

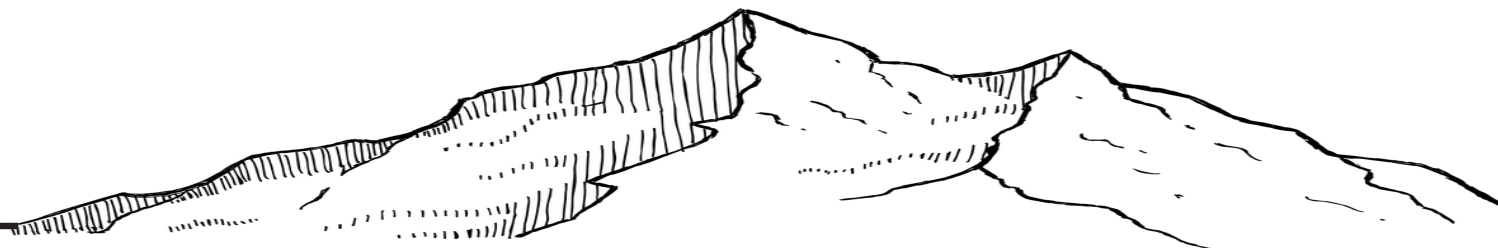
STUDIO III

# patagonia

MATTIE OVERMYER

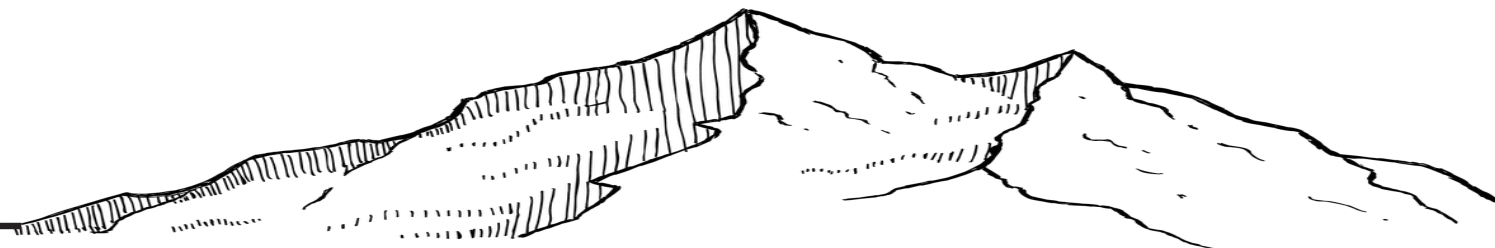


WHO IS  
**patagonia**



# patagonia

IS AN ENVIRONMENTALLY CONSCIOUS BRAND WHICH STRIVES TO MAKE SAVING THE ENVIRONMENT THEIR PRIMARY MISSION. THEY PRODUCE ATHLETIC WEAR AND GEAR FOR A VARIETY OF OUTDOOR SPORTS THAT ARE ABOUT IMMERSING ONESELF IN THE ENVIRONMENT INCLUDING ROCK CLIMBING, HIKING, BIKING, SURFING, ETC. THEY TAKE A MINIMALIST APPROACH TO DESIGN AND FOCUS ON SIMPLICITY AND UTILITY WHEN IT COMES TO DESIGNING THEIR CLOTHING, SOURCING SUSTAINABLY AT EVERY OPPORTUNITY.

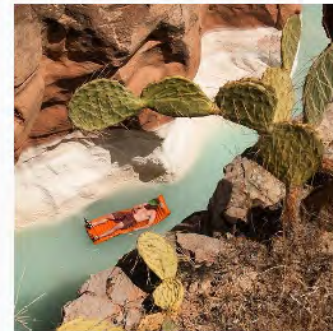
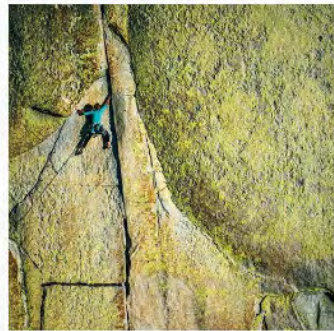
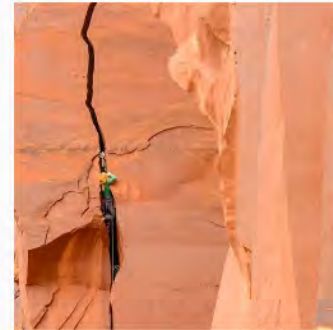


"OUR VALUES REFLECT THOSE OF A BUSINESS STARTED BY A BAND OF **CLIMBERS AND SURFERS**, AND THE **MINIMALIST** STYLE THEY PROMOTED. THE APPROACH WE TAKE TOWARD PRODUCT DESIGN DEMONSTRATES A BIAS FOR **SIMPLICITY AND UTILITY**."



"AT PATAGONIA, WE APPRECIATE THAT ALL **LIFE ON EARTH** IS **UNDER THREAT** OF **EXTINCTION**. WE AIM TO USE THE RESOURCES WE HAVE- OUR BUSINESS, OUR INVESTMENTS, OUR VOICE AND OUR IMAGINATIONS- TO **DO SOMETHING ABOUT IT**."

