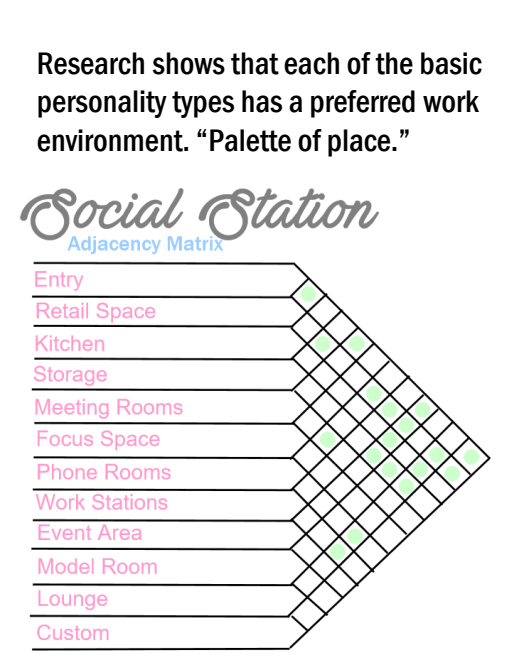




Social Station

"Pick your sweet spot."



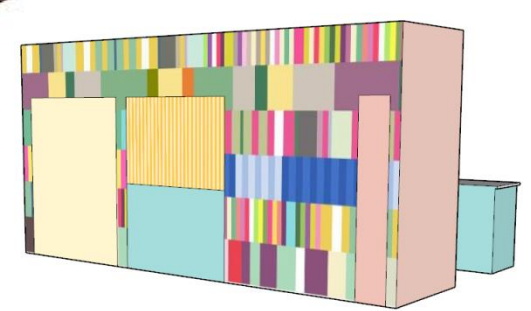
- Why make this your Third Space?
1. Natural light
 2. Flexible spaces
 3. Technology throughout
 4. Variety of work zones
 5. Open ambience & privacy
 6. Collaborative & social



Like the variety found in a mixed box of chocolates, the social station features work zones that fit each person's preferred work style.

