






ARCHITECTS

 2601 Victory Ave
Suite 300
Dallas, TX 75201

Client Briefing:

NEXT, a global **architecture and interior design firm** based in Los Angeles since 1976, continues to innovate with 27 offices worldwide, anticipating further expansion. With 3000 employees, NEXT values **growth, learning, and inclusivity** in a culture dedicated to enhancing lives through sustainable and diverse design solutions. The firm is opening a new office in **Dallas, Texas**, fostering connections with clients and adopting a collaborative, cross-office approach.

Client Drivers:

The decision to establish a Dallas office stems from NEXT's commitment to strengthening client relationships. Recognizing Gen Z's influence on the workforce, NEXT seeks fresh perspectives for the new workspace. Envisioning a dynamic design taskforce, the firm aims to transcend past designs, industry norms, and competitors. With Gen Z expected to comprise 30% of the workforce by 2025, NEXT intends to leverage their insights while ensuring the new office meets the diverse needs of the entire team. The goal is to create a space that mirrors the company's brand, culture, and the local region, making the Dallas office distinctive and inclusive.





SITE LOCATION

2601 Victory Ave
Suite 300
Dallas, TX 75201



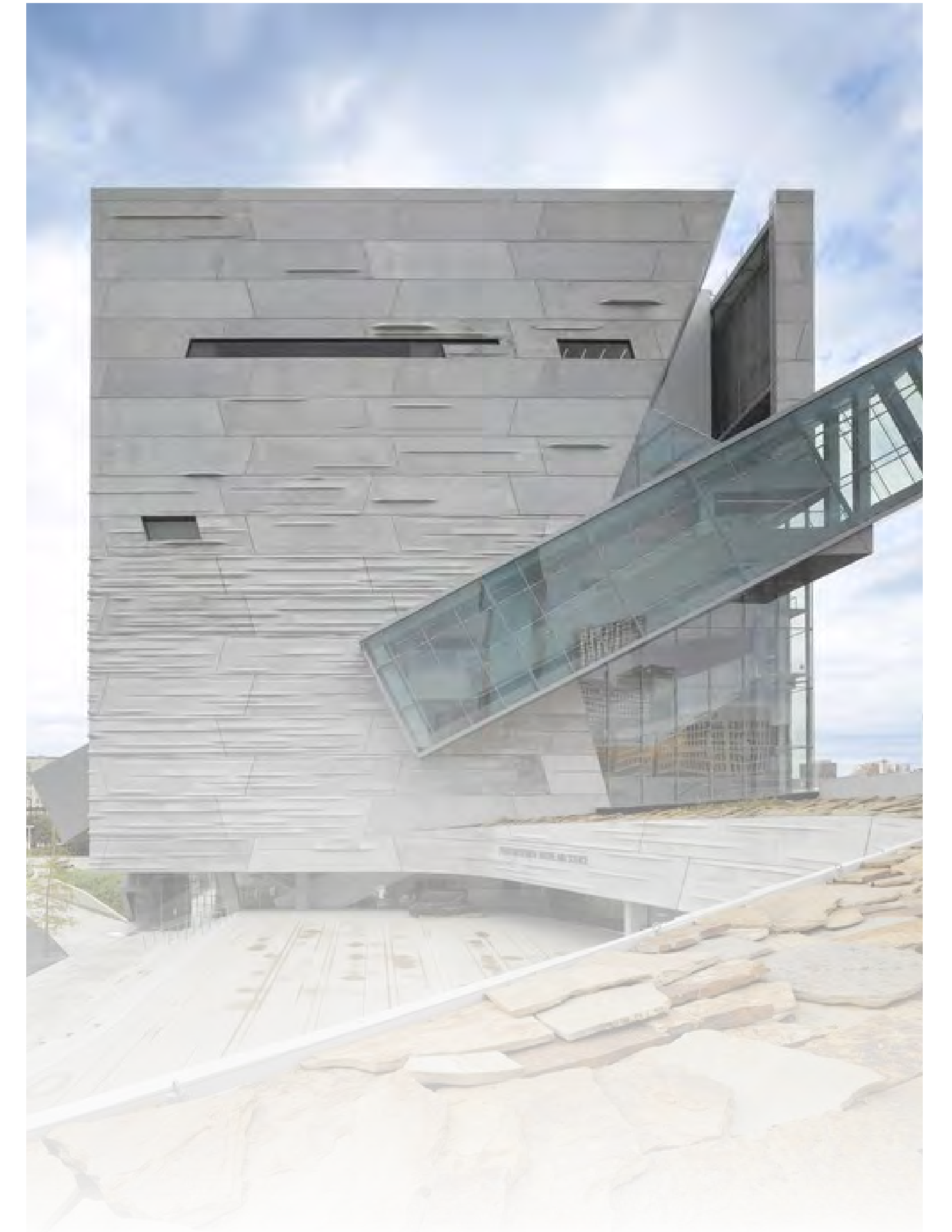
BUILDING

3rd Floor
30-foot ceilings
11000 SF



NEIGHBORHOOD

Vibrant surrounding area,
including major sports arenas, concert
venues, restaurants, hotels, music venues,
and retail options.



LANDMARKS

Dallas is home to many
art, science, and history museums



Concept:

Dallas, Texas is known for its **vibrant energy**, cultural diversity, and **artistic** spirit. Just like a **kaleidoscope** transforms ordinary elements into mesmerizing **patterns**, Dallas is a melting pot of **cultures, traditions, and lifestyles**. NEXT Architects incorporates this concept into their design firm that reflects the city's rich tapestry of influences.

Dallas is known for its **modern architecture** and **urban** sophistication, which can be mirrored in the design through the use of **geometric** patterns and bold colors. The **kaleidoscope** concept can infuse spaces with **dynamic, shifting** patterns, tying back to the city's constantly changing skyline and cultural scene.

Dallas has a thriving **arts** and music scene, reflected in its numerous museums and galleries. Incorporating artistic elements inspired by the **kaleidoscope**, illuminating color panels, **colorful** glass installations, or **playful** light fixtures, can pay homage to Dallas' artistic heritage.



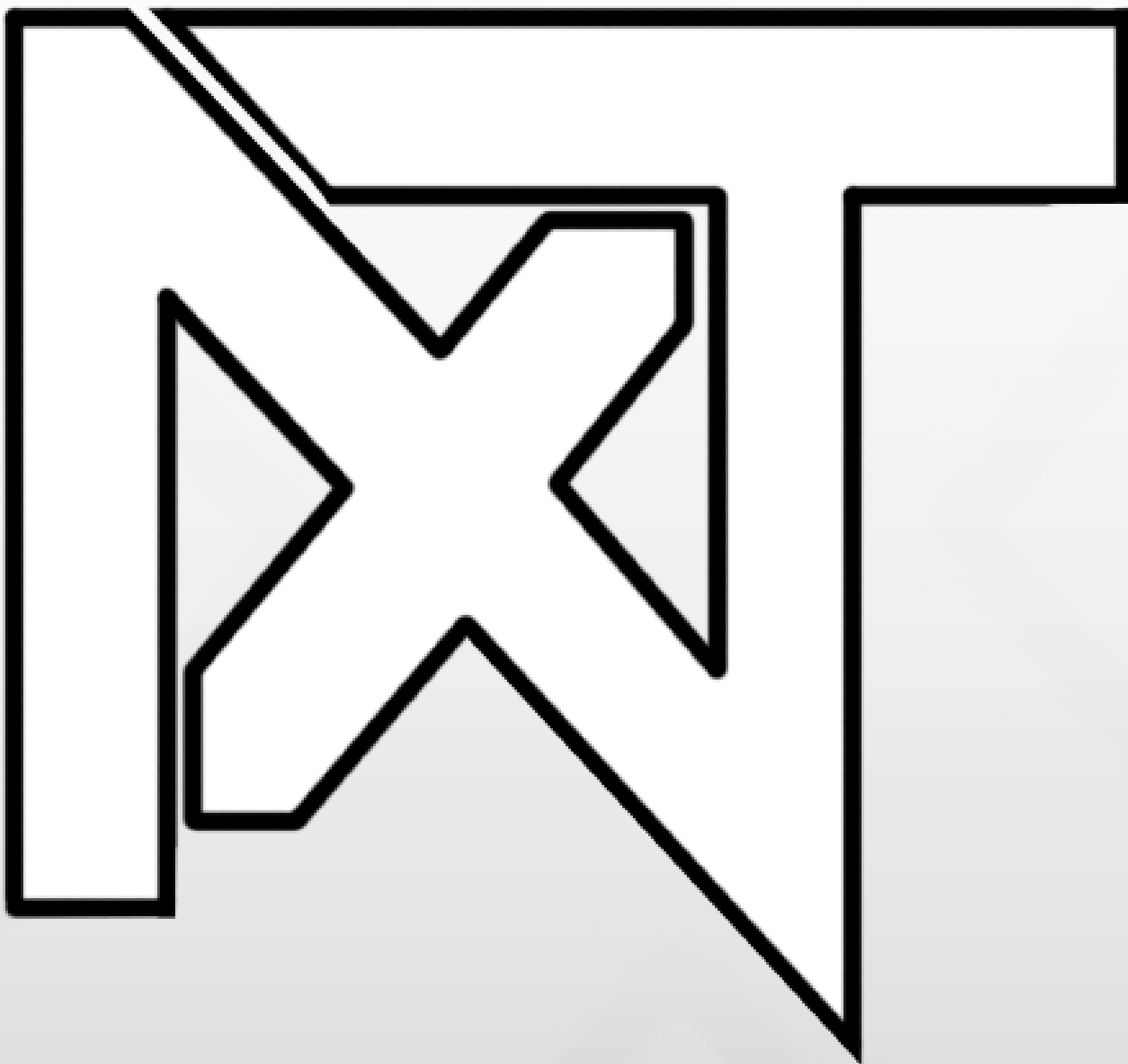
Perot Museum, Dallas, TX



Client Logo:

The NEXT Architects logo embodies Dallas’s **dynamic** spirit, featuring the letters “NEXT” transformed into a **kaleidoscopic** pattern that mirrors the city’s **vibrant** energy and cultural diversity.

Inspired by Dallas’s modern architecture, the logo integrates bold **geometric** patterns.



Inspiration:

The inspiration imagery for NEXT Architects draws from the dynamic interplay of a kaleidoscope, incorporating the shifting of positive and negative space. Prism colors infuse vibrancy, while the delicate balance between form and function is represented, echoing Dallas's modern architecture ethos. The design further embraces the mesmerizing effects of dichroic glass, emphasizing the captivating dance of light and color that mirrors the city's vibrant and sophisticated atmosphere.



