

**intersect**

**Designing places  
that elevate the  
human experience**

The logo for 'Intersect' features the word in a dark grey, sans-serif font. The letter 'i' is lowercase and has a horizontal orange bar above it. The letter 'n' is lowercase and has a horizontal orange bar below it. The remaining letters 'tersect' are in a standard weight, uppercase sans-serif font.

**Intersect**

Strategy  
Design  
Architecture  
Branding

**it's our name,  
and our process**

WE'RE NOT YOUR STANDARD DESIGN FIRM:

# we focus on people

Our engaging design process, and the thoughtful places we create, spark positive change for a future where people are empowered to live more fulfilled lives being **Happy, Healthy & Connected.**

It's this vision that ignites our passions and keeps us focused on what matters: the future of you and your people!

Intersect's approach to designing from the inside out, dynamically engaging teams and starting with an understanding of WHY, has proven to connect people & purpose while delivering a great product and positive return on investment.

Cultivating collaborative relationships with our client groups, along with our strategic approach, is at the heart of Intersect. We strategically guide projects to balance technical goals with elevated experiential design. Together, we create meaningful, high performing places for people to be great!

We sincerely appreciate your consideration in partnering with Intersect. If you have any questions, we're always happy to chat!

Sincerely,

LETS MEET

# our team

We are a passionate team of **designers, thinkers** and **doers**.



↑ EXPERIENTIAL DESIGNERS

architects  
interior designers  
graphic designers  
support team

## WHERE TO FIND US

**Grand Rapids Studio**  
820 Monroe Ave NW, Suite 160  
Grand Rapids, MI 49503

**Kalamazoo Studio**  
155 W Michigan Ave, Suite 1508  
Kalamazoo, MI 49007



(269) 775-1114  
connect@intersect-studio.com

## AWARDS

**2021**  
People's Choice Award  
AIA SW Michigan  
Kalamazoo Latvian Church

**2020**  
Merit Award  
AIA SW Michigan  
Honor Credit Union - Connect Center

Merit Award  
AIA SW Michigan  
Ron Jackson Insurance Workplace

People's Choice Award  
AIA SW Michigan  
Honor Credit Union - Connect Center

**2019**  
AAGO - Renovation of the Year  
Arbors at Maitland Summit

AAGO - Interior Design Award  
Arbors at Maitland Summit

**2018**  
269 Magazine: Wonderful Workplaces  
Ron Jackson Insurance  
Kruggel Lawton  
Workforce Solutions Inc.  
GT Independence



WHAT YOU CAN EXPECT WORKING WITH INTERSECT

# core values

- **optimistic attitude**  
See challenges as opportunities
- **remarkable hospitality**  
Go above and beyond to make people feel supported and connected
- **compassionate confidence**  
Approach decisions with empathy and open-mindedness.
- **edgy dreamers**  
Boldly dream beyond the status quo (Consider "What if?")
- **stronger together**  
Collectively building greater outcomes

**your fulfillment**  
is our measurement for success

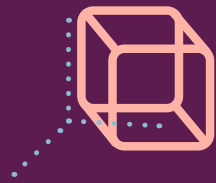


**HAPPY. HEALTHY. CONNECTED.**



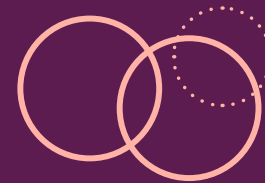
WHAT WE'RE REALLY GOOD AT

# our services



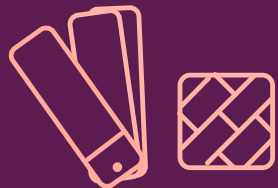
## Architecture

Inspired buildings that were designed from the inside out.



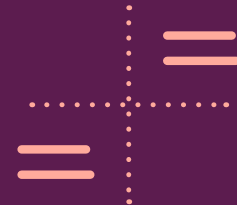
## Experiential

Designing experiences for people that go beyond the building.



## Interiors

Amplifying every spaces' personality with materials, finishes and furniture.



## Strategy

Where we align on needs, story and how to best fulfill your people.



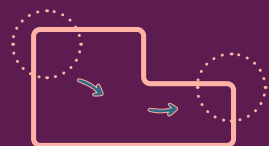
## Branding

Tell the story of your organization through thoughtful graphics and story elements.



## Procurement

Down to the last finishing touches: We coordinate the purchasing, warehousing, delivery, and installation of your branding, furniture, accessories, and everything in between.



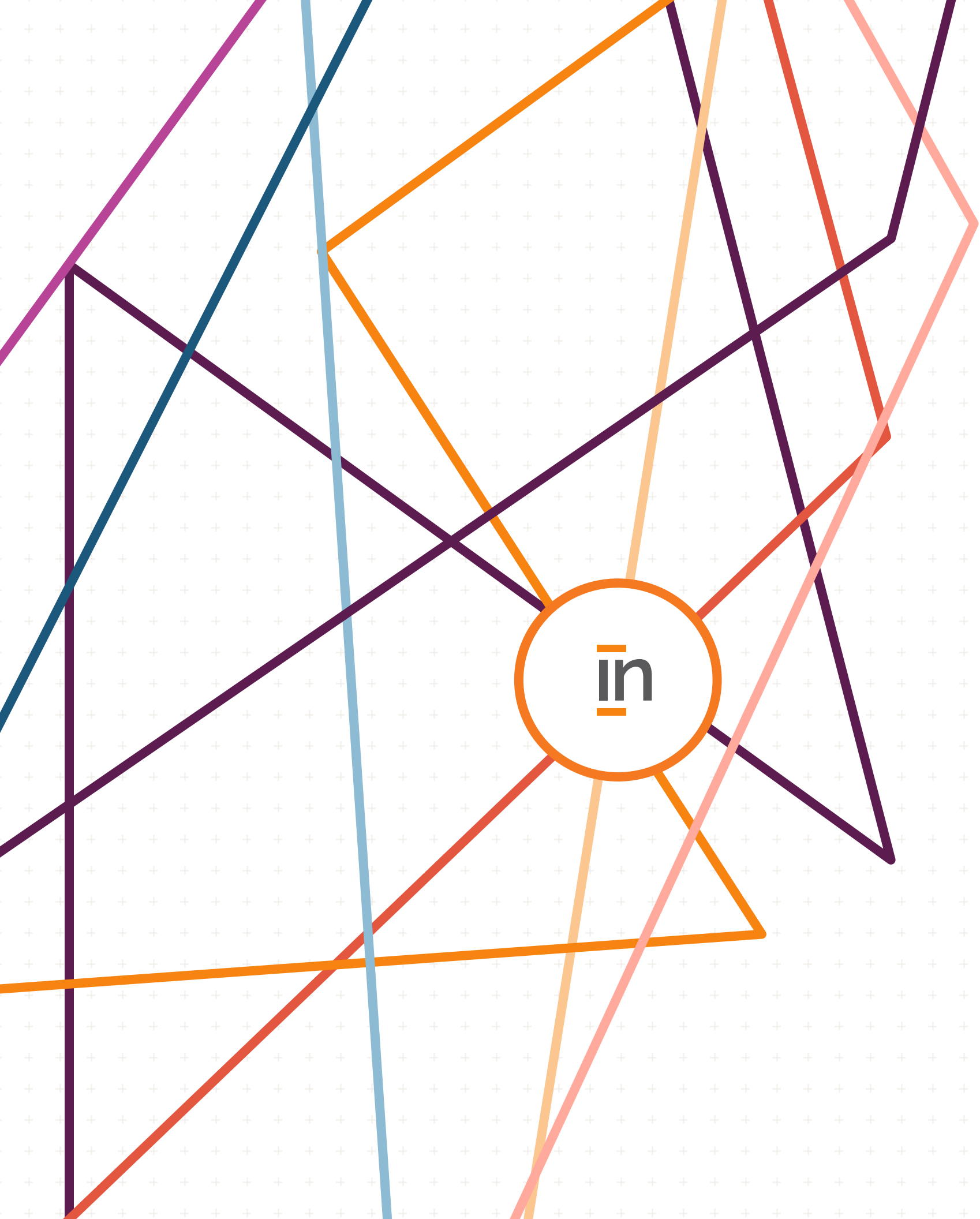
## Planning

Space Planning  
Master Planning and Strategy  
Project Management



*WHAT WE DO*

capture, calibrate  
& create  
**meaningful  
human experiences**



*WHAT THEY DO + HOW THEY FEEL*

# **we design for people**

**meaningful design**

connecting people & culture

**engaging process**

clear communication

Regardless of the scale, the location or the purpose—we design from the inside out.

This assures we are focusing on the experience of people—the person doing the work, their guests, and their customers. It helps us ask the right questions, it brings clarity to their motivations and needs.

Because at the end of the day, we create places for people, we don't just make buildings.

**BUILDING IN ROI FROM THE BEGINNING**

# starting with why

When we uncover the true why behind your project, it helps us amplify all your other needs. From space needs, people needs, brand and function needs. This leads to developing a real strategy for your project.



## **Proposal Phase**

Find out where you are and where you want to go.

Identify what services align with your need.

Develop our project scope and proposal.

## **Explore and Reveal**

This is what we're known for, an interactive workshop to discover who you are, the things you need and establish your personal 'why.'

## **Who are the right people**

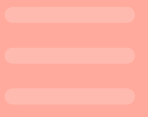
We're in this for the long haul, we want to make sure the right people are on board early, and can rally behind the project vision.

## **Project Process**

We have a well-refined project process that takes us from Conceptual Design through Construction Administration. Where we calibrate, focus and design around your true why.

## **Start Up**

This is where the hard work up front pays off. Where we realize the ROI that we envisioned at the beginning of our project.

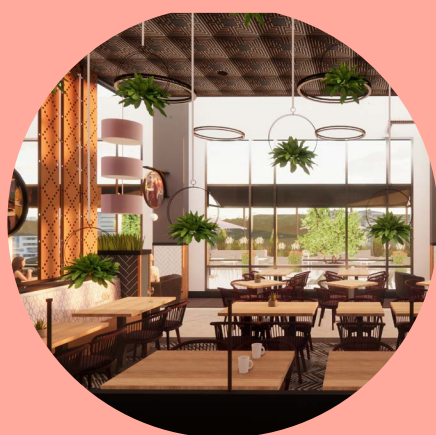


*QUALITY PLACES THAT FOSTER HUMAN CONNECTION*

# core project types



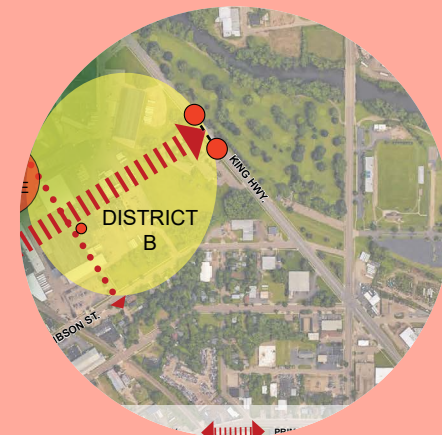
**Workplace**



**Hospitality  
and Retail**



**Multifamily**



**Government**



**Financial**



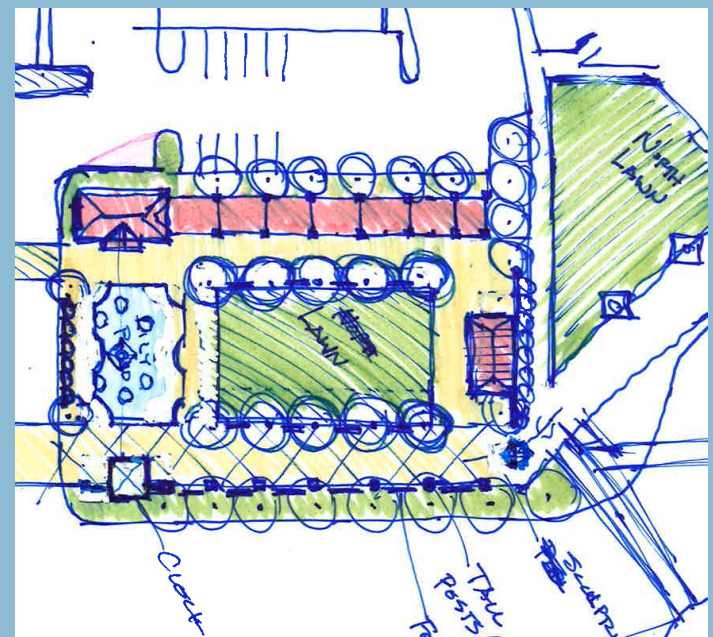
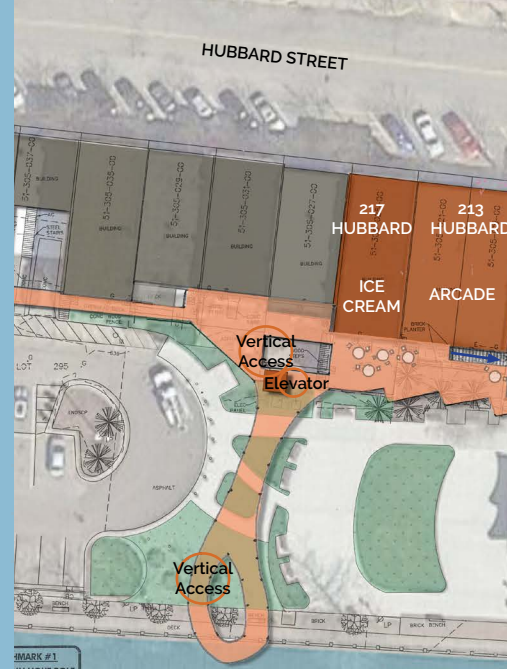
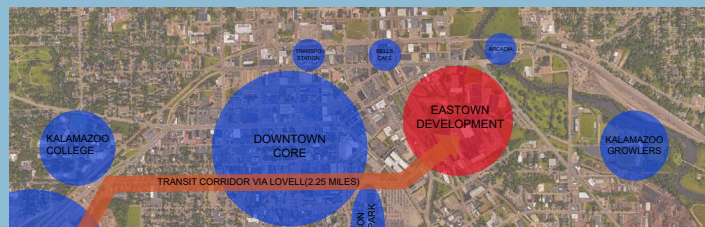
**Branding**