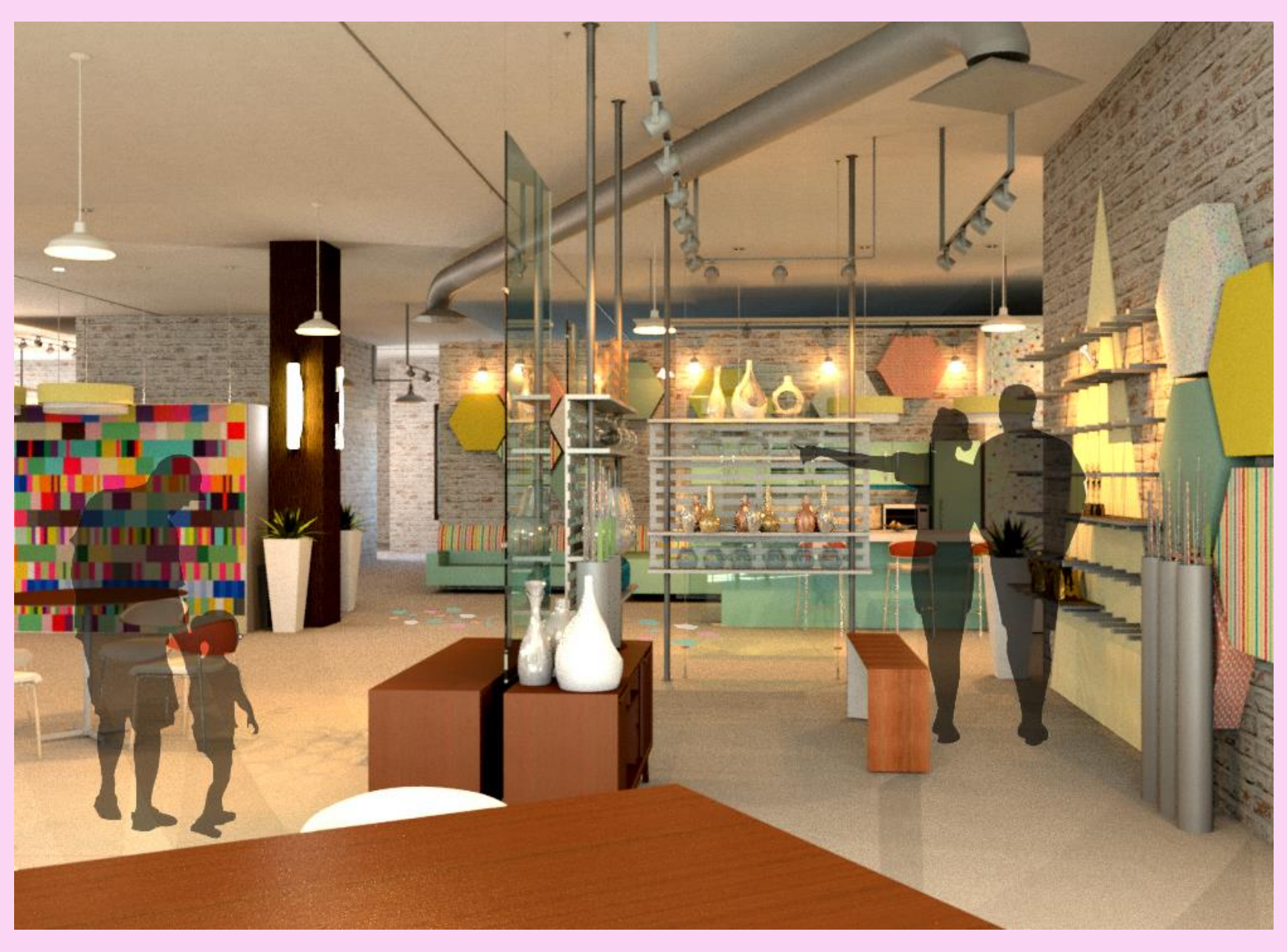


Custom retail pop up booth designed using Visual Magnetism for all wall coverings and signage. This side "closes up" to a flush wall when not in use (as pictured to the right).



Social Station:
Where retail meets community.

According to CBRE, retailers that become a third spaces expand their brand awareness. Other research indicates that the incorporation of convenience, service and experiences with seating, landscape, a connection to other retail and/or public activities makes people feel welcome and comfortable. Stop by and pick your sweet spot at the social station.

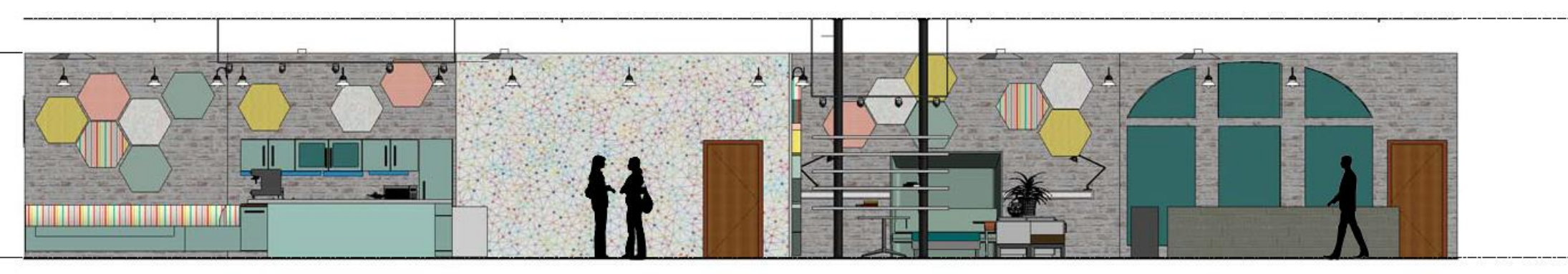


OFS: Riff, Aries, & Re:
First Office: Applause, Stacks, & Coact table, tablet & bench
Loewenstein: Skara, Madrid, Bendz, Banda & Bistro

Custom wayfinding: brand consistent with logo, colors and hexagonal shape found through the space.