Kaleidoscope



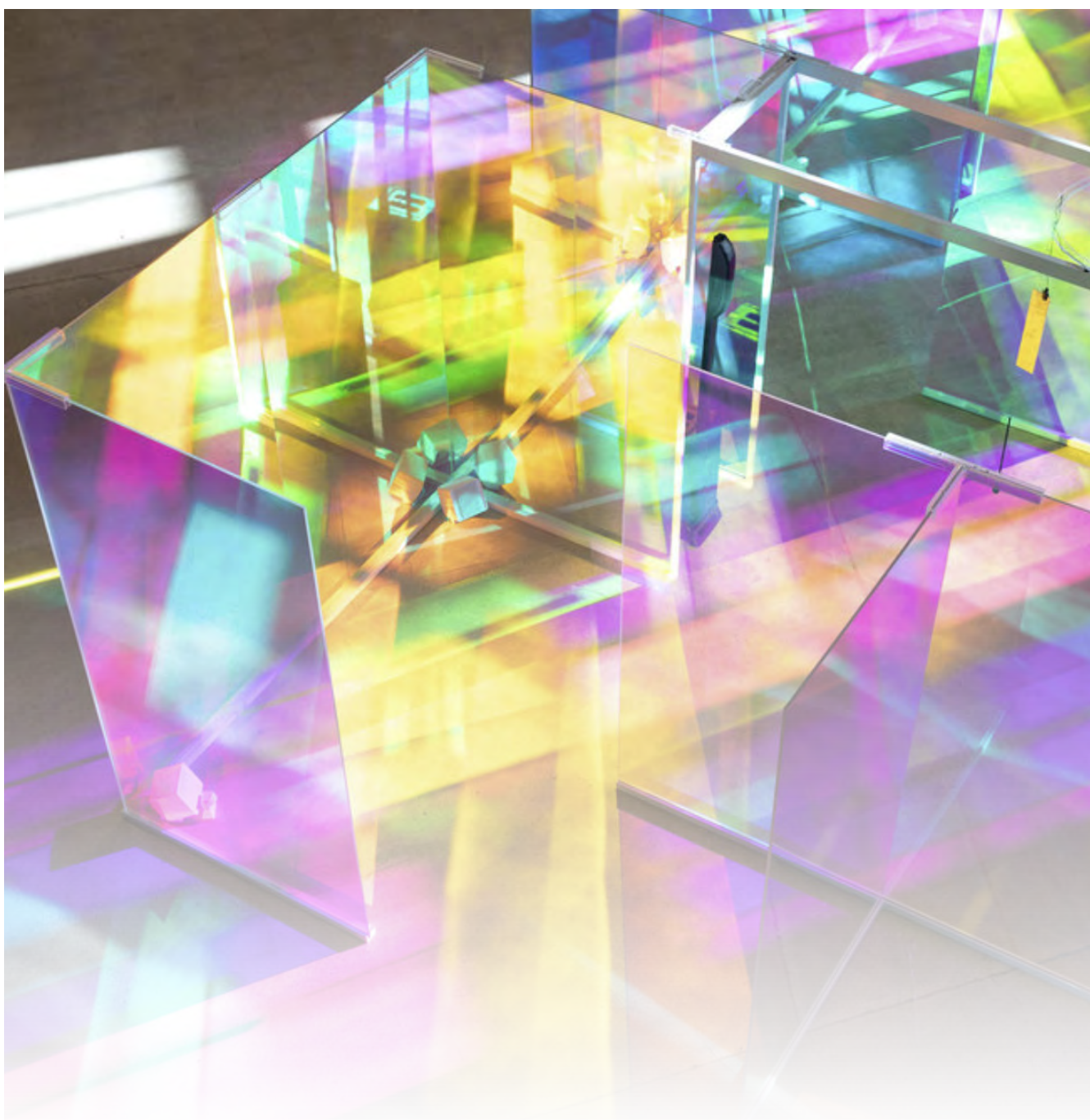
Dallas Town Hall, shifting of positive vs. negative space



Prism colors



Perot Museum, form vs. function



Interplay of light and color



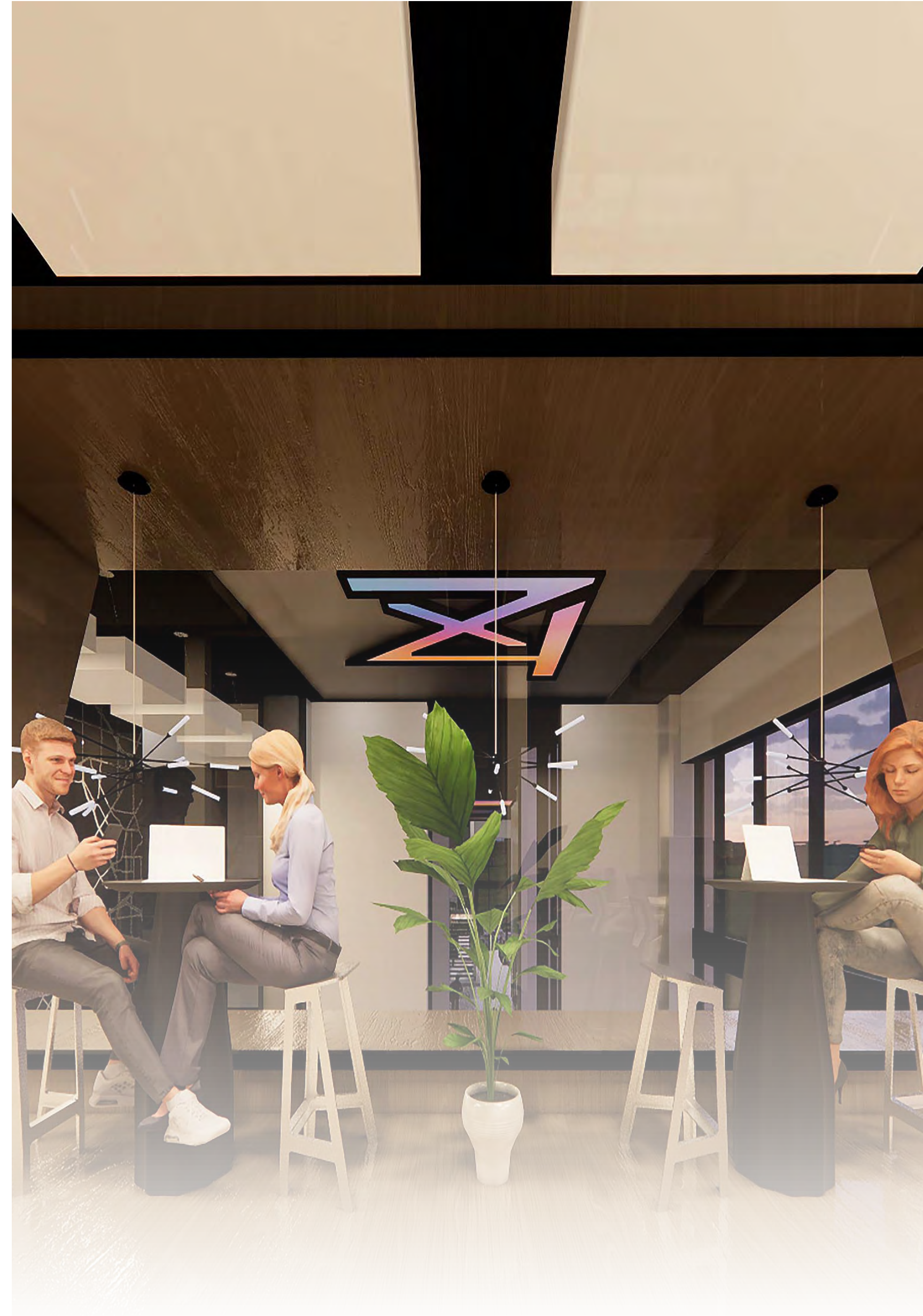
Dichroic glass installations





ME + WE

Me+We Workplace cultivates a collaborative and innovative atmosphere, harmonizing individual creativity and collective synergy.



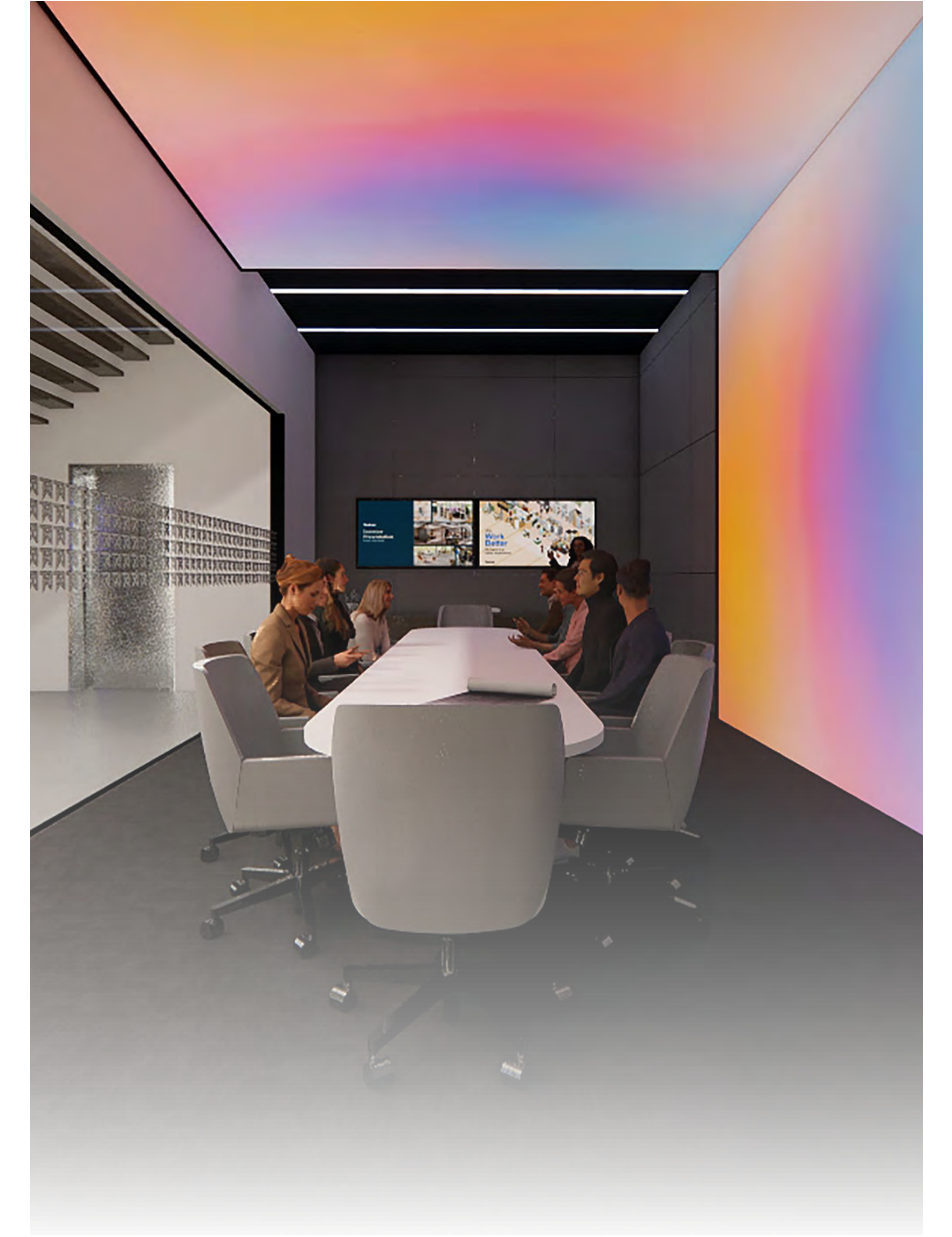
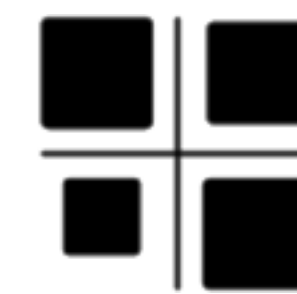
FIXED TO FLUID

The workplace effortlessly shifts from fixed to fluid, promoting adaptability and collaboration.



