

TEN 10TH

WHERE ART MEETS TECHNOLOGY

Crystal City, Arlington, VA



INTRODUCTION

Gensler Team



ERIN

project director



JAMES

project manager



AMY

brand strategist



JOHN

senior designer



MARK

senior designer

AGENDA

01

About Gensler

02

Your Project

03

Phased Approach



ABOUT GENSLER

INTRODUCTION

About Gensler

1965
Firm Established in
San Francisco



#1
Most Admired Firm
by *Interior Design* magazine



46
Offices Worldwide



85%
Repeat Business



5,000+
Global Employees



130+
Employees in Atlanta

\$7 million
Spent on Research Annually

ONE-FIRM FIRM
STUDIO STRUCTURE

31
Practice Areas



**YOUR
PROJECT**

YOUR PROJECT

Site Context Diagram

ARTS DISTRICT

**PIEDMONT
PARK**

10 ON 10TH

TECH DISTRICT

POINT OF VIEW

What's Important to You



CREATE
VISIBILITY



CURB
APPEAL



ACTIVATED
ENTRY



COMMUNITY
CONNECTION



SHARED
AMENITIES



INNOVATIVE
VIBE

CREATE VISIBILITY



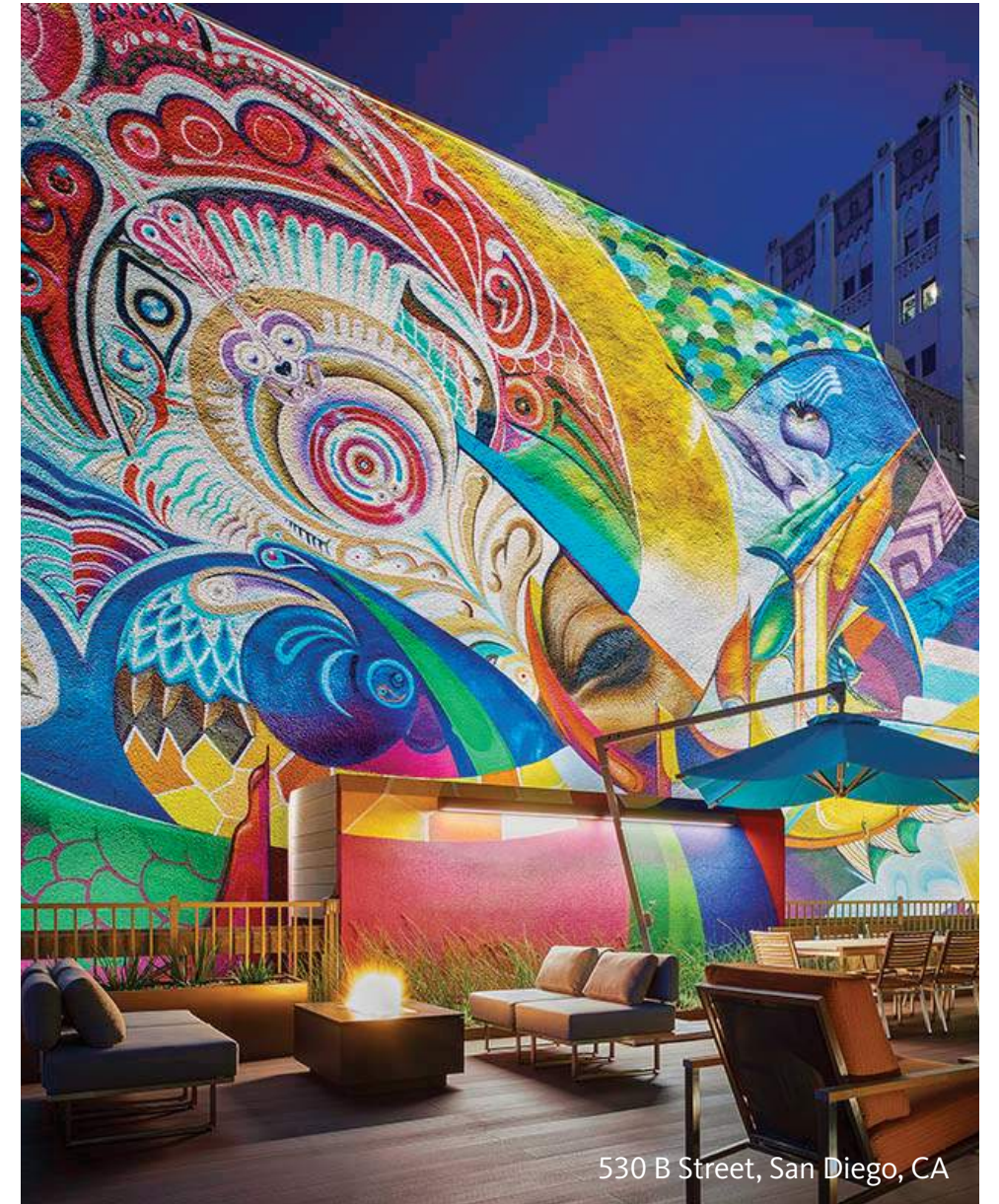
303 Second Street, San Francisco, CA



Facebook, San Francisco, CA



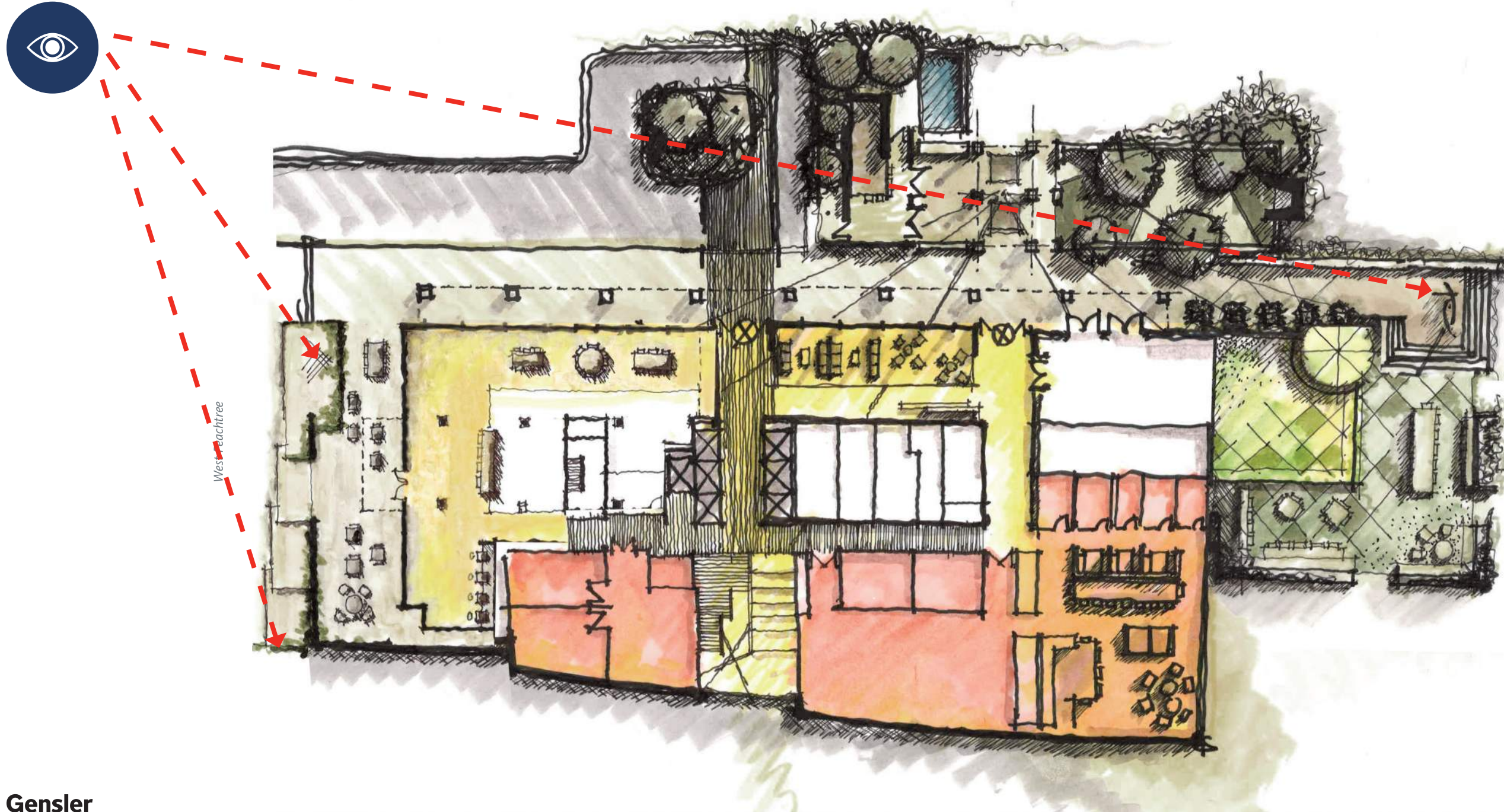
Isamu Noguchi's sculpture, New York, NY



530 B Street, San Diego, CA

CREATE VISIBILITY

Opportunities for Impact



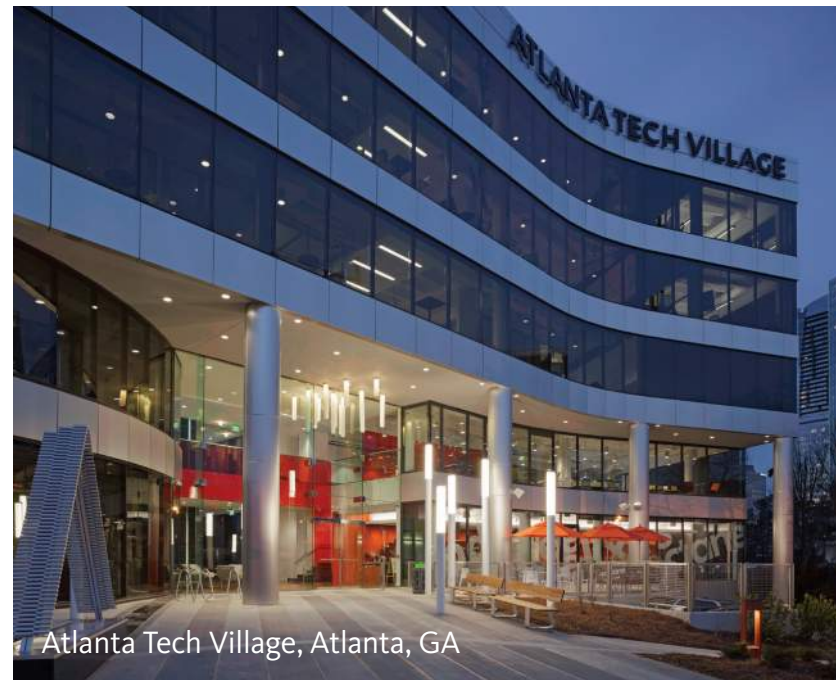
CURB APPEAL



Full Green at Playa Vista, Oakland, CA



Parkside Tower, Dallas, TX



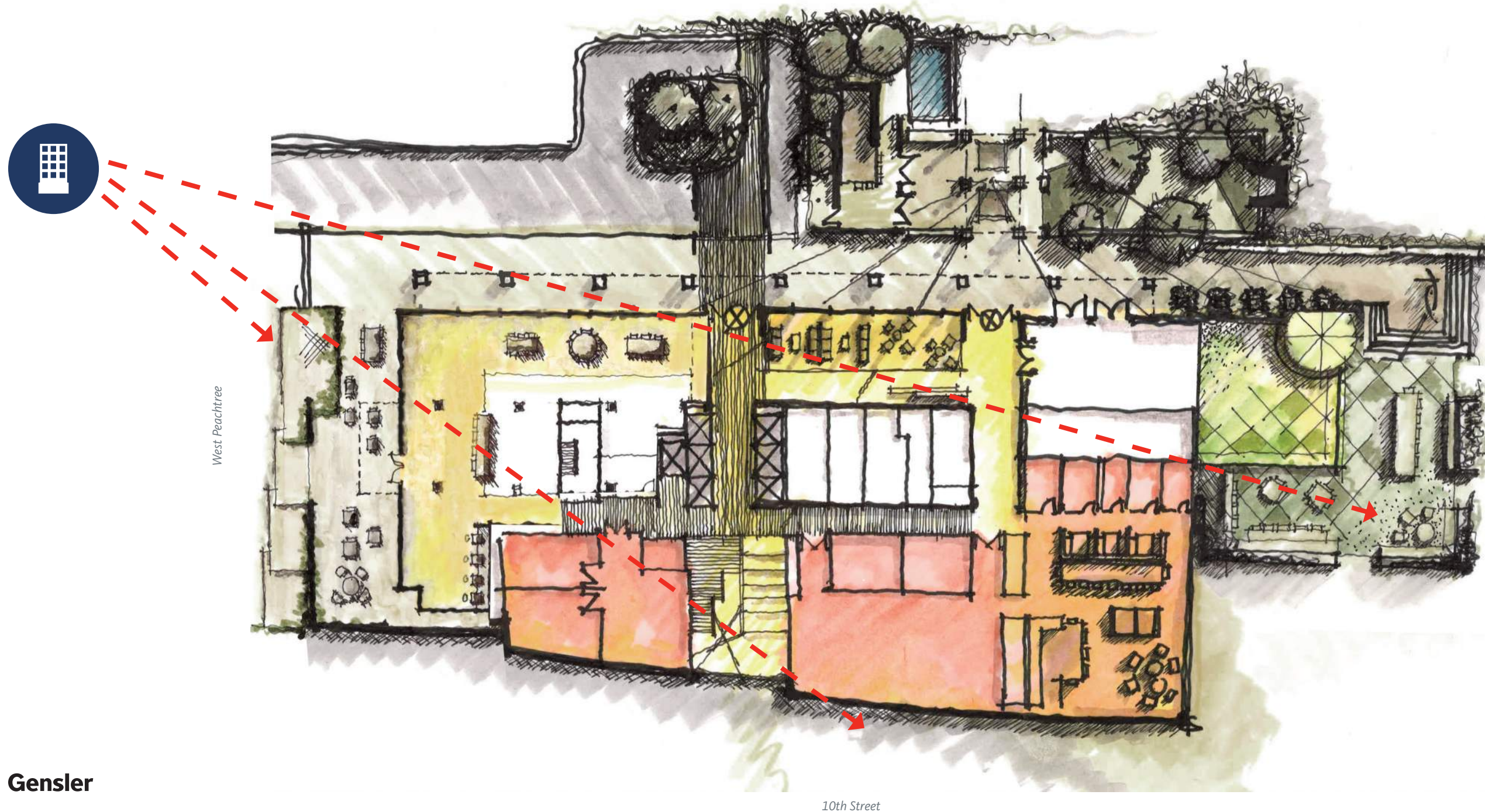
Atlanta Tech Village, Atlanta, GA



King Blue Condos, Toronto, Canada

CURB APPEAL

Opportunities for Impact



ACTIVATED ENTRY



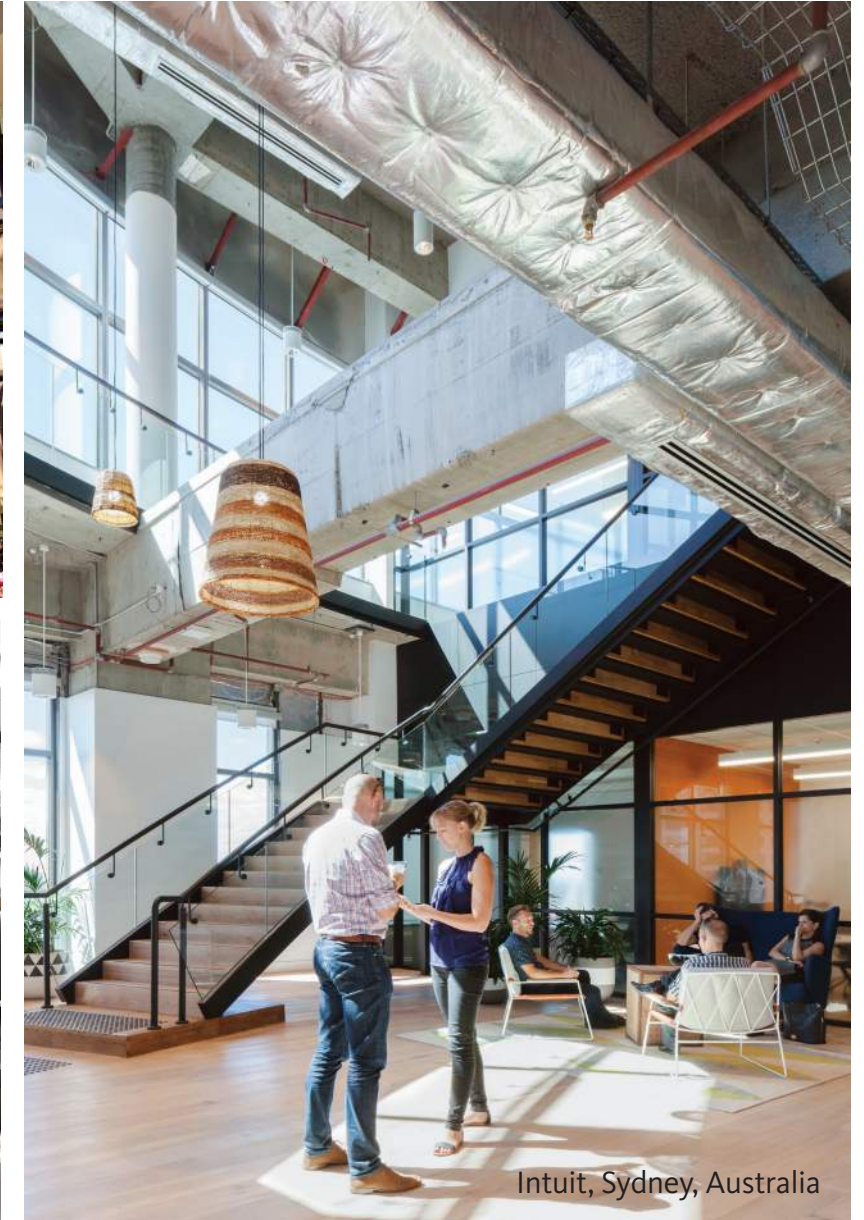
Georgia Institute of Technology, Atlanta, GA



