

THE CHALETTE

edition 7 _ winter 2023



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 CHARENTE

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damon's desk:

A letter from the CEO

Celebrating Retail

As we embark on the Winter 2023 edition of The Charette, I am filled with pride and excitement for the remarkable journey we've shared. Studio+ has always been at the forefront of design innovation, and this edition is no exception.

Reflecting on our journey so far, it's clear that success isn't just about the grand victories but also the little triumphs that shape our path. Our commitment to pushing boundaries and transforming lives is evident in the stories that unfold within these pages.

This quarter, our focus is on Celebrating Retail, and it's a testament to our adaptability and foresight as a design firm. The challenges facing retail clothing stores have prompted us to explore new avenues in design. In one insightful article, led by Michigan Principal Meghan Frederick, we delve into Retail Reformation, exploring how design responds to the evolving landscape of physical stores versus online shopping. Meghan also discusses a new era of retail: utilizing cargo shipping containers as an approach to retail design.

On the home front, there's news that our Fort Myers office is on the move to a new location, paving the way for potential groundbreaking developments for our headquarters. While details are unfolding, rest assured, we are excited about the possibilities the coming year holds.



Our growth continues to be fueled by remarkable additions to our team and well-deserved promotions within. These individuals embody the spirit of Studio+, driving us forward with their talent, commitment, and dedication.

In closing, I want to express my gratitude for your unwavering support. This edition is a celebration of our journey, our triumphs, and the exciting future that lies ahead. Stay tuned for more updates and insights, and let's continue shaping a world that reflects the transformative power of design. Wishing you all a festive season and a prosperous New Year!

Warm regards,

Damon Romanello
CEO | Founder
Studio+



We create design
solutions for
memorable destinations



THE CHALETTE

winter edition 7

contributors.

CREATIVE DIRECTOR Joy Brownworth
ASSOCIATE EDITOR Samantha Bain
GUEST WRITER Taylor Brewington

ADDITIONAL CONTRIBUTIONS

Damon Romanello
Brianna Quiggle
Meghan Frederick
Tara Thompson
Hemal Tilwawala

studio+

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.

wearestudioplus.com

marketing@wearestudioplus.com

239.476.8888

12271 Towne Lake Drive
Fort Myers, Florida, 33913

about the cover.

ALTAR'D STATE

Washington Square Mall
Portland, OR

This project is just one of our many diverse retail projects in collaboration with Altar'd State. Designed by Meghan Frederick, our esteemed principal designer, this project artfully weaves inspiration from both the store's distinctive surroundings and the client's unique brand identity. Meghan's enduring relationship with Altar'd State has yielded numerous projects for our firm, each a testament to her commitment to capturing the essence of the brand. Spanning 4,000 to 5,000 square feet, these retail spaces effortlessly embody Altar'd State's identity while seamlessly blending with their surroundings, catering to target demographics, and adapting to the dynamic pulse of ever-changing retail environments.



TATE

THE RETAIL EFFECT

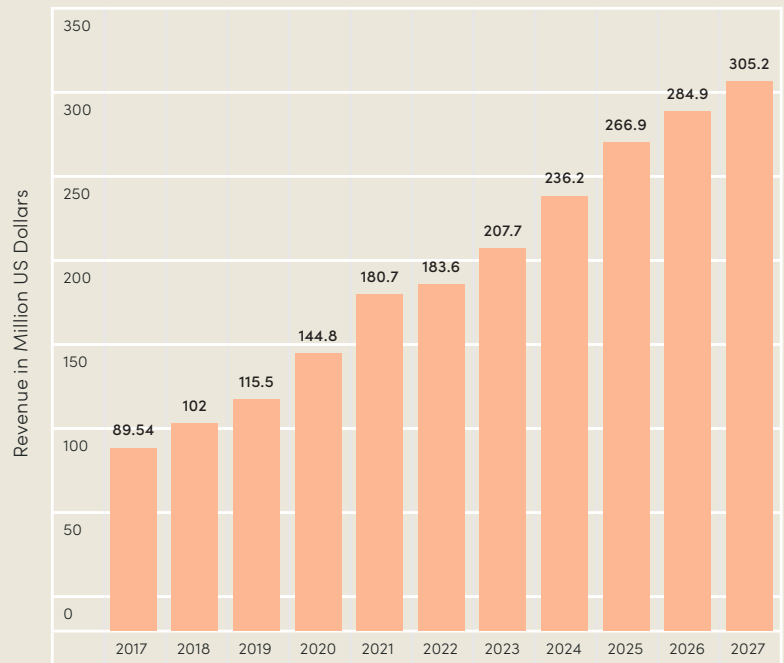


Where
did you
buy your
last pair
of shoes?

ALL INFORMATION

Design's response to new challenges facing retail clothing stores

If you asked this question to the same person in 2017 and again in 2023, you'd likely get two different answers. In six years, the online sale of shoes alone has doubled.¹ Nearly all other forms of clothing have experienced a similar uptick in online sales. But the total disruption of brick-and-mortar retail stores by online marketplaces is a well-worn subject, and the numbers rarely provide any shock value in this day and age—it's been happening since 1995 with the rise of e-commerce giants like Amazon and eBay. At this point, the dominance of e-commerce is old news.



U.S. fashion and accessories e-retail revenue 2017-2027

¹ <https://www.statista.com/statistics/278890/us-apparel-and-accessories-retail-e-commerce-revenue/>

But something new is happening.

Contrary to what many think, a customer's conversion into an online shopper is not a total transformation. E-commerce's growth has not signaled the death of retail—it has only changed the way customers approach the shopping experience. Market research has painted a portrait of a new type of consumer that utilizes both online and in-person shopping², which begs the question: in a world that is becoming increasingly online, how must retailers compel and convert customers to visit an in-person store?



Do what your competitors cannot do.

Online shopping is inherently impersonal. There are no smiling faces—only customer support in the form of chatbots. There are no fitting rooms—only return labels and cardboard boxes. You cannot do it with your friends. You can see how the product looks, but you cannot see how the product makes you look.

Personality may be the secret weapon that sets brick-and-mortar apart.

With this in mind, our design team set out to research key ways to inject personality into retail stores. It began with a deep dive into a market sector that has long-prioritized the consumer experience: hospitality. Hoteliers for centuries have operated with a laser focus on providing an unforgettable experience for their customers. With a hospitality mindset guiding us, our thought process led us to ask a few questions:

1
What **draws** a modern customer to an in-person shopping experience?

2
What **makes** a modern customer remain engaged in an in-person shopping experience?

3
What **convinces** a modern customer to make a purchase in an in-person shopping experience?

From there, we sought to discover specific ways to reform traditional aspects of a retail store into opportunities for compellingly personal shopping for modern customers.



1 What draws a modern customer in?

Like it or not, in-person shopping is a highly competitive venture. Brick-and-mortar clothing stores are not only facing competition from the likes of Amazon and Etsy—they are surrounded by competitive neighbors all vying for the attention of a growing population of shopping mall customers³.