# The "Dirtbag"



AGE: MIDDLE-AGED TYPICALLY 30-50 Y/O

GENDER: MALE/FEMALE RATIO: 60/40

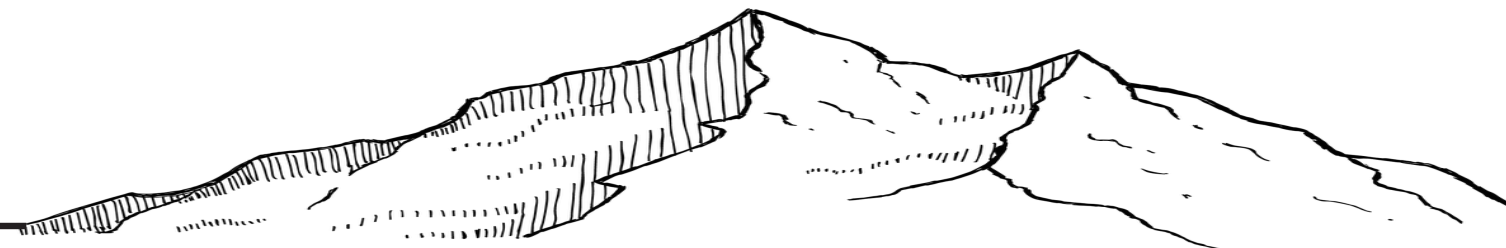
**WORK NEEDS:** COLLABORATIVE SPACES, OPEN CONCEPT FOR COMMUNICATION, SOCIALIZATION SPACES, LARGE WORK TABLES FOR DESIGNING AND VIEWING PRODUCTS, MEETING SPACES, POTENTIAL EXERCISE/OUTDOOR-ORIENTED SPACE REFLECTING COMPANY VALUES

**WORK/LIFE BALANCE:** COMPANY ENCOURAGES EMPLOYEES TO HAVE HOBBIES OUTSIDE OF WORK ESPECIALLY THOSE WHICH ARE OUTDOOR-ORIENTED, WANT EMPLOYEES TO FIND INSPIRATION IN NATURE

**INTERESTS:** HIKING, ROCK CLIMBING, SURFING, GARDENING, SUSTAINABILITY, ENVIRONMENTAL ACTIVISM, PASSIONS FOR THINGS OUTSIDE THEMSELVES

THE USER IS SOMEONE WHO IMMERSSES THEMSELVES IN THE ENVIRONMENT AND SHARES A PASSION FOR THE OUTDOORS OR SOMETHING "OUTSIDE THEMSELVES" WHETHER IT BE GARDENING, SURFING, THE OPERA, OR COMMUNITY ACTIVISM.

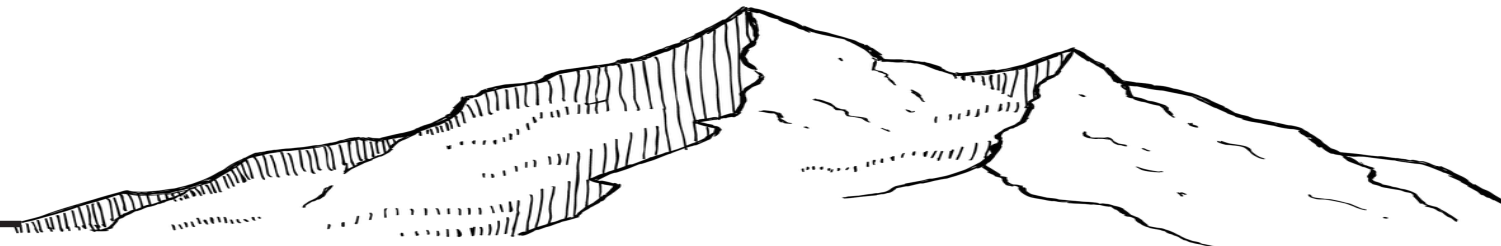
AS AN OUTDOOR CLOTHING COMPANY, PATAGONIA VALUES HIRING EMPLOYEES WHO ARE OUTDOOR-ORIENTED AND CAN RELATE TO THE PRODUCT.