Oakley Store, New York, NY



Mercedes-Benz HQ, Atlanta, GA



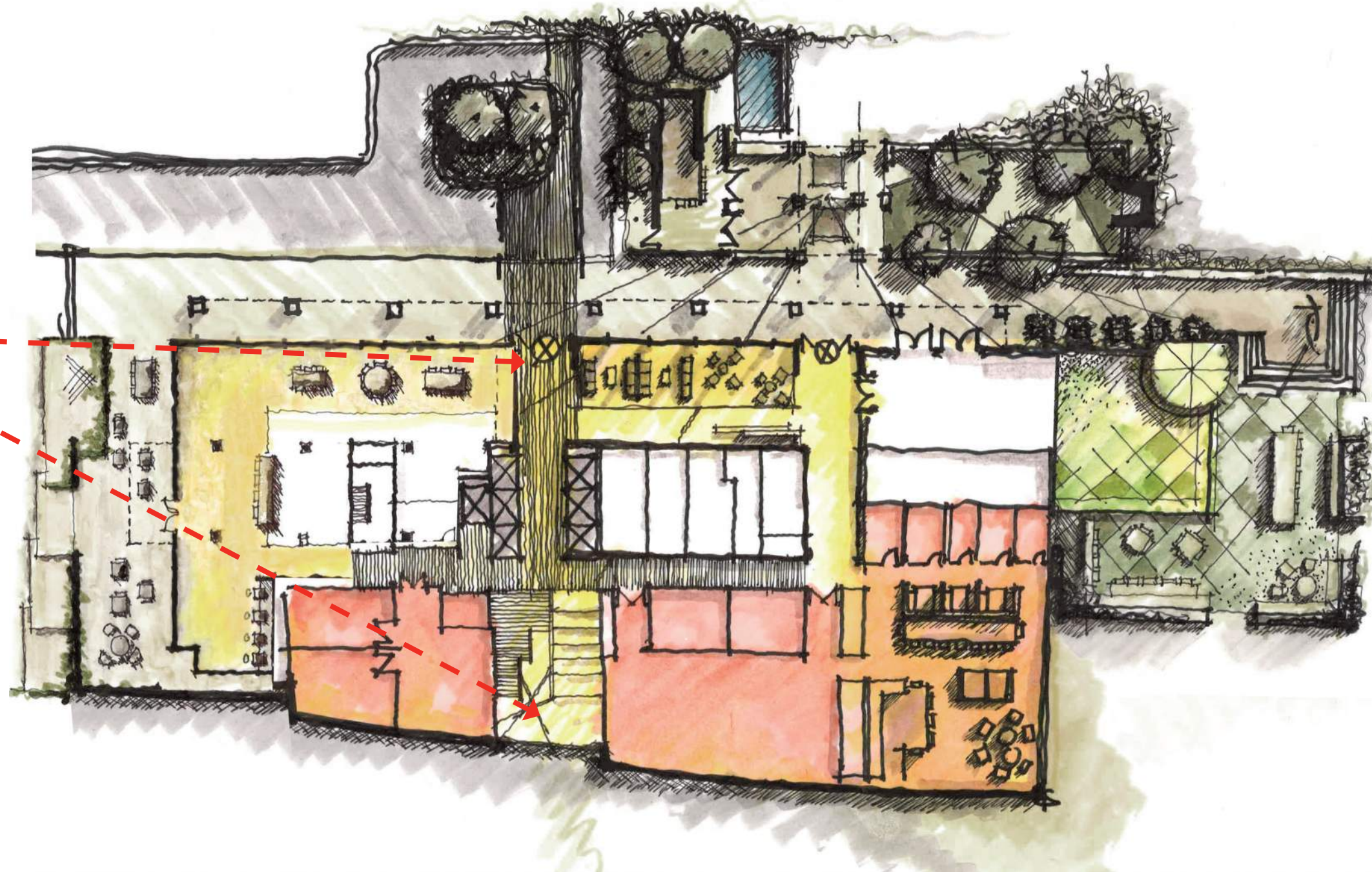
Intuit, Sydney, Australia

ACTIVATED ENTRY

Opportunities for Impact



West Peachtree



COMMUNITY CONNECTION



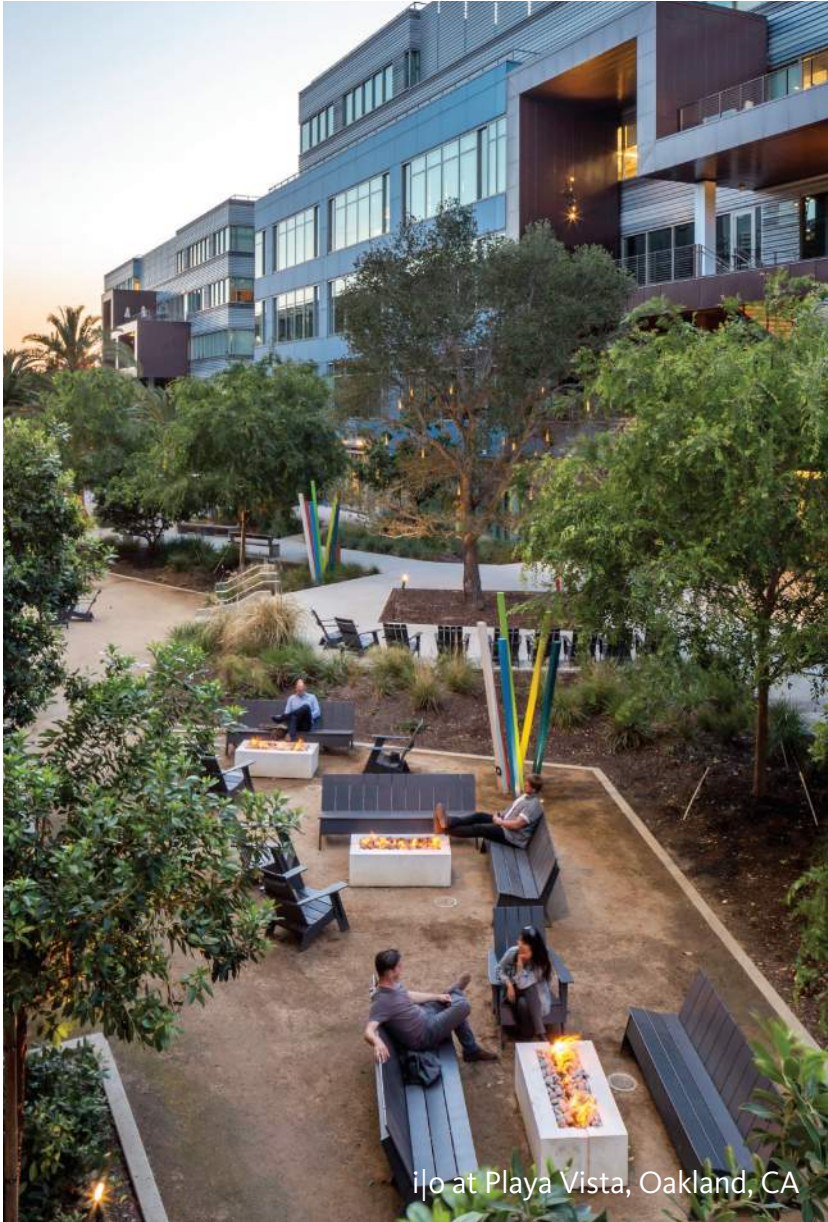
Terrell Place, Washington DC



888 Brannon Street, San Francisco, CA



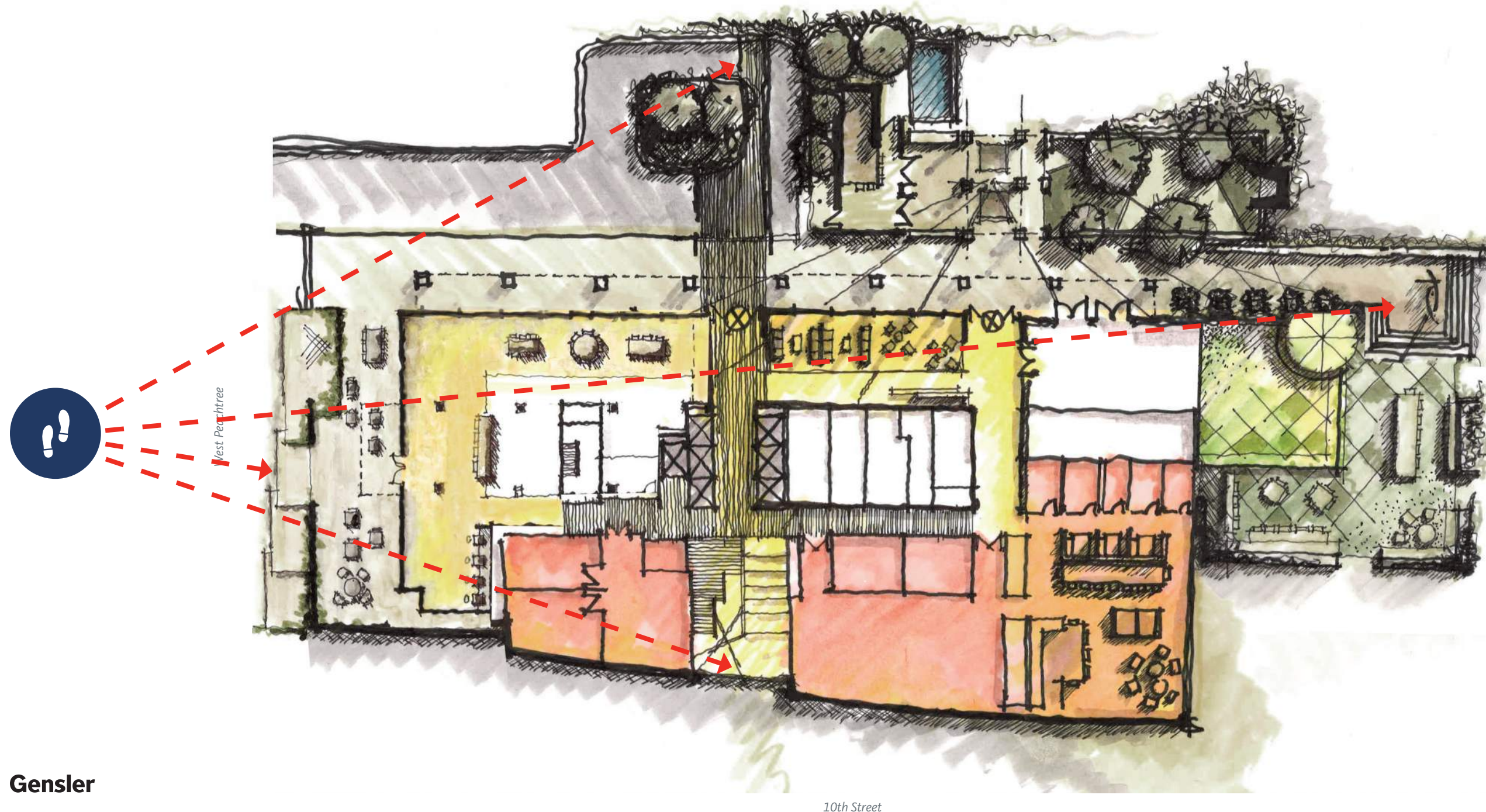
AT&T, Birmingham, AL



iLo at Playa Vista, Oakland, CA

COMMUNITY CONNECTION

Opportunities for Impact



SHARED AMENITIES



