

Miguel Ball

PROJECT 2: CORPORATE PLANNING AND
DESIGN

INTERIORS 4: DESN 446367

SUBMITTED TO: RAYMOND DUNNING

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ABOUT THE ADVERTISING AGENCY: *Miresball...*

Miresball is an Advertising Agency based out of North America that is expanding to Western Canada in Calgary Alberta. Miresball was started 30 years ago by the young entrepreneur, Susanne Liam and has since grown to have two branches with over 200 employees. Miresball as a brand strives to include all generations, but has a strong focus on young adults within their company and the marketing work they do. As they are expanding more and more they are expanding their brand design to be innovative and captivating while being timeless, for future clients as well as for their employees who work there. Miresball strives to set a standard for the advertising field with their values in women's rights and goals in sustainability. Their client base is very well-rounded with long-term clients including technology companies such as Samsung, musical instrument brands, fashion brands including Dolce and Gabbana, Kate Spade New York, and Ralph Lauren, as well as brands in the food industry.

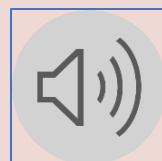


MOOD BOARD & PRELIMINARY SKETCHES

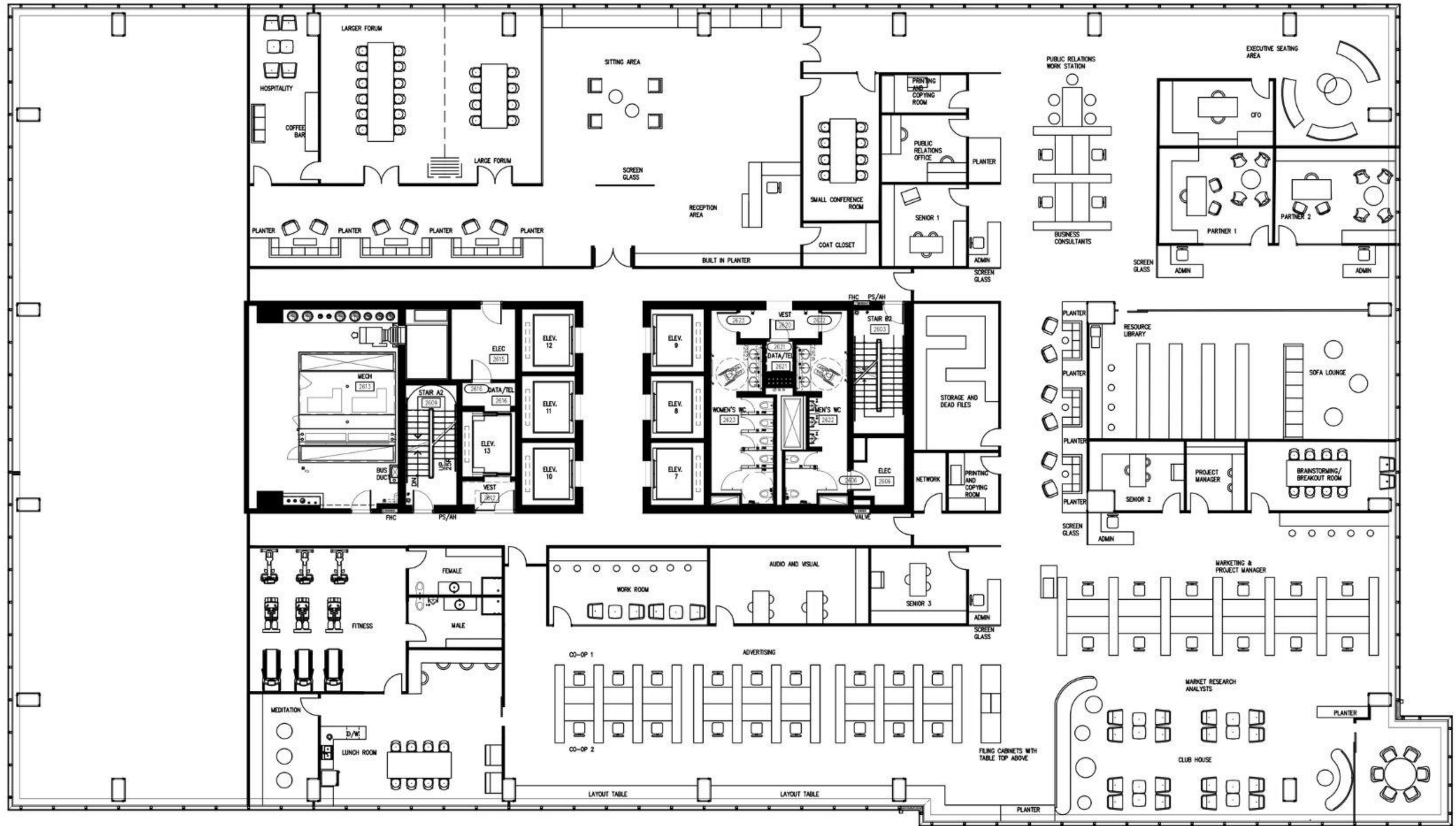
CRITERIA MATRIX FOR MARKETING AGENCY		LA STUDENT APPROX. (1000)	ADVERTISING APPROX. (1000)	PR PUBLIC APPROX. (1000)	ONLINE ONLINE APPROX. (1000)	RETAIL RETAIL APPROX. (1000)	SPECIAL SPECIAL APPROX. (1000)	SPECIAL SPECIAL APPROX. (1000)
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LEGEND
 H = HIGH
 M = MEDIUM
 L = LOW
 N = NONE
 Y = YES

