

11  
2020


FORUM

STUDIO  
MUNGE

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## Introduction

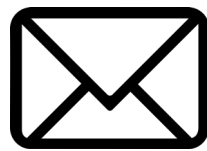


*“The process of design is evolving; and so should we! We have to stay ahead by upgrading our skills, learn from each other and keep pushing ourselves out of our comfort zone. Let’s keep challenging each other, let’s break away from the obvious and keep designing the extraordinary!”*


Aspirational Project - Alberni by Kengo Kuma, Vancouver, BC, Canada



Expanding Teams



*“Staying connected is the core of our business, now more than ever. Wether it’s with each other or with our clients, the way we communicate is as important as what we communicate.”*




*“I am so proud to be working at Studio Munge! The quality of the work is simply incredible; it makes me feel so inspired and excited to be part of such an innovative design collective. It’s stimulating and invigorating to witness those extraordinary projects come to life.”*

With over 20 years of experience in executive support and office management, Hannah is an empathetic collaborator who strives to bring balance and peace to her surroundings. As such, she genuinely looks forward to getting to know everyone and contributing her sense of community to our company culture.

An avid mental health advocate, Hannah centres herself through her daily yoga practice and creative writing, backing her wellness website [itsoktowanttobeok.com](http://itsoktowanttobeok.com). There she candidly opens up about her authentic self and gracefully offers guidance and support to anyone in need.

*“I am so proud to be working at Studio Munge! The quality of the work is simply incredible; it makes me feel so inspired and excited to be part of such an innovative design collective. It’s stimulating and invigorating to witness those extraordinary projects come to life.”*

While she adores travelling and gastronomy, Gratitude is the one thing Hannah can’t live without - a symbolic answer so representative of her positive outlook on life and loving character. Those qualities beautifully embody Studio Munge’s ethos making Hannah the perfect connector to digitally and physically welcome individuals within our circle.



*“Everything can be special as long as one designs with passion and detail, as though they will be in this space every day.”*

Adventurous, Alexandra is a passionate designer who thrives in the unusual. Her passion for connective experiences and cultural travels are only matched by her desire to bring forth relevant solutions. Multitalented, Alexandra is also a highly skilled baker who thinks of pastry as an inclusive art form gracefully marrying textures, colours and flavours in a memorable culinary experience.

Expert in residential and hospitality alike, Alexandra embodies design distinction and is the recipient of a MASI award for her work at the Buffo Ristorante in Calgary, Alberta. A thoughtful designer, she believes empathy and listening to crime podcasts always bring out the best solutions.

*“Everything can be special as long as one designs with passion and detail, as though they will be in this space every day.”*

Her expertise and savoir-faire are palpable in all her projects, including Studio Munge’s most exclusive residential projects such as 138 Yorkville in Toronto and 1640 Alberni in Vancouver. Beyond an exceptional designer, Alexandra is a dedicated team member who focuses on innovative concepts and maintaining meaningful relationships with her peers. Her sensibilities and cultural curiosity have enabled Alexandra to seamlessly develop authentic narratives embodying Studio Munge’s highest design standards while always meeting our clients’ operational needs.



*“I like Simple - it speaks to the essence and purpose of Design. You really should not sell your ideas. If relevant, the Design will shine and sells itself.”*

## Houman Rahimzadeh

A natural leader with over 15 years of experience and 50 condominiums built under his belt, Houman is a highly-skilled Project Lead who thrives in the collaborative process with clients and coworkers alike. Most inspired by Contemporary Arts and Fashion, his passion for urban culture and tailoring manifests in all his design solutions and is a driving force in the development of relevant narratives.

A playful visionary, Houman started curating his home with Designer Toys at a young age, way before it became a trend. Today, this positions his private collection as one of Canada’s most extensive in the genre. His favourite artwork - Takashi Murakami 727 Silkscreen offers a glimpse into his love for Asian culture and creative world.

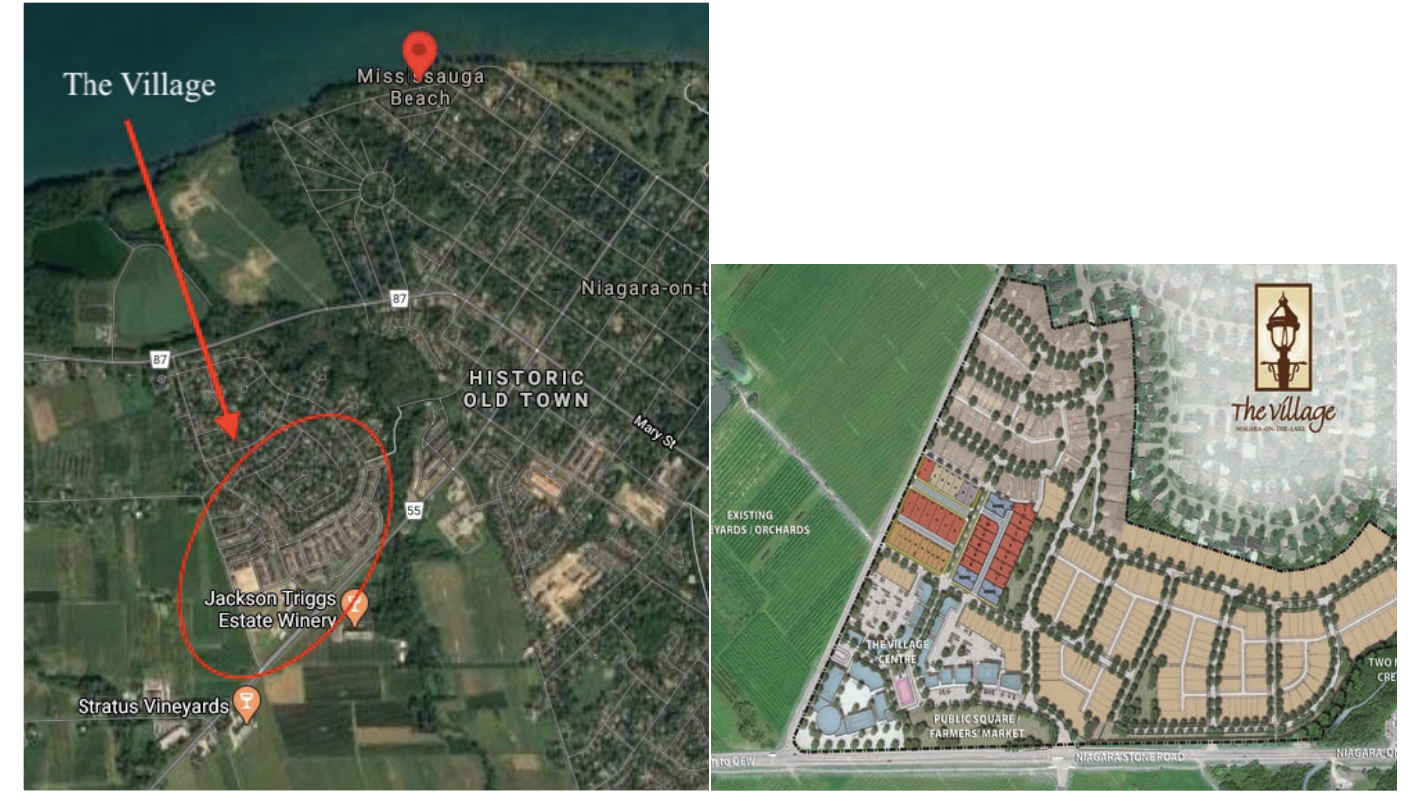
Beyond a seasoned designer, Houman is a kind and spirited individual leading some of Studio Munge’s most exclusive development, including 138 Yorkville in Toronto and 1640 Alberni in Vancouver. He believes in an edited lifestyle where simplicity challenges simplistic.

*“I like Simple - it speaks to the essence and purpose of Design. You really should not sell your ideas. If relevant, the Design will shine and sells itself.”*

This philosophy has served Houman well in delivering countless innovative solutions for urban communities, all while his compassionate management style enables him to embody Studio Munge’s ethos seamlessly.