(continued on next page)

“This is the first thing a customer sees, and it is important to establish the mood here. The storefront communicates what a customer will experience if they step through the front doors.”

- Meghan Frederick,
Studio+ Principal

2 <https://www.fundera.com/resources/brick-and-mortar-vs-online-statistics>

3 <https://www.cnn.com/2023/08/20/business/shopping-mall-retail-growth/index.html>

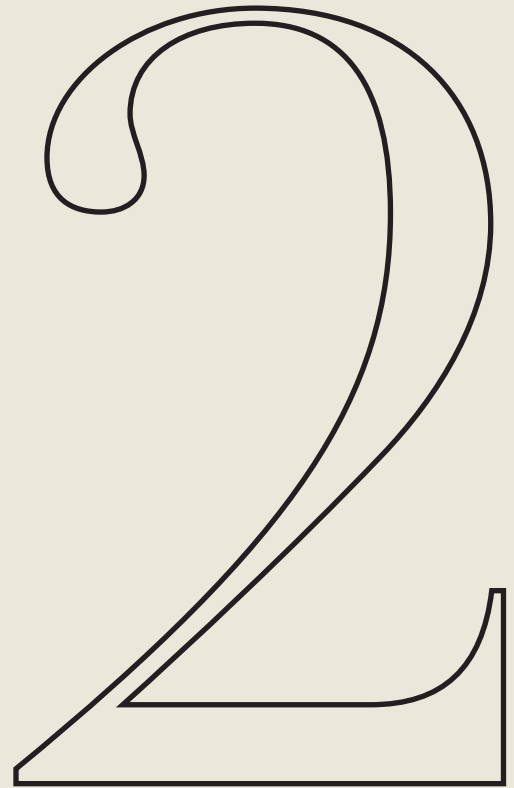
1. What draws a modern customer in?

The facades of some of the world's greatest hotels distinguish them from low-rate competitors and communicate the quality of the stay guests are sure to receive. With the same mind, retail stores must invest heavily in the outward-facing design of their storefronts. This is the retailer's call to a customer—a transfixing visual statement that uses design to communicate aspects of a store's brand to passing customers.



Studio+ principal Meghan Frederick, our retail specialist, emphasizes the vital role of storefront design to her clients—“This is the first thing a customer sees, and it is important to establish the mood here. The storefront communicates what a customer will experience if they step through the front doors.”

This mood should be evocative and reflective of how the customer sees herself. It can tastefully draw in current trends or even traditional holiday decor depending on the time of the year, so long as it integrates seamlessly with the brand. But keeping it distinct from neighboring stores must always remain a priority.

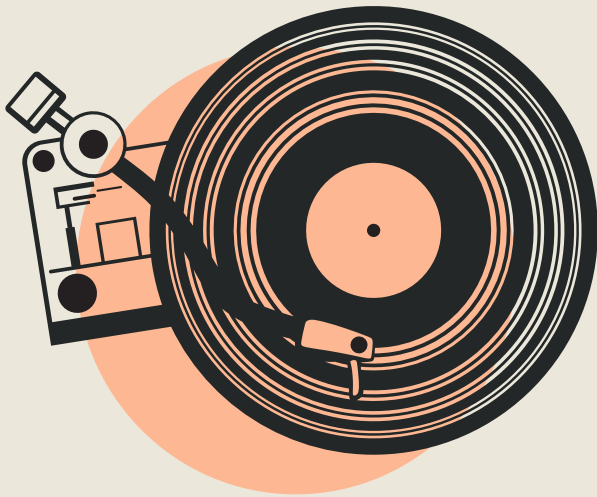


What factors retain a modern customer's engagement?

The customer makes it through the front door—now what? It's not just about the product at this point. Remember: a customer only concerned with a product could just as easily find it online. To keep the customer engaged, do what hotels do: keep their senses captivated and comfortable.

Sounds

If quiet and cool are key, curated music appropriate for the store brand lays a low foundation but is kept at bay through the acoustics of the space. Lowered ceilings in intimate areas such as fitting rooms reduce noise. Furniture, rugs, and acoustic paneling dampen excess noise and ensure shopping parties can communicate easily. Meghan Frederick says “It’s important to emphasize music that is reflective of the brand and the season. Some stores may want calm and cool while other retailers want an all-out dance party.”



Scents

All senses should be incorporated into the design and planning of the modern retail store—even smell. Modern retail spaces are finding success in creating their own unique branded scents. Initially, these fragrances are used exclusively within the store to create a familiar, welcoming effect. Over time, many brands have found success in converting their signature scents into candles, perfumes, and more. These fragrances can also be modified throughout the year to incorporate seasonal scents.



Sights

Lighting design in the reformed retail space is different from the harsh, direct lighting found in old department stores. The key here is careful use of indirect lighting. Recessed and ambient lighting, sconces, and chandeliers all create sufficient light to illuminate the floor while maintaining the mood established by the store entrance. We’ve found that the appropriate time to use direct lighting is via thoughtfully placed adjustable lighting around product fixtures to ensure that merchandise is visible.

What convinces a modern customer to make a purchase?

The mood has been set and the experience has been established—but the sale has not yet been made. As designers and retailers deepen their knowledge of psychology, there is better insight into how sales are made. While the sales floor presents the product in a desirable way, the true decision to buy or pass on a product is made in the fitting room.

The fitting room is perhaps the most pivotal place in the brick-and-mortar shopping experience, as it is truly the one thing an online store cannot provide. Customers cannot feel, see, or share how a product looks on them. They cannot bring their friends in to share their opinions, so in this sense, online shopping becomes an isolated practice. Brick-and-mortar is social. Fitting rooms should reflect that.

Meghan Frederick had some major takeaways on the importance of the fitting room—“No matter how well-designed the store is, if a customer doesn’t feel beautiful in the product, the store will not be able to make up for that.” Thus, the fitting room must be designed to highlight the customer’s beauty and make her feel comfortable.



Meghan has transformed fitting rooms from run-of-the-mill rows of nondescript doors and unfinished concrete floors into something special. Some of her key takeaways on fitting room design include:

1 Make it her room: Doors are fitted with changeable boards that have the name of the shopper. Let her gather product at her pace and spend time with it. The customer chose a retail store over an online counterpart for a reason—allow her to enjoy it.

2 Make it appealing to her: Rooms are no longer just a bench and a mirror. Incorporate nontraditional elements into the fitting room. Faux fireplaces, art, light fixtures, thick and soft rugs, and unique mirrors make the fitting room experience feel special.

3 Make it hospitable: In-person shopping is becoming an increasingly social experience. Customers are bringing friends to shop together or to get feedback on their selections. Incorporate common areas in the public area outside of fitting rooms. Include large, full-body mirrors. Integrate hydration stations and comfortable seating to encourage loved ones to relax while she tries on her clothes. This is yet another avenue that hospitality design can inform the future of retail architecture.

