

Advertising

THINK INK.

Creative, Quirky, Casual
"Not just an idea; A solution"

Advertising Agency
Pence Automotive building
Minneapolis, MN
Collaborative effort:
Christina Winter, Abby Trenhaile,
Randi Shaw

BACKGROUND:

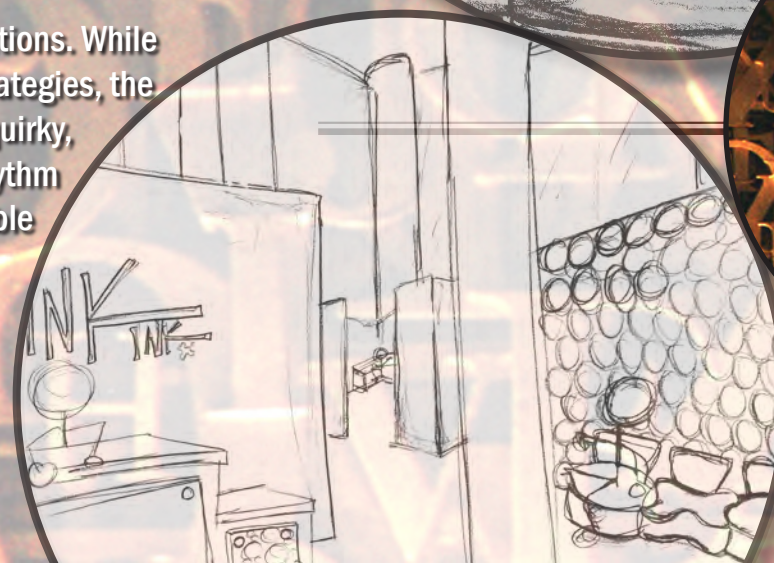
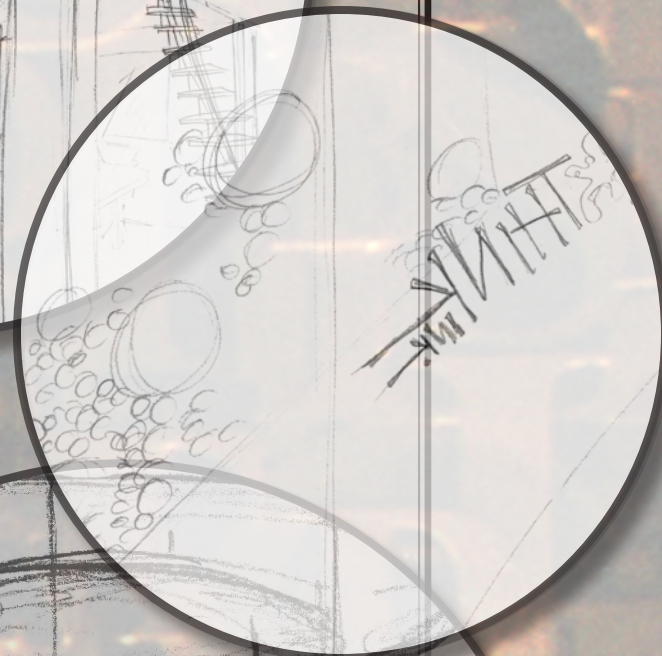
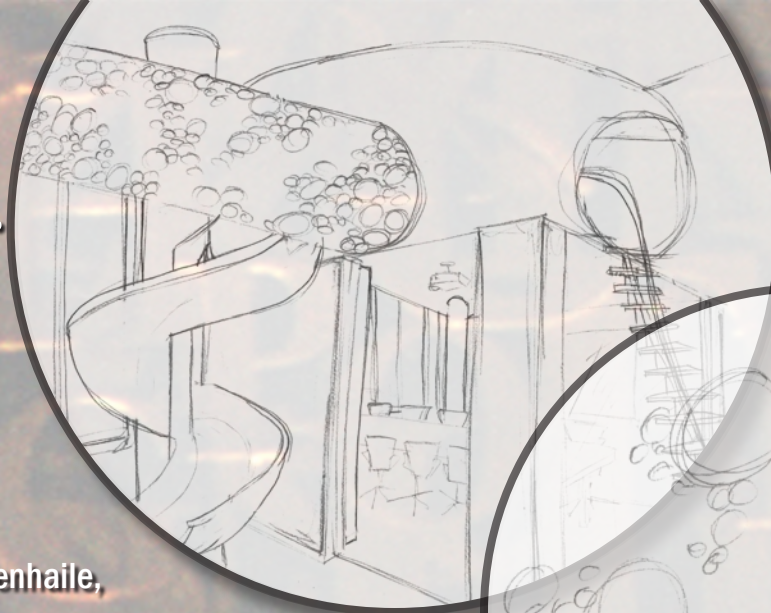
Think Ink. is an advertising agency based out of Minneapolis that recently leased the second floor of the Pence building. The goal was not only to come up with the design of the Agency itself, but also the skyway that connects Hennepin and First Avenue, running through the center of the space.

