



DESIGNED EXPERIENCE



TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY



TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

OSEAN STUDIOS FOUNDERS TIM GIRVIN AND DAWN CLARK DELIVER THEIR SHARED VISION FOR DESIGNED ENVIRONMENTS AND DEEPENING EXPERIENCES THAT CONNECT PEOPLE TO EACH OTHER AND THEIR COMMUNITIES, TO THEIR INDIVIDUAL AND COLLECTIVE STORIES, AND TO THE UNDERLYING LAYERS OF MEANING AND SPIRIT.

THEIR WORK UNFOLDS THE LANDSCAPE, HISTORY, AND DREAMS FOR THE FUTURE. THEIR COLLECTIVE PRACTICE AND CRAFT ARE EMBODIED IN DESIGNS BUILT WITH A DISCIPLINE OF DEEP RESEARCH, CULTURAL UNDERSTANDING, FUNCTIONAL PROGRAMMING AND THROUGH RIGOROUS DESIGN PROCESS AND MASTERY OF MATERIAL COMPOSITION. LANGUAGE, LIGHT, FLOW, SPACE, FORM, COLOR, TEXTURE, AND LAYERS ARE BALANCED AND WOVEN INTO MEMORABLE, ICONIC, AND TIMELESS LEGACIES.

TIM GIRVIN AND DAWN CLARK BEGAN COLLABORATING IN 2004, CREATING AWARD-WINNING DESIGNS FOR LUXURY FLAGSHIP STORES SEIBU, SOGO, AND HARVEY NICHOLS IN JAPAN, INDONESIA, AND DUBAI, ALONG WITH NUMEROUS LARGE AND SMALL SCALE PROJECTS AND BRANDS AROUND THE WORLD. TIM CONTINUES HIS LEGACY OF BRAND MASTERY, INCLUDING LUXURY BRAND IDENTITY FOR BRANDS INCLUDING NORDSTROM, LEVIEV, WYNN, AND MAJOR HOLLYWOOD FILM STUDIO TITLES INCLUDING THE MATRIX, APOCALYPSE NOW, THE LORD OF THE RINGS, ALONG WITH INNOVATIVE START-UP STRATEGIES AND NUMEROUS HIGH-CRAFT PACKAGING DESIGNS FOR NICHE LUXURY PRODUCTS AND GLOBAL BRANDS. DAWN BRINGS DECADES OF SMALL AND LARGE SCALE ARCHITECTURAL AND INTERIORS BRANDS AND ENVIRONMENTS, INCLUDING NORDSTROM'S NYC FLAGSHIP STORE, STARBUCKS GLOBAL CONCEPTS, AND AMAZON'S NEWEST STYLE, WHICH SHE LED THE AMAZON UX AND BUILD TEAMS FOR PHYSICAL/DIGITAL RETAIL INNOVATION PROJECTS.



TIM GIRVIN | DAWN CLARK
OSEAN STUDIOS | DESIGN ALCHEMY

S E R V I C E S

Enterprise Strategy | BrandQuest®

Story | Message Development | Naming

Research Analysis

Marketing and Positioning | Identity

Identity | Product Development | Planning

Development of Brand Imagery

Retail graphics, Wayfinding or Visuals

Environmental and Merchandising Imagery

Packaging

Benchmarking and Guest Profiling

Retail Brand Strategy

Merchandise Planning

Market Review

Architectural Design

Interior Design

Fixture, Furniture & Material Design

Visual Merchandising

Evaluation and Concept Evolution

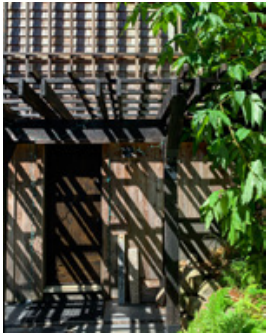
S E L E C T P O R T F O L I O

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

O S E A N S T U D I O S

TIM GIRVIN | DAWN CLARK
O S E A N S T U D I O S | D E S I G N A L C H E M Y

O S E A N S T U D I O S has been our working studio and immersive creative retreat since 2015. Perched on a high bluff at the edge of the Pacific Ocean and the Olympic Peninsula, the natural environment is wildly rich, remote, and energized with the powerful forces of the ocean and ancient forest. We have progressively redesigned, renovated and restored the studios where we make many of our most creative projects and artworks. With a painting studio, research library, and ongoing videoconferencing and communications with our teams, we have expanded both our collaboration and our individual creative practices through our time at osean studios.



