



STUDIO  
**MAS**  
CREATIVE

**Improving Lives Through Design  
Providing More Value, Doing More Than Good,  
and Delivering More Than Expected!**

# STUDIO MAS CREATIVE

Continued from page 9

One pivotal evening, three good friends were sharing their dreams and thoughts for their futures over drinks. After many “what ifs” were thrown into the discussion, a central theme began to emerge. Each admitted they would like to run their own interior design studio, and before the evening was over, what seemed like a distant dream had quickly sparked the start of something new. Studio Mas Creative was born.

The three founders of Studio Mas Creative, Sara Zoumbaris, Clara Cooper, and Janey Green had met and worked closely with one another for several years prior to becoming Owners and Designers in their own firm. The

synergy of the team was a natural catalyst for the start of their studio, and their well-established professional and personal relationships proved the key to their early success. “We leaned heavily on our research skills and a well-connected network,” explains Sara. “We also remained very grassroots in our startup efforts, relying on advice and guidance from the region’s business leaders.” Yet, it was not just about building new relationships and strengthening old ones for Studio Mas. It had everything to do with a passion to do what they each loved. “We started the studio to create a company we were proud and excited to work for.” adds Clara. “We wanted more control over our professional career paths and workplace culture, and of course it was all fueled by a strong desire to create change in our local design community.”

As is so often true with starting a new business, the ability to

adjust to changing circumstances is tested much sooner than expected. Such was the case at Studio Mas, where they were faced with a global pandemic in just their first year. “We learned to adapt very quickly to create new connections in the region,” continues Janey. “One of our biggest successes thus far has been the return of several

clients with new creative opportunities.” As a full-service interior design studio with a variety of certifications including SWaM, NCIDQ, and LEED AP ID+C, Studio Mas carries a very diverse portfolio including commercial, federal, and residential projects. Beyond these project types, the

Continued on page 11

## PROJECT PROFILE

### 42 Ocean Condominiums

**Location:** Virginia Beach VA

**Contractor:** Frye Building Corp

**Project Description:** High-End Condominium Design Packages + Staging

**This project included the design of 3 holistic finish and fixture package options for clients to choose from. To cater to a variety of styles and personal aesthetics a client may have, a Coastal package, a Colonial package, and a Contemporary package were created – each with unique finishes and fixtures that embody their concept.**

**In addition to developing holistic design packages, Studio Mas Creative worked closely with the builder to select, coordinate, and stage furniture and accessories in two showroom model units (Coastal and Contemporary).**

**Project Size:** Units range from 848-4476 SF

**Project Duration:** 2020 - 2021



Main Bathroom Suite Progress  
— Photo: Studio Mas Creative



Construction Progress Contemporary Showroom  
— Photo: Frye Building Corp.



Studio Mas Creative Team — Photo: Studio Mas

## STUDIO MAS CREATIVE

Continued from page 10

studio offers a wide breadth of services that fall under interior design, project management and brand identity categories. With the capabilities to someday reach into multiple regions of the country, Studio Mas currently has a geographic reach throughout the Commonwealth of Virginia, North Carolina and Maryland.

When considering Studio Mas Creative as a whole, one should start with their name. MAS, which means “more”, is representative of the firm’s overall purpose and values. “We would like to be seen as the firm that provides more value, does more than good, goes further with design ideas, and exceeds the expectations of our clients,” states Sara. In fact, the Studio Mas team identifies their values as the common heartbeat of the firm. “One really special aspect of Studio Mas is that we all share the same values and we incorporate them into everything

we do, including our approach to design,” says Janey. Their values start with a simple yet important mantra “Have Fun”, as they know all things thrive when you are enjoying yourself. The second value is heavily focused on supporting others and enriching places, what the three owners call “Paying it Forward”. “Cherish Community”, their third value, puts emphasis on cultivating meaningful and longstanding relationships. The fourth, “Live Authentically”, celebrates the uniqueness they each bring to the firm, while the fifth, “Go Further”, motivates the firm to push the perceived limits of design by bringing more to the table.

Having these core values in place only serves to reinforce the overall mission of Studio Mas. “The main focus of our studio is to provide unique, functional, and beautiful designs that enhance the experience of our clients and the people using the spaces we design,” states Clara.

