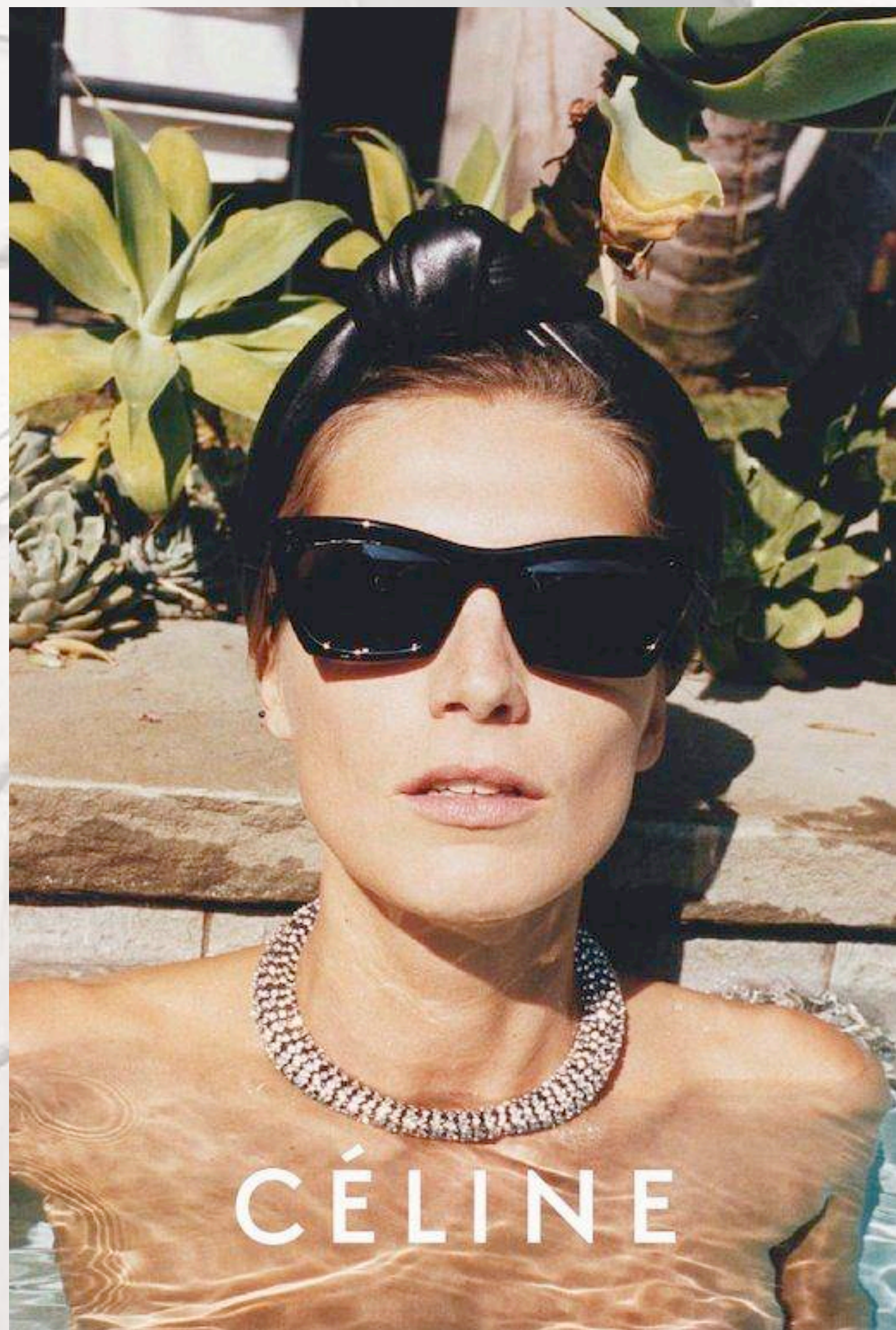


CÉLINE



| Luiza Mello | Grad II | Spring 2018



HISTORY

- 1946 ■ Céline Vipiana and her husband opened a Children's shoe store in Paris. Two years later, they had opened three more.
- 1960 ■ Céline expanded the business and created her first fragrance.
- 1966 ■ Céline established a leather goods factory in Florence to launch her first handbag line.
- 1970 ■ The brand was available world wide.
- 1996 ■ The company was fully owned by LVMH Group.
- 2008 ■ Phoebe Philo takes the reins as a Artistic Director.



Phoebe Philo

“LESS BUT EXCELLENT”

Ready to wear, leather goods, accessories and shoes: **beautiful and practical**, in tune with the everyday lives of the women for whom it is designed.



CONCEPT

DESIGN THAT EMPOWERS WOMEN.

To make beautiful, sincere and genuine products which empower women and give them joy in dressing and living for themselves.



IDENTITY

MASCULINITY AND FEMININITY
TOGETHER

EQUALITY

PASSION FOR DETAILS

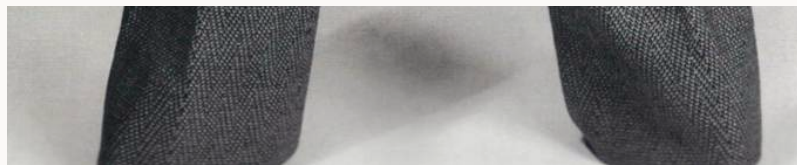
SOPHISTICATED MATERIALS

NO LOGO APPROACH





PRAGMATIC



CHIC



SIMPLICITY



POWERFUL





CONSISTENT
COLLOR PALETTE

USE OF DIFFERENT
TEXTURES OR
PATTERNS

PATTERNS ALWAYS
ASSOCIATED WITH
NEUTRAL TONES

ANALOGOUS
COLORS

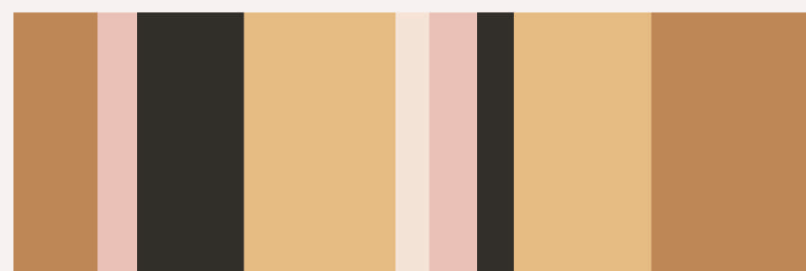
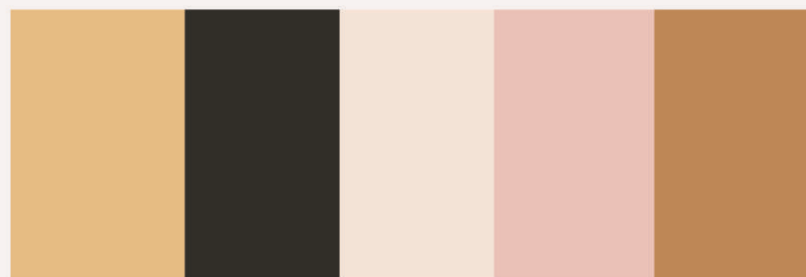


Wool coat, \$2,806, cotton
and silk top, \$2,374,
belted trousers, \$978,
all **Céline**, Land's End
Store, (02) 9331 2656



DISCREET BUT POWERFUL

Whites, Beiges, Nudes and a feminine Soft Pink with hints of Minimal Black





To make **BEAUTIFUL**, **SINCERE** and **GENUINE** products which empower women and give them joy in dressing and living for themselves.

WORKPLACE

Happy employers with high levels of organization, aspirations and commitment will perform always in connection with their co-workers.

A **REWARDING** environment where the equality always prevail.

CELINE

The organization stands for something **MEANINGFUL**. The purpose of its workplace is to **INNOVATE** and **INSPIRE** people.

PURPOSE

Designed to achieve an inviting and transparent setting where everyone can collaborate. To promote **EQUALITY** where every user has the chance to be an Ambassador of a project.

INTRODUCTION, GOALS PROGRAM ANALYSIS



1 The workplace will incorporate **FLEXIBLE** environment where most of the time the users will be able to decide how and where they want to work.

3 A setting with beautiful views and big windows with natural light will give the user a sensation of tranquility and **WELL-BEING**

5 Incorporation of “War Rooms” in order to promote creativity and also team work.

2 70% of the work area will be open and 30% enclosed spaces. The company stands for **AGILITY, EQUALITY AND COLLABORATION** and strongly believes that workers are more productive when working with some type of communication.

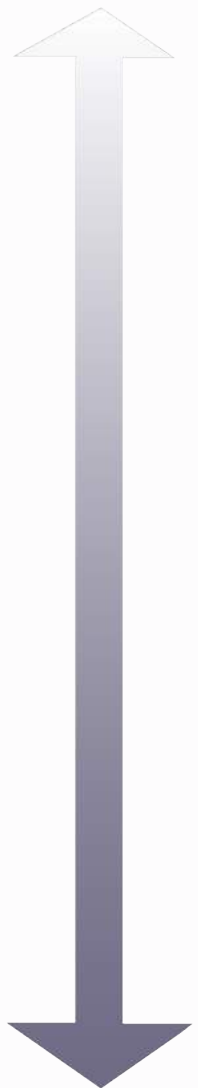
4 The **INTERACTION** of areas will encourage workers to be more sociable and know each other. Vertical connection between floors.

