



atlaschi + associates
architects | los angeles

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PROFILE > COMPANY OVERVIEW :

Atlaschi + Associates Architects [A3LA] is a boutique architectural firm located in Los Angeles, California. Originally founded in 1994 as Atlaschi & Hatfield Architects we reorganized in 2003 and Atlaschi + Associates, Architects [A3LA], (a California corporation) emerged under the leadership of Amin Atlaschi.

Our primary focus is specialty retail, commercial, restaurant and food service environments. We offer full range of architectural and interiors services ranging from planning and programming, formulation of initial schematic design concepts to local, regional and national roll-out program for prototypical retail, commercial and restaurant concepts.

Our capabilities include many services outside of normal architectural design practice including comprehensive development of brand equity for new ventures or revitalization of older, established ones. They range from market analysis and strategic positioning, development of identity package including graphics, packaging and collateral and incorporation of all into a three dimensional physical space. We focus on leveraging design as an asset which reflects and promotes our client's corporate and institutional culture, vision and brand image.

Our mission is to provide exceptional service that supports our client's business objectives while contributing to the well being of the community we serve. We actively pursue expanding our client base and seek to increase our experience and expertise by working on new project types. We welcome the opportunity to discuss new ventures where our interests and talents can be used effectively.



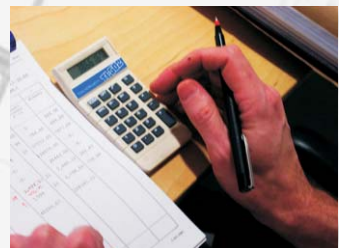
PROFILE > PHILOSOPHY :

DESIGN > Our inspirations are rooted in meeting professional and personal challenges - those we have overcome in the past as well as those still ahead of us in the future. We believe in and rely on the talents and specialties of our staff and collaborators to make the "impossible" happen. Our approach to design emphasizes sensitivity to the client's needs, the project's context, appropriate solutions and efficiency. We encourage our clients to become active partners in the design and building process. We help clients establish their goals and clarify their ideas in terms that lend themselves to creative solutions. Our first task is to understand their business, as well as their personal goals and ideals before formulating any design options. With our experience and expertise, we are then able to translate them into built environments that will gain them the proper advantage in today's fast paced and competitive climate, while reflecting their precise aspirations and objectives.

BUSINESS > Often, a promising commission falls prey to the incompatible visions of its various players competing for the upper hand in the decision making process. The client is the ultimate casualty in this scenario even if the project is completed on time and within budget. How so? ... By accepting a compromised version of a great possibility.

We believe that fundamental changes in working relationships between architects, consulting engineers, general contractors, sub-contracting trades and artisans working on the same project are called for in order to remedy this negative outcome. We believe the resolution to this problem lies in comprehensive management of the project, from start to finish, under a single, imaginative vision. To that aim, **[A3LA]** offers the following :

[Cont'd.] >



PROFILE > PHILOSOPHY - Cont'd.:

- One-stop service for those needing a variety of different specialties and talents under a unified focus and dedicated direction. As design professionals, we believe in setting the tone for a positive collaboration among all players involved in a project including the Client. Every project is viewed as a constructive commission for all involved in shaping it. We all work toward the same goal: personal and professional recognition from satisfied patrons, end users and our own peers for a job well done.
- Our client's satisfaction is the true measure of our success as architect and designers. Our business strategy is simple: Every project is personally managed by the principal or a project manager from start to finish so that decisions are made and problems are solved efficiently and effectively. Proper and timely decision making and communication among team members are fundamental to our success. Our clients receive personal service to a degree not found in larger firms.
- We started small and will remain so because we integrate the design and documentation phases by effectively implementing the latest CAD technology. This allows us to remain competitive with much larger firms and has enabled us to offer exemplary personal service by controlling all aspects of our work on a hands-on basis while remaining efficient and cost effective. Most of our business is comprised of personal referrals by, or repeat work for, our clients and collaborators including a good number of general contractors whom we had the pleasure of working with in the past.



PROFILE > PRINCIPALS BIO :

atlaschi + associates | architects



Amin Atlaschi has been practicing architecture professionally since 1983. He worked for several architectural firms in the Southeast United States upon graduation before moving to Los Angeles in 1988.

Before forming **Atlaschi + Associates Architects [A3LA]** in 2003, he was a founding principal with **Atlaschi + Hatfield Architects (AHA!)** since its establishment in 1994.

He received his bachelor of Architecture, cum laude, from Mississippi State University in 1983. He became a NCARB certified licensed architect, licensed to practice in Nevada and California in 1991. Since then he has become licensed to practice in 11 other states including Nevada, Hawaii, Arizona, Oregon, Washington, Florida, Texas and Colorado.