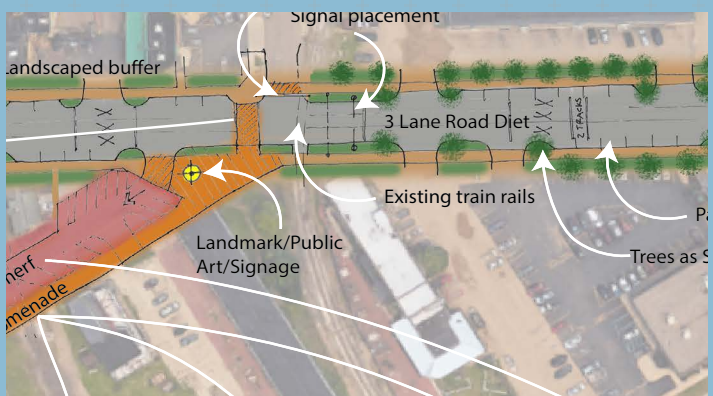
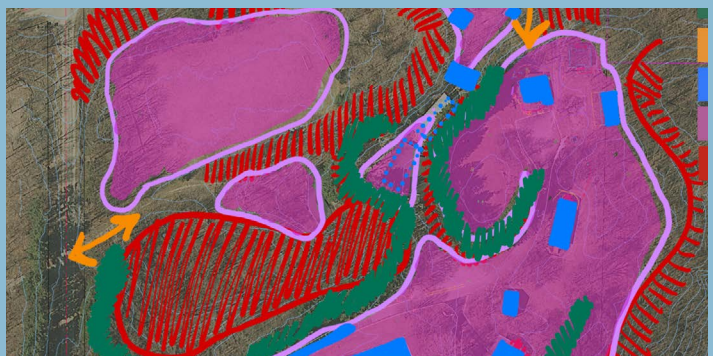
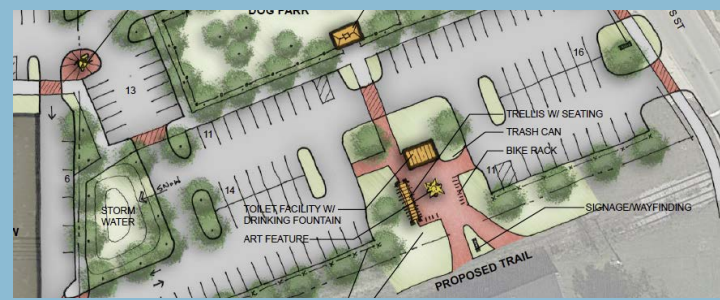
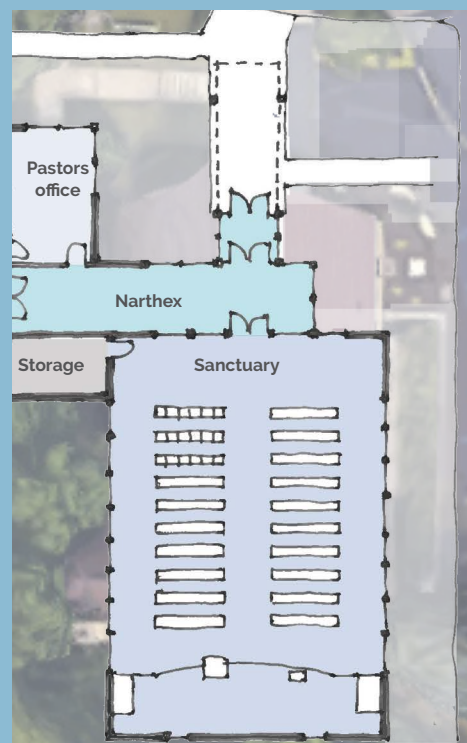
**Higher  
Education**

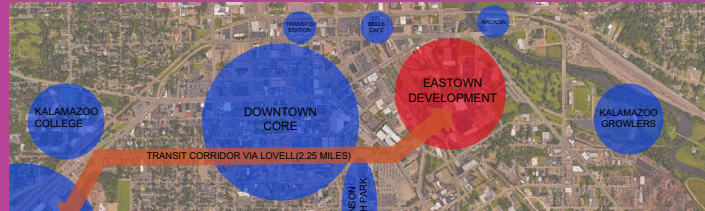
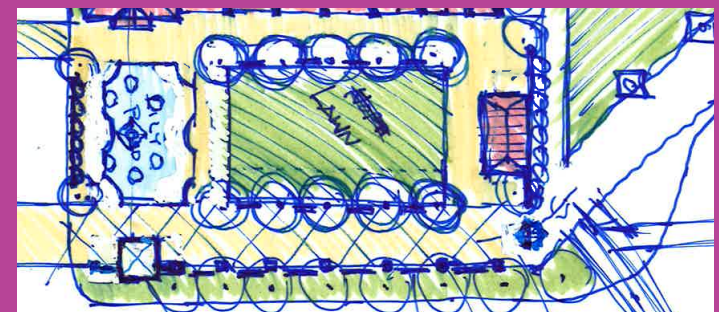


**Mixed Use/  
Development Planning**

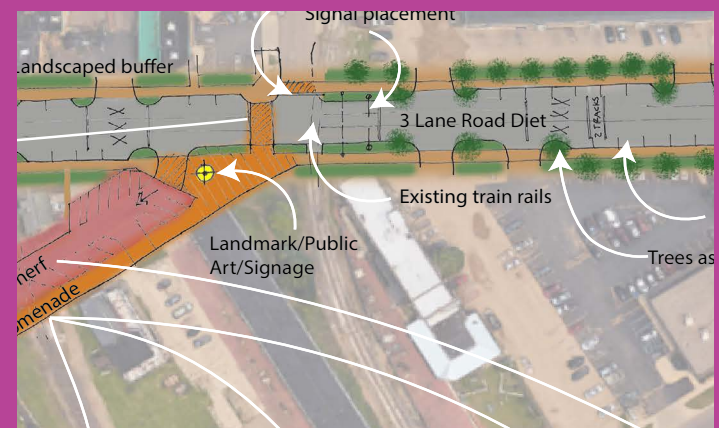
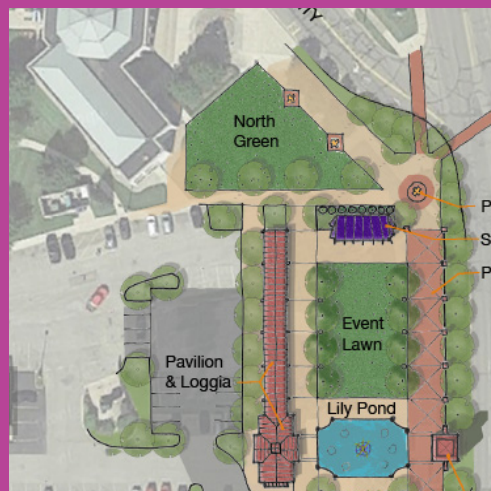
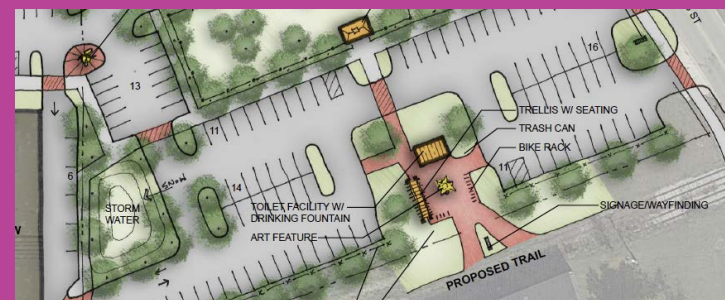


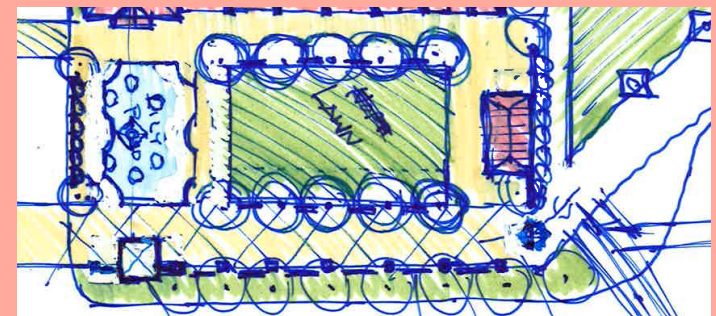
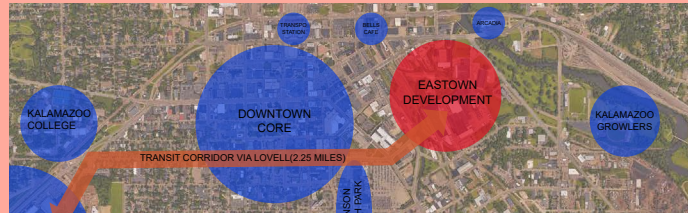
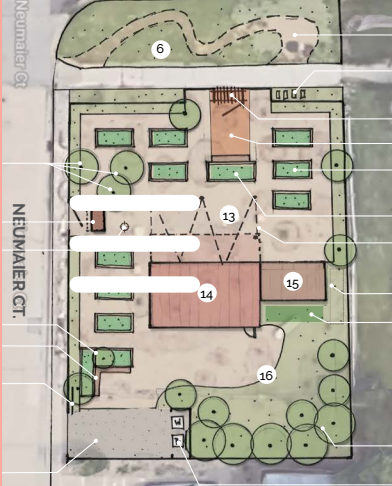
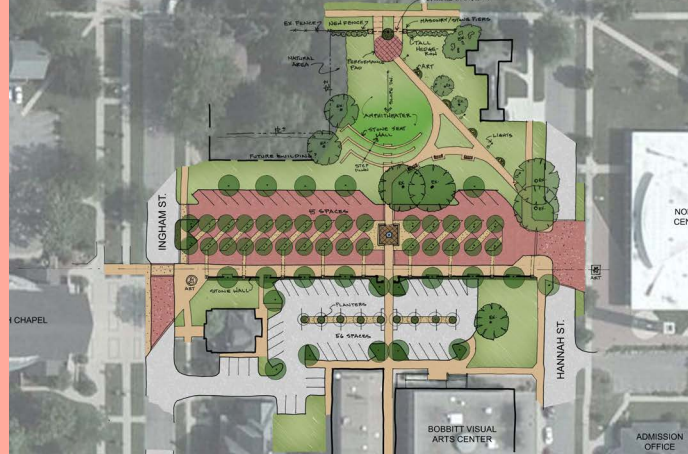
# planning



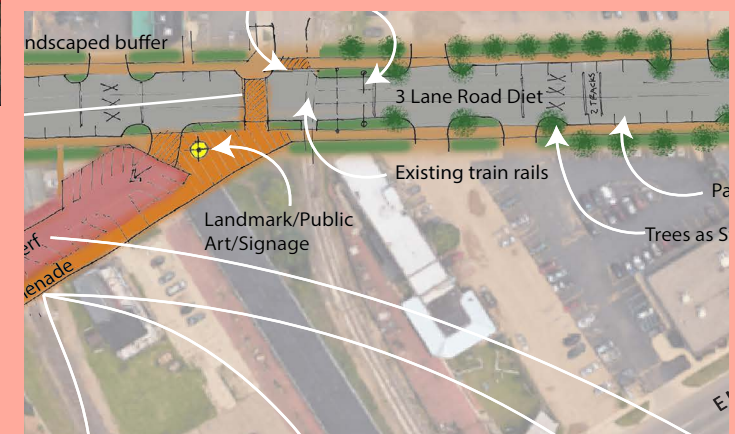
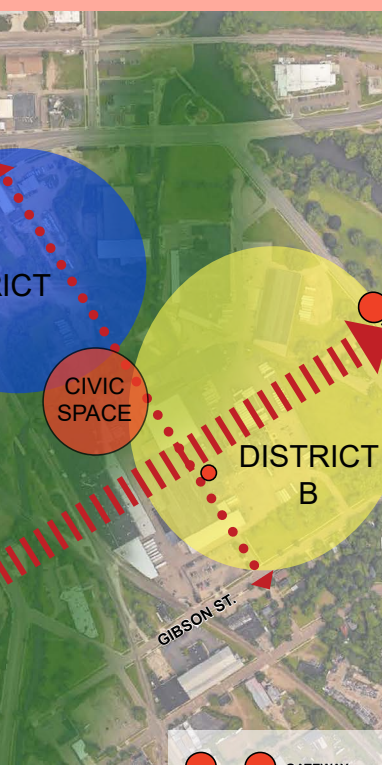


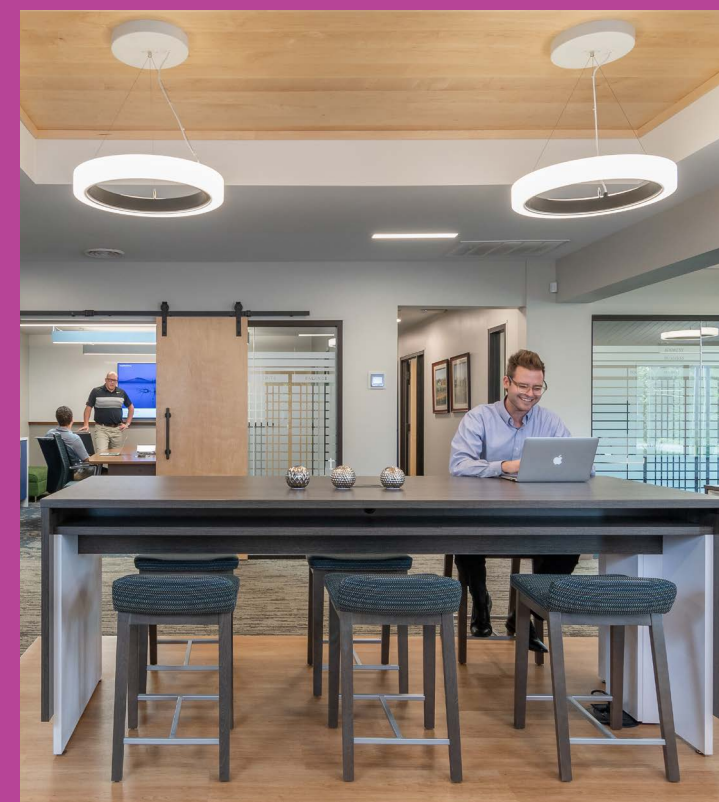
# urban design



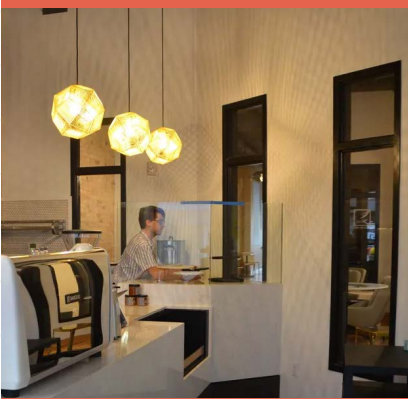
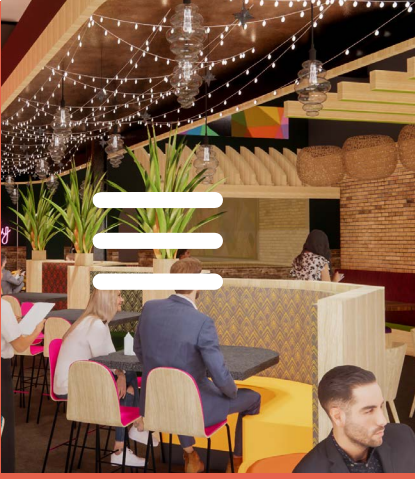


# mixed use





# workplace

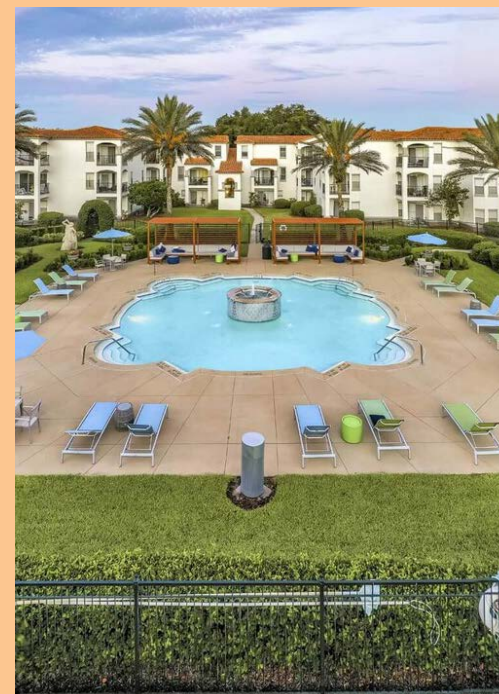
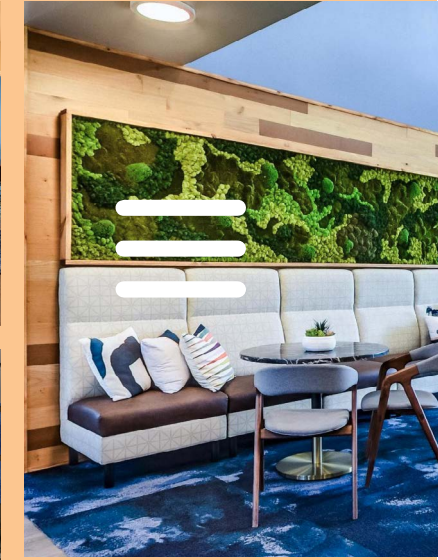