OPEN + ENCLOSED

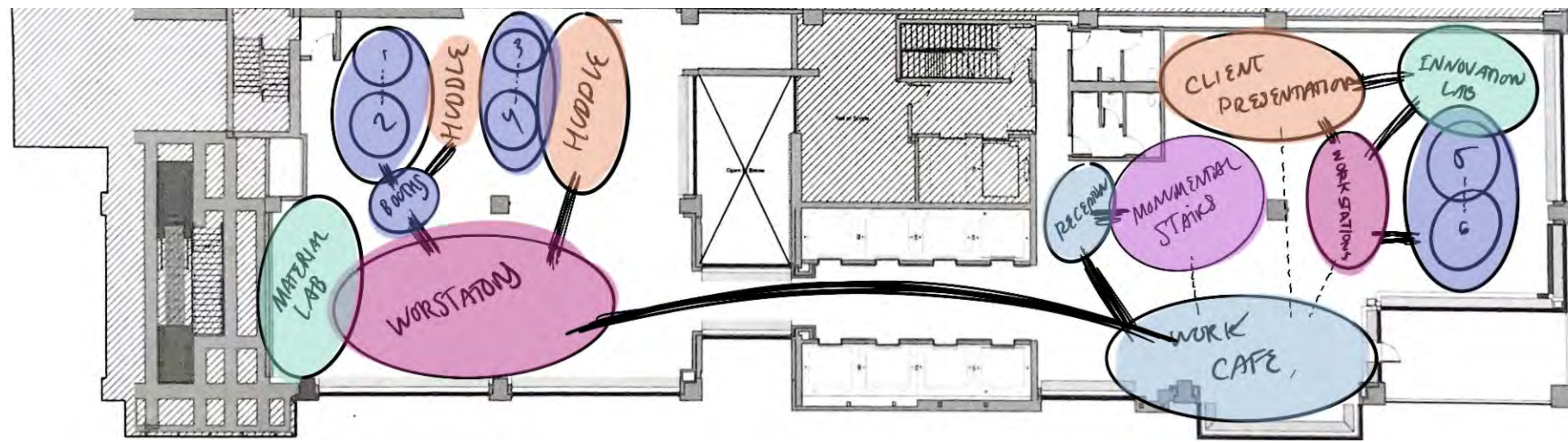
The open+enclosed workplace blends collaborative open spaces with thoughtfully designed enclosed areas, promoting both teamwork and individual focus.



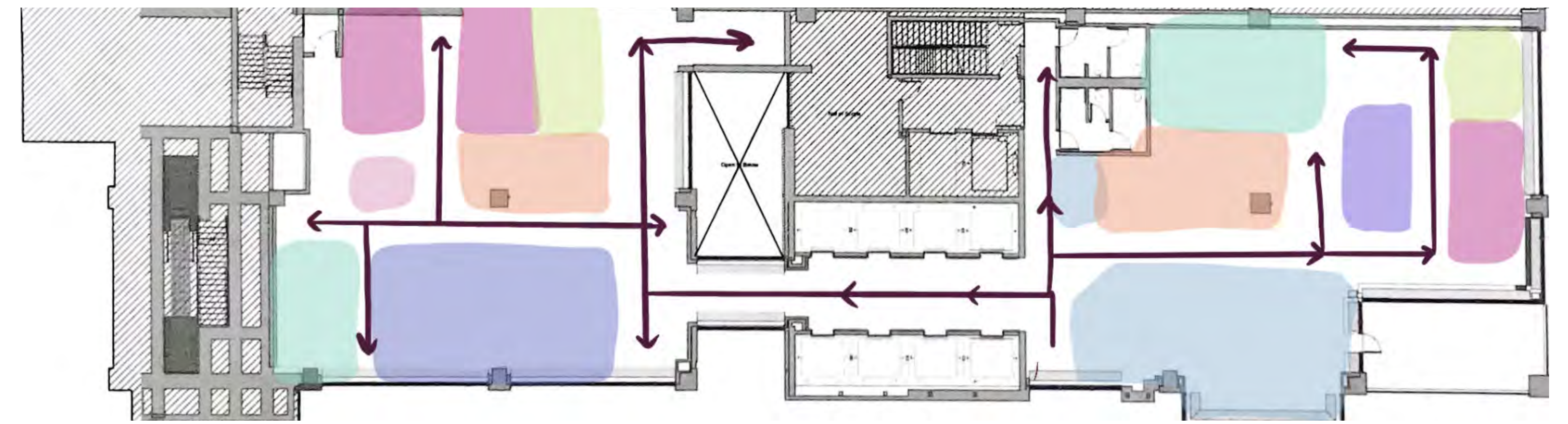
BRAIDING

Strategically braiding remote and on-site teams cultivates a dynamic synergy, fostering innovation and adaptability in the workplace.

