

ALEXIS FRIEDMAN

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Alexis Friedman

Interior Designer

EDUCATION AND EXPERIENCE

BFA in Interior Design|College for Creative Studies
2019-2022

Rossetti | Interior Design Intern
May 10th- Present

My internship consists of site visits, furniture plans, elevations,sections, indesign client packets, helping with material trays, making invoices for procurement. My favorite part of working at Rossetti is how much i've learned from the business and collaboration side of interior design and about material selections.

Freelance Renderings

Feb 1st- Present
I started a business that entails helping HF:Architecture and other clients to create renderings for projects. Usually we have a meeting to figure out what he is looking for and then he sends the documentation to me and I create renderings in revit to use for site approval, clients and investors.

3M Sponsored Studio

2020
Multidisciplinary collaboration with MFA students and Interior design students for a post-covid Detroit based design challenge. My favorite part of this project was the material exploration and researching for our project. I learned a lot about presenting and being in a team effort.

ACHIEVEMENTS

1st place Judges choice for the Humble Design Challenge
2020

President's list all years so far at CCS
2018-2020

2nd place 3M Sponsored project
2020

INTERESTS

Risography club

Supporting the local community- annual garbage clean up

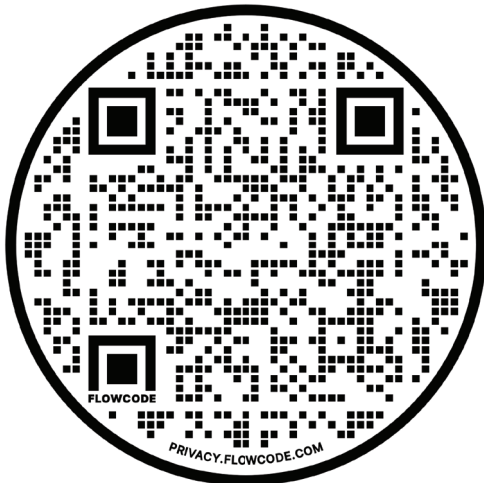
F.E.D.S. - Assistied in the bimonthly Families Exploring Downsyndrome meeting

IIDA- Apart of the student chapter

Painting Murals/ freelance paintings

Volunteering- Michigan Humane Society

My new love for rug and jewelry making!!



Scan Me!

SKILLS

Adobe suite with a focus in Illustrator, Photoshop, Indesign and PremierePro
Revit
Auto Cad
Enscape
Sketchup
Project Management
Multi-Tasking
Team Player
Microsoft suite

CONTACT

(248)5714417

LEXXLOU_ART

Lexxlou@aol.com

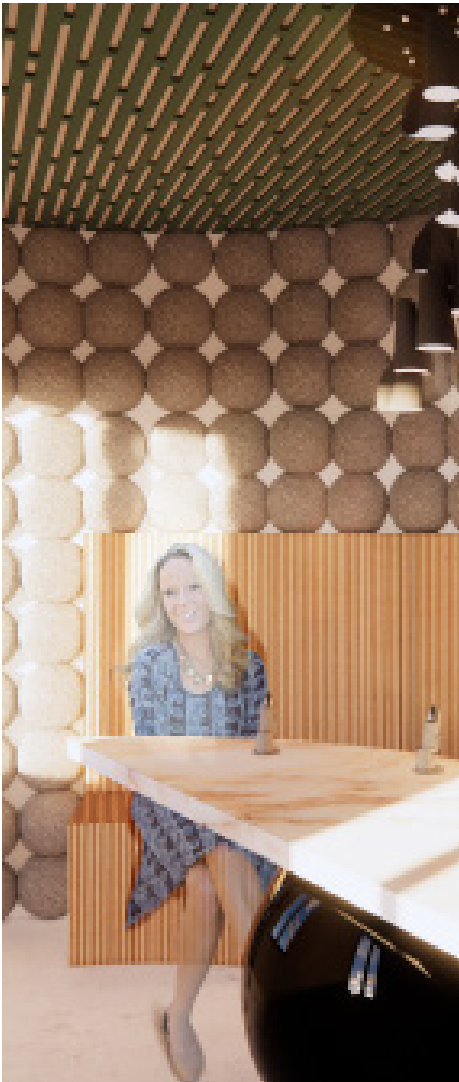
TABLE OF CONTENTS



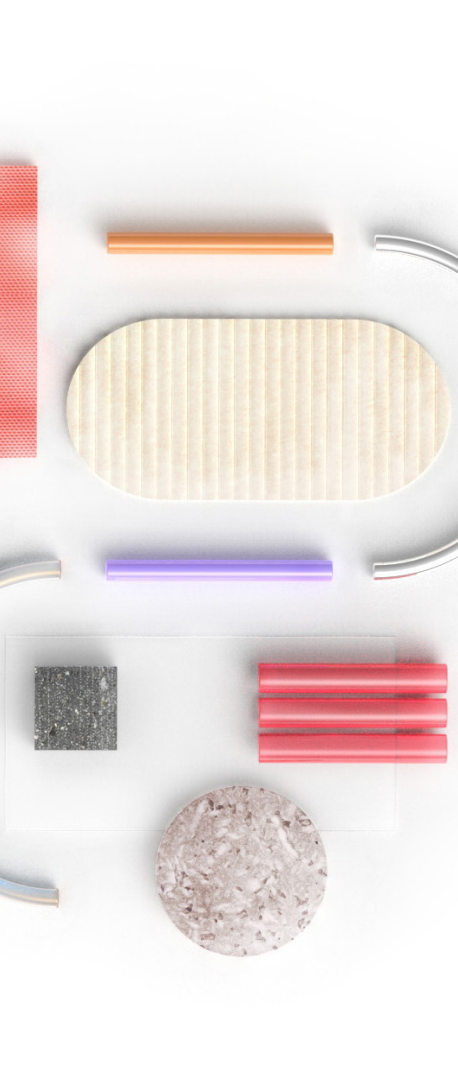
PROJECT 1:
OWI
Open World
Initiative a wellness
center for
adolescence.



PROJECT 2:
Work Pod
for the office. Ma-
teriality inspired
by 1970's bull-nose
dresser.



PROJECT 3:
EXP DET
designing offices for
an online magazine
company.



PROJECT 4:
THE GRID
A multidisciplinary
sponsored project
for 3M.



PROJECT 5:
MOAB GETAWAY
Residential house in
Moab, Utah.

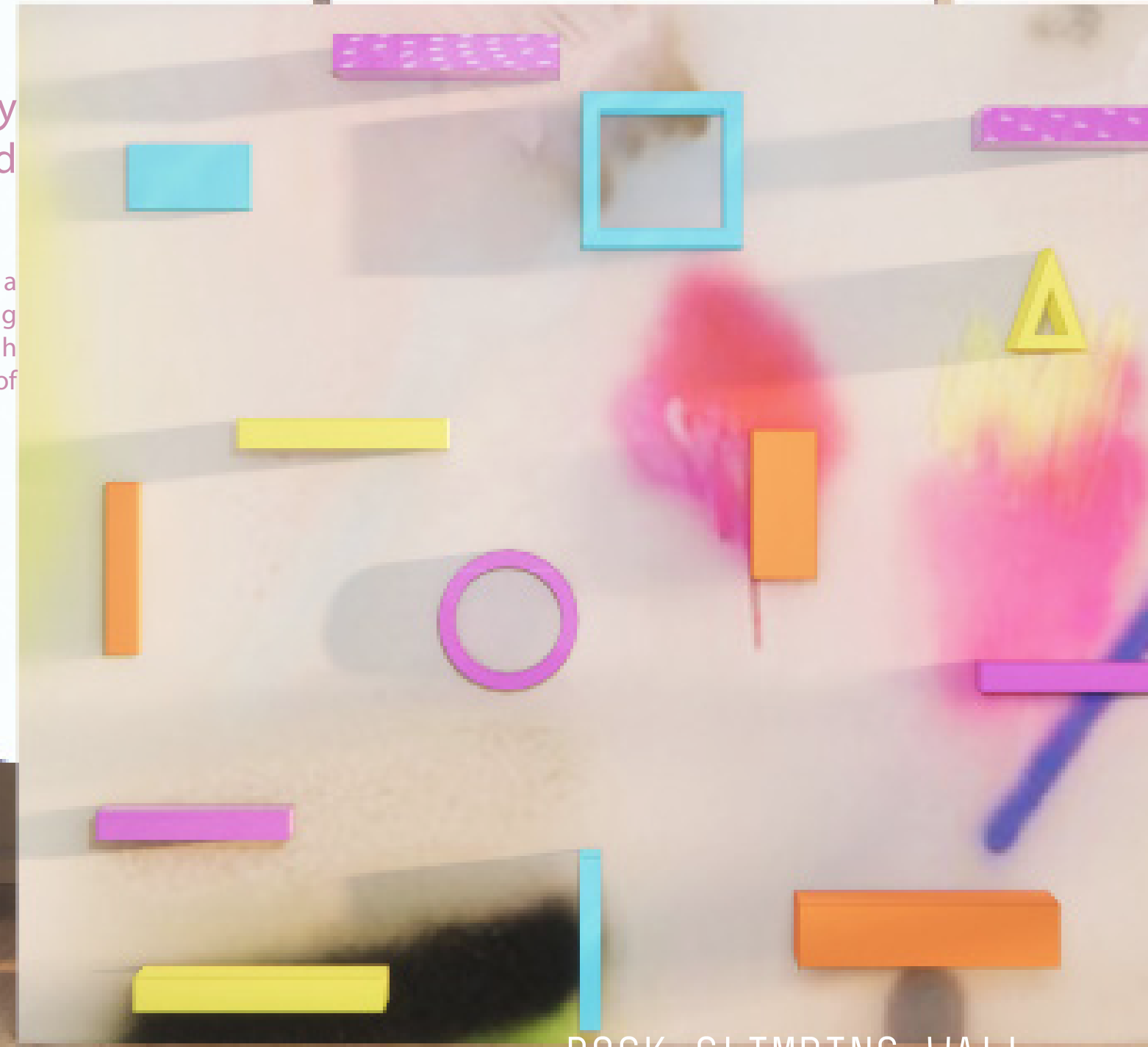


PROJECT 6:
SPROUT
Agile furniture
system that grows
with your child

OPEN WORLD INITIATIVE

"Half of all mental health conditions start by 14 years of age but most cases are undetected and untreated."

Open World Initiative is a wellness center for adolescence who need a new approach to learning; a hands on one. This approach is learning through "adventure". OWI is about creating a want to learn through curiosity with the help of interactive design that create a form of wonder for the user.



ROCK CLIMBING WALL

Research & Inspiration

Open World Initiative

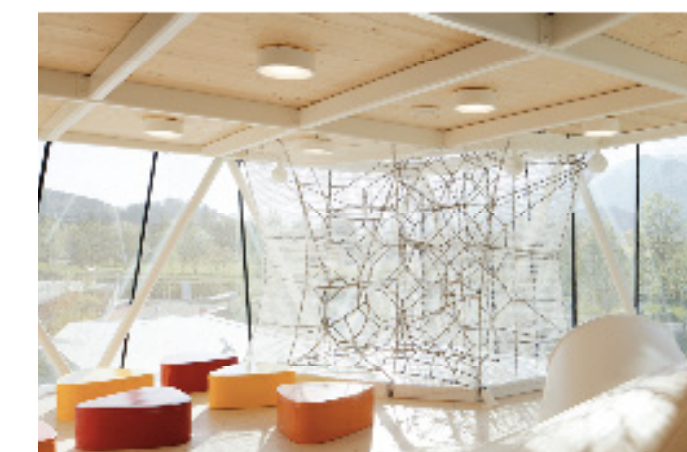
_Main purpose of retreat: to help increase performance and participation in individuals. Increase positive responses in children.

Demographic

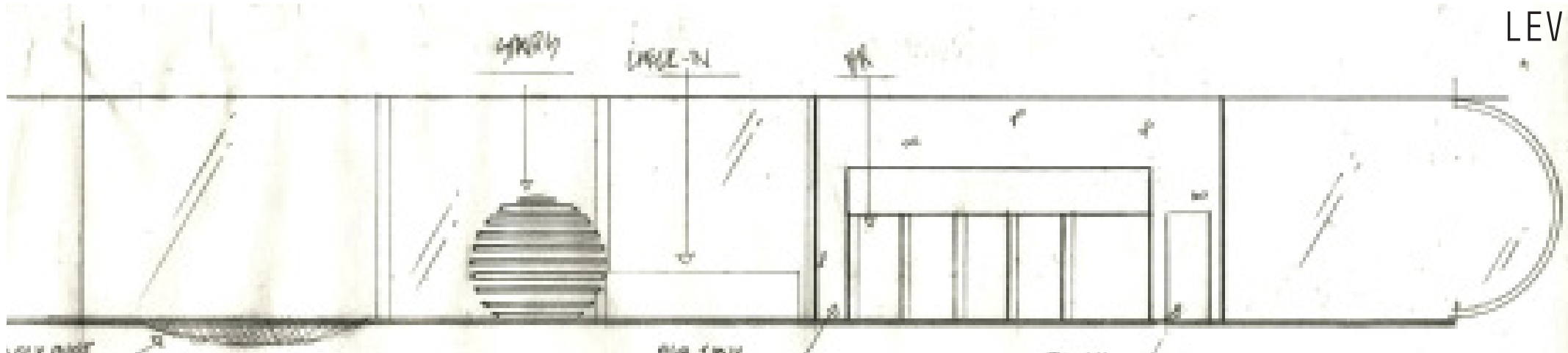
- _Age: 12-16
- _Generational identity: Gen Z
- _Reasoning for visiting: CPA, experiencing bad attitudes, less fortunate, school organization suggested child goes there
- _Physiological status: pubescent
- _Interests/behavior: impulsive, rebels, emotionally unstable, Haven't had stable environment, music, socializing
- _Funding State and fundraising
- _Location: Absentee parents, low income, orphan
- _Aesthetic interests: still learning, growing

Example Persona

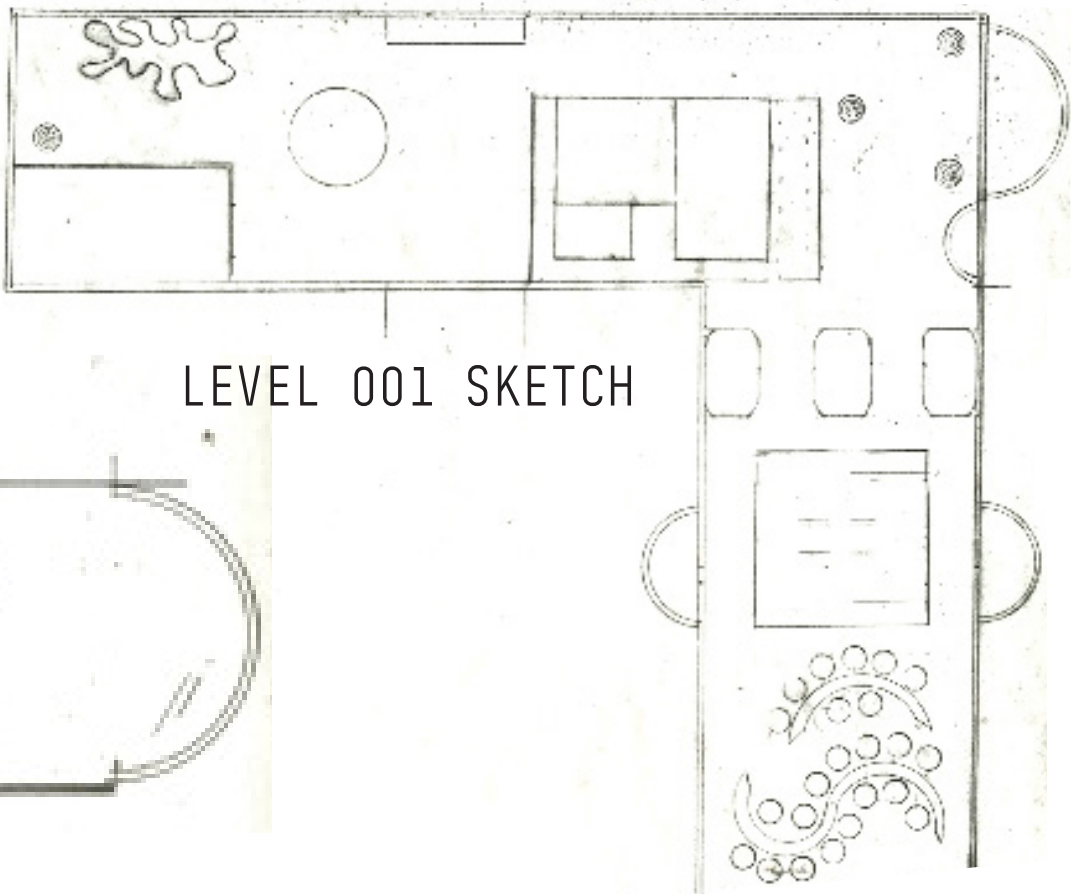
- _low class participation
- _15 yrs old
- _Boy
- _5'8"
- _165lbs
- _Starting to make more of his own decisions



Initial Sketches



ELEVATION



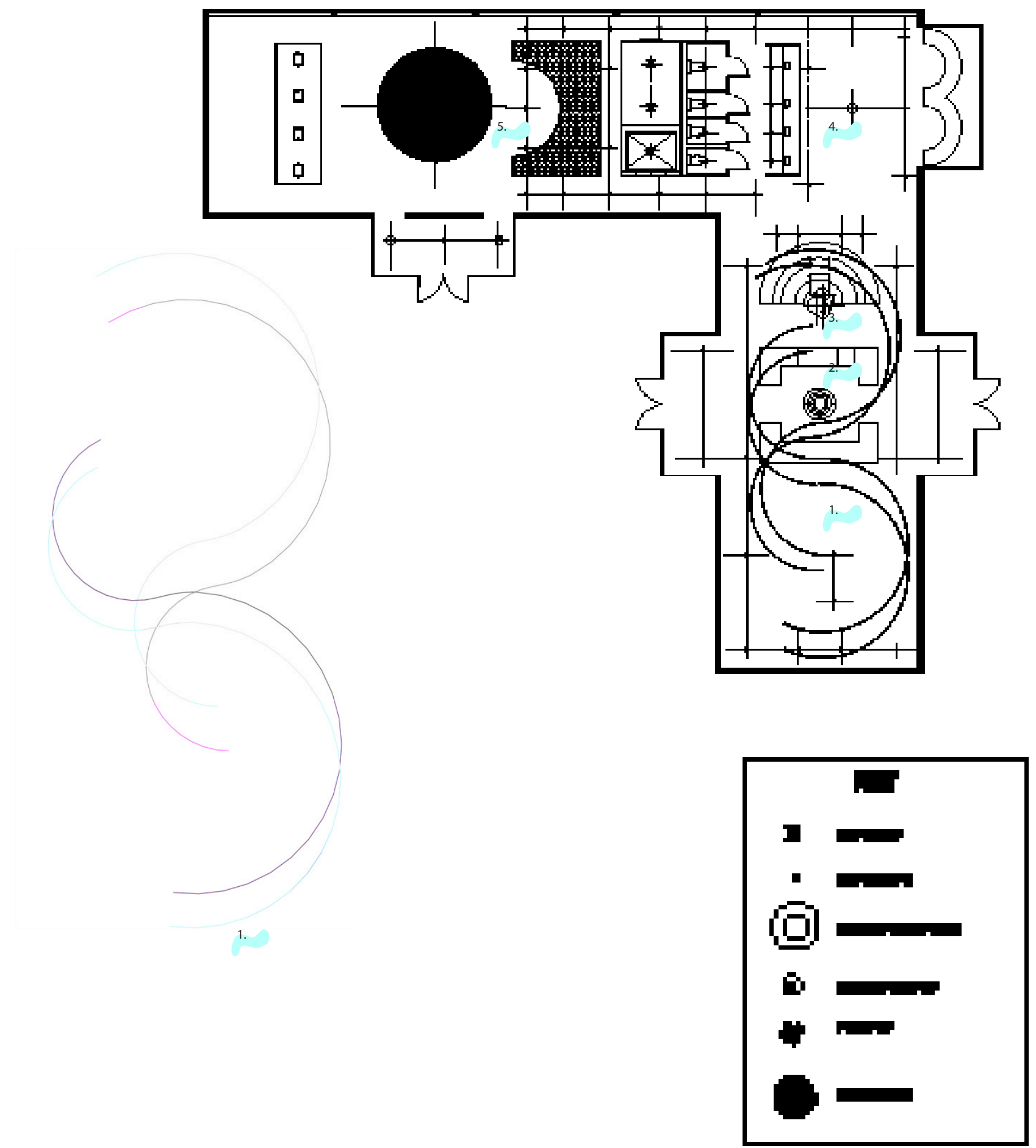
LEVEL 001 SKETCH

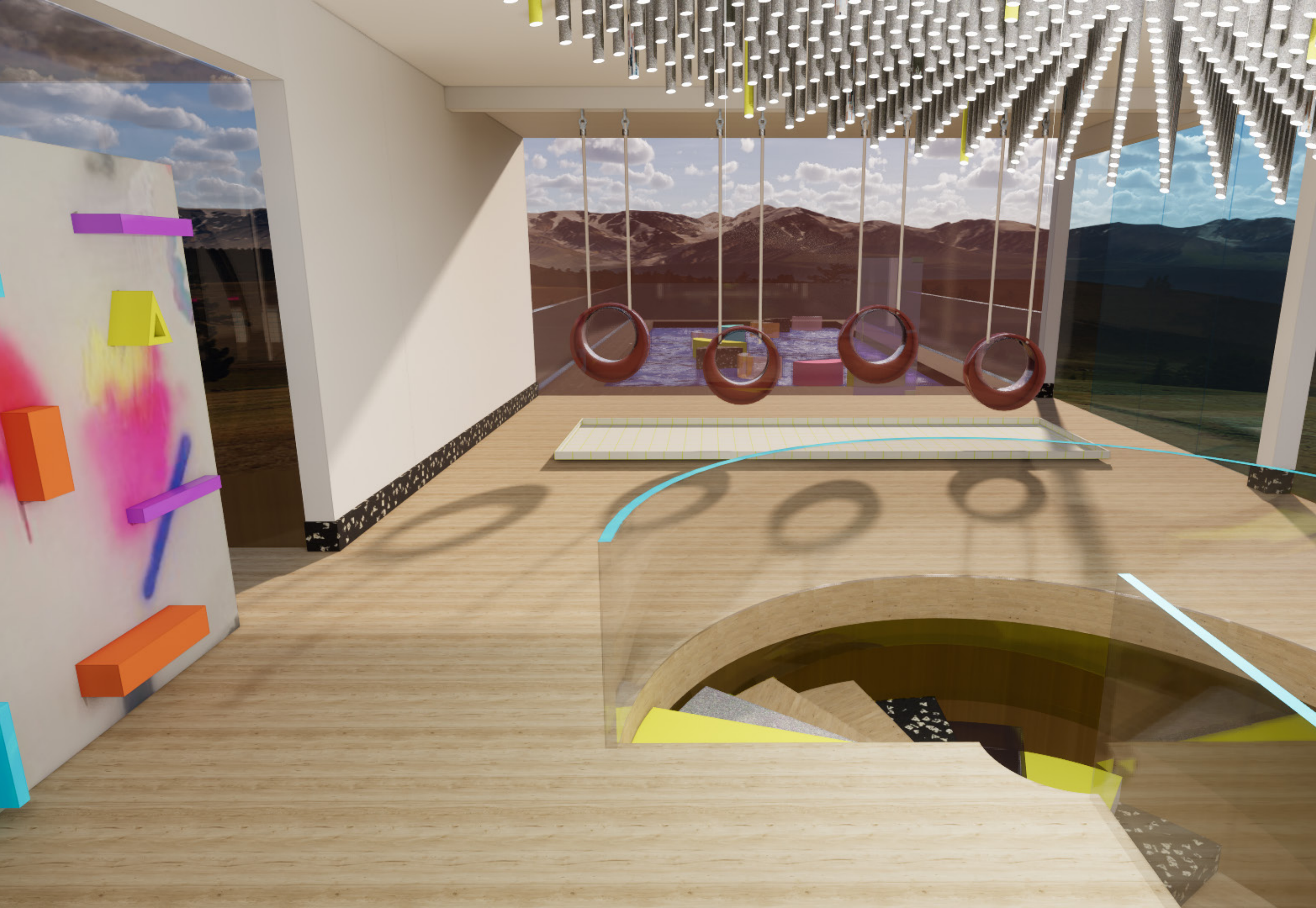
PRIVATE WORK ROOMS



AXONOMETRIC VIEWS

- 1.Vertical circulation
- 2.Main floor
- 3.Exterior walls





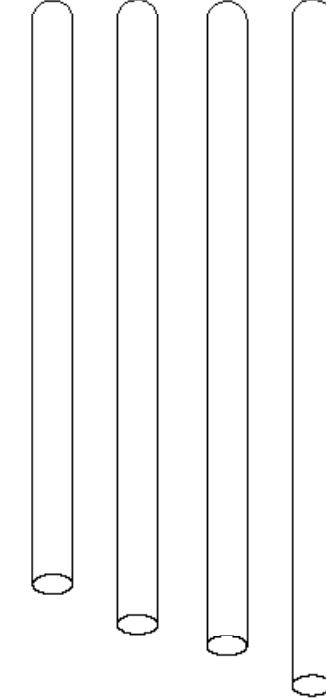
Chandelier

Custom Light Fixture

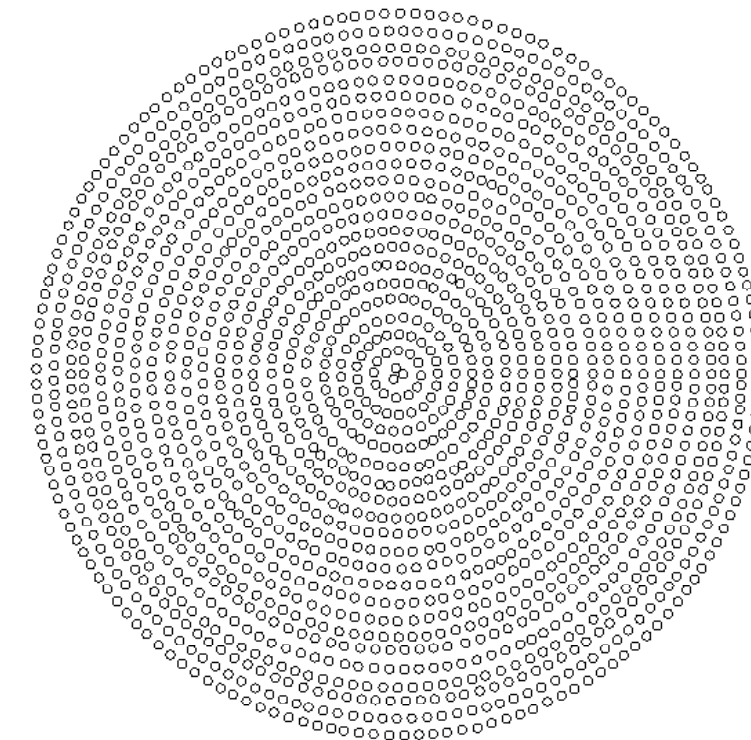
Module



Slanted Orientation

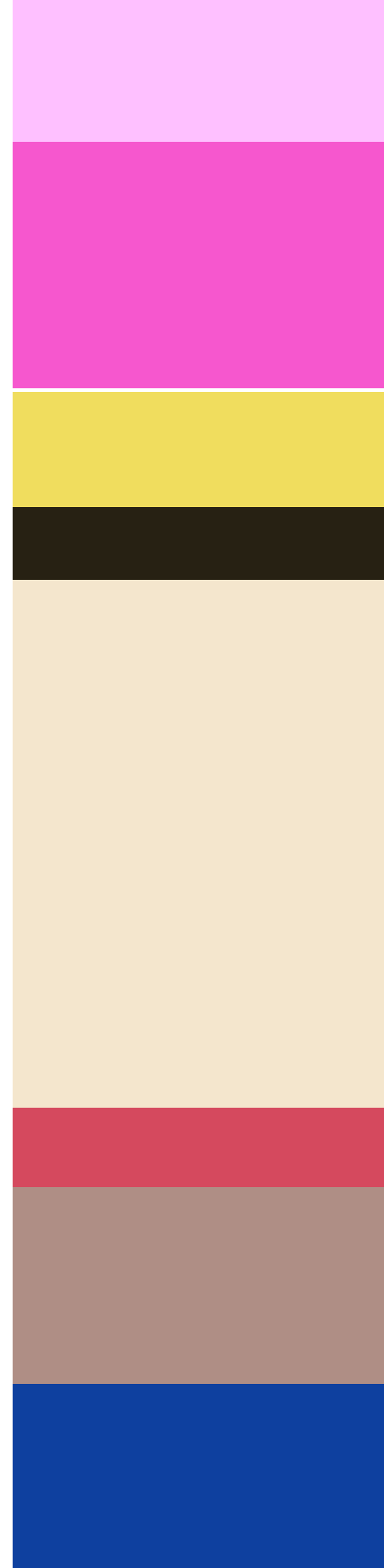


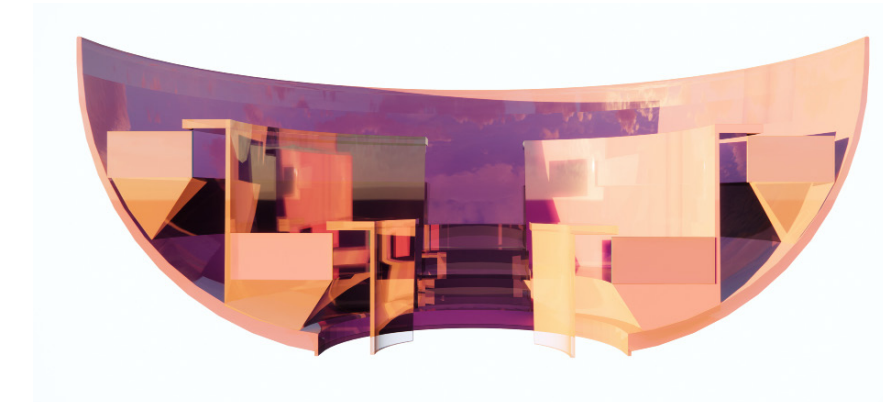
Plan view





INITIATIVE





OWI focuses on wellness for Adolescence. The kitchen was designed to have an Auditorium like seating where they would be able to watch the cook make their food hibachi style to learn key Lifestyle skills. They would be able to pick the vegetables straight from the garden and help prepare their meal with guidance from the cook.



