THADDEUS LEE

HIGHLAND PARK VILLAGE

DALLAS, TX

PROJECT DESCRIPTION:
Concept design of a luxury retail store renovation working with an interior designer.

SECTOR:
Retail Store

ROLE:
As a Concept designer, I was responsible for creating the space plan, 3D model and renderings, and presentation package

EXPERIENCE DIAGRAM

MOOD BOARD

Intellectual Glamour

Curated Sculpture

Intentional Softness

Quiet Intimacy

FIXTURES DESIGN

Clothing display with integrated LED light

Jewelry wall display with security lock

Jewelry pedestal with integrated LED light

Accessories shelving unit

MAIN ENTRY

JEWELRY & ACCESSCORIES

SHOES & FASHION

CDF DUTY FREE CITY

HAIKOU

PROJECT DESCRIPTION:
Haikou International Duty Free City Project is an open-bid project for the world's largest duty-free shopping mall sponsored by China Duty Free Group (CDF). At over 3 million sf., it is designed to have a high-end flare. The beauty sector occupies 323,000 sf. of space on a single floor.

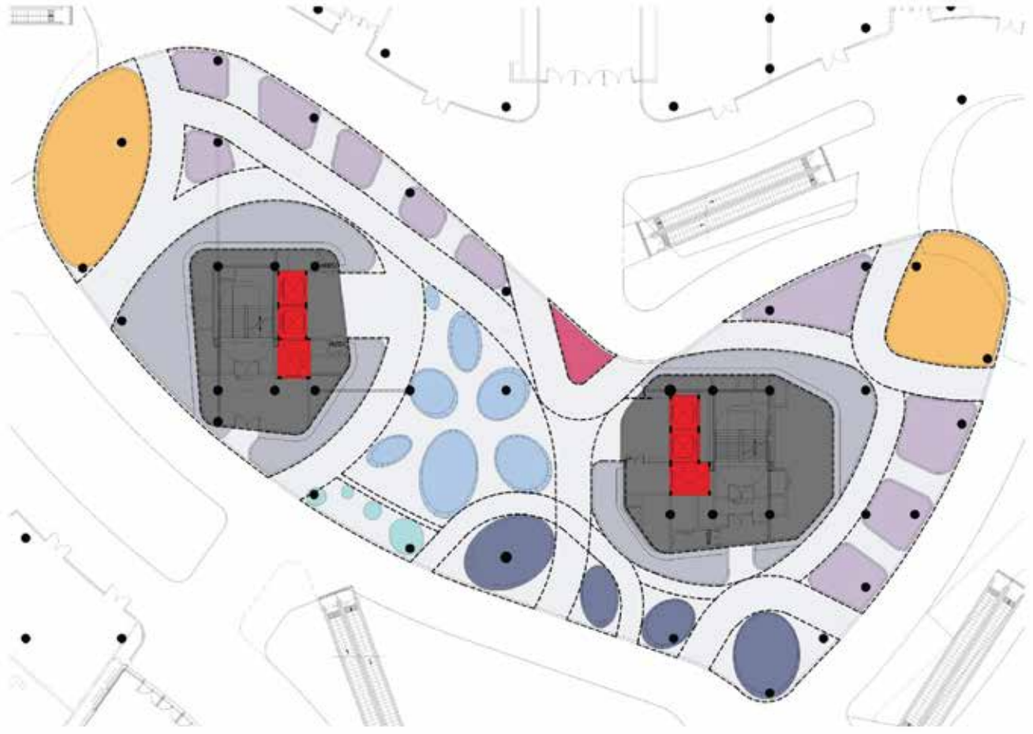
SECTOR:
Luxury Retail/Shopping Center

ROLE:
I was responsible for the design of the duty-free cosmetic and personal care retail, ideation and modeling of the cage structure, communal lounges design, material sourcing, custom fixtures design and placement, and customer experience strategy

RETAIL DEVELOPMENT

Retail layout and plan study

Cosmetic and skincare retail spaces with major anchors and flexible visual merchandising area