DESIGN GUIDELINES PROGRAM ANALYSIS

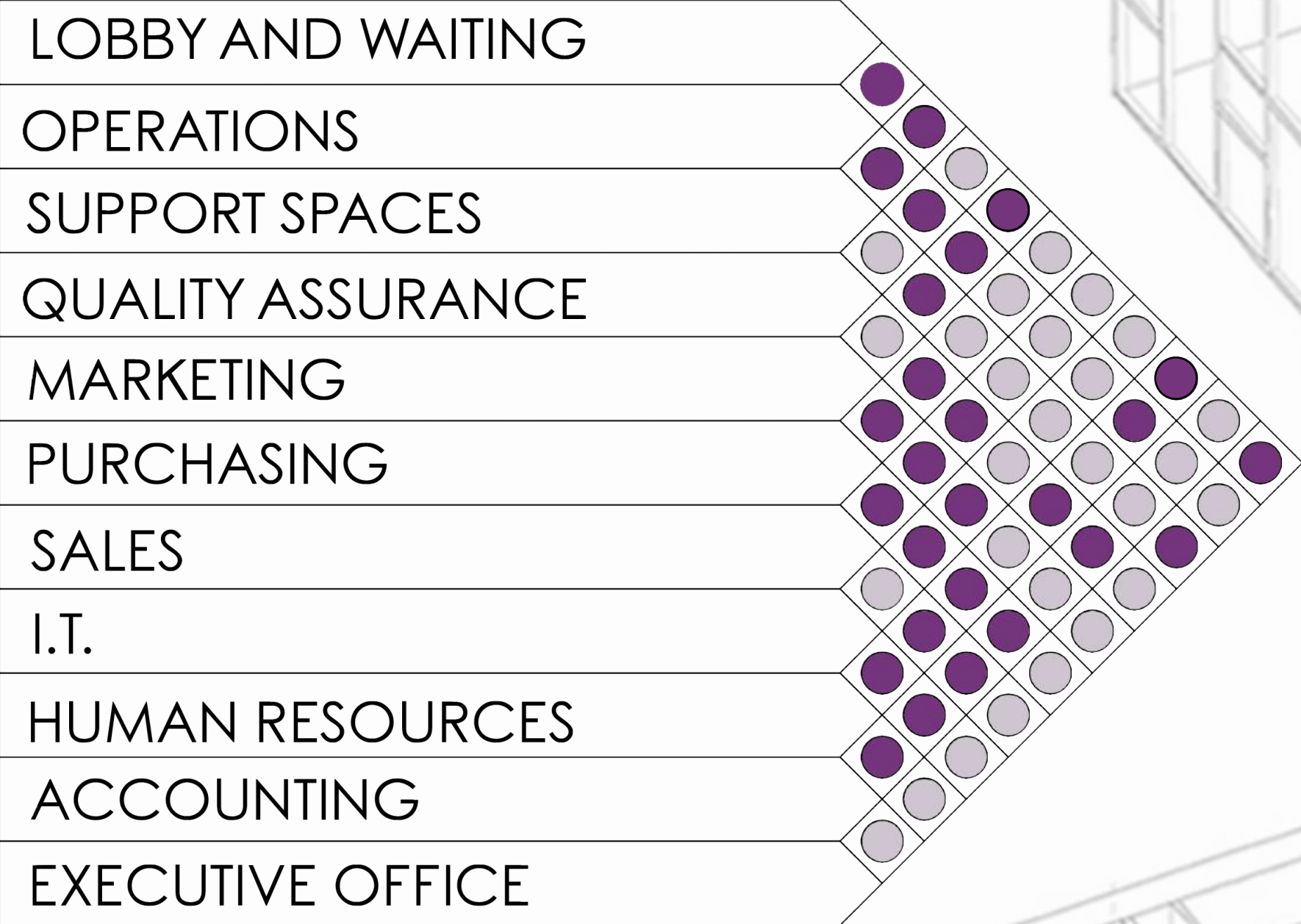
SPACE	ROOMS	CAPACITY	UNIT AREA (NSF)	NUMBER OF EACH TYPE OF WORK SPACE	TOTAL AREA (NSF)	FF&E
Lobby & Waiting	Reception and Lobby Waiting	1	200	1	200	Comfortable seating, Reception Desk, Chaise, Side Table, Floor Lamp.
	Product Display	0	120	1	120	
Executive Suite	Executive offices	1	400	4	1600	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers, safe.
	Workstation 01 (Executive Assistant)	1	48	1	48	
	Drawer Lateral Files Area	0	9	2	18	
Accounting	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers.
	Workstation 02	1	36	6	216	
	Drawer Lateral Files Area	0	9	2	18	
	Storage Room	0	120	1	120	
	Safe Room	0	100	1	100	
Operations	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers.
	Workstation 02	1	36	8	288	
	Hotelling	2	18	2	36	
	Drawer Lateral Files Area	0	9	3	27	
Human Resources	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, comfortable seatings.
	Workstation 2	1	36	1	36	
	Drawer Lateral Files Area	0	9	6	54	
	Mother's Room	1	100	1	100	
Marketing	Office	1	200	1	200	Office tables, office chairs, table lamps, cabinets, lockers, drawers, big tables, studio material, studio tables, storage.
	Workstation 1	1	48	5	240	
	Drawer Lateral Files Area	0	9	1	9	
	Photo Studio	0	80	1	80	
	Marketing Print and Collating Area	0	100	1	100	
I.T.	Office	1	300	1	300	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers.
	Workstation 2	1	36	3	108	
	Drawer Lateral Files Area	0	9	2	18	
	Computer Maintanance Room	6	56	1	354	
Purchasing	Workstation 1	1	80	7	560	Office tables, office chairs, table lamps, cabinets, storage, drawer, collaboration tables.
	Drawer Lateral Files Area		9	2	18	
	Collaboration Area	4	60	1	60	
Quality Assurance	Workstation 1	1	100	4	400	Office tables, office chairs, table lamps, cabinets, storage, drawers.
	Drawer Lateral Files Area	0	9	1	9	
Sales	Office	1	200	1	200	Office tables, office chairs, table lamps, cabinets, storage, lockers, drawers, collaboration tables, temporary tables, flexible furniture.
	Workstation 2	4	36	4	144	
	Workstation 3	14	24	14	336	
	Drawer Lateral Files Area		9	6	54	
	Collaboration Area	4	60	2	120	
	Hotelling	1	18	3	54	
Support Spaces	Café	40	1100	1	1100	Counter top, counter top chairs, comfortable chairs, pool table, collaboration tables, flexible furniture, office tables, office chairs.
	Experimentation, Brainstorming Room	10	520	1	520	
	Furniture Storage	0	120	1	120	
	Huddle Room	4	100	2	200	
	Focus Room	2	80	2	160	
	Collaboration Area	4	100	2	200	
	Large Conference Room	12	480	1	480	
	Medium Conference Room	8	300	1	300	
	Print and Collaging Area	0	100	1	100	
	Server Room	0	180	1	180	
	Storage Room	0	120	1	120	
TOTAL SQ F		-	-	-	10725	Total Square footage of the Program
Circulation		-	-	-	3753.75	Area designated for Circulation
TOTAL		-	-	-	14478.75	Real Square Footage of the Site

