

SM FORUM

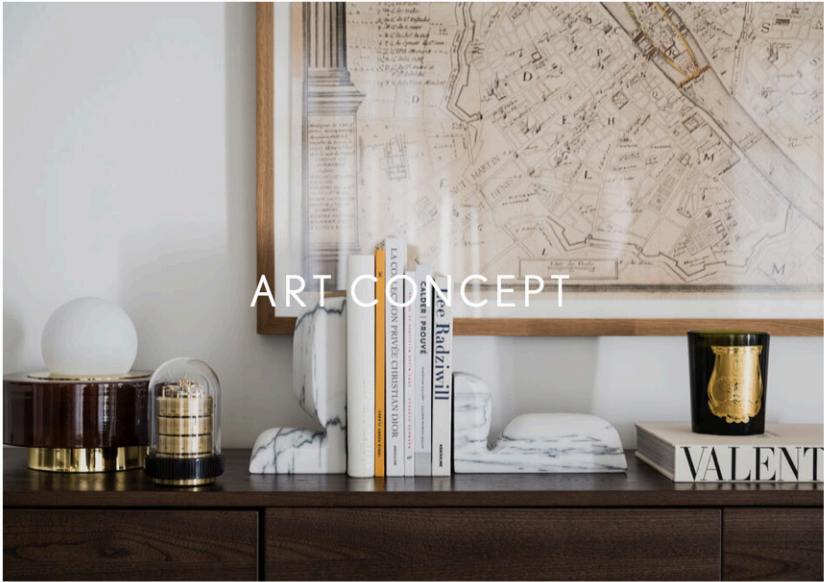
HOW TO ENGAGE GZ ART CO INTO SM PROJECTS

