CADS 5100: Commercial Design Studio/Programmatic Book/ Group 1:
Caroline Casteel, Kiki Coupland, Emma Coyle, Mary Morgan Smith

"Reddit is a big community made up of thousands of smaller communities. The smaller sub communities are referred to as "subreddits", which are all created by users. "

Table of Contents

r/Communities

r/ProgrammingStatement

Miles from its humble beginnings in Medford, Maine, the American-based company Reddit, seeks to expand its horizons into international territory where they face no shortage of challenges across different cultures and timezones. With the location of their first international headquarters set in Munich, Germany, we must discover the balance between the strict hierarchy and privacy preferences that remains prevalent in the German professional culture while staying true to the client's company values that revolve around freedom and open collaboration. In addition, the commercial world as a whole faces the newest challenge of navigating life after a pandemic to redefine the "new normal" and cultivate a progressive work style that accommodates the everyday flexibility of life and the newest concept of putting the human before the employee.
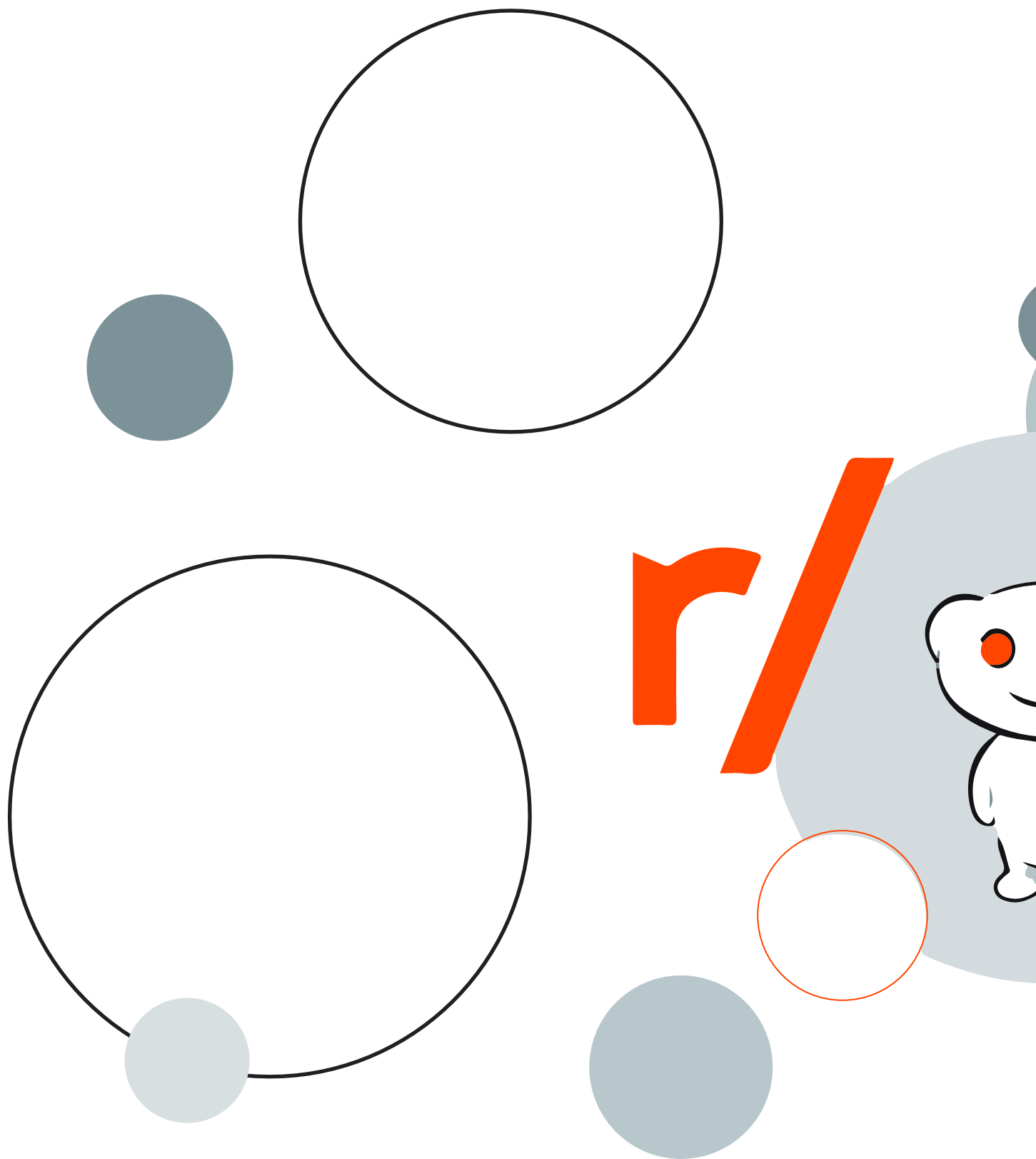
"I think that's one of the most unique and potentially powerful things about Reddit — people come for the news, and stay for the community."
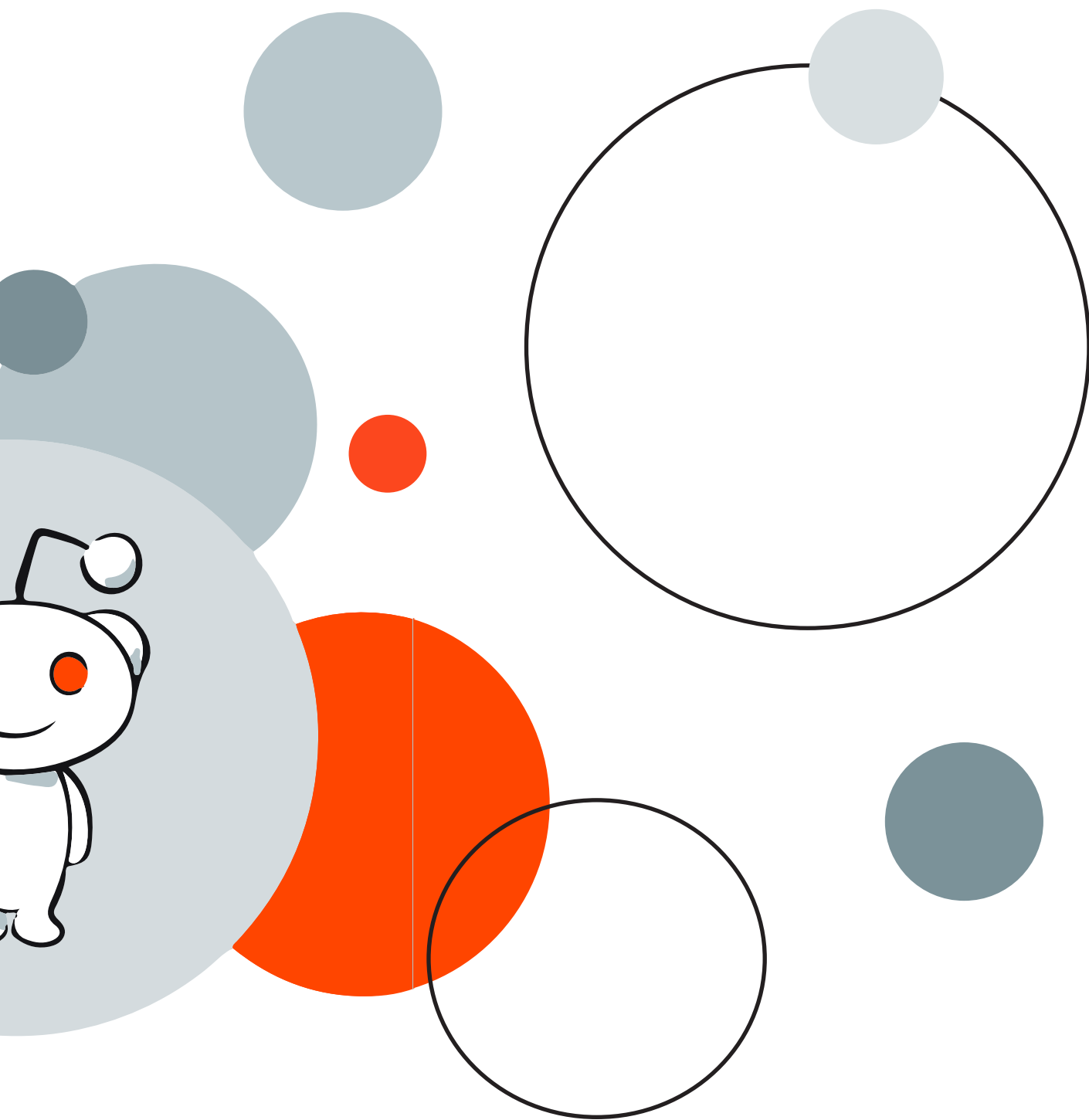
- Yishan Wong,
Reddit CEO (2012-2014)

"Facebook makes me hate the people I know, and Reddit makes me love the people I don't."

- Alexis Ohanian,
Reddit Co-founder & Executive Director

r/

r/TheContext

r/GermanCulture

Some people might be surprised by German's directness, yet this is how they believe their community can run most efficiently. The people are about reason and logic and being punctual and respectful. German's think that if everyone respects the structure and laws of society, the country can be a nice place for all. Punctuality is a high priority, to the extent where no bus or train is ever late. Everything running on time is testament to their good planning and dedication. Along with respecting the structure and law, German's value their privacy and respect others.

Food & Drink:

Germany is known for their hearty food and beer gardens. Some of their most popular dishes include Weißwürste (boiled, white veal sausage), Haxen (braised pork knuckle), Leberkäse (a loaf formed sausage), Obazda - a cheese spread best eaten with Brezeln. Munich in particular is known for their most popular beer, Münchner Hell.

Religion:

Christianity makes up the majority of German culture. With Christians split between the Roman Catholic Church and Evangelical Church.

Celebrations:

Germany has many traditions they celebrate. The first being, Oktoberfest. Oktoberfest started as a royal wedding celebration, and now it is a two week long folk festival. The festival is based in Munich and is full of drinking, eating, and merriment on the Wies'n. Christmas is celebrated by majority of German's, and Munich has traditional markets full of festive decorations, food, and gifts. Soccer is also very popular in Germany, and Germans often attend the games or meet up at a beer garden to watch the games.

Working culture:

In Germany, the working culture strives to achieve formality and efficiency. A typical work week is between thirty and forty-five hours with a lunch break from 12 pm- 2pm, and meeting up at a beer garden with friends after work.

r/Demographics

The population of Munich, Germany as of 2022 is around 1,566,000 people. This includes Turks (43,000), Albanians (30,000), Croats (25,000), Serbs (24,000), Greeks (22,000), Austrians (21,000), Italians (21,000), as well as the local Germans.
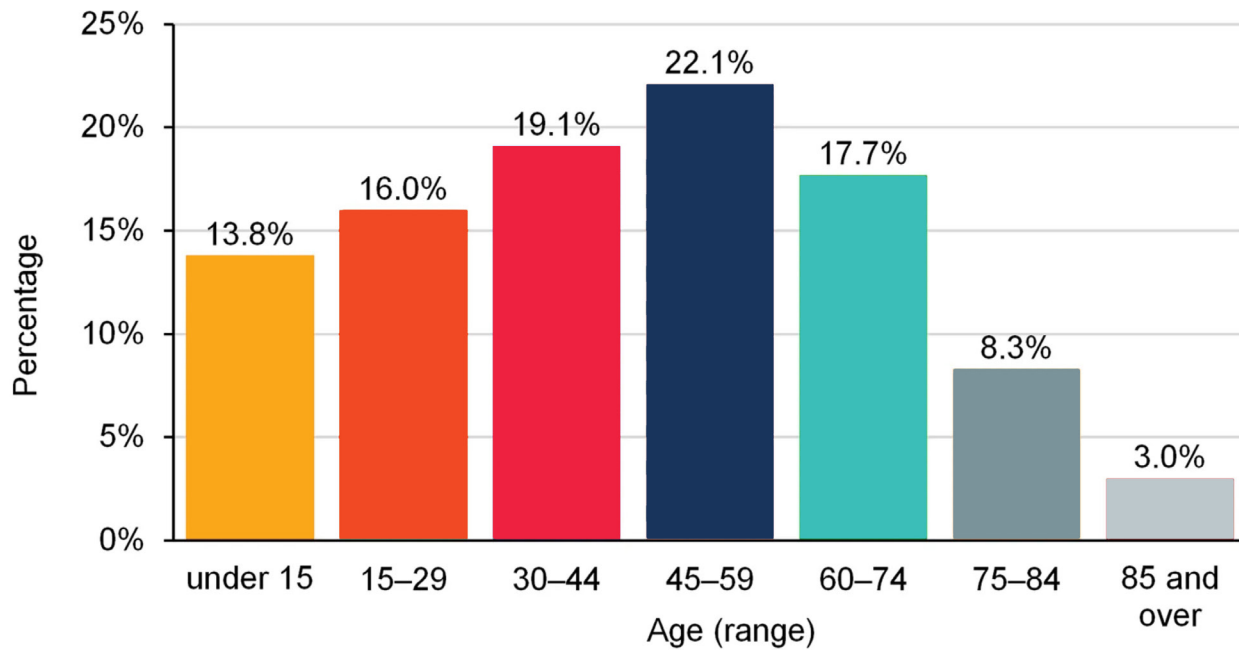

A population of 1.56 million makes Munich Germany's third-largest city, after Hamburg and Berlin.
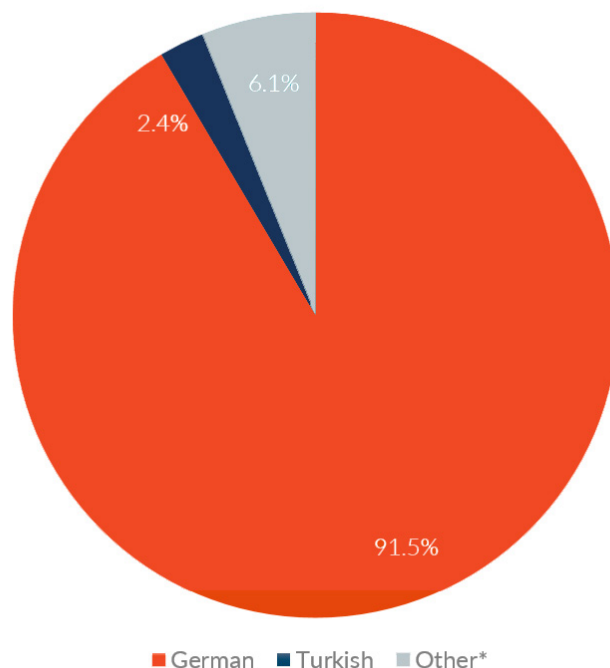
The number of marriages in Munich during 2021 was 357,785. The number of divorces in 2021 was 142,800. On average people are married about 14.5 years before divorce.
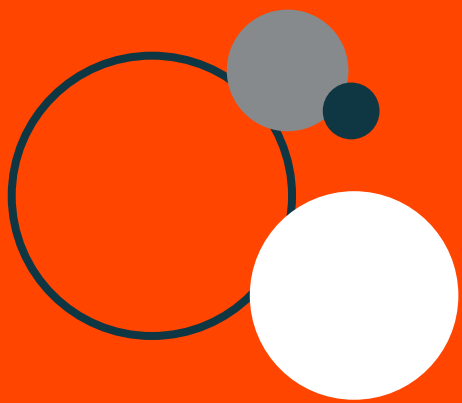
Germany age breakdown (2021*)