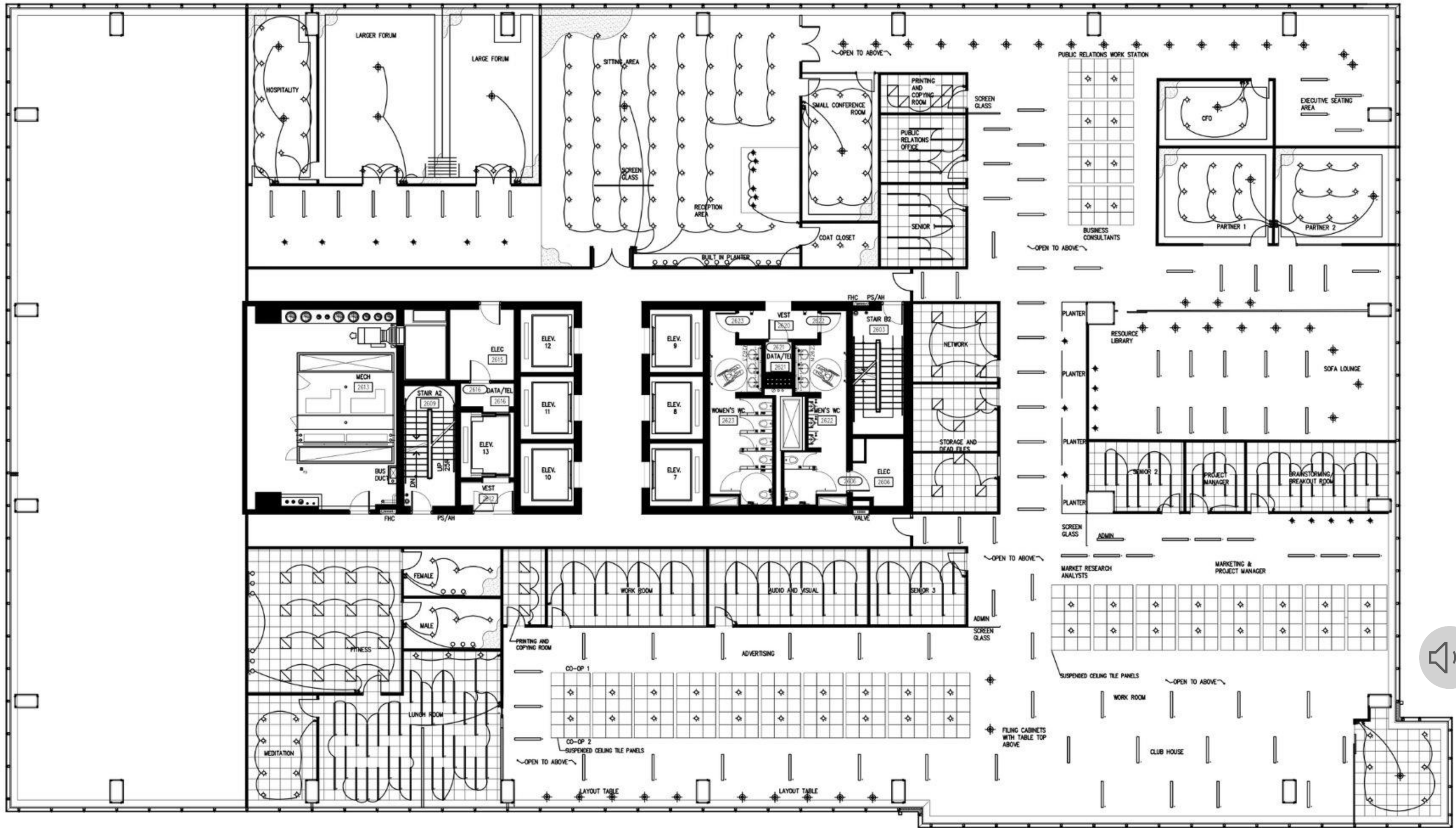
Mood Board



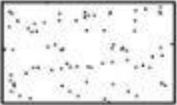
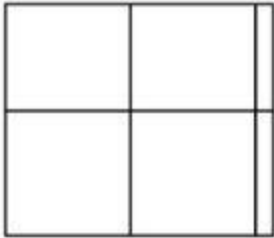

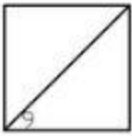




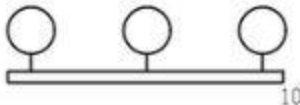











REFLECTED CEILING PLAN LEGEND

REFLECTED CEILING PLAN LEGEND	
SYMBOL	TYPE (LIGHTING DETAILS ON SPEC SHEET)
	GYPSUM WALL BOARD CEILING
	T-BAR CEILING