The challenge: Come up with a design that drives creativity and allows for flexibility and comfort keeping in mind the nature of an Advertising Agency.

A space that allows for a mixture of work and fun is key in keeping minds stirring and coming up with the latest advertisements. The space was split into two areas separated by the skyway- a public side with all of the offices and public conference room, and the more private brainstorming and break areas with an employee only conference room for staff meetings.

CONCEPT:

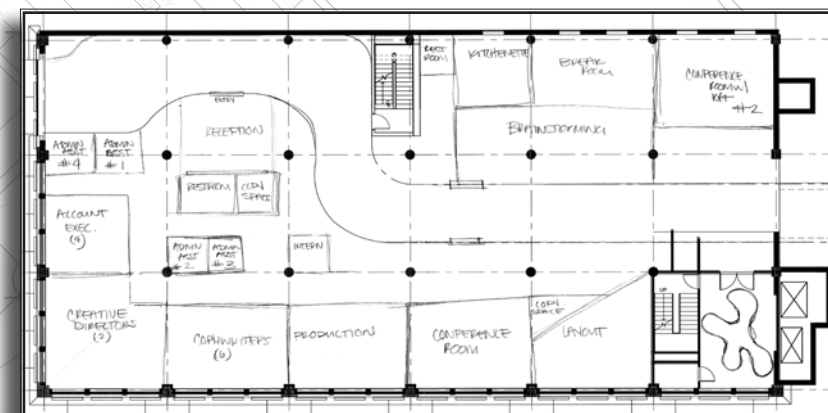
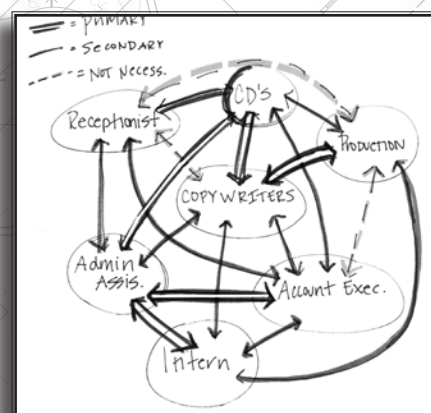
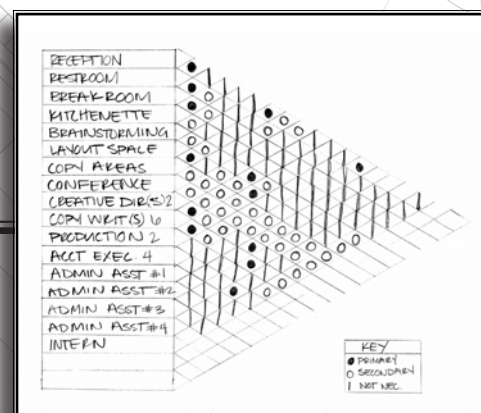
Think Ink takes everyday ideas and turns them into inventive solutions. While the company concentrates on fundamental communication strategies, the design offers innovative solutions while utilizing a creative, quirky, yet casual approach to the interior space. Focusing on rhythm and volume, the space makes use of stimulating, flexible forms to drive creativity and bring about an inspiring, adaptable, and working atmosphere.



