

BUILT PEDAGOGY

The project will provide a new learning environment that will demonstrate the best that each of the professions represented by the faculty has to offer. It will be an outstanding work of architecture, in both appearance and performance; it will be an outstanding work of urban design, activating and connecting to the campus and its community; it will use advanced construction, structural and servicing techniques, it will demonstrate integrated design between the natural and built landscape in and around the building. The building will also communicate ongoing work in each of these professions by enabling completed and in-process work of staff and students to be highly visible, as well as being enlivened by regular discussions, exhibitions and displays of contemporary and historical work.

This is also an opportunity to demonstrate to students the potential for a new and exciting vision driven by a specially composed team intended to respond to this "once-in-a-lifetime" opportunity for the University of Melbourne and the Faculty of Architecture, Building and Planning. Our proposed team will introduce the real-time practice of innovative architectural solutions that would precisely model the goals of the pedagogy of the schools, highlighting the importance of the PROCESS itself and the organized competition intended to pick a team who will have the spirit to deliver a NEW ENVIRONMENT FOR TEACHING, LEARNING AND RESEARCH. The nature of the design competition itself, allowing an open platform for presentation of a building concept, does indeed present an opportunity for jury and choice of a project unhindered purely by precedent, past example, and repetitive experience. QUALITY is the absolute minimum: QUALITY + INNOVATION is the goal.

OBRA Architects has teamed up with Gehry Technologies New York and ARUP New York for the chance to participate in the University of Melbourne's Architectural Design Competition for the new building located on the Melbourne University Parkville Campus. OBRA, an emerging design studio based in New York with a growing international reputation, has the unique combination of both YOUTHFUL SPIRIT + EXPERIENCE of leading a project from preschematic design to complete construction whose program, size and relational budget is a match to the ABP project goals. Principal Pablo Castro (OBRA) was project architect and team leader for the University of Minnesota's College of Design Addition and Renovation (formerly known as the College of Architecture and Landscape Architecture) project for Steven Holl Architects, begun in 1996 and completed in 2002. Gaining experience from this strikingly similar project, Castro was entrusted with all design direction and approval for a large complex building team that



included associate architects Vincent James and Associates, multiple structural consultants including Guy Nordenson and Ellerbe Beckett, and parallel teams of all consultants for teams in New York and Minnesota. In fact, with the inception of OBRA in 2000 with co-founder Jennifer Lee, also instrumental to the U of MN project, OBRA was affiliated with the project as a consultant to Steven Holl Architects until the final completion and opening of the new building and renovation.



PROJECT: COLLEGE OF ARCHITECTURE AND LANDSCAPE ARCHITECTURE, MINNEAPOLIS, MINNESOTA CLIENT: UNIVERSITY OF MINNESOTA SCHOOL OF ARCHITECTURE DATE: COMPLETED 2002 COLLABORATORS: STEVEN HOLL ARCHITECTS (DESIGN ARCHITECT), PABLO CASTRO (PROJECT ARCHITECT FOR STEVEN HOLL ARCHITECTS), VINCENT JAMES ASSOCIATES (ARCHITECT OF RECORD), OBRA ARCHITECTS (DESIGN CONSULTANT), GUY NORDENSON AND ASSOCIATES, ELLERBE BECKET ENGINEERS, L'OBSERVATOIRE INTERNATIONAL

PROJECT: EUROPEAN SOLIDARITY CENTRE, GDANSK, POLAND CLIENT: MUNICIPALITY OF THE CITY OF GDANSK DATE: 2007 COLLABORATORS: ARUP NEW YORK

As a relatively young firm, however, we feel poised to provide at least one approach that may be suitable amongst the presumably varied range of selected competition participants. As an emerging practice our work is only beginning to be recognized internationally, but with this growth and development, we feel we have the unique vision and ever-developing voice to contribute to the possibilities to be considered for this outstanding architectural opportunity. Backed by the holistic support of ARUP along with the groundbreaking technological support of Gehry Technologies, the OBRA STUDIO team has the potential to design and deliver a competition proposal of outstanding quality and unimaginable innovation.



The new building will provide an inspiring work environment for all staff, and in particular, will facilitate high quality research outcomes from academic staff and Research Higher Degree (RHD) students. The academic work environment will provide a range of opportunities from quiet, individual research through to collaborative work with other academics and with RHD students. The building will play an essential part in the Faculty's goal of attracting and retaining the best staff and allowing flexibility and choice in work styles.

CASE STUDY: A NEW CAMPUS FOR BEZALEL ACADEMY OF ARTS AND DESIGN IN THE CENTER OF JERUSALEM

THE RESTLESS CONDITION

The new Bezalel campus at the heart of Jerusalem defines by its inception a condition that is not only crucial for the academy as an institution of higher education and for Jerusalem as a 21st century city at the crossroads of history, but also for art in general and specifically architecture. This is a condition of intrinsic restlessness, one of inhabiting a location wedged between the ever-flowing current of the future and the stubborn presence of the past. We believe this is an opportune position, and in fact one of which an art student in particular needs crucial awareness: excitement about the new and an awareness of its impending demise, restlessness. Not only has one to do in order to get to be, but also being is never fully completed and doing must hence continue ad eternum.

A stone's throw away from the Old City and becoming a cathartic presence of the Russian Compound, Bezalel completes the city around it with a geometry of simple stereometric volumes entirely finished in Jerusalem stone. The two proposed wings and a connecting base blend into the surroundings, enhancing their potential for defining urban space. And yet these volumes are entirely perforated: only a trellis simply defines the relationship between the building and its urban surrounding while containing inside the complexities concomitant to program and a vision for the new urban campus. These kernels are articulated as crystalline prisms of space where the different departments are contained in an interpenetrated sequence of dynamic interaction. The proposal is then defined as a simple deep cast skin clad in Jerusalem stone which filters the urban surrounding, provides shadow, allows breezes and, by compression, provides structural support. Its shape is defined in the convergence of zoning requirement, setback deference to existing monuments, sustainable environmental conditioning and prefabricated modular construction. This skin contains a glazed state-of-the-art facility in modular steel trusses and precast concrete plank smooth surface polished to a shine. The loose fit between this perforated skin and its lantern-like crystalline contents defines a series of cascading spaces that are both exterior and interior and allow a range of opportunity as the shifting locus of informal student interaction affording at the same time room for studio-related outdoor activities such as modelmaking, mockup construction, spraypainting, etc.