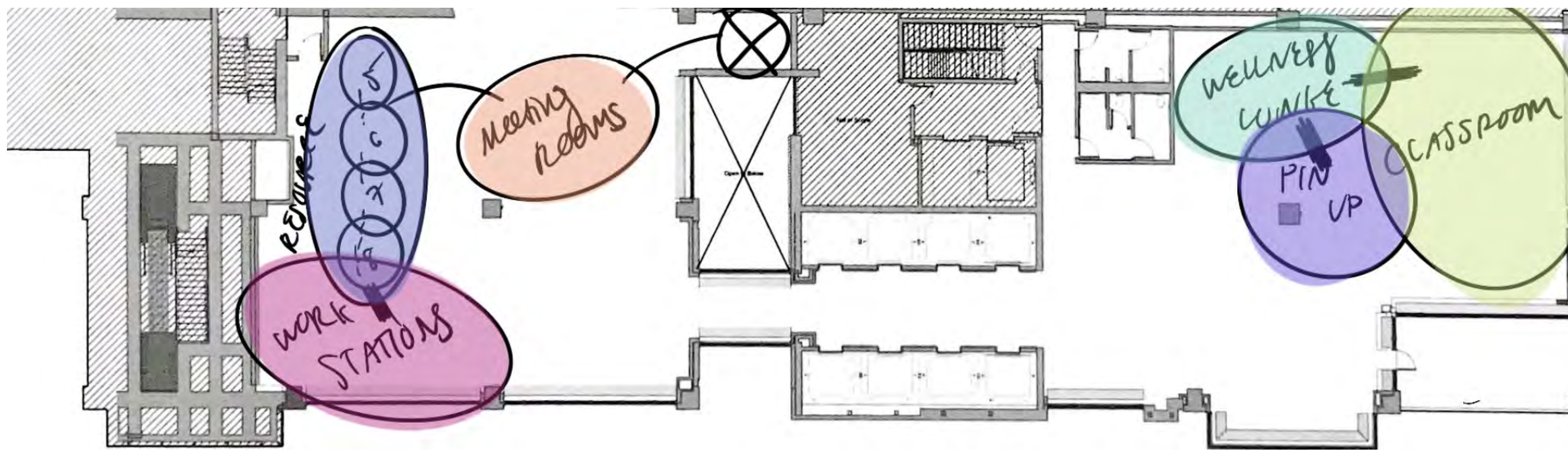




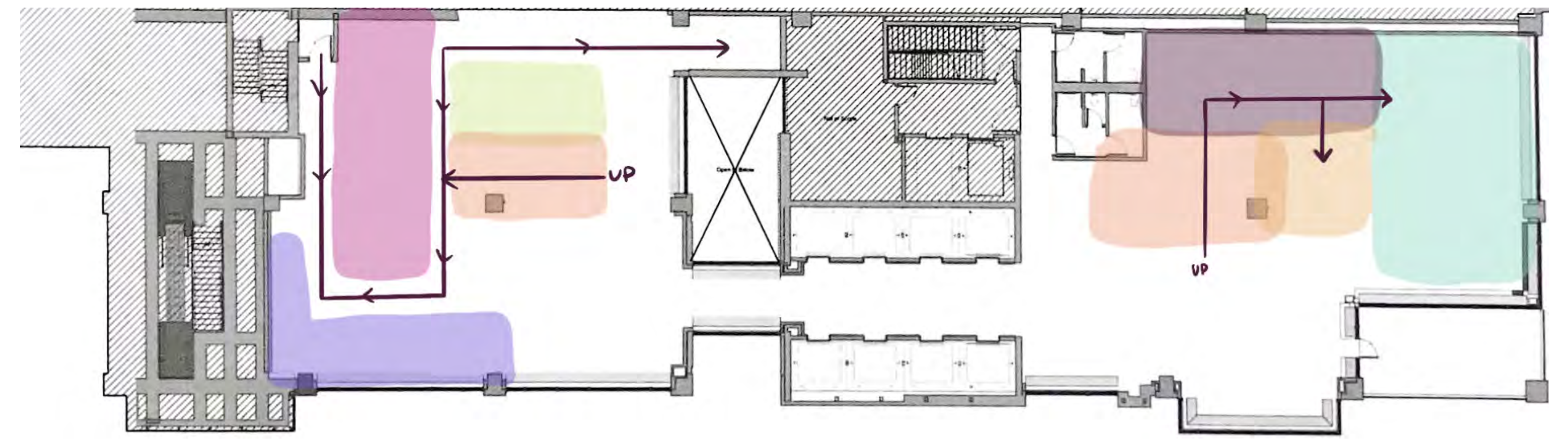
LEVEL 3 BUBBLE DIAGRAM



LEVEL 3 BLOCK DIAGRAM AND PATH OF TRAVEL

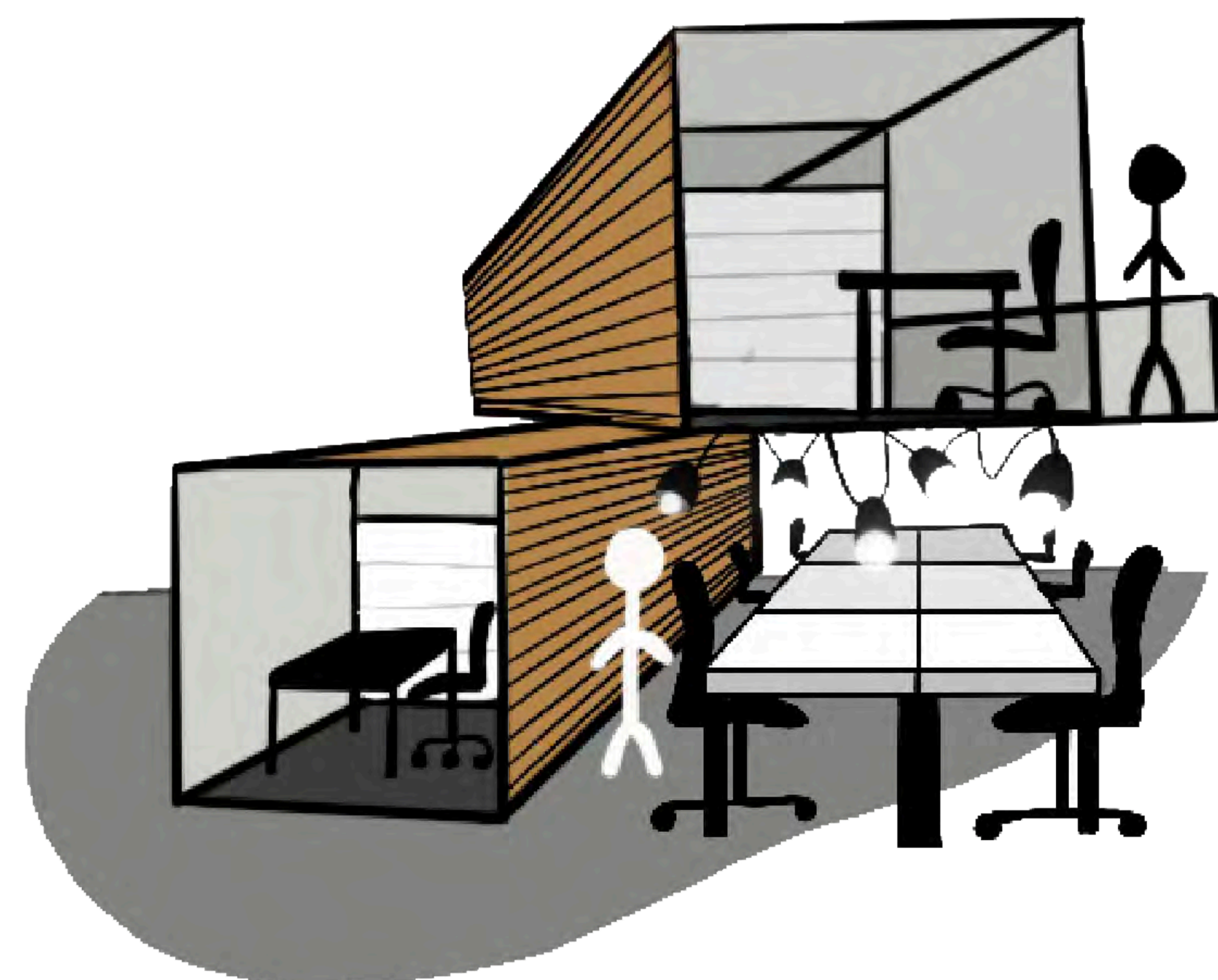


MEZZANINE BUBBLE DIAGRAM



MEZZANINE BLOCK DIAGRAM AND PATH OF TRAVEL

SPACE PLANNING



SHIFTED VOLUMES

PARTI DIAGRAM: Early concept drawing of stacked and shifted boxes, creating a positive vs. negative spatial iteration for private and collaborative work spaces.





FOCUS

Employees have control, with more choice and control over where, when, and how they work



COLLABORATION

Productivity while supporting in-office and remote workers more equally to focus, collaborate, and build relationships.



LEARNING

Resilience, with overcoming adversity, managing constant change, continuous learning at the forefront of the company



SOCIALIZING

A sense of community, trust, and shared purpose, evoking feelings of belonging



REJUVENATION

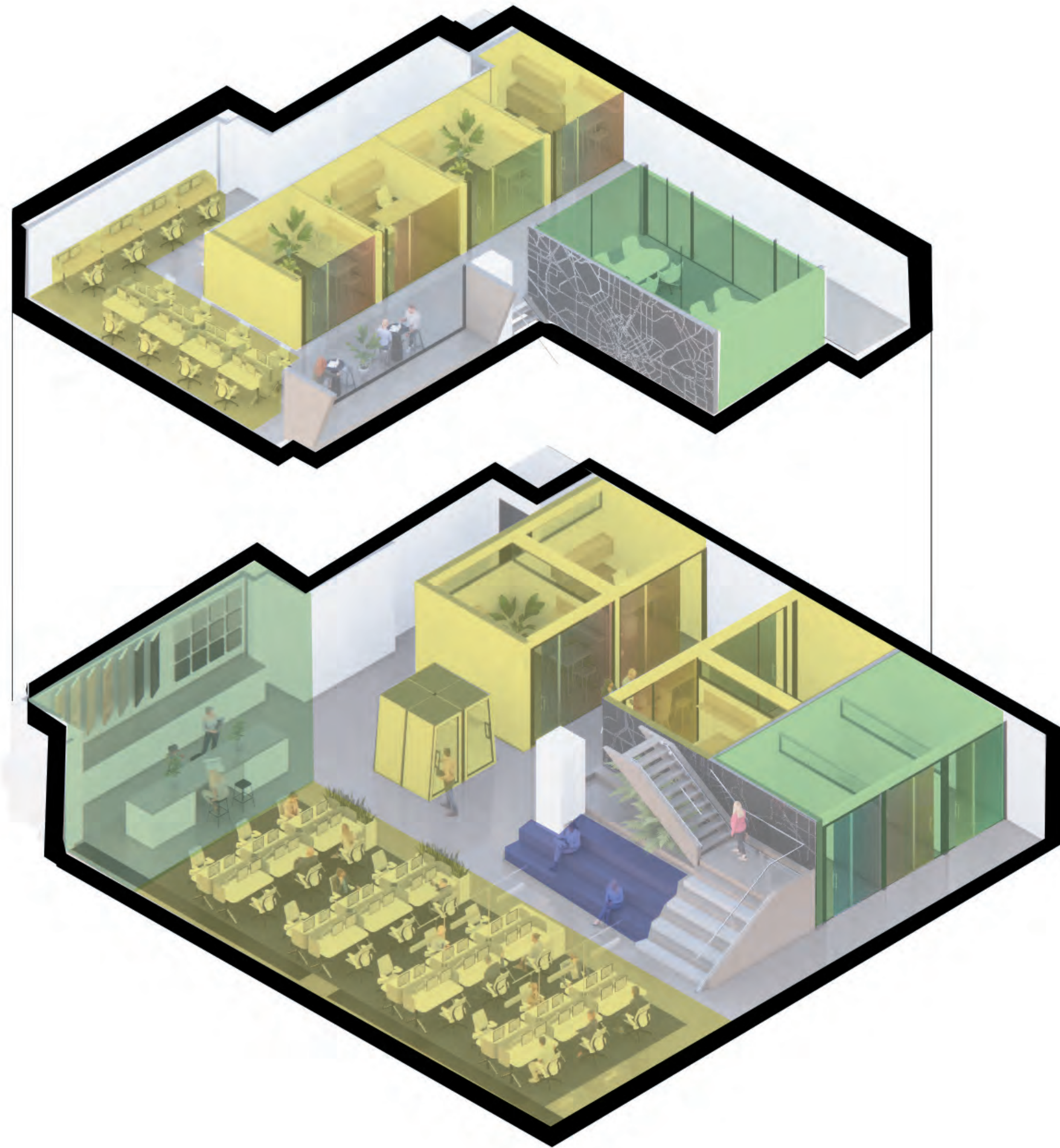
Places to rejuvenate and support wellbeing around the office, ensuring every employee is comfortable in their workplace



RELIEF

Most importantly, safety, where and physical and psychological health is prioritized





