

18/06/2019 07:19:15PM



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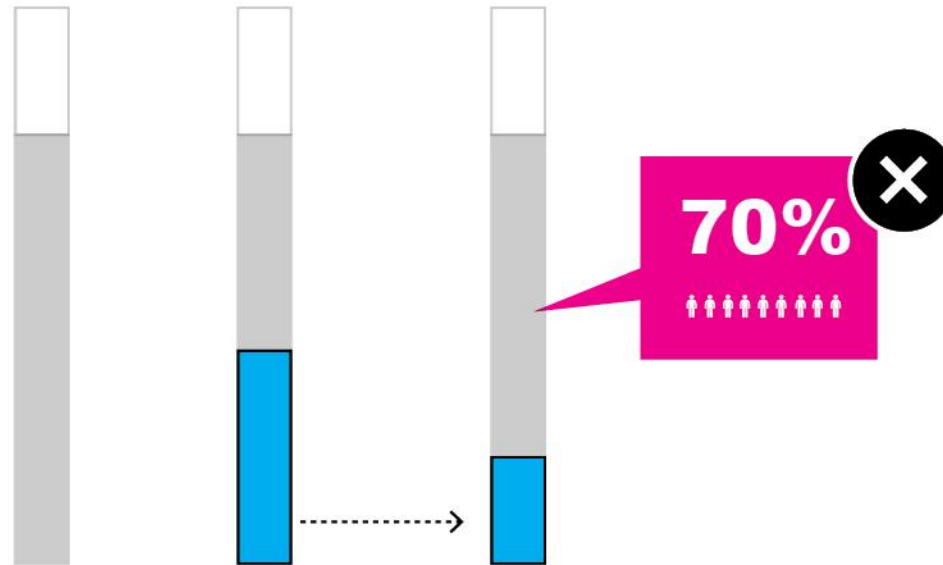


7

Vertical Studio  
Villarreal-Buerón

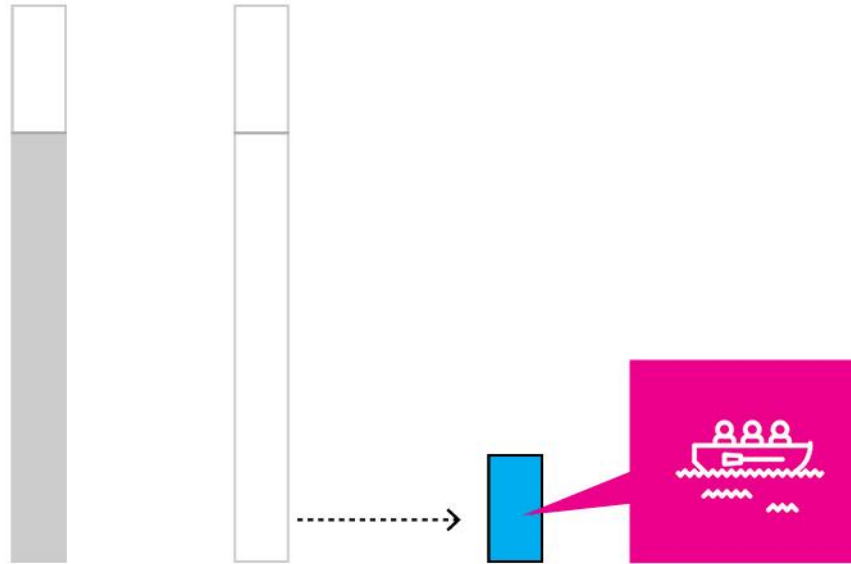
**SCITARC**

- 77% of all US Arch. Firms have 9 or less employees
- 50% of all US Arch. Firms fail after 5-years.
- **70% Fail after 10-years.**



*\*Data provided by the AIA 2016. Cited in Architectural Record June 01, 2018. By Deborah Snoonian Glen.*

- 77% of all US Arch. Firms have 9 or less employees
- 50% of all US Arch. Firms fail after 5-years.
- ~~70% Fail after 10-years.~~ **SUCCESSFUL**



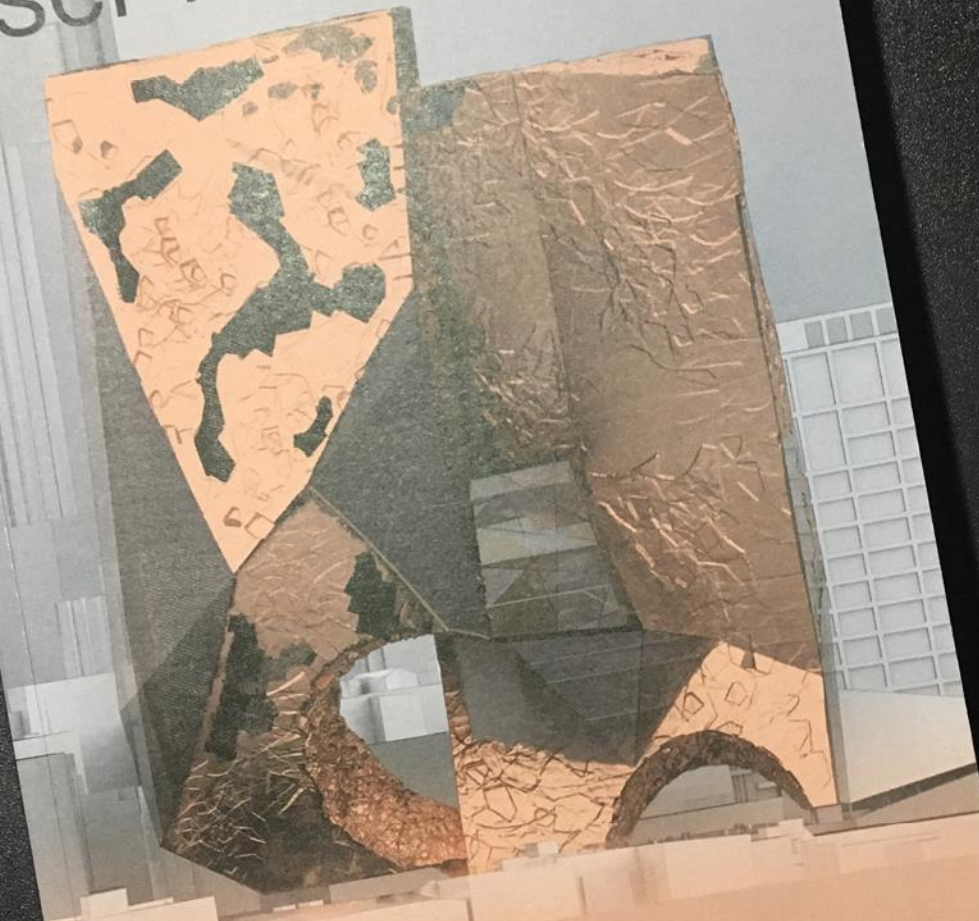
*\*Data provided by the AIA 2016. Cited in Architectural Record June 01, 2018. By Deborah Snoonian Glen.*