TECHNICAL ANALYSIS

PUBLIC



PRIVATE

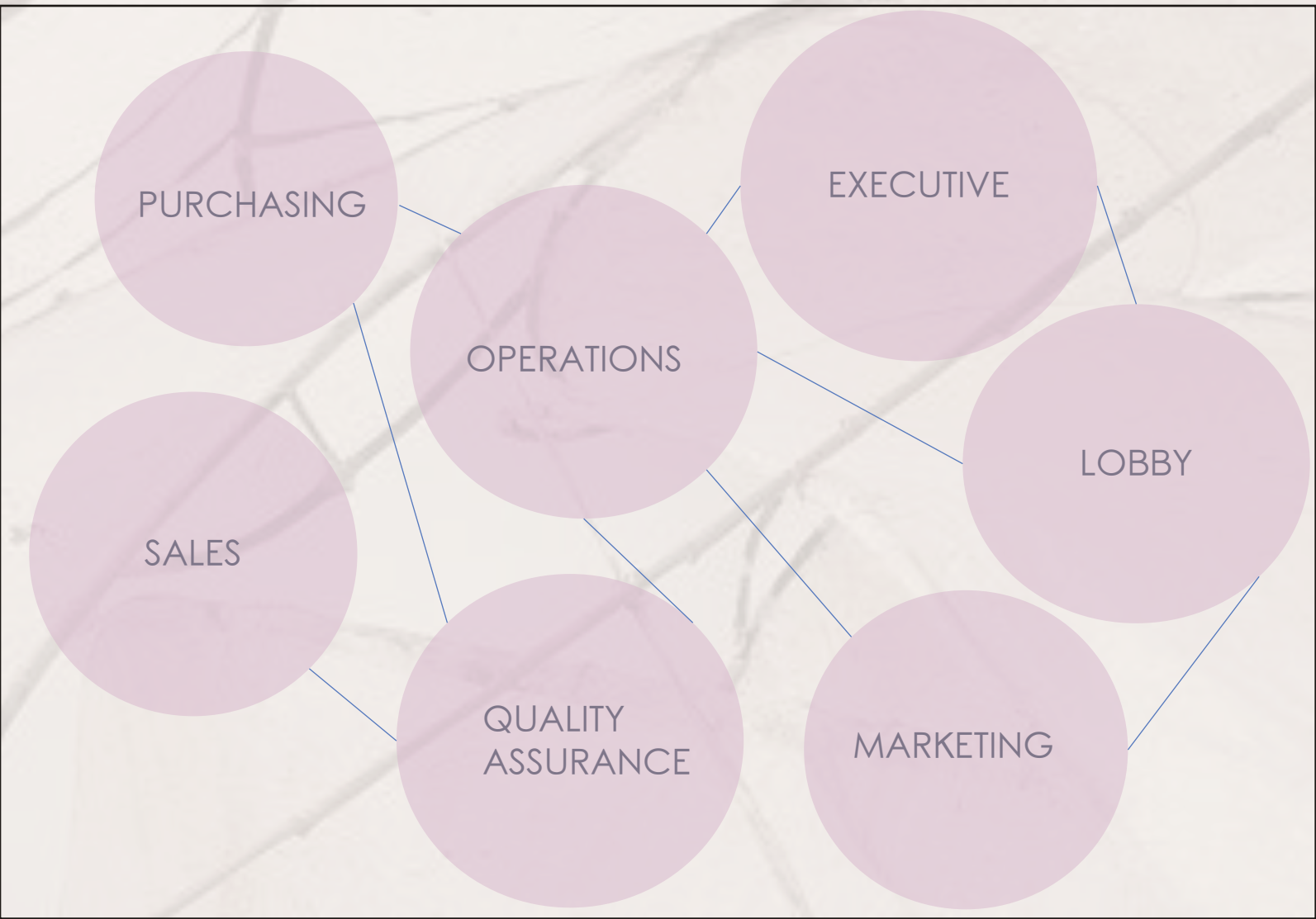


- PRIMARY ADJACENCY
- ADJACENCY NOT REQUIRED

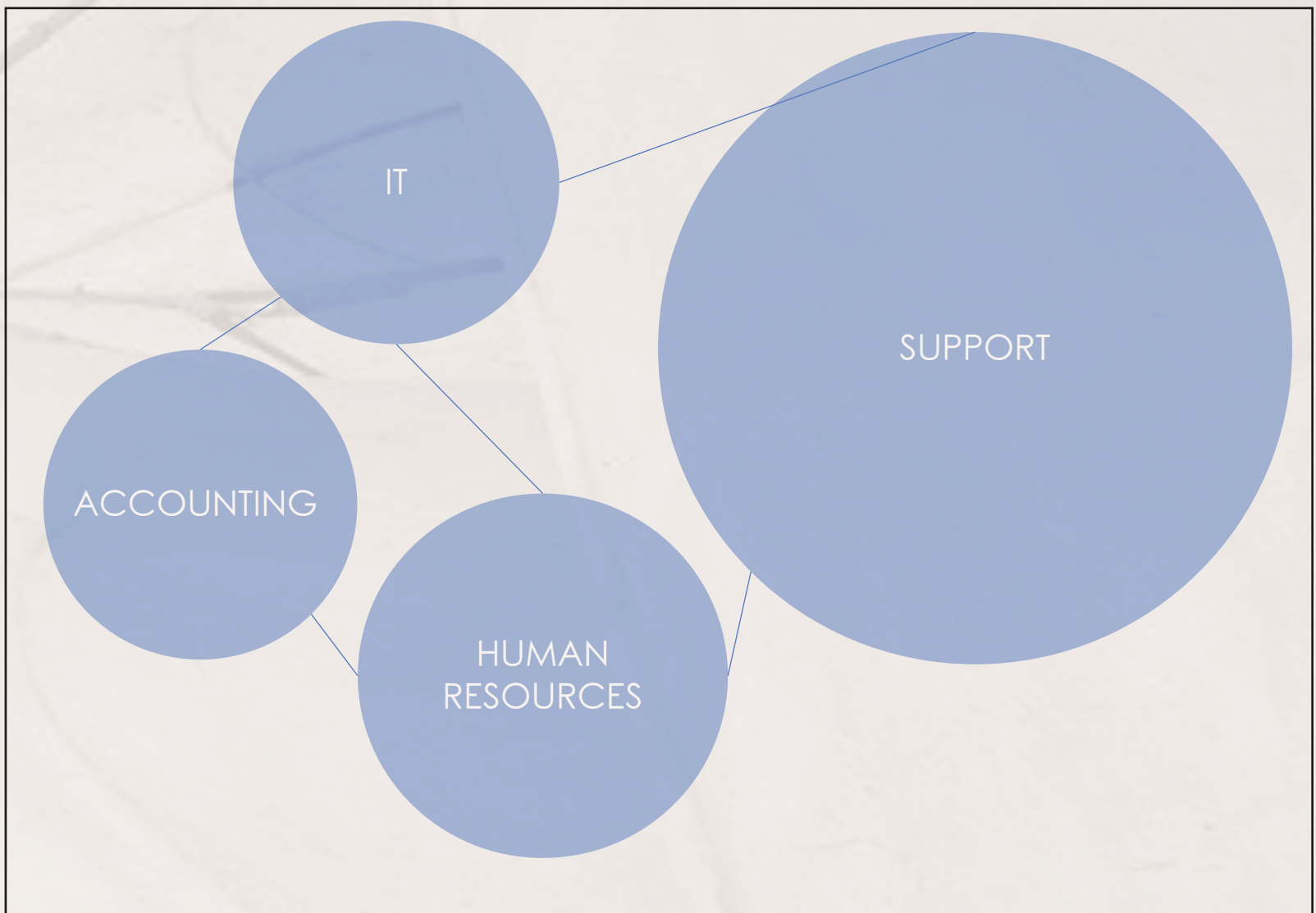
ADJACENCY MATRIX DIAGRAM

PROGRAM ANALYSIS

The spaces were initially divided into two main categories: **Operational** and the **Creative**. Therefore, each one will be in each floor giving the user the chance to be closer to someone from the same department area.



CREATIVE DEPARTMENT

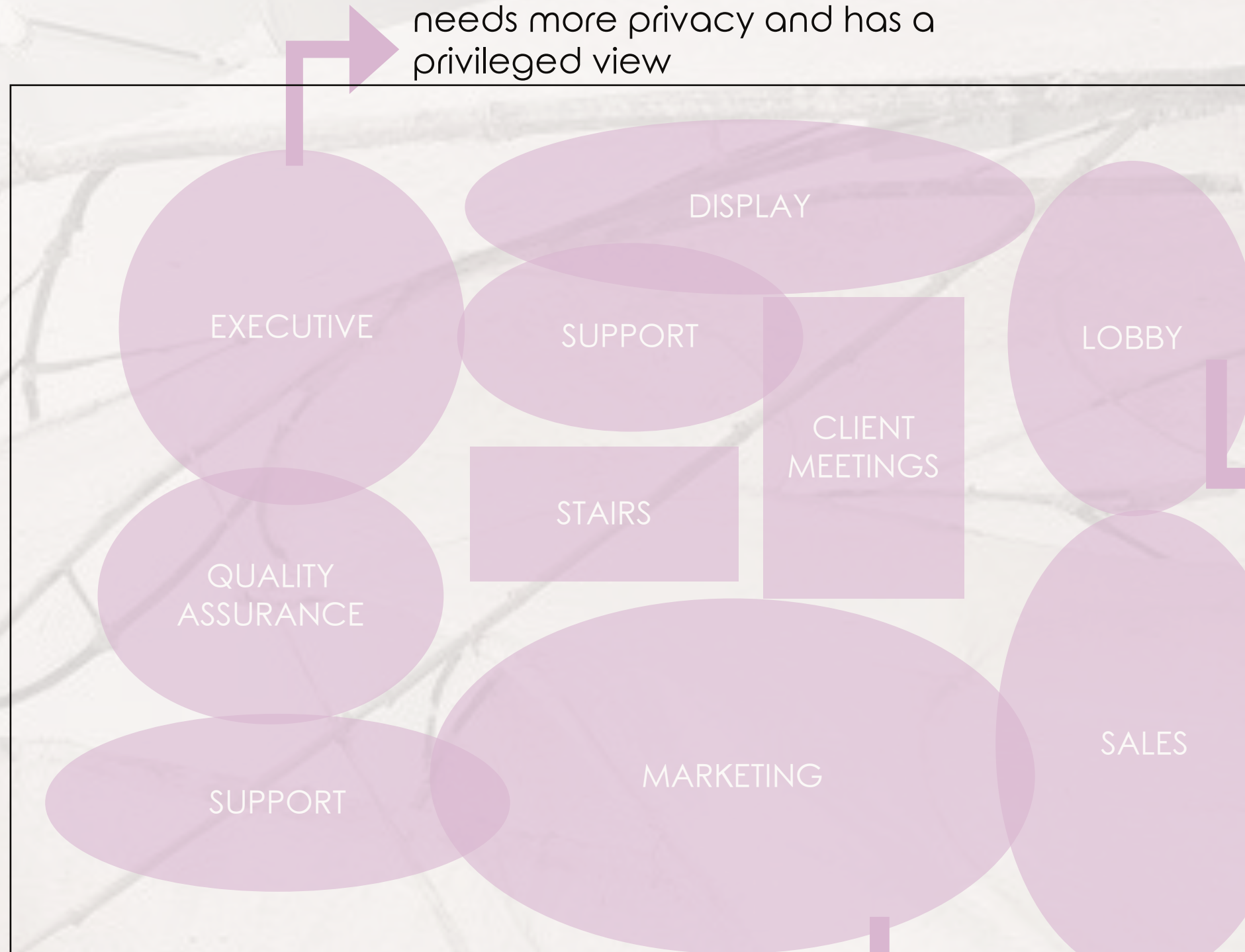


OPERATIONAL DEPARTMENT

BUBBLE DIAGRAMS

PROGRAM ANALYSIS

2ND FLOOR



MORE PRIVATE: The executive area needs more privacy and has a privileged view

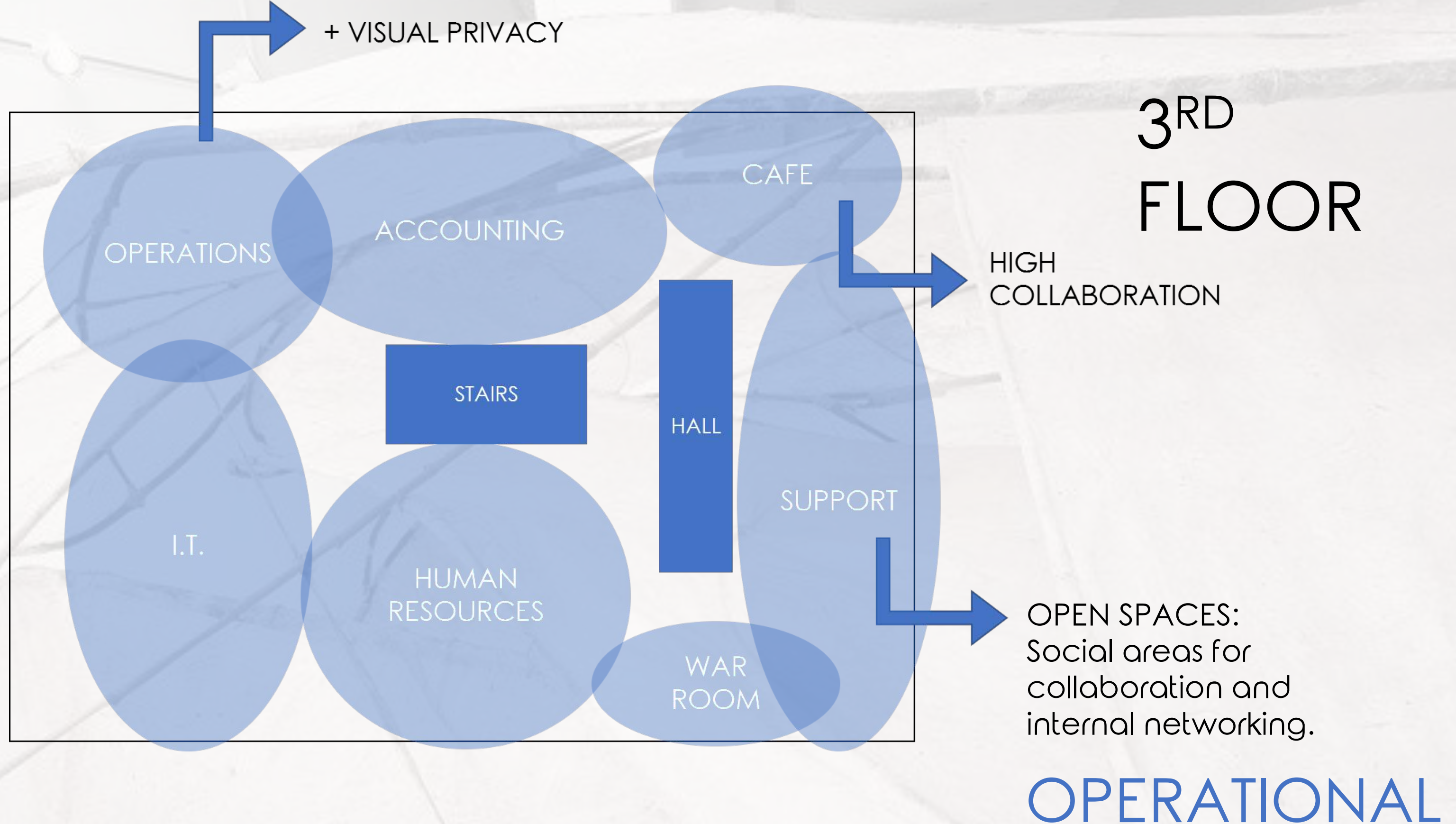
PUBLIC
The main entrance will have a public access to the office and as you enter it, it becomes restricted and more private.

