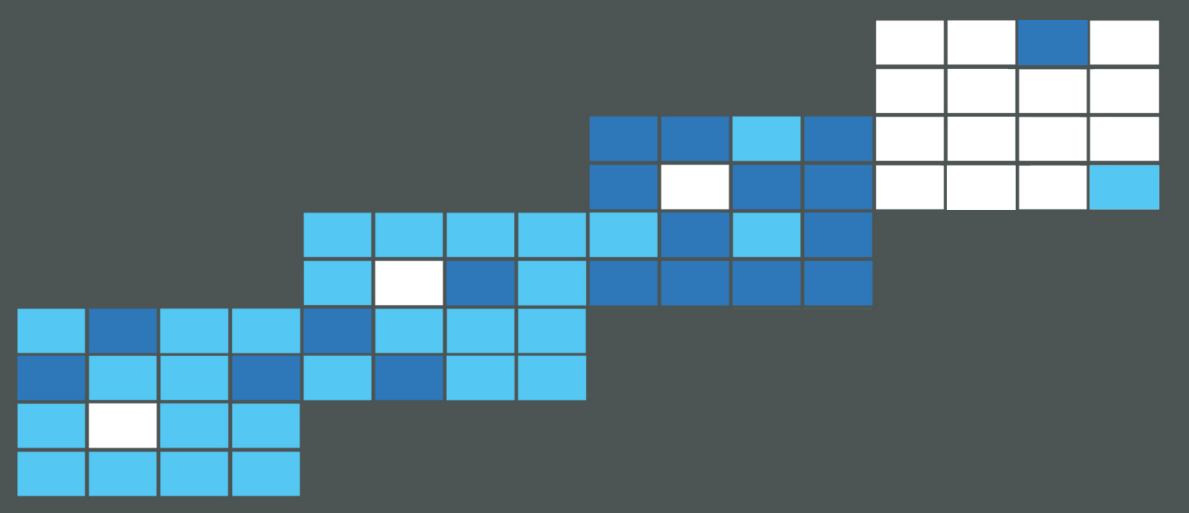


COOPER

acclimating the workplace



Brett Lagerberg Texas A&M University | Spring 2018

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GoPro
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Design

12

Design
Design progression and
design decisions.





GoPro

Ten years ago, one man had an idea. He wanted to share his surfing adventures with the world, creating a wrist mounted camera to do just that. This simple idea soon metabolized into a multi-million dollar industry and a fearless brand. This is when GoPro was born.

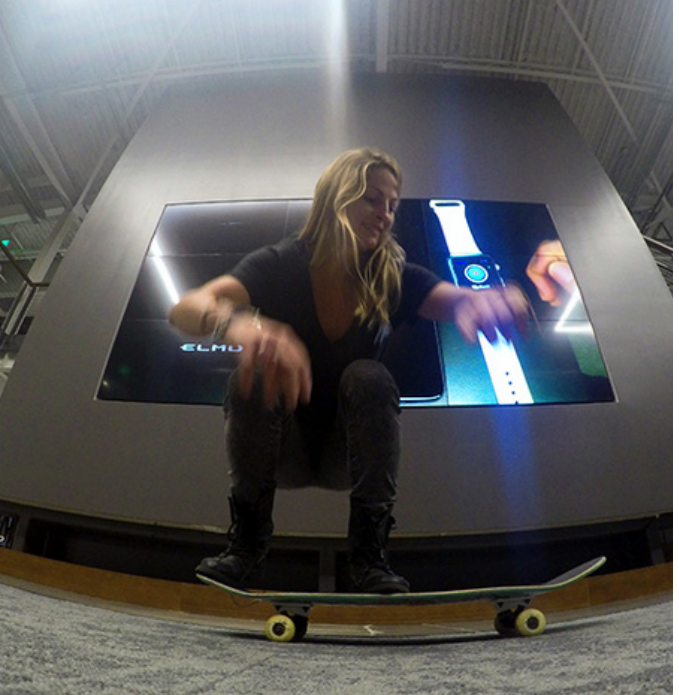
The Camera

A GoPro camera is versatile, sleek, durable and portable. It's a compact piece of innovative optical technology, meant for all terrain, all weather and all extremities. The camera allows people to capture images and point of views rarely seen by anyone other than the athlete, allowing them to share their perspectives with the world. Nicholas Woodman, the GoPro CEO and Founder, pens their mission as "Enabling you to share your life through incredible photos and videos by capturing, creating and sharing the world's most GoPro perspective with versatile cameras." "GoPro" as a statement is as bold as it gets. This product gives amateurs the technology and capabilities to document their adventures that only professionals possessed before.



Who are they?

GoPro as a whole is a relatively young company, employing many of their own users as designers, testing subjects and marketers. The culture of the company is about all being pioneers, inspiring those around them to - go pro. Their employees are largely active, casual, ambitious and adventurous; hardly following the traditional and antiquated corporate compass. They're a perfect example of how a relatively new business, with young employees and a youthful target demographic operate their company, which makes them a prime candidate for an office renovation.



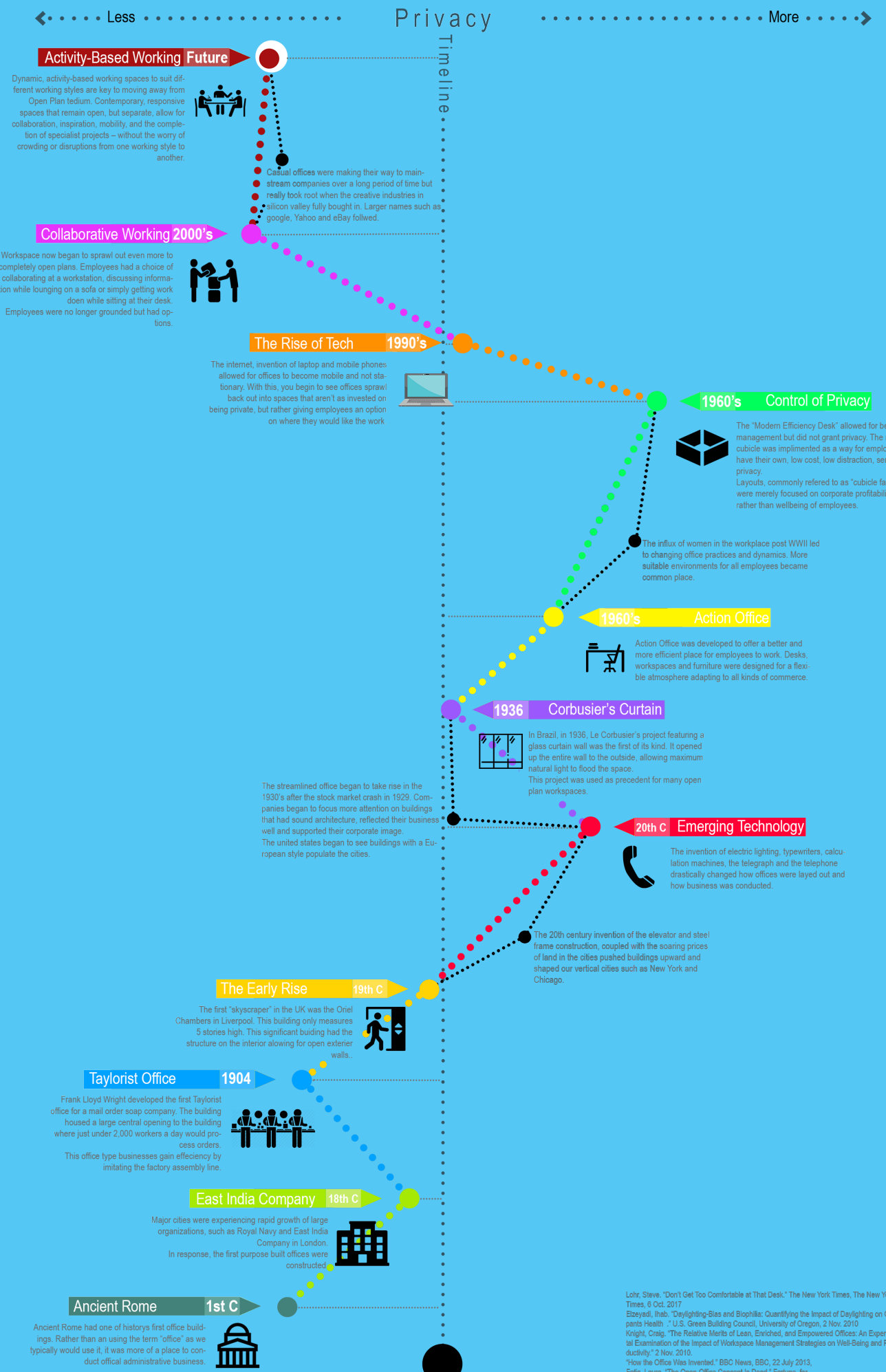
Acclimation of the Workplace

The workforce has been completely retooled yet they are still forced to operate and adapt to the same out-dated environments.

The multi-employee workplace has been in constant metamorphosis since its conception some three hundred years ago. These spaces have been in a continuous transformative state that now adapt to the public and private requirements of business. What were once a bevy of walled off spaces, where employees conducted business privately in the confines of their office, are now collaborative and contemporary spaces, with the sole intent to draw inspiration from personal interactions and the mood of its built environment. Rather than walls, a telephone, a computer and a desk, workspaces are now dynamic, activity-based settings to cater to different styles of work. Architecture and design have a direct impact on how employees operate and a business is run. By manipulating human interaction, work habits and the boundary between individual work and collaboration, companies are becoming more productive and more enjoyable places to work.