Ethnic Makeup of Germany
(World Factbook)

■ German ■ Turkish ■ Other*

*Primarily Greek, Italian, Polish, Russian, Serbo-Croation, Spanish

Munich is Germany's second largest venue for employment. On average for the whole of 2021, a new record figure of 908,457 people were employed in socially insured jobs in Munich. Overall, in 2021 the number of employees registered for social insurance showed a year-on-year increase of 1.2%. In absolute terms in 2021, most new jobs were created in the 'information and communication' sector (+ 22 223 new jobs). Next came 'corporate services' (all in all + 19 530 new jobs) with 'legal and tax advice, auditing and business consulting' making a particularly notable contribution of 19.9%. More than ever, also boosted by pandemic needs, 'healthcare and social services' experienced rising demand for labor and saw a 11 % increase in employment (10 682 jobs).
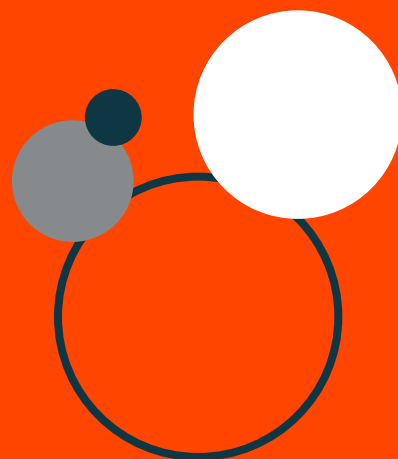
r/Economics

GDP of Germany

GDP in Germany is expected to reach 4000.00 USD Billion by the end of 2022.

GDP of Munich

The Greater Munich region has a GDP of 156.3 billion euros.

Munich has several different economic benefits, some include, technology, engineering, automobiles, manufacturing, publishing and printing. Germany is home to BMW, Allianz, Munich Re, and MTU Aero Engines. These large companies play a big role in creating jobs and bringing revenue to the country.

The first higher education qualification in Germany is the Bachelor degree. The standard period of study "Regelstudienzeit" in a Bachelor program is 6 semesters, or 3 full academic years. In Universities of Applied Sciences bachelor studies last 6-7 semesters, by also including the practical work.

The median salary in Munich is 3,860 EUR per month, meaning that half (50%) of the population earns less than 3,860 EUR while the other half more than 3,860 EUR. The average salary in München is €83,983 EUR per year. The most typical earning is €67,010 EUR.

The harmonized unemployment rate in Germany was at 3.0 percent in August 2022, unchanged from an upwardly revised figure in the prior month. The number of unemployed was unchanged at 1.30 million, while the number of employed was slightly down by 6,000, following a monthly increase of 34,000, at 45.3 million. For 2022 thus far, the annual average unemployment rate was 5.2 percent. For 2021 it was 5.7%.

r/History

Munich was founded in 1158.

Munich (München in German) means "home of the monks", a name that stems from the Benedictine monastery founded in the area around the mid-8th century.

German Timeline

1506

Munich became a centre for the Renaissance Arts

1933

Adolf Hitler was appointed chancellor of Germany.

1914

German troops crossed the boarder into Belgium to start the first battle of WW1

1158

Munich was founded

1810

Oktoberfest festival originated

1957

Munich's population passed 1 million

In 1923 Hitler and his supporters, who at that time were concentrated in Munich, staged the Beer Hall Putsch, an attempt to overthrow the Weimar Republic and seize power. Munich became the ideological centre of National Socialism.

During WW II Munich was heavily bombed and the population of the city sank from some 800'000 to 500,000 (during the years of WW II people moved out of Munich). Munich was completely rebuilt following a meticulous and - by comparison to other war-ravaged German cities - rather conservative plan which preserved its pre-war street grid (Wikipedia). Munich's population passed 1 million in 1957.

In 1972, the Olympic Games were held in Munich. However, the event ended in tragedy, with 17 people being killed in a terrorist incident.

r/Lifestyle Capital

Munich today is a city that thrives in industry as well as tourism. It is highly cosmopolitan with a beautiful historic center, vibrant cultural life, a high standard of living, and low crime rates. German life expectancy and quality is higher than average, which can likely be attributed to factors such as the economy, environment, social situation, education, and politics. They also do not focus on long hours at work and are able to take vacation days more readily than many parts of Europe. In general, the German lifestyle is very private and structured around routines and habits.

Munich is one of the world's great beer and brewing capitals in Europe with the city having several of the largest breweries in Germany. Munich is famous for its beer and its annual Oktoberfest celebration that is held over a two-week period that ends on the first Sunday in October. This celebration includes many parades, games, amusement rides, music, and dancing and draws more than six million people each year. Traditional German dishes and over 75,000 hectoliters (about 2 million gallons) of beer are consumed during Oktoberfest.

Climate

Located near the Alps in southeast Germany, the climate in the city of Munich remains cold for a large portion of the year, but Foehn (warm and dry wind that descends from the mountains and is capable of causing a rapid increase in temperature and a decrease in relative humidity) during the autumn months with occasional occurrences in winter and spring brings an unexpected warmth to the city. The city as a whole does not get a lot of sun in autumn and winter, with rare sunshine from November to February and an average of 7-8 hours of sunshine per day in May-August which far exceeds the average for most German cities.

A typical winter day averages at about 0°C/32°F and drops to much cooler temperatures during the night. During the winter months, snowfall is common although, usually in the form of light snow that can turn into snowstorms on occasion, and fog remains prevalent throughout the city but especially in northern Munich.

Autumn begins with pleasant days that quickly turn cold, wet, and dark and night frosts beginning as early as October. In this season, the infamous Oktoberfest, held in the last two weekends of September and the first of October, can expect minimum temps ranging from 41°F to 46°F and maximum temps of 59°F to 64°F.
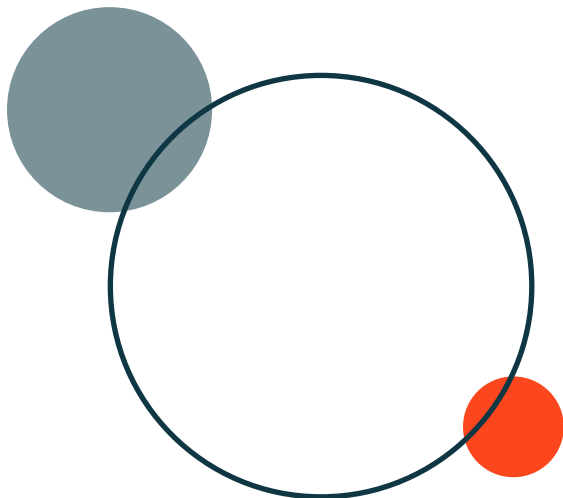
r/MunichWeather

S ummers in Munich are pleasantly warm during the days with temperatures remaining in the 60°F to 70°F range and occasionally reaching as high as 90°F. During these months, rain from the Atlantic can bring cooler temperatures and even thunderstorms or intense hail.

S pring in the city begins in March, but warmer weather won't appear until April, and even then, the threat of cold snaps persists until May when the sun appears and days become mild and even sometimes warm with cold nights.

Terrain

Munich, the largest city and capital of the German state of Bavaria, is located on the River Isar just north of the Bavarian Alps at an altitude of about 520 m above sea level. Due to its location in the Northern Alpine Foreland, much of the city would have been a sandy plateau with highly fertile soil and morainic hills in the southern portion. In some areas of Munich, groundwater can permeate the gravel surface leading to marshes in the north and occasional floods. The Wurm River is also local to the city of Munich.

r/MunichTopography

3,740 ft
3,566 ft
3,399 ft
3,238 ft
3,084 ft
2,933 ft
2,792 ft
2,654 ft
2,526 ft
2,402 ft
2,287 ft
2,175 ft
2,073 ft
1,975 ft
1,886 ft
1,804 ft
1,732 ft
1,663 ft
1,604 ft
1,552 ft
1,509 ft
1,473 ft
1,447 ft
1,430 ft
1,421 ft
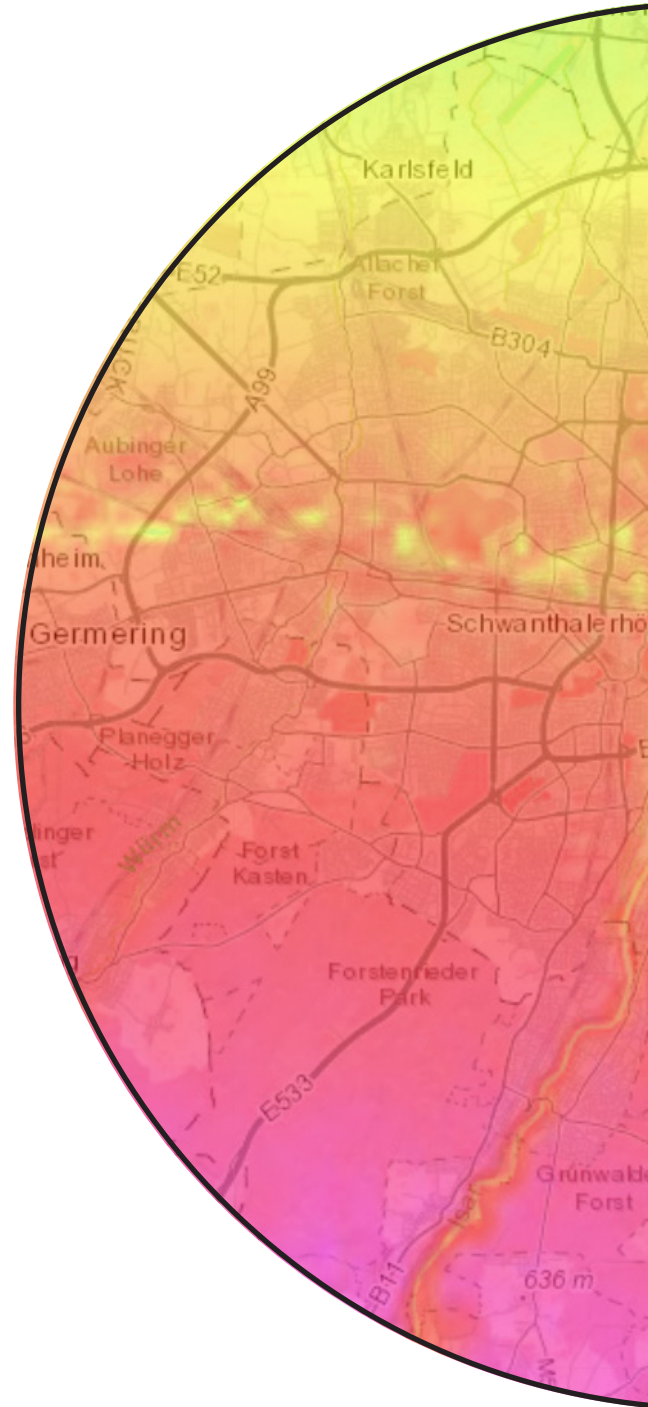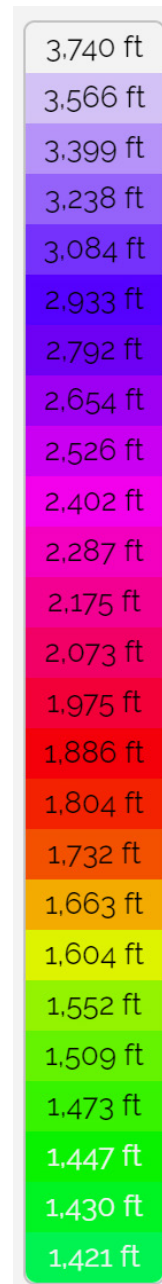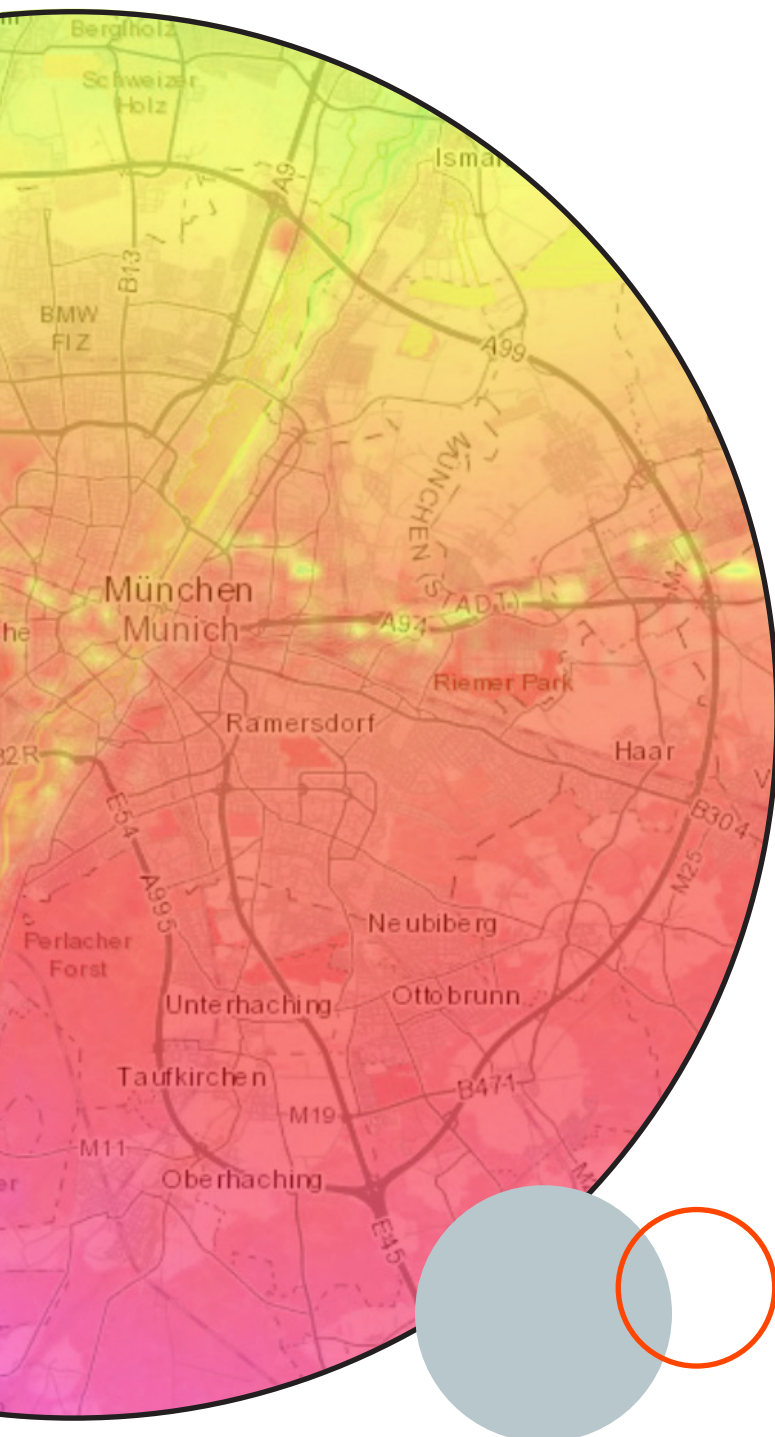
r/SurroundingArea

