

FLOAT & FLY

WOMEN IN THE WORK FORCE





McKenzie Kaeser
Senior Capstone 2022

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RESEARCH

IMPACTS ON BUSINESS OPERATIONS

"Data shows that women- owned businesses globally are 5.9 **PERCENTAGE** points more likely to close their businesses than men-owned ones."

"**COVID** crisis may have hit women's businesses harder than mens businesses is that women more than men have diverted time from working business to doing unpaid care work."



WOMEN SUPPORT

Women are likely to rely on the support of women's groups and networks in times of econmic contraction

THE ROLE OF WOMENS GROUPS

"Pre-**COVID** evidence points to the role of women's groups, promoting various aspects of women's economic empowerment."

These groups allowed for boosting self confidence, self-reliance, and financial risk taking, with benefits for women's business profits, savings, and subjective well-being



EMPLOYMENT & EARNINGS

Women have been disproportionately affected by the **COVID-19** crisis, employment loss measured in working hours for women worldwide was 5.0 **PERCENT** in 2020 versus 3.9 **PERCENT** for men

LITERATURE REVIEW

DEMOGRAPHICS

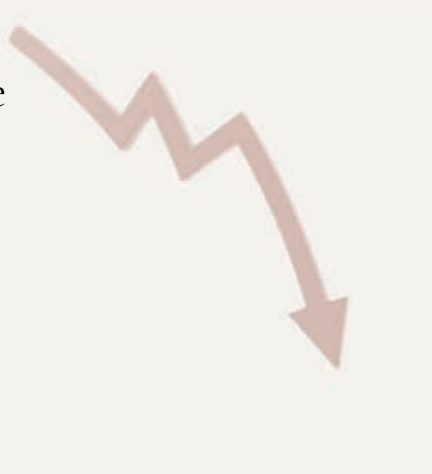
"Businesses owned by women are impacted harder than businesses owned by men. Female- owned businesses experienced 8% greater impacts. There is a WORSE performance of female owned businesses during the pandemic."

BUSINESS CHARACTERISTICS

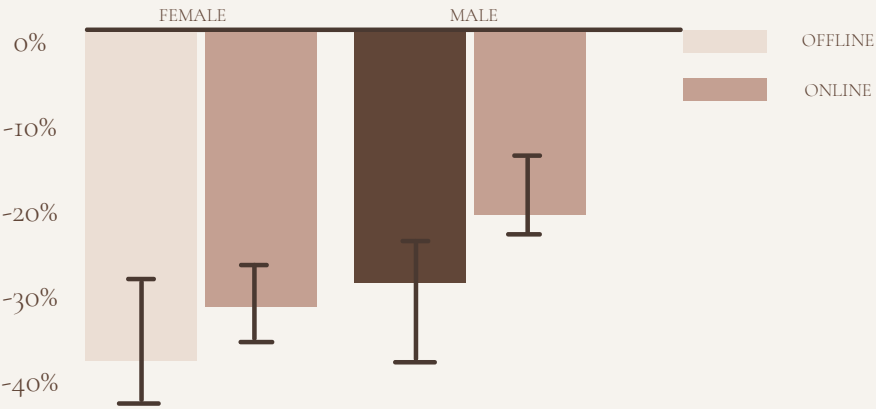
"When including a set of industry controls, the size of the business, and the percent of revenue , the difference between male and female-owned businesses DROPS, when including all of these factors."

THE MORE NEGATIVE FEMALE IMPACT

Accounted for by industry
Firm size
Share online



THE IMPACT OF COVID-19 WAS WORSE FOR FEMALE OWNED FIRMS (Figure 5)



LITERATURE REVIEW

THE PANDEMIC MAY IMPACT THE GENDER GAP

"Gender segregation in occupations can affect the rate at which women and men **LOSE** their jobs during the pandemic."

"Female- dominated occupations are more likely to be characterized as "essential", women's work may expose them to more of work-related stress."

"Women have traditionally borne greater responsibility for childcare and other domestic duties than men."

DOMESTIC DUTIES

"Women and men have increased the time they **SPEND** with their children, but the increase has been greater for women, and not just because more women have lost their jobs and therefore have increased time to devote to family."



EMPLOYMENT STATUS

"Unemployment **INCREASED** more for women than men in the USA, globally. Women earn less than men, this is especially true for female primary of sole breadwinners."

"Globally, women **REPRESENT** only a minority of **CEOs**, entrepreneurs and small business owners, and the pandemic is likely to reduce those numbers further"

EFFECTS ON WOMEN AS ESSENTIAL WORKERS

"Women report more emotional **DISTRESS** than men. In fact, based on national representative data in the USA, more women than men report feeling nervous, anxious or on edge"



LITERATURE REVIEW

THE PANDEMIC MAY IMPACT THE GENDER GAP

"Women entrepreneurs were not well prepared for business interruption and for the impact of the pandemic on the marketplace."

"The surveys show that women entrepreneurs are clearly traumatized by the shock of COVID-19 crisis."

CHALLENGES

Responses	N	Count	%
Actions Taken:			
Closing down my business permanently	86	20	23.3
Laying off employees	86	14	16.3
Closing down my business temporarily	86	4	4.7

Points I took from table 1. DIRI survey results on COVID-19 impact on women entrepreneurs

WOMEN IN THE WORK FORCE

"Not only are women-owned businesses typically more VULNERABLE to economic impacts due to lower average firm age and size, but also they are concentrated in the industry sectors hit hardest by economic shutdowns."

RESPONDING DIFFERENTLY

"Women and men respond DIFFERENTLY to stress and external shocks by managing their firms differently, while others suggests that gender differences in survival are better explained by the different types of businesses that men and women own and manage."

"Women entrepreneurs DEALT with the resulting recession in a defensive manner, while men used an offensive approach."

LITERATURE REVIEW

TRENDS IN WELL BEING

"Time, AGE and socio-economic position as separate predictors for poor well-being and high mental stress in all 38-50-year-old women."

	Poor well Being		High Mental Stress	
		P		P
Time	0.91 (0.73-1.13)	0.41	2.38 (1.89-3.00)	<0.01
Age	1.45 (0.90-1.49)	0.05	0.80 (0.61-1.05)	0.11
SEP	2.00 (1.31-3.04)	<0.01	1.02 (0.76-1.37)	0.89

(Table 2)

OVER TIME

"Women's life situations have dramatically changed in recent decades, in terms of education, employment, and own INCOME. Women's work situation itself is greatly changed."

CHALLENGES

"Sleep PROBLEMS, identified as an important stressor ."

"Sleep problems were included as STRESS for factor in our mental stress questions (table 3)."

CHANGES

"Stressful work environments have become more common especially for women . Early generations of middle-aged women, family conditions were associated with women's perceived MOOD, whereas for later generations, her situation at work work was most significantly associated with their perceptions of mood "

LITERATURE REVIEW



THE ISSUE

Women in the workforce age 35-55 experience the most stress; while women and men have different experiences in the workforce, women have been hit harder than men. Stressful work environments have become more common especially for women.

"Women report more emotional DISTRESS than men. In fact, based on national representative data in the USA, more women than men report feeling nervous, anxious or on edge"

"Women are likely to RELY on the support of women's groups and networks in times of economic contraction, though containment measures imposed in health crises, combined with members reduced incomes, may limit the support these groups are able to provide"

"Some literature suggests that women and men respond differently to STRESS and external shocks."

"COVID crisis may have hit women's businesses harder than men's businesses is that women more than men have diverted time from working business to doing unpaid care work."



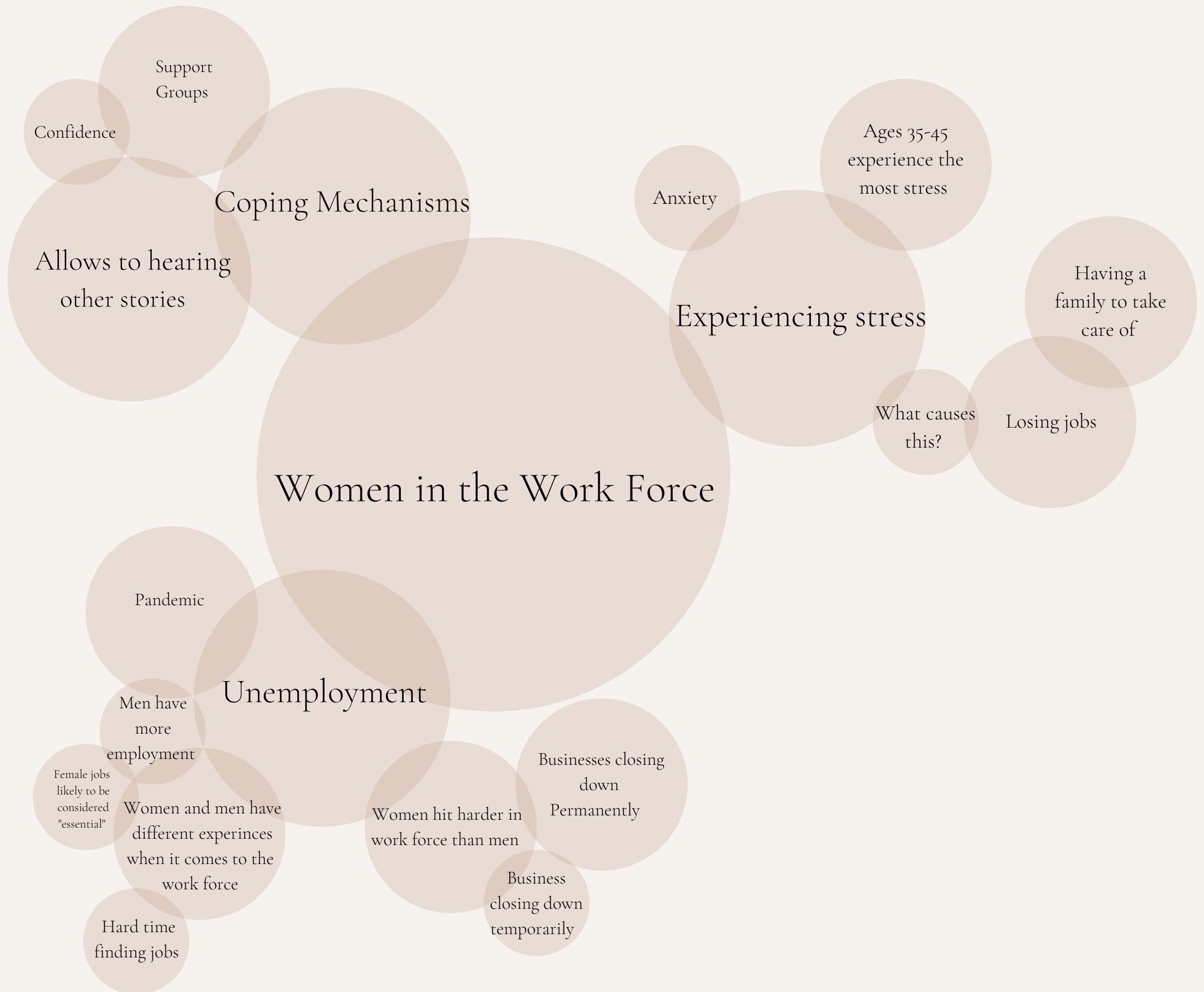
EVIDENCE



RESEARCH QUESTION

Women in the workforce have dealt with high levels of stress before and after covid; finding ways to cope with this has become complex. What type of environment would encourage introspective awareness?

IDEA MAPPING



Who is Juhi Singh?

"Juhi Singh, LAc is an Oriental Medicine Specialist, Acupuncturist and Chinese Herbalist, and has been featured on CNN, ABC, Forbes, and at the Emmys, Oscars and Cannes Film Festival in recognition of her work as a health and wellness expert. Rapidly emerging as a new face of holistic living, Juhi is a thought leader in the field of acupuncture."

The Juhi Ash Center

Address
The Juhi Ash Center 800A 5th Avenue Suite205,
New York, NY, 10065,United States

"We restore health and balance in the most natural way possible. Every element of your journey to wellness is curated with therapeutic benefits. Whether you seek to relieve pain, manage stress or treat a seemingly intractable health condition, our suite of doctors and specialists with expertise in health practices from around the world are here to support you. We share one unwavering belief: illness is a symptom of pervasive imbalances in the body, mind and spirit."

Client



DR. JUHI SINGH



The History Behind Wellness Spa

Typology

Terminology (Topic Specific)

- Women in the Workforce

Terminology (Design Specific)

- Holistic Wellness Spa

History of Type :

- "The origins of wellness, however, are far older—even ancient. Aspects of the wellness concept are firmly rooted in several intellectual, religious and medical movements in the United States and Europe in the 19th century. The tenets of wellness can also be traced to the ancient civilizations of Greece, Rome and Asia, whose historical traditions have indelibly influenced the modern wellness movement"

Service Population/ Demographics : Women Ages 35-55

Employees and Staff : Wellness centers have a staff of physicians. Specifically for a holistic wellness center the employee and staff would consist of holistic healthcare practitioners

Common Space Types :

HEALING Modalities

Counseling LOUNGES

Breathing Bubbles

SLEEP Study Suites

Massage Therapy Suites

GROUP Meeting Rooms

Trends and Emerging Issues :

Evolution of Holistic Treatments

- "Treating the whole person: body, mind, emotions, and spirit
 - Acupuncture
 - Massage
 - Music Therapy
 - Labyrinth

Typical Locations : Wellness spas can be found all over the world, but some areas where it is located most often is near the ocean, middle of the desert, or forest. Areas like this is where one can be with NATURE or the space can offer an "eco-friendly design with an outdoor space.



GOAL & OBJECTIVE



My goal is to create a space that supports a collaborative mentorship for women in the workforce ages 35-55, and this space will be a safe place to heal the mind holistically. This form of treatment can help people develop a deeper connection with themselves, leading to significant improvements in their self-esteem and self-awareness.

This wellness center will provide the tools while participants are at the center as well as bringing it into their daily lives.

GOALS AND OBJECTIVES

USER PERSONAS



Kristen Donalson
Owner of lapomponnee

NATURL ELEMENTS

SLOWER TIMES

Unknown of Covid

HOPE

Technology

Saving

INTERNET

MEDITATION

CLEAR BOUNDARIES

MUSIC

COLORS INSPIRE

WATER IS SOOTHING

KEY WORDS

INTERVIEW WITH KRISTEN DONALSON OWNER OF LAPOMPONNEE

What were your biggest stressors about your business before, during, and after the pandemic?

- **Answer:** Before the pandemic was financially getting through slower times, during the pandemic, she was saving her business and the unknown of covid, finally, after the biggest stressor was staffing, people calling in sick, and clients worried about wearing masks.

What are the short term and long term changes you had to make?

- **Answer:** In the short term Kristen had to lay off 63 people and for the long term she had to eliminate some benefits when rehiring.
 - Are any of those changes permanent?
 - **Answer** Kristen is hoping for some to reinstated soon.

What prevents you from having a healthy balance between work and home?

- **Answer:** Kristen said technology and the internet and people having no boundaries. She said employees and contact her 24/7.

How do you manage your workplace stress?

- **Answer** Kristen manages her workplaces stress by meditation and seeing a reflexologist. She also tries to set clear boundaries.

My goal is to design a space safe place that will heal the mind holistically. That being said what do you think I should keep in mind?

- **Answer:** Kristen think music sets the tone, colors inspire, natural elements make us feel grounded, and water is soothing.



Elizabeth Seeger
Owner of Satchel

HIRING PEOPLE
STRESSOR
PANDEMIC
CHALLENGE
LOST
LIGHT
PLANTS
IN CHARGE
GUILT
COMMUNICATION
A PLACE TO READ
KEY WORDS

INTERVIEW WITH ELIZABETH SEEGER OWNER OF SATCHELL

What were your biggest stressors about your business before, during, and after the pandemic?

"The manufacturing process, so hiring people was a huge challenge. Teaching people how make things and sell. Before and after the biggest stressor was production. Sewing specifically. Finding an training has always been a challenge especially during the pandemic. I have eight people at satchel and eight people at our sewing factory."

What are the short term and long term changes you had to make?

- **Answer:** "Over the pandemic we lost a number of clients because everyone had to focus more on their businesses while last years sales were ping ponging. Saw a shift in what people were buying our most impractical bags were selling more. Not having a fully functioning website so we had to find some who can create a website. When ordering online we request people pick a backup color when it comes to leather, just in case the other is out of stock."
 - Are any of those changes permanent?
 - **Answer:** " The website is still fully functioning and we still request people choose a backup color."

What prevents you from having a healthy balance between work and home?

- **Answer:** " Catholic Guilt, Im not in the day to day operations in the shop, Im in charge of all the finances, this allows me to do other projects, this makes me feel guilty at times. So now Im able to realize there are other coworkers that helps a lot."

How do you manage your workplace stress?

- **Answer:** "Stress comes from lack of communication among our team members, so for that we have a lot of group text threads, We have a weekly meeting every Monday so this allows for everyone to know whats going on."

My goal is to design a space safe place that will heal the mind holistically. That being said what do you think I should keep in mind?

" Light and plants, as well as a library."



Beatriz Sandoval
Director of Thermador Branding

BUSINESS

CONCERNS

Unknown

HEALTHY

Transition

Work Around

Positive

SENSE OF HUMOR

CARE

VULNERABLE

STRONGEST

STRONG FEMALES

KEY WORDS

INTERVIEW WITH BEATRIZ SANDOVAL DIRECTOR OF THERMADOR BRANDING

What were your biggest stressors about your business before, during, and after the pandemic?

Answer: " Originally, when we were sent into quarantine in early March 2020, there was a lot of uncertainty around what was going to happen. Our Irvine office closed and we were all sent to work at home. Our concerns around our business stemmed from the massive, nationwide lockdowns. For me personally, the stress came in the form of making sure that my family stayed healthy. On the business side, the unknown of what was going to happen to the design business and the remodeling projects – both which were main drivers of our revenue. "

What are the short term and long term changes you had to make?

- **Answer:** Our team mobilized very quickly. We already had experience with working from home so that transition went smoothly. Short term, I think what we did well, we created a “pivot” plan to address a worse-case scenario industry shifts. We adjusted our marketing plans and our media direction and even shifted our messaging. We reviewed our long-term expenses and put a contingency plan in place to address any potential changes in revenue "
 - Are any of those changes permanent?
 - **Answer:** What we found, was that the brand messaging changes that we made were performing extremely well. Our data analytics showed that our consumer resonated well with our new brand stories and that the pivots that we made in media were yielding positive results."

What prevents you from having a healthy balance between work and home?

- **Answer:** "At first, when we went into lockdown, we were not prepared for the kids to be at home. Transitioning from on-site to online learning took longer in terms of adoption. Having kids around while parents are trying to work was difficult. However, in my case, we learned how to work around our schedules. Spending so much time together made us become closer as a family. Before the pandemic, I was driving back and forth to the office, in traffic for 2-3 hours every day. I would get home late and I was traveling as well. The pandemic actually allowed me to be able to save the driving time, spend more time with my kids and be very productive at home with my work projects. Once we go back to whatever “normal” means, I will continue to adapt a better work/life separation so that I can be part of my kids’ activities. I look forward to working predominately from home and this will provide me with greater flexibility and will allow a better balance."

How do you manage your workplace stress?

- **Answer:** "Stress comes in all shapes and sizes. Sometimes I stress about deadlines and sometimes I stress about important pitch meetings or client updates. I think a positive sense of humor and over communication is vital. In my department, we are a very close knit team. We communicate often and transparently. We are not afraid to be vulnerable around each other and we genuinely care about one another. This type of relationship helps in managing our stress. Because we all consider ourselves a “work family”, we look out for each other, and when one of us needs help, we are all ready to jump in and support each other. We use humor and storytelling (we are in marketing after all...) to help curb tough topics. This is not to say that we do not take our projects or work seriously, we all love our work, we have found humor as a way to make us all laugh, see the silliness or sometimes ridiculous-ness in situations, and be able to laugh about it before we try to solve it! It helps to keep things light."

My goal is to design a space safe place that will heal the mind holistically. That being said what do you think I should keep in mind?