C O R I A N D E R D E S I G N S
+ M E Y E R W E L L S

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

As individual artist and designers, Tim and Dawn's collaboration with Coriander Design and Meyer Wells launched a new division based upon the fusion of art and innovation in commercial furniture design—Studio Set. Both Tim and Dawn's art are infused into a line of sustainably sourced acoustic panels, with future furniture systems under development. This speaks to Tim and Dawn's history in creating a pattern language in brand-related interior design—the deepening of metaphorical and symbolic expressions to captivate guests and visitors.



A M A Z O N S T Y L E

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

As Director of Design and Construction for Amazon Style, Dawn led all creative teams from the beginning of design strategy and concepts through to launch the first Amazon physical fashion stores in 2022, a completely new way to browse and discover style. Dawn's leadership spanned brand design, UX design and research, design technology, store design, visual merchandising, store development, and construction.

Store 1: Americana at Brand, Los Angeles

Store 2: Easton Town Center, Columbus



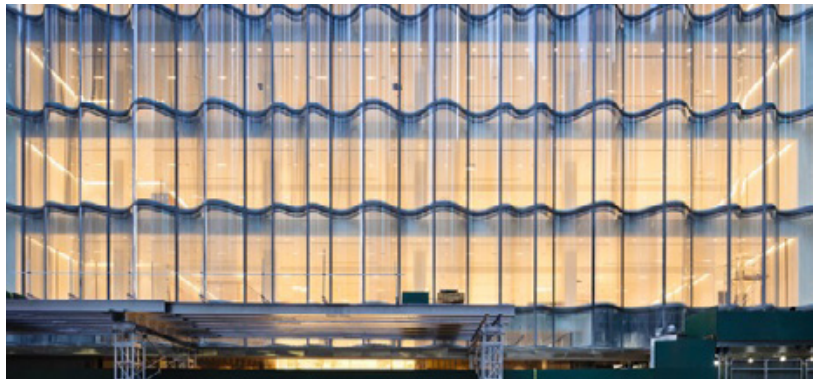
Store 1: Americana at Brand, Los Angeles
Store 2: Easton Town Center, Columbus



N O R D S T R O M + N O R D S T R O M N Y C

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Dawn Clark, AIA as the SVP of store design and construction for all Nordstrom stores, and their most significant store to date—NordstromNYC. She wrote and directed the entire strategy of the new design for Nordstrom stores, as well as their revived place-making and customer experience. Tim Girvin designed the Nordstrom logotypography, as well as a custom font for use in collateral and all signage; GIRVIN's team also designed the system wide signage systems for internal shopfronts and exterior banner, badge and entry identity renderings.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dawn Clark created a completely new designed experience for all new and renovation stores for Nordstrom. Over the course of her 7 years as SVP of store design, architecture, and construction, she led the development of 20 new full line concept stores, over 100 new Rack stores, three flagship renovations, 25 full line store renovations, and the NYC flagship.



Dawn Clark created a new design code and concept for the new Nordstrom store at the Domain in Austin. A contextual approach and smaller scale store with a reduced build-out budget included a distinctive approach to merchandising planning with a more flexible design allowing for continual change and adaptation to local tastes, while celebrating the tailored artistry of the Nordstrom product offerings. Tim Girvin designed a broad-sweeping floor patten expression for this store inspired by the spirit of tailored clothing, while adding texture and richness to an exposed structural concrete floor. The result was a creative and striking integration of the new design code and an unlocked and flexible field for continuous merchandise evolution.



S T A R B U C K S

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Dawn Clark, AIA Leed AP, was the Vice President of Global Concepts and International Store Design for Starbucks in 60 countries; she directed all store design as well as engineered more dramatic evolutions in the worldwide look and innovation in Starbucks retail and shop design. GIRVIN worked more specifically on the design and implementation of co-branded food service hardware, directly in support of Howard Schultz and brand leadership teams at Groupe Danone, Paris.

