



**CONCEPT PRESENTATION** FOR BFC & JPO PROJECTS  
01/02/2022 - REV 07

# FUNCTION

OUR DESIGN PRINCIPLES

LAYOUTS

HEAD COUNTS

# CONCEPT

DESIGN CONCEPT

MATERIALS

RENDERING

# FUNCTION LAYOUT

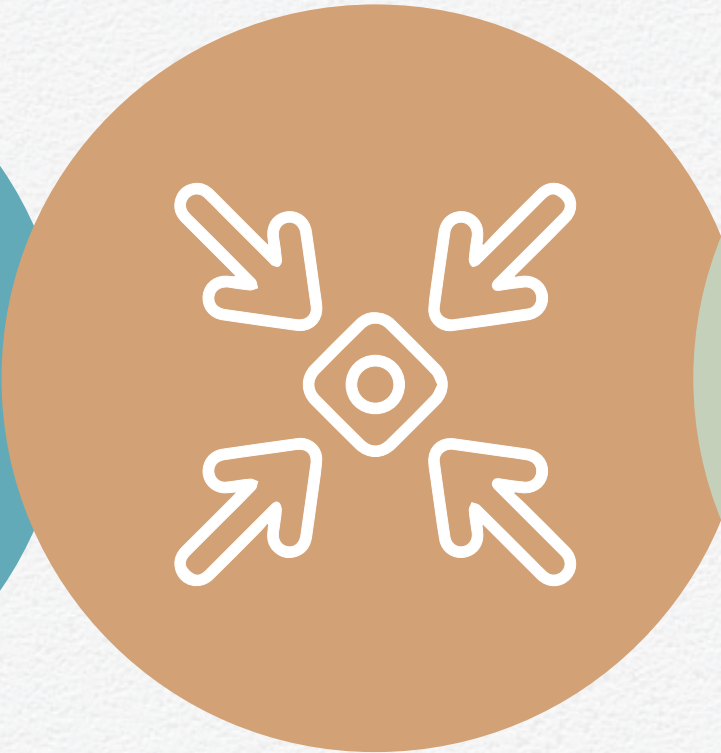


# OUR DESIGN PRINCIPLES



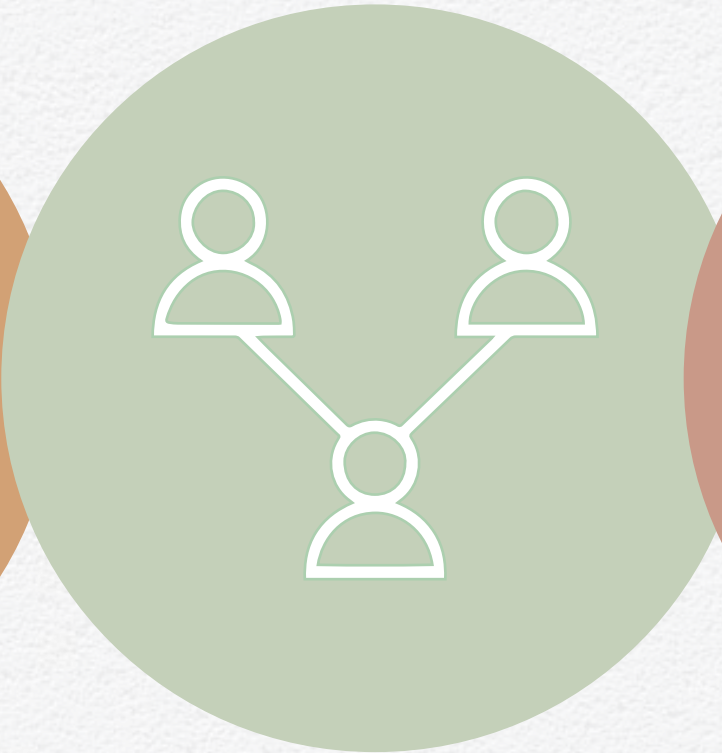
## COLLABORATE

BRAINSTORM &  
INNOVATE WITH OTHERS



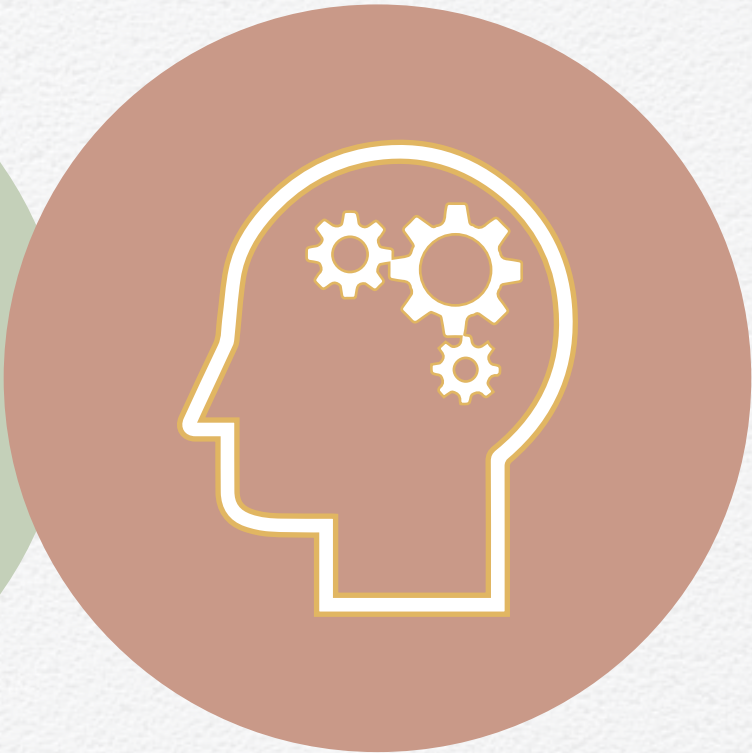
## FOCUS

PERSONAL SPACES  
TO COMPLETE  
TASKS



## CONNECT

SOCIAL SPACE TO  
BUILD RELATIONSHIPS  
& COMMUNITY



## CONTEMPLATE

THINK MINDFULLY &  