The Evolution of Office Design

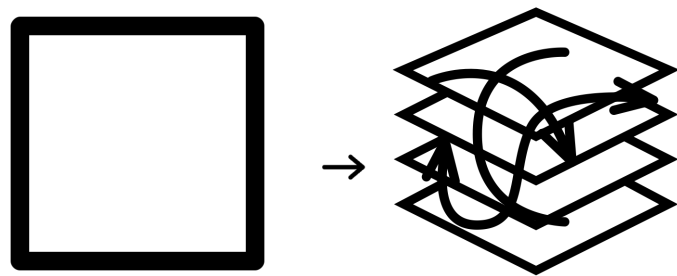
Past to Future
Brett Lagerberg



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Knight, Craig. "The Relative Merits of Lean, Enriched, and Empowered Offices: An Experimental Examination of the Impact of Workplace Management Strategies on Well-Being and Productivity." 2 Nov. 2018.
"How the Office Was Invented." BBC News, BBC, 22 July 2013.
Enle, Laura. "The Open-Office Concept Is Dead." Fortune, fortune.com/2016/05/12/the-open-office-concept-is-dead/

Design





Design Constraints

"The GoPro camera is deceptively simple in form, yet highly complex."

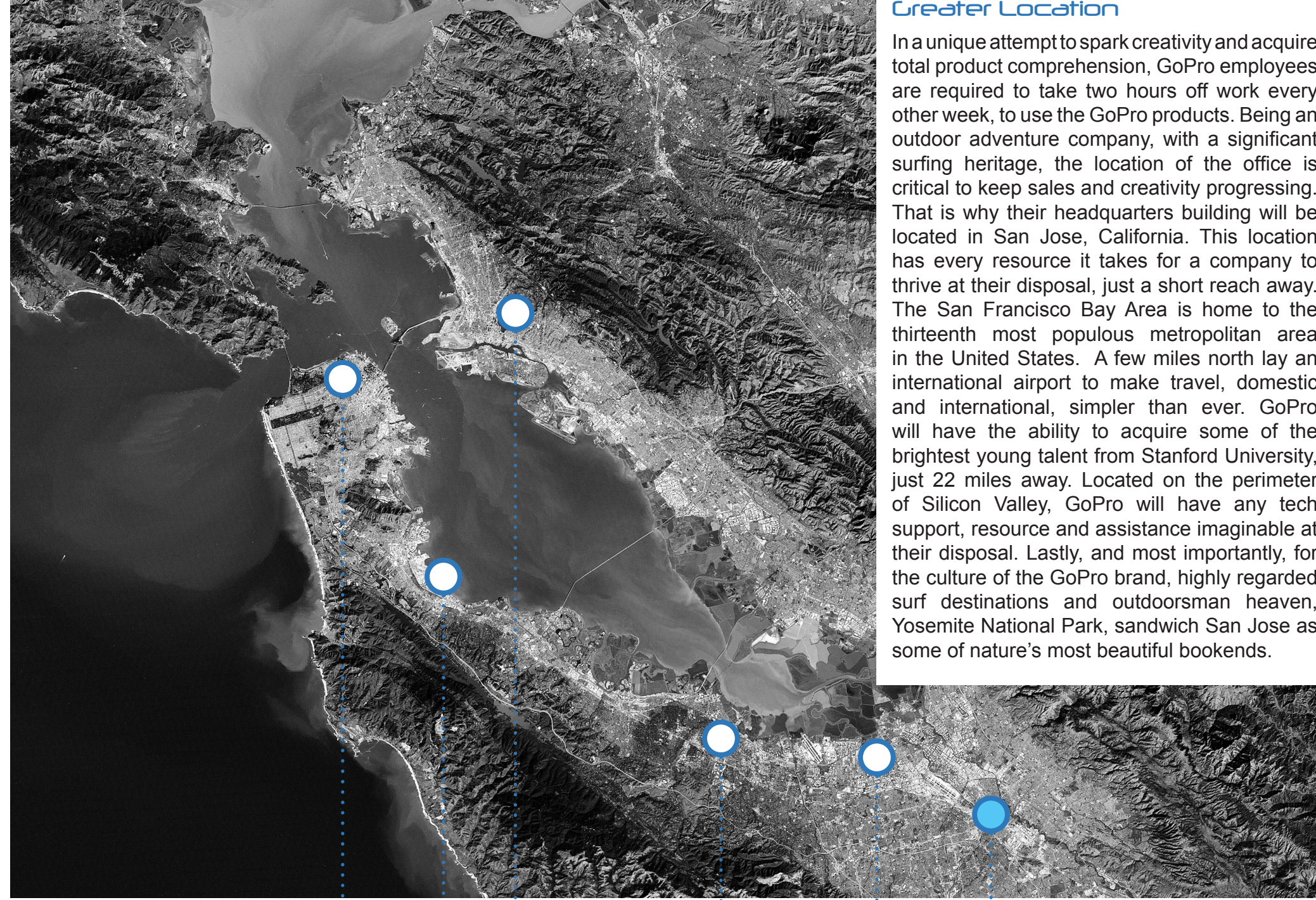
GoPro cameras were designed to use nature as a backdrop and a human subject as the focal point. This notion was present and key in the schematic and conceptual design phases of the building. The GoPro camera is deceptively simple in form, yet highly complex. In form, the camera only acts in two vertical planes, the body and the lens. The lens is the only projection straying from the perimeter of the camera body. This lens volume houses a significant amount of layers, detail and optical technology. These same constraints were strictly obeyed and reflected while designing their new building.



Simplicity



Complexity



Greater Location

In a unique attempt to spark creativity and acquire total product comprehension, GoPro employees are required to take two hours off work every other week, to use the GoPro products. Being an outdoor adventure company, with a significant surfing heritage, the location of the office is critical to keep sales and creativity progressing. That is why their headquarters building will be located in San Jose, California. This location has every resource it takes for a company to thrive at their disposal, just a short reach away. The San Francisco Bay Area is home to the thirteenth most populous metropolitan area in the United States. A few miles north lay an international airport to make travel, domestic and international, simpler than ever. GoPro will have the ability to acquire some of the brightest young talent from Stanford University, just 22 miles away. Located on the perimeter of Silicon Valley, GoPro will have any tech support, resource and assistance imaginable at their disposal. Lastly, and most importantly, for the culture of the GoPro brand, highly regarded surf destinations and outdoorsman heaven, Yosemite National Park, sandwich San Jose as some of nature's most beautiful bookends.

San Francisco Bay



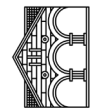
San Francisco, California



San Francisco International Airport



Oakland, California



Stanford University



Silicon Valley



San Jose, California

Site Location

GoPro's Headquarters building will sit at 167 W Santa Clara St, directly across from San Jose City Hall, a Richard Meier project. Interestingly, this site is at the convergence point of a couple different districts (Residential, Business and University), making it an eclectic location with many references to respect and reflect.



