

jameelnewkirk.com

Graphic Design

**Jameel
Newkirk**

A selection of work
2014-2018

**Marketing
Design**

jmlnewkirk@gmail.com

Meridian Capital proposal

Pages of a proposal for rental property located in New York City.

PRESENTATION DESIGN

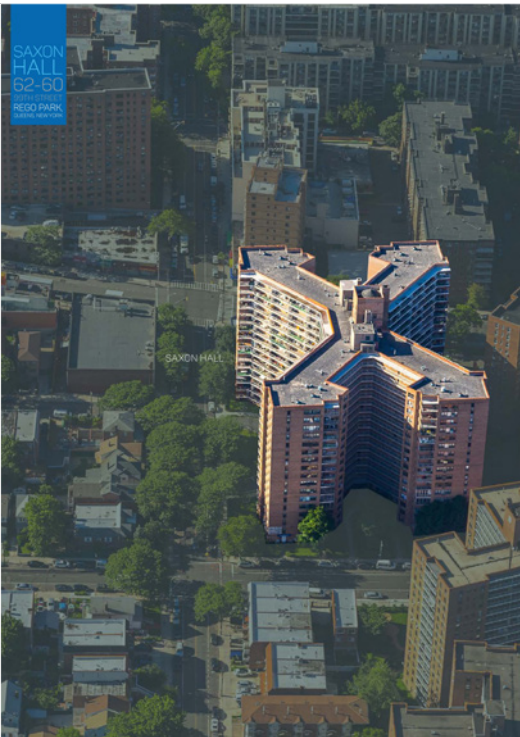
Jul 2015

SAXON HALL
62-60
99TH STREET
REGO PARK,
QUEENS, NEW YORK


VALUATION & EXCLUSIVE
AGENCY PROPOSAL

 **MERIDIAN**
INVESTMENT SALES






INTERIORS OVERVIEW



22

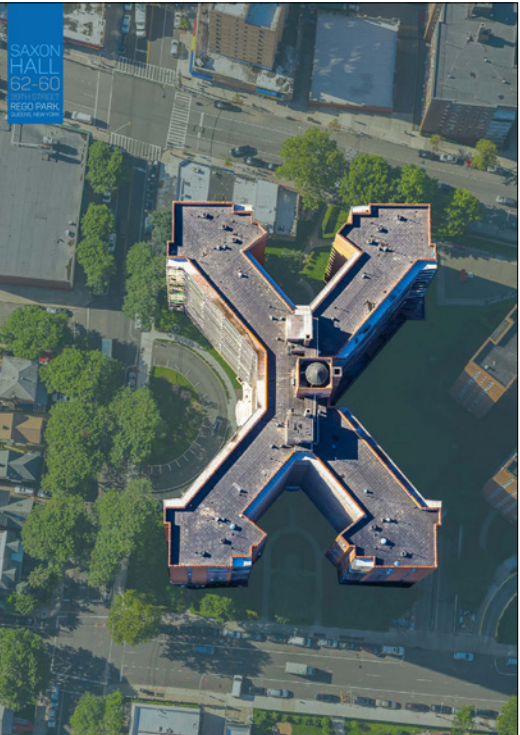
 **MERIDIAN**
INVESTMENT SALES

SAXON HALL - FLOOR1



17

 **MERIDIAN**
INVESTMENT SALES





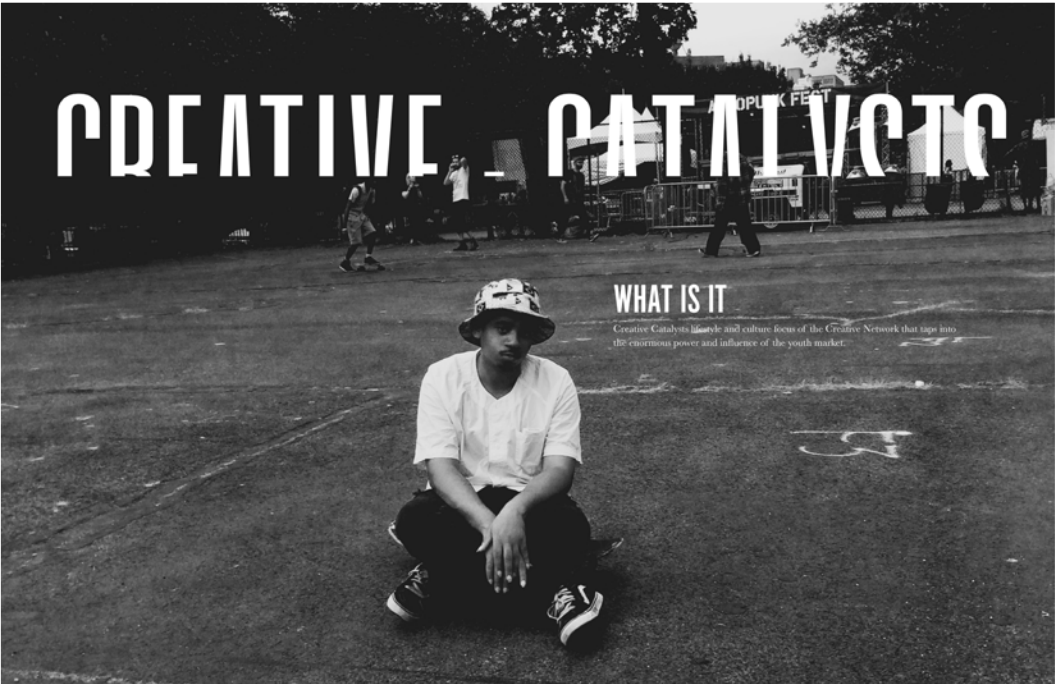
WHY IS THIS IMPORTANT (THE POWER OF YOUTH)

Representing 200 billion dollars in spending power, the youth market is an alluring market that Creative Network is uniquely suited to connect with, giving brands interested in tapping into the Millennial mindset engaging platforms to do so.

This savvy group of consumers, ranging from young professionals to graduating high students are elusive for many brands because of their diversity and well-honed radar to advertising and marketing. They are not locked by age, but driven by a passion and designer to have cool experiences, challenge the status quo, and express themselves as individuals.

Social in their orientation this group is highly connected, love digital content, and crave unique experiences. In addition, they look to trusted brands and influencers for advice on everything from trends to travel destinations. They also demand openness from brands, want to be art of the conversation, and are interested in authenticity.

As a story focused creative agency, who understands how to start and cultivate conversations, build experiences, and work with influencers, Edelman and the Creative Network can tap into this market in a way few other agencies can. There are many brands who are hungry for that ability, and by giving them a way to do so, this focus represents an amazing opportunity for the network.



ADDED VALUE

Creating a lifestyle and youth culture focus of the Creative Network has many added values that will help bolster and move forward the mission of the network along in an energetic way.

The energy of youth culture- challenging the status quo, being bold and daring, trying to create something new, is catchy and infectious. Even more so, it's an invaluable part of any creative agency. Instead of taking a page from the youth culture, this strategy allows it to become an integral part of our own.

It also gives us some much needed swag. As we go up against client such as RGA, AKQA, we need the portfolio and case studies necessary to win new business and grow existing relationships. By going after these smaller projects in a nimble way, we can create this body of work.

As these projects happen they also demonstrate how effective the collaborative nature of the Creative Network and prove its potential. The hope is this energy will be infectious, spreading across the office, moving us along as a creative agency, and inspire our clients and account teams to work with that way as well.

