

MODEL DESIGN PROCESS



channeling creative chaos
into inspired placemaking



Whether it is a quick massing model to study the volumes, viewpoints and concepts during a charrette or an intricate illuminated marketing model for leasing, models are integral to our design process. Our highly skilled professionals are adept at communicating the intent and the spirit of a design. D3i follows the Design Process to ensure the satisfaction of the client at every phase of project development contribute to creating a truly great place.

SERVICES

- architecture
- master planning
- urban design
- graphics
- landscape
- lighting
- multimedia

EXPERTISE

- mixed use
- town centers
- retail
- entertainment
- residential
- office
- hospitality + resorts

DESIGN PROCESS

- design charrette
- concept design
- schematic design
- design development



A **PICTURE** IS WORTH A THOUSAND WORDS...

...BUT A **MODEL** IS WORTH A THOUSAND PICTURES



CHARRETTE STUDY MODELS



tools of the process

markers, scale, x-acto knife, trace
paper, museum board, art foam, hot
wire foam cutter, push pins

typical scale:

1/16"

1/8"

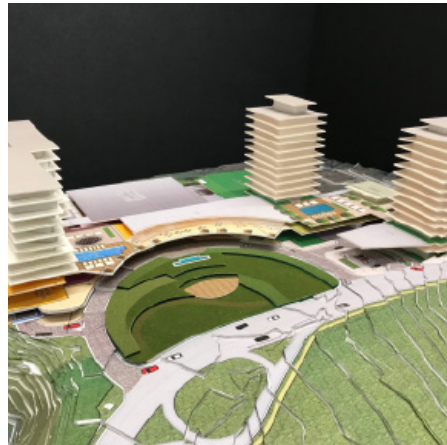
1:1000

1:500

1:250



MASSING MODELS



construction materials:

museum board, cardboard, foam core,
art foam, gator board, scaled cars and
trees, acrylic

typical scale:

1/16"

1/8"

1:1000



CONCEPT MODELS



construction materials:

museum board, art foam foam core,
gator board, wood balls (for trees),
paint, scaled cars and trees, acrylic

typical scale:

1/16"
1/8"
1:500
1:200
1:100





SCHEMATIC MODELS



construction materials:

museum board, foam core, art foam,
push pins, scaled cars, people, and
trees, laser cut museum board and
acrylic, internal illumination

typical scale:

1/16"
1/8"
1:500
1:250
1:100





PLANNING MODELS



construction materials:

museum board, foam core, art foam,
laser cut museum board and acrylic,
master plans, lighting and wiring,
scaled cars, people, and trees, wood
balls (for trees), paint

typical scale:

1/16"
1:5000
1:1000
1:500





MARKETING MODELS



construction materials:

museum board, foam core, art foam,
scaled cars, people, and trees, laser
cut museum board and acrylic, final
plans, lighting and wiring, neon, small
video screens, fiber-optics

typical scale:

1/8"
1:500
1:250

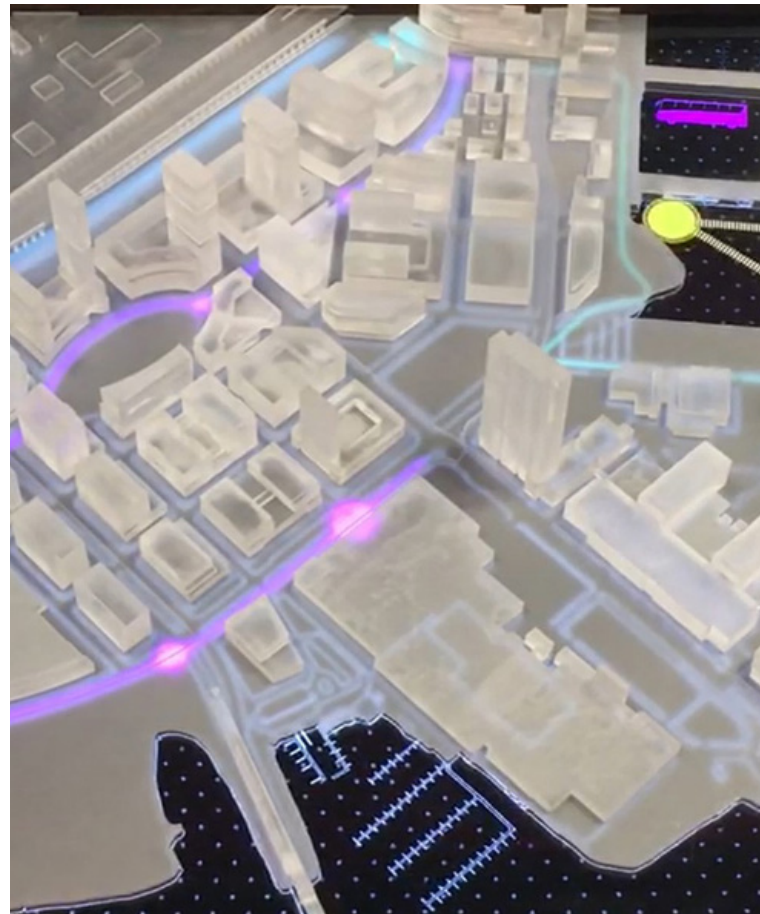




ENHANCING THE **DESIGN STORY** WITH DETAILS



AUDIO + VIDEO



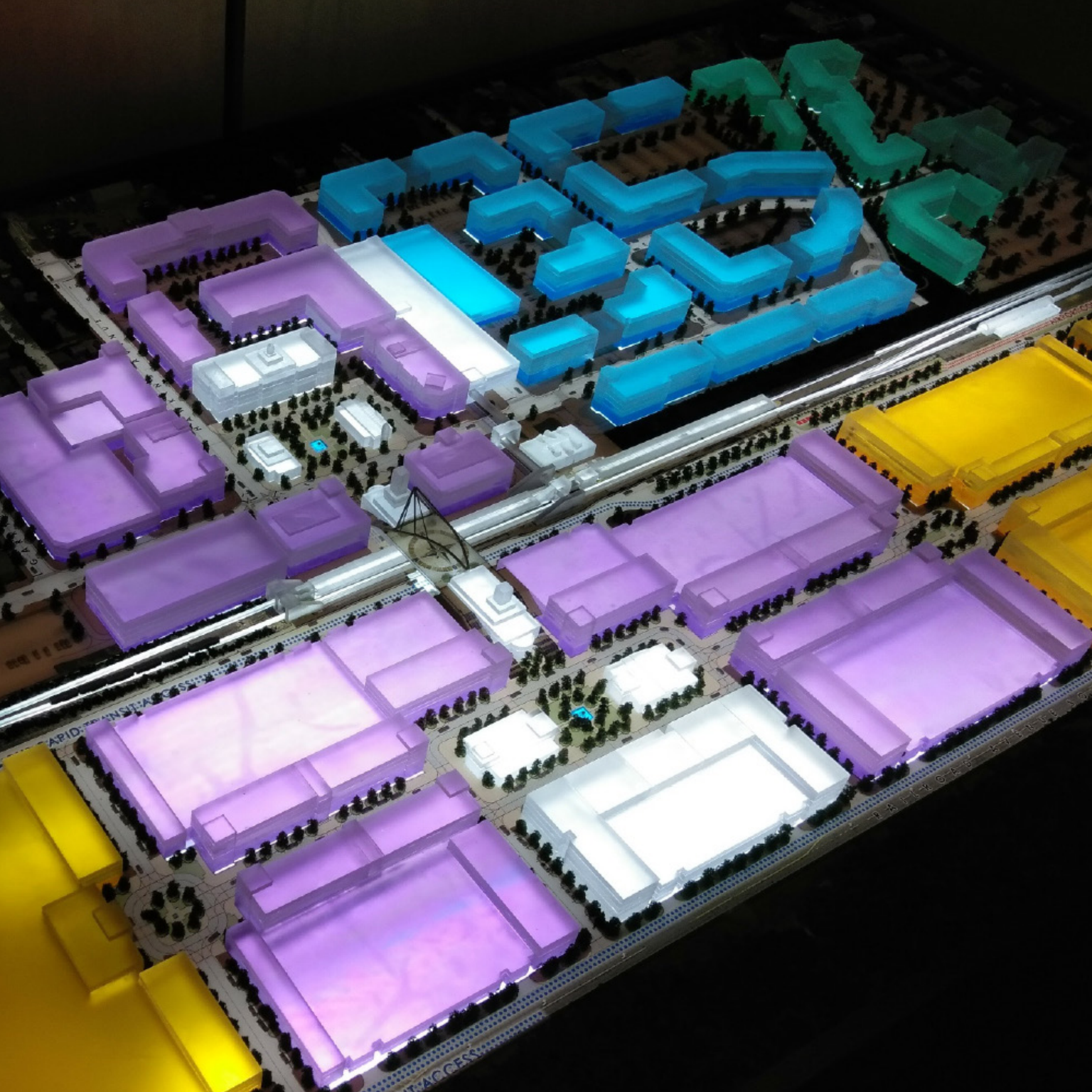
INTERACTIVE EFFECTS



STREETSCAPE DETAILS



SPECIALTY LIGHTING



LEADERSHIP TEAM



JIM BAECK
PRINCIPAL



SIMON SYKES
PRINCIPAL



WILLIAM LOPEZ
PRINCIPAL

With over 30 years of commercial experience, the foundation of **DESIGN 3 INTERNATIONAL** is built upon the fundamental principles of integrity, hard-work, and an unyielding commitment to our clients and their endeavors. Quite simply, our obligation is to fully explore all possibilities and to provide our clients with the unique and cohesive design solution that every project deserves.





GET IN TOUCH.

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