scott l. corey

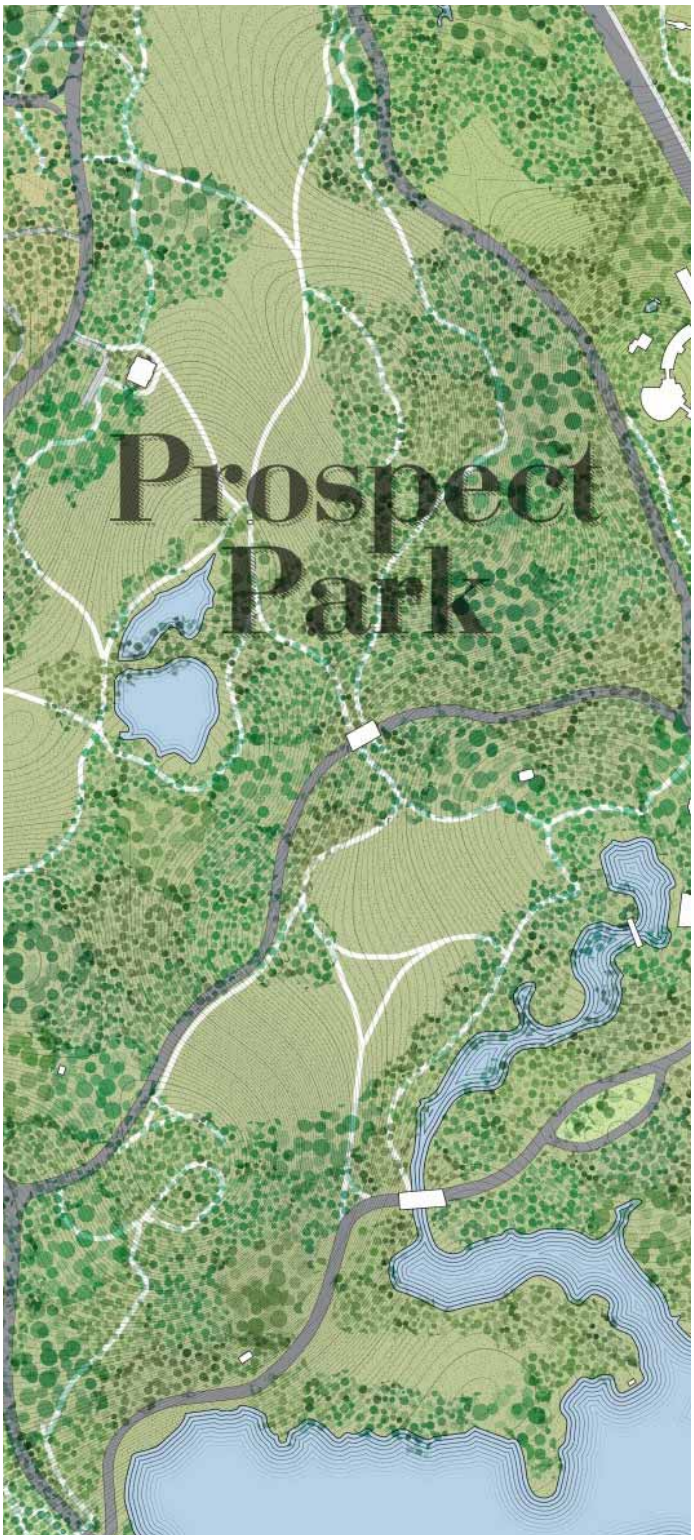
portfolio

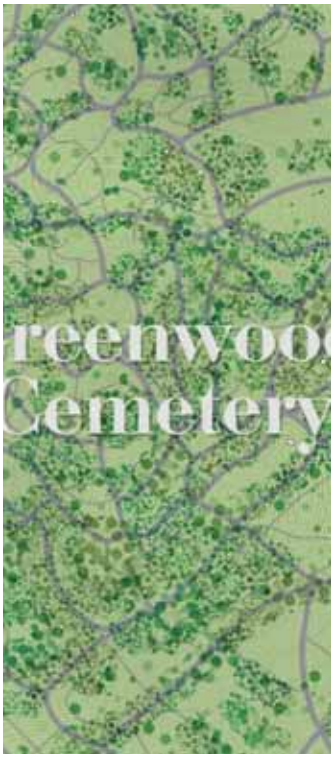
About Me

Working and training as an architectural designer in New York and Belgium for years led me to the decision that my design passion and strengths lie in developing and designing architectural representations. A job at COOKFOX has allowed me to explore drawing styles and techniques as an in-house graphic designer at a mid-sized architecture firm. Throughout my time at COOKFOX I've proven to be an asset for any architectural team in the midst of a presentation deadline by imagining and executing the imagery required to best describe our individual projects while maintaining a sensibility for the global mission statement of the firm. Following a promotion to the communications team, I was given the task of coordinating digital and print presentations which demanded increased proficiency in typography, layout and time management. In order to continue experimenting with visualization in communication, I began doing independent work with info graphics for Visual.ly, illustrations for a book about Building Information Modeling and maps for print through Society6. Based on my experience and technical skills, NJIT invited me to an Adjunct Professor for a Graphics & Representation course.