Recap

_Main purpose of retreat: to help increase performance and participation in individuals. Increase positive responses in children.

_A Non-profit wellness center for children struggling in normal school environments.

Programs Used

_AutoCad
_Sketchup
_Enscape
_Photoshop

What I've Learned

_Team Player
_Multitasking
_First year learning all programs

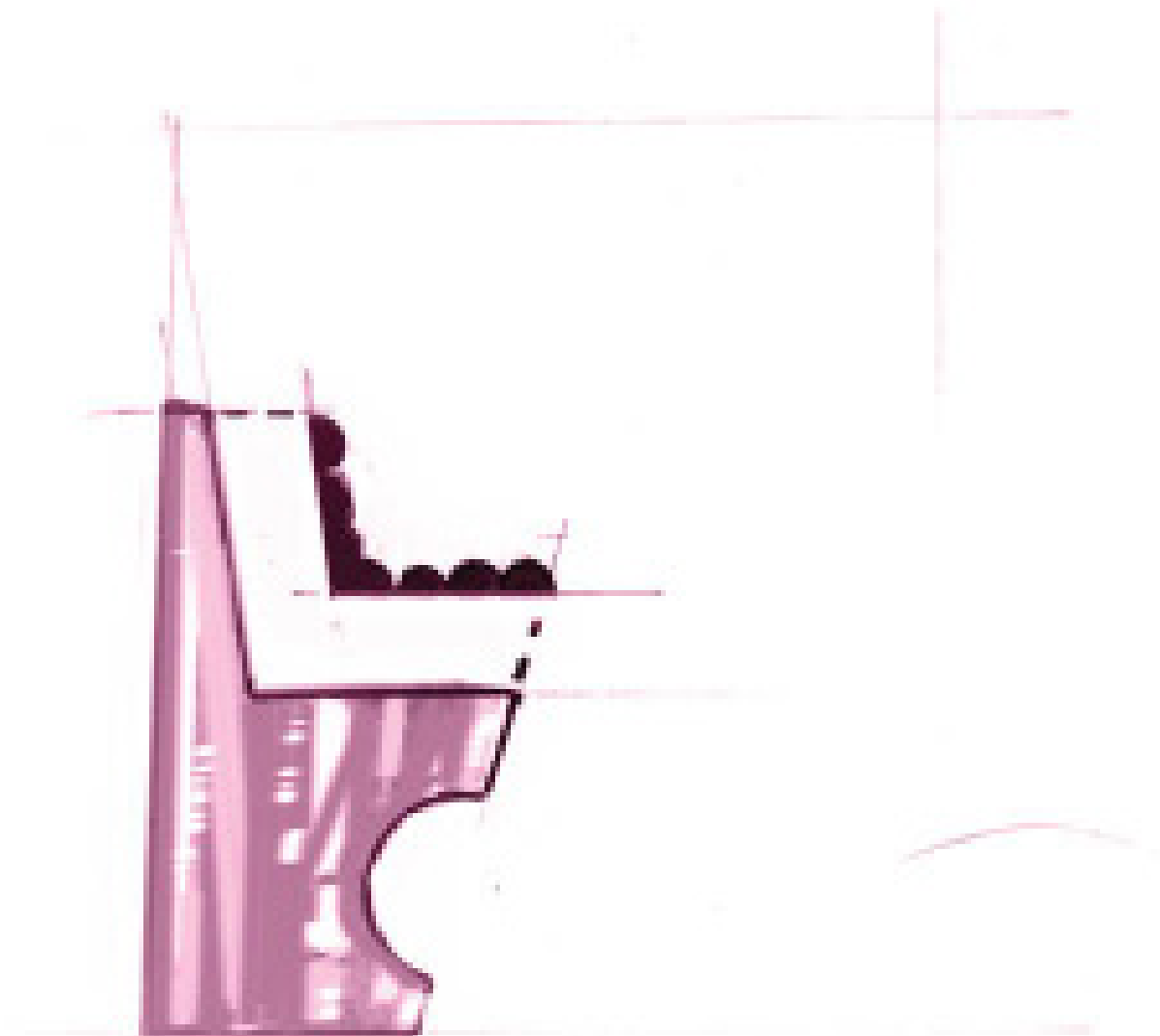
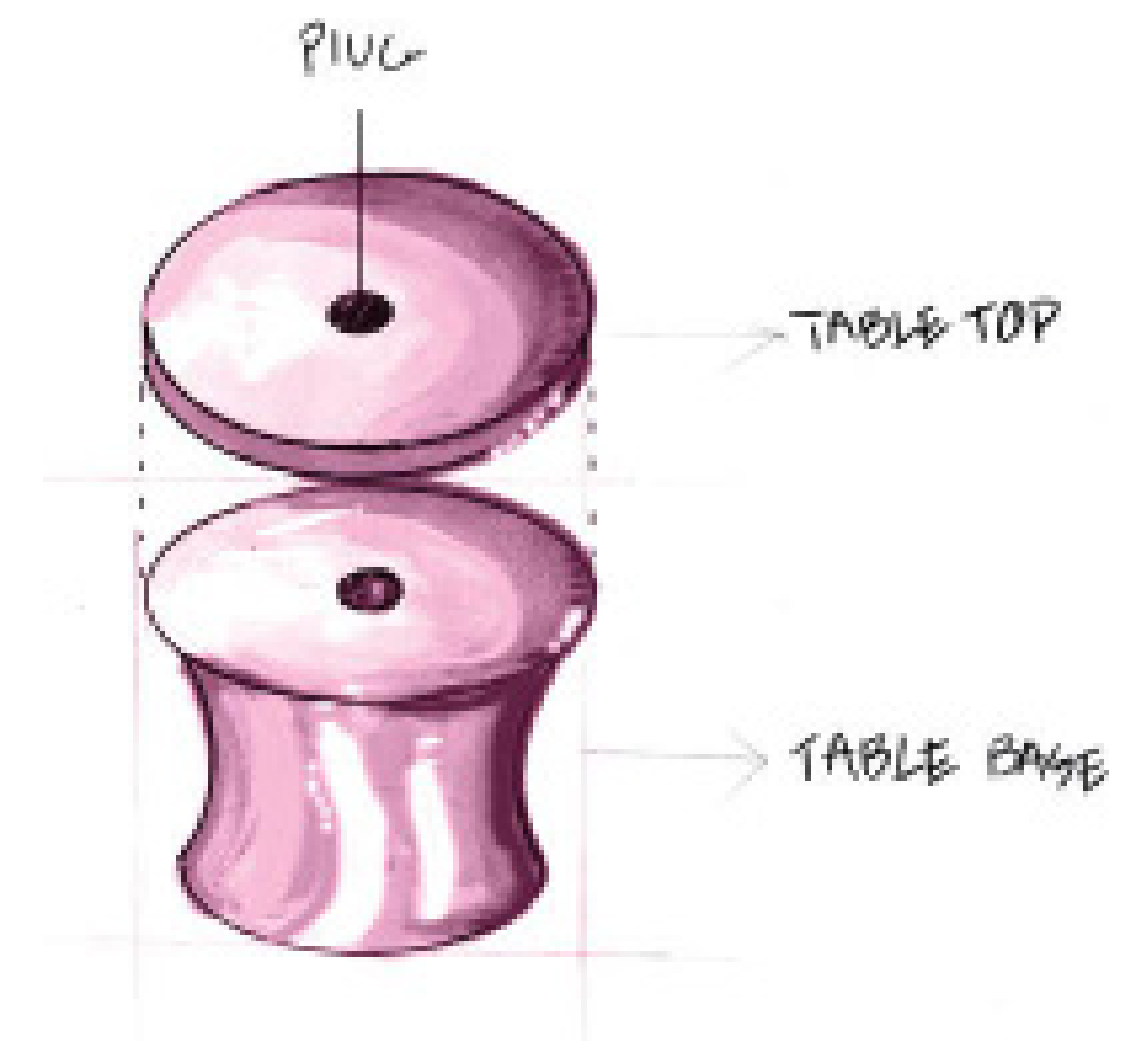


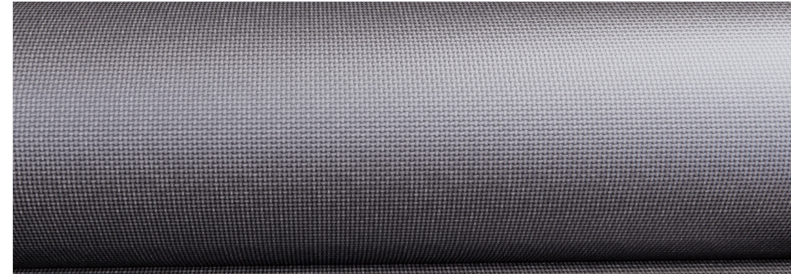


WORK-POD

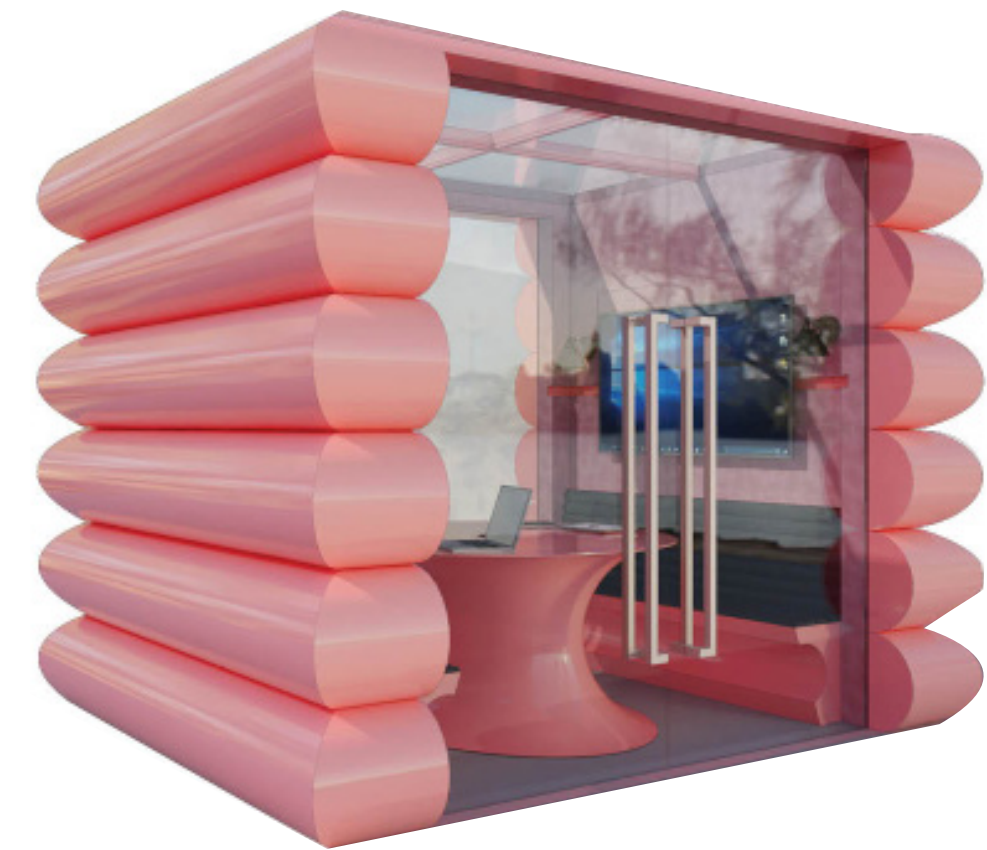
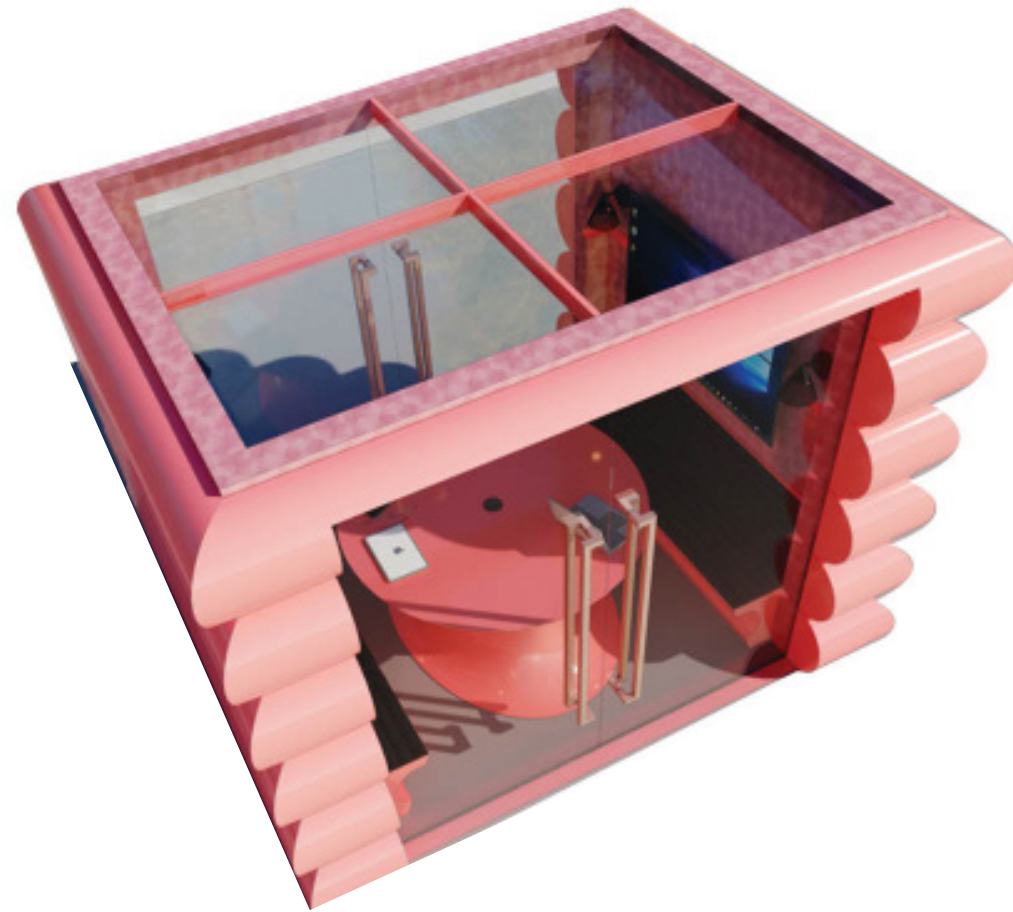
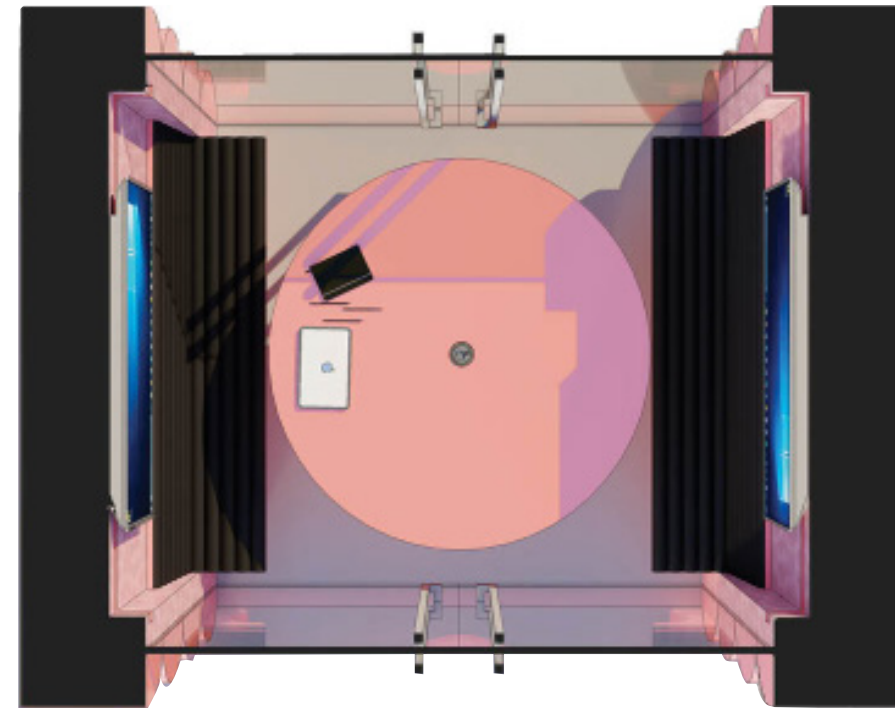
CONCEPT

My inspiration stems from a bullnose dresser derived in the 70's. I wanted the end product to represent a playful yet sexy take on a work booth. The goal is to be comfortable and secluded whether it is to have a work meeting or private phone call. Usb and plug designed in the custom table.



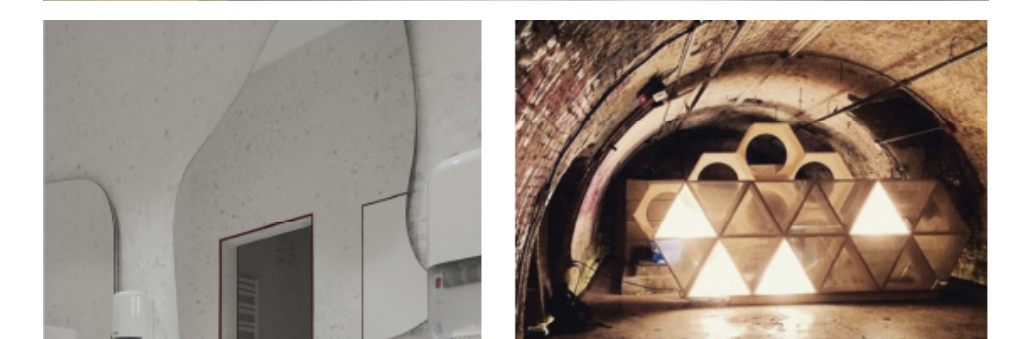
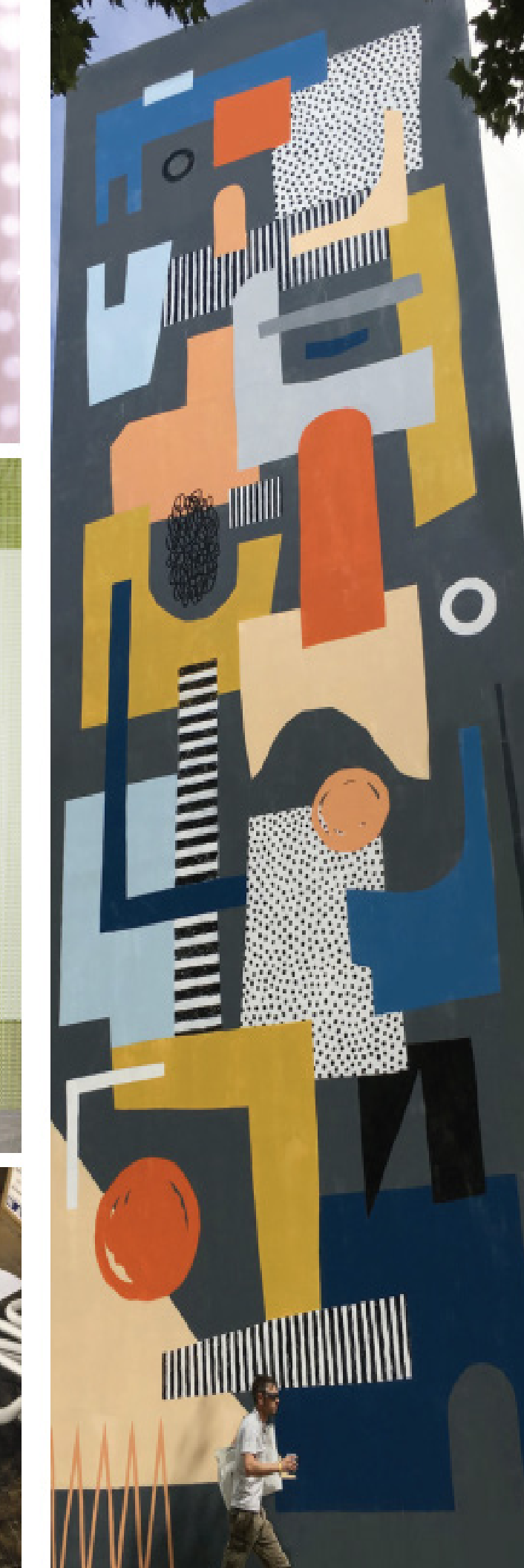
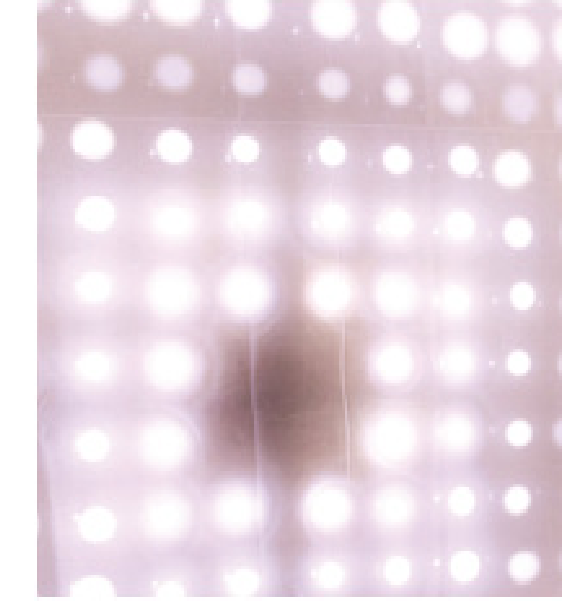


