

M1/DTW HAS EXTENSIVE EXPERIENCE WORKING WITH CLIENTS IN THE DEVELOPMENT OF SPATIAL AND VISUAL BRANDS. OUR WORKING METHODS INVOLVE A COMPREHENSIVE AND CREATIVE APPROACH TO THE DESIGN PROCESS, EMPLOYING A RANGE OF TOOLS THAT ALLOW US TO DELIVER UNIQUE SOLUTIONS WHILE BEING SENSITIVE TO COMPLEX PROJECT REQUIREMENTS, COST, AND SCHEDULE.

FIRM PROFILE

Legal Name

M1/DTW LLC, Sole Proprietorship
1938 Franklin Street, Detroit, Michigan 48207
D-U-N-S # 01-179-7121 EIN # 30-0435823

Firm Experience/Size

M1/DTW LLC was founded in Detroit in 2000
and currently employs 8 designers as staff members.

M1 MO

M1/DTW is a Detroit-based design studio.
The studio designs lots of things including objects, artifacts, identities, and spaces.

M1/DTW's clients range from emerging entrepreneurs to established cultural and educational institutions, with projects ranging from environments and adaptive reuse to business strategy and branding. Since its founding in 2000, the studio has completed over one-hundred commissioned works. M1/DTW excels at delivering innovative projects to clients.

M1/DTW has received numerous awards for its work including AIA Michigan Honor Awards, I.D. Magazine's Annual Design Review, a NAHA for Best Salon Design in North America, and a '50 Books' award from the AIGA for one of the best designed books of the year.

The practice tends to attract clients willing to take risks.

The practice is fond of opportunities to design things for the first time.

The practice is fond of opportunities to design things again.

The practice thrives on constraints.

The practice values its staff and pays them for each and every hour they work.

M1/DTW DIRECTORS

Christian Unverzagt, Design Director

Christian co-founded M1/DTW in 2000 as a multi-disciplinary studio engaged in the material production of objects, artifacts, identities, and spaces and brings over 20 years of professional experience in design practice.

Christian leverages the design and manufacturing legacy of Detroit as a place that knows how to make and deliver things to the world. Working across disciplines, Unverzagt (oon-fer-zot) is as comfortable crafting a headline as a piece of furniture or element of architecture. While the output can vary, the desire to engage design as a prybar capable of revealing unexpected outcomes prevails.

He holds an M.Arch. with distinction from the Southern California Institute of Architecture (SCI-Arc) in Los Angeles, a Bachelor of Science in Architecture from the University of Michigan and also studied at The Bartlett School, University College London. Unverzagt is an Assistant Professor Practice in Architecture on the faculty of the University of Michigan Taubman College where he is an advisor for the student journal *Dimensions* and teaches a graduate-level thesis research seminar and studio. Unverzagt has lived in Lafayette Park, Detroit, for a dozen years, where he is an active member of the community, helping to steward the neighborhood's legacy of design while fostering awareness and discussion of its contemporary condition.

Justin Mast, Managing Director

Justin is an entrepreneur and a designer planted in the world of architecture and development. His work focuses on finding ways to draw the two together: architecture that unleashes new forms of business, and business models that change the way architecture is practiced.

With a family in the greenhouse business, Justin began his career as an entrepreneur launching two companies in the horticulture industry—Bloomscape, Inc. and uBloom.com. He then co-launched Teamwork Design. Justin went on to earn an M.Arch. with distinction from the Taubman College of Architecture and Urban Planning at the University of Michigan. Professionally, Justin has worked for C Concept Design, a boutique concept design firm in the Netherlands, and for SmithGroupJJR, a Detroit-based architecture firm. He also co-founded Practice Space, a platform for gathering and energizing the rebuilders of Detroit. Focused on emerging opportunities for the alliance of architecture and entrepreneurship, his design work found a natural home in Detroit.

Trained as an architect, Justin gets energy creating systems for people to do their thing. Sometimes that's a building, other times it's a website or business model. It's about creating an infrastructure that allows people to make a living practicing their craft. It's part design, part development.

M1/DTW DESIGN TEAM

Michael Styczynski, Senior Designer – Michael Styczynski is interested in envisioning design as a tool for critical spatial discourse and change. This has led to a diverse array of projects including: a performative air quality sensing bicycling wheel, a nomadic participatory museum, a shared public commons storefront, reimagined libraries, and university framework plans. He is adjunct faculty at Lawrence Tech leading design studios focused on the spatial agency and role of the 'Architect' constructing social, cultural, and political change. Michael holds a B.S. in Architecture from the University of Michigan and a M.Arch. from the Harvard Graduate School of Design.

