api(+) DESIGN + BRANDING + ARCHITECTURE

soft drinks
tongue tingling 34¢
89¢
fountain drinks
SOL
SHADES
Hone
auto

2018

a vibrant year

api(+)

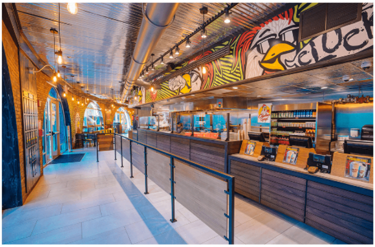
chicken guy!

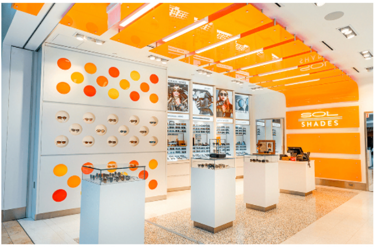
RESTAURANT PROTOTYPE

Disney Springs, Orlando, Florida

This year TV star Guy Fieri and Planet Hollywood Intl. teamed to develop Chicken Guy!, a fast-casual chicken tender concept. We worked with president of Planet Hollywood Intl. John Thall to bring Guy's vision to life and develop an environment as expressive as his personality. It was developed as a prototype for nationwide rollout.

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





sol shades

TRAVEL RETAIL PROTOTYPE

Orlando International Airport, Orlando, Florida

Sol Shades is a new sunglass concept developed by Stellar Partners, a nationwide airport retail operator. Continuing our relationship, we partnered with vice president Todd Knight to develop a number of stores in multiple airports this year, including Sol Shades. The modern, clean and energetic concept drives traffic with its compelling bright runway design.

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

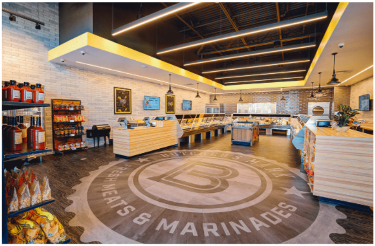
butcher's mark

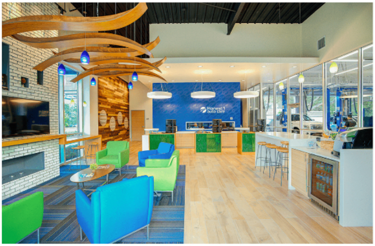
FOOD RETAIL PROTOTYPE

Sarasota, Florida

Butcher's Mark is a new 3,000-square-foot specialty marinated meats concept. We worked with founder Charlie Haney to design a prototype that communicates the uniqueness and quality of the product, and shapes the brand experience. The first location is now open and nationwide rollout is planned.

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





honest 1 auto care

AUTO SERVICE PROTOTYPE

Tampa, Florida

Honest 1 Auto Care has 68 locations nationwide offering top-quality maintenance services. Company executives recognized the need for a re-brand and new prototype that better reflects its values so they enlisted our team. With chief executive officer Michael Cowan and leadership we developed a brand strategy and a prototype to reflect it four brand tenets: community, integrity, safety and sustainability.

services: brand strategy | branding | interior design | architecture

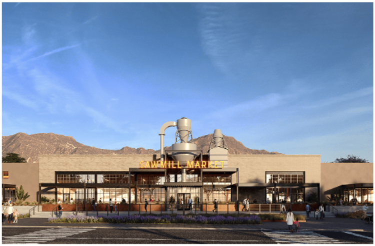
sawmill market

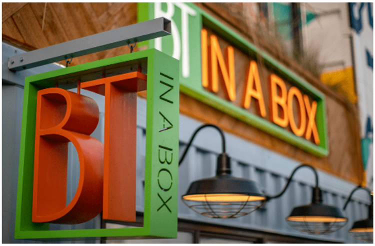
FOOD HALL ARCHITECTURE

Albuquerque, New Mexico

We have continued work with Jim Long of Heritage Hotels & Resorts, Jason and Lauren Greene, and ISLYN Studios founder Ashley Wilkins to develop Sawmill Market, a 25,000-square-foot food hall, to Old Town Albuquerque. It will house local cuisine, a growers' market, full-service restaurants, entertainment venues, art galleries, retail businesses, cocktail bars and more – all inspired by the regional flavors of New Mexico. The building is a historic sawmill warehouse rich in history and character.

services: architectural design





sparkman wharf

BRANDED SIGNAGE PROGRAM

Tampa, Florida

Sparkman Wharf, part of Strategic Property Partners' development of Water Street Tampa, is an outdoor entertainment venue and shipping container food hall featuring 11 concepts by popular Tampa restaurateurs, a biergarten, a stage for live music and plenty of space for socializing. We worked with Strategic Property Partners, Of Place and each restaurateur to develop a vibrant signage program.