HEADQUARTERS IN

**savannah, ga**

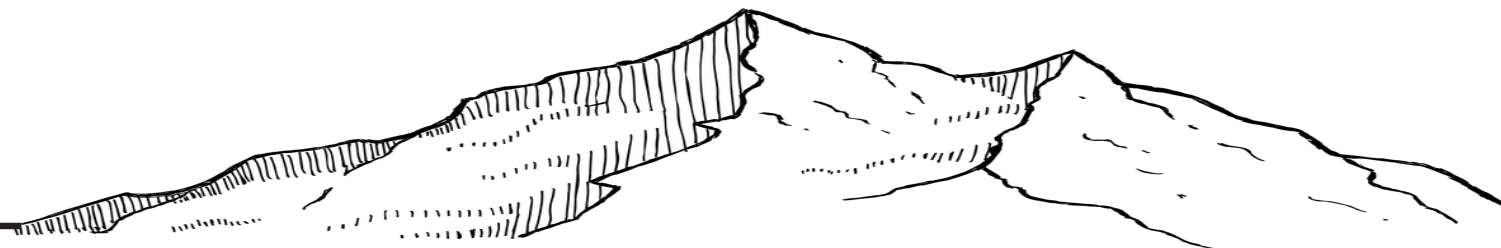
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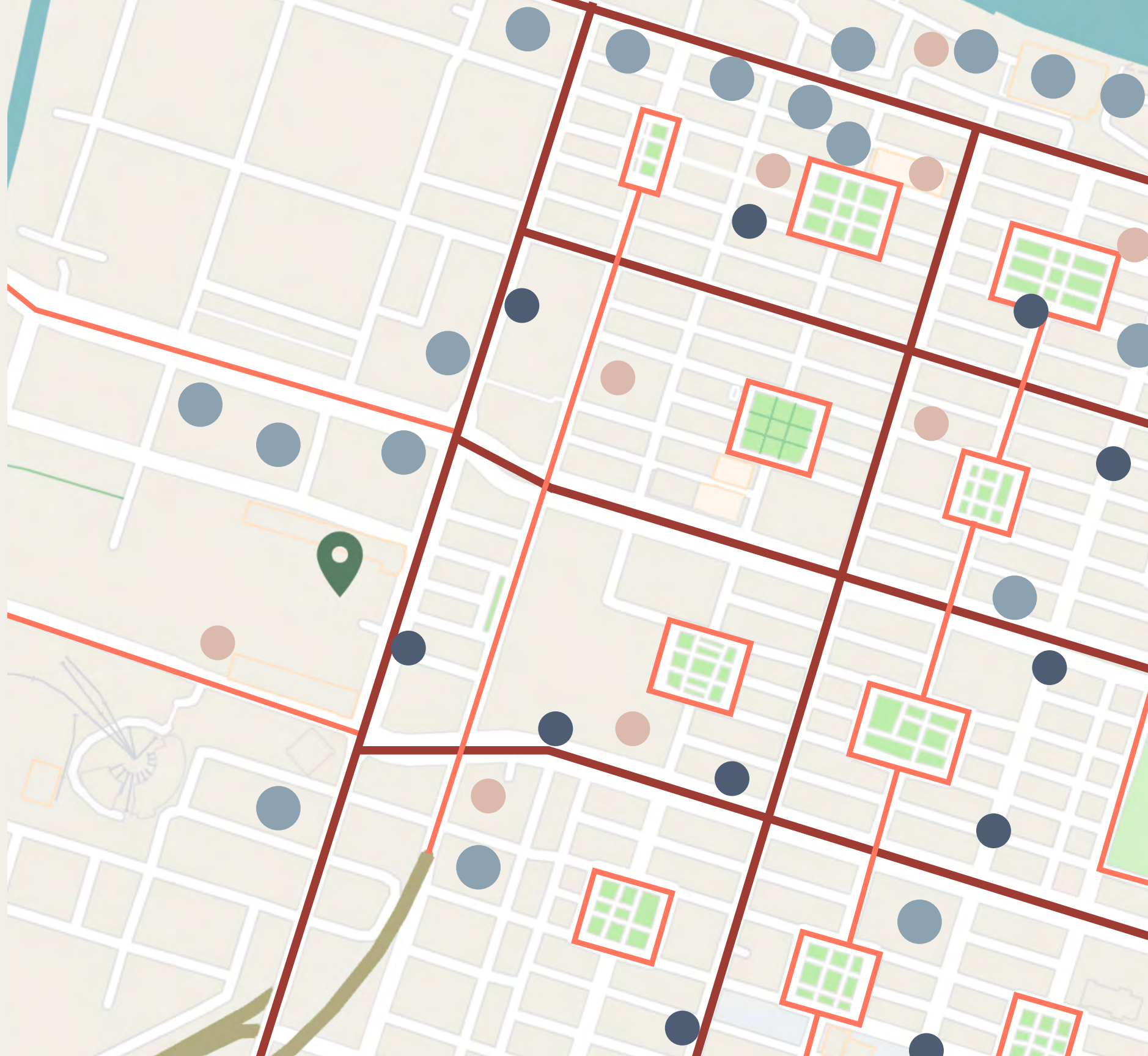
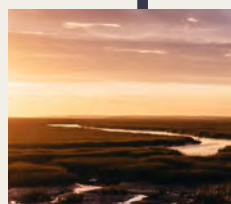
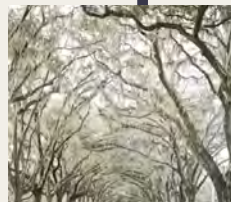
# savannah, ga

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IS THE PERFECT PLACE FOR PATAGONIA'S NEW HEADQUARTERS, THIS "WALK-ABLE" CITY OFFERS MANY OUTDOOR ACTIVITIES, DUE TO ITS LOCATION NEAR THE BEACH AND PARKS LOCATED THROUGHOUT THE CITY. PATAGONIA WORKERS WILL THRIVE IN THE SAVANNAH ATMOSPHERE AND WILL FIND MANY OPPORTUNITIES FOR ADVENTURE.

