

THE CHARENTE



edition 1.3 _ winter 2022

a studio+ quarterly

Winter





charette noun

cha·rette

variants: charrette \ she'ret \

definition: the intense final effort made by architects to complete their solutions to a given architectural problem in an allotted time.



THE CHARETTE

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damon's desk:

A letter from the CEO

What comes next.

As 2022 draws to a close, we naturally take this time to reflect on a year full of change and look forward to what's to come in 2023.

We started this year by acquiring a new office in Los Angeles, CA, and we ended the year by opening a new office in Lakeland, FL – growing our personnel by 30 percent. With the addition of new offices and new faces, we have diversified our knowledge, improved our processes, and gained immense experience. Over the next year, we hope to introduce you to more of our architects, designers, and technical experts and their incredible projects across all offices – showcasing our united Studio and the teamwork that occurs to make our projects successful.

In talking about our project success, we have formed new working relationships with renowned clients across all offices, creating transformational healthcare and educational facilities that will enrich the lives of those in our community for years to come (page 8).

Despite some positive growth, we have experienced even more remarkable change given the devastation from Hurricane Ian. And as Ian's magnitude continues to create ripple effects for years to come, we, as members of the community, have committed to rebuilding through monthly volunteer events. In addition, we are using our position as architects and designers to ask questions and review current building codes to



improve Southwest Florida and contribute to safeguarding our family and friends from the potential of future storms (page 14).

With the future in mind, we are excited to jump into a new calendar year and look forward to all the opportunities 2023 will present us. And with the holiday season upon us, we'd like to use this as an opportunity to thank you for your continued support.

Damon Romanello
CEO | Founder
Studio+



We create design
solutions that
build community



THE CHARENTE

winter edition 1.3

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Studio+ provides a wide array of services within architecture and interior design across numerous markets including education, healthcare, senior living, and corporate. We unite these services to bring a unique product to our clients - seamless services that deliver results beyond typical expectations.

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about the cover.

HSS + NCH

This is a conceptual exterior rendering of an orthopedic center that will be located on the NCH North Naples Hospital campus. The facility will be home to a collaboration between southwest Florida's highly acclaimed NCH Healthcare system, and New York-based Hospital for Special Surgery (HSS), the world leader in orthopedics entering its 160th year of specialization.

The new facility is 80,000 square feet spread across three floors with six different units featuring an orthopedic clinic, ambulatory surgery center, medical/surgical patient care unit, pre/post procedure patient care, surgery, and inpatient imaging. While the building will still "feel" like it belongs at NCH, it will reflect world class care that will be provided on-site. In addition, extensive use of glass leads to a dramatically more transparent building, reducing the amount of harsh artificial lighting and lending the building a modern aesthetic.

the editors.



BRIANNA QUIGGLE

communications & content strategist
studio+

From internship to senior associate, Brianna is a Studio+ veteran of eight years. We like to call her a jack-of-all-trades since she has had a hand in everything from public relations and marketing to finance and operations. She is a graduate of Florida Gulf Coast University with a BS in Marketing and currently guides strategic content messaging and proposal pursuits at Studio+. A Florida girl, despite her New England origins, Brianna resides in Naples, FL. When she is not seeking out information for the next content piece, she puts on her mom jeans and becomes CEO of the Quiggles.



JOY BROWNWORTH

creative director
studio+

Joy is an award-winning designer with a proven track-record of developing brand identities, strategic marketing campaigns, and new business development. Today you'll find her as the Creative Director at Studio+, where she is dedicated to company marketing and branding. Born in Texas, raised in Georgia, Joy graduated from the Savannah College of Art and Design with a BFA in Visual Effects. Outside the office, you can find her making plans to visit a new country or trying to lower her handicap on the golf course.

questions, comments, or concerns? email us at marketing@wearestudioplus.com



the hss + nch collaborative orthopedic center:

**weaving two distinct design languages into
a singular destination for orthopedic health**



What defines a healthcare facility? Ask five people and you're likely to receive five answers. Some are drawn to its exterior aesthetic. Others lean toward the quality of care, the friendliness of the staff, the success rates of the procedures conducted within. "What must this project accomplish in order to be a definitive success?"—this is the question we ask ourselves and our clients in the early stages of our process.

The Client(s): HSS + NCH

This project is a partnership between one of the longest established and most successful musculoskeletal health organizations in the entire world—Hospital for Special Surgery (HSS)—a prestigious regional healthcare system with an unsurpassed knowledge of the local populace—NCH Healthcare.

HSS and NCH each have a unique perspective on what makes a hospital great, so asking them “what defines this hospital?” will naturally yield different answers.

The collaborative Studio+ process is a natural fit for a partnership like this. During this conceptual stage, we’ve identified the unique conditions of satisfaction that make both HSS and NCH projects work. Melding these two modes of thinking into one brings an unparalleled level of quality care with a thoughtful, regional application.

What defines the building design?

Ask two people, get two answers. In this case, Waldo Quiros, our exterior project designer, and Dinara Usmanhodjaeva, our project interior designer, worked together to weave the design language of both HSS and NCH into every element of the project—and they each bring a unique perspective on what makes this HSS + NCH project great.

“Our clients’ vision is clear: it’s all about exceptional choices for patients,” shared Waldo. “At the same time, it’s going to be located on an existing healthcare campus, so it has to fit into the overall context of where it will be built.”

While the building will still “feel” like it belongs at NCH, it will reflect the world class care that will be provided on-site. Extensive use of glass leads to a dramatically more transparent building, reducing the amount of harsh artificial lighting and lending the building a modern aesthetic.



“The design is minimalist, sophisticated and timeless. It offers dynamic architectural features such as an interconnecting sculptural staircase, floor-to-ceiling glazing providing ample daylight, curved forms adding softness to the space, and reflective finishes helping bounce dramatic lighting.”