New Project - The Village Hotel, Niagara-on-the-Lake, ON, Canada



# 青岛美高梅酒店 MGM QINGDAO

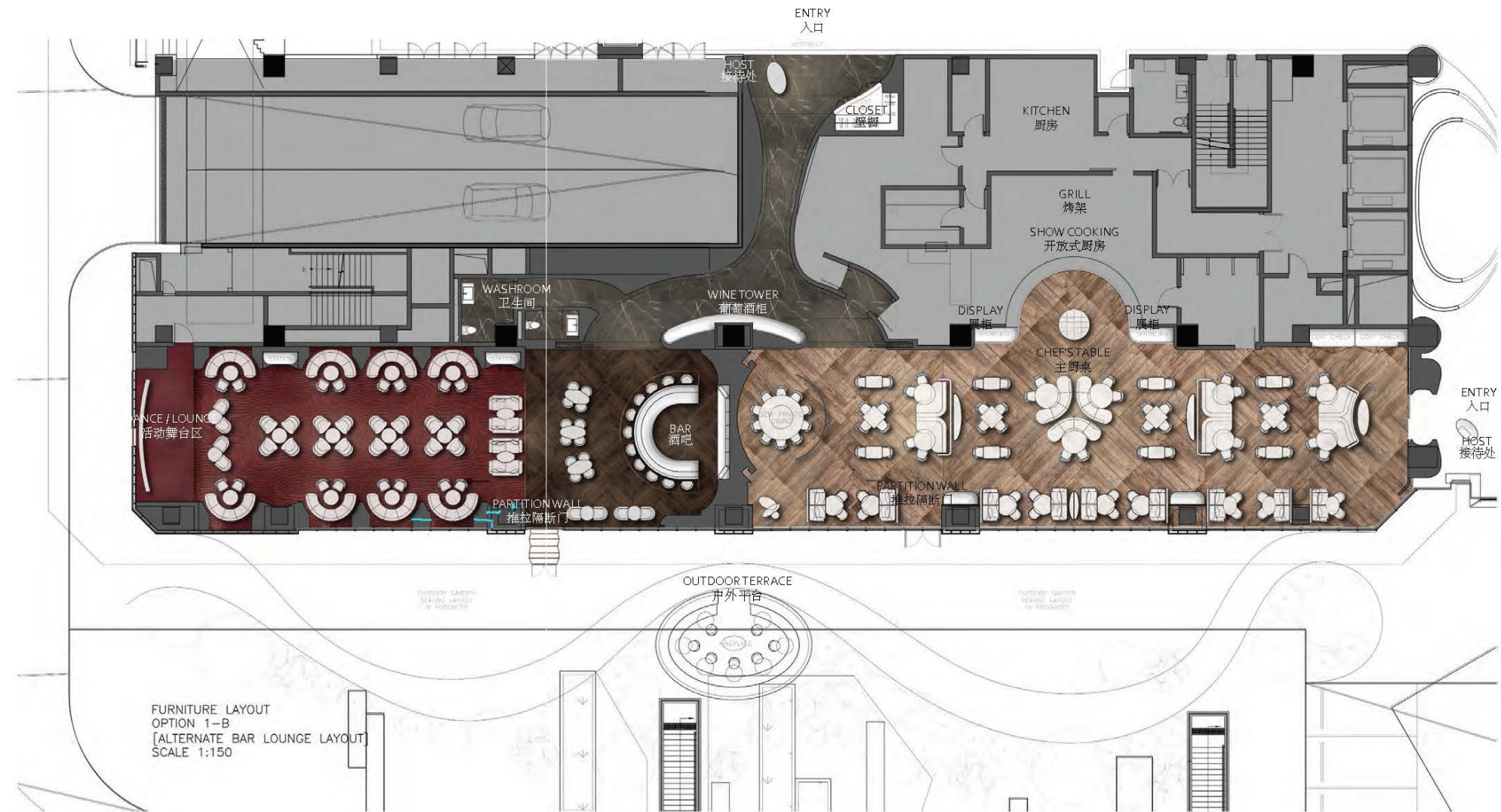
一层 特色餐厅, 酒吧, 咖啡店&蛋糕店 - 80%方案设计进度汇报 - 2020年11月06日  
L01 SPECIALTY RESTAURANT, BAR AND COFFEE & CAKE SHOP 80% SCHEMATIC  
PROGRESS PRESENTATION - NOV 06, 2020

中国山东青岛  
QINGDAO, SHANDONG, CHINA



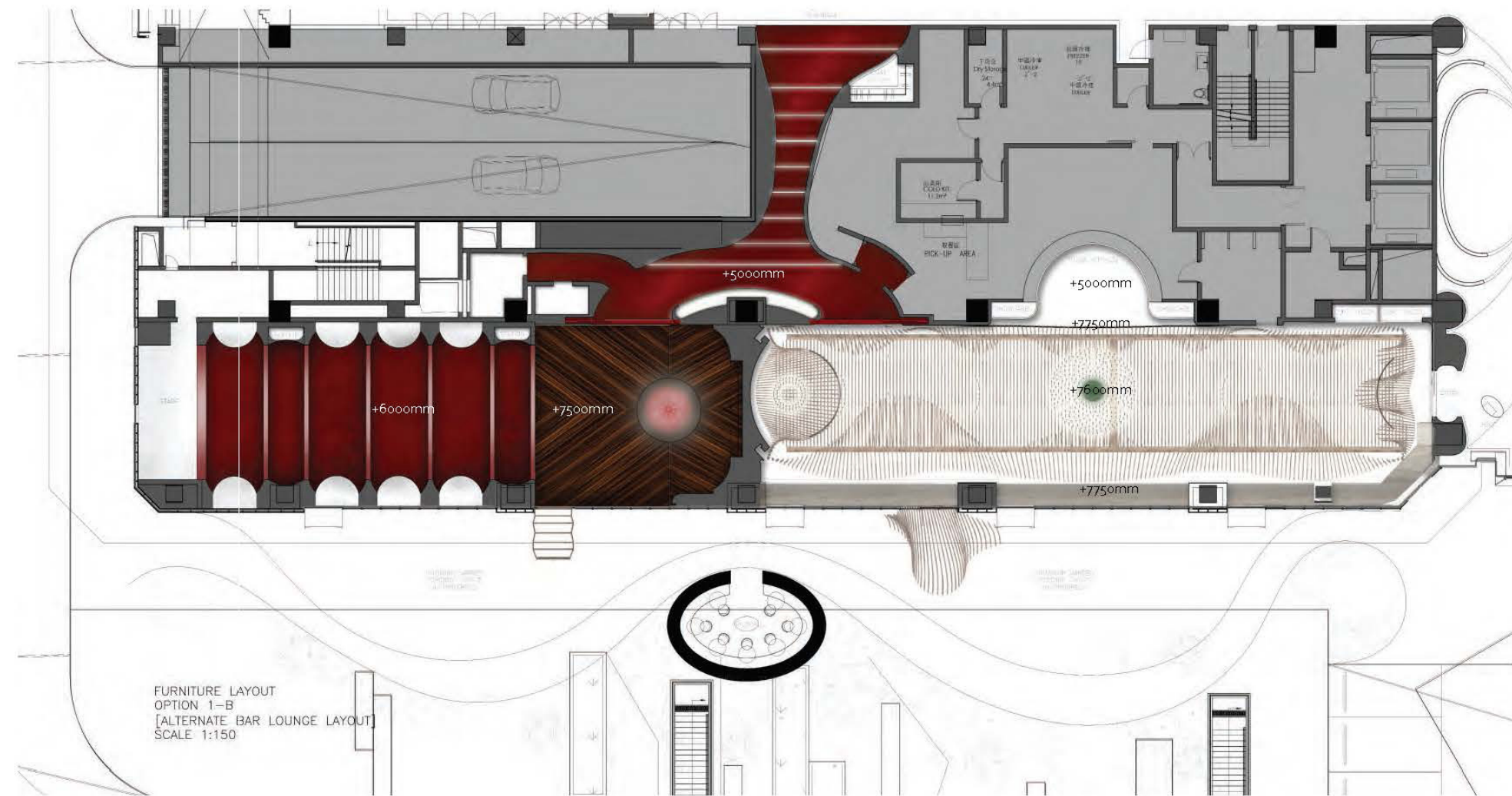
STUDIO  
MUNGE

SPECIALTY RESTAURANT OVERALL LAYOUT PLAN - 特色餐吧 整体平面布置图



SPECIALTY RESTAURANT OVERALL PLAN  
特色餐吧整体平面图

SPECIALTY RESTAURANT OVERALL RCP - 特色餐吧 整体天花图



SPECIALTY RESTAURANT OVERALL RCP  
特色餐吧整体天花图

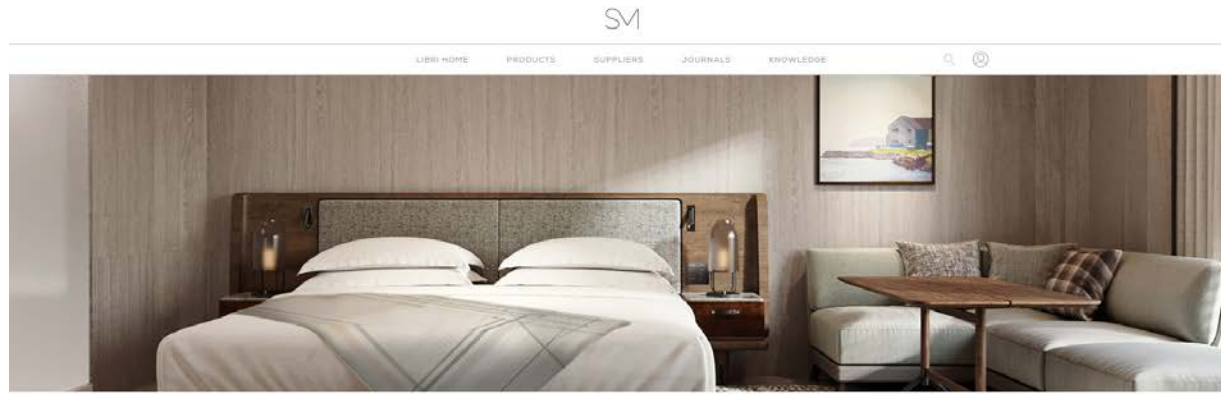
QING at MGM Qingdao, China



DUO at MGM Qingdao, China

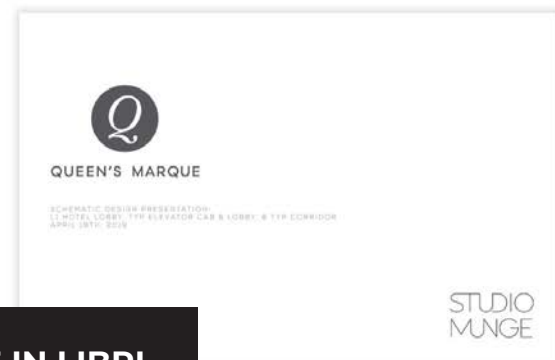
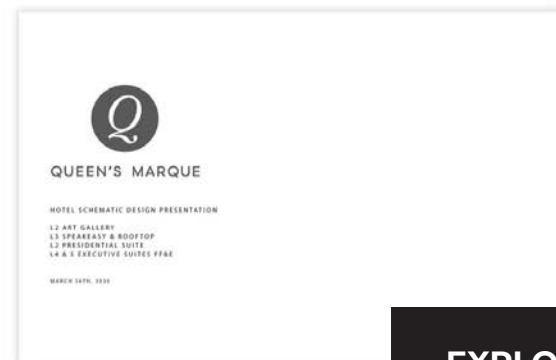


