



a Design Think Tank supported venture ::  
[www.designthinktank.net](http://www.designthinktank.net)



At 511 Design we deal with things  
you can inhabit, we are looking to  
create spaces that you feel, that you  
experiment and not just dwell in.

We are a LABORATORY OF  
**INNOVATION, TECHNOLOGY  
AND DESIGN.**

# The Team

# The MINDS

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George Kassab



Luis Antonio Uribe



Fady Saco



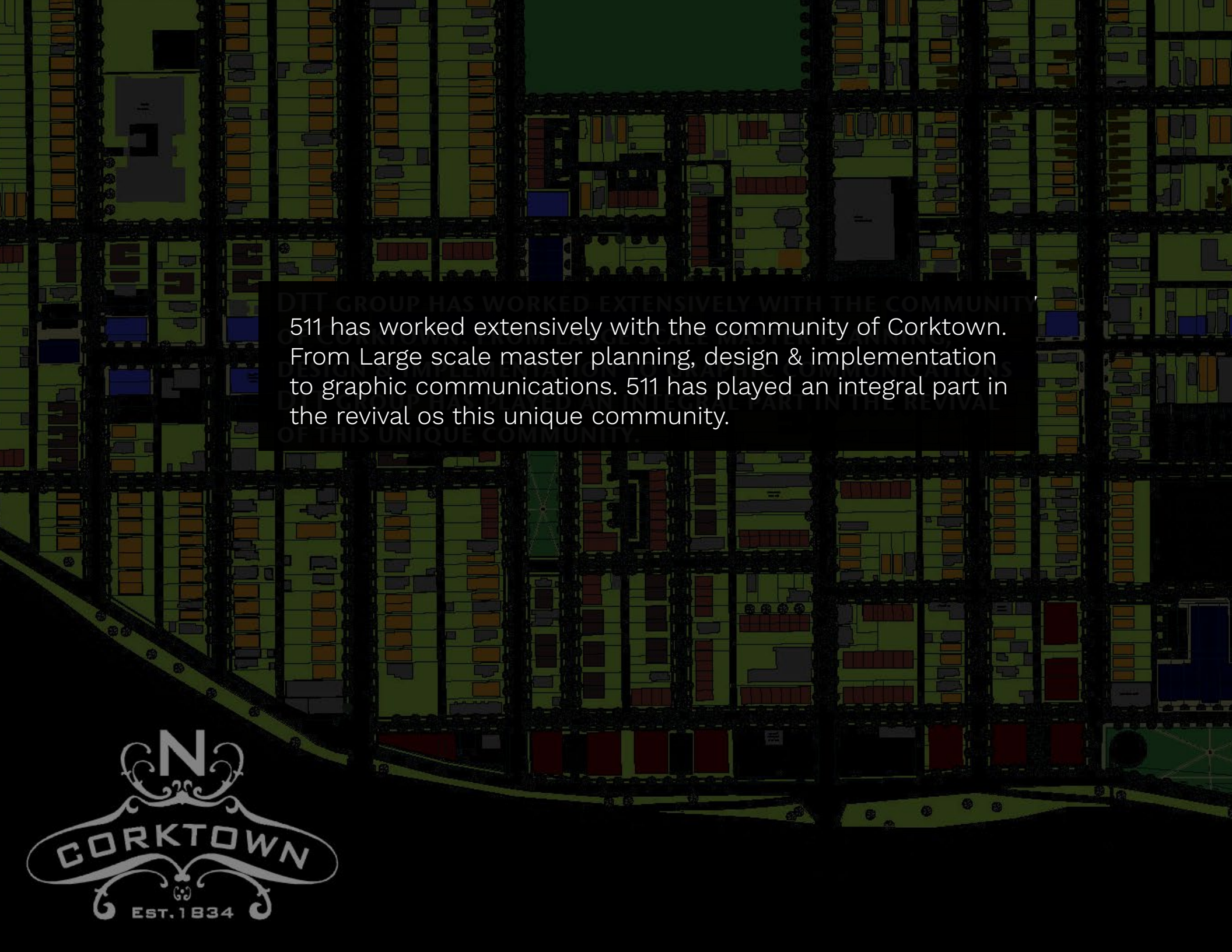
Jans Potgieter

# Portfolio

## Projects





An aerial map of Corktown, showing a dense grid of streets and buildings. The map is color-coded with various shades of green, brown, and grey to represent different types of land use and building footprints. A semi-transparent black box is overlaid on the map, containing white text.

511 has worked extensively with the community of Corktown. From Large scale master planning, design & implementation to graphic communications. 511 has played an integral part in the revival of this unique community.











Concepts





## Lightning

As a part of Corktown Masterplan, **Lightning** was included part of the improvements made to the district of North Corktown. These lights serve as both an addition to the cultural fabric of North Corktown, while also bringing added safety to the community.

