

VERSACE

WORKPLACE

May Saeedi



LOCATIONS

ITALY

Via Manzoni, 38
Milan, MI 20121



USA

3 Columbus Circle 20th Floor New York, NY 10019/
Phone 0012 12 7539008



CHINA

Versace China Limited, N2-35/45, Sanlitun Village, 11
Sanlitun Road,



HISTORY

Italian pronunciation usually referred to as Versace, is an Italian luxury fashion company and trade name founded by **Gianni Versace** in **1978**.

The first Versace boutique was opened in Milan's Via della Spiga in **1978**.



Private Company



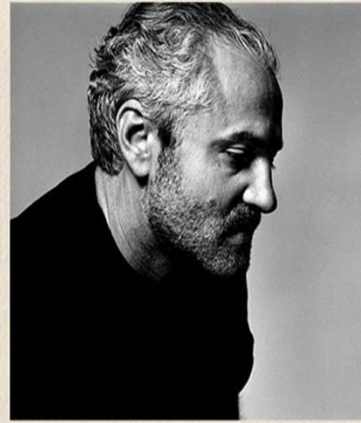
SALE: \$1.5 billion



They have more than 1500 boutiques operate worldwide; the first boutique outside of Italy was opened in Glasgow, Scotland in 1991.



The Versace logo is the head of **Medusa**, a Greek mythological figure. The logo came from the floor of ruins in Rome that the Versace siblings played in as children. Gianni Versace chose Medusa as the logo because she made people fall in love with her and they had no way back. He hoped his company would have the same effect on people. The Versace brand is known for having flashy prints and bright colors.



Gianni Versace

He was strongly influenced by ancient Greek history, which dominates the historical landscape of his birthplace.

He became interested in architecture before moving to Milan at the age of 26 to work in fashion design. He was one of the first designers to link fashion to the music world.

In the mid-1970s Donatella followed her older brother, Giovanni to Milan. Donatella entered the fashion world during the 1980s.

A year and three days after Gianni's death on 15 July 1997, Donatella Versace mounted her first couture show for the Versace in Paris

Donatella Versace



GOALS STATEMENT

The essential purpose of this workplace:

The workplace promotes a creative help in the creation of a recognized brand and increases the company's revenue. Versace believes that family is first, therefore, this value fosters areas of collaboration that meet the individuals' psychological and physical needs. This will produce the best possible working atmosphere.

Main Goals:

The design will support the notion of self-actualization for the company and the individual by promoting Versace's culture of loyalty. Also addressing psychological and physical needs of the employees. Furthermore, applying the company's value of communicating the Italian culture history like creating a family atmosphere.

The Main Features

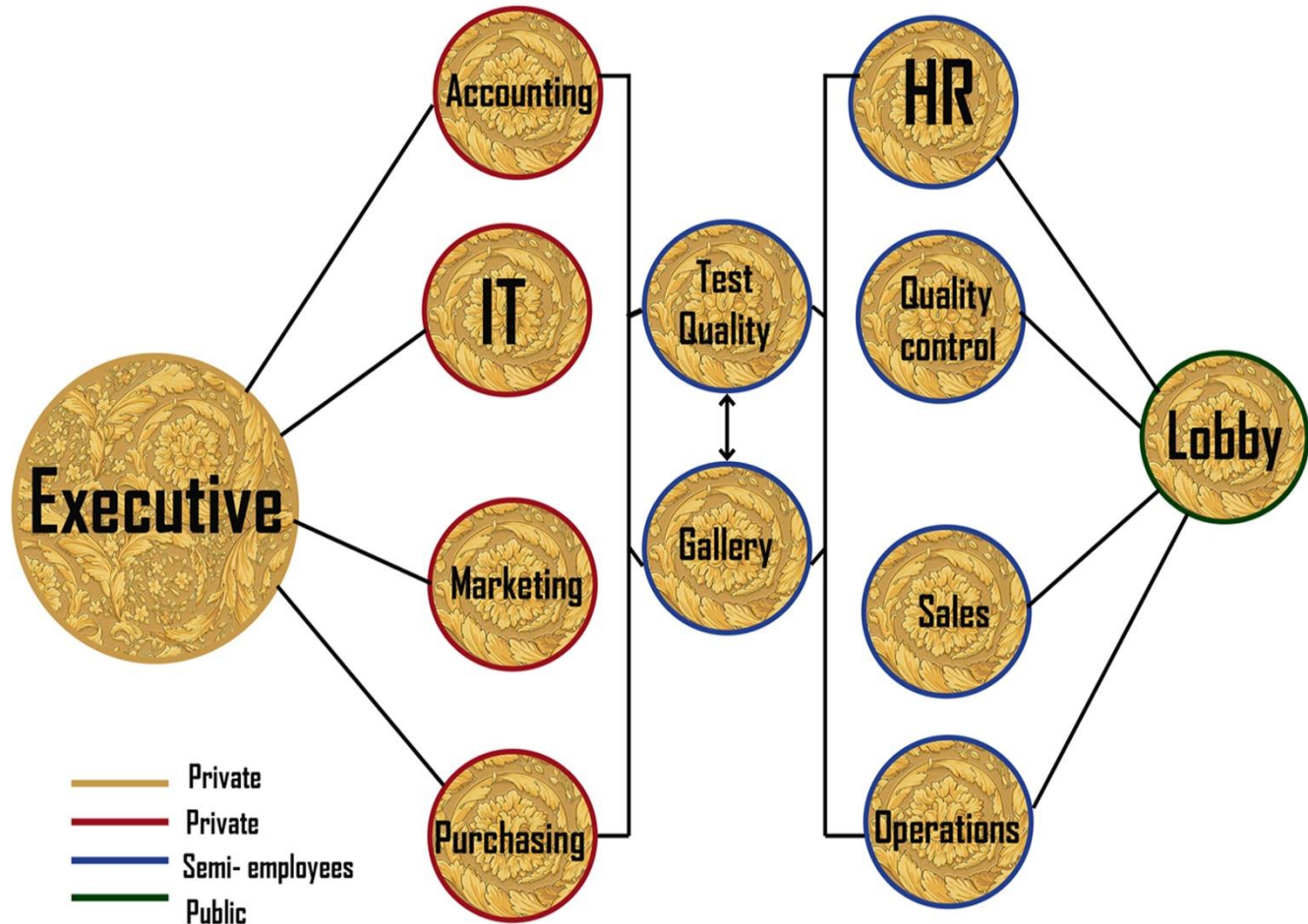
The **hierarchical arrangement** will divide the company into two floors. Furthermore, stairs are an element which help to ensure the application of the hierarchical arrangement. The third floor will accommodate Administrative office. This will provide the employees with areas of special functions that promote focus and privacy. The **physical arrangement** includes 20% meeting space, 10% open spaces, and 70% semi-private and private offices. The second floor will include the most **dynamic** and **playful** space which translates in a **creative atmosphere** of the company. With 30% open spaces and 20% closed spaces.