# Libri Highlight - MUIR at Queen's Marque

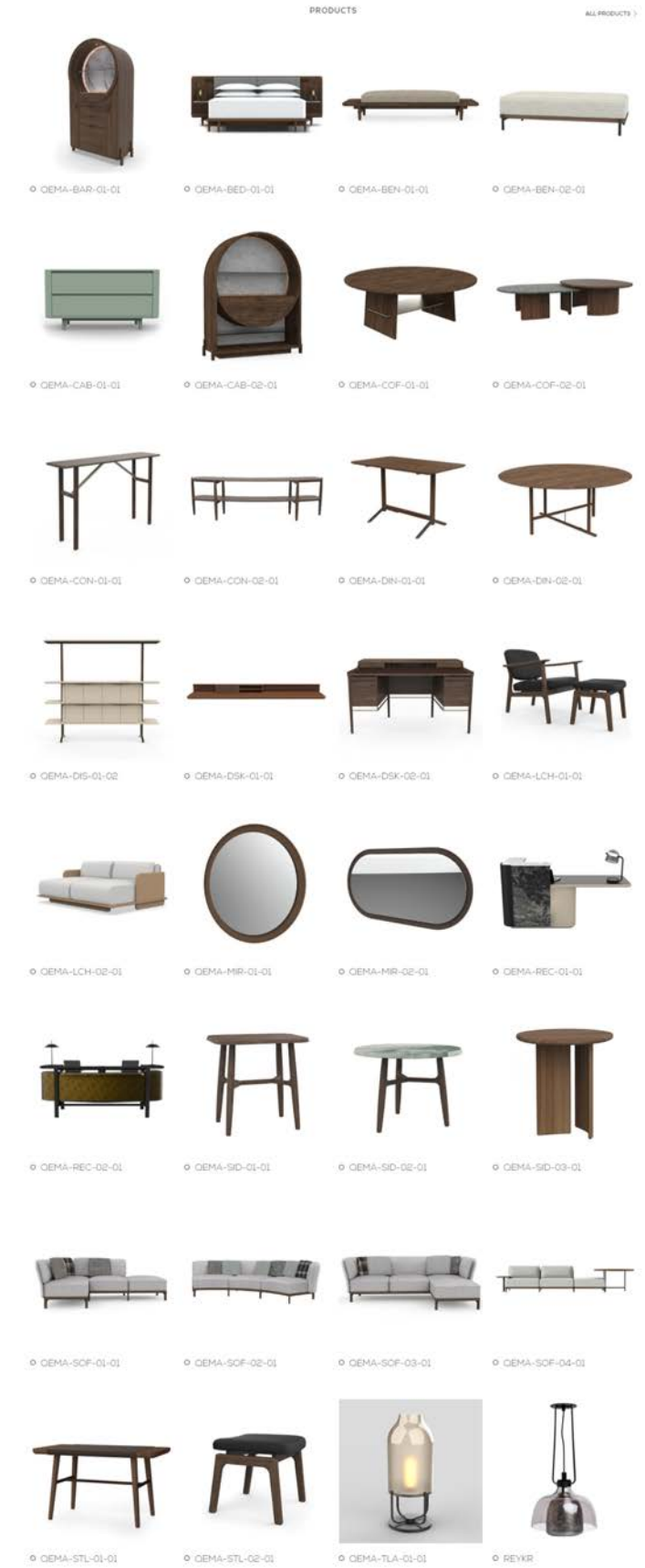


MUIR HOTEL AT QUEEN'S MARQUE  
CANADA, HALIFAX, NOVA SCOTIA

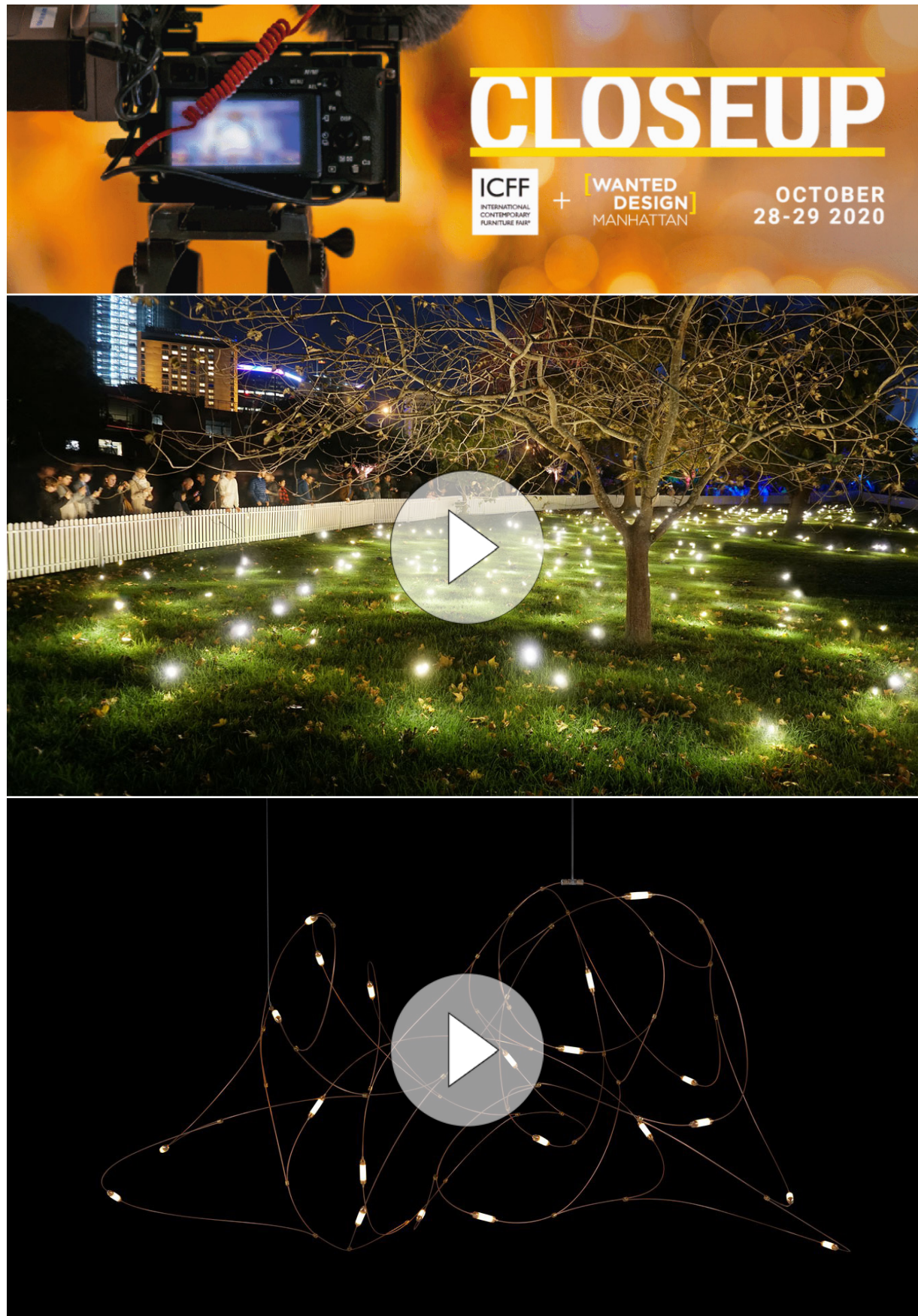
Featuring soulful design details and an extensive custom FF&E program, discover the Muir hotel in Halifax' historical harbourfront.



**EXPLORE IN LIBRI**



What's New with Nadia



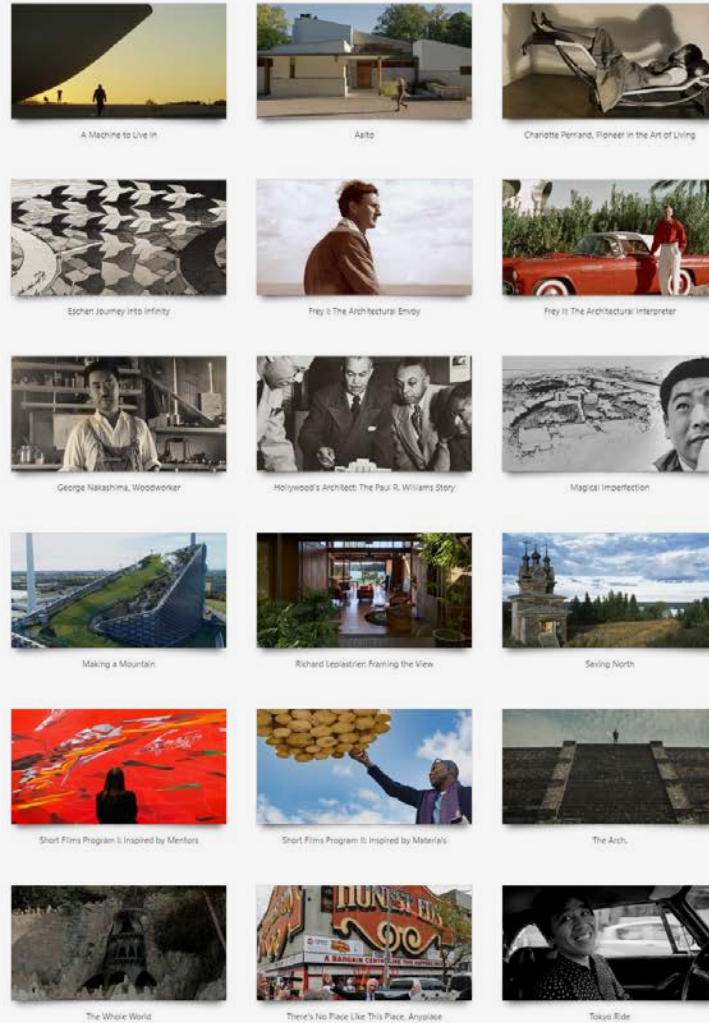
*“The artistry in Design lies within the whimsical narratives, the soulful craftsmanship, the uniqueness and relevance of the products we specify. Let’s be inspired by those incredible materials and artisans. Together let’s bring to life the unforgettable.”*



# architecture & design film festival

architecture & design film festival

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#### ABOUT

About the Festival  
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ADFF Advisory Board  
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Previous Films