To thrive,
retail design
must lean into
what makes
it different.

Successful incorporation of distinguishing elements such as these elevates the brick-and-mortar experience above anything online shopping can provide. To thrive in an increasingly competitive environment, retailers must adapt to the unique drivers drawing customers into an in-person shopping experience. Thoughtful incorporation of these lessons creates a shopping destination that will draw customers away from the convenient, yet impersonal world of online shopping in order to participate in a thoughtful, curated experience designed specifically for them. +

new office views

2023-2024

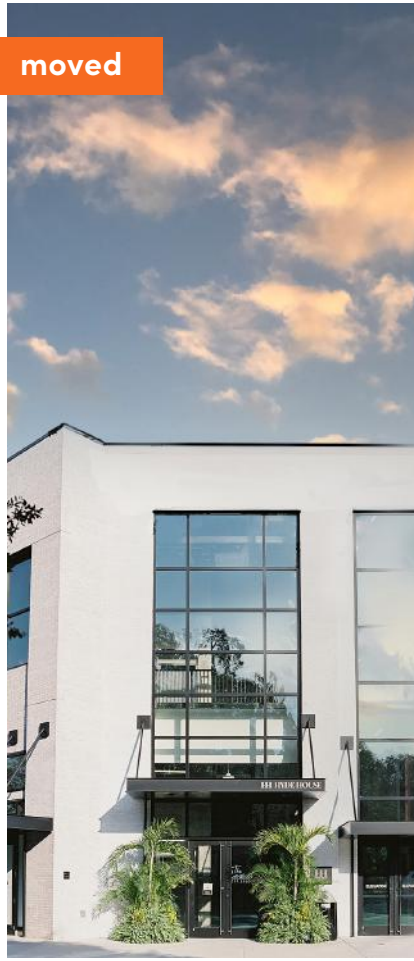
moved



01 FORT MYERS, FL

13350 Metro Pkwy
Fort Myers, FL 33912

moved



02 TAMPA, FL

1646 W Snow Ave
Tampa, FL 33606



03 LAKELAND, FL

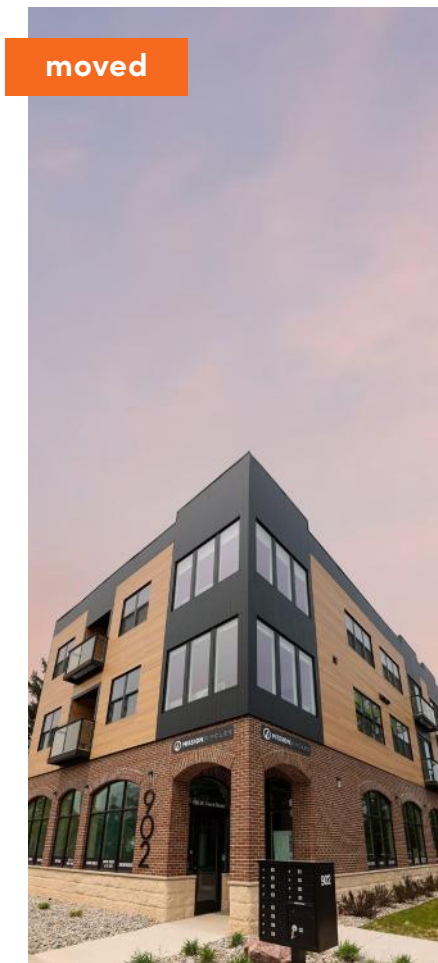
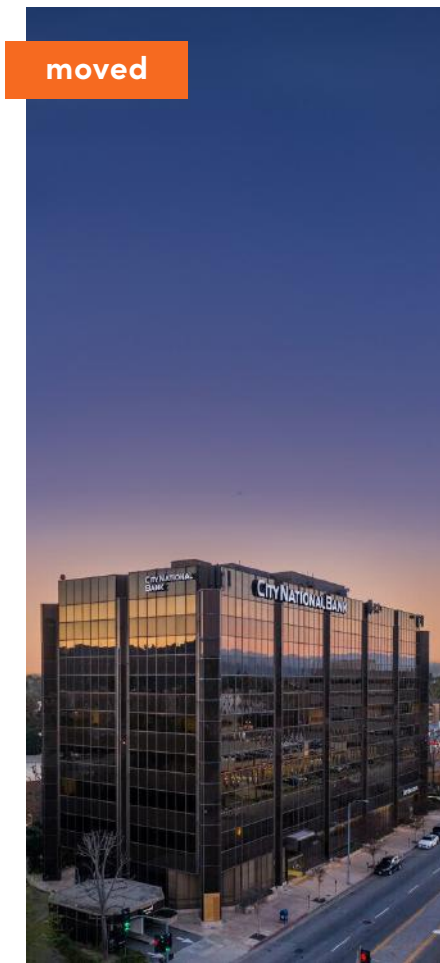
502 E Main St
Lakeland, FL 33801

UPDATED ADDRESSES

As we continue to grow, Studio+ offices across the nation have been getting some upgrades. Come stop by in the new year to check out our new spaces.

AND MORE TO COME

Studio+ headquarters in Fort Myers, FL is moving temporarily to make way for a newly designed and constructed state-of-the-art facility in 2025.



04 ORANGE COUNTY, CA

20250 SW Acacia St, Suite 100
Newport Beach, CA 92660

05 LOS ANGELES, CA

4605 Lankershim Blvd, Suite 300
North Hollywood, CA 91602

06 TRAVERSE CITY, MI

902 W Front St
Suite 100
Traverse City, MI 49684

NEW HEIGHTS IN HEALTHCARE



HSS AT NCH BREAKS GROUND

Naples is set to welcome a groundbreaking development in healthcare as the Hospital for Special Surgery (HSS) and NCH officially commenced the construction of the Patty & Jay Baker Pavilion. The recent groundbreaking ceremony marked the initiation of a transformative project that will redefine musculoskeletal care in the region.

Spanning over 80,000 square feet, this state-of-the-art facility, a joint venture between NCH and HSS, will house outpatient and inpatient orthopedic services, an ambulatory surgery center, and imaging and rehabilitation services. The collaborative ownership and operation with HSS ensure that the center will be at the forefront of medical excellence.

HEALTHCARE



POWERFUL PARTNERSHIP

The partnership between NCH and the renowned Hospital for Special Surgery, based in New York, is shaping a three-story, 15-bed acute-care addition on the North Naples NCH hospital campus. Collaborating with Studio+, this endeavor is dedicated to advancing orthopedic care, offering a comprehensive range of services from outpatient treatments to inpatient care while ensuring an architecturally and aesthetically pleasing environment.