NOVEMBER 20, 2020



OUR SERVICES

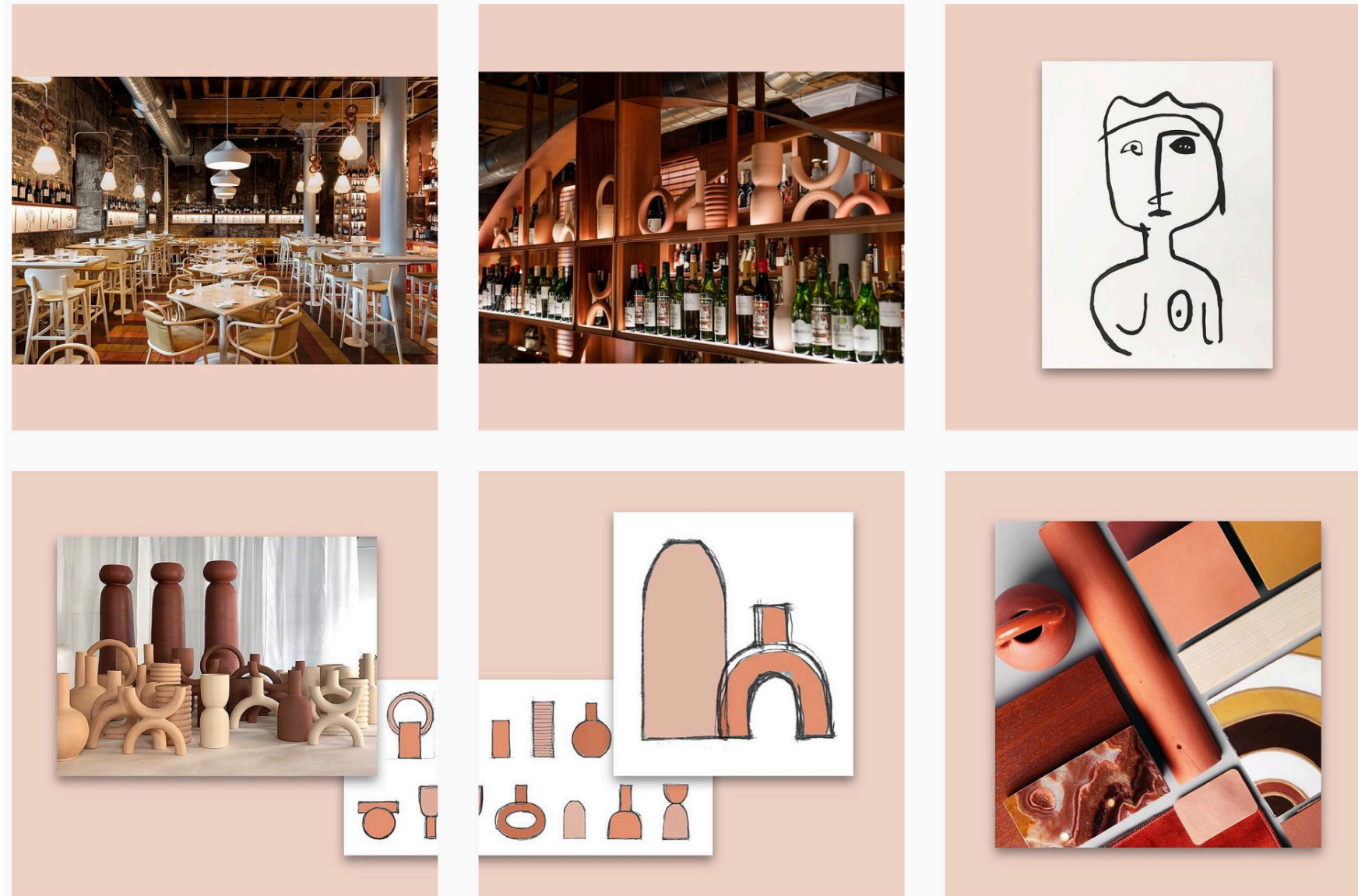
CONCEPT & NARATIVE DEVELOPMENT



ARTWORK CURATION



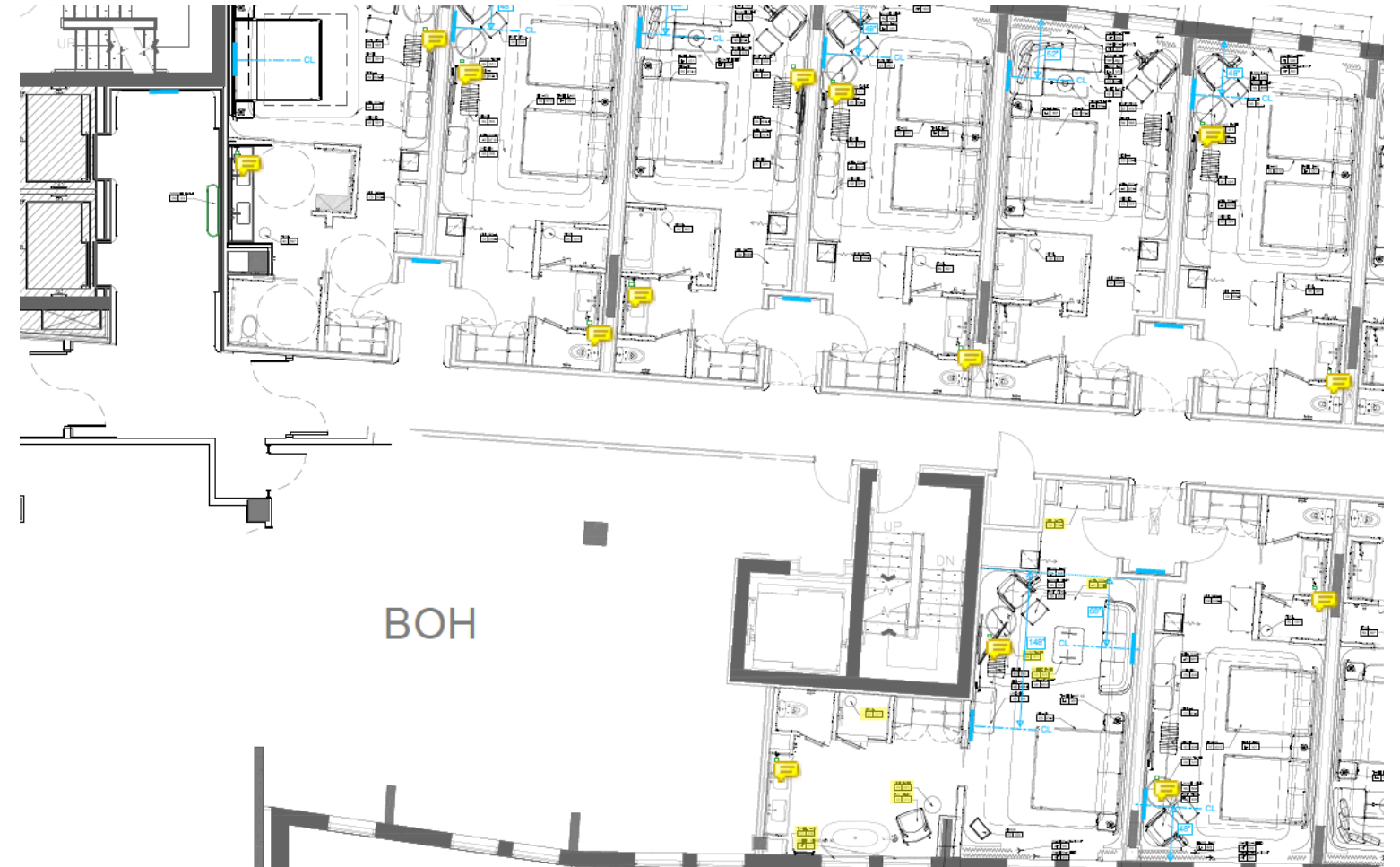
PURPOSE



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

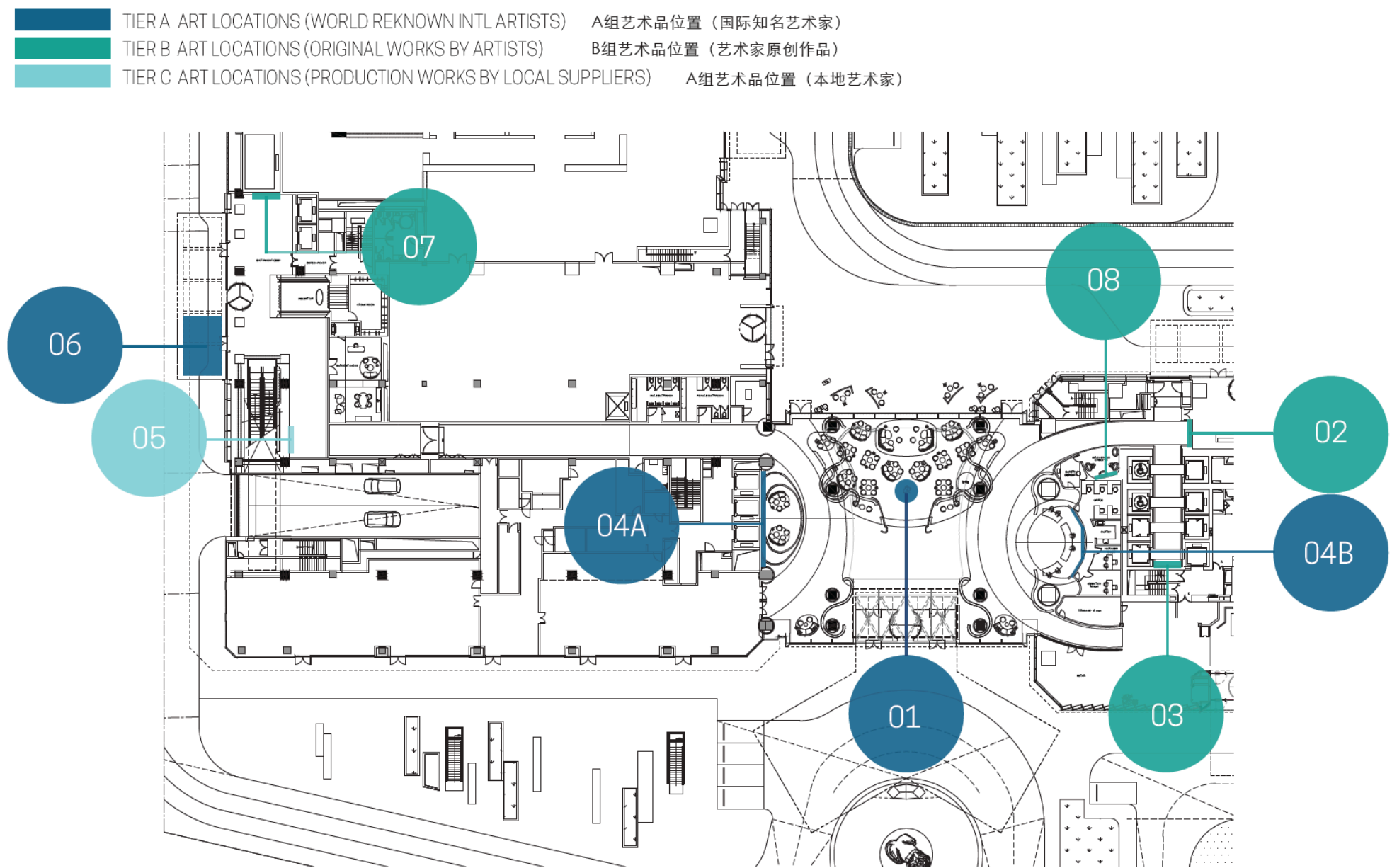


EXAMPLE OF GUEST FLOOR PLAN W/ DENOTED ART LOCATIONS

HOW TO ENGAGE GZ ART INTO YOUR PROJECT

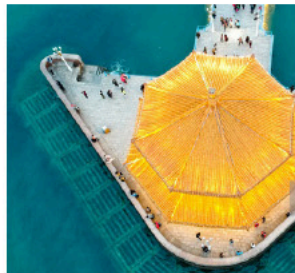
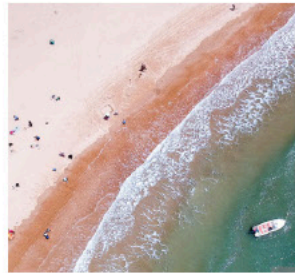
- PRESENT GZ WITH YOUR DESIGN NARRATIVE
- MEETING TO DISCUSS PROJECT SCOPE, BRAND INFORMATION, TIMELINE AND DELIVERABLES
- PRESENT AND DISCUSS PROJECT DESIGN FROM CONCEPT IMAGES TO FF&E AND ANY DESIGN DEVELOPMENTS
- PROVIDE GZ WITH ANY PREDETERMINED ART CONCEPTS, ART LOCATIONS, QUANTITIES, MATRIX FOR 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



