



candice GERTsman

STUDENT, ARIDO; LEED AP
ALGONQUIN COLLEGE-BAD



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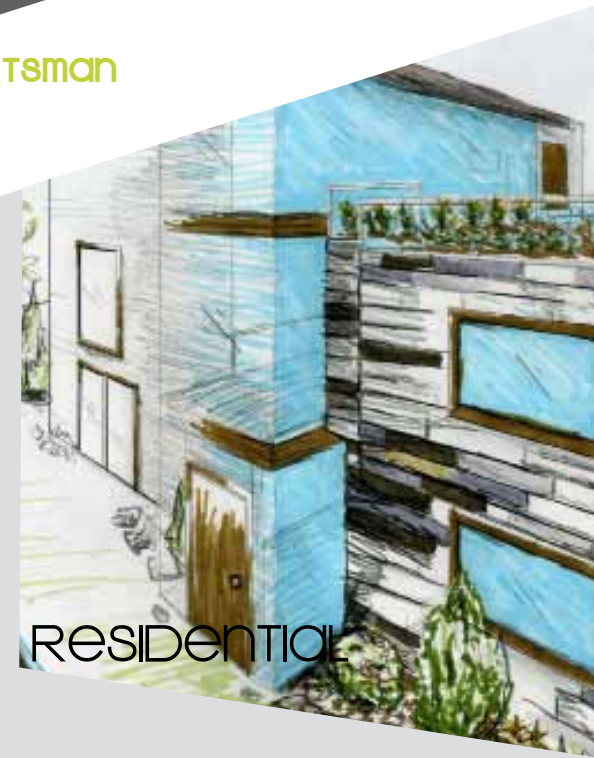
HOSPITALITY