New trends/ Multi-brand zone

Major Boutique Brand

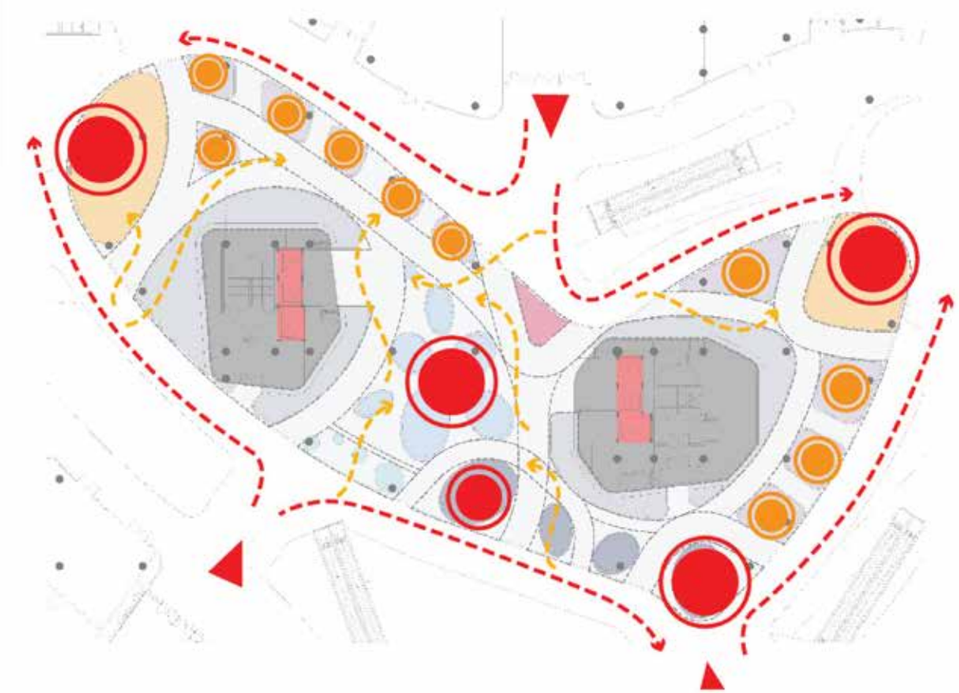
Centralized POS/Personal Service

Promotional/Pop-up

On Sale

Experiential

SPATIAL STUDY & RETAIL DEVELOPMENT



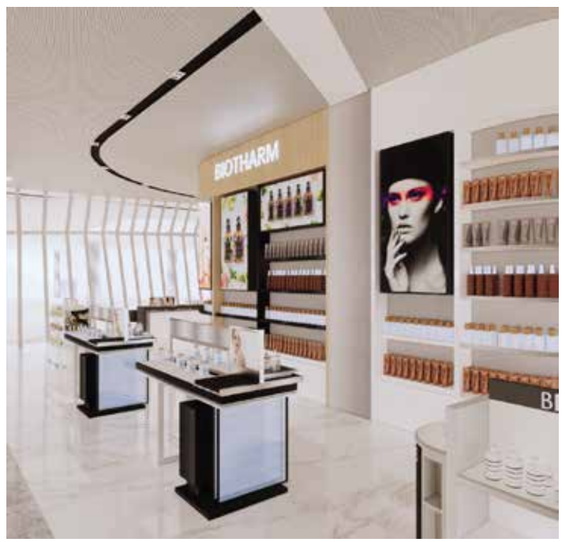
Major Attraction

Secondary Attraction

Main Circulation

Spur Paths

Island display



Wall display

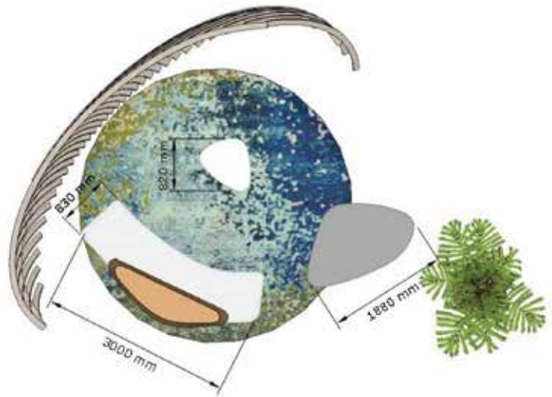
SPATIAL STUDY & RETAIL DEVELOPMENT

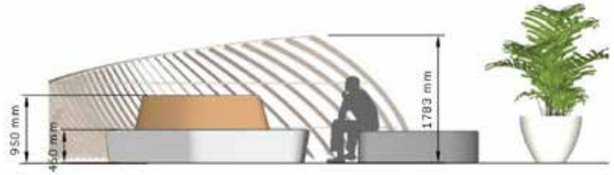
Screen design provides signage opportunity and separation between retail spaces and walkway

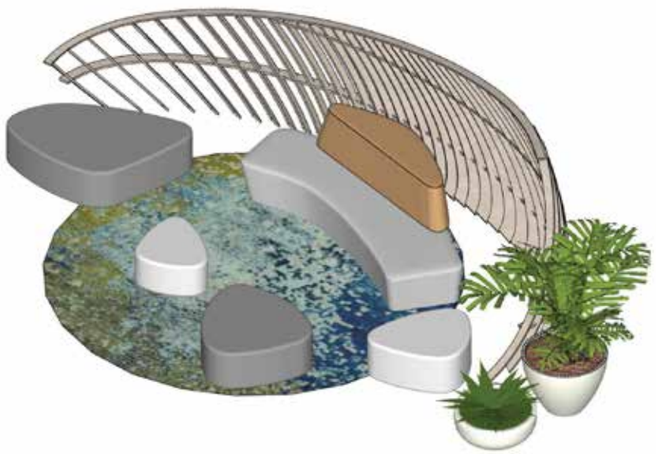
Island display with back wall

Perimeter display

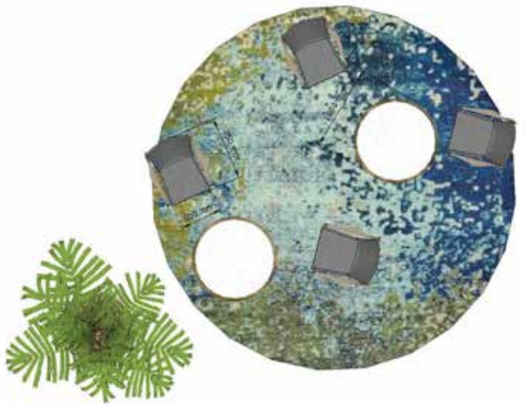
LOUNGES & AMENTIES







LOUNGES & AMENTIES

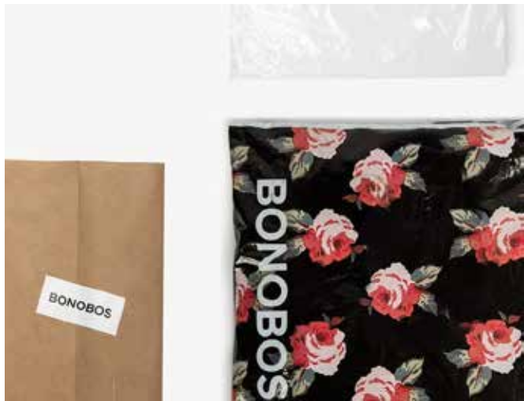


BONOBOS

PROJECT DESCRIPTION:
Creating a pop-up store for BONOBOS. The concept for this store is driven by the modularity and flexibility of using cardboard boxes to form the space. The boxes can be easily transported and assembled on-site to fit the need of any venue.

SECTOR:
Retail Store/Pop-up

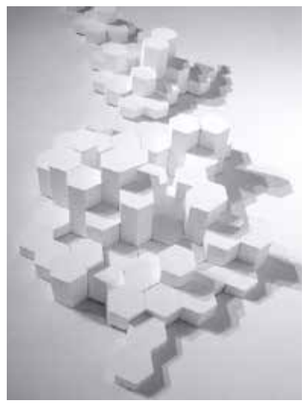
ROLE:
Lead designer for concept development

