

20  
18

# PORT- FOLIO

M  
A  
C  
K  
Y

R  
E  
H  
M



“ Make it simple,  
but significant. ”

*- Don Draper*

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03 | MACK'S



04 | HORSE BARN



05 | FOUNDATION  
WORK

01

Bio

University of  
Wisconsin - Madison

Interior Architecture  
& Graphic Design

M A C

K Y

R E H M

H M



K Y

M A C I

R E H

# A B O U T

Hi, my name is Mackenzie Rehm. Since a young age, people have known me as “Macky”. I am from Sun Prairie, WI, near to this beautiful place called Madison. I grew up in Sun Prairie most of my life until venturing into Madison during high school, attending Edgewood High School. I graduated high school with above a 3.8 GPA, more than 500 service hours, and experiences that brought me across Europe and to our nation’s capital. Edgewood more than prepared me for what was next to come on my journey. After high school, I spent a year in Boston studying art and design at the New England School of Art and Design at Suffolk University. This experience allowed me to grow immensely as a person and look forward to future travel opportunities. At UW-Madison I have maintained above a 3.5 GPA all three years of studying Interior Architecture and was able to indulge in other coursework such as language and culture in Florence, Italy and to pursue a focus in graphic design.

# 2



Workplace Design

Fall 2017





**NEXT.**

Steelcase Student  
Design Competition

Fall 2017



## CONCEPT

The NEXT space integrates the coffee house culture that is strong in the Seattle area with a flexible workplace that encourages productivity and sustains employee well-being.

Creative spaces are accessible throughout the plan that allow for spontaneous collaboration which fosters cross-generational mentoring and productivity in the workplace, and encourages a sense of community through the ease of transmission of information.

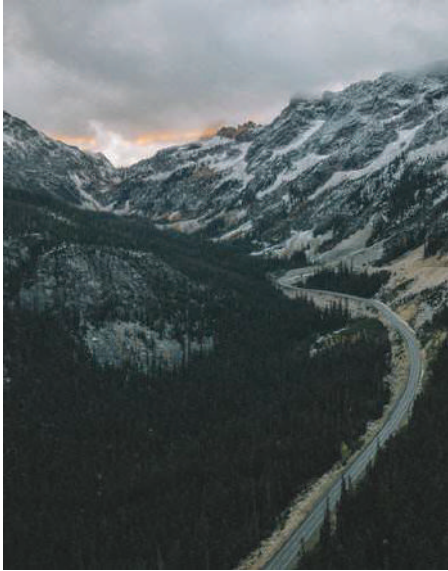
Providing spaces that encourage collaboration and shared information between employees, clients, and the community, increases employee opportunities and resources, and additionally improves the recruitment and retention of top talent.



1. Respite
2. Focus Studio
3. Duo Studio
4. Ideation Hub
5. Maker Commons

FLOOR PLAN  
Scale: N/A

# SEATTLE, WA



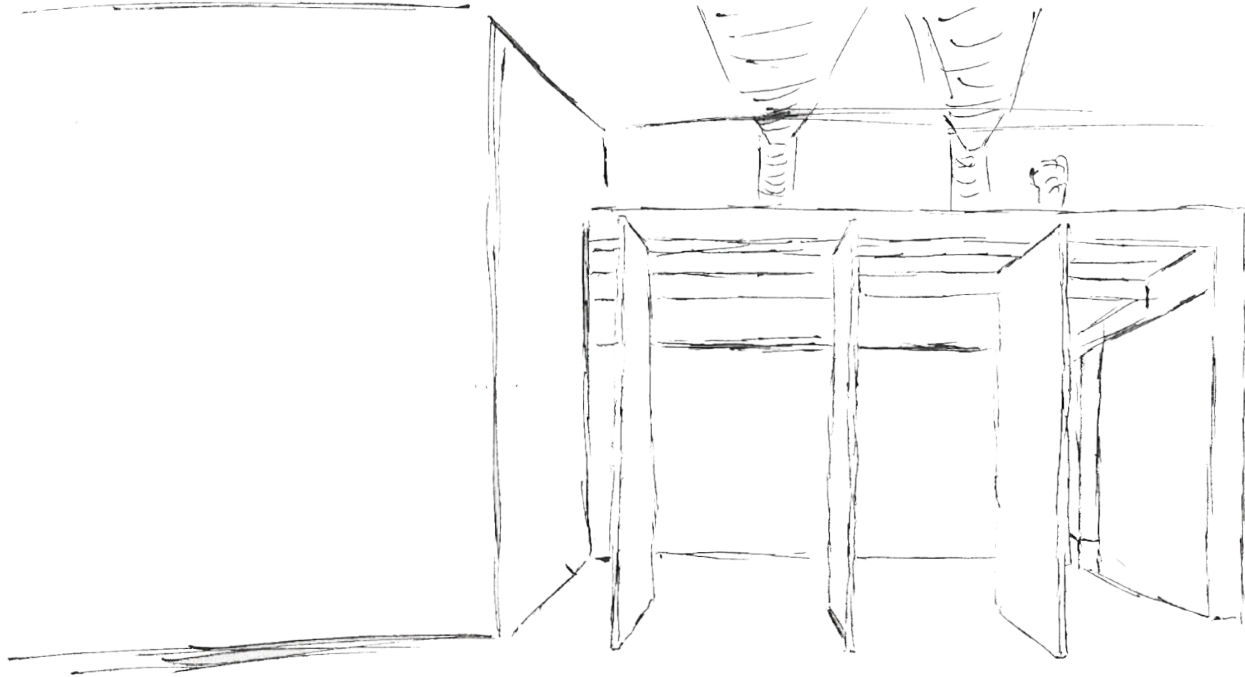
# BUILDING + SITE ANALYSIS

NEXT is a **private medical group** headquartered in Portland, Oregon with offices in other Northwestern states, looking to continue expanding into new locations. NEXT has existed in the Pacific NW for over 20 years boasting a reputation for **collaborative team-based care** and is focused on **millennial and baby boomer** patient groups. Part of NEXT's expansion is due to shifts in healthcare. Clients come to NEXT wanting innovative ways to heal, while **preventing future health problems**. Clients are looking for **humanistic, community centered healthcare** that promotes healthy living and is fast and **convenient**.

**NEXT's Seattle location** is found at 5601 6th Ave South, occupying 15,000 square feet of the fourth floor. The space has access to **natural light** through atriums in the central common hallways and the north/east windows and expansive **views of downtown** from the north. The building has full time security, parking, a nearby bus stop and a coffee shop, while the surrounding area, known as **SODO**, includes more amenities such as shopping, dining, nightlife and the sports district. SODO means **South of Downtown** and is 4.5 miles out of downtown Seattle in the former **industrial area**. SODO deliberately echoes New York's SOHO area - cheap, vacated spaces converted for new uses.

Seattle, WA is surrounded by **water, mountains and evergreen forests** with thousands of acres of parkland. Scenery and proximity to nature creates an overall atmosphere of **calm and patience** in the city, which happens to be Washington's largest city. Seattle is home to a **large tech industry** - Amazon and Microsoft headquarters in the metropolitan area. These large tech companies bring in a **young and wealthy population**, making Seattle one of the U.S.'s most expensive cities to live in and pushes people to the suburbs, creating a stark economic divide. NEXT's Seattle location's design, which will be seen shortly, hones in on these highlighted attributes of Seattle residents.

# SKETCHING



CONFERENCE  
ROOM

## GOALS:

01

MAXIMIZE REAL ESTATE  
CREATE MULTI-FUNCTIONAL SPACES  
ENABLE COMMUNITY EVENTS

04

ENHANCE COLLABORATION  
AMONGST PRACTITIONERS  
AND THE GREATER COMMUNITY  
MAINTAIN TRANSPARENCY OF INFORMATION

02

INCREASE EMPLOYEE ENGAGEMENT & PRODUCTIVITY  
ENCOURAGE CROSS-GENERATIONAL MENTORING  
ADAPTABLE SPACES FOR HIGH AND LOW TECH USERS

05

IMPROVE EMPLOYEE WELL-BEING  
PROVIDE A COMFORTING AND NATURE INSPIRED  
SPACE FOR CLIENTS AND EMPLOYEES

03

INCORPORATE COMPANY BRANDING & HONOR NW CULTURE  
HONOR LOCAL MATERIALS  
EMPHASIZE SEATTLEITE LIFESTYLE

06

RECRUIT AND RETAIN TOP TALENT  
INCREASE EMPLOYEE SATISFACTION  
OFFER RESOURCES FOR EMPLOYEE GROWTH





MEMO - Lesson 2: 2000-2010  
1. ...  
2. ...  
3. ...  
4. ...  
5. ...  
6. ...  
7. ...  
8. ...  
9. ...  
10. ...



NEXT.



# 03



Restaurant Design

Spring 2018



MACK'S.