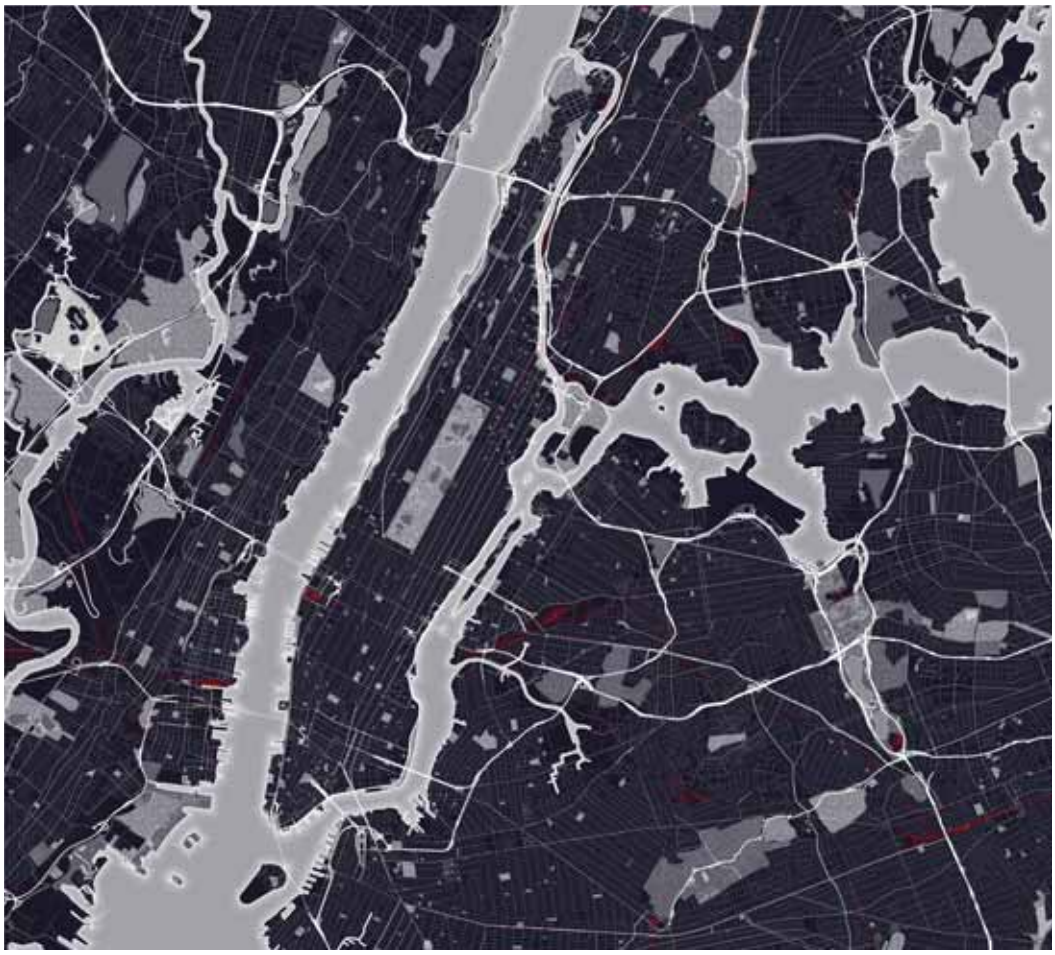
Contents

Map Design

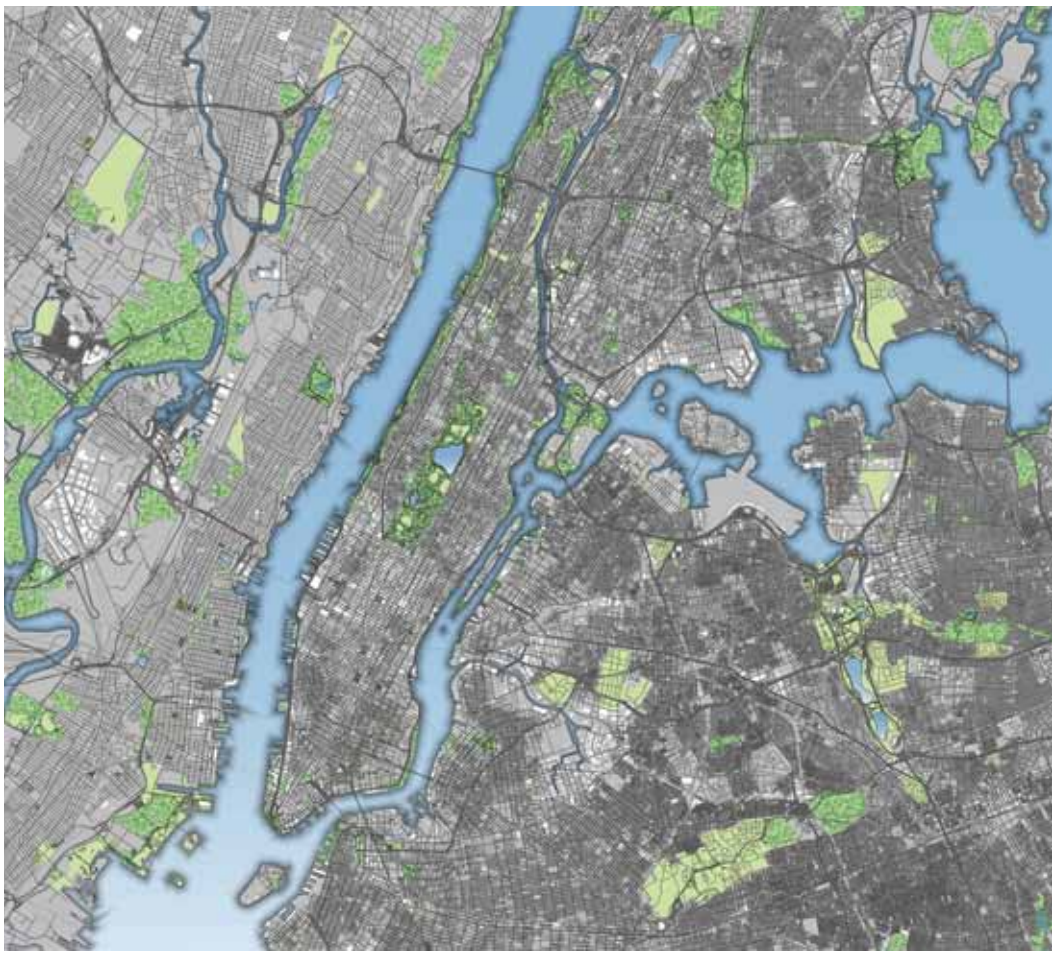




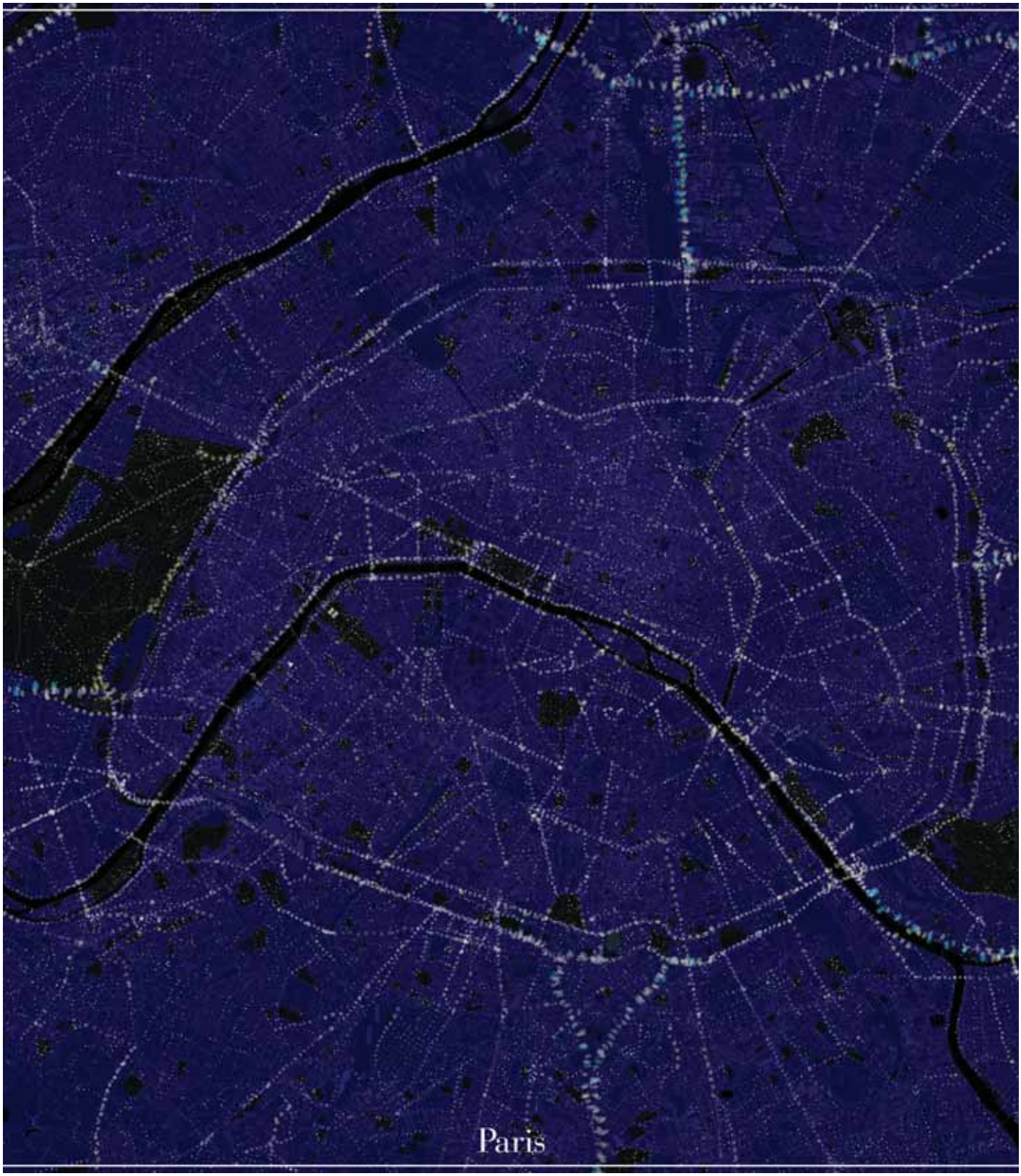
A mentor once gave me the task of documenting roof lines, porch heights and front yard trees in a neighborhood we were designing a project for. I learned the lesson that every line represents a place that is important to *someone*. Since then I have expanded from drawing context as background to representing a moment of time for a place that has value to me. Central Brooklyn was a proof of concept project that allowed me to explore limits: limits to software and hardware, limits to data collection, limits to representation technique, and limits to attention span while manually staring at google earth to 'fact check.' I value the time I invested in this project not just because of how much I learned about illustration, but also because it gave me a new perspective on a place I had recently moved to and wanted to explore on foot.



An exploration of technique in cartography with a different scale. The information used was restricted to transportation and hydrography boundaries.



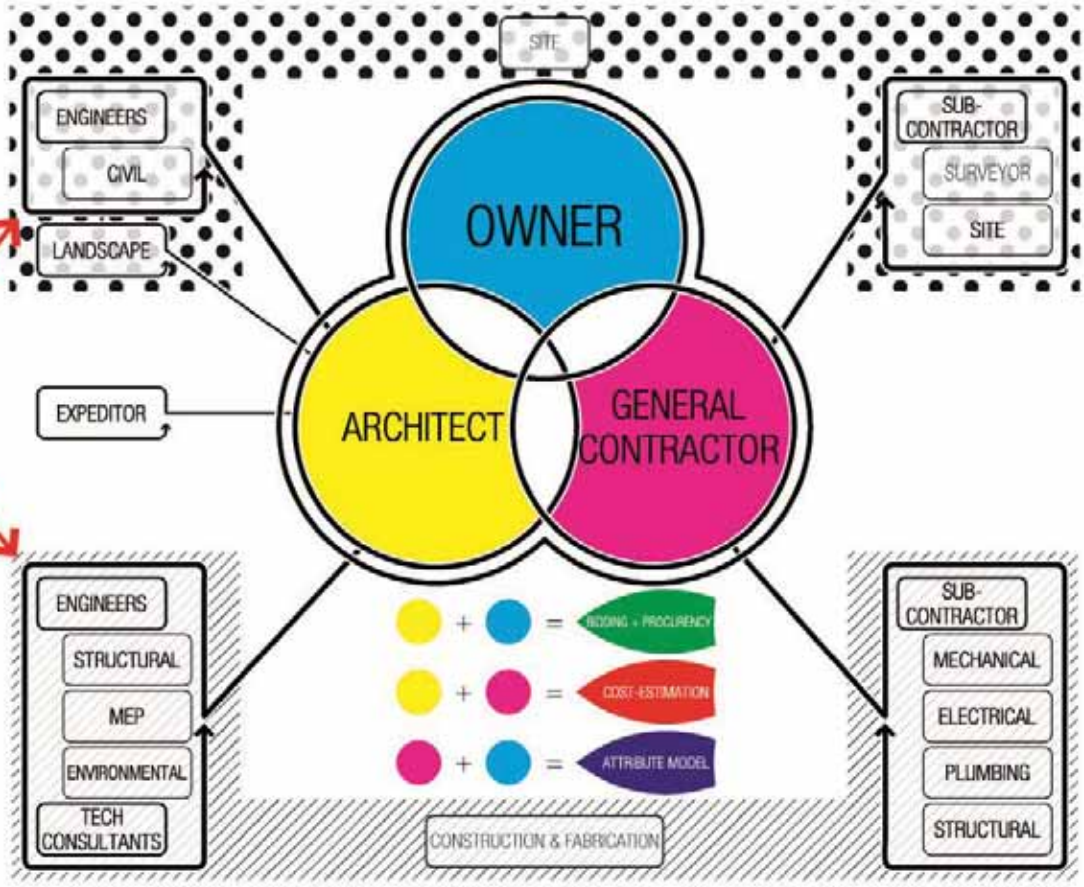
A custom map for a new interior design website info page. The low pixel size required for a website created and effect where the neighborhoods with smaller buildings on average read much denser on this map.



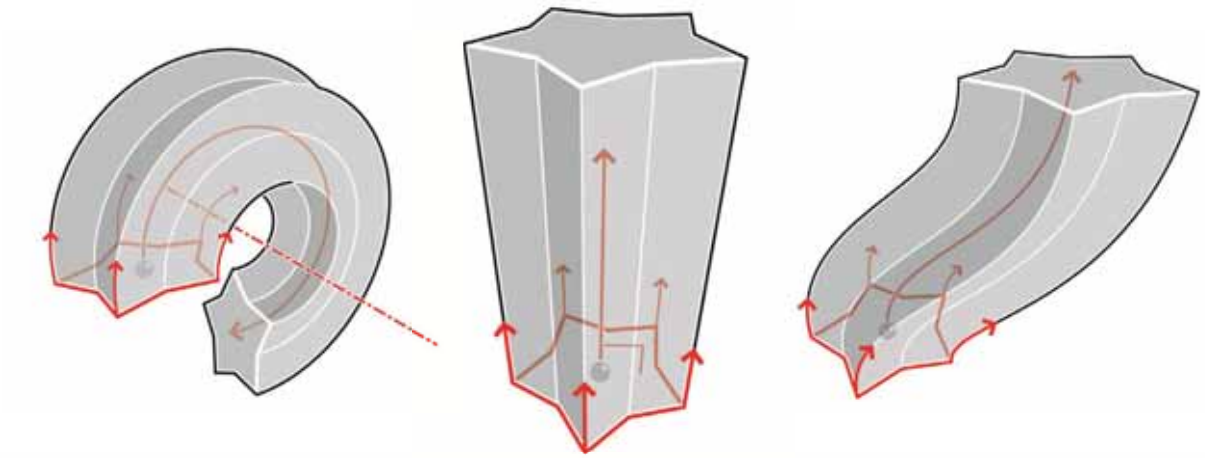
I sold variations of my original Central Brooklyn map online for a while before I received requests for bespoke maps of various cities. I accepted the request for a map of Paris that needed a quick turnaround. The first Brooklyn Map require a huge amount of research and time, but I had just begun working on a new technique inspired by a night time flight that provided much speedier results.

