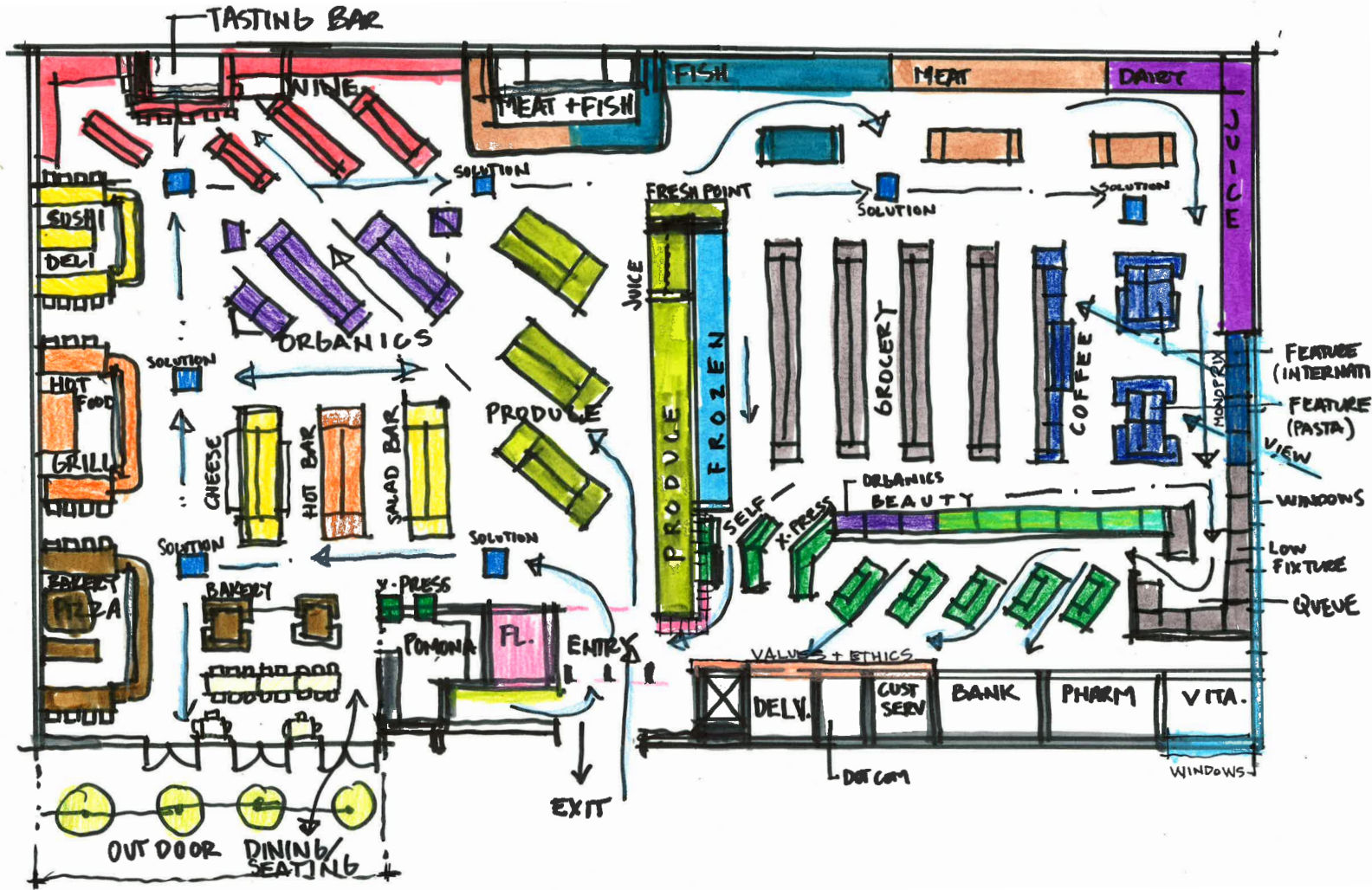
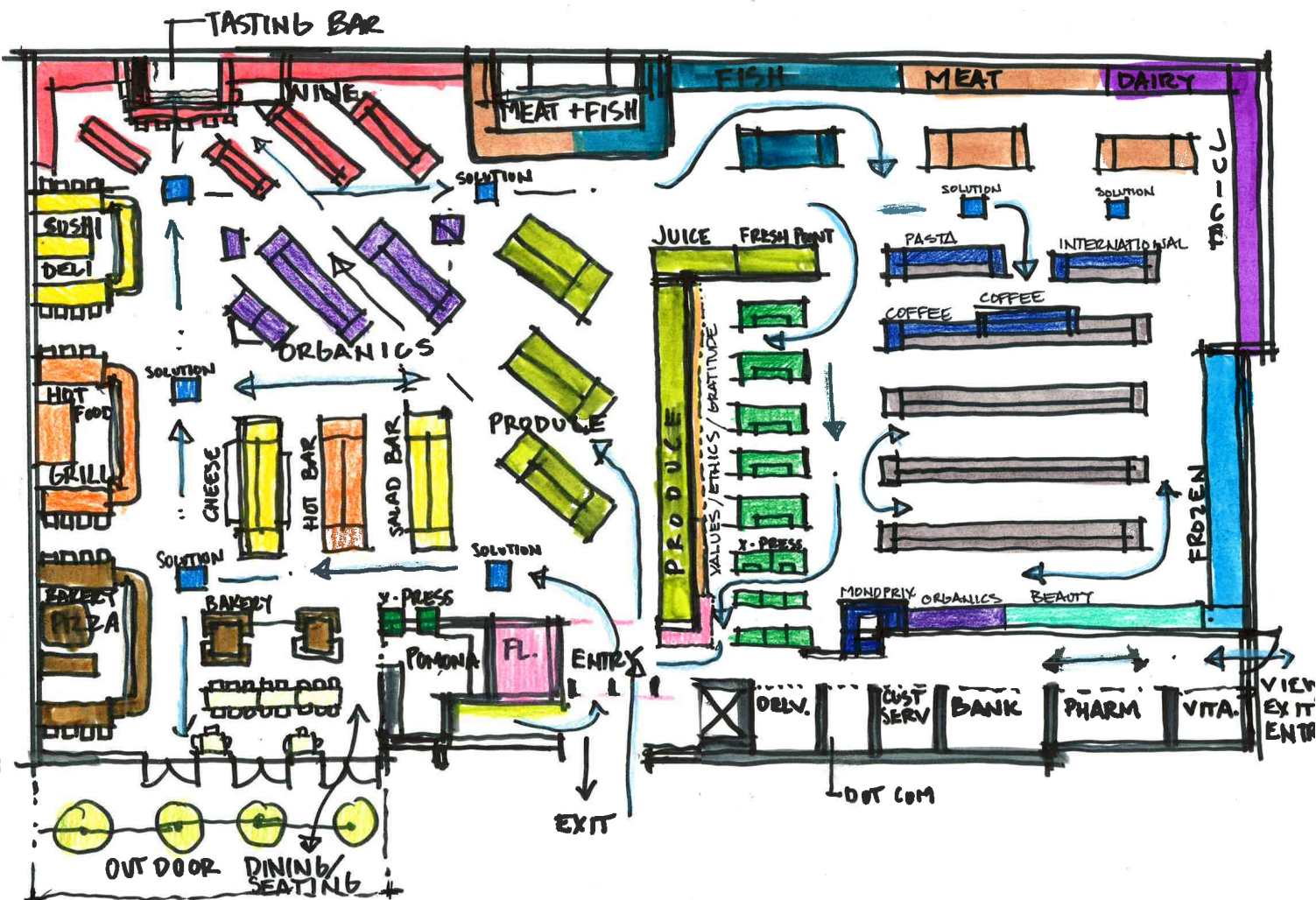


**MARK VAIDA**  
SKETCHES AND RENDERINGS  
2013 - 2017

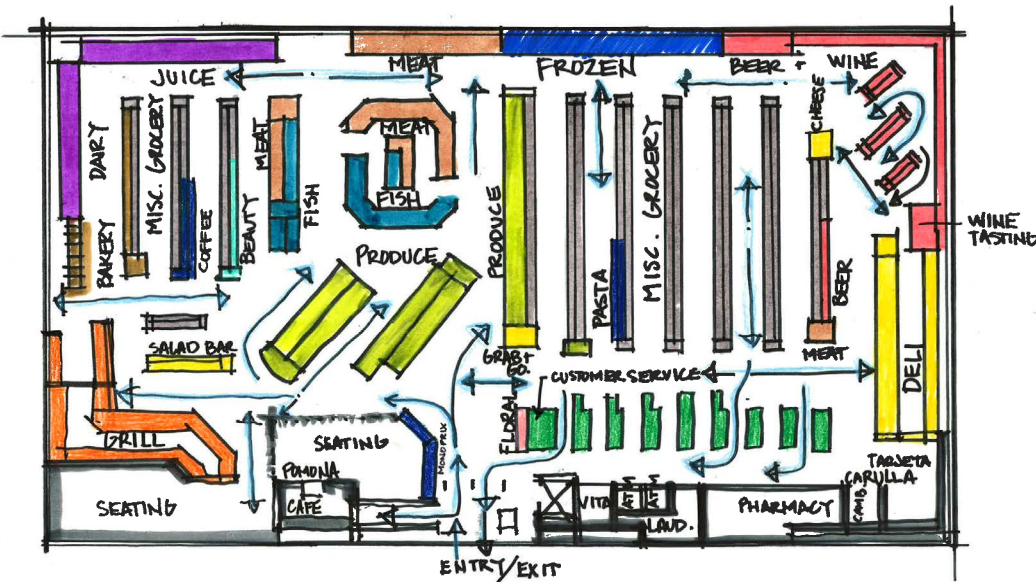
SKETCHES: Store Plans



Community Market w/ Queue



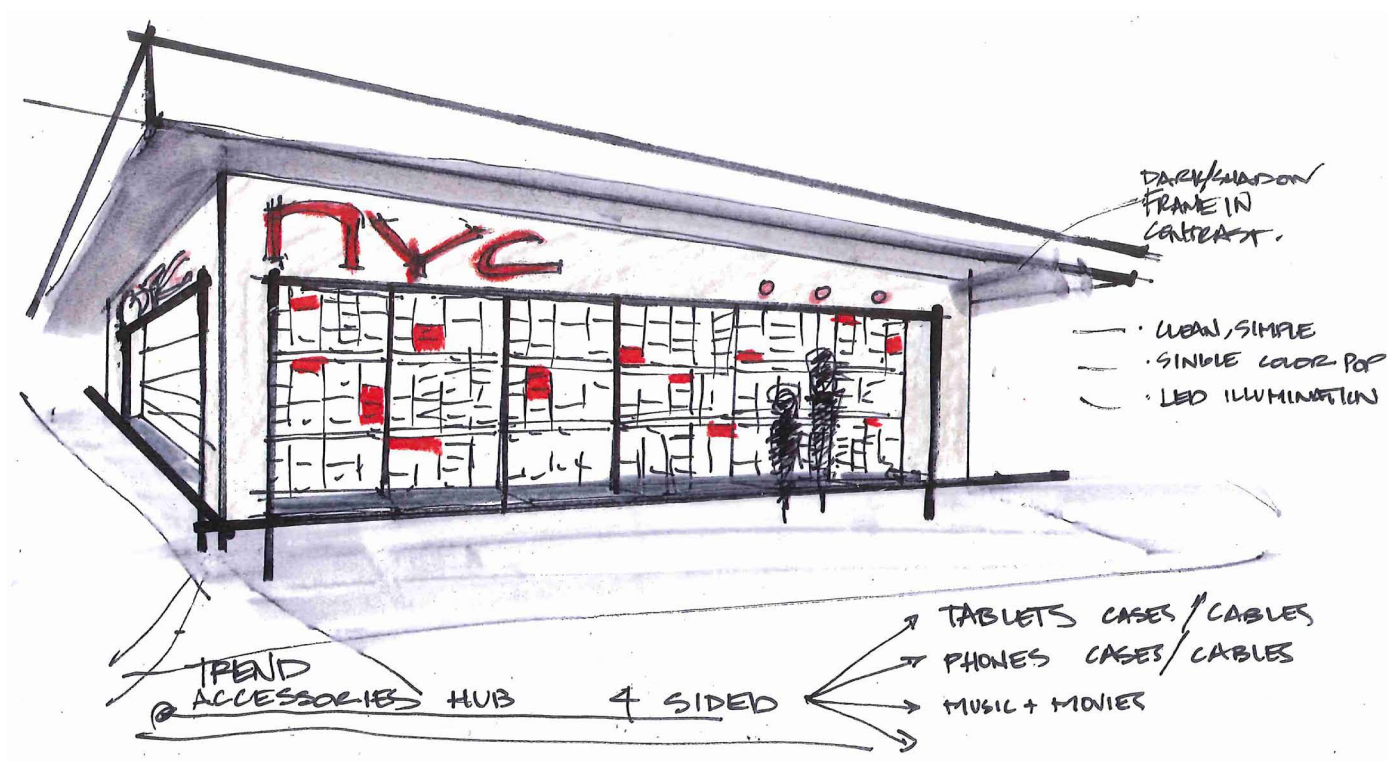
Community Market w/ Central Check Lanes



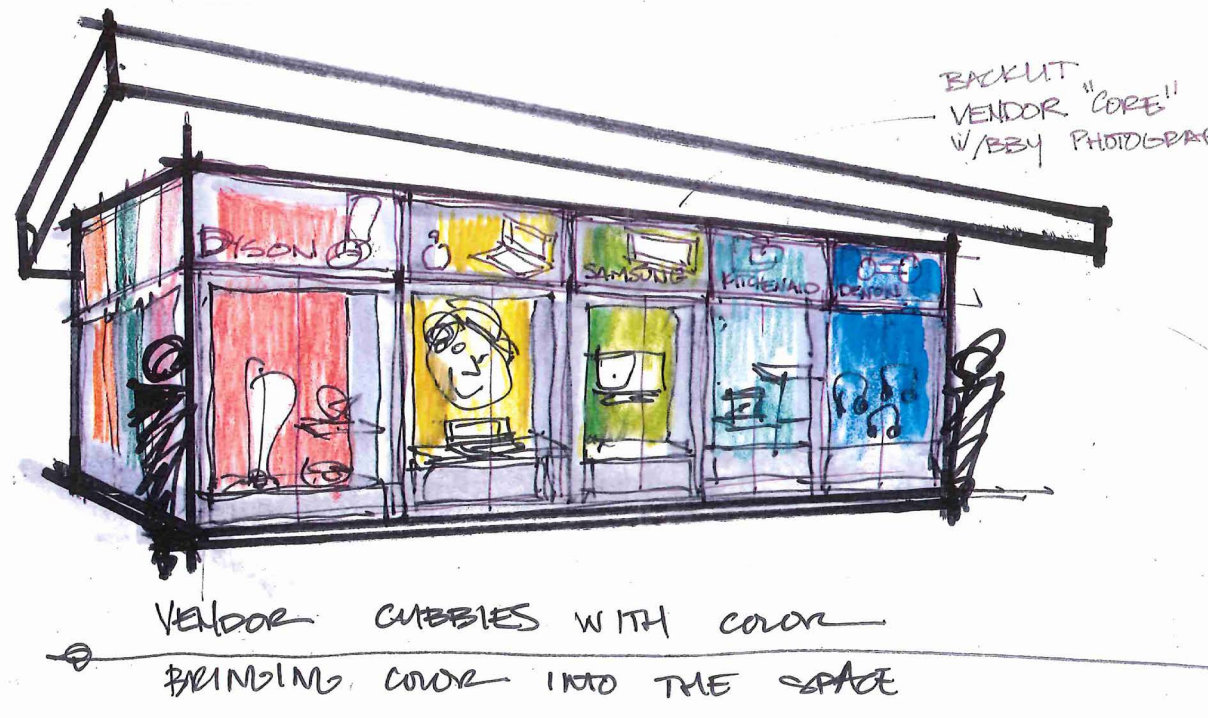
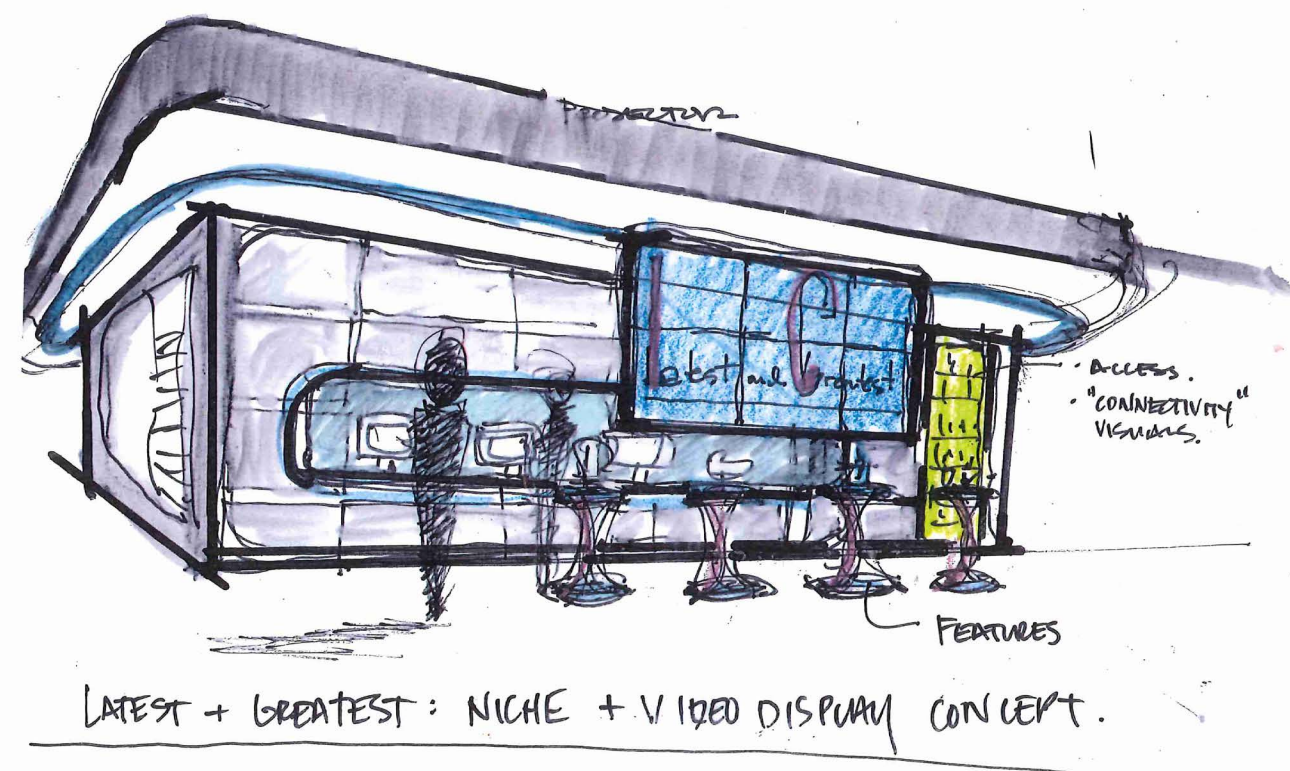
Existing Carulla Store



