



**FINAL
PRESENTATION**

**NEXT BOSTON
RESEARCH AND
DEVELOPMENT HUB**

101 Seaport Blvd
Suite 600
Boston, MA
USA 02210

Presentation Date: December 2, 2022

Designed by
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WWW.JAEBINLEE.COM

 **THIS DOCUMENT WAS PRINTED WITH
ECO-FRIENDLY INK AND PAPER.**

CONCEPT STATEMENT

In today's world, where we can work anywhere in the world, whether it is from the office or home, the importance of a sense of belonging is something that pandemic taught us. For NEXT's new Boston Research and Development Hub, I am designing an office space that brings people together by emphasizing wellness and relaxation.

Work Café area, where people will walk right from the reception area will have a monumental custom ceiling fixture made of copper, as well as curvilinear walls that are proven to enhance people's mood. Work Cafe will be a social space where people will be gathering and socialize looking at Boston's coastline. Throughout the office, there are many areas where people can relax or revitalize from work, as well as a focus zone made for small groups or individuals wanting to dive into work. As always, a sense of belonging has always been a top priority for me when designing a space – a place for everyone. The office space is completely accessible; additional ramps and floor modifications were made to ensure access for everyone.



WORK CAFE

**ORGANIC ARCHITECTURE SEEKS SUPERIOR SENSE
OF USE AND A FINER SENSE OF COMFORT,
EXPRESSED IN ORGANIC SIMPLICITY.**

- FRANK LLOYD WRIGHT

NEXT is a global consumer robot company and creates consumer electronics and appliances that are designed to help everyone.

NEXT specializes in everyday AI integrated home appliances, such as a self cleaning robot - NEXVAC, an air purifier that adjusts to the user location, weather, and preferences - NEXAIR, and an energy efficient SMART thermostat, CONTROLNEX.

OUR PRODUCTS



NEXVAC

NEXVAC is a self cleaning robot that integrates AI to use user location, living patterns, and more.



NEXAIR

NEXAIR is an air purifier that adjusts the air quality based on user location, weather, and preferences.



CONTROLNEX

CONTROLNEX is an energy efficient SMART thermostat that integrates home location, and use location for comfort.

OUR CORE VALUES



SUSTAINABILITY

At NEXT, Sustainability is always taken under consideration when designing our product, from production to its recycling phase.



DIVERSITY & INCLUSION

At NEXT, we value differences, and work with our internal task force team to ensure that we are doing our best to make everyone feel included.



ACCESSIBILITY

NEXT believes that every product that we make should be accessible to everyone. All of our products have accessibility features integrated in them.

Welcome to NEXT's brand guide. NEXT is a global consumer robot company and creates consumer electronics and appliances that are designed to help everyone. For references to NEXT, please follow the guidance on this page.

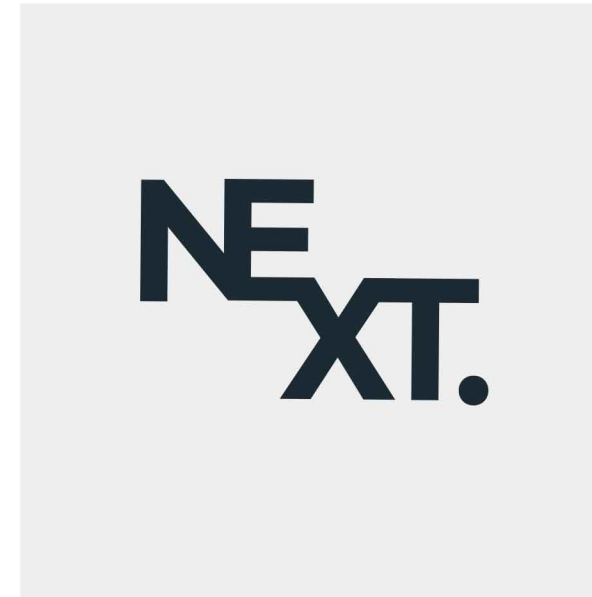
THE NEXT LOGO



PRIMARY - WHITE BACKGROUND
Use primary variation whenever possible.



PRIMARY - DARK BACKGROUND
Use primary variation whenever possible.



MONO - WHITE BACKGROUND
Use primary variation whenever possible.



MONO - DARK BACKGROUND
Use primary variation whenever possible.

PRIMARY FONT

Lemance Bold

ABCDEFGH
NEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%&*

Lemance Regular

ABCDEFGH
NEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%&*

Lemance Light

ABCDEFGH
NEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%&*

SECONDARY FONT

Gmarket Sans Bold

ABCDEFGH
NEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%&*

Gmarket Sans Medium

ABCDEFGH
NEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%&*

Gmarket Sans Light

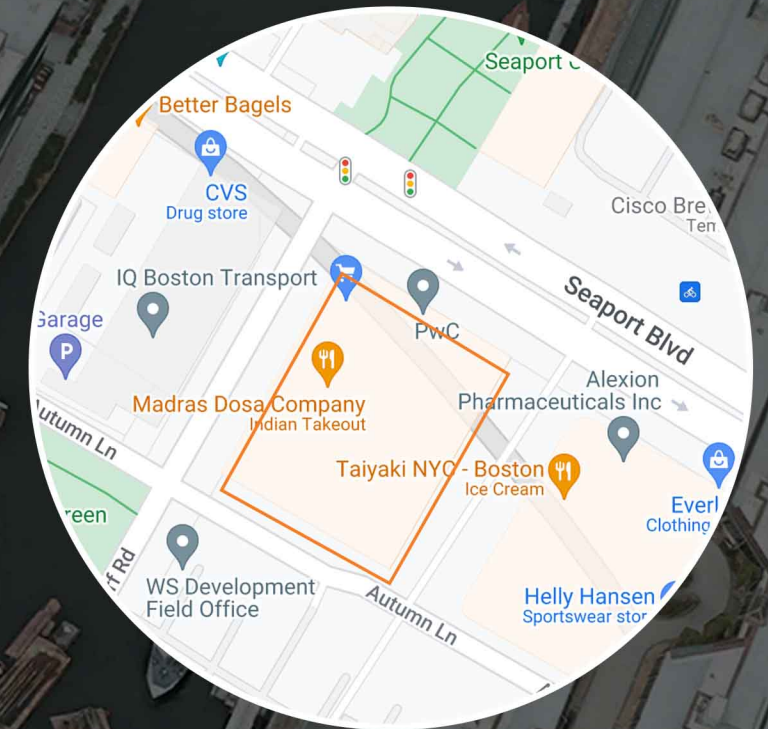
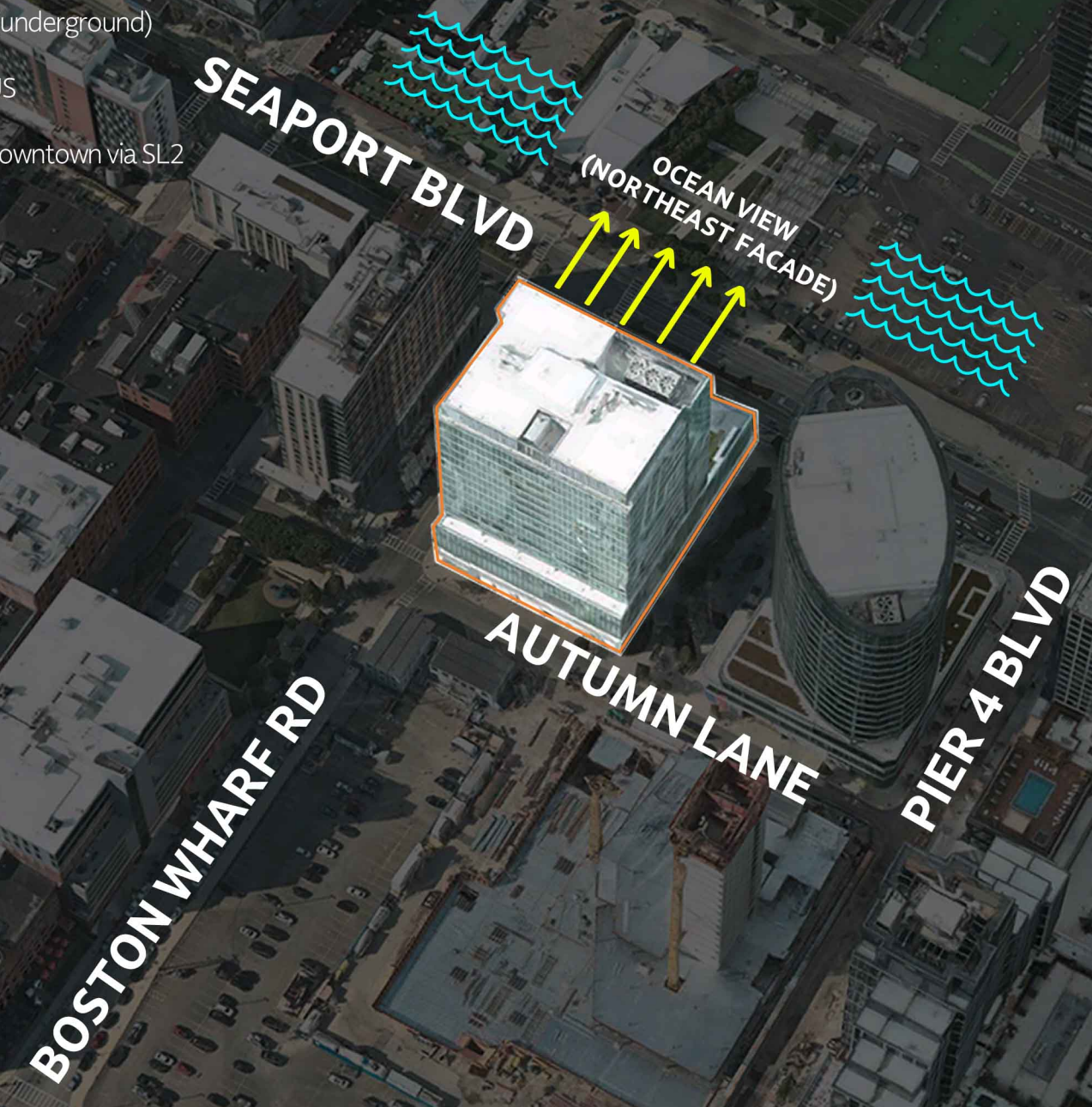
ABCDEFGH
NEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%&*

