



CAROLINA ESPINOSA | GRADUATE DESIGN II FINAL CRITIQUE | JANINE KING + ESPERANZA MUINO

# CASE STUDY ANALYSIS

# SUCCESSFUL WORKPLACE

→ COMMUNITY  
→ WELL-BEING  
→ FLEXIBILITY

## INTRODUCTION

A successful workplace is designed to incorporate flexibility, wellbeing, and community to support a productive and engaged employee.

A group of individuals that work towards similar goals and interests, sharing the companies attitude and identity.

It increases creativity, fosters engagement, and creates a sense of belonging.



The overall healthy mental and physical state. Healthy workers are physically able to perform and have a sense of belonging and loyalty to the company.

COMMUNITY + WELL BEING + FLEXIBILITY  
=  
PRODUCTIVE AND ENGAGED WORKERS

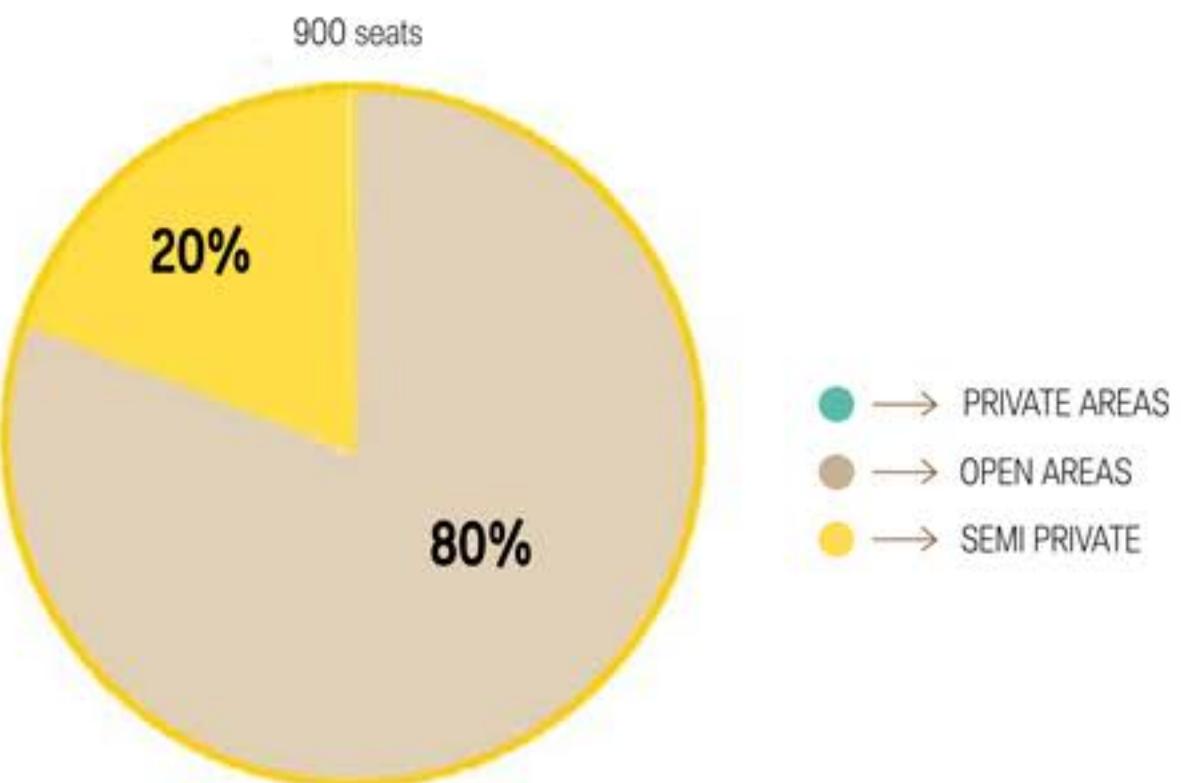
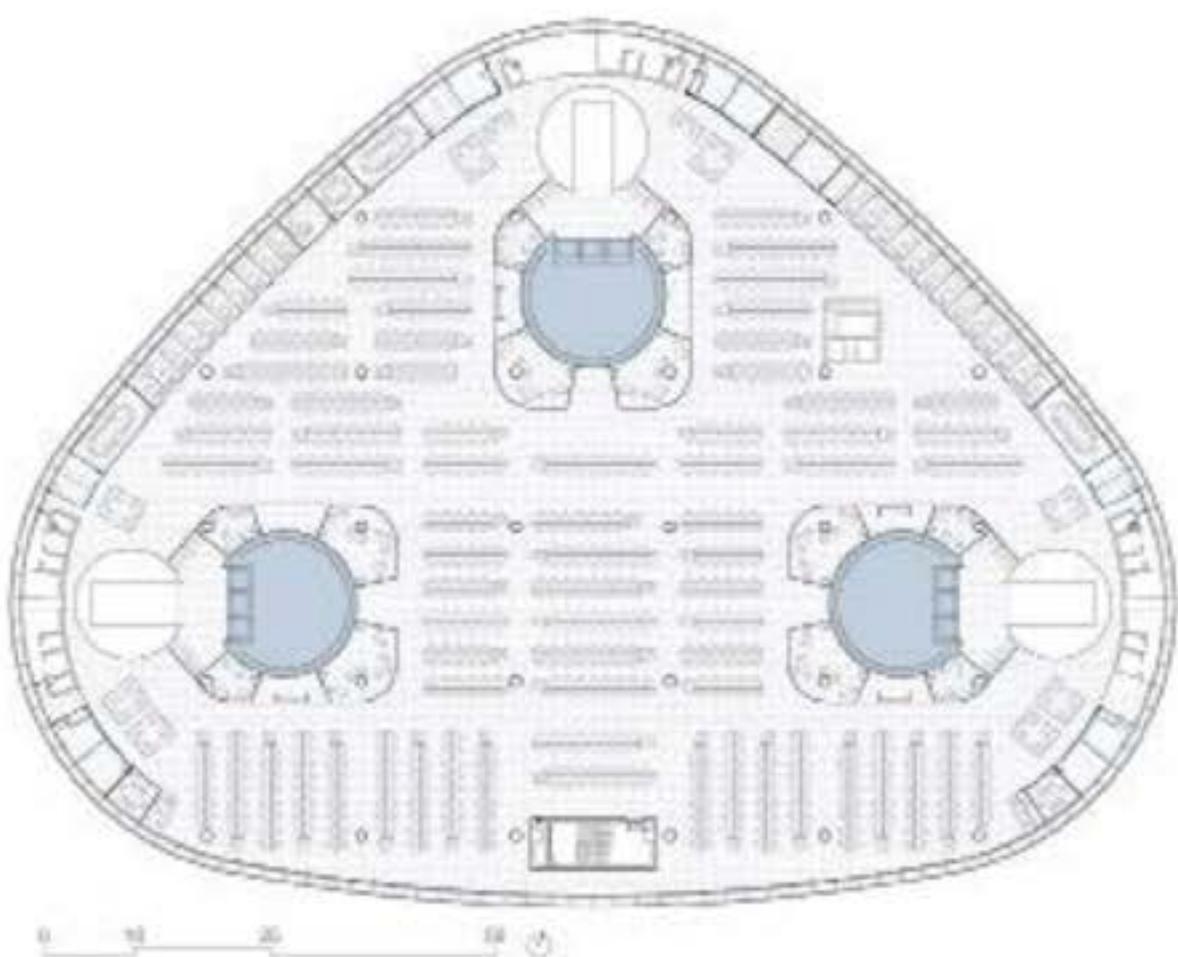
The ability for the space to be easily modified to fit the users' needs. It gives workers a sense of empowerment, allows for a dynamic work space, and meets the demands of evolving industries.



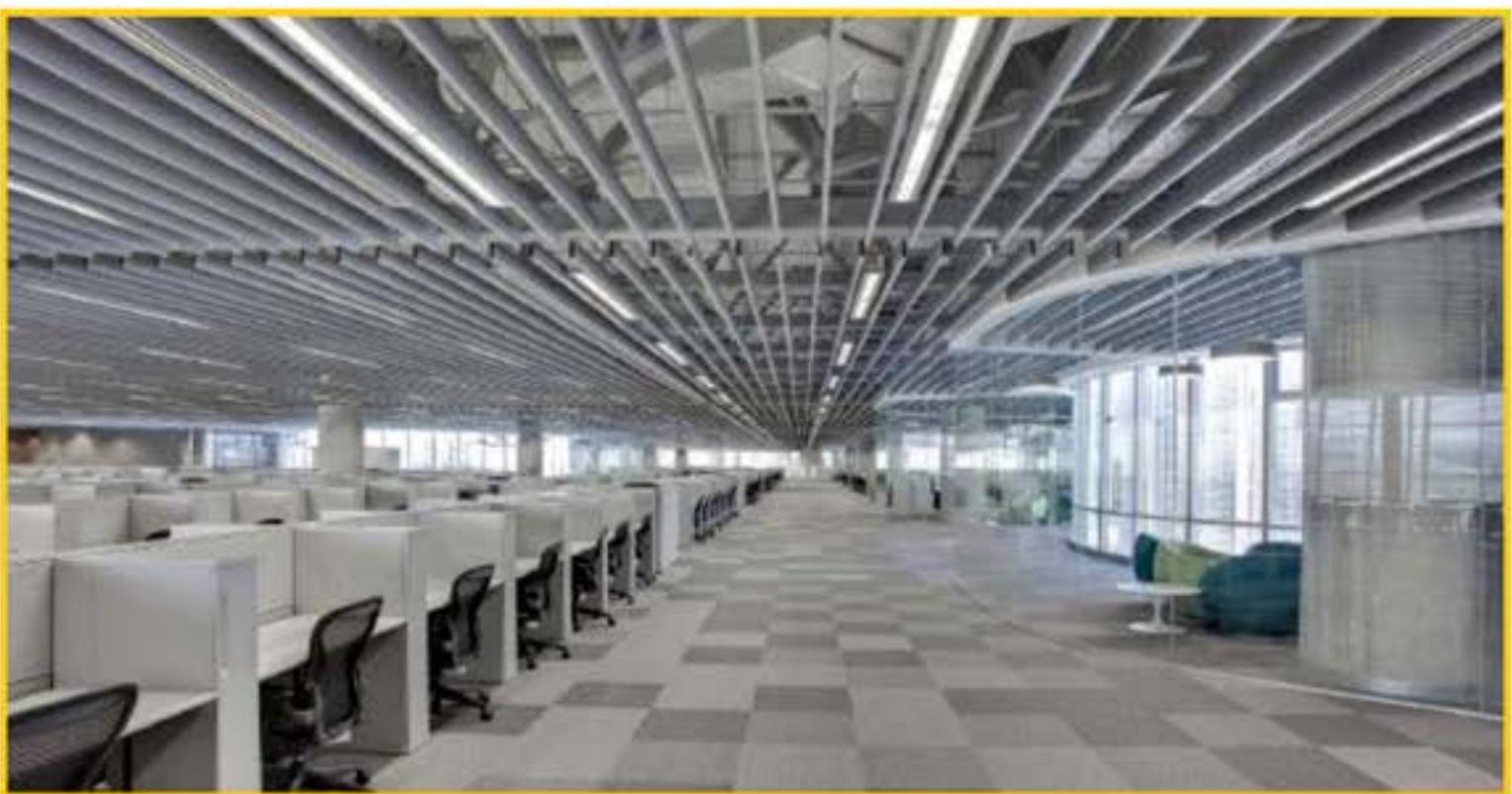
# CASE STUDY 1

Call Center Querétaro  
Office Estudio Lamela, Springall+Lira  
Queretaro, Mexico

Area | 93578.0 m<sup>2</sup>  
Project | 2006  
Category | Offices Interiors  
Manufacturers | Bosch, Somfy, Escenium HAUS



Although the space has flexibility opportunities, there are no specific private areas

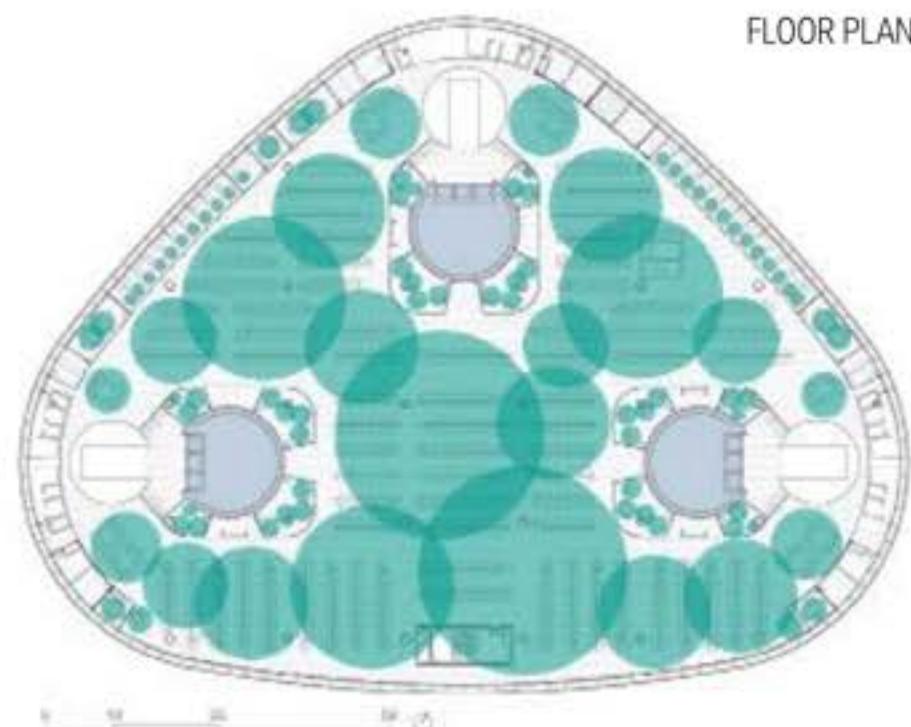


Call Center Querétaro is the most advanced Call Center in the world, with a capacity for **two thousand positions**. The design approach uses **contrast** between **earth-bound** elements that use **heavy materials**, taking into account traditional Mexican architecture, and **light materials** which represent the present and the technological future.



Neutral color palette

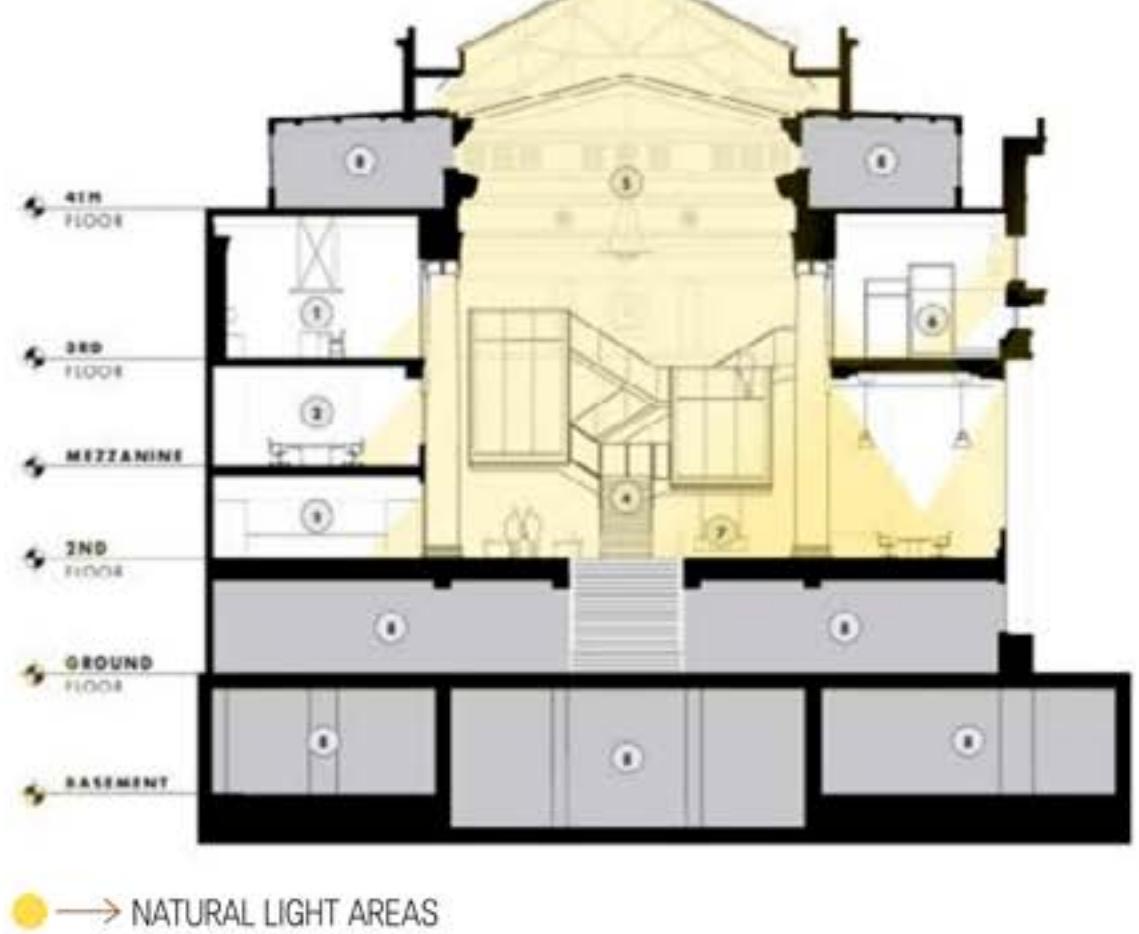
Although the space has flexibility opportunities, there are no specific private areas



NOISE AREAS ← ●  
NATURAL LIGHT AREAS ← ●

# CASE STUDY 2

BUILDING SECTION



ZGF partnered with Expensify to design an interior that reflects the company's signature "choose-your-own-adventure" work setting, in honor to how the company first came to life - working in coffee shops and, later, out of a San Francisco office with no assigned seating.

