

Please enjoy this recap of our 2016 buzzworthy events and milestones. We are proud of all we do and want to share it with you! Thank you for being a part of our success!

a look back



miami office open for business

We reopened our Miami office, strengthening our South Florida presence to better serve our existing clients and future opportunities.



new team members

We welcomed three incredibly talented studio directors plus three additional invaluable team members to support our growing workload.



award-winning work

Our new prototype for Parker's Market was a Convenience Store News Store Design Contest winner, and our firm was a NAIOP Tampa Bay Best of the Best Awards finalist!



new website

We launched a brand new website! Head over to www.apiplus.com to check out the new look and our most recent work.



staying healthy

We renovated the first floor of our building, turning a portion of it into a gym for our staff, complete with weights, cardio equipment and a yoga room!



looking ahead

Our team cannot wait to share the exciting work on our horizon. Stay tuned for more bold concepts and innovative prototypes in 2017!

OUR YEAR IN REVIEW

Scroll through for more highlights from the past year!



hyde park village

ARCHITECTURAL DESIGN, TAMPA, FLORIDA



Hyde Park Village is a historic open-air shopping center in Tampa that was purchased by WS Development in 2013. We're working with Samantha David, Jeffrey Curley, Laura Polin, Dave York and Tim Alexander of WS to renovate and reposition it, creating a premier shopping and dining destination. The project kicked off in 2015 and renovations have been completed on some portions, while others are under construction and in planning phases. In addition, we're providing design and architecture services for many tenants including Sprinkles, Meat Market, bartaco, Salt Pines and Surf Outfitters.



services: place making | master planning | architecture | tenant design coordination | tenant design criteria manual

fiesta mart

PROTOTYPE REFRESH

VARIOUS LOCATIONS, TEXAS

Our partnership with Fiesta Mart CEO Mike Byars has spanned three decades, thanks to his thriving career with four grocery companies. Together we've produced award-winning prototypes, which have positively impacted the food retail industry, for Kash n' Karry, Carnival, BI-LO and now, Fiesta Mart.



Fiesta came to our team seeking a high-impact brand repositioning program focused on interior and exterior solutions. The goal was to set Fiesta apart from the competition while reinforcing its appeal to its core demographic, Hispanics. We developed a promotional environment supported by price-oriented displays and bold, integrated graphics. We've rolled out the new look in five locations to date, and many more are in the works throughout Texas.

services: brand strategy | store planning | architecture | décor | graphics | rollout

additional notable clients



sprinkles

DESIGN + ROLLOUT, VARIOUS LOCATIONS

Sprinkles is a Beverly Hills, California-based chain established in 2005 by Candace Nelson, a judge on the television series Cupcake Wars. Sprinkles, known for its rotating menu of cupcakes and its ice cream, cookies and famous cupcake ATM, has 22 locations in 10 states across the U.S.

The Sprinkles brand is sophisticated, playful and colorful, and we designed the space to follow suit. Sprinkles likes a bit of variety from space to space, while adhering to the distinctive brand, and desires some localized touches where appropriate. The stores are clean and modern, mixing white walls with concrete floors and wood fixturing plus pops of bright, whimsical branded dots.



api(+) began working with Sprinkles when prototype adaptation services were requested for its new store in Tampa's Hyde Park Village. Continuing our partnership, we're now providing design and prototype adaptation for locations in Austin and Dallas, Texas and New York City.

services: store planning | interior design | graphics | architecture

winn-dixie

DESIGN + ROLLOUT, VARIOUS LOCATIONS, SOUTHEAST U.S.

Founded in 1925, Winn-Dixie is a subsidiary of Southeastern Grocers and operates more than 500 grocery stores serving Alabama, Florida, Georgia, Louisiana and Mississippi.

This year, **api(+)** worked with Joe Armas and his Winn-Dixie team to remodel 16 stores with the brand's new prototype. The new look emphasizes freshness and provides ample prepared foods options. Navigation is simplified with bold department graphics in Winn-Dixie's branded red and white as well as accents of woodgrain, brick and tile incorporated throughout the store.



services: décor | graphics | rollout

additional notable clients





parker's
 PROTOTYPE CREATION, VARIOUS LOCATIONS
 GEORGIA AND SOUTH CAROLINA



Parker's, a chain of 35 convenience stores throughout Georgia and South Carolina, enlisted **api(+)** to develop a new 4,000-square-foot prototype featuring a deli and drive-thru. Combining our food retail and convenience store expertise, we're pleased to be working directly with president Greg Parker to maintain Parker's leadership in the convenience store industry.



