



Where Art and Architecture Come Together

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IONIC DEZIGN

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When Covid-19 hit the world a few years ago, it forced many if not most companies to stop in their tracks and ponder problems they had no solutions for. Indeed, everyone was treading unknown

waters as business after business closed their doors to regroup temporarily. After all, few had a blueprint for navigating a pandemic that mandated shut downs of all work -related norms. Yet there remained a need to keep an economy moving that produced goods and services despite all the obstacles. That was certainly the case for the design and construction community, and rising to the challenge a few elite firms took flight, prospering when others harbored despair and uncertainty. For Ionic DeZign Studios, stealthy

adaptation and strong leadership allowed for not only new and promising opportunities, but also for growth and experience that helped forge new and lasting client relationships while strengthening long-standing ones.

Based in Virginia Beach, VA, IONIC was founded in September 1999 by Eugene Thompson, who was inspired by his passion for great design and his desire to own his own company. When opportunities were scarce, Eugene took a leap of faith and decided to start IONIC after

resigning from his job. Fortunate to work on a diverse range of project sizes and types, Eugene and his team have worked hard to create an environment that fosters expertise across multiple disciplines. Today, IONIC is a full-service architecture firm, providing a wide range of services for custom architectural design projects in over 23 states. “We have a team of highly skilled and dedicated DeZigners who are committed to providing the best design solutions to meet the needs of each client,” explains Eugene. “IONIC is equipped with the technical support staff and consultants to handle any project from initial programming to post design services, delivering a turnkey product that exceeds client expectations.” With a focus on client relations and a passion for design, IONIC focuses on being unique in the arena of architectural services. They have

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PROJECT PROFILE

Battlefield Blvd Retail

CLIENT: Real Services York

SIZE: 8,200 SF

COST: \$1.2 Million

TEAM: GC: Taylor Construction - Structural: Britt Peters and Associates -

MEP: Roach Consulting Engineers



Battlefield Boulevard Retail — Image Property of IONIC DEZIGN

PROJECT PROFILE

Mancoll Cosmetic and Plastic Surgery

CLIENT: Dr. Mancoll

SIZE: 14,250 SF

TEAM: Structural: Britt Peters MEP: Covington Design Group

Mancoll Plastic Surgery enlisted IONIC to create their new 14,000 SF medical office. The project boasts distinctive elements, including wooden trusses integrated into the building's exterior, stunning lighting that enhances the structure's aesthetics at night, and a cozy beach-inspired ambiance accentuated by ocean blue hues both inside and outside the office, fitting for its proximity to the beach.



Mancoll Cosmetic & Plastic Surgery
Image Property of IONIC DEZIGN



Mancoll Cosmetic & Plastic Surgery — Image Property of IONIC DEZIGN

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become particularly well known for their creative and functional work in corporate interiors, office buildings, restaurants, retail development and worship centers.

Providing custom architectural design with a personalized approach, IONIC has become a

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PROJECT PROFILE

GRACE Bible Church

CLIENT: GRACE Bible Church

SIZE: Size: 21,000 SF

COST: \$2.2 Million

TEAM: GC: Hoy Structural: Sinclair Pratt Cameron MEP: PACE

IONIC was approached by a growing, multi-location church to provide conceptual design for a new campus location in Norfolk, VA. The church sought confirmation of the suitability of a 21,000 square-foot office building to be converted into a new worship facility with a contemporary feel to complement the church's primary location in Virginia Beach. IONIC utilized the existing footprint, raised the roof to accommodate the worship assembly, and carefully altered the remainder of the structural design within the budget. The project also included the addition of a new second-story entry to create a common brand for the church.



GRACE Bible Church — Image Property of IONIC DEZIGN

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valued marketing branch for many general contractors. “They trust us to foster the relationship they have with their client by rolling them into our process of TEAMING,” continues Eugene. “We know that a successful project stems from the people on the team and how they work on the client’s behalf. That team includes our own staff partnering with the finest contractors and consultants that have each client’s goal as paramount to the entire design and construction process.” To be sure, all firms claim to have a solid and effective design process, but the fact is that too many clients do not understand what those phases mean or why they are important. “What IONIC does different is how we share the information and knowledge about each step,” adds Eugene. “That simple explanation process is appreciated by our new clients unfamiliar with architecture as well as the veteran developers that have been through the process many times. It’s clear, it’s concise and it’s proven.”