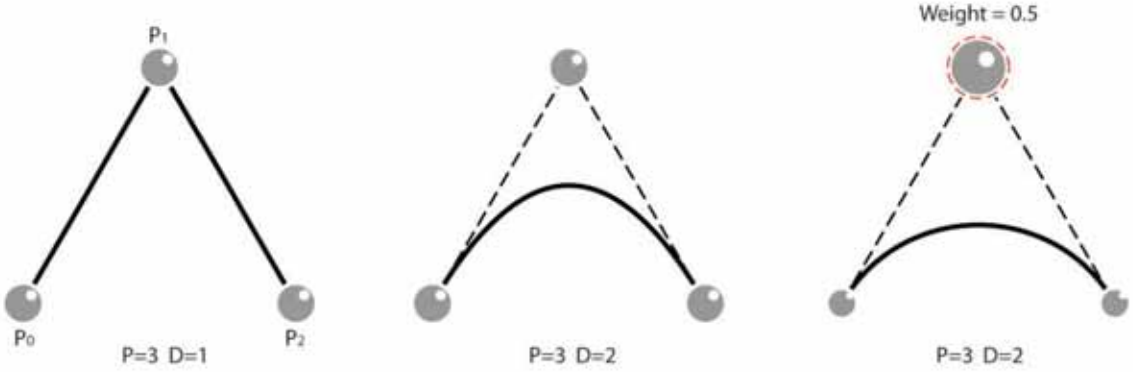
The goal was to represent a city as seen at night using the same type of vector data that I have extracted from OpenMaps for my NYC maps. Exploiting the inherent hierarchical structure of the data, I was able to create and assign custom brush strokes to represent the different densities in a city. After the procedural steps were completed I tried to identify major nighttime thoroughfares to enhance their visibility on the map.

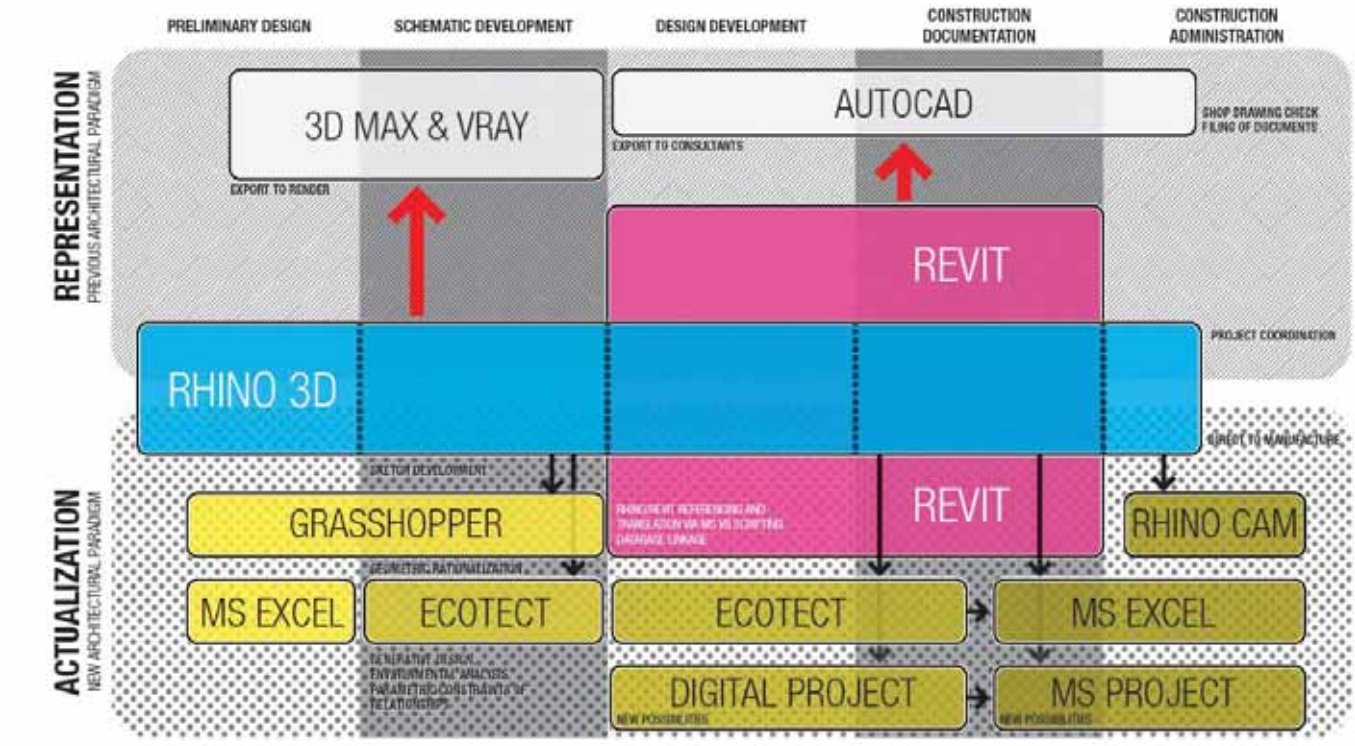
BIM Design



Publication



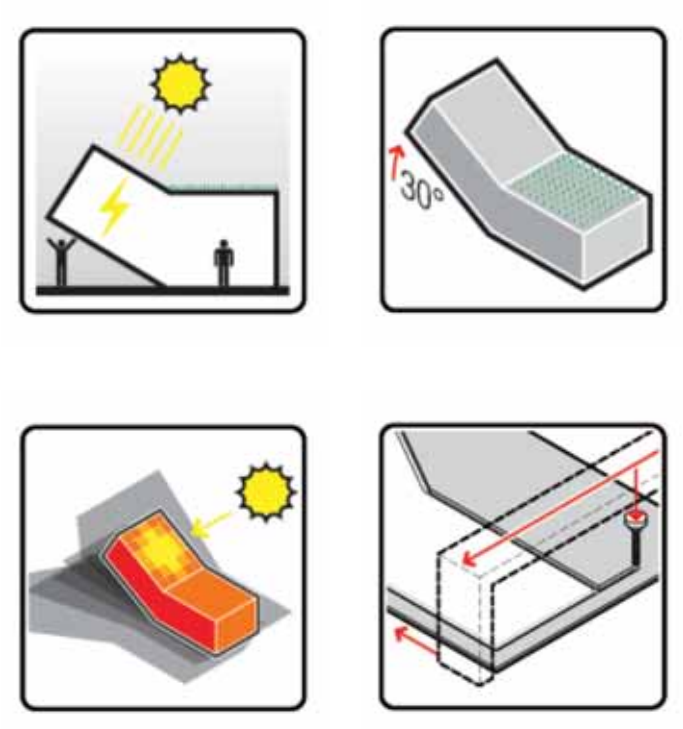


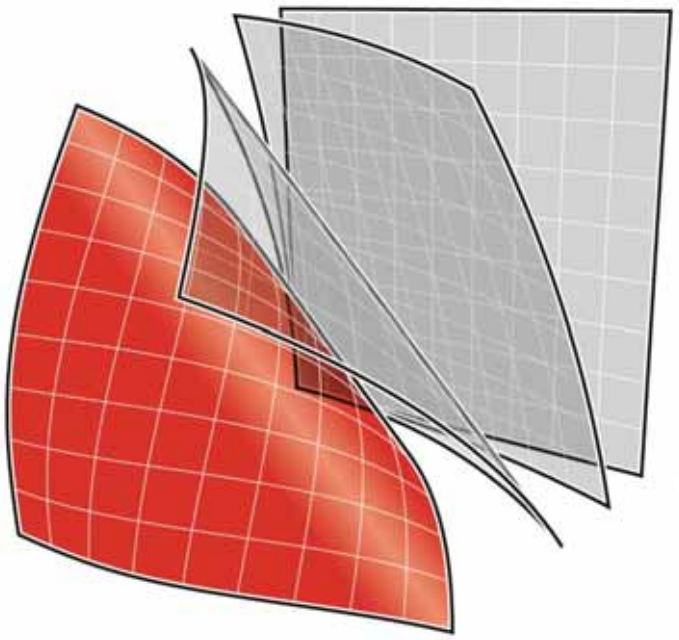


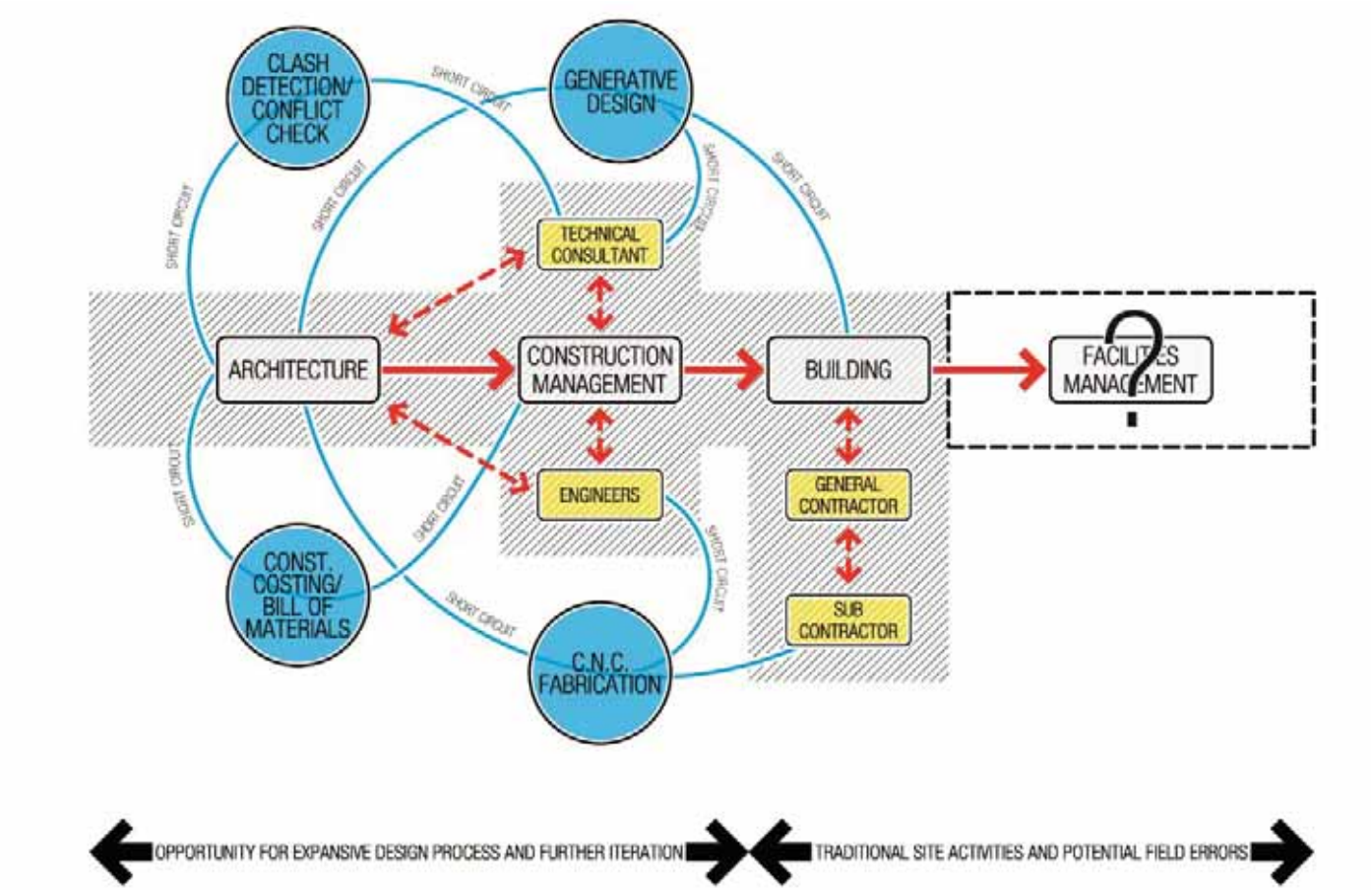
In 2010 I began working with an author of a book focused on BIM technology in Architecture to create a series of drawings that would help him illustrate his geometric and architectural discussion. I completed dozens of illustrations for every facet of the book so that there was a stylistic thread throughout. I was brought on very early in the progress of the manuscript so that I could continuously read drafts and suggest illustrations to fill in where text descriptions became difficult. Some of the topics required research into the underlying logic that software uses so that I could properly diagram the solution.

