

Problem 1: Innovation Firm Pamphlet

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ARC 242 – 001
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▶ BIO

- ▶ Dei: "Our Mission is to generate more optimism and creativity in the world through the design and craftsmanship of our products, services and intimate involvement in creative communities." (p.1)



▶ CANDIDATE

- ▶ Ilan Dei is a furniture accessories and interior designer. In his studio he designs, fabricates his own designs and works with other architectural and interior design firms for their fabrications as well. The methods Ilan Dei Studio uses are both digital fabrications and traditional hand techniques. The digital fabrication uses advanced CAD/CAM and an in-house laser cutter.

▶ BIO

- ▶ After graduation from Washington State University, both David Miller and Robert Hull served in the Peace Corps in Brazil and Afghanistan, respectively. Upon returning, they worked separately in various offices including Marcel Breuer and SOM prior to coming to Seattle to form The Miller Hull Partnership in 1977. In 1985 Norm Strong was named partner, and in 1994 Craig Curtis became the fourth partner. In 2008 the Miller Hull Partnership added three new partners, Sian Roberts, Ron Rochon and Scott Wolf. The offices are located in downtown Seattle and San Diego and have a staff of fifty five. In-house capabilities include master planning, urban design, full-service architectural, interior design, and space planning. We have projects in Washington, Alaska, Oregon, California, Washington DC, Arizona, Illinois, Wisconsin, Montana, Nevada, Idaho, British Columbia and Alberta Canada.



LAKE WASHINGTON RESIDENCE



ISLAND CABIN & STUDIO

▶ CANDIDATE

- ▶ Miller Hull is an excellent candidate for problem 1 because they are a firm that works within the modern tradition, and recognizes modern ideology as evolving and not static. They are extremely conscious of sustainability and within each project, they make sure that they build a structure within the environment and not tear down the environment. They also take into consideration the climate and how the structure will be affected by the environment. They are highly skilled at project management and use excellent communication, accurate scheduling and cost control, and are able to bring projects in on time and on budget with minimal clarification required during the construction phase.

ILAN DEI STUDIO

ILANDEISTUDIO.COM

2100 ZENO PLACE VENICE,
CALIFORNIA 90291

PHONE: (310) 302-9222

REFERENCE

[HTTP://ILANDEISTUDIO.COM/
INDEX.HTML#/HOME](http://ilandeistudio.com/index.html#/home)

MILLER HULL PARTNERSHIP LLP

MILLERHULL.COM

SEATTLE: THE MILLER HULL
PARTNERSHIP, LLP POISON
BUILDING 71
COLUMBIA-SIXTH FLOOR
SEATTLE, WA – 98104

PHONE: (206) 682-6837

SAN DIEGO: THE MILLER HULL
PARTNERSHIP, LLP 2150 WEST
WASHINGTON STREET, SUITE
#113 SAN DIEGO, CA – 92110

PHONE: (619) 220-0984

WORKS CITED

"The Miller Hull Partnership, LLP."
*The Miller Hull Partnership, LLP. N.p.,
n.d. Web. 21 Jan. 2013.*

BIO

- ▶ Frank Stewart, the president of Ultra, began in 1989 with one philosophy in mind; to be a growth oriented, world class, customer driven company committed to continuous improvement and continuous learning. That was his vision then, as it is now. Frank has made this his battle cry. This vision should be reflected in every facet of our operation. Since ultra's beginning, the company has grown into a thriving precision sheet metal business specializing in armor plate. We have over three decades of combined fabrication and machining experience and have gained a reputation for quality manufacturing with on-time delivery and professional expertise. The integrity of Ultra has earned both the trust and confidence of our customers. We strive to build long-term relationships with both customers and vendors while keeping abreast of continuous changes in the market place.



LVD 2,000 TON – 40 FT BENDING SOLUTION



HIGH SPEED LASER PRECISION CUTTING

CANDIDATE

- ▶ Ultra Machine & Fabrication is a perfect candidate for problem 1 because they are all about creating new and modern technology for the best outcome of any project. They have fabrication services that include defense, laser cutting, CNC bending, high definition plasma, welding, robotic welding, coatings, and commercial division. With quality being their highest priority, they operate under strict guidelines, processes and on-time delivery. They take innovative manufacturing concepts and develop them into practical applications that become shop floor reality. The company is so focused on quality that they track every single cut, so if anything goes wrong with a cut, they can track back with just the material to fix and perfect any project.

BIO

- ▶ Dawson: "Dawson Custom Workroom provides innovative design solutions for top interior design firms and showrooms. With more than 25 years of fabrication and custom sewing expertise, the Workroom dedicates itself to providing excellent customer service and crafting high quality custom interior furnishings" (p.1).



CANDIDATE

- ▶ This company specializes in fabrication of furniture for residential and commercial design. Some of the services follow: light upholstery, bedding, draperies, roman shades and others. Some of their work can be found in magazines such as architectural digest and New York Times Magazine.

