

## Prologue... (It's been a while)









WHAT KICK-STARTED OUR IDEAS
WERE THESE **FOUR** PRINCIPLES
BIG IDEAS TO MAKE SURE THE ATMOSPHERE
OF McCANN IS UNIQUE! **NEXT STEP IS BRINGING LIFE TO THE IDEA.** 

## If advertising were a house...

THIS IS A **ROOM-BY-ROOM** STORY ABOUT THE NEXT DECADE OF ADVERTISING.

IT WOULD BE FULL OF PUNCHY SLOGANS AND TAGLINES; HIDDEN MESSAGES AND MEANING; UNEXPECTED SURPRISES AND TWISTS; SUPER-GRAPHIC IMAGES AND WORDS; ENTICING OBJECTS AND IDEAS.

## The making of...

THE STORY YOU ARE ABOUT TO HEAR IS A CREATION MASHING UP HISTORICAL, DESIGN, AND McCANN REFERENCES. F.Y.I. IT IS NOT A THEME PARK, NOR A FLEA MARKET. RATHER IT IS A CURATED COLLECTION OF VIGNETTES (A TIME LAPSE OF SORTS) FOR BOTH WORK AND PLAY AT McCANN.

#### THE McCANN FORMULA

- + DAY-IN-THE-LIFE
- + DECADE BY
  DECADE RESEARCH
- + A COLLECTION
  OF McCANNISMS

The story we are about to tell...

## The new house of McCann...

PICTURE A YOUNGER, HIPPER, RALPH LAUREN KINDA LOOK (WITH TRACES OF BRITISH QUIRKINESS) TAKING HOLD OF THE SOHO HOUSE.

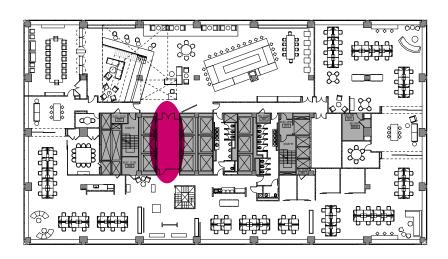
INTRODUCING THE NEW HOUSE OF McCANN.



# Ok, so the story goes... to Floor 26\*

#### \* AKA 26<sup>TH</sup> FLOOR ELEVATOR LOBBY

A NEW CLIENT ARRIVES EARLY
THEY CHECK IN DOWNSTAIRS,
THEN HOP ONTO THE ELEVATOR
NOT SURE WHAT TO EXPECT.
THE DOOR OPENS.















TITLE

FLOOR 26 ELEVATOR LOBBY

MOOI

UNEXPECTED ANTICIPATION

DESIGN IDEA

A ROOFTOP PRIVATE CLUB

TRICK

DOORS & LIGHTING



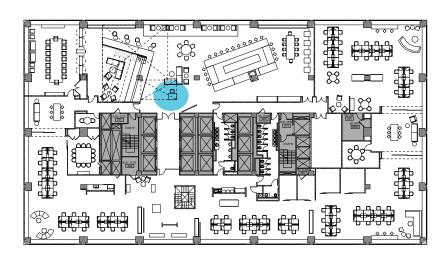
8 | McCann new york | 07.22.2011

9 | McCann new York | 07.22.2011

# Through the front door... to the Concierge\*

#### \* AKA RECEPTION DESK

FIRST IMPRESSIONS ARE EVERYTHING. HELLO MR. "X". WELCOME! CAN I GET YOUR COAT? THE FACE OF McCANN.











### The Side Bar

TITLE

CONCIERGE

MOOD

FIVE STAR SERVICE

DESIGN IDEA

60s PLAYBOY CLUB

TRICK

RECEPTIONIST

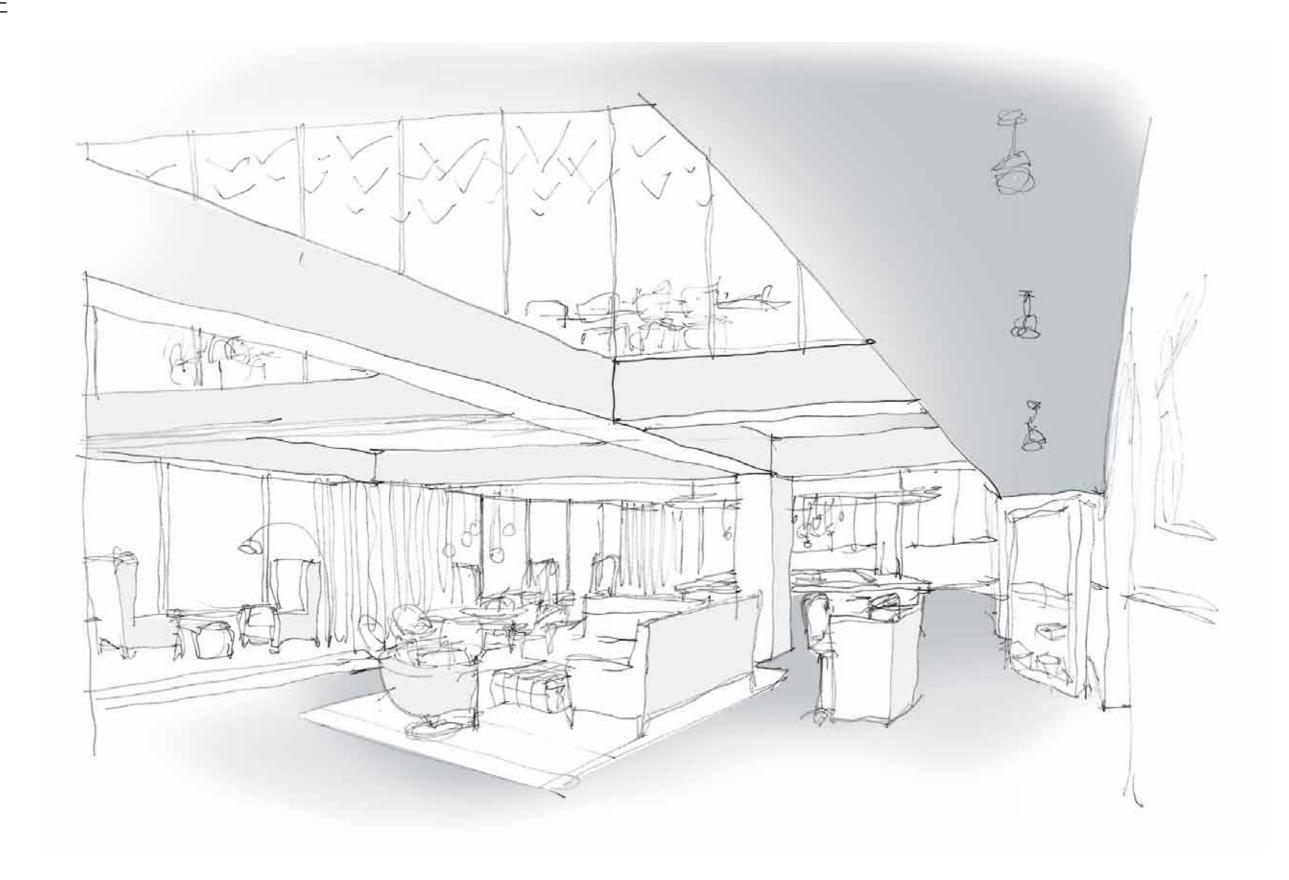
#### CONCIERGE



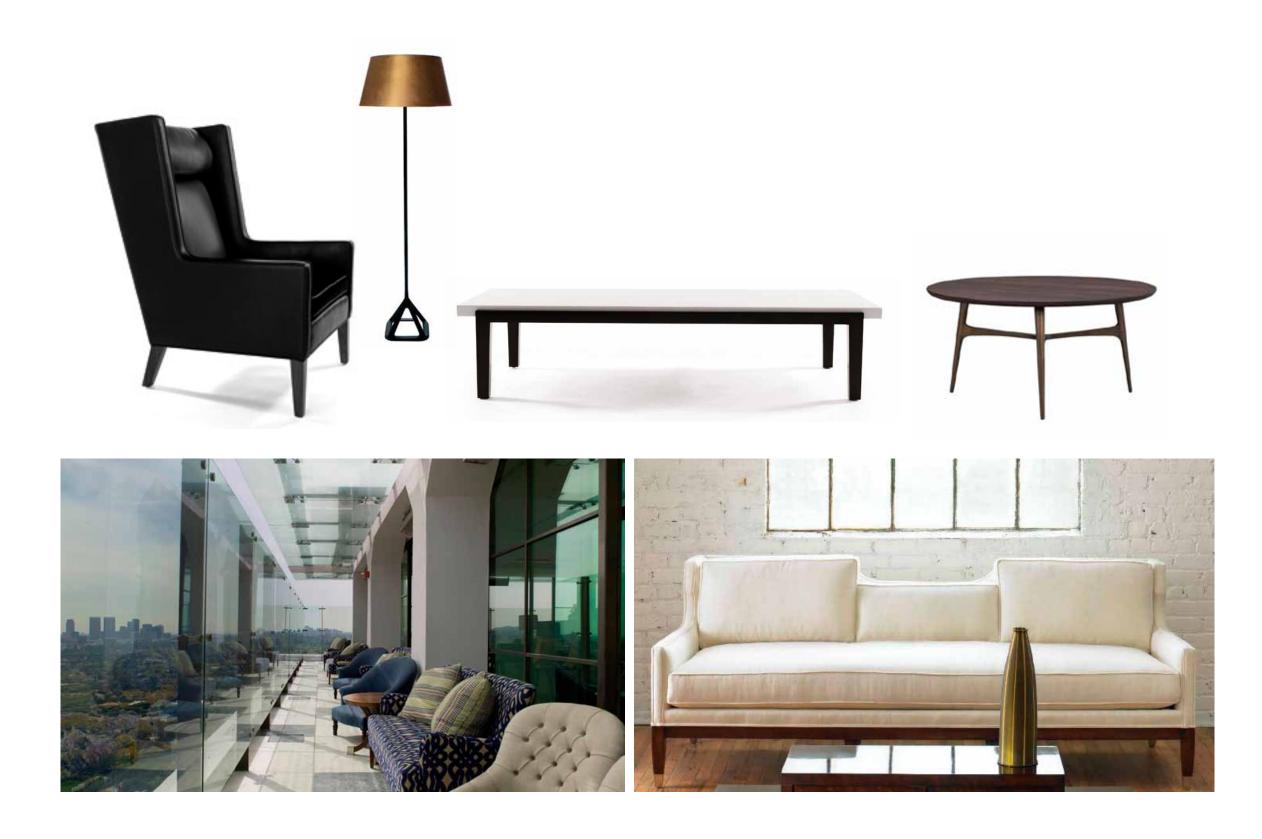








#### CONCIERGE

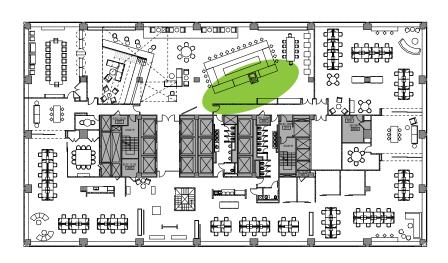


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## The buzz begins... in Club McCann\*

#### \* AKA EMPLOYEE CAFÉ

LATE MORNING...
STARTS WITH A STREAM OF LATE ARRIVALS.
CLUB McCANN IS PACKED WITH EMPLOYEES.
SOME SAY GOOD MORNING.
SOME SAY GOOD NIGHT.















