

**TODD A. ERLANDSON**

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**EDUCATION**

**Southern California Institute of Architecture (SCI-Arc), Los Angeles CA**

*Masters of Architecture* completed January 1994

**Tulane University School of Architecture, New Orleans LA**

*Bachelor of Architecture* completed May 1987

**Architectural Association (AA), London UK**

*Junior Year Abroad Honors* Sept 1985 - July 1986

**ACADEMIC EXPERIENCE**

**Otis College of Art and Design, Department of Environmental Arts, Los Angeles CA**

*Adjunct Faculty*

Integrated Learning Junior Studio, Ballona Wetlands Restoration Center , Fall 2007

Design Studio, Branded Architecture: Community Crossover, Fall 2006

Senior Design Studio with Richard Lundquist, Fall 2006

Junior Design Studio, Fall 2006

Sophomore Design Studio, Spring 2000

Sophomore Design Studio, Spring 1999

**Art Center College of Design, Pasadena CA**

*Adjunct Faculty*

Design Studio, Future Trends: New Retail, Spring 2006

**Tulane University, School of Architecture, New Orleans LA**

*Visiting Assistant Professor*

Building Brands: Integrating Marketing theory and Architecture, platform studio, 2004-2005

Beyond the Swoosh: Culture, Brand, Design and Meaning, seminar, 2004-2005

**Southern California Institute of Architecture (SCI\_ARC), Los Angeles CA**

*Design Faculty*

First Year Undergraduate Design Studio Spring 2002

**Woodbury University, Burbank CA**

*Adjunct Faculty*

Fourth/Fifth Year Topics Studio Fall 2000

Third Year Design Studio Fall 1999

Traveling Design Studio, Paris, France Summer 1999

Urban Theory Seminar, Paris, France Summer 1999

Fifth Year Design Studio Fall 1998

Vertical Design Studio Summer 1998

Fifth Year Senior Thesis Studio Spring 1998

Fourth Year Design Studio Winter 1995

Third Year Design Studio Fall 1994

Architectural Sketching Spring 1994

**Sud California Instituto d'Architettura (SCI-Arc Vico)**, Vico Morcote, Switzerland

*Faculty in Residence*

Second Year Graduate Studio Fall 1997

Graduate Advanced Drawing Seminar Fall 1997

*Vico Fellow*

One year fellowship for teaching and research awarded by SCI-Arc Los Angeles.

Graduate Seminar Spring 1997

"Strategies from the Architectural Subconscious"

*Guest Critic (partial listing)*

**Tulane School of Architecture**

Instructor: Byron Mouton, 2007

**SCI\_ARC**

Thesis Reviews, 2006; 2007

Instructor: Stephanie Smith, 2007

**USC School of Architecture**

Instructor: Annie Chu, 2007

Instructor: Doris Sung, 2006

**UCLA Department of Architecture and Urban Design**

Instructor: Heather Roberg, Jump Start Summer Program, 2006

Instructor: David Erdman, 2003

Instructor: Dagmar Richter, 1999

**Otis College of Art and Design**

Instructor: Jason Burton, 2007

Instructor: Richard Lundquist, 2006

**Oxford Brookes University**, Oxford UK

Instructor, Ken Taylor, 1997; 2002

**Brighton University**, Brighton UK

Instructor, Ann Bodington, 2002

**Art Center College of Design**, Pasadena CA

Instructor, Annie Chu, 1998

**Arizona State University**, Tempe AZ

Instructor, Jennifer Siegal, 1995

## REGISTRATION

### Licensed Architect

State of California January 1996

State of New York October 1990

## PROFESSIONAL EXPERIENCE

1998 – Present

**(M)Arch. branded architectures**, Santa Monica CA

*Partner*

Selected Projects

### **Retail/Fashion/Beauty**

*Universal Studios Store*, Universal City CA

2750 sf renovation of Universal Studios Hollywood's flagship store on CityWalk. 2007

*House of Petro Zillia*, Los Angeles CA

2500 sf premier retail store. Completed with David Maman Design. 2006

*Fred Segal Beauty*, Los Angeles CA

7000 sf salon, spa, workshop and retail environment. 2005

*Kiehl's*, Los Angeles CA

1200 sf retail space for national skin, hair, and body care product company. 2005

*Fred Segal Beauty*, Park City UT

1200 sf temporary retail space for celebrity shoppers at Sundance Film Festival. 2005