FOCUS



COLLABORATE



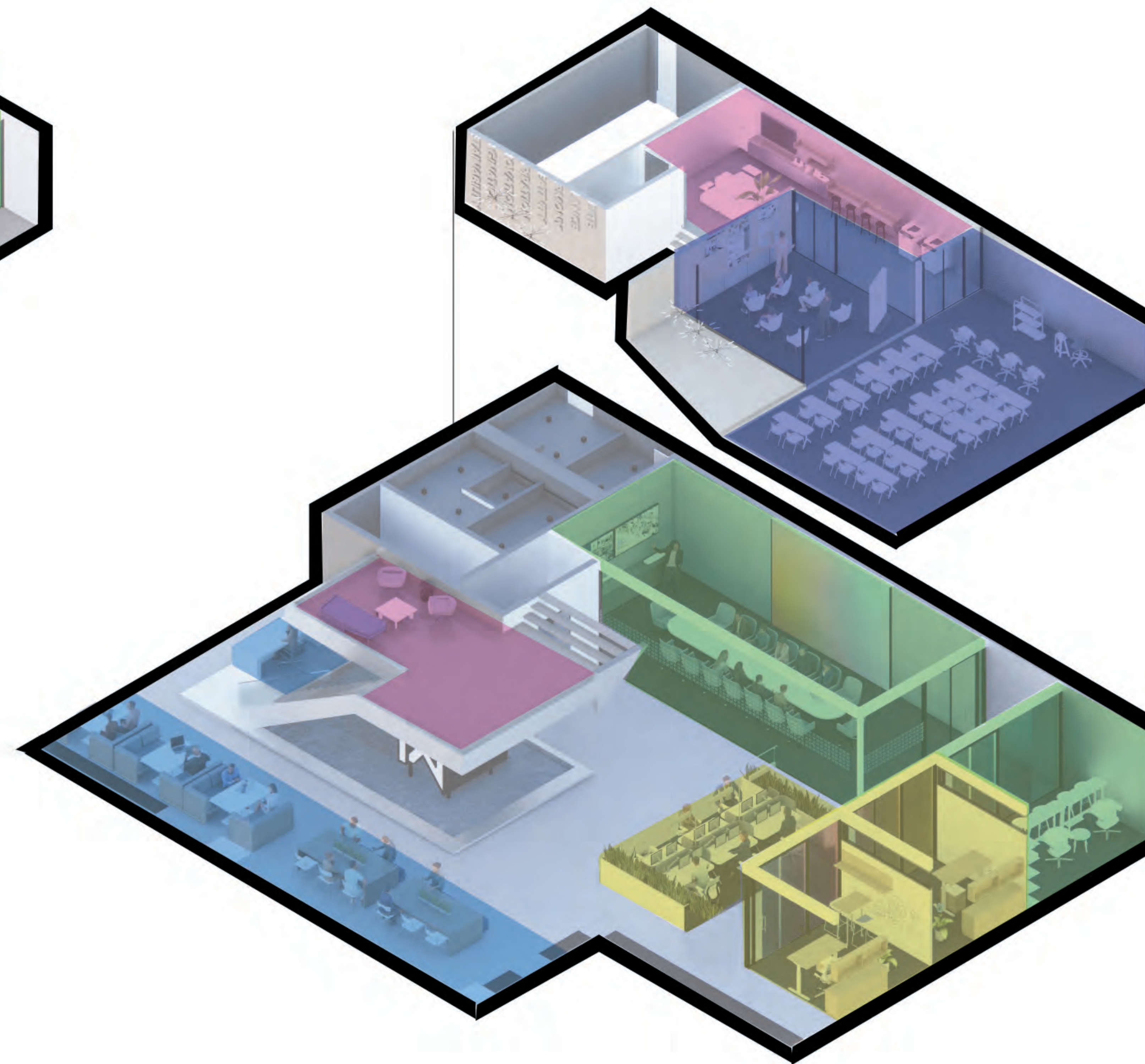
SOCIAL



LEARNING

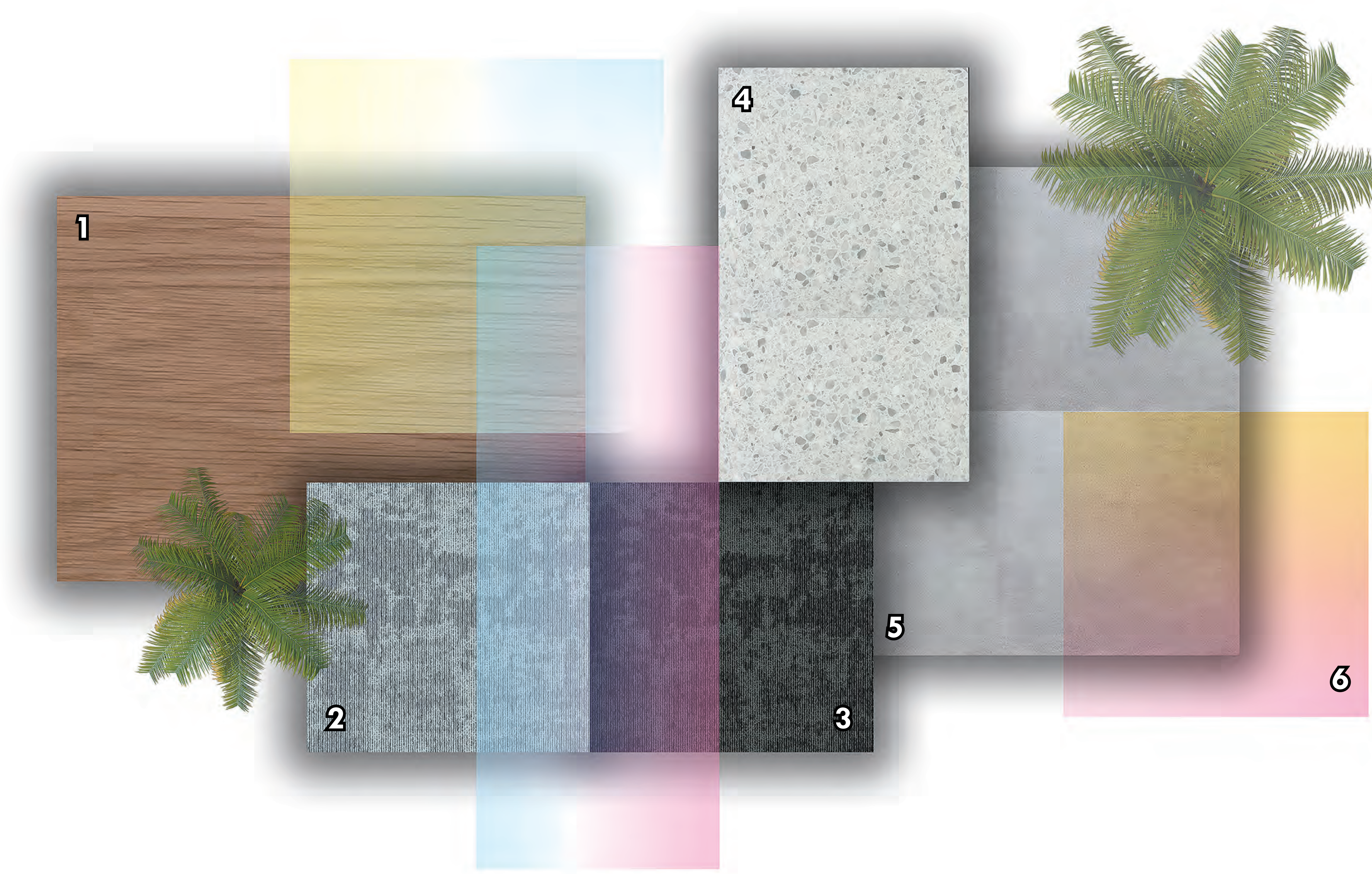


REJUVINATE



WORK MODES AXONOMETRIC





1 Oak Wood

2 Interface: Cloud Cover: After Dark

3 Interface: Cloud Cover: Fog

4 Terazzo Blanco

5 Porcelanosa: Silver

6 Dichroic Glass

FINISH BOARD

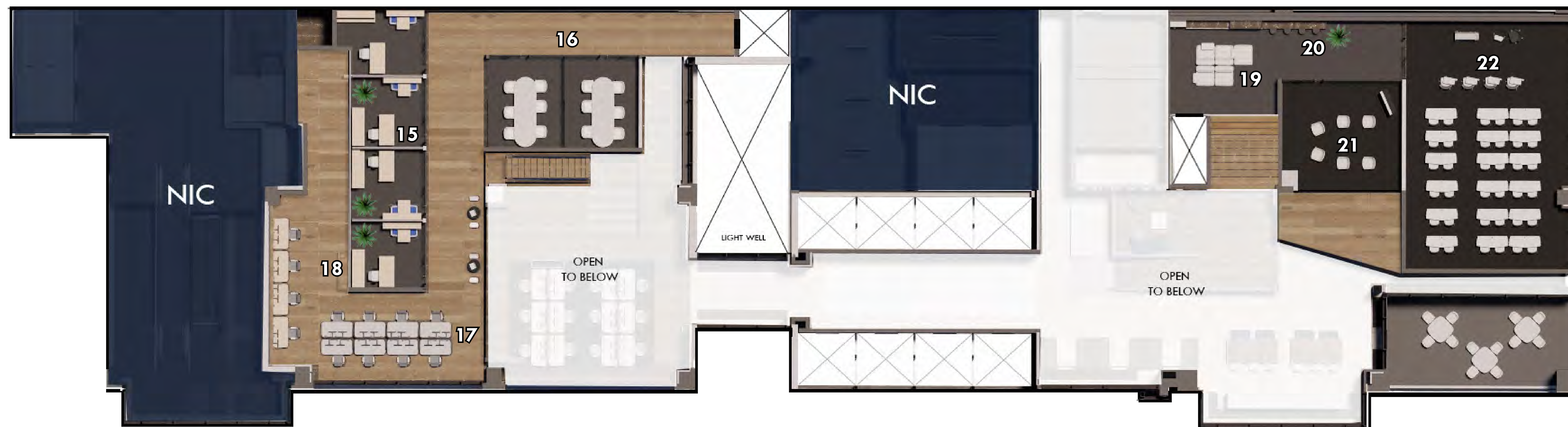




LEVEL 3 FLOORPLAN: 1/8" = 1'-0"

LEVEL 3 KEY

- 1 MONUMENTAL STAIRS 1
- 2 WORKSTATIONS
- 3 MATERIAL LIBRARY
- 4 PHONE BOOTHS
- 5 HUDDLE SPACE
- 6 PRIVATE OFFICES
- 7 HUDDLE ROOMS
- 8 RECEPTION
- 9 WORK CAFE
- 10 WORKSTATIONS
- 11 MOTHERS ROOM
- 12 CLIENT PRESENTATION
- 13 INNOVATION LAB
- 14 PRIVATE OFFICES



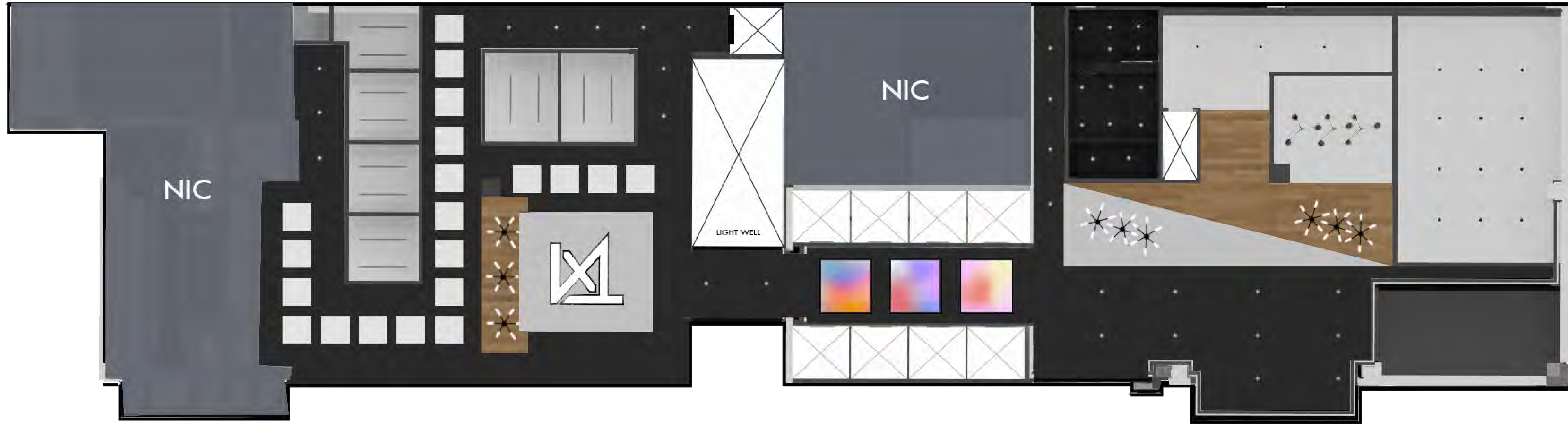
MEZZANINE FLOORPLAN: 1/8" = 1'-0"

MEZZANINE KEY

- 15 PRIVATE OFFICES
- 16 MEETING ROOMS
- 17 WORKSTATIONS
- 18 RESOURCE AREA
- 19 WELLNESS AREA
- 20 RESOURCE AREA
- 21 WILDCARD/PINUP SPACE
- 22 TRAINING CLASSROOM

FLOOR PLANS





MEZZANINE/DOUBLE HEIGHT REFLECTED CEILING PLAN: 1/8" = 1'-0"

Cafe and Reception located underneath double height ceiling



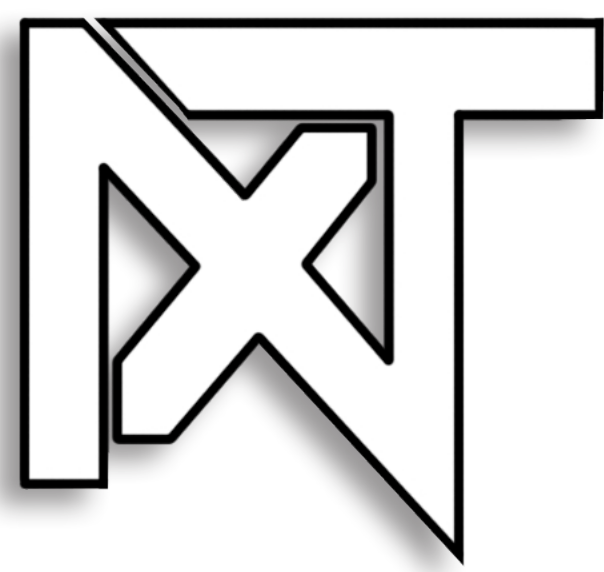
**Custom LED
Light Fixture**



**Steelcase
Flos Aim**



**Lumenwerx
Downlight**



**Custom
Company Logo
LED Light Fixture**



**WAC Lighting
Houdini Pendant**



**OCL
Una Pendant**



**Casper
Light Box**

REFLECTED CEILING PLAN





CLIENT PRESENTATION

Featuring NEXT's logo curtain wall decal, the interior spaces are transformed with a cohesive and branded design, adding a touch of identity and aesthetic unity throughout.