### The Side Bar

TITLE

CLUB McCANN (BY DAY)

MOOD

PART HANG-OVER, PART HAPPY HOUR

DESIGN IDEA

4 SEASONS RESTAURANT MEETS PASTIS

TRICK

FOOD WORTH STAYING IN FOR

#### CLUB McCANN



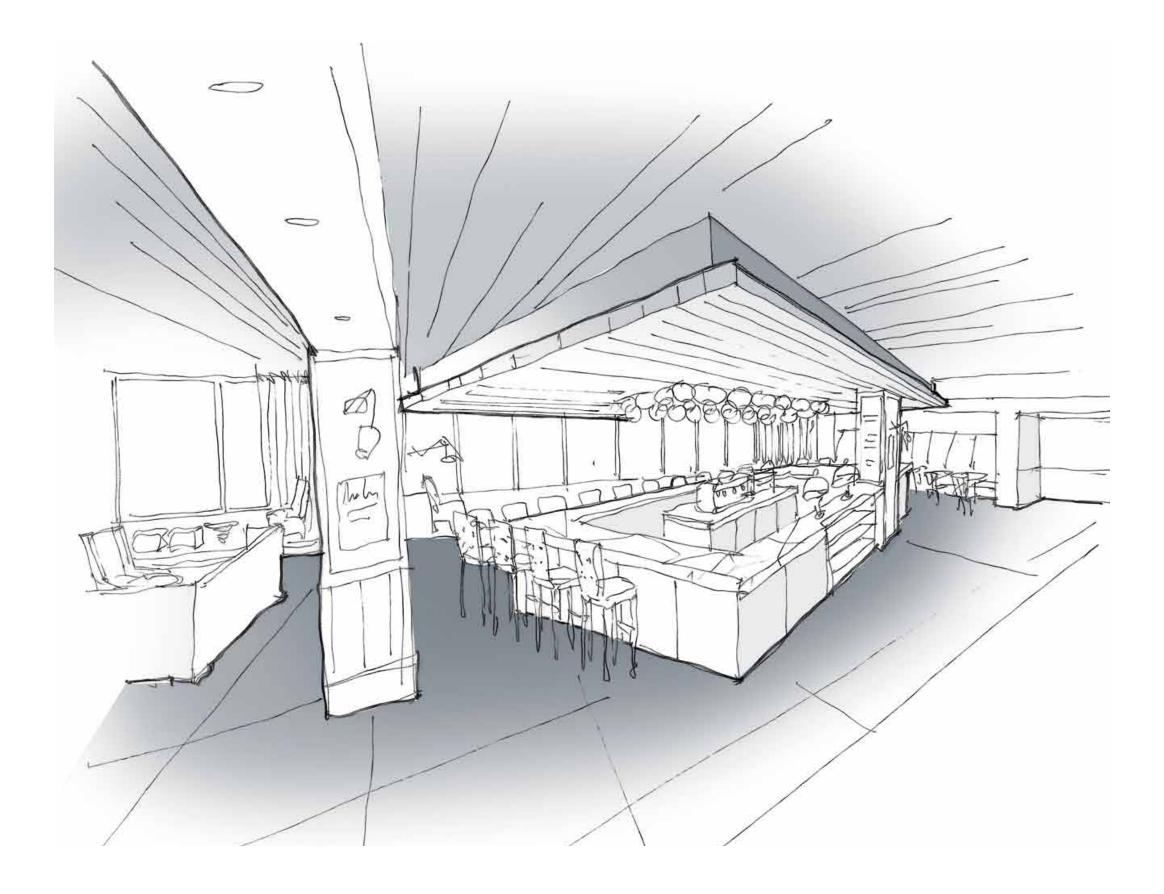




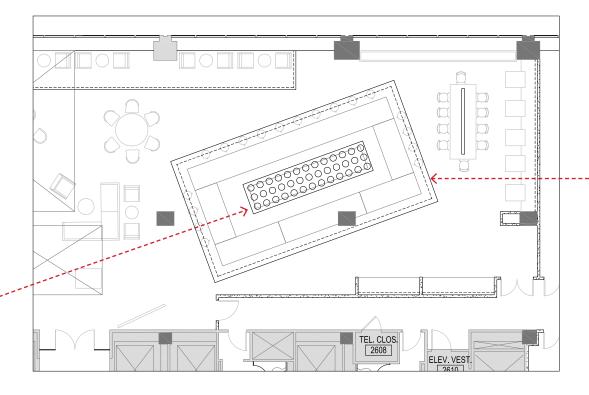


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#### CLUB McCANN



#### CLUB McCANN | LIGHTING





GROUPING OF DECORATIVE PENDANTS SUSPENDED THROUGH FLOATING CEILING

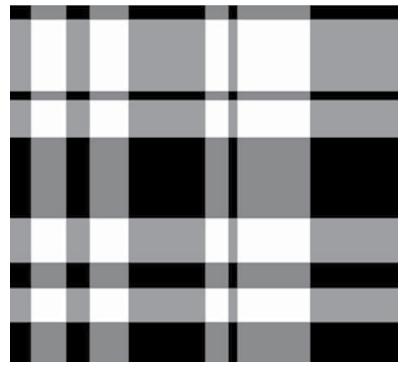


FLOATING CEILING WITH PERIMETER UPLIGHTING



DECORATIVE PENDANT OVER COMMUNAL TABLE

#### CLUB McCANN









CONCEPT TWO: TAILORED ARCHITECTURE







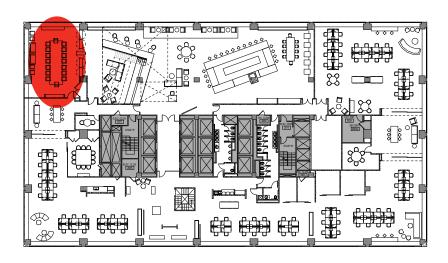


LIGHTING Workshop

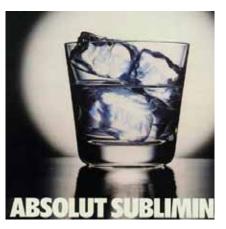
# The anticipation ramps up... to the Yes' Room\*

#### \*AKA BOARD/DINING ROOM

AN EXISTING CLIENT ARRIVES.
READY TO HEAR THE BIG PITCH,
THEY HEAD TO THE FAMOUS 'YES' ROOM.
IT'S GOTTA BE GOOD.



the truth well told the truth well ruth well told the truth well told the trut the truth well told the truth well told the truth well told the truth well told the truth the truth well told the truth well told the truth well told the truth well told the truth the truth well told the tru







### The Side Bar

TITLE

THE 'YES' ROOM

MOOD

SHINY, SEXY, HAPPY-I LOVE IT

DESIGN IDEA

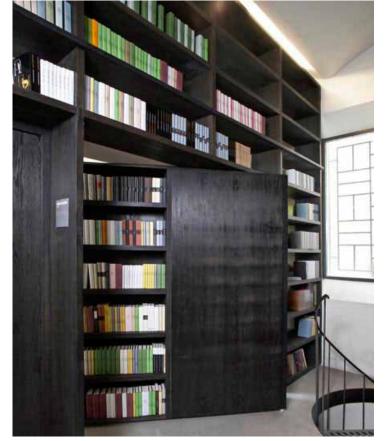
BOARDROOM MEETS LOUNGE

TRICK

THE ART OF PERSUASION (SUBLIMINAL MESSAGES)

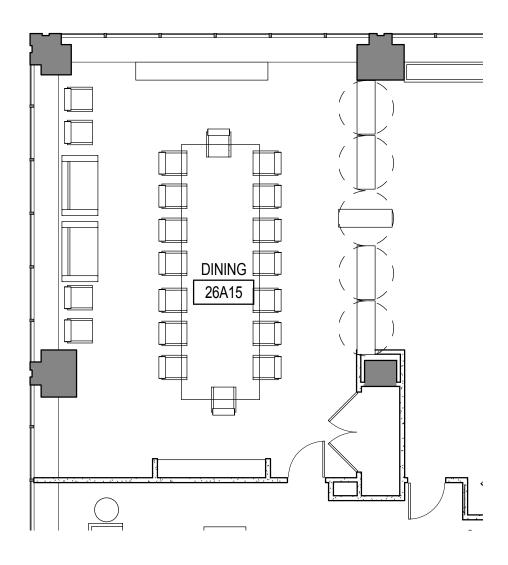
#### TITLE

#### THE 'YES' ROOM







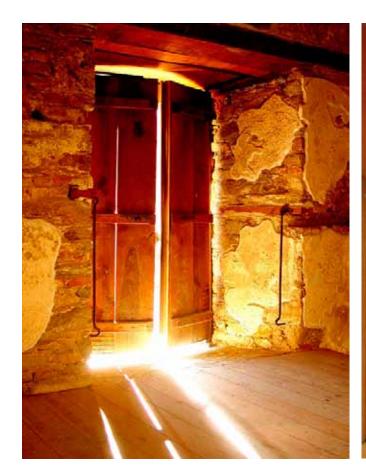


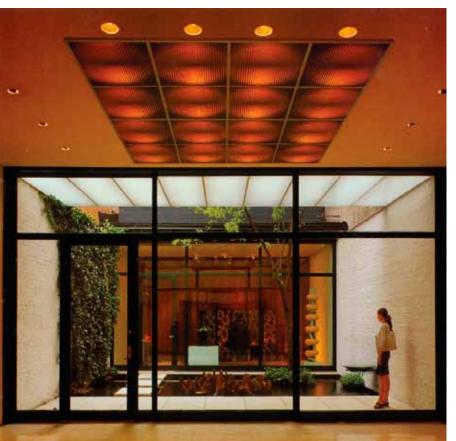
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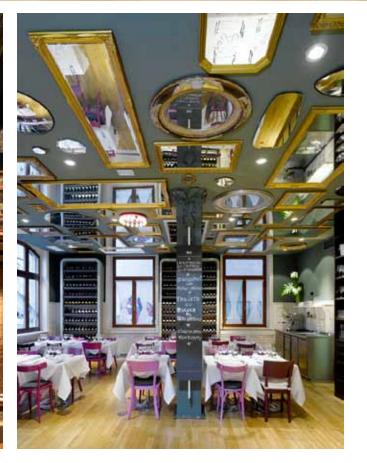
TITLE

#### THE 'YES' ROOM | LIGHTING







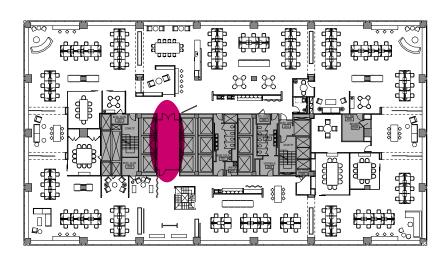


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# Strolling in on Floor 25... to the Side Door\*

#### \*AKA 25TH FLOOR ELEVATOR LOBBY

YOU COME THIS WAY EVERY DAY.
IT'S THE ROUTINE, YET IT NEVER GETS OLD.
HONEY, I'M HOME.

















