

Wade Gwin  
transdisciplinary design







As time progresses, the world begets increasing complexity; we are at once hyperconnected and alienated from one another. What's more, is that many of us are unaware of the lenses we view the world through, further obfuscating the communication between supposed opponents that we so desperately need. Propositions, ideologies, and worldviews that once satisfied are coming up short. The resulting meaning crisis is overwhelming for those who perceive it.

Design is not fundamentally about creative disciplines. Rather, it is an approach to life that humans have utilized throughout history to make sense of the world we inhabit and find solutions to our difficulties. Design is not a panacea, yet it plays an indispensable role in progressing through any era—especially this one.

What does this have to do with me? By nature of being human, we are all designers to some degree, yet some are afforded even greater sensitivity to, and resonance with, its processes. Pursuing my degree in Industrial Design was a logical progression, allowing me to sharpen the innate skills that inform my approach to all of life.

Although I practice within traditional design disciplines, my greatest value lies in my ability to think well—wielding a scalpel, not a machete—coupled with my captivation and adoration of aesthetics. I strive to create designs, systems, and solutions that make sense, and believe that Beauty has the power to change everything.



I arrived at Moody Nolan, and quickly understood that they did not have a brand. Instead, what they had was an inconsistent smattering of external and internal graphics—all of which were the result of incremental *design-by-committee* ideas, mimicking their *clients'* brands, and ultimately: **whim**.

After celebrating their 40th anniversary and receiving national spotlight from the 2021 AIA Architecture Firm Award, Moody Nolan had begun to compete globally. They now needed a brand that represented their stature.



# MOODY NOLAN

YOUR TEAM



**FOUNDER/CHAIRMAN**  
**CURT MOODY**



**JONATHAN MOODY**



**MANAGING PARTNER**  
**RENAULD MITCHELL**



**SPORTS DESIGN PRACTICE LEADER**  
**TROY SHERRARD**

Wintrust Arena  
Lumen Field (OACGM)  
Bankers Life Fieldhouse (OACGM)  
Wintrust Arena  
Temple Stadium  
Penn State Beaver Stadium



**LEAD PLANNER**  
**JULIE COOK**

Wintrust Arena  
BSU Recreation & Physical Activity Center  
Vanderbilt Indoor Practice



**PROJECT MANAGER**  
**DREW DEERING**

Wintrust Arena  
Iowa Event Center (OACGM)  
Virginia Tech Lane Stadium Expansion (OACGM)



**EXECUTIVE DESIGN LEAD**  
**EARL LEE**

Fifth Third Arena  
Covelli Arena  
Paul Brown Stadium (OACGM)



**PLANNER**  
**CASSIE BUKOWSKI**

Wintrust Arena  
Alabama A&M Arena  
Covelli Arena

## ORG CHART



## TOP TRENDS IN CORPORATE & TECHNOLOGY OFFICE ENVIRONMENTS

### WORK LANDSCAPE COMMON THEMES IN THE CORPORATE ENVIRONMENT

#### CHALLENGES

Workstation footprints are shrinking.

Historically, smaller, portable, or shelving tables have been used to create temporary workspaces. However, as companies seek to optimize their office space, they are looking for more permanent, flexible solutions that can adapt to changing needs.

To create workspaces that are flexible, work tables, mobile workstations, and other furniture are being used to create a more dynamic work environment. These solutions provide work surfaces, storage, and lighting, and can be reconfigured to meet the needs of different teams and projects. They also offer a change of scenery, which can help to boost productivity and morale.

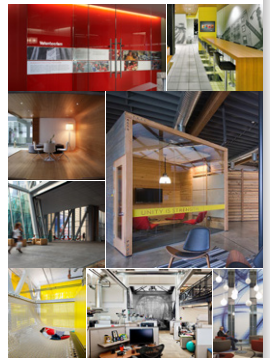
Small, mobile workstations are also being used to create a more collaborative work environment. These workstations provide a shared space for team members to work together, and can be used to create a more open, transparent work environment.

#### OPPORTUNITIES

These workspaces are creating a new kind of work environment. They are providing a more flexible, more dynamic work environment that can adapt to changing needs.

The use of mobile workstations and other furniture is creating a more dynamic work environment. These solutions provide work surfaces, storage, and lighting, and can be reconfigured to meet the needs of different teams and projects. They also offer a change of scenery, which can help to boost productivity and morale.

Small, mobile workstations are also being used to create a more collaborative work environment. These workstations provide a shared space for team members to work together, and can be used to create a more open, transparent work environment.



MOODY NOLAN, INC.

## Our Process



**Listen**  
PRELIMINARY DESIGN

We listen to your vision, your needs and goals. We ask what will make your project a success.



**Discover**  
SCHEMATIC DESIGN

We want to understand your needs and how to best approach your project so that we can help grow your ideas beyond your expectations.



**Ideate**  
DESIGN DEVELOPMENT

We design concepts that visually convey the design direction based off of what we have learned and discovered.



**Detail**  
CONSTRUCTION DOCUMENTATION

We create design intent documents of the approved design, ready for construction.



**Build**  
CONSTRUCTION ADMINISTRATION

We assist in the construction administration of the design to ensure the vision is achieved, and the design intent is delivered.

### COLLABORATIVE APPROACH

VISIONING SESSIONS  
VIRTUAL TOURS  
STAFF / USER GROUP MEETINGS  
DESIGN CHARRETTEES  
SUSTAINABILITY CHARRETTEES



## MOODY NOLAN

### 2021 AIA National Architecture Firm Award

**221**  
Staff Members Across 11 Offices

**42%**  
Staff with a Professional Registration

**35%**  
Staff with Green Building Program Professional Credential

**25+**  
Interior Design Professionals

**330+**  
Design Awards



**42%**  
OF OUR STAFF ARE WOMEN

**32%**  
OF OUR STAFF ARE MINORITIES

**2020 Giants 400 Report**  
Building Design & Construction

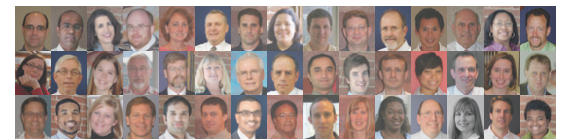
**#26** Top 100 Architecture Firms

**#57** Top 300 U.S. Architecture Firms of 2020 Architectural Record

**#70** Top 100 Office Sector Architecture and AE Firms

**#56** ENR 2020 Top 100 Green Buildings Design Firms Engineering News-Record





WE WORK TO STRETCH YOUR IMAGINATION



COLUMBUS CHICAGO CLEVELAND COVINGTON DALLAS INDIANAPOLIS NASHVILLE WASHINGTON DC



CREATIVE DIVERSE COLLABORATIVE

MOODY•NOLAN

RESPONSIVE ARCHITECTURE | moodynolan.com

## MOODY NOLAN PRACTICES RESPONSIVE ARCHITECTURE

—which means we will listen intently, analyze effectively, then design an innovative, functional and aesthetically pleasing space, without losing sight of the project's program and budget.

220  
STAFF MEMBERS  
ACROSS 11 OFFICES

42%  
STAFF WITH A PROFESSIONAL  
REGISTRATION

35%  
STAFF WITH GREEN BUILDING  
PROGRAM PROFESSIONAL  
CREDENTIAL

320+  
DESIGN AWARDS

2019 GIANTS 300 REPORT  
Building Design & Construction

#27 Top 100  
Architecture Firms

#34 Top 100 Mid-Size  
General Architecture Firms

2019 TOP 300  
ARCHITECTURE FIRMS  
Architectural Record

#49



#59 Top 100 Healthcare  
Architecture Firms

#54 Top 100 Reconstruction  
Work Architecture Firms

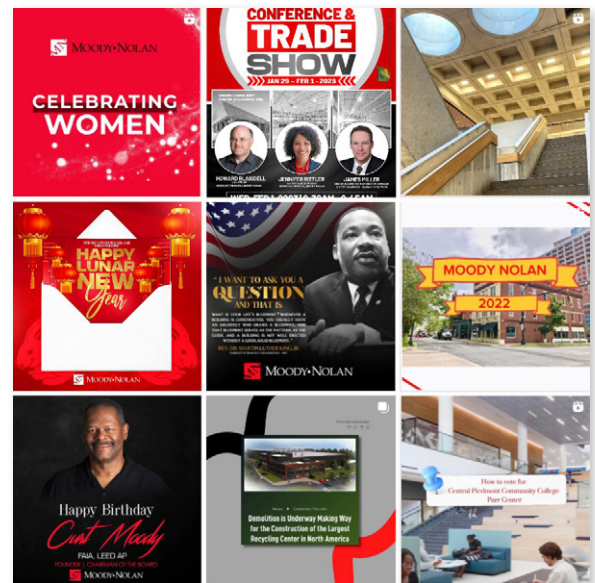
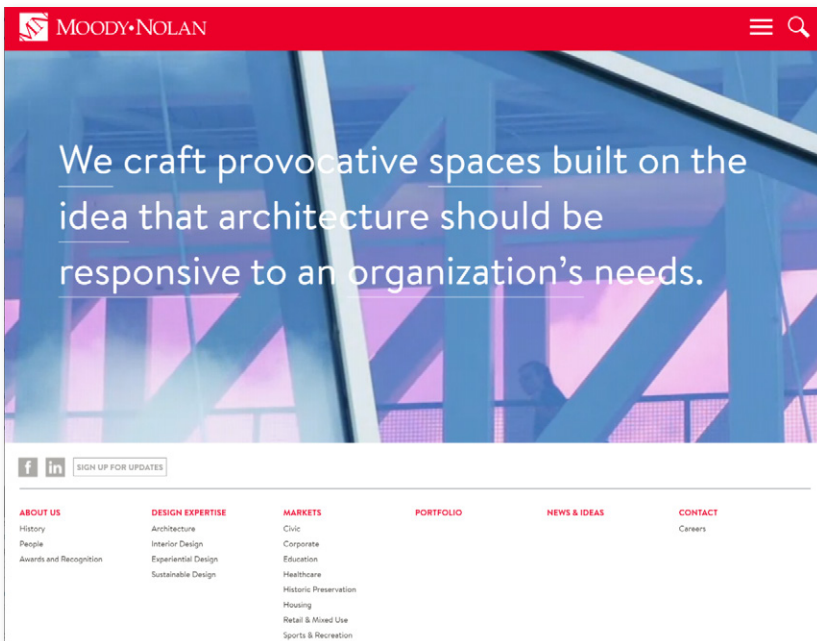
2019 TOP 100 GREEN  
BUILDINGS DESIGN FIRMS  
Engineering News-Record

#46



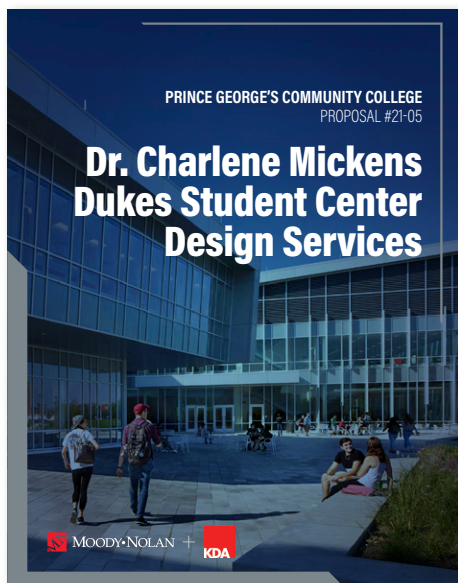
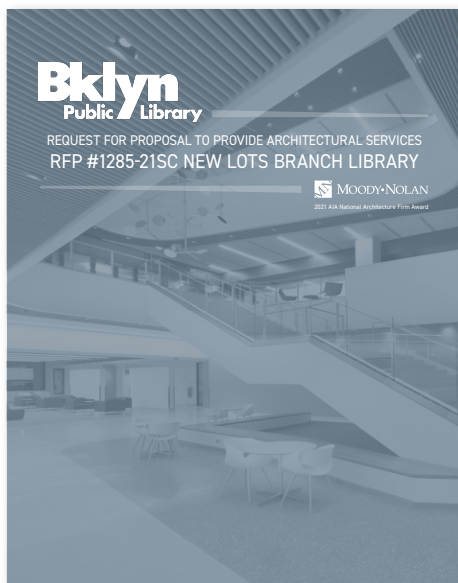
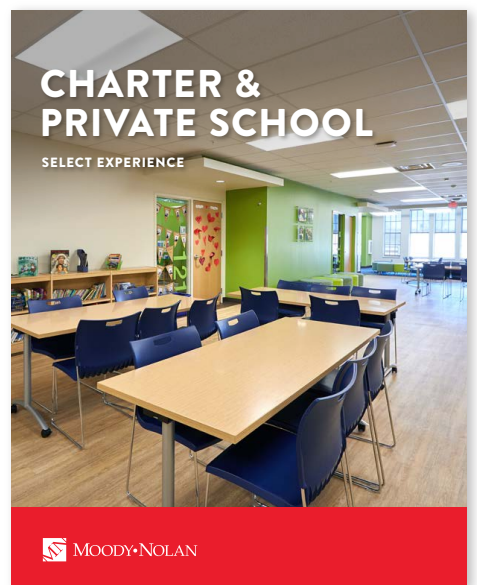
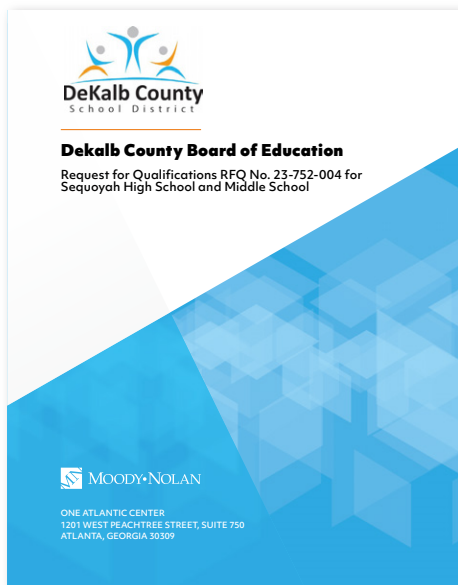
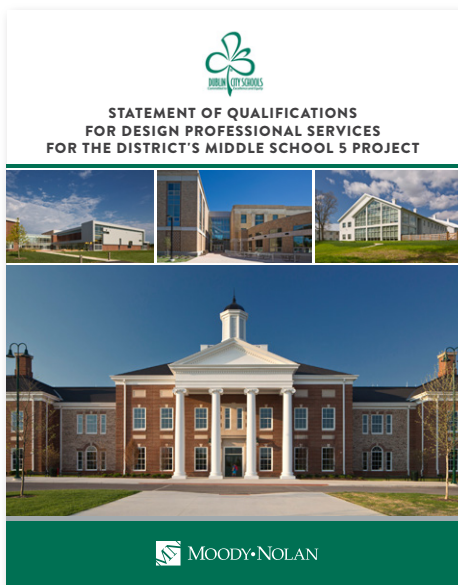
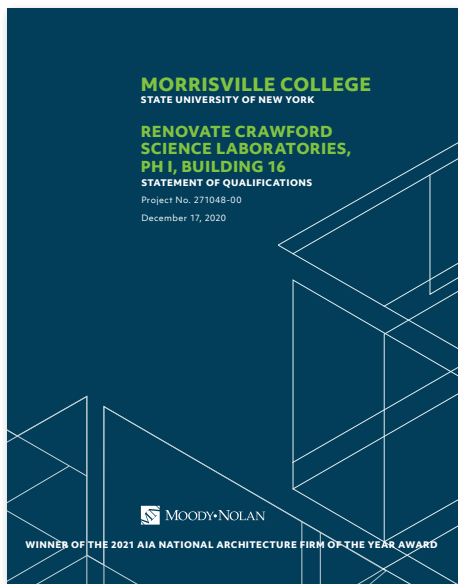
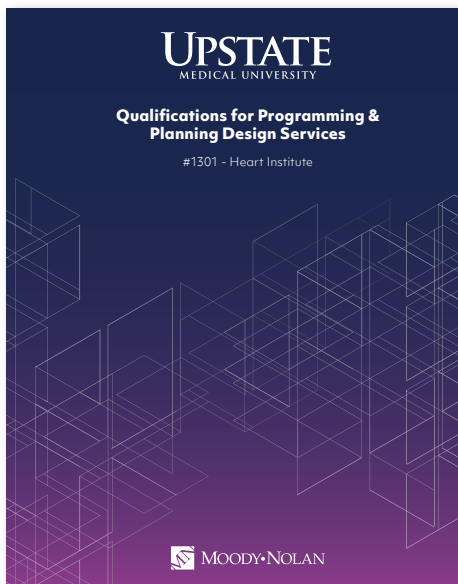
2021 AIA  
ARCHITECTURE  
FIRM AWARD  
WINNER:  
MOODY NOLAN

