

CHUTE GERDEMAN

Satellite Office- Cincinnati

General Firm Information

Design firm:

- focus in retail design
- marketing
- connected physical branded experiences

Location: Columbus

People: 55+

Founded: 1989

Mission:

"Our path is guided by consumer insights, sparked with creativity and grounded with intelligence. With nuanced strategy, dramatic design, vivid communication and precise execution, we articulate brand, deliver excitement and incite customer purchases.

It's about your brand in every dimension."

Company Overview:

We're a collection of seasoned brand and customer experience professionals who aren't afraid to get in the proverbial trenches or climb a literal ladder. We're thinkers, designers, creatives and bottom-line types who imagine and implement the world's most exciting retail venues. We create the spaces, experiences and communications that put consumers in touch with brands.

Client List

Wendy's
Whole Foods
Verizon
Domino's
Target
Best Buy
Sheetz
Kay Jewelers
Barbie
Champs
Lids
Dylan's Candy Bar
TJ Maxx
Revlon
ect....



Work Process

WHAT IF?

...Think

Deep dive into history of company and “plan of attack” to solve challenge. Research of consumers, document competition, and follow industry trends

...Create

Bring dimension to brand through communicative and environmental elements. Strategic framework to design spaces, graphics, and supporting content. Experience and interact with brand in new and imaginative ways

...Scale

Translation of conceptual ideas into physical reality. Document and communicate details of design. Construction support, roll out assistance, and tools to educate employees

Culture/Brand

Passion

We do our work with soul. We shop. We eat. We travel. We ARE the consumers we serve.

Purpose

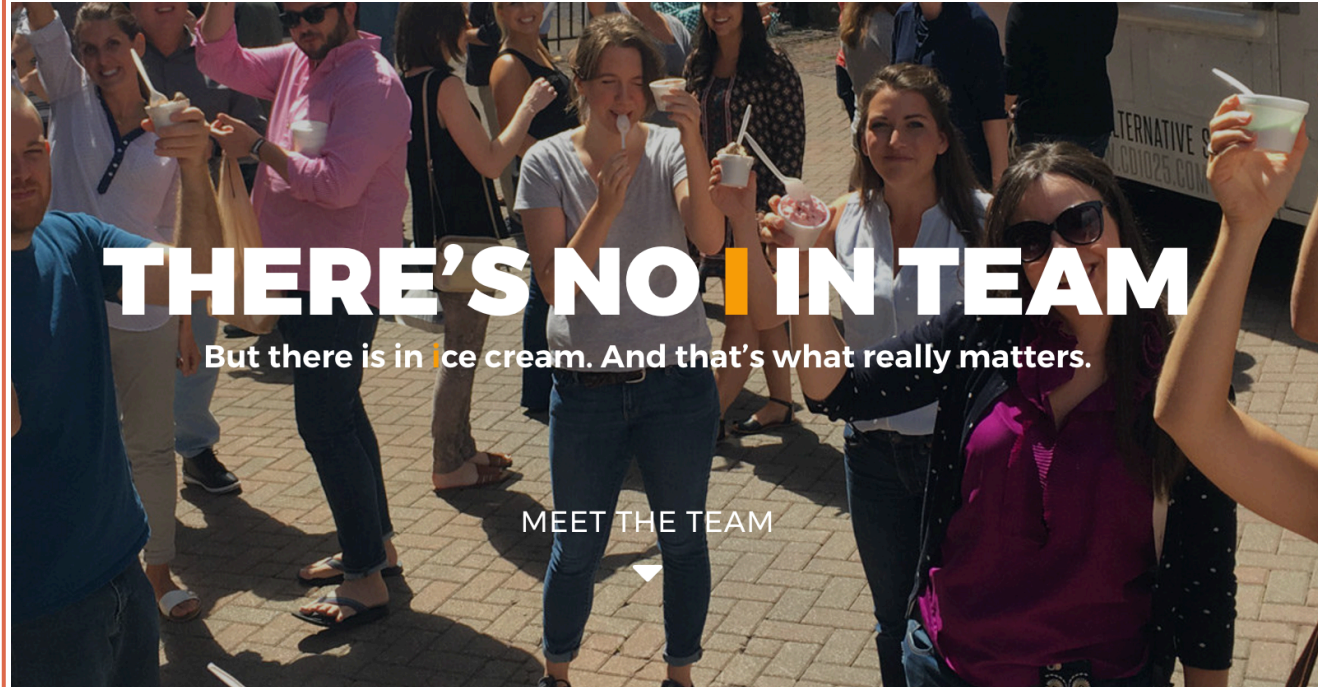
Ideas and advice for actual use- to solve real problems. We are in this to transform our clients businesses, but also nurture our own. Whatever it is, we make it better. We make it matter. And we make it last.

Partnership

Relationships are built on a series of experiences. We believe in "better together." We collaborate. We play well with others. And we win when we work together.

Making It Happen

Founded by Passion. Driven by People. Proven by Results.



Office Breakdown

Arrangement of current
office disciplines

Work Environment

Historic
Friendly
Lively
Open
Homey

In need of....

Sit/stand desks
Collaborative space
Updated/flexible tech

Strategy (4)

Marketing (5)

Digital Design Lab (3)

Brand Communications (4)

Visual Merchandising (3)

Environments (3)

Graphic Production (2)

Architectural Design (4)

Concept Translation (6)

Executives (3)

Individual

Grouped
Together

Individual-
near groups

Individual

drive to 5

connected

people to brands

imaginative

with design approach

capable

different skill sets

insightful

access every part of a company

experiential

more than a job

Edge Building

Originally built in 1936
Renovated in 2010
America Publishing Co.
Modern
River Front
High ceilings- 11'-15'
LEED
Floor to ceiling windows
Concrete structure



Concept

Chute Gerdeman connects people to brands by diving into the past... So lets dive into the history of the Edge Building and Cincinnati.

Merging sleek and modern Edge Building with the original industrial history of the building from the 1930s while displaying Chute Gerdeman's identity.

