

Centric**design**Studio

ArchitectureDesign

BIM+3DModeling

LEED+Sustainable



Centric**design**Studio

TechTown 440 Burroughs St. No. 306
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GraphicDesign

VisualBranding

InfoGraphics

Centric**design**Studio

Company Summary

Centric Design Studio (CDS) founders, collectively have over 21 years experience in Architecture + Graphic Design. Our **architecture services** include architectural design + planning services for new construction, renovations and additions, schematic design, design development, construction documents, and construction administration. Our **graphic design services** include graphic layouts, graphic extension of brands, info graphics and animations.

Our firm specializes in providing three dimensional modeling and visualization to our clients. State-of-the-art analysis and design tools are an integral part of the business plan. Implementation of a quality control and assurance program is the focus of our work. Our innovative approach, attention to detail and wealth of experience ensures that the organizations we deal with will stand out from the rest.

Centric Design Studio is a Limited Liability Company that was founded about ten years ago by three highly talented alumni from Lawrence Technological University with a passion for creative design that is both sustainable and of high value to our clients. CDS prides itself in its work ethic and the understanding of its clients' needs.

Definition: cen·tric (sĕn'trĭk) - Situated at or near the center; "Our clients are the center of attention."

Firm Capabilities

Studio 'A'

- Architecture + Design
- Sustainable Design + LEED® AP
- Building Information Modeling (BIM)
- Feasibility Studies + Cost Modeling

Studio 'G'

- Signage + Wayfinding Design
- Environmental Graphics
- 3-D Modeling
- Visual Branding

Mission Statement:

Centric Design Studio is an architecture firm that merges architecture and graphic design disciplines. The architecture (space) and the brand experience (business identity) relate to one another. Our method of practice gives structure to and communicates the relationships between an organization as a whole, its individuals, as well as its products and services, all with the objective of design value.

“Good design is good business.” We strive to solve the client’s problem and exceed their expectations.

VisionarySolutions

QualityDriven

SustainablePractice

Certifications:

Wayne County USDOT

- **DBE** (Disadvantage Business Enterprise) - HRD0920360

Wayne County Airport Authority

- **SBE** (Small Business Enterprise) – SBE09-0102

Wayne County

- **SBE** (Small Business Enterprise) - HRD0920360
- **CBE** (County Based Enterprise) - HRD0920360
- **MBE** (Minority Owned Business Enterprise) - HRD0920360
- **FEP** (Fair employment Practices Compliance) – HRD0920360

NAICS Codes:

541310- Architectural Services

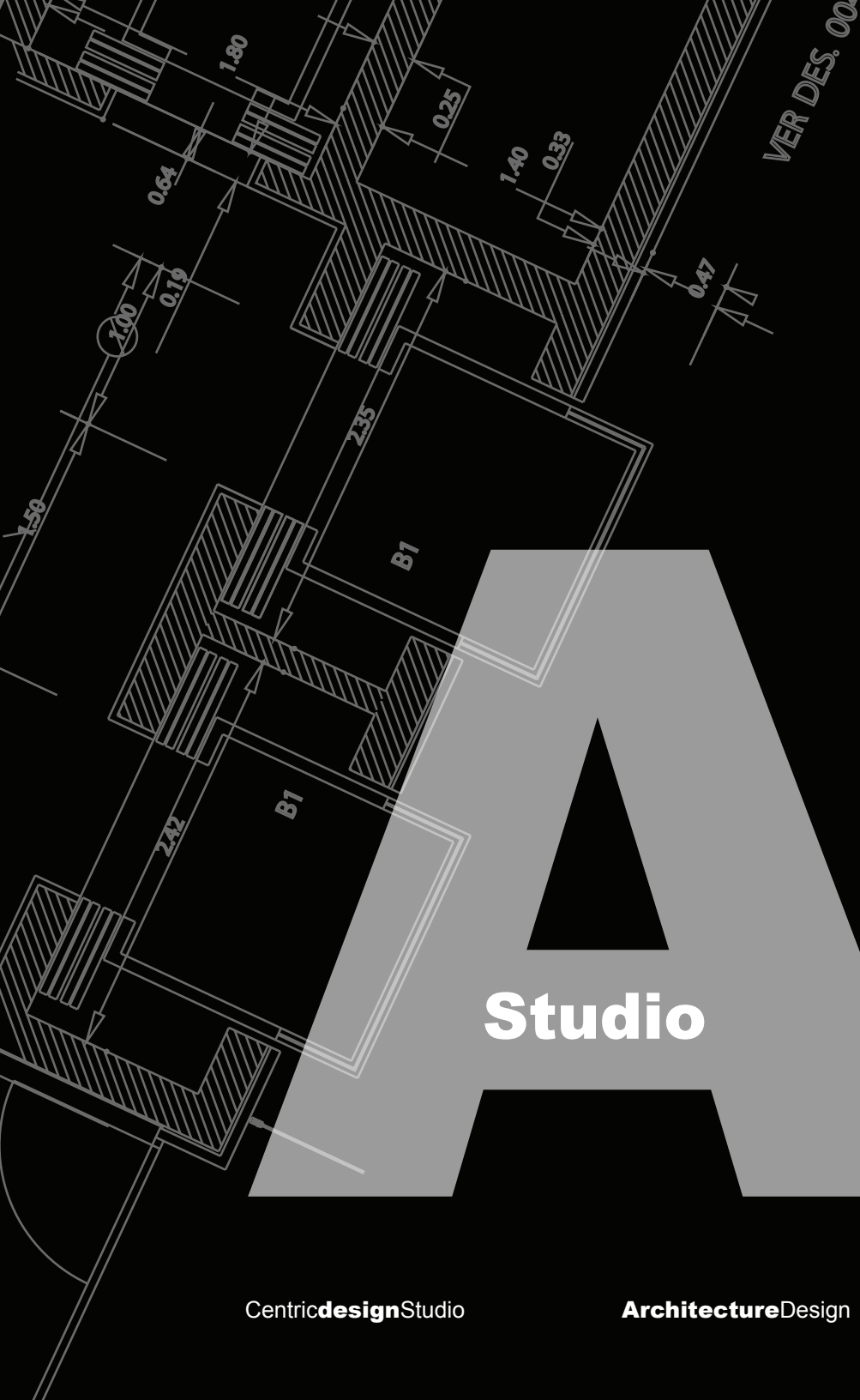
541330- Engineering Services

541340- Drafting Services

541410- Interior Design Services

541430- Graphic Design Services

541490- Other Specialized Design Services



A

Studio

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TechTown 1st Floor Renovation

Detroit, MI

Services:

Architectural Design
Code Analysis
Construction Documents
Building Information Modeling
Construction Administration

TechTown wanted to create a open, collaborative environment for co-working, entrepreneurs, along with a best-in-class conference center to serve the expanding need for flexible meeting space in this building.

To meet the client's vision, Centric Design Studio's plan is to open up the interior space by removing existing partitions and expose the big, beautiful windows to bring in more natural light. The renovated layout includes meeting rooms of various sizes and equipped with the latest technology; a completely redesigned kitchen; and membership-based co-working space for mobile entrepreneurs seeking opportunities to collaborate with like-minded peers.

Architect of record:

Centric Design Studio

Interior Design:

Patrick Thompson Design

Engineering:

Ghafari Associates

Approx. SF: 20,638

Cost: 1.5 Million



Tech Town (Exterior)



Reception



Co-Working Area



Pop Up Kitchen



Co-Working Lounge



Co-Working Kitchen Seating

Detroit Public Schools Burton International Academy

Detroit, MI

Services:

Schematic Design
Building Code Review
Construction Documents
Interior Design
Construction Administration
Project Management

Centric Design Studio was the Architect of Record for this Design-Build project for Burton International Academy. This kitchen renovation project included updates to existing prep kitchen + servery equipment (cooking & warming ovens, exhaust hood, suppression system, new freezer, grease trap and new sinks). Aesthetic renovation for the kitchen + servery included toilet, locker room, ceiling and floor tile replacement.

Burton Academy's flex space called (Cafetorium) combines the auditorium + lunch room functions. This space required ceiling, floor + door replacement, and renovation to the performance stage.

Approx. SF: 9,560

Est. Cost: \$749,000



Detroit Public Schools Program Manager

Detroit, MI

Services:

Program Management
Project Management
Architectural Design
Architectural Peer Review
Building Code Review

Centric Design Studio (CDS) is part of the Bond Program Manager joint venture team consisting of Fanning/Howey Associates (the third largest educational planning and architectural firm in the US) & Dokes Design.

CDS is providing bridging documents, programing and defining scope of work for design build teams. Construction phase services include digital submittal processes, peer reviews, code compliance checks, punch lists, and close out on behalf of the owner of four of the modernization projects.

