**Extended Project Description:**

The largest structure at Nike World Headquarters, the 1 million+ sf Serena Williams Building supports more than 3,000 employees in an integrative design model. This programmatically complex building presented three primary design challenges:

1. Integrative Design: create a design-intensive workspace that fosters connection and collaboration, drives innovation on an enormous scale, and enhances creative performance for 750 designers with natural access across teams without overwhelming existing site context.

‘Flow’ design strategy is fluid, efficient, and responsive to both the individual player and the team. It allows for connections among – and between – designers and business operations. Accessory spaces like atria, communicating stairs, modular kitchenettes, and courtyards keep spaces human scale. The building is organized so that designers for each brand occupy a single level, while the corresponding services stack vertically between levels. Products can move from sketch to prototype to final design to retail fixture all under one roof, a first for Nike. The 60-foot-long Design Connector, a rotational steel truss tube, spans between four levels of design and office space.

1. Well-being and energy design: leverage regenerative design principles in partnership with nature and optimize design for site and occupant health by embracing natural elements while achieving a high standard of sustainability.

Regenerative design engages the natural world as a catalyst for respectful site design, user health, and intelligent construction using responsible systems and materials. The site connects to the adjacent wetland landscape via stormwater collection, rooftop greenspaces, and natural views. The human experience is supported across project design — covered outdoor paths provide year-round use, natural light fills interiors, and negative spaces created by the branching bars are treated with the same care as interiors. Courtyards, gardens, plazas and a sunken tennis court provide opportunities for work, recreation, and relaxation.

LEED Platinum Certified sustainable design features include energy efficient mechanical systems, photovoltaic panels, a rainwater capture and reuse system, green roofs, regional and recycled materials, radiant sails, and FSC certified wood products.Tempered air is pumped through the core of the building then pushed through the raised access floor, allowing each desk occupant to adjust their airflow. When building design reaches the scale of urban design, sustainability is non-negotiable.

1. Discovery and evolution: capture the ethos of sport, Nike’s heritage, and the spirit of Serena Williams through design supporting future renovations and reinventions.

Serena Williams, the ultimate phenom-warrior-muse, is personified in the building’s narrative via the samurai armor-inspired exterior and abstracted wing of the goddess Nike evident in the tripartite massing. The building consists of four programmatic components: an underground parking garage and loading dock; a merchandising center for prototype retail spaces; integrated design studios for multiple product categories; and a 12-story tower with shared amenities for the whole campus. Ongoing additions, art/branding installations, and concepts are part of design intent; future creative iterations are supported through original interior design. The tower combines two intertwined volumes, a nod to the company-forming handshake between the two founders of Nike (Bill Bowerman and Phil Knight).