The light construction volumes of the studios vary in width between 12 and 20 meters and in height between 4 and 10 meters, creating not only spatial variation and opportunity for memorable articulation but also allowing conditioning by sustainable means such as natural ventilation and lighting without glare and radiant floor heating and cooling, to create possibilities for economies of construction and maintenance and raising the standards of environmental responsibility in design and construction. The possible economies are by no means negligible as we consider that conventional mechanical air conditioning in modern construction can cost as much as about 40% of total cost of new construction.

CULTURAL DIFFUSER: AN ENGINE OF TRANSFORMATION

The planning is designed to encourage interaction and mutual influence amongst the different departments while observing the distinctions that make each one of them unique, and also to establish a distinctive urban presence for Bezalel in the Russian Compound, one that could become an engine of transformation for the neighborhood at large. In that sense, the plaza around Holy Trinity Cathedral is proposed as a blank slate in which the demographic transformation Bezalel will undoubtedly propitiate in the neighborhood will find room for the joy of urban existence and expression. In both north and south wings of the building, the plaza will be paired with programmatic arrangement to encourage interaction between Bezalel and the Jerusalem public: auditorium lobby, café, student store and canteen. The life of Jerusalem streets will enter into Bezalel while in turn the creative overflow of the Academy can be allowed to spill onto the public paths and routes passing through and around the campus.

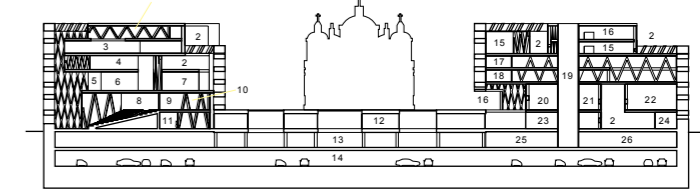
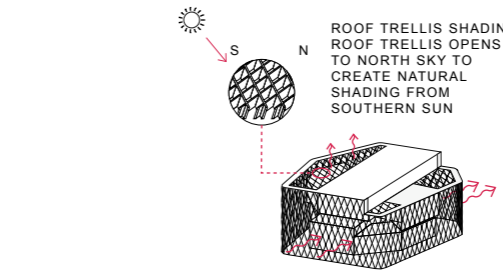
Like Jerusalem, built around the primacy of urban view corridors, the many glazed



PROJECT: BEZALEL ACADEMY OF ARTS AND DESIGN, JERUSALEM, ISRAEL
 CLIENT: BEZALEL ACADEMY OF ARTS AND DESIGN DATE: 2007 COLLABORATORS: TRANSOLAR ENERGIETECHNIK GMBH



- KEY
- 1 BEZALEL NORTH WING
- 2 BEZALEL BASE BUILDING
- 3 BEZALEL SOUTH WING
- 4 THE HOLY TRINITY CATHEDRAL
- 5 SERGEI HOUSE - SOCIETY FOR THE PROTECTION OF NATURE
- 6 THE HOSPICE FOR MEN - JERUSALEM POLICE HEADQUARTERS
- 7 THE RUSSIAN MISSION - MAGISTRATE'S COURTS
- 8 THE RUSSIAN HOSPITAL - MUNICIPAL OFFICES
- 9 MUNICIPAL BUILDING
- 10 THE HOSPICE FOR WOMEN - MUSEUM OF THE UNDERGROUND RESISTANCE



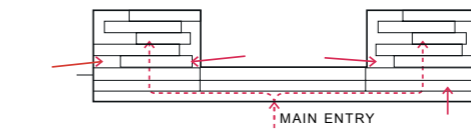
ACCESS IN / VIEWS OUT VIEWS IN ALL DIRECTIONS
 volumes of the interior of the buildings favor each their own direction, akin to the journey of the becoming of a young artist, in search of his or her unique voice and vision.

ACCESS

The building is furnished with multiple entries to facilitate its daily access by students coming and going from different quarters of the city. In case of emergency, all can be closed, allowing a single entry opposite the current Museum of the Underground Resistance. This will allow coherent circulation of both wings and avoid the need for visitors to descend in order to ascend.

PROGRAMMATIC PLINTH

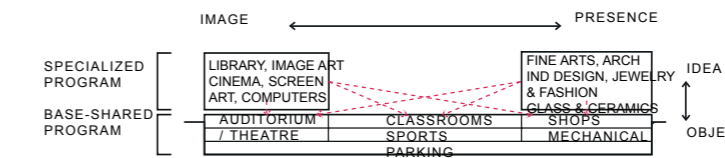
The plinth under the plaza will constitute the architectural counterpart of a good basic education—a sound foundation of history and theory—containing spaces that are



ACCESS WITH SECURITY MULTIPLE ENTRIES AND SINGLE SECURED ENTRY WITH COHERENT CIRCULATION



URBAN PROGRAMMING FUNCTIONS THAT GENERATE PUBLIC ACTIVITY



PROGRAMMATIC DISTRIBUTION BUILDING AS 3-DIMENSIONAL REPRESENTATION OF THE INTERRELATIONSHIP OF THE ARTS

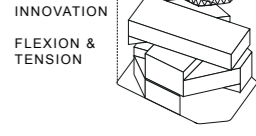
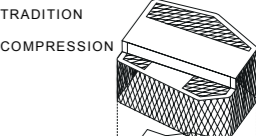
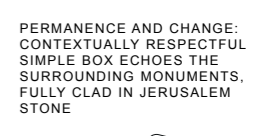
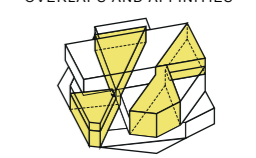
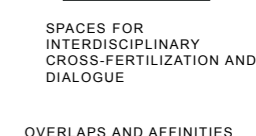
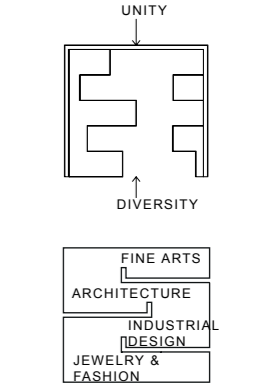
common to all the departments, such as classrooms, auditorium, workshops, sports and other support facilities. Naturally illuminated through skylights and ventilated by earth ducts. The nature of this programmatic arrangement will span a bipolarity defined by workshops to the north and auditorium to the south. Above these two poles the wings of the building will be programmed along the lines of disciplinary affinities and overlaps. To the north, the spatial sequence will include workshops, glass and ceramics, jewelry and fashion, industrial design, architecture and fine arts. To the south it will include auditorium, computer laboratories, screen-based arts, cinema, photography and visual communications. This arrangement provides a functionally coherent relationship of distinction between the north wing—of physical presence—and the south wing—of image—a distinction soft enough to allow for the cross-placement of specific functions that will ensure that all students inhabit the entire building. The library shall be located on the top floor of the south wing to provide the readers' expansive views of Jerusalem's skyline against the Mount Scopus horizon and in this scheme, computer laboratories and classrooms are proposed distributed throughout the building.

