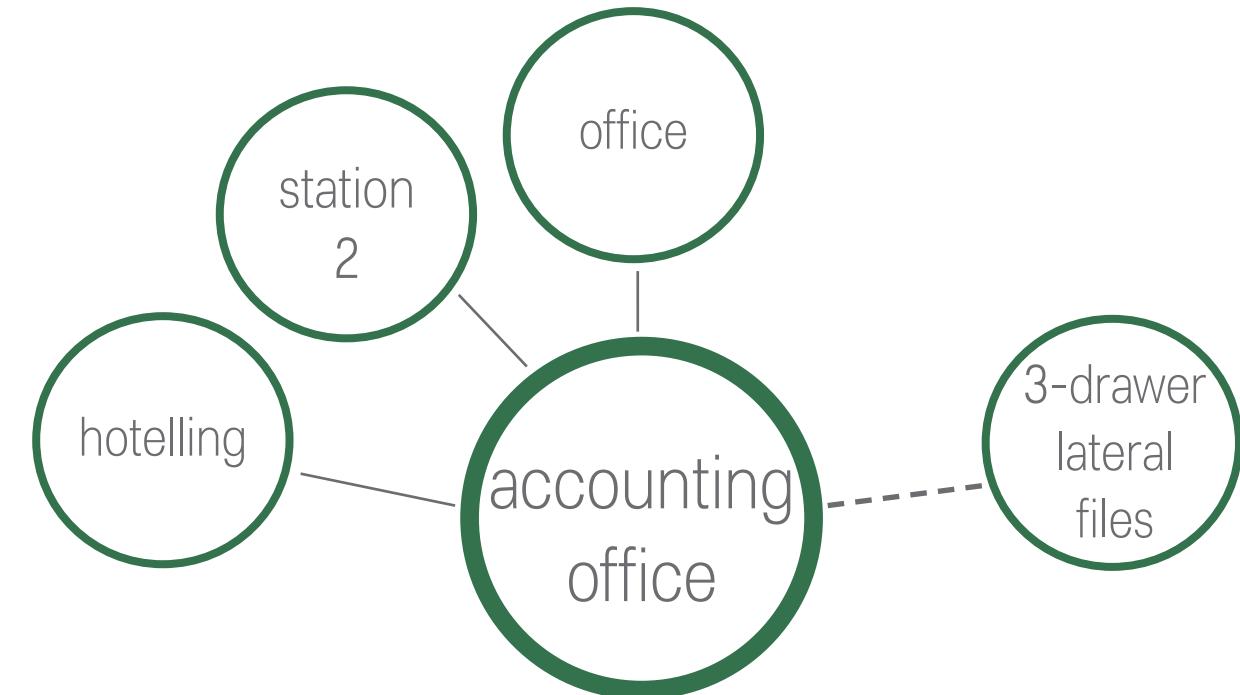
# OPERATIONS

501 NSF

supervising and managing business production operations within the company, and to make sure labor produces goods and services efficiently in order to maximize company profit.

## ACTIVITIES

In constant contact with other departments of the company depending on the situations that come up or any issues that need to be addressed. A lot of focus work is done in the employee's seat.



## NEEDS

Acoustical privacy, but not so much visual privacy, since this department is in constant communication with other departments. A space of collaboration with the necessary equipment for the communication of ideas is also necessary. Comfortable office chairs are necessary for employee well-being, as well as natural light availability to maximize physical wellness during the long hours of work.