FUKUOKA OHORI PARK Fukuoka City, Japan



OCT LOFT Shenzhen, China



Dazaifuzu, Japan



Amsterdam Bank



Sodo, Seattle



Queen Anne, Seattle



B A D A S S C O F F E E O F H A W A I ' I

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

BadAss Coffee of Hawai'i was in need of a codified new presence, with dozens of corporate and franchised locations and a faltering image and street presentation, BACoH required the ideation and management of a newly organized shopfront and brand integrated identity, packaging and interiors; we workshopped the soul of Bad Ass, rebooted a tighter voice for integrated marketing and implemented a comprehensive shopfront and café interior design program, as well as new footprints and drive-thru strategies that are the standard in all renovation and deployment.



YOGURT CULTURE

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

We invented the name, and the concept, for Group Danone’s foray into a national retail experiment. We designed the prototype at Park Avenue, adjacent to NYC’s Grand Central terminal, and assisted in retail planning and acquisition, identity, shopfront, interiors and holistic customer journey, as well as the innovation of yogurt making, service and culinary amenities.



P E A R L

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Creating a brand language, and brand strategy, in the creation of place – pearlescent, in experience for the Lakeside Capital Investment team, Kemper Development and the Pearl restaurant team. As co-creators, Tim and Dawn delivered a holistically integrated experience beginning with the brand identity, signage, menus, to the exterior expression, interior architecture, lighting, finishes, furniture, and artwork.

PEARL



H A R V E Y N I C H O L S

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Designing a classic language for the spirit of Java, intermixed with stylings of newly modernist Britannia, in the opening of Harvey Nichols in Jakarta. Dawn Clark at Callison | Architecture. Dawn led the complete building development, exterior and interior architecture, planning, retail design, finishes, fixtures, and visual merchandising, while Tim led the development of all brand aspects integrated from the exterior architecture to the signage and brand based patterning within the interior detailing.



Designing a classic language for the spirit of Java, intermixed with stylings of newly modernist Britannia, in the opening of Harvey Nichols in Jakarta. Dawn Clark at Callison | Architecture.



S O G O

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

SOGO department store | Osaka relaunch, strategy, story development and entry programs, patterning and signing design with Dawn Clark at Callison | Architecture. Dawn led the complete 500,000 SF building development, exterior and interior architecture, planning, retail design, finishes, fixtures, and visual merchandising, while Tim led the development of all brand aspects integrated from the exterior signage to brand-based patterning and interior way-finding design.

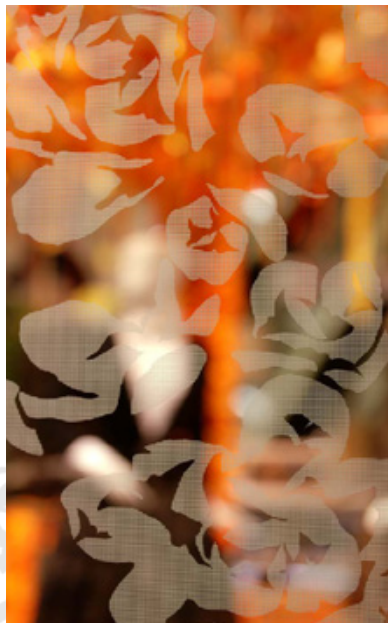
Daytime View



Nighttime View



SOGO department store | Osaka relaunch, strategy, story development and entry programs, patterning and signing design with Dawn Clark, Callison | Architecture and Millennium Retailing, Tokyo.



S E I B U

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Partnering with Dawn Clark, Callison Architecture | Retail Design, GIRVIN extended the patterning language developed for one store and story concept, and applying it to another. Millennium Retailing | Jakarta, Indonesia. Dawn led the complete building development, exterior and interior architecture, planning, retail design, finishes, fixtures, and visual merchandising, while Tim led the development of all brand aspects integrated from the brand patterning for the exterior architecture to the signage and brand-based patterning within the interior detailing.