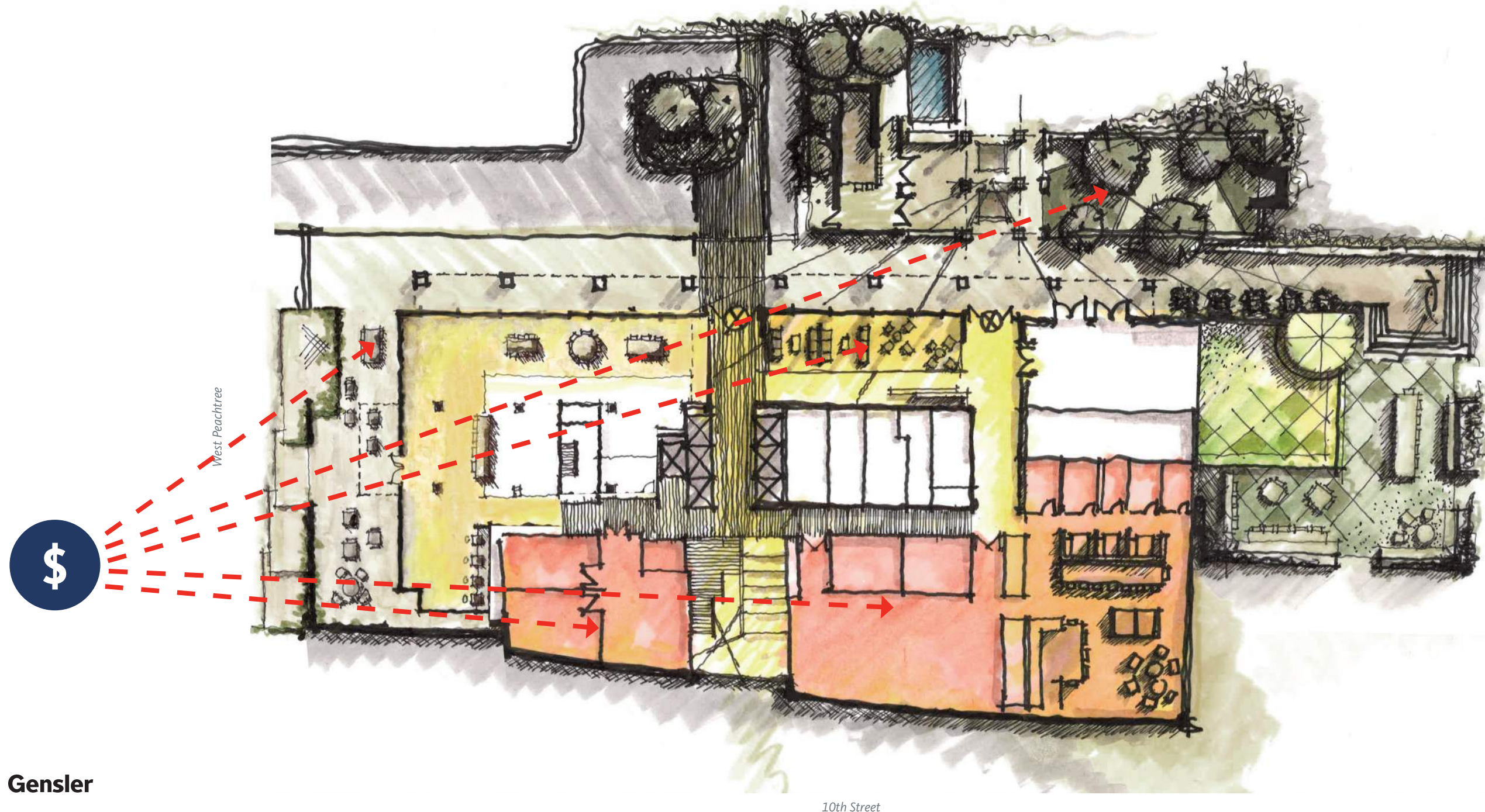
One Glenlake Parkway, Atlanta, GA

Wired Magazine, San Francisco, CA

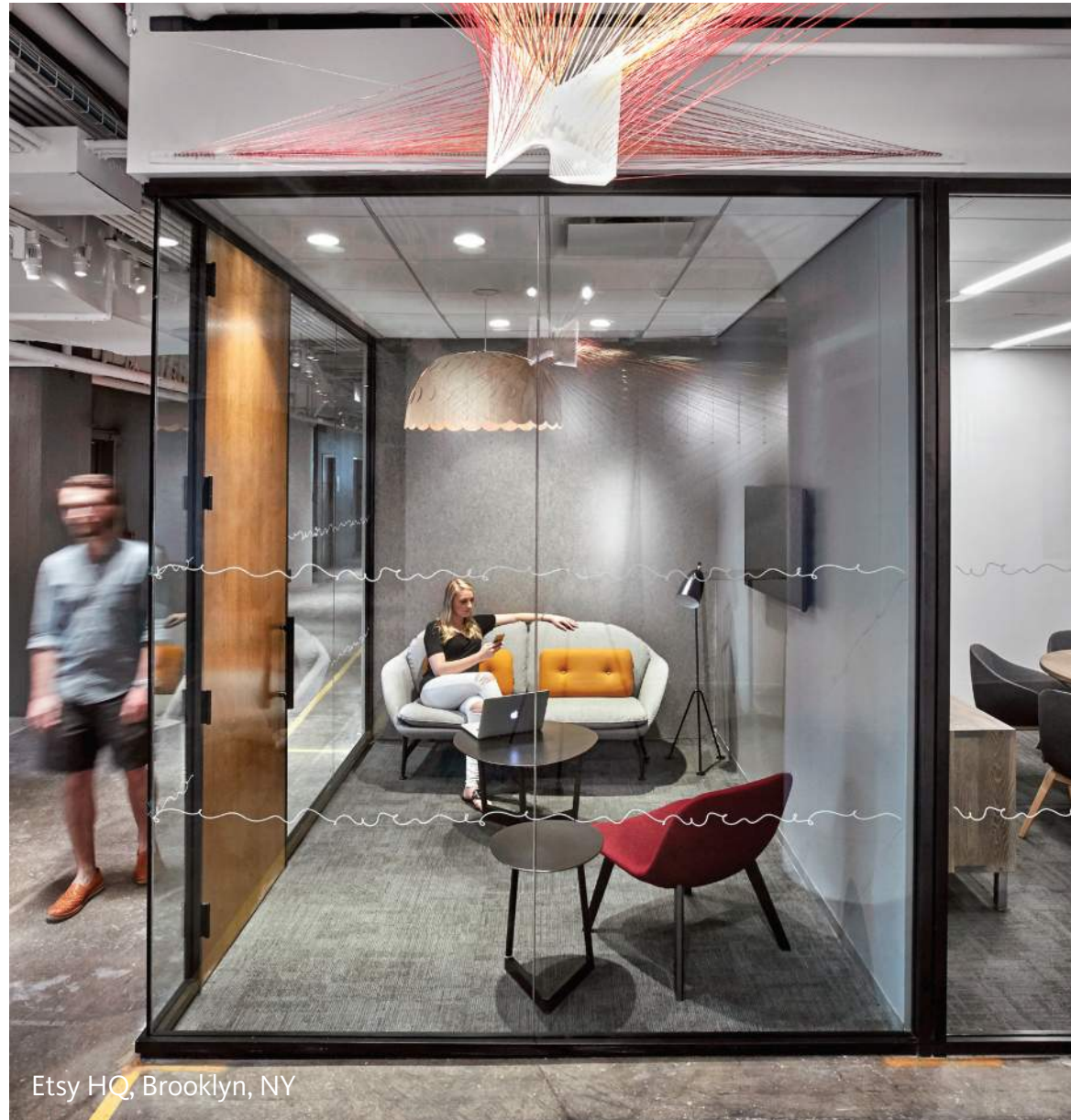
BP Helios Plaza, Houston, TX

SHARED AMENITIES

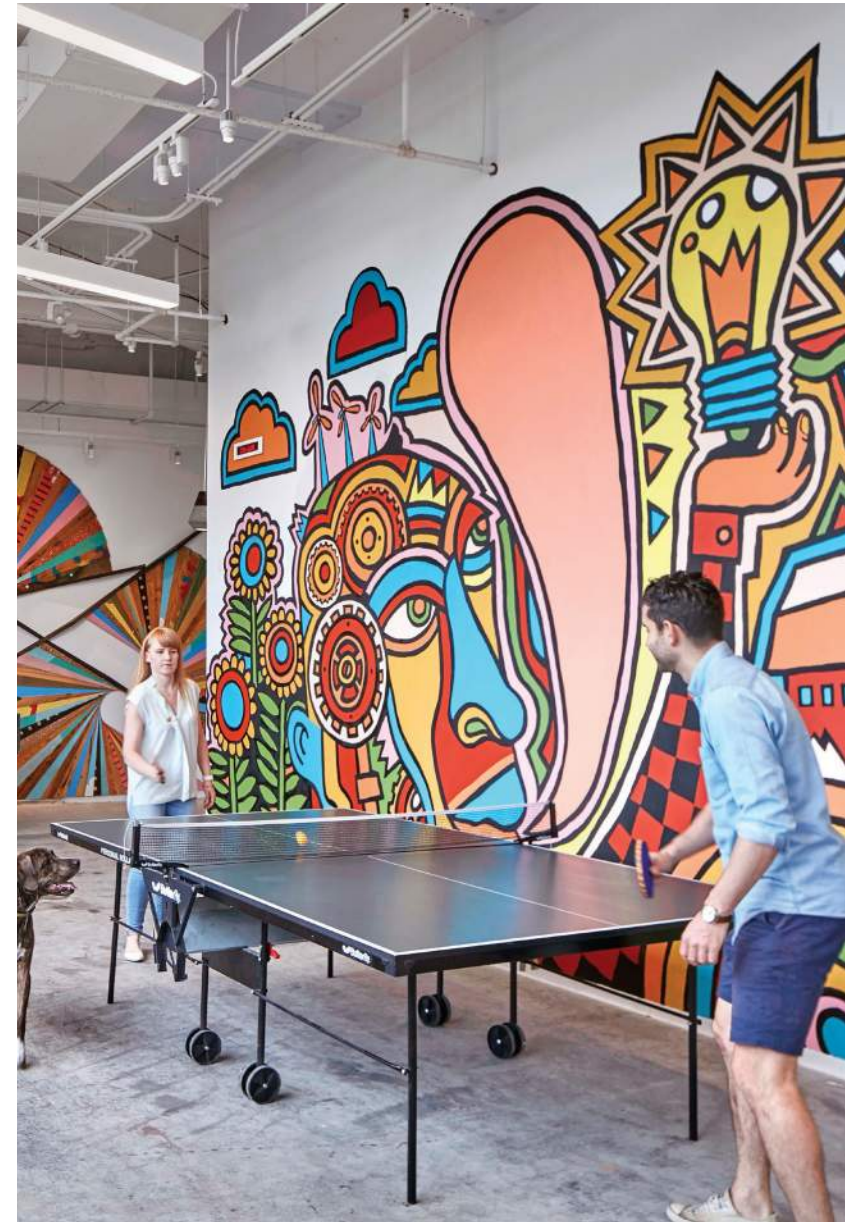
Opportunities for Impact



INNOVATIVE VIBE

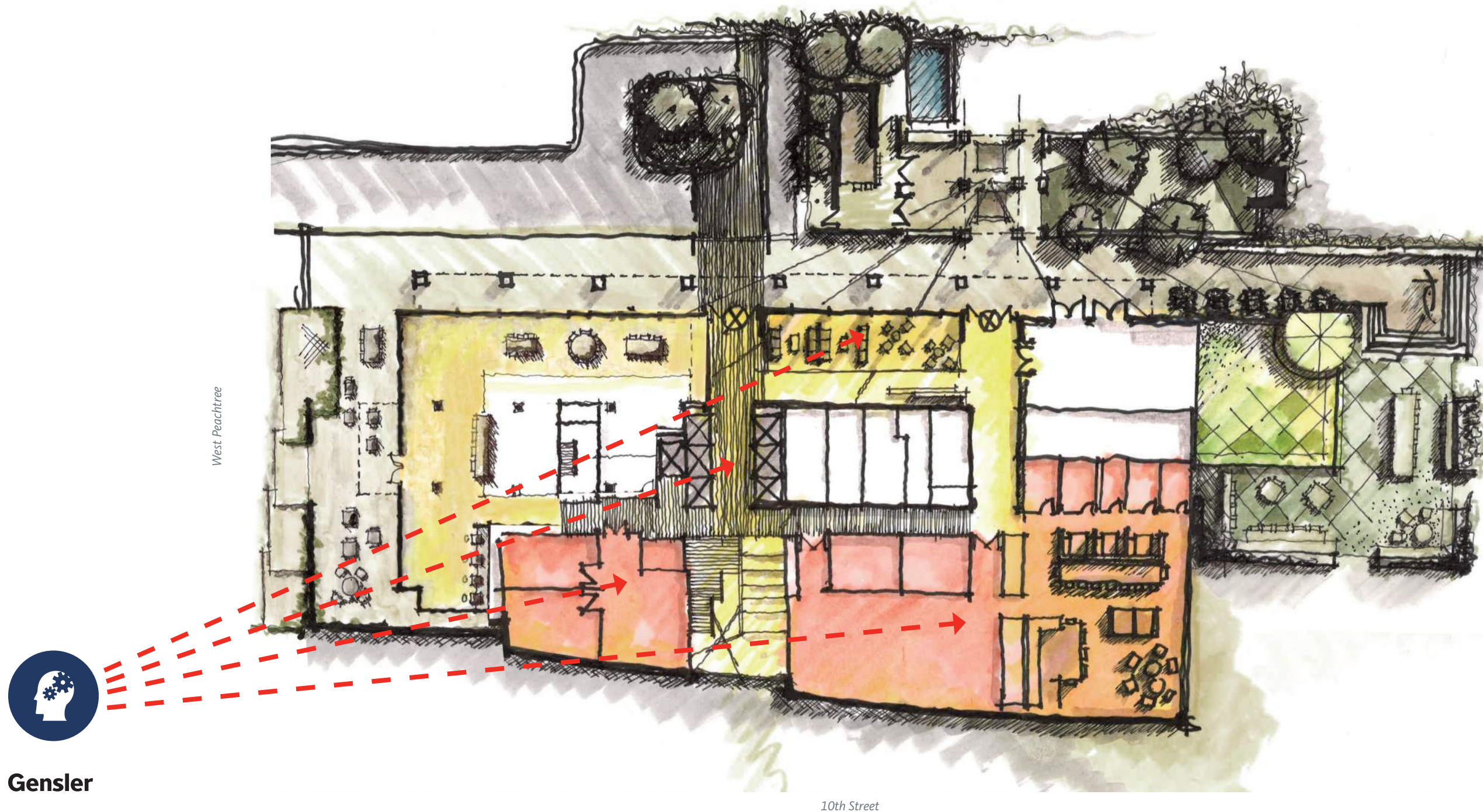


Etsy HQ, Brooklyn, NY



INNOVATIVE VIBE

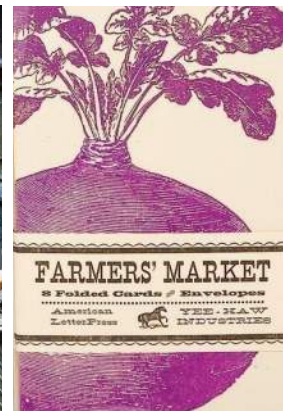
Opportunities for Impact



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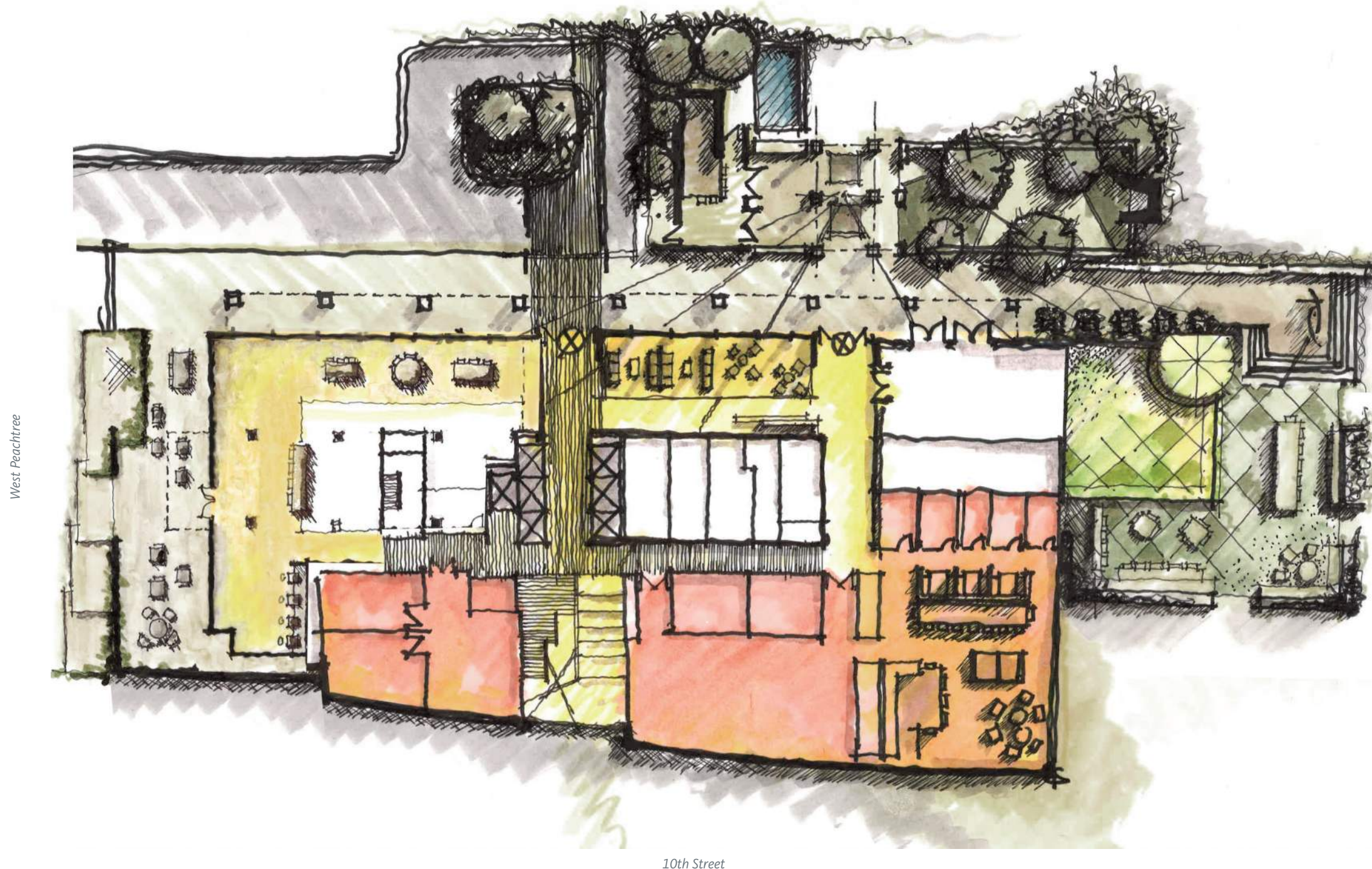