SKETCHES: Retail Environments & Merchandising

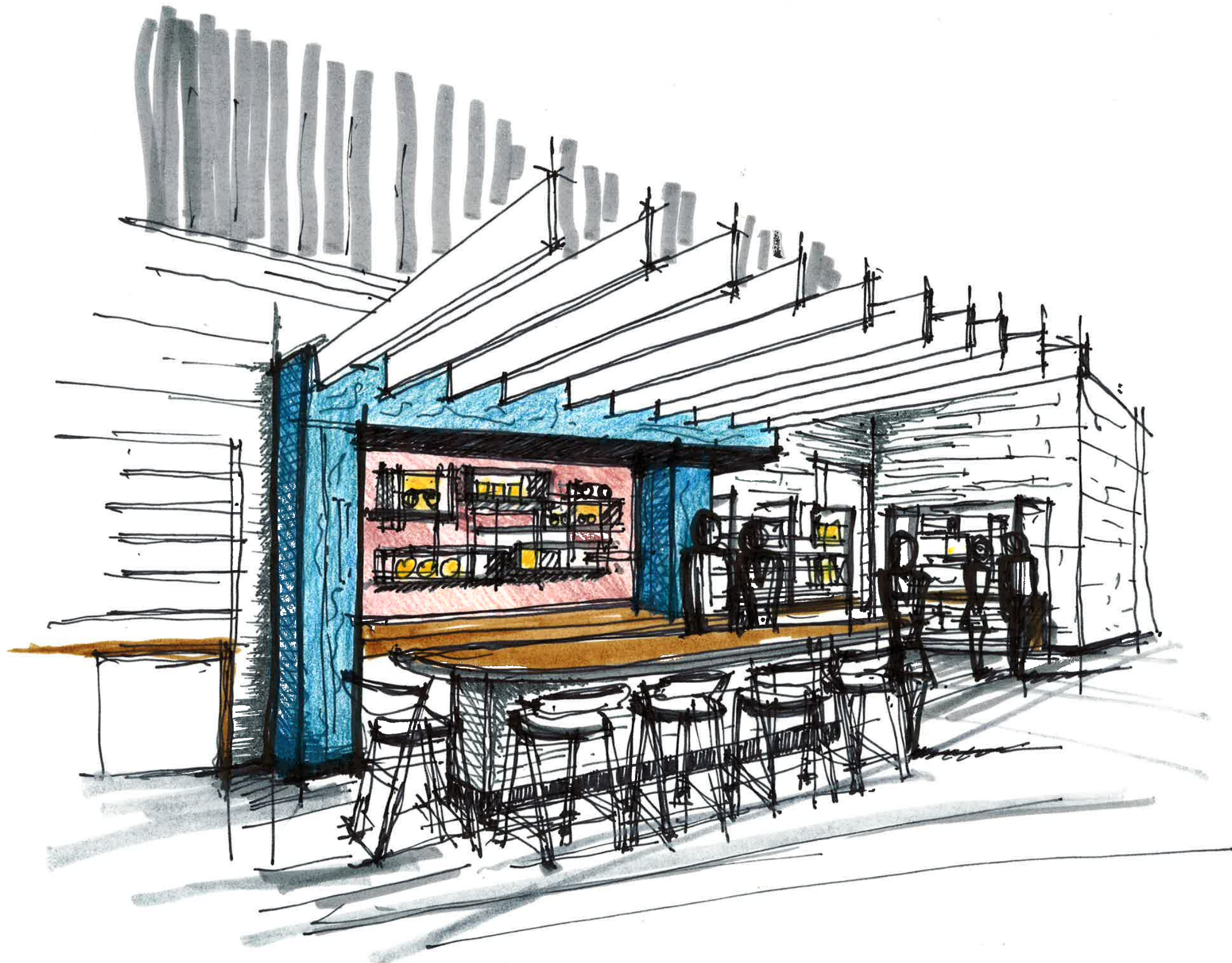


1) GREEN LOUNGE / SET UP BAR  
2) ACCESSORIES  
SIDE 3) LAMING?  
SIDE 4) GRAPHICS?



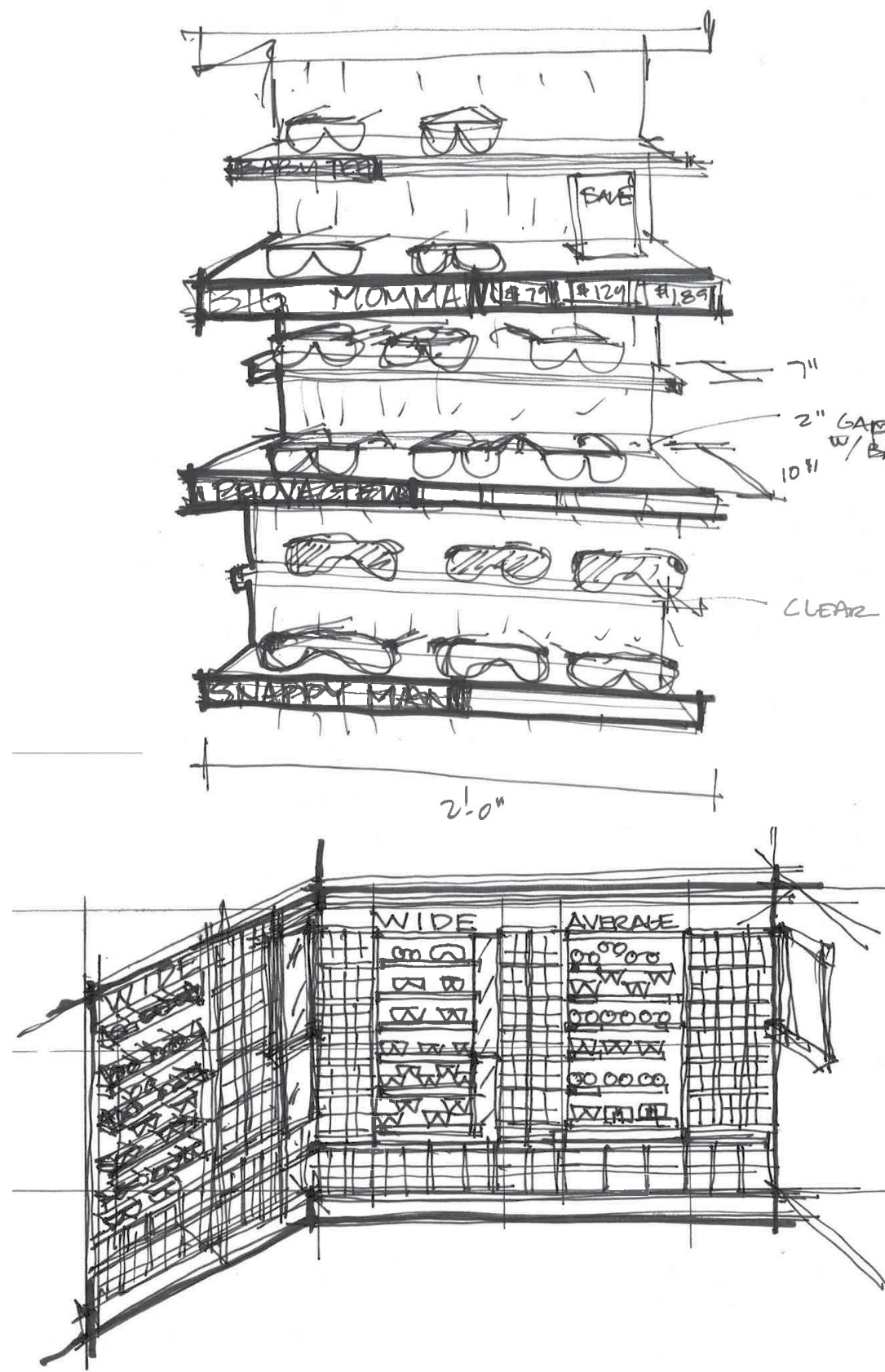
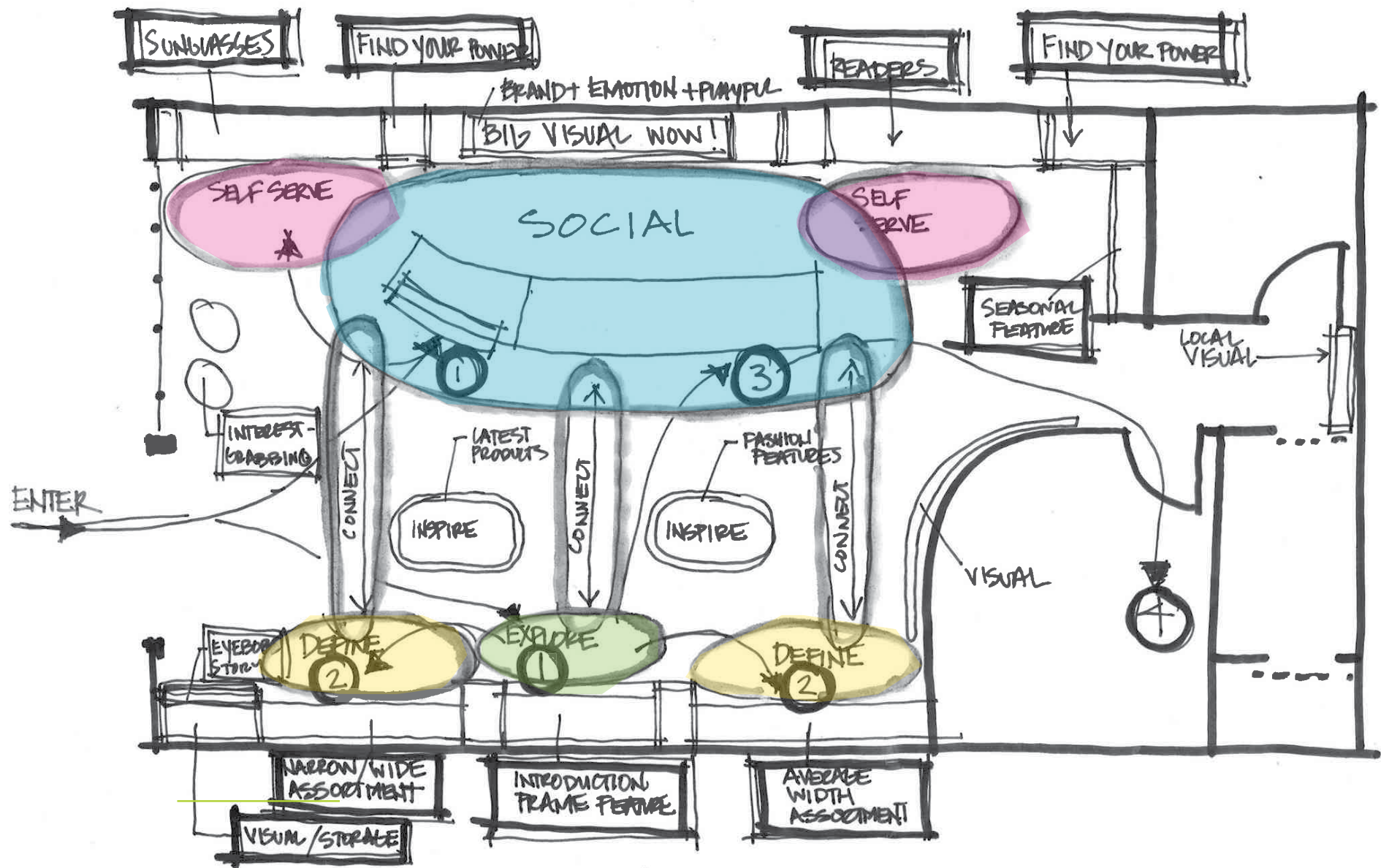