Partnering with Callison Architecture | Retail Design, GIRVIN looked at extending the patterning language developed for one store and story concept, and applying it to another. Millennium Retailing | Jakarta, Indonesia. Seibu department store | Jakarta new launch, patterning design language, interior applications, signing programs and exterior expressions with Dawn Clark, Callison | Architecture and Millennium Retailing, Tokyo.



H A R R O D S W H I T E C O S M E T I C S H A L L

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Harrods of London | White Cosmetics Hall
Merchandise Planning, Interior Architecture, Lighting, Fixture Design, Beauty Brand Cordination
Dawn Clark at Callison | Architecture

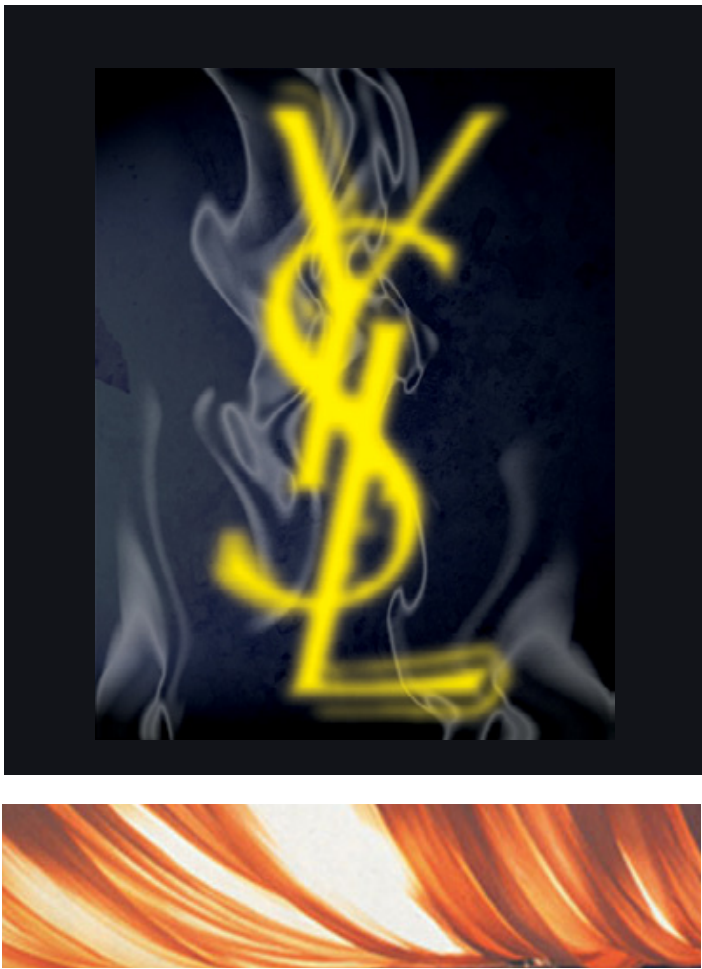


Y V E S S A I N T L A U R E N T

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Tim Girvin and Dawn Clark partnered with the leadership team at Yves Saint Laurent | NYC to explore strategic evolutions for the store design language on 57th | 5th, as well as expanding the thinking to other locations in the US.

The BrandQuest® work for the team involved review and directional overviews from Valerie Hermann, CEO of YSL | Global, merchandising and store design teams, visualization and North American leadership. Strategic overviews made the leap to storytelling, merchandising.



