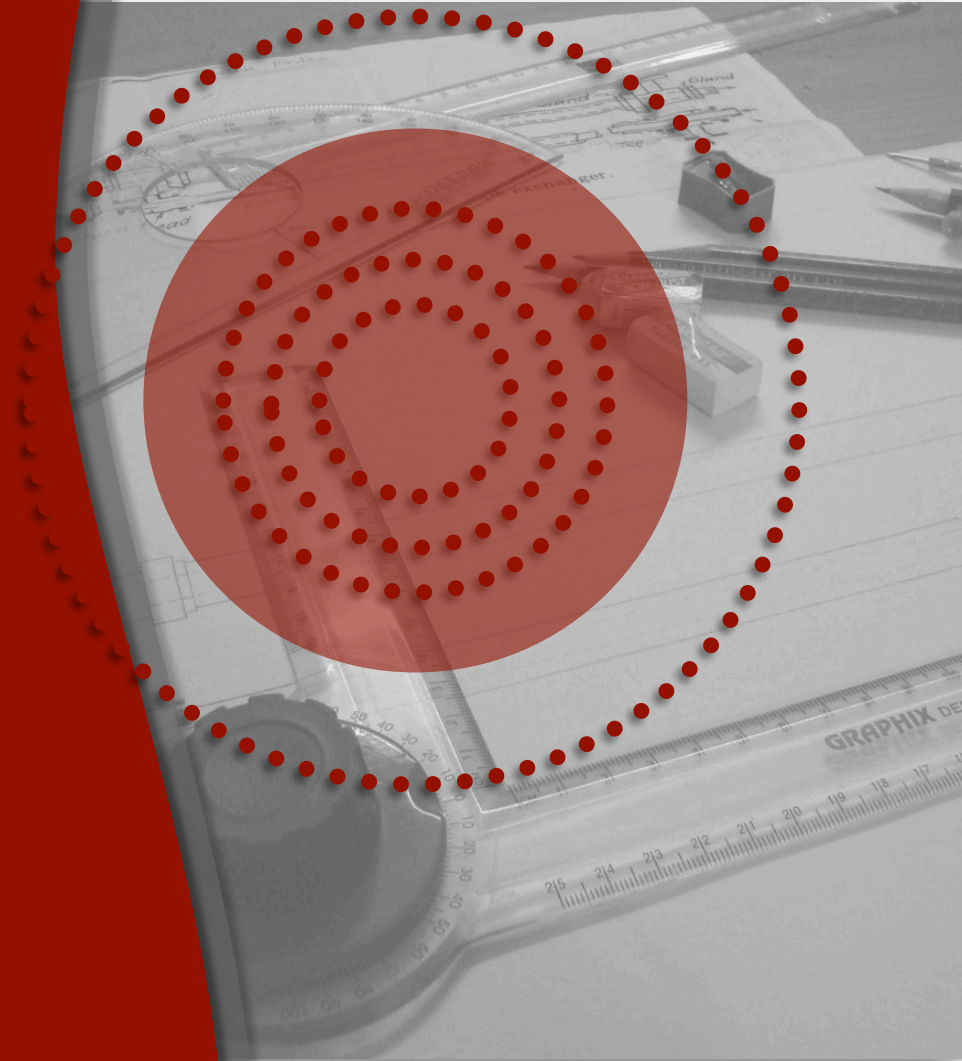


# ICONIC Architects and Designers

Providing Architectural, Interior  
Design and Branding Services



Pull Up  
a Chair  
and Relax...



We Are  
Here For You

Iconic Architecture and Design is a consortium of professionals that offer architectural and design services for a broad range of program types. With years of experience in the construction and design fields, we leverage all resources to provide the best and most cost-efficient results for your project.

Reason  
Why.

Every design decision has a ripple effect on the final outcome of a project. Research shows that certain design features are more efficient than others, affecting important issues. At Iconic Architecture and Design, we utilize evidence based design protocols in our creative processes, so clients can make well informed decisions about their project.

# Some of Our Resources

## ✓ EXPERIENCE

More than 20 years of experience in the architectural and design fields, coordinating projects and building a comprehensive list of eligible consultants.

## ✓ STATE-OF-ART PROJECT DELIVERY SYSTEMS

The use 3D modeling software enhances coordination and communication between the different fields and trades, optimizing work-flow.

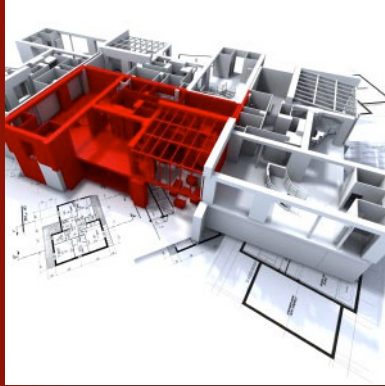
## ✓ EFFICIENCY

We have developed practices to expedite processes while still keeping the quality of the final product.





# Our Expertise



- ✓ **PERSONALIZED SERVICE**  
We walk you through all the steps of the process till your project is completed.



