

McCANN
NEW YORK

Gensler
LIGHTING WORKSHOP

Prologue...

(It's been a while)

1 *flowing*
AN IDEA THAT THERE
ARE **NO** BARRIERS.

2 *contrasting*
AN IDEA ABOUT
ONLY GOING **BOLD**
WITH COLOR
AND TEXTURES.

3 *living*
AN IDEA THAT
THIS IS **NOT** JUST
A WORKPLACE.

4 *feeling*
AN IDEA THAT
IS **ALL ABOUT**
THE GIVE-BACK.

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.**

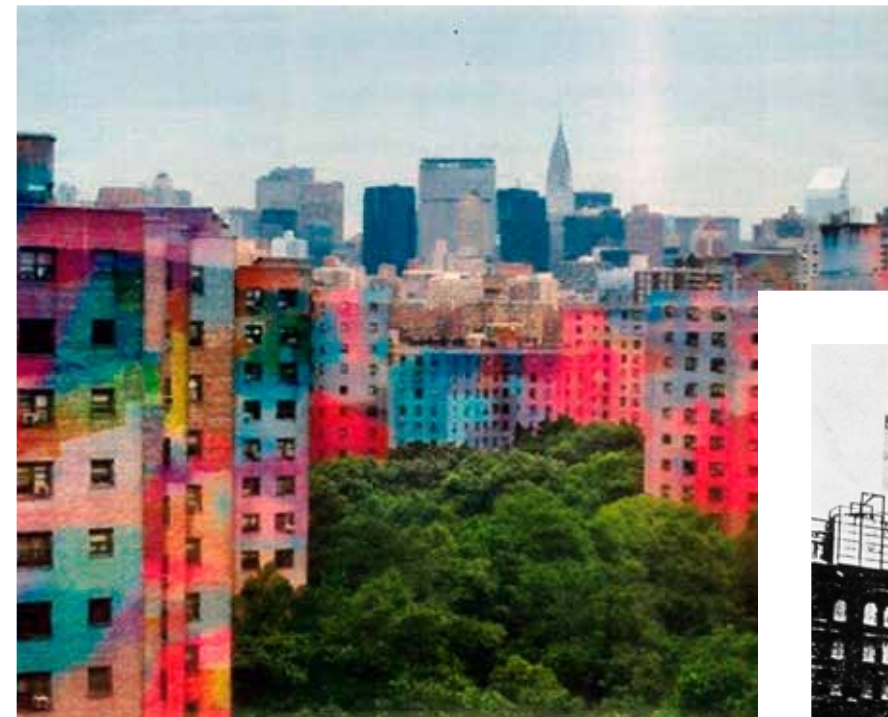
THE McCANN FORMULA

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

***The story we are
about to tell...***

The new house of McCann...

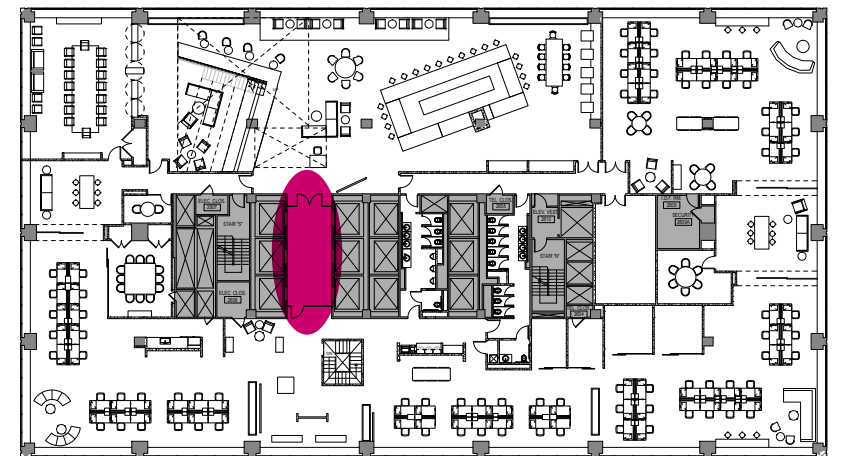
PICTURE A YOUNGER, HIPPER,
RALPH LAUREN KINDA LOOK
(WITH TRACES OF BRITISH QUIRKINESS)
TAKING HOLD OF THE SOHO HOUSE.
**INTRODUCING THE NEW HOUSE
OF McCANN.**



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

* AKA 26TH 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.