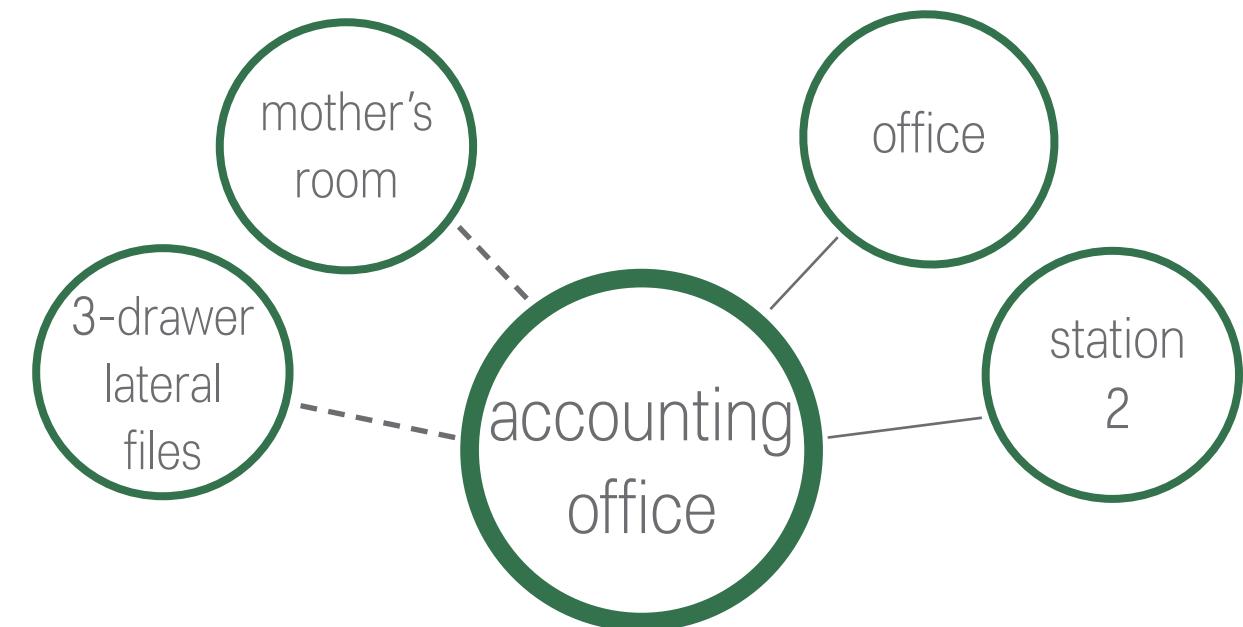
# HUMAN RESOURCES

340 NSF

Oversees employee/staff performance and relations within all departments, while ensuring employee well-being.

## ACTIVITIES

Administration of staff as well as employee recruitment, dismissal, or department placement. A lot of planning and coordinating happens in this space.



## NEEDS

Both acoustical and visual privacy are needed to ensure whatever is talked about in the room stays in the room. However, space shouldn't be overwhelming, and should rather be inviting for the employee to address any issues. Natural light is needed to achieve wellbeing and comfort.



