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**HAD**

## HAO PROFILE

HAO / Holm Architecture Office is a New York and Copenhagen based architecture and design office founded in 2010 by Danish architect Jens Holm.

The HAO office is comprised of a group of architects and designers who work within the fields of art, architecture and urbanism. Our work reflects continuous research of contemporary architectural and sociological issues with the aim of creating new and compelling architectural typologies.

We believe that solving any design challenge is best achieved by an open and inclusive design process. Our past collaborations include developers, engineers, environmentalists, artists, writers, museum directors and fashion designers to name a few. Through these collaborations we broaden our understanding of the opportunities presented by any given design challenge which allows us to design projects that integrate seamlessly into its natural context.

## OUR WORK

Since 2010 we have been involved in an exciting array of projects of ever increasing scale and programmatic complexity, both locally and globally. HAO is currently working in the US, China and Europe on projects ranging in scale from 50 M2 art installations to 50 Acres master plans.

In China we recently completed the \$ 61 million, 20,000 M2 / 220,000 SF Olympic Samaranch Memorial Museum in Tianjin, China. The Samaranch Museum takes full advantage of several green technologies such as geothermal heating and cooling as well as the use of integrated ZIP panels allowing the building to reduce its overall energy consumption by up to 40 percent.

At the coastline outside of Tianjin we are involved in the design and implementation of the 50-acre Binhai Eco City Master Plan, a benchmark green technology master plan designed to embrace a multitude of green technologies. In addition to Housing and office space, the project includes two state of the art exhibition buildings occupying a combined 40,000 M2. In Qingdao, Northern China, we are working with local offices to refine our competition winning 45-acre master plan for a new residential and commercial district, the plan includes hotels, movie theaters and offices that are designed specifically for new technology business's.

In Taiwan we are working with local developers in Hualien and Taipei to create content and designs for projects ranging in scale from 500 M2 exhibition designs to 4000 M2 exhibition and warehouse building proposals.

In the US we have recently completed and opened the first phase of the Coleman Oval Park and Skate Park situated in Manhattan under the Manhattan Bridge with the following two phases scheduled to start pending city approvals and finalized our proposal for the Domino Culture Factory, a new vision for the transformation of the existing Domino Sugar factory into a global art hub.

## GREEN IS GOOD

Our design philosophy is rooted in the Scandinavian tradition integrating a balanced mix of green technologies in all our projects. Thinking green is a natural and integral part of our design approach.

Through our projects we have found that choosing the right combination of green technologies and materials is good for both the bottom line as well as for the people that ultimately occupies our projects. Sustainable strategies provides longer building life cycles, reduces cost associated with material and maintenance and makes for better living and work environments.

## COMMUNICATION

We understand the need to visualize a project clearly to a diverse series of stakeholders and partners. One of the key aspects of our practice is to assist clients and developers in communicating their visions to a variety of channels. In all our projects we work closely with our clients to prepare visualizations and develop project statements to assist in presenting projects to private investors and public user groups alike,



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UNA  
Research & Exhibition.



UniverCity  
Research & Exhibition.



Museum of Art and Design  
Research & Exhibition



Tote Bag  
Product Design



War Paper  
Product Design



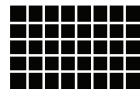
Pill  
Product Design



Double Moon  
50 M2 / 500 SF.



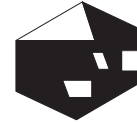
Oculus Installation  
90 M2 / 950 SF.



You Are Here  
100 M2 / 1,000 SF.



Rainbow Pavilion  
100 M2 / 1,000 SF.



Summer Cabin  
140 M2 / 1900 SF.



Creative Time  
170 M2 / 2,000 SF.



Rainbow Bridge  
170 M2 / 2000 SF.



Target Pop-Up  
180 M2 / 2,000 SF.



Play Loop  
200 M2 / 2200 SF.



Wave, Exhibition  
300 M2 / 3200 SF.



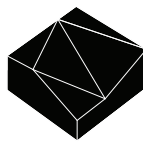
Eric Bland Law  
300 M2 / 3,200 SF.



Mountain Exhibition  
300 M2 / 3,200 SF.



Pixel Scape, Exhibition  
300 M2 / 3,200 SF.



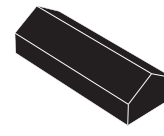
Guardians Institute  
350 M2 / 3,800 SF.



Venice Biennale  
800 M2 / 8,600 SF.



Untitled Cafe  
1500 M2 / 16,000 SF.



Art Barn  
1500 M2 / 16,000 SF.



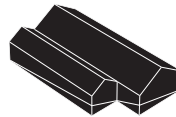
Infill Housing  
1,800 M2 / 19,000 SF.



Andaz Hotel  
1900 M2 / 20,000 SF



Prada Flagship  
2,000 M2 / 22,000 SF.



Wood Shed  
2500 M2 / 27,000 SF.



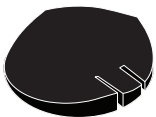
Falkoner School  
2550 M2 / 27,500 SF.



City Hall  
3000 M2 / 32,000 SF.



Daegu Library  
3,000 M2 / 32,000 SF.



Pulsen Community Center  
3,500 M2 / 38,000 SF.



Skate Park  
4,500 M2 / 48,000 SF.



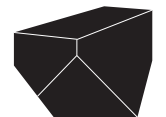
Dallas Theater  
10,000 M2 / 108,000 SF.



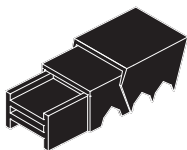
Emergency Station  
18,000 M2 / 19,000 SF.



Samaranch Museum  
20,000 M2 / 21,500 SF.



Casa de Musica  
22,000 M2 / 237,000 SF.



Culture Shed  
23,200 M2 / 250,000 SF.



DQZ Cultural Center  
25,000 M2 / 270,000 SF.



Tianjin Hotel  
34,000 M2 / 370,000 SF.



LACMA  
38,000 M2 / 409,000 SF.



Universal HQ  
60,000 M2 / 650,000 SF.



Bolong Mediatek  
74,000 M2 / 800,000 SF.



Detroit Mixed Use  
100,000 M2 / 1 Mill SF.



Maritime Museum  
100,000 M2 / 1 Mill. SF.



Oslo Vestbanen  
125,000 M2 / 1,3 Mill SF.



Montreal Cultural Center  
130,000 M2 / 1,4 Mill SF.



Domino Culture Factory  
149,600 M2 / 1,6 Mill. SF.



The MAB  
160,000 M2 / 1,7 Mill SF.



Union Station  
20 Acres.



Makkah Gateway  
25 Acres.



Coney Island Master plan  
25 Acres.



Qingdao Master plan  
45 Acres.



Dongjiang Harbour Plan  
64 Acres.



Eco City Master plan  
50 Acres.



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## OFFICE ORGANIZATION

HAD is a registered design office, lead by Creative Director and Founding Partner Jens Holm who oversees HAD's design development and day-to-day operations. Each project we take on is led directly by the directorial team assuring that the creative process is fully maintained and optimized from start to finish.

## ABOUT JENS HOLM



Jens Holm, Creative Director and Founding Partner.

Jens received his bachelor and masters degree from the Aarhus School of Architecture, Denmark in 2000. Jens has more than fifteen years of experience working on public and private projects in the areas of art, architecture, and Urbanism. His work has been published globally and along with running the New York office he is and Adjunct Professor at the NYIT / New York School of Technology.

Prior to founding HAD, Jens worked for several years as a lead architect with the internationally renowned office of Rem Koolhaas and OMA / AMO in OMA's Rotterdam and New York offices and as an associate with Rockwell Group Architecture, Planning and Design in New York.

With OMA, Jens developed and designed projects such as the Universal Studios Headquarters in Los Angeles, the Casa de Musica Concert Hall in Portugal (completed in 2005), the MAB mixed use high-rise building (completed in 2013) and the Oslo Vestbanen cultural center. With AMO Jens helped develop the Wired magazine branding project, helping to re-position Wired magazine for a global audience as well as the research project for the Dallas Theater in Dallas, Texas.

With Rockwellgroup, Jens designed the new master plan for Coney Island, a 25 acres / 250,000 M2 hotel and amusement park in Brooklyn, New York and the 200 room hotel and residential project for Hyatt Andaz, an award-winning project for a new hotel concept finalized in 2010. Jens also lead the team that designed the Hudson Yards Culture Shed in collaboration with Diller Scofidio and Renfro as well as the Untitled cafe in the Whitney Museum of American Art.

## PUBLICATION, EXHIBITIONS & AWARDS

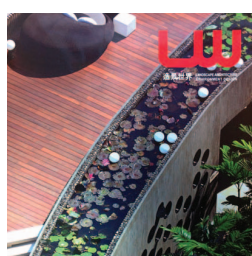
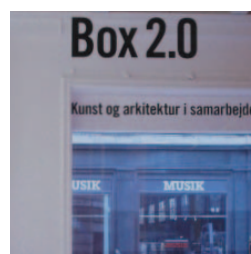
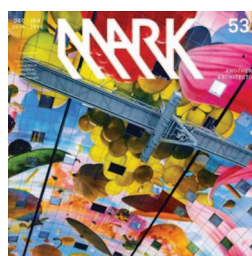
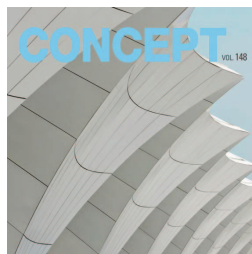
The HAD office was nominated for Harvard University's prestigious Wheelwright Prize as well as for an Urban Fellowship at Design Trust for Public Space in New York City. HAD has been part of exhibitions at some of the most prestigious museums including the MoMA, Museum of Modern Art, and MAD, Museum of Art, and Design in New York.

HAD's work has been published and recognized globally and participated twice in exhibitions at the Venice Architectural Biennale in Venice, Italy and been a finalist in 2013 and 2014 for at the World Architecture Festival in Singapore. Here is a small selection of the magazines, exhibitions and venues in which we have been featured.



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## Samaranch Olympic Memorial Museum

Location: Health Industrial Park, Tuanbo New Town, Jinghai County, Tianjin, China.

Type: Invited Competition. 1st Prize. WAF / World Architecture Festival finalist.