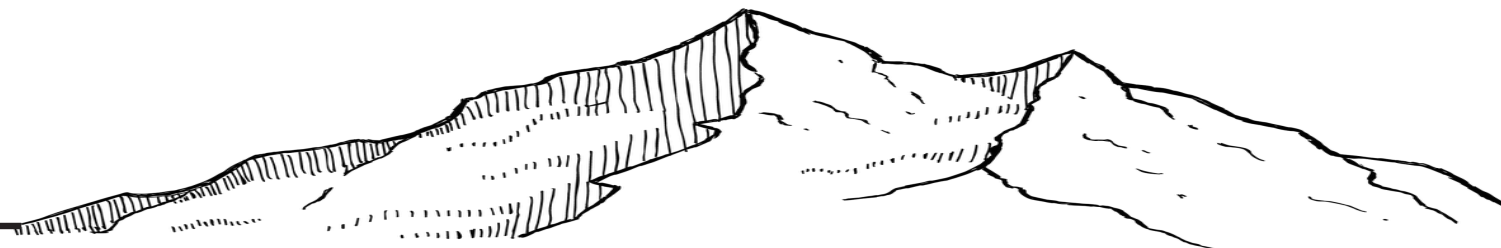


📍 229 MARTIN LUTHER KING JR. BLVD.  
**SAVANNAH, GEORGIA**



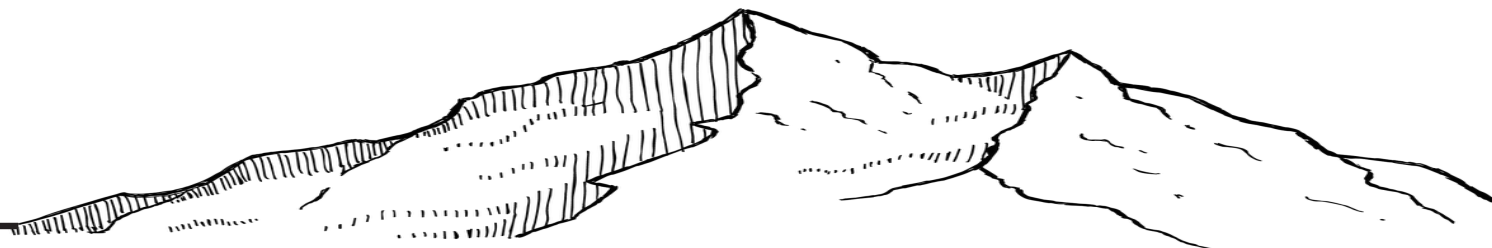


CONCEPT:  