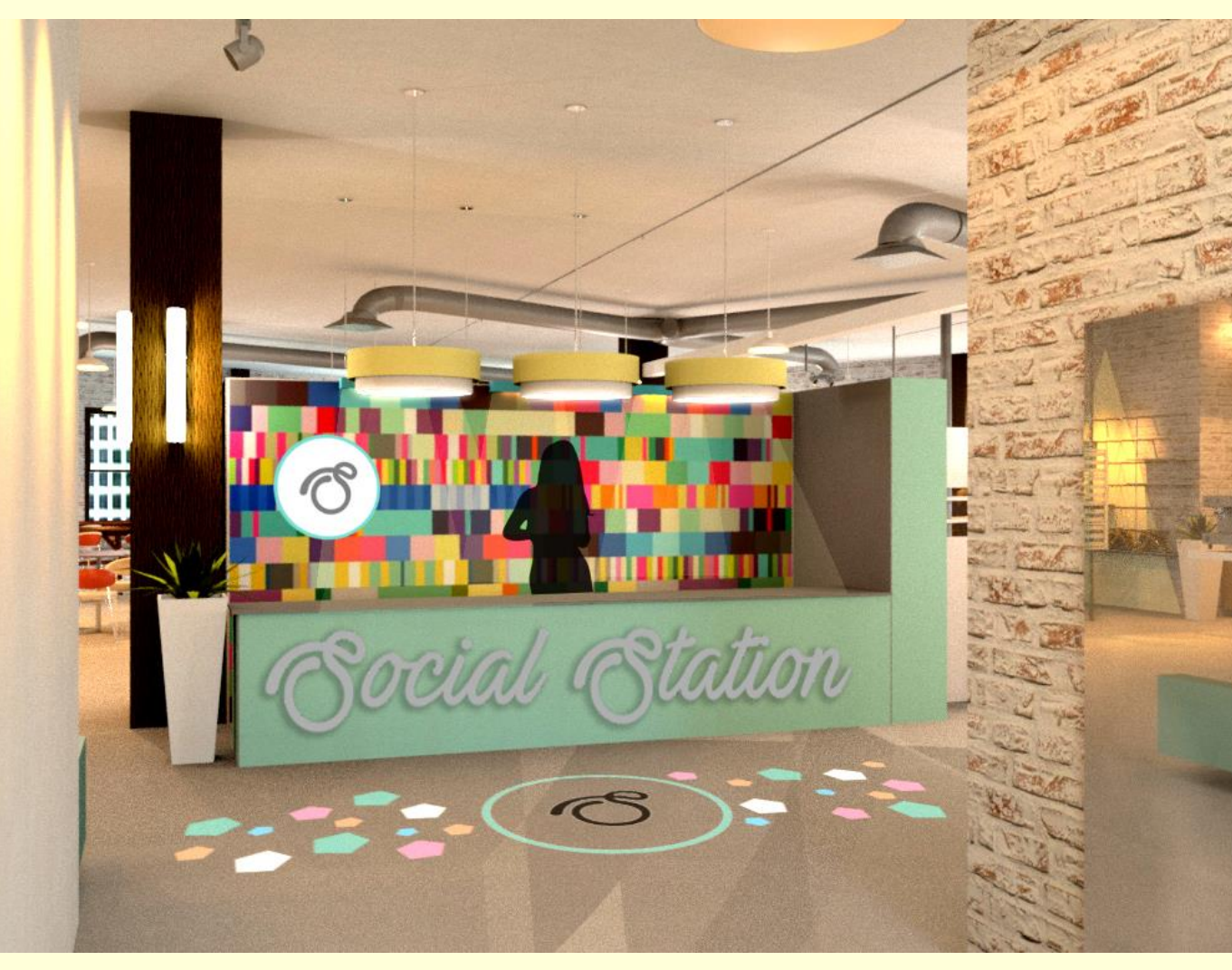


Maharam: Mode, Eucalyptus, Petal, & Lemon
Kravet: Gumdrop Stripe Confetti
Custom fabric: Twinkle Twinkle



