

CRAIG CASEY  
SCHEMATIC DESIGN



# OVERVIEW

OVERVIEW

THIS PROJECT IS PART OF THE PILOT BUILDING INFORMATION MODELING / INTEGRATED PROJECT DELIVERY THESIS PROJECT.

STATISTICS

3 TEAMS

DESIGN APPROACH

- CONSTRUCTION MANAGEMENT
- MECHANICAL
- ELECTRICAL
- STRUCTURAL

EXTERIOR

LOBBY

CAFÉ

SPACES

OFFICE

- 3 CONCEPTS FOR OPEN OFFICE
- 2 FLYNN IMPRESSIONS FOR CAFÉ
  - CRAIG CASEY, DAN COX, CASEY LEMAN
- 1 CONCEPT FOR LOBBY
- 1 CONCEPT FOR FACADE

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## NEW YORK CITY

# STATISTICS

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TIMES SQUARE

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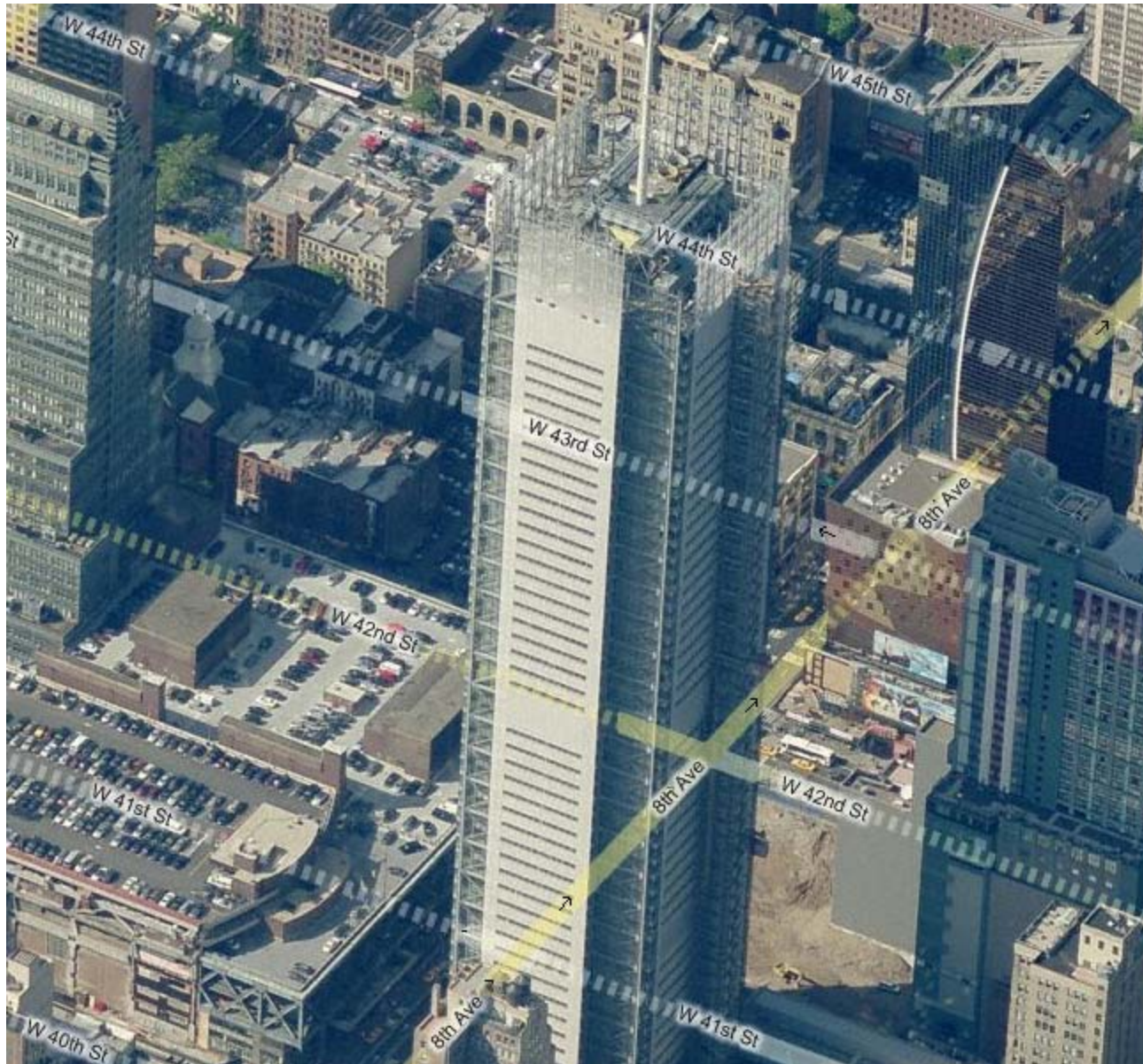
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8<sup>TH</sup> AVENUE ACROSS FROM THE PORT AUTHORITY

# STATISTICS

BUILDING TYPE | CLASS A OFFICE

LOCATION | NEW YORK CITY

AREA | 1.6 MILLION FT<sup>2</sup>

HEIGHT | 1076' (52 STORIES)

COMPLETION | NOVEMBER 2007

COST | APPROXIMATELY \$1 BILLION

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LIGHTING DESIGNERS | O.V.I. (Exterior/Lobby)

SBLD (New York Times Tenants)

Flack & Kurtz (Back of House)

Architect | Renzo Piano Workshop

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# DESIGN APPROACH

“EACH ARCHITECTURE TELLS A STORY, AND THE STORY THIS NEW BUILDING PROPOSES IS ONE OF LIGHTNESS AND TRANSPARENCY. THIS BUILDING IS ABOUT DEFYING GRAVITY, A BUILDING THAT WILL DISAPPEAR IN THE AIR, THAT WILL BRING THE SAME MAGIC TO THE SKYLINE THAT THE NEO-GOTHIC BRINGS.”

~RENZO PIANO, ARCHITECT~

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# DESIGN APPROACH

“THIS BUILDING IS DESIGNED FROM THE GROUND UP TO REINFORCE THE VALUES OF THE NEW YORK TIMES COMPANY. THE OPEN PLAN AND EASE OF COMMUNICATION, BOTH VERTICALLY AND HORIZONTALLY, WILL ENHANCE COLLABORATION. OUR NEW PHYSICAL ENVIRONMENT WILL IMPROVE THE WAY WE WORK, WHICH IS THE HIGHEST CALLING OF ARCHITECTURE. THIS HEADQUARTERS WILL BE A GREAT HOME FOR OUR EMPLOYEES AND ENABLE US TO ADAPT TO CHANGING BUSINESS REQUIREMENTS FOR MANY DECADES TO COME.”

~MICHAEL GOLDEN, VICE CHAIRMAN OF THE NEW YORK TIMES COMPANY~

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# EXTERIOR

## DESIGN CONSIDERATIONS:

- COMMUNICATE WHAT HAPPENS INSIDE
- AN ICONIC SYMBOL IN THE SKYLINE

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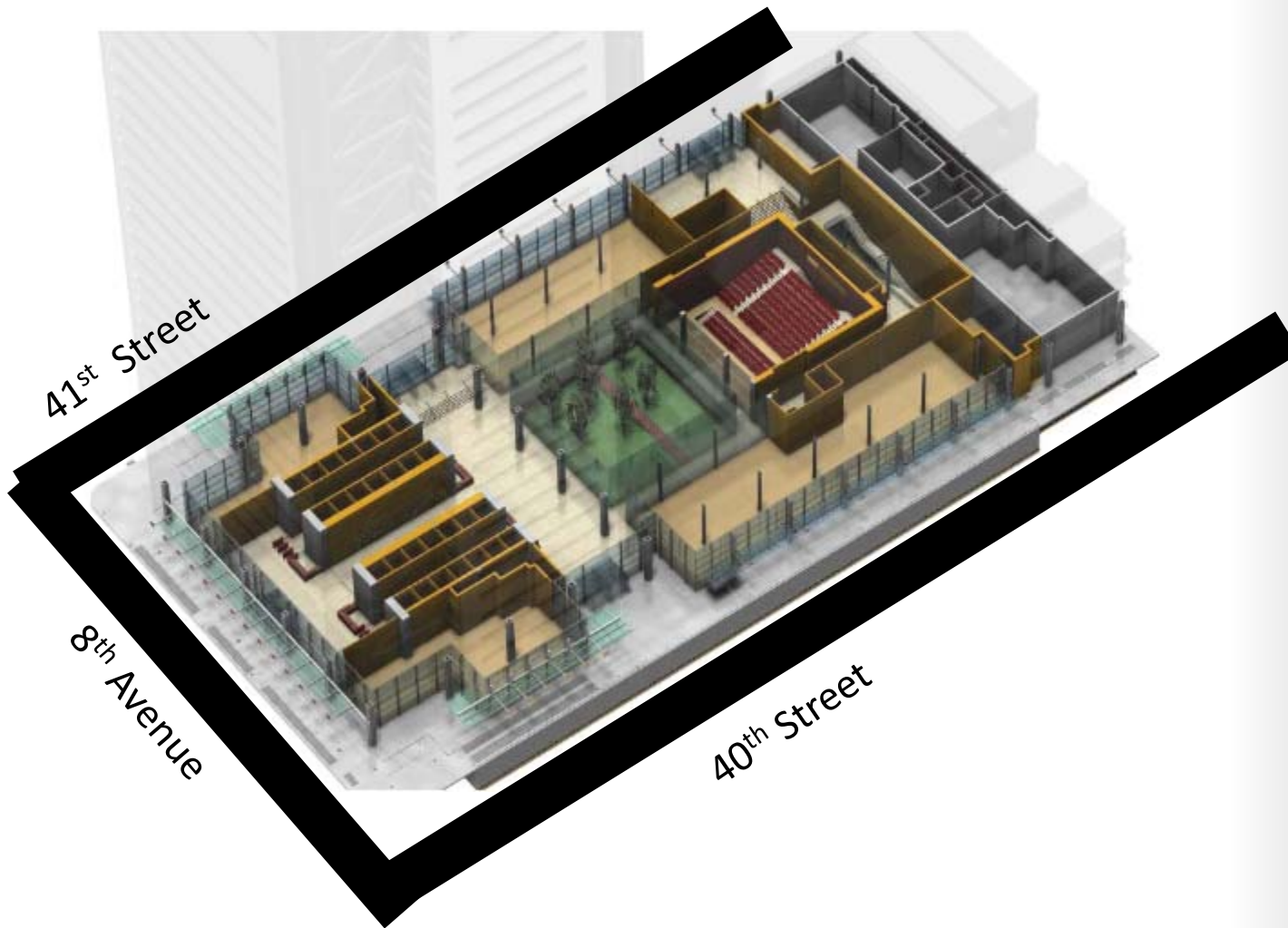
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41<sup>st</sup> Street