Answer: "I think women supporting women is essential. We have to bring each other up, and not try to bring each other down. In my team, I am proud to say that I lead a group of 5 strong females. I get to work with smart & astute women and I am very proud to have an all-female marketing team working on the Thermador brand. I have been very lucky that the strongest candidates with the best skills were all female. "



Heather Ryan
Director of Gaggenau

IN - PERSON
VIRTUAL
ENGAGEMENT
Talk It Out
HOPE
Saving
PATIENT
LISTEN
NAUTRAL LIGHT
NEUTRAL
PLANTS
HEALTHIER ENVIORMENT
KEY WORDS

INTERVIEW ONE HEATHER RYAN DIRECTOR OF GAGGENAU

What were your biggest stressors about your business before, during, and after the pandemic?

Answer "Before Covid it was trying to find a way to make my brand have more relevancy to retailers/dealers and figuring out what we were doing (or not) that was /was not working – I was brand new in my role as Head of Gaggenau. During Covid we quickly learned, that as a business we relied heavily on in-person experiences with the brand/very high-touch engagement. We did not have proper digital assets to support the business when in-person business was not possible. We have been creating this content and services ever since Covid: Video product knowledge content, cooking videos, virtual/online trainings, webinars, virtual client meetings and product introductions, etc... So the quick pivot to building sales tools and support tools in digital/virtual formats has been essential. It required my team to change a lot of responsibilities to react to these demands. And now we are figuring out how to deliver both the demand for all this digital/virtual content AND provide in person engagement again. This means the work load we have created to support this “newer” way of doing business, plus returning to the expectation of doing business in many of the ways before Covid, amounts to double the work load."

What are the short term and long term changes you had to make?

- **Answer:** "Working remote from my home, instead of the office will remain the new norm. I am lucky I already had a home office established. It is a REAL home office. Not a corner in the bedroom or dining room table. I think this has made my personal transition pretty easy. For others this need for designated work space when remote I think is essential for one's peace of mind. So designing a truly designated office space for a remote working woman is very important. My team was mostly remote already, so managing my team did not change too much, however no travel in the short term was hard for making engagement with the dealers and the sales team – so making extra efforts via video chat or phone has been important to try and build these relationships. These were short term things that have and will remain in the long-term. From a business operational side, we have had to rethink our training programs, to make them shorter durations and flexible in-person or via video. Events will be scaled down to intimate affairs of under 12 or so until further notice."
 - Are any of those changes permanent?
 - **Answer:** "Yes, all are incorporated into our new norm."

What prevents you from having a healthy balance between work and home?

- **Answer** "The challenge with at home work, even with a designated office I can “Leave” at the end of the day, is that the requests for virtual meetings come at any time of the day. Particularly Early AM hours, since we work a lot with Europe and the East Coast. So I can easily start at 6am but I don't easily stop at 3pm for a 9hr work day...often still dealing with work until 5-6-7pm... It is harder to shut it off than when you “leave” the office. But it is personal discipline, I am trying to be better at. "

How do you manage your workplace stress?

- **Answer:** "Usually talk it out with someone else, a mentor or my husband. And try not to sweat what is totally out of my control. Be patient and listen. Sometimes, if I just wait a few hours or day, some things resolve themselves without my interjection. I'm a doer/fixer so this is hard for me to not jump in."

My goal is to design a space safe place that will heal the mind holistically. That being said what do you think I should keep in mind?

Answer: "In either home or office a room that can be climate controlled. Many women of a certain age struggle with temperature issues... There are designated office spaces for women to manage maternity needs (like pumping/breast-feeding), but not the later-in-life issues...and more women than ever are staying in the work force longer. Possibly a meditation or stretch room – this could be for men or women really. Also good natural light, Neutral/warm colors and live plants. All help promote a positive and healthier environment. "



Kristie Benoit

District Sales Manager

HEALTH

WELL BEING

Shutting Down

Stress Relief

HOPE

Phone Calls

WORKING OUT

RUNNING

VARIOUS WINDOWS

MUSIC

NATURAL LIGHT

SOFT PAINT COLORS

KEY WORDS

INTERVIEW WITH KRISTIE BENOIT DISTRICT SALES MANAGER

What were your biggest stressors about your business before, during, and after the pandemic?

1. **Answer:** "I will start this by saying it has been a VERY VERY interesting year and a half!! In the beginning of all this, my biggest stressors were the health and well-being of my family and then was 100% the short and long term effects of business. The day after Louisiana was shut down due to Covid my dad had a heart attack and had to have quadruple bypass surgery. Since hospitals were only allowing one visitor per patient we were unable to see him before, during or after surgery which was really hard since I have a very small and tight knit family. Once we knew surgery was successful and recovery was well under way, I was able to turn my attention to business. In the beginning I had quite a few concerns about where this would put our economy, our company as well as my own personal incentives/goals. Most of my concerns revolved around dealers shutting down showrooms, not being able to train salespeople on all my brands, our factories shutting down for weeks (which meant slowing production output), and being unsure of what the market would do in general. When my dealers shut down, it meant people couldn't shop for appliances in person like before. One of my dealers and I would put on Lunch and Learns (cooking demos in the Live Thermador kitchen) for potential customers, builders, designers, architects, etc once sometimes twice a month to help drive the Thermador sales. Doing these we would convert a lot of SubZ, Viking, Monogram sales to Thermador and upgrade them on steam ovens, speed ovens, induction and even add-ons of additional appliances including coffee. Not being able to train salespeople in person was somewhat of an issue however our training team stepped up to the challenge and gave us some incredible virtual outlets which I received great feedback on. With all these concerns running through my brain daily, my concerns about sales were put to bed once I realized that people were (and quite honestly still are) buying appliances more than ever before since they are having to cook from home and don't like their current appliances. Not being able to produce appliances fast enough, shortages of workers across the country, and ability to unload containers in a timely fashion is now the situation we are dealing with and a new stressor all in its own."

What are the short term and long term changes you had to make?

- **Answer:** "I went from traveling all the time (by plane and car since I cover two states) to staying home all the time so it was a complete life adjustment. I like seeing my dealers in person so having to be behind my computer all day every day was a bit hard for me to adjust to. I am happy and truly blessed to have the ability to work from home during this pandemic and to do so for such an amazing company."
 - Are any of those changes permanent?
 - **Answer** "I have really enjoyed spending more time with my family (especially my two daughters who are now 14 years old and 10 years old – time definitely flies by) but I do miss traveling and training so hopefully this change isn't permanent. I do hope to find a better balance between traveling and being home but that will come with time and inventory levels."

What prevents you from having a healthy balance between work and home?

- **Answer:** " I feel like I do a pretty good job of balancing the two since this job is flexible however lately work has been a bit more stressful with the state of this industry (along with most other industries). The amount of emails and phone calls I receive on a daily basis due to backorders, logistics issues, service issues, etc. are a lot to deal with but I try my hardest to focus on the family when I need to. Not knowing when things will truly get better is sometimes a bit of a distraction too, as I would love to know there is a light at the end of this crazy tunnel"

How do you manage your workplace stress?

- **Answer** "I enjoy working out and running which is definitely my daily stress relief and of course a glass or two of wine every now and then doesn't hurt. I also love spending time playing/visiting with my girls. I love being able to be present for all their cross country meets and soccer games. I enjoy talking to co-workers and other associates to see how they are dealing with issues and try to implement things in this my market that are working in other markets."

My goal is to design a space safe place that will heal the mind holistically. That being said what do you think I should keep in mind?

Answer "I think having various windows to allow natural light in is a must as well as a large enough desk to house multiple monitors and possibly a Varidesk since standing is a nice option when you are behind a computer for as long as I am. I like clean and simple furniture/decor so you can focus on work and not all the clutter around you. I like soft paint colors and ample storage for paperwork and supplies. I would plan for some type of Bluetooth sound system/speaker since I am a big listener of music while I work. My mood and workload is dependent on what I listen to but I do like some sort of background noise. I enjoy more relaxing tunes when super stressed or something a little quicker tempo when I have a lot to accomplish."



Kara Gooding

Senior Vice President of Seasonal Goods
Home Depot

MENTALLY
SENSITIVE
TECHNOLOGY
CALMING
Designated
INTERNET
Sensitive
FRIEND
CRAZY
LIGHTING
VALUE
ART

KEY WORDS

INTERVIEW WITH KARA GOODING SENIOR VICE PRESIDENT OF SEASONAL GOODS HOME DEPOT

What were your biggest stressors about your business before, during, and after the pandemic?

Answer: " Three weeks before covid happened I was promoted to take on a new business. So I had to mentally shift to new product area, in my case from appliances to blinds and storage. I had to learn a new boss, and new team of people as well as the demands unique to being a new VP while we shifted to remote work. We have remained remote since March 2019. At the same time I had a parent in a nursing home with advanced Parkinson's disease, who we pulled out of the nursing home in order to live with us (covid safety concerns of communal living environments). So in the matter of a few weeks I had a new job as VP at Home Depot as well as became the primary nurse and caregiver to someone with advanced needs and was doing it all from home. Additionally our gym that regularly attended (daily) closed, restaurants were no longer an option. This made me incredible sensitive how hard homes have need to work. I now needed designated workspace, where I could work un-interrupted but still be accessible (in case my father needed something or had an emergency). Luckily I already had a home office that was well-positioned in the house. We converted our formal living room into a gym and our kitchen had never worked harder because we had another mouth to feed and way more meals to prepare (since we couldn't eat out). Since we couldn't risk exposure for my elderly father, we rarely went out. Our primary socialization happened on our front porch or in our driveway with neighbors..so we pulled our outdoor furniture from the back of the house and put it on the front. My house used to be designed to look great. Unfortunately it doesn't look so great anymore but the spaces are getting more use than ever before."

What are the short term and long term changes you had to make?

- **Answer** " In addition to the above we bought a chest-freezer so we could minimize trips out/to the grocery store. We installed grab bars in my Father's bathroom and pulled up rugs so his walker could maneuver safely. We re-arranged furniture to accommodate his recliner (the only comfortable way for him to sit). We installed motion lights and motion sensors so he knew when he was awake and so he could see at night when he tended to wander. We invested in A LOT of digital technology AND headphones for everyone in the household. Unfortunately he passed away this past Spring around the same time that the vaccines became available. So needless to say we've removed a lot of the care-giving tools and furniture and such and we feel more comfortable going out in a limited fashion. But we're still at home for most of the day, working, sleeping, eating, exercising under the same roof. "
 - Are any of those changes permanent?
 - **Answer:** "Our work-from-home capability will be permanent in some shape or form. Whether that's company-directed WFH days or just allowing employees the flexibility to determine what days they WFH and what days they come into the office. Seamlessly flexing easily between the two I think will be critical.
 - I sure hope the general chaos of my house isn't permanent. I used to really enjoy coming home to a beautifully decorated home every night. Where everything was in its place. That was calming and so enjoyable to me, to have well-designed surroundings. Now that every area is getting so much use and being re-purposed our house is frankly a mess (that I seem to never leave). And THAT I find very stressful. So I hope at some point to reign in that chaos. "

What prevents you from having a healthy balance between work and home?

- **Answer:** "Before the pandemic I would have said just a heavy workload and travel schedule. But for me and my team now, we've been working from home mostly for the past year and half so it really just comes down to managing and "on the clock" and "off the clock" routine and sticking as much as possible to that. Because we are working remotely having technology and a physical workspace that helps you be efficient is critical. Early in the pandemic I would notice some employees didn't have home offices and so some would be working with a laptop literally in their laps. When you need to work on a complex spreadsheet or manage a high-profile virtual vendor meeting "in your lap" just isn't going to do it. Its been interesting to see how folks have invested in their at home workspaces as time has gone on. One thing I think is critical is having a well- designated workspace (that facilitates working efficiently) and that is separate from your living space. So you can physically shut the door and leave work behind at the end of the day. Just to force yourself to have a change of surroundings. Otherwise if you are working, eating, living in the same space all the time the walls really will start to close in. Luckily, I invested in a great home office years ago so I have a room to work in that I really love. It has a custom desk, art, great lighting, etc and I find it to be a very enjoyable space to spend LOTS of time in. "

How do you manage your workplace stress?

- **Answer:** " Phone or text a friend...usually in the same or similar role/industry and say "am I crazy". Getting perspective from someone who really understands the dynamics of your situation is so so helpful to contextualize the situation you're dealing with. If something is really stressful (work-wise), I have a handful of people whose opinion's I really value and I leverage their POV. "

My goal is to design a space safe place that will heal the mind holistically. That being said what do you think I should keep in mind?

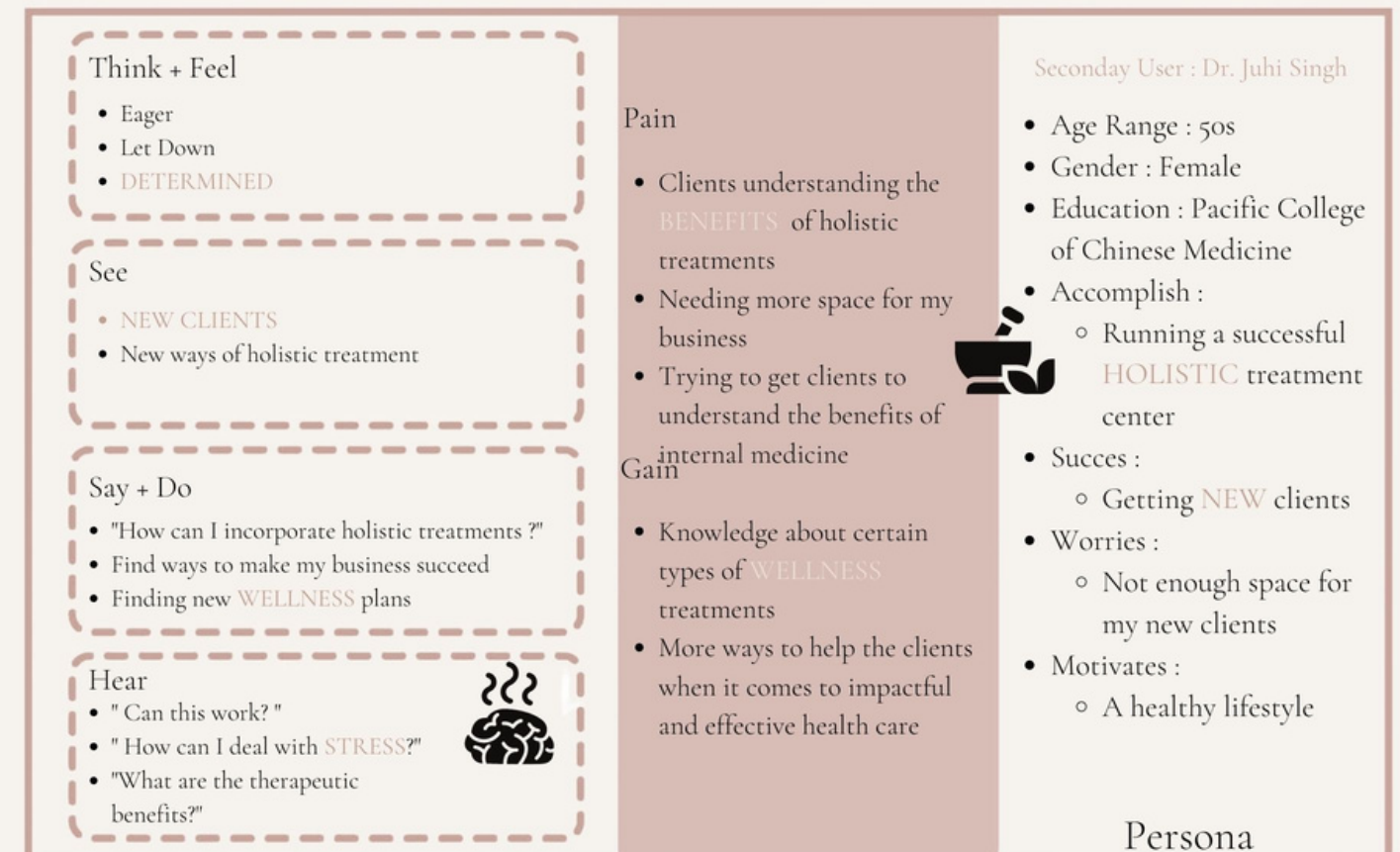
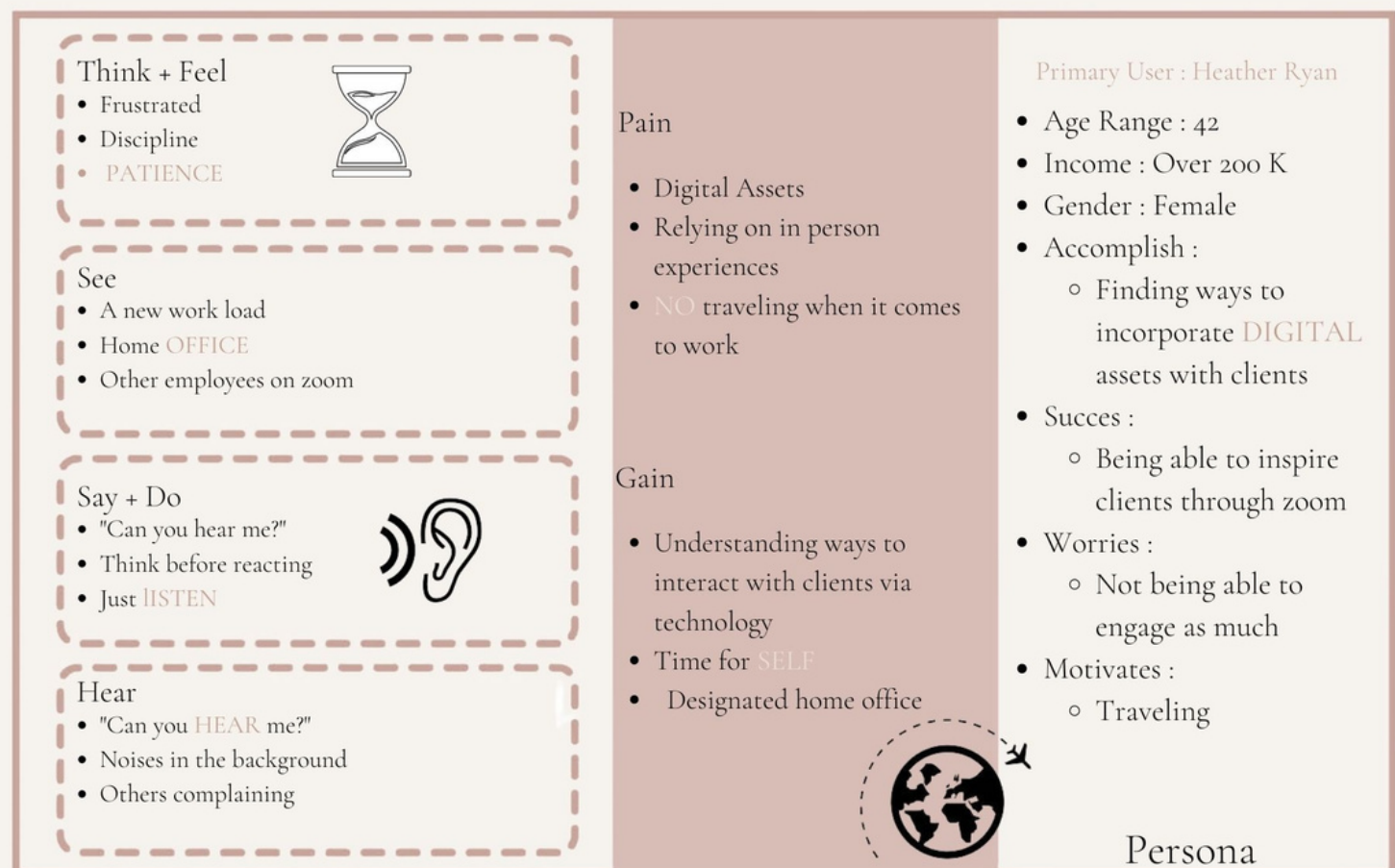
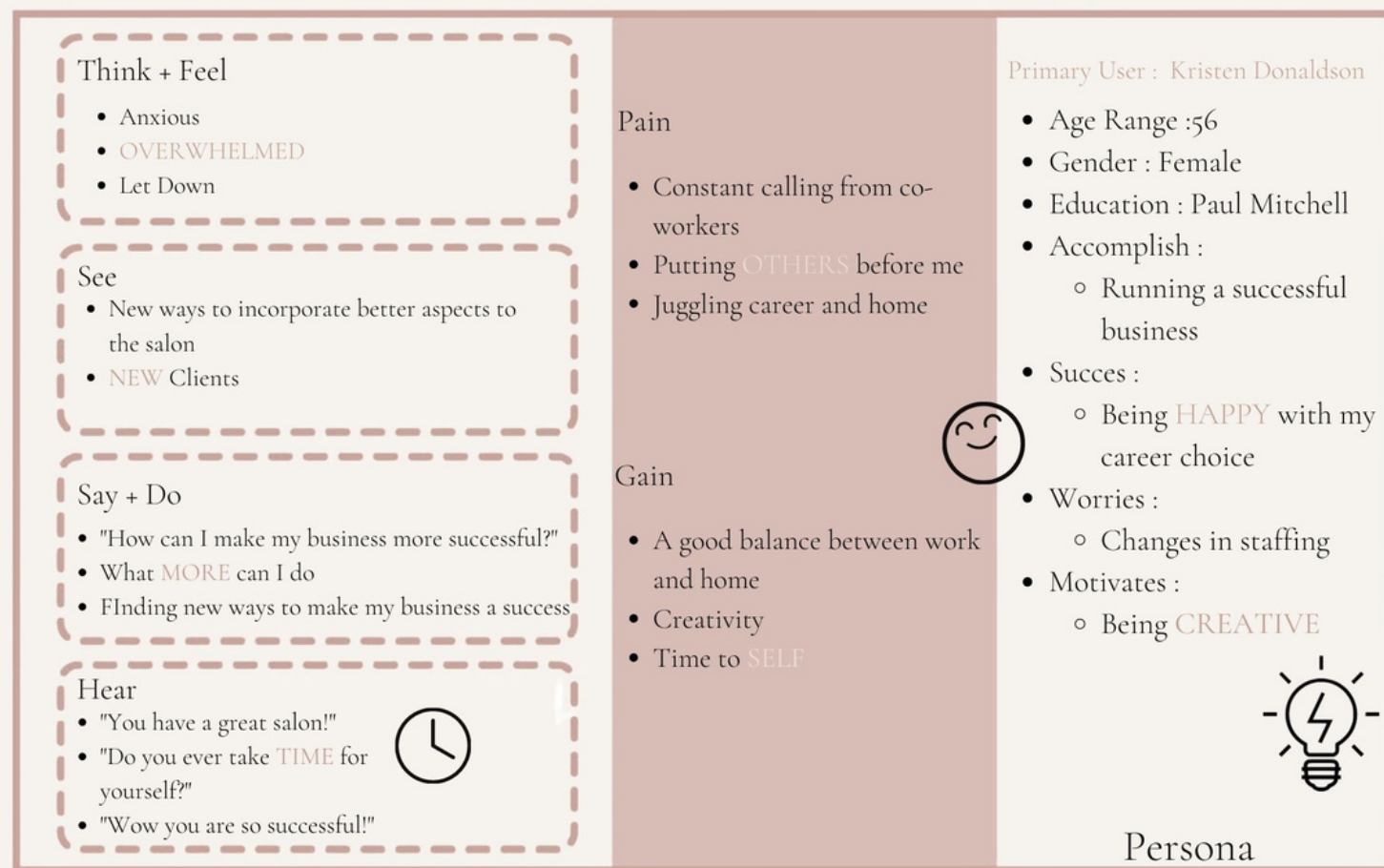
Answer: " I enjoy spending time in a space filled with great lighting and art."