*Allen Edwards Spa Experience*, Studio City CA

1500 sf day spa facility extension of established hair and beauty salon franchise. 2001

Signage and Graphics for salon entry and spa. 2004

*Fred Segal Beauty*, Santa Monica CA

7000 sf salon, spa, workshop and retail environment. 2003

*Tadashi Warehouse*, Los Angeles CA

30,000 sf showroom, design and manufacturing facility for clothing designer. 2003

### **Creative Offices**

*Flyer Entertainment*, Santa Monica CA

7000 sf Offices, editing bays, and communal spaces for film trailer production company. 2004

*Original Productions*, Los Angeles CA

10,000 sf office, production, and editing space for television production company. 2003

*Spindel Studio*, Los Angeles CA

New building of office studio space for industrial product designer. 2003

*Universal Think Tank*, Universal City CA

Renovation of a conference room for brand group to develop new business ideas. Space fosters ownership and enhances idea generation process. 2003

*Blur, Venice CA*

20,000 sf production space for digital effects company. 2002

*HBO Films, Century City CA*

Corporate identity program and brand development. 2001

10,000 sf tenant improvement of corporate headquarters for creative and production staff.  
phase I completed 2002

*Varsity, New York NY*

10,000 sf manufacturing facility renovation into creative offices for clothing production and design firm. 2002. Retail trade show booths, design and brand identity. 1998-2003

*NiCE Ltd., New York NY*

Design agency corporate offices. 1998

### **Restaurant/Hospitality**

*Legal Grind, Santa Monica CA*

1200 sf coffee retailer/legal service provider, development of branded façade and interior trade dress for potential national franchises.

### **Civic**

*First United Methodist Church, Santa Monica CA*

Renovation of fellowship hall including the alcove, heritage center, performance stage, recreation facilities, and a labyrinth. Projected completion 2007.

*Gramercy Housing Group, Los Angeles CA*

7000 sf Administrative offices, community spaces and preschool for transitional housing residents. 2005

*Amtrak Train Station, Sacramento CA*

Renovation of service areas in historically significant Sacramento train station. 2003

*Family of Faith Lutheran Church, Middletown NY*

New building, 4000 sf worship and educational facility for growing mission congregation. 2003

*City of Santa Monica, Santa Monica CA*

Installation of new office trailer in Public Park and design of integral facade and softscape in the development of divisional identity for the City. 2002

*Wrightwood Methodist Camp, Wrightwood CA*

New 2000 sf residence for manager of 1930's era summer camp and retreat facility with dual role of public context and private nature of family living.

## **Education**

*Cleveland Chiropractic College, Los Angeles CA*

3500 sf renovation of admissions, bookstore, and undergraduate offices. Projected completion 2008.

*The Children's Center at CalTech, Pasadena CA*

Outdoor science laboratory for Reggio-inspired preschool. 2007

*The Growing Place, Santa Monica CA*

New building of art and science project studio for early childcare development center. 2001

**1995 – 1996**

**Wolfgang Puck Food Company, Design Group, Santa Monica CA**  
*Project Architect*

*Wolfgang Puck Cafes, Woodland Hills CA; Palo Alto CA; Miami FL*  
approx. 6500 sf signature restaurants for well known California chef.  
Woodland Hills completed Nov 1995  
Palo Alto completed July 1996  
Miami completed January 1997

*ObaChine, Phoenix AZ*

7000 sf Asian concept restaurant with working brewpub.  
Completed February 1997

**1994 – 1995**

**Pleskow & Rael, Santa Monica CA**  
*Project Architect*

*Sunshine Theatre, New York NY*

15,000 sf renovation/addition of turn of the century vaudeville theater into live music venue. currently awaiting completion

**1993**

**Richard Meier and Partners, Los Angeles CA**  
*Model Builder*

*Getty Center, Los Angeles CA*

construction 1/8", 1/4" wood models for design exploration and presentation.

