

RICHARD CLARKSON STUDIO

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CONSULTING GUIDE



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# WE ARE RCS

## ABOUT US:

Richard Clarkson Studio (RCS) is an art & design laboratory specializing in lighting, installation and product. Located in Brooklyn NY USA and operating for over 5 years we are a lean but highly capable team with backgrounds in art, design, & science. We work within a number of different product categories & are always excited by something new.

## OUR GOAL:

When it comes to consulting our goal is to push projects as far forwards as we can go without compromising budget. We want to create press worthy products and installations that enhance the brands and spaces they are for. To that end we have two main consulting departments: Product Design Consulting and Experiential Design Consulting.



## CLIENTS

Our clients range from large international companies to local artisans, so no matter the size of your company or concept, we'd love to hear your ideas! Some of our clients include:



## OFFERINGS

Our two primary consulting focuses are Product Design and Experiential Design but we also offer a number of other bespoke consulting services. If you are interested in learning more please let us know.

- Exhibitions
- Installations
- Interior Design
- Finishing
- User Experience
- Package Design
- Fabrication
- Graphic Design



# PROCESS





## “HELLO, ITS NICE TO MEET YOU”



This stage involves a quick dive into project direction & scope with the aim to introduce us to the idea, market and big picture. We explore inspirations & affirm direction through a customized selection of the following exercises:

- Product Vision + Goals
- Problem Statement Worksheet
- Customer Journey Map
- Brand Strategy Plan
- Persona Creation
- Workflow Diagram



## “THE DANCE OF ITERATIVE DESIGN”



Explore options using iterative design tools to make informed decisions on form, detail, user experience, flow and function. From a wide net of ideas we will often refine down to 3, then eventually done to 1.

- Mood Board Assessment
- User Testing Requirements
- Product Design Wire-frame
- Sketches
- Prototyping Guide
- Basic CAD



## “BUILD IT AND THEY WILL COME”



This scope of this stage is largely dependent on the project but is most often about realizing the concept in the real world – whether that be a prototype for a product design or the build out of an installation.

- Manufacturing Decisions
- Sample Framework
- Operations Management
- Production
- Quality Control
- Sourcing





## “PASSING THE BATON”



We put a special focus on the final hand-off of the design, understanding the importance of delivering not just the final design itself but all the assets and knowledge that lead up to it so that you get the most out of your design.

- Offloading Assets
- Ongoing monitoring
- Installation Co-ordination
- Installation Assistance
- Maintenance & Care
- Shipment



## EXPERIENTIAL CONSULTING CASE STUDIES

Experience is everything. Planning an event or installation?  
We can help make it incredible – think of us as an extension of  
your team. Within each stage we customize the specific set of  
deliverables to meet your specific project needs.