Sta·la  Lite



9.5-42mm HOLE FOR WIRING FROM CENTER

9.5-42mm HOLE FOR WIRING FROM CENTER

LEAVE A GAP FOR WIRING (NOTIFY SITES)

NOTCHES FOR SAFETY CLIPS INCORPORATES INTO THE PLASTIC OUTER - SEE DETAIL 2

NOT CRITICAL BUT IF THESE PARTS BE REMOVED, IT MAY AFFECT MODULATION OF LED'S

FRAMED ALUMINUM FINISH @ THE BOTTOM

REMOVE DIRT & RUST RESISTANT

REMOVE DIRT & RUST RESISTANT

REMOVE DIRT & RUST RESISTANT



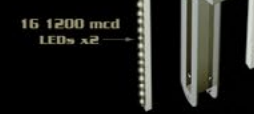
Injection molded cyro cover



12 1800 mcd LEDs x2



Steel Carriage



16 1200 mcd LEDs x2



## Luminary

Using the latest technological advancements in high-output energy efficient LED's, housed in an injection molded cyro plastic lens cover. Assembly contains 32 12000 mcd LED's & 24 1800 mcd LED's mounted in a steel carriage assembly.



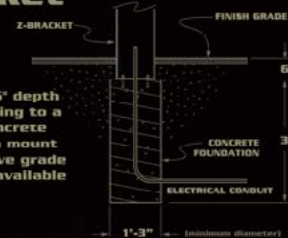
## Monocoque

Stamped stainless steel post; comprised of two stamped profiles joined together by a backing plate with rivets. Each profile is trimmed using a 3 axis laser to ensure the highest level of fit and finish quality. select from five shape profiles to create up to 25 unique variations.



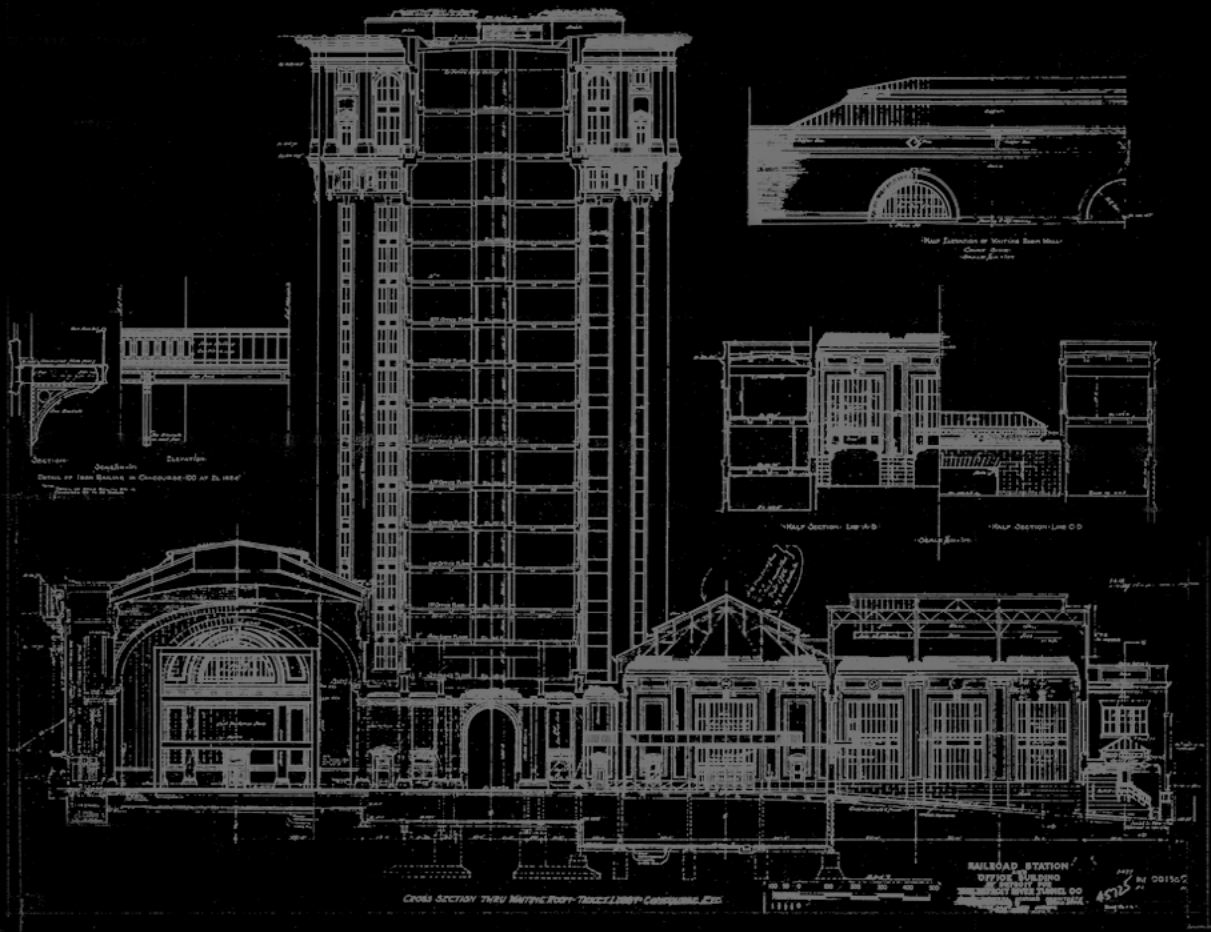
## Z-Bracket

Available in a 6" depth base for mounting to a sub-grade concrete anchor. A flush mount bracket for above grade applications is available as well.