Size: 20,000 M<sup>2</sup> / 215,00 SF.

Program: Memorial & Museum.

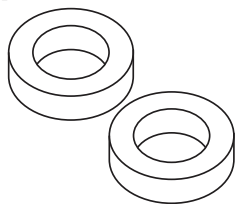
Client: Municipality of Jinghai.

Budget: \$61 Million.

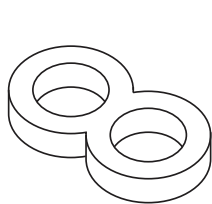
Status: Completed April, 2013.

With the design of the Samaranch Memorial Museum two existing typologies merge: the memorial and the museum. The five interlocking rings of the Olympic Logo serves as the foundation for the building's design: together the five rings create a continuous loop, taking the visitor through both the exhibition and memorial areas. This combination allows the building to both honour the life of Juan Antonio Samaranch while simultaneously creating a place that focuses on the true legacy of the Olympics: creating opportunities for people to meet and celebrate across cultural and geographical boundaries.

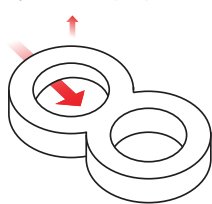
The museum is designed to take full advantage of green technologies and utilizes ZIP panels connected to a Geo Thermal system for heating and cooling as well as integrated PV cells on the roof to generate solar powered electricity. These combined technologies should enable the museum to reduce its energy dependency by a minimum of 40 percent.



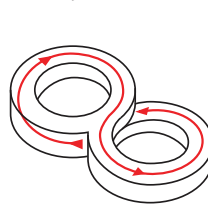
The building program is defined by two parts: The Memorial and the Museum.



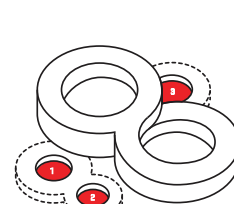
The two programs are combined to create a new typology, the Memorial Museum.



The front ring is lifted to create access to the museum through a public courtyard.



The two programs are linked internally to generate a continuous exhibition loop.



Admin, Exhibition and Research. courtyards are linked to the main building underground.



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## DQZ Cultural Center

Name: DQZ Cultural Center.

Place: Daqiuzhuang, Tianjin, China.

Type: Invited Proposal.

Client: Planning Bureau of Jinghai.

Size: 25,000 M<sup>2</sup> / 270,000 SF.

Program: Exhibition & Cultural Space.

Status: Ongoing.

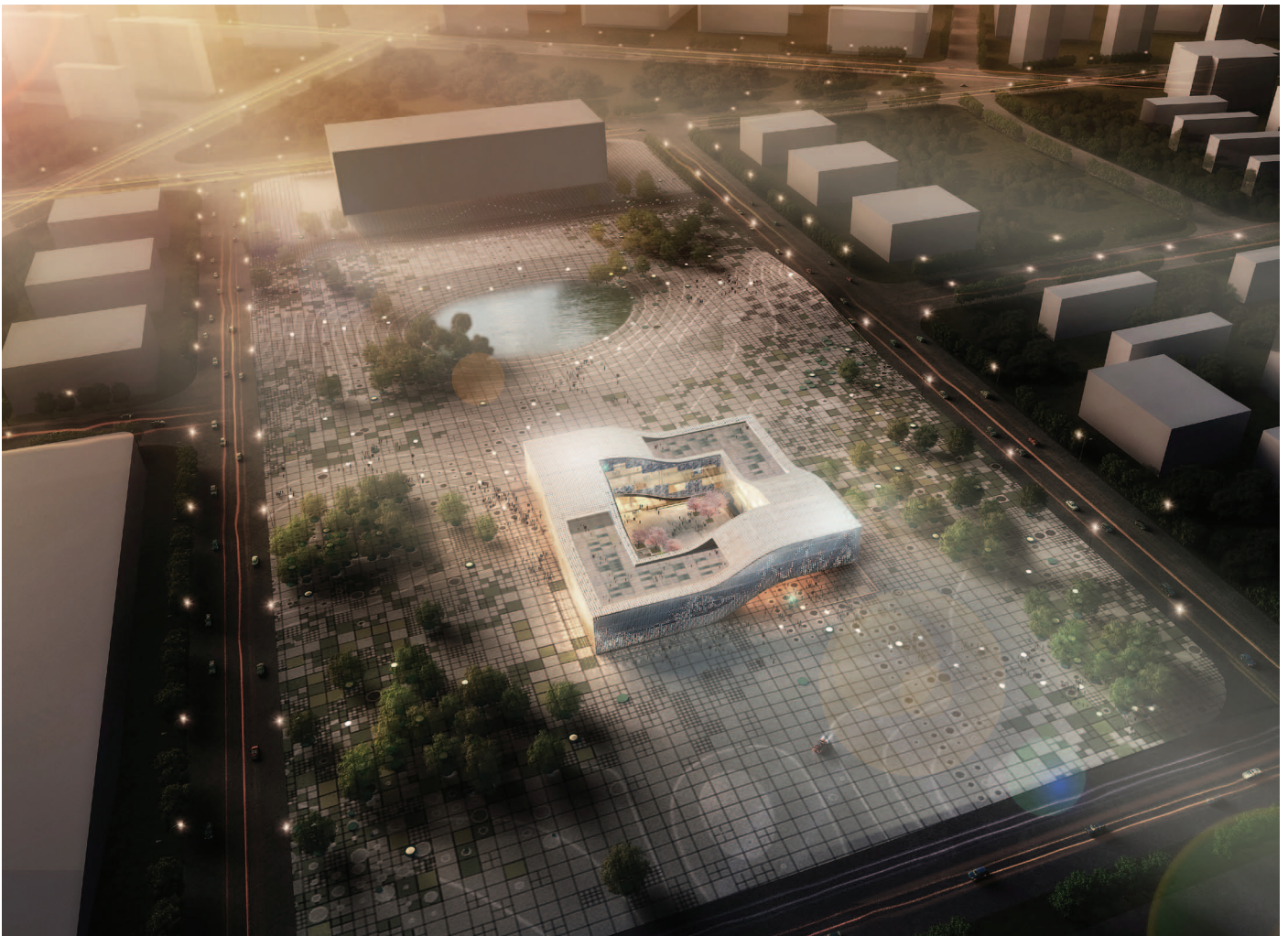
The DQZ Culture Center sits on a site in a newly developed part of the city of Daqiuzhuang situated approximately 200 kilometres south of Beijing in northern China.

A rural village in a desolated salty marshland only 30 years ago, Daqiuzhuang has grown from village to city rapidly due to its early investments in and production of the city's main commodity: steel.

The DQZ Culture Center building occupies a redesigned plaza that mimics the historic marshland of the city in its tone and variety of plant life, combining landscape, trees, flexible water features, and gathering spaces into a new urban center with the 25,000 M<sup>2</sup> / 270,000 SF DQZ Cultural Center at its core.

The new DQZ building takes its form from the traditional Chinese courtyard square. By lifting the square in the diagonal corners, dual entry points to the building are created which lead visitors and locals through the building's ground level public programs to the mid- and upper-level exhibition spaces while extending the existing North-South axis of the surrounding city.

The inner courtyard of the building creates a protected lush landscape with cherry trees and terraces, which can be used as an outdoor venue for local theater and festival events. The central exhibition space of the building opens up visually through glass facades to the courtyard connecting the interior spaces with the exterior courtyard.



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## Binhai Eco City Master Plan

Name: Eco City Master Plan.

Program: Museum, Exhibition, Sports Center, Hotel, Library & Financial District.

Type: Invited International Competition, Shared 1.st Prize. WAF / World Architecture Festival finalist.

Size: 50 Acres.

Client: Developer Sino Singapore.

Location: Binhai, Tianjin, China.

Status: Ongoing.

The Eco City Binhai Master Plan is situated outside Tianjin in Northern China covering an area of 50 acres. The plan incorporates a new Central Business District (CBD) as well as five new cultural buildings, ranging from 15.000 M2 to 25.000 M2, including a Library, Planning Museum, Technology Exhibition Museum and a Sports & Cultural Center.

The proposed 'finger plan' mimics an open, outstretched, hand, creating an environment that directly integrates nature and living. This design allows the green areas to slide in-between each finger, inviting direct interaction throughout the day and night and creates five islands that house the cultural buildings. The direct access to the green surroundings makes the Eco City Master Plan distinctive and affords its future inhabitants a vibrant and healthy place to live, work and play.

The entire master plan sits on a raised plateau, allocating traffic and service to a lower level, establishing the new Eco City Master Plan as a green pedestrian oasis within the new Binhai area development of the new. In this way, each of the new cultural buildings are closely connected to the new Central Business District below the raised plateau, sharing both loading and parking areas.

As part of the design strategy, both the CBD and the cultural buildings are all designed to minimize energy use and incorporate ideas of passive building design, utilizes solar panels and geothermal heating and cooling. These strategies allow for the overall master plan to achieve near zero CO2 impact on the environment.



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## Qingdao Mixed Use Master Plan

Name: Qingdao Master Plan.

Program: Movie Studios & Theaters, Office, Residential, Commercial, and Museum.

Type: Invited Competition, 1st Prize.

Size: 190,000 M2 / 46 Acres.

Client: Sunshine New Real Estate CO. Ltd.

Location: Qingdao, China.

Status: Ongoing.

In addition to its famous Qingdao beer, the city of Qingdao has long been a key tourist and film-production destination in northern China. The design for the Qingdao Master Plan seeks to further develop and expand the existing elements of the city; the site is situated within the city of Qingdao and is conveniently located five minutes drive from the airport.

The site is divided into three main areas separated by existing roads. Site A is defined as a new cultural center with sites B & C comprising of mixed use residential program. To link the three areas together, we have introduced a sunken cultural path that leads visitors through the entire programmatic experience of the new master plan.

The Culture Path contains three courtyards creating possibilities for flexible outdoor venues, assuring a constantly changing experience for the visitor. From the individual courtyards, there is direct access to a rich blend of high-end retail, grocery stores, restaurants, movie theaters and museums.