# hospitality



# financial



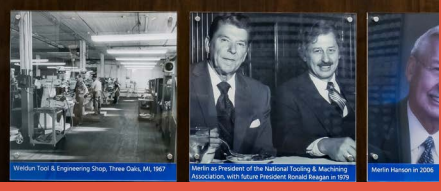


# multifamily

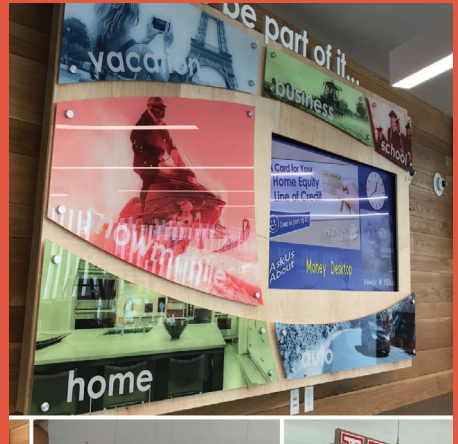
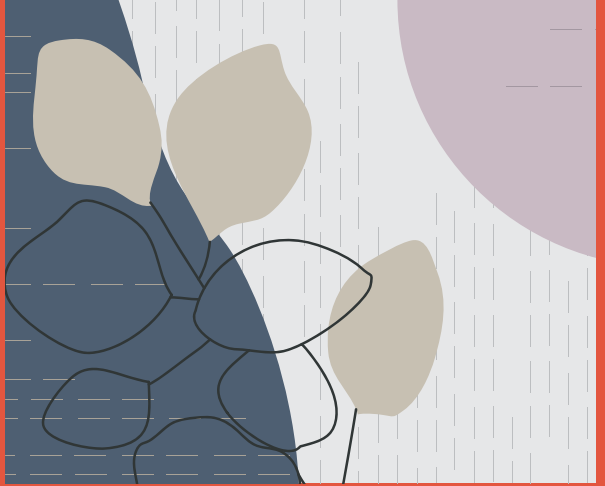
A LEGACY LARGER

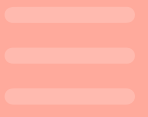
**HANSON**

Known for his huge heart and keen business sense, Merlin Hanson has built an impressive legacy of business, leadership and philanthropy from humble beginnings. Merlin, together with Dan Hillegas, founded Weldun Tool & Engineering, a tool-and-die shop in Three Oaks, Michigan in 1961. After moving the company to Bridgman, Michigan in 1971, Merlin became sole owner in 1978 and renamed the company Weldun International. Under Merlin's leadership, Weldun grew from a 3-man operation to a thriving corporation with 500 team members and a national reputation for high-tech equipment and automated assembly systems. After selling Weldun to Bosch Corporation of Germany in 1987, Merlin went on to establish the Hanson Group, including cold storage, beverage, logistics, automation and mold fabrication endeavors. Merlin's hard work and leadership continue to inspire and drive the Hanson team towards future growth and success every day.



# branding





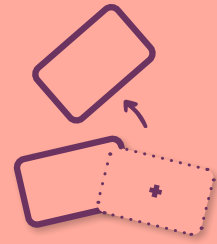
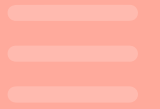
*HOW WE WORK TOGETHER*

# our project process

Your story is unique. And at Intersect, we believe that our process of working together should consistently connect, support and be just as rewarding as the buildings or places we create.

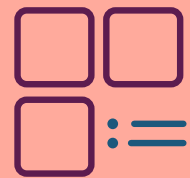
Intersect is built to support the entire project. Our process is refined for efficiency and our team has the stamina to maintain a high-level of design thinking throughout.

# PROJECT PROCESS



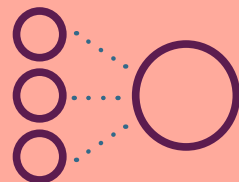
## 1 learn & engage discovery workshop

- Learn about you, your people & culture
- Vision, strategy & big picture
- What's working what's not
- Engagement & discussion



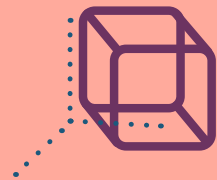
## 2 report back and strategy

- Report back & confirm
- Combine your needs with our expertise
- Program of spaces & sf requirements
- Present opportunities



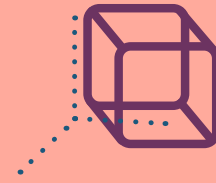
## 3 initial analysis + design options

- Design guidelines
- User experience
- Establish relationships & adjacencies



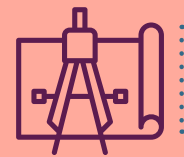
## 4 design direction

- Options for exploration
- Consensus on direction
- Budget alignment



## 5 design development

- Refine the layout & design
- Figure out the materials
- Account for all the details



## 6 design documentation for construction

- Communicate the design so the builders can construct your project



## 7 construction support

- Serve as a resource to the owner and builder
- Bring the design to reality



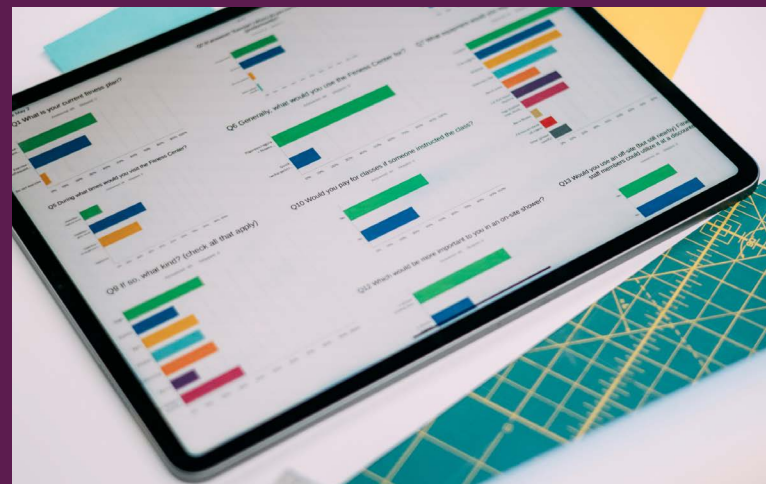
## 8 start up

- Get your team going
- Guide you in using the tools the way they were intended

# discovery workshop



keep, toss, create



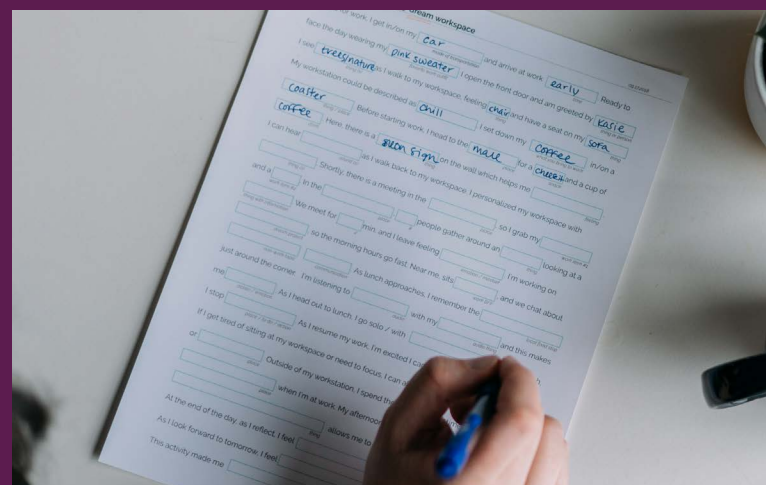
surveys



culture cards



visual preference



mad libs

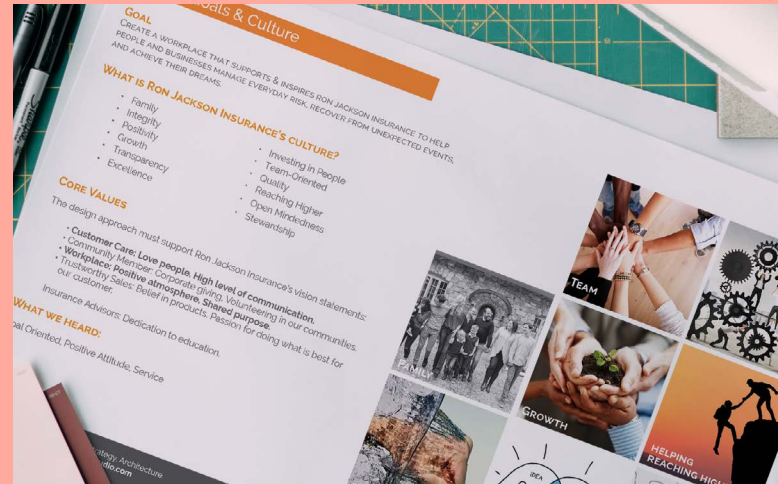
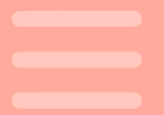


scale of direction

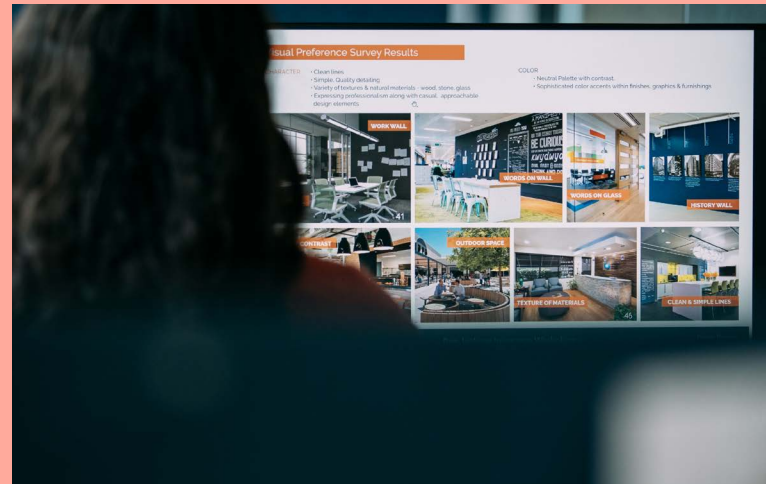
2

WE HEARD YOU

# report back and dream



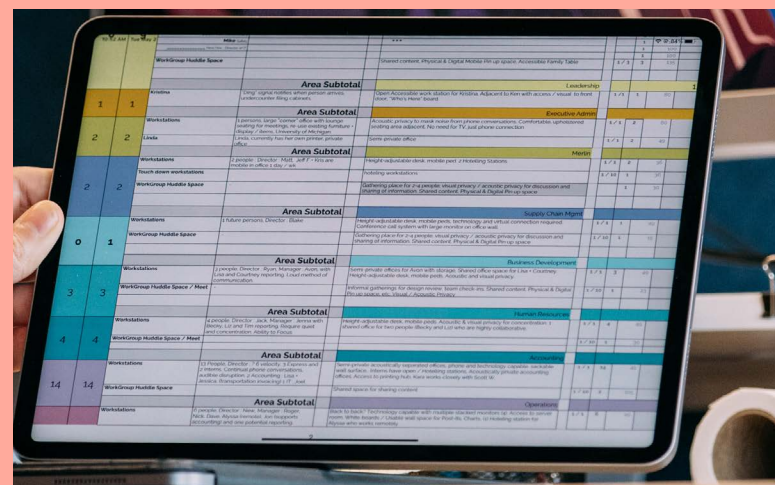
goals



visual preference results



design guidelines



programming



blue sky dreaming

3

ROLL UP OUR SLEEVES

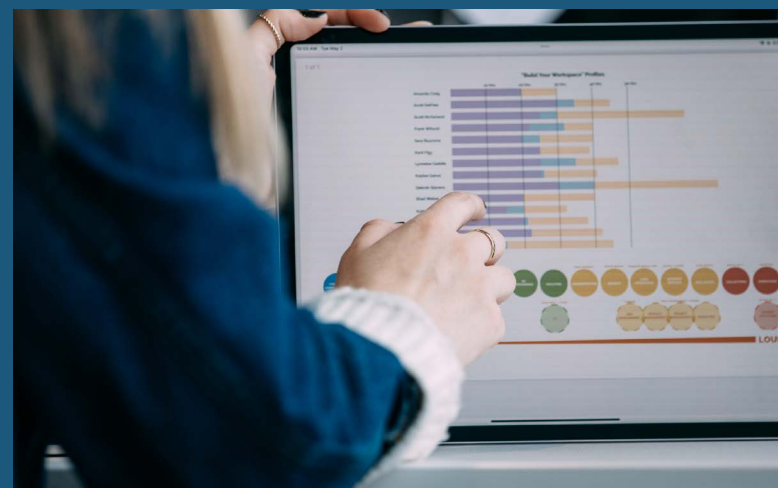
# analysis and options



experience zones



adjacency diagrams



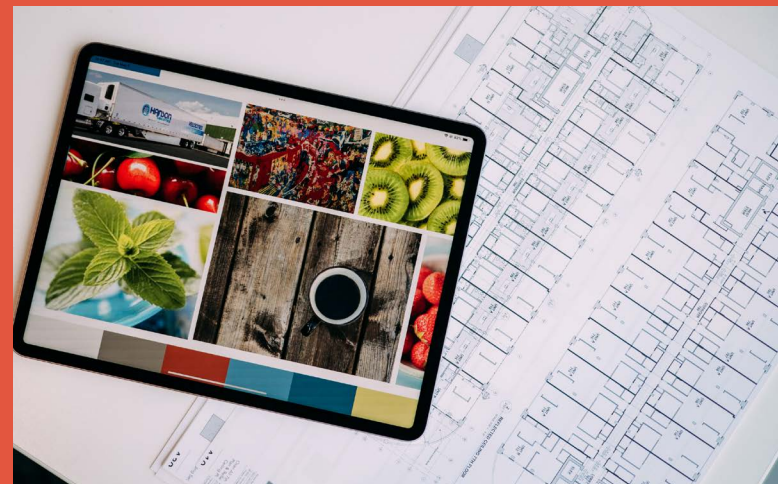
analytics



plan diagrams and floor plans

MAKING IT REAL

# design



character boards



material and finishes



3D model



technology



brand elements



*EXPERTISE*  
**connecting people to places**



# workplace design

**We create meaningful,  
high performing places for  
people to be great.**

Strongly believing that one size MISFITS all, we have identified that everyone works differently. People are not all in the same industry or business, which means we each experience our surroundings in a unique way. Our design process is created to extract your company's workplace DNA, clarify your culture, celebrate your brand and create solutions to maximize your team's daily efforts. We call our process an "Intersect."





## US HEADQUARTERS

# motan group

Mark McKinbbsen, a dedicated resident of Plainwell, has a deep-rooted belief in investing in the local community. Having been instrumental in establishing Motan Inc in the US during the 1980s, he has remained committed to the area and company as CEO since. Motan group, a global company with US headquarters in Plainwell, Michigan, develops modular units and well-thought-out systems for the manufacturing and processing of plastics. The team takes pride in knowing that their products are used by prestigious companies such as SpaceX, Tesla, and Lego.