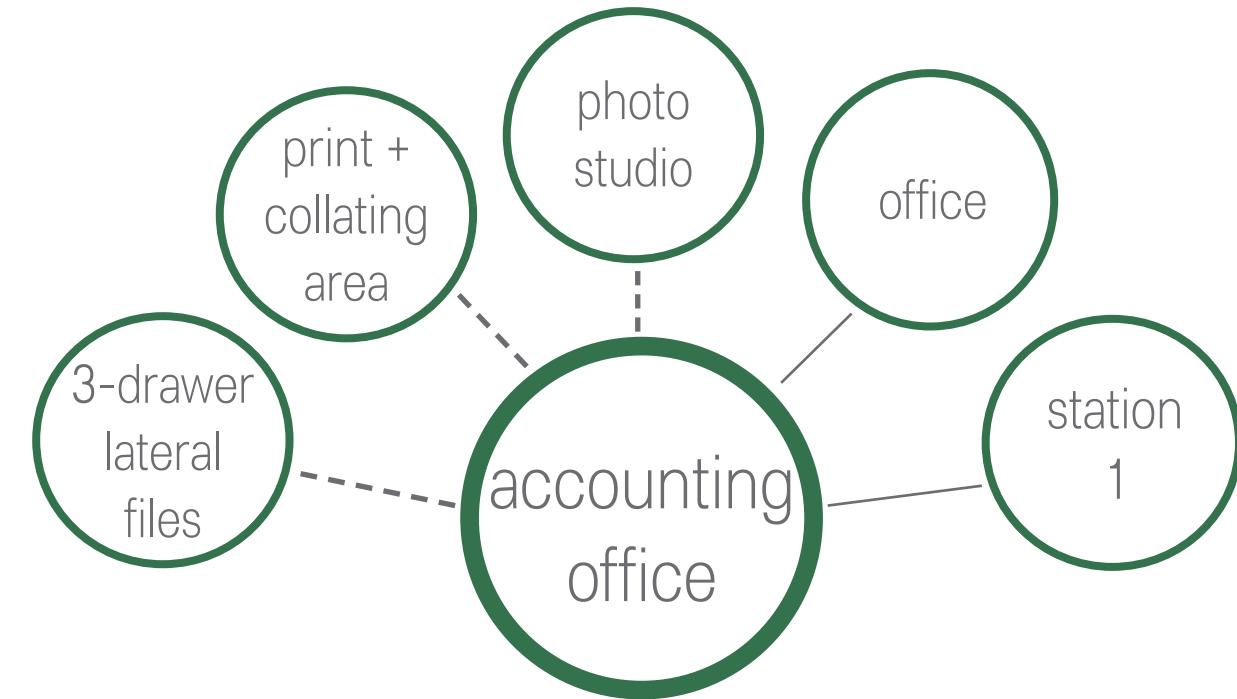
# MARKETING

579 NSF

In charge of the development of creative new ideas on how to target customers through propaganda and promotion of goods and services.

## ACTIVITIES

Research in order to decide how products and goods should be promoted. Marketing constantly communicates with Operations to decide on prices in order to maximize profit. A lot of collaboration and communication takes place in this space.



## NEEDS

Flexibility in the environment and its furniture to choose how to work and collaborate. Creativity is very important, so personalization should be available to employees to get ideas flowing. Technology and whiteboards should be available to enable creativity and the communication of ideas.



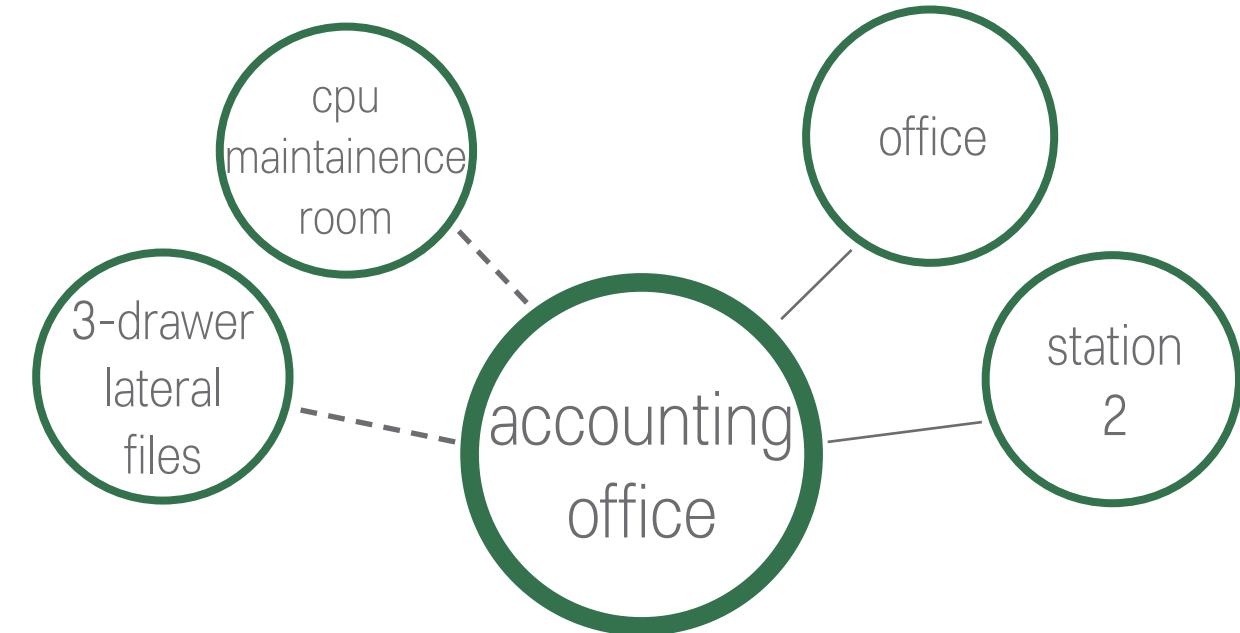
In charge of things such as the management of the company website as well as technical support for all things technology in most departments in order to satisfy any needs or solve any issues regarding it.

## ACTIVITIES

Focus work that involves concentration and sitting for long periods of time on computers and any other electronic equipment. Assistance is always provided to employees of all departments.

## NEEDS

Abundant storage and work space is especially important for IT. Comfortable office chairs are a must in order to ensure employee well-being. Acoustical privacy is needed so employees are not disturbed and can concentrate in quiet.