- Dinara Usmanhodjaeva
Interior Designer, Studio+





Making sense of a complex space

The scope of the project is varied and complex—80,000 square feet spread across three floors with six different units:

1. Orthopedic clinic
2. Ambulatory surgery center
3. Medical/surgical patient care unit
4. Pre and post procedure patient care
5. Surgery
6. Inpatient imaging

The project team stressed the importance of wayfinding to maintain order and flow in the environment.

Waldo says the experience begins when a patient approaches the building—“The transparency of the glass, along with linear lines incorporated throughout the structure create a natural sense of direction. The entrance is all glass, but is designed in such a way that you don’t need a big sign saying ‘ENTRANCE.’ It’ll be easy for patients to approach the building and find where they need to go.”

When the patient is inside, it is imperative to keep the patient on a seamless journey and eliminate any unnecessary stressors. Dinara thinks learning from nature is key—“We took an organic approach to the interiors. Think about nature—you rarely see straight lines.”

The transparency of the glass, along with linear lines incorporated throughout the structure create a natural sense of direction.

– Waldo Quiros
Project Designer, Studio+

Incorporation of curvature will breathe new life into the space while eliminating the feeling of defined edges. “There is a lightness in the building awakening a sense of hope. Curved interiors break up the monotony of what is seen in most healthcare spaces—tight, linear, cramped corridors. With HSS + NCH, there is fluidity and openness in the space.”

The modernity of the exteriors and the organic elements of the interiors connect in a special way—the nature-inspired curves will largely be illuminated by natural light, evoking euphoric like sentiments one would feel out in nature. +

About HSS

HSS is the world's leading academic medical center focused on musculoskeletal health. In a survey of medical professionals in more than 20 countries by Newsweek, HSS is ranked world #1 in orthopedics for a third consecutive year (2023). Founded in 1863, the Hospital has the lowest complication and readmission rates in the nation for orthopedics, and among the lowest infection rates. In addition to patient care, HSS leads the field in research, innovation, and education.



About NCH

The NCH Healthcare System is a not-for-profit, multi-facility healthcare system located in Naples, Florida, and is a member of the Mayo Clinic Care Network. The System is more than just two hospitals with a total of 713 beds. NCH is an alliance of 775 physicians and medical facilities in dozens of locations throughout Collier County and southwest Florida that offers nationally recognized, quality health care to our community. Our mission is to help everyone live a longer, happier, healthier life. For more information, visit www.NCHmd.org.

▲ As both providers are teaching hospitals, the new orthopedic clinic features a raised observation suite looking into select operating rooms for medical staff to observe for training purposes.

The HSS + NCH project is in the conceptual design stage and is subject to change. More news and information can be found at <http://wearestudioplus.com>.

Author

Taylor Dupree Brewington is a writer and researcher focused primarily on subjects that express creativity and promote wellness. He frequently collaborates with industry experts to create compelling, publishable work in a variety of fields.



DESIGN

M • U • S • T

ADAPT

Hurricane Ian and the Florida Building Code

Written by Taylor Dupree Brewington



HOW DID WE GET HERE?

On September 23rd, 2022, a storm originating from a tropical wave near western Africa grew into a tropical depression. A day later it became a tropical storm. On September 28th, just five days after being tracked as a tropical system, Hurricane Ian made landfall as a category four hurricane. By the time it dissipated on October 2nd, Ian took over 150 lives and caused an estimated \$50 billion in damages.

It is now considered the fifth strongest storm in American history.

Months have passed and you may be exhausted with retellings of the storm. We are. It happened in the backyard of one of our largest design studios. Homes, businesses, loved ones—we cannot begin to account for the loss. We've coped the same way most do—try to mend the pieces back together and extend helping hands to our neighbors. But we began to ask ourselves: *as architects, is there something more we could be doing?*



ON CLOSER EXAMINATION

We are evidence-based designers, and our natural proclivity is to examine the conditions of structural environments after events like Ian. You may have seen something peculiar in images and videos of the devastation in places like Fort Myers Beach and Sanibel—some buildings remained eerily intact amidst entire streets of leveled structures.



These odd structural outliers tell us that buildings have the ability to endure the most severe environmental conditions imaginable, *but how?* A little bit of research shows that it is the age of these surviving structures that have kept many of them intact—but it isn't the youthfulness of the building

causing it to be so resilient. It is the incorporation of modern building codes, particularly the strict amendments incorporated into the Florida Building Code every three years since March 1, 2002, when impact resistant materials modernized hurricane-proof architecture.

Thousands of residential properties were entirely destroyed by wind and storm surge in Lee County alone, while only **275** commercial properties were completely lost.¹

THREE TIERS OF SAFETY IMPROVED UPON EVERY THREE YEARS

For those unacquainted with the Florida Building Code (“FBC”), it is important to distinguish the primary objectives of the incorporation of the codes. Our resident building code specialist, Michele Gouley, summarized these objectives as follows:

1. “The FBC is in place to protect the human lives that occupy these spaces.”
2. “But it is also designed to protect property from the unique environmental factors posed by building in a state like Florida.”
3. “And what most people miss is that the FBC is also designed to protect the lives of emergency responders after a natural disaster or emergency happens. It exists to protect their lives as well.”

Florida Building Codes and Effective Dates														
Code Edition	2001 FBC	2004 FBC			2007 FBC	2010 FBC	5th Edition (2014)	6th Edition (2017)	7th Edition (2020) <small>Current Version</small>	8th Edition (2023)				
	Original 2003 Supplement	Original	2005 Supplement	2006 Supplement	2007 Supplement	Original	1 st 2009 Supplement	2 nd 2009 Supplement	Original 2012 Supplement	Original Supplement 1	Supplement 2			
Effective Date	March 1, 2002 June 30, 2003	Oct 1, 2005	Dec 16, 2005	Dec 8, 2006	July 1, 2007	March 1, 2009	March 1, 2009	Oct 1, 2009	March 15, 2012 April 15, 2012	June 30, 2015 July 1, 2016	October 8, 2016	December 31, 2017	December 31, 2020	Tentative Date of December 31, 2023



A new edition of the FBC is published every three years. These new editions have considered countless comments and questions posed by architects, builders, code experts, and more. They have analyzed recent developments in the world, building science, and the performance of buildings designed according to code.

