



**COACH**

NEW YORK



**windowswear**



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Photos, Explanations, Extra Designs

# Third Space

The idea of a third-space indicates a public space separate from work and home. Key characteristics to keep in mind is: neutral ground, accessibility, informal, voluntary, and community building. This is the definition and framework I will use for this project.



For this project, I wanted to focus on a third space specifically for de-stressing from a long day at work. Furthermore, Gen-Z often uses electronics to destress, which actually amplifies the stress and brain fog, so I want to create an environment that is mentally stimulating enough where there is no need for electronics and the customer can be present now.

Why



01

# Mood Board



# Research

01



42 percent said they would quit if the job caused burnout and lacked work-life balance

02



62.4 percent of Gen Zers (or zoomers) believed that mental health and personal well-being was very important to them

03



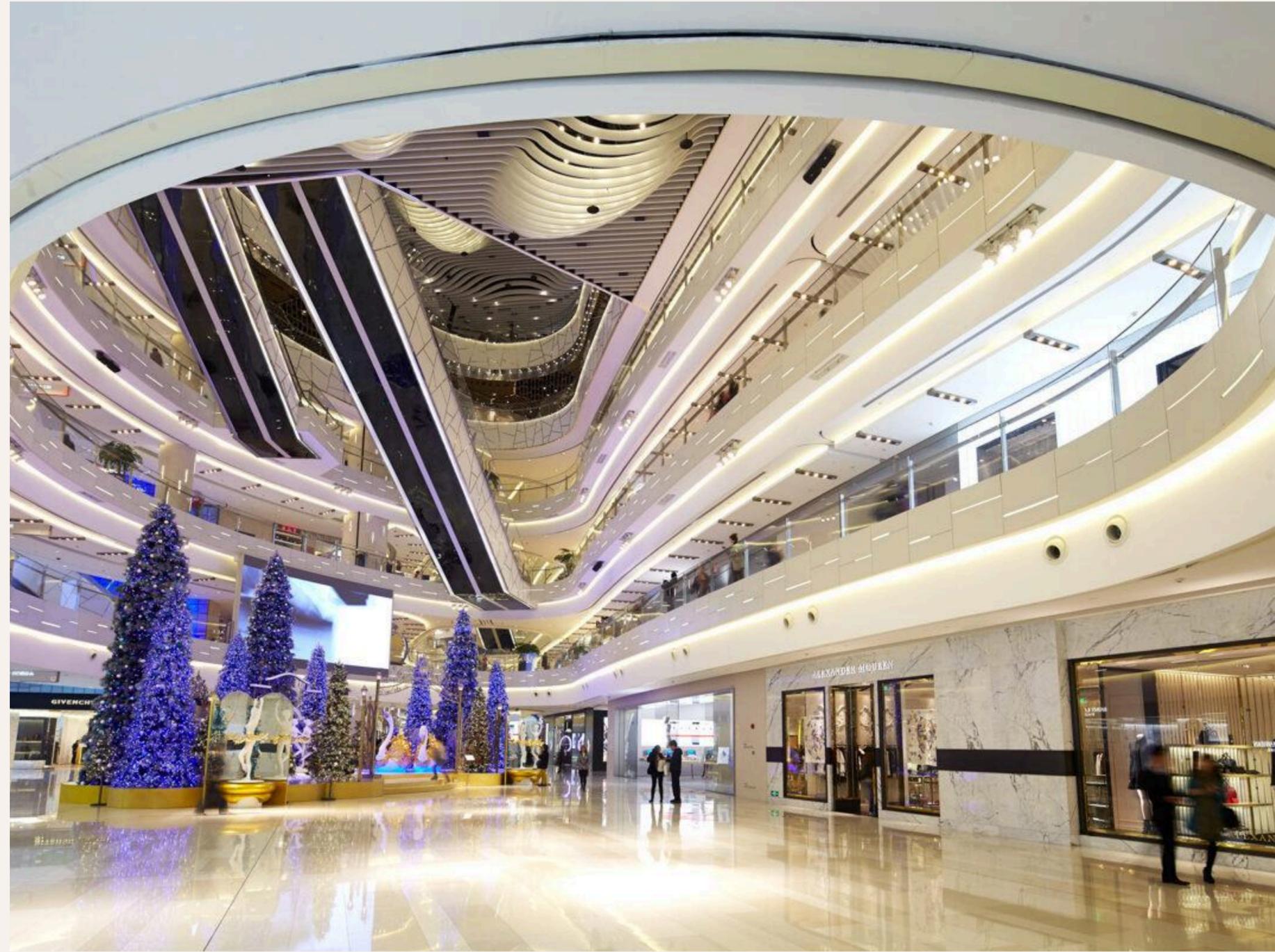
Consumers have a myriad of identities that take precedence throughout a given day. They are increasingly seeking spaces that welcome every component of who they are.