**interwoven**

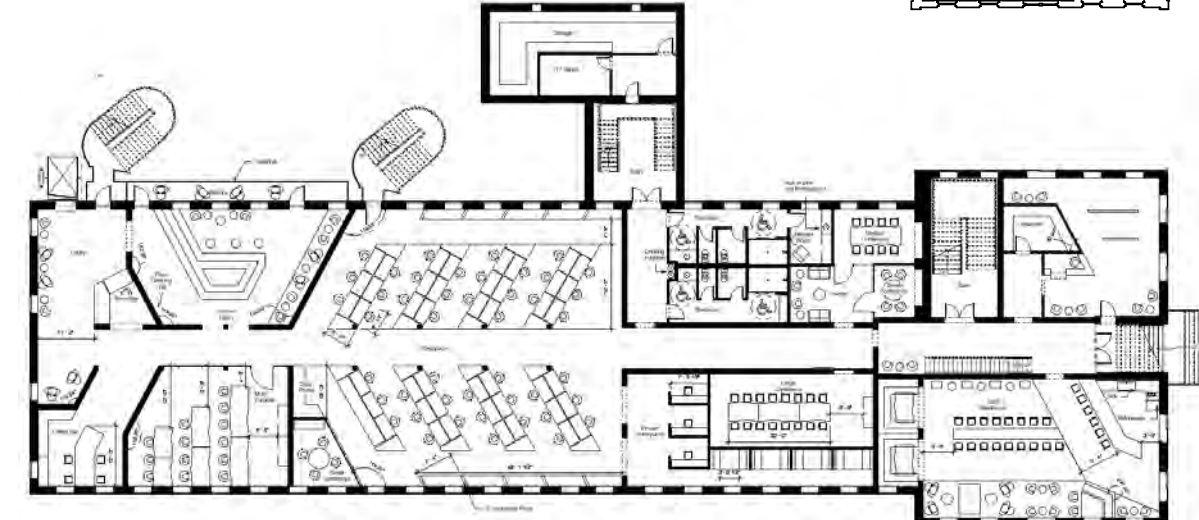
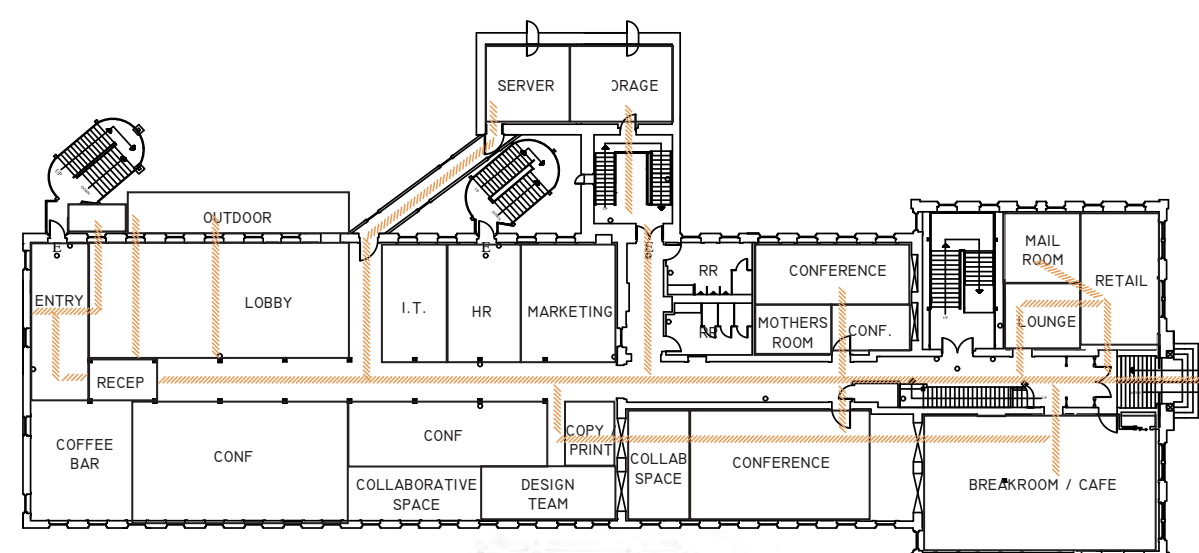
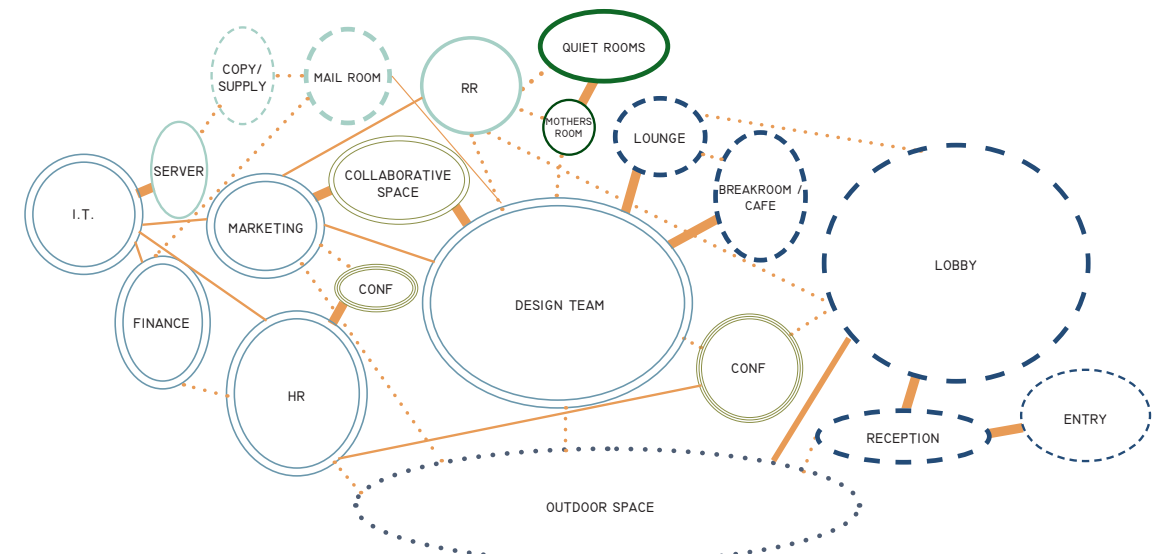
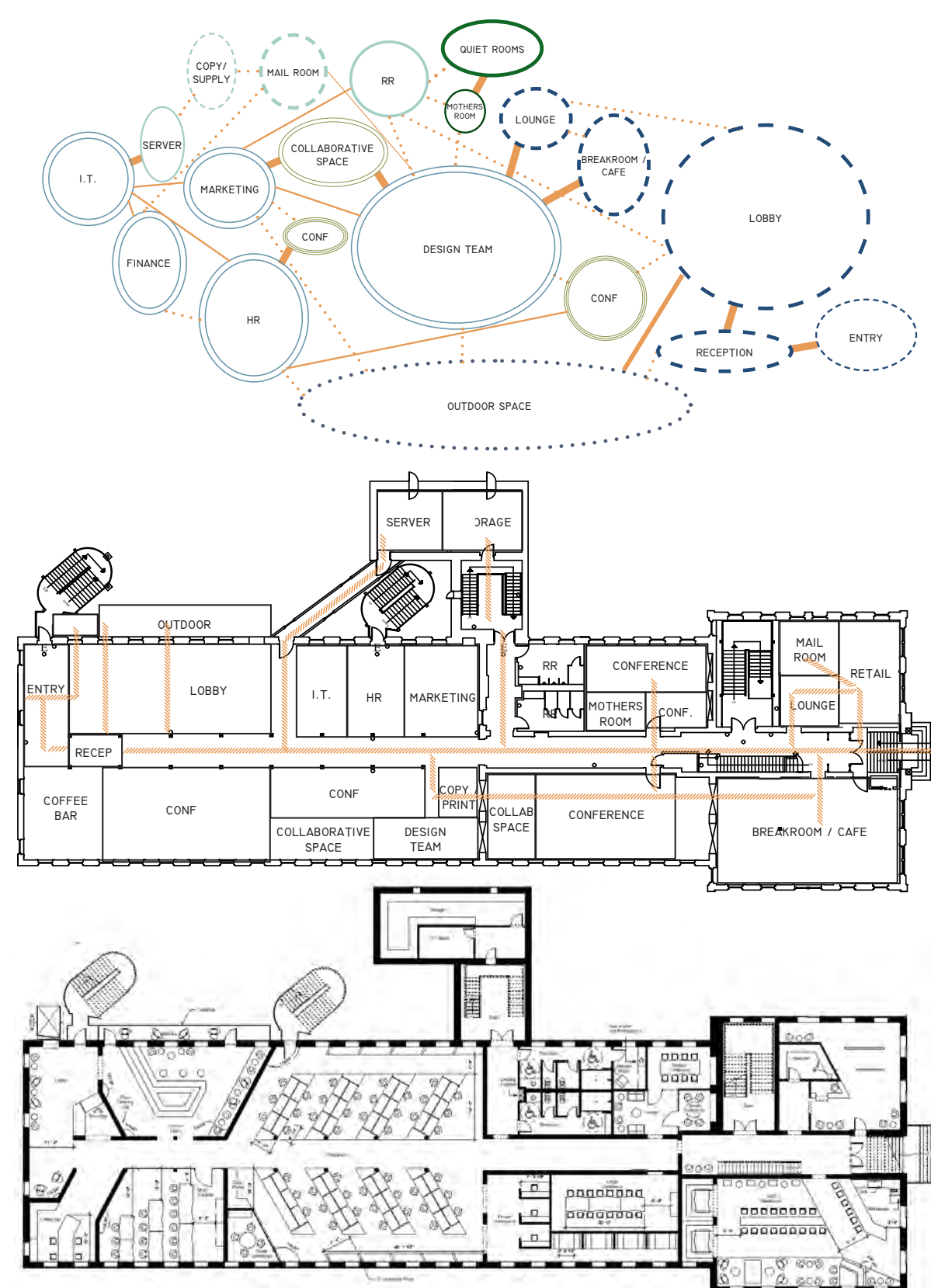