CONCEPT MATERIALS

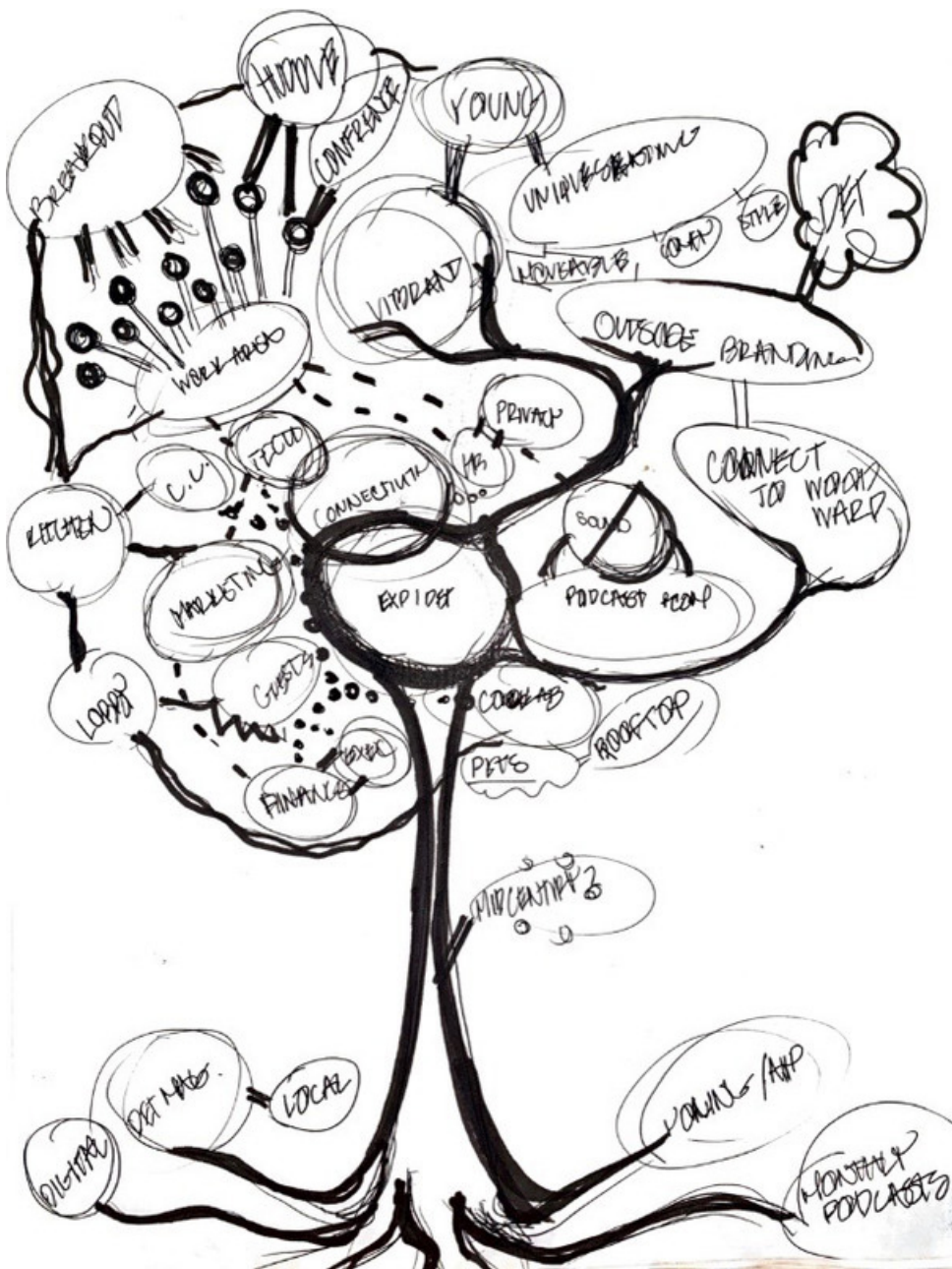


EXP | DET

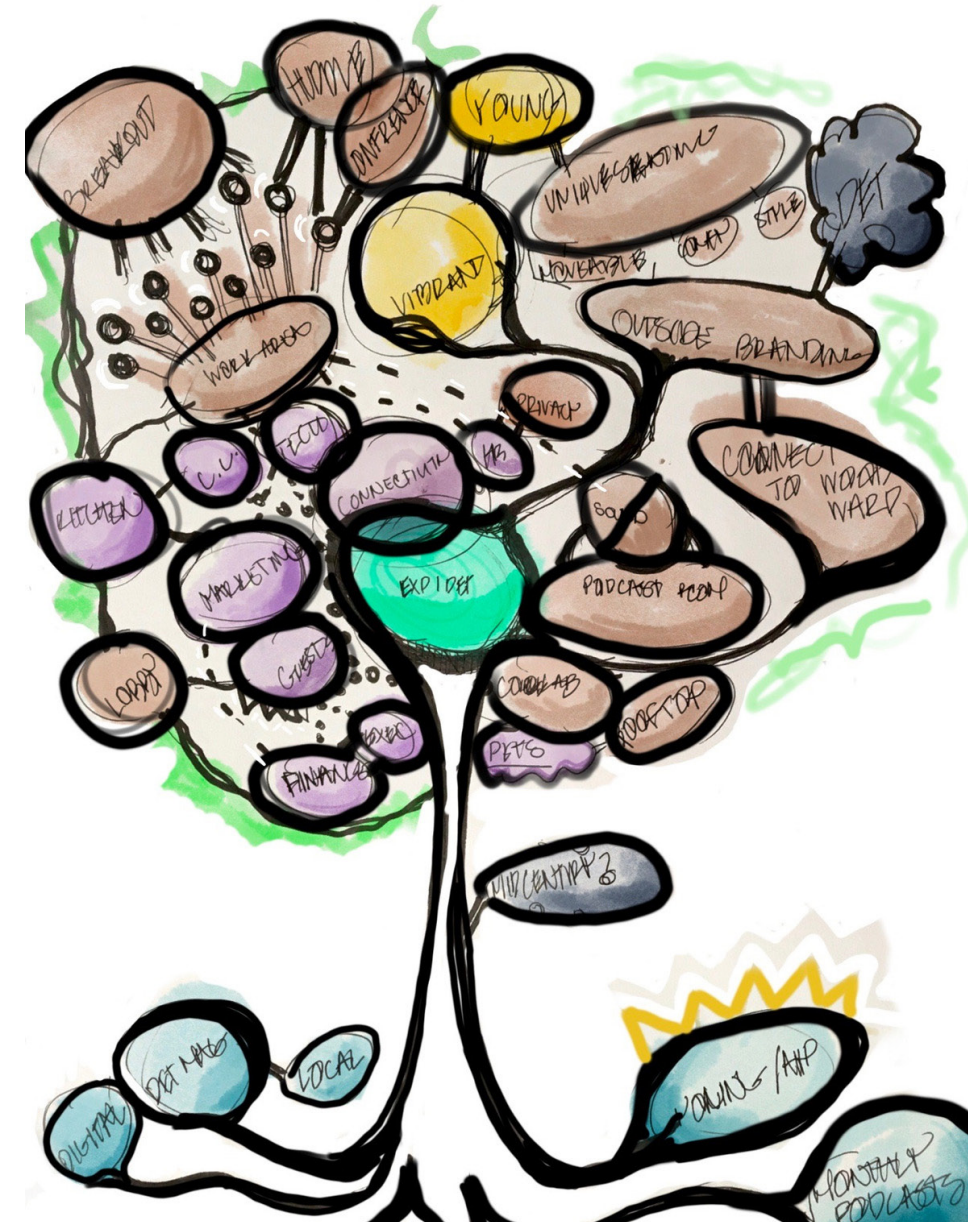
EXP|DETs Founder, Lou Goldhaber, was our client and he had a lot of wants to incorporate in his new Office building downtown on Woodward Ave. The main things we had to think about were the young vibrant culture, connectivity throughout the floors, lots of space to grow, branding in an exciting way, along with a large list of must haves for the office like 5 conference rooms, outside branding, outside patio, a huge kitchen and etc. After the site visit and client briefing I spent the semester creating Lou's, and his employees, ideal version of EXP|DET.



SCHEMATIC DIAGRAM



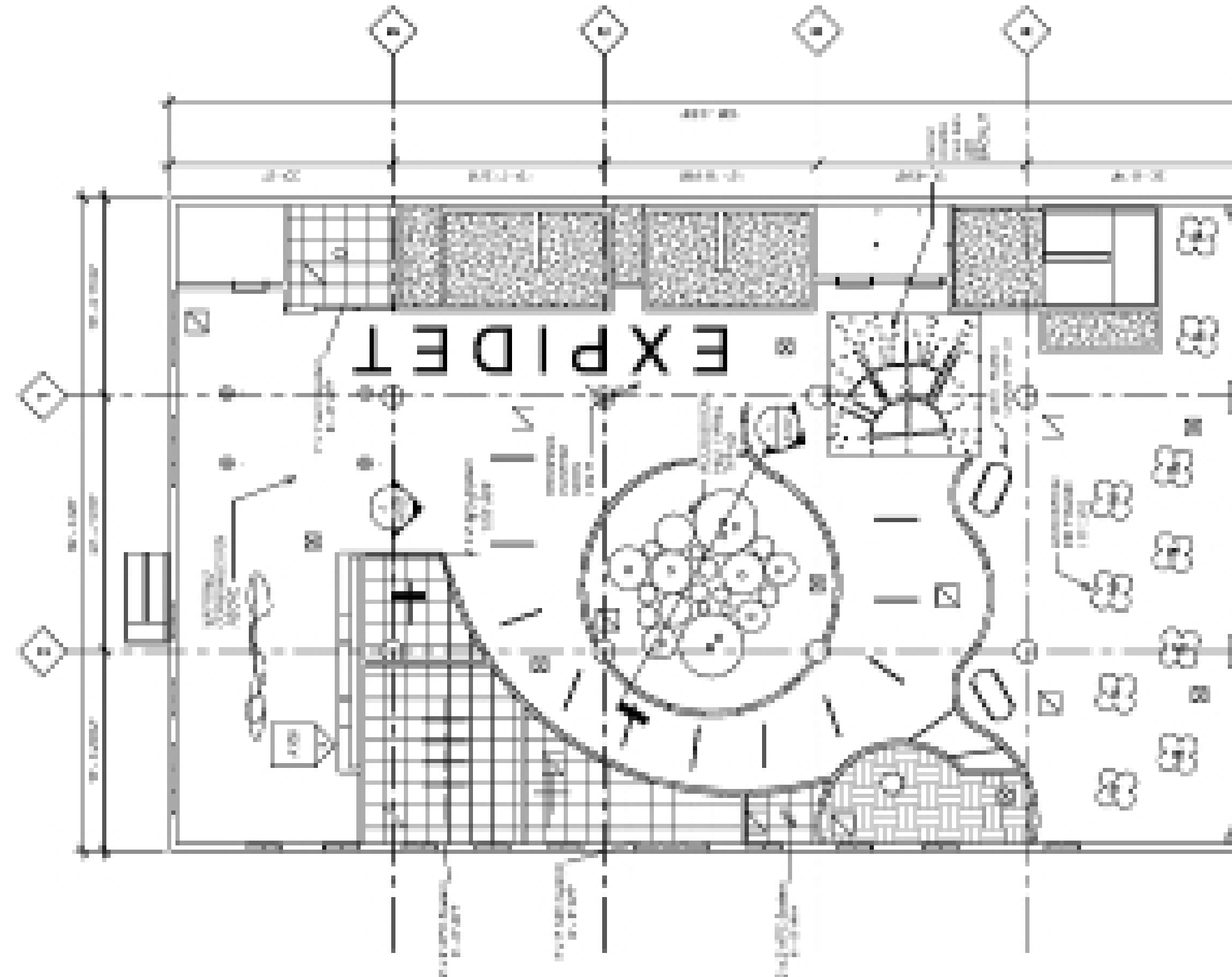
COMPANY ORGANIZATION



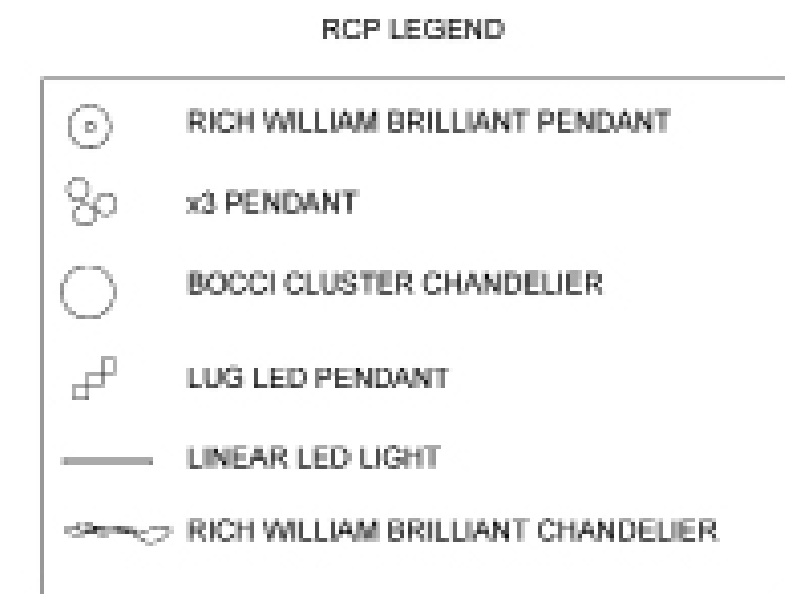
ORGANIZED PER CATEGORY

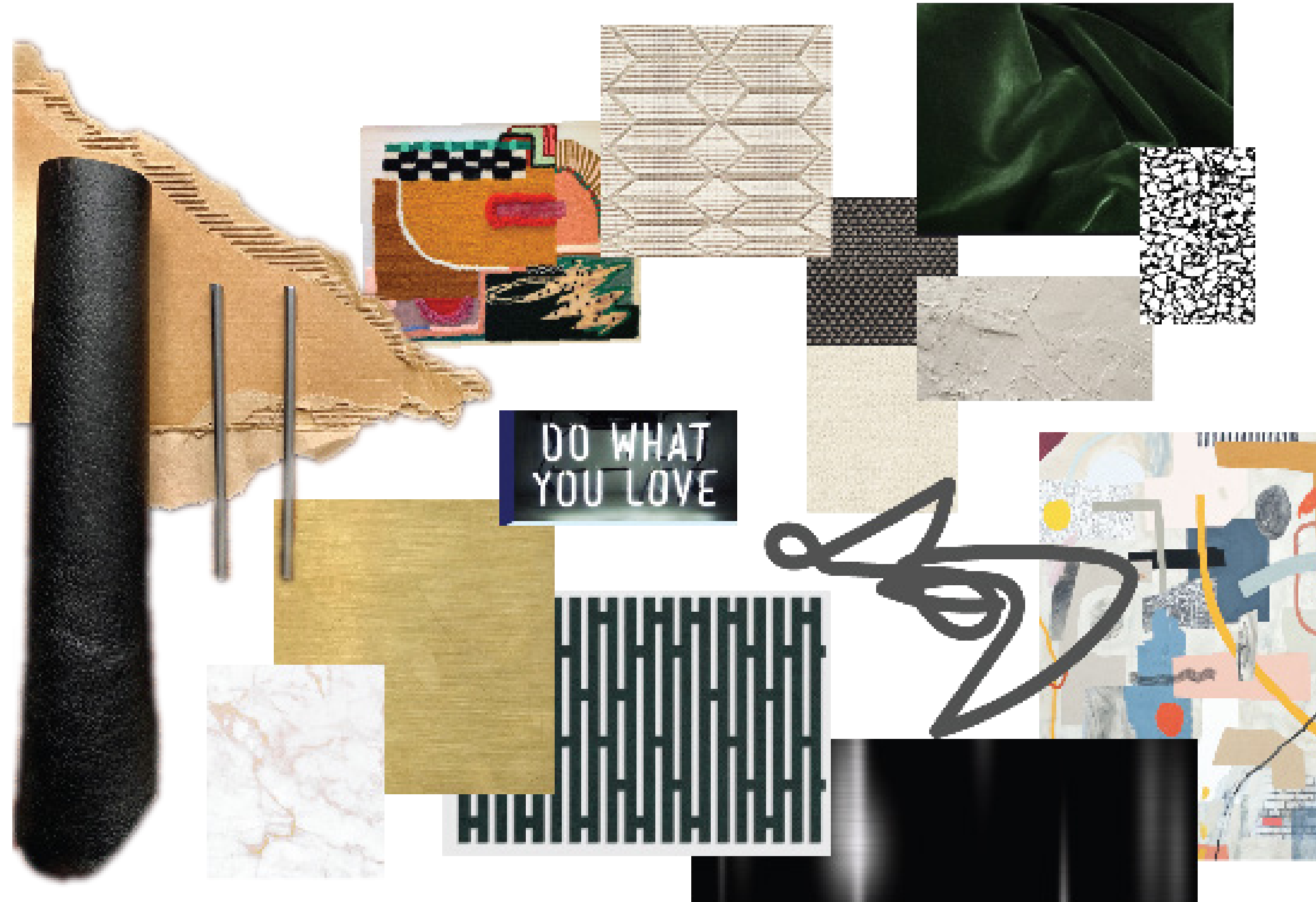


COLOR KEY



RCP





1ST

- Main hub area
- Reception
- Podcast room
- Lounge areas
- Main kitchen
- 5 conference rooms
- 1 phone room
- Bathrooms

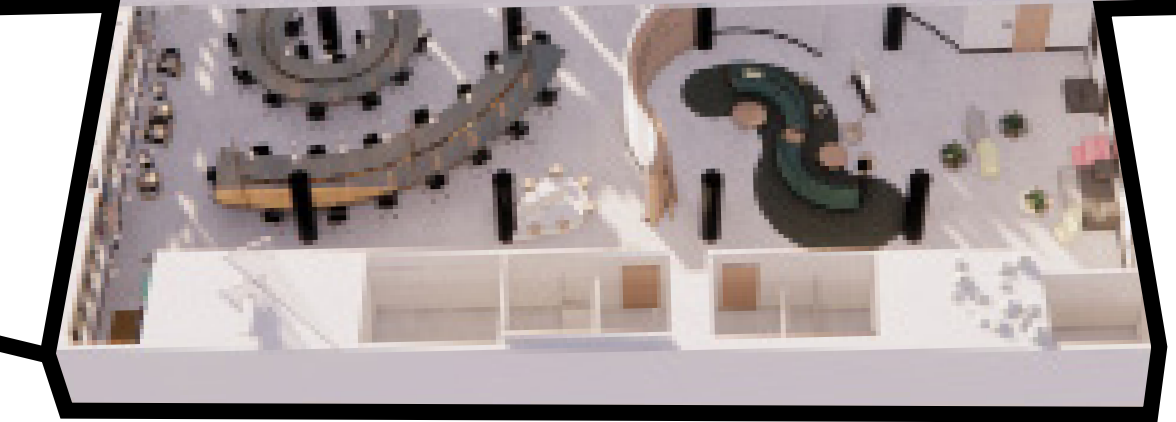


2ND

- Workstations
- Lounge areas
- 2 Locker rooms
- 4 phone rooms
- 2 wellness rooms
- Modular areas for growing staff
- 4 Private offices
- Bathrooms



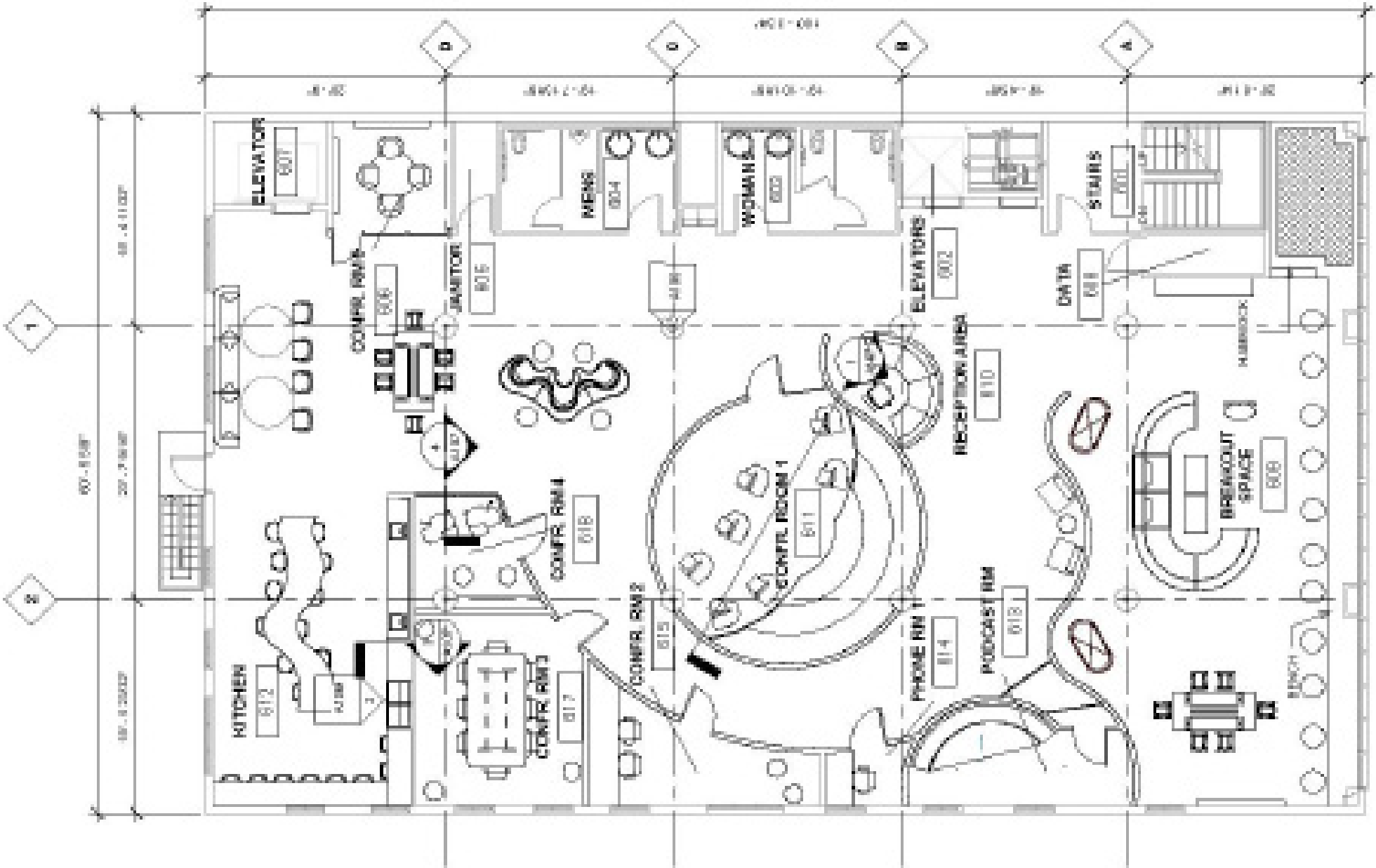
3RD





RECEPTION

Structural Columns usually create havoc in a design scenario. Many times they are an eye sore and a kink in a design plan and can leave designers stumped on what to do. I used this as an opportunity to create a one of a kind statement piece by thinking outside of the box and using branding and neon lights to create a very custom reception area. Also incorporating all the columns throughout the three floors with a high gloss finish creates the classy and timeless look the client was searching for.



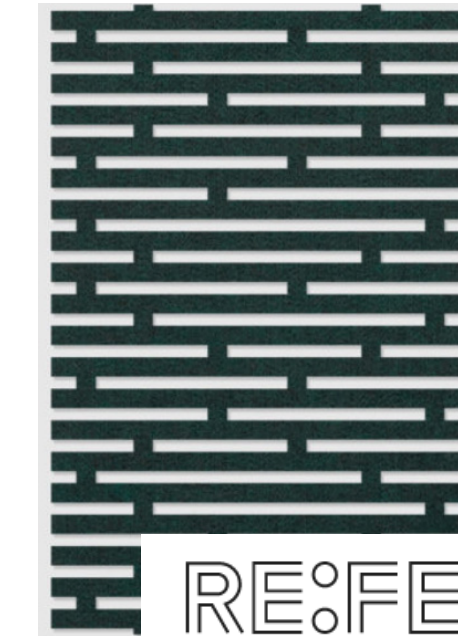


PODCAST ROOM



Socio-petal spaces are great for areas where communication is key. They tend to make people more talkative and more comfortable to open up and express themselves. The podcast room is sound efficient, having an acoustical ceiling, custom acoustical wall covering and MOLO bench that has divots to also help with acoustics. The entrance to the podcast hosts Daniele Steegman's "Walk through steal" art bringing recognition to global artisans; one of the newspapers main goal.

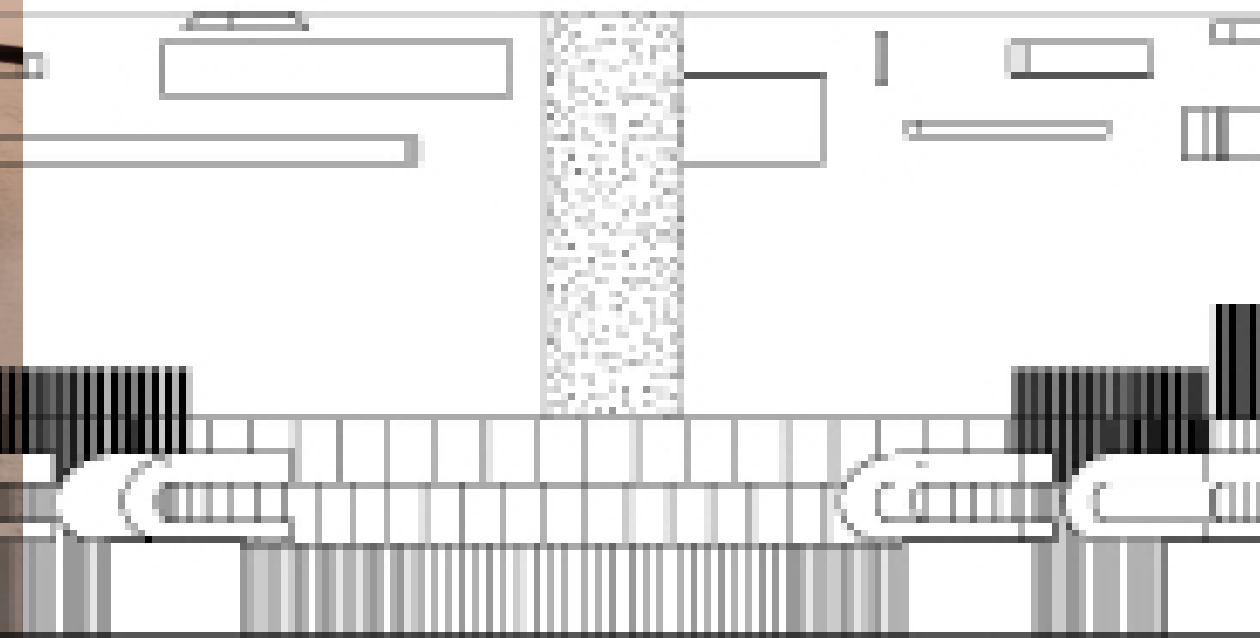
ACOUSTICS



RE:FELT



CONFERENCE ROOM

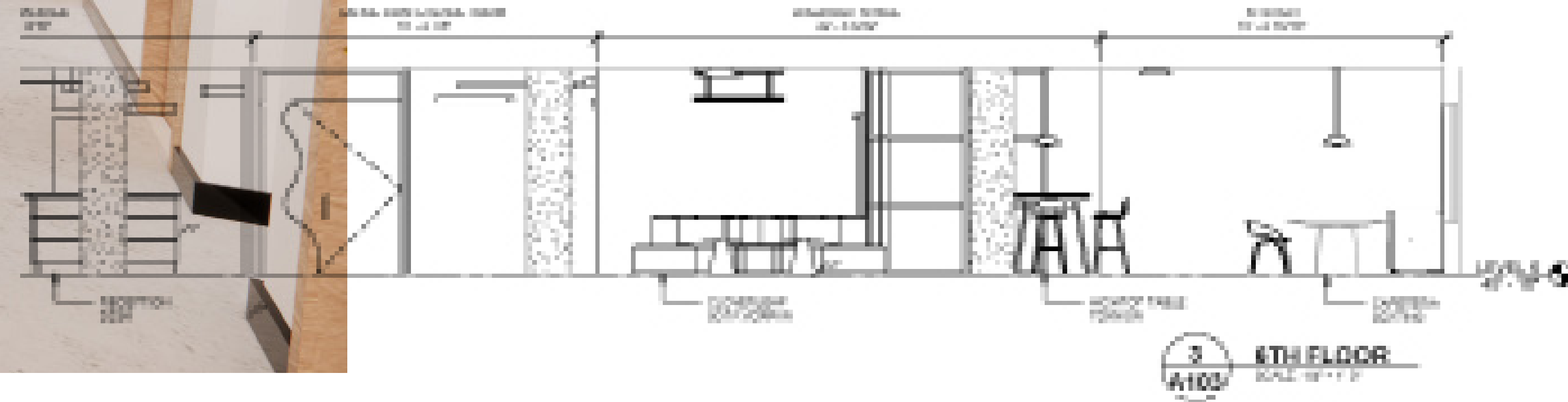


1
CONFERENCE BENCH



TECHNOLOGY

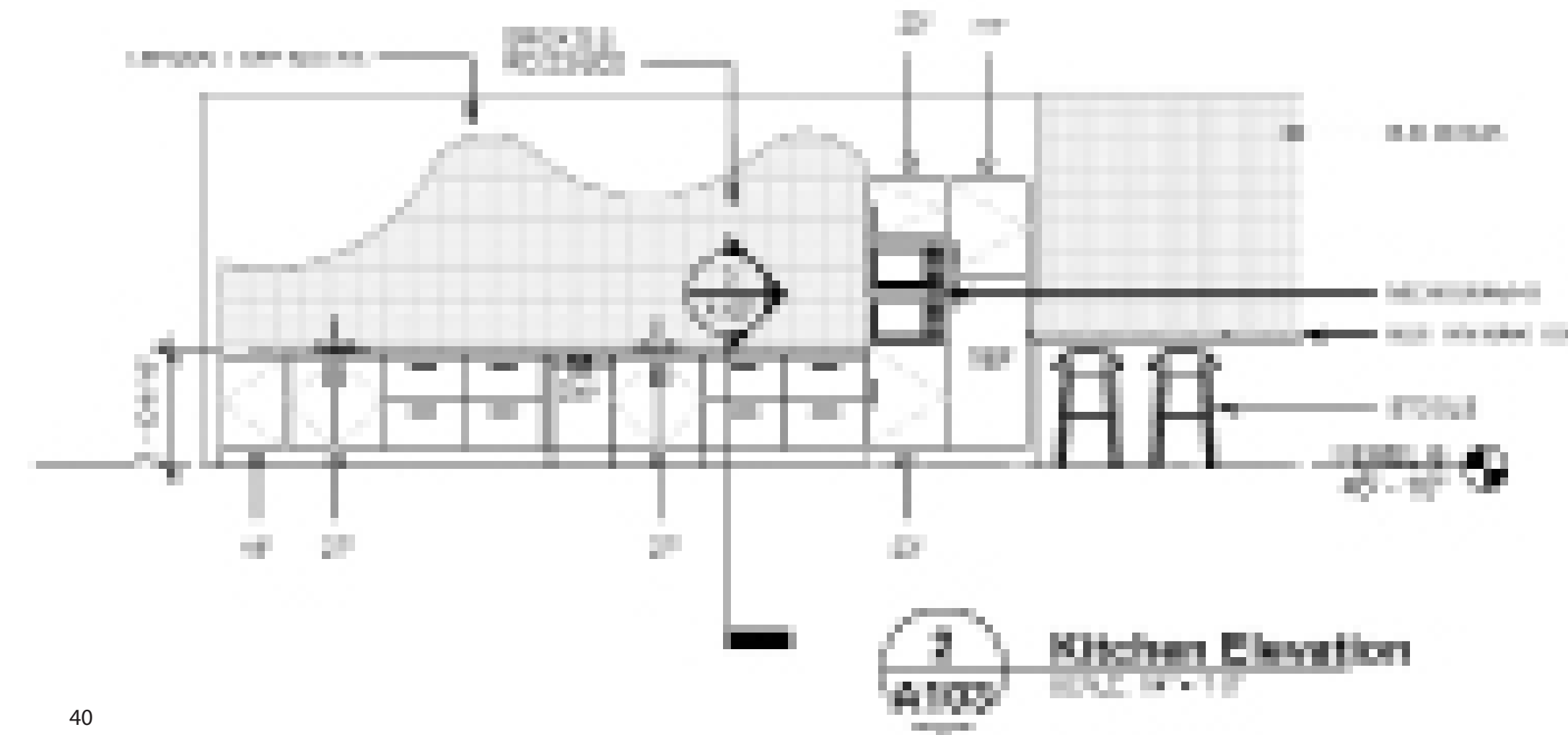
Online magazine company EXP|DET wanted to make sure their branding was shown throughout the 3 floors. One way I did this was by having an LED screen on the 6th floor showcasing their magazine articles of the week. This screen is right off of the reception and hard to miss when entering the building from the elevator.