# PROBLEM



# SCI-ARC

2018 – 2019  
Student Handbook



sciarc.edu

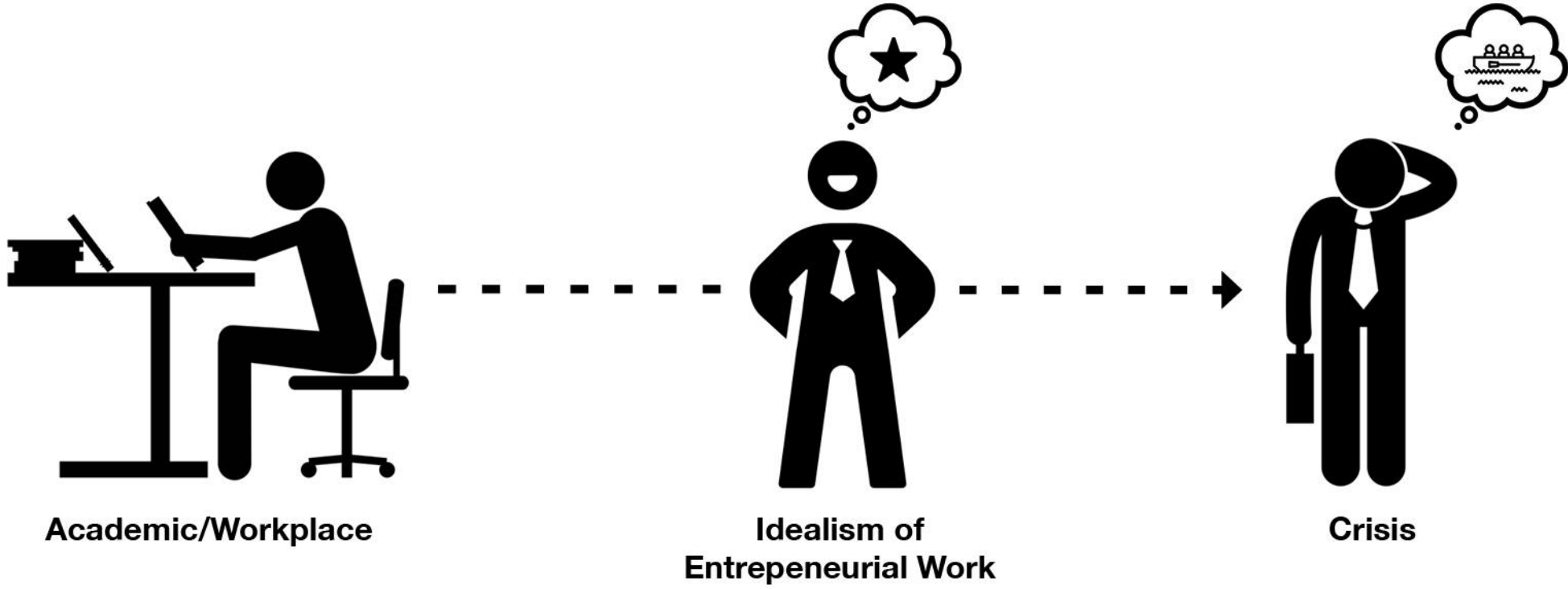
Ninth term — 5A	Tenth term — 5B
<p data-bbox="1426 364 1819 406"><b>Vertical Studio — 6 units</b></p> <p data-bbox="1426 406 1819 564"><b>HT2050 — 3 units</b> Thesis Project Research Prerequisite: Completion of all Core and Vertical Studios</p> <p data-bbox="1426 564 1819 664"><b>AS3050 — 3 units</b> Professional Practice</p> <p data-bbox="1426 664 1819 821"><b>LA8023 — 3 units</b> Rhetoric II: Positions in Contemporary Philosophy Prerequisite: HT2035</p> <p data-bbox="1426 821 1819 912"><b>Liberal Arts Elective — 3 units or CPT</b></p>	<p data-bbox="1819 364 2211 506"><b>DS1051 — 9 units</b> Studio Thesis Prerequisite: HT2050 and Completion of all Core Studios</p> <p data-bbox="1819 506 2211 606"><b>Elective — 3 units or CPT</b></p> <p data-bbox="1819 606 2211 912"><b>Elective — 3 units or CPT</b></p>

*Could a design studio apply the knowledge of the professional practice, without compromising design?*

*With the hope of triggering the anticipations & uncertainties of the real world,*

**PRO SIM STUDIO**





PRO SIM STUDIO

## Syllabus

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PRO SIM STUDIO

## Syllabus

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PRO SIM STUDIO

## Syllabus

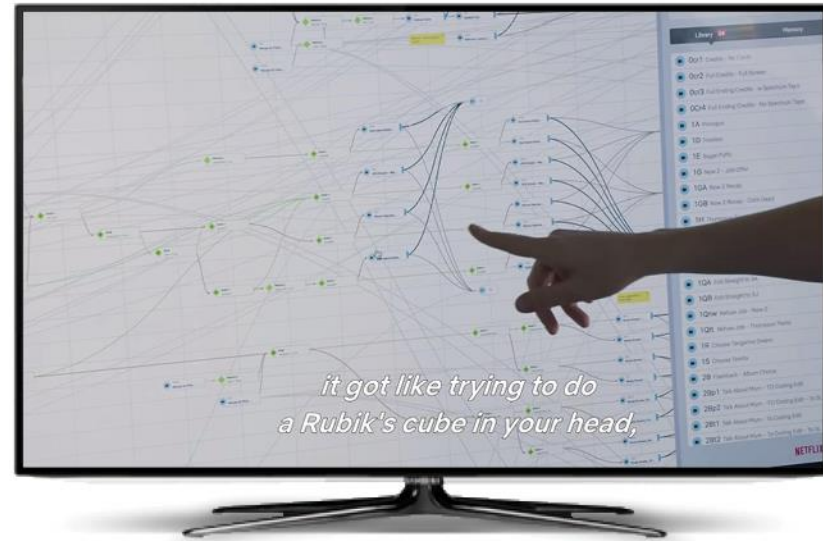
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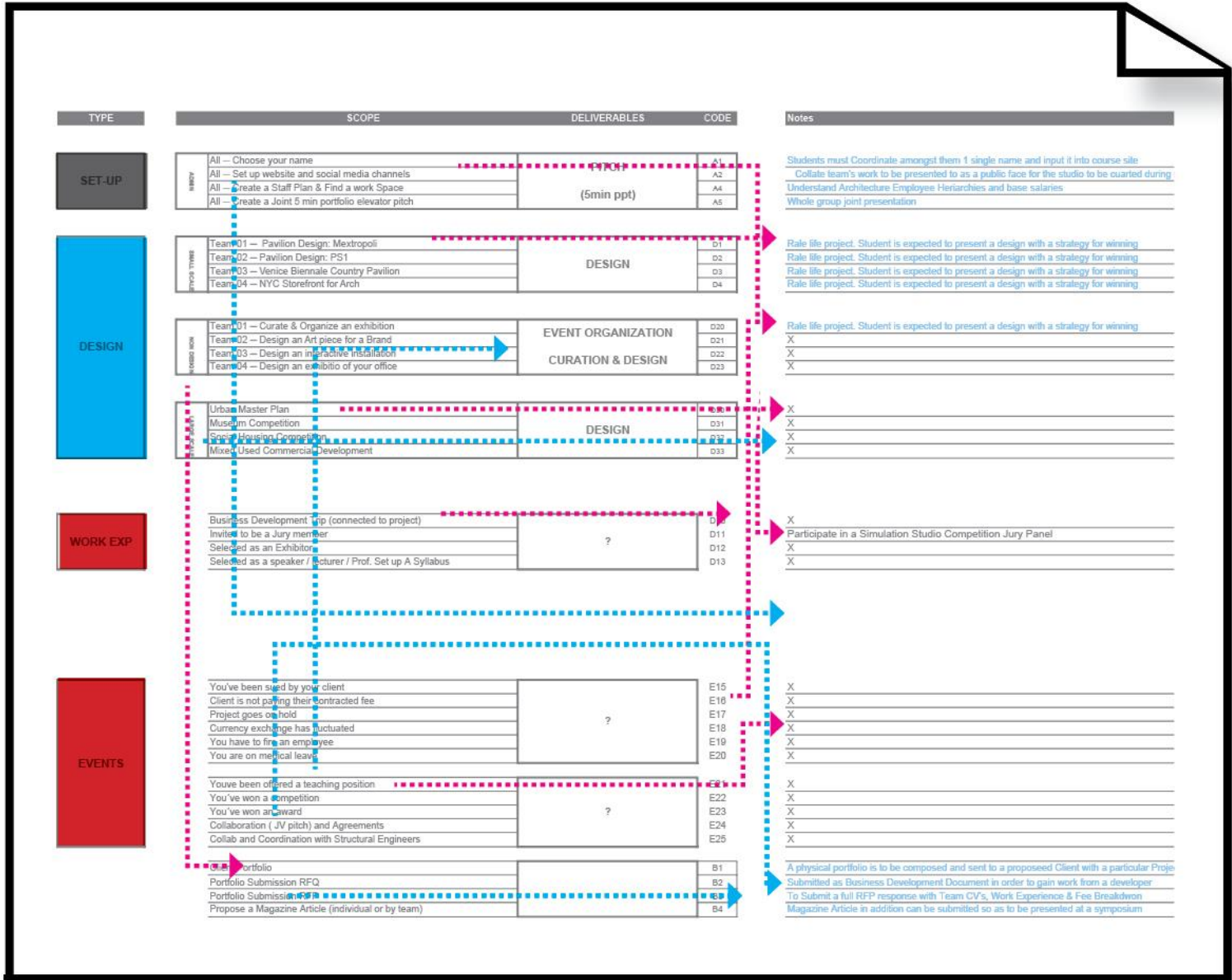