TITL

THE SIDE DOOR

MOOI

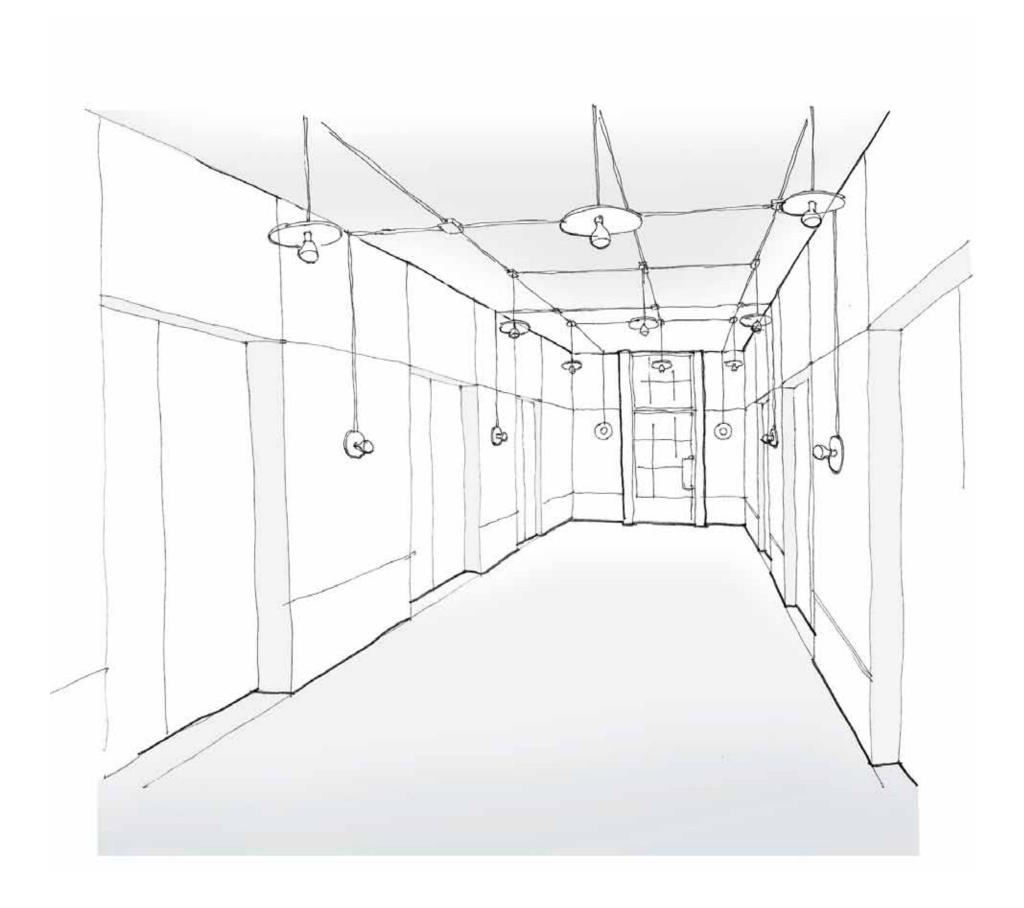
EXPOSED BACKSTAGE

**DESIGN IDEA** 

THE BACK ENTRANCE FOR THOSE IN-THE-KNOW

TRICK

LIGHTING & FINISHES

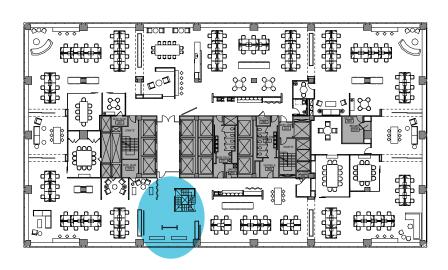


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## It just so happens on the way... to the Gallery\*

#### \* AKA CIRCULATION/DISPLAY SPACE

I BUMP INTO MY CREATIVE DIRECTOR.
SINCE SCHEDULING A MEETING IS IMPOSSIBLE,
WE GAME PLAN ON-THE-GO THROUGH THE GALLERY.
WALK AND TALK.











### The Side Bar

TITLE

THE GALLERY

MOOD

FRANTIC HAPPENSTANCE

DESIGN IDEA

REAL-TIME SNAPSHOT OF AGENCY

TRICK

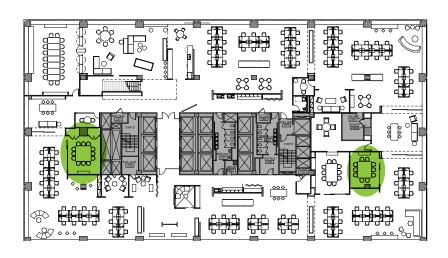
THE WORK

# "Change is the only constant..." to the Stage

#### \* AKA CONFERENCE TURNED WAR ROOM

THERE'S NOT MUCH MORE TIME
BEFORE WE HAVE TO WRAP THIS UP.
OUR CLIENT WANTS TO SEE WHERE WE ARE AT.

**LAST CALL FOR CHANGES!** 











### The Side Bar

TITLE

THE STAGE

MOOD

UNIQUE PERSONALITY

**DESIGN IDEA** 

A CABINET OF CURIOSITIES

TRICK

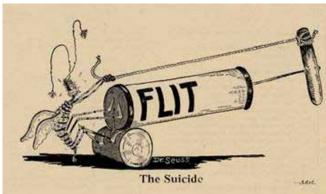
CURATED QUIRKY OBJECTS

#### THE STAGE









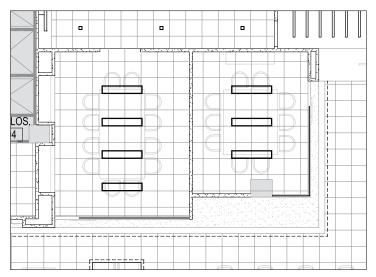




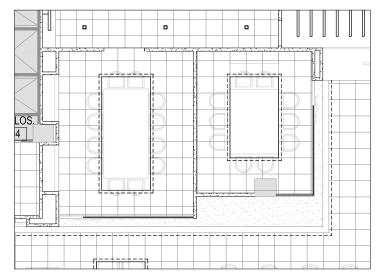
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Gensler | LIGHTING WORKSHOP

## THE STAGE



WAR ROOMS - OPTION A



WAR ROOMS - OPTION B



LINEAR PENDANT SIMILAR TO OPEN OFFICE FIXTURES













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## TITLE

## CIRCULATION | LIGHTING







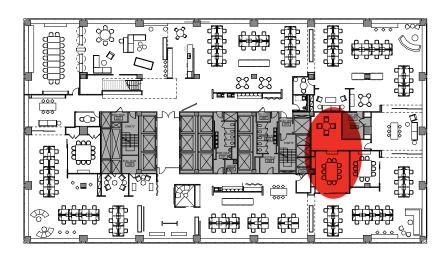


## Wow! It's alive... to the Oasis\*

### \*AKA LIVE BRAND ROOM

THE REAL DOG-N-PONY SHOW BEGINS. LIGHTS, SOUND, AND INTERACTION ALL COME INTO PLAY.

I CAN SEE IT NOW.



















TITL

THE OASIS

MOOI

OPEN-ENDED

**DESIGN IDEA** 

A BLANK SLATE

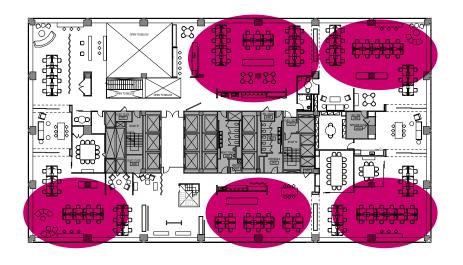
TRICK

IMMERSIVE AND IMPRESSIVE TECHNOLOGY

## OK, time to take care of business... to the Worktables\*

### \* AKA INDIVIDUAL WORKSTATIONS

IT'S TIME TO GET BACK TO WORK.
IT'S A FACT OF WORK AND LIFE,
TO TAKE CARE OF THE LITTLE THINGS. **DO WHAT YOU GOTTA DO.** 









TITLE

WORKTABLES

MOOE

BUSTLING YET COZY

**DESIGN IDEA** 

WORK AT HOME AT WORK

**TRICK** 

LIGHT FIXTURE

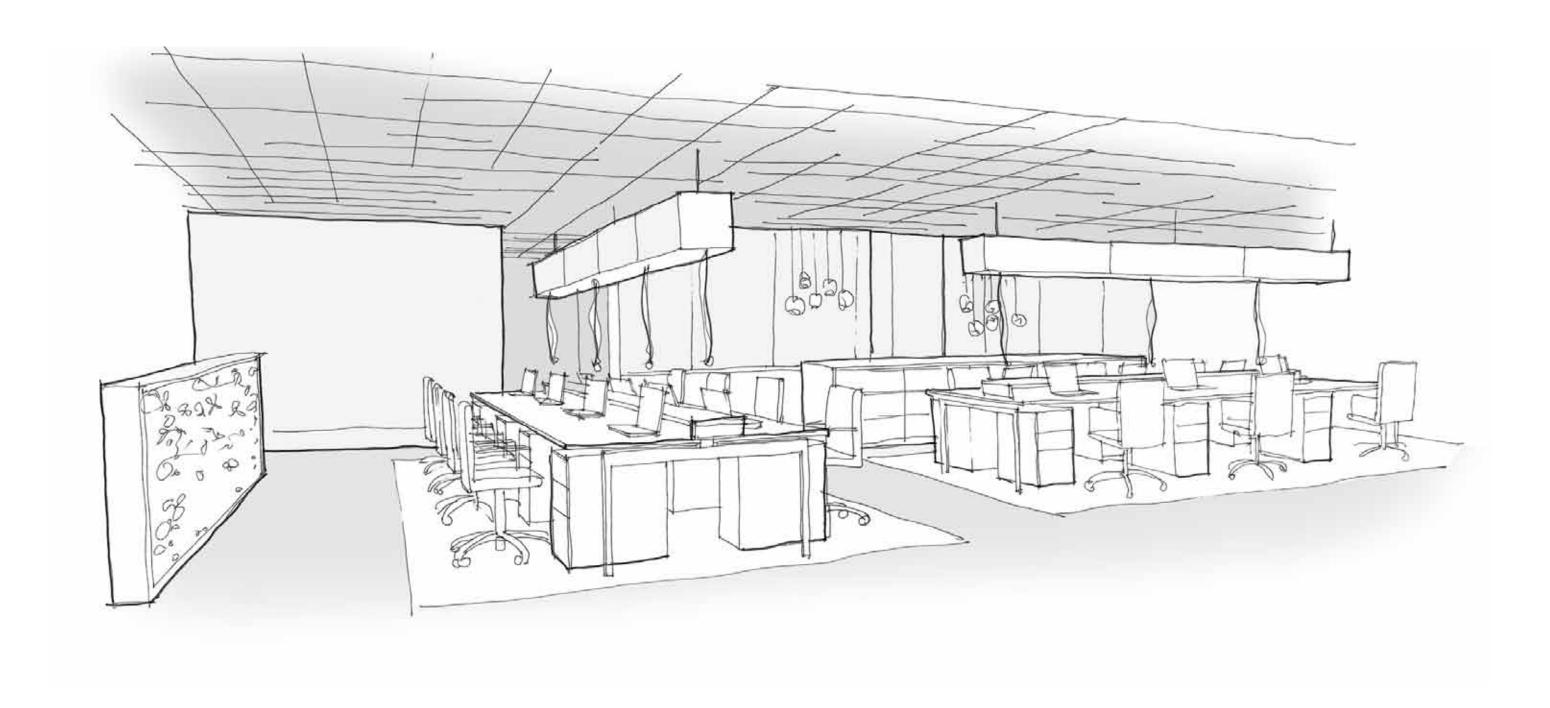
## WORKTABLES & PIN UP



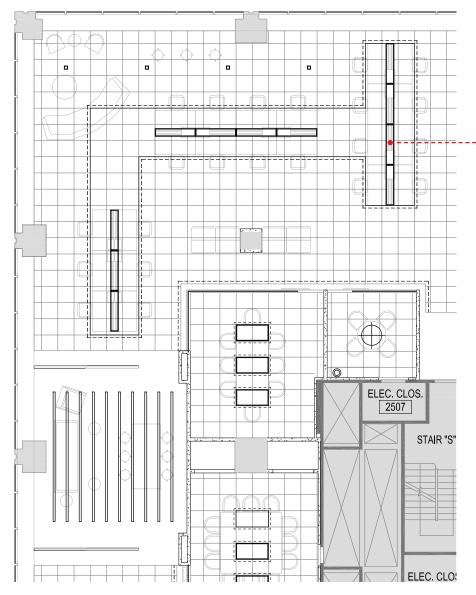








## WORKTABLES & PIN UP | LIGHTING



"CONNECTING PEOPLE AND IDEAS"