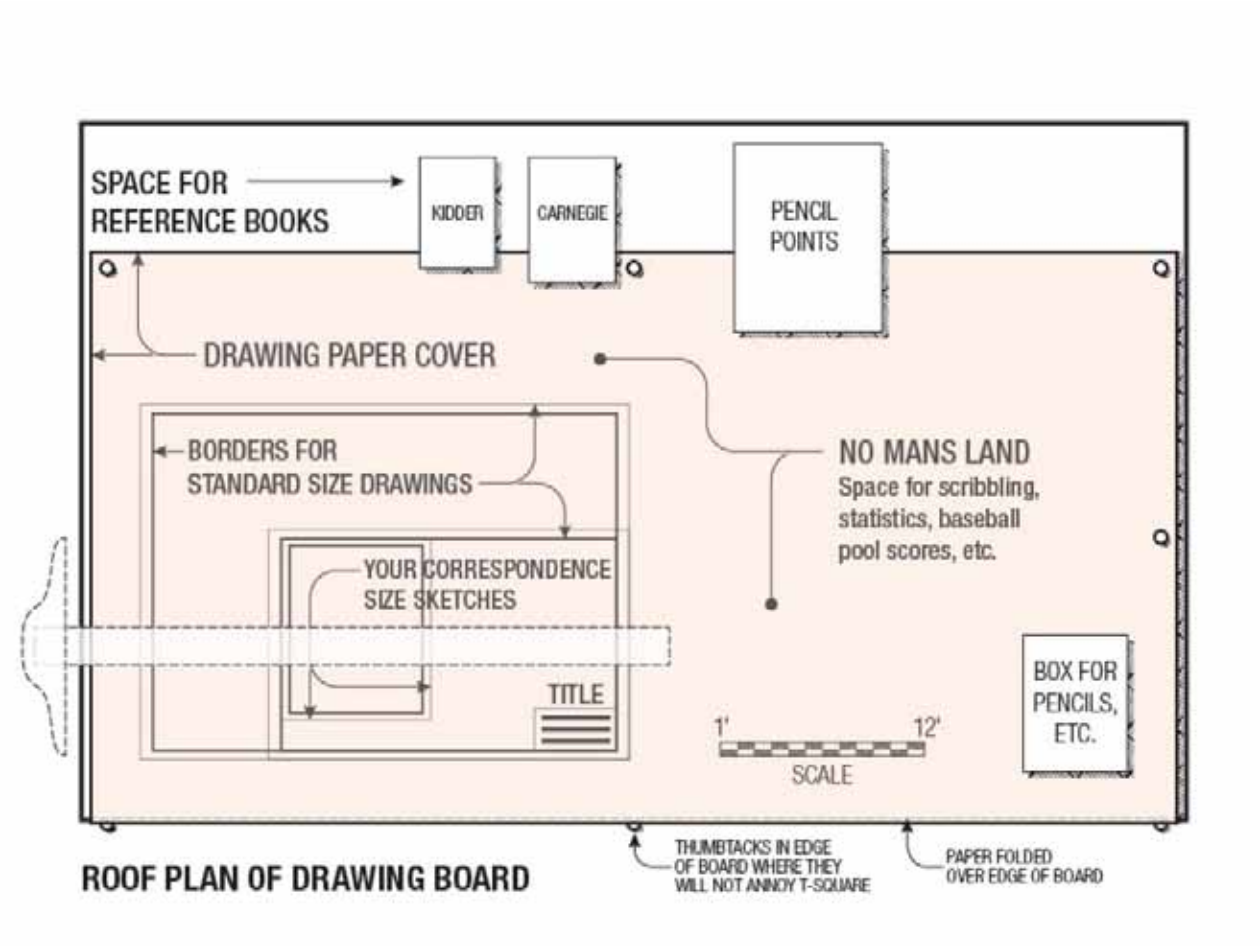
(Left Bottom)
Two simple series of drawings. One for common solids generation (revolve, extrude, sweep/loft). The other for a more complex idea of weighting with NURBS curves and control points.

(Right Bottom)
A set of four diagrams to define the progression of chapters in the book:
***Diagram**-New Tools*
***Constraint**-Components*
***Profile**-Assemblies*
***Toolpath**-Building & Fabrication*





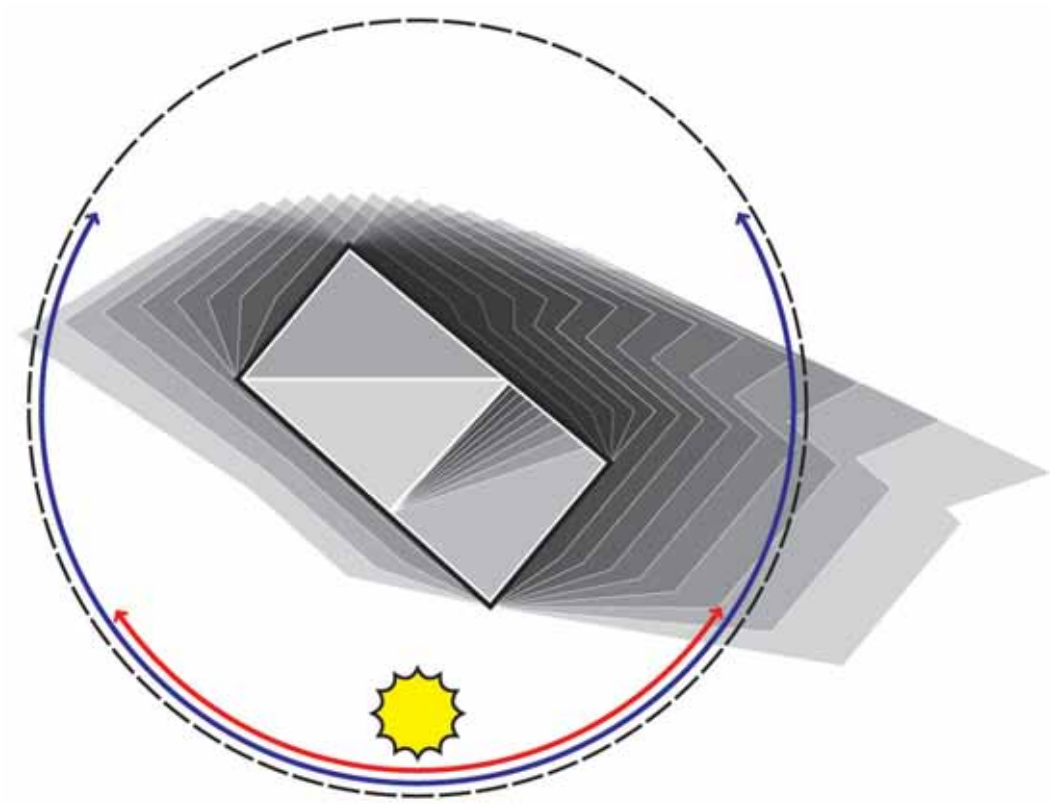




ROOF PLAN OF DRAWING BOARD

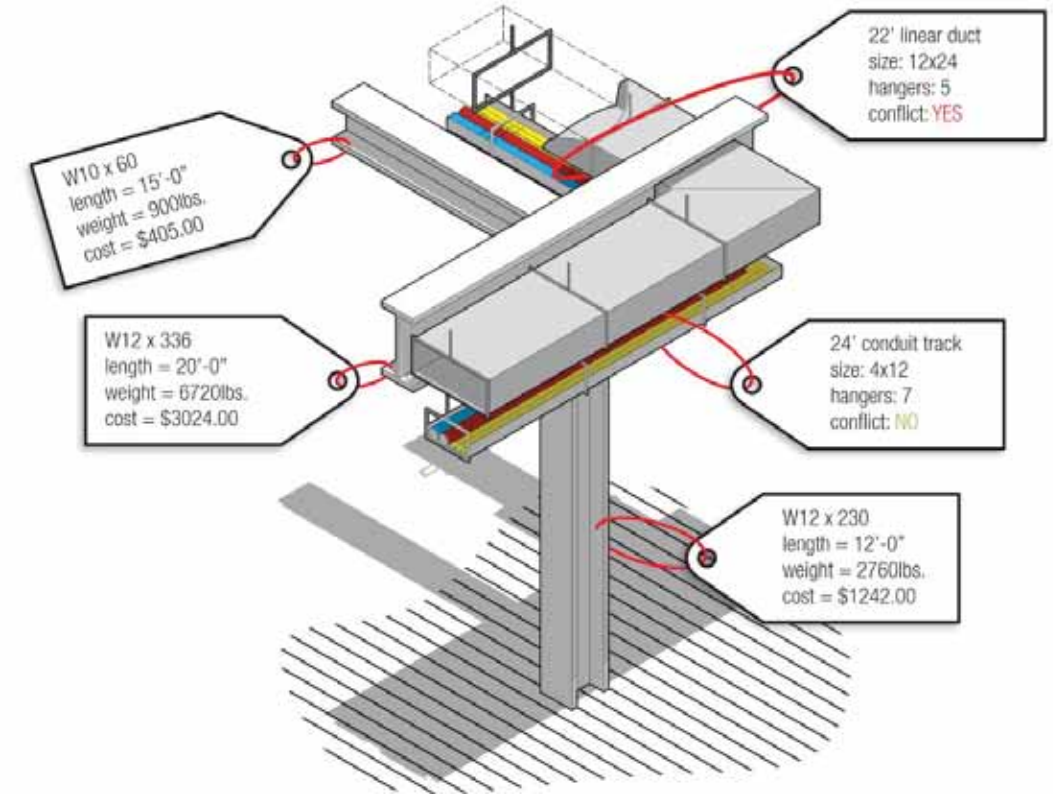
(Left Top)
A Flow chart describing varieties of construction-software relationships.

(Right Top)
An illustration of aggregate solar impact on a site.



(Left Bottom)
An illustrated drafting board used in a section exploring historic elements of construction management.