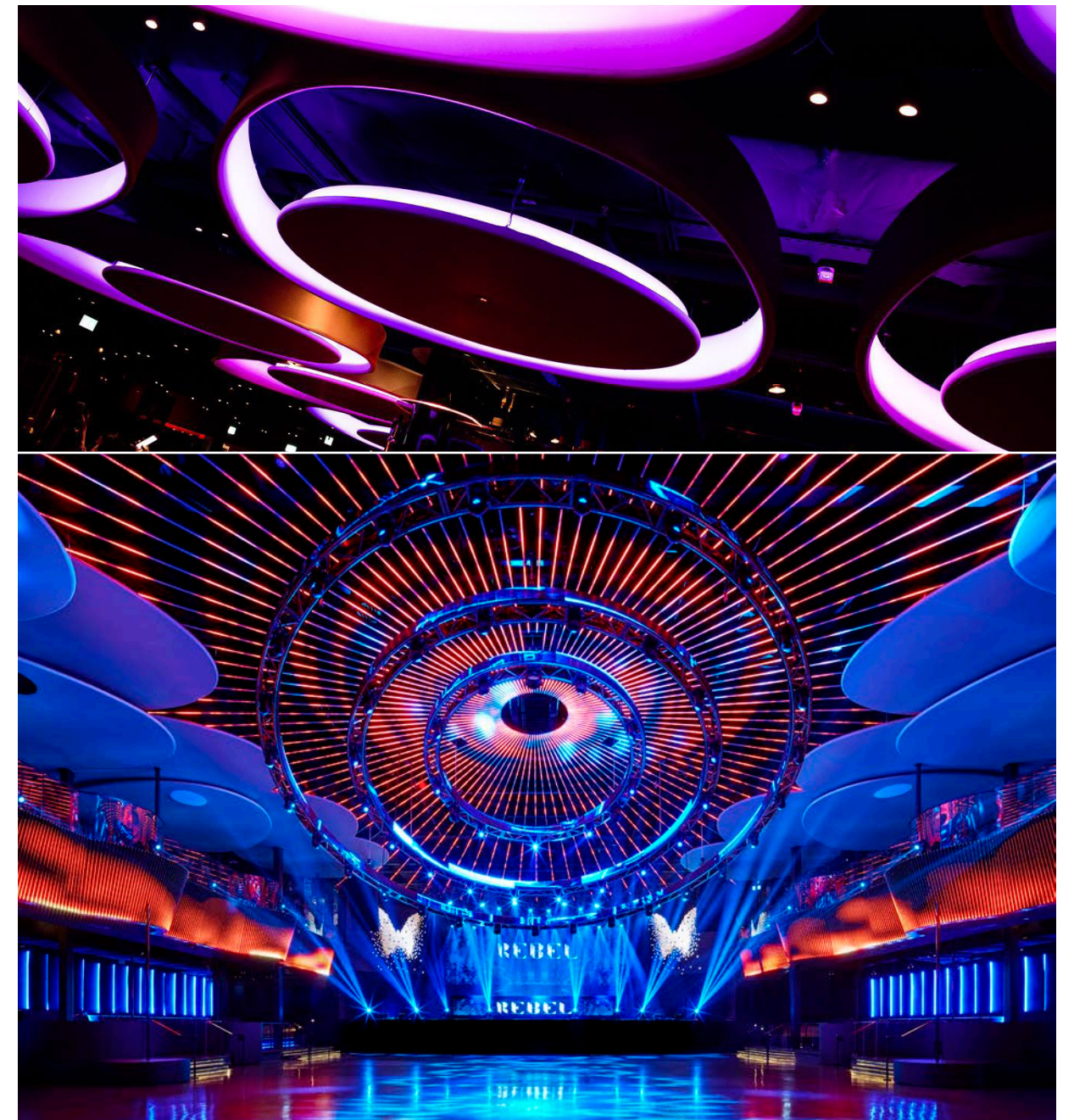
DESIGN DIRECTS EVERYTHING

Eventscape

EVENTSCAPE REP Darrin Schneider

[darrin@eventscape.com](mailto:darrin@eventscape.com)

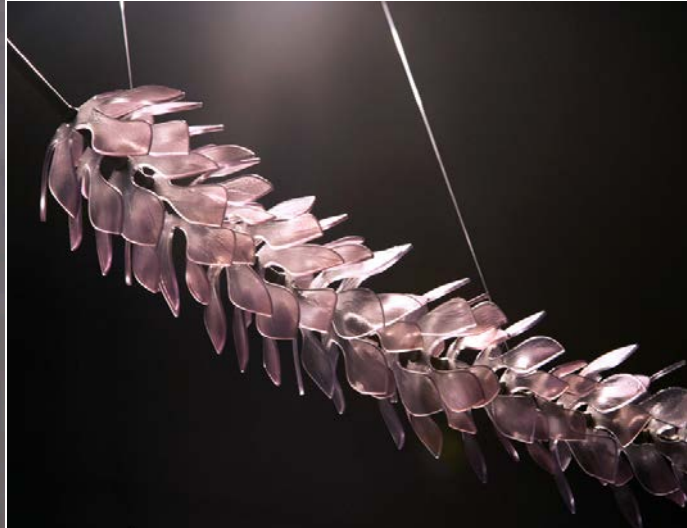
[www.eventscape.com](http://www.eventscape.com)



Rebel Nightclub, Toronto, ON, Canada



Lighting fixture at Pearle Hotel, Burlington, Canada.



Clockwise: Lighting at Faire Condominiums; Facade at LAGO by Julian Serrano at The Bellagio Resort & Casino; Lighting at Pier27



## Giles Miller Studios

GILES MILLER STUDIOS REP Ellie Youngman  
[enquiries@gilesmiller.com](mailto:enquiries@gilesmiller.com)  
[www.gilesmiller.com](http://www.gilesmiller.com)

### STUDIO

Giles Miller Studio believes in the enrichment of human surroundings.

We create artistically focussed surfaces, architecture and sculpture. In each discipline the studio brings new meaning to spaces by celebrating the relationship between materials and light.

### OUTPUT

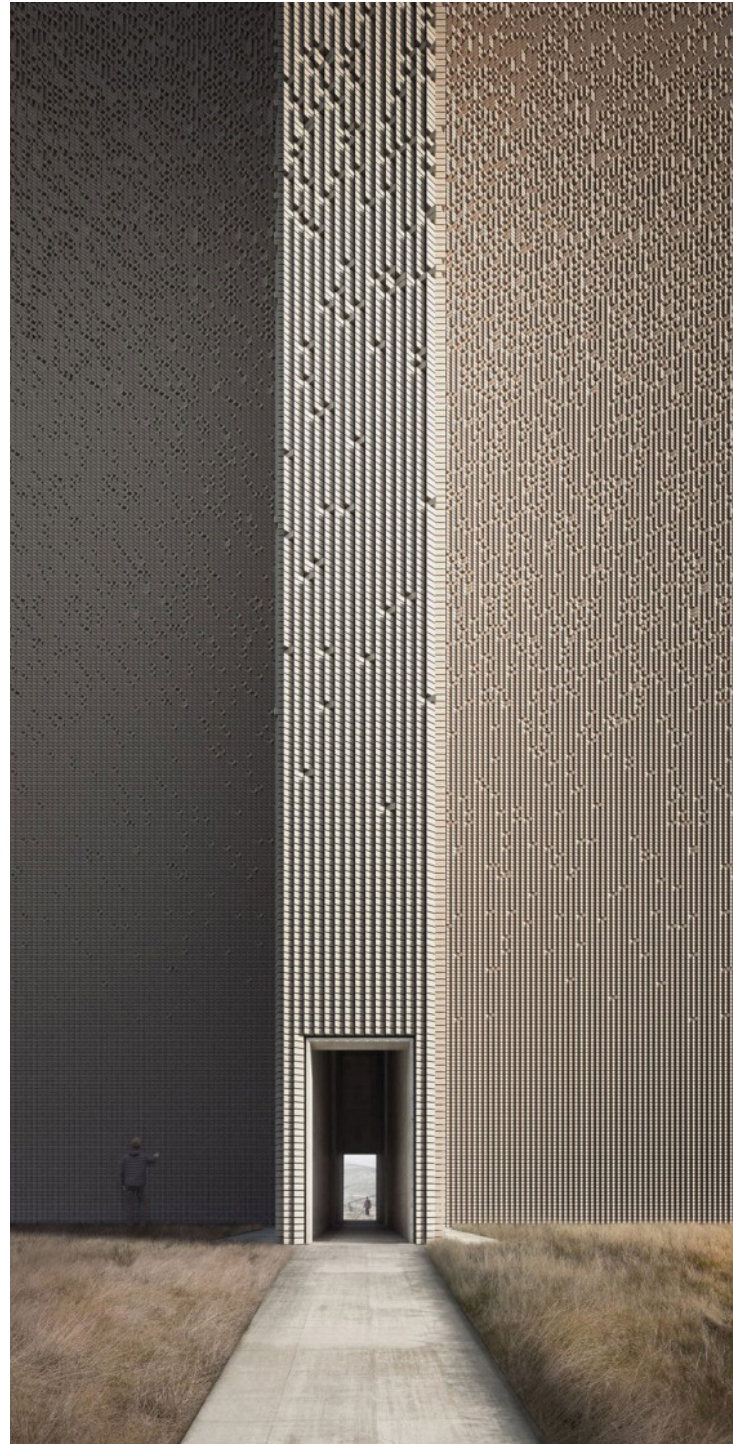
Giles Miller Studio has created acclaimed and award-winning work for some of the world's most prestigious brand-names across a variety of industries. The scope and scale of the studio's work ranges from miniature individual components to artworks the size of buildings.

### METHODOLOGY

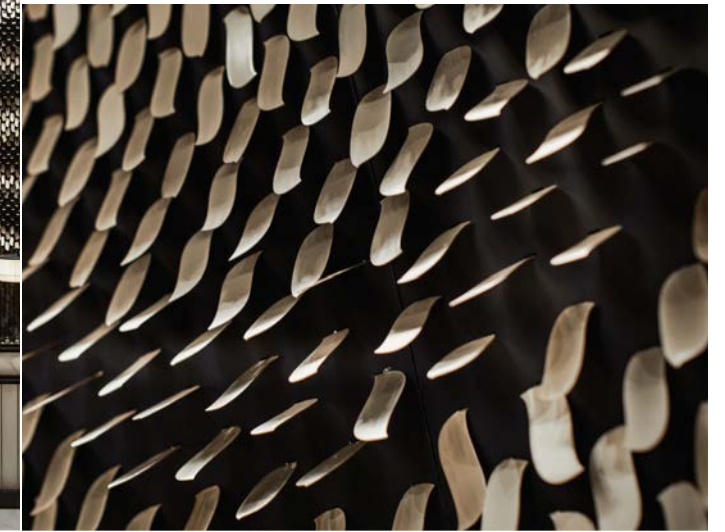
The first consideration for any piece by Giles Miller Studio is always its environment – whether that is a natural landscape or the tone and direction of light in a public building. The resulting work brings a defining character to the surrounding space.