Scope:

18 Schools -
8 new construction LEED Silver
10 renovation
1 new Public Safety Building
1 School Demolition

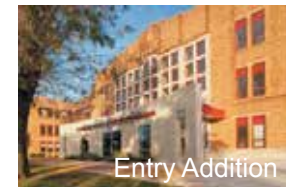
Budget: 500.5 Million



Cafeteria Addition



Library



Entry Addition

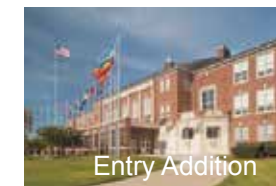
Denby High School



Lab Classroom



Workshop Lab



Entry Addition

Western International High School

Inalfa Roof Systems Inc.

Auburn Hills, MI

Services:

Interior Design Services
Environmental Graphic Design

Global company, Inalfa Roof Systems, Inc. hired Centric Design Studio for interior design upgrades to their USA facility in Auburn Hills, MI. After evaluating the space and listening to the needs of this client, upgrades to the lobby, corridors, offices, conference rooms + break areas were targeted by Centric Design Studio for upgrades that fit the project budget.

Upgrades included:

- Carpet
- Floor Tile
- Paint
- Furniture Selection
- Planting Accessories

Additional services included environmental graphics such as logo signage, 154sf graphic wall wrap + acrylic signage representing Inalfa's global presence. Global representation is displayed two ways; using the flag of each country Inalfa has operations in and a wall clock with each country's geographic border. CDS worked with consultant Detroit Design Center for the lobby sculpture pictured.

Scope:

Approx. SF: 162,000
Cost: \$ Undisclosed

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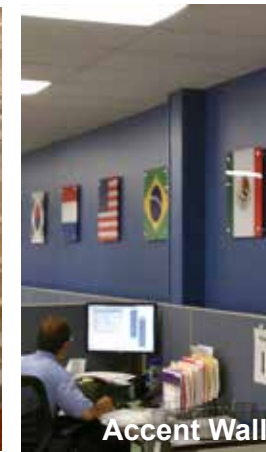
Lobby View



Corridor



Break Area



Accent Wall



Lobby Seating Area

DMC Cardiovascular & Multispecialty Building

Detroit, MI

Services:

Design Development
Construction Documents
Building Information Modeling (BIM)
with the purchase of the Detroit Medical Center (DMC) by Vanguard Health Systems, major renovations and new construction started in 2011.

Centric Design Studio is partnered with experienced team members of Harley Ellis Devereaux, Metco, BEI and DPRA. The team was awarded the CVI & HUH Multispecialty Building & Parking Structure. New Construction of this project is to take place at the DMC Central Campus in Detroit, MI.

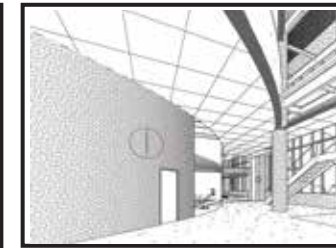
The Cardiovascular Institute & Multispecialty Building will house interventional & non-invasive cardiology, ambulatory surgery & two floors of medical office functions.

Approx. SF: 162,000

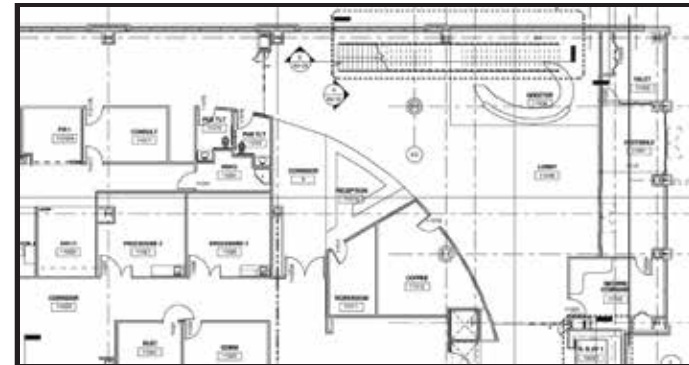
Cost: \$110 Million (estimated)



Exterior Model



Interior Model



Partial BIM Floor Plan



Conceptual Rendering

Hair Essentials Salon Studio

Ann Arbor, MI

Services:

- Architectural Design
- Design Development
- Site Selection
- Construction Documents
- Conceptual Development
- 3D Model

Hair Essentials Salon Studios functions as a salon incubator. Hair Essentials offers unique, salon studio rooms offering each stylists the opportunity of owning their own salon without the large initial investment. Centric Design Studio's graphic and elegant design approach reinforces the unique hair salon business model of our client. Thirteen luxurious suites are completely private that are fully equipped with styling station, ceramic shampoo bowl, European hair dryer, and more based on reception, staff working and service needs. The layout of traditional hair salons usually has three spaces, reception, staff working and service. In this project, we've decided to break the norm and re-organize space to improve client comfort and privacy.