To attract and retain young local talent, Motan group renovated over five thousand square feet of workspace to create an innovative environment that meets the collaborative and flexible work needs of modern professionals. This new, improved workspace is designed to inspire creativity and foster teamwork, reflecting Motan group's commitment to supporting its employees and the community.





## HISTORIC COURTHOUSE RENOVATION

# cass county admin offices

Intersect has been working closely with county commissioners and community stakeholders since 2021 to develop a functional space for administrative officials and community members that revives the historic features with a focus on the people with modern technologies. Intersect Studio guided county officials and stakeholders through a process to assess their needs and goals for this new public space. It was important that the new spaces rectified challenges with the administration's current space for staff and provide transparent spaces for interactions with the public. Phase 2, called the Design and Development services was where the physical details for cost and design choices were determined.





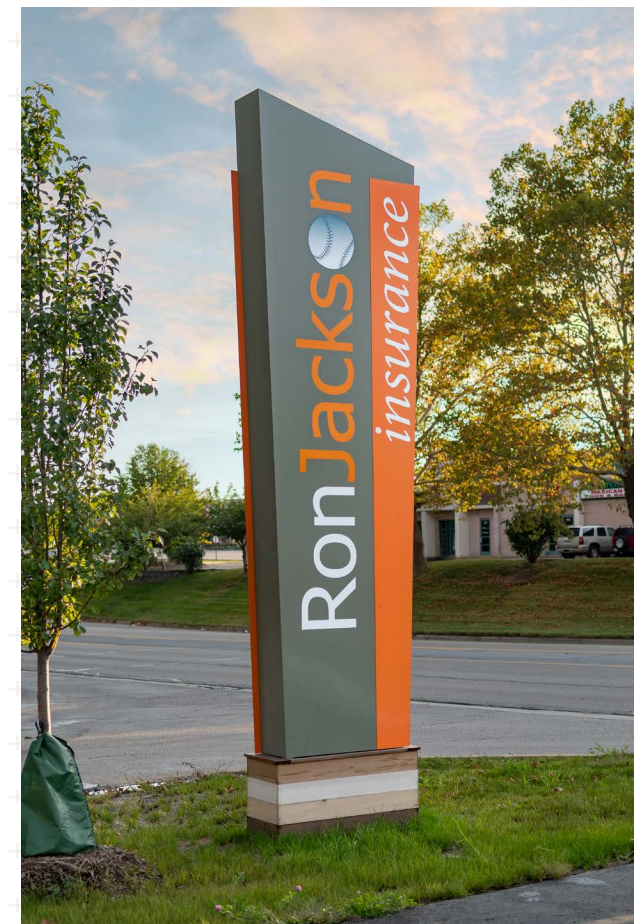
## HEADQUARTERS RELOCATION

# ron jackson insurance

Intersect collaborated closely with the Ron Jacksons team to evaluate multiple building options, conducting focused cost analyses and test fits to select their new home. This new space is specifically calibrated to meet their unique needs and represents a significant departure from their previous way of working. Flourishing in this dynamic, heavily branded environment, the Ron Jacksons team effectively tells their story in a compelling and memorable way.



Merit Award  
AIA SW Michigan  
2020





**WORKPLACE RENOVATION**

# hanson logistics

Intersect engaged Hanson Logistics, a logistics company specializing in refrigeration and produce shipping, to uncover their work place culture and work place needs for solid foundation and progressive future. Worked with team to understand conceptual design and further design and development of 8,971 sf of workplace. Crafted strategic storytelling graphics throughout new space that enhanced core values and branded elements in new work place.





**WORKPLACE DESIGN**



# kruggel lawton

The new Kruggel Lawton CPAs office in Saint Joseph, Michigan, has a strong emphasis on hospitality for both their clients and their staff. It is divided into two zones so that work collaboration and recharging in the private (back of house) zone does not interfere with client hospitality and confidentiality in the public zone.

A strong balance was also achieved in the work zone between focused tasks which require a high degree of precision and enough openness to foster team growth, mentorship, and collaboration. This was achieved by crafting work stations that isolate sound and visible distractions, but with high levels of transparency so co-workers can still see each other thereby communicating availability. The transparency also allows daylighting to penetrate deep into the building maximizing its wellness benefits for the entire staff.





## LOBBY + EXTERIOR

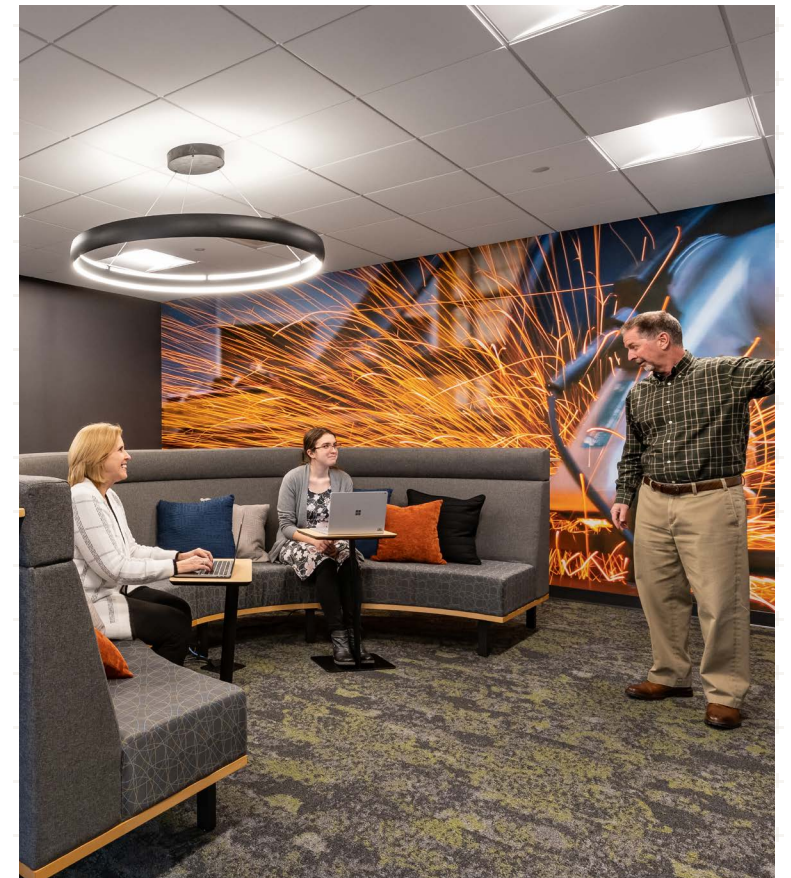
# milestone senior services

Milestone Senior Services is embarking on a groundbreaking project to create a space that inspires, welcomes, and supports the Kalamazoo community. With the site plan established to ensure optimal functionality and aesthetics, the design includes 1,000 square feet dedicated to providing a concierge-oriented experience for guests and clients, ensuring they feel valued and supported.

The focus is on Staff and volunteers will have access to the tools they need to seamlessly and efficiently perform their jobs, with an emphasis on maintaining security and confidentiality while interacting with clients. The layout includes private offices that maintain visibility for accessibility and integration, allowing for easy interaction between staff and clients. There will be a variety of work settings available, from quiet spaces for focused tasks to energized areas for collaborative brainstorming and drop-in work.

A central hub will serve as a space for hospitality, fellowship, recharging, casual meetings, and cross-pollination between work groups, fostering a sense of community and collaboration. The design prioritizes easy navigation, with clear lines of sight and individual identity of place. The brand colors, soft and derived from nature, will further enhance the welcoming and calming atmosphere of the space, creating a holistic environment that supports the well-being of both clients and staff.





## WORKPLACE REDESIGN

# b&l information systems

B&L Information Systems, a leading software provider for metalcasters, urgently needed to expand their current workplace to accommodate their growing team. Their existing space, which was used for video calls, training sessions, internal meetings, and more, was no longer sufficient. The new building addition doubles their current space, providing ample room for new team members, a large training room with an adjacent hospitality area, acoustically sound focus rooms, various connect spaces, and a recreation space designed to enhance collaboration and creativity.

The new space features circuit-inspired flooring in the training room, metal accents throughout, and fiery-red and orange finishes, reflecting not only the work they do but also the passion they have for their customers. This project demonstrates B&L's commitment to creating a dynamic and inspiring work environment for their employees while also showcasing their dedication to providing top-notch software solutions for metalcasters.

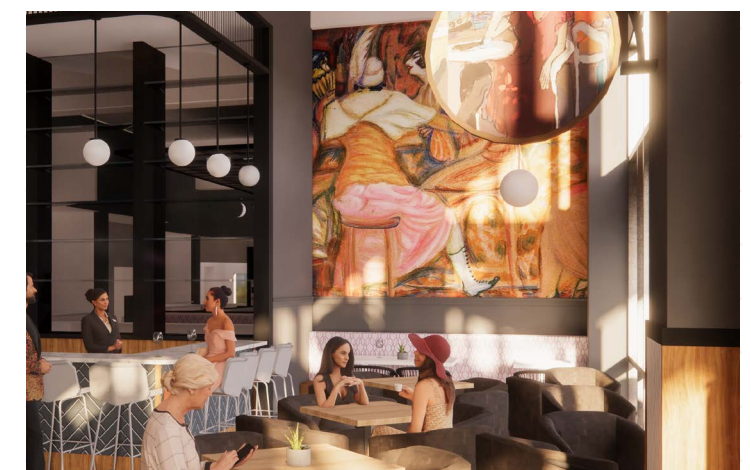


# hospitality & experiential

**Our goal is to help you discover what you need to create great places.**

Hospitality and experiential design is the true meaning of creating great places for people. People are drawn to places that have clear intention, that are inviting, hospitable, full of energy.

We are experts in expressing your brand and story within your environment, allowing you to connect with your clients and community on an high level.





## RESTAURANT

# the amendment

This grill house concept offers a dramatic, extravagant, and rich dining experience, celebrating the tenacity and radical change of post-Prohibition America. The concept tells two interwoven storylines: the history of the bank and the rumored history of Sturgis during the Post-Prohibition. The restaurant's food menu signifies the celebration of a new era, featuring the best dry-aged steaks and craft cocktails in Michigan. The design impact of the Amendment is characterized by a blend of curvy, romantic, and organic elements juxtaposed with minimalistic features to establish hierarchy. The design incorporates extravagance, elegance, and refinement, with playful and frivolous touches such as ridiculous curves and unnecessary romantic features.

Rich materials and textures are used throughout the design, creating an interactive and tactile experience. The lighting is dramatic and mysterious, with high contrast to create an intimate and moody atmosphere. The design is based on a historic/art deco foundation with a modern update, ensuring that every detail is intentional and makes a statement. The overall ambiance is described as "perfectly simple and sophisticated," with exaggerated and lush features that create an engaging and memorable dining experience.



**GAREZER'S**

# community building

The Latvian Center Garezers broke ground in 2023 for a brand new multi-purpose building, marking the beginning of an exciting new chapter for the center. This new facility will serve as a hub for a wide range of activities and events, further enhancing the Garezers experience for visitors of all ages. From cultural celebrations to educational programs and community gatherings, the multi-function building will provide a versatile and welcoming space for all.



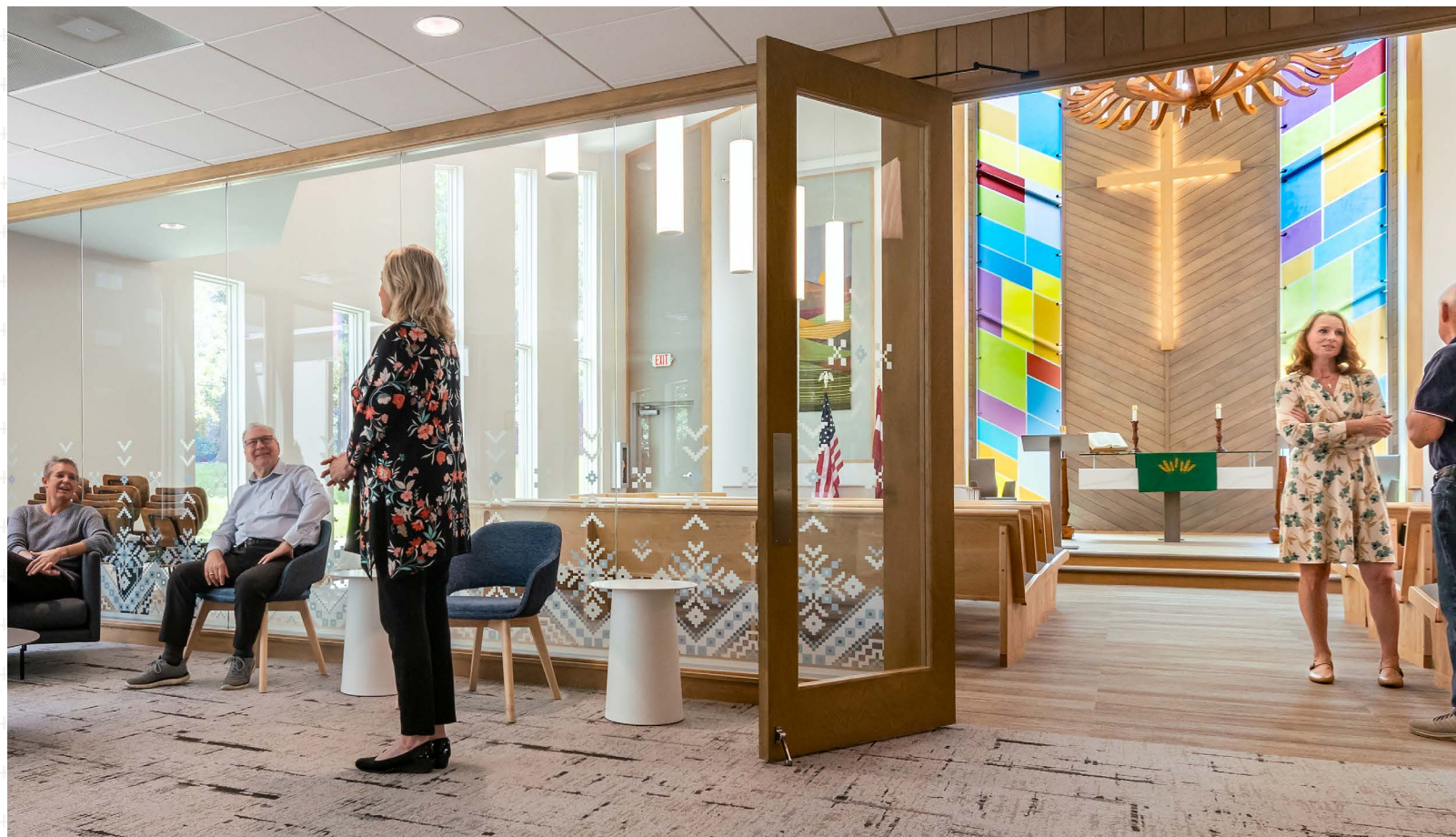


REDESIGN

# kalamazoo latvian church

A modern take on the traditional church design, our new Kalamazoo Latvian Church project is underway. Rooted in Scandinavian design and Latvian culture, the new place of worship is a subtle, simple form with elegant detailing. Infused with vertical elements – like the steeple, glazing and siding – provide the opportunity for an elevated experience. Inside and out, a palette reminiscent of the Birch Trees in Latvia, creates a lighter, brighter and nature-inspired place where the Latvian community can gather and worship. Inside the sanctuary, colored glass inspired by the setting sun over the Baltic Sea, accents the neutral palette and highlights the chancel area.