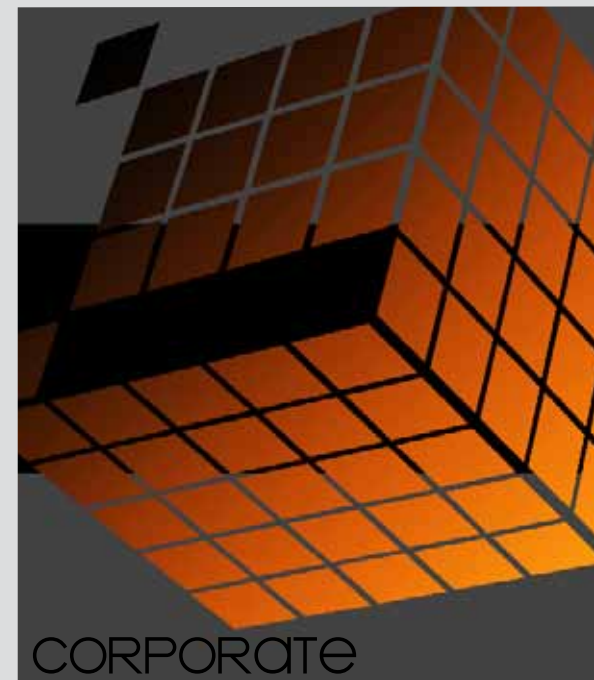
RETAIL



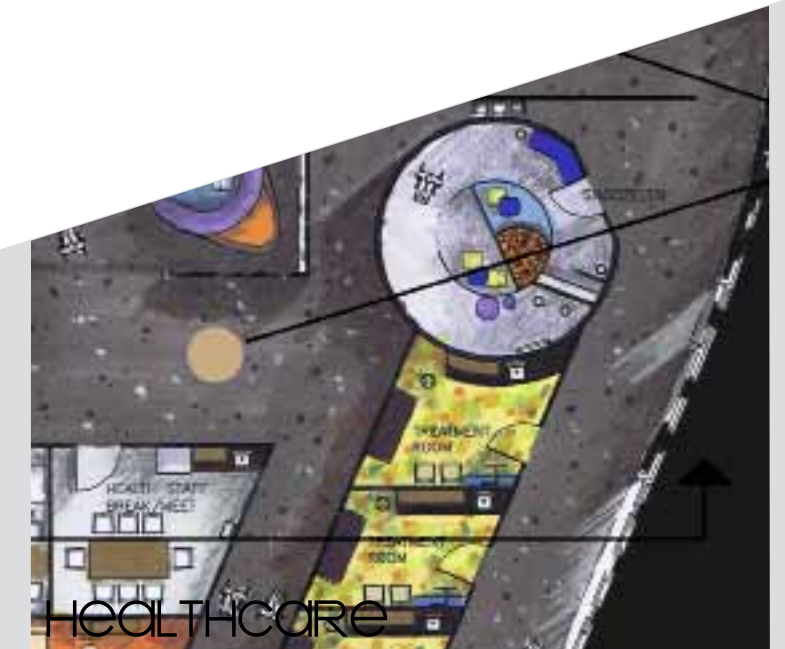
educational



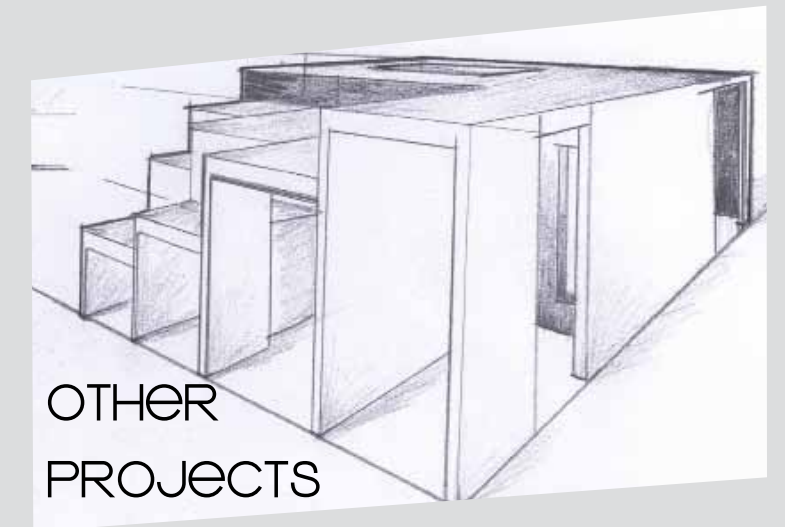
RESIDENTIAL



CORPORATE



HEALTHCARE



OTHER
PROJECTS



PERSONAL WORK

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RETAIL

TRANSMODAL BY FORD THE TRANSPORTABLE CAR SHOWROOM

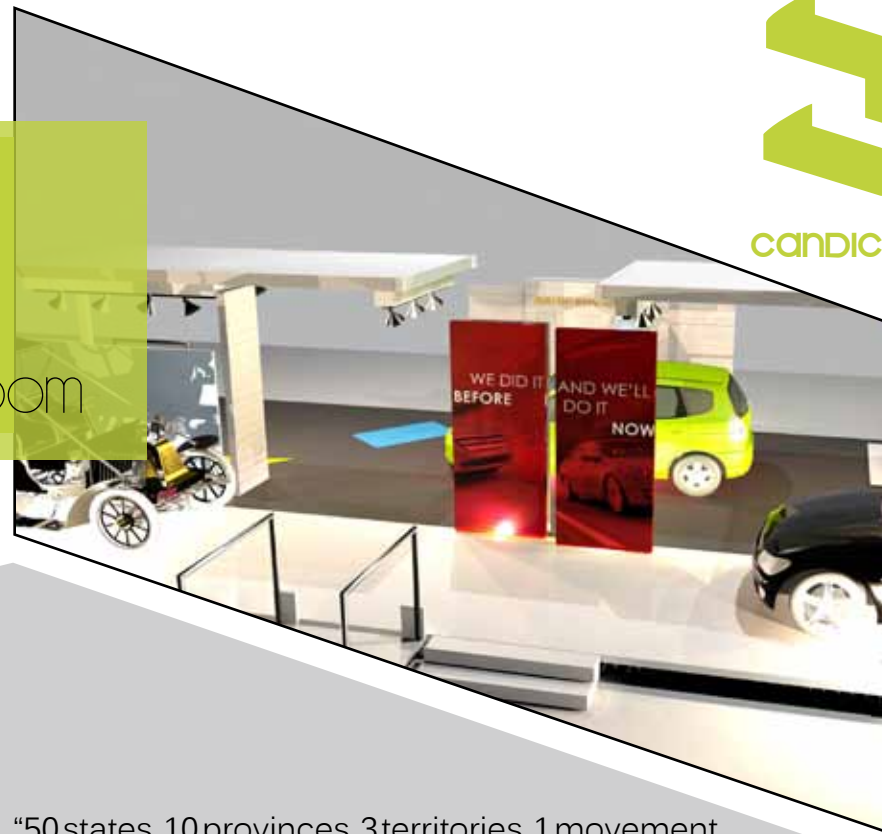
The Transmodal by Ford was a transportable, sustainable car showroom that would showcase Ford's hybrid cars. The concept was that the showroom would be incased in a standard shipping container and using a series of hydraulics and sliding systems, the container would open with a push of a button to be displayed in larger car dealerships and car shows. I designed one larger Transmodal to accommodate both the Ford Fusion and Ford Fiesta and a smaller one for just the Ford Fiesta.



Ford Fiesta and Fusion Transmodal opened in plan
[3D Studio MAX]



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"50 states, 10 provinces, 3 territories, 1 movement.
Yeah we know...It's a pretty big deal."

-Transmodal by Ford Slogan



Ford Fiesta Transmodal [3D Studio MAX]



Ford Fiesta and Ford Fusion Showroom [3D Studio MAX]

Container Rendering
[3D Studio Max]

HOSPITALITY

MARIOTOKI RESTAURANT

+ NIGHTLIFE

MarioToki was designed to be a dining and nightlife experience based in the Aoyama District of Tokyo, Japan. The Aoyama District is known for its high-end stores such as, Prada and Commes de Garçons and upscale nightclubs that are located in alleyways off of main streets. Therefore, MarioToki is a part of that luxury experience. The space itself embodies the imaginary video game world of Mario and his friends.

"Nothing is impossible Mario,
Improbable, Unlikely...but never
Impossible."
-Luigi

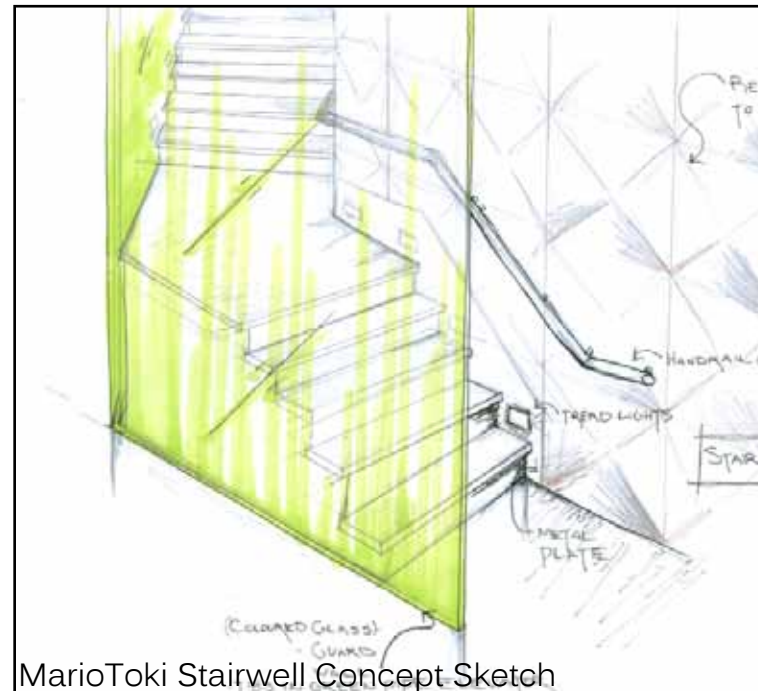


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Bar Perspective [3D
Studio Max]



Restaurant Table Setting Rendering [3D Studio Max]



MarioToki Stairwell Concept Sketch



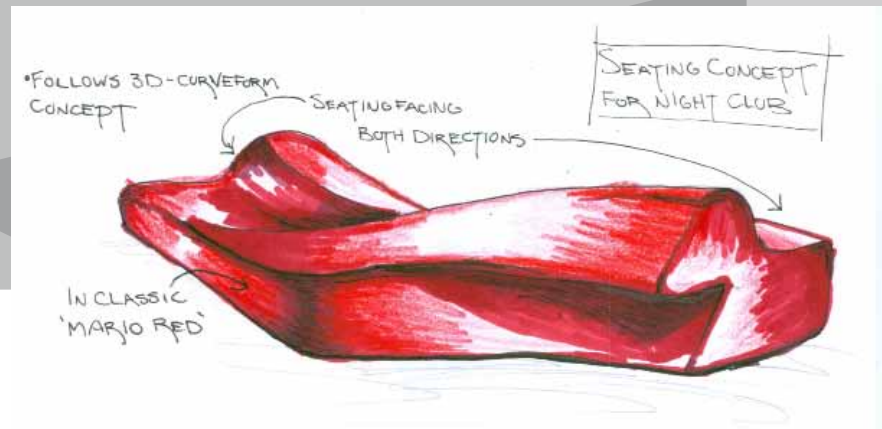
Restaurant Perspective [3D Studio Max]

