



GACEK DESIGN GROUP

ARCHITECTURAL INTERIORS

ABOUT US

- **FULL SERVICE, INTERIOR DESIGN & ARCHITECTURAL CONSULTING FIRM**
 - 3,500 S/F DESIGN STUDIO
 - CENTRAL LOCALE
- **ESTABLISHED AND EXPERIENCED**
 - ESTABLISHED IN 2005
 - 70 YEARS EXPERIENCE IN SALES & MARKETING
 - 64 YEARS EXPERIENCE IN ARCHITECTURE, INTERIOR DESIGN INDUSTRY
 - 54 YEARS EXPERIENCE IN PRODUCTION
 - 51 YEARS EXPERIENCE IN MERCHANDISING
 - 43 YEARS EXPERIENCE IN FINANCE INDUSTRY
 - 10 YEARS EXPERIENCE IN RESEARCH
 - 9 YEARS EXPERIENCE IN HOMEBUILDING INDUSTRY



ABOUT US

PERFORMANCE DRIVEN



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



2015 Honorable Mention Award
Show House Interior Design



Top 50 most popular
pins in 2014





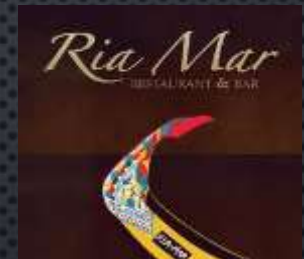
DIVERSE PORTFOLIO

- PRIVATE CLIENTS, COMMERCIAL CLIENTS, NEW HOME BUILDERS, DEVELOPERS
- MODEL HOMES, SALES CENTERS, CLUBHOUSES, COUNTRY CLUBS, LUXURY APARTMENTS
- OFFICES, RESTAURANTS, RETAIL, AMENITY SPACES, LOBBIES, COMMON AREAS

COMMERCIAL CLIENTS



korman
communities





- DEMOGRAPHIC, GEOGRAPHIC, PSYCHOGRAPHIC DATA

- GENERATIONAL
- DESIGN, HOSPITALITY, BUILDER TRENDS
 - AFFLUENT BUYING BEHAVIOR, PREFERENCES
 - CLIENT EXPERIENCES



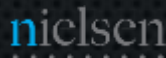
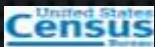


OUR VALUE PROPOSITION



UNDERSTAND THE COMPETITION

- TEAM COLLABORATION
- INTERVIEW PARTNERS
- SHOP THE COMPETITION
 - GATHER DATA





OUR VALUE PROPOSITION

OFFER *EXPERIENTIAL MERCHANDISING*

- CREATE A WELCOMING ENVIRONMENT BASED ON RESEARCH
- OFFER FUNCTION AND ADAPTABILITY
- PROVIDE AN EXPERIENCE, TELL A STORY

PROJECT: *OFFICE FOR AN ADVERTISING AGENCY*

- MILLENNIAL START UP COMPANY
 - PROCESS IS FLEXIBLE – AGILE DEVELOPMENT AND DESIGN BASED ON NEEDS
 - OFFICE SPACE WITH NO SILOS – WORK TOGETHER AT THE SAME TIME IN THE SAME ROOM
 - DESIGN TO BE THOUGHTFUL WITH POWERFUL TECHNOLOGY
- OFFICE DESIGN ELEMENTS
 - COOL, COLORED LIGHTING
 - ADAPTABLE, MOVABLE FURNITURE, LOTS OF ROLLING OTTOMANS
 - FUN ZONE – PING PONG TABLE AS CONFERENCE TABLE
 - GRAFFITI ART LOGO WALL
 - COMPANY BRANDED COFFEE HOUSE / LOUNGE (CENTRAL PERK) WITH SHARING TABLE
 - SEATING WITH PLUG IN HEADPHONES

