

Channing Curtis

themed entertainment design

architecture

brand direction

cpcurtis.com



Hi - my name is Channing and I find fulfillment in finding creative solutions to complex problems.

WHAT DOES THAT MEAN?

It means I enjoy bringing spaces to life through meaningful design, engineering imagination into reality, and helping brands discover their identities. Kind of like turning “what if?” into “we did that.”

WHAT DO I DO?

I am a creative. My work spans a wide variety of mediums, but I have experience in architectural design, environmental design, fabrication, and design-build.

WHAT DO I LOVE?

Crafting experiences through thoughtful design at any scale.

WORKS WELL WITH:

Big ideas.

... and the following programs and tools:

Rhinoceros 3D, Revit, AutoCAD, Blender, Unreal Engine, V-Ray, Enscape, Twinmotion

3D Printing, Additive Manufacturing, CNC Milling, Grasshopper, Karamba, SketchUp, Bluebeam, 3DS Max

Adobe Photoshop, InDesign, Illustrator, After Effects, Premiere Pro



clipping.

clipping.: Music That Goes Bump in the Night

Show Set Design, Scenic Design

Building off of the worlds experimental hip-hop group clipping. so mercilessly describes in their albums *Visions of Bodies Being Burned* and *There Existed an Addiction to Blood*, “Music That Goes Bump in the Night” is an ode to all things loud and terrifying. Each scene in this haunted house project draws direct inspiration from the music, sounds, and lyrics of clipping.



Concept Art

Conceptual renderings to help frame the visual narrative for key scenes within the attraction.



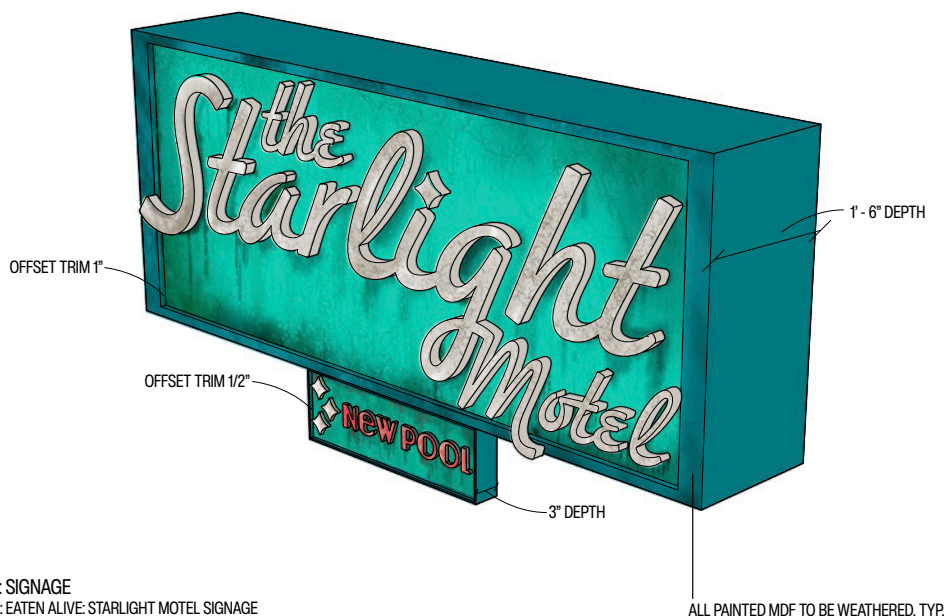
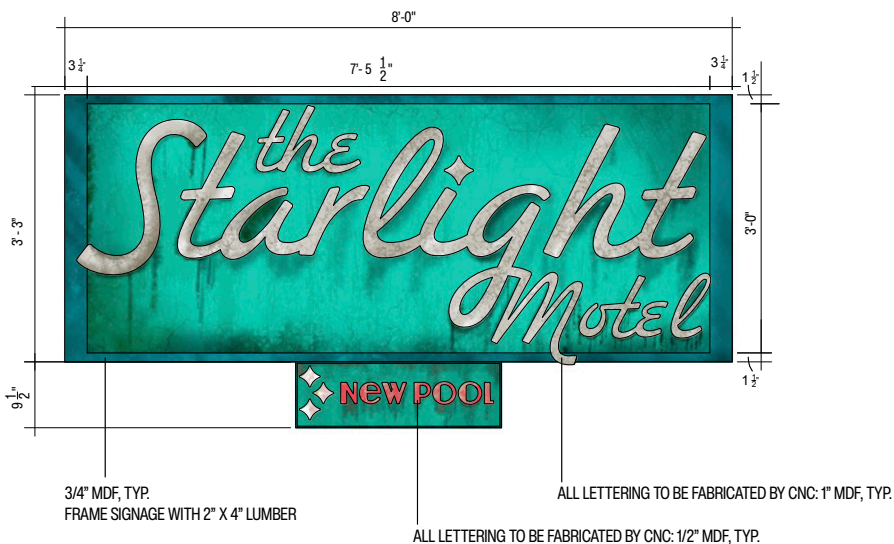
Storyboard Selects