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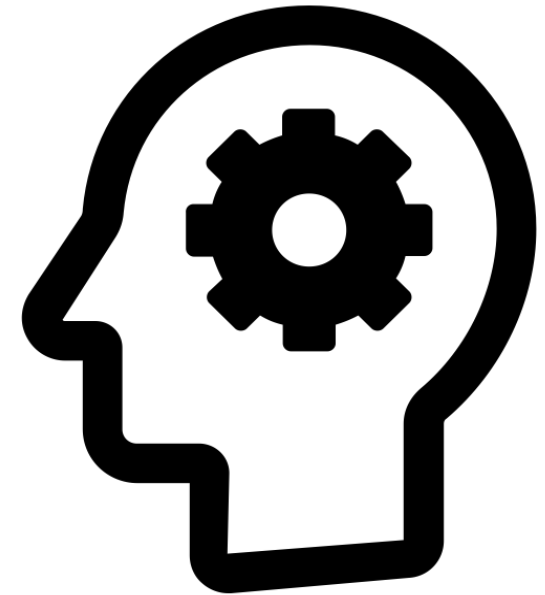
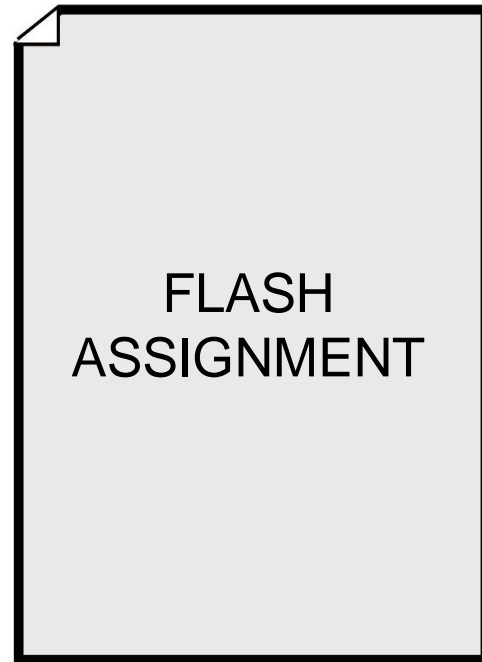


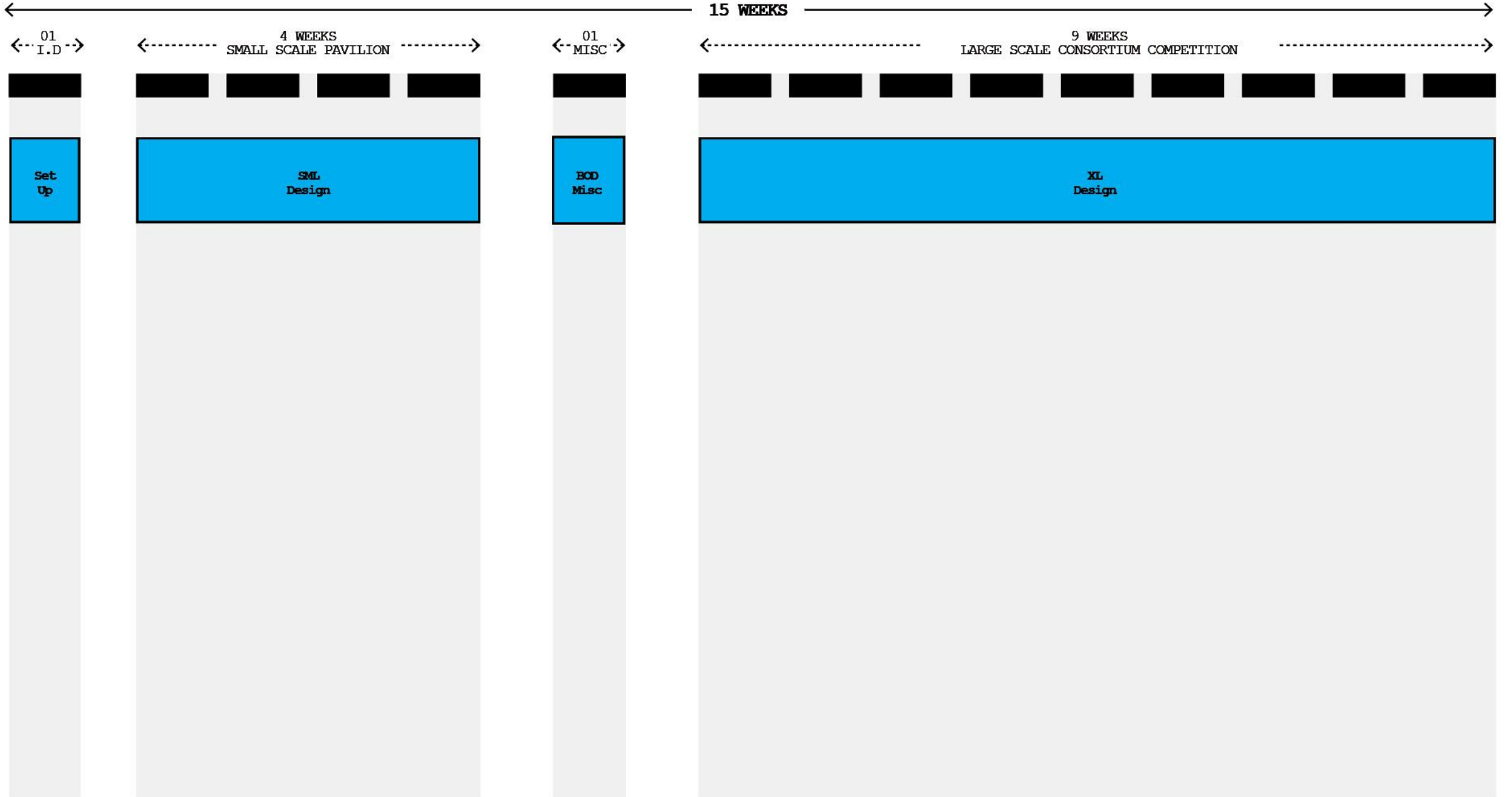
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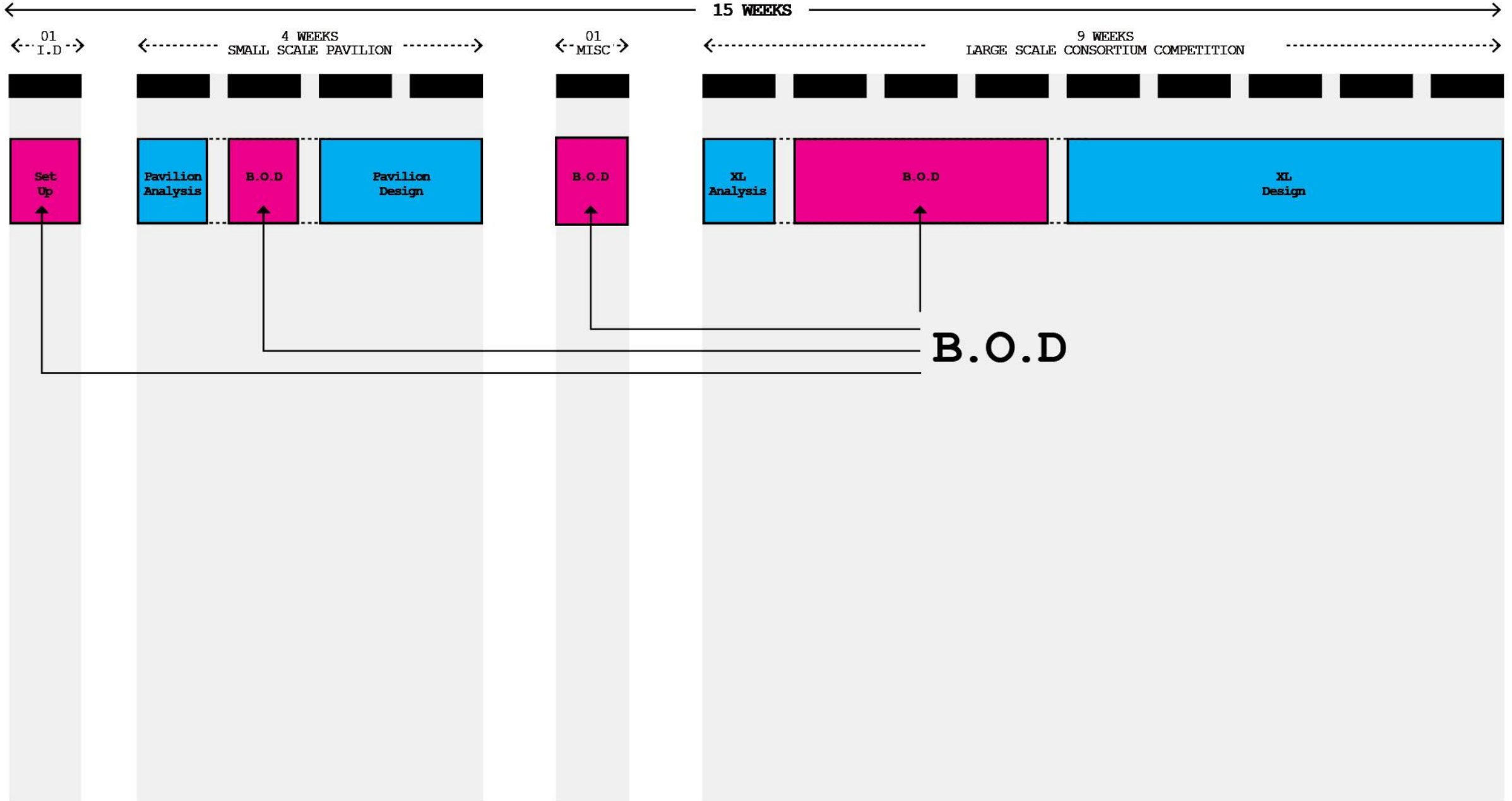