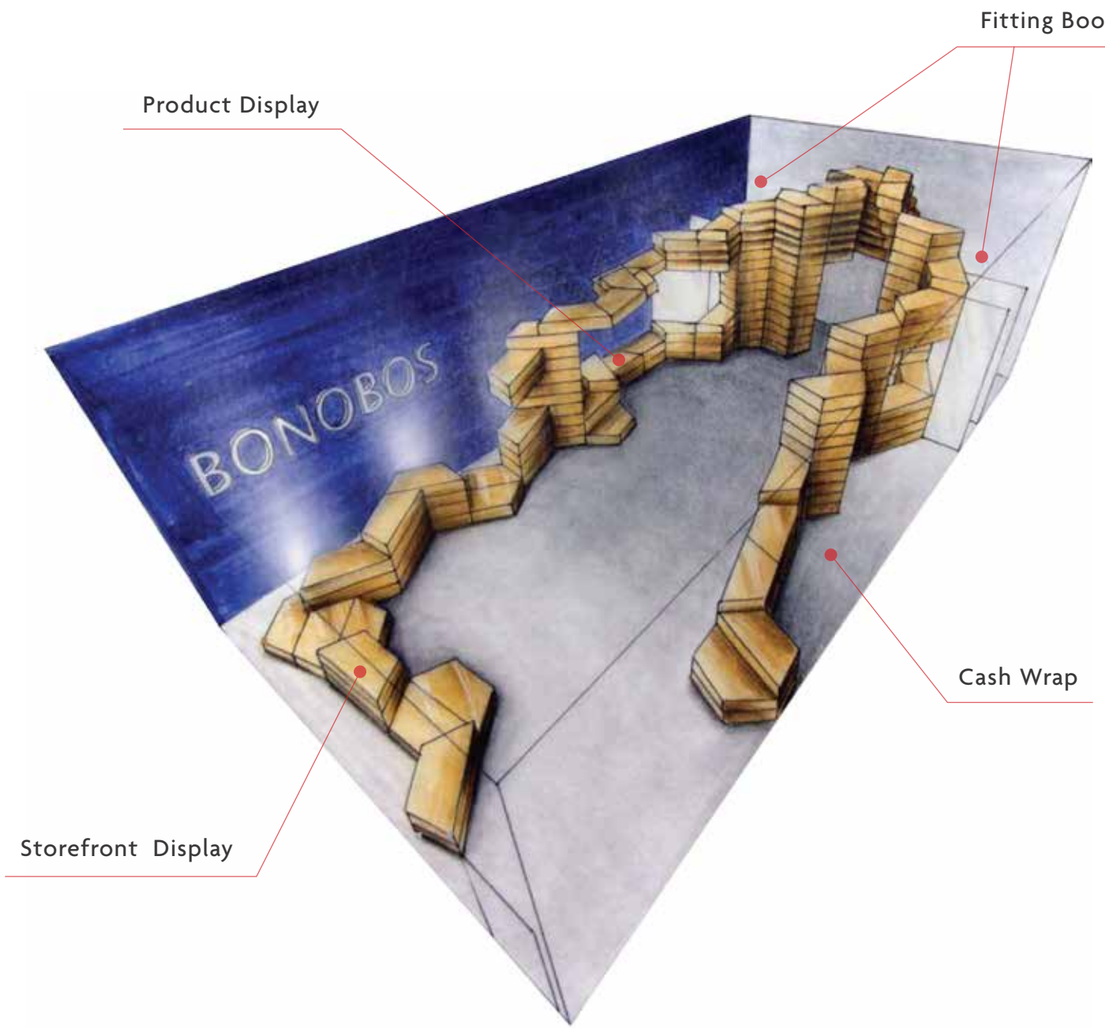


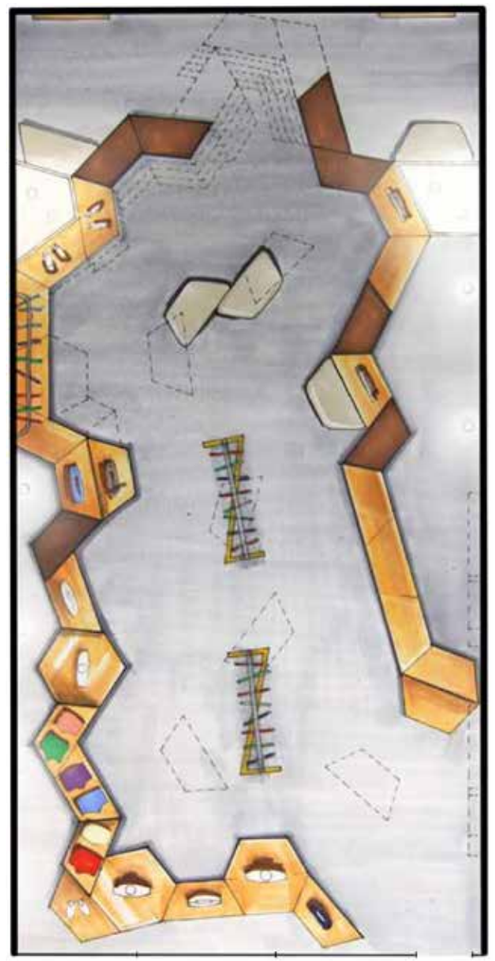
PLAN & 3D DEVELOPMENT

DESIGN CONCEPT

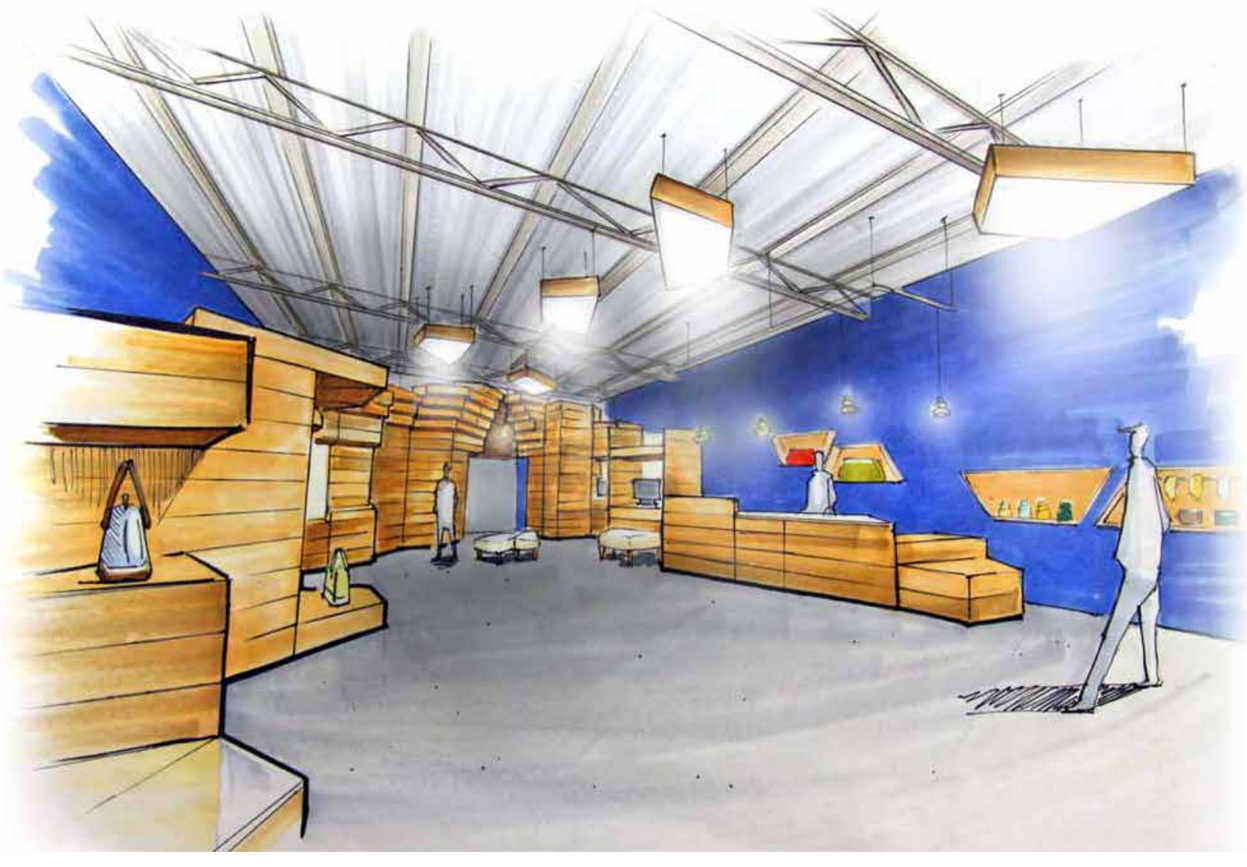
The stacking box concept enables rapid assembly and flexible reconfiguration based on location requirements. The branded boxes provide a powerful visual identity, creating a brand-conscious immersive retail experience.