# PURCHASING

414 NSF

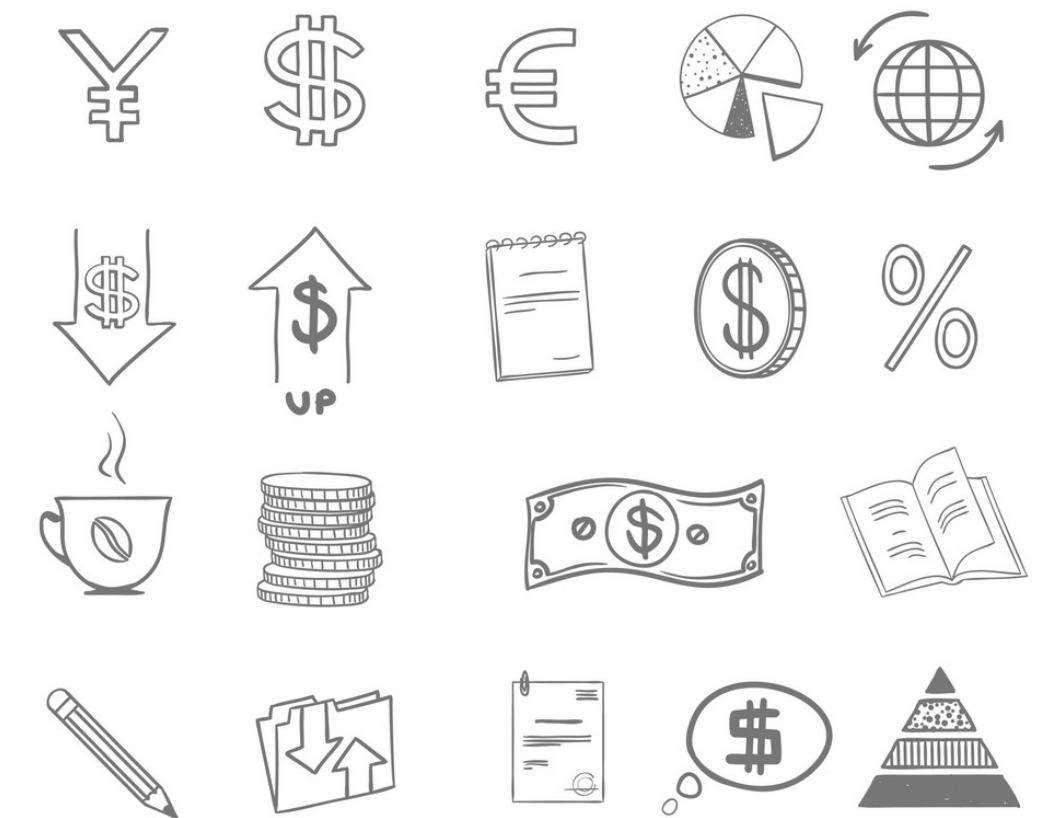
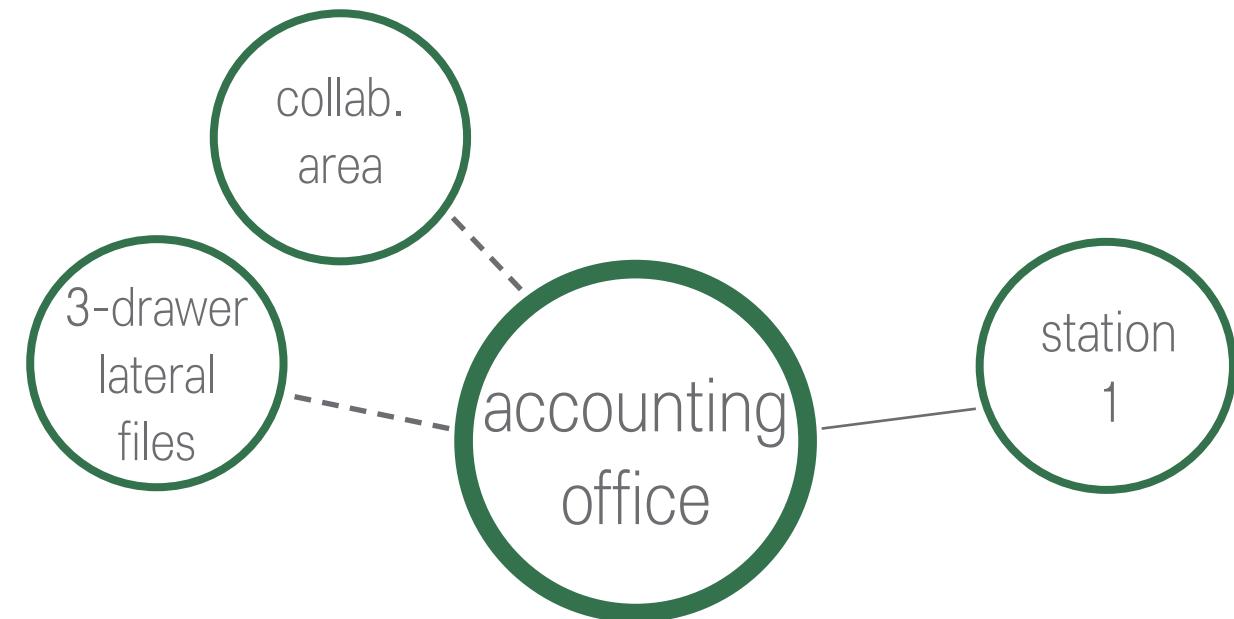
In charge of maintaining the sufficient availability of materials and keeping them up to date in an innovative in an efficient way, as well as managing large orders.

