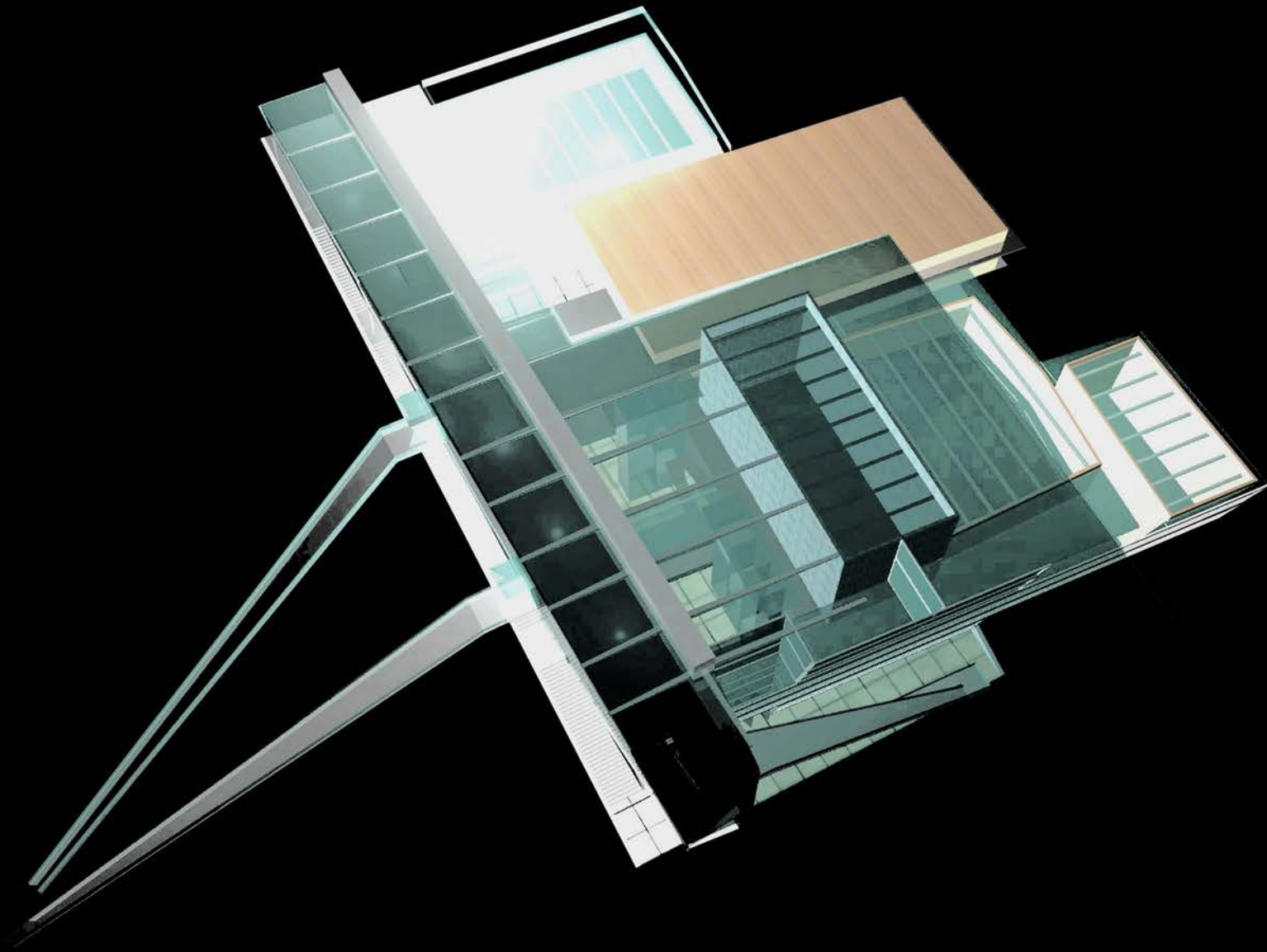


# Jeff Straesser

**Selected Works, 1995-2018**





# About me

With over 20 years of experience, I have been an Executive Director at Eight Inc., a Senior Designer at Resolution: 4 Architecture and Nagle Hartray, and a Designer and Design-Build Construction Manager at Peter Gluck & Partners. I have a deep understanding of all project phases, from initial project setup, concept and design, construction documentation, and follow through with construction administration process.

I hold a Bachelor of Architecture degree from the Tulane University School of Architecture as well as dual Master of Architecture degrees from the Tulane University School of Architecture and the Yale University Graduate School of Architecture. During my studies at Yale, I received the Office of the Provost Merit Scholarship as well as the Franklin U. Gregory Memorial Scholarship.

I currently reside on Long Island with my wonderful wife, two amazing daughters, a grumpy and always hungry adopted feral cat Alexis Diamond Carrington, and way too many Legos.



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# Table of Contents

|    |                                   |
|----|-----------------------------------|
| 4  | Akbank Next Gen Branch            |
| 6  | Waterline Square Sales Center     |
| 8  | Apple Marcom Offices              |
| 10 | Storelli Shop-in-Shop Fixture     |
| 12 | DonorsChoose.org                  |
| 14 | NY & Company                      |
| 16 | Hearts On Fire                    |
| 18 | Tourneau                          |
| 20 | Jordan Brand Melo M8 Launch       |
| 22 | GAP Ginza                         |
| 24 | “High-Density on the High-Ground” |
| 26 | Nokia Global Flagships            |
| 28 | Urban Townhouse                   |
| 30 | Q-Loft                            |
| 32 | Ravine House                      |
| 34 | New Earth Retreats                |

\* Cover Image: Rensselaer Polytechnic Institute  
MediaTek, Henry Smith-Miller Studio, Yale  
University Graduate School of Architecture, 2001.