SPACE DEVELOPMENT



HOMEPARK MARKET

CHENGDU, CN

PROJECT DESCRIPTION:
A 45,000 sqft. supermarket and food hall in the basement level of a mall inspired by an anicent Chinese painting.

SECTOR:
Supermarket/Food Retail

RECOGNITION:
Silver at the 2022 ICSC Global Design & Development Awards

ROLE:
As the lead designer from Concept to final CD Review. I was responsible for design ideation, diagramming, floor plan, 3D modeling & rendering and material sourcing. I worked with a team of architects, graphic designers and design consultants and managed coordination with local architects and client communications.

Memories of the Painting

Design Concept

Inspired by one of China's most renowned paintings "Along the River During the Qingming Festival", the food market is modeled to exemplify a modern twist on life over 3,000 years ago.

The layout of the space represents the rural food stands that existed along gondola rivers to various residential bungalows in the **LIVELY** ancient town. The artful clouds-in-the-sky graphic flows throughout the walls that are covered in poetry documenting the lost art of children reciting poetry with their elderly relatives. Block-printed banners pay homage to the vendor signage used 3,000 years ago to showcase open produce stands displaying fruits and vegetables in locally **CRAFTED** baskets. The essence of China's history is being transformed with a modern twist – Homepark Market's design makes life in a historical small town feel relatable and **ENGAGING** to today's modern life.

EXPERIENCE DIAGRAM

SOCIAL HOUSE

Programs beyond a typical grocery store like wine room, cooking class, pop-up store and more

WINDOW TO THE HORIZON

Rows of gondola displays of domestic and international imported products

THE ALLEYWAYS

Food vendors offering packaged food and made-to-order meals

THE COURTYARD

Communal seating area centrally located amongst food vendors

RURAL FARMLAND

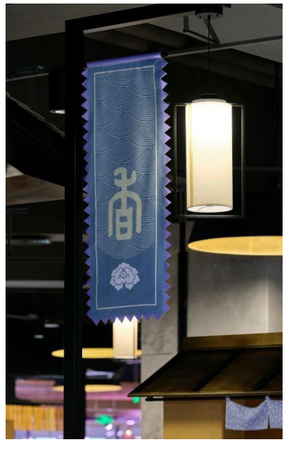
Display of fresh produce at the main entrance to attract customers

FOOD HALL

Designed to create a sense of wonder when people meander through the alleyways

FOOD HALL
& COURTYARD

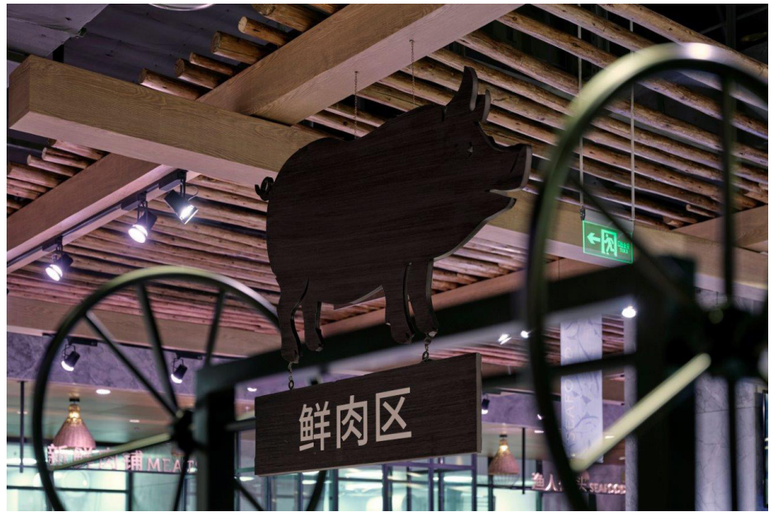
Bamboo tile menu to convey the idea of authenticity