Within the wings themselves, the departments occupy specific floors and shaded outdoor terraces, but all connect in a string of cascading double-level spaces that allow the richness of disciplinary cross-fertilization. The terraces are themselves vertically connected, affording alternative ways of moving in space and providing emergency egress.

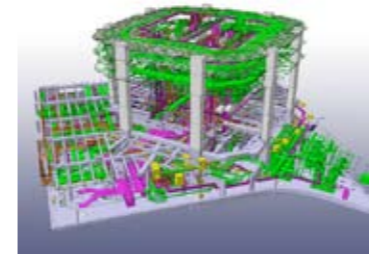


- KEY
- 1 LIBRARY
- 2 TERRACE
- 3 SCREEN ARTS
- 4 PHOTOGRAPHY
- 5 VISUAL COMMUNICATIONS
- 6 CINEMA
- 7 COMPUTER LABORATORIES
- 8 AUDITORIUM
- 9 LOBBY AUDITORIUM
- 10 CANTEN
- 11 SCREEN-BASED ARTS
- 12 CLEAN CLASSROOMS
- 13 WORKSHOPS / SPORT FACILITIES
- 14 PARKING
- 15 ARCHITECTURE
- 16 FINE ARTS
- 17 M. ARCH. & URBAN DESIGN
- 18 INDUSTRIAL DESIGN
- 19 NORTH WING ELEVATOR SHAFT
- 20 ENTRY LOBBY / COFFEE SHOP
- 21 JEWELRY & FASHION STUDIOS
- 22 COMMON SPACES FOR ALL THE ACADEMY
- 23 CERAMIC DESIGN
- 24 MANAGEMENT AND ADMINISTRATION
- 25 MAINTENANCE / TECHNOLOGY / PURCHASING
- 26 LOADING DOCK

DIAGRAMMATIC SECTIONS



STATE-OF-THE-ART TEACHING FACILITY IN GLASS AND STEEL, LUMINOUS, SUSTAINABLE, FLEXIBLE AND LIGHT



THE DESIGN STUDIO

The new building will provide an outstanding teaching and learning environment for all staff and students. It will provide a range of formal and informal teaching and learning spaces, encouraging interaction between students from all year levels, while still providing acoustic and visual privacy to enable work to proceed without interruption where necessary. Teaching and learning spaces will be based on advanced theories of studio and classroom design, addressing the role of technology, staff-student interaction and work styles in their layout, furnishings, and equipment. Studio is seen as the focus of student learning, the place of immersion in professional culture driven by experiential learning and global engagement in relevant social issues.

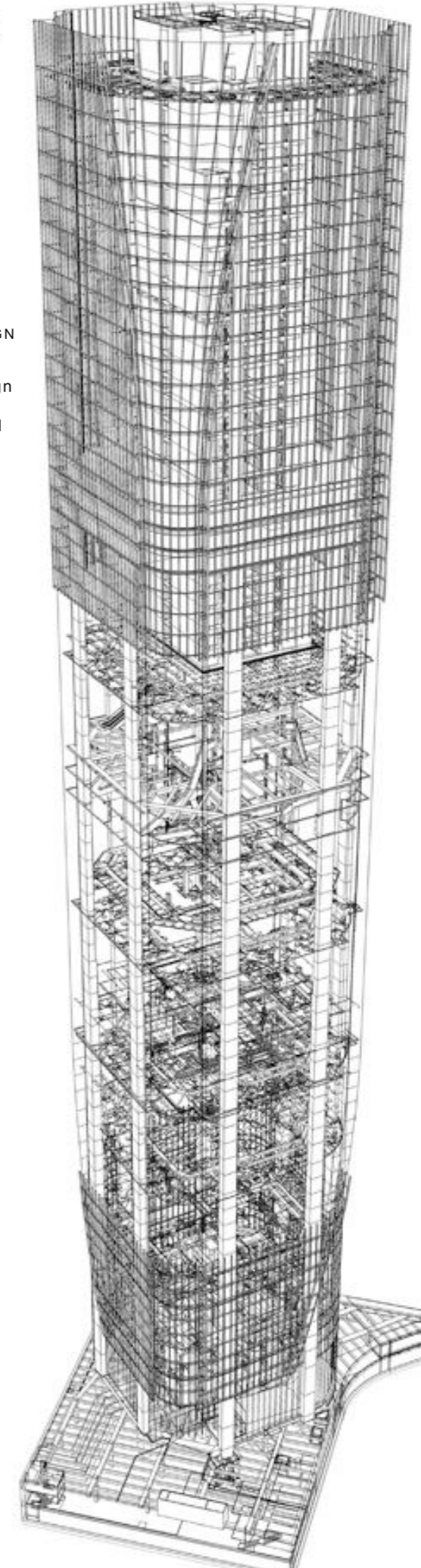
DESIGN TEAM PHILOSOPHY

Specialized into different branches, the design professions have reached profound depths of technical capability and created a common pool of know-how and possibility potentially accessible to all. Unfortunately, it has also restricted the capacity of designers to exercise the lateral displacement crucial to creative thinking. We believe that a project as important as the New Building for the Faculty of Architecture, Building and Planning for the University of Melbourne demands a multidisciplinary effort that can transcend the limitations of our current disciplinary compartmentalization through rich and generous dialogue amongst designers and consultants. We propose to consider a vision for the new facilities as a frontier laboratory of collaboration between landscape architects, architects, engineers, designers and other experts of all required disciplines.