## CLOUD INSTALLATION FOR OAKLAND AIRPORT

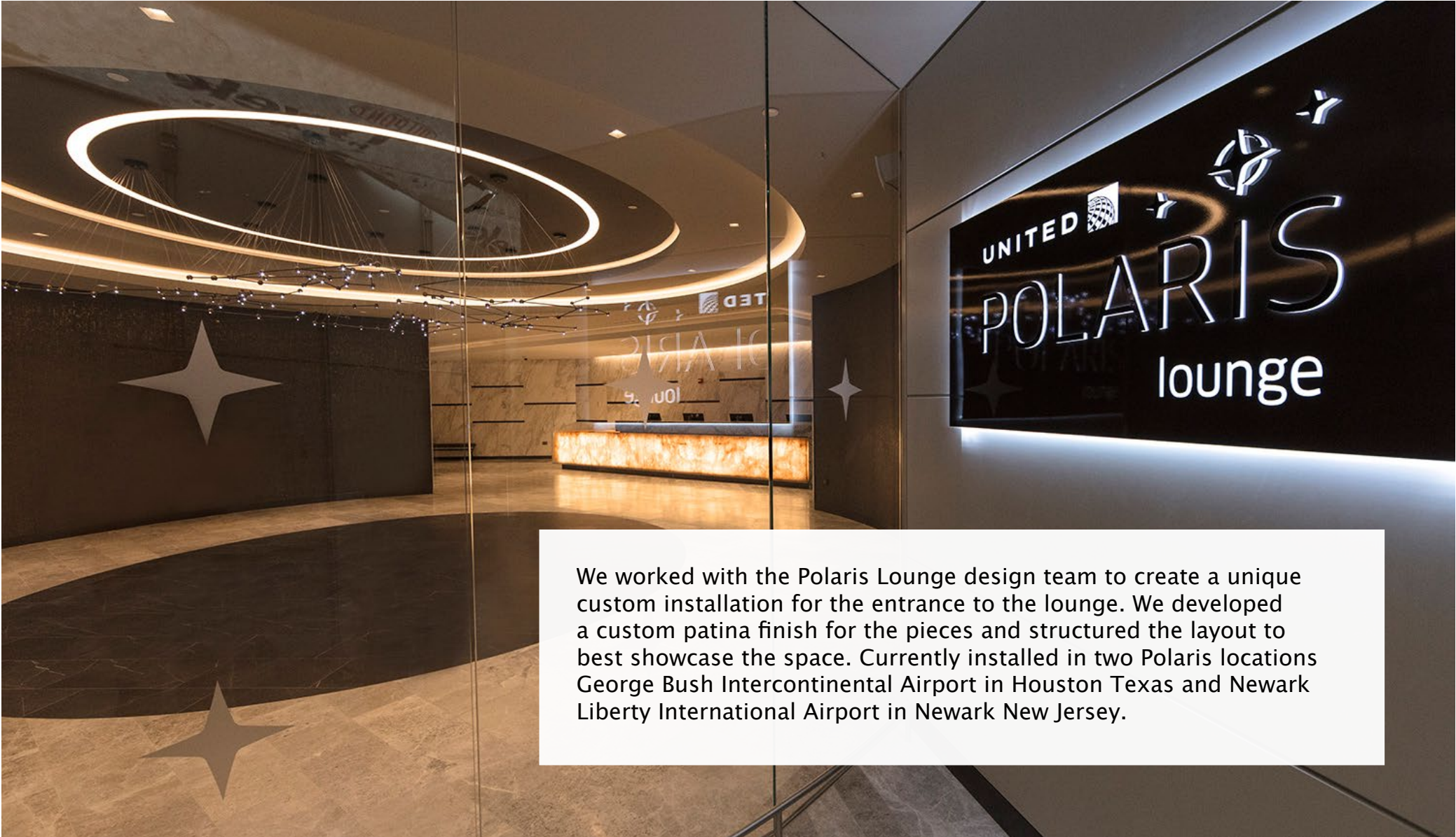


We teamed up with Kaiser Permanent to help cut stress and encourage passengers to stay healthy during the holidays with a makeover of the Terminal 2 (Southwest Airlines) security checkpoint. Above you can see one of our proposals for the project.

Portions of the security checkpoint now depict soothing aspects of nature, including the sights and sounds of a California redwood forest, a blue sky filled with clouds, and a 1,500-sq ft “living wall” filled with plants that act as natural air filters.



# CONSTELLATION INSTALLATION FOR UNITED AIRLINES LOUNGE



We worked with the Polaris Lounge design team to create a unique custom installation for the entrance to the lounge. We developed a custom patina finish for the pieces and structured the layout to best showcase the space. Currently installed in two Polaris locations George Bush Intercontinental Airport in Houston Texas and Newark Liberty International Airport in Newark New Jersey.





## MYTHOLOGY BAR AND RESTAURANT



Poised in DC's 'Atlas neighborhood' Mythology Bar and Restaurant is a themed wonderland of lore and legend like nothing ever seen before. Interior Design by Lee Design and Interiors Richard Clarkson Studio Clouds play a pivotal roll in the style and atmosphere.





## ROOFTOP CLOUDS



Any outdoor installation comes with its own challenges but creating a piece that can brave the winds and sands of a rooftop bar in Dubai was a monumental challenge. We worked with 40 Kong to create this custom installation using a protective globe sphere system – or Cloud bubbles as we came to call them.



## CUSTOM CONSTELLATIONS FOR PENTHOUSE APARTMENT



A very special penthouse apartment just of Central Part in New York required a very special mounting system. Working with both the design and construction teams we developed a custom mounting system that is almost completely invisible. Allowing the fixture to float just as the stars in the sky appear to do so.



## PRODUCT DESIGN CASE STUDIES

Our product design consulting department specializes in bringing your object or product idea to life. With most product design projects we help clients develop the concept and define the form and function through an iterative design process.