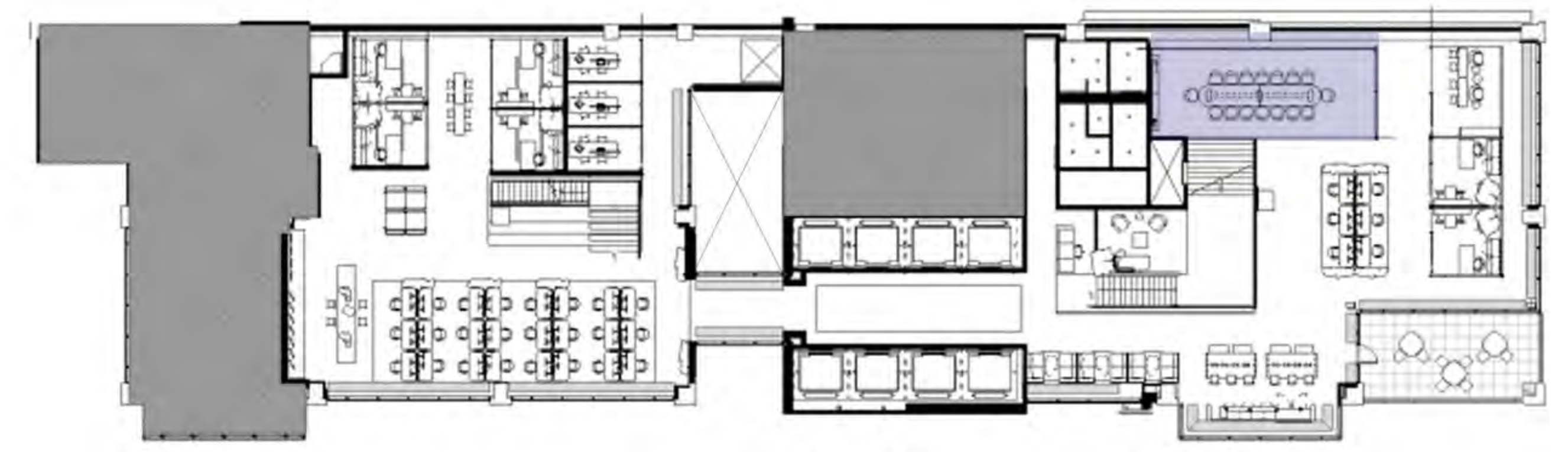




CLIENT PRESENTATION (CONT.)

Client presentation features an immersive 3-dimensional projection screen, elevating the experience with vivid visuals and dynamic content that captivates and engages the audience.





West Elm
Greenpoint Credenza



Steelcase
Sterling Chair



Steelcase
Convolve Table

CLIENT PRESENTATION

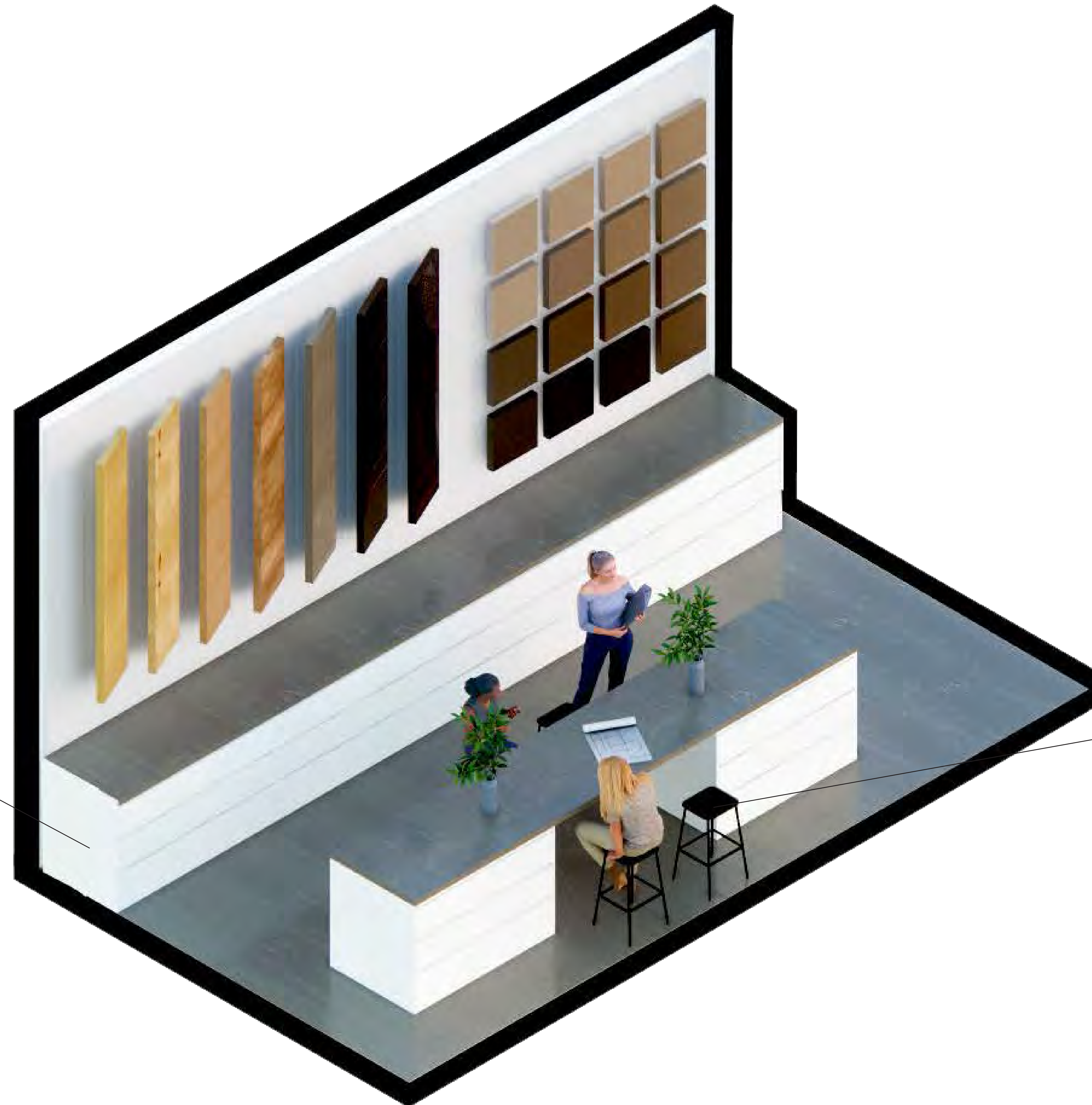
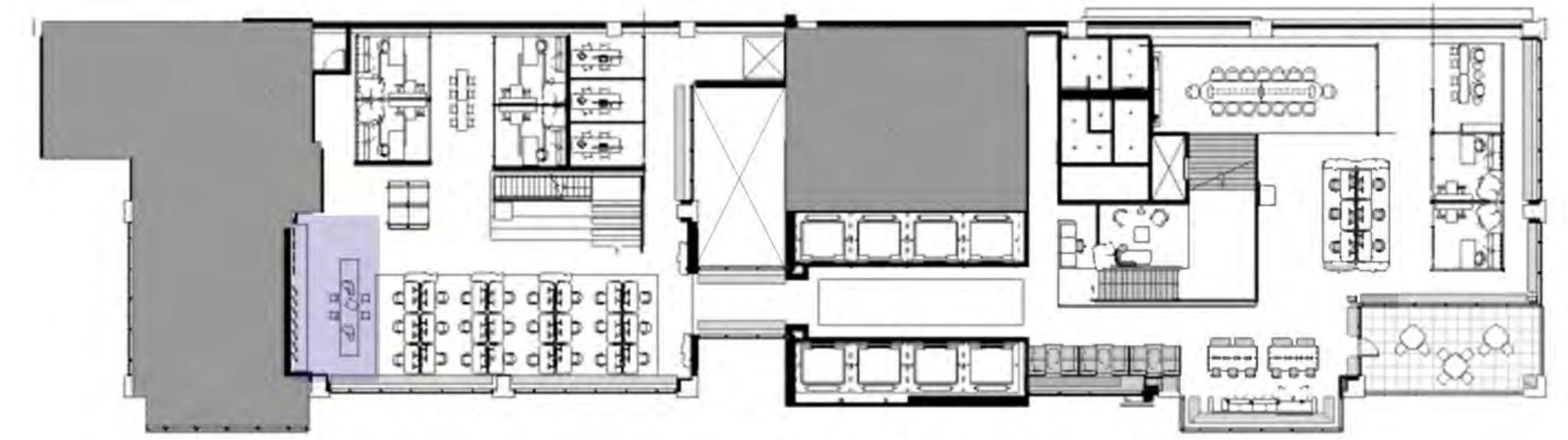




MATERIAL LIBRARY

A readily accessible and collaborative open material library conveniently situated next to the workstations.





Steelcase
Lateral File



Steelcase
Lateral Facet Stool

MATERIAL LIBRARY





VISITOR WORKSTATIONS

Every workstation at NEXT is equipped with a custom task lighting feature, ensuring proper desk illumination under ceilings up to 30 feet throughout the entire space.





ELEVATOR LOBBY

Three LED lighting fixtures cast reflections on the powdered aluminum panels, producing a captivating illusion of increased depth.