# Akbank Next Gen Branch

**Location** Istanbul, Turkey  
**Client** Akbank  
**Size** 10,000+ sq ft  
**Completion** 2018

To ensure Akbank were meeting their customer's needs the Next Gen Branch was designed with a holistic viewpoint - the environments, behaviors of staff, tone of voice, grouping of products and services create lifelong relationships instead of singular transactions.

Mobile banking enabled the branch experience to move on from the traditional teller experience. Postures were created that encouraged a collaborative approach instead of adversarial. Staff are untethered, allowing transactions to be technology based to serve specific needs any time, anywhere.

Traditionally banks were private and closed off, the Next Gen Branch turned that on its head by creating a glass box for full transparency into the space. Once inside, a material palette was developed that continued this design principle while taking into consideration specific privacy requirements of the customer which varied at the different touchpoints in the space.

\* With Eight Inc.





# Waterline Square Sales Center

**Location** New York, NY  
**Client** GID Development Group  
**Size** 9,000 sq ft  
**Completion** 2017

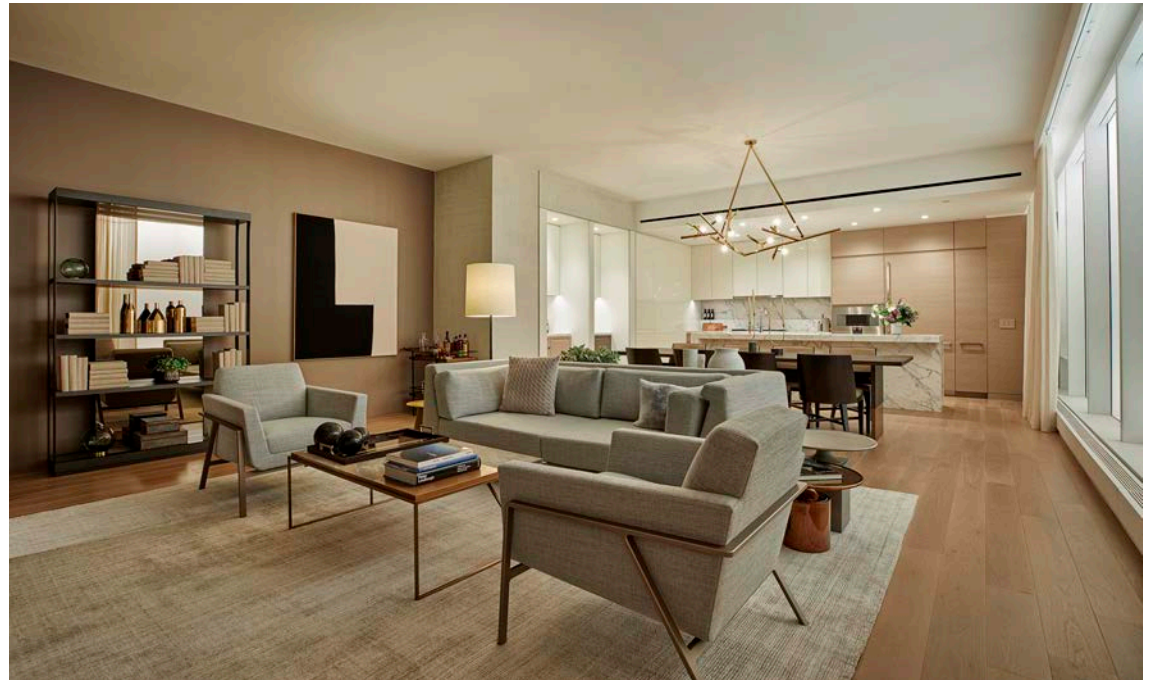
The Waterline Square Sales Center required collaboration with and integration of the visions of three renowned architects, three notable interior designers as well as the designers of the landscape and amenity spaces. The result is the first-of-its-kind residential sales gallery experience.

Buyers begin their journey in a monumental lobby which signals the connection to the Hudson River through an ornate water rain curtain feature. Buyers transition from the lobby into a darkened film room which presents the Waterline Square team's vision. Following the film, the buyer is guided to a soaring gallery space which introduces the location, the communal park and the three bespoke buildings. Supporting this are a green wall, connecting the buyer back to Central Park, as well as a large scale LED wall showing full scale views of each apartment. Adjacent to the gallery is an seating area which provides a relaxing environment in which the buyers can view the unprecedented amenity package Waterline Square offers.

The technology within the space is invisible and creates a seamless buyer experience. The Corcoran Sunshine staff can control the lighting, sound system, the digital screens and the architectural models showcasing every model unit from an iPad interface.

The experience journey will ensure that once the buyer passes through the secondary threshold into the three distinct building model units, they have a predefined understanding of the development and begin to initiate their decision making process of, 'which of these three buildings do I belong in within this legendary living experience.'

\* With Eight Inc.





# Apple Marcom Offices

**Location** Sunnyvale, CA  
**Client** Apple  
**Size** 60,000+ sq ft  
**Completion** 2015

A renovation of an existing building in Sunnyvale, CA, the new office is the home base for the consolidated Apple Marcom group. Composed of Interactive, Cross Functional, Creative, Retail Windows, Print, and Packaging teams, the group required a highly flexible and collaborative workspace. The program included dedicated break out and meeting spaces, specialized team rooms, and dedicated presentation space. A central core, augmented with new skylights, creates an open zone for library and break out functions. The core is anchored by the Kitchen, which includes a full service espresso and gelato bar in addition to a self-serve brown bag area and communal tables. A landscaped outdoor patio serves as an extension of the kitchen and offers informal meeting space.