Heritage Regained: Store by Stefano Pilati



S H I B U Y A S E I B U

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

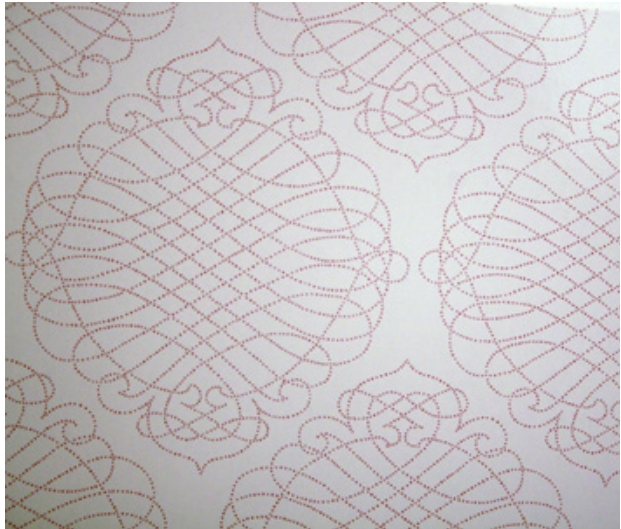
Seibu Shibuya, Shoe Boutique and Accessories, Tokyo
Dawn Clark, Callison | Architecture



L E V I E V

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

GIRVIN created the Leviev identity for the Bond St. shopfront launch in London, and soon: Manhattan on Madison Avenue, including site applications, packaging, merchandising, signing and amenities.



CANYON RANCH

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

We assisted the development team at WSG in Miami to evoke the healing and healthful character of Canyon Ranch’s new concept “Canyon Ranch | Living”.

Canyon Ranch | Miami strategy, positioning, signing design programs;
Canyon Ranch | Living launch video and marketing strategy.
Arquitectonica + Rockwell | Architecture



F A I R M O N T

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

GIRVIN's team worked with the Chase Poole Family ownership to rethink a positioning and holistic team activation for an advertising and promotional campaign, uplifting sales and supporting the added valuation [rooms per night sold] to sell a heritage hotel in the Princess collection in record time [a matter of a few weeks].

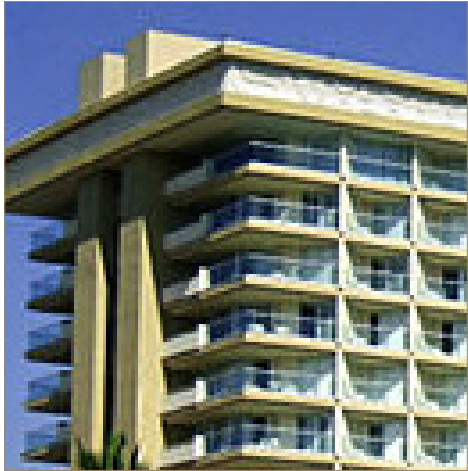
THE *Fairmont*
HAMILTON PRINCESS
POSITIONING BRANDSTORMING



"YOU CAN GO TO HEAVEN IF YOU WANT.
I'D RATHER STAY IN BERMUDA."

MARK TWAIN

GIRVIN co-created The Pearl concept with the Fairmont leadership and the Chase Poole family to completely revitalize an underutilized complex, now positioned inside the Diamante Collection.

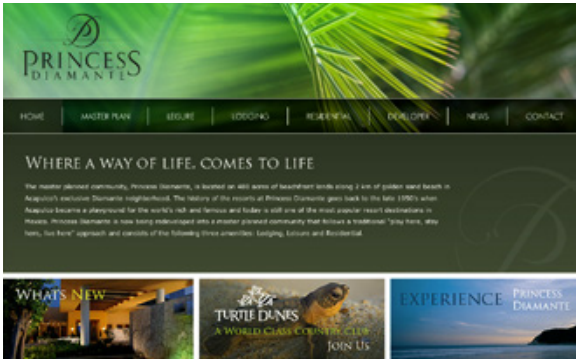


ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890?Ñ&!?:;,“’--

GIRVIN's team BrandQuested®, with a team of international hospitality and Fairmont executives, a new way of thinking about a group of disparate properties on the beach in Acapulco. We created, in a team collaboration, the Diamante Collection—which supported an enlargement of holistic hospitality branding for the Riviera of the Acapulco Coastline—a legacy for travelers and families from Mexico City since the early 20th century.