INTERVIEW SUMMARY

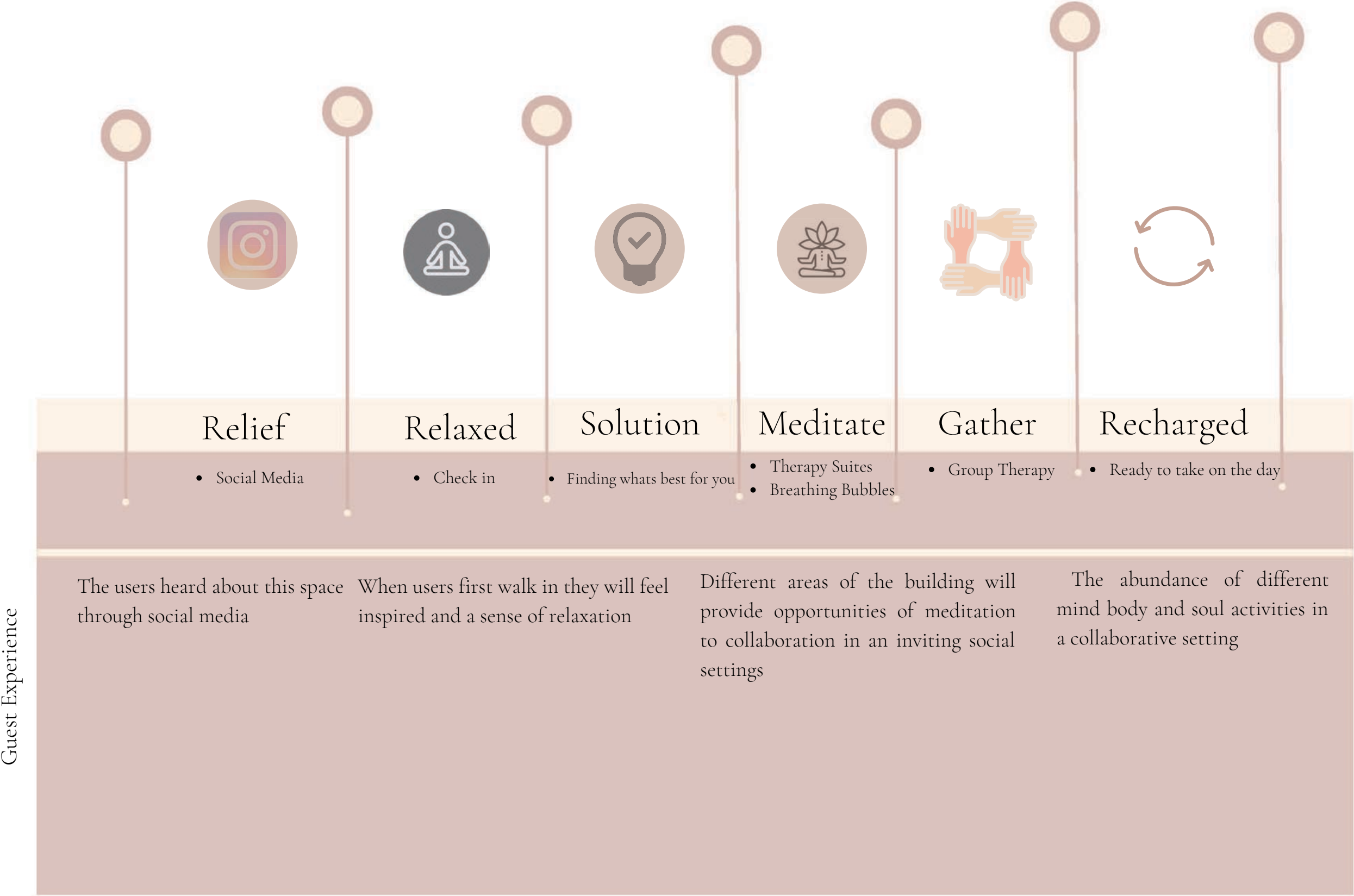
There has been an abundant amount of repeated words through the interview process like FRIEND, LISTEN, PANDEMIC, HOPE. The words that were repeated in reference to the space were LIGHT which allows for "sunlight heighten the brain's production of the mood-enhancing chemical serotonin." The word MUSIC was also repeated: "Music is a form of sensory stimulation that provokes responses due to the familiarity, predictability, and feelings of security associated with it." Clearly, identified is an interest for an environment that provides special sensory focus to the women that would benefit from

<https://www.rtor.org/2018/07/26/how-light-improves-mental-health/>
http://www.musictherapy.org/assets/1/7/MT_Mental_Health_2006.pdf#:~:text=Music%20is%20a%20form%20of%20sensory%20stimulation%20that,interaction%20as%20a%20means%20of%20communication%20and%20expression.
this space.



Empathy Maps

Wellness



User Journey

SITE & BUILDING

Country : United States

State : New York

City : New York City

Borough : Manhattan

Address : 250 West 57 Street, New York, NY

Population : 8,230,290 Million

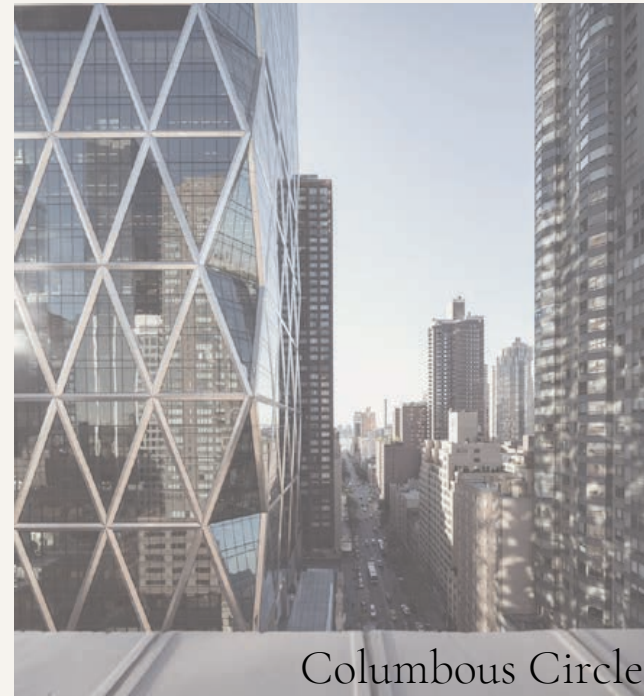
The City

A city surrounded by skyscrapers and the Hudson River to the west and the East River, New York has become very popular over the years. New York is made up of five boroughs, Manhattan, Queens, Brooklyn, The Bronx, and Staten Island. New York City is a hustling city and always has opportunities for careers. New York is one of the most diverse cities in the United States, allowing people to expand their cultural experiences.

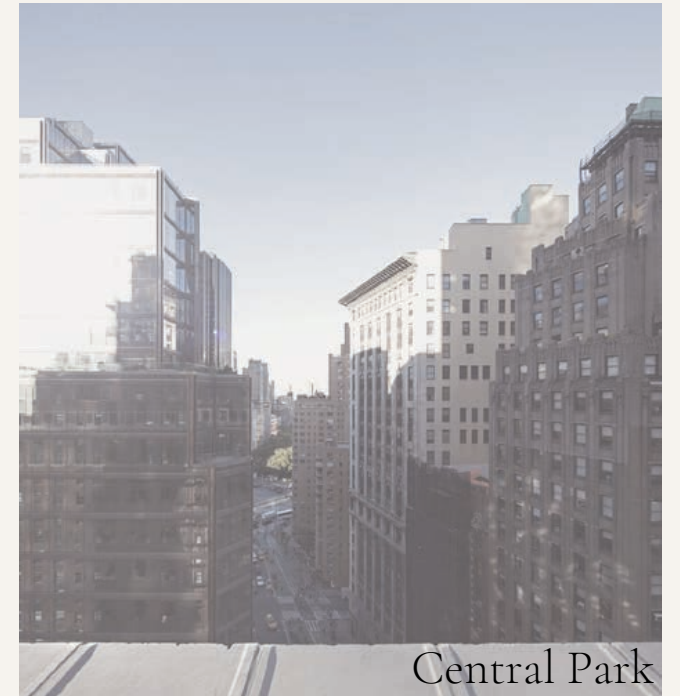




East Terrace View

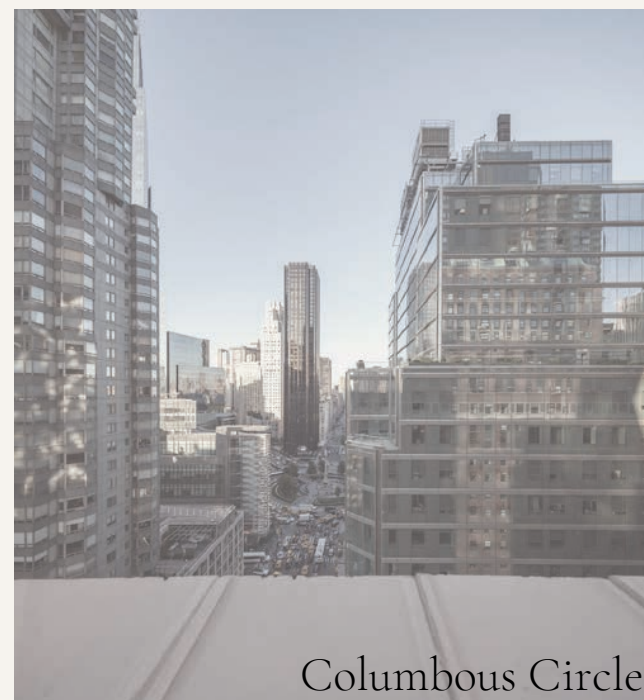


Columbus Circle

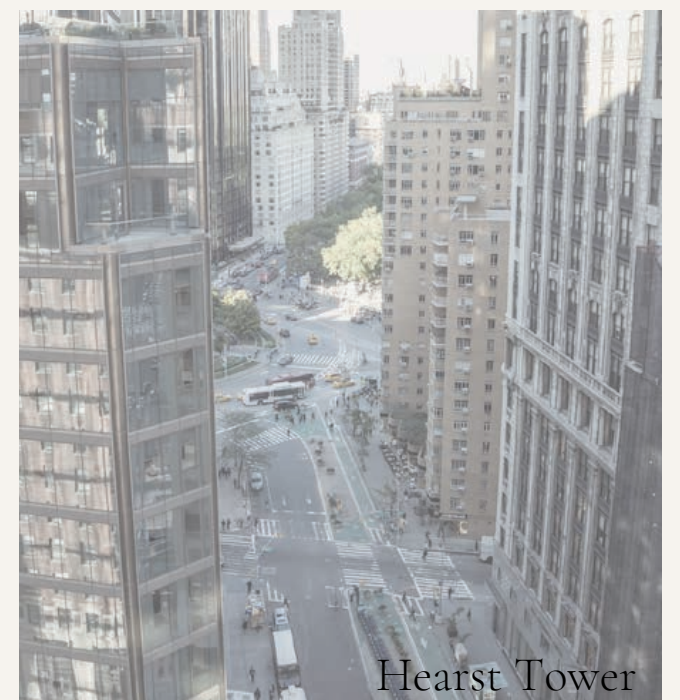


Central Park

West Terrace View

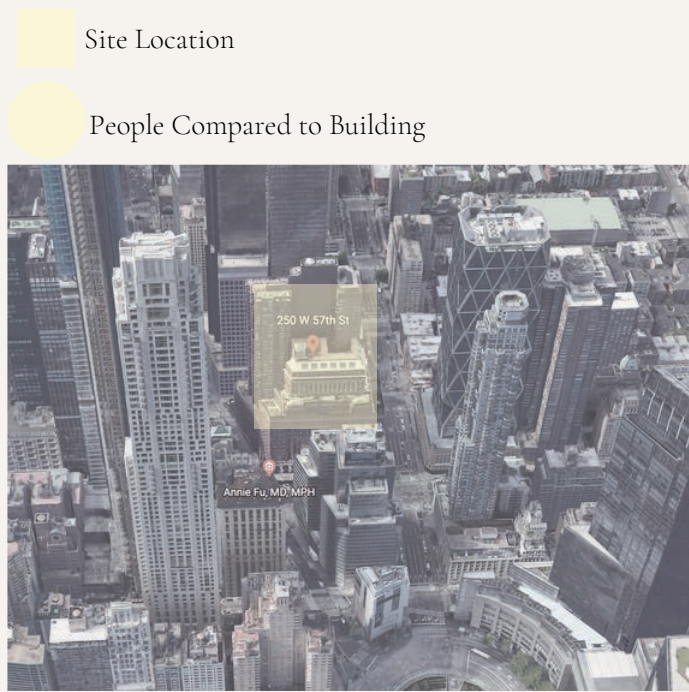


Columbus Circle



Hearst Tower

SITE RELATIONSHIP TO SURROUNDINGS



TRAFFIC & TRANSPORTATION



PROXIMITY TO SUPPORTING SERVICES



SITE NEIGHBORING BUSINESSES



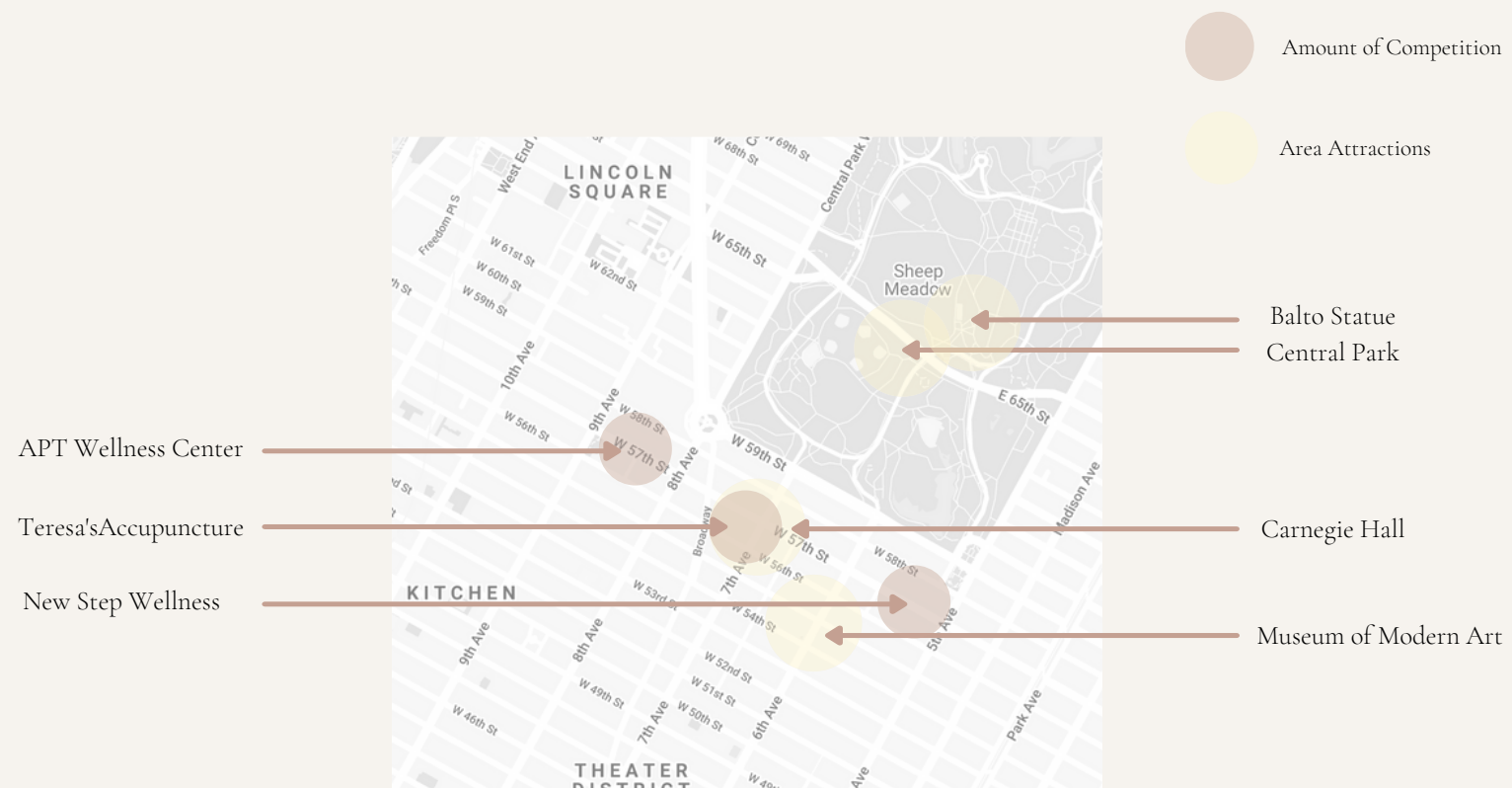
SITE VIEWS

Law

"A higher **minimum** wage, access to paid sick and parental leave, and affordable, quality child and elder care, will help women get back to work and get **ahead** in life."