"This groundbreaking marks an important milestone in our quest to bring world-class orthopedic care to our community as NCH continues its journey to become an advanced community healthcare system"

Paul Hiltz
CEO of NCH

ON SITE AUGMENTED REALITY

Strategically placed QR codes around the construction site, allowed attendees to scan and unlock an immersive experience.

EXTERIOR



LOBBY INTERIOR





COUNTDOWN TO

2025

Slated for early 2025, The Patty and Jay Baker Pavilion is set to be a cornerstone in the community, **symbolizing a future where healthcare reaches unprecedented heights,** and patients receive world-class care right in their own backyard.+



BEYOND THE BOX

Shipping containers reshape retail landscapes, redefining scalability, savings, and speed to market.

With the changing needs of consumers, the design of retail spaces is constantly evolving. Different retailers will have different considerations in the design of their brick and mortar locations and a traditional retail space may not always be an option.

Enter the chat: Shipping containers.

In recent years, shipping containers have undergone a remarkable transformation, transcending their utilitarian roots as storage units and cargo vessels. Today, these steel giants have emerged as the avant-garde pioneers of a vibrant new trend: mobile retail spaces that defy convention. The very containers that once

crisscrossed the oceans are now reborn as chic retail hubs, gracing the landscapes of sporting events or unfolding into trendy clothing boutiques.

This metamorphosis is more than an aesthetic overhaul; it signifies a paradigm shift in how we conceptualize retail spaces. Gone are the days of inflated building and operating costs that traditionally burdened storefront ventures. Shipping containers have become the quintessential solution, presenting a clever blend of reduced construction expenses, heightened flexibility or mobility, and speed to market.





Reduced Construction Costs

The advantages are many. Not only do these repurposed containers boast a stylish and contemporary allure, but they also embody a practical means of cost-effective construction. Shipping container designs offer cost-effective construction options, saving up to 20% in building costs.¹ Their adaptability allows for swift deployment and customization, enabling entrepreneurs to actualize their vision with unparalleled speed. Picture the agility of a pop-up shop materializing almost overnight, disrupting the conventional timeline associated with brick-and-mortar establishments.

Like any project, determining the exact cost of a shipping container isn't a straightforward task, given the various factors that come into play. From the size of the container- where scaling down can decrease your cost, to buying used vs new or one-trip containers, there are several ways you can cut down on cost without sacrificing design. Another consideration is whether the location is landlocked, as areas without direct access to the sea tend to incur higher transit costs. Additionally, in the global context, prevailing events can sway container costs. In 2023, the surplus of containers globally, coupled with low demand due to inflation, has led to a scenario where units are more readily available at lower prices. This trend is anticipated to persist into 2024.²

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1 <https://utilitiesone.com/container-architecture-sustainable-building-with-shipping-containers>
2 https://www.container-xchange.com/blog/shipping-container-price/#how_much_is_the_average_cost_of_shipping_containers

Speed to Market

2

The brilliance of this shipping container revolution extends beyond aesthetics, offering a groundbreaking approach to scalability. The design schematics of these innovative retail spaces are engineered with replication in mind. Imagine effortlessly reproducing the same sleek and efficient container-based structure in multiple locations across different states with minimal design modifications tailored to specific regional needs and permitting.

This strategic replication streamlines the overall construction process and unlocks unparalleled cost savings. By maintaining a standardized blueprint while incorporating subtle adjustments based on geographical factors, such as weather insulation desires, the shipping container retail model becomes a beacon of efficiency. This approach ensures that each new venture effortlessly mirrors the success of its predecessors, allowing for rapid expansion without sacrificing quality or compliance with local regulations.



Flexibility/Mobility

3

Thus, as retail spaces become more diverse, these containers become the go-to for attracting customers and making shopping a fun experience. The branding opportunities are virtually limitless, and customization is a treat. Due to their durability and portable nature, you can stack multiple containers or move them to another location, providing a solution for brands looking to participate in outdoor events with various locations.

Some retail spaces enforce a standardized appearance for stores to maintain uniformity in a shopping district. This limits branding choices and hinders unique retail experiences. However, businesses using shipping containers sidestep these rules, enabling them to showcase their preferred flooring, branding elements, mascots, customized wall colors, and decor. This flexibility enhances brand visibility in a permanent location or during pop-up events. Additionally, stacked containers can serve as billboards for broader exposure.



PROJECT SPOTLIGHT
 Cherry Republic Ice Cream
 Glen Arbor, MI

Our team meticulously designed the Red Box Creamery, a sweet addition nestled in the heart of Cherry Republic's charming village in Glen Arbor, Michigan.



INSPIRATION



WHERE TO START

There are a plethora of items to consider before you dive into your first (or next) container project. The long story short is- get your architect involved early. Containers, modular builds, and all commercial spaces must go through an extensive permitting process. These processes vary from state to state, but most include a local and state review and a separate modular certification.

Energy and space planning efficiency can be challenging if not thoroughly thought out. First, consider the following:

- How many end-users do you want to fit in the space?
- Are you storing products?
- Do you need the temperature to remain consistent?

Containers end up being smaller than expected, so think smart about what is a priority to your end-users. More insulation might mean better efficiency for hot or cold climates, but you will risk your walls closing in on your activated space to store more products or host more services.

In the realm of food service, consider the proximity of the nearest sink for dishwashing and the placement of your exhaust fan. Studio+ is developing a container for the Toledo Zoo, with an activated space on the rooftop. Upon opting to activate the rooftop, a challenge emerged as there was no space for the exhaust to exit the container. The solution involved affixing a distinct structure and disguising it as a giraffe to obscure the true purpose of the fan.

So, with any innovation, considerations must be made before fully embracing this trend. Involving architects early in the process, navigating complex permitting procedures, and addressing customization and space planning efficiency challenges are crucial steps. The cautionary note emphasizes that while the benefits of shipping container retail are compelling, careful planning and thoughtful consideration of specific needs are essential to avoid potential pitfalls.

Nonetheless, shipping containers transcend the traditional approach to the retail business. As the industry continues to evolve, these containers stand as avant-garde symbols of adaptability, efficiency, and innovation, reshaping the retail landscape in exciting and unprecedented ways. +



Want to learn more?



Reach out to our expert, Meghan Frederick at meghanf@wearestudioplus.com

PROJECTS ON THE RISE

recently awarded projects.

CHILDRENS HOSPITAL OF LOS ANGELES

Emergency Department Alterations

A functional and aesthetic upgrade to the renowned hospital's emergency facilities including HVAC Investigation at the Entry/Waiting Area, design enhancements for a waiting area, security upgrades, creation of a new Lactation Room, and enclosure of a secondary waiting room for four workstations.

NEWPORT HARBOR HIGH SCHOOL

Aquatic Center Modernization

The scope of work will require modernization of shower and locker room areas, coaches offices and restrooms, as well as the storage room and team room. A new gender neutral restroom for spectator use will be designed in the project. New plumbing fixtures, restroom accessories, lockers, benches, lighting, interior finishes, and fire alarm will be provided throughout the areas of work. Existing HVAC will be modified as required to accommodate the resulting space plan.