	RECESSED LIGHT
	T-BAR LIGHTING FIXTURE
	24" X 24" RECESSED LIGHT
	MEDIUM PENDANT LIGHT
	SUSPENDED LED LIGHT
	SMALL PENDANT LIGHT
	LED COVE LIGHTING
	TRACK LIGHTS
	ONE WAY LIGHT SWITCH
	DIMMER SWITCH
	GANGED 3 LIGHT SWITCH





RENDERED SECTION



PERSPECTIVE I

RECEPTION AREA:



PERSPECTIVE 2

LARGE FORUM



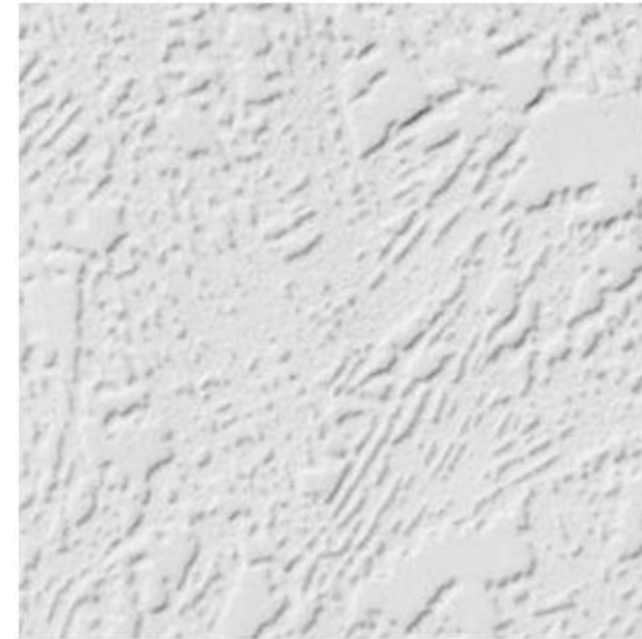
FINISHES: *Reception Area*

Flooring:



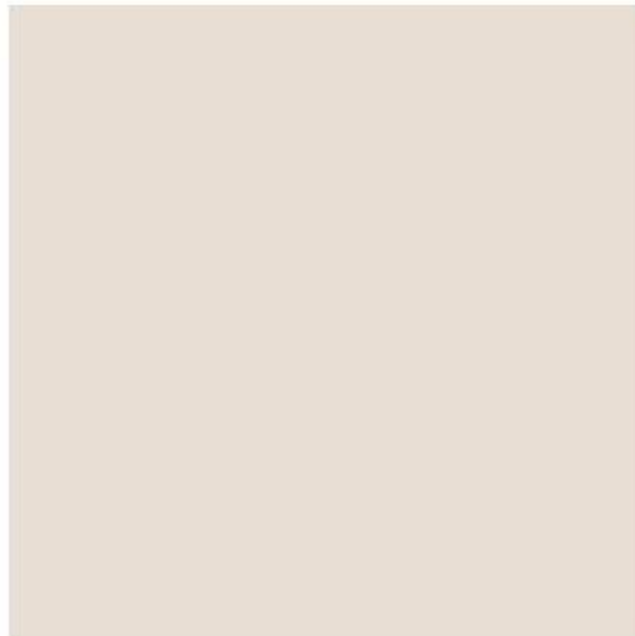
Item Number: 4822N
 Product: Plexwood
 Colour: Birch
 Size: 48"x48"x1"
 Shape: Tile
 Low gloss
 Source:
<https://plexwood.com/uk/products/tile>

Accent Wall Finish:



Plaster effect done by contractor.

Wall Finish:



Item Number: SW 6091
 Product: Paint
 Colour: Reliable White
 Sheen: eg-shell
 Base : Extra white
 Source:
<https://www.sherwin-williams.com/painting-contractors/products/pro-industrial-acrylic-coating?colorPartNumber=SW6091>

Decorative Wall Finish:



Item Number: MSLCORFHP20
 Product: Marble slab
 Product Colour: Corfu
 Thickness: 3/4"
 Source:
<https://ciot.com/en/slabs/line-corfu-mxx>



FINISHES: *Reception Area*

Countertop:



Product: Laminate
Colour: Solid White
Thickness: 1"

Source:

<https://www.keplerhpl.com/product/Kepler-13mm-White-Color-HPL-Compact-Laminate-Board.html>

Furniture:



Custom made sofa/ lounge seat with built in tables on either end.

Source:

<https://www.benwhistler.com/commercial>

Desk front:

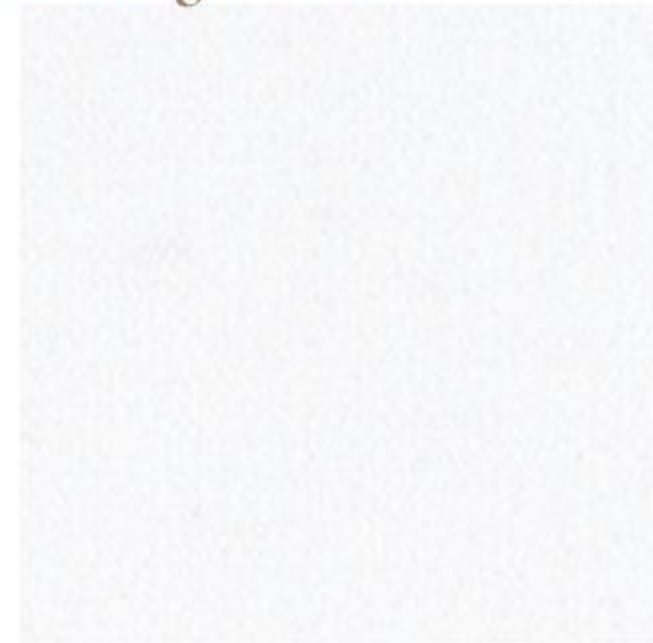


Item Number: 12525
Product: Wall Tile
Colour: Cream
Material: Ceramic
Finish : Gloss
Dimensions: 10cmx40cm x8mm

Source:

<https://www.tiles-direct.com/wall-tiles-c26/arnold-10cm-x-40cm-c2143/arnold-cream-gloss-10cm-x-40cm-wall-tile-p4881>

Seating Fabric:



Item Number: 513541
Product: Upholstery
Pattern: Primo Lino
Colour: Glacier

Source:

<https://www.robertallendesign.com/primo-lino-glacier-513541>



FINISHES: *Reception Area*

14

Furniture:



Source:

<https://rh.com/catalog/product/product.jsp?productId=prod6490275&sale=false>

Area Rug:



Source:

<https://www.rugcandy.co.uk/collections/olympus-collection/products/dublin-sandstone>

Signage:



Custom Metallic 3D
"MB" signage.