PRINCESS

PYRAMID TURTLE DUNES PEARL PRINCESA MARQUES



ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.!?~

S I R E N S O N G

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

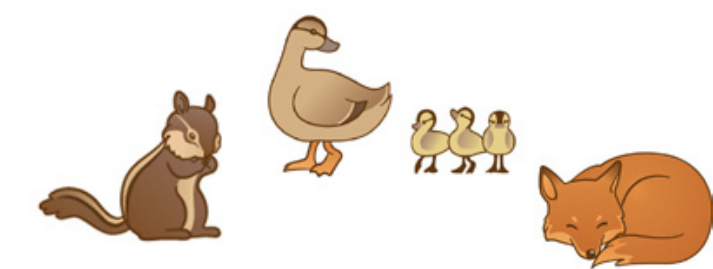
Our work for Siren Song started with the ownership—two technological marketing experts, Kevin and Holly Brown—who leveraged their experience in food and wine and a love of entertaining. Diving deep into a classical French provincial and coastal visualization, GIRVIN's team, along with Dawn as interior design lead, and Jonathan Brandt, AIA, supported and actualized their vision. We provided the entire interior design package including materials, colors, finishes, lighting, furniture, and artwork, in addition to the identity as a holistic experiential proposition from wine labels to the complete signage and brand design. GIRVIN shared and collaborated on ideas, then built books from these ideas that led to working out room functions, expectations, color systems, room schemes, customized paint finishes, carefully selected details, millwork, and masonry. These inspirations built labeling concepts, sculptural inspirations, icons and explications to guest journey — all integrated, all singing the song of the Siren.



S C C A P R O T O N T H E R A P Y

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Tim Girvin and Dawn Clark worked together to entirely rethink the patient journey for the construction of a new Proton Beam facility for the UW and Seattle Cancer Care Alliance [SCCA.] Our teams considered the strategy of an overarching theme—utilizing the fern—as a core journey mnemonic, for both adult and children participants in this healing technology. This was implemented at every phase of the patient’s journey, from the facility entrance, entry lobby, the check in stations, the nurse’s desks, the physicians’ offices, the meeting and consult areas, the examination corridors and beam rooms. We selected and coordinated the furniture and palettes for all parts of the facility, from the waiting areas to all offices and treatment stations.



G S 2 5

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY

Our team worked as retail brand strategy and repositioning consultants for GS | Retail, Seoul, Korea. With colleagues from Callison, we workshopped the soul of GS | Retail in Seoul, as an exploration of experience, along with messaging and shopfront graphical integrations of a new message, signage and interior design expressions—the program is currently in play in over 1600 locations throughout Korea.

GS 25

GS MART

GS Supermarket
수퍼마켓



O U R B I O S

TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY



TIM GIRVIN | Girvin, Inc.

Tim Girvin is Principal of GIRVIN | Strategic Branding, based in Seattle and New York City, with an affiliate office in Tokyo. In this capacity, he has been responsible for creating strategically-based communications and design programs for clients throughout the United States, South America, Asia and Europe. Tim has led brand development programs for the most powerful American founded brands on the planet including: P&G, J&J, Coca Cola, IBM, Apple, Microsoft and Nordstrom. Internationally, he’s partnered with Nestlé, Sara Lee, Shiseido and Suntory; he’s a brand design partner® for Dentsu, the largest agency in the world, as well as Dai Nippon, both based in Tokyo. Girvin, as well, has lead a variety of retail, hospitality, resort, spa and wellness branding programs for international clients, such as YSL, Millennium Retailing, Starwood, Wynn, Kerzner, Wyndham International and MGM Mirage. He has worked extensively in the entertainment industry, with clients like Disney, Bruckheimer, Paramount Studios, Warner Brothers, Rede Globo and TV Asahi. Girvin originated BrandQuest®, a proprietary cultural and brand development tool for workshopping new products, visualizations, naming solutions and brand strategies. This tool, along with the Incubation module, forms the basis of GIRVIN strategy and tactical outcomes.