HIGH COLLABORATION ZONES:
High collaboration zones allows the creative department to work together and create new ideas every time.

CREATIVE

BUBBLE DIAGRAMS

PROGRAM ANALYSIS

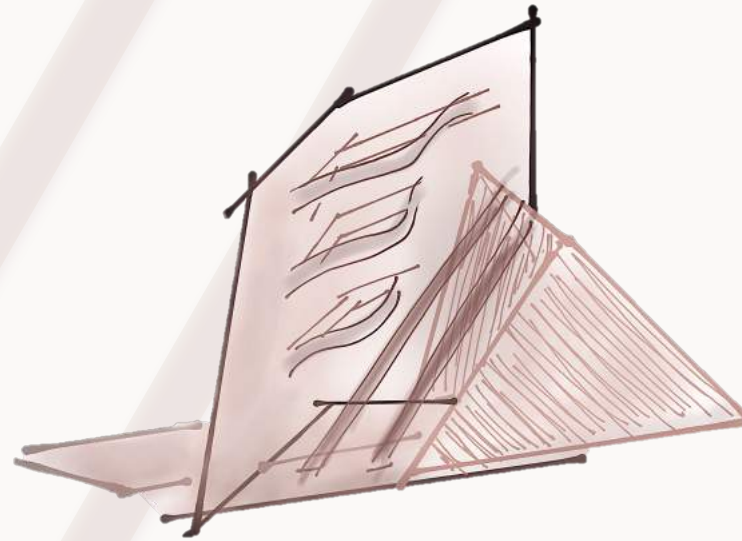


BUBBLE DIAGRAMS PROGRAM ANALYSIS

SPATIAL IDEA GENERATION



Stripes and patterns are always combined with solid colors in order to emphasize it and make it the main feature of the look. The oversized bag also brings attention to the item. The model looks fresh and simple with minimal makeup and straight hair. The brand uses that in order to bring attention to the dress, bag and shoes.



PATTERNS ALWAYS
ASSOCIATED WITH
NEUTRAL TONES

GEOMETRIC
ELEMENTS

STRIPES COMBINED
WITH SOLID
COLORS

OVERSIZED
CLOTHING WITH
BELTS TO
EMPHASIZE
WOMEN'S WAIST



Different **textures** show the connection between **linear elements** in contrast to the **soft curves of the fabric**. That will emphasize the design guidelines in the workspace itself. The messy and short hair and also the masculine look of the model contrasts with the feminine clothes she is wearing. She is almost covering her mouth but she won't do it. That represents the women power she has.



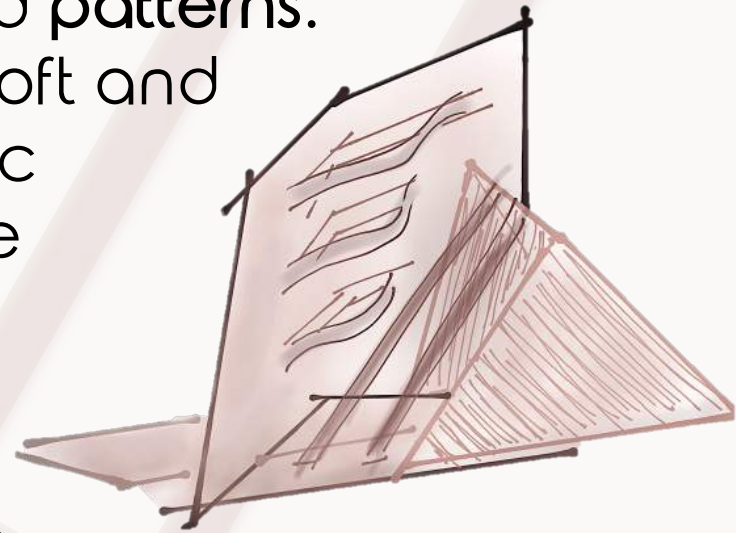
Items crafted to be **beautiful and practical**, in tune with the everyday life of the women, for whom its designed.

A carefully and dynamic engagement with modernity.

Neutral and **analogous** color palette along with **linear elements** and **patterns**.

The **contrast** between soft and sharp shapes, geometric elements are part of the design. The shoes are usually **practical** and **functional**.

The fact that she has no T-shirts on brings a sense of the power she has, and she can do anything she wants.