LOCATION



GENERAL INFORMATION

- ADDRESS** 101 SEAPORT BLVD-SUITE 600, BOSTON, MA, USA 02210
- AREA** Appx. 12,000 SQFT
- PARKING** On site parking (underground)
- PUBLIC TRANSIT** SL2 & MBTA BUS
5 Minutes Walk
25 Minutes to Downtown via SL2

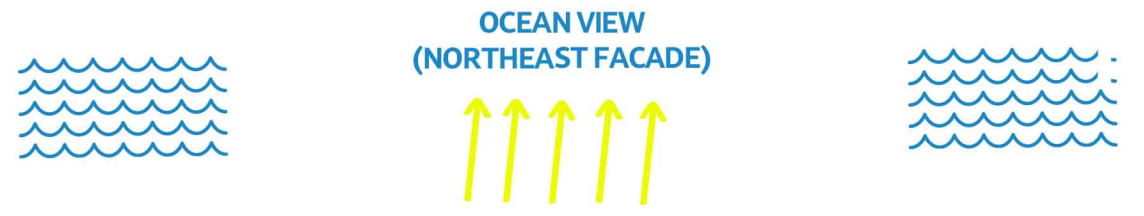


NEXT's new Boston Reserach and Development Hub will be located in Boston Seaport neighborhood (also known as the waterfront district), where lots of tech companies such as GE, PwC, and etc, are located.

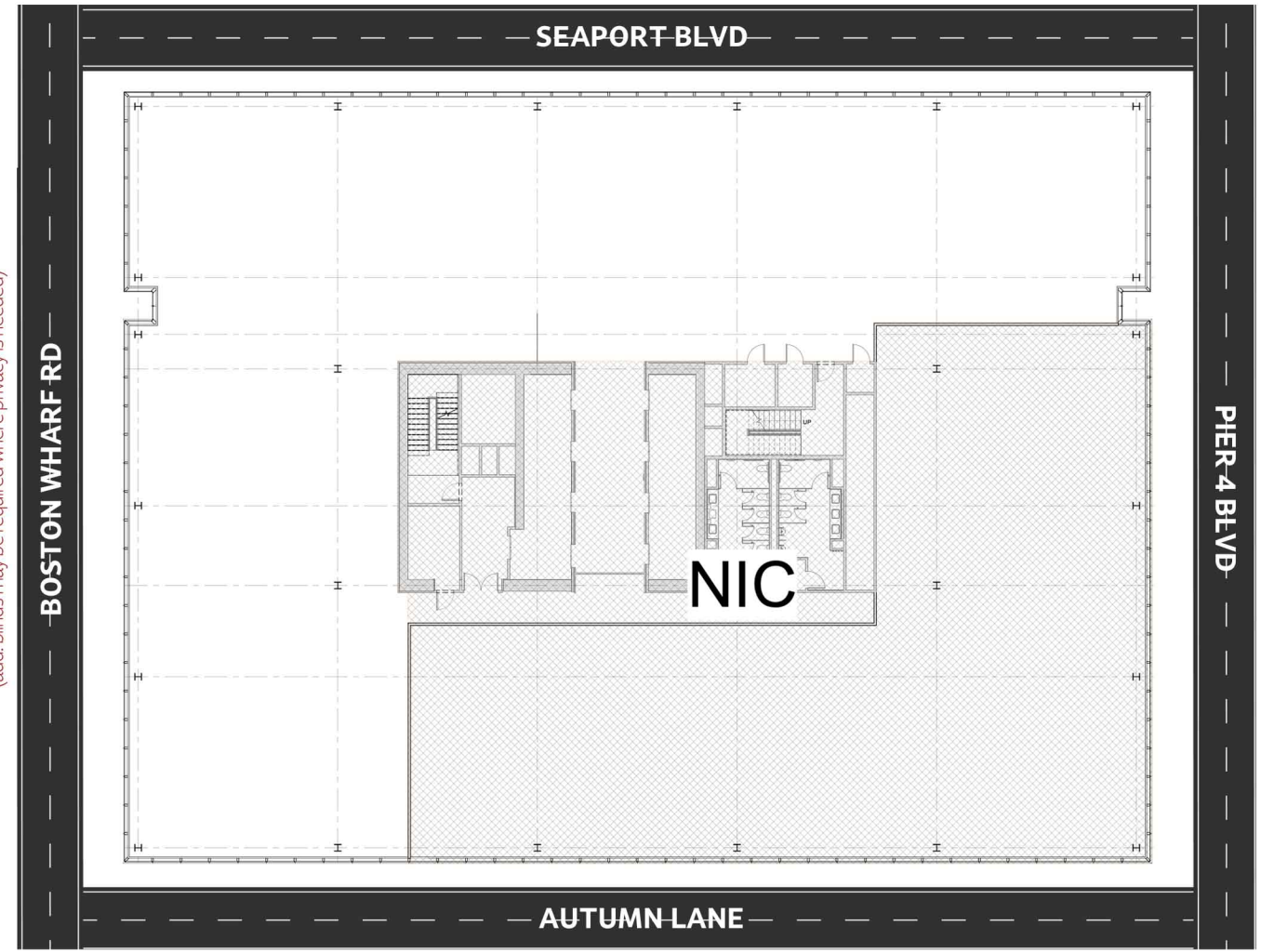
The neighborhood is well equipped with parks, restaurants, cafes, and stores.



**101 SEAPORT BLVD
FLOOR 6**
(CURRENTLY VIEWING THE **NORTHEAST** FACADE)



BUILDING VIEW
(add. blinds may be required where privacy is needed)



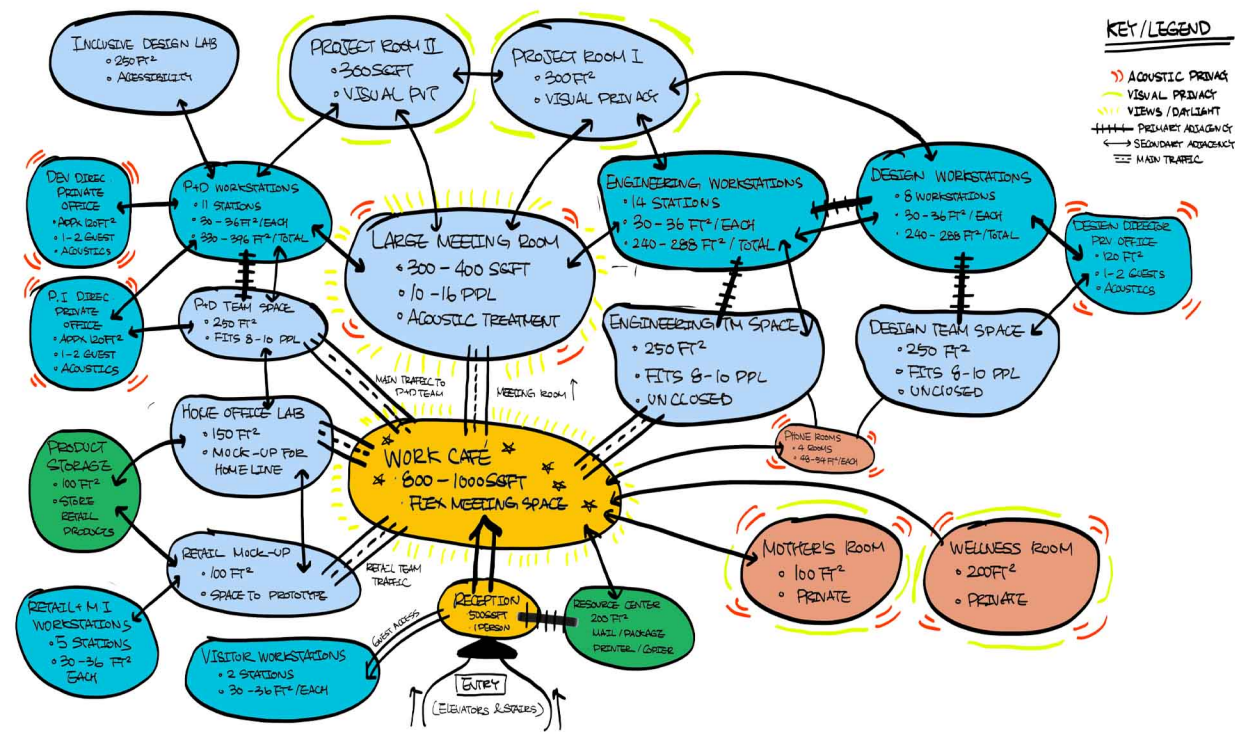
BUILDING VIEW
(add. blinds may be required where privacy is needed)