# SKETCHES: Retail Environments



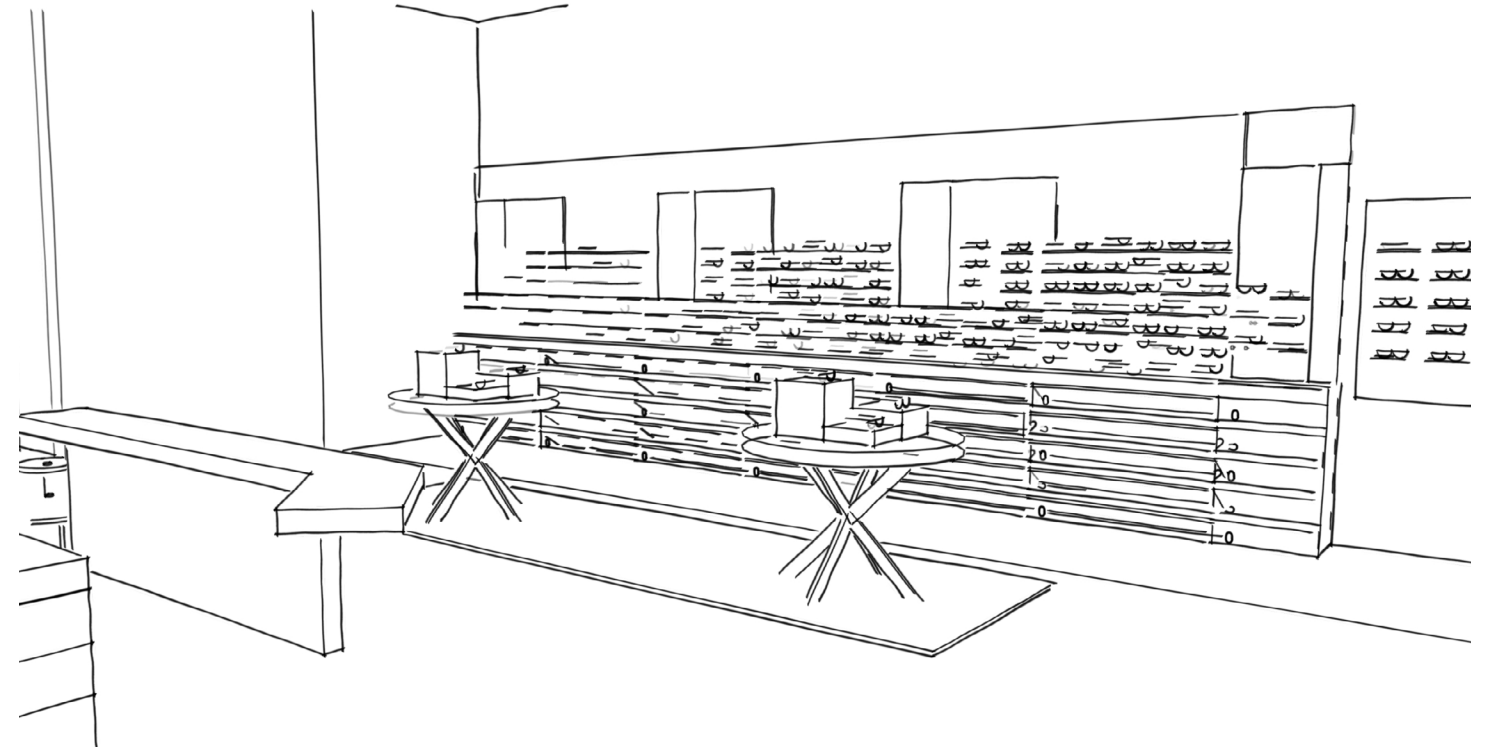
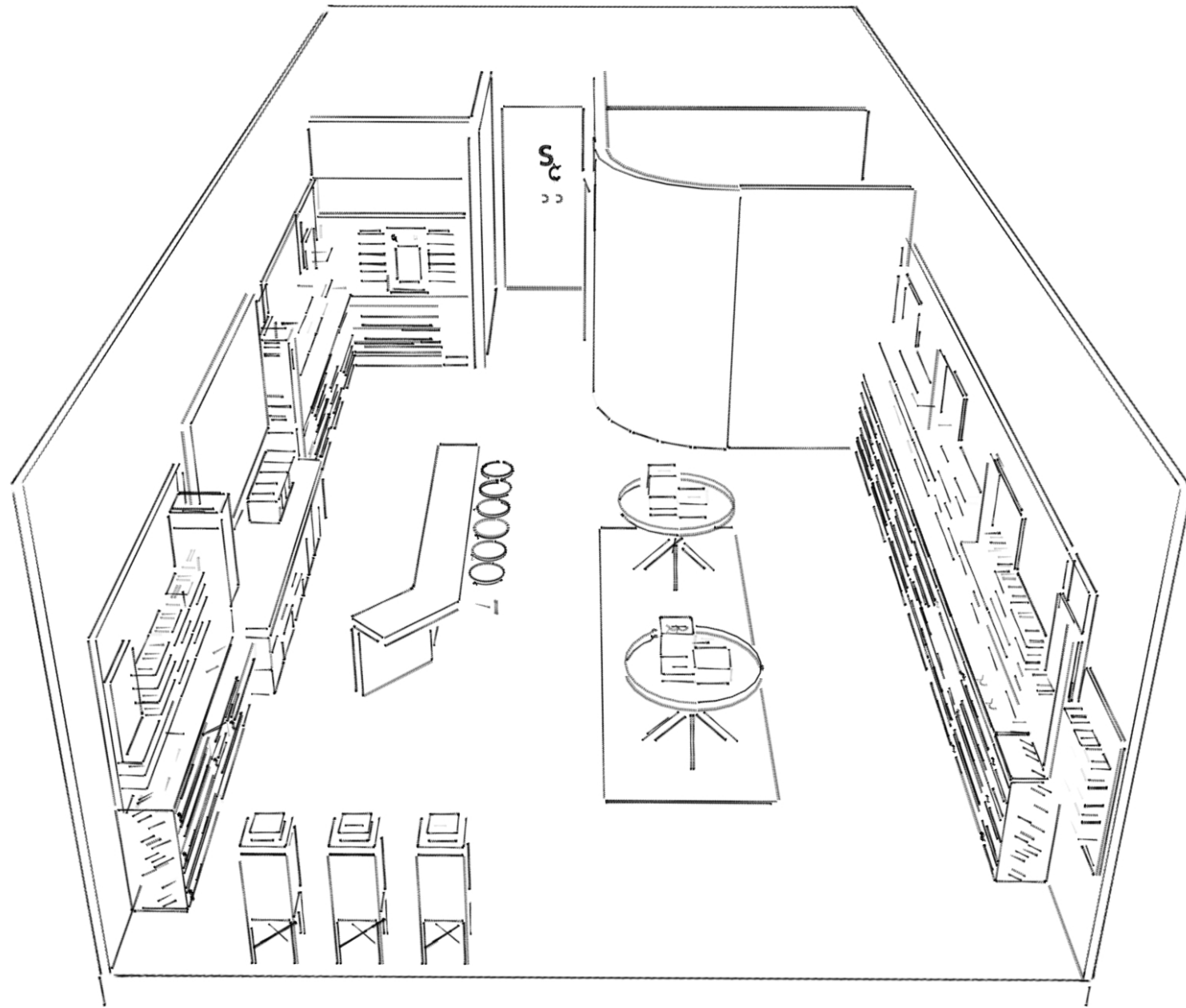


# SKETCHES: Merchandising & Customer Journey



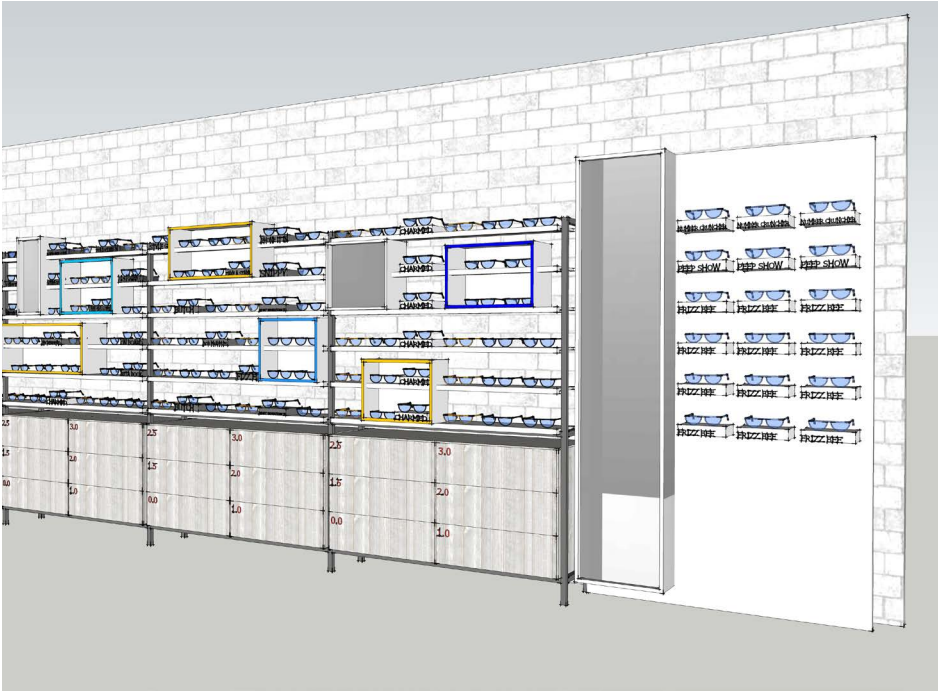


# SKETCH-UP MODELING: Retail Environments & Merchandising





# SKETCH-UP MODELING: Retail Environments & Merchandising



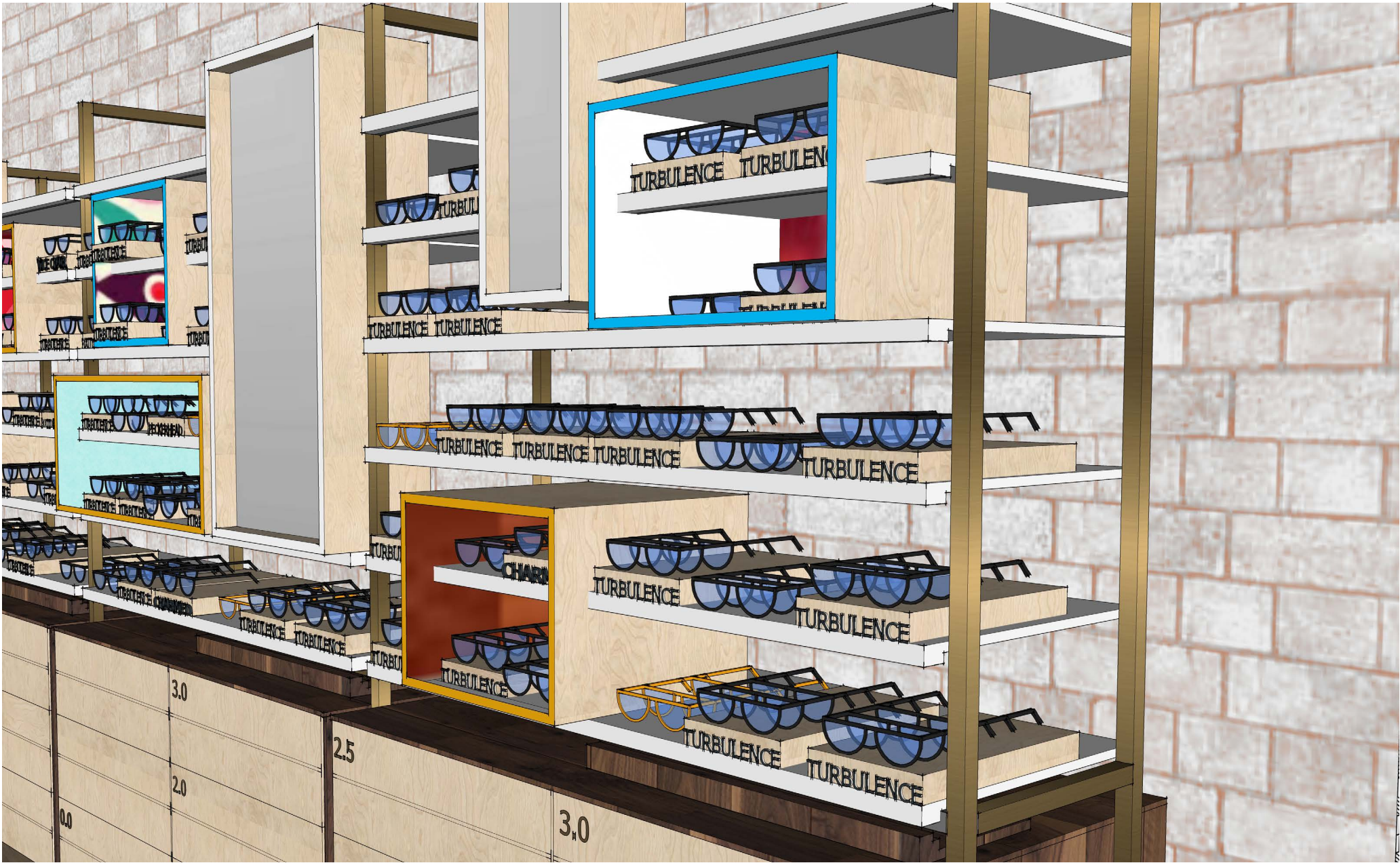
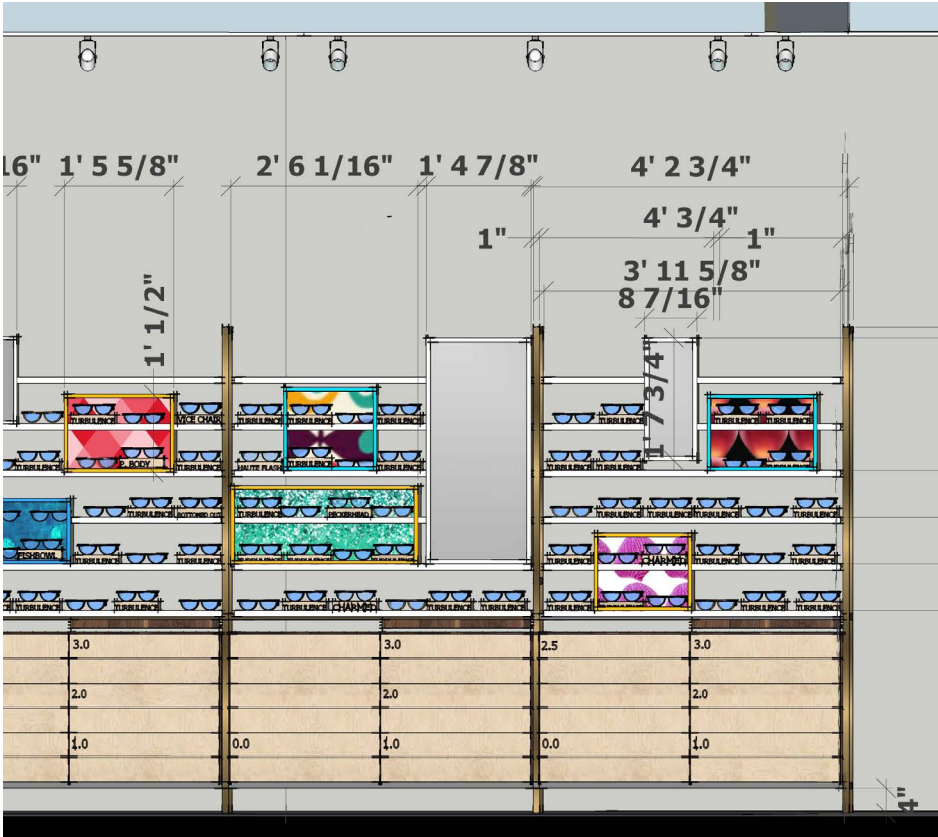
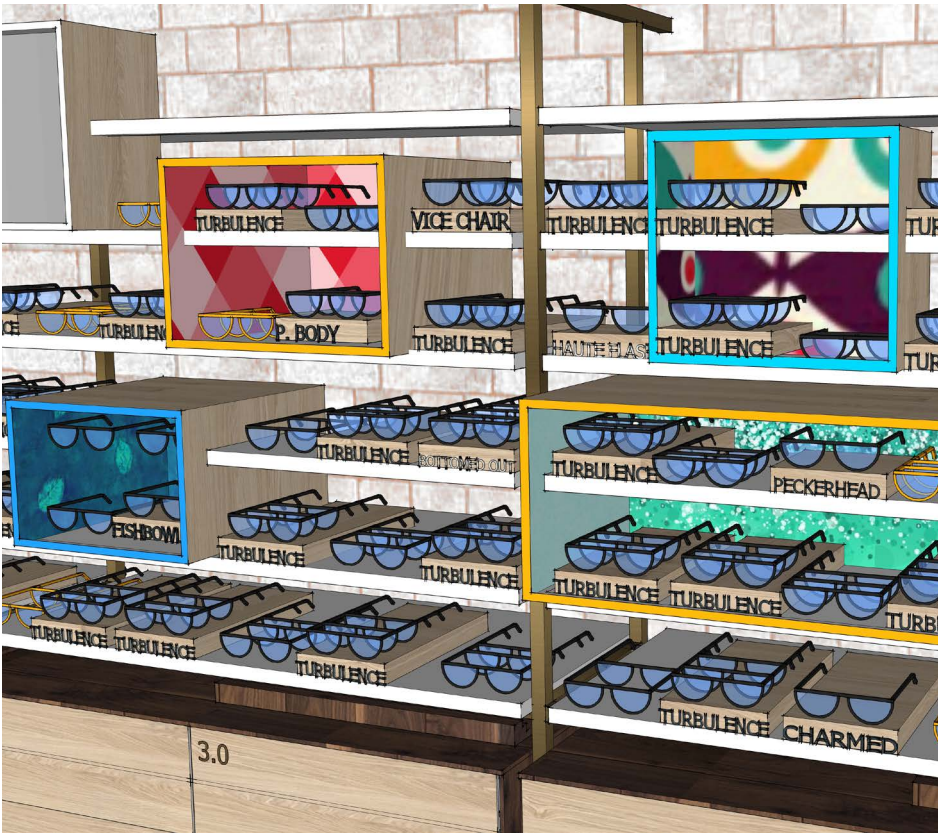


