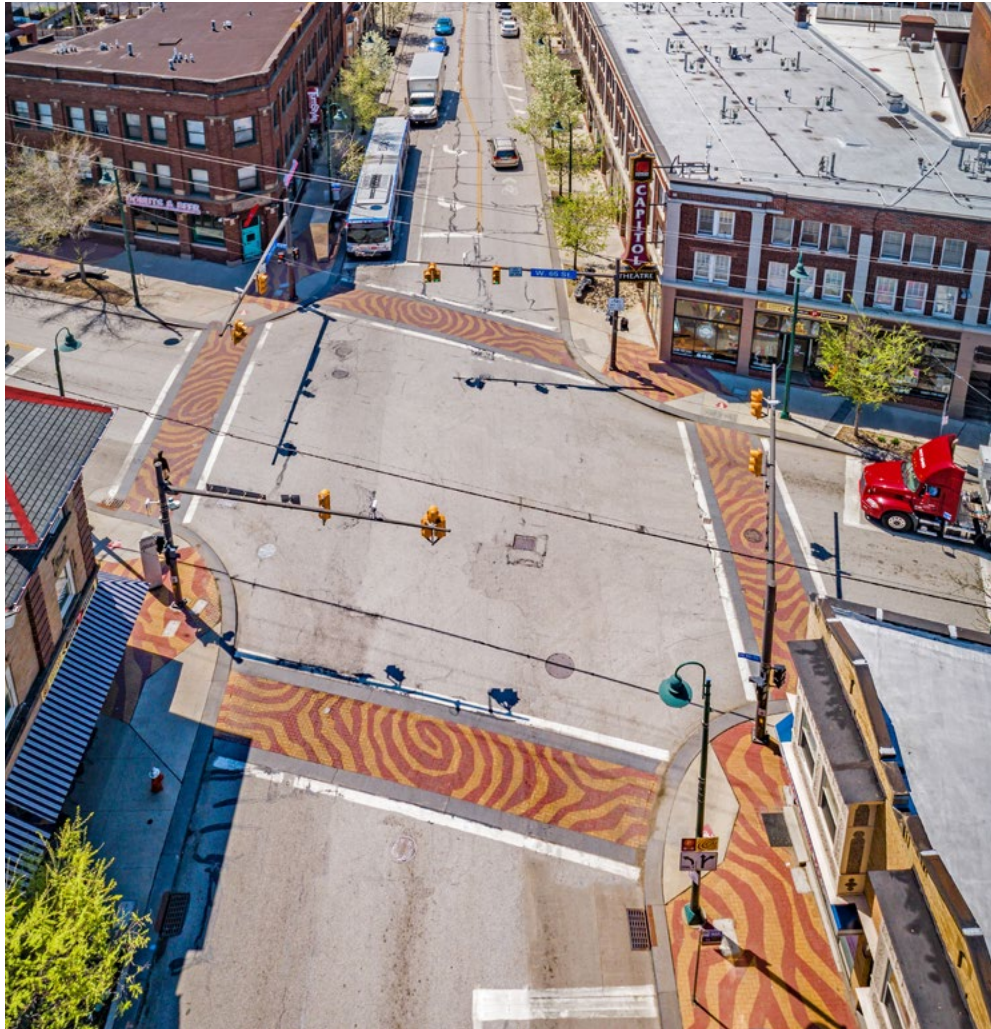




# SUSIE FRAZIER

wellness design expertise, artistry and media value for development groups





**CLIENT:** Detroit Shoreway Community Development Organization for the Gordon Square Arts District in Cleveland, OH

**TYPE:** A public private capital project that included a 15-block streetscape redevelopment and the renovation of 3 theaters

**SCOPE:** A \$3.5 million streetscape redesign as part of a \$30 million revitalization of a culturally-rich and historic neighborhood

**ROLE:** Design Team Artist who created the public art infrastructure elements for 8 city blocks, working with City Architecture

**SERVICES:** Project visioning, research, concepting, specifications,, presentations, brand identity, media interviews, and public speaking.