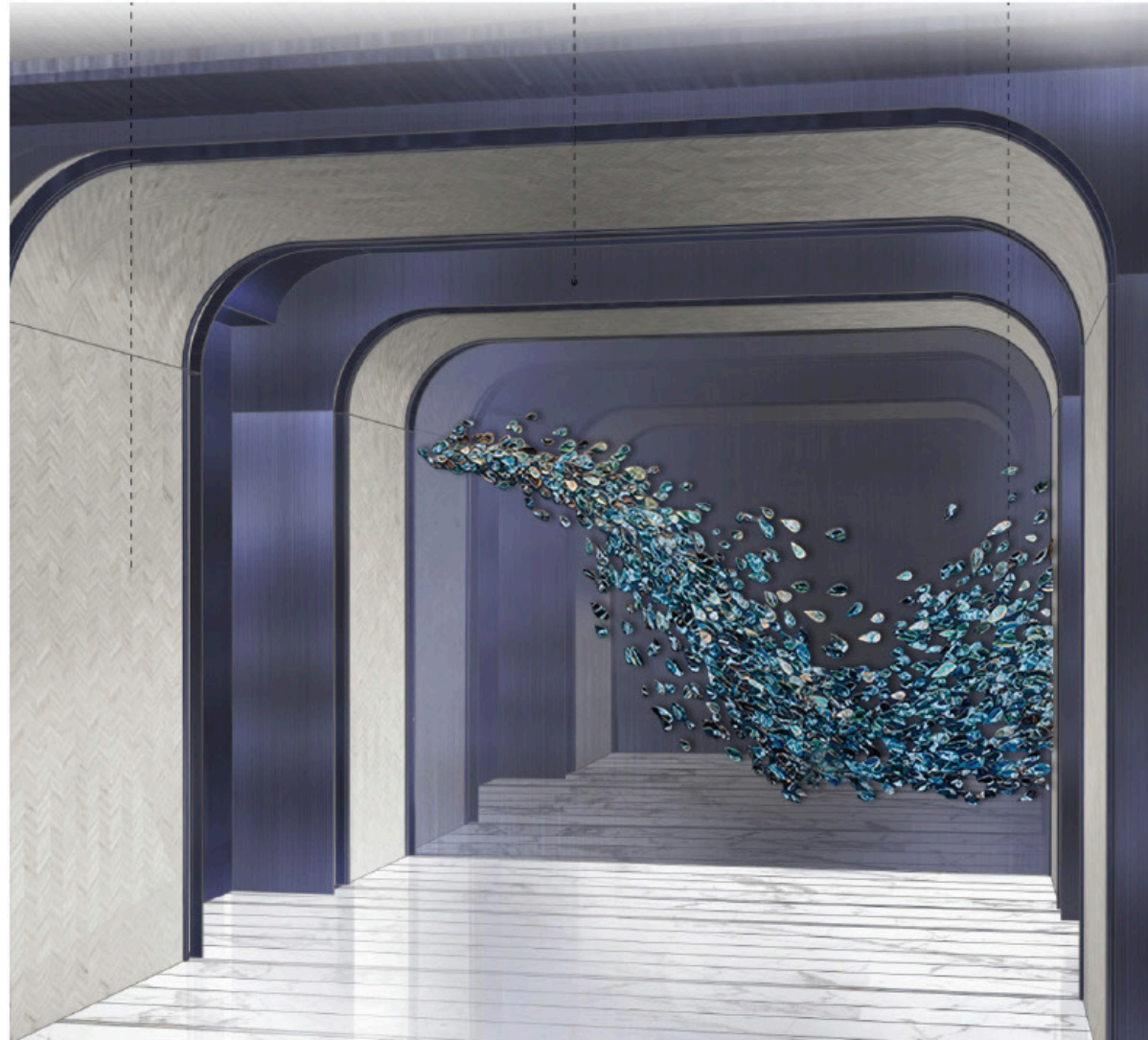
PATTERNS & SHAPES FOUND IN THE SEA
海洋符号

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