SKETCH-UP MODELING: Retail Environments, Brand Expression, Finishes, Materiality



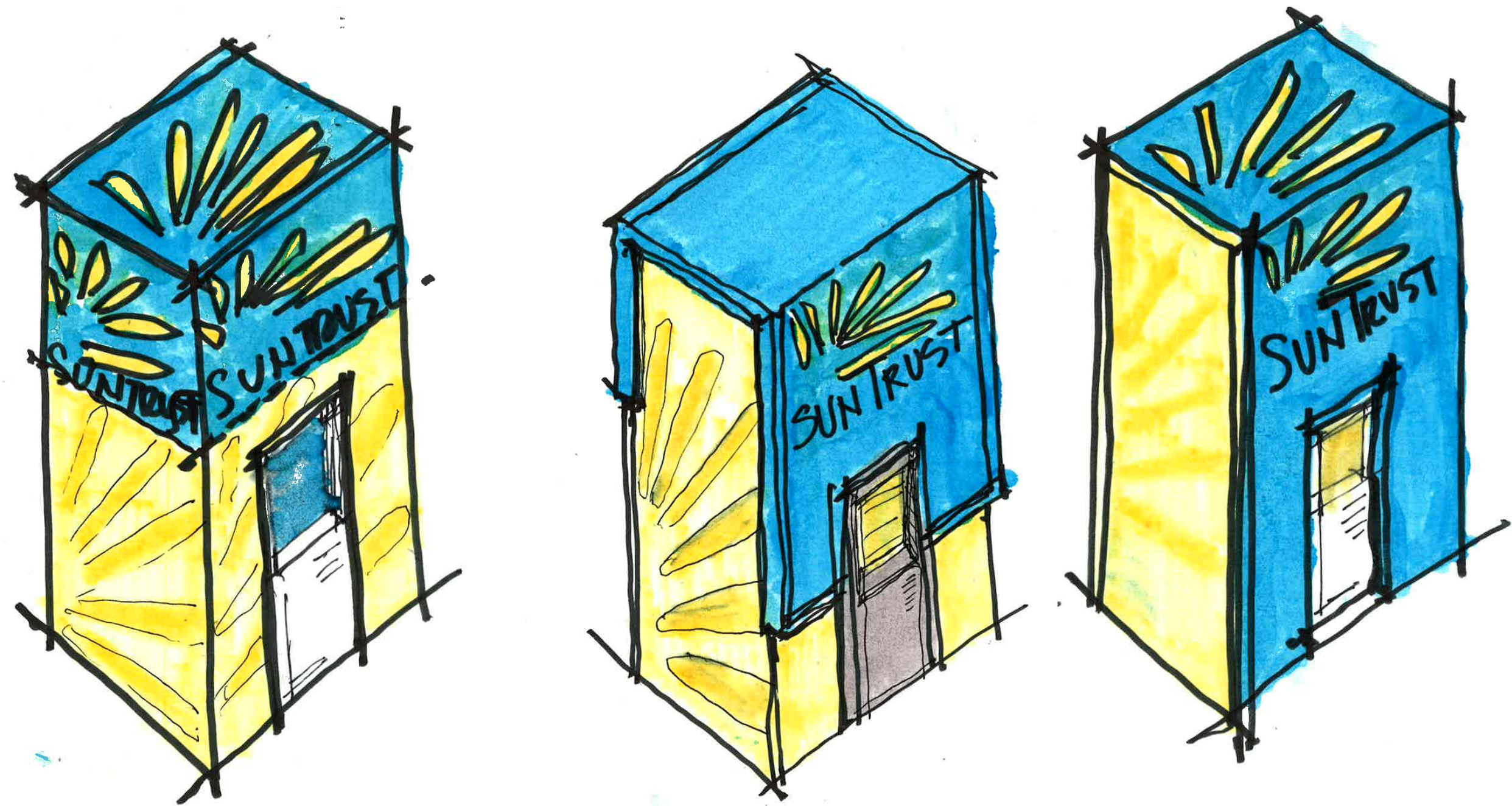


# SKETCH-UP MODELING: Retail Environments, Merchandising, Materiality



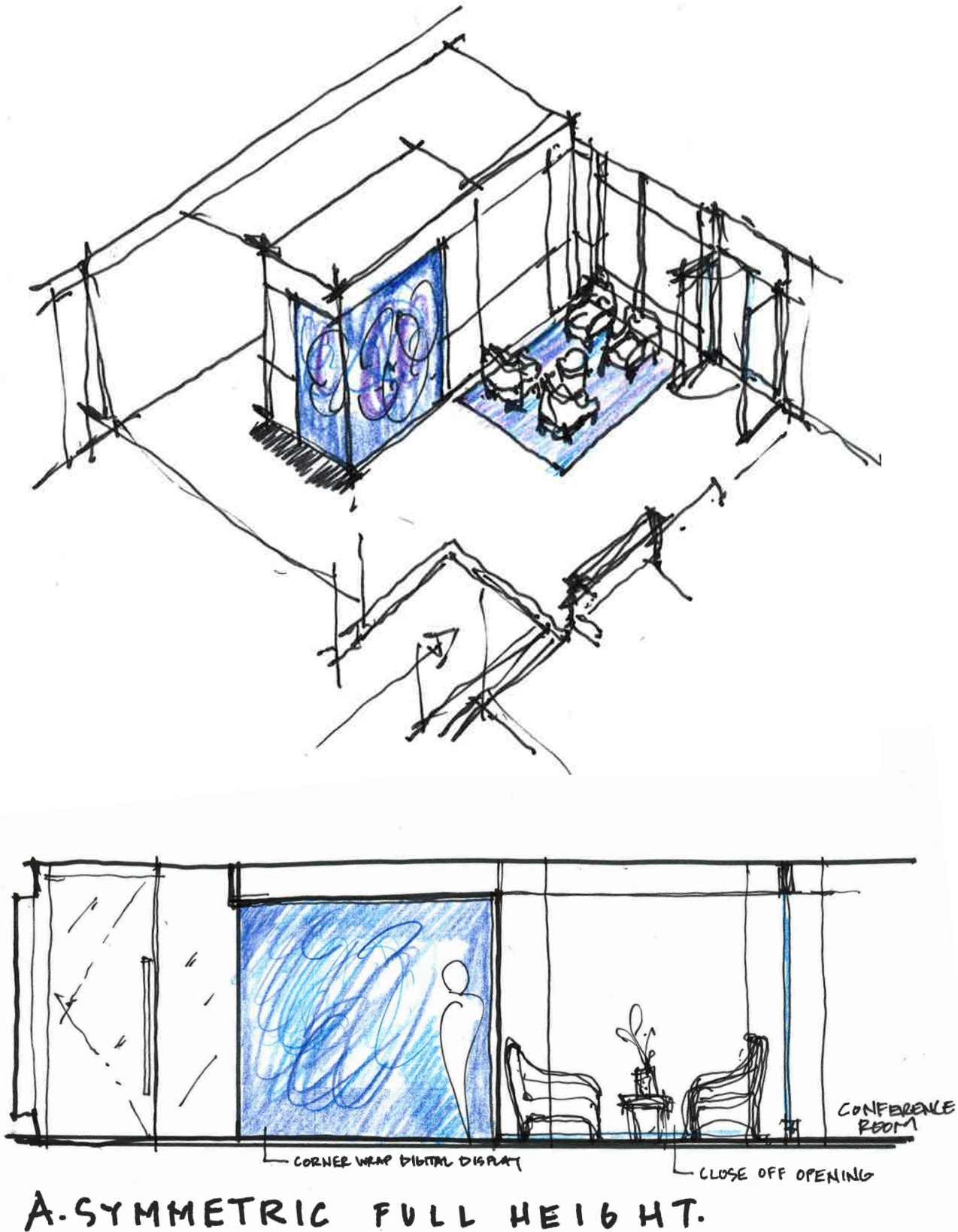
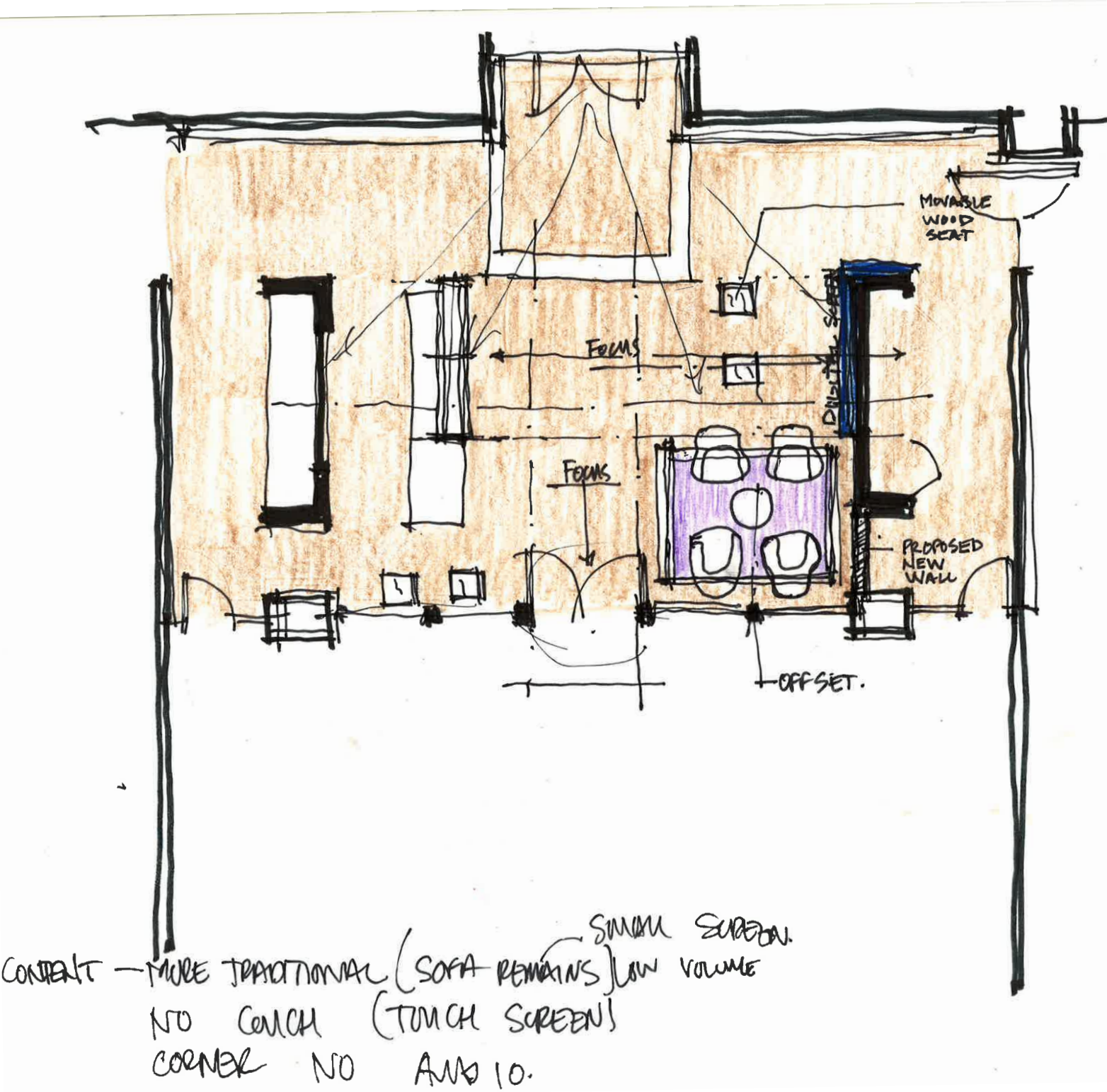


SKETCHES: Quick Branding Studies



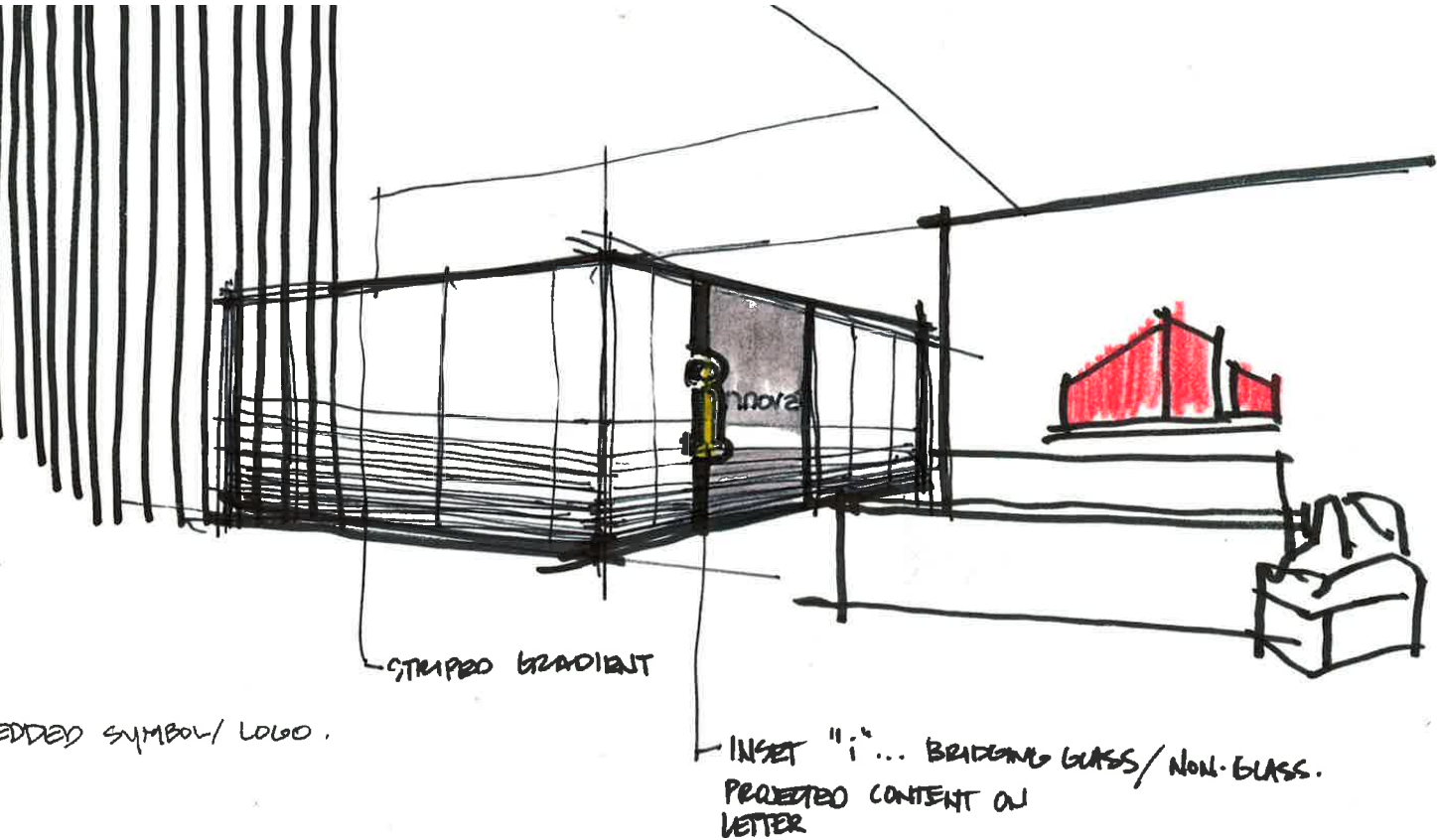
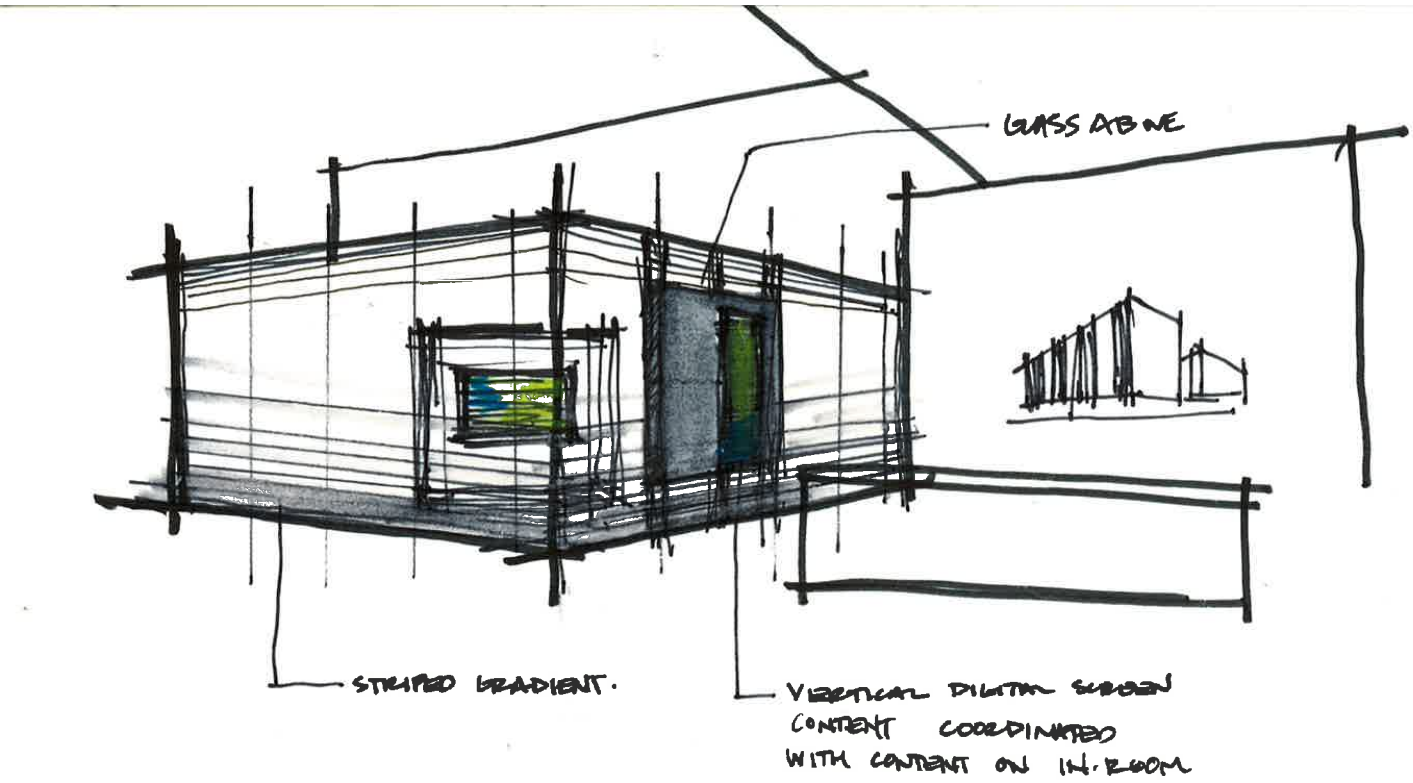
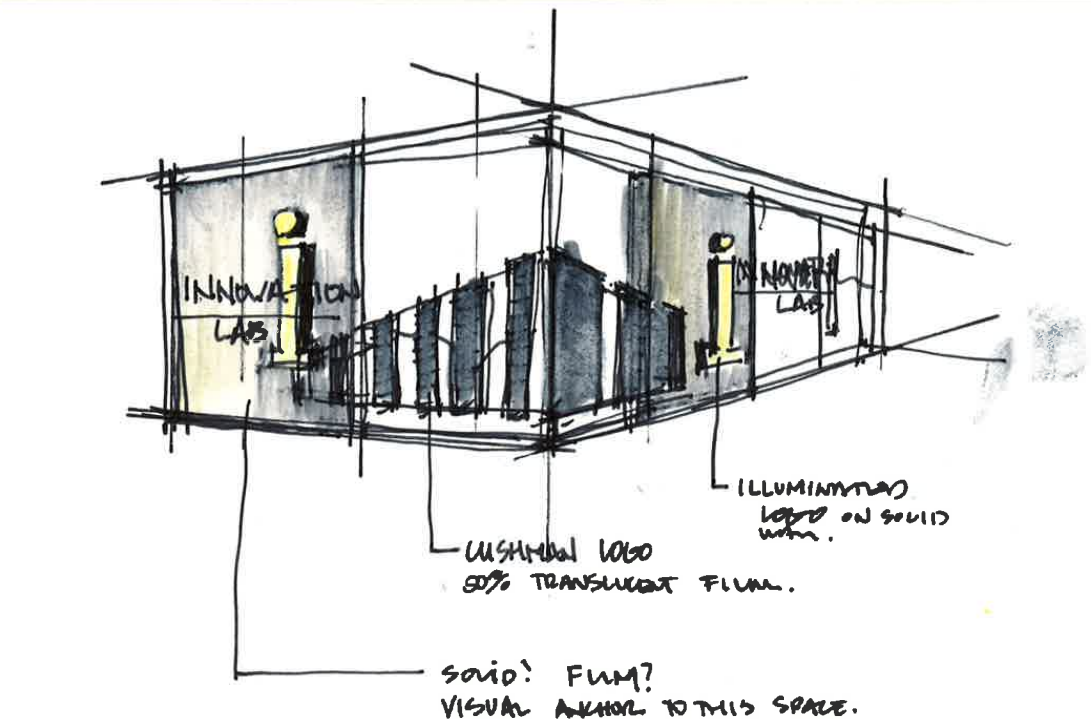
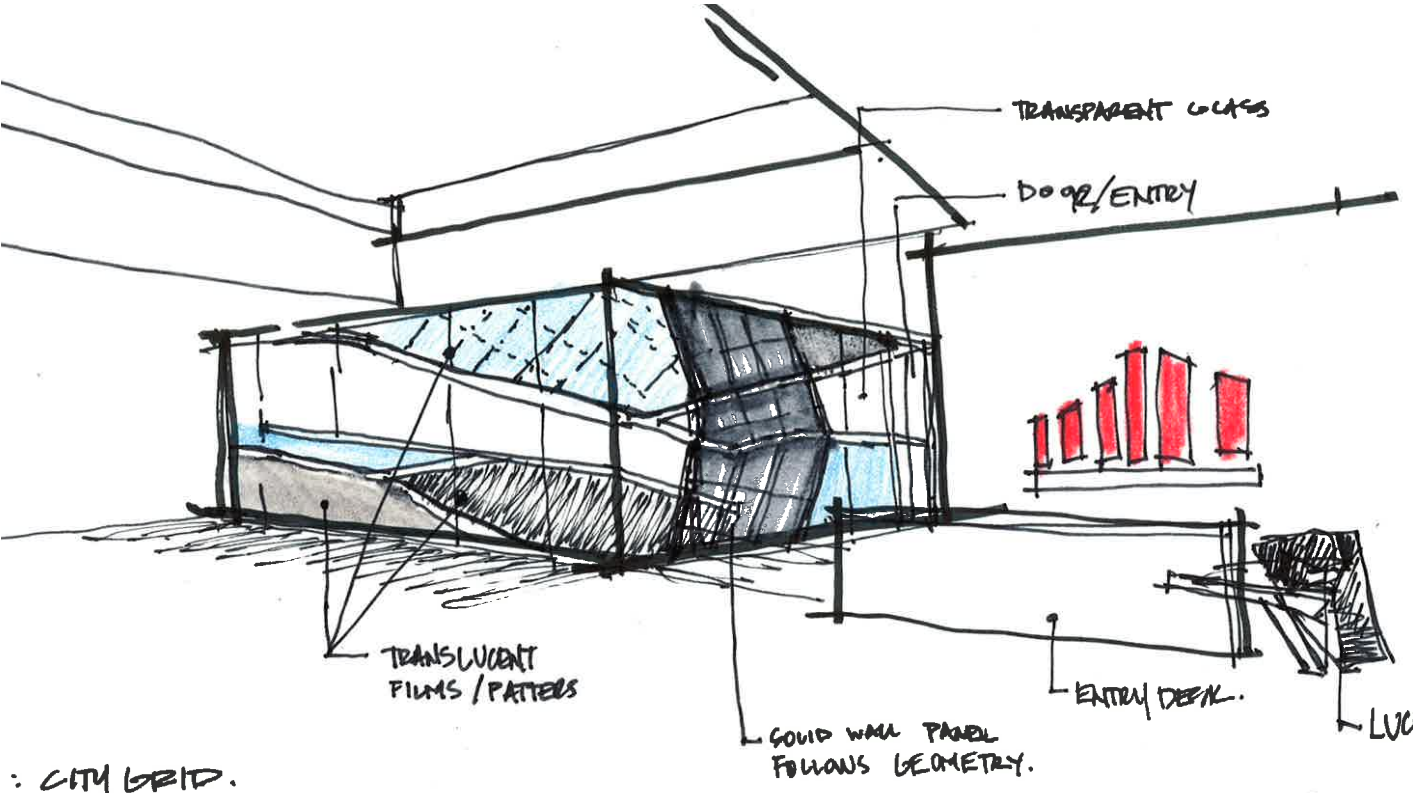