HOSPITALITY

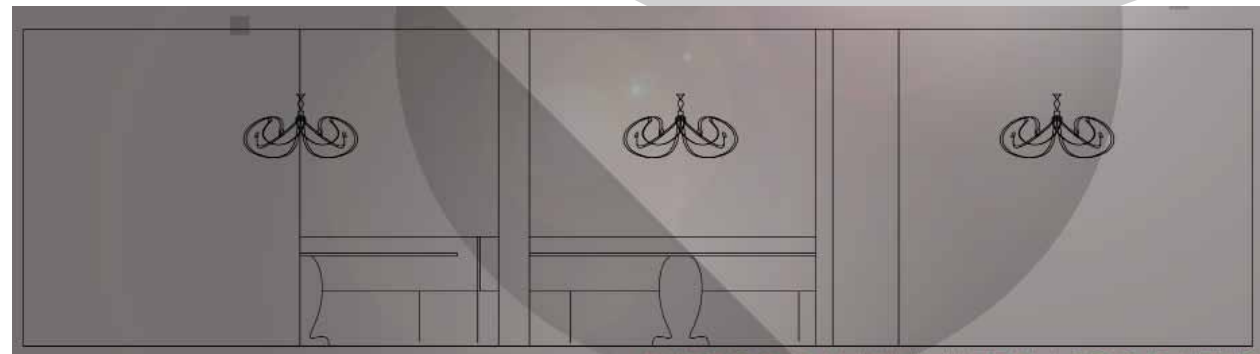
MARIOTOKI RESTAURANT
+ NIGHTLIFE



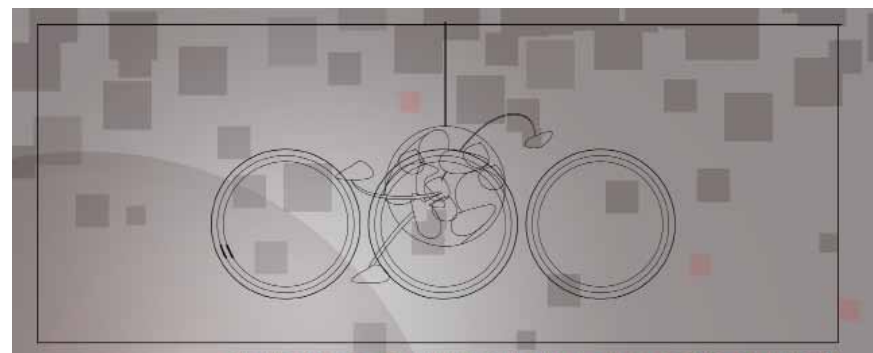
CANDICE GERTSMAN



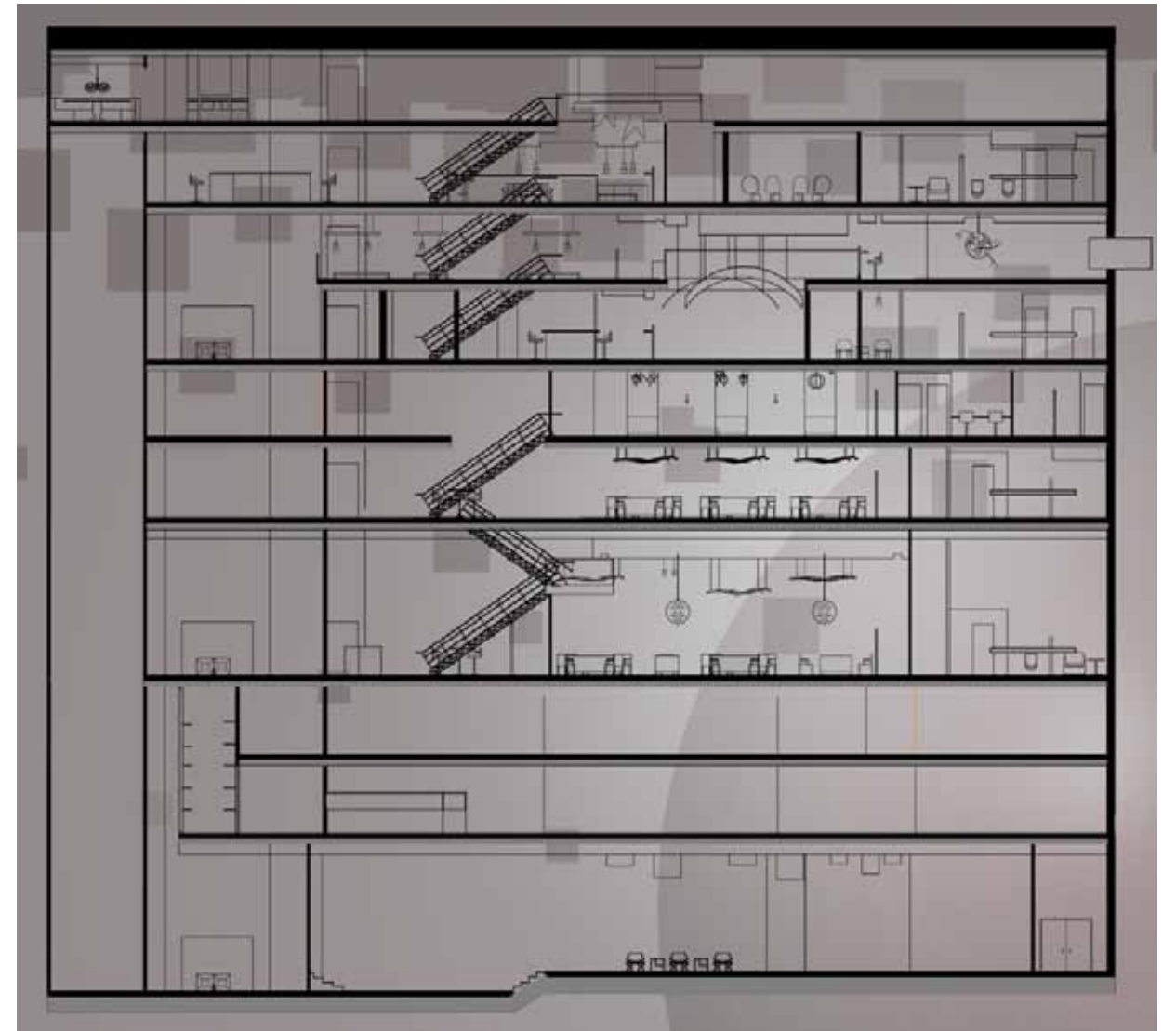
MarioToki Furniture Sketch



MarioToki V.I.P. Booths Elevation



MarioToki Pipe Seating Elevation



MarioToki South Section

RETAIL

memento mori BY ALEXANDER MCQUEEN

Memento Mori is a term and artistic movement popular in the Gothic Victorian era that through skull and insect imagery reminded the public that death was a part of life. Memento Mori is shown in the boutique's interior space through "Ghosting." The interior concept is based on the idea that McQueen is not with us physically, but we feel his presence. All that we have left of him are his clothes. Materials in the space are transparent and soft and create shadows to resemble spirits moving through the space and the concept that something that is not solid or even there, influences how you move through the space.

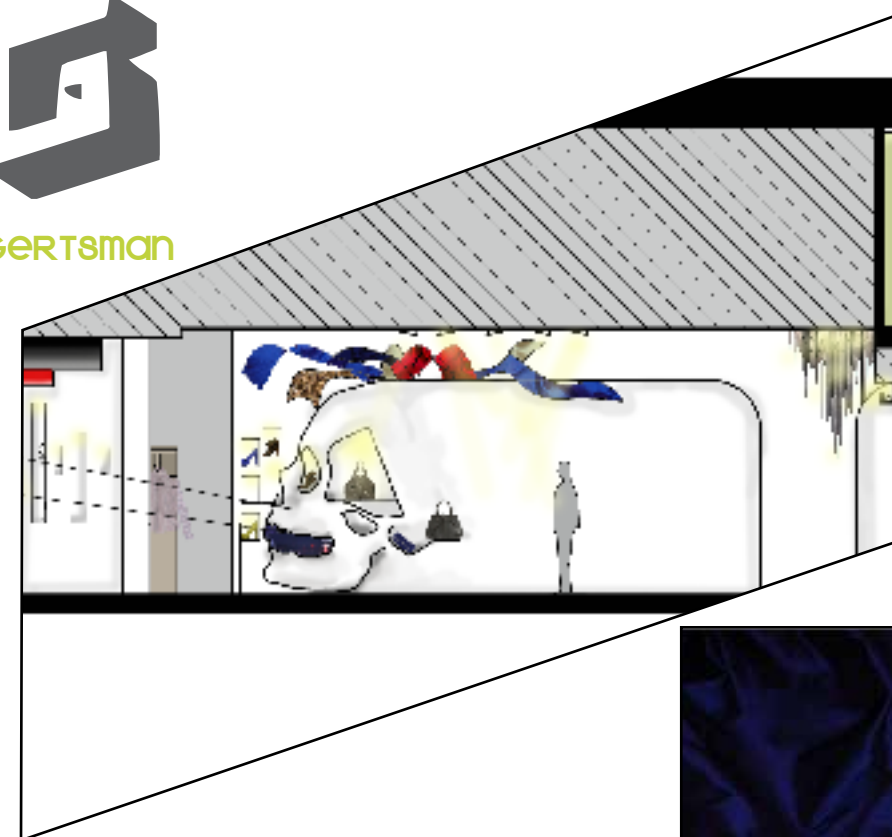
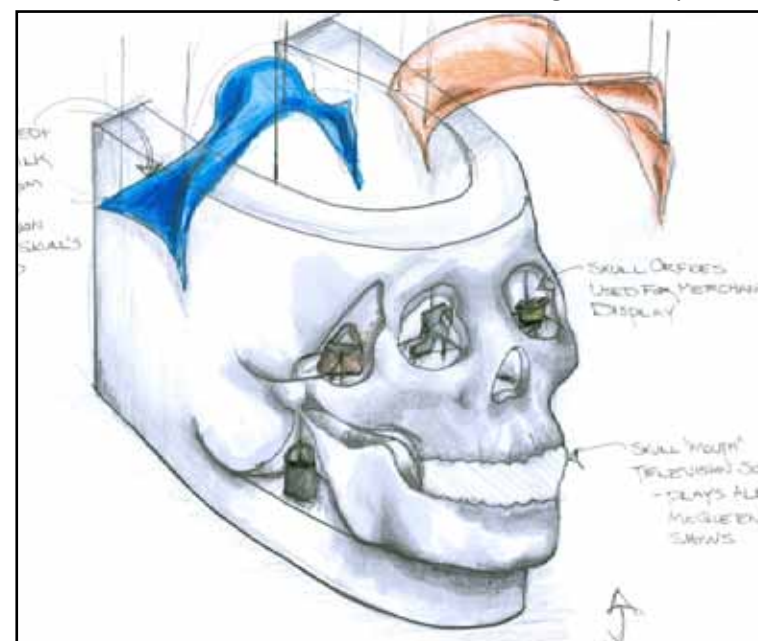