Source:

<https://www.creativesigndesigns.com/custom-interior-exterior-signage/>

Lighting:



Kadur drizzle II
dimensions : 18"x10'

Source:

https://shop.ohrlighting.com/products/kadur-drizzle-11-19-hand-made-glass-pendants?utm_



FINISHES: *Partner Offices*

Flooring:



Item Number: 100154

Product: Carpet Tile

Colour: Quartz

Shape: Tile

Source:

https://www.interface.com/CA/en-CA/detail/striation-pumice-6816006999G15S001#partNumber=6816008999G15S001&page=summary&size=5S&configuration=09&installation=us_openoffice

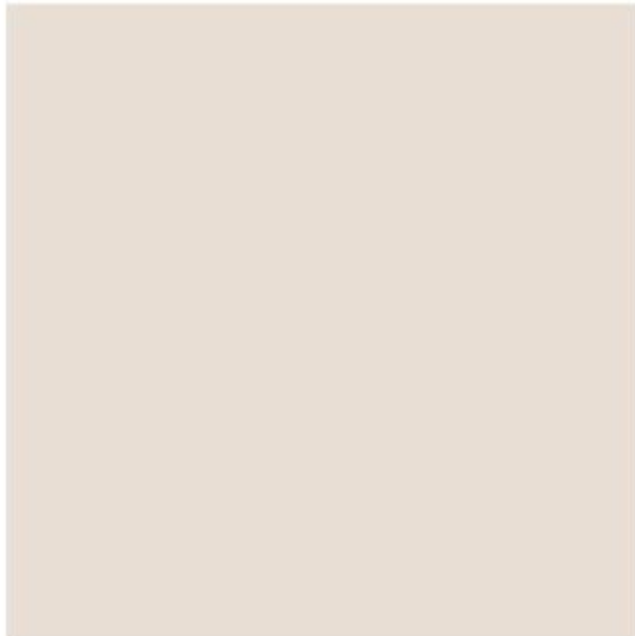
Area Rug:



Source:

<https://rh.com/catalog/product/product.jsp?productId=prod18150438&sale=false>

Wall Finish:



Item Number: SW 6091

Product: Paint

Colour: Reliable White

Sheen: eg-shell

Base : Extra white

Source:

<https://www.sherwin-williams.com/painting-contractors/products/pro-industrial-acrylic-coating?colorPartNumber=SW6091>

Furniture:



Source:

<https://rh.com>



FINISHES: *Partner Offices*

Furniture:



Item Number: CBYR6632

Product: Desk

Colour: Coral

Source:

https://www.globalfurnituregroup.com/workplace/products/corby?product_category_id=14#product-tab-finishes

Furniture:



Model Name: Vion™ Mesh High Back Synchro-Tilter

Model Code: (6321-0)6321-0

Seating Metal Leg + Frame Finishes: black

Seating base finishes: fog

Mesh finishes: black

Plastic finishes: black

Source:

https://www.globalfurnituregroup.com/workplace/products/vion?product_category_id=1#models-task-seating



FINISHES: *Administrative staff*



17

Furniture:



Item Number: DUF501R

Product: Desk

Laminate Colour: String,

Veneer Colour: Coral

Source:

https://www.globalfurnituregroup.com/workplace/products/dufferin?product_category_id=14#product-tab-finishes

Furniture:



Model Name: Vion™ Mesh High Back Synchro-Tilter

Model Code: (6321-0)6321-0

Seating Metal Leg + Frame Finishes: black

Seating base finishes: fog

Mesh finishes: black

Plastic finishes: black

Source:

https://www.globalfurnituregroup.com/workplace/products/vion?product_category_id=1#models-task-seating

FINISHES: *Lunch Room*

Flooring:



Item number: NA940

Name: Neva Purity

Size: 6 in. x 36 in. x 0.125 in.