Crucial Aspects:

The workplace will focus on Motivation as a general aspect in the space that will aspire to a high quality of and creativity of the space. The designed is inspired by Versace's Italian culture that is characterized by **large windows the use of various level heights**. Also, ensures the penetration adequate light for employees which gives them comfort and wellbeing. the design of the space can be characterized as sudden changes of space through the **high contrast of materials and twisting on circulation path**.







GENERAL ADJACENCY

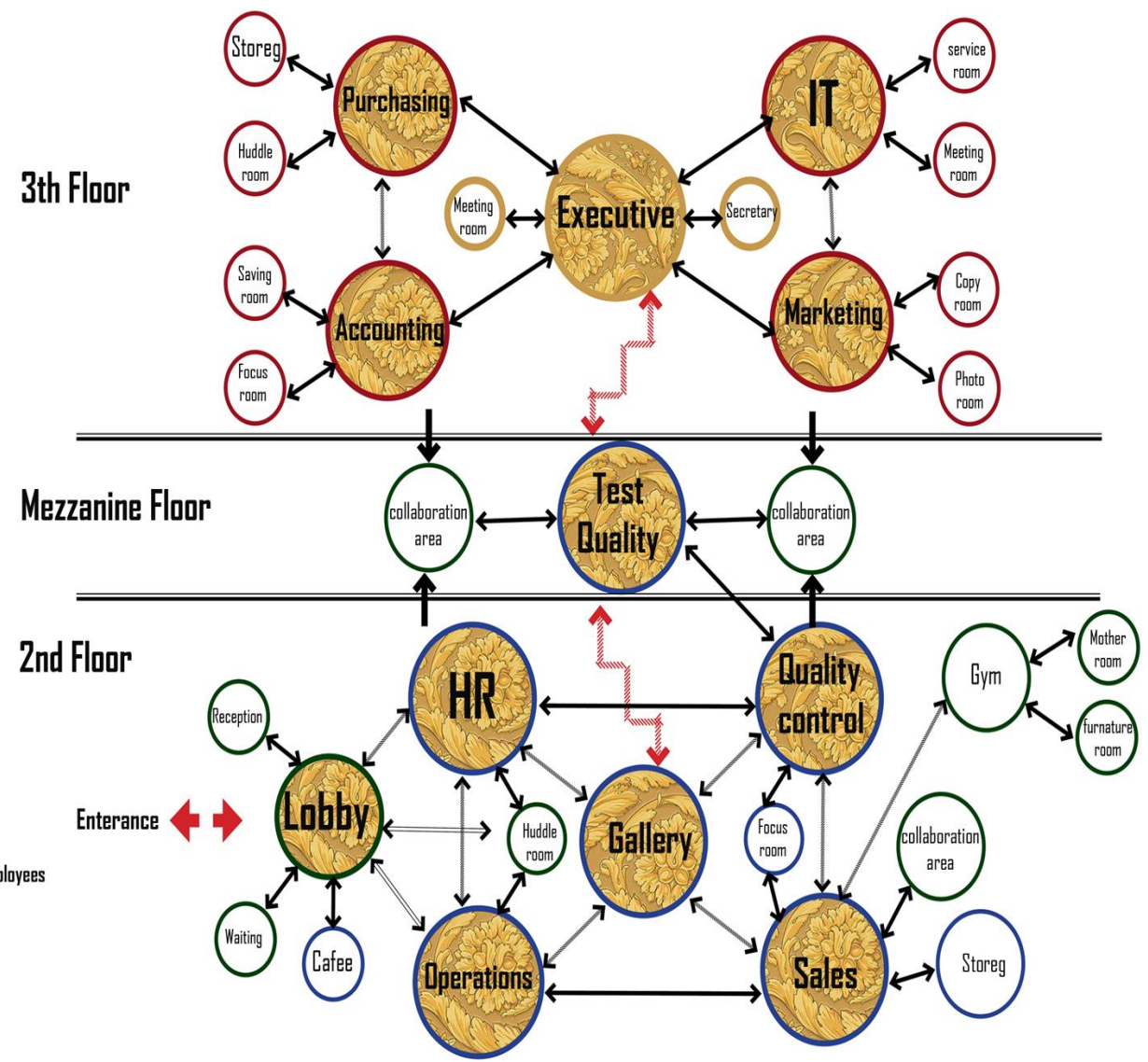
This Diagram shows the organizational structure of the company in each specific level of privacy of each department.



DETAILING ADJACENCY

This Diagram illustrates more informations about division of the company by the hierarchy of the spaces. The diagram will include two floors the third floor has the Department of Administrative offices, and the second floor include the most dynamic and playful part of the company .

-  Private
-  Semi- employees
-  Public
-  Strong
-  Medium
-  Weak





Powerful & Dynamic



The concept of Powerful comes from the color red in the shirt. She also shows a confident and chic attitude by rolling up her sleeves.



Jewelry inspired from Medieval period



Contrast



The designer looks for opportunities to show pride in his roots by incorporating the colors of the Italian flag in the pants of this look.



In addition, he shows a contrast of solids and patterns in the ensemble by presenting the shirt in a solid color and the pants in Medieval prints.



