

Connstellation 



CONNSTELLATION is a 660,000 sq. ft. complex in Washington, D.C., originally built in the 1980s as the INTELSAT headquarters. Redesigned by Renzo Piano in 2020, the building later closed due to the Whittle School's financial struggles, requiring a complete rebranding in 2022. I was hired to revitalize its image by positioning it as the premier campus space in Washington, D.C., targeting educational institutions and corporations.

Drawing on its space exploration heritage, I developed the name "Connstellation," inspired by its address and the building's satellite-related history. I introduced the theme "Inspired by satellites. Made for explorers."

The design strategy included creating custom pictograms, naming atriums after constellations, and using visual elements to reflect exploration and discovery. Through this, the rebranding humanized the space and positioned it as a solution for schools' evolving needs, blending futuristic architecture with functionality and storytelling.



WORK PERFORMED

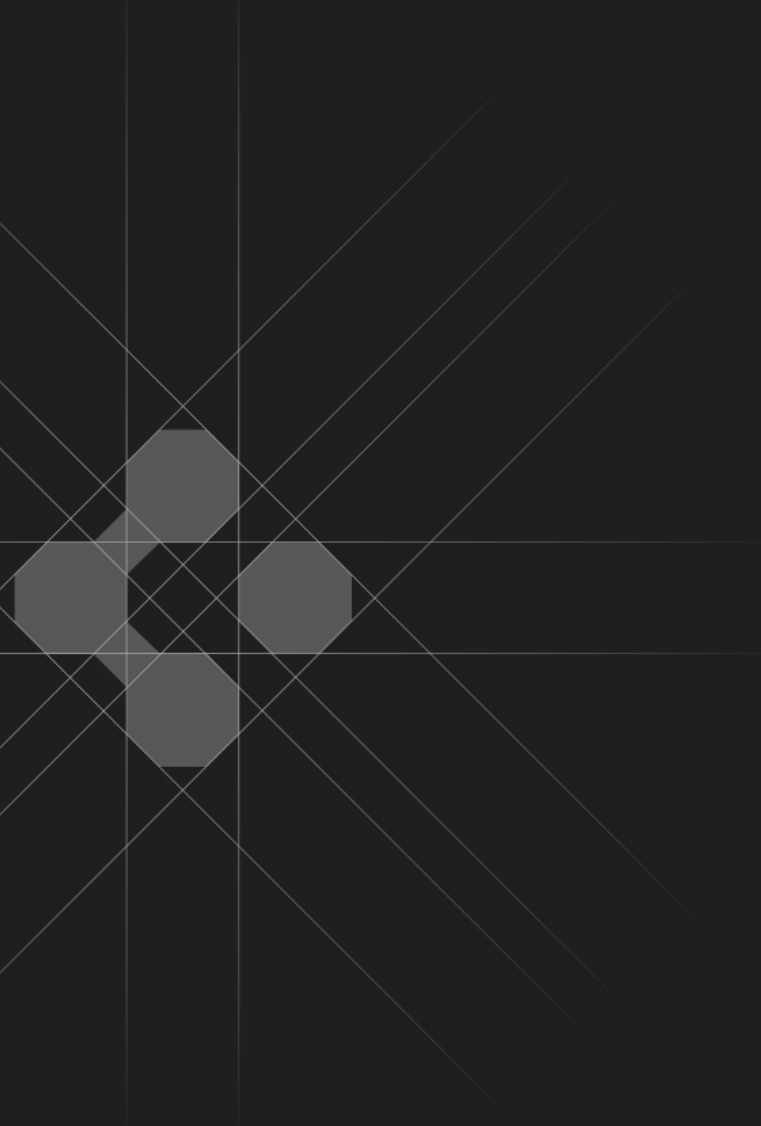
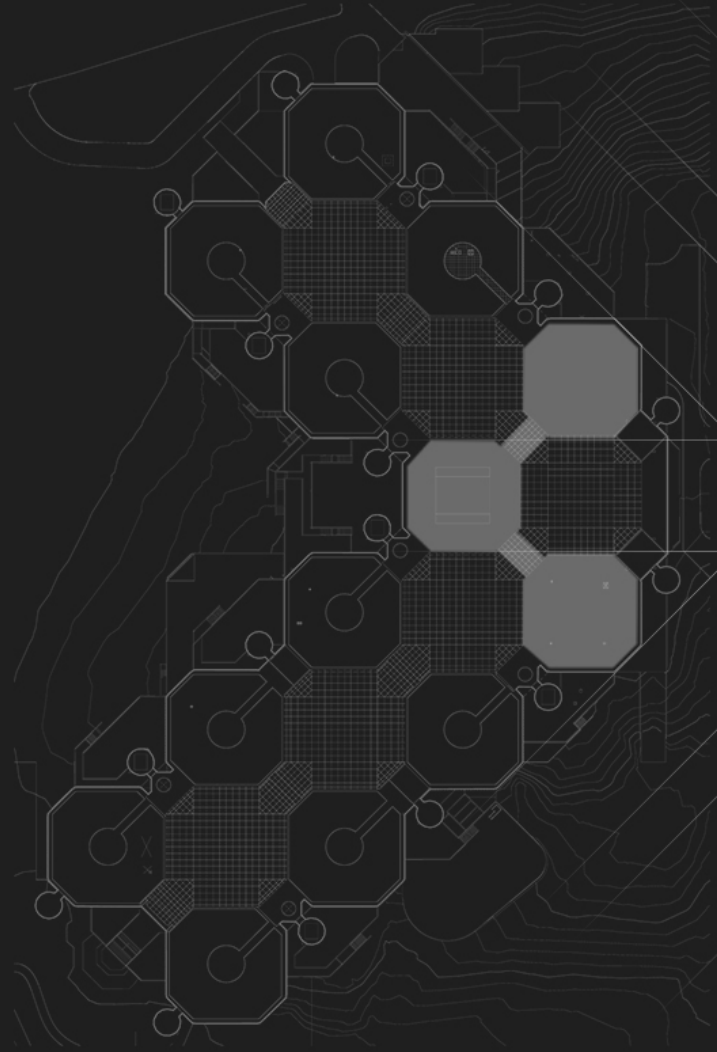
Art Direction
Brand positioning
Brand guidelines
Research
Collateral design
Copywriting
Messaging & Taglines
Naming
Visual identity
Verbal identity