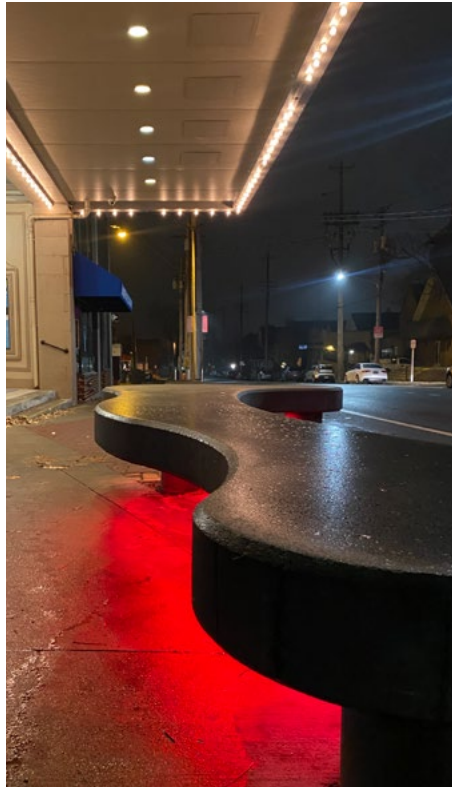


**FEATURES:** Gordon Square is a shoreline community embedded in a forest. By studying the topography of the beaches and grain patterns in trees, an organic motif emerged around “evolving.”

- 27 cast concrete curved benches, integrated with undermount LED lighting systems that illuminate at night.
- 30,00 cast pavers with a custom design that created distinctive neighborhood and marketing visuals unique to this district.
- Hundreds of pre-cast concrete pavers with a custom “G” design that created a continuous pattern underfoot along various sidewalks.









***“Gordon Square Arts District has been touted nationally as an example of creative placemaking, a kind of urban husbandry in which the arts play a lead role in revitalization...***

*Artwork has been central to the Gordon Square vision. The team commissioned environmental artist **Susie Frazier** to work with developers and architects in designing the streetscape and leveraged her stipend into \$250,000 worth of public art elements along the Avenue. The partnership has been extraordinarily entrepreneurial in securing financial support. It sought and won funding from the City of Cleveland, county, regional, state, and federal programs; from non-profits like LISC and the statewide Finance Fund; from the Cleveland and Gund Foundations, major philanthropies; and from private donors and the City’s public utility.”*

**Ann Markusen**, author of **“Creative Placemaking,”** the NATIONAL ENDOWMENT FOR THE ARTS white paper for the Mayors’ Institute on City Design





**CLIENT:** The NRP Group for The Edison at Gordon Square in Cleveland, OH

**TYPE:** Private multifamily development project on former light industrial property located on the city's near west side

**SCOPE:** A \$55 million housing community with 306 residential units in four apartment buildings, and eighteen townhome-style apartments

**ROLE:** Interior Designer of the 2-bedroom model suite and content producer. Worked with base plans by Dimit Architects

**SERVICES:** wellness design consulting, custom designed furniture and art elements, media interviews, and public speaking







**FEATURES:** The Edison at Gordon Square provided an opportunity to showcase the pioneering earthminded style of neighborhood eco-artist and biophilic designer, Susie Frazier, alongside a showcase of local maker craftsmanship in wood, metal, lighting, art, and objects.

- Handcrafted tables made from cut and discarded city trees from Metro Hardwoods in Cleveland, one of the only urban mills in the country.
- Headboard collaboration with Freddy Hill, one of the star makers from the 2015 TV show, *Framework*, which brought national notariety to Cleveland.
- Susie Frazier originals were included, liuke mood-setting Block Lamps and handmade biophilic art made with bits of nature.
- 90% occupancy within the first year, prompting the developer to pursue phase two









***“We were looking for the model to reflect an upscale Cleveland aesthetic.***

What Susie Frazier delivered to The Edison at Gordon Square was not only a sophisticated setting that embodies the creativity of this city, but also an inspiring template that residents can emulate in order to establish their own interior refuge.”

**Scott Villani, Vice President of Marketing, THE NRP GROUP**





**CLIENT:** Quatterra (formerly known as Lennar Multifamily Communities or LMC) for the Laurel & Sadelwood project in Jersey City, NJ

**TYPE:** Transformative mixed use development on 1.81 acres: 50-story residential tower, 14,000 square feet of retail, an elementary school and a park