# 03

MACK'S

Restaurant Design

Spring 2018

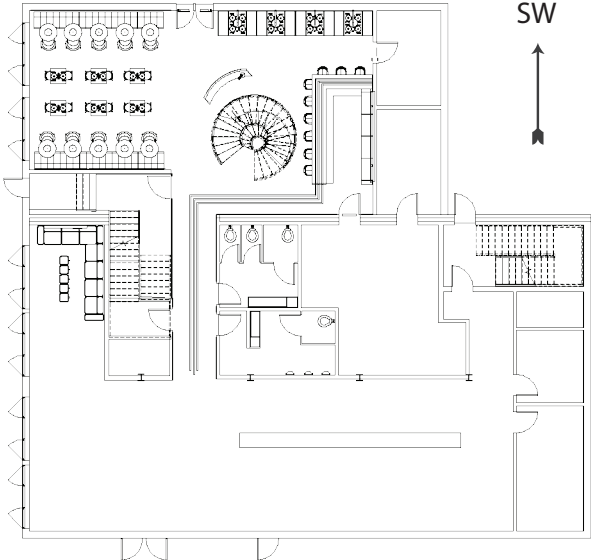


## CONCEPT

Mack's celebrates the diner era in a contemporary manner through use of color, line, and form to imitate pieces of the past without using direct interpretation. This abstract approach creates a refined, yet nostalgic atmosphere for people local and visiting to dine and enjoy a classic diner menu featuring local cuisine. Mack's showcases furniture and lighting inspired from the mid 1900s, as well as colors and symbols that celebrate the history of the building as the Madison Candy Company built in 1903.

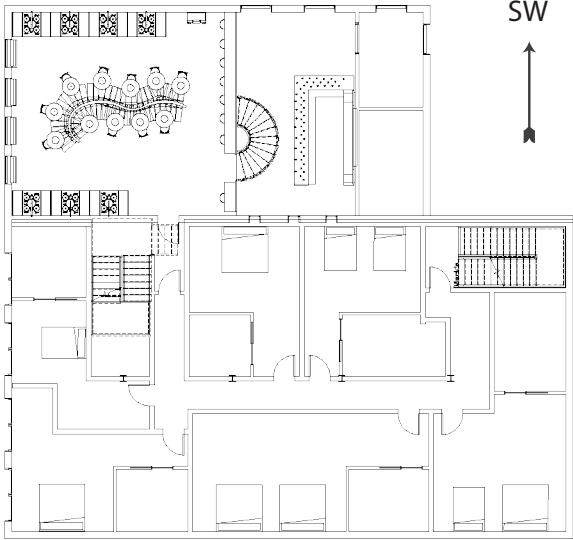
Floor Plans

Floor 1



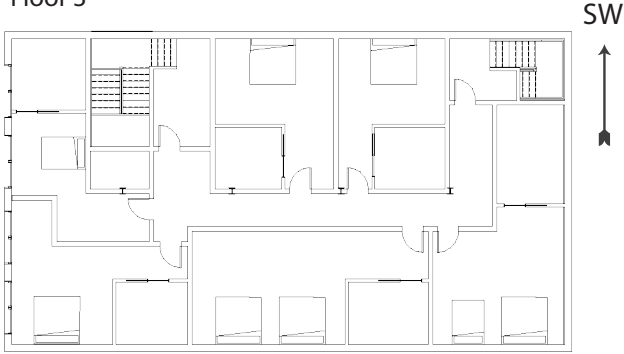
Scale: N/A

Floor 2



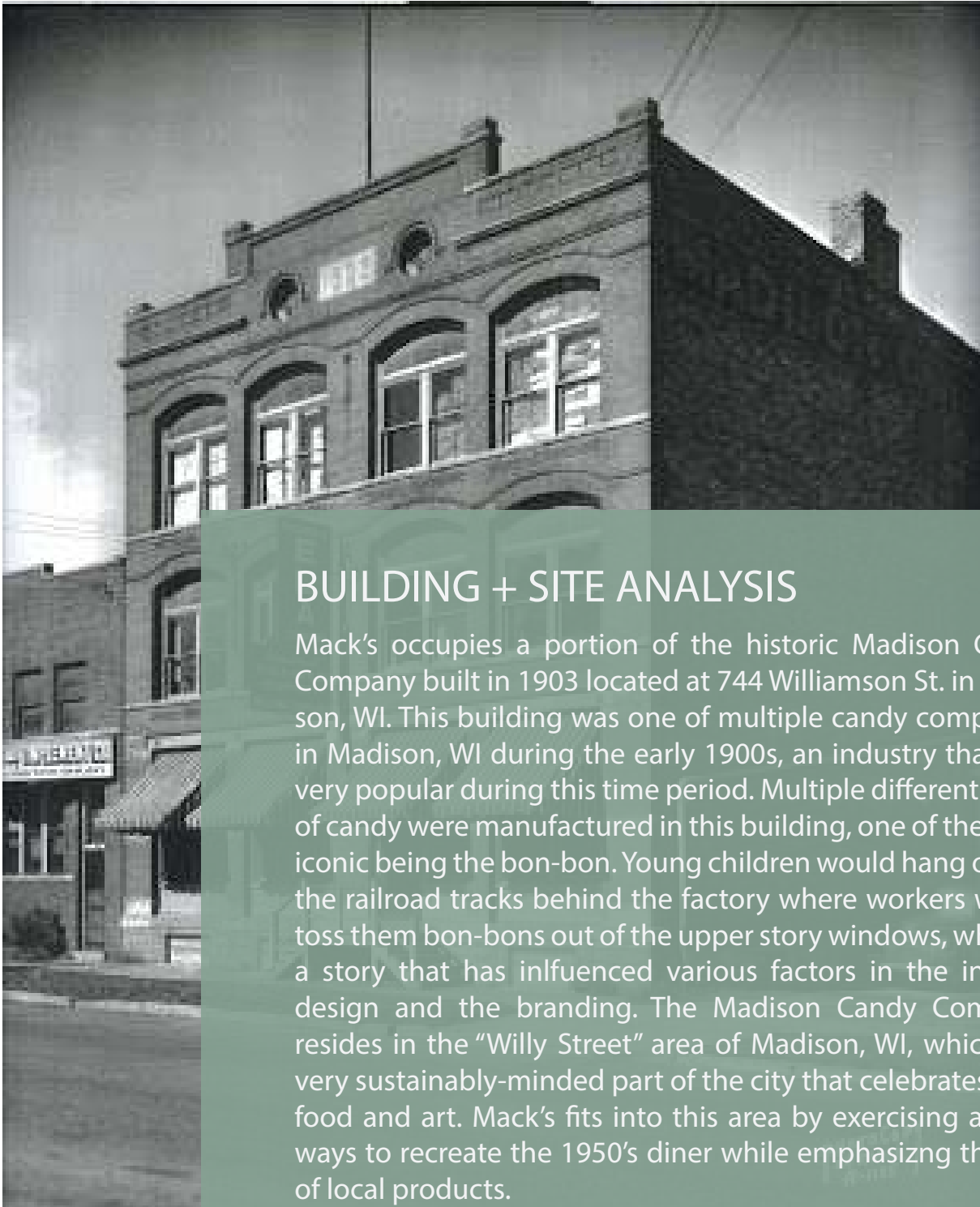
Scale: N/A

Floor 3



Scale: N/A

Mack's is located in the smaller portion of the building, leaving the larger side for Hotel 1903, which was not developed in this project. Public areas such as bathrooms, verticle circulation and entrances are shared between spaces.



## BUILDING + SITE ANALYSIS

Mack's occupies a portion of the historic Madison Candy Company built in 1903 located at 744 Williamson St. in Madison, WI. This building was one of multiple candy companies in Madison, WI during the early 1900s, an industry that was very popular during this time period. Multiple different types of candy were manufactured in this building, one of the most iconic being the bon-bon. Young children would hang out on the railroad tracks behind the factory where workers would toss them bon-bons out of the upper story windows, which is a story that has influenced various factors in the interior design and the branding. The Madison Candy Company resides in the "Willy Street" area of Madison, WI, which is a very sustainably-minded part of the city that celebrates local food and art. Mack's fits into this area by exercising artistic ways to recreate the 1950's diner while emphasizing the use of local products.