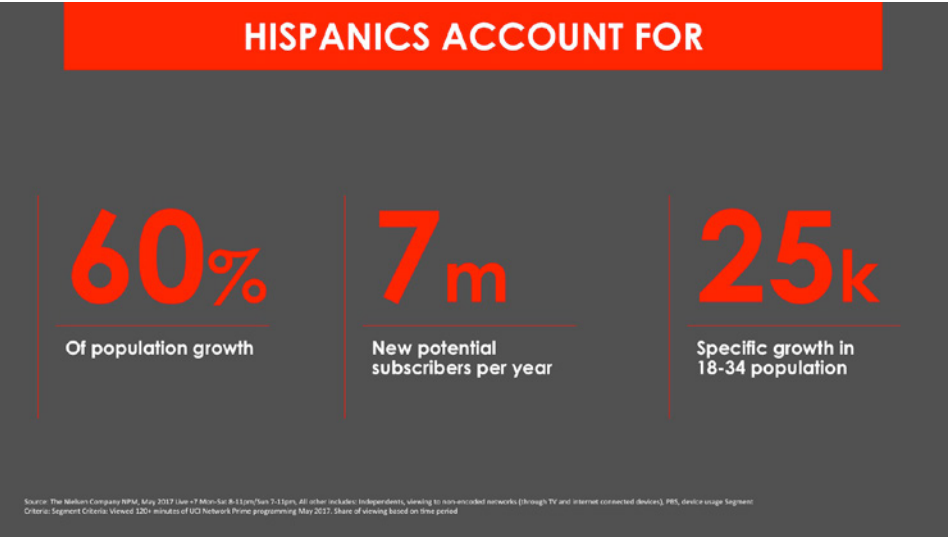
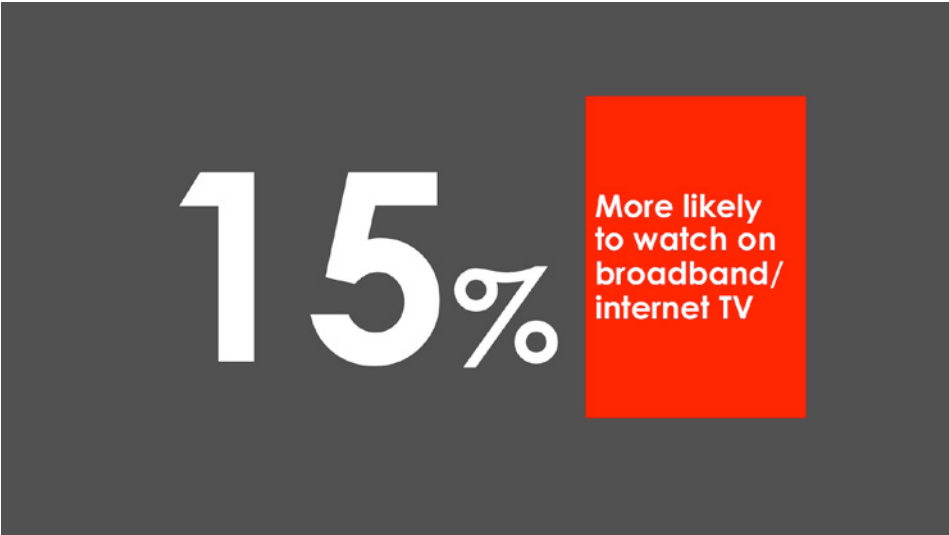


Creative Catalysts deck

Presentation designed for a pitch aimed at starting a new agency initiative.

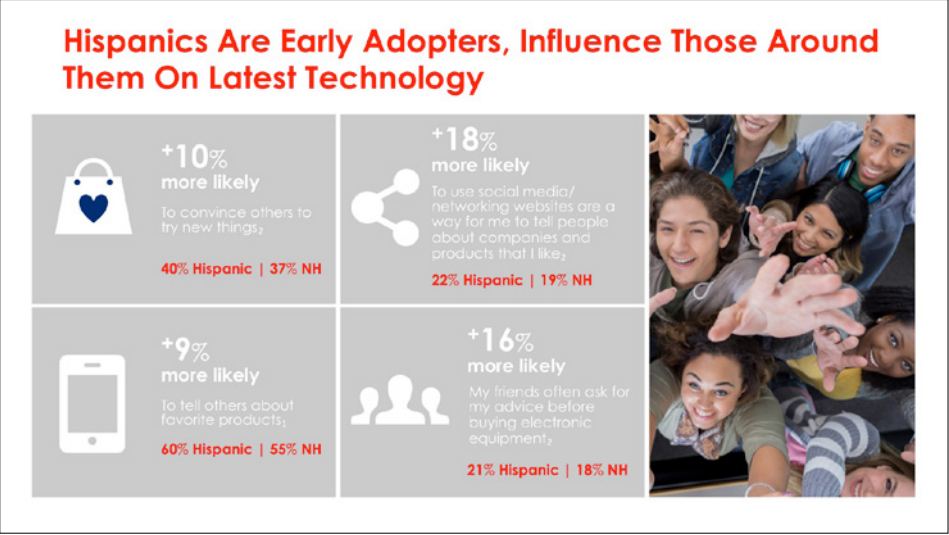
PRESENTATION DESIGN

Nov 2014



	Life Expectancy ₁	Median Age ₃	Years of Effective Buying Power
Hispanic	82	29	53
Asian-American	87 ₂	37	50
African-American	75	34	41
NH White	79	43	36

17 more years of buying power



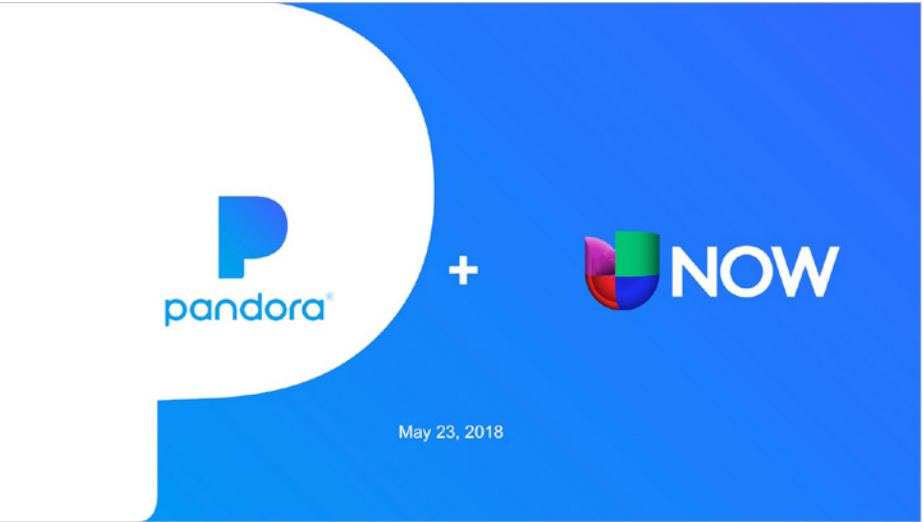
Univision

Slides from a proposal that was a part of a A for YoutubeTV, pitching the inclusion of their services on their platform.

PRESENTATION DESIGN

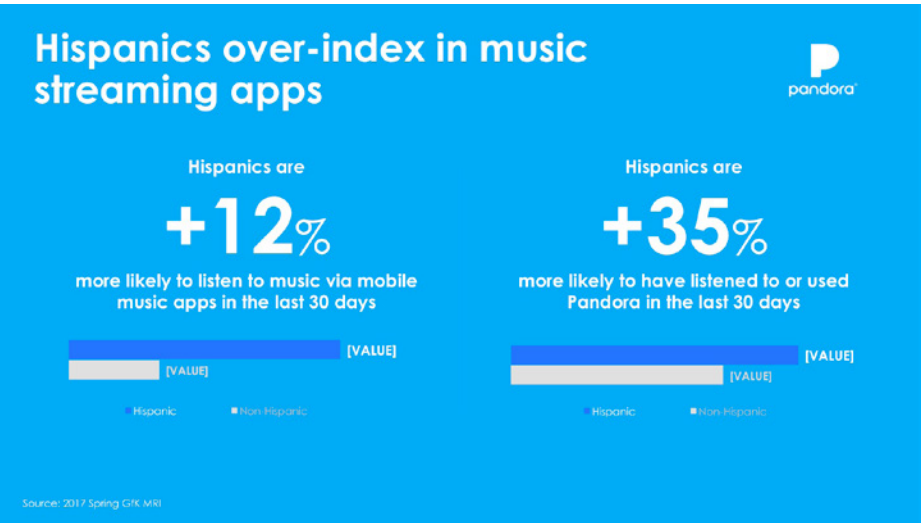
Nov 2017





HISPANIC AMERICA

- 91% LIVE VIEWING** vs. 75% for top 25 highest rated networks. **Leads the market in live television viewing**
- 95% SMARTPHONE PENETRATION** vs. 89% for NH. **Is more mobile**
- 28 HRS** vs. **22 HRS** vs. **7 HRS** vs. **4.5 HRS**. **Stream more video than the general population**



Get Pandora PLUS with UNOW for \$5.99

Bundle Pandora Plus (\$4.99 mo.) with UnivisionNOW Collections (\$2.99 mo.) for discounted price (parties to determine discounted offer)

Economics

- Univision and Pandora absorb discount
- Univision to match Pandora Plus 30-day free trial to new customers
- Pandora to handle billing with 15% rev share on discounted UNOW price
- Bounty for referrals

Marketing

UNOW and Pandora will mutually agree on a joint national marketing campaign to promote the partnership

Confidential - For Discussion Purposes Only

UNPRECEDENTED PARTERSHIP

Pandora & UNOW co-launch exclusive broadband channel

FEATURING ORIGINAL AND EXCLUSIVE CONTENT

UCI Studios

An **enterprise wide content studio** that creates best-in-class content experiences across platforms and language.