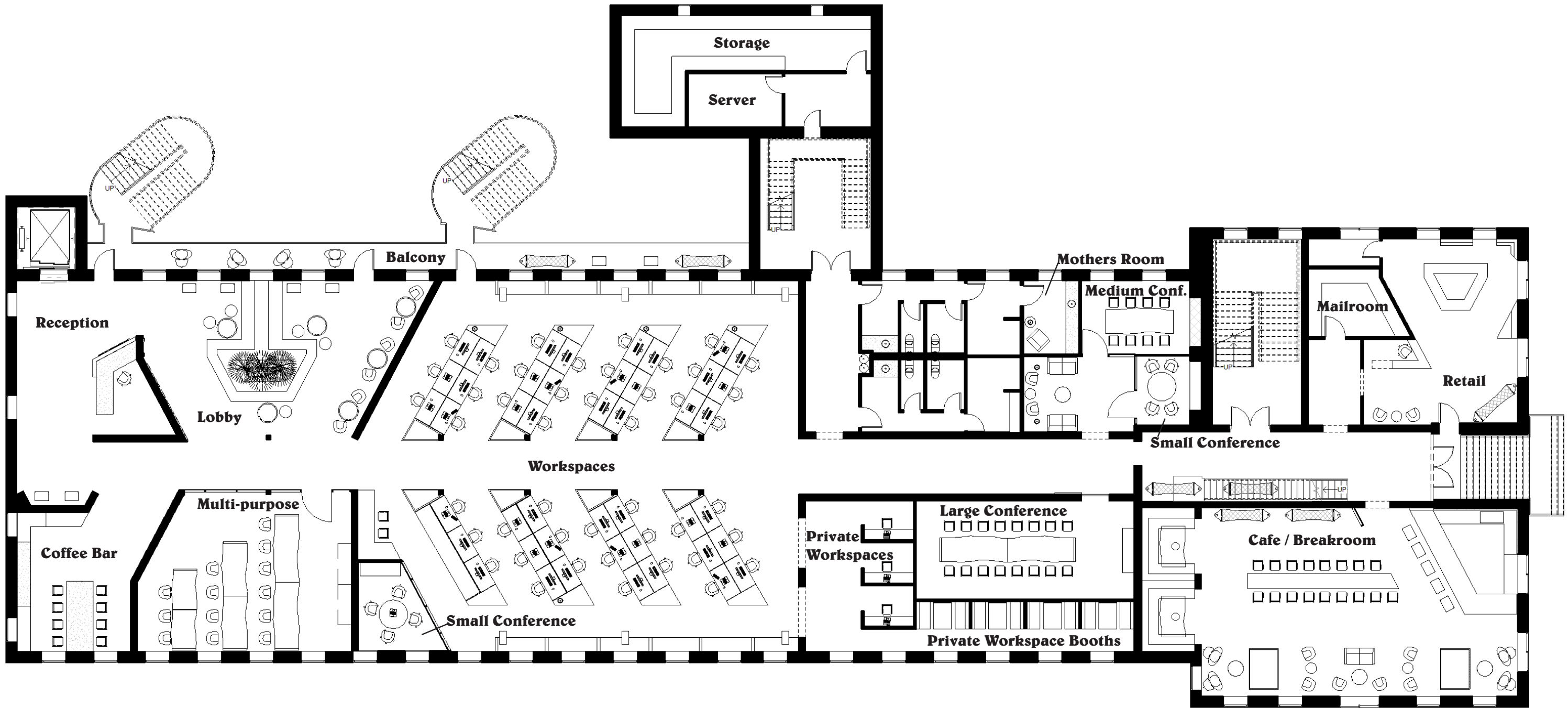
# interwoven

THE NOTION OF BEING ACTIVELY INTERWOVEN INTO CREATION WILL INVENT A SPACE WHICH SPARKS INSPIRATION FOR THE USERS TO BECOME IMMERSED IN THEIR EVERYDAY LIFE. THE USER'S WORK LIFE WILL COMPLEMENT THEIR VARIOUS PERSONAL ADVENTUROUS HOBBIES. BY EMBODYING A PLAYFUL, FUNCTIONAL DESIGN WHILE INCORPORATING MOMENTS OF CONNECTION BETWEEN HUMAN AND NATURE, THIS SPACE WILL EMPHASIZE THE ORGANIC FORMS. THE INTERWOVEN ASPECTS OF NATURE, "WORK" AND THE OUTSIDE LIVES OF THE EMPLOYEES WILL ENHANCE THE HARMONIOUS SPACE.