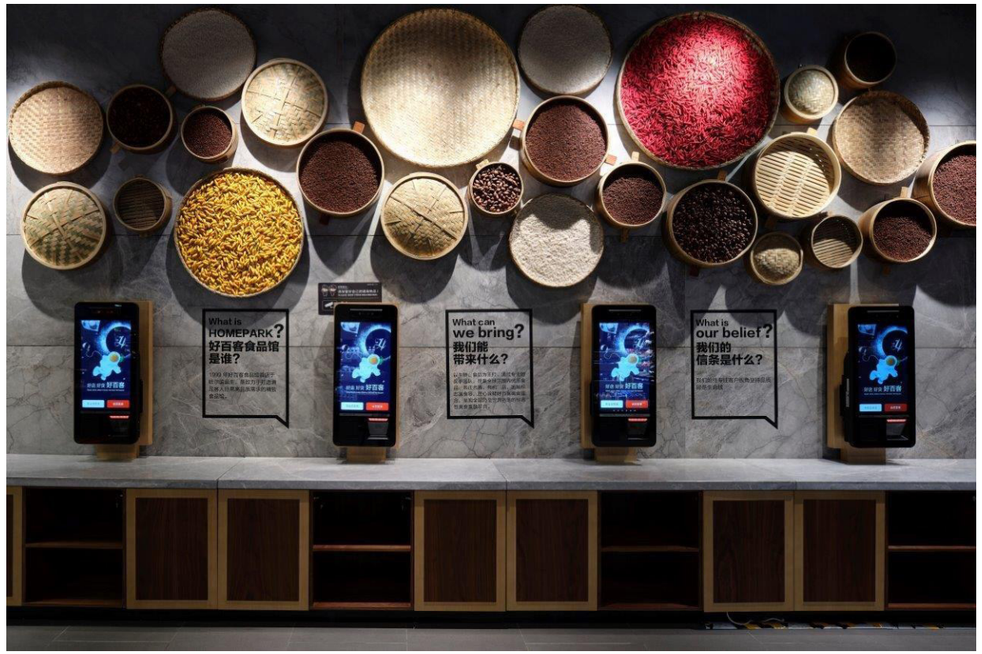
STORE AISLES

Environmental graphics inspired by the painting style

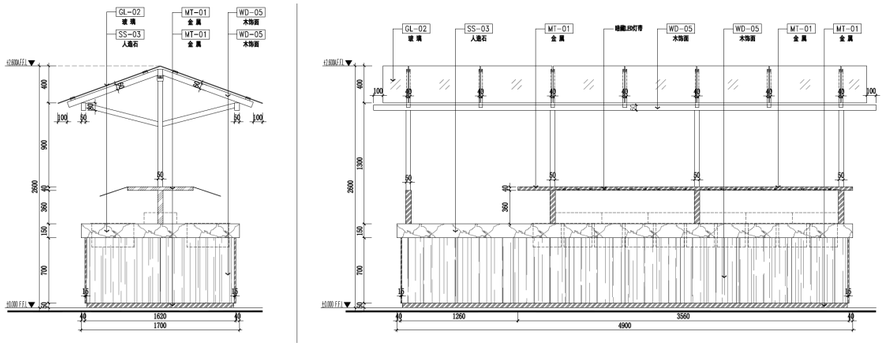
MEAT & SEAFOOD

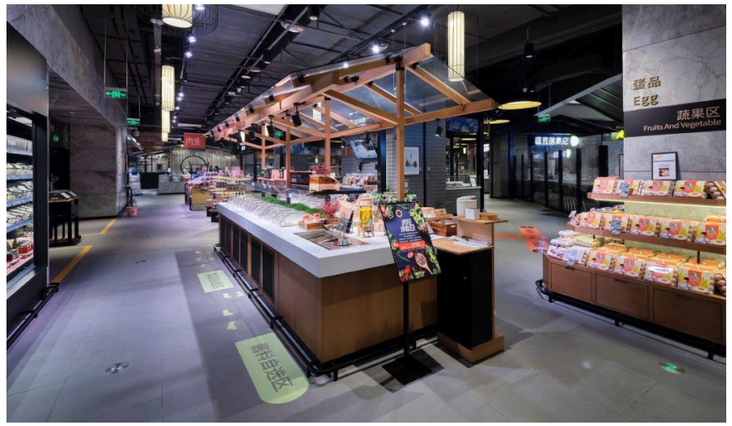


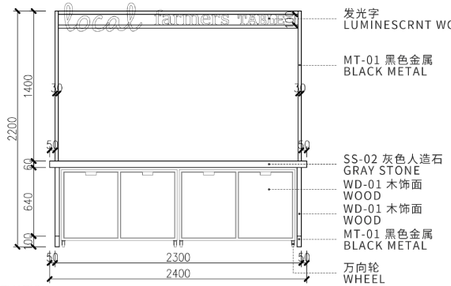
CASH REGISTER
& SELF-CHECKOUT



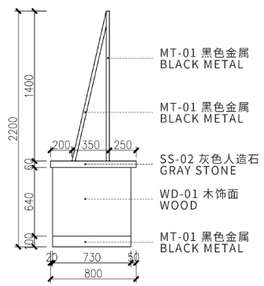
CUSTOM FIXTURES



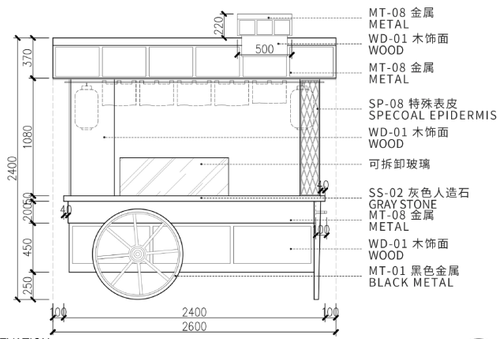