# Location

I would place this as a long-term pop-up in Shanghai. I chose Shanghai because I previously interned there and experienced firsthand how demanding and exhausting the work culture can be. The pace is intense, and sustained pressure often leaves little room for rest or reflection.

The goal of this third space is to offer an environment for relaxation and rejuvenation, while also encouraging visitors to reconnect with their inner child. Across Asia, cultural and professional expectations frequently prioritize productivity over personal well-being. There are limited opportunities to disengage from work and reconnect with childhood imagination and aspiration. This space is intended to provide a sense of acceptance and emotional safety. I want to make an environment free from performance, evaluation, or external pressure and allow everyone freedom to be their inner child.

*iapm mall* →



# Proposal

A third-space for Gen-Z would look like a playroom for adults. It is intended to unlock your inner child, giving you freedom to find yourself outside of societal pressures and adult responsibility. Using office motifs, it is a surrealist, childhood, nostalgic twist on your corporate office life, where you can reclaim your freedom of play.

02

# How



# SYSTEM



## Step 1: Attraction

Promotion on social media, passing by, flyers, word of mouth etc.



## Step 2: Entry

Line up at event, first impressions formed



## Step 3: Engagement

Hands on interaction with products/ installations



## Step 4: Exit

Customer leaves and receives takeaways (souvenirs, digital follow up)

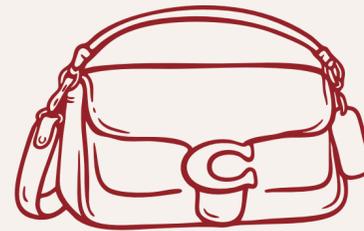
## Sections

### Bar



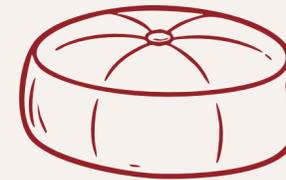
There will feature a mini bar where customers can relax, chat with other customers. Drinking is a huge trend on the rise

### Showcase



Integrated into the playroom itself, will have a COACH showcase featuring speciality designs of the COACH tabby bags

### Lounge



There will be a specific lounge area with cushions and couches for customers to just sit and relax for the day.

### Adventures



Of course, the main feature of the place is the playroom aspect. Other than a ball pit, there is a piñata, roller coaster, etc.

## Experience



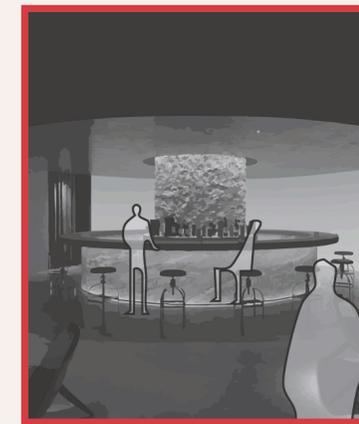
Reception Area



COACH Exhibit Muesum



Office Playroom Experience



Bar & Lounge Nook



Souvenir & Exits



# CASE STUDY

The case study that I decided to do is over the AIA Vitality Park and observation wheel in HongKong. I chose it because it's purpose to bring back wellness aligns with my concept

## Pros

- Increases dwell time and enhances how people engage the harbourfront.
- Attracts a broad demographic, which is rare for large urban attractions. Fosters inclusivity and multi-age engagement.
- A focal point that helps define the waterfront skyline and provides a recognizable sense of place.

## Cons

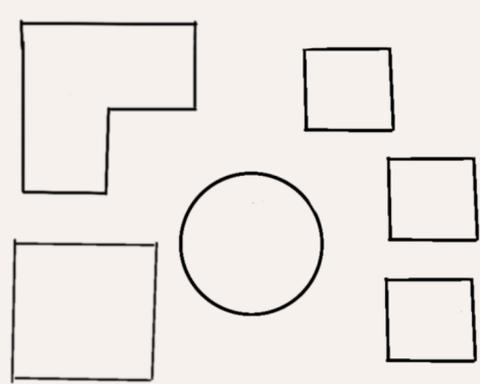
- They require ongoing programming investment. The park might underperform and feel empty on non-event days, leading to uneven usage.
- At ground level, the design lacks moments of intimate scale – tactile materials, layered seating, edge conditions, or micro-spaces.
- The park's design alone doesn't strongly guide movement, pause, or discovery. The space lacks intentional spatial sequencing.