Sites B&C create a diverse urban mix of high, medium and low-income housing set in a lush landscape. Within the residential area, community and recreational programs such as kindergartens and sports facilities are placed throughout to activate the area as a whole and create unique neighbourhood experiences. Each of the residential units in sites B&C are situated to maximize use of sunlight and natural ventilation.



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## LACMA / Los Angeles County Museum of Art. With OMA.

Name: LACMA.

Place: Los Angeles, US.

Type: Competition with OMA Rotterdam. Winner, 1st Prize.

Size: 38,000 M<sup>2</sup> / 409,000 SF.

Program: Exhibition Space, Screening Room, Office, Library, Shop, Restaurant.

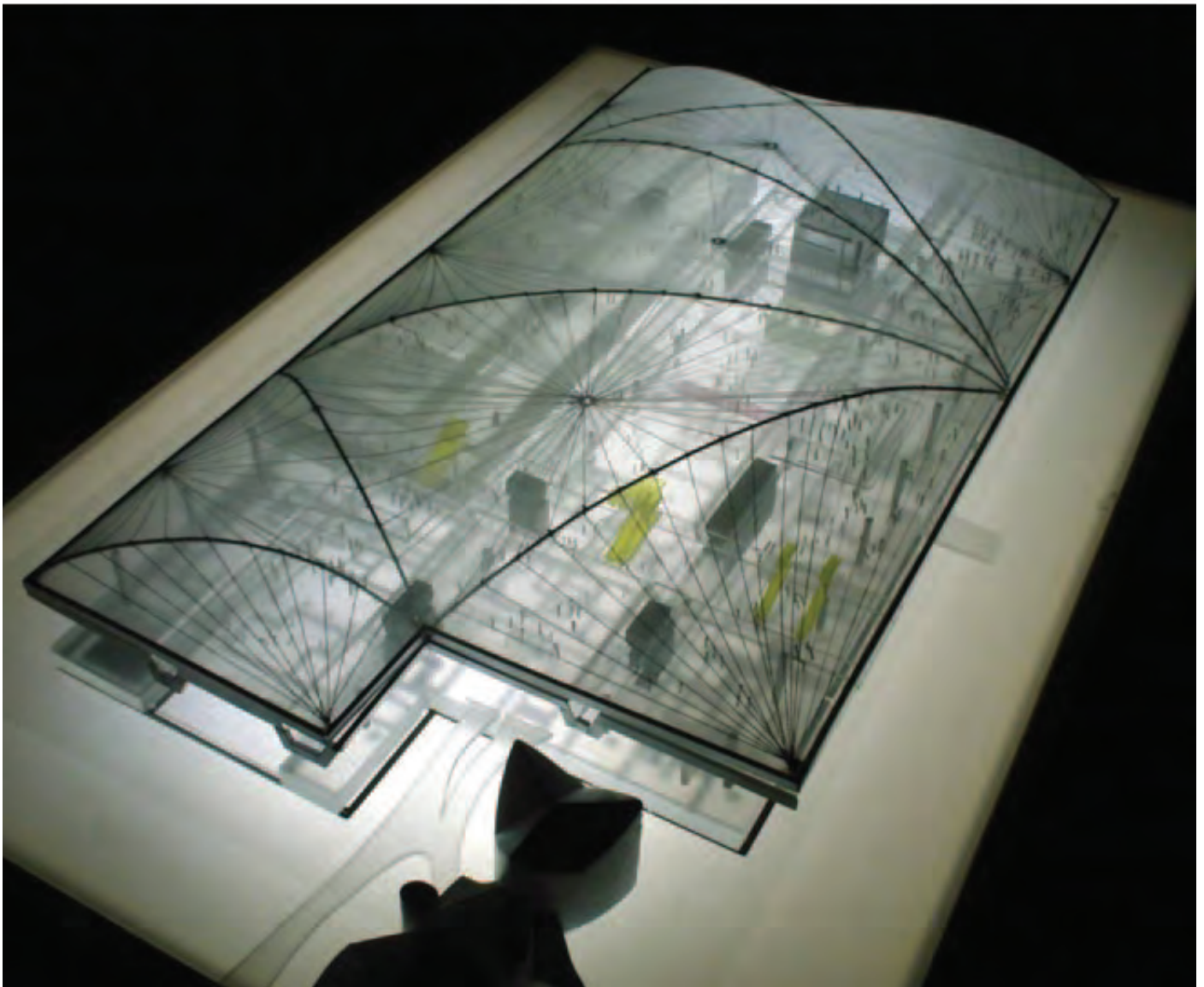
Client: Los Angeles County Museum of Art.

Completed: 2005.

The LACMA complex is reconceived as a system of horizontal layers, with exhibition spaces stacked above an open-air plaza. The notions of transparency and uplift, essential to a true understanding of LACMA's mission, are made manifest in the translucent roof that spans the entire museum floor.

LACMA's current proliferation across its site is a microcosm of Los Angeles: distributed rather than focused, it inhibits the full unfolding of its potential, both as a museum and as a site. This configuration resists critical mass and inhibits the clarity of its collections. Our proposal consolidates the collections into a whole, instead of a series of pavilions. It focuses spending on the re-invention of LACMA's image rather than renovation of uninspired buildings. It creates the opportunity for multiple paths, manifold interpretations and cross-curatorial exhibits within a single entity.

We discovered that a consolidated LACMA could perform more efficiently, spend less money on renovation, open up more of the park to the city and create a sense of coherence and the much-needed presence that this museum has lacked for decades.



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## Dongjiang Harbor Master Plan

Name: Dongjiang Harbor Master Plan.

Place: Tianjin, Binhai. China.

Type: Invited Competition. 2nd Prize.

Size: 320.000 M2 / 64 Acres.

Client: CCCC Real estate Company Limited.

Program: Residential, Office, Commercial and Landscape.

The Dongjiang Master Plan site is situated within the new Binhai Harbour area, 60 kilometres outside of the city of Tianjin in Northern China on a newly developed section of the coastline. The Dongjiang Master Plan aims to develop a new, high density, housing typology that emulates the natural surroundings of the site.

The dune-shaped residential development is designed to maximize sunlight and views, assuring that each apartment receives a minimum of two hours of direct sunlight daily and take full advantage of natural ventilation. The western edge of the site provides vehicular access with drop off as well as access to below-ground parking areas freeing up the interior of the site to pedestrians, while the northern part of the site is developed as a mixed-use office and retail development.

The design evolves around the prime beach location with a central pedestrian boardwalk that services both the low and mid rise residential housing blocks. The central boardwalk runs parallel to the beach, creating views of the water while taking the visitor through areas of gardens and retail within the new development.



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## Wood Shed

Location: Hualien, Taiwan.

Size: 2500 M2 / 27,000 SF.

Program: Facade Renovation, Exhibition Space, Warehouse, Event Space.

Client: Withheld.

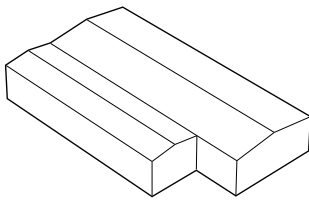
Budget: Withheld.

Status: Ongoing, Completion 2015.

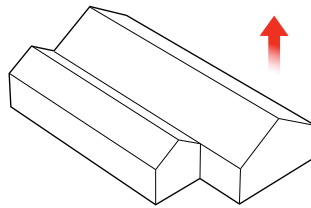
The Wood Shed project is situated at the coast in Hualien, a short drive from Taipei in Taiwan. The project is designed as an adaptive reuse project around an existing shed structure, re purposing all of the existing structure, and adapting the building to become a flexible exhibition and storage space.

A series of modular, vertical aluminium fins, create natural shading for the shed interior and creates a consistent pattern that defines the entire shed volume. On the interior the roof and parts of the shed sides have glazed facades to allow for control of changing weather conditions.

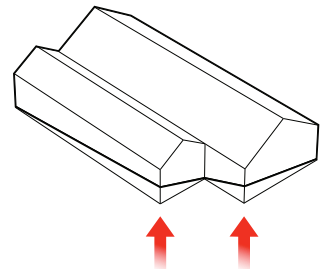
Each fin has a series of small extrusions that, when stacked horizontally, creates the forest pattern that defines the shed exterior. The new facade pattern creates a seamless integration into the natural surroundings of the shed making the building one with its surroundings.



The existing double shed structure.



Raising the roof pitch allows for better natural ventilation.



Each shed corner is lifted to create entries.



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## Bolong Movie Museum & Mediatek

Name: Bolong Mediatek.

Place: Tianjin, China.

Type: Invited Proposal.

Size: 74,000 M<sup>2</sup> / 800,000 SF.

Program: Movie and Media projection, 3D projection, Entertainment, Conference, Office.

Client: Tianjin Urban Planning Bureau.

Status: Invited Competition, Pending.

China has in recent years become the second largest producer and consumer of movies. With this as a starting point, the Bolong 3D Movie Museum and Mediatek is imagined as the cornerstone of a new media park in Tianjin.

The building design takes its inspiration from the clouds, emphasizing ideas of creativity and inspiration.

Each of the building's programs is encapsulated in its own sphere, creating a series of unique spatial experiences as visitors move through the building. Entering the lobby, visitors are asked to explore the interior universe via series of different public paths, each offering its own unique way of exploring the building.

The Bolong 3D museum offers state-of-the-art projection capabilities mixed with playful and engaging architectural design. The building will serve as the pivot point for the new Bolong Film Festival as well as house the James Cameron Avatar Experience Center.



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## De Rotterdam Mixed Use Development. With OMA.

Name: De Rotterdam Mixed Use Development.

Place: Rotterdam, Netherlands.

Type: Commission with OMA Rotterdam..

Size: 160,000 M2 / 1,7 Mill SF.

Program: 240 Housing Units, Office, Retail, Hotel, Exhibition and Conference.

Client: MAB Development.

De Rotterdam is named after the Holland America Line ship that transported thousands of European immigrants from Wilhelmina pier in Rotterdam to the US.

The building is designed as a vertical city with individual volumes protruding and expanding to create a dynamic and iconic building outline. De Rotterdam combines three interconnected towers with a total of 160,000 M2, in a hybrid design where the architecture of the building becomes an expression of modern density and diversity.