'

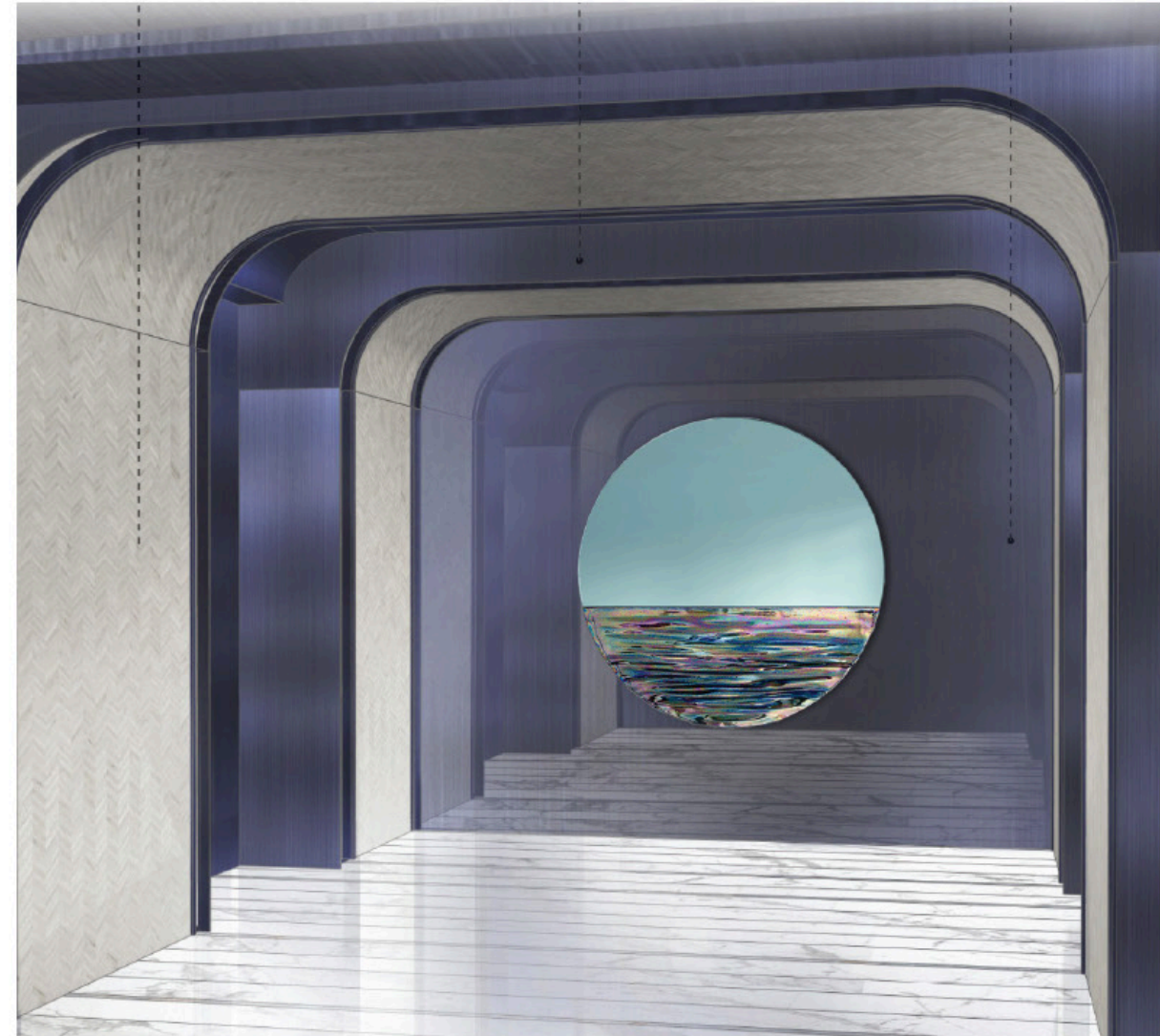
DEVELOPING AN OVERALL CONCEPT & ART DIRECTION