Approx. SF: 2,376

Cost: Undisclosed



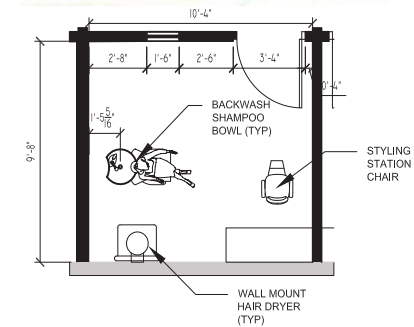
STUDIO 1



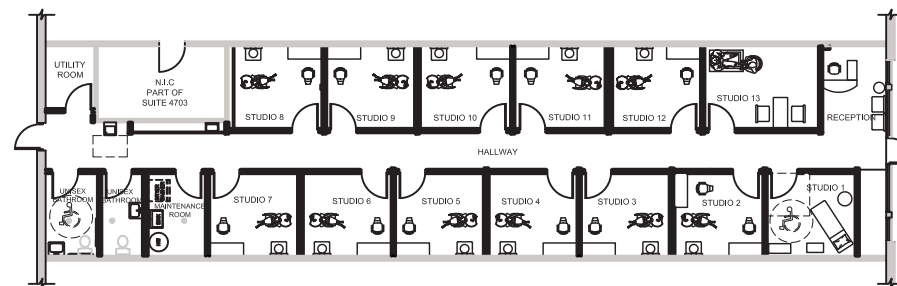
FRONT FACADE



STUDIO 7



1 TYPICAL SALON ROOM



FLOOR PLAN

HUDA Clinic

Detroit, MI

Services:

Conceptual Design
Master Planning
Campus Planning
Code/ Zoning Study
Design Development.

Health Unit on Davidson Avenue (HUDA) Medical Clinic provides a range of free medical services from prenatal to cancer care. A proposed new 4,000 square foot clinic will contain 6 exam rooms, 3 doctor offices, patient education/ social worker office, pharmacy and small lab space. Schematic drawings are in development for the outpatient medical clinic.

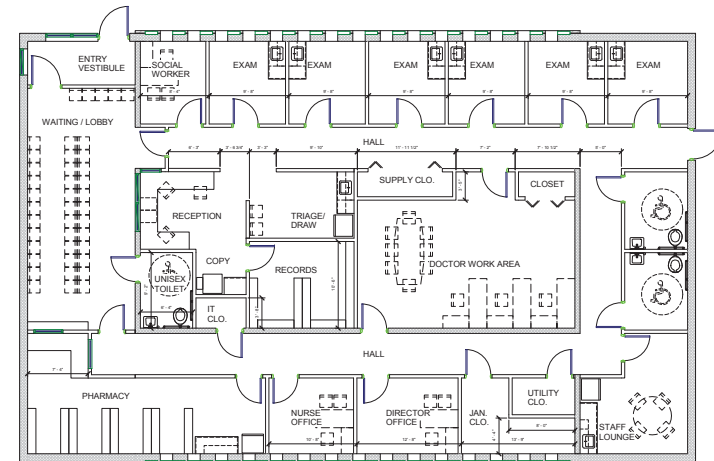
Approx. SF: 4,000
Est. Cost: 1.2 Million



Exterior 3D Model



Interior 3D Model (Lobby)



Floor Plan

New Birth Baptist Church

Inkster, MI

Services:

- Conceptual Design
- Master Planning
- Campus Planning
- 3D Modeling
- Land Acquisition Consulting
- Code/ Zoning Study
- Design Development
- LEED Evaluation
- Technical Product Research
- Construction Documents
- Construction Administration Services

The project consists of a 20,000 square foot addition and 16,000 square feet of renovation. The new addition will contain: 800-seat sanctuary, offices, 100 choir seating area, choir rehearsal area, bookstore, café, computer business center with one public conference room and new playground area.

The renovated areas include nursery/daycare area and changing the existing sanctuary into a banquet/fellowship hall.