Approaching each day with these missions in mind, the three Owners have a unique balance of strengths that set them apart. Being a smaller firm allows a very

Continued on page 12



Bay Island Residence Kitchen — Photo: Studio Mas

## PROJECT PROFILE

### Bay Island Residence

**Location:** Virginia Beach VA

**Contractor:** Owner

**Project Description:** Private Residence Renovation

Studio Mas Creative was hired by the owner to consult on major design decisions during the renovation of this well-loved, waterfront home built in 1959. One of the main goals of the project was to put an emphasis on preserving many of the home’s original features. Transitioning to an open concept floor plan, the living spaces were oriented to revolve around the home’s central, double-sided fireplace. Ceilings were vaulted and windows enlarged to bring in more natural light and create fluidity between the interior spaces and the waterfront views.

The kitchen layout was one of the main focuses of the home’s remodel as the owner loves to host and cook for guests. A large, central island equipped with the cooktop was designed to create a show-like atmosphere between in the kitchen, dining, and living room areas.

**Project Size:** 3,000 SF

**Project Duration:** 2020 - 2021

# STUDIO MAS CREATIVE

Continued from page 11

## PROJECT PROFILE

### Chewning + Wilmer

**Location:** Richmond, VA

**Contractor:** Chewning + Wilmer

**Project Description:** Headquarters Renovation, Full Furniture Package, Custom Graphics Creation

Chewning + Wilmer brought on Studio Mas to refresh their headquarters office in Richmond, VA. Holding one of the oldest electrical contracting licenses in the state, this project brief involved creating a unique space that supported their modern brand while paying homage to their rich history.

Chewning + Wilmer's company motto - "Wired for your future" - inspired the overall design concept by taking cues from a power grid. Linear elements, layered visuals, and sharp contrasts were used to create a playful rhythm, imitative of wires and conduits.

With an elevated guest experience top of mind in the renovation, the focus of the interiors team was to generate a branded path through the circulation spaces of the building utilizing bold graphics, historical artwork, contemporary furniture, accent lighting, and more. As a growing company, attracting and retaining new employees was also an important goal to Chewning + Wilmer. Studio Mas Creative worked to modernize the space and support the company's goals through an energetic design concept.

Chewning + Wilmer's headquarters building is comprised of a large office area adjacent to a warehouse and shop. This resulted in several distinct user types and spaces that required different levels of durability. Selecting products that met the functional needs of the users, met the aesthetic goals of the overall concept, while also sticking to the project budget was a welcomed challenge.

Emphasizing the expertise as electrical engineers, the design team selected a variety of lighting applications that were installed in feature areas throughout the building to delineate and highlight functions.

Bold graphic wall decals tell the story of the company's past, present, and future through historic photos, timelines, and project installation images. In multiple locations, the graphic concept travels from the floor to the wall and even the ceiling, naturally pulling a guest through the space.

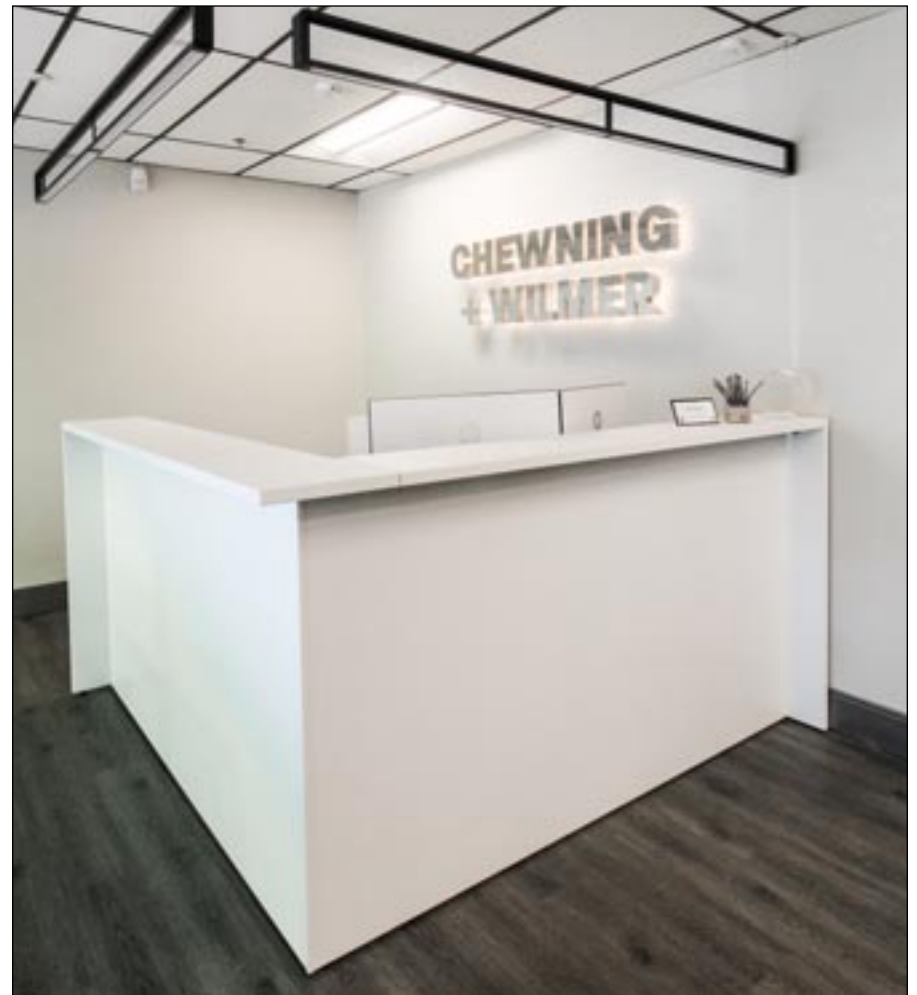
**Project Size:** 8,950 SF Office Portion