# SKETCHES: Corporate Interiors



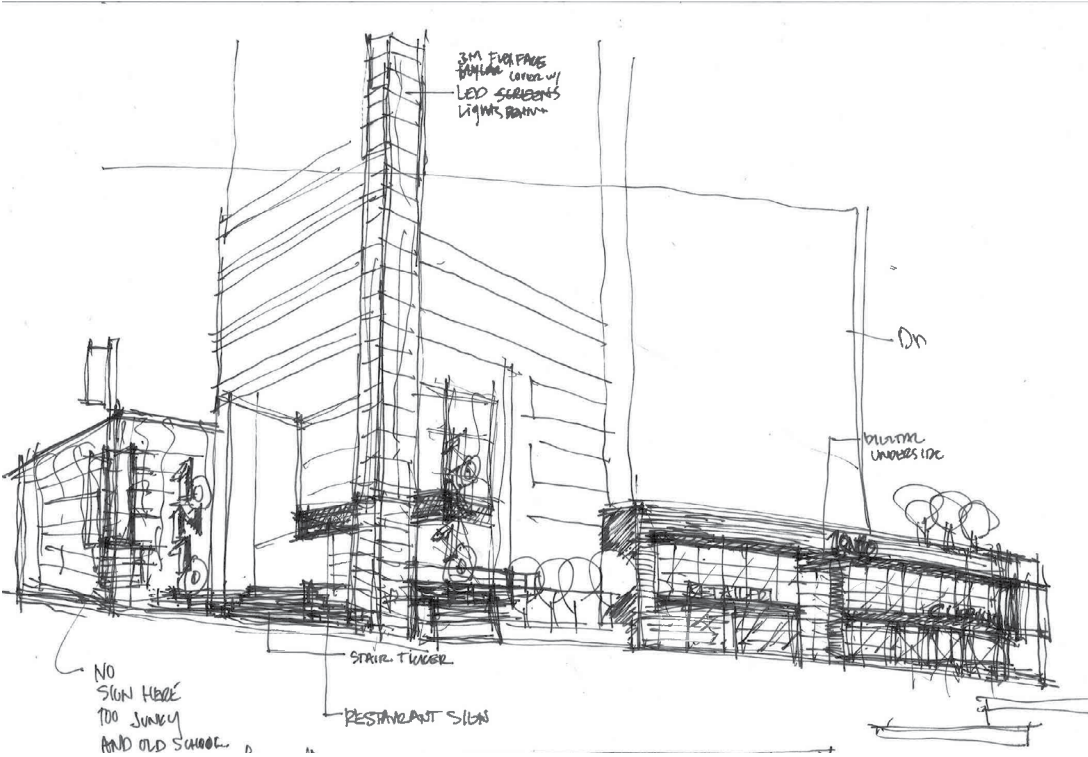


# SKETCHES: Corporate Branded Interiors, Quick Studies



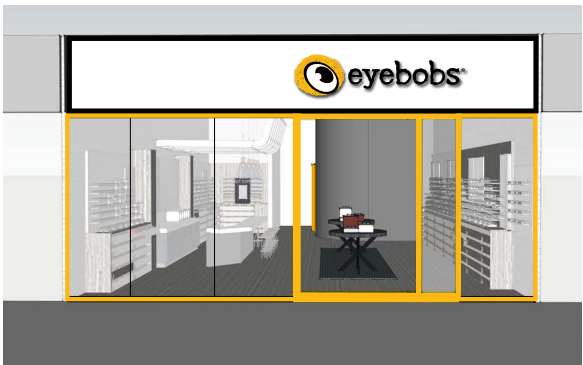
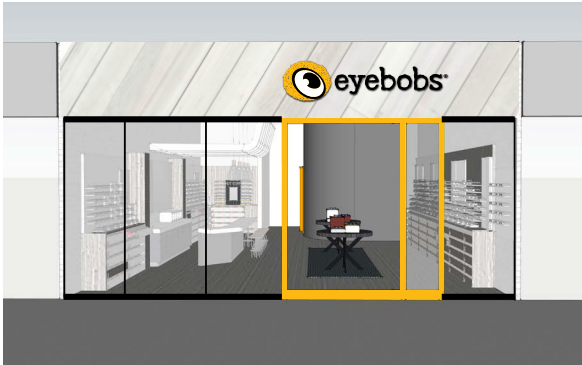
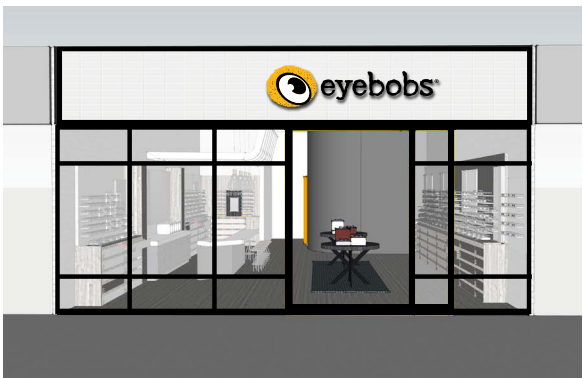
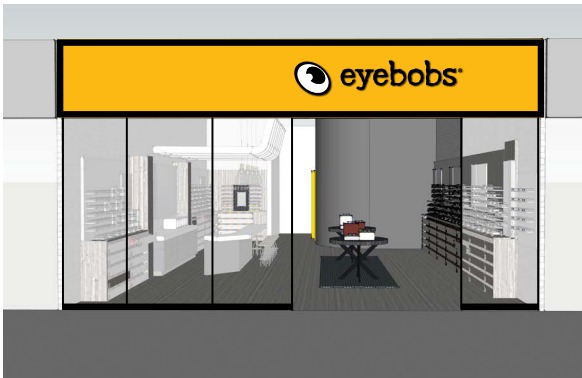
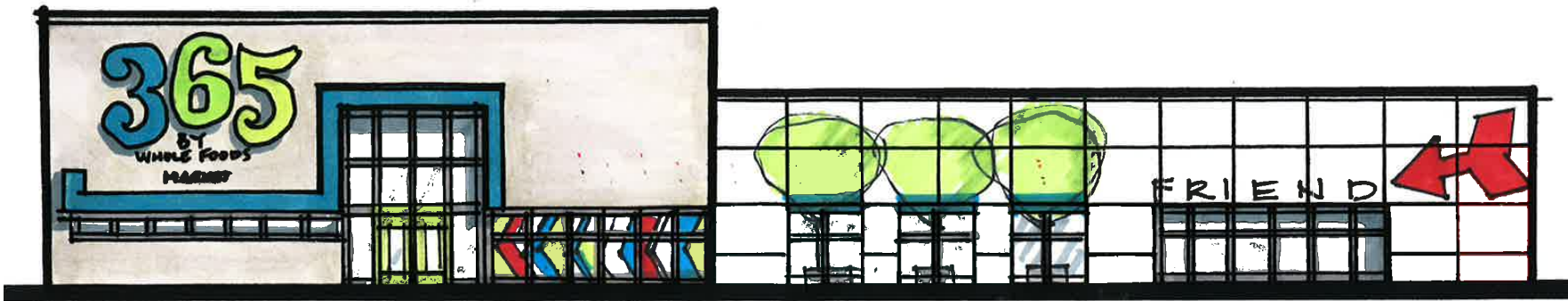
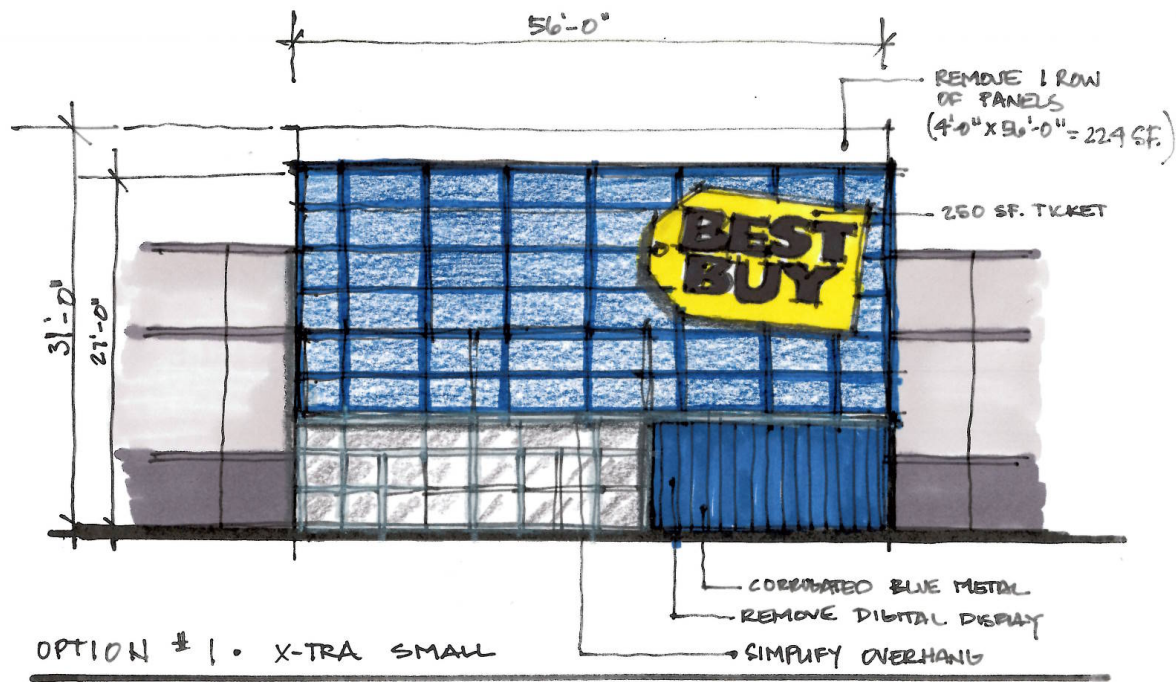