## Questions

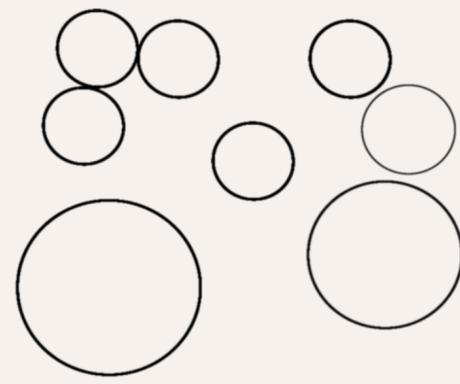
- Does the brand clarify the space's identity or replace it?
- What should the primary visual driver of the space be?
- Does the design encourage movement and discovery, or passive occupation?

# Design Process

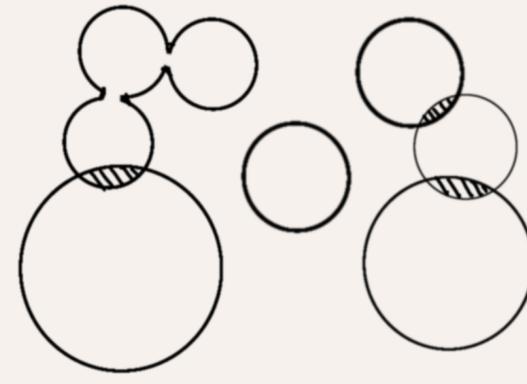
## Blocking



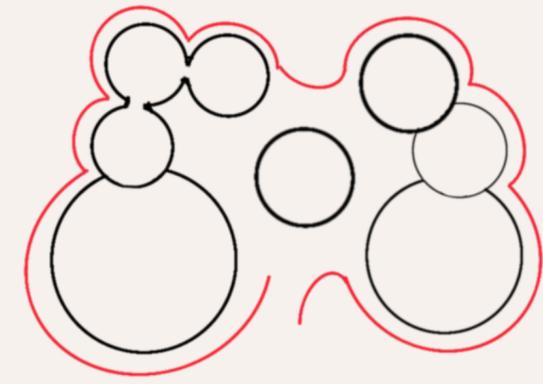
General sections



Circular

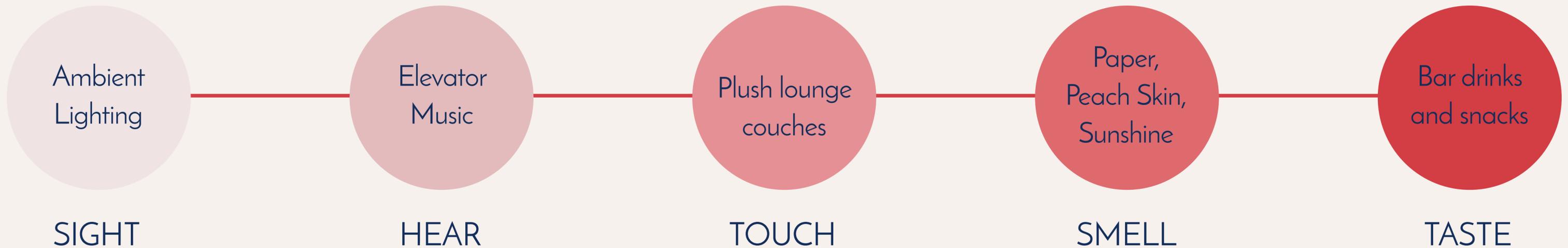


Scale + Overlap



Exterior

## 5 Senses



# Top Senses

## SMELL

Sunshine



Paper



Peach Skin



## TASTE

Espresso Martini



Earl Grey Tiramisu

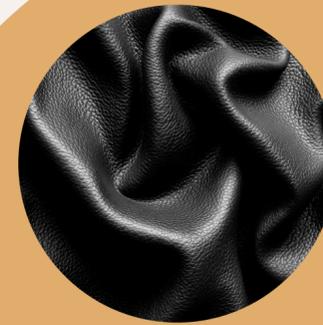


Matcha Mimosa



## TOUCH

Leather



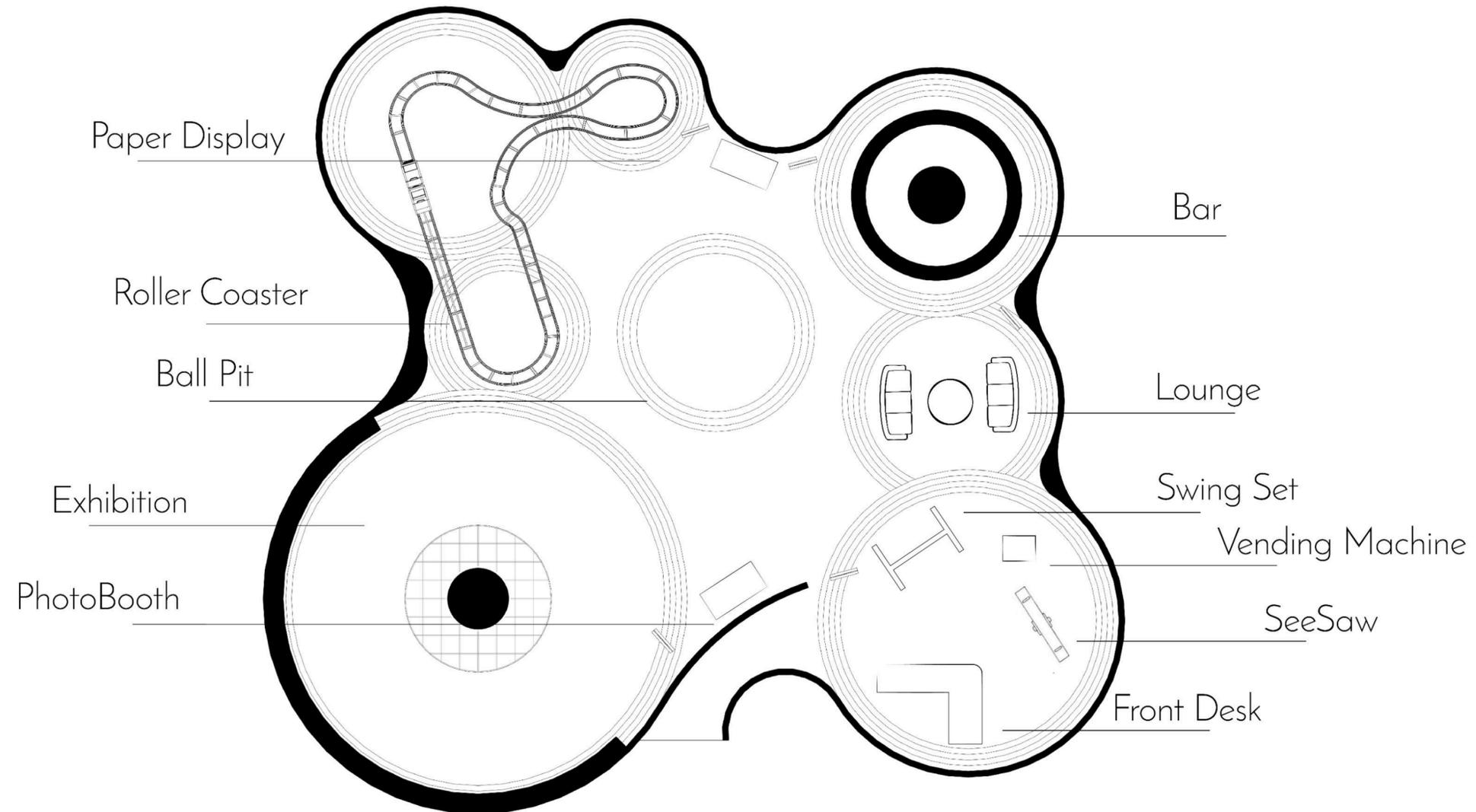
Cardstock



Linen



# Floor Plan



# Outcome

03

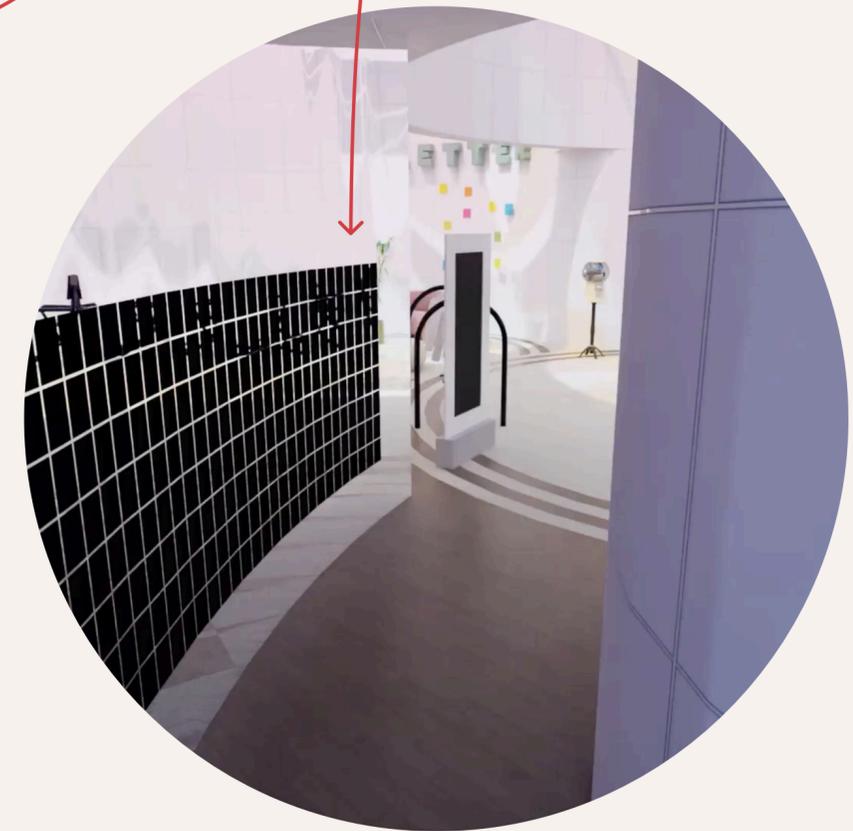
