

daniel scovill
adam winig
Arcsine



While working at Gensler's San Francisco office in 1999, Daniel Scovill and Adam Winig shared a common passion for architecture, the outdoors and mountain climbing. These interests would evolve into a friendship and help shape their career paths. Over the years, Scovill and Winig climbed mountains together in the Bay Area and, figuratively, climbed other mountains as they formed their own architecture and design firm.

Arcsine, an Oakland, CA-based architecture and interior design firm, serving the hospitality, workplace, retail and residential markets nationwide, was founded in 2003. Since its inception, and to this day, Arcsine strongly emphasizes three key values—method, aesthetic and client care. “We slip into the character of ‘concept’ and, while in character, we seek out collaborators,” said Scovill. “We approach design the way one would approach method acting. Design is not a style, it is a humble process of transparency. The best results come from sharing ideas openly.”

Winig added, “We believe that good design brings people together, fosters relationships and inspires creativity through the enhancement of our surroundings. Our goal has always been to provide compelling design, technical expertise and a collaborative environment that exceeds our client's vision. We have worked to create a positive experience from conceptual design to the realization of each project's goals and aspirations.”

As founding principals of Arcsine, Scovill and Winig applied lessons learned while working at Gensler, as well as their separate experiences at other San Francisco-based architecture firms. Following their tenure at Gensler, Scovill worked at AXIS Architecture + Design and Winig joined BraytonHughes Design Studio.

“Our core value starts with the process of design and that quickly expands to a sense of high-level client care, which has been a vehicle for us to develop long-standing relationships,” said Scovill. “We

have been active in engaging relationships with our clients during the design phase, which has resulted in building a foundation for returning clients.”

Scovill and Winig's approach to developing relationships with their clients reflects their own friendship over the years even before they reconnected to form Arcsine. “We developed a solid friendship built on trust on a lot of different levels, and that's why we stayed fairly close even when we both went our separate ways from Gensler to different firms,” said Winig. “We still stayed in touch.”

During the initial first years of establishing the firm, Scovill and Winig took on a number of varied projects. The two architects eventually decided to narrow the firm's emphasis. “We started working on more hospitality projects,” said Winig. “The clients we really loved were centered around the hospitality sector and also restaurants in the Oakland area. It was a relatively easy decision to narrow the focus. It's been an exciting process to allow us to design the type of projects that we want to do and let our value shine.”

Several years ago, the firm started an interior design portion of the practice. The move allowed it to grow into new sectors of hospitality and F&B projects. Scovill and Winig enlisted Brooke Taylor as director of interiors in 2013 to add another layer of design refinement to their restaurant projects. “We brought someone with a specific skill set who has helped the firm to grow in interior design,” said Scovill. And, since then, Arcsine has steadily grown, adding at least one or two new employees each year. “The firm has evolved in a fairly organic level,” said Winig. “We have grown considerably due to the work we have gained from referrals alone.”

Arcsine has worked on projects for brands such as Sheraton Hotels & Resorts and Hilton Hotels & Resorts. One of the firm's most recent hospitality projects is the renovation to the public spaces of the Sheraton Palo Alto in California. The space incorporates design cues from the hotel's location such as custom wooden screens inspired by Frederick Law

good design...

“...changes from project to project and moment to moment.”

—Daniel Scovill (right)

“...comes down to creating a memorable experience for someone.”

—Adam Winig (left)

Olmsted's landscape drawings of Stanford University. The lobby also includes an expansive entry experience highlighted by a brushed-brass sculpture suspends from a vaulted ceiling and a 20-ft. pyramid skylight lined by refinished wood.

Scovill and Winig are both trained as architects but learned to become business leaders during the infancy of Arcsine and when the firm faced its greatest challenges. When the recession hit in 2008, Scovill and Winig attempted to balance a commitment to design quality, sustainability and efficiency. As a result of their expertise and dedication to their clients, the firm was able to maintain its volume of projects throughout the economic hardship. “What was a scary time for everyone became a critical part of what shaped us into who we are today,” said Scovill.

Together, Scovill and Winig successfully climbed another mountain.

—Matthew Marin