Expensify

ZGF Architects

Client Expensify

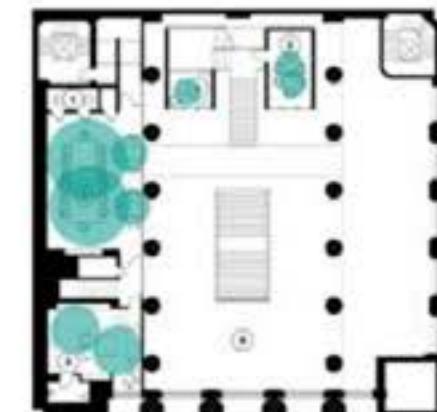
Portland, Oregon, USA

Area 17,352 sqft

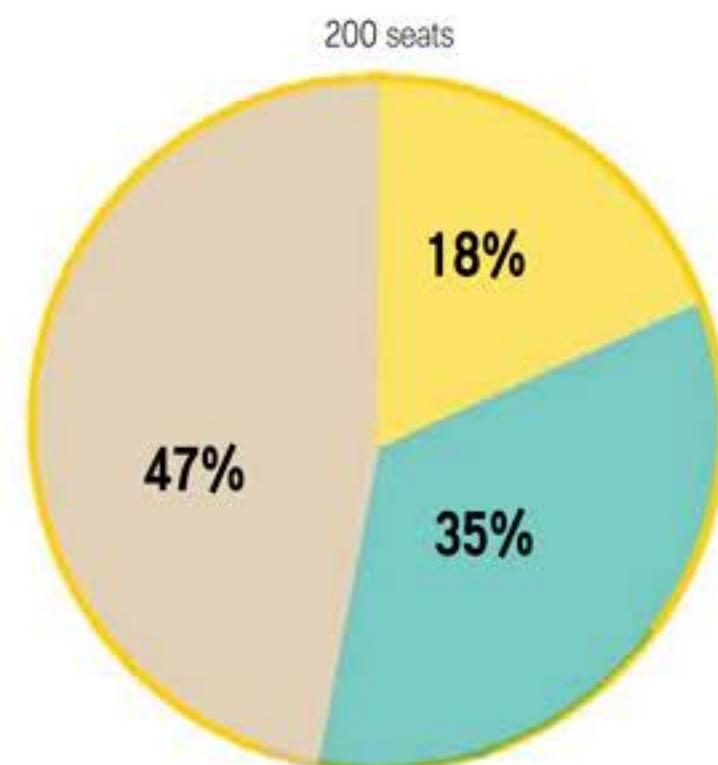
Year 2017

Industry Technology

● → NOISE AREAS



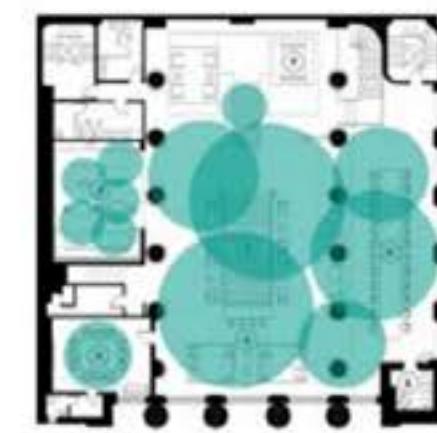
MEZZANINE FLOOR PLAN



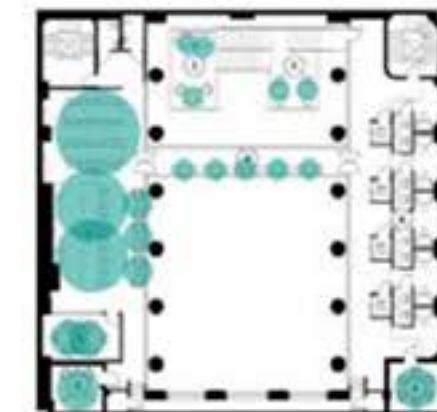
● → PRIVATE AREAS

● → OPEN AREAS

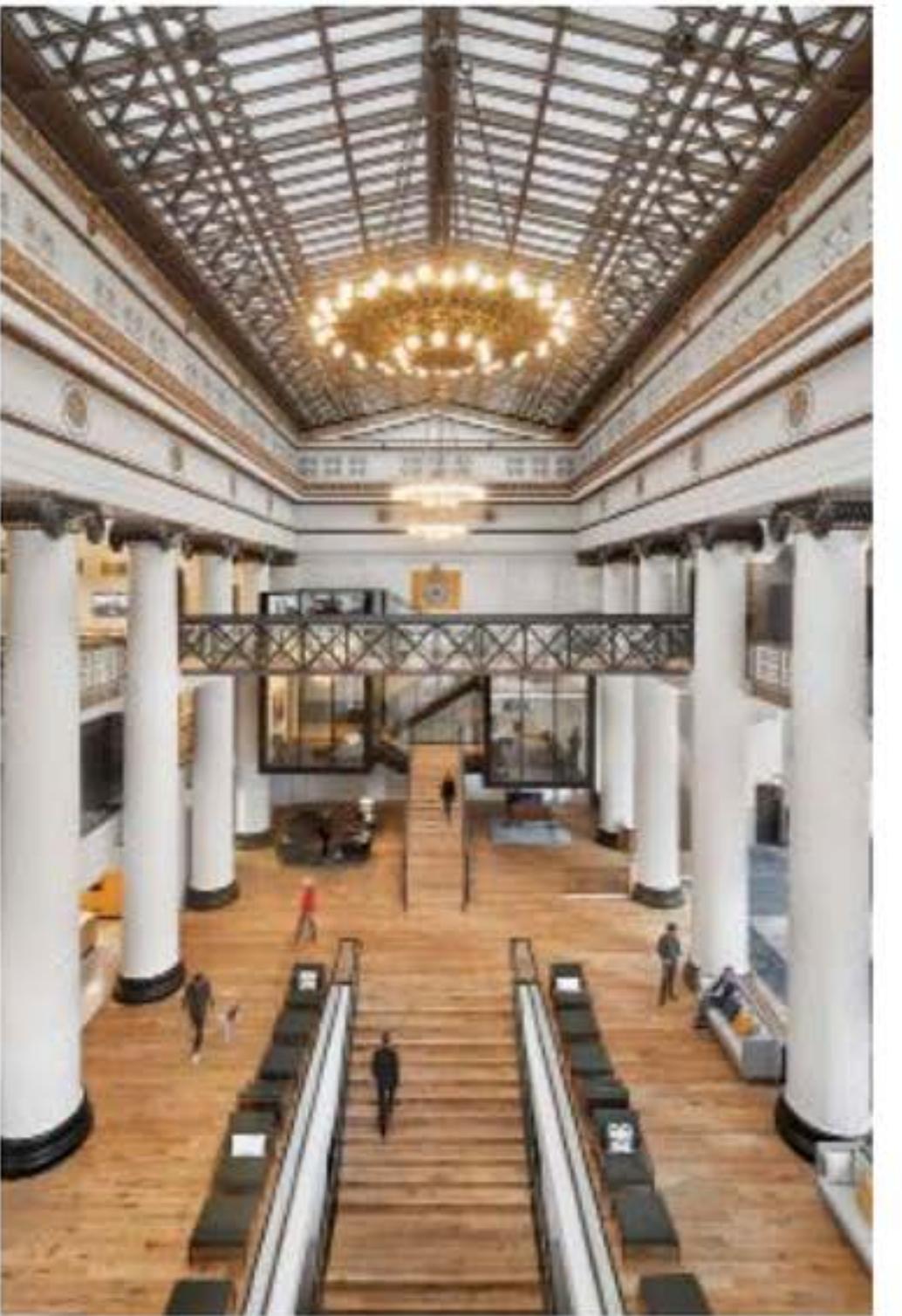
● → SEMI PRIVATE



2ND FLOOR PLAN



3RD FLOOR PLAN



# CONCLUSIONS

## CALL CENTER QUERETARO



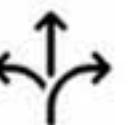
COMMUNITY



FLEXIBILITY



WELL-BEING



## EXPENSIFY

COMMUNITY



FLEXIBILITY

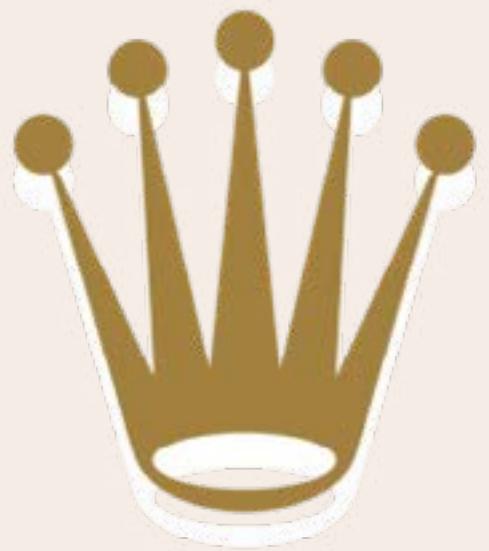


WELL-BEING



Case study 1 has no sense of wellbeing because it doesn't promote physical nor psychological health of its employees. There is also a lack of community within the design, since there is no self identity of the workers within the company, and isn't a sense of belonging that is needed to drive productivity and spark creativity within the work environment. There is flexibility in the design, however it isn't successful in having a variety of work spaces for employees to choose from, making the environment monotonous and unstimulating.

Case study 2, on the other hand, is successful in providing wellbeing in the workplace. It has natural elements within the materials and textures used in the design to reduce stress, as well as abundant natural lighting and semi-private spaces divided by glass to promote a sense of community. It has a cafe as the central social node of the building, a place where both formal and casual interaction happen (ADHOC). There are also private offices that separate spaces for a more structured meeting environment. There is abundant flexibility within the workplace, with many spaces to choose from in order to either complete tasks or to take a break from them.



**ROLEX**

# HISTORY

1905

At the age of 24, Hans Wilsdorf founded Rolex in London specializing in the distribution of timepieces. He created the concept of a **watch worn on the wrist**.

1924

Rolex created the **first waterproof and dustproof watch** with the help of a **hermetically sealed case**, given the name "oyster".

1931

Rolex created the **first self-winding mechanism for watches** with a perpetual rotor, now found at the heart of every modern automatic watch.

1953

Rolex developed watches that served for **activities such as deep-sea diving, aviation, mountain climbing, and scientific exploration**. This made Rolex known as the **watches of achievers**.

1985

Rolex's **steel watches** came to life as "oystersteel". With 904L steel that is **comparable to precious metals** known for their **anti-corrosion properties**, Rolex became the first brand to use this material.

2012

**National Geographic** descended into the deepest place on earth, the **Mariana Trench**, with only one passenger on the voyage: a **Rolex watch**.



# **“A CROWN FOR EVERY ACHIEVEMENT”**

Objective is to manufacture and distribute **high-quality** luxury wrist watches, with the vision of continuing the long tradition of **excellence** that the Rolex brand represents.

**PRECISE**  
**SOPHISTICATED**  
**VERSATILE**





# GUIDELINES

- To provide a **sophisticated** and **elegant** workplace that reflects the company's **tradition of excellence**
- To use a subtle **color palette** and careful choice of honest **materials** that reflect those used in **Rolex's** watches
- To provide the necessary **technology for users** to be more **productive** and **efficient** in communicating their ideas, while **reflecting the technology** in **Rolex's** watches
- To incorporate **natural elements** and **sustainability** to the design for **user health** as well as a more **environmentally-friendly** design



SITE + BUILDING ANALYSIS

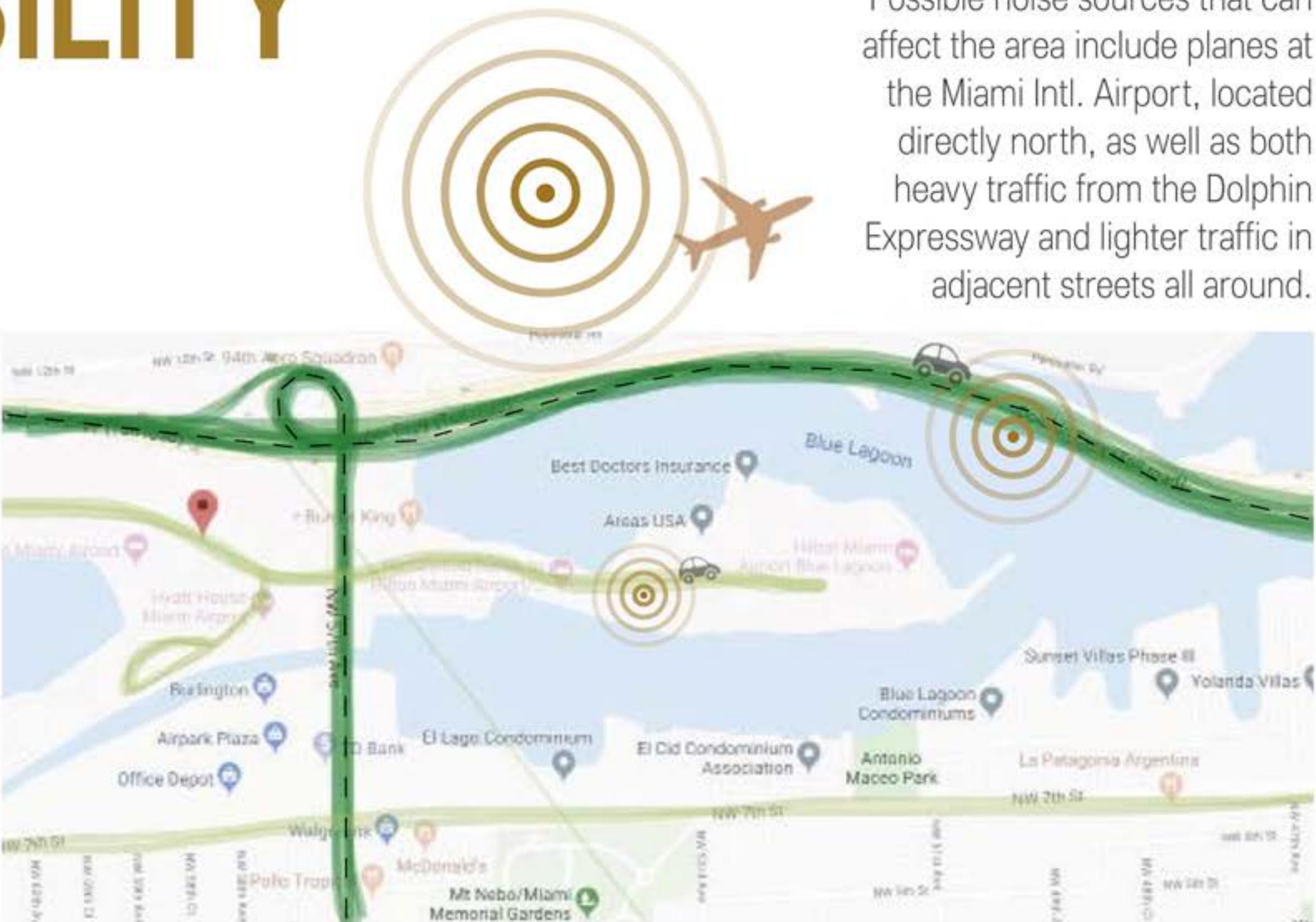
**ROLEX**

# LOCATION + ACCESSIBILITY

**Blue Lagoon E 9.04 mi  
Miami, FL 33126**

Transportation to the location is available through car, bus, or metrorail.

Bicycle is another common form of transportation in Miami that is accessible in this area.