Approx. SF: 20,000 (building addition)

Cost: Est.- \$8,700,000 to \$9,800,000



Grace Bible Chapel Gymnasium Addition

Detroit, MI

Services:

Conceptual Design Study
Gymnasium Addition
Architect of Record

This Design-Build Project Program includes:

Full Basketball Court
Multi-purpose Space
Prep Style Kitchen
Restrooms
Chair Storage
Elevator
Vestibule

Design Build Project Team:

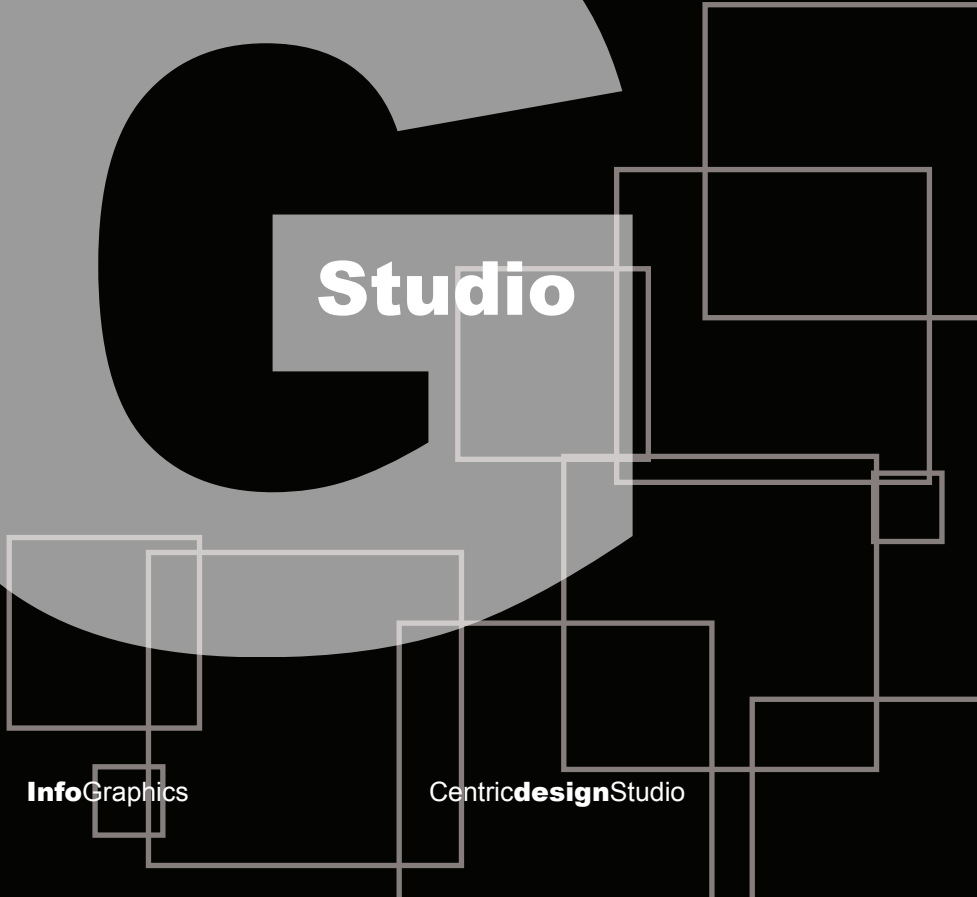
Centric Design Studio, LLC
Architect of Record

Johnson Design Professionals
Designer

Charles James Associates, Inc.
Contractor

Approx. SF: 6,637
Est. Cost: \$700,000





GraphicDesign

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Acrylic Wall Graphics



Wall Wrap + Sculpture



Lobby Signage



Acrylic Wall Clock Graphics

Inalfa Roof Systems Inc.

Auburn Hills, MI

Services:

Environmental Graphic Design

Global company, Inalfa Roof Systems, Inc. hired Centric Design Studio for interior design upgrades to their USA facility in Auburn Hills, MI. After evaluating the space and listening to the needs of this client, upgrades to the lobby, corridors, offices, conference rooms + break areas were targeted by Centric Design Studio for upgrades that fit the project budget.

Additional services included environmental graphics such as logo signage, 154sf graphic wall wrap + acrylic signage representing Inalfa's global presence. Global representation is displayed two ways; using the flag of each country Inalfa has operations in and a wall clock with each country's geographic border. CDS worked with consultant Detroit Design Center for the lobby sculpture pictured.