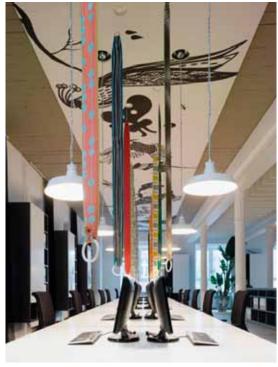
LINEAR LIGHTING PENDANTS
OVER WORKSTATIONS PROVIDE
SUPPLEMENTAL TASK LIGHTING
THAT CAN BE CONTROLLED BY
INDIVIDUAL USERS



INDIRECT LIGHTING IN CEILING POP-UP



UNIQUE PATTERNS OR MATERIALS FOR EACH HIVE



PULL CHAINS PROVIDE INDIVIDUAL USER CONTROL

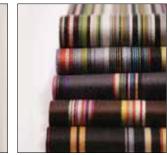
## TITLE

## WORKTABLES & PIN UP | LIGHTING

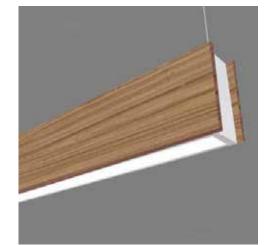




PLEATED FABRIC



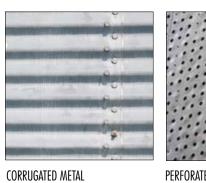
PATTERNED FABRIC







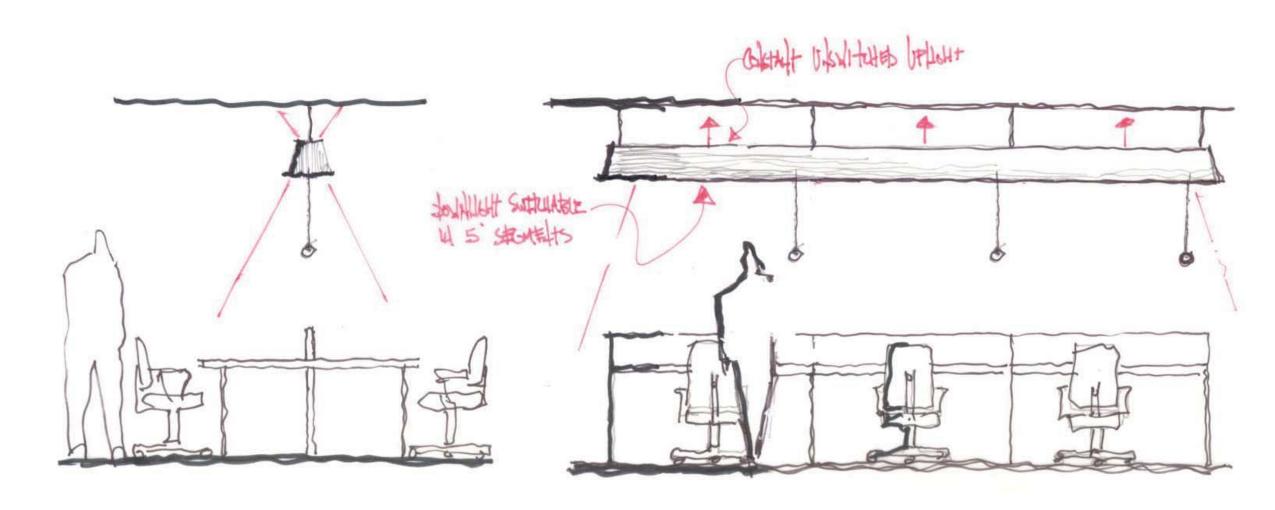
BLACKENED STEEL





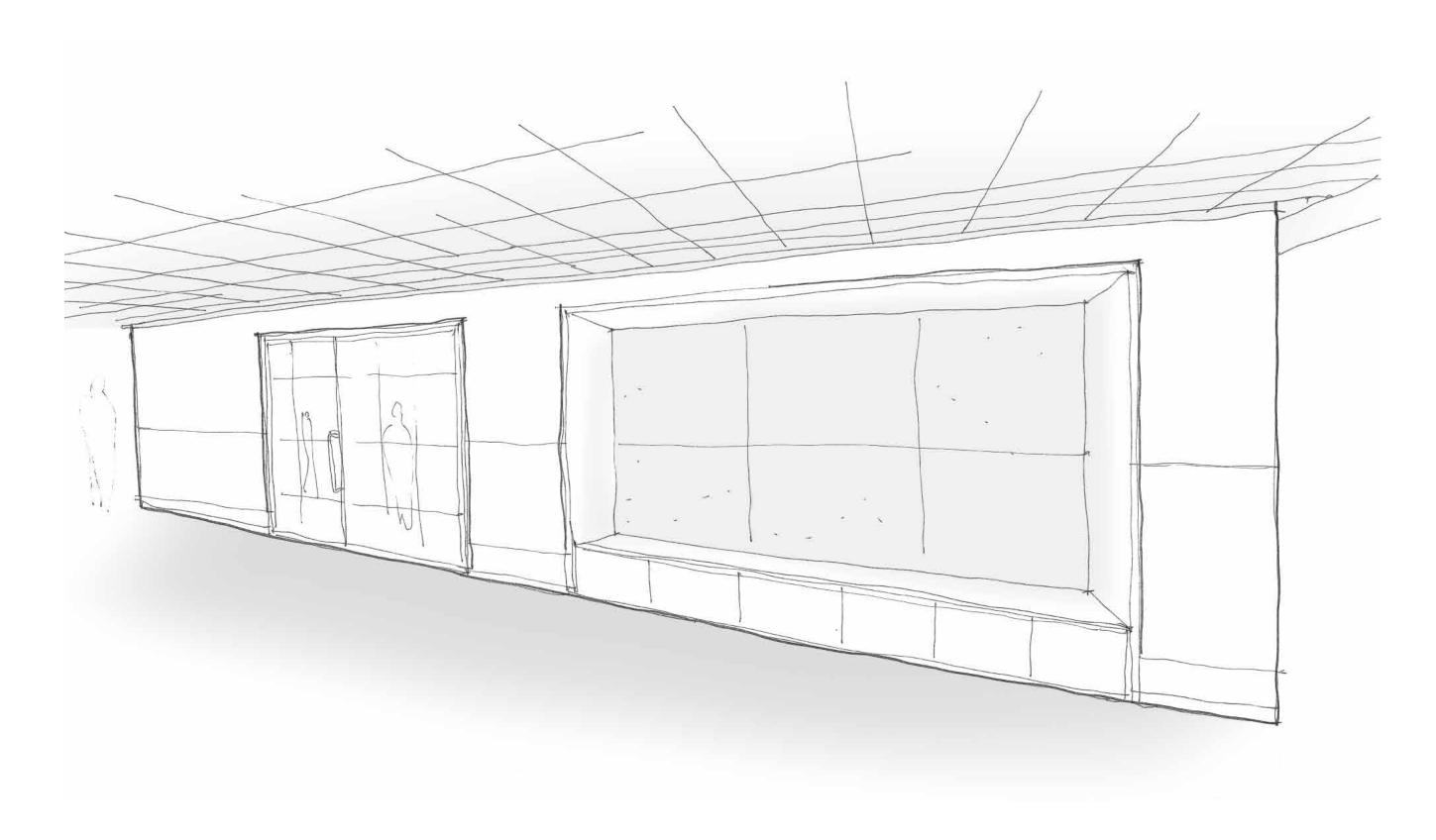
**OPTION A**: FABRIC SHADE

**OPTION B**: CLADDING

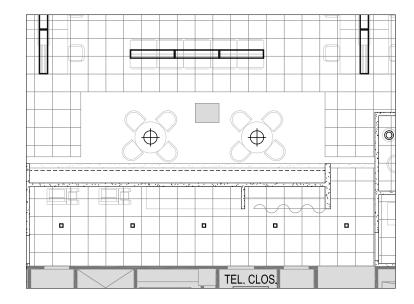


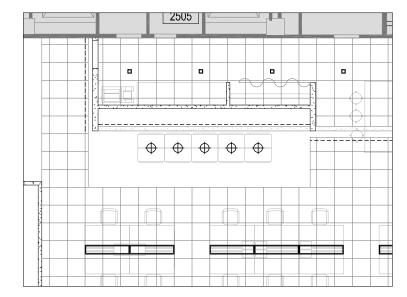
## TITLE

## WORKTABLES & PIN UP

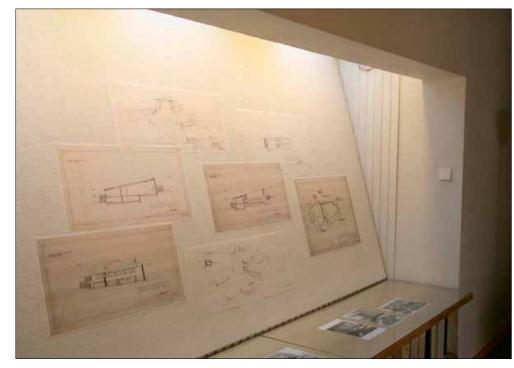


## WORKTABLES & PIN UP | LIGHTING





**OPEN OFFICE PIN-UP SPACES** 





ARCHITECTURAL COVE WITH LINEAR FLUORESCENT LIGHTING AT PIN-UP WALL



**CURATED GROUPING OF DECORATIVE PENDANTS** 



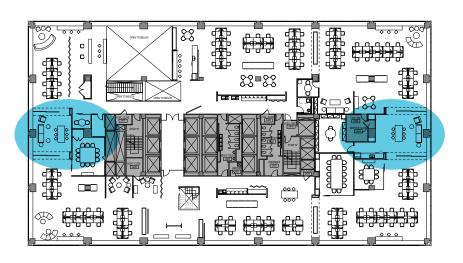
INTRODUCTION OF TOM DIXON FIXTURES INTO LOWER FLOORS

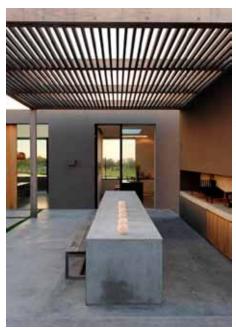
## Where did we leave off... to the Private Suite\*

### \* AKA OPEN MEETING AREAS AT NORTH & SOUTH END

LET'S MEET OUT IN THE OPEN AGAIN, BUT WE NEED WALLS TO PIN UP. THE KEY TO THIS SPACE IS THAT YOU CAN STAY AWHILE.