Thus, if the building code is incorporated correctly, buildings should be safer to occupy, more protected against storms, and less risky to enter for emergency services every three years.

SO, DID THE BUILDING CODE WORK ON SEPTEMBER 28TH?

The short answer, according to our code specialist, is yes. Gouley’s perspective is backed up by research conducted by experts since September². Initial assessments of one of the hardest hit zones—Fort

Myers Beach—demonstrates that the majority of the devastation occurred in buildings constructed prior to 2002, or in some instances, prior to the increasingly updated codes released every three years since 2002.

continued on next page >

1. <https://news.wgcu.org/2022-10-08/lee-county-has-updated-the-hurricane-ian-damage-assessment-map>

2. <https://www.insurancejournal.com/news/southeast/2022/10/17/690281.html>

A graphic by Michel Bruneau, professor at SUNY, showing age of homes on a section of Fort Myers Beach hit hard by Hurricane Ian. Newer homes withstood the wind and waves with much less damage. (From a recent report to the Florida Building Commission)



It is also important to note the difference between commercial and residential damage. Thousands of residential properties were entirely destroyed by wind and storm surge in Lee

County alone, while only 275 commercial properties were completely lost.¹ Gouley explains—“What many owners don’t realize is that there are two building codes: one for commercial buildings and another for single family homes and duplexes. One of the big differences between these two codes is the flood proofing written into commercial code, and the lack of it in residential code.”

Flood protection may have been a vital reason why modern commercial architecture fared so well against a storm with over ten feet of storm surge.

WHY DO WE REBUILD WHAT HAS BEEN DESTROYED?

We do not have all the answers. There is no surefire way to guarantee we will never again lose a home, a beloved local business, or a unique community. But there are lessons to be learned from Hurricane Ian, and we can clearly see that damage from catastrophic storms can be mitigated by proper application of the building code.

WHAT CAN WE DO TO ADAPT?

Adaptation of our architecture to become resilient in the face of a rapidly changing planet will take time, conversation, and research. But we do seek to begin that conversation sooner rather than later. With her expertise on the FBC’s performance post-Hurricane Ian, we asked Gouley’s opinion on some practical ways both residential and commercial architecture can learn, adapt, and persevere. Here are some of her takeaways for owners of properties in Florida—

ADAPTATIONS FOR OWNERS

1. **Product Approvals.** When you get a new roof, window, door, or skylight, request documentation of a Product Approval to ensure the product has been properly designed and installed. This will give you a measurable level of resiliency in your structure—you will know what positive and negative pressures the exterior cladding can resist. And if the product falls short, it may give you a stronger claim in court when seeking reimbursement.
2. **Abide by SPA regulations.** Anything built below flood should be dedicated to storage, parking, and access (“SPA”). Everything else should be built above flood. Humans have a tendency to want to maximize every square inch of a space, but owners can minimize the impact of storms by keeping the most valuable parts of a structure out of harm’s way.
3. **Seek permitting and code compliance at a minimum.** Countless individuals seek to minimize the financial impact of a building project by cutting corners when it comes to permitting and building code. While it may save some time and resources in the short term, the cost will be heavy after a storm like Ian—do not expect to be reimbursed for damages if something is not built to code. Smart architecture can go beyond what the code requires—if the AE elevation is 9 feet, your finished floor is safest at 9 feet (even though it is not required by code).

Adapting architecture for our climate is a more complex problem, but internally we’ve started discussions on ways to create forward-thinking designs that will endure through storms like Ian.

ADAPTATIONS FOR DESIGNERS

1. **Work with nature, not against it.** We need to design smarter, not harder. Long rectangular buildings do not hold up well against heavy wind—square and rounded shapes help spread the stress of wind pressure around the building. Flood vents built into the base of a structure help flood water flow *through* the structure, rather than resisting the flow of water and creating unnecessary pressure on the building. We need to understand the nature of our changing climate and incorporate sensible solutions to reduce the impact it has on our designed spaces.
2. **Incorporate commercial successes into residential projects.** We’ve already seen the benefit of flood proofing commercial projects. Flood proofing a residence can be a simple solution drawn from commercial code and applied to a home. The materials are not unlike hurricane shutters, and with proper design and education, can be fitted and removed as storms come and go.
3. **Think through human behavior during emergencies.** One of the most tragic takeaways from Hurricane Ian are the stories of people who rushed to their attics or high areas in their homes to escape flooding. When the flood water rose into the attics, there was no escape. Few ever considered a scenario with such intensive storm surges. Hatches and atypical egress routes could save countless lives in situations such as this, but require designers to think about how humans operate during moments of duress.



IT IS HARD TO KNOW WHAT TO DO, BUT WE MUST DO SOMETHING.

A massive effort is already underway to rebuild Southwest Florida. A complete reconstruction of the many places we love—Fort Myers Beach, Sanibel, Pine Island—is inevitable. Tourism, residency, and the economy all demand it. But we must take preventative measures to ensure the next storm—however big, however strong the winds, however high the flood water—will not cause such total devastation to human life and property.

Sometimes the best remedy is not the most complex, but the simplest. And we believe the first and most certain preventative measure is simple: the Florida Building Code.

But there are bigger steps to take, and bigger ideas that will shape the future of adaptive design that remains resilient against the forces of nature. We will continue to explore this in future pieces that look beyond the boundaries of hurricane damage and into the variety of challenges architectural design will face in the near future. +

MEET MICHELE GOULEY

Michele Gouley is a code enthusiast and leads the Quality Assurance process at Studio+. She has over 25 years of experience as an architect and licensed commercial building plans examiner. Her unique perspective and understanding of code provide tightly coordinated, legible documents for contractors and subcontractors.



Studio+ presents SWFL Strong

100% of proceeds benefit the SWFL Emergency Relief Fund.

ORDER YOURS HERE



MORE DESIGNS ON
PAGE 50



Rebuild Together





security
for the campus buildings

⊖ Written by Steve Bull

Design should keep our kids safe

In the last article of The Charette, we focused initially on “Security at the Campus Perimeter.” We now turn our focus to the Building Perimeter itself.

