

Proposal Elements - Wilson Associates

WILSON ASSOCIATES

OUR VISION At Wilson Associates, we seek to redefine the creative design industry by inspiring, enriching and engaging the human experience.

OUR PURPOSE
We create experiences that invigorate the soul.

OUR MISSION
We understand the value of time to our clients and guests, which drives us to innovate design solutions that foster profound engagement.

WE VALUE

| | | |
|------------------------------|---------------------------------|----------------------------|
| Stretching Boundaries | Meaningful Relationships | Resilience Thinking |
| Insatiable Curiosity | Enthusiasm | Embracing Change |
| Global Innovation | Collaboration | Courage |
| Multicultural Influence | Authenticity | Credibility |
| Fearlessness | Engagement | Confidence |



How we work.

Teamwork

Teamwork is the basis of our success. Brainstorming together allows us to challenge each other, mentor junior team members, and push the creative process to our maximum capacity.

From plans to details to design presentations, designers are assisted in all aspects of the design process and are made aware of the myriad different external factors which are involved in the company.

Generosity of spirit from all is needed to make our process successful and we feel we are surrounded by team members with the best of intentions at heart.

Being challenged and challenging your creative colleagues—at all levels—is fundamental to achieving great results.



Curriculum Vitae

Marc Cifardini

NICDQ, TBAE
Senior Designer

As Senior Designer, Marc is responsible for conceptualizing the design intent of his projects. He pays close attention to the location, history and cultural context of every job, and looks for unique elements to help make the property a one-of-a-kind experience.

He is also skilled at designing and detailing millwork/case goods. His software expertise includes CAD, Sketch Up, Photoshop, video editing and Revit.

Marc enjoys collaborating and coordinating with other trades and consultants—which inspired him to launch "Creatives on Creatives." The series, which profiles artisans, tradespeople and designers from other industries, is featured on Muse, the Wilson Associates blog (muse.wilsonassoc.com).

Away from the studio, Marc is the founder and editor of GoSeeTalk.com, a Dallas-based entertainment website that hosts reviews, interviews and film festival coverage. He has also contributed content to The Hollywood Reporter. In addition to movies, he is a big music fan and is working on expanding his vinyl collection.

Education
Oklahoma State University,
Stillwater, Oklahoma
Bachelor of Arts, Design, Housing & Merchandising

Professional Accreditations

NICDQ, TBAE

Project Experience

- CITIC Beijing Guoan Mansion, Beijing, China
- Hard Rock Hotel & Casino, Hollywood, Florida
- Neighborhood Services, Frisco, Texas
- The Niccolo Hotel, Changsha, China
- The Omni Frisco, Frisco, Texas
- Sands Macau, Macau, China
- TRIVE Capital, Dallas, Texas
- The Village Town Center, Dallas, Texas

Previous Experience

- Disney's Port Orleans Resort - Riverside, Lake Buena Vista, Florida
- Enchantment Resort, Sedona, Arizona
- Hyatt Lost Pines Resort and Spa, Bastrop, Texas
- La Contessa, San Antonio, Texas
- Lansdowne Resort and Spa, Leesburg, Virginia
- Hilton El Conquistador, Tucson, Arizona
- Hilton Irvine, Irvine, California
- Hilton Houston NASA Clear Lake, Houston, Texas
- Hotel Derek, Houston, Texas
- Marriott Omaha, Omaha, Nebraska

Publications

- Hotel News Now, "How to Design Hotel Gyms to Motivate Guests," March 2019.
- Restaurant Development + Design, Wine Bar, Restaurant Stand Out at Cowboy's Headquarter's Hotel," August 2018.
- Hotel Business, "Ease of Use, Compatibility is Key," February 2018.
- Building Design + Construction, "Six Trends Shaping Smart Hotels," February 2018.



"Anything worth doing, is worth doing right."
—Hunter S. Thompson



Neighborhood Services at the Omni Frisco, Frisco, Texas



The Village Town Center Mixed-Use Development, Dallas, Texas, USA



Seminole Hard Rock Hotel & Casino, Hollywood, Florida, USA