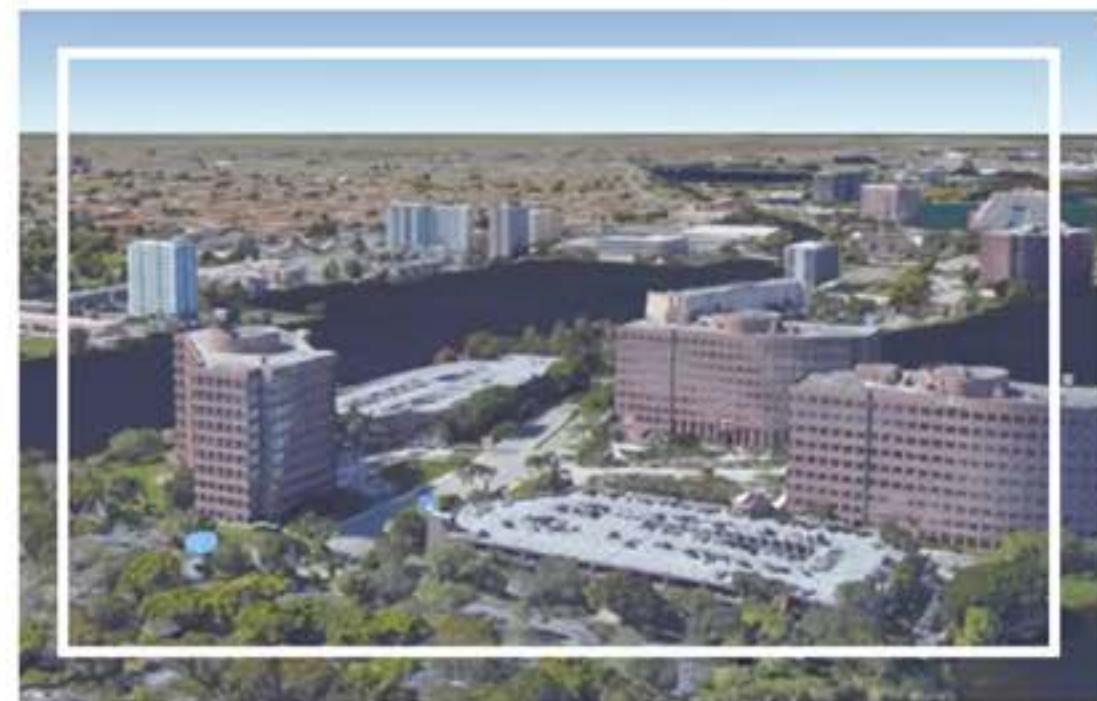


# VIEWS

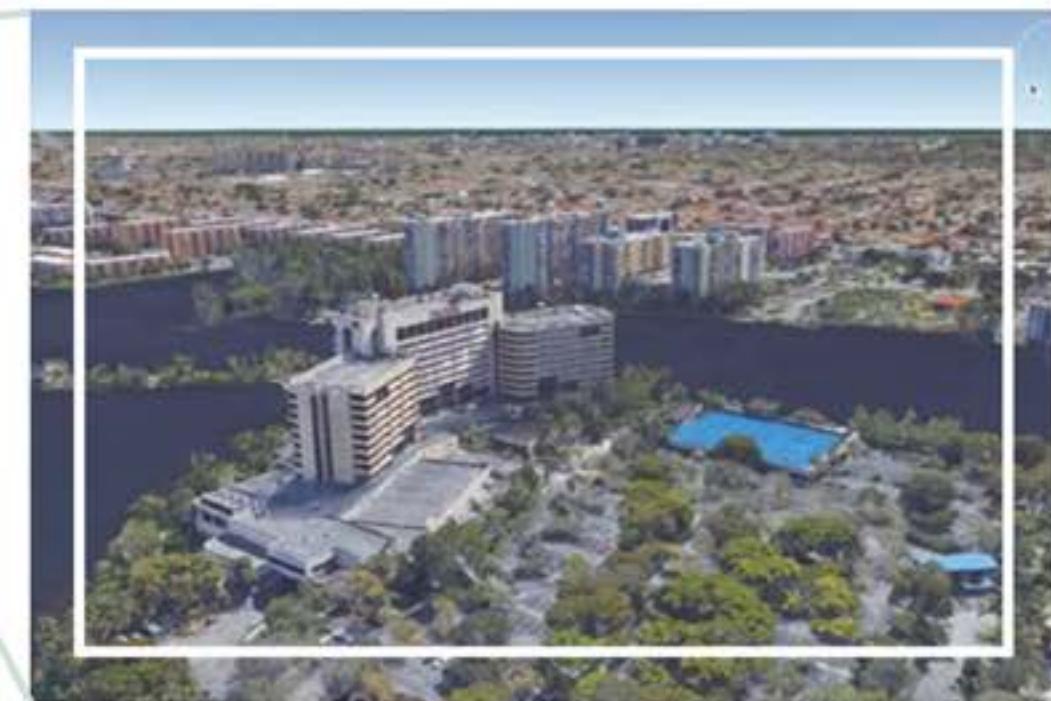
north-west



north-east



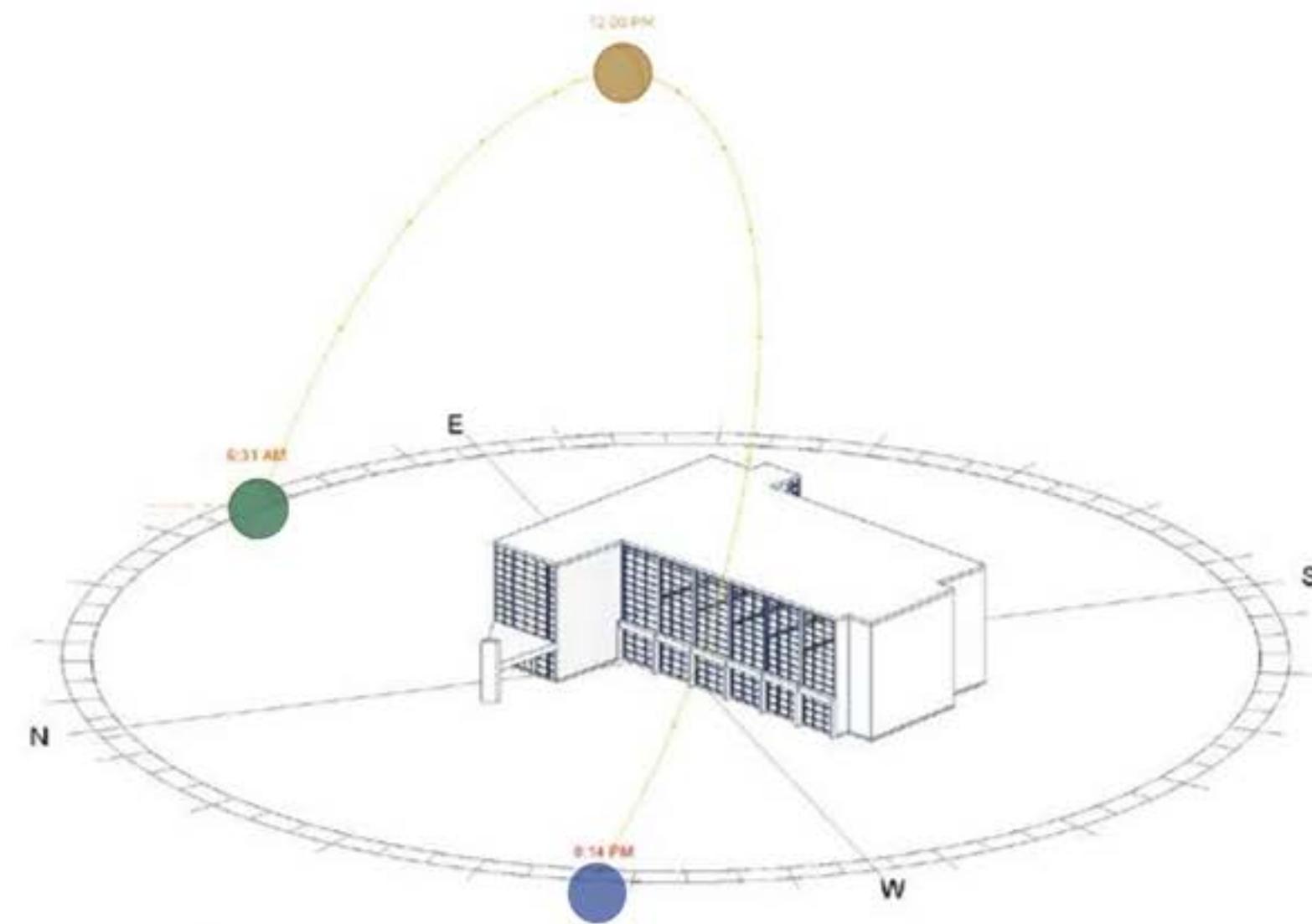
south-west



south-east

# SUNLIGHT

## LIGHT PENETRATION + SUN PATH



SUMMER

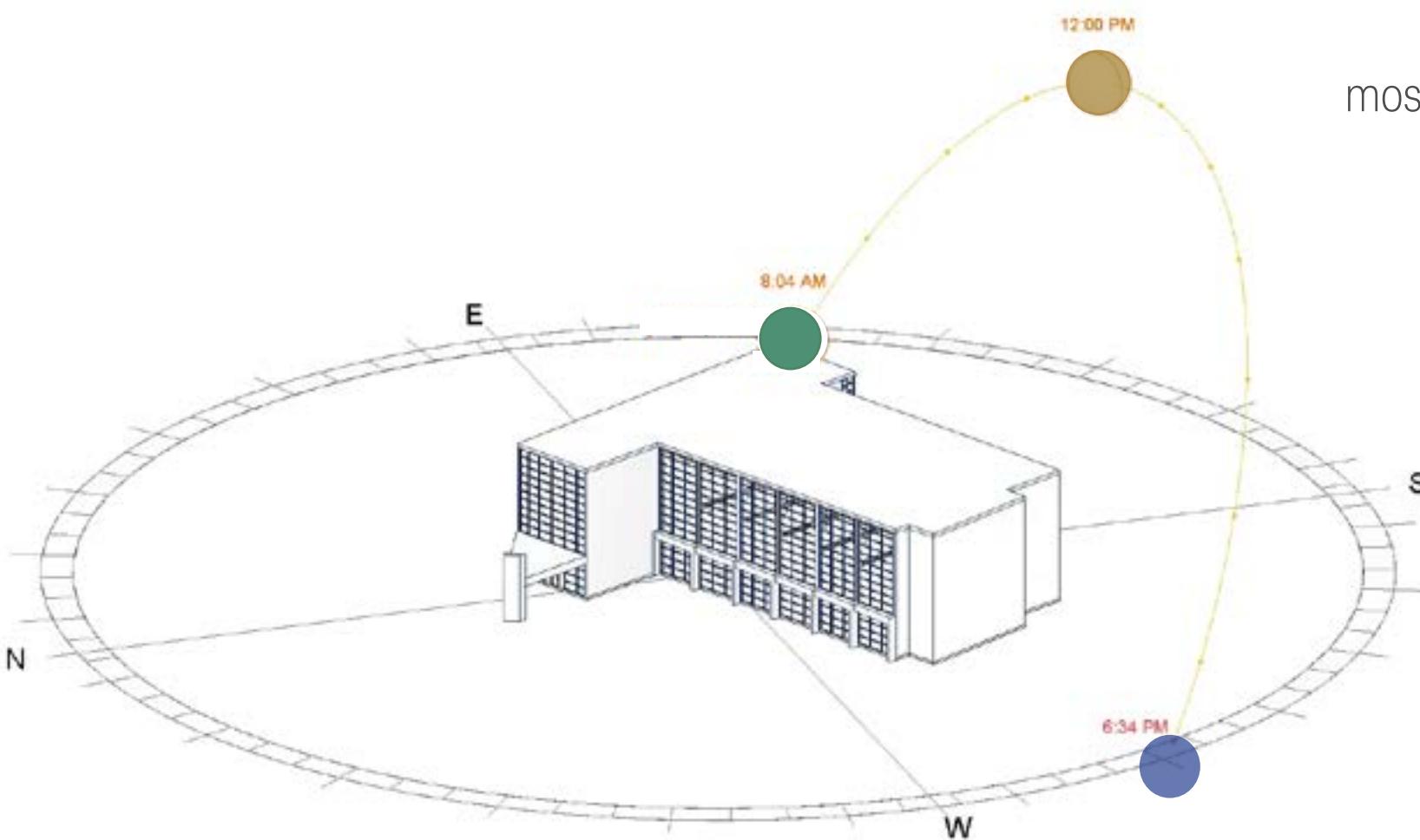
Light penetrates through the curtain wall and windows of the building. In both summer and winter, light infiltrates through the southeastern side of the building. However, light only comes in through the southeastern side during the winter.



LIGHT PENETRATION

# SUNLIGHT

## LIGHT PENETRATION + SUN PATH



WINTER

## LIGHT PENETRATION

most daylight  
least daylight  
most daylight

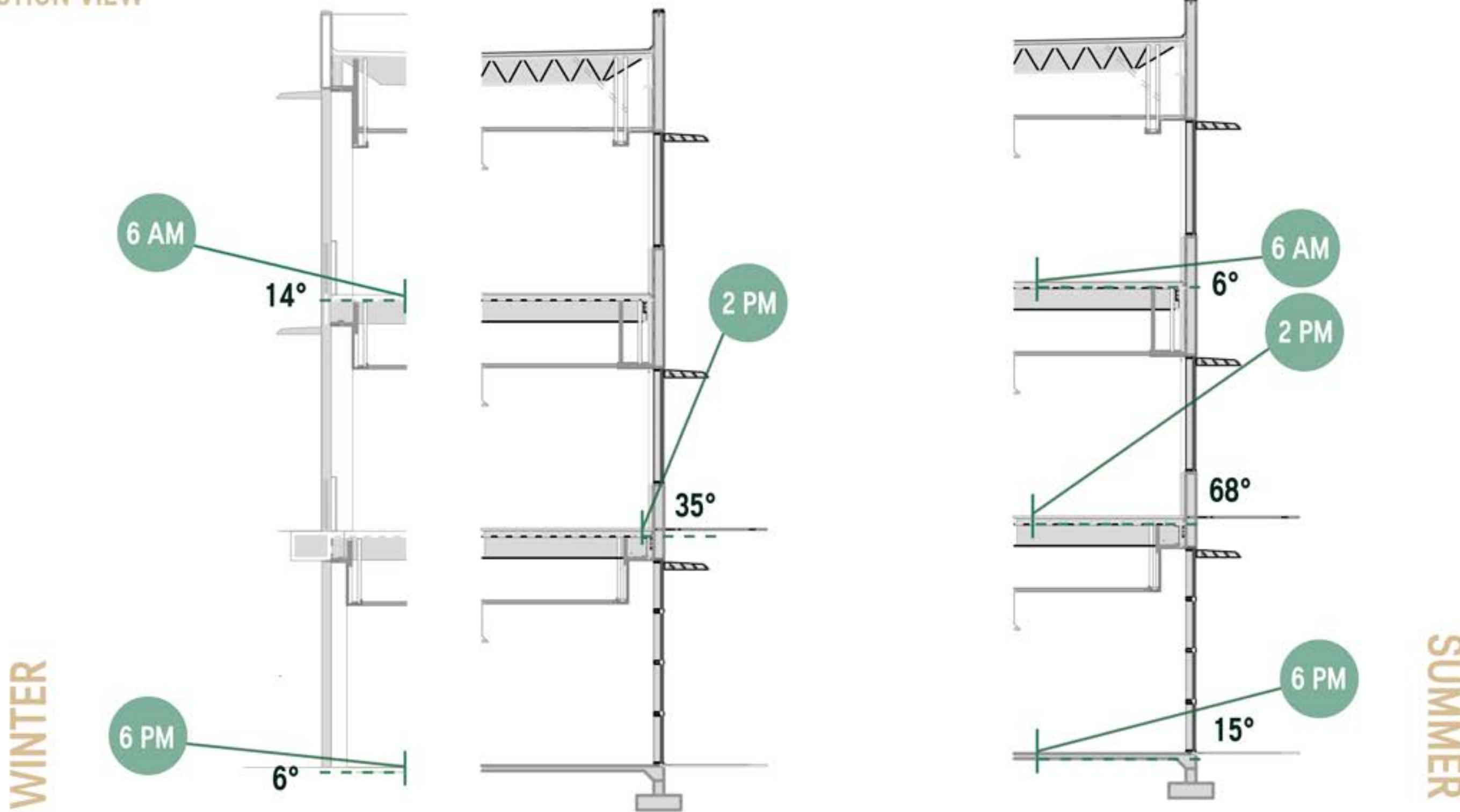


**Natural light** levels become **scarce** towards the **center of the building**, but are **abundant** at the **edges where curtain walls and windows** are located.

This creates a **healthy work environment** where employees can either have a bright **natural light** workspace, or a more central and **artificially illuminated** space that still provides **enough light for efficient task completion**.