Historic Madison  
Candy Co. 1903

744 Williamson St.  
Madison, WI 53703

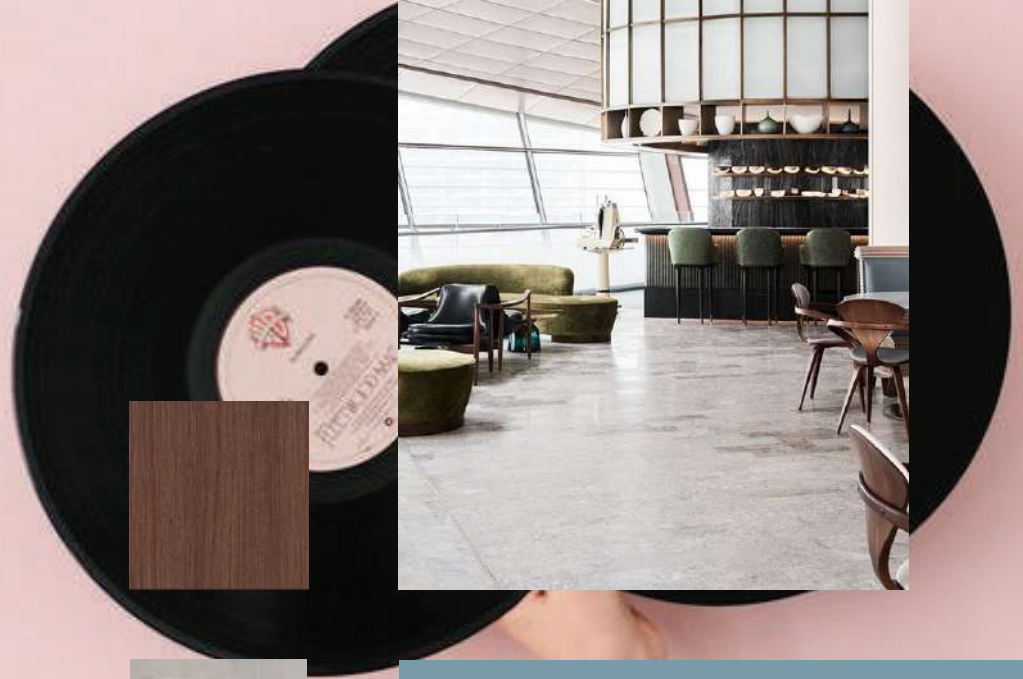
LAKE MENDOTA

# MADISON, WI



CAPITOL SQUARE

LAKE MONONA



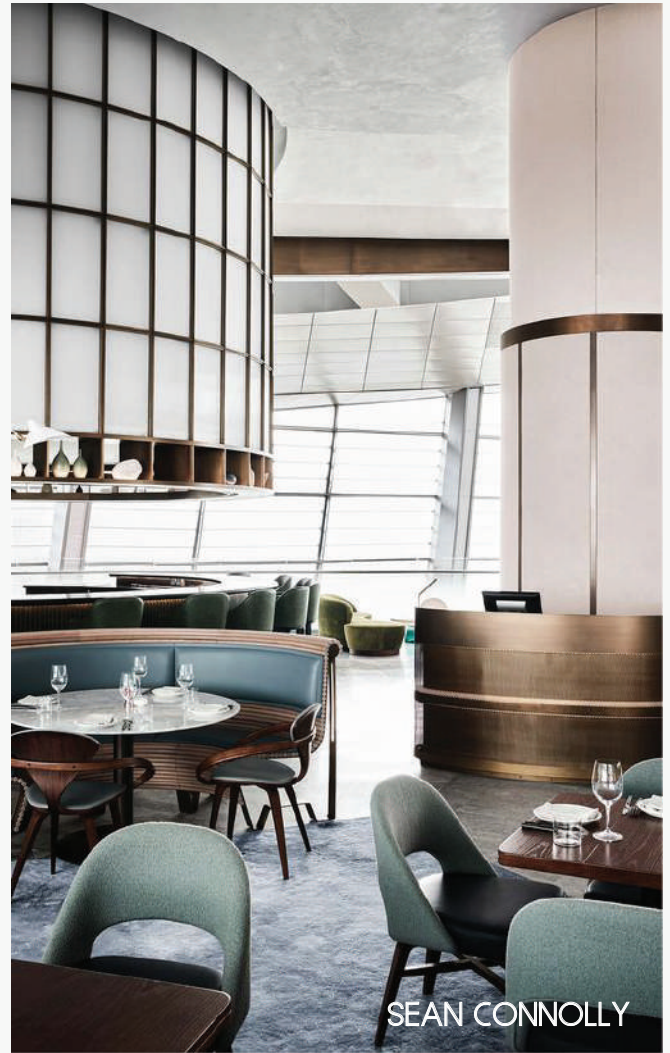
MOOD BOARD

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## INFLUENCES

HISTORY

SEAN CONNOLLY

DUDELL'S

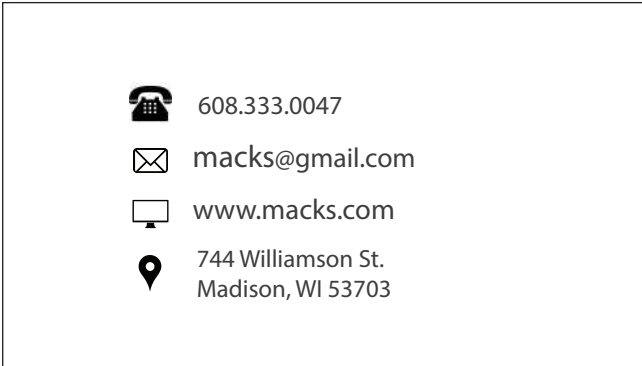
As a diner, Mack's represents the middle of the century, but even further-more, it is a celebration of the initial purpose for the building. Mack's occupies an area of the historic Madison Candy Co. that was built in 1903. Subtle references using color and imagery give a nod to the building's history and the purpose it served in the community.

Mack's was aesthetically inspired by the Dubai Opera's Sean Connolly restaurant by Alexander&Co and by Duddell's restaurant by Michaelis Boyd. The materials, forms and furnishings in this space resemble various elements of the 1950s era that suit the concept of Mack's and draws inspiration from these other designs.

BRANDING PACKAGE

# MACK'S DINER X BAKERY

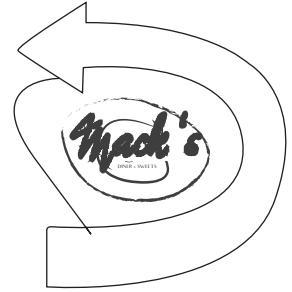
Business Cards:



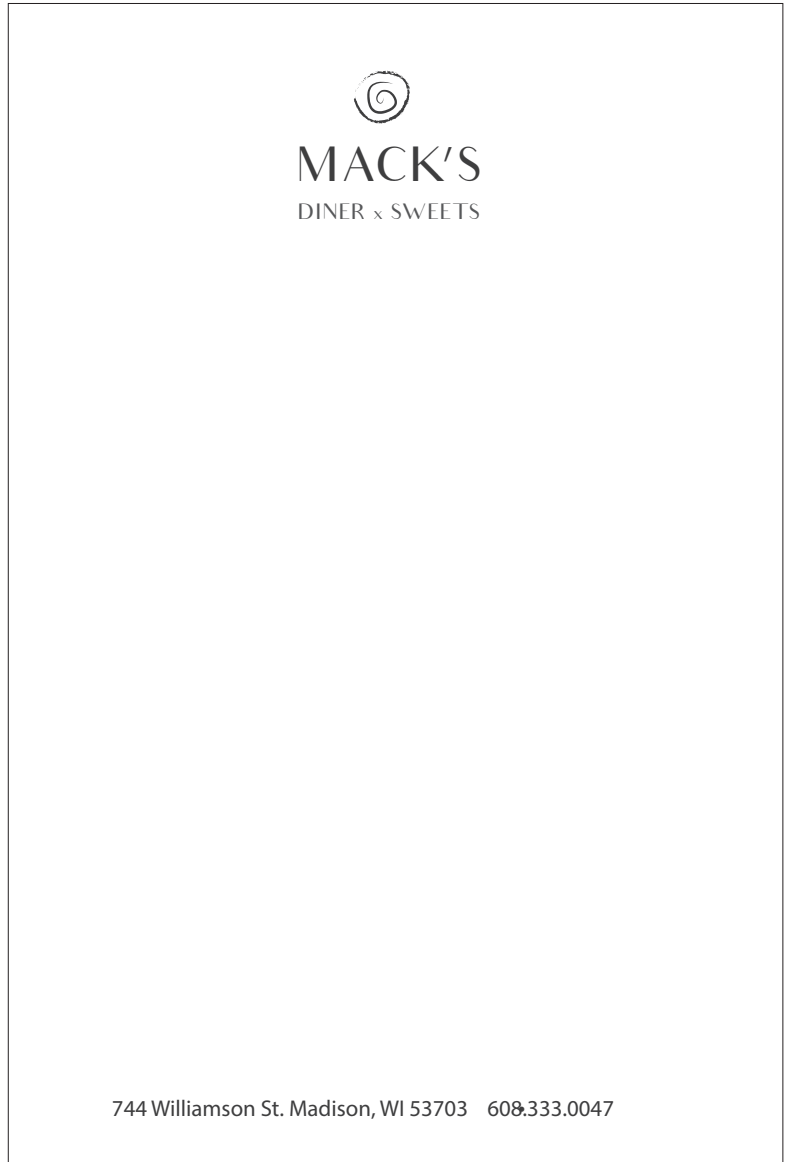
Logo:



Signage:



Stationary:



