
Pradnya Patil

Designing an office space for a dynamic 21st century graphic design firm involved understanding the personality of the company + addressing its need to create a collaborative + dynamic work space which enhanced creativity. This is a conceptual project which attempts to understand the working of a open office type workspace verse the traditional workspace.



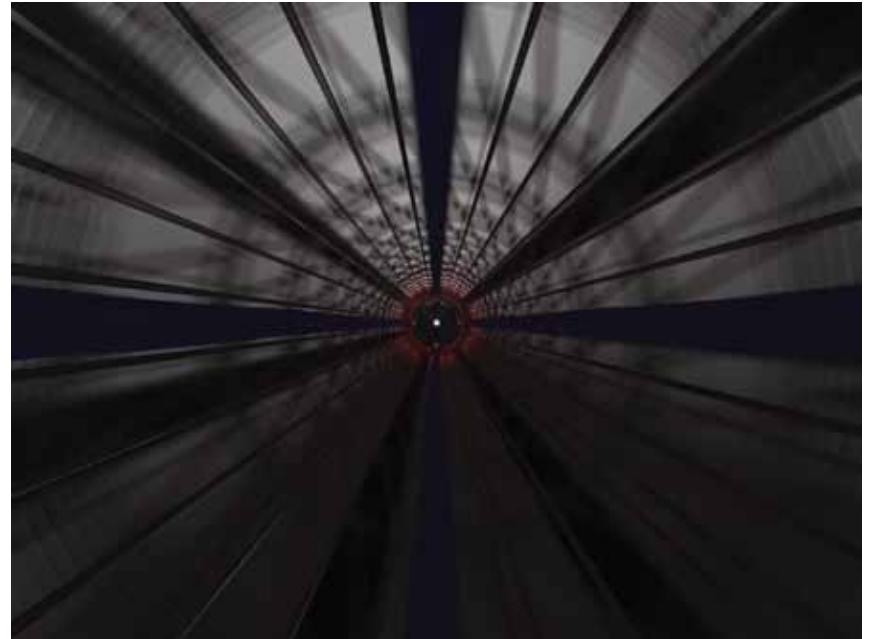
Office Design Project | Midtown, Manhattan | New York

The office was a graphic + branding firm which wanted to portray itself as a forward thinking + dynamic 21st century office. They worked in a collaborative manner, therefore needed a open office with spaces that acted as mixers for interaction + brainstorming + exchange of ideas.

motion + dynamism



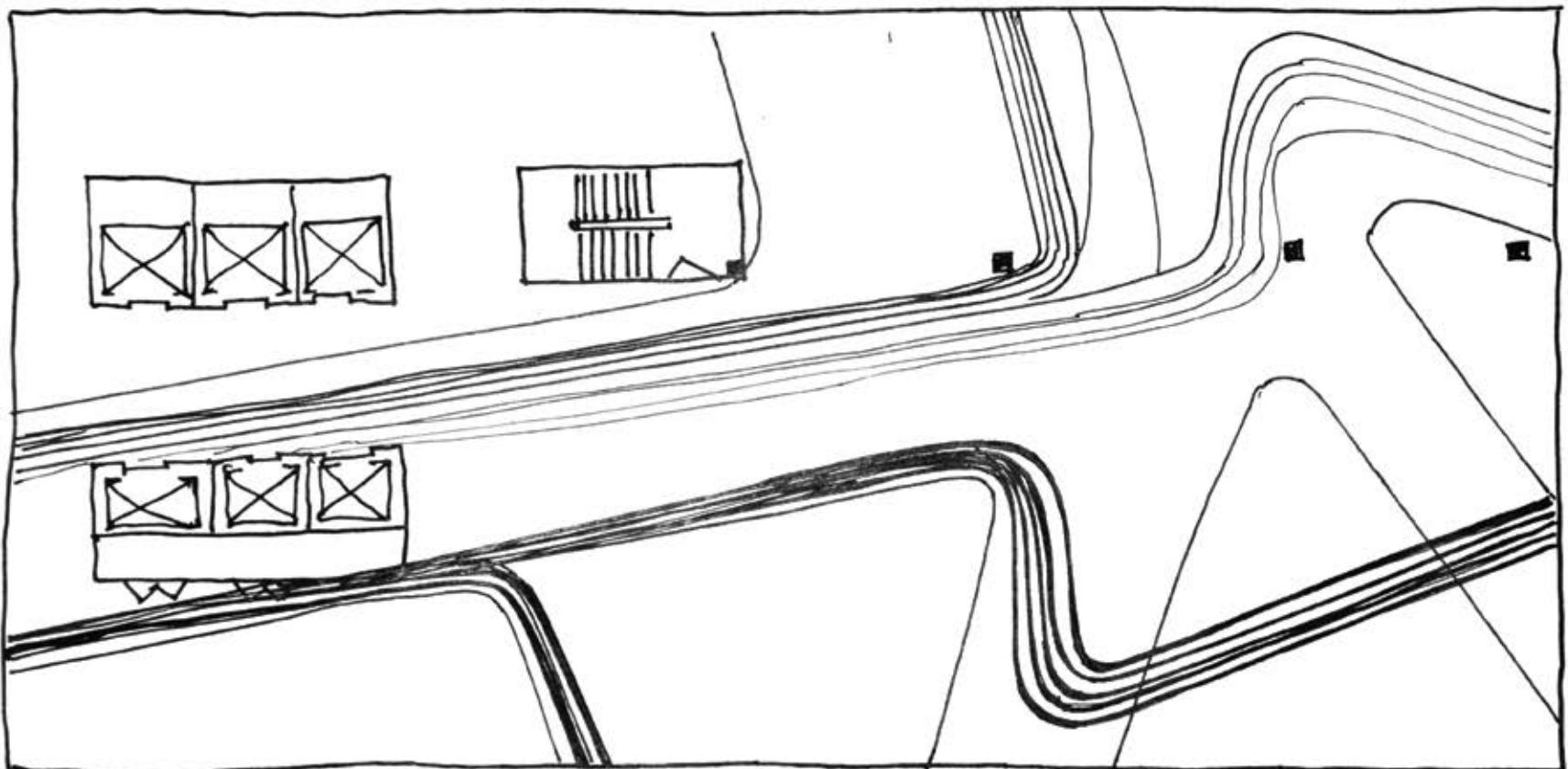
Inspiration images that generate a sense of dynamism + motion even in a static space. The site was long and linear, which could become a disadvantage if not utilized well. The act of adding a visual layer of cues to guide + direct people in the space was important to utilize this aspect of the site to our advantage. This created a sense of dynamism + interest and allowed the users an opportunity to connect + mix through use of vertical + horizontal connection.



Design can be visual but it becomes spatial when it is functional. The biggest disadvantage of a open plan office is the level of noise + privacy. This presented an opportunity to think of the space + the sound of the space. The design solution was created by introduction of ceiling baffles which provided the visual cues of direction but more importantly acted as a sound absorbing system to keep the sound levels down.