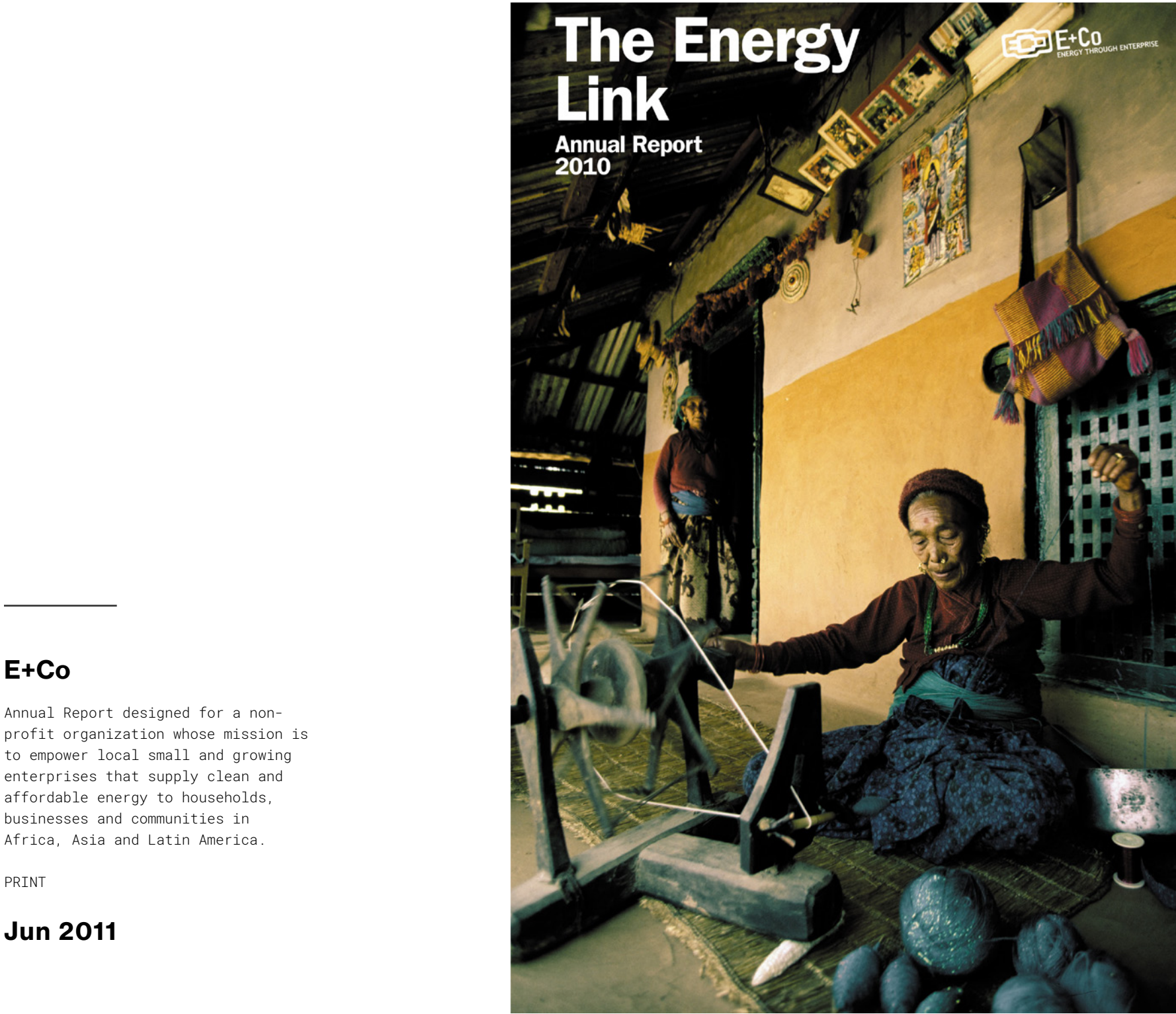
- Strategy and Creative**: Develop industry-leading branded content and marketing solutions
- Proactive Programs**: In collaboration with UCI's Branded Content Portfolio
- Content Distribution**: UCI portfolio and beyond (partners, etc)
- Campaign Stewardship**: Digital/Social/Branded/Experiential
- Production**: For digital first and relevant 360 programs

Pandora x Univision Now deck

Slides from a proposal deck for Pandora aiming to develop partnership with Univision's UNOW.

PRESENTATION DESIGN

May 2018



E+Co

Annual Report designed for a non-profit organization whose mission is to empower local small and growing enterprises that supply clean and affordable energy to households, businesses and communities in Africa, Asia and Latin America.

PRINT

Jun 2011

Impacts Enable Clean Energy Access

E+Co has actively contributed to the development of the impact measurement sector since 1998 when it began monitoring all investments along a Triple Bottom Line – effectively ensuring that all investments produced positive social and environmental impacts as well as financial returns. In 2010, E+Co continued its role as a sector builder through its participation in:

TIME

(Toolset for Impact Measurement)

TIME was jointly developed by E+Co and WRI's New Ventures, with a grant from the Rockefeller Foundation. TIME's overall objective is to build capacity among entrepreneurs to help them understand the importance of and prepare them to quantify, track, and report the environmental impacts of their business. Through these efforts, SGIs will improve their environmental management and enhance their business value thereby increasing their chances for receiving investment and growing their enterprise. TIME is IRIS compliant and is used internally by E+Co and New Ventures to track our own operational footprints.

GIIRS

(Global Impact Investing Rating System)

GIIRS is a project driven by IRIS and the independent non-profit B Lab. GIIRS assesses the social and environmental impact of companies and funds using a ratings approach analogous to Morningstar investment rankings or S&P credit risk ratings. GIIRS provides ratings for the Fund and for the portfolio companies of the Fund.

IRIS

(Impact Reporting & Investment Standards)

IRIS provides an independent and credible set of metrics for use when reporting social, environmental and economic impact. It aims to standardize the way organizations report their social and environmental performance by providing a common reporting language for impact terms and metrics. The system enables performance comparisons and benchmarking of non-financial data, and simplifies reporting requirements for companies and their investors. E+Co has worked closely with IRIS to develop these standardized metrics based on over a decade of independent triple bottom line measurements and has incorporated IRIS standards into its monitoring and evaluation processes.

PULSE

PULSE is an application that helps organizations track and benchmark financial, operational, environmental and social data to better demonstrate impact. PULSE is loaded with the IRIS Taxonomy. PULSE has three main components: collecting, reporting and standardizing by using the IRIS Taxonomy. PULSE helps E+Co keep its data in a common server where all the M&E Officers can input their data at all times.



SOCIAL & ECONOMIC

6.2 MILLION

People in Households with Access to Modern Energy Services

309,000

Micro Enterprises & Non-Households being served with Modern Energy

+5,300

Jobs Supported

2.3 MILLION

Cumulative Clean Energy Generated/MWH

268

Investments in Clean Energy Enterprises

160

Women Ownership/ Shareholding

\$7 MILLION

Improved Income

1.2 MILLION

Cumulative Clean Energy Generated/MWH

352,000

Energy saved from Efficiency initiatives/ MWH

70,000

Customers Installing Efficiency Equipment



FINANCIAL

\$40 Million

Investment Funds Disbursed

\$88 Million

Entrepreneurs Investment

\$125 Million

Leveraged from Third Parties

8.7%

Portfolio Return after Write-offs

\$10 Million

E+Co Repayments



ENVIRONMENTAL

4.6 Million

CO₂ Offsets by Enterprises/tons

24 Million

CO₂ Offset for Life of Project/projected tons

121 Million

Value of CO₂ Offsets for Life of Project

~576,000

Reforested Land/ Hectares and Number of Trees

60 Million

Kerosene Displaced/liters

+100,000

People with Access to Water

693,000

Charcoal Displaced/tons

460,000

Firewood Displaced/tons

19,000

LPG Displaced/tons

910,000

Barrels of Oil Displaced

Why Clean Energy Access?

2010: A Light Shines on The "Invisible" Millennium Development Goal

Until recently, clean energy has been most commonly cited as a solution to climate change. But in 2010, the proverbial light bulb switched on. The international development community began publicizing, at an unprecedented level, the holistic benefits of clean energy access for the entire development spectrum: social, economic and environmental.

With over 1.5 billion people living without access to electricity and a staggering 1 billion people using traditional biomass, such as firewood and charcoal, for cooking – it is now more clear than ever before that access to clean energy plays a critical role in the achievement of the Millennium Development Goals (MDGs).

Lack of electricity drastically decreases productive hours and hinders economic development throughout the developing world. This is as true in urban grid connected areas as it is in rural unelectrified areas.