**1990 – 1992**

**Allen and Killcoyne Architects (AKA), New York NY**  
*Project Architect*

*The Nature Conservancy, Huntington NY*

renovation of existing dairy farm building into regional headquarters.  
completed June 1995

*Questrom Residence, Greenwich CT*

3000 sf modern steel frame/concrete block addition to traditional country home.  
completed Dec 1992

1990

**G.C.A. (Gabinete de Construcion y Arquitectura), Barcelona Spain**  
*Designer/Renderer*

*Olympic Tower, Barcelona*

design and development of interiors for S.O.M. high rise in Olympic Village.  
completed Feb 1991

1988 – 1990

**Stephen Potters Architects, New York NY**  
*Project Architect*

*Eagleson/Olinger Residence, Abiquiu NM*

3500 sf construction of ranch house and related outbuildings.  
completed May 1990

*Gillian, New York NY*

12,000 sf remodel of existing office floor for fashion design and production  
company. completed Jan 1990

## COMPETITION ENTRIES

### **The Getty Family Room Competition**

Invited Competition, short-listed (1 of 4 firms), Summer 2003  
(w/Craig Rizzo, Artist and Alise Shafer, Educator)

### **HOME House Design Competition, secca**

Affordable housing submission for Habitat for Humanity 2003

### **Jubilee Year 2000: International Design Competition**

Parish church and Shrine for Our Lady of Guadeloupe  
Milford, ID Nov 1999 (w/ Sherry Hoffman, Marketer, David Bremer, Theologian,  
Ray Gutierrez, Architect, Adobe LA, and Craig Rizzo, Artist)

### **Savannah College of Art and Design**

Functional Follies: 20 Architectural Objects  
Savannah GA Oct 1998 (w/ Stan Bertheaud and Craig Rizzo)

### **UIA Barcelona 96**

service area for the Logistic Activity Zone of the Port of Barcelona  
Barcelona, Spain April 1996 (w/ Fernando Bracer)

### **Student Housing Competition**

Darmstadt, Germany Sept 1993 (w/ Christof Jantzen)

**Progressive Architecture Affordable Housing Initiative**

Cleveland, OH Feb 1991 (w/ Thomas J. Clapper)

**ACADEMIC/PROFESSIONAL  
HONORS**

**Spark Design Awards Exhibition**, *Art Center College of Design*, Pasadena CA 2007

**Lecturer** *Auburn University School of Architecture,*  
*Architect in Hollywood*, Auburn AL 2006

**Lecturer**, *Otis College of Art and Design*, 2006

**Conference Speaker**, *The Monterey Design Conference, Emerging Talent*,  
Pacific Grove CA, 2005

**Conference Speaker**, *The J. Paul Getty Museum, From Content to Play*, Los Angeles CA, 2005

**Featured Exhibitor**, *Starbucks, Building Brands Exhibit*, New Orleans, Summer 2005

**Lecturer**, *Tulane University American Marketing Association,*  
*Beyond Logo: Adding Value (and Meaning) Through Architecture*, 2005

**Lecturer**, *AIAS Forum, The Brands Go Marching In*, New Orleans, 2005

**Lecturer**, Tulane University, School of Architecture,  
*Beyond Logo: Adding Value (and Meaning) through Architecture* October 2004

**Invited Exhibitor**, *CityWorksLosAngeles, Communities Under\_Construction Exhibition*,  
Summer 2004

**Lecturer**, *LA Forum for Architecture and Urban Design Lecture Series, On*  
*the Map*, August 2003

**Lecturer**, *Oxford Brookes University, School of Architecture, UK, Eclectic*  
*Wonders*, March 2002

**Design Awards Citation**, *American Institute of Architects/Los Angeles, The Growing Place*  
*Project Studio*, 2001

**Conference Speaker**, *NAEYC: A collaboration of designers meeting the needs of children*,  
Anaheim, October 2001

**Conference Speaker**, *SCAEYC: Environment as Third Teacher*, Glendale CA  
March 2002

**Conference Guest Architects**, *The Design Institute, Removing Barriers to*  
*Childcare Facilities Development*, 2002

**Lecturer**, *LA Forum for Architecture and Urban Design Lecture Series,*  
*Out There Doing It* August 2000

**Exhibitor**, *Evolution through Practice: SCI-Arc Alumni at Work*

March 2000

**Presenter**, *ACSA International Conference, Rome, Italy*

May 1999, La Citta Nuova

**Lecturer**, *Woodbury University Lecture Series, Burbank and San Diego Campus'*

Oct 1998

**Exhibitor**, *Public Access Press: exhibition of new publications*

Aug 1998

**Fellowship Recipient**, *Vico Fellowship, Southern California Institute of Architecture*

Sept 1996 - May 1997

**Lecturer**, *Woodbury University Spring Lecture Series*

April 1996 (w/ Jennifer Siegal)