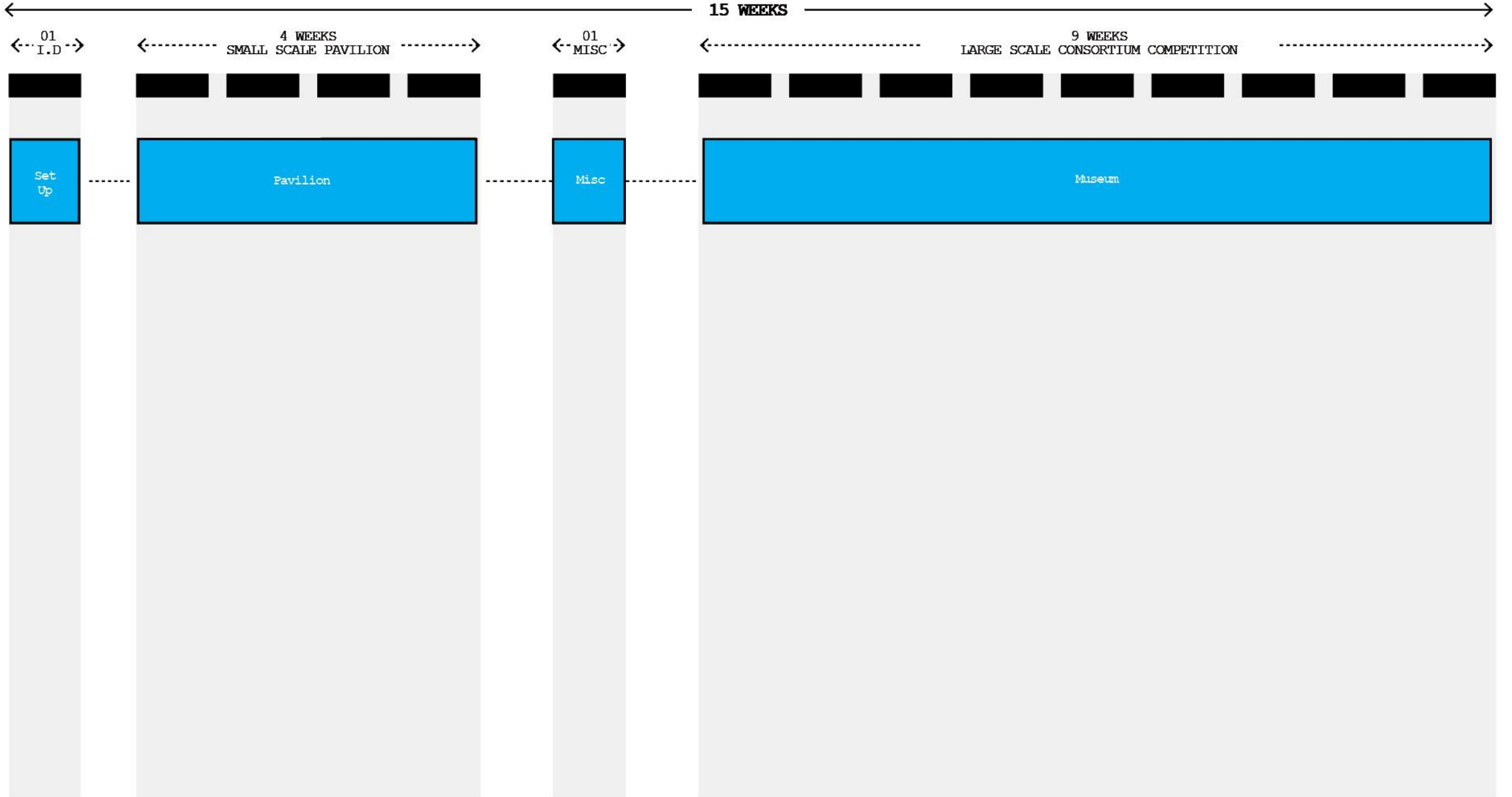
# SIMULATION STUDIO DEVICES

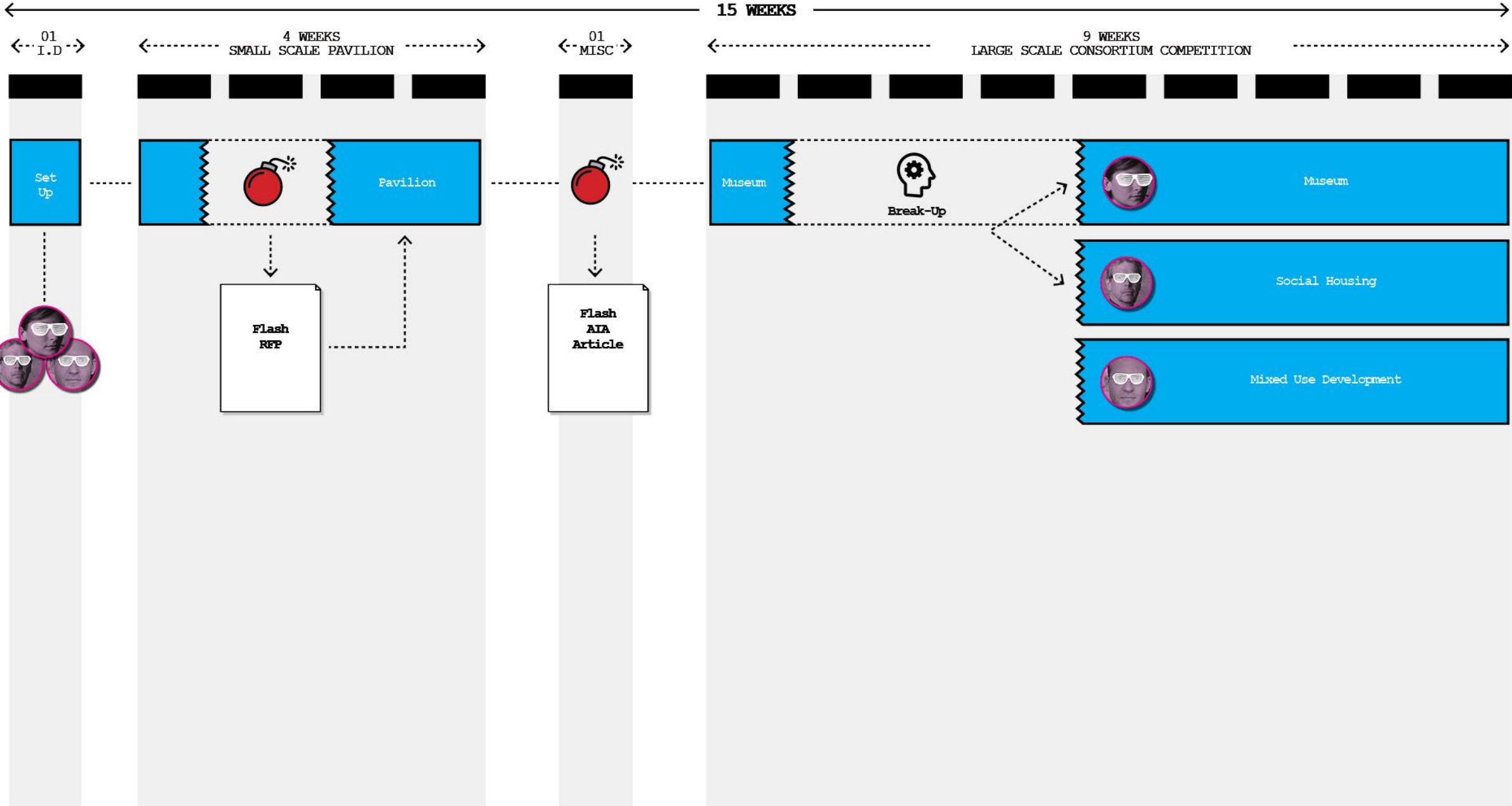








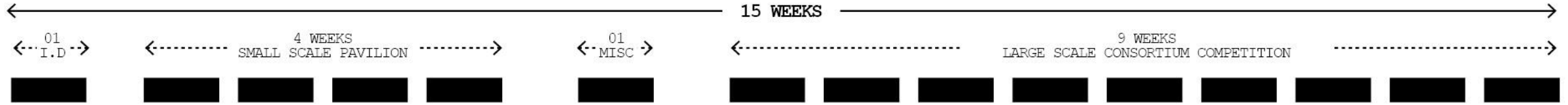






# TEST



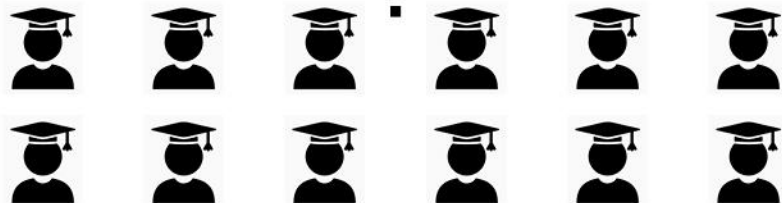


← 5 WEEKS →





TALLER DE SIMULACION PRO





**ESADI**

ESCUELA SUPERIOR DE ARQUITECTURA Y DISEÑO

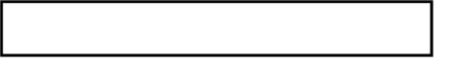
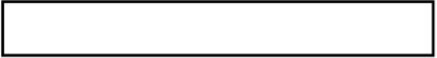
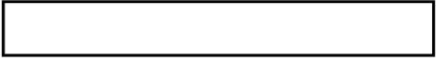
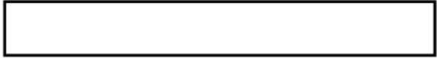
D i s e ñ a e l c a m b i o

[www.esadi.mx](http://www.esadi.mx)

2168.1515



week 01

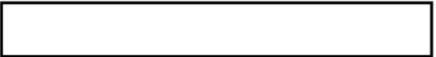
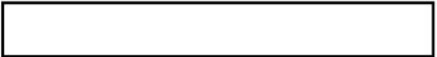
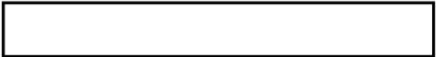
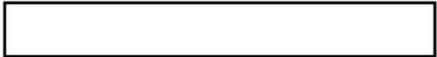


Portfolio  
& Branding

Pavilion  
Case Studies



week 01



Portfolio & Branding

Pavilion Case Studies

**MASS OPERATIONS**  
AGREEMENT

**CONFIDENTIALITY AND NON DISCLOSURE AGREEMENT**

This Confidentiality and Non-Disclosure Agreement is made as of \_\_\_\_\_ by and between **MASS OPERATIONS LIMITED** a company registered in Hong Kong (hereinafter "MASS OPERATIONS"), and **HONUS TANDJONO of POLTAN COMPANY** with its registered address in Hong Kong (hereinafter "Undersigned").

1. For the purposes of this Confidentiality and Non-Disclosure Agreement, Confidential Information shall mean information or material delivered to MASS OPERATIONS (or entrusted to MASS OPERATIONS by other parties) and its affiliated companies of which Undersigned may obtain knowledge or access as part of or in conjunction with any works and/or services conducted or performed by the Undersigned for MASS OPERATIONS in connection with the **ALTOS MARIKANDA** project ("The Project"), during Undersigned's tenure in the offices of MASS OPERATIONS and/or at the Project site, or during discussions between MASS OPERATIONS and the Undersigned