Traditional fuels produce high concentrations of indoor air pollution in homes that cause harmful health repercussions, a problem that primarily affects the world's poorest women and children. Access to clean energy transforms hours spent gathering fuel and dark, unproductive night time hours into opportunities for productive activities and income generation.

Utilities dependent on fossil fuels pass rising costs to their customers. Increased global demands for oil lead to power outages and required diesel fuel back

up systems. Access to clean energy solutions like waste to energy or small scale hydroelectric facilities can be cost effective to both utilities and customers.

The UN's 2010 announcement to target universal energy access by 2030 catapulted energy access to center stage in preparation for the 2012 Year of Sustainable Energy for All. This commitment acknowledges that the lack of access to modern energy represents a major hindrance to social and economic development and substantially slows the eradication of extreme poverty and hunger, the achievement of universal education, the promotion of gender equity and improved health and the assurance of an environmentally sustainable future for our world.

E+Co's investments have empowered clean energy entrepreneurs to demonstrate the multi-faceted impacts of clean energy access within their local communities for the past 17 years. The recognition of the validity of this concept by the international development community at large only fuels our commitment to establish the thousands of energy entrepreneurs needed to eradicate energy poverty.

It is with great enthusiasm that we leave the question "Why Clean Energy Access?" behind and move forward with renewed vitality, with new partners and stakeholders, to address the new question of "How to Eradicate Energy Poverty?" by 2030.

"The ability of poor communities to make productive use of their natural resources, time and human energy is severely hampered by the lack of mechanical power. Low-income households typically spend 7% - 15% of their income on energy, but in countries where energy sources are more difficult to come by or prices are comparatively high, energy can account for as much as 30% of the household's monthly expenditure"

- United Nations
Advisory Group on Energy
and Climate Change



Entrepreneurs Enable Clean Energy Access

W2E Cambodia

Biogas
2 Enterprises
\$1.75 million

W2E builds facilities for the conversion of various forms of problematic municipal and agricultural waste into inexpensive, reliable and efficient sources of renewable energy.

ENTERPRISE:

Waste to Energy Pte. Ltd. (W2E) is a Singapore based biomass and biogas project developer that generates energy for sale to the grid or industrial facilities through the treatment of organic municipal and industrial waste via anaerobic digestion. Established in January 2009, W2E develops projects throughout Southeast Asia, focusing on Vietnam, Indonesia, Cambodia, and the Philippines.

INVESTMENT:

In June 2007 E+Co made a combination debt/equity investment into W2E Holdings. This investment represents a specific E+Co investment strategy. By investing in project development companies, which in turn develop local projects, E+Co can expand its pipeline and impact.

In March 2009, E+Co approved an equity investment in W2E Siang Phong, a cassava processing factory in Cambodia. The facility will convert waste water from the Siang Phong Cassava Mill into biogas via a closed digestion. The facility is expected to be operational by mid-2011.

MARKET:

The 230 million tons of rice produced each year in South East Asia is one example of an agricultural industry that would benefit from waste to energy solutions. The rice milling process offers both an opportunity for investment and a mechanism for climate change mitigation. Biogas projects allow mills to become entirely energy self-sufficient, saving energy costs of up to \$45/ton. Every 1 million tons of rice milled using fossil fuels produces over 45,000 tons of CO₂. Transitioning to biogas energy offers the potential to offset over 5 million tons of CO₂ a year.

The Siang Phong plant will capture and combust significant amounts of methane that would otherwise be released into the atmosphere, and will reduce potential contamination of nearby groundwater.

Tecnosol was recognized as the 2010 Latin American Social Entrepreneur of the Year by the Schwab Foundation for Social Entrepreneurship and was a 2010 finalist for the Ashden Award for Sustainable Energy.

ENTERPRISE:

Tecnosol, a Nicaraguan solar provider, has created a solution to the endemic energy access issues faced by rural communities. Tecnosol was established in 1998 to provide clean energy alternatives to rural households, schools and hospitals that have no access to the main electricity grid. The company installs solar photovoltaic systems for household needs as well as solar/wind hybrid systems for hospitals and businesses.

MARKET:

More than 75% of rural Nicaragua is unelectrified. 4 million people living in rural communities have limited access to refrigeration and lighting in homes, schools and hospitals. As a result, productivity at night, including homework and income generating activities, is minimal. Before Tecnosol, citizens in rural communities did not consider electrification a possibility in the near future, noting that government policies do not prioritize rural electrification.

Alongside capital investments, E+Co provided enterprise development services to assist Tecnosol in undertaking a market study for its expansion. Based on these findings, E+Co approved two further loans, totaling \$2 million, to expand into El Salvador, Panama, Guatemala and Honduras over the next four years. It is projected that Tecnosol's regional expansion will result in 8,000 more household installations per year.

Tecnosol Nicaragua

Solar PV
4 Investments
\$2.3 million

IMPACT:

People Served:
183,000
Energy Generated (MWh):
17,000
CO₂ Offsets (tons):
42,000
Kerosene Displaced (l):
10 Million

"The children were constantly ill from breathing gases from kerosene lamps. Solar is forever - now they can read and do homework at night. This is happiness."
- Customer

"At one point, the prices started to rise so fast that we could not afford the gallons of kerosene that we needed. This was becoming a real problem."
- Tecnosol Customer Estel, Nicaragua

E+Co's Growth Enables Clean Energy Access

The challenge of energy poverty requires reaching thousands, not hundreds, of entrepreneurs.

Since 1994, E+Co has evidenced the strength of its service-plus-capital approach to energy enterprise development across the globe. As E+Co works to expand its impact, it has encountered limitations. E+Co's growth strategy will attack these limitations, expanding beyond the confines of its current structure in order to empower thousands of energy enterprises, enabling them to deliver access to energy as well as sustainable financial, social and environmental returns.

The hands-on nature of E+Co's enterprise development services delivery restricts the number of entrepreneurs E+Co can assist in producing investment ready business plans. Alongside the new investment vehicles, E+Co will maximize its 17 years of experience in energy enterprise development by launching innovative training, technology and service delivery programs. Systematizing the varied components of energy enterprise investment preparation will allow us to reach the broadest possible number of potential entrepreneurs. E+Co will seize the advantages of technology and create a user-friendly, web-based Learning Platform that will enable us to produce thousands of bankable energy enterprise business plans over the next 10 years.

The clean energy access needs of our time demand that E+Co expand its business model, adding equity products for entrepreneurs and small and growing businesses while deepening its enterprise development offerings and growing the network of finance and product availability for energy entrepreneurs. Doing so will allow E+Co to increase the scale of its:

- Mission of increasing access to cleaner, affordable energy in the developing world
- Strategy of empowering entrepreneurs through training and knowledge exchange combined with access to capital
- Capital Aggregation necessary to address the problems of energy access and climate change
- Financial sustainability and
- Impact on people and planet

To achieve this growth requires E+Co to expand in new directions. E+Co will harness its broad and deep experience in clean energy investing in developing countries and raise private investment vehicles, building on its experience managing the Central American Renewable Energy and Cleaner Production Facility (CAREC). These vehicles will incorporate E+Co's proven model of seed and growth capital combined with business support.

The value of these transactions extends beyond E+Co. The small businesses and entrepreneurs that benefit from E+Co's new investment and learning facilities will form a much needed pipeline of impact investing opportunities that will enable increased impacts for people and planet - a critical component in the fight to reduce poverty, mitigate climate change and develop a more sustainable world.

"The world's toughest challenge is how to mobilize the capital markets in such a way as to eliminate energy poverty, without causing a climate catastrophe. E+Co has done more good work on the ground on this issue than any other organization."