PROFESSIONAL AFFILIATIONS

- Member/American Institute of Graphic Arts
- Associate Member/American Institute of Architects
- Affiliate/Industrial Design Society of America
- Member/Design Management Institute
- Member/Japanese Graphic Design Association
- Member/American Association for the Advancement of Science
- Member/Japan Typography Association
- Board Member/Seattle Landmark Association/
Paramount Theater
- American Center for Design
- Package Design Council
- Environmental Graphic Designers (SEGD)

DESIGN AWARDS

GIRVIN, Inc. has received nearly 350 awards in both East and West Coast design and international competitions. The firm’s work has been published in Adweek, Brandweek, Communications Arts, Graphis, Identity, VM&SD, Creativity, Graphic Design USA, HOW Magazine, I.D. Magazine, Step by Step, as well as the Japanese publications Designer’s Workshop, Hokkaido Graphic Design, Idea, Nikkei Design, Portfolio, Sendenkaigi Typographics – Next Wave and Who’s Who/Sapporo, and the German publication Novum Gebrausgraphik. Tim Girvin has spoken to business advertising and design organizations in Chicago, Dallas, Frankfurt, Kansas City, London, Los Angeles, Moscow, New York, Palo Alto, Sacramento, San Francisco, Sapporo, Tallinn, Tokyo and Tulsa.

EDUCATION

- Bachelor of Arts degree from The Evergreen
State College, Olympia, Washington

ADDITIONAL STUDIES

- New College, Sarasota, Florida
- Cooper Union College of Arts and Sciences, New York City
- New York Imperial College, London, Great Britain

GRANTS

- Grant recipient for International Studies, National
Endowment for the Arts, Washington D.C.
- Scholar in the Humanities, Washington State
Commission for the Humanities



DAWN CLARK | Dawn A. Clark Architect, LEED AP

Dawn Clark is a design strategist and architect, leading her teams with deep experience and knowledge of global brands and retail strategies.

As an architect, Dawn focuses on the synthesis of creative possibilities, seeking as an ultimate goal the creation of a powerful and memorable experience for the individual human spirit.

Dawn’s expertise ranges from mixed-use retail strategy, architecture, design, and planning, to highly detailed experiential store interiors. She has worked all over the world with brands including Harrods, Saks Fifth Avenue, Nike, Harvey Nichols, Nordstrom, Amazon, SOGO, Seibu, and Starbucks. Dawn has created compelling, innovative, and award-winning environments in the U.S., U.K., Europe, China, Indonesia, Japan, Korea, Thailand, the Middle East, and Brazil, India, and beyond.

CORPORATE BRANDS

Global VP of Design | Starbucks

- Leader of all design offices supporting Starbucks innovations worldwide.

SVP Store Design and Construction | Nordstrom

- Lead of design, construction, and visual merchandising for all stores, all regions in the US and Puerto Rico, as well as new brand launches internationally in Canada: Calgary and Toronto.

Director, Design and Construction | Amazon

- Lead for store/product design, UX design and research, brand design, visual merchandising and store developement for new Amazon Style Store Concept.

PROJECTS AT NBBJ – Principal, Designer

- Dalian Waterfront
China waterfront pier redevelopment
- Yanlord Plaza
Mixed use development, Chengdu China
- Kaitak
Airport re-development, Hong Kong
- Blume Mixed-use Development
Seattle, Washington
- Metro Tract
Downtown Seattle Masterplan

PROJECTS AT CALLISON – Principal in Charge

Harvey Nichols	GAP
Harrods	GS Stores
NIKE	Halogen
Nordstrom	Haichang/ Vivo
Saks Fifth Avenue	IKEA MEGA
Seibu	Liz Claiborne Home
SOGO	Marks and Spencer
Suwon Gateway Plaza	Oil & Vinegar
Central Department Store	Polo Ralph Lauren
Classiques	Pout Cosmetics
Cutter and Buck	Skechers
D. Porthault	

EDUCATION

- Bachelor of Environmental Design - Architecture, 1984
University of Colorado, Boulder
- Additional architecture education at University of California, Berkeley, and University of Oregon

PROFESSIONAL LICENSING/AFFILIATIONS

- Registered Architect, State of Washington, 1991
- LEED® Accredited Professional, 2007
- AIA, Seattle Chapter



22 WEST PARK LANE
#26,
IRON SPRINGS,
WA 98535
P 206 890 0621

Thank You!



TIM GIRVIN | DAWN CLARK
OCEAN STUDIOS | DESIGN ALCHEMY