KITCHEN AREA

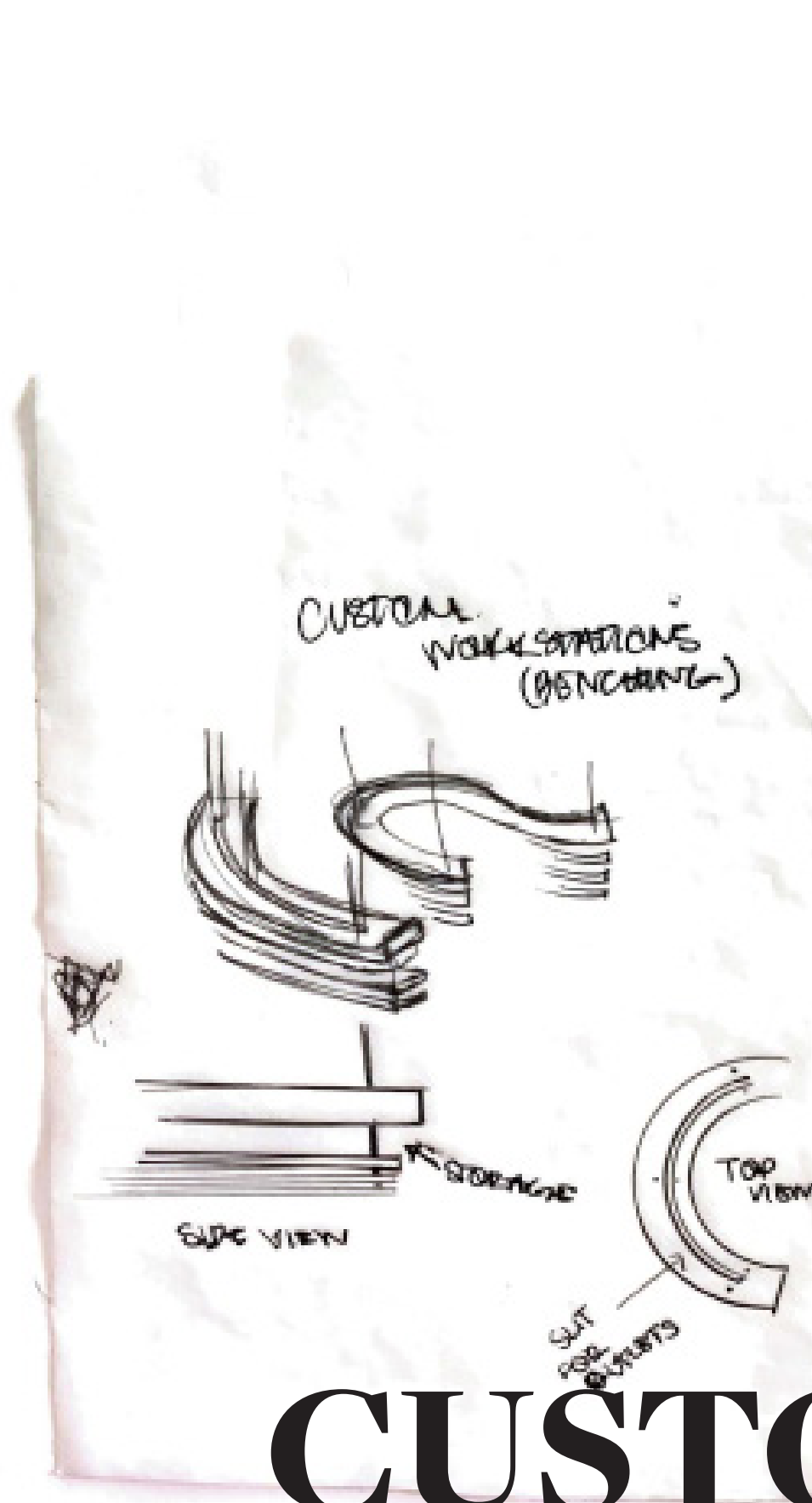
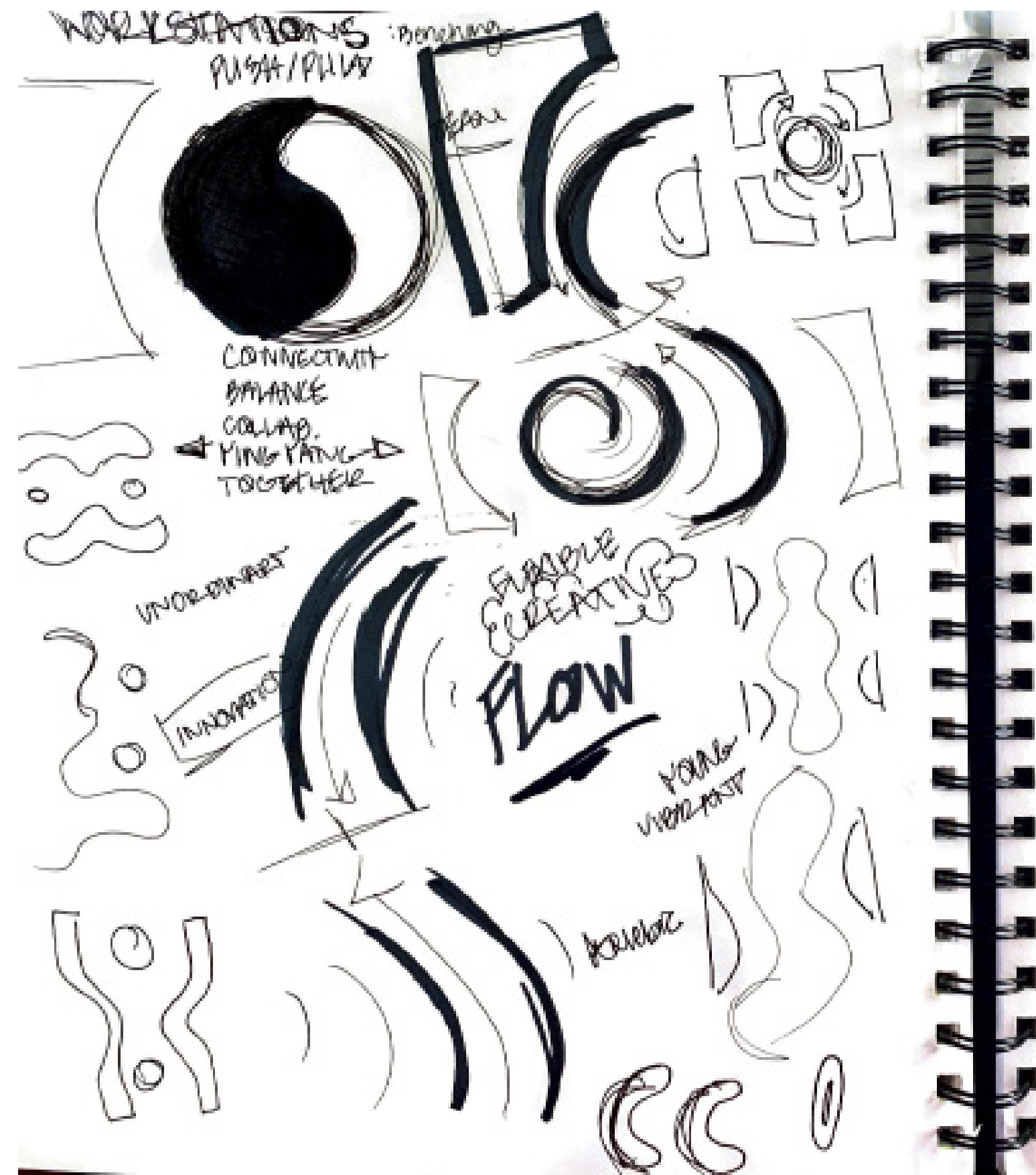
Togetherness

_The main hub on the 6th floor contains a massive custom kitchen area. Built to hold 30+ at one given time. The goal was to make sure it was possible to have flexible and innovative areas for people to meet and work together and for the possibility to host world renowned chef's easily inside the space. The custom bio-morphic shapes is repeated throughout the three floors bringing cohesiveness.



Thoughtful Process

_My inspiration for EXP|DET stemmed from the organic curves of yin and yang. After the client brief it was clear that the company was a very young, vibrant and flexible organization that strives for connectivity and teamwork. This drive automatically made me think of yin and yang and the organic nature of the symbolic meaning. When I think of young and flexible, my mind goes to organic shapes and moving parts. The custom work station I created also resemble this bio morphic idea. I wanted the workstations to have a socio-petal nature and bring the company together.

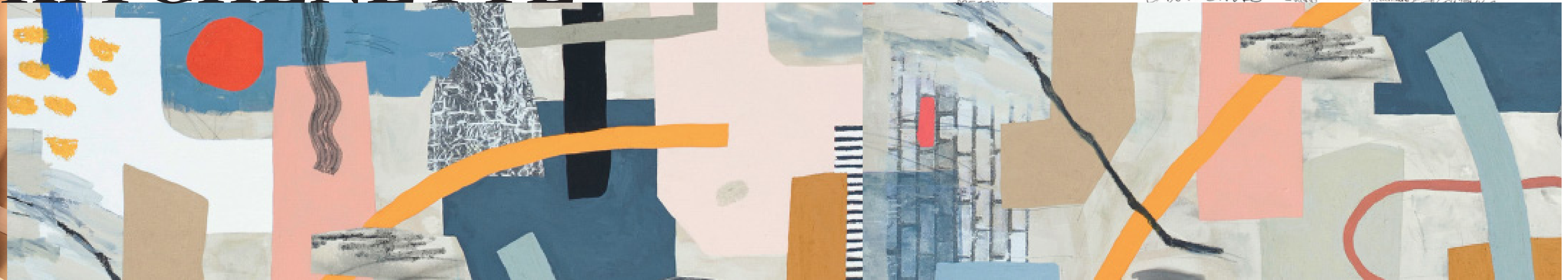


CUSTOM WORKSTATIONS



1

KITCHENETTE

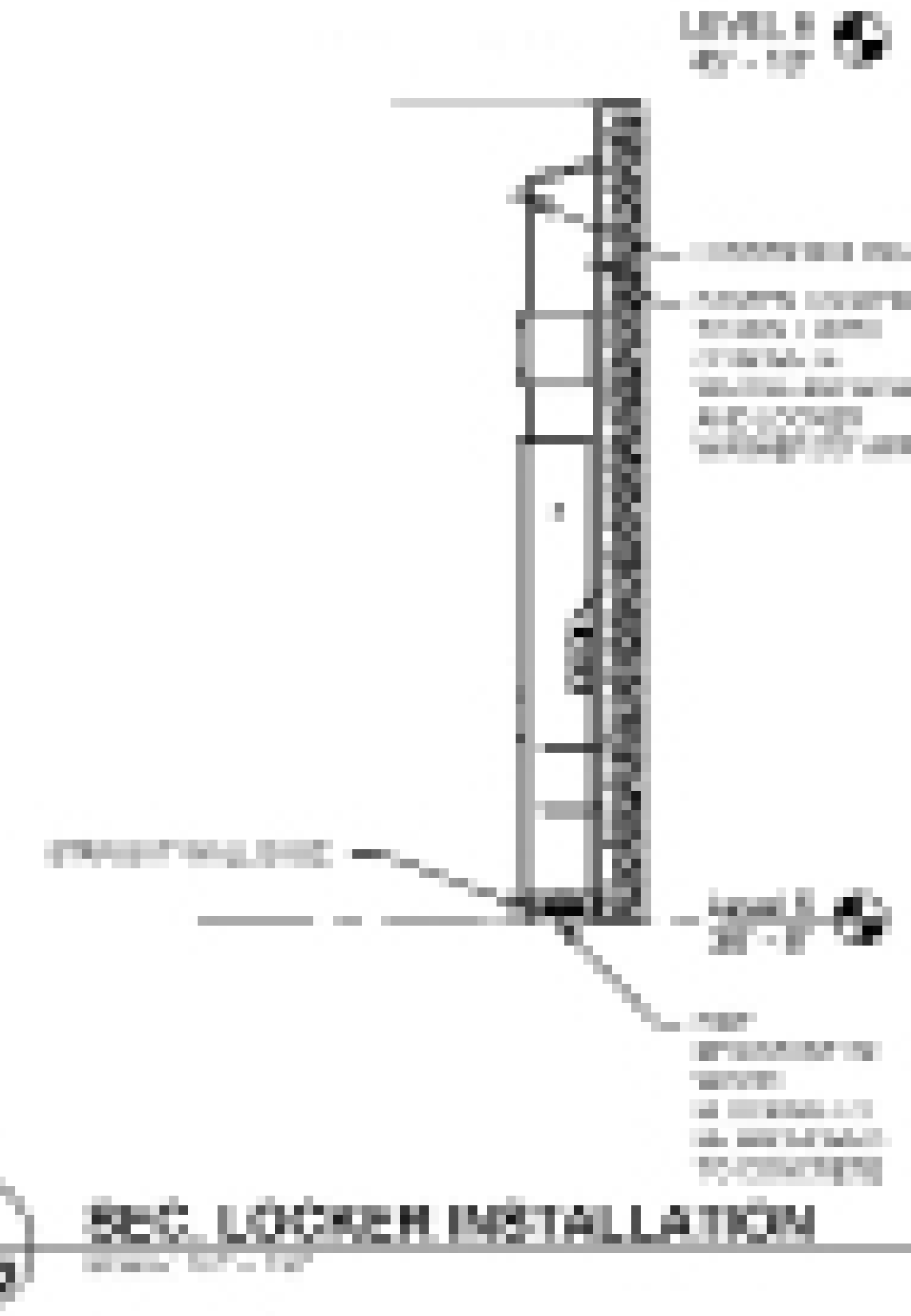


SHOWCASING DETROIT ARTISTS: ELLEN RUTT





LOCKER AREAS



The 4th and 5th floor have custom locker areas to ensure a safe space to house the employees belongings since this office is a flexible area that doesn't have permanent desk placing. Some cubbies are smaller for things like purses or wallets and the ones to the bottom are more spacious, having room to hang up coats and shelves for shoes, etc. These lockers were designed to fit in between an awkward column situation.



Recap

_Main client outcome: Have an office that fits their needs and wants as a young growing company. Make sure branding is incorporated throughout. Connectedness on the three floors.

_EXP|DET is a Online magazine company with mainly young vibrant employees ranging from 20-50.

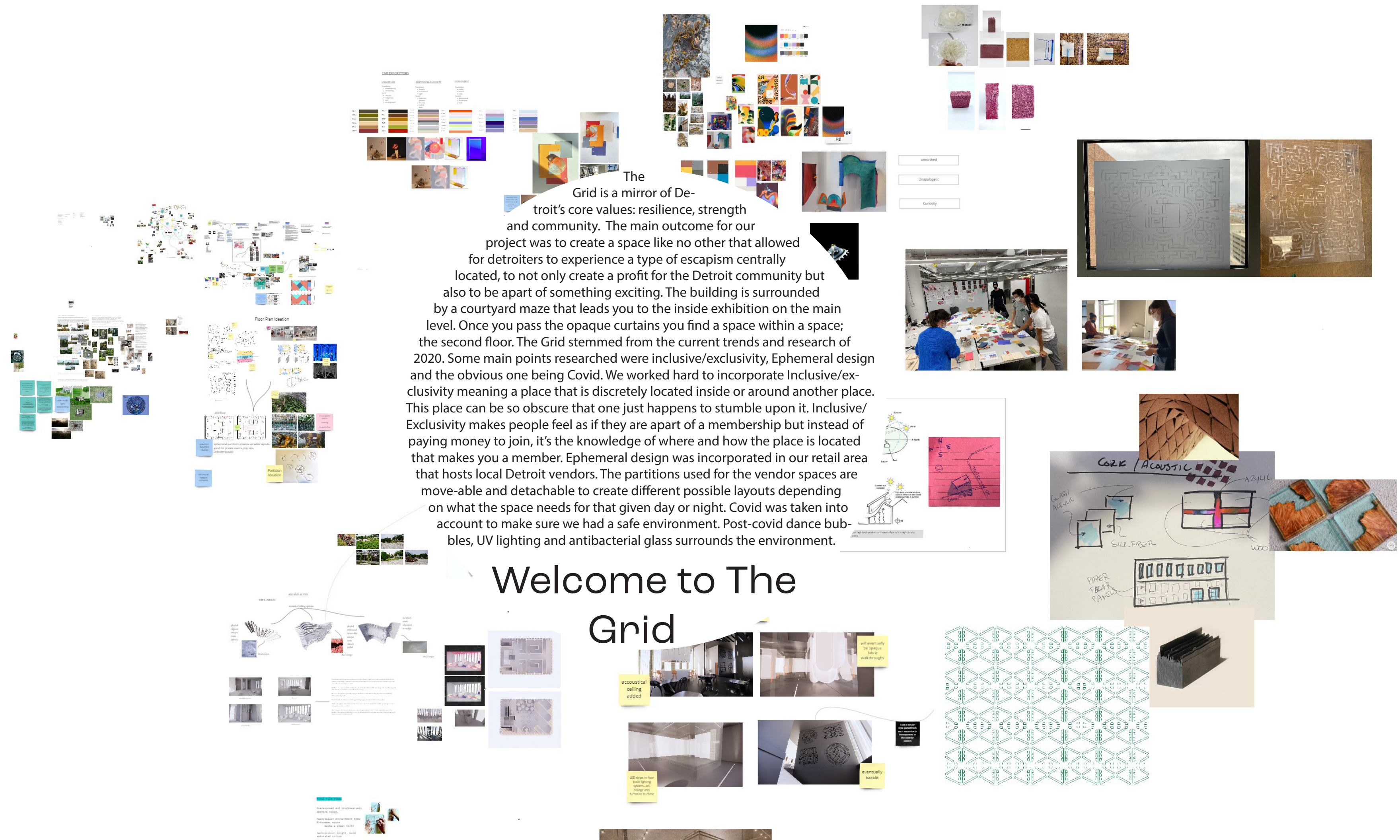
Programs Used

_AutoCad
_Sketchup
_Revit
_Enscape
_Photoshop

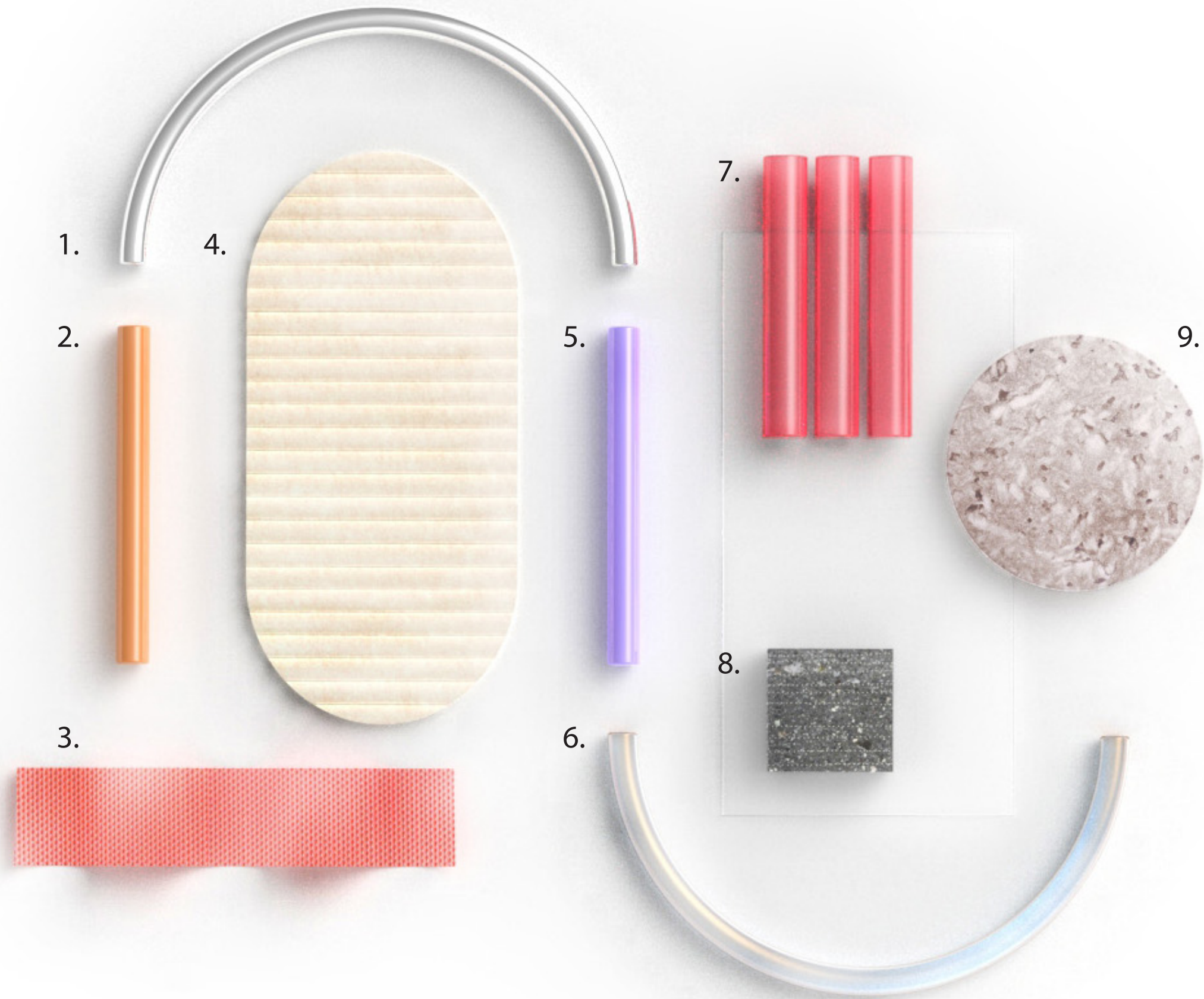
What I've Learned

_Multitasking
_Office layout
_Laser cutting
_Client briefing
_Presentation skills
_Project Managing