concerning the Project. Confidential Information includes all information marked or identified as confidential or proprietary information and all information concerning MASS OPERATIONS's business, products, property, business contacts and service suppliers, designs, business plans, business opportunities, finances, research, development, know-how or personnel. Confidential information shall also include any information described as proprietary or designated as confidential information disclosed to MASS OPERATIONS and/or its affiliated companies by any third party which information MASS OPERATIONS is obligated to treat as confidential or proprietary information.

2. All Confidential Information disclosed by MASS OPERATIONS shall, between MASS OPERATIONS and Undersigned, remain the property of MASS OPERATIONS whom extends rights to the undersigned for use of the materials undersigned sees fit.

3. Notwithstanding the conclusion or termination of the work performed, Undersigned shall continue to fulfill its covenants hereunder and to maintain the confidentiality of the Confidential Information for up to a period of 6 Calendar years from the date of this agreement.

5. This Agreement shall be governed by and interpreted in accordance with the laws of Hong Kong.


"I have read, understand, and accept the terms of this Agreement."

UNDERSIGNED:  
Signature:  
Name:  
Date:

UNDERSIGNED:  
Signature: *Viviano Villares*  
Name: Viviano Villares  
Date: 3 / DEC / 2017

MASS OPERATIONS LTD  
Signature: *Honus Tandjono*  
Name: Honus Tandjono  
Date:

Page 1 of 2  
www.massoperations.com











NDA & RFP'S

TYOLOGIES

PORTFOLIO + BRANDING

PAVILION CASE STUDY

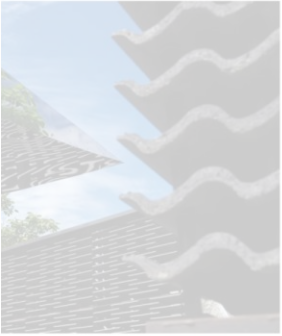
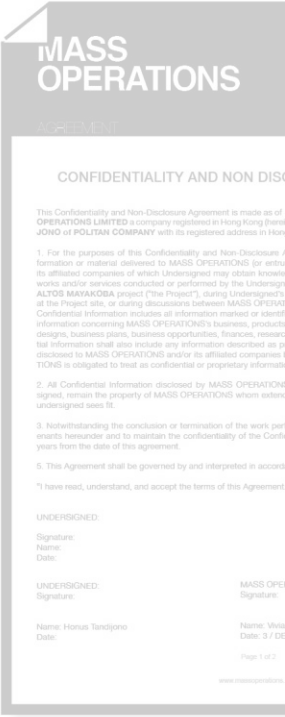


week 01



Portfolio  
& Branding

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NDA & R...