The background of the image is a dark, textured surface resembling wood grain, with vertical lines and subtle variations in tone. In the bottom-left corner, there is a solid orange rectangular box containing the text 'chute' and 'GERDEMAN' in white.

chute
GERDEMAN

Program

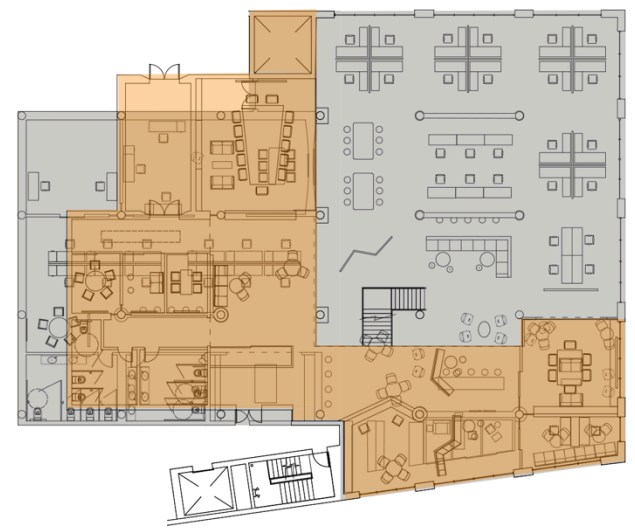
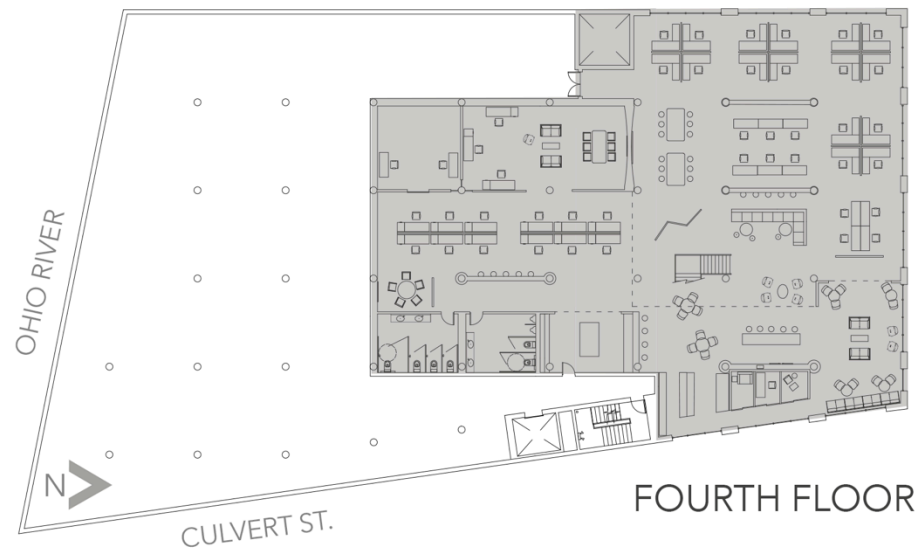
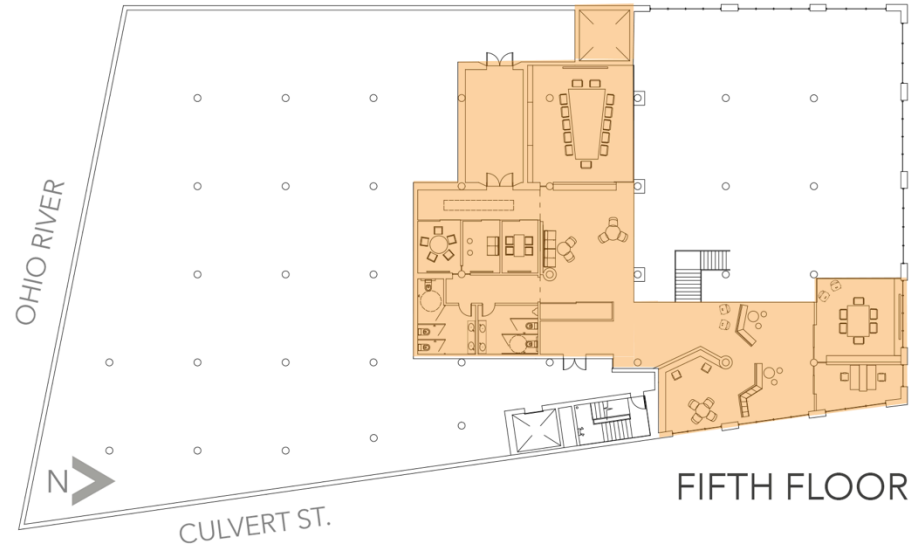
TOP FLOOR

Entry/Reception
Client Presentation Room
Client Satellite Office
Large Conference Room
Collaboration Rooms

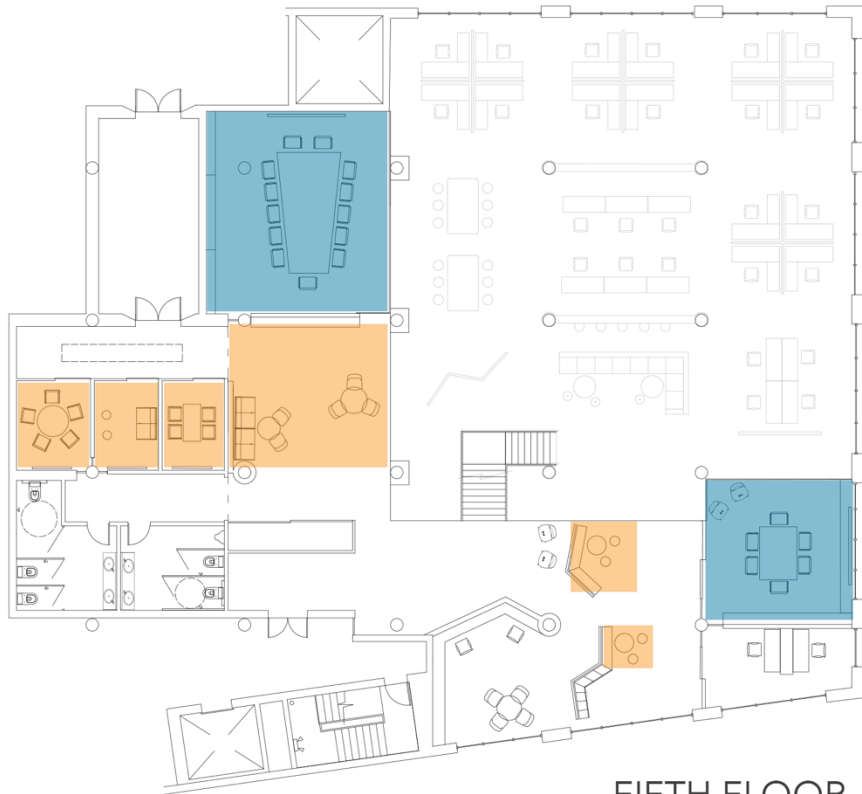
BOTTOM FLOOR

Kitchen
Lounge
Materials Library
Mail Room
Print Room
Focus Rooms
IT Services
Server Room
Executive Office
Work Stations