AIA

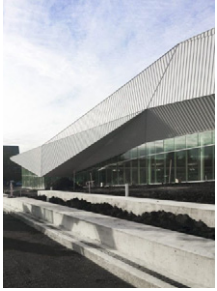


Sampling of Moody Nolan's past marketing expressions



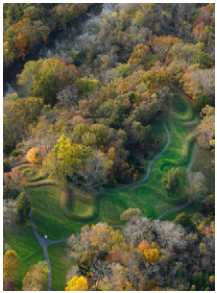






Boldness

Parametricism



Cultural motifs

Contemplative

To begin, a small group of Moody Nolan design leaders were asked to identify the firm's identity, the values that inform their practice, and visual elements that capture Moody Nolan's essence.

Our team then grouped similar imagery and language, synthesizing these findings into aspirational ideals and thematic graphic directions. Four tenets emerged:

### Human-Centered

Centering people in everything Moody Nolan does; creating meaningful experiences that evoke emotional connections, resonating with the context, complexities, and necessities of people's lives.

### Sophisticated Design

Refinement without pretension; achieving design excellence through clarity of concept, executed with rigor and meticulous attention to detail.

### Confident, yet Humble

Standing by convictions while embracing vulnerability; leaving space for continual growth.

### Diverse & Authentic

Celebrating diversity of thought, experience, and humanity; not conforming to external identity expectations or interpretations.

Laying the philosophical framework allowed our team to iterate on colors, typography, and logos that would best capture Moody Nolan's brand tenets.

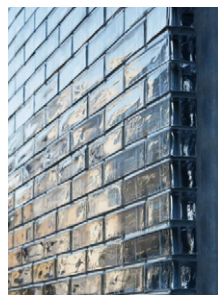




Afrofuturism

Neutrals, skin tones

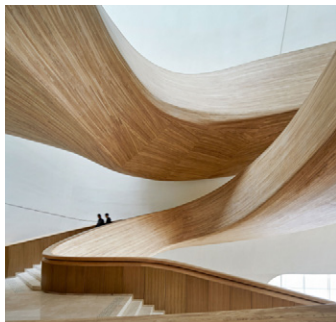
Warmth



Sustainable

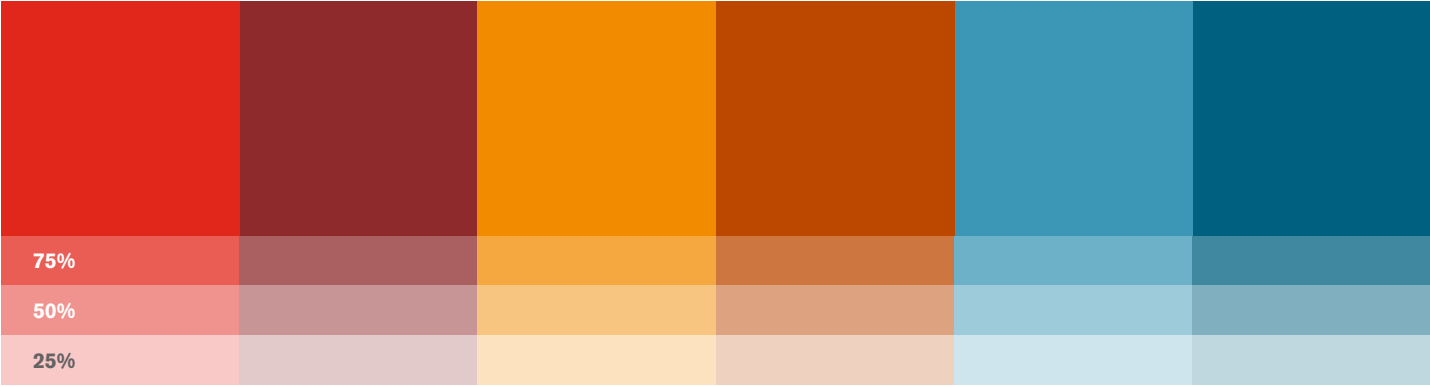
Natural materials

Organic forms



Neo-futurism





<b>Pantone 485</b>	<b>Pantone 7623</b>	<b>Pantone 144</b>	<b>Pantone 1525</b>	<b>Pantone 7459</b>	<b>Pantone 7707</b>
<b>HEX</b> #DA291C	<b>HEX</b> #8A2A2B	<b>HEX</b> #ED8B00	<b>HEX</b> #B94700	<b>HEX</b> #4298B5	<b>HEX</b> #00617F
<b>RGB</b> 218.41.28	<b>RGB</b> 138.42.43	<b>RGB</b> 237.139.0	<b>RGB</b> 185.71.0	<b>RGB</b> 66.152.181	<b>RGB</b> 0.97.127
<b>CMYK</b> 0.95.100.0	<b>CMYK</b> 0.97.87.53	<b>CMYK</b> 0.51.100.0	<b>CMYK</b> 2.77.100.9	<b>CMYK</b> 72.9.9.13	<b>CMYK</b> 100.18.12.52



<b>Pantone 405</b>	<b>Pantone 404</b>	<b>Pantone 403</b>	<b>Pantone 402</b>	<b>Pantone 401</b>	<b>Pantone 400</b>
<b>HEX</b> #696158	<b>HEX</b> #776E64	<b>HEX</b> #8C857B	<b>HEX</b> #9D968D	<b>HEX</b> #AFA9A0	<b>HEX</b> #C4BFB6
<b>RGB</b> 105.97.88	<b>RGB</b> 119.110.100	<b>RGB</b> 140.133.123	<b>RGB</b> 157.150.141	<b>RGB</b> 175.169.160	<b>RGB</b> 196.191.182
<b>CMYK</b> 26.31.35.72	<b>CMYK</b> 20.25.30.59	<b>CMYK</b> 18.21.27.47	<b>CMYK</b> 13.16.21.36	<b>CMYK</b> 10.11.17.27	<b>CMYK</b> 6.7.13.16

Considering color psychology, we chose a synergistic palette: six colors and six grays, inspired by the natural world. The new brand now uses color with purpose and restraint, harmonizing with a prominent grid that celebrates white space.

*Human-Centered*



*Diverse & Authentic*



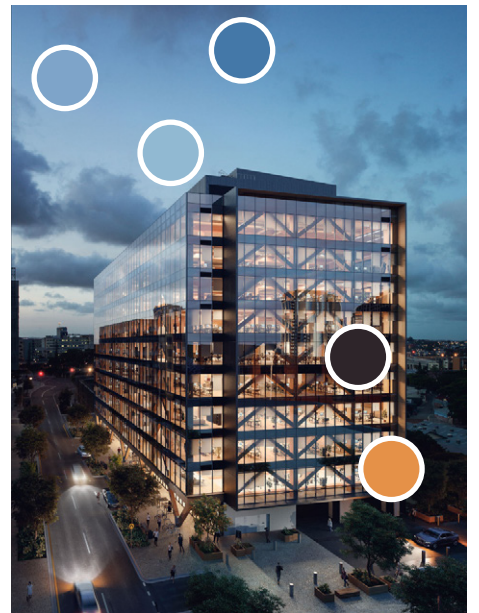
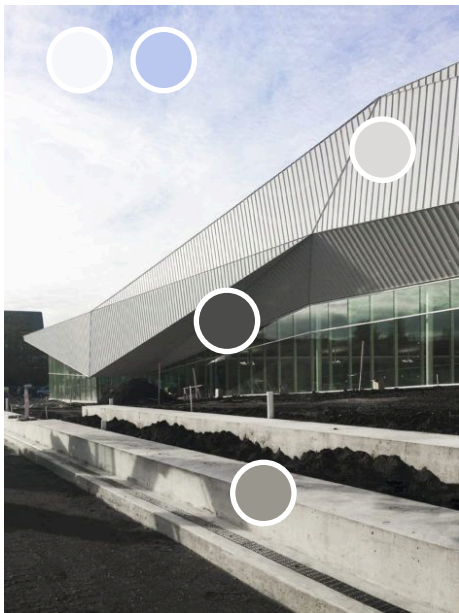
*Confident, yet Humble*



*Sophisticated Design*









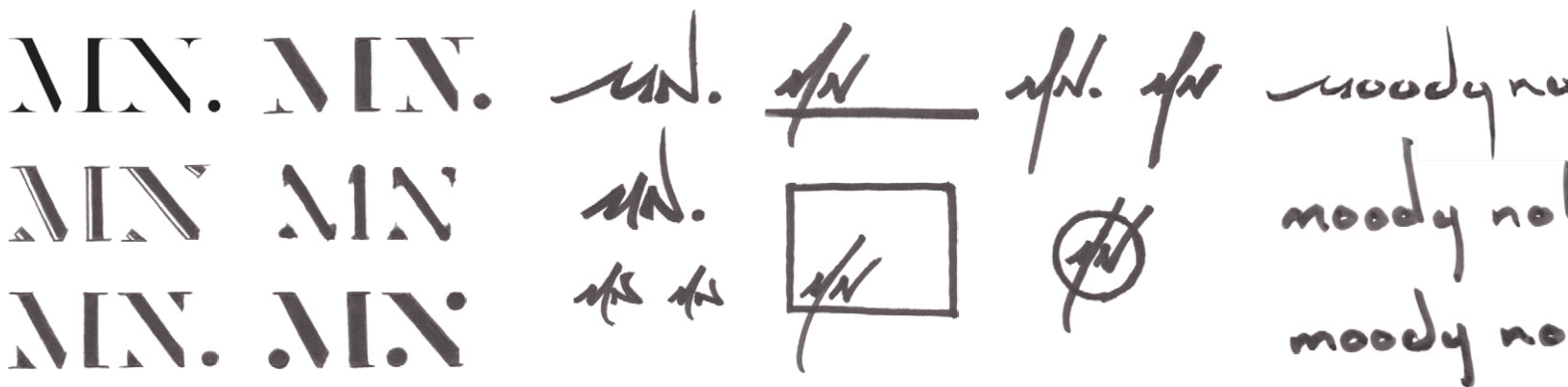
Serious, Sophisticated

MOODY NOLAN MOODY NOLAN moody nolan moody nolan mood  
Moody Nolan Moody Nolan Mood

Elevated

Autographical

Handwritten



We explored logo iterations alongside type selections, ultimately developing three distinct options.

#### Option 1

Hand-drawn + Kigelia



Moody Nolan

### The quick brown fox jumps over the lazy dog.

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#### Option 2

Microgramma Bold + Univers

**MN.**  
Moody Nolan

### The quick brown fox jumps

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Minimal

Monolithic

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### Option 3

Narin Bold & Light + Univers

**mn.**  
 MOODY NOLAN

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**The quick brown fox jumps over the lazy dog.**

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# Moody Nolan



# Moody Nolan

We chose the humanist typeface, Kigelia, as it represents through type, the core of Moody Nolan: a diverse, culturally-rich institution, concerned with preserving and promoting humanity through design.

The logomark compliments Kigelia's sensibilities, informed by the human touch of handwriting and sketching; resulting in an airy, approachable touchpoint for the brand.



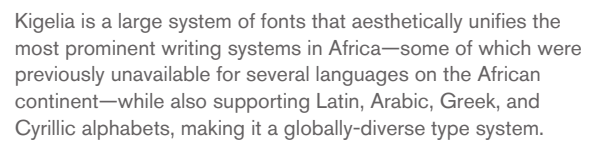


Photo credit: JamraPatel







We completely overhauled the photographic approach and process, ensuring that every photo ultimately expresses our brand tenets. No matter the subject, the overarching goal is to present the world as-is, through an editorial, documental approach.

This means forgoing forced perspectives, dramatic lens effects, or other styling techniques, in favor of capturing the real world, as close to how the natural eye would see it.