**Project Duration:** 2019

hands-on style even early in the design process. "Since we are a full-service interiors studio, we see projects from concept to completed construction, folding in our technical expertise at every step," continues Sara. "We have a team-approach with everyone on the project and work in tandem seamlessly with collaborative partners

and vendors. We pride ourselves in providing comprehensive design packages that often include full interior construction documentation sets." As an interiors-only firm, this means that Studio Mas is heavily focused on the end-user and often represent them on larger projects. "We advocate for

Continued on page 13



Chewning + Wilmer — Photo: Studio Mas



Chewning + Wilmer — Photo: Studio Mas

# STUDIO MAS CREATIVE

Continued from page 12

the interiors to be a priority from the start, especially because interiors are so often seen as an afterthought. There is value in taking a more integrated, holistic approach from the beginning of the project,” explains Janey. “If the functionality and aesthetics are not integrated from the beginning with an interior designer, the client’s ultimate goals may fall through the cracks.”

To ensure the design process is as smooth as possible, the Studio Mas team puts a strong emphasis

on communication, attention to detail and efficiency. “We take pride in being clear, concise, and as user-friendly as possible whether in our direct communication with the client, our construction drawings, or our presentations,” states Sara. “The end result is that our projects are completed with our highest quality of work.” This dedication is also evident in the firm’s consistent and reliable project management. “We don’t cut corners when it comes to managing our projects,” adds Janey. “Our vendors and subcontractors can expect us to be in contact regularly until a job is complete.”

While offering a design process that is tailored to each project, Studio Mas has understood from their inception the role the latest

technology plays in enhancing that process to meet the needs of client and contractor alike. “We provide 3D visualization services including renderings and fly-throughs to help a client better visualize the space in a more tangible way. It also provides them content that can be used for promotion and advertising,” says Clara. To say Studio Mas has invested in the most helpful and effective technology may be an understatement. To date, the firm uses the most up to date equipment and programs to make every design the very best it can be. They include AutoDesk Revit, Enscape, AutoDesk CAD, Adobe Creative Cloud, and a Virtual Reality Headset, just to name a few.

Believing each client deserves a space that is designed well and is

unique to them and their identity regardless of budget, Studio Mas goes to great lengths to manage a client’s expectations. “We want to enjoy the process and want our clients to enjoy the process alongside us, so we include them as much as they want in our design thinking exercises,” explains Janey. “Involving them early and often helps to make sure they feel comfortable and a major part of the design.” In fact, listening to the client is essential to not only meeting and exceeding the client’s expectations, it is crucial to making the design work within budget and meet every deadline. “We don’t design in a silo. We are listening to the client and that usually entails putting ourselves in the client’s or end user’s shoes,” adds

Continued on page 14

## PROJECT PROFILE

### East Beach

**Location:** East Beach, Norfolk Virginia

**Contractor:** Frye Building Corp

**Project Description:** Commercial Office Renovation

Studio Mas Creative worked with Frye Properties and the East Beach Realty team to create a unique boutique real estate office design. Pulling colors and textures from the surrounding East Beach scene, the design introduces natural materials, soft curves, warm tones, and pops of fresh blues. The design also integrates professional photographs of the East Beach Realty properties as artwork throughout the space. Furniture upgrades, new lighting, and custom-built elements create a comforting and high-end atmosphere for clients.