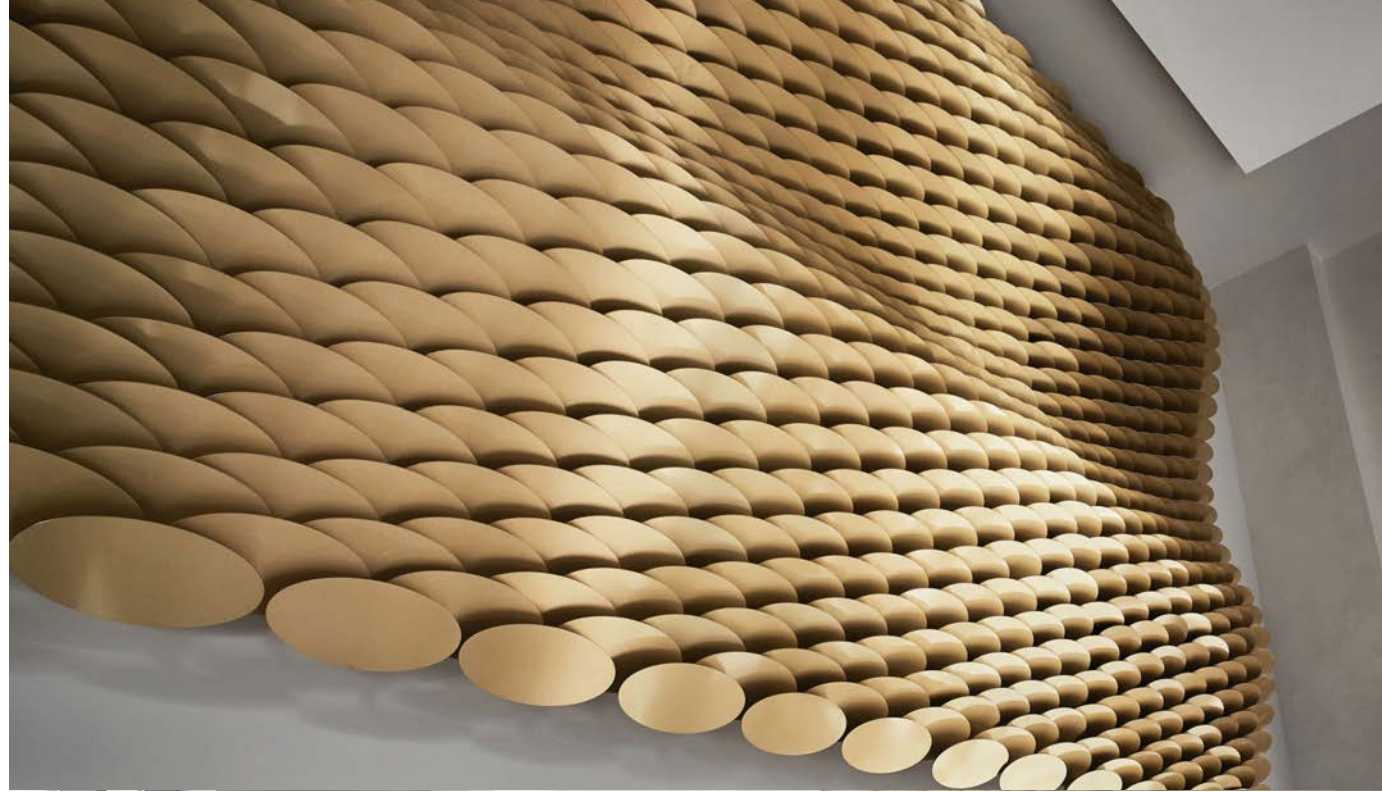
Giles Miller Studio is engaged in an ongoing experiment into the relationship between materials and light, in the constant pursuit of creative and technical originality. Its work is the result of a marriage of client ambitions and the creative trajectory of the studio.

The characteristic Giles Miller Studio aesthetic comes from the fusion of technology with the handmade. The resulting complexity of meticulously arranged components creates richness, tactility, depth and allure.