TEAM

Photography: David Madison

CLIENTS

The 601W Companies
Cushman & Wakefield



Connstellation 



**Inspired by
satellites.**



**Made for
explorers.**



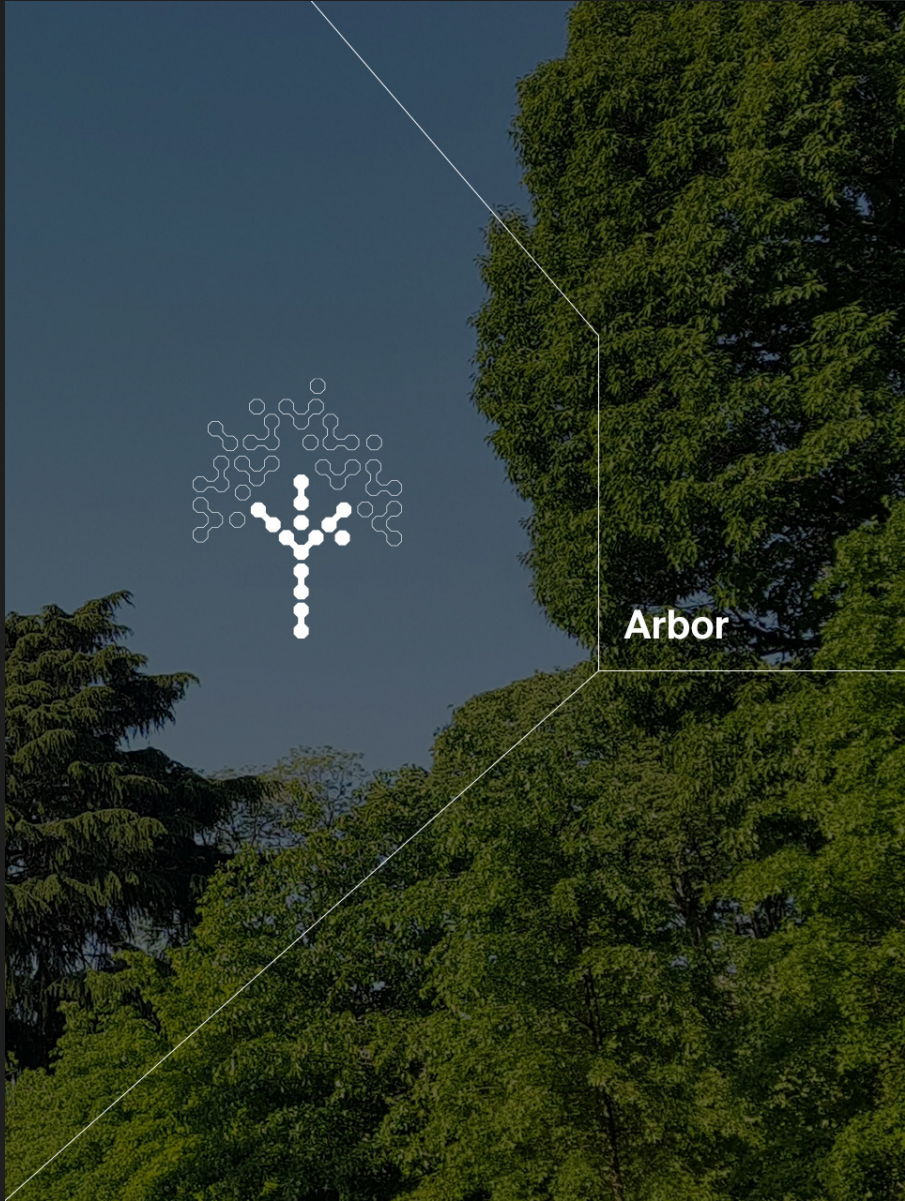
Engage.



Empower.



Explore.



Arbor



Air



Future



Light

Inspired by satellites.

Connstellation is a 660,000 sq.ft. nexus for education; designed to engage optimism, openness and collaboration.

Originally designed to inspire America's brightest aerospace engineers – this is a place where students, teachers and staff will feel valued.

Made for explorers.

CONNSTELLATION / 4000 CONNECTICUT AVE / WASHINGTON DC

Vital Information

4000 Connecticut Ave NW
Washington, DC 20008



Architecture

Designed in 1982
by John Andrews

Redesigned in 2020
by Renzo Piano

Size

660,000 sq.ft.

14 pods

5 atriums

13-acre grounds

6-acres of private
greenspace

450,000 sq.ft. potential
future redevelopment

Notable Features

Over 8,300 lineal feet of window
(1.5 miles in total)