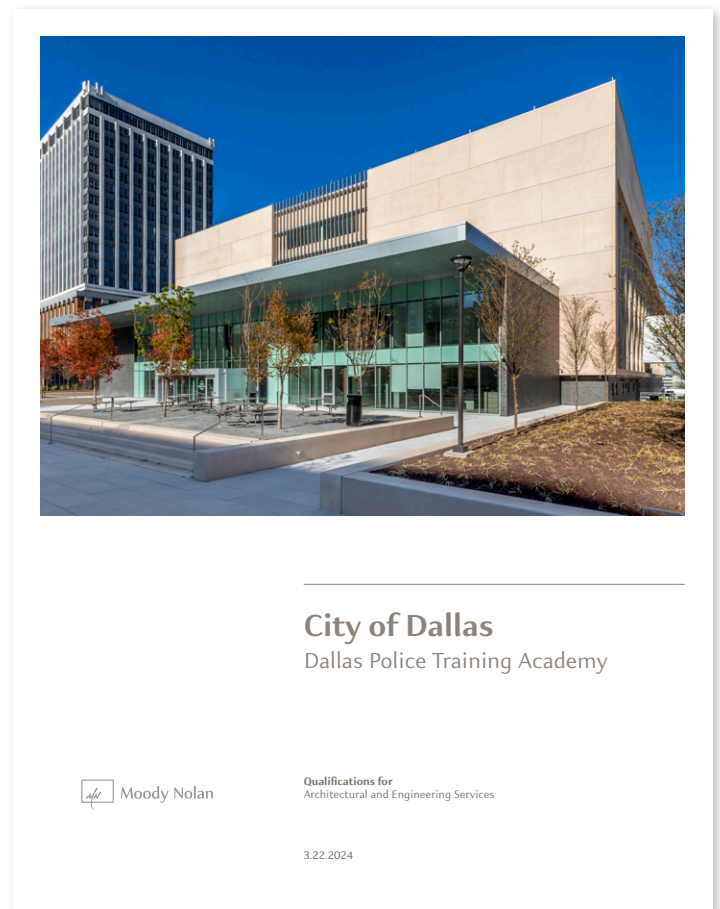




With the foundation laid, we began designing an entire identity system, while also collaborating on a new website with an external web agency. To help codify and disseminate Moody Nolan's new brand language among our colleagues, we created intranet-based brand guidelines and educational presentations.

The resulting brand expression liberates the architectural work from disjointed and superfluous graphics, enabling the built environment to shine.

Select submission pages





## Firm Overview

8 / 10

Fast Company  
2022 Most Innovative  
Architecture Firms

45 / 300

Architectural Record  
Top 300 Architecture Firms  
of 2023

23 / 160

Building Design + Construction  
Top 160 Architecture Firms  
2023 Giants 400 Report

52 / 200

Building Design + Construction  
Top 200 Office Building  
Architecture Firms  
2023 Giants 400 Report

At Moody Nolan, we use the built environment to catalyze social change. Our integrated design and delivery approach combines architecture, interior, and experiential design—creating places that ignite culture and improve lives.

With more than 350 employees in 12 locations around the country, we leverage the power of diverse backgrounds to drive design innovation.

Named by Fast Company as one of the world's most innovative architecture firms, our work garners national attention from industry-leading organizations, including the AIA Architecture Firm Award.

### Design Philosophy

We practice responsive design—pairing empathetic listening with innovative thinking—to find harmony between client, community, and environment. We use intentional collaboration to transform ideas into high performance design solutions, responsive to people and place.

### High Performance Design

When building performance, stewardship of natural resources and community wellbeing harmonize into a responsive design solution—we call this intersection high performance design.



350 Total Staff  
12 Offices

46% People Identifying as Female

42% Racial and Ethnic Diversity

### Diverse by Design

Our firm is diverse by design with a staff comprised of 46% women and 43% minorities. For more than 40 years we've led by example, prioritizing diversity and inclusion in every sphere of the industry—from increasing access to architecture education to amplifying minority leaders.

We believe great design happens at the intersection of innovative ideas and divergent points of view, enabling our projects to regularly exceed diversity participation goals. We empathize with human differences, designing with and for the people often excluded from the design conversation. We listen, amplify, and incorporate community voices into every dialogue and design decision, creating places that represent the community it belongs to.

Our commitment to diversifying the profession is demonstrated by our leadership in industry organizations and mentorship of young architects.

### NOMA Project Pipeline

As a long-standing member of NOMA, members of our firm helped launch Project Pipeline—a national curriculum that introduces minority students to architecture with the goal of creating more licensed Black architects.

### Historically Black Colleges and Universities

We understand the importance of mentorship and representation in our field. We are committed to HBCU campuses, helping them plan for the future of their campus, while investing in the next generation of minority architects.

### National Organization of Minority Architects Fellowship Foundation

The program is designed to address the AIA 2030 Diversity Challenge—which aims to double the number of licensed Black architects in the United States by 2030. As a host firm, Moody Nolan provides mentorship and design research experience for young emerging professionals.

Squire Patton Boggs Architecture/Interior Design Services

7



## Contents

Cover Letter	5
A. Design Firm Information	7
B. Qualifications and Experience	9
C. Technical Services	31

J.J. Oakley Innovation Center & Residence Hall

3



Corporate Organizational Chart

<b>Curt Moody</b> Chairman of the Board		<b>Jonathan Moody</b> President, CEO	Leadership
<b>Curt Moody</b> Chairman of the Board		<b>Jonathan Moody</b> President, CEO	Board
<b>Eileen Goodman</b> Executive Vice President, Director of Interior Design		<b>Brian Tibbs</b> Managing Partner, Director of Nashville Operations	
<b>Elaine Moody</b> (Rotating Partner)		<b>Mark Bodien</b> Director of Recreation and Student-Focused Facilities	
<b>Curt Moody</b> Chairman of the Board		<b>Allen Schaffer</b> Chief Operating Officer, Chief Sustainability Officer	Executive Team
<b>Jonathan Moody</b> President, CEO		<b>Brian Tibbs</b> Managing Partner, Director of Nashville Operations	
<b>Eileen Goodman</b> Executive Vice President, Director of Interior Design		<b>Shayne Crockett</b> Associate Principal, Chief Financial Officer	
<b>Eileen Goodman</b> Executive Vice President, Director of Interior Design		<b>Tim Fishking</b> Healthcare Practice Leader	Partners
<b>Allen Schaffer</b> Chief Operating Officer, Chief Sustainability Officer		<b>David Meleca</b> Director of Classical Architecture	
<b>Renauld Mitchell</b> Director of Chicago Operations		<b>Mark Bodien</b> Recreation and Student-Focused Facilities Practice Leader	
<b>Julie Cook</b> Director of Design and Delivery		<b>Jay Boone</b> Director of General Architecture	
<b>Brian Tibbs</b> Managing Partner, Director of Nashville Operations		<b>Todd Dove</b> Director of Retail	
<b>Troy Sherrard</b> Sports and Recreation Practice Leader		<b>Yanitz Brongers-Marrero</b> Housing Practice Leader	

Revised 10.10.2023

**Jonathan Moody 14/17**  
AIA, NOMA, NCARB, LEED AP, Fitwel Ambassador 8/10  
**Senior Project Designer 10/12**  
Moody Nolan 10/12



Bio goes here. Follow framework examples for writing a strong bio. If longer, break to two paragraphs.Im endanda eatatio eum sunt, sit optatiatum volorecta quia de ium que lam re vidunt.

Era volendendel evel id mncinat ibusdaerio. Ut aut volupicit atur? Quatiorem quis si te volendi tectestia dolo omnimincini exerum sequeae occus am quiberum audipsust eos reium fuga. Ut laborer umquibus volorem voluptur, et harum reius ut autempo riatemossus dipis prepro dendamusam ra volorem ad estibus magnatis ra valoris ut utem si rencimo molor sandunt faccum nulltest otatis am.

**\*\*Start personal stats two grid lines down from last bio line.\*\***

**Education**  
MARCH, Area of Focus, Institution, Year  
BS, Area of Focus, Institution, Year

**Registrations**  
Designations tested for

**Affiliations**  
Industry group involvement

**Presentations**  
If any of interest to include. Keep within the last 4-5 years here. Others can go in pasteboard or Vantagepoint.

**\*Formatting Note\***  
Start personal stats two grid lines down from last bio line.\*\* This section should be in the 8/10 Paragraph Style with a soft return after the category (which will have a bold character style set to x), followed by the information and a hard return.

**Key Project Experience**  
**Client Name, Project Name**  
City, ST  
XX,000 SF Short Program Highlight and Renovation/Addition, LEED  
**Role**

**Client Name, Project Name**  
City, ST  
XX,000 SF Short Program Highlight and Renovation/Addition, LEED  
**Role**

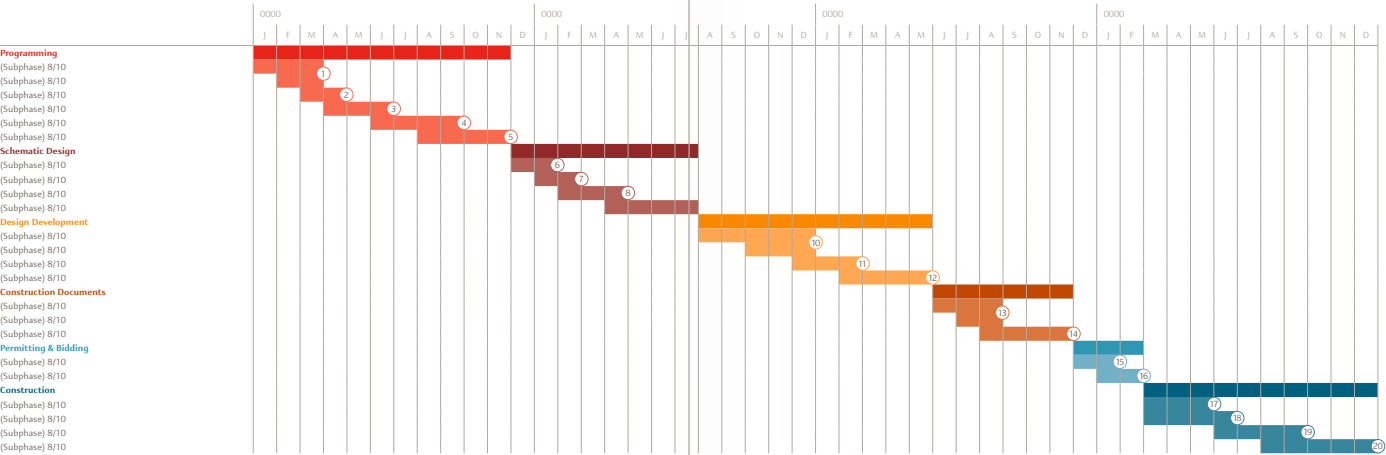
**Client Name, Project Name**  
City, ST  
XX,000 SF Short Program Highlight and Renovation/Addition, LEED  
**Role**

**Client Name, Project Name**  
City, ST  
XX,000 SF Short Program Highlight and Renovation/Addition, LEED  
**Role**

**Client Name, Project Name**  
City, ST  
XX,000 SF Short Program Highlight and Renovation/Addition, LEED  
**Role**

**Previous Experience**  
**Client Name, Project Name**  
City, ST  
XX,000 SF Short Program Highlight and Renovation/Addition, LEED  
**Role**

Project Schedule 14/17



**10/12 (Body Subheading)**  
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19. Milestone 8/10

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20. Milestone 8/10

Explanation of the milestone here 8/10



## International African American Museum City of Charleston



**Location**  
Charleston, SC

**Size**  
41,000 SF

**Completion Date**  
2022

**Cost**  
\$75,000,000

**Team**  
Executive Architect:  
Moody Nolan

Design Architect:  
Pei Cobb Freed & Partners

Landscape Designer:  
Hood Design Studio

Exhibit Designer:  
Ralph Applebaum Associates

**Awards**  
The Architect's Newspaper  
Best of Design Awards,  
Project of the Year, 2023

The Architect's Newspaper  
Best of Cultural, Project of  
the Year, 2023

The Architect's Newspaper  
Best of Landscape, Project  
of the Year, 2023

Archello Awards Longlist,  
Museum Building of the  
Year, 2023

National Organization  
of Minority Architects,  
Citation Award (unbuilt),  
2016

The European Centre for  
Architecture Art Design  
and Urban Studies and the  
Chicago Athenaeum,  
International Architectural  
Award (unbuilt), 2014

The architectural form centers the untold stories of enslaved African Americans—serving as a historical touchstone for generations to come.

After more than 20 years of planning, The IAAM is sited at Gadsden's Wharf overlooking Charleston Harbor, the point of disembarkation for nearly half the Africans enslaved and shipped to the United States during the trans-Atlantic slave trade. The museum is dedicated to telling their stories and celebrating the contributions of their descendants.

Movement through the museum represents the journey from the origins of Africa across the Atlantic Ocean and to and through America, tracing the paths and patterns that enslaved Africans, and ultimately African Americans, made for themselves.

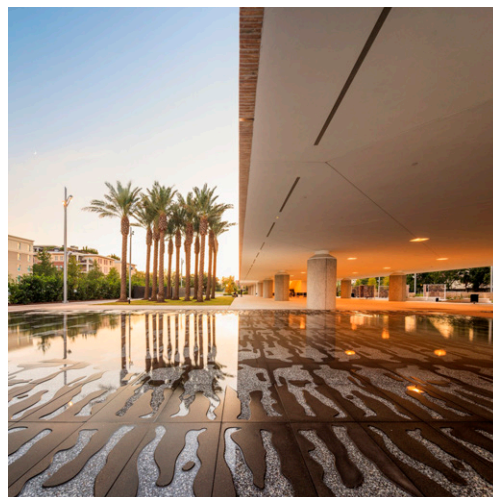
The west side features a chronological, interactive gallery called American Journeys, juxtaposed with media related to the legacies of slavery and current movements around racial equality and social justice. The center for genealogy is a place where visitors can get guided help tracking their family genealogy.

The finished design is restrained, inspired by the boats that carried people across the ocean. The rectangular box looks out over the water, hovering on pillars above the ground to honor the now-buried history of the wharf.

The museum and its grounds serve as an educational site and a memorial honoring the slaves and their descendants who passed through the very same space.



The waterfront installation of life-size abstract images of people imprinted into the ground, reminiscent of the packed slave ships that disembarked in this exact spot.



The museum and its grounds serve as an educational site, a groundbreaking resource for the study and advancement of African American genealogy, and a memorial honoring the slaves and their descendants who passed through this very same space.



The entry sequence is both a destination and transitional space between the landscape and exhibition. Raised 13 feet above the ground on a double row of concrete columns, the single story museum makes way for a plaza of remembrance beneath the floating structure.





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*"Some quote of importance that draws the reader into the story, like a quote from our deeply satisfied client."* 16/19

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High Performance Design  
Responsive to People

We center people in everything we do. We listen intently, helping clients discover what’s unique about their people and organization.

- Community

Diversity  
Context  
Engagement
- Client

Vision and Mission  
Experience  
Well-being

AIA Framework  
Wellness  
Resources  
Change  
Discovery  
Economy Community  
Integration



Design Philosophy  
High Performance Design

When building performance, stewardship of natural resources and community resilience harmonize into a responsive design solution—we call this intersection **High Performance Design**.



High Performance Design  
Responsive to Place

We practice placemaking, using the built environment to inspire and connect communities. We respect the cultural and environmental context of each place, practicing resourceful and regenerative design.

- Context

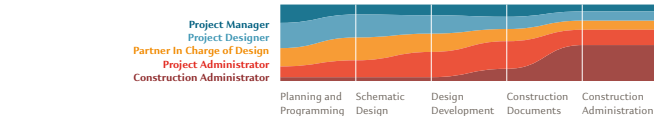
Placemaking
- Environment

Resourceful  
Regenerative

AIA Framework  
Ecology  
Energy  
Water  
Resources  
Community  
Economy



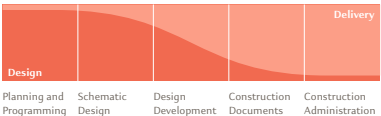
Project Involvement  
Subtitle



Catchy subtitle  
Something about this stream graph...