Scope:

Cost: \$ Undisclosed

GraphicDesign

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CentricdesignStudio

Flood Animation Plymouth, MI

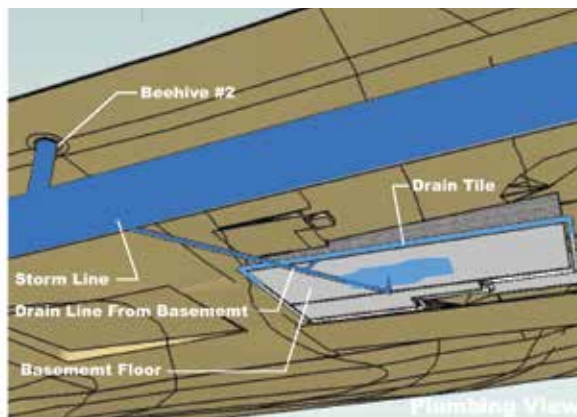
Services:
Flash animation for
court case.

Centric Design Studio was hired to assist with a court case when a client's basement was flooded due to blockage in a storm water line in a residential subdivision.

CDS recreated the residential subdivision and animated the elements that caused the basement of the home to flood. Featured on this page are stills of the 3-D model and animation that was used in the court case.

This animation can be viewed by simply typing or copy pasting the following link in your internet browser:

www.centricdesignstudio.com/floodAnimation.swf





Webpage Extension

New Birth Baptist Church Detroit, MI

Services:
Web Page Extension
Infographic Poster

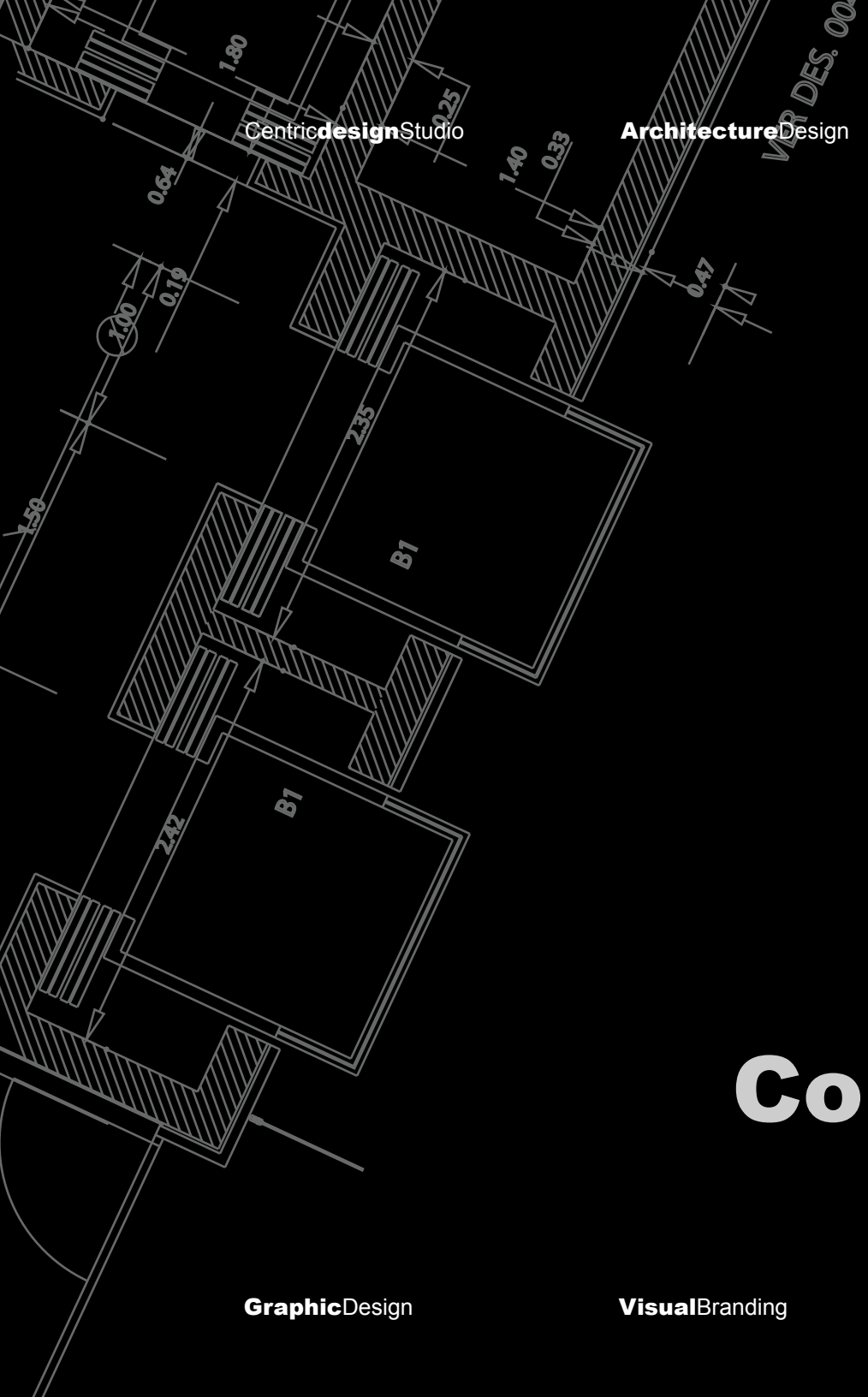
With a planned 20,000 square foot worship facility addition, New Birth Baptist Church of Inkster, MI needed assistance in the promotion and fundraising of their vision. Centric Design Studio designed a web page as an extension of the church's existing website. The goal of the page was to specifically address the promotional needs for the planned building addition.