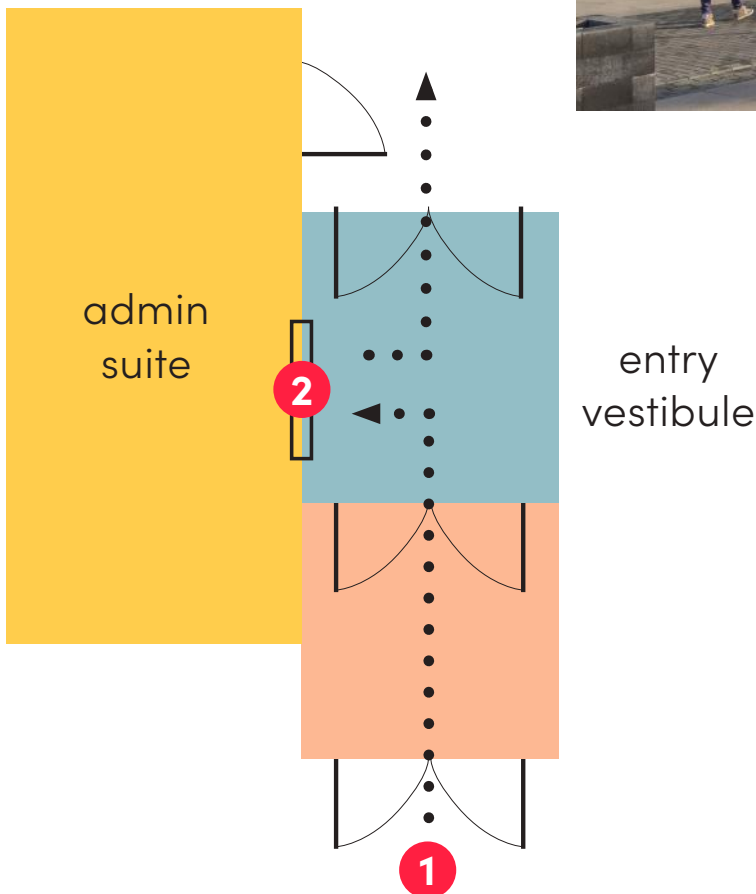
First and foremost, all levels of school security need to be designed and installed “seamlessly” to ensure the system works

together to provide a solid and secure barrier. Schools should first conduct a risk assessment and security audit utilizing CPTED Principals to adequately identify all potential hazards to an existing facility before moving forward into the design of each level of security.

Tiered Categories of Entrances

During design and planning, all openings at the building perimeter need to be categorized accordingly.

Primary Entrances often utilize security vestibules in which entry doors always remain open during the school day ①. On the interior of the vestibule, remotely controlled access allows a trained monitoring staff member to unlock the second set of doors when credentials are shown or the visitor is recognized ②. The second door often has 2-way communications capabilities, so the trained admin staff can request the required credentials. The security vestibule is well-lit so that the features of the visitor can easily be seen.



Secondary Entrances are often locked and require card access from the exterior. After school hours, all visitors are directed to the Primary Entrance using signage.

Tertiary Entrances are often "exit only" but are often overlooked. However, all exits must be utilized to evacuate campus quickly.

Campus Building Security

Policies and Procedures

Policies and procedures are set in place to govern required access credentials, and if staff is not trained accordingly, the security system can be easily compromised. So it is the District's responsibility to determine which credentials need to be requested and have ongoing training for the administrative staff. If credentials are unavailable, Visitor Management Systems allow administrative staff to screen the individual instantly, confirm custodian rights, and print labels with photos at the check-in desk collected as the visitor leaves the site. Ongoing emergency training and drills must be organized for faculty and students so the equipment is utilized appropriately. This is often the most cost-effective yet critical part of the systems, and human error can sacrifice the most secure systems. In addition, policies should be set for locking and unlocking primary and secondary doors and a system for admitting visitors, vendors, and parents.

In addition, anti-violence policies with zero tolerance towards violence and bully-proofing classrooms can help deter hostility between fellow students. Understanding anxiety, depression, and mental illness is another safety tip that requires minimal cost. Teachers and faculty can look for signs of mental health and refer them to a qualified counselor before escalation.

DID YOU KNOW

School Security Training (SB1626)

As of July 1, 2021, every person involved in school security, even those that work less than 20-hours per week, will be required to take an SB1626 course in order to be eligible to work and be compliant in the State of California.

Business and Professions Code section 7583.45
and Education Code sections 38001.5 and 72330.5

One and Two-Way Communications

One-way public address systems can be installed to notify students and staff outside the building (playground, drop-offs, parking lots) of any emergency. If possible, the public address system should be tied to a district-wide system. Two-way communications should be in place for first responders to communicate with faculty and/or themselves. To ensure that first responders can communicate while on campus, schools can install signal boosters and/or repeaters.



Signage and Security Film

Signage should be placed at all exterior doors directing visitors to check in with credentials at the administrative area. In the exterior classroom walls, ballistic-resistant glazing can often become cost prohibitive. However, security film can be

applied to the outer door vision panels to delay the breach of a door using a firearm. In addition, one-way security film can be placed on the lower portion of windows to reduce visibility from public areas.



Access Control Systems

Access control systems are a key portion of the layer of security on the building perimeter, particularly those to unsecured access areas (parking, drop-offs, etc.). All exterior doors should be outfitted with card readers, fobs, proximity cards, etc. and managed on an ongoing basis. Electronic access allows real-time tracking and changes in access credentials. It also provides the capability to monitor who accessed each door and when while keeping a log of people entering the building. It's also important to ensure that door position and latch position are monitored so that faculty and maintenance staff can close any doors left in the "open" position.



Detection Alarm Systems

Intrusion detection is not only a part of the building layer during off hours, but it can notify faculty of any breaches in any secondary and tertiary entrances during school hours. Intrusion detection should be placed on all exterior access points that utilize door position and latch bold switches. In addition, glass monitoring detection should be added at a minimum to primary entrances. Intrusion detection systems are monitored 24/7 by a District official's smartphone or a 3rd party consultant. The local police department should be automatically notified as well.