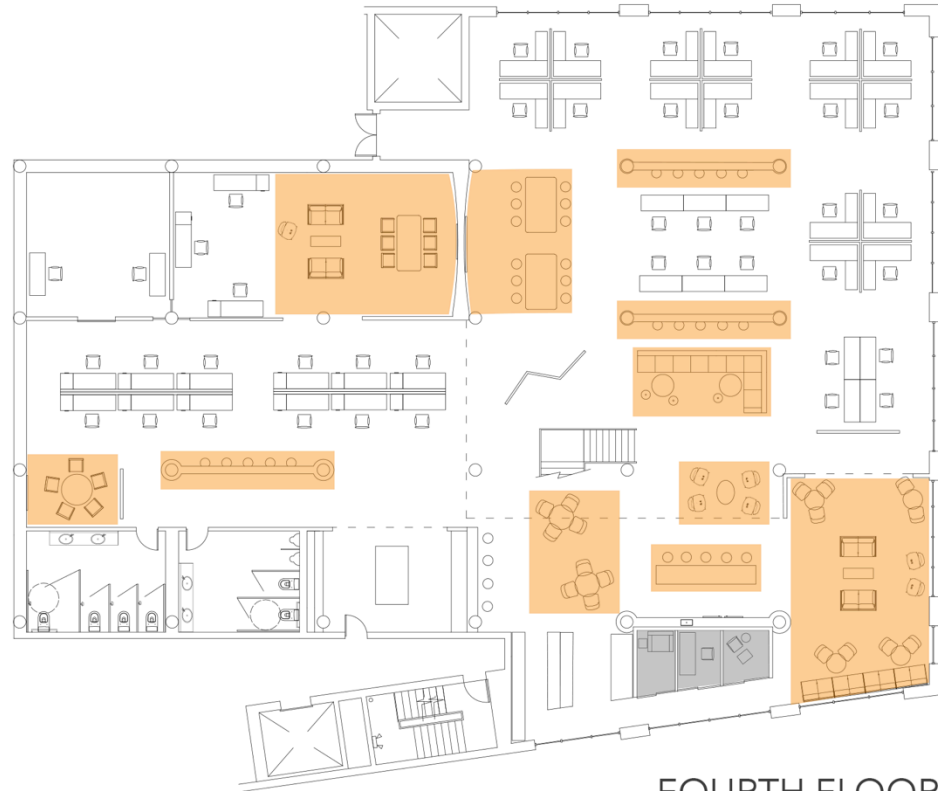
FLOOR DIAGRAM



BREAKOUT ROOMS



FIFTH FLOOR



FOURTH FLOOR



COLABORATION SPACE

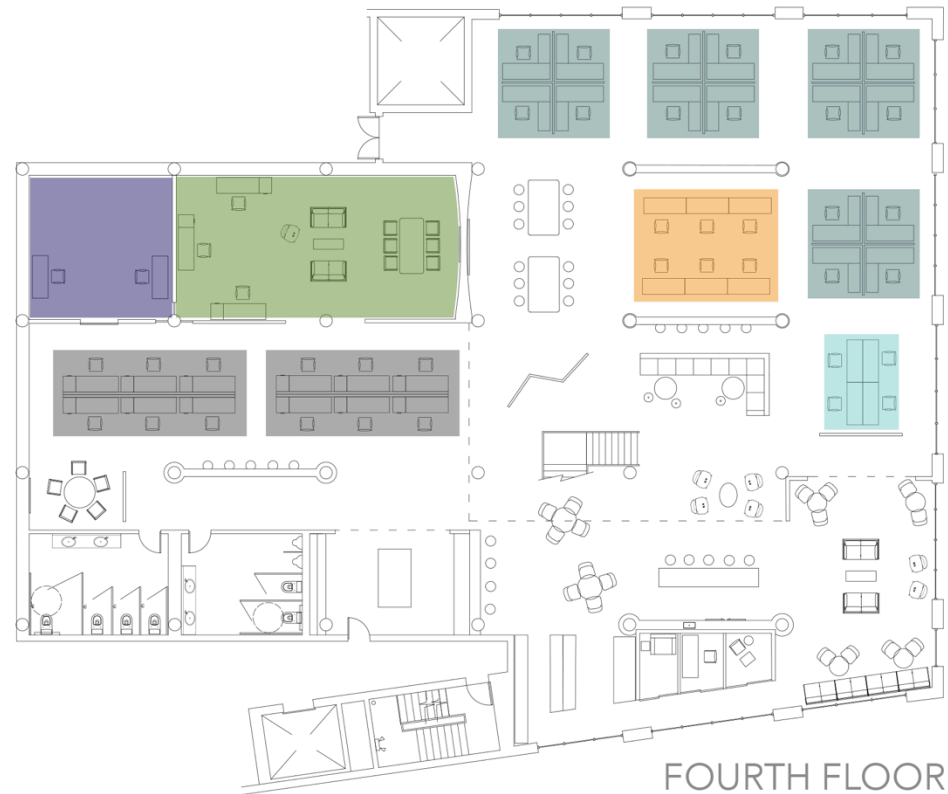
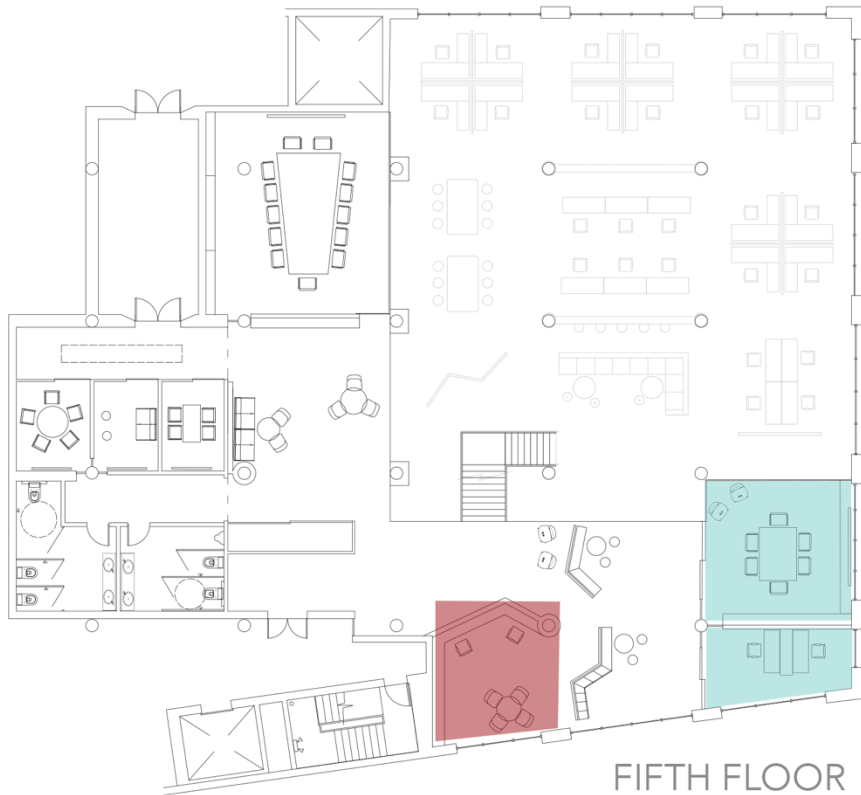