ESTANCIA HIGH SCHOOL

Football Facility

The new facility includes alterations to the existing building to house a Film Room, Coaches Rooms, Indoor Weight Room Areas, and accessibility upgrades to existing restrooms. Site work is required to provide an Outdoor Weight Room area with DSA Pre-Checked Shade Structures.

BRITTEN

PJ's Coffee

Get a taste of the iconic Bourbon Street feel with PJ's Coffee's drive-thru pop-up, featuring a Louisiana vibe brought to life. This modular build, designed with charming shutters, encapsulates the essence of the bustling and vibrant streets of Louisiana.

HDW HEALTHCARE

Medical Clinic

A transformative 2,500 SF health and wellness clinic build-out. With a focus on creating a contemporary feminine atmosphere. Beyond the physical space, Studio+ will craft a cohesive brand and identity, seamlessly integrating the client's narrative into the design concept for a holistic and engaging healthcare experience.

LEE HEALTH

FineMark 2nd Floor

Transformed FineMark Building to Foster Innovation: This project revamped existing spaces for Lee Health Units 203 and 204, emphasizing collaboration, creativity, and adaptability. The Lee Health Innovation Program Office is where ideas, strategies, and solutions come to life.

FORT MILL

Senior Living

A three-story building with 40 assisted living units, 24 memory care units, and 102 independent living units. There will also be 10 cottage duplexes, totaling 20 independent living units. Outdoor amenities include a pool, putting green, community garden, and dog park.

NCH

North Naples Pediatrics' ED Safe Room and Sensory Room

Our design converted existing spaces into Psychiatric Safe Rooms, supporting adolescent patients with elevated behavioral health needs, and a Sensory Room for those requiring separation from the ER environment.

LEE HEALTH

Neurosurgeons Suite

The transformation of approximately 10,000 square feet on the third floor of the GCMC MOB into new offices. Additionally, Studio+ renovated around 1,500 square feet on the first floor of the hospital, creating modern offices and a conference room.

NORTHRUP GRUMMAN

SPACE SYSTEMS

Assembly Area

The design and engineering of the clean room, air shower, related chases/shafts, and finishes repair, along with outdoor ramp design and other site improvements.

LAUREL AND FALCON

Relocatable Classrooms

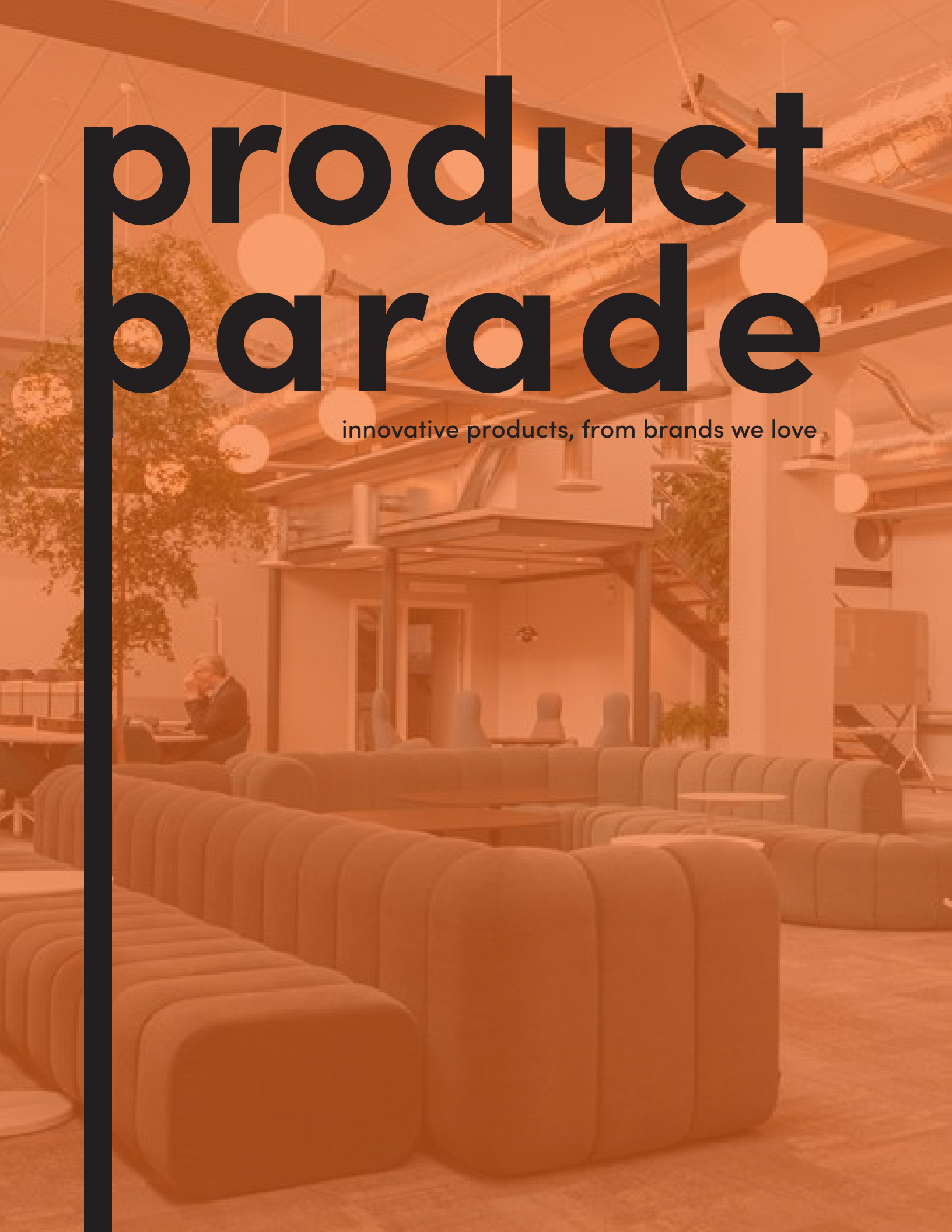
The installation of three relocatable classroom buildings. Our approach involves a meticulous site selection process, considering District preferences, utility proximity, code analysis, and fire access requirements.