PATTERN DESIGN



## DESIGN EXPLANATION:

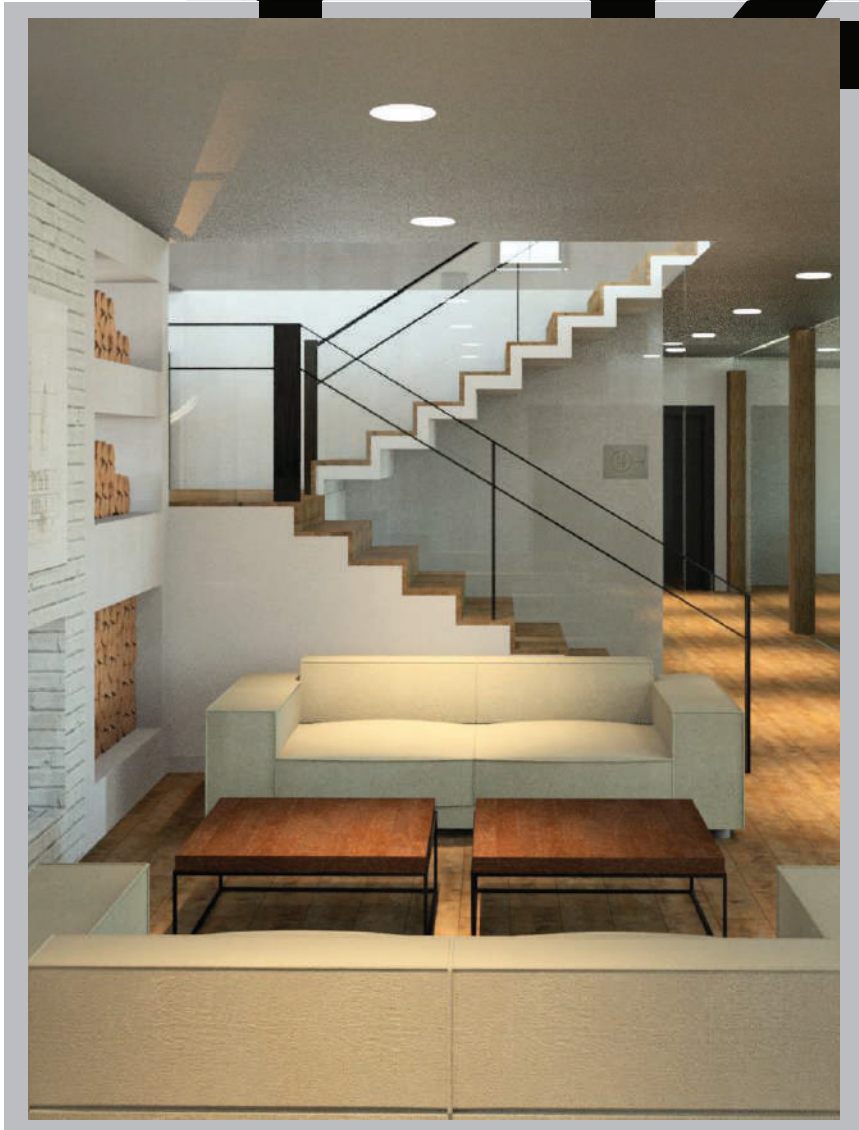
Mack's is a non-traditional 1950's diner that employs artistic vocabulary such as form, color and imagery to portray the desired aesthetic rather than direct interpretation. Historic colors such as green and gold give a nostalgic yet comfortable feel to the space, while light pinks and blues (shown in other views) give a nod to the history of the building as a candy company. Symbols representative of the classic 50's diner such as the iconic booths and bulb lighting are highlighted in this view, as well as a glimpse of the pattern design located on the hostess podium in the lower right-hand corner. This pattern was inspired by the rock 'n' roll era that went hand-in-hand with the diner era, meant to resemble sound waves. More symbols in this view include the mirror behind the bar, made to resemble a juke box, another classic item in a traditional 1950's diner.