This year Parker's implemented the new prototype in approximately 10 locations, and we began work to rebrand and strengthen the chain's prepared foods presence within stores, a key point of differentiation. The new concept was recently honored in Convenience Store News' Store Design contest.

services: brand strategy | store planning | prototype design | graphics | architecture

hannaford

PROTOTYPE CREATION, VARIOUS LOCATIONS, NORTHEAST U.S.

Hannaford Supermarkets, a part of Ahold Delhaize, operates more than 180 stores in the northeast. Together with president Mike Vail, design services manager Charlie Merrifield, consultant Fred Conlogue and their team, we developed two new prototypes and remodeled a number of locations.

The small-format 20,000-square-foot prototype opened in North Berwick, Maine and a large 70,000-square-foot prototype opened in Bedford, New Hampshire.



The Bedford store serves as Hannaford's "learning lab", testing new strategies and services to add convenience and compete with online shopping.

services: brand strategy | store planning | interior design | graphics | architecture

simply fresh by mcaffrey's

FLAGSHIP + ADAPTIVE REUSE, DOYLESTOWN, PENNSYLVANIA



Located within the shell of a former Ford dealership originally built in 1928 in Doylestown, Pennsylvania, McCaffrey's fifth location is now serving a unique food emporium environment.

This 13,000-square-foot urban marketplace highlights the quality and freshness of its unique product offer in an enchanting, highly textured space creating a fully engaging shopping experience.

The vision for the space held by the McCaffrey family, including Jim and Jimmy and COO Fred Brohm, leverages the character of the historic building and celebrates the senses.



services: brand strategy | store planning | interior design | graphics | architecture

native sun natural foods



PROTOTYPE CREATION, JACKSONVILLE BEACH, FLORIDA

Native Sun Natural Foods' new **api(+)**-designed store opened in Jacksonville Beach, Florida in September 2015 and was named Retailer of the Year in the new store category of the 2016 NEXTY Awards.

When founders Aaron and Erica Gottlieb set out to open their third location, they enlisted our team to develop a fully branded environment reflecting the healthy, fresh foods they stock. Throughout the store and café, brand messaging reinforces Native Sun's commitment to help people live healthy lifestyles.



services: brand strategy | store planning | prototype design | architecture

salt pines

BRAND REFRESH, TAMPA, FLORIDA



Salt Pines' new **api(+)**-designed store opened in June in Hyde Park Village. A canoe hung from the ceiling, carefully selected materials, and playful graphics and décor deliver nautical rustic charm to support the store's southern-preppy lifestyle merchandise. We all agree that it was a pleasure to work with owner Andrew Smith and his family to bring their vision to life.



The store holistically integrates into Hyde Park Village, which is currently being renovated by WS Development with **api(+)**.

services: brand strategy | store planning | interior design | graphics | architecture

stellar partners swarovski + tumi combination store

CO-BRANDED BOUTIQUE, TAMPA, FLORIDA

Stellar Partners is an airport retail operator with 38 stores in 10 U.S. airports. **api(+)** partnered with president Susan Stackhouse and vice president Todd Knight to develop a number of stores in multiple airports this year, including the first ever co-branded TUMI and Swarovski store at Tampa International Airport.



Working closely with airport management, the **api(+)**/Stellar team is now delivering on all cylinders and reshaping the airport shopping experience.

services: branding | store planning | fixturing | interior design | graphics | architecture

walmart fuel pickup

PROTOTYPE, HUNTSVILLE, ALABAMA + THORNTON, COLORADO



We're proud to continue our relationship with Walmart as a resource for out-of-the-box creative services. We worked with Lisa Searing, David Ewing and Gary D. Talley of Walmart to design the company's newest convenience store concept, Walmart Pickup and Fuel. It is a gas-and-grocery hybrid offering same-day grocery pickup for online orders in addition to coffee,

healthy snacks, sandwiches and fuel. Locations are now open in Huntsville, Alabama and Thornton, Colorado. The success of these projects was made possible in part by contractors DBS Corporation and Crossland.