The Side Bar

TITLE

FLOOR 26 ELEVATOR LOBBY

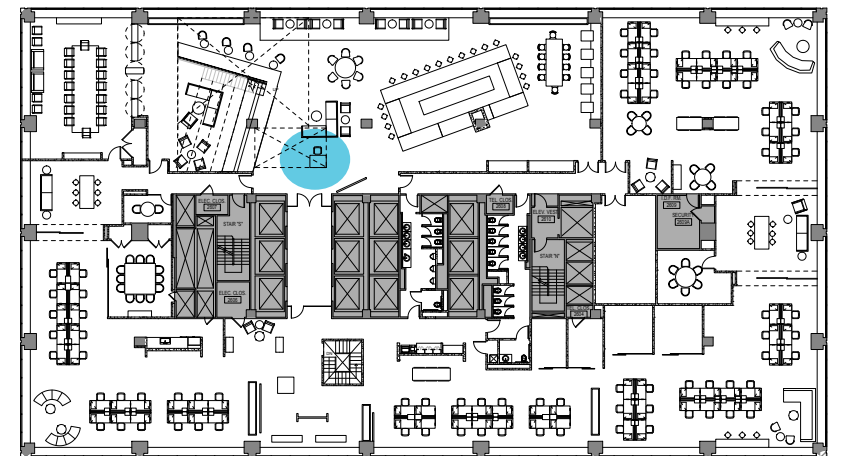
26 FLOOR ELEVATOR LOBBY



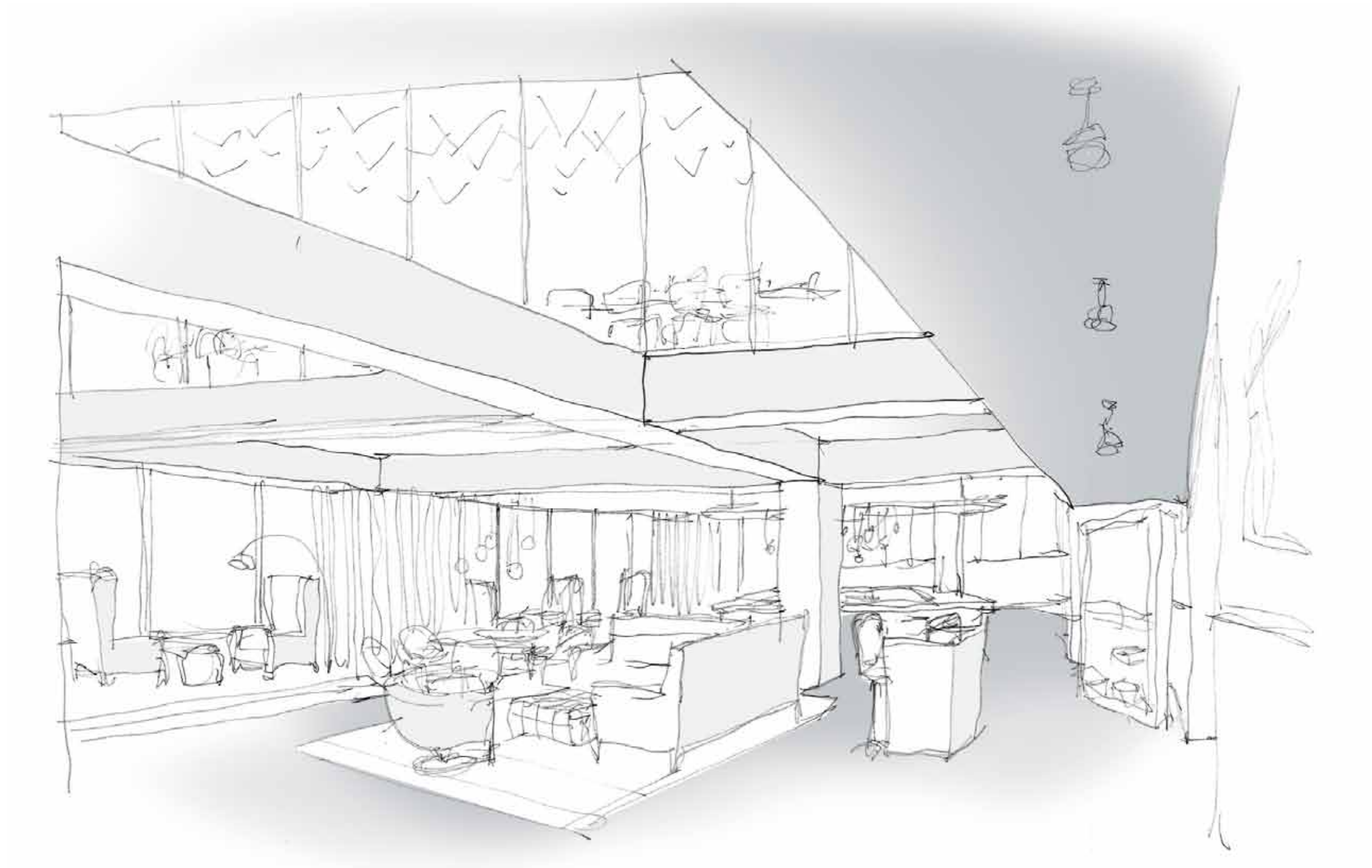
*Through the front door... to the Concierge**

