
OVERVIEW

As a creative team leader, Martin works closely with clients to integrate operational business objectives with innovative, creative, user-friendly designs. With more than 30 years of international experience in retail, showroom, hospitality and mixed-use shopping center projects, Martin brings inspiring hands-on experience to clients, combining creative team collaboration and problem solving skills to ensure that all design solutions are crafted to meet the client's creative and business goals.

His ability to translate a client brief, whatever the language or culture, into a living experience comes through careful attention to client input, coupled with a drive to innovate and surprise. His team leading abilities are based on building capabilities and growing individual and team talent through mentoring and delegating responsibility to the teams he leads.

Experienced in a wide variety of project types, developing prototype design concepts and multiple environments for well-known and diverse brands such as Bloomingdales, Macys, Harvey Nichols, Marriott, Gap, Nike, Universal Studios, Disney, DFS, GM, and others. Internationally, he has worked in throughout the world, including a wide variety of projects in China, Japan, United Kingdom, Australia, Malaysia, Singapore, Thailand, Vietnam, Philippines, Korea, Mexico, Peru, Europe, Russia, the Mid-East, and Africa.

CAREER EXPERIENCE

MADesign President | Seattle, Washington 2010-present

As Creative leader, responsibilities include initial client contact, creative direction and design, directing and collaborating with local architects, interior and graphic designers on global projects in multiple locations. Specializing in Retail, Specialty and Shopping Center Design projects in China and S.E. Asia, Martin collaborates with diverse teams of professionals, including local firms, bringing his decades of experience to these markets. A broad range of skills including planning, concept creation, building architecture, interior design, results in an ideation process that is engaging, creating successful and dynamic solutions in response to client briefs.

Callison Architecture Principal, Creative Director | Seattle, Washington 1999-2010

As Creative Principal and firm shareholder, responsibilities included leading a diverse team of architects, interior designers, planners and graphic designers in Seattle and China on global project pursuits in numerous locations throughout Asia and the Mid-East. Involved in the initial establishment of Callison's Shanghai office, and representing both retail and shopping center capabilities in the China and S.E. Asia market. Working between multiple offices, leading marketing, targeted client pursuits and gaining initial client contact. Project responsibilities began with initial contact, capability presentations, closing and maintaining client senior management contact and progress presentations. Involvement continued thorough project concept development, project design leadership and supervised construction completion. Projects ranged in size from small retail shops to large scale shopping centers including locations in China, Korea, Vietnam, Singapore, and the Philippines. Pursuits and multiple project designs were also completed in the US during this time, as well as the Mid-East, including Dubai, UAE and Kuwait.

Pavlik Design Team Partner, Creative Director | Ft Lauderdale, Florida 1995-1999

Accomplishments included growing the firm's business by marketing to a broader client base, including international clients, diversification of services, and developing a strong creative team through mentoring initiatives and select delegation. Within 2 years, both business revenue and project volume expanded significantly, including creating a Seoul branch office alliance. Through the Seoul branch, large-scale retail locations with Hyundai and others were completed. Both Disney and Universal Studios in Orlando were also pursued and added to the client list with multiple experiential retail projects.

FRCH NYC Vice President, Creative Director | NYC, New York 1986-1995

A wide variety of domestic and international retail projects were completed, including leading the largest retail renovation at the time, Marshall Fields State Street renewal of the flagship State Street store totaling \$115M, 1,000,000 sf over 5 years. Domestic clients also included Bloomingdales, Macys, Saks Fifth Avenue, and others. Internationally, work was completed in Europe, Australia and Asia, including Myer, Dickens and Jones, Selfridges, Harrods, CK Tang, Aekyung, and Hankyu.

CREDENTIALS

Bachelor of Architecture from Rhode Island School of Design (RISD)
Member American Institute of Architects

SELECTED ACCOMPLISHMENTS

MIXED-USE | SHOPPING CENTERS

Kunming Shuncheng Shopping Center NE Corner Retail Project
Kunming, China

Mexon Xidan Retail Center
Beijing, China

27 Bund — House of Roosevelt
Shanghai, China

GS Spectrum
Anyang, South Korea

GS Square
Chumcheon, Korea

Suwon Gateway Plaza
Suwon, South Korea

Samsung Plaza
Seoul, Korea

Shinsegae Centum City
Busan, Korea

Andalus
Kuwait City, Kuwait

Alhanbra Mixed-use Concept
Kuwait City, Kuwait

Guoson Center, Cheng Feng Phase 2
Shanghai, China

Guoson Center
Beijing, China

Xi Park Master Plan
Hoh Chi Minh City, Vietnam

Yi Feng Shops
Bund District Historic Re-use
Shanghai, China

K-11 Shopping Center
Guangzhou, China

Wangfujing Shopping Center Master Plan
Chengdu, China

Book Experience Mall
Shenzhen, China

Vincom Eden Shopping Center
Ho Chi Minh City, Vietnam

HOTELS & RESORTS

Renaissance Urban Guest Room
Times Square, New York

Marriott Hotel Group
“Great Room” Global Concept
Worldwide Locations

Raffles Hotel Retail Shops
Singapore

Hotel Vier Jartzetizen Retail Concepts
Hamburg, Germany

DEPARTMENT STORES

Saks Fifth Avenue
Concept Study
Shanghai, China

Macy’s
Multiple U.S. Locations

Harvey Nichols
Dubai, United Arab Emirates

Landmark Department Store
Multiple Philippine Locations

Sogo Flagship
Osaka, Japan

Wangfujing
Multiple Locations
Beijing Flagship, Beijing Dazhongsi, Chengdu, Kunming, Lanzhou, Changsha GuangZhou, ChuangAn, Urumqi, Taiyuan, Guiyang, China

Aekyung, Multiple Locations
Suwon Station, Guro, Seoul, Korea

Hyundai Department Stores
Multiple Korean Locations

GS Square Department Stores
Multiple Korean Locations

Central Department Stores
Guanzhou, China

Bloomingdale’s
Multiple U.S. Locations

Dickins & Jones Regent Street
London, United Kingdom

House of Fraser
Multiple United Kingdom Locations

Marshall Fields
Multiple U.S. Locations

Myer-Grace Bros Stores
Multiple Australia Locations

Tang’s Studio, Tangs, and Tangs NEXIS
Multiple locations in Singapore and Kuala Lumpur

Selfridges Department Store
London, United Kingdom

Hankyu Flagship Store
Osaka, Japan

Edgars
Johannesburg, South Africa

SPECIALTY STORES

Nike
Multiple U.S. Locations
Beijing and Shanghai, China

GAP Flagship Stores
Multiple U.S. Locations

Universal Studios, Orlando
Preshow and exit retail shops, full line gift shops including the exit shop retail for “Twister”

Disney World, Orlando
Mouse Gear Retail Store, Epcot Center

Raffles Hotel Retail
Singapore

DFS Galleria Flagship
Scotts Walk, Singapore

DFS Airport Duty Free Shops
CLK Airport Hong Kong and Incheon Airport, Seoul, Korea

L.L. Bean
McLean, Virginia

The MOMA Design Store
New York City, New York

Oscar de la Renta Store Prototype
Multiple Asia Locations

Timberland Store Prototype
Multiple Locations

SHOWROOMS

Edelman Leather
NYC, New York

Perry Ellis
NYC, New York

GM Prototype Dealership Concept
Multiple Locations

Toyota “New Brand Concept” Studies
Multiple Locations

Macys Furniture/ Home Stores
Multiple U.S. Locations

Burdines
Multiple Florida locations

Tara Home
Singapore