THE  
OFFICE

# 04



Residential Design

Fall 2016



# HORSE BARN.

APARTMENTS & CONFERENCE CENTER

# INSPIRATION





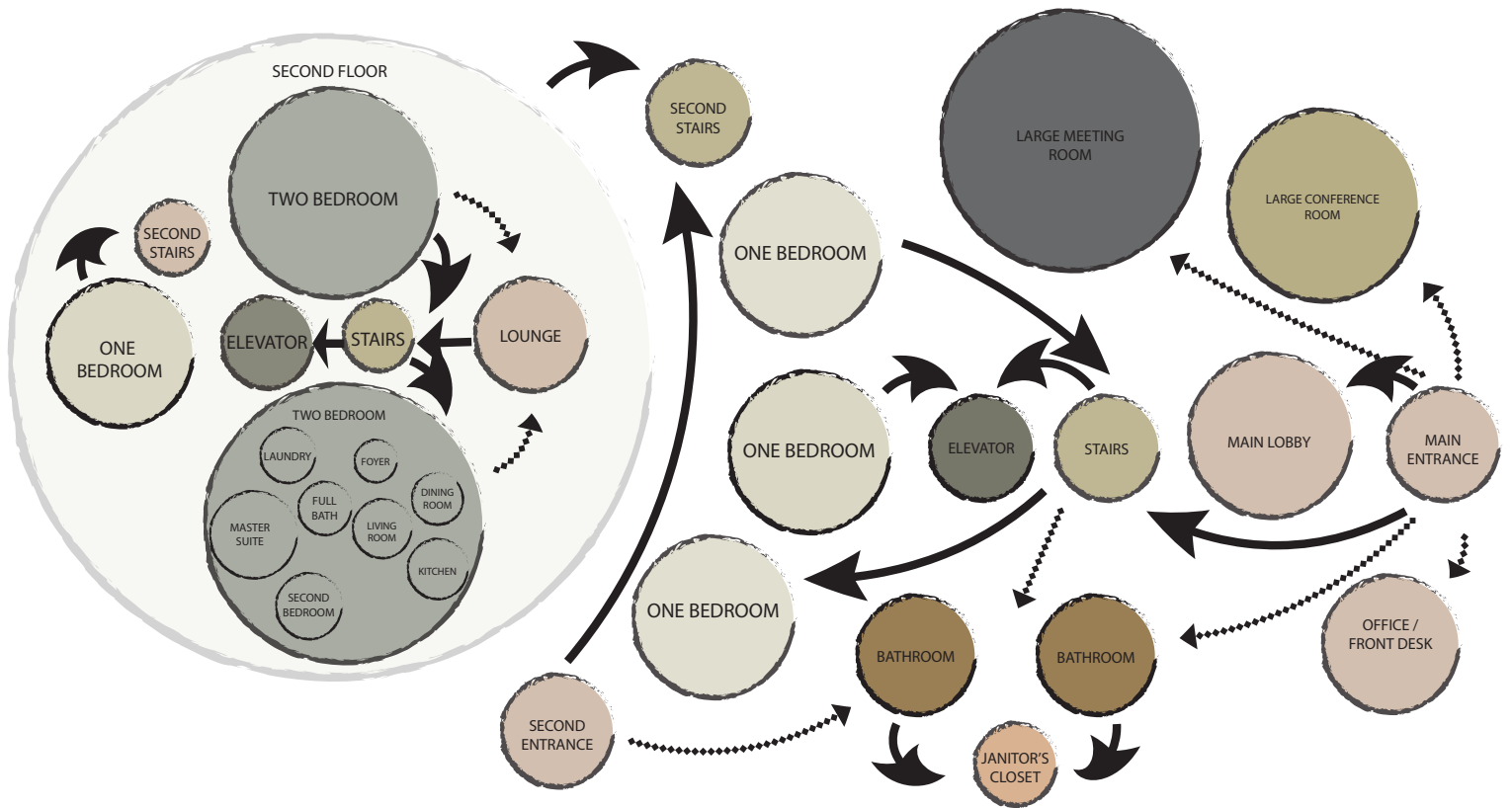


# DESIGN SCHEMATICS

BUBBLE  
DIAGRAM

BLOCK  
DIAGRAM

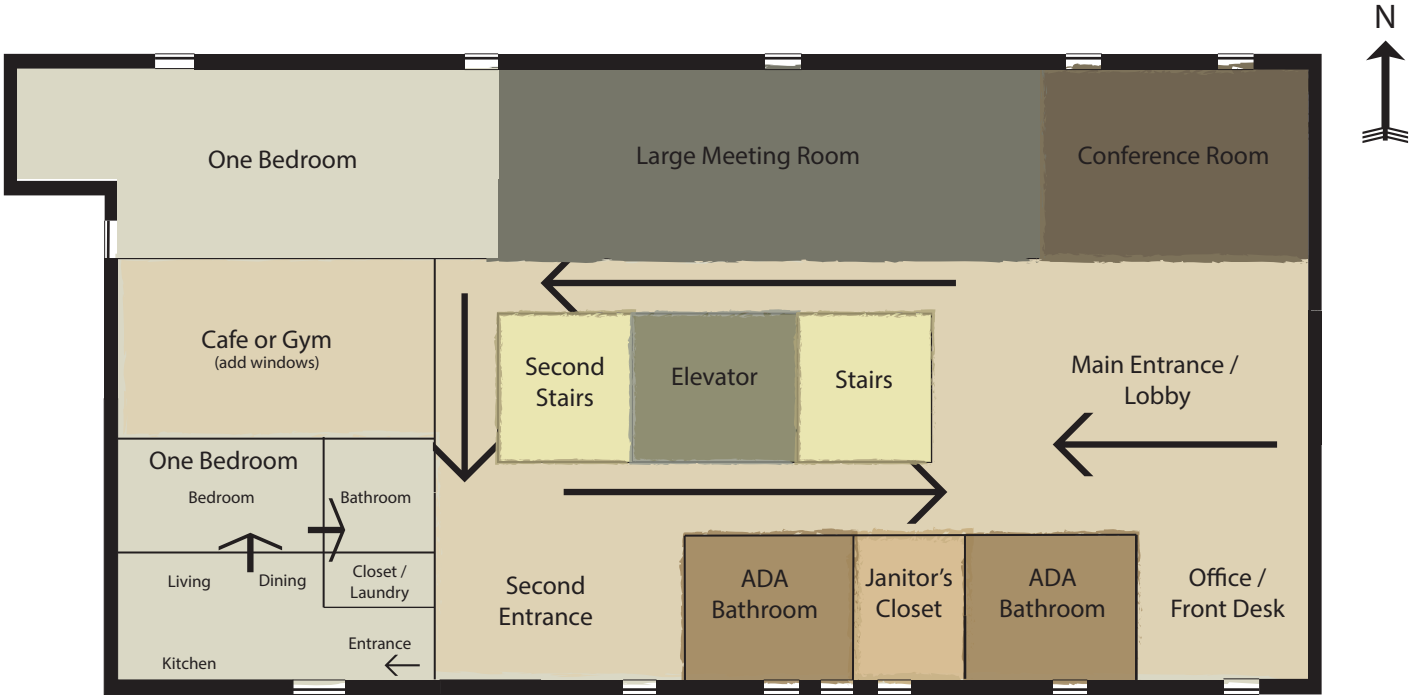
MATRIX



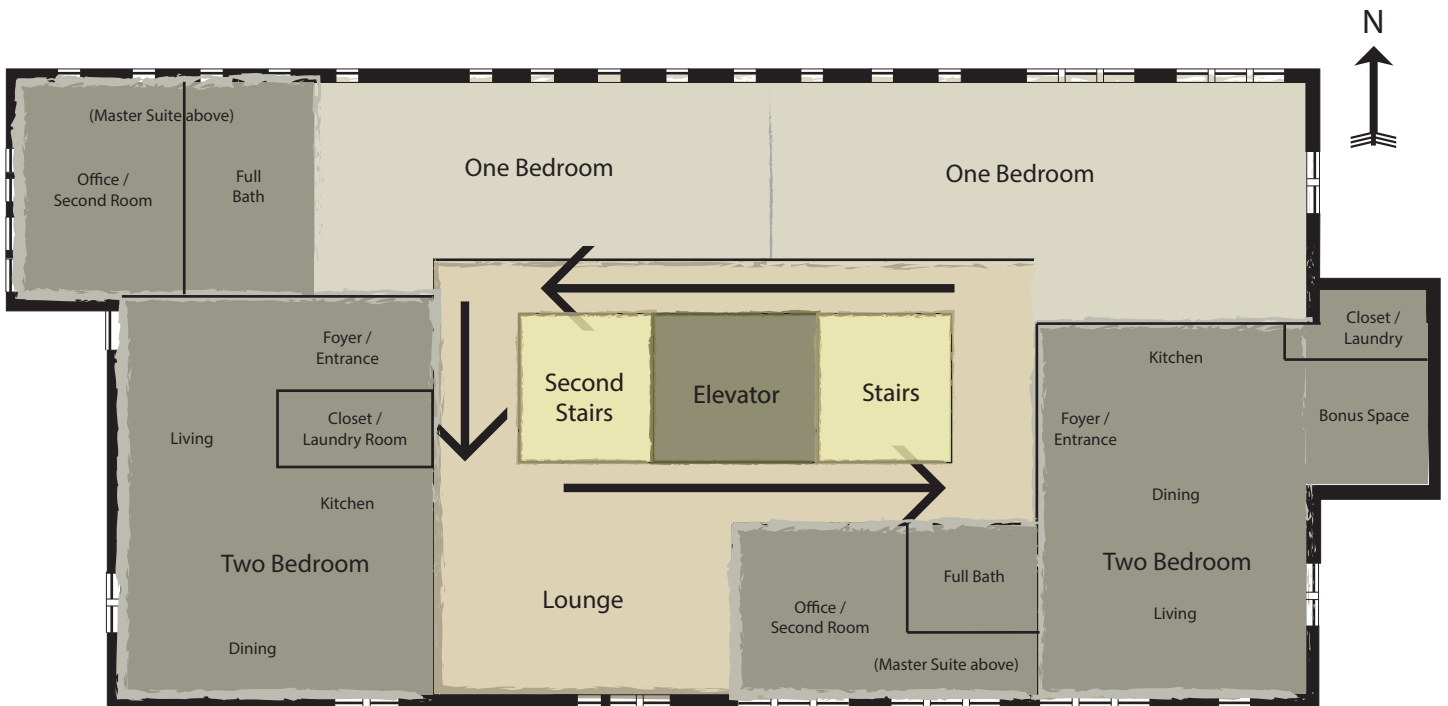
KEY:

—→ Primary

.....→ Secondary



Scale: N/A



Scale: N/A





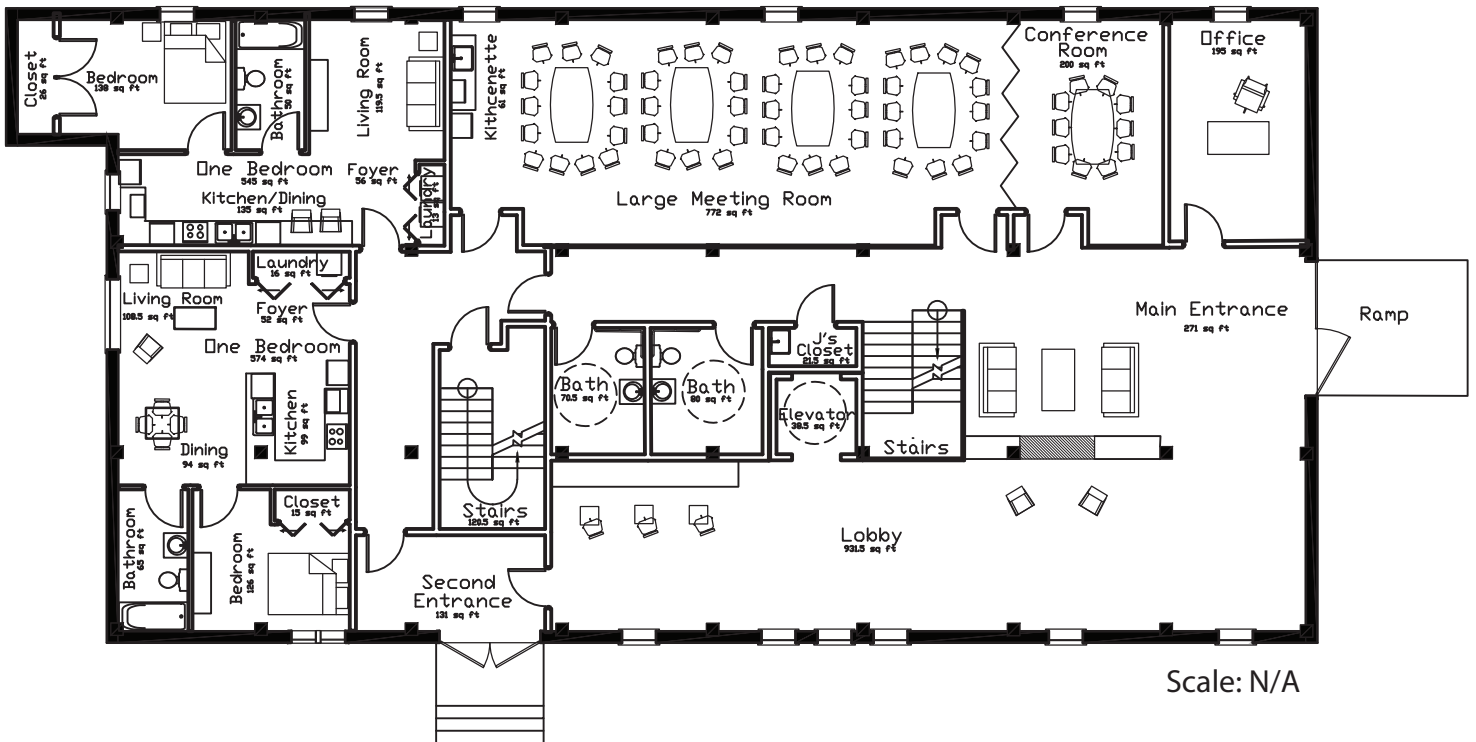
TWO BEDROOM APARTMENT

# DESIGN DEVELOPMENT

FINAL  
FLOORPLAN  
ELEVATIONS

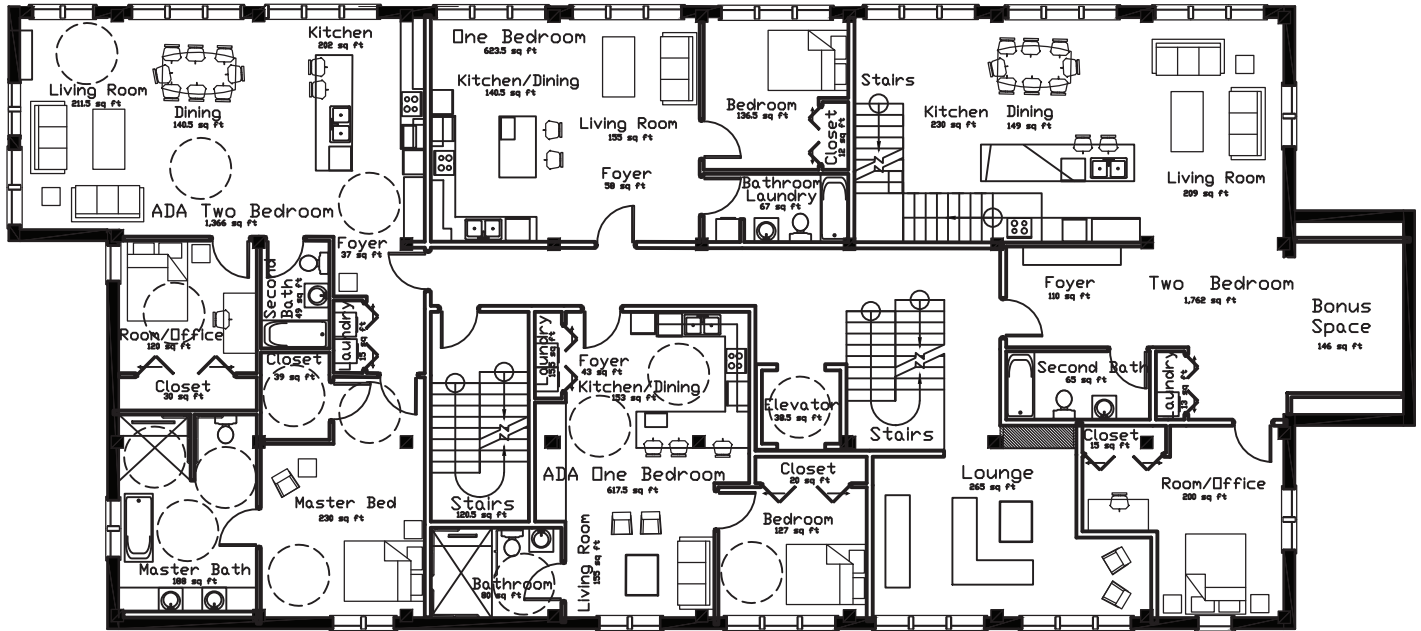


Floor 1





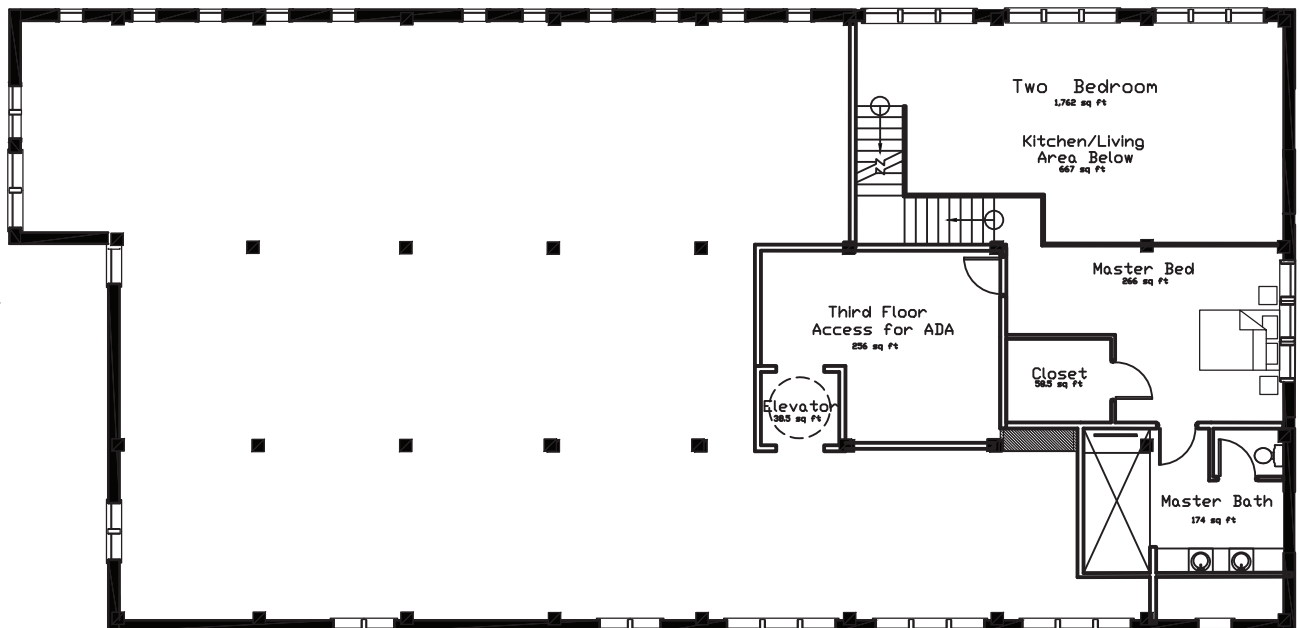
Floor 2



Scale: N/A

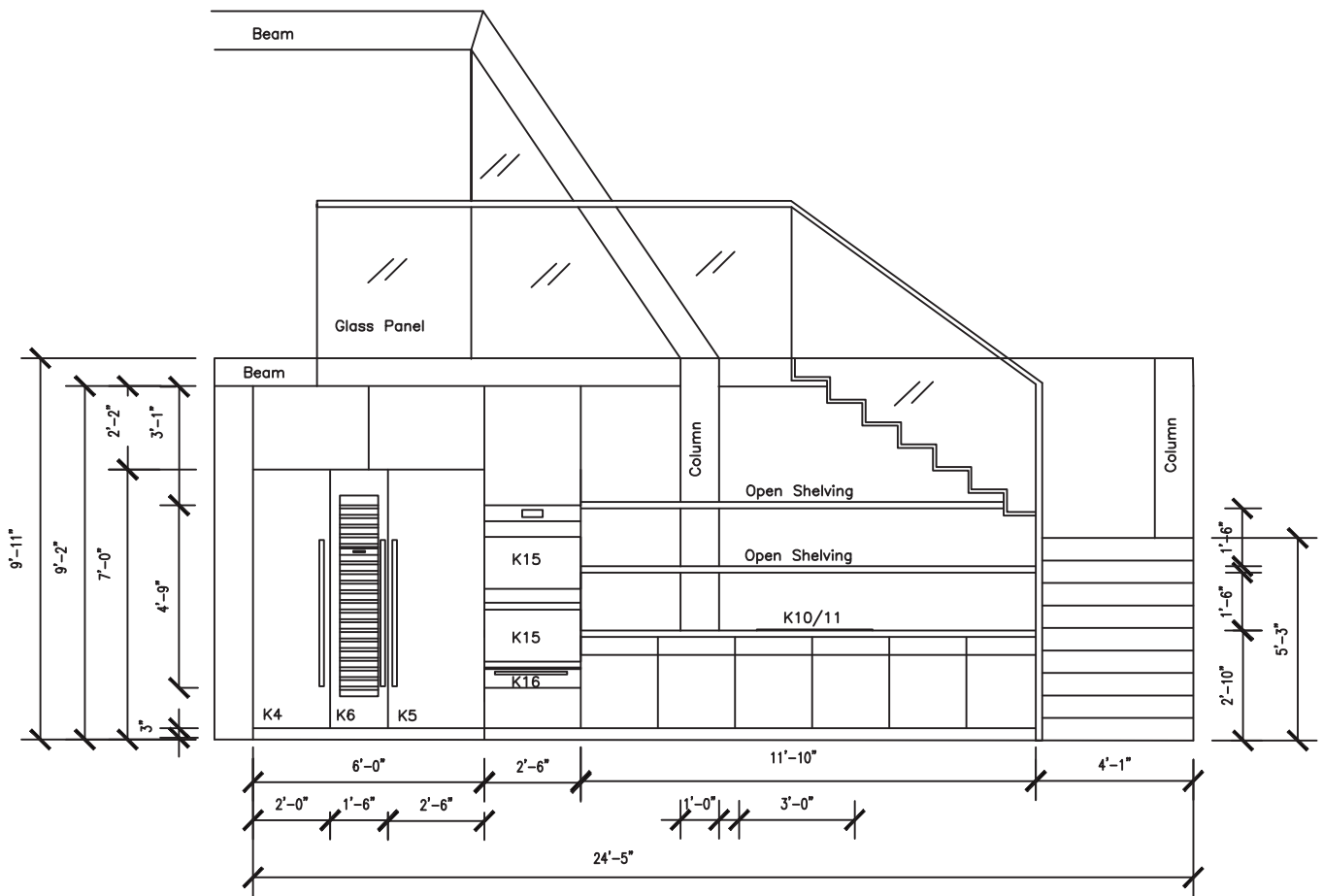


Floor 3

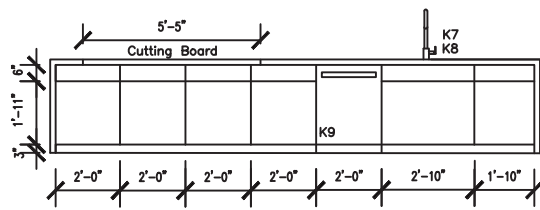
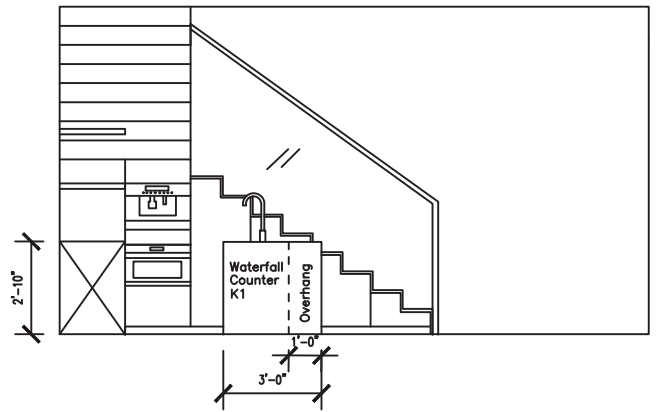
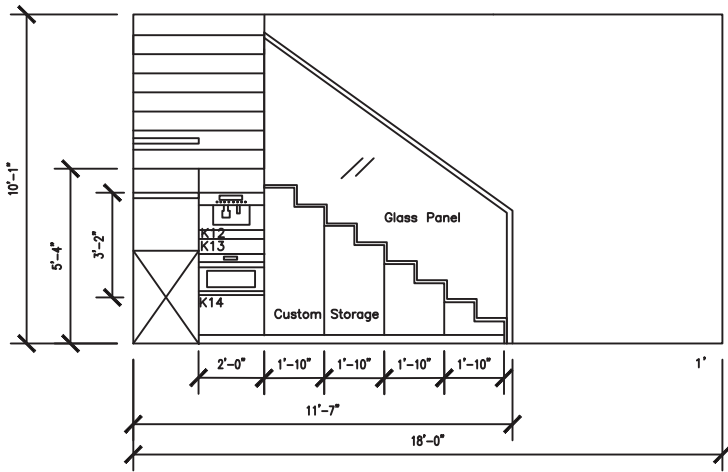


Scale: N/A