Knowing communication is always the primary key to success, IONIC has developed a patented approach to communicate with their clients at every stage of the project, keeping the owner informed at any given point. “Involving the client from the beginning has always been a focus for IONIC, but recently we have further developed themes that we want to better enhance,” says

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PROJECT PROFILE

AVMAC (Aviation Management Analytical Consultant)

CLIENT: AVMAC Aviation Management Analytical Consultant

SIZE: 25,400SF

TEAM: GC: greenwood building Structural: Britt, Peters MEP: Permitzip





AVMAC (Aviation Management Analytical Consultant — *Image Property of IONIC DEZIGN*)

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Eugene. “In the past we have focused on Visualizations where we examine in far more detail than most architects. We have also established a system that fosters better communication during the construction phase between owner, architect, and contractor. This year our theme is to enhance our communications systems.”

Being as dynamic as it is, the architectural market is always evolving and adapting to meet the changing needs of society. As such, IONIC focuses on the acronym M.I.R.R.O.R. as a constant reminder of this ever-changing landscape in these larger market segments and the need for architects to be flexible, creative, and visionary in their approach to

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PROJECT PROFILE

The Boys and Girls Club of Hampton

CLIENT: City of Hampton, VA

SIZE: 9,940 SF

TEAM: Structural: Britt, Peters and Associates MEP: Coastal Engineering GC: Spain
Commercial Civil: ATCS Geotechnical: GET Solutions



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design. “The architectural market is like a vast and intricate mirror, reflecting the diverse and ever-changing needs of society,” explains Eugene. “Each segment - Medical, Industrial, Restaurants, Retail, Offices, and Religion - is like a unique and intricate facet of the mirror, each reflecting a distinct and important aspect of our community. Whether building a cutting-edge medical facility or a beautiful and inspiring place of worship, the challenge of the architectural market is to craft a space that reflects the needs of

PROJECT PROFILE

Haynes Furniture

CLIENT: Haynes Furniture

SIZE: 150,000 SF

COST: \$2,000,000

IONIC has been working with the Haynes company for more than a decade. As one of the premier companies in the region, Haynes values the curb appeal of its stores. IONIC has been grateful to be the architect of choice for half a dozen Haynes Furniture and The Dump Furniture Outlet stores both here in Virginia and as far away as Deerfield, IL. IONIC works closely with the company’s internal branding and design department to ensure that the Haynes brand is represented in its exterior and interior design.

society and enriches the lives who those who use it.”

Comfortable working outside of the typical architectural norm, IONIC stands out from others due to their experience, diversity, creativity, and ability. “With a wealth of experience, IONIC has honed our skills and developed a

deep understanding of the architectural industry, allowing us to tackle even the most challenging projects with confidence and expertise,” states April Vertrees, Director of Marketing. “Our diverse background, with a team of architects from different backgrounds and perspectives, allows

us to bring a unique perspective to every project.” While some firms prefer to stay within their familiar niche, IONIC’s ability to tackle new and unconventional projects sets them apart. “Our diverse perspectives lead to creative solutions that are not only functional, but

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Haynes Furniture — Image Property of IONIC DEZIGN

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also aesthetically appealing and culturally sensitive,” adds Eugene. “Our willingness to push the boundaries of traditional architecture makes us a valuable and sought-after partner for clients looking for innovative solutions.”

That ability to serve their clientele almost suffered a serious setback, if not total stall as Covid-19 struck in 2020. Yet IONIC remained as innovative and flexible as ever, and as the world pondered the near future behind masks and hand-sanitizer, Eugene and his team stayed open, focused, and available. “We were extremely fortunate to only have to close our doors for three days,”

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*We are proud of
our relationship
with Ionic DeZign.*

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PROJECT PROFILE

Wendy's Corporation

CLIENT: Wendy's various locations.

Ionic DeZigns has been fortunate to work with the Wendy's Corporation as they design and implement upgrades to their restaurants throughout the region.