# Michigan Central Depot



Central Transport; owner of the Michigan Central Train Depot, asked 511 Design to put together a team to develop a proposal of concepts to re-purpose & re-imagine the Michigan Central Train Station as well as its surrounding area.



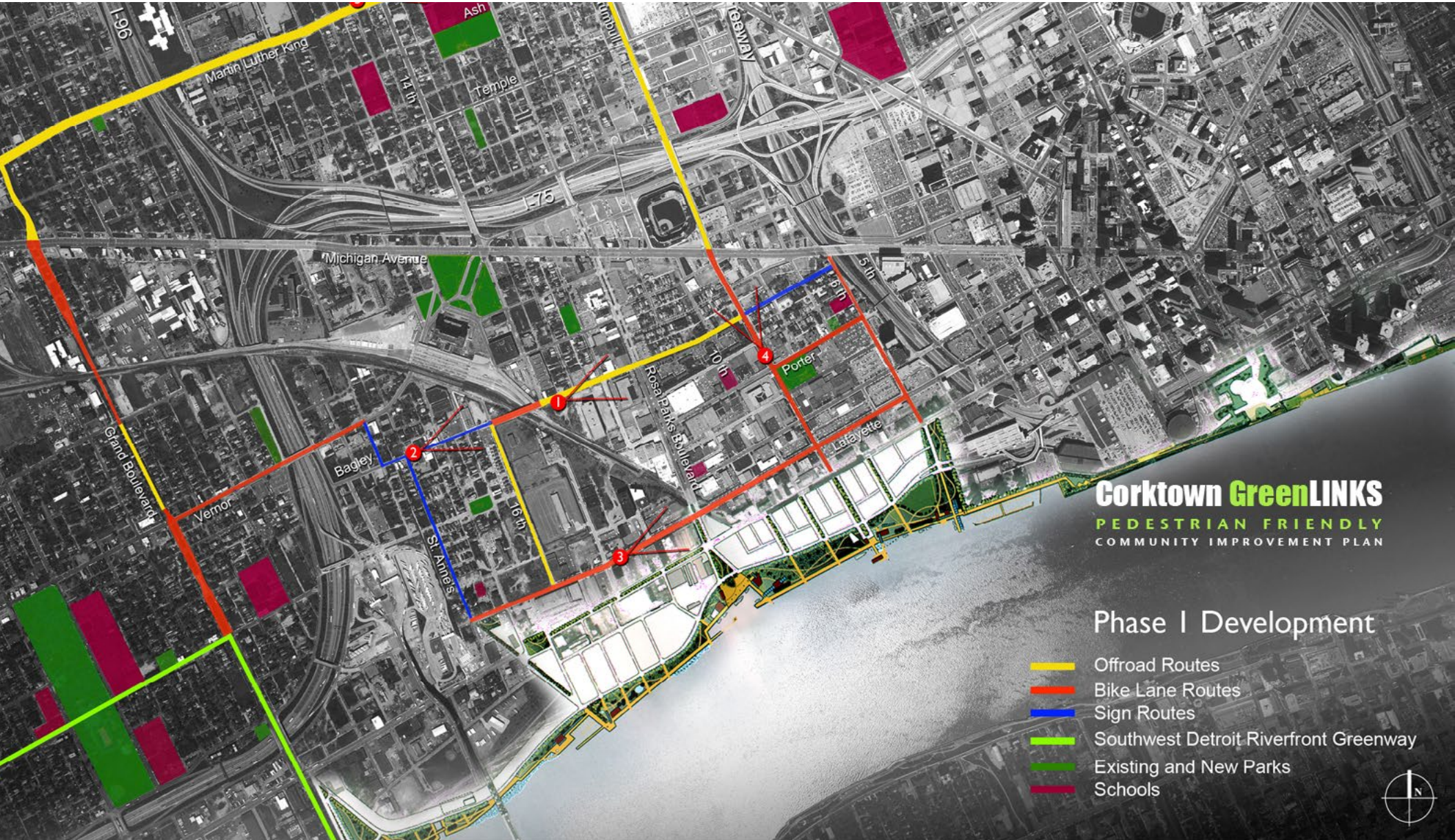
# Michigan Central Depot





# Corktown GreenLinks

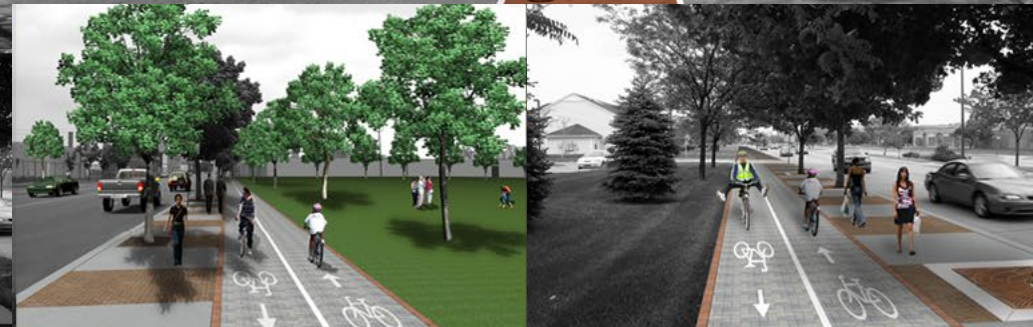
## Bike Path Network





# Corktown GreenLinks

## Bike Path Network



## DESCRIPTION

A project in Southwest Detroit with a proposal with the purpose of regenerate and urbanize pedestrian area of the city. Divided in Phases and using colors like Red/orange, Assign = Blue, Off road = Yellow, Schools = Wine.