8<sup>th</sup> Avenue

40<sup>th</sup> Street

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DEFINE THE BUILDING

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STRESS THE VERTICAL

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MAINTAIN HUMAN SCALE

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EMPHASIZE THE ENTRANCE

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EXTERIOR SCHEMATIC DESIGN

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# EXTERIOR



EMPHASIZE THE HORIZONTAL

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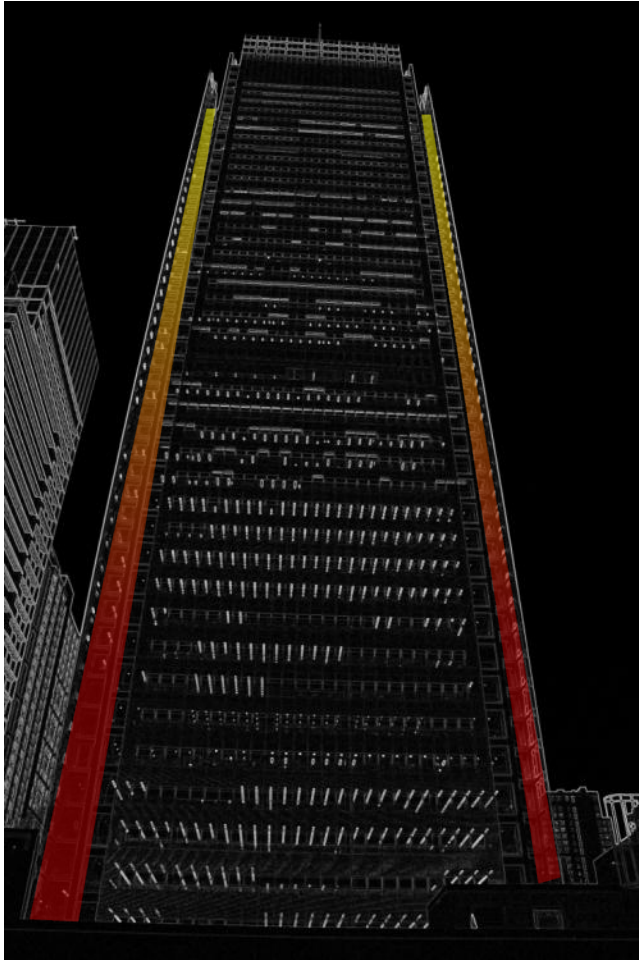
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EMPHASIZE THE VERTICAL

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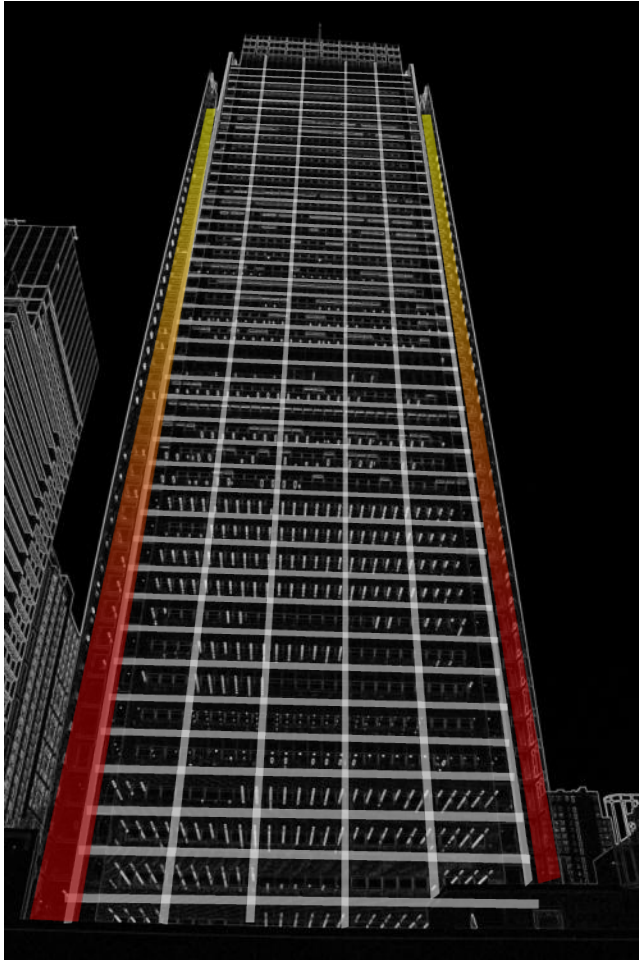
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EMPHASIZE THE VERTICAL COMMUNICATION & DYNAMIC

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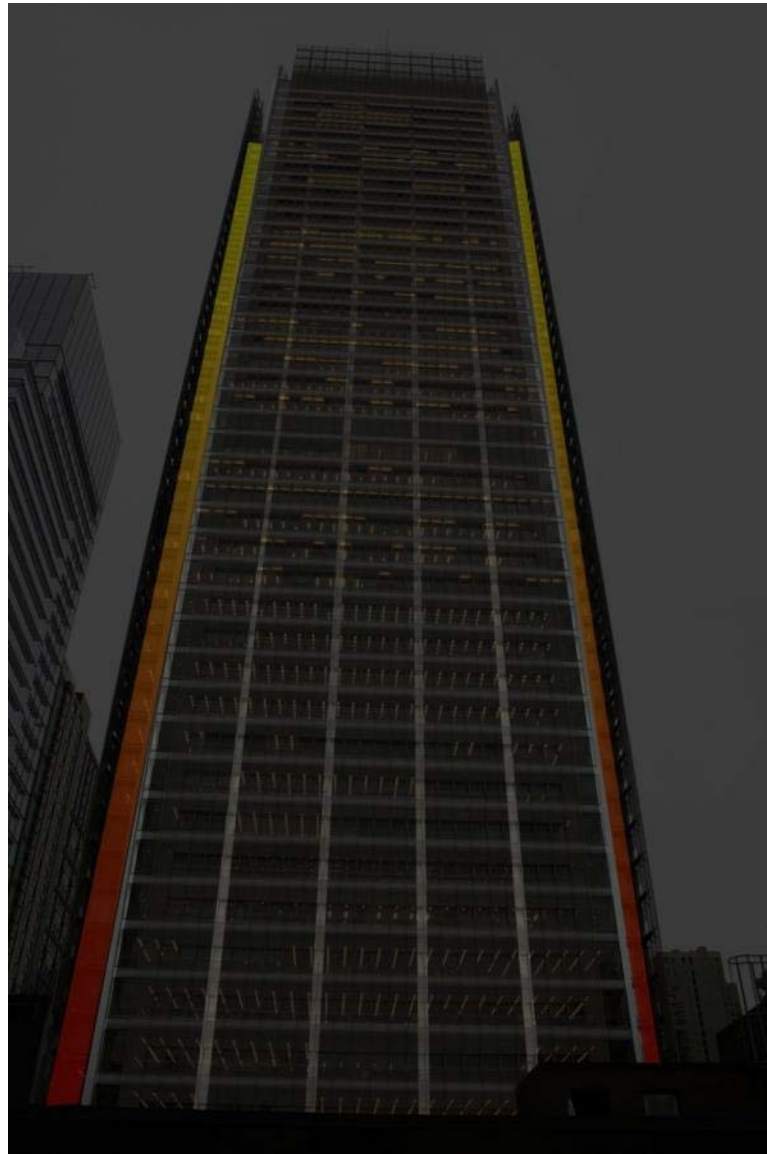
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EMPHASIZE THE VERTICAL COMMUNICATION & DYNAMIC

# EXTERIOR



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## DESIGN CONSIDERATIONS:

- MAINTAIN TRANSPARENCY BY BALANCING LUMINANCES
- HIGHLIGHT PUBLIC AREAS
- MAINTAIN CIRCULATION

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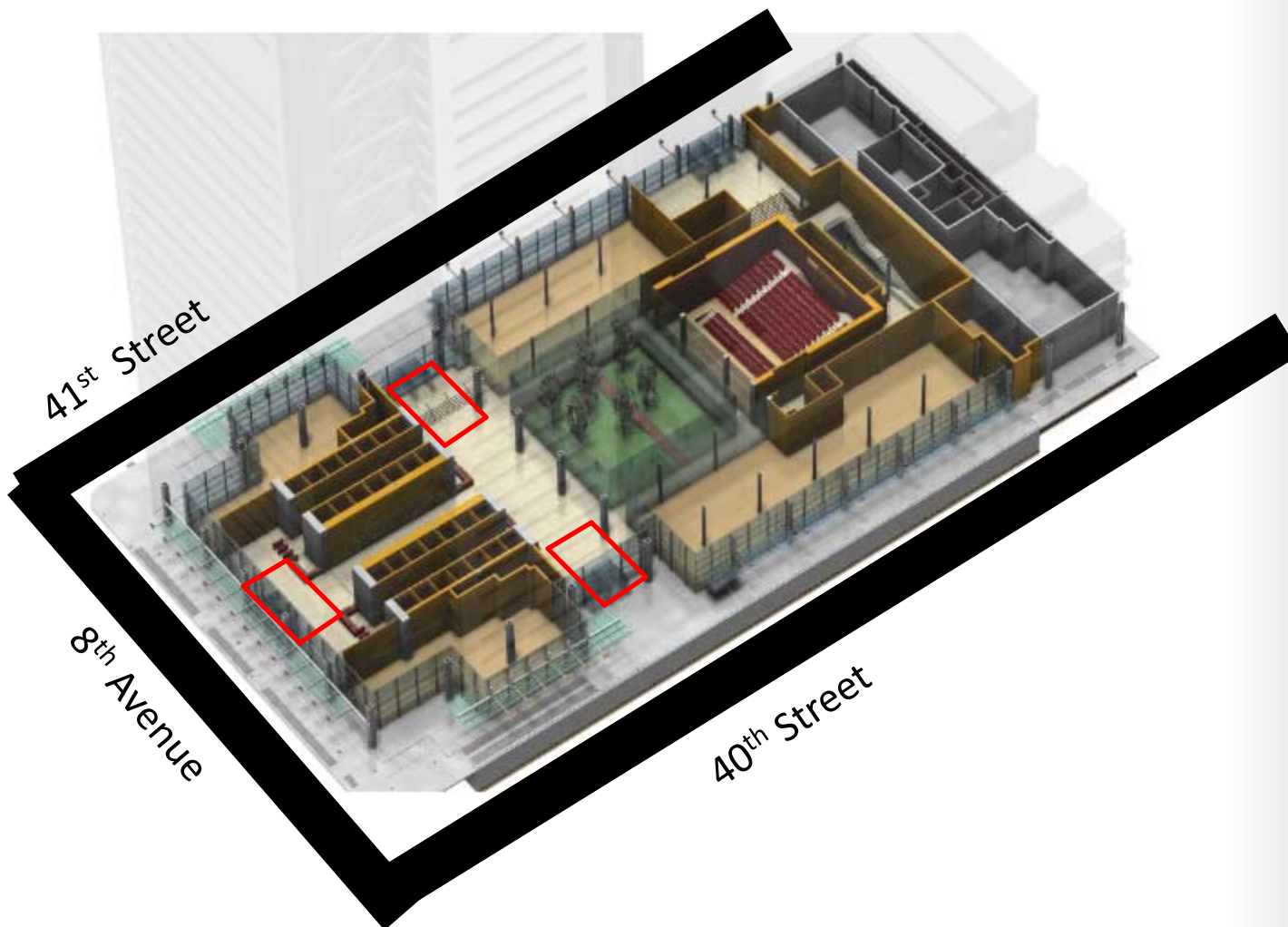
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ENTRANCES



# LOBBY

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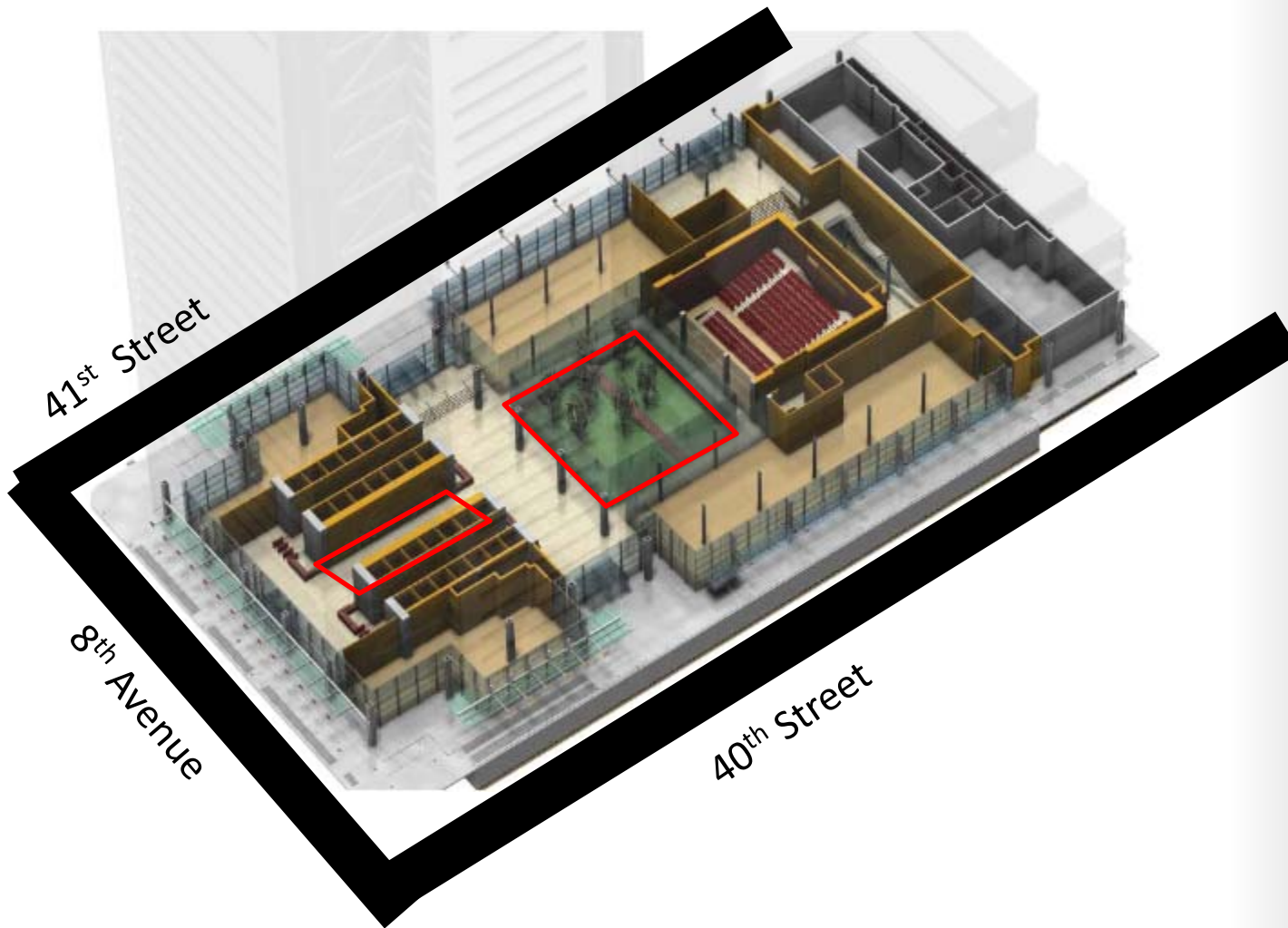
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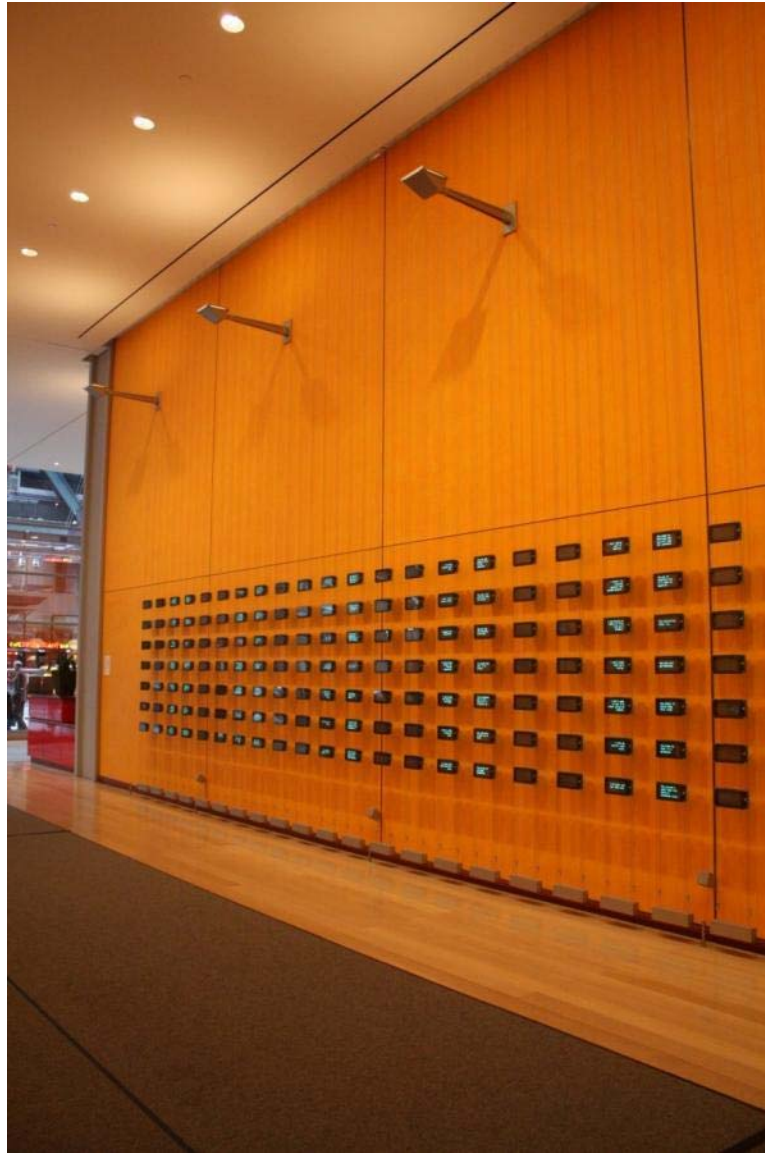
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## ARCHITECTURAL FEATURES