# Souvenirs



Before you enter, you are prompted to take a COACH ID card from the wall before the office visit. Along the way of your journey, you can personalize and add your own photo! To the left is a design of the card I made on Illustrator!

My design!

Grab from here



# Entrance

KeyChain  
Vending  
Machine

Office Chair  
SeeSaw



Front  
Desk

Coat Rack/  
Swing Set

# Let's Play

What's In the Vending Machine?

1



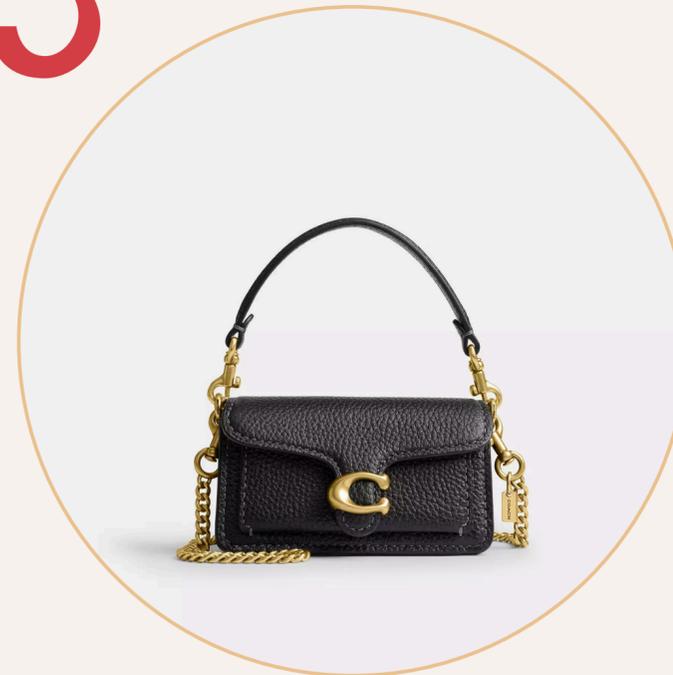
Cherry Bag Charm  
\$95

2



Mushroom Bag Charm  
\$95

3



Tabby Bag Charm  
\$150

4



REXY!!  
\$195

# Lounge



Modular Sofas

Plush Ottomans

DeCOACH Yourself wall

# Let's Play

What is DeCOACH Yourself?



Inspired By

Post-it notes used in user experience  
(These are my own!)

Journalism is said to help alleviate feelings of stress and anxiety. DeCOACH is a wall for people to write down thoughts on a Post - it note and stick it on the wall. Prompts can change day to day and range from "What did COACH help you forget today?" to "What did you want to be as a kid?"

# Bar

Pillar as  
storage for  
liquor and  
mixers



Spotlight  
Lighting

Office Chair  
Bar Stools

# Customize



Bulletin Board  
of Examples

Typewriter

Card  
Holders

Paper  
Divider

# Let's Play

What can you customize at this station?



Example Here!

At this station, you can customize your own ID cards to add to your souvenir with a typewriter, stickers and card holders. Similar to an office, there will be a little station provided with papers, stickers, stamps as well as a bulletin board for inspirations of designs.