Hierarchy



The belt and the pattern in the pants show a hierarchy of shape by emphasizing the model's feminine shape.





Conceptual Model

Versace's inspiration comes from his European roots. He translates medieval shapes and themes to modern and unique interpretations.

Intype Model

Transactional space

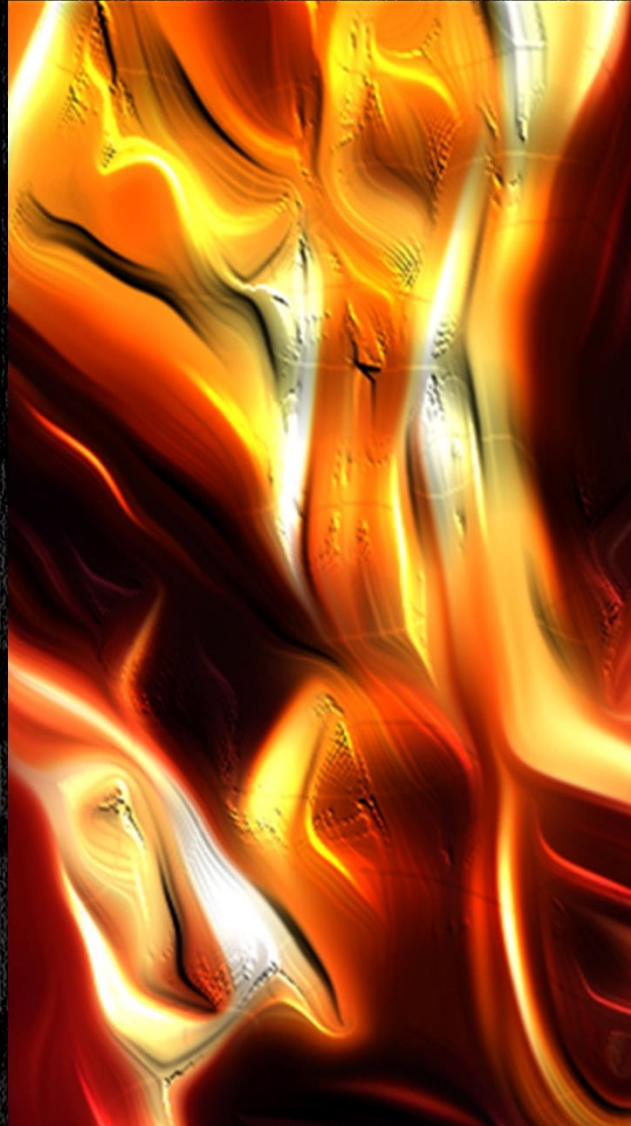
Transactional Space describes the area between interior and exterior that is blurred by continued flooring materials and often dematerialized walls between spaces—a spatial device extending the interior into the exterior and the exterior into the interior.