## ACTIVITIES

Users mostly work on the computer answering and sending emails, and talk on the phone in order to negotiate purchases with suppliers.

## NEEDS

Storage and spacious desks that include/hold a computer and a telephone. A printer/copy machine is necessary too, in order to print out files from emails.



# QUALITY ASSURANCE

201 NSF

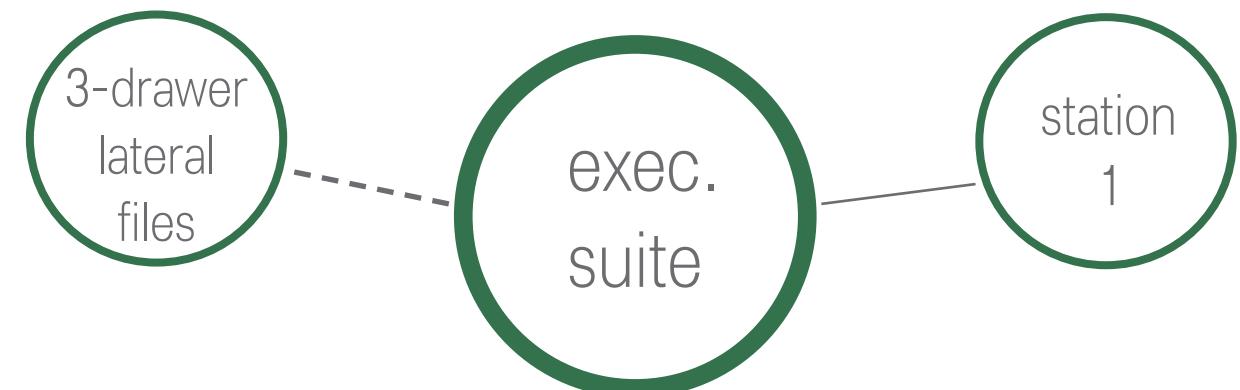
Makes sure that the company's end product meets the quality and safety standards, as well as reduce waste.

## ACTIVITIES

Testing new products to identify any issues in the manufacturing before it's put out to the world. Lots of time spent at a desk using the computer.

## NEEDS

Comfortable seating to maximize user wellness and productivity. Storage for files and information will be needed, as well as space for work at desks and the necessary room for product testing. Appropriate task lighting is necessary as well.



# SALES

858 NSF

To sell the product for maximum profit while providing excellent customer service.

## ACTIVITIES

Closing deals with customers and communicating/creating relationships with customers through meetings.

## NEEDS

Acoustical privacy is needed to make sure whatever is said in phone or face-to-face meetings stays in the room, such as closing deals with customers. A conference room is also necessary for these meetings with customers.



# SUPPORT SPACES

3080 NSF

Programmatically-specific spaces that have a purpose in order to maximize productivity and/or support collaboration and the creation of new ideas.