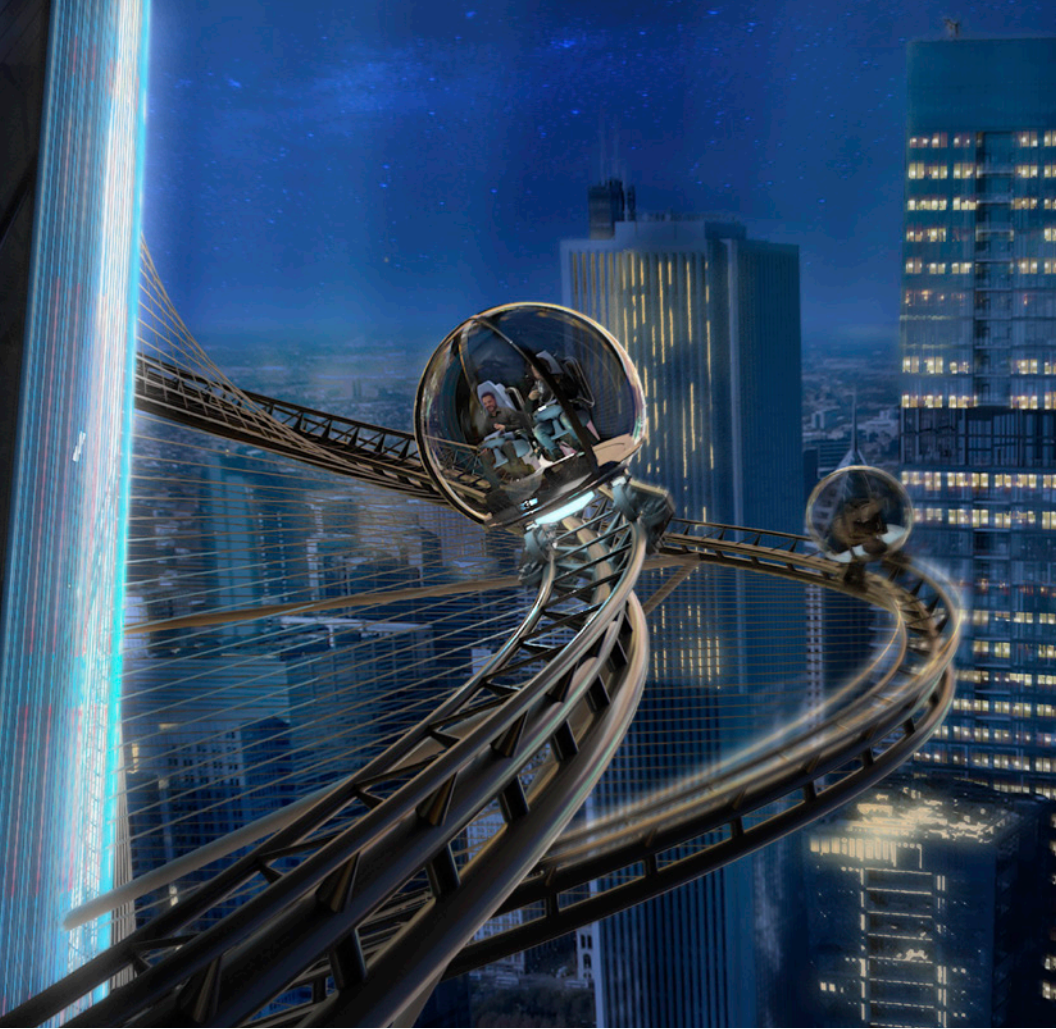
Small, sketchy frames to help visualize direction in pre-design. The storyboard approach blends narrative in to the design process before it ever enters a CAD program.



Elevation: Static Alley

Entering into the twisted world of clipping., guests traverse Static Alley, where TV static merges with the hum of distorted bass to bring them closer to their demise.

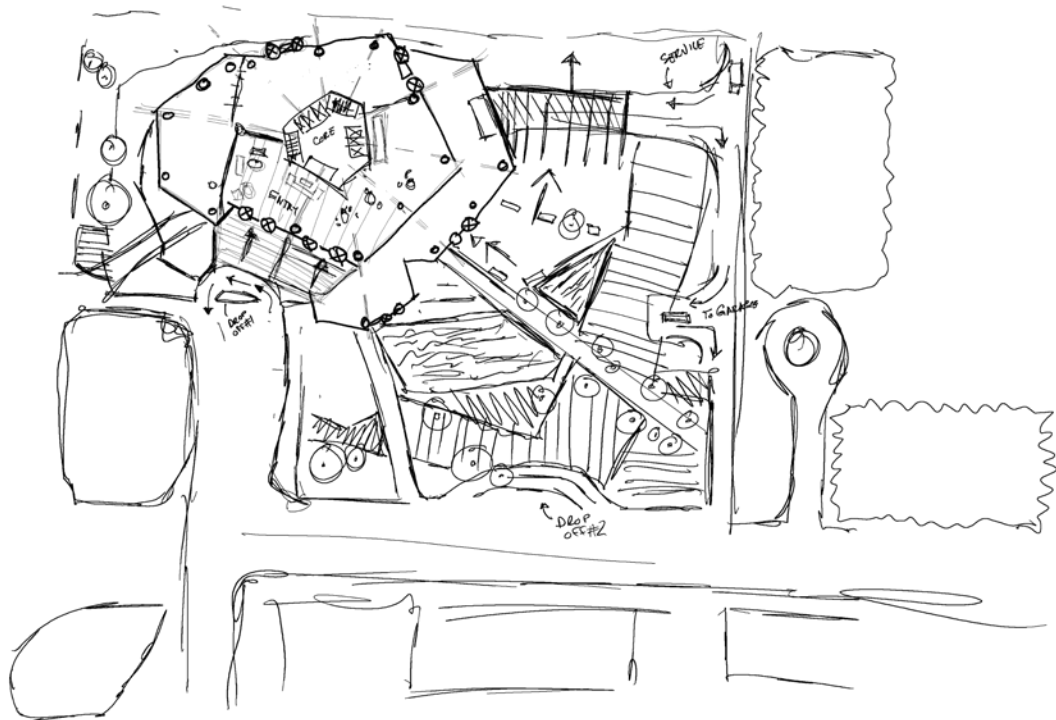




Helix Tower: a Nonorthogonal Skyscraper

Attraction, Architectural, Parametric/Computational, Industrial

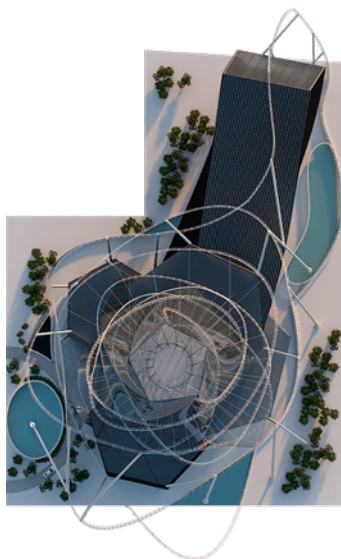
Helix Tower serves as an adventurous proposal for Chicago's storied skyline. Intertwined with an interactive observation track, the tower soars just over 1,000 feet into the sky while twisting gracefully. This 77-story hotel and mixed use residency is proposed as a unique addition to the Lakeshore East community, offering space for entertainment, immersion, and elevated living.