Powerful



Iconic



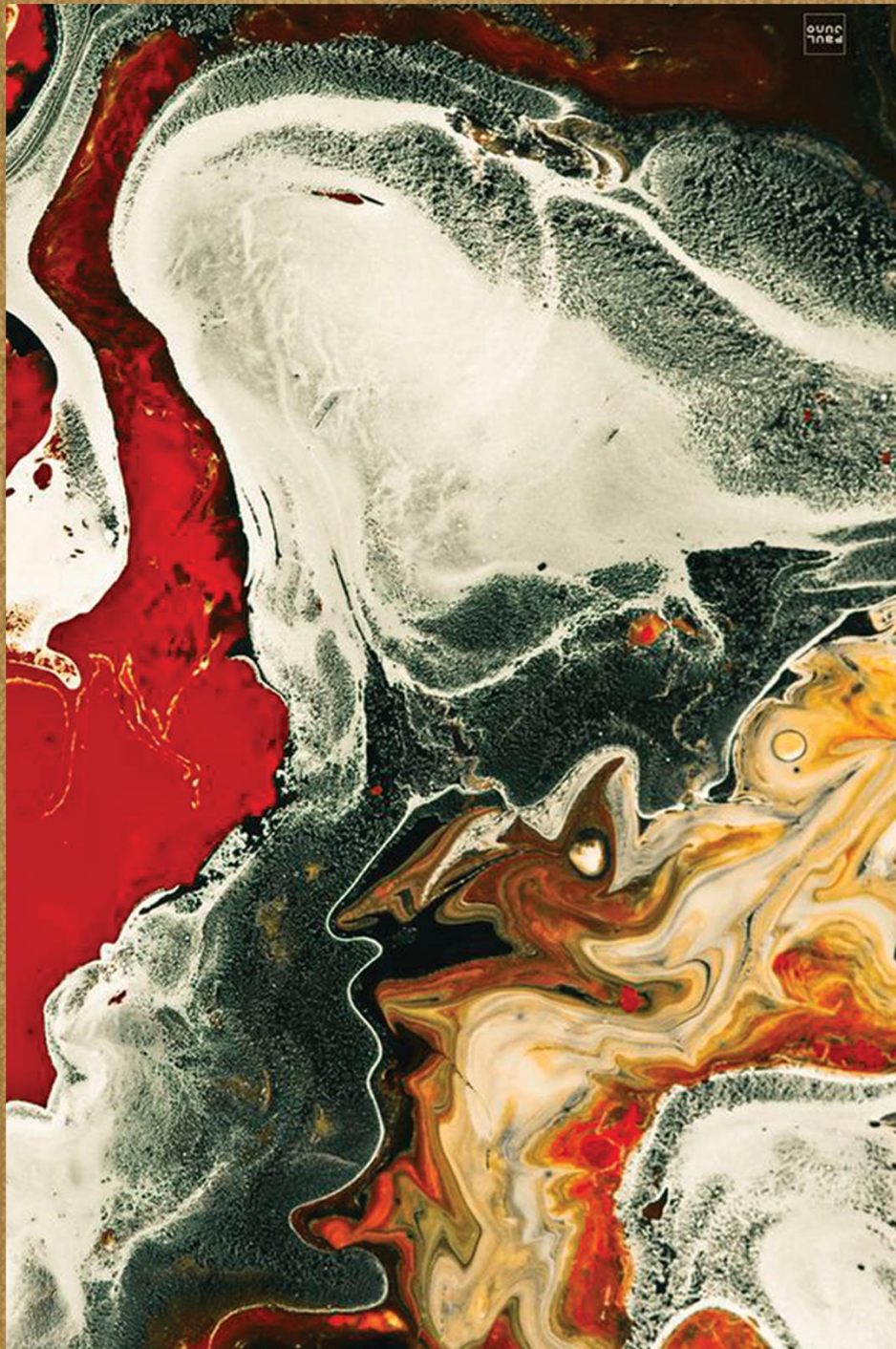
Dynamic



CONCEPT

Versace executive office in Miami will be designed with the same detail, and dedication used in the elaboration of its products. Workspaces full of **elegance** and sensuality using **strong lines** and colors to **contrast** hard and soft in a way that causes **classical glamour** to evolve into a new look that is **modern and relevant**. The goal is to transmit a sense of **power and dynamism** to both employees and customers.

The Versace office will be **iconic** for intense, sleek, fashion-forward style.

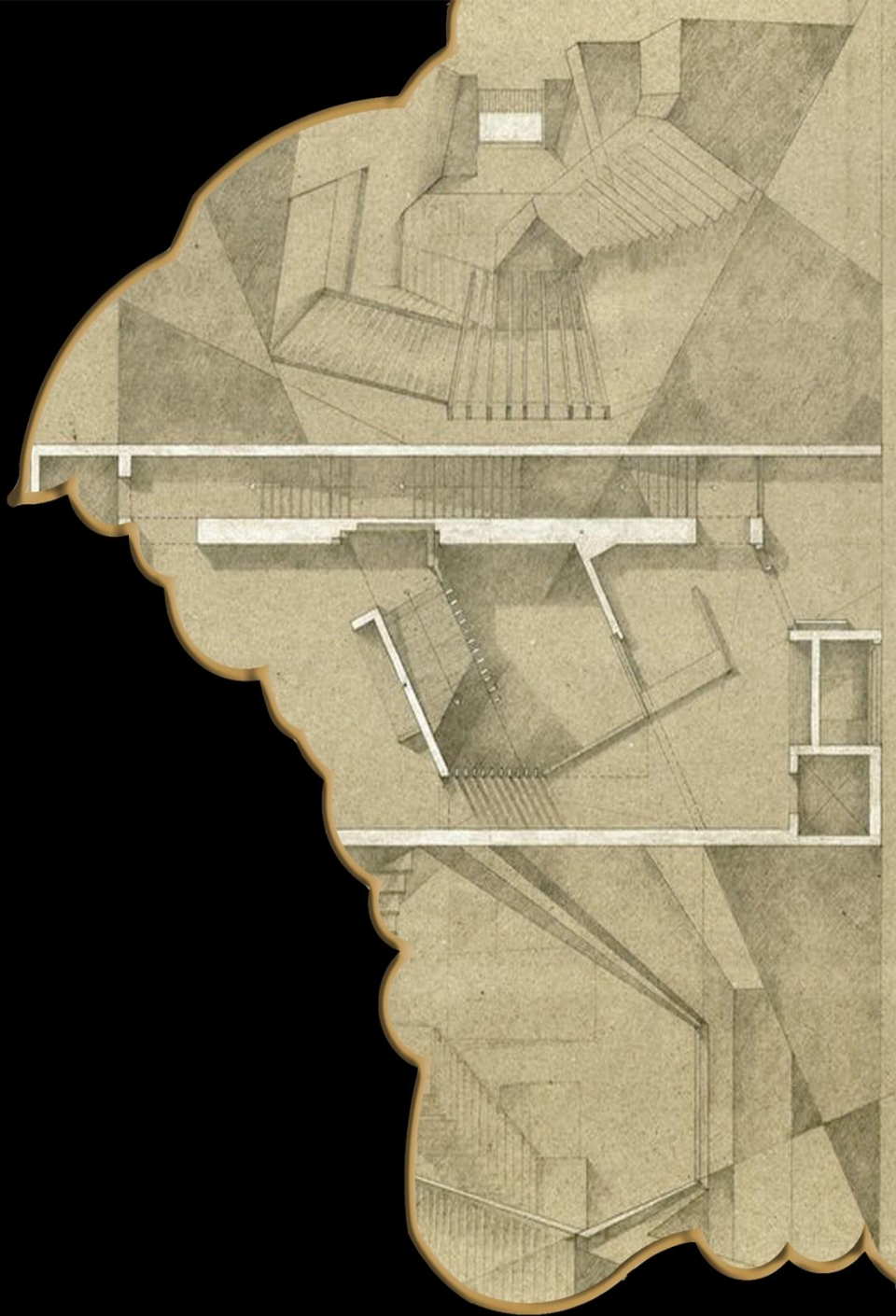


COLOR CONCEPT

Contrast

The color concept for the project will follow the ideas of power and dynamism by using contrasting colors. This also reflects on Versace's aesthetic. The goal for this contrast of colors is to create an environment of elegance, power and love. This strong color scheme also ensures the strong lines created in the project.