An acre of intensive
green roofing

Over 50% of energy use
accounted by passive
climate construction

Full gymnasium
and basketball court

Enclosed playground

8,000 sq.ft. commercial kitchen

4,000 sq.ft. servery

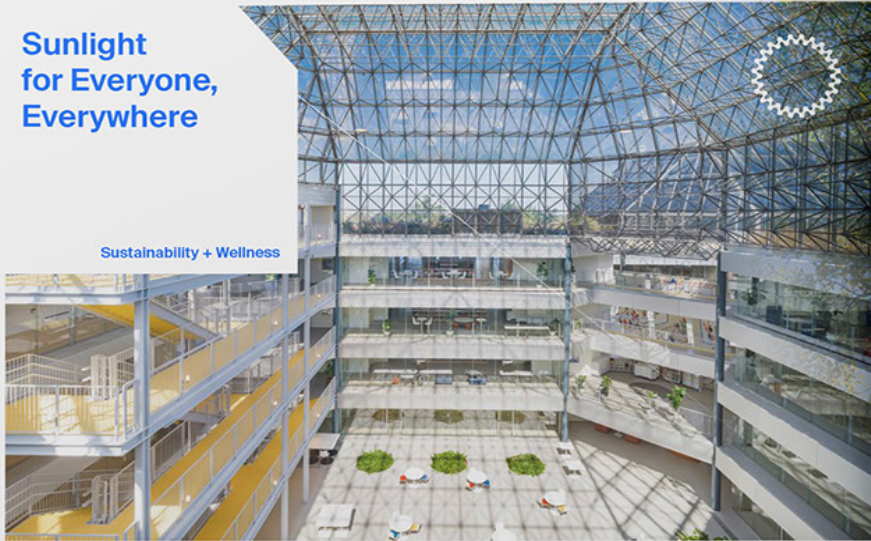
Large auditorium

4MW of generator
capacity / back-up power

CONNSTELLATION / 4000 CONNECTICUT AVE / WASHINGTON DC

Sunlight for Everyone, Everywhere

Sustainability + Wellness



■ Direct Natural Light
■ Indirect Natural Light

Constellation's brilliant architecture is optimized to capture the sun's energy through a system of atriums and its alignment with the solar cycle.

Natural light floods into the building through a sinuous space frame and double-glazed windows; meanwhile inside the building windows face the atriums and bathe every recess and corner with sunlight.

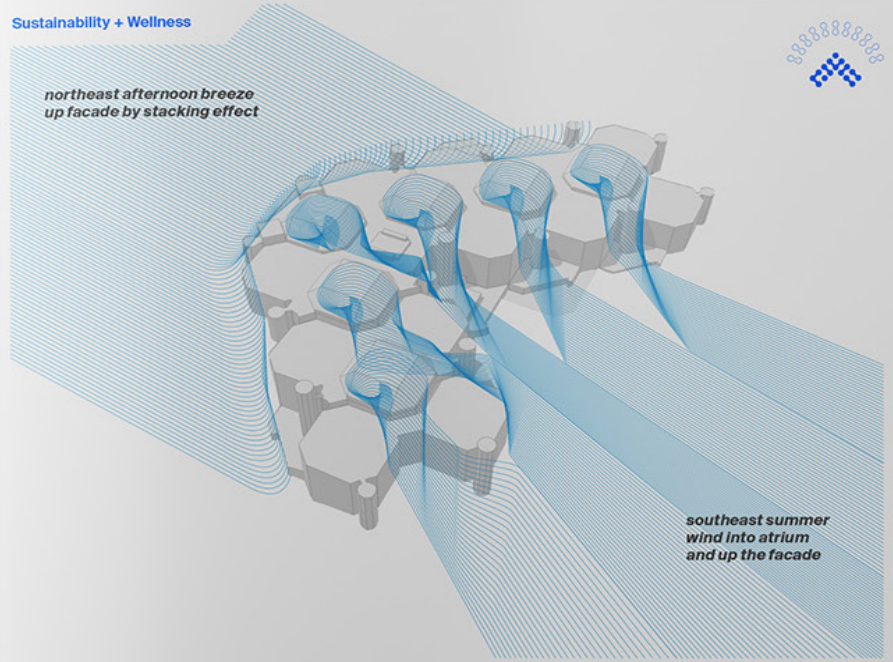
This makes the mental health benefits of natural light available in every classroom and every administrative office.