Design and Delivery  
Process

Integration drives innovation.  
Our integrated design and delivery approach combines architecture, interior design and experiential design, creating places that ignite culture and improve lives.



Select presentation slides





The Ohio State University Energy Advancement and Innovation Center

← 1/4 →

## Improving lives through design

We venture beyond the apparent—designing solutions that redefine how we connect with the world and each other. We design with purpose to improve every day, every place, and every life.

### Design Philosophy

We practice responsive design, pairing empathetic listening with innovative thinking, to find harmony between client, community, and environment. We use intentional collaboration to transform ideas into high performance design solutions, responsive to people and place.

Design Philosophy & Process →



← 3/5 →

### Featured Projects

The Ohio State University Energy Advancement and Innovation Center

An experimental hub for energy, education, research and technology incubation.

View Project →

### Practice Areas

The breadth of our work reflects human-centered design solutions at every scale. Our diverse range of project types enables us to drive innovation—creating design solutions responsive to people and place.



- |                     |              |
|---------------------|--------------|
| Aviation            | Mixed Use    |
| Civic and Community | Recreation   |
| Healthcare          | Retail       |
| Higher Education    | Sports       |
| Hospitality         | Student Life |
| Housing             | Workplace    |
| K-12 Education      |              |

### News & Ideas

#### Recognition

Moody Nolan Announces a New Brand

#### Recognition

BD+C: Ranks Moody Nolan #23 Among Top Architecture Firms for 2023

#### Recognition

Fast Company Names Moody Nolan the Eighth Most Innovative Architecture Firm of 2022

#### Recognition

Moody Nolan: AIA Architecture Firm Award 2021

More News & Ideas →



Home > Design Philosophy

## Design Philosophy

We practice responsive design—pairing empathetic listening with innovative thinking, to find harmony between client, community, and environment.

We use intentional collaboration to transform ideas into high performance design solutions, responsive to people and place.



## Design Approach

Our collective of designers leverage the power of distinct talents and diverse backgrounds to drive design innovation.

Our design process is a cross-disciplinary think-tank, where creative minds converge to ideate between project types, aesthetic styles, and novel ideas to explore the boundaries of design.



← 2/3 →

### The 9-Square

We explore nine unique options that push and pull the project criteria into different expressions of how to solve the design challenge.



## High Performance Design

When building performance, stewardship of natural resources and community wellbeing harmonize into a responsive design solution—we call this intersection high performance design.

Responsive to People

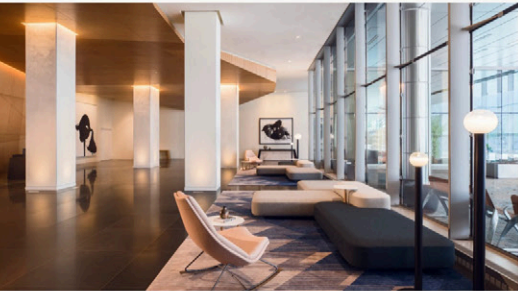




Hospitality

Curating memorable guest experiences, while reinforcing iconic hospitality brands.

We know that long-term relevance requires unparalleled consistency of the guest-experience. Leveraging research on human behavior, we curate architectural moments that delight guests, spark connection and ultimately—keep them coming back.




Hospitality Projects

Marriott Hotels   Marquis Chicago

Transforming the neighborhood into a vibrant entertainment district.


[View Project](#)

Leadership



**Jay Boone**

Partner, Director of General Architecture



**Eileen Goodman**

Partner and Executive Vice President, Director of Interior Design

[View Our Leaders](#)

News & Ideas

- Media

Architect Magazine: Moxly Hotel—Rethinking the Guest Experience
- Media

Modernizing Dining— Cut 132 Steakhouse Opens at Easton Town Center
- Recognition

BDC Network: Platinum Award for McCormick Square Marriott Marquis and Wintrust Arena



Omni Boston

Omni Hotel at the Seaport

[Details](#)

[Awards](#)

An iconic structure in the Waterfront District of Boston, boasting refined elegance in a high rise hotel.

The 1,055 key hotel features luxury rooms and suites, combined with innovative boutique concepts and open-air restaurants for a unique customer experience.





Better focus

Q2

2024

## Q2 Meeting Schedule

Weekday, Month 00, 0000

**Studio Director Meeting**  
*Studio directors and partners*

**10:00–11:00 a.m.**  
*Eastern Time*

**Social Gathering**  
*Entire firm*

**11:30 a.m.–12:00 p.m.**

Lunch Break: Eastern Time

12:00–12:30 p.m.

**Trivia**  
*Entire firm*

**12:30–1:00 p.m.**

Lunch Break: Central Time

1:00–1:30 p.m.

**Corporate Update, Part 1**  
*Senior associates and firm leadership*

**1:30–2:30 p.m.**

Break

2:30–2:45 p.m.

**Corporate Update, Part 2**  
*Senior associates and firm leadership*

**2:45–3:45 p.m.**

Preparation, attendance, and participation are expected of all attendees. All meetings to use Microsoft Teams.



Moody Nolan



Moody Nolan  
One Atlantic Center  
1201 W Peachtree Street NW, Suite 750  
Atlanta, GA 30309  
470.480.7590  
moodynolan.com

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Role  
Client  
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email@url.com

Name Surname,

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Best, (soft return used here, too)  
Name Surname



**Jonathan Moody**

AIA, NOMA, NCARB, LEED AP  
CEO

D. 614.280.8976  
C. 614.578.8218  
jmoody@moodynolan.com

## Submittal Review Cover



Moody Nolan

### 1. Contractor or Construction Manager

Submittal Number

Project

Project Number

Drawing Number and Specification Section

Manufacturer or Supplier

☐ Calculations

☐ Certifications or

Qualifications

☐ Coordination Drawing

☐ LEED Submittal

☐ Other:

☐ Product Data

☐ Samples

Copies: \_\_\_\_\_

☐ Schedules

☐ Shop Drawings

Item(s) Being Submitted

☐ Action ☐ Information Only ☐ Record

Submitted For

☐ Low ☐ Moderate ☐ High ☐ Critical

Priority

Remarks or Deviations

Submitted By

Date

Contractor Certification

Uncertified submittals will be returned without review.

Reviewed By

Date

### 2. Architect or Engineer

Date Received

Comments See attached sheet(s) for additional comments.

To be filled after section above is completed.

☐ No Exceptions Taken

No further review of submittal is required.

☐ Make Corrections Noted

Incorporate corrections in work;

resubmit for record only.

☐ Revise and Resubmit

Revise as noted; resubmit for review.

☐ Rejected

Not compliant with Contract Documents.

☐ For Record Only

For record or information purposes only.

Not reviewed.

☐ Not Required for Review

Submittal is not required by

Contract Documents.

This review is for general conformance with the design concept and the contractor remains responsible for:  
1. compliance with the contract documents  
2. confirming and correlating quantities and dimensions  
3. selecting fabrication processes and techniques of construction  
4. coordination of the work with other trades  
5. review of a specific item shall not indicate an approval of an assembly of which the item is a component.  
This review neither extends nor alters any contractual obligations of the architect or contractor, and does not authorize changes in the contract sum, nor time.

Reviewed By

Date

Previous spread: select website pages

This page: select branded materials

Next page: select social media posts



Connect with us at AIA24!  
Washington, DC



We are excited for all that Moody Nolan  
has in store during the conference!

**Notable Woman in Business**  
*CEO Magazine*

**Alexis Underwood**  
Growth Strategist

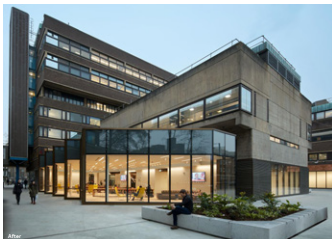


Moody Nolan

*Columbus Business First*  
**Largest Architecture Firm  
in Central Ohio**

Thank you to our clients!  
You have enabled us to achieve  
this ranking eight years running!





### Making Seattle History

**Making Seattle History**  
The overall mass of the addition was reduced to three stories after discussions with the Landmark Review Board, although an exception was ultimately made to allow the roof addition.



A Brand New Interior

**A Brand New Interior**  
The middle timber bays were demolished to make way for a new steel core and concrete reinforced steel columns to be inserted. This view shows how heavy timber, concrete and steel construction

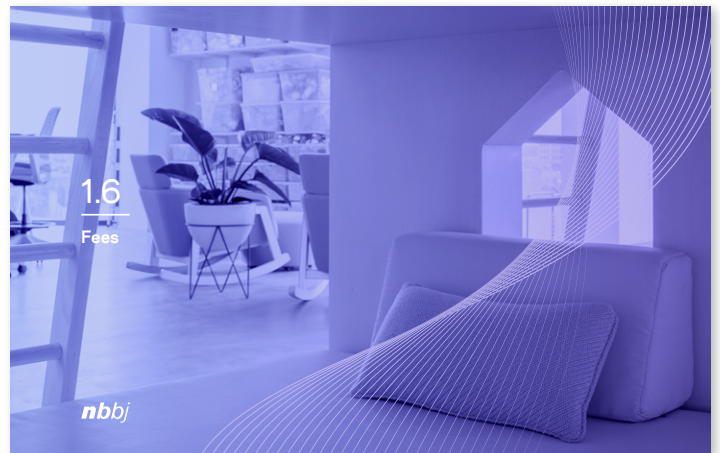
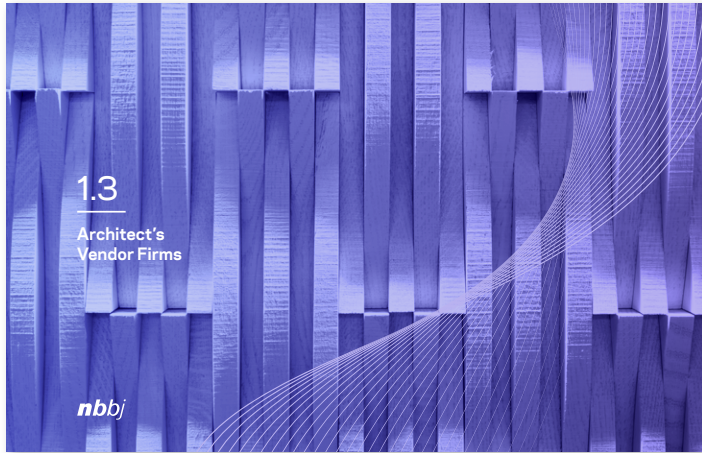
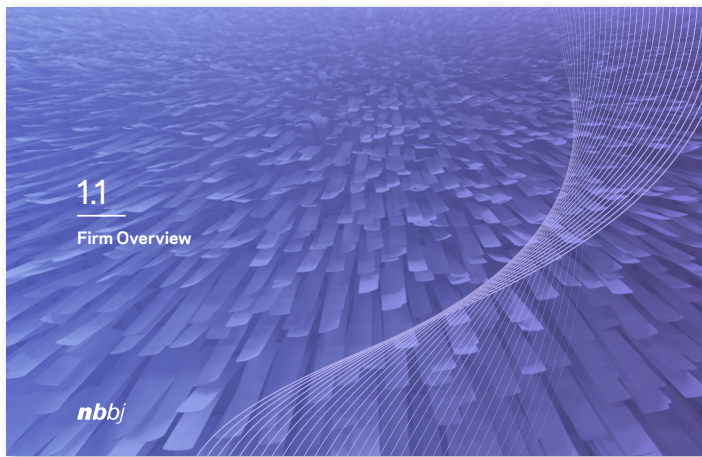


### Revising Resources

**Reusing Resources**  
It was important to showcase the existing timber structure—by either leaving it uncovered or reusing beams as seen here for the new lobby desk.







A sampling of projects for NBBJ, including pages from: RFQs, RFPs, interview decks, booklets, templates, and other graphic miscellanea.







## 1 & 2 Firm History & Experience



NBBJ is a different kind of design practice, one that helps our clients drive innovation by creating highly productive, sustainable spaces that free people to live, learn, work and play as they were meant to.

The world's leading organizations look to our experts to help them design environments that disrupt the status quo and effect real, meaningful change at all levels. Named among the most innovative architecture firms by *Fast Company* three times, we make news by partnering with like-minded companies including Google, Amazon, Samsung, Microsoft and Tencent. Our clients also include institutional leaders such as University of Cambridge, Massachusetts General Hospital, NYU Medical Center and Stanford University.

Founded in 1943, NBBJ is a privately held entity managed by a Board, with locations in Boston, Seattle, Columbus, Hong Kong, London, Los Angeles, New York, Portland, Pune, San Francisco, Shanghai and Washington, D.C. Our global network of "renaissance teams" includes more than 800 researchers, strategists, nurses, architects, planners and interior designers who generate ideas that have a profound and lasting impact.

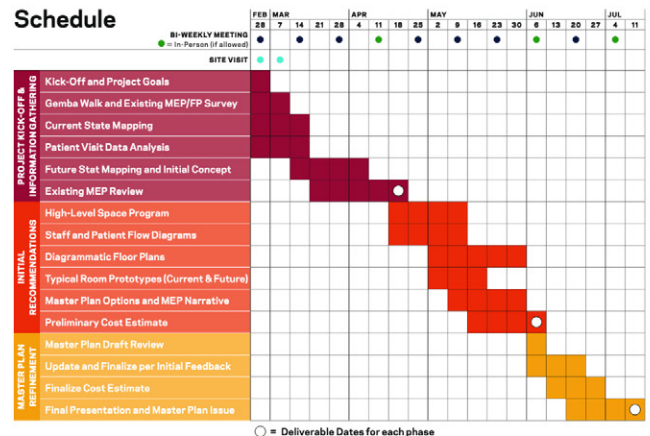
**Contact**  
Sarah Markovitz, Principal in Charge  
smarkovitz@nbbj.com  
617.378.4827

Harvard University Health Services Master Plan • 5

## 4, 5 & 8 Draft Schedule, References & Standard Agreement Acceptance



### Schedule



### REFERENCES

**Melaine Bowker**  
Brigham And Women's Hospital, Associate Director, Real Estate and Facilities  
857.307.4020  
mbowker@partners.org

**Susan Cronin Jenkins**  
Massachusetts General Hospital, Co-Director, MGH Planning and Construction, Partners Real Estate  
617.724.2216  
sjenkins@partners.org

**Professor Martha Minow**  
Harvard Law School (Assistant: Elizabeth Benagh)  
617.496.1117  
minow@law.harvard.edu

### PROPOSAL ASSUMPTIONS

- For the purposes of this proposal, we assume the duration of this project will be five (5) months.
- All meetings will be virtual except for a site visit for facility assessment. However, if preferred, we can arrange an in-person meeting at the end of each phase.
- Harvard will provide all existing facility plans in CAD format that are required of NBBJ to review or test-fit.
- The Cost Estimator's fee in Attachment 3 assumes the total renovation area is 72,000 SF and includes up to three (3) options and one (1) round of estimate revision in response to the review comments. If the renovation areas requiring cost estimate turn out to be less than 36,000 sf, the cost estimate fee will be reduced to \$15,000.
- Existing MEP assessment will be based on the tours, interviews, and provided energy / water consumption data

### NBBJ COMMENTS ON THE ARCHITECTURAL SERVICES AGREEMENT

NBBJ accepts the Harvard University form of agreement referenced in the RFP, with some clarifications and modifications to align with industry standards. NBBJ is willing, without reservation, to take responsibility for risks that we can manage within our expertise. We believe that terms acceptable to Harvard can be readily negotiated.

