

NEOCON PRESENTATION

Session Code T236

Spanx: Functionality Meets Personality

Presenters:

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Learning Objectives:

1. Learn to leverage varied project type experience to secure projects.
2. Explore tailored and expanded communication processes.
3. Learn to layer brand elements throughout the office space.

PRESENTATION POWERPOINT OUTLINE:

1. UNDERSTAND AND RESEARCH YOUR CLIENT
 - a. Who is your client? What makes them unique?
 - b. Understand Mission and Core Values.
 - c. Articulate observations about existing space, opportunities.
2. INTERVIEW
 - a. Convey what sets you apart, emphasize design principles.
 - b. Be clear – why select your firm, tell them you want the job!
 - c. Be personal – who you are and why you are a good fit to the client, showcase breadth of experience that brings a unique perspective to the project. Set yourself apart. A critical differentiator for tvsdesign on the Spanx project was the varied project type experience that we brought to the table – corporate, retail and hospitality as a blended approach.
 - d. Explain process in clear simple terminology and graphics.
 - e. Throughout the entire process tailor the presentation materials to the client, don't take a typical approach.
3. PROGRAMMING
 - a. Step way back and look at the big picture, what does the client say about themselves and who they are.
 - b. Provide tools to help focus in on important guiding goals.
 - c. Talk to people at all levels within the organization, interviews, surveys, etc, give people a chance to express their needs and feel engaged.

- d. Show relationships graphically, don't assume that everyone can visualize things like people in the design industry can.
- e. Tailor programming approaches to suit your client – Spanx needed to see people's names in all programming documentation to fully understand the relationships.

4. SPACE PLANNING

- a. Keep initial planning process schematic and developmental.
- b. Illustrate big ideas for discussion and refinement (inboard offices, outboard offices, combination of inboard / outboard offices).
- c. After big idea is in place, refine planning to address departmental flow and adjacency needs.
- d. Graphically convey hard wall areas for clarity.
- e. Begin to layer in design elements to test strength of plan concept.
- f. Refine and detail space planning for approval.

5. VISIONING / DESIGN DEVELOPMENT

- a. Image collage sessions, help your client describe their aesthetic preferences visually, words mean different things to different people, images get people on the same page.
- b. Summarize preferred direction images and keep them as a focus as design proceeds.

6. PALETTE DEVELOPMENT

- a. More is more, large samples are critical, assemble the entire project development in the same space for review and continuity.
- b. Be creative, source from unusual sources, reach out to people you might not usually work with, explore all solutions to layer and enhance the design.
- c. Use sketches to convey intent, we find that hand approaches are more schematic in flavor and feel more approachable to some clients.
- d. Identify key elements to layer and emphasize in the space for a cohesive design that is brand specific.

7. FURNITURE DEVELOPMENT

- a. Start considering furniture design and concepts early in the process.
- b. Balance aesthetics / functionality / budget.
- c. Tailor vendor selections to teams that are a good client fit.
- d. Assist furniture teams to be successful, simple adjustments to make the furniture graphics more client specific can make a big difference.

8. FIRST IMPRESSION SPACES – THE LOBBY EXPERIENCE

- a. Take time to step back and focus on a design solution that makes a big first impression.
- b. Think about how the corporate space relates to the bigger brand, the Spanx lobby space has the potential to tie to retail applications.
- c. Organize and present graphics in a clear logical way.
- d. Listen to your client, small details are important – signage for Spanx was very client specific.
- e. Find ways to express a client’s personality and still maintain a cohesive design. Each of the four Spanx neighborhood types have very distinct character yet they are linked by common elements that provide a cohesive character to the office as a whole.
- f. God is in the details: hardware, decorative accents, accessorization are important.

9. SPECIALTY AREAS

- a. Find ways to allow the client to participate and have design freedom. To provide further unique character to the Spanx office, 3 small specialty conference rooms were designed that allowed them “skys the limit” design opportunities.
- b. These spaces were purposefully placed to provide moments of surprise in the office.
- c. Think about your clients demographic, a mom’s room was a part of the Spanx design from the beginning due to the dominant female office demographic.

10. BE FLEXIBLE

- a. Understand that small companies that are suddenly dealing with significant growth and a need for a larger office have likely not been through the design and construction process before.
- b. Learn to listen and respond in a flexible way.
- c. Have fun!

11. PHOTOGRAPHY REVIEW

- a. Review of completed project images, explanation of how branding is layered throughout the entire project.