The layering of detection alarm systems are often needed as well due to certain areas of the campus remaining open after hours (gymnasiums, multi-purpose areas, locker rooms, etc.). These spaces are often occupied when other spaces are off-limits, so interior partitions are often equipped with alarm systems.



Video Surveillance Systems

There are a multitude of video surveillance systems based on the amount of info able to be observed:

- 1 Detection- ability to determine whether a person is in the field of view
- 2 Recognition- ability to differentiate/classify people and objects in the field of view
- 3 Identification- the ability to identify specific individuals in the field of view



Video intercoms should be placed, at a minimum, at the Primary Entrance, where all traffic is directed during school hours and used when there is no line of sight to the exterior. This allows the individual monitoring to screen visitors remotely before disengaging the lock mechanism. Additional fixed cameras are located at all entrances and halls to provide a record of people entering the facility. +

Author



Steve Bull is a registered architect with over 26 years of experience and serves as Principal in the Studio+ Orange County office. With a passion for collaborative solutions, Steve manages complex project teams within various disciplines, and remains focused on the future generation's well-being in the educational environment.

PROJECTS ON THE RISE

recently awarded projects.



NAPLES COMMUNITY HOSPITAL (NCH)

HSS + NCH

Studio+ has been awarded the contract for a new orthopedic outpatient and inpatient center, including an ambulatory surgery center, imaging, and rehabilitation services.



DAVIES SENIOR LIVING

Senior Living Community

Studio+ has been awarded the contract for a new senior living facility in Davie, FL. The 4-story building will be approximately 226,000 SF with 185 units, support space for caregivers, and resident amenities.



CONFIDENTIAL

Child Development Center

Studio+ has started designing a new early childhood development center in Naples, FL. The center will be designed as a 2-story approximately 25,000 SF facility with a student count of 220. The project will also have an outdoor activity space for the children.



NORTHROP GRUMMAN AEROSPACE

Building 200 Assembly Area

Scope of work shall include the modernization of the assembly area for Northrop Grumman Aerospace.

NORTHROP GRUMMAN
AEROSPACE
**Building 200 Hi Bay
Modernization**

Scope of work shall include the modernization of the Hi-Bay Building 200 in Los Angeles for Northrop Grumman Aerospace. Scope includes structural, mechanical, electrical, piping and fire alarm plans, background site and floor plans, record drawing research, coordination, and equipment support for full construction documents.

LOS ANGELES COMMUNITY
COLLEGE DISTRICT
**Los Angeles Pierce College
Fencing**

Studio+ to provide architectural services for perimeter fencing improvement at the Los Angeles Pierce College.

WILLIAM S. HART UNION
HIGH SCHOOL DISTRICT
**Canyon & Valencia Stadium
Light Replacement**

Studio+ will provide architectural services for upgrading energy efficient solutions for fixtures and lights.

NAPLES COMMUNITY
HOSPITAL (NCH)

Simulation Lab

Renovation to the Existing Heart Institute in order to provide a new state of the art Simulation Center and Training Program to support the hospital and its new initiative to provide hands on training for their Residents, Staff and local community.

The Existing Heart Institute is located on the 2nd floor of the existing hospital at the Downtown Campus.

TOPPING OFF

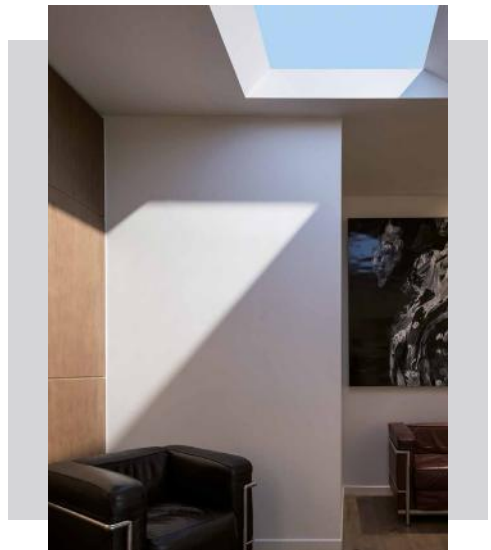
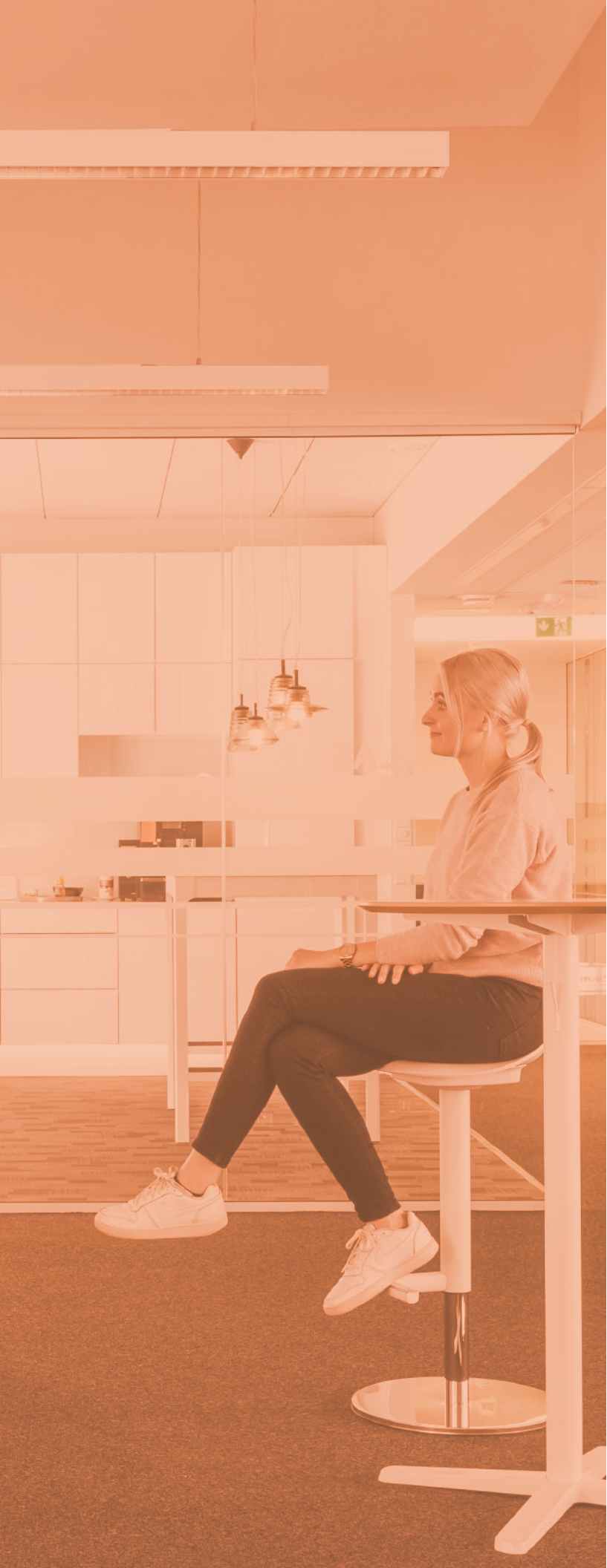
projects approaching
completion.