The material palette is quiet, calm, and sophisticated, supplementing existing concrete floors and exposed glulam beams with fabrics and finishes in neutral grays and white.

\* With Eight Inc.





# Storelli Shop-in-Shop Fixture

**Location** North America  
**Client** Storelli  
**Size** 4' x 6'-6"  
**Completion** 2015

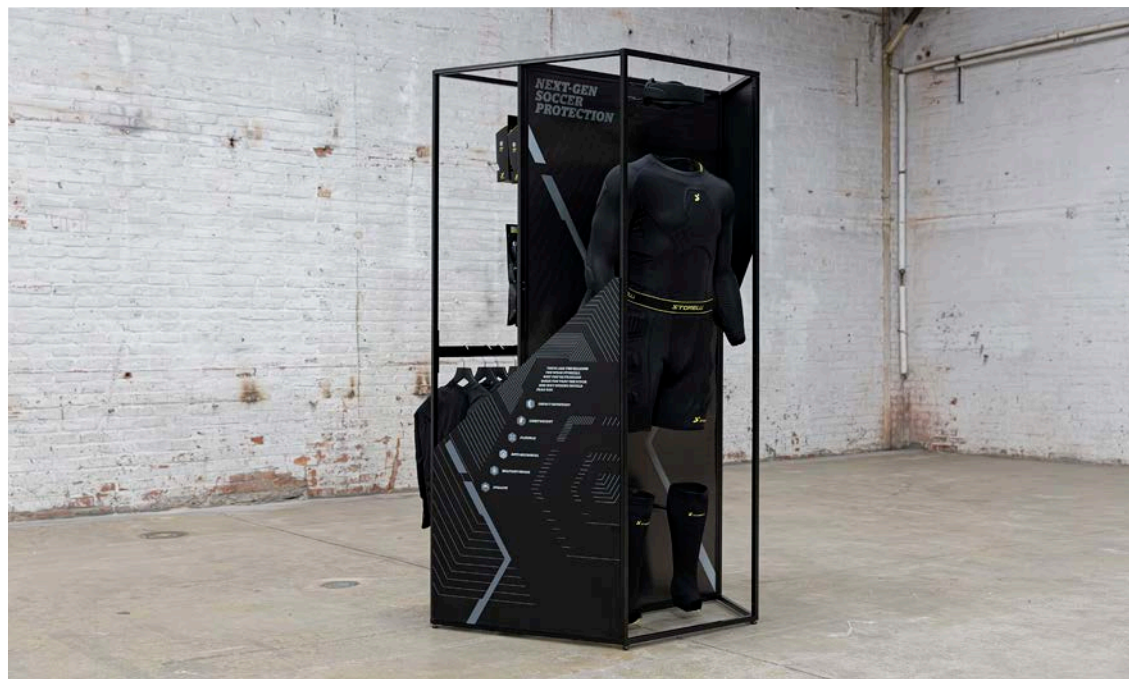
Storelli, a soccer specialty manufacturer, had a strong mission to create a one of a kind fixture that would stand out in a multi-brand retail environment. A fixture that embodies their brand values (fearless, unbreakable, free) while providing both merchandising and education for this new product category they've coined as "next-gen soccer protection."

The concept for the fixture was conceived as a "Superhero's Closet," designed to invite players to suit up, unleashing their potential on the field by allowing them to be fearless. The core of this inspiration came from the product itself. In an industry of flash and color, Storelli stands out with their edgy, black gear that resembles armor.

The 6'-6" tall fixture with a half hexagon footprint, inspired by the soccer ball, allows for multi-sided display, to separate education elements from product display. A custom fiberglass "anti-mannequin" stands off the center wall against a black-on-black graphic, boldly highlighting the brand's capability to protect players from head-to-toe. This mannequin was uniquely engineered so that no part of the mannequin is visible beyond the extent of the clothing, focusing exclusively on the product and allowing customers to imagine themselves in the armor.

The sides hold angled graphic panels that display additional information about the brand and product, while creating a dynamic quality of movement that invites you to explore all sides of the fixture. On the back side, a simple peg system and a hang bar allow for dense display of product, organized by type.

\* With Eight Inc.





