



Aesthetic Effect, LLC & Daniel L. McPeak, RA:



Conceptualized in 2000 and created in 2003 Aesthetic Effect, LLC is uniquely designed to express a multi-faceted approach to Architecture and Project Collaboration.

As Visionary, Entrepreneur, Owner and Principle; Daniel L. McPeak utilizes top notch business and artistic skills to construct a physical venue to accommodate the expectations and needs of clientele by achieving the highest caliber of service and design. Not limiting involvement to Private Clientele, the firm also serves as consultant to other Architects of Record, Design Firms, General Contractors, Code Officials and Academic Entities.

Aesthetic Effect, LLC has developed a sensibility to style that encompasses all without specific archetype.

Our commitment to collaborate effectively and efficiently inspires our clientele to realize dreams by being actively involved in the process of the project are quintessential to success. Out of solitary significance of self to the warm embrace of family, community and society; distinctive and yet functional spaces emerge that capture the inherent qualities of each project.

Reputation marks the firm for the design of high quality projects in locales that range from the Ocean Coasts of New England, Deserts of the Southwest, Mountain Regions, Open Spaces of the Midwest and to the Islands of the Caribbean.

Daniel has earned a Master of Architecture with Distinction from the University of Michigan and studied Architecture and cultures abroad. He is also a Registered Architect in Massachusetts and Arizona, works toward sustainable solutions. He continues to stay on the leading edge of practice by augmenting professional education with membership to the American Institute of Architects (AIA), Friends of the Taliesin Fellows (FTF), Preservation Trust of Frank Lloyd Wright, University of Michigan Alumni Association (UMAA), Northeast Sustainable Energy Association (NESEA), and the United States Green Building Council (USGBC). Nation Council of Architecture Registration Board (NCARB) certification allows Daniel license transfer to any state where projects materialize.

Looking forward to the opportunities,

Daniel L. McPeak, Architect

**image above from Donn Angel Perez Lopez @ SITlos - Arquitectura y Arte

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Objective

Continuing my professional development and understanding of Architecture through the sciences and investigation of materials and systems.

Core

- **Knowledge** gained from mentors coupled with intrinsic personal ambition, experiential learning, and artistic endeavors I dedicate my service to observing, rationalizing, cultivating relationships and orchestrating projects for the betterment of this environment and the quality of humanity as deserved by all.
- **Experience** in the richness of moment, totality of being, and motivation for the truth with the wholeness of idea, spatial function, built form and daily existence defines the creed for which I follow.
- **Dedication** to all clients offers the best personalized service environment to engage your projects and realize your dreams.
- **Wholeness** of practice of Architecture based upon the integrity, brevity, honesty, and durability, we put forward all of our talents and resources to work with you through any and all phases of Architecture to achieve your goals.



The Aesthetic Effect, by Daniel L. McPeak

The Psychological Response to Beauty and Artistic Experience through Architecture Circa 2003 ~ circa 2003

- Societies cultivate, recognize, and admire technical architectural skills.
- Architecture is enjoyed for architecture's sake, and is not required to fit a function.
- Architectural endeavors set in practice generate a recognizable style.
- Individuals make a point of judging, appreciating, and interpreting works of architecture.
- Projects simulate experiences of the world, personal perception and moment realities.
- Architecture makes a dramatic experience.





Services

- I believe that every Client with a large or small project deserves the same level of service regardless of budget or time constraints.
- I will be happy to sit down with, talk over the telephone or correspond via e-mail at no charge to determine if I am a fit for you and your project.
- Since our inception circa 2003, we have completed over 100 projects in all fields of architecture with budgets as small as \$1500 to as large as \$200 million dollars, in-house and through consultation.
- Our service package includes but not limited to Existing Condition Survey, Programming, Schematic Design, Design Development, Construction Documentation, Bidding & Contractor Selection, and Construction Administration.
- The Staff are trained to deliver the project on time and under budget, coordinate with Project Consultants, and troubleshoot construction issues should they arise.



Beyond Borders

- Daniel L. McPeak has traveled the world and within the United States extensively throughout his career.
- Geographical knowledge and experience obtained has become invaluable to provide accurate understanding of environmental and social factors impacting designs.
- Over a year and a half of time collectively from 1996 to current have been spent discovering sustainable design features for areas with scarce resources and hostile weather conditions. Case Studies, US Virgin Islands, mainly St. John and St. Croix.
- Nine months have been spent directly studying European Architecture and contextually sensitive Urban Infill Projects abroad, based in Firenze, Italia (Florence, Italy)





Consulting

List of Active and Inactive Clientele from 1997 through current.

- William Willigerod PC
 - o Design Architect on Sustainable Caribbean Villas, emphasis on energy & water conservation
 - o Code compliance to IBC, IRC and CZM of the Virgin Islands
- Cathy Rex, PC
 - o Commercial Code Analysis on Schools Facilities, Emphasis ADAAG Barrier Free Design and Health Code
- Michael Sheats Architect
 - o Design Architect on Sustainable Caribbean Villas, emphasis on energy & water conservation, Hurricane Restoration
- Alexandra Hayes, PC
 - o Design Architect in charge of Code Review, Modeling, design documentation and Permitting
- Lanning Architecture
 - o Design Architect in charge of Code Review, Historic Integrity, documentation and Permitting
- Fry Architecture
 - o Hired to establish/implement office Digital Library and Documentations Systems
- Meneghini & Associates
 - o Designer of Exterior Skin Package for a Midrise Corporate Office in Michigan
- Hobbs & Black Architects
 - o Designer of Masonry Church buildings in Michigan
- Emaar Properties
 - o Design Architect in charge of Residential Development, entailed generation of 4 villa plan types, with 7 variations in each plan w/ corresponding elevation and style. All work done in Metric.
- TF Group
 - o Design Architect in charge of \$42 Million worth of new and renovated buildings on a Private Ranch in Arizona
- Tucson Electric Power
 - o Design Architect in charge of LEED research for a building and site that was in consideration of demolition or renovation.
- Frank Lloyd Wright Fellowship
 - o Graphic Designer of Corporate Branding
- FLLW Preservation Society
 - o Liaison for Usonian homes in the Mid-west, structural review and renovation suggestions.