# SUNLIGHT

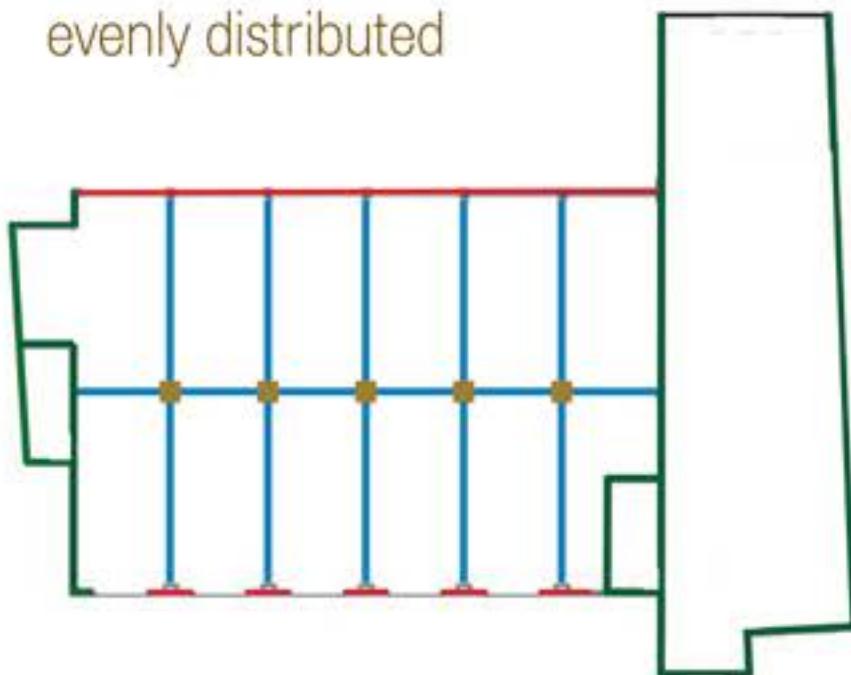
LIGHT PENETRATION  
IN SECTION VIEW



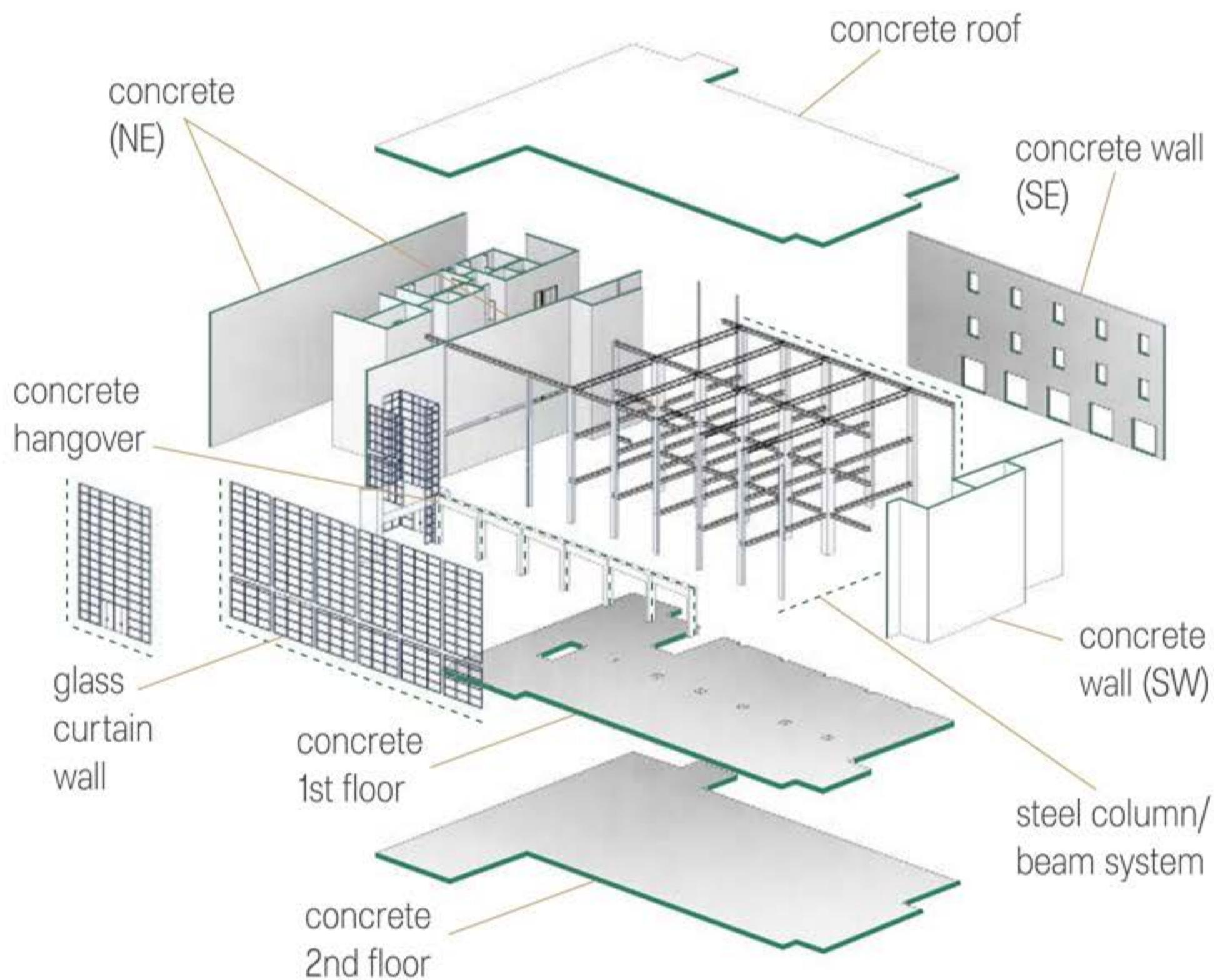
# STRUCTURE

A structural system with tilt-up concrete panels are ideal for minimal cost and maintenance. A group of steel beams are used to keep the structure together like the skeleton of the building, and at the same time minimize the amount of interior load-bearing structures for a larger interior space.

A grid creates separate interior spaces that are evenly distributed

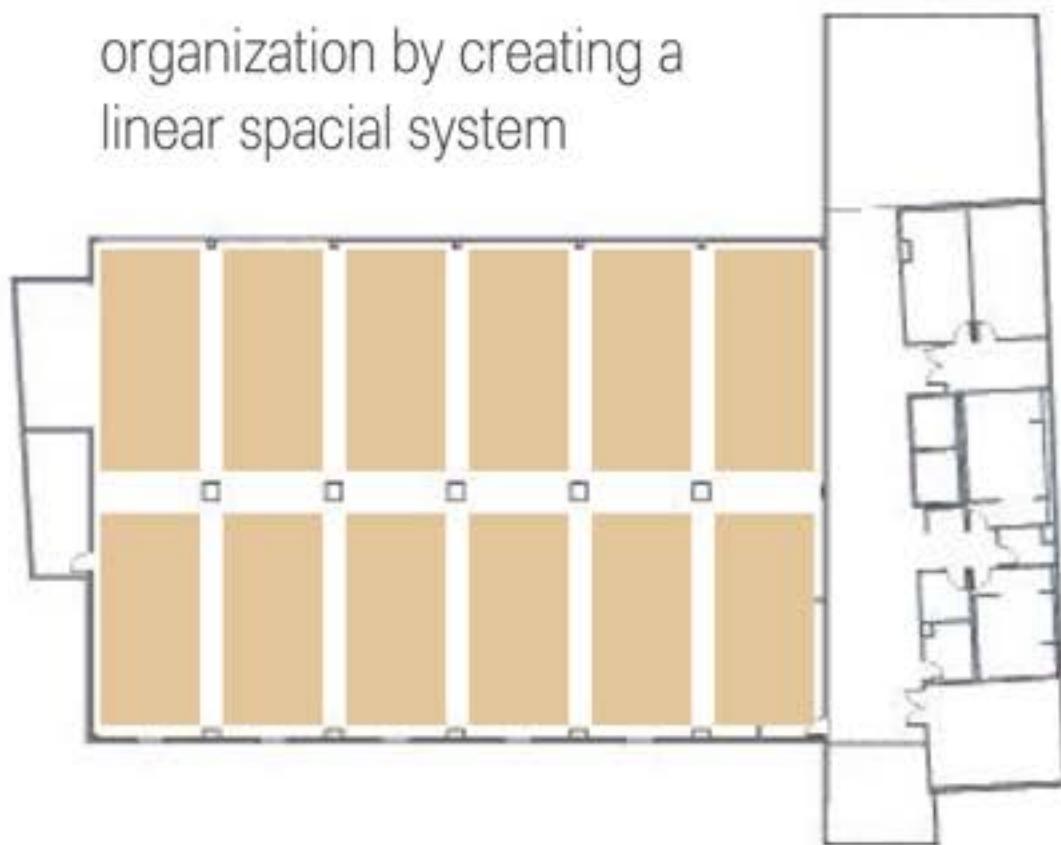


- steel columns
- glass windows/curtain walls
- steel beams
- concrete bearing walls

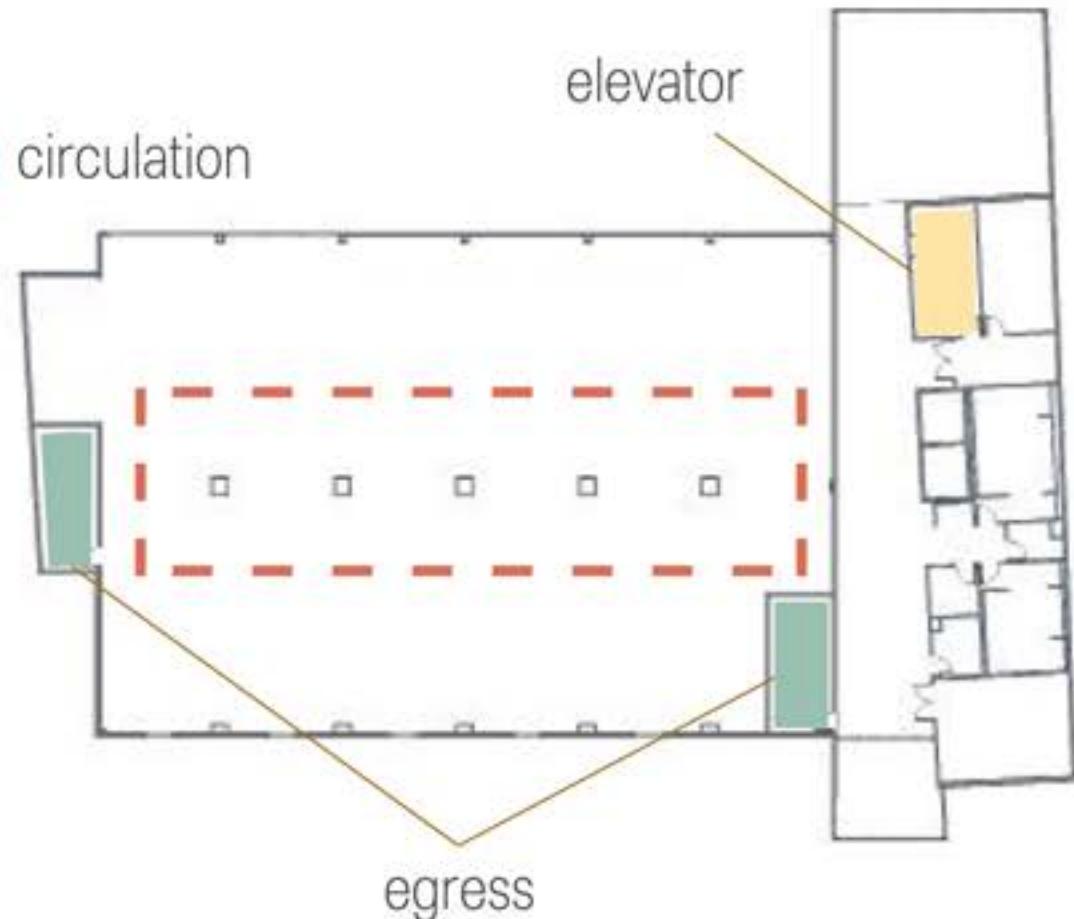


# SPACIAL QUALITIES

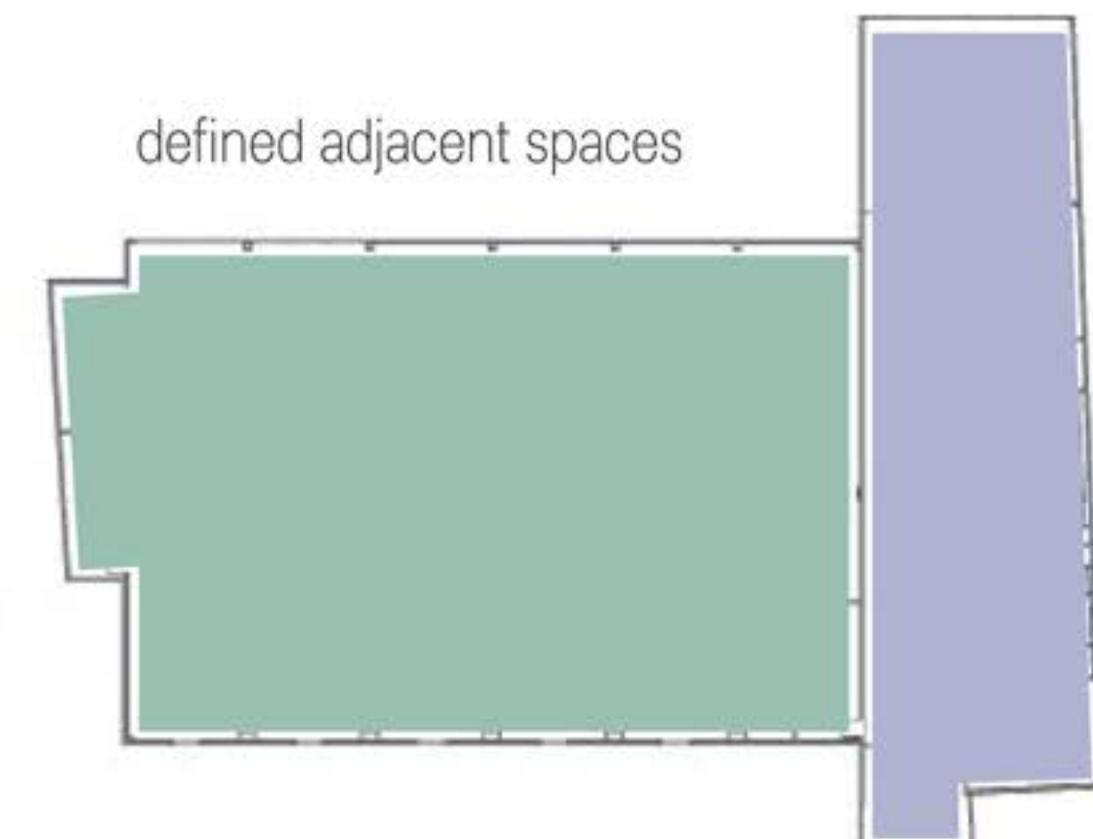
modular interior spaces facilitate circulation and organization by creating a linear spacial system



having two defined adjacent spaces assigns a specific function to each space for easier navigation and task completion



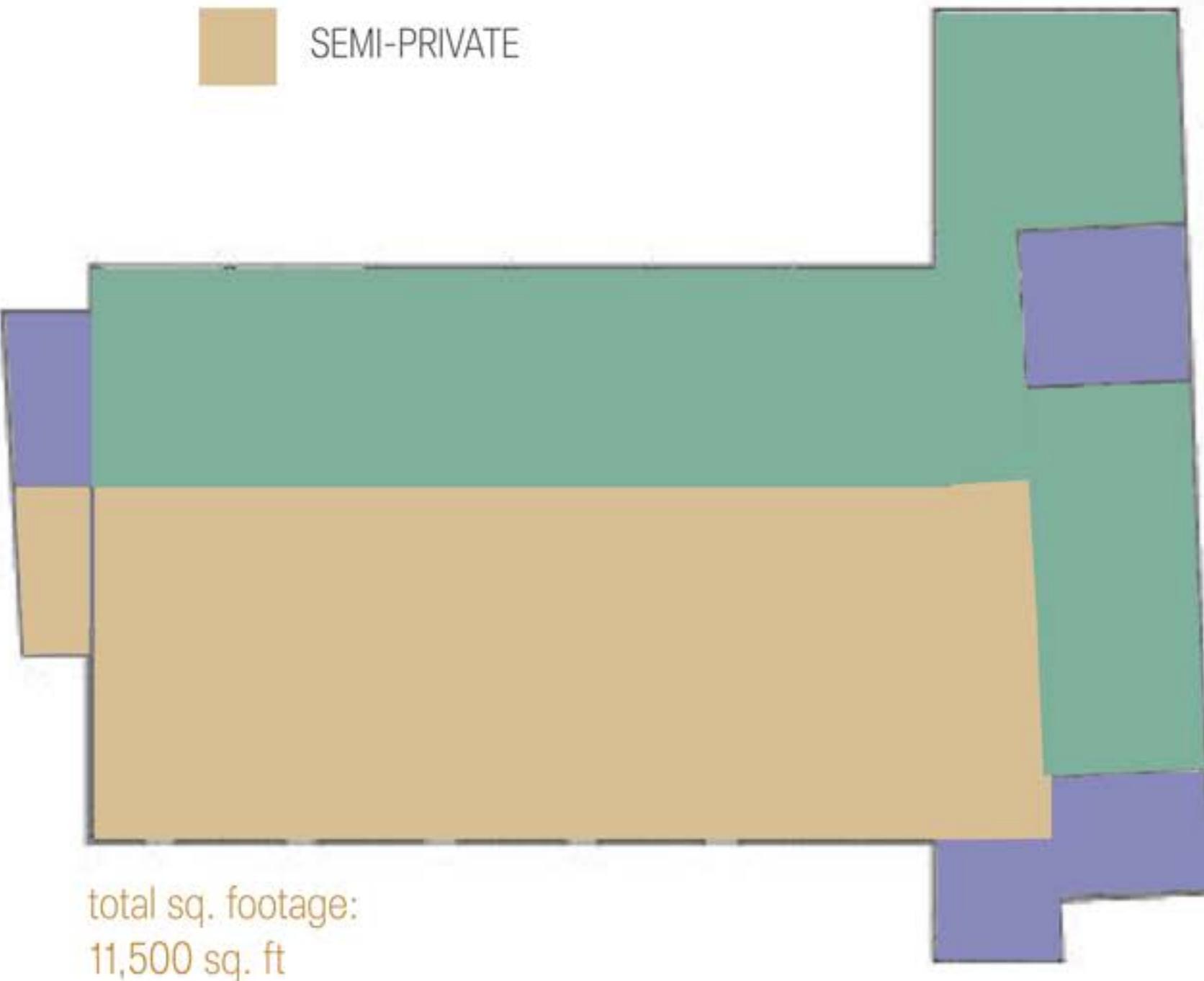
defined adjacent spaces



# ZONING ANALYSIS

Spaces become more private as you enter the building. The main circulation is the most public part of the interior space, and the semi-private space is located as you progress further away from the main circulation. Since it is mostly a vast and large interior space, private spaces are not very abundant, but are located further away from the circulation paths.

- PRIVATE
- PUBLIC
- SEMI-PRIVATE



# DESIGN GUIDELINES

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**1**

To reduce discomfort caused heat and glare from window panels and curtain walls by using a shading system, so the infiltration of natural light is still preserved.

**2**

To maintain the idea of a flexible workspace by creating various different spaces to choose from and customize despite the large interior space of the building, and therefore maintain employee wellness.

**3**

To consider the acoustical qualities of the interior space due to the rough and hard materials used in its construction, such as concrete and steel.

**4**

To utilize these rough and hard bare materials to contrast with the luxurious and honest materials used in the Rolex brand in order to design an innovative interior space that successfully represents the company.

PROGRAM ANALYSIS  
**ROLEX**

# DESIGN GOALS STATEMENT

## 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 **well-being**, and provide **privacy**

## MAIN GOALS

## CRUCIAL ASPECTS

**Acoustical qualities**

**Flexibility** (variety)

**User interaction & collaboration**

Use of **natural light** controlled by a **shading system**

**Centrally-located staircase**

# LOBBY

1,000 SQFT

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.