**Award Recipient**, *Design Studio Award, ASCA Annual Meeting, Boston*

Mar 1996 (w/ Jennifer Siegal)

**Presenter**, *ACSA Regional Meeting, Honolulu HI*

Feb 1996 (w/ Jennifer Siegal)

**Exhibitor**, *Less is More: built work for less than \$100,000*

Mar 1995, recent work by SCI-Arc Alumni and Faculty Members

**Honorable Mention**, *Unbuilt Architecture Awards, Boston Society of Architects*

Nov 1994

**Finalist**, *Skidmore, Owings, and Merrill Traveling Fellowship*

June 1994

## PUBLICATIONS

### Professional

**Innovation and Design**, Businessweek.com, Business Week, Dec 2006

**Brands and the Built Environment**, Architectural Record, Dec 2006, pp. 37-38, Illus.

**10 TO WATCH**, LA Architect, Nov/Dec 2006, pp. 28-31. Illus.

**The Rules of Retail**, LA Architect, Sept/Oct 2006, pp 34-39. Illus.

**New Design, Exploring Movement**, LA Architect. Sep/Oct 2005, pp. 22. Illus.

**Lesson in Diplomacy**, Los Angeles Times, Home Section, featured article, February 3, 2005

**(M)Arch.**, LA Inside, Volume I, September 2004, pp. 12-13. Illus.

**Allen Edwards Serenity Spa**, American Spa, July 2004, pp. 80-81. Illus.

**Tadashi Shoji**, Agora, June 2004, pp. 22-29. Illus.

**Blur**, Monitor Unlimited #20, 2004, pp. 76 Illus.

**Salon To The Stars**, Interior Design, May 2004, pp. 102-104. Illus.

**America's Top 20: The Best Salons and Spas**, Beauty Launchpad, Apr 2004, pp. 63. Illus.  
**Drop-Dead Fred**, W magazine, October 2003, pp.188. Illus.  
**Beauty Buzz: Hot in Hollywood**, InStyle. Illus.  
**Learning Cubed, The Getty Family Room Competition**, LA Architect, Sept/Oct 2003, pp 36-40.  
**He's not a Monster Architect**, but He Plays One on TV, AIA Architect, Jul 2003  
**Growing Gains**, Contract, July 2002, pp. 48-51. Illus.  
**Design Interior Architecture Next LA**, LA Architect, Jan/Feb 2002, pp. 23. Illus.  
**AIA/LA Awards**, LA Architect, Jan/Feb 2002, pp. 43. Illus.  
**From Reggio Emilia to California Kids**, Abitare, Sept 2001, pp. 80. Illus.  
**A Pretty Face Off**, Angeleno, Sept/Oct 2001, pp. 298. Illus.  
**Project Updates**, LA Architect, July/Aug, 2001, pp.20. Illus.  
**Lights, Camera, Action**, Contract, July 2000, pp.52-54.Illus.  
**Office in the Sky**, Interiors and Sources, Sept 1999, pp.56-61. Illus.

#### **Academic**

##### **Strategies from the Architectural Subconscious**

Publication #30, Public Access Press May 1998

book documenting an architectural seminar taught by the author at SCI-Arc Vico, Switzerland and based on the observation and analysis of common yet exceptional buildings in the everyday landscape.

##### **"Primal Adaptation: Natural Selection in Construction"**

Journal of Architectural Education, February 1997

article documenting a fourth year undergraduate design studio taught by the author based on spontaneity and improvisation in full scale construction. (w/ Jennifer Siegal)

##### **Primal Adaptation: Natural Selection in Construction**

Woodbury University, 1995

student publication of studio described above.

##### **"Alchemy of the Ad Hoc"**

L. A. Forum for Architecture and Urban Design Newsletter, May 1995

article documenting an ad-hoc Mexican village off Highway 1, Baja California. (w/ Jennifer Siegal)

##### **8x8x8**

Publication #4, Public Access Press May 1994

book describing the ad-hoc construction process of a 64 s.f. wood frame building. (w/ Jennifer Siegal)

#### **MEMBERSHIPS**

**SCI-Arc Alumni Association**, *President, 1999 - 2001*

**Architectural Association, UK**

**American Institute of Architects**

**Los Angeles Conservancy**

**Los Angeles Forum for Architecture and Urban Design**

**National Institute for Architectural Education, Exhibitions Committee,**  
*1990-1992*

**LANGUAGES**

Verbal proficiency in Italian and Spanish