CASE STUDY: GEHRY TECHNOLOGIES PROVIDING BIM CONSULTING, TRAINING, CONSTRUCTION PROCESS SIMULATION, PRIMAVERA INTEGRATION

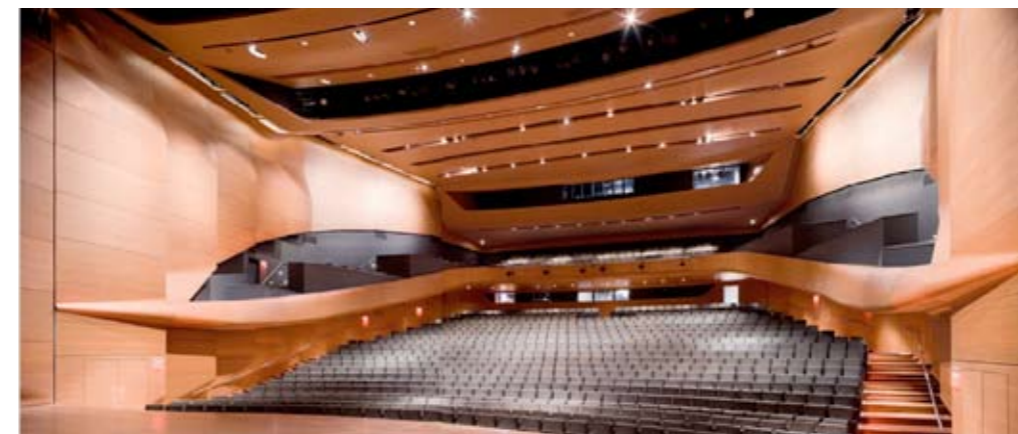
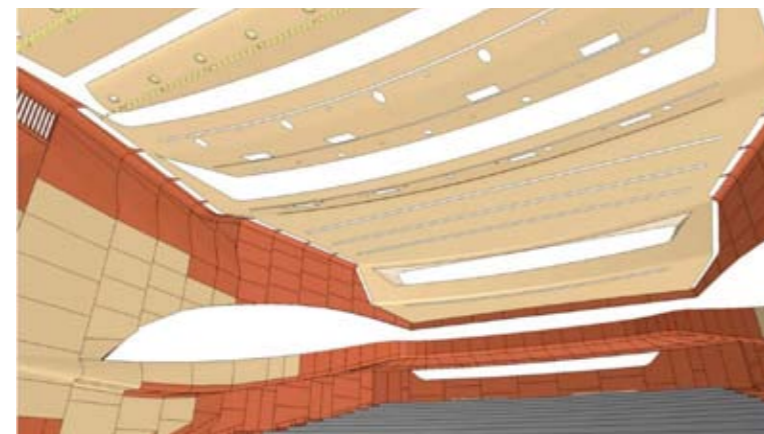
PROJECT: ONE ISLAND EAST, HONG KONG, PR CHINA CLIENT: SWIRE PROPERTIES LTD. COLLABORATORS: WONG & OUYANG HK LTD. (DESIGN ARCHITECT) SIZE: 1,400,000 SF

This owner-driven process comprehensively combined traditional design and construction information into one 3D building information model. As BIM consultants to Swire Properties Ltd., the GT Asia team enabled and facilitated a high degree of information integration and exchange between members of the design and construction teams and the client.



CASE STUDY FROM OBRA ARCHITECTS: FROM DESIGN INTENT THROUGH TO FABRICATION

PROJECT: BEATFUSE! PS1 MOMA YOUNG ARCHITECTS PROGRAM WINNER 2006, LONG ISLAND CITY, NEW YORK CLIENT: PS1 CONTEMPORARY ART CENTER + MUSEUM OF MODERN ART COLLABORATORS: SCIAME CONSTRUCTION, ROBERT SILMAN ASSOCIATES (STRUCTURAL), TRANSOLAR ENERGIETECHNIK GMBH, TILLET LIGHTING DESIGN



CASE STUDY FROM GEHRY TECHNOLOGIES: FROM DESIGN INTENT THROUGH TO FABRICATION

PROJECT: LINCOLN CENTER ALICE TULLY HALL, NEW YORK, NEW YORK COLLABORATORS: DILLER SCOFIDO + RENFRO (DESIGN ARCHITECT), FXFOWLE (EXECUTIVE ARCHITECT), ARUP NY (MECHANICAL, STRUCTURAL)
[HTTP://WWW.GEHYTECHNOLOGIES.COM/INDEX.PHP?OPTION=COM_JPORTFOLIO&CAT=3&PROJECT=36&ITEMID=25](http://www.gehytechnologies.com/index.php?option=com_jportfolio&cat=3&project=36&itemid=25)

GT's initial role was to capture the architectural design intent of the interior while meeting fabrication constraints. GT created a 3D model in Digital Project™ which included interdependent systems influencing the construction of the wood panels, such as steel supports, theater rigging equipment, and integral MEP systems. Working with Architectural Woodwork Industries, consultant for the wood panels during the design development, GT developed a finish surface model for the interior panels which went directly to fabrication.

During the construction phase, GT integrated 3D models from subcontractors and provided a pre-build digital view of the project, aiding design of complicated systems such as the piping systems layout. These systems were then analyzed for clearance and clash interference. GT used the 3D Digital Project model to analyze design phase assumptions on existing conditions and ensured panels were fabricated to fit precisely.

THE LIVING BUILDING

The building will demonstrate outstanding performance in the design and on-going operation of its environmental systems. It will use the best available techniques and technologies for sustainable design, and for the use of materials, energy, air and water. The building will also act as a laboratory, providing opportunities for staff and students to control, adjust and monitor environmental systems such as sun-shading or natural ventilation. The building will take advantage of local climate conditions to resourcefully provide high levels of occupant comfort, which will be evident through changes in the internal environment or to the external fabric. Internal spaces will be adaptable and flexible, but still have access to high quality natural light, ventilation and acoustics.



PROJECT: PRATT INSTITUTE GRADUATE STUDENT HOUSING, BROOKLYN, NEW YORK CLIENT: PRATT INSTITUTE COLLABORATORS: WERNER SOBEK ENGINEERING & DESIGN, TRANSOLAR ENERGIETECHNIK GMBH, ROBERT SILMAN ASSOCIATES (STRUCTURAL), TILLET LIGHTING DESIGN

SERIALIST HOUSING WITH SUSTAINABLE GLAZED FACADE: An experiment in prefabricated modular construction that proposes a reconsideration of existing modular prefabricated methods of construction via invention of a glazed sustainable façade utilizing phase change material (Brooklyn, New York) The project proposes a glazed facade—finished in frosted single glass on the outside and sheets of polycarbonate on the inside—which filters shadow and light projections of the interior as if the architecture and its inhabitation were to be expressed not by form but by its byproduct, materialized in a vague and nuanced penumbra.

Because the considered site is at an angle to true north, the facades are proposed as a serrated vertical extrusion with a different section designed for each of the two faces. This affords protection from the horizontal sun of the west and east, the entrance of indirect light from the north and the filtering of the south light to alternatively allow or block the summer and winter inputs. This design will provide abundant natural light to the interiors translating in energy cost savings and also contributing to the heating of the space in the winter. The south-facing sections are insulated with translucent cellulose-based insulation and backed towards the interior by sections of PCM (phase change material) panels which will store the energy accumulated during the day for its release into the apartments at night. The whole facade is punctuated by standard 4' x 4' aluminum operable windows, allowing one for each room. Different possibilities of material and detail configuration are considered for this wall in consultation with an acting facade structural engineer and an environmental engineer/sustainability consultant.