TOPPING OFF

projects approaching completion.

product parade

innovative products, from brands we love

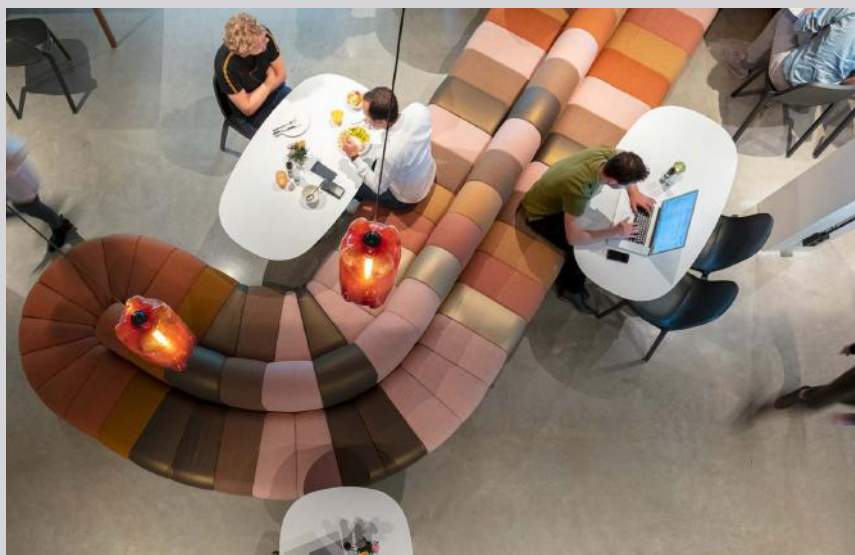




Build your (modular) friend, **BOB**



A sofa system providing almost unlimited options, constructed using the smallest possible number of modules. Where ordinary sofas are usually rectangular, square and predictable, BOB offers the architectonic freedom to either challenge or adhere to all types of spaces.



Build it straight. Or with soft curves.

Where ordinary sofas fall flat, BOB's extensive collection of modules creates design possibilities to challenge or adhere to all types of spaces.

The multiple award-winning modular seating system cultivates creativity in the workplace and lends comfortable styling to hospitality environments. Designed to add character, and with a boastful personality, BOB is constructed using individually upholstered modules that are completely customizable.

With rounded curved corners and a sleek low or high back profile, BOB's artistic style provides a visually alluring place to ponder.

BLÅ STATION

info@blastation.se



The next step to a better shopping experience.

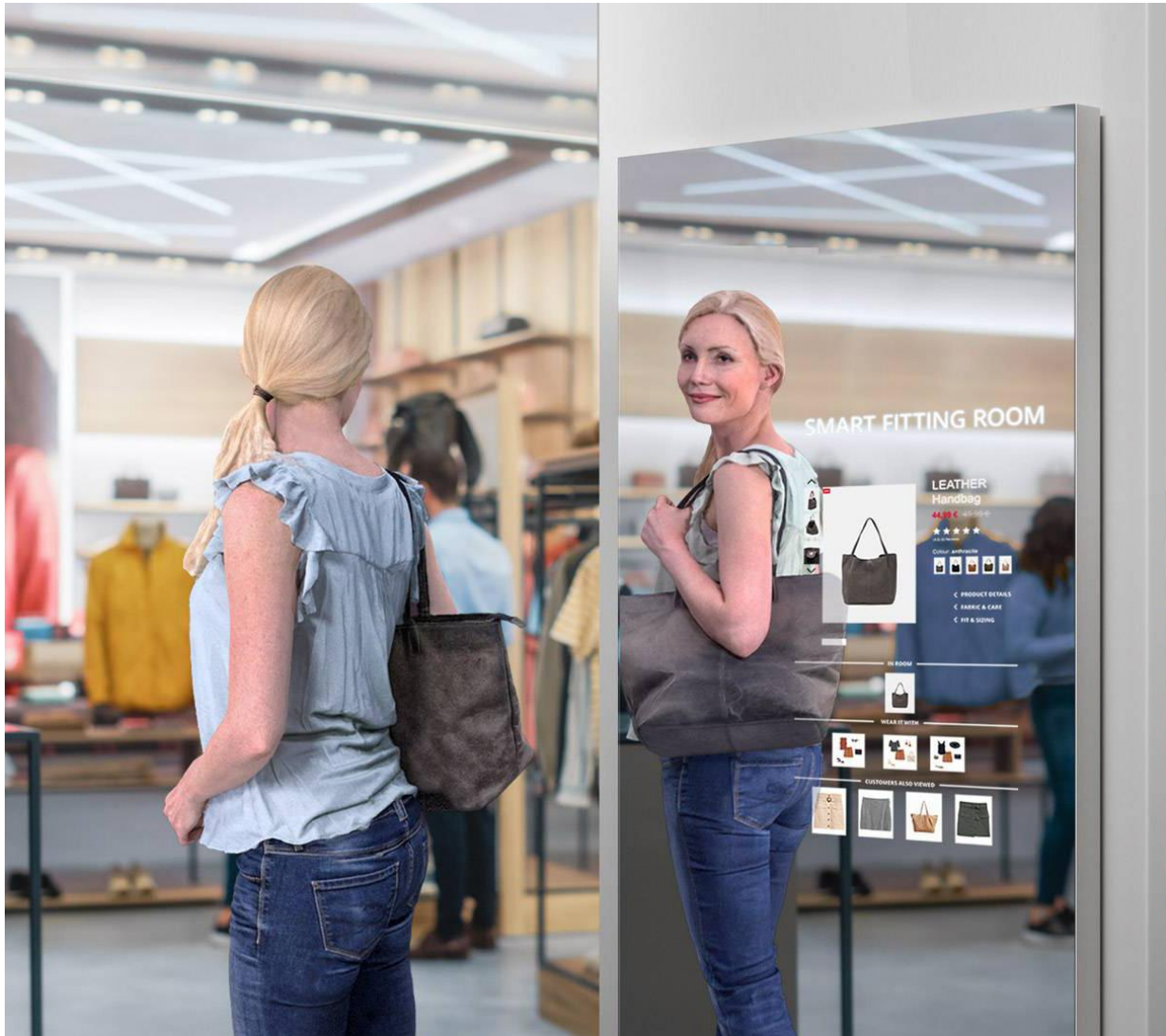
Smart mirrors have become a transformative addition to the retail experience. These innovative mirrors seamlessly blend technology with fashion, offering a range of features designed to enhance the way customers shop for clothing and accessories.

Customers can use smart mirrors to virtually try on outfits, receive personalized recommendations, and easily select the perfect size and fit. These mirrors also provide adjustable lighting settings to assess how garments look under different conditions and support quick, hassle-free checkout through integration with mobile payment systems.