The page provides 24/7 access for members of the congregation (and others) to view floor plans, 3D images as well as make donations.

In addition, Centric Design Studio provided an informational graphic (known as infographic) poster for the church to put on display in their current facility. The graphic orientates people on how the planned development will look and operate.



Info Graphics



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CommunityWork



**Green Jobs Training
Program for Detroiters
Working for
Environmental Justice**
Detroit, MI

Services:

Curriculum Development
Sustainable Design Consulting
CAD/ BIM Training
LEED Concepts Overview
Construction Document Reading

Centric Design Studio is engaging with our community with Green Jobs Training. One of our clients, Detroiters Working for Environmental Justice (DWEJ) is focused on building a green collar workforce to transform the city's 50,000 brown fields into viable and sustainable communities. Some of the courses included in the program:

- Energy Audits/Retrofitting
- Deconstruction
- Phase I /Phase II Environmental Site Assessments
- Green Landscaping
- Mold Remediation
- Lead Worker Certification

(Centric Design Studio- Training Area)

- Computer Aided Design(CAD)
 - Building Information Modeling (BIM)
- BIM is used to aid in the design & technical/engineering of buildings. It also aids in building energy studies.



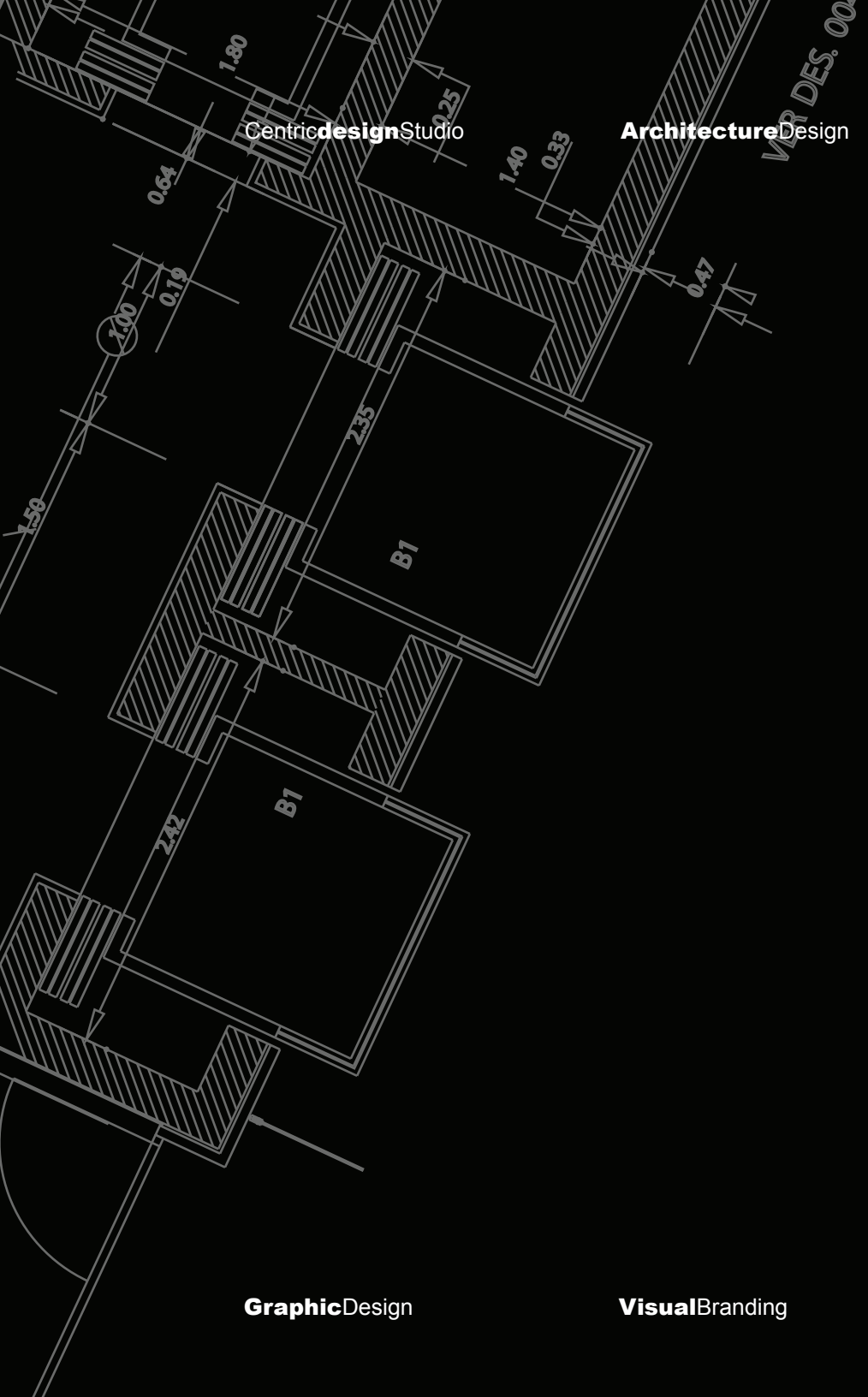
Graduating Class 2009



Training Class



Graduation Ceremony



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Key People

InfoGraphics

Centric**design**Studio

Sandra Little

Architect, AIA, NCARB, LEED AP, NOMA



Education:

Master of Architecture

Lawrence Technological University | Southfield, MI

Bachelor of Science in Architecture & Design

Lawrence Technological University | Southfield, MI

Professional Experience:

2001 – Present | **Centric Design Studio, LLC**

Architect/ Project Management/ Owner

Commercial, Institutional, Religions and Residential architectural projects. Graphic design exposure with corporate identity packages and marketing packages.