Store Exterior Rendering [Photoshop]



"Remember you are mortal"
-Latin translation of
'Memento Mori'

Memento Mori Skull Merchandising Concept Sketch

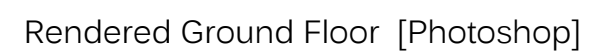


Rendered
Longitudinal Section
[Photoshop]



Merchandising Racks and Fresco Dome Rendering [3D Studio MAX]

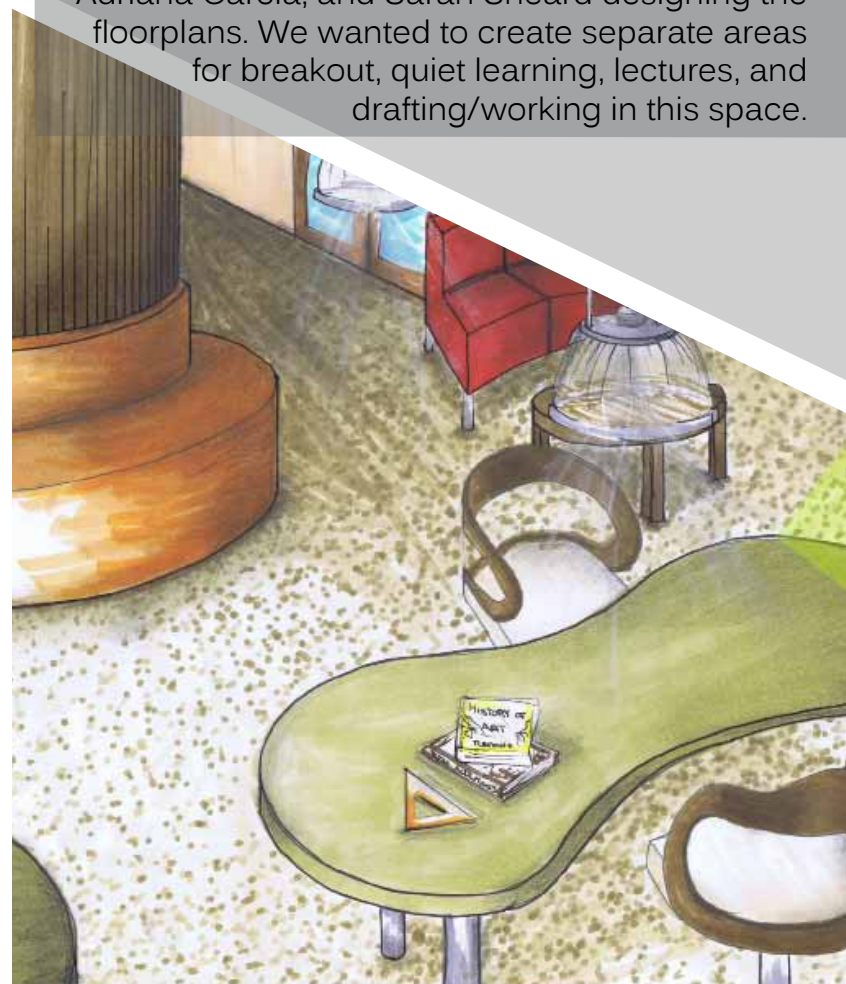
memento mori BY
ALEXANDER MCQUEEN



educational

CENTRE FOR CONSTRUCTION TRADES AND BUILDING SCIENCES

The Centre for Construction Trades and Building Sciences project was based on the new building being designed on the Woodroffe Algonquin College campus. The goal was to focus on the Interior Designers' working environment that would be a part of the CCTBS. This was a group project involving myself, Adriana Garcia, and Sarah Sheard designing the floorplans. We wanted to create separate areas for breakout, quiet learning, lectures, and drafting/working in this space.

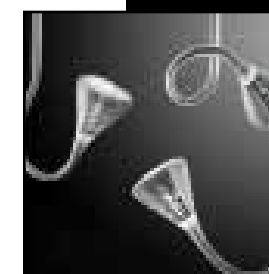


Student "Hub" Perspective



"We think nowhere"
-CCTBS Branding S

Lounge Seating Concept



Ground Floor Floorplan



Residential

TRANSITION HOME

LOFT: A DWELLING PLACE

The loft project was designed for John Spencer, an architect at William McDonough and Partners. It focused around creating a space for a bachelor that was both sustainable and stylish.

The transition home project was done by myself and three group members each creating a home for refugees that were connected to each other by a shared courtyard. We focused on stone, wood and glassed areas.

"Each day I live in a glass room unless I break it with the thrusting of my senses and pass through the splintered walls to the great landscape"
-Mervyn Peake



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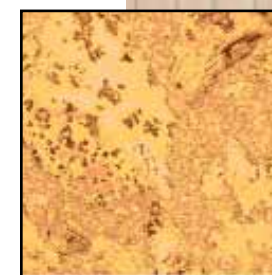
Transition Home
Exterior Elevation
[Hand Rendering]



