# THE MOXIE

Encouraging inclusivity within the workplace and sparking unity between determined professionals

MOLLY GILDAR

# DEDICATION

To my strong, brave and hardworking mother. I couldn't imagine where I would be today without your guidance and endless support. You inspire me everyday and encourage me to spread strength and wisdom to empower women everywhere.

# MOLLY GILDAR

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# ABOUT ME

**PHILOSOPHY STATEMENT**

Improvement of mental and physical well-being should be at the forefront of every design. It's important that users feel a sense of familiarity when interacting with the built environment. This familiarity leads to more positive experiences that enhance the way we interact with our surroundings. As individuals interact with surroundings that feel familiar, the design has succeeded in supporting overall well-being.

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# ABOUT THE MOXIE

Today, the word Moxie commonly refers to having courage and determination, but the word holds some history.

According to Vartan (2019), Moxie was the name of one of the first popular soft drinks created in the United States around 1884. The name-brand Moxie evolved into the noun moxie because of the way the drink was advertised. The soft drink claimed to have a special ingredient that would offer an extra boost of determination to those who consumed it.

Over 100 years later this word has become extremely popular again. Author, Alexia Vernon wrote a book on the subject called *Step Into Your Moxie*. She spoke on her understanding of the word saying, "I love the word moxie because it suggests a way of thinking, a way of feeling, and a way of behaving that activates speaking up and disrupting the status quo" (p. 1). This term is often used to describe women. Vernon was known as the "Moxie Maven" because of her efforts on women empowerment (Vartan, 2019, p. 1).

I decided to title my project, *The Moxie*, to highlight the fact that I desire to design in a way that improves mental and physical well-being. The individuals that I am designing for in this project are determined and courageous professionals. I want to provide them with an environment that encourages and compliments their qualities. More specifically, I am designing for women who need that extra boost in finding the moxie within themselves.

## PLACEMAKING AS THEORETICAL FRAMEWORK

Positively impacting lives through design is the guiding force for this project. According to Projects for Public Spaces (2007), The Placemaking Theory supports the idea of designing to strengthen the connection between individuals and their surroundings. Placemaking focuses on physical, cultural and social identities that represent a space (Project for Public Spaces, 2007, p.1). The goal of *The Moxie* is to take into consideration all potential utilizations of the space in order to have the built environment be complementary to the users and aid in nourishing their potential.
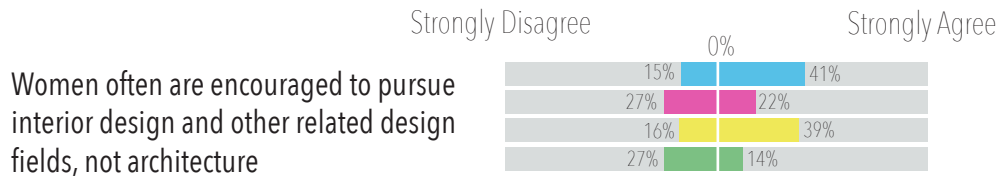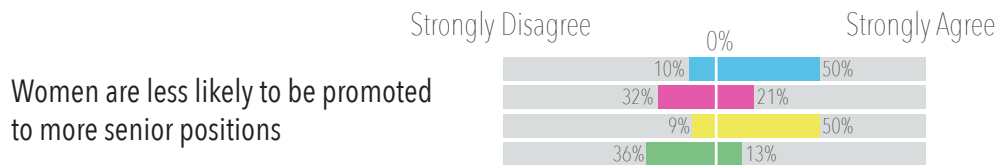
# THE PROBLEM

"Adequate training for both males and females on gender differences is crucial, because we're designed to be different, the goal is not to make us the same, the goal is to understand our differences and how they compliment each other and how we can work together."
- Alison Dillion

Figure 1



Women of Color | Men of Color | White Women | White Men

Strongly Disagree | 0% | Strongly Agree

Women are less likely to be promoted to more senior positions

10% 50%
32% 21%
9% 50%
36% 13%

Strongly Disagree | 0% | Strongly Agree

Women often are encouraged to pursue interior design and other related design fields, not architecture

15% 41%
27% 22%
16% 39%
27% 14%

(Winston, 2016)

**PROBLEM STATEMENT**

In the field of design at the collegiate level, roughly 70% of students are women, yet in the workforce, only about 11% of design leaders are women (Designers Fund, 2017). This lack of gender equity, specifically within the fields of Interior Design and Architecture, is a reality calling for a solution. The absence of education on this problem of inclusiveness is silently promoting an unhealthy work environment for both men and women and hence leading to burn out and unrealistic work expectations.

# IDENTIFYING THE GAP

## THE DECLINE FROM FEMALE STUDENTS TO FEMALE PROFESSIONAL LEADERS

In recent studies, there is an astounding difference in the number of female students in architecture versus the number of female professionals in architecture. Data from the National Architectural Accrediting Board, the National Council of Architectural Registration Board, the U.S. Bureau of Labor Statistics and AIA, offers the following breakdown of the decline in female participation throughout an Architectural career:
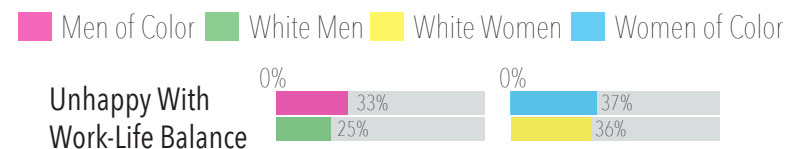
- 45 % of architecture graduates are women
- 39 % of aspiring architects are women
- 35 % of Assoc. AIA members are women
- 25.3 % in the profession are women
- 18 % of AIA members are women
- 17 % of principals and partners of AIA firms are women

Through extensive research, four main areas have been identified to explain the decreasing participation in architecture for females: the difficulties to achieve successful work-life balance, discrimination in the workplace, the lack of representation in female leadership, and the unfavorable career opportunities.

## WORK-LIFE BALANCE

Regardless of gender, a career in architecture calls for a commitment that makes it nearly impossible to achieve a satisfying and healthy work-life balance. Statistics reflect that 30% of men and women often work outside of office hours, which can be straining on their mental and physical well-being. Many feel that they have little to no choice other than to work late hours. With 60% of architects admitting they work over 40 hours a week, it continues to make balancing other parts of life impractical. Trying to achieve this successful balance comes at a considerable cost to architects globally (Tether, 2017).

