



## AWARD OF DISTINCTION

Project Title

## Mullen Advertising Agency

Student Name

**Julie Barghout**

Level

**4th Year**

Course

**Interior Architecture III**

Advisor/Instructor

**Tina Sarawgi**

Principal Investigator

**Tina Sarawgi**

Department/School

**Department of Interior Architecture,  
University of North Carolina at Greensboro, North Carolina**



### Summary description of project:

#### Project Outline:

The task of this project was to design a workplace environment for Mullen Advertising Agency that would reflect its core values and principles, encourage creativity and teamwork, and be impressive to its clients and visitors.

The project involved designing workspaces for the five distinct areas in an ad agency, namely, the creative department, account services, media, accounting and human resources. Other spaces included reception, waiting area, large and small conference rooms, team rooms, media library, edit room and tape storage and mail/ copy/ print rooms.

#### Student's conceptual statement:

As an advertising agency, Mullen's key role is to 'see' (observe) and create a visual identity for its clients. The inspiration for the design evolved from the desire to reverse the role of Mullen from 'seeing' to 'be seen', hence challenging the conventional notions of a commercial workspace environment. The proposed space puts the Mullen facility on display by enclosing all the departments in Mullen in a glass 'box', thus providing opportunities to the prospective clients, employees, and visitors to see and visually experience Mullen and all its unique qualities.



## Reasons for the nomination:

This student's project is noteworthy due to the following reasons:

1. The project is conceptually strong and thought-provoking.
2. **form•Z** has been used convincingly to express the underlying design elements.
3. The project is thorough in its exploration of light, materials and colors.



## Jury comments:

The project undoubtedly demonstrates the designer's mastery of the rendering medium. However, I am unsure if the digital medium played any significant role in the design of the space itself. The drawings that accompany the renderings show a more or less cookie-cutter approach to design that is driven more by two-dimensional design-thinking. **—Mahesh Senagala**

