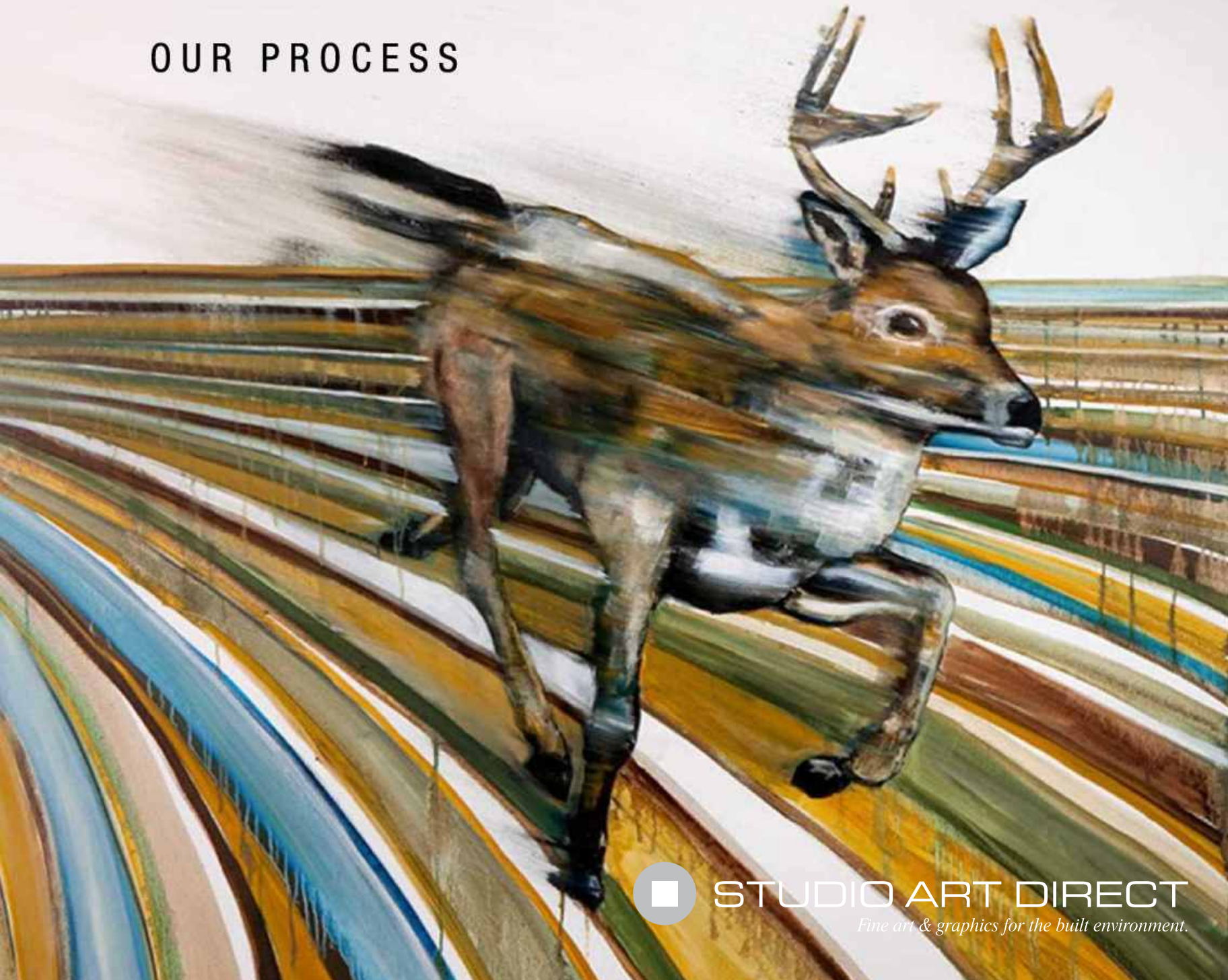


OUR PROCESS



STUDIO ART DIRECT

Fine art & graphics for the built environment.

DISCOVERY

Discovery is the foundation of our work and is what has generated such successful outcomes for our clients.

We immerse ourselves in learning about every aspect of your project goals. From the owner's vision, strategy, marketing objectives, and customer profile to the design team's concepts. We dive into architectural drawings and work closely with interior designers to understand the space planning and feel they are creating with finishes. We review design and construction schedules and discuss budgets and other hard facts.

In this phase, we also discuss procurement strategy. Will we work under the designer's contract or direct with owner? Will procurement fall under the GC budget or FF&E? Or should there be a combination? We have worked under all types of contracts and are flexible in terms of what bucket consulting and art procurement budgets go in.