* AKA RECEPTION DESK

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



CONCIERGE



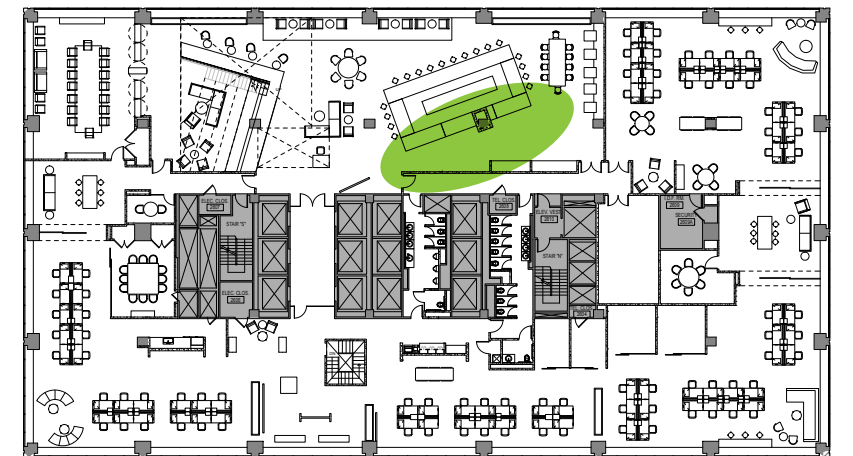
TITLE
CONCIERGE



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

* AKA EMPLOYEE CAFÉ

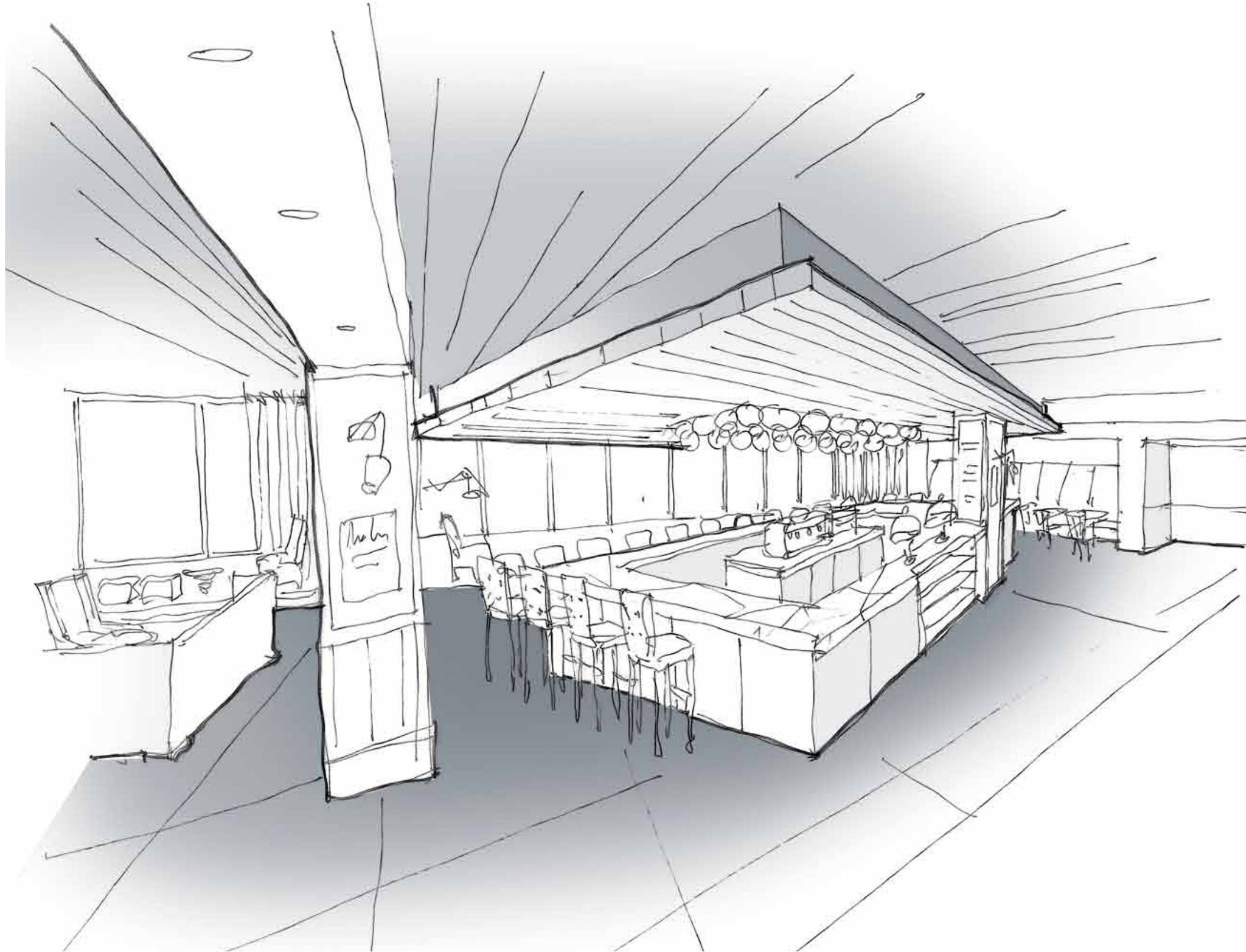
LATE MORNING...
STARTS WITH A STREAM OF LATE ARRIVALS.
CLUB McCANN IS PACKED WITH EMPLOYEES.
SOME SAY GOOD MORNING.
SOME SAY GOOD NIGHT.