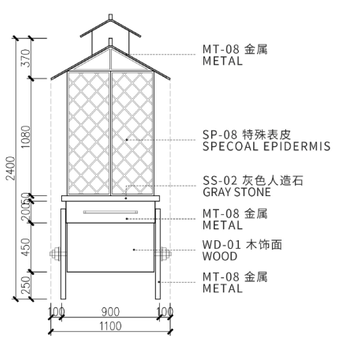
3 ELEVATION
SCALE 1 : 25 立面图



4 ELEVATION
SCALE 1 : 25 立面图



3 ELEVATION
SCALE 1 : 25 立面图



4 ELEVATION
SCALE 1 : 25 立面图

TIA CARMEN

PHOENIX,AZ

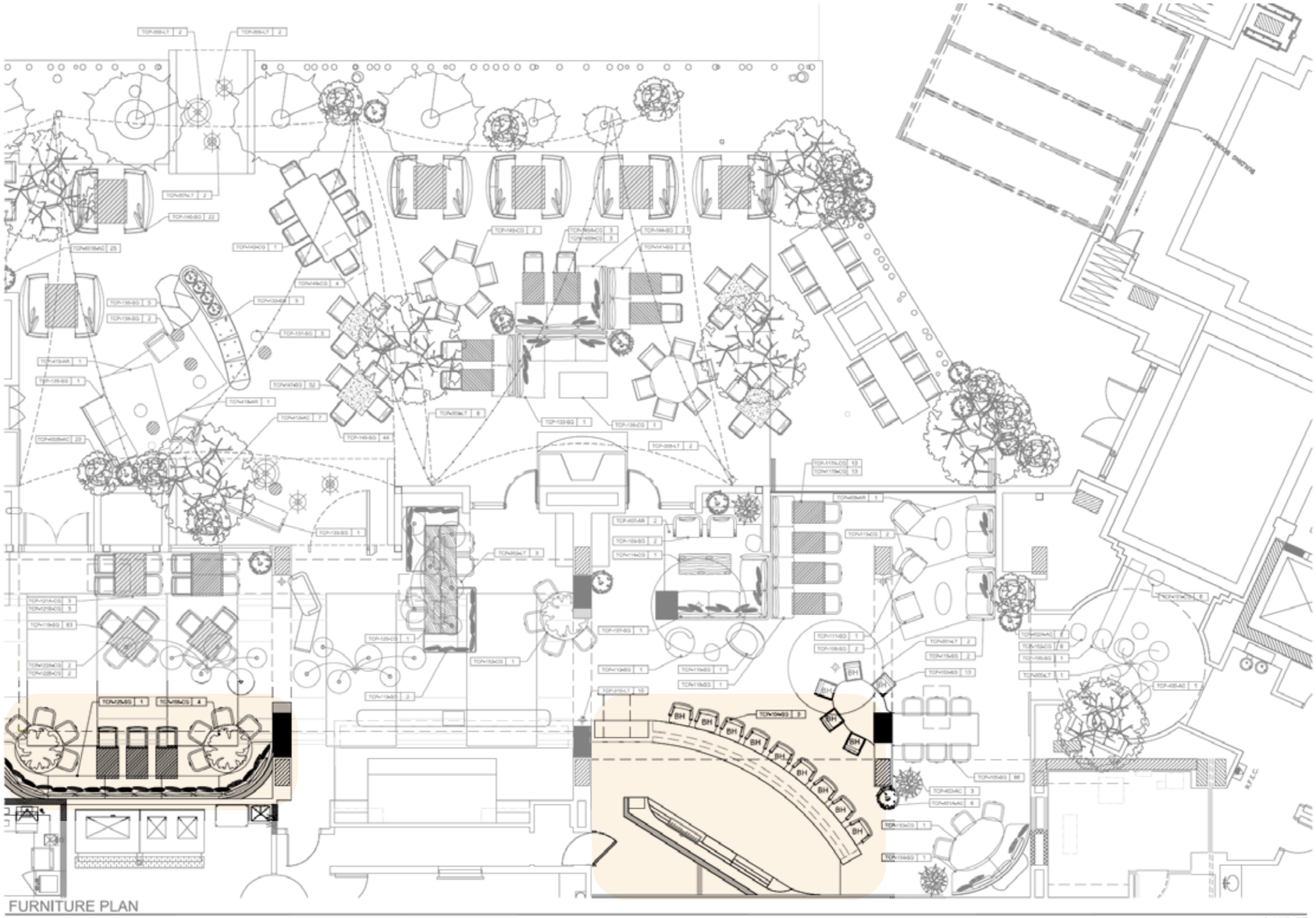
PROJECT DESCRIPTION:
A high-end restaurant inspired by the surrounding Arizona region at JW Marriott Phoenix Ridge Resort.