NBBJ suggests that the following themes be explored to remove ambiguity and assure that the goals of accountability, transparency and equity are addressed:

- Withholding:** In accordance with our philosophy of equity in contracting, we believe unresolved claims should not be unilaterally assessed by withholding payment before fair determination of responsibility. Refer to § 4.4.
- Audit:** We believe that the requirement to pay cost of audit puts a commercially unreasonable burden due to the fact that a simple math error could lead to an audit cost exceeding the value of the error, eroding our profit and possibly affecting our ability to break even on the project. NBBJ will work with you to review invoices and promptly correct errors without requiring use of outside auditors. Refer to § 4.5.

Harvard University Health Services Master Plan • 23





Named among the  
*world's most innovative  
architecture firms*  
by Fast Company three times



NBBJ is a  
*carbon neutral  
certified firm.*



NBBJ is named the  
*architecture firm of  
choice for tech companies*  
by Wired magazine.



Named by Architectural Record  
as 2020's *fastest growing  
architecture company*



In partnership with The University  
of Washington, NBBJ invented  
"Noise-Cancelling" wall panels,  
*reducing workplace noise by 60%.*



75% of NBBJ's  
work comes from  
*existing relationships.*



NBBJ has designed  
*70 LEED-certified projects,*  
totaling 16 Million SF



NBBJ is designing  
more than *5 Million SF*  
of zero carbon buildings.



**nbbj**

December 10, 2021  
Michael D. Pridock  
OHIO University Procurement Services  
205 West Union Street Office Center

Dear Michael,

On behalf of NBBJ, I am pleased to submit our proposal for Ohio University - College of Business Space Study under the Suppliers for the Ohio University Planning Services RFP - DU-08062021MDP.

This study is an important step in assessing the programmatic needs and priorities for the College of Business and the University with the goal of ensuring that the space supports those needs. Our understanding of the institution, the campus, and trends shaping higher education spaces and pedagogy will be instrumental in grounding this work within the bigger context.

We have assembled a team with deep knowledge of higher education trends and a forward-thinking mindset. We bring intimate knowledge of Ohio University along with experience programming, performing space studies, and designing higher education spaces most recently for Boston University's Questrom School of Business, Suffolk University's Sargent Hall Business School, Louisiana State University's Humanities and Social Sciences, and Cornell University's Hollister Hall Interdisciplinary Building.

While we bring this rich experience to bear, we will not assume any one conceived idea or solution. We have crafted the process as a collaboration between our team, your team, and College of Business stakeholders. The right answers with a thoughtfully articulated strategy for future investment and flexibility will emerge from this collaborative effort.

We've crafted our approach and fee based on the RFP, and look forward to further tailoring it to mean your project needs and expectations. If you have additional questions, please reach out to me at the contact information provided below.

Sincerely,

Megha Sinha, AIA, LEED AP BD+C  
Principal | Urban Design and Planning  
msinha@nbbj.com  
614.232.3133

Ohio University College of Business Space Study - 3



## Project Team Overview

NBBJ



**Megha Sinha**  
AIA, LEED AP BD+C  
Principal in Charge



**Beth Wilson-Shunta**  
AIA  
Project Manager /  
Academic Programmer



**Jim Gresalfi**  
AIA  
Architect



**Melissa Alexander**  
AIA, LEED SA  
Data Analyst



**Clive Tysoe**  
AIA, LEED SA  
Cost Estimator

ELLANA

The NBBJ team brings deep experience analyzing existing architectural and programming conditions and providing recommendations that align with the vision and strategic plan of the University.

For the Ohio University College of Business Space Study, we have assembled a team with creative and technical expertise, defined by our leadership in programming, planning and design for university learning environments.

Led by Principal in Charge, **Megha Sinha**, our team has a history of working together and will maintain steady involvement throughout the project. Their successful working relationships have enabled the delivery of complex design challenges for numerous projects.

**Beth Wilson-Shunta** will serve as the Project Manager and the day-to-day point person. She will also function as Programmer, envisioning future needs with users and identifying opportunities for the Ohio University College of Business.

**Jim Gresalfi**, as Project Architect, will develop and understanding of the existing campus conditions and infrastructure while bringing a design eye and creative thinking to develop future recommendations.

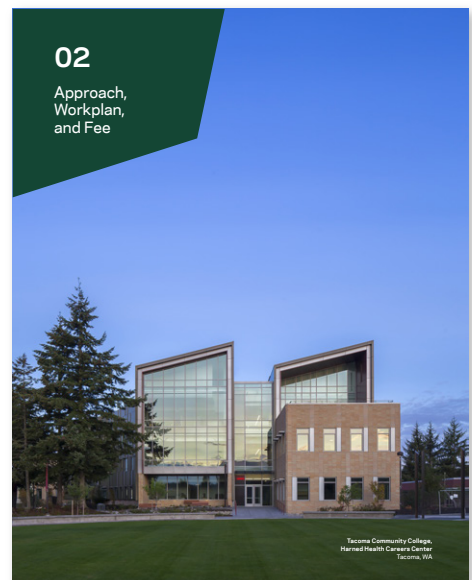
**Melissa Alexander** will collect, analyze and visualize program data to provide analysis and insights for the planning study.

**Clive Tysoe** from Ellana, will provide conceptual cost estimating services based on the future recommendations.

Ellana Construction Consultants is a certified Woman-owned Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE) and Women Owned Small Business (WOSB) who we often team with to provide cost estimating for our higher education projects.

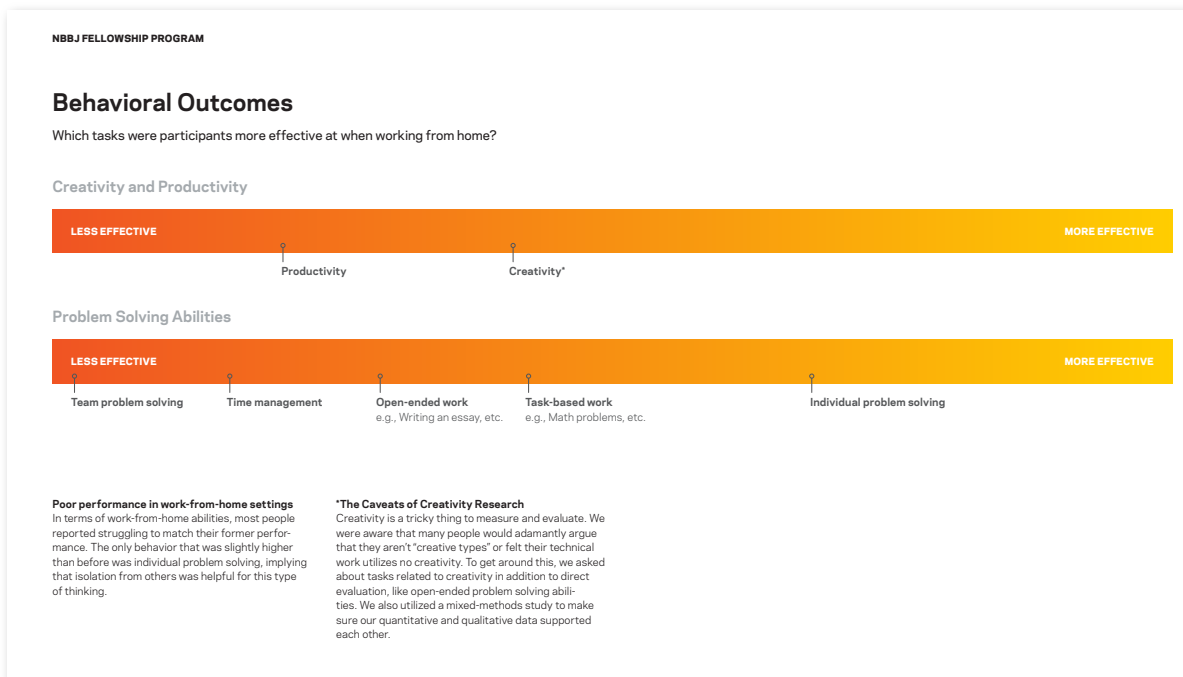
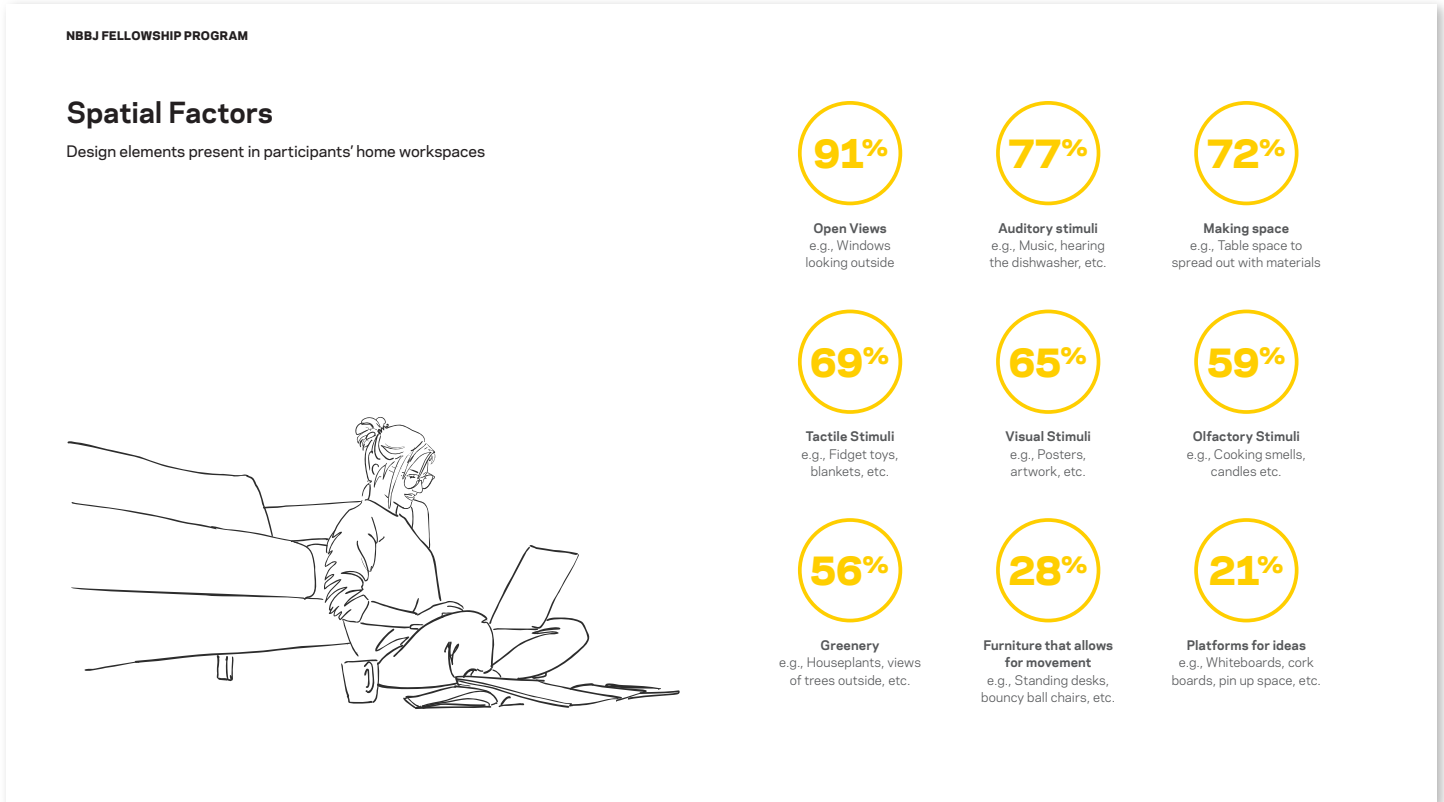
We believe engaging with Ellana will ensure recommendations we make at the study phase work within your budget. If the university prefers, NBBJ can also handle all cost estimating internally, as well.

Ohio University College of Business Space Study - 7



Tacoma Community College,  
Harold Smith Center  
Tacoma, WA









Mr. Name Surname  
Title  
Address  
City, State, Zip Code

Day, Month Year

Dear Mr. Surname,

De modipid mossunt eumquis quiaspid unt lantistem facea quas sit es doloribus maxima denit re voluptat. Aperio de ius, comni tem cum fuga. Ut officaborum sim aut ut plabor as dollorp oribusdam diti idemolupti ullectur, omnime velleni hiciam quunt que nihit aut occusam aut as quatur, utamus arum inctur andae pos iuntibus et exceper uptatiant. Nam esciumet essum quo ex ex et, sendit voluptis nobit, idendae. Agnam, consed ut omnimus et modic te nectotatus molumqu issiminctus et adit earum aut accabo.

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Pa poriorrum, ut alissi officit int quoditatie nem ut aditae praererchil et aut ommo et essit que vellor si cone resserf eribusdae am int, ommolor ibusam vendame ndipsam consend ebisciunt aperiam aceate sum saperemque si unt as eostis veligenis con nos archiligniet fuga.