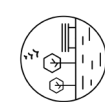
San Jose, California



Guadalupe Fwy



Downtown San Jose



St. James Park



GoPro Headquarters



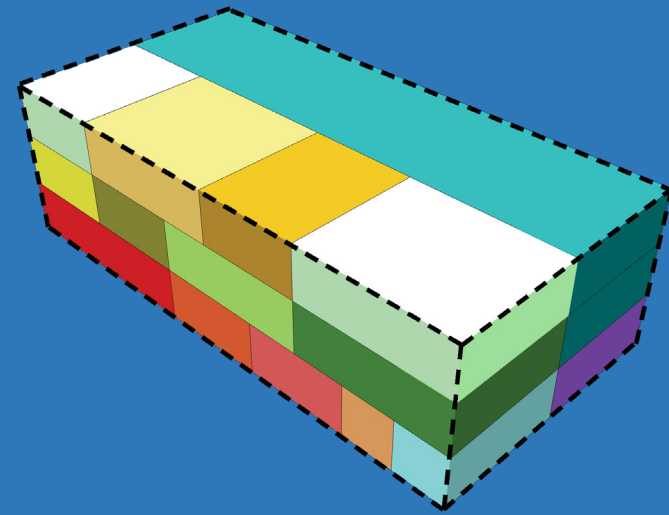
San Jose City Hall



San Jose State University

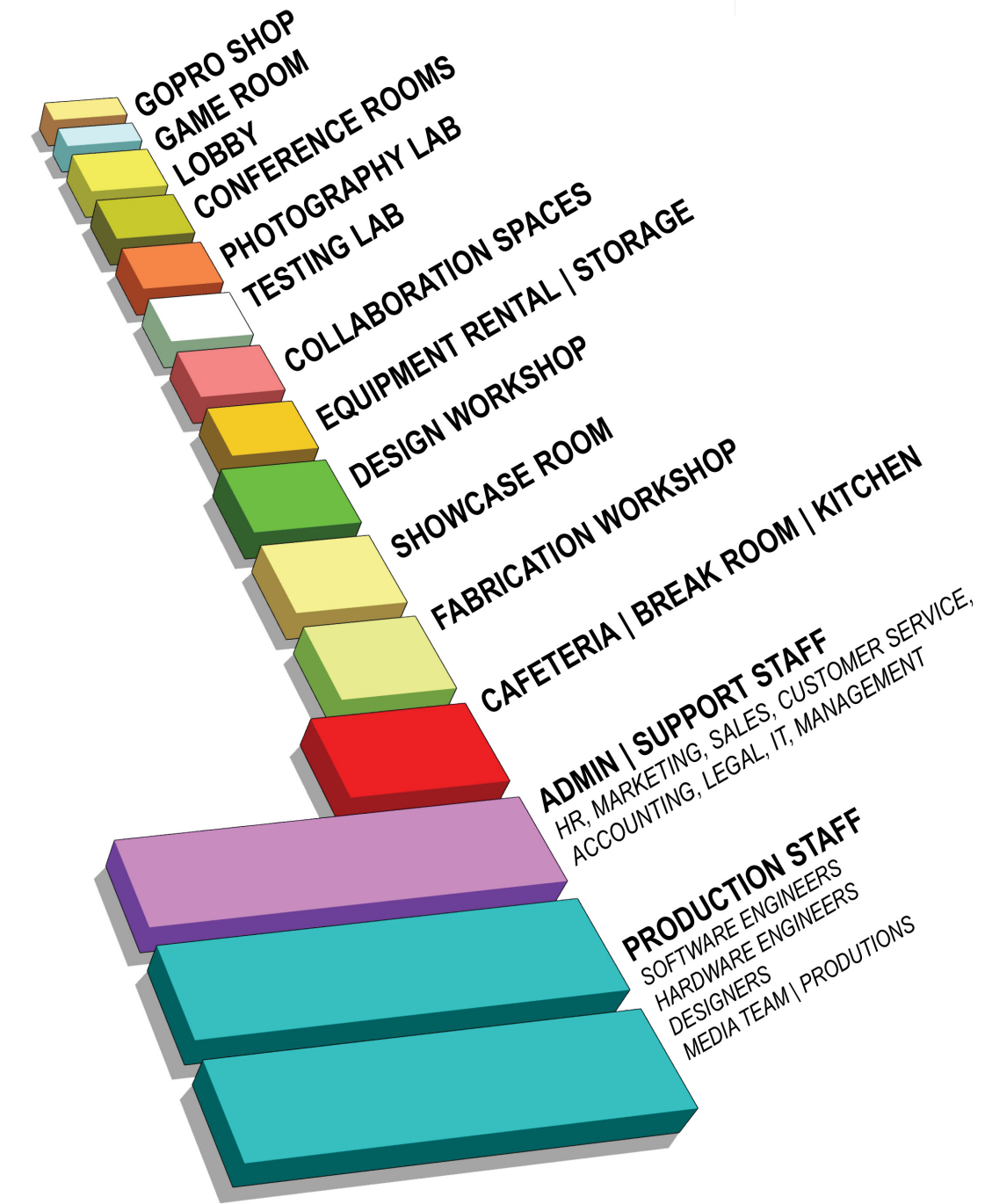


Residential District



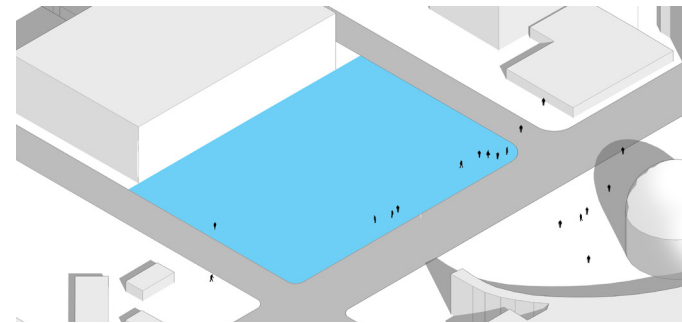
Spatial Needs

As a company, GoPro tends to operate in a similar fashion to many other large corporations. For example, just like every company needs spaces to house HR, marketing, sales, customer service, management, accounting, legal and IT, GoPro is no different. However, for every mundane activity that occupies the interior spaces, there are equal amounts that are company unique. GoPro is a company that thrives on collaboration. The hive mentality is very much relied upon in their day to day schedule. For every space dedicated to a specific individual and specific task, there will be another dynamic space, flexible in its design, placed to suit a variety of actions with collaboration as a priority. Additionally, being this is an all-encompassing HQ building, prototyping, fabrication and testing will also need to take place in-house as well.