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COURTYARD

# LOBBY

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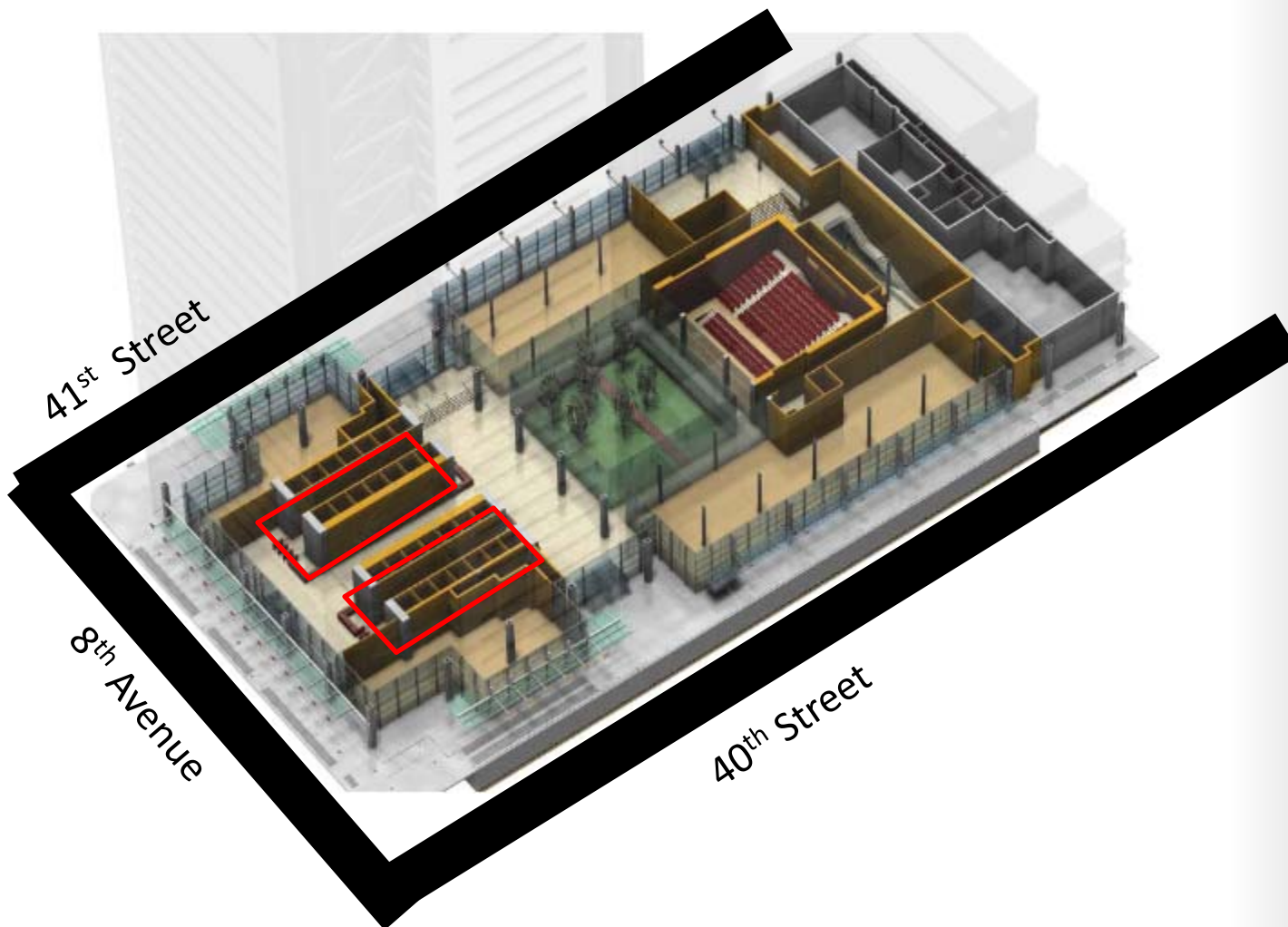
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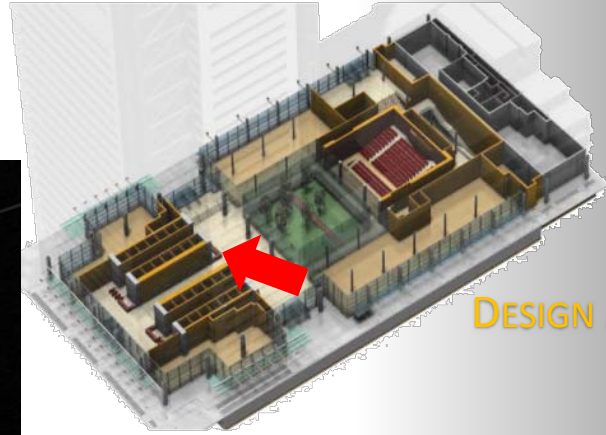
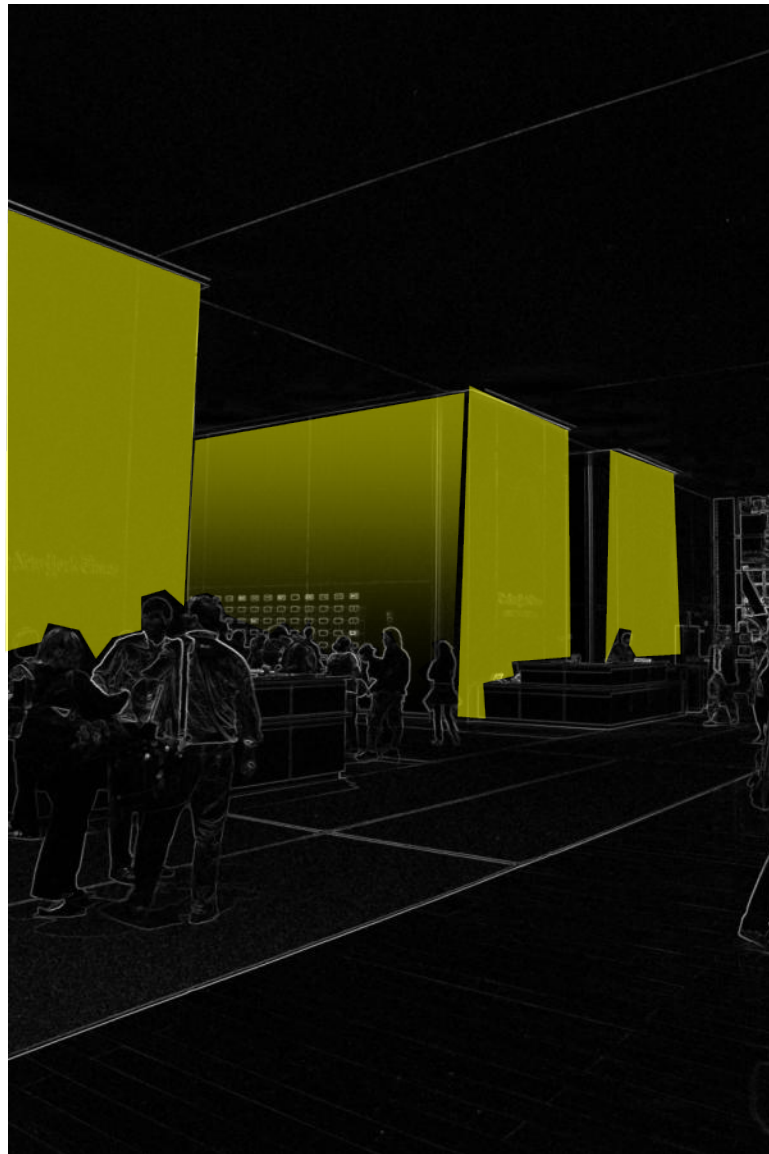
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ELEVATOR LOBBIES