Art Installation  
Lotus, China

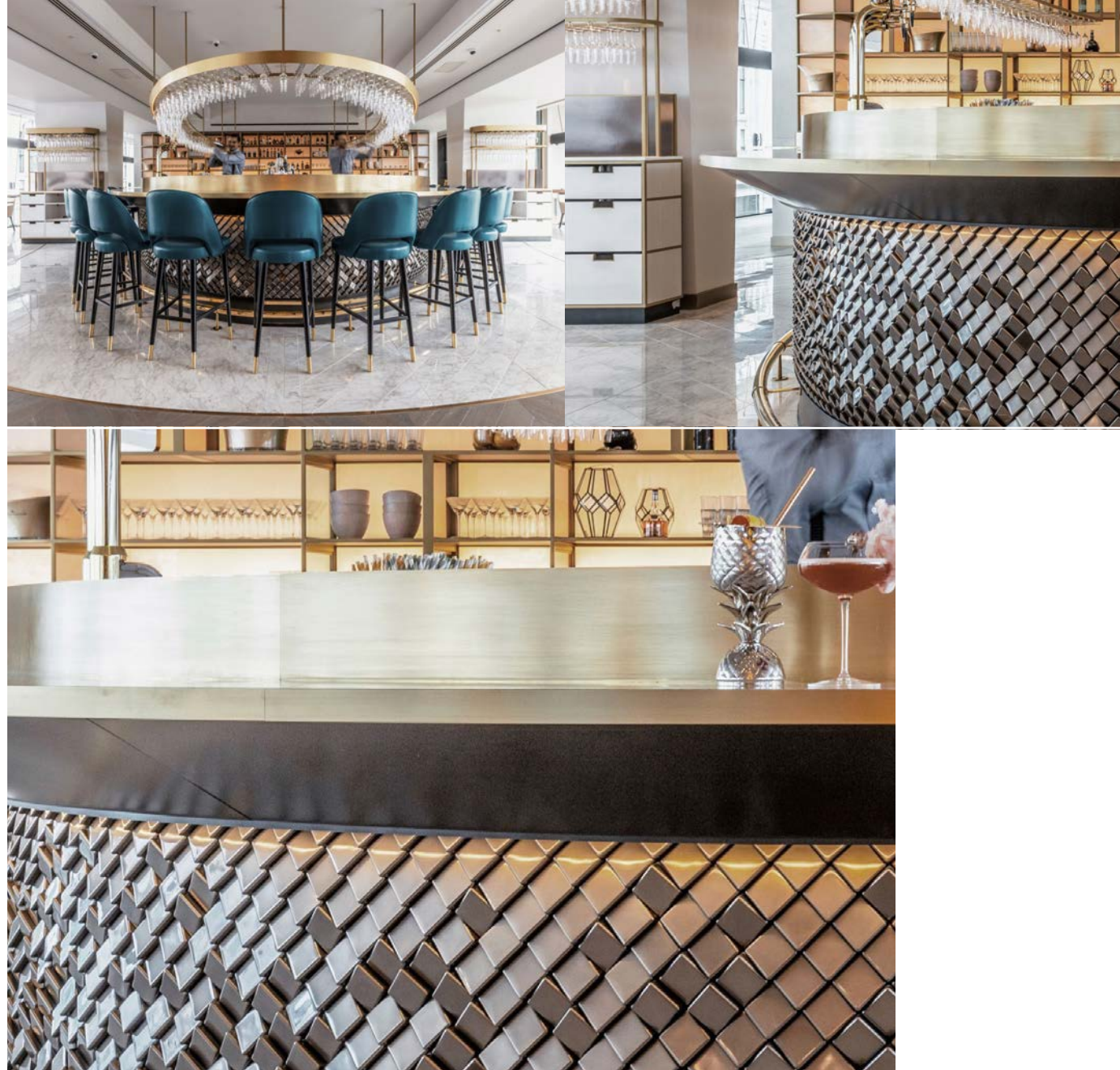




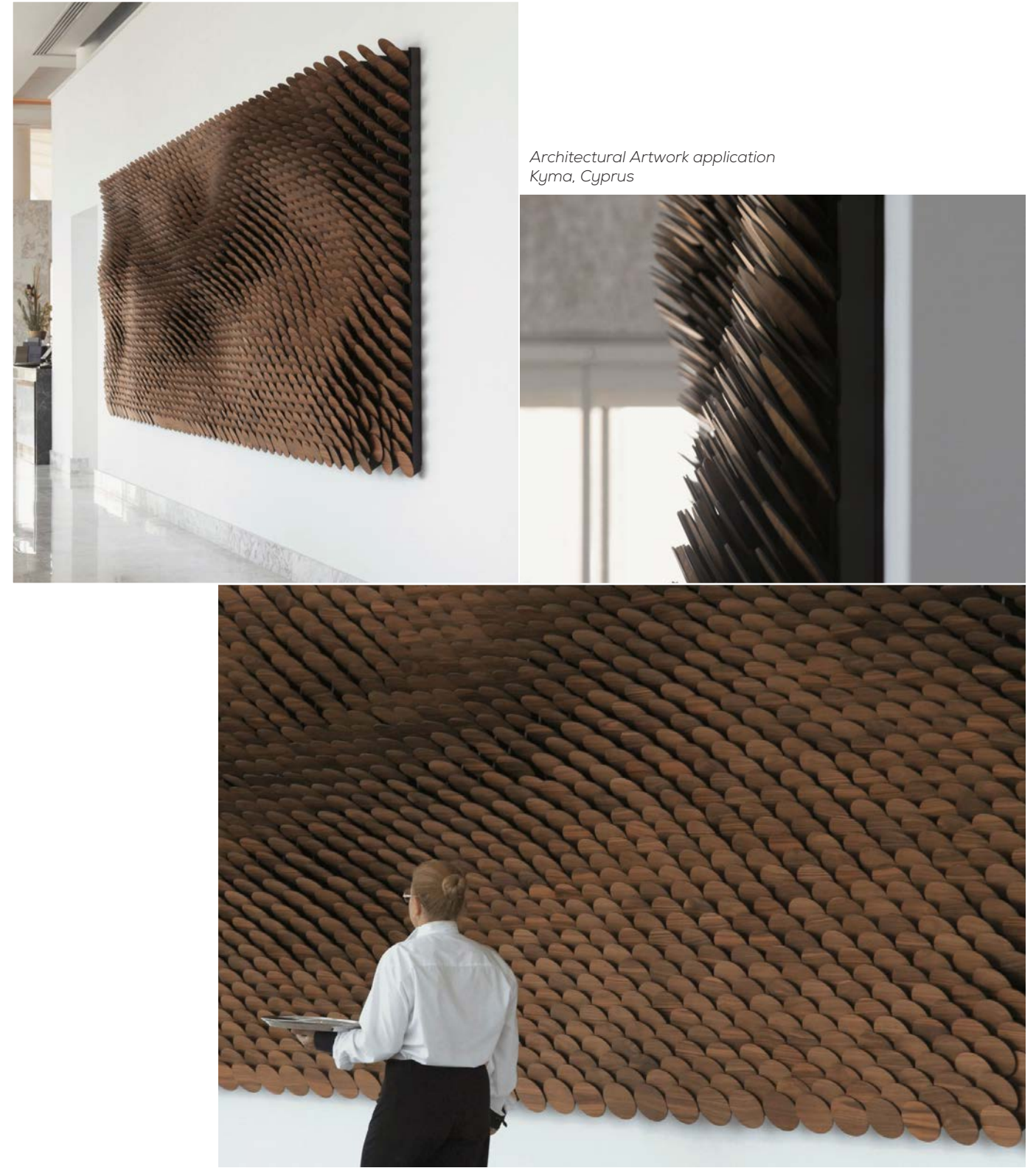
Architectural application  
The Veil, United Kingdom



Bar Cladding design application  
Vivi Restaurant, London, United Kingdom



Architectural Artwork application  
Kyma, Cyprus



# SM FORUM

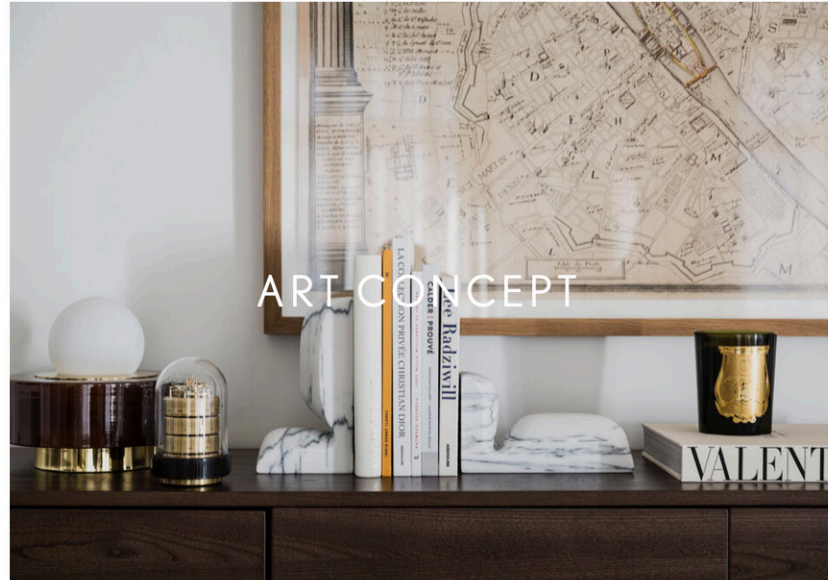
HOW TO ENGAGE GZ ART CO INTO SM PROJECTS

NOVEMBER 20, 2020



# OUR SERVICES

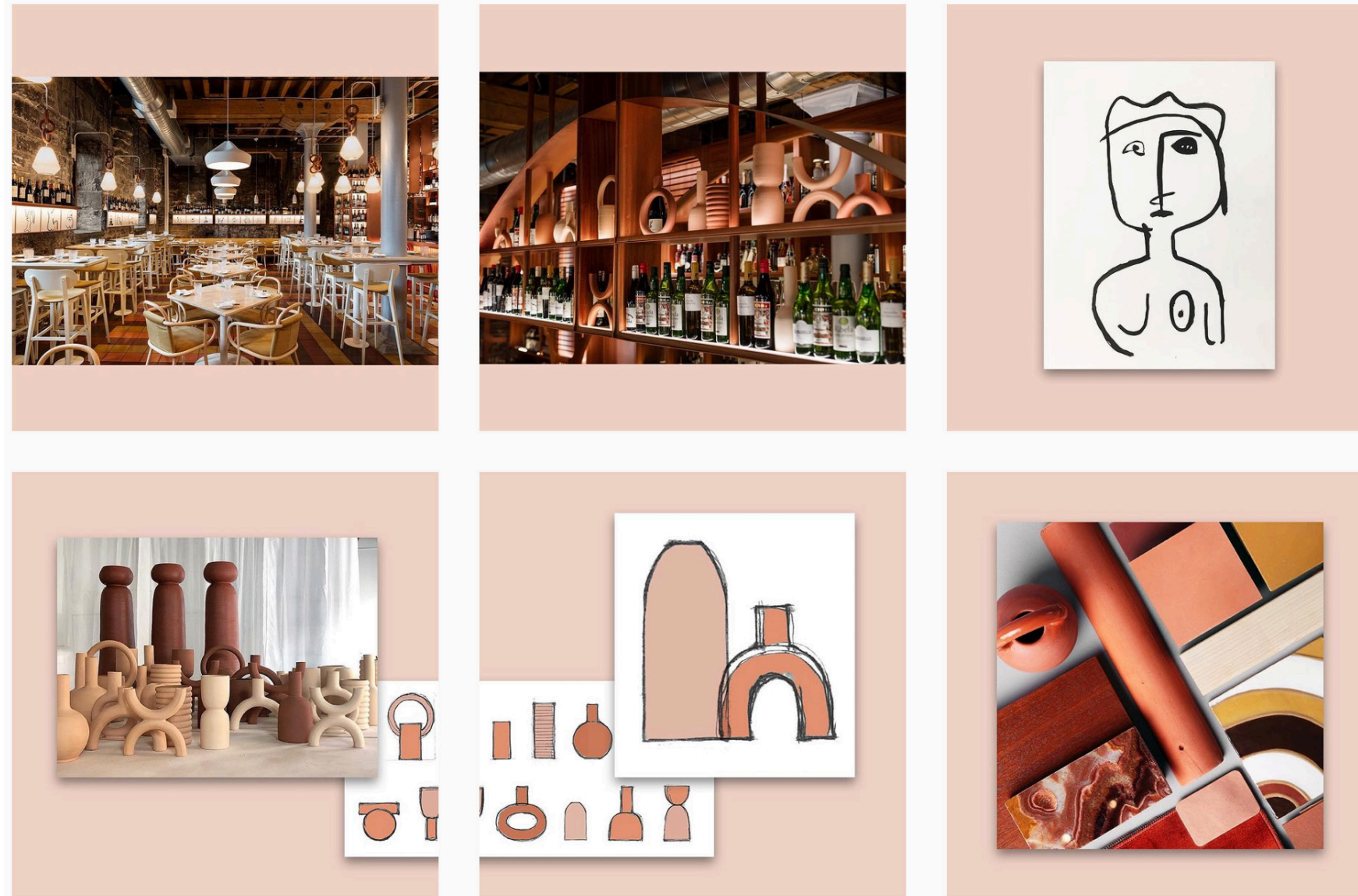
## CONCEPT & NARRATIVE DEVELOPMENT



## ARTWORK CURATION



# PURPOSE



## BUILDING A NARRATIVE & DEVELOPING A CONCEPT

- ESTABLISHING A NARRATIVE BASED ON DESIGN ETHOS, TARGET DEMOGRAPHIC, MANDATE AND LOCAL ELEMENTS
- UTILIZING HISTORY, TRADITION, LOCALITY AND CULTURE TO DEVELOP A NARRATIVE AND ARTWORK CONCEPTS
- STORYTELLING THROUGH ARTWORK
- EVERY PROJECT IS IMAGINED THROUGH AN EXTENSIVE HISTORICAL AND LOCAL RESEARCH, CREATING BESPOKE NARRATIONS INSPIRED BY LOCAL STORIES