Figure 2

| Men of Color | White Men | White Women | Women of Color |

| Unhappy With Work-Life Balance | 0% 33% | 0% 37% |
| | 25% | 36% |

(Winston, 2016)

"It's insulting when I hear that I'm still considered a minority, we're 50 percent of the population, how am I progress? This should not be progress! This should be normal!"
- Shannon Fry

## WORK-LIFE BALANCE

When it comes to caring for dependents, data provided on the subject is shocking and concerning. Recent studies from Dezeen (2016) show 80% of women feel that having a child is one of the most significant disadvantages for females attempting a position in the architecture field (Winston, 2016). Though in today's society, single-parent households are increasing for both mothers and fathers, the expectation placed on women to care for children full-time is much higher than for men. As shown in figure 4, based on respondents that left their job, over 50% of women said they left to care for a child, where less than 15% of men left for that same reason. 64% of women say that after they return from maternity leave, they are not given appropriate opportunities to return and are denied their previous responsibilities for multiple years (Winston, 2016). In the 2016 women in architecture survey with over 1,000 participants, only 8% reported having on-site childcare services provided by their workplace (Tether, 2016). Women often leave to try to find more child-friendly practices or careers.
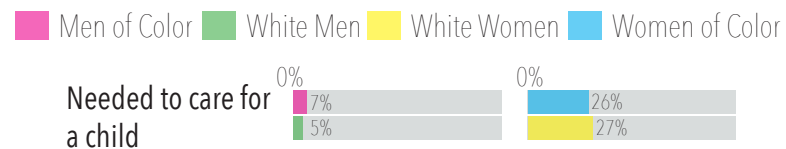
Figure 3

Women on the effects of having a child and their career trajectory



- No effect
- Detrimental effect
- Beneficial effect
- Other

29.7%

59.4%

8.9%

(Tether, 2017)
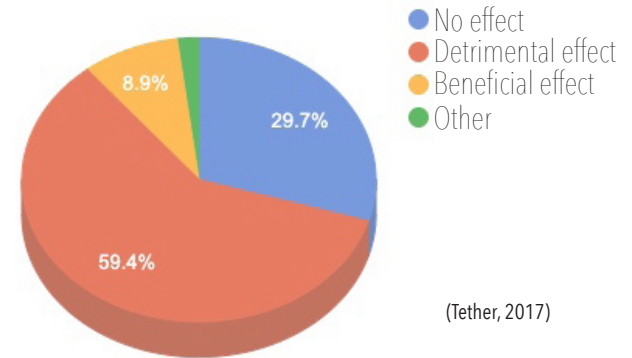
In addition, many instances occur where derogatory comments are made if men chose to take paternity leave. "We talk about that a lot, my husband and I in particular, because my husband stays at home so everybody asks him when he's going to go back to work, and they assume that he can't find a job or he's not looking, no one ever expects that he stays at home because this is our choice and that I'm the breadwinner of our family and this was a choice that we made for our family. No one would ever ask me if I were staying at home, when I'm going back to work, they would think it's perfectly normal, I mean even my own mother, she has asked me when my husband is going back to work!" says Shannon Fry, principal of Lighting Systems of Columbus (Shannon Fry, personal communication, October 9, 2020).

Figure 4



- Men of Color
- White Men
- White Women
- Women of Color

Needed to care for a child

0% | 7%
5%
0% | 26%
27%

(Winston, 2016)

# IDENTIFYING THE GAP

## DISCRIMINATION

It is well known that discrimination in the work force is something that continues to occur in all industries. The 2017 women in architecture survey revealed that more than half of the women participants experienced discrimination within the past year (Tether, 2017). Examples of discrimination in the field of architecture were uncovered through personal interviews where many women revealed discrimination in the workforce. Chelsea King, from King Business Interiors stated, "Almost all of our management team is women, but working with vendors and general contractors sometimes I'm the only women at the table, and they just don't think you have a voice, you have to have the confidence and appear bigger than you are" (Chelsea King, personal communication, October 6, 2020). Women are constantly having to prove themselves in situations that respect should be indisputable.

A third of the women that participated in the survey revealed that discrimination also comes from the clients, "When clients call to speak with the owner or principal of the practice, they hang up when they hear it's not a man on the end of the line" (Tether, 2017).

**Figure 5**

Has the building industry fully accepted the authority of the female architect



- No
- Yes
- Don't Know

20%
20%
60%

(Tether, 2017)
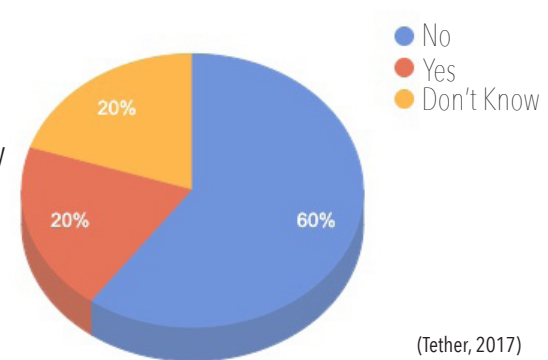
One woman described a time that inspired her to become an advocate for women in the workforce, "a man told me he walked out of my presentation not because of its content, but because he didn't like my hair and outfit" (Designer Fund, 2017). Discrimination towards women in the workforce often stems from looks, and assumption of gender roles from people who are unaccepting of women in leadership. Women feel they need to work harder at proving to others that they do have a voice, one that deserves to be heard and acknowledged.

# IDENTIFYING THE GAP

## MISREPRESENTATION

A huge reason a lot of women struggle to succeed in any industry is the lack of female role models and mentors in top leadership positions. In the United States, women are the chief executives of only 22 of the 500 most profitable companies (Bolt, 2020). More specifically in the design world, research provided by Dezeen (2017) showed that only three of the world's top 100 architecture firms are run by women, while only two have management teams that are more than 50% female (Fairs, 2017). Another survey that asked both men and women why they believe there aren't more women in architecture, produced the results shown in the figure below. From these results it is apparent that both men and women have noticed the absence of representation for women (Winston, 2016).