# Eye Vision Stores

## SVS Projects

### DESCRIPTION

The 511 Design partners have been in charge of designing 70 stores in the Midwest for the SVS Vision Corporation. Working in conjunction with Kulbacki Corporation (GC for all stores) to control all the design through its SD phase all the way to As Recorded.



S KANSAS CITY



SVS DAVISON



SVS SHEFFIELD



S LOUISVILLE



SVS KALAMAZOO



SVS KALAMAZOO



# Eye **Vision** Stores

SVS Projects

## SVS LOUISVILLE STORE





# Eye **Vision** Stores

SVS Projects

## SVS KALAMAZOO STORE

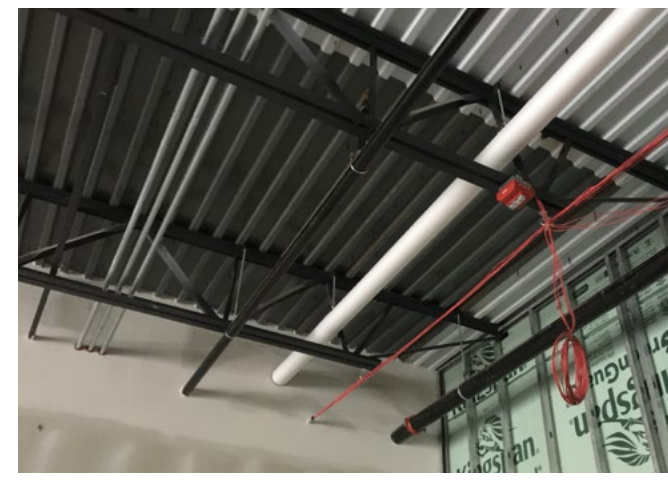
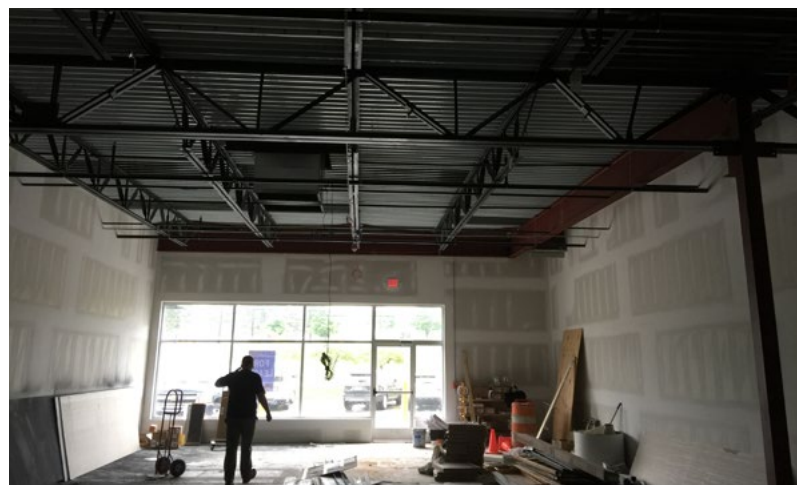




# Eye **Vision** Stores

SVS Projects

## SVS AUBURN HILLS STORE





# Eye **Vision** Stores

SVS Projects

## SVS SHEFFIELD STORE





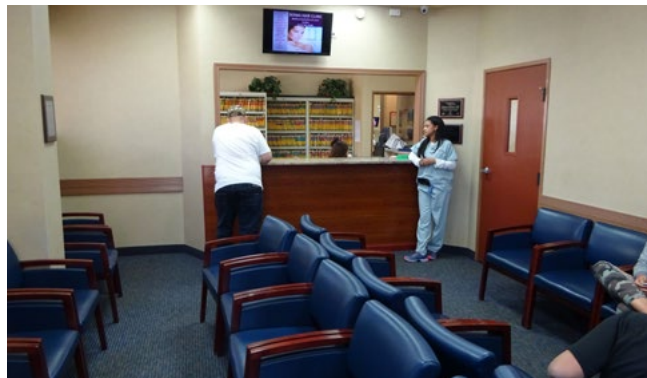
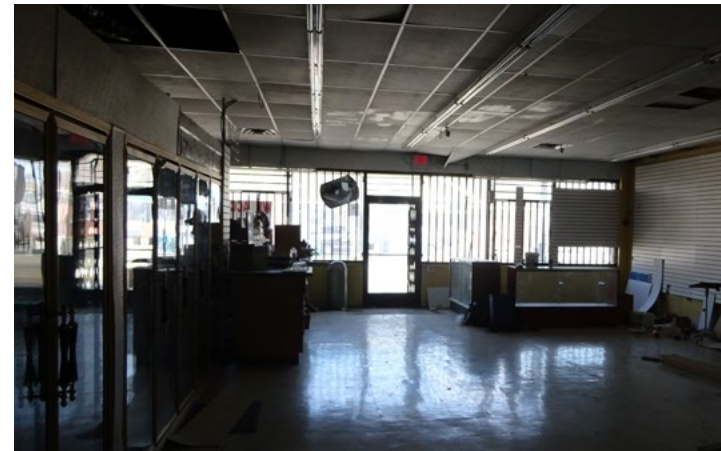
# Medical Clinic-Zulma Allende

## Healthcare Project

To convert an existing vacant Mercantile Space located at 7661 Vernor Hwy, Detroit, MI 48209 into a Medical Clinic.