- 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



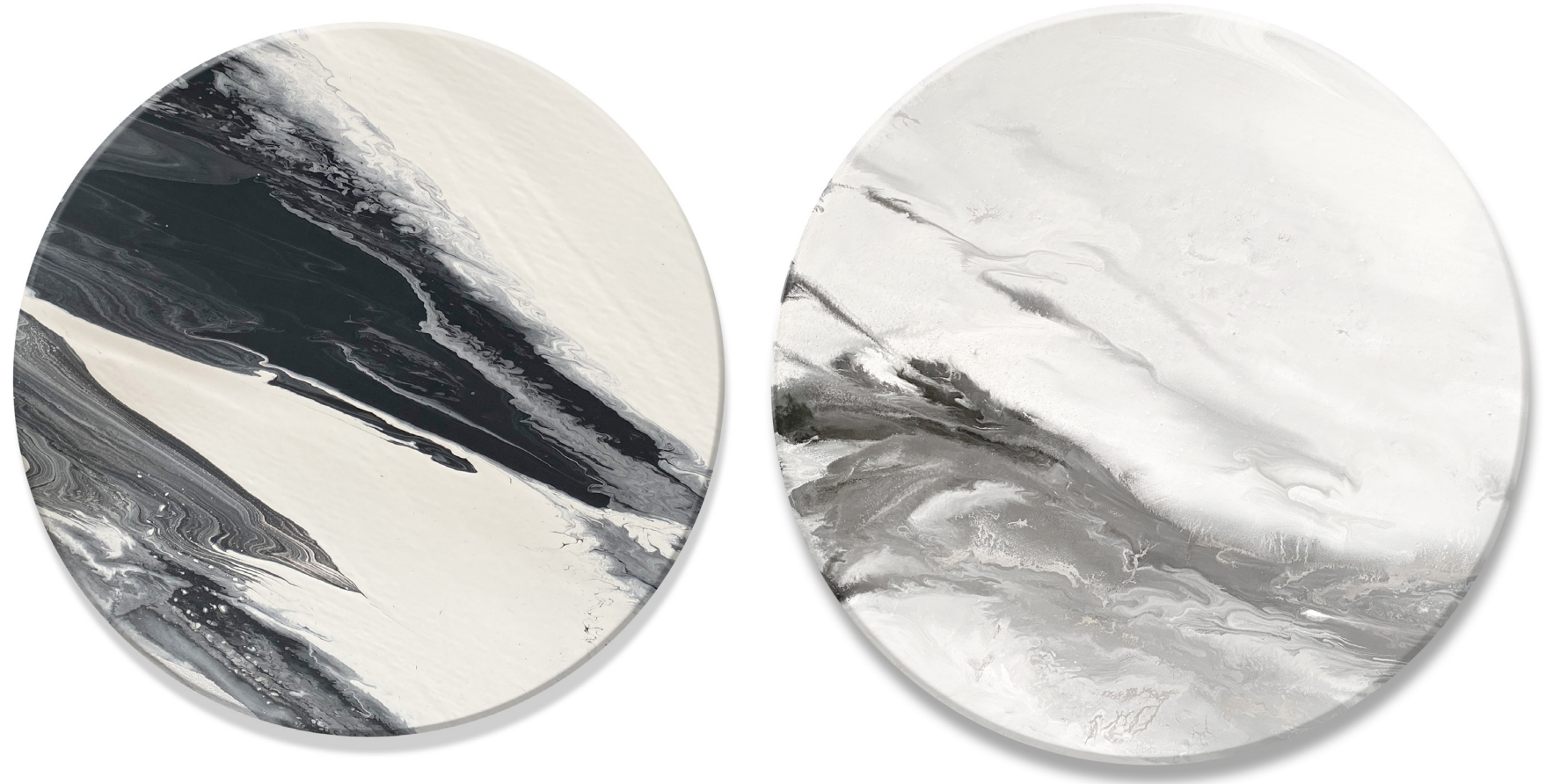
JAPANESE PAPER ART CONCEPT RE-IMAGINED FOR CONTEMPORARY HOTEL GUESTROOM

DESIGN DEVELOPMENT

DESIGNING & DEVELOPING AN ARTWORK CONCEPT



DYT HOTEL LIFT LOBBY INITIAL CONCEPT



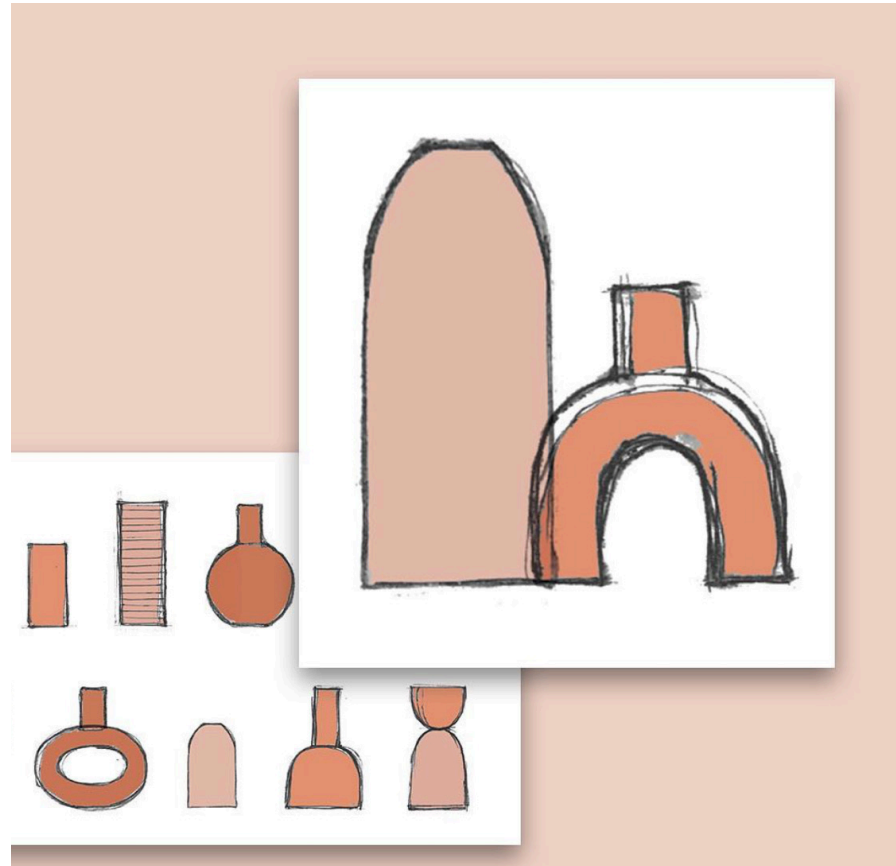
DEVELOPED ARTWORK CONCEPTS BY GZ ARTIST

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



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