# Playroom

COACH  
Play Sign



COACH Tabby  
Campaign  
Posters

Single Seat  
Manual Roller  
Coaster

# Exhibition

Exhibition  
Display  
Shelf

Glass Floor  
for  
Exhibition

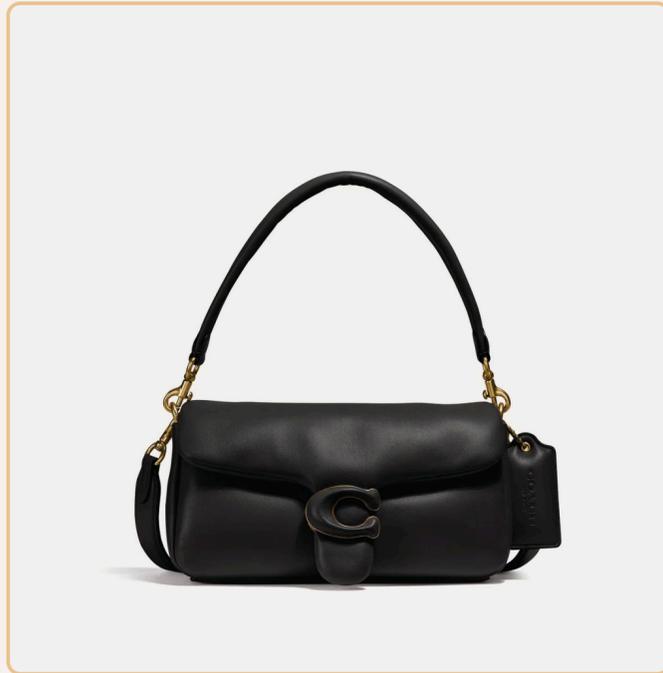


Gigantic  
Tabby  
Piñata

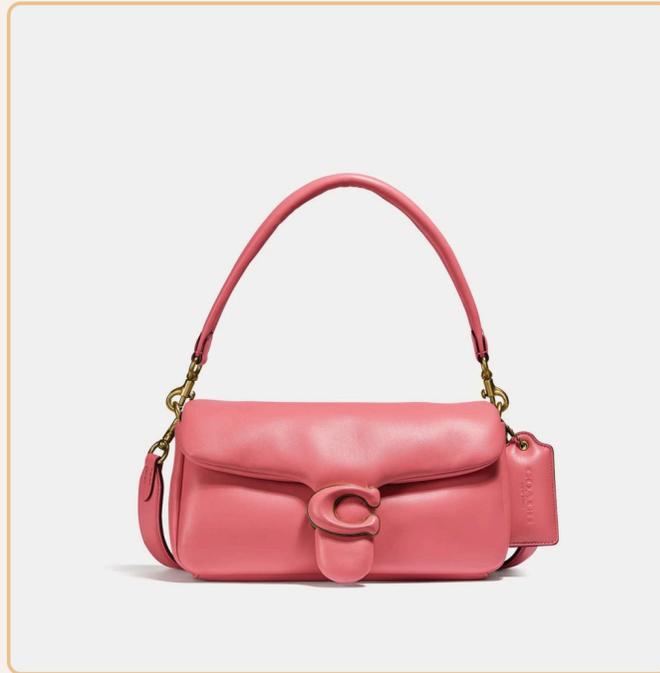
# Let's Play

What is the Tabby Piñata?