- Michael Liebreich, CEO
Bloomberg New Energy Finance

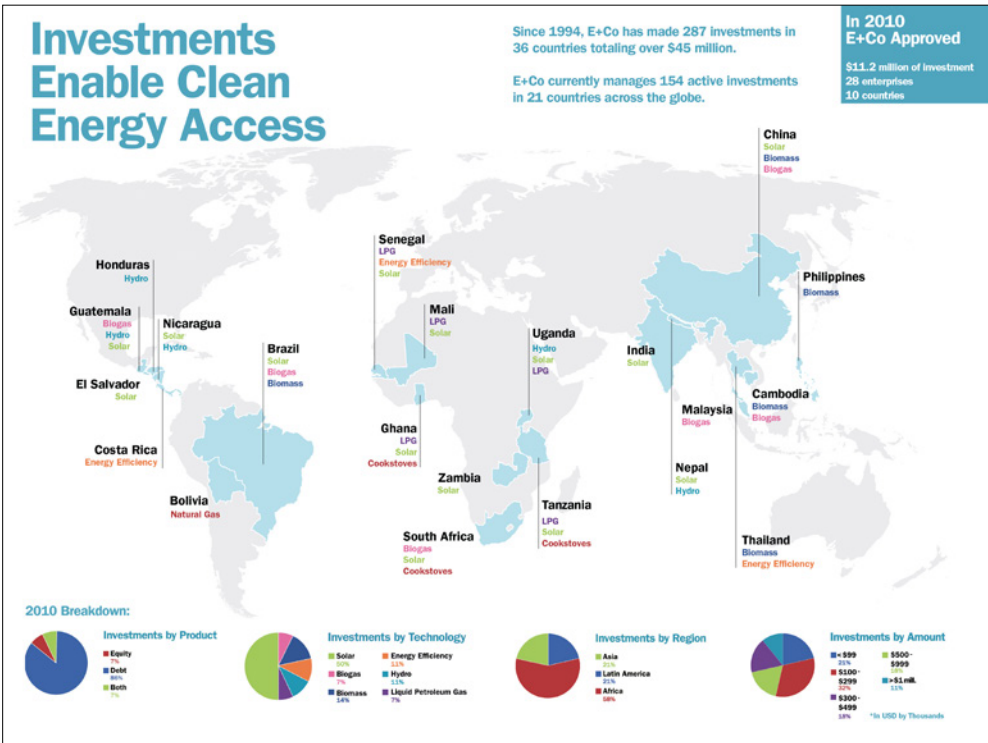
"E+Co has invested in 194 clean energy enterprises. This is the good news. The bad news is that this is more than anyone else,"
- Christine Elbe-Singer

E+Co

Annual Report designed for a non-profit organization whose mission is to empower local small and growing enterprises that supply clean and affordable energy to households, businesses and communities in Africa, Asia and Latin America.

PRINT

Jun 2011



E+Co's Staff Enables Energy Access

E+Co's staff around the globe breathe life into E+Co's mission and vision. We thank each member of the team for their tremendous dedication and commitment to empowering clean energy entrepreneurs to bring positive impacts to people and the planet.

Cynthia Alfaro
Wilhelm Baumgartner
Andrea Borel
William Collister
Ricardo de Matheu
Cathy Diam
Christine Elbe-Singer
Meredith Elliott
Marcela Escamilla
Karla Gonzalez
Jenny Greene
Maridande Kombate
Philip LaRocco
Peter Malika
Ingrid Mendosa
Dora Muro
Anne Murray
Pearl Muey
Elizabeth (Betty) Ngoye
Ernest Obeng

Sweet Pokharel
Supharat Poomthong
Patima Poomthong
Alexander Remy
Jack Robinson
Gina Rodolfo
Antonio Rodriguez
Angela Ronzitti
Amalia Salazar
Maria Salinas
Leebe Skuler
Paul van Aalst
Diana VanDer Jagt
Miems Van Nicker
Walter Vargas
Alfredo Vargas
Brien Walther
Jing Wu
Erik Wurster
Xiaonan Zhu

BOARD OF DIRECTORS

Guy Kern-Martin, Chair
Daniel Abbasi
Russell Diamond
William Foote
Harish Hande
Jacqueline Abissi de Landerer**
Elizabeth Littlefield**
Sabrena Tufus**
Johan Pieter van Tuyl
Bruce Usher

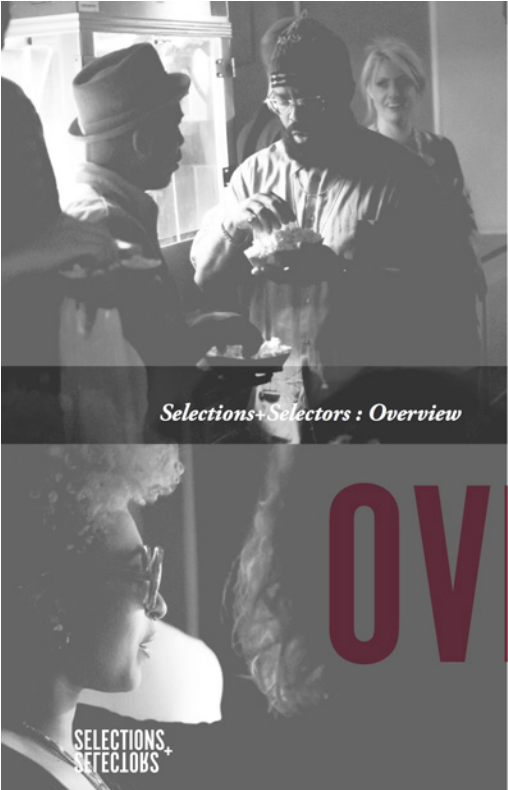
* Resigned in 2010
** Resigned in 2011

Partners

Anderson
Applied Materials Foundation
Ashden Awards for Sustainable Energy
Asian Development Bank
The Calvert Foundation
Citi Foundation
Chairman Family Trust
Deutsche Bank Foundation
Dominican Sisters of San Rafael
FMO
(Netherlands Development Finance Company)

Greenberg/Crais
Geese Capital Partners
The Global Energy Efficiency and Renewable Energy Fund (GEEREF)
Giving Assets Inc
Goldman Sachs
GIZ
IFC
K.L. Felicitas Foundation
Kassey Wyoff Foundation
Langh Family Foundation
Lemelson Foundation
Mastercard Foundation
Mercy Partnership Investment
Mitsubishi Foundation
Norfund
Opsey Foundation

Oswald Family Foundation
Osam NOVIB
Prudential
The Renewable Energy and Energy Efficiency Partnership (REEEP)
Rockefeller Foundation
Safe Haven
Sainsbury Family Charitable Trust
Shell Foundation
Shorbank
SIFEM
Sisters of Holy names Jesus and Mary
Society of the Holy Child Jesus
Sisters of Notre Dame de Namur
Sisters of St. Francis
Sisters of St. Joseph
Threshold Foundation
Tidwell Idaho Foundation
United Nations Environment Program
United States Agency for International Development
Vanderbilt Foundation
Weil, Gotshal & Manges LLP
Woodlands Foundation
Zemstroom Philanthropies



Selections and Selectors is a monthly film series held in New York City. Each month powerful and unique cultural content is screened, followed by conversations whose subject matter is loosely related to the content of each film.

Nights begin with cocktail receptions and are completed with performances and/or DJ set by some of the city's best DJs

Attendees are made up of a select group on influences and tastemakers, invited by the curator of the evening, the film-makers and DJs.

Selections + Selectors

Presentation designed for a series of events hosted in NYC featuring music and film.

PRESENTATION DESIGN

Apr 2016



J.L. Sirisuk

J.L. Sirisuk filled her brain with knowledge (mostly useful) while studying stateside in New York City where she ate too many bagels and in Oxford, UK where she inherited an addiction to tea and black pudding. Aside from interviewing an assortment of wildly entertaining characters, she also writes drama and humor with the goal of making people laugh and cry simultaneously. She has contributed to Interview Magazine, The Huffington Post, Salon, and NPR's Berlin Stories radio series. She is a Pisces and lives in Brooklyn.

SELECTIONS+SETECLOBS+



Selections+Selectors : Year Two Events

THIS YEAR'S PROGRAM:

This years films will include:

Floodtide
<http://floodtidefilm.com/>

Stretch and Bobbito
<http://stretchandbobbito.com/>

Rubble Kings
<http://rubblekings.com/>

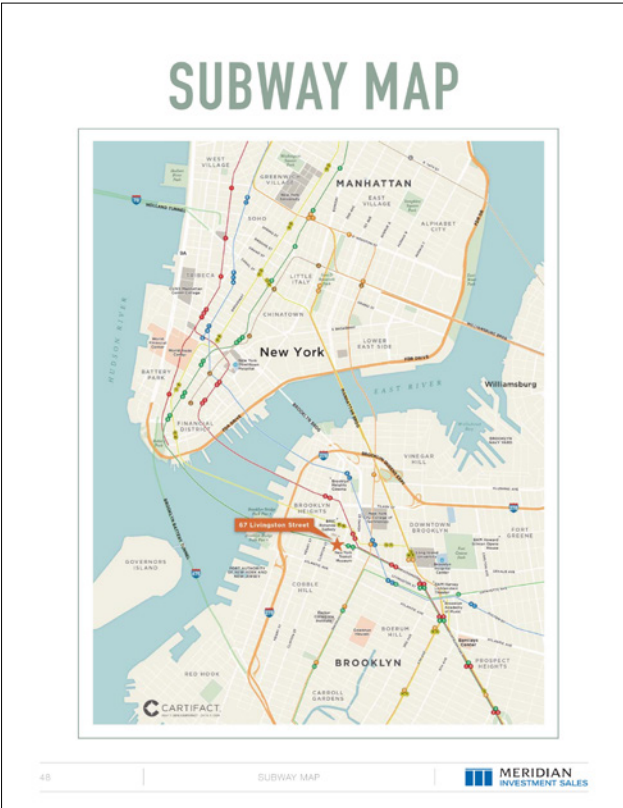
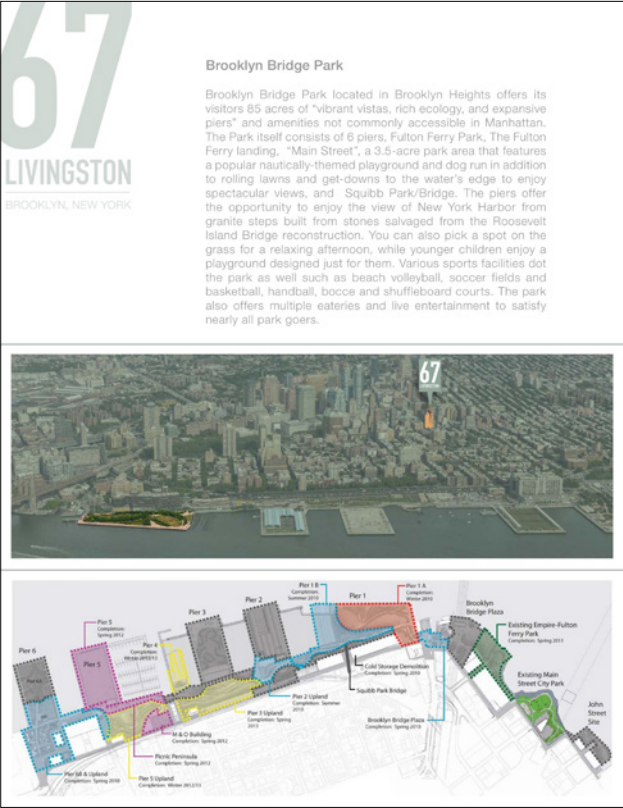
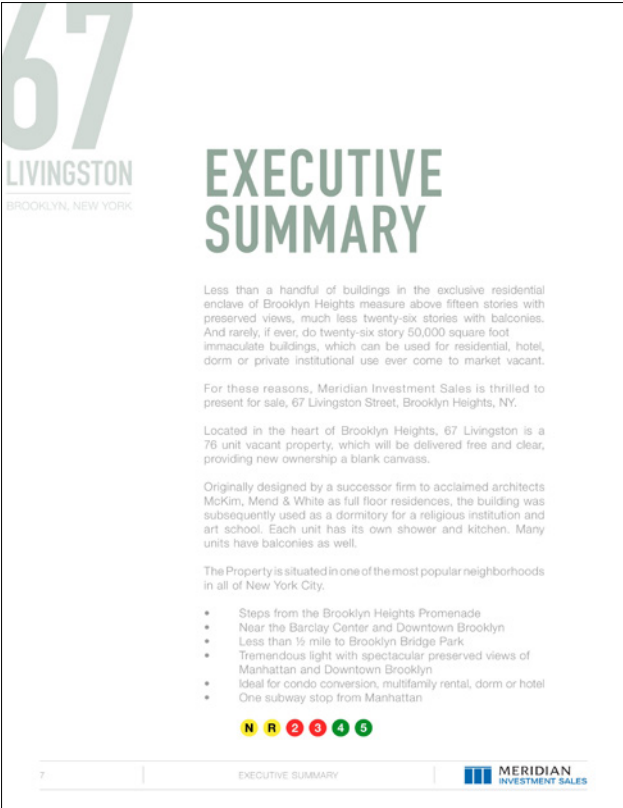
The Deadly Art of Survival
<http://www.imdb.com/title/tt1091994/>

Doing Time In Times Square
<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&csqv=2&ie=UTF-8#q=doing%20time%20in%20times%20square>

An evening with Jane Dickson (Charlie Ahearn's wife)

The Deepest Depths Of The Burrow -
<https://rabbitcymovement.at/documentary/>

SELECTIONS+SETECLOBS+



Meridian Capital proposal deck

Pages of a promposal for rental property located in New York City.

PRESENTATION DESIGN

Jul 2015



UNIVISION
COMMUNICATIONS INC.

×



AT&T

Discover Hispanic America

2. Connect with Hispanics “in-culture and in-language”

Recognize the Importance of Spanish

Today, The Majority of Hispanics Speak Spanish

82% of Hispanics A18-49 speak Spanish

18%

24%

58%

Spanish Only

Bilingual

English Only

In the Future, Spanish Is Still Here to Stay

Hispanics age 5+ that speak Spanish at home (In Millions)

34

37

42

46

51

55

2009

2014

2019

2024

2029

2034

Source: 1. 2017 Nielsen Universe Estimates by Language (Spans household language) A18-49; 2. Projection: IHS Global Insight - 2015 Hispanic Market Monitor Forecast

12

Cultural Pride Endures

84%

feel the need to **preserve** their family's cultural traditions

77%

wish they had more ways to show the world how **proud** they are of their culture and heritage

70%

say their roots and heritage are **more important today** than they were just 5 years ago

62%

Say their cultural heritage and background has a large **influence** on their **purchase decisions**

Source: Nielsen, 2015. Base: 1,000

13

How UCI Can Help: Insights – Creative – Measurement

Client Specific Sizing of The Hispanic Opportunity

Comprehensive Database of Hispanic Insights

Extensive Team of Category Marketing Consultants Build Client Strategy

Spanish-Language Ad Creative Best Practices and Testing Services

Campaign Performance Measurement Services

Consulting teams/services that help marketers develop and execute their strategy to win with Hispanics

Custom Built 360° Marketing Campaigns

Seamless Program Management

Best-in-Class Linear & Digital Production Services

Expert Native and Branded Content Creation

Roster of 200+ Hispanic Social Media Influencers for Branded Executions

23

Agenda

1. Recognize the Power of Hispanic Consumers

2. Connect with Hispanics “in-culture and in-language”

3. Choose the Right Partner

2

Univision x ATT deck

Designs from a presentation to partner with service provider.