USE OF LEATHER

ANALOGOUS COLORS
CONTRAST BETWEEN

DIFFERENT TEXTURES AND PATTERNS

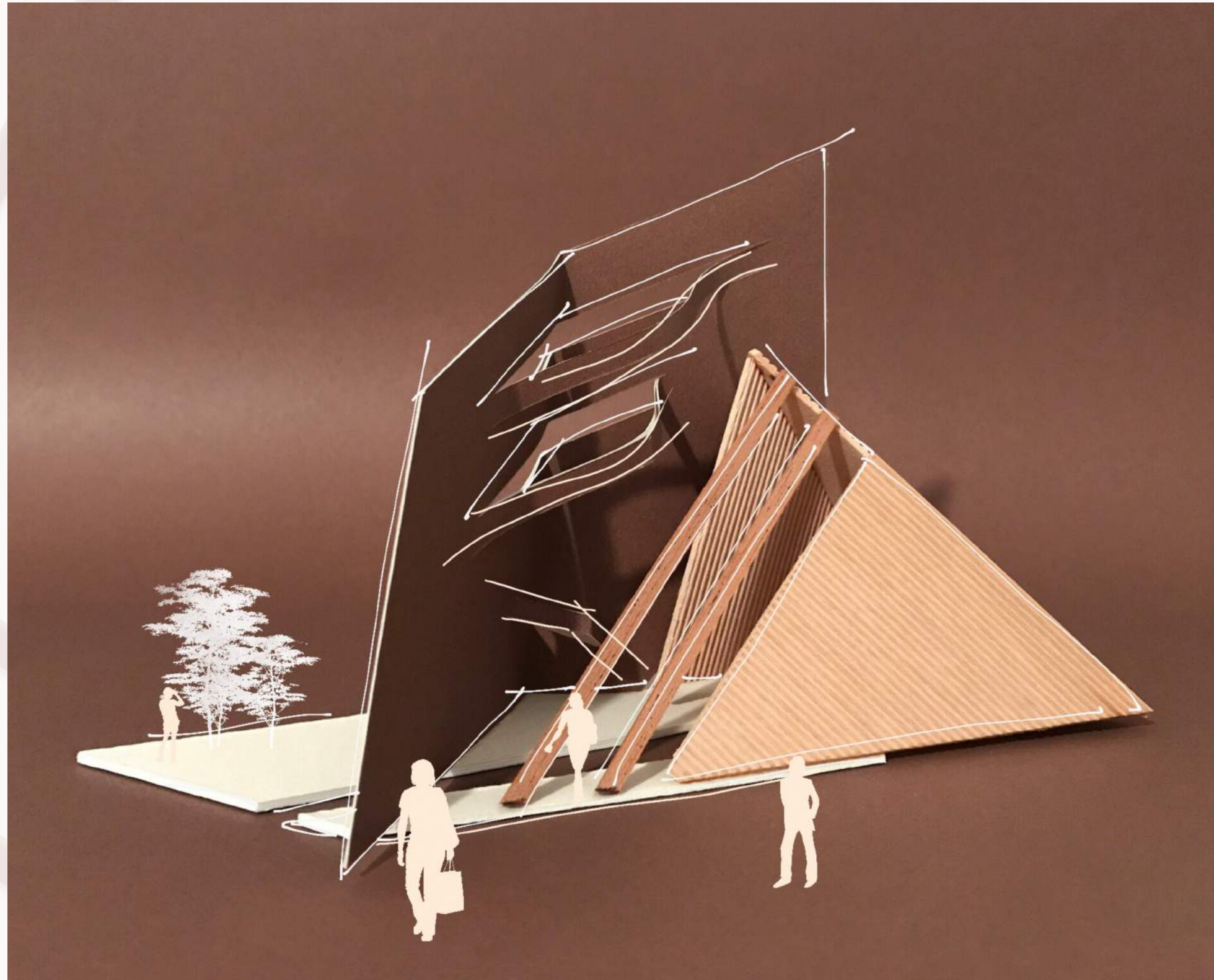


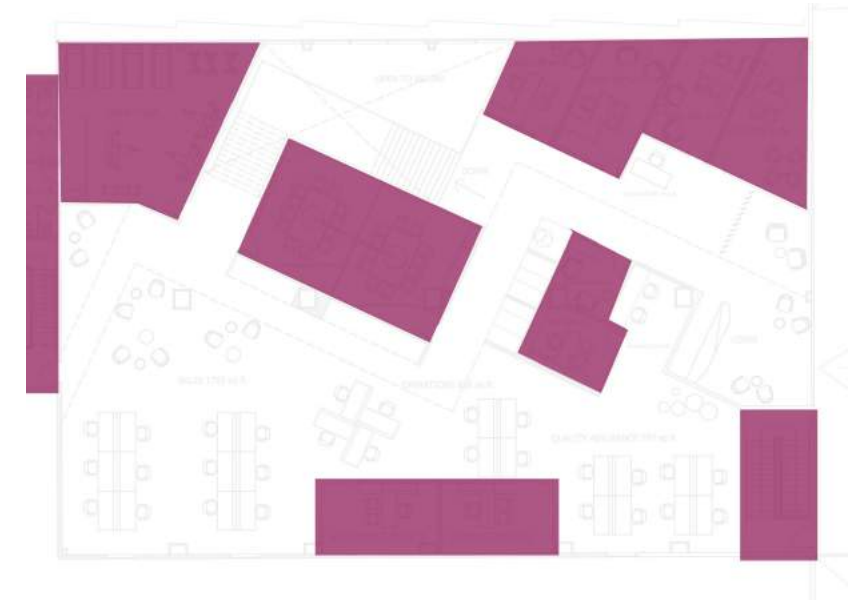
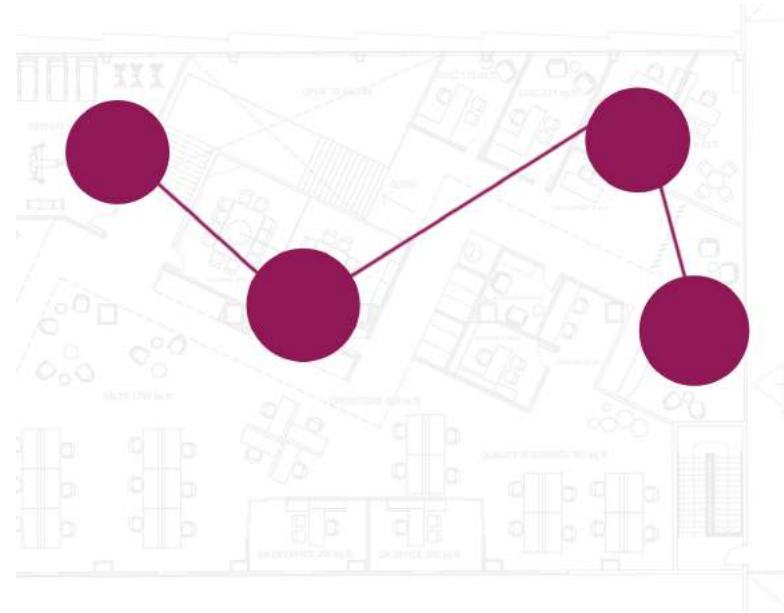
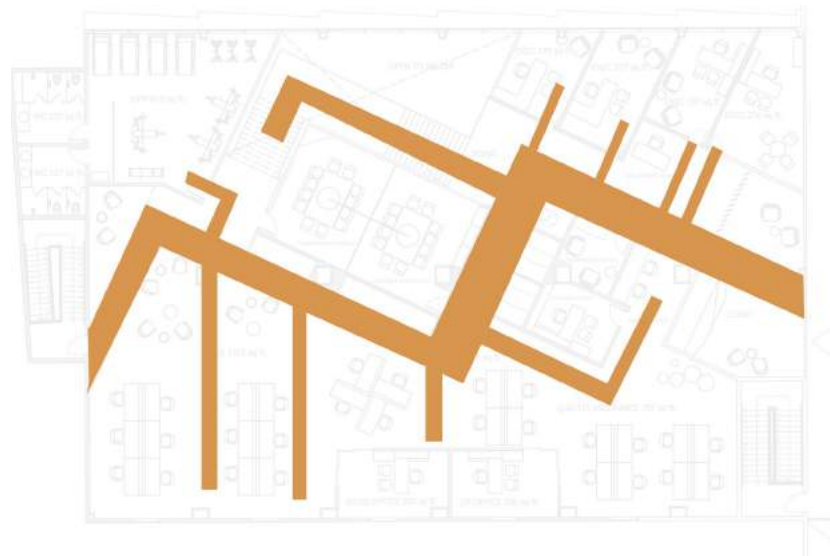
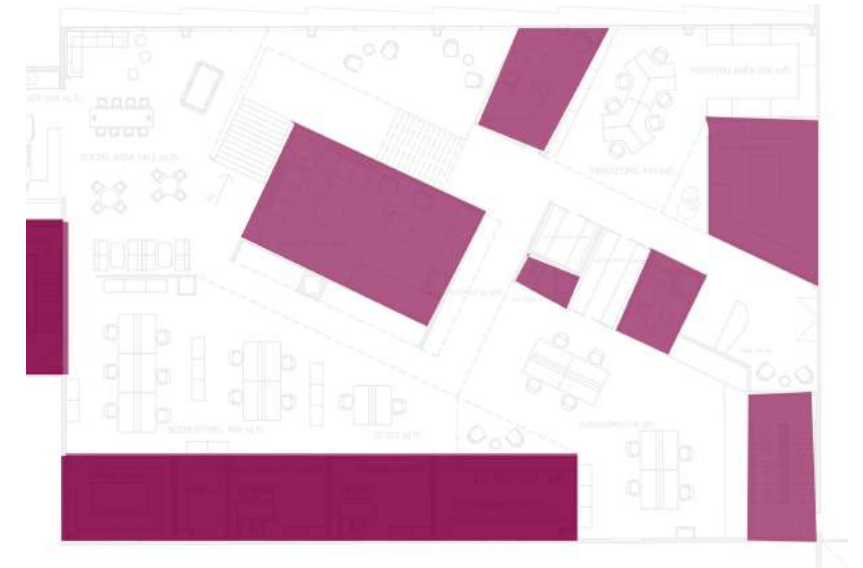
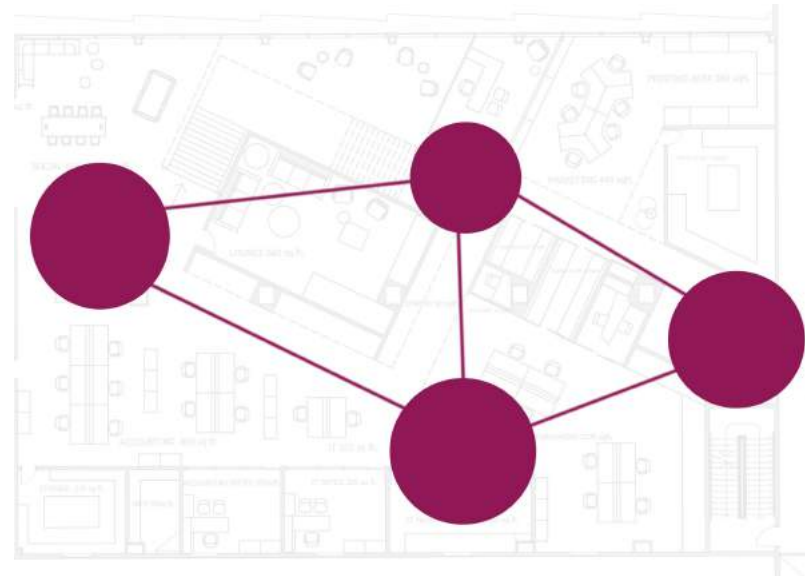
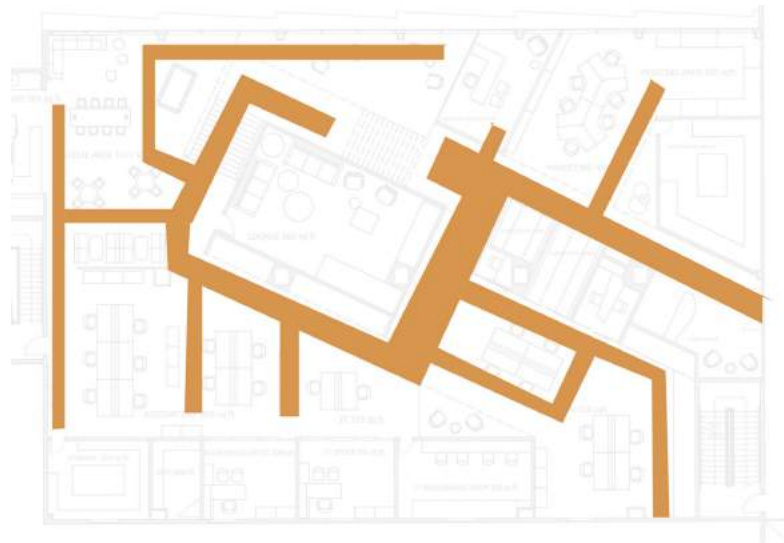
SPATIAL MODEL

The **SPATIAL MODEL** is a reflection of **CELINE**'s mood and essence. It combines all the essential characteristics of the brand in one **sculptural and architectural** form.

The chosen **color palette** was very **neutral** and with **analogous colors**. A mix of **textures and materials** give form and meaning to the model creating something interesting and intrigues people to appreciate it.

The use of **curves** in contrast to the **sharp linear forms** are also another big characteristic of the brand.