HOLD THAT THOUGHT.













TITLE

THE PRIVATE SUITE

MOOD

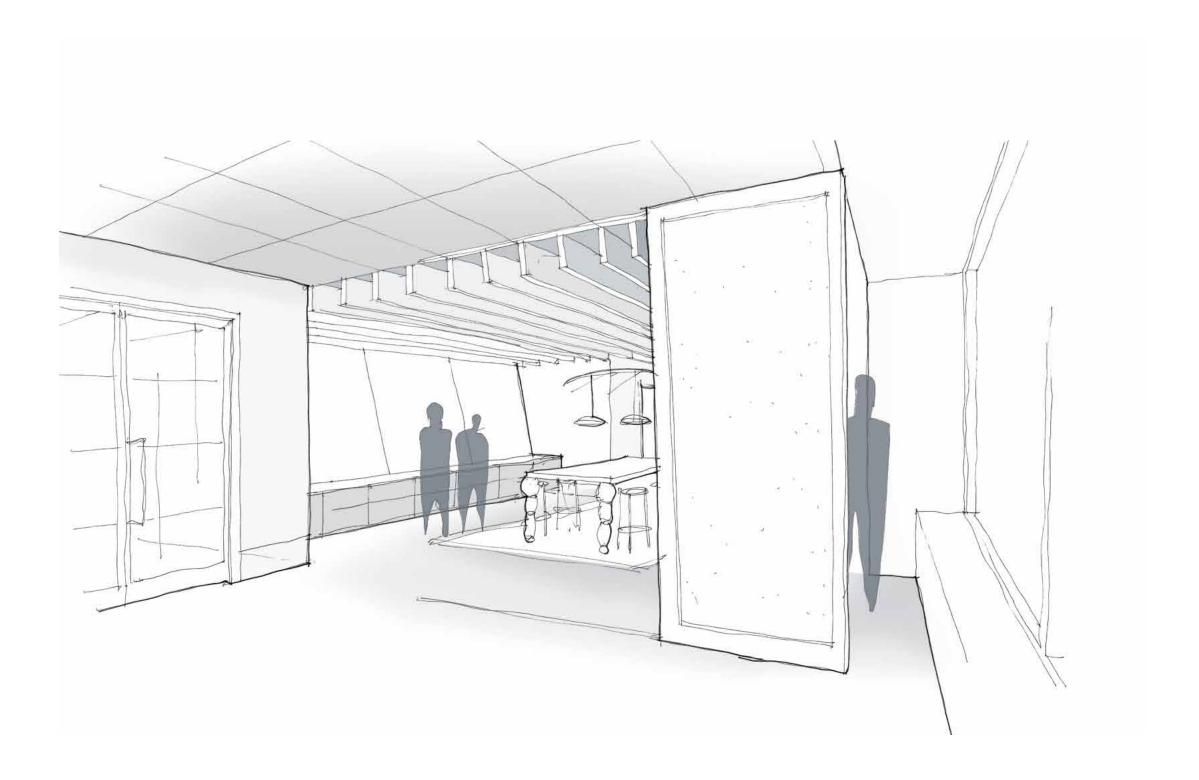
CLIENT READY CASUAL

DESIGN IDEA

A HOTEL SUITE

TRICK

MOVEABLE WALLS & FURNITURE



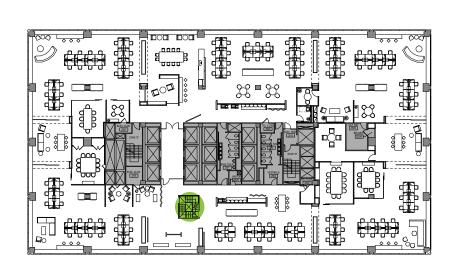
CURATED GROUPING OF DECORATIVE PENDANTS

INTRODUCTION OF TOM DIXON FIXTURES INTO LOWER FLOORS

## Everybody loves a short cut... to the Secret Stair\*

### \* AKA INTERCONNECTING STAIR

IT'S NOT JUST A CONVENIENCE THING,
IT'S A COMMUNICATION THING.
REMOVE THE RIGMAROLE OF TAKING THE ELEVATOR. JUST
RUN UP OR DOWN THE STAIRS QUICKLY TO GET AROUND.
ALSO A PERFECT SPOT FOR A RENDEZVOUS.









TITLE

THE SECRET STAIR

MOOD

NOSTALGIC

DESIGN IDEA

THE FAMILY ALBUM

TRICK

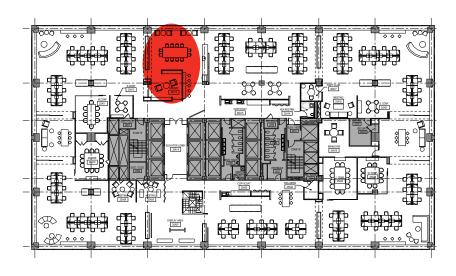
STUFF ON THE WALLS

## Finally, the end at least for now... to the Smoking Room\*

### \*AKA THE KITCHEN & LIBRARY

GRAB A CUP OF COFFEE SAY HI TO A FRIEND. HEAD TO THE LIBRARY, A LITTLE RESEARCH IS KEY TO THE PROJECT.

BACK TO BASICS, HARD FACTS.











TITLE

SMOKING ROOM

MOOI

MASCULINE

DESIGN IDEA

A PRIVATE LIBRARY

TRICE

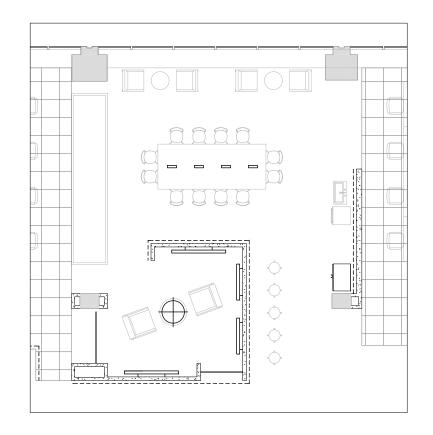
MEMORABILIA

## SMOKING ROOM





## SMOKING ROOM | LIGHTING



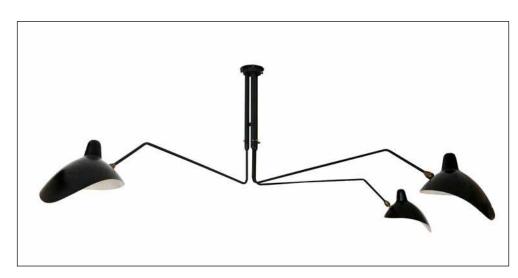








ARTICULATION OF LIBRARY CORNER WITH LIGHTING AT TOP & BOTTOM OF WALL



VINTAGE "ONE-OF-A-KIND" LIGHTING PENDANT CREATES ELEMENT OF SURPRISE



ARM MOUNTED TASK LIGHTS AND WALLWASHERS

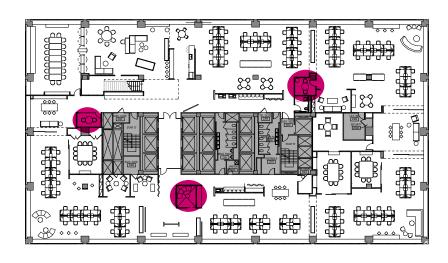


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## Had enough? Can't take it anymore... to the Get-Away\*

\* AKA PHONE ROOMS/CRYING ROOMS

NERVOUS CLIENT CHANGES HIS MIND.
THE STRESS SETS IN AND YOU NEED TO GET A GRIP.
WHAT HAPPENS AT McCANN, STAYS AT McCANN.















TITLE

**GET-AWAYS** 

MOOI

FIGHT CLUB

DESIGN IDEA

ISOLATION CHAMBER

TRICK

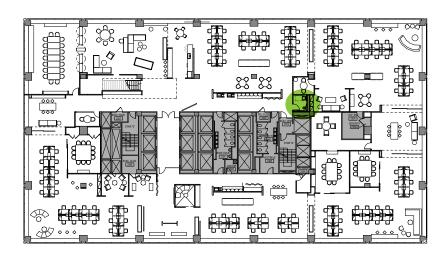
ACOUSTICS

# Time to pull yourself back together... to the Powder Room\*

### \*AKA ADA RESTROOM

YOU DECIDE TO TREAT YOURSELF WELL.
POWDER ROOMS ARE 'OVER THE TOP' PAMPERING.
OR WRITING ON THE WALLS.

FEELIN' GOOD. LOOKIN' GOOD.











TITLE

POWDER ROOM

MOOD

MORE IS MORE

DESIGN IDEA

BATHROOM MASH-UP CBGB MEETS RAINBOW ROOM

TRICK

FIXTURES AND FINISHES



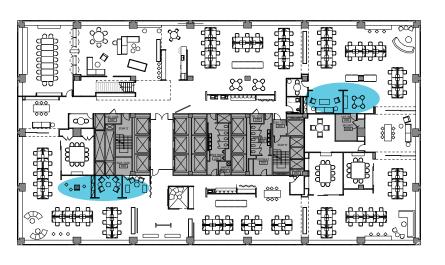


## Always welcoming distractions...to the Nooks-n-Crannies\*

### \* AKA OPEN TEAM AREAS

I NOTICE SOMEONE IN THE CORNER.
WHY NOT CHAT ABOUT THE LATEST AND GREATEST,
OFF TO THE SIDE.

DISTRACTIONS ARE GREAT FOR CREATIVITY.













TITLE

NOOKS-N-CRANNIES

MOOD

ECLECTIC

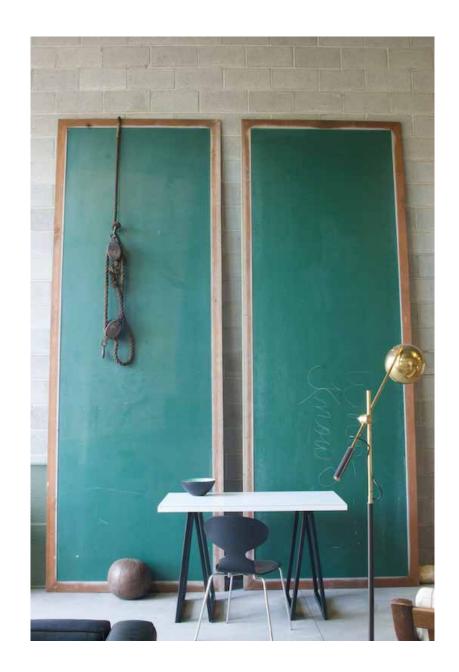
DESIGN IDEA

FURNITURE VIGNETTES

TRICK

MIX & MATCH

## NOOKS-N-CRANNIES









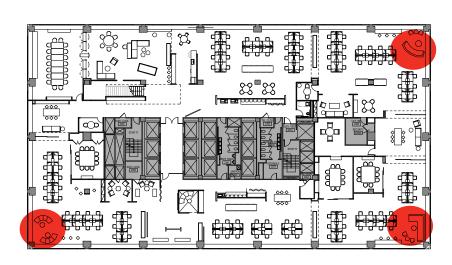


# What will happen next... to the Corner Lounge\*

### \* AKA CORNER OFFICE

TIME TO MEET WITH THE BIG GUY
ABOUT THE NEXT COMMISSION.
THINGS ARE DIFFERENT NOWADAYS,
THERE'S SOME ROLE REVERSAL GOING ON...