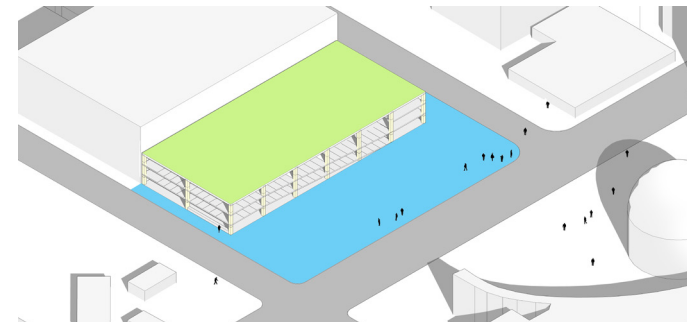


Occupiable Space by Use

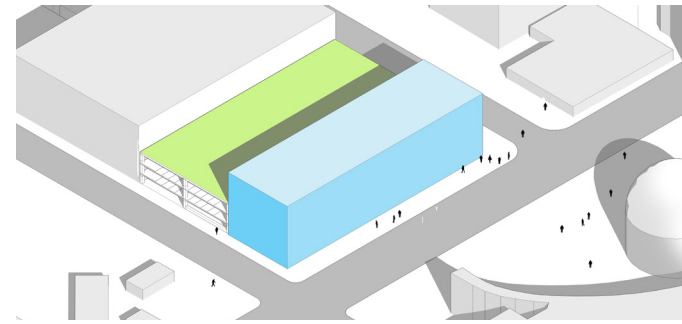
Design Progression



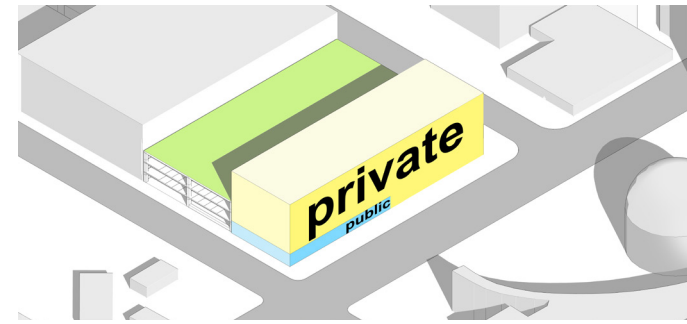
Site



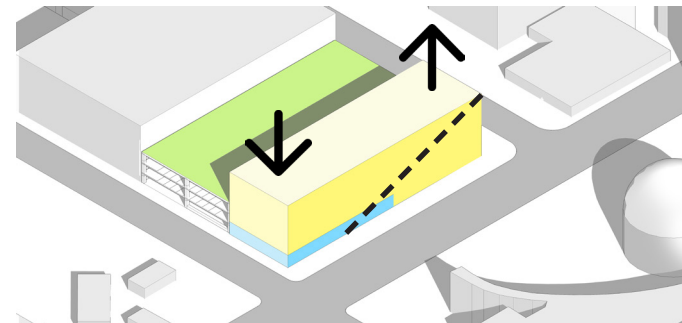
Parking Structure



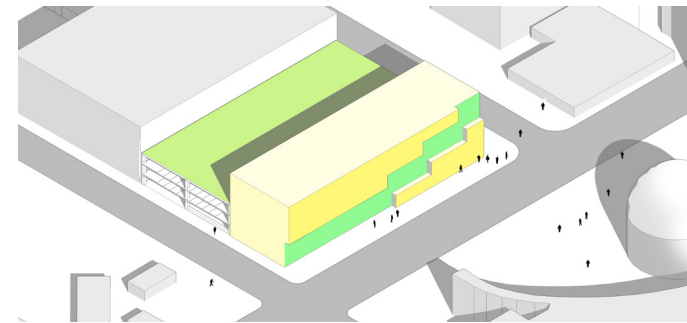
Maximum Buildable Volume



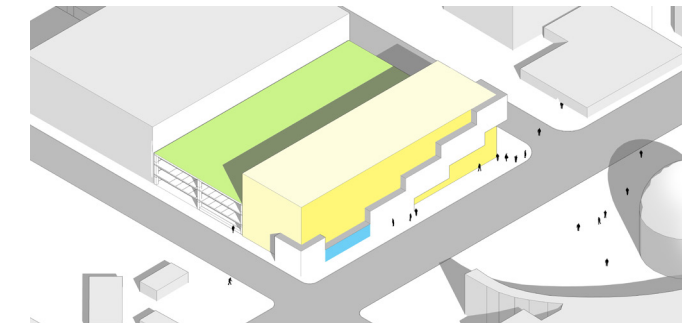
Hierarchy of Use



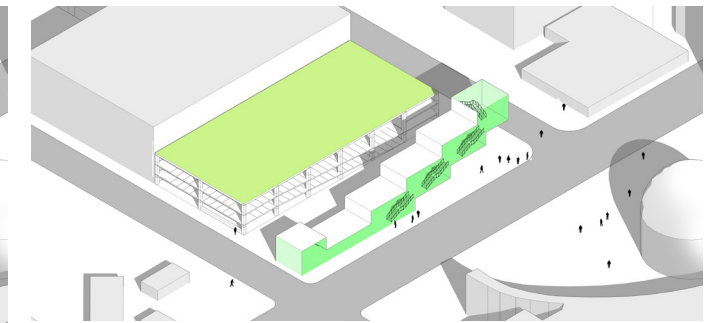
Lift



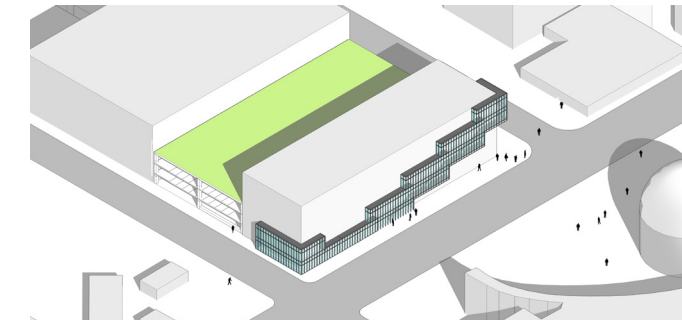
Fracture



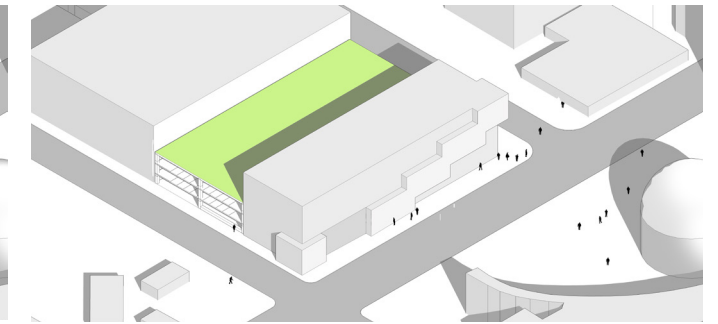
Use



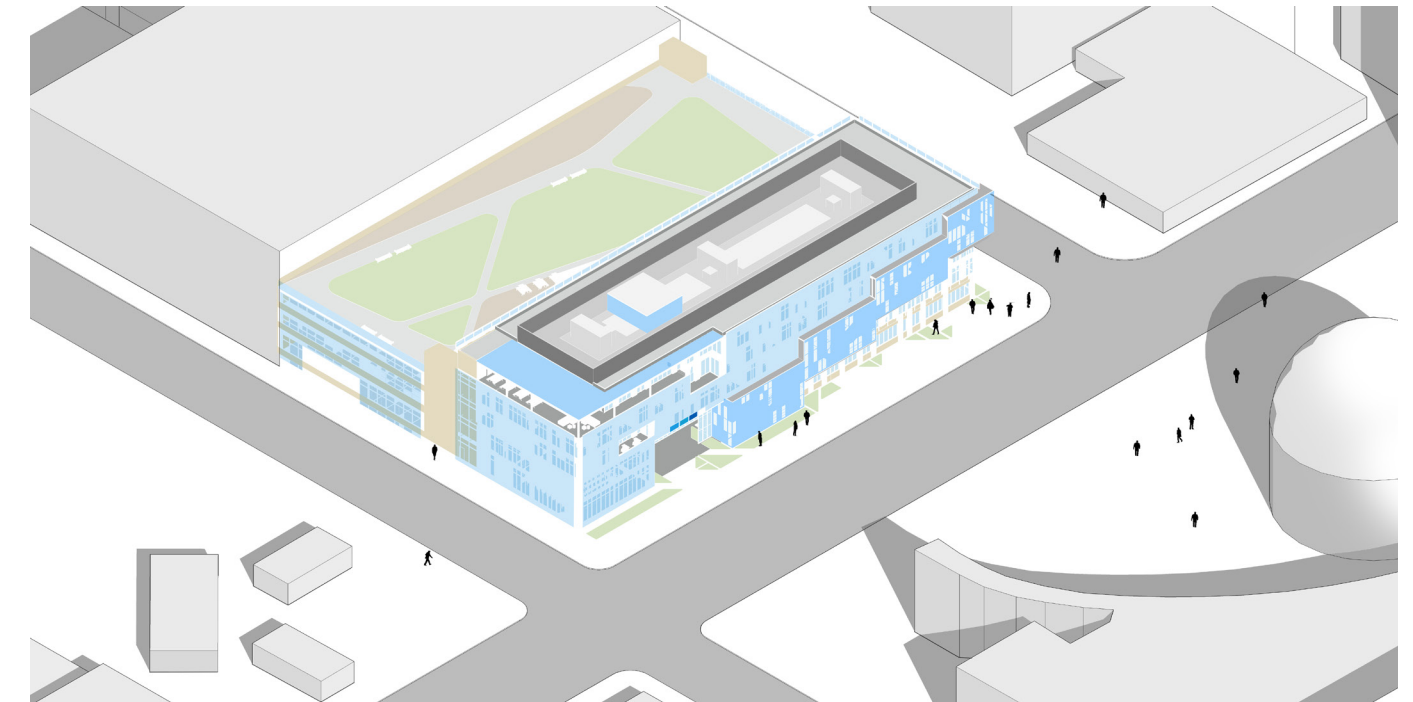
Circulation Container



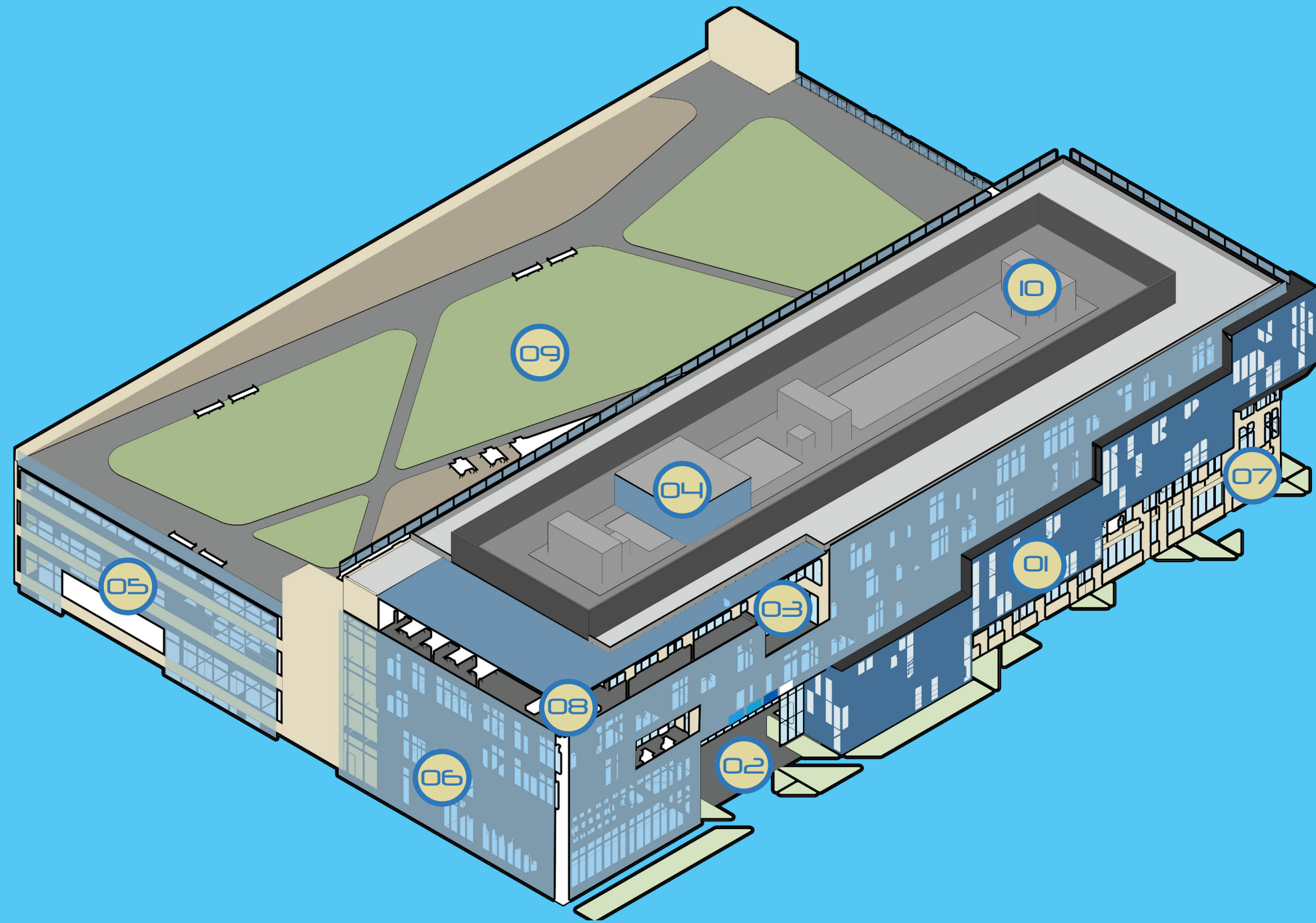
Skin



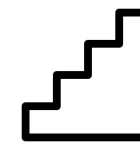
Final Form



Whole



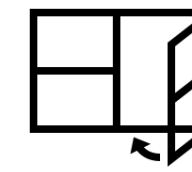
01



Vertical Circulation

This vertical circulation feature places human kinetics on display, directly across from the pedestrian node of the city. The fracture is a container for all movement.

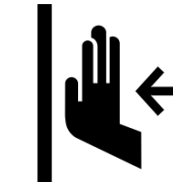
02



Open Door

Hangar like doors allow the GoPro HQ to be effortlessly permeable year-round in its coastal climate.

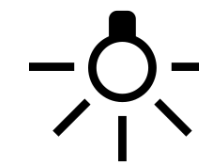
03



Indentation

Facade indentations were made while operating within the grid constraints. Outdoor conditions inside the footprint of the building were the results.