**PLANS
ELEVATION
SECTIONS
3D
AXONOMETRIC**





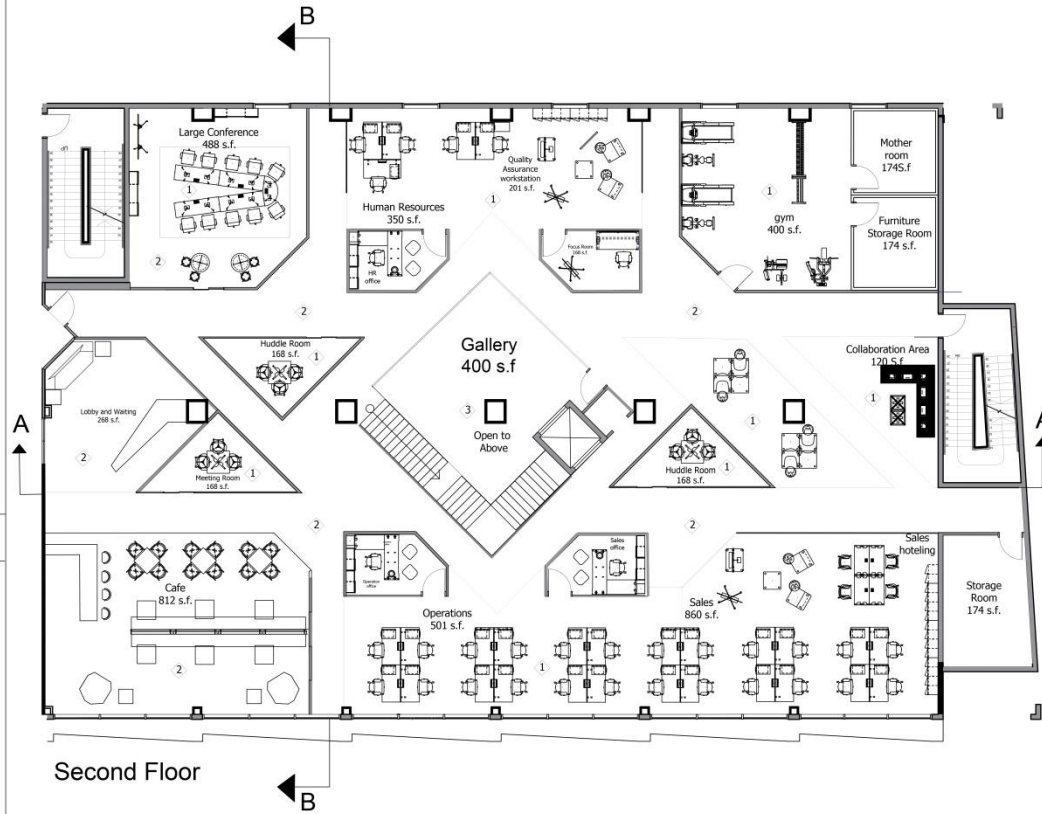
Versace U.S Headquarter

Second Floor

Lobby and Waiting 268 s.f.	Human Resources 350 s.f.
Quality Assurance 201 s.f.	Sales 860 s.f.
Operations 501 s.f.	Focus Room 160 s.f.
Huddle Room 200 s.f.	Collaboration Area 120 s.f.
Furniture Storage Room 124 s.f.	Storage Room 122 s.f.
Mother room 174s.f	Cafe 812 s.f.
gym 400s.f.	

- ① Carpet
- ② White Marble
- ③ Mosaic floor
- ④ Black Marble

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Versace U.S Headquarter

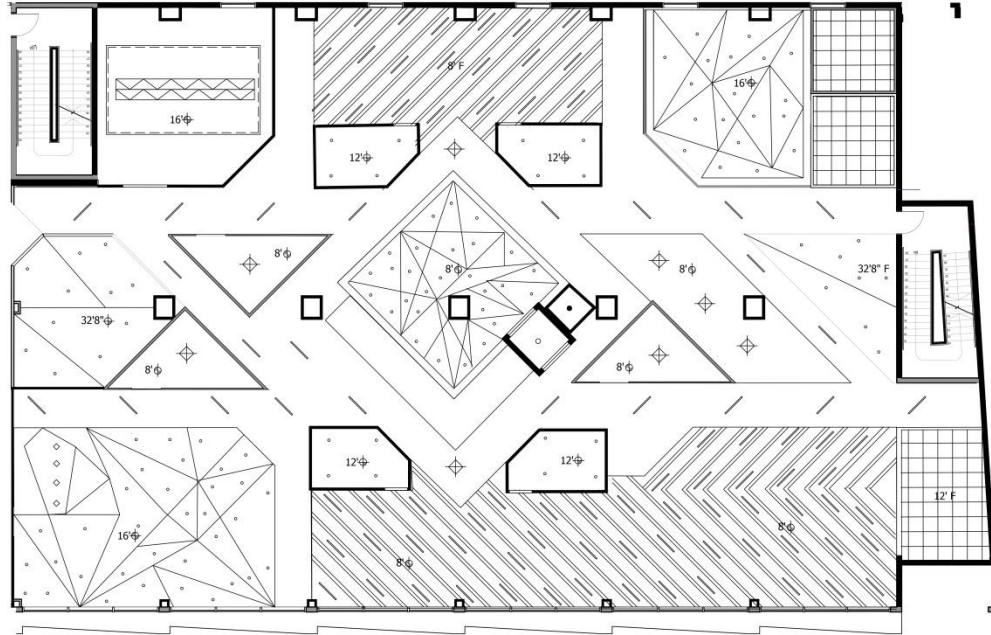
RCP Second Floor

Lobby and Waiting 268 s.f.	Human Resources 350 s.f.
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Mother room gym 400s.f.	Cafe 812 s.f.