REJUVENATE



# INSPIRATION IS CREATED IN DIFFERENT SPACES



INFORMAL  
DISCUSSION



MEETING ROOMS



LOUNGE  
SEATING

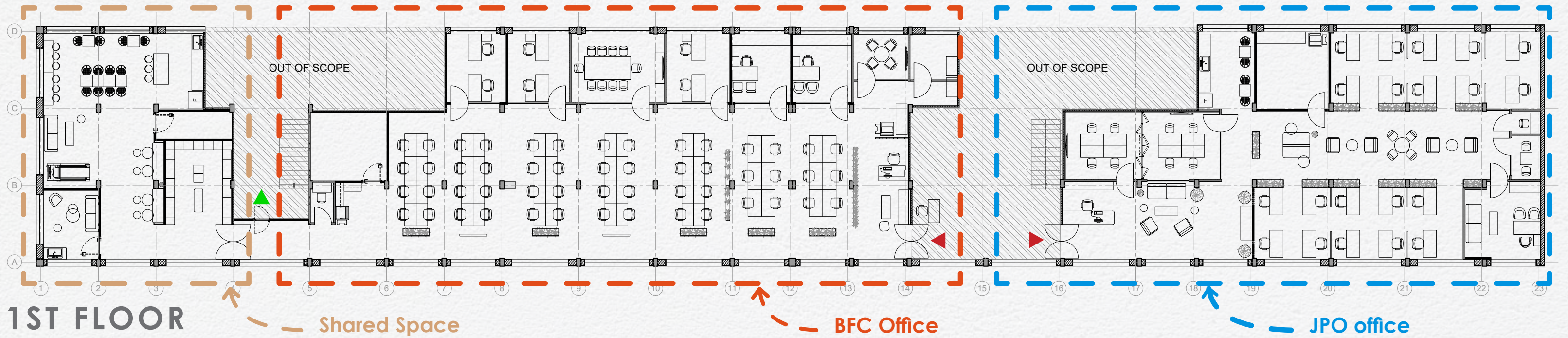


BRAIN  
STORMING



SEMI ENCLOSED  
SEATING



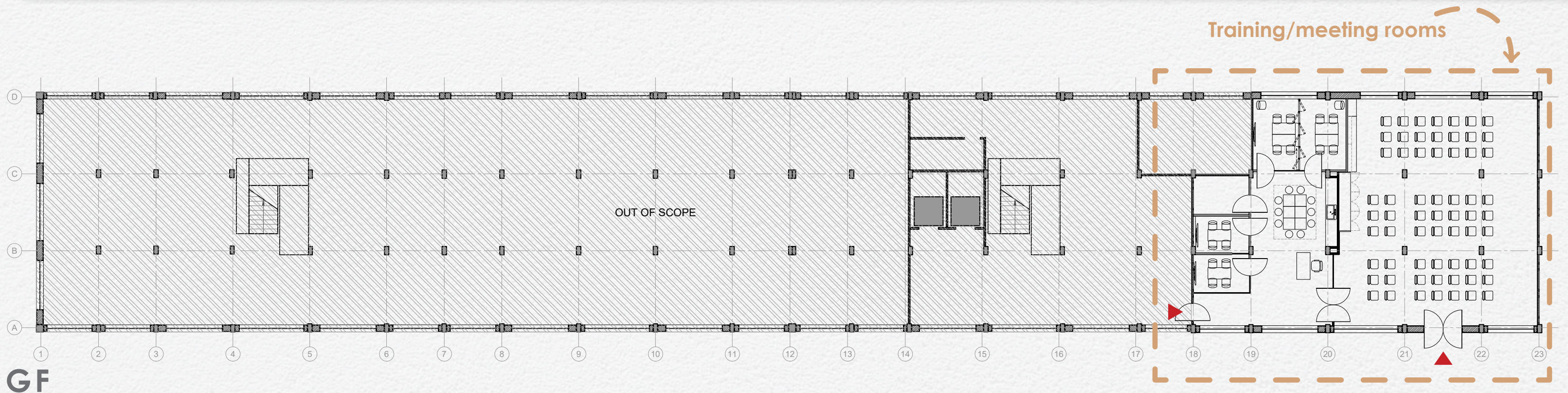


# MASTER LAYOUT

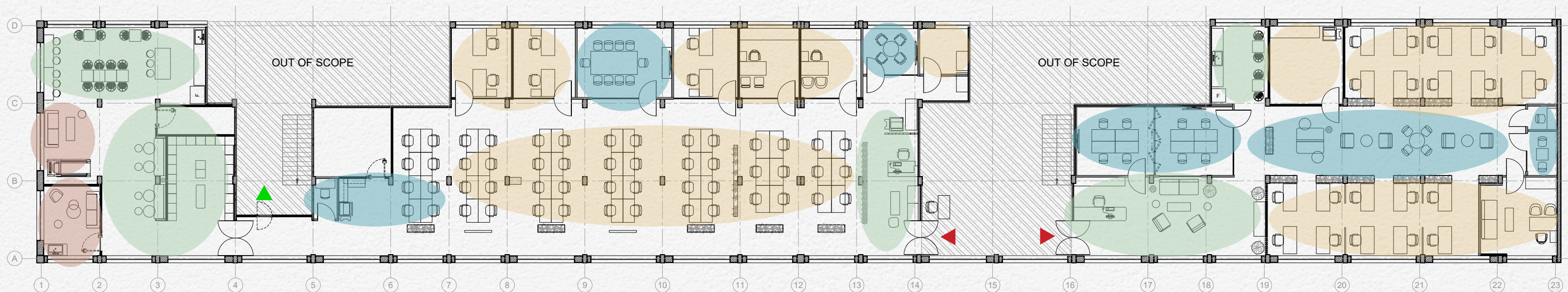


Phnom Penh City Center Bldg.,  
Phnom Penh, Cambodia  
Building C & D

TRAINING/MEETING ROOMS - 204 SQM  
SHARED SPACE - 114 SQM  
BFC OFFICE - 350 SQM  
JPO OFFICE - 272 SQM  
TOTAL 940 SQM







1ST FLOOR

**ZONING**  
FUNCTIONAL  
LAYOUT



**CONTEMPLATE**  
FOCUS BOOTH  
MEDITATION ROOM



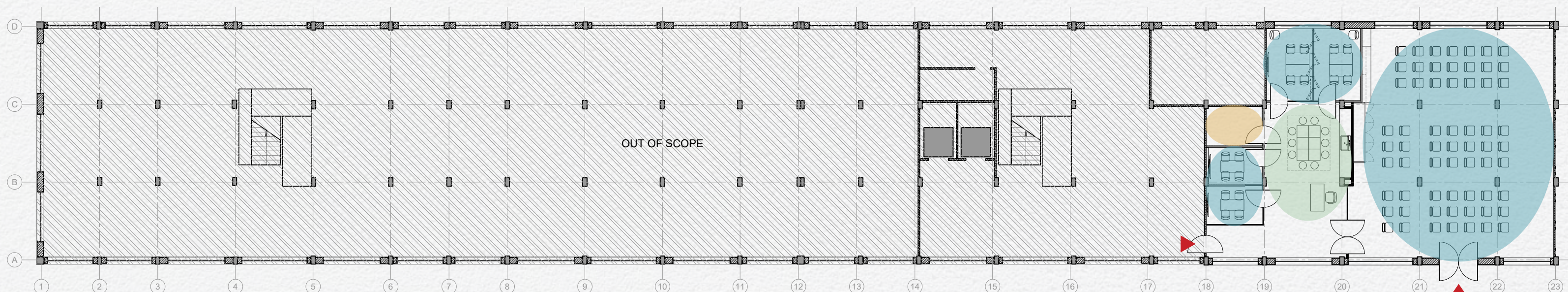
**CONNECT**  
LOUNGE  
PANTRY



**FOCUS**  
WORK STATION  
PRIVATE OFFICES

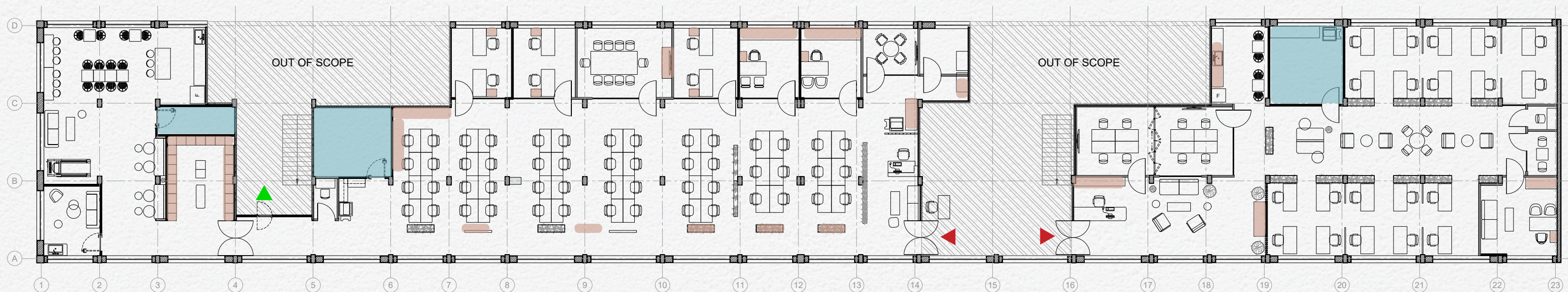


**COLLABORATE**  
TRAINING ROOM  
MEETING ROOM  
INFORMAL DISCUSSION



GF





## 1ST FLOOR

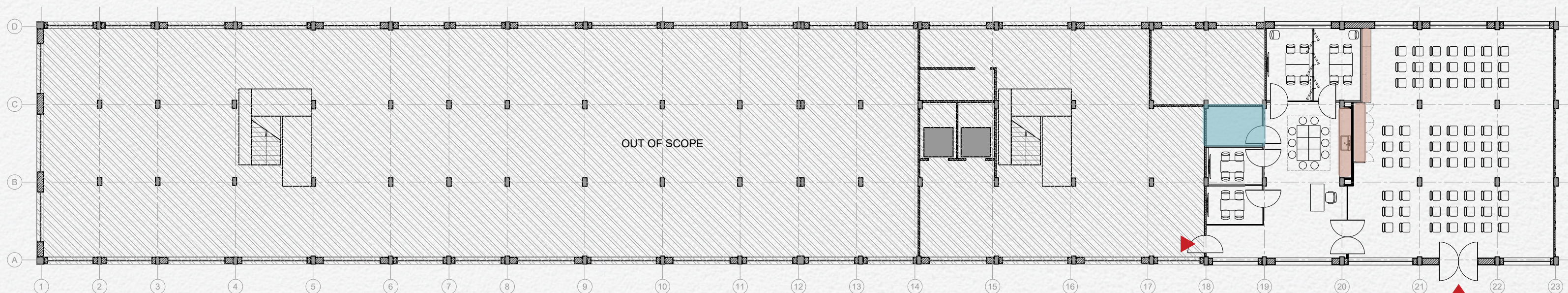
### STORAGE FUNCTIONAL LAYOUT



STORAGE CABINET

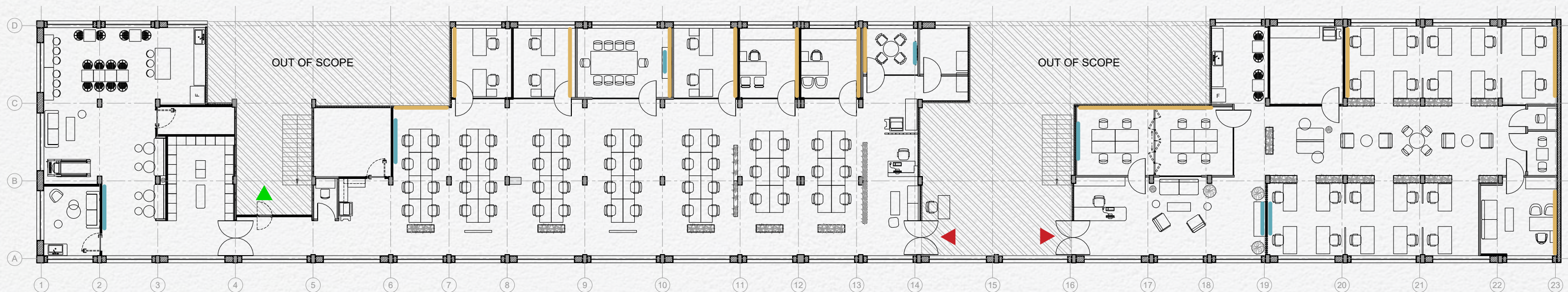


STORAGE ROOM



## GF





1ST FLOOR

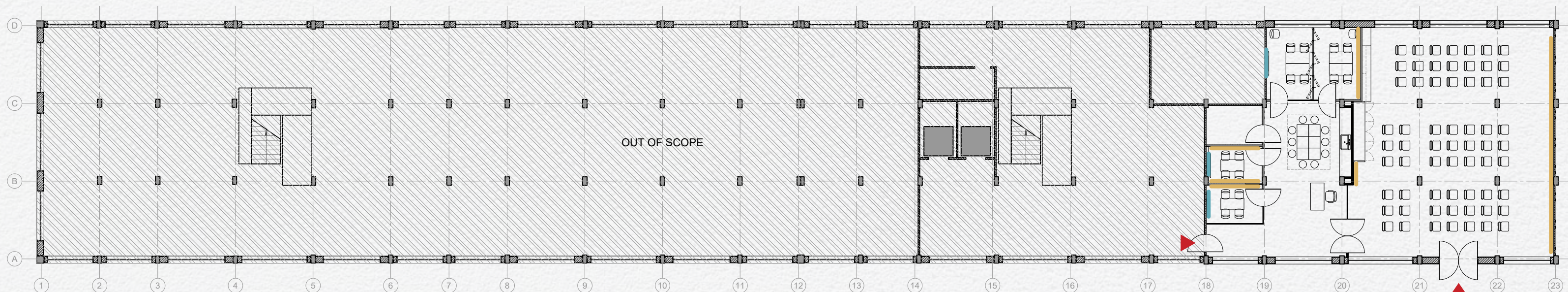
## WALL TYPE FUNCTIONAL LAYOUT



COLLABORATIVE WALLS



DIGITAL WALL



GF



**CONCEPT**

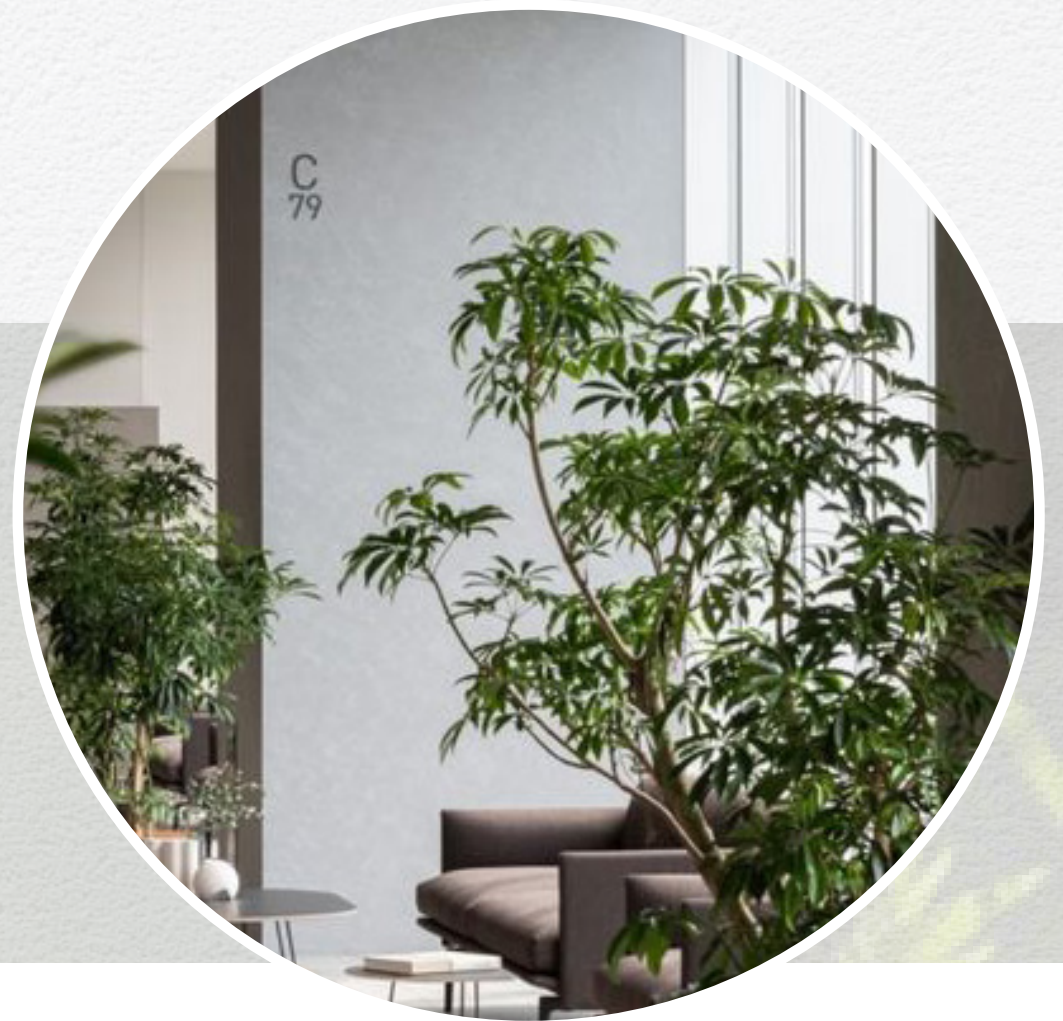


# DESIGN CONCEPT

MINIMALIST

CULTURE

NATURE



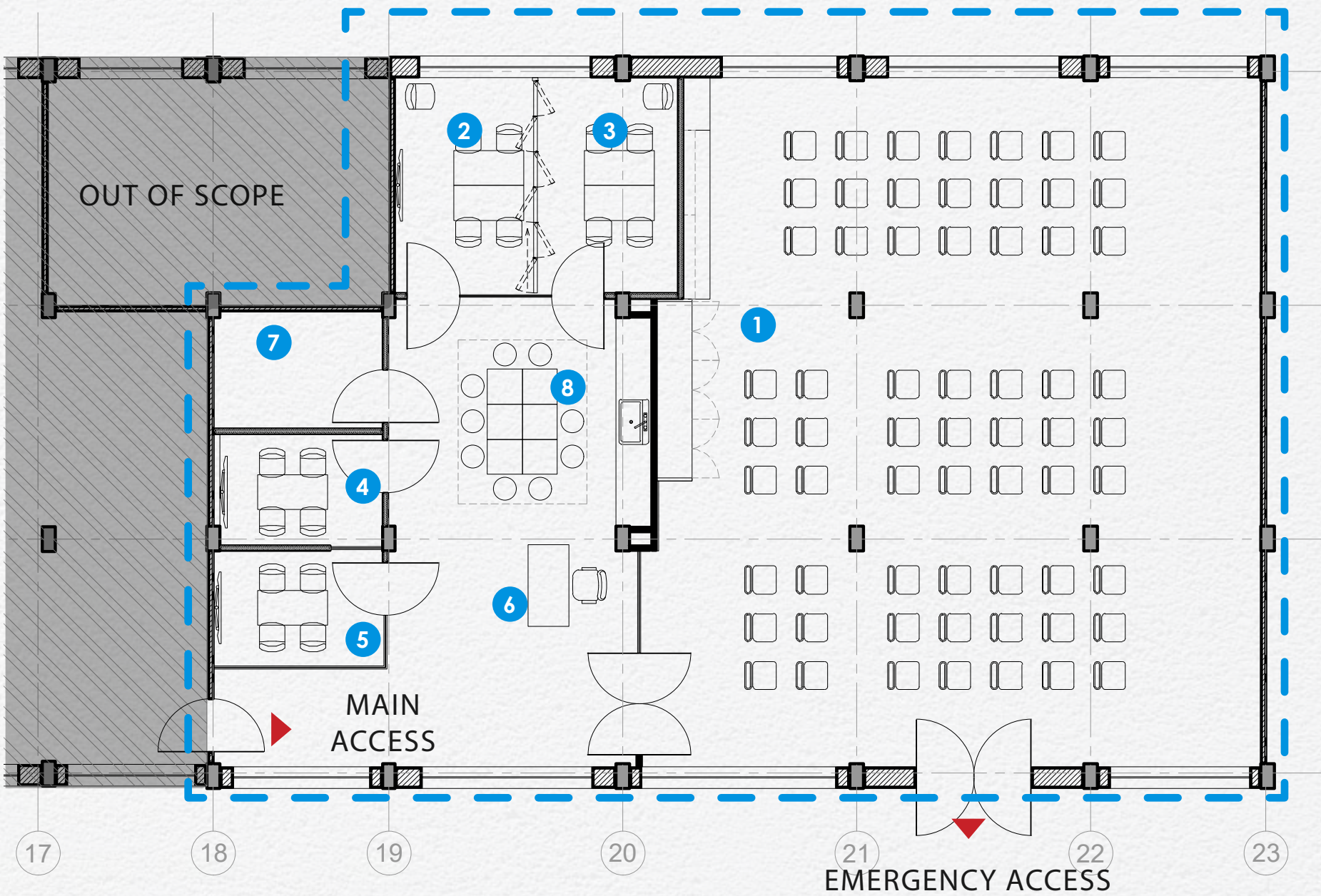


# HEAD COUNTS | GF

## TRAINING/ MEETING ROOMS

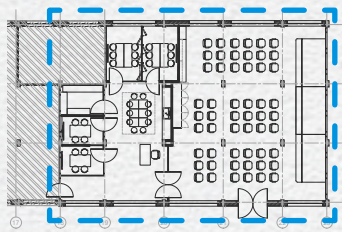
1. PANTRY	40 sqm	8-10 PAX
2. BIG CONFERENCE ROOM	120 sqm	40-50 PAX
3. BIG MEETING ROOM 1	9 sqm	6-8 PAX
4. BIG MEETING ROOM 2	9 sqm	2-4 PAX
5. SMALL MEETING ROOM 1	6 sqm	4 PAX
6. SMALL MEETING ROOM 2	5.5 sqm	4 PAX
7. STORAGE	6 sqm	

TOTAL: 204 SQM

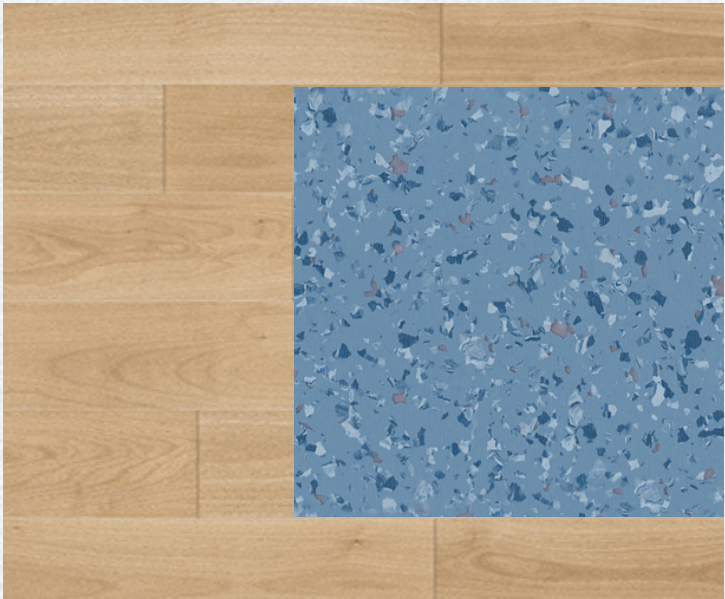
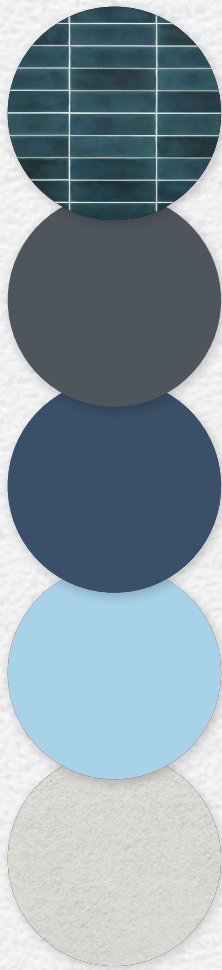




# TRAINING/MEETING ROOMS

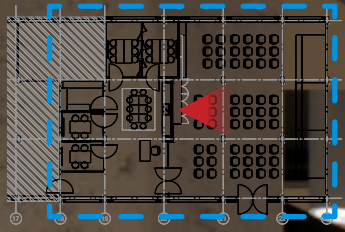


MOODBOARD | GF





# RENDERING

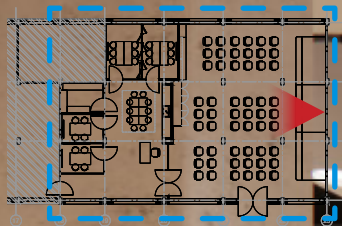


GF | CONFERENCE





# RENDERING

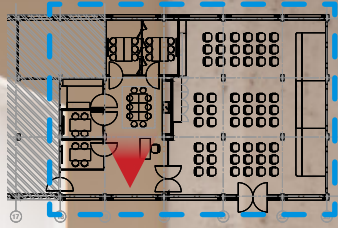


GF | CONFERENCE





# RENDERING

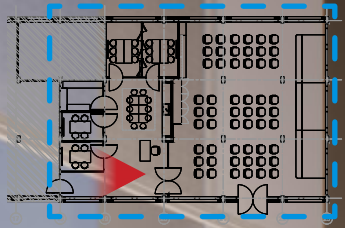


GF | PANTRY





# RENDERING

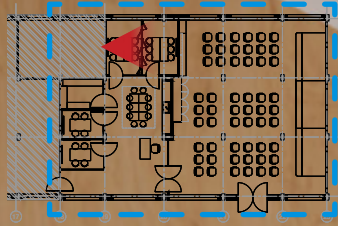


GF | MEETING ROOM





# RENDERING



GF | MEETING ROOM



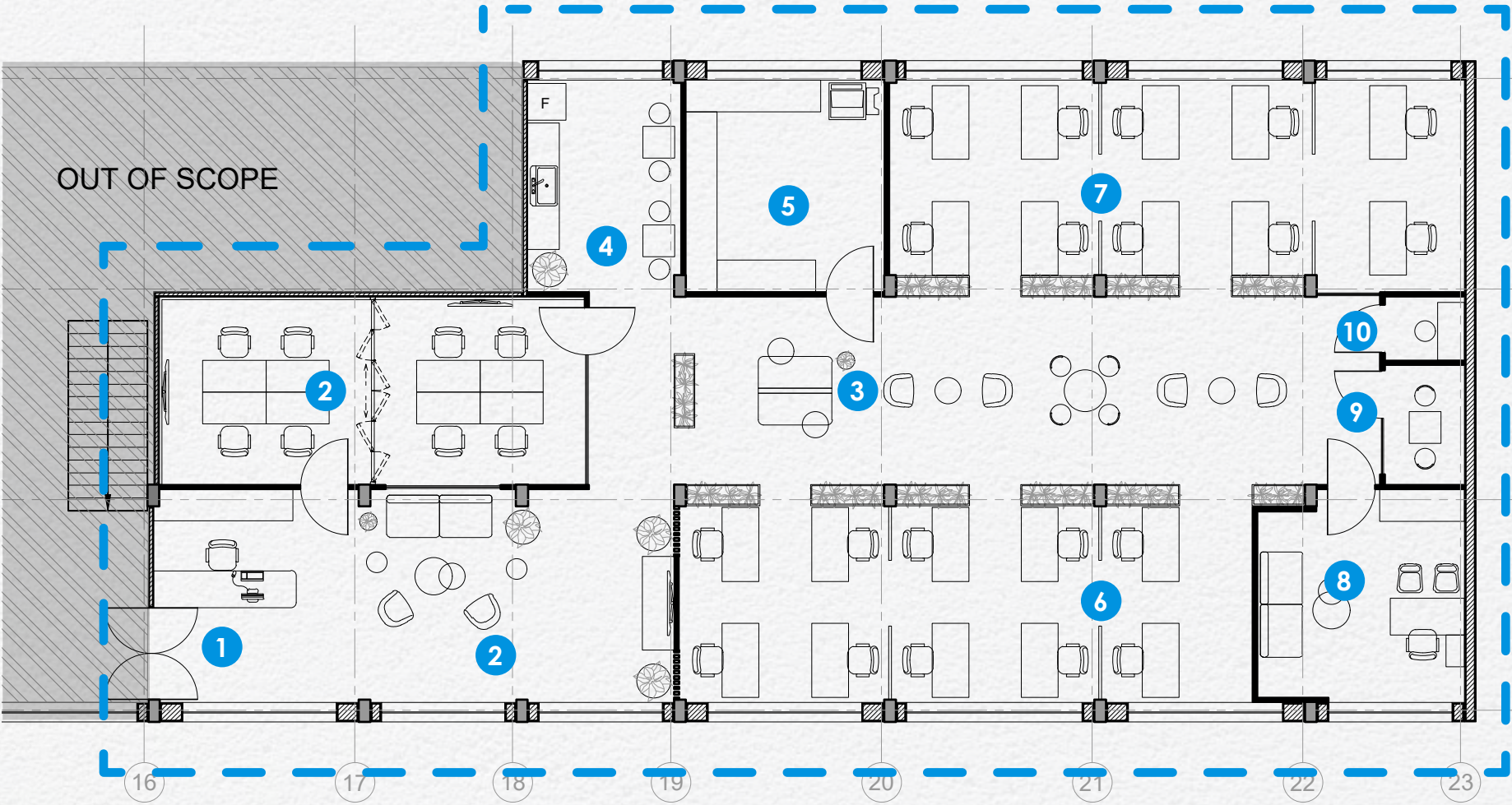


HEAD COUNTS | 1F

JPO OFFICE

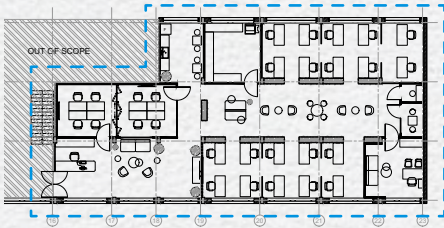
1. RECEPTION & LOUNGE	40 sqm	4-6 PAX
2. CONFERENCE ROOM	28 sqm	8-10 PAX
3. COLLAB LOUNGE	47 sqm	8-10 PAX
4. PANTRY	12 sqm	4-6 PAX
5. STORAGE	15 sqm	
6. WORKSTATION 1	46 sqm	10 PAX
7. WORKSTATION 2	44 sqm	10 PAX
8. PRIVATE OFFICE	15 sqm	1-2 PAX
9. MEETING ROOM	3.5 sqm	2 PAX
10. PHONE BOOTH	2 sqm	1 PAX

TOTAL: 272 SQM

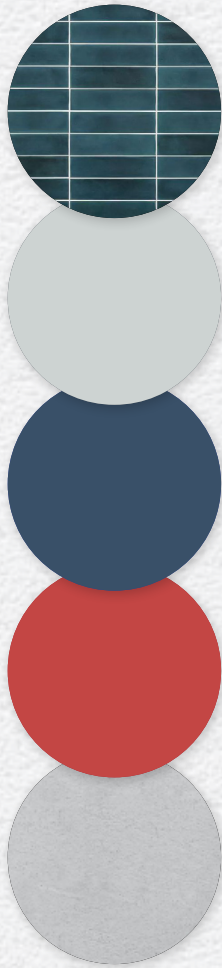




# JPO OFFICE

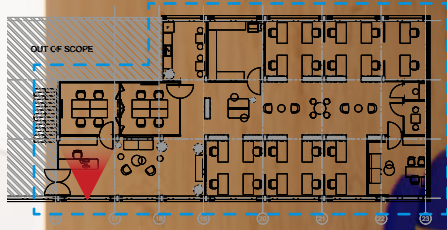


MOODBOARD | 1F





# RENDERING



1F JPO | RECEPTION

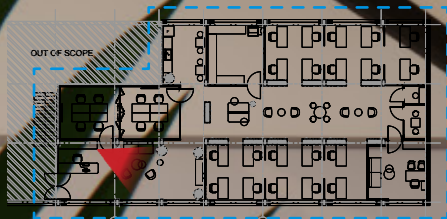


01





# RENDERING

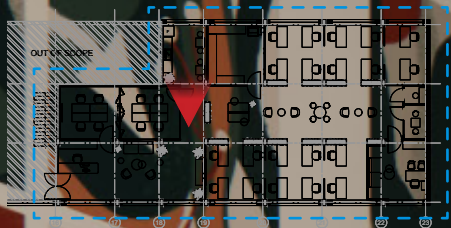


1F JPO | RECEPTION





# RENDERING

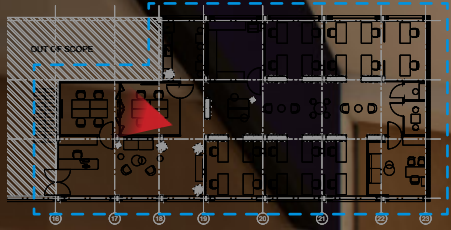


1F JPO | PANTRY





# RENDERING

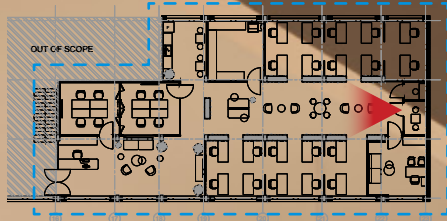


1F JPO | MEETING ROOM





# RENDERING

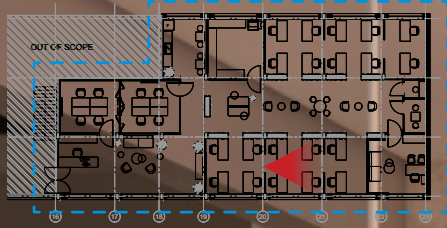


1F JPO | COLLAB LOUNGE





# RENDERING

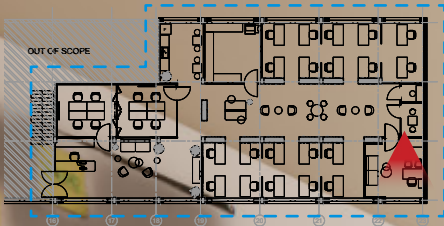


1F JPO | WORKSTATION





# RENDERING



1F JPO | PRIVATE OFFICE



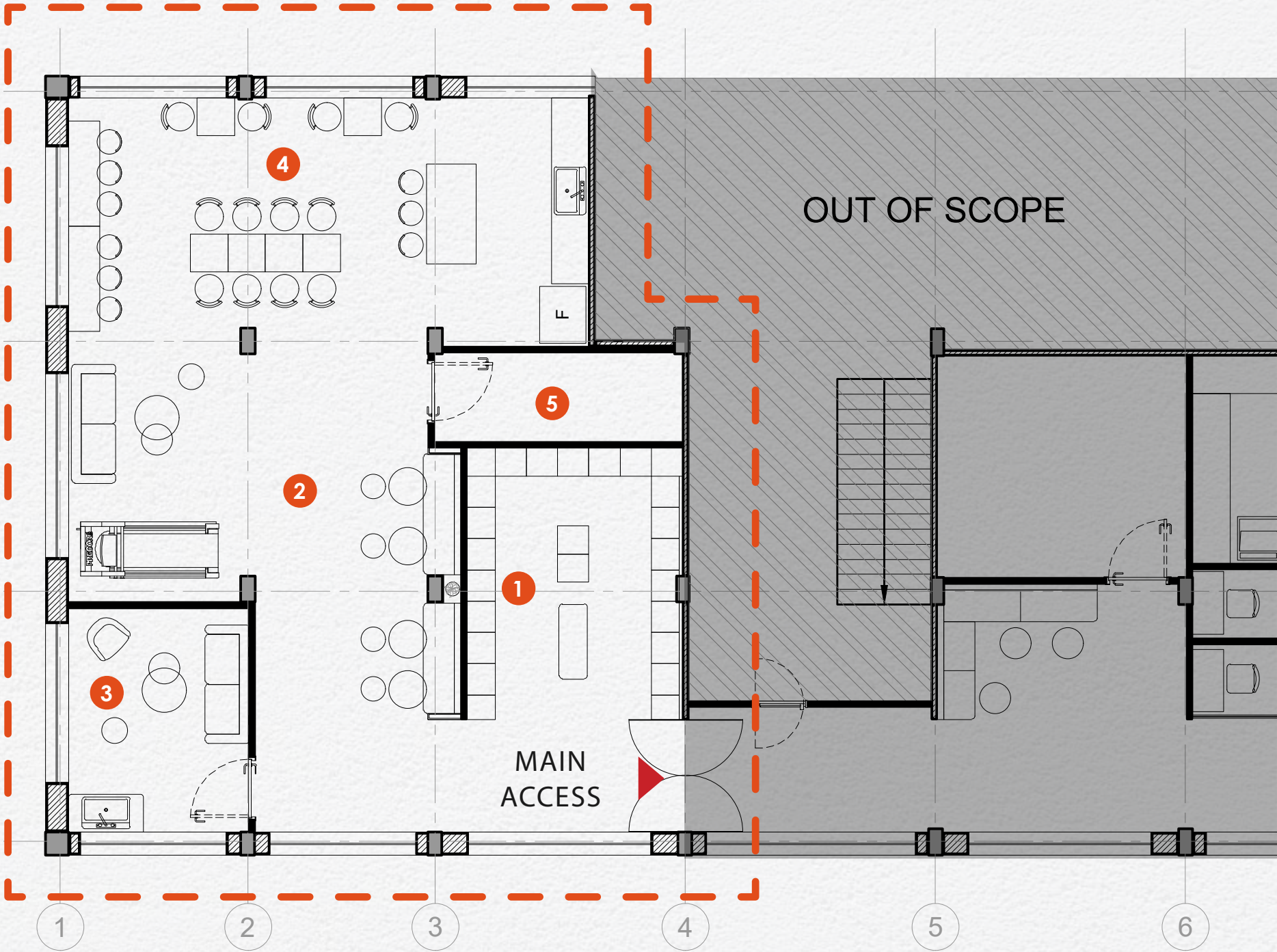


# HEAD COUNTS | 1F

## SHARED SPACE

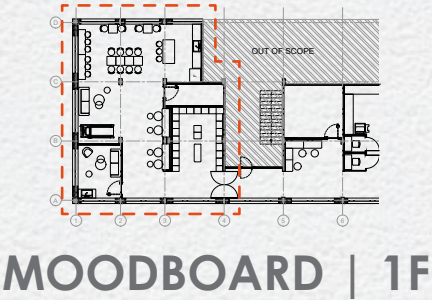
1. LOCKER ROOM	15 sqm	50 PAX
2. LOUNGE	42 sqm	8-10 PAX
3. WELLNESS ROOM	10 sqm	2-3 PAX
4. PANTRY	33.5 sqm	10-20 PAX
5. STORAGE	5.5 sqm	

TOTAL: 114 SQM

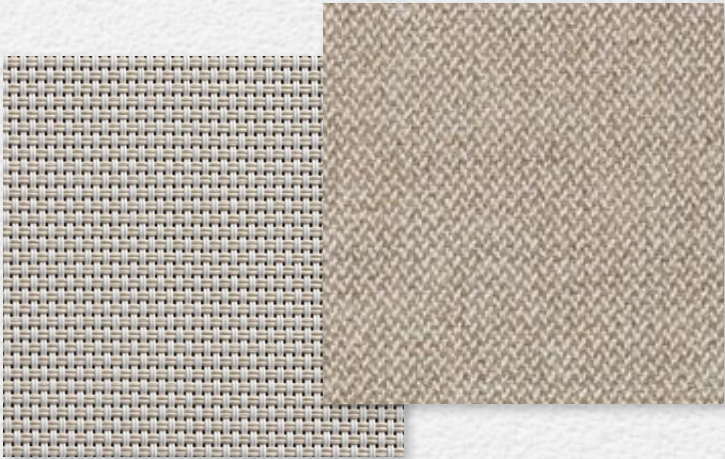
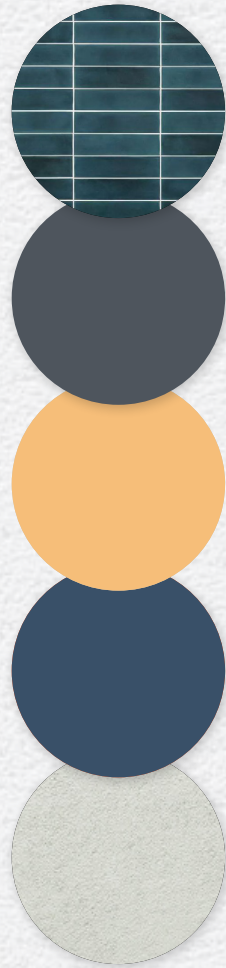




# SHARED SPACE

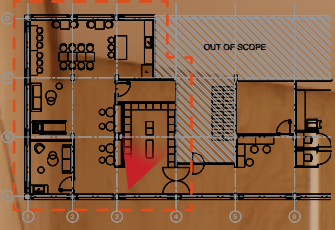


MOODBOARD | 1F





# RENDERING

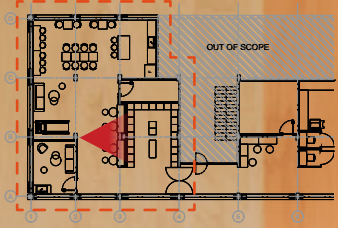


1F | LOCKERS





# RENDERING

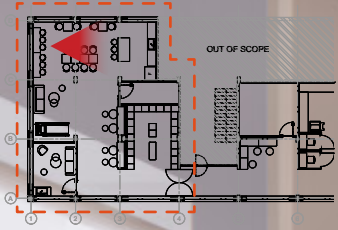


1F | LOUNGE





# RENDERING

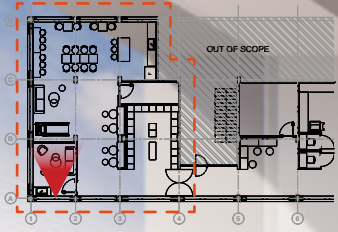


1F | PANTRY





# RENDERING



1F | WELLNESS ROOM



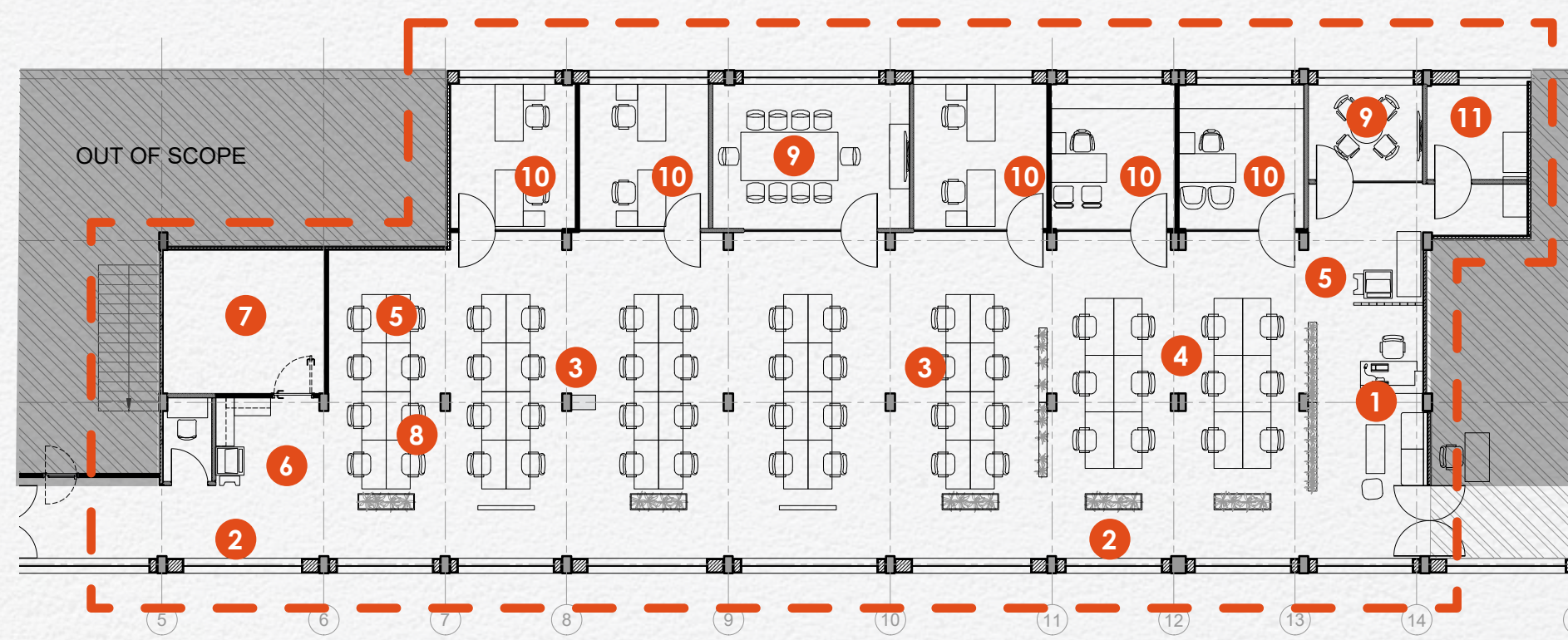


# HEAD COUNTS | 1F

## BFC OFFICE

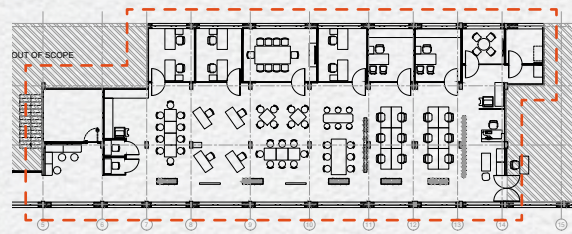
1. RECEPTION & LOUNGE	15 sqm	2-3 PAX
2. CORRIDOR	50 sqm	
3. MOBILE OFFICE	100 sqm	42 PAX
4. WORKSTATION	44 sqm	12 PAX
5. PRINTING STATION 1 & 2	18.5 sqm	
6. COLLAB LOUNGE	8.5 sqm	4-6 PAX
7. DOCUMENT STORAGE	14 sqm	
8. PHONE BOOTH 1 & 2	3.3 sqm	2 PAX
9. MEETING ROOM 1 & 2	24.5 sqm	4, 10 PAX
10. PRIVATE OFFICE 1-5	56.6 sqm	8-10 PAX
11. SERVER ROOM	6 sqm	

TOTAL: 350 SQM

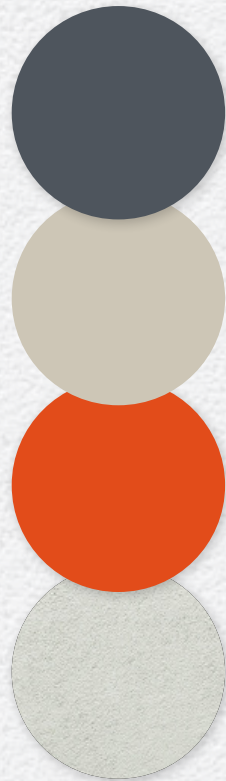




# BFC OFFICE

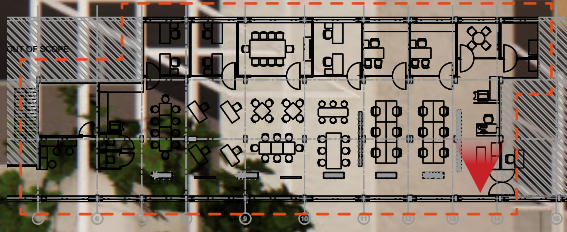


MOODBOARD | 1F





# RENDERING

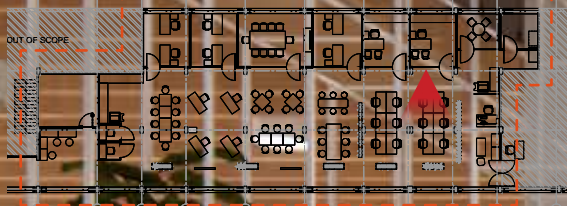


1F BFC | RECEPTION





# RENDERING

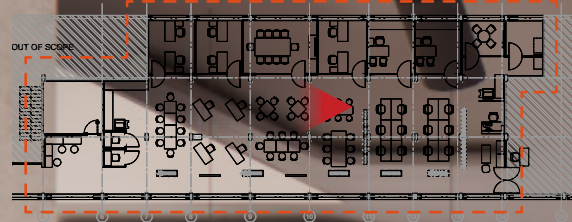


1F BFC | WORKSTATION





# RENDERING

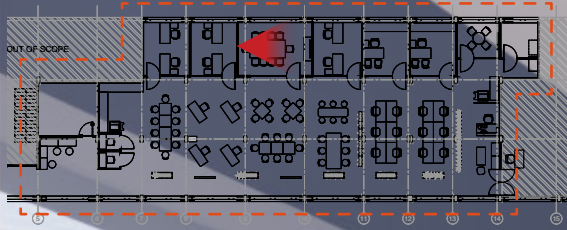


1F BFC | WORKSTATION





# RENDERING



1F BFC | MEETING ROOM



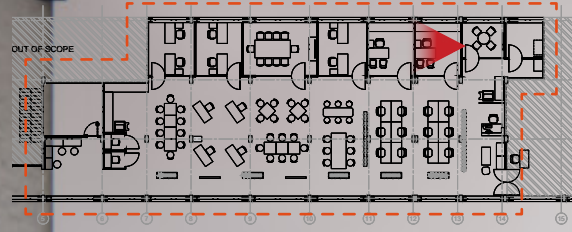
## Some Big Takeaways

- #3) Completely confident in market, there's no single, dominant factor
- #7) Links are still a Q16 deal, both at the page and domain level
- #9) Brand-related (brand domain metrics are on the rise)
- #14) Social is still perceived to have a greater impact (despite the high correlations)
- #15) Beyond-brand domain metrics continue to lessen in perceived impact (and that's a separate conversation, that)

SUGGESTIONS: Give your SEO team (brand) challenges, ask them to do more with metrics, test the brand groups of factors, and create your own set of charts and compare where and why. Are your numbers/assumptions different?



# RENDERING

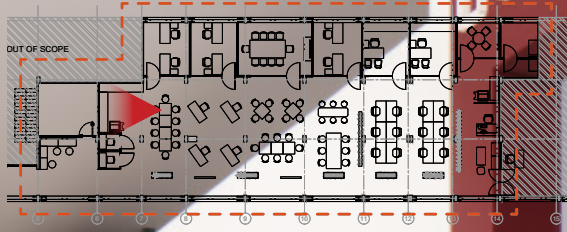


1F BFC | PRIVATE OFFICE





# RENDERING



1F BFC | PRINT STATION





# THANK YOU

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Khan Chamkarmon  
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