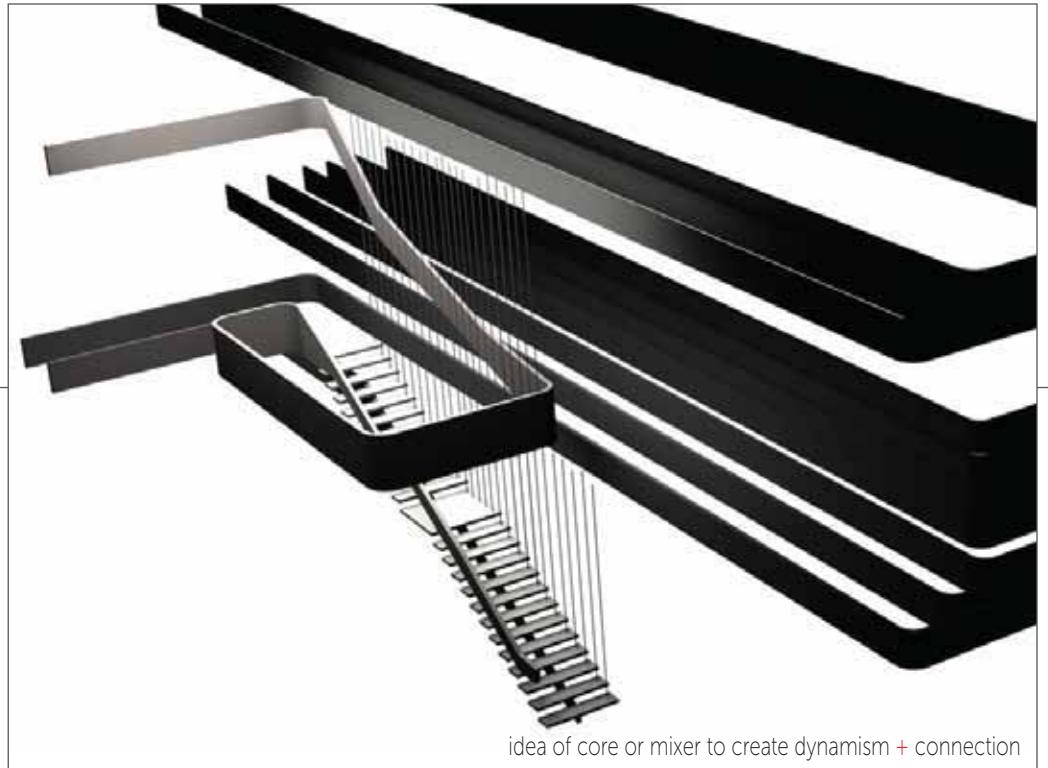
connect + direct + function

Line diagrams + sketches allowed to explore the idea of dynamism in space. References + ideas + techniques of Russian constructivist paintings were studied to understand the element of static versus dynamic in creation of a composition. These principles were later converted into line diagrams and used towards the space planning. The objective was to connect the entire space both vertically + horizontally.

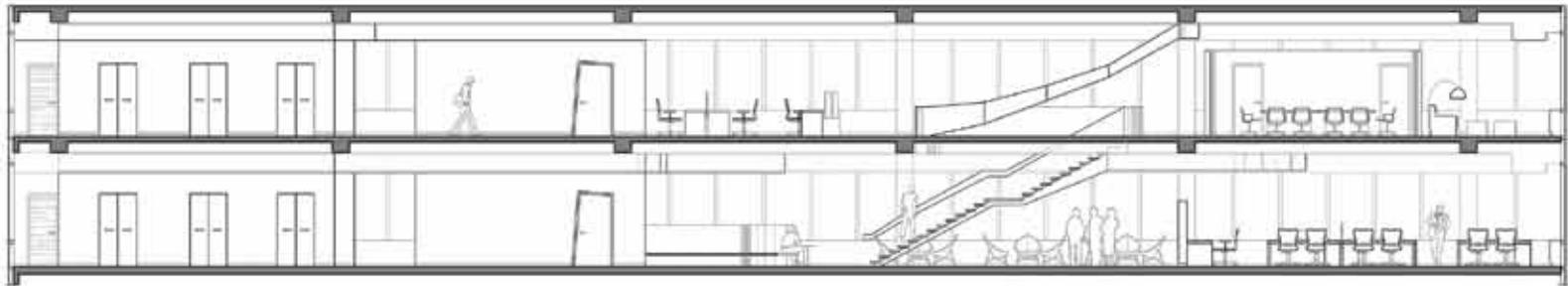


Design Studio - Fall 2010

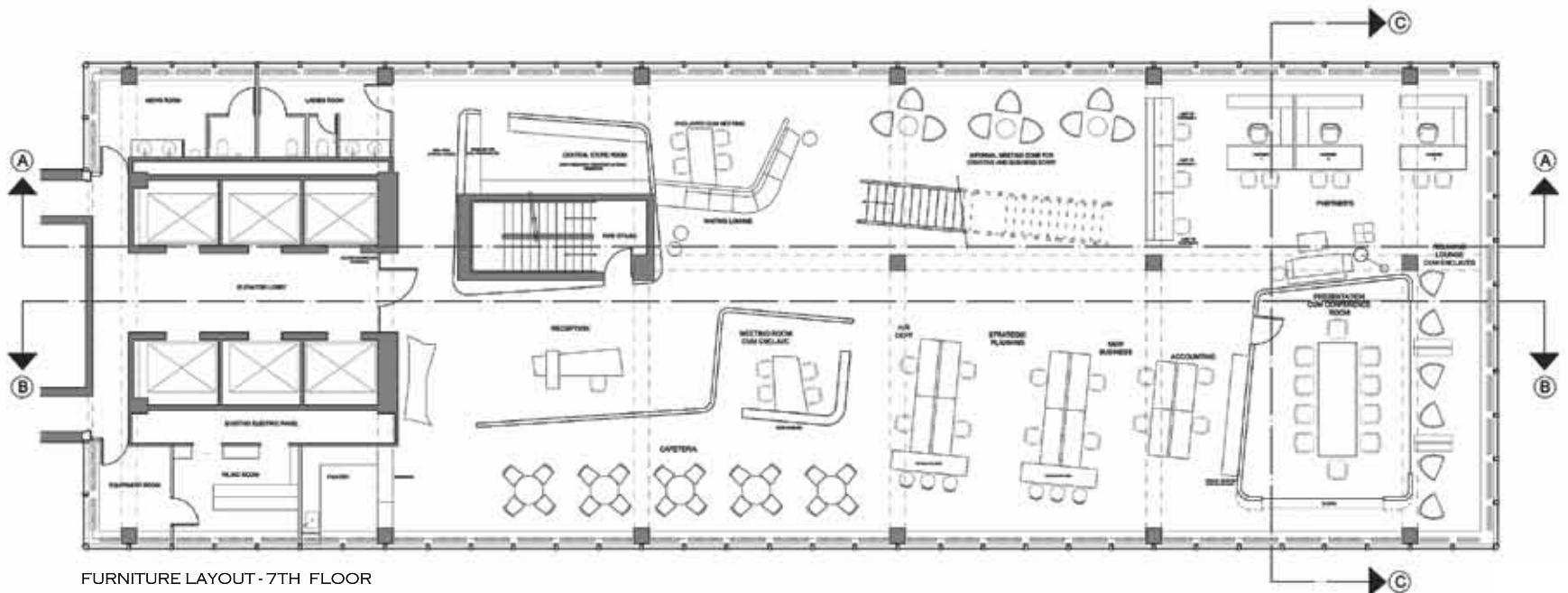
Continuing with idea of motion, dynamism + connection in the space. The staircase between the two floors of the office became the mixer as the staff moved between the floors for meetings + casual conversation in the cafeteria. These are moments of connection as they present opportunities for brainstorming ideas. The office environment that fostered in its employees a sense of belongingness + a sense of place, eventually increasing the employee productivity + translating into the profits of the company.