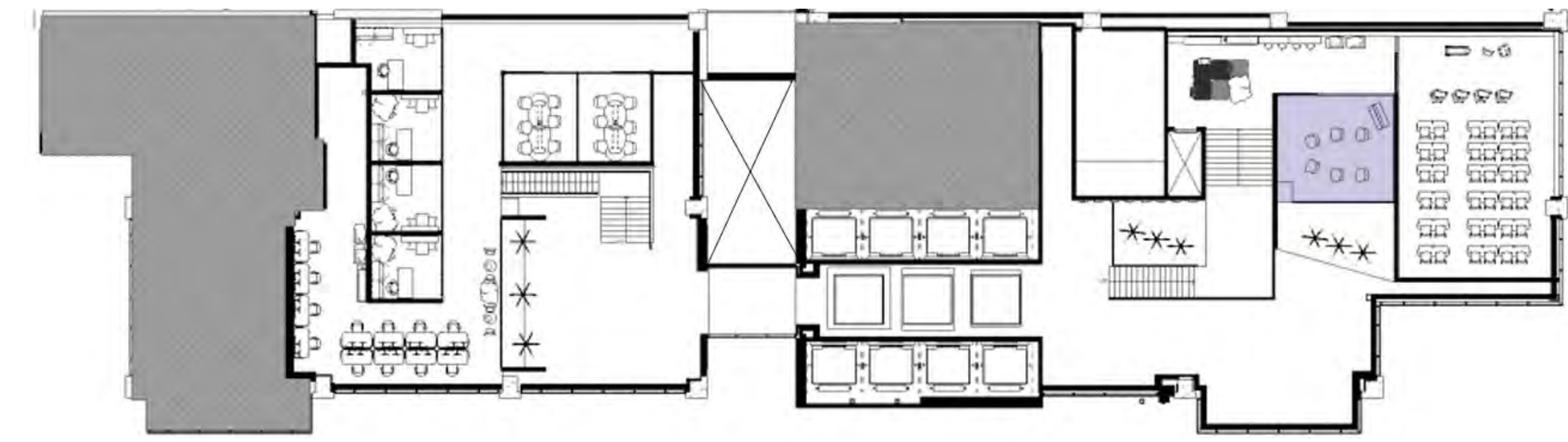




PIN-UP SPACE

Strategically positioned at the heart of the monumental stair structure, symbolizing NEXT's innovative architectural projects and commitment to pushing design boundaries.





Steelcase
Flos Aim



Coalesse
Bindu Chair



Coalesse
Exponents Display

PIN-UP SPACE

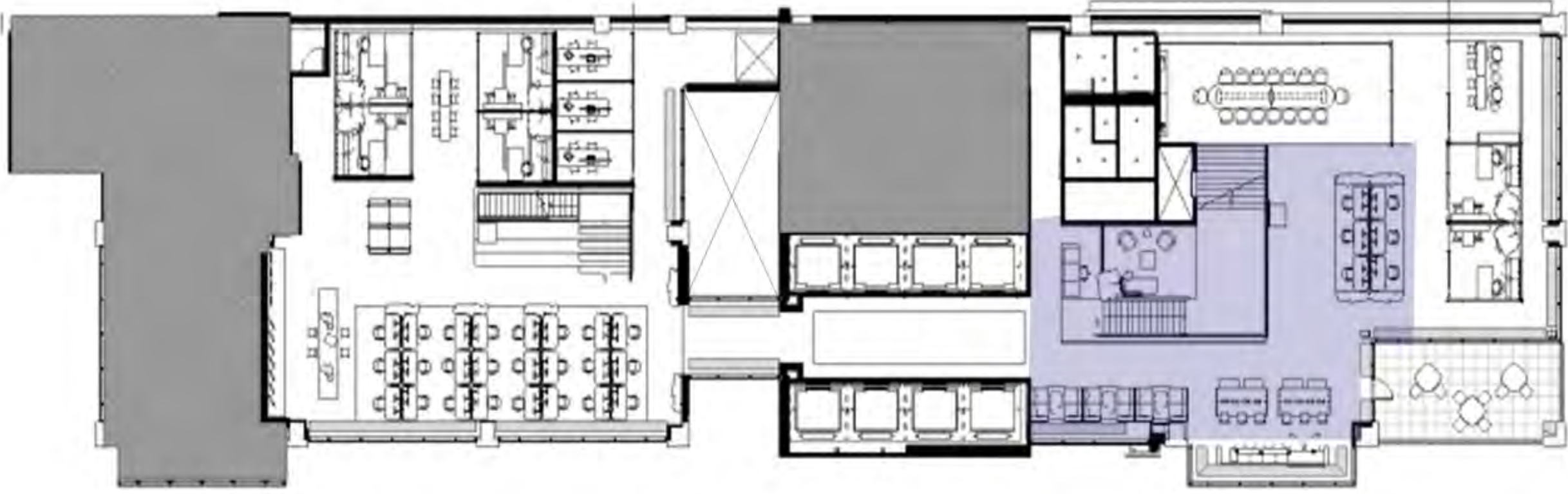




MONUMENTAL STAIRCASE

NEXT's logo is positioned under the interior monumental stair structure, symbolizing the roots of the company as a foundational building block in its innovative journey.





Steelcase
Bloke Chaise



Steelcase
Bolia Chair



Coalesse
Langunitas Lounge



Coalesse
Langunitas Table



Steelcase
Simple Chair



Steelcase
Turnstone Campfire



MONUMENTAL STAIRCASE

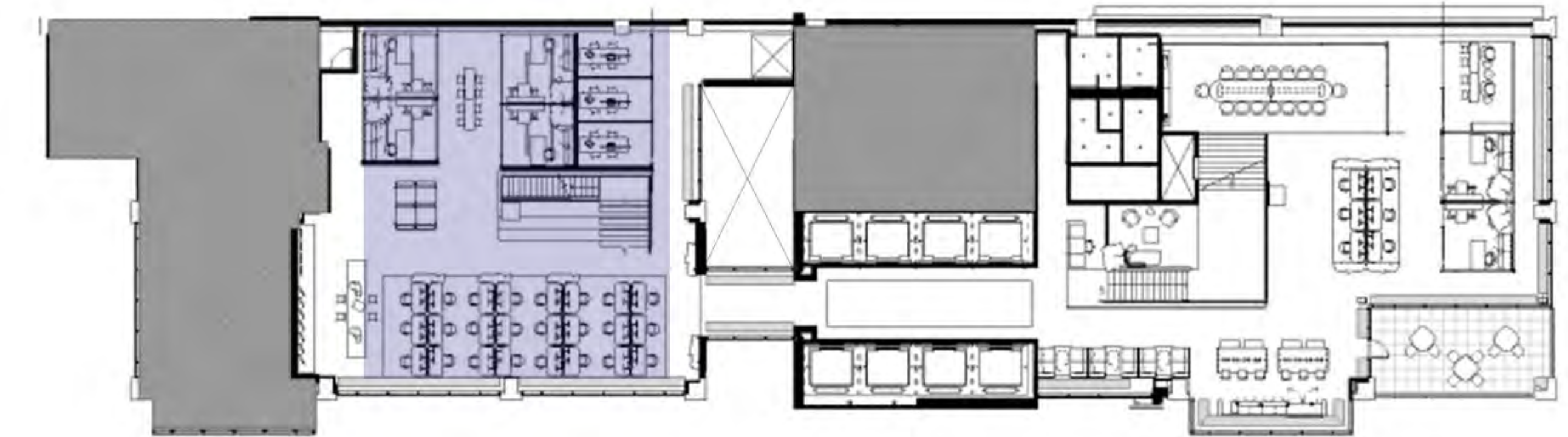




RECEPTION

Upon entry, guests and employees are greeted by the company's logo under a reflective pool, representing a fusion of identity and fluidity that sets the tone for a harmonious and innovative environment.

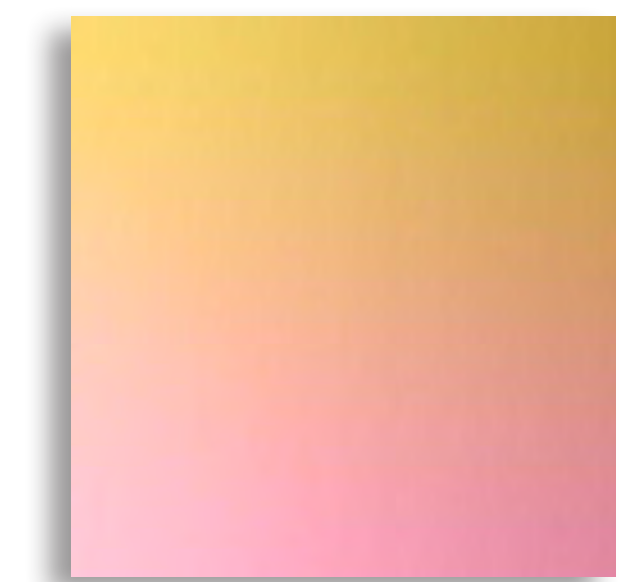
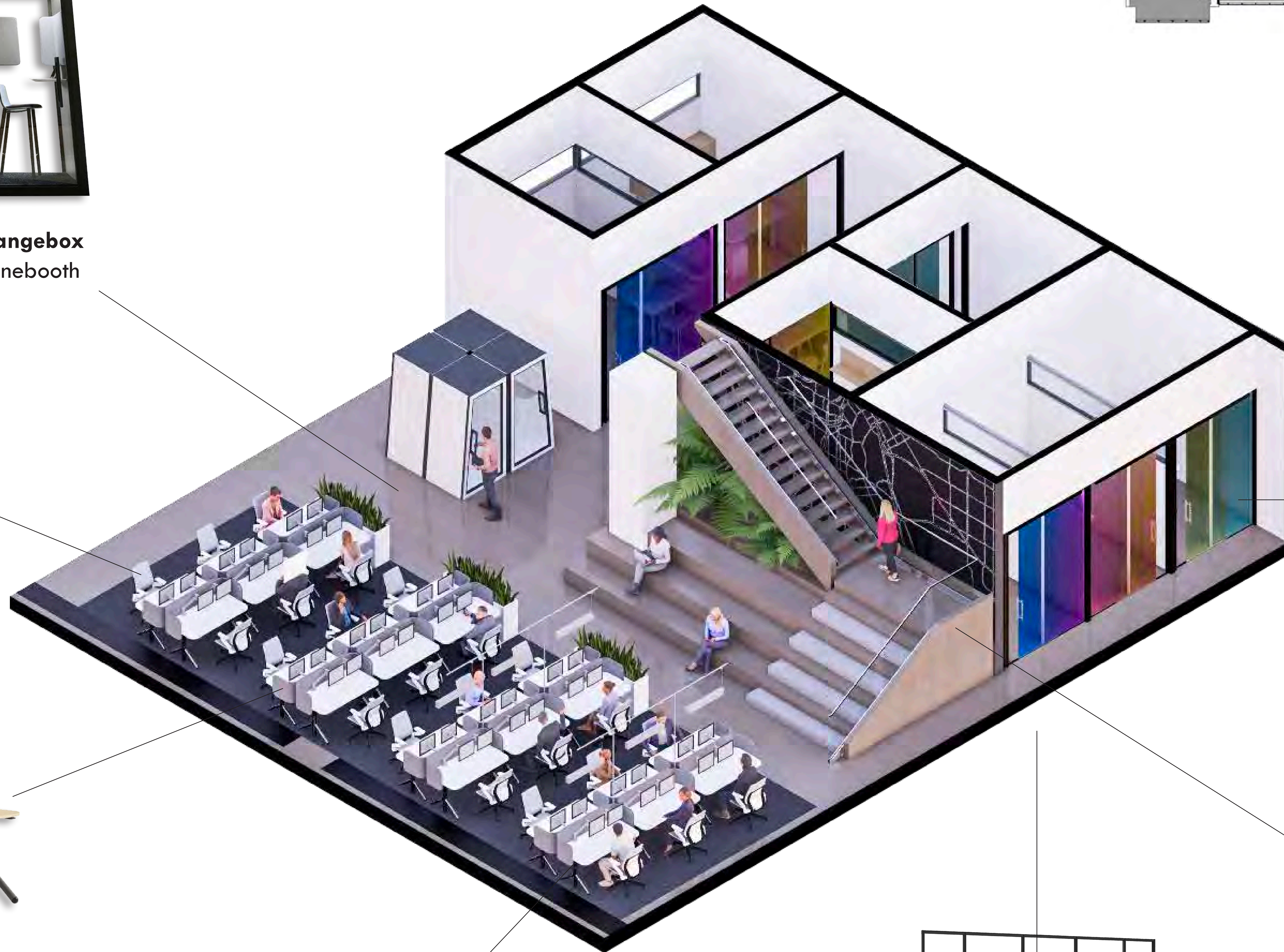