- ✓ **BUDGET-DRIVEN APPROACH**  
The overall design of any project must consider the **return on investment** to maintain profitability. Careful consideration is given to all design decisions made on behalf of the tenant, owner and/or landlord to ensure dollars are spent in a responsible and effective manner.



- ✓ **TRUST**  
We practice in the Phoenix area for over ten years. We only promise what we can deliver, and we always deliver above what we promise.



## Meet the Architect



Karen Shakman is the Founder and Principal Architect of Iconic Architecture and Design. She partners with or consults for architectural and design companies leveraging skills, know-how and expertise to offer state-of-the-art and evidence-based designed facilities.

Karen Shakman is an award-winner architect with a diverse and multinational background in the field of architecture and design. The scope of her experience involves numerous projects both in her native country of Brazil and in the United States. This enables her to “problem-solve” through a variety of provincial and diverse socioeconomic scenarios. In addition to training in Architecture and Urban Planning, her bachelor’s degree in Industrial Design has been instrumental towards generating creative solutions for many projects, specifically within the field of Interior Design. Furthermore, her research-based academic background has enabled her to apply evidence/research-based design protocols in the steps of the healthcare design practice, streamlining decision-making processes and building the business case for project delivery processes based in scientific data and outcome-driven results.

Karen graduated in Industrial Design and Architecture and Urban Planning in Brazil, and immigrated to the United States in 2000 where she has obtained her American professional registration, her LEED accreditation, a Master of Science Design degree with a concentration in Design for Healthcare and Healing Environments from Arizona State University, and, more recently, her EDAC (Evidence-Based Architecture and Design) certification.

# Our Services

## ✓ SPACE PLANNING

According to the client needs and requests, we offer solutions based on functionality, flow patterns, accessibility and quality of space.

Figure to the left: Space Planning for Ensemble Devman



## ✓ INTERIOR DESIGN

We provide interior design services from sample boards with materials and finishes schemes to complete construction documents.

Figure to the left: Banner Health Home project | 2010



## ✓ CITY SUBMITTALS

We have experience with projects submittals with all cities within the Phoenix Metropolitan Area. We provide code and ADA compliance analysis.



## ✓ CONSTRUCTION ADMINISTRATION

We manage your project and represent you along the construction process, ensuring fidelity between what was proposed and what is being built.



## ✓ SUSTAINABILITY

We understand that sustainable design decisions have a positive effect on the triple-bottom line: business, people and the planet. We advocate environmental-friendly and cost-beneficial propositions.



## ✓ EVIDENCE-BASED DESIGN

"An evidence-based designer makes decisions - with an informed client - based on the best available information from credible research and evaluation of projects."



# Some Of Our Project Team Members



- ✓ The Reference Library
- ✓ Caruso Turley Scott, Consulting Structural Engineers
- ✓ CCRD Partners Consulting Engineers
- ✓ Mechanical Designs
- ✓ Orcutt Winslow Partnership
- ✓ General Power Engineering
- ✓ TRC Worldwide Engineering
- ✓ SAB Construction
- ✓ C3 Construction
- ✓ Epcon Construction | Design-Build and Turnkey Packages



# me of Our Clients

e Care Urgent Care | Rick Sloan (Owner)

radise Valley Hospital | Korey Sims (Fac. Manager)

uthwest Kidney Institute | Pamela Young (CEO)

ighborhood Pharmacy | Theresia Moloi (Owner)

perstition Mountain Mental Health Care | Vince DiBella

rchitect)

chtel Corporation | Judith Mertens ( Manager of Facilities

Office Services)

underbird School of Global Management (Will Counts)

Joe's Surgicenter | Patricia Alice (Administrator)

l's Play Physiotherapy | Jack Mitrey

ssful Yoga Studio

ill Yogurt



# PV Hospital Patient Room Mock-







## ✓THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

The old tower for training pilots during World War II was transformed into a student center. The bar was designed on a theme dating back to an old airplane hangar, with aviation parts, among which an airplane wing on the bar area.



## ✓THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

A steel beam profile "I" removed off the original building served as the "spine" for this conference table. Multiple brackets with bearings provide this piece a dynamic character and sculpture.



## ✓THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

In the lounge, movement turned the space into a gallery experience. Five screens display digital cultures and diversities of five continents of the world with reference to students from all nationalities. In addition, the names of several





## ✓REVITALIZATION OF WINDMILL PLAZA

The scope of this project included establishing constructive guides to serve as guidelines to be followed by other buildings of the same complex, revitalizing it in a planned and consistent vision.



## ✓LOFT IN RIO DE JANEIRO

The acute angles and bold lines give this residence, designed by a professional photographer, a contemporary and minimalist motif, allowing the program of space to be both commercial and residential.



## ✓AQUATIC CLUB AND ADMINISTRATIVE COMPLEX OF TEMPE

The anchor-shaped half-moon served as a starting point for this project whose program included housing, a repair shop for small boats, the Administrative Center, shopping and leisure. Located in Tempe, Arizona, this project was part of a context where design and

We'll Take Care of Your Project  
for You.



ICONIC ARCHITECTURE AND DESIGN

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