G2 FINAL

-  Chandelier
-  LED
-  Spot light
-  Chandelier

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CRP Second Floor









Versace U.S. Headquarter

G2 FINAL

Mezzanine RCP

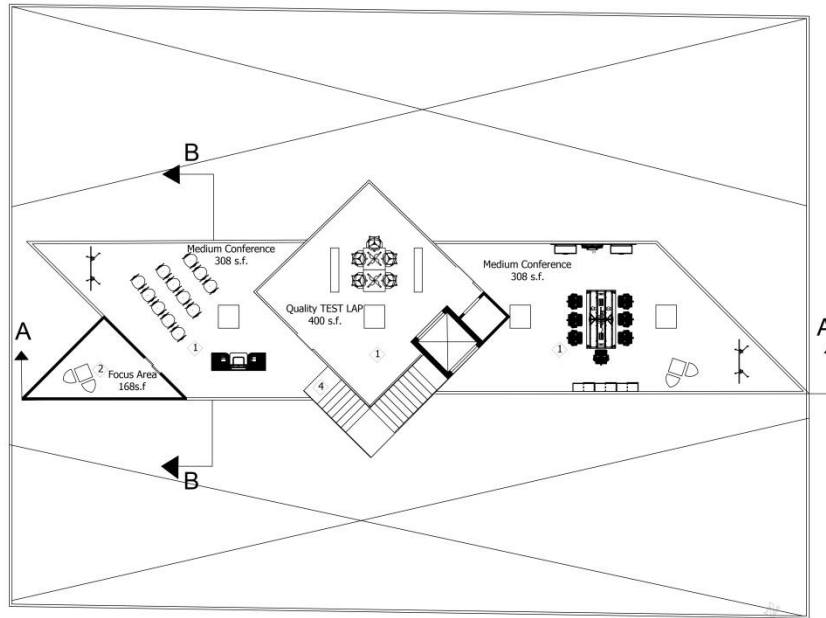
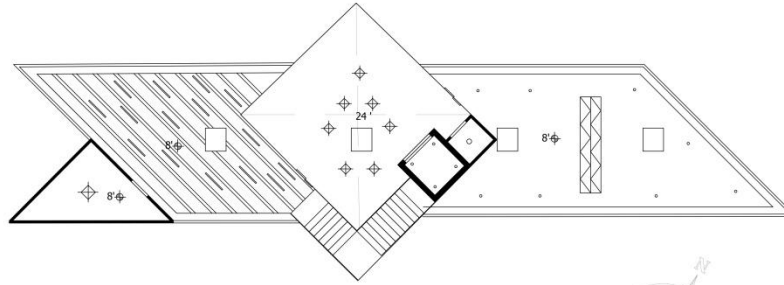
-  Chandelier
-  LED
-  Spot light
-  Chandelier

Mezzanine Floor

- Quality Assurance TEST LAP
201 s.f.
- Large Conference
488 s.f.
- Medium Conference
308 s.f.
- Focus Area
168s.f

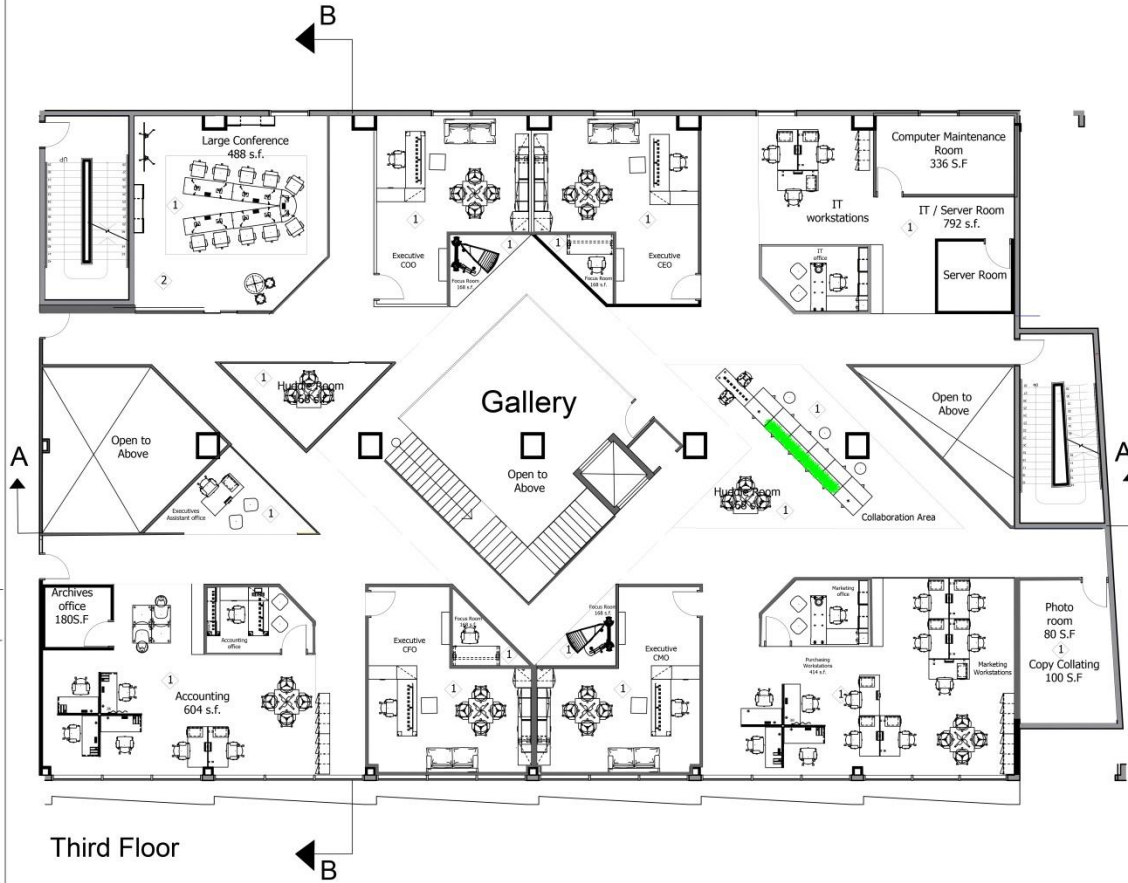
- ① Carpet
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- ④ Black Marble

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Versace U.S Headquarter



Third Floor

Executive Suite 936 s.f.	Accounting 604 s.f.
Purchasing 414 s.f.	Marketing 581 s.f.
IT / Server Room 792 s.f.	Collaboration Area 120 s.f.
Focus Room 160 s.f.	Print Collating Area
Large Conference 488 s.f.	Photo Studio
Computer Maintenance Room 336 S.F	Server Room 180 S.F