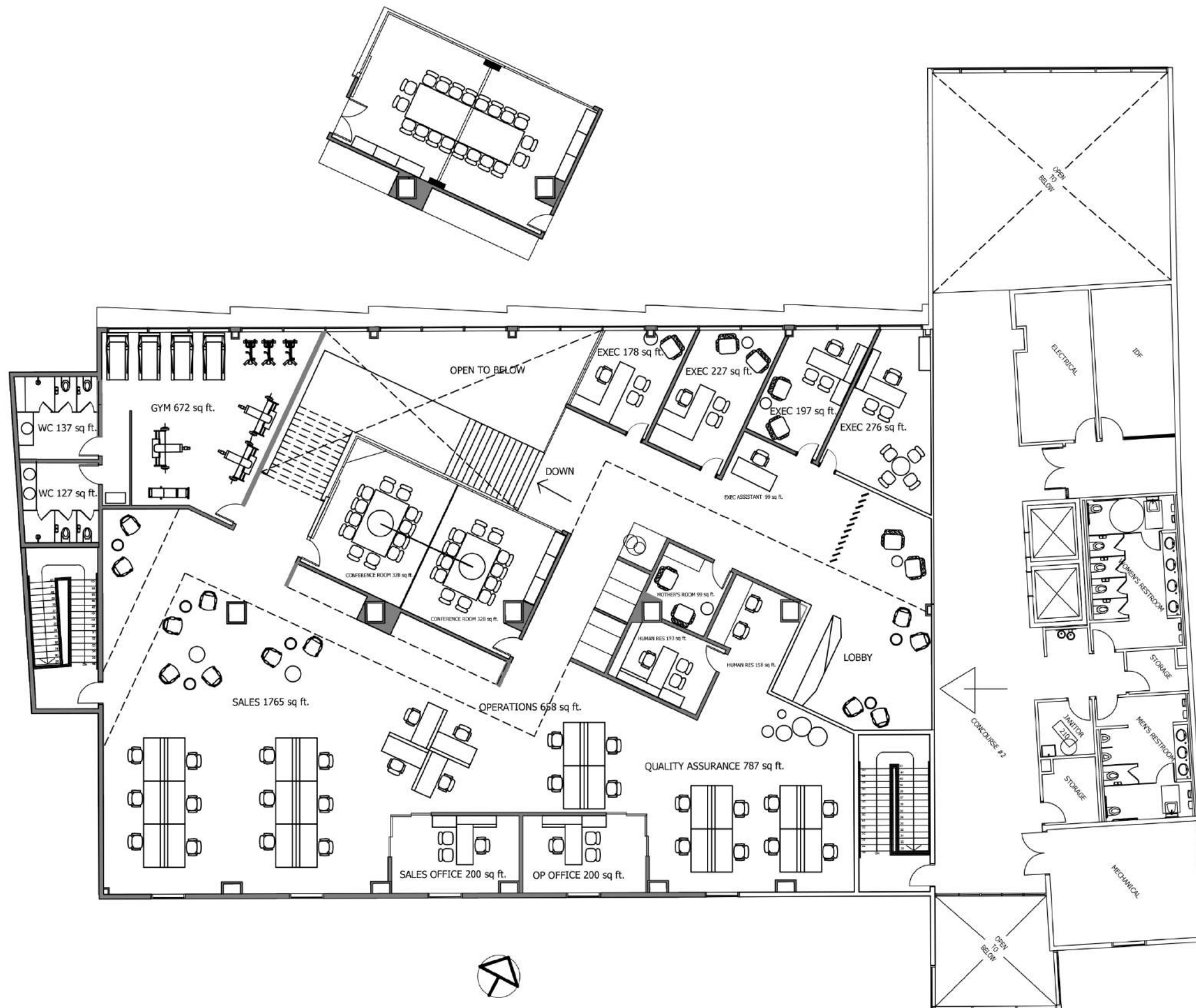
CIRCULATION

PLACE
COMPONENT

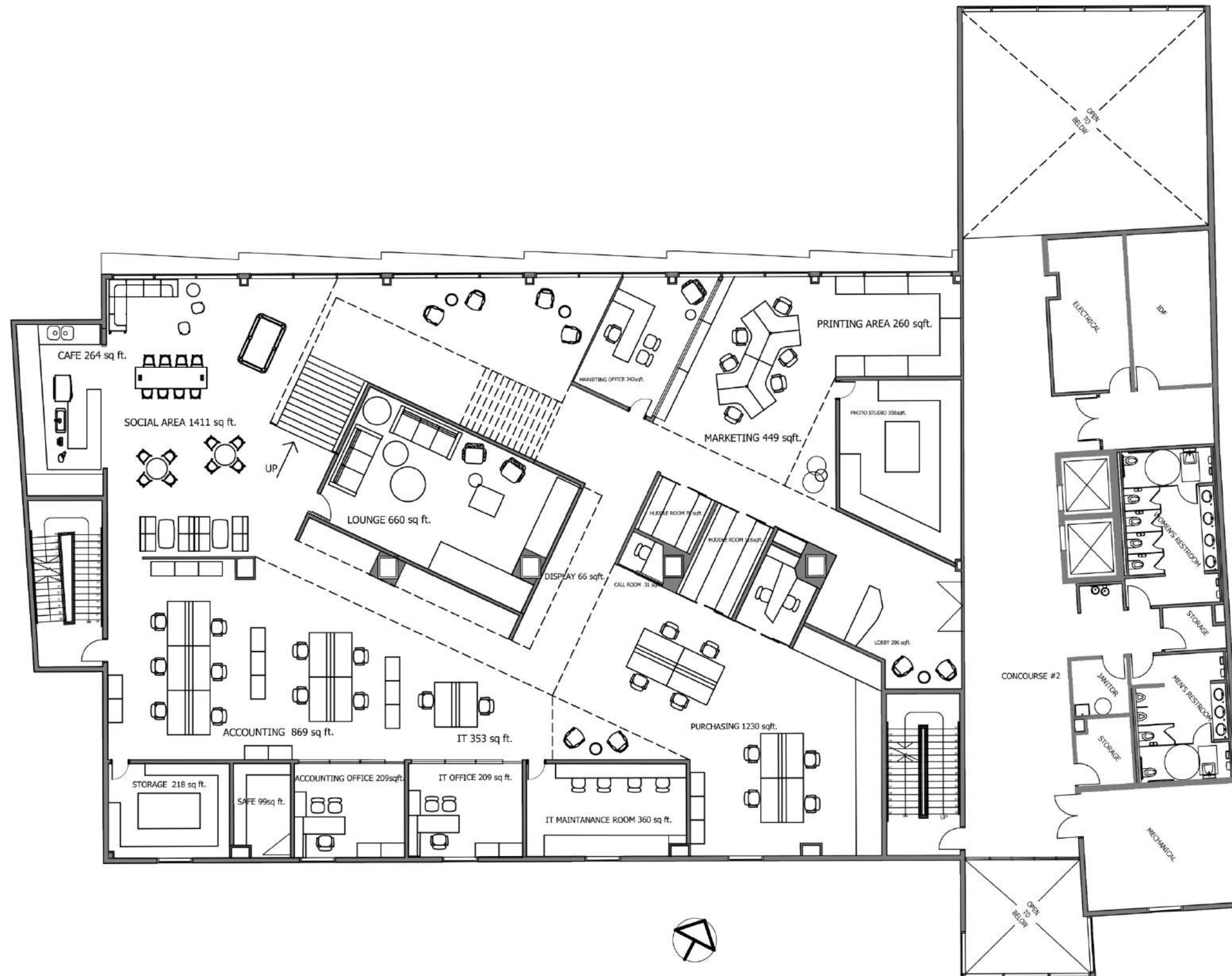
BLOCKING



FLOOR PLANS



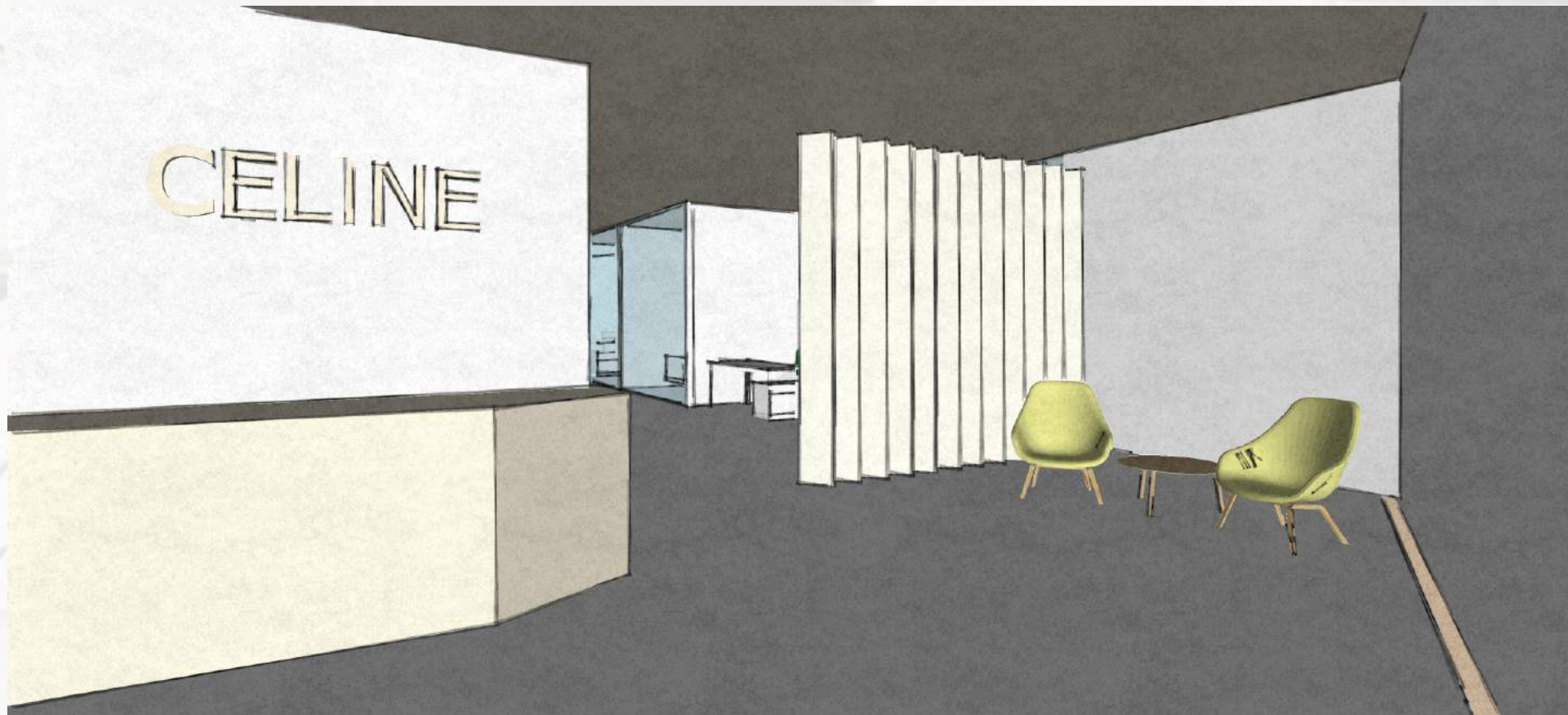