- Freiheitshalle
  (event venue)

- Pandion Boarding House
  (apartments)

- Elements Fitness and Wellness
  (workout studio)

- PIA Media MUC GmbH
  (Internet marketing service)

- Senacor Technologies AG - Office München
  (Business management consultant)

- Arnulfseg
  (bridge over train tracks)

- Google Kontorhaus
  (Google)

- Citadines Apart'hotel Arnulfpark - Munich
  (Hotel)

- Kindergarten

- Community Park

- Many restaurants/grab and go food

- Near railways/subways and bus stops

Freiheitshalle

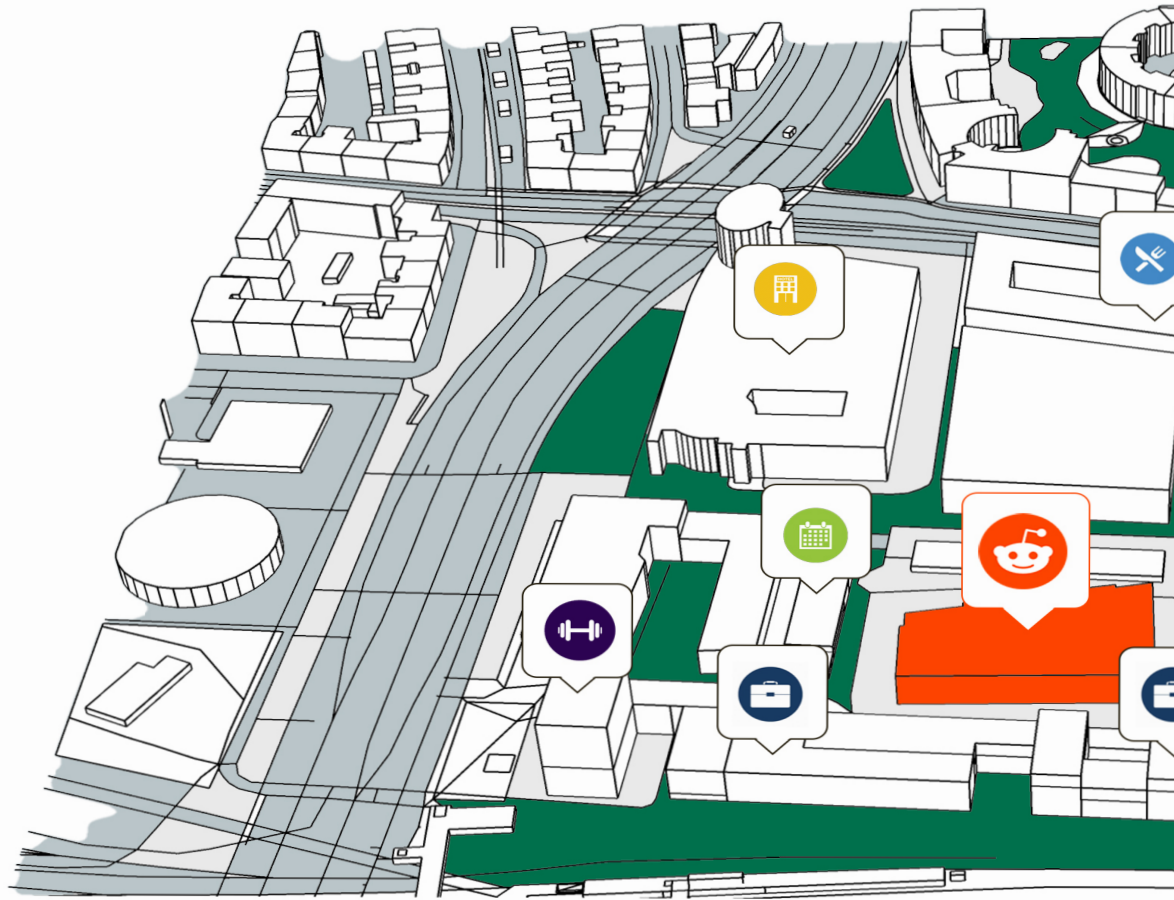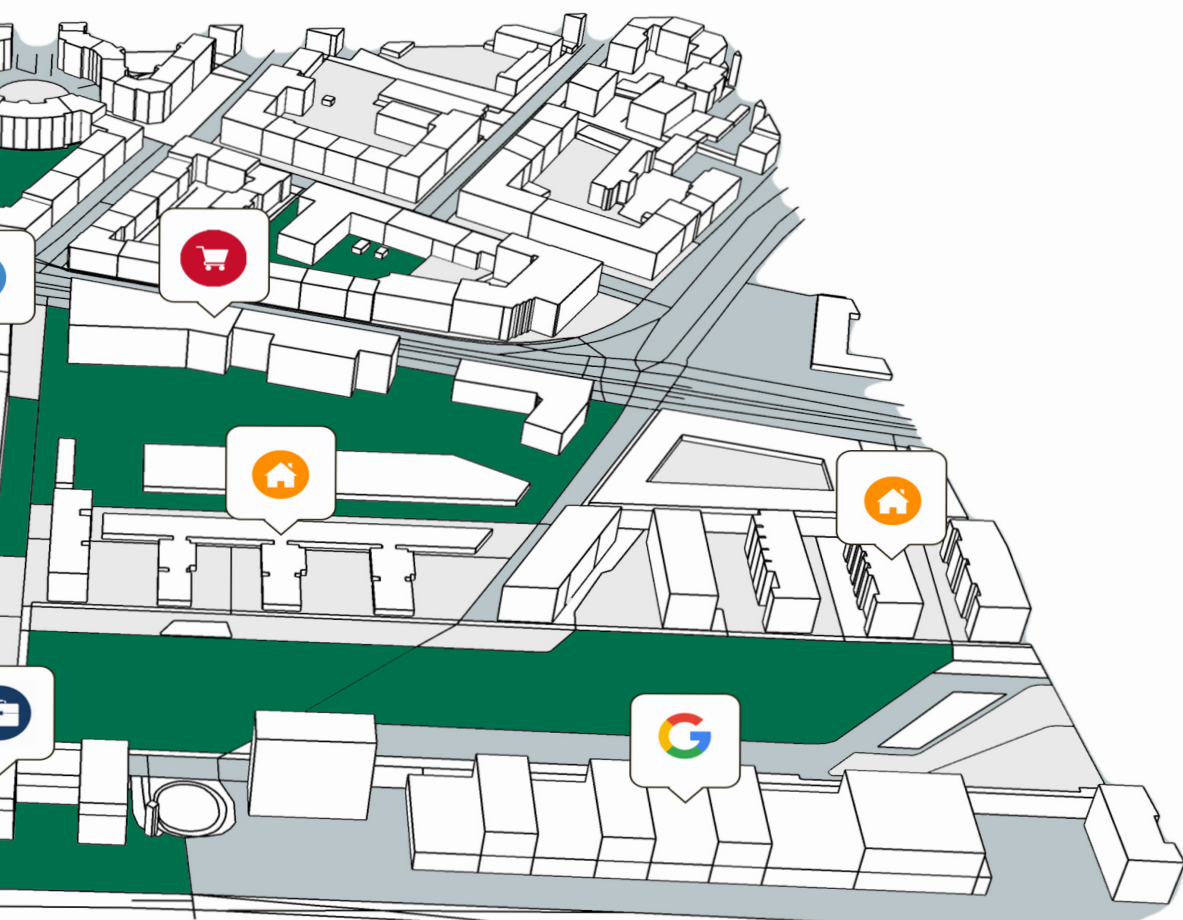Google Kontorhaus

Pandion Boarding House

Building Context

r/SiteMap

Karl Friedrich Schinkel
(Konzerthaus Berlin)

Walter Gropius (BAUHAUS BUILDING)

Max Dudler
(Herostrasse Office Building)

Gottfried Bohm (The Mary Queen of Freedom)

Gothic, Alpine and Bauhaus style are present and preserved in this town. Industrial and minimalistic design is common around Munich and in fact the German styles tend to be more modern throughout history. Raw, pure, unfinished materials and commonly found and designs also tend to feature elements including utilitarian objects, neutral tones, and metal and wood surfaces. Although, different shapes in the architecture, pops of color, unique furniture, and lots of light are typically used to add a little something different in the design. On the outside, you may commonly see half-timbered/fully-timbered buildings (key to traditional architecture), A-frame roofs (common in traditional Bavarian homes) and many historic houses made from brick (especially in the north where there was less rock available throughout history). On the inside of buildings you will see the common use of bar doors or sliding doors and the use of curtains.

r/SiteLocation

MUNICH,
Germany

📍 Luise-Ullrich-Straße 20, 80636 München, Germany

This new Reddit building is walking distance from the businesses, community park, apartment complexes, food spots, and public transportation around it.
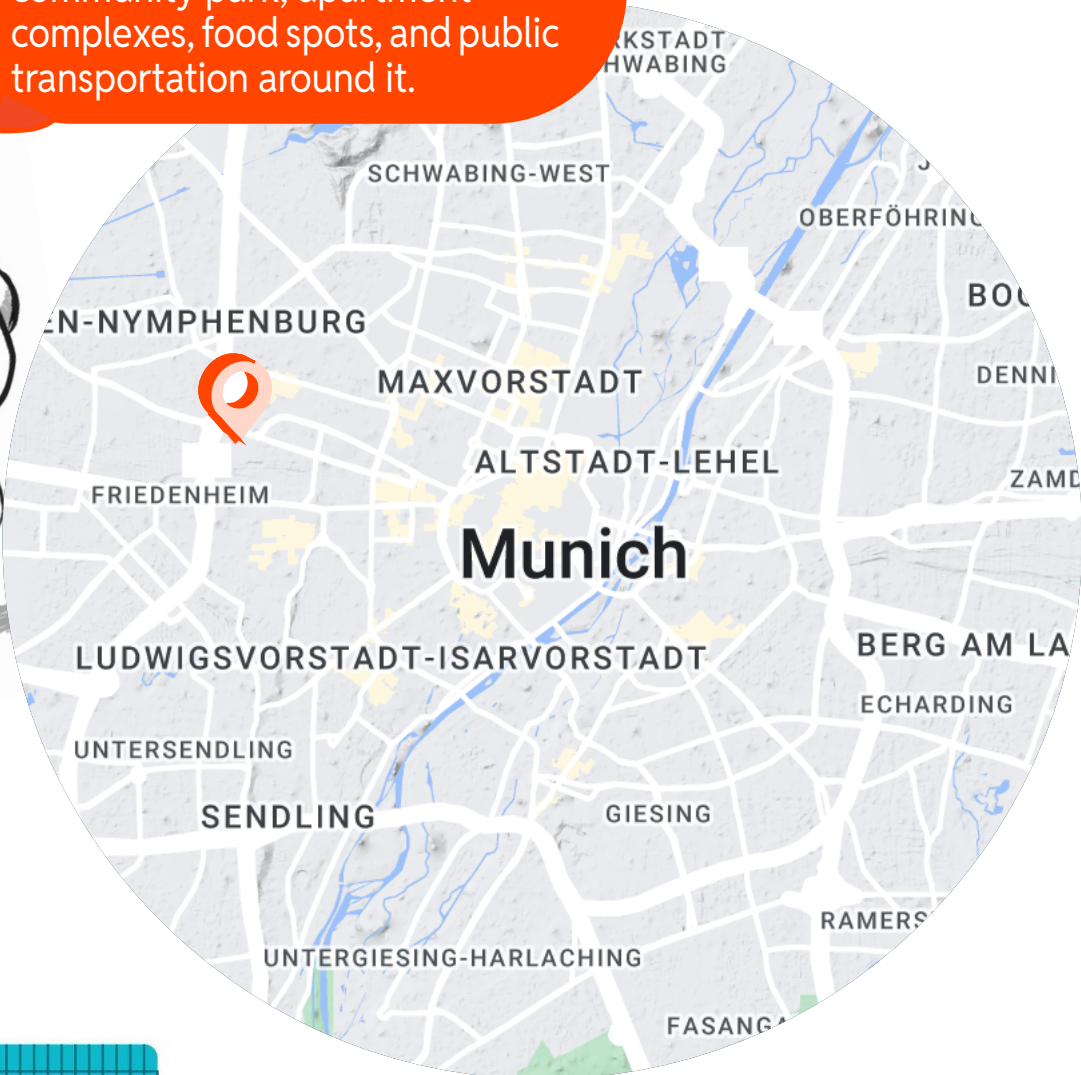
r/Temperature

SPRING

High: 17 °C

Low: 8 °C

SUMMER

High: 31 °C

Low: 13 °C

FALL

High: 22 °C

Low: 11 °C

WINTER

High: 4 °C

Low: -3 °C

r/SunPath

WINTER
SOLSTICE
SUN RISE: 8:01
SUN SET: 4:22

12:00

12:00

5:00

8:00

12:00

SUMMER
SOLSTICE
SUN RISE: 4:14
SUN SET: 8:18

Codes

Building safety in Germany is a shared responsibility between federal and state governments, with the federal government issuing the zoning law and each state responsible for their building regulations.