"If I were a male, I wonder if I would have gone right into architecture, or if I would have done design school first."
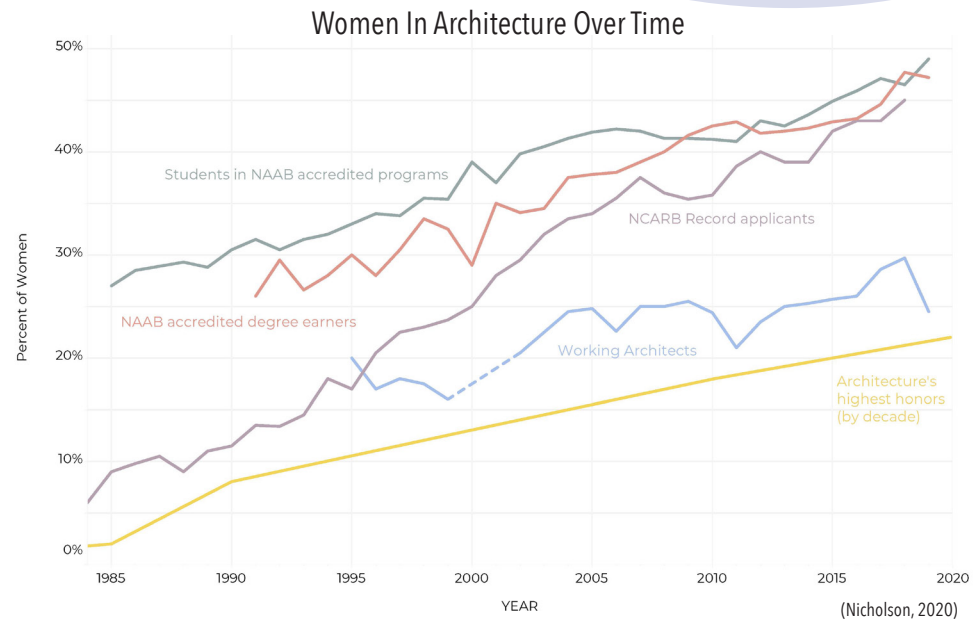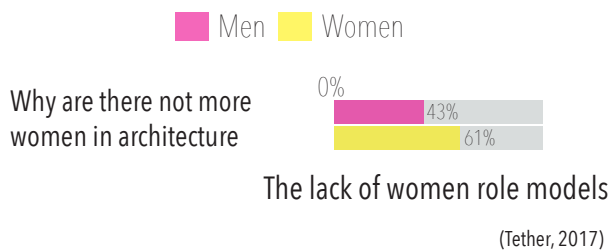-Brittany Wilson

Figure 7

Women In Architecture Over Time

(Nicholson, 2020)

Figure 6

Men   Women

Why are there not more women in architecture

0%
43%
61%

The lack of women role models

(Tether, 2017)

The lack of female representation in leadership positions is what makes it difficult for young women to see themselves moving up in the field. Many women have found that having a female mentor helps tremendously to guide them through their professional careers. Research has proven that women with female mentors are more likely to be satisfied in their careers and is associated with overall happiness and personal achievement (Designer Fund, 2017).

# IDENTIFYING THE GAP

## UNEQUAL OPPORTUNITIES

The challenges that keep women from succeeding in their careers are often hidden in the subtle way that they are expected to take on the "womanly" duties within an office space. Research from Scharphie (2019) has shown that women are much more likely to take on what people call, `office housework'. Office housework can include taking the meeting notes or managing the materials library. It has been shown that women feel pressured to volunteer for things like this, like it's considered their place. Actions like this are what make women appear to be non-promotable. One firm replied, "While we say we value them, we don't consider them for career advancement" (Scharphie, 2019). These behaviors for women are what make them feel burned out and overwhelmed. The small office tasks keep them busy to a point where they feel they can't advance any farther (Scharphie, 2019). Shannon Fry, described a similar situation where she would take on office housework. She would often be asked by her boss to order lunch, and she would question why he wouldn't ask any of the men in the office to do that same task, and her boss would reply, "well you're just better at it." Even as an owner and a principal of her company now, she takes on event planning for the office and wonders why no one else will step up to the plate (Shannon Fry, personal communication, October 9, 2020).

According to the women in a recent architecture survey, 30% of women would not recommend a career in architecture. The survey also revealed that 40% of both men and women in the industry feel that their employers favor men when considering career advancements (Tether, 2017). "The women that are at top positions have administrative or CEO roles backing up a male star" said Dorte Mandrup, a women who runs her own studio (Fairs, 2017). In a male-dominant industry, women struggle to try to make a name for themselves, Paula Sher, a successful female with a background in design revealed, "male-dominated business culture not only discouraged women from starting their own companies, but made it extremely difficult to win clients if they did" (Bolt, 2020). These constant battles that women feel they have to face to prove themselves in the industry is a harsh reality to why many don't see women in top leadership positions.

"I felt very motivated to do something that is more male dominated because there are so many women pushing for women in architecture and we are just as capable."
-Allison Summers

# WORKPLACE DESIGN

Workplace design has a tremendous impact on an employees comfort and productivity. Understanding the importance of preferences for different groups of people is key for a successful work environment. Workplace design should also be heavily focused on maximizing productivity and how it may differ depending on the user. It's important to consider the lasting impacts of COVID-19 in relation to our interactions with office spaces, along with how technology has given us the opportunity to work from home and improve many aspects of a workplace.

## UNDERSTANDING PREFERENCES

Being aware of the different preferences that individuals have in a workplace environment is essential for overall success and happiness. Herman Miller explains, "When work isn't working, the problem often lies in the space itself. To create the best ideas, people need workplaces where every element is working in concert to fulfill their needs and enable their best work" (Herman Miller, 2015). In order to provide individuals with the best work experiences, it's important the design of an office compliments their work style.