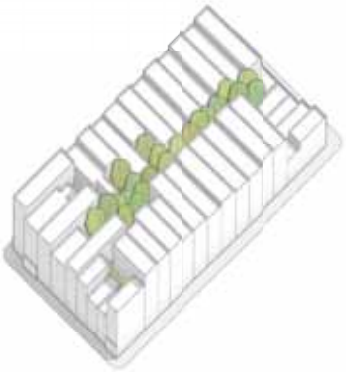
(Right Bottom)
An example scene illustrating cost estimation and clash reporting, a new representation techniques available in BIM software.

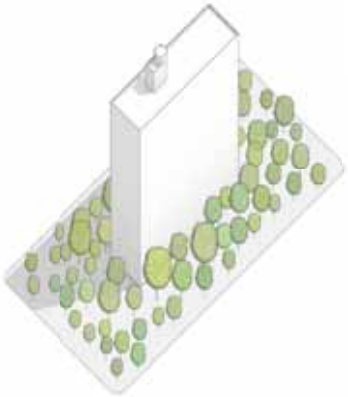


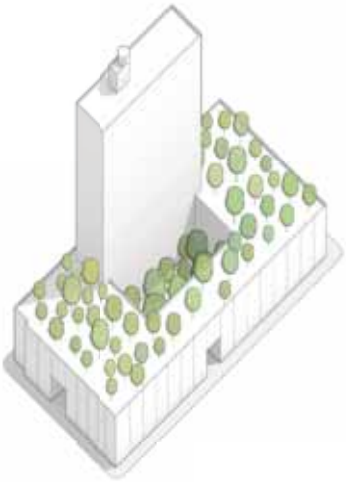
Seward Park

COOKFOX was invited by Forest City Ratner to partner in their proposal for the Seward Park EDC project. The main concern everyone in the team had was representing the small scale social spaces we were attempting to maintain in the Lower East Side through a series of connected courtyard spaces and public malls. Second to that was showing a mixture of the remaining building design as well as some aspects of the landscape design by other partners.

I conceived of an axonometric section drawing so that we could show how our projects fit into the neighborhood at multiple scales while also showing plan and section information. In this task, I was given the freedom to study the site and create an appropriate background site model as well as the responsibility to interact with many design teams to create a cohesive drawing that gave equal value to each building.





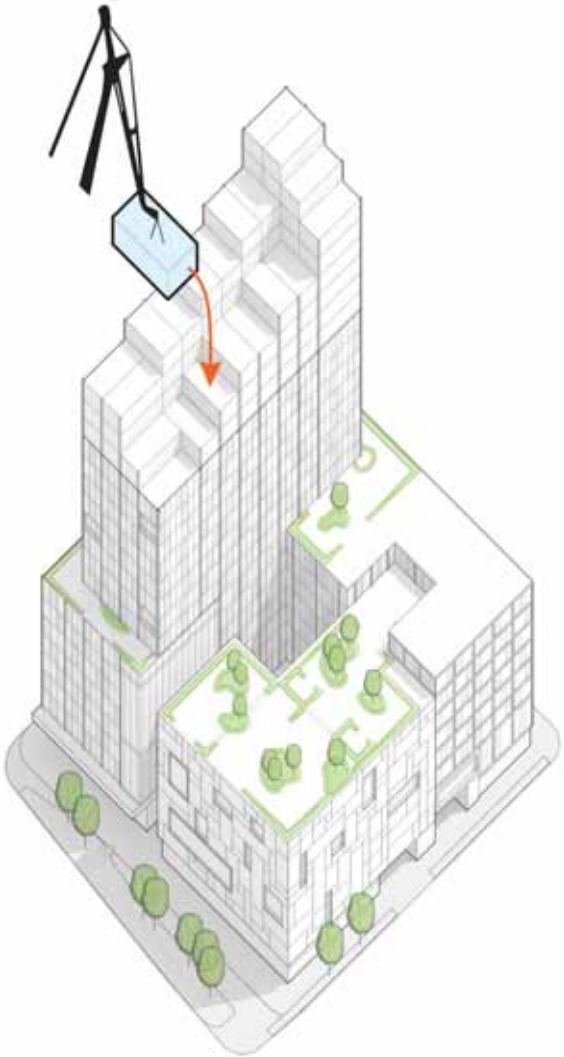


I re-purposed the digital components for a true isometric drawing of the entire site that we used in many parts of the presentation.

In the overall view the new buildings were given a slight amount of detail in comparison to the existing context, but the overall intent of the drawing was to show that the addition wouldn't look out of place.

Parts of the existing site were pulled out to explore typical conditions like brownstones with backyards and towers in the park. A hybrid version was our contribution to the neighborhood.

Last, I used the model to accompany a section on the modular construction methods proposed.



Marketing

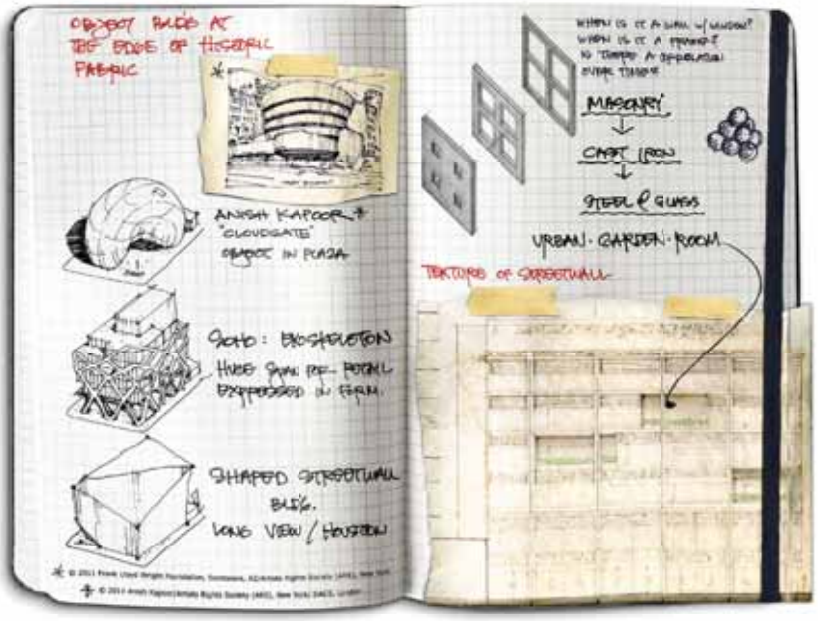

HOUSTON
LAFAYETTE
THE LAFAYETTE HISTORIC GROUP and THE EAST VILLAGE
FORREST MYERS "THE WALL"
GATEWAY TO SOHO
HAUGHWOUT BLDG.
CAST IRON FACADES
SOHO CAST IRON HISTORIC DISTRICT
300 LAFAYETTE


FRANK STELLA
URBAN INNOVATION
URBAN "TEAR" OF HOUSTON
LOUIS SULLIVAN
NATURAL ANALOGS.
BAKARD CONDICT (NOHO)
BIOPHILIA:
"PEOPLE FEEL GOOD WHEN THEY FEEL CONNECTED TO NATURE"
TOMATO SOUP

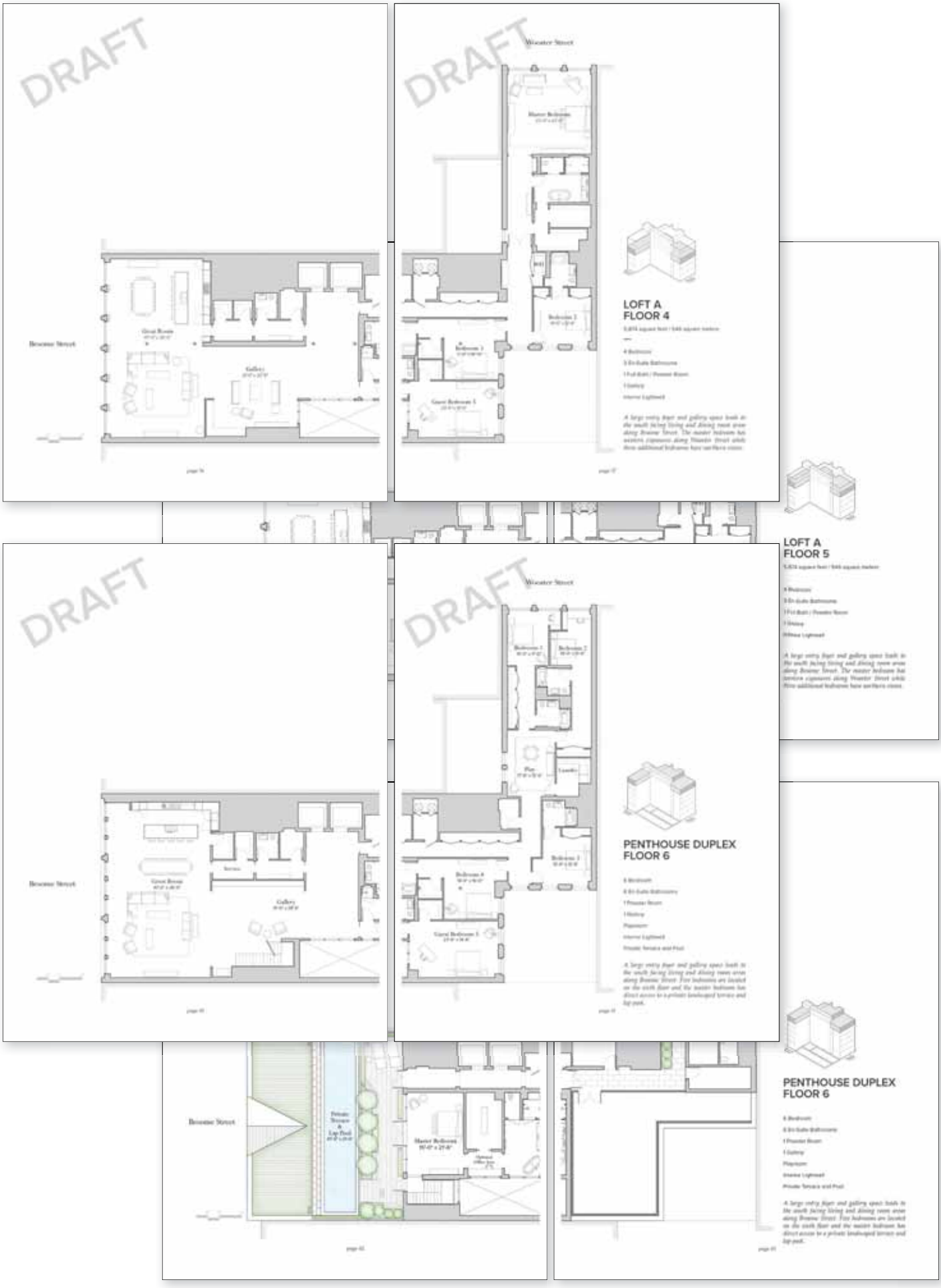
COOKFOX frequently works with developers and brokers to market their designs and help our client find the best tenants possible. In 2010 we were working on a design for a site in SOHO that required a large anchor tenant to make the financial package work. An external team put in charge of the marketing had the idea of combining the site with COOKFOX as the designer wanted to show prospective tenants that there will be a vision for the space they occupy.