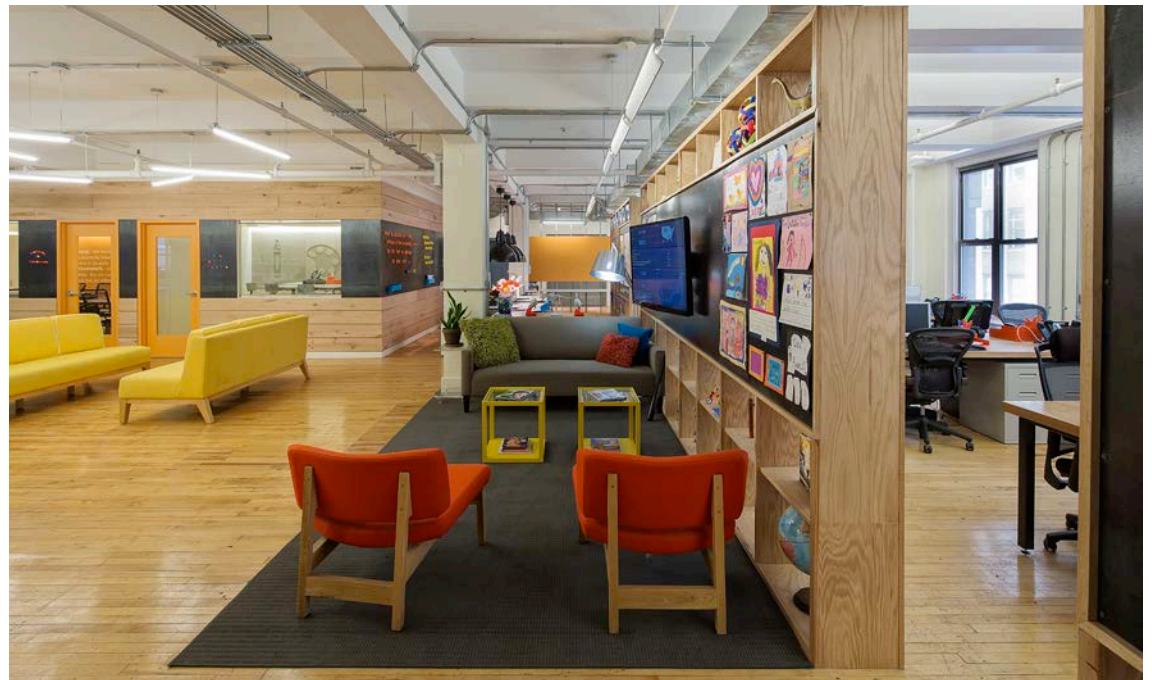
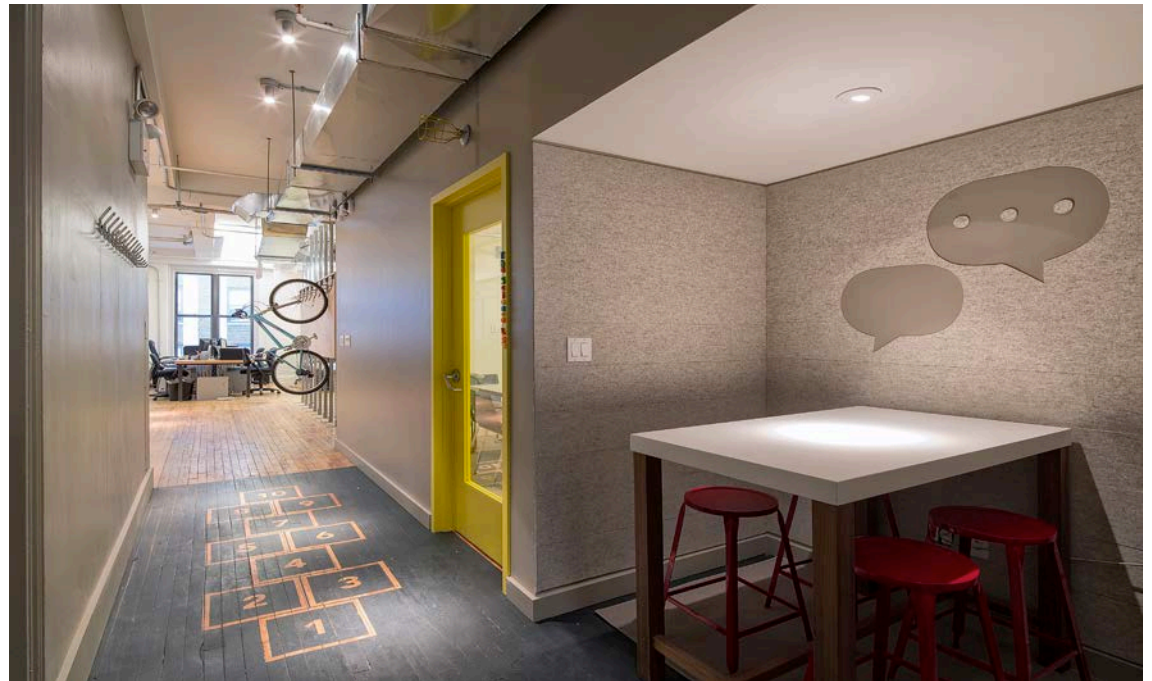
# DonorsChoose.org

**Location** New York, NY  
**Client** DonorsChoose.org  
**Size** 10,000 sq ft  
**Completion** 2014

The national charity DonorsChoose.org, based in New York City, needed a space that would motivate the staff, delight visitors and serve as a true reflection of their core beliefs and identity.

Drawing influences from an iconic schoolhouse aesthetic, the design takes the tools and forms typically found in educational spaces and reinterprets them for the modern office. The reference to classrooms continues in the palette of natural materials and soft tones with bright pops of color, and the use of playful school-related iconography present throughout the space.

\* With Eight Inc.





Donors Choose.org  
Teachers ask. You choose.

test. We believe  
success by design  
isn't in an apple,  
teamwork. We  
key. We are one  
of the best

THE  
ART  
STUDIO

# NY & Company

**Location** New York, NY  
**Client** New York & Co.  
**Size** 7,500 sq ft  
**Completion** 2013

The retail concept developed for NY&Co articulates distinct experience zones that communicate the brand story and product offering to customers in a relevant, guided approach. Products & Services are organized logically and intuitively for first-time and repeat customers.

The “Main Street USA” three part storefront filters the customers through a deep immersive threshold zone signaling the transformative world beyond. Collections, Basics and Special Collections define the interior space.

One area that truly sets NY&Co apart, and is the architectural heart of the store, is the special collections zone. It is the central spine, and is flanked by freestanding fitting rooms. The spine is bold and glossy and it sparkles in confidence, echoing the NY&Co customer. The Broadway marquee lighting ceiling sets the “strutting” runway; gray mirror clad fitting rooms is for sassy reflection. The floor fixtures are flexible to allow for curated Special Event sets.

\* With Eight Inc.