NOT TO SCALE.
FIGURE PROVIDED TO HELP DIRECTION / ORIENTATION OF PLAN

OPPORTUNITIES

AN AMAZING OCEAN VIEW FROM THE NORTHEAST FACADE
We are utilizing this facade of the building to have important programs. This will be mentioned later when we discuss our 2 design ideas.

PRE-INSTALLED "HIGH TECH" FACADE GLASS THAT REGULATES SUNLIGHT
All exterior windows are energy efficient and they regulate sunlight coming into the space, protecting from glares. In our design, we won't have to worry about this matter. The building also has central controlled blind building wide.



BUBBLE DIAGRAM

	QUANTITY	SQFT NEEDS	SUPPORTS UP TO #PPL	PUBLIC ACCESS	DAYLIGHT/VIEW	VISUAL PRIVACY	ACOUSTIC PRIVACY	NOTES
RECEPTION	1 STATION	500 FT ²	ADDITIONAL 4-6 GUESTS	YES				REQUIRED: PHONE, COMPUTER, WORK DESK, MODESTY PANEL, ERGONOMIC TASK CHAIR, MONITOR NOTE: WELCOME, TECH-SAVY, AND SEATS 4-6 GUESTS
PHONE ROOM	4	48-54 FT ²	1 PERSON				HIGH	NOTE: QUIET SETTINGS / ACOUSTICAL TREATMENT RECOMMENDED BY DESIGNER
WORK CAFÉ	1	800-1000 FT ²		YES	DESIGNER RECOMMENDED			REQUIRED: COFFEE SERVICE, SPRAWLING WATER BAR, ORGANIC SNACKS, MICROWAVE, FRIDGE NOTE: WORKSPACE FOR KNOWLEDGEMATHS SHOULD INCLUDE FLEXIBLE, MULTI-FUNCTIONAL SPACE
LARGE MEETING ROOM	1	300-400 FT ²	10-16 PEOPLE	YES	DESIGNER RECOMMENDED		HIGH	REQUIRED: WHITEBOARDS, PH-UP SPACE, LAYOUT SURFACE, HOSPITALITY COUNTER, HVMC TECH NOTE: ADDITIONAL LAYOUT MEETING FORMAL WINDOW PRESENTATIONS, LARGER STAFF MEETINGS, PROJECT TEAM MEETINGS, PITCH SPACE
RETAIL MOCK-UP	1	100 FT ²						REQUIRED: RETAIL LIGHTING SOLUTION, ALL SHOULD BE ENERGY EFFICIENT SOLUTIONS NOTE: A SPACE TO PROTOTYPE RETAIL MERCHANDISING AND IS FOR EXPERIMENTATION
PRODUCT STORAGE	1	100 FT ²						NOTE: A SPACE THAT STORES ALL PRODUCTS AND SEPARATED BY DIFFERENT PRODUCT CATEGORIES AS WELL AS POTENTIAL PRODUCTS AND DEMONSTRATIONS
PROJECT ROOMS	2	300 FT ²		YES		HIGH		REQUIRED: ADEQUATE STORAGE, WHITEBOARDS, DIGITAL DISPLAY, PH-UP SPACES, LARGE TABLE, HVMC TECH NOTE: USE FOR A DESIGN FUNCTIONAL TEAM TO USE FOR THEIR PRODUCT DEVELOPMENT PROJECTS
INCLUSIVE DESIGN LAB	1	250 FT ²						REQUIRED: ACCESSIBILITY AND UNIVERSAL DESIGN PRINCIPLES NOTE: A RESEARCH AND DESIGN TO USER ENGAGEMENT AND INCLUSIVE DESIGN. A SPACE USED TO LEAD USER-CENTERED RESEARCH WITH PRINTERS AND LEARN FROM TRADITIONALLY EXCLUDED COMMUNITIES
HOME OFFICE LAB	1	150 FT ²						REQUIRED: DESK, ERGONOMIC TASK CHAIR, STORAGE, TASKLIGHT, AND MONITOR ARM NOTE: HOME OFFICE FOR CONSULTANTS - DOES NOT NEED TO REFLECT NEXT OFFICE SPACE / BRAND
MOTHER'S ROOM	1	100 FT ²	1 PERSON			HIGH	HIGH	REQUIRED: ADEQUATE WORKSPACE FOR BREASTPUMP EQUIPMENT WITH REFRIGERATOR COMFORTABLE SEATING AREA AND OCCASIONAL TABLE FOR 1 TO 2 GUESTS NOTE: ACOUSTICALLY SOUND TRADITIONAL CONSTRUCTION
WELLNESS ROOM	1	200 FT ²	1 PERSON			HIGH	HIGH	REQUIRED: PROMOTE LOUNGE SEATING THAT PROMOTES RELAXED, FREE-FLOWING IDEAS AND OBJECTS THAT CREATE APPEAL AND OFFER PERSONAL COMFORT. NOTE: ACOUSTICALLY SOUND TRADITIONAL CONSTRUCTION
RESOURCE CENTER	1	200 FT ²						REQUIRED: COPY / PRINT, MAIL AND STORAGE, AS WELL AS A RECYCLING CENTER NOTE: ACOUSTICALLY SOUND TRADITIONAL CONSTRUCTION
DESIGN WORKSTATIONS	8 STATIONS	30-36 FT ²	8 PEOPLE					REQUIRED: 2 MONITORS REQUIRED / PROMOTE FLEXIBILITY
ENGINEERING WORKSTATIONS	14 STATIONS	30-36 FT ²	14 PEOPLE					REQUIRED: 2 MONITORS REQUIRED / PROMOTE FLEXIBILITY
P+D WORKSTATIONS	11 STATIONS	30-36 FT ²	11 PEOPLE					REQUIRED: 2 MONITORS REQUIRED / PROMOTE FLEXIBILITY
RETAIL + M.I WORKSTATIONS	5 STATIONS	30-36 FT ²	5 PEOPLE					REQUIRED: 2 MONITORS REQUIRED / PROMOTE FLEXIBILITY
VISITOR WORKSTATIONS	2 STATIONS	30-36 FT ²	2 PEOPLE					REQUIRED: 2 MONITORS REQUIRED / PROMOTE FLEXIBILITY
DESIGN TM DEDICATED SPACE	1	250 FT ²	8-10 PEOPLE					REQUIRED: WHITEBOARDS, PH-UP SPACE, A MONITOR TO DISPLAY CONTENT FOR TEAM MEETINGS
ENG. TM DEDICATED SPACE	1	250 FT ²	8-10 PEOPLE					REQUIRED: WHITEBOARDS, PH-UP SPACE, A MONITOR TO DISPLAY CONTENT FOR TEAM MEETINGS
P+D TM DEDICATED SPACE	1	250 FT ²	8-10 PEOPLE					REQUIRED: WHITEBOARDS, PH-UP SPACE, A MONITOR TO DISPLAY CONTENT FOR TEAM MEETINGS
DESIGN DIRECTOR PVT OFFICE	1	120 FT ²	ADDITIONAL 1-2 GUESTS			LOW	HIGH	REQUIRED: STORAGE, WHITEBOARD, PH-UP SPACES NOTE: EACH PRIVATE OFFICE SHOULD HAVE DIFFERENT LAYOUTS
DEV DIRECTOR PVT OFFICE	1	120 FT ²	ADDITIONAL 1-2 GUESTS			LOW	HIGH	REQUIRED: STORAGE, WHITEBOARD, PH-UP SPACES NOTE: EACH PRIVATE OFFICE SHOULD HAVE DIFFERENT LAYOUTS
P.I DIRECTOR PVT OFFICE	1	120 FT ²	ADDITIONAL 1-2 GUESTS			LOW	HIGH	REQUIRED: STORAGE, WHITEBOARD, PH-UP SPACES NOTE: EACH PRIVATE OFFICE SHOULD HAVE DIFFERENT LAYOUTS

KEY

- REQUIRED ADJACENCY
- DESIGNER RECOMMENDED ADJACENCY
- N/A [NO RELATIONSHIP]
- NO ADJACENCY

ADJACENCY MATRIX

TIMBER - PINE WOOD
- CREATES WELLNESS UTILIZING NATURALLY SOURCED MATERIALS
- SUSTAINABLE SOURCING, CREATING LESS CARBON FOOTPRINT

ORGANIC, NATURAL LINES
- REPRESENTS NEXT'S GOAL TO INTERACT WITH ALL GENERATIONS NATURALLY.