idea of core or mixer to create dynamism + connection



SECTION A



FURNITURE LAYOUT - 7TH FLOOR

creating motion, dynamism and interaction through design in a static office space

Design Studio - Fall 2010

In this office project I explored the concept of motion with an underlay of INTERACTION & CONNECTION. The ceiling baffles act not only as a visual element but actually helped connect people by guiding + directing the workforce into the different areas of the office. The views capture the sense of place which was intended to feel open + dynamic at the same time.



view from cafeteria and meeting areas



view from open office



view from lounge

Design Studio - Spring 2011

Muji unwind is my attempt to reinvent the Muji to go store. JFK Airports terminal 5 has top class facilities and Muji to go did not provide the visitor with a memorable retail experience. Being housed in one of the busiest airport the store underplayed its possibility of becoming an introduction/ launch pad for the brand to the American market. With Muji unwind, I envisioned a multi use space to relax, experience MUJI products and switch quickly to an event spaces for special occasions. My concept provides a dramatic new shift in the visitor experience by juxtapositioning the buzz of the airport with a sense of pause and privacy through a series of frames.

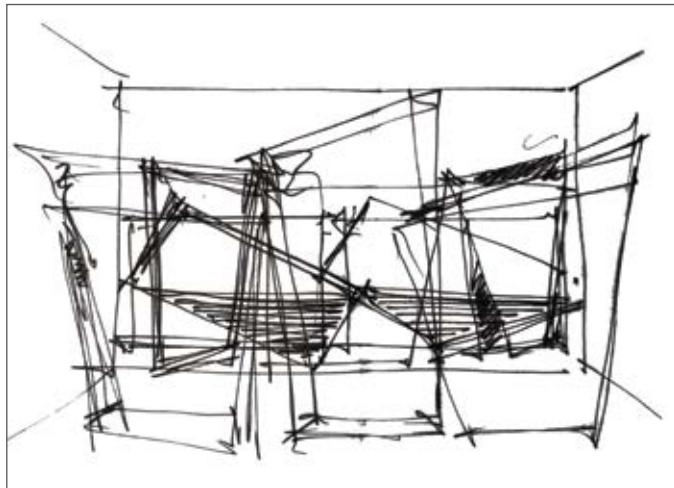
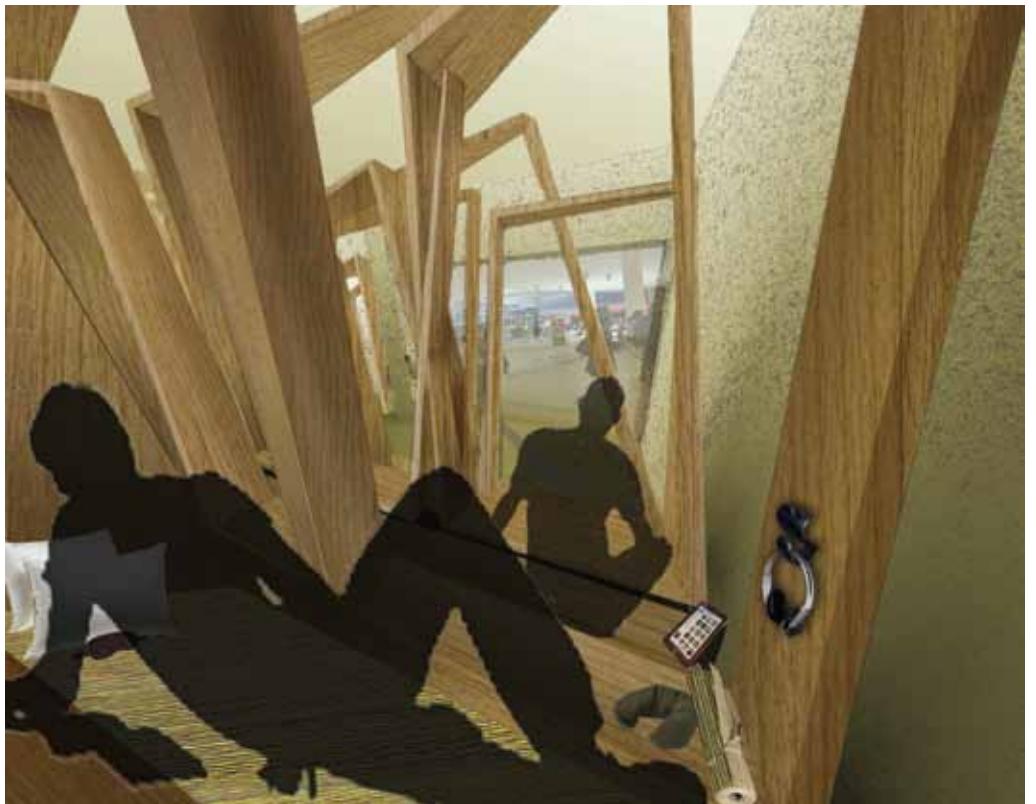
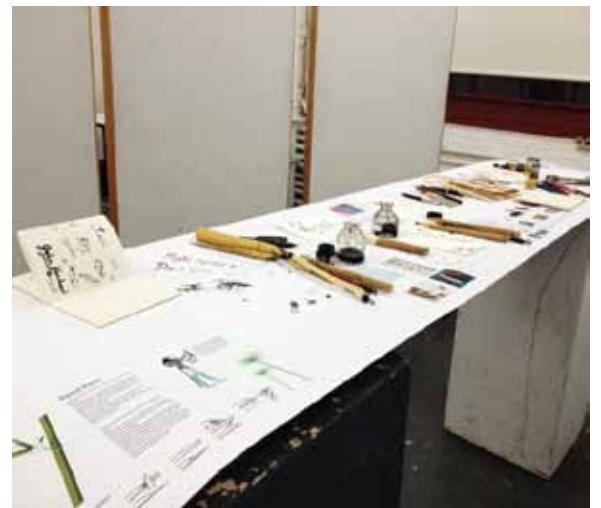


exhibit an EXPERIENCE

Exhibition Design Studio - Fall 2011

As we explored the idea of exhibition, I also started to think of it as an experience. People connect with art, objects and fashion only when these evoke a deep emotion or feeling and resonate closely with the audience. The Museum of Writing Instruments was one such experiment where the visitor walked into a space delineated by words and became the part of the environment that enveloped them.