INDOOR AIR QUALITY

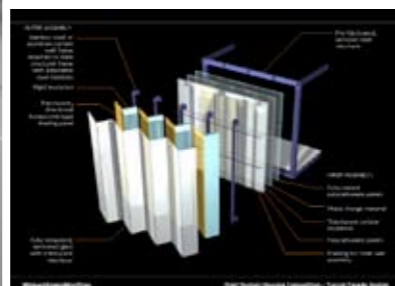
Ventilation using 100% outside air provides superior air quality and acoustical comfort. Due to the poor air quality in Brooklyn, an electrostatic filter is chosen to provide superior filtration with a fraction of the normal fan energy requirement as well as reduced maintenance. The outdoor air unit also incorporates a 70% effective heat recovery wheel to reduce energy use for air heating, cooling, and dehumidification. The unit includes a hot/chilled water coil.

Operable windows allow natural ventilation, both for cooling and hygienic purposes. Low emitting and dust-free finishes minimize indoor air pollution.

ACOUSTICAL COMFORT

Thermal control in Brooklyn is typically provided by hot water or steam-fed radiators in winter and air conditioning units in summer, both of which can be very noisy. The proposed room-level mechanical systems are, by comparison, very quiet. The outdoor air unit moves much less air per apartment than a window unit because the slab provides most of the cooling. The air unit is also designed for efficient, low pressure operation. Both of these factors make the unit much quieter than a typical window unit. The slab system is completely silent.

The central mechanical systems are also very quiet in comparison to a conventional system. Typically heat rejection takes place via a cooling tower that produces noise, besides making a plume of steam and releasing water treatment chemicals into the environment. The geothermal borehole system produces no noise.



CASE STUDIES OF ARUP'S GLOBAL EXPERIENCE FROM NEW YORK TO MELBOURNE:

PROJECT SHOWN ON NEAR RIGHT: ALFRED LERNER HALL, COLUMBIA UNIVERSITY, NEW YORK, NEW YORK CLIENT: COLUMBIA UNIVERSITY COLLABORATORS: BERNARD TSCHUMI (DESIGN ARCHITECT), SEVERUD (STRUCTURAL)

PROJECT SHOWN ON FAR RIGHT: SIDNEY MYER ASIA CENTRE, UNIVERSITY OF MELBOURNE COLLABORATORS: ROBERT NATION (DESIGN ARCHITECT)

TOTAL DESIGN

Engineering disciplines are integrated to provide clients and architects with a coordinated service from a project's inception through to completion. The objectives are to contribute fully at the conceptual stage of a project, to ensure that the relevant engineering considerations and options are properly exposed to the owner and architect, and to ensure that the design is developed in a well-coordinated manner. Total Design is undertaken by multi-disciplinary project teams, led by a principal-in-charge and a project manager, and including senior and supporting staff in each discipline required. The key project staff form an effective unit accustomed to working together as a team. Each team is responsible for handling its projects from inception to completion, thus ensuring full continuity.

HIGHER EDUCATION

Arup understands the special needs of the campus. Arup brings a depth of experience in delivering the spectrum of project types found on the education campus, including academic, dormitory, performance spaces, laboratory, galleries, libraries, sport, transportation facilities and central plants. Arup also delivers services across the total life of these projects from needs assessment, capital planning, master planning, design, construction, commissioning, and post occupancy support. Arup recognizes that the fundamental purpose of the education campus is to teach. With this recognition comes a deep seated belief that through good design, Arup can contribute to the creation of better learning environments.

Arup has been involved in the design of educational facilities for 40 years. Projects undertaken range in scope from renovation of private institutions to the design of new world class facilities requiring fully integrated multidisciplinary teams. We have also worked with artists and exhibit designers on individual pieces and exhibits.



Designing and executing projects around the world with the invaluable input of our clients has given us a wealth of experience. Today Arup offers a broad spectrum of consulting services allowing us to provide almost all the technical design services required to successfully complete projects. We carefully identify the client's criteria for success, design the means for achieving it and provide skills and management expertise for effective project implementation.

SUSTAINABILITY SERVICES

Sustainable solutions demand holistic thinking. Working in partnership with industry, government and other organisations, we have developed assessment methods and tools that enable our clients' to incorporate sustainability into their business strategies, planning and operations. Arup Sustainability provides greater success for organizations. Through sustainability-based risk assessment and strategic planning we can identify an organization's risks and evaluate opportunities for performance improvement.

CAPABILITY AND PROCESS

Architects / practices are asked to demonstrate their capability of completing a project of this size, scale, type or budget, including registration with relevant local boards or authorities. Respondents should also address their capacity to deliver the project in Melbourne, for example, by nomination of the design team and their anticipated contribution to the project, and a statement of processes for engagement with clients and users. Respondents are invited to describe their preferred or intended process of collaboration with the Faculty and the University in delivering an outstanding project. Please include a selection of previous work as well as at least one client reference from a recently completed project.



PROJECT: BEATFUSE! PS1 MOMA YOUNG ARCHITECTS PROGRAM WINNER 2006

CLIENT REFERENCE:

Barry Bergdoll, Chief Curator, Department of Architecture & Design
Museum of Modern Art, New York
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Paola Antonelli, Senior Curator, Department of Architecture & Design
Museum of Modern Art, New York
T 212 708 9503 E Barry_Bergdoll@moma.org