SKETCHES: Branded Exteriors



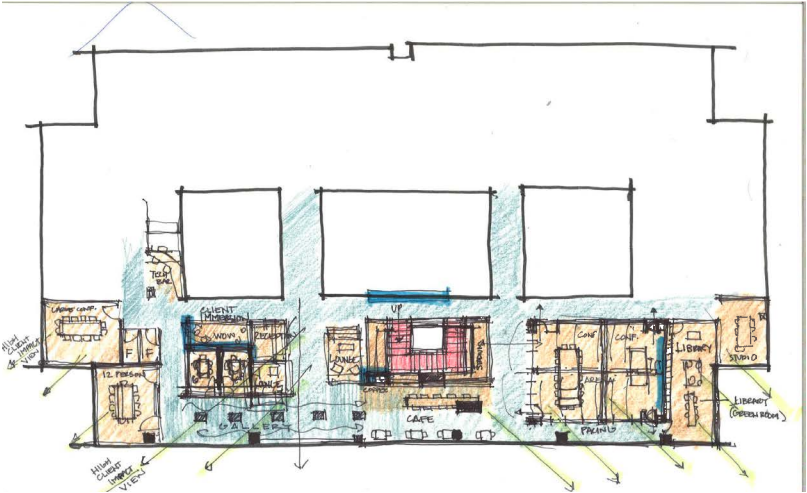


SKETCHES: Retail Brand Exterior Studies

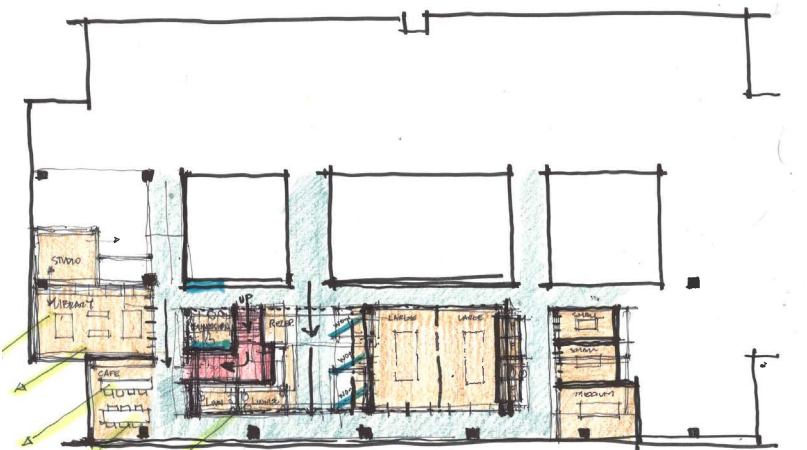




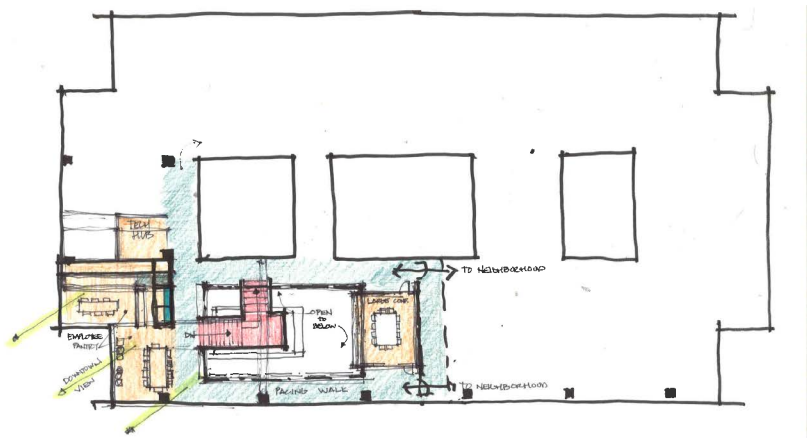
# SKETCHES: Floor Plan Analysis: Club Cushman