Our goal in discovery is to interpret the

big picture. We recognize there is a complex team trying to deliver an extraordinary project.

Learning about the work that has been done and the details of the overall vision helps us wrap our heads around what "could be." It establishes the destination and the guard rails to get there. This is the secret to creativity that serves a purpose.

No great masterpiece was ever created without a good deal of forethought.

Interpret big picture

Client and brand discovery

Research project team goals

Review architectural plans & designs

Establish critical path deadlines

Develop procurement strategy

We recognize there is a complex team trying to deliver an extraordinary project.

The process in which we work together requires us to be flexible. We may work as an art director consulting with the team, or we may procure art at the direction of designers or owners.

Regardless, our only goal is to be a partner with you.

CONCEPTUALIZE

With an art vision solidified, we move to designing the details and developing concepts for specific art in architecture installations in public areas as well as art selections for secondary locations. Working directly with the DD plan set, we locate every artwork and note any special requirements.

We also begin to curate and design prototypes for specific works of art.

Typically, there is a tiered approach with “wow” statement pieces at main entries, moving down to custom created volume reproductions in private rooms and corridors.

We often conceptualize designs without having a specific artist in mind. This allows us to create without restriction.

At this phase, we balance the budget to meet your project goals.

Solidify art vision

Develop and illustrate art concepts

Program art locations

Develop art procurement, fabrication and installation budget

Coordinate with architecture, interior finishes, space planning, signage, electrical and structural

Create elevation renderings of key art installations

Pictured at right is the rendering for a suspended art installation for Sunnyside Hospital, Oregon. In just 3 weeks, Studio Art Direct and local artists designed and fabricated 300 hand blown glass balls hung on thin aluminum cables and installed them using a custom fabricated ceiling mount system. Taking into consideration the HVAC system and how the air may move the hand blown glass, making people uncomfortable below, the balls were spaced carefully.



OPEN
TO
LOBBY
#1D001



CREATE & CURATE

We do not cater to a catalog of artists, but rather the needs of our client. We are objective and because Studio Art Direct has a deep bench of artistic talent – there are no boundaries to what is possible.

The design may include commissions, purchases direct from emerging and established artist's studios, or custom artworks for volume projects.

With complex art in architecture installations, it may require a team of designers, artists, fabricators and producers all working together to create an installation. In addition, reviews and feedback from structural, electrical and other disciplines may be necessary. We render all of these components in final drawings that specify details about design, construction and installation.

We have specific expertise in regionalism. Regionalism done right – no kitsch. We know how to embed ourselves in the local art community and can quickly determine trusted art professionals. We have specific

expertise with Pacific Northwest artists.

Acquire, commission or create inspired, relevant artwork

Source regional artwork

Design & direct custom fabrication

Review strike-offs and maquettes

Value engineer

Final budget approval

Framing & production specifications

Construction documents for art in architecture

Manage calls to artists for submissions

Pictured at left is one of the commissioned images for the Hotel Eastlund's guestrooms. Four gesture drawing nudes were painted by B. Valian of San Francisco under the direction of Studio Art Direct. SADI then scanned the paintings at high resolution and each was printed with museum quality pigments on canvas, then stretched and framed. The four life drawings rotate in 172 guest rooms. The artist was paid a royalty and the volume printing kept the prices affordable. The reproductions are of such high quality it is hardly discernable that the original charcoal and acrylic isn't real.

PERFORM

We bridge the gap between project, client and artists. We manage the process –meetings, schedules, contracts, budgets, and construction specifications and administration – allowing the artist and craftsmen to do what they do best, create.

This puts the final outcome on our shoulders. And because of our liability and E&O insurance, we can back it up. It also gives you a single point of contact – allowing for optimal coordination.

Manage, monitor and coordinate art collection logistics

Develop delivery schedule & coordinate with property team

Manage artists including licensing and commissions

Quality control all artworks and products

Pre-press services including color

adjustments, crops and modifications

Fabricate custom art products

Manage & coordinate packing, storage and delivery

Coordinate art in architecture installation with General Contractor

Install framed art

Title plaques

Final documentation including certificates of authenticity, catalog of artworks, insurance valuations

Promote and communicate the art vision

Assist with publicity

Pictured at right is Janelle Baglien overseeing the installation of a 1200 lb custom designed kiln formed glass suspended sculpture. The commission took 8 months to create. Created in 3 sections for ease of installation, SADI had the design structurally engineered to withstand seismic activity while hanging from the open skylight. Coordinating the timing of installation is critical. Work must be done before flooring, but late enough that the artwork will not be damaged in the final phases of finish work. Of equal importance was frequent quality control meetings and reviews at artist S. Grauten's Portland studio.



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Creating and curating art for the built environment