**WHO'S THE BOSS?** 









TITL

CORNER OFFICES

MOOE

SUBVERSIVE RETRO

DESIGN IDEA

A CORNER OFFICE WITH THE 'OFFICE'

TRICK

OPEN DOOR POLICY

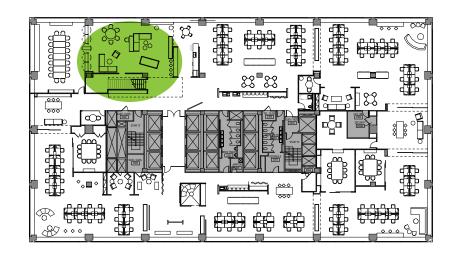




# All work and no play would not be true to McCANN... to the Rec Room\*

### \* AKA LOUNGE

YOU MEET UP FOR A QUICK GAME OF POOL.
ITS PART OF YOUR WELLNESS ROUTINE AND SANITY CHECK.
FUNNY HOW MUCH TAKING A MENTAL BREAK CAN
FREE YOUR MIND TO COME UP WITH THE BIG IDEA.











TITLE

REC. ROOM

MOOD

**EMPLOYEES ONLY** 

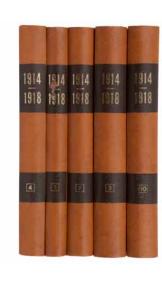
DESIGN IDEA

BASEMENT GAME ROOM

TRICK

LIVED-IN

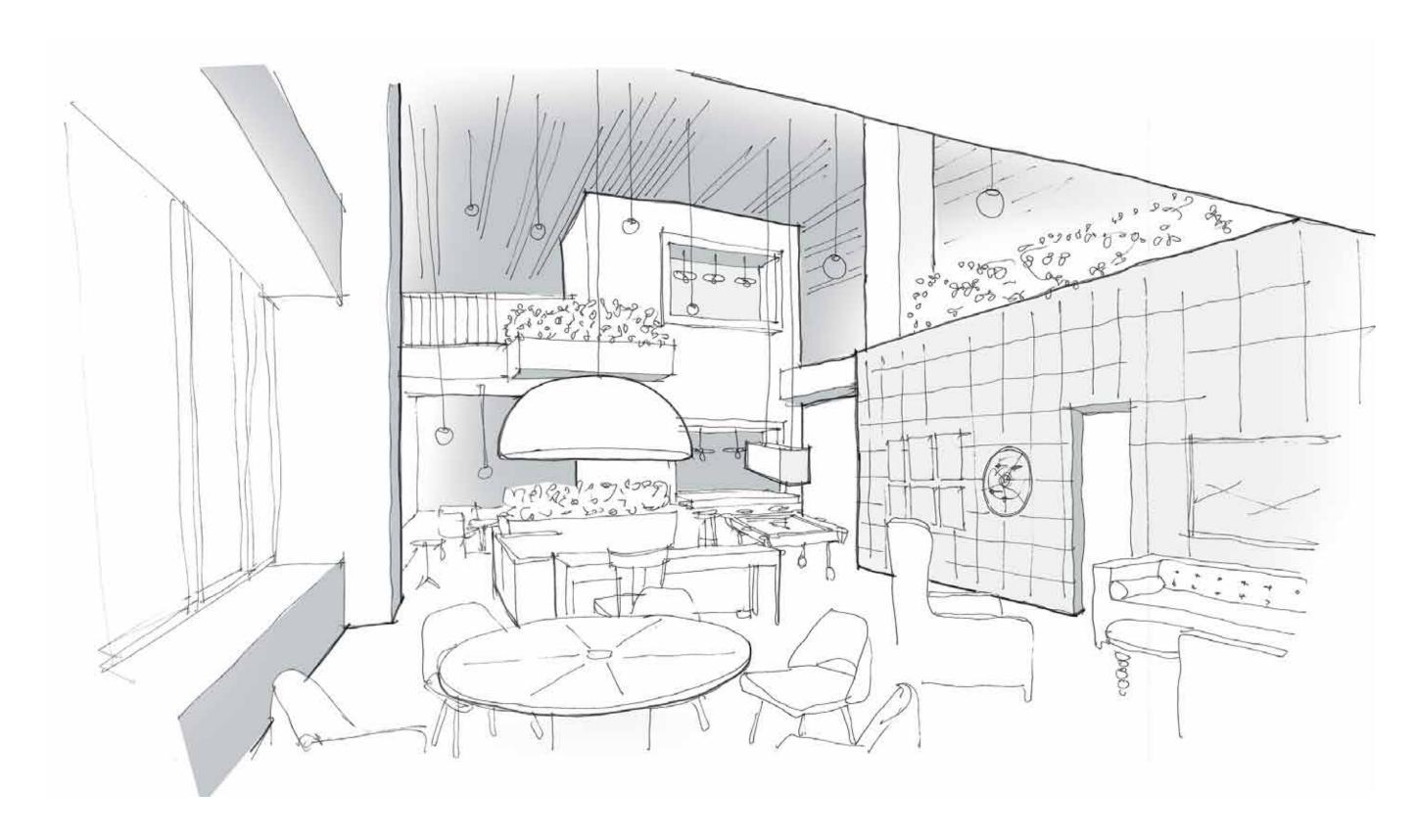








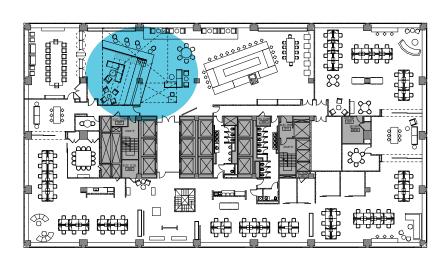




## Hear the latest and greatest... to the McCANN Steps\*

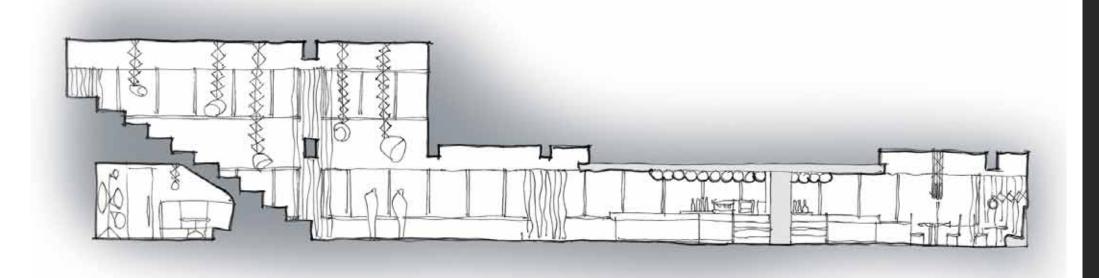
### \*AKA ASSEMBLY SPACE

WHEN WE NEED TO RALLY UP THE TROOPS, FOR AN IMPORTANT COMPANY WIDE MEETING WE CROWD ON THE McCANN STEPS TO GET THE SCOOP. **ALL HANDS ON DECK.** 