PRIVATE MEETING ROOMS



FOCUS ROOMS

WORK STATIONS



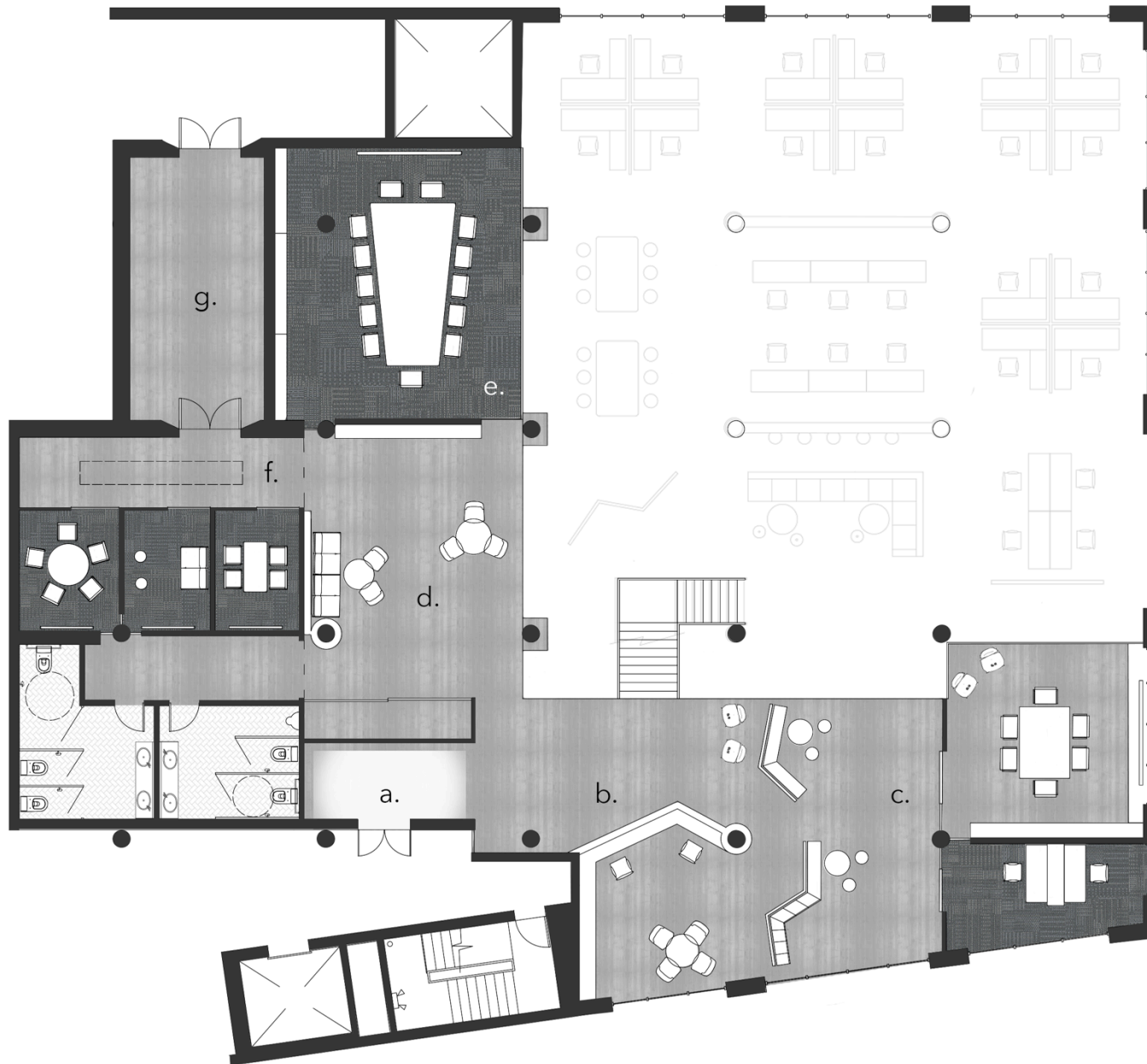
BRAND COMMUNICATIONS (4)
 VISUAL MERCHANDISING (3)
 ENVIRONMENTS (3)
 GRAPHIC PRODUCTION (2)
 ARCHITECTURAL DESIGN (4)