Transition Home Design Booklet Cover



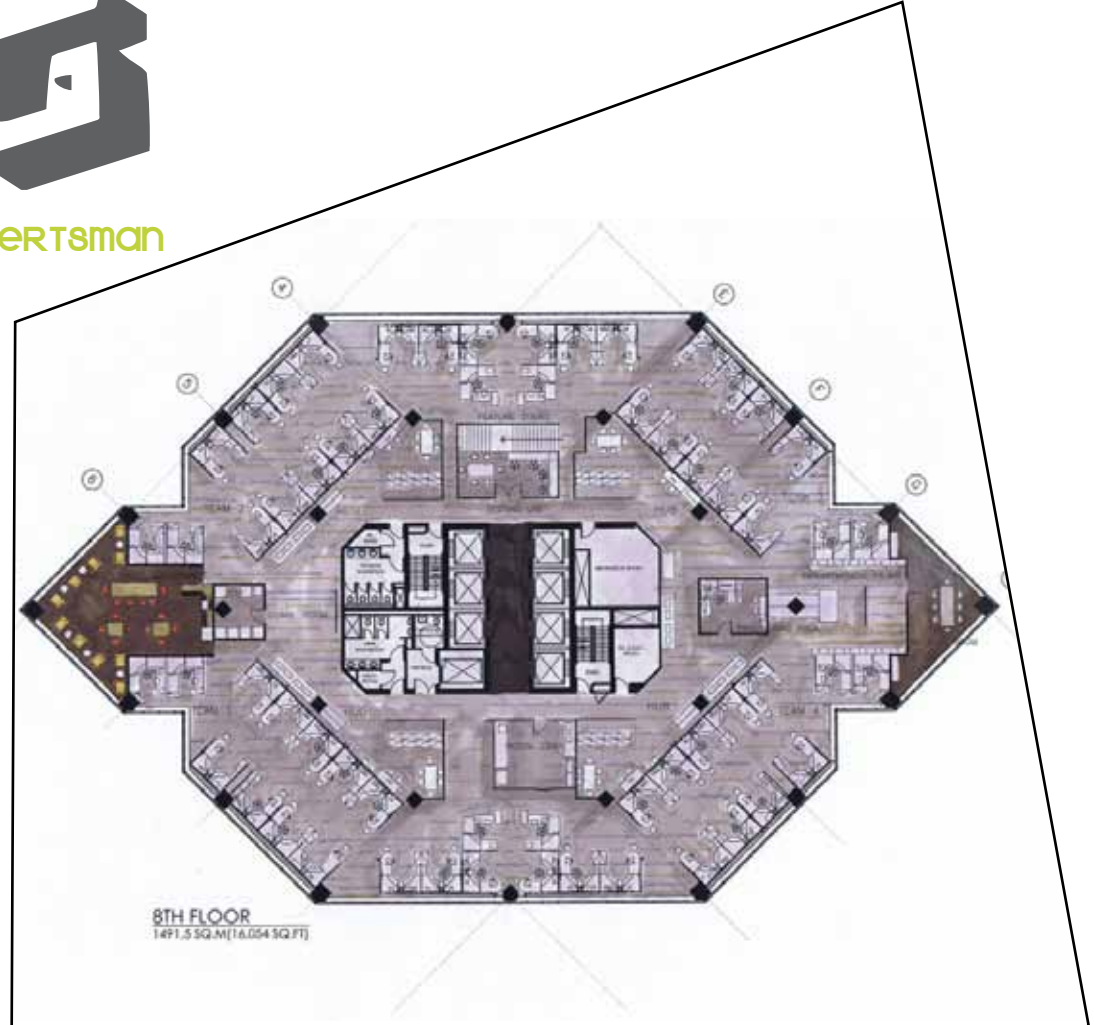
Transition Home Site Plan



Loft Rendered Floorplan [Hand Rendering]

CORPORate

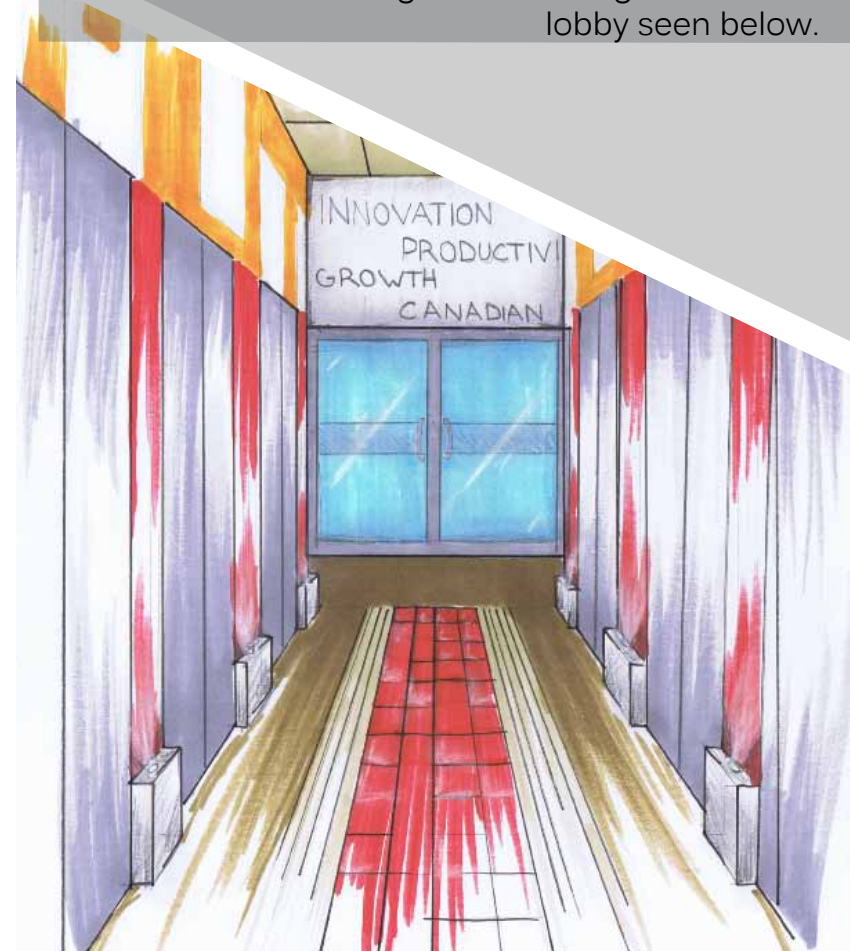
canadian ministry
of technology



CMOT Floorplan [8th Floor]

The Canadian Ministry of Technology was a two-storey retrofit of a fictional downtown building on Laurier Avenue in Downtown Ottawa. The goal was to create a functional working environment based around four teams within the ministry. The space also featured a conference room and break room as well as, smaller meeting areas for the teams. Branding was carried throughout including the elevator lobby seen below.

“INNOVATION
PRODUCTIVE
GROWTH
CANADIAN”
-Canadian Ministry of
Technology Branding
Slogan



CMOT Elevator Lobby Concept [9th Floor]