services: brand strategy | signage criteria manual | signage design

grillsmith

RESTAURANT PROTOTYPE

Tampa, Florida

Our team designed the original GrillSmith in 2004 and is proud to have worked with owner Mark Johnston to update the prototype tailoring it to GrillSmith's evolved demographic and brand. It aims for cool but comfortable, with reclaimed wood, industrial black metal touches, statement art pieces, and a focus on the bar area.

services: store planning | interior design | architecture

ice cold beer
chilled to 28°
don't be the one who runs out of beer
ice cold beer
i only drink beer on days that end in

cruizers

C-STORE PROTOTYPE + COMMUNICATIONS PROGRAM

Various Locations, North Carolina

In 2017 we developed a new brand and prototype that elevated Cruizers' market position to a premier convenience destination. Since, we have worked with president Edward S. Holmes and marketing director Elisabeth Strickland to roll out the new look and develop ongoing in-store branded communications. This year, we implemented new advertising elements at various stores and opened a location in Wendell Falls.

services: brand strategy | branding | in-store communications | advertising | store planning | architecture | décor | graphic design | rollout

yardhouse

RESTAURANT ARCHITECTURE

Naples, Florida

Yard House restaurants features a vast beer selection and an urban industrial look, with beer is fed through temperature-controlled lines, which run along the ceiling, doubling as a key design feature. We're working with Todd Taylor, Rodney Cattoor and Frank Carrera at Darden Restaurants to roll out the concept.

services: architecture | interior design | site adaptation

BREAKFAST LUNCH DINNER
GOODY GOODY

hyde park village

RETAIL CENTER RENOVATION

Tampa, Florida

We continued renovation work at Hyde Park Village, a historic open-air shopping center, throughout 2018. We're working with Samantha David, Jeffrey Curley, Laura Polin and Dave York of WS Development on the project, and construction on the final building is on track to be complete this year.

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

stellarbay

AIRPORT RETAIL PROTOTYPE

Tampa International Airport, Tampa, Florida

In addition to Sol Shades, we worked with Stellar Partners vice president Todd Knight to develop StellarBay at Tampa International Airport. StellarBay is newsstand with travelers desire for comfort and convenience in mind.

services: planning | interior design | graphics

tampa bay sports + mindworks

AIRPORT RETAIL PROTOTYPE

Tampa International Airport, Tampa, Florida

Tampa Bay Sports and MindWorks are side-by-side Stellar Partners concepts at Tampa International Airport. The two concepts have unique designs yet cohesively live as neighbors. Tampa Bay Sports sells local sports team branded goods while MindWorks offers toys and other items for traveling children.

services: planning | interior design | graphics

circle square commons

ENTERTAINMENT VENUE RENOVATION

Ocala, Florida

Working with Jo Salyers and Eric Main of On Top of the World Communities, Inc., we completed an expansion to the cultural center at Circle Square Commons, a senior living community in Ocala, Florida. The cultural center is Ocala's largest indoor entertainment venue hosting theatrical productions, concerts, dances, meetings, conventions and more. Our team previously designed the center as well as the development's town center.

services: planning | architectural design | interior design | lighting

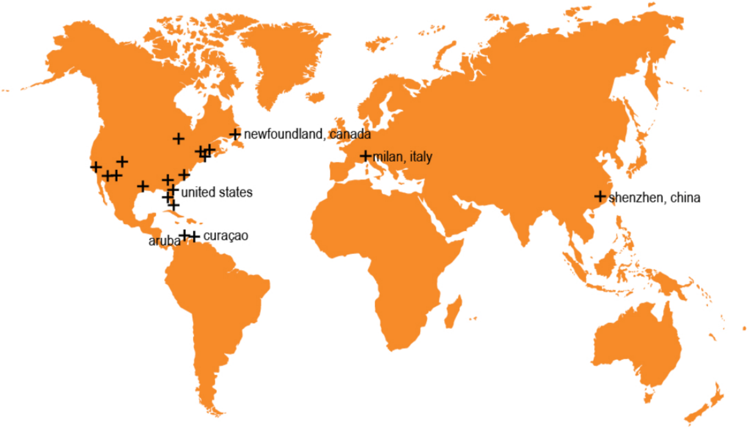
unigold shopping center

RETAIL CENTER RENOVATION

Winter Park, Florida

Regency Centers, one of the largest operators of grocery-anchored shopping centers, enlisted our team to remodel Unigold Shopping Center in Winter Park and construction is now complete. Our team worked with Jose Borrego of Regency Centers to deliver new facades for Ross and Lucky's Market as well as the Ross interior.

services: architecture | construction administration



api(+) won big in the shop! design awards

organic garage was the star of the grocery category in the 2018 shop! design awards competition