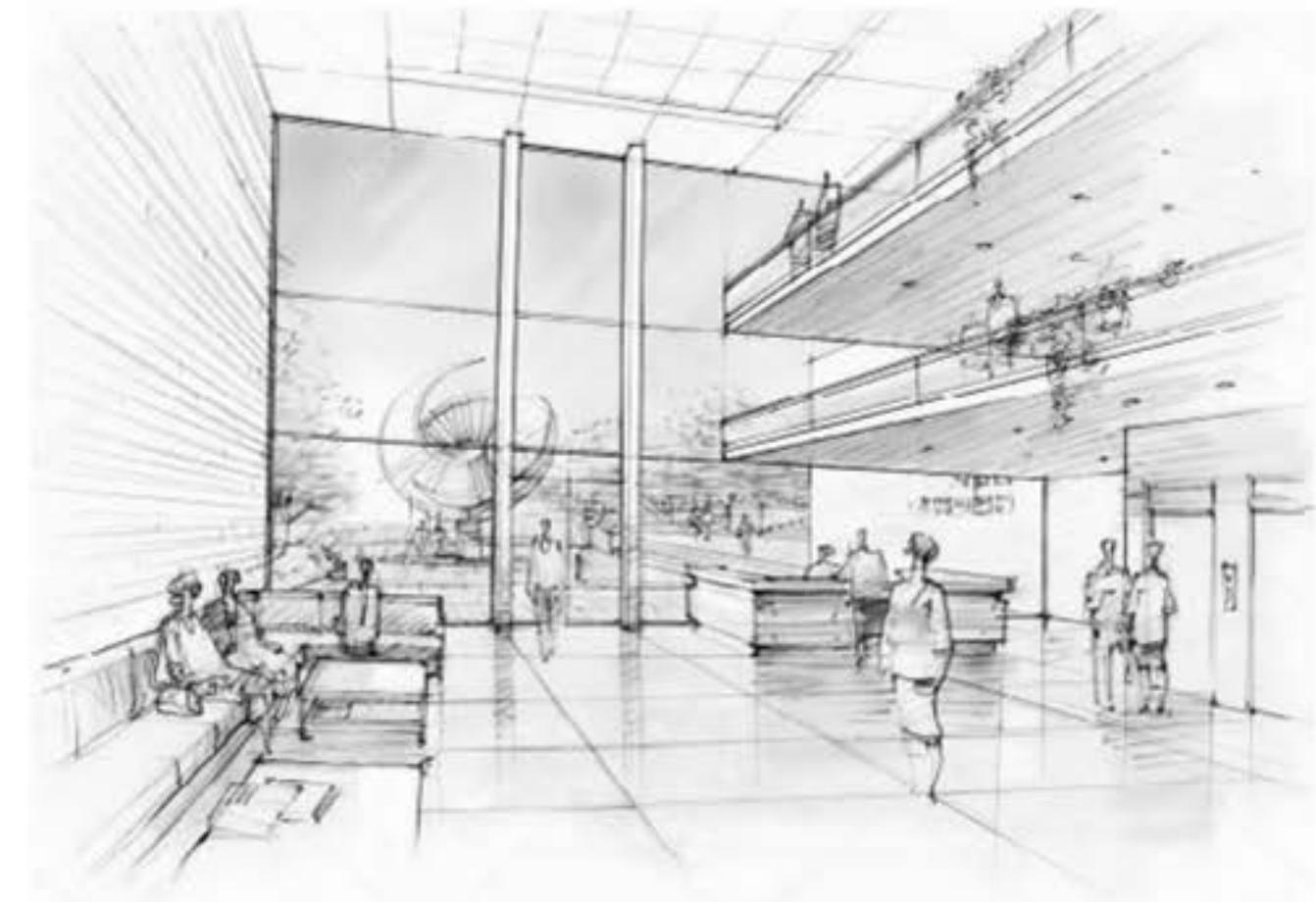
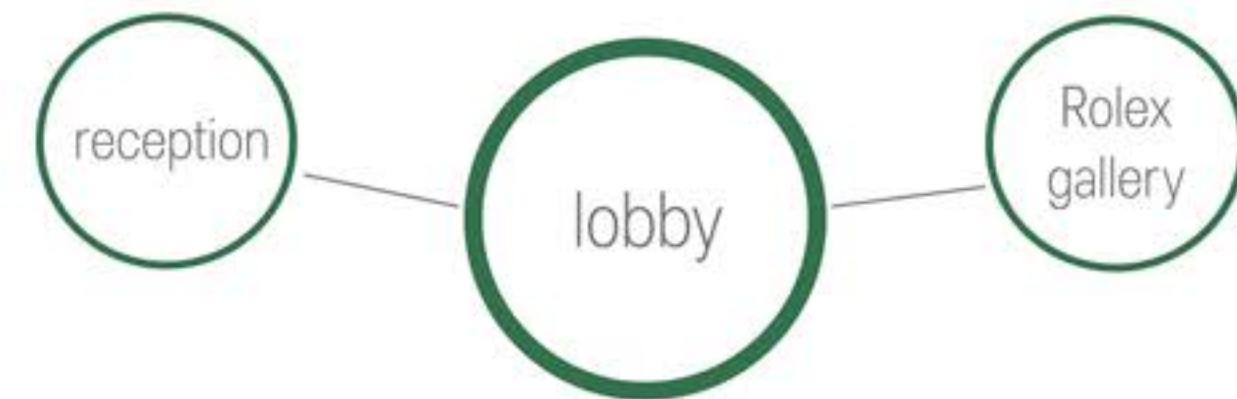
## ACTIVITIES

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

An inviting space that intrigues guests, a 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

1,200 SQFT

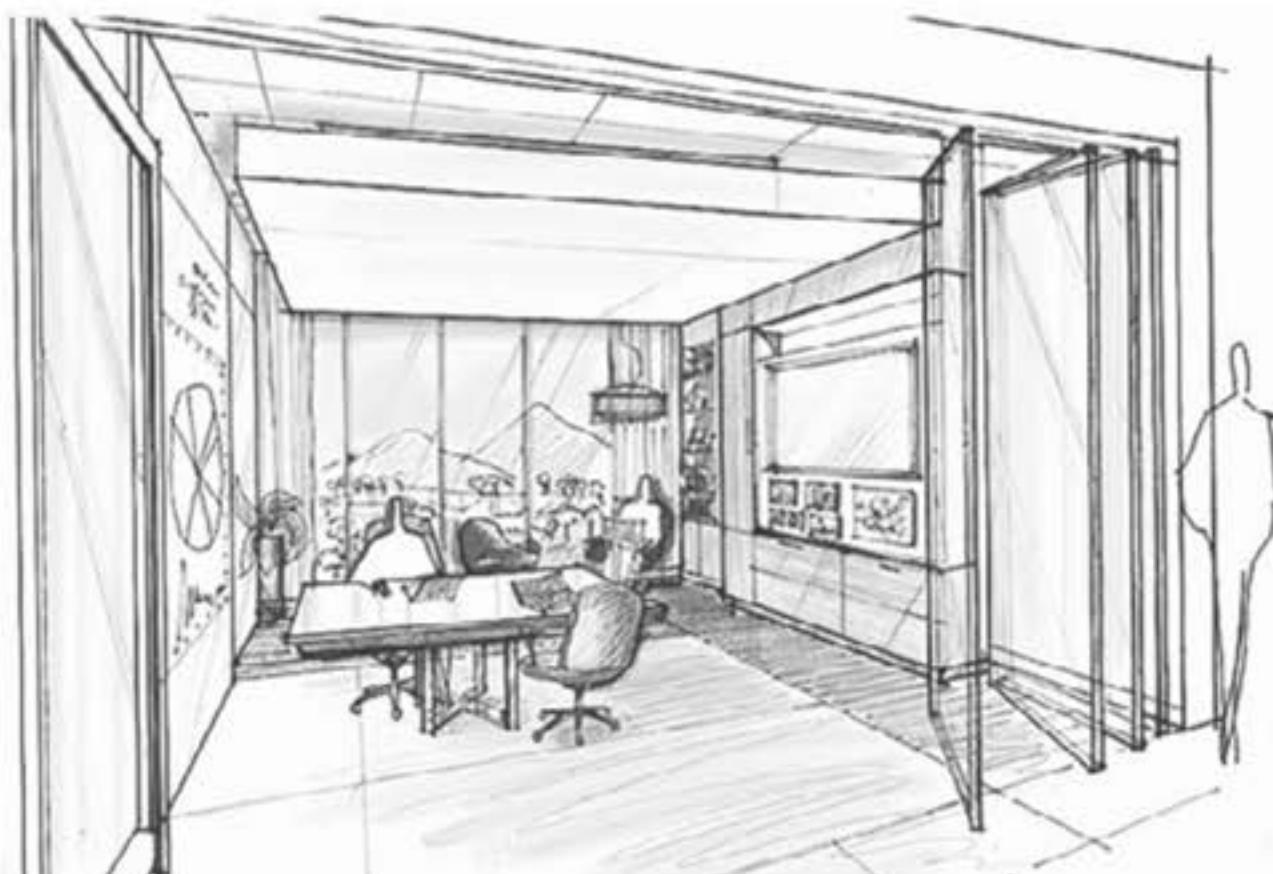
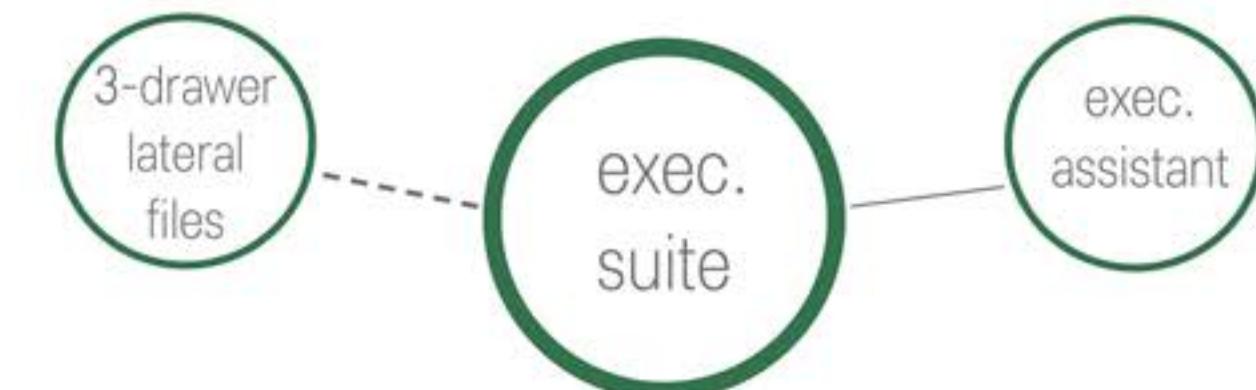
The main office space where the top executive leaders of the company share ideas and make important corporate decisions.

## 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

700 SQFT

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.



# OPERATIONS

850 SQFT

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

Openness for collaboration, 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 needed. 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

700 SQFT

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

Some acoustical and visual privacy are needed to ensure whatever is talked about in the room stays in the room. However, space should be connected to other spaces for collaboration, and should be inviting and comfortable for the employee to address any issues. Natural light is needed to achieve wellbeing and comfort.



# MARKETING

600 SQFT

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.



**IT**

900 SQFT

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

380 SQFT

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. Collaboration spaces are needed as well.



# SALES

900 SQFT

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

3300 SQFT

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

## NEEDS

Comfortable seating, natural lighting, state-of-the-art gym equipment, clear circulation, etc.

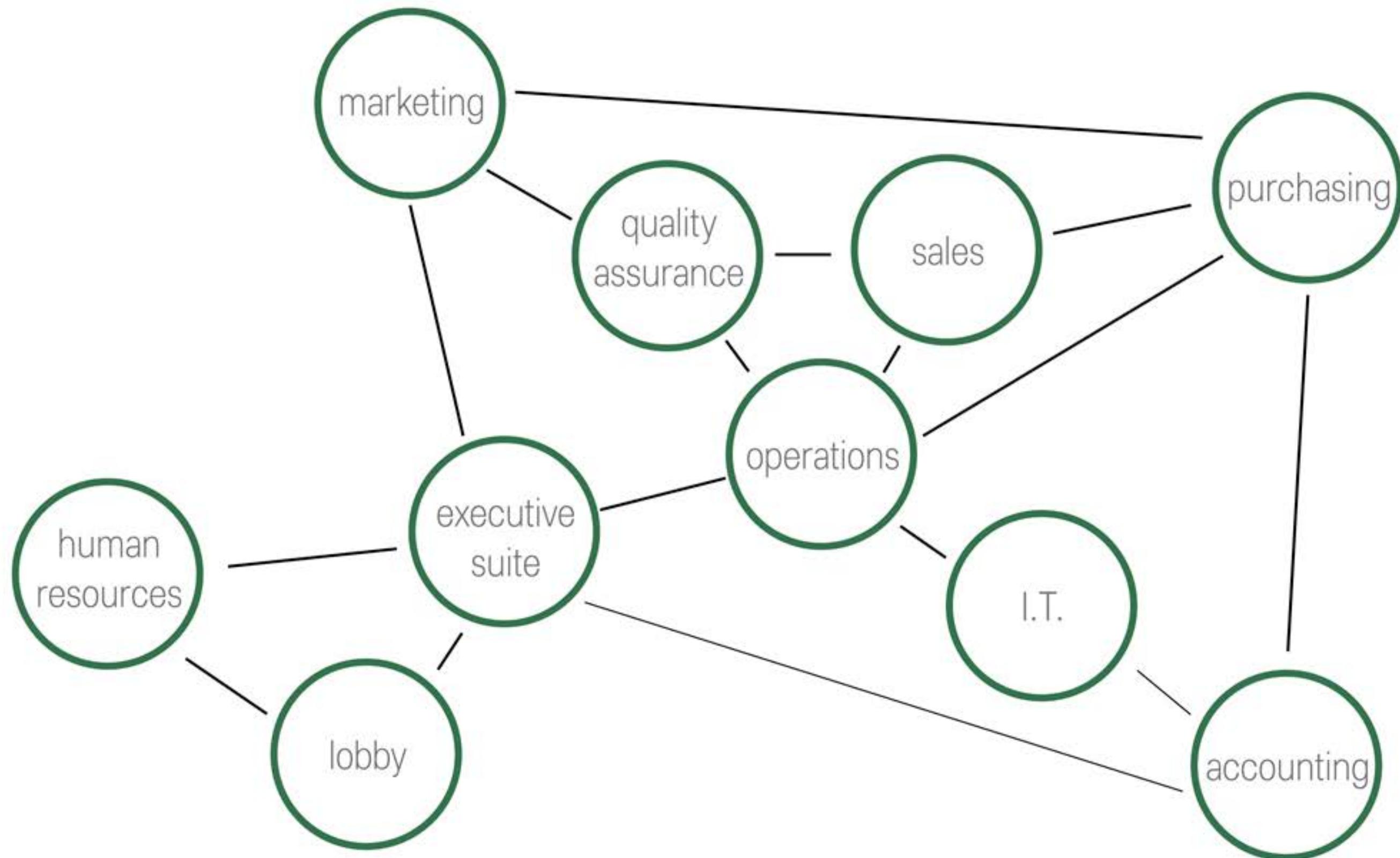
## ACTIVITIES

Side activities for user's health and well-being, or for their needs for work, such as conference rooms or focus rooms. Focus work, physical activity, conversations, etc. will be happening in these spaces.