Study 1

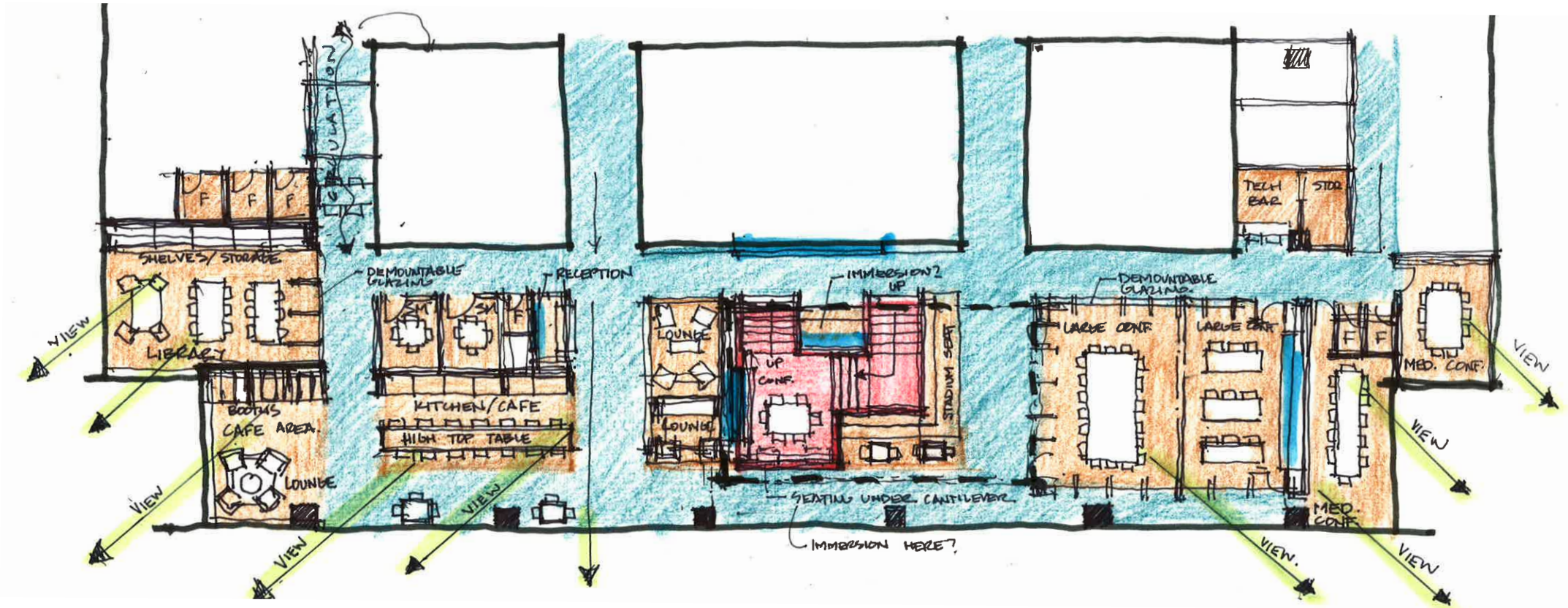


Study 2

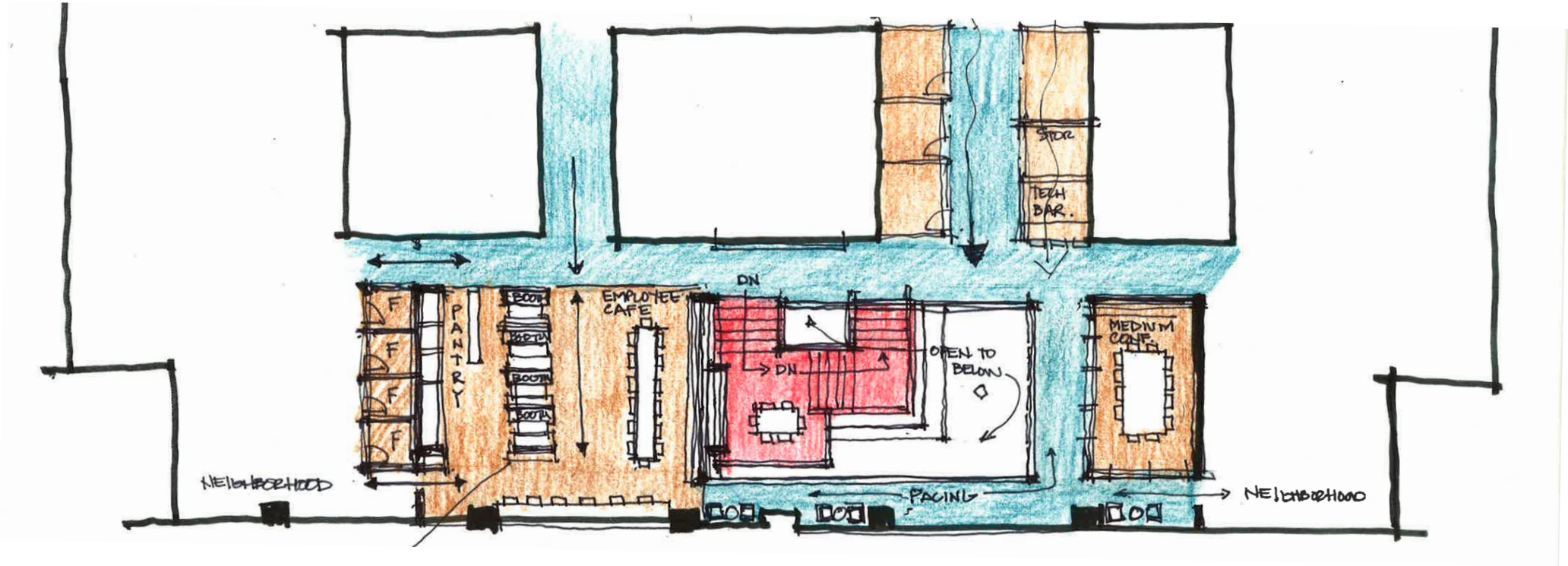


Study 3

MARK VAIDA: SKETCHES & RENDERINGS



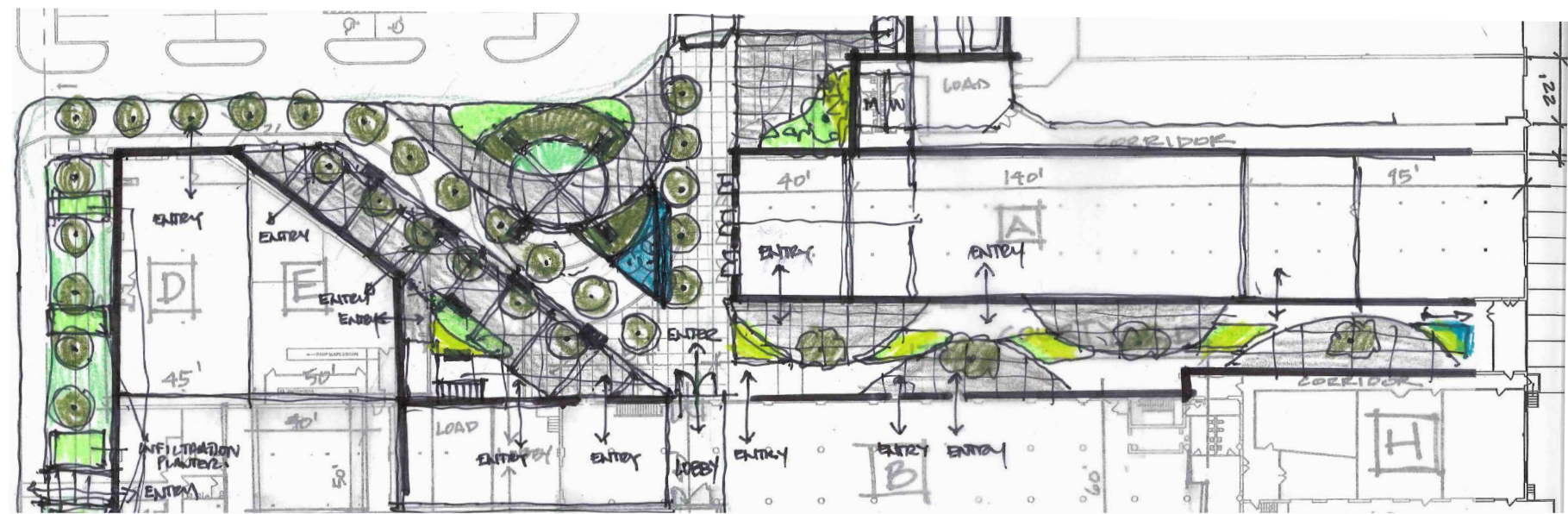
Main Level



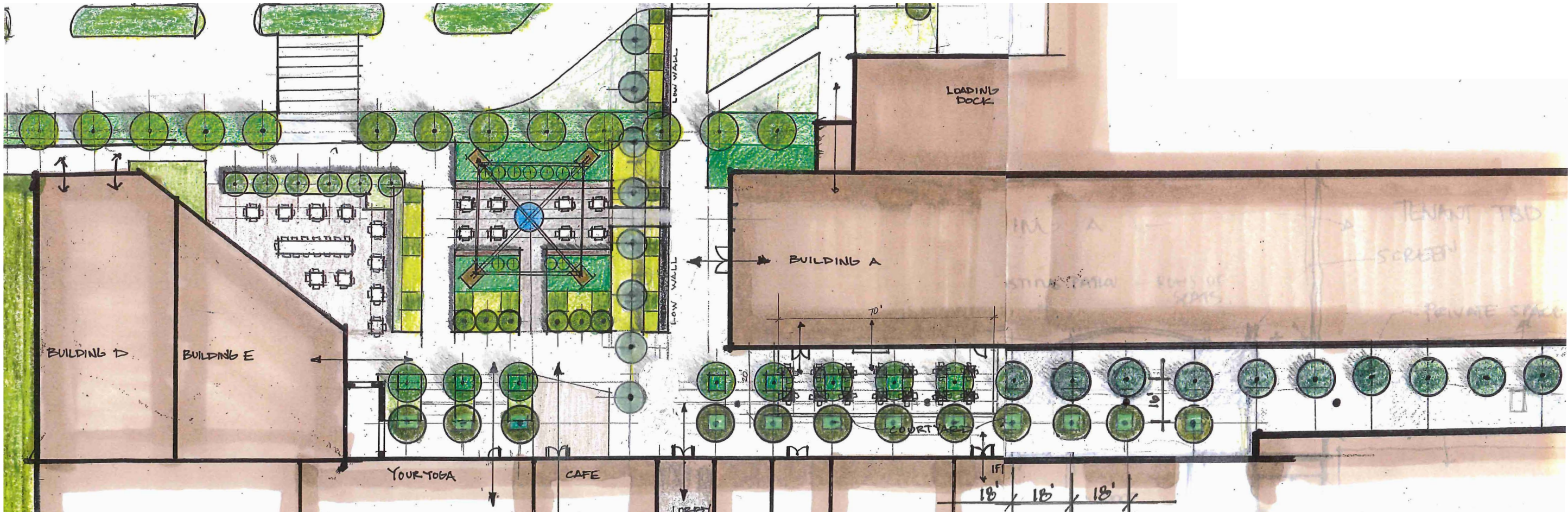
Upper Level



# SKETCHES: Site Plan Landscaping Concept & Refinement



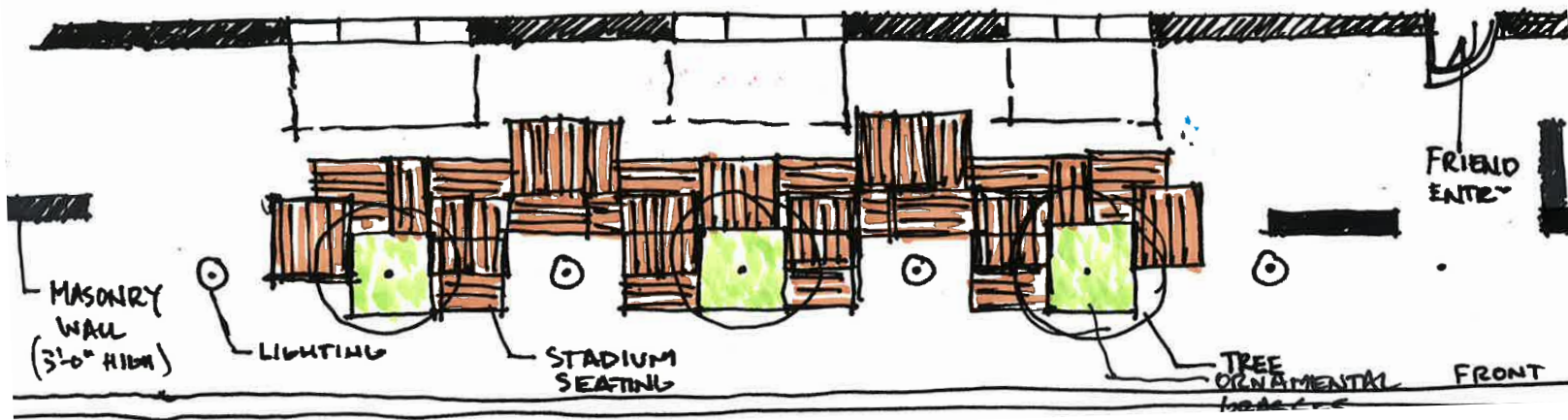
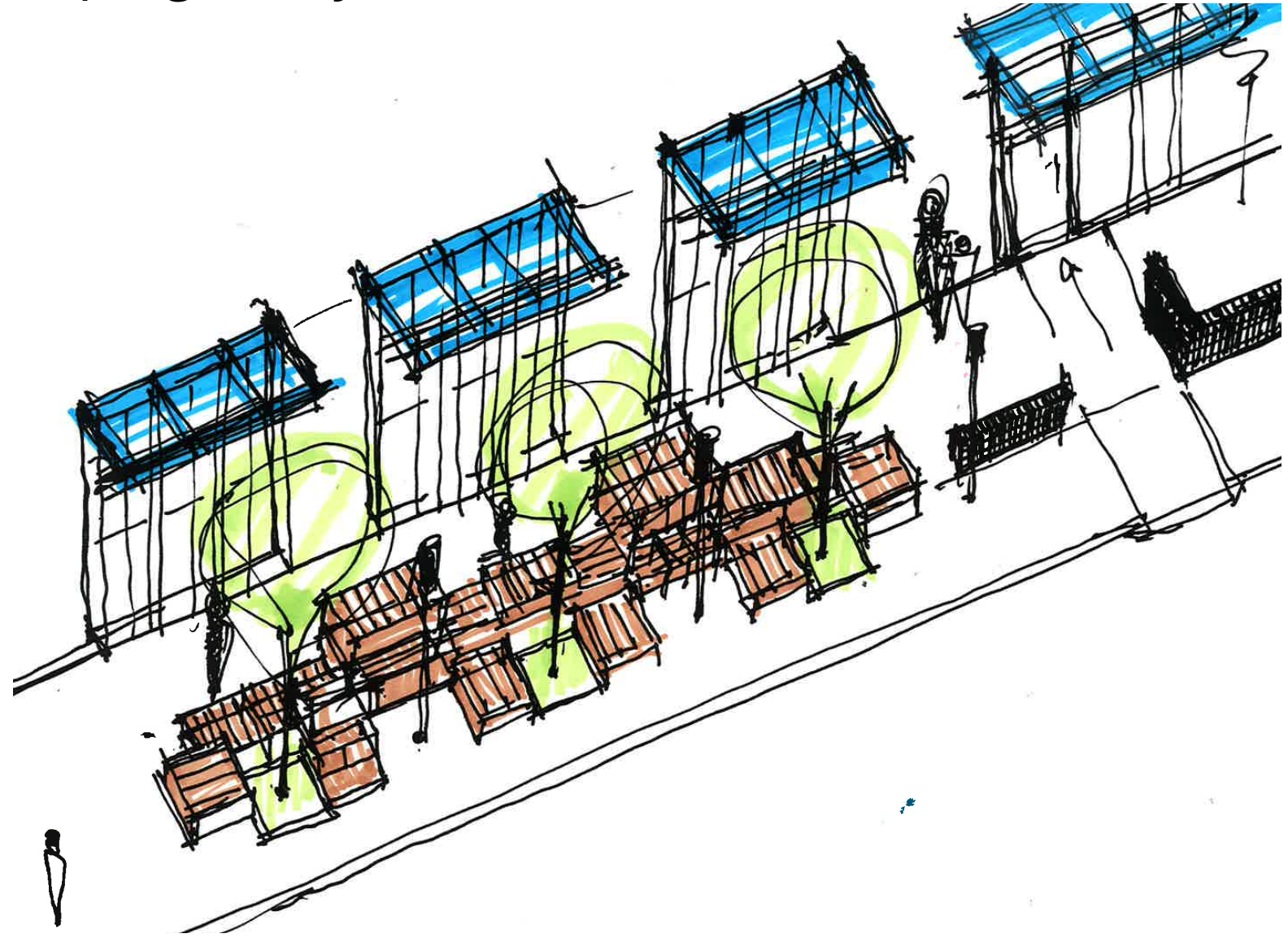
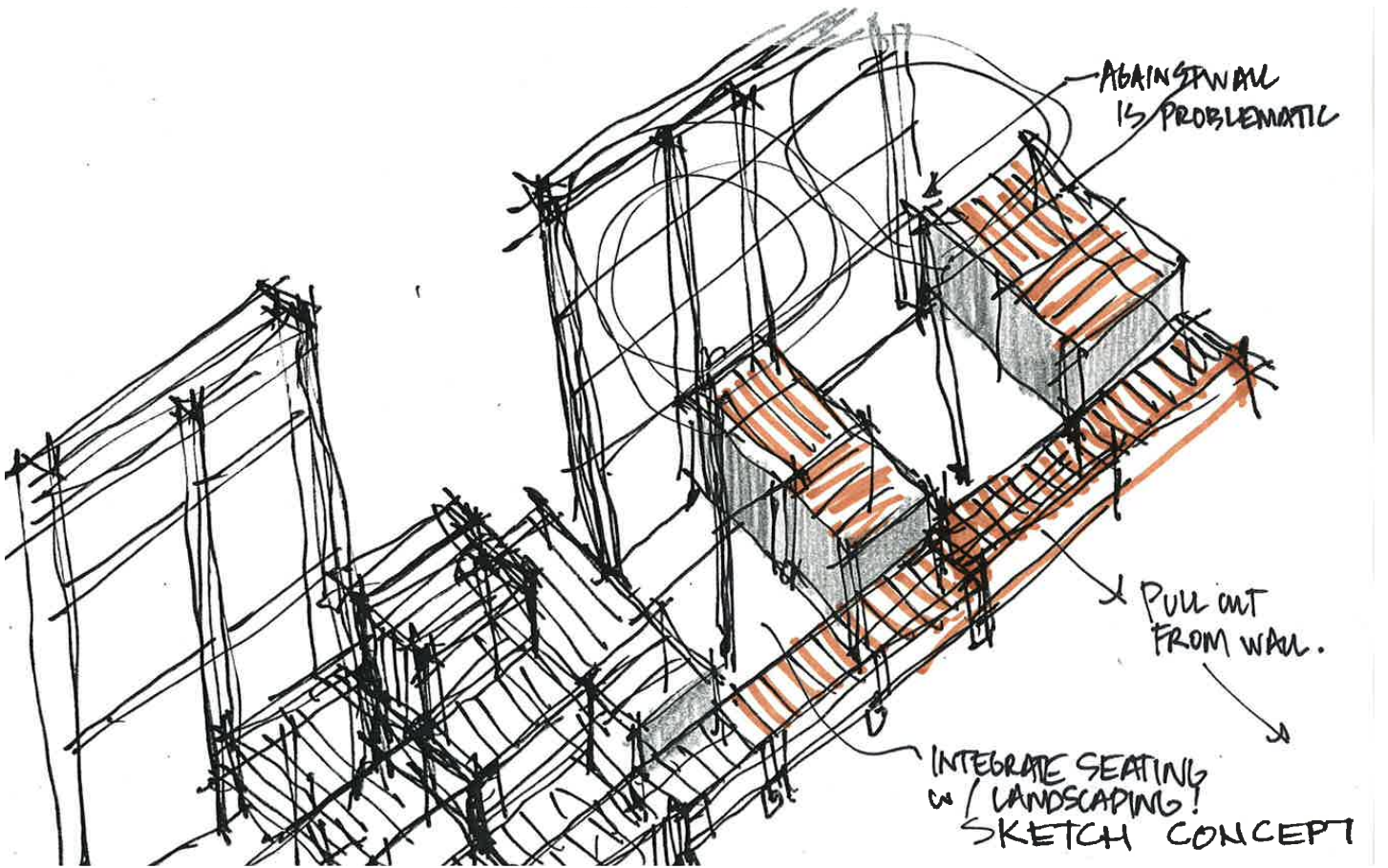
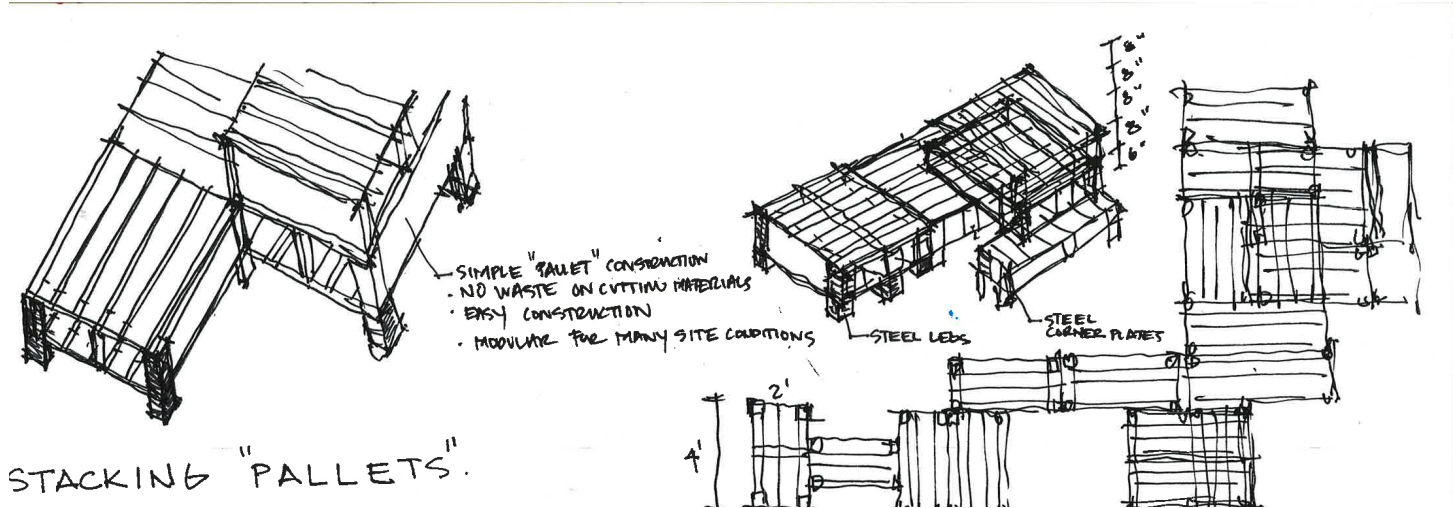
Early study



Final Design



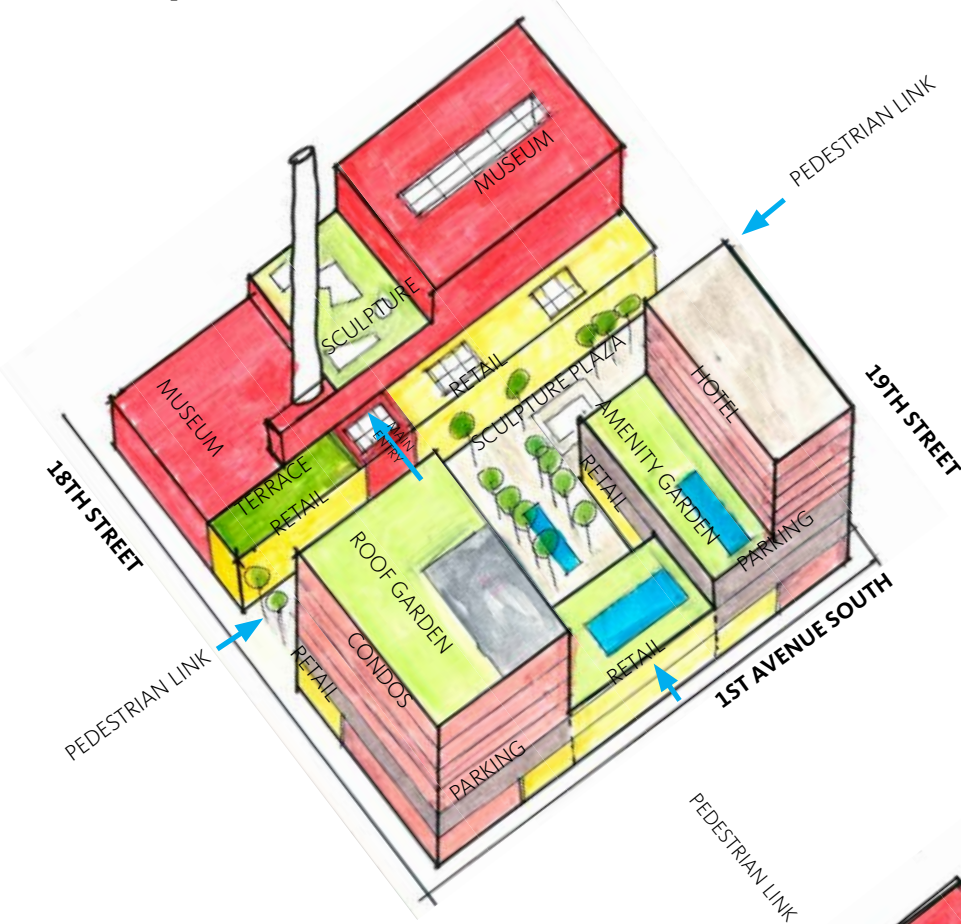
# SKETCHES: Modular Outdoor Seating & Landscaping Study