A3LA's primary focus is specialty retail, commercial, restaurant and food service environments. It offers full range of architectural and interiors services ranging from planning and programming, formulation of initial schematic design concepts to local, regional and national roll-out program for prototypical retail, commercial and restaurant concepts. Its capabilities include many services outside of normal architectural design practice including comprehensive development of brand equity for new ventures or revitalization of older, established ones. They range from market analysis and strategic positioning, development of identity package including graphics, packaging and collateral and incorporation of all into a three dimensional physical space. **A3LA's** focus is on leveraging design as an asset which reflects and promotes its client's corporate and institutional culture, vision and brand image.

email: amin@A3LA.com



PROFILE > CLIENT LIST

RESTAURANT/ FOOD SERVICE >

QSR - Full Menu

- Panda Express
- Au Bon Pain
- Ajisen Ramen
- Salata
- Stone Oven
- Ono Hawaiian BBQ
- Hana Grill
- CaliFire Grill
- Sorabol
- Massis Kabob
- Sultan's
- Anthony's NY Deli
- Great Khan
- Benita's Frites
- Schlotzsky's Deli
- The Grove Dog
- Rotisserie Works
- Rotisserie Works
- Spice Box (Concept)
- So' Fra Café (Concept)
- HQ Burger Bar (Concept)
- GROM ape Gelato (Concept)
- Xa (Concept)
- Vespucci Italian (Concept)

QSR - Frozen Dessert/ Beverage

- Pinkberry
- Ice Cream Lab
- Yogurtland
- Red Mango
- Häagen-Dazs
- MELT Gelato & Crepe Café

QSR - Baked Goods/ Coffee

- Coffee Bean & Tea Leaf (CBTL)
- Auntie Anne's (+75 locations)
- Au Bon Pain
- Rocky Mountain Chocolate factory

Fine Dining - Full Service & Bars

- Emporio Armani Express
- Restaurant Bikini
- IL Forno
- Mizu 212°
- Denson Liquor Bar
- Harold Black
- Lotus
- Toki Underground
- Kabab-Ji

SERVICES > OVERVIEW :

Atlaschi + Associates Architects [A3LA] offers comprehensive architectural and construction contract administration services. Our background and focus is on high-end specialty retail, restaurants/food service, and commercial environments. We design signature spaces for new ventures, as well as analyze and develop alternatives to existing designs in need of an overhaul. We develop comprehensive prototypical design package including strategic branding, identity, packaging and collateral materials. We can also implement rollout programs for retail and food service for corporate and franchise operations on a regional as well as national basis. Our firm is on the list of approved architects of most major local, regional and national developers, mall owners and operators in California as well as other states such as Westfield Corporation and The Taubman Company.

Many of our clients require full architectural services from pre-design to construction administration, while others administrate the construction phase themselves. Since each client is unique, we tailor our services to fit their specific requirements. In addition to individualized service, they have come to rely upon our ability to work with demanding schedules while producing complete and concise sets of construction documents. Prospective clients are provided with a detailed assessment of their project, which we will review with them in detail to determine the scope of services they will require.

Current architectural registration includes states of : California, Colorado, Hawaii, Illinois, Nevada, Oregon, Texas and Washington. Registration for other states not listed here can be obtained. Prospective clients are advised to contact us with their build-out schedule for coordination purposes.





Massis Kobob

Westfield Century City Mall
Los Angeles, CA

FACT :

Massis Kabob's newest location at Westfield Century City's Dinning Terrace, completed construction and has opened for business since 2013. Dubbed as "The Original Kabobery", they have been around Southern California since 1970's and have a devoted following. They specialize in Armenian Persian cuisine served in a quick serve format. The look and ambience of design emphasize the old roots of cuisine presented in a clean, modern form. A3LA worked with client to ensure timely completion of the work and keeping things within budget while giving them an anchor location look and feel which they are planning to duplicate in other locations for expansion of their brand.

SIZE :

770 sq. ft.

CONSTRUCTION SCHEDULE :

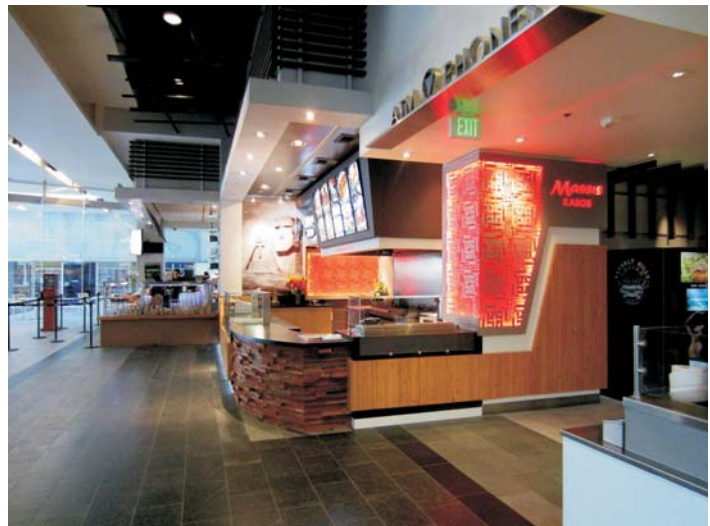
10 Weeks

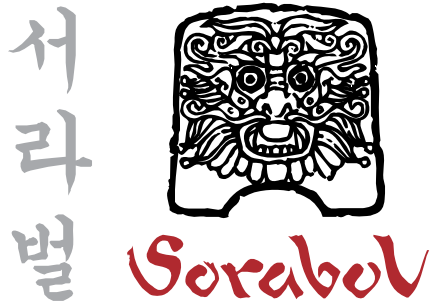
COST :

Withheld at Client's Request.