At 150 Meters, the building is the tallest building in the Netherlands and is designed as a multifunctional piece of architecture. The program of De Rotterdam includes 72,000 M2 of office area, 240 residential apartments occupying 35,000 M2 and a hotel with an area of 19,000 M2.

The building is located next to the Erasmus Bridge on the banks of the River Maas, De Rotterdam is part of the continuous re-development undertaken at the old harbour district of Wilhelmina Pier. The construction of the building was undertaken by MAB Development, OVG Project Development and the Office of the Metropolitan Architecture (OMA) and started in 2009 and is now completed.



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## Wave Villa

Location: West Coasts, Denmark.

Size: 1,500 M2 / 20,000 SF.

Program: Residential, Summer House.

Client: Withheld.

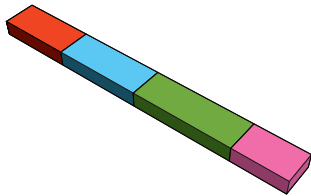
Budget: Withheld.

Status: Ongoing.

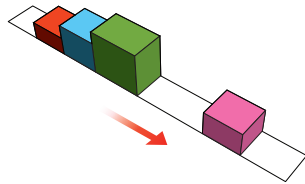
The Wave Villa is situated at the very edge of land and sea on the west coast of Denmark. The area is known for its rough inland beauty and some of the best beaches in the country, making it a destination for tourists and locals alike. The design of the villa takes its cue from the rolling waves of the North Sea and the surrounding dunes creating a layout that connect seamlessly with the open landscape and set up spectacular views of the water.

The villa has three bedrooms as well as two guest bedrooms. To allow for maximal privacy for both the family and guests, the guest residence is pushed out from the main building and connected by the undulating roof. This sets up the buildings unique roof shape and creates a natural centralized entry point that frames views of the setting sun.

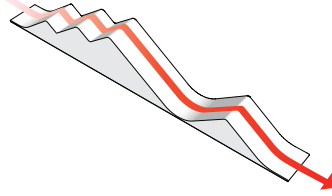
All the interior rooms are arranged along a North / South axis with each room overlooking the sea and beach directly and direct access to the exterior terrace that runs the full length of the house. On the ground floor of the villa, an interior garage space connects directly to the kitchen and from there, the dining and living room, on the upper level the master bedroom and two childrens bedrooms have separate bathrooms. Throughout the house, natural sustainable materials such as wood, stone and aluminium makes the building integrate naturally into the landscape.



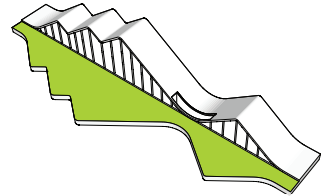
The site consists of two separate plots on either side of a oversized public square.



The two guest bedrooms are separated from the main house to create a truly private guest experience.



The building roof shape takes its form from the stacked programs, creating a natural wave shape along the site.



A wooden deck that runs the full length of the house, integrating the building seamlessly into the landscape.



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## Pulsen Community Center

Name: Pulsen.

Place: Balling, Denmark.

Type: Open Competition.

Size: 3500 M<sup>2</sup> / 38,000 SF Building. 18,500 M<sup>2</sup> / 200,000 SF Landscape.

Program: Community Center & Sports Facility.

Client: City of Balling.

The sports and community center Pulsen unites an array of exiting facilities under one roof. With a combination of baths, fitness areas, doctor offices and a community gathering spaces the design creates a unique new building typology, which aims at promoting interaction and creativity for all the inhabitants of Balling.

Pulsen is designed around a central space that allows for entry from two main access points, uniting the existing pedestrian routes in the area. This central area serves as an informal living room for the city and connects directly to all the new building facilities, providing easy access to all the buildings program elements.

A new sports park area surrounds and interacts with the new building offering a wide array of fitness and sports activities for both winter and summer making the Pulsen the new pivot point for activities and interaction in the city of Balling.

The building design incorporates several green building technologies making it close to energy neutral making it a landmark development in green building design.



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## Casa de Musica Concert Hall. With OMA.

Name: Casa de Musica.

Place: Porto, Portugal.

Type: Commission with OMA Rotterdam. Winner, Royal Institute of British Architects European Award, 2007.

Size: 22,000 M2 / 237,000 SF.

Program: Concert Hall, Rehearsal Studios, Restaurant.

Client: Porto, Casa de Musica.

Completed: 2005.

The past thirty years have seen frantic attempts by architects to escape the domination of the “shoe-box” concert hall. Rather than struggle with the inescapable acoustic superiority of this traditional shape, the Casa da Musica attempts to reinvigorate the traditional concert hall in another way: by redefining the relationship between the hallowed interior and the general public outside.

The Casa da Musica, the new home of the National Orchestra of Porto, stands on a new public square in the historic Rotunda da Boavista. It has a distinctive faceted form, made of white concrete, which remains solid and believable in an age of too many icons. Inside, the elevated 1,300-seat Grand Auditorium has corrugated glass facades at either end that open the hall to the city and offer Porto itself as a dramatic backdrop for performances. Casa da Musica reveals its contents without being didactic; at the same time, it casts the city in a new light.

Innovative use of materials and colour throughout was another imperative: as well as the unique curtain-like glass walls at either end of the Grand Auditorium, the walls are clad in plywood with enlarged wood patterns embossed in gold, giving a dramatic jolt in perspective; the VIP area has hand-painted tiles picturing a traditional pastoral scene, while the roof terrace is patterned with geometric black and white tiles; floors in public areas are sometimes paved in aluminium.



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## Daegu Library & Mediatek

Program: Library, Media and Community Center.

Collaborators: Jiwoon You.

Size: 3000 M2 / 32,000 SF.

Status: Competition, Result Pending.

Client: Daegu Municipality.

The proposal for the Daegu Library competition site sits in the heart of Daegu city, the 3rd largest city in South Korea. The building consists of a multilayered stacked box that compresses the physical library program and maximizes the open, public space around it.

The building incorporates multifunctional programmatic ideas creating a fully open and flexible ground floor with possibilities for alternative programming and events while the upper floors in the building services specific programs such as reading room, childrens space and office space.

The program elements of the Daegu Library includes performance spaces, meeting rooms and community reading areas. This unification of public programs along with the open design emphasizes the possibility for the community to use the building as a 24 hour facility that serves all aspects of the local community as both knowledge and information center.

The library design emphasizes traditional Korean building materials, with the library main structure being wood and double layered, insulated glass envelope that creates direct physical connections to the buildings exterior and creates an open and inviting public setting.



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## Domino Culture Factory

Place: Brooklyn, New York.

Type: Commissioned Idea Proposal, January 2013.

Size: 149.600 M2 / 1,6 Million SF.

Program: Exhibition, Restaurant, Gallery, Education, Community Center, Theater, Hotel, Affordable Housing.

Client: WIP / Williamsburg Independent People.

The Domino Sugar Factory is situated on the East River waterfront in Williamsburg, Brooklyn. Now abandoned, the original factory dates back to 1856 and was once the epicenter of sugar processing in the US. Since closing in 2004, the site and its buildings have stood empty. Based on models like the Tate Modern and the 798 Art District in Beijing, the proposal for the Domino Culture Factory seeks to promote the adaptive reuse of the existing factory buildings creating a new cultural destination that combines public and private programming.

Divided into two general zones the project encompasses a green energy technology center, educational, community and hotel-driven programming to the south with publicly accessible private museum space, exhibition and gallery space to the north.

The entire site is accessible to the public; buildings are linked together by large green areas and a new waterfront boardwalk and sculpture park. A marina along with a planned ferry stop emphasizes the site's unique waterfront location and creates the first of a series of planned ferry stops that link together a variety of outer borough cultural destinations.

The buildings are retrofitted with a combination of publicly accessible green roofs and photo voltaic roof panels, which, along with geothermal heating and cooling and the use of wind and wave energy, will help the site achieve a greatly reduced carbon footprint. Once complete, the new Domino Culture Factory will offer approximately 700,000 sf of publicly accessible private museum spaces along with a public promenade, outdoor sculpture areas, educational spaces, and affordable housing.





## Detroit Mixed Use Development

Name: Detroit Mixed Use Development.

Place: Detroit, US.

Type: Invited Proposal.

Size: 100,000 M<sup>2</sup> / 1 Mill SF.

Program: 250 Apartments, Office, Retail and Conference.

Client: Withheld.

Collaborators: With Rockwellgroup.

Detroit has been through decades of recession. Following the auto industries decline and an overall steady population decrease, the Detroit city center has been left virtually deserted.

The Detroit Mixed Use complex seeks to infuse in one project vitality and life into the downtown area, by integrating a diverse programmatic mix, including public space, retail, office space and residential units into one combined development.

The project consists of three towers of a 130 meter height that occupies the site in close proximity. To maximize views while maintaining a sense of neighbourhood, each tower leans away from the next, creating unobstructed views from each of the apartments in the towers.

Each tower offers a range of residential units, varying in size 80 M<sup>2</sup> to 200 M<sup>2</sup> with a multitude of different apartment layouts, and includes amenities such as fitness centers and conference space. The base of each tower is occupied by commercial space, aiming at providing essential program to the inhabitants such as supermarkets, school and kindergartens.



## Big Box

Location: Hualien, Taiwan.

Size: 1500 M2 / 16,000 SF.

Program: Exhibition Space, Warehouse, Event Space.

Client: Withheld.

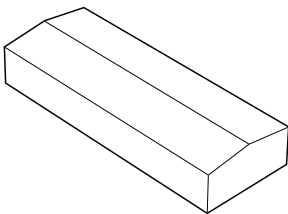
Budget: Withheld.

Status: Ongoing, Completion 2015.

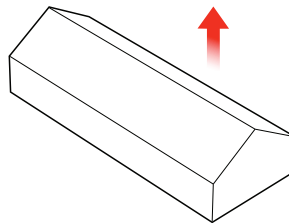
The Big Box project is situated at the coast in Hualien, a short drive from Taipei in Taiwan. The project is designed as an adaptive reuse project around an existing shed structure, re purposing all of the existing structure, and adapting the building to become a flexible exhibition and storage space.