TITLE

McCANN STEPS

MOOD

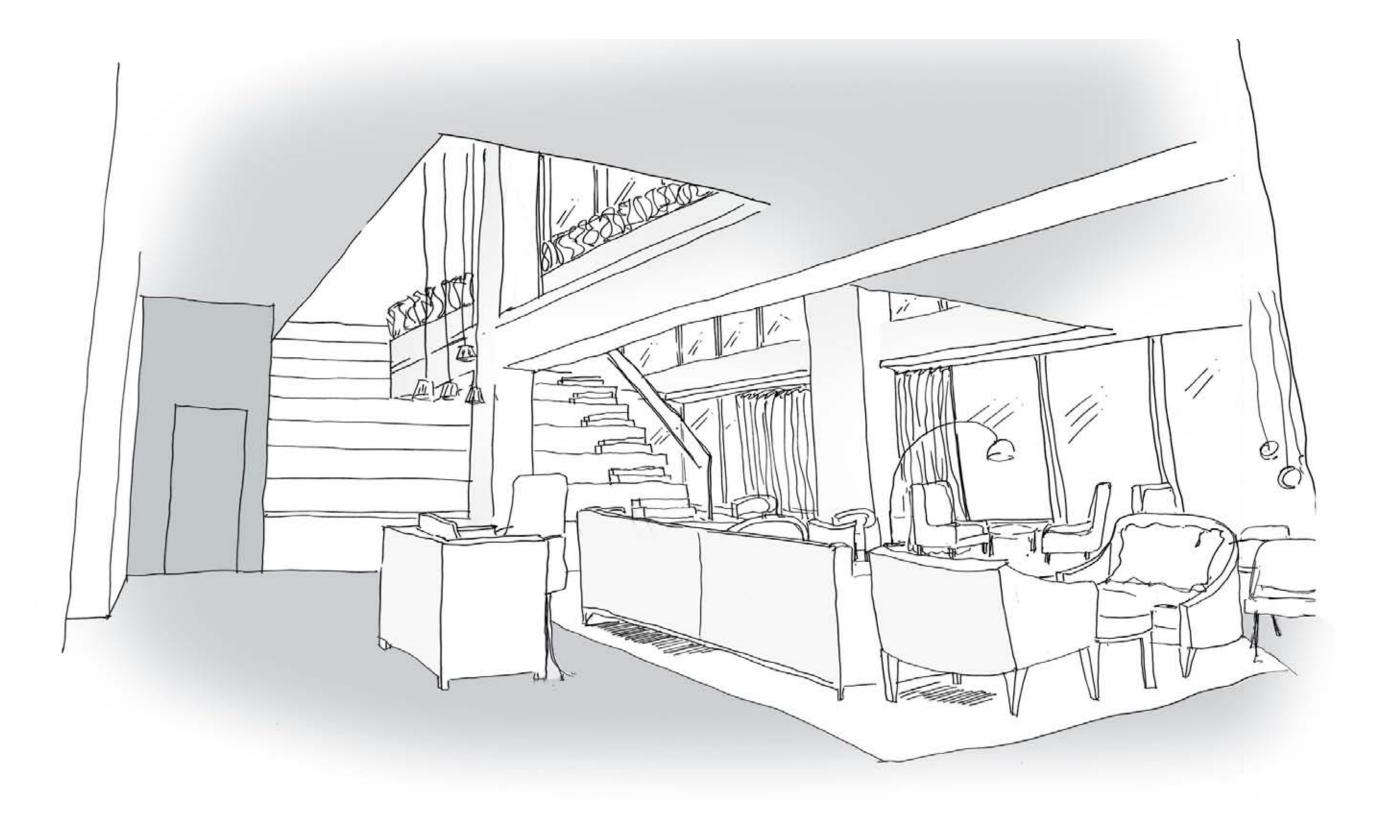
RAH-RAH

DESIGN IDEA

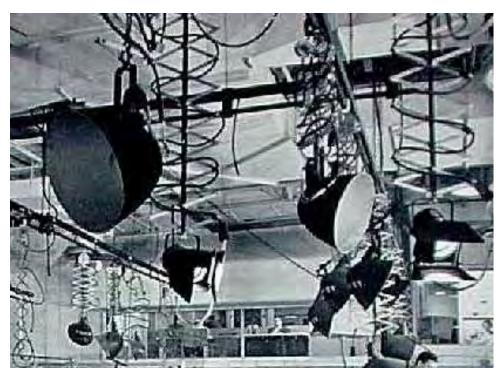
AMPHITHEATER

TRICK

BLEACHERS



### McCANN STEPS | LIGHTING





CONCEPT ONE: STUDIO LIGHTING

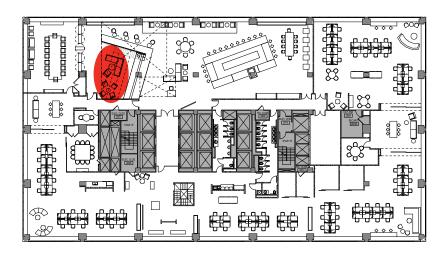




## It's not over yet to the... Underground\*

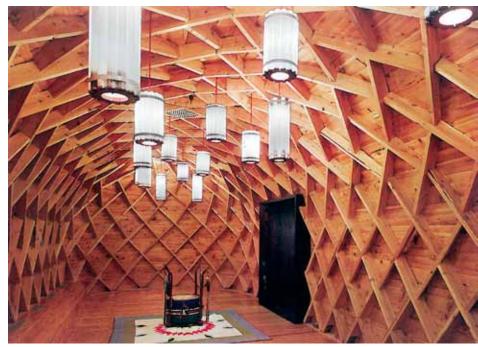
### \*AKA THE PRIVATE MEETING ROOM

THE TOWN HALL COMES TO AN END,
BUT YOU DON'T WANT TO STOP THE CONVERSATION.
GRAB A FEW FRIENDS AND HEAD TO THE
UNDERGROUND. WELCOME TO THE AFTER PARTY.











TITLE

UNDERGROUND

MOOE

V.I.P.

DESIGN IDEA

A BAT CAVE

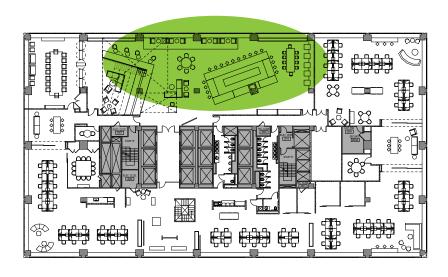
TRICK

BOTTLE SERVICE

## The grand finale... to Club McCANN\*

### \*AKA THE EMPLOYEE CAFE

LATE EVENING.
ENDS WITH A CROWD OF ALL NIGHTERS.
CLUB McCANN IS PACKED WITH EMPLOYEES.
SOME SAY GOOD MORNING.
SOME SAY GOOD NIGHT.