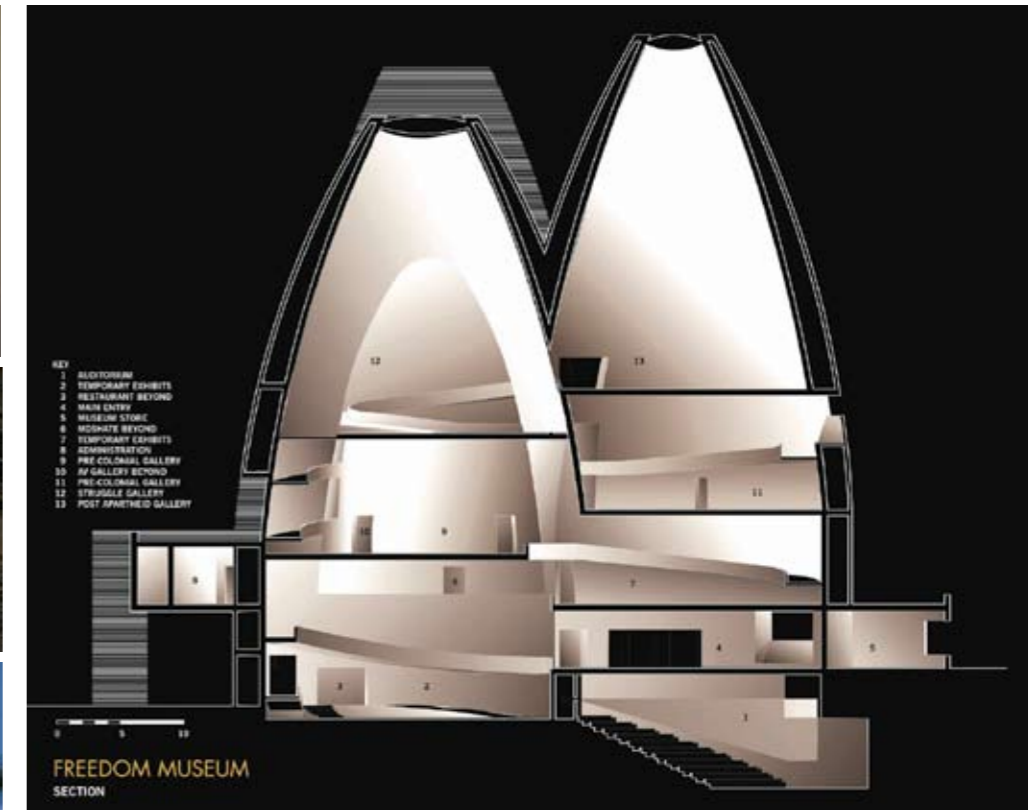
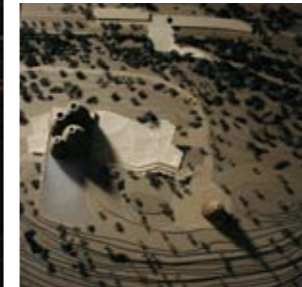
PROJECT: COLLEGE OF DESIGN, MINNEAPOLIS, MINNESOTA
PABLO CASTRO (PROJECT ARCHITECT FOR STEVEN HOLL ARCHITECTS)
OBRA ARCHITECTS (CONSULTANT TO STEVEN HOLL ARCHITECTS)

CLIENT REFERENCE:

Thomas Fisher
Dean, University of Minnesota College of Design
T 612 626 9068 E fishe033@umn.edu

Steven Holl
Principal, Steven Holl Architects
T 212 629 7262 E smh@stevenholl.com

THE UNIVERSITY OF MELBOURNE



PROJECT: FREEDOM PARK MUSEUM + MEMORIAL, PRETORIA, SOUTH AFRICA
CLIENT: FREEDOM PARK TRUST COLLABORATORS: GUY NORDENSON ASSOCIATES, ARUP NEW YORK

WINNER: CHICAGO ATHENAEUM AMERICAN ARCHITECTURE AWARD, 2004

OBRA ARCHITECTS
www.obraarchitects.com

Pablo Castro is a licensed architect registered in the states of New York and Connecticut and a member of the American Institute of Architects. The firm would be fully capable of meeting registration requirements with relevant local boards and authorities. In order to deliver the project in Melbourne OBRA STUDIO foresees tight integration and continuity with the global practices of Gehry Technologies and Arup, both of which have branch offices in New York.

GEHRY TECHNOLOGIES NEW YORK
www.gehrytechnologies.com

Gehry Technologies (GT) provides technology and services to leading owners, architects, engineers, fabricators, and other building industry professionals around the globe. We engage directly with clients to increase creativity and control; reduce project risks, costs, and completion times; and improve processes and decisions through collaboration, project visibility, and information access.

In partnership with Dassault Systemes, Gehry Technologies develops and licenses Digital Project™, a suite of powerful 3D building information modeling and management tools. In 2002, Frank Gehry and his team founded Gehry Technologies (GT) to bring technology and methodology advances to the wider architecture and building industries. Gehry Technologies is composed of a team of architects, engineers, and construction professionals; computer scientists; and management consultants; and provides new technologies and methods which enable building project teams to innovate, collaborate, and realize better buildings.

In 1992, Gehry and his research and technology

team changed the way his practice approached design. Traditional paper based ways of documenting and delivering architectural projects could not capture Gehry's innovative designs. Gehry built a team of technologists and practitioners which initiated new ways of thinking about architecture and building, using advanced 3D aerospace technologies to design, document and go directly from design to construction without intermediate paper documentation. In parallel, Gehry's practice pursued innovations to project delivery to establish more collaborative project teams, conducting practice through integrated 3D project data.

DESIGN PHASE SERVICES
Building information modeling (BIM)
Parametric design
Geometry solutions
Design to fabrication
Building analysis modeling
Value engineering modeling
Quality control and clash detection
Constructability analysis
Production and project services

DIGITAL PLANNING & PRODUCTION including:
Project delivery
Design data integration
Mass element instantiating
Integration of fabrication constraints

GT global offices: GT New York, GT Asia Limited

ARUP NEW YORK
www.arup.com

Arup in the Americas is an integral part of the Arup Group Ltd, one of the world's largest independent engineering firms. Established in 1946, Arup

has grown into an international group of multi-disciplinary practices with over 10,000 staff in 92 offices in 37 countries.

The firm was established in the US in 1985 to provide the multi-disciplinary service that embodies the Arup philosophy and design approach.

Arup in Australasia
For more than 40 years, Arup has worked in partnership with its clients as a key contributor in the development of Australasia. Arup came to Australia in 1963 to undertake the structural design of the Sydney Opera House. We have been in Singapore since 1968, and have developed a diverse practice through a wide range of projects for public and private clients.

Today, Arup in Australasia is a multidisciplinary practice offering services across Australia, New Zealand, South East Asia and the Pacific, with more than 1,300 staff comprising engineers, planners, project managers and a diverse range of consulting specialists. Arup's breadth of experience equips us to draw together key players from around the globe to bring the best possible team to any given project. Globally, as a part of the Arup Group, we are more than 10,000 strong, operating out of 92 offices in 37 countries.

Acoustics
Structural
Mechanical
Electrical
Plumbing
Lighting
Sustainability
Education
Communications
Fire Engineering

OBRA+GTNY+ARUPNY= OBRA STUDIO

MERIT

Architects / practices are asked to demonstrate their capacity to produce works of outstanding architectural merit, including recognition of that approach demonstrated through prizes, awards, publication in significant architectural journals, other published essays and reviews in print, film or digital media.