COMPLETED :

2013





Sorabol

Westfield Century City
& Westfield Topanga
Los Angeles, CA

A new concept and complete image overhaul for a small family owned chain of Korean BBQ/ Asian Noodles restaurants to be located in the food court of the Century City Shopping Center in West Los Angeles.

It was developed to meet requirements set by the landlord, Westfield Corporation for a non-typical look in sync with the overall warm, clean and "minimal modern" new look of the mall.

A sophisticated palate of building materials and colors was employed including flamed finish Onyx granite, clear laminated glass with in-set graphics and textured stainless steel.





11 | PORTFOLIO : food service > restaurant - quick serve (QSR)

SORABOL
Westfield Topanga Mall
Los Angeles, CA

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12 | PORTFOLIO : food service > restaurant - quick serve (QSR)

SORABOL
Westfield Topanga Mall
Los Angeles, CA



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4223 glencoe ave., ste. c-106 marina del rey, ca. 90292



A new design for a local chain of restaurants featuring gourmet Asian food in a casual dining format. A space within Pasadena's main commercial corridor along Lake Blvd. was selected for its pedestrian traffic and visibility.

The new design is part of company's plan to venture into franchising market in the immediate future.

Completed : June 2004



HANA GRILL 851 cordova street pasadena california



FACT :

A new design for a national chain featuring gourmet coffee, tea, blended coffee drinks and baked goods in a casual but high-end mall dining terrace. A 500 square foot kiosk space features the barrista station as its primary attraction while giving the serve stations its own wing to feature baked goods and packaged goods. High traffic of the location required careful planning for queuing, paying and waiting area in such a small footprint.

SIZE :

500 square feet
(No seating)

CONSTRUCTION SCHEDULE :

8 Weeks

COST :

Withheld at Client's Request

COMPLETED :

October 2006



atlaschi + associates architects
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PANDA EXPRESS

Westfield Century City &
Topanga Shopping Center
Los Angeles, CA

Updated design for the popular restaurant, to be located in the food courts of the Century City & Topanga Shopping Centers in Los Angeles. The approach is new for the chain. It was developed to meet requirements set by the Landlord, Westfield Corporation for a non-typical look in sync with the overall warm, clean and "minimal modern" new look of the mall.

A sophisticated palate of building materials and colors was employed including chiseled and striated Limestone, dark stained African Wenge wood veneer, glare-free clear "white" tempered glass and honed Greenstone counter top.



melt

café & crepé bar

Westfield Topanga
Canoga Park, CA

FACT :

A new design for a local chain featuring gourmet Italian gelato and crepe sandwiches in a casual but high-end mall dining terrace. A 550 square foot kiosk space features the gelato cases as its primary attraction while giving the crepe station its own wing to feature show cooking for the waiting customers. High traffic of the location required careful planning for queuing, paying and waiting area in such a small footprint.

SIZE :

550 square feet
(No seating)

CONSTRUCTION SCHEDULE :

8 Weeks

COST :

\$ 250,000
(including kitchen equipment)

COMPLETED :

October 2006

gelato italiano & crepé bar





MIZU 212

2000 Sawtelle Ave.
W. Los Angeles, CA

FACT :

A new Japanese Shabu Shabu restaurant catering to Westside's Asian as well as non-Asian gourmet diners in a sophisticated yet casual environment. A corner space within a new one story commercial strip center was chosen for its visibility and location within rows of Japanese eateries and businesses. The new design tries to negotiate the duality of restraint and simplicity in Japanese culture and Western culture's idea of extravagance and showmanship.

SIZE :

1,600 square feet
24 Seats - Public Dining
6 Seats - Private Dining

CONSTRUCTION SCHEDULE :

12 Weeks

COST :

Withheld at Client's
Request.

COMPLETED :

May 1997



SMPL:cafe

Santa Monica Public Library
Santa Monica, CA [Unbuilt]

A complete quick serve cafe concept - from service to menu items to design - for a Cafe on the premises of the new Santa Monica Public Library. The package included:

Bringing the art, architecture and landscaping elements of the library's outdoor courtyard inside

Extending the sensory potential of water and vegetation of the library's interior courtyard into the cafe's interiors

Employing colors, textures, finishes and visual/aural stimulants in the design to create a total environment

Menu items including specialty sandwiches, baked goods, soup and salad, desserts, cold drinks & beverages, coffee & tea



17 | PORTFOLIO : food service > restaurant - casual dining



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