# Hearts On Fire

**Location** Las Vegas, NV  
**Client** Hearts On Fire  
**Size** 1,750  
**Completion** 2012

To bring the Hearts on Fire vision to life, the obstacles typically found between shoppers and fine jewelry — the museum-like display cases — were removed and replaced with “jewel boxes” that sit at eye level. With the swipe of a card, an associate unlocks a “jewel box” drawer that slides down to present the diamonds to a customer. Simultaneously, a mirror is revealed and the lighting within the box shifts from a blue glow that highlights the diamonds’ rainbow sparkle to a hue more flattering to skin. This innovative arrangement encourages a collaborative partnership between customers and sales associates. Most importantly, it allows customers to experience the jewels on a more intimate and personal level.

Every element of the experience — the physical environment, digital solutions and staff behavior — was been designed to showcase the Hearts on Fire diamonds and ensure shopping is effortless, engaging and pleasurable for its customers.

\* With Eight Inc.





# Tourneau

**Location** New York, NY  
**Client** Tourneau  
**Size** 3,000 sq ft  
**Completion** 2011

Every aspect of Tourneau's new concept store was rethought to create an unparalleled experience that makes shopping for watches as effortless and engaging as possible.

Unlike traditional watch stores, cases at the store are accessed from all sides, eliminating the typical 'behind-the-counter' format. This simple innovation lets people peruse the same counter at the same time with everyone enjoying close-up views of every watch. It also allows customers to interact with salespeople in a more natural, comfortable manner.

The store also utilizes time-saving digital technologies to make searching Tourneau's inventory of over 8000 watches as easy as springing forward.

\* With Eight Inc.



  
TOURNEAU



# Jordan Brand Melo M8 Launch

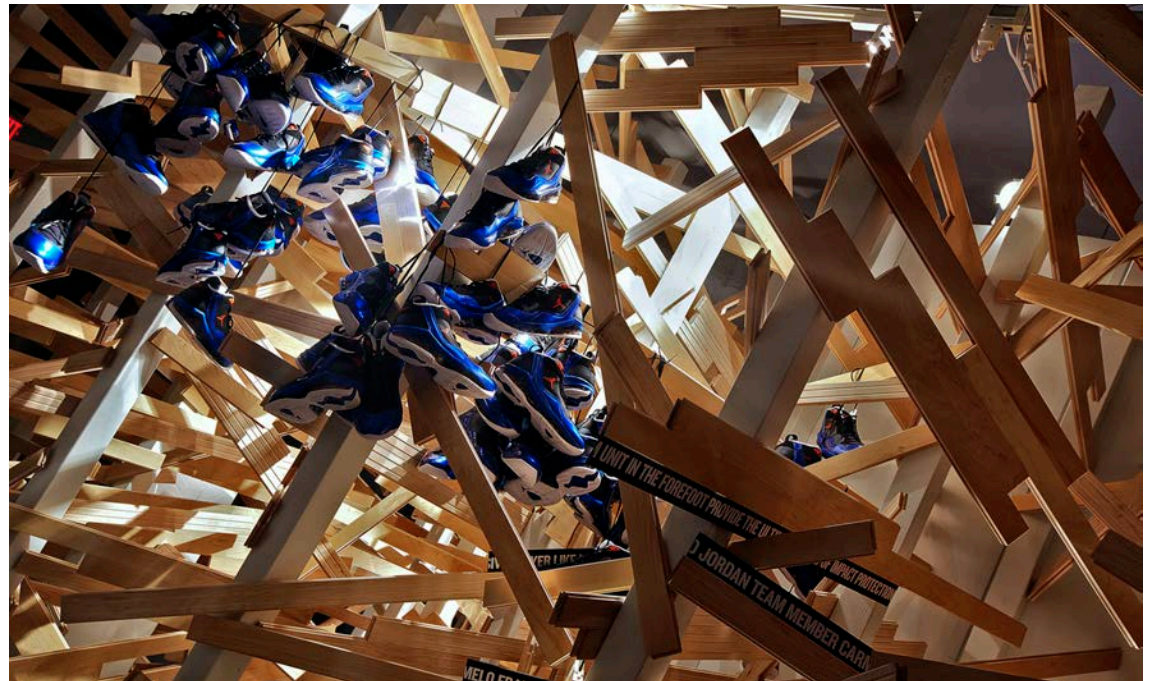
**Location** New York, NY  
**Client** Nike  
**Size** n/a  
**Completion** 2011

In October 2011, Nike launched Carmelo Anthony's new M8 Jordan Brand sneaker with a dramatic installation in "Flight Lab 159" on Bleecker Street in New York City.

The concept was inspired by an exploding basketball court, celebrating the explosiveness of Carmelo's game with a pop-up that bursts out of the space as a tempest of shattered floorboards. The Jordan M8, engineered to support Carmelo's unique athletic instincts, hangs throughout the devastation of planks where its technological advancements are detailed and explained.

In the eye of the storm, concave white walls display digital footage of the basketball star speaking about what drives and inspires him.

\* With Eight Inc.





**DEVAST8**  
EXPLOSIVE ON THE WING. HAVOC IN THE PAINT.

**WELD M8**

# GAP Ginza

**Location** Tokyo  
**Client** GAP  
**Size** 15,000 sq ft  
**Completion** 2011

Situated in the posh shopping district of Ginza, the four-story Gap Flagship store in Tokyo, Japan, is the brand's largest representation in Asia to date - a unique facade and ground floor retail space that would attract shoppers and create a strong brand statement in a new, competitive market.