Design Decisions

Design inspiration for the shape and twist of the tower comes from the Lakeshore East community's landmarks - the adjacent Lakeshore East Park, Millennium Park, Lake Michigan, and neighboring towers.

Local landmarks informed observation track routing which, in turn, influenced the site. Water features, greenery, and otherwise all take situational precedent from what is above them.





Program & Experience

HOTEL ROOMS + RESIDENTIAL

Guests and residents are able to stay on 65 of 77 floors.

HELIX TRACK

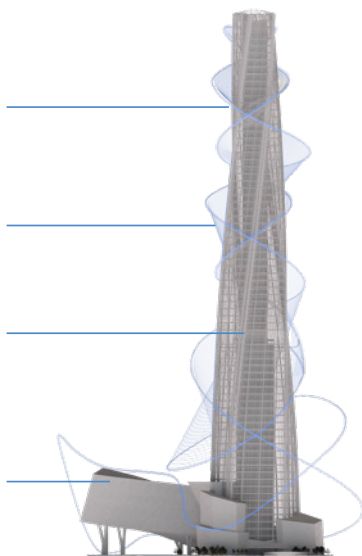
Helical track supported by tension and integrated supports takes guests around the tower.

SKY LOBBIES

An on-off point for the observation track, the sky lobbies also serve as dining and entertainment spaces.

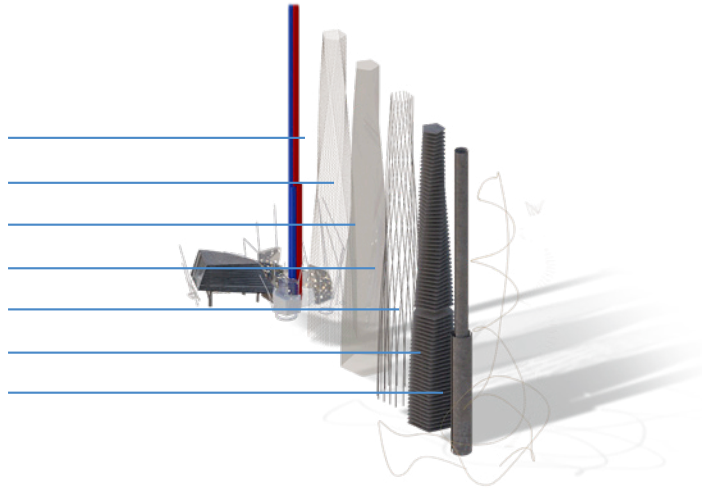
PODIUM

"The Void" - a nearly 300,000 square foot entertainment oriented space with auditoriums, retail, dining, and guest experiences.



Structural Details

EGRESS & CIRCULATION
STEEL EXOSKELETON
COLD-BENT GLASS FACADE
CONCRETE COLUMNS
REINFORCED FLOOR SLABS
CONCRETE CORE
OBSERVATION TRACK

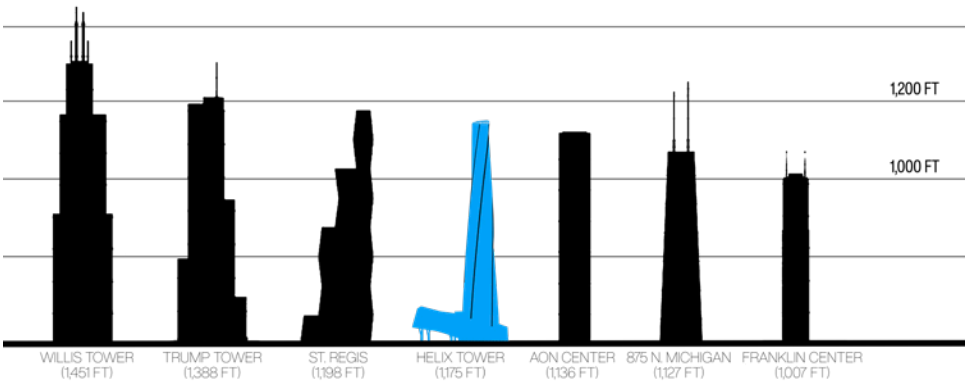


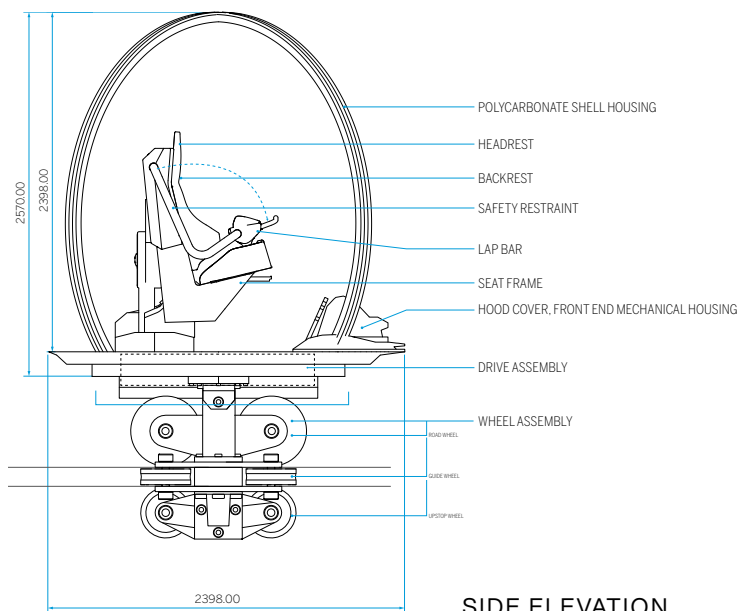
ANALYSIS

Each floor is intersected by 18 concrete columns that help balance the torsion of the building's twist. They, along with a reinforced concrete core, provide structural support for the tower.