product parade

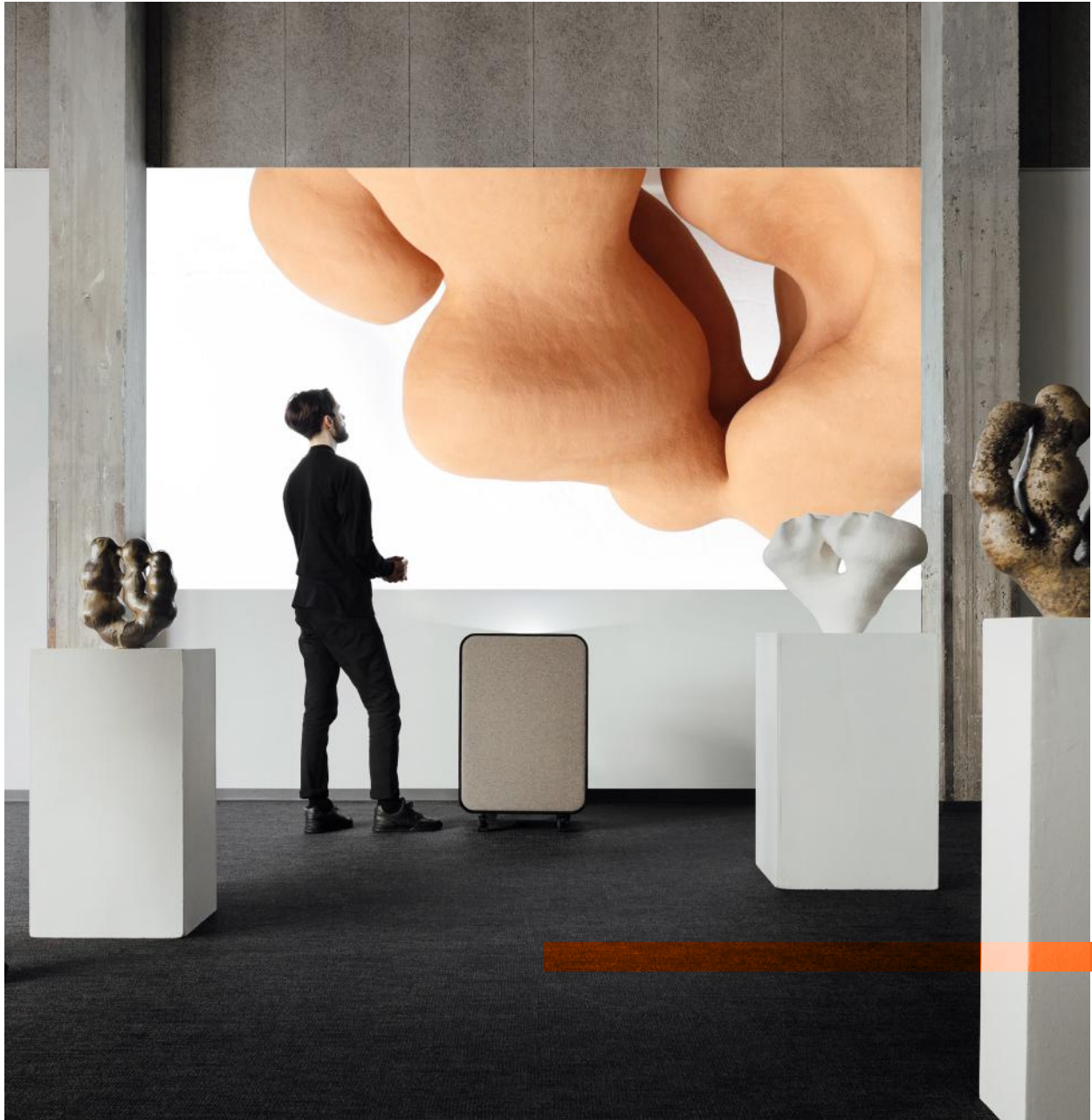
innovative products, from brands we love

Category	Budget	Actual	Variance	Notes
Media marketing	12,812	1,180	11,632	
Automation	83	81	2	Spaced out
Advertising	250	28	222	Spaced out
Generation	14,500	13,000	1,500	Spaced out
Analytics	0	0	0	Spaced out
Marketing	67,900	69,000	-1,100	Spaced out
Marketing	0	0	0	Spaced out
Marketing	12,780	12,780	0	Spaced out
	109,83	107,070	2,763	Type of out





Artome M10



Customizable and moveable, the Artome M10 can go from a video-conference call to a presentation in the lounge area to an after work karaoke party, maximizing the utilization rate of the technology.