AWARDS GRANTS + HONORS

- 2009 Cooper Union Alumni Hall of Fame
- 2008 I.D. Annual Design Review Award
- 2008 American Institute of Architects Honor Award
- 2007 Cooper Union Urban Visionary Emerging Talent Award
- 2006 PS1 MoMA Young Architects Program, Winner
- 2006 New York Foundation for the Arts Fellowship in Architecture Environmental Structures
- 2005 Emerging Voices, Architectural League of New York
- 2004 Chicago Athenaeum American Architecture Awards, Freedom Park
- 2004 Chicago Athenaeum American Architecture Awards, Nine Square Sky
- 2004 Shinkenchiu Residential Design Competition, Honorable Mention
- 2004 Invited Competition, TITTOT Glass Art Museum, Taipei, Taiwan, Second Prize
- 2004 Society of Architectural Historians de Montequin Fellowship
- 2003 Winner (1 of 3), Freedom Park Competition, Pretoria, South Africa
- 2002 ACADIA Digital Design Exhibit, "Hybrid Modeling," Honorable Mention
- 1994 San Jose Veterans Memorial Competition, First Prize (built)
- 1987 San Juan Expo Pavilion Design Competition, First Prize (built)



EXHIBITIONS

- May 2009 Crossings: Dialogues for Emergency Architecture, National Art Museum of China, Beijing, PR China
- Oct 2008 13:100 | Thirteen New York Architects Design for Ordos, Architectural League, The Urban Center, New York
- Sept 2008 Crossing Disciplines: Light, The Rubelle & Norman Schafner Gallery, Pratt Institute, Brooklyn
- July 2008 2008 I.D. Annual Design Review, Sheila C. Johnson Design Center, Parsons the New School of Design, New York
- May 2008 BEIJING TRIPOD, BLANK 2008, Median Art Gallery, Beijing, PR China
- May 2008 AIA New York Design Awards, Center for Architecture
- Jun 2007 Young Americans Exhibit, Deutsches Architekturmuseum, Frankfurt am Main, Germany
- Feb 2007 OBRA Architects: BEATFUSE!, Rapson Hall, Link Gallery, University of Minnesota, College of Design, Minneapolis, MN
- Nov 2006 Prototypes, Models and Mockups: Physical Design Tools in a Digital Age, The Center Gallery, Fordham University
- Oct 2006 Zochestvo 2006 Architectural Festival, Moscow, Russia, exhibited by Union of Architects of Russia
- Oct 2006 Going Public 2: City Snapshots, Center for Architecture, Edgar A. Tafel Hall, New York, New York
- Sept 2006 Faculty Show, Rhode Island School of Design, BEB Gallery, Department of Architecture, Providence, Rhode Island
- Jun 2006 Museum of Modern Art, PS1 MoMA Young Architects Program, New York
- Jun 2006 PS1 Contemporary Art Center, BEATFUSE! Warmup 2006, Long Island City, New York
- Jan 2006 New American Architecture Exhibit, Chicago Athenaeum, Herman Miller Showroom, Los Angeles
- Nov 2005 New American Architecture Exhibit, Chicago Athenaeum, Herman Miller Showroom, New York
- Jan 2005 American Architecture Awards Exhibit, Chicago Athenaeum
- Nov 2004 AIA ACADIA Fabrication Conference Exhibit, Toronto, Canada

PROJECT: ORDOS100 VILLA, ORDOS, INNER MONGOLIA, PR CHINA CLIENT: ORDOSPROJECT WWW.ORDOSPROJECT.COM COLLABORATORS: ARUP NEW YORK

CURATED JOINTLY BY JACQUES HERZOG & AI WEIWEI

- Mar 2004 OBRA Architects: Architettura Povera, Rhode Island School of Design, BEB Gallery, Department of Architecture, Providence, Rhode Island
- Oct 2003 Freedom Park Exhibition, Sandton Convention Centre, Johannesburg, South Africa

LECTURES

- upcoming Lecture, Tsinghua University, Beijing, PR China
- Mar 2009 Lecture, University of Puerto Rico School of Architecture
- Jan 2009 Lecture, University of Florida School of Architecture
- May 2008 Gallery Talk, Median Art Gallery, Haidian District, Beijing, P.R. China
- Apr 2008 Lecture, Central Academy of Fine Art, Beijing, P.R. China
- Sept 2007 Lecture, Temple University, Tyler School of Art Architecture Program
- April 2007 Lecture, Universidad Torcuato di Tella, Buenos Aires, Argentina
- Feb 2007 Conversations with Contemporary Artists, Museum of Modern Art
- Nov 2006 Prototypes, Models and Mockups Roundtable, Organized by Fordham University, Theatre and Visual Arts Dept, Architecture Concentration, Center for Architecture, New York
- Nov 2006 Lecture, Department of Architecture, The College of Environmental Design, University of California, Berkeley
- Oct 2006 Lecture, School of Architecture, North Carolina State University
- Sep 2006 Architecture Tour: Pablo Castro & Jennifer Lee, PS1 Contemporary Art Center
- Aug 2006 In the Making: Summer at MoMA, OBRA Studio Visit
- Jul 2006 BEATFUSE! Tour, Columbia University Summer Studio Program, PS1 Contemporary Art Center
- Mar 2006 Lecture, Cooper Union, CU@lunch, Recent Work of OBRA Architects
- Mar 2005 Lecture, Emerging Voices, Architectural League of New York
- Mar 2005 Architecture Magazine Emergent-Firm Roundtable: In Search of Design Leadership
- Sep 2004 Lecture, Universidad de Chile, Santiago, Chile
- Sep 2004 Lecture, Universidad Diego Portales, Santiago, Chile
- Sep 2004 Lecture, Universidad Nacional de San Juan, San Juan, Argentina
- Sep 2004 Architecture of Resistance, VIIIth International DOCOMOMO Conference, Columbia University
- Apr 2004 Lecture, New Jersey Institute of Technology School of Architecture
- Apr 2004 Lecture, Social xCHANGE Symposium, Rhode Island School of Design, Providence, Rhode Island
- Oct 2003 Lecture, Cranbrook Academy of Art, Bloomfield Hills, MI
- 2002 Detailing, University of Minnesota College of Architecture & Landscape Architecture
- 1999 Lecture, University of Minnesota College of Architecture & Landscape Architecture
- 1993 Lecture, Universidad Nacional de San Juan, Argentina