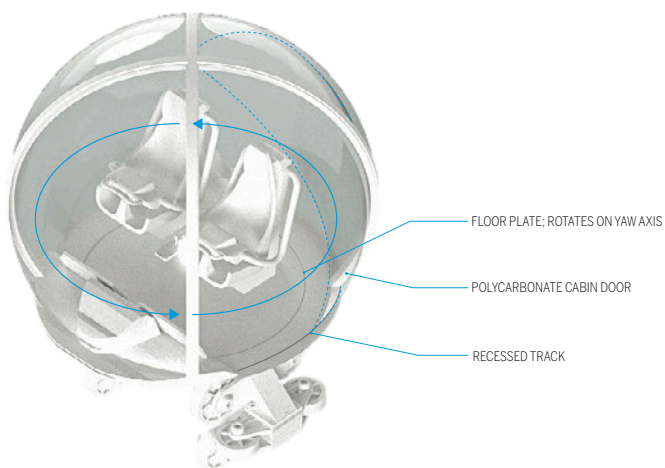
The exterior is clad in a double-facade system, complemented by sun-deflecting louvers to reduce solar heat gain. This is made of cold-bent glass.

Helix Tower twists 60 degrees from bottom to top at a rate of $f(x)=4.57x - 0.025(1+x)$, resulting in a tapered turn that dramatically finishes at the crown, which was achieved parametrically via Grasshopper and Rhinoceros.