SUPPORT USAGE & LOCAL LAWS



AMOUNT OF COMPETITION & ATTRACTIONS

Area Characteristic

"New York City is currently declining at a rate of -0.64% annually but its population has increased by 0.67% since the most recent census, which recorded a population of 8,175,130 in 2010. New York City reached it's highest population of 8,469,150 in 2016."

<https://worldpopulationreview.com/us-cities/new-york-city-ny-population>

Year - Population - Growth - Growth Rate

Year : 2021

Population : 19,095,300

Growth : -60,400

Growth Rate : -0.32%

Year : 2020

Population : 19,155,700

Growth : -60,500

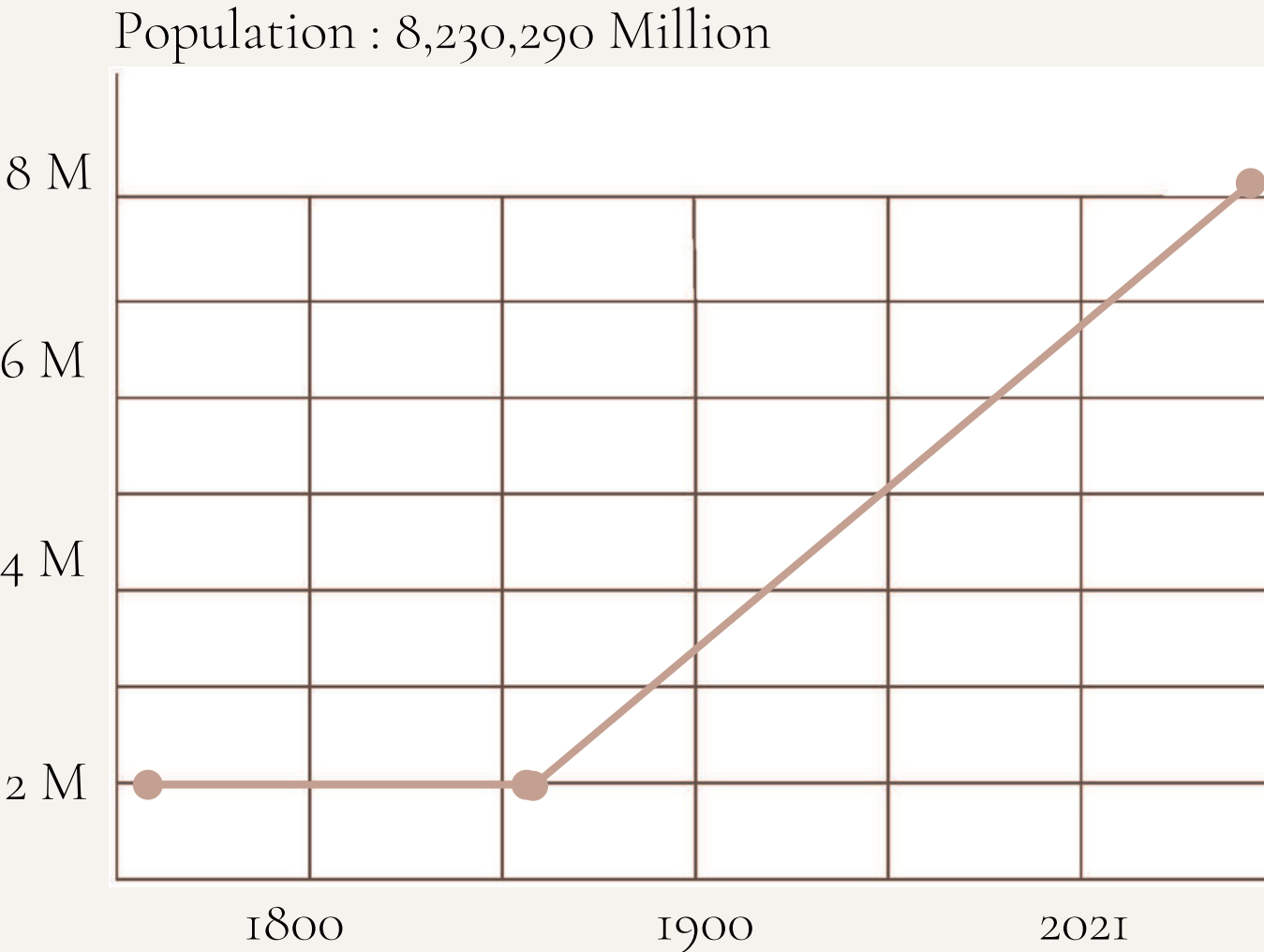
Growth Rate : -0.32%

Year : 2019

Population : 19,216,200

Growth : -60,400

Growth Rate : -0.31%



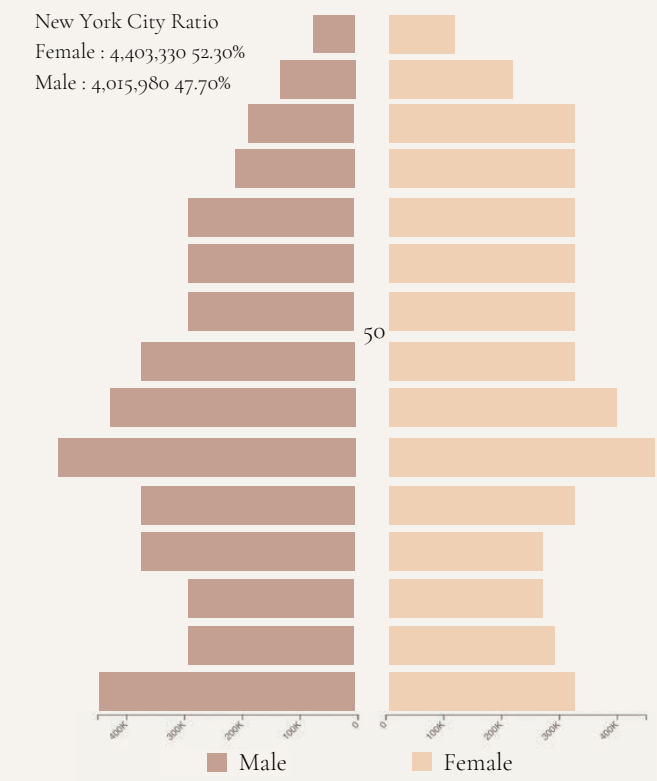
Growth over the years

Size of The Population



"The average household income in New York City is \$102,946 with a poverty rate of 17.95%. The median rental costs in recent years comes to \$1,443 per month, and the median house value is\$606,000. The median age in New York City is 36.7 years, 35.4 years for males, and 38.1 years for females. "

	Name	Median	Mean
	Households	\$63,998	\$102,946
	Families	\$72,264	\$115,580
	Married	\$96,092	\$146,634
	Single	\$48,091	\$79,489



DOMINANT AGES & INCOME

Overall Report Card Summary of the Women of New York



Chapter	Rank	Grade
Employment & Earnings	5	B+
Political Participation	22	C-
Poverty & Opportunity	15	C
Reproductive Rights	7	A-
Health & Well-Being	30	C-
Work & Family	1	B



TARGET

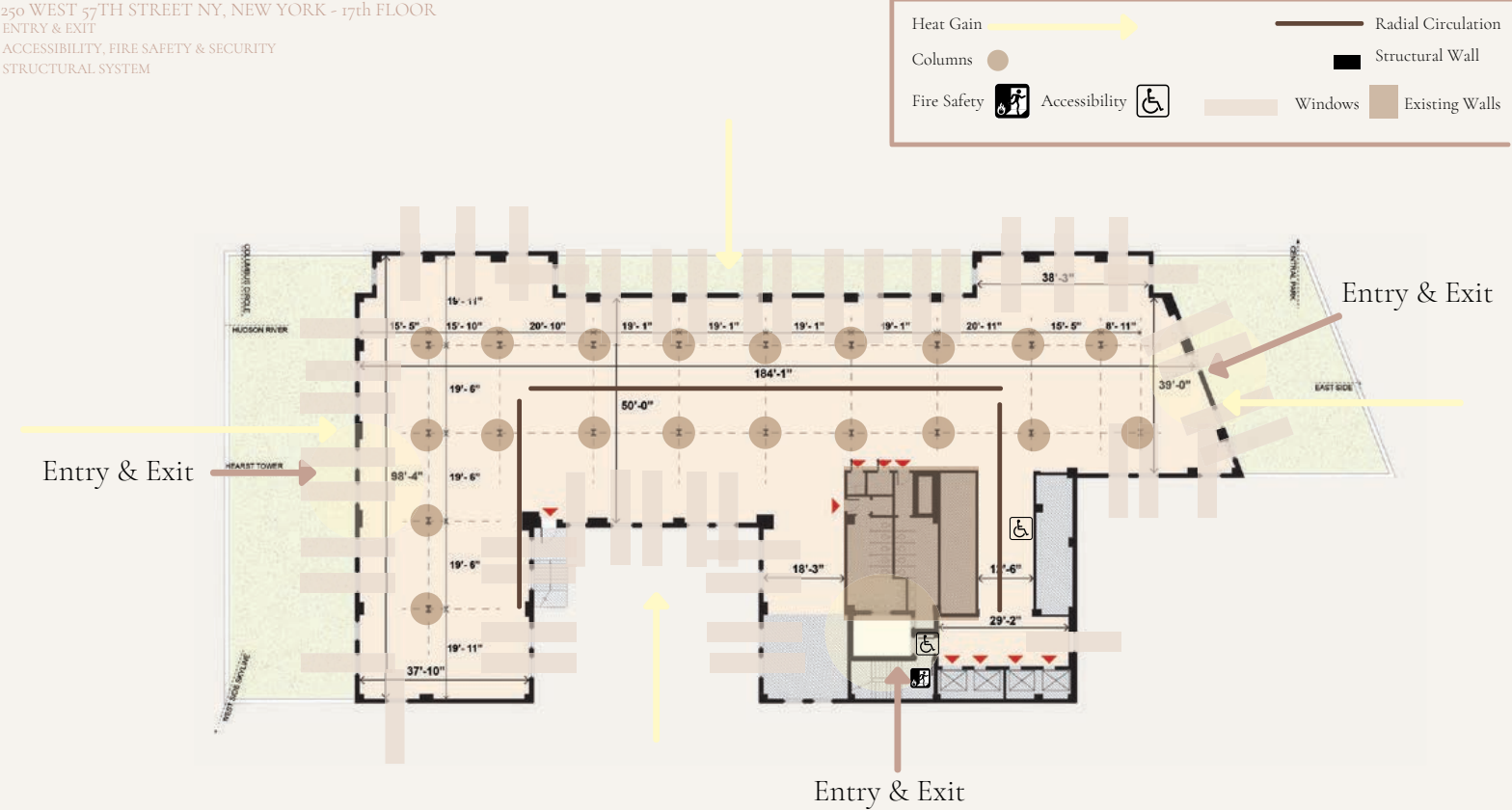


Who? THE WOMEN OF NEW YORK

"Among those 25 to 64, while 63 percent of all Manhattan women have at least four years of college, slightly less than 30 percent of outer borough and other women in the United States have that level of educational achievement. When it comes to holding a job, 69 percent of Manhattan women, 60 percent of outer borough women, and 67 percent of women living elsewhere were working. When one looks at the type of jobs held by women in Manhattan compared to the rest of the United States the differences are striking."

<https://www.gothamgazette.com/index.php/demographics/3307-women-of-new-york-city>

250 WEST 57TH STREET NY, NEW YORK - 17th FLOOR
ENTRY & EXIT
ACCESSIBILITY, FIRE SAFETY & SECURITY
STRUCTURAL SYSTEM



SYSTEMS OF ORGANIZATION



SPACE VOLUMES & MASSING



Floor To Ceiling Height & Human Scale



"The building is the first WELL Gold and LEED Platinum Certified space in NYC, Universal Music Group, GuildNet, ASCAP, and Mount Sinai."

"The property's substantially completed upgrade program includes new Gensler designed lobby, elevators and storefronts; new windows, and upgraded building-wide systems, including state-of-the-art electrical, plumbing, HVAC, and security."

Material : Brick

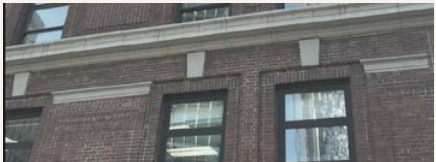
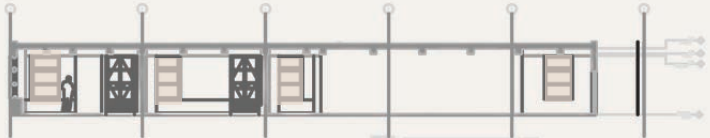


Existing Material & Sustainability



Building Envelope

WINDOW SYSTEM FACING EAST



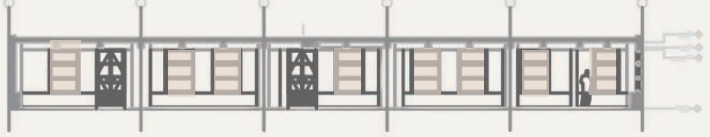
While windows may be smaller the amount of windows around the building allow for a lot of light and views of New York City.



The amount of windows in this building allow for the space to have a lot of natural light.



WINDOW SYSTEM FACING WEST



Window Detail



The 17th Floor offers a unique three landscaped terraces with great views of Midtown Manhattan



WINDOW PATTERN

MODULARITY & UNIQUE BUILDINGS



While the 17th floor has all of the same height level, the top of the building shows different levels of hierarchy.



Color & Texture :
Through the building you see a color and texture through the red bricks on the building.

Repetition :
The building has repetition of not only the bricks surrounding the entire building but the windows and window detail being repeated as well.

Lines :
The line of the building go all the way up and across in one specific line.

Balance :
The building is all one size with the terrace the equal on both West and East side.



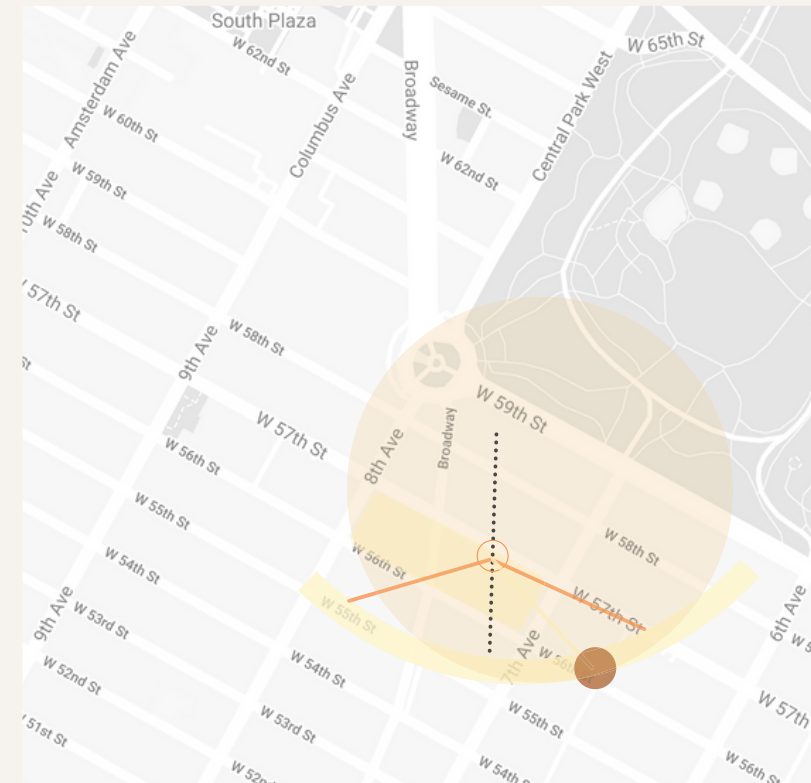
Brick 

HIERARCHY OF SPACES

PRINCIPLES & ELEMENTS



Fall
 Date : October 1
 Time : 8:30 am
 Daylight : 10 hours
 Sunrise : 7:20 am
 Sunset : 5:58 pm



Winter
 Date : January
 Time : 8:30 am
 Daylight : 9 hours
 Sunrise : 7:12 am
 Sunset : 4:29 pm



Spring
 Date : March
 Time : 8:30 pm
 Daylight : 11 hours
 Sunrise : 6:29 am
 Sunset : 5:47 pm