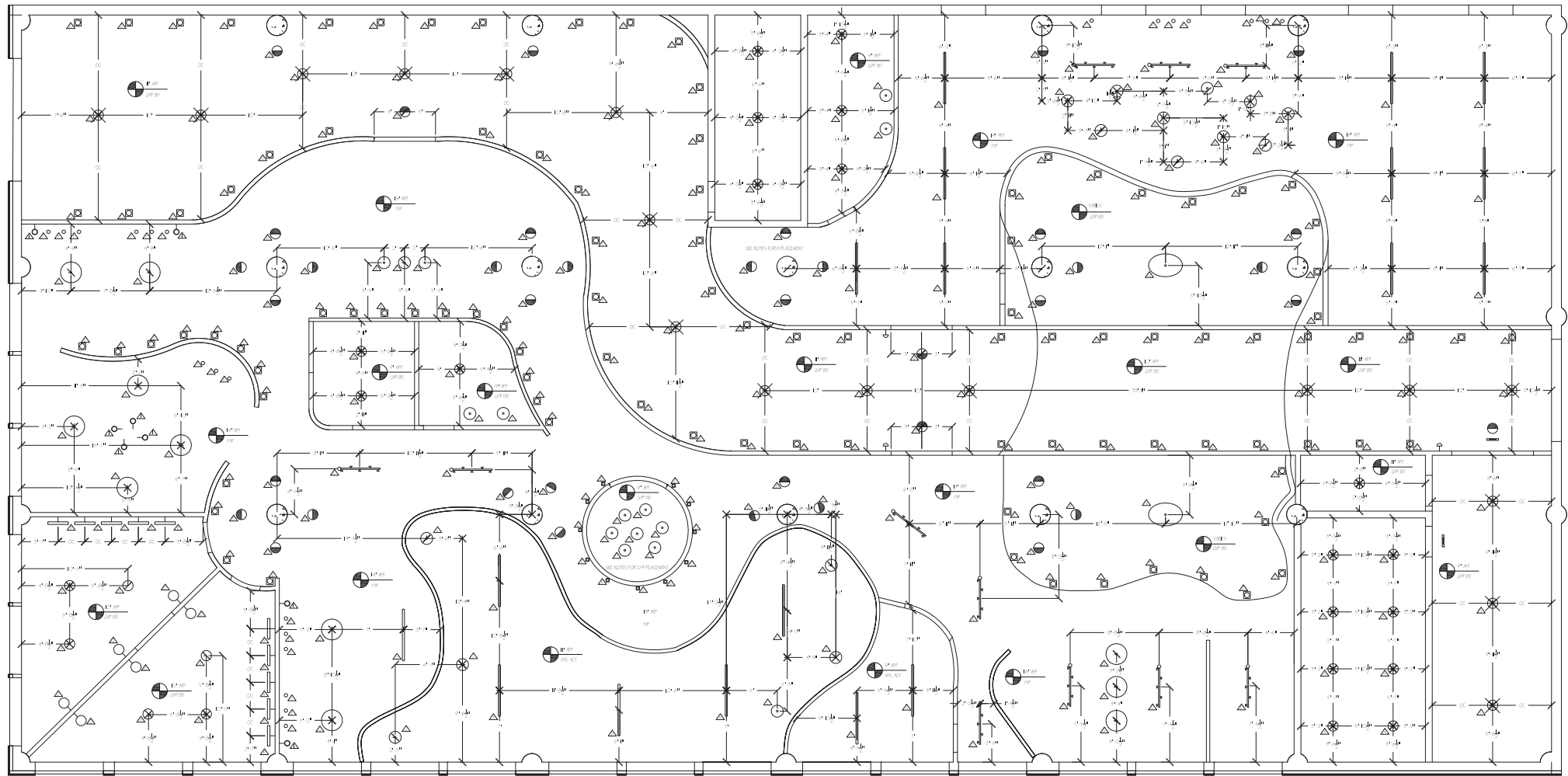


Think Ink. Floor Plan with Dimension Plan underlay

THINK INK.
NOT JUST AN IDEA:
A SOLUTION



Workability is key in this design to allow for creative juices to flow. The space is separated by the skyway that moves throughout the space to create a smooth transition from one building to the next. The use of lighting and materials has made this space fresh, modern and in touch with its quirky side.