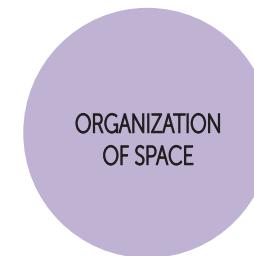
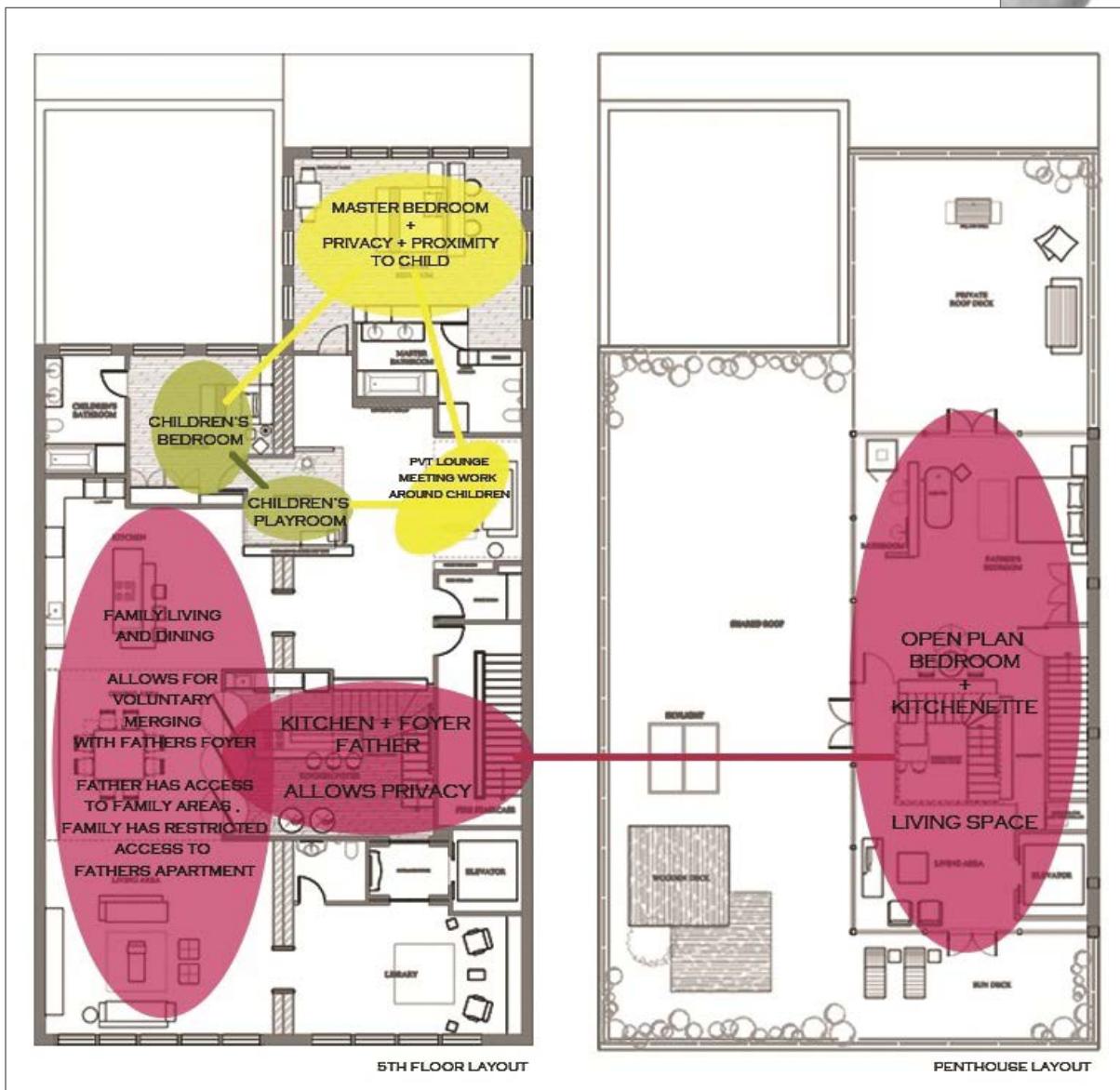
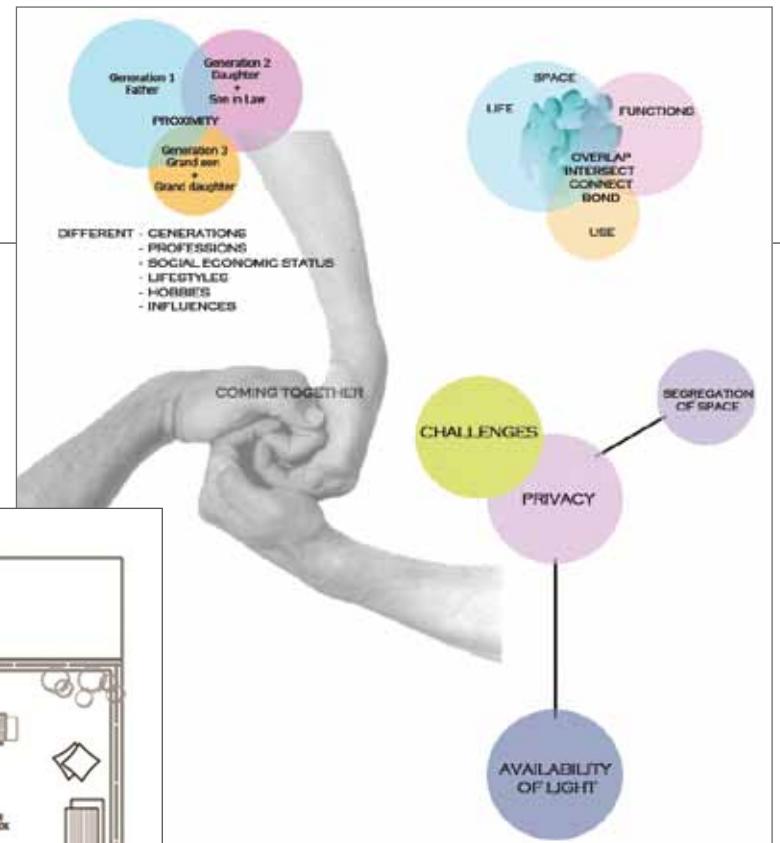
The residential redux project is a multi generational living space for people from three generations. The design process involved studying the lifestyles of the residents + providing a design solution that balances the needs of different individuals. My design proposal takes cues from the program + constraints to create a living space which focuses on balancing the residents need for privacy + communal spaces.



Residential Redux | Midtown Loft | New York

relationships + space

The people in the space defined the space. The loft is primarily owned by the father who will be having his daughter + her family stay with him. Accessibility of the various areas of the loft independently without disrupting private areas of the house was essential to provide solitude to residents. The father liked to socialize + often had guests visiting him; he therefore needed access to the terrace + had a section of the outdoor space for his private use.