## NEEDS

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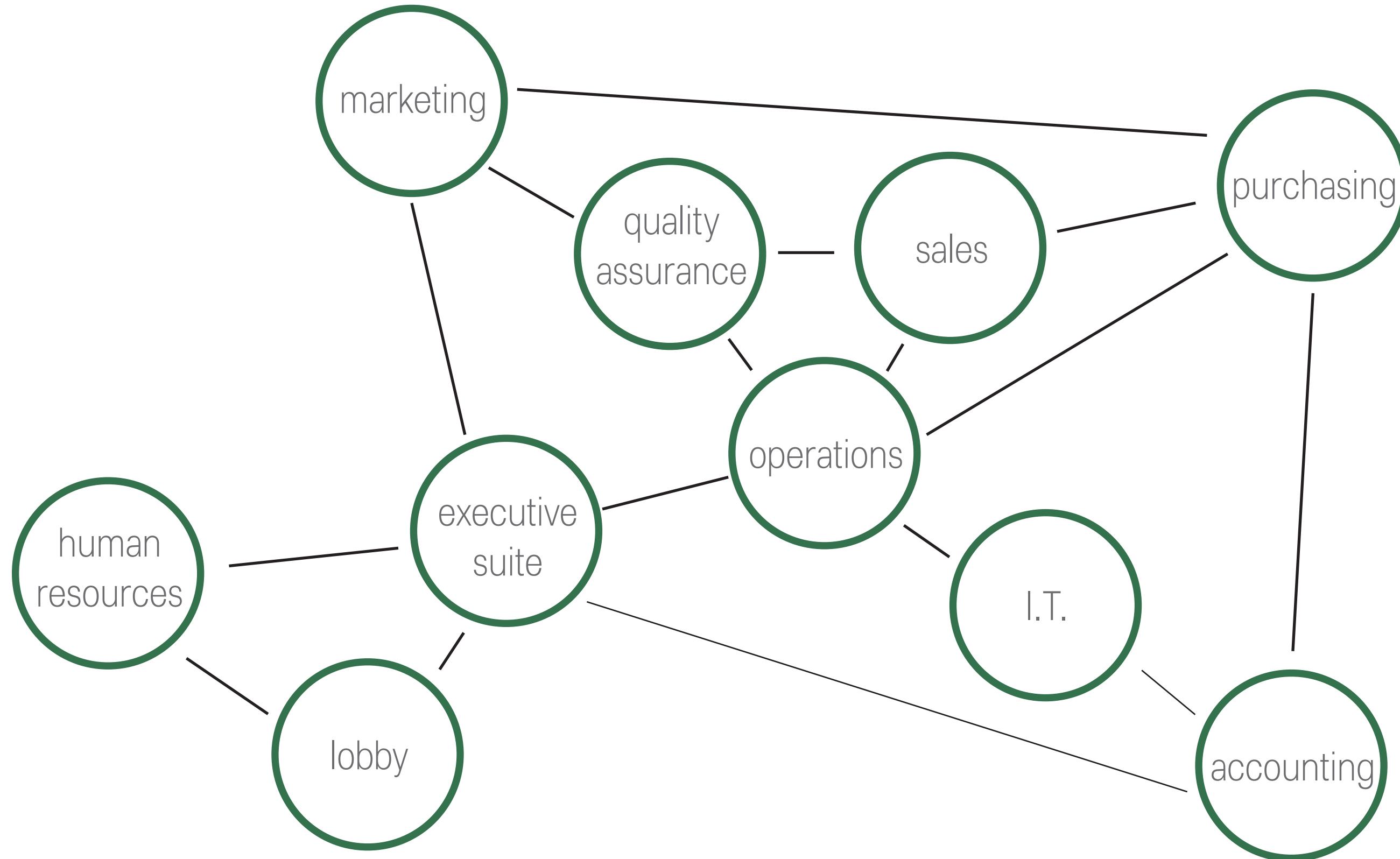
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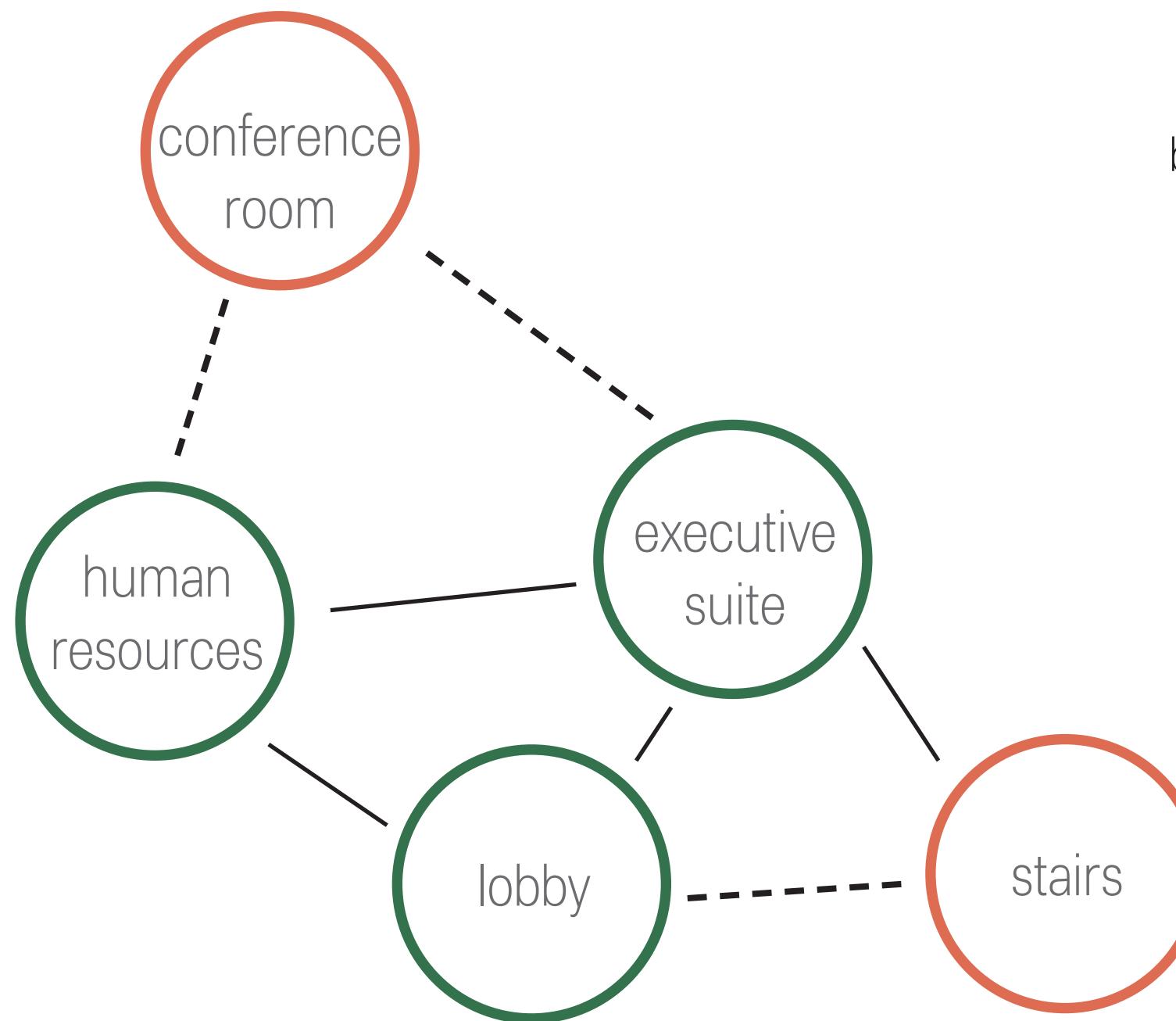
Gym	Gym equipment, showers
Focus room	Individual work pods
Social room	Pool table, sofa, pufs, stools, high-top tables, TV
Cafe	lunch tables/chairs, high-top tables, stools, kitchen utensils
Conference rooms	Collaborative table, comfy chairs, projector/white board
Server room	Computers, lamps, comfortable individual seating