OUR VALUE PROPOSITION

OFFER EXPERIENTIAL MERCHANDISING

OFFICE - ADAPTABLE INSPIRATION ELEMENTS





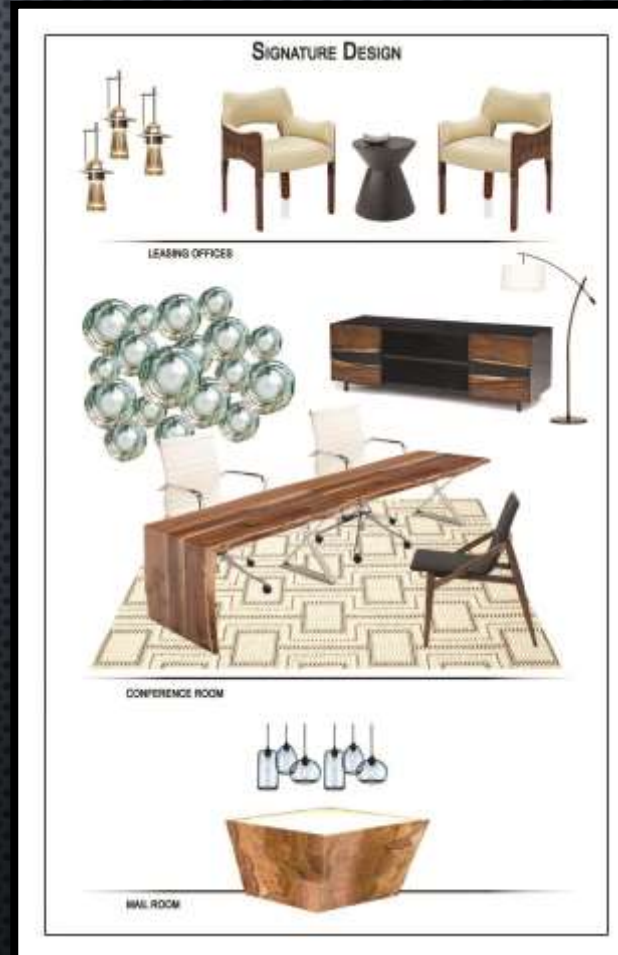
WHAT YOU CAN EXPECT

SUCCESSFUL DESIGN EVOKES AN EMOTIONAL RESPONSE. THE CREATIVE PROCESS IS WHERE WE ILLUSTRATE THE GACEK DESIGN GROUP SIGNATURE STYLE - A BLEND OF NATURAL ELEMENTS WITH TIMELESS, CLASSIC DESIGN.

- DESIGN PRESENTATION
 - PRESENTATION FORMAT TO INCLUDE PROJECT RESEARCH FINDINGS
- DESIGN NARRATIVE
 - DOCUMENTED STORY THAT WALKS YOU THROUGH THE SPACE LAYOUT
- DESIGN PLAN – INCLUDES THE FOLLOWING:
 - DRAW A SPACE PLAN AND FURNITURE PLAN
 - CREATE INSPIRATIONAL DESIGN BOARDS
 - DRAW ELEVATIONS (INCLUDING MILLWORK) TO ILLUSTRATE MEMORABLE FOCAL POINTS
 - COMPLETE A DETAILED FINISH SCHEDULE WITH PAINT, WALL COVERING, AND SPECIALTY FINISHES
 - SELECT MATERIALS AND CREATE A JOB SPECIFICATION DOCUMENT
 - PRESENT A DESIGN BOARD ILLUSTRATING COLOR PALETTE, FURNISHINGS, FABRICS, ART, LIGHTING, RUGS, AND ACCESSORIES
 - SELECT AND COLLABORATE WITH CUSTOM FABRICATORS FOR WINDOW TREATMENTS, AND SOFT GOODS