TITLE

CLUB McCANN

MOOD

BOOZY

DESIGN IDEA

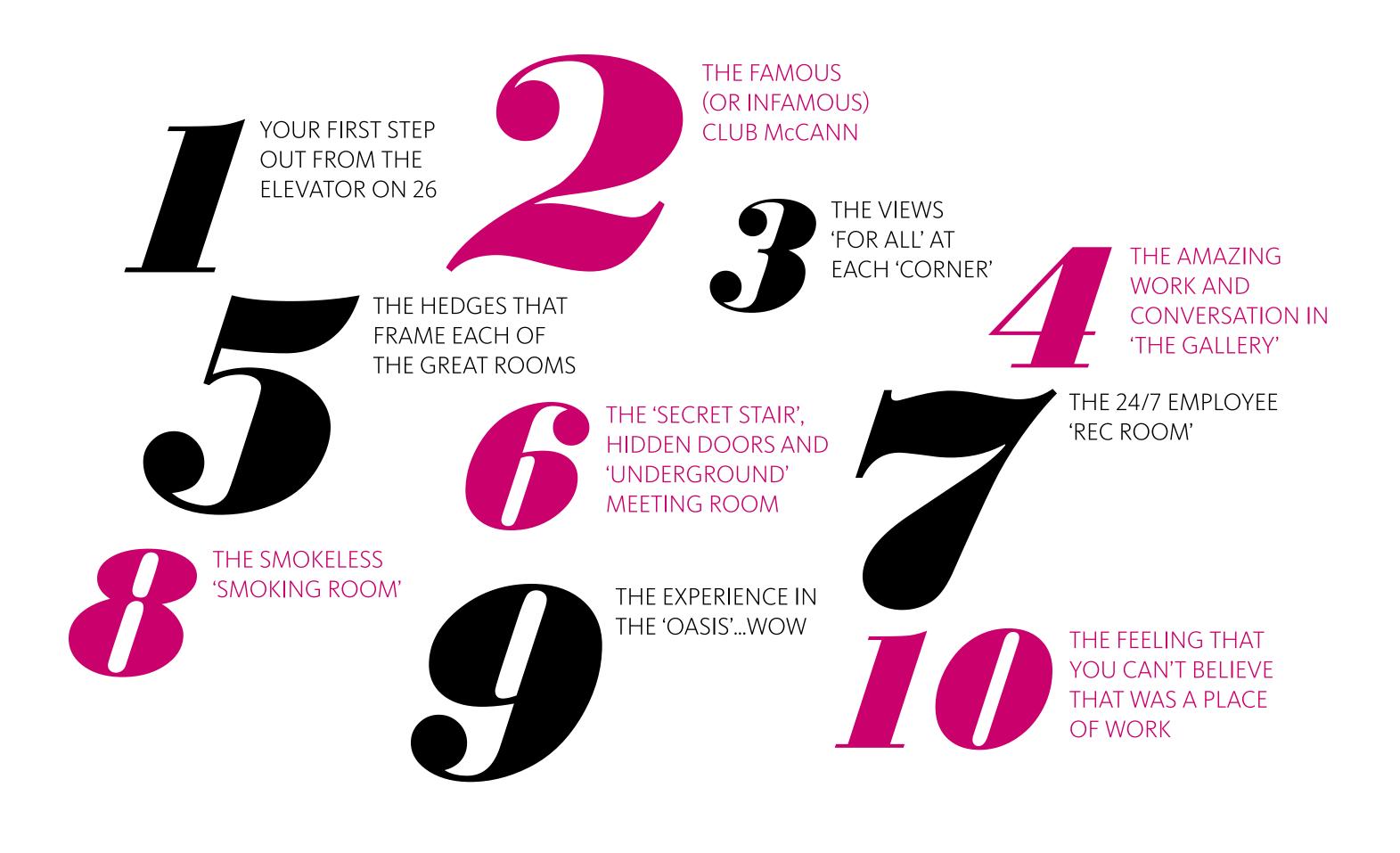
THE BOOM BOOM ROOM

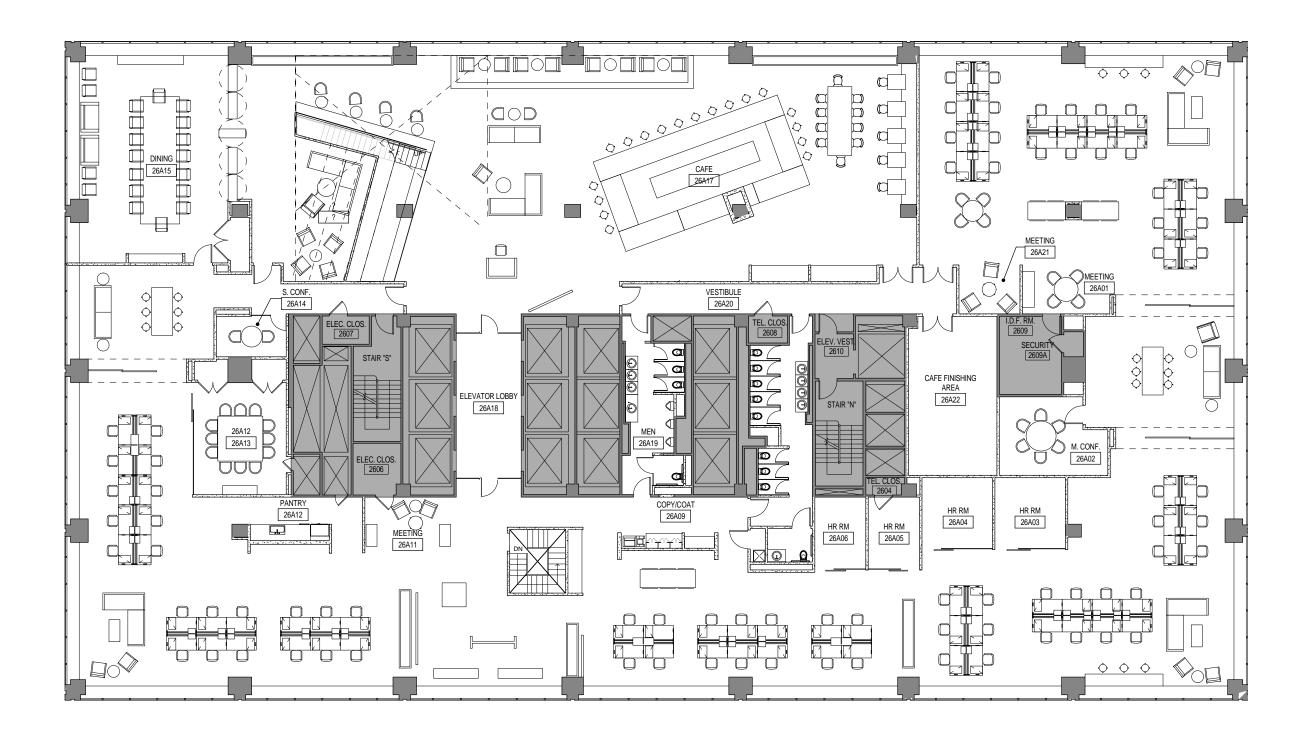
TRICK

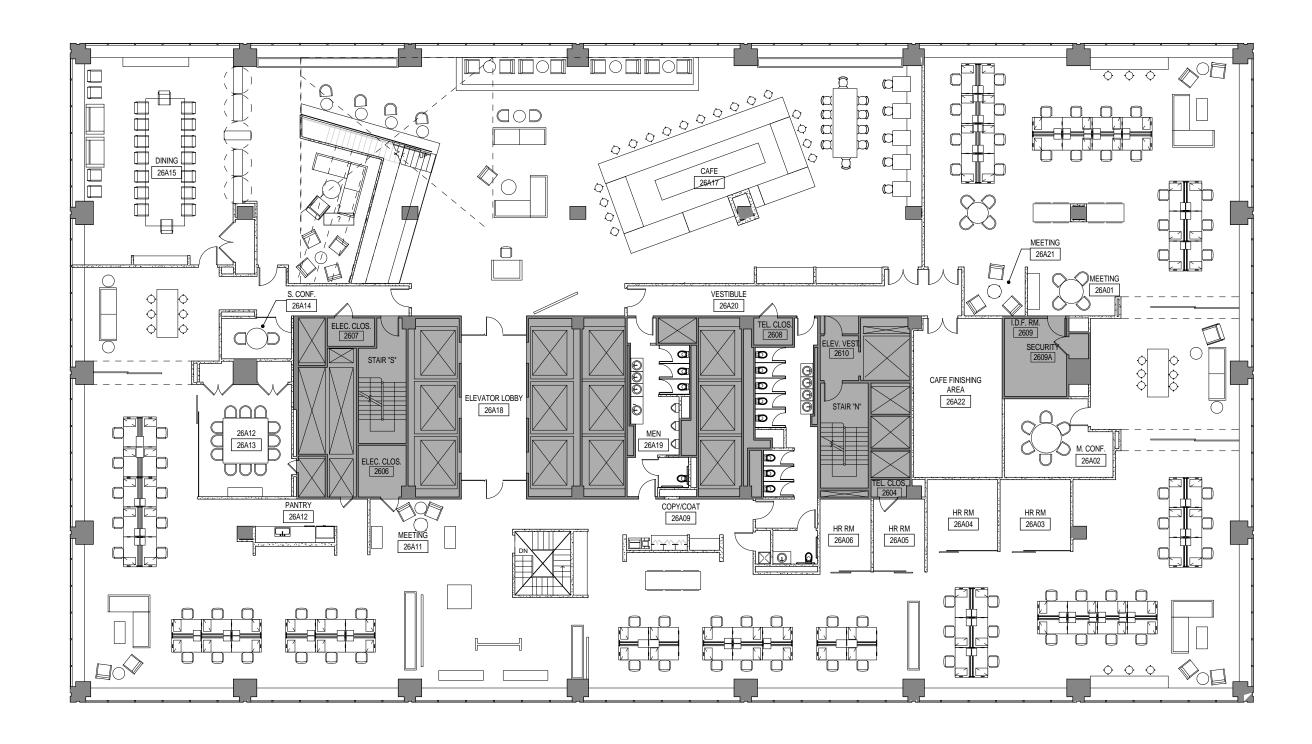
THE BAR & LIGHTING

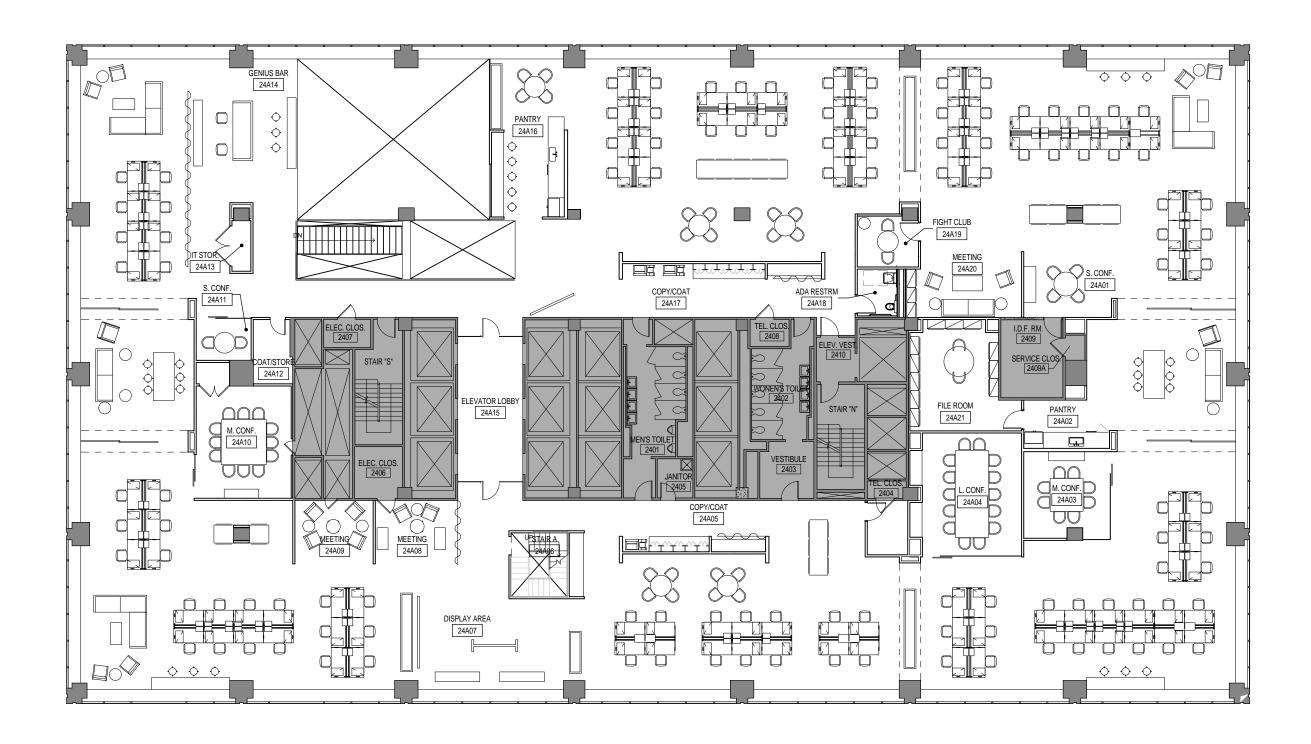
## If memory serves me correctly...

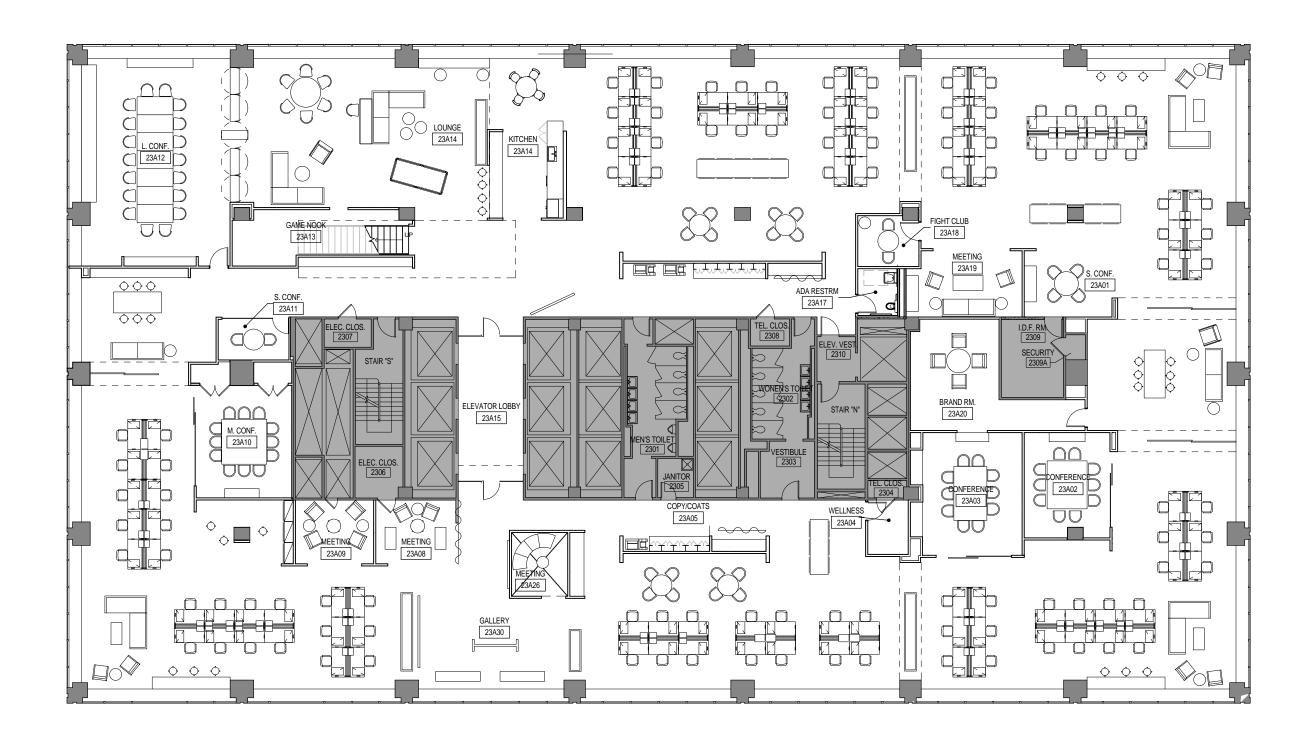
AFTER VISITING THE HOUSE THAT McCann built, there are at least these **top ten things**You are sure not to forget!





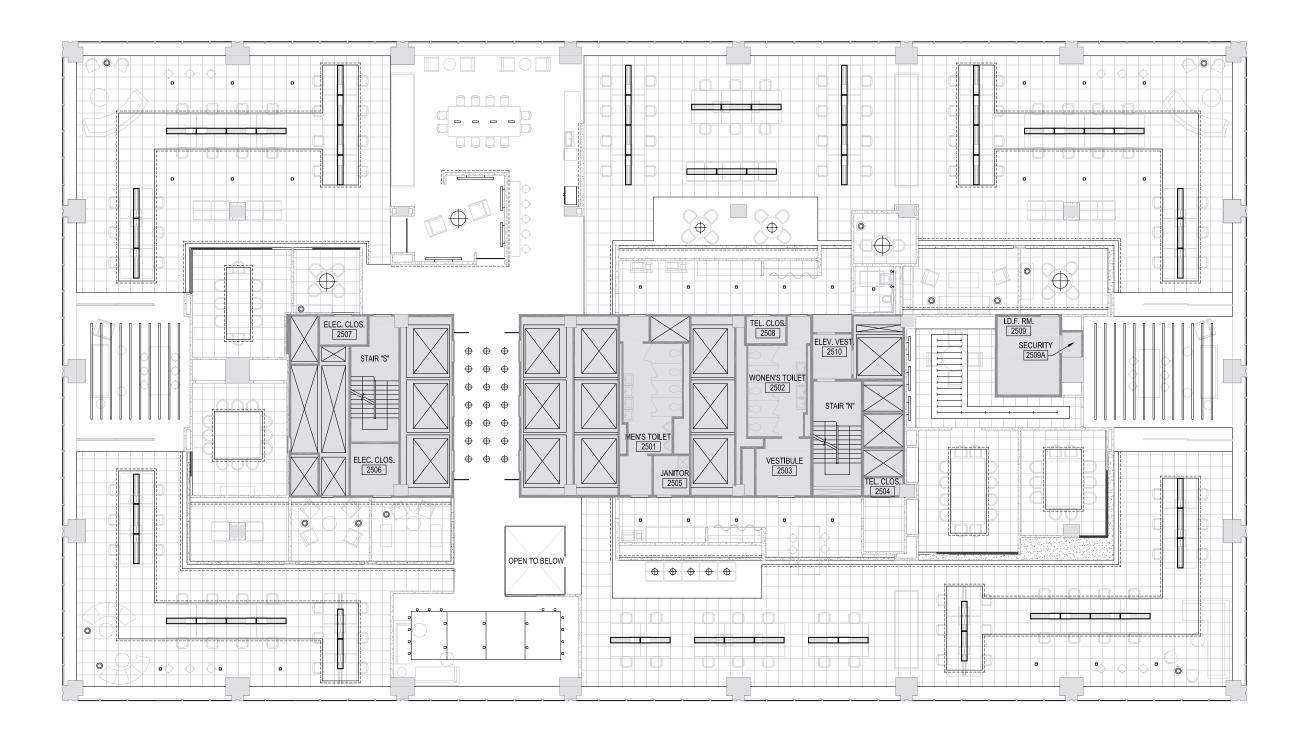






### TITLE

### LIGHTING 25



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