The choice of whether to have an open collaborative office or a more closed and independent office is one that has come under much scrutiny and there are pros and cons to both. In a survey conducted by Herman Miller with nearly 4,000 participants, it was found that collaboration and connection was one of the most important factors for individuals in a professional atmosphere, thus supporting the idea that an open collaborative office is prefered. However, in the same survey, participants recognized retreat spaces as incredibly valuable areas within workplace design. Retreat spaces can offer people the opportunity to accomplish more heads down work tasks or a place to use for personal matters (Herman Miller, 2013). Through primary research and interviews the importance of a combination of open and closed spaces became extremely relevant. Allison Summers, an Ohio State University graduate student shared, "I really like open collaborative environments that make it easy to talk and have an open communication with people" (Allison Summers, personal communication, September 30, 2020). Alison Dillion expressed another important need, "A place that you can go to take a break, we are emotional, I have had those feelings in a workplace where I have felt the need to cry, and we are taught that it's not appropriate, so we go into a bathroom stall, a really uncomfortable environment. A place for people to quietly retreat would be beneficial for our emotions" (Alison Dillion, personal communication, October 9, 2020).

# WORKPLACE DESIGN

Clearly, people prefer different environments within their office structure. Identifying the right mix between open and private spaces is crucial in a successful workplace. Herman Miller helps break down some of the data for us. Within the average company the office is 60% open plan, 32% private and 8% bullpen which is an extreme side of an open plan with rows of desks and zero separation or closed offices. Herman Miller describes the perfect mix as, "one that reflects corporate culture, structure, goals, and branding–all the things that make an organization unique" (Herman Miller, 2013).

Personal preference has a lot to do with what makes an individual most comfortable. Personal control within the workplace contributes greatly to a workers overall satisfaction. One benefit to having an option for retreat space is the opportunity for people to have control over when they are seen or heard. In a private space, users can also have control over lighting as well as HVAC. There is certainly a huge difference in preferences on temperature no matter where you are, people are going to have different opinions, it's important to give users that control (Herman Miller, 2013). The ability for professionals to have options is key to meeting their needs. Research has shown that these are the most valuable attributes to a workstation for professionals: Adjustable workstation chair, ability to meet with others at my workstation, a sufficient amount of personal storage, ability to personalize my workstation, and ability to view colleagues from my workstation (Herman Miller, 2013).

When designing a workplace, it is important to consider the preferences of different genders. Research has shown that many women often prefer and show lower stress levels in a more open collaborative environment while men enjoy seeing the hierarchy in an office with private offices for higher up executives. Finding ways to incorporate both in an office design is possible with the incorporation of multiple conference rooms, areas for casual interactions, and making social areas large enough to accommodate multiple types of uses. Men and women also differ in their preferences on personalization at their work station. Research has shown that men often prefer to personalize their workstation with awards and achievements while women often display photographs of family and friends. Giving men and women the option to personalize their desk spaces is proven to correlate with higher job satisfaction (Office Designs, 2015).

"It's not one size fits all, you have to think about the role. Everyone needs different kinds of privacy, collaboration and workspaces."
- Chelsea King

# WORKPLACE DESIGN

## INSPIRING PRODUCTIVITY

Productivity is one of the driving factors behind every office design. Making sure every employee is satisfied and comfortable in their work environment can directly affect their performance. Studies done by Herman Miller report that some of the biggest things holding professionals back from being their most productive selves is office distractions, noise, and lack of privacy.

It's known that offices that lack partitions and space diversity can lead to lower job satisfaction and well-being. Using flexible and non-permanent walls within a larger space can help create implied spaces. These implied spaces can help absorb distracting sounds using specific acoustics necessary for the particular task designated for that space. Implied spaces are able to create task specific areas that can keep employees on track and increase productivity.

In order to have a successful implied space that limits outside distractions, confirms ownership of a space, and improves wayfinding to ultimately improve worker satisfaction and productivity, there should be obvious signals. Obvious signals include a repeating color or pattern, using wall, floor or ceiling elements to define the space, or creating boundaries using partitions or wall dividers (Herman Miller, n.d.).

"The power of social space, those impromptu conversations that happen are so empowering from a productivity ideation perspective, I love spaces that have those zones and destinations that draw you in to network, meet and collaborate"
-Chelsea King

While spaces for privacy are important in every work environment, the access to areas with high interaction is known to be beneficial as well. The kinds of problems and work loads have changed dramatically over the last decade, making it more common for people to work collaboratively to solve complex issues. A growing trend in office design is utilizing what's called a 'living office', coined by Herman Miller. As described by Herman Miller, "the "Living Office," is a different approach to managing people and their work, tools and products that support that work, and the places people come together to do it. The result is a more natural workplace that fosters greater connection, creativity, productivity and ultimately greater prosperity for individuals and their organizations" (Herman Miller, 2013). Having this type of living office design, that incorporates chance encounters between professionals can speed up work processes as well as co-creation. These high levels of interaction around the workplace can drastically speed up the overall time spent on projects because of the increased communication (Herman Miller, 2013).

# WORKPLACE DESIGN

## TECHNOLOGY

When designing a space to fit the needs of a workforce it's extremely important to understand company goals and daily functions. If its a very collaborative company that works in teams and small groups, then its going to be vital to have spaces that let small groups thrive. If the company handles a lot of confidential information or private meetings, privacy will become a priority when designating closed spaces. When it comes to productivity in the office, no two companies are the same and no two people are the same when it comes to what benefits their job performance. The most important thing is to make sure there are options. Allowing the end user to decide where to work each day can empower them to do what fits them best. Steelcase representative, Ashley Mierzwak stated, "there used to be a bunch of cubes but now there are way more options and they can now work in a cafe or a conference room and have the opportunity to pick where they want to work that day" (Ashley Mierzwak, personal communication, October 8, 2020). This strategy for having multiple working areas within a space has proven to be beneficial and is extremely popular today.

Technology can completely shape the functions of a typical workplace. It's important to understand how office design can utilize technology in the most efficient way. Making technology accessible and convenient for offices to use at their advantage will surely benefit user experience as well as overall productivity and timeliness. Integrating small uses for technology is important throughout the workplace, especially with the new living office trend. It will only be beneficial for employees to work in social spaces and adjustable work areas if those spaces meet their technological needs. The use of powered furniture, and built-in power adapters are necessary in this type of environment. Integrating technology within the workplace can influence productivity, innovation and those spontaneous interactions which will further employee satisfaction (K2 Space, 2020).