AVILION  
CASE STUDY

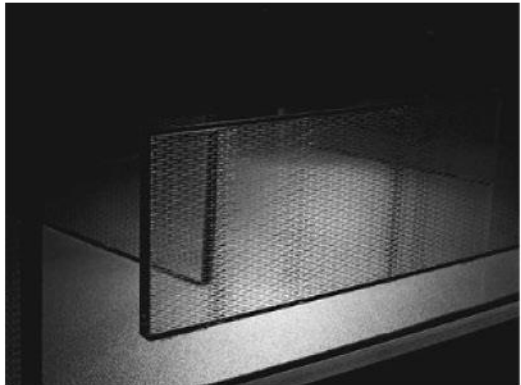
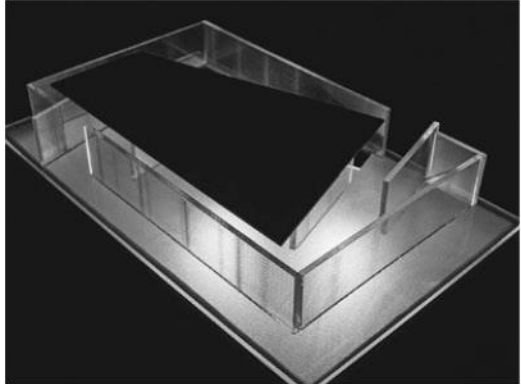
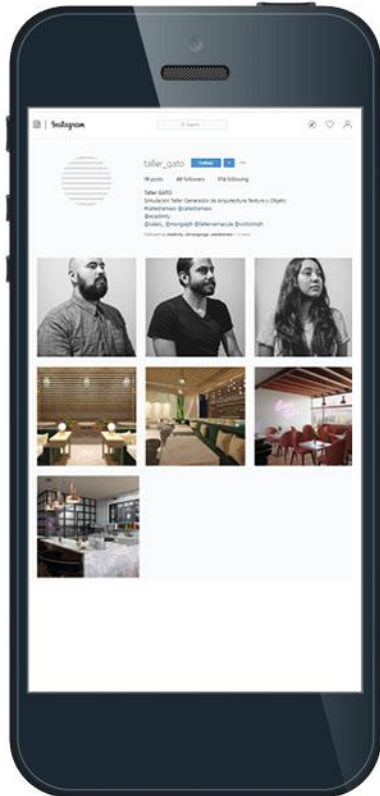
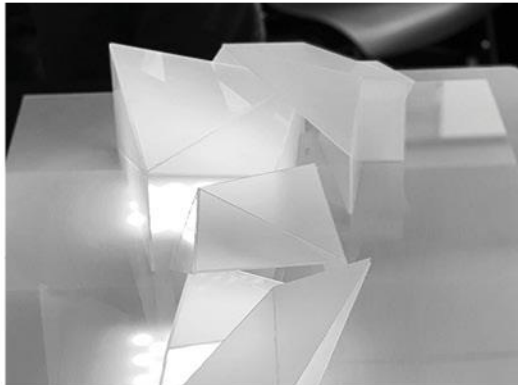
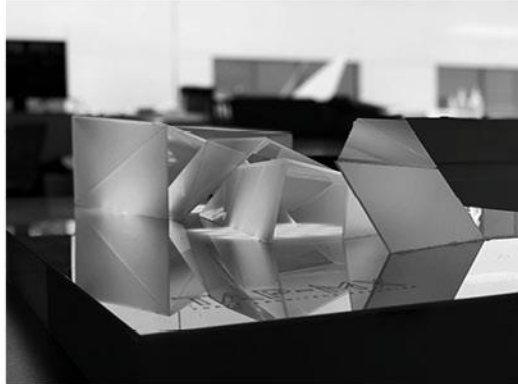
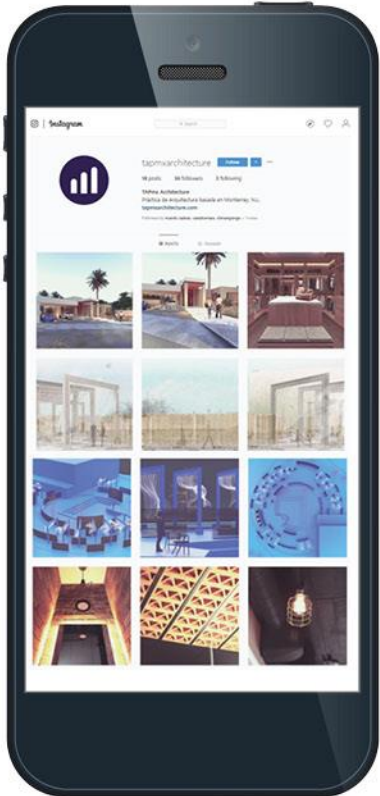
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week 01



Portfolio & Branding

Pavilion Case Studies



← ..... 5 WEEKS ..... →

week 01

week 02

Portfolio  
& Branding

Pavilion  
Case Studies

Pavilion Competition



NDA & RFP'S

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week 01

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Portfolio  
& Branding

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Case Studies

Pavilion Competition

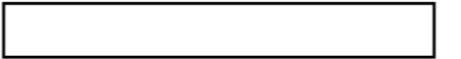
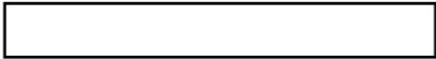
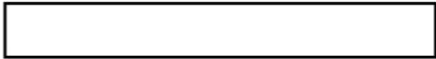
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DEVELOPMENT  
GROUP

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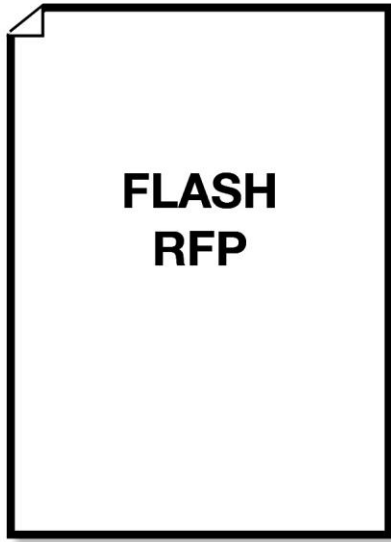
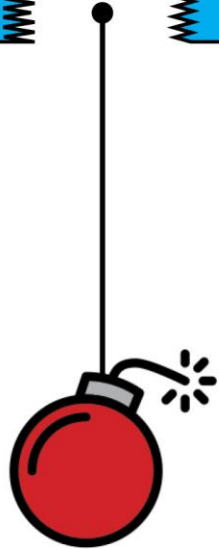
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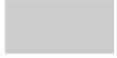


Portfolio  
& Branding

Pavilion  
Case Studies



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Portfolio  
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Case Studies

Pavilion Competition



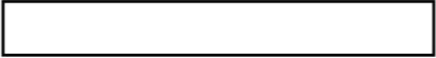
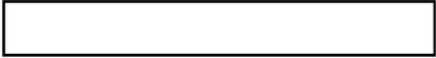
NDA & RFP'S



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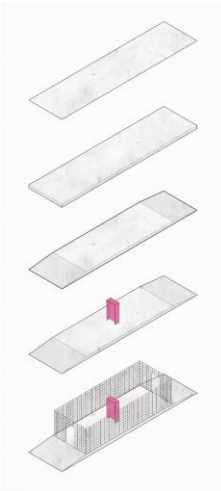
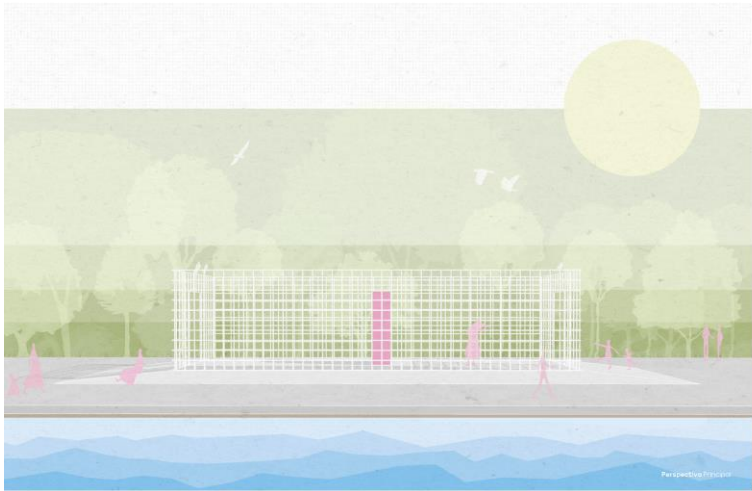
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Portfolio & Branding

Pavilion Case Studies

Pavilion Competition



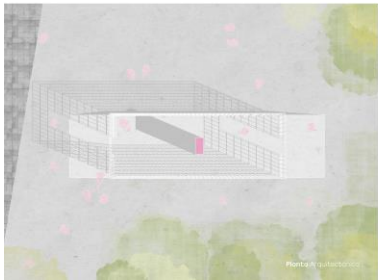
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VACÍO CONTENIDO:

Partiendo de la noción que la Ciudad de México como varias otras en el país ha llegado a un límite donde la arquitectura generalmente saturada, y exhibiciones de ego y poder se proyectada un espacio libre, que contiene con su piel y al mismo tiempo es sutil y muestra su interior. La puerta en su centro tiene como propósito la toma de decisión de cada usuario ya sea de atravesarla o no, debido a que no separa ningún espacio de otro. Se ha formalizado como una abstracción de la importancia o necesidad de cada ocasión u opinión hasta perder todo significado objetivo y se ha vuelto un elemento que tiene valor dependiendo del que cada quien le puede llegar a asignar. Al ser una pieza efímera se ha pensado en la manera en la que la mayoría de las personas pudieran ser partícipes del recorrido y se optó por crear un espacio que no es transitorio o de destino ya que el transiente puede acceder y recorrerlo, atravesando el umbral de la puerta o por uno de sus costados, sin ser necesario el permanecer o el salir inmediatamente.