3rd Floor Plan



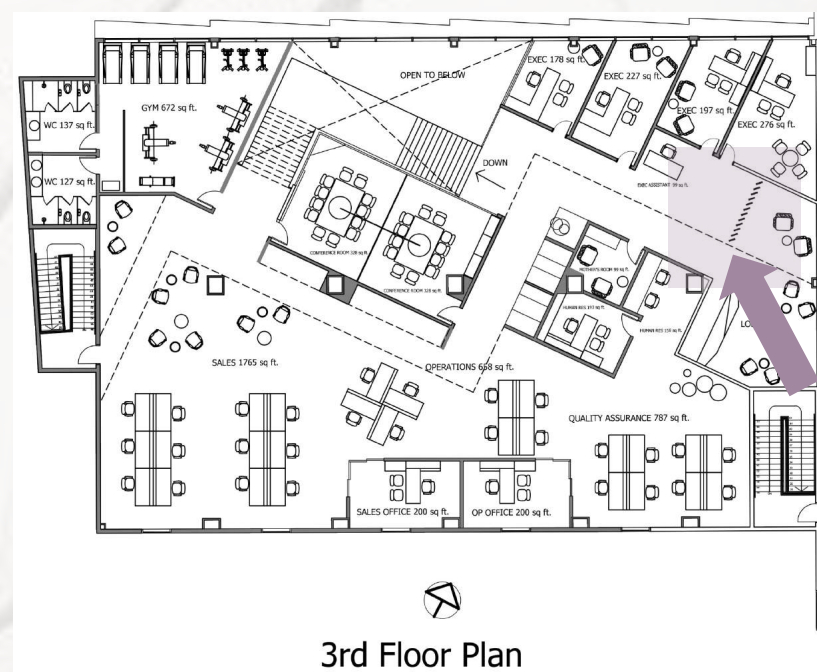
2nd Floor Plan



INITIAL SKETCHES



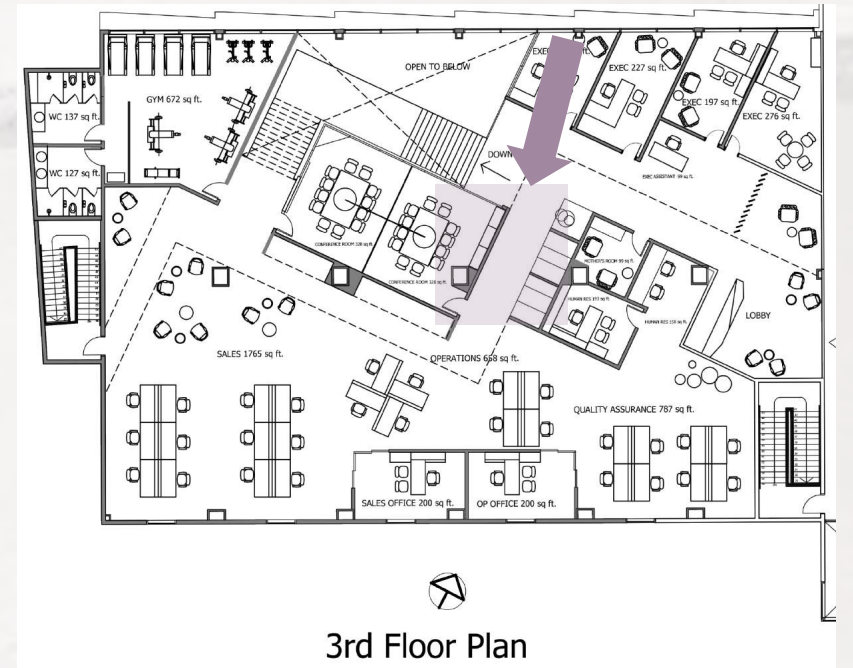
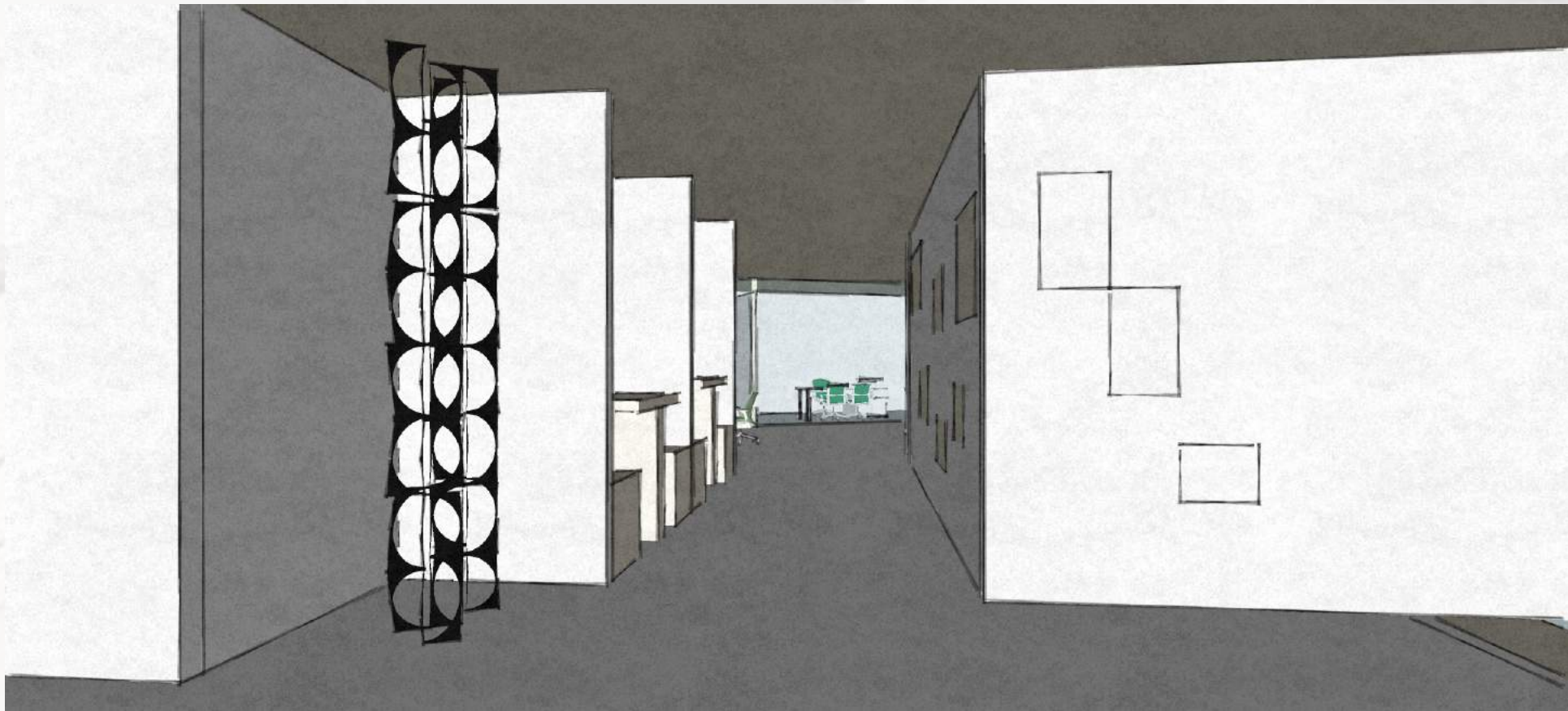
LOBBY