# LOBBY



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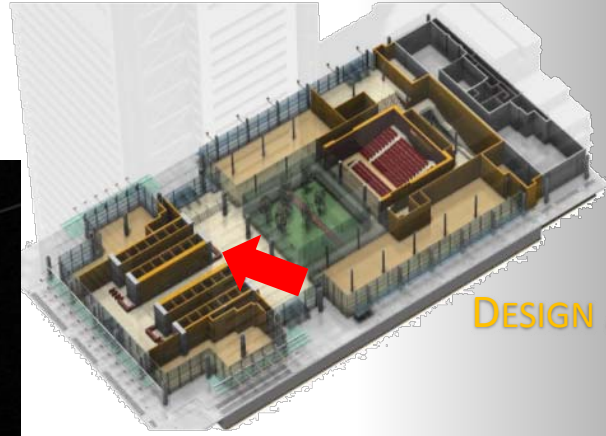
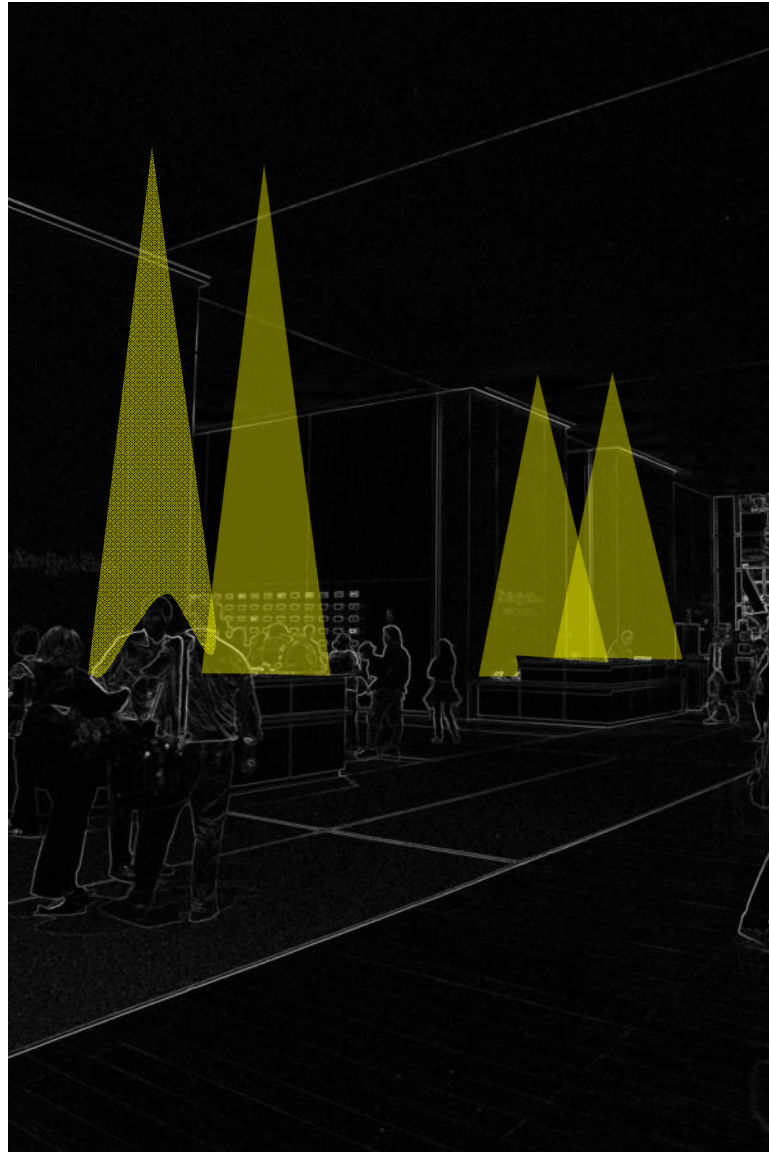
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WALL EMPHASIS

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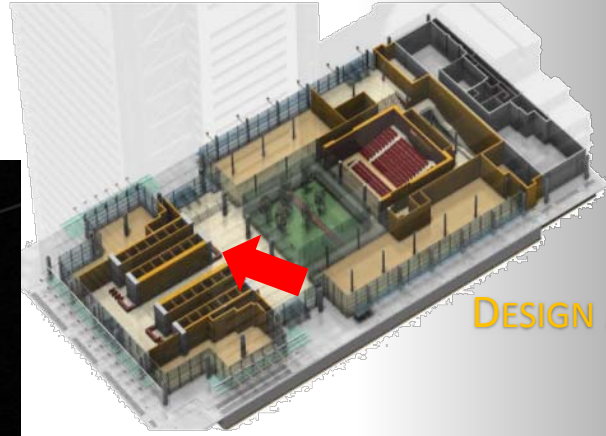
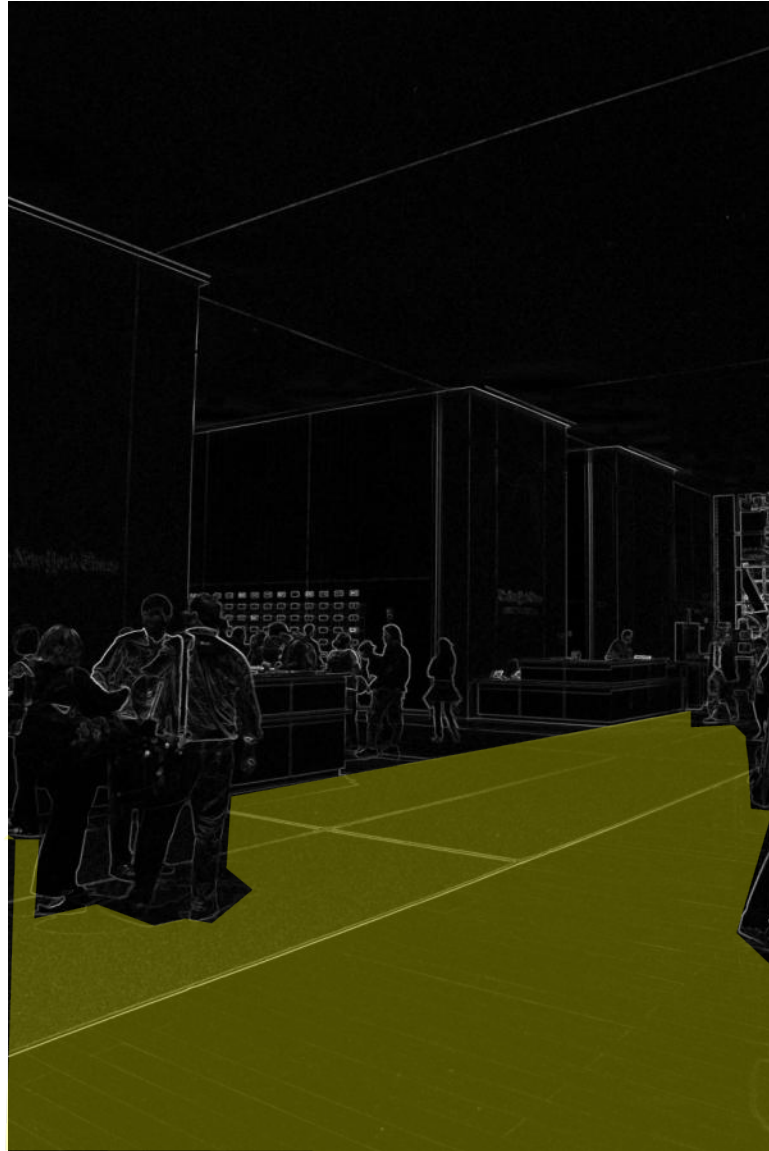
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SECURITY BOOTHS