Additionally, an intimate prayer garden nestled between the existing community center and the new sanctuary promotes quiet reflection, and showcases the connection on natural elements consistent throughout the project.





## ENTRANCE AND VIRTUAL GOLF

# the dome

The Dome in Schoolcraft, Michigan, embarked on an innovative project to enhance its entrance experience and introduced a state-of-the-art virtual golf range called "Never Quit Golf." The goal was to utilize the existing space to create an impactful and alive environment, both inside and out, where users feel welcomed, loved, safe, and comfortable 365 days a year. The new entrance experience was designed to be timeless, classic, warm, and cozy, setting the tone for visitors as they enter the facility. The virtual golf range, "Never Quit Golf," features simulators inspired by famous courses around the world, providing an immersive and exciting experience for golf enthusiasts of all levels.

The Dome continues to serve as an athletic and recreational development campus for young athletes and mentors. The space is designed to empower others to make a difference and foster positive habits and relationships in their community. Overall, The Dome's new entrance experience and virtual golf range project is designed to create an inclusive and exciting space that inspires and empowers both visitors and staff alike.





## COFFEE SHOP

# five lakes coffee

Five Lakes Company sought a cozy coffee shop location in Sturgis, Michigan. At the heart of Five Lakes is a love for people, aiming to create a welcoming "second home" where customers can feel comfortable and at ease.

Intersect developed a branded experience around their core mission to cultivate relationships through coffee. A custom wall graphic pays homage to Five Lakes' brand, logo, and roots in southwest Michigan, adding a personal touch to the space. The interior features millwork-heavy finishes, creating a warm and inviting atmosphere. The layout of the coffee shop is designed to accommodate a variety of people, ensuring that everyone feels comfortable and cared for during their visit.





## EVENT SPACE

# 225 parsons

Kalamazoo has a rich history in guitar string manufacturing dating back to the late 1800s when Orville Gibson arrived in town and began designing innovative mandolins. His work laid the foundation for the Gibson Guitar Corporation, which became the world's premier guitar manufacturer. While production moved away from Kalamazoo in the 1970s, a group of senior employees purchased the building at 225 Parsons to establish Heritage Guitar Inc., focusing on handcrafting guitars.

Plazacorp enlisted Intersect to create supporting graphics for investor and developer proposals, reimagining the facility as an international entertainment destination while honoring its history. Intersect identified unique experiences within the site that would tap into the energy of the legends who once walked the premises and had their instruments crafted there.

The mission is to create a pilgrimage site for music lovers and social creatures alike, immersing them in the beauty of music, the history of the guitar, and live performances. This vision includes a hospitality offering with a restaurant, boutique hotel, and banquet facility. The reimagined facility will also provide space for music industry-related retail and office use, creating a vibrant hub for businesses to thrive and offering exceptional return on investment for all involved.



## RESTAURANT CONCEPT

# exchange eatery

The exchange eatery is a revolutionary restaurant concept that transforms dining into an experience of culinary exploration and social connection. By day, it offers quick, real food in a vibrant setting, while by night, it transforms into a place for discovery and socialization. What sets the exchange eatery apart is its unique approach, allowing patrons to make spontaneous choices regarding their food and dining setting. The restaurant prides itself on its chef-to-table philosophy, offering professional but self-directed service that is approachable and inclusive. The atmosphere is impressive yet not intimidating, providing a variety of dining options that cater to both local tastes and world flavors, bringing people together through food and culture.

In terms of design, the exchange eatery embodies a clean, fresh art deco aesthetic. The color palette is lighter and brighter, with dark accents grounding the space. Vertical elements are used to accentuate height, while patterns and materials create excitement and warmth. The lighting is flexible, transitioning seamlessly from day to night. Dividers or ceiling elements are used to create a variety of spaces, catering to different dining experiences. One standout feature is the large graphic on acoustic fabric or wallcovering, adding a visual focal point to the space. The restaurant is divided into three distinct seating zones: the cafe, the dining area, and the lounge, each offering a unique atmosphere where food, design, and community converge to create an unforgettable dining experience.





## BAR + GRILL CONCEPT

# double deck

Double deck is a dynamic bar and grill concept set to revolutionize downtown Allegan, MI. It offers a clean, upscale sports bar experience featuring elevated bar food, craft cocktails, and a wood-fired stove. The concept is designed to be edgy yet always friendly, providing a welcoming environment where everyone is encouraged to support their favorite sports team.

The atmosphere is designed to be upscale yet approachable, with lounge and upscale loft visuals complemented by friendly service. One unique feature is the double-stacked 'D' in the bar area, serving as a focal point and a nod to the concept's name. The existing columns are painted to resemble field posts, enhancing the sports theme throughout the space. To further enhance the sports experience, a graphic wallcovering of a stadium is installed in the elevator, providing patrons with a sense of being at a live sporting event. The layout includes an upstairs area for gaming, gathering, and interaction, as well as a lower level housing bathrooms and the kitchen in the basement.



## RESTAURANT CONCEPT

# tequila bar

This tequila bar restaurant concept is not just a place to dine; it's an immersive culinary experience that celebrates the expressive Spanish and Mexican cultures. The concept combines a diverse array of food and drinks, including tequila, taqueria, tapas, and more, creating an individualized experience that seamlessly connects to the overall ambiance.

The architectural design of the restaurant is a blend of hip and vibrant elements with aged, natural materials. Strong and authentic design elements are emphasized, with big and bold features that make a statement. The interior showcases a variety of textures and durable materials, such as polished concrete, wood, and brick, adding to the restaurant's character and charm. Tasteful and inspired, the design celebrates Mexican culture, highlighting its vibrancy and history. Influences from Spanish art and architecture are also evident throughout the space, creating a visually stunning and culturally rich atmosphere. This restaurant concept promises not just a meal, but an unforgettable journey into the heart and soul of Spanish and Mexican culinary traditions.



# financial banking

## Connecting people to place.

Intersect Studio provides a specialized approach to designing spaces that promote health, happiness, and connectivity. Our process begins by collaborating with your stakeholders then present our findings to the project leadership team to ensure alignment before brainstorming ideas for the new branch.

This approach yields clear brand statements and design guidelines, which serve as the foundation for determining the best solutions throughout the project. These guidelines also help communicate the project's intent clearly to all stakeholders, ensuring a cohesive and successful outcome.





HONOR CREDIT UNION

# downtown connect center

When Honor was looking to open a member center in Downtown Kalamazoo, Intersect stepped up to help them find the perfect location. A small long empty space located on Michigan avenue was the perfect location to create a community focused member center. Now called the Connect Center, the just over 2,100sf space was designed with "concierge" banking in mind. Each zone of the Connect Center has been specifically designed to maximize its functionality and bring a personalized banking experience to each member that visits.



Merit Award  
AIA SW Michigan  
2020





## HONOR CREDIT UNION

# training center

Honor Credit Union's Stadium Drive branch in Kalamazoo, MI, is a standout location that combines functionality with a striking exterior design. The branch, formerly a Bob Evans restaurant, has been transformed with a new addition and exterior design standard featuring copper cladding. One of the key features of the Stadium Drive branch is its state-of-the-art training center. This center includes huddle and focus rooms of varying sizes, providing ample space for team meetings and training sessions. Additionally, the branch offers workshop and event space that can accommodate up to 100 people. The space is flexible and features a variety of furnishings, including soft seating, to cater to different event needs.

In addition to its training and event spaces, the branch also features teller workstations, connect rooms, and semi-enclosed workspaces. These areas are designed to facilitate efficient and comfortable interactions between staff and members. Overall, Honor Credit Union's Stadium Drive branch is a modern and functional space that serves as a hub for financial services and community engagement. Its high-traffic and visible location make it a standout destination in Kalamazoo.

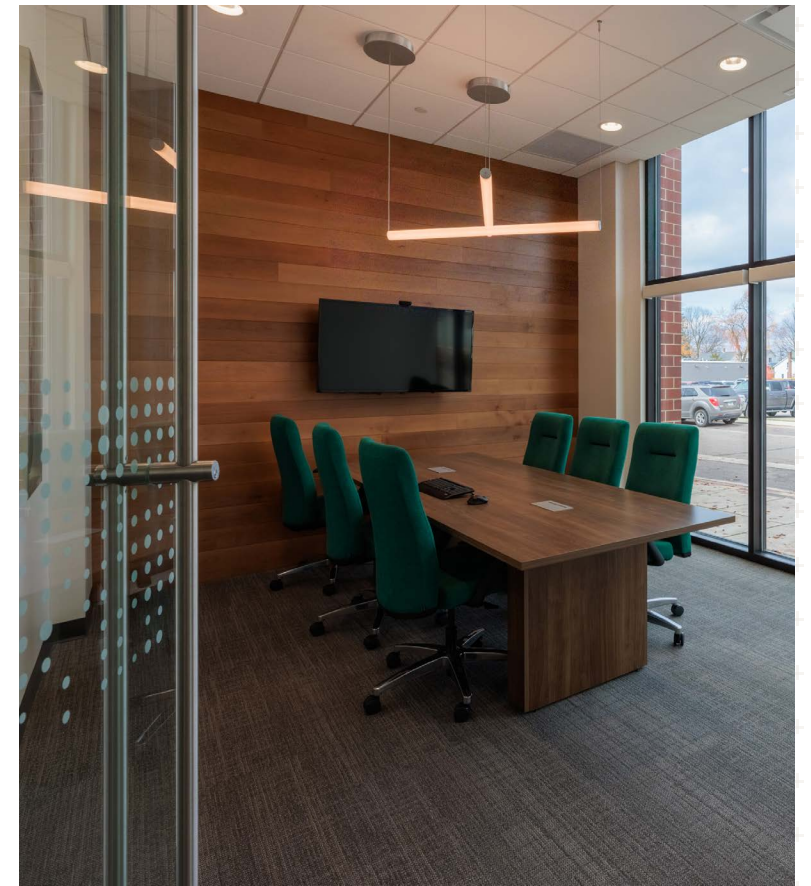
SOUTHERN MICHIGAN BANK + TRUST

# executive suite

Southern Michigan Bank & Trust has been serving southwest Michigan communities since 1872. Headquartered in Coldwater, Michigan since 1955, their leadership team was ready for a renovation that supports their current work style, welcomes guests, showcases their pride for Southern's long history. Intersect assisted Southern in creating an inviting and functional executive suite that expresses and supports Southern Michigan Bank's mission of building trusting relationships and providing friendly services.

The new design strikes a balance between accessibility and privacy for customers and staff. Intersect developed optimized workspaces with custom ergonomic furniture for executive members, as well as a formal and highly functional boardroom with a hospitality kitchen and pre-function area. The elevated brand experience embraces rich walnut woods and features a historic timeline and art gallery, recognizing Southern's two centuries of leadership.



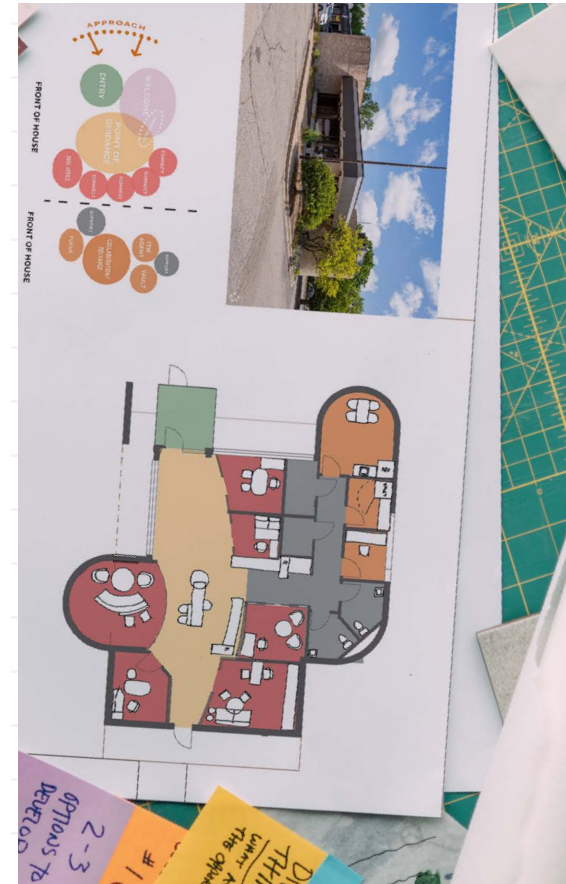


## SOUTHERN MICHIGAN BANK + TRUST

# sturgis

Southern Michigan Bank & Trust identified a historic building in downtown Sturgis, Michigan, for a new full-service branch location. This tenant fit-out is part of Southern's initiative to develop community relationships and strengthen the Southern brand. Intersect designed a welcoming and approachable member experience, incorporating large windows and glass doors to create an open and bright atmosphere. Natural textures with green accents, along with consistent graphics and signage, reinforce Southern's brand throughout the experience.





ALPINE BRANCH

# adventure credit union

Adventure Credit Union sought out Intersect for our workshop process and expertise in developing design guidelines, brand branch standards, and financial banking workplace design. The credit union needed a site location for its newest branch in Alpine, MI, which would serve as the standard for future developments.

The unique curved structure of this site location presented an opportunity to uncover and establish Adventure's culture and desired experiences. The design guidelines developed by Intersect will help the Adventure team align their brand and current goals into future branch locations.

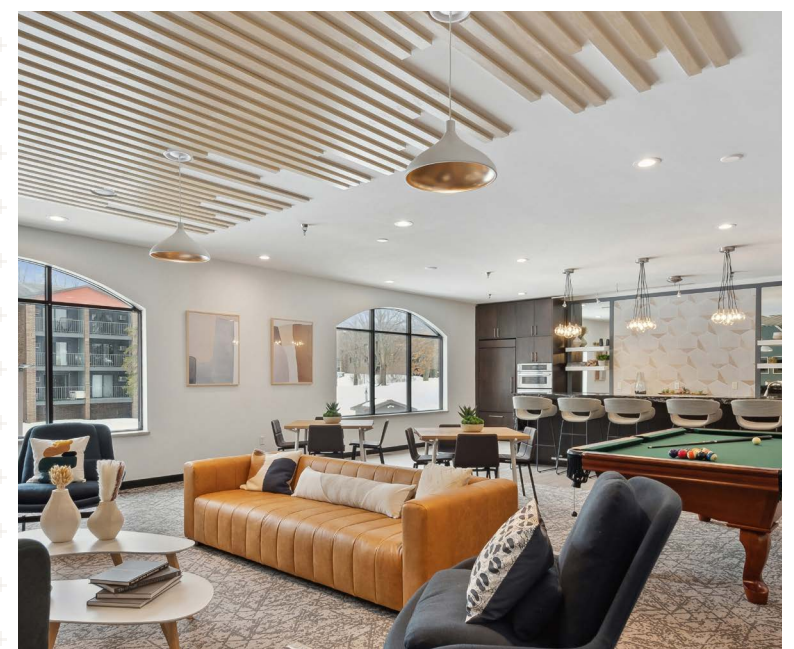
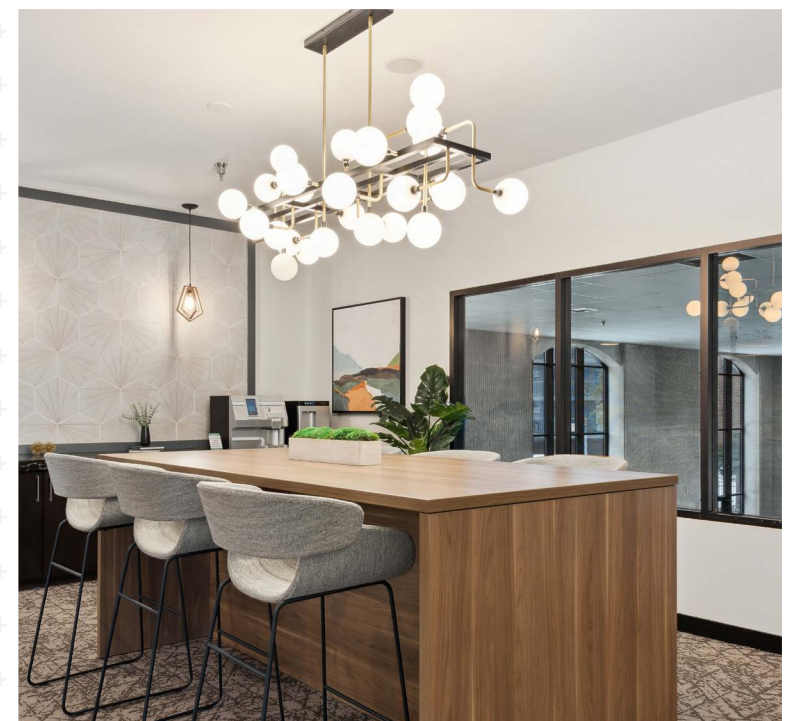


# multifamily

## Driving ROI through lifestyle design

People make leasing and living decisions based on positive experiences. The potential for revenue increases with thoughtfully designed places that connect people to your brand and their desired lifestyle.