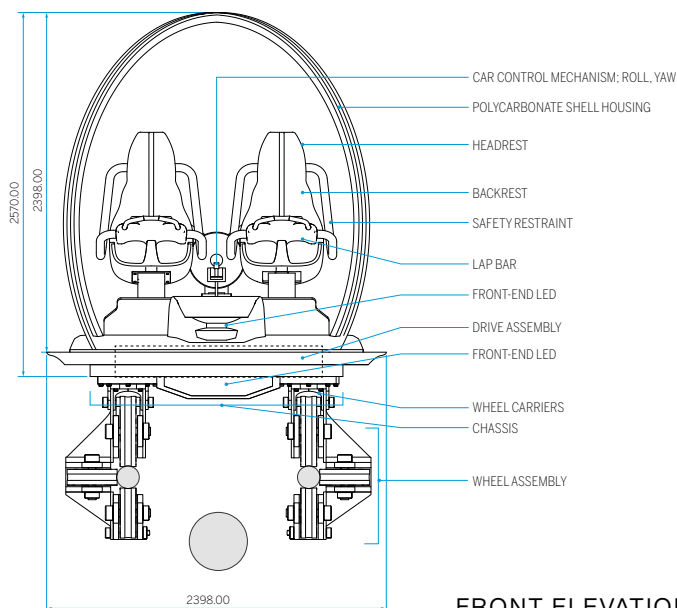




SIDE ELEVATION

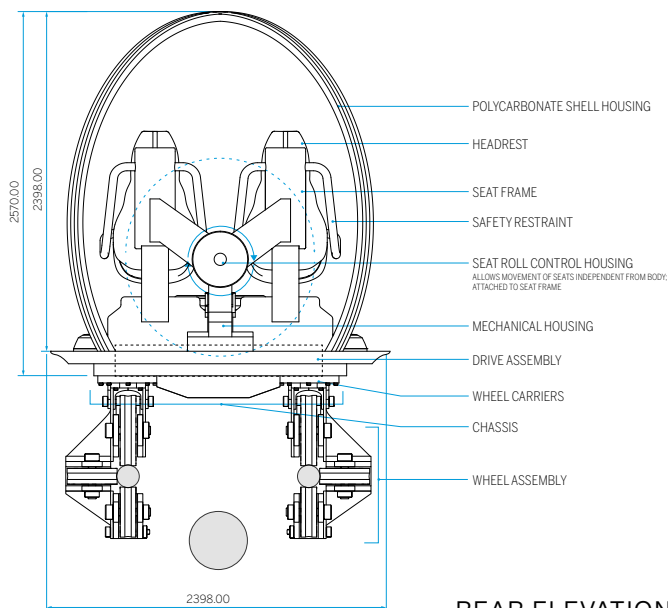


FUNCTION DIAGRAM



FRONT ELEVATION

1m



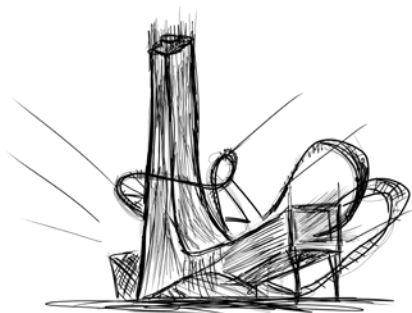
REAR ELEVATION

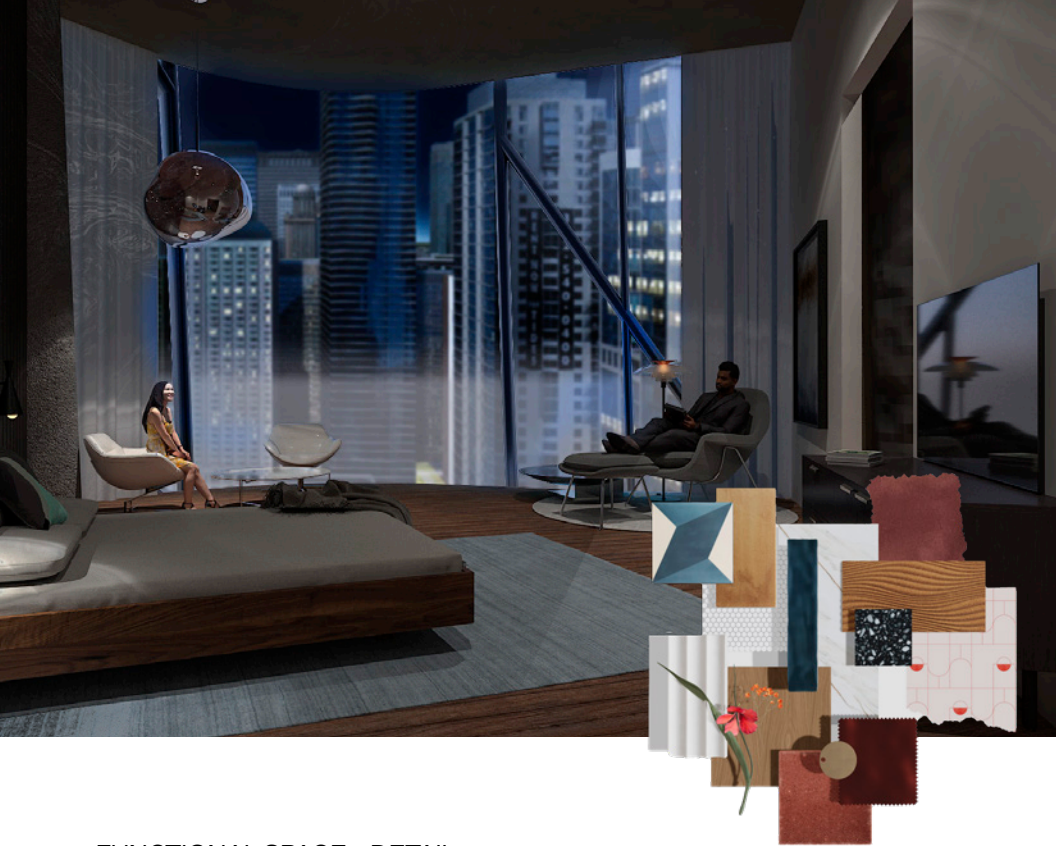
1m



NOW THIS... IS POD RACING

Designed from the ground up, the observation pods are meant to seat two guests comfortably. It features a polycarbonate shell to allow for maximum visibility and, for thrill seekers, the ability to rotate the floor plate and seats from a shared console.

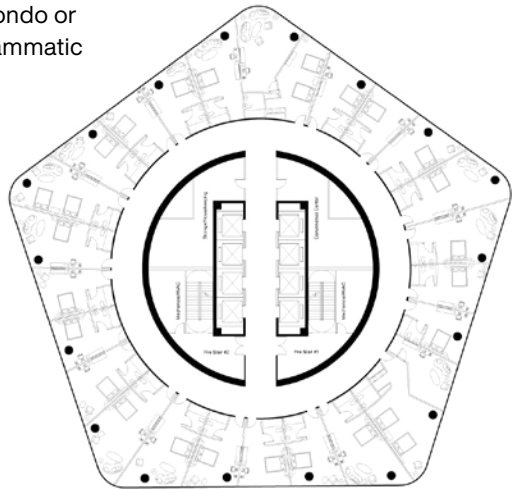




FUNCTIONAL SPACE + DETAIL

A typical level's floor plan features an array of rooms ranging from an efficiently sized one bed suite to suites with an attached living area.

This variety also satisfies the potential to convert transient space into more traditional condo or apartment homes, if needed - a programmatic requirement for this project.



TYPICAL FLOOR PLAN



Nashville Enrichment & Urban Exchange: Placemaking

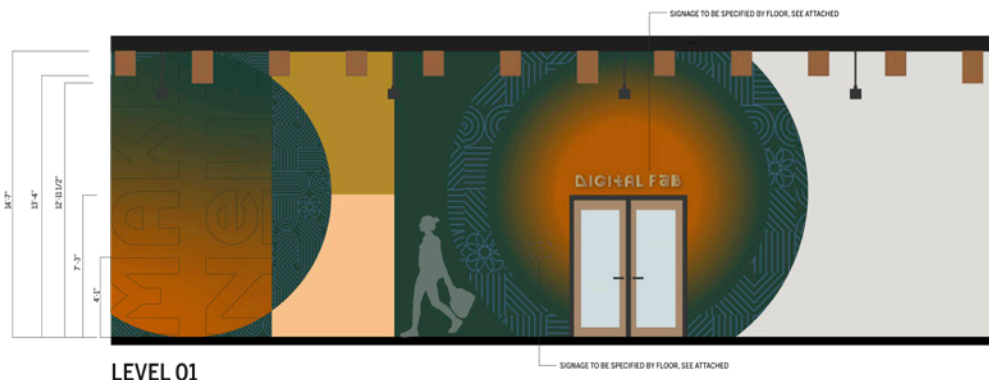
Environmental Design

Center NEUE is envisioned as a hub for cultural exploration in Nashville, a vibrant beacon for a new and developing neighborhood along the East Bank. The community center's interiors were designed to reflect the programmatic decisions made for each floor of the Urban Exchange & Enrichment Center.

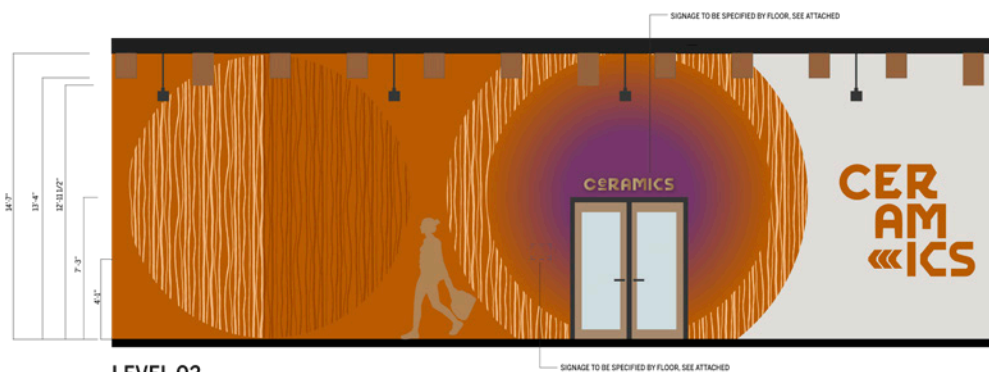


Designed as a visual and spatial cue for the Enrichment & Urban Exchange Center, the piece doesn't just brand the space — it embeds the ethos of exchange. Modular in spirit, each panel maps a different creative domain: fabrication, ceramics, digital arts, hospitality.

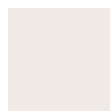
Patterns, gradients, and cut geometries reference creative traditions, natural materials, and digital interfaces — blending heritage with innovation. It's Nashville's past and future, compressed into a graphic language that speaks in texture, depth, and movement.