# KITCHEN ELEVATIONS





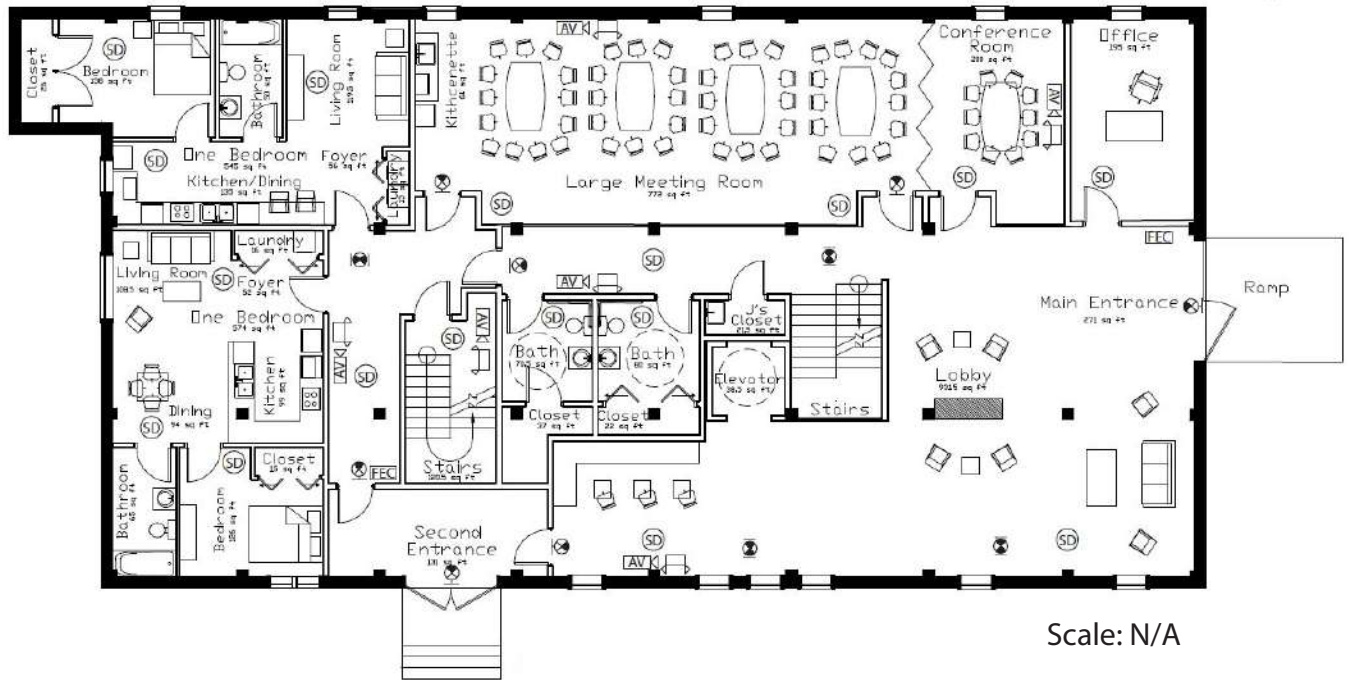












# LIFE SAFETY

Floor 1



Scale: N/A

**LEGEND**

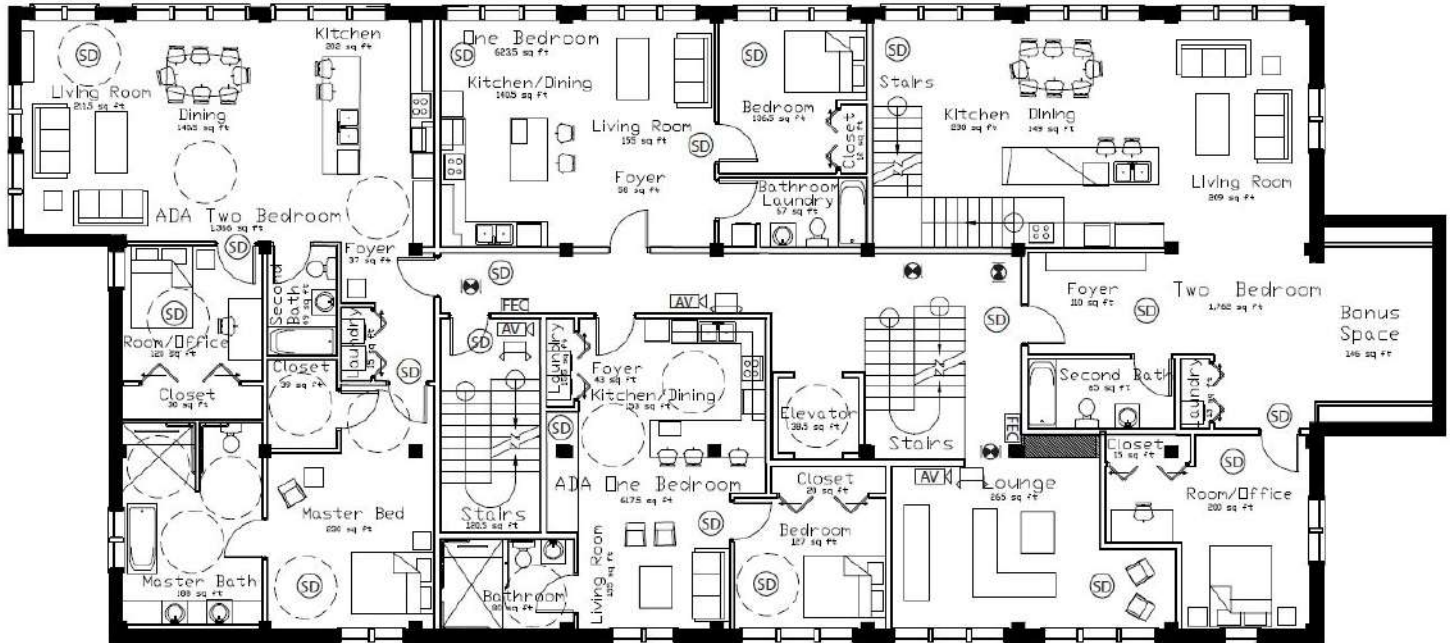
-  Fire Extinguisher
-  Audible/Visible Fire Alarm
-  Wall-mounted Emergency Light w/ Battery Back-up
-  Smoke Detector
-  Wall-mounted Exit Sign
-  Ceiling-mounted Exit Sign

**NOTES**

- 1 All Dimising/Public Walls 1 Hour Fire Rated
- 2 All Public Corridors 20 Minute Fire Rated
- 3 Apartment Doors 20 Minute Fire Rated
- 4 Secondary Staircase Area of Refuge