# LOBBY



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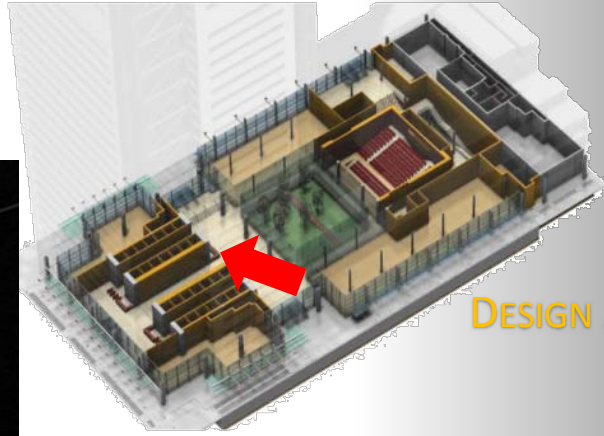
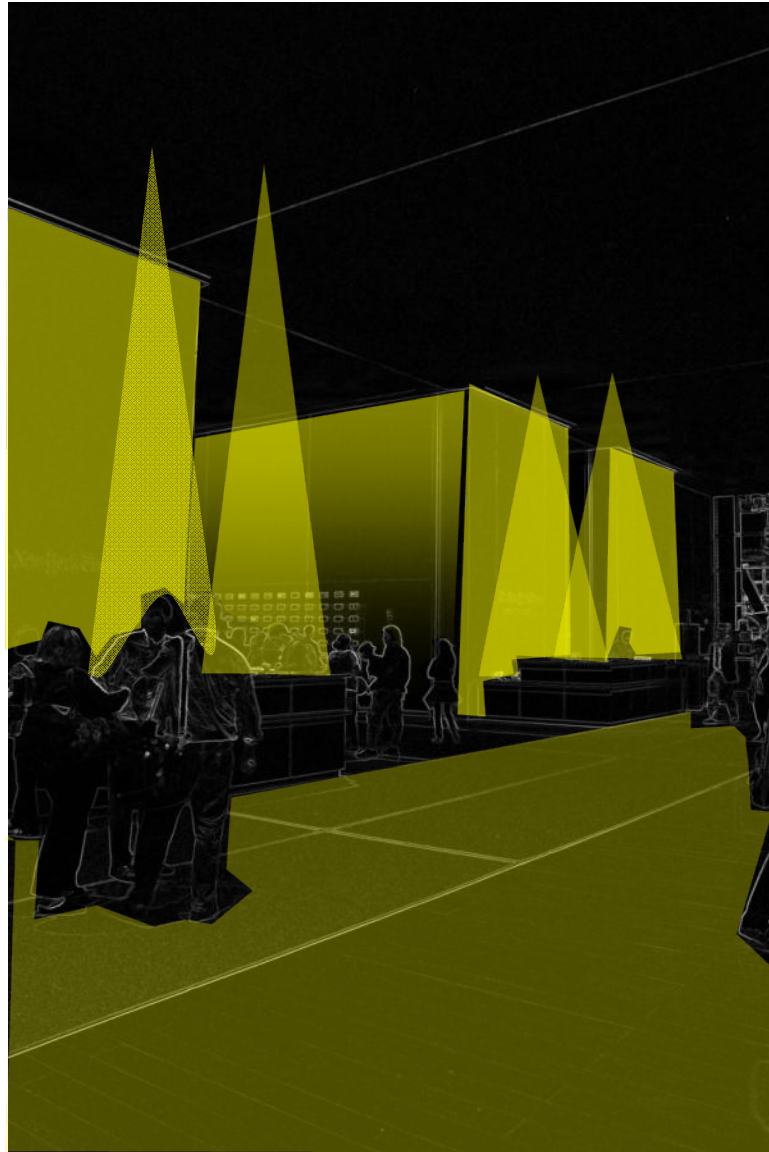
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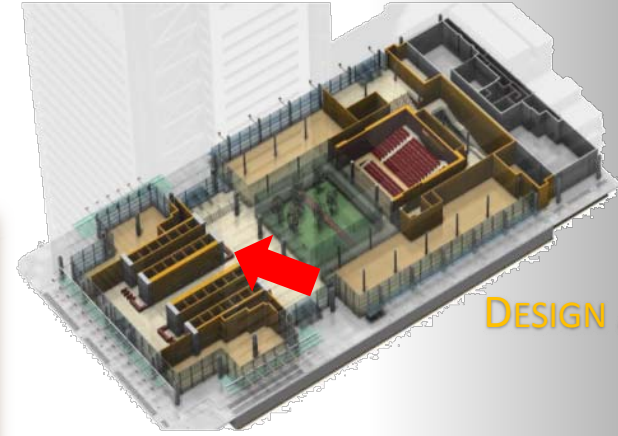
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LOBBY SCHEMATIC DESIGN



# LOBBY



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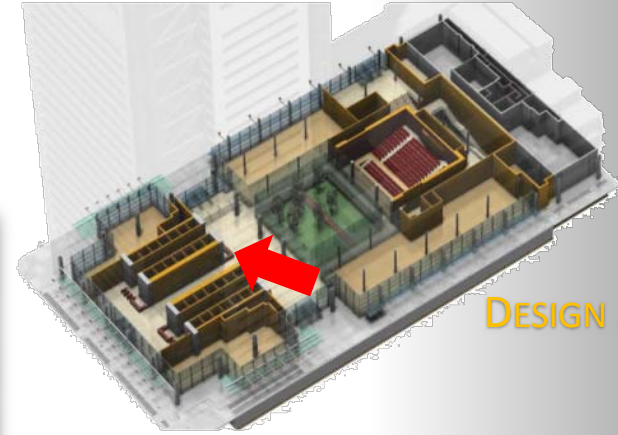
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## INTENT

- LOW AMBIENT LIGHT LEVEL
- PERIPHERAL WALL EMPHASIS

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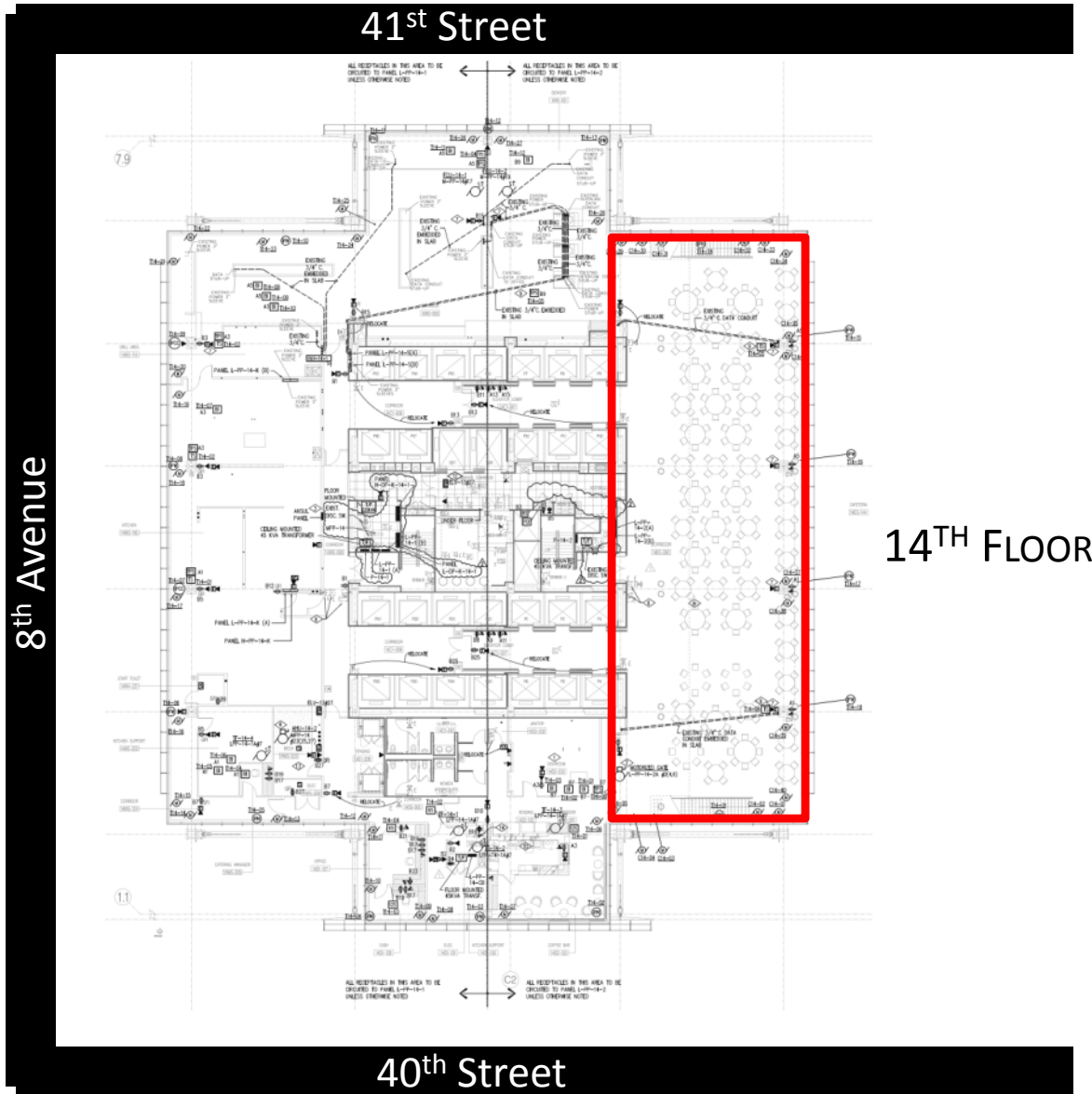
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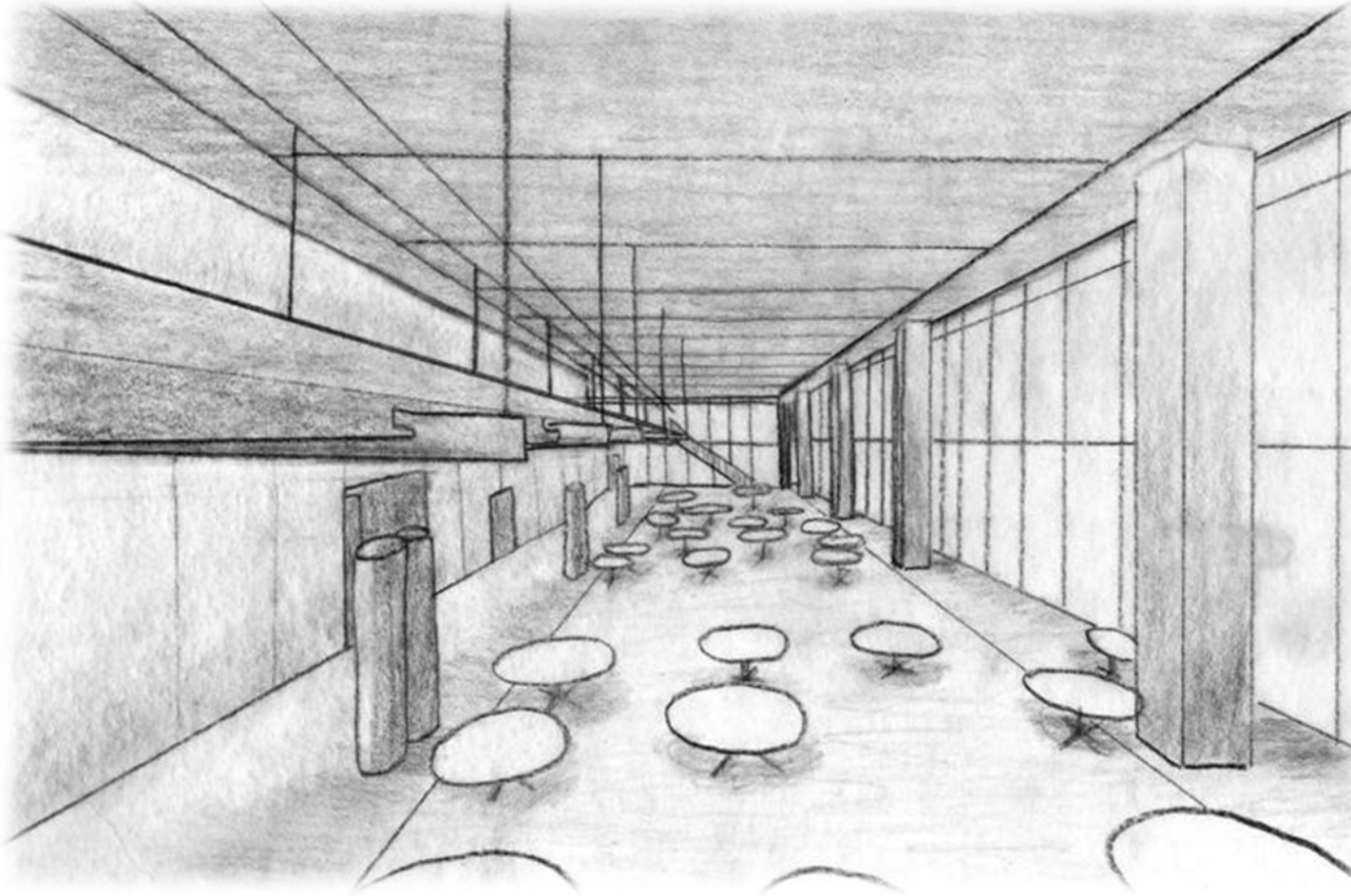
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## INTENT