DESIGN VISION

Inspiration



DESIGN VISION

2020 Plan



DESIGN VISION

West Peachtree Amenity Space

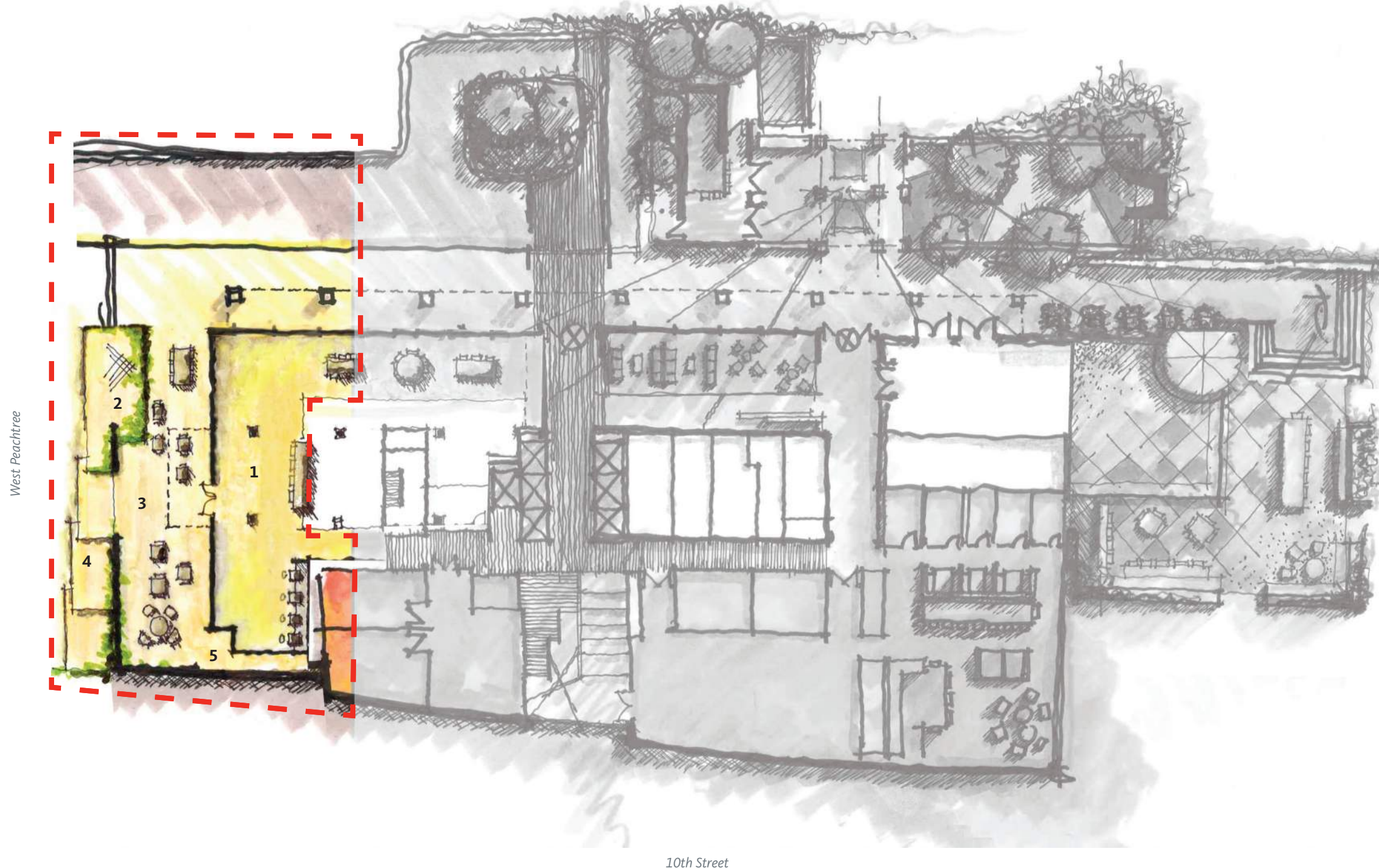
1. LEASABLE SPACE
(RESTAURANT)

2. ADDRESS TOTEM

3. OUTDOOR SEATING

4. NEW STAIRS

5. NEW LANDSCAPING



DESIGN VISION

West Peachtree Exterior View



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DESIGN VISION

Site Entry



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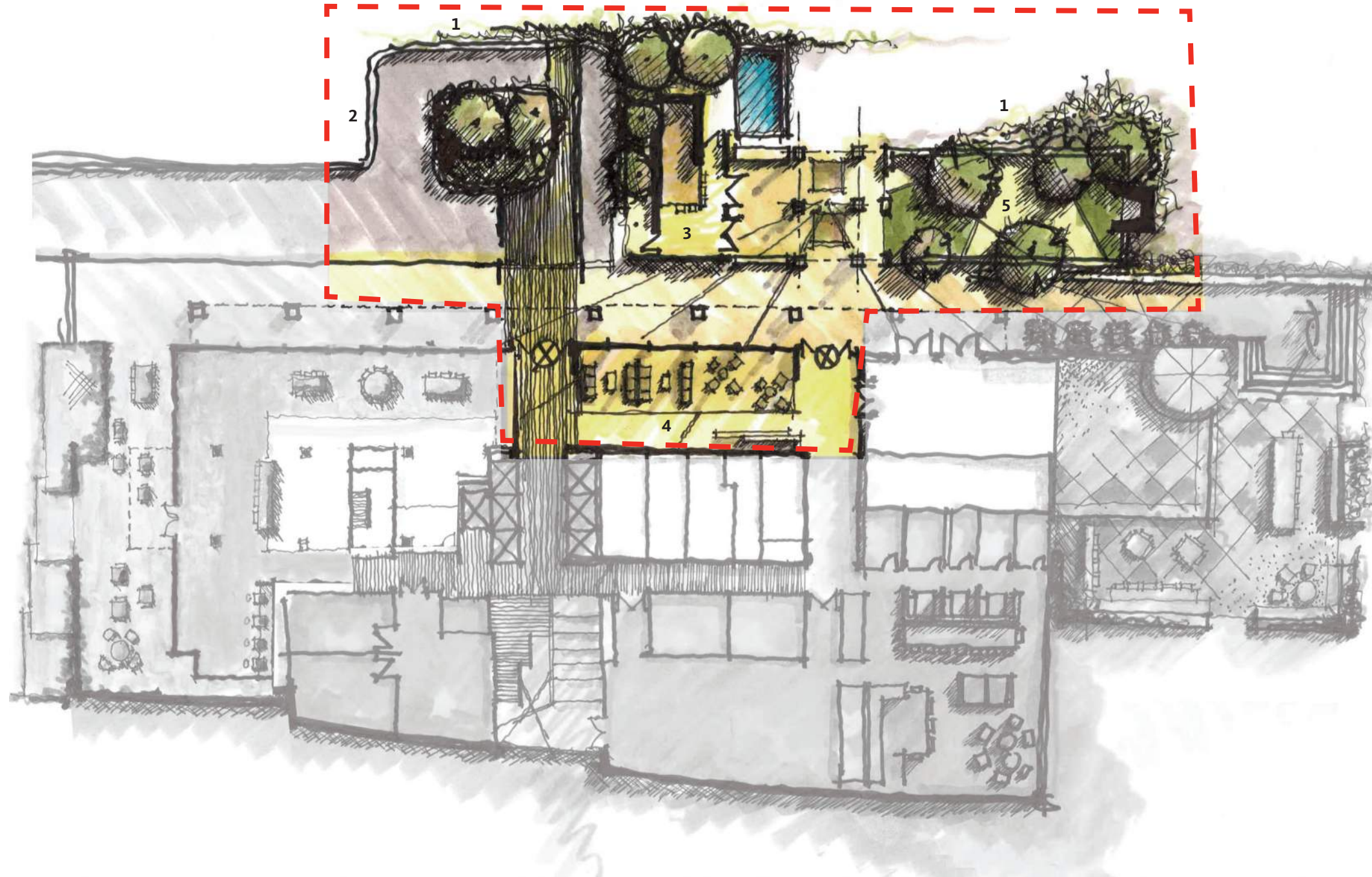