OBRA ARCHITECTS: SELECTED COMPETITIONS

- Pratt Institute Graduate Student Housing, Invited Competition Brooklyn, New York
- European Solidarity Centre, Restricted Competition Gdansk, Poland
- International Convention Center for the City of Madrid, Restricted Competition Madrid, Spain
- BEATFUSE! P.S.1 MoMA Young Architects Program

PS1 Contemporary Art Center, Long Island City, New York Invited Competition, Winner

Seoul Performing Arts Center Complex on Nodeul Island Seoul, Korea

TITTOT Glass Art Museum, Invited Competition Taipei, Taiwan Second Place

Freedom Park Memorial and Museum Complex Pretoria, South Africa Two-Stage International Competition, Winner (1 of 3)

Aqueduct Housing Guanajuato, Mexico

San Jose Veterans Memorial, National Competition, Winner San Jose, California

OBRA ARCHITECTS: SELECTED PUBLICATIONS

- (forthcoming) OBRA Architects (2nd monograph), DAMDI Press, Seoul, Korea
- Bert de Muynck, "OBRA, At Work in China," Perspective Magazine, Hong Kong, PR China, February 2009
- "Aqueductos Viviendas/Serialist Housing," TRENDSDECO, Special Green Safe Design Issue, Beijing, PR China, 2008/08
- "Nine Square Sky," TRENDSHOME Magazine, Beijing, PR China, No. 140, 2008/07
- "OBRA Architects," BQ Magazine, Beijing, PR China, 2008.06.19
- "Annual Design Review 2008 / furniture: Design Distinction," I.D. Magazine, July/August 2008
- Jerry Briggs, "Summer in the City," EPOXYWORKS, Number 26, Spring 2008
- "PS1 MoMA Young Architects 2006: OBRA," future arquitecturas, Madrid, Spain, No. 10, December 2007 - January 2008
- Public Art: A World's Eye View, ed. Norio Mochizuki, International Creators' Organization, Kanagawa, Japan, October 2007
- May Cambert, Conceptual Architecture [Top American Architects], Pace Publishing Limited, Beijing, China, August 2007
- "BEATFUSE! Installation: Engineered wood product installation at New York City's Museum of Modern Art blends architecture and art through the medium of wood," Wood Design Magazine, Issue No. 39, Summer 2007
- "Warm Up!" Revista Casa Viva, Proyecto Contract, Barcelona, Spain, No. 36, July 2007
- "Urban Hospitality: WarmUp 2006 BEATFUSE! / OBRA Architects," C3, Seoul, Korea, No. 274, June 2007
- "Davide Macullo & OBRA," La Vie D'Or Contemporary Magazine, Seoul, Korea, No. 55, May 2007
- "Demimonde: The Art of Architecture," In.Form, University of Nebraska College of Architecture Journal, Special Issue on Art and Architecture, No. 7, May 2007
- Young Architects Americas, DAAB Publishing, Cologne, March 2007
- Young Americans: Neue Architektur in den USA, Edited by Beate Englehorn, DOM Publishers, Berlin, March 2007
- "BEATFUSE Installation for PS1's Courtyard: OBRA Architects, Pablo Castro, Jennifer Lee," DETAILS, A&C Publishing, Seoul, Korea, No. 01, 2007
- Hiroko Sueyoshi, "Temporary Museum: MoMA PS1, Designer Pablo Castro and Jennifer Lee: Seven shells make summer shade," SPA-DE Space & Design International Review of Interior Design, Fareast Design Editors, Tokyo, Japan, Vol. 6, December 2006

PROJECT: BEATFUSE! PS1 MOMA YOUNG ARCHITECTS PROGRAM WINNER 2006

AMERICAN INSTITUTE OF ARCHITECTS NEW YORK HONOR AWARD 2008

"Three Temporary Architecture, Architects: Herzog de Meuron, Switzerland; OBRA Architects, USA; OMA + Cecil Balmond, the Netherlands / UK," A+U, Tokyo, Japan, No. 433, 2006:10

Vladimir Belogolovsky, "Party in the Heat, Interview with Pablo Castro from OBRA Architects," ARX Magazine, Moscow, Russia, No. 05[06], October-November 2006

Zochestvo 2006 Architectural Festival Catalogue, Moscow, Russia, October 2006

Stefano Converso, "Al Museum P.S.1 di New York: Installazione fai da te," Il Giornale dell'Architettura, N. 44, Ottobre 2006

"Concursos: Arquitectos jóvenes en el Warmup 2006," Summa+, Buenos Aires, Argentina, No. 82, Septiembre 2006

Artem Dezhurko, "BEATFUSE! Jennifer Lee Pablo Castro," Interior + Design Magazine, Moscow, Russia, September 2006

Mikyong Po, "OBRA: Pablo Castro + Jennifer Lee," Concept International Magazine of Competition, CAPress Co., Ltd., Seoul, Korea, Volume 88, August 2006

Andrea Carson, "Forms & Functions: Summer architecture pavilions in Europe and North America," Azure Magazine, Vol. 22, No. 169, July/August 2006

Alice Rawsthorn, "London's garden playground for architects," International Herald Tribune, Design Section, July 3, 2006

"Nueva York: Premian a un joven arquitecto argentino," Clarin, June 23, 2006

James Gardner, "Museums: Roman Baths for Hipsters," The New York Sun, Arts & Letters Section, Vol. 122 No. 48, June 22, 2006

"VISION SPACE: Luxury & Poor," VISION Magazine, Beijing, China, May 2006

"Currents: MoMA and PS1 Select OBRA Architects as Winner of 7th Annual Young Architects Program," A+U, Tokyo, Japan, No. 428, 2006:05

Robin Pogrebin, "Going to the Museum? Take Sunscreen and Get Ready to Dance," The New York Times, Arts Section, March 13, 2006

OBRA Architects Monograph, AACU Book Series of Contemporary Architects Studio Report in the United States, China Architecture and Building Press, Beijing, China, 2005

"Emerging Voices: OBRA Architects," The Architect's Newspaper, Volume 03 Issue 4, March 9, 2005

OBRA ARCHITECTS: SELECTED PRESS

- Interview with BQ Magazine, Beijing, May 2008
- Interview with Pinky, Radio 10, Argentina, 28 June 2007
- FUJI TV spot, Watch me! TV, 7 August 2006
- NY1 Noticias Channel 801, 21 August 2006
- NY1 News: Arts, PS1 Hosts Family Friendly "Warm Up" Dance Party, 6 July 2006
- Bloomberg Muse, Bloomberg Television, 28 July 2006
- TV Asahi Channel 10, 29 June 2006