PRESENTATION DESIGN

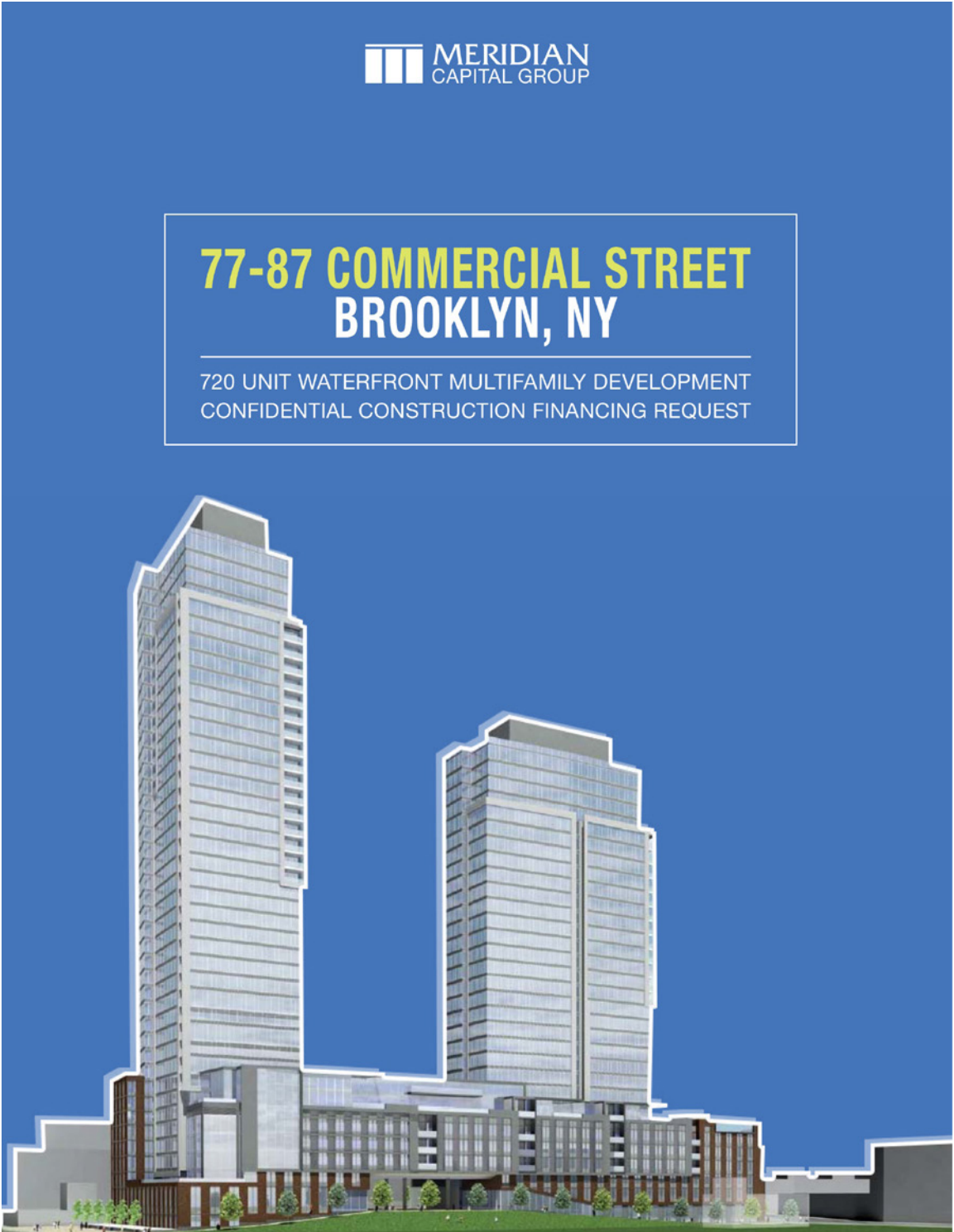
Mar 2015

Meridian Capital proposal deck

Pages of a promposal for rental property located in New York City.

PRESENTATION DESIGN

Jun 2015



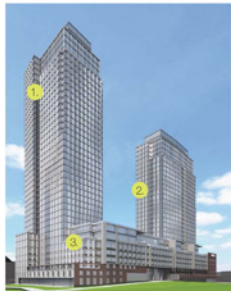
PROPERTY DESCRIPTION

The Sponsor will construct three physical structures: a south tower (77 Commercial St), a base building (85 Commercial St), and a north tower (87 Commercial St).

The south tower will have 30 floors, the north tower will have 40 floors, and the base building will have seven floors. The seventh floor of the base building will have 20,000 GSF of amenity space, inclusive of a pool and fitness center, and an additional 10,000 GSF of roof deck amenity space.

The Property will consist of five market units and affordable housing units. There will be 520 free market units, and 200 affordable housing units. The affordable housing units will be on the first seven floors. Additionally, income will be derived from several commercial and parking spaces.

Zoned Floor area (GFA) for each building is as follows:
South Tower: 170,000
Base Building: 220,000
North Tower: 247,000



- 1 North Tower – 40 Commercial (40 Floors)
- 2 South Tower – 77 Commercial (30 Floors)
- 3 Base Building – 85 Commercial (7 Floors)

4 | TRANSACTION OVERVIEW

MERIDIAN CAPITAL GROUP

INTERIOR PHOTOS



24 | AMENITIES

MERIDIAN CAPITAL GROUP

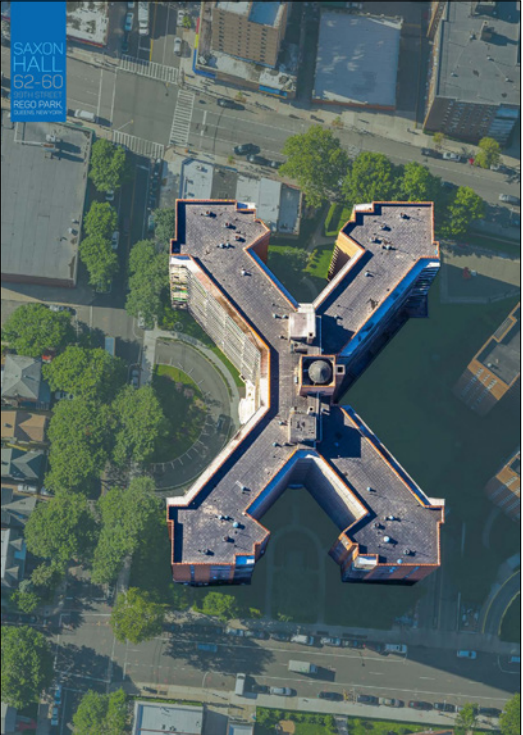
SAXON HALL 62-60
REDO PARK
RENOVATION

INTERIORS OVERVIEW



22

MERIDIAN INVESTMENT SALES





Prospects Cup informational deck

Designed as slides for a series of presentations showcasing statistics from year one of youth tournament.

PRESENTATION DESIGN

Oct 2018

434 BROADWAY
SOHO, NEW YORK



PROCESS

- We envision the following process:
- Pre - marketing a "trial" offering memorandum (one the Attorney General has approved our plan for a pre-approved list of buyers we believe will reach the stars in terms of pricing)
- If necessary, press release
- Launch broadly via all channels
- Marketing
- Bid deadline set
- Contract/closing

Meridian Capital proposal

Pages of a promposal for rental property located in New York City.

PRESENTATION DESIGN

Jul 2015



COMPARABLE ANALYSIS

In order to study the market and determine a value based upon comparable sales, we have analyzed all sales of retail units in the SOHO neighborhood for the past 9 months. Each sale has been broken down into a price per square foot basis to allow for comparison. Below is a breakdown selected sales. We pay special attention to Sale at 503 Broadway as that is located on the Broadway corridor and was a sale of a vacant space. 503 Broadway includes a 2nd floor and a lower cellar space with the ground floor measuring 13,600 SF. The sale price blended to \$6,195. While not yet closed the 32,000 retail unit at 557 Broadway is being sold for approx. \$400mm. The ground floor retail portion is 7,400 SF. 557 Broadway we consider to be at the center of the SOHO shopping district and is a much bigger space.

ADDRESS	SALE PRICE	SALE DATE	SQ. FT.	PSF
150 ORCHARD STREET	\$16,500,000	10/10/2014	3,048	\$5,430
177 PRINCE STREET	\$8,000,000	9/04/2014	3,000	\$2,667
84 SULLIVAN STREET	\$7,000,000	8/18/2014	2,750	\$2,545
90 PRINCE STREET	\$49,000,000	10/23/2014	2,727	\$17,968
503 BROADWAY	\$284,255,000	1/13/2015	47,361	\$6,001
AVERAGE PRICE PSF	\$384,755,000		62,740	\$6,915.87

If we take the average PSF price of \$6,195 for the ground and second floors we determine the price of **\$63,000,000**

UNIT	SF	PRICE PER SF	PRICE
TOTAL ABOVE GRADE FOR MARKETING	10,163	\$ 6,195	\$62,967,405

Thus when taking into account both comparable and valuation based on projected returns and market CAP Rates we determine a price to be between **\$65,000,000 & \$70,000,000**



Univision TV infographics

Designed as slides for a series of presentations showcasing statistics about Hispanic Americans’ relationship with pay-TV.