TITLE

CLUB McCANN

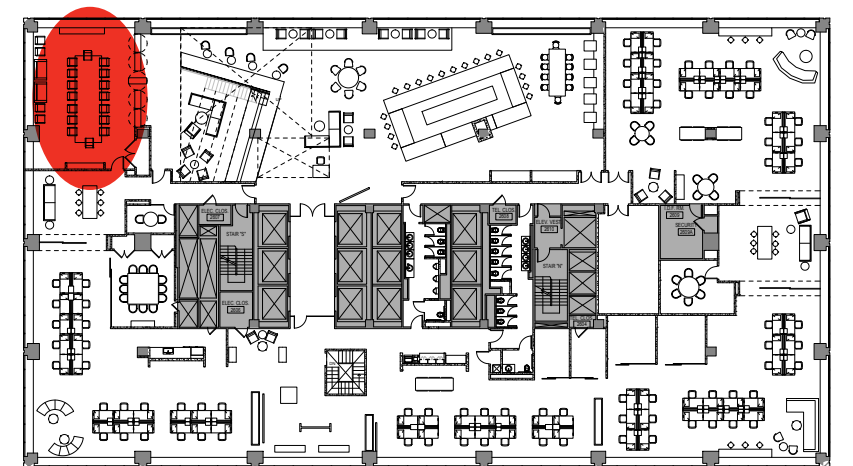




*The anticipation ramps up... to the **Yes' Room****

***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
all told the truth well told the trut
the truth well told the truth well
ruth well told the truth well told
all told the truth well told the trut
the truth well told the truth well
ruth well told the truth well told
all told the truth well told the trut
the truth well told the truth well
ruth well told the truth well told
all told the truth well told the trut
he truth well told the truth well to