CLEAR BLUE
- REPRESENTING NEXT'S YOUNG & VIBRANT ENERGY

TAN BEIGE
- A COLOR THAT IS EASY TO LOOK AT, BALANCING YOUNG & PROFESSIONAL

ROYAL BLUE
- A DEEP BLUE THAT REPRESENTS NEXT'S MISSION TO CREATE A BETTER WORLD

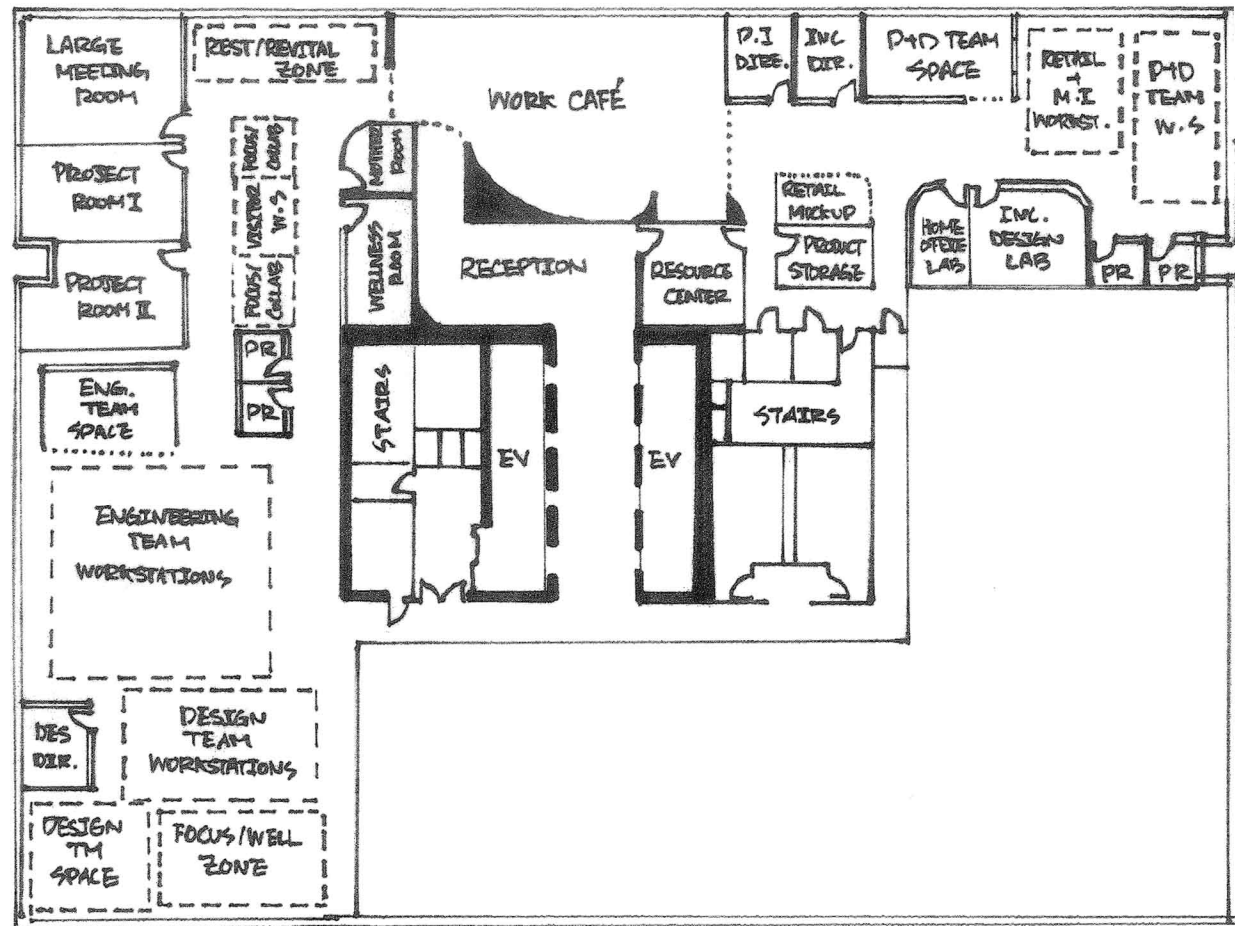
SPACE FOR TEAMWORK & SOCIAL LIFE
- CREATING A SPACE WHERE PEOPLE ARE ENCOURAGED TO GATHER AND SHARE IDEAS
* POST-PANDEMIC WORKSPACE NEEDS

BOSTON'S BEAUTIFUL OCEAN VIEW
- SET A GOAL TO DESIGN A SPACE WITH GREAT VIEW WHERE EVERYONE CAN ENJOY THE VIEW.

OPEN, BUT INTIMATE PRIVACY WHEN NEEDED.
- DESIGNING A SPACE WHERE OPEN COMMUNICATION IS ENCOURAGED, BUT PRIVACY IS VALUED WHEN NEEDED.

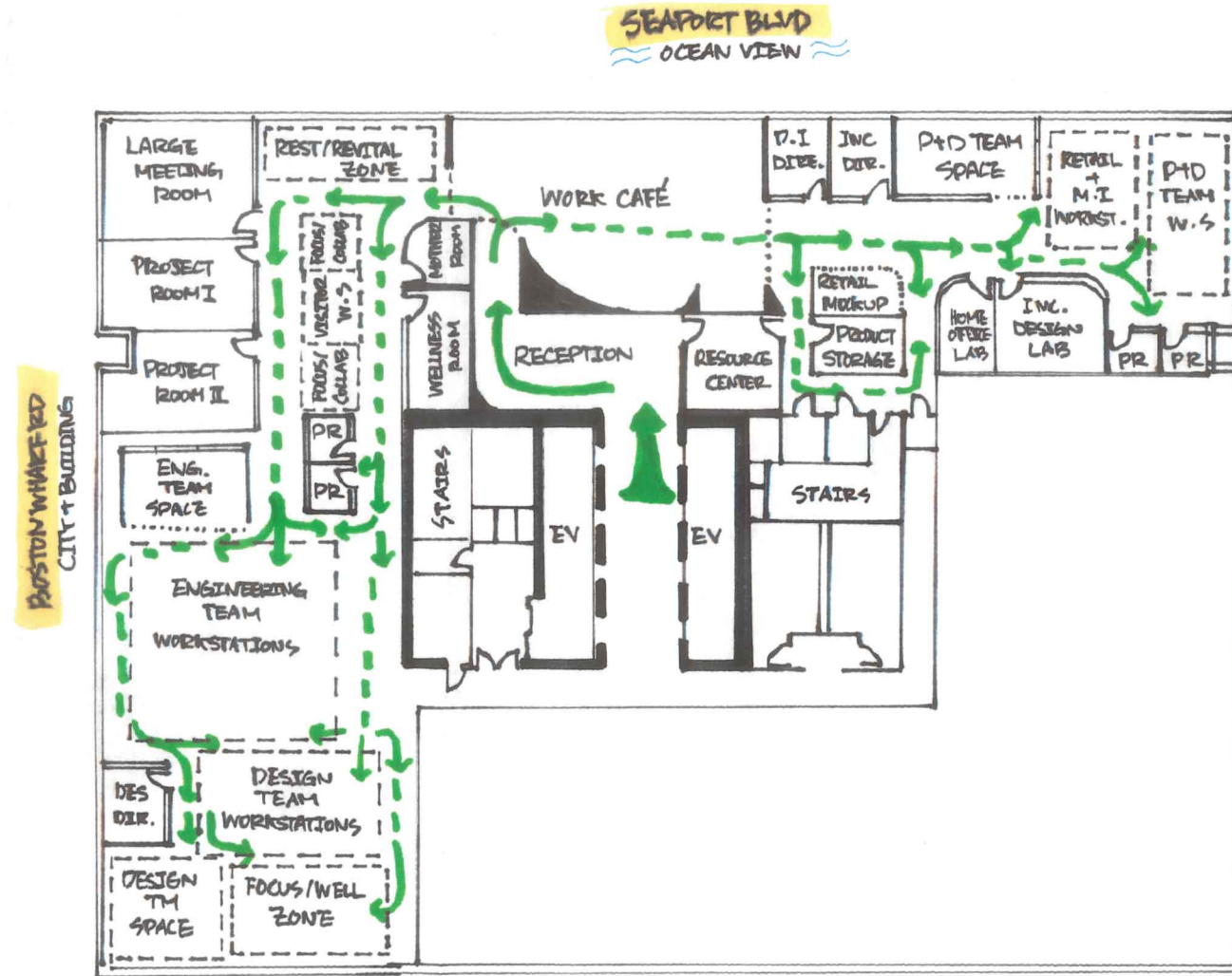
TIMBER SLAT DROP CEILING
- IN AREAS WHERE THERE'S A LOT OF WORK & FOCUS HAPPENING, ACOUSTICAL TREATMENT IS NEEDED.