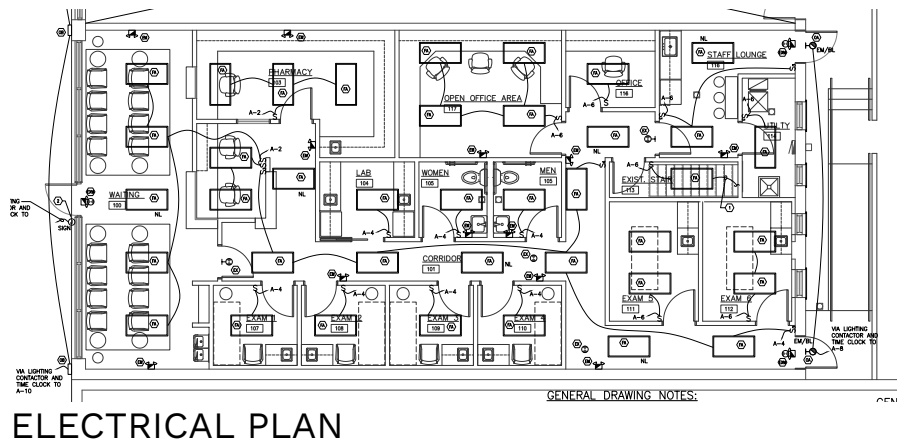
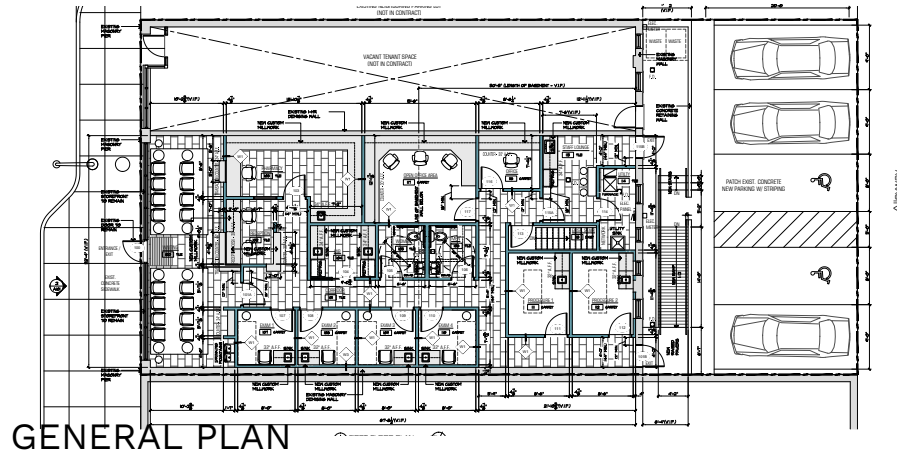
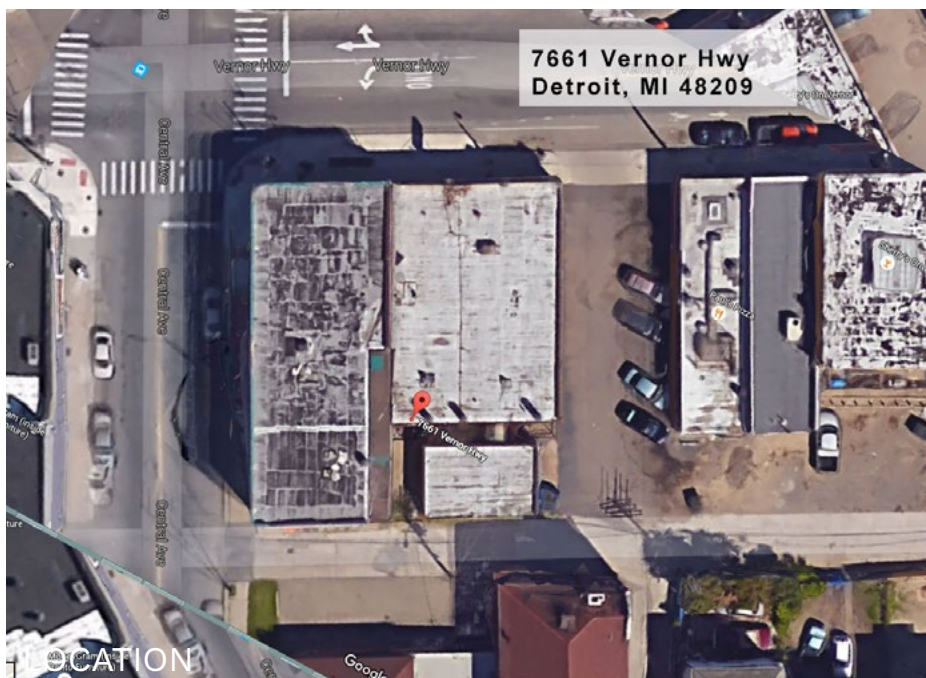
The Clinic will include:

- 1 Reception Area for 3 people
- 1 Waiting Area for patients
- 4 Exam Rooms (sink in each)
- 2 Doctor Offices
- 2 Beauty Procedure Rooms with Cabinets
- 1 Lab with sink, countertop and space for two refrigerators
- 2 ADA compliant Toilet Rooms (Male and Female)
- 1 Staff Lounge with sink, cabinets, microwave, refrigerator, utility sink
- 1 Pharmacy Space per requirements presented to us. (This item is added in this revision)



\*\*\*\* THE PROJECT IS IN CONTRUCTION







# Original Tiger Stadium

## Conceptual Design

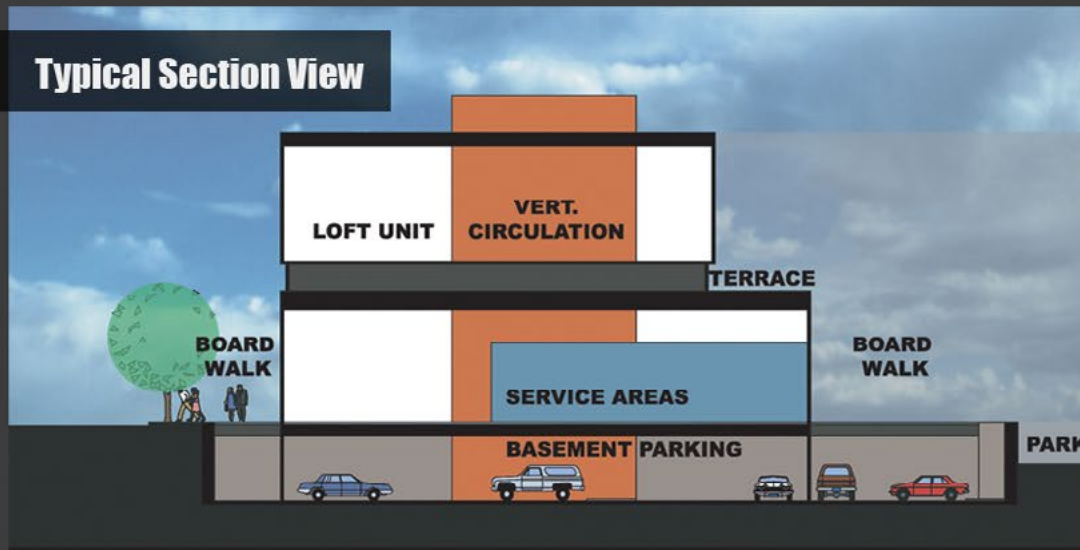
RENDERINGS CREATED TO ILLUSTRATE THE DESIGN INTENT OF THE MASTER PLAN. SHOWING THE USAGE AND INTEGRATION OF EXISTING AND PROPOSED ADDITIONS TO THE HISTORIC SITE, AS WELL AS OVERALL SITE IMPROVEMENTS.