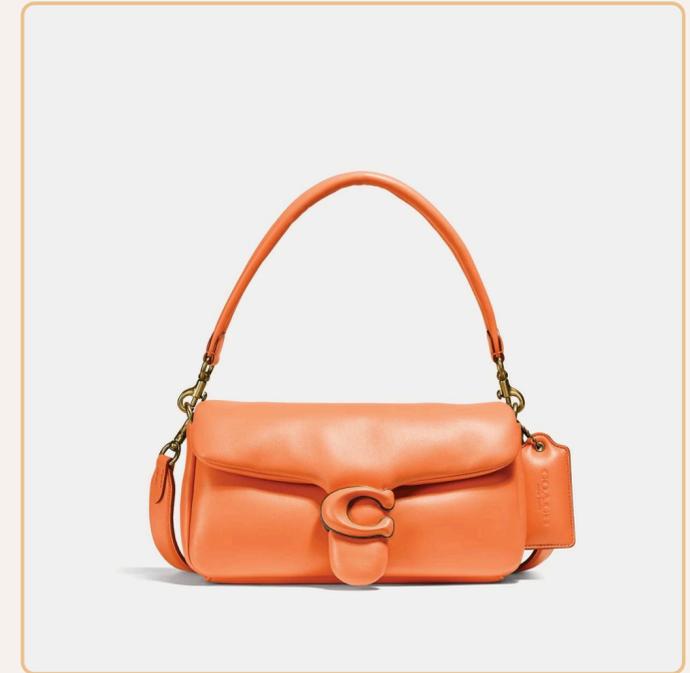
1



2



3



The Tabby Piñata is an initiative to invite collaboration and stress relief with everyone. Customers can hit the piñata (as long as not each other) and when it bursts, there will be lots of prizes that tumble out! The Tabby Piñata can switch out to a new color each time one bursts.

# Photo

Office Exit Sign

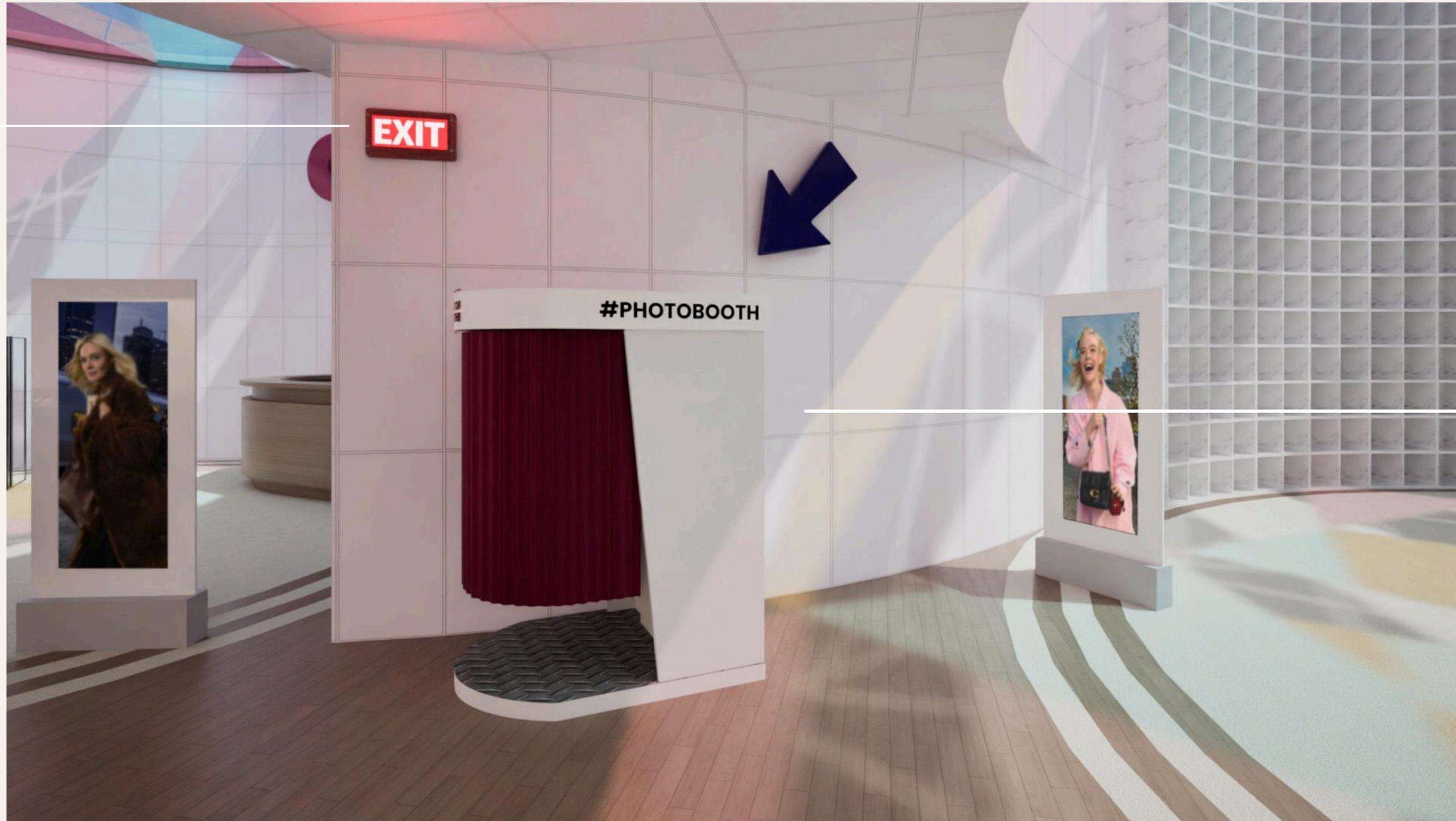


Exhibit PhotoBooth for ID Pictures

# Let's Play

What happens at the photobooth?