LEVEL 01



LEVEL 02



Field Paint
SW7000



Level 1
SW6468



Level 2
SW7703



Level 3
SW6692



Level 4
SW6839



Laminate 1
Wilsonart
Quartered Oak



Laminate 2
Wilsonart
Norwegian Ash



Signage
Formica
Brushed Bronze

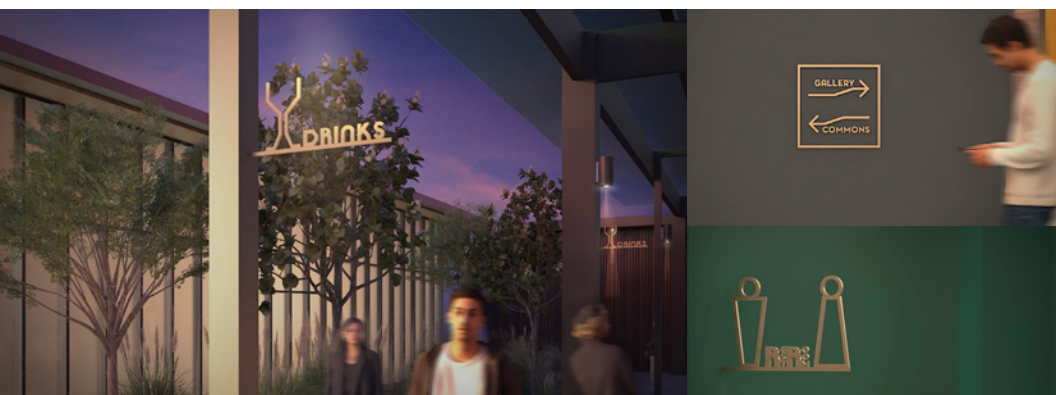


Interior Signage



Interior Signage Details

In examining the brand possibilities for Center NEUE, the opportunity arose to build out a unique typeface to celebrate the specific nature of the building.





Professional Practice: Architecture

Architectural Design, Interior Design, Rendering

A small selection of projects to be constructed with McMillan Pazdan Smith Architecture. Primarily healthcare projects from conceptual to construction documents, my role afforded me the opportunity to work on building code, program and schematic design, design development, technical details, interior architecture, and interior design. On many projects, I was also tasked with managing relationships with consultants and ensuring coordination on project deliverables. Work was primarily internal and cross-office.



Project Role + Scope

- Schematic and conceptual drawings - massing, program layout, design direction
- Exterior design direction and iteration with client
- Primary Medical Equipment coordinator with client and consultants
- Layout and coordination of medical office building and emergency department
- Drawings of interior details - millwork, ceiling features, and atypical casework details, wall conditions
- Drawings of exterior conditions - typical, coordination at atypical conditions
- Preparation of construction documents with oversight of project manager
- Coordination of consultant drawings, project layout, and sheet compilation
- Architectural visualization as a client presentation tool to produce conceptual drawings and visuals
- Coordination/collaboration re: interior finishes, design direction, and layout
- Interior finish design coordination/collaboration and schedule

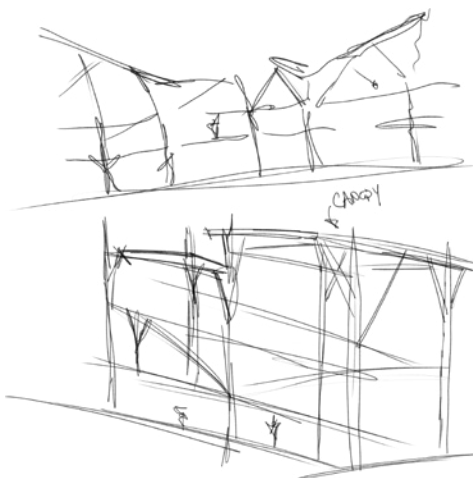




KBGA Treehouse

Schematic Design Charrette, Attraction

Proposed as an addition to the Knoxville Botanical Gardens, the Communal Canopy serves as a unique and capable space to gather, an alternative space to enjoy the outdoors, experience sweeping views of the Appalachian Mountains, and addresses the most commonly observed need across multiple site visits: a place for play.