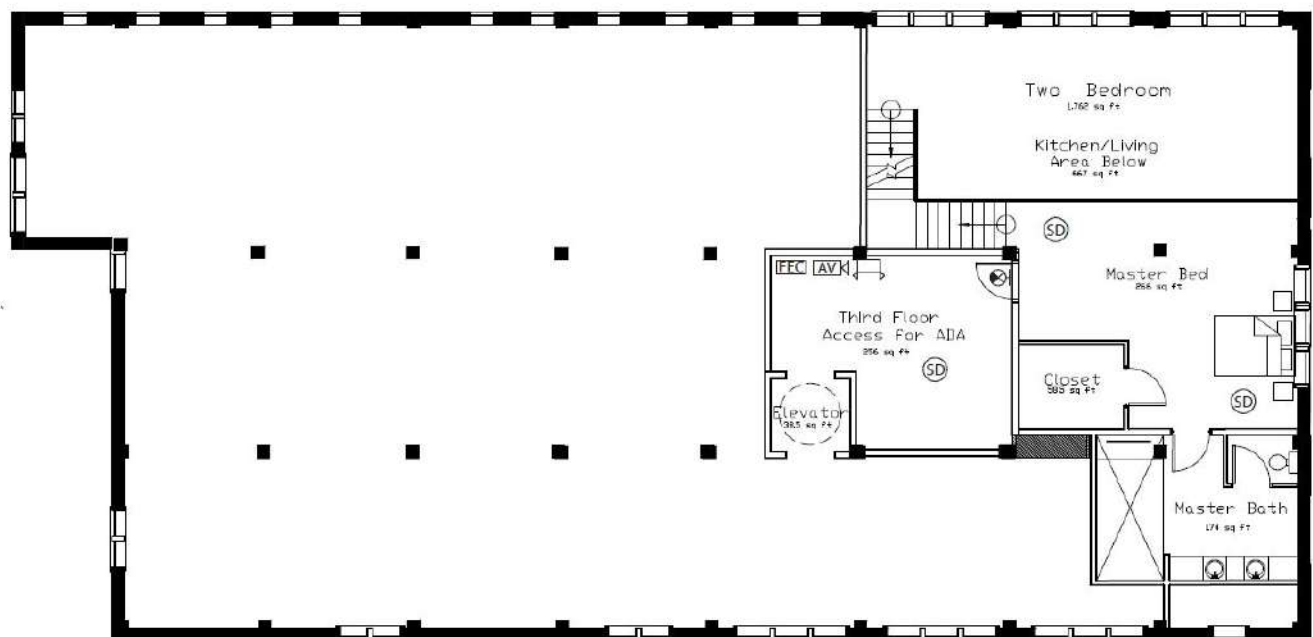
Floor 2



Scale: N/A



Floor 3



Scale: N/A

# THE BUILDING HISTORY

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The Horse Barn, originally known as the “Farm Barn”, is UW-Madison’s oldest wooden building on campus. This tudor revival structure was built in 1868 by William Daniels, however, in 1899, J.T.W. Jennings, UW-Madison’s part-time supervising architect, changed its name and made repairs to the building after a fire, changing the appearance. The original purpose of the building was to house cattle, sheep and horses. The barn has two floors, as well as a cellar and an attic. The cellar held sheep and cows, the first floor was used for carriage and feed storage, the second floor was for the horses, and finally, the attic was used for hay storage and distribution. The building is now currently storage for the Physical Plant Department after The Council on Accreditation of the Association and Accreditation of Laboratory Animal Care (CAAALAC), and building code requirements concluded that this structure was unsuitable for animal housing.



TWO BEDROOM APARTMENT  
READING NOOK

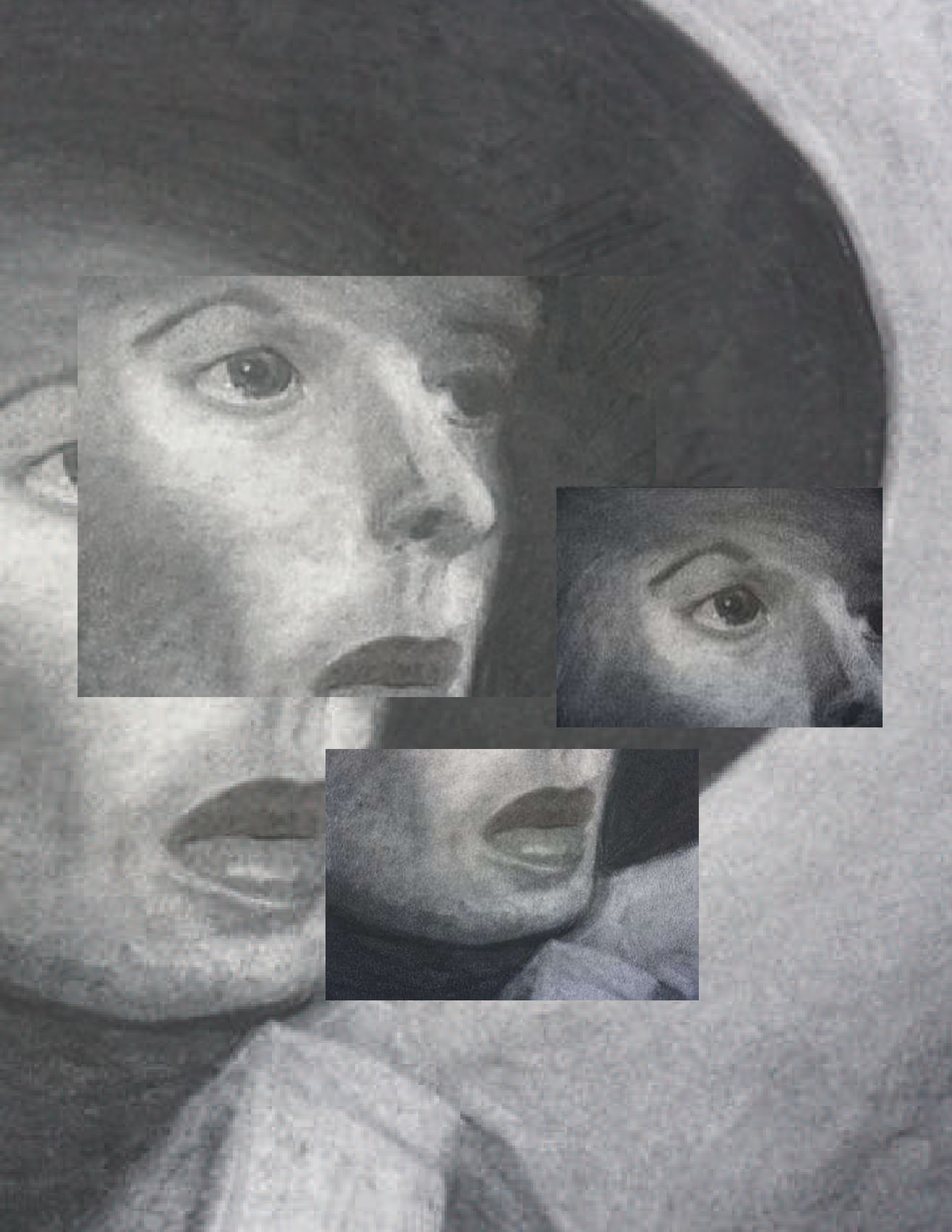


05

FOUNDATION  
WORK

Film Noir Final Project  
December 2014  
Charcoal drawing  
Casablanca






# MACKY REHM

DESIGNER



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## CONTACT

 608.235.7260

 mrehm@wisc.edu

 437 N. Frances St.  
Madison, WI 53703

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## SOCIAL

 Mackenzie Rehm

 Macky Rehm

 mackyrehm

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## SKILLS

Revit  
Illustrator  
AutoCAD  
Sketchup  
Communication  
Organization

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## EDUCATION

### University of Wisconsin-Madison: Madison, WI

Bachelor of Science – Interior Architecture: December 2018  
Cumulative GPA: 3.815/4.0 (Dean's List, 5 semesters)

### Santa Reparata International School of Art: Florence, Italy

Liberal arts studies focused on Italian food, culture and language:  
Summer 2017 Cumulative GPA 4.0

### Suffolk University – New England School of Art & Design: Boston, MA

2D, 3D, & perspective communication: September 2014–May 2015  
Cumulative GPA: 3.8 /4.0

## DESIGN EXPERIENCE

### Interior Design Organization: Madison, WI

Student Member: Fall 2016–Present

Increase involvement in the design community through volunteer opportunities and mentorships

Open doors to new opportunities and experiences offered within this field

### Destree Architecture and Design

Interior Design Intern: September 2017–July 2018

Worked with licensed architects and designers on current projects

Honed skills in Sketchup and Autocad drafting

Collaborated with product representatives, contractors and other professionals, as well as communicated concepts and designs to clients

### Design for a Difference/The Rainbow Project: Madison, WI

Student Designer: August–October 2016

Executed the full design process from conception to installation in a real-life project

Learned collaboration and team skills by working with other students and local designers

“ That’s all for  
now, folks. ”

*- Bugs Bunny*