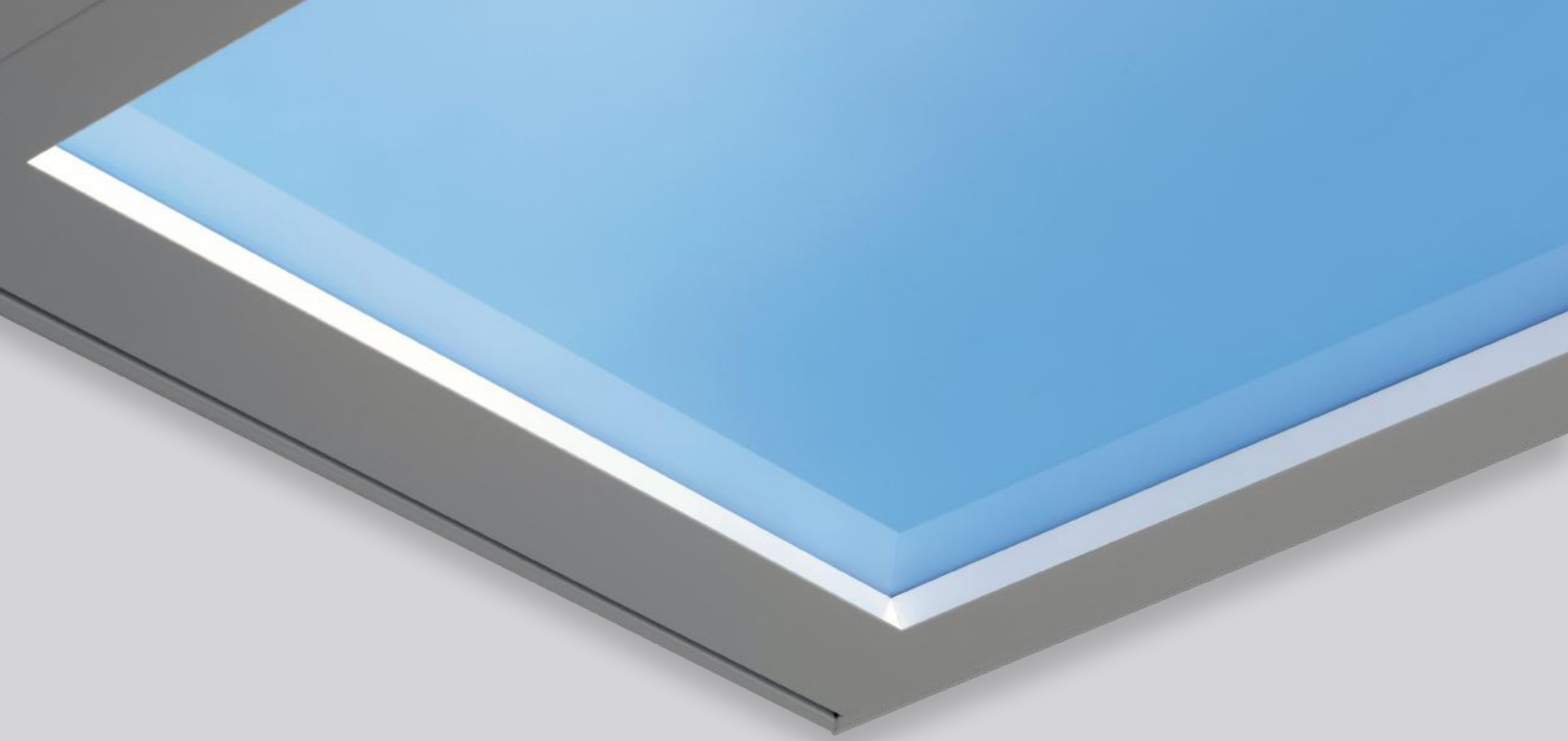
The all-in-one game changer

Artome M10 is a **movable smart furniture** that displays up to a 150" image with an Epson laser projector, produces pure sound through an embedded sound system and enable local presentation and easy videoconferencing with an integrated camera and microphones. This all-in-one product requires no installation and can be connected to any device with an HDMI-cable or wirelessly.

ARTOME

representative contact

-
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Experience the sky

CoeLux is an Italian company based near Lake Como that patents, prototypes and produces high-tech systems capable of replicating the natural experience of the sun and sky typically found in outdoor settings. The human being recognises that the sky is an element of vital importance: wondering how to explore it and contemplating it in its variations, humans see the sky as an ancestral and global language. To imagine and appreciate an architectural space, thanks to the hyper-realistic technology developed by CoeLux, means to reinterpret the relationship between human beings and their surroundings.



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CoeLux Systems



According to the phenomenon of "Motion Parallax", a moving observer can see the sun following them; the perception of this slight movement of the sun makes the CoeLux systems all the more realistic.

Mango Focus Booth



A dynamic workplace should be a multifunctional space, designed and equipped to meet its workers' psychological needs. A Mango balances an eye catching visual with intelligent functional design.



Find your head space

The Mango focus booth strikes the perfect balance between privacy and ergonomics. It allows its user to comfortably escape the distractions of a multi-function work environment for extended periods of time without the need to leave the room. A magnet for mobile workers, its assured profile provides exceptional comfort and privacy on demand. Mango can transform third-spaces into innovative destinations that will improve users' experience at work.

boss
design

contact information

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culture: breeds STRENGTH





studio+



**DESIGNING A
DIFFERENCE
& BUILDING
COMMUNITY**



Hurricane Ian devastated Southwest Florida, destroying homes, businesses, and historical landmarks. As an architecture firm, the duty to rebuild our community has never felt more literal, and that's just what we've been doing. From house clean-ups to donation drives, we are beyond proud of our team and their families for their continued support.





ur Fort Myers office has worked tirelessly to collect, sort, and distribute donations all over Lee and Collier County to support those who have suffered and still suffering from this unprecedented storm. With the assistance of AIA Southwest Florida and other organizations across the country, we have collected over \$15,000 worth of donations and supplies. However, as each day passes and the shock of the storm wears off for most, the impact is still being felt by so many.