A series of modular, extruded aluminium, boxes create a consistent pattern that defines the entire shed volume. On the interior the roof and parts of the shed sides have glazed facades to allow for control of changing weather conditions. The boxes as units provide a blank, pattern, canvas for exhibitions, events and storage allowing for the maximum possible flexibility for future use.

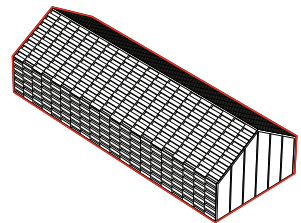
On the exterior each box holds prepackaged seeds creating a living and seasonal changing façade that directly engages the existing green surroundings while helping to create a temperate climate within the building.



Existing shed volume.



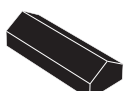
The shed roof pitch raised to create better natural ventilation.



The box facade pattern creates exterior living wall and interior exhibition backdrop.



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## National Maritime Museum

Name: Maritime Museum.

Place: Tianjin, China.

Type: Invited Competition.

Size: 100,000 M2 / 1 Mill. SF.

Client: Development Comity of Binhai.

Program: Hotel, Residential, Restaurant, Bar, Spa, Conference Room.

Status: Pending.

The proposal for the new National Maritime Museum is situated in Northern China, outside the city of Tianjin. The museum is designed to house both new and old maritime items with a focus on celebrating the historical achievements of Chinese naval exploration through out time.

The National Maritime Museum combines all aspects of the maritime world, from aquarium to sailing to education, combining a series of unique visitor experiences under one roof. The building takes full advantage of the adjacent lake by pulling in and creating a raised exterior marina exhibition that showcase new and old maritime vessels alike.

The building design evolves around the idea of the “Big Sail”, implementing a large, inhabitable, roof that unites all the museum program while creating large undulating skylights and opening up towards the lake that sits directly to the North of the site. The “Big Sail” covers the main exhibition program of the museum, which sits as a collection of wooden exhibition volumes underneath mimicking the look building style of old fishing villages around the world.

Each of the exhibition volumes are linked by an internal path that ensures a well-defined and fully narrated museum experience for visitors, interspersed with views of the surrounding lake and marina. The flexible exhibition areas and new aquarium space is situated below the central interior reflecting pool.



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## Oslo Mixed Use Development. With OMA.

Name: Oslo Vestbanen.

Place: Oslo, Norway.

Type: Invited Competition with OMA New York., 1.st Prize.

Size: 125,000 M2 / 1,3 Mill SF.

Program: Housing, Office, Retail, Library, Exhibition and Conference.

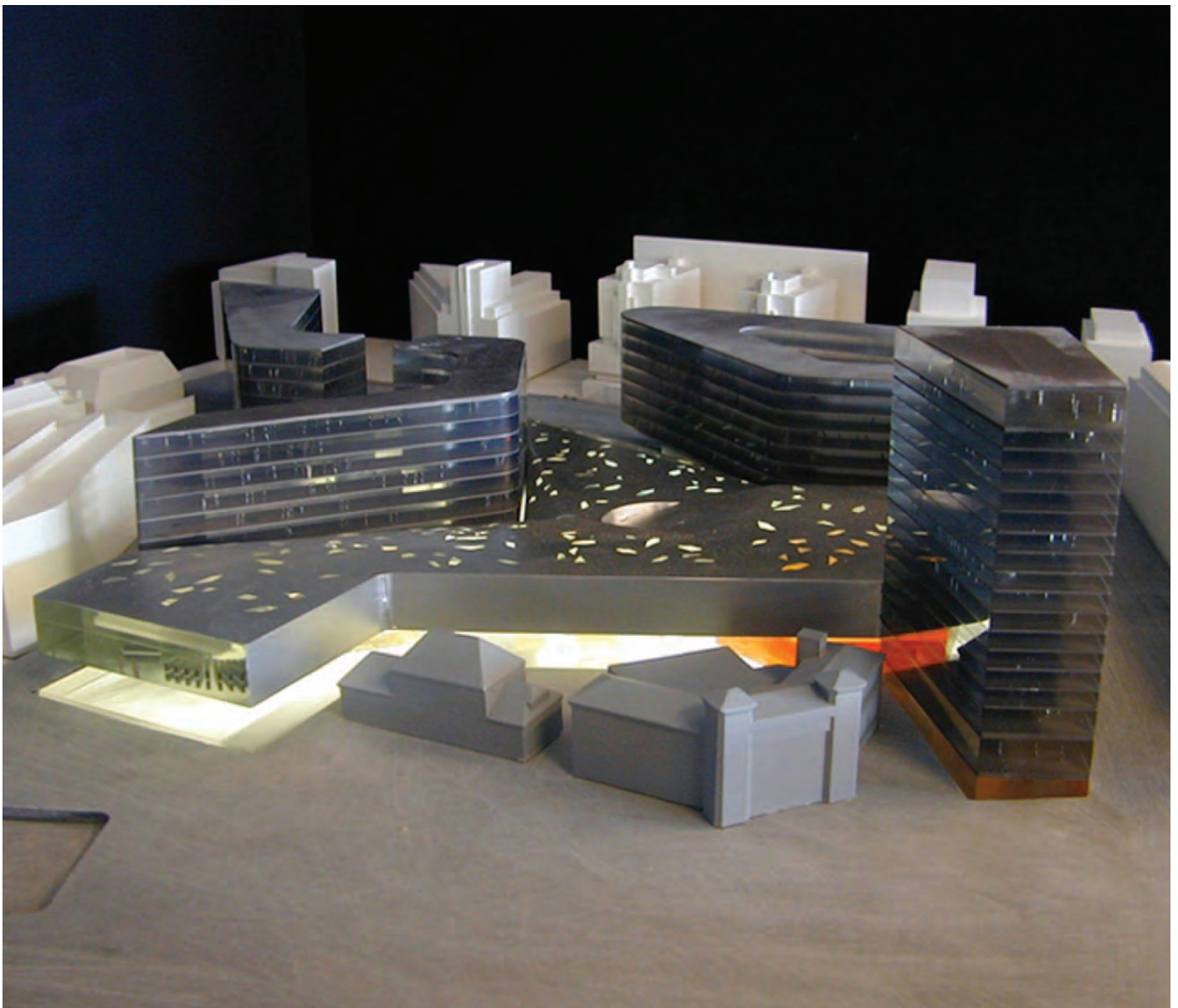
Client: Statstbygd, City of Oslo.

Collaborators: Spacegroup.

Confronted with the largest urban plaza in Oslo, Rådhusplassen our proposal suggests an interior counterpart: an urban living-room for the city. The design extends across the entire site, touching each adjacent street, creating three separate public entry points and connecting the surrounding city through the building itself by leading pedestrian flows through the heart of the new building.

The projects central building includes cultural program: a public library, an art museum and a subterranean cinema and conference centre. At its sides, the project is flanked by new housing and office developments that directly responds and integrate the project into the existing context and creates a series of new public spaces.

This mix of program ensures that the Oslo Vestbanen project will be come a true destination both for the local neighbourhood as well as for the city of Oslo itself.



## Tianjin Hotel Concept

Name: Tianjin Hotel Concept.

Program: 250 Room Hotel, Lobby, Conference Center, Restaurant, Fitness Club, Gardens and Gallery.

Type: Invited Proposal.

Size: 34000 M2 / 370,000 SF.

Client: Withheld.

Location: Tianjin, China.

Status: Ongoing.

The Tianjin Hotel project is located in the center of Tianjin in Northern China. The building design incorporates the traditional hotel amenities such as conference rooms, restaurants and fitness areas with a state of the art exhibition center showcasing local and global artists.

The hotel lobby functions both as check in for the hotel itself as well as a changing gallery space which offers opportunities to integrate exhibitions, creating a continuously changing lobby environment.

The hotel has a total of 250 rooms including single and double rooms as well as suites with fireplaces. The hotel experience is designed as an extension of the travellers living room incorporating ideas of art, libraries and lounge areas into both the public areas as well as the private rooms.

The hotel amenities includes garden areas and a roof top pool as well as private terraces for events and celebrations, offering inviting settings for guests and visitors alike.



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## Hudson Yards Culture Shed. With Rockwellgroup.

Location: Hudson Yards, Manhattan, New York.

Size: 23,000 M<sup>2</sup> / 250,000 SF.

Program: Exhibition, Restaurant, Gallery, Event Space.

Client: National Endowment of the Arts.

Budget: \$200 Million.

Status: Initiated 2009, Expected Completion 2017.

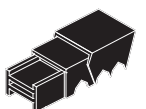
Collaborators: Diller & Scofidio + Renfro, Rockwellgroup.

The Culture Shed is the cultural anchor of the Hudson Yards development, connecting two public parks: the High Line Park to the south and Hudson Park to the north. Forging an alliance between the arts and commerce the Culture Shed represents a new arts model: independent and financially self-sustainable. Characterized by a dynamic architecture that physically transforms and expands in size, the Culture Shed can uniquely support a large variety of cultural public programs and income-generating events.

The Culture Shed is designed as a five-story base building with museum-quality exhibition spaces and two telescoping outer shells that accommodate a range of programming. When the outer shells are deployed they provide an expanded, multifunctional space that can accommodate large art exhibitions, concerts, film screenings, and galas. While modest in its nested state, the fully deployed culture shed will be a 21st century Crystal Palace—a tall, structurally expressive, light-filled civic icon that expresses its dynamically changing program.



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## Coleman Oval Park & Skatepark

Name: Coleman Oval Park & Skate Park.

Location: Coleman Oval Park, Manhattan, New York.

Type: Invited Competition.

Size: 4500 M2 / 48,000 SF.

Program: Playground, Skate Park, Public Park, Stage, Dog Run, Base Ball Field & Sports Program.

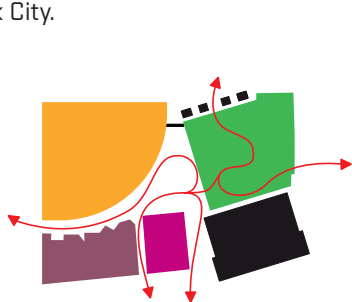
Client: Architecture for Humanity & Nike.

Completion: First phase completed August, 2012.