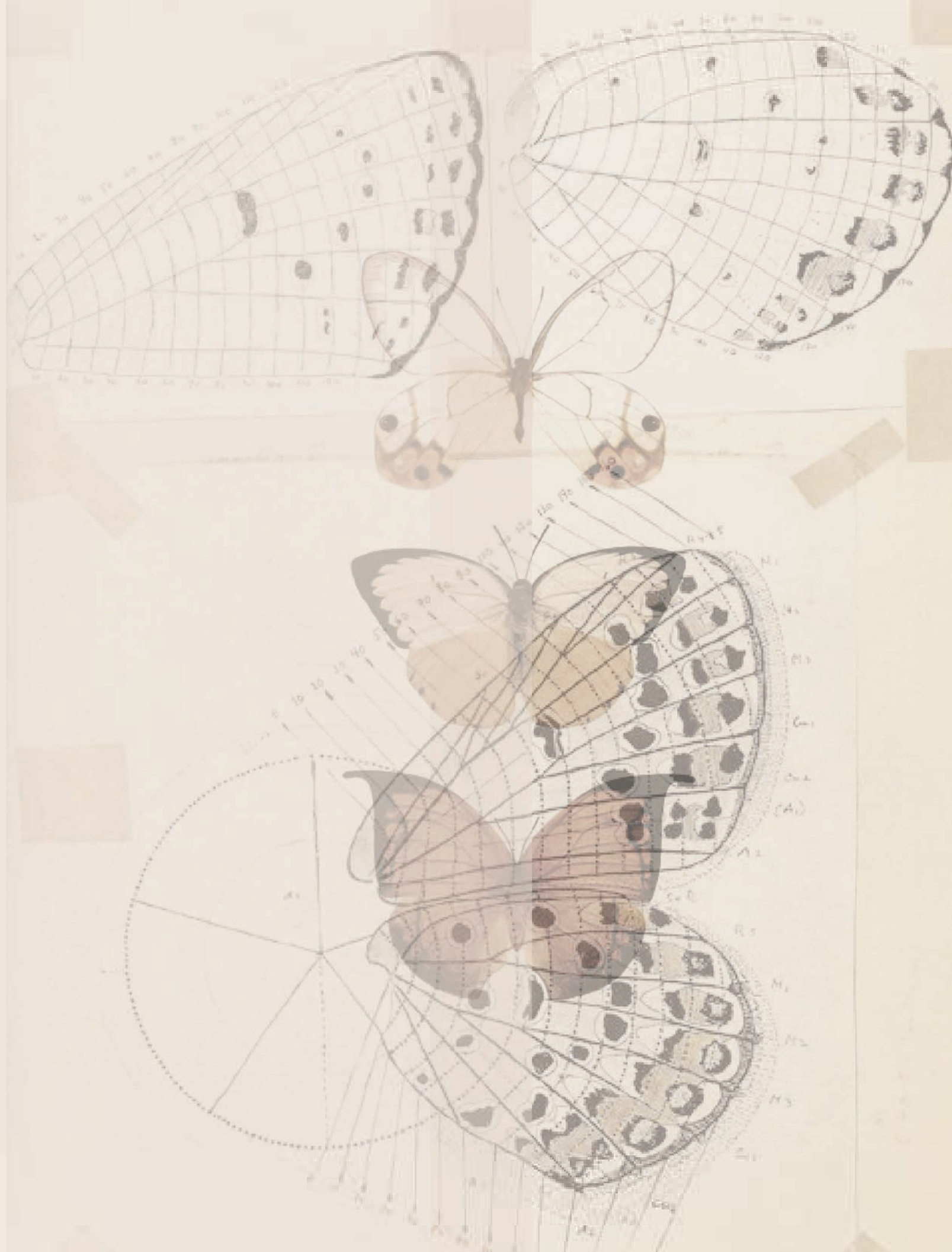


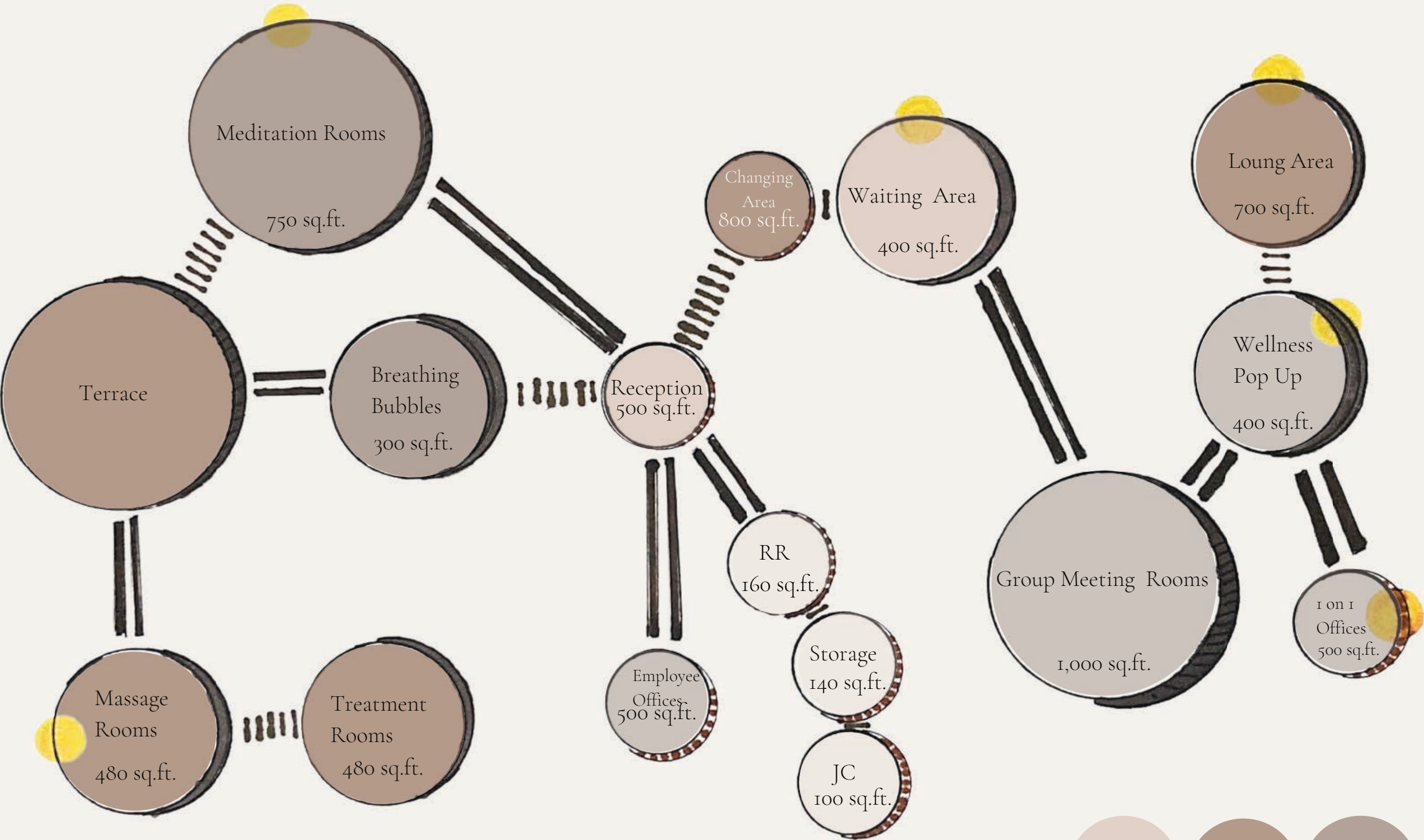
Summer
 Date : June
 Time : 8:30 pm
 Daylight : 14 hours
 Sunrise : 5:27 am
 Sunset : 8:21 pm

SCHEMATIC DESIGN

The wings of a butterfly are two protein membranes that are covered in thousands of scales and tiny hairs, using their wings as a defense mechanism protecting themselves against predators.

Black and orange butterfly meaning is transformation, revolution, and a positive change.





- Relief
- Relaxed
- Meditate
- Solution
- Other

Key

Direct

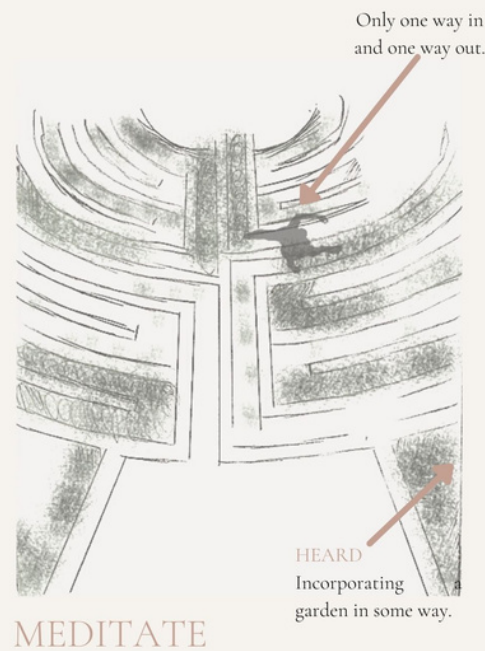
Indirect

Natural Light

Small

Medium

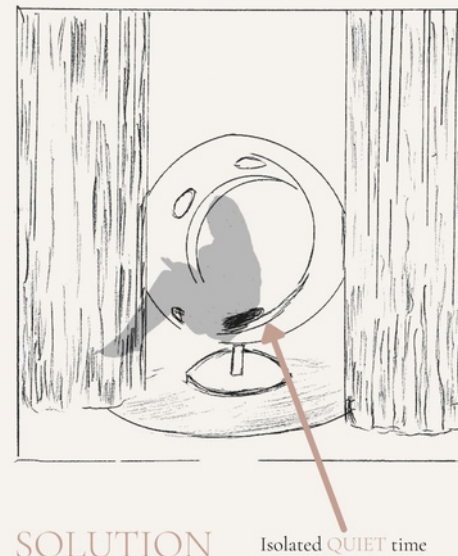
Large



The Goal of The SPACE

Labyrinths are about the journey, at least as much as the destination. The design of this path can be CALMING, as they slow you down while you wind your way through the path.

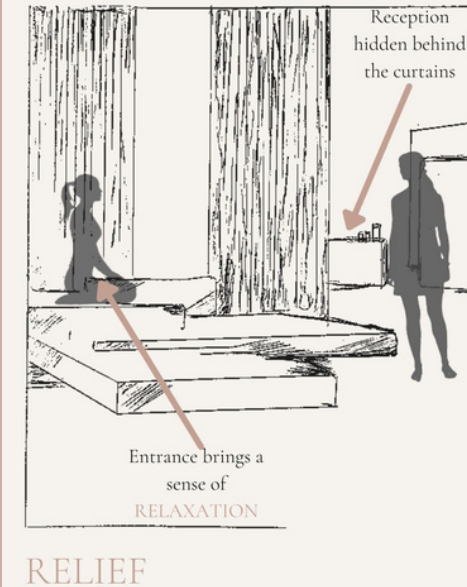
Control Theory



The Goal of The SPACE

A space to have breathing sessions to help build the immune system, relieve stress, and calm the MIND.

Behavior Setting Theory



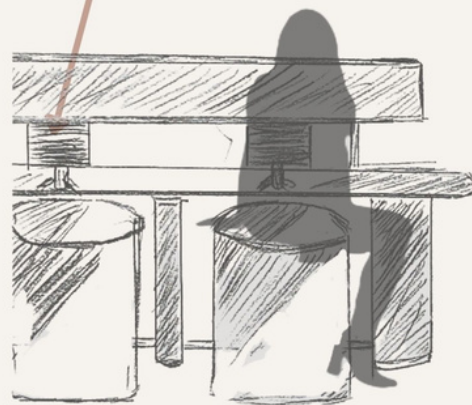
The Goal of The SPACE

This is a space is designed as a large seating area that will bring COMFORT to the users.

Integration Theory



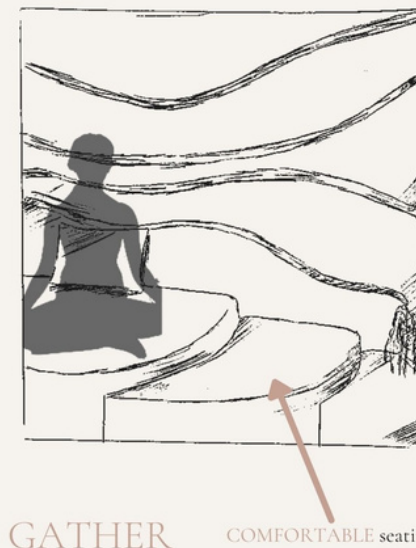
Electronic devices for users to note about their time here



The Goal of The SPACE

This space will allow for the secondary users to know what the primary users thoughts and feelings are towards and if they are leaving feeling RECHARGED.

Elements of Legibility



The Goal of The SPACE

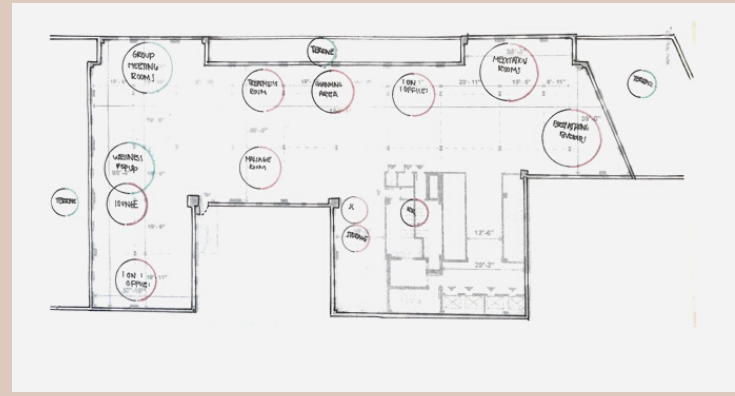
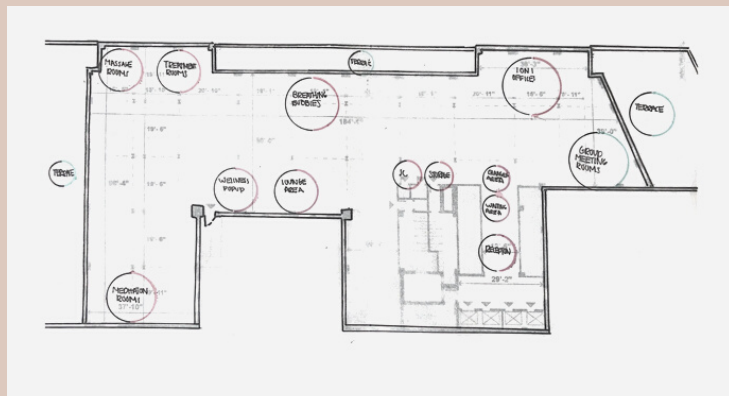
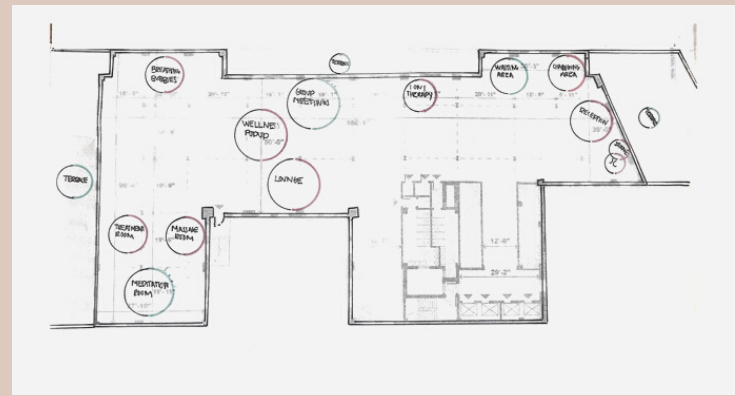
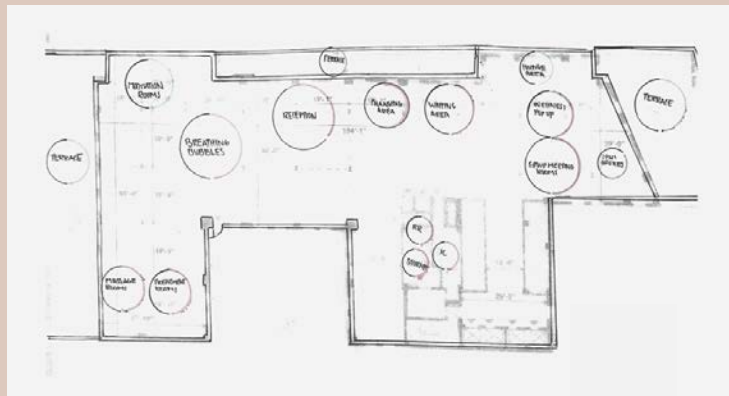
This design is seen throughout the space it is seating that brings comfort and allows for more of PUBLIC space for the users.

Behavior - Setting Theory

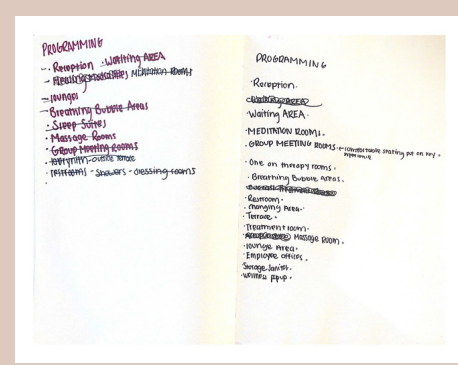
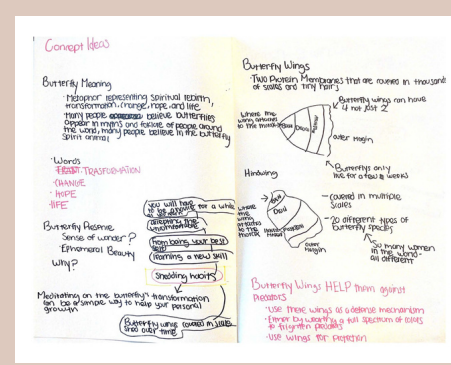
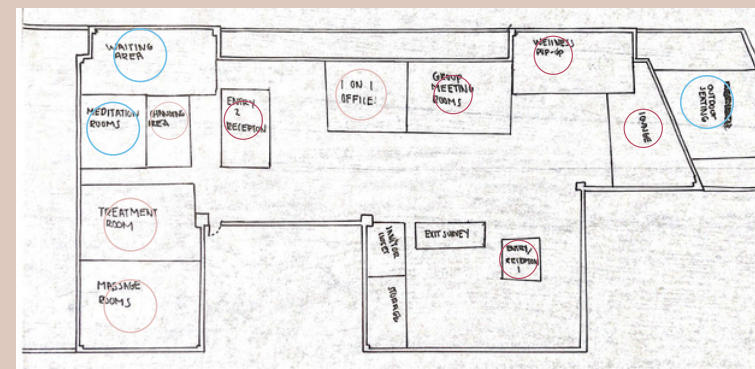
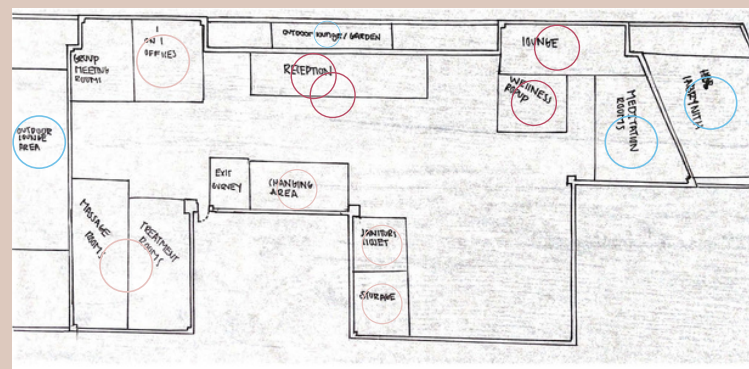


Key Experiences

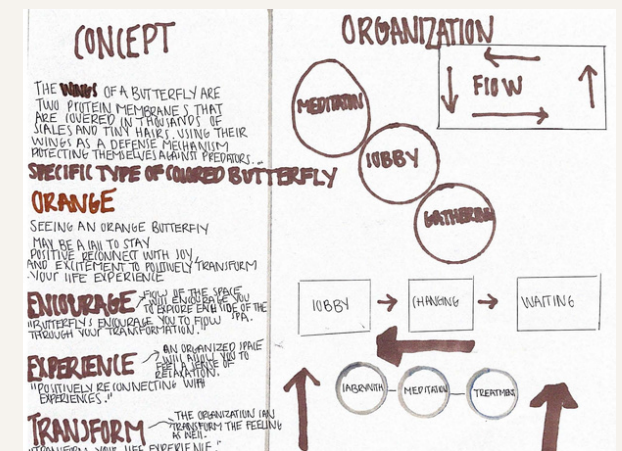
SPACE	Sq Ft	Quantity	Size	Key Activities	Natural Daylight	Furniture & Milwork	Public Vs. Private	Theories	
Reception	Open Area	1	Small	Checking In	Natural light	Reception Desk	Public	Stimulation Theory	
Meditation Rooms	814	1	Large	Meditation & Yoga	Natural Light	Yoga Mats	Private	Integration Theory	
Group Meeting Ro	1,197	1	Large	Collaborative Space	Natural Light	Comfortable Seating	Public	Behavior Setting Theory	
office/ therapy 1	150	1	Small	Therapy/ Office	Lighting	Desk & Seating	Private	Integration Theory	
office/ therapy 2	247	1	Small	Therapy/ Office	Natural Light				
office/ therapy 3	324	1	Small	Therapy/ Office	Natural Light				
Breathing Bubble	684	1	Medium	Calming the mind	Natural Light	Bubble Seating	Private	Integration Theory	
Restroom 1	240	5 Toilets	Small	RR	Secluded	Sink & Toilet	Private	NA	
Restroom 2	300	4 Toilets	Small	RR	Secluded	Sink & Toilet	Private	NA	
Changing Area	950	1	Medium	Users change into some	Next to check in area	Lockers & benches	Private	NA	
Terrace	4,605	2	Large	Labrynith	Next to meditation room	Outdoor seating	Public	Collatitive Properties	
Treatment Room	255	2	Medium	Alternative Treatments	Next to massage room	Cabinetry & Treatment	Private	Integration Theory	
Massage Room	360	2	Medium	Reducing tension	Next to treatment room	Massage Bed	Private	Integration Theory	
Lounge Area	Open Area	1	Medium	A place to gather	Natural Light	Comfortable Seating	Public	Preference Model	
Storage	25	1	Small	Storing treatments	Next to janitor	Cabinetry	Private	NA	
Janitor	16	1	Small	Cleaning Supplies	Next to storage	Cabinetry	Private	NA	
Wellness Popup	1,092	1	Large	Education about differe	Next to lounge	Countertop & Stools	Public	Preference Model	