We help you strategically identify the best opportunities for favorable return on investment by establishing standards, identifying high impact opportunities that result in quicker leasing of units and longer stays once a resident moves in.

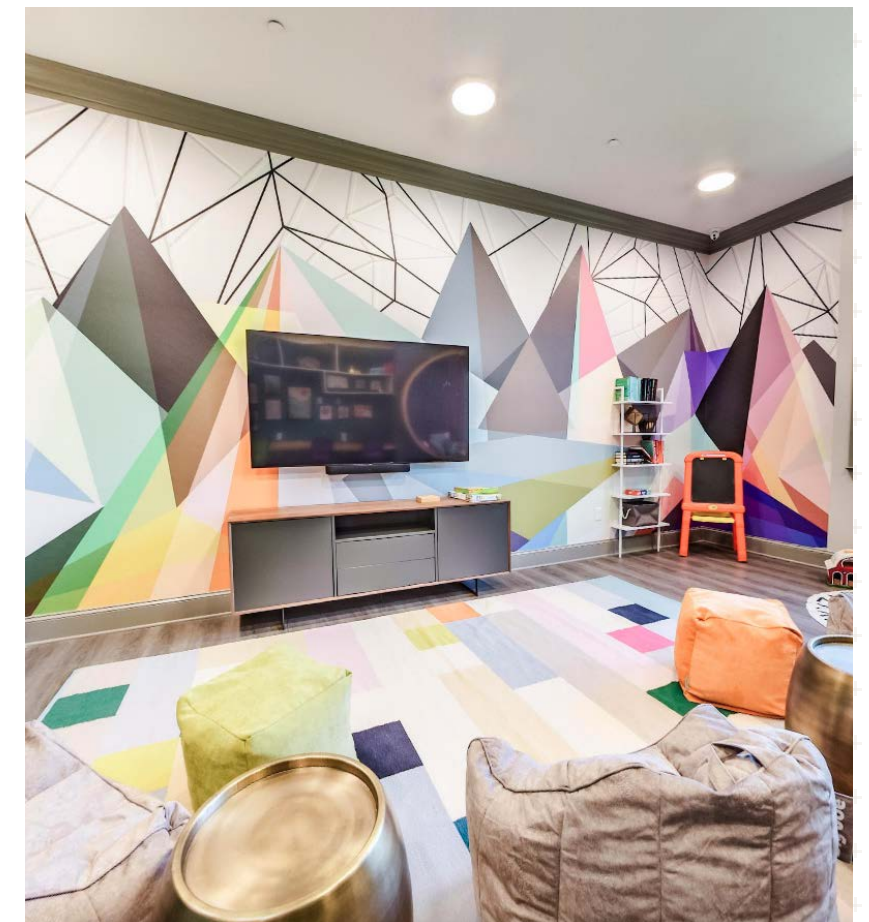




## COMMUNITY SPACES + MODEL UNIT

# brookside heights

Ideally nestled in the north of Atlanta, our community offers a convenient home base that's comfortably tucked away from the city, yet still close enough to it all. EQT approached Intersect with a need for a clubroom refresh. These spaces were tailored to families, divorced singles, older teens and residents who like to socialize. The clubroom features a co working zone designed to feel clean and modern. Large scale and dynamic custom graphics energize huddle and gaming spaces. Natural moss textures and organic artwork connect the natural landscape to the indoor spaces.

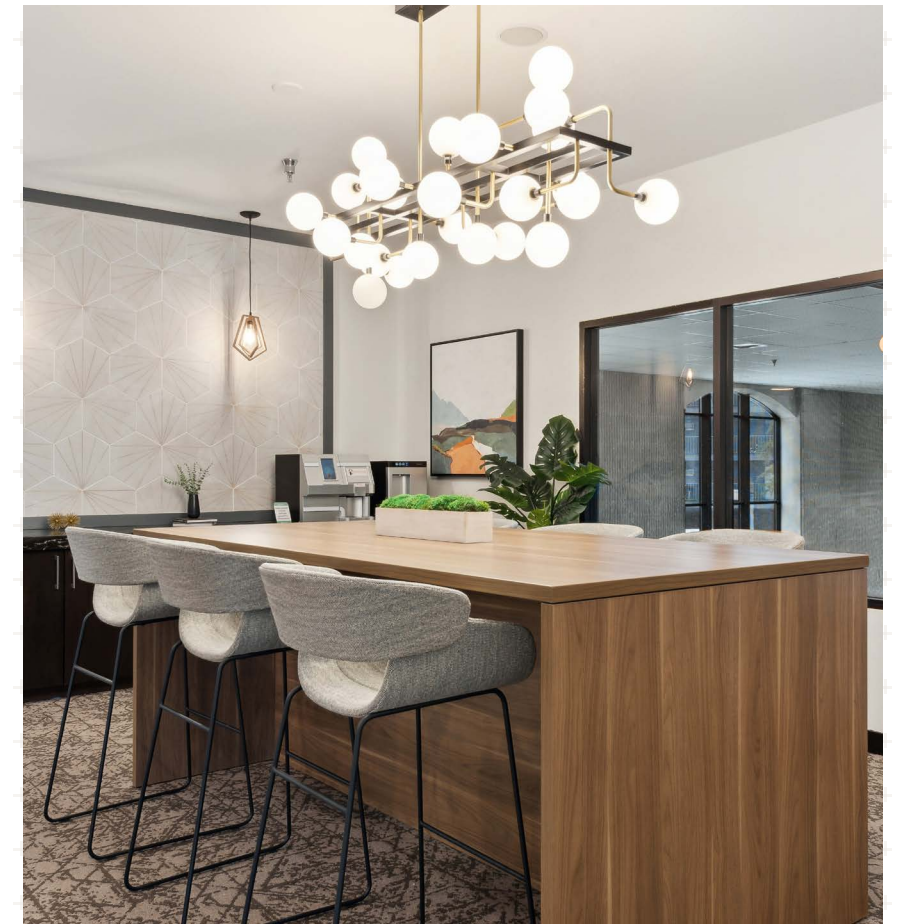


## COMMUNITY SPACES + MODEL UNIT

# reserve eden prairie

Intersect partnered with EQT to enhance Reserve at Eden Prairie's clubhouse, resident living space, and model unit in Minnesota. The goal was to maintain their modern, comfortable, and luxurious living approach while incorporating the surrounding natural beauty of Eden Prairie. The newly renovated clubhouse and living spaces offer a modern, comfortable feel with unique layouts tailored for residents' living needs. Indulgent details enhance the luxurious living experience, while the perfect combination of recreation options ensures residents have access to all they need.

The interior design of the clubhouse, resident living spaces, and model unit reflects modernity and luxury, making the Reserve at Eden Prairie a desirable place for local professionals, commuters, and outdoor enthusiasts alike.





## CLUBHOUSE RENOVATION

# monticello at southport

Sister property of 850 on the Avenue, this property is located in the heart of Sacramento, California. Unveil an exceptional portrait of living with style and sophistication. Intersect indulged in bringing a sophisticated, airy, and bright design and color direction to attract a demographic of young working professionals and young families. Reimagined luxurious lifestyle amenities included zoom rooms, fitness center, gaming area, hospitality bar, and dining area.

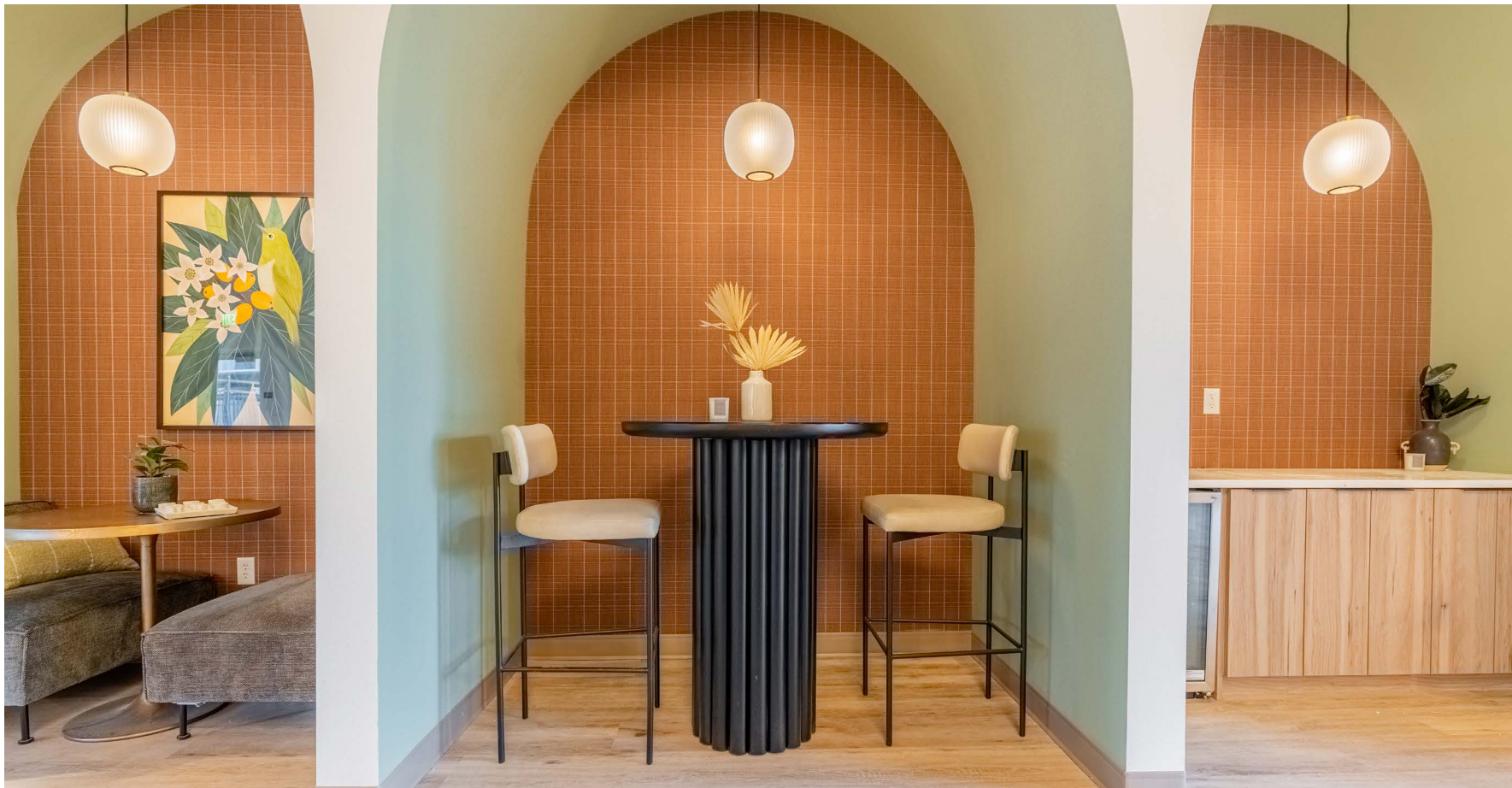




## CLUBHOUSE RENOVATION

# 850 on the avenue

Intersect engaged with EQT on an interior and architectural refresh for two sister properties located in Sacramento, CA. The luxurious lifestyle desired by the young working professionals and students required community spaces that supported social and hospitality focused spaces. A neutral and earth-toned color palette compliment the playful and energizing textures and shapes of furniture and light fixtures. The community experiences a heavy focus on social / event driven experiences featuring a cozy fireplace, hospitality bar, zoom rooms, fitness center, and gaming area.





## CLUBHOUSE RENOVATION

# whispering hills

Located in the foothills of the Rockies, the design of Whispering Hills was inspired by a bright and modern take on a classic mountainside lodge. Using warm, muted textures and a color palette inspired by nature, Intersect focused on accentuating the height of the club room and highlighting the fireplace as a key feature. The club room needed to be flexible and focus on serving the needs of its residents for work, lounging, dining and play. Intersect designed various cohesive zones so that residents could host small events, sit by the cozy fire to study or get things done in a co-working space. The fitness center was also outfitted with new finishes, lighting and environmental graphics.

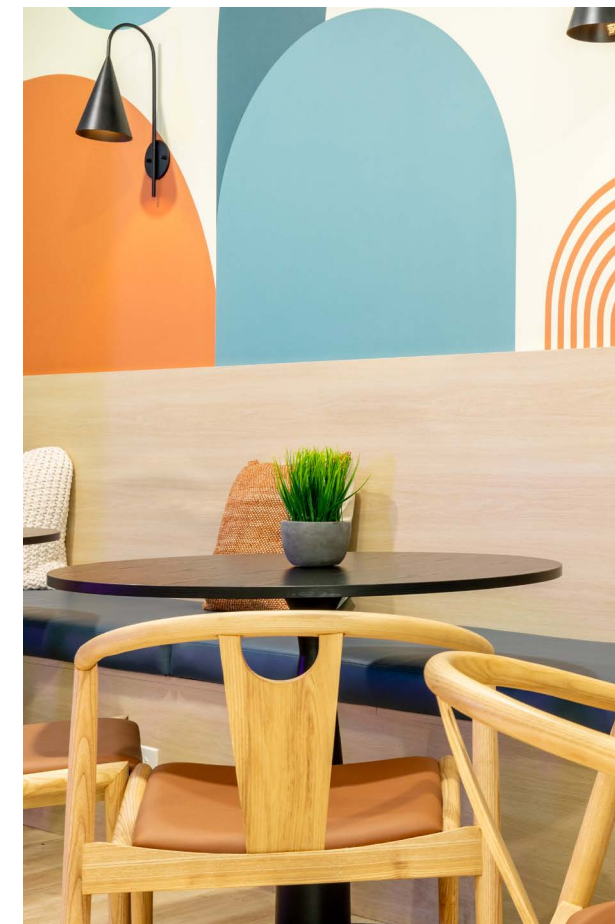




## POOL HOUSE

# decatur highlands

Located minutes away from the heart Emory University and Decatur, GA, this apartment community experienced major flooding to their amenity spaces. EQT partnered with Intersect to redesign the pool house and fitness area to better align the experiences for their student demographic. Intersect approached the refresh with high end pool side colorways and finishes. Featuring blues, light woods and places to gather, like the ping pong dining table, to help create meaningful experiences for residents.