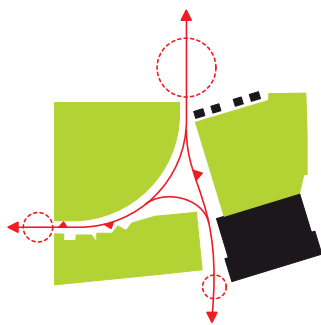
Role: HAO Concept Design & Programmatic Planning.

Coleman Oval Park, situated partially under the Manhattan Bridge on the Lower East Side of Manhattan, represents one of many areas within densely populated cities that fall in the category of forgotten space. Conceived as a classic public park, years of neglect and under-use has rendered the area derelict and run down. Initially equipped with standard NYC Parks programs, it no longer served the diverse population that now surrounds it.

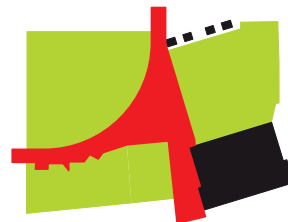
With the new skate park and seating area as the cornerstone of the revitalization of the larger Coleman Oval Park, the new design proposes a plug-and-play solution that can be developed in phases while still establishing a strong unified architectural solution. With the first phase complete, the Coleman Oval Skate Park has become one of the most heavily trafficked skate parks in New York City.



The Existing Park



New Circulation & Connections



The Urban Gallery



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## Toender City Hall Extension.

Name: Toender City Hall.

Program: Official City Hall, Office Space, Meeting Facilities and Public Gathering Space.

Type: Open Competition.

Size: 3000 M2 / 32,000 SF.

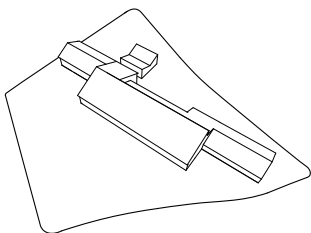
Client: Toender City.

Status: Pending.

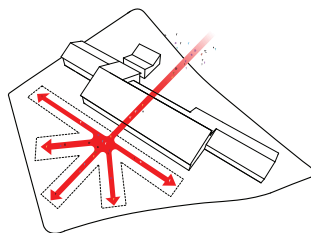
The city of Toender is located in southern Denmark, close to the Danish and German border. Due to an influx of inhabitants the city wants to expand its current City Hall building by creating a new extension that is directly linked to the existing building.

The new City hall extension is designed to both maximize interior flexible space while taking full advantage of the beautiful landscape that surrounds it. The new building is designed as a finger plan. This plan layout maximizes views from all the interior office and allows the landscape to extend all the way up to the new building. This mix of building and landscape creates a series exterior seating and gathering spaces that serves both the people that works in the building as well as the city's inhabitants.

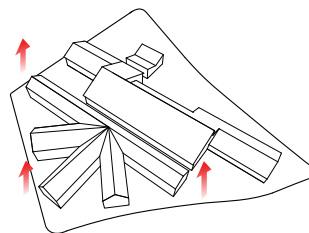
The building is designed to maximize spatial flexibility, enabling the building to change its program over time and incorporating a number of informal work and meeting spaces. The buildings central space is occupied by a combination seating and meeting stair that functions as the buildings de facto interior town square.



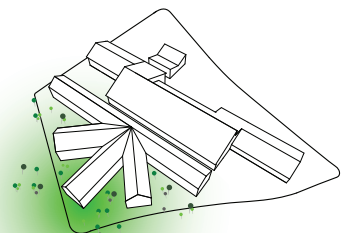
The existing building defines the edge between city and nature.



The new extension is placed as a finger plan behind the existing building, maximizing views and landscape interaction.



The new building volume is raised to meet the existing buildings height.



The surrounding landscape is integrated into the new plan creating lush garden areas for all to use.





## Rainbow Pavilion.

Name: Rainbow.

Place: Socrates Sculpture Park, Long Island, NY.

Type: Competition.

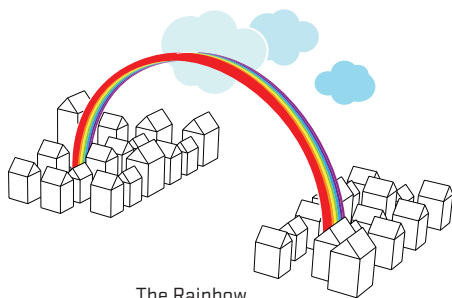
Size: 100 M2 / 1000 SF.

Program: Lounge.

Budget: \$5000.

Status: Pending.

The original architectural folly of the 19th century created focal points within manicured landscapes. The folly sought to integrate nature and building in a romantic setting, using predetermined views to create points of interest and enable the visitor to see the surroundings in new ways. With the Rainbow Folly we propose a similar interaction between the real and the romantic. Deploying utilitarian means and materials, the Rainbow Folly is designed as one continuous band that folds on itself to construct a natural loop, a man made device creating an immersive replica of its natural counterpart. While the Rainbow Folly from afar seems uninhabitable, a singular object without entry points, once approached it reveals three openings, allowing visitors to enter and occupy the rainbow's center. Once inside, the surrounding world is viewed through undulating colours, at times overlapping, creating new tones, variations and realities. The Rainbow Folly acts as a playful filter upon the outside world. The Rainbow Folly offers visitors the rare opportunity to see the physical world in a new light by heightening aspects of the surroundings and creating a completely new perspective: a view from within the Rainbow.



The Rainbow



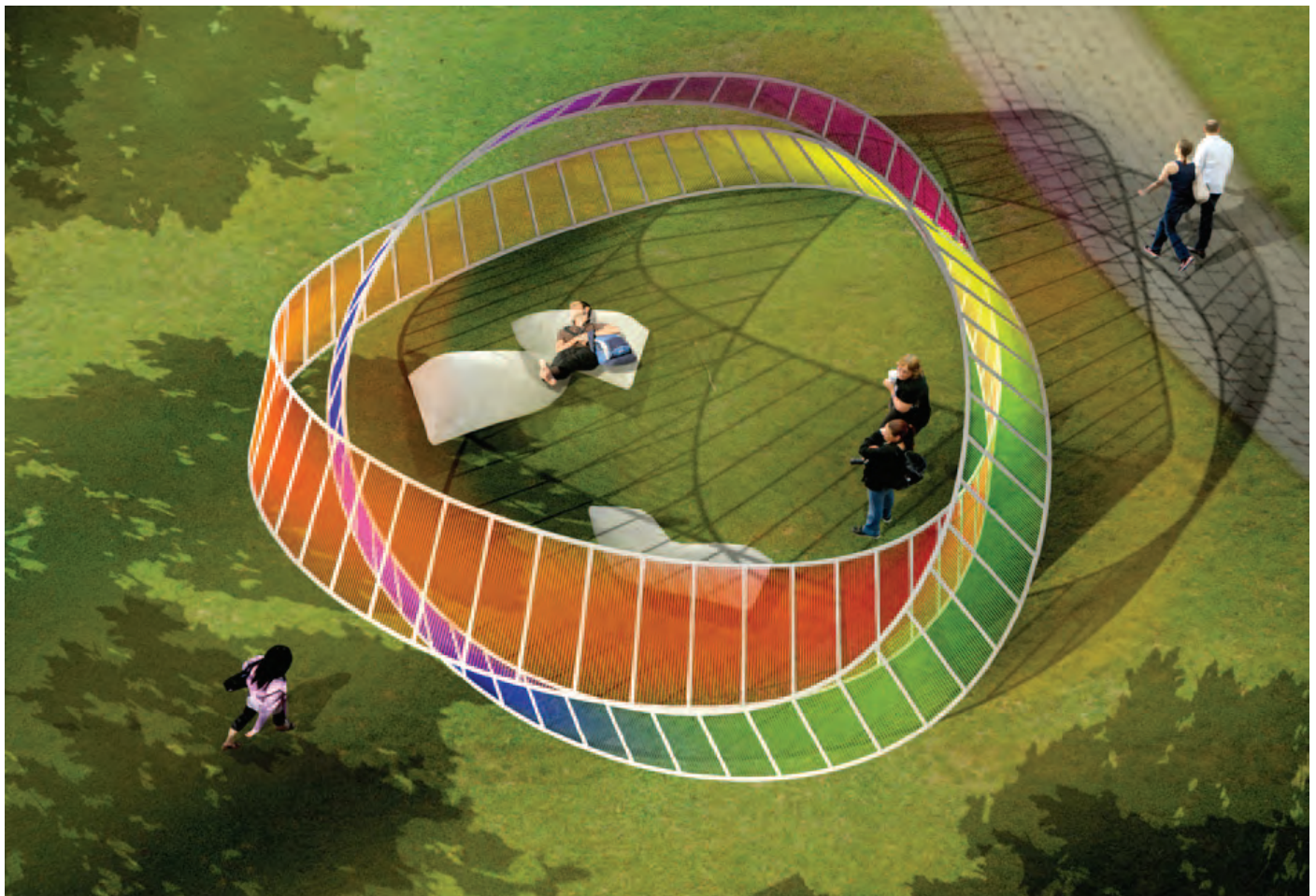
The Rainbow Band



The Rainbow Loop



The Rainbow Pavilion



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## “Untitled”. Restaurant in The Whitney Museum of Art. With Rockwellgroup.

Name: Untitled.

Place: Whitney Museum of American Art.

Type: Commission.

Size: 1500 M2 / 16,000 SF.

Program: 100 Seat Restaurant & Kitchen, Lobby.

Client: Whitney Museum of American Art.

Completion: 2011.

“Untitled” presents a contemporary take on the classic Manhattan diner within the iconic Marcel Breuer building on the upper east side within the Whitney Museum of American Art.

The overall material palette used in the restaurant follows the look and feel of the existing building while providing a warm and comfortable oasis within the concrete surroundings.

On top of great food, Untitled offers a unique museum and exhibition experience allowing guest to dine while watching some of the great pieces of art from the Whitney's permanent collection which will be curated on a monthly basis to match the seasonal menu of the restaurant itself.

The restaurant is designed to be flexible and can be completely removed within hours to allow for the space to be used for special exhibitions, performances and events, giving the Whitney Museum the opportunity to increase their revenue potential for the space.





## Hyatt Andaz, 75 Wall Street, New York, NY. With Rockwellgroup.

Name: Hyatt Andaz.

Place: New York, US.