The Model Building Code (Musterbauordnung) is a federal code that offers a prototype for each state to issue its own building regulations. To obtain a building permit 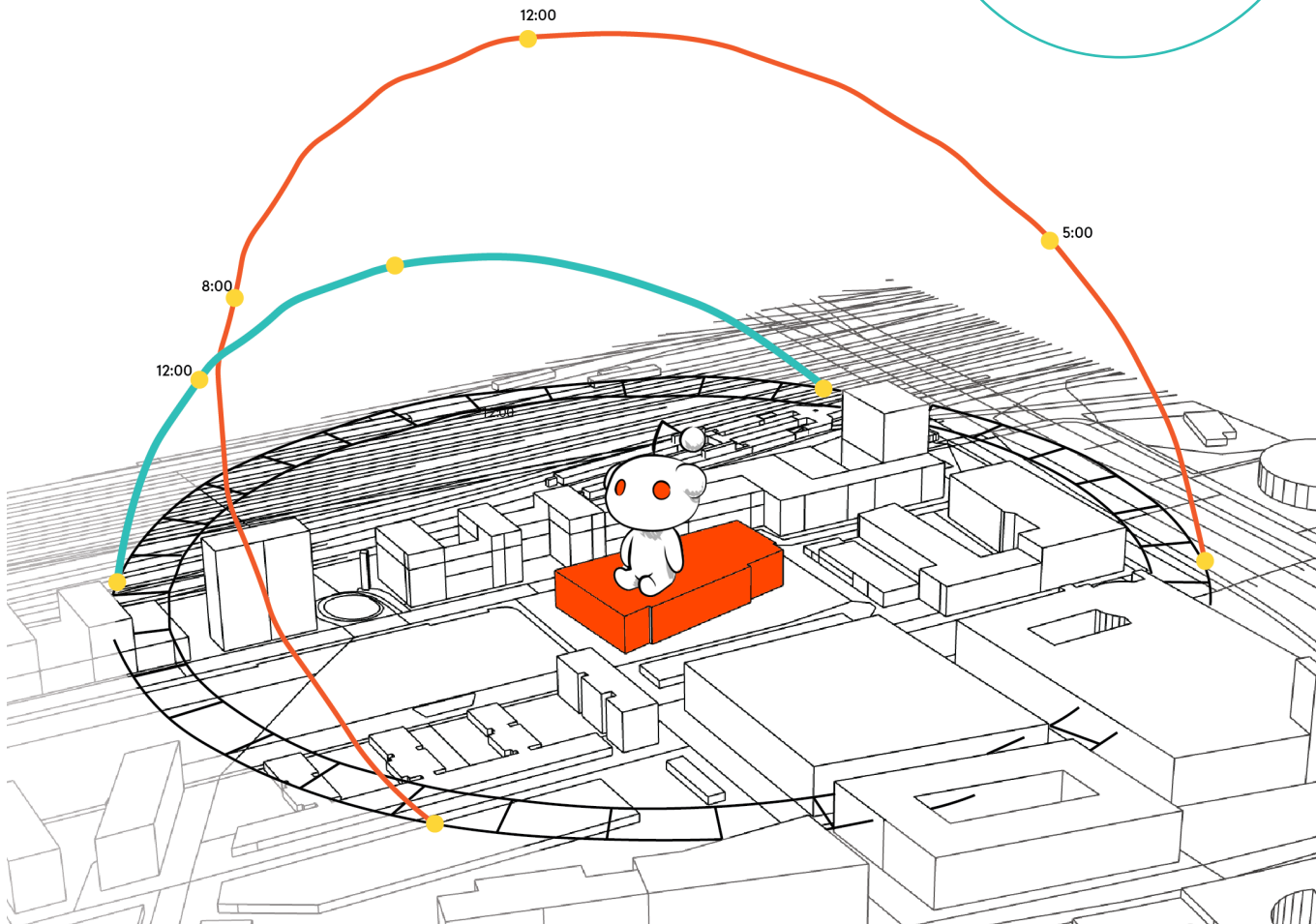(Baugenehmigung), a construction project must comply with all planning and building regulations and all other relevant regulations.

In addition, the city of Munich is prone to snow and wind that propose corresponding codes that the headquarters of Reddit must adopt and comply on a local and federal level. Occasional flooding the northern portion of the city requires local building and safety codes to be considered but is not necessarily a primary concern for the location of this project.

ADA Codes have been adopted throughout all public spaces and private spaces to accommodate a diverse and inclusive workplace at the Reddit headquarters in Munich, Germany. ADA clearances are annotated by appropriately scaled dashed geometry.
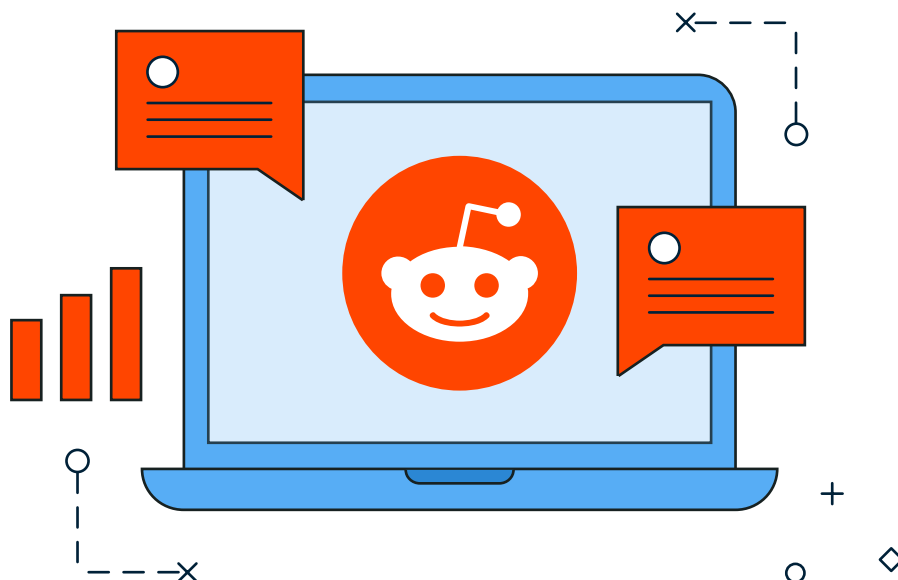
Security

Security throughout the building is addressed by the implementation of employee only access into office spaces that can only be accessed by employee tap-in via an electronic identification card on approved mobile devices. In addition, security surveillance monitored 24/7 by a third-party is in place as well as extra measures taken on the top floor where confidential information is stored. All devices are password protected for each employee.

Systems Thinking

Integrative and sustainable design requires the strategy of systems thinking. This holistic approach ensures that all of the systems within a project are interconnected and best utilized because it requires the evaluation of how strategies work for or against each other, potential risks of strategies, and the balance of systems to minimize risks. Throughout this design process, we have widened our design lens to take a systems thinking approach in order to best consider interdependence and the effects and outcomes of planning and design processes and decisions for the Reddit headquarters.

The Building

Building Constraints:

- 4 story building
- Central plumbing trench with 10 ft 360* range
- Central plumbing can be pierced once to accommodate a 3' width door or cased opening
- New build
- 4 story atrium
- Exterior walls and windows remain as is
- Vertical egress cannot be altered or removed
- Existing interior walls and columns cannot be altered

Building Style:

- Modern
- Colorful
- Minimal
- Flexible
- Playful
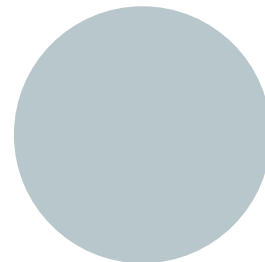
r/ExistingConditions

Building Influences:

- Privacy needed throughout
- Established hierarchy of important figures
- Flexibility of workspaces to accommodate flexible office occupation styles such as: remote work, part-time remote work, and full in-office days.
- Consideration for social distancing and pandemic protocols
- Sustainable methods of construction and design for environmental responsibility

Local Building Materials:

- Concrete
- Glass
- Brick
- Limestone
- Gypsum
- Steel
- Aluminum
- Zinc
- Copper
- Lead
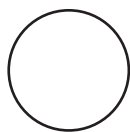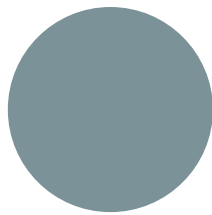
Sustainability

In 2002, Germany agreed on a National Sustainable Development Strategy and formed the German Council for Sustainable Development to actively pursue the path of sustainability. In 2018, the German Sustainable Development Strategy was updated to include other causes such as the reduction of hunger and poverty, climate protection, and gender equality. Some of the goals of the strategy include:

- 55% less greenhouse gas emissions than 1990 by 2030.
- 45% less air pollution than 2005 by 2030.
- 20% ecological agriculture by 2030.
- 34% market share for environmentally friendly products by 2030.

Currently, Germany remains well placed as an international sustainability pioneer, but according to a 2018 Peer Review, that raised warning to the country and challenged them to pursue their goals with an even greater determination if they hope to meet the new targets set that year.

Germany breakdown of 37.7% renewable energy by source (2019)

- ■ wind
- ■ biomass and waste
- ■ solar and tidal
- ■ hydroelectricity
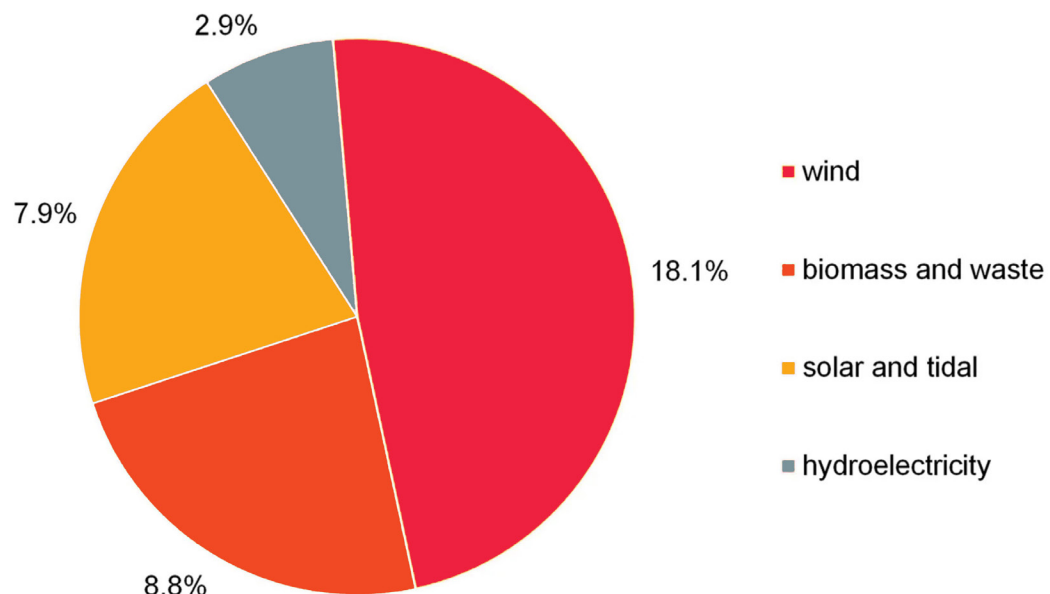
r/EnvironmentalFactors

How is the city of Munich actively working to reach their sustainability goals by 2030?

By focusing its efforts on practical approaches, such as green energy, public transportation, pedestrian travel, and promotion of green urban spaces, the city of Munich understands that attacking the big problem in small but consistent increments is an effective strategy towards creating a better city every day. On a larger scale, the local government has taken it upon themsleves to partner with businesses in the area and award their sustainability efforts to create incentive and collaboration across the city by prioritizing "green" projects and providing funding towards research that will further sustainable development. Some of these companies include the Munich Airport, Marriott hotels, MCI, and the Michelin-starred restaurant MURAL.

⬆ **34.5k upvotes**   💬 **4.5k comments**   October 10, 2022

How is the city of Munich actively working to r...

💬 u/MunichGarten

Fun fact: Munich is home to one of the largest urban parks in the entire world. It's call Englischer Garten, and is just one of dozens in the city.

⬆ **4.2k upvotes** • October 10, 2022

💬 u/Munichparks

Additionally, these parks provide tons of environmental benefits such as temperature regulation, reduction of both air and water pollution, sustaining ecosystems of small animals, providing outdoor recreational areas for residents, and an ideal location to escape the city and connect with nature again.

⬆ **4.2k upvotes** • October 10, 2022

r/Company

r/Redditcommunity • u/HenryLin

"Reddit is always fun, often awkward, sometimes profound. Sort of like an episode of the office."

⬆ 34.6k upvotes   💬 4.5k comments   Month 10, 2020

r/ManagementStyle

With Steve Huffman returning as CEO, he is rethinking the future of the workplace life. In recent years, more people are requesting to work from home while also having office independence. Reddit headquarters has rebranded the office space to be similar to a coffee shop where people can work as much as they want. The coffee shop idea is supposed to attract people to come to a work space and interact with their peers, while also accommodating to employee's needs and wants. Reddit has also introduced a quarterly "make-a-thon" , which encourages employees to explore projects outside of their usual work. Encouraging employees to focus on something other than their usual work, "keeps them on the same path as we look toward tomorrow." The company focuses on creating value for their employees. Reddit wants to create new opportunities, challenges, and experiences for their employees in order to grow in their careers and contribute their best work and make employees excited to come to work every day. Reddit want everyone to feel like they have a place at Reddit and wants to accommodate to different people's needs. Reddit has comprehensive health benefits. They are flexible in unlimited vacation days and monthly global wellness days, family plannings and four months of paid paternal leave, personal and professional development funds, paid volunteer time off, workspace and home office benefits.

2016

Steve Huffman
returned to Reddit as
CEO.

reddit

Reddit was
founded by
Steve Huffman
and Alexis
Ohanian

2005

2011

Reddit became independent under Conde Nast's parent company, Advanced Publications.

ADVANCE
PUBLICATIONS

2006

Conde Nast Publications bought Reddit for $10-$20 million.