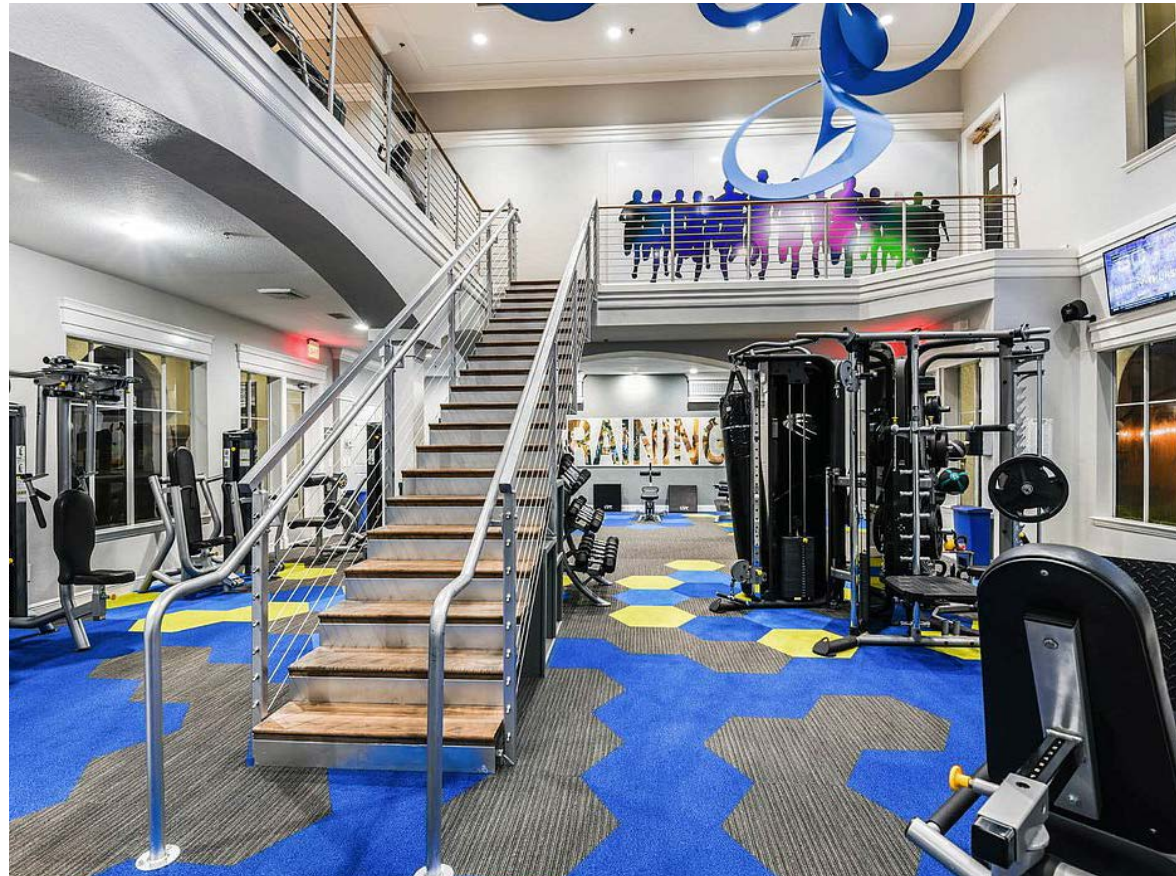


MODEL UNIT

# decatur highlands

EQT partnered with Intersect for a refresh of their model unit.





## CLUBHOUSE RENOVATION

# arbors at maitland

Sometimes buildings suffer from a bad wardrobe and accessories. This was the problem with an existing apartment complex near Orlando, FL. The client desired a refresh of value add items that would help their bottom line with minimal investment. We attacked the design problem by identifying the elements which would have the most impact on people, and therefore, their desire to lease and stay longer. The ultimate goal being a lifestyle enhancement for the residents. The good qualities of the existing architecture were hard to appreciate with the paint scheme. We developed a color palette and identified elements that would enhance the proportions, style and elegance of the buildings.

The public spaces of outdoor pools, fitness room, club room and leasing spaces were reimagined to create inviting spaces for residents to relax and connect. The main pool area was developed into a series of outdoor rooms for various types of interactions. From lounging by the pool, fireside chats, grilling and eating with friends, watching a game in a shade structure or competing in a round of Bocce ball. The project resulted in an increase in occupancy and rental rates and received the Renovation of the Year Award from the Apartment Association of Greater Orlando.





## CLUBHOUSE REMODEL

# san paloma HOUSTON, TX

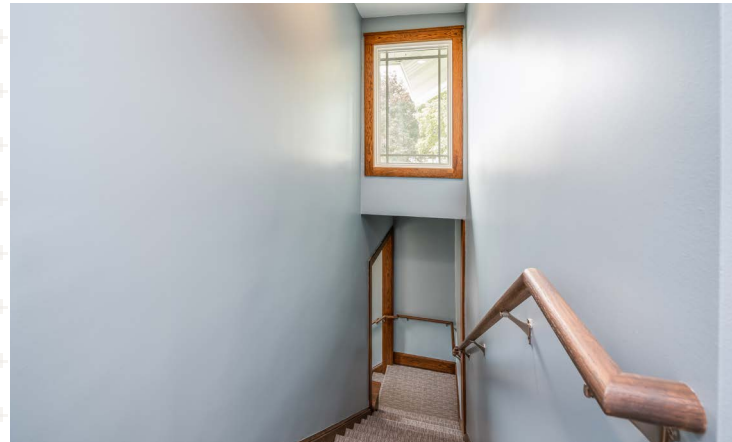
Redwood Capital Group asked Intersect to come in and update the main clubhouse, fitness center, and outdoor grill area to create a desirable luxury living community that adds value to the property. New Lounge seating, Leasing Lounge Setting, and updated theater attract new residents to San Paloma, as well as enhance the experience of the current residents. In combination with the updated resident lounge space San Paloma brings the 5 Star hotel lobby aesthetic to multifamily living.



REMODEL

# southern flats

Intersect partnered with AVB and Southern Michigan Bank & Trust to revitalize the former Gillespie Funeral Home in Coldwater, a 1920s structure. This endeavor transformed the historic site into a collection of seven new apartment units, enriching the community while safeguarding one of Michigan's few remaining buildings designed by Robert C. Spencer, Jr., a contemporary of Frank Lloyd Wright. Among these apartments, three offer private, street-level entrances, including one with ADA accessibility. The remaining four units are accessible via a shared stairwell leading to the second floor. Meticulous attention to detail defined this project, with AVB meticulously preserving many of the building's original features. These include its crown molding, stained-glass doors, built-in cabinets, and other distinctive elements.



# branding

## Amplifying your story through place.

Tell the story of your organization through thoughtful graphics and story elements. Establishing your branding buckets—this is when it all starts coming together.

### Branding buckets



## BRANDING

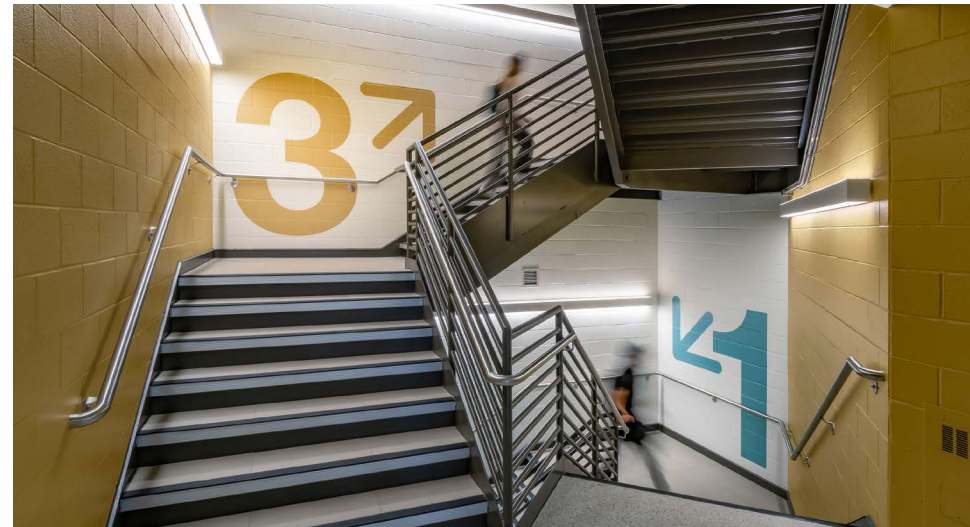
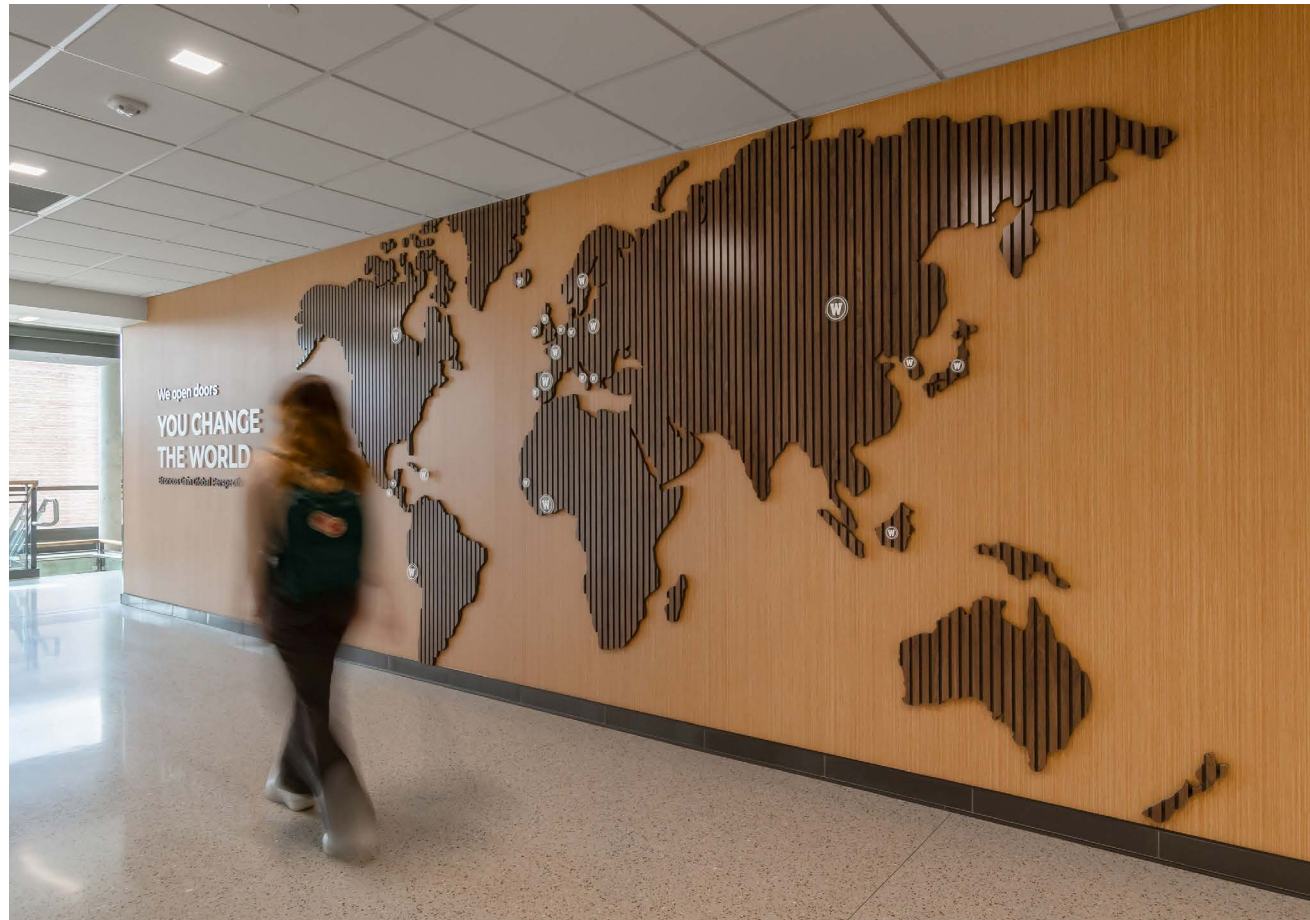
# wmu dunbar hall

Intersect partnered with Western Michigan University's College of Arts and Sciences team to calibrate newly constructed Dunbar Hall's environmental graphics.

Intersect facilitated a branding workshop and incorporated existing interior finishes set by the architecture firm to develop meaningful experiences for students, faculty, and prospective students.

Intersect's design approach used unique, dimensional and bold visual design applications within a set budget. All branding embodies creativity, curiosity and refined materials that reflect the values and experience of students receiving a Liberal Arts education.

View more photos: [photos.thomaswrench.com/wmudunbarhall/](https://photos.thomaswrench.com/wmudunbarhall/)





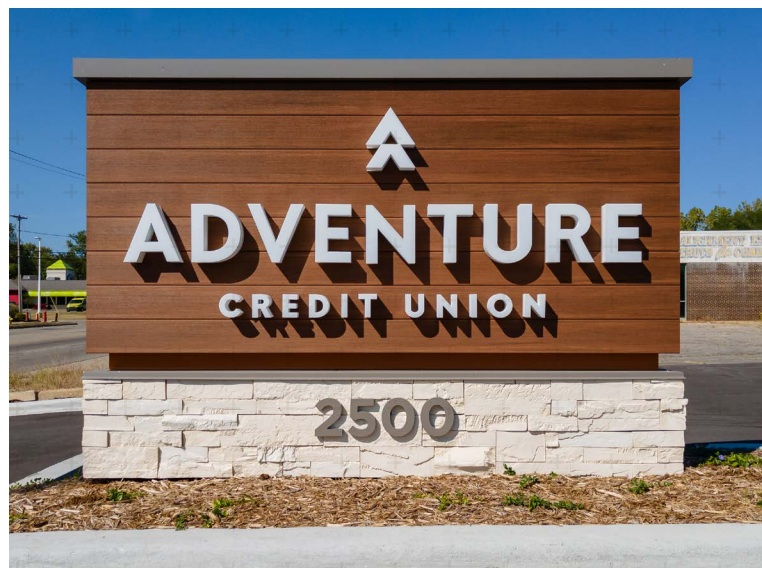
## BRANDING

# wmu aviation

Western Michigan College of Aviation boasts the most comprehensive aviation program at a public university in Michigan. Our objective is to craft a branded environment that not only highlights the college's world-class program but also showcases the prodigious talent within it. Intersect played a pivotal role in developing branded elements that celebrate the college and its various departments.

Situated at the Battle Creek Executive Airport at Kellogg Field, Intersect collaborated with Icon Sign to establish design guidelines that embody the experience of flight and align with the college's mission and brand standards. This included incorporating tone-on-tone dimensional lettering, custom fuselage panels displaying faculty and student achievements, an interactive WMU riveted logo, as well as large custom wall graphics and display cases.





BRANDING

adventure credit union

BRANDING

# honor credit union





**BRANDING**

# ron jackson insurance

Intersect collaborated closely with the Ron Jacksons team to evaluate multiple building options, conducting focused cost analyses and test fits to select their new home. This new space is specifically calibrated to meet their unique needs and represents a significant departure from their previous way of working. Flourishing in this dynamic, heavily branded environment, the Ron Jacksons team effectively tells their story in a compelling and memorable way.