Type: Invited Proposal.

Size: 250 Hotel Rooms, 200 Residences.

Program: Hotel, Residential, Restaurant, Bar, Spa, Conference Room.

Status: Completed 2011.

Wall Street's rich history as the site of both an early frontier wall and the birthplace of the modern stock exchange inform the project's design. The concept is based on "breaching the wall," an idea developed through exposing a series of nature-inspired interiors and by revealing secret glimpses of the diverse programmatic elements integrated throughout the building.

Given the building's unique context, it's adjacent to the only park in the vicinity and is also the only free-stranding structure in the area, the design draws on Wall Street's history by invoking the birth of the actual stock exchange, the informal trading that took place under the tree, and the notion of Wall Street as the division between inside and outside, the hidden and the known. The project emphasizes the "natural" throughout, via light, materials, themes and design.

The lobby, lounge bar and restaurant are designed as a continuous flow of levels connected by a central feature staircase. Designed as a sculpted branch, the freestanding staircase takes the guest below to the spa and conference room areas and above to both the lounge and restaurant. Moving along the stair, the visitor will transition from a calm, luxurious lobby to an upscale bar to an relaxed, intimate restaurant.

The hotel rooms focus on a high degree of flexibility allowing the guest to physically change the room to meet personal needs. Each standard room has an spinning wardrobe closets, oversized soaking tub and ample adjustable works pace.



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ANdAZ

## Prada Store, NYC. With OMA.

Name: Prada Store.

Place: New York, NY.

Type: Prada Flagship Store.

Size: 23,000 SF.

Program: Exhibition, Experimentation & Shopping.

Status: Completed 2001.

The New York Prada Epicenter is a conversion of a 23,000 square-foot retail space located in the same building that formerly belonged to the Guggenheim museum.

The store is designed as a wave – a curving space scooped out of the ground floor and opening it up to the basement – is the main element facilitating experimentation in what a fashion store can be. On one side, the slope has steps for displaying shoes and accessories which can be used as a seating area, facing a stage that unfolds from the other side of the wave. This way the store becomes a venue for film screenings, performances, and lectures.

The northern interior wall of the store runs uninterrupted between the entrances on Broadway and Mercer Street and serves as a surface for a giant mural – the Prada wallpaper – that changes on a regular basis. The wallpaper defines a theme for an exhibition that infiltrates spaces throughout the store: videos on plasma screens hanging on railings between items of clothing, books piled next to shoes, interactive monitors.



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## Isaac Mizrahi Target Store.

Name: Target Pop-Up.

Place: Rockefeller Center, Manhattan, NY.

Type: Commission.

Size: 3500 SF.

Program: Commercial.

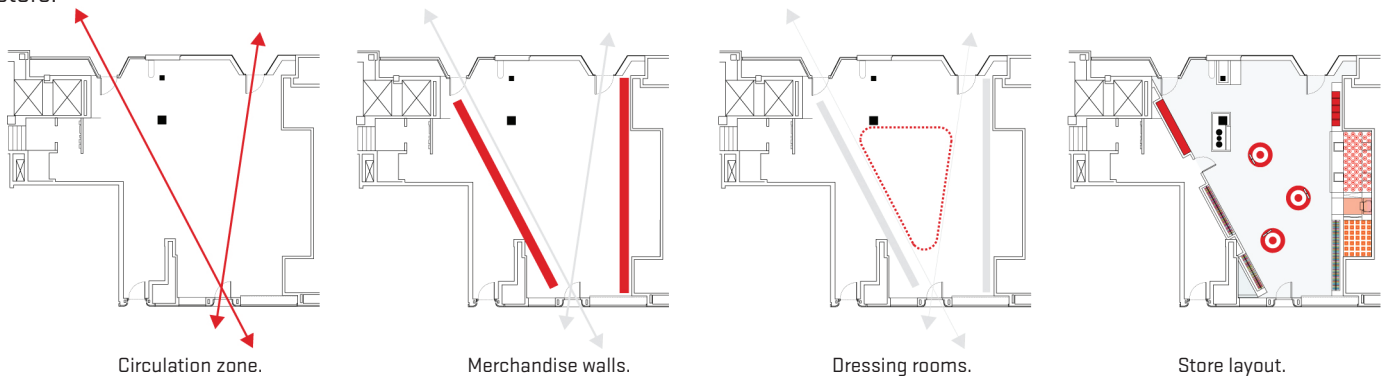
Budget: \$400,000.

Client: Hearst Harrison.

Status: Completed 2003.

As Target's only presence in Manhattan at the time, the new store needed to embody the spirit, sophistication and fun shown in Target's ad campaigns. At the same time, the store was only meant to be open for six weeks and needed to be cost effective. The design utilizes everyday materials such as oriented strand board and Tyvek as finishing materials. These are combined with more polished treatments such as a white resin floor and custom designed mirrors and lighting fixtures to create a understated yet complex backdrop for the new Isaac Mizrahi clothing line.

The space is designed as a wedge, drawing people in from the street. Two walls maximize the amount of space available for hanging display and establishes the dressing room zone that is the center piece of the store. Four custom designed Target lights are installed in the ceiling with floor length curtains attached which creates a series of cylindrical dressing rooms at the center of the store.



## Wave Exhibition

Name: Wave Exhibition Concept.

Place: Taipei, Taiwan.

Type: Commission.

Size: 5000 SF / 500 M2.

Program: Exhibition.

Client: Pentagram, NY.

The Wave exhibition creates a series of unique exhibition experiences within each wave. The vertical movement of the 85 individual panels creates a fluid, continuous, exhibition which at the same time creates separate areas of individual focus.

The wave is hung from the ceiling and lifts up so visitors can pass under at key points, corresponding with the content shown. Each individual panels is designed as a hanging light box, giving the exhibition a exiting glowing effect.



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## Hall of Fragments, Exhibition Design, 11th Annual Venice Architecture Biennale. With Rockwellgroup.

Name: Hall of Fragments.  
Program: Digital Exhibition.  
Client: Venice Biennale.  
Collaborators: Reed Kroloff.  
Budget: \$200,000.  
Status: Completed 2008.

The interactive installation sets the stage for "Architecture Beyond Building" by exploring how cinema's freedom from physical restraints influences perception and behaviour.

The immersive environment is built out of images from iconic films and present them so that the visitors behaviour influences the cinema experience: the motion of the visitors affects the sound and imagery on two curving screens in a real-time simulacrum of the feedback loop between cinema and architecture.

As the visitors move between the screens, images from films will appear in a cascade of fragments. Backstage, behind each screen, visitors find a pool of smaller screens showing thirty clips that feed the content of the installation. Each visit and each movement creates a distinctive sequence out of a familiar set of images.

The resulting architectures are not prescriptive; instead they offer new views and opportunities based on each individuals path.



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## After The Flood: Building on Higher Ground.

Name: 10th Annual Venice Architecture Biennale, American Pavilion.

Program: Exhibition.

Client: Architectural Record & Peggy Guggenheim Foundation.

Budget: \$10,000.

Size: 2000 M2 / 6000 SF.

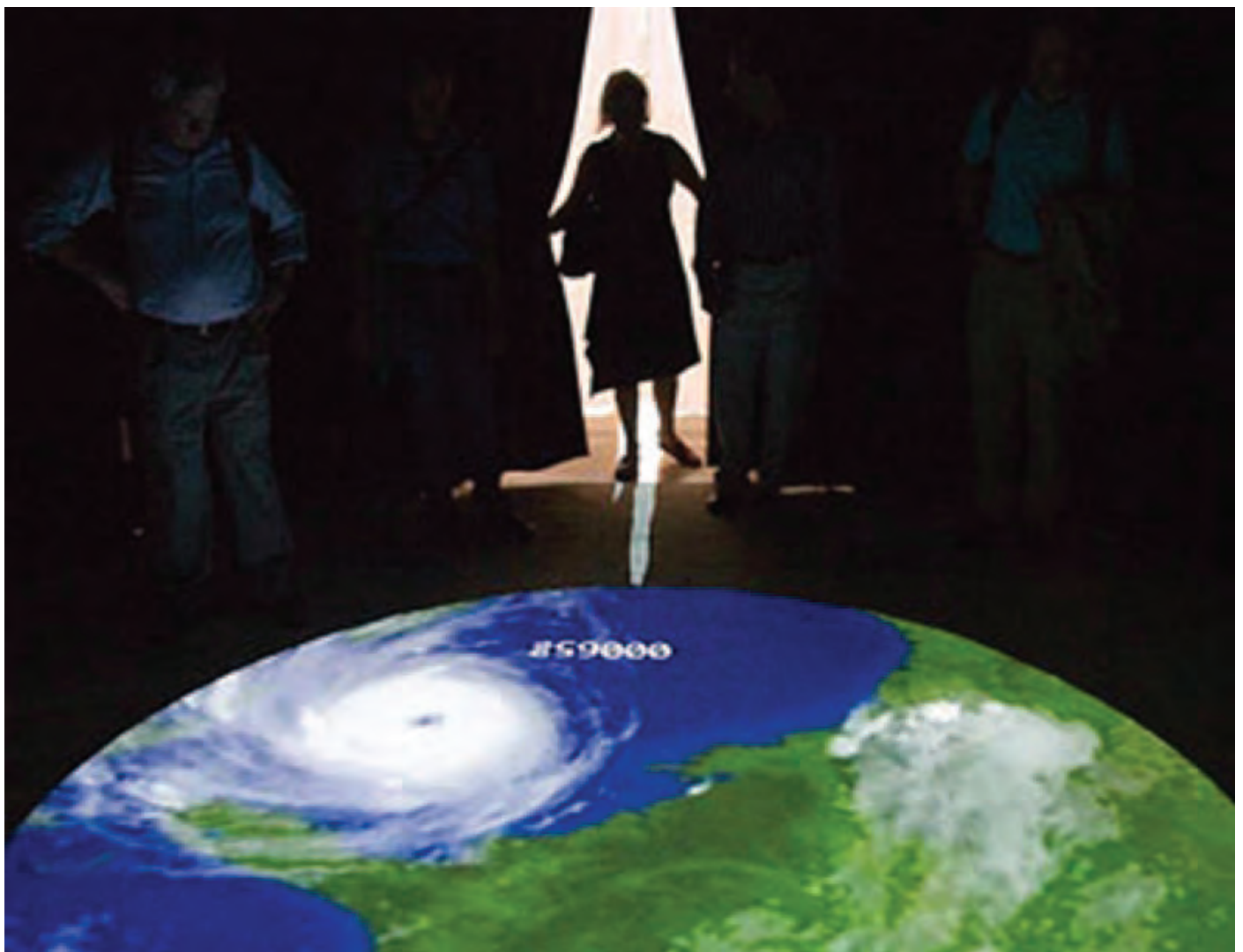
Status: Opened September 2006.