- HIGH AMBIENT LIGHT LEVEL
- UNIFORM SURFACE ILLUMINATION

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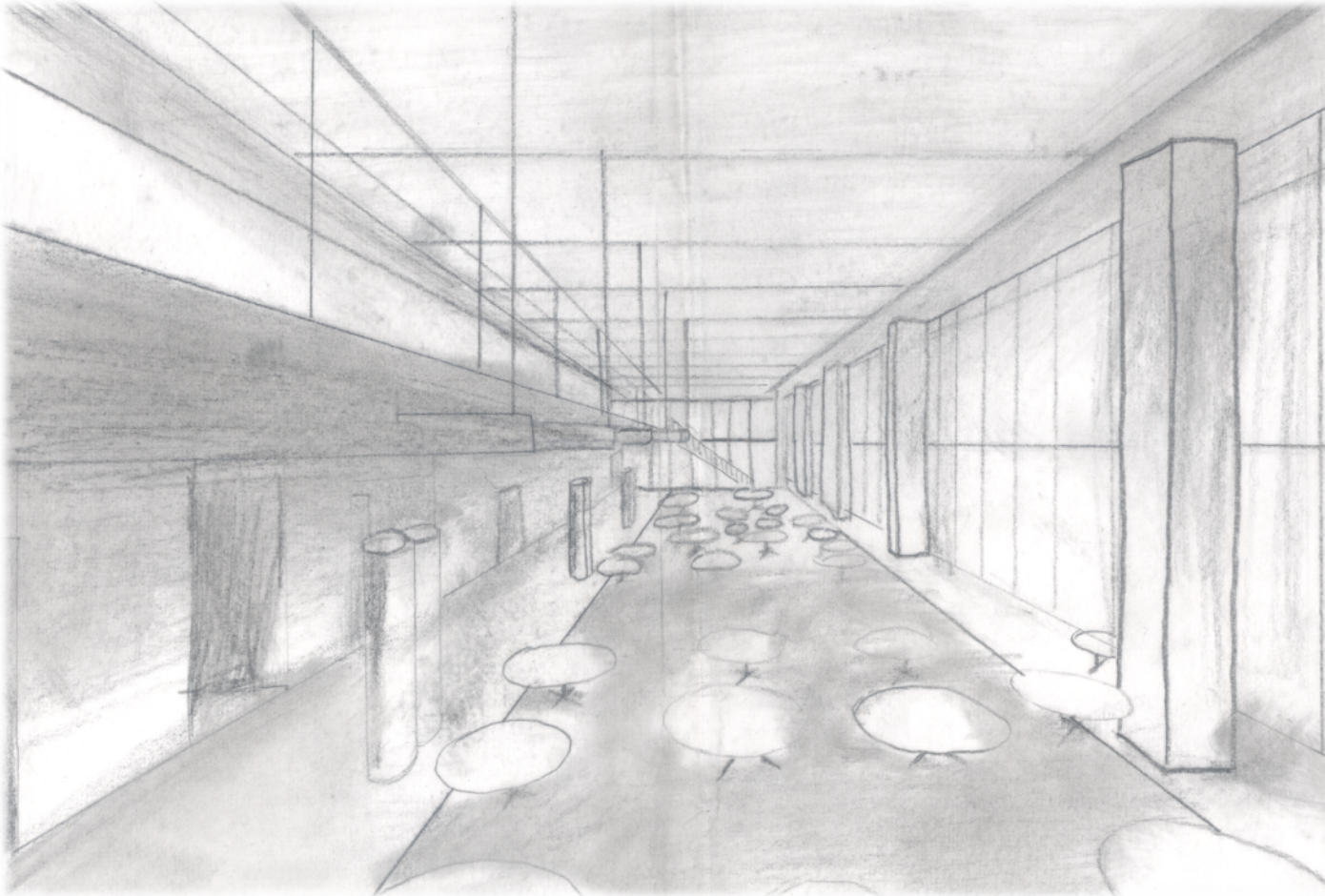
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## DESIGN CONSIDERATIONS

- MAINTAIN UNIFORMITY AT THE WORK PLANE
- DIRECT GLARE
- OCCUPANT CONTROL
- MAINTAIN VIEWS & TRANSPARENCY

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## SCHEMATIC DESIGN 1

- UNIFORM AMBIENT LIGHT LEVEL
- DIRECT LIGHTING

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## SCHEMATIC DESIGN 2

- LOW AMBIENT LIGHT LEVEL
- LOCALIZED TASK LIGHTING

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## SCHEMATIC DESIGN 3

- VERTICAL SURFACE ILLUMINATION
- LOCALIZED TASK LIGHTING

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A FAÇADE REDESIGN WILL ALSO BE LOOKED AT NEXT SEMESTER WITH THE ENTIRE BIM TEAM. THIS DESIGN WILL BE A COLLABORATION OF MECHANICAL, LIGHTING/ELECTRICAL, STRUCTURAL, AND CONSTRUCTION MANAGEMENT.