TITLE

THE 'YES' ROOM



TITLE

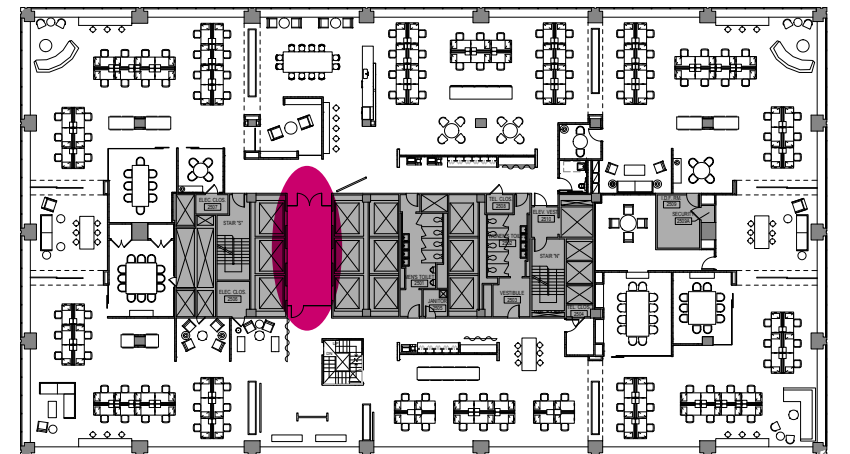
THE 'YES' ROOM



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

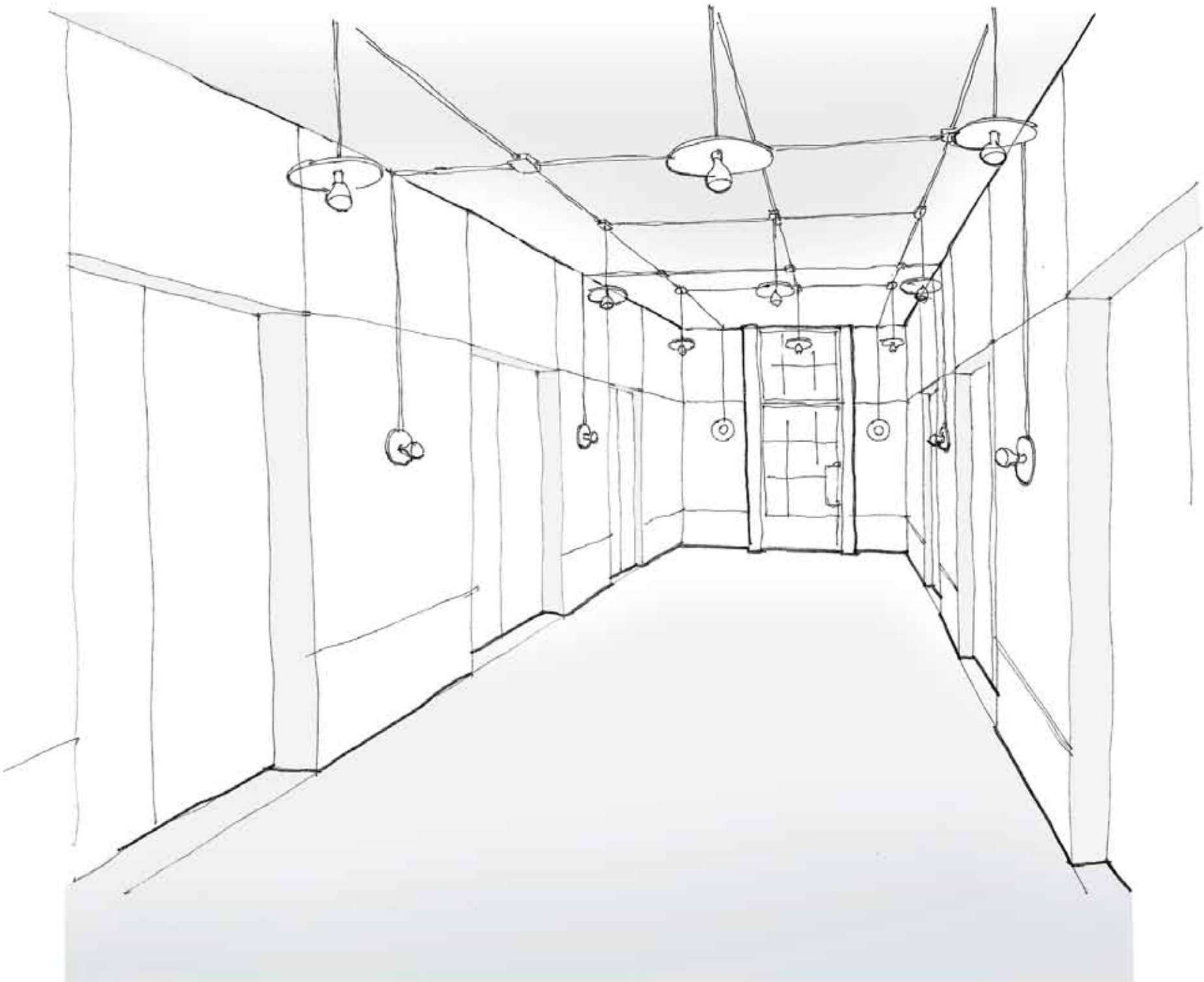
***AKA 25TH FLOOR ELEVATOR LOBBY**

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



TITLE

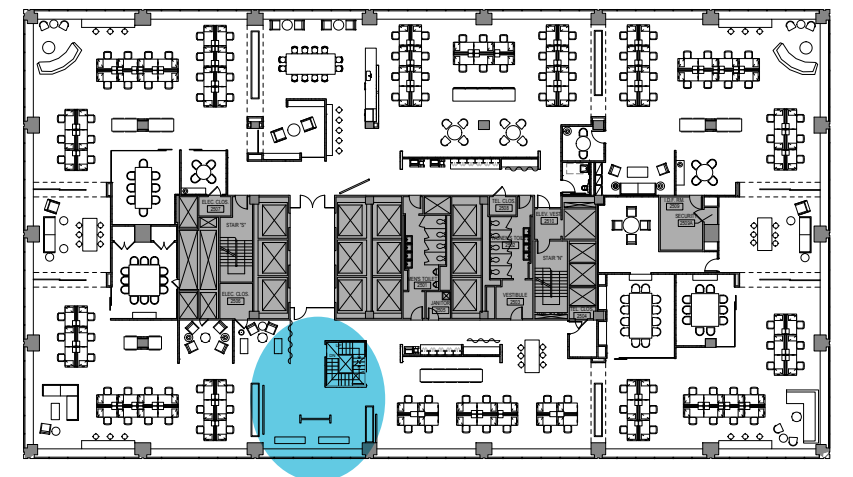