I entered the project after the outside marketing team had produced their interpretation of a COOKFOX sketchbook which looked like a clean pin-board of buzz words and renderings. Rick Cook asked me to design a few options that showed the heart and soul of the design process that occurs in-house.

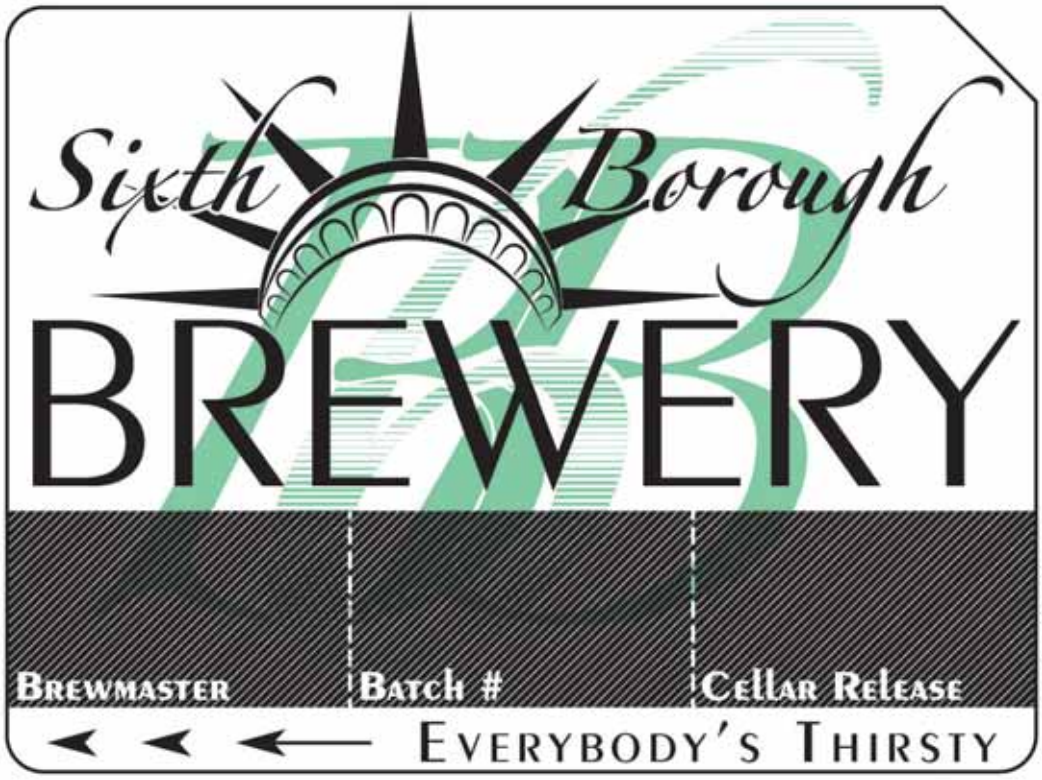
I designed the digital assembly of sketches, maps, art and other content by first physically archiving and scanning everything I could find related to the project and then curating everything on top of photographed moleskin notebooks in indesign. I was art director, curator, copywriter and on some pages even illustrator for our own proposal of a true 'architects sketchbook.' The client loved our addition and it became a centerpiece in the final marketing package.



In addition to drawings and presentations designed to *explain* COOKFOX projects, there are moments where I am able to design full marketing packets to sell units to future residents. One such opportunity was for an interior residential renovation COOKFOX designed where the building owner was unsure if an outside firm needed to be hired for print material. I worked with the creative director to design graphics such as a location map (*to the right*) that broke the island of Manhattan into its neighborhoods as well as a series of 3d keys to describe the location of units in the complicated, two frontage, building. The unit plans were drawn to respect the attention the interiors team put into useful layouts as well as to explain key locations of circulation.


DRAFT
Brownie Street
Great Room
Gallery
DRAFT
Worcester Street
Master Bedroom
Bedroom 2
Bedroom 3
Guest Bedroom 4
LOFT A
FLOOR 4
4 Bedrooms
3 En-Suite Bathrooms
1 Full Bath / Powder Room
1 Gallery
Internal Lightwell
A large entry foyer and gallery space leads to the south facing living and dining room areas along Brownie Street. The master bedroom has western exposures along Worcester Street while three additional bedrooms have northern views.
LOFT A
FLOOR 5
4 Bedrooms
3 En-Suite Bathrooms
1 Full Bath / Powder Room
1 Gallery
Internal Lightwell
A large entry foyer and gallery space leads to the south facing living and dining room areas along Brownie Street. The master bedroom has western exposures along Worcester Street while three additional bedrooms have northern views.
DRAFT
Brownie Street
Great Room
Gallery
DRAFT
Worcester Street
Bedroom 1
Bedroom 2
Bedroom 3
Bedroom 4
Guest Bedroom 5
PENTHOUSE DUPLEX
FLOOR 6
4 Bedroom
4 En-Suite Bathrooms
1 Powder Room
1 Gallery
Playroom
Internal Lightwell
Private Terrace and Pool
A large entry foyer and gallery space leads to the south facing living and dining room areas along Brownie Street. Four bedrooms are located on the south floor and the master bedroom has direct access to a private landscaped terrace and lap pool.
Brownie Street
Private Terrace & Lap Pool
Master Bedroom
PENTHOUSE DUPLEX
FLOOR 6
4 Bedroom
4 En-Suite Bathrooms
1 Powder Room
1 Gallery
Playroom
Internal Lightwell
Private Terrace and Pool
A large entry foyer and gallery space leads to the south facing living and dining room areas along Brownie Street. Four bedrooms are located on the south floor and the master bedroom has direct access to a private landscaped terrace and lap pool.

I volunteered to design a logo for a new beer brewer out of Jersey City. We discussed many Jersey related icons, but landed on two: the Statue of Liberty and the Metrocard. The Metrocard is more New York than New Jersey, but you can use it on the PATH train too and the graphic worked perfectly a rubber stamped label. I illustrated a Statue of Liberty crown and an interlocking 6BB in a variety of typefaces with one selected to be the background of each rubber stamp.



THE BUZZ ABOUT OUR BEES

Beekeeping legalized in NYC	**MARCH 16, 2010**
Established	**APRIL 4, 2012**
Subspecies	**A. M. LIGUSTICA**
Origin	**ITALY, VIA ANDREW IN VERMONT**
Population	**APRIL: 12,000 AUGUST: 60,000**
Injuries on the Factory Floor	**BEE STING FREE FOR 132 DAYS**

Did you know you can tickle a bee's back?

A SINGLE BEE CANNOT MAKE HONEY, IT TAKES A WHOLE HIVE.
To produce 1 pound of honey, our bees visit 2 million flowers and fly 55,000 miles. Our colony can produce 60 to 100 pounds of honey per year.

CAN YOU DO THE WAGGLE?
When a honey bee returns to the hive, it performs an intricate dance that identifies the location of neighboring flowers. The richer the food source, the longer and more vigorous the dance.

ONE OF EVERY THREE BITES OF FOOD AMERICANS EAT IS DIRECTLY ATTRIBUTED TO THE HONEY BEE.
Honey bees are the only insect that produce food for humans. They are responsible for the pollination of more than 100 crops, including fruits, vegetables and nuts.

CF APIARY

CF APIARY

CF APIARY

There are a lot of public and private events at COOKFOX that require custom print media ranging from maps to menus and the occasional fact sheet about bees & apiculture. I try to explore different presentation methods for each like the trifold fact sheet above. All printing and production is done in house which allows us to customize with a relatively short turnaround.

- Food Station
- Beverage Station
- * Check-in
- 1 Coat Room
- 2 Library
- 3 300 Lafayette Street
- 4 150 Charles Street
- 5 39-41 23rd Street
- 6 Salem Harbor Power Station
- 7 City Point

THE ARCHITECTURAL LEAGUE NY

an architectural studio dedicated to a vision
environmentally responsive design. We believe
sustainable and we are committed to being
of our shared natural and cultural resources.
ur passion for excellence, belief in the
process, and persistent curiosity, COOKFOX
ts that allow us to fundamentally re-think how
t with buildings and the natural environment.