Sincerely,

Name Surname  
Title

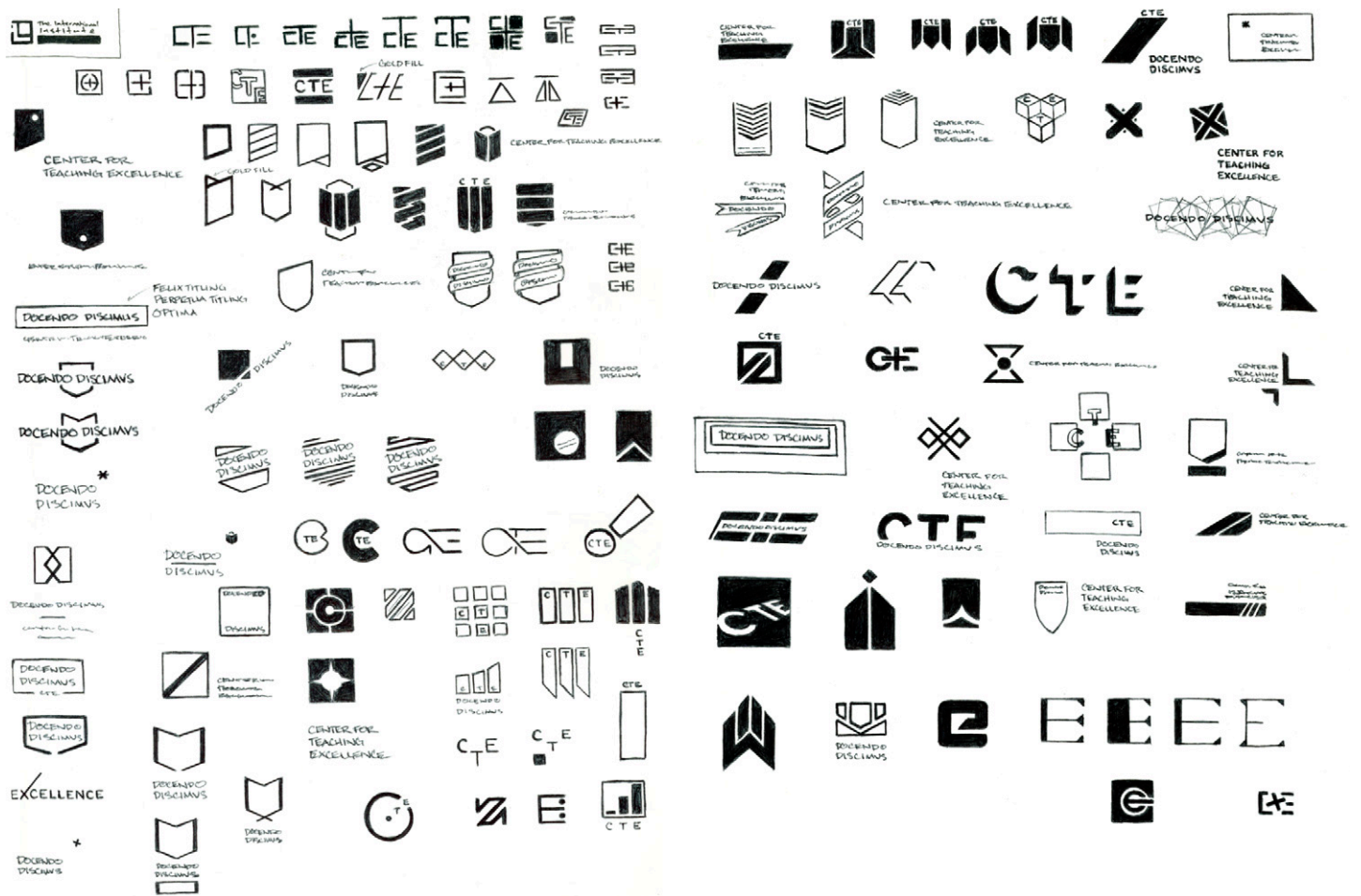
**Center for Teaching Excellence**

201 S. Grant Ave. Columbus, OH 43215  
p. 614.947.6579 institute.franklin.edu

CTE

Center for  
Teaching  
Excellence



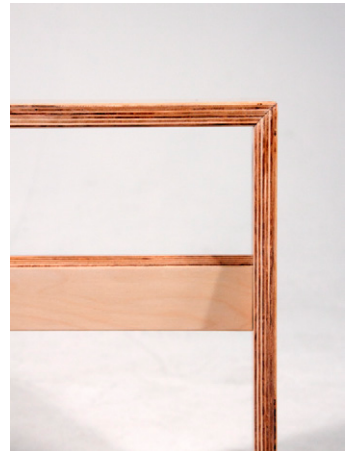


Branding and identity created for The Center for Teaching Excellence at Franklin University. The Center is devoted to providing course offerings designed to inspire and support educators. The logo and letterhead convey established strength and confidence.









I conceptualized, hand-built, and finished a multipurpose stool for common workspaces at the Columbus College of Art and Design. Utilizing CNC production, four stools can be produced from one sheet of 5' x 5' Baltic Birch plywood without fasteners. The low, internal shelf and rear support allows for bag storage, accessible even while seated. The contoured grips make carrying and arranging the stools comfortable, affording modularity. 18' x 14.5' x 14.5'.









Final Concept



Branding and identity developed for spiritual direction group, Grounded Presence. References to nature were highly influential—near essential—to creating both the logo and accompanying color palette. Clients are invited into a calming sense of presence as they are accompanied on their spiritual path.

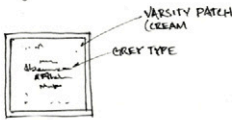


1 March, 2016 - A&F Graphics

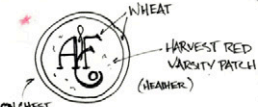
'Update' 'State' 'NY92' 'No.92' 'Power' 'Motion' 'Homme' 'Uomo' 'Male'  
'Abercrombie Man' 'Modern92' '1892' 'A&F Intense' 'Campus' 'Hudson' 'Pierce'  
'Abercrombie Sport' 'ADK' 'Columbia'



'Forever' 'Hempstead' 'As you wish...' 'For your health'  
'Dignus' 'KNOWN FOR QUALITY'



ABERCROMBIE  
& FITCH



ABERCROMBIE  
& FITCH

F & F

Absolute Satisfaction.  
(COTTON GREY) ON DASHED BLACK

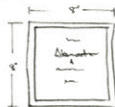


A·F

AΦ

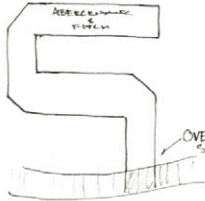
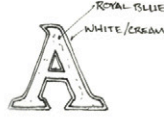


SOUTH MASS  
1892-2016  
DORM CHAMPS



Applique printed cotton 'dog' on back

ABERCROMBIE & FITCH

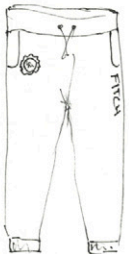
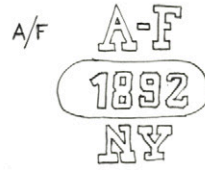


MDCCCXCII

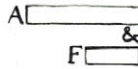
&F92

XCH

ABERCROMBIE  
& FITCH EIGHTEEN  
NINETY TWO



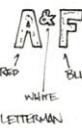
AF



ABERCROMBIE  
& FITCH



ABERCROMBIE & FITCH



RED  
WHITE  
BLUE  
LETTERMAN

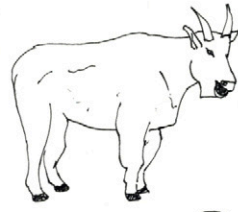


ABERCROMBIE & FITCH



GROUP THERAPY

AA  
AA Abercrombie



GETTIN  
AESTHETIC.

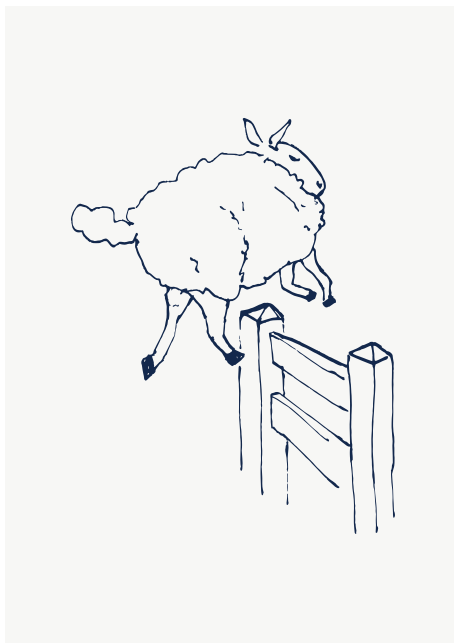


La Gioia Di Vivere



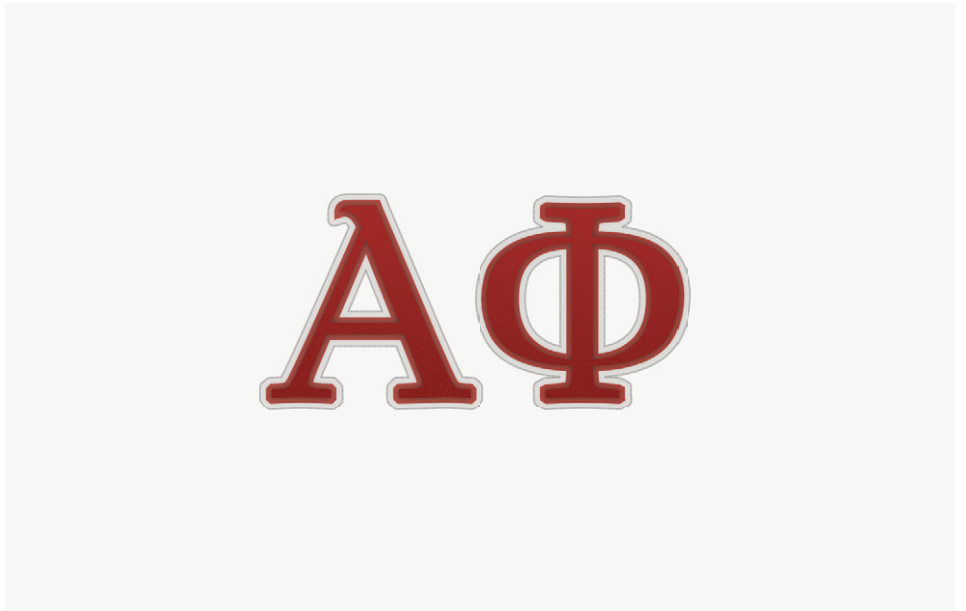
YOUR  
EYES





A fragrance concept and set of apparel graphics developed to inform Abercrombie & Fitch's new brand direction. Remembering A&F's collegiate, sportsman heritage, while also incorporating bold simplicity results in a fresh interpretation of a timeless brand.



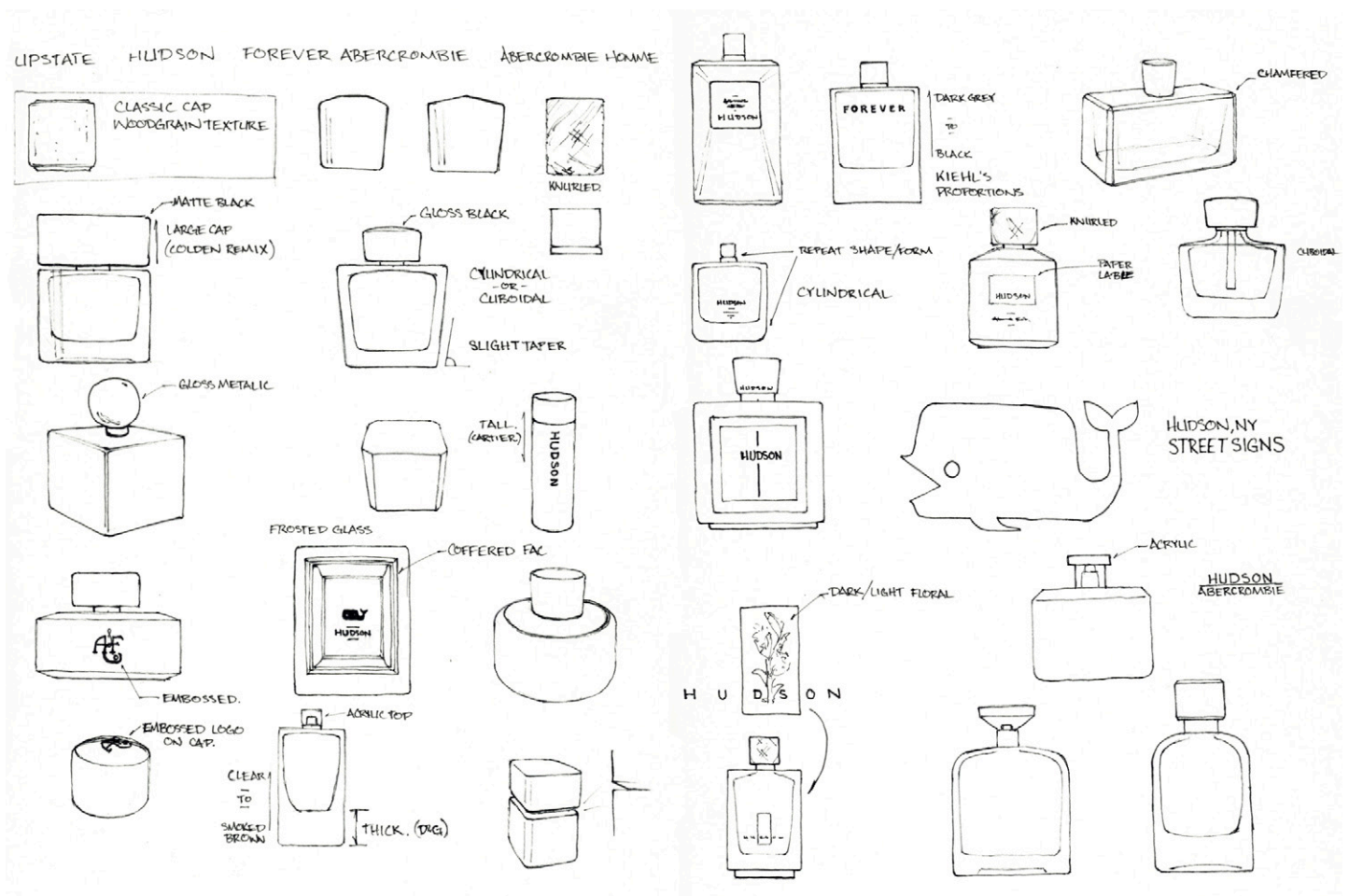






Hudson—the aqueous link between the timeless city and great upstate: modernity & heritage. A vibrant blend of Deep Oud, spicy Viburnum, and fresh Cypress: awakening the senses, beckoning a return.