WELLNESS & HEALTH
- OPEN LAYOUT WITH LOTS OF ELEMENTS THAT MAKES PEOPLE COMFORTABLE SUCH AS WOOD, PLANTS, AND NATURALLY SOURCED MATERIALS



BLOCK DIAGRAM

* NOT TO SCALE



EGRESS PLAN

* NOT TO SCALE

KEY

- ... INDICATES OPEN BORDER
- GENERIC INTERIOR WALL
- GLASS WALL
- ▤ MODULAR WALL
- TRAFFIC FLOW

NOTE

- SOME ADDITIONAL PROGRAMS WERE ADDED DUE TO SPACING.
- PRIMARY CIRCULATION WAS SET AT: MINIMUM 5'-5".
- SECONDARY CIRCULATION WAS SET AT: MINIMUM 3'-6".



NEXT APPROACH



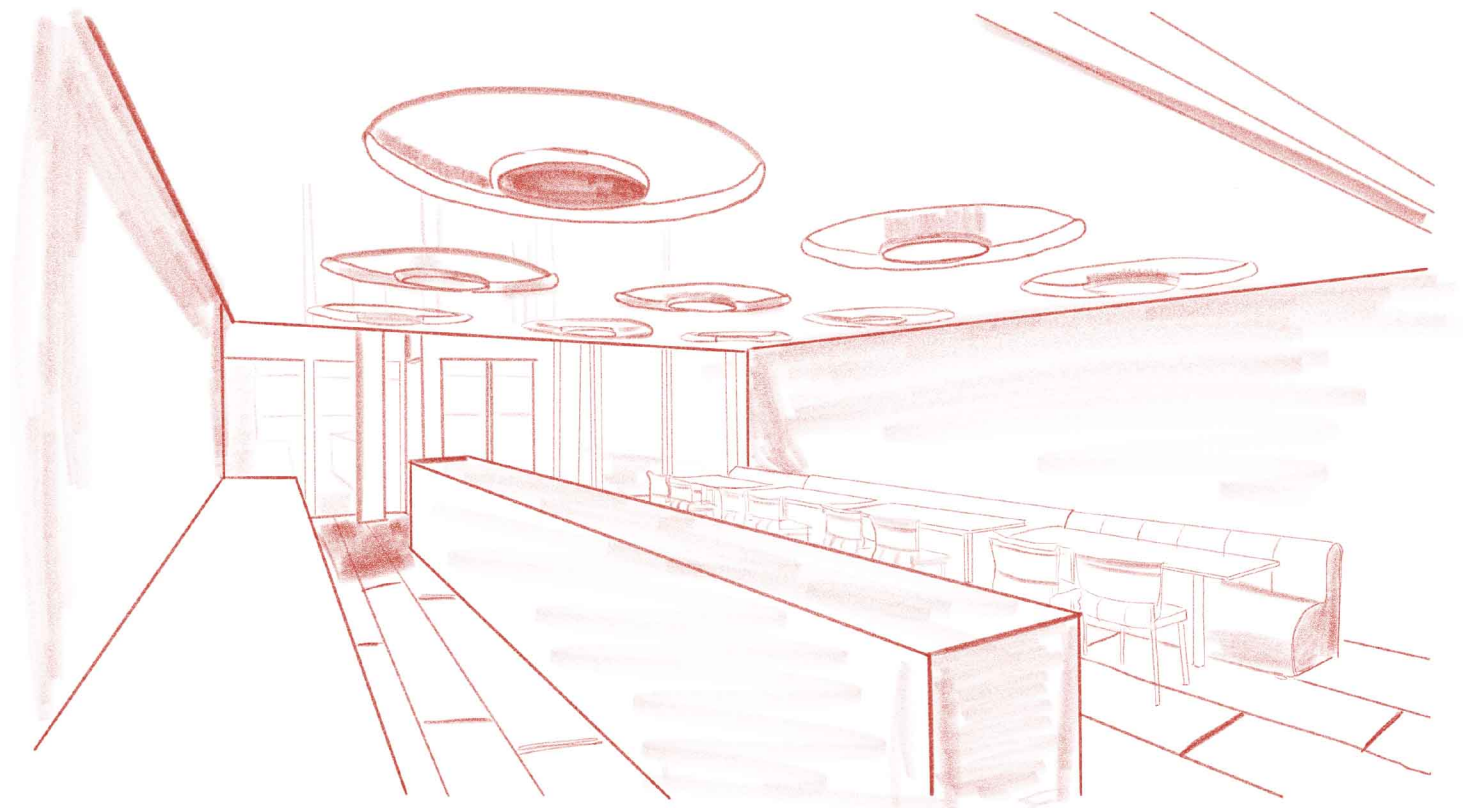
ADA compliant reception counter desk with lower service surface on the left side is provided for wheelchair access.



Timber slat acoustical ceiling component is made with **low carbon footprint** white oak materials, and comes from a responsible supplier.



In order to honor people from all kinds of backgrounds, any colonial representation of Boston was not included in the design. With the known importance of **decolonizing design**, NEXT is approaching the historic neighborhood with its new approach.



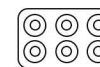
NEXT APPROACH



Direct Ocean View from the Cafe Area allows people to gather and socialize in a good mood and atmosphere.



A space where **everyone feels welcome** and open for **communication** by placing in the center of the office.



Custom built lighting fixture made of **recycled copper** from old technology devices.

WORKSPACE DESIGN THAT VALUES ONE'S WELLNESS AND COLLABORATIVE IDEAS.

SPACES

- 1 | RECEPTION
- 2 | WORK CAFE ☞
- 3 | WELLNESS / REVITALIZATION ZONE 🌿
- 4 | LARGE MEETING ROOM ☞
- 5 | PROJECT ROOM I ☞
- 6 | PROJECT ROOM II ☞
- 7 | VISITOR WORKSTATIONS
- 8 | PHONE ROOM I
- 9 | PHONE ROOM II
- 10 | ENGINEERING TM DEDICATED SPACE ☞
- 11 | ENGINEERING TM WORKSTATIONS
- 12 | DESIGN TM WORKSTATIONS
- 13 | DESIGN DIRECTOR PRIVATE OFFICE
- 14 | DESIGN TM DEDICATED SPACE ☞
- 15 | FOCUS + LOUNGE AREA 🌿
- 16 | WELLNESS ROOM 🌿
- 17 | MOTHERS ROOM
- 18 | DEVELOPMENT DIRECTOR PRIVATE OFFICE
- 19 | PRODUCT INCLUSION DIRECTOR PRIVATE OFFICE
- 20 | RESOURCE CENTER
- 21 | PRODUCT STORAGE
- 22 | RETAIL MOCK UP
- 23 | HOME OFFICE LAB
- 24 | INCLUSIVE DESIGN LAB
- 25 | PRODUCT MANAGEMENT & DEV. TM DEDICATED SPACE ☞
- 26 | PRODUCT MANAGEMENT & DEV TM WORKSTATIONS ☞
- 27 | RETAIL TM WORKSTATIONS ☞
- 28 | PHONE ROOM III
- 29 | PHONE ROOM IV