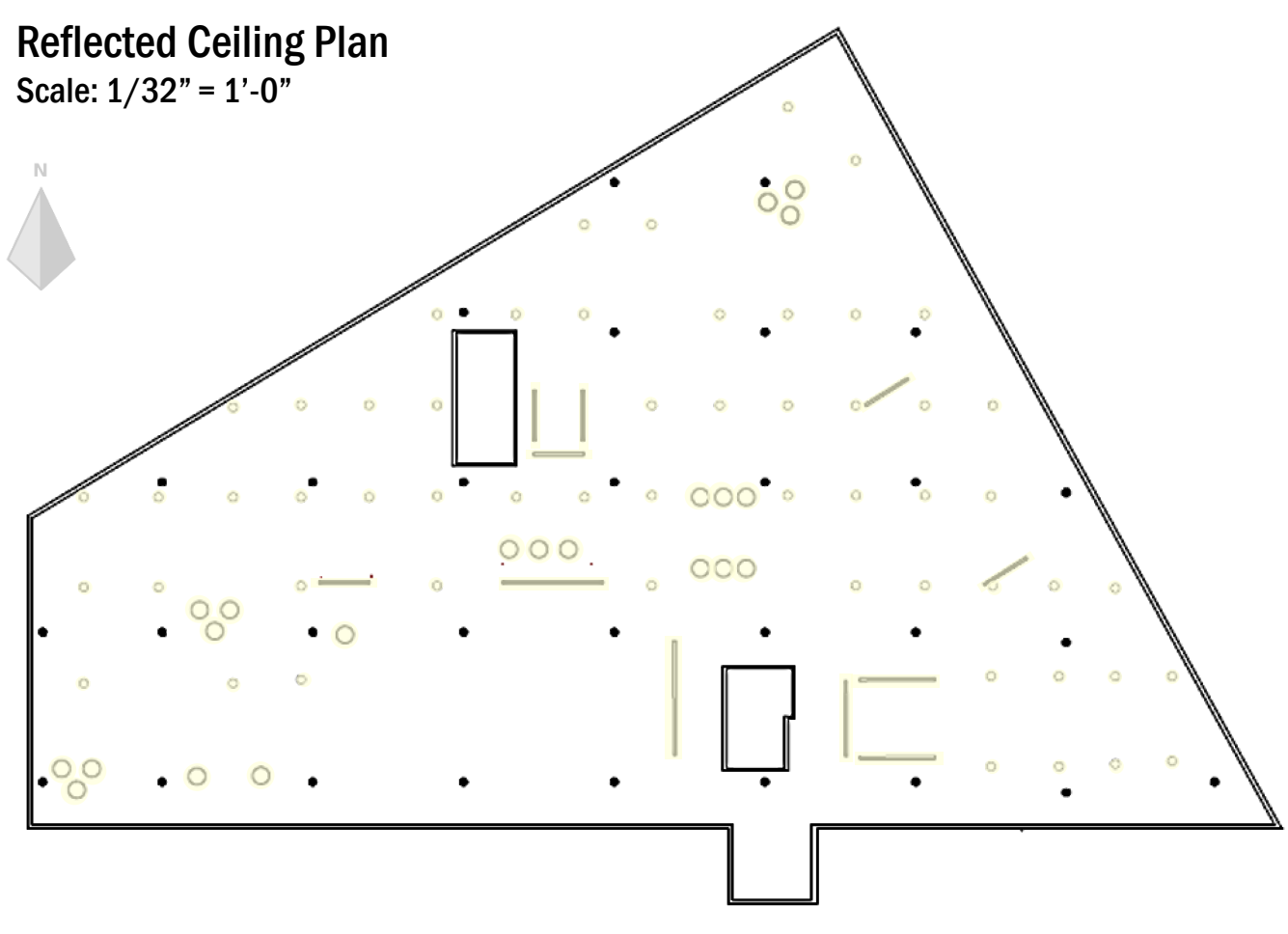
Social Station Concept

Soft pastels, exposed beams, and white-washed brick welcome you to the Social Station, where business, retail, and fun mingle daily. With its lighthearted atmosphere and casual seating, it's apparent that this is a modern hub of creativity, collaboration and entrepreneurship. With custom elements like peek-a-boo style work stations and puzzle-like retail booths, this boutique space will attract patrons looking for the perfect third space. After hours, this trendsetting, café-style business hub transforms from laptops and meetings to shopping, socializing, and entertainment - attracting all walks of life. Let this cheerful confectionary-themed space tempt your sweet tooth as it pays homage to the building's legacy as Brown's Crackers and Candy Co. Join us at the Social Station, where you get to pick your sweet spot.