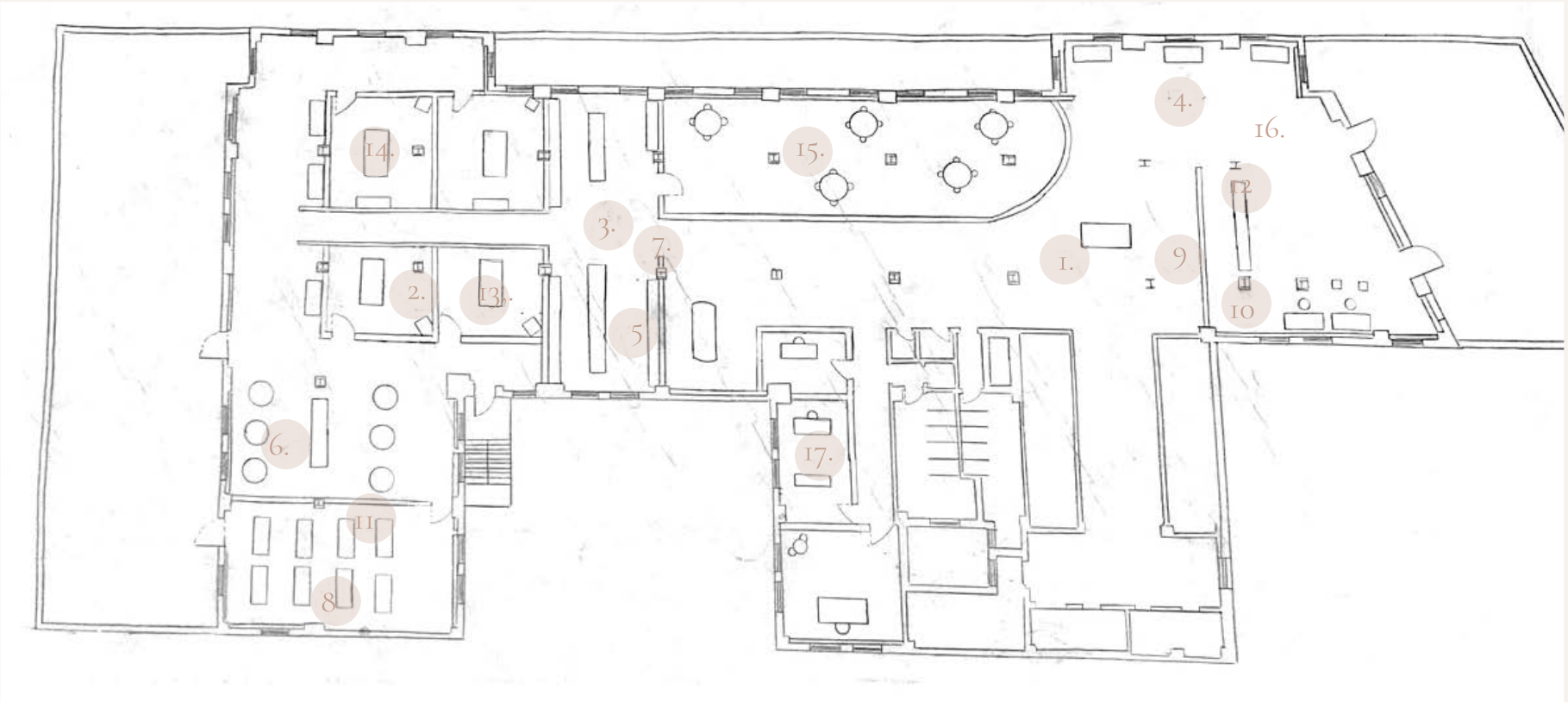
Block



DESIGN DEVELOPMENT

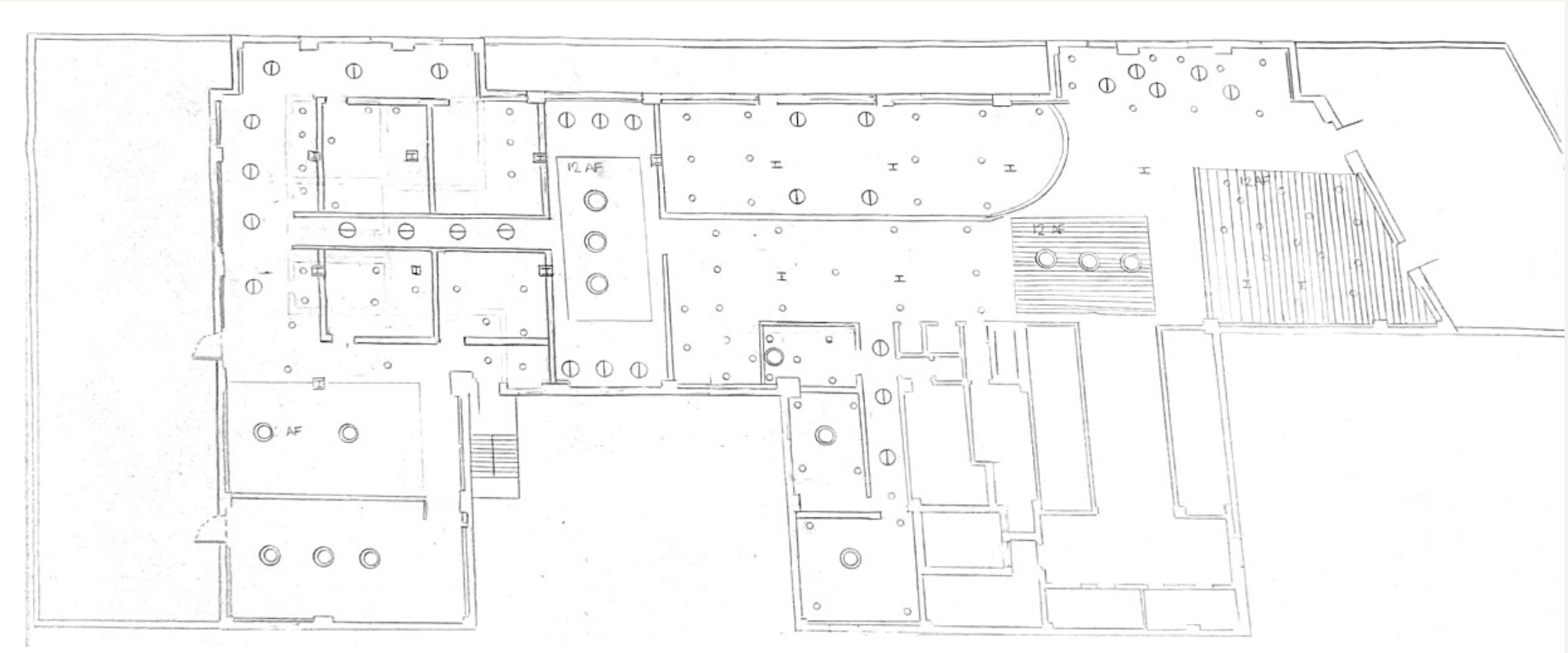


Floor Plan



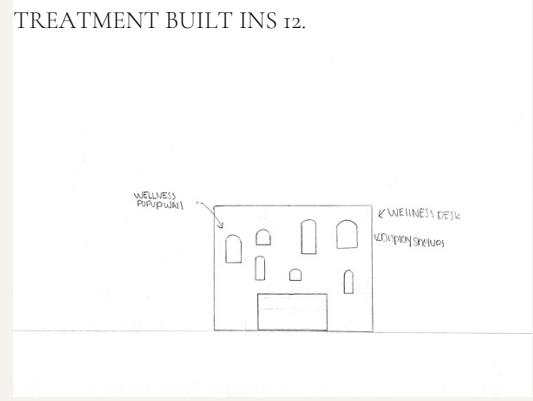
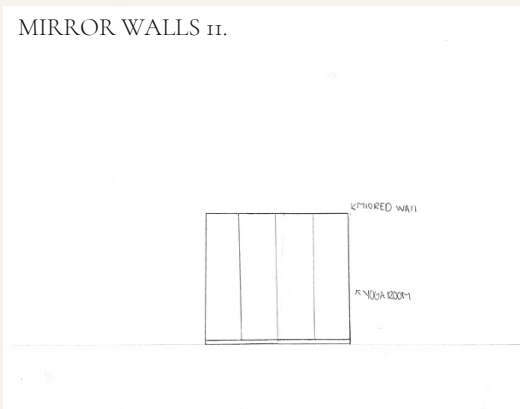
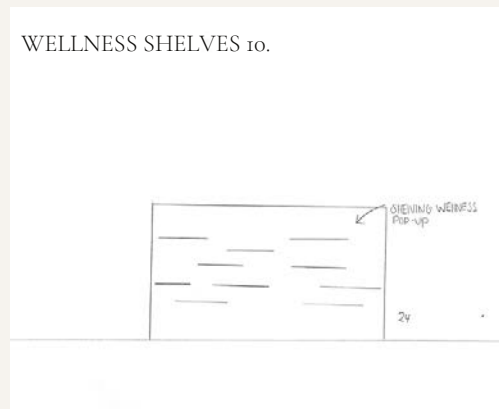
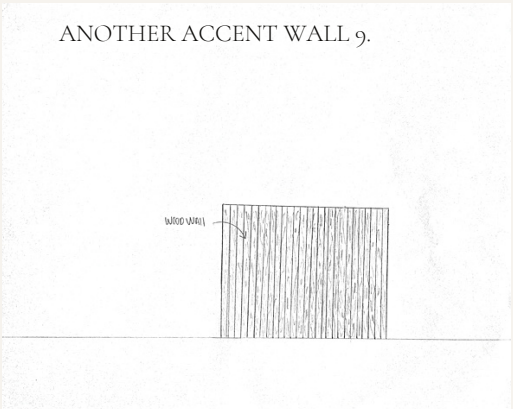
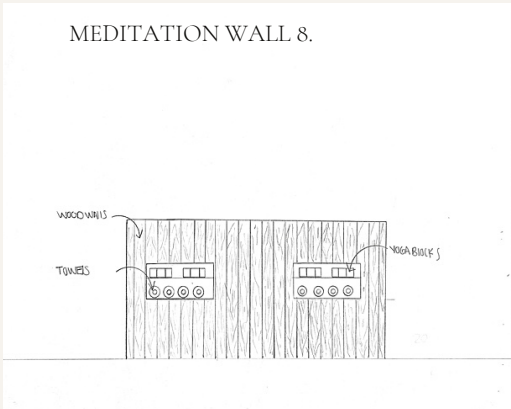
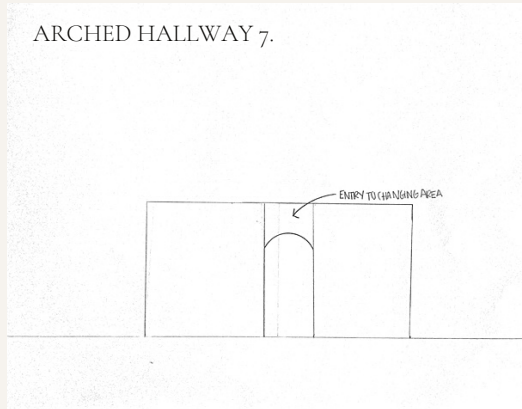
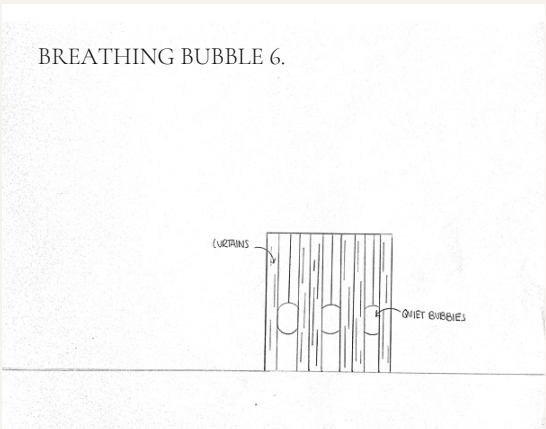
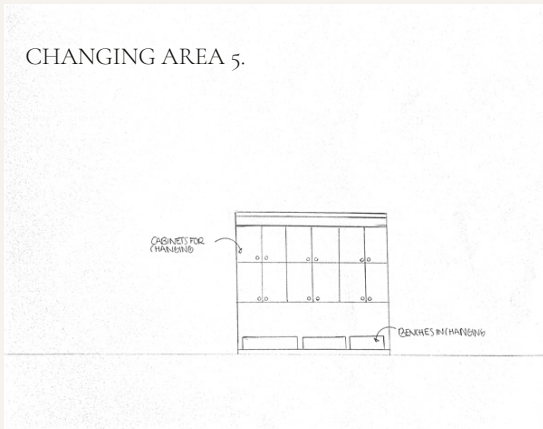
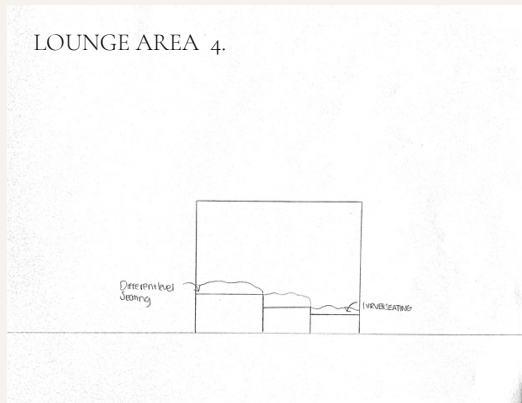
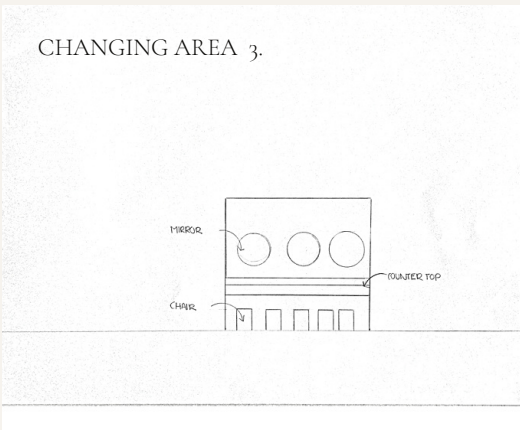
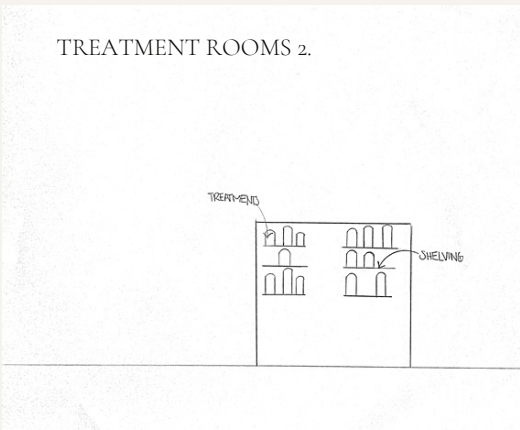
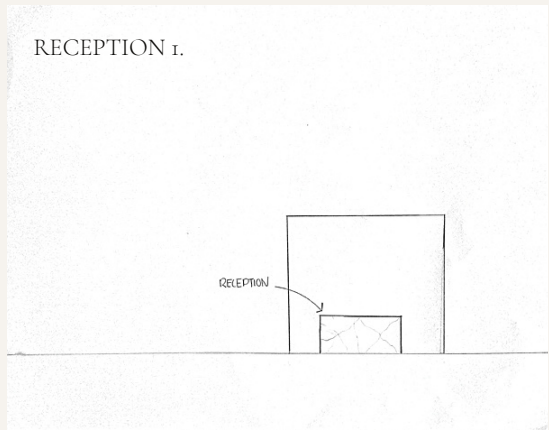
- RECEPTION 1.
- TREATMENT ROOMS 2.
- CHANGING AREA 3.
- LOUNGE AREA 4.
- CHANGING AREA 5.
- BREATHING BUBBLE 6.
- ARCHED HALLWAY 7.
- MEDITATION WALL 8.
- ANOTHER ACCENT WALL 9.
- WELLNESS SHELVES 10.
- MIRROR WALLS 11.
- TREATMENT BUILT INS 12.
- TREATMENT ROOMS 13.
- MASSAGE ROOMS 14.
- GROUP OFFICE ROOM 15.
- COLLABORATION SPACE 16.
- ONE ON ONE OFFICE 17.

RCP

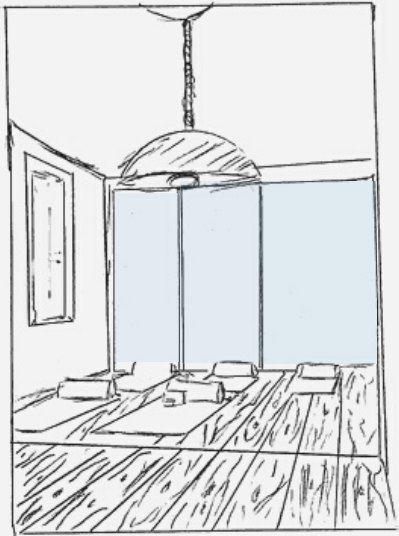


- Chandelier 30
- Pendant
- Recessed

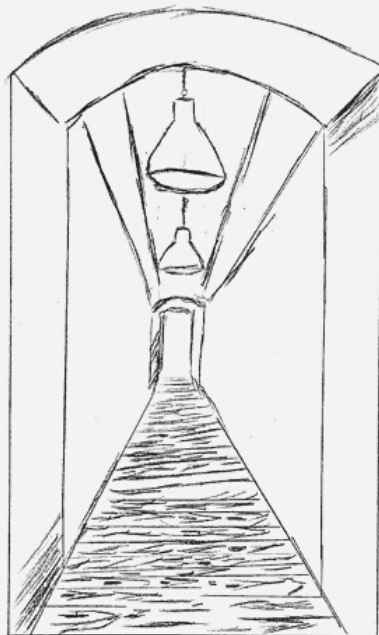
Beginning Final Floor Plan & Rcp



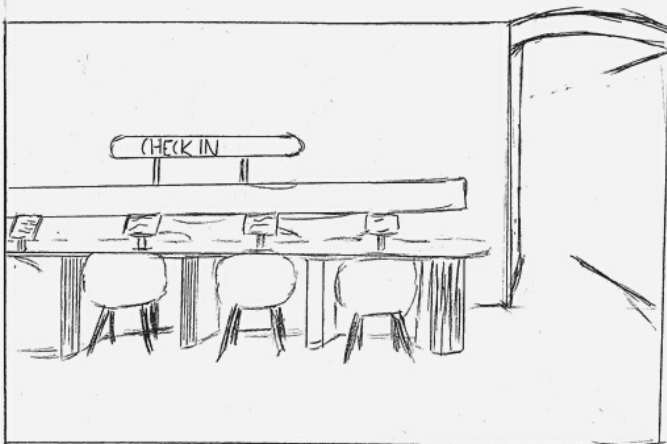
Elevation Sketches



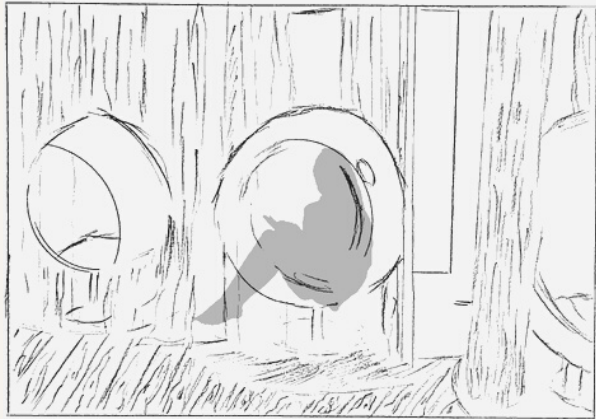
MEDITATION ROOM



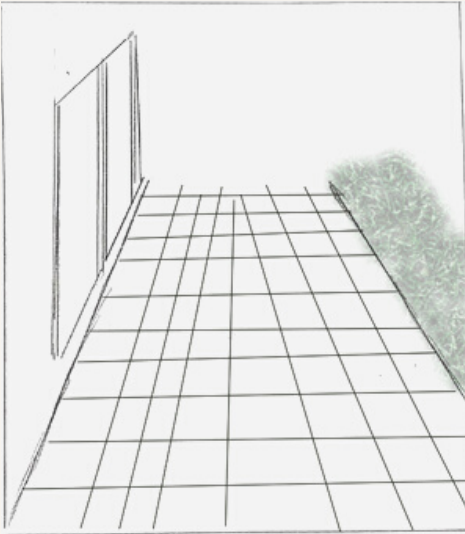
ARCH HALLWAY



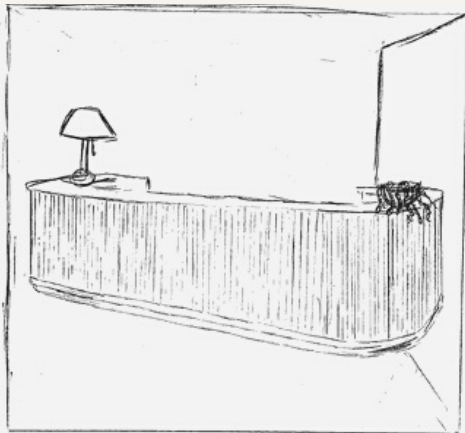
CHECK IN AREA (KEY EXPERIENCE)