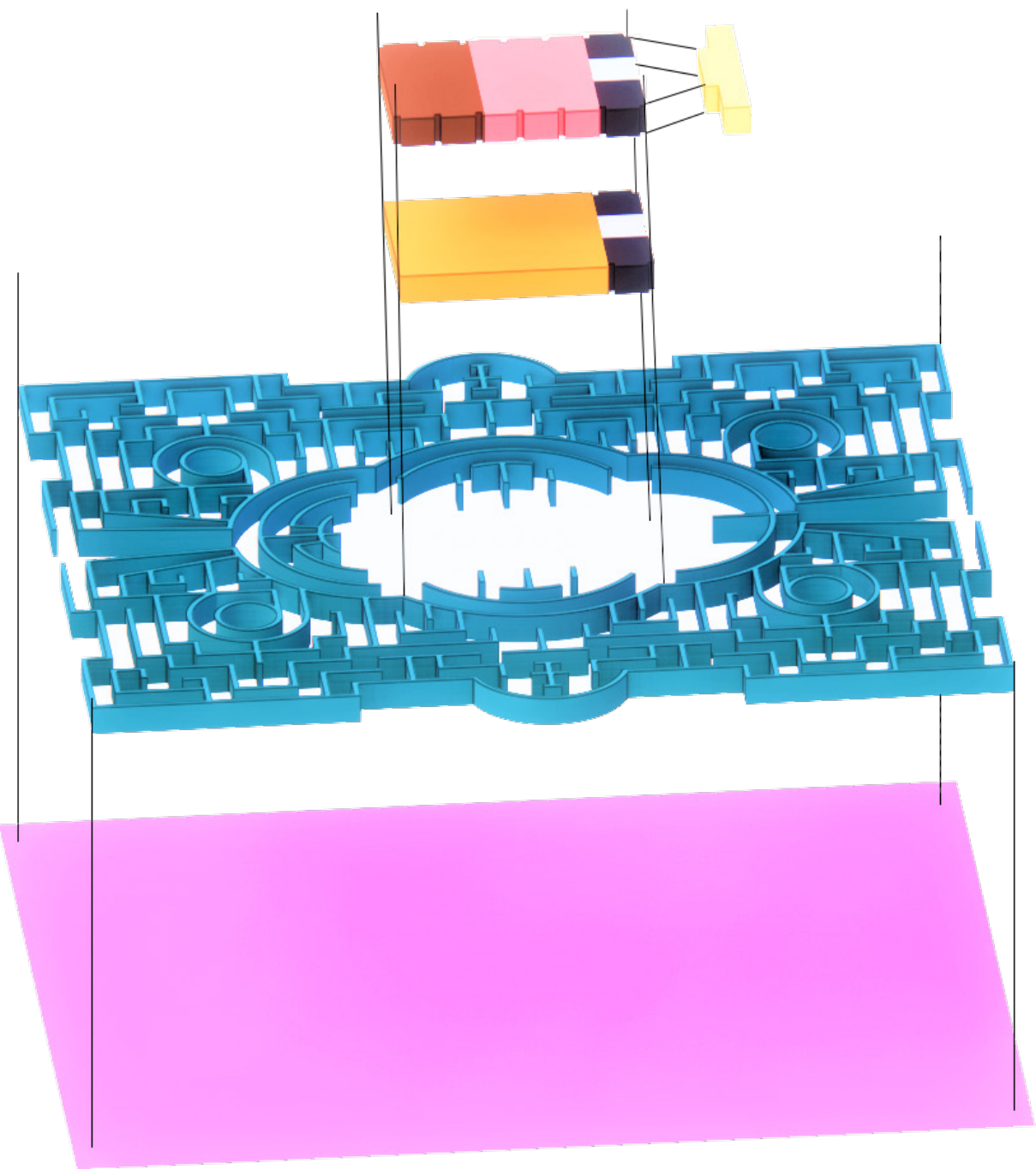
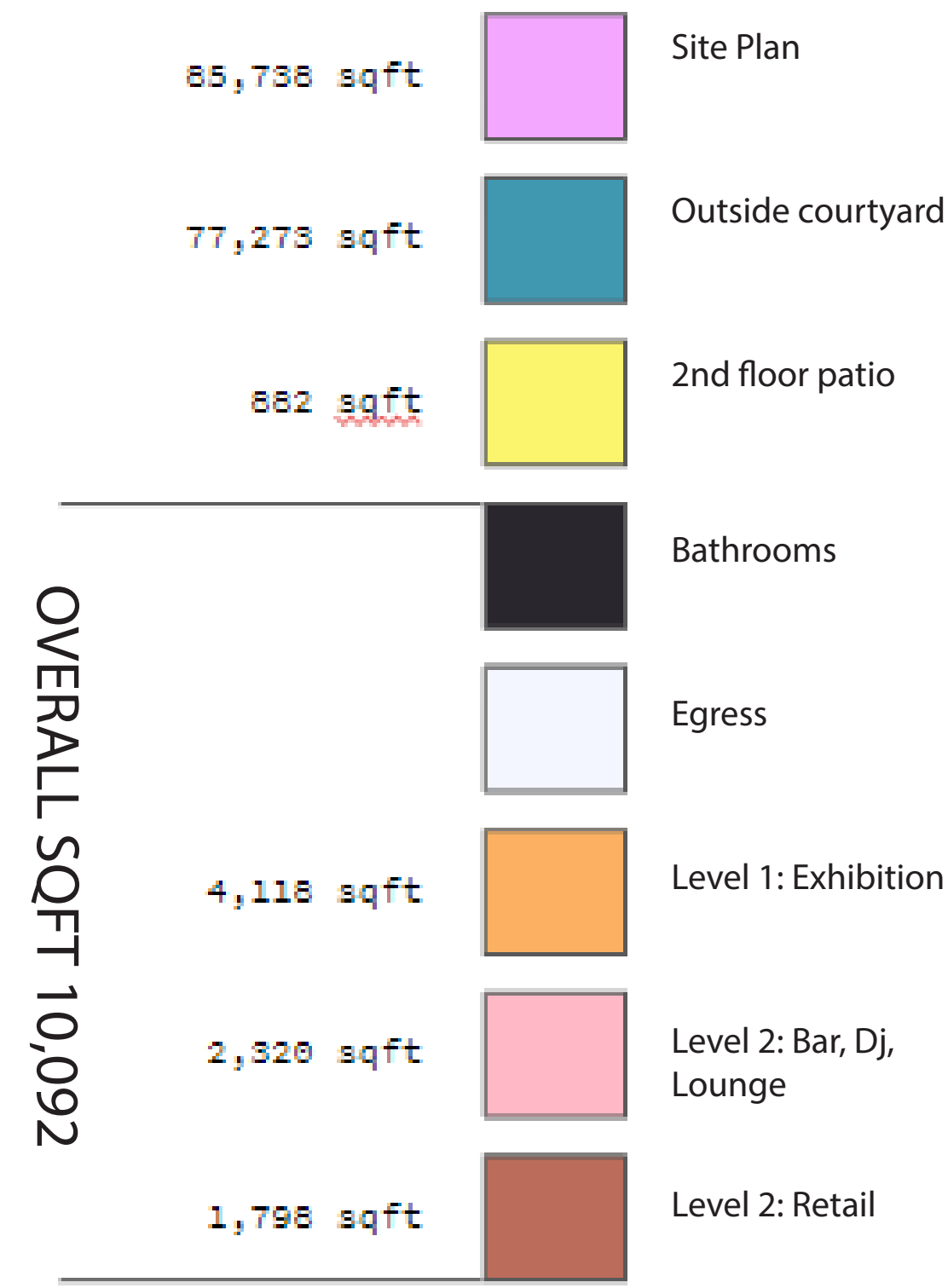


Material Board

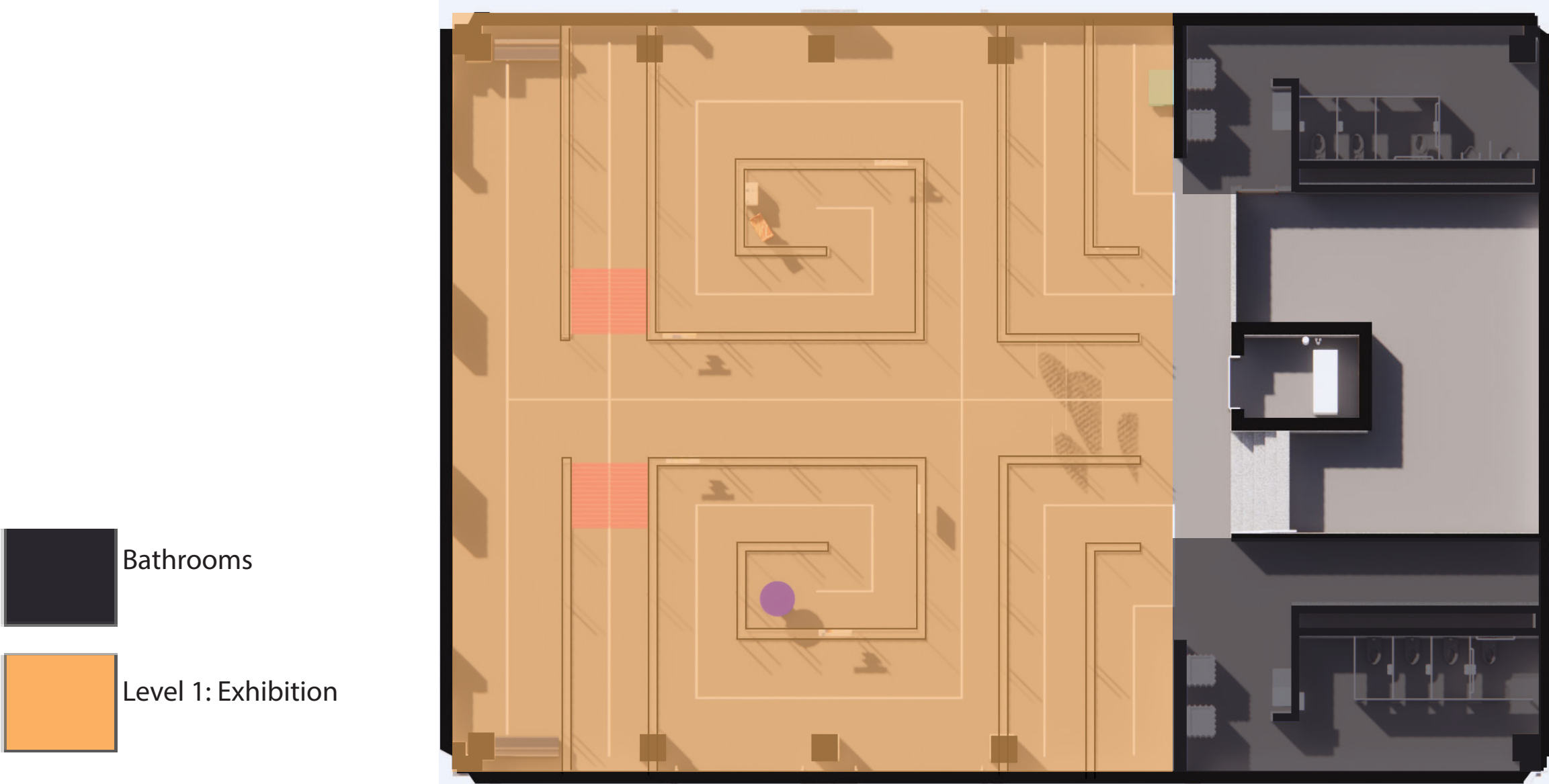


- 1.Stainless steel
- 2.Bio resin jelly
- 3.Translucent drapery
- 4. Textured upholstery
- 5.Paint color SW
- 6.Glass
- 7.Bio Resin walk-through jelly
- 8. Translucent Concrete
- 9.Terrazzo wood mix

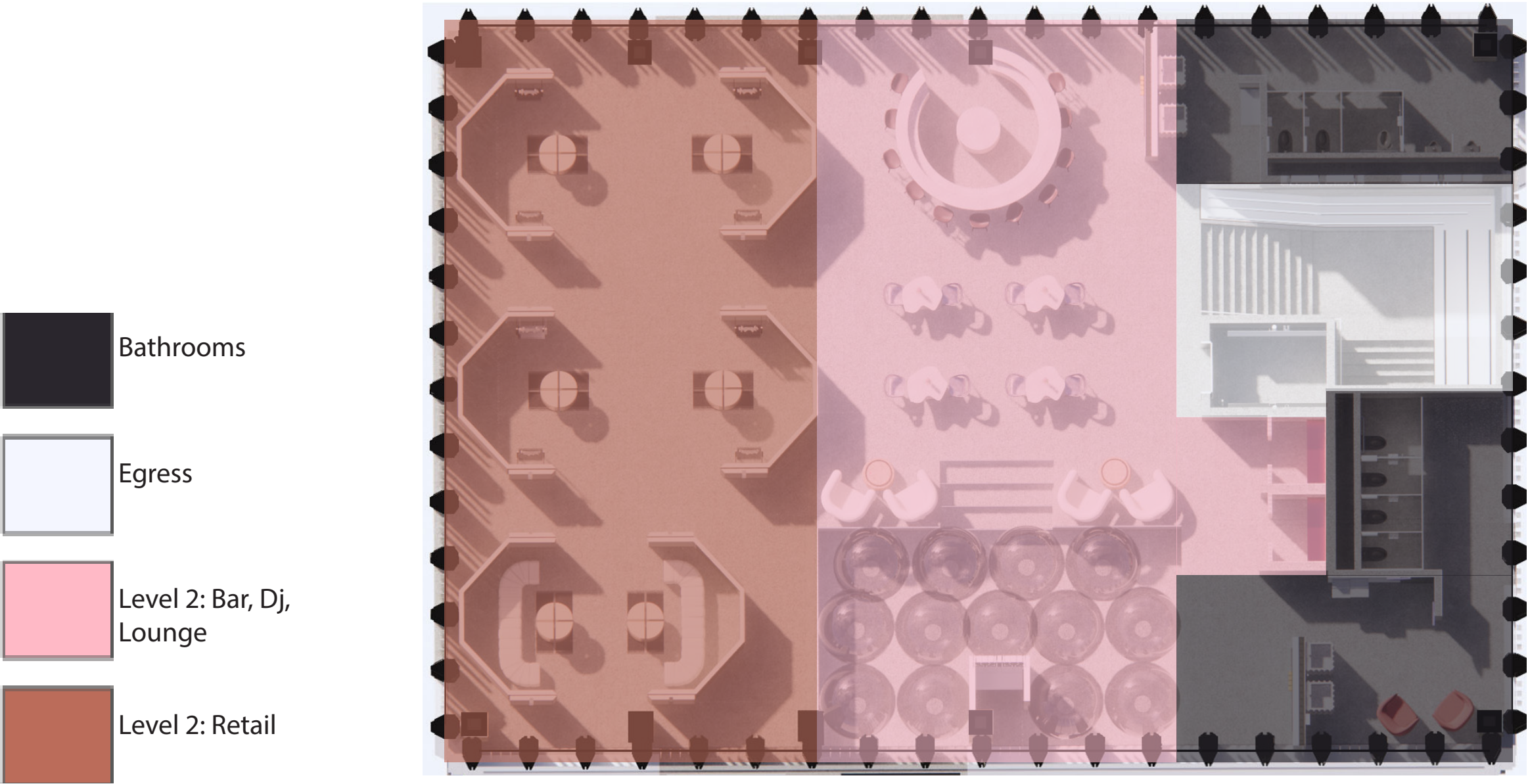
Schematic Diagram



1st floor plan



2nd floor plan





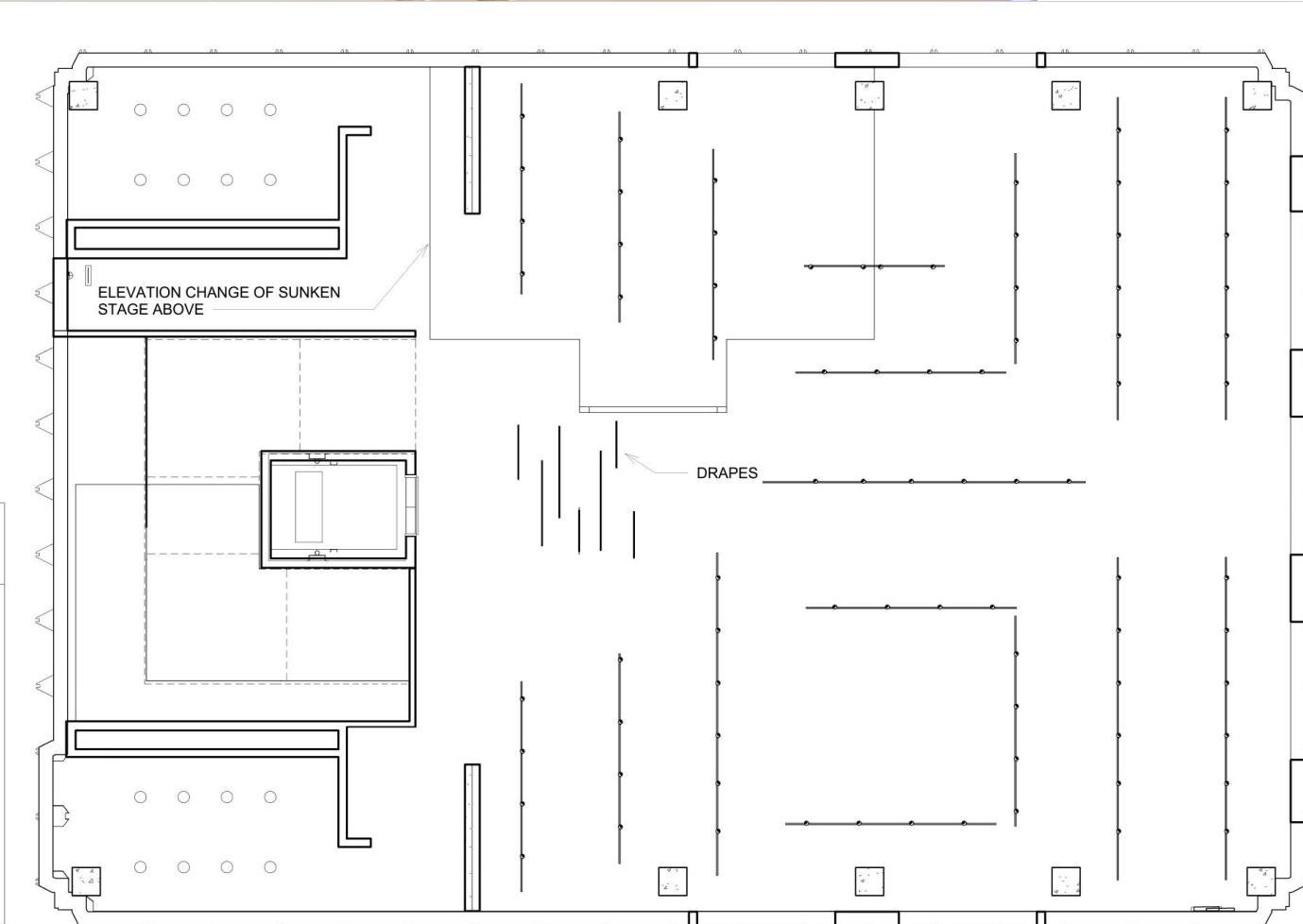
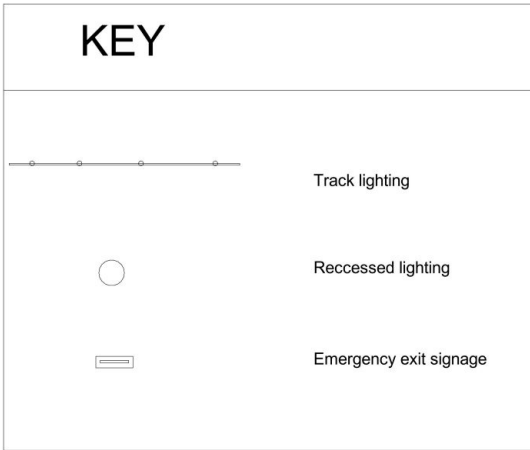
Exhibition Space



Exhibition Space

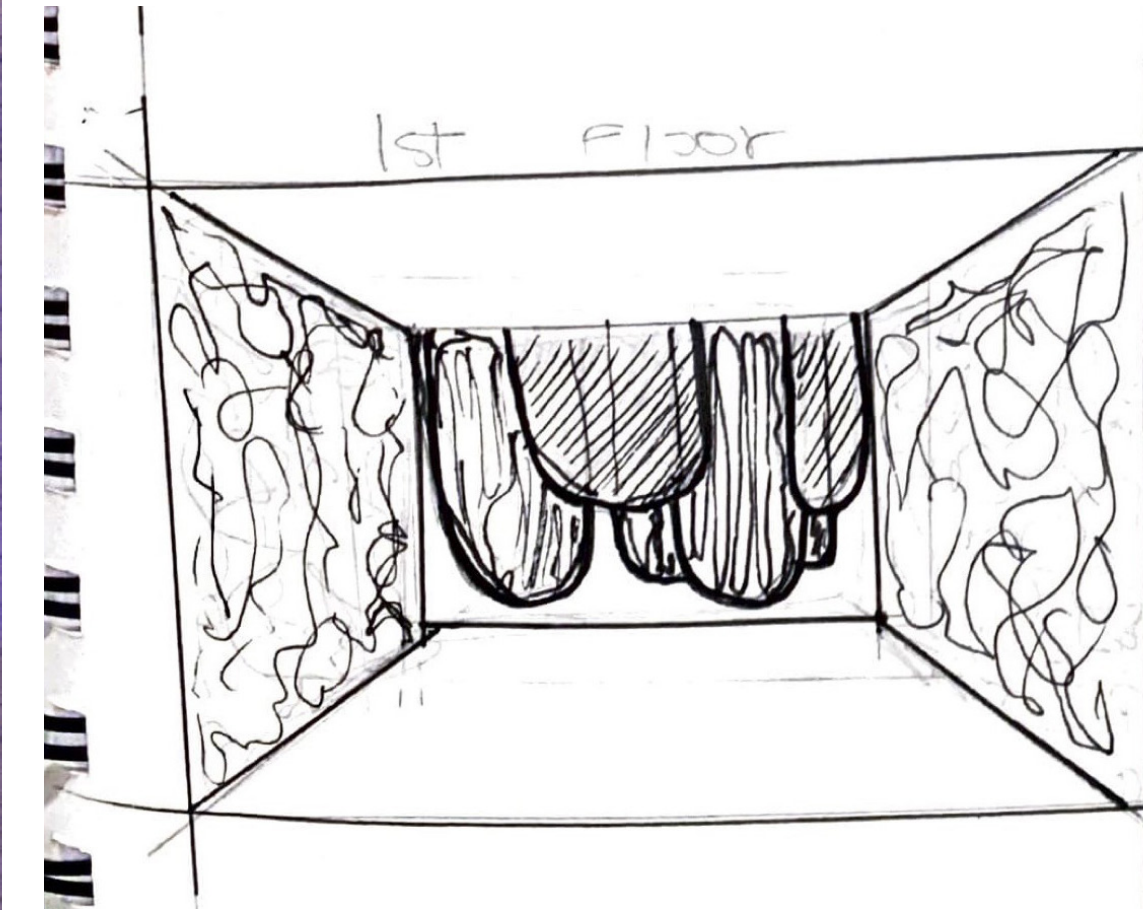


The exhibition incorporates local Detroit artists to showcase and help acknowledge some of Detroit artisans. Their work is sandwiched between two glass panes that are orientated like walls of a maze.

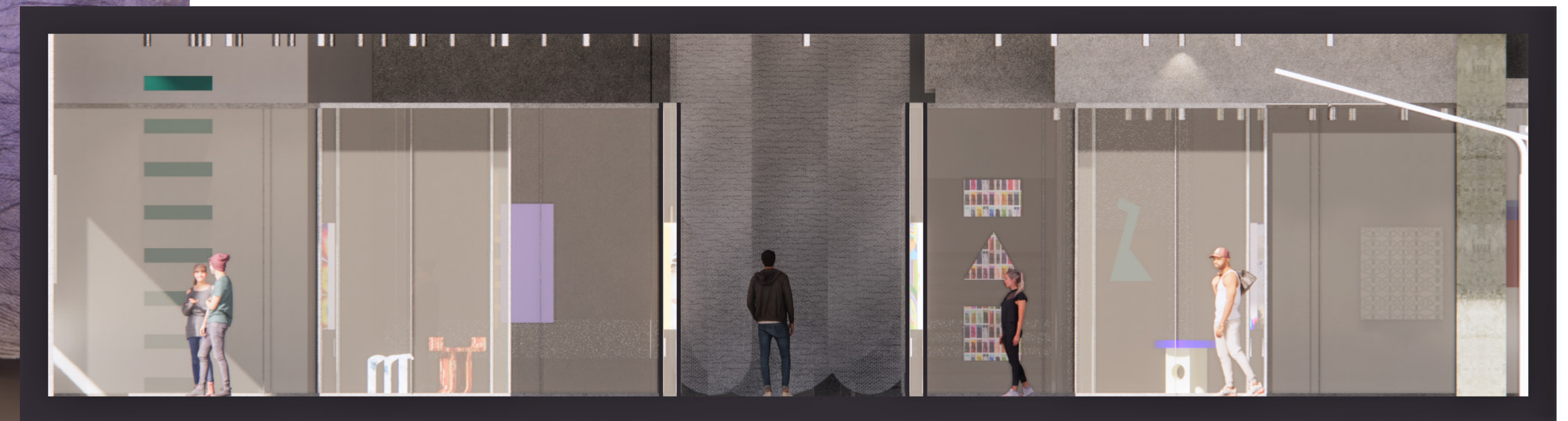




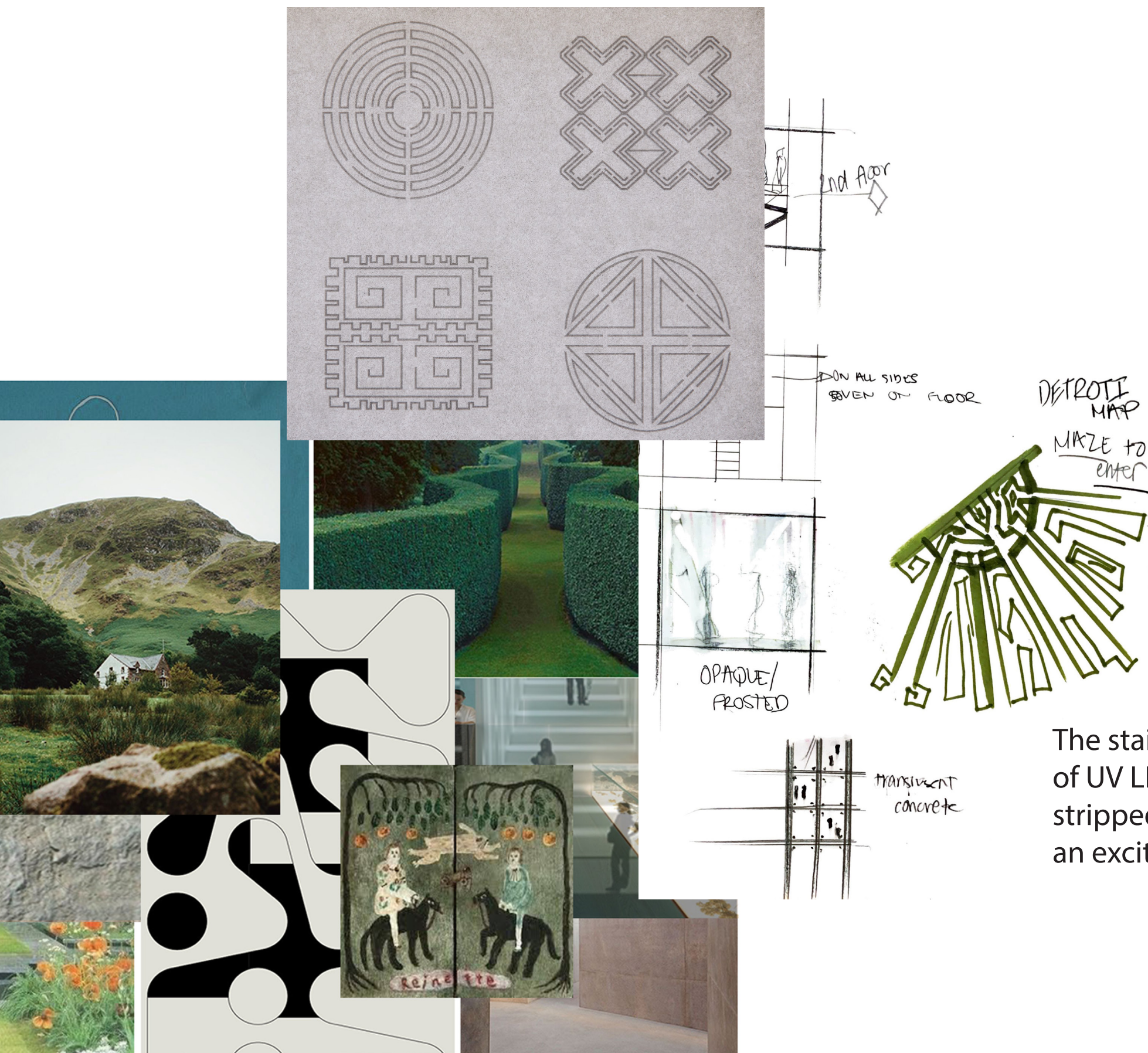
Inclusive/Exclusivity



These opaque drapes are the entrance to the second occupancy classification. They create a transition to the second floor that instills curiosity to continue upwards. The upstairs has no name or location on google map, this secrecy makes the space more enticing to continue visiting.