PRESENTATION DESIGN

Jul 2017

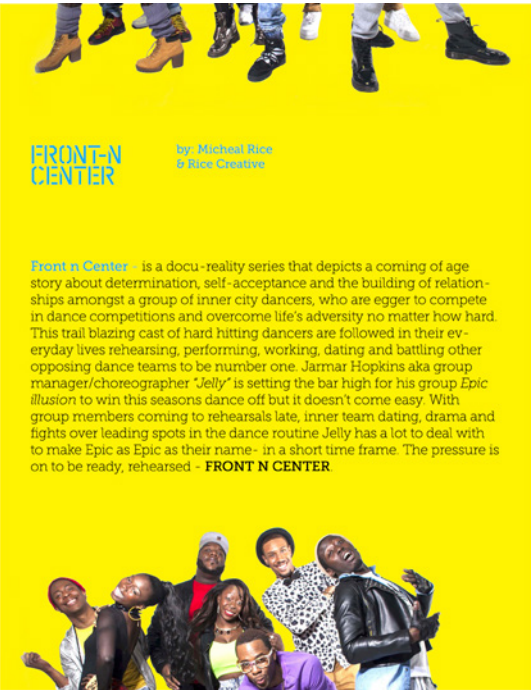
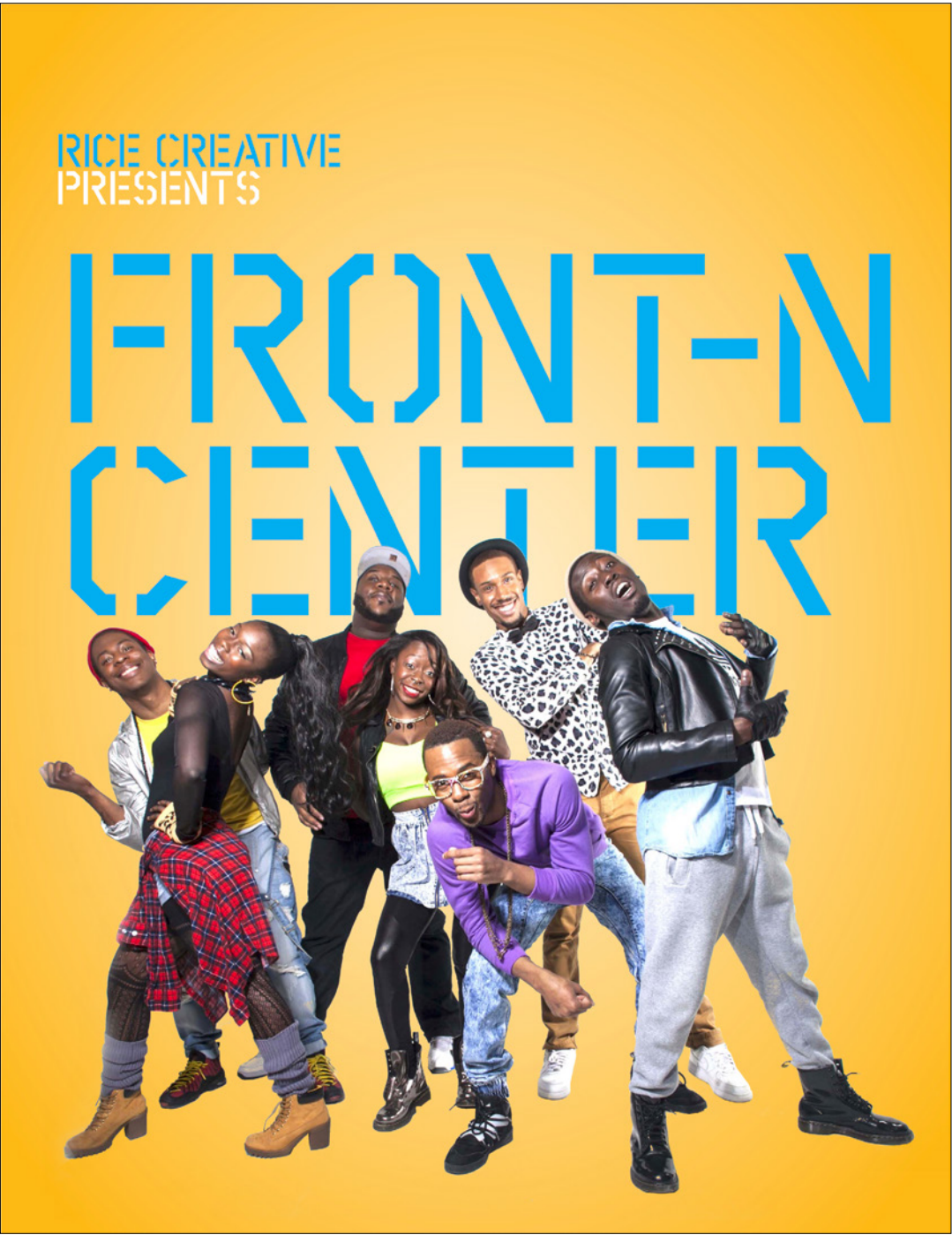


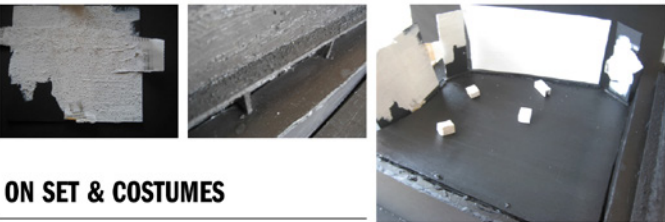
Rice Creative Treatment

Pages of a proposal treatment for a reality TV show.

PRESENTATION DESIGN

Mar 2015





ON SET & COSTUMES

In designing a playing space I knew I wanted to have something that reflects the sort of theater that Soyinka's work, this play specifically, makes sense in. The theatrical world that *The Road* encompasses is unlike any other, especially considering the festival motif, it is unconventional and nonlinear and therefore cannot accommodate conventional thinking in regards to the design elements. In terms of the set design, I have designed a concrete-jungle-playground, also reminiscent of paper and ink to highlight the play's emphasis on the Word. From these grounds spring the remnant of a gashing formal waiting to break forth to fully engulf.

As you can see from the pictures, there is very little conventional seating. There is a long row, with bench seating, in order to accommodate those who are interested in a more consistent experience. Save for those more traditional seats, spectators will be able to sit or stand in areas on the ramp, esp. at the top where there is no bench. Again, our aim here was to create a space that would not only accommodate but also reflect the 'transitional yet inchoate matrix of death and becoming' in a context where 'where actor and audience may liberate their imagination' by being thrust into the dramatic and ritual action.

The actors will, in this space, create whatever world theirs and Soyinka's imagination requires, with bells, whistles, cubes, water, busted electronics etc.

In reference to costumes, we will work with another designer to create a sort of "formal wear" that is conversant with the festival and will emerge even more lavish at the play's festive climax.



ON OUR PRODUCTION

The central theme that we want to explore, in order to illuminate what Soyinka has masterfully executed in the text, is the duality of the festival motif of *The Road* (esp. in regards to its sacred utility to Yoruba phenomena, particularly the Ogun* [creative] force) along with an expansive diaspora consciousness. The play is structurally built on a festival of Ogun.

(In order to give context for the festival event in African traditional cultures, I have employed Wole Soyinka's usage of art historian Herbert M. Cole's analysis in bold.)

The most dynamic expression of the festival event is the fluidity of time. The way that we are using time has to do with taking the festival of Ogun that the play is built on and translating it into a sort of Pan-African, really a global ('Hinkem located'), dialectic. Soyinka's festival of Ogun becomes, in our 'translation', a British promenade (brother to the American prom). So the point is not simply to create an arbitrary 'point of reference', but rather an interpretive choice that will resonate with a contemporary, diverse Harlem audience and still support and even enhance both the African and colonial context of Soyinka's story and dramatic structure, in order to create a living and breathing, unsettling and exciting theatrical experience.

*Ogun-god of the creative urge, will; the first creator; the first actor; god of creativity; god of iron; god of the road; anguish of separation from the almighty sphere.

'A festival is a relatively rare climactic event in the life of any community...Its structure is built on a core of armature or ritual. The festival brings about a suspension of ordinary time, a transformation of ordinary space, a formaliser of ordinary behaviour. It is as if a community becomes a stage set and its people actors with a battery of seldom-seen props and costumes. Meals become feasts, and greetings, normally simple, become ceremonious.'

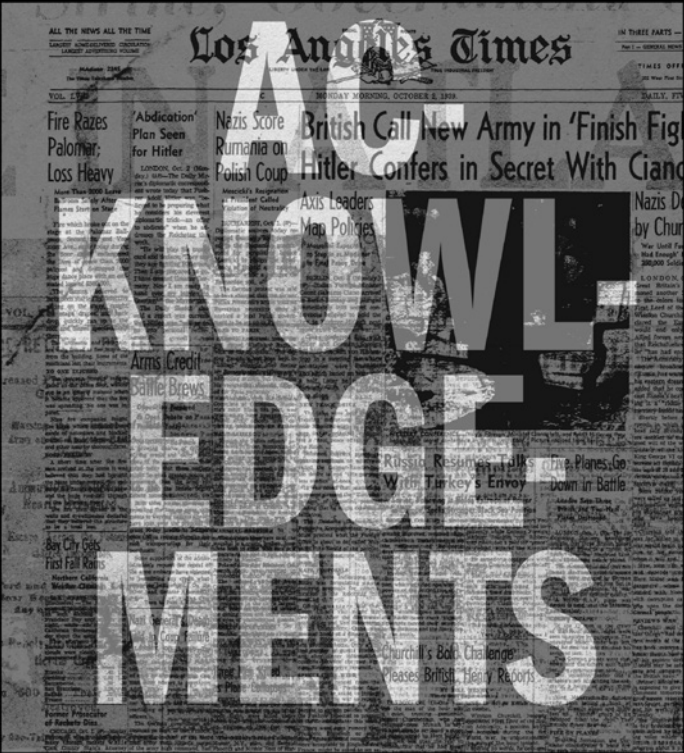
Herbert M. Cole in African Arts, 1977 (8)

Last Heroics proposal

Presentation designed to attract potential donors for a potential stage production.

PRESENTATION DESIGN

Apr 2014



jameelnewkirk.com

Graphic Design

**Jameel
Newkirk**

A selection of work
2014-2018

Graphic Design

jmlnewkirk@gmail.com