CONDÉ NAST

2005

Aaron Swartz rewrote the code base that was also used for Information, which created more attraction through both sites.

r/HowWeWork

Associate Vice President

Administrative Assisstant to Associate Vice President

General Office Admin

Executive Director IT, Software, Graphics & Design

Executive Director Customer Support, Market Development, Event Planning

Executive Director Communications, Finance, Human Resources

General Office Admin

Administrative Assistant 1

Administrative Assistant 2

Administrative Assistant 3

Information Technolgy

Customer Support

Communications

Software Development

Market Development

Financial Services

Graphics & Design

Event Planning

Human Resources

What Would Snoo Do?

"Our Missions is to bring community and belonging to everyone in the world. As we move towards this goal with different initiatives from different parts of the org, it's important to remember that we're in this together with one shared goals above all others."

Make Something People Love

Our surest path to success is to make something people love.

Evolve

Only by continually improving and learning will we succeed.

Add Value

We constantly evaluate our work to ensure it's adding value and bringing us closer to achieving our mission. It's easy to fall into the trap of conflating activity with value. Adding value requires hard work, but not all hard work is

Default Open

The free flow of ideas and feedback is the lifeblood of a healthy organization, and Reddit must embrace it if we are to thrive.

r/VisionStatement

Reddit has made plans to expand from the United States to across the global. Earlier this year, Reddit raised $250 million through stockholders for their expansion plans. The company has decided to open offices in the United Kingdom, Canada, Australia, and Germany. Within the growing company, Reddit is planning to offer employees home and office independence in the work place. The goal of expanding the company is to hire more employees from around the world to help Reddit improve the app and make it more friendly to users worldwide. Since Reddit's main objective is to provide a place where users can join a community to learn more about the topics they enjoy, they want to make the app accessible for all users.

r/TargetMarket

Since Reddit is anonymous, there is no particular type of people Reddit is mainly focused on. Reddit wants people to find a community and learn more about anything and everything. Although, the largest demographic is 18 to 29 year old males who are typically college educated. The hopes of Reddit expanding their offices is to increase the users among the app between all demographics, no matter where they are located.
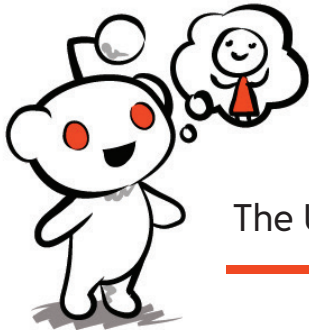
The United States

Canada

The United Kingdom

Australia

Germany

r/Executives

The Executives are made up of five positions: Associate Vice President, Administrative Assistant to Associate, Vice President, Executive Director- IT, Software, Graphics & Design, Executive Director- Customer Support, Market Development, Event Planning, Execuitive Director Communications, Finance, Human Resources.

The Executives oversee the other departments that make up the company. They are in charge of checking up on their designated departments and scheduling touch base meetings to make sure employees are staying on top of their work. Executives often meet with shareholders and future investors, along with other outsiders, so it is important they have entertaining areas with refreshments.

The Executives relate closely to corresponding assistants and departments.

- requires meeting space
- requires privacy
- requires proximity to an area that houses food and beverage
- requires proximity to front entrance

r/GeneralOfficeAdministration

The General Office Administration consist of Office Administrator, Receptionist, Administrative Assistant 1, Administrative Assistant 2, Administrative Assistant 3.

The general office administration have several different duties, but their main focus is to help assist the executives. The receptionist and office administrator make sure the office is put together, and that guest are treated appropriately. The office administration holds the building together.

Relates closely with assigned Executive Officers.

- shares freestanding color printer/ scanner
- requires proximity to front entrance
- requires proximity to an area that houses food and beverage
- requires secure location for paper files

r/InformationTechnology

Information Technology is the largest department with a Director, Assistant Director, 3 General Specialists, 3 Network Specialists, 4 Information Security Specialists, 2 Hardware & Network Support Technicians, 2 Cloud Computing Engineers, 1 Analyst, 6 Software Support Technicians, 1 Database Administrator

Information technology assists with the computer difficulties that employees run into in the office and outside of the office. With the use of technology today, the office would not be able to run without IT. IT helps employees' with computer fixes, conference room TV and projector problems, swipe access, and much more. They also handle different security measures that must be taken to secure the different softwares.

Relates closely to Executives and somewhat closely to Software Development

- has a freestanding color/printer scanner
- proximity to meeting room that supports their unit
- proximity to meeting room/ space that supports 6 people
- each employee has a desktop and dual monitors + a laptop

r/SoftwareDevelopment

Software Development includes a Director, 3 Project, Managers, 5 Programmers, 3 Application Developers, 2 Software Security Specialists, 1 Administrator

Software development controls the different aspects of the app as a whole. They are in charge of creating coding and programs that make Reddit, Reddit. Software development also updates the codes and software as technology continues to change. Making the app run is no easy task and could not be done without them!

Relates closely to IT and relates somewhat closely with Graphics & Design and Communication & Marketing Development

- has a shared freestanding color printer/scanner
- needs proximity to meeting room that supports their unit plus a dedicated meeting room/ space that supports 6 people
- each employee had a desktop and dual monitors + a laptop

r/Graphics&Design

Graphics & Design includes a Director, 2 Project Managers, 2 Brand, Identity Designers, 3 Photo Editing/Photoshop Artisits, 3 Flash Designers, 2 Layout Artists, 1 Resource Coordinator

Graphics and design make control the appearance of Reddit. They create different images and graphics that make up the app. Some things they design are the app icon, the different snoo avatars, the way the comments and questions are portrayed on the app, graphics for the blog, and much more. When creating the graphics and design, they must be up to date with new trends to keep users interested and intrigued. They are the creative group of the office.

Relates closely to Software Development, Communications & Market Development and relates somewhat closely with IT

- has a freestanding color/printer scanner
- has a shared plotter
- has a shared binding station
- proximity to meeting room that supports their unit
- proximity to meeting room/ space that supports 6 people
- each employee has a desktop and dual monitors + a laptop

r/Communications&MarketDevelopment

The Communications & Market Development department includes a Communications Director, Marketing Director, 2 Communications Specialists, 1 Graphic Communications, Specialist, 5 Marketing Developers

Communications and market development are in charge of putting Reddit out there to continue to increase engagement. Communications and market development must work together to provide a cohesive platform that helps introduce new users to Reddit. Both teams must also work with graphics and design to put the best content in advertisements and throughout the app for the best experience on what Reddit is about.

- has a freestanding color printer/scanner
- needs proximity to meeting room/space

Relates closely to Customer Support and Event Planning and relates somewhat closely with IT and Graphics & Design

r/CustomerSupport

Customer Support includes a Manager, Assistant Manager, 8 Customer Support Specialists

Customer support helps Reddit users who are facing difficulties or just want to know how something works. They are often on the phone communicating with app users and other clients. Customer support knows all of the information about Reddit in order to help those who need to resolve an issue. If customer support is unable to help the user, they are able to connect them to someone who can locate the problem.

- has a freestanding color printer/ scanner
- needs proximity to meeting room/ space
- on the phone frequently

Relates closely to Communications & Market Development and relates somewhat closely with IT and Graphics & Design

r/FinancialServices

Financial Services consist of a Director, 4 Accountants, 2 Financial Associates

Financial Services focus on the money between Reddit, customers, shareholders, advertising, and many more. They plan budgets and goals on how the company can sustain money and how they should spend it. They are often dealing with confidential files and need their privacy to do this.

- has a freestanding color printer/scanner
- needs proximity to meeting room/space
- requires secure location for paper files (4 4-drawer lateral files)
- requires location for people to drop off, sign, and review invoices and other financial documents

Relates closely to Executives and relates somewhat closely with IT

r/HumanResources

Human Resources includes a Senior Manager, Manager, 3 Human Resources Generalists

Human resources' focus is within in the company. If their is an uncomfortable situations between coworkers, human resources is the first to know and consults the two or more parties. They handle things through the rules and contracts the company and set up in order to make sure employees are abiding by the rules and practicing the core values. They are the reasoners of the office!

- has a shared freestanding printer/scanner
- needs proximity to dedicated meeting room
- each employee needs a private office that supports 2 guests
- requires secure location for paper files (6-4 drawer lateral files)

Relates closely to Executives and relates somewhat closely with IT

r/EventPlanning

Event Planning consist of an Event Planner and
an Event Logistics Specialist

Event planning is small but mighty. They handle the events put of by the company such as charity galas, big investor parties, and even just employee get togethers. They are in contact with different food vendors, entertainers, and venues. Different brands have partnerships with Reddit that provide goodies for the events that the planners also coordinate with. They are the fun, spunky group of the office!
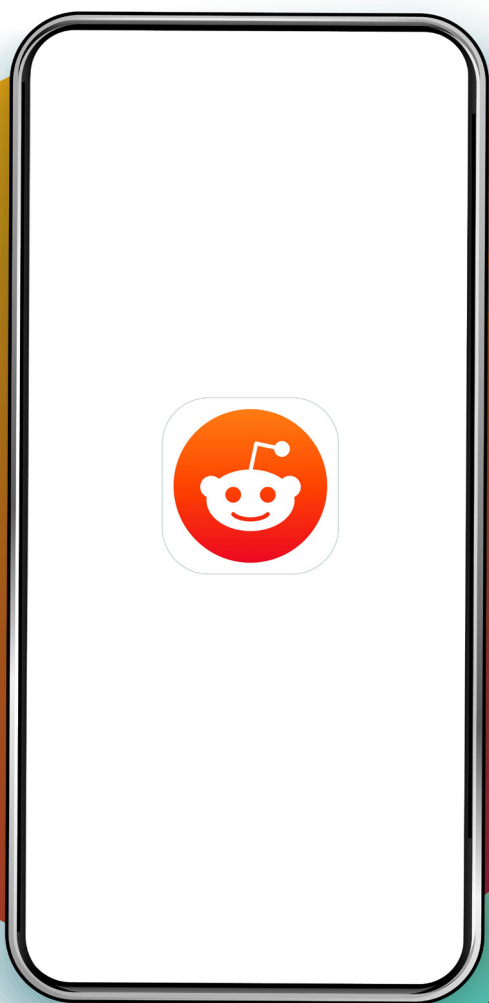
Relates closely to Executives and Communications & Market Development. Relates somewhat closely with IT

- has a shared freestanding printer/scanner
- needs storage for event related items (8 folding tables and 6, 72" h cabinets)
- needs proximity to a meeting room/ space
- needs proximity to kitchen
- needs proximity to exit door

The App Interface

r/HowItWorks

r/Redditcommunity
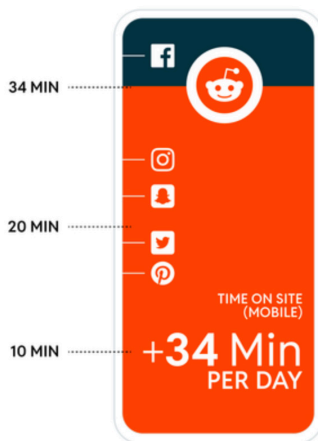Wanting to learn more about Reddit?

💬 u/NewUser

What it the purpose of Reddit?

⬆ **4.2k upvotes** • June 23, 2005

💬 u/RedditsFavSnoo

Reddit is home to thousands of communities, endless conversation, and authentic human connection. Whether you're into breaking news, sports, TV fan theories, or never-ending stream of the internet's cutest animals, there's a community on Reddit for you.

⬆ **4.2k upvotes** • June 23, 2005

r/Redditcommunity
Wanting to learn more about Reddit?

💬 u/NewUser

Is this just another platform of aimless scrolling?

⬆ **4.2k upvotes** • June 23, 2005

💬 u/RedditsFavSnoo

No, Reddit users are seeking, not scrolling. Reddit users come to be informed by conversations they trust and spend more time here than most anywhere else

⬆ **4.2k upvotes** • June 23, 2005

34 MIN

20 MIN

10 MIN

TIME ON SITE
(MOBILE)

+34 Min
PER DAY

r/Redditcommunity
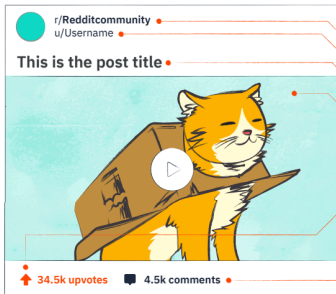Wanting to learn more about Reddit?

💬 u/NewUser

What are all the sections of a Reddit post?

⬆ 4.2k upvotes • June 23, 2005

💬 u/RedditsFavSnoo

Hey r/NewUser! Here is a graphic RedditINC. has made explaining the format of posts! Hope you enjoy the intraface.

What's in a Reddit post?

r/**Redditcommunity**
u/Username

This is the post title

Community
The subreddit in which it was posted

Username
The person who posted it

Title & content
The good stuff; what the post is about

Upvotes
Helps posts rise to the top of a feed

Comments
The discussion about the post

34.5k upvotes   4.5k comments

⬆ 4.2k upvotes • June 23, 2005

upvote

r/Redditcommunity
Wanting to learn more about Reddit?

💬 u/NewUser

How do post grow in popularity?

⬆ 4.2k upvotes • June 23, 2005

💬 u/RedditsFavSnoo

The "Popular" section shows top post from many different communities. This top content is voted on by redditors. Its a curation of the day's best photos, videos, and discussions, best know as "the front page of the internet". Known as subreddits, each community has a unique r/ name. You can also find subreddits for news, your favorite TV shows, sports, fashion, animals, memes - just about everything. If you appreciate content, give it a boost by upvoting. Upvote posts and comments that contribute - and downvote those that don't. Post and comments with more upvotes get better placement and more views.

⬆ 4.2k upvotes • June 23, 2005

r/Redditcommunity
Wanting to learn more about Reddit?

💬 u/NewUser

What are all these abbriviations?
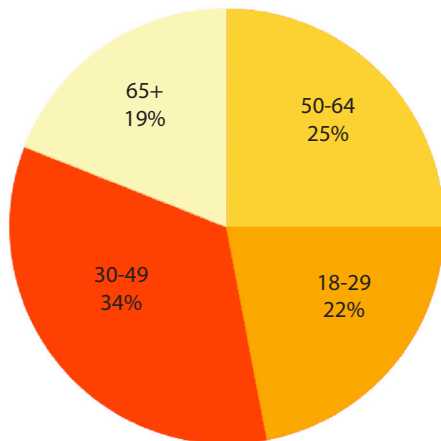
⬆ 4.2k upvotes • June 23, 2005

💬 u/RedditsFavSnoo

How to talk Reddit - A breakdown of the most used abbrivations!
- TL;DR - "too long; didn't read" - Summarizes a long body of text
- AMA - "ask me anything" - Indicated a Q&A
- ELI5 - "explain like i'm 5" - When you need a complicated answer in simple terms"
- OP - "original poster" - The person who created the post
- TIL - "today i learned" - Usually found within the r/todayilearned community
- [OC] - "original content" - Signals the content in the post was created by OP

⬆ 4.2k upvotes • June 23, 2005

Who uses Reddit?