← Example Here!

Not only do you get to take an ID photo to put on your souvenir, there are other frame selections for photos to take with your friends! Taking photos with friends is one way to commemorate your experience. On the left is one photo frame I designed as an example. It is supposed to mimic office manila folders

# Ball Pit



Ball Pit Fun!

# Aerial View

Exhibition

Roller  
Coaster

Ball Pit

Check In



Stained  
Glass  
Ceiling

Lounge  
Bar

# Video

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\*Lots of elements are missing because I couldn't add them to the render. I had to add them post production on PS

# Promotion

Maybe it's time to bring back office siren. The promotion would feature office themed posts in a surrealist, humorous and kitsch way.



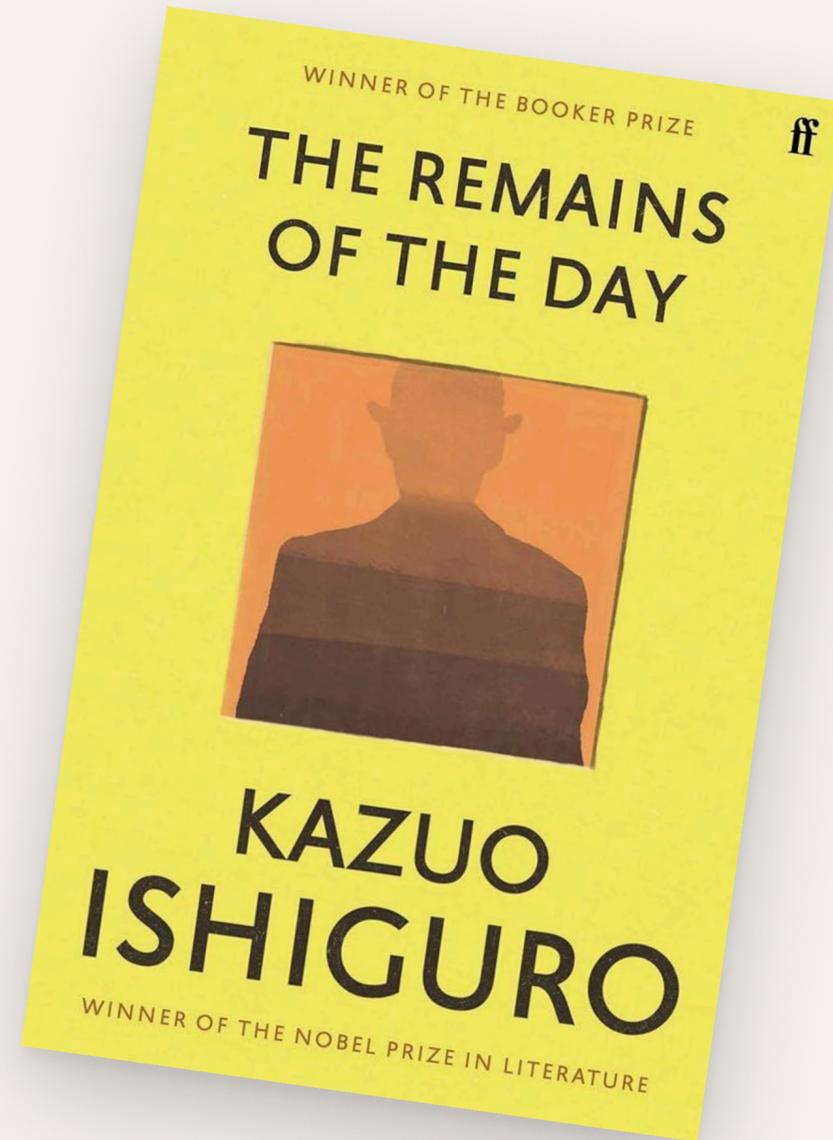
Key features are a scattered, old school office, blocky computers, washed out walls with poppy colored papers and post - its.

# BONUS

With COACH's new initiative for literature

I am currently  
reading...

so so good!



Thank you

# Sources

Mintel Academia

Statista

Twinmotion Library

Sketchfab assets

All design in this project was done by me except furniture  
3D Design was done with SketchUp & TwinMotion  
Final details were added with Photoshop  
Presentation board was created with Figma  
All other designs were done in Illustrator