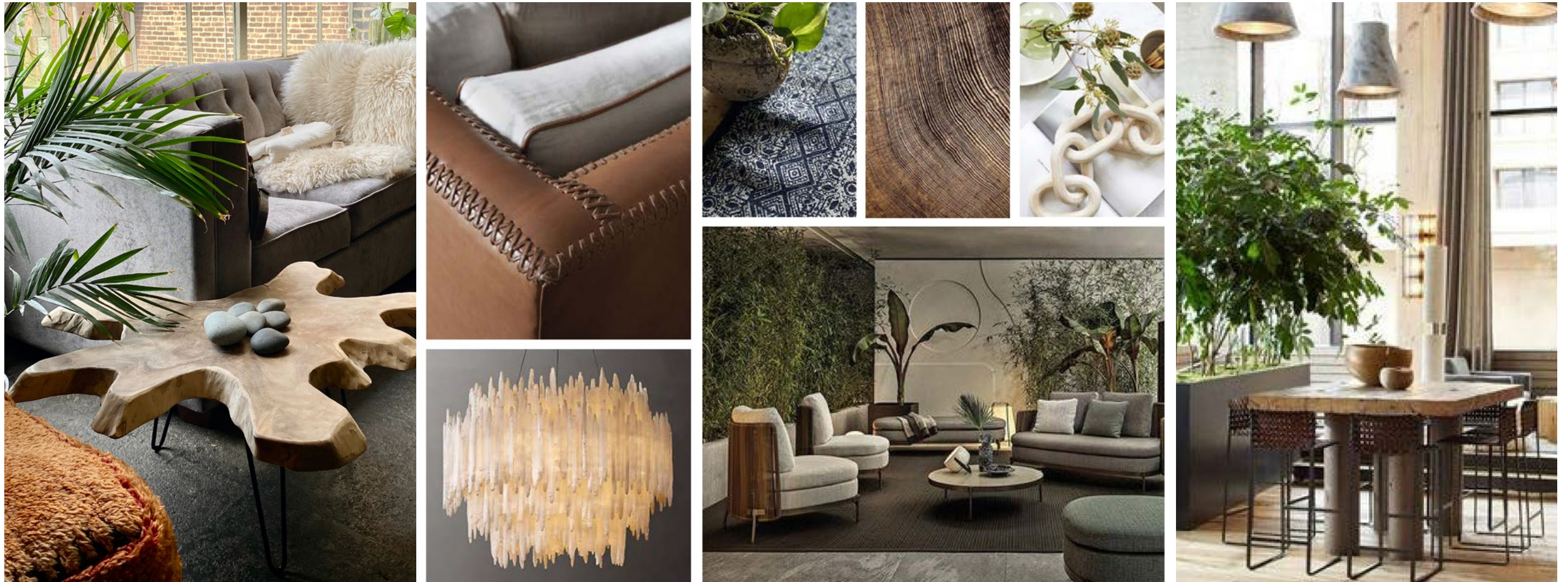
**SCOPE:** A \$310 million project with 808 residential units, 41 units of affordable housing, and the redesign of the Filipino cultural garden with dog park

**ROLE:** Wellness design consultant interfacing with many architects and design team members from Beyer Blinder Belle, ESG Architecture + Design, and HM White

**SERVICES:** design visioning, design narrative, user experience, feature planning, brand ethos, media interviews , and public speaking







**FEATURES:** In this role, Susie Frazier asked her design team peers to consider, “What if your apartment home provided real connections to nature and community that made it feel so good to be home?” Envisioned as a biodiverse ecosystem of people, plants, children, and dogs, this 22-person design team planned meaningful features that could deliver a feeling of respite and relaxation as much as feeling of belonging.

- Design inspiration was pulled from the Susie Frazier Showroom and various eco-luxe hospitality brands leading the market.
- Susie’s consulting led the design team to consider how their choices affected the future occupants and to consider ways to innovate for well-being.
- A strong commitment was given to living ecosystems of trees and plants on two rooftop terraces, inside co-working spaces, lobbies, and corridors.









***“We became aware of Susie through her book, *Designing For Wellness*, and were able to bring her on as a member of our design team for a large transformative mixed use project in Jersey City, NJ.***

Susie was able to plug into the project at the inception and helped to shape all aspects of design, including architecture, interior design, and landscape architecture. Many of the design team members were unfamiliar with the concepts central to wellness design and biophilic design, and Susie was instrumental in both educating as well as coming up with original ideas which were ultimately incorporated into the project.

Even though the Laurel & Saddlewood development is currently on hold, when the project is eventually built, it will undoubtedly be one of the most unique and groundbreaking multifamily developments in our area.

Anyone looking to incorporate these increasingly important design principles into their project would be well advised to work with Susie as a leader in this space.”

**Greg Belew, Division President New York Metro Area, QUARTERRA**





**CLIENT:** Fred and Kris Monaco-Geis in Brecksville, OH

**TYPE:** A 16,000 square foot residential sanctuary full of features that directly support the health and well-being of the owners

**SCOPE:** Created biophilic art solutions on three different walls of the home where organic materials, patterns and textures were artfully integrated

**ROLE:** Biophilic Artist who designed and created custom art installations. Worked directly with Kris as both the client and the designer

**SERVICES:** Art conceptualing, design specifications, production, assembly, delivery and installation

GEIS  
wellness





**FEATURES:** With expansive views of nature from every room, the Geis Residence offered a special opportunity to showcase a fundamental principle of wellness design – biophilic connection by bringing elements of the outdoors to the experience indoors.