KEY

- PROMOTES WELLENSS
- PROMOTES COLLABORATION





2'-6" RAMP

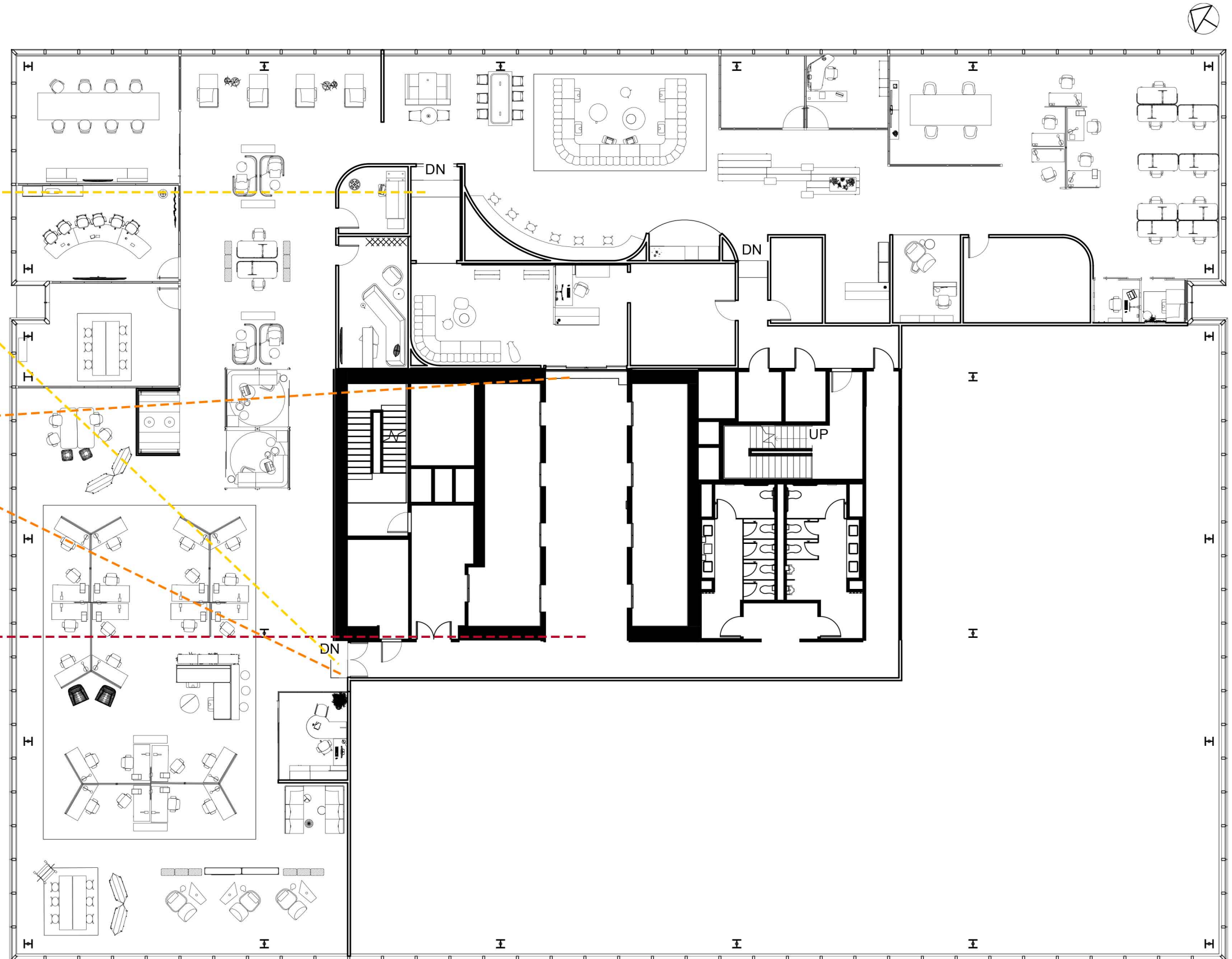
2.5" Raised flooring system was used for the short ramp.
* UNDERSCORE by STEELCASE

TENANT SEPERATION / FIRE DOOR

Roll up style fire door was added in front of the reception area to comply with codes, and an additional door was added for tenant seperation.

REMOVAL OF WALL

In order to comply with maximum travel distance to the Restrooms, a wall was removed.



REFLECTED CEILING PLAN

SCALE: 1/16" = 1' - 0"

REFLECTED CEILING LEGEND

 RECESSED LIGHTS

 TIMBER SLAT CLOUDS
[ACOUSTICALLY SOUND + BAR LIGHT]

 LUMENWERX
RIM RECTANGLE

 LUMENWERX
ELIA OVAL

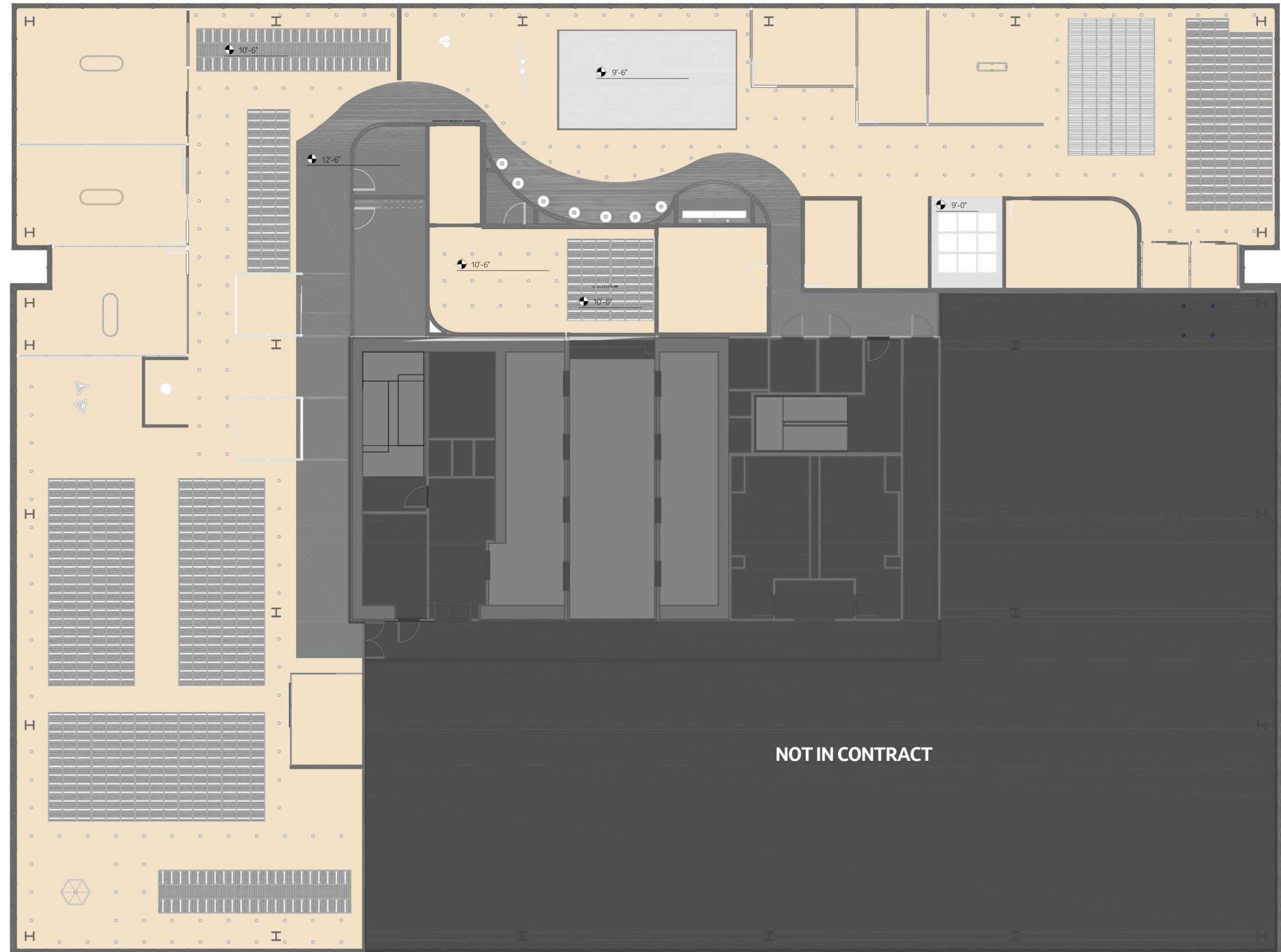
 LUMENWERX
POLY

 LUMENWERX
FORTEX

 TOM DIXON
VOID PENDANT

 TOM DIXON
BEAT PENDANT

 BLU DOT
LAIKA



PERSPECTIVE INTERIOR ELEVATION



KEY TO DESIGNING A SUCCESSFUL WORKSPACE IS TO BALANCE ENERGY THROUGHOUT THE SPACE.





RECEPTION - RECEPTIONIST VIEW



RECEPTION TO WORK CAFE MEDIA TUNNEL

NEXT's media tunnel connects the reception area and the work cafe. This is a **dynamic space with interactive screens** where visitors will get a sense of NEXT's high technology. This area transfers them to the welcoming work cafe and see the amazing seaport's view as they enter the cafe.

NEXT APPROACH



ADA compliant reception counter desk with lower service surface on the left side is provided for wheelchair access.



Timber slat acoustical ceiling component is made with **low carbon footprint** white oak materials, and comes from a responsible supplier.



In order to honor people from all kinds of backgrounds, any colonial representation of Boston was not included in the design. With the known importance of **decolonizing design**, NEXT is approaching the historic neighborhood with its new approach.