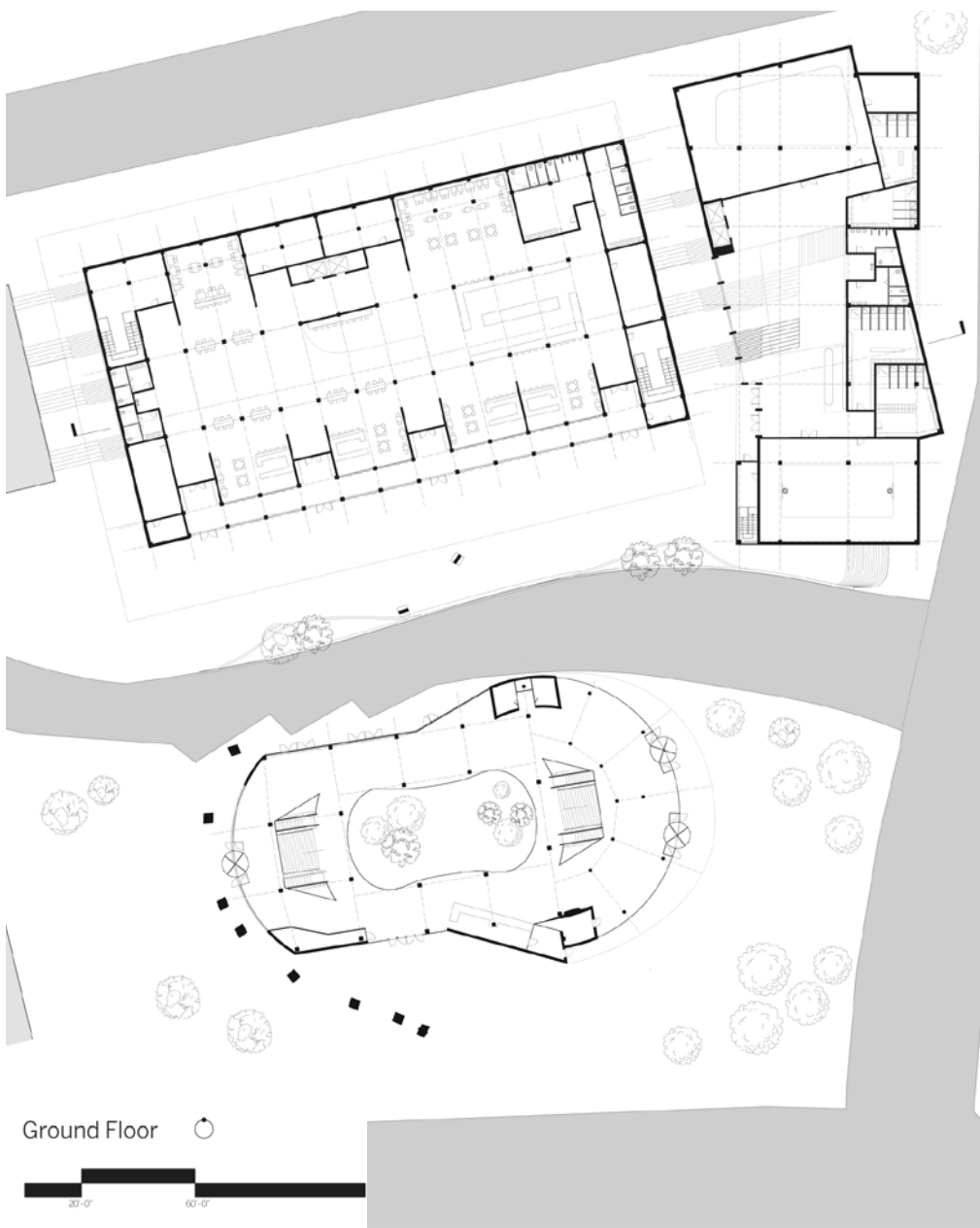




Architectural Integrations

Design Development, Architecture

Arts Center place is an architectural integrations based group project that sought to support quality of life and foster community in Atlanta's Midtown by revitalizing the underutilized Arts Center MARTA location, a potential hub for the area. The project realizes mass timber as a catalyst for urban density and functions as a re-imagination of how to address the urban condition in Atlanta.





Purposeful, Adaptive Spaces

The Arts Center Transit Station is currently home to both the Gold and Red MARTA lines, and also functions as a bus station. It is the seventh-busiest station in the MARTA system and handles an average of 6,600 entries per weekday. The station is transformed from a “function first” stop into an experience for visitors.

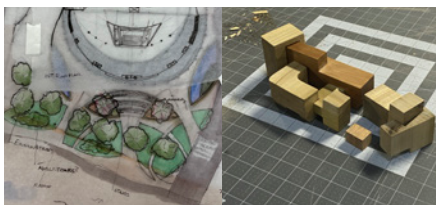


PUBLIC & PRIVATE PORCHES

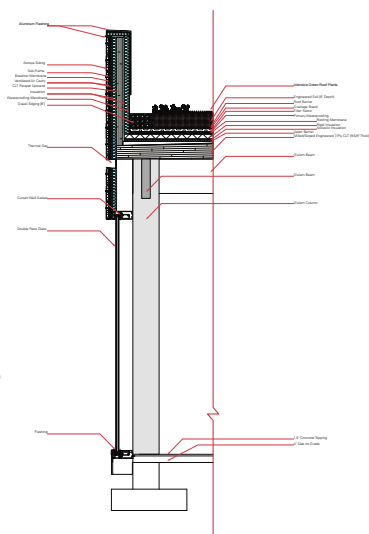
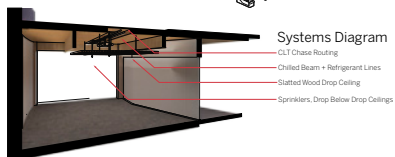
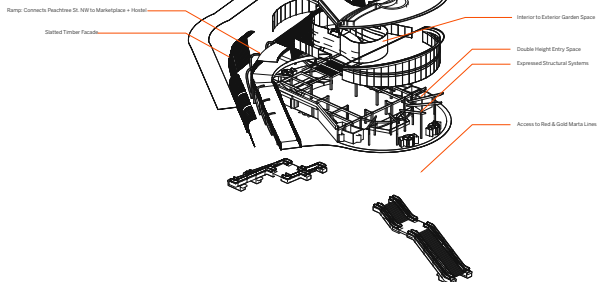
Atriums and porches can be found in all three buildings. They serve as moments to collectively enjoy and engage in space as a community, revitalizing the typology of grand porches in a twenty-first century setting.

MAKING SENSE BY MAKING

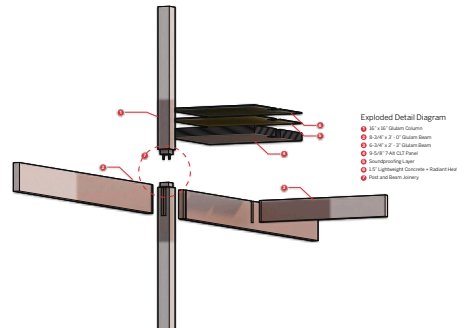
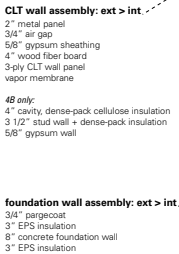
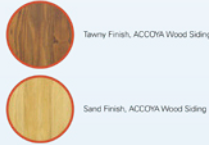
As a team, we relied heavily on model making and sketching to communicate our ideas to each other and our peers. It allowed us to quickly iterate on design and made sense of scale, site interaction, and opportunities.



Strengthening the porch motif, the green roof welcomes members of the community to take time and enjoy a natural oasis in an otherwise urban environment. Similarly, the interior to exterior garden space works as the MARTA station's "atrium" - bringing an interior courtyard to life with natural vegetation.



By utilizing a Type IV-C construction type for both the Marketplace/Hoste and MARTA station, all of the mass timber elements remain exposed. This creates a meaningful connection to the ethos of “timber in the city” and promotes an interconnectivity with nature in an urban environment.