Orangebox
Phonebooth



Steelcase
Gesture



Custom Dichroic
Glass



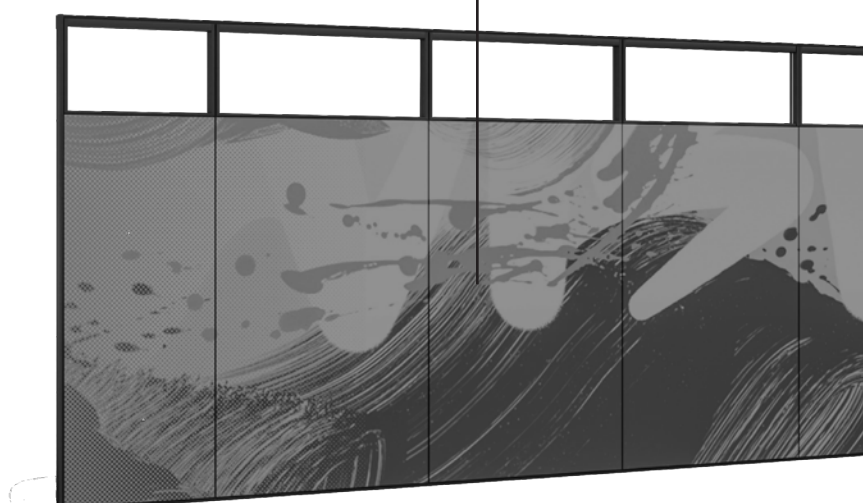
Map of Dallas, TX



Steelcase
Flex



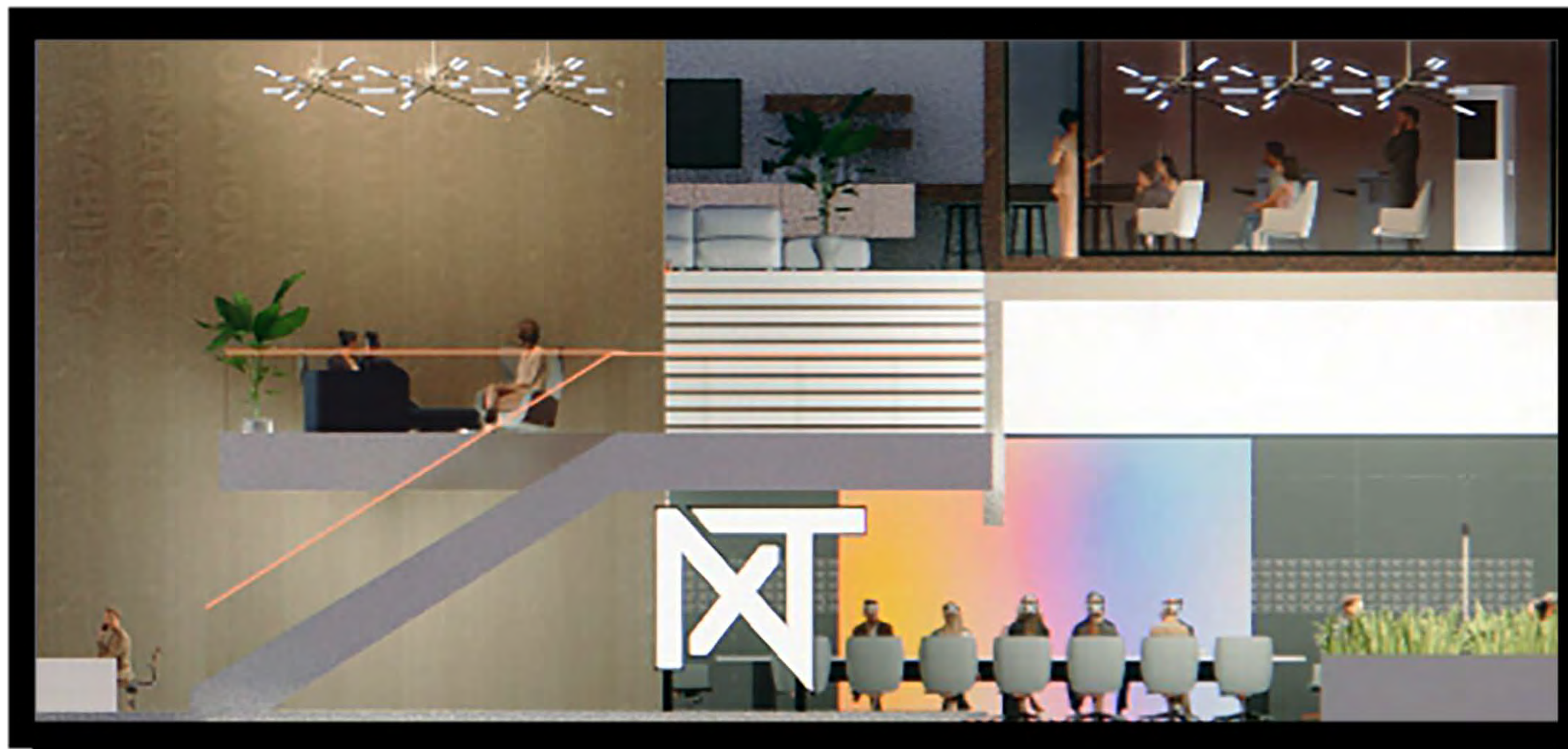
OCL
Una Pendant



Steelcase
Everwall

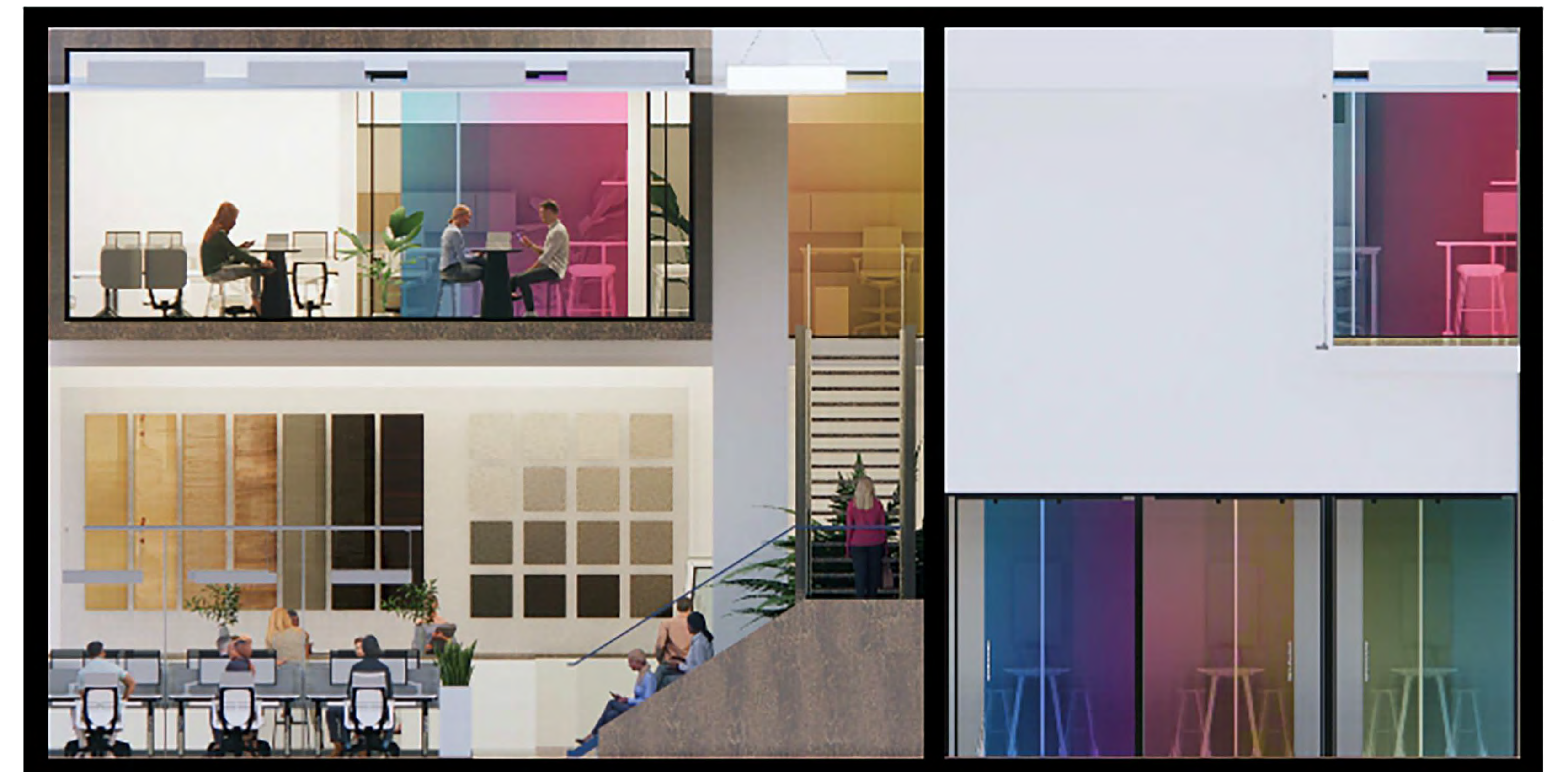
WORKSTATIONS





MONUMENTAL STAIRCASE ELEVATION NTS

This interior elevation showcases the dynamic interplay of positive and negative space, revealing a captivating display of shifting shapes that redefine the spatial experience.



HUDDLE ROOMS, WORKSTATIONS, MATERIAL LIBRARY ELEVATION NTS

This interior elevation showcases the dynamic interplay of light and color in the space, unveiling a vibrant symphony that accentuates the architectural elements and creates an immersive visual experience.

INTERIOR ELEVATIONS



THANK YOU!