Think Ink. Reflected Ceiling Plan with Switching Diagram underlay

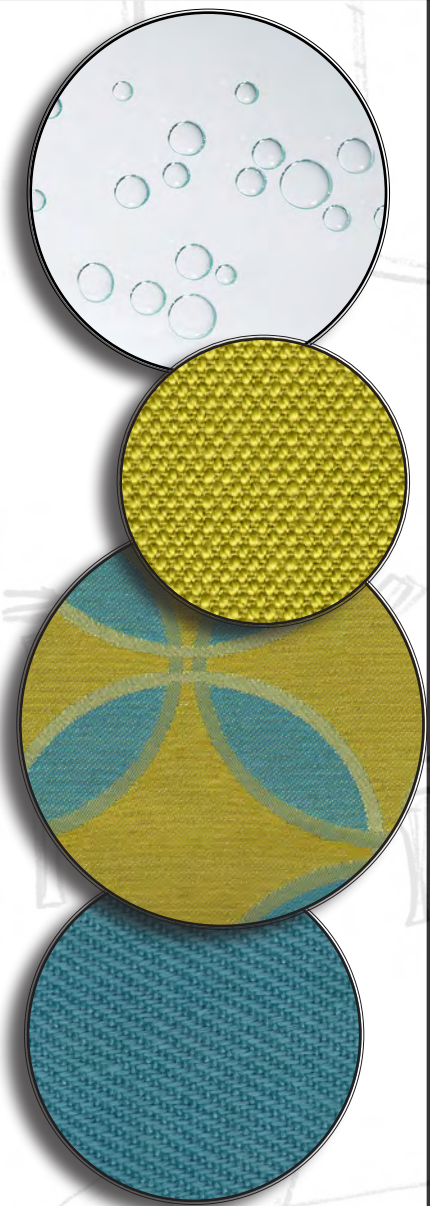
LIGHTING KEY	
	WALL WASHER
	RECESSED CAN
	FLUSH MOUNT
	FLOOR MOUNTED RECESSED CAN
	PUCK LIGHT
	SCONCE
	WALL MOUNTED TASK LIGHT
	WALL MOUNTED DISPLAY LIGHT
	PENDANT
	CHANDIELIER
	CIRCULAR SUSPENDED FLUORESCENT
	LINEAR SUSPENDED FLUORESCENT
	DIRECTIONAL SUSPENSION
	EXIT SIGN
	CARD ACCESS SYSTEM

LIGHTING SCHEDULE							
SYMBOL	TYPE	MANUFACTURER	MODEL NAME / NUMBER	FINISH	LAMP	QUANTITY	NOTES
	RECESSED CAN	ALTIMA LIGHTING	LAMA ACT FIXED	SATIN SILVER	(1) T 20W	7	
	EYE BALL	FORMA LIGHTING	GROFIX II	ALUMINUM	(1) T 75W	31	
	RECESSED CAN	ALTIMA LIGHTING	AQUARAY 2	SATIN SILVER	(1) T 20W	3	
	FLOOR MOUNT CAN	ALTIMA LIGHTING	FLOOR INTERIOR LED IP43	WHITE, MTL	(1) LED 350MA12	103	
	DIRECTIONAL SUSPENSION	FORMA LIGHTING	MULTISIMBALO AR111 7001	ALUMINUM	(2) F 75W	11	
	UNDERCABINET PUCK	BELLICOR	ART RECESSED HAL PUCK	STAINLESS	(1) T 20W	19	
	CIRCULAR SUSPENDED FL	BELUX LIGHTING	DISK 30	ALUMINUM	(1) F 20W	11	
	LINEAR SUSPENDED FL	ARTIMIDE INC.	TALO SUSPENSION 100 (60")	ALUMINUM	(1) F 60W	18	
	WALL MOUNTED TASK	ABSOLUT LIGHTING	DR. STRANGELOVE SPOT	MATTE CHROME	(1) T 23W	8	
	PENDANT	ABSOLUT LIGHTING	DR. STRANGELOVE PENDANT	MATTE CHROME	(1) T 25W	6	
	PENDANT	DESIGNER LIGHTS	ALMA DROP PENDANT BULB	CHROME	(1) T 20W	3	LAMP INCLUDED
	PENDANT	STYLEPARK	DNA SINGLE	CHROME	(2) T 23W	4	
	PENDANT	FLUSHPOD	EL ULTIMO GRITO	ALUMINUM, BLUE	(1) T 60W	10	
	CHANDIELIER	STYLEPARK	DNA CHANDIELIER XL	CHROME	(1) T 20W	2	
	PENDANT	JAKE PHIPPS	WOOSTER TOP HAT	BLACK SILVER	(1) T 23W	4	
	PENDANT	JAKE PHIPPS	JEEVES BOWLER HAT	BLACK, GOLD	(1) T 23W	3	
	SCONCE	METALART	VULCANOS 1224	SILVER	(1) T 75W	6	
	WALL MOUNTED DISPLAY	METALART	WALLACE	SILVER	(1) T 40W	10	
	FLUSH MOUNT	BETA-CALCO	DECORE 6L	METAL	(1) T 75W	17	