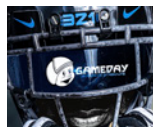


Branding & Graphic Design

Brand Direction, Motion Design, Environmental Design

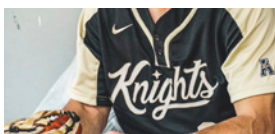
Bringing ideas to life with brands in the sports and entertainment industry through the realization of visual identities, design packages, and partnerships in production design.

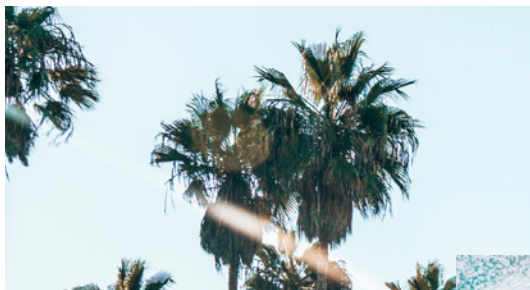
Sports partnerships have proven to be a very good test for the questions: "Does it stand the test of time?" and "How fast can we make it happen?"



Fan Favorites: Space + Scripts

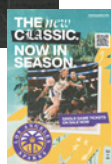
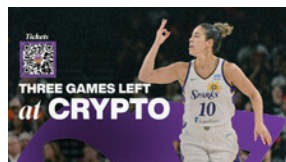
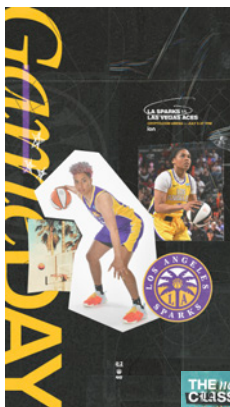
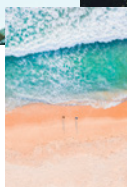
Design direction for UCF's iconic "UCF in Space" campaign, assistance with uniforms, and the creation and introduction of a new, department wide brand mark: the Knights Script.





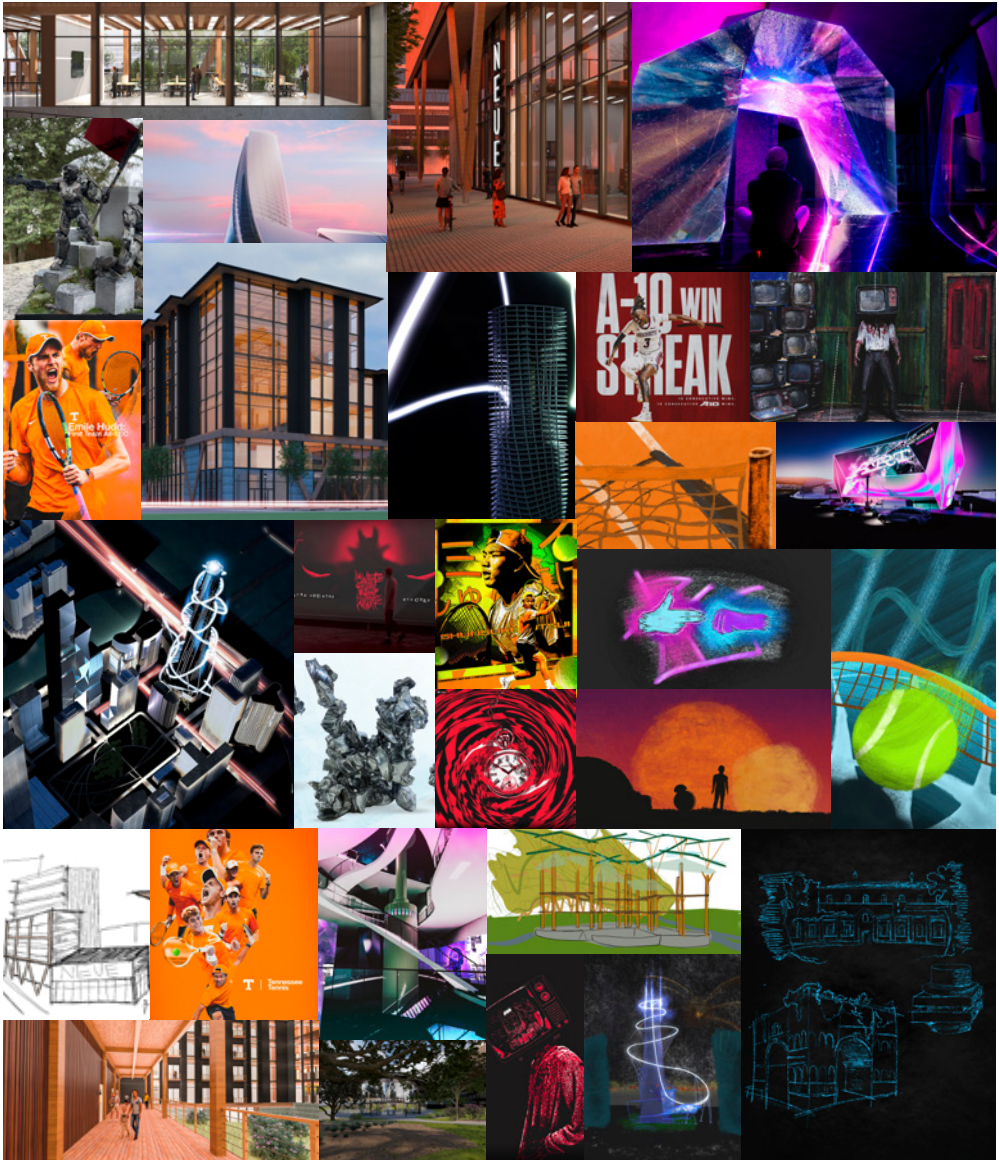
LA Sparks: #TheNewClassic

Brand direction, in-season support, and environmental identity pieces designed for the Los Angeles Sparks' 2024 Campaign.





Over four years worth of brand initiatives and design campaigns for the University of Tennessee Athletic Department's sports teams.



Design Quilt: Odds & Ends



Thank you for your time.

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cpcurtis.com