- Gradated smoked glass bottle
- Black gloss cap with grey logo inlay
- Packaging features: embossed type, and inset greyscale floral emboldens modern masculinity







chatterboxes



THE SECRET

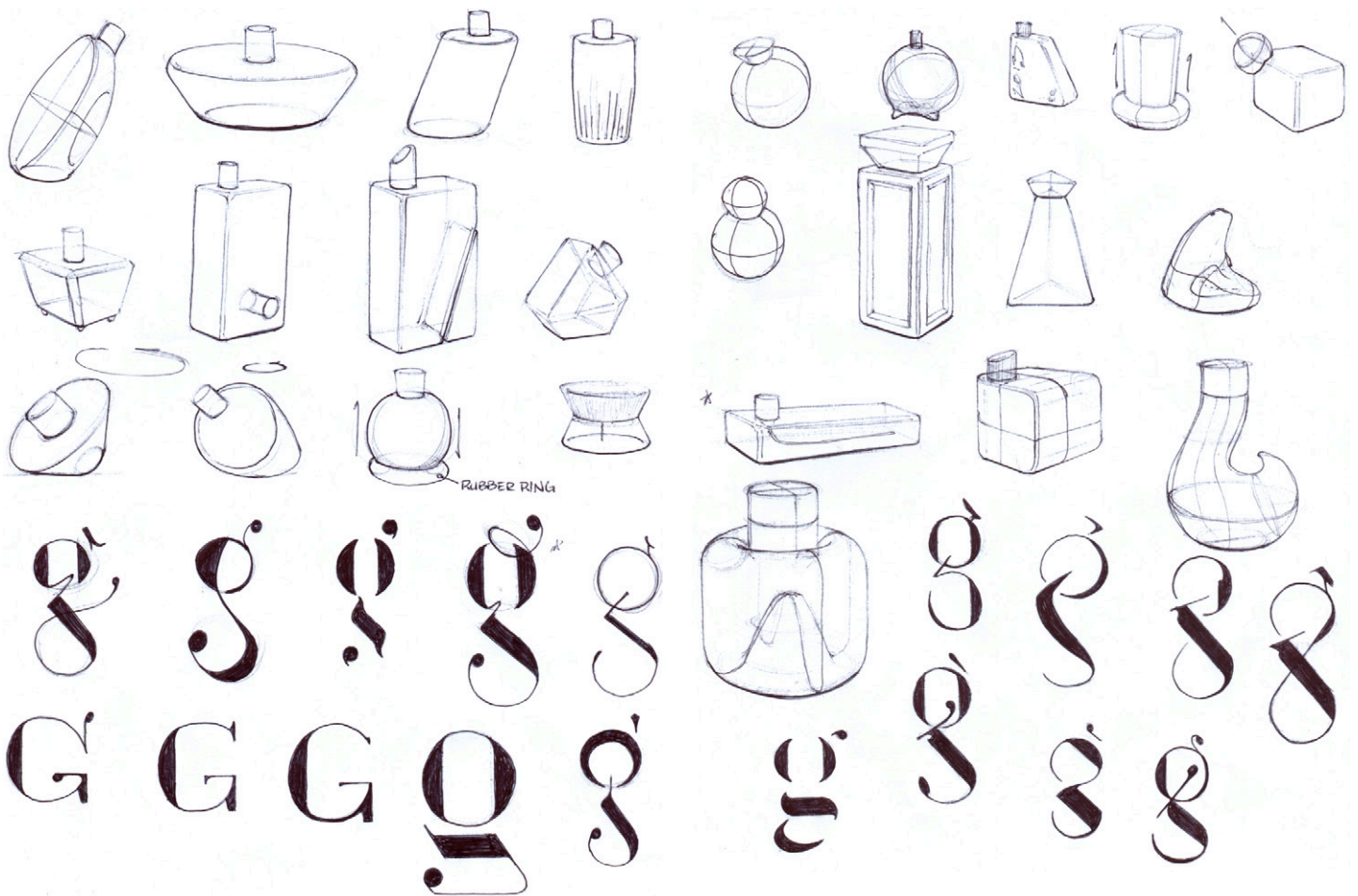
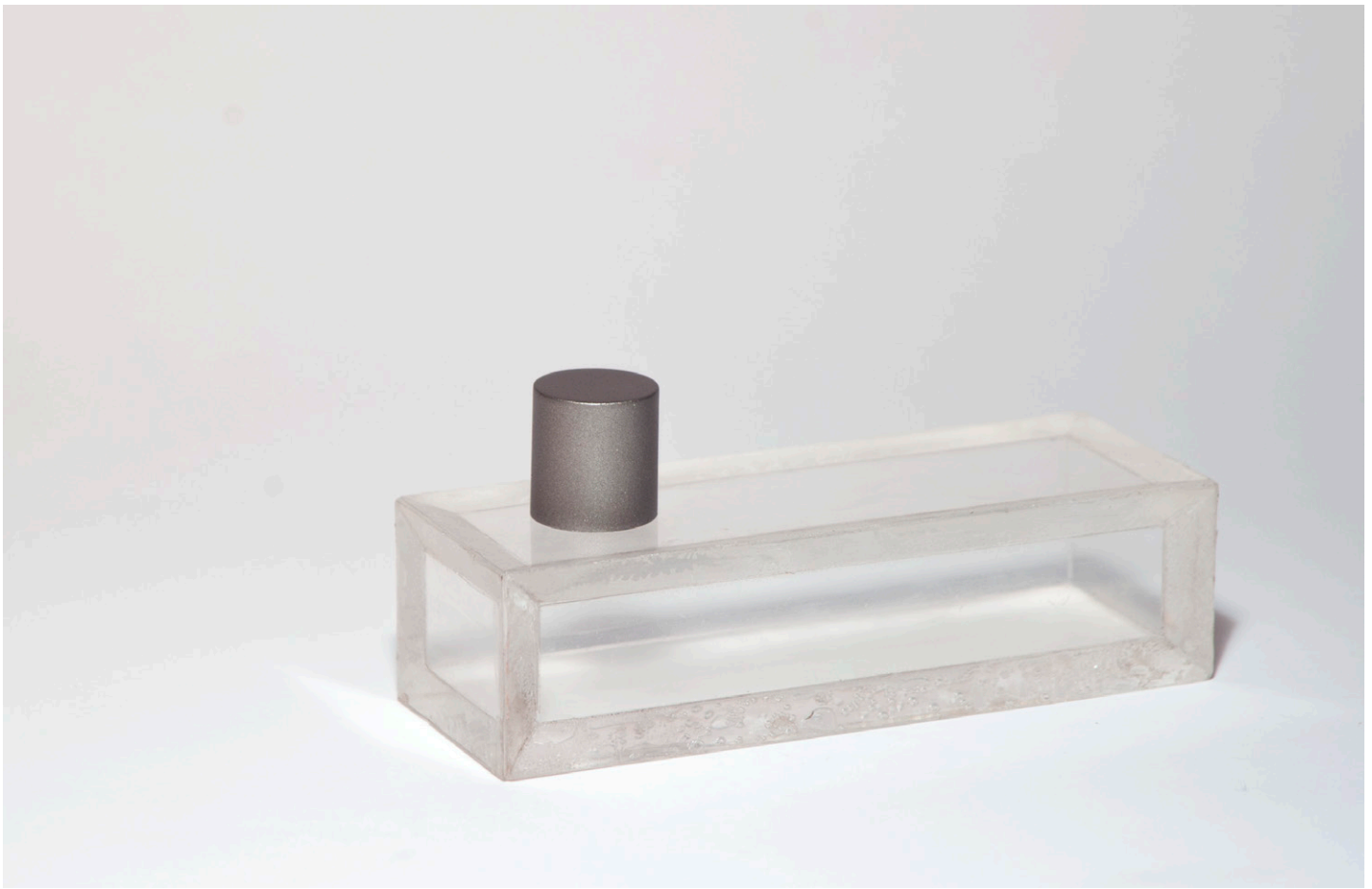




chttreces

Branding and identity created for experimental house and techno producer, The Secret. I laser cut the unforgettable business cards at Conus Laser Group in Plain City, Ohio—the high-gloss black acrylic, matches the intensity of his music. Similarly, I letterpressed the smooth, matte black envelope using a metallic gold ink at Igloo Letterpress in Worthington, Ohio.





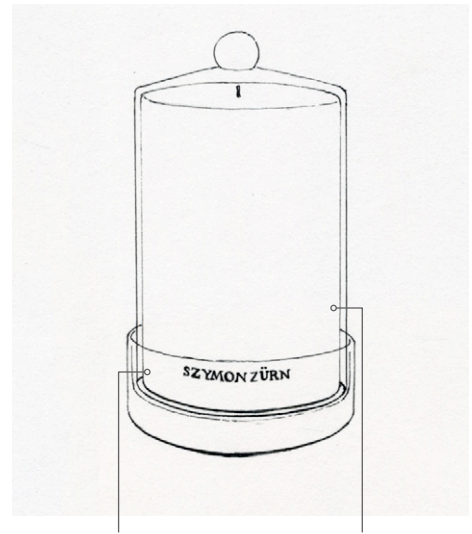
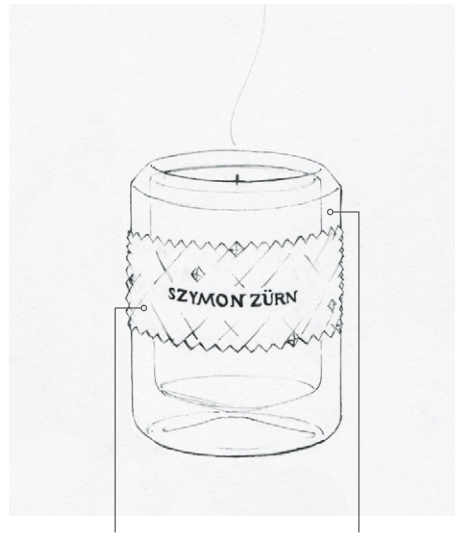




Grazia pour Homme: a fragrance concept developed to study the intersection between rudimentary form, and sophisticated olfactory experience. I fabricated both the chemically-welded acrylic prototype and the printed cardstock packaging.



Wade Gwin  
— *per* —  
SZYMON ZÜRN



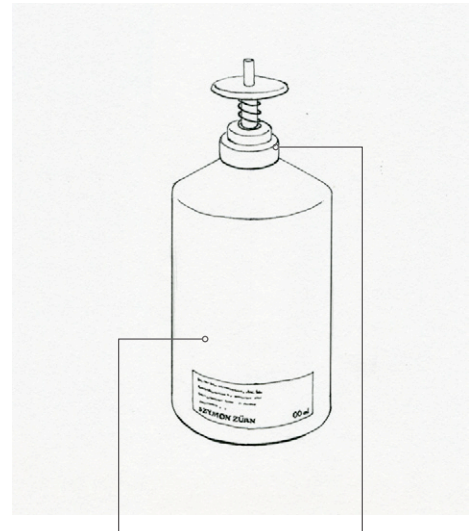
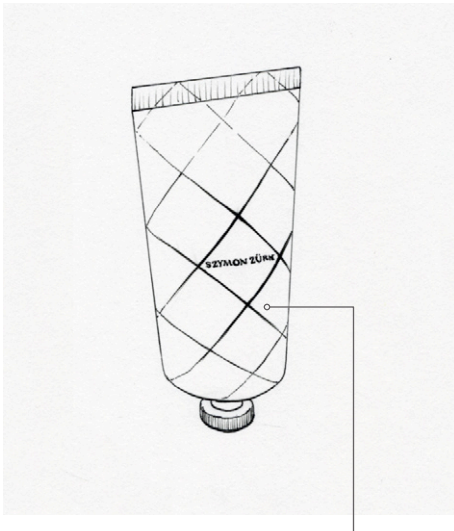
Personal care objects developed to commemorate Polish luxury house, SZYMON ZÜRN's 10-year anniversary. Concepts highlight the brand's emphasis on craft and thoughtful living.

**Candle Concept 1**

Votive candle with debossed knurled center band, featuring smoked glass lip, fading to a clear base.

**Candle Concept 2**

Black or ecru pillar candle enveloped in a clear glass dome, featuring etched logo on glass base.



**Cream Concept 1**

Tube features a gradated silver diamond pattern calling to the quintessential Carry-On Carter, by SZYMON ZÜRN.

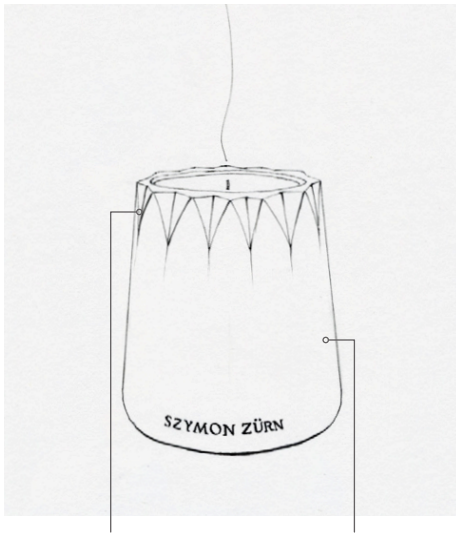
**Cream Concept 2**

Container utilizes tinted glass container with black lid. Minimal labeling signals laboratory-level purity.

**Cream Concept 3**

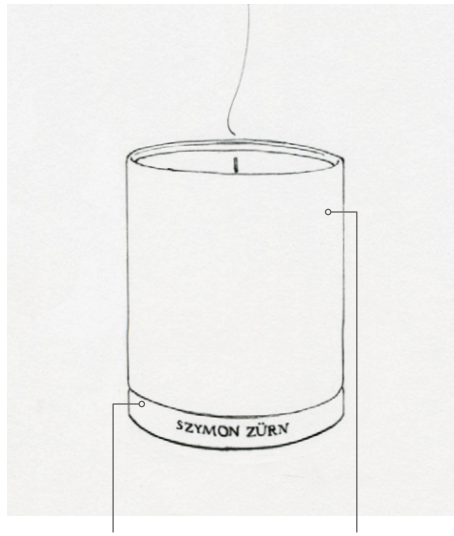
Frosted black glass bottle, utilitarian labeling, brass dosing apparatus referencing common objects of times past.





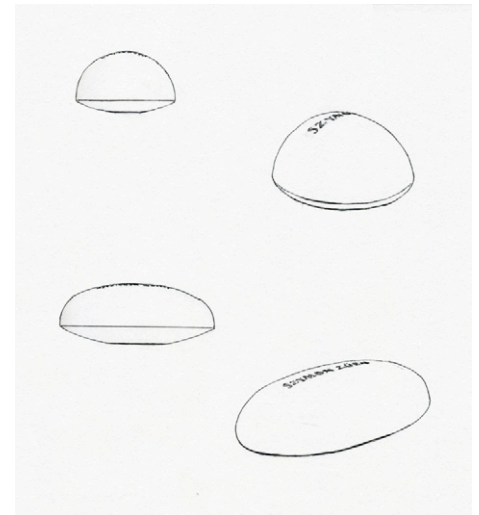
### Candle Concept 3

Votive candle cut from midnight blue glass/crystal. Gothic revival-informed lip refracts flame light, calling to the history of Podgórze.