## SOL FOR GE



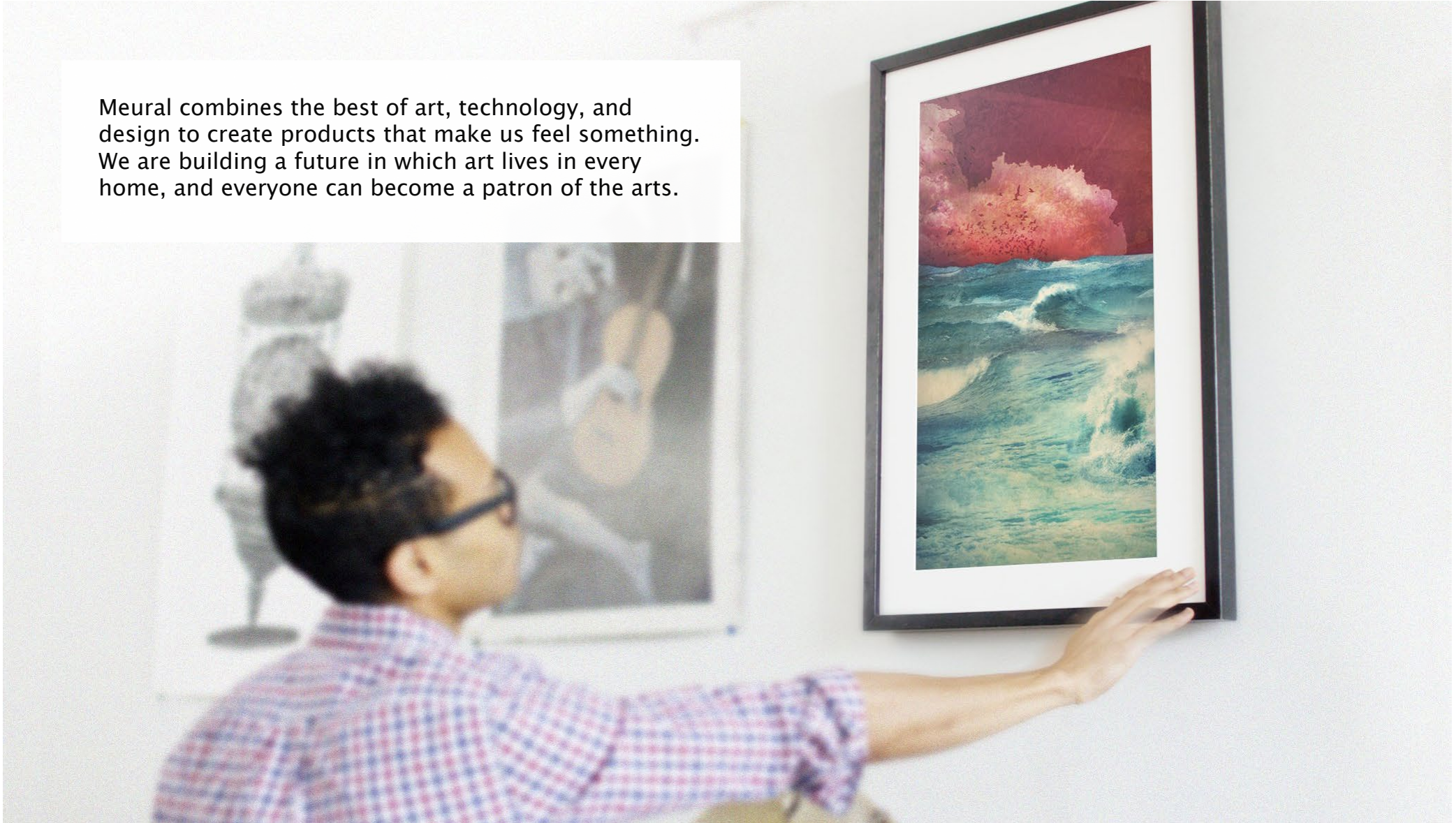
Sol was designed in part by Richard Clarkson, famed designer of The Cloud, a cloud-shaped ceiling fixture that produces a motion-triggered lightning and thunder performance. In addition to voice control, the product can also be controlled via a free C by GE app for iPhone or Android devices.





