

## GOOCHDESIGNSTUDIO LLC

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### EXPERIENCE

Gooch Design Studio  
Chicago, IL, (2001-Present)

Epstein/ISI  
Vice President  
Chicago, IL, 1998 - 2001

Solomon Cordwell Buenz  
Senior Lead Designer, Interiors  
Chicago, IL, 1994 - 1998

Gooch Design  
Chicago, IL, 1990 - 1994

Peter Marino Architect  
NY, NY, 1990

Skidmore, Owings, & Merrill  
Architecture Intern  
NY, NY, 1986 - 1989

Mark Hampton Inc.  
Interior Design Intern  
NY, NY, 1982

### WENDELL GOOCH

Principal/Lead Designer

Trained as an architect and practicing as an interior designer, Wendell Gooch is building a design practice based on the traditional principles of hard work, focused commitment and innovation. Educated in the Liberal Arts, Wendell has cultivated a broad and academic approach to interior design, resulting in signature projects that respect their surroundings and represent their client.

Dedicated to “working with the best,” Wendell trained with such design luminaries as Mark Hampton and Peter Marino in New York and architecture firms such as Skidmore, Owings and Merrill, Solomon, Cordwell Buenz and A. Epstein and Sons International. Working in these varied environments enhanced his knowledge and honed his business skills, a rare combination in a practicing interior designer. This balance of training enabled Wendell to create a distinct approach to his practice, combining artistic vision, classic influences and current trends into a seamless, elegant style.

Wendell’s abiding interest in the decorative arts and fine living continues to take him on many adventures that offer inspiration to his design and practice. A dedicated student of historic interiors and architecture, Wendell travels extensively to many of the world’s finest hotels, clubs and residences. Collecting brochures and meticulously photographing each location, he has amassed a personal archive of historic, transitional, and modern interiors. This archive is used on a regular basis by Wendell and his staff as a source of inspiration for many current projects.

Over the course of his career Wendell has developed an affinity for taking on intricate projects, teams and schedules. This is exemplified by his ongoing involvement with the Four Star Amway Grand Plaza Hotel in Grand Rapids, Michigan. For the past 12 years, Wendell has played a major role in the hotel’s ongoing renovation projects. He is recognized as an integral member of the hotel’s management team, regularly participating on strategic long range planning initiatives and assisting in developing project scopes, budgets and schedules.

### EDUCATION

Bachelor of Architecture (1986)  
Bachelor of Fine Arts (1985)  
Rhode Island School of Design

Bachelor of Arts -  
Political Science, Art History (1983)  
DePauw University

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