FEATURED PRODUCTS



WEST ELM WORK BELLE



BLU DOT AMICABLE SPLIT BENCH



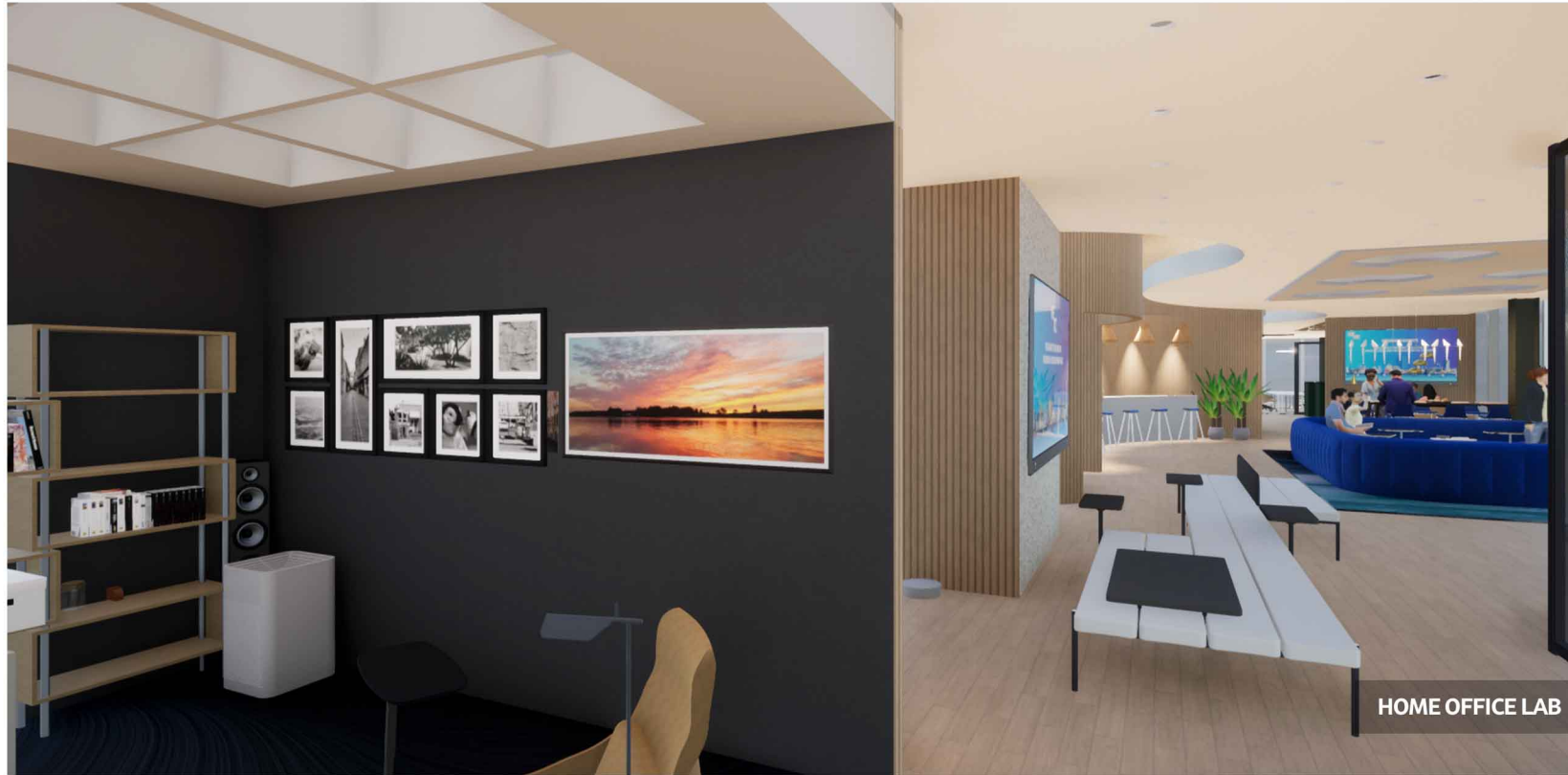
STEELCASE AMIA 482 CHAIR



WEST ELM BOARDWALK



MITCHELL GOLD BOB WILLIAMS BLACK SHEEP



HOME OFFICE LAB



HOME OFFICE LAB

NEXT APPROACH

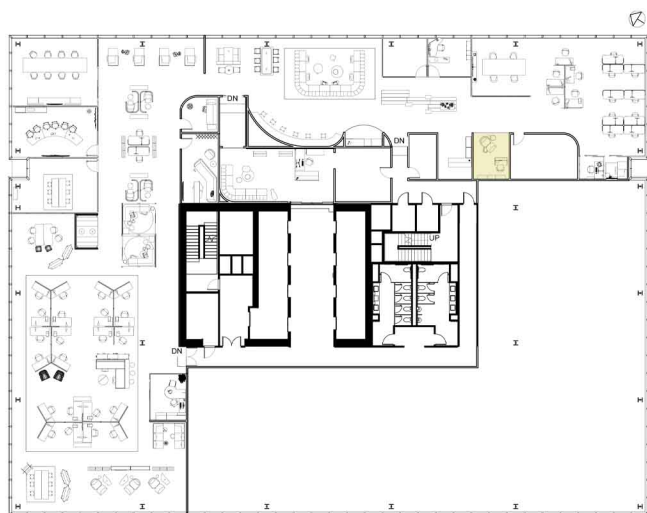


An **artificial skylight** that mimics the **Scandinavian minimalistic** home office. Skylight allows the home office to **illuminate naturally** with soft light.



Scandinavian minimalistic home office which reflects the current **rising trend** of minimalistic design.

Home Office Lab is located on the South East corner of the office. This home office is inspired by a **photographer's typical home office**. NEXT's NEXAIR and NEXVAC are featured in the office. Visitors and employees are able to experiment in the space. In order to mock a home office environment, a **skylight element** was added. Artificial light mocking natural light comes into the space, creating a modern and sleek look.



FEATURED PRODUCTS



STEELCASE CALESSE
HOSU



STEELCASE COALESCE
FREE STAND



BLU DOT
CANT



STEELCASE
AMIA 482



BLU DOT
CHICAGO BOX 8





WORK CAFE - CENTER ZONE



WORK CAFE - WIDE VIEW

NEXT APPROACH

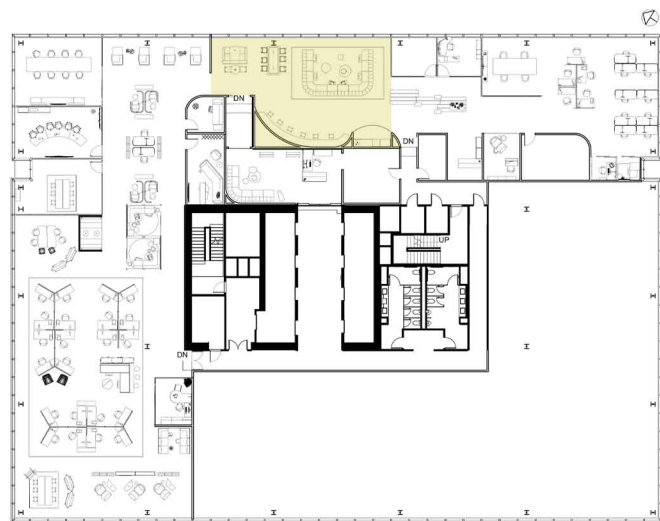


Direct Ocean View from the Cafe Area allows people to gather and socialize in a good mood and atmosphere.



A space where **everyone feels welcome** and open for **communication** by placing in the center of the office.

Work Cafe is located in the center of the floor facing the **prime water view**, where people are encouraged to **gather and socialize**. This space was designed thoughtfully to meet the needs of people working in the office in the **Post-Pandemic society**. It was also designed so that **flexible use** is possible. When there is a townhall meeting, a company wide cocktail gathering, work cafe area allows changes by moving the furnitures easily.