2018
shop!
design awards
Signage/Graphics Award
Organic Garage:
Graffiti Street Signs & Murals
Toronto
2018
shop!
design awards
Silver Award
Supermarket/Grocery Store
Organic Garage
Toronto

The Shop! Awards Competitions recognize the best new designs in retail environments and experiences

WE CUT PRICES NOT CORNERS
$1.97

api(+) was awarded Gold for Best Signage and Graphics for our designs for Organic Garage

THE DAIRY CASE
BAKER

api(+) was also awarded the Silver Award in the Grocery Category for our designs for Organic Garage

experts at work

as thought leaders, our executive team was called upon to be a part of several top industry events

The National Grocers Association Show

Food Marketing Institute E+SD

E+SD
STORE DEVELOPMENT TRACK
Store Design for Mixed-Use Developments

ICSC Tampa Food for Thought

President + CEO Juan Romero (pictured here with friend Don Knickerbocker of Amerlux) moderated and Vice President + Director of Design Tom Henken was a panelist on the Innovative Store Designs + Formats Panel

President + CEO Juan Romero served on the board for the conference + Vice President + Director of Design Tom Henken moderated the Grocery Store Design for Mixed-use Developments Panel

api(+) team members served on the board for this event on The Changing Landscape of Food Retail + Food Service and **api(+)** was a proud sponsor

api(+) in the news

Over the past year we're honored to have contributed to or have had our work highlighted in many of our favorite publications!

BUILDING DESIGN +CONSTRUCTION

CHAIN STORE AGE CSA THE BUSINESS OF RETAIL

Convenience Store Decisions

design:retail

grocery BUSINESS

PROGRESSIVE GROCER

restaurant development+design

RETAIL DESIGN BLOG

RETAIL & RESTAURANT FACILITY BUSINESS

SEGD

api(+) team milestones

We are grateful for the large portion of our staff that has been with us for many years. Congratulations to our team members who have celebrated 5 or more years with our team!

Ryan	20 years	John S	13 years
Judy	19 years	Tim	12 years
David Ba.	14 years	Rita	11 years
Li	14 years	Juliette	6 years

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. Congratulations to our 2018 Tigers: Alex, Carrie and Cesar!

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. In 2018, we were lucky to have had seven talented individuals join our team in our Tampa office: Rosy, Erica, Jessica, Steven, Tiffanie, Jeff and Josh.

team updates

Our team's creative and cultural endeavors don't end at the office. You can often spot us around town and around the world seeking inspiration, learning, volunteering and more. Here's a bit of what our staff was up to this year.

- Four team members have roles planning Gasparilla Festival of the Arts. John is serving as vice president, Tiffanie is one of three co-chairs, and Judy and Chris are on the planning committee. The event takes place annually in March and features hundreds of artists from around the country and abroad. **api(+)** is proud to be sponsoring the event.
- Tiffanie and Daron channel their love for animals to volunteer at Pet Pal Animal Shelter, and Tiffanie fosters animals in need of temporary homes.
- Juliette is serving as Chair of the International Council of Shopping Centers Tampa Bay Programs Committee. In the role she plans several educational and networking events annually. In addition, she is an active member of the Society for Marketing Professional Services.
- Chris is active in our community. He is working with the Tampa Bay Foundation for Architecture and Design to develop an interactive art installation for the Gasparilla Festival of Arts, serves as president of the Historic Ybor Neighborhood Civic Association, and works with transportation improvement groups All for Transportation, Sunshine Citizens and Vision Zero.
- Jeff, Alex and Cesar are each actively working toward architectural registration by completing a series of exams.
- Tanima, a world traveler, went to India to begin earning her NCARB registration and visited Mumbai, Delhi, Jaipur and Kolhapur over two weeks. She also went to London for a Stonehenge and Bath expedition, and spent time exploring Paris. Between travels, she began building a home in Tampa.

+ In May, architectural team members Alex, Cesar and Josh graduated from the University of South Florida School of Architecture and Community Design with masters degrees in architecture. Congrats!

+ Between stateside projects, Tom and Judy traveled to Italy to present to our food retail client Esselunga twice, and Tom and Fernando traveled to Curacao to present to another food retail client, Esperamos.

thank you to our clients who made 2018 a spectacular year

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GreenWise®

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ShopRite

OF PLACE

SPP STRATEGIC PROPERTY PARTNERS

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Powell's SUPERMARKET

JACKSONVILLE RIVER WALK

SERITAGE GROWTH PROPERTIES

Fields & Table

ESSELUNGA

DOG PERFECT

BUTCHER'S MARK B FRESH MEATS & MARINADES

Hannaford

PANNA

On Top of the World

Lee's MARKETPLACE

HERITAGE HOTELS & RESORTS, INC

fitlife foods powerfully good

SALAD AND GO

cruizers

st.petersburg www.stpete.org

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