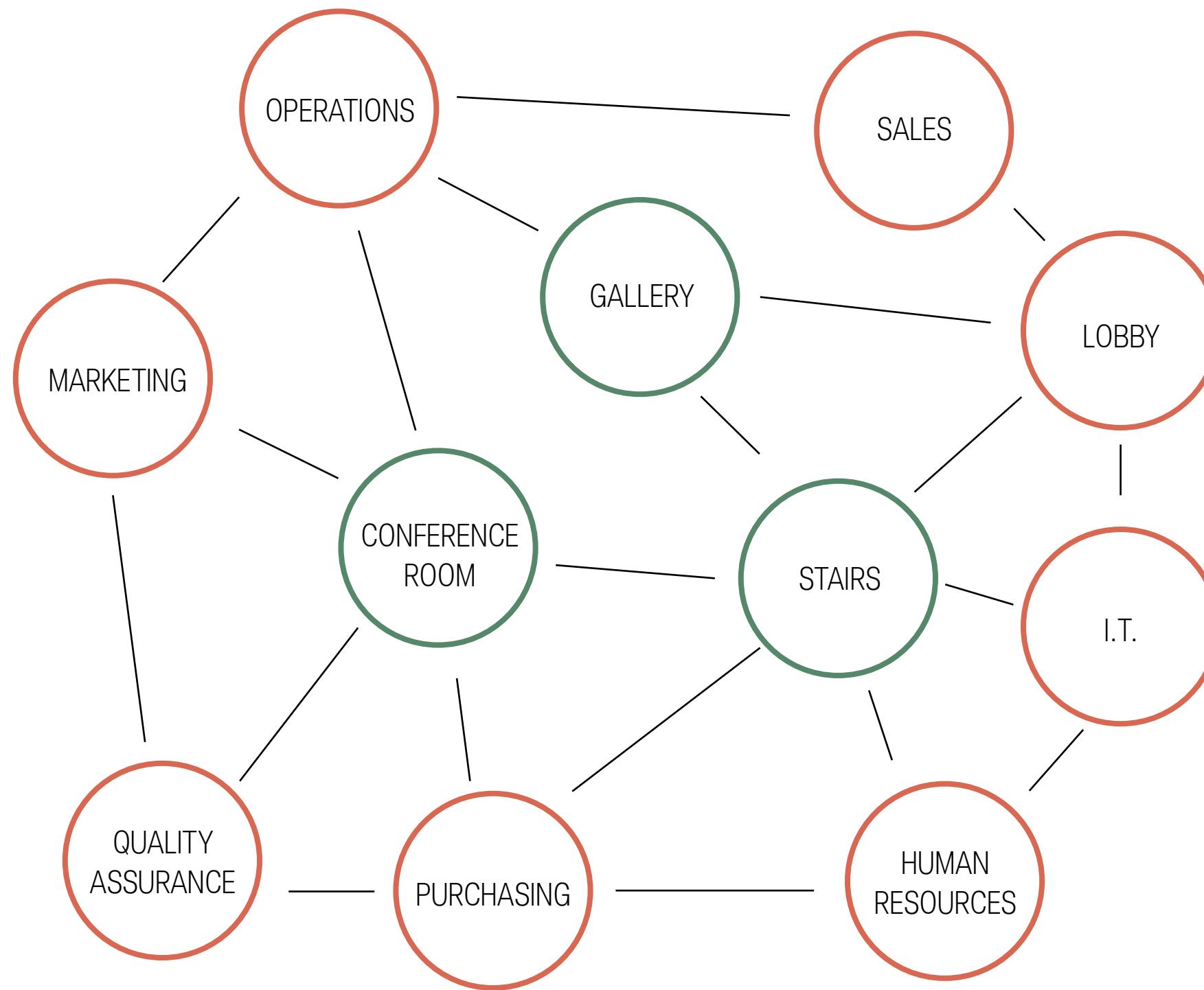
Gym	Gym equipment, showers
Focus room	Individual work pods
Social room	Pool table, sofa, pufs, stools, high-top tables, TV
Cafe	lunch tables/chairs, high-top tables, stools, kitchen utensils
Conference rooms	Collaborative table, comfy chairs, projector/white board
Server room	Computers, lamps, comfortable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

# ADJACENCY DIAGRAM



# STACK DIAGRAMS

2ND FLOOR

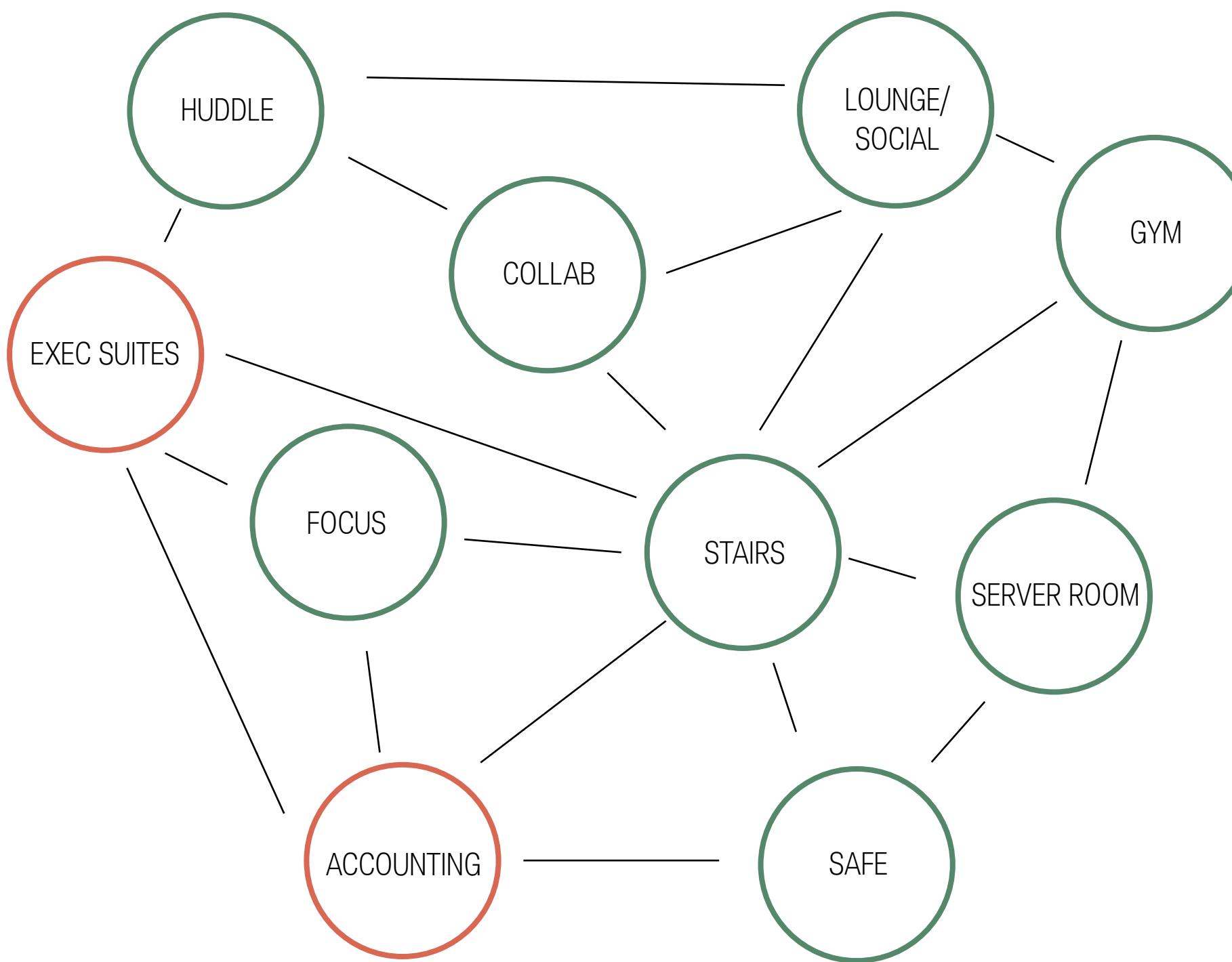


Spaces in the second floor should be more open to the public than private, and should be inviting to guests. Lobby should be comfortable to make waiting times pleasurable, and a conference room is needed for any quick meeting with customers.

- primary space
- secondary space

# STACK DIAGRAMS

2ND FLOOR



- primary space
- secondary space

# 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

# ROLEX

SPACIAL IDEA GENERATION



**When she goes out to dinner tonight  
she'll be wearing the same watch.**

The Rolex Lady-Datejust will gleam as beautifully in candlelight as it does in water. Apparently fine and fragile, the Lady-Datejust hides a secret strength.

Each Lady-Datejust case is carved from a solid block of 18ct. gold or finest stainless steel, the result is a perfect, seamless shell. Then, into the little Oyster, our

craftsmen fit a rotor self-winding Perpetual movement, so accurate that it has been officially certified as a Chronometer.

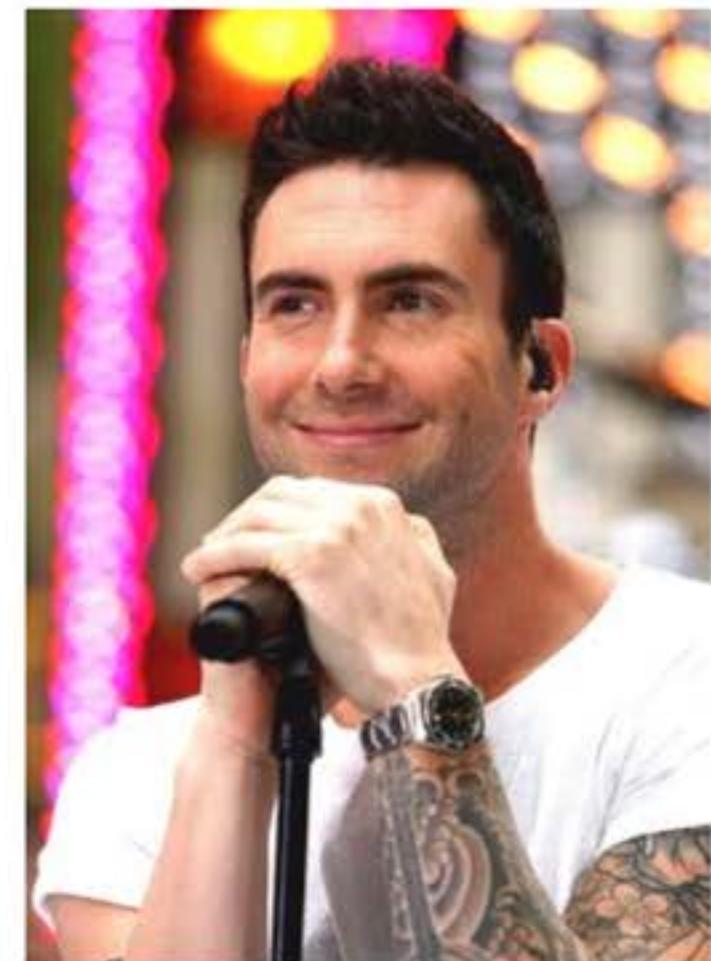
Small, elegant, guaranteed to 27½ fathoms, a Rolex Lady-Datejust will never be out of its depth at a dinner-party.

**ROLEX**  
of Geneva



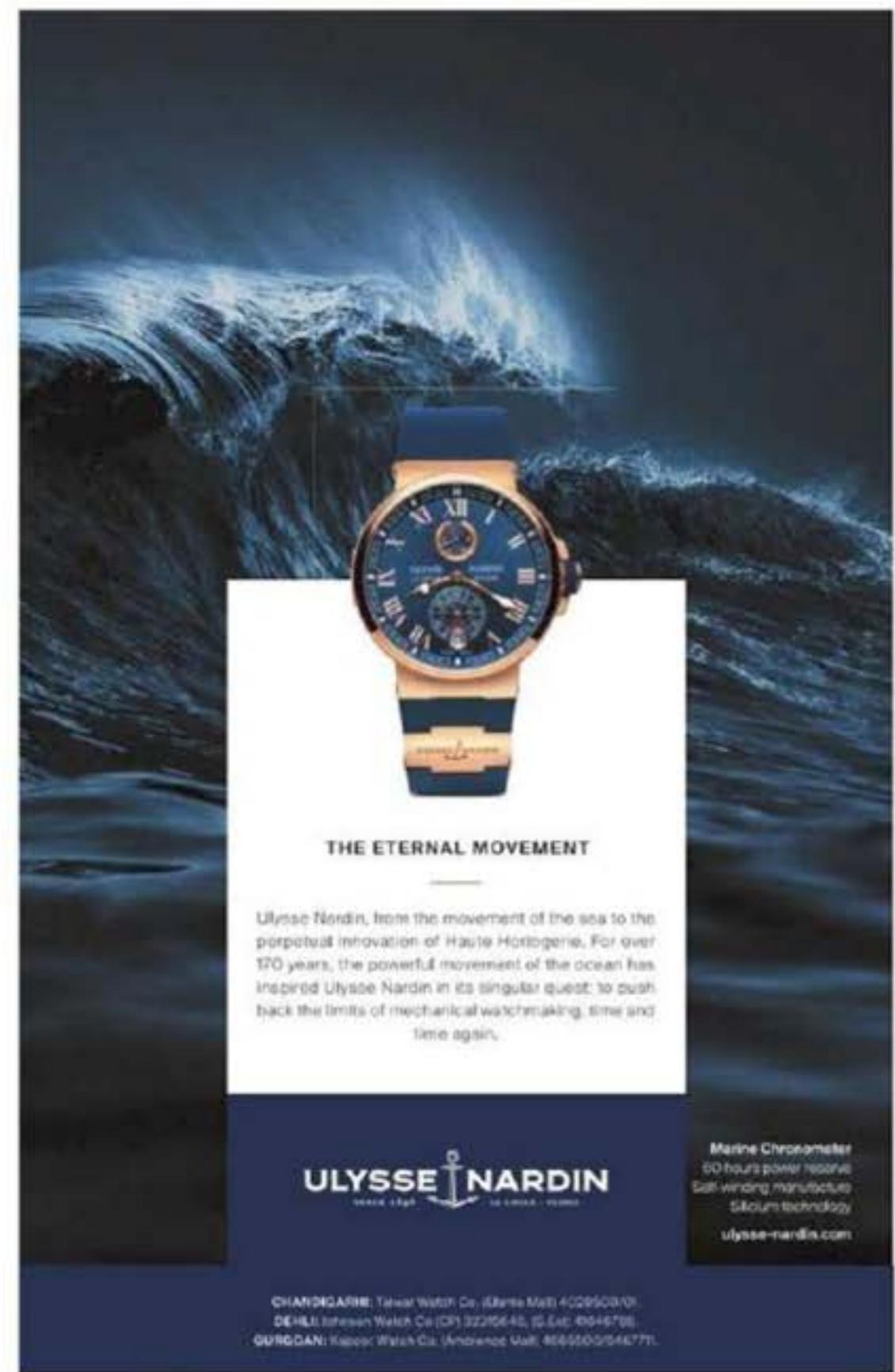
# VERSATILITY

As a brand, Rolex strives to deliver a product that is **versatile** in every way, and can be used for any occasion. Instead of it being **just** an accessory, Rolex watches become a part of the person wearing it. It's **classy, sophisticated, and elegant**, yet **functional and useful** for different activities, day or night.



# MOVEMENT & SEQUENCE

Rolex's timepieces represent the never-ending **sequence of time** and the **movement of humanity** through every second of their lives. This can be seen through the **clockwise movement** of the hand through the **sequence of ticks** that make up every second in 12 hours. Never stopping for anyone, always moving. **Sequence is the core of telling time** - every second, minute, and hour is a pattern that doesn't end. This is seen in the **constant sequential rotation** of the hand as time passes.



**THE ETERNAL MOVEMENT**

Ulysse Nardin, from the movement of the sea to the perpetual innovation of Haute Horlogerie. For over 170 years, the powerful movement of the ocean has inspired Ulysse Nardin in its singular quest: to push back the limits of mechanical watchmaking, time and time again.

**ULYSSE NARDIN**

Marine Chronometer  
50 hours power reserve  
Self-winding manufacture  
Silicon technology  
[ulysse-nardin.com](http://ulysse-nardin.com)

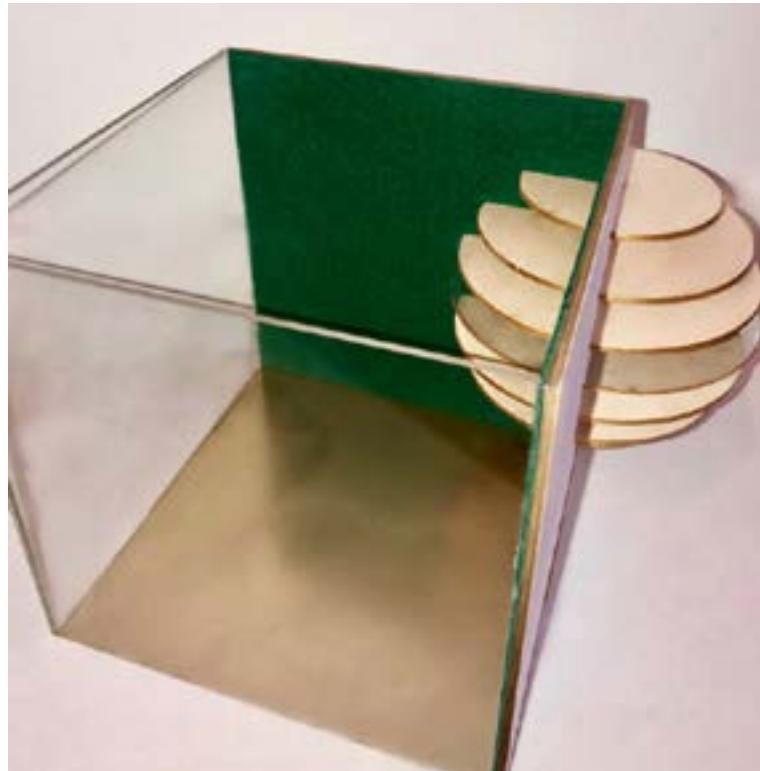
CHANDIGARH: TAHM Watch Co. (Amritsar Mall) 4029503101  
DEHLI: Johnson Watch Co. (D-1322156-A1, 12th Floor) 49646798  
GURGEGAN: Kapoor Watch Co. (Ambience Mall) 4049505544771

# CONNECTION & UNION



In the concept of time, everything is **connected**. seconds make up minutes, which make up hours, which make up days, which make up weeks - etc. This is how Rolex watches work as well. On the inside, **every single piece is carefully crafted** to work with all the other pieces to **serve a communal function**: give the precise time. The intricate pieces inside each watch is an example of how **everything is connected**, and without one piece, the watch wouldn't be able to work.

# SPACIAL MODEL



The concept of time is **represented by the horizontal wooden circle planes**, which are engraved into the **white vertical planes**, and at the same time are holding them up/together. These planes symbolize humanity, and how time, **although just a concept, is such an important part of our existence.**

The **gold rim** on the circular planes **symbolize the value of time to humanity** and how it's something so precious, we display it as **a sign of elegance, luxury, and sophistication through Rolex watches.**

The **mirrored middle circular plane** seems almost invisible, since it reflects the space around it. This represents how time isn't tangible, but rather is **a man-made concept created to organize our lives.**



The **green and gold** inside represents the **intricacy of watches on the inside**, which is not visible from the outside.