# ADJACENCY DIAGRAM



# STACK DIAGRAMS

2ND FLOOR

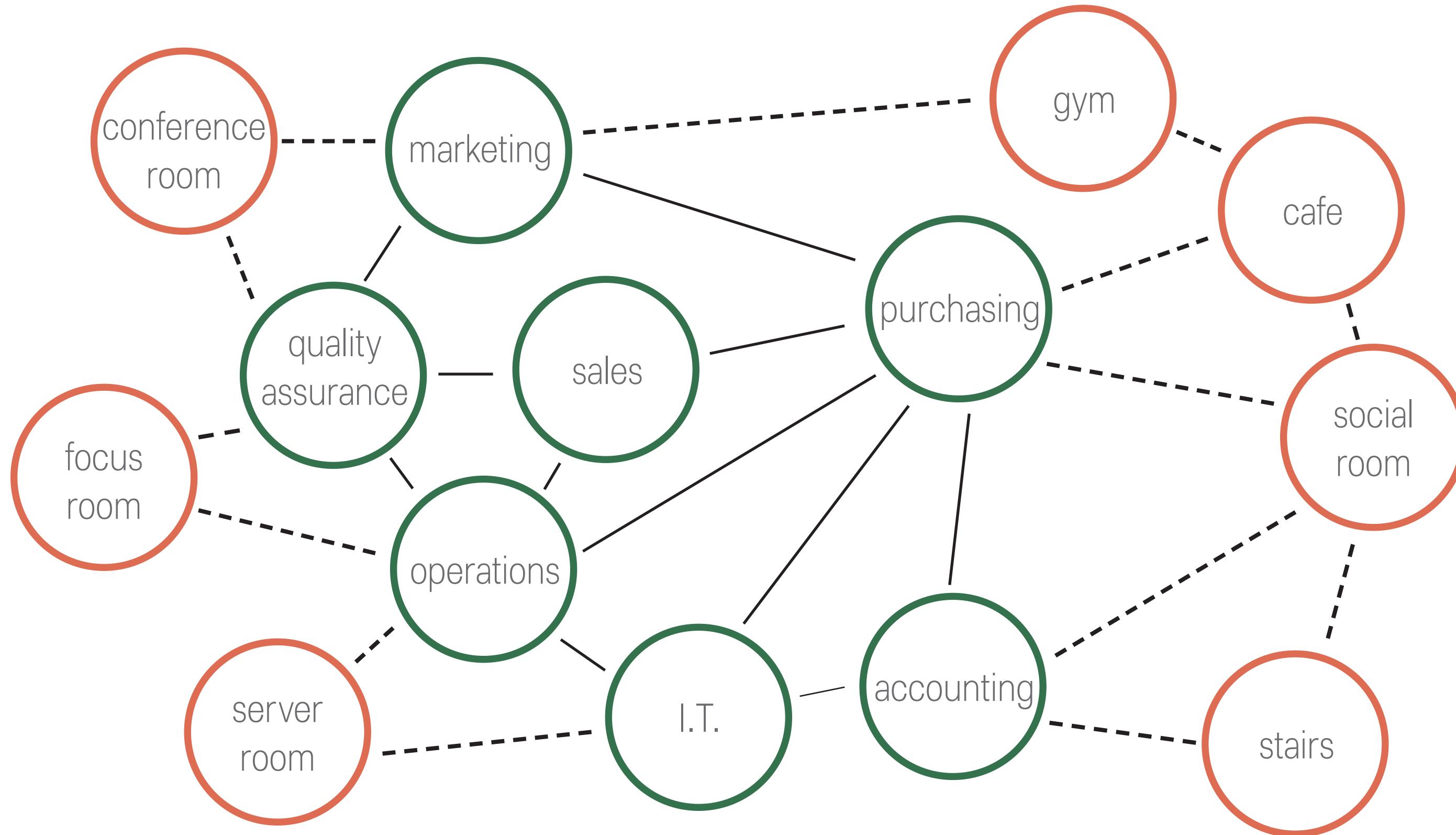


Spaces in the second floor should be more open to the public than private, and should be inviting to guests. Lobby should be comfortable to make waiting times pleasurable, and a conference room is needed for any quick meeting with customers.

- primary space
- secondary space

# STACK DIAGRAMS

3RD FLOOR



# DESIGN GUIDELINES

To ensure that each space fosters a sense of collaboration and communication of ideas

1

COLLABORATION

To evoke creativity in employees through flexible interior design and personalization of spaces

2

CREATIVITY

To promote well-being of users through physical and mental wellness in spaces, by incorporating natural light, movable furniture, & rest spaces

3

WELLNESS

# REFERENCES

Dundon, Todd, and Jonathan Ginnis. "Workplace Strategy and Design - Architecture and Design." GenslerOn, 4 May 2016, [www.gensleron.com/work/tag/commercial-office-buildings](http://www.gensleron.com/work/tag/commercial-office-buildings).

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<https://www.rolex.com>