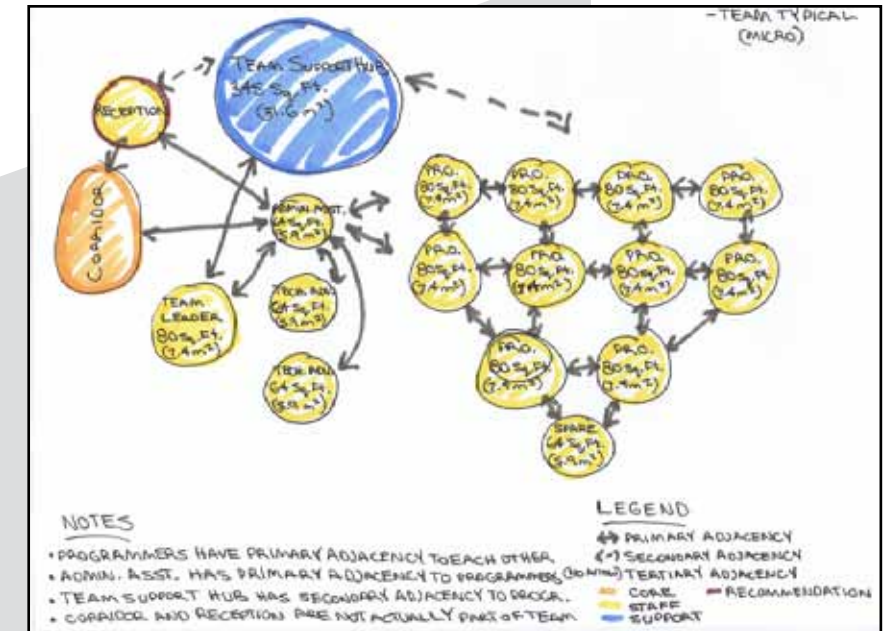
Logo Design



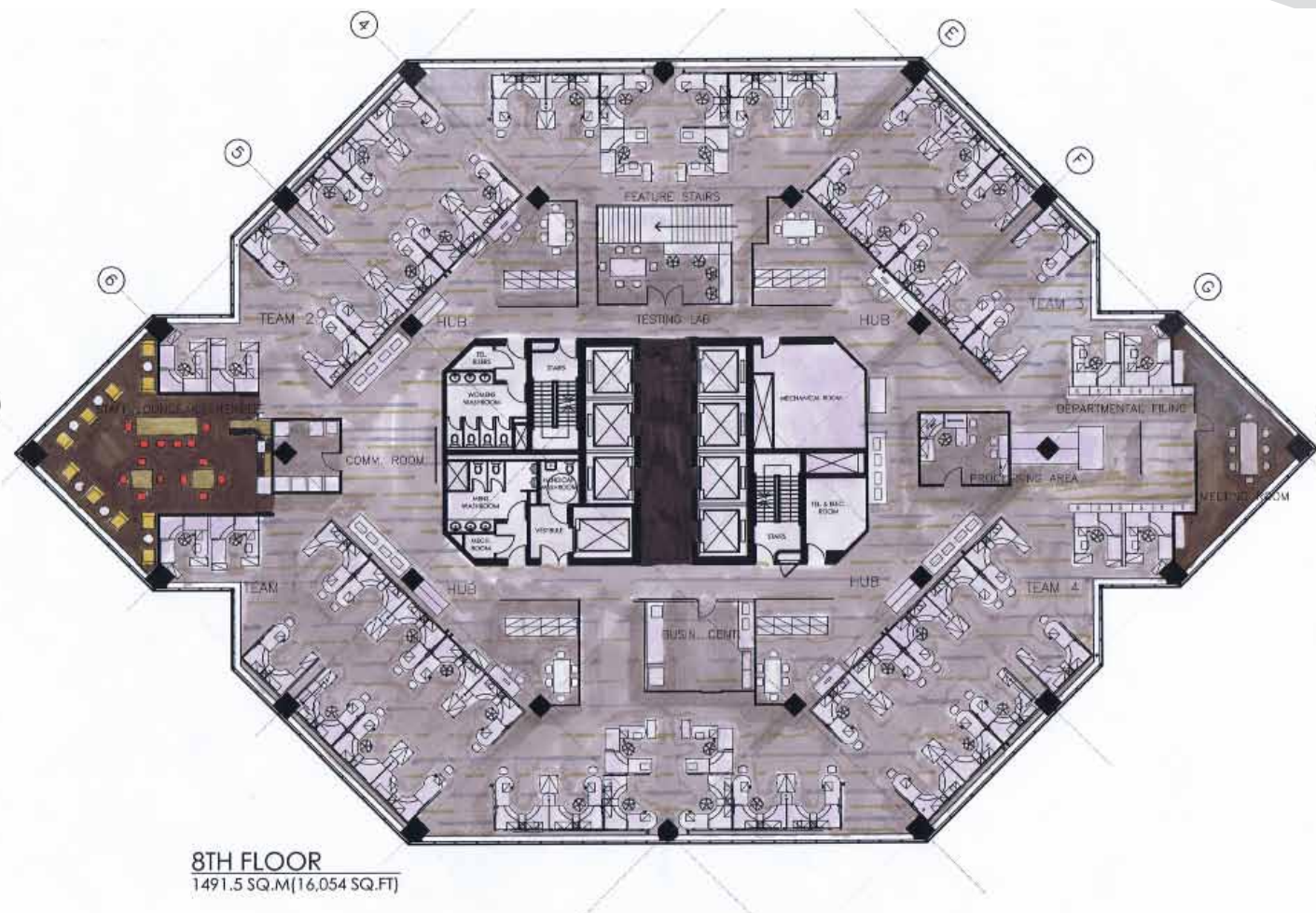
CMOT Breakroom [8th Floor]

CORPORate

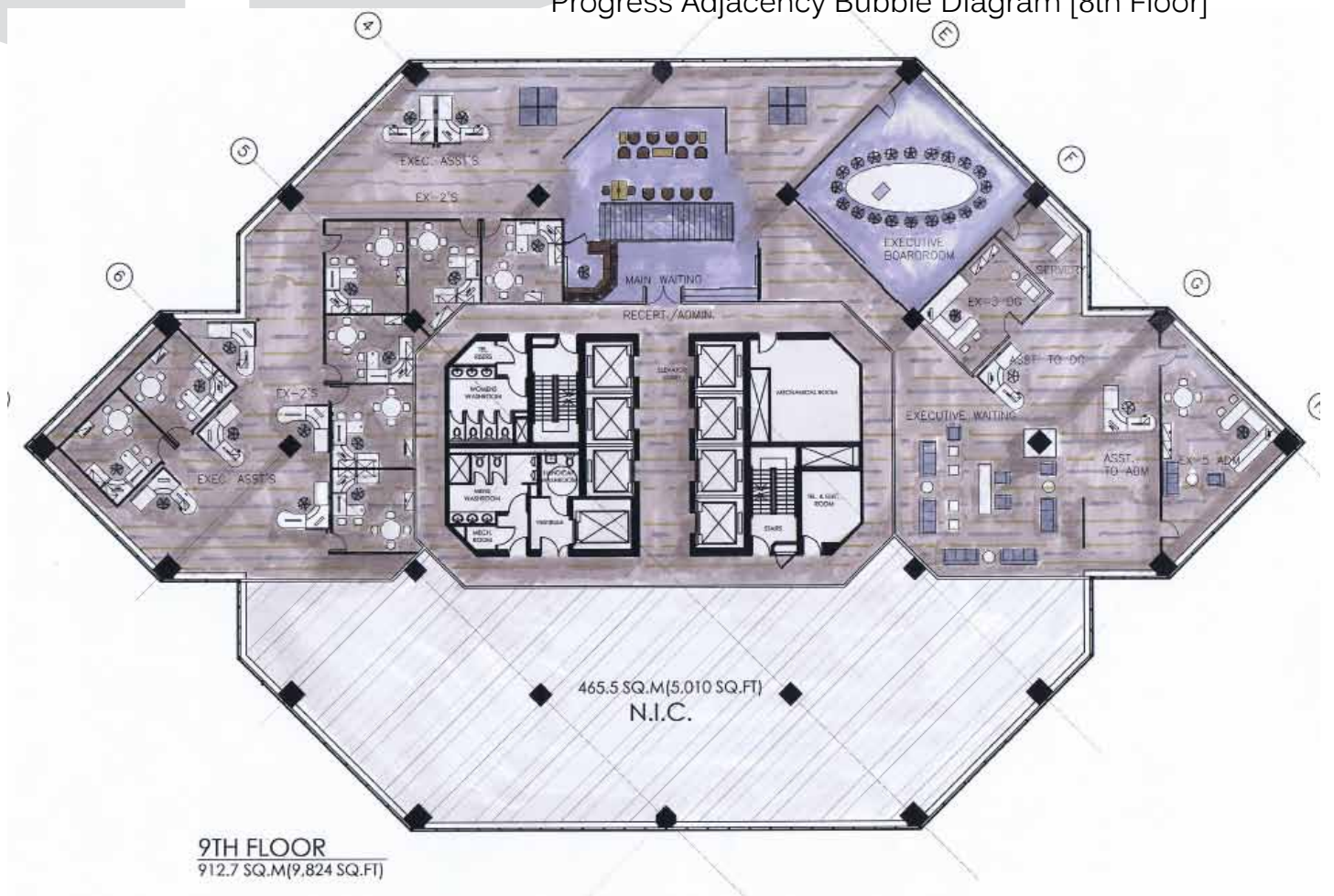
canadian ministry
of technology



Progress Adjacency Bubble Diagram [8th Floor]