**Project Size:** 1,178 SF (includes outdoor patios)

**Project Duration:** 2020 - 2021



East Beach Realty Reception Area — Rendering



East Beach Realty Office — Rendering

# STUDIO MAS CREATIVE

Continued from page 13

Clara. “This helps us look at it from their perspective to really focus in on their needs and help define their goals.” A major focus of the studio’s design process is the incorporation of interior branding. “We put an emphasis on designs that reflect a client’s brand or tells their unique story through holistic touch points, which creates long-term added value,” says Sara. With such a commitment to client satisfaction, it is no surprise that the clientele of Studio Mas Creative has nothing but wonderful things to say about working with them. The following are only a handful of quotes that give testimony to the excellence the team brings to every project.

*“It is an understatement to say Studio MAS is very attentive to detail, professional, reliable, knowledgeable and enjoyable to work with. With this, I give my highest recommendation to engage and work with Studio MAS on any interior design projects. THEY WILL GET THE JOB DONE RIGHT AND ON-TIME!” - Kalpish Shah – Vice President, Operations - ITMS, Inc.*

*“The Studio Mas Creative team created a beautiful interior design for my home. I knew I wanted a mid-century modern look but needed a design plan - and they provided just that! They were professional and most important excellent listeners. I highly recommend Studio Mas Creative for your next creative interior design.” - Kathy Graves – Residential Homeowner*

*“Studio Mas Creative has a Unique talent and flexibility to meet any client’s needs.” - Dave Mangus – Vice President - DATA Estimating Services, LLC*

*“Working with Studio Mas Creative has been an absolute pleasure. One of their greatest assets is listening to their client’s wishes and creating a design that meets those expectations. They have come up with inspired, fresh ideas while staying within the given budget. We have now worked with them on multiple projects and would highly recommend their company.” - Allie Gorman – Director of New Project Development - Frye Properties*

*I have worked with a lot of subcontractors, but have never been more impressed with the attention to detail and work ethic that*

Continued on page 15

## PROJECT PROFILE

### Coast Guard

**Location:** Coast Guard Base, Portsmouth Virginia  
**Contractor:** ITMS, Inc., Tidewater Commercial Ceilings and Walls

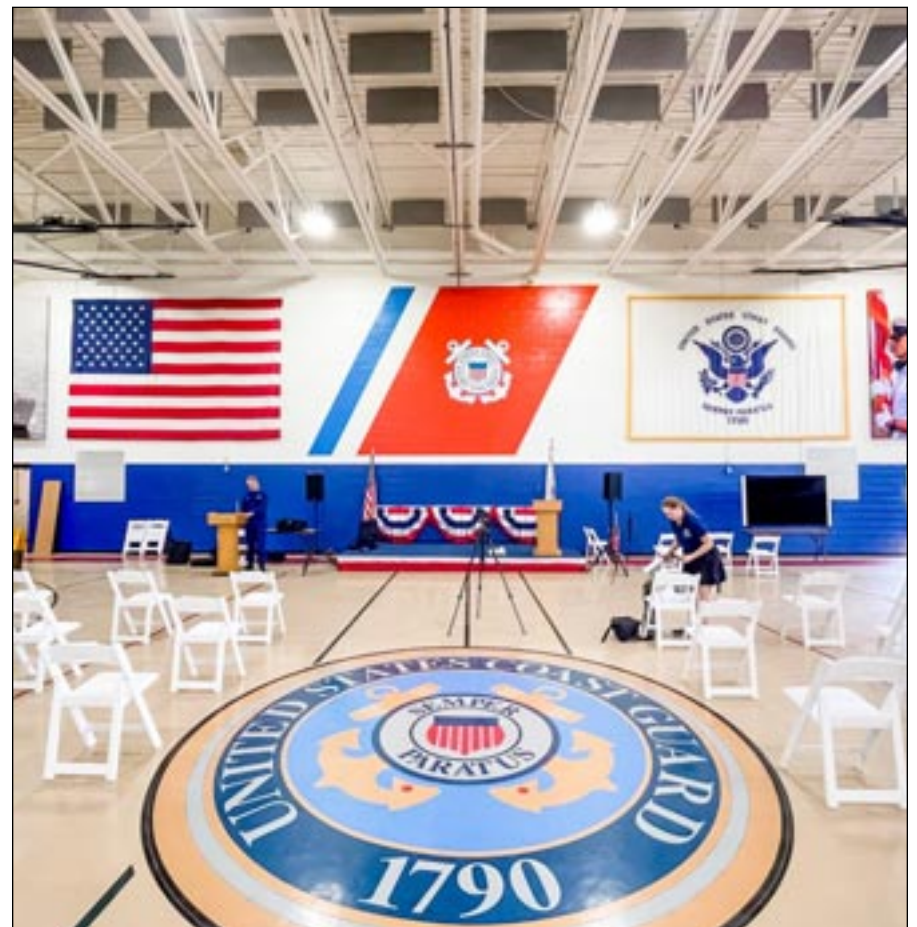
**Project Description:** Custom Graphic Acoustic Panel Design