# IMPLEMENTATION

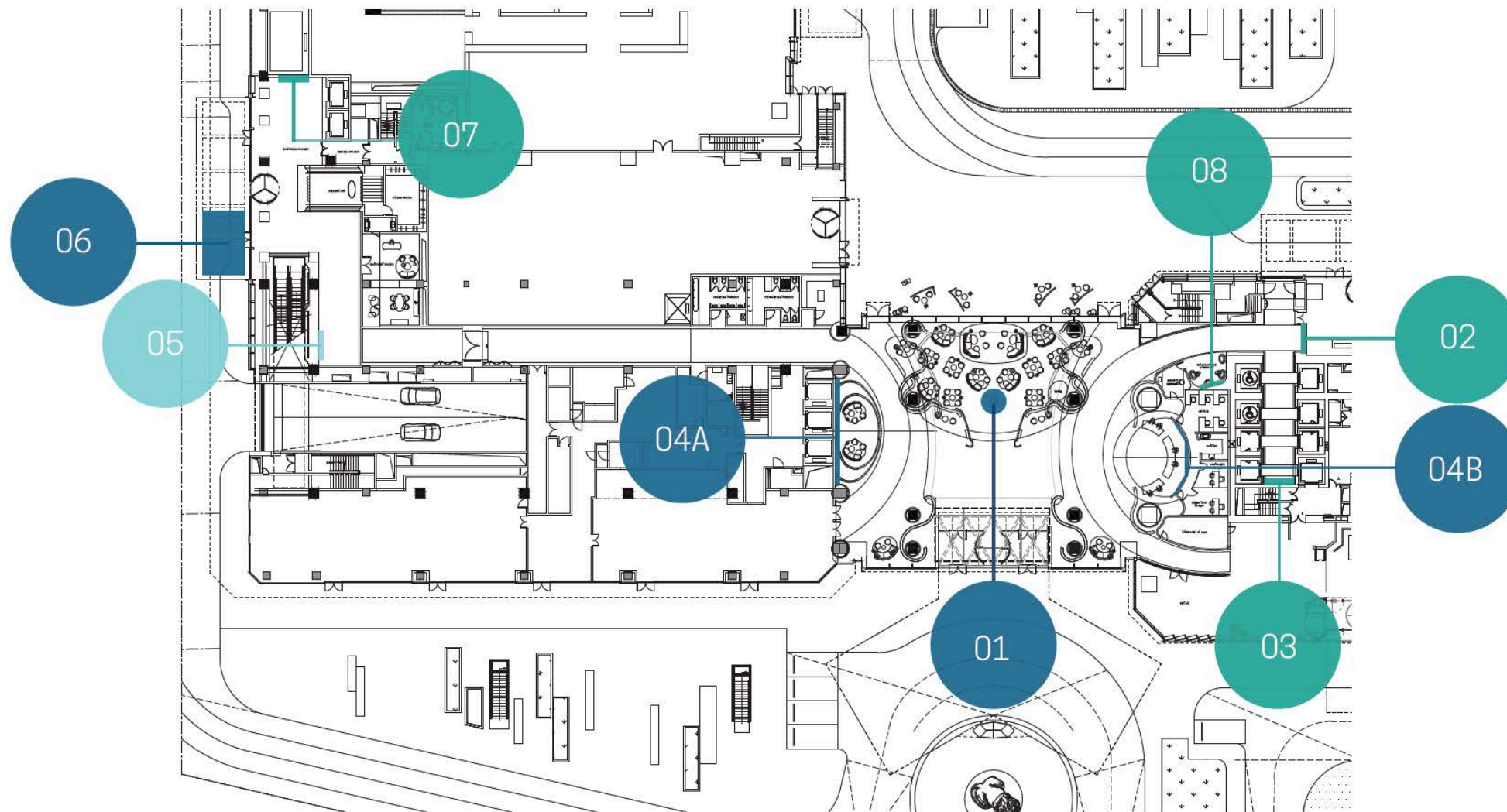
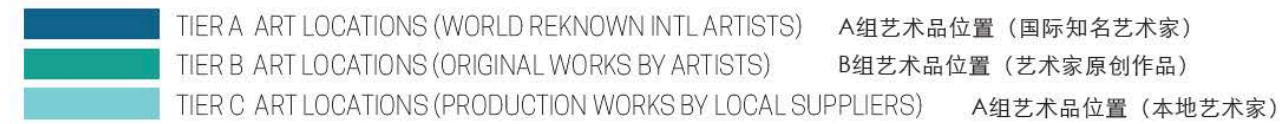


EXAMPLE OF GUEST FLOOR PLAN W/ DENOTED ART LOCATIONS

## HOW TO ENGAGE GZ ART INTO YOUR PROJECT

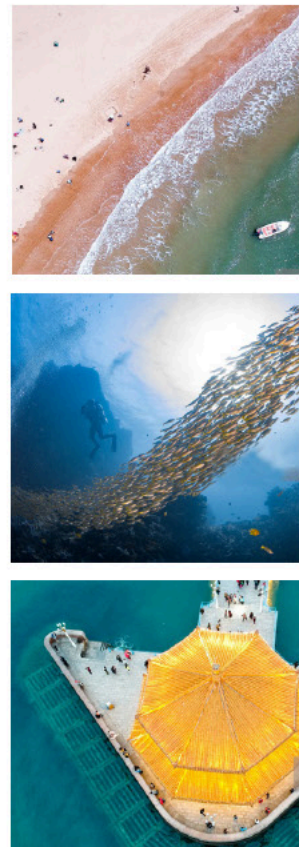
- PRESENT GZ WITH YOUR DESIGN NARRATIVE
- MEETING TO DISCUSS PROJECT SCOPE, BRAND INFORMATION, TIMELINE AND DELIVERABLES
- PRESENT AND DISCUSS PROJECT DESIGN FROM CONCEPT IMAGES TO FF&E AND ANY DESIGN DEVELOPMENTS
- PROVIDE GZ WITH ANY PREDETERMINED ART CONCEPTS, ART LOCATIONS, QUANTITIES, MATRIX FOR OUR TEAM TO PROPERLY ASSESS AVAILABLE ARTWORK OPPORTUNITIES & LOCATIONS IN TANDEM WITH BUDGET CONSTRAINTS
- PROVIDE GZ WITH ALL CAD & PDF FLOOR PLANS, ELEVATIONS, RENDERINGS AND ANY OTHER 3D MATERIALS

# IMPLEMENTATION



- GZ WILL DEVELOP DENOTED PLANS THAT HIGHLIGHT ART LOCATIONS & HIERARCHY OF PRIORITY LOCATIONS TO ENSURE ART BUDGET IS PROPERLY DISTRIBUTED THROUGHOUT THE SPACE
- CLIENT WILL UNDERSTAND PROPER AND ALLOCATION OF FUNDS ACROSS APPROVED ART LOCATIONS

# CONCEPT DESIGN



QINGDAO BEACHES & SEA



REFLECTIVE  
波光粼粼



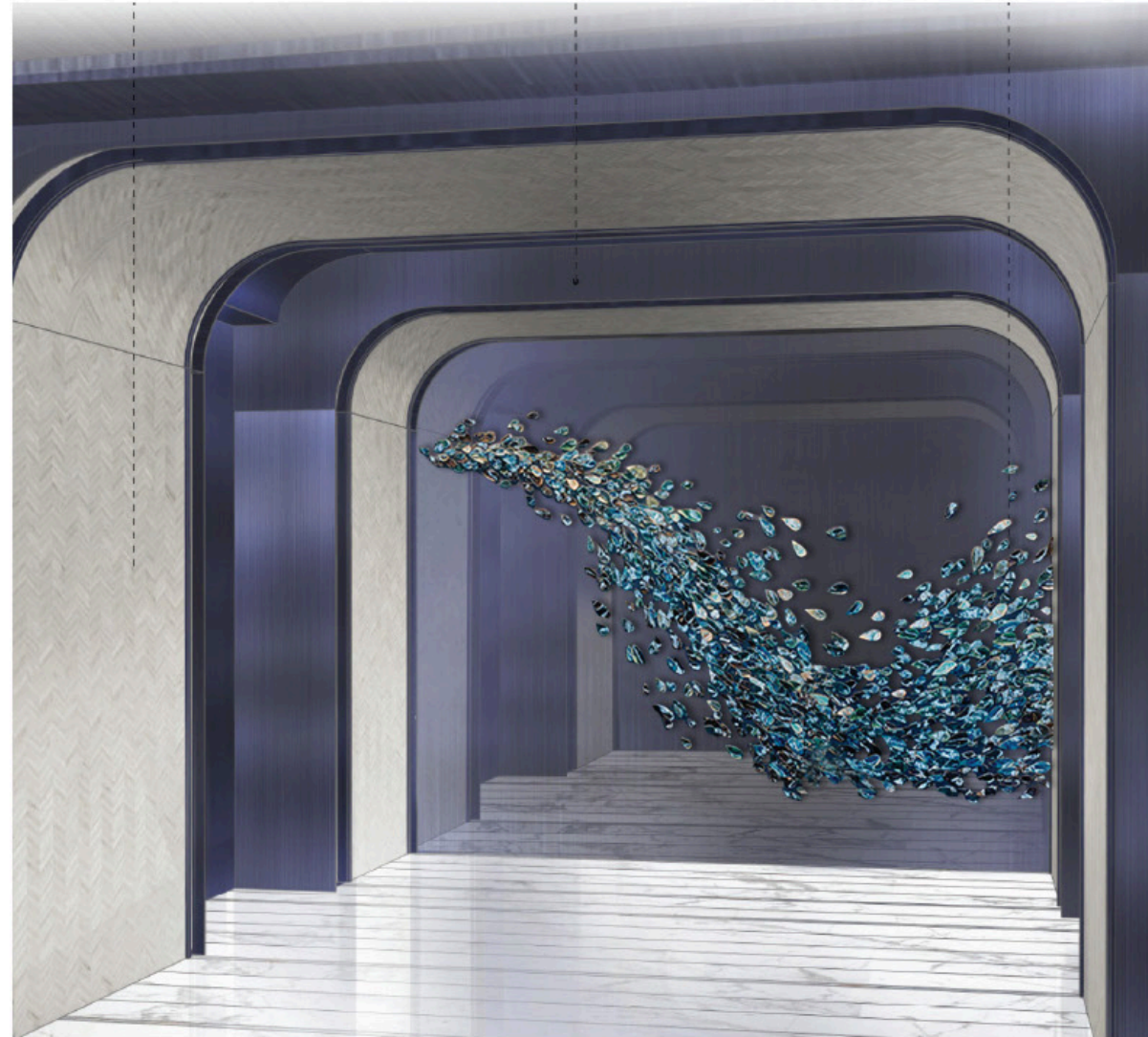
PATTERNS & SHAPES FOUND IN THE SEA  
海洋符号

THE WORD QINGDAO MEANING 'BLUE GREEN ISLAND' IS THE DRIVING FORCE BEHIND OUR ART DIRECTION FOR THE LIFT LOBBIES. INSPIRED BY BOTH THE ROOT MEANING OF THE WORD AS WELL AS QINGDAO'S LOCATION ALONG THE SHANDONG PENINSULA, OUR ARTWORK CONCEPTS DEPICT NATURAL FORMATIONS, PATTERNS AND COLOURS FOUND IN SEA LIFE. THE USE OF A PREDOMINANTLY BLUE, GREEN & ACCENTED PALETTE ALSO PAYS HOMAGE TO THE WORD 'QINGDAO'