“Developing new restaurants and reimagining existing restaurants requires a talented team. The Architect of Record (AOR) is an integral part of that team, and their skill and experience can weigh heavily on the success of a project. With that in mind, Wendy's new Preferred Architect Program was designed to identify Architects that have proven themselves as great partners to both Franchisees and the Company.

“Choosing one of Wendy's preferred Architects can result in more accurate drawings, greater adherence to standards, fewer change orders, and generally, allow the project to move ahead more quickly. An overview of the Preferred Architect Program can be found on We Connect, which outlines the guiding principles for the program and expectations for those select few firms as well as the list of preferred Architects.”

“We are proud that Wendy's recognizes our talents and expertise, and look forward to many more Wendy's projects,” said IONIC Founder and Senior Architect Eugene Thompson. The IONIC team works on architecture projects in 21 states and has extensive experience and expertise in the fast casual restaurant industry, among others.





Wendy's Corporation — Images Property of IONIC DEZIGN

PROJECT PROFILE

Community West Church

CLIENT: Community West Church

SIZE: 9,500 SF

TEAM: Structural: Britt, Peters and Associates MEP: PermitZIP

GC: Century Construction

When approaching this project IOINC understood the importance of creating a building that serves as an outreach to the community, while seamlessly integrating with the natural surroundings and fostering the history of this congregation to continue its legacy for many more years to come. Our team at IONIC is committed to bringing this vision to life, using the concept images provided as a starting point to ensure that all design concerns and ideas are taken into account. The client wanted a new building that gave a cathedral feel but with a more modern twist to it.



Community West Church — Image Property of IONIC DEZIGN

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states Eugene. “After the initial shock of the situation, we quickly adapted by implementing remote work for our employees. We instructed them to take whatever they needed from the office and to set up their own internet connection at home to maintain our production levels.” This extremely short closure allowed IONIC to take advantage of new opportunities that arose as they were able to turn challenges into growth opportunities and emerge from the pandemic stronger than before. “We were pulled in on many smaller jobs and our dedication to serving our clients during this time established our reputation as a trustworthy and reliable business,” continues April. “Our hard work and adaptability paid off, as we’ve continued to thrive with returning clients in the years since.” Today the firm continues a flex work-from-home/work-in-office hybrid model to allow greater flexibility for their employees as well as for their reach. “This model has given us the advantage of hiring DeZigners from anywhere across the country and the world, having them work remotely to continue our growth in talent and diversity,” adds Eugene.

Certainly not your everyday architecture firm, it comes as no surprise that IONIC fosters a culture a notch or three higher than just a fun place to work. In fact, they label it as “Funtegritvity”. And what exactly is Funtegritvity?

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Elite Motors — Image Property of IONIC DEZIGN



St. Stephen's Episcopal Church — Image Property of IONIC DEZIGN

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“Fun + Integrity + Creativity. It is the collective, playful, spirited, life-giving, teamworking, respectful, humble, honoring, listening, collaborative, problem-solving, edge-cutting, adventurous force behind everything we do!” explains April. This inspirational approach to team-building has been a positive catalyst to both personal and professional growth for all IONIC staff members, and has proven extremely complimentary to the firm’s Core Values. “At the start of every week, we ask our team which core values they embodied in their work over the past week,” says Eugene. “Our values of Innovation, Creativity, Problem-Solving, Teamwork, Respect, and Family guide us in our work and set us apart from others. By prioritizing these values, we gain a unique perspective that drives our success as a company.”

Not to be overlooked in their overall culture of Funtegritvity is the company’s creative muse, *DeZignosaurus Rex*. A true IONIC veteran, this imaginary mascot encourages the team to step away from lackluster or uninspired design, while upping their collective game. “DeZingosaurus Rex is the force behind our creative inspiration and helps push us forward when a design is not quite ‘there,’” states April. “He challenges both architects and designers to push the boundaries and constantly improve our collective efforts.” The IONIC team has truly come to love DeZignosaurus Rex’s ability to spur



them on to leave their mark on every project. “Whether it’s in subtle artistic elements or with larger footprints that roar ‘check out this cool feature!’, DeZignosaurus Rex makes his presence felt on each team member as they look to bring every client’s vision to life,” continues April.