This project for the United States Coast Guard aimed to transform their run-of-the-mill gymnasium into an elevated gathering space for ceremonies, while simultaneously reducing sound reverberation. Studio Mas Creative created custom graphics that would be wrapped on wall mounted acoustical panels in varying sizes. The designers created a layout that naturally drew your eyes around the gymnasium, while strategically avoiding an abundance of exposed conduit and piping. Showcasing the Coast Guard’s duties and missions, the space instills a sense of pride and camaraderie for all who enter.

**Project Size:** 2,500 SF

**Project Duration:** 2020 - 2021

*USCG Base Portsmouth sincerely thanks and appreciates Studio Mas Creative, neither the USCG or any part of the Federal Government officially endorses any company, sponsor or their products or services.*



United States Coast Guard Gymnasium — Photo: USCG

# STUDIO MAS CREATIVE

Continued from page 14

*Studio Mas has brought to our project. Y'all are the absolute best! I'm very grateful and pleased with Studio Mas and hopefully will continue to work with them well into the future. Thank you, Studio Mas for making my life easier and the project requirements delivered seamless and professionally done! - Tyler Biagas – Senior Project Manager/Estimator - Rand Enterprises, Inc.*

*“Thank you for your team’s effort in making the facelift of our corporate headquarters such a success! We are impressed with the commitment and dedication of you and your team throughout the entire process. The high level of professionalism and creativity were evident at our first meeting. Throughout the design process, we were able to overcome many challenges as we worked to combine form and function in our existing spaces. Your strong sense of style and aesthetics also prevailed, and we are very happy with the final product. You were able to appreciate the intricacies of our desires and needs and flawlessly managed the renovation, all while allowing our daily business to continue.*

*Thank you for personally seeing to the project. We are grateful for your kind help and will actively recommend you to fellow colleagues and industry partners.” -*

*Carson Rogers – CEO, President - Chewning + Wilmer*

Continuing their journey as a

Continued on page 16

## PROJECT PROFILE

### Wyndham Downtown

**Location:** Norfolk, Virginia

**GC:** Moliar Group

**Muralist:** Karri McPherson

**Exterior Graphic Wrap:** AG Wraps

**Project Description:** Exterior Identity Refresh

Studio Mas Creative was hired to create a new façade design for Wyndham Garden Norfolk Downtown, that reflected the Neon District’s mission of supporting passionate and creative artists. Beginning with several conceptual studies, the façade needed to integrate into the recently completed 3-piece exterior mural by artist Karri McPherson. The mural - which was commissioned by the NEON Festival - drew inspiration from the building interior and the 1960’s International Style of Architecture.

Working to incorporate the colors from the mural, natural wood elements and integrated LED lighting, the combination of bright colors and vertical elements draw eyes upward on the iconic building, creating a unique experience for guests arriving day or night.

**Project Size:** Full Exterior

**Project Duration:** 2019 - 2020



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3618 Tidewater Dr., Norfolk, VA, VA 23509

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2393 Huckleberry Trail, Virginia Beach, VA 23456