SECTOR:
Restaurant

ROLE:
I was responsible for construction documentation, FF&E and accessories sourcing, custom furniture deisgn and light fixtures drawings.

When Earth Meets Art

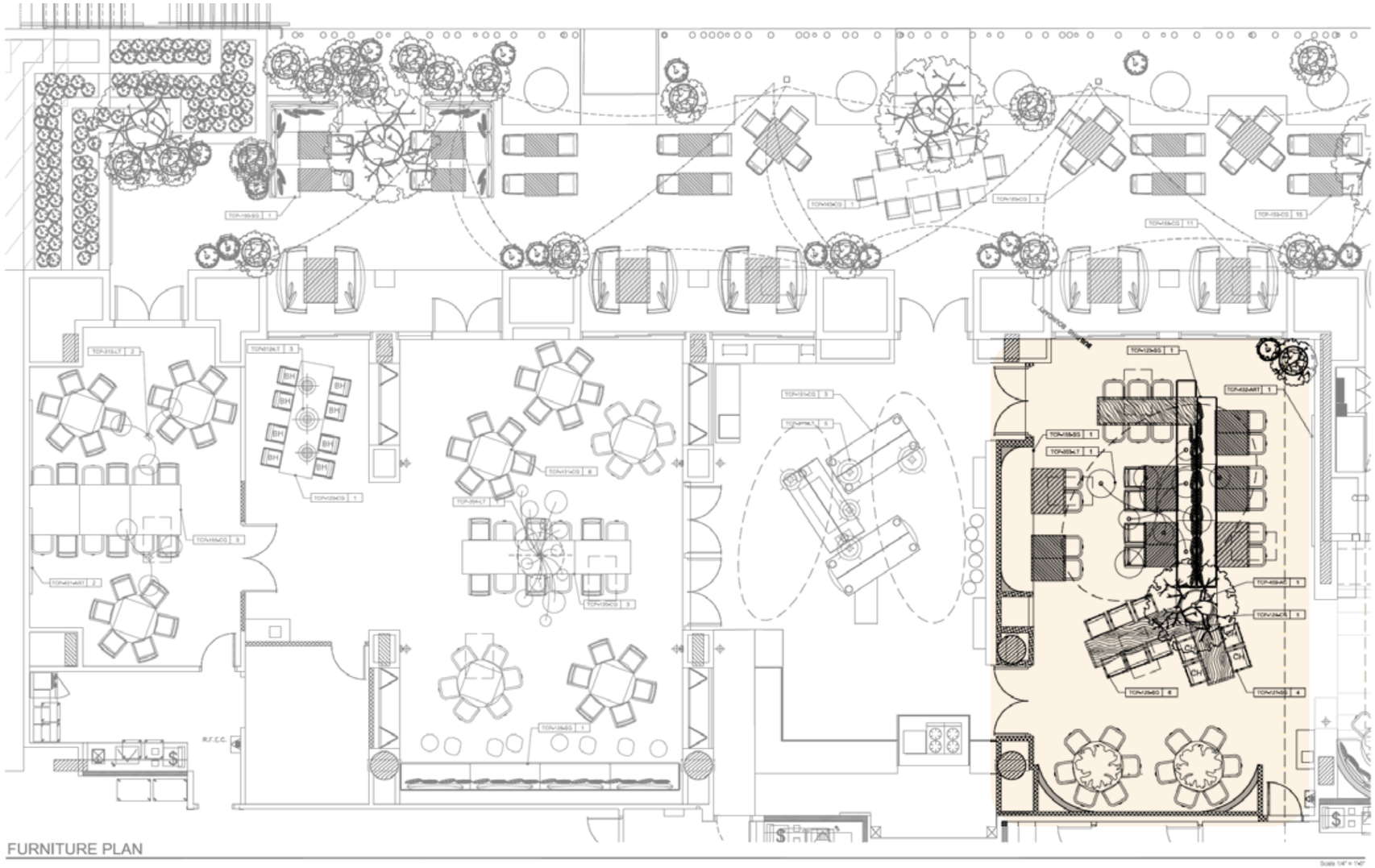
FF&E PLAN



Adobe-style bar with custom bar stools

Intimate banquette dining nook

FF&E PLAN



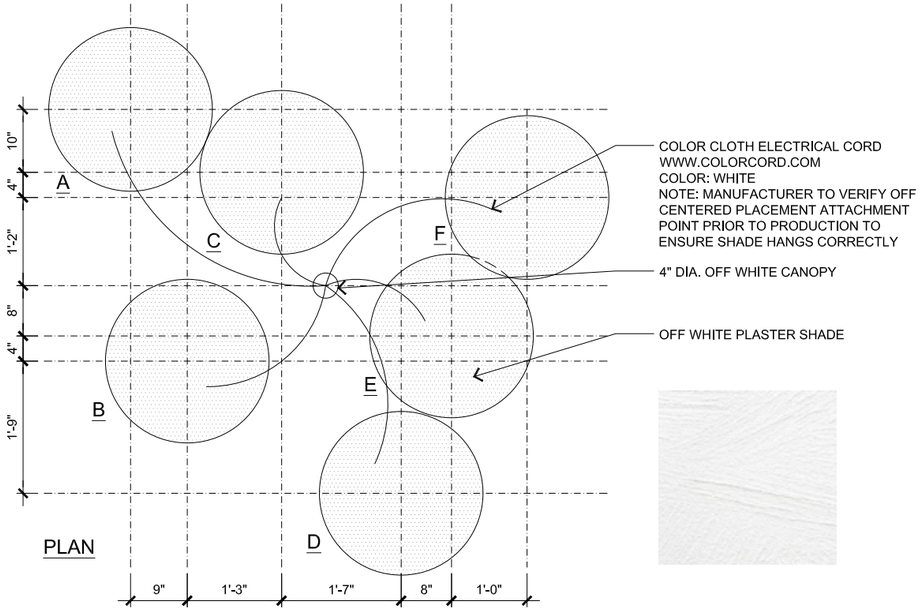
Earth-toned finish and textiles

Soft and cozy communal seating

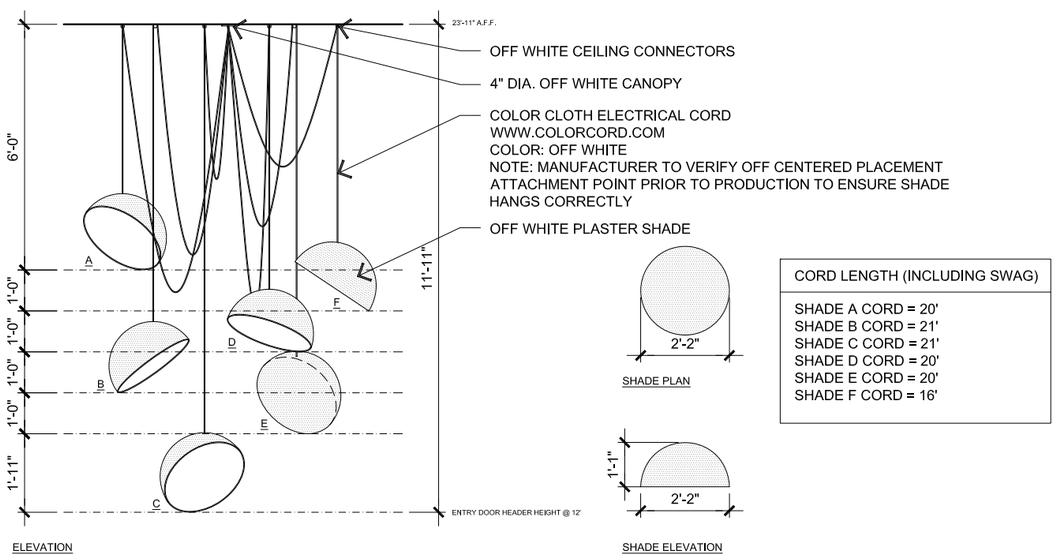
CUSTOM FIXTURES

Soft curves and arches hugging the space

Handmade plaster light fixture clusters



PLAN



ELEVATION

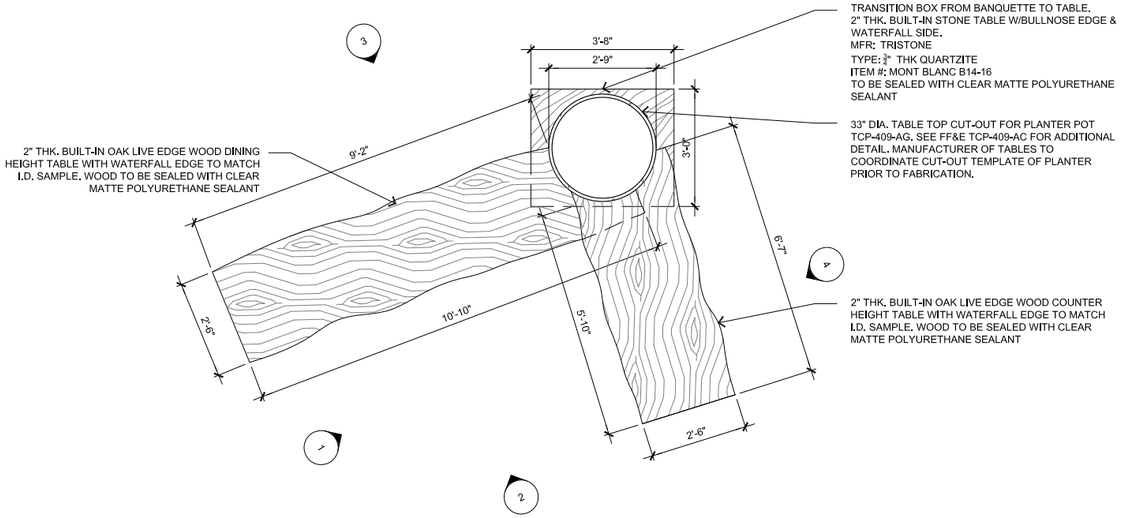
SHADE PLAN

SHADE ELEVATION

CORD LENGTH (INCLUDING SWAG)
SHADE A CORD = 20'
SHADE B CORD = 21'
SHADE C CORD = 21'
SHADE D CORD = 20'
SHADE E CORD = 20'
SHADE F CORD = 16'