Age

- 65+ 19%
- 50-64 25%
- 30-49 34%
- 18-29 22%

Race

- Hispanic 12%
- Other 11%
- African American 7%
- White 70%

Location

- Other 46%
- United States 221.98 million 54%

Gender

- Female 31%
- Male 69%

What is Reddit used on?

- Windows 33%
- IOS 36%
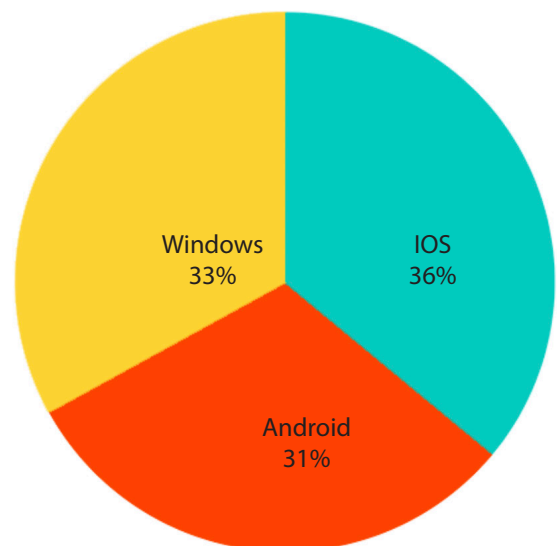- Android 31%
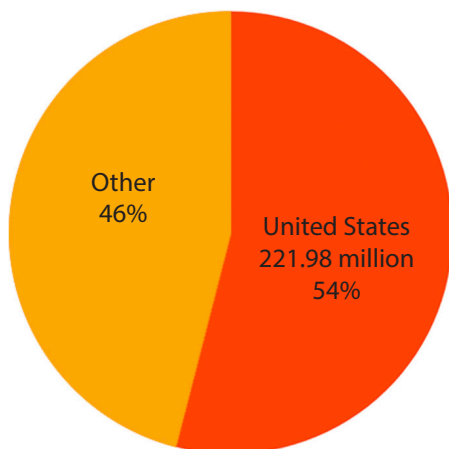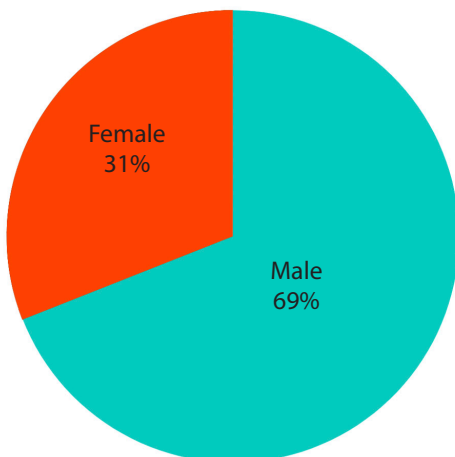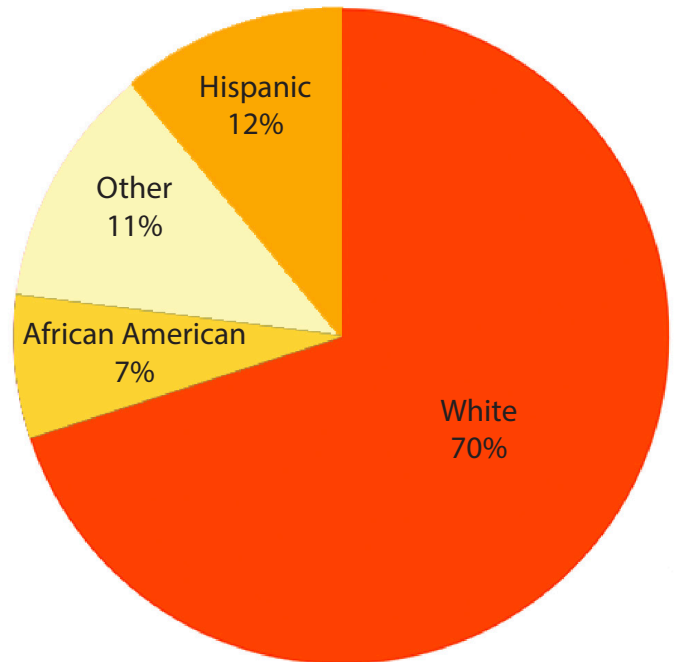
Why use Reddit?

People scroll through Reddit in order to find information they want to see quickly. They enjoy Reddit for the communities they can find their place in through similar interests, and if the site does not offer a community of your interest, you can create your own! Having the ability to create your own community provides users a sense of belonging because more people will join their community based on a similar interest. People go to Reddit in order to learn more and have conversations about the topics they love. Users claim Reddit is a more authentic, interesting, and informative network than other platforms of social media.

"I like that Reddit is a big group of people all being honest and curious together about their thoughts and experiences.
It helps me get a better idea of other people's stories and perspectives."
Female 18-24

Some popular subreddits include:

r/gaming, r/movies, r/music, r/news, r/books, r/television, r/space, r/DIY, r/food, r/history.

r/UserWants

People join Reddit to join a community, and learn about topics they are interested in with people who share the same interest. Users want to use reddit for use Reddit for belonging, influence, engagement, discovery,and trust.

Belonging

There is community for everyone. The different communities offer a space where everyone can find their people. Due to the many topics users are constantly engaging in, people are able to find real value in the app. People are able to be themselves by offering as mush or as little they want without the social media popularity and reputation.

Influence

What users learn on Reddit, they can use in real life. For example, if users find a product other enjoy in their community, others are more likely to purchase the product as word spreads.

Engagement

Reddit users can comment on any post or be a part of any community they desire to. With that, users can control the content they want to see keeping the users active in topics they enjoy.

Discovery

Reddit is place for new ideas where users can share or learn about topics they are interested in. Users have the opportunity to discover new products, trends, and much more.

Trust

Communities are created by users themselves letting other users trust them and feel comfortable in the fact that someone like them created a group. Users go to Reddit for to get information about brands and reviews from people they trust.
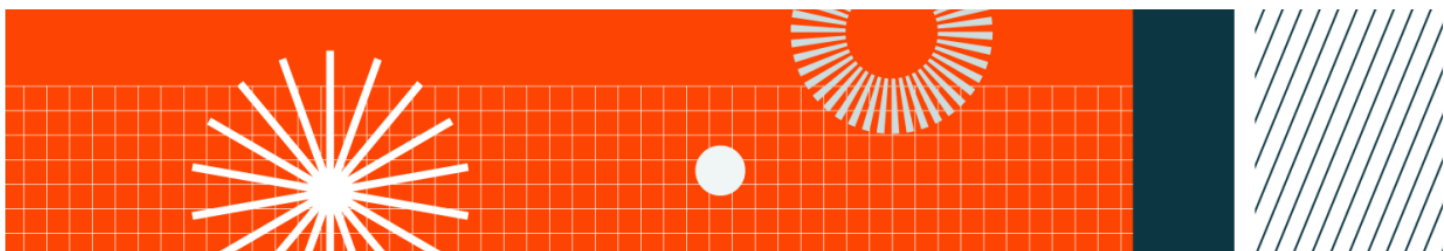
r/User Needs

In order for users to help provide the best environment users should always be human. This reminds users to be keep humanity alive in themselves and treat others how they want to be treated. Freedom of speech is centered around the whole idea of Reddit. Freedom of speech allows users to voice their opinions while keeping in mind that everyone has different opinions and mindsets. Reddit users must respect other users' privacy. Reddit users are not required to share anything they do not want to, and should respect what people do not want to share. Users are encouraged to research through the app with information that is provided, and look elsewhere for what is not listed in the app to share with others in their community. With new ideas and topics presented, the app keeps moving forward. When making a decision users should keep others in mind to help the community rather than hurt it.
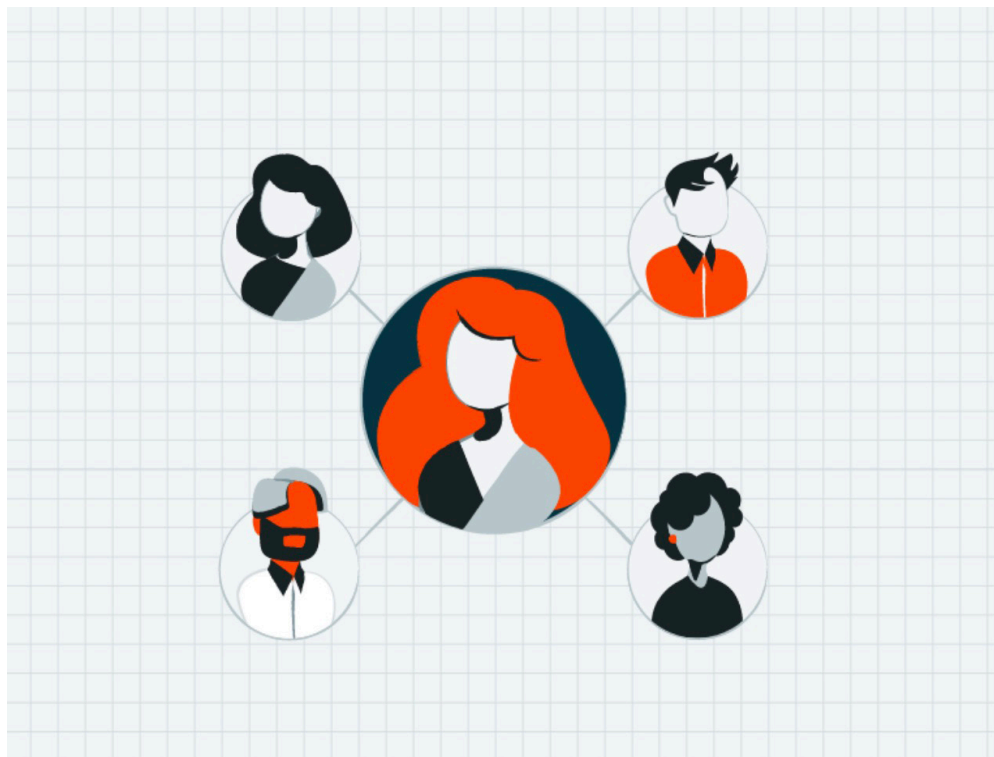
Criteria & Adjacencies Ma...
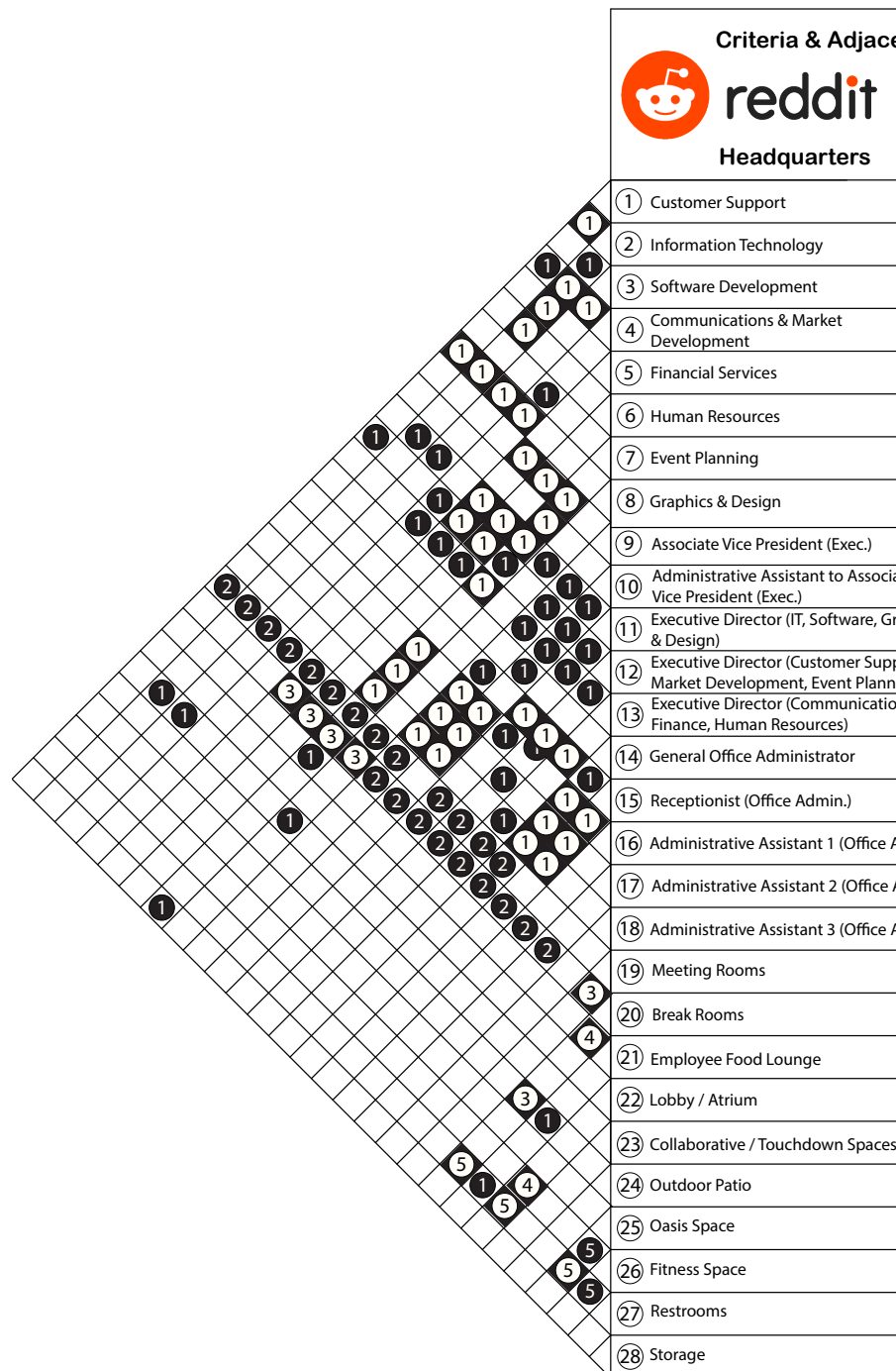
Legend