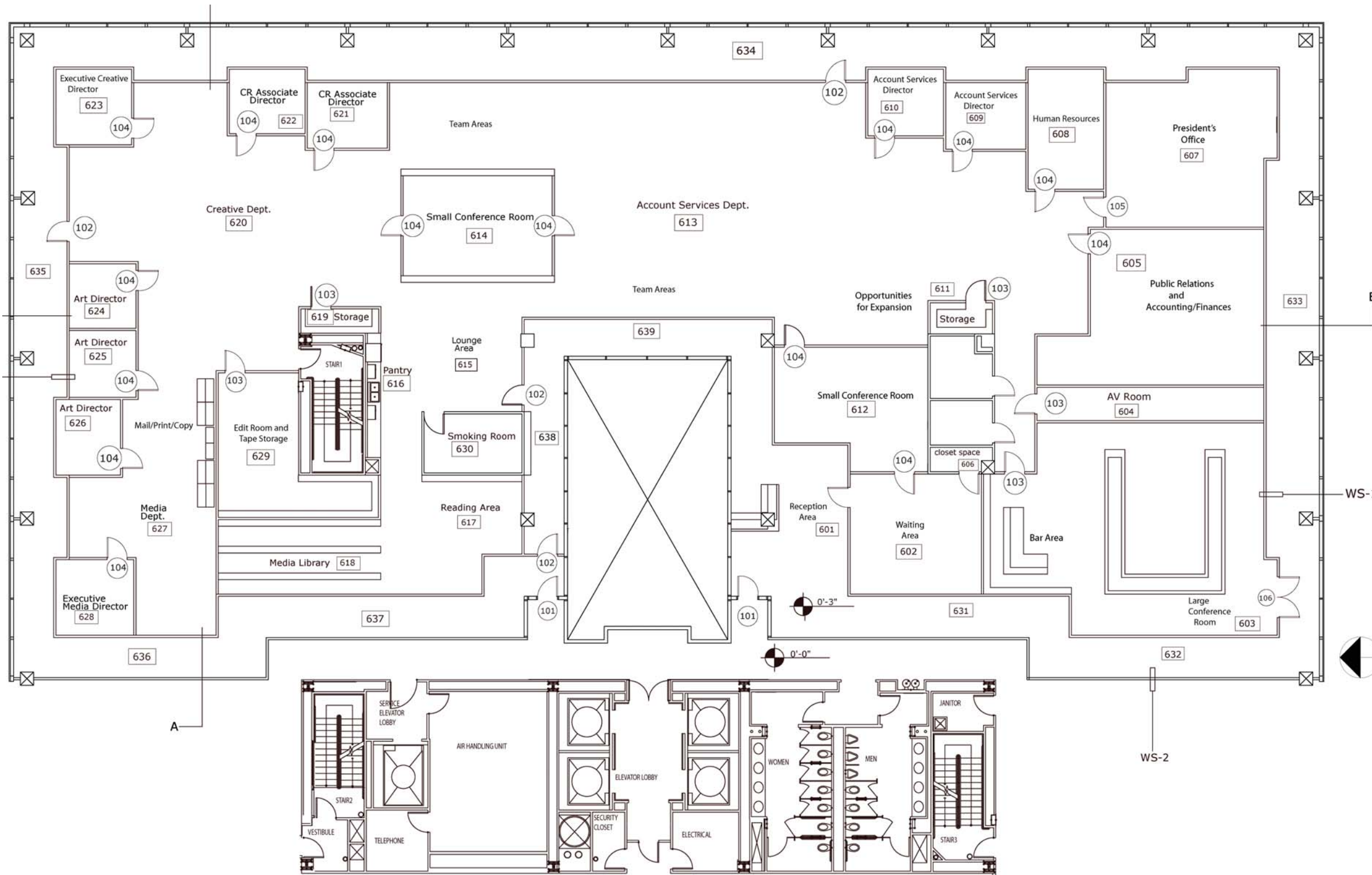
Excellent use of color, reflection and viewpoints to present a realistic, well informed concept to the client. All the design information required to deliver a solid presentation. **—Gregory McCambley**

An impressive total design of a workspace for creative professionals and an inspiring showroom for clients and prospects. Provoking in colors and forms, but on the right side of the edge to chaos. **—John S. Hansen**