THE SIDE DOOR



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.



*“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



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



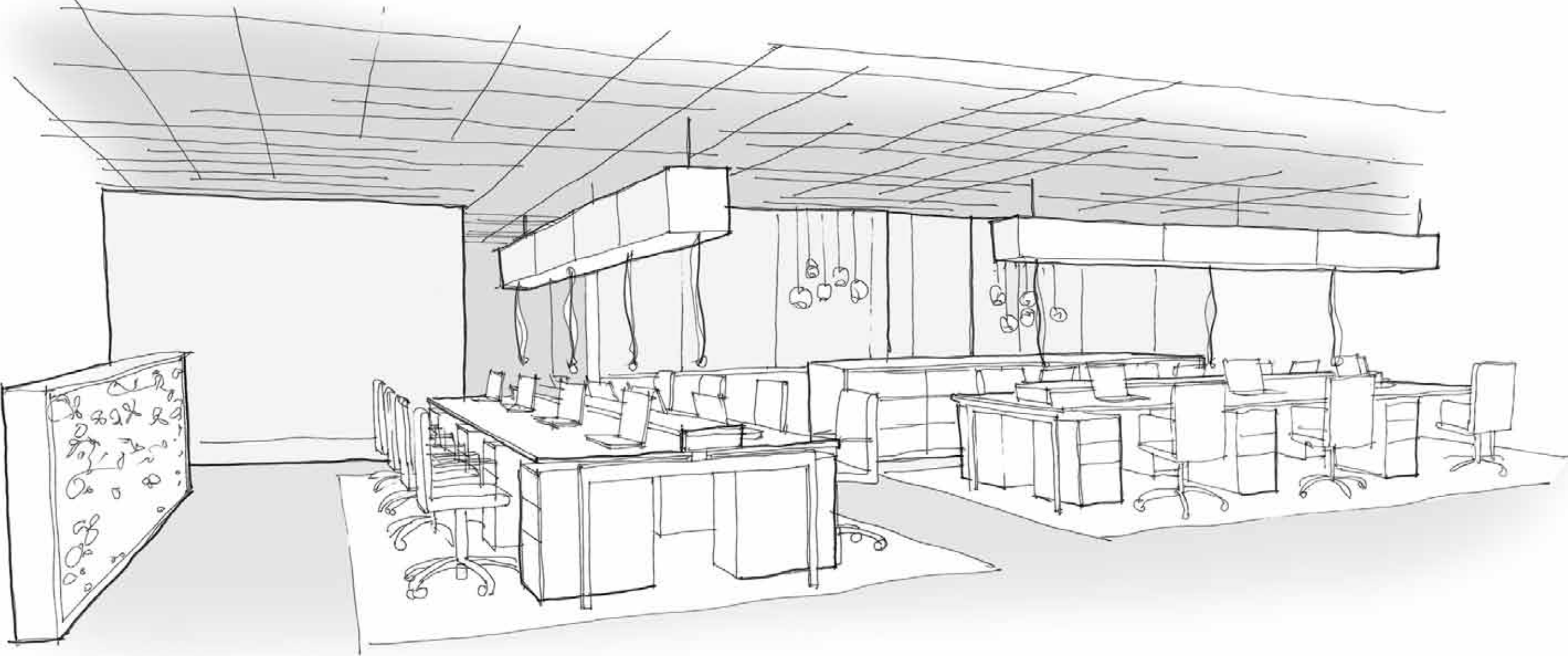
***OK, time to take
care of business...
to the **Worktables******