The circular planes create the **perception of a globe**, however are only separate planes. This **reinforces the idea of an intangible thing being of high importance in our real lives**. The aesthetic of Rolex is represented through this model with its **simple elegance, juxtaposition of angular and curvilinear elements, and materiality.**

# MATERIALITY BOARD

1. LIGHT TAN LEATHER
2. YELLOW SPECKLED GRANITE
3. SMOOTH WHITE QUARTZ
4. GREY MARBLE
5. LIGHT TONE LAMINATE
6. MEDIUM TONE LAMINATE
7. POLYESTER UPHOLSTERY
8. GREEN LEATHER
9. GOLD VINYL UPHOLSTERY
10. BROWN SPECKLED GRANITE
11. WOVEN SHEER VINYL SEATING FABRIC
12. LACEWOOD POLYESTER UPHOLSTERY
13. BEIGE LEATHER
14. ROYAL BLUE CARPET
15. GOLD SATIN GLASS
16. WHITE SATIN GLASS
17. BLUE SATIN GLASS
18. WHITE ROUGH QUARTZ
19. BRUSHED STAINLESS STEEL
20. OPAQUE TAN ACRYLIC
21. GLASS

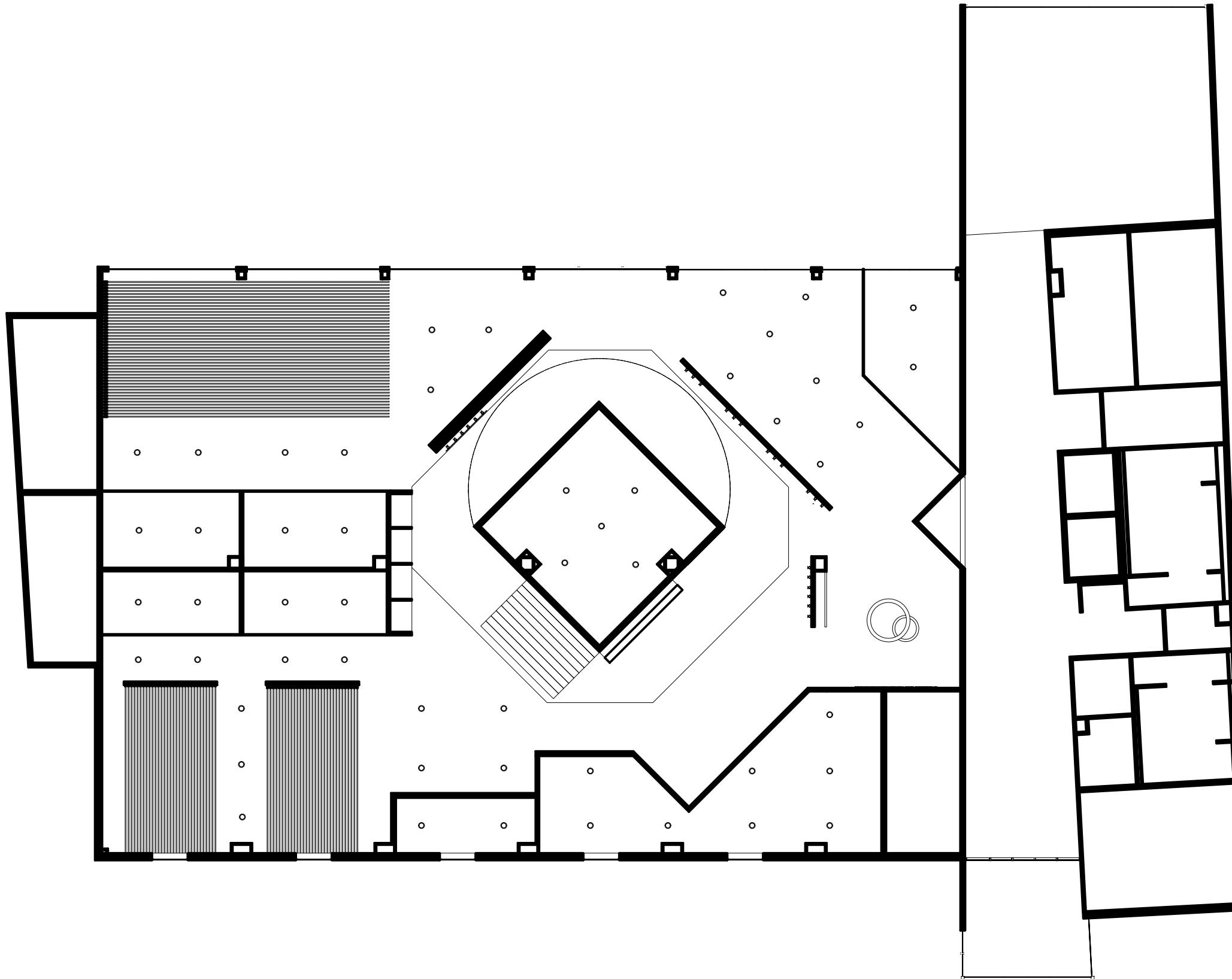


# 2ND FLOOR PLAN



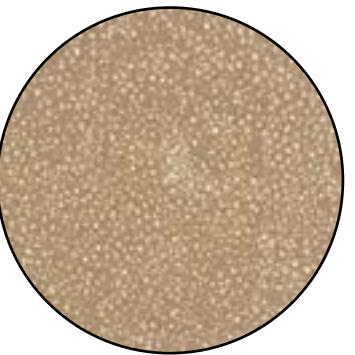
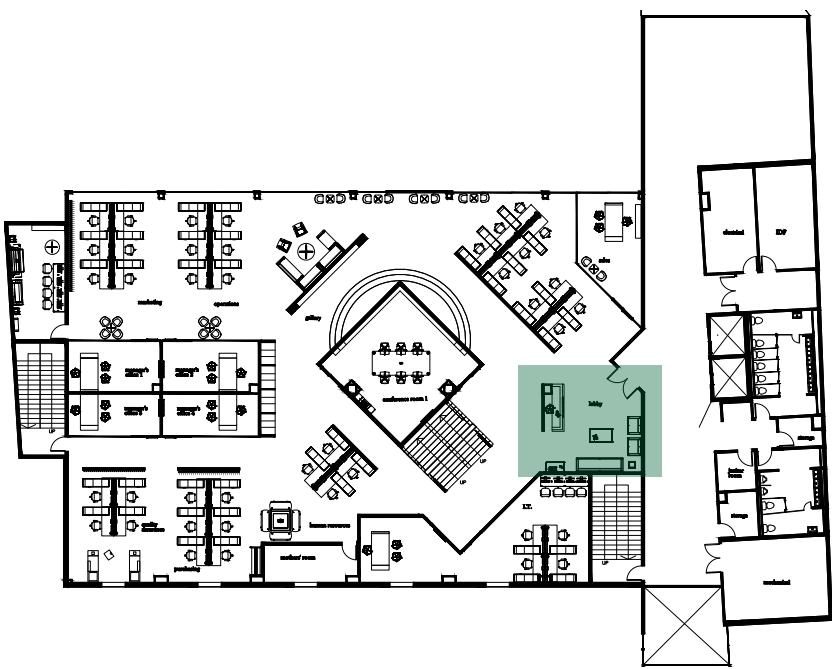
ROLEX

# 2ND FLOOR RCP



ROLEX

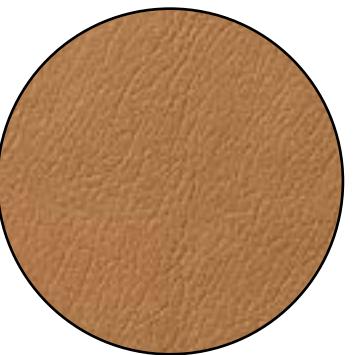
# PERSPECTIVE: LOBBY



TAN LEATHER



LAMINATE WOOD



GOLD BRASS



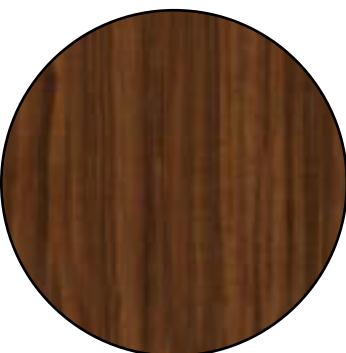
GREEN LEATHER



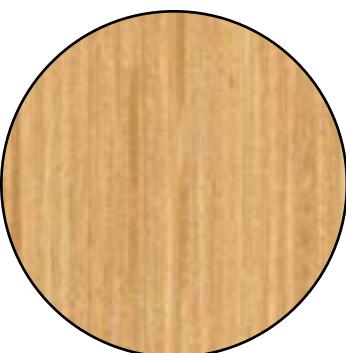
MARBLE

# PERSPECTIVE: WORK AREA

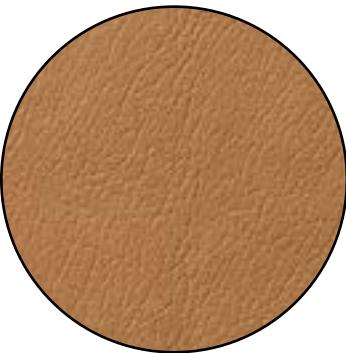
MARKETING & OPERATIONS



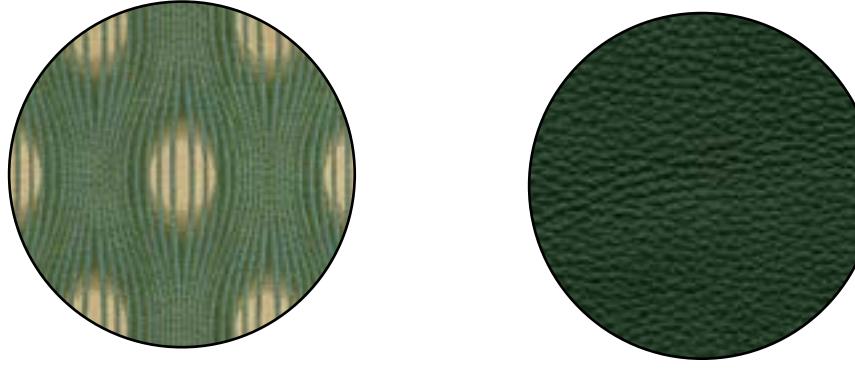
LAMINATE WOOD



LAMINATE WOOD



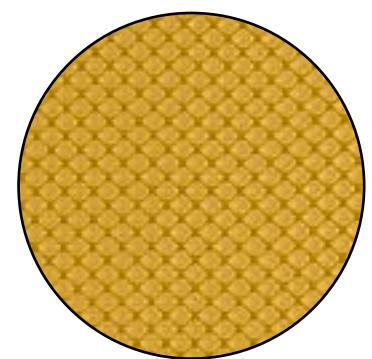
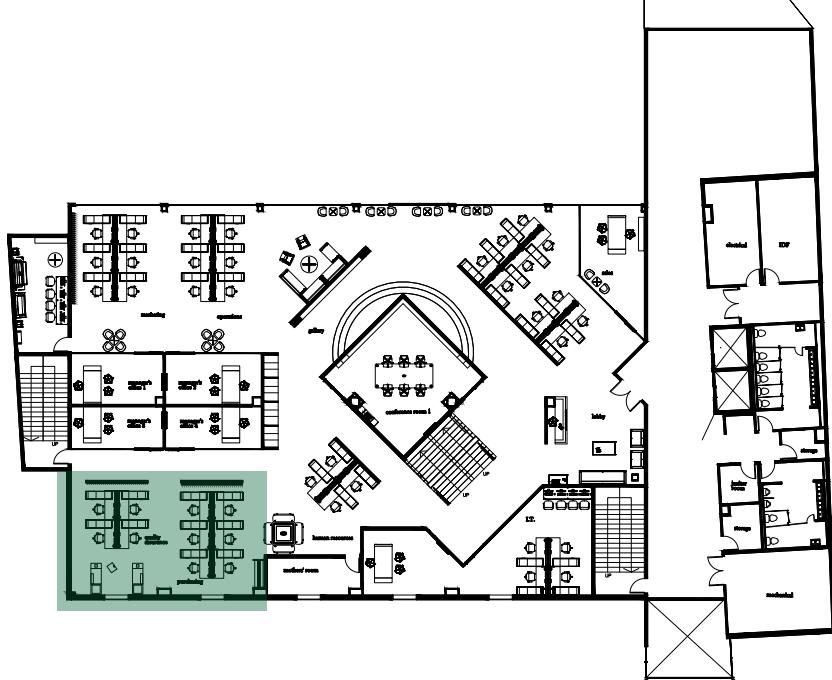
TAN LEATHER