While Eugene and the entire IONIC team takes tremendous pride in their dedication to inspired, diverse and creative design, they also know that the true measure of success is complete client satisfaction on every project. The following are only a handful of the many

testimonials giving example to IONIC meeting that goal, every time and without exception.

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“Century enjoyed working with Ionic DeZigns throughout the design and construction phases of the Community West project. Ionic DeZigns displayed a team spirit which made the project a success for both Community West and Century Construction.

IONIC’s architectural vision and design captured the Owner’s requirement for a connection to the outside elements.” – Neil Palmer, Vice President, Century Construction

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“You have no idea how much this means to our set design volunteers, most of whom have little background in professional design, much less in designing for such a restrictive space. You have our gratitude for the time and skills you have given us, and our appreciation for years to come.” Sandra Epperson of the Little Theatre of Virginia Beach

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“That transformation of the building is the greatest example of going from crap to Holy Crap!” - Adam Ritt, Vice President, HOY Construction

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“What has always impressed me about your team is the ‘can do attitude’, They always welcome the new challenge that presents itself without hesitation.” - Dave Mykins, President Emeritus of Lynch Mykins

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“An office space has to have tons of windows + natural light to attract tenants.

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MYTH! BUSTED! When I found out where Ionic DeZign Studios, Inc. was located I thought it was an unusual choice for space because I knew the building lacked windows.

.....
And they are a hip architecture and interior design firm. They obviously need all the windows. Well...when I walked into their space, all my words momentarily stopped working. I. Was. Speechless.

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Beach Municipal Credit Union — Image Property of IONIC DEZIGN

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And then the words came flooding back. The place was eclectic and

colorful and stunning and magical. And it was thoughtful and dynamic and functional and ambitious. It was like nothing I've ever experienced before in office space design. You know what I didn't even think about until later in the day? The tiny windows. In conclusion, you might want to work with Ionic DeZigns to overcome any perceived issues (like a lack of natural light) within your space."


Nicole Campbell, Assistant Vice President, Divaris Real Estate

As Eugene and the Ionic DeZign Studio's team ponder the future, they have every reason for optimism and excitement. Considering the firm's goals, both short and longer-term, a clear and aggressive plan comes to light on how they will do business and who they do business with. "One of the first goals we are looking to better establish during our strategic growth is the levels of focused teams within," explains Eugene. "As we grow, we want to continue developing our young DeZigners into established and knowledgeable leaders, not only in the skills of architecture and interior design but also in the areas of ownership and responsibilities. Providing for the next generation will allow the legacy of our business to continue to thrive."

A second goal, looking to expand into multiple areas and disciplines, means IONIC will employ a smart growth strategy, leveraging solid long-term client relationships that foster organic company development. "Currently we are engaged with multiple clients that have several locations of work," continues Eugene. "While we are licensed in half of the states, we look to continue expanding those relationships into more states as well

as adding new franchises to our portfolio." This goes hand-in-hand with IONIC looking to grow their physical footprint as well. "Over the years we have made the efforts to expand by acquisitions. However, our new business model is not necessarily about having multiple locations, but rather focusing our growth of individuals," adds Eugene. "It no longer matters where our employees work with the new remote work model. Imagine having team members that are located in Dallas or Denver or Pittsburgh? There is no need to relocate families from their homes but rather allow them to grow and foster business relationships where they currently live."

Having such tangible and unique goals, Eugene also believes that what matters most to current and future clientele will always be the hallmark and signature of every IONIC design. "We will always strive to create a sense of order and harmony, that is, symmetry. Just as a mirror reflects a balanced and repeated image, symmetry in architecture creates a balanced and harmonious design," says Eugene. "We take great pride in the philosophy that our DeZigners create projects that becomes Art You Can Walk Through." I imagine DeZinosaurus Rex would give that a roar of approval.



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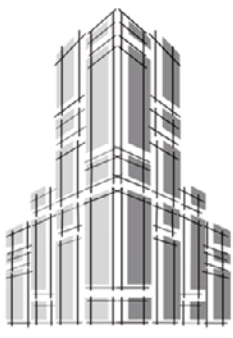
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