Occupying four floors of a new office tower, Gap's signature Blue Square becomes an architectural icon with a striking corner facade clad in laminated blue glass. Natural light permeates the ground floor retail space, the walls clad in etched glass that subtly reflects the light and activity of the busy Ginza street outside, while a honed limestone floor softens and warms the material palette. Navigating the upper floors, the interior escalators themselves become a signature element, emitting a deep blue glow that subtly attracts and guides shoppers throughout the four-story space.

\* With Eight Inc.





GAP

GAP

MIZUHO

GAP  
FLAGSHIP  
GINZA  
GRAND  
OPENING  
3.31THUR

GAP  
FLAGSHIP  
GINZA  
GRAND  
OPENING  
3.31THUR

# “High-Density on the High-Ground”

**Location** New Orleans, LA  
**Client** Competition  
**Size** n/a  
**Completion** 2006

The design of “Katrina: High Density for the High Ground” resulted from a competition created as a catalyst to reassess, re-envision and redesign New Orleans’ housing needs following the devastation wrought by hurricane Katrina.

The winning design solution is a sustainable high-density 160-unit housing community on a high-ground site by the Mississippi River. The 12-story building is designed with a variety and textural complexity that is consistent with the “placed” quality of the residential building types of the Bywater neighborhood and throughout the city of New Orleans.

“High Density on the High Ground” was featured in the American Pavilion at the 10th International Venice Architectural Biennale in 2006 and was part of an ongoing traveling exhibit sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs.

\* With Eight Inc.





# Nokia Global Flagships

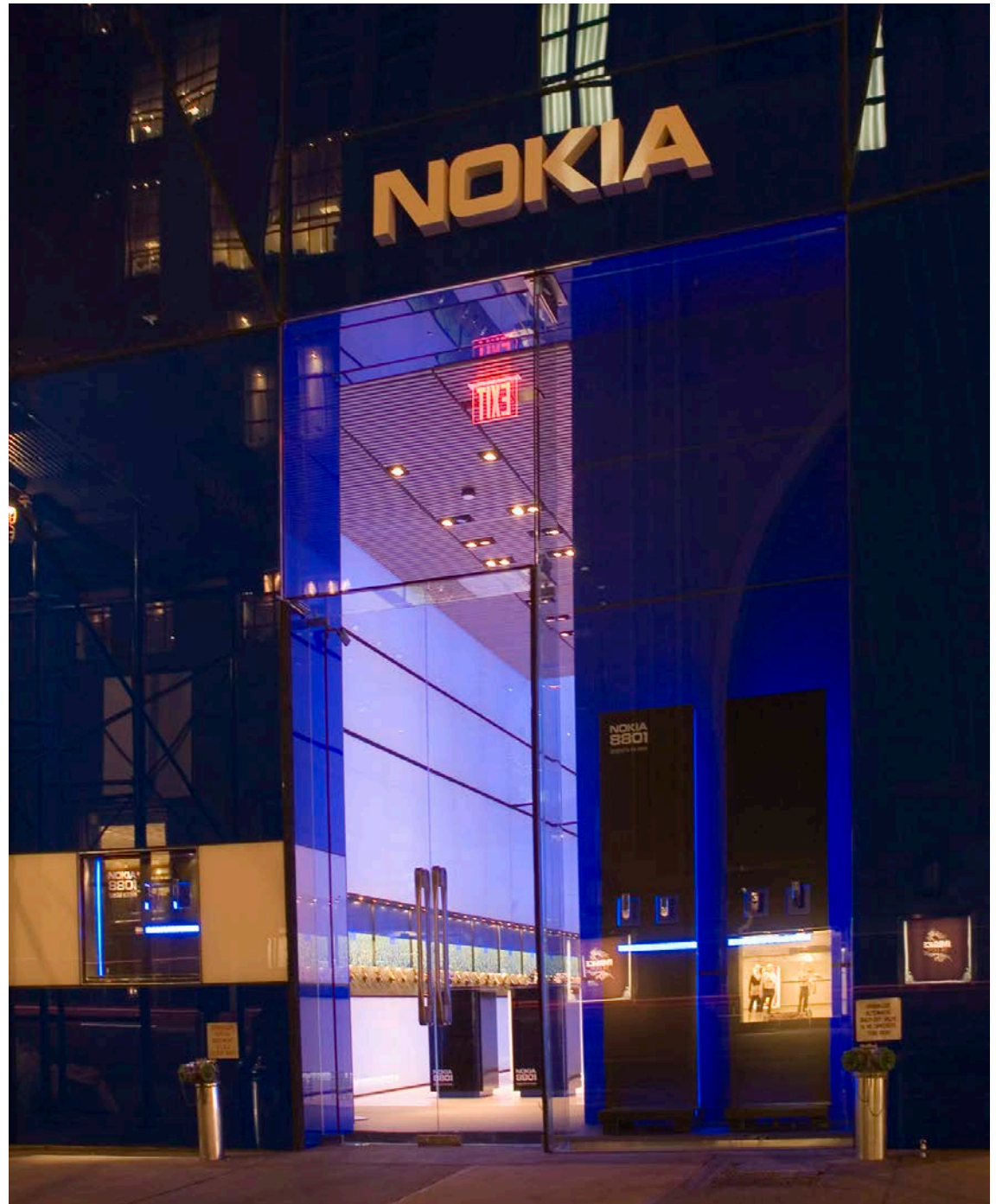
|                   |           |
|-------------------|-----------|
| <b>Location</b>   | Global    |
| <b>Client</b>     | Nokia     |
| <b>Size</b>       | varies    |
| <b>Completion</b> | 2005-2009 |

As part of Nokia's global brand positioning strategy, a retail program was established to implement global flagship stores in key locations around the globe. The flagship stores are unique interactive retail environment that offer consumers a hands-on product experience that extends brand recognition and fidelity and creates a new venue for generating sales.