ULTRA MACHINE & FABRICATION

UMFI.COM

2501 WEST DIXON BLVD.
SHELBY, NC 28150

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FAX: (704) 482-2327

WORKS CITED

"Ultra Machine & Fabrication - Full Service Armor Fabrication." *Ultra Machine & Fabrication - Full Service Armor Fabrication*. N.p., n.d. Web. 21 Jan. 2013.

DAWSON CUSTOM WORKROOM

DAWSONSF.COM

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FRANCISCO, CALIFORNIA 94107

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REFERENCES

DAWSON, DAVID. DAWSON
CUSTOM WORKROOM

[HTTP://WWW.DAWSONSF.COM](http://www.dawsonsf.com)

BIO

- ▶ Located in Seattle and founded in 1979, LMN provides design services in architecture, urban design and interiors for a wide variety of public and private clients. Our projects are extremely diverse – in terms of project type, scale, user communities and conditions of place. We embrace this diversity as a core strength, and have organized our 100-person firm around project-specific teams carefully assembled to address the specific needs and circumstances of each assignment. Led by six partners who are actively engaged in our project work as a fundamental aspect of our culture, we are a group of architects, urban designers, and interior designers who possess an extraordinary depth of experience and expertise in programming, master planning and project delivery.



KIRKLAND PARKPLACE



MARION OLIVER McCAW HALL

CANDIDATE

- ▶ LMN Architects are a great candidate for problem 1 because with every project they are assigned to and work on, they are constantly trying to go over and beyond what the status quo is. They are always putting their client and the public eye into consideration on how they will affect the firm's successful design, technical development and project delivery. Along with always keeping the people in mind, they are actively engaging with their clients with methods to improve operational performance and promote environmental stewardship.

BIO

- ▶ Shope: "Allan Shope Architects is a firm dedicated to creating buildings with sophisticated craftsmanship, carbon neutral operation, and inspired design" (p.1).
- ▶ Shope: "The world needs innovation in our built environment, not "greened up" traditional designs. We must begin to create buildings that produce more energy than they use. This architectural firm is dedicated to exploring all construction methodologies that could facilitate this goal. We are working with passive and active solar systems, geothermal systems, earth buffering, wind energy, mechanical synergy and aerobic amoeba to create carbon neutral buildings (p.3).



Candidate

- ▶ This firm focuses on building their designs with environmental materials. Besides architecture, Allan Shope is also fascinated with woodworking, farming and environmental causes. The architect owns a farm where a large part of it, is a forest which is sustainably managed to provide wood that Allan uses for furniture-making and architectural projects.

LMN ARCHITECTS

LMNARCHITECTS.COM

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PHONE: (206) 682-3460

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WORKS CITED

"LMN Architects." *LMN Architects*.
N.p., n.d. Web. 21 Jan. 2013.

ALLAN SHOPE ARCHITECT

SHOPEARCHITECT.COM

78 SINPATCH ROAD WASSAIC,
NEW YORK 12592

PHONE: (845) 877-6335

FAX: (845) 877-6399

REFERENCES

STEVEN M. L. ARONSON (2010).
ARCHITECTURAL DIGEST

SHOPE, ALLAN. ALLAN SHOPE
ARCHITECT

[HTTP://
WWW.SHOPEARCHITECT.COM](http://www.shopearchitect.com)

ILAN DEI STUDIO

BIO

- ▶ Ilan Dei is an award winning furniture, accessories and interior designer
- ▶ Once a commercial fisherman at the Atlantic Ocean, which made nature his inspiration
- ▶ Had an apprenticeship with master Japanese woodworker Kai Ito
- ▶ His style is described as “lush minimalism” connecting modernism designs clarity to the warmth or rich materials and color palettes

WHERE THEY DO IT

- ▶ ilandeistudio.com
- ▶ 2100 Zeno Place
Venice, California 90291
- ▶ Phone: (310) 302-9222
- ▶ Email:
info@ilandeistudio.com



LEMONADE – HOSPITALITY DESIGN –
BRENTWOOD, PASADENA, VENICE, CA

ILAN DEI STUDIO

WHAT THEY DO

- ▶ Ilan Dei is a furniture, accessory and interior designer that creates and fabricates environmental designs
- ▶ Residential interior design and fabrication
- ▶ Offers fabrication services for other architectural and interior design firms
- ▶ Offers home furnishings for creative people

MATERIALS

- ▶ Popular materials used:
 - ▶ Wood
 - ▶ Titanium
 - ▶ Stainless steel
 - ▶ Aluminum
 - ▶ Ceramic

ILAN DEI STUDIO

HOW THEY DO IT

- ▶ The digital fabrication consists of advanced CAD/CAM, in-house laser cutter, 3D printing facilities and two CNC tables
- ▶ Molding making process starts with in-house tooling and molding facilities with experience in composites, hand layouts, vacuum bagging and any sides mold creating and forming
- ▶ Precision metal machining is done by offering the ability to draft very accurate and precise drawings and details that can be carried out in their full service metal shop
- ▶ Vacuum forming, rotomolding and thermoforming are used in short-run pieces for various materials and solid surfaces
- ▶ They are experienced in ceramic production and are able to develop short-run, low volume projects by having intricate molds made, slip casting and kiln firing

WHY THEY DO IT

- ▶ “Our Mission is to generate more optimism and creativity in the world through the design and craftsmanship of our products, services and intimate involvement in creative communities.”