"We would start the morning at our desks and then the afternoon in the all glass conference room and having that one home base but then feeling comfortable enough to go into different areas makes me more productive"
-Brittany Wilson

# WORKPLACE DESIGN

There are so many new ways to use technology to a designers and end users advantage, including, programs that allow people to work from anywhere, book meeting rooms in advance, and screen sharing, all pushing collaboration and productivity to its fullest potential (K2 Space, 2020). Another great technological resource that will benefit office design are room utilization sensors. The ability to track the usage of certain rooms and understanding what exactly they are being used for in comparison to what they were designed to be used for can be extremely beneficial to maximizing square-footage and understanding office needs.

## COVID-19

Covid-19 changed the way we think about design, in almost every type of situation. Making sure people feel comfortable, safe and clean within their workplace will be the future of design in a whole different way. Allowing spaces to accommodate staying six feet apart will alter the amount of square footage normally allocated to each individual. Adding cleaning stations around meeting areas and social spaces will be the new normal. Wayfinding and circulation will also take on a new meaning within the limits of Corona Virus. Making corridors wider, having additional elevators and staircases, partitions throughout the office, and signage for people to know where to stand or walk are going to be prioritized for the health and safety of end users (Maxwell, 2020).

Having employees working from home has also become a new normal. It's been predicted that even after the pandemic is over, workers will still have the choice to stay at home to complete their work. Research has shown many benefits for having employees working from home, and with the technology that we have today, it's not as hard as we used to think. "The benefits of this increased mobility meaning staff can work from just about anywhere can have a hugely positive impact of not only productivity but also many other factors like staff retention, increased creativity and more collaboration across teams who interact across software platforms" (K2 Space, 2020). After the pandemic, if users are still interested in working from home and others are in the office, meeting rooms with the right technological support will be crucial.

"You have to find the right balance between openness and whats too open to allow for the right energy and buzz but give people enough space to do focus work in an environment thats not too cozy and crammed in"
-Lesley Collette

# CLOSING REMARKS ON RESEARCH

**RESEARCH WILL BE THE GUIDING FORCE IN ORDER TO HAVE *THE MOXIE* BE A SUCCESSFUL OFFICE ENVIRONMENT THAT SUPPORTS GENDER EQUALITY. THESE KEY POINTS ARE WHAT WILL INFLUENCE THE DESIGN DECISIONS FOR *THE MOXIE* AND WHAT WILL BE THE NECESSARY SPACES TO INCLUDE FOR THE BEST OUTCOME.**

Helping people find a good work-life balance within their career in architecture can be done by including amenities for employees to utilize at their convenience. The addition of a child care facility, pet care facility as well as a fitness center can promote a sense of ease when trying to balance their workload with their personal lives.

Mixing the office layout to include both open collaborative spaces as well as closed independent spaces can also allow control for the users and let them have a choice of what works best for them in order to be productive and benefit themselves.

Understanding that no two individuals are the same is key to creating an inclusive office. With the knowledge of different preferences that people have on how they like to work within an office will guide the layout in *The Moxie*. Letting users have control of where they want to work each day, whether it be at a formal desk, a cafe, or collaborative meeting zone the options are available to support productivity and overall satisfaction.

In order to create a realistic work environment in today's society, the integration of technology throughout will be extremely important. Including furniture with built-in power, access to video conferencing rooms and room sensors an efficient workplace can be achieved.

Discrimination in the workforce continues to progress, and making sure that employees and employers are aware of the problem can make a huge difference. The inclusion of educational settings with space allocated for team building and career development speakers can help bring attention to trends that are happening in the workforce that most people are unaware of.

A huge part of empowering people in the workforce is through mentorship programs and relationships, creating an environment that nourishes more one on one meetings for personal development will greatly benefit employees.

"It takes buy-in from the other party that we're equal, finding a way to support men empowering women. How can we empower men to empower women"
-Chelsea King

# PROJECT PROPOSAL

**THESIS STATEMENT**

There is an alarming difference between genders within the Interior Design and Architecture industry. The lack of education on the importance of inclusivity of women in the workforce, creates an unhealthy work environment for women in the industry. Workplace design can help improve the inequality within company culture. Implementing a space that focuses less on hierarchy and more on open collaboration can improve gender equity in the workplace.

# PROJECT PROPOSAL

**SCOPE**

An office building with the proper ameneties that result in gender equity and satisfaction in the workplace

includes:

-Deisgn Studio Office          -Lobby/ Reception

-Educational Settings          -Restroom/ Locker Room          **Square Feet: 30,000**

-Child/ Pet Care Facility      -Restaurant/ Cafe               **Levels: Multi Story**

-Fitness Center                -Retail Space                   **Construction Type: Type I**

**PROJECT STATEMENT**

With the aim of reducing disparities between genders in the workforce, *The Moxie* will be located in Cleveland, Ohio. Cleveland is known for its inability to support women in many aspects of their lives. By creating a workplace that acknowledges the needs and preferences of all genders, and also encourages education on gender inclusivity, women will feel empowered to reach beyond the gap.

# SITE LOCATION

Cleveland is a perfect place to start making advancements for women's equality because of their low rank status for cities with the highest women's success rate.

Located right in the downtown central business district, *The Moxie* will be able to spread influence to other offices in the area.