El valor de cada espacio se lo da quien se ha apropiado de él.

El pabellón se compone de una plataforma de madera con medidas de 12.60 por 4.80 m. de ancho, que se eleva a 40 centímetros sobre el nivel de la superficie y cuenta con dos rampas de 3.50 m. de largo. Sobre la plataforma se encuentra una puerta de color rosa de 1.20 x 2.40 m. de alto, la cual cuenta con un marco rígido del mismo color y contrasta con el blanco de todos los otros elementos. Por último la piel se conforma de varilla lisa de acero no. 5 la cual ha sido soldada vertical y horizontalmente a 30 centímetros de centro a centro y acabada con pintura blanca.



## AGUAS!!! PESCALA QUE SE NOS ACABA

Hoy Mexico se esta quedando sin Agua, en algunas comunidades no cuentan siquiera con recursos para obtenerla, en algunos lugares ya se estan implementando atrapa-nieblas, es algo que es posible mejorar para su produccion en serie y asi proveer de este importante recurso a quien lo necesita. Aqui es donde entra esta estructura, cuya unica funcion es ayudar a atrapar este recurso del aire para las comunidades que mas lo necesitan

←----- 5 WEEKS ----->

week 01

week 02

week 03

week 04

week 05

Portfolio  
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←----- 50% ----->

ENTREGA  
PABELLON

← ..... 5 WEEKS ..... →

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week 05

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& Branding

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Case Studies

Pavilion Competition

Residential Competition



← ..... 5 WEEKS ..... →

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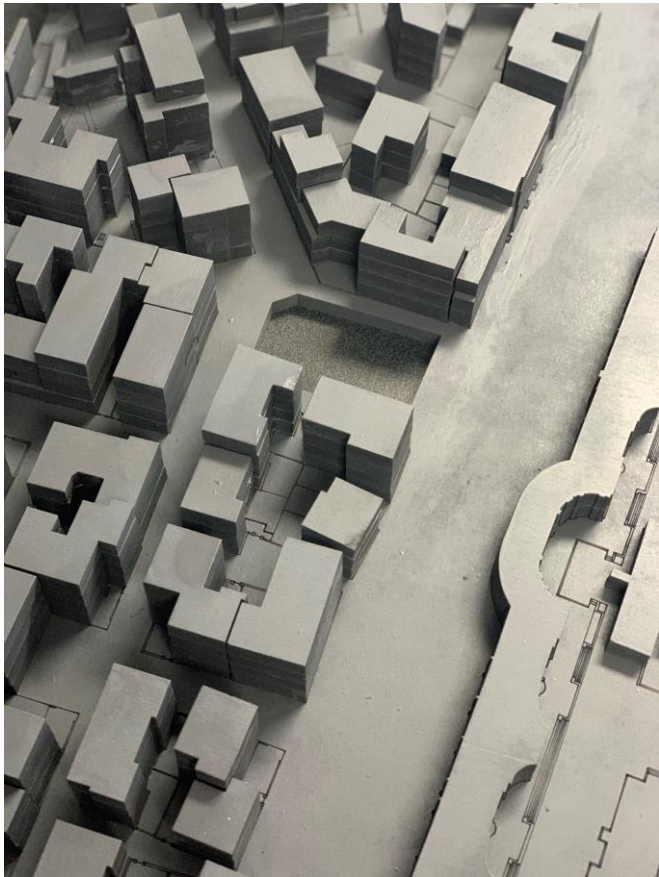
week 05

Portfolio  
& Branding

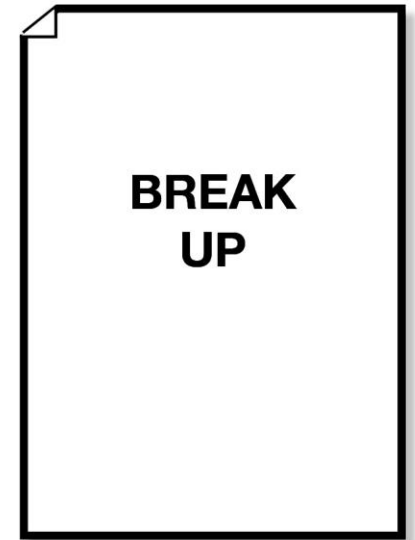
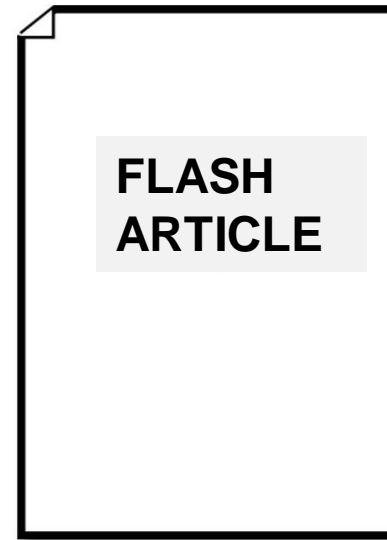
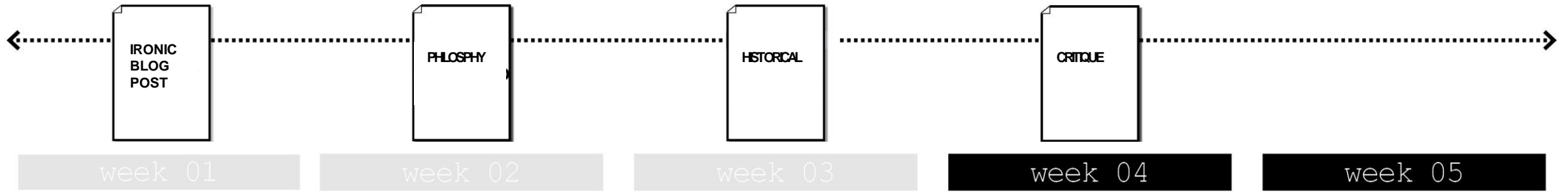
Pavilion  
Case Studies

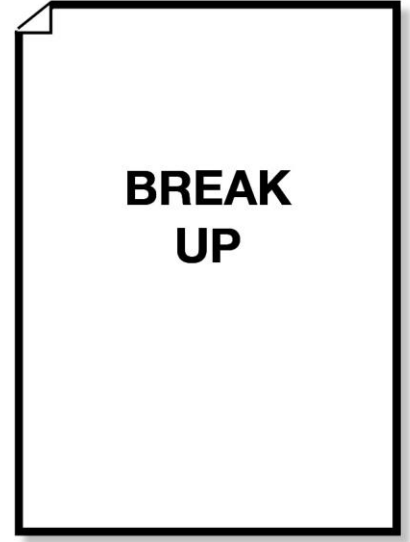
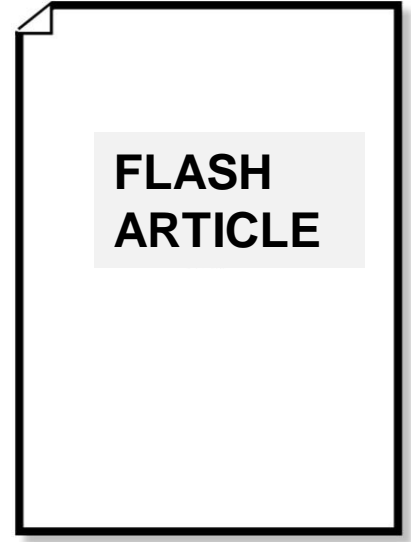
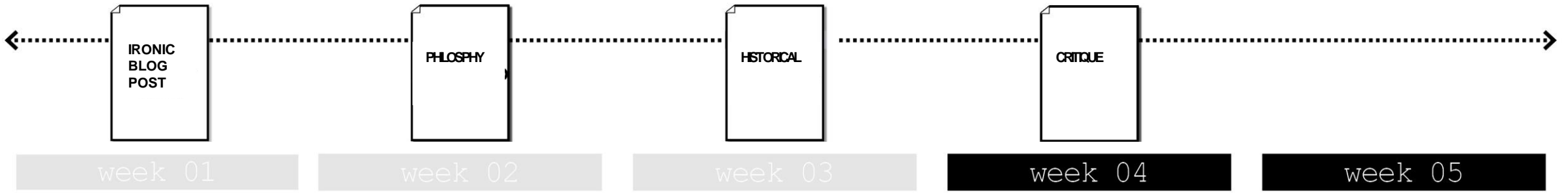
Pavilion Competition