H = High
M = Medium
L = Low
Y = Yes
N = No
D = Desired, but
not mandatory

◇ Mandatory

● Desired, but
not mandatory

◇ Neutral
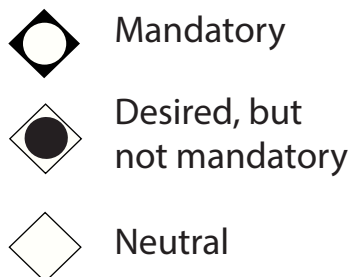
Reason Codes:

1 = Frequent Interaction
2 = Frequent Use
3 = Convenience
4 = Noise
5 = Plumbing

Criteria & Adjace...

reddit

Headquarters

1. Customer Support
2. Information Technology
3. Software Development
4. Communications & Market Development
5. Financial Services
6. Human Resources
7. Event Planning
8. Graphics & Design
9. Associate Vice President (Exec.)
10. Administrative Assistant to Associa... Vice President (Exec.)
11. Executive Director (IT, Software, Gr... & Design)
12. Executive Director (Customer Supp... Market Development, Event Plann...
13. Executive Director (Communicatio... Finance, Human Resources)
14. General Office Administrator
15. Receptionist (Office Admin.)
16. Administrative Assistant 1 (Office A...
17. Administrative Assistant 2 (Office A...
18. Administrative Assistant 3 (Office A...
19. Meeting Rooms
20. Break Rooms
21. Employee Food Lounge
22. Lobby / Atrium
23. Collaborative / Touchdown Spaces
24. Outdoor Patio
25. Oasis Space
26. Fitness Space
27. Restrooms
28. Storage

...encies Matrix for

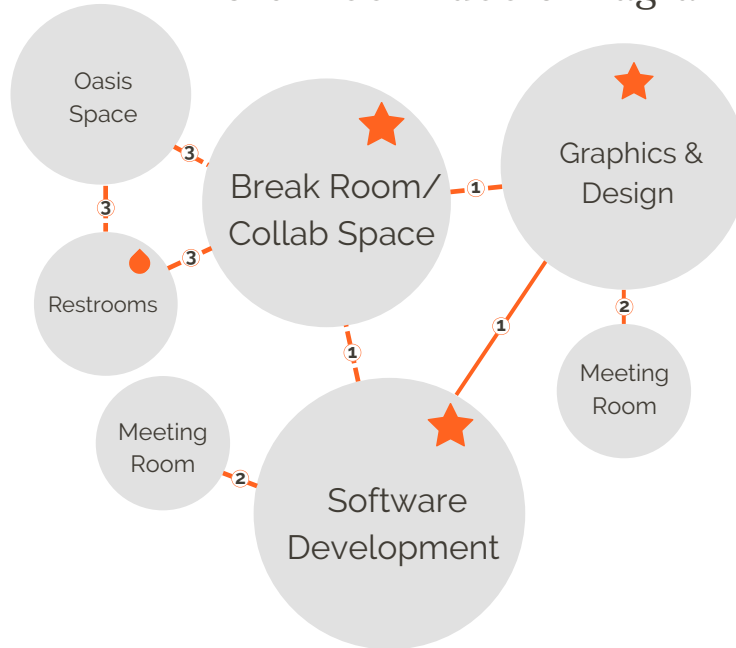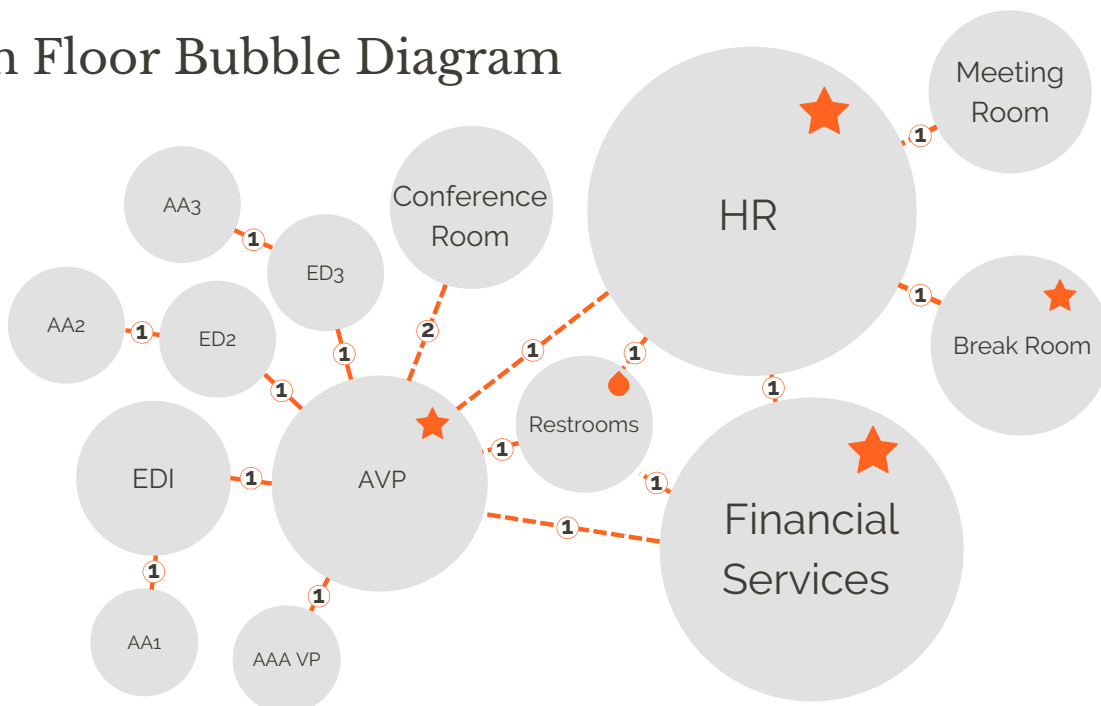|	# of Employees	Public Access	Daylight Requirement	Privacy	Noise Level	Plumbing	Special Considerations	Special Equipment/ Sustainable Factors	
	10	Y	Y	L	H	N	- On the phone frequently	- Shared freestanding color printer / scanner	Departments
	24	Y	Y	M	M	N		- Shared freestanding color printer / scanner - Desktop w/ dual monitors & laptop	
	15	Y	Y	M	M	N		- Shared freestanding color printer / scanner - Desktop w/ dual monitors & laptop	
	10	Y	Y	L	M	N		- Shared freestanding color printer / scanner	
	7	Y	Y	M	M	N	- Requires secure location for (4) 4-drawer lateral files - Transaction station	- Shared freestanding color printer / scanner	
	5	N	Y	H	M	N	- Priv. offices w/ 2 guest chairs - Secure location for (6) 4-drawer lateral files	- Shared freestanding color printer / scanner	
	2	Y	Y	L	H	N	- Storage for (8) folding tables & (6) cabinets 72" H - Proximity to kitchen and exit	- Shared freestanding color printer / scanner	
	14	Y	Y	M	M	N		- Shared freestanding color printer /scanner, plotter and binding station. - Desktop w dual monitors & laptop	
	1	N	Y	H	M	N	- Meeting space in office - Proximity to front entrance		
...ate	1	N	Y	H	M	N	- Proximity to front entrance	- Shared freestanding color printer / scanner	
...raphics	1	N	Y	H	M	N	- Meeting space in office - Proximity to front entrance		
...port, ...ing)	1	N	Y	H	M	N	- Meeting space in office - Proximity to front entrance		
...ns,	1	N	Y	H	M	N	- Meeting space in office - Proximity to front entrance		
	1	Y	D	M	M	N	- Centrally located - Handles collection and distribution of mail	- Shared freestanding color printer / scanner w/ receptionist	
	1	Y	D	L	H	N		- Shared freestanding color printer / scanner w/ General Office Administrator	
...Admin.)	1	Y	D	H	M	N	- Secure location for (2) 4-drawer lateral files - Proximity to front entrance	- Shared freestanding color printer / scanner w/ other Administrative Assistants	
...Admin.)	1	Y	D	H	M	N		- Shared freestanding color printer / scanner w/ other Administrative Assistants	
...Admin.)	1	Y	D	H	M	N	- Secure location for (2) 4-drawer lateral files - Proximity to front entrance	- Shared freestanding color printer / scanner w/ other Administrative Assistants	
	-	Y	D	H	M	N	- Must fit 6 people minimum - Needed on every floor	- Presentation display capabilities - Dimmable light system	Auxiliary Spaces
	-	Y	D	L	H	Y	- Houses food and beverage		
	-	Y	D	L	H	Y	- Houses food and beverage - Allows for food prep		
	-	Y	Y	L	H	Y	- Bar and waiting area		
	-	Y	D	L	M	N			
	-	Y	Y	L	H	N			
	-	Y	D	H	L	Y			
	-	Y	D	L	H	Y		- Gym equipment and machines	
	-	Y	N	H	H	Y			
	-	N	N	L	L	N			

r/BubbleDiagrams

1st Floor Bubble Diagram

Reception

Office Admin —①— Reception

Reception —①— Lobby/Atrium

Office Admin —①— Mail Room

Reception —①— Mail Room

Lobby/Atrium ★

Atrium Loft

Lobby/Atrium —②— Atrium Loft

Office Admin —②— IT

Gym ★ 💧

Mail Room —①— Restrooms

Restrooms —①— Bar/Cafe

Lobby/Atrium —①— Gym

Lobby/Atrium —②— Bar/Cafe ★ 💧

IT —③— Restrooms —③— Bar/Cafe

Gym —①— Gym Restrooms/ Locker Room 💧

Legend

① Frequent Interaction
② Use of Shared Space
③ Plumbing

★ Daylight
💧 Plumbing
- - - - Minor Adjacency
——— Major Adjacency

2nd Floor Bubble Diagram

Balcony/Patio ★

Restrooms 💧

Customer Support ★

Balcony/Patio —①— Break Room/Collab Space

Restrooms —③— Break Room/Collab Space

Break Room/Collab Space ★ —①— Customer Support

Meeting Room —②— Event Planning

Storage —①— Event Planning

Customer Support —②— Meeting Room

Event Planning ★ —①— Break Room/Collab Space

Customer Support —①— Communications & Market Development

Break Room/Collab Space —①— Communications & Market Development

Event Planning —①— Communications & Market Development ★

Communications & Market Development —②— Meeting Room

3rd Floor Bubble Diagram

Oasis Space

Break Room/ Collab Space

Graphics & Design

Restrooms

Meeting Room

Meeting Room

Software Development

3
3
3
1
2
1
1
2

Legend:
1 Frequent Interaction
2 Use of Shared Space
3 Plumbing

⭐ Daylight
🔶 Plumbing
- - - - Minor Adjacency
——— Major Adjacency

4th Floor Bubble Diagram

AA3

ED3

Conference Room

HR

Meeting Room

AA2

ED2

AVP

Restrooms

Break Room

EDI

Financial Services

AA1

AAA VP

1
1
1
2
1
1
1
1
1
1
1
1
1
1
1
1

r/PrivacyZoningDiagrams

1st Privacy Zoning Diagram

- Office Admin
- Reception
- Lobby/Atrium
- Atrium Loft
- Mail Room
- Restrooms
- IT
- Bar/Cafe
- Gym
- Gym Restrooms/Locker Room

Legend:
- Private
- Semi-Private
- Public
- ------ Minor Adjacency
- ——— Major Adjacency

2nd Floor Privacy Zoning Diagram

- Balcony/Patio
- Customer Support
- Restrooms
- Meeting Room
- Storage
- Break Room/Collab Space
- Meeting Room
- Event Planning
- Meeting Room
- Communications & Market Development

3rd Floor Privacy Zoning Diagram

- Oasis Space
- Restrooms
- Meeting Room
- Break Room/ Collab Space
- Software Development
- Graphics & Design
- Meeting Room

Legend:
- Private
- Semi-Private
- Public
- ------ Minor Adjacency
- ——— Major Adjacency

4th Floor Privacy Zoning Diagram

- AA3
- AA2
- ED2
- ED3
- EDI
- AVP
- AA1
- AAA VP
- Conference Room
- Restrooms
- HR
- Meeting Room
- Break Room
- Financial Services

r/AcousticZoningDiagrams

1st Acoustic Zoning Diagram

Reception

Office Admin

Lobby/Atrium

Atrium Loft

Mail Room

Gym

Restrooms

IT

Bar/Cafe

Gym Restrooms/ Locker Room

Legend:
- High Noise
- Moderate Noise
- Low Noise
- ----- Minor Adjacency
- —— Major Adjacency

2nd Floor Acoustic Zoning Diagram

Balcony/Patio

Restrooms

Customer Support

Meeting Room

Storage

Break Room/ Collab Space

Meeting Room

Event Planning

Communications & Market Development

Meeting Room

3rd Floor Acoustic Zoning Diagram

Oasis Space

Break Room/ Collab Space

Graphics & Design

Restrooms

Meeting Room

Meeting Room

Software Development

High Noise
Moderate Noise
Low Noise
------ Minor Adjacency
—— Major Adjacency

4th Floor Acoustic Zoning Diagram

AA3

Conference Room

HR

Meeting Room

ED3

AA2

ED2

Break Room

EDI

AVP

Restrooms

AA1

AAA VP

Financial Services

Legend:

 Circulation Space

 Vertical Egress

 Wet Spaces

MEETING ROOMS

ADMIN ASSIST.
TO ADMIN VP

ADMIN. VICE
PRESIDENT

FINANCIAL SERVICES

SOFTWARE DEVELOPMENT

EVENT PLANNING

COMMUNICATIONS &
MARKET DEVELOPMENT

TEAM COLLAB SPACE

RECEPTION

GEN. OFFICE ADMIN.