ORGANIZATION OF SPACE

FAMILY

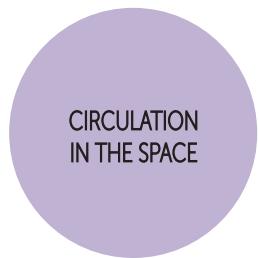
CHILDREN

FATHER



Being from different generations the residents had distinctive lifestyles + needs for space + privacy. This created a unique pattern of movement in the space. Almost like a dance where some paths crossed + overlapped while some remained accessed only by certain members in the family. This diagram shows how various people moved in the design layout proposed for this project.

circulation + movement

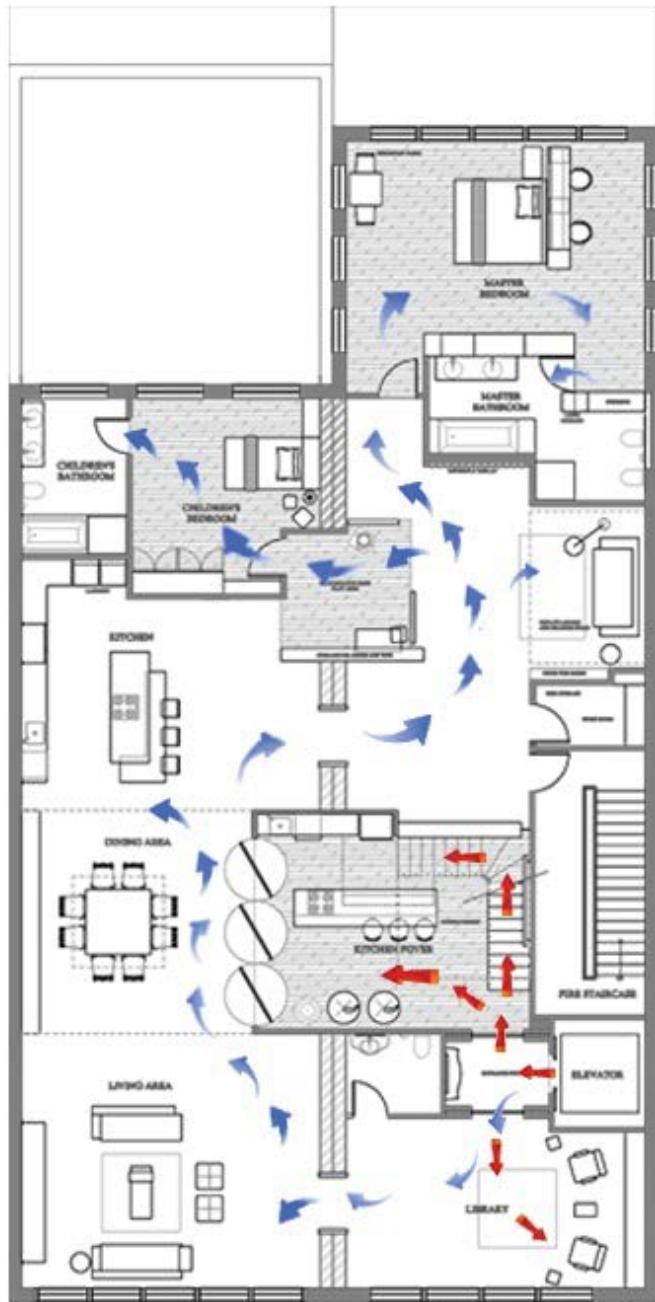


CIRCULATION

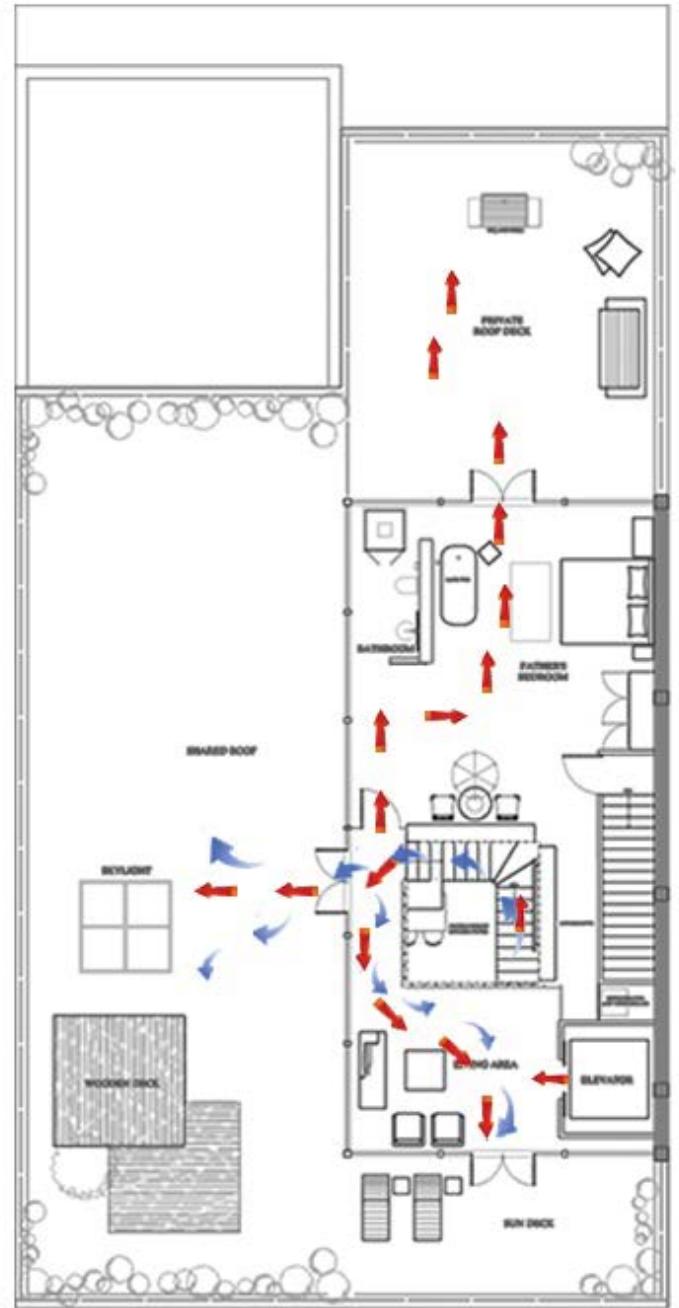
FAMILY



FATHER



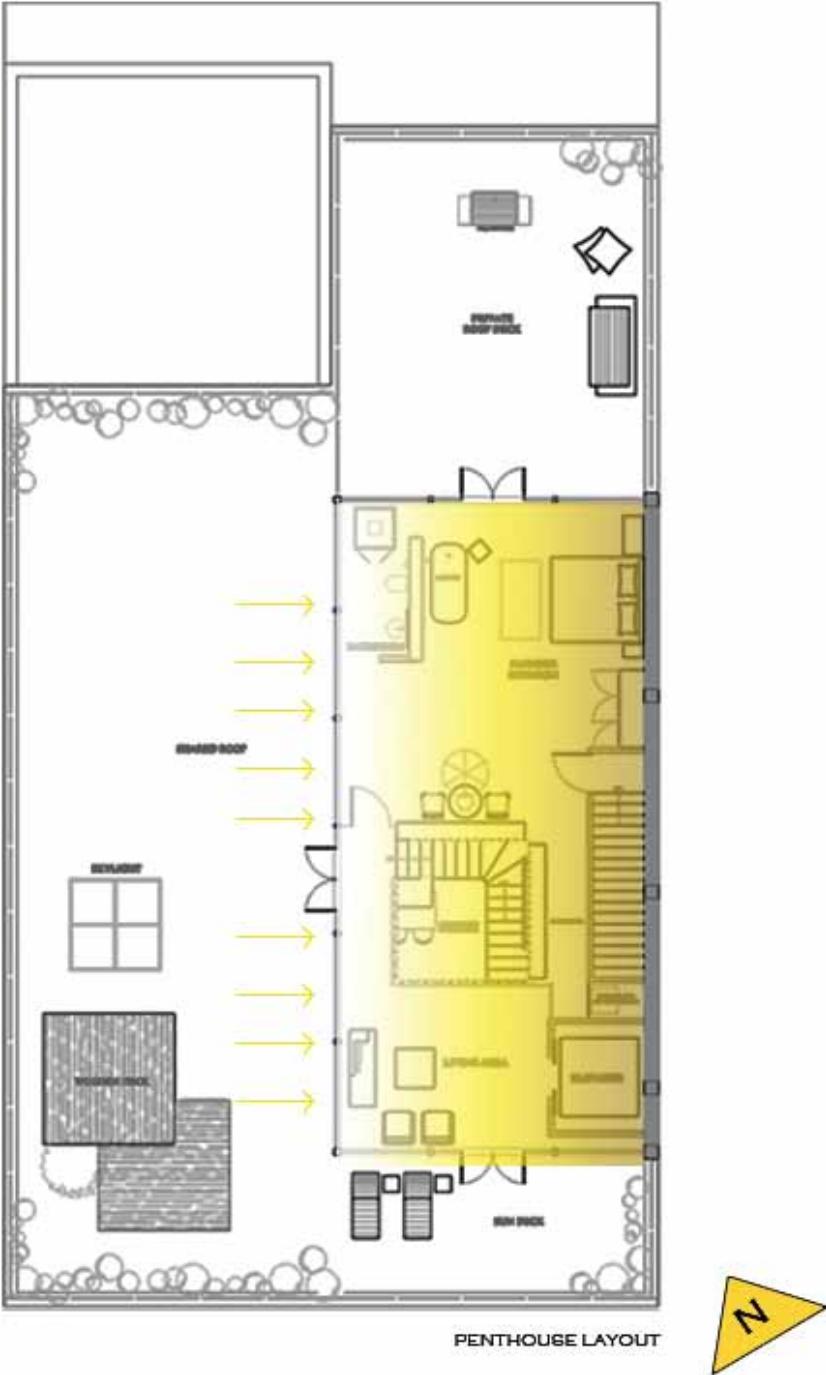
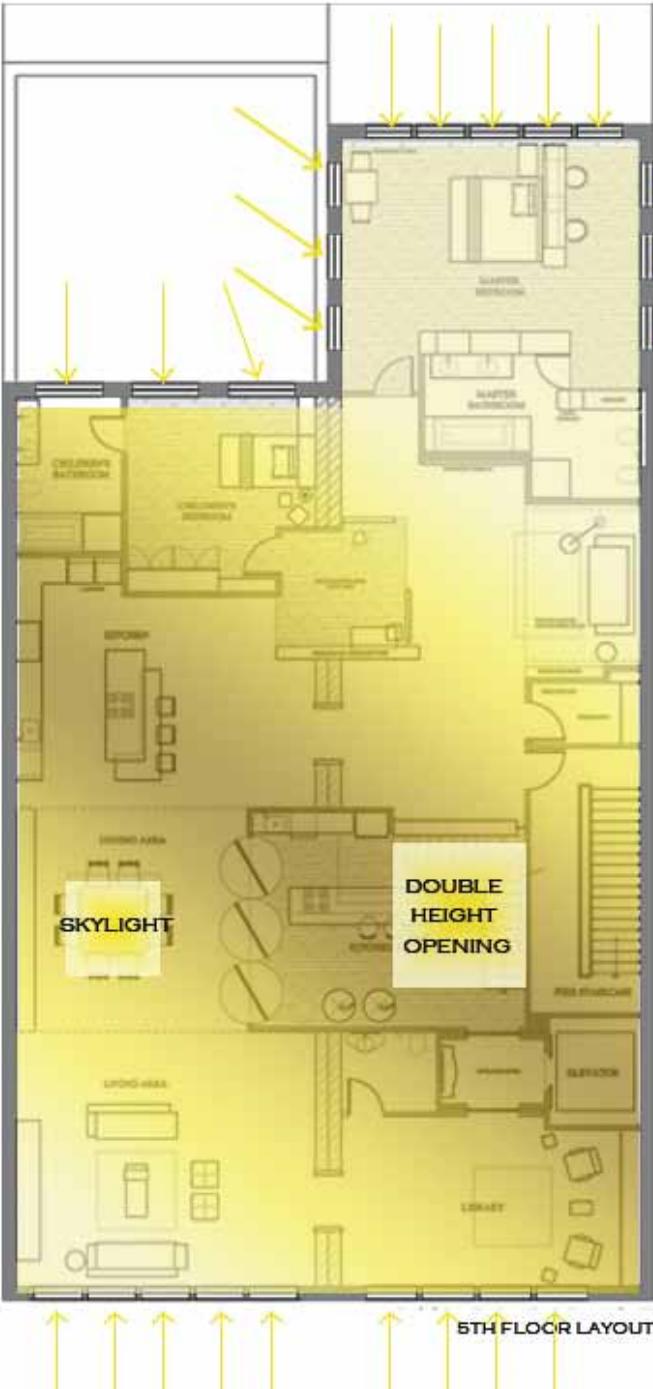
5TH FLOOR LAYOUT



