



# 12<sup>th</sup> + 15<sup>th</sup> Floor Transformation

Redesign Project



# Assignment

- Contemporize Quaker office areas (floors 12 and 15) with a unified 'masterbrand' feel while celebrating Quaker's heritage.
- Tone should be warm, inspirational and celebratory
- Showcase products and potentially employees in a modern way
- Finalize with ribbon cutting in March 2013





Mood Board

# Original Sketches





The Space



# Before: Elevator Lobby



# After: Elevator Lobby

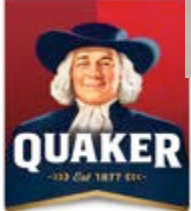


# Before: Common Area





# After: Common Area



# Before: Kitchenette



After: Kitchenette



# Before: B-storm Room



# After: B-Storm Room





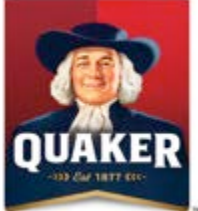
# The Art



# Feature Wall Sketch (Elevator Lobby)



Make no little plans;  
they have no magic to stir men's blood  
and probably themselves will not be realized.  
Make big plans; aim high in hope and work.  
Daniel Burnham



# Actual Feature Wall





# The Big Reveal