Rendered 8th Floor Plan [Hand Rendering]



Rendered 9th Floor Plan [Hand Rendering]

HEALTHCARE

CHILDREN'S HOSPITAL OF
NORTHERN ONTARIO

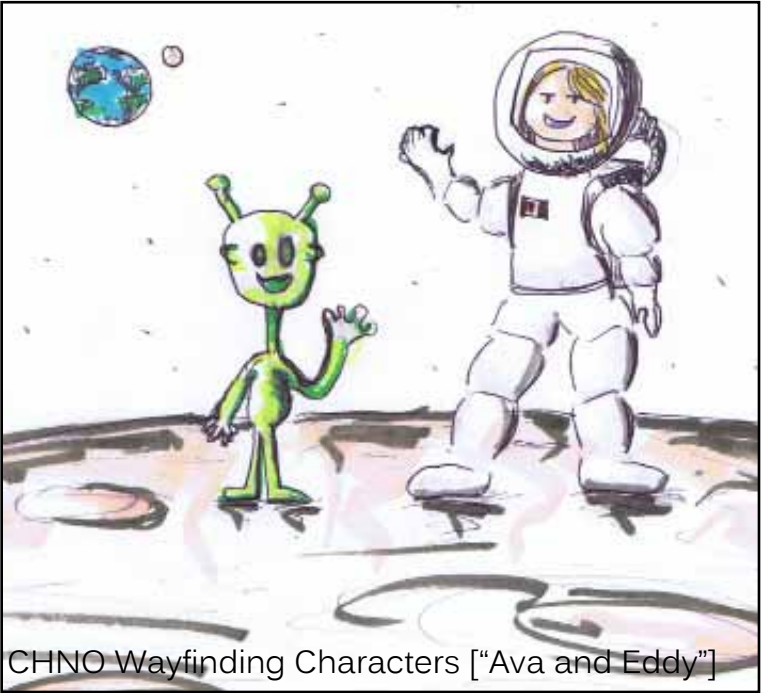
The Children's Hospital of Northern Ontario was the result of extensive research for designing a new pediatric hospital in Ontario. The concept revolved around relating a child's journey through illness and through a hospital environment, to a child going on a space mission. This hospital used current technologies and wayfinding characters to make it a truly memorable and positive experience for parents and children alike.

"We have loved the stars too fondly to be fearful of the night"
-Sarah Williams



CHILDREN'S HOSPITAL
OF NORTHERN ONTARIO

Logo Design



CHNO Wayfinding Characters ["Ava and Eddy"]



CANDICE GERTSMAN



CHNO Floorplan [1st Floor]

OTHER PROJECTS and COMPETITIONS



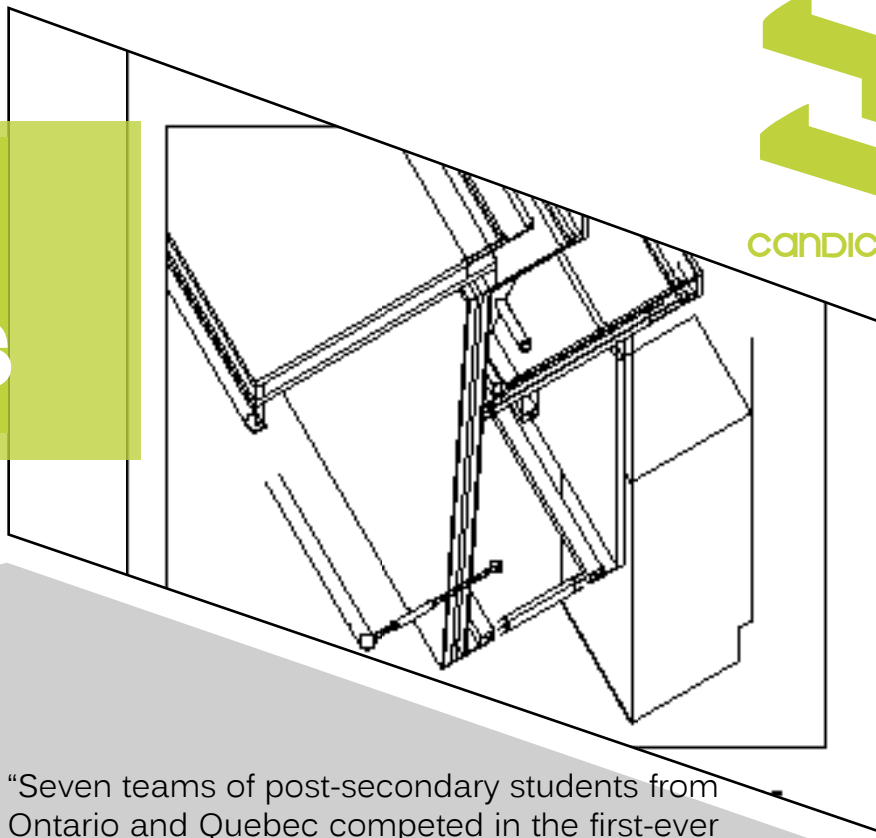
In my program we first began learning to manually draft and eventually went on to learn AutoCAD and explored modelling programs such as 3D Studio MAX. Outside of my studies I have competed in two competitions. The first was the Eco-Logical Ottawa competition where in a team we designed a concept for the new Canada Science and Technology Museum; we won Second Place. The other was a student logo competition for the Alliance of Canadian Educators in Interior Design, which is now being used as their current branding.

"Seven teams of post-secondary students from Ontario and Quebec competed in the first-ever Eco-Logical competition..their 24 hour task? To design a new green building for the Canada Science and Technology Museum."

-Eco-Logical
Ottawa



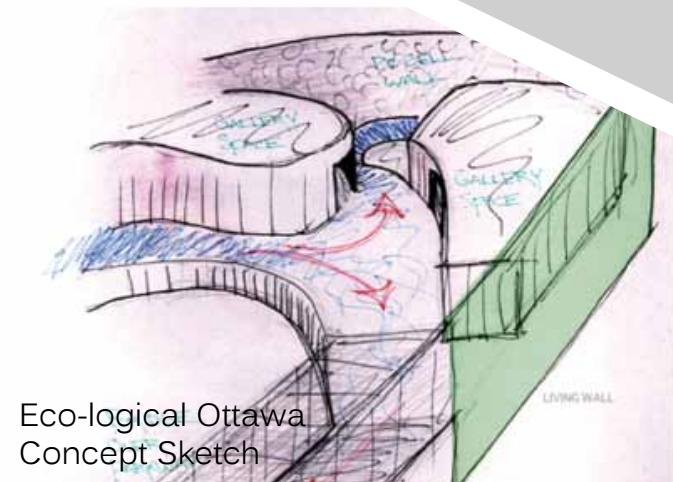
Bedroom Rendering
[3D Studio Max]