With immediate access to the urban greenspace, Perk Plaza, the Theater District, Playhouse Square Center and the RTA light rail metro system, this location will benefit well-being and make transportation easy as well.
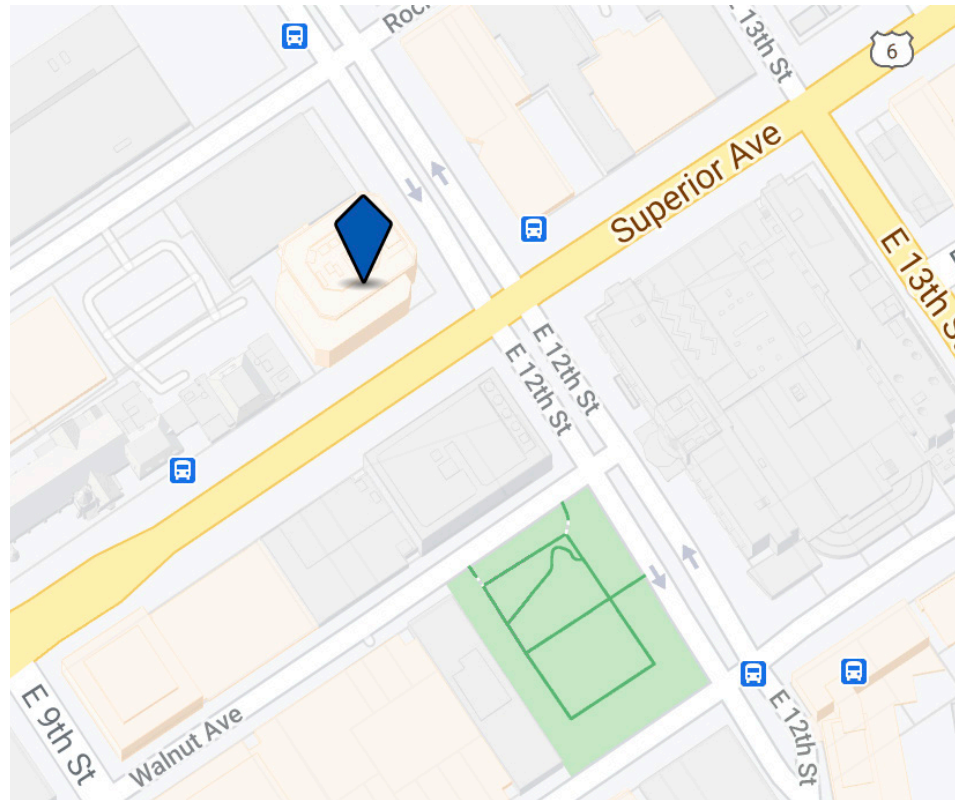


Figure 8

1111 Superior Ave
Cleveland, OH

# BUILDING

**Type:** Office

**Year built/Renovated:** 1982/1995

**Height:** 28 stories

**Parking:** 529 spaces

**Size:** 597,442 SQFT

**Class:** A

**Floor Size:** 23,832 SQFT

**Ceiling height:** 10' 6"

    This multi-tenant LEED certified office building is currently leased out to The Cleveland Metropolitan School District, MetLife Insurance and Asurint Technology. The building features a fitness center, food facilities, and rentable conference centers.

    The windows on the exterior of the building are one of its best features allowing great views of the city along with Lake Erie. The access to natural lighting also played a huge part in the selection of this building.


Figure 12


Figure 9
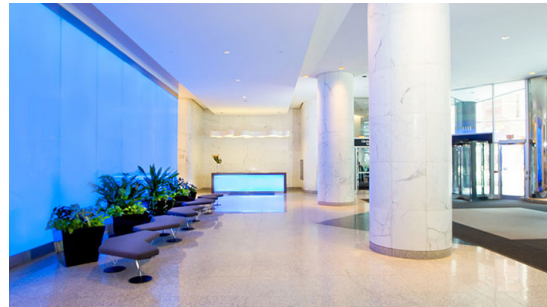

Figure 10


Figure 11

(LoopNet)

23

# PROGRAMMING

## PHILOSOPHY MODEL

### INTERACTION

This model represents interaction between the built-environment and the people within it.

Mental and physical well-being can be drastically impacted by the built-environment. Through the use of certain color choices, as well as natural daylight, a positive interaction between people and their surrounding can be accomplished.
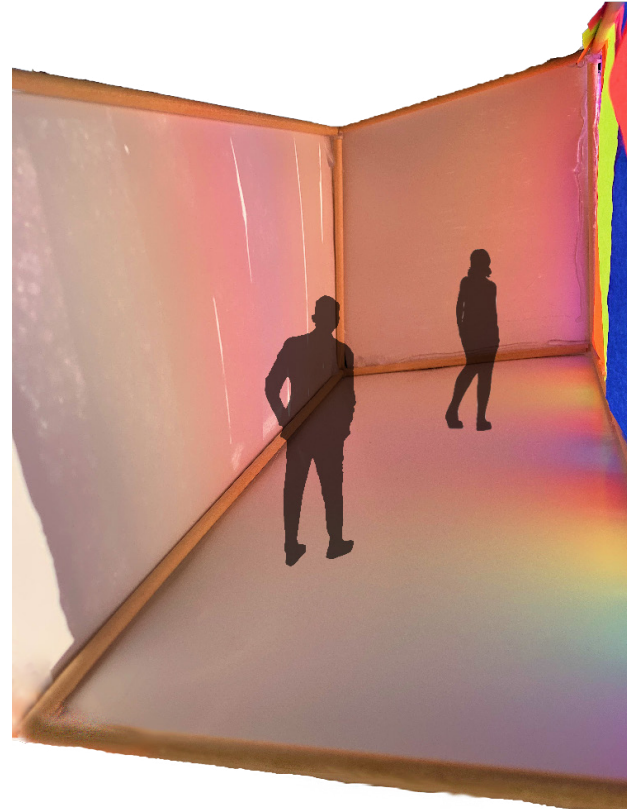


Materials: Cardstock, colored tissue paper, wooden dowels.

### PHILOSOPHY STATEMENT

Improvement of mental and physical well-being should be at the forefront of every design. It's important that users feel a sense of familiarity when interacting with the built environment. This familiarity leads to more positive experiences that enhance the way we interact with our surroundings. As individuals interact with surroundings that feel familiar, the design has succeeded in supporting overall well-being.

# PROGRAMMING

## **PRODUCTIVITY**

This concept model represents the meaning of collaboration influencing productivity.