G2 FINAL

- ① Carpet
- ② White Marble
- ③ Mosaic floor
- ④ Black Marble

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Versace U.S Headquarter

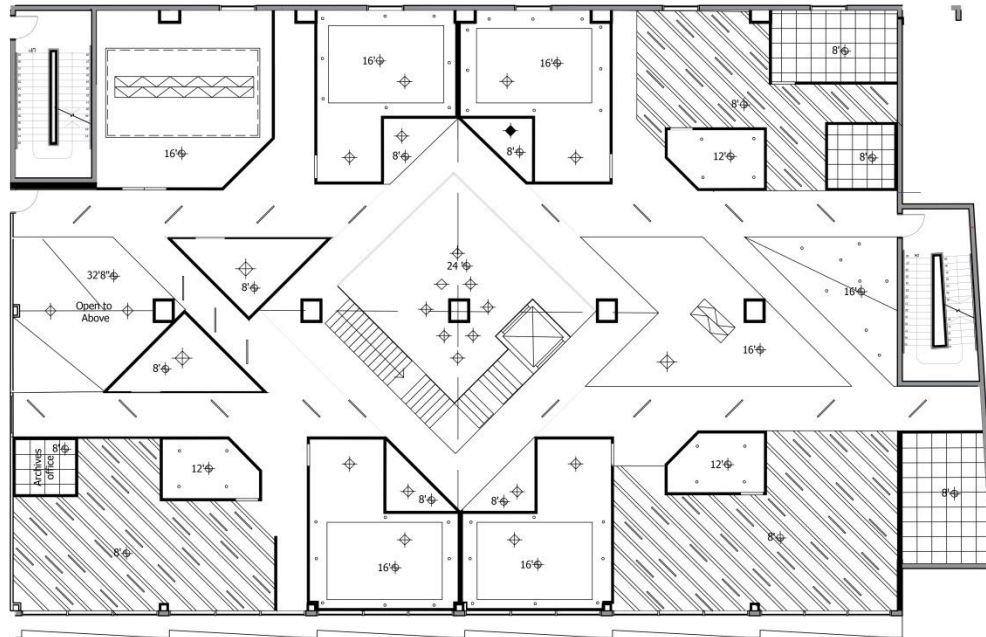
RCP Third Floor

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G2 FINAL

	Chandelier
	LED
	Spot light
	Chandelier

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RCP Third Floor





Addressing psychological needs of employees, by promoting renewable energy and, creativity in the space by applying high contrast use of materials and colors to overcome stability of the space .



Provide physical needs of employees through uniquely comfortable furniture that Versace produces Which also helps to reestablish the company's identity.



Coherence organized workplace by applying loop circulation pathway to create easy quick movement between departments and creating privacy between the company and the outsider.



Establishing hierarchy by the use of stairways without disturbing each space.

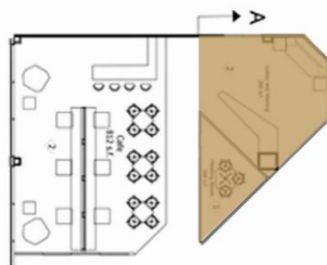
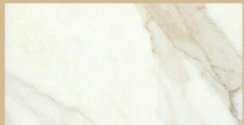


Ensure adequate light for employees which provide them with comfort and wellbeing, by having Versace Italian culture that is characterized various level heights and large windows.

DESIGN GUIDELINES

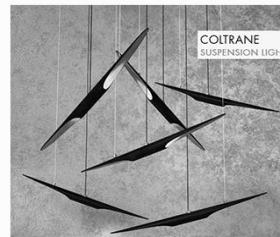
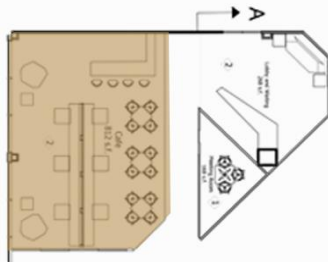
lobby

Materials

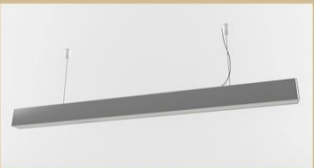
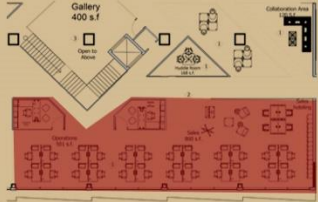


Cafe

Materials



Workstations



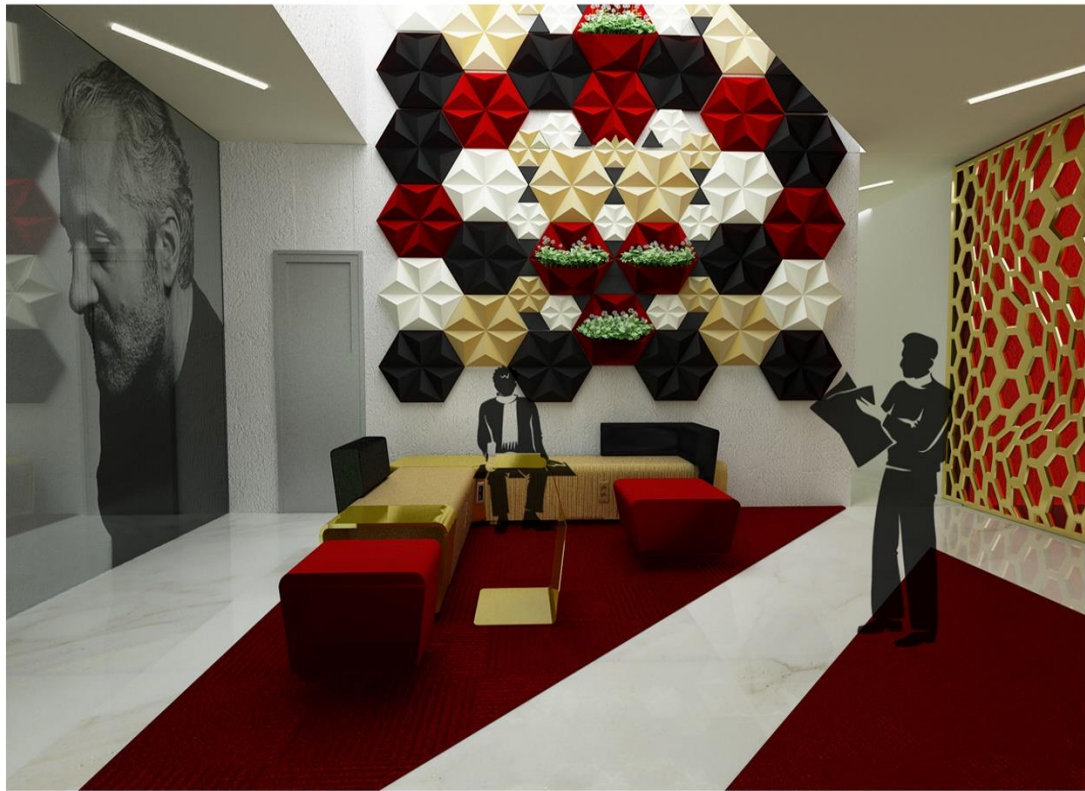
Materials



OPERATIONS

ELEVATIONS

Collaboration Area and
Third floor view
Scale 1/8" = 1'0"