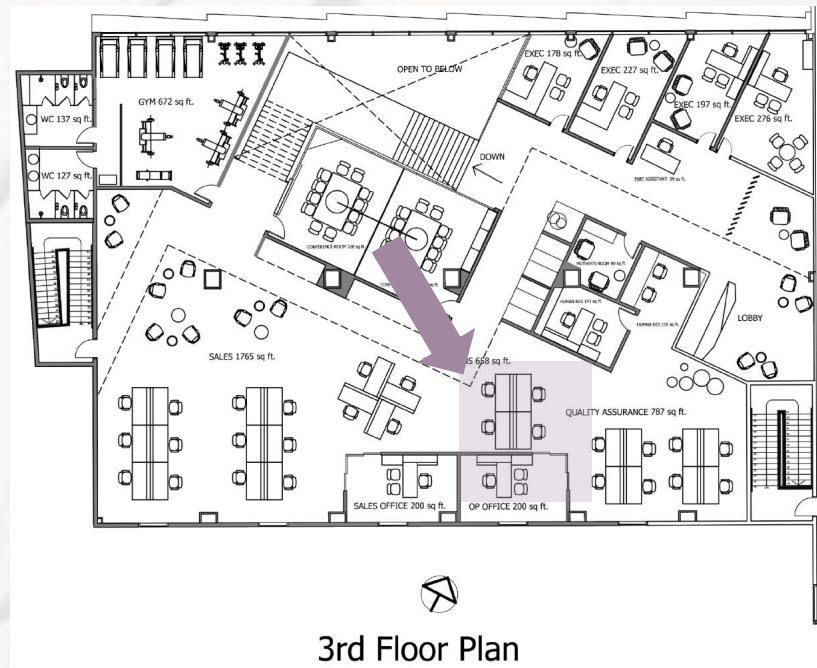
EXECUTIVES



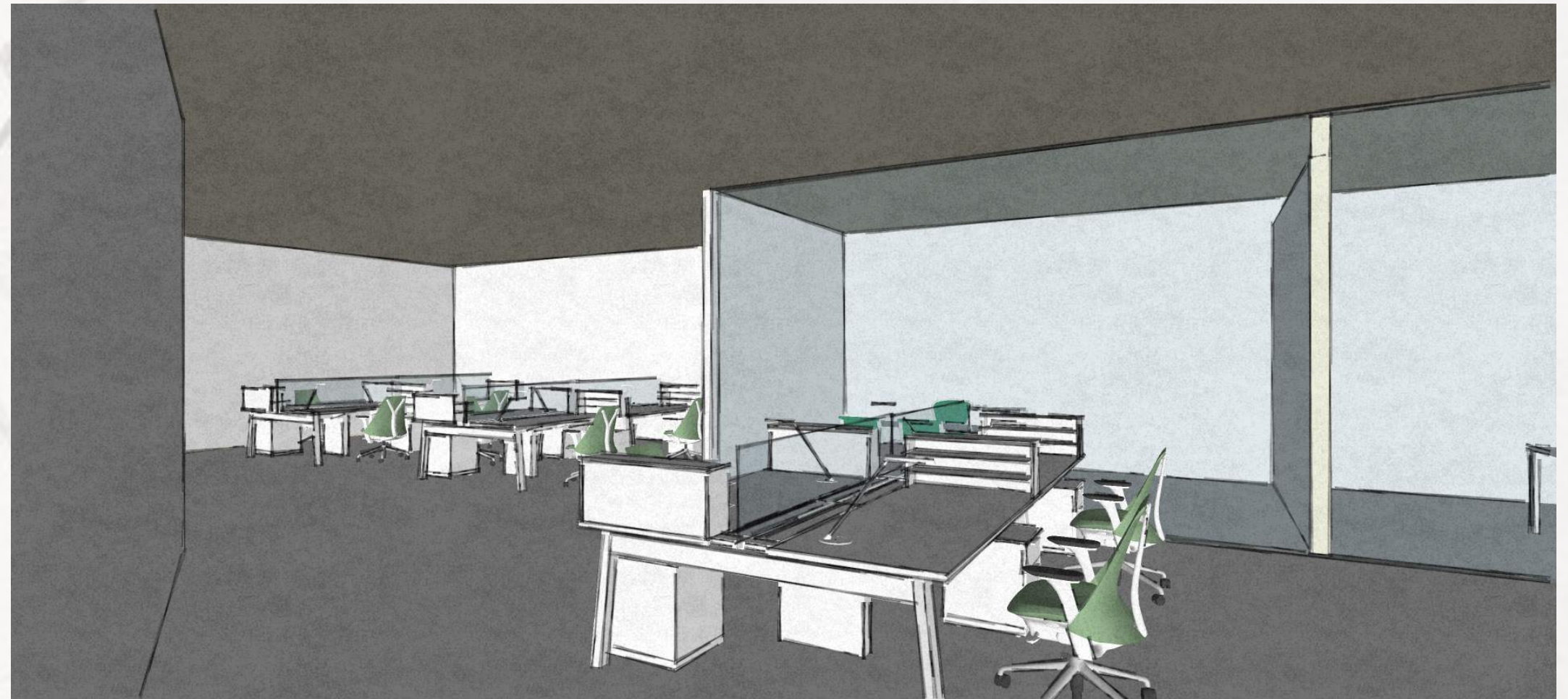
3RD FLOOR



CORRIDOR



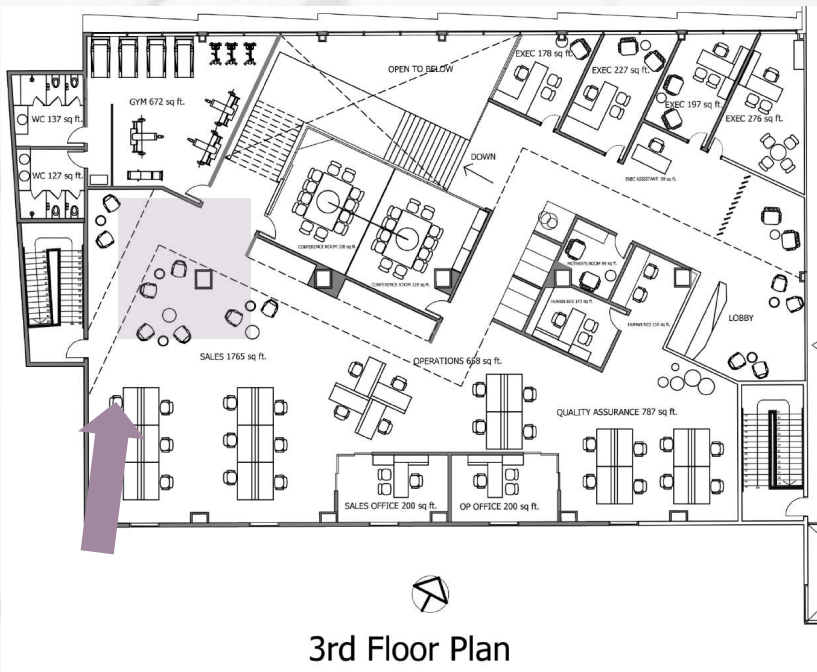
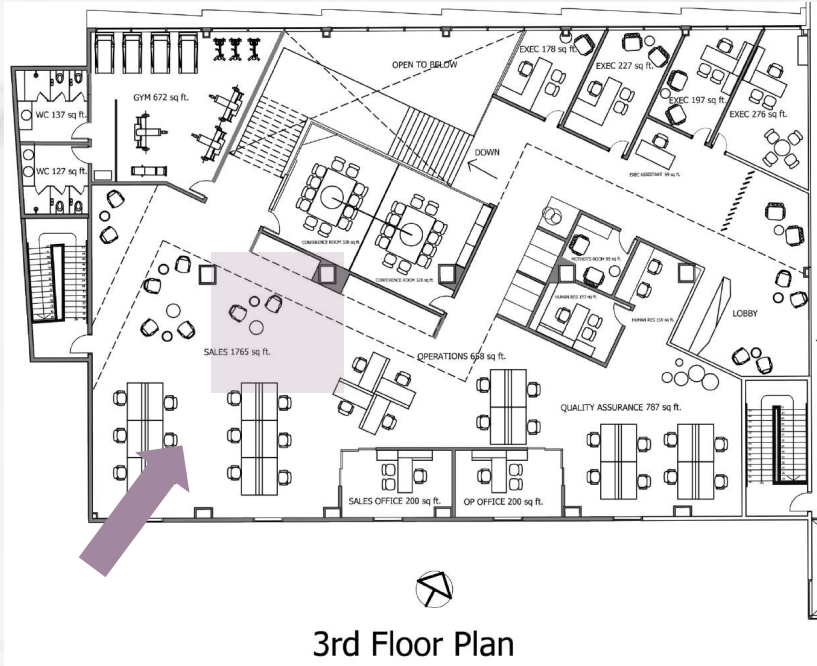
OPERATIONS AND QA



3RD FLOOR



SALES



SALES / GYM



3RD FLOOR



MARKETING



PURCHASING



2ND FLOOR



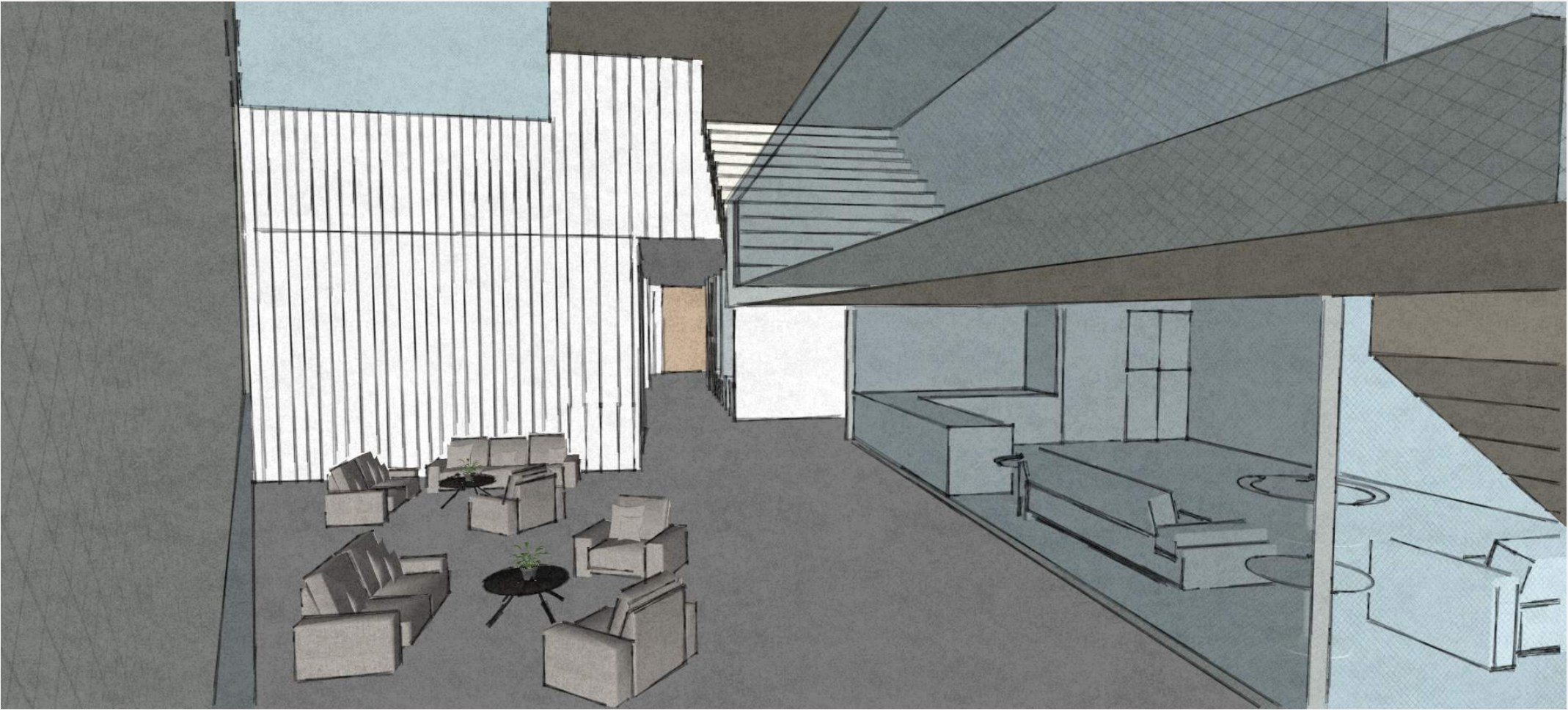
2nd Floor Plan

ACCOUNTING / IT



2nd Floor Plan

STAIRS / MEZZANINE



2ND FLOOR



CAFE



LOUNGE / CAFE



2ND FLOOR

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