When people with different backgrounds and views come together and work in unity, something can come together that's bigger than themselves. Creating spaces that highlight individual strengths in order for them to perform to their maximum potential.
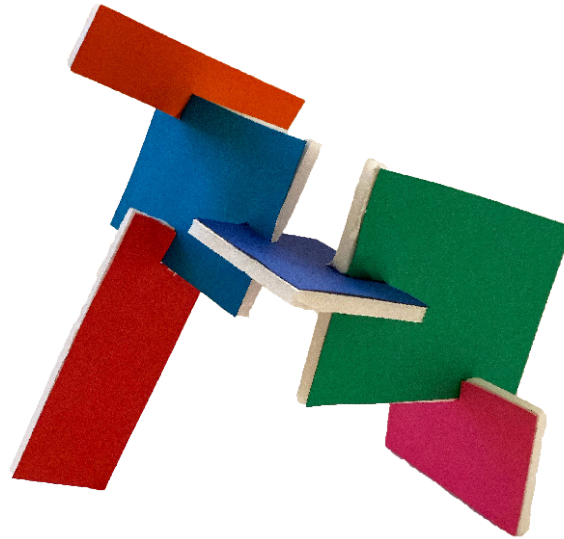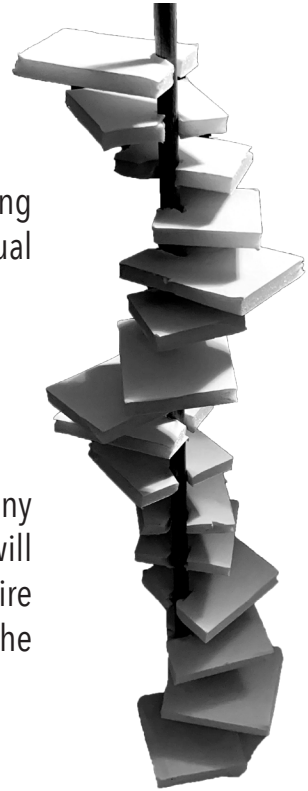
Materials: Foam core board and colored construction paper.

## **CONFIDENCE**

This model represents building confidence and how it's a gradual progression.

Confidence can be built in many different ways. *The Moxie* will be designed in order to inspire the building of confidence in the professional world.

Materials: Foam core board and a wooden dowel.

## **CONCEPT STATEMENT**

The Moxie is an inclusive, collaborative and innovative workplace. The diversity in seating options and work stations will aim to increase productivity and confidence in every worker. Informal spaces for consistent interactions between patrons will build connection and community for users of the space. The addition of educational settings and resources that support the everyday obstacles of being in the workforce will diverge from the norm and result in a design that supports workplace equality.

# PROGRAMMING

## CRITERIA MATRIX

**MATRIX KEY**

**H:** High
**M:** Medium  **Y:** Yes
**L:** Low  **N:** No/None

### THE MOXIE FLOOR ONE

| | ADJACENCIES | PUBLIC ACCESS | ACCESS TO DAYLIGHT OR VIEWS | PRIVACY | PLUMBING |
|---|---|---|---|---|---|
| 1. LOBBY/RECEPTION | CENTRAL | Y | Y | L | N |
| 2. CAFÉ | CENTRAL | Y | Y | L | Y |
| 3. CHILD CARE FACILITY | 1, 4, 6 | N | Y | H | Y |
| 4. PET CARE FACILITY | 3 | N | Y | M | Y |
| 5. FITNESS CENTER | 1, 6, 7 | N | Y | H | Y |
| 6. RESTROOM | CENTRAL | Y | N | H | Y |
| 7. LOCKER ROOMS | CENTRAL | Y | N | H | Y |
| 8. RETAIL SPACE | 6 | Y | Y | M | N |

### FLOOR TWO

| | ADJACECIES | PUBLIC ACCESS | ACCESS TO DAYLIGHT OR VIEWS | PRIVACY | PLUMBING |
|---|---|---|---|---|---|
| 1. MAIN OFFICE/DESKS | 3, 4 | N | Y | M | Y |
| 2. EDUCATION | 3, 6 | N | Y | M | N |
| 3. RESTOOMS | CENTRAL | Y | N | H | Y |
| 4. CAFÉ | 3, 8 | N | Y | L | Y |
| 5. QUIET ROOMS | 3 | N | Y | H | N |
| 6. CONFERENCE ROOMS | 2, 4 | N | Y | L | N |
| 7. COLLABORATIVE ZONES | 3, 4, 6, 9 | N | Y | L | N |
| 8. STAFF LOUNGE | 3, 4 | N | Y | M | N |
| 9. MAKERSPACE | 3, 6, 7 | N | N | M | N |