The primary focus provides an engaging customer experience while furthering Nokia's presence as a leader in innovation and design-driven technology. The first global flagship store was built in Moscow on Pushkin Square and offers a high-end retail location where Nokia becomes a distinctive technology shopping destination — a critical commercial hub within Nokia's global virtual network.

The retail space was created to incorporate the highest level of technology, allowing users to engage and learn. The entrance is characterized by Nokia's signature blue while the interior architecture combines a use of dramatic LED lighting and displays to highlight each product. A perimeter LCD display communicates ever-changing visual messaging bringing human relevance to technology and is visible from the outside drawing people into the store.

\* With Eight Inc.



# Connecting People



# Urban Townhouse

**Location** New York, NY  
**Client** Confidential  
**Size** 1,300 sq ft  
**Completion** 2009

This five-floor residence is constructed within the fixed footprint of an existing three-story townhouse on a typically narrow infill Manhattan plot, sharing party walls with the adjacent houses. The clients asked for loft-like spaces, open and filled with light but also private – exactly the opposite of a standard NYC row house.

To meet this challenge, the conventional plan and section has been radically redefined. The stair and elevator core are pushed to the street façade, instead of running along one of the party walls. As a result, loft-like spaces run fluidly the entire length of the 38-foot-deep building, rather than being compartmentalized into small front and back rooms.

The front facade derives its expression from the interior interplay of openness and privacy. It screens the house from the street through several layers: the stairway, the bookshelves, the solid wall with punched windows providing glimpses of the street, and the exterior perforated aluminum rain screen.

The horizontal joints of the aluminum panels break up the vertical surface as a reference to the rhythm of the window spacing of the row houses. At the same time, the glass and aluminum reference the many high-rise apartment and office buildings of this midtown Manhattan neighborhood.

The rear facade engages the opposite approach; it is all glass, a full-height, full-width curtain wall that bathes the interior in light. At night, the warm lantern-like light of the interior illuminates the rear garden.

\* With Peter Gluck & Partners





# Q-Loft

**Location** New York, NY  
**Client** Confidential  
**Size** 4,750 sq ft  
**Completion** 2004

The Q-Loft project is a complete gut renovation of a loft for The Editor-in-Chief of Marvel Comics and Family. The Q-Loft is located in a former industrial building in New York's Chelsea neighborhood and occupies an entire floor with full window exposure and dynamic urban views on three sides. Due to the depth of the extremely large floor plate, the private living zones are "packed out" on three exterior walls. The public zones interweave between these zones, stitching them together.

The Master Bedroom is situated on a view axis with the Empire State Building with a glassed in Master closet and Bathroom situated behind. The Guest Bedroom, Child's Room and Play Room are located on the opposite side of the loft. All of these private spaces are provided with overhead interior windows to bring natural light to the interior of the floor plate. In between these private zones are the semi-private home theater, entry, powder room and artist's studio. The large object void of the theater may be dissolved into the public space by opening the large glass sliding doors.

The open public areas include the kitchen, dining room and living area. The semi-private studio/powder room bar resolves in the kitchen and opens into the larger living space, combining programs of cooking and entertaining within the apartment. Dividing as well as connecting the kitchen and living areas is a freestanding island. The living area remains open, providing Empire State Building views and maximum natural light to enter the loft space.