Phone: (757) 409-8079



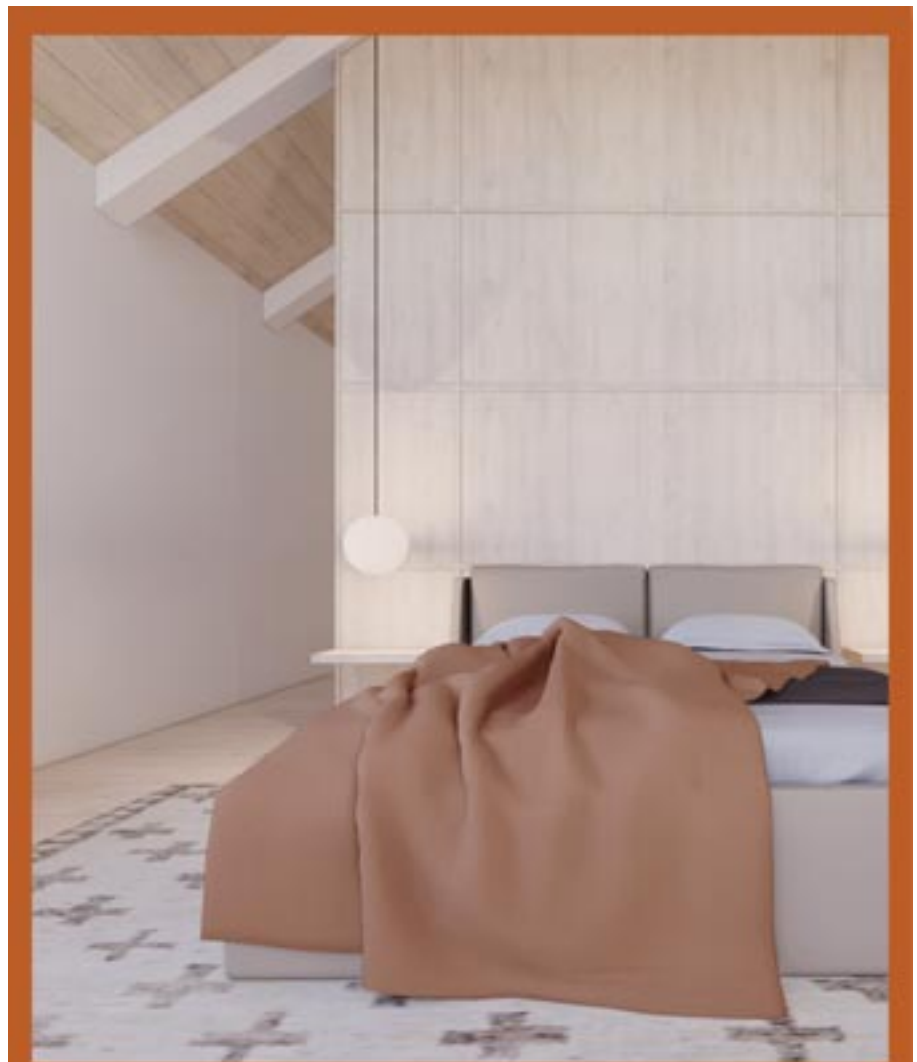
Wyndam Exterior Design — Photo: Studio Mas

# STUDIO MAS CREATIVE

Continued from page 15

young, vibrant and fun interior design firm, Studio Mas Creative has every reason to be excited and optimistic as they look ahead. Always looking for new ways to strengthen their partnerships and reach new potential clients by connecting with like-minded individuals, Sara, Clara, and Janey have a goal to someday offer enhanced services and have multiple locations. “We have the dream of being a more well-rounded design firm one day, having a larger staff, offering design products and perhaps have multiple office locations,” explains Clara. Having enjoyed the opportunities they

had thus far in the multi-family sector, the Studio Mas team certainly wants to expand their services in that area. “We will be putting more energy and time into this design sector as we’ve been enjoying the experiences of designing and creating new relationships with collaborators in this field” adds Sara. Yet, as Studio Mas meets and exceeds all of their own and their client’s goals, their most important goal is to be a force for improving lives through design in the community for the long-haul. “We want to be here as this area evolves, help shape the future of Hampton Roads, and do it alongside so many of the thought leaders in this region,” continues Janey. Just like when they raised a glass and toasted to their future back in 2019, three passionate and talented interior designers have moved the bar of excellence by remembering what started it all... Provide MORE value, do MORE than good, and deliver MORE than expected! Now that’s Studio Mas Creative.



interior design | brand identity | 3D visualization

We are a SWaM Certified, full-service design studio with NCIDQ, CID, and LEED AP Certifications.

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[www.studiomascreative.com](http://www.studiomascreative.com)

[hello@studiomascreative.com](mailto:hello@studiomascreative.com)

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1503 Orchard Hill Road  
LaGrange, GA 30240  
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