# Original Tiger Stadium

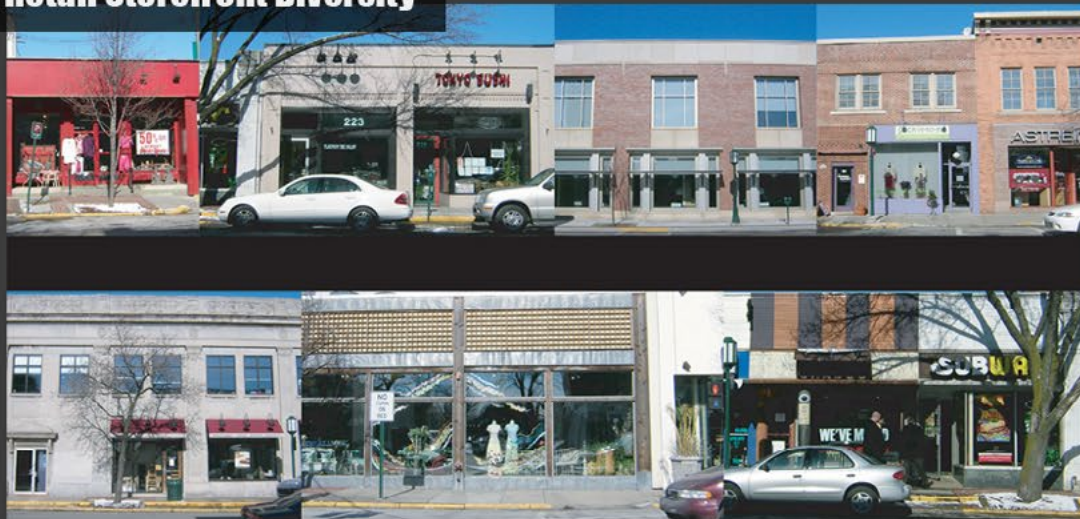
**Typical Section View**



**Siteplan**



**Retail Storefront Diversity**



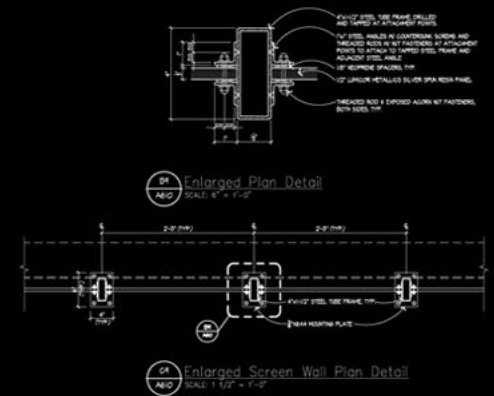
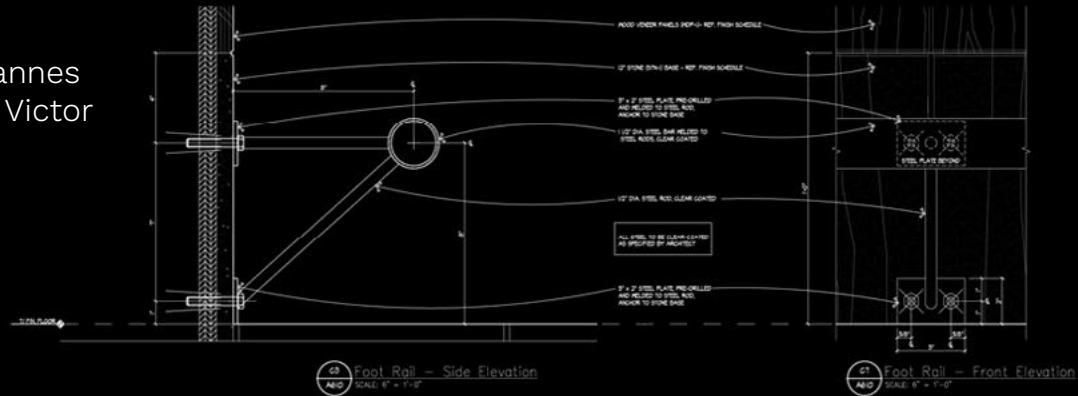


# Mack Alive



# Forest Grill

Project Developed by Johannes Potgieter while working for Victor Saroki & Associates





# Forest Grill

Project Developed by Johannes  
Potgieter while working for Victor  
Saroki & Associates





# Old Orchard Center

West Bloomfield, Michigan



**Victor Saroki & Associates PC**  
Project Developed by Johannes  
Potgieter while working for Victor  
Saroki & Associates



Existing West Elevation  
RETAIL, A, B, C



Proposed West Elevation  
RETAIL, A, B, C



# Old Orchard Center

West Bloomfield, Michigan



Existing West Elevation  
KETAR, A.B.C.



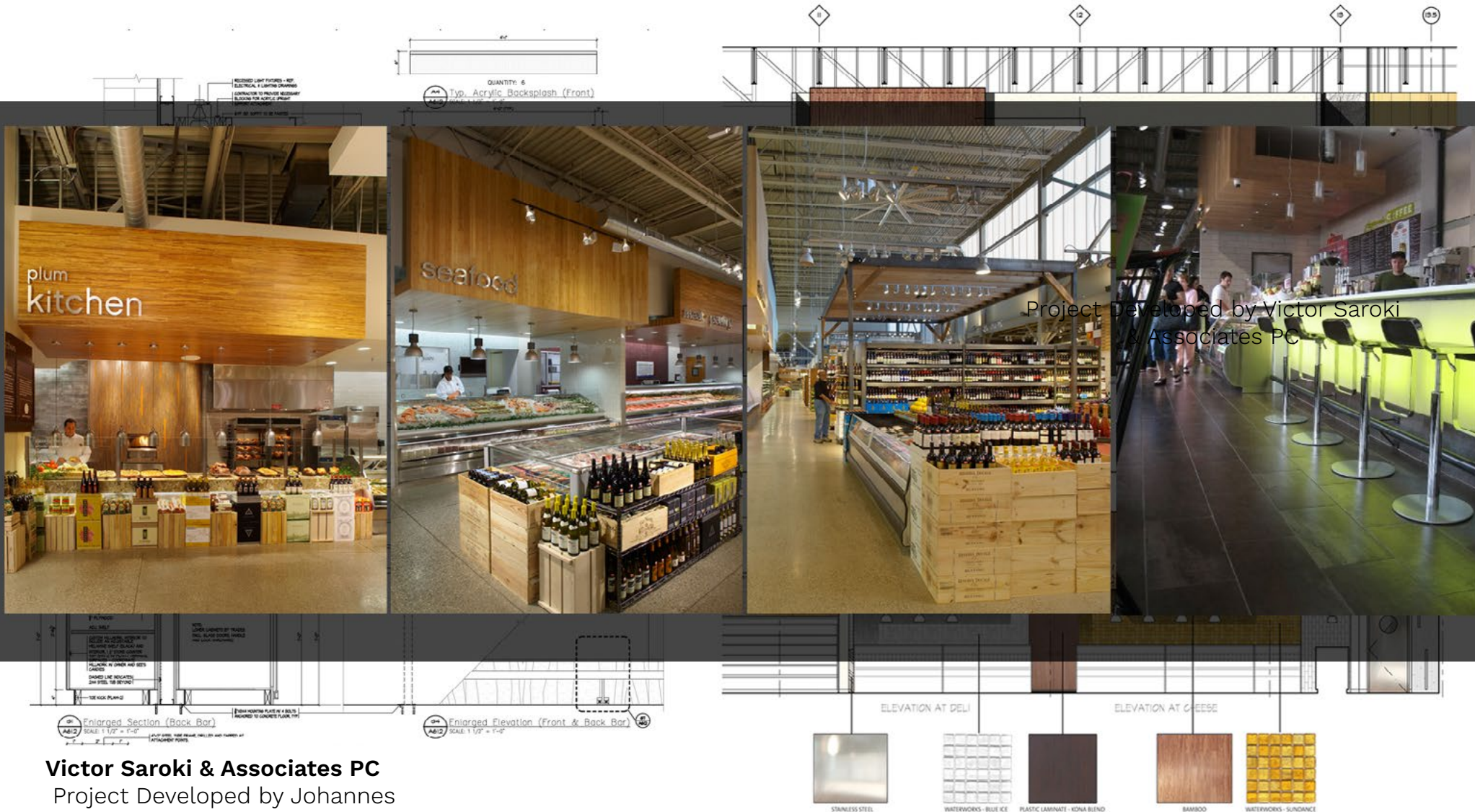
Proposed West Elevation  
KETAR, A.B.C.