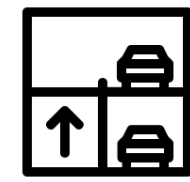
04



Light Well

A secondary vertical circulation core was placed to allow more direct lines of travel. This stair well is incased in glass and extends beyond the boundary of the roof to allow light to touch dim light areas.

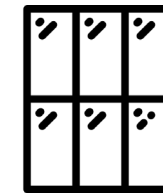
05



Parking Garage

This 300 car garage allows for employees to have a static place to park in the heart of an unpredictable city. The NE entrance contains a loading zone for equipment rentals and mechanical equipment.

06



Dual Skin Condition

The dual skin condition mimics the design of the GoPro camera. Additionally, more double-pane glass and an open cavity of air between, will cut the buildings solar heat gain.

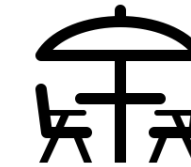
07



Fabrication

Future cameras, accessories and hypotheses can be conceptualized and adjusted in-house in GoPro's prototyping workshop.

08



Rooftop Patio

GoPro's HQ will have a rooftop patio where employees can gather, meet and host parties all while looking at the San Jose skyline and the Big Basin Redwoods State Park Mountains.

09



Green Roof

GoPro's employee parking garage rooftop serves as a private deck and garden. A freedom of space allows for drone testing, exercising, meeting areas and company gatherings.

10

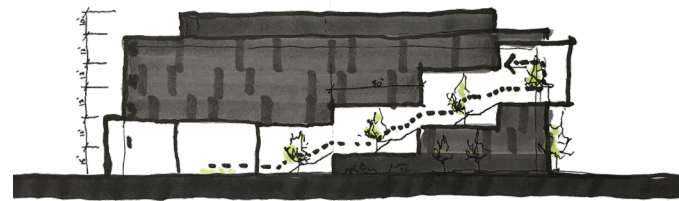


Air Handling Units

Rooftop units were the solution to save valuable space in an already narrow building.



Architecture



167 W Santa Clara St.

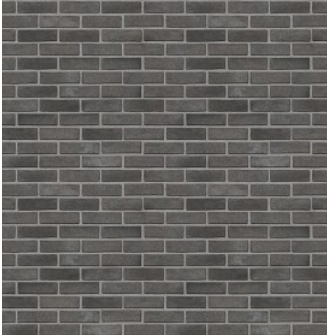
Similar to the cameras form, only acting in two planes, the circulation container, the most dynamic and detailed area, is pulled out from the perimeter of the building footprint and is clad with layered glass. The circulation core is rotated upward, stepping and climbing the building diagonally, allowing the human dynamics of the building to be celebrated and public spaces to be cleared below. Alone, this basic move creates the form of the building, giving it a simplistic form but complexity in execution.



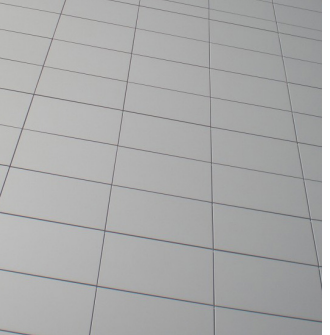


Context and Materiality

GoPro's new HQ building will speak louder with its architecture than with its materials. After careful consideration and observation of its neighboring buildings and context, GoPro will be creating its new building with the same palate used to craft its adjacencies. This palate consist of tan masonry, glass encased in aluminum mullions and steel paneling to clad the building. In its interior, the form will be complimented with soft materials while using GoPro blue as an accent note, highlighting important features.



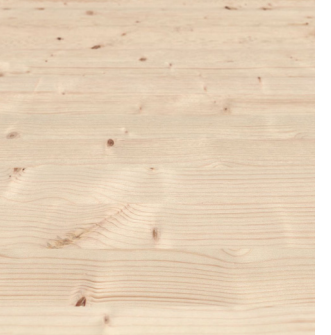
Dark Tone Brick



Metal Paneling



Double Skin Glazing



Wood Paneling



Stone



Open Door Condition

This open door condition illustrates how permeable and accessible the GoPro HQ building can be, taking full advantage of its coastal climate.

View From San Jose City Hall

The new headquarters boasts a soft presence of various landscapes and tree types that spill in from the exterior to the interior, climbing up the diagonal circulation void to the top of the office tower. Rather than using monotonous and bleak manmade features like louvers and walls to blanket the intersection of public and private spaces, the office will do this with the infinitely variable barrier, natural vegetation. This subtle design feature will draw passerby's in from the existing node that is San Jose City Hall and to the interior of the building.






 On Site Drone Test


 Yoga on the Lawn


 Exercise


 Remote Working

Garage Roof Garden

GoPro's Headquarters building will feature a parking garage rooftop garden that will be one of the more popular amenities among its employees. This massive .8 acre combination of spanning grass lawns and connecting hard scapes will be home to many GoPro unique activities.



Interior



Lobby

In an attempt to bolster GoPro's slight rebranding, this campus will be housing a GoPro store. This store will be equipped with all of the current and upcoming GoPro products, accessories and gear, while being laid out in an open floor plan allowing for customer/employee integration. As much as it will be a store pushing merchandise, it will also be a GoPro unique experience, unrivaled by its typical pop up kiosks and websites.

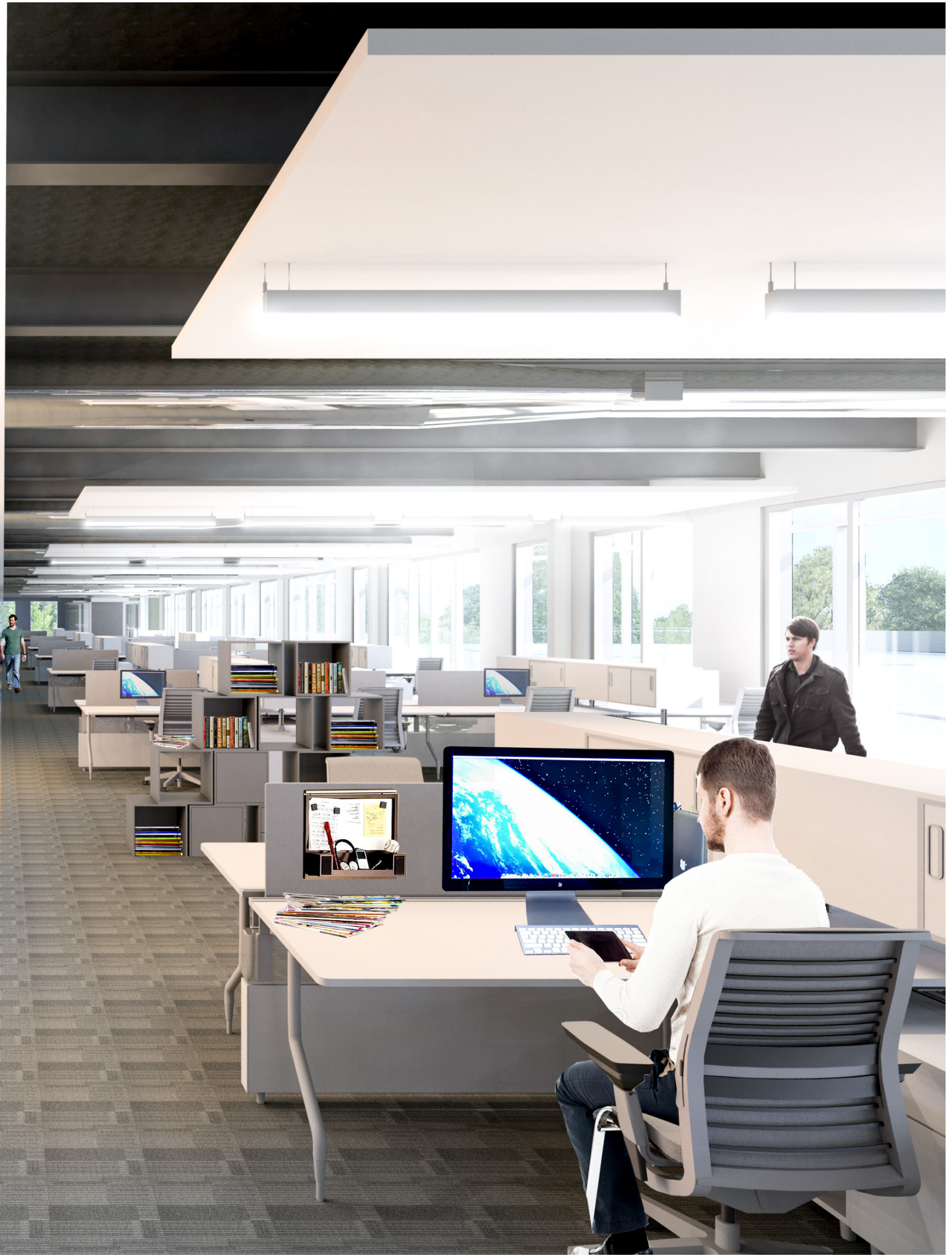
Auditorium

In house, GoPro will have a 168 seat auditorium. This space will be flexible and allow for all media type presentations to be accommodated. The auditorium will be used for departmental meetings, company gatherings, product releases as well as a gallery and film room to display images and videos shot by filmmakers using GoPro products. This is yet another way to incorporate and involve the community with the GoPro Headquarters and their products.



Looking Down Fracture

This view shows the stair stepping, fracture feature, looking down from the third level to the public lobby.