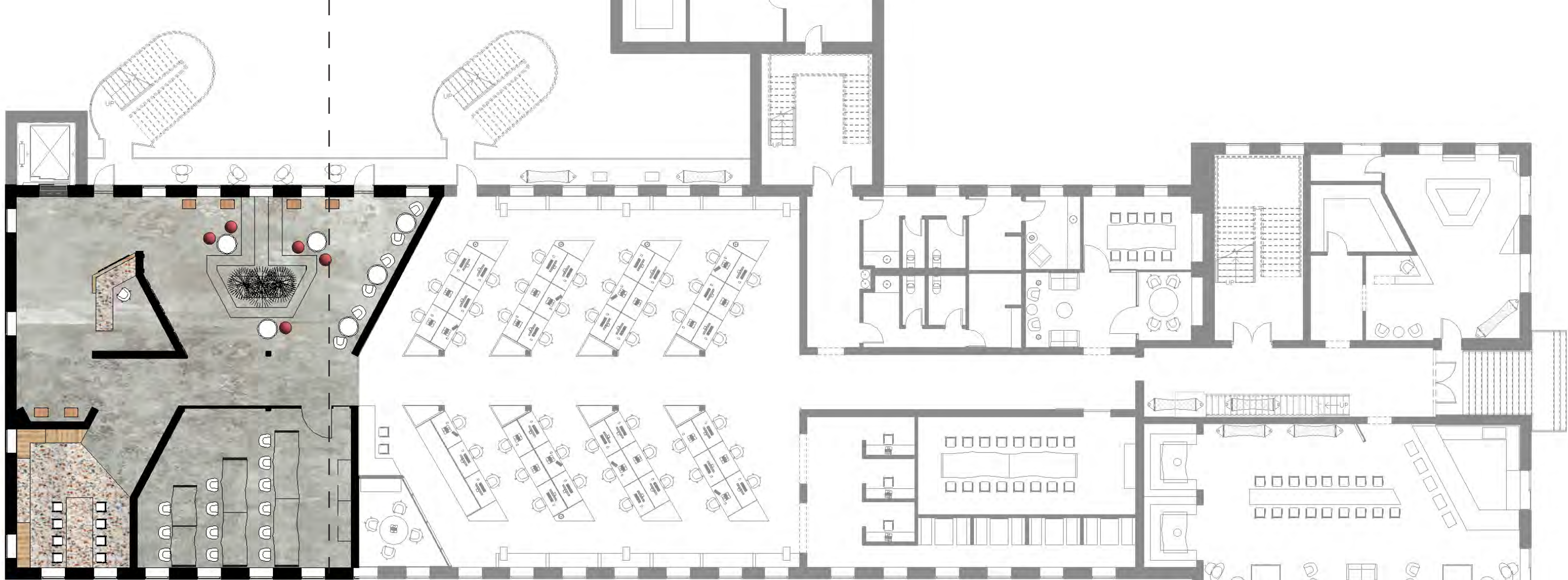


















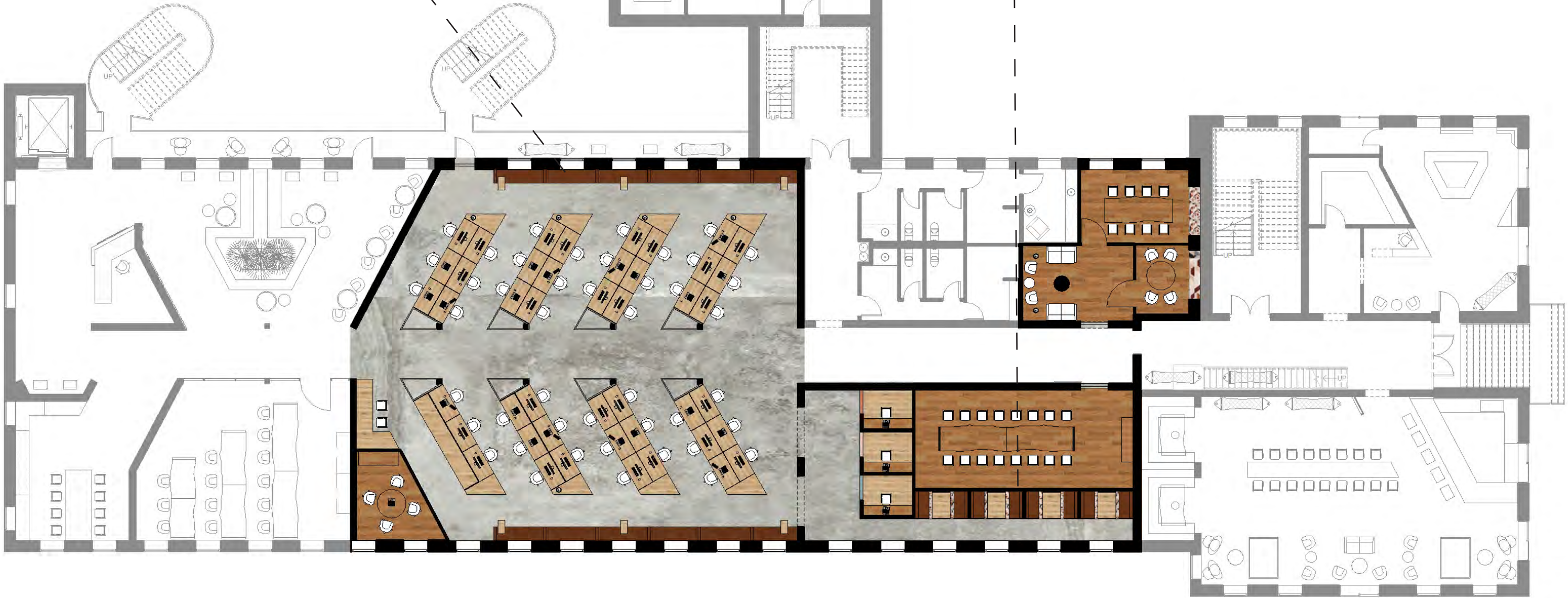
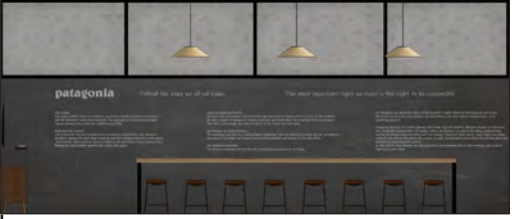
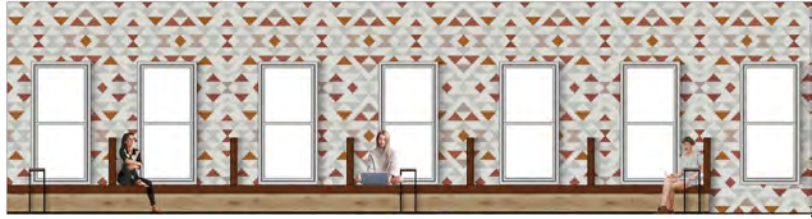
WELCOME

THIS CUSTOM DESIGNED RECEPTION  
DESK MADE FROM ALL RECYCLED  
MATERIALS REINFORCES  
PATAGONIA'S CORE VALUES WHILE  
CREATING A DESIGN FOCAL POINT.