services: store planning | interior design | graphics | architecture

bartaco

ROLLOUT, VARIOUS LOCATIONS, FLORIDA

With a white-washed interior, beach culture-inspired photography, and woven basket light fixtures, bartaco evokes the feel of a visit to a stylish beach resort. The chain has 12 locations along the east coast. We're proud to work with design and construction director Rocco DiLeo in providing prototype adaption services for new stores in Florida.

services: store planning | interior design | architecture

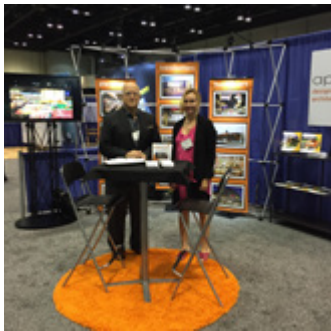


additional notable clients



thought leadership

Our team presented at the ICSC Florida Conference and the M4 Share Group annual meeting, a gathering of grocery executives to discuss best practices, in San Antonio, Texas. At the ICSC Florida Conference, president + CEO Juan Romero was a part of a retail design panel. At the M4 Share Group, designer Rachel M discussed consumer habits and strategies for retailers to repond to habits and position themselves for success.



In addition, **api(+)** is proud to have attended and/or exhibited at:

PMA Fresh Summit

The NACS Show

Retail Design Institute's

Collaborate 2016

ICSC Florida Conference

AIA Florida Convention

The NRA Show

ICSC West Florida Idea Exchange

The NGA Show

FMI Connect

api(+) adds new talent

Our team of more than 30 architects and retail and graphic designers continues to grow with dynamic clients and challenging projects.

New additions to our Tampa team this year include (left to right): Somdeth I, Deborah B, Joshua J, Dave F and Tanima S. In addition, Fernando C (not shown) joined us as studio director for our Miami office.



tiger awards

Each year **api(+)** recognizes employees who have consistently distinguished themselves for their resolve, agility, tenacity, accountability, effectiveness, pride and can-do attitude with the Tiger Award. 2016's tigers are Jess F, Joan D and Chris V.



api(+) IN THE NEWS



Chain Store Age
design:retail
Building Design + Construction
Commercial Construction & Renovation
ENR Southeast
Grocery Business
Grocery Headquarters
Interior Design magazine
Metropolis magazine
Retail Design Blog
SEGD
Shop! Insights Center
Shop! Retail Environments magazine
Tampa Bay Business Journal
Tampa Tribune
The Griffin Report of The Northeast
The Shelby Report of the Southeast
The Shelby Report of the West
VMSD
World Architecture News



team updates

John S and **Rachel M** helped plan the Gasparilla Festival of the Arts, an annual event in Tampa featuring hundreds of artists, as part of the marketing and festival liaison committees.

Between work and personal travel, our office jetsetter **Rachel M** explored China, Thailand, and Ireland abroad and in the U.S. spent time in Utah, Colorado's mountains, Missouri, Illinois, Georgia, and Detroit, Michigan.

Tom H travelled to Milan to tour and glean best practices from grocery stores throughout the city and surrounding areas over four jam-packed days.

After vacationing in Europe this summer, **Pete C** presented to our team his photographs of beautiful architecture and scenery.

Christian S participated in the NASA Space Apps Challenge, a competition hackathon. Groups from around the world had 72 hours to design a 3D printed rocket within challenging parameters. Their design will be used in NASA's educational program for schools, and his team was nominated for NASA's Global Impact Award.

Chris V is serving as president of the Historic Ybor Neighborhood Civic Association. He's spearheading major initiatives to improve accessibility, walkability and sense of place while increasing membership via recruitment events.

Josh J is spearheading new internal how-to software videos. Outside the office, he took his final two architectural licensing exams and performed with a band at Somebody Cares Tampa Bay's annual Care Fest fundraiser.



api(+) milestones

Jan F	23 years
Ryan M	18 years
Judy N	16 years
Li S	12 years
David Ba	12 years
John S	11 years
David Be	10 years
Rita S	8 years



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