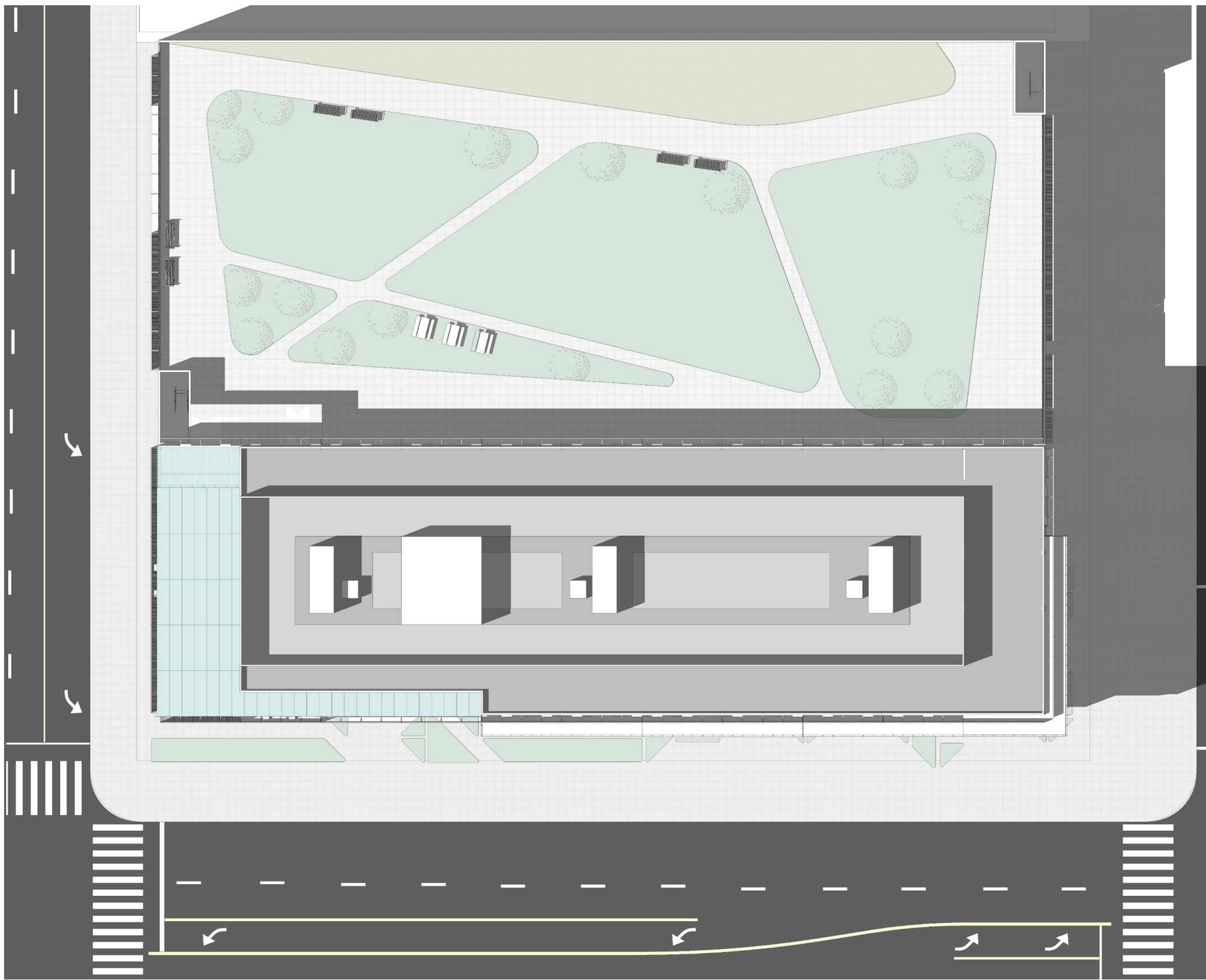


Typical Office Condition

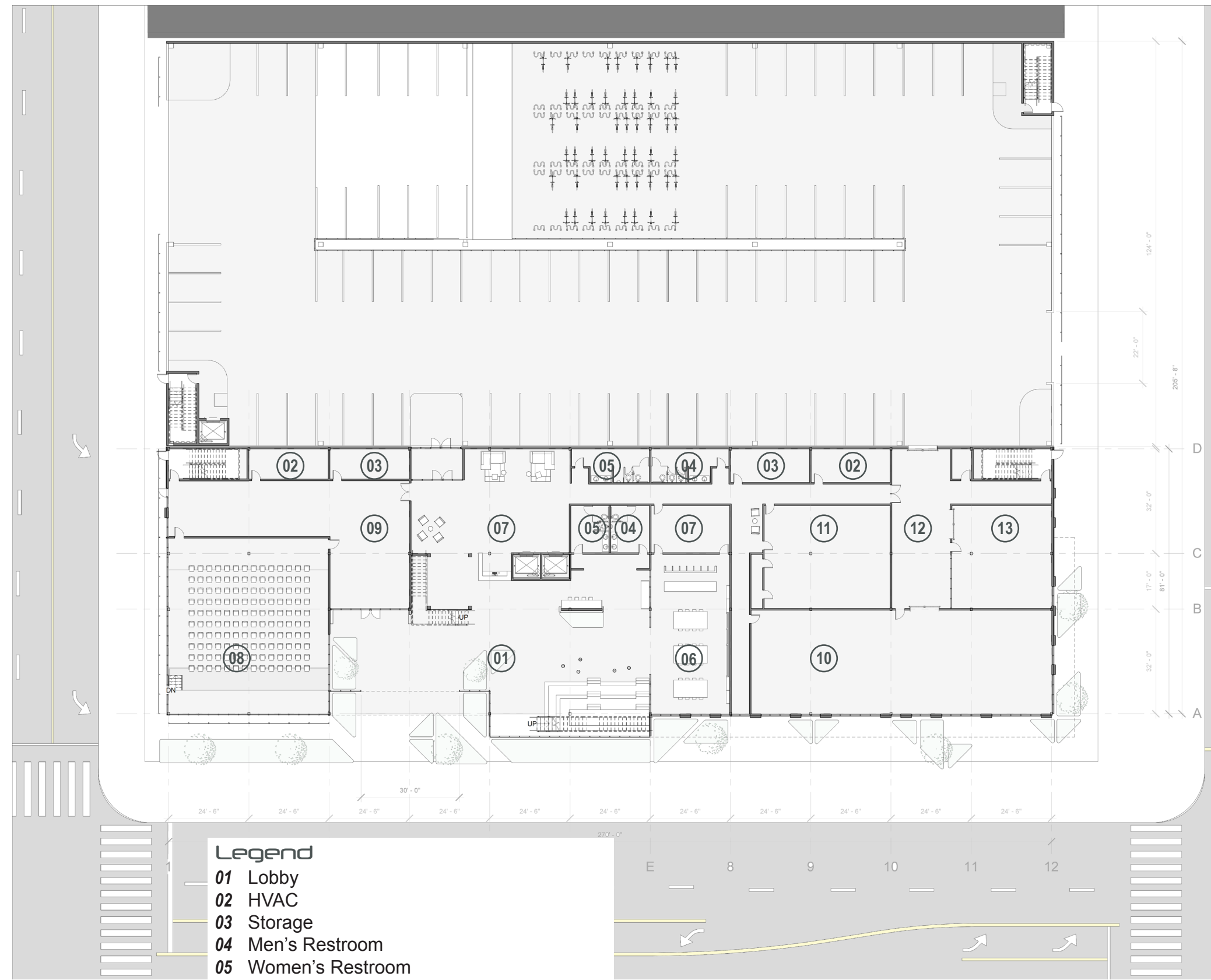
There are a series of factors that can impact a workers mood – and architecture has a role to play in many of them. Studies have shown that interaction, visual or personal, can lift a person’s mood causing them to be friendlier, more collaborative, willing to help and a better listener. Just by creating open sightlines in a building, directly causing visual paths to cross, can make a significant difference in a person’s mood. By offering responsive working spaces with different technological mediums, like lounge spaces, benched meeting areas, large and small collaboration tables and study nooks, you can increase the degree of production without risking a burn out caused by a static setting. By placing these responsive work spaces on nodes of traffic, the office floor plan can have a reprieve from its tedious and repetitive sea of desks and machines and offer spaces where employee interaction and productivity thrive.