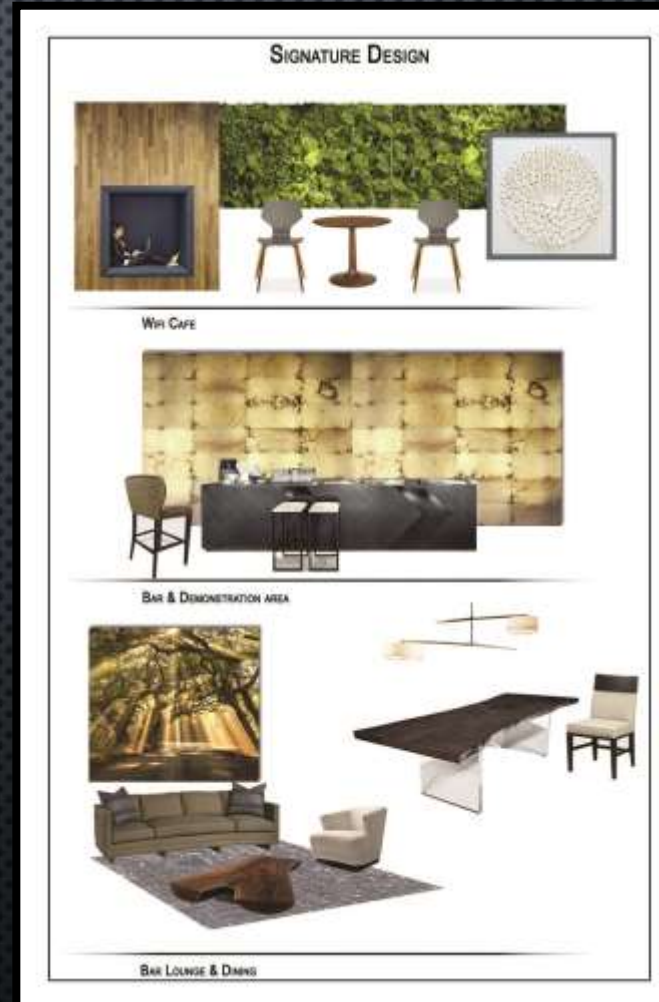
DESIGN PLAN

DESIGN BOARDS - AMENITY SPACES - MODERN ASIAN DESIGN STYLE



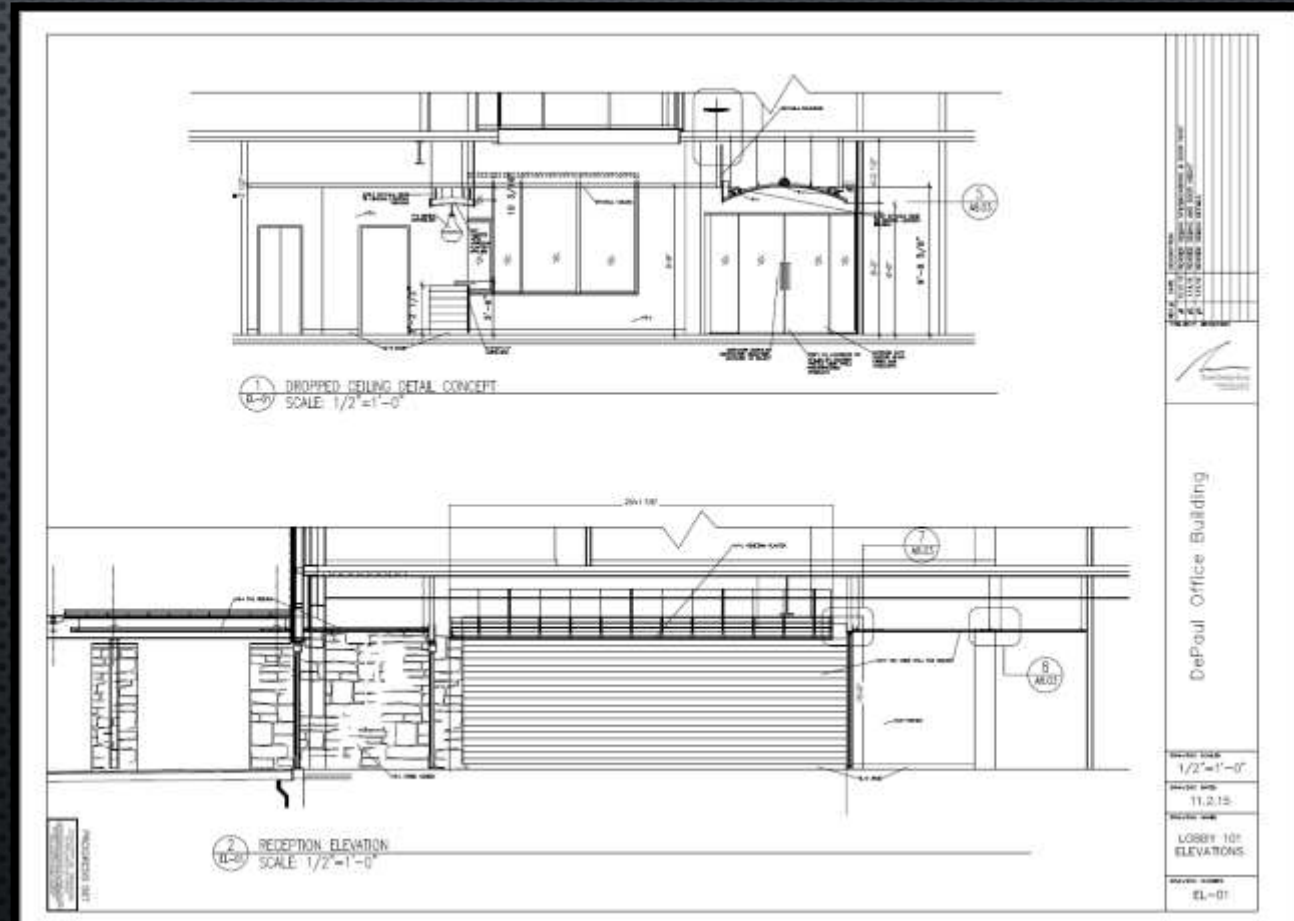
DESIGN PLAN

DESIGN BOARDS - AMENITY SPACES - MODERN ASIAN DESIGN STYLE



DESIGN PLAN

ELEVATIONS TO ILLUSTRATE MEMORABLE FOCAL POINTS — OFFICE SPACE LOBBY DETAIL



DESIGN
PLAN

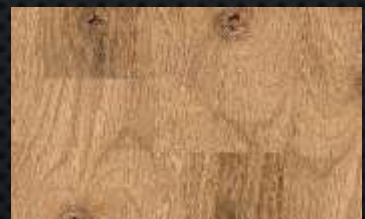
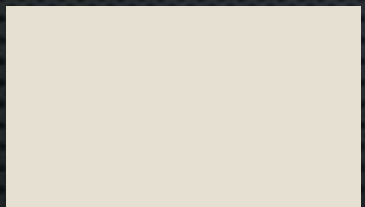
HAND DRAWN PERSPECTIVES





DESIGN PLAN

JOB SPECIFICATIONS – OFFICE SPACE

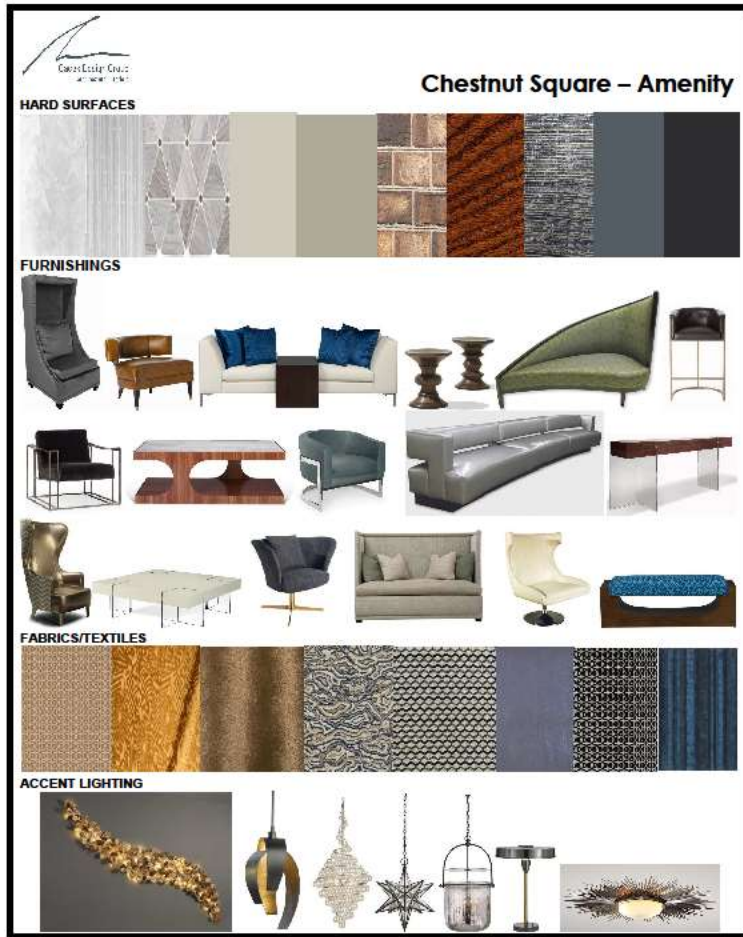


Finishes

Linework:				
Line 1000	White 1000	White 1000	White 1000	White 1000
Stainless steel	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Black 1000	Black 1000	Black 1000	Black 1000	Black 1000
Textured paint				
Panel 1000	Panel 1000	Panel 1000	Panel 1000	Panel 1000
Stainless steel	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Black 1000	Black 1000	Black 1000	Black 1000	Black 1000

DESIGN PLAN

JOB SPECIFICATIONS: AMENITY SPACES & LEASING OFFICES



Office Furnishings:



Conference Room:





- **VIEW OUR PORTFOLIO**

- **WWW.GACEKDESIGN.COM**

- **RECENT PROJECTS TO VISIT**

- **RIA MAR RESTAURANT & BAR**, 25 WHITEHEAD AVE, SOUTH RIVER, NJ
 - JUDD BUILDER'S **THE RESERVE AT CREEKSIDE**, FLOURTOWN, PA
 - K. HOVNANIAN'S **FOUR SEASONS AT MONROE**, MONROE, NJ
 - K. HOVNANIAN'S **DOYLESTOWN GREENE**, DOYLESTOWN PA
 - COUNTY BUILDER'S **WALDEN SQUARE**, NEWTOWN PA
 - **THE LEGACY AT MOUNTAIN LAKES**, MOUNTAIN LAKES, NJ
 - MIGNATTI HOMES' **WATERSIDE**, BENSLEM, PA



THANK YOU!

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