Ottawa



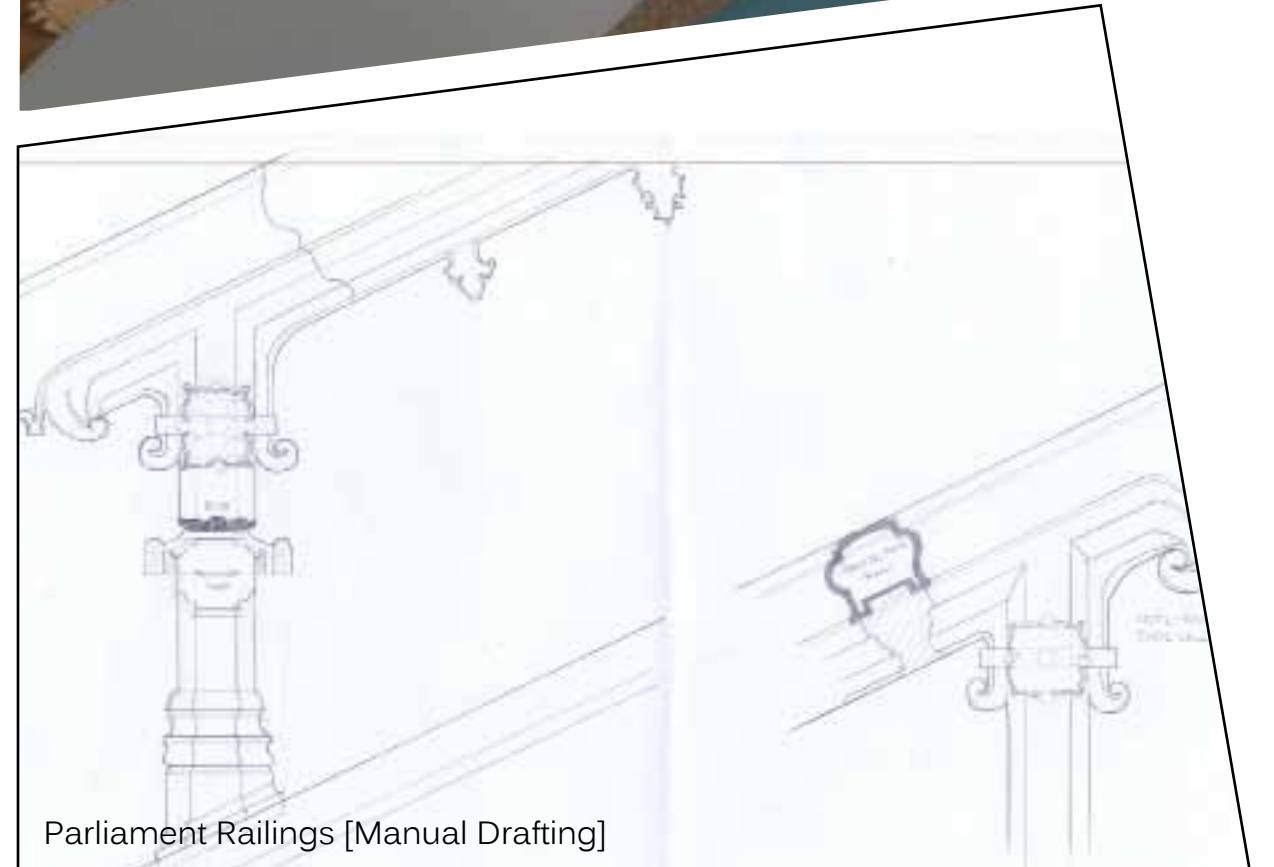
Comic Strip Light Fixture [Coloured Plexi Glass and Ink-Jet Transparencies] Credit: Ashley Dixon and Katie Froom



Eco-logical Ottawa
Concept Sketch



Logo design for the Alliance of Canadian
Educators in Interior Design



Parliament Railings [Manual Drafting]

PERSONAL WORK



CANDICE GERTSMAN

Figure Study
[Pastel]



The personal work I've done is mostly figure drawing or representations of nature. Most of my work is based off of classical art lessons and figure drawing classes where I have learned how to show the human form. I have also had extensive pencil and pencil crayon lessons, so usually I portray classical images of nature in that medium. However, in my current program I have been exploring more computer based programs that have let my art take a more abstracted turn. Such as, the mosaic orchid featured below.



"Orchid" [Photoshop]



"Self-Portrait by Graveside" [Conté]



"Sunflower" [Pencil]

Professional Standing and Affiliations

- LEED Accredited Professional
- ARIDO Student Member
- ARIDO and Class Representative
- CaGBC Emerging Green Builder Member

Technical Skills

- Hand rendering, formal perspective drawing, sketching, hand-drafting, and concept creation.

Education and Training

- [2007-Present] *Algonquin College, Ottawa*
- Currently enrolled in the Interior Design-Bachelor of Applied Arts program at Algonquin College and will be graduating in May.
GPA: 3.55/4.0

Coursework

Through my projects at school we have learned about:

Residential Design

- Loft Project (A Dwelling Place)
- Vacation Home (Pretoria, South Africa)
- Transitional Refugee Housing

Corporate

- The Canadian Ministry of Technology

Educational

- The Algonquin Construction Trades and Building Sciences

Healthcare

- Thunder Bay Children's Hospital

Hospitality

- MarioToki Restaurant & Nightlife

Retail

- Memento Mori by Alexander McQueen
- Transmodal by Ford

Software Proficiencies

- AutoCAD, Word, PowerPoint, Excel, SketchUp, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, 3D Studio Max and Adobe Premiere Pro.

Work Experience

[September 2010-Present] *Designer, 2H Interior Design Ltd., Ottawa*

- Create working drawing and millwork drawing packages, create graphic presentations, site measures and meetings and have meetings with clients. As well, sourced materials and dealt with product representatives.

[August 2008-October 2008] *Cashier and Sales Associate, Aritzia, Bayshore Shopping Centre, Ottawa*

- Greeted customers, did general merchandise maintenance, gave clothing suggestions and put customers in fitting rooms. Completed transactions for customers using P.O.S.

[June 2006-July 2008] *Cashier, Home Outfitters, Kanata, Ottawa*

- Completed transactions and helped customers with their purchases and questions. Encouraged customers to sign up for HBC credit and rewards cards and participate in online surveys. As well, arranged artwork and merchandise within the store.

Awards and Involvement

- Won the Alliance of Canadian Educators in Interior Design (ACEID/ ACEDI) Logo Competition and the logo is being used as their current branding.
- Team won Second Place in the 2010 Ecological Ottawa Competition for the Museum of Science and Technology.
- Team won Third Place in the 2011 Ecological Ottawa Competition for Nepean High School.
- Received the 2010 ARIDO EOC Chapter "Spirit of Giving Award" for my involvement in my program and my grade point average.
- Design concept boards were selected to continue to be judged in New York for the 2008-2009 Interior Design Educators Council (IDEC) Student Design Competition.
- Volunteered at the Eastern Ontario Chapter Annual General Meeting and the 2010 Mosaic Interior Design Graduate Show.
- Gave a tour to Dawson College students to advertise our Interior Design-BAA program at Algonquin College.
- Profiled in a nationwide yearbook magazine, *Desktop2Print* for my design work in the Earl of March Secondary School's yearbook.
- Received the Vice Principal's award upon my graduation for the College-bound student with most potential.

Summary of Qualifications

- Goal-oriented, friendly, enthusiastic, flexible, able to multi task and can work well both individually and in team-oriented environments.



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