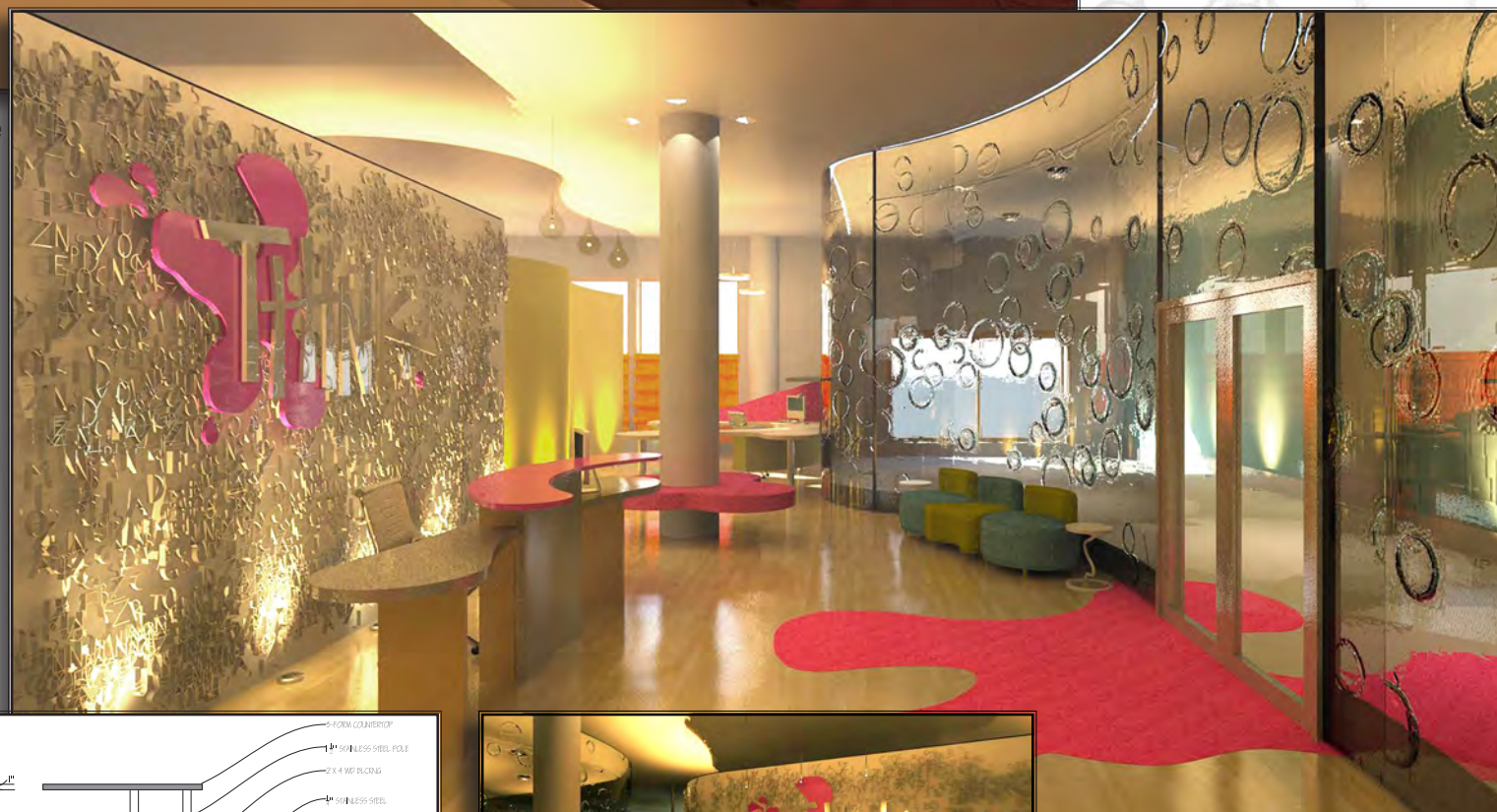
SWITCH / OUTLET KEY	
	DUPLEX OUTLET
	GROUND FAULT PROTECTED DUPLEX OUTLET
	FLOOR MOUNTED DUPLEX OUTLET
	SINGLE POLE SWITCH
	DIMMING SWITCH
	3-POLE SWITCH

The lighting incorporated into the design not only illuminates the main travel paths, acting as a guide throughout, but it also adds to the creative and casual feel of the space.