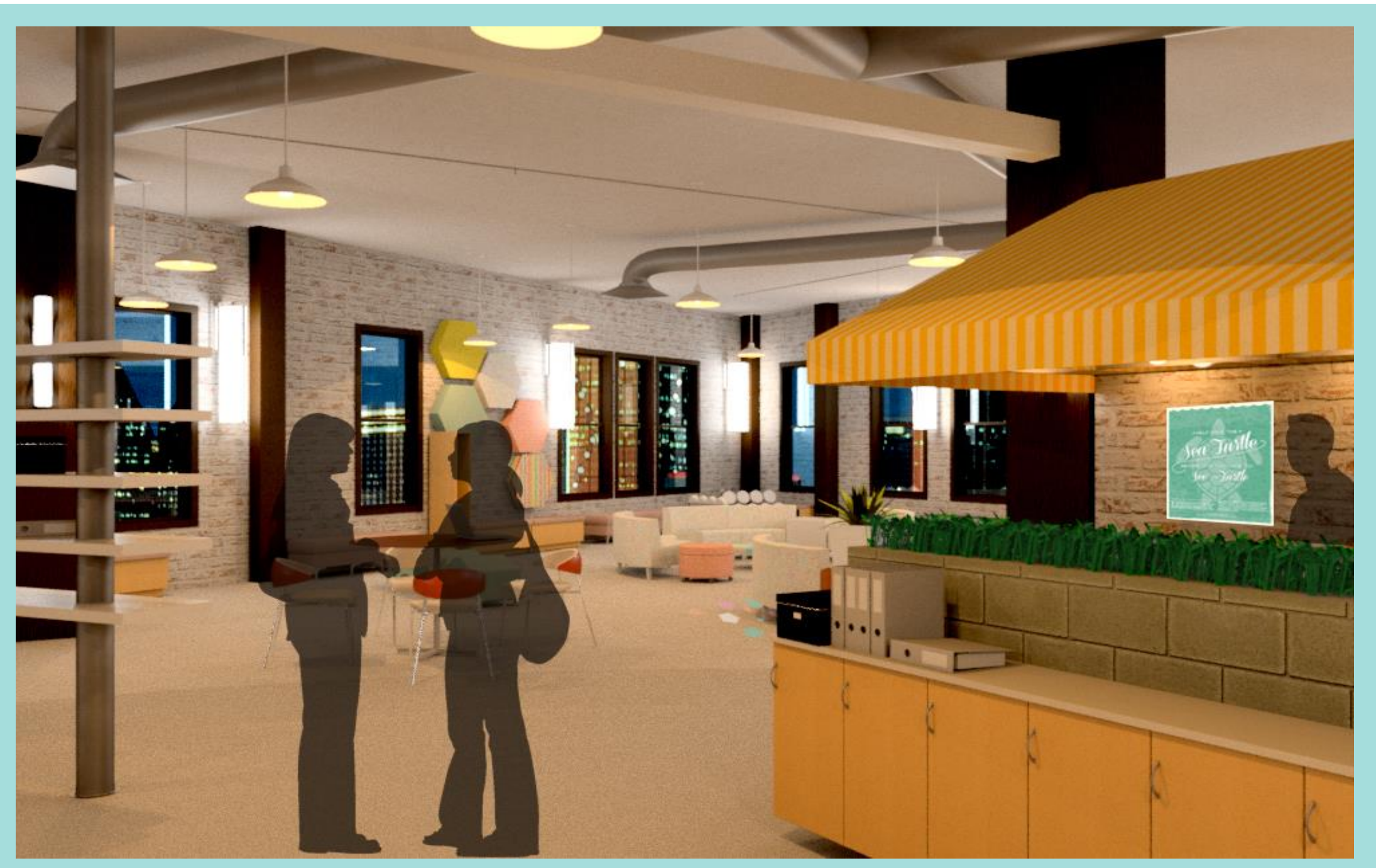


- RCP Key**
- Drum Pendant
 - Track Light
 - Up/Down Light Sconce
 - Pendant
 - HVAC Diffuser
 - Fire Sprinkler

Reflected Ceiling Plan
Scale: 1/32" = 1'-0"



Palette of Place Floorplan Key
Scale: 1/16" = 1'-0"



Additional custom elements:

- Adding flexibility to the retail space, custom display shelves were added to the existing architecture.
- Transformable shelving that retreat to the ceiling when not in use also helps facilitate quick change.
- Collapsible wall-mounted desks ensure provide additional versatility day or night.

