



Retail & Hospitality

Geno Yun /AIA: Portfolio

(Projects delivered while at Gensler and ELS)

CREATING A SENSE OF PLACE

The key to designing an engaging retail environment begins with curating a strong tenant lineup with a mix of retail, entertainment and food organized around a great social experience. At the Stanford Shopping Center (above & below) over two decades of planning and implementation allowed the aging center to flourish and become a popular open air community gathering place, where people come to visit, shop and linger.



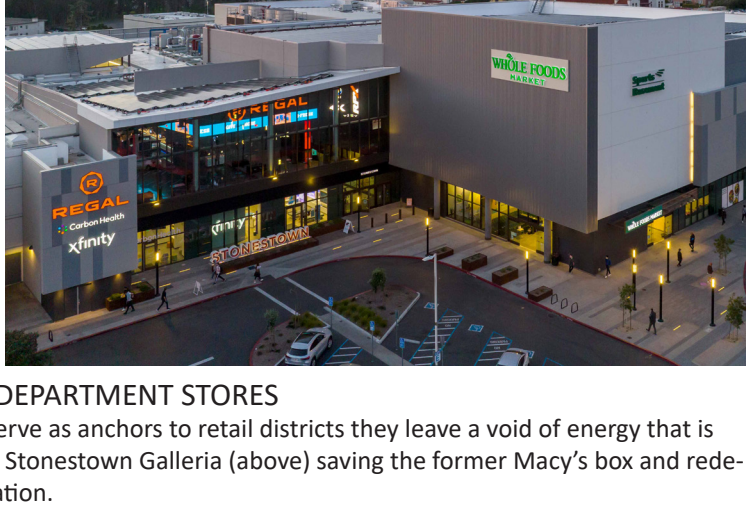
MIXED USE PLANNING

Glades Plaza is a redevelopment of a low density town & country center into a vibrant urban environment. The plan includes a complimentary mix of uses: residential and office over retail, 100-key hotel and restaurant supports a vibrant social gathering hub in Boca Raton FL.



The community-centered plan establishes pedestrian friendly outdoor social spaces as the connective elements for linking all of these uses:

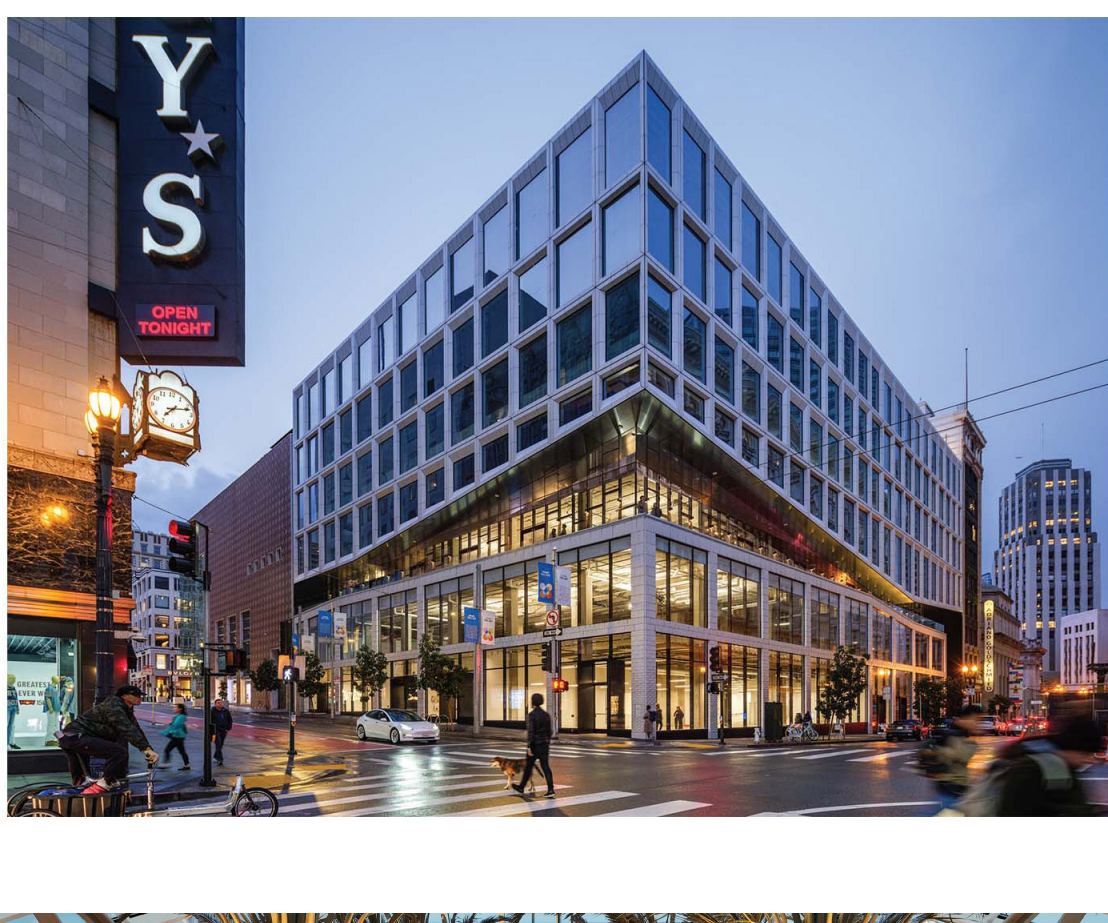
- Retail (70,000 SF)
- Residential (265 DU's)
- Office (80,000 SF)
- Hotel (65,000 SF)