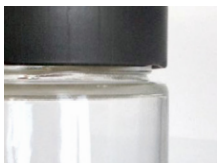
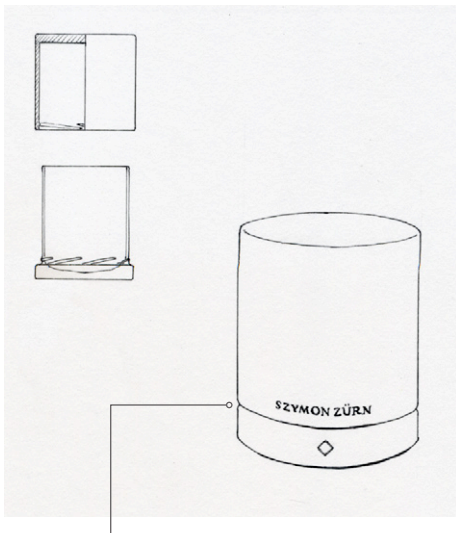
### Candle Concept 4

Votive candle features a gradated smoked glass, fading into a clear bottom and inset into blonde wood base with routed logo.



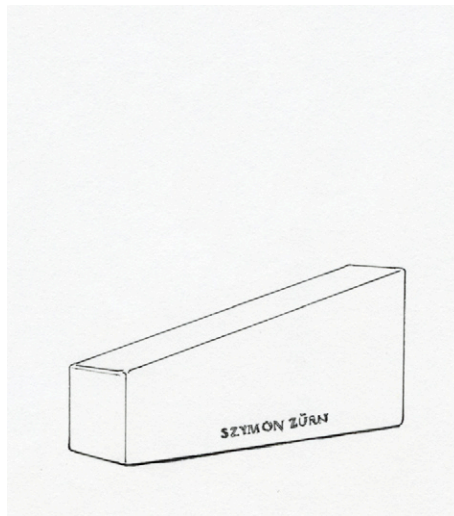
### Soap Concept 1&2

Related organic forms, with colors to match Pantone brand colors.



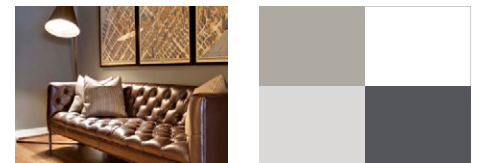
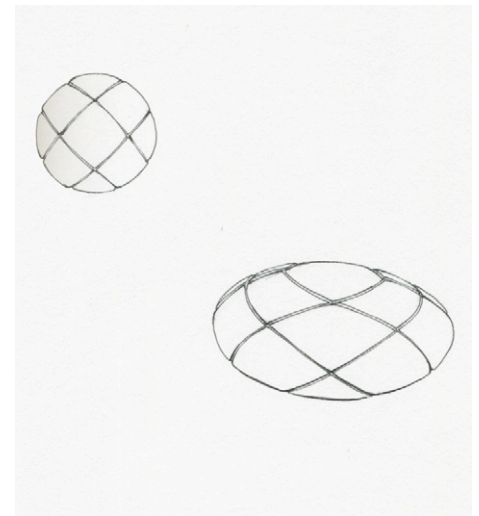
### Cream Concept 4

Black lid envelops the tall glass container, fastening near the base. Logo is routed into the lid or stamped with metallic foil. Diamond insignia is etched into the glass base.



### Soap Concept 3

Subtle geometric form, with colors to match Pantone brand colors.



### Soap Concept 4

Interlocking diamond pattern engraved into surface, with colors to match Pantone brand colors.









I designed and hand-threw various ceramic objects with the intent to share an understated visual language. Glazes and forms reflect a primitive familiarity, inviting hard use, not merely admiration.





MAJESTIC GIFTS



Branding and Identity developed for Majestic Gifts, an equine-assisted counseling company. The artwork and type is intended to convey awe, approachability, invitation to deeper connection between client, counselor, and horse. The cards were letterpressed by Igloo Letterpress in Worthington, Ohio.





1831



E I G H T E E N T H I R T Y O N E

Various logotypes developed for 1831, a photo and video company aimed at capturing the best in car culture and producing engaging music videos.



Howard Brooks  
Interiors

OWENTANGY RIVER ROAD

7780 Olentangy River Road  
Columbus, Ohio 43235

Howard Brooks Interiors

7780 Olentangy River Road Columbus, Ohio 43235  
t. 614 888 5353 f. 614 888 1249  
howardbrooksinteriors.com

7780 Olentangy River Road  
Columbus, Ohio 43235

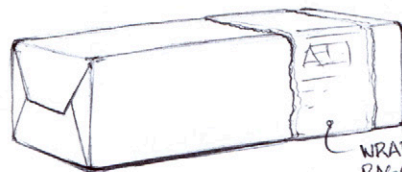
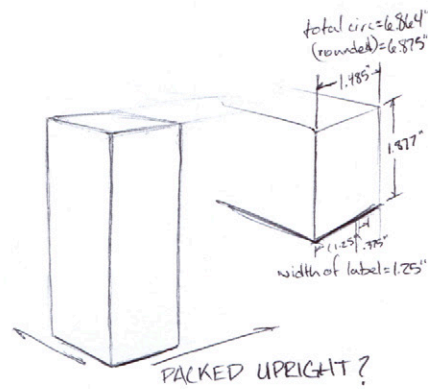
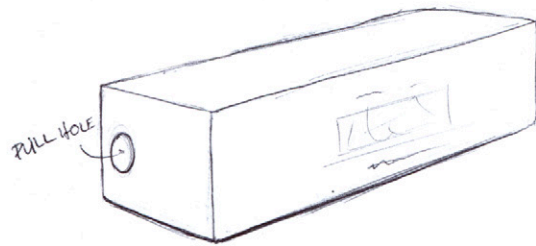




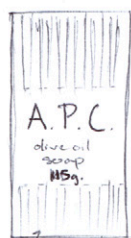
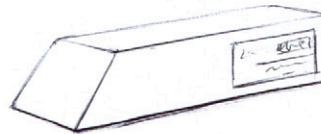
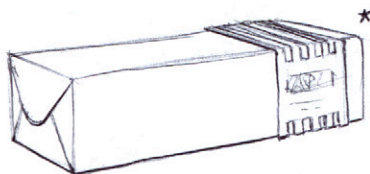
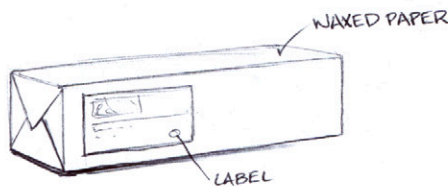
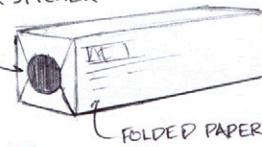
Full branding and identity developed for Howard Brooks Interiors, a traditional furniture retailer founded in 1936, including: business cards, envelopes, letterhead, notecards, and price tags. Select pieces were letterpressed by Igloo Letterpress in Worthington, Ohio.



- Branding - A.P.C. or Maison Marg... M.
- Use olive oil soap from home

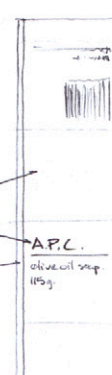
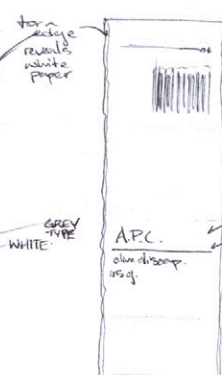
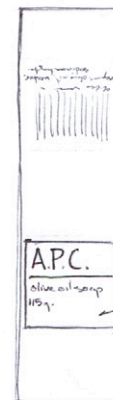
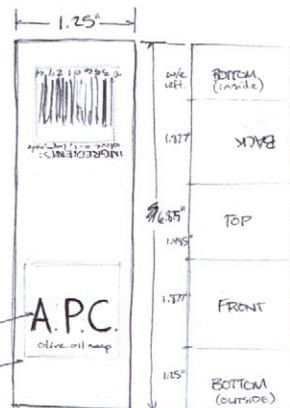


BLACK STICKER

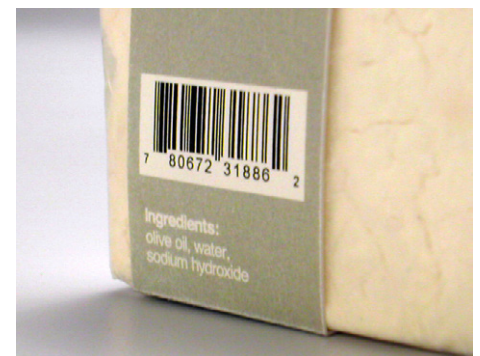


LABEL NEEDS:

- \*A.P.C.
- \*olive oil soap
- \*115g
- \*ingredients: olive oil, lye, water
- \*barcode

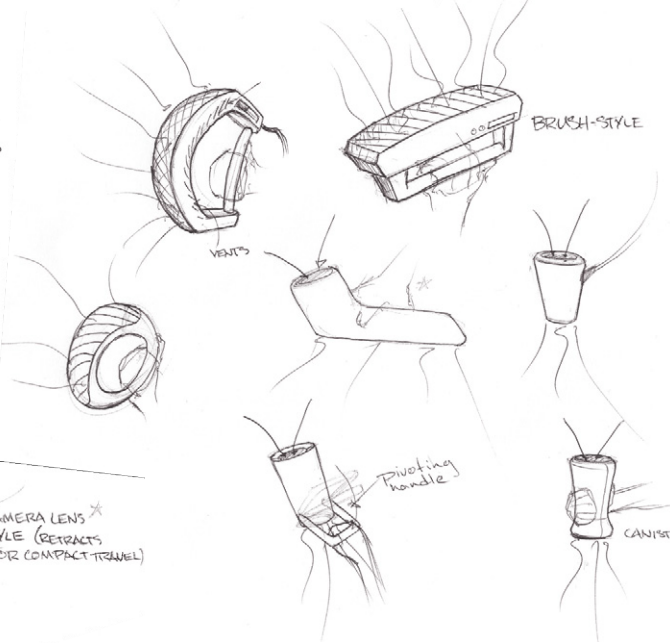
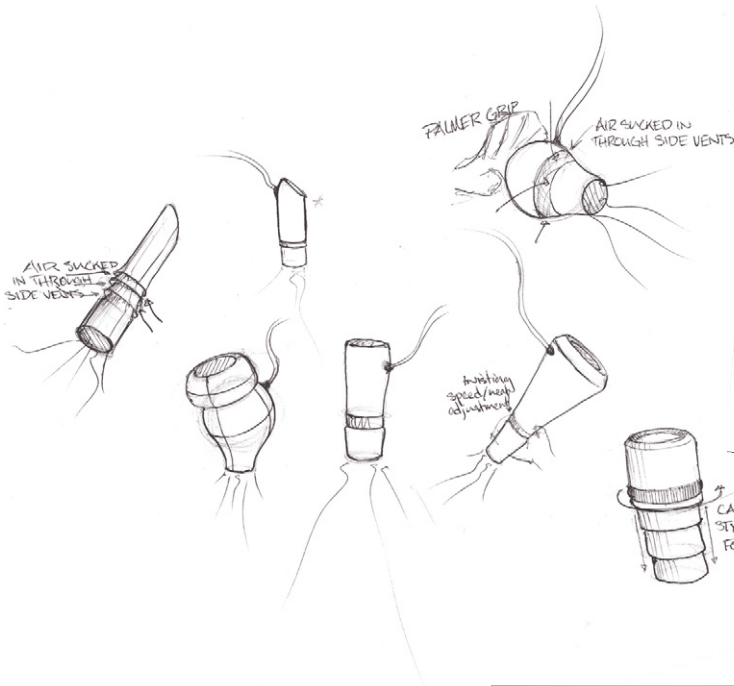
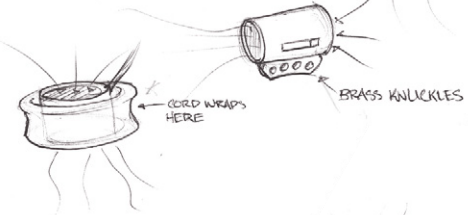
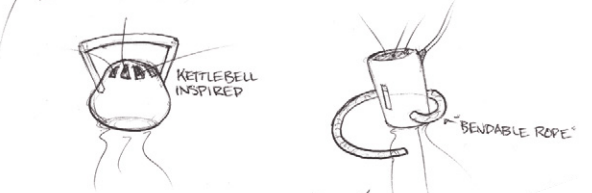
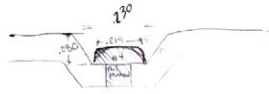
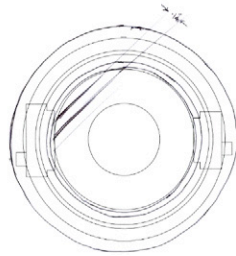
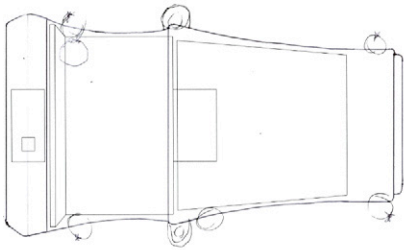
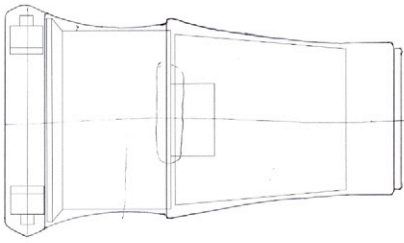






Incredibly mild Castille soap designed for French label, A.P.C., intended to reflect the brand's emphasis on basics and utility, fitting with their non-apparel objects. I produced both the soap and accompanying packaging by hand.



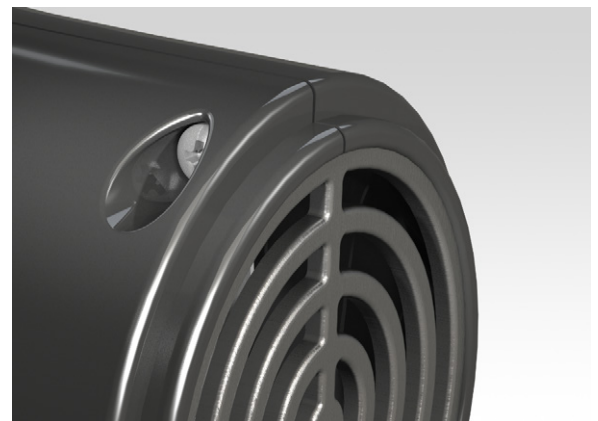






The Revlon 577 Hair Dryer is a travel-friendly concept for the modern businessman. It features a sleek, cylindrical form, providing greater precision than traditional, pistol grip styles. The rear control ring has five settings and allows the user to select the temperature and fan speed. The fully functional prototype was 3D printed and assembled around preexisting internal parts.

Development started with understanding the target market, analyzing available travel hair dryers, and highlighting their drawbacks. As design criteria emerged, 2D and 3D sketches aided in further defining the form and functionality, producing a final concept: SOLIDWORKS modeled, 3D printed, finished and assembled by me.







This small study focused upon the possibilities of laser-cut and bent sheet metal through a subtractive lens. The result were two architectural fixtures: a drawer pull and hand towel hook that I laser-cut, hand-formed, and finished at Conus Laser Group in Plain City, Ohio.







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