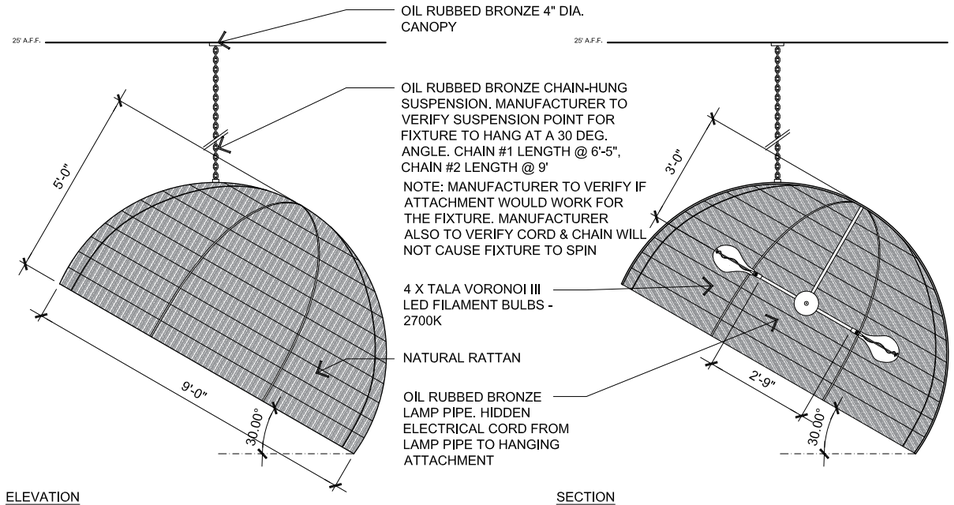
CUSTOM FIXTURES

Organic counter height tables with integrated planter

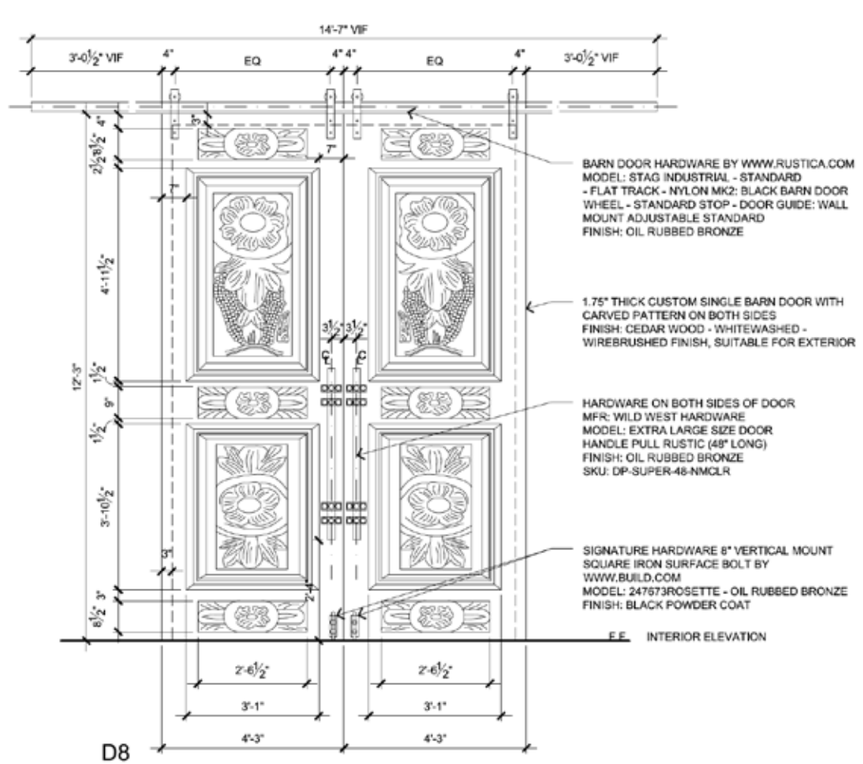


CUSTOM FIXTURES

Oversized natural woven dome fixtures to highlight lounge seating



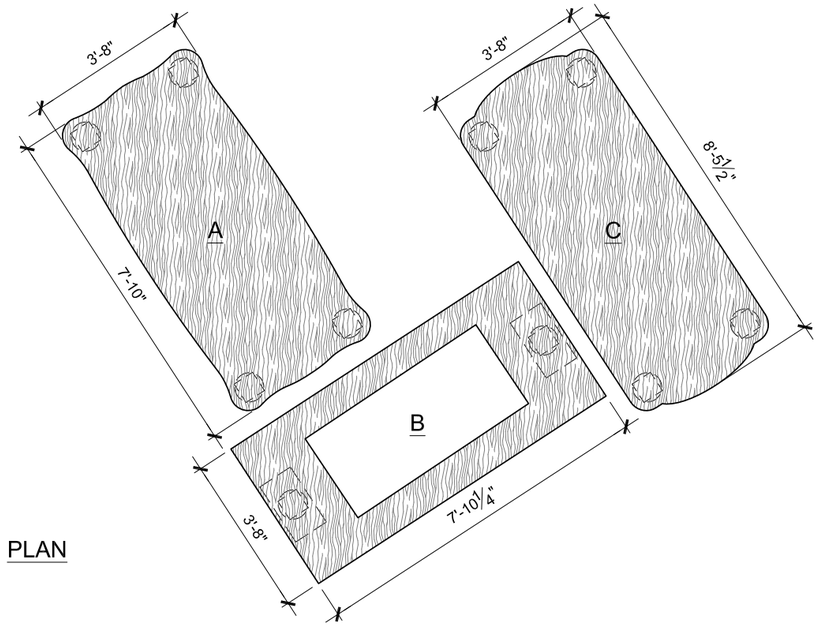
Custom handcrafted doors with hammered metal bars

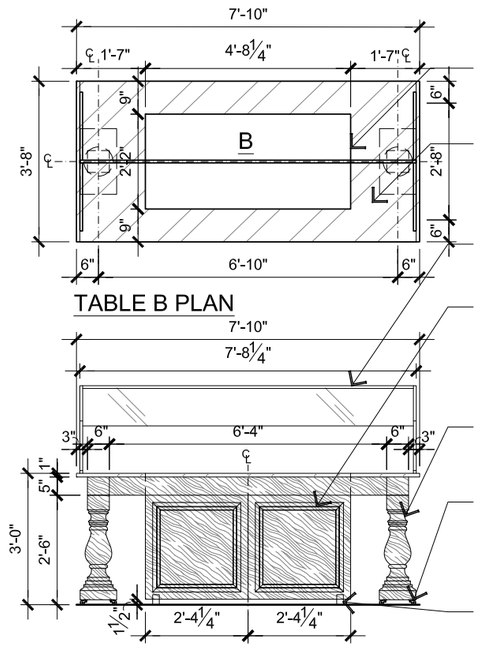


CUSTOM FIXTURES

Buffet tables with ornate turned table legs

Southwestern Pueblo decor





CUTOUT FOR COOLING EQUIPMENT. COORDINATE WITH FOOD SERVICE DRAWINGS

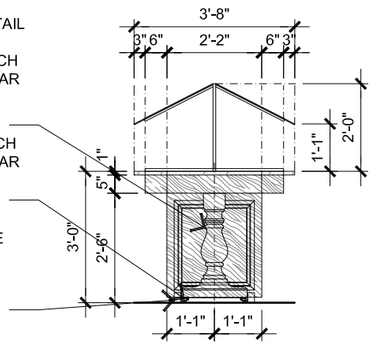
1" THK. TABLE TOP WRAPPED IN ANTIQUE COPPER FINISH TO MATCH I.D.SAMPLE. TO BE SEALED WITH CLEAR MATTE POLYURETHANE SEALANT

REMOVABLE 1/4" THK. TEMPERED GLASS SNEEZE GUARD WITH 3/4" THK. BRASS FRAME. TO BE SEALED WITH CLEAR MATTE POLYURETHANE SEALANT

WHITEWASHED WIREBRUSHED OAK WOOD CABINET WITH MOULDING DETAIL AND TOUCH LATCH HARDWARE TO HOUSE ICE TRAY BIN. FINISH TO MATCH I.D.SAMPLE. TO BE SEALED WITH CLEAR MATTE POLYURETHANE SEALANT

WHITEWASHED WIREBRUSHED OAK WOOD TURNED TABLE LEGS TO MATCH I.D.SAMPLE. TO BE SEALED WITH CLEAR MATTE POLYURETHANE SEALANT

SOLID BRASS STEM-AND-PLATE CASTER
MFR: HOUSE OF ANTIQUE HARDWARE
FINISH: ANTIQUE-BY-HAND FINISH
ITEM#: R-08BM-1371-ABH

HIDDEN TOP PLATE CASTER
BRAND: SHEPHERD C00 SERIES
WWW.GLOBALINDUSTRIAL.COM
MODEL: C0020120ZN-HDR01(GG)B

NOTE: MANUFACTURER TO VERIFY WEIGHT CAPACITY OF ALL WHEELS