# PROGRAMMING

**RELATIONSHIP DIAGRAMS**

━━━━━━━━ PRIMARY ADJACENCY
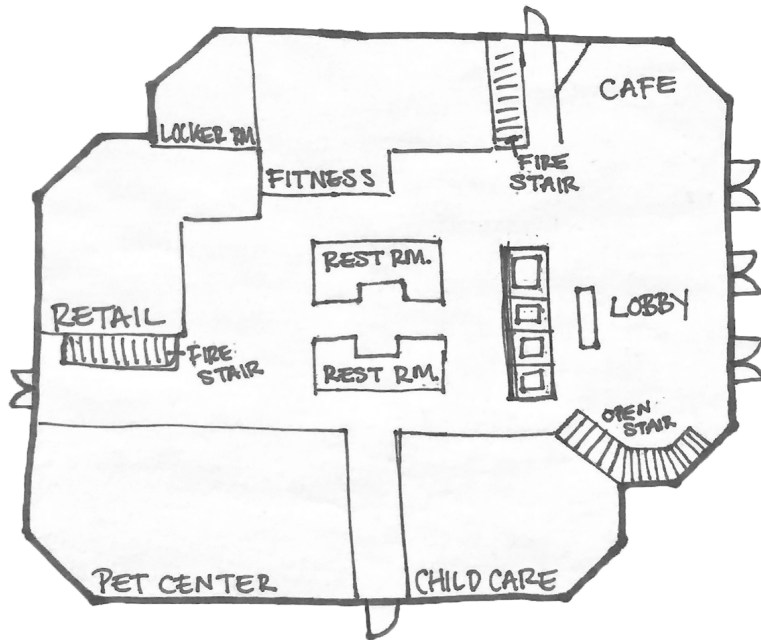
◇◇◇◇◇◇◇◇◇◇ SECONDARY ADJACENCY
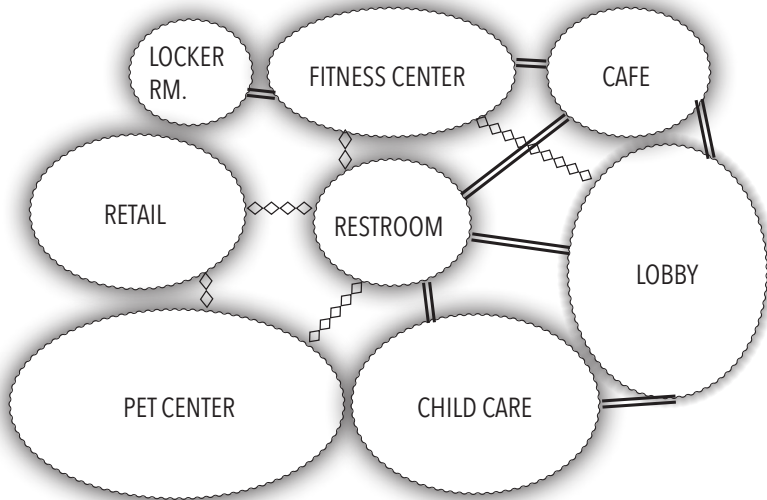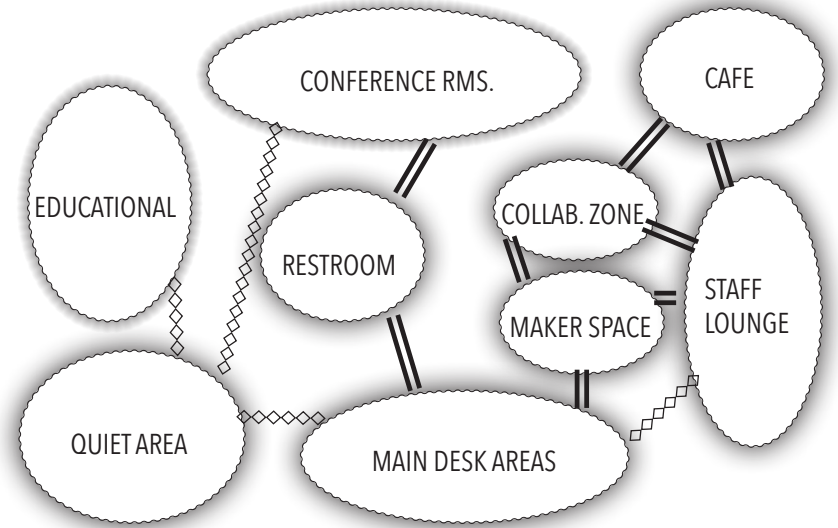


**FLOOR ONE**



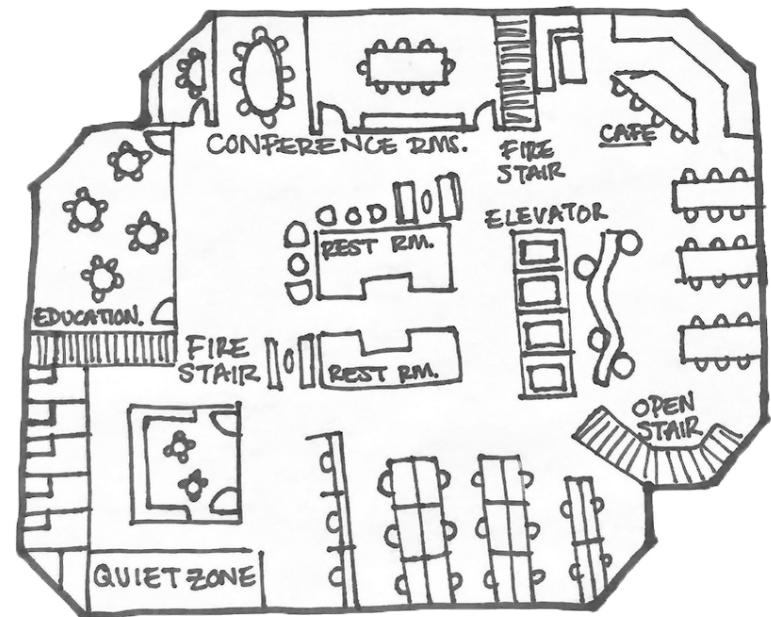**FLOOR TWO**

# PROGRAMMING

## PROTOTYPE SKETCHES



FLOOR ONE

The first floor will include amenities for public use as well as spaces for the employees only. The cafe, retail space and bathrooms are all there for public use, located nearby the entrances.

The second floor will hold the entire office which includes conference rooms, staff lounge and cafe, along with educational spaces for training. The educational spaces are located on the second floor in the office so that when it's not being used, it can double as another large conference center or a collaboration zone. Various adjustable seating options are shown throughout the second floor to accommodate ever type of employees needs.



FLOOR TWO

# PROGRAMMING

**CONCEPT STATEMENT**

The Moxie is an inclusive, collaborative and innovative workplace. The diversity in seating options and work stations will aim to increase productivity and confidence in every worker. Informal spaces for consistent interactions between patrons will build connection and community for users of the space. The addition of educational settings and resources that support the everyday obstacles of being in the workforce will diverge from the norm and result in a design that supports workplace equality.

# FIGURE REFERENCES

Figure1:

Winston, A. (2016, March 8). Perception of career opportunities in architecture as presented in the AIA's Diversity in the Profession of Architecture survey [Graph]. Dezeen. https://www.dezeen.com/2016/03/08/aia-diversity-profession-architecture-survey-women-underrepresented-unequal-pay-job-opportunities/

Figure 2:

Winston, A. (2016, March 8). Perceived factors contributing to an underrepresentation in architecture as presented in the AIA's Diversity in the Profession of Architecture survey [Graph]. Dezeen. https://www.dezeen.com/2016/03/08/aia-diversity-profession-architecture-survey-women-underrepresented-unequal-pay-job-opportunities/

Figure 3:

Tether, B. (2017b, February 27). The effect of having children on career trajectory: [Graph]. The Architectural Review. https://www.architectural-review.com/essays/how-architecture-cheats-women-results-of-the-2017-women-in-architecture-survey-revealed

Figure 4:

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Figure 5:

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Figure 6:

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