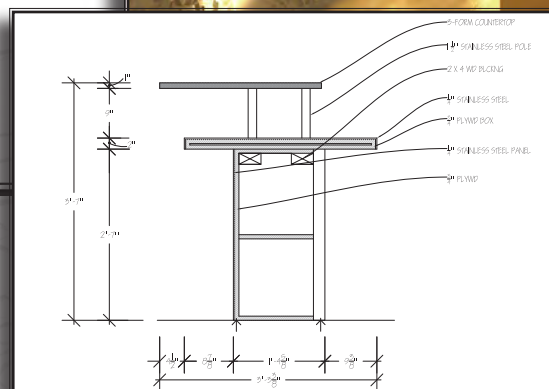


Pence Building Skyway Perspective



Think Ink. Reception Perspective

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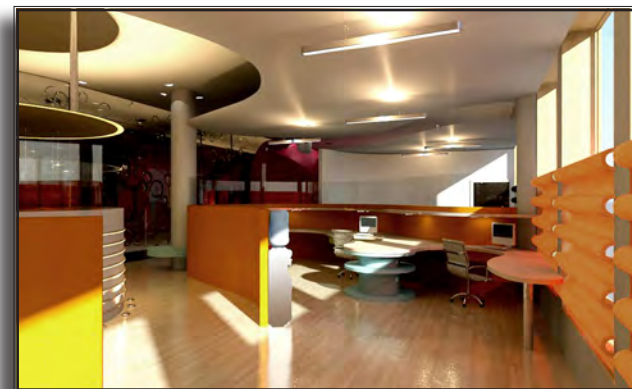
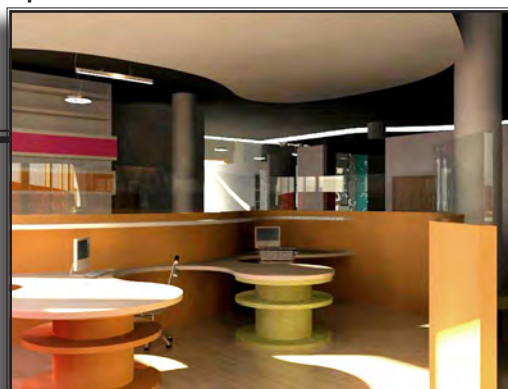
The entry is easily distinguished by the large ink blot pattern stained into the concrete-creating an easy transition from skyway to agency.
Upon entering Think Ink., you are greeted with bright colors, unusual furniture, and a focal wall of stamped letters.



"Think Tank" Perspective

THINK INK.