Residential Competition



**SITE  
ANALYSIS**





←----- 5 WEEKS ----->

week 01

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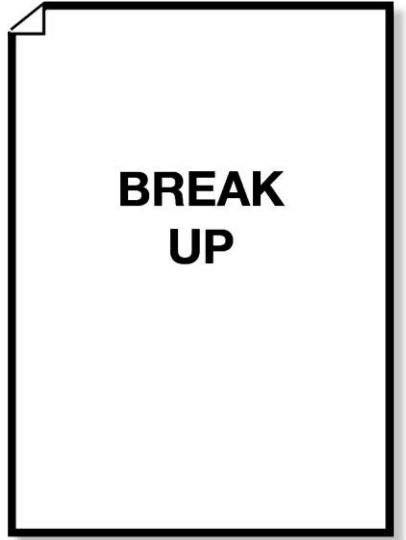
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Portfolio  
& Branding

Pavilion  
Case Studies

Pavilion Competition





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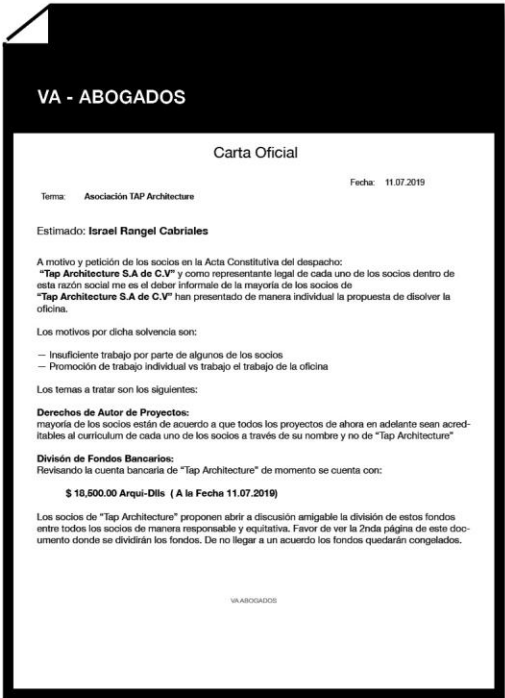
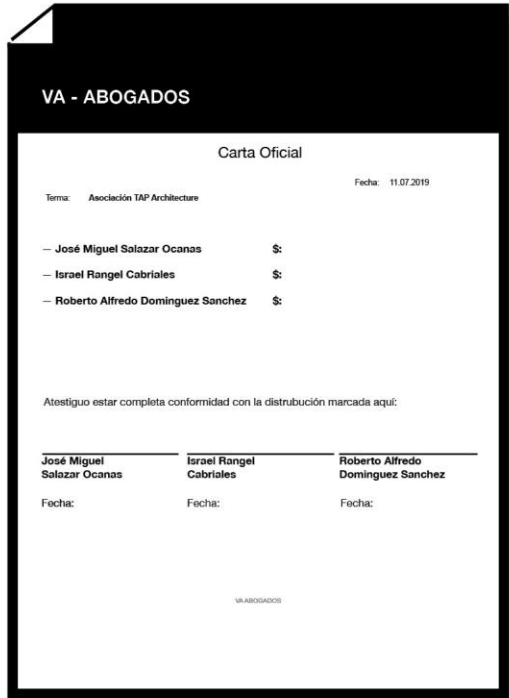
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Portfolio & Branding

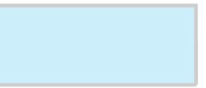
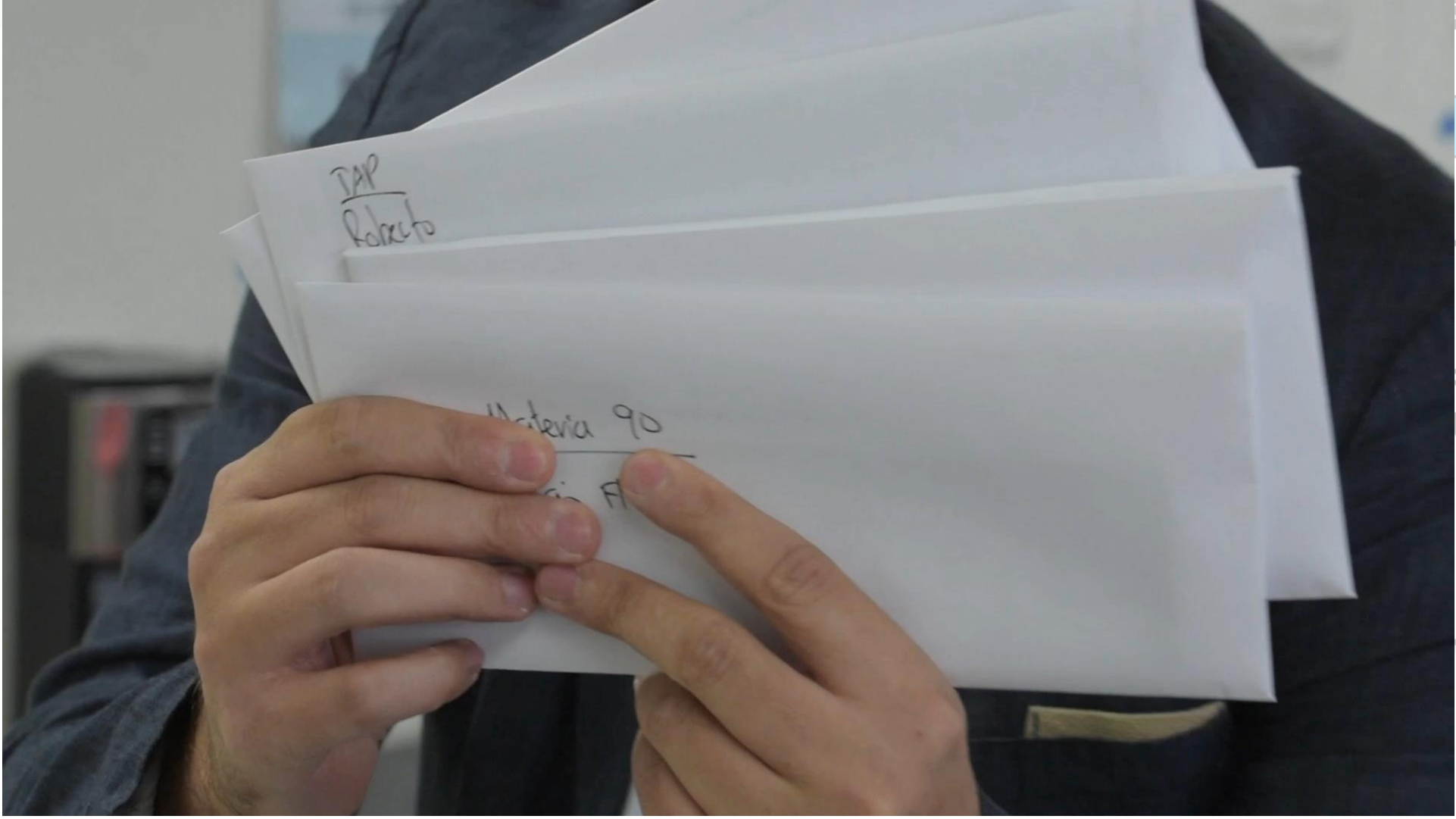
Pavilion Case Studies

Pavilion Competition





Portfolio  
& Branding



REAK  
UP

← ..... 5 WEEKS ..... →

week 01

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