Climb a  
tain  
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Chouinard







# OPPORTUNITIES

THE OFFICE WILL HAVE MANY OPPORTUNITIES OF EXPLORATION AND DIFFERENT PLACES TO WORK. THESE THREE ROOMS ARE "QUIET WORK ROOMS" FOR A SINGLE USER TO COME AND WORK ALONE.



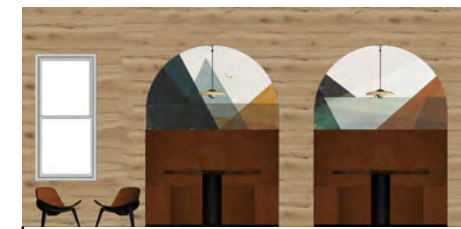
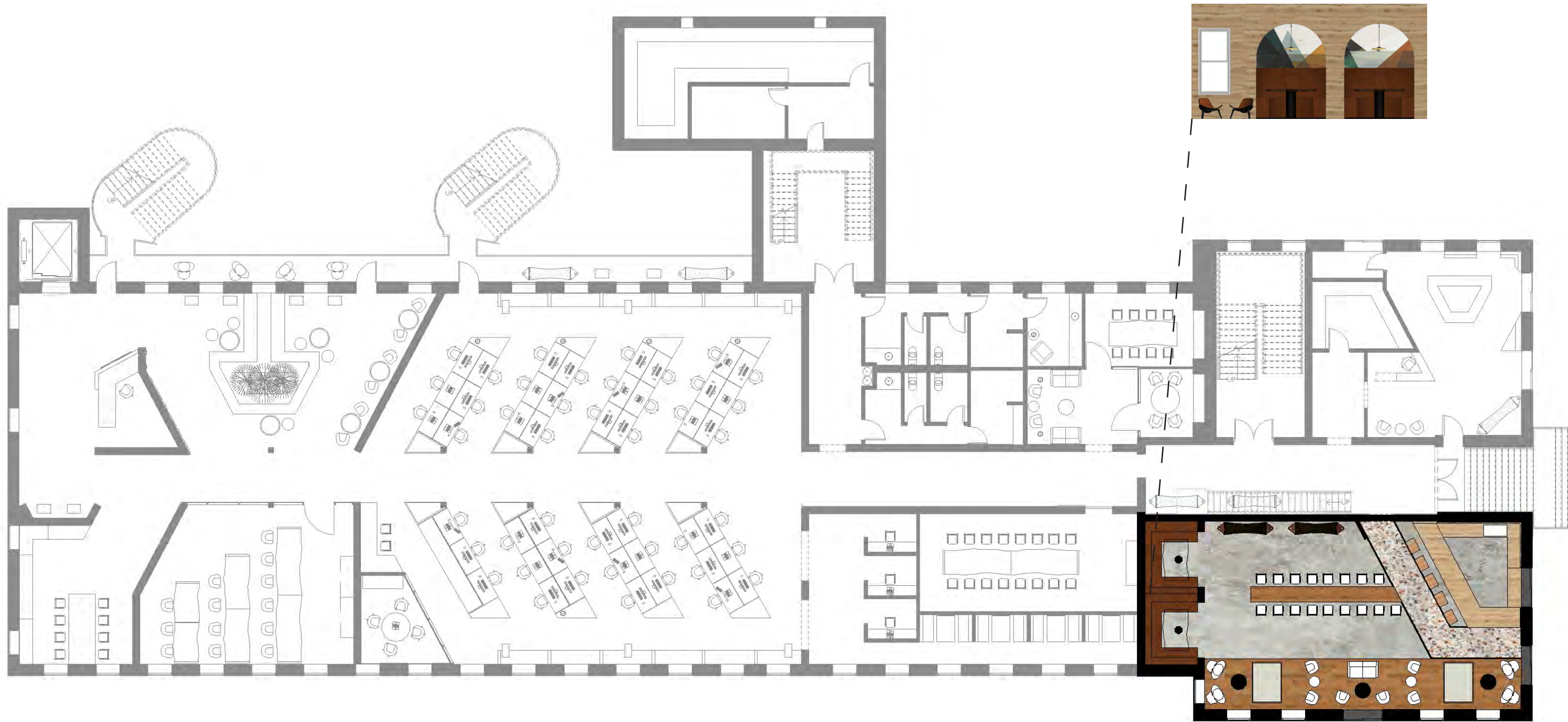




## COLLABORATION

THROUGHOUT THE SPACE ARE A WIDE VARIETY OF CONFERENCE AND COLLABORATION ROOMS, EACH HAS A DIFFERENT FEELING, SO THE USER CAN CHOOSE WHICH ROOM WILL MEET THEIR SPECIFIC NEEDS FOR THEIR TASK.





# patagonia

COFFEE MENU  
PRESSO Americano  
Cappuccino  
Latte AU Lait  
ESPRESSO  
Cappuccino  
Latte AU Lait  
ESPRESSO  
Cappuccino  
Latte AU Lait

SUPERFOOD SMOOTHIES  
ADVANCED BERRY BLEND  
SUNRISE SMOOTHIE  
SANTITAS BLEND  
SLEEK GREEN PROTEIN  
THE CORE  
SLEEK GREEN PROTEIN  
THE CORE  
SLEEK GREEN PROTEIN  
THE CORE

INSPIRE: eat well. Craft fine.  
love you more  
WE ARE SO GOOD together  
Let's go SOMEWHERE

DO WHAT MAKES YOU happy  
FALL in love WITH MOMENTS





## AT HOME

THE CAFE / BREAK ROOM SHOULD FEEL AS IF THE USER IS JUST SITTING IN THEIR LIVING ROOM AND DINING ROOM WITH THEIR FRIENDS. WITH MANY OPTIONS OF SEATING THE USER CAN CHOOSE HOW COMFORTABLE THEY WANT TO GET IN THE SPACE.