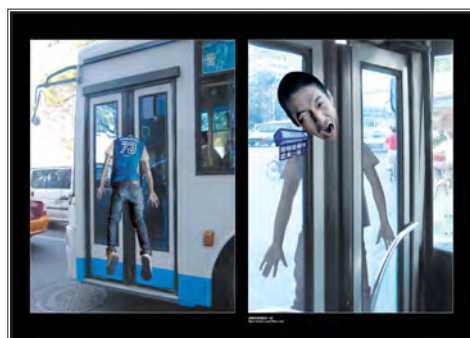
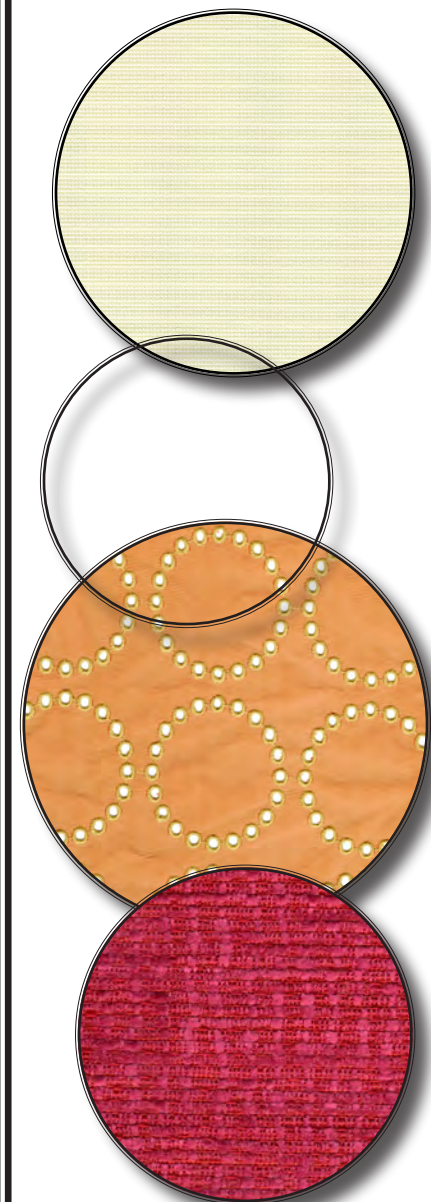
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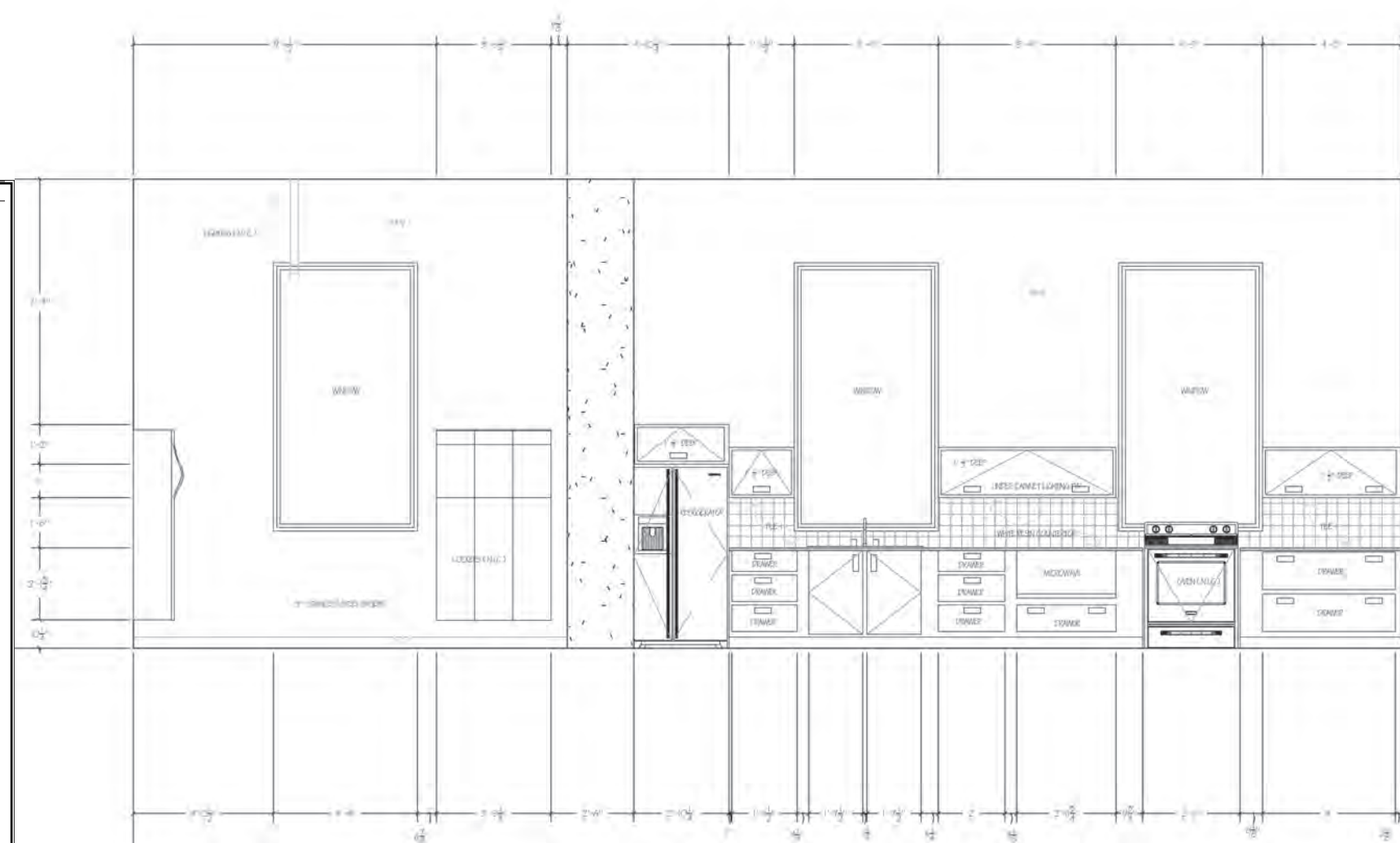
Put your thinking cap on in this conference area designed as a "Think Tank". The top hats act as lighting for this space- a fun spin on a client meeting area.