FEATURED PRODUCTS



STEELCASE
REGARD SERIES



STEELCASE
VERLAY STANDING HEIGHT TABLE



WEST ELM
WORK BELLE



MOOOI
PERCH LIGHT BRANCH

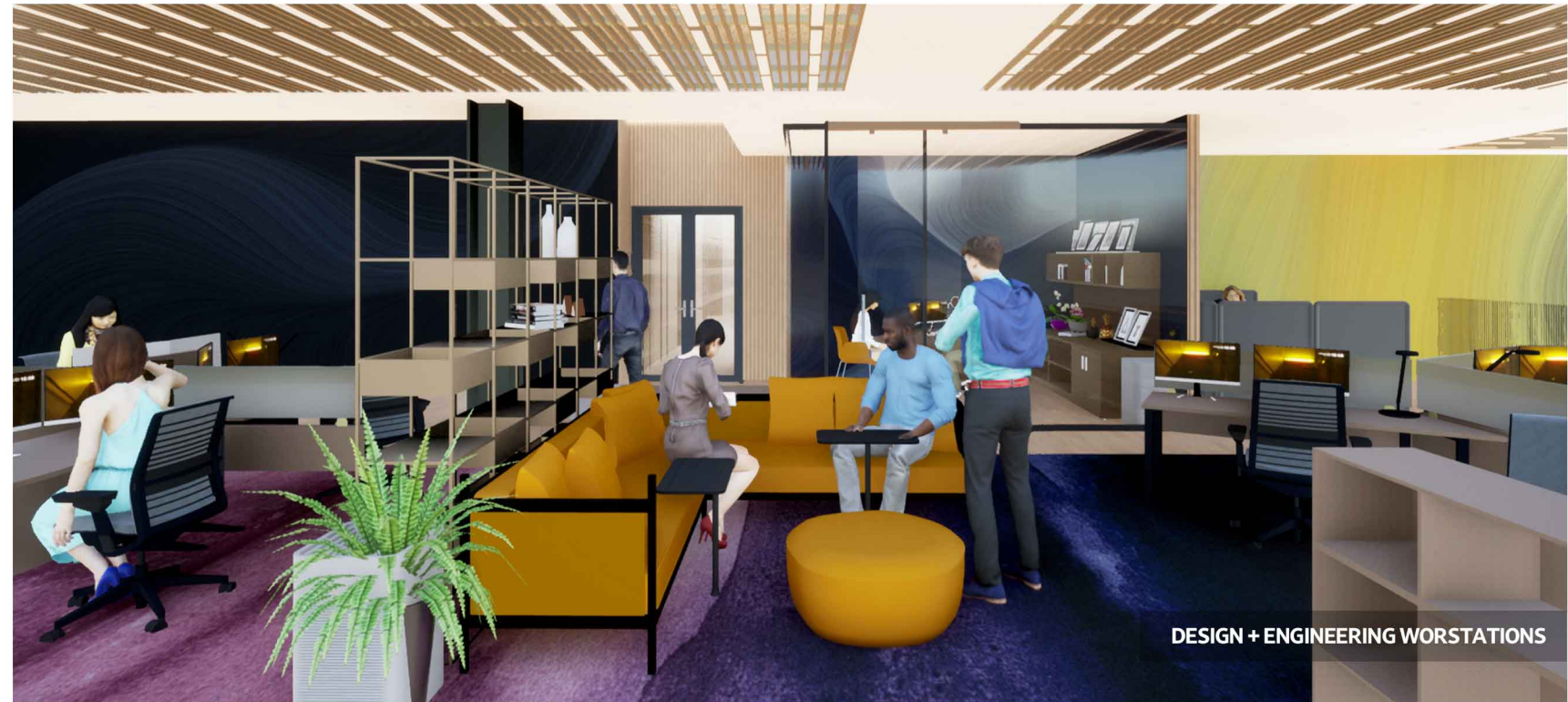
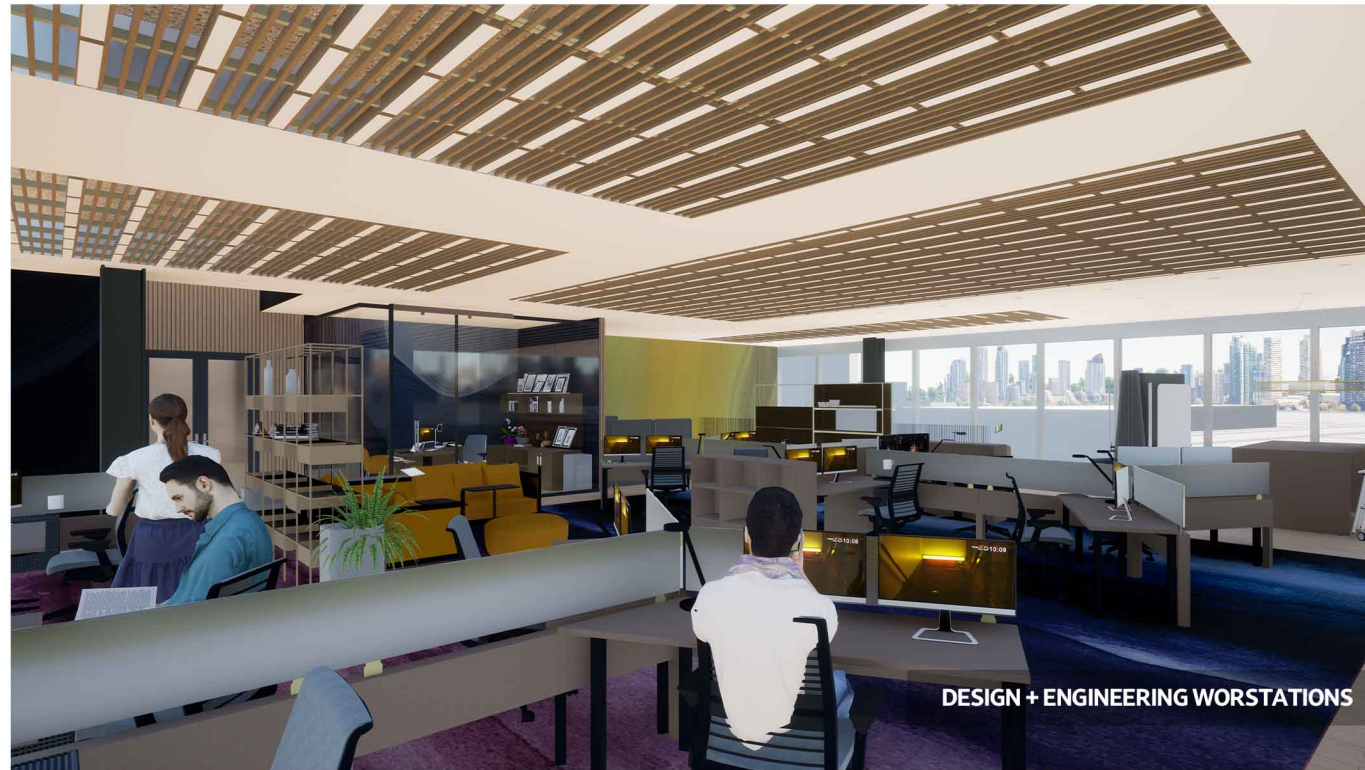


STEELCASE
ENEAS SEATING



MILIKEN'S ARTWORK
SERIES
ATW 140-126-249





NEXT APPROACH

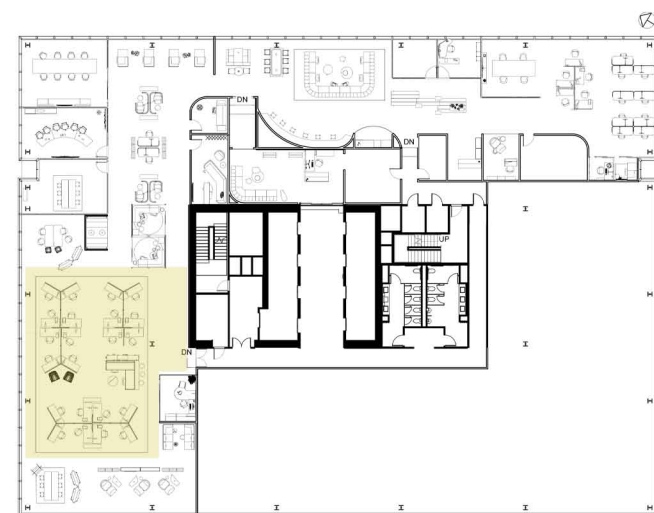


Acoustical Treatment under the timber slat ceiling component, allowing for a quiet workspace. **Steelcase FLEX Acoustic Boundary** around the team dedicated space also absorbs noise coming from interactive collaboration.



A design that allows **open communication** within or/and between teams. In this workspace design, **casual collaboration** is highly encouraged.

Design and Engineering workstations are located on the southwest corner of the office. Miliken's Artwork Series caret beautifully defines the **focus zone** and other areas in the office. All workstations are equipped with two monitors and computer mounts. Plenty of day light is allowed in the area during the day, while not disturbing employees with unnecessary glares. **Collaboration** is possible, as there are many seating areas. When design and engineering team need to collaborate on ideas, they are able to meet in the middle, where lounge seating is available.



FEATURED PRODUCTS



ESTABLISHED AND SONS
GRID SEATING SOFA



STEELCASE
OLOGY DESK



STEELCASE
ANSWER BEAM



STEELCASE
FLEX ACOUSTIC
BOUNDARY



M.A.D.
FURNITURE
URBAN SHELF



MILIKEN'S ARTWORK
SERIES
ATW 268-269-197

NE
XT.