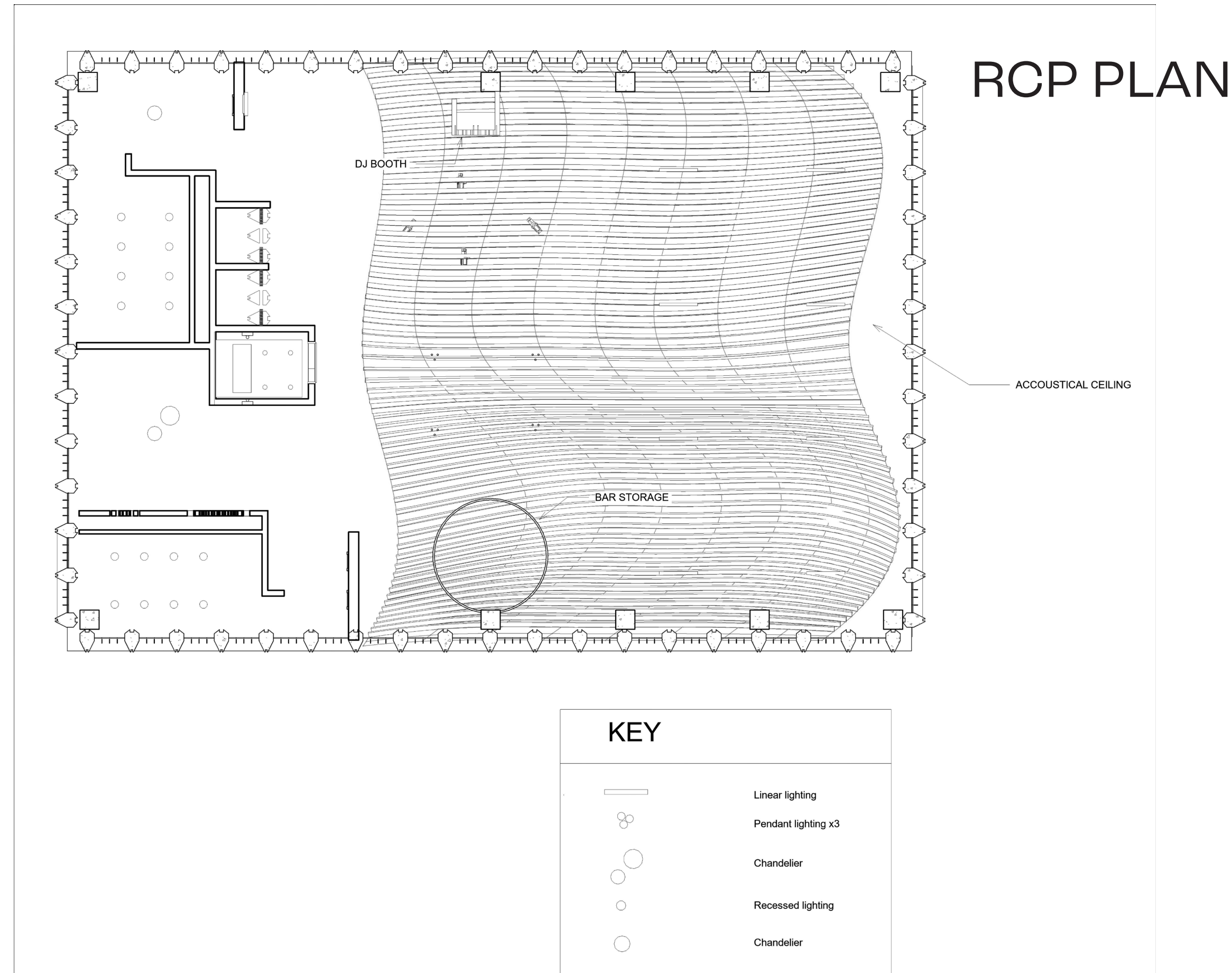


Second floor entrance



The stairway creates a grandiose entrance with only the use of UV LED lights. The maze inlay surrounds the wall and the stripped inlay of the floor continues from downstairs creating an exciting entrance to the second floor.





Private Booths

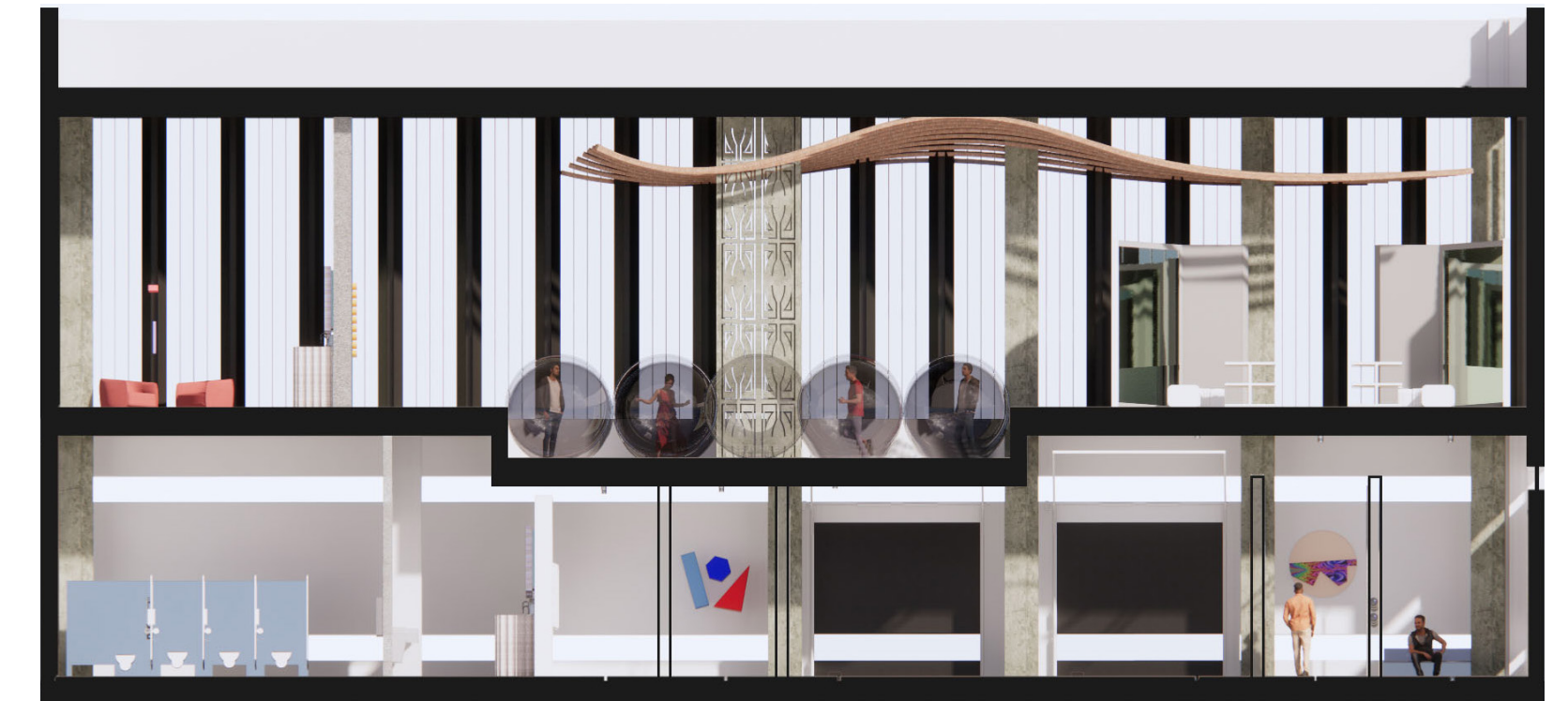
The private booths create a space where you can go and have a more secluded conversation. They first became an idea because of covid to have the ability to close the opaque curtains and be in a contained environment.





Post- Covid dance bubbles

The dance bubbles are a safe way to enjoy concerts in a post pandemic world. Before the performance, while booking a ticket, you will have the option to buy a bubble for you and your party. This is a one time purchase because the bubbles are reusable for each time you come and visit.



NIGHT MODE

Night mode transforms the space and the feeling in the space. The three colors of Violeds in the space are blue, purple and red. These colors are proven to heighten senses, refresh, romanticize and give you a sense of mysticism. Violeds are also proven to kill Covid strands (and other germs) in 30 seconds or less! The diagram below shows them in action.



Before sterilization by violeds



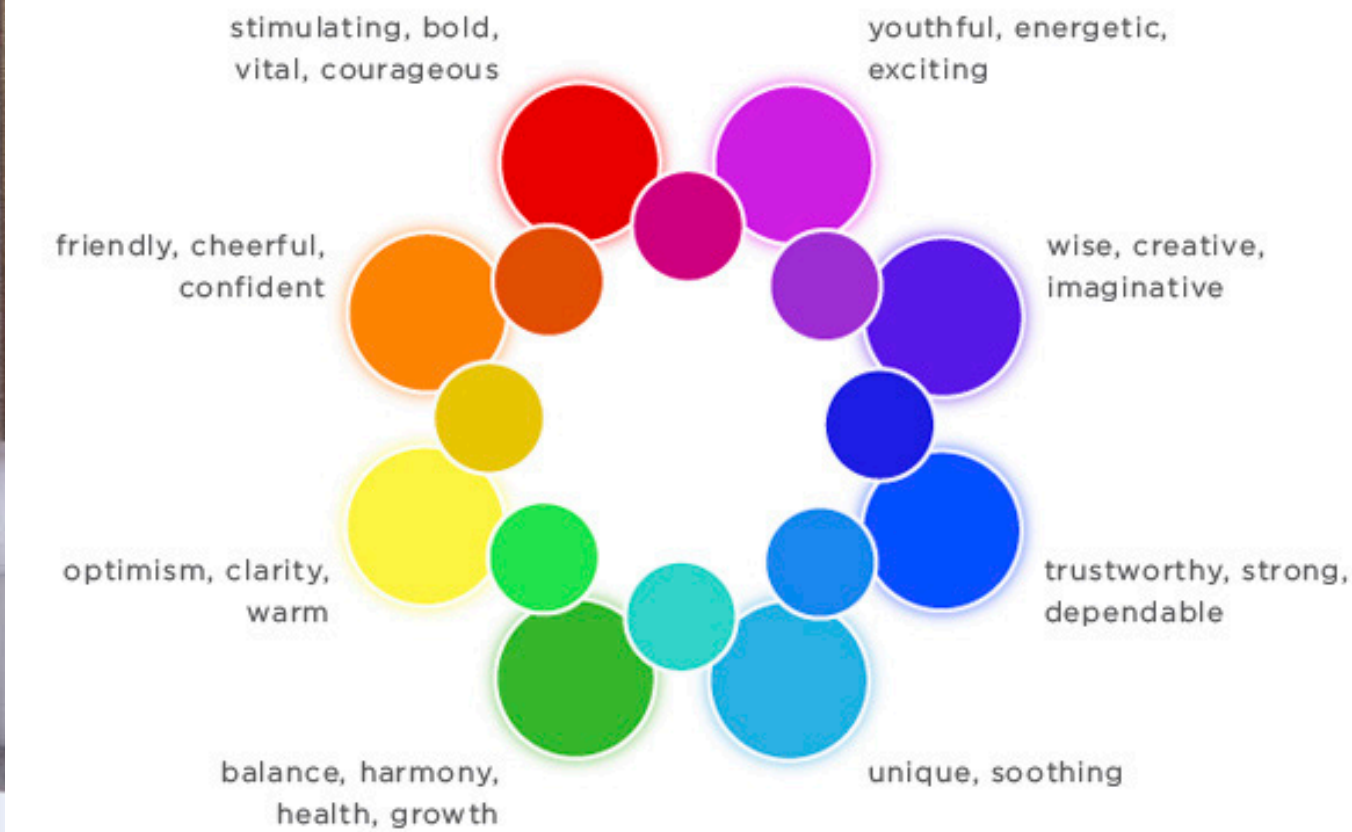
After sterilization by violeds

Image: Seoul Viosys/Sensor Electronic Technology/Business Wire



DAY MODE

Day mode has a more muted lighting palette that serves for the functionality of day-time events. This change in color is possible through LED UV lights installed throughout the space. They not only sanitize the surfaces but also create a dramatic shift in how a space is portrayed.



Bar Area

The custom bar area has two purposes: aesthetics and functionality. The bar top is covered in a metallic coating with a Violed inlay of the maze exhibition outline from downstairs. The inside has storage shelves for liquor and other goods. Under the counter there are cabinets for storage and staff belongings. The shape of the bar is organic to allow for socio-petal conversations and more intimate experiences.



Recap

Main client outcome: Benefit Detroit community

Received 2nd place for 3M Sponsored project

Mixed use building: Exhibition, Bar, retail, and DJ

Programs Used

AutoCad

Sketchup

Revit

Enscape

Photoshop

What I've Learned

Multitasking

Teamwork

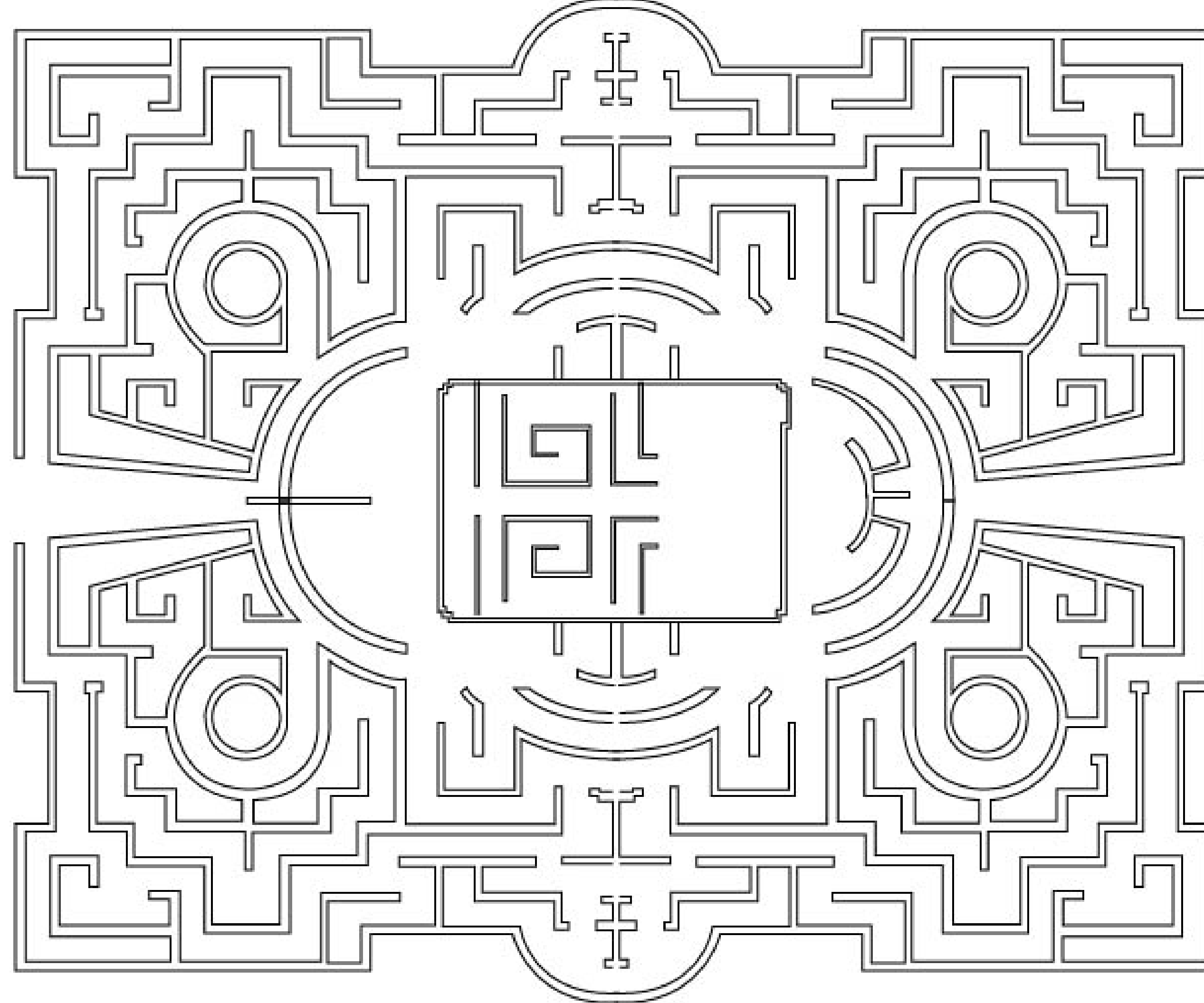
Laser cutting

Client briefing

Presentation skills

Project Managing

Premiere Pro



THANK YOU



Scan on your camera
to watch the walk-
through!

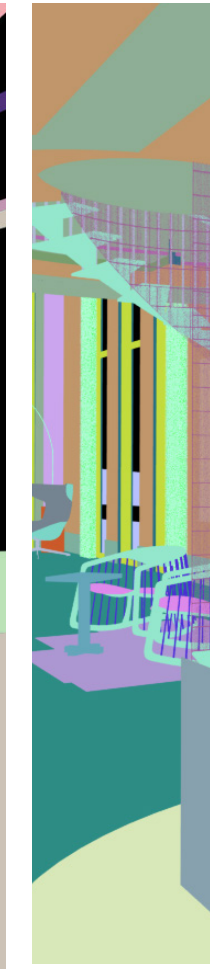
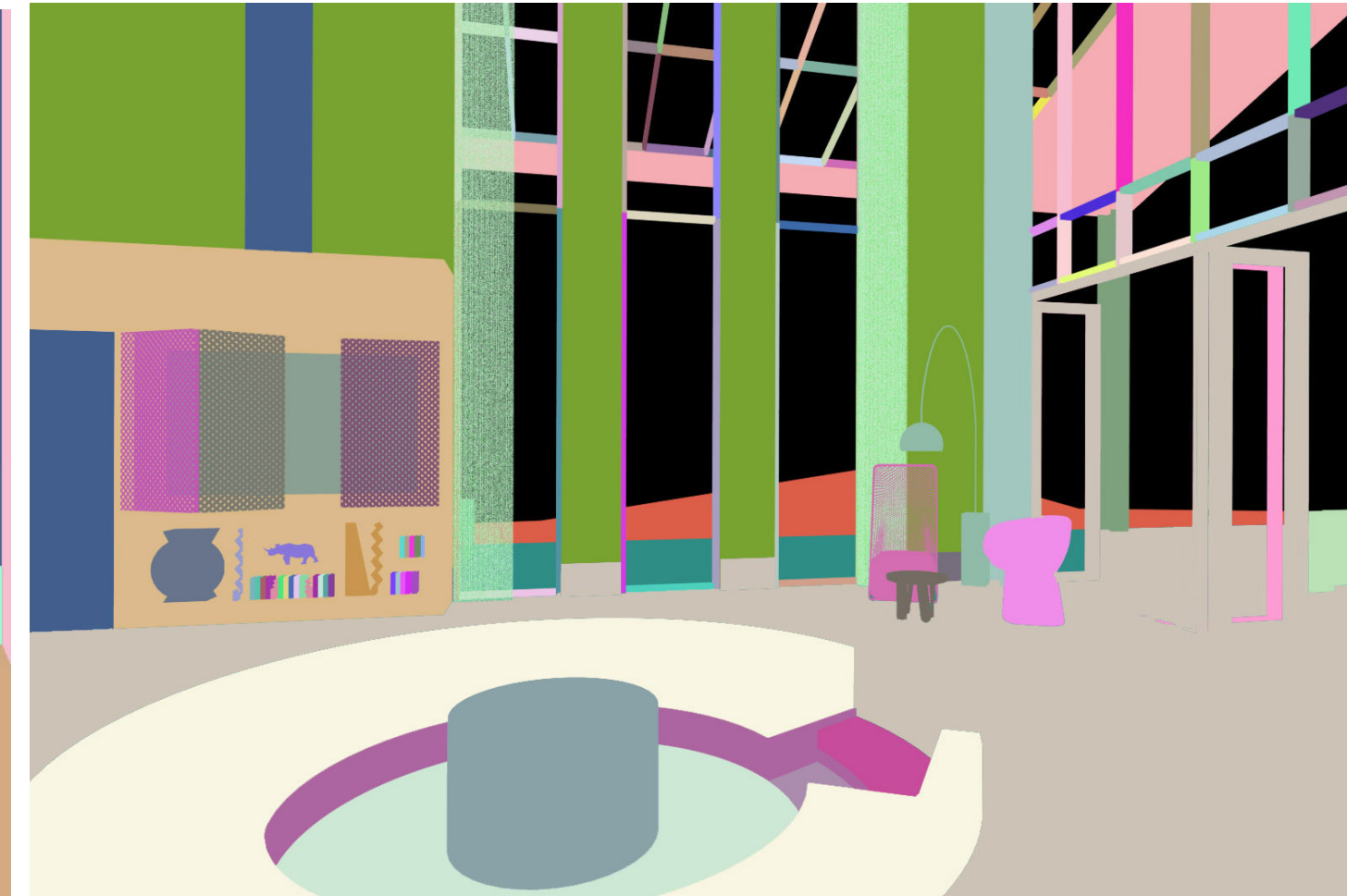
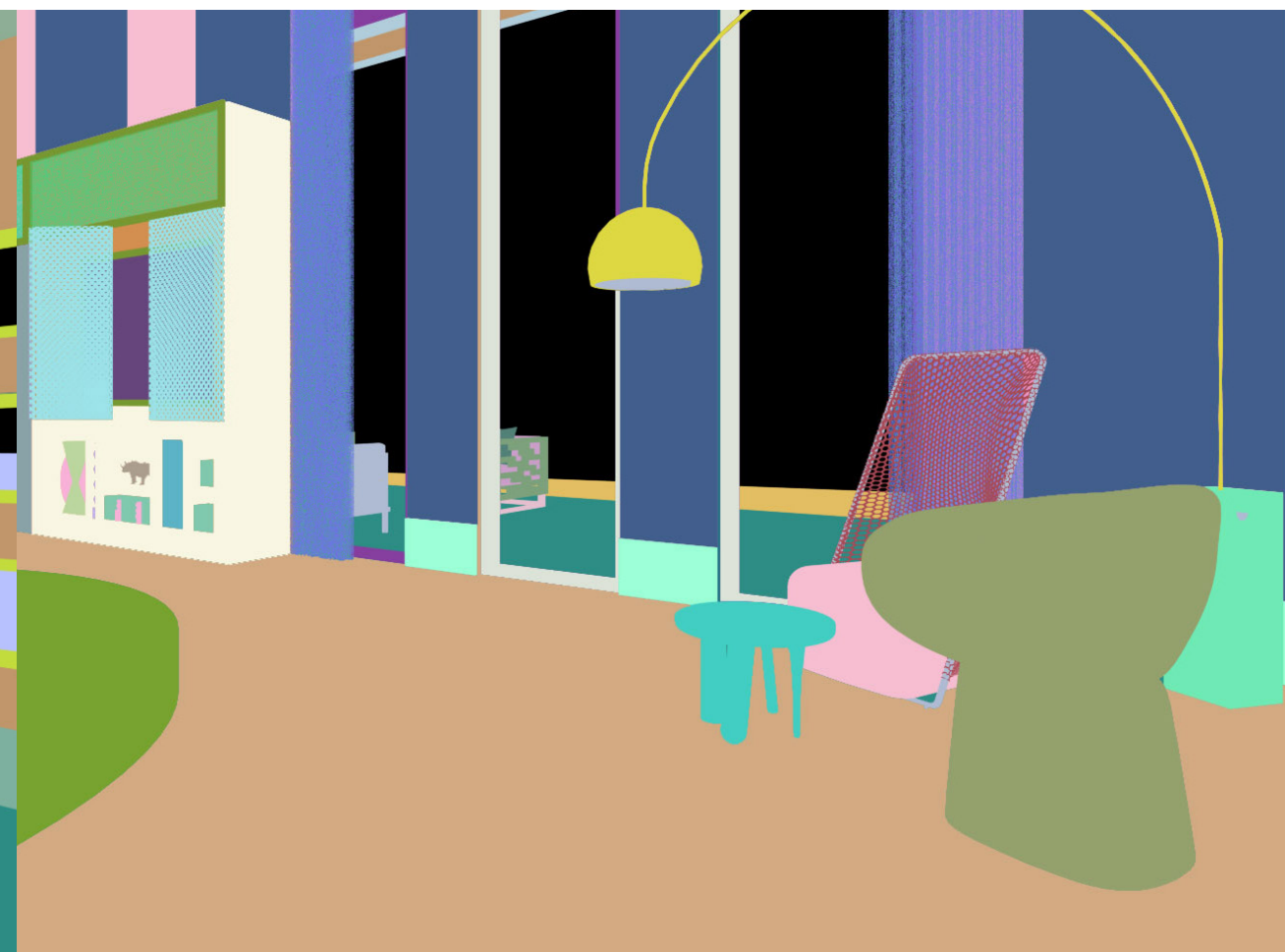
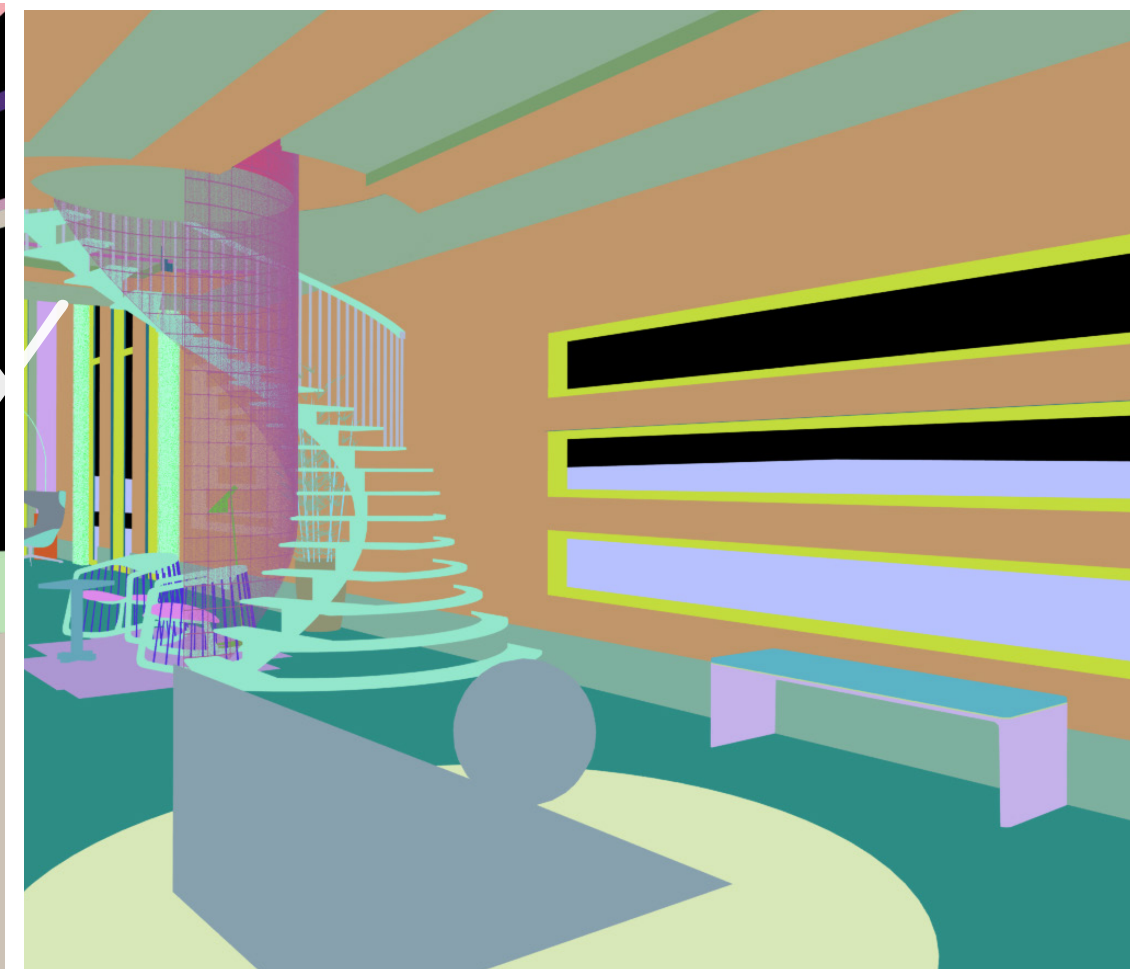
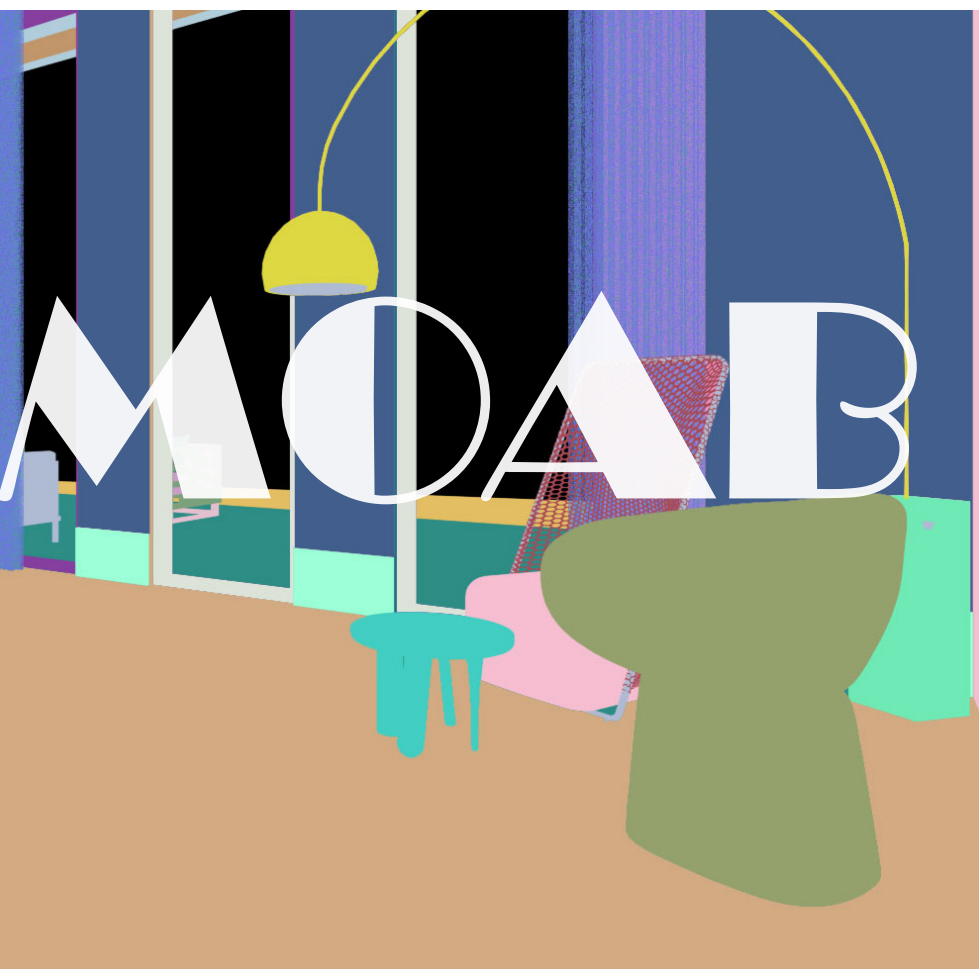