Merit Award  
AIA SW Michigan  
2020





## SIGNAGE

# super one grocery store

Intersect partnered with fabrication company Boardwalk to elevate the signage for a regional chain of grocery stores in Minnesota, specifically Super One Foods. The project aimed to enhance the customer experience through clear and appropriately scaled wayfinding solutions. Drawing inspiration from the store's interior finishes, Intersect developed concepts that not only complemented but also enhanced the overall aesthetic. The result was a series of custom signs that are not only functional but also visually appealing, adding a sense of sophistication to the shopping environment. The signage features dimensional elements and textured finishes, adding depth and interest to the design.

Each sign was carefully crafted to ensure it aligns with the store's branding and provides clear direction for shoppers. The collaboration between Intersect and Boardwalk has helped Super One Foods create a cohesive and engaging in-store experience for its customers.



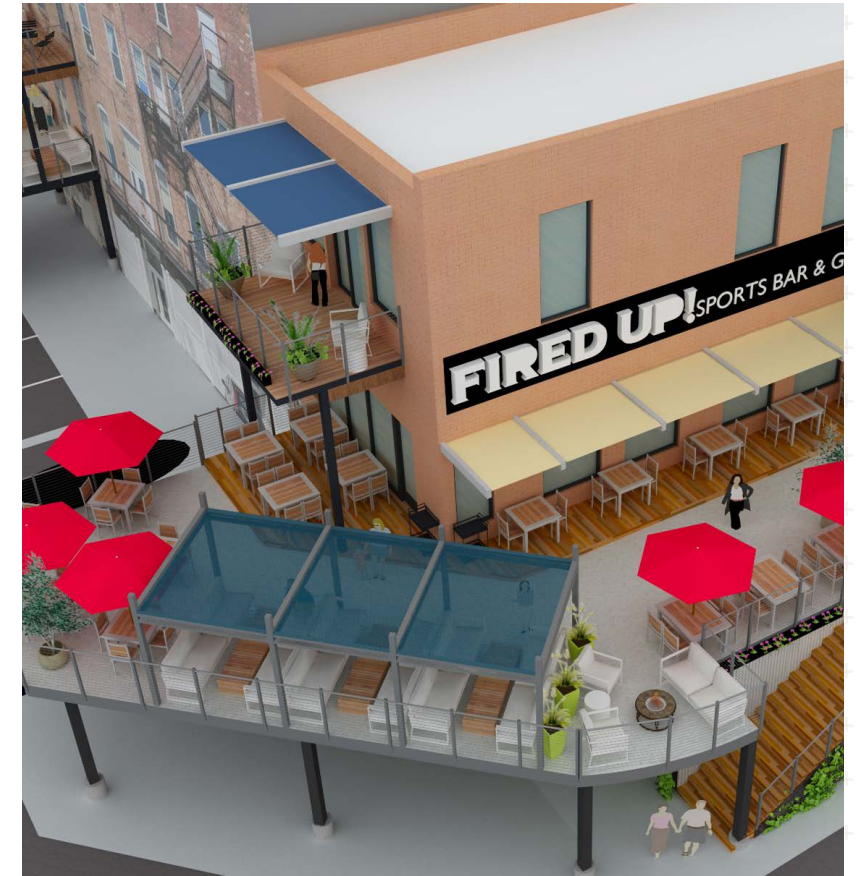
# urban design and planning

**We focus on the human experience, and how we can bring community together.**

We like to think big and plan for small details. Since our design work is so heavily focused on people and their tasks, we approach planning the same way. What do people need? Then we develop a strategy for how this might unfold as a big picture.

Plans only come to life with an action plan of steps to move it forward. A plan only conceived at 30,000 feet does not have the power to create great places for people. It may look cool to the birds, but how will people thrive in the spaces? We dream about the places and experiences of the people at ground level and all of the amenities and features they will need. Place making to us is the same design process as indoors, simply without conditioned air. We would love to discuss our point of view on pedestrians, but this entire booklet is not large enough for our thesis!





## MASTER PLAN

# allegan boardwalk

When a small town has more empty buildings than occupied—a vacuum is created. Faced with a dwindling downtown businesses a local developer stepped in to bring life and activity to a failing Downtown. Intersect has collaborated on a three phase elevated boardwalk overlooking the River as well as six new businesses to be developed along the boardwalk. Each of the six buildings would have a commercial function on the lower floor and residential units above.



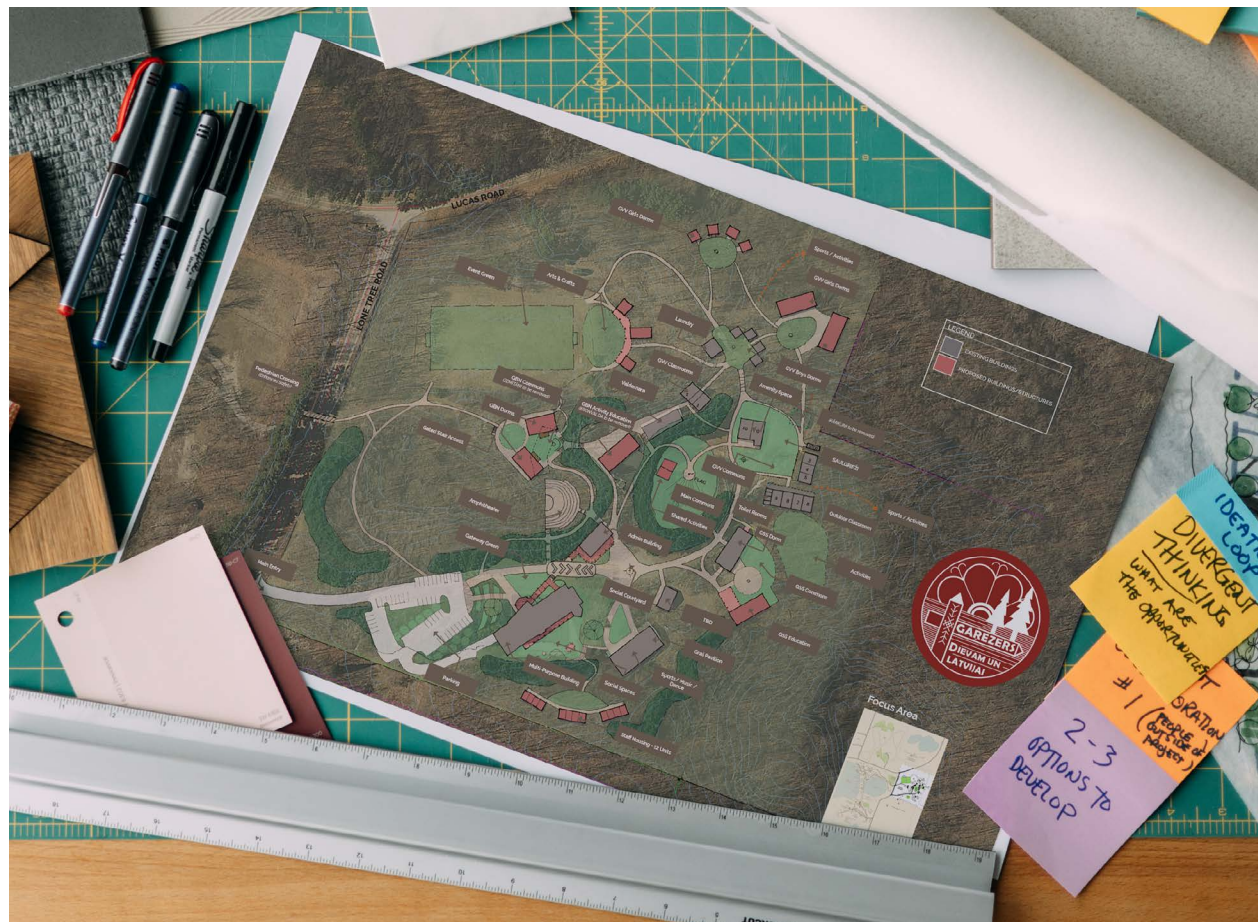


## MASTERPLAN

# garezers education zone

The Garezers 2017 Master Plan envisions a strategic relocation of all Garezers summer education programs, including GVV, GSS, and GBN, to the Education Zone. This transformative project entails the construction or repurposing of facilities within the current GVV area to accommodate GSS and GBN programs. The primary objective is to ensure that all new buildings or land improvements are aligned with the long-term vision of the site.

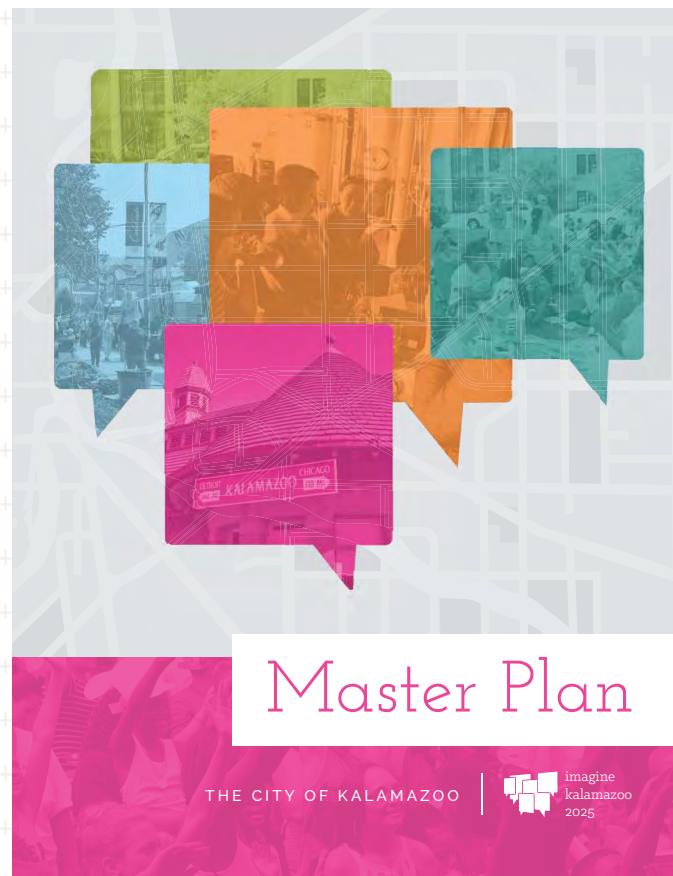
Key goals for the Education Zone include creating efficient and thoughtful spaces to enhance the sense of community, respecting nature by making environmentally conscious decisions, providing a nurturing and enjoyable camp experience, and prioritizing safety and security for all participants.



MASTERPLAN

# kalamazoo 2025

Intersect was engaged by the Community Development Department to help them bring clarity and maximum benefit from the community engagement process that stemmed from updating the City's Master Plan. The City's goal is to create an action plan for the future based on what the people of Kalamazoo desire most. Intersect analyzed the proposed process and provided strategic feedback. In addition, the following were developed; visual graphics, website content coordination, graphic schedule, work group coordination and engagement, feedback analysis and theme development.



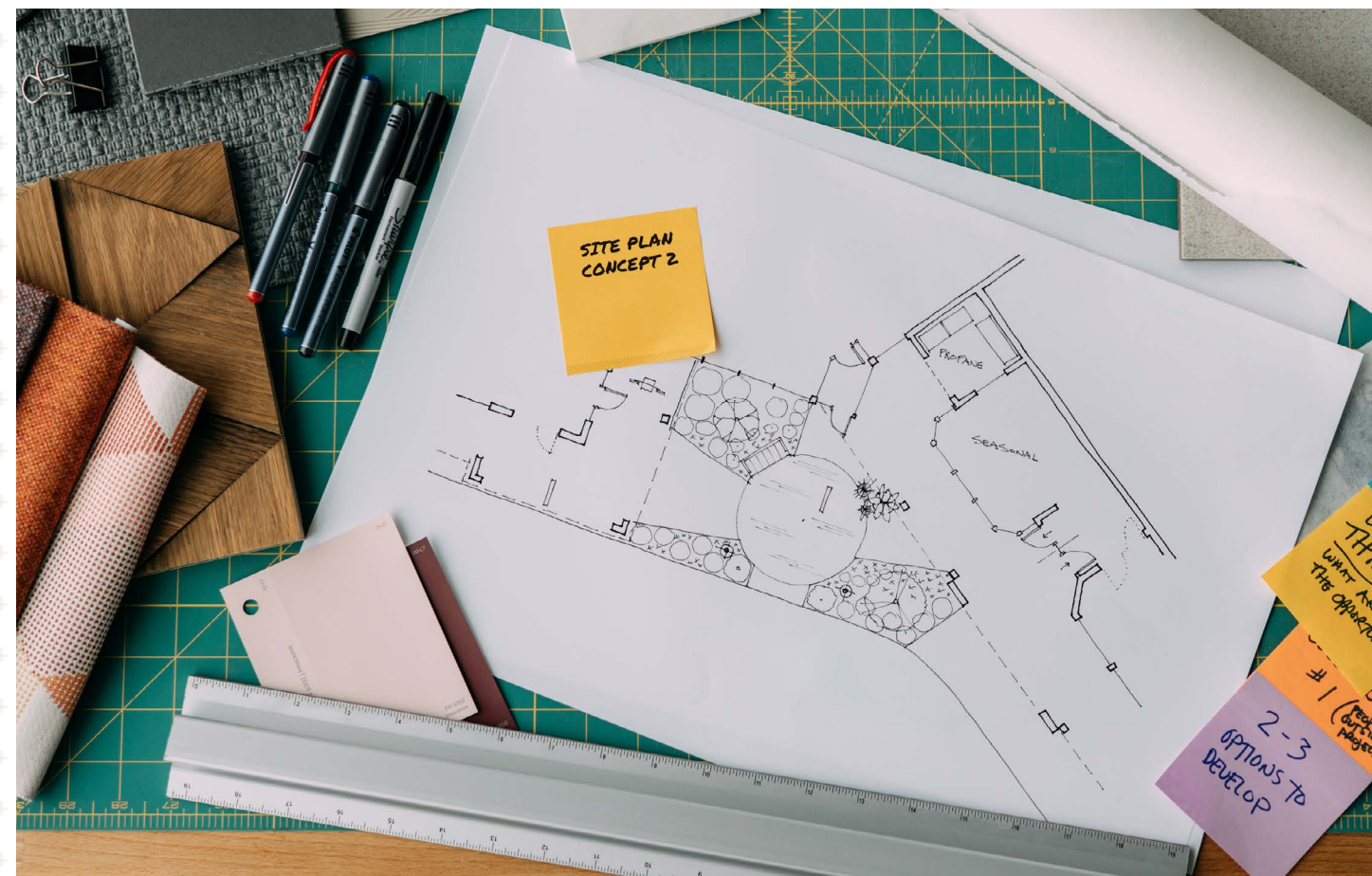
imagine  
kalamazoo  
2025



## VILLAGE REFRESH + PLACEMAKING

# woodbridge

Increased populations in Portage and Texas Corners communities prompted Woodbridge Shopping village to revitalize their site and brand. Intersect engaged with the client to create a four phased plan: Streetscape and visibility of Woodbridge from city street, merchant design, creation of a village square with pedestrian improvements, and finally a cohesive retail experience by updating separate west end storefronts. The scope included the study of architectural changes to the canopies/facade, tenant specific inspirations, cost analysis, budget, logo development, brand and brand new village square. The creation of a new and engaging experience for Woodbridge Village. Invitation for pedestrians to interact with each other, entertainment and events hosted within this central space. Open and interesting storefronts encourage relaxed window-shopping, strolling with refreshments or browsing visible retail displays.



LET'S

intersect

THANK YOU!