- Meaningful artwork that embodying their personal beliefs around nature, nutrition, mind, body, and soul.
- Visual statement pieces, each full of story-worthy production details and artistic touches.

GEIS  
wellness







***“Susie Frazier’s work highlights the beneficial effect of well building on well-being and illustrates how using elements of nature in our hospitals, homes, workplaces and daily environments can help heal our mind, body and spirit.”***

**Dr. Roy Buchinsky, *Director of Wellness, UNIVERSITY HOSPITALS***



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interiors + sources

organic spa

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Psychology Today

Elite DAILY

npr

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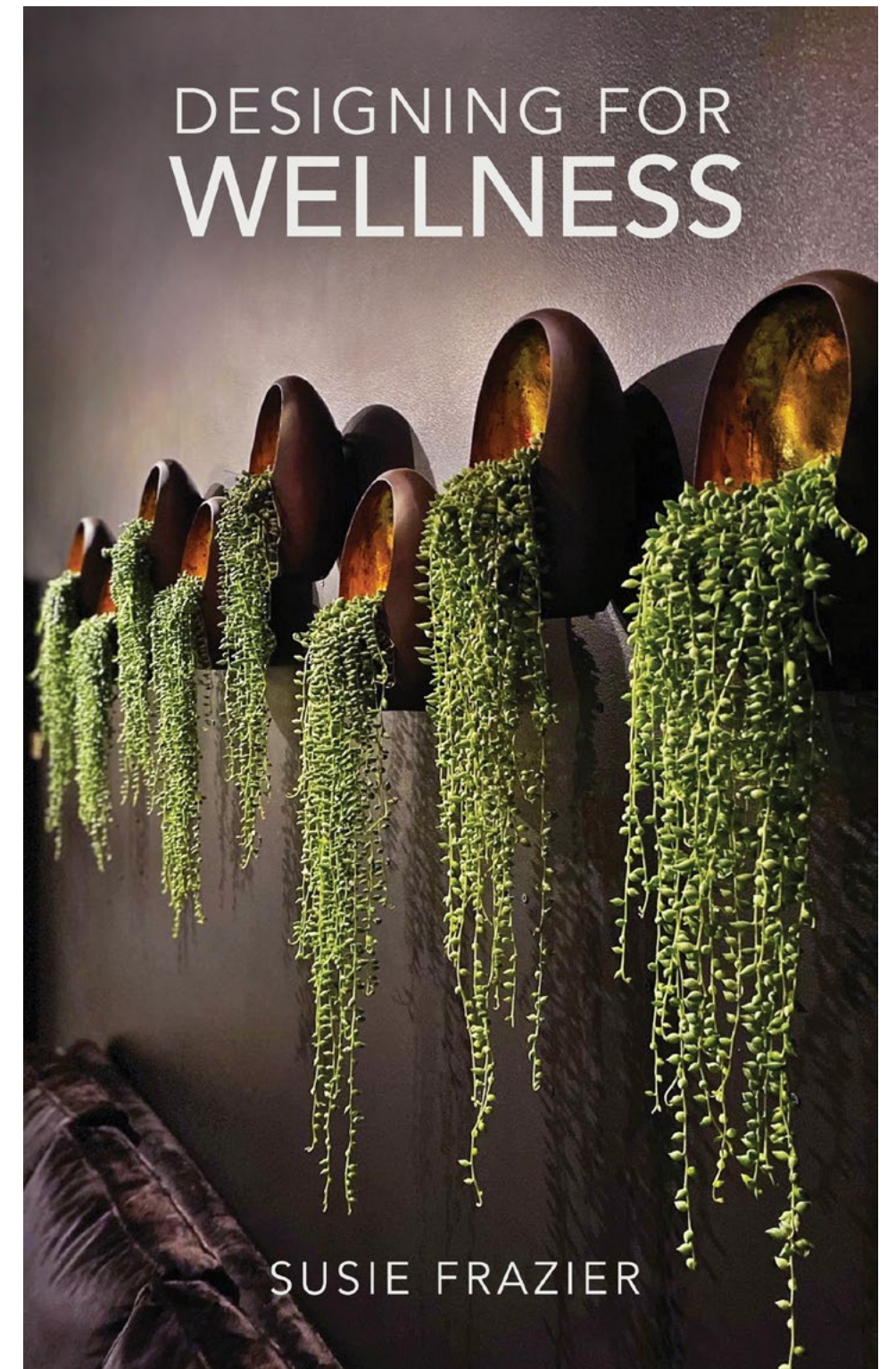
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