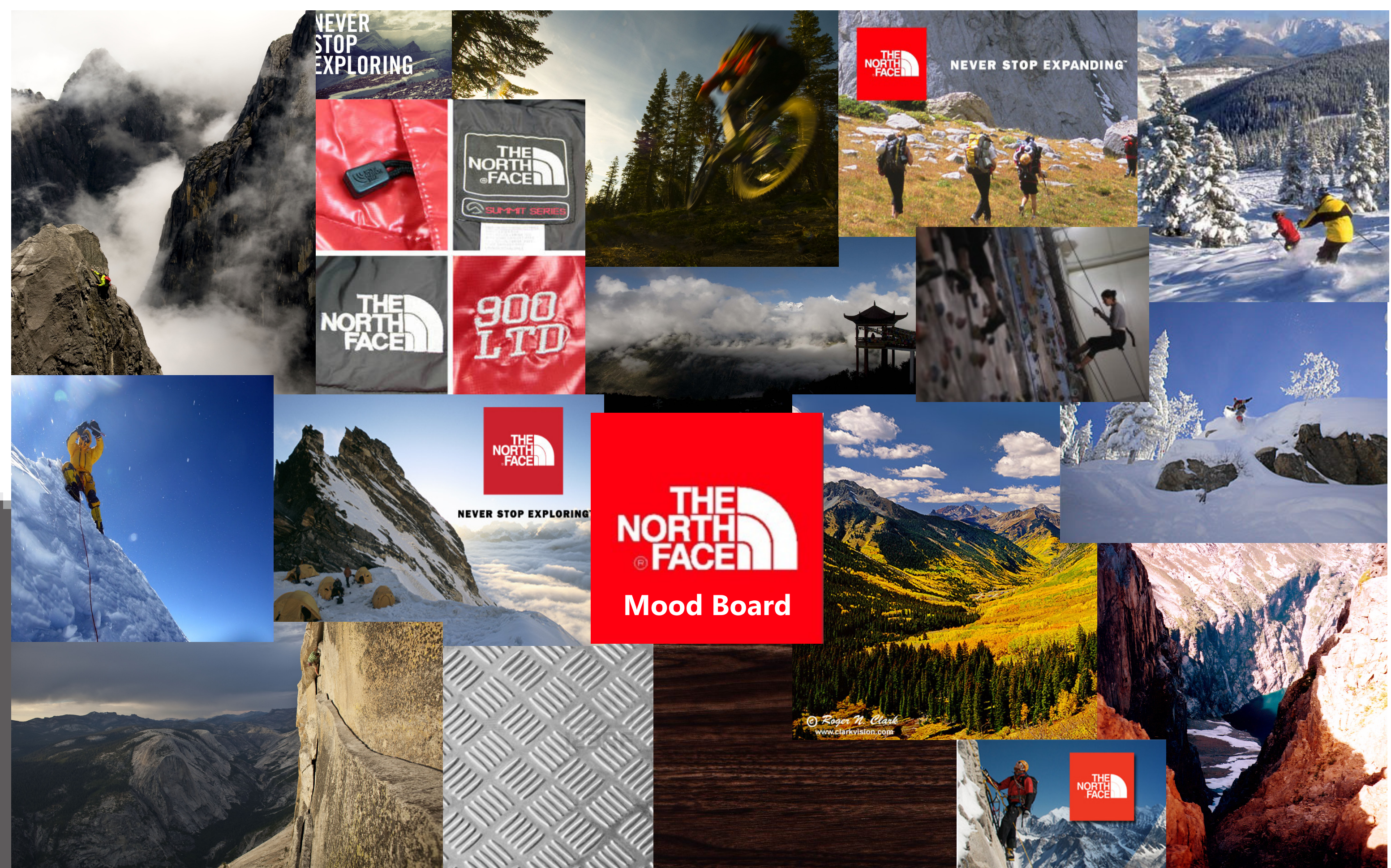


THE NORTH FACE: CORPORATE DESIGN

BY: ASHLEY KRANT



Project Concept Statement:

The North Face offices are a very compact space for all different types of workers. This space needs to surround around the creative innovation, research development, collaboration of co-workers, and lastly technology. All of these different spaces need a relating space to work and give inspiration for new ideas. The design of the office space will be a calm, bold, and a organized design.

This space needs to respond to The North Face business objectives, which includes an environment that is more cohesive and high-performance to inspire the employees. Introducing glass walls around private offices to let the natural light flow through the space with bold graphics and rock walls to help the employees feel as if they are surrounded by woods and grassy fields. Applying light colors with accent reds and strong wood grained finishes will make the space appear to be clean, slick, and organized. Collaboration spaces are a very important. The design will incorporate different outdoor scenes to give the employees a chance to adventure while working.

The employees will feel as if they were climbing the biggest mountain and skiing down the highest cliff so that they will feel what the client's are as they wear "The North Face" appeal. To create dynamic workspaces and conference spaces that openly feels of the outdoors, and fosters a creative environment for the product design, and executives.