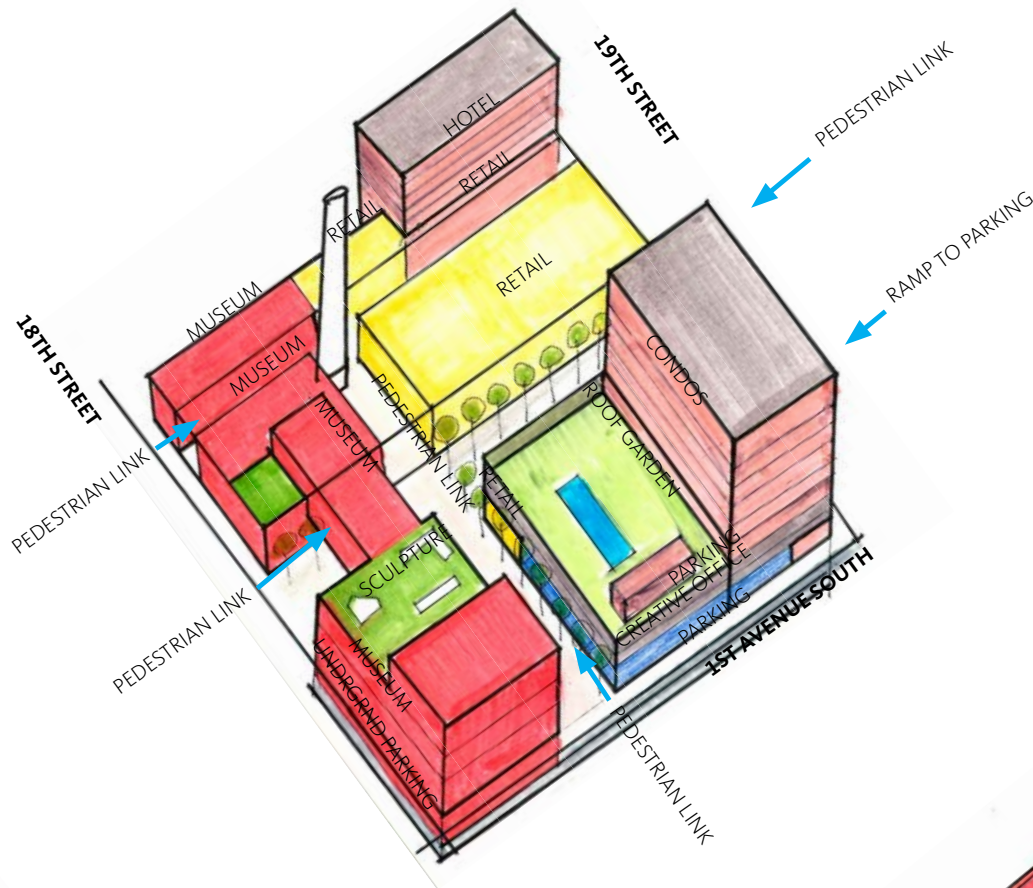


# SKETCHES: Axonometric Mixed-Use Studies

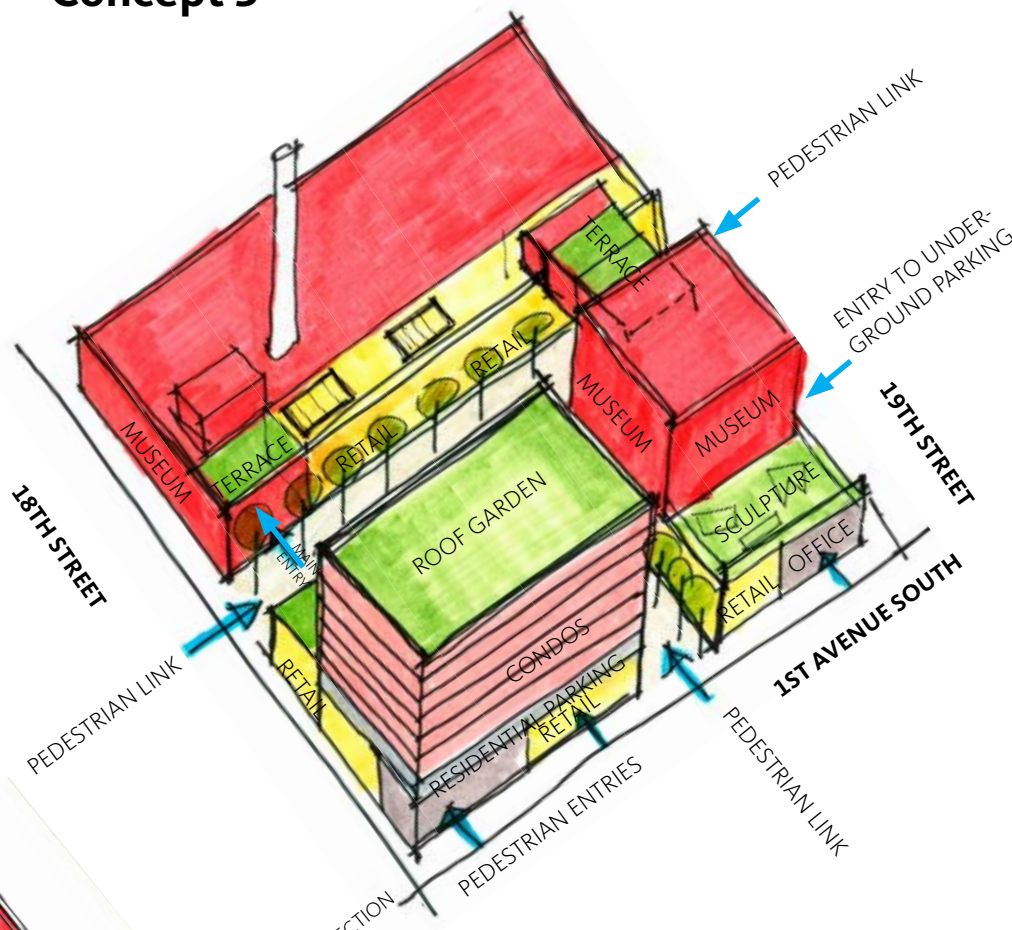
Concept 1



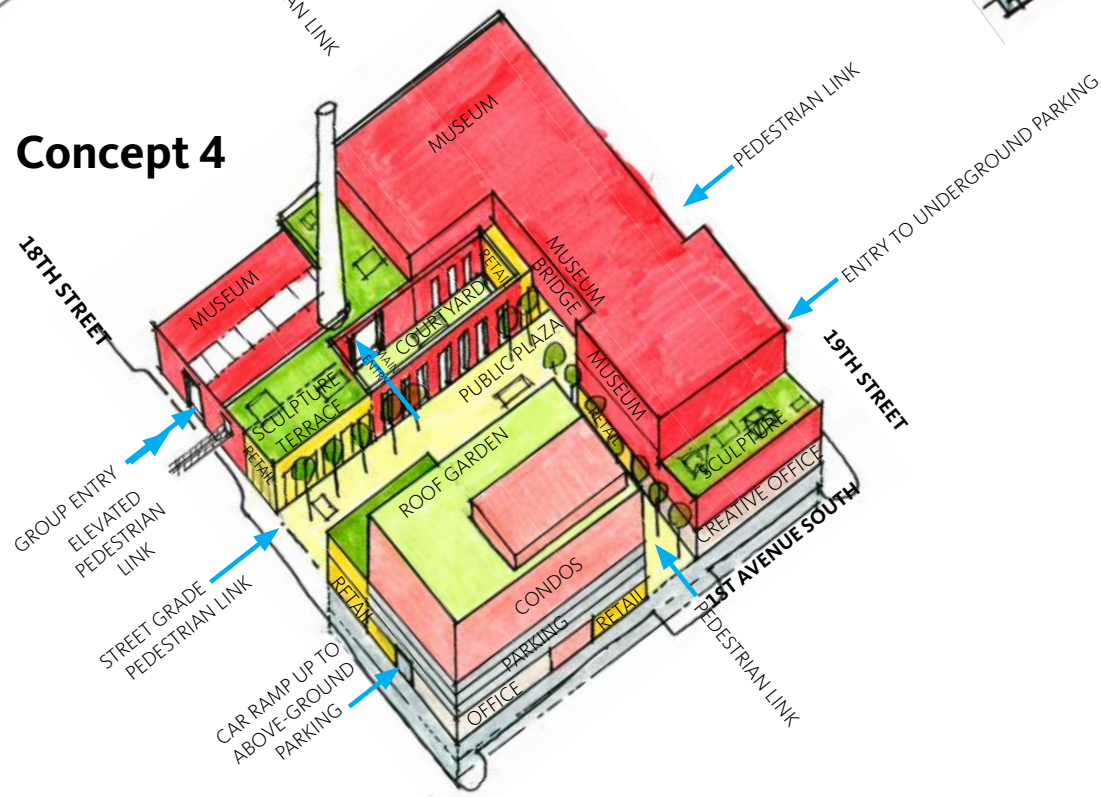
Concept 2



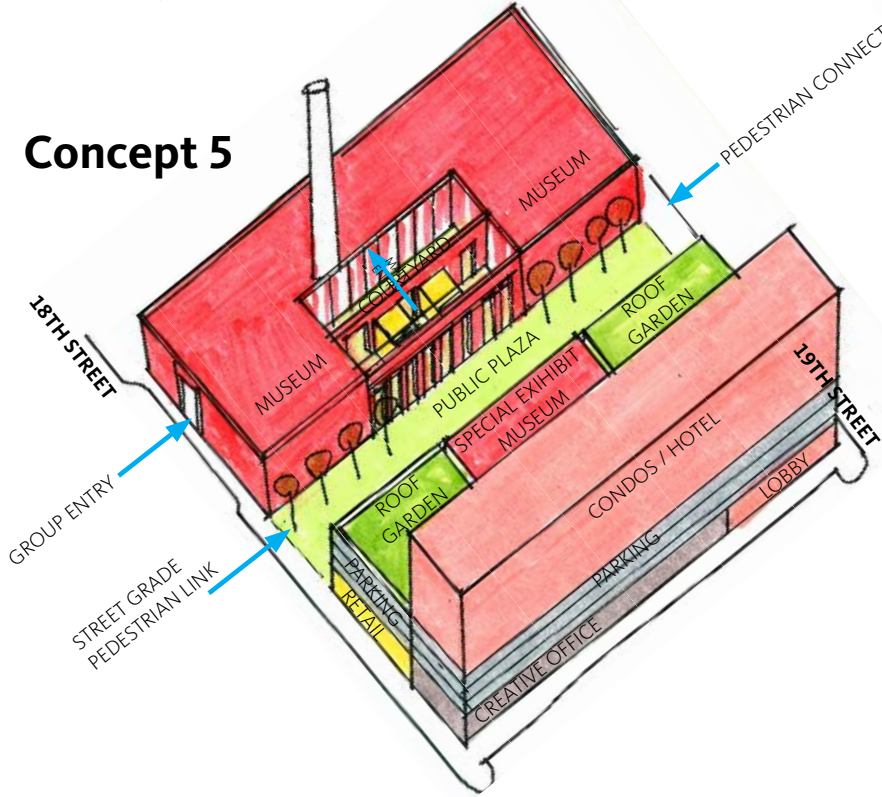
Concept 3



Concept 4

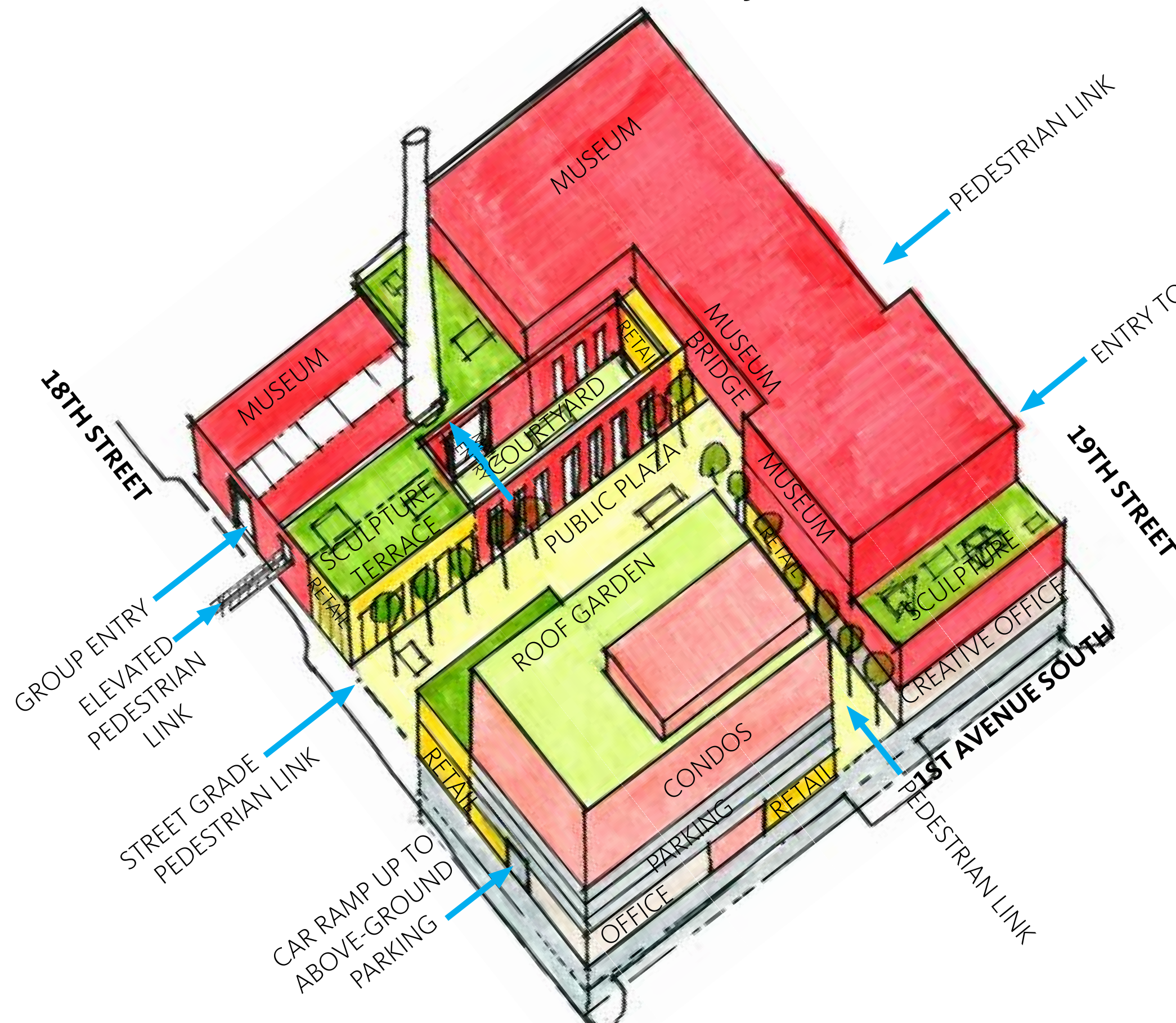


Concept 5





# SKETCHES: Axonometric Mixed-Use Analysis



## PROGRAM SCOPE: OPTION E

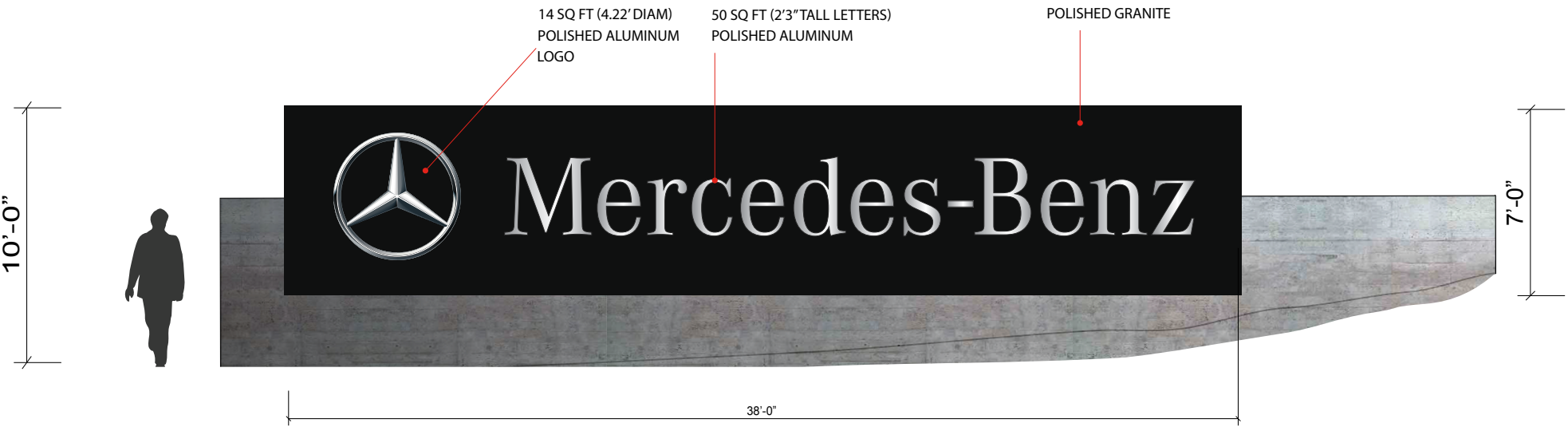
**MUSEUM:** 162,000 sf  
**SCULPTURE TERRACE:** 27,100 sf

**RETAIL:** 39,200 sf Main Floor  
**RETAIL:** 9,000 sf Mezzanine  
**RETAIL SEATING COURTYARD:** 8,800 sf  
**CREATIVE OFFICE:** 15,800 sf  
**HOTEL:** 0  
**CONDOS:** 5 levels @ 26,875 sf = 134,375 sf  
**CONDOS:** 5 levels x 6 units = 30 units  
**CONDO ROOF GARDEN:** 15,000 sf

ABOVE GROUND PARKING LEVEL 1: 62 Cars  
ABOVE GROUND PARKING LEVEL 2: 62 Cars  
ABOVE GROUND PARKING LEVEL 3: 62 Cars  
UNDERGROUND PARKING LEVEL 1: 80 Cars  
UNDERGROUND PARKING LEVEL 2: 180 Cars  
**TOTAL PARKING:** 446 CARS



# PHOTOSHOP and ILLUSTRATOR: Site Views & Branding

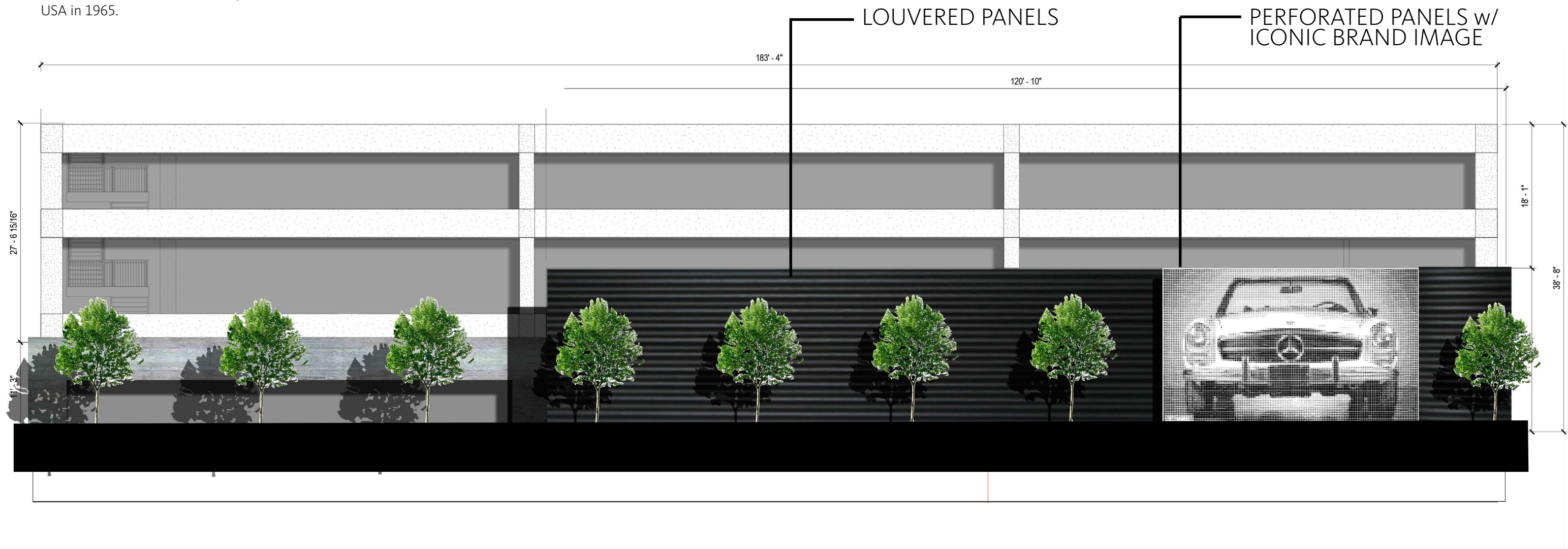




# PHOTOSHOP: Site Views & Branding

Louvered Mechanical Enclosure  
21' x 35' = 735 sq. ft. Perforated Stainless Steel Brand Image:

**Iconic Brand Image Narrative:**  
The 1954 300 SL Gullwing and the 190SL were the first Mercedes models with world debuts in the USA. Introduced at the 1954 Auto Show in New York City, these models proved so popular in the US, they became the catalyst for the formation of a US Mercedes Benz dealer network. These iconic cars were sold in the US from 1954 through 1962 and thanks to their success, the US dealer network evolved into the creation of MB USA in 1965.





# PHOTOSHOP: Site Views & Branding

180 SF Total Sign Area (13.4' dia.)  
Halo Illuminated / Back Lit  
Code Compliant  
Mounted to black polished granite panels





**THANK YOU**