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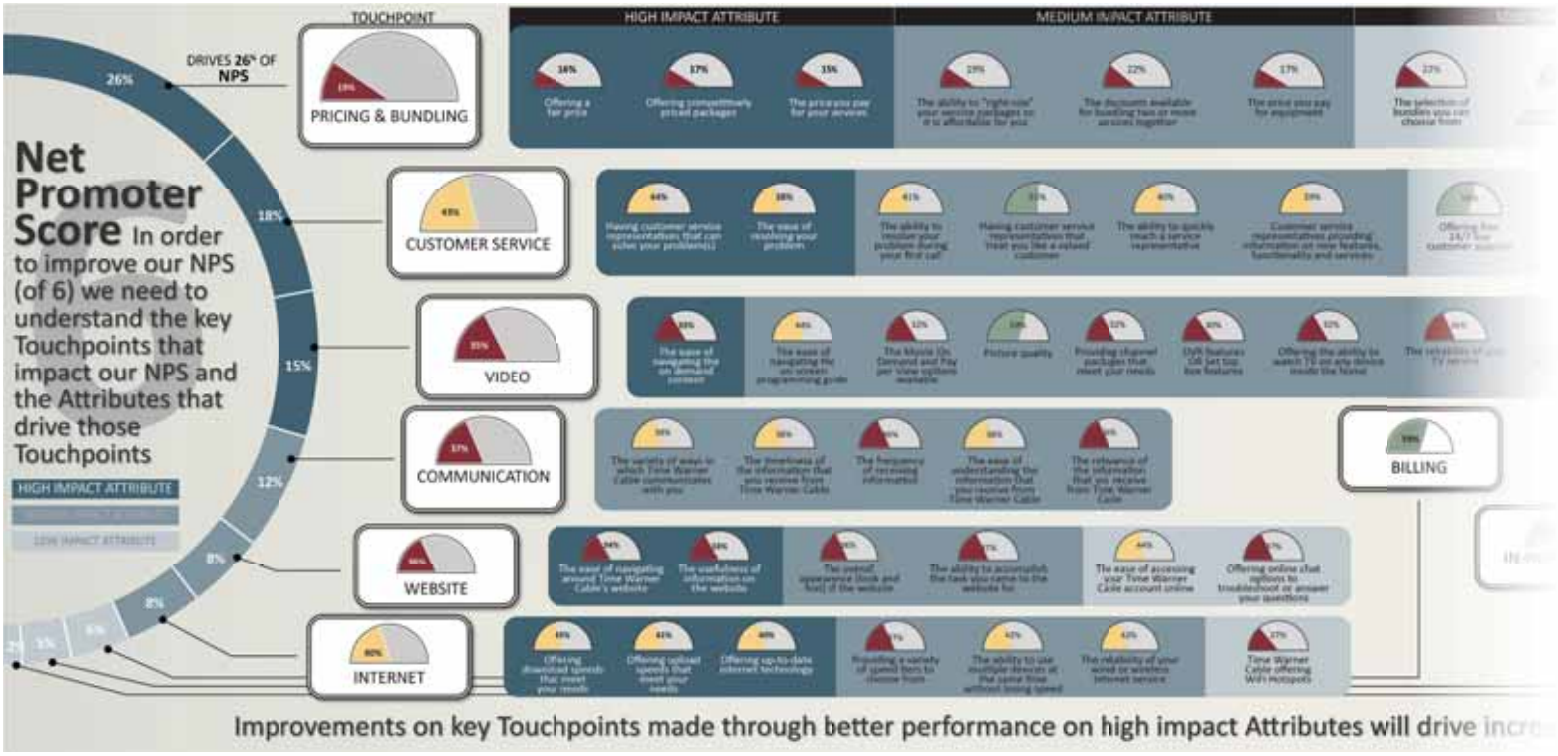
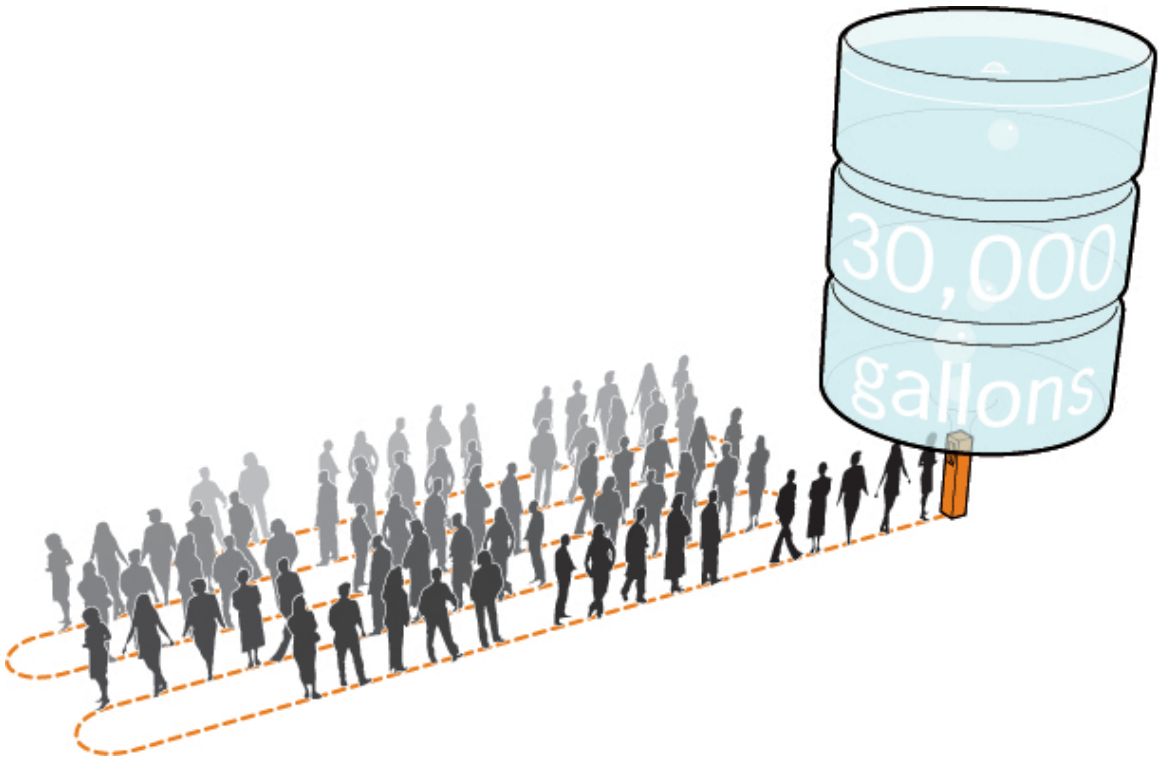
Infographics

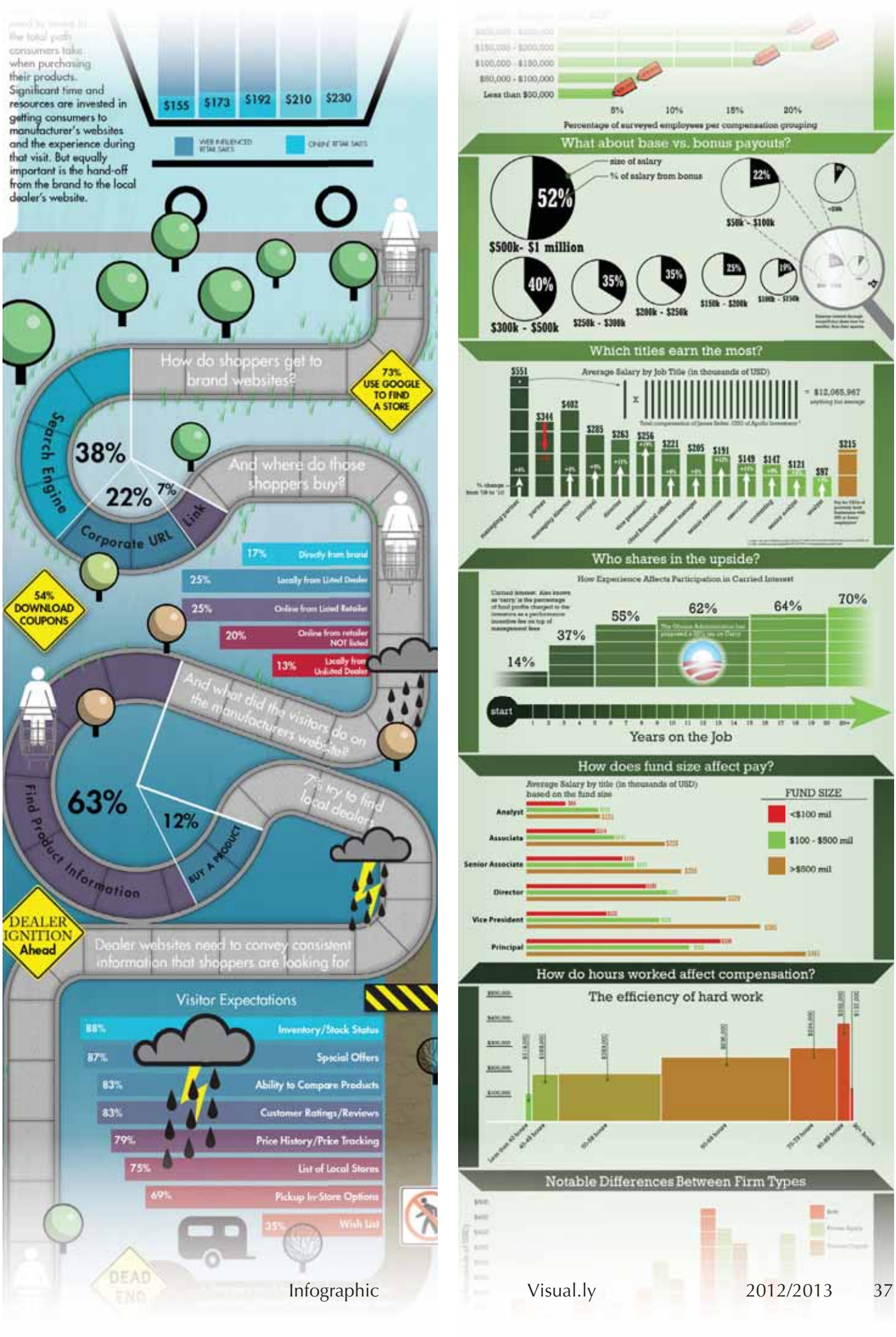


I became interested in working on infographics in 2008 after seeing a large number of beautiful explanations of the financial collapse. I took a lot of the software skills I had in Rhino and Illustrator and re-aligned them to understanding different statistics.

(Left Bottom)
An infographic to represent the scale of 30,000 gallons of water saved in a year because of the waterless urinals at the COOKFOX office designed for an AIA award entry

(Top & Right)
Web ready infographics for private clients through the website Visual.ly that included a breakdown of a promoter score, a sales optimization website and a venture capital salary survey.