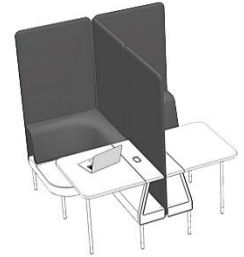
PROSPECTIVE



ELEVATIONS



Collaboration Area and
Mezzanine Conference room
Scale 1/8"=1'0"



PROSPECTIVE

ELEVATIONS

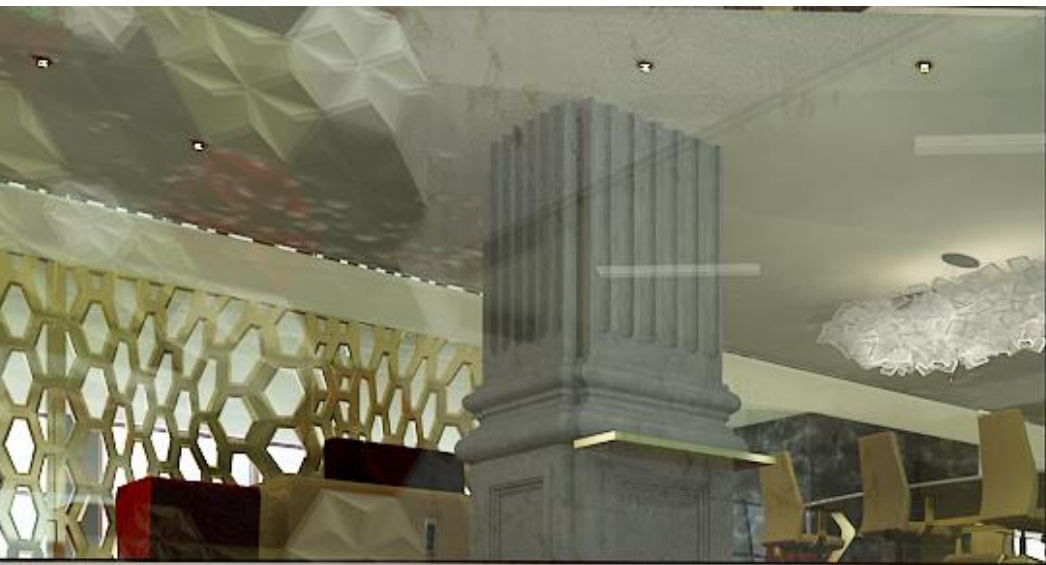


Executive Office
Scale 1/8"=1'0"



PROSPECTIVE

Huddle room
Focus room
Scale 1/8"=1'0"



SECTIONS

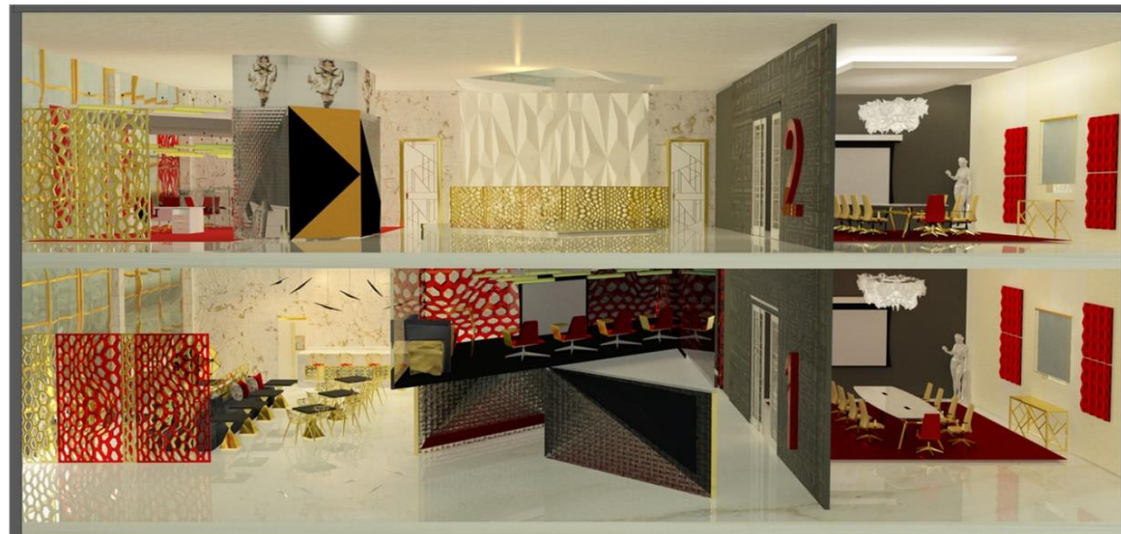
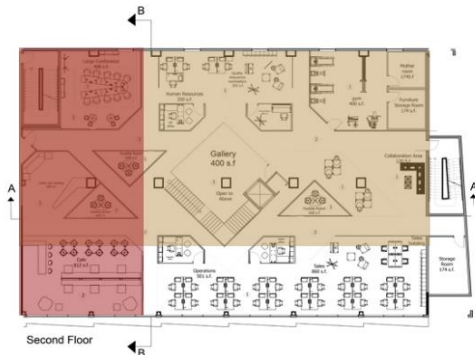


SECTION A-A

Longitudinal Section
Scale 1/8" = 1'0"

SECTION B-B

Cross Section
Scale 1/8" = 1'0"



AXONOMETRIC