2008 – 2011 | **ITT Technical Institute**

Adjunct Professor

Teaching courses in the School of Drafting and Design in the Bachelors and Associates Degree Programs.

2004 – 2008 | **Hamilton Anderson**

Project Architect | Project Manager

Experience with Commercial, Urban Redevelopment, Hospitality and Municipal projects.

1999 – 2003 | **Ghafari Associates, LLC**

Architect

Experience with Commercial, Institutional, Industrial and Municipal projects.

1995 – 1999 | **EBH Design, Inc.**

Intern Architect | CAD Manager

Experience with Commercial, Institutional, and Multifamily housing projects.

Registration & Professional Affiliations:

Registered Architect in the State of Michigan, AIA, NCARB, LEED AP, NOMA

Damon Thomas

Design Director, LEED AP, NOMA



Education:

Bachelor of Science in Architecture & Design

Lawrence Technological University | Southfield, MI

Associate of Science | Architecture Construction Technology

Henry Ford Community College | Dearborn, MI

Professional Experience:

2001 – Present | **Centric Design Studio, LLC**

Designer | Planner | Visual Communications

Experience with Commercial, Institutional, Religious and Residential architectural projects. Graphic design exposure with corporate identity and marketing packages and web page design.

2001 – Present | **Henry Ford Community College**

Adjunct Instructor

Teaching courses in Residential Detailing | Tutor for AutoCAD.

2009 – 2011 | **Baker College**

Adjunct Instructor

Teaching courses in Building Codes & Building Construction Materials.

2001 – 2008 | **Harley Ellis Devereaux**

Project Leader

Construction document development, Revit, AutoCAD and Microstation drafting and detailing, LEED Documentation, Construction Administration.

1997 – 2001 | **Hannah & Associates, Inc.**

Intern Architect

Draftsperson, AutoCAD and Microstation drafting and detailing, Construction Administration.

Registration & Professional Affiliations:

LEED AP, NOMA

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to learn about



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