**Victor Saroki & Associates PC**  
Project Developed by Johannes  
Potgieter while working for Victor  
Saroki & Associates



# Old Orchard Center

West Bloomfield, Michigan



**Victor Saroki & Associates PC**  
 Project Developed by Johannes  
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 Saroki & Associates



**Design  
Think  
Tank  
group.**



Some of the world's greatest feats were accomplished by people not smart enough to know they were impossible." Doug Larson "History will be kind to me, for I intend to write it." Winston Churchill "The greatest danger for most of us is not that our aim is too high and we miss, but that it is too low and we reach it" Michelangelo "Never tell me the sky's the limit when there are footprints on the moon." Unknown "As soon as anyone starts telling you to be realistic, cross that person off your invitation list." John Eliot "Everyone who got where he is has had to begin where he was." Robert Louis Stevenson "What you get by achieving your goals is not as important as what you become by achieving your goals." Zig Ogler The question isn't who is going to let me; it's who's going to stop me." Ayn Rand "If we did the things we are capable of, we would astound ourselves." Thomas Edison "Watch your thoughts, for they become words. Watch your words, for they become actions. Watch your actions, for they become habits." Unknown "A pessimist sees the difficult in every opportunity; an optimist sees the opportunity in every difficulty." Winston Churchill "Many of life's failures are people who had not realized how close they were to success when they gave up." Thomas Edison "If you find yourself in a hole, the first thing to do is stop digging." Will Rogers "Do not go where the path may lead, go instead where there is no path and leave a trail." Waldo Emerson "We all have two choices; we can make a living or we can design a life." Jim Rohn "Goals that are not written down are just wishes." Unknown "Most of the things worth doing in the world had been declared impossible before they were done." Louis D. Brandeis "I haven't failed. I've found 10,000 ways that don't work." Thomas Edison "Some people want it to happen, some wish it would happen, others make it happen." Michael Jordan "Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending." Unknown "Dictionary is the only place that success comes before work. Hard work is the price we must pay for success. **"511 is a Design Think Tank supported venture"** I think you can accomplish anything if you're willing to pay the price." Vince Lombardi "Obstacles are those frightful things you see when you take your eyes off your goals." Unknown "By recording your dreams and goals on paper, you set in motion the process of becoming the person you most want to be." Mark Victore Hansen "Between the great things we cannot do and the small things we will not do, the danger is that we shall do nothing." Adolph Monod When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps." Confucious "If you're bored with life & you don't get up every morning with a burning desire to do things —you don't have enough goals." Lou Holtz "People often say that motivation doesn't last. Well, neither does bathing — that's why we recommend it daily." Zig Ziglar "Discipline is the bridge between goals and accomplishment." Jim liohn "If you want your life to be a magnificent story, then begin by realizing that you are the author and everyday you have the opportunity to write a new page." Mark Houlahan "Once you realize the power of creation your soul starts an insatiable journey into new horizons." Luis Antonio Uribegan "The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work." Oprah Winfrey "The achievement of one goal should be the starting point of another." Alexander Graham Bell "An average person with average talents and ambition and average education, can outstrip the most brilliant genius in our society, if that person has clear, focused goals." Mary Kay Ash "The road leading to a goal does not separate you from the destination; it is essentially a part of it." Charles DeLint "You can't hit a target you cannot see, and you cannot see a target you do not have." Zig Ziglar "We would accomplish many more things if we did not think of them as impossible." C. Malesherbes "Most of the important things in the world have been accomplished by people who have kept