CONCEPT TRANSLATION (6)
 EXECUTIVES (3)
 IT SERVICE (2)

RECEPTION (2)
 CLIENT/MISCELLANEOUS
 STRATEGY (4)
 MARKETING (5)
 DIGITAL DESIGN LAB (3)

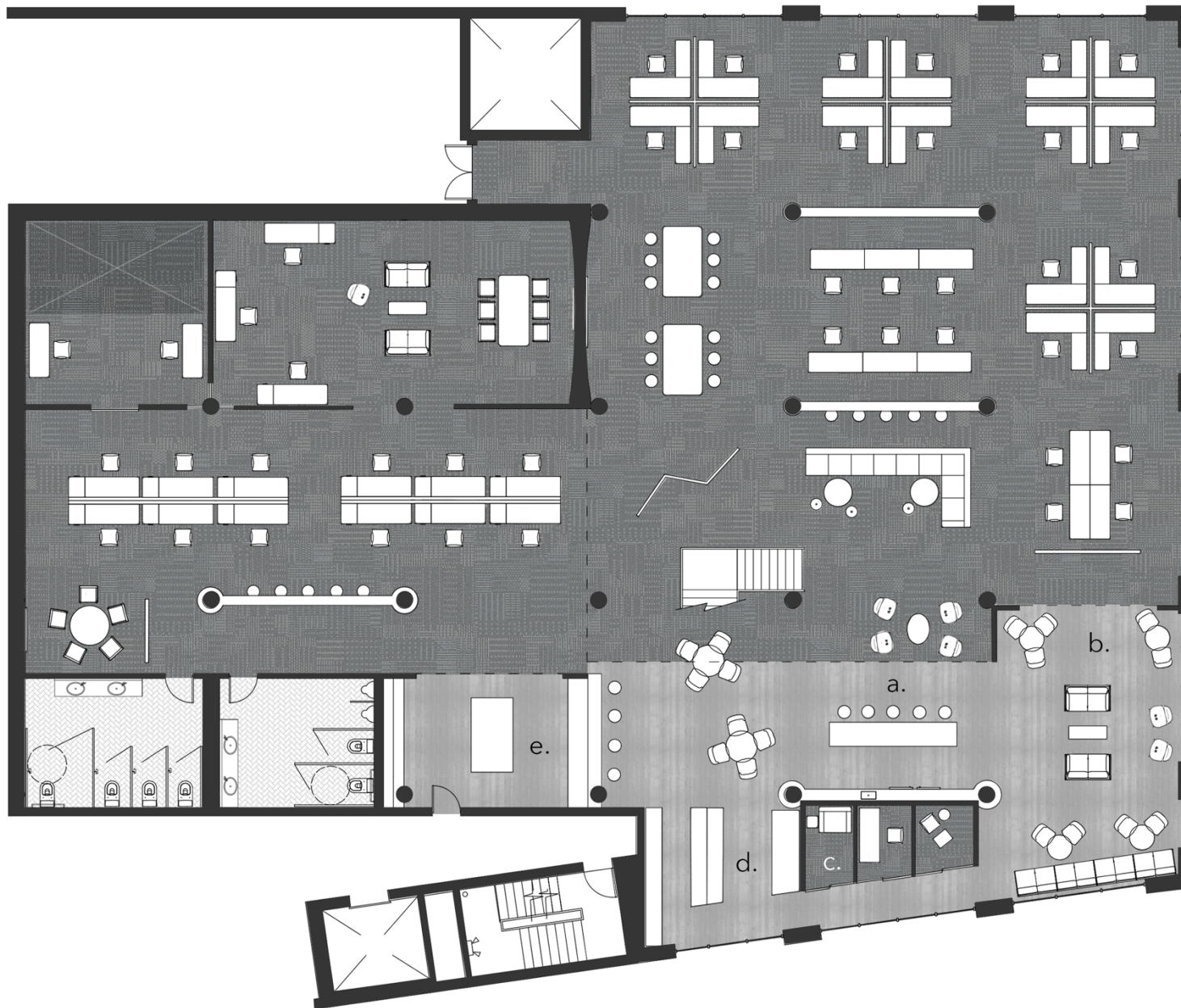
TOTAL EMPLOYEES (41)

TOP FLOOR



- a. Entry
Branding wall, Storage Behind
- b. Reception
Coffee bar
- c. Client Wing
Office (2), Meeting Room,
Lockers, Warm Up/Cool Down
- d. Warm Up/Cool Down
Coffee/Breakfast Bar
- e. Large Conference
Bench Seating, Bar, Hub (88")
- f. Small Group Colaboration
3 Rooms, Hub (55")
- g. Storage
Deliveries