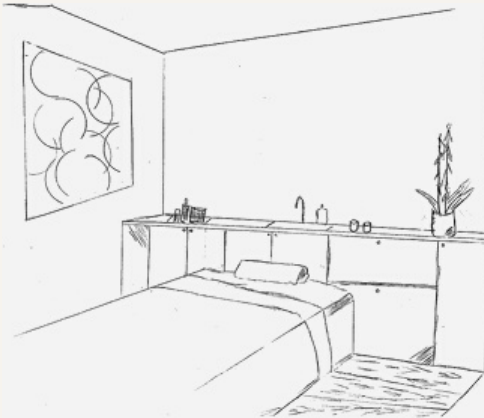
BREATHING BUBBLE (KEY EXPERIENCE)



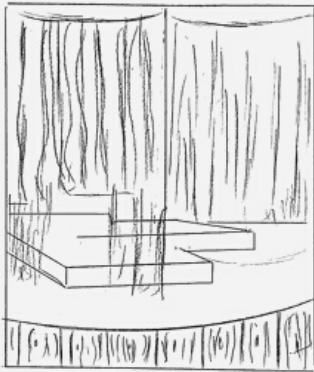
OUTSIDE PATH



RECEPTION DESK



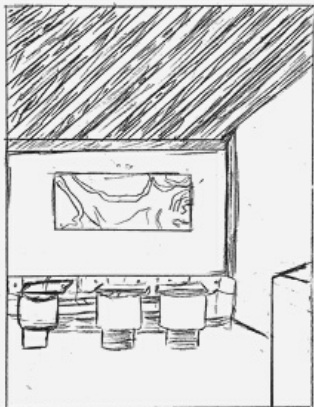
MASSAGE ROOM



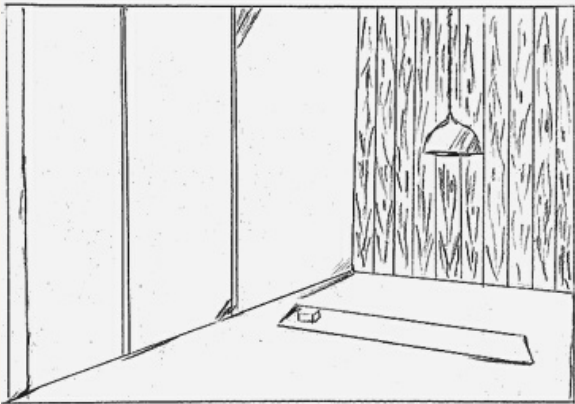
RECEPTION SEATING (KEY EXPERIENCE)



LOUNGE SEATING (KEY EXPERIENCE)



WELLNESS POP-UP SEATING



MEDITATION ROOM ANOTHER VIEW

Continued on Sketches

FINAL DESIGN

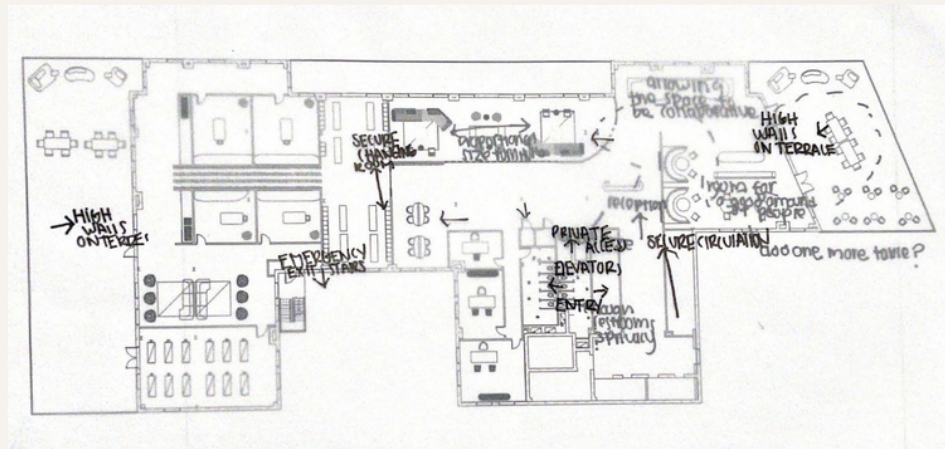
FF & E Furniture & Lighting

Image	Manufacture	Name / tag	Color	Description	Quantity	Notes
	Living Divani Maja D (livingdivani.it)	Chair 1 Patio Maja D	White	White, outdoor The curved lines of Maja D small armchair well suited also to outdoor environments.	12	Both sides of terrace
	Living Divani Jelly table (livingdivani.it)	Patio Table 1 Jelly Table	White	Jelly in outdoor version allows a perfect fusion between inside and outside, weaving and merging different environments.	6	Wellness side
	Living Divani Cabrio (livingdivani.it)	Chair 2 Patio Cabrio Chair	White	Cabrio outdoor version furnishes the green areas with irony.	20	Both sides of terrace
	Living Divani Wedge (livingdivani.it)	Patio Table 2 Wedge Table	White	Wedge table makes for a strong but not intrusive presence. With its linearity and simplicity, it offers a set of sculptural symmetries, inspired by the lightness of origami.	4	Both sides of terrace
	Living Divani https://livingdivani.it/en/products/sofas/bubble-rock/	Couch 1 Patio Bubble Rock	Black Green White	A volatile shape, the unconventional appearance, the soft lines: a well-proportioned and simultaneously slightly offbeat item of furniture, whose distinctive feature is the sassy chic	6	Both sides of terrace

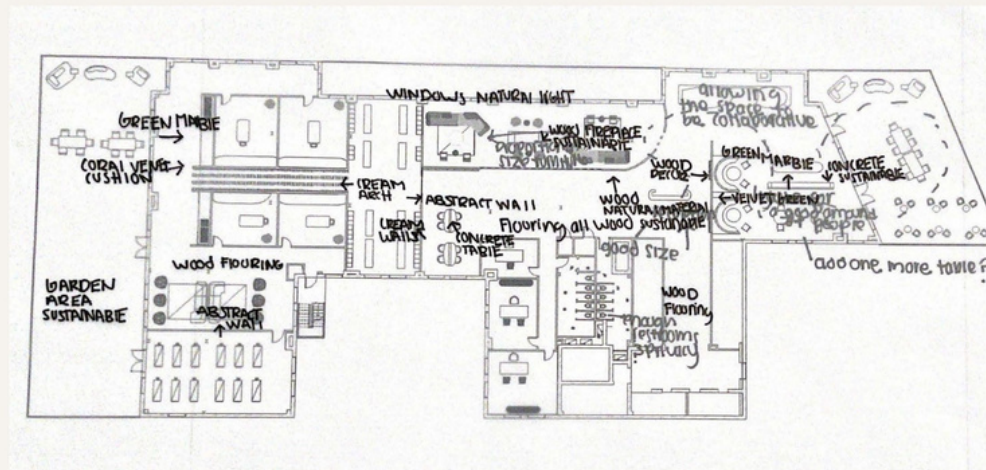
Image	Manufacture	Name / Tag	Color	Description	Quantity	Notes
	Living Divani https://livingdivani.it/en/products/armchairs-and-chairs/confident-armchair/	Office Chair 3 Inside Confident	White	Round sleek chair	11	Office Chair
	Cassina https://www.cassina.com/it/en/products/back-wing-armchair.html?coatingItem=X-X341#571-back-wing-armchair_47553	Chair 6 Inside Back Wing Arm Chair	Wood & Leather	Leather Chair with multiple backing	12	Group Massage Therapy
	Living Divani https://www.cassina.com/it/en/products/rondos.html	Office Storage Inside Rondos	Wood	Low Modern Look	2	Storage
	Davis Furniture https://www.davisfurniture.com/product_detail/davis/cat/init/name/SoMod	Couch 2 Inside SoMod	White Wool	Simple, Sleek	2	Office Chair
	Cassina El Dom (cassina.com)	Office Desk 1 Inside El Dom	Wood	Large Desk For all offices	3	Office Desk
	B&B Italia https://www.bebitalia.com/en-us/en-allure-o-tavoli.html	Check in Table 2 Allure O'	White	Round Table	2	Check In

Image	Manufacture	Name / tag	Color	Description	Quantity	Notes
	Bernhardt Desgin https://bernhardtdesign.com/product/helium/	Chair 1 Inside Helium	White	The product(s) meet(s) all of the necessary qualifications to be certified for the following claim(s)	8	Wellness popup
	Cassina https://www.cassina.com/it/en/products/constantin.html	Side Table 1 Inside Constantin	Light Wood	The Constantin design low table is a true work of art, included in the Ultramobile collection designed by Studio Simon as a tribute to the work of artist Constantin Brancusi.	4	Group
	Cassina https://www.cassina.com/it/en/products/la-rotonda-coffee-table.html#452-la-rotonda-coffee-table_50880	Coffee Table 1 Inside La Rotonda	Light Wood / Glass	La Rotonda is an iconic design low table that transforms the warmth and essence of solid wood into beauty: a simple sculptural base with three square legs that intersect perpendicularly, interlocking and interpenetrating each other, so effortlessly support the slender top.	2	Group
	Cassina https://www.cassina.com/it/en/products/sengu-sofa.html?coatingItem=E-E447#556-sengu-sofa_44382	Sofa 1 Inside Sengu	White Cotton Light Wood Legs	A generously proportioned sectional sofa whose uncomplicated shapes conspire to reclaim light-hearted cozy moments, while its open lines invite conversation.	2	Group
	Cassina https://www.cassina.com/it/en/products/kangaroo.html#058-kangaroo_55815	Chair 3 Inside Kangaroo	Light Wood	Set into the wood frame, the wicker seat and backrest are characteristic of the Indian tradition, as is the use of oak, which distinguishes the legendary model revisited by Cassina.	4	Group

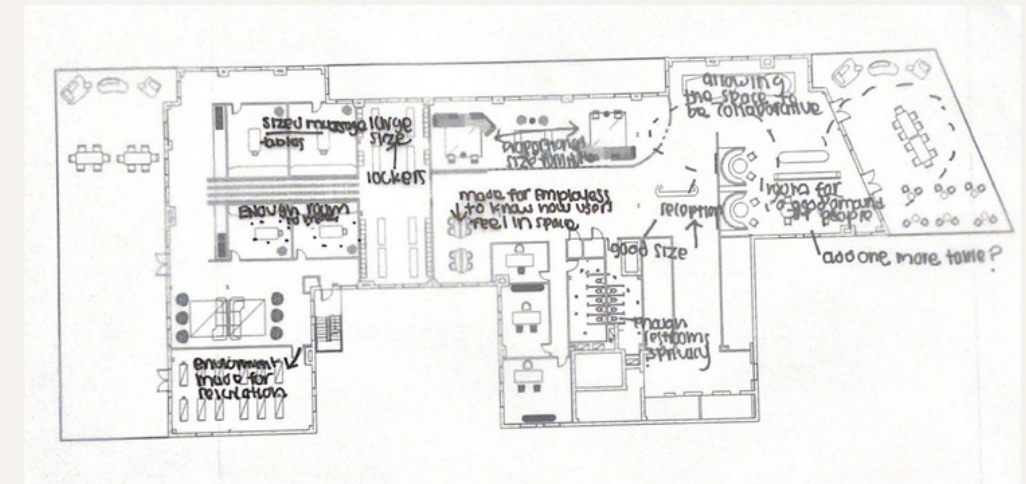
Image	Manufacture	Name	Color	Description	Quantity	Notes
	Tech Lighting https://www.techlighting.com/Products/Fixtures/Chandeliers/Viaggio-Chandelier	Viaggio Chandelier Light 1	Black Gold	The Viaggio Chandelier by Sean Lavin for Tech Lighting features an artistic cluster of glass orbs for a sense of celestial travel within a room.	7	multiple Locations
	Rich Brilliant https://richbrilliantwilling.com/products/print-flush-mount/b-cf-pc20-27-120_tm_dex	Print Flush Mount Light 2	Gold	With high-performance LEDs enclosed in a unique, prismatic shade, Print is the classic globe, elevated. Its striking surface, achieved by acclaimed designer Sylvain Willenz, is imprinted with a diamond texture that creates an understated, sparkling play of light.	29	All
	Rich Brilliant https://richbrilliantwilling.com/products/delta-iv/w-30-120_tm_dex	Delta IV & V Light 3	White	The Delta are versatile pendants with its hybrid lampshade that combines the traditional box pleat untraditionally paired with tapered openings. The white version emanates a soft glow, while the black version, almost opaque and lined in a reflective gold, casts a more dramatic light.	9	Yoga
	Tech Lighting https://www.techlighting.com/Products/Fixtures/Low-Voltage-Pendants/Akova-Pendant	Akova Light 4	White / Gold	Inspired by mid-century design, the Akova pendant light by Sean Lavin for Tech Lighting elevates the simple sphere into an elegant contemporary statement.	25	All
	Rich Brilliant https://richbrilliantwilling.com/products/vitis-5/iv-cb-aa01-27-120_tr_dex	Vistis 5 Globe Light 5	White / Gold	Designed so that no two installations are exactly alike, Vitis, is a draped modular statement chandelier with endless customizable possibilities. Its flexible, translucent cables accommodate blown-glass orbs at various heights, giving the appearance of lights floating in space.	2	Group
	Tech Lighting	Gambit Chandelier Light 6	Black Gold	The Gambit LED chandelier from Tech Lighting exudes undeniable beauty and warm contemporary style through its bold use of high end mixed materials and retro-inspired, fully dimmable LED lamping	2	Group



