

TRIBAL DOB

ADVERTORIAL AGENCY



BASIC TRIBAL LODGING



CURVILINEAR WITH STRONG WALLS



CURVILINEAR WITH MANY WALLS



THE PHILOSOPHY OF THE AGENCY
 TO BRING THE SPIRIT OF LIFE IN THESE SHEDDING BUILDING
 THE READY TO IMPROVE MEDIA VIDEOS CAPITAL DESIGNATION
 OF CONSUMER'S FEELINGS AND TRIBE-LIKE BEHAVIOR
 THESE IDEAS CAN LEAD TO POWERFUL INSIGHTS TO DRIVE ON
 LINE AND OFFLINE DECISION MAKING, BUT IT ALL STARTS WITH
 HAVING THE RIGHT "LISTENING" DEVICES AND THE SKILLS TO
 SWITCH MULTIPLE DATA SOURCES AND INTERPRET INFORMATION.

TO CREATE THE INSTINCTUAL IDEAS THE AGENCY
 WAS CREATED AS A "CONTEMPORARY TRIBE"

WHEN DESIGNER FROM THE EMERGED TEAM SET AS A STRUCTURE
 RECTANGULAR FROM OUTSIDE, INSPIRED BY THE
 INSTINCTIVE BEHAVIOR AND CURVILINEAR WAY FROM
 THE INSIDE.

THE NEW BUILDING STRUCTURE IN AN OPEN PLANNING WILL
 BOOST THE ENERGY AND CREATING A CONTINUOUS HAR-



AN IDEA IS A NETWORK - A NETWORK OF HELPING
 FRIENDS AND COLLEAGUES GATHER TOGETHER IN YOUR BRAIN
 A NEW CONFIGURATION THAT HAS NEVER BEEN BEFORE
 THE CREATIVE SPARK. - STEVEN JOHNSON

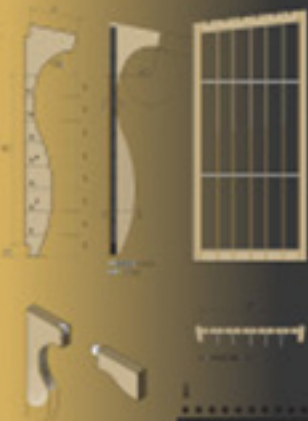
"GOING TRIBAL"



THE IDEA CREATION LINE, WHERE ALL THE DESIGNERS
 ARE LOCATED ON A CURVILINEAR PATH



LET THE ENERGY FLOW!



THERE ARE TWO TYPES OF STRIPS, ONE 10CM THICK, OTHER 2CM.
 THESE INDIVIDUAL ELEMENTS WIDEN ON THE WAY TO EVERY THICK-WALL STRUCTURE.
 THE 5 THINNER ELEMENTS BETWEEN OPENING FOR AT A TIME.

EXCITING THE CURVILINEAR FORM
 AS THE STRUCTURE GROWS WIDER FROM THE PLAN, THE HEIGHT INCREASES 20CM ON
 THE WAY TO ENTER THEIR ELEMENT, EMPHASIZING THE FLUX





A MEETING POINT, THE CONTINUOUS LINEAR STRUCTURES TURN INTO A LIBRARY, CREATING A FOCAL POINT FOR LEISURE-SMALL CASUAL MEETINGS. THE STRUCTURE CREATES A SEMI-PERMEABLE BOUNDARY, WHILE TAKING THE MONITORING OUT OF THE WORK ENVIRONMENT.

RECEPTION AREA



THE CHOICE OF MATERIAL, GIVE A COZY FEELING WITH WOOD, WHILE THE NATURAL CONCRETE FLOORING WITH A CLEAR EPOXY COATING CREATES AN INDUSTRIAL, HIP LOOK. FOR A OFF-THE-LIMITS NONVERTICAL AGENCY.

THE IDEA: CREATING LINE, WHERE ALL THE DECISIONS ARE LOCATED ON A CLEAR LINE WITHIN THE EMPLOYEES GET THEIR OWN SPACE, WHILE NOT BEING DISCONNECTED FROM THE OUTSIDE.

CREATIVE DIRECTOR OFFICE
COZY YET HIP DESIGN