INFORMATION TECHNOLOGY

Diagram

HUMAN RESOURCES

EXECUTIVE DIRECTORS

F L O O R   4

ADMINISTRATIVE ASSISTANTS

GRAPHIC DESIGN

TEAM COLLAB SPACE

F L O O R   3

CUSTOMER SUPPORT

EMPLOYEE FOOD LOUNGE

F L O O R   2

OUTDOOR PATIO

ATRIUM BAR

FITNESS SPACE

F L O O R   1

TEAM COLLAB SPACE
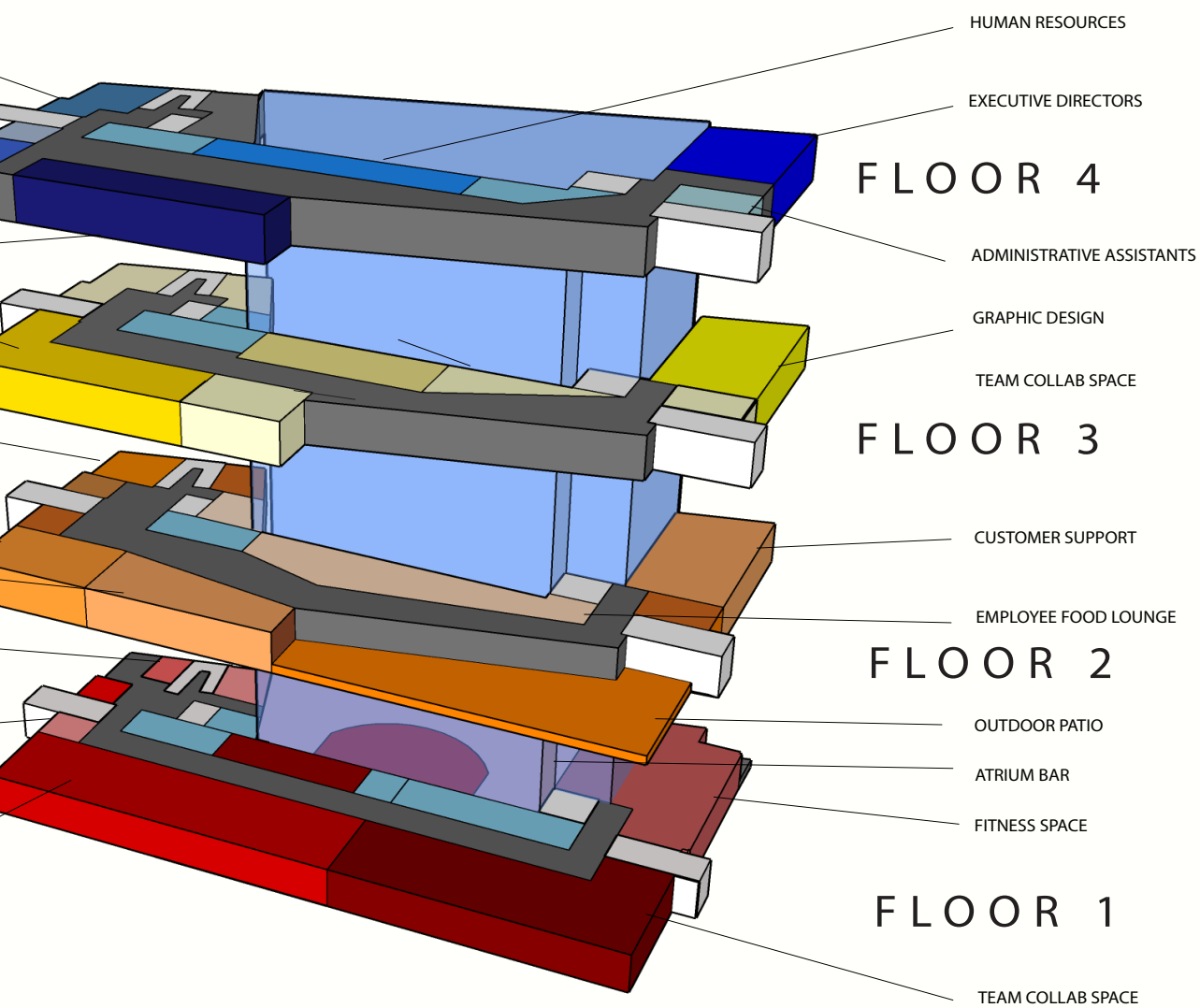
Departmental Vertical Ad

r/Northfacing

FLOOR 4	EXECUTIVE DIRECTORS
FLOOR 3	GRAPHIC & DESIGN SERVICES
FLOOR 2	CUSTOMER SUPPORT
FLOOR 1	FITNESS SPACE

ATRIUM BAR & LOBBY

ATRIUM LOFT

jacency Diagram

LOUNGE SPACE		MEETING ROOM
BREAK ROOM	VERTICAL EGRESS	LOUNGE SPACE
MEETING ROOM		EVENT PLANNING
LOUNGE SPACE		RECEPTION / ENTRY
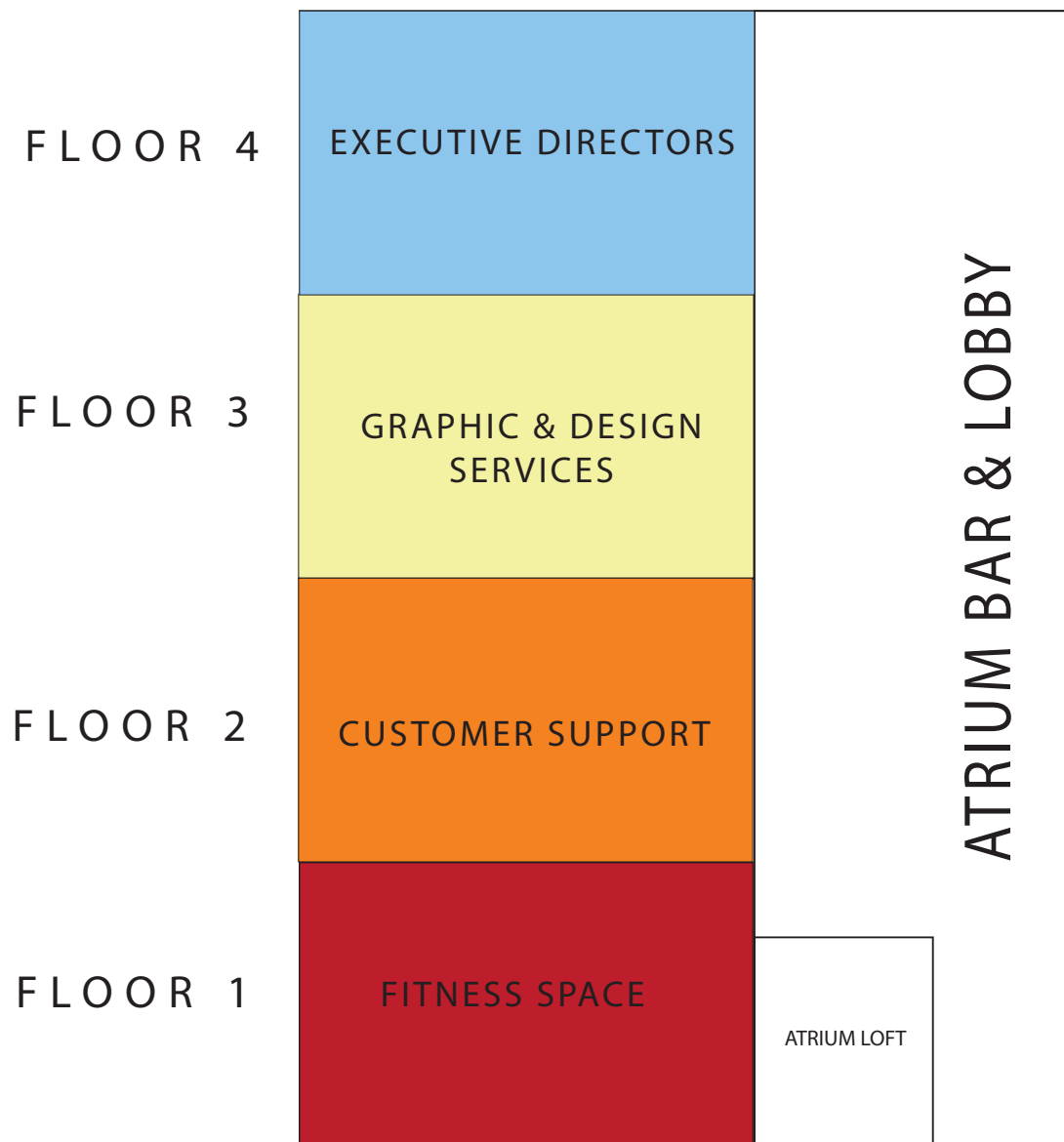
r/DesignConcept

In a culture that seems to stand opposite of the company's foundational principles, we found a compromise between the rigidity of the German workplace and the dynamic structure of the Reddit company environment. In order to achieve this goal, we first payed respect to the importance of hierarchy by secluding higher ups in private offices that remain tucked away and less accessible, unless they are better benefited to overlook and monitor the workplace; however, each of these private offices include at least one wall of glass to promote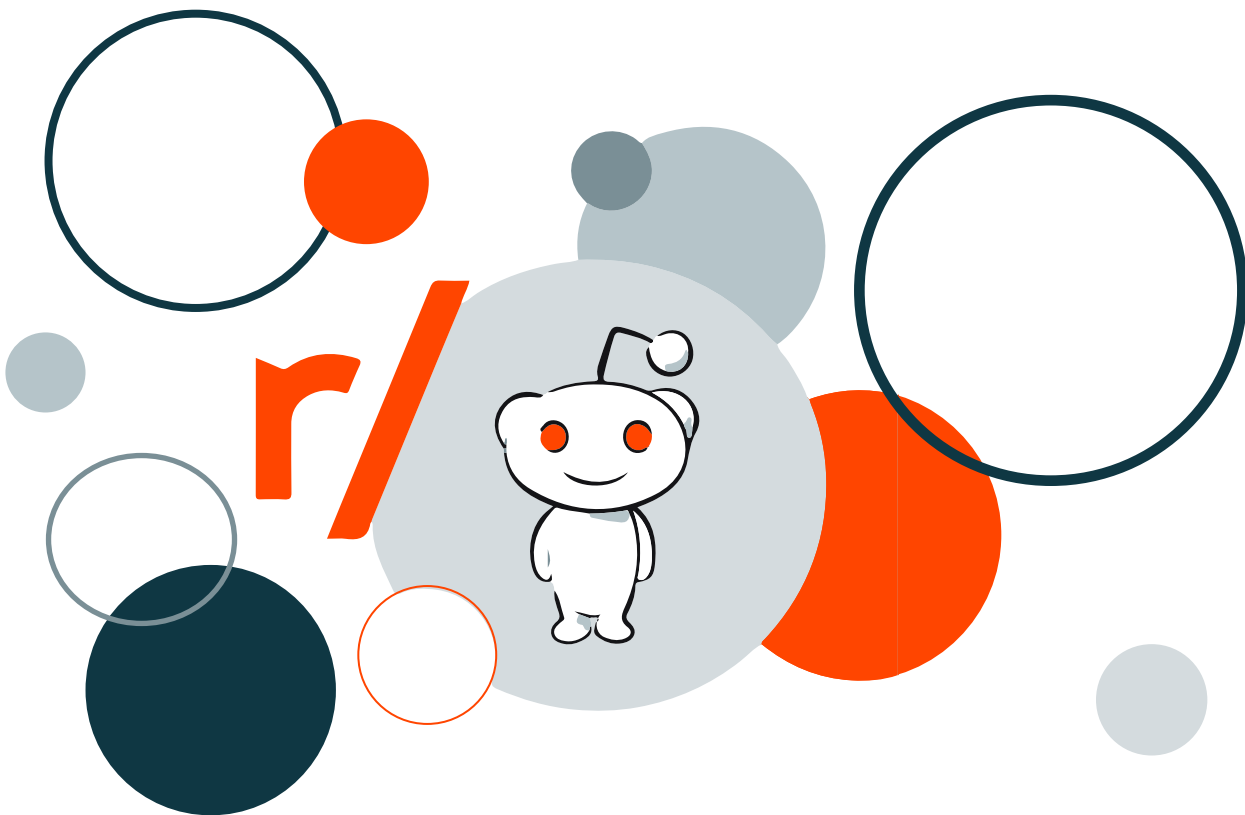 company transparency. Secondly, we acknowledged the necessity for privacy for the individual by incorporating demountable walls, workspace partitions, and acoustical controls in all work and meeting spaces, unless the designated space is specifically purposed for collaboration among coworkers. Finally, we addressed the desire for flexibility to accommodate the changing expectations of the workplace to fit the individual employee's needs by creating various types of workspaces and moving away from the traditional assigned office style to a "rentable" private office system. With these three considerations as our focus for the design of the Reddit headquarters in Munich,
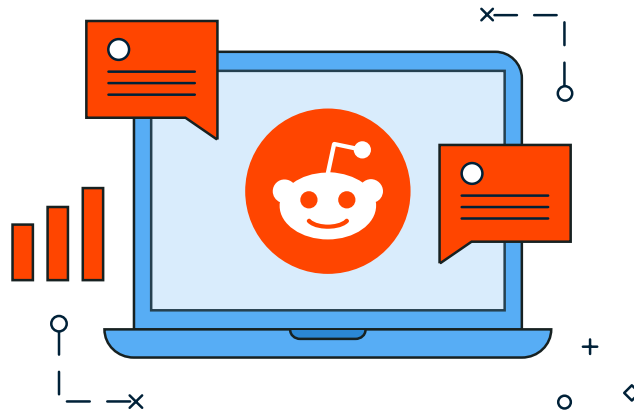
r/PlayfulProfessional

The native design style of Germany is defined by modern silhouettes and neutral minimalism. In contrast, the Reddit brand is defined by its loud and bold colors in conjunction with the youthful animation of the characters known as "snoos". With these conflicting images in mind, we created the concept of the "Playful Professional" workplace to maintain a middle ground between the vibrant branding of the client and streamlined standard of the site's culture. This concept also provides a creative solution to incentivizing the office and catering to the experience of the workplace for those that may occupy it or just pass through. The "playful" aspect comes from the incorporation of the branding colors and dynamic furniture and fixture selections to compliment the additional amenities spaces such as the bar, fitness, and oasis spaces. The "professional" aspect comes from the architectural materials and finishes as well as the physical space allocation.

- https://www.greenbuildingadvisor.com/article/german-building-codes-keep-ratcheting-up
- https://worldpopulationreview.com/world-cities/munich-population
- https://datacommons.org/place/nuts/DE212?utm_medium=explore&mprop=count&popt=Person&hl=en
- https://stadt.muenchen.de/infos/labor-market-jobs.html
- https://ec.europa.eu/eures/public/living-and-working/labour-market-information/labour-market-information-germany_en
- https://www.destatis.de/EN/Themes/Society-Environment/Population/Marriages-Divorces-Life-Partnerships/_node.html
- https://russianvagabond.com/what-is-a-good-salary-in-munich-germany/#:~:text=The%20median%20salary%20in%20Munich,month%20and%2075%25%20earns%20more
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