Plans + Drawings



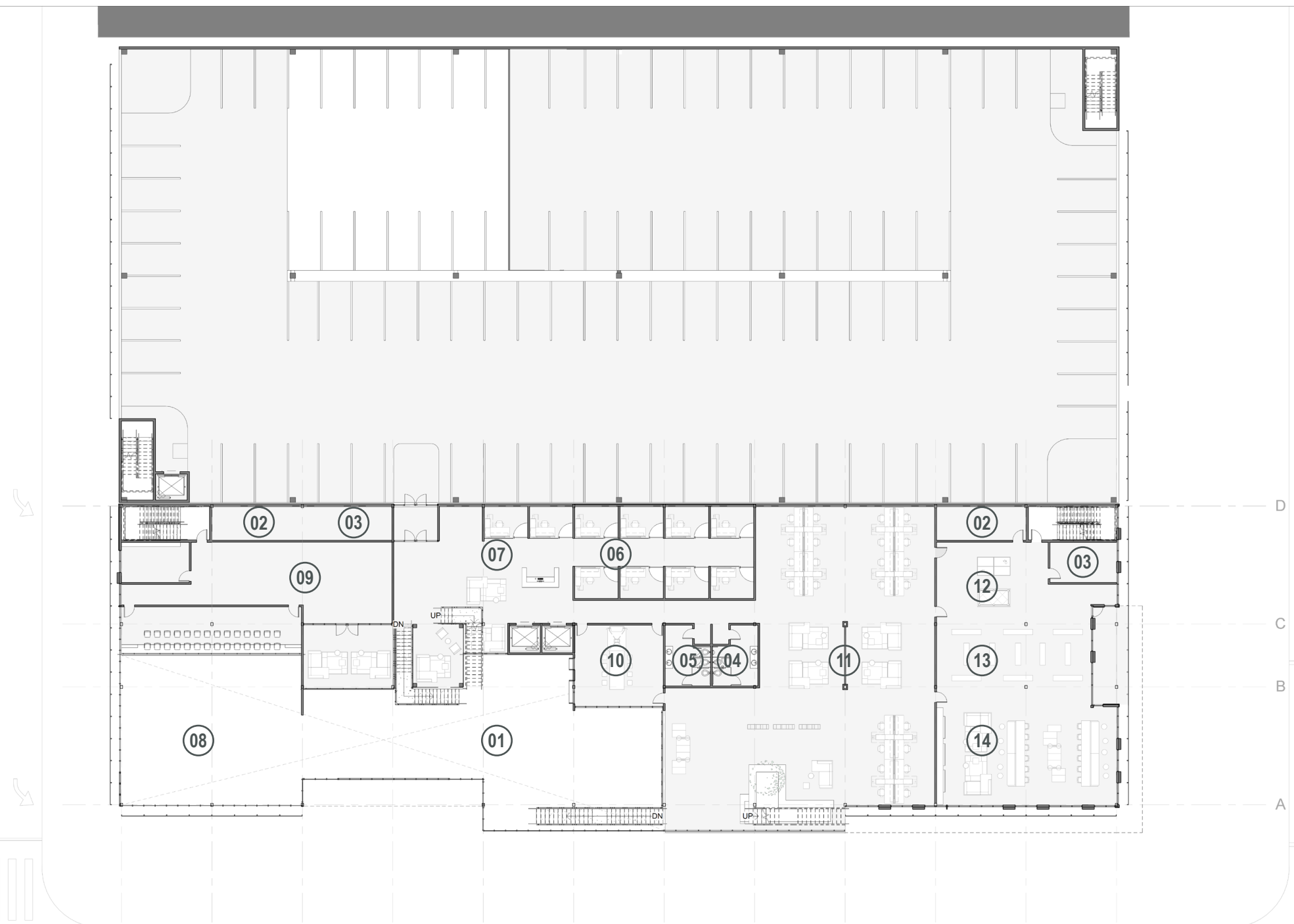


Roof Plan ↗



- Legend**
- 01 Lobby
 - 02 HVAC
 - 03 Storage
 - 04 Men's Restroom
 - 05 Women's Restroom
 - 06 GoPro Store
 - 07 Corporate Lobby
 - 08 Auditorium
 - 09 Flexible Auditorium Space
 - 10 Prototyping | Fabrication
 - 11 Photography room
 - 12 Loading Zone
 - 13 Equipment Rental

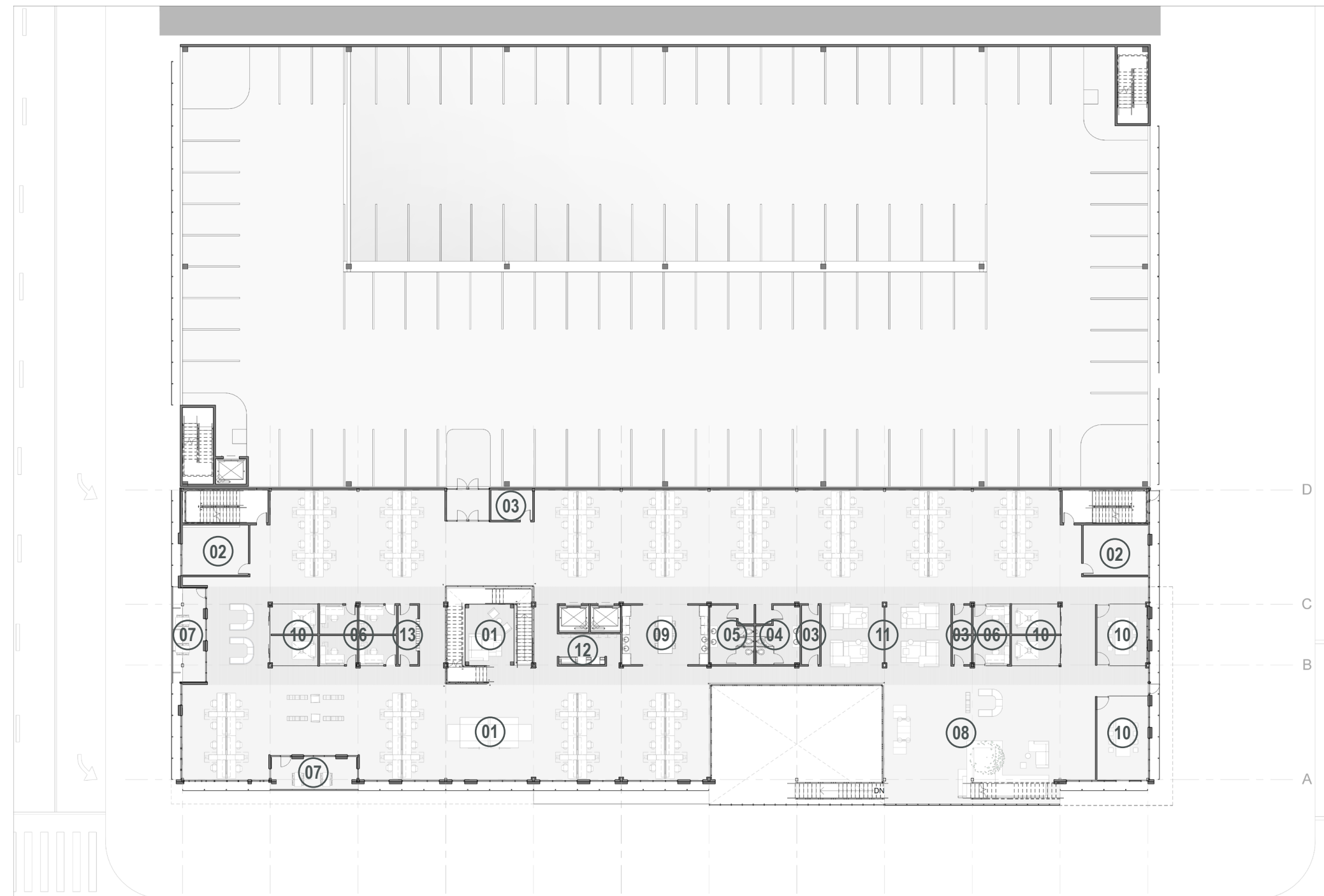
Floor 01 ↗



Legend

- 01 Lobby
- 02 HVAC
- 03 Storage
- 04 Men's Restroom
- 05 Women's Restroom
- 06 Offices
- 07 Corporate Lobby
- 08 Auditorium
- 09 Flexible Auditorium Space
- 10 Conference Room
- 11 Collaboration Space
- 12 Game Room
- 13 Library
- 14 TV Lounge