GIVING NEW LIFE TO FORMER DEPARTMENT STORES

When department stores no longer serve as anchors to retail districts they leave a void of energy that is positioned for redevelopment. At the Stonestown Galleria (above) saving the former Macy's box and redeveloping it into a multi-tenant destination.

The design for the former Macy's at Union Square (below) also saved the existing structure while inserting new office and retail uses. This transformed the once window-less box into a activated lantern on the corner of this busy shopping corner.



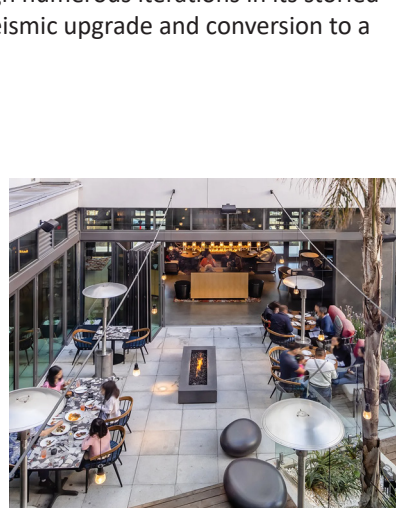
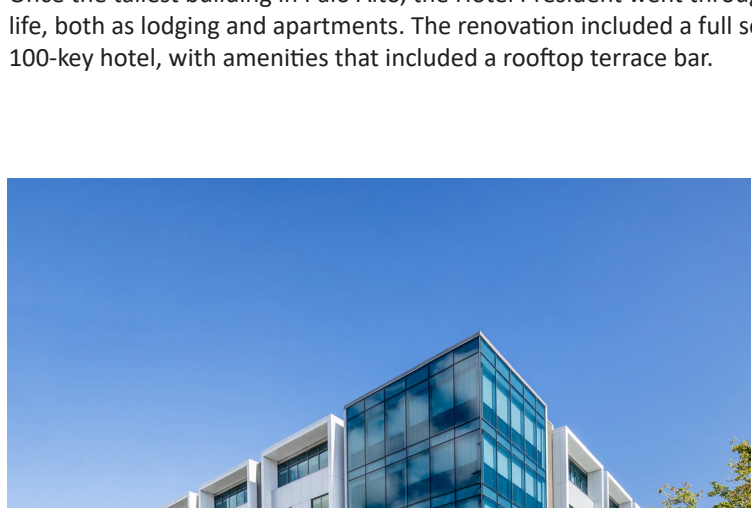
RETAIL REDEFINED

A retailer's success was once defined by sales and volume of product, but today that's not enough. To compete with online convenience a retailer must offer a hospitality-grade experience and the RH at Pier 70 in San Francisco has elevated this to elegant results. A historic building has been fully renovated and repurposed to house the retailer's flagship gallery and restaurant.



RESURRECTING HISTORY

Once the tallest building in Palo Alto, the Hotel President went through numerous iterations in its storied life, both as lodging and apartments. The renovation included a full seismic upgrade and conversion to a 100-key hotel, with amenities that included a rooftop terrace bar.



SILICON VALLEY'S TECH AND SOCIAL HUB

Situated adjacent to Google's campus, the Shashi Hotel offers multiple restaurants and bars for meeting and dining. 200-keys surround a pool terrace with elevated lounging options while amenities include private meeting rooms, state of the art fitness center and spa treatments.