

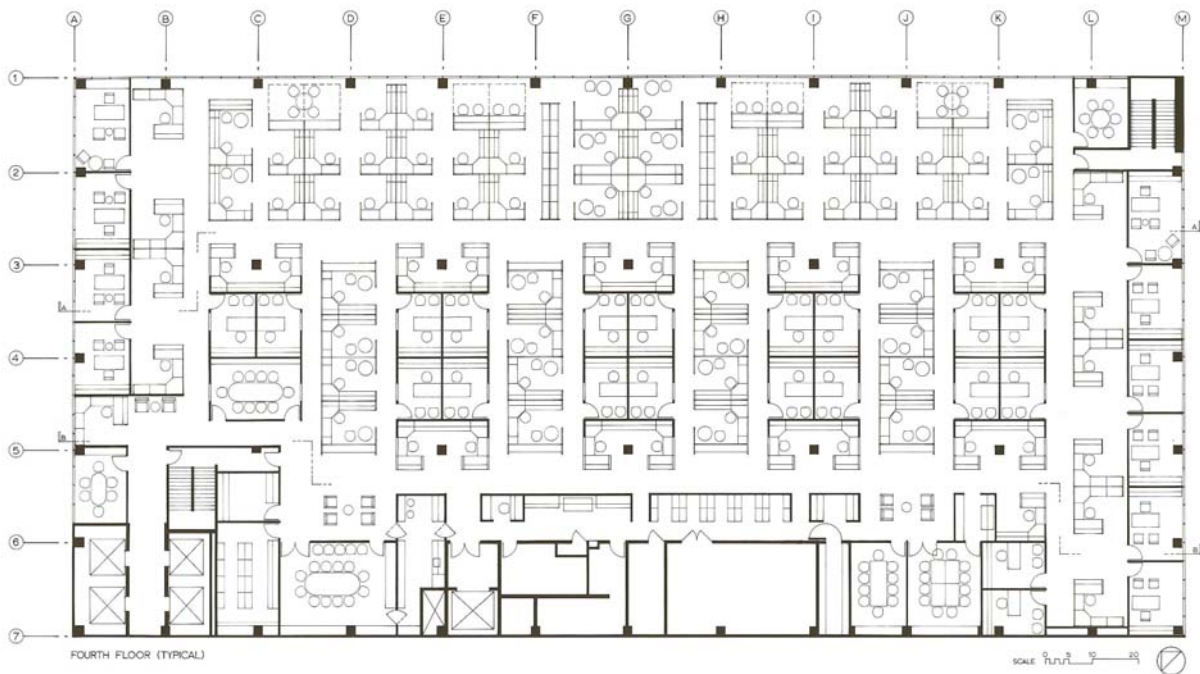
**MATTLE, INCORPORATED,
HEADQUARTERS, DESIGN & TESTING FACILITY
EL SEGUNDO, CALIFORNIA**
Katie Powell, Project Manager/Designer, Beck & Associates

The project was 350,000 SF of Executive, Marketing, Design, Light Manufacturing, Testing and Support Divisions for Mattel Toys. The project was divided into two phases and areas:

1. The Tower, approximately 100,000 SF, an older building with fenestration on three sides, and an unusual core thrown to the southwest.
2. The Warehouse, approximately 250,000 SF, tilt-up concrete construction with almost no windows or outside awareness of any sort.

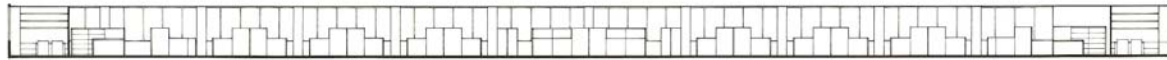
Mattel approached Beck & Associates with an in-house program for certain key areas, and a goal to boost employee moral with a renovation to solve the lack of outside awareness, which a psychologist had suggested was not good for the employees.

I convinced Mattel that a new program was in order for the entire organization, and long range planning and reorganization should take place. Beck & Associates conducted a top-down programming survey, analyzed available furniture systems and developed a corporate design and workstation standard.



FOURTH FLOOR (TYPICAL)

SCALE 1/8" = 1'-0" 1/4" = 2'-0" 3/8" = 3'-0" 1/2" = 4'-0" 3/4" = 5'-0" 1" = 6'-0"



SECTION AA

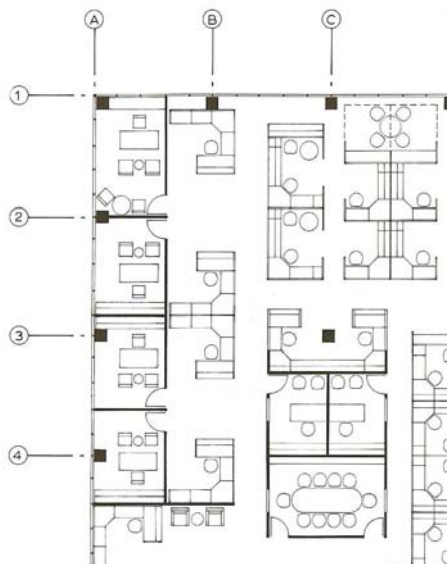


SECTION BB



Mattel Toys

As part of this design standards package, I also created a design direction for each of the tower floors (typical floor shown previous page), as well as a block plan and description of all the work to be done overall in the facility. The design solution involved a clear statement about privacy hierarchies. The tenants of the design standard were to understand that with outside awareness at a premium, only very high corporate managers would be privy to window offices, and these offices could only occur at each short end of the tower, so that a large expanse of open window looking north would be available at all times on all floors. Conferencing and lunch facilities for the entire facility would also take place on one of the tower floors, where windows were at a premium. All lower level management would have interior offices with interior glass, allowing the open workstations to float at the window line, with smaller task management meeting areas to occur along the north windows.



After acceptance of this program and design standards package, Beck & Associates staged a design competition for the design contract of the interior spaces, using my space plans as their floor plans. I assisted in the coordination and administration of the competition. After the competition was awarded, Mattel retained me as a consultant to the winning firm during the execution of the first phase of the design.

ⁱ Katie Powell was using her maiden name, Debra Beck.