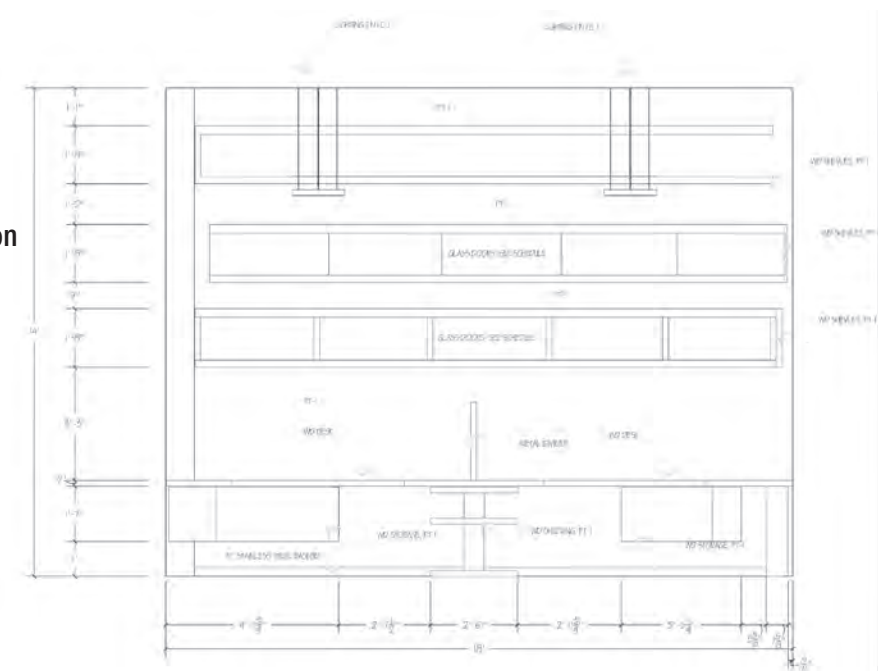
Account Executives Perspective



The office spaces are kept simple and casual without jeopardizing the creative and innovative goal of the design.



Break area elevation



Administrative Assistants Elevation

FINISH KEY			
CNT1	CONCRETE - NATURAL COLORED	PT2	GRANITE BLUE-GRANITE PINK
CNT2	CONCRETE - STAINED MARBLE	PT5	WARM PINK
AP1	BROWNWOOD FLOOR	PT6	COBALT PINK
OPT1	TRIPLE COLORED CARPET TILES	SM1	ARTIFICIALLY DYE D ORANGE SUEDE METAL
GL1	5 PLY MAXX GLASS	MS AG	POWDER METAL ACACIA COATING GLASS
GL2	SOLID GLASS	GMP30	CONTOURED GRAY METAL
PS1	STAINLESS STEEL PINK	CO	CHROME POLISHED METAL

FINISH SCHEDULE									
ROOM NO.	ROOM NAME	FLOOR	WALK			LIFT			NOTES
			START	END	TIME	START	END	TIME	
E01	STAGE	1	07:00	07:15	15	07:00	07:15	15	1. STAGE, 1ST FLOOR, 1ST FLOOR
E02	STAGE	2	07:00	07:15	15	07:00	07:15	15	
E03	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E04	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E05	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E06	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E07	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E08	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E09	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E10	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E11	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E12	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E13	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E14	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E15	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E16	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E17	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E18	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E19	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E20	RECEP.	2	07:00	07:15	15	07:00	07:15	15	
E21	RECEP.	1	07:00	07:15	15	07:00	07:15	15	1. RECEPTION, 1ST FLOOR, 1ST FLOOR
E22	RECEP.	2	07:00	07:15	15	07:00	07:15	15	



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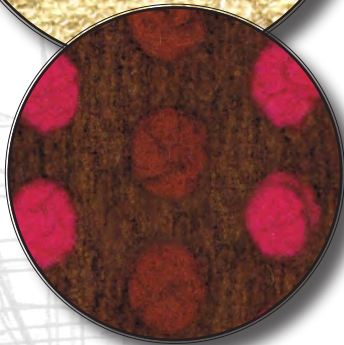
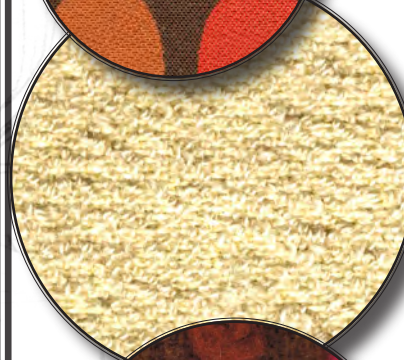
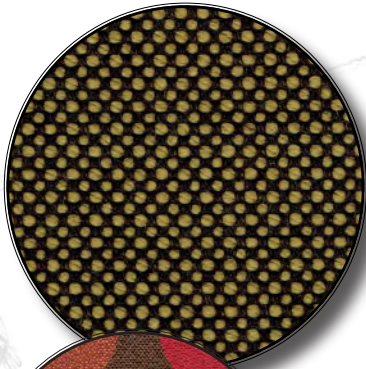
The open-plan design allows for easy reconfiguration of the space thanks to flexible, moveable furnishings.



Break area Perspective



Brainstorming Perspective



Creative, Casual, Quirky- The break room and brainstorming areas were designed with fun furnishings to stimulate the mind to allow for having fun while thinking up new ideas.