POLYTOUCH®

sales@pyramid.de

Polytouch Mirror

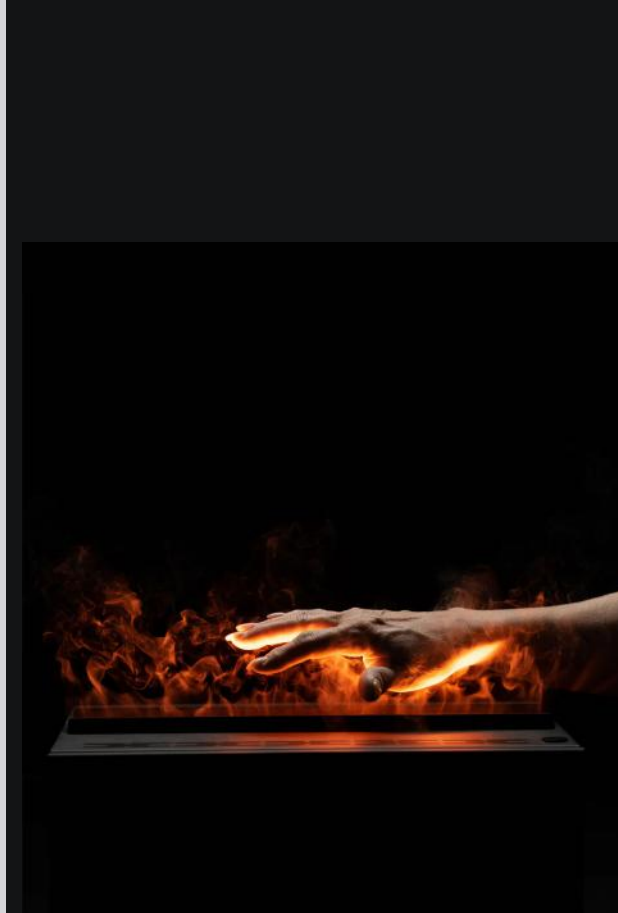


Smart mirrors in fitting rooms have become a new feature in modern shopping, seamlessly blending technology and fashion to provide an **interactive, personalized, and efficient experience** for tech-savvy consumers. They also facilitate convenient item requests from within the fitting room, streamlining the retail process.

Aquafire



Aquafire seamlessly merges captivating flames with water, creating a mesmerizing and immersive experience for any space.



Cutting-Edge Design, Effortless Elegance

This cutting-edge product transforms any space into a visual masterpiece, offering a dynamic and immersive encounter that captivates the senses.

Aquafire is more than a mere fire feature; it's a statement of sophistication. The sleek design effortlessly integrates into your environment, creating a focal point that is both visually striking and functionally unparalleled. Controlled with ease, the interplay of controlled flames and flowing water adds an extra layer of elegance to your surroundings, redefining the ambiance of your indoor or outdoor space.

 **Aquafire**

sales@aquafire.com

CULTU

CULTU

CULTU

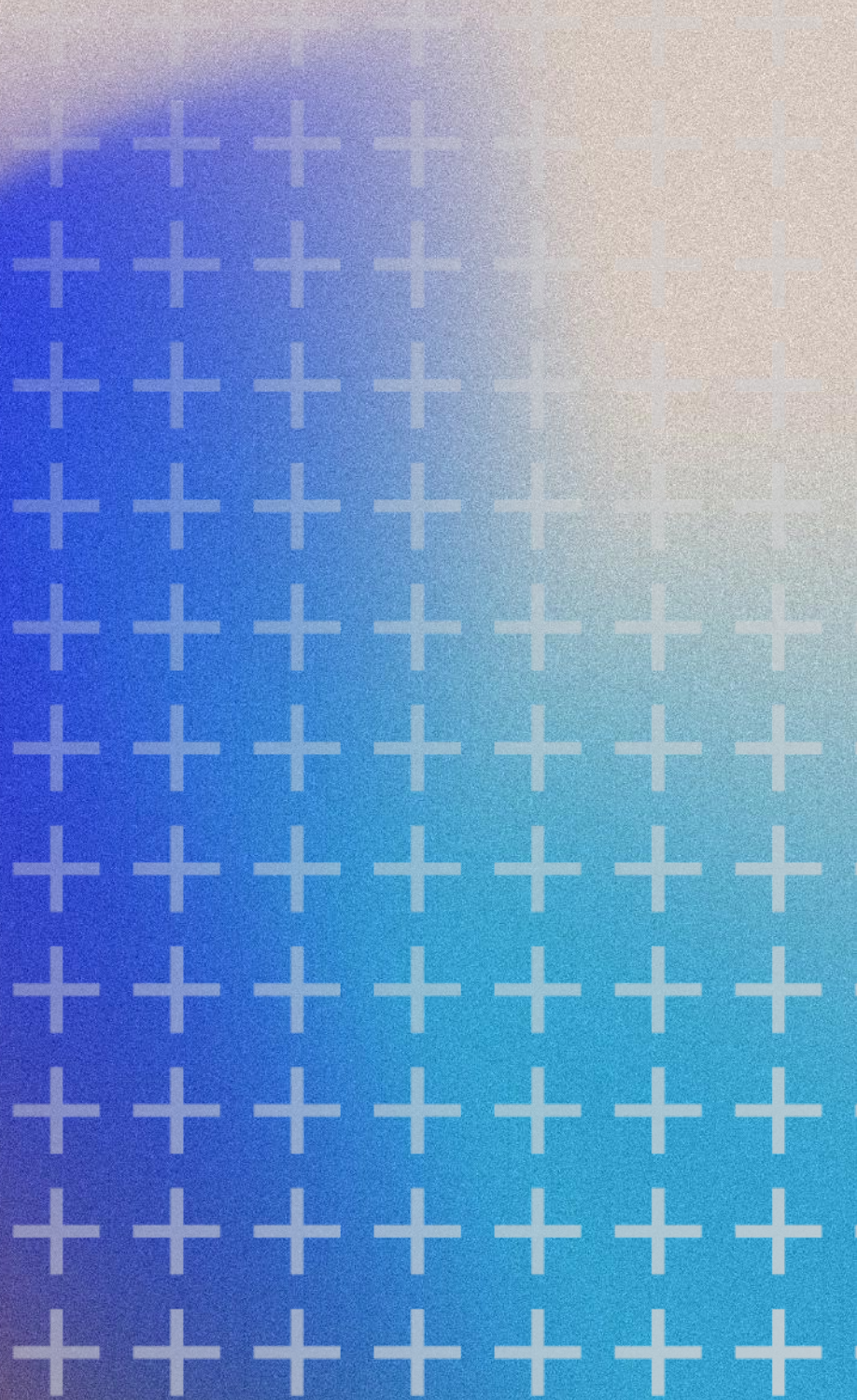
CULTU

CULTU

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The culture of a company
is the sum of the behaviors
of all its people.

-Michael Kouly



VOLUNTEERING

BAPS Swaminarayan Akshardham

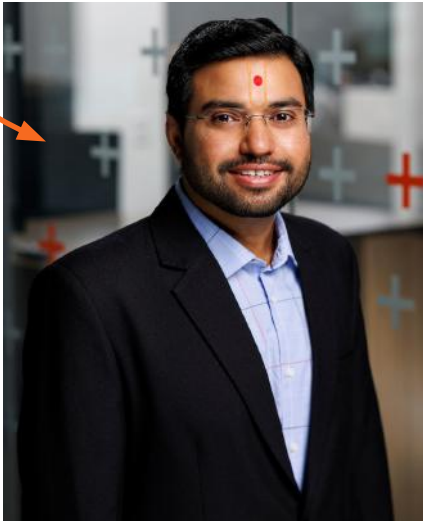
**A landmark of Hindu
Architecture and Culture**
Robbinsville, New Jersey

At Studio+, we believe in the power of giving back to our communities. That's why we are proud to support our employees in their volunteer efforts. Through our commitment to corporate social responsibility, Studio+ provides its employees with 16 hours of volunteering days annually, encouraging them to contribute to causes that resonate with their passions and values.