\* With Resolution: 4 Architecture





# Ravine House

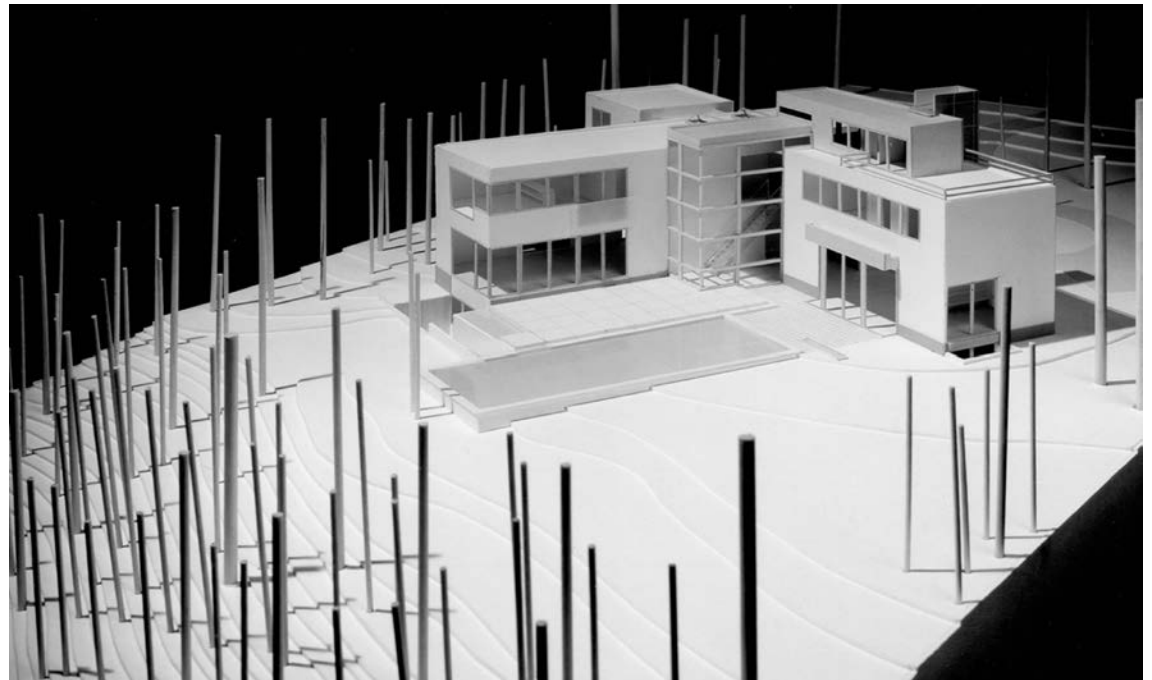
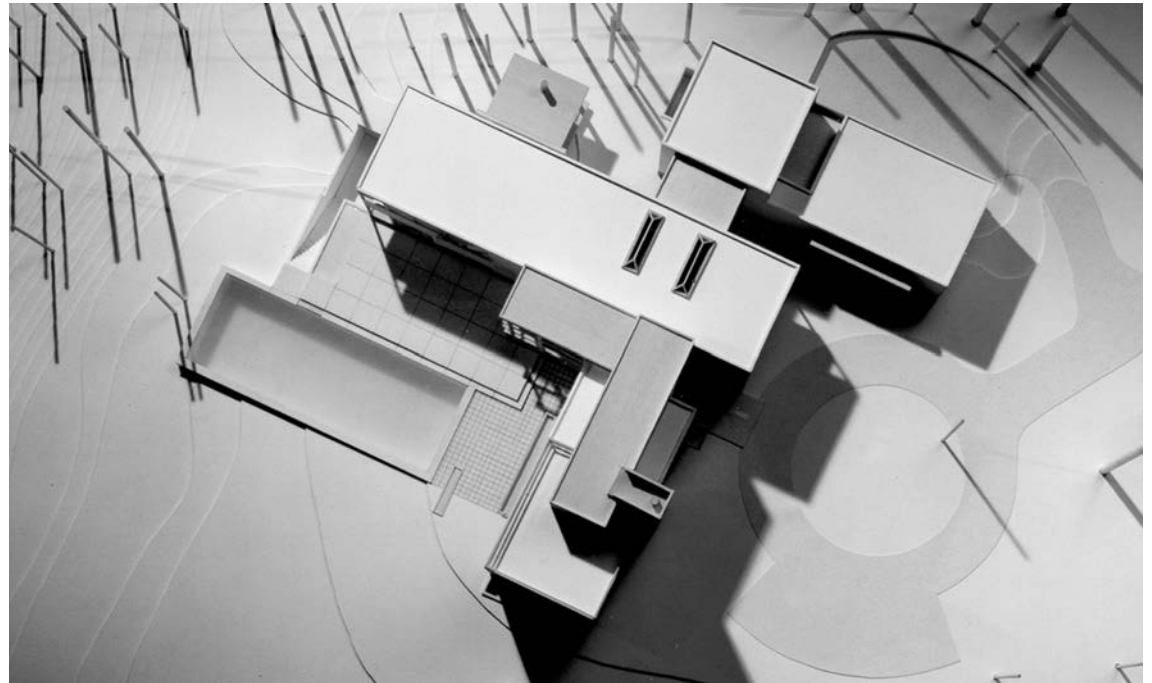
**Location** Highland Park, IL  
**Client** Confidential  
**Size** 5,000 sq ft  
**Completion** 1999

The single family Ravine House is located on a steeply sloped and wooded ravine site in Highland Park, Illinois. The form of the house is derived from the Wrightian/DeStijl pinwheel plan.

The major and secondary vertical circulation elements serve as transparent vertical anchoring points. The solid stucco living spaces are arranged horizontally, spiraling off of the circulation elements. The basement houses the large open spaces: playroom, exercise area, and changing areas for the pool. The basement also houses the majority of the mechanical electrical equipment. The first floor contains the household support spaces: living, dining, kitchen and family rooms. The second floor contains the private family dwelling quarters as well as a study and guest room. The third floor is comprised of a children's play-loft with roof terrace access.

The composition of the pinwheel plan is accentuated through the rhythm of the solid living spaces and the glassy void spaces. The pattern creates transparent view corridors through the solid elements into the densely wooded ravine beyond. The rear elevation of the domicile is extensively glazed to create the illusion of proximity to the wooded ravine.

\* With Nagle Hartray Architecture





# New Earth Retreats

|                   |              |
|-------------------|--------------|
| <b>Location</b>   | Costa Rica   |
| <b>Client</b>     | Confidential |
| <b>Size</b>       | n/a          |
| <b>Completion</b> | n/a          |

New Earth Retreats is a new concept in eco-friendly total body tourism to create an Earthsponsible wellness retreat in harmony with nature's song where anyone can heighten self awareness through experiential learning, healthy living, and enhanced connectivity.

New Earth Retreats enhances the sacred reverence for the enormous potential of the energy that is within us, that is all around us, and that is us. From the qi of Taoism to the rlung of Tibetan Buddhism to prana in Hinduism, which moves through the chakra energy points of the human all seek to describe the sum total of energy that is manifest in the universe, the life force that permeates and connects all things. Thus, every aspect of the Guest Experience, with particular attention to the treatments, mind-body, and educational programming, endeavors to amplify energy flow and foster conscious awareness.

New Earth Retreats embraces elements of the geographic location, respectfully weaving in local touch-points and regional features wherever possible, while remaining steadfast to the distinct and precious. A commitment to Accessibility, Experiential Learning, Well-Being, Discovery, Meaningful Connections, and Earthsponsibility. Local flora and fauna, topographical characteristics, and seasonal characteristics are observed and incorporated into the design in order to create indoor and outdoor spaces that are nearly native in their use of materials, textures, shapes, and patterns.

\* With Eight Inc.