INTERVIEW QUESTIONS with ILAN DEI STUDIO

1 When you were first starting out in your apprenticeship with Kai Ito, what kinds of things were you responsible for? And what kinds of things did you learn that you have grown with through out time and brought into your firm?

DEI: It took a lot of convincing to get Kai Ito to let me be his apprentice. I would pester him everyday until he let me be his apprentice, but once he took me on, I was only allowed to sharpen tools and sweep up messes for three months. After sharpening tools and sweeping was mastered, Ito finally showed me how to cut joints and one complicated joint in particular which took me another three months to master. Through this I was able to become more appreciative of wood and the different types of wood. I learned all about different joineries and use lots of those techniques in my work today. The nature of wood is what I am completely in love with.

2 How was the firm able to succeed so well over time?

DEI: I think this is something that makes the studio so special and unique. I in no way plan on growing the studio to the point where projects cannot be hands on, on my part. Which is something clients can know is important to me and they will know that their projects will turn out just as they want them because they can come and talk to me on a personal level. Along with being a smaller studio, I also make it a point and goal of mine to work with other architecture and design firms, which also helps publicize the studio a little bit better.

3 You have a great variety of materials for the fabrication of you projects: like ceramics, vacuum forming, metal fabrication, etc. Which materials would you say is the most attractive to the majority of your clients? And which material do you think is the best to work with?

DEI: On a personal level, my favorite material to work with is definitely wood. But to extend audience of clients I started to work with plastics, glass, and metal. But my personal favorite to work with is wood because there are so many different natures of wood, how wood of the same species can vary in figure and grain.

4 Considering some architects and designers tend to focus more on the design part of the process rather than the construction part, how did you become more interested in the construction and craftsmanship of your projects?

DEI: Designing is one part of the process but actually creating and working with the materials to create your design is something completely different and it is a special process. And like I talked about earlier with working with Kai Ito, he helped me find a better appreciation for actually working with the different materials, especially wood.

5 What event sparked your interest in fabrication? Which part do you enjoy the most?

DEI: After witnessing Kai Ito as a master craftsman, I knew that becoming a craftsman was what I wanted to do with my life. To this day I still find it extremely important to be apart of the fabrication process. I am involved in every project that comes to our studio and I make sure that I am personally designing different pieces and building them.



8 AK COURT – RETAIL
DESIGN – VENICE, CA



PACIFIC PALISADES, CA

INTERVIEW QUESTIONS with ILAN DEI STUDIO

6 According to the description on the webpage, in your studio not only you design, but also fabricate each piece. How involved are you in each of the fabrication processes? How many people do you have in charge of supervising the fabrication part of the projects?

DEI: I'm involved in every part of the fabrication process, because I feel like my job does not stop after designing the projects, to me that's just the beginning; but I also have a few other people in charge of supervising it, as my support team; and with them, we make sure we meet the standards that our studio has set and the requirements to deliver the best product to every client.

7 What are the steps that are involved in your design process?

DEI: First, we meet the client, and we make sure we understand everything the client wants, what they like, what they don't like, what the design is for, etc. We gather every piece of information that can help us understand our clients and what they are looking for. We studied the information, and we come up with ideas to approach those requirements expressed by our clients; but we are always developing and editing new and existing solutions for those requirements. We study every idea and narrow it down to the one that speaks the most about what our client wants and we present those ideas to them.

8 What are the steps involved in your fabrication process?

DEI: Once we know for sure what design we are going to work with, we use our existing tools and technology to fabricate the design in the best possible way, and deliver the best product to our client.

9 How were you able to come up with your fabrication machines and decide to be a design and fabricating firm?

DEI: I always felt like design and fabrication go together. They are not the same thing but they form part of each other, you can not really have one without the other; so I tried my best to get the information I needed to start a firm that not only designs but also fabricates their own, so that we could administrate both parts of the process, and make sure everything is done correctly and exactly how I want it to be, and most importantly how the client expects it or even better than that. It wasn't easy at first, but you have to always get the right education and be confident that even though sometimes it might look like its not going too well, it will get better if you commit yourself to it.

10 What advice would you give to designers that do not get involved in the fabrication part of their projects, so they can become more interested in the fabricating and understand the importance of the fabricating?

DEI: To understand that the fabrication part is very important because without it, you cannot see your designs come to life in the way they should. Designers should definitely become familiar with it, and understand it very well because it is an important part of the process, and by knowing the part and making sure it is done right, it will help you to get your projects the way you really want them to be.



9 MALIBU, CA



VENICE, CA