PENTHOUSE LAYOUT

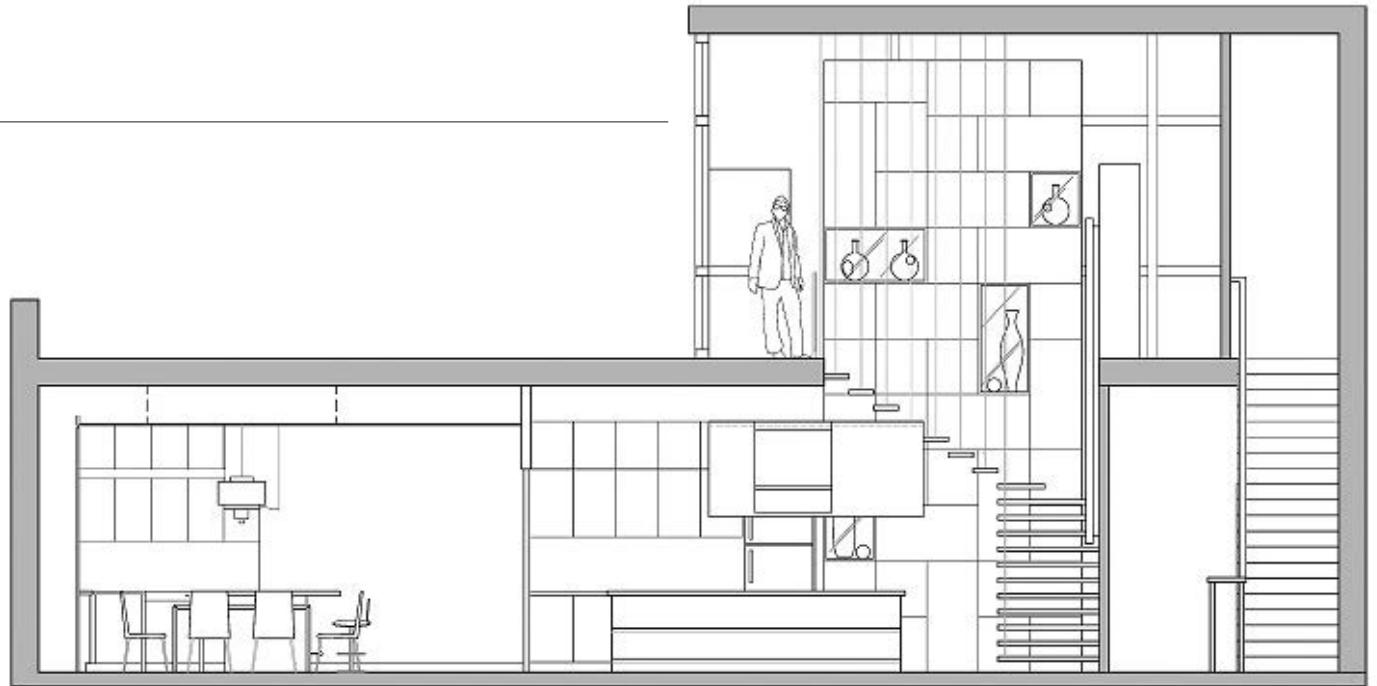
Light + its relationship to spaces is another aspect that guided the planning of the space. The central area which had very little natural light was opened up to allow maximum penetration. The dining area was also provided with a new skylight so as to allow for more even distribution of day light.

Light + Space Planning



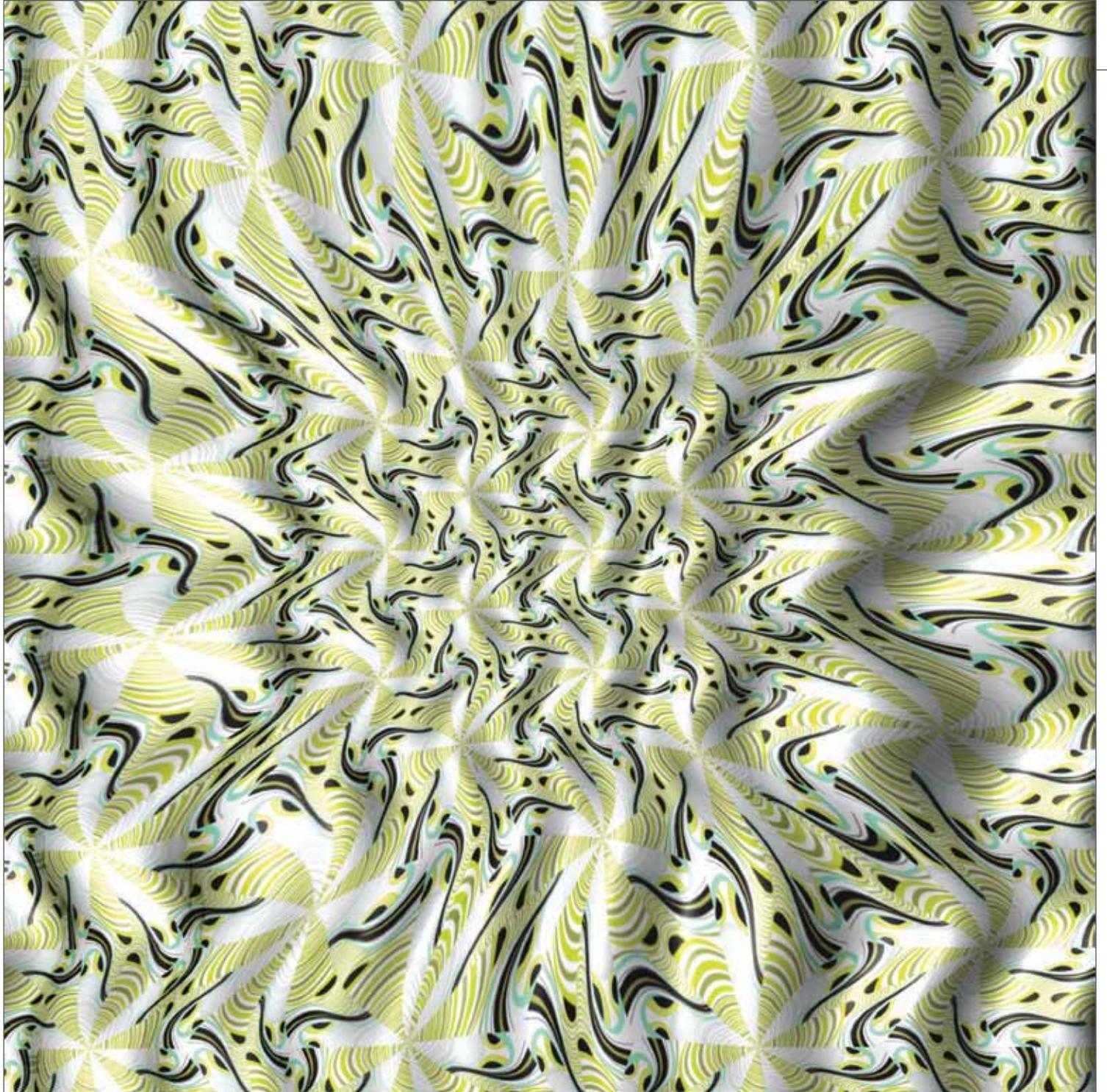
The design allows for overlap of spaces when required at the same time allows for privacy if need be. This overlap is made spatial by play in plan + the volume of the space where the spaces open up horizontally and vertically through folding walls + skylights + staircase.