"After the Flood: Building on Higher Ground" offers a range of architectural responses to the devastation wrought by Hurricane Katrina in New Orleans and the Gulf Coast in August 2005. With a very limited budget HAO created the design and content for the American Pavilion at the 2006 Venice Biennale exhibition.

The exhibition arranges the existing American Pavilion into 6 specific areas that each deal with different aspects of the result of Hurricane Katrina's path through New Orleans.

The pavilion courtyard shows an installation of inflatable pontoons that are meant as a future relief attempt to use in flooded areas. The interior of the pavilion from room 1 through 5 describes different aspects of New Orleans before and after the hurricane.

The design includes designing the exhibition layout, coordinating the content and the creation of a series of info-graphics that underline the story of Hurricane Katrina and its impact on New Orleans. The info-graphics are printed on full size photo panels of the destruction left behind by the Hurricane and identifies different categories of the of the issues the city of New Orleans faces today.



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## Guardians Institute.

Name: Guardians Institute

Place: New Orleans, Louisiana.

Type: Commission.

Size: 350 M2 / 3,200 SF.

Program: Education, Exhibition and Community Center.

Budget: \$250.000.

Client: Hearreast Harrison.

Collaborators: Architecture For Humanity.

Status: Ongoing.

When Hearreast Harrison returned to New Orleans after Hurricane Katrina, she began the slow process of rebuilding her house and helping to piece together a neighbourhood that had been mostly deserted. Seeing that the neighbourhood had very little to offer returning residents, she decided to utilize her plot of land to create a community center, a place for the neighbourhood to come together and share their experiences. When built, the institute will function as a safe haven for children in the community and a place where reading, cultural traditions and physical fitness is supported, encouraged and celebrated.

The Guardians Institute is designed to mimic the functionality of the traditional "Shotgun House" while integrating new architectural features based on post-Katrina knowledge. The building engages the public through a series of exhibition, education and performance spaces, all tightly interwoven with the possibility of expanding each area as needed. All the interior exhibition and educational elements are hung from the ceiling on a flexible curtain system. This allows all elements to be raised above the ground safe from any flooding. Should the water rise to the same levels as under Hurricane Katrina, the curtain system allows for the elements to be easily rolled upstairs for safe keeping.



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## Mountain

Name: Mountain Exhibition Concept.

Place: Taipei, Taiwan.

Type: Commission.

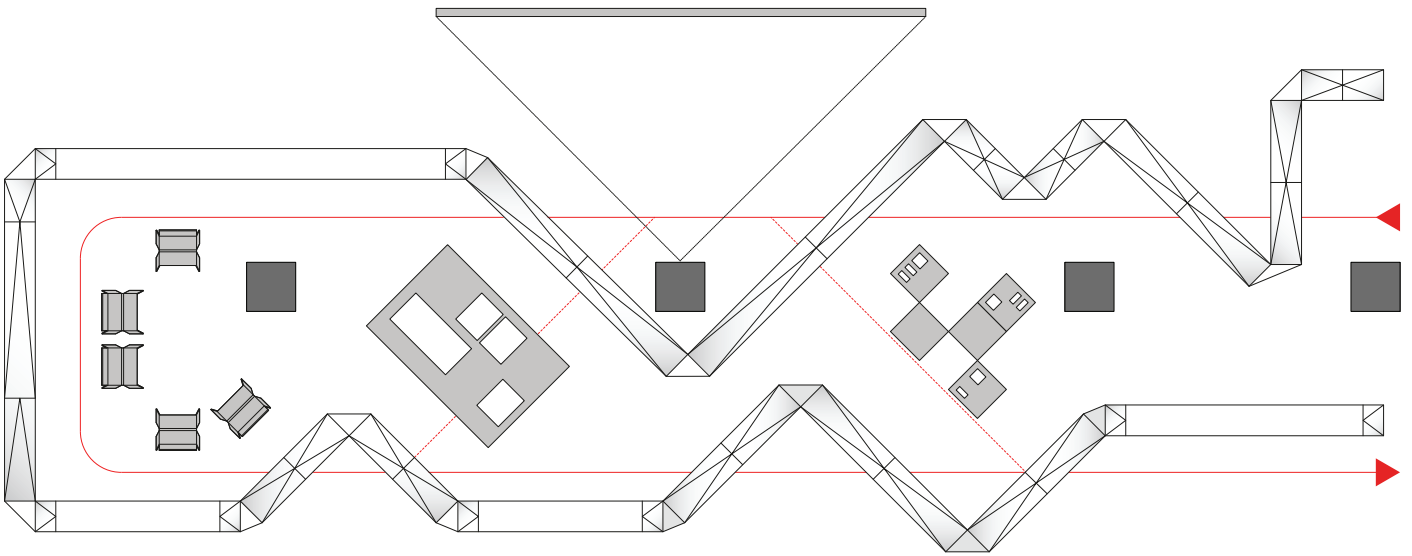
Size: 5000 SF / 500 M2.

Program: Exhibition.

Client: Pentagram, NY.

The Mountain exhibition mimics the famous mountain ridge that splits the island of Taiwan in half. The exhibition visitor is led through a series of ridges and valleys, each providing specific content for the various exhibition zones.

Each "mountain" tells a specific story related to the Hualien Residential Development that is the focus of the exhibition and the exhibition band as a whole creates a three dimensional landscape within the exhibition area that allows the visitor to physically engage with both printed and physical content.



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## Double Moon

Name: Double Moon. Installation for Nuit Blanche / Bring The Night to Light Festival.

Location: Greenpoint Waterfront, Brooklyn.

Type: Short Listed Competition Entry.

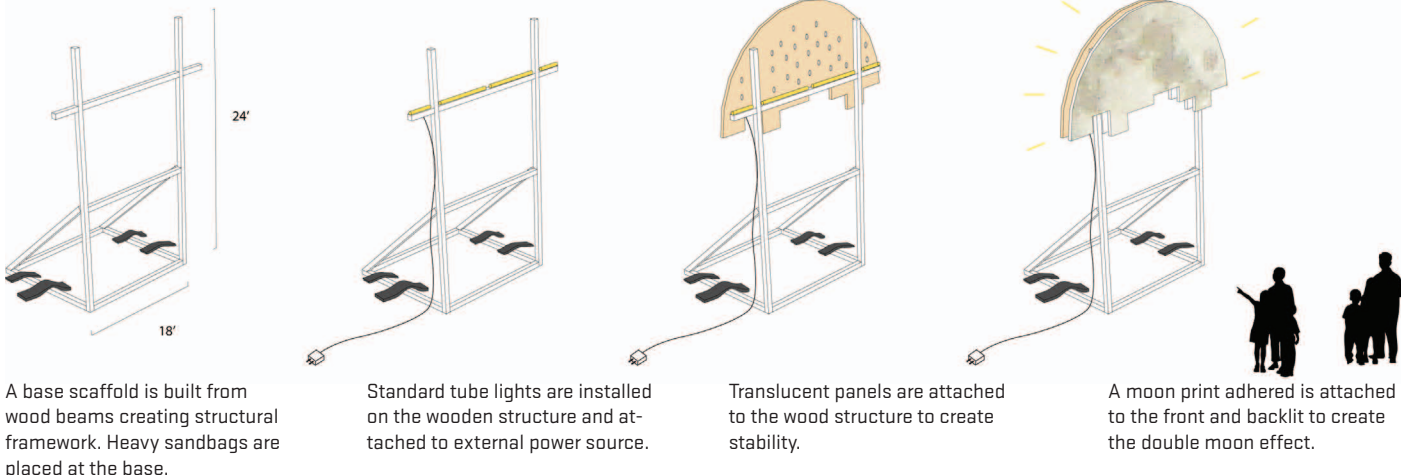
Size: 50 M2 / 500 SF.

Program: Art Installation.

Client: Nuit Blanche.

Completion: Pending.

For this year's Nuit Blanche / Bring The Night to Light Festival in Brooklyn, New York, we propose a similar celebration, this time of the night. The Double Moon installation aims to inspire imagination and focus attention on things that, while often taken for granted, define our daily—and nightly—lives. The proposed site was chosen because it offers a well-framed visual connection between Brooklyn and Manhattan. The forced perspective of the streets creates a set view corridor and the one directionality of the street assures that visitors will have the full visual impact of the installation. For a few hours, coinciding with a full moon, viewers in Green point looking toward Manhattan will see not one, but two moons in the sky.



## You Are Here, Installation, Box 2, Copenhagen, Denmark.

Name: You Are Here.

Place: Copenhagen, Denmark.

Type: Art Installation.

Size: 100 M2 / 1000 SF.

Program: NA.

Budget: \$3500.

Collaborators: Arrhenius & Gitte Johannesen / Specta.

Status: Completed 2005.

"You are here" reverses the purpose of the architectural model. The building sits as the only populated place in a typical suburb and exists solely for the life of its numerous inhabitants. Instead of focusing on the outside world, the model concentrates on the inhabitants of the house and relentlessly displays their lives in 220 continuous windows.

The images in the building are inspired by Pictograms, stereotypical figures in stereotypical flats, normally used in architecture to represent where to "Go," "Eat," "Park," "Urinate," etc. In "You are here" these pictograms no longer represent the clean, formal and abstract but instead create a series of highly personal characters, displaying all sides of human nature, good and bad.

"You are here" is a drama that mixes the everyday and the absurd, humour and seriousness, love and death. The working idea both criticizes a commonly used architectural language which signifies that the architectural model should be devoid of life and populated by odor-free robots, while simultaneously displaying a building populated by people of flesh and blood utilizing the same architectural language with playful exaggeration.