DESIGN VISION

Interior Courtyard

- 1. GREEN WALL
- 2. MURAL
- 3. COFFEE SHOP
- 4. LOBBY
- 5. OUTDOOR SEATING

West Peachtree



DESIGN VISION

Interior Courtyard View



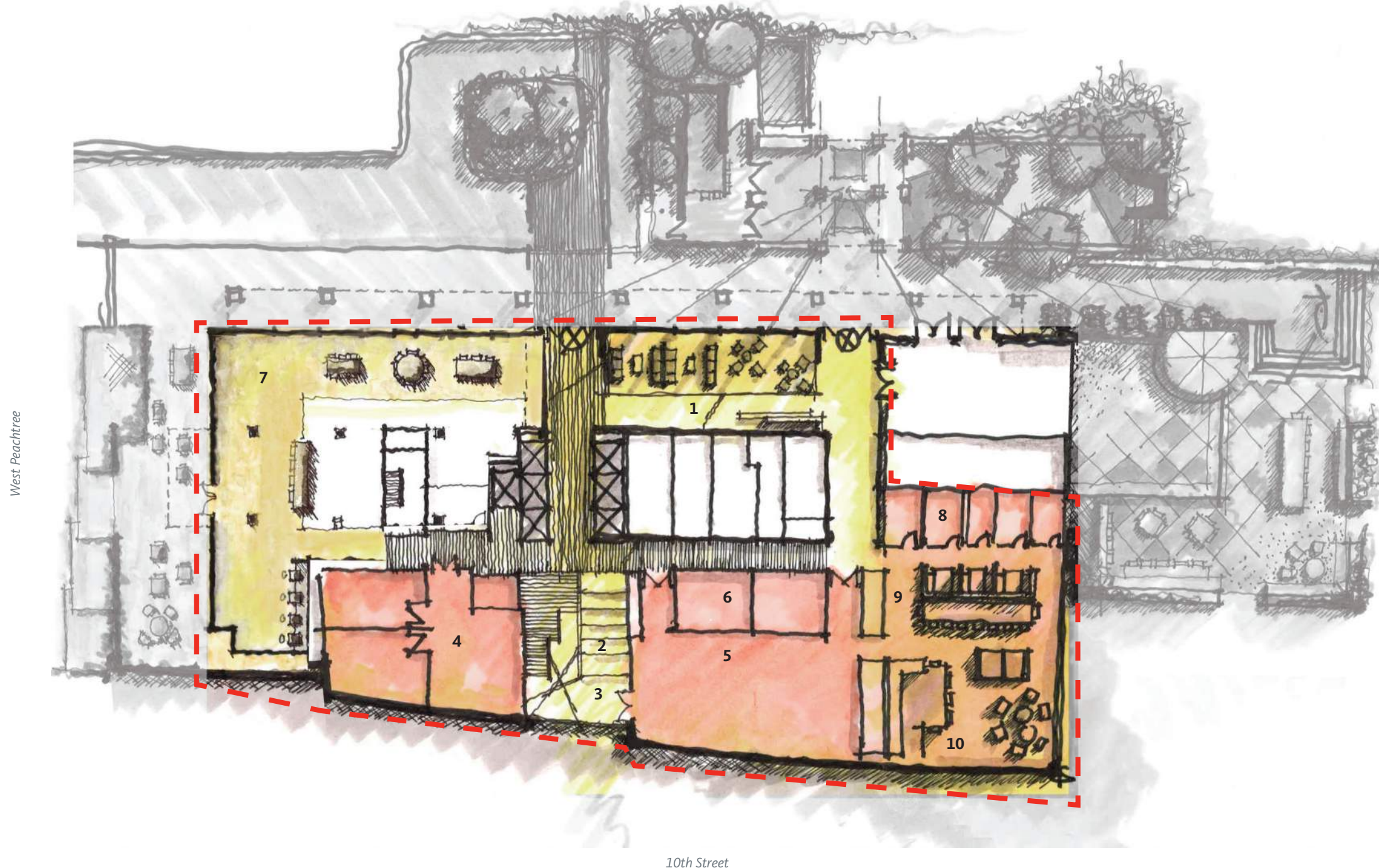
Gensler



DESIGN VISION

Level 01 Amenities

1. LOBBY
2. STADIUM SEATUM
3. DOUBLE HEIGHT LOBBY
4. CONFERENCE CENTER
5. FITNESS CENTER
6. LOCKERS
7. RESTAURANT #1
8. FOCUS ROOMS
9. COLLABORATION AREA
10. GAME ROOM