BOTTOM FLOOR



a. Kitchen

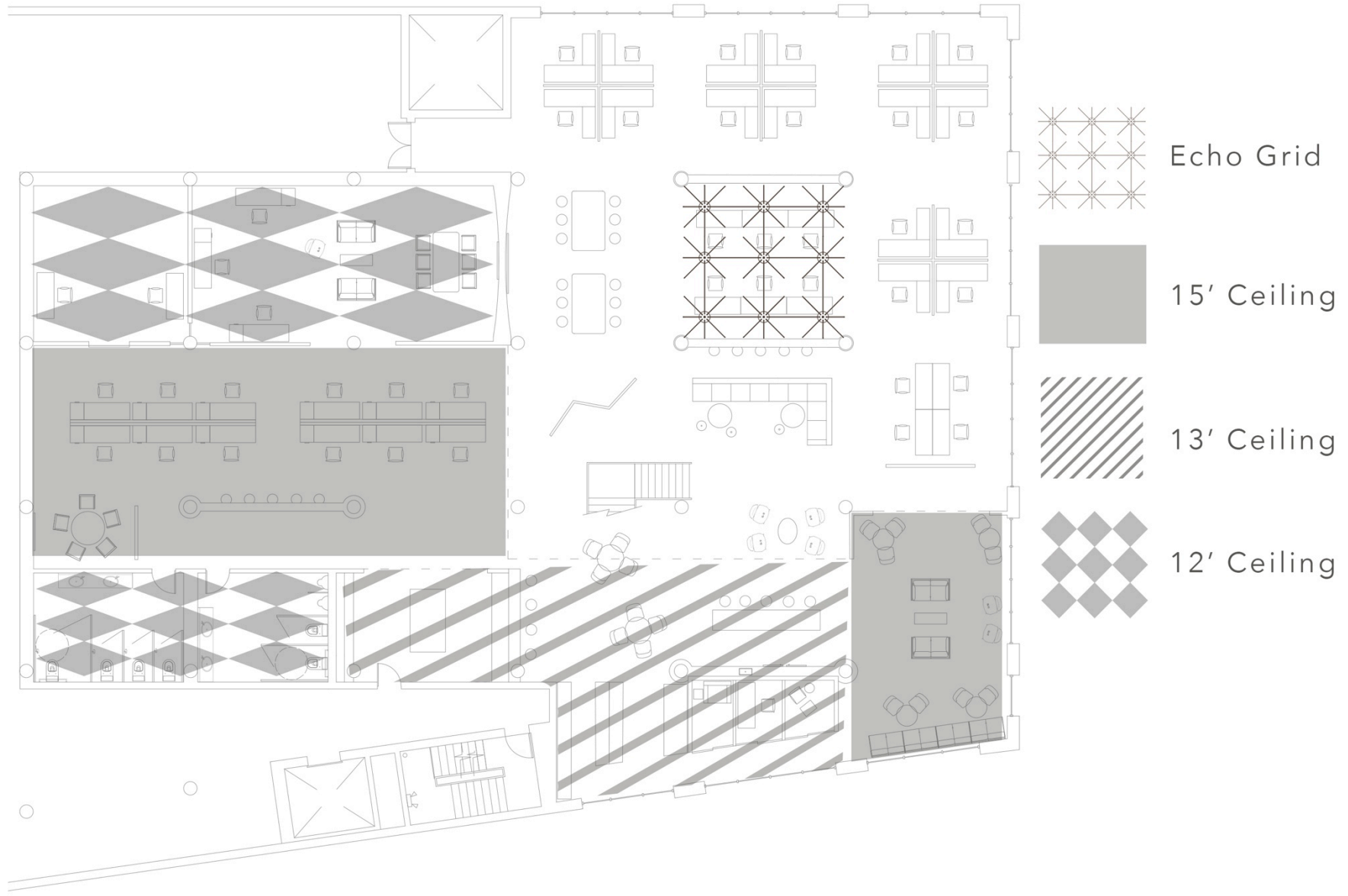
b. Lounge

c. Focus Rooms
3 Rooms

d. Materials Library
Big Work Station

e. Mail/Print Room
Open to Kitchen

CEILING PLAN



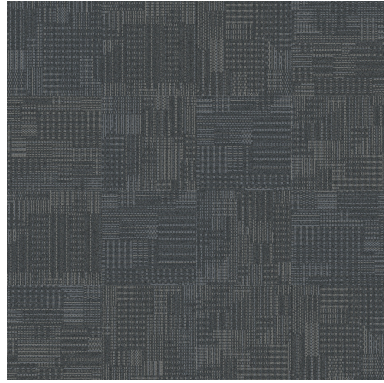
INSPIRATION IMAGES



MATERIALS



Wood Floor



Carpet



Quartzite Counter



Concrete Columns



Iron Railing/Accents

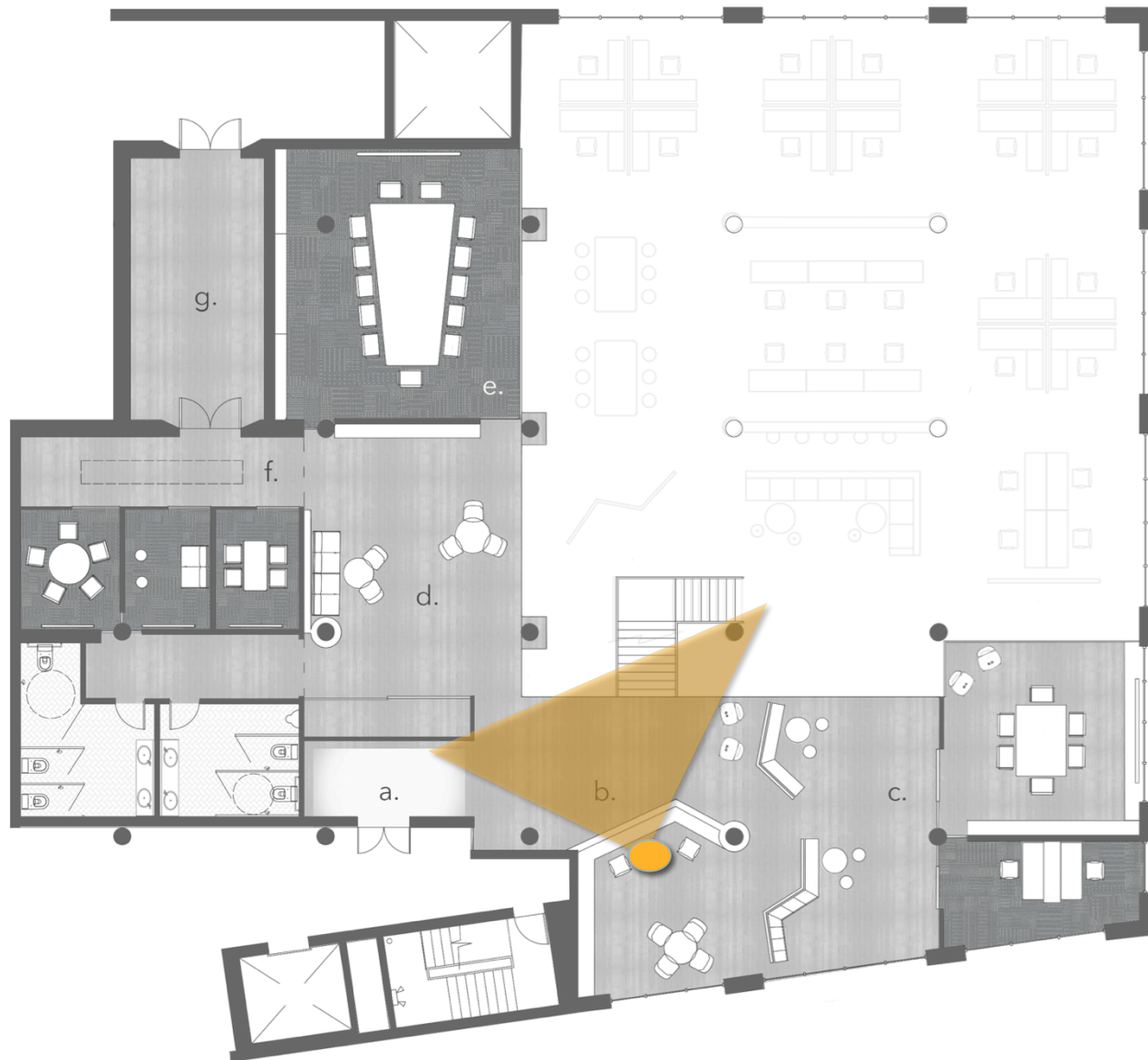


Accent Color



Secondary Color

RECEPTION RENDERING VIEW



RECEPTION- 5th FLOOR



STAIR RENDERING VIEW



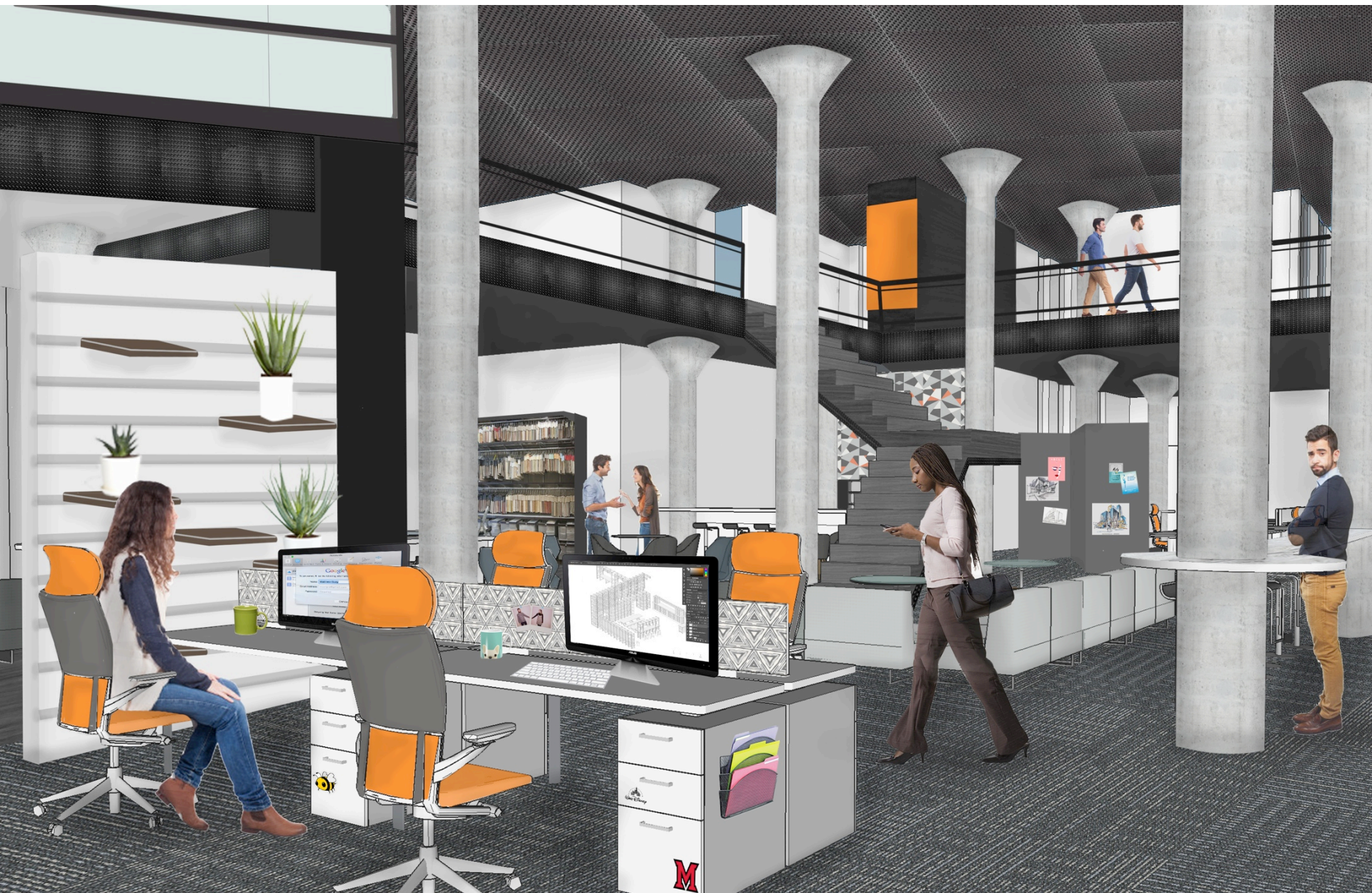
STAIR

A 3D architectural rendering of a modern office interior. The space is characterized by a dark, perforated metal ceiling, large concrete columns, and expansive glass walls. A woman in a striped dress is walking down a wide staircase with black metal railings. In the background, a man stands on a mezzanine level, and another man is visible near a large orange wall with the text "MAKING IT HAPPEN". The ground floor includes a reception area with a desk and chairs, and a lounge area with a sofa and armchairs. The overall design is contemporary and open-plan.