Thomas Affeldt, Senior Designer – Thomas is a licensed architect and senior designer at M1/DTW. He possesses over nine years of professional experience designing projects of a wide range of scales and project types including workplace, retail, housing, and hospitality. Thomas holds a Master of Architecture and a Bachelor of Science in Architecture from the University of Michigan.

Danielle Tellez, Designer – Danielle joined M1/DTW in 2015 after graduating with an M.Arch. from the University of Michigan. Her thesis investigates the permanence and importance of objects within architecture. She earned her B.S. in Architectural Studies at the University of Illinois in Urbana-Champaign in 2013. Before joining M1/DTW, Danielle collaborated on projects with Johnston Marklee in LA and AECOM in Kansas City. She has worked with professors on exhibitions including *Research on the City*, focused on the interdisciplinary research of urban topics and the 2014 fellows exhibition.

Charlie Veneklase, Designer – Charlie is a Grand Rapids native. He received his B.Arch. from Miami University in 2006 and M.Arch. + M.Sci. degrees from the University of Michigan in 2012. Charlie lived and worked in Los Angeles where he developed a deep appreciation for projects that bring people from varying backgrounds and areas of expertise together. With seven years of experience in the profession, Charlie still looks forward to collaborating with creative individuals and interdisciplinary teams on designs that challenge the way people think & feel about the spaces they occupy.

Nikki Roach, Designer – Nikki Roach is a Detroit-based graphic designer and researcher. She makes critical research projects, employing tools such as programming, bookmaking, and authorship. Her projects investigate the topics of typographic invention, speculative urbanism, and the critical political image. Nikki has worked internationally and taught workshops on design methodology. She has a Bachelor of Arts in Graphic and Interaction Design from the College for Creative Studies in Detroit, MI.

Eva Zielinski, Designer – Eva attended Wayne State University, graduating as a Bachelor of Fine Arts focused on Graphic Design. She currently works at M1/DTW as a graphic designer. She is also involved in creative collaborative projects with groups throughout Detroit including Rotland Press, Infinite Mile and FILTER Detroit.

A NOTE ABOUT CONSULTANTS AND CONTRACTORS

We know how to make things, because we got our start that way, but we also found a way to tap into our region's rich supply of talented makers and producers of things. We realized this group could make things with an unmatched level of craft, so we shifted from a design/build to a design/deliver model.

M1/DTW LLC often takes the role of lead project designer and structures its projects with the support of a number of consultants, contractors, and collaborators, as necessary. We feel this open and creative approach benefits our clients and their projects.

DESIGN COLLABORATORS: web developers, lighting designers, sound engineers, structural engineers, laser surveyors, heating and cooling consultants, copywriters, electrical consultants, plumbing consultants, free-lancers, business consultants, and other local architects.

DELIVER COLLABORATORS: metal fabricators and finishers, CNC shops, millworkers, silkscreeners, offset printers, acrylic manufacturers, glazers, fabrication geeks, solid surface fabricators, powdercoaters, plasterers, sign painters, general contractors, project managers, owner's representatives, and book binderies.

A NOTE ABOUT COLLABORATING WITH A LICENSED ARCHITECT

M1/DTW LLC is not a licensed architecture practice and instead structures its projects in consultation with a number of licensed consultants, including a licensed and insured registered architect to review areas where professional input is necessary or beneficial. All required architectural drawings are reviewed by a licensed architect and sealed for submission to the necessary review agencies as required by federal, state, and local laws. Additionally M1/DTW LLC holds a business liability insurance policy with a minimum \$1,000,000 coverage for their architectural, interior and fabrication design work. We feel this benefits our clients as it subjects their projects through a comprehensive and detailed approach to design as a collaborative project, which benefits from M1/DTW's own open and creative approach while engaging the necessary specializations and licensed professionals.

M1/DTW DESIGN FEES

M1/DTW performs projects on both fixed fee contracts and hourly rate contracts.

Fixed Fee Proposals

With fixed fee projects, a fixed amount is based on an estimated number of hours to be spend on the project, factored by the size of the project. Fixed fee contracts require a clear definition of project scope up front, but then allow clients to budget their projects more accurately ahead of time. We still typically have clients cover variable expenses on the project, like travel, printing costs, etc.

Hourly Fee Proposals

With hourly-based fee projects, we simply charge for the number of hours we work on the project. These contracts are simple and allow us to get started most quickly, establishing project variables as we go along. This fee style works best when clients want to start design before being able to define large variables in the project, like building location or program requirements. The jump start on the design work may allow clients to raise support for the project or put a project on a faster time line.

M1/DTW Hourly Rates

Rates may be provided upon request.

Reimbursable Expenses

M1/DTW invoices for all reimbursable expenses incurred in connection with its projects in addition to the project fee. Reimbursable expenses will be billed at 1.15 times with supporting receipts and include consultant travel, airfare, lodging, meals, local transportation, event costs, catering, supplies, plotting services, and printing.