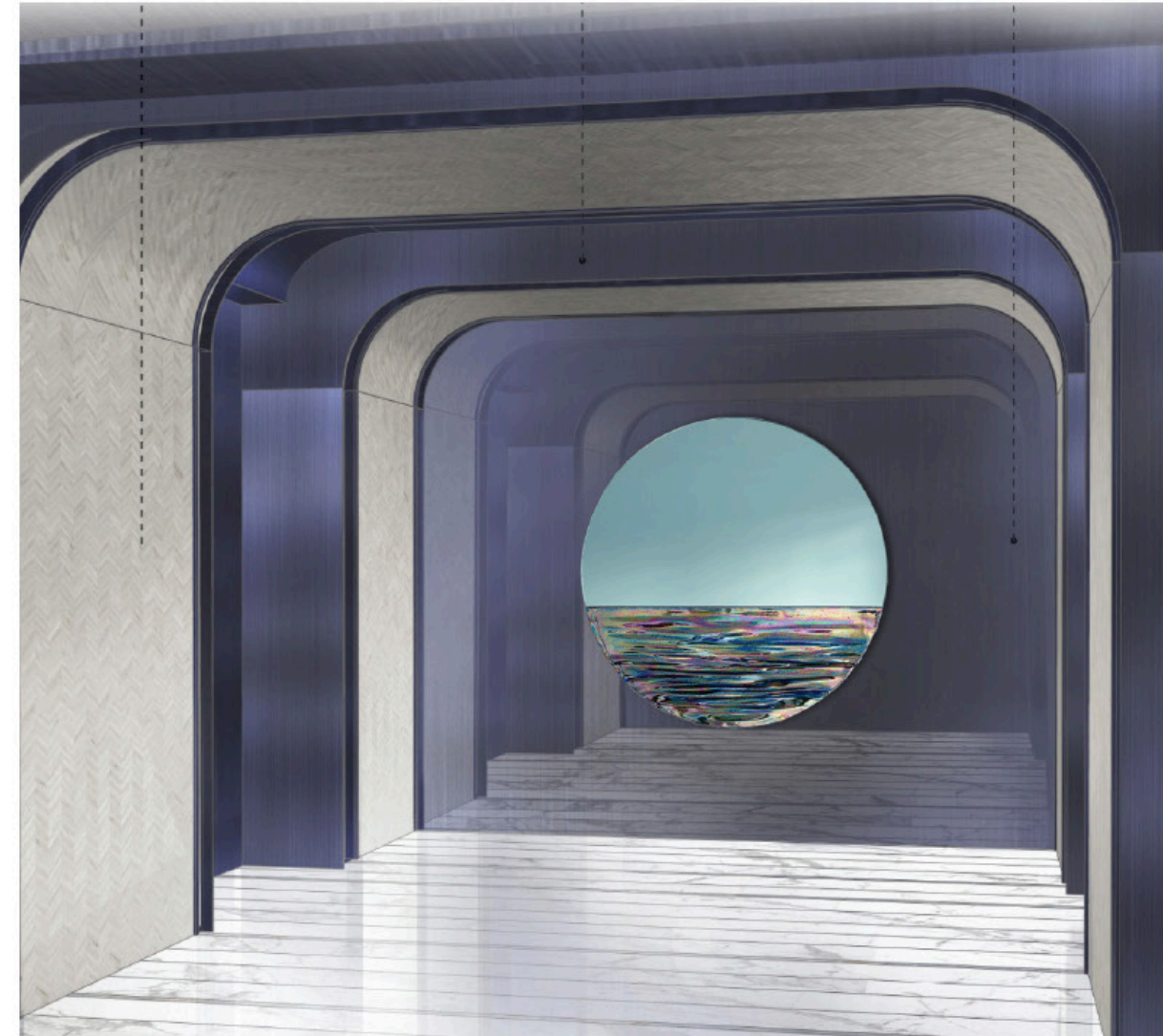
## DEVELOPING AN OVERALL CONCEPT & ART DIRECTION

- ONCE NARRATIVE HAS BEEN ESTABLISHED, GZ WILL SOURCE & PROVIDE CONCEPT IMAGERY THAT WILL BE USED TO ILLUSTRATE AND SPEAK TO THE PROPOSED ART CONCEPT & DIRECTION FOR THE SPACE
- ONCE CONCEPT 'MOOD BOARD' HAS BEEN APPROVED, GZ WILL BEGIN THE ART DIRECTION PROCESS OF WORKING WITH ARTISTS, STUDIOS AND SUPPLIERS TO DEVELOP & PRODUCE ARTWORKS FOR EACH LOCATION WITHIN THE SPACE. THIS CAN TAKE THE FORM OF A SITE SPECIFIC COMMISSION, A DIRECT PURCHASE FROM AN ARTIST / GALLERY, ONLINE PURCHASE & MANY OTHER FORMATS

# CONCEPT DESIGN



OPTION A



OPTION B

## ARTWORK CONCEPTS IN ELEVATION & RENDERING

- GZ WILL RENDER ARTWORK CONCEPTS INTO 3D MATERIALS TO BEST ILLUSTRATE PROPOSED DIRECTION & INTENT
- GZ WILL PROPOSE MULTIPLE OPTIONS PER ART LOCATION AS PER CLIENT DIRECTION

# CONCEPT DESIGN



TRADITIONAL JAPANESE NOREN CURTAIN



JAPANESE NOREN CURTAIN RE-IMAGINED FOR CONTEMPORARY HOTEL GUESTROOM



TRADITIONAL JAPANESE PAPER ART



JAPANESE PAPER ART CONCEPT RE-IMAGINED FOR CONTEMPORARY HOTEL GUESTROOM

# DESIGN DEVELOPMENT

## DESIGNING & DEVELOPING AN ARTWORK CONCEPT



DYT HOTEL LIFT LOBBY INITIAL CONCEPT



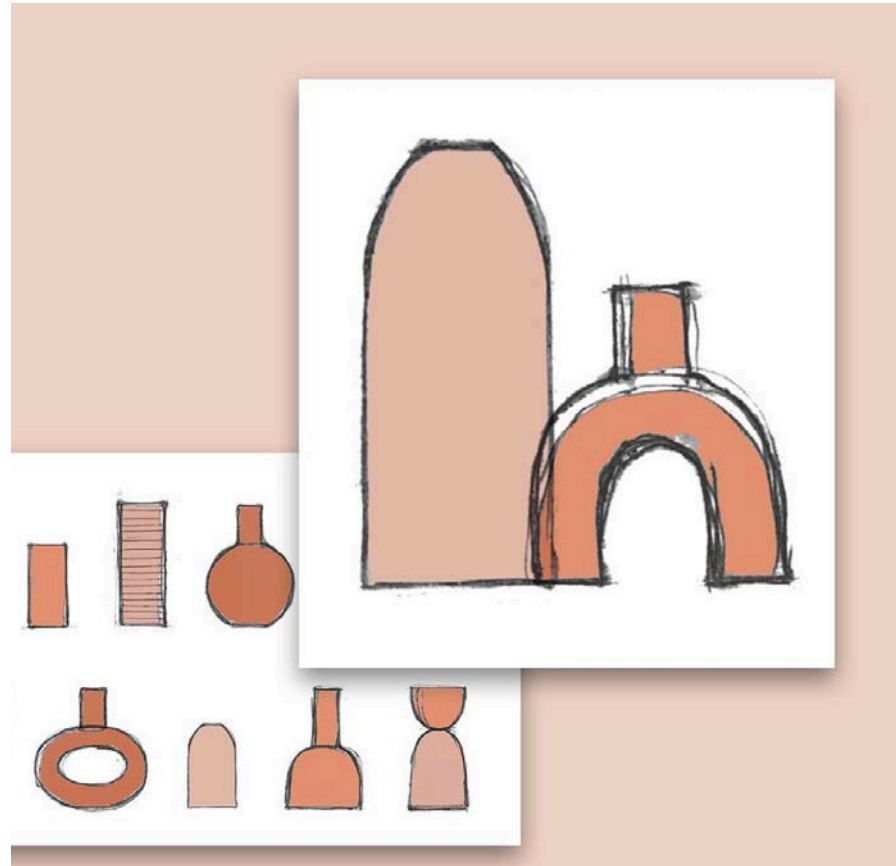
DEVELOPED ARTWORK CONCEPTS BY GZ ARTIST

### DEVELOPING & DESIGNING AN ARTWORK

- ONCE INITIAL CONCEPT HAS BEEN APPROVED, GZ WILL WORK WITH ITS NETWORK OF TALENTED ARTISTS & SUPPLIERS TO DEVELOP THE CONCEPT INTO A UNIQUE PIECE OF ART
- GZ WILL WORK CLOSELY WITH THE ARTIST & SUPPLIER TO OVERSEE & MANAGE THE MANUFACTURING PERIOD TO ENSURE QUALITY CONTROL

# DESIGN DEVELOPMENT

FROM CONCEPT TO REALITY -- MADRINA TORONTO



INITIAL CONCEPT SKETCH BY ARTIST



CERAMICS IN PROGRESS



COMPLETED ARTWORKS IN-SITU

## FROM INCEPTION TO COMPLETION

- GZ WILL WORK CLOSELY WITH THE ARTIST & SUPPLIER TO OVERSEE & MANAGE THE MANUFACTURING PERIOD TO ENSURE QUALITY CONTROL
- GZ WILL ENSURE ARTWORKS ARE PROPERLY PACKAGED, LABELED, CRATED & SHIPPED TO SITE
- GZ WILL OVERSEE ARTWORK INSTALLATION WITH PROFESSIONAL TEAM OF ARTWORK INSTALLERS

# DESIGN DEVELOPMENT

FROM CONCEPT TO REALITY -- BYBLOS TORONTO



INITIAL REFERENCE & CONCEPT BY ARTIST



TAPESTRY IN PROGRESS



COMPLETED ARTWORKS IN-SITU





25 WINGOLD AVENUE, TORONTO ON. M6B 1P8

GRACE ZEPPILI — PRESIDENT  
GRACE@GZART.CO  
416-902-2186

AMY POULIOT — SENIOR ART CONSULTANT  
AMY@GZART.CO  
416-902-2186