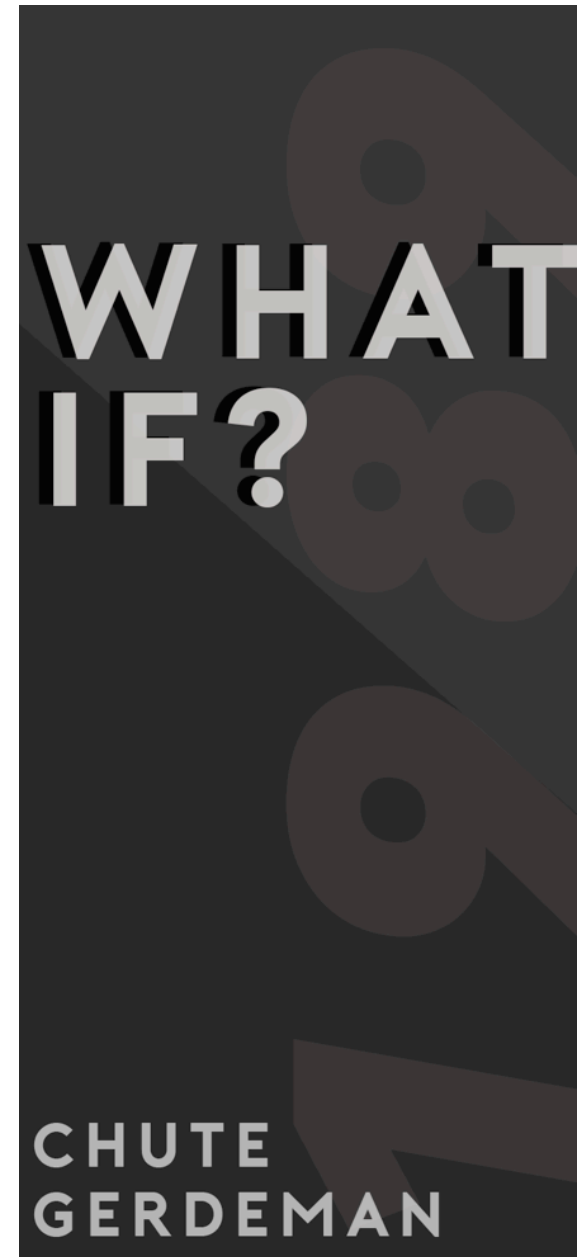
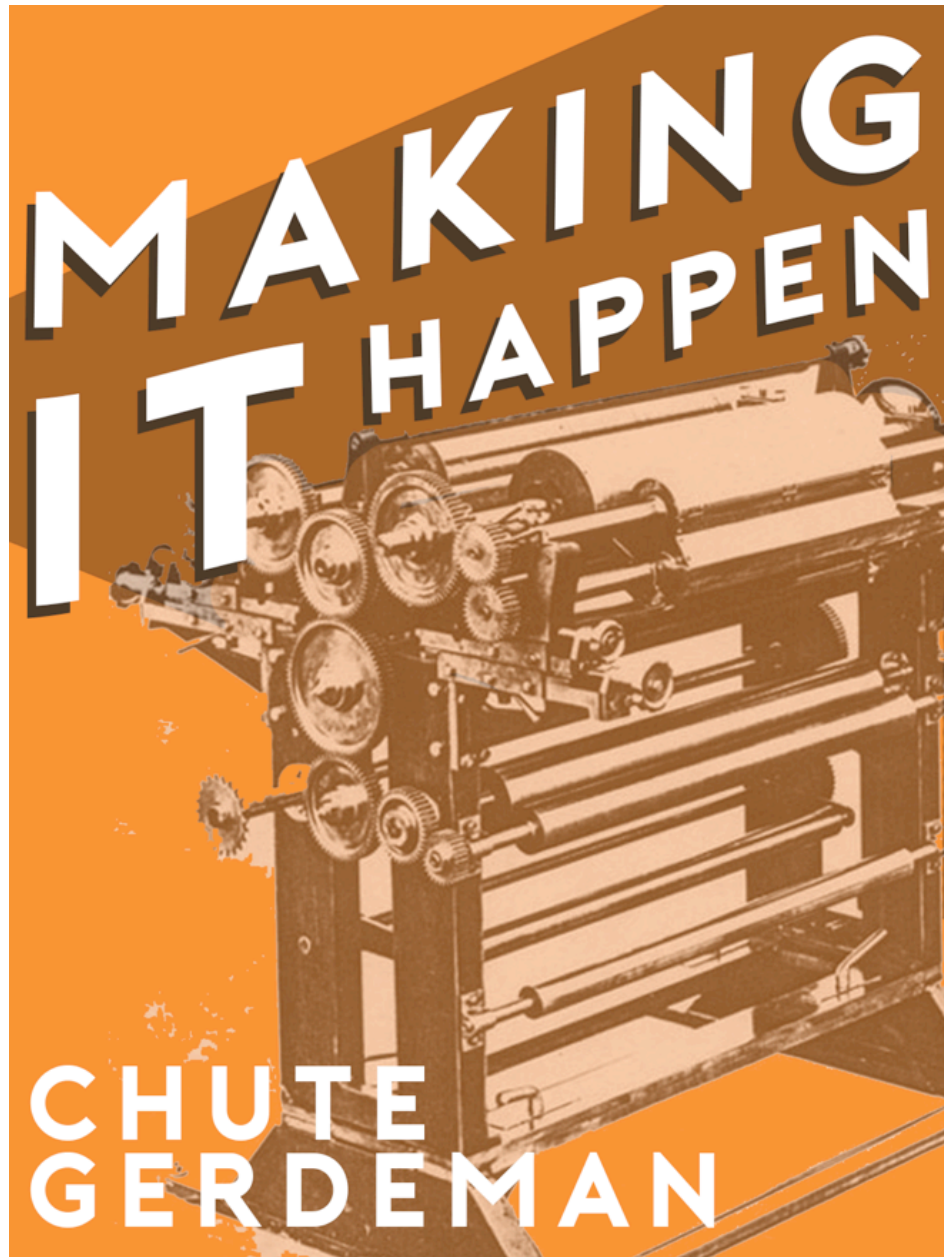
WORK STATION RENDERING VIEW



WORK STATION- 4th FLOOR



1930s STYLE POSTERS



Echo Grid

Acoustical light grid

Alternative to ceiling cloud.

Acts as sculpture, light, acoustical solution



Office Chairs

Steelcase

Gesture Chairs-Tangerine



Task Chairs

Herman Miller

Keyn Chair



Conference Chairs

Herman Miller

Setu Side Chair



Office Desks

Herman Miller
Motia Sit-to-Stand Table

48", 54", 60", 66", 72" long

24", 30" wide

27"-46" high



Sofa

Gunlocke
Calm



Side Chairs

Coalesse
Bindu Chair



Lounge Chair

Davis

Ginkgo Chair



THANK YOU

chute
GERDEMAN