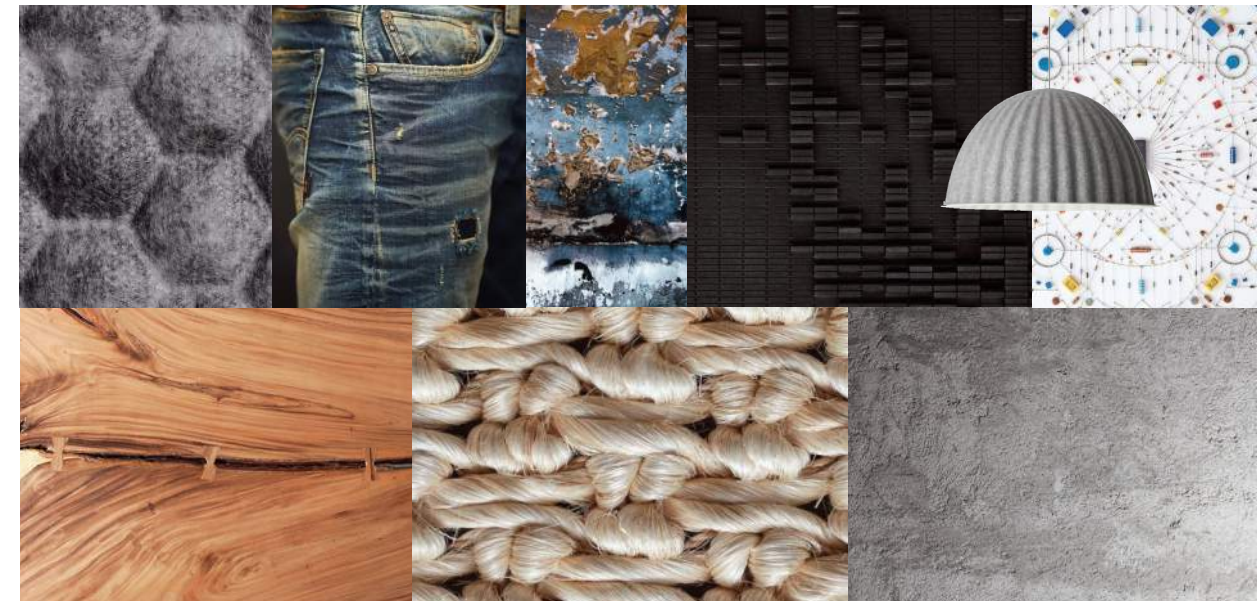


DESIGN VISION

Lobby View & Inspiration



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DESIGN VISION

Level 00 Amenities

1. CONFERENCE CENTER

2. PREFUNCTION SPACE

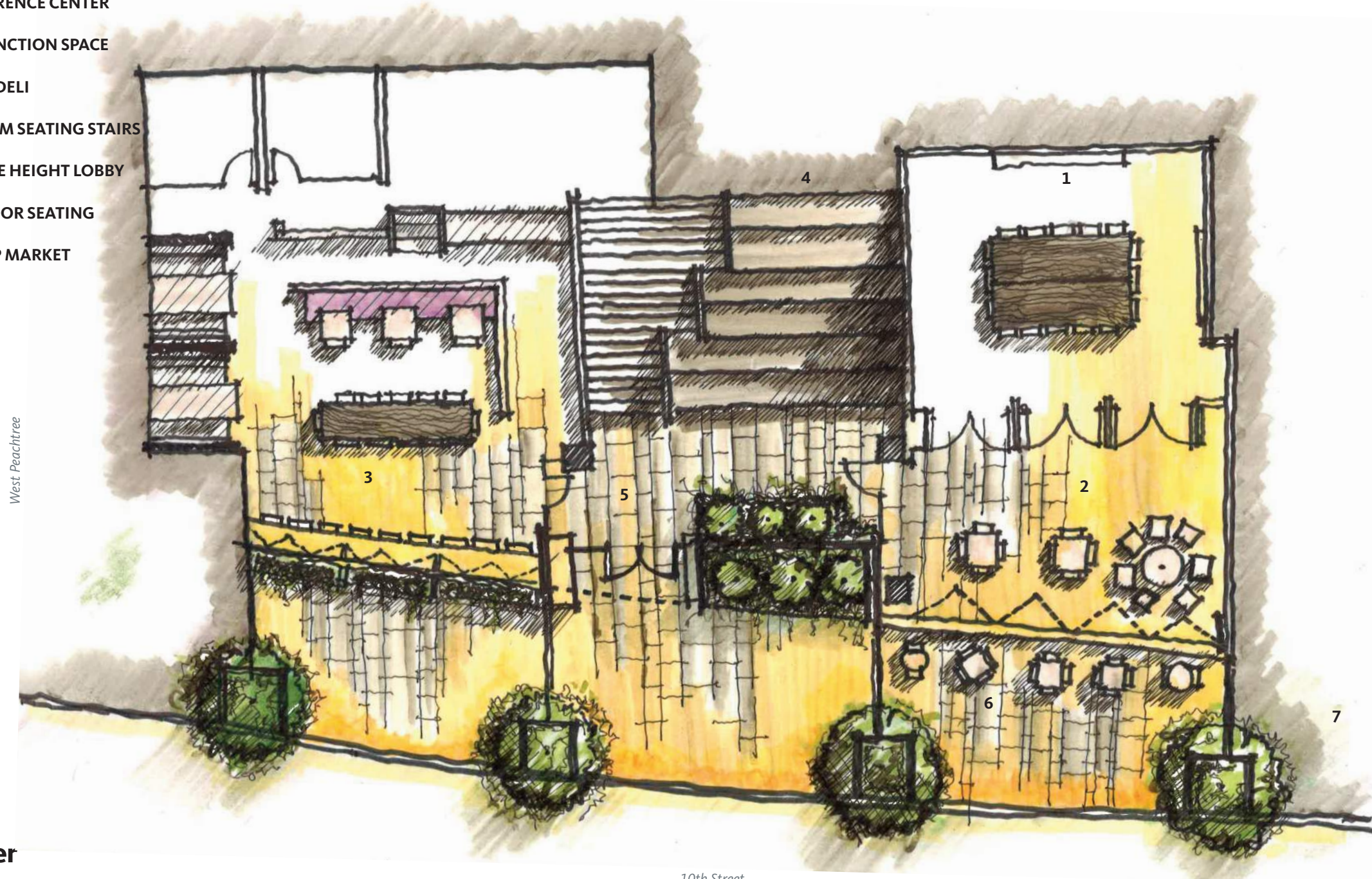
3. CAFE / DELI

4. STADIUM SEATING STAIRS

5. DOUBLE HEIGHT LOBBY

6. OUTDOOR SEATING

7. POP-UP MARKET



DESIGN VISION

East Side Hardscape

1. RESTAURANT EXPANSION

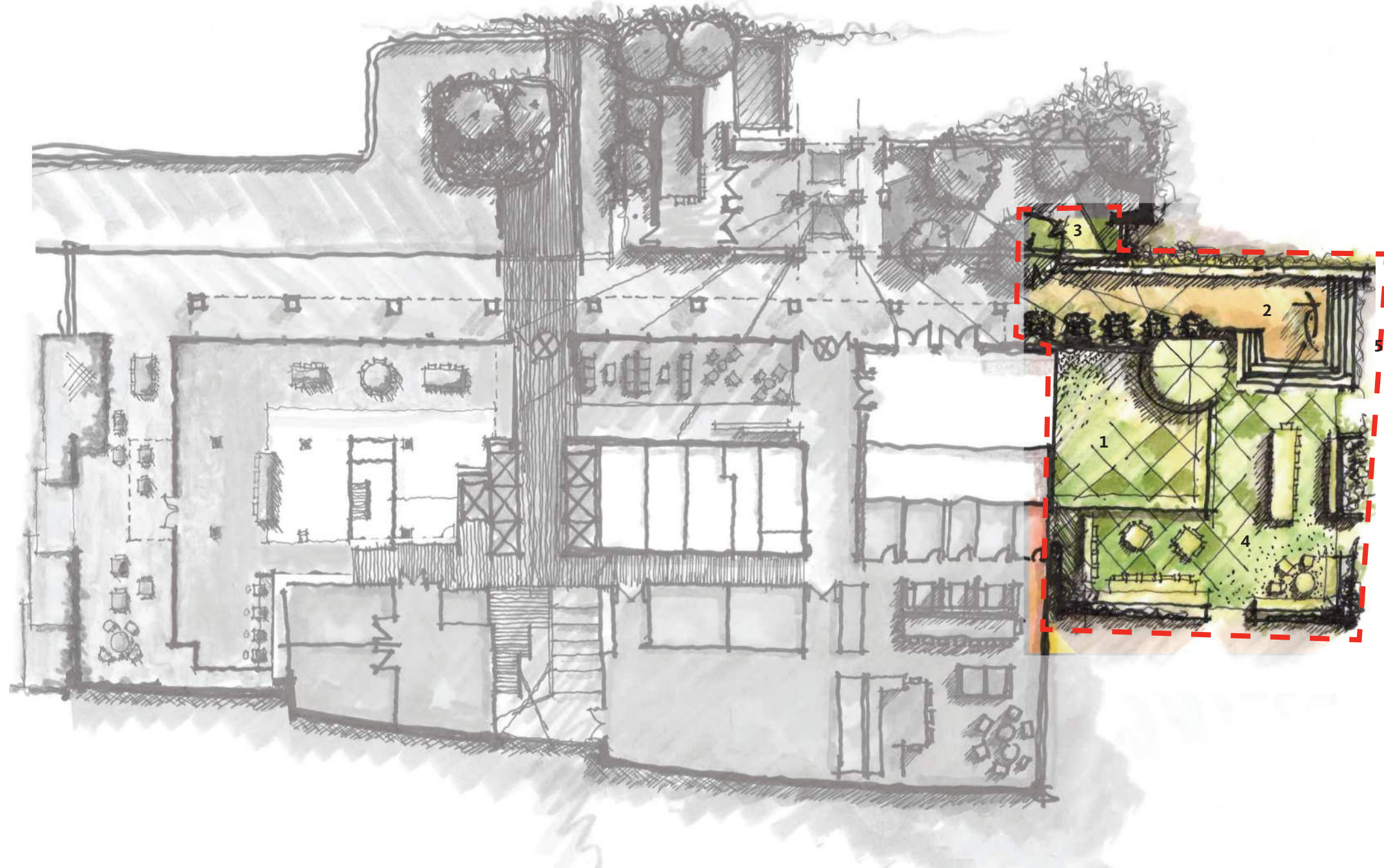
2. ADDRESS TOTEM

3. OUTDOOR FIREPLACE

4. OUTDOOR DINING

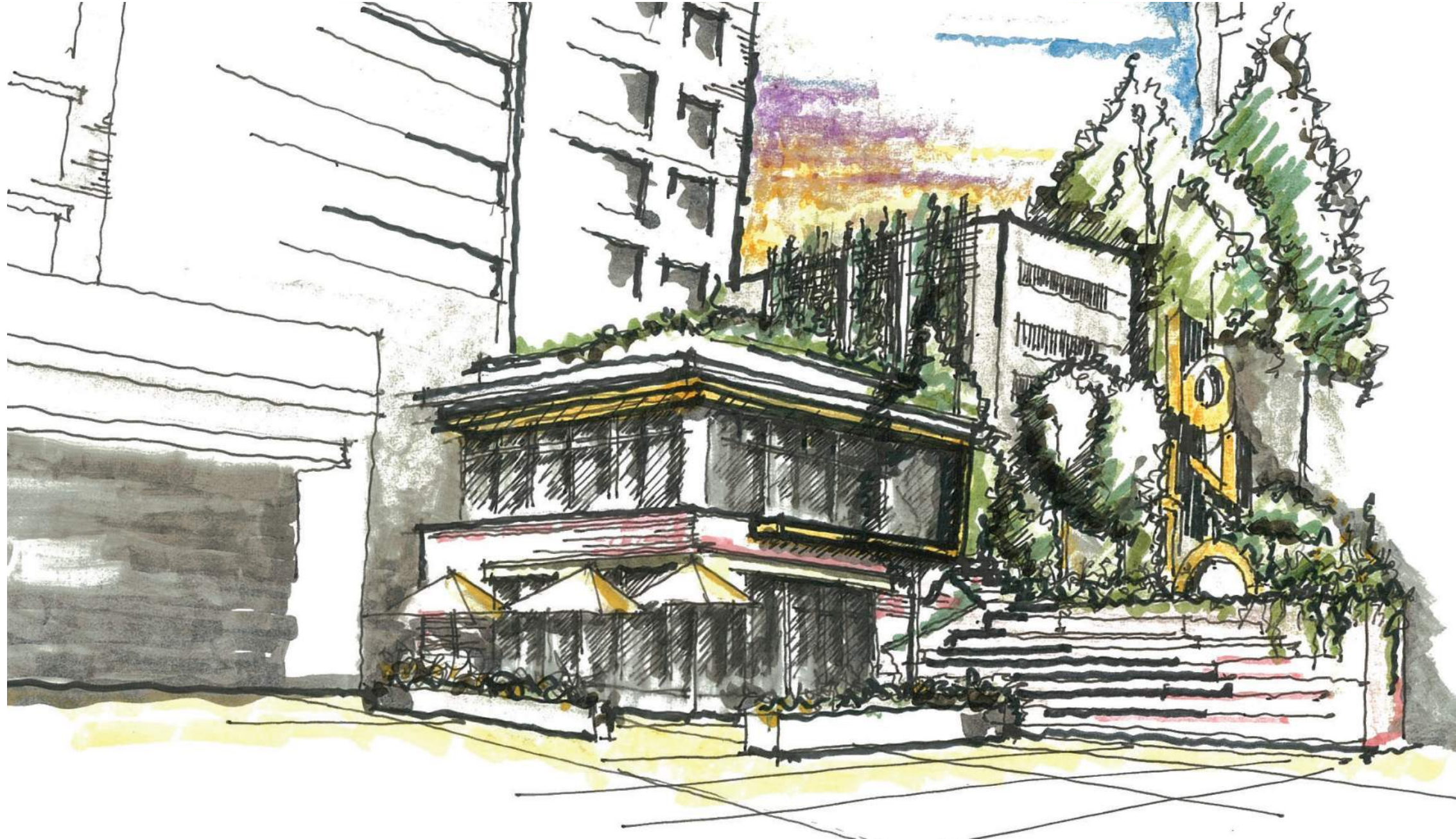
5. REVAMPED STAIR

West Peachtree



DESIGN VISION

East Side Hardscape View



DESIGN VISION

10th Street Elevation - Pop Up



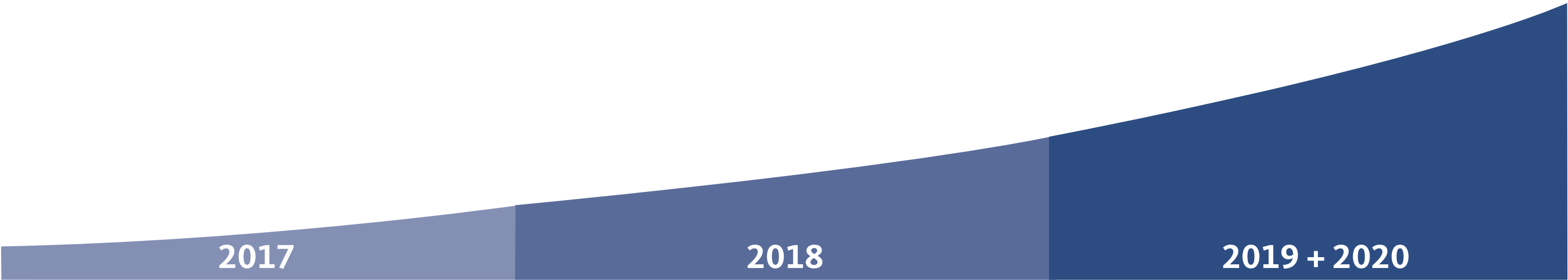
Gensler



PHASED APPROACH

PHASED APPROACH

Process



Site Activation

- Brand Identity (i.e. Logo design)
- Sense of arrival (i.e. Signage/entry)
- Temp outdoor amenities (i.e. Patio/courtyard)
- Art Program (i.e. Mural/sculpture)
- Enhanced lobby (temp solution)
- Enhanced interior finishes (i.e. Elevator/Restrooms)
- Pop-up retail (i.e. flowers/newsstand)

OBJECTIVE: CREATE BUZZ

Amenity Improvements

- New lobby (connecting two entrances)
- Club level (fitness/cafe on 2nd floor)
- Conference space (leasable)
- Retail on 10th Street (leasable)
- Facade Renovation on 10th Street

OBJECTIVE: BUILD VALUE PROPOSITION

Leasing Opportunities

- New restaurant (public-facing)
- Covered patio (leasable)
- Conferencing center (leasable)
- Landscape improvements