Barbara Hughes is a Sr. Project Coordinator and valued team member at Studio+. Unfortunately, Hurricane Ian wasn't kind to Barb and her 1st floor apartment was completely flooded. Everything inside had to be thrown away and the only items recovered were a couple of paintings from her children and some jewelry that was gifted to her from her son.

Between the air conditioning going out in her car, losing a battle with insurance, tossing out all her belongings, and then, finding out her bike cannot be repaired, Barbara was at a loss and feeling the burden of it all. Several Studio+ members got together and bought her a new bike and now we get to see her big smile roll into the parking lot each morning!



Donation Appreciation

The linemen working tirelessly to repair SWFL's power worked 18 hour shifts and most were found sleeping in their trucks for weeks at a time. So, we asked what they needed most and clean underwear and t-shirts was their answer!



True Classic is a people-driven brand company focused on quality and comfort, they're also passionate about helping. This giving season they have donated over 40,000 products to charity, including a shipment for victims impacted by Ian, first responders, and some very grateful linemen.



In November, the Studio+ team and friends, worked with P.E.R.T. (Patriot Emergency Response Team) and helped community members of Bayside Estates continue to clear out their homes. This charming community was several feet underwater during the storm surge, and the damage is still evident. The team at P.E.R.T. have a heart of gold, and the thankful resident smiles we saw show how much all appreciate their efforts.

Rebuild Together



We need you! We're returning to Bayside in the new year, and would love to have our readers join us in making a difference. There are jobs for all capabilities and lunch will be provided. This volunteer event is 16+.

Volunteer Opportunity

WHEN

January 20th, 2023
8am - 1pm

WHERE

Bayside Estates
17513 Stevens Blvd
Fort Myers Beach, FL 33931

REGISTER

Email us to sign-up:
marketing@wearestudioplus.com



opening no



Lakeland, Florida

Catapult
502 E. Main St
Lakeland, FL 33801

ew offices



Move over, theres a new kid in town.

Studio+ has added a new location in Lakeland, FL, settling into a unique 40,000-square-foot incubator-type office environment. You can find Studio+ principal, Sandra “Sandy” Troffer, at Catapult, a privately funded co-working space that caters especially to entrepreneurs in the Lakeland area.

With the support of the Studio+ team, Sandy leads clients and projects across the state and southeast region of the US. The Lakeland location presents opportunities for Studio+ to create a design presence in a city/region of continued growth. We look forward to developing local relationships and building a community-focused office in such an exciting area.



Want to set-up a meeting at studio+ lakeland?
Email principal, **Sandy Troffer** to get started.
sandyt@wearestudioplus.com

and movin'



Studio+ Tampa gets a fancy new address.

In January we're moving to a new office in the Hyde Park area of Tampa. Hyde House Public Studio is a curated, gallery-style workspace offering a dynamic mix of co-working, private offices, and event spaces. Located in the heart of the village in the newly constructed H Building, Hyde House Public Studio was curated for Tampa Bay's growing community of entrepreneurs, creatives, and young professionals. With convenience, style, and comfort in one space, Hyde House Public Studio reflects a community full of new opportunities. With 65 private offices, a covered terrace, social space, test kitchen, and an auditorium that seats 150, there's no shortage of a beautiful, versatile place to work or host an unforgettable occasion.



want to work at studio+ tampa?
apply at wearestudioplus.com/careers

ng offices

**YOU ARE
WHERE
YOU WORK**



📍 Tampa, Florida

Hyde House Public Studio
1646 W Snow Ave
Tampa, FL 33606

Studio+ presents SWFL Strong

100% of proceeds benefit the SWFL Emergency Relief Fund.



Studio+ presents SWFL Strong. 100% of net proceeds will be donated to the SWFL Emergency Relief Fund. The designs honor iconic SWFL landmarks impacted by Hurricane Ian. May the beauty and memories of these locations remind the community of our strength and unity needed to rebuild



MORE COLOR OPTIONS AVAILABLE
ORDER YOURS HERE



Rebuild Together





ON THE TWELFTH DAY OF WORK MY FIRM GAVE TO ME...

enjoy a little studio+ jingle, to sing when you mingle.

12

DRAFTERS DRAFTING



11

CUPS OF COFFEE



10

RFI'S



9

REVIT FAMILIES

8

PUNCH LISTS



7

CODE BOOKS



6

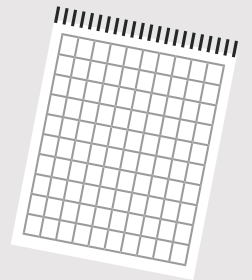
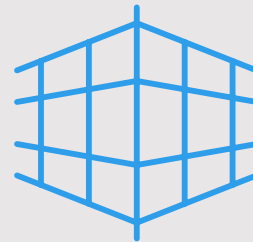
RED PENS



5 PROPOSALS

4

PERSPECTIVES



3

GRAPH PADS

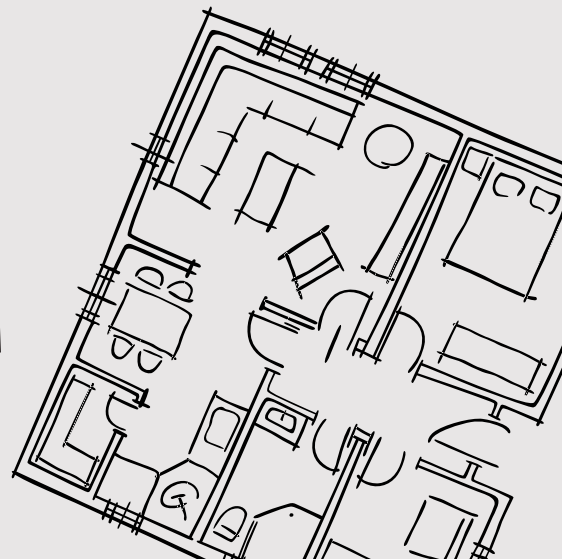


2

RENDERINGS

1

**AND A FLOOR PLAN
DRAWN BY HAND**





THE CHARETTE

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