POLYESTER  
UPHOLSTERY

GREEN LEATHER

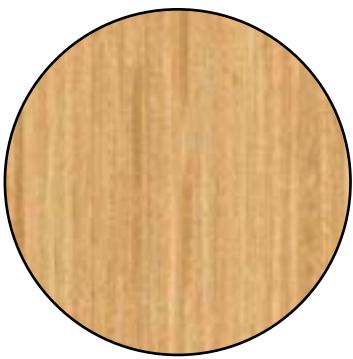




GOLD VINYL UPHOLSTERY



LAMINATE WOOD



LAMINATE WOOD



GREEN LEATHER



# PERSPECTIVE: WORK AREA

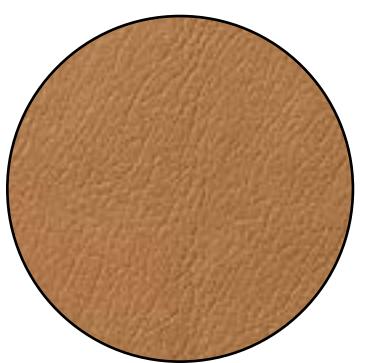
PURCHASING & QUALITY ASSURANCE



MARBLE



LACEWOOD UPHOLSTERY



TAN LEATHER

# PERSPECTIVE: FOCUS ZONE



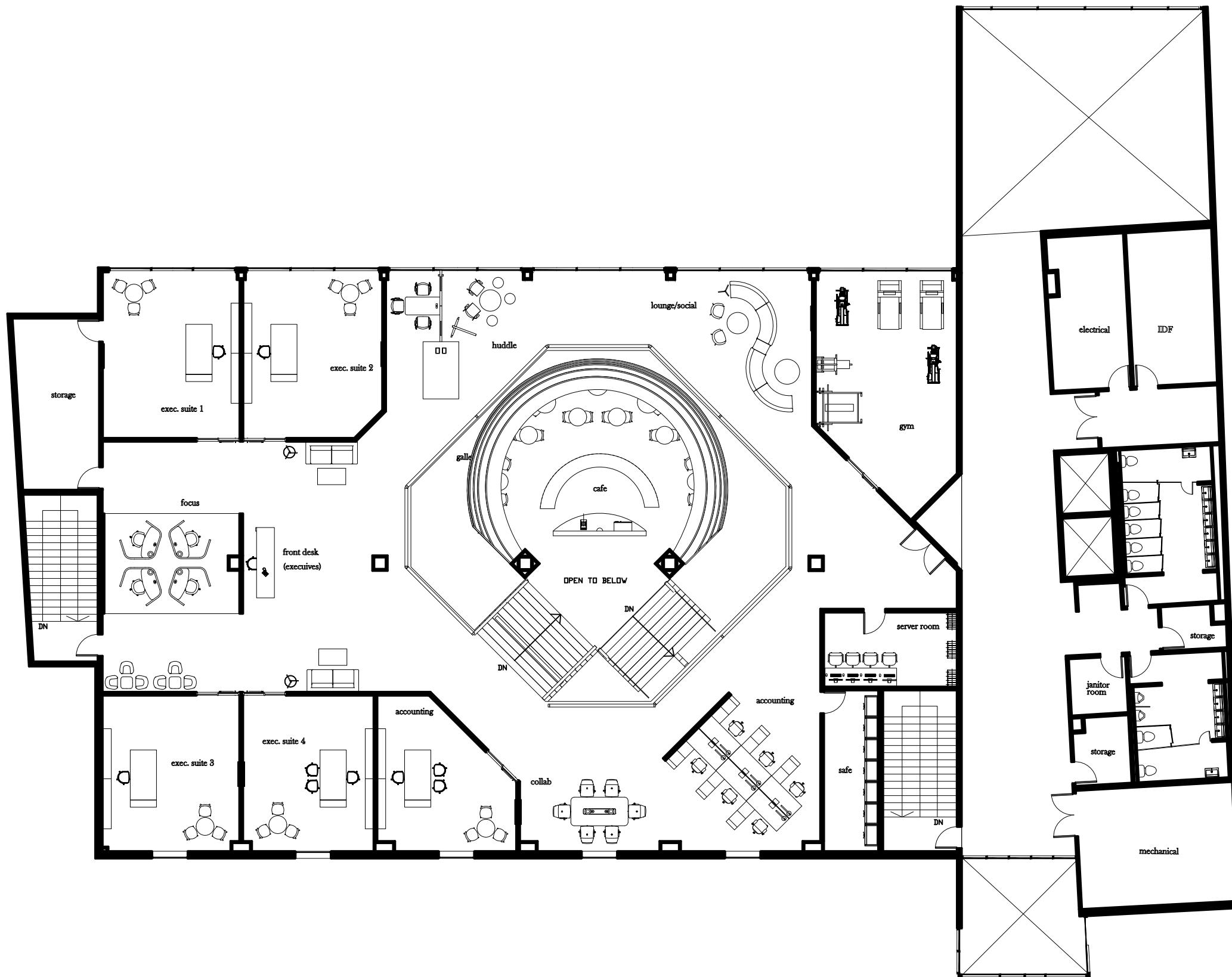
# ELEVATIONS



# ELEVATIONS

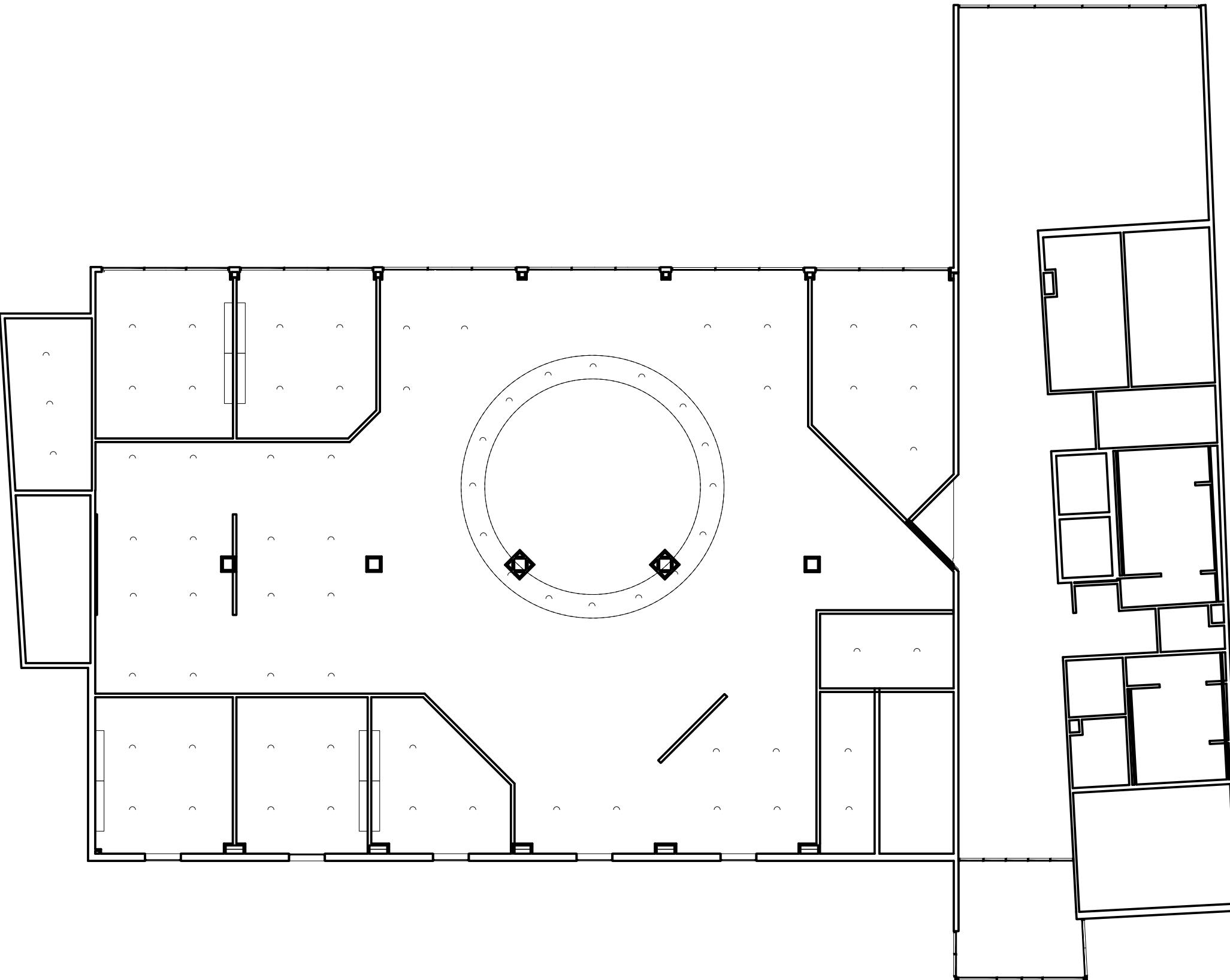


# 3RD FLOOR PLAN



ROLEX

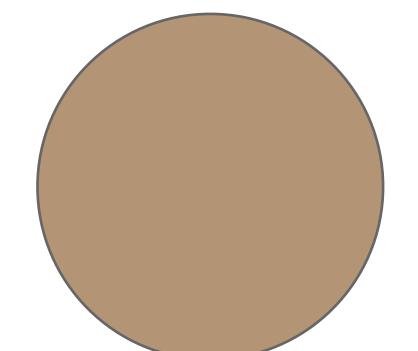
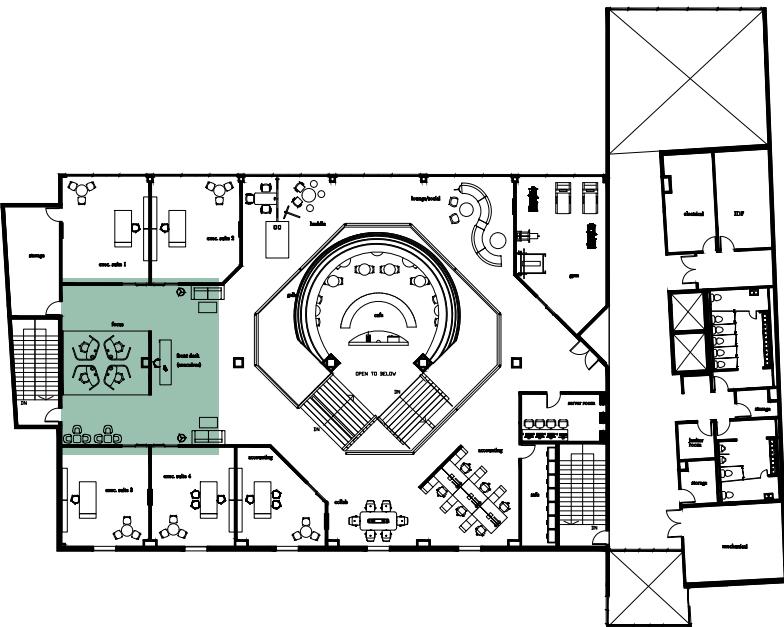
# 3RD FLOOR RCP



ROLEX

# PERSPECTIVE: EXECUTIVE SUITES RECEPTION

PURCHASING & QUALITY ASSURANCE



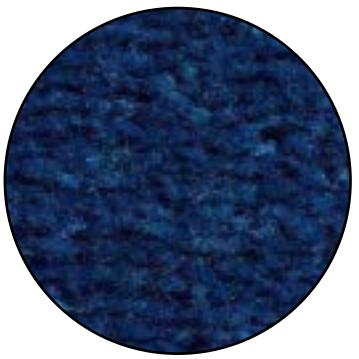
OPAQUE TAN ACRYLIC



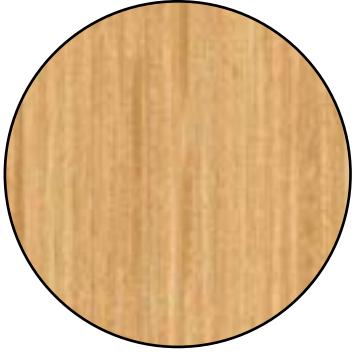
GREEN LEATHER



WHITE SATIN GLASS



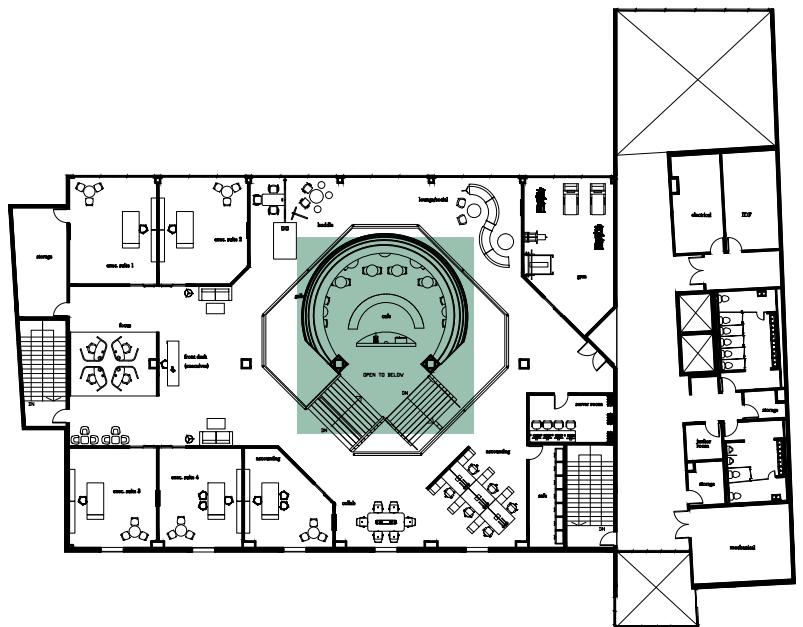
ROYAL BLUE CARPET



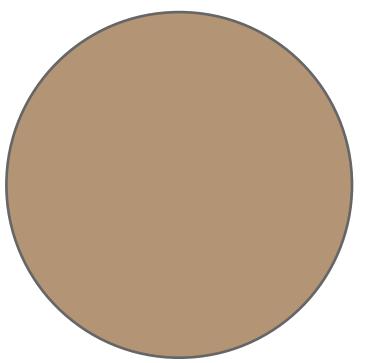
LAMINATE WOOD



# PERSPECTIVE: MEZZANINE / CAFE

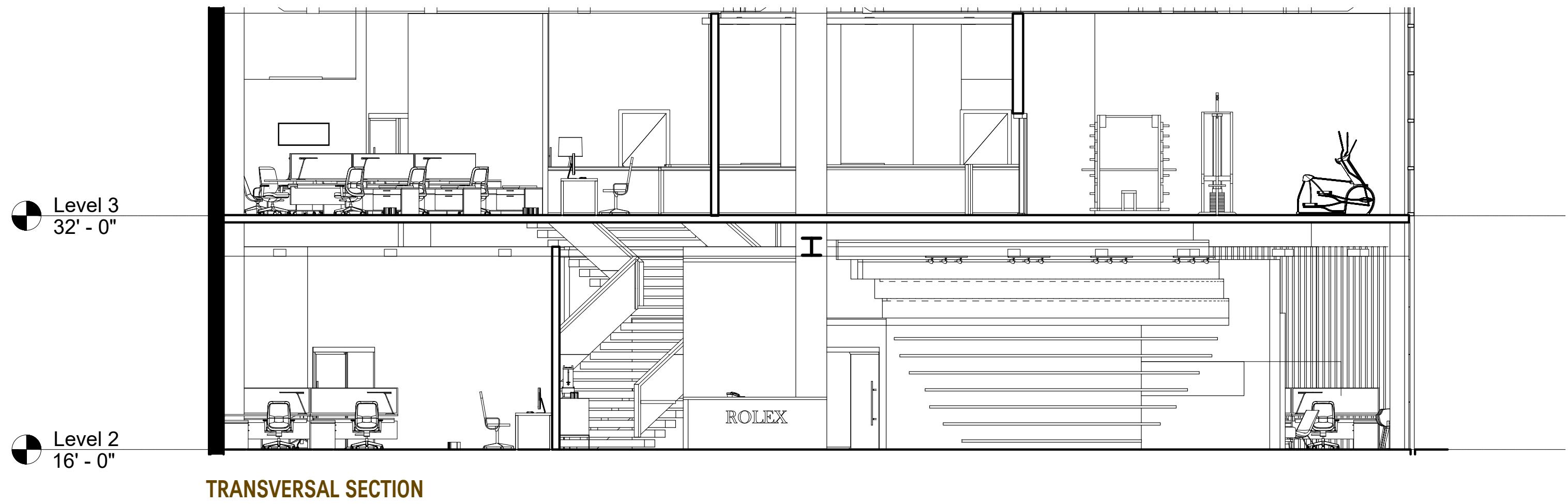


LAMINATE WOOD

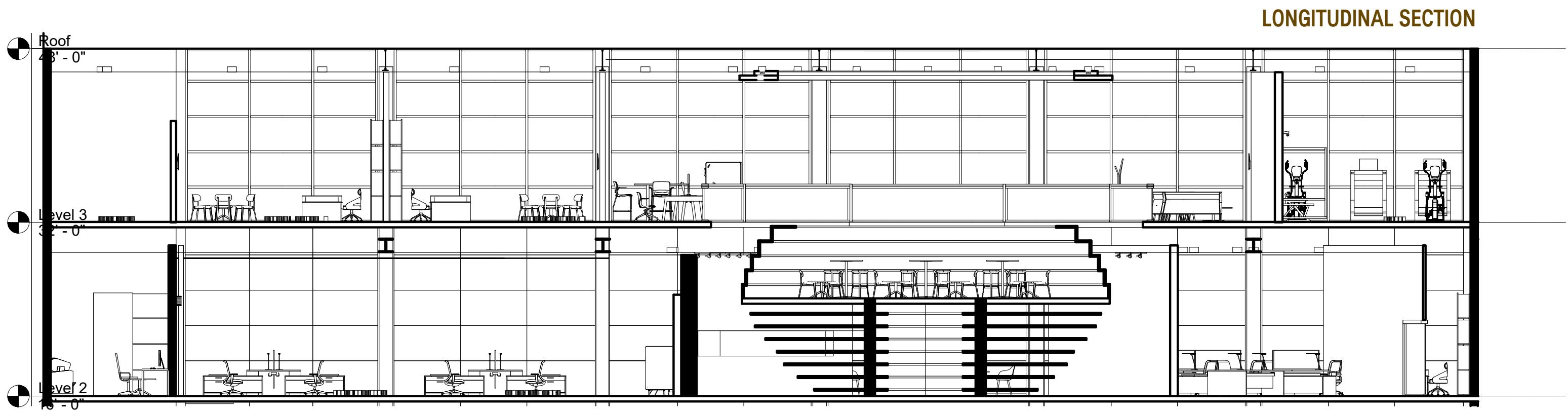


OPAQUE TAN ACRYLIC

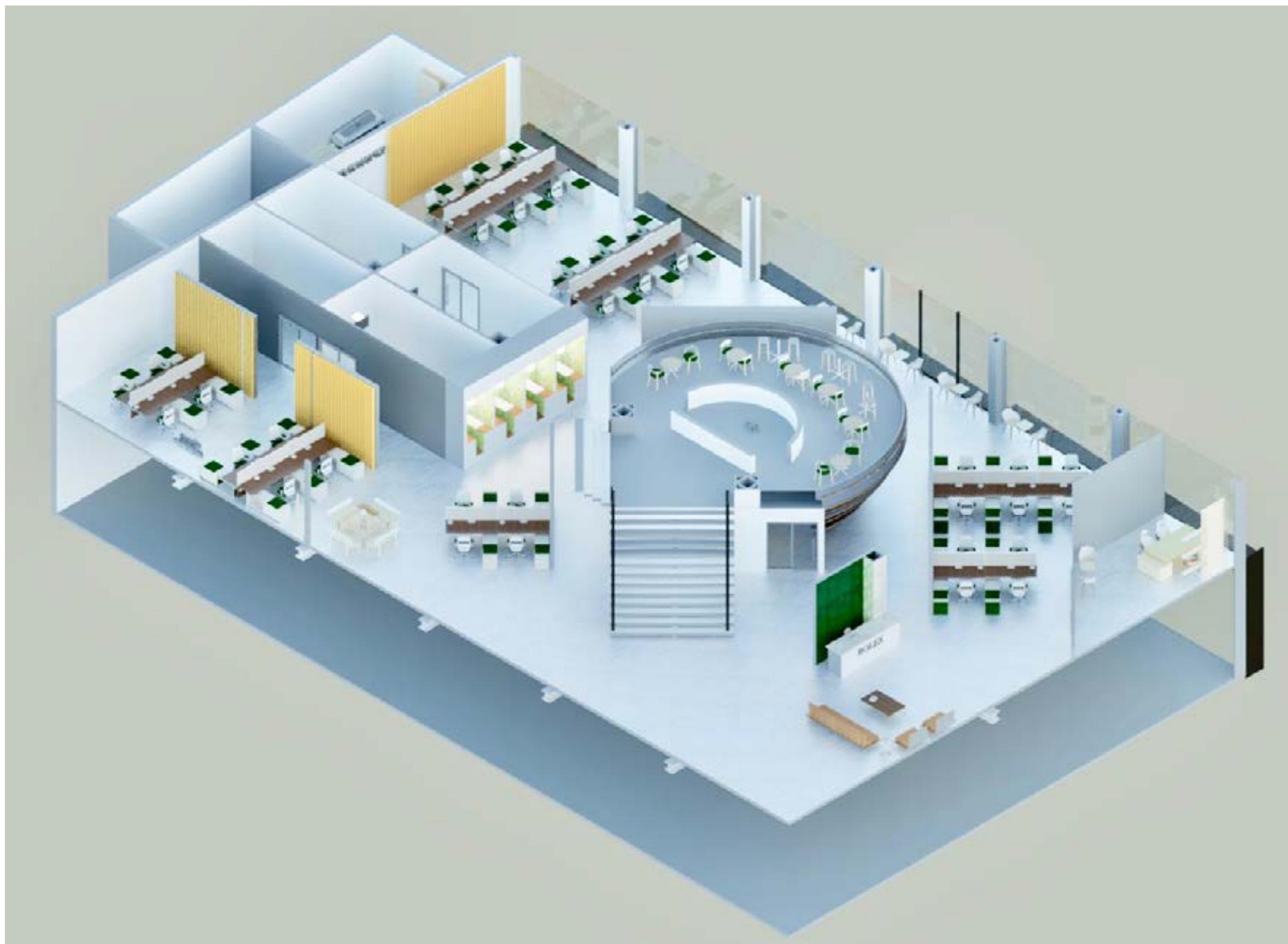




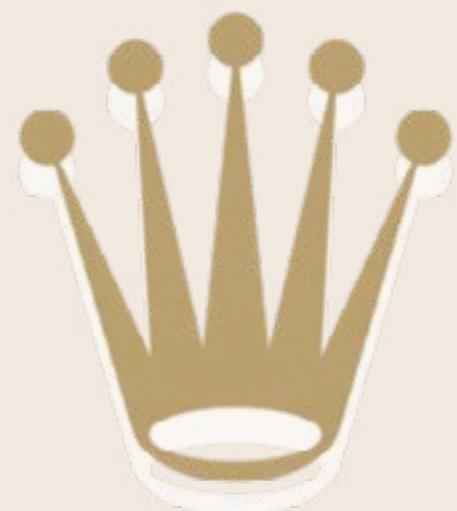
TRANSVERSAL SECTION



LONGITUDINAL SECTION



# THANK YOU!



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