OBJECTIVE: CREATE NEW SPACES FOR LEASE

PHASED APPROACH

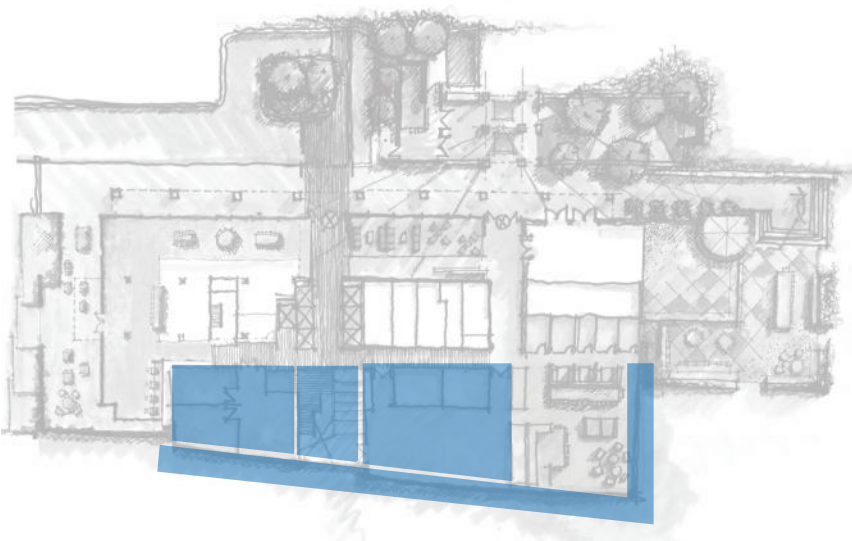
In Action

PHASE 1

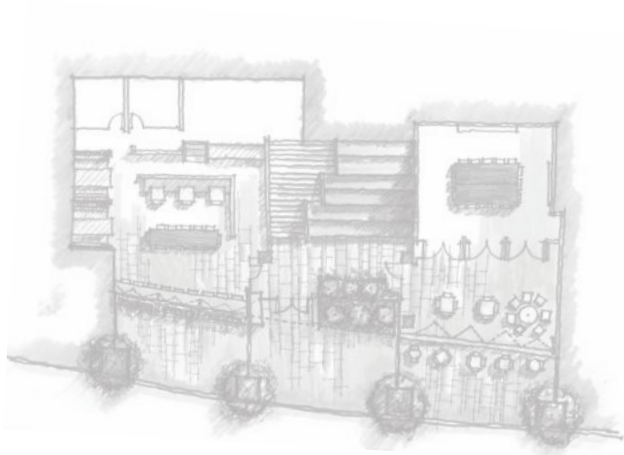
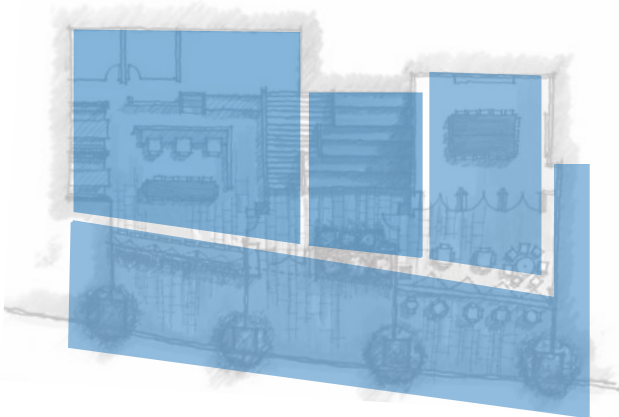
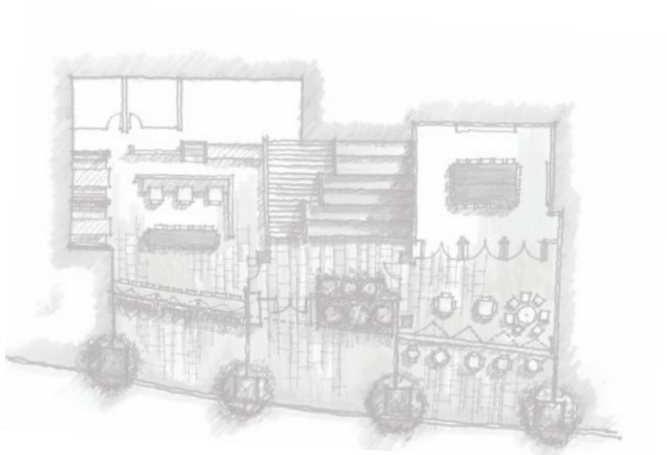
PHASE 2

PHASE 3

LEVEL 01



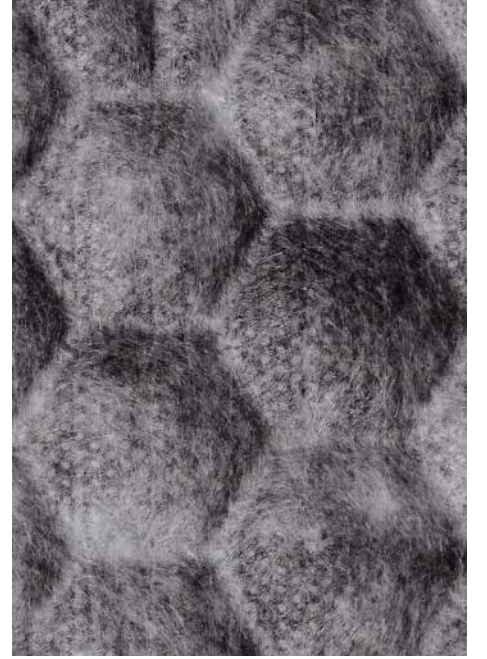
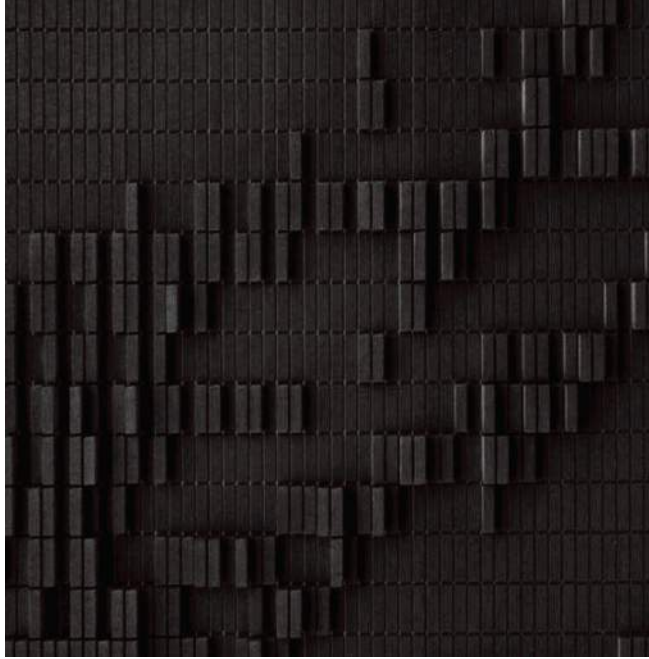
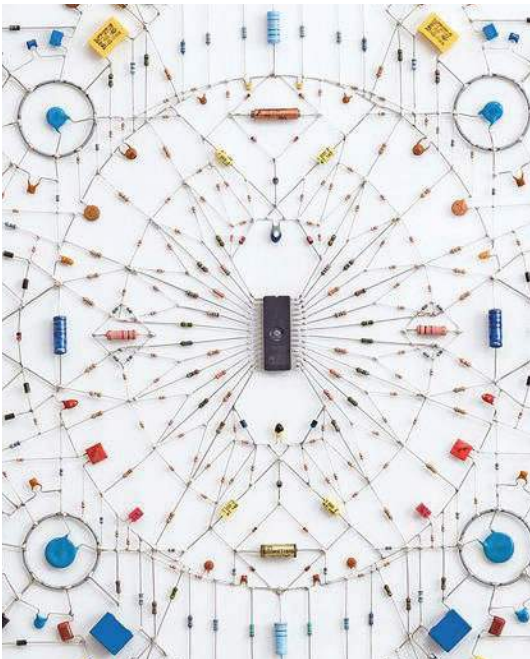
LEVEL 00



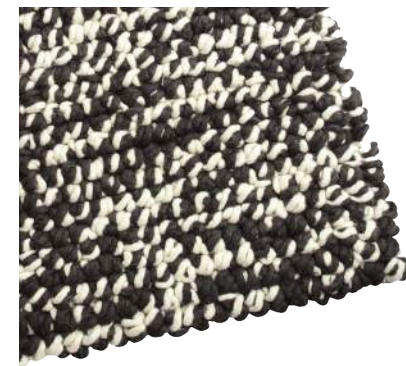
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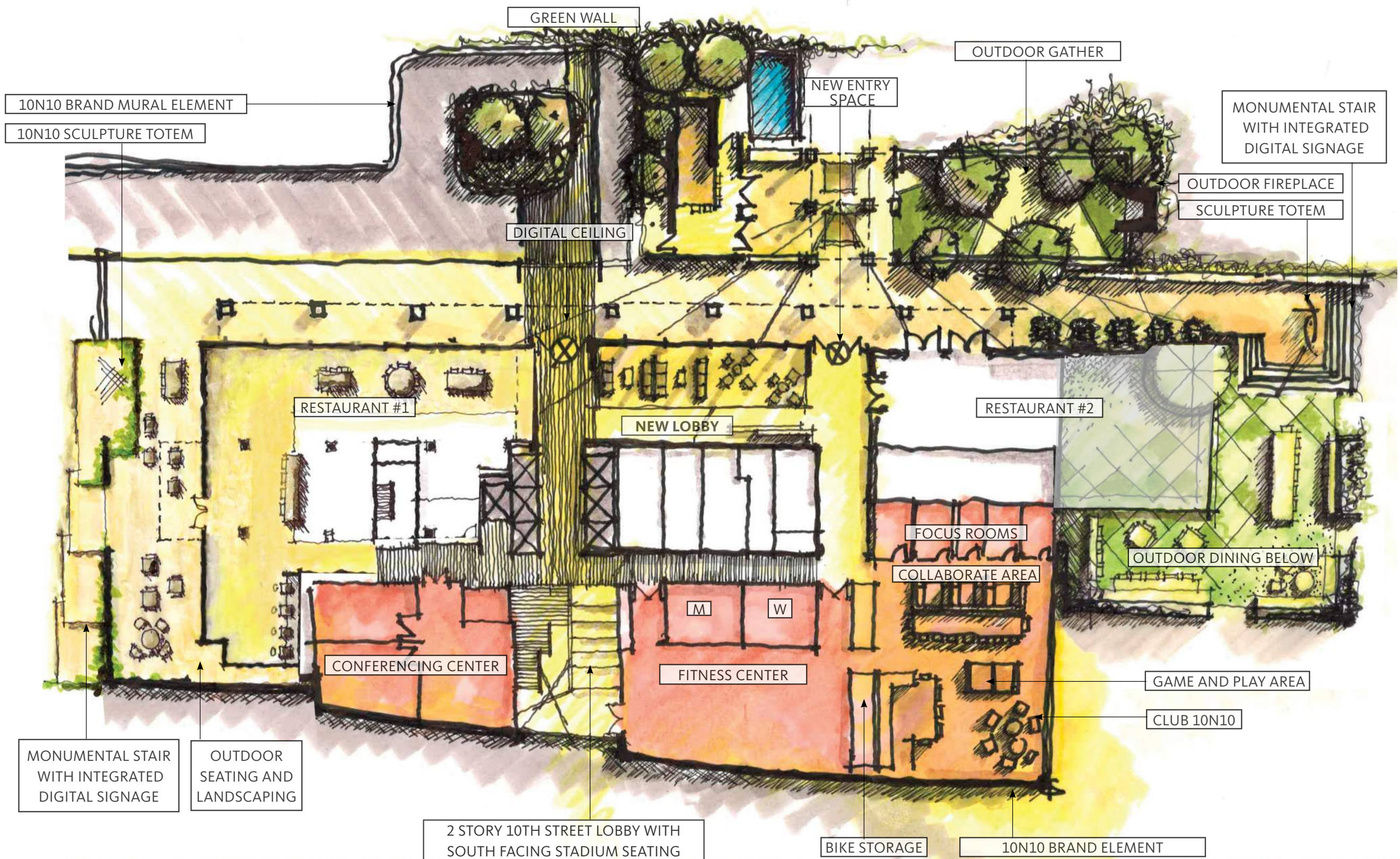


MATERIAL INSPIRATION...



FURNITURE INSPIRATION...





EXISTING CONDITIONS