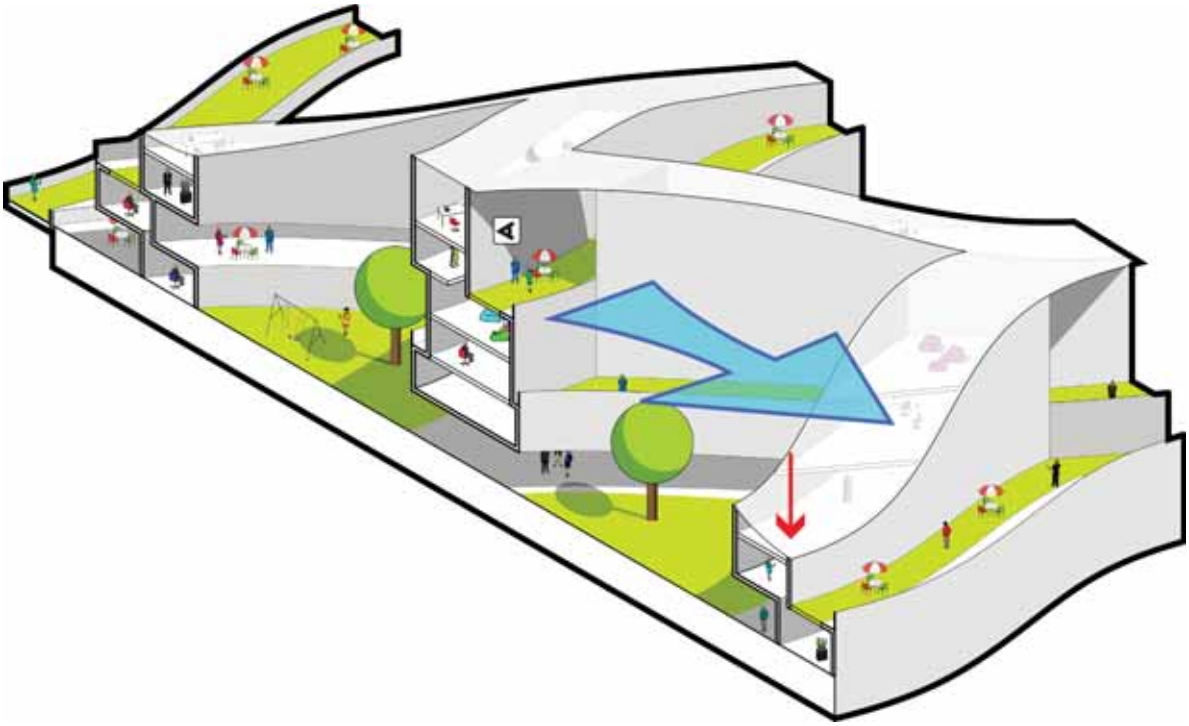



the total path consumers take when purchasing their products. Significant time and resources are invested in getting consumers to manufacturer's websites and the experience during that visit. But equally important is the hand-off from the brand to the local dealer's website.
$155
$173
$192
$210
$230
How do shoppers get to brand websites?
73% USE GOOGLE TO FIND A STORE
Search Engine
38%
22%
7%
Corporate URL
Link
And where do those shoppers buy?
17% Directly from brand
25% Locally from Listed Dealer
25% Online from Listed Retailer
20% Online from retailer NOT listed
13% Locally from Unlisted Dealer
54% DOWNLOAD COUPONS
And what did the visitors do on the manufacturers website?
63%
Find Product Information
12%
BUY A PRODUCT
7% try to find local dealers
DEALER IGNITION Ahead
Dealer websites need to convey consistent information that shoppers are looking for
Visitor Expectations
88% Inventory/Stock Status
87% Special Offers
83% Ability to Compare Products
83% Customer Ratings/Reviews
79% Price History/Price Tracking
75% List of Local Stores
69% Pickup In-Store Options
35% Wish List
DEAD END
$150,000 - $200,000
$100,000 - $150,000
$80,000 - $100,000
Less than $80,000
5%
10%
15%
20%
Percentage of surveyed employees per compensation grouping
What about base vs. bonus payouts?
size of salary
% of salary from bonus
52%
$500k- $1 million
22%
$50k - $100k
40%
$300k - $500k
35%
$250k - $300k
35%
$200k - $250k
25%
$150k - $200k
$100k - $150k
Which titles earn the most?
Average Salary by Job Title (in thousands of USD)
$551
$344
$402
$285
$263
$256
$221
$205
$191
$149
$147
$121
$97
$215
managing partner
partner
managing director
principal
director
vice president
chief financial officer
investment manager
senior associate
associate
accounting
senior analyst
analyst
Who shares in the upside?
How Experience Affects Participation in Carried Interest
14%
37%
55%
62%
64%
70%
start
Years on the Job
How does fund size affect pay?
Average Salary by title (in thousands of USD) based on the fund size
FUND SIZE
<$100 mil
$100 - $500 mil
>$500 mil
Analyst
Associate
Senior Associate
Director
Vice President
Principal
How do hours worked affect compensation?
The efficiency of hard work
Notable Differences Between Firm Types

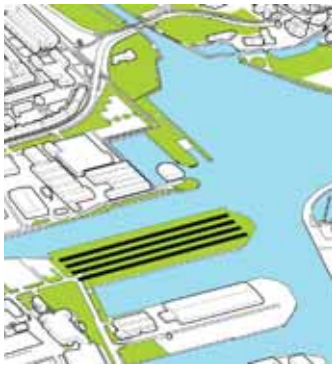
Groningen

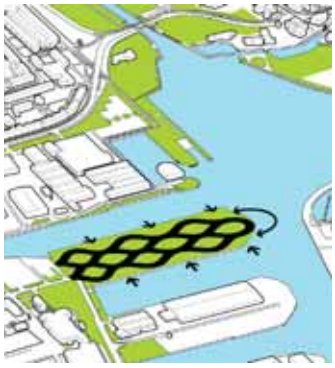
JDS Architects

The city of Groningen commissioned JDS for a typology study of a typical Dutch condition: high-density low-rise residential. The first step was to rationalize density in a slightly different manner. We exploited this concept of density and stacked multiple levels of private green space. This allowed us to place row house on top of row house. We then weaved strands of stacked typologies to give private and public green spaces to all residents. Finally, the water was addressed at the tip of the dock land site to create panoramic views. I designed multiple variations of each unique condition to study the consequence and explain the potential of the weave (*far right*).

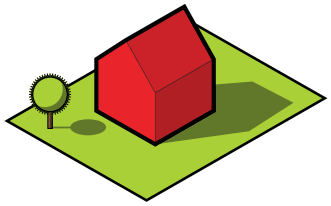


Massing Diagram





Density Concept



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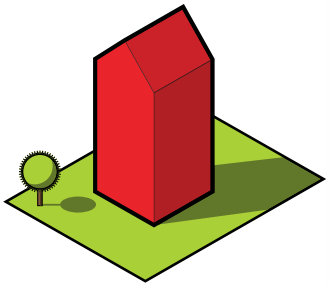

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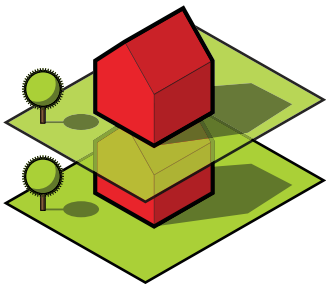

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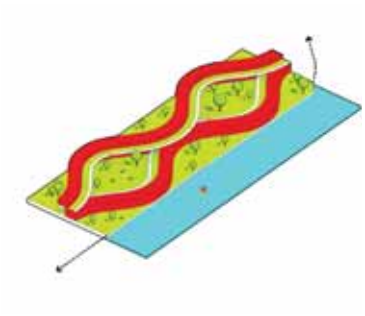
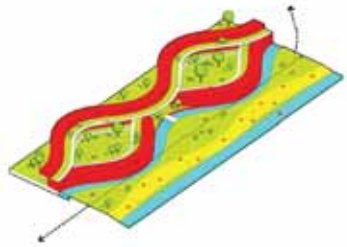
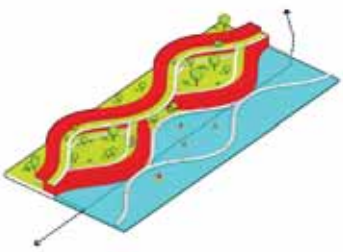
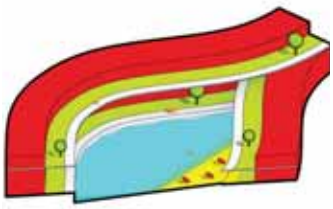
Density Edge Conditions

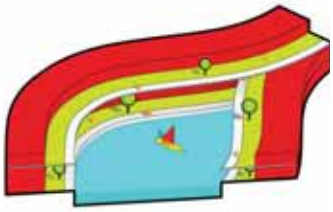


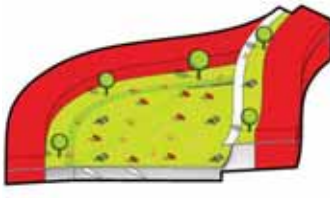




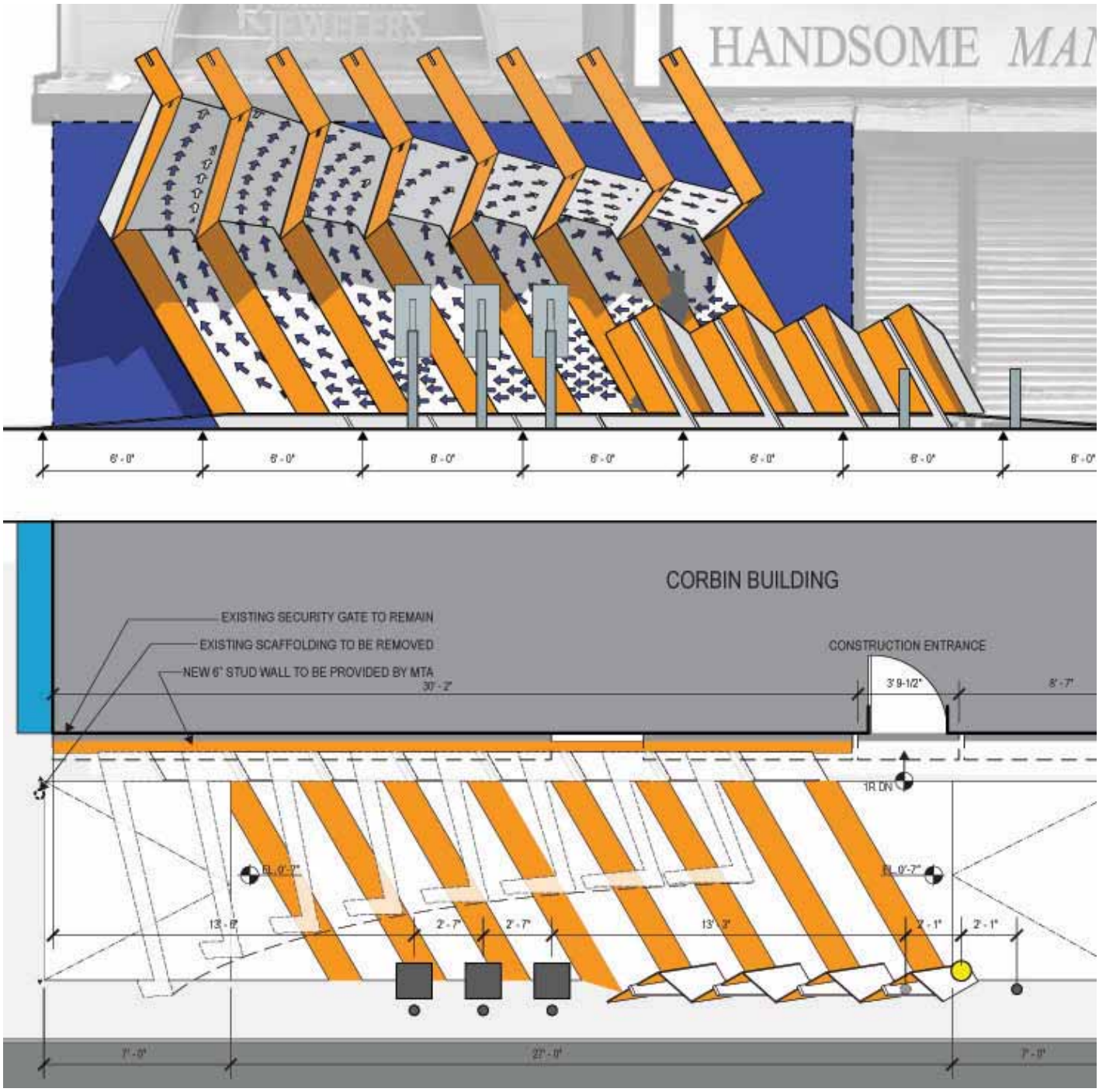
Pocket Conditions







Best Pedestrian Route



For the "Best Pedestrian Route", GRO attempted to use one digital model for as many purposes as possible. The same Rhino model was used for rendering, scale model building and final construction. After GRO won the initial competition, I proposed a construction method using only 2 axis cutting (for a laser cut scale model) to create the tilted geometry.

I worked with structural engineers at Buro Happold to develop details and cutting methods to support the fourteen foot cantilever. GRO managed the fabrication at the NJIT fablab using a 2-axis router. We did the final assembly at the corner of Broadway and John Street with the help of students and a team of electricians from the city.

The temporary installation stood for 12 months before being dismantled to allow for work on the Fulton Street Transit Hub.