TABLE OF CONTENTS

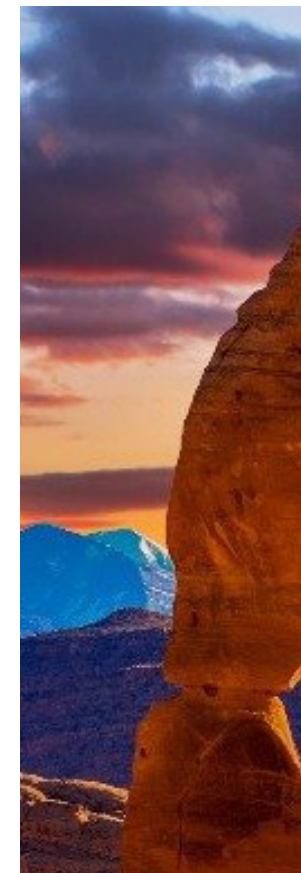
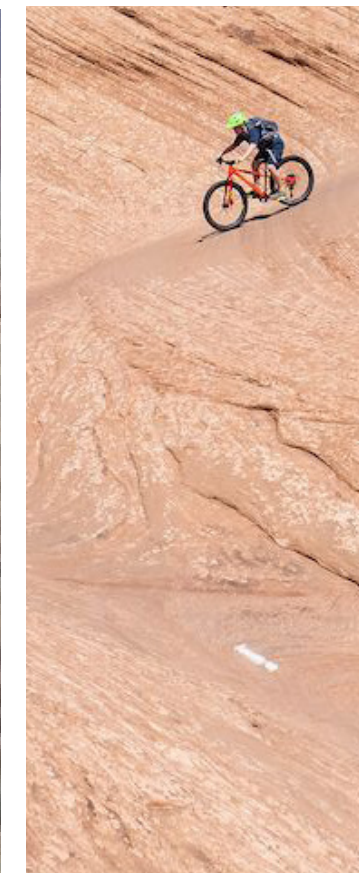
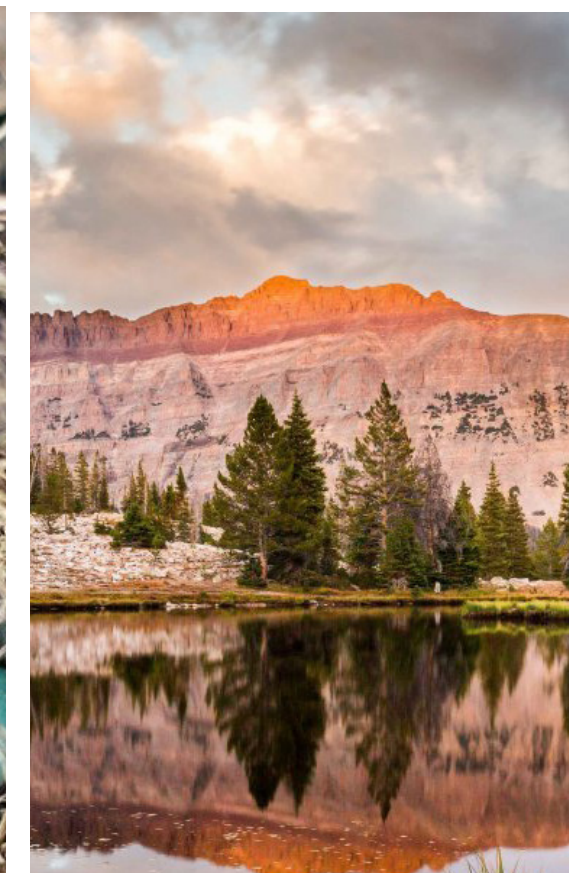
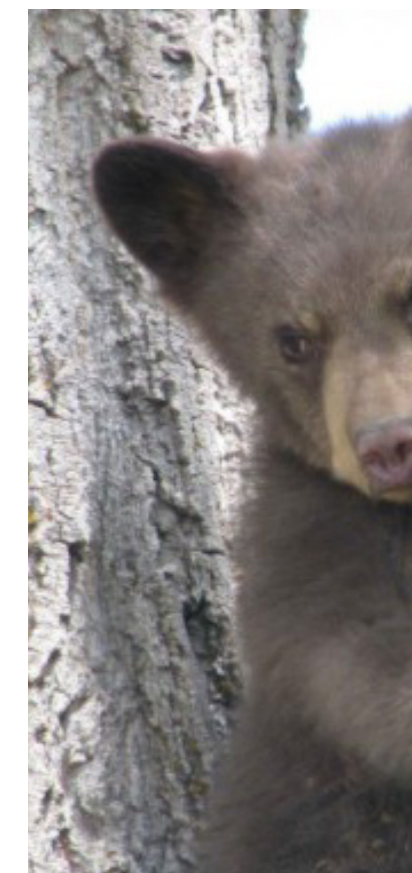
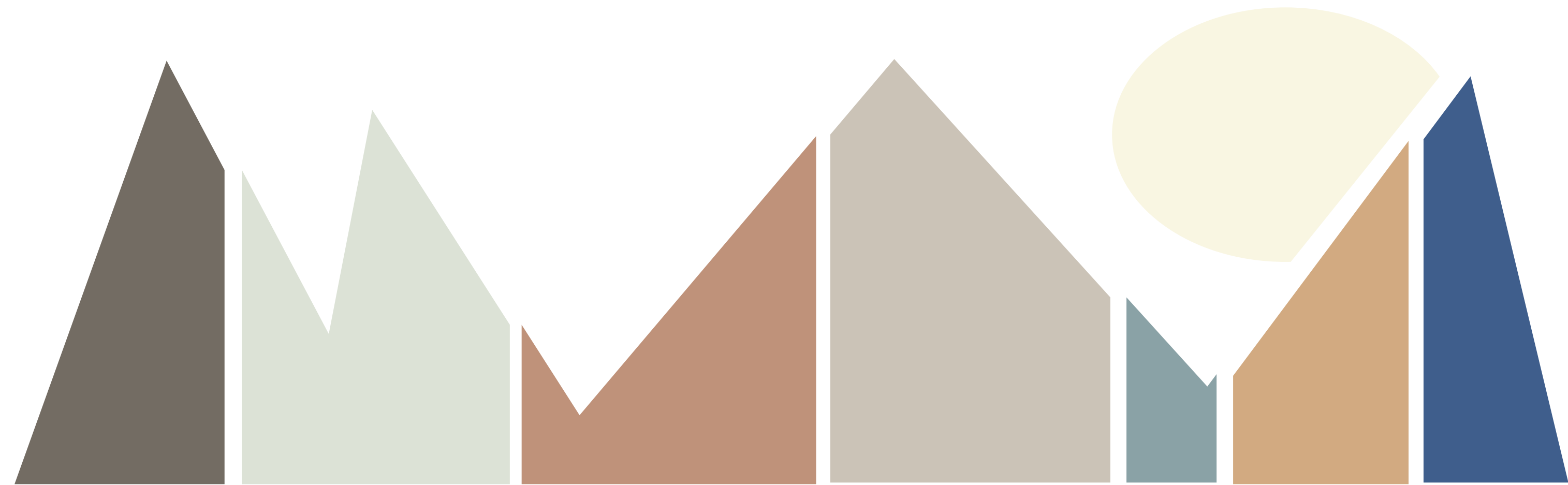
MOOD BOARD & COLOR PALETTE

SECTIONS, ISOMETRIC AND ROOM SCHEDULE

MATERIAL SELECTION

FIRST FLOOR PLAN AND RENDERINGS

SECOND FLOOR PLAN AND RENDERINGS





SOUTH SECTION CUT

The first floor is completely open concept to have ample space for family gatherings. The Bi-fold patio doors create a indoor/outdoor lifestyle with a huge covered dining table for dinners with a view.

EAST SECTION CUT

The upstairs hallway is open to the floor below and serves two main areas: The balcony & the master suite. Nook seating around the stairs creates an intimate area to relax.





_ ISOMETRIC 1ST FLOOR

ROOM SCHEDULE

FIRST FLOOR

FOYER.....	249 SF
OFFICE.....	97 SF
CLOSET.....	10 SF
BATHROOM.....	32 SF
KITCHEN.....	380 SF
LIVING ROOM	818 SF
TOTAL SF 1586	

ROOM SCHEDULE

SECOND FLOOR

MASTER SUITE.....328 SF

LAUNDRY+CLOSET.....79 SF

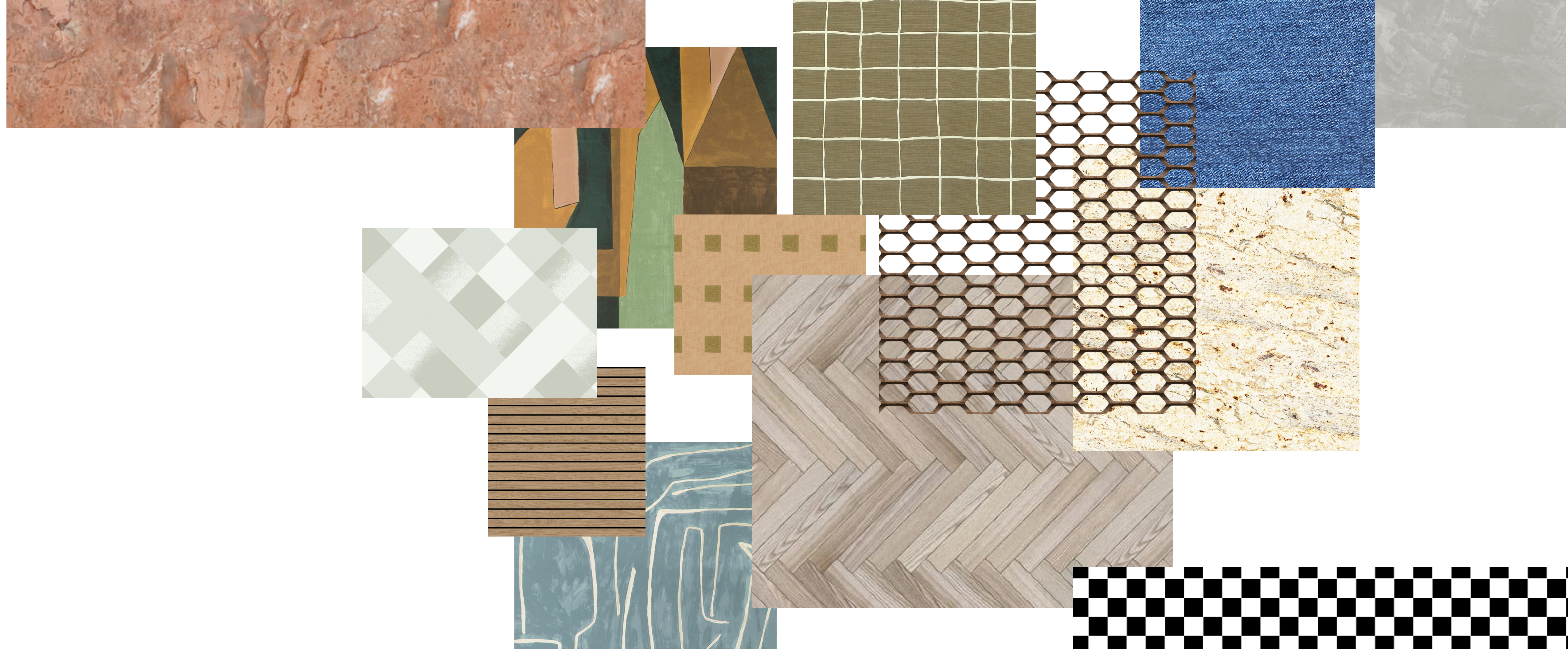
LOUNGE.....257 SF

BALCONY.....539 SF

TOTAL SF 1202

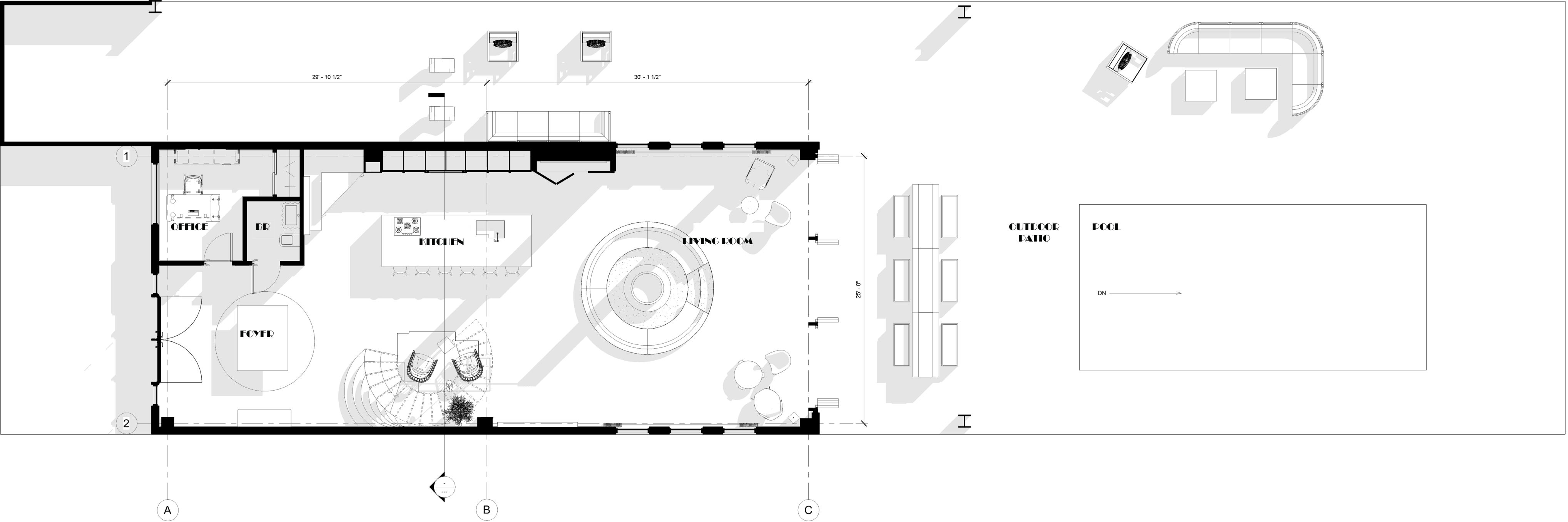


_ ISOMETRIC 2ND FLOOR



FIRST FLOOR

VACATION LIVING





FOYER

The foyer is designed to carry your eye to the rest of the first floor by using LED strips and linear windows creating a welcoming entrance. A custom spiral staircase takes you to the second floor master suite and walkout private balcony.

LIVING ROOM

The living room was carefully designed to consider the 360 views of the beautiful Moab mountain scape. With floor to ceiling windows and indoor outdoor living.

Sunken Sociepetal seating arrangement to focus on family and friend bonding. A custom fireplace-that doesn't obstruct the views- equipped with a built in coffee table. The TV is meticulously hidden behind the perforated steal custom bi-fold cabinets.

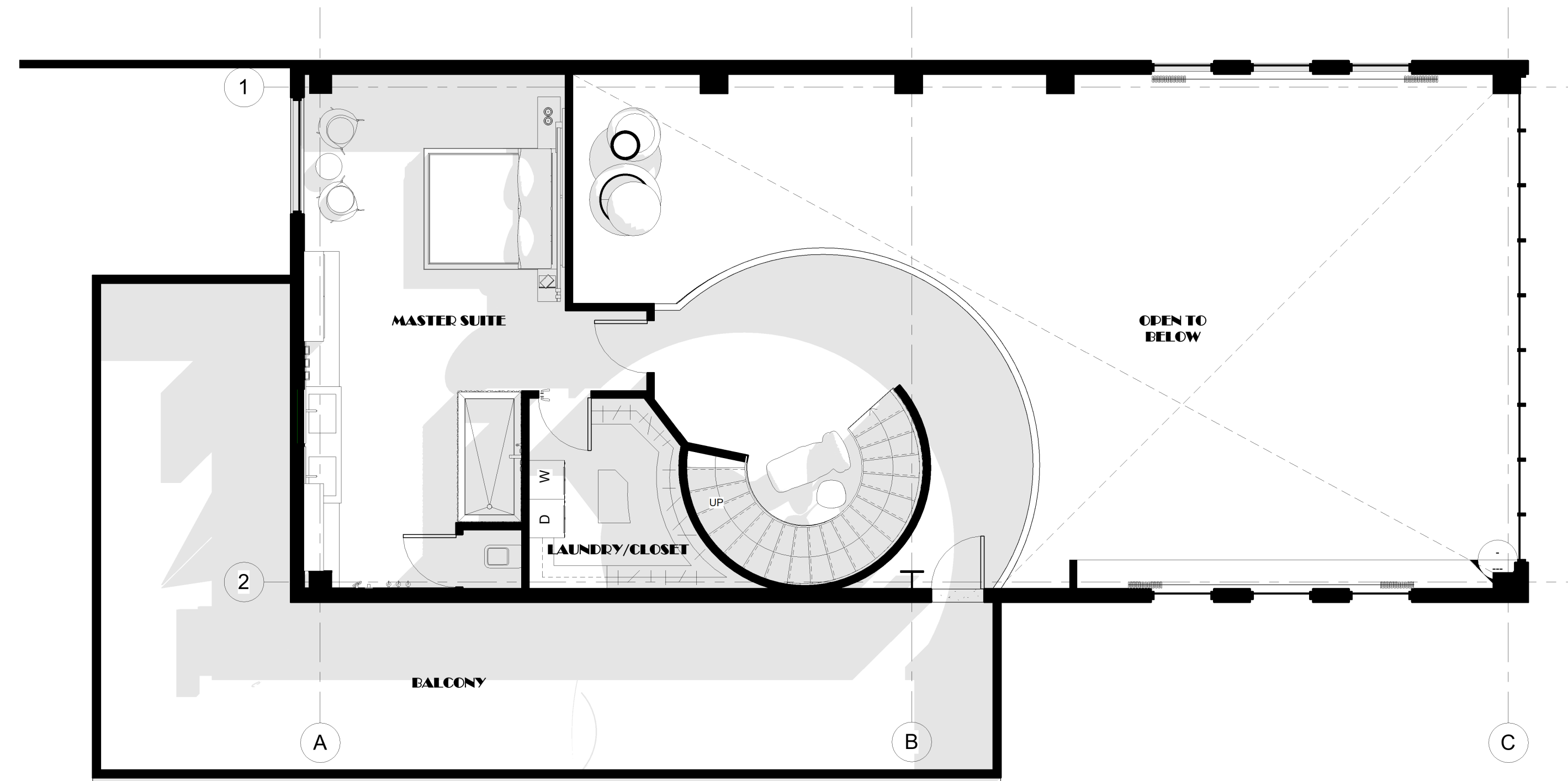




KITCHEN

An unconventional take on a modern kitchen. The color scheme was meant to highlight the landscape outside. With earthy colors that resemble the mountains and contrasting sky. Hidden handles and appliances for a clean and sleek look. An island that fits 6 with a built in breakfast nook behind the island.

SECOND FLOOR MASTER SUITE



Open concept
Master suite with the only
thing you ever want hidden;
the
toilet and closet. A lot of
inspiration drew from the
landscape outside. The mar-
ble slab was inspired by the
rich color from the terrain.
The
Triangle mirrors take inspi-
ration for the geometrical
shape of mountains.



THANKS



BEANWORKS

COLLEGE *for* Creative STUDIES

Sprout[🌱]

Alexis Friedman and Meredith Knodel
Interior Design WL_21 DIN 332

Global displacement from classrooms during the 2019 pandemic exposed kids to new challenges of learning.

The return back to school requires a re-evaluation of the environment for the health, safety, and wellness of kids.



Active Classroom

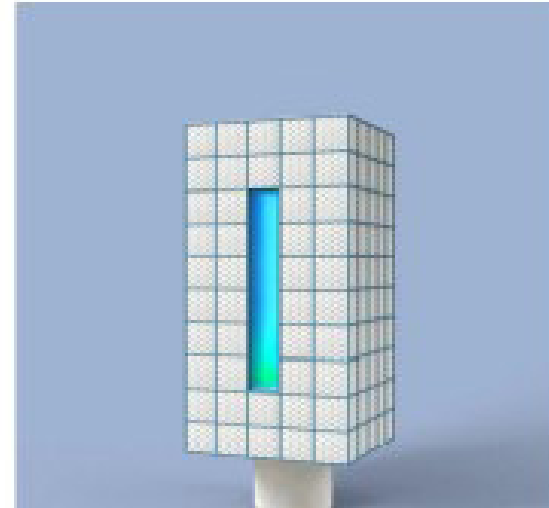
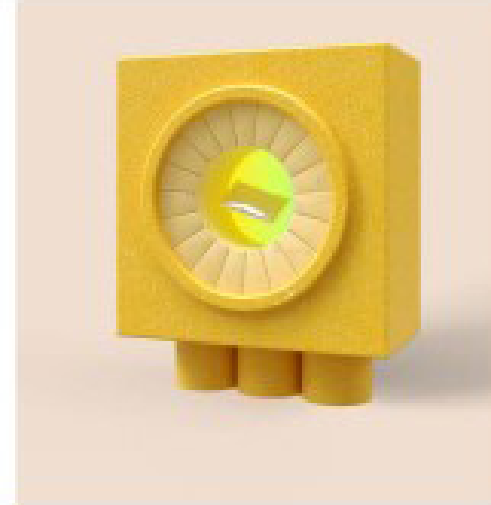
Studio Lancelot: Change of posture activates muscle groups and increases concentration levels.

<https://www.dezeen.com/>

<https://www.sciencedaily.com/>

Module #1: The in- and outbox.

This module features space that can hold incoming deliveries of different types, such as packages or food. It also features space for outgoing parcels, such as returns or things sold on marketplaces. In this space, returns are made instantly shippable for others, allowing neighbors to act on micro-local shopping opportunities. As a result, neighborhoods become shippable.



Module #2: The recycling box.

This module features space for recyclable waste from households and e-commerce. Like a paper shredder, the mouth of the module grinds and atomizes materials, compressing them into a high-density block of recyclable substances. These blocks can easily be placed on top of each other, like LEGO, which makes it easy for logistics service providers to utilize empty space in their delivery vehicles. They collect the recycling and create a circular loop at the same time as they deliver parcels to the modular mailbox.