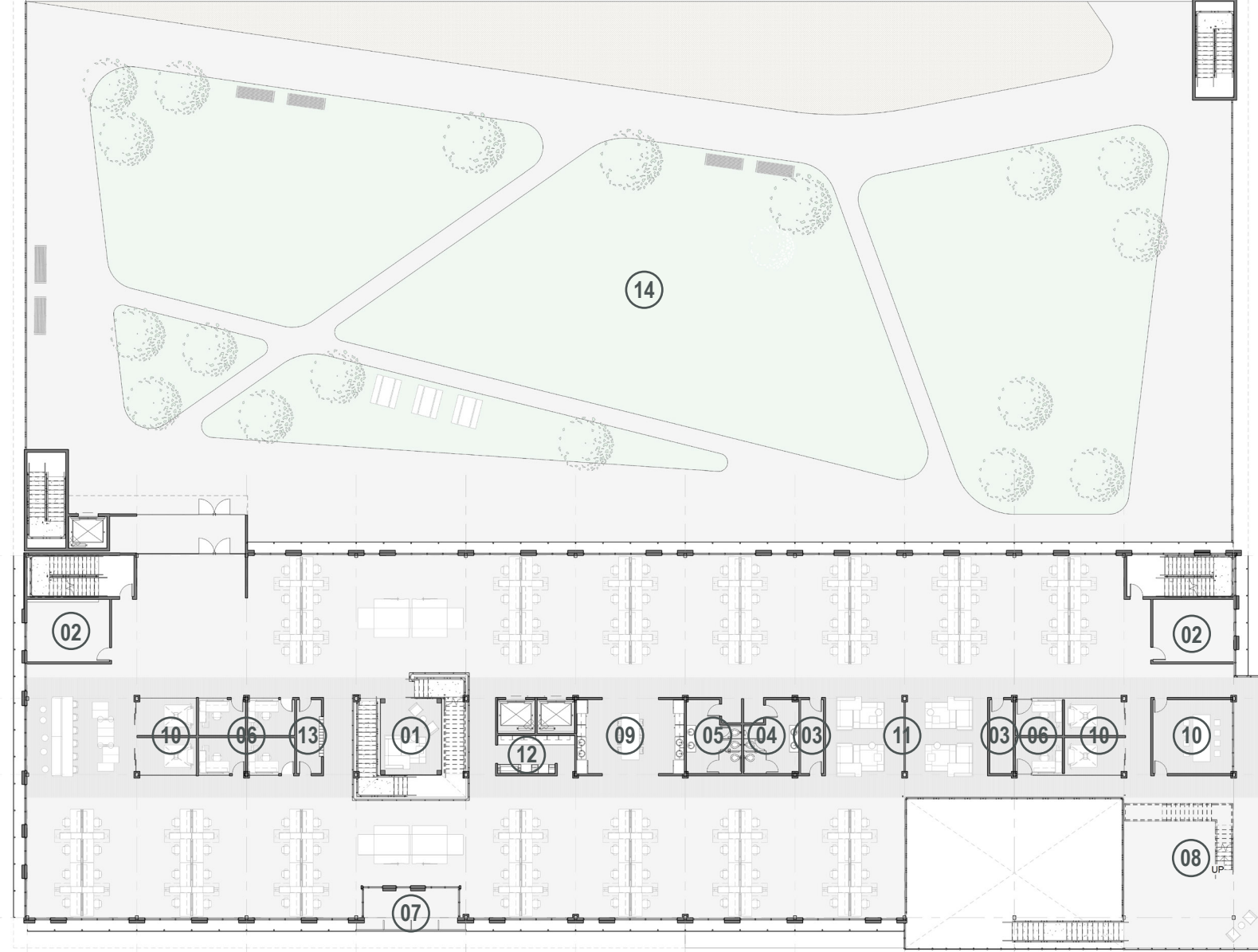
Floor 02 



Legend

- 01 Study Pods
- 02 HVAC
- 03 Storage
- 04 Men's Restroom
- 05 Women's Restroom
- 06 Offices
- 07 Exterior Patio
- 08 Circulation Landing
- 09 Kitchen | Break Room
- 10 Conference Room
- 11 Collaboration Space
- 12 Supply | Printer Room
- 13 Mail Room

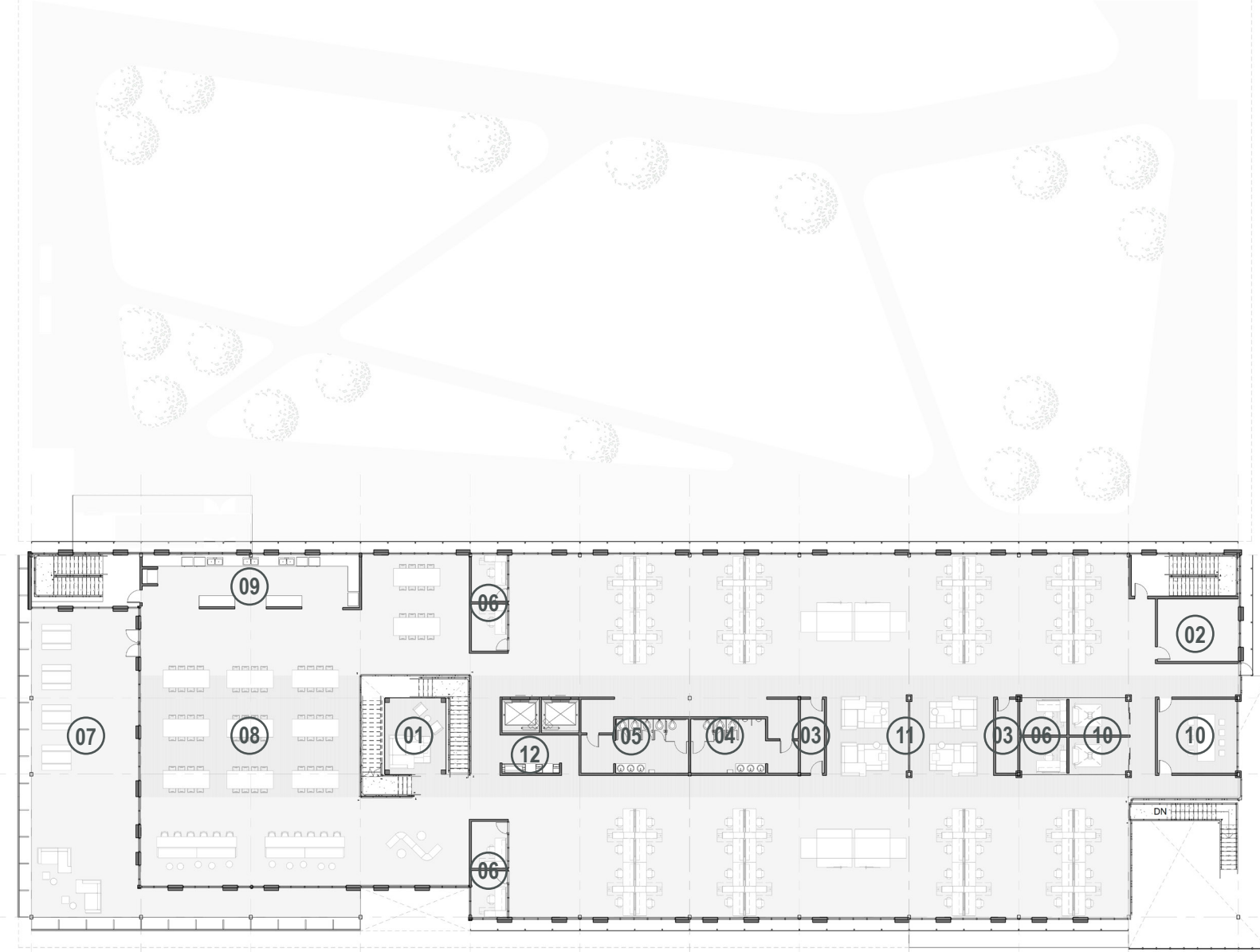
Floor 03 



Legend

- 01 Study Pods
- 02 HVAC
- 03 Storage
- 04 Men's Restroom
- 05 Women's Restroom
- 06 Offices
- 07 Exterior Patio
- 08 Circulation Landing
- 09 Kitchen | Break Room
- 10 Conference Room
- 11 Collaboration Space
- 12 Supply | Printer Room
- 13 Mail Room
- 14 Parking Garage Roof Deck

Floor 04



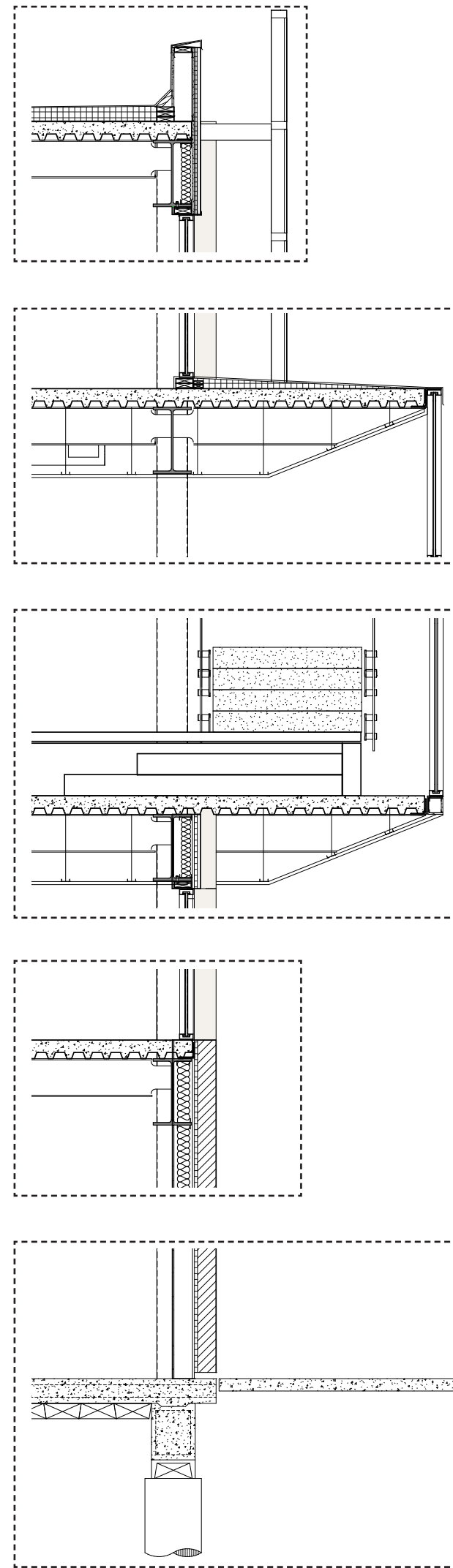
Legend

- 01 Study Pods
- 02 HVAC
- 03 Storage
- 04 Men's Restroom
- 05 Women's Restroom
- 06 Offices
- 07 Roof Deck
- 08 Cafeteria
- 09 Kitchen
- 10 Conference Room
- 11 Collaboration Space
- 12 Supply | Printer Room

Floor 05







Acknowledgments

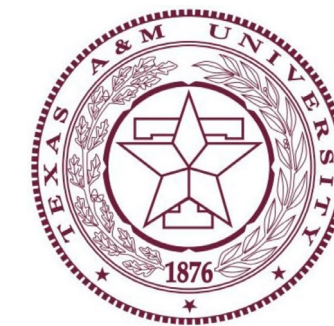
This project could not have been possible without the encouragement and support from my committee and instructors. Each one of you have had a measurable impact and influence on my work and path to becoming an architect.

Marcel Erminy | Committee Chair

.....
Stephen Caffey | Committee Member

.....
Norman Clark | Committee Member

.....
James Haliburton | Studio Professor



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Acclimating the Workplace



GoPro HQ Campus, San Jose, California

Final Study
Spring 2018