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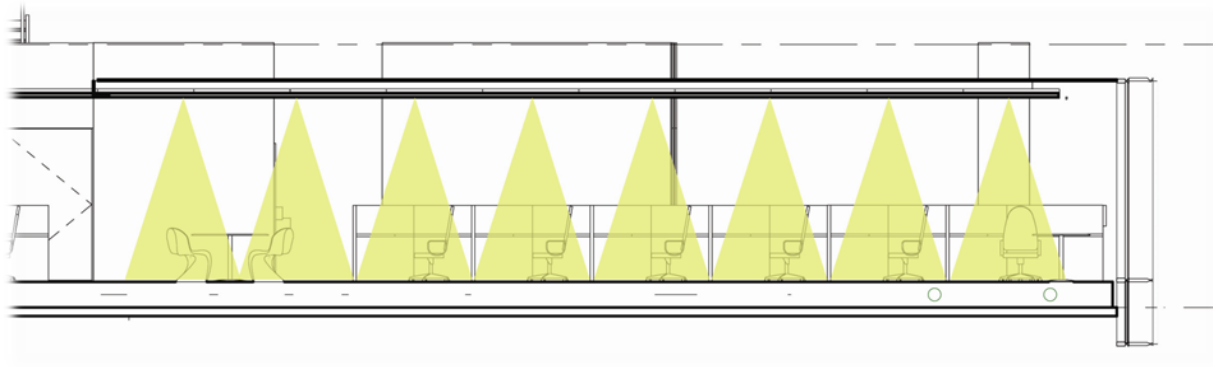
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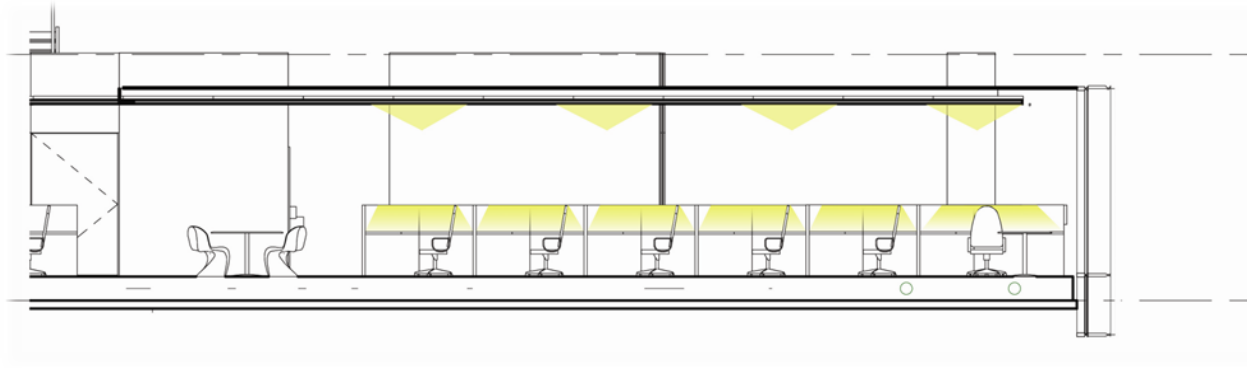
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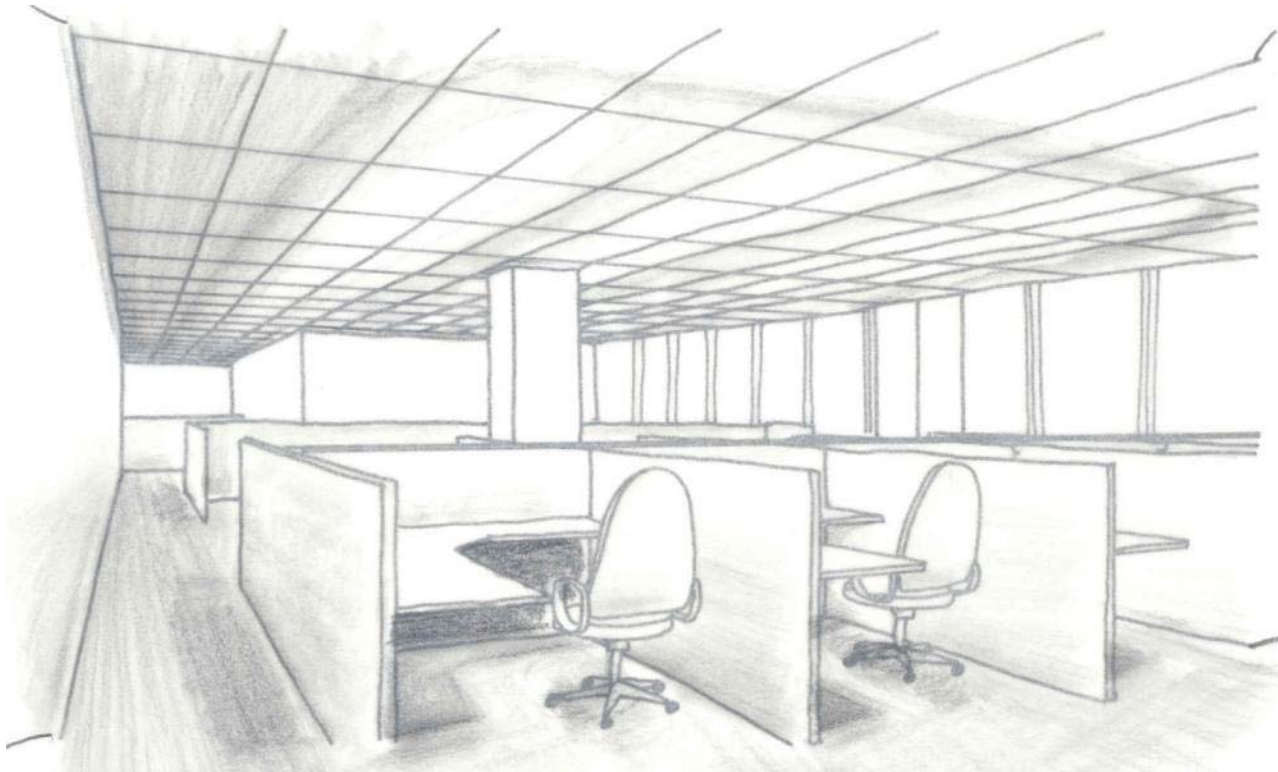
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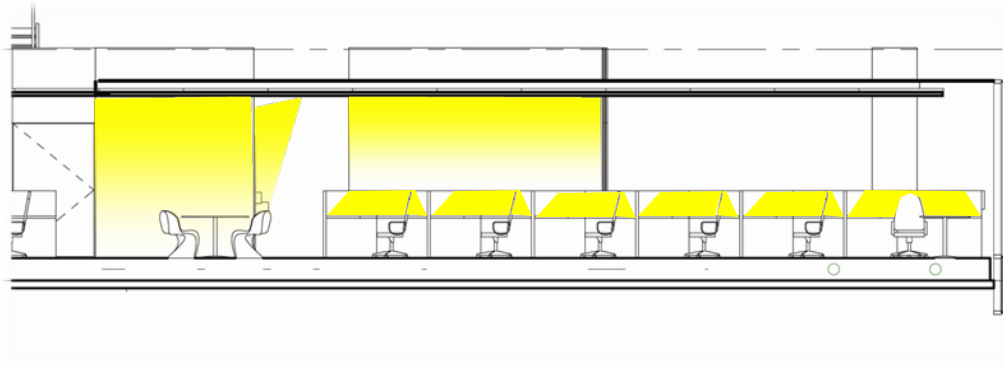
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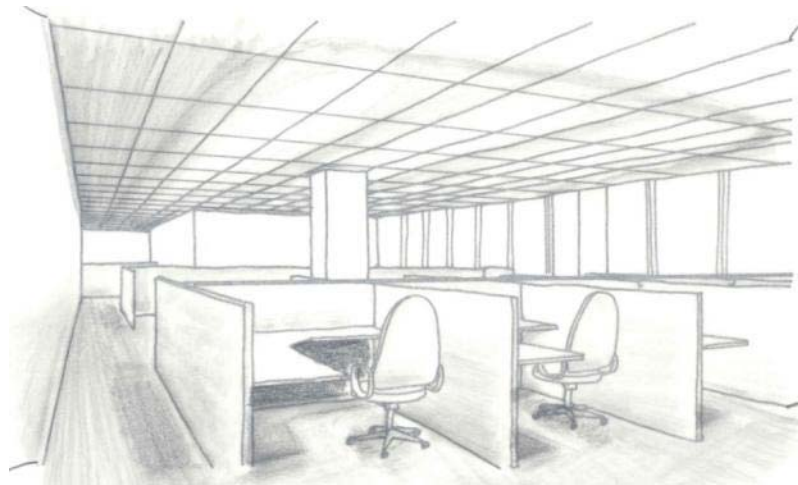
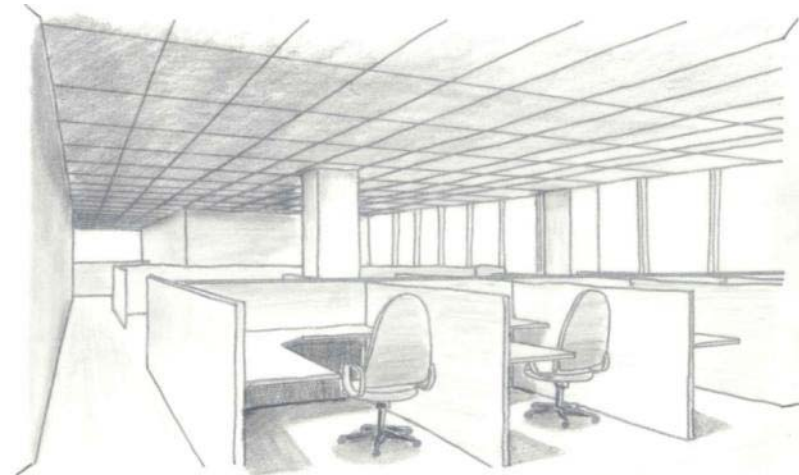
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THANK YOU

QUESTIONS

THIS DESIGN IS MEANT TO MAINTAIN THE ARCHITECTURAL INTEGRITY OF THE BUILDING. THESE DESIGNS MAY CHANGE TO OPTIMIZE THE BUILDING DURING THE COURSE OF NEXT SEMESTER THROUGH THE BIM/IPD CLASSES.