Colour: Purity

Shape: plank

Low gloss

Source:

<https://www.armstrongflooring.com/commercial/en-us/products/lvt-luxury-flooring/natural-creations-mystix-diamond-10/item/NA940.html>

Wall Finish:



Item Number: SW 6091

Product: Paint

Colour: Reliable White

Sheen: eg-shell

Base : Extra white

Source:

<https://www.sherwin-williams.com/painting-contractors/products/pro-industrial-acrylic-coating?colorPartNumber=SW6091>

Furniture:



40573

Product: Bar Stool

Colour: 27 sun gold and KT Mushroom

Source:

https://www.amisco.com/en_us/stools

Millwork:



Product: Millwork and cabinetry

Colour: Coral wood

Source:

<https://woodenww.com/cabinetry-services/custom-commercial-millwork>



FINISHES: *Lunch Room*

19

Countertop:



Product: Laminate
Colour: Solid White
Thickness: 1"

Source:

<https://www.keplerhpl.com/product/Kepler-13mm-White-Color-HPL-Compact-Laminate-Board.html>

Backsplash:



Item Number: 12525

Product: Wall Tile

Colour: Cream

Material: Ceramic

Finish : Gloss

Dimensions: 10cmx40cm
x8mm

Source:

<https://www.tiles-direct.com/wall-tiles-c26/arnold-10cm-x-40cm-c2143/arnold-cream-gloss-10cm-x-40cm-wall-tile-p4881>



FINISHES: *General Office*

20

Flooring:



Item Number: 100154

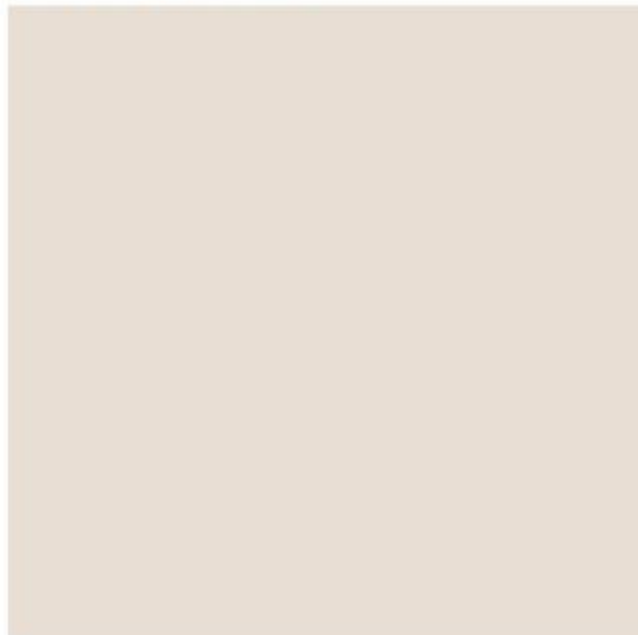
Product: Carpet Tile

Colour: Quartz

Shape: Tile

https://www.interface.com/CA/en-CA/detail/striation-pumice-6816006999G15S001#partNumber=6816008999G15S001&page=summary&size=5S&configuration=09&installation=us_openoffice

Wall Finish:



Item Number: SW 6091

Product: Paint

Colour: Reliable White

Sheen: eg-shell

Base : Extra white

Source:

<https://www.sherwin-williams.com/painting-contractors/products/pro-industrial-acrylic-coating?colorPartNumber=SW6091>

Furniture:



Model Name: Vion™ Mesh High Back Synchro-Tilter

Model Code: (6321-0)6321-0

Seating Metal Leg + Frame Finishes: black

Seating base finishes: fog

Mesh finishes: black

Plastic finishes: black

Source:

https://www.globalfurnituregroup.com/workplace/products/vion?product_category_id=1#models-task-seating

LIGHTING

Lighting



References

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HOPE YOU ENJOYED!



THANK
YOU!