Room Finish Schedule										
Sixth Floor										
Room No.	Room Name	Floor	Base	Walls				Ceiling		Comments and Special Requirements
				North	East	South	West	Material	Height	
601	Reception	Conc	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
602	Waiting Area	HDWD	XXXXXX	GL	GL	GYP BD	GYP BD	Exposed/Conc	13'-0"	XXXXXX
603	Lg. Conf. Room	HDWD	XXXXXX	Conc	GYP BD	GL	GL	Accous.	10'-0"	see spec for material and finish notes
604	AV Room	HDWD	XXXXXX	GYP BD	GYP BD	GL	GYP BD	Exposed/Conc	13'-0"	XXXXXX
605	PR/Accounting	HDWD	XXXXXX	GL	GYP BD	GL	GYP BD	Exposed/Conc	13'-0"	XXXXXX
606	Closet	HDWD	XXXXXX	Conc	Conc	Conc	Conc	Exposed/Conc	10'-0"	XXXXXX
607	President's Office	HDWD	XXXXXX	GYP BD	GL	GL	GYP BD	Exposed/Conc	13'-0"	XXXXXX
608	HR Office	HDWD	XXXXXX	GYP BD	GL	GYP BD	GL	Exposed/Conc	13'-0"	XXXXXX
609	AC Director Office	HDWD	XXXXXX	GL	GL	GYP BD	GL	Exposed/Conc	13'-0"	XXXXXX
610	AC Director Office	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
611	Storage	Conc	XXXXXX	Conc	Conc	Conc	Conc	Conc	10'-0"	XXXXXX
612	Sm. Conf. Room	HDWD	XXXXXX	GL	GL	GYP BD	GL	Exposed/Conc	13'-0"	XXXXXX
613	Acc. Services	HDWD	XXXXXX	XXXXXX	GL	XXXXXX	XXXXXX	Exposed/Conc	13'-0"	XXXXXX
614	Sm. Conf. Room	HDWD	XXXXXX	GL	XXXXXX	GL	XXXXXX	Exposed/Conc	13'-0"	XXXXXX
615	Lounge	HDWD	XXXXXX	XXXXXX	GL	XXXXXX	XXXXXX	Exposed/Conc	13'-0"	XXXXXX
616	Pantry	Conc	XXXXXX	S.S.	Conc	XXXXXX	Conc	Exposed/Conc	13'-0"	XXXXXX
617	Reading Area	HDWD	XXXXXX	GYP BD	GYP BD	GL	GL	Exposed/Conc	13'-0"	XXXXXX
618	Media Library	HDWD	XXXXXX	GL	GYP BD	GL	GL	Exposed/Conc	13'-0"	XXXXXX
619	Storage	Conc	XXXXXX	Conc	Conc	Conc	Conc	Conc	10'-0"	XXXXXX
620	Creative Dept.	HDWD	XXXXXX	GL	GL	XXXXXX	XXXXXX	Exposed/Conc	13'-0"	XXXXXX
621	CR Associate	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
622	CR Associate	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
623	Executive CR	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
624	Art Director	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
625	Art Director	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
626	Art Director	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
627	Media Dept.	HDWD	XXXXXX	XXXXXX	XXXXXX	GL	GL	Exposed/Conc	13'-0"	XXXXXX
628	Executive Media Director	HDWD	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
629	Edit Room	Conc	XXXXXX	Conc	Conc	Conc	Conc	Exposed/Conc	10'-0"	XXXXXX
630	Smoking Rm	Conc	XXXXXX	GYP BD	GL	GYP BD	GYP BD	Ceiling Panels	10'-0"	XXXXXX
631	Corridor	Conc	XXXXXX	GYP BD	GL	GL	GYP BD	Exposed/Conc	13'-0"	XXXXXX
632	Corridor	Conc	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
633	Corridor	Conc	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
634	Corridor	Conc	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
635	Corridor	Conc	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
636	Corridor	Conc	XXXXXX	GL	GL	GYP BD	GYP BD	Exposed/Conc	13'-0"	XXXXXX
637	Corridor	Conc	XXXXXX	GL	GL	GYP BD	GYP BD	Exposed/Conc	13'-0"	XXXXXX
638	Corridor	Conc	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX
639	Corridor	Conc	XXXXXX	GL	GL	GL	GL	Exposed/Conc	13'-0"	XXXXXX

Door	Type	WIDTH	HEIGHT	MAT.	GLS.	ELEV.	MAT.	GLS.	REMARKS
101	F-2	3' - 0"	7' - 0"	GL	F-2	see spec	AL	-----	acrylic color squares integrated within glass
102	F-6	3' - 0"	7' - 0"	GL	F-6	see spec	-----	-----	-----
103	F-1	3' - 0"	7' - 0"	AL	F-1	see spec	HM	-----	-----
104	F-2	3' - 0"	7' - 0"	GL	F-2	see spec	STL	-----	-----
105	F-6	3' - 0"	7' - 0"	GL	F-6	see spec	STL	-----	see materials board for design
106	F-6	6' - 0"	7' - 0"	GL	F-6	see spec	STL	-----	see materials board for design

- Glazing Types**  
 F-1 Tempered Glass  
 F-2 Clear Float Glass  
 F-3 Wired Glass  
 F-4 One-way Glass  
 F-5 Spandrel Glass  
 F-6 Frosted Glass  
 F-7 Frosted Tempered Glass
- Door/Frame Material Types**  
 AL- Aluminum  
 GL- Glass  
 HM- Hollow Metal Door  
 STL- Stainless Steel