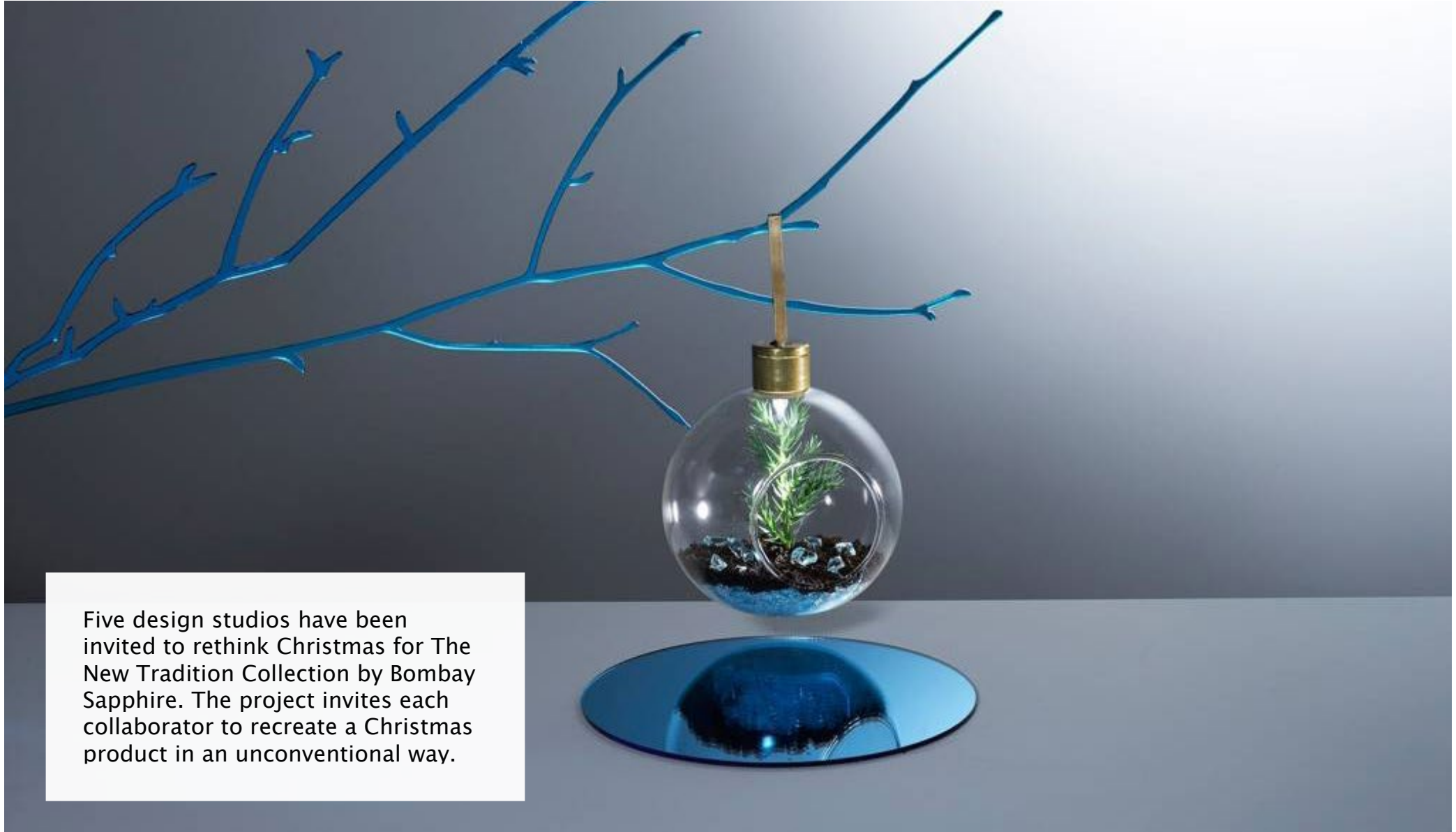
## CANVAS FOR MEURAL

Meural combines the best of art, technology, and design to create products that make us feel something. We are building a future in which art lives in every home, and everyone can become a patron of the arts.





## BAUBLE FOR BOMBAY SAPPHIRE



Five design studios have been invited to rethink Christmas for The New Tradition Collection by Bombay Sapphire. The project invites each collaborator to recreate a Christmas product in an unconventional way.



## FAQ

- **How do you clean a cloud?**

Gently batt like a pillow to remove loose dust. If vacuuming is required do so through a rigid metal mesh such as this, the mesh will hold the fibers in place protecting the Cloud while you vacuum it.

- **What is your lead time?**

Lead times vary depending on the scope and nature of the project, in general we require 6–10 weeks. We also do have expediting options available for those on a time crunch.

- **Do you do the installation of the piece?**

We can but we will often design the piece to be able to be installed by your contractor or electrician.

- **How do you price your clouds?**

Custom sized and/or custom feature clouds are priced using a volumetric formula that factors in the various different features. We have an interactive quoting template that you can adjust size and feature values until you find your perfect cloud at your given budget.

- **Do you ship internationally?**

We ship worldwide, international shipping rates are calculated at checkout – prices are in listed in USD. Any local taxes, VAT or duties are billed by customs to the consignee upon delivery.



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For more information about anything in this document or to request case studies and references please see the link below:

[WWW.RCLARKSON.COM/CONSULTING](http://WWW.RCLARKSON.COM/CONSULTING)

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