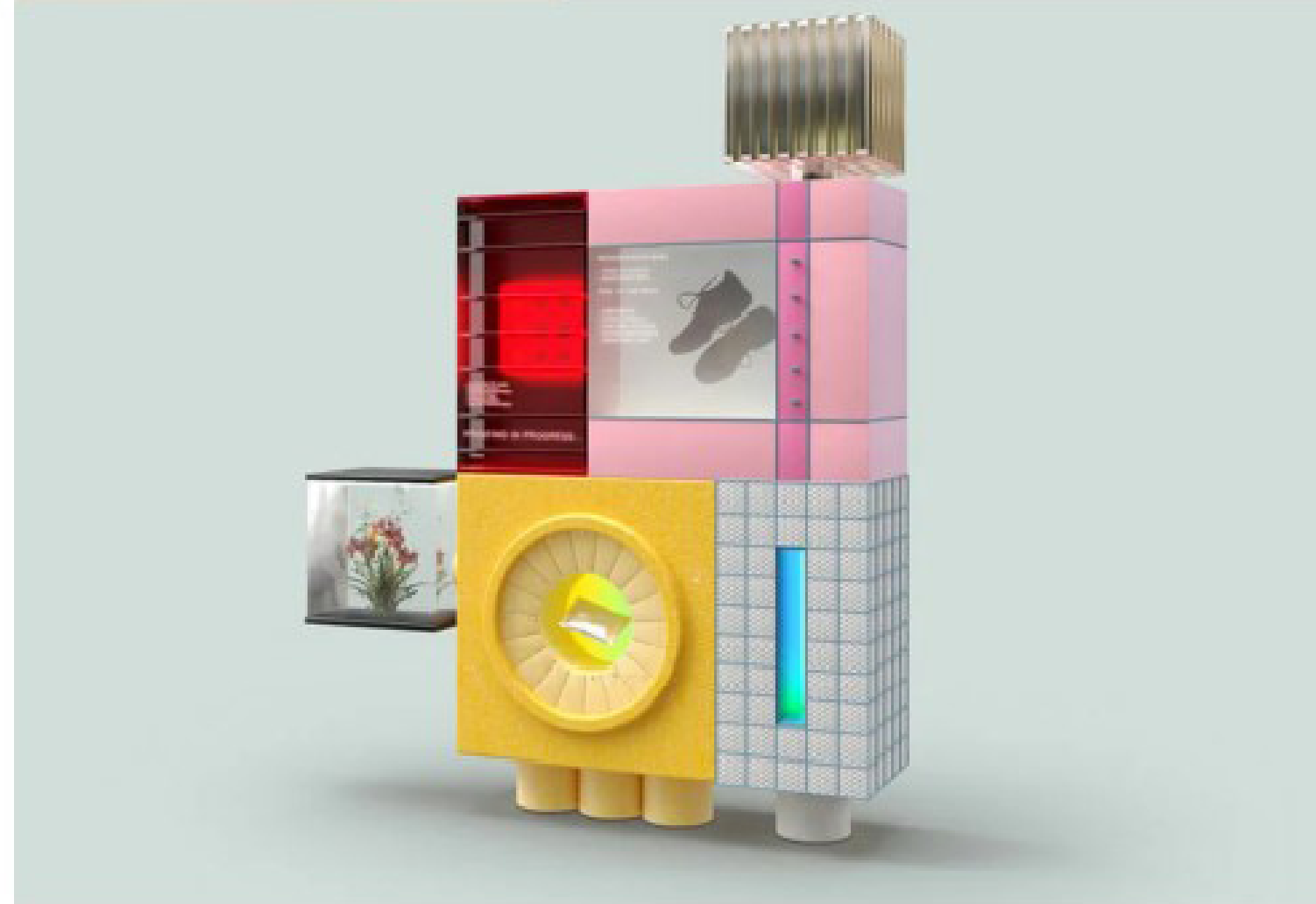
Module #3: The 3D-printer box.

This module features a multi-material 3D-printer that enables users to print small products and spare parts, to cut down on shipments and increase reparability of existing products. The module space is flexible depending on the size and characteristics of the object to be printed. The module is connected to e-commerce platforms that allow users to buy printable products or 3D-plans. The printer can also be made available for others to use in the community.



Module #4: The sharing box.

This module features a storage room for products that the owner wants to share with its neighborhood. It supports community sharing and growth of local sharing economies, and helps people look for available solutions close by before they buy new products.

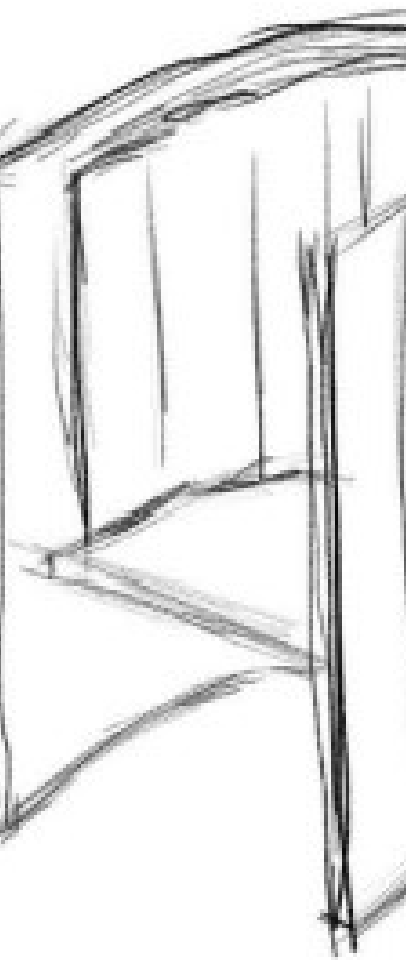
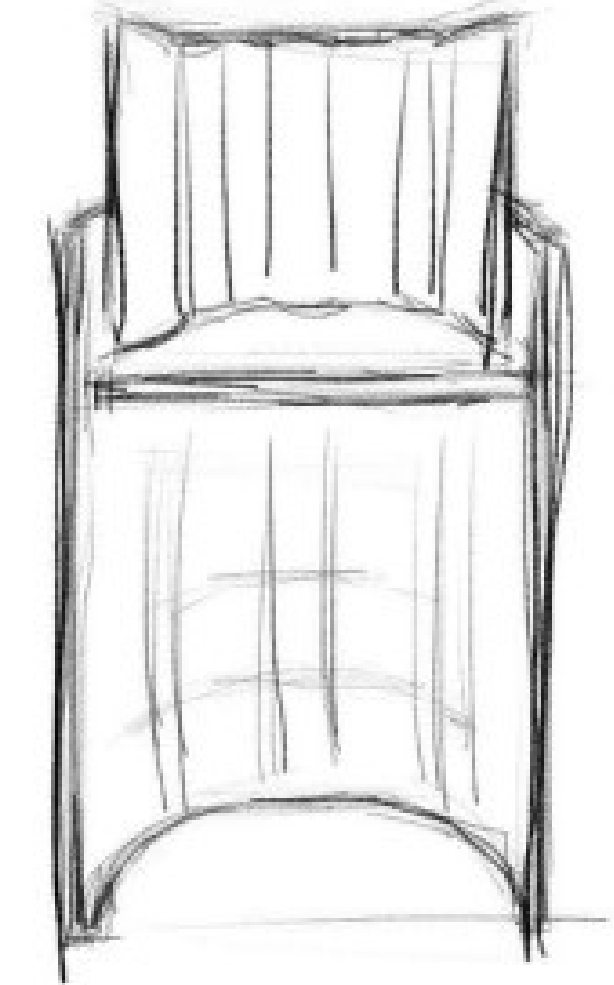
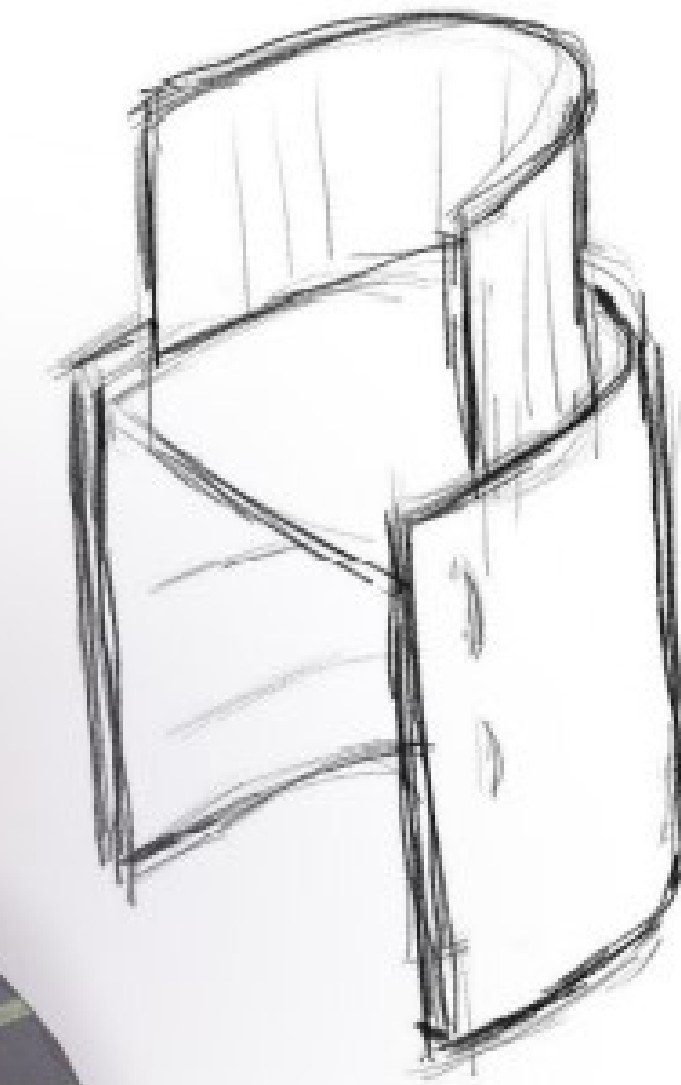


<https://www.klarna.com/international/future-shopping-lab/>

AGES 5 - 12

SPROUT grows with your child through adaptive design and facilitates a more engaging environment for learning and play at home or in the classroom.

STUDY OR PLAY



CONSUMER RESEARCH



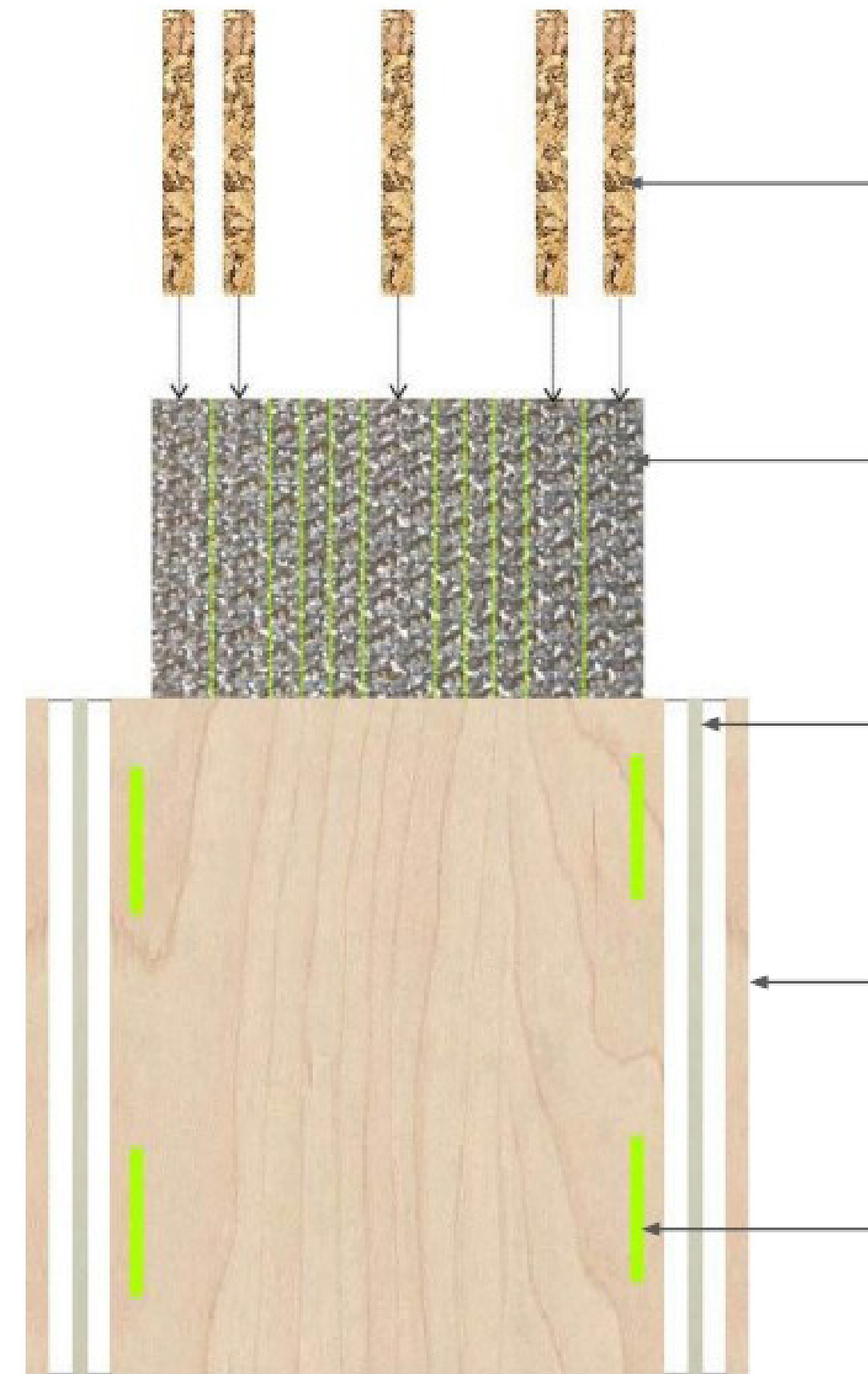
Performance
_multifunction
_extend product
lifespan & relevancy

Education
_several global studies
find classroom furniture
ill-fitting for students
_movement enhances
children's ability to learn

Sustainability
_furniture waste
9 TONS per year



MATERIAL APPLICATION



CORK
Natural cork sewn between pockets creates a
pin board

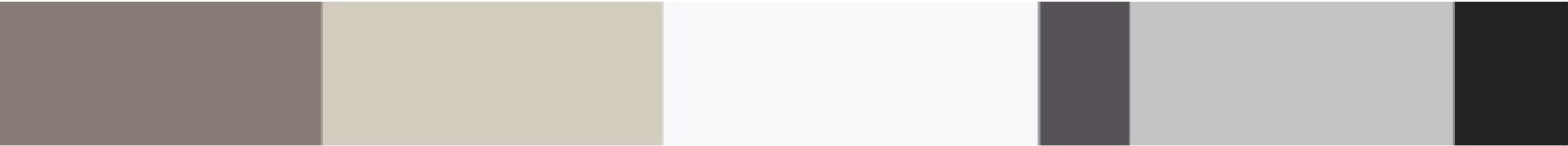
FOAM
Upholstered foam is multi-purpose; privacy
partition, pin board, cushion and/or nap mat

FELT
Wool is a flexible substrate providing acoustical
properties and is naturally flame retardant

WOOD
Kerfed wood on both exterior & interior enforces
the structure with durability

ELASTIC
Elastic straps secure desks in place through
applied tension

COLOR PALETTE



COLOR STORY

Starting at 5 years old, kids will begin to grow about 2 inches and gain 4 pounds each year until puberty. This alone shows why kids furniture needs to adjust and grow accordingly

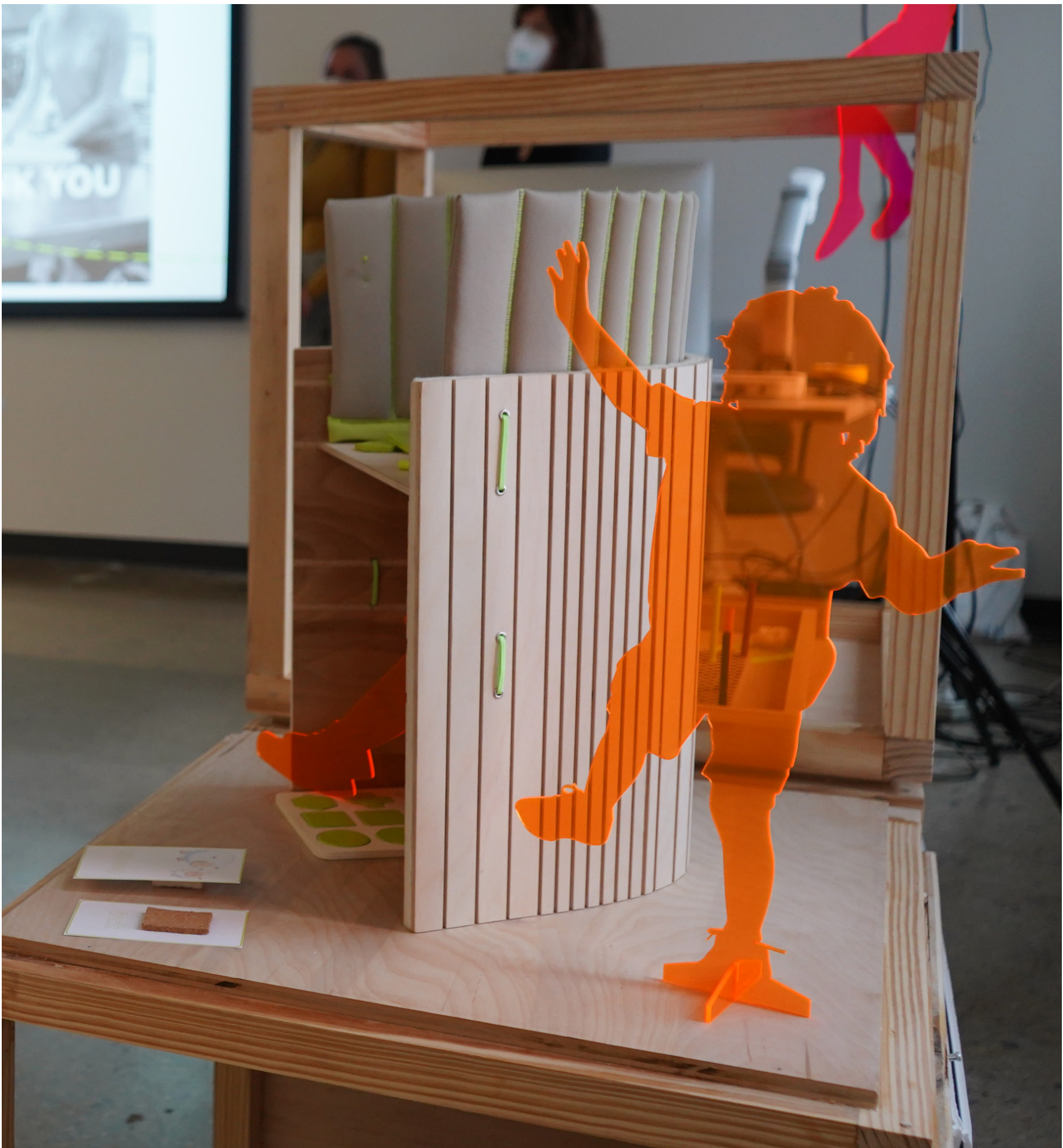
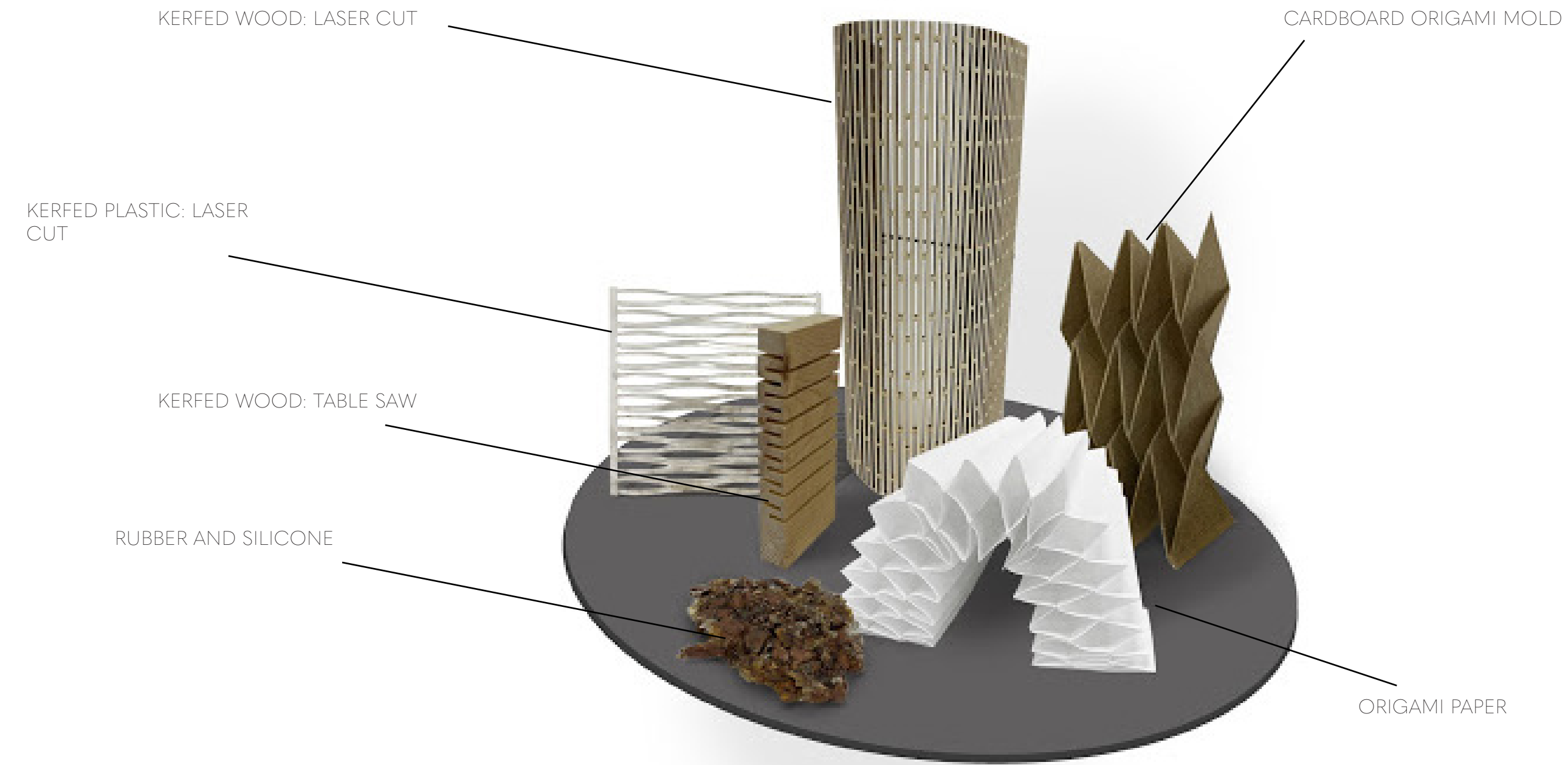
Agile:
/Adjective/ having a quick resourceful and adaptable character : marked by ready ability to move with quick, easy grace.

People need spaces and furniture to multifunction. Modular kinetic pieces that can transform function of spaces is a key requirement for post-covid areas.

Kinetic:
/Adjective/ of or relating to the motion of material bodies and the forces and energy associated therewith



MATERIAL EXPLORATION AND FINAL PROTOTYPE

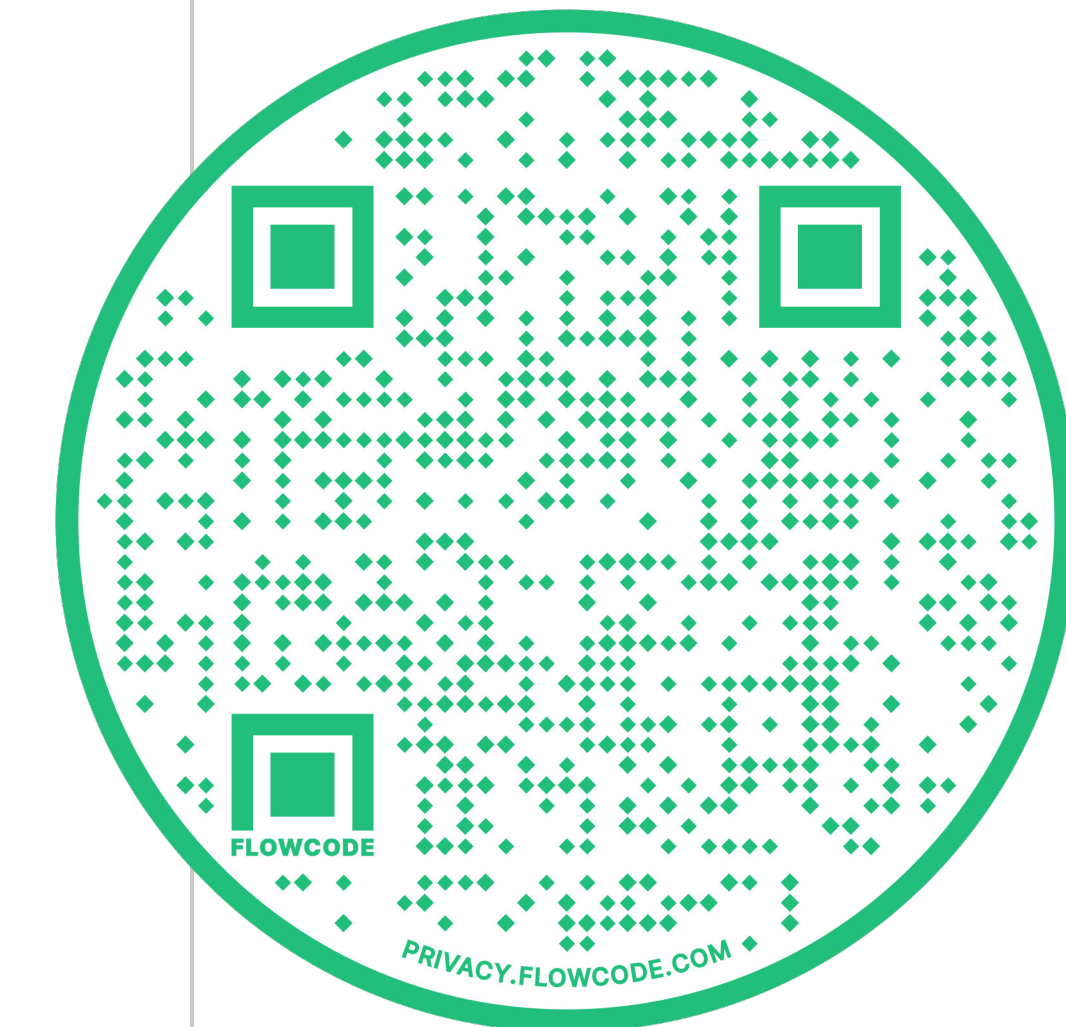


What I've learned: Team building, sewing skills, Material application skills, Prototyping, kerfing wood, Origami

Programs Used:
Revit, Revit Cloud, Enscape,
Photoshop, Illustrator, Premiere Pro



Thank You!



Scan on your camera
to watch the walk-
through!