*** 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

TITLE

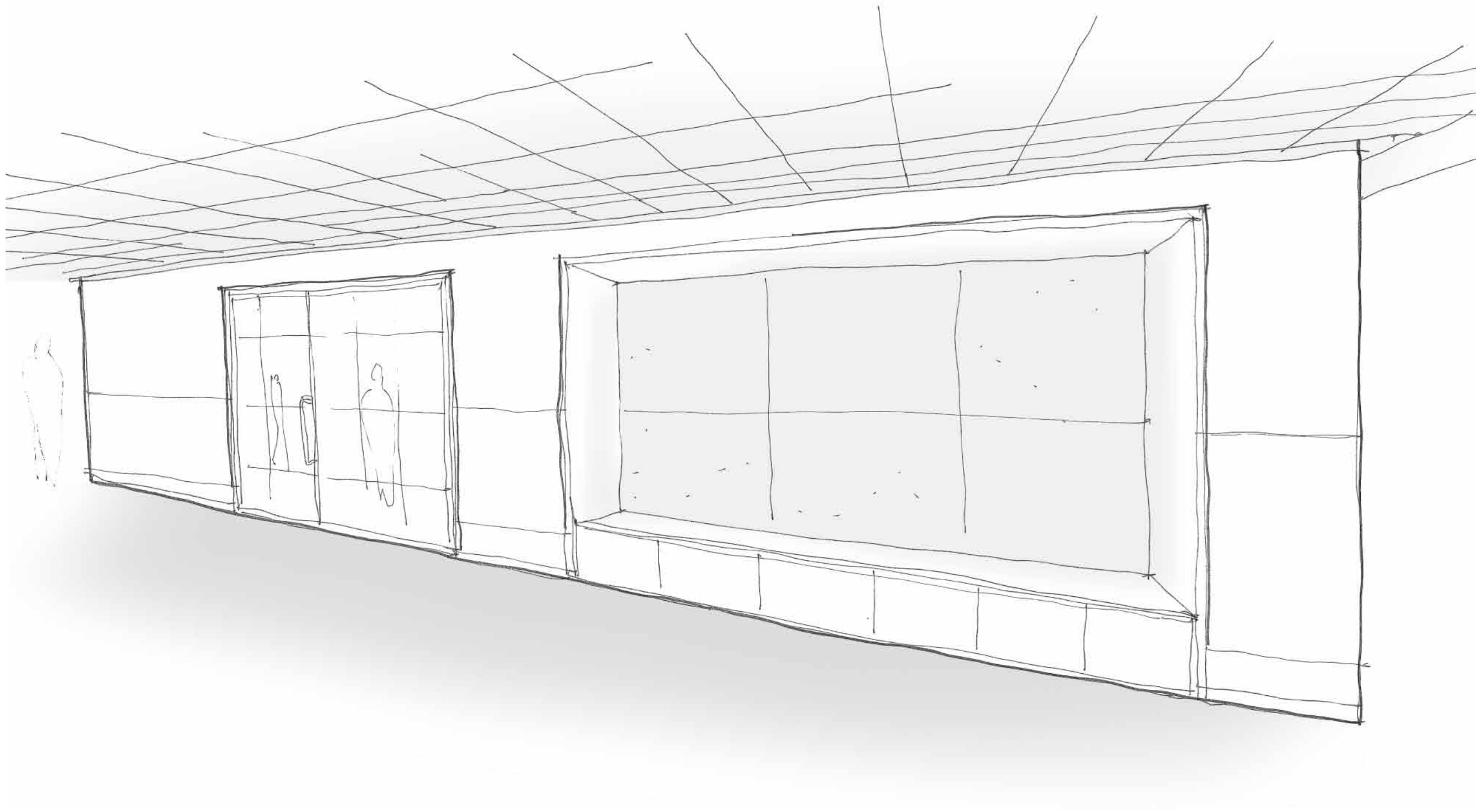
WORKTABLES & PIN UP



WORKTABLES & PIN UP | LIGHTING



WORKTABLES & PIN UP

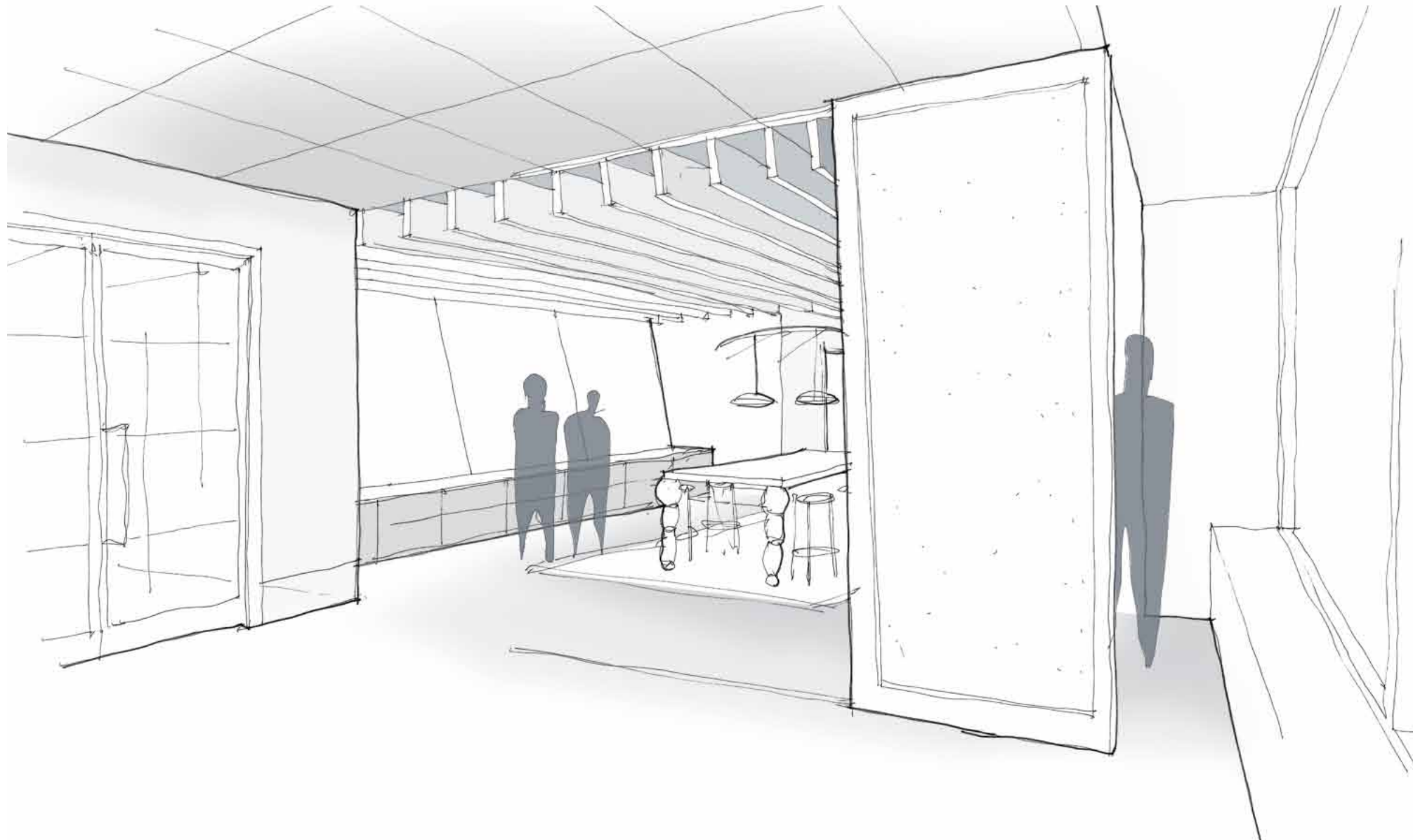


*Where did we leave off... to the **Private Suite****

* 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

PRIVATE SUITE



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 TAK



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 L

TITLE
SMOKING ROOM



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

*** AKA PHONE ROOMS/CRYING ROOMS**

NERVO

*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' P