Concept + Overlap + Interconnect



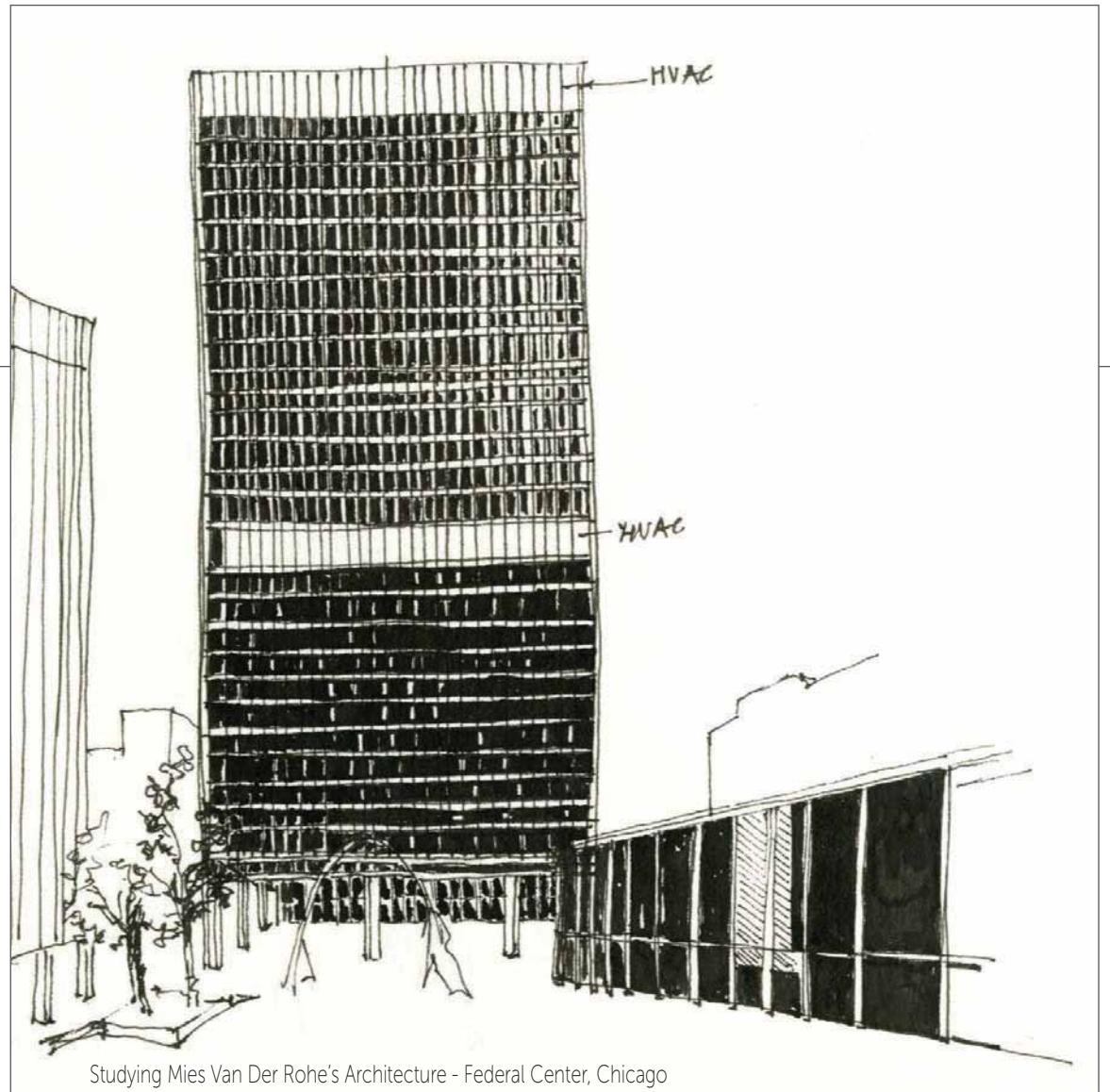
Section through the staircase shows the overlap + connection that is intentional. The two dining areas are placed adjacent to each other with a possibility to open up the space for events where all the family members can connect + come together. This allows for a perfect solution to allow for privacy when needed, while at the same time allowing for people to come together giving meaning to the idea of a family living together under one roof.



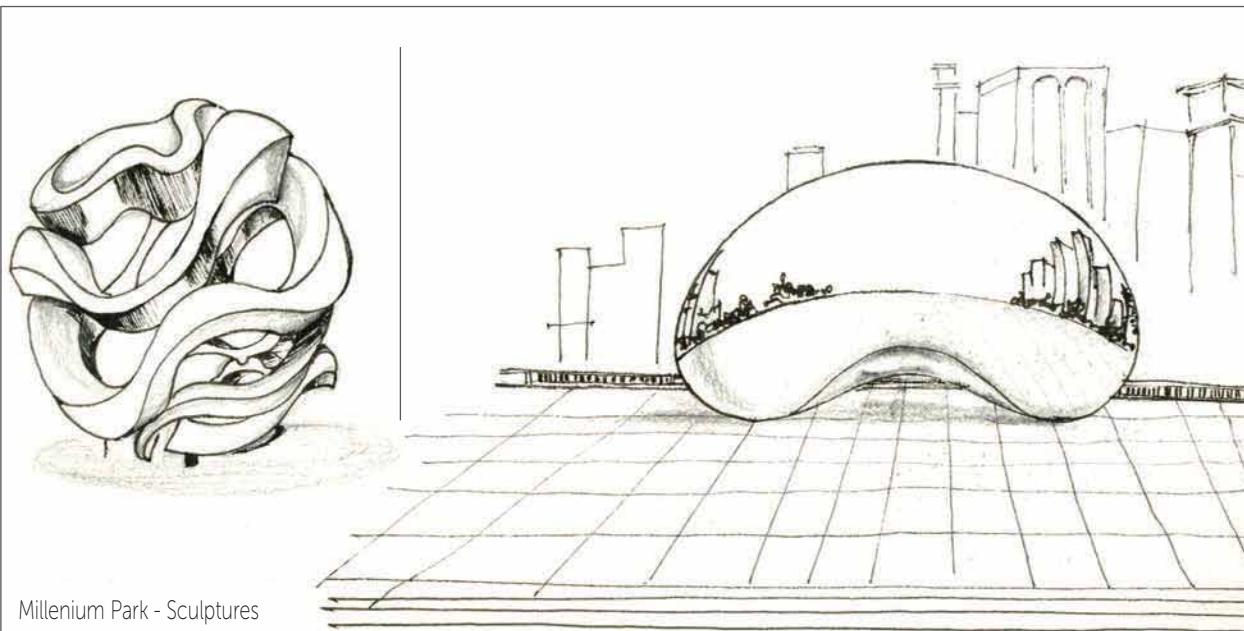


NeoCon - Summer 2011

The masters work cannot be escaped in the mecca of high rise buildings, namely, downtown Chicago. Despite being in the midst of tall structures the masters creations stand out in its elegance. As you walk around a Miesian building + watch the building it comes alive. It feels like the building is wrapped in some fabric + the texture of which changes as you view it from different angles or view points.



Studying Mies Van Der Rohe's Architecture - Federal Center, Chicago



Millenium Park - Sculptures

Nature + its patterns + textures + forms always inspire me to observe + absorb + translate some of my experiences into design solutions. I remain forever awe struck by nature's endless beauty. Through my lens I try to capture + record my travels + personal encounters.

Explore + Observe + Capture