Consulting Administration and Coordination Services

The professional services rendered by Daniel L. McPeak, RA as Consultant/Architect of Record are not limited to the following:

- Assist determining a preliminary proposed scope of work with Client.
- Assist with arranging for funding with Managing Boards.
- Prepare and distribute a RFP 'request for proposal' for distribution to qualified Engineers or Consultants.
- Conduct pre-bid conferences and tours with Engineers or Consultants who are invited to submit professional services proposal.
- Schedule and attend interviews with Engineers or Consultants.
- Negotiate terms and conditions for the Agreement between the Client and the Engineer or Consultant.
- Compile/Distribute Specifications/Construction Package per Project.
- Review the plans, specifications, and project manual/bid package prepared by the Engineer or Consultant for consistency with design intent.
- Schedule and attend Special Meetings.
- Schedule and attend Special Meetings of the Tenants for Commercial Projects.
- Schedule and attend periodic project meetings with General Contractor.
- Assist the Engineer or Consultant with identifying qualified contractors who are invited to submit written bids.
- Attend pre-bid tour and conference at the property.
- Assist the Association's attorney with preparing contract documents.
- Compile/Review pre-construction check list.
- Review 'Proposed Change Orders' and 'Change Orders'.
- Review/Execute 'Requests for Information' (RFIs).
- Execute Architect Supplemental Information to General Contractors.
- Review 'Submittals' and 'Mock-ups' with the Engineer or Consultant.
- Review waivers and partial release of lien forms and waivers and final release of lien forms.
- Review/Approve 'Applications and Certificates for Payment' and process duly certified payments.
- Review/Approve Punch Lists.
- Release 'Certificates of Substantial Completion' from the Engineer or Consultant.
- Assist with conducting a final inspection and certifying a final application for payment.
- Prepare written communications to Tenants/Clients/Associations.
- Assist the on-site staff with coordinating access to and from the building and the units.
- Review Project Close-Out Check List.
- Maintain Client contact for future work/project life cycle.



Industry Interface

Research used to enhance public safety and proper material/system use per project.

- ANSI American National Standards Institute
- ASHRAE American Society of Heating, Refrigerating + Air-Conditioning Engineers
- AISC American Institute of Steel Construction
- IBC, IRC, ICC
- CSI MasterFormat

Publications

Meaningful milestones at the University of Michigan.

- **Atelier** 'Residual Roadside – Architecture of Memory' 2002
 - o Personal Research into Memory of Built Environment
- **Exhibit of Design** Toscana, Italia & Delphi, Greece 1995-97
 - o Installations on Sustainable Design
- **Firenze** Artist Colony over the Fiume Arno 1997
 - o Pre-cast and off site manufactured components, Concrete, Steel & Glass
- **Greve** Chianti DOCG Regional Facility 1997
 - o Pre-cast and off site manufactured components, Earthen Materials, Natural Lighting
- **Showcase** Rendering & Plans 'The Model Home' 1997
 - o Hand Rendering, Ink on Mylar, Color Pencil
- **Portico** Excerpts from 'Educazione Di Firenze' 1996
 - o Article on experiences abroad.
- **Delphi** Museum of the Charioteer 1995
 - o Modern facility using durable materials, Solar Shading Devices utilized, Building Skin separated to alleviate temperature differentials.
- **Work** Photography & Model 1995
- **Brush Park** American Wood Council Competition 1994
 - o Emphasis on sustainable design in an Urban Context of Downtown Detroit mid 90s
- **Michigan** Exhibition of Works i-iv, Ann Arbor, MI 1994-97
 - o Studio Work on public display.



Conferences & Lectures

- AIA Lecture Series – Phoenix, AZ	2003-Current
- NESEA – Boston, MA	2002-Current
- Build Boston – Boston, MA	2000-Current
- BSA Lecture Series – Boston, MA	2000-2003
- Taliesin Fellowship – Ann Arbor, MI	1997-2000
- Dow Lecture Series	1996-1998
- Martin Luther King Jr. Conference	1995
- AIAS National Conference - Kentucky	1994
- 75 th NCARB Meeting – Dearborn, MI	1994

Awards, Honors, Grants & Scholarships

- Top Studio Designer – Firenze, Italia	1996
- Recipient Award Overseas Academics	1996
- Top Studio Designer – Delphi, Greece	1995
- 1 st Martin Luther King, Jr. Service Award for Academic Politics & Leadership	1995
- 75 th NCARB AIAS Representative	1994
- The University of Michigan Architectural Grant	1994-1997
- Distinguished Process Designer	1992
- Michigan Competitive Scholarship	1990-1994
- City of Midland Board of trustees Scholarship	1990-1992