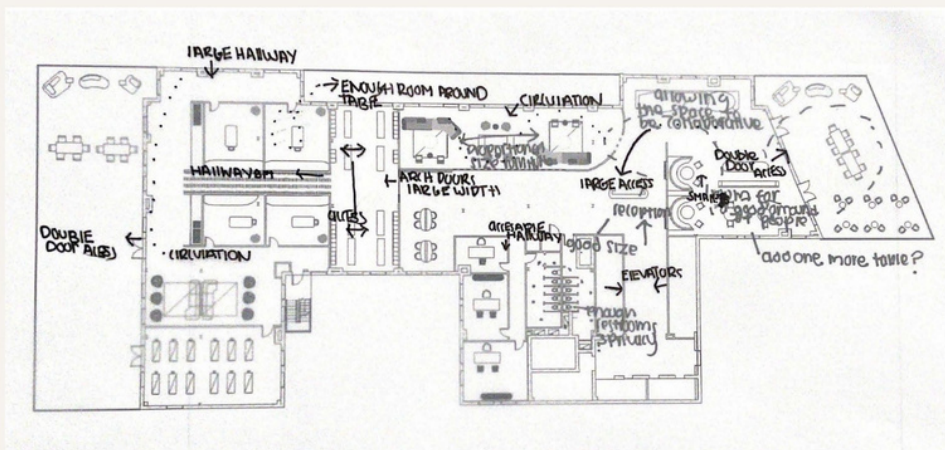
SAFETY & SECURITY



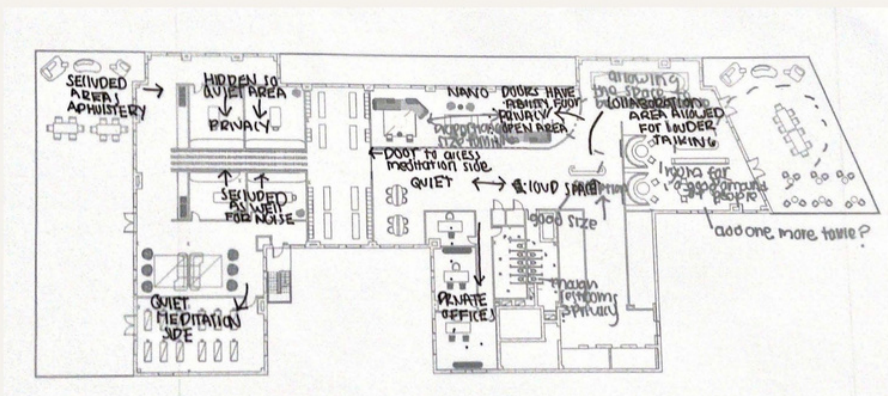
COLOR THEORY & SUSTAINABILITY



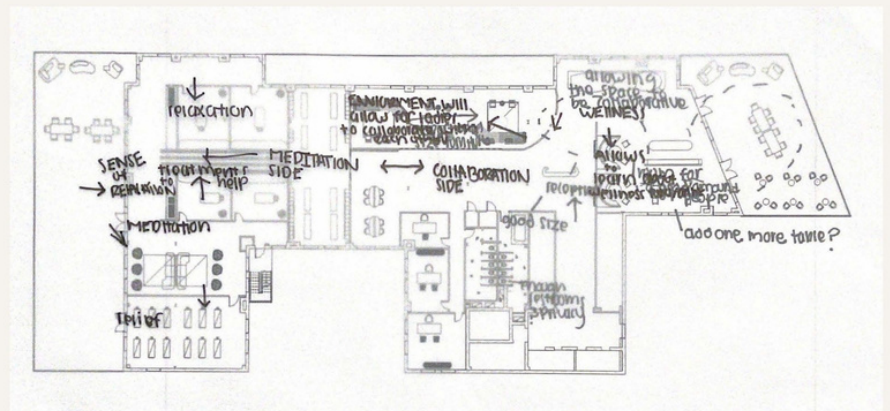
ANTHROPOMETRICS & ERGONOMICS



ACCESSIBILITY, UNIVERSAL DESIGN, INCLUSIVE

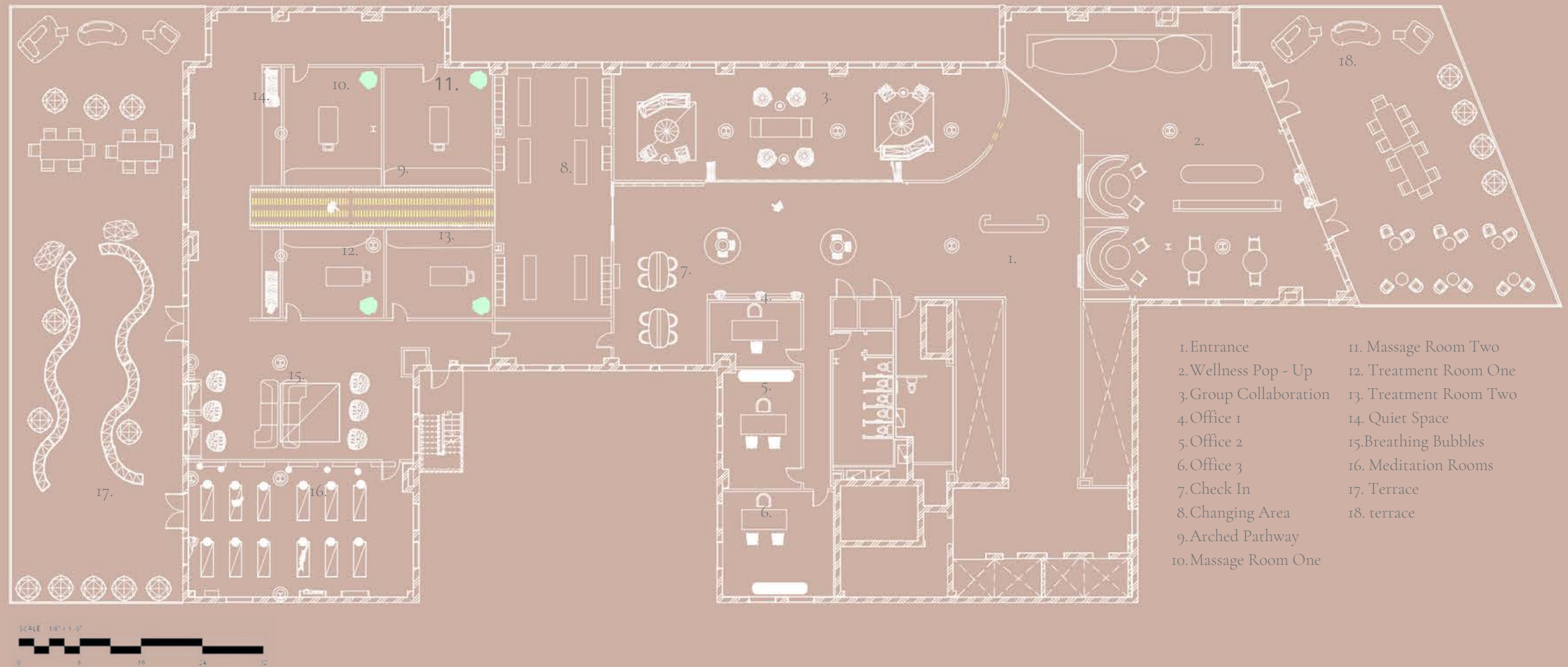


ACCOUSTICS



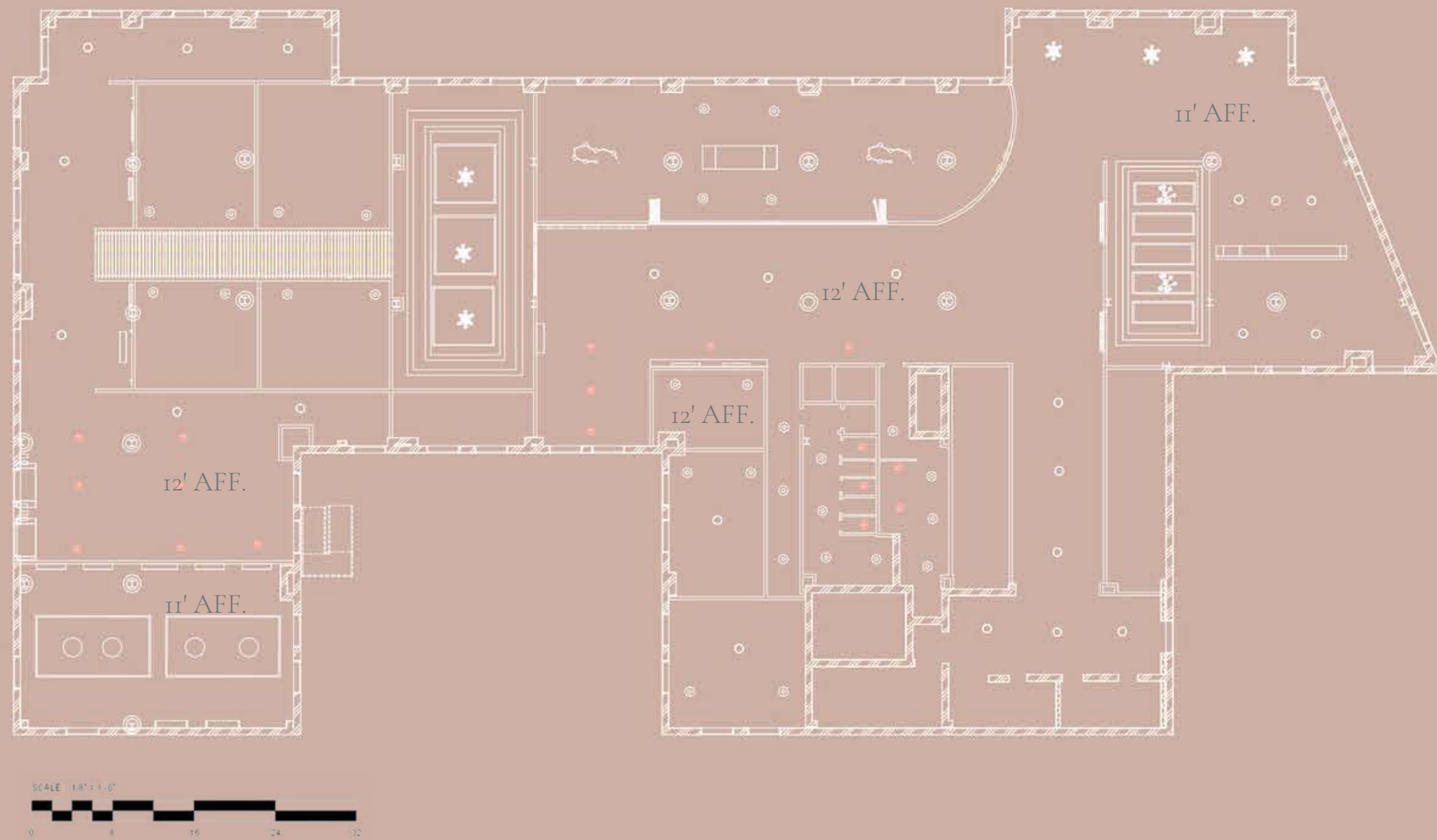
ADDITIONAL THEORIES OF ENVIRONMENT & BEHAVIOUR

Design Analysis



Furniture Plan





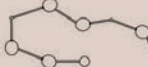
KEY LIGHTING

PENDANT LIGHT ○

FLUSH MOUNT ⊙

CHANDELIER ○

CHANDELIER 

CHANDELIER 

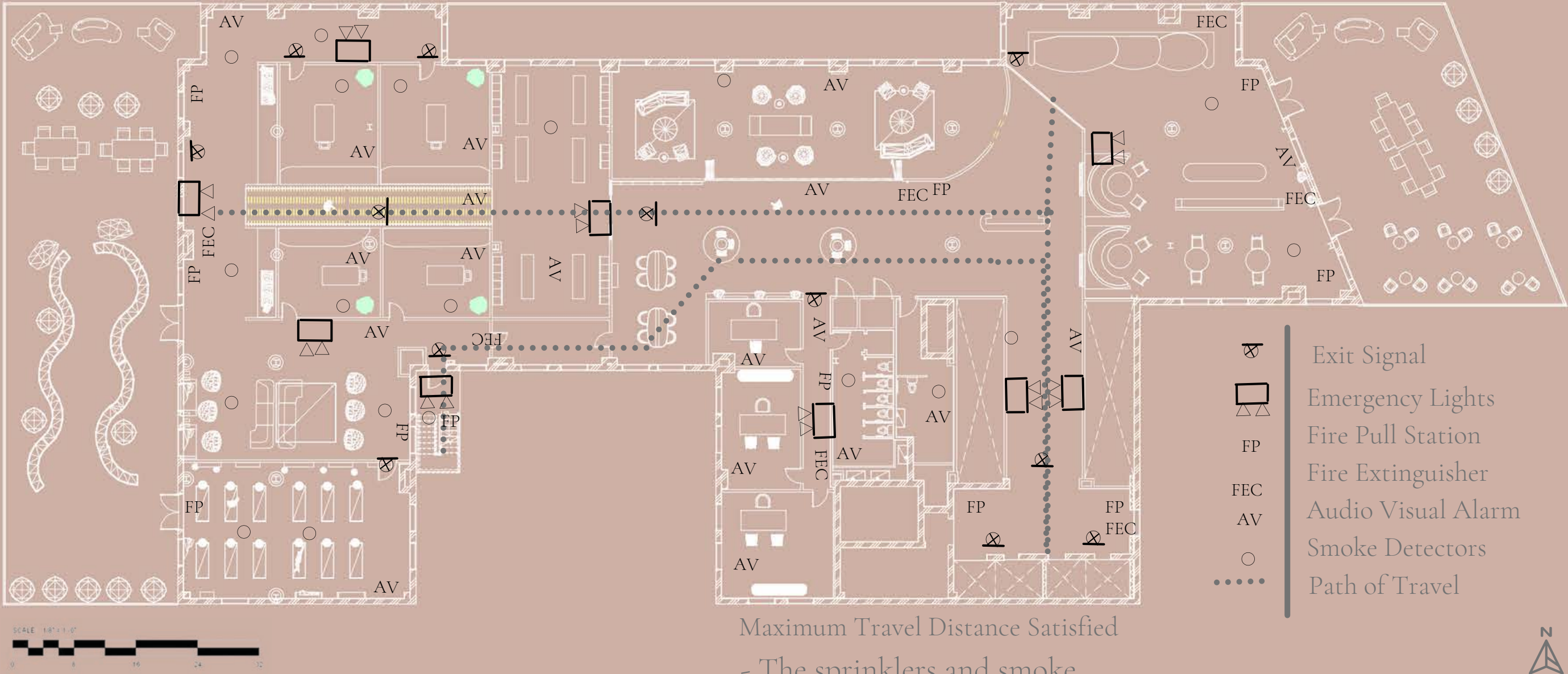
CHANDELIER 

WALL LIGHT 

RECESSED 

Reflected Ceiling Plan

Occupancy Type
Section 304 Group B



Maximum Travel Distance Satisfied

- The sprinklers and smoke detectors in place
- Fire Extinguishers in place

Life Safety Plan



MEDITATION ROOMS



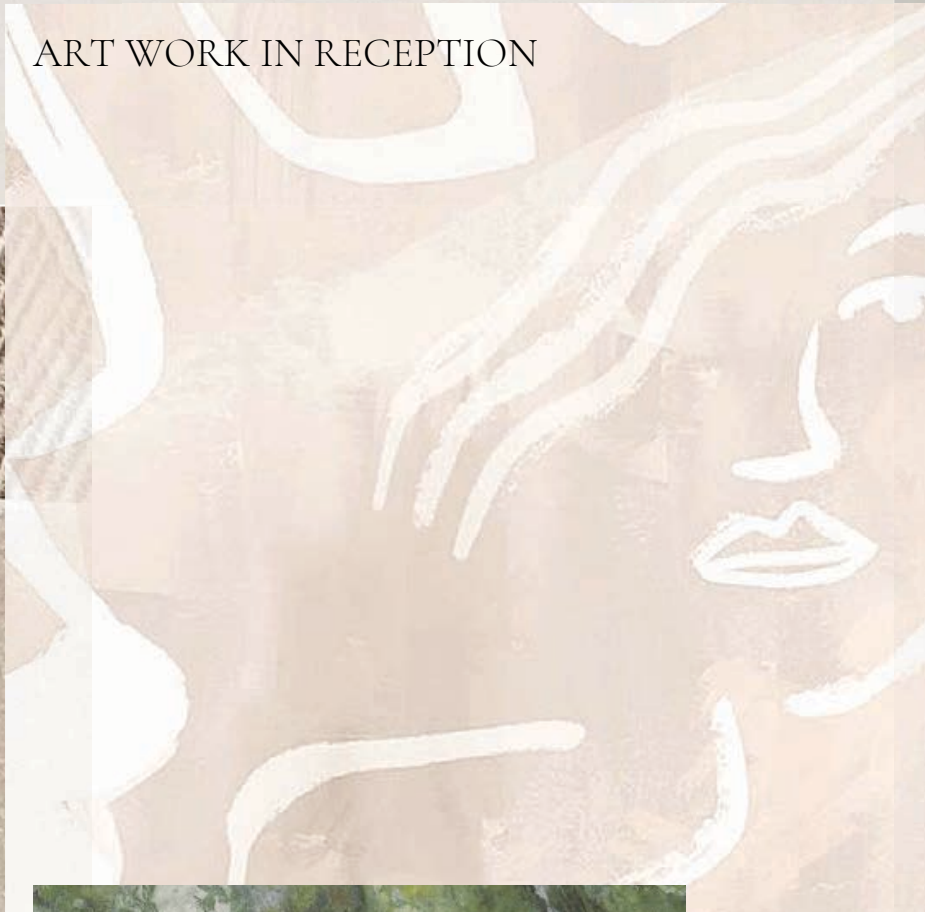
PAINTS IN ALL SPACES



BUILT IN LIGHTING NEAR LOUNGE



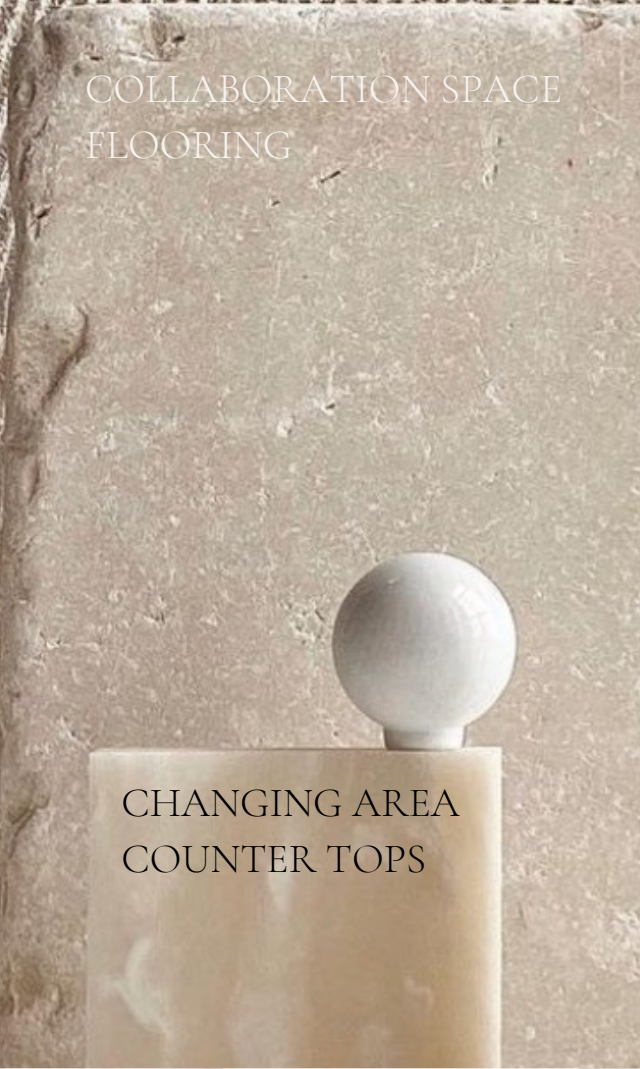
ARC WALLS



ART WORK IN RECEPTION



WELLNESS COUNTERTOPS



COLLABORATION SPACE
FLOORING

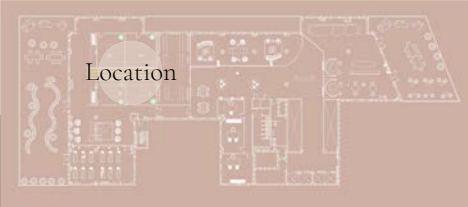


CHANGING AREA
COUNTER TOPS



FURNITURE MATERIAL SEEN THROUGHOUT SPACES

The archway represents the wings of a butterfly coming TOGETHER.



Arched Pathway

Large hallway allows for accessibility.



Paint



Gold Detailing

The orange color in the upholstery fabric relates back to an orange butterfly.
An orange butterfly represents TRANSFORMATION, REVOLUTION, and a positive CHANGE.



Users will transition from the collaboration space to the meditation side of the space.

Built In Seating



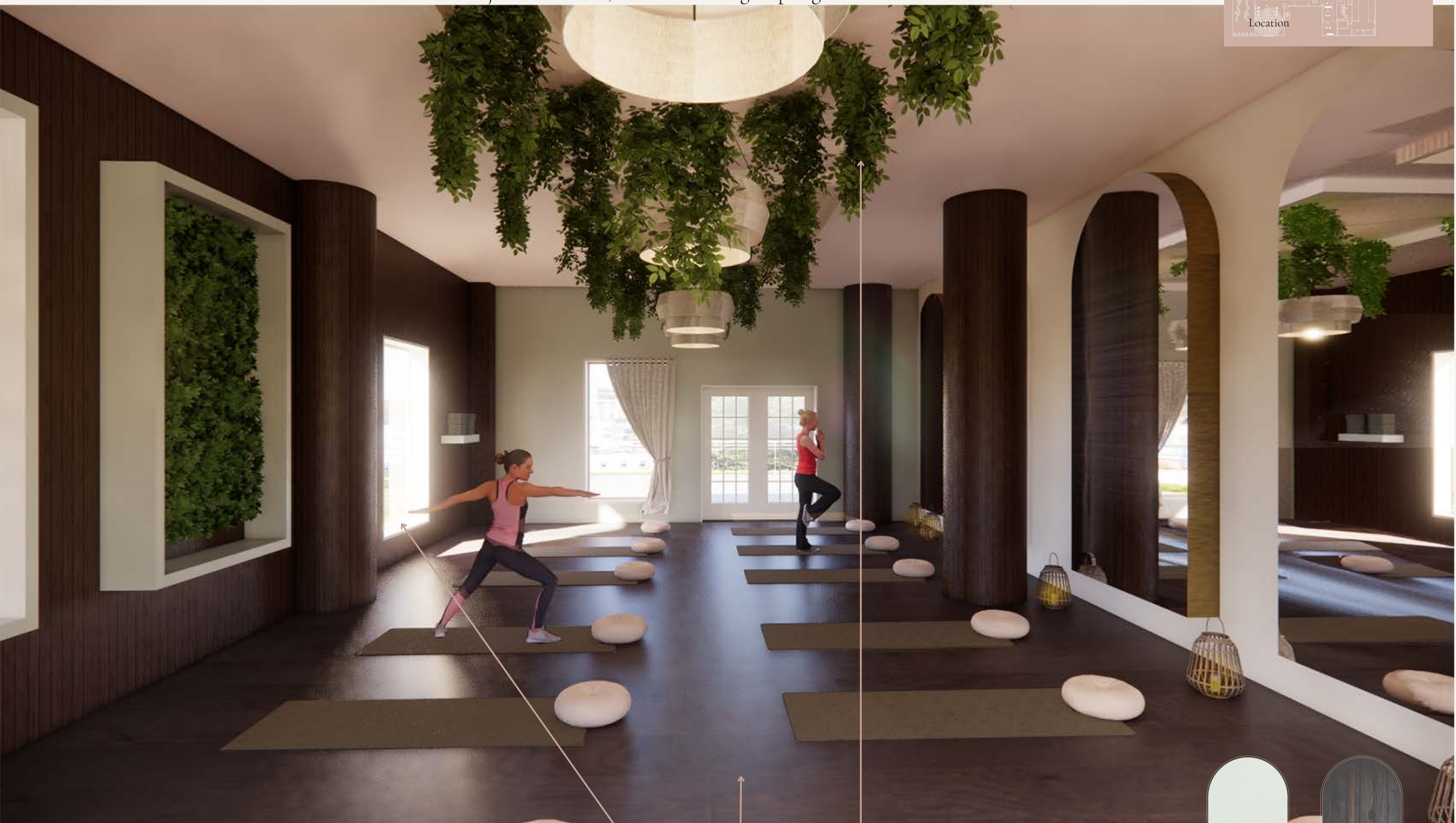
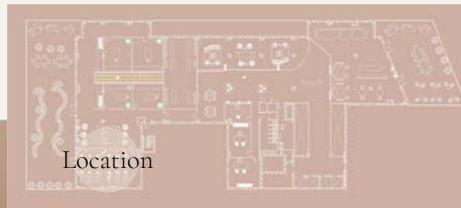
Brown Leather



Upholstery



While this side of the plan is for meditation
it will allow for users to relieve stress not just as one self, but as a whole group together.

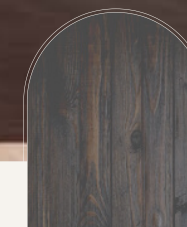


Meditation Room

Natural light, dark woods, and plants allows for the enviornment to feel open and safe.



Oyster Bay



Dark Wood

The atmosphere of this space will allow for a quiet zone. The curtains will allow for users to know this is a meditation zone.



Breathing Bubble

Light materials in this space allow for the atmosphere to feel calm.

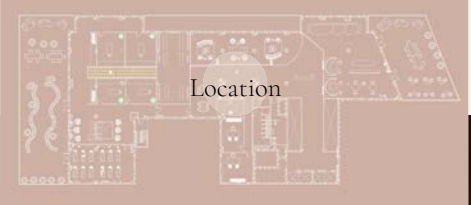


Wallpaper



Concrete

This space allows for women to come together and collaborate with one another about how they deal with stress and what their coping mechanisms are. This will allow for TRANSFORMATION.



Group Collaboration

From this view you can see the check in area. This area allows for users to say how they are feeling that day. They can also leave a review the employees to know how the feel once they leave.



Concrete



Oak Wood Slats

The wellness center allows for users to come together and have a coffee or a smoothie.
This will allow for users to get to know each other in more of a collaborative way.



Wellness Pop -Up

The wallpaper on the right is a powerful wallpaper for this wellness center for women.



Backsplash



Wallpaper



McKenzie Kaeser
Senior Capstone 2022