One shining example of this commitment is Hemal Tilwawala, one of our dedicated employees, who was inspired by the cultural and spiritual richness of the BAPS Swaminarayan Akshardham campus located in Robbinsville, New Jersey.

This magnificent oasis, standing as a symbol of art, architecture, and devotion, captivated Hemal's heart. Driven by the mission of Akshardham to promote cultural understanding and spiritual growth, Hemal, along with other Studio+ volunteers, dedicated their time and skills to contribute to the creation of this remarkable campus.





Hemal Tilwawala
Sr. Project Coordinator
Tampa, FL

It's an unforgettable experience that words can't fully capture. As an Architect-designer by profession, it's equally vital to be hands-on in construction. Volunteers with diverse backgrounds, such as doctors, pharmacists, and computer engineers, join forces to invest their time in creating something remarkable. The results are so incredible that future generations might find it hard to believe without seeing construction videos. We must show them the process for them to truly grasp the magnitude of what we've built.



Their efforts, immersed in unity, compassion, and the desire to make a positive impact, played a pivotal role in preserving and enhancing this cultural treasure. By giving their time and expertise, they have become stewards of cultural heritage, ensuring that future generations can continue to experience the grandeur of Hindu traditions.



This act of volunteering not only underscores our employee's commitment to community service but also exemplifies the Studio+ values of unity, compassion, and the aspiration to contribute to a brighter, more harmonious world. It is a testament to the profound impact individuals can have in preserving and promoting our shared cultural heritage. +

ELEVATE



CELEBRATE

Recognizing recent promotions for exceptional dedication, skills, and contributions that have consistently elevated our team.



TANMAY SABHARWAL

Project Manager



Orange County

We are delighted to announce the well-deserved promotion of Tanmay Sabharwal to the role of Project Manager at Studio+. Tanmay started with Studio+ five years ago as an architectural designer, and his ascent to Project Manager reflects his exceptional growth and dedication to the firm.

His meticulous attention to detail and successful project leadership have been instrumental in shaping Studio+'s success

Tanmay's strategic mindset and commitment to excellence have set him and our Orange County office on a successful trajectory.

3 New Faces at Studio+ 03

We've Been Busy Hiring

We are thrilled to share some fantastic news with you- Studio+ is growing, and we're delighted to introduce three outstanding individuals who have recently joined our dynamic team.

Each brings a wealth of enthusiasm, unique perspectives, and a passion for excellence that perfectly aligns Studio+'s commitment to innovation and success. As we continue to expand our horizons, we believe that diverse talents and fresh ideas are crucial to our journey. Samantha, Javier, and Ana are not just new hires; they are integral contributors who will shape the future of our company.

At Studio+, we foster a culture of collaboration, creativity, and inclusivity. We are confident that our new members will seamlessly integrate into our vibrant community, contributing to the positive and energetic atmosphere that defines us.

We invite you to celebrate this exciting moment with us and extend a warm welcome to our newest colleagues. Together, let's embark on this journey of growth, innovation, and shared success.



Samantha Bain
Marketing Coordinator

Originally from Denville, New Jersey, Sam holds a Bachelor's degree in Advertising and Public Relations from the University of Tampa. With a passion for helping others, she excels in various marketing responsibilities, demonstrating expertise in tracking requests, scheduling project photography, gathering RFP information, and assisting in new hire onboarding. Based in the Tampa office for Studio+, Sam manages social media, provides HubSpot assistance, and plays a key role in crafting the Charette quarterly newsletter. Her versatility and dedication contribute to the seamless execution of diverse marketing tasks at Studio+.

Javier Alvarado
Architectural Designer

Javier, a 2023 Kent State University architecture graduate from Lorain, Ohio, is making waves at Studio+ in Lakeland, Florida. With a competitive spirit and a swift integration into the team, he has played a key role in projects like Babcock Neighborhood School K-8 Expansion, Babcock Neighborhood School Arts Building, and Babcock Ranch Maintenance Building. Handling core and shell setup, cartoon sets, and SD package prep, Javy's proactive engagement with external partners showcases his dedication. Currently, he is deeply involved in the detailed drawings for the BNS Arts Building, leaving his mark on the design landscape.



Ana Krekman
Architectural Designer

A recent graduate from SCAD and originally from Croatia, Ana is a crucial contributor to the Studio+ team based in the Tampa office. Engaging in projects like Premier Women's Care OB/GYN office, she actively participates in schematic and construction design while assembling sets for clients. Ana attends essential meetings with project managers, engineers, consultants, and clients, showcasing her dedication to project matters. Her involvement extends to the Clearsky Rehabilitation Hospital of Lake City, focusing on interior layouts, elevations, plans, and navigating building codes. Ana's proactive approach significantly enhances project flow and success at Studio+.





cheers

This holiday season, we extend our heartfelt gratitude for the trust and partnership you've bestowed upon us.

We appreciate the chance to turn your vision into a space that can transform lives,

together.

studio+

& a happy new year

MAKING *Spirits* BRIGHT

This season, add some Studio+ orange to your holiday bar cart and cheers to another year of your accomplishments. You deserve it.

Equipment

Small saucepan
Cocktail shaker
Citrus juicer
Jigger or small measuring cup

Ingredients

2 black mission figs halved
1 ounce sage simple syrup
2 ounces white rum (or your choice of clear spirits)
1 ounce orange liqueur preferably Grand Marnier
¾ ounce freshly squeezed lemon juice
Chilled club soda for topping

Instructions

- Muddle the figs in a cocktail shaker with the sage simple syrup until they mostly break down.
- Add white rum, orange liqueur, lemon juice and ice to the cocktail shaker.
- Put on the top of the cocktail shaker and shake vigorously for 15 to 30 seconds.
- Strain into ice-filled glasses and top with club soda.

Make Ahead Sage Simple Syrup

Ingredients

3-4 fresh sage sprigs
1 cup white sugar
1 cup water

Instructions

- In a small saucepan, combine sage, water & sugar.
- Over medium-high heat, bring to a boil.
- Frequently stir to help dissolve sugar.
- Once the mixture simmers and the sugar dissolves, turn off heat, allow the sage to steep for at least 30 minutes and strain.
- Chill and store in the refrigerator in an airtight container for several weeks.

Sage-Fig Cocktail



Enjoy!

THE CHARETTE



studio+

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email us to subscribe
marketing@wearestudioplus.com

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