CONNSTELLATION / 4000 CONNECTICUT AVE / WASHINGTON DC

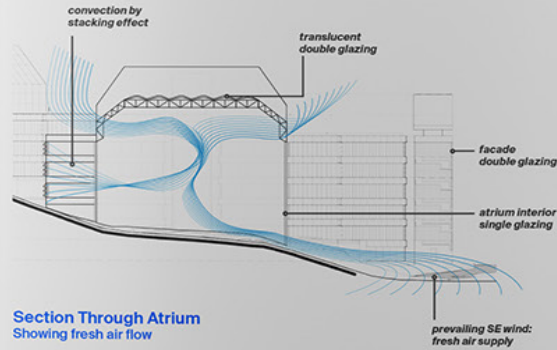
Sustainability + Wellness



northeast afternoon breeze up facade by stacking effect



southeast summer wind into atrium and up the facade



Section Through Atrium
Showing fresh air flow

The atriums are designed to maximize energy conservation and modulate climate in the entire building.

Further cooling is provided by the building's ubiquitous green roofs.

CONNSTELLATION / 4000 CONNECTICUT AVE / WASHINGTON DC

Opportunities to custom-fit

a mix of pods into multiple configurations, ranging from 600,000 to 8,000 sq.ft.

Options to shape

classrooms, labs, dormitories, apartments, auditoriums, dining halls, gyms, entrances, common areas into the school of the future.

All pods are either finished to the highest contemporary standards, or are blank canvases ready to be reimagined.

Constellation of Customization Options for Your School



Sustainable Energy Conservation by Natural Means



Acres of Serene Woodland Park to Activate the Body and Refresh the Mind



Potential for Ambitious Future Development and Expansion



Let's envision the school of the future together.

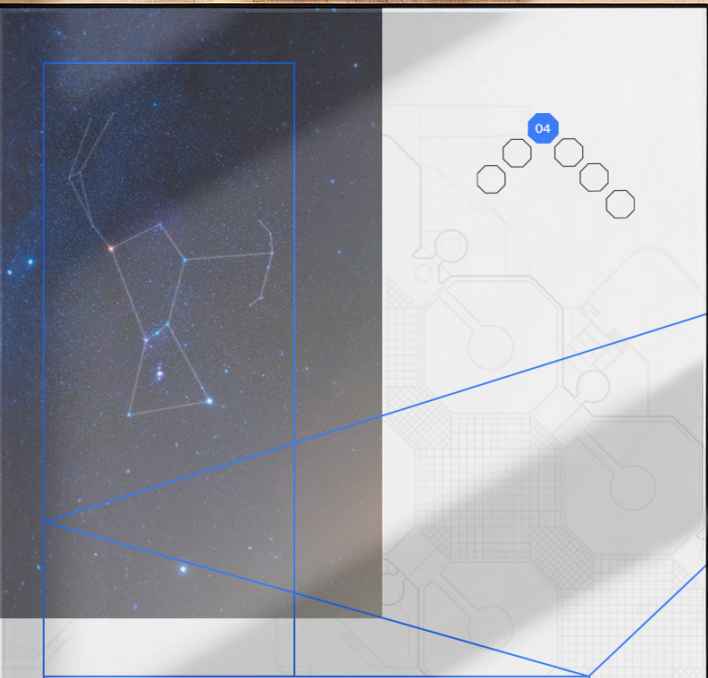
Learn more at constellation.space

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Atrium Map




Connstellation 



The top half of the panel features a star map of the Orion constellation on a dark blue background, with a white schematic diagram of the constellation's outline on a light grey background. A blue circle with the number '04' is positioned above the schematic. The bottom half of the panel is a white text box with a blue border.

Orion is a prominent set of stars visible during winter in the northern celestial hemisphere. It is one of the 88 modern constellations; it was among the 48 constellations listed by the 2nd-century astronomer Ptolemy. It is named after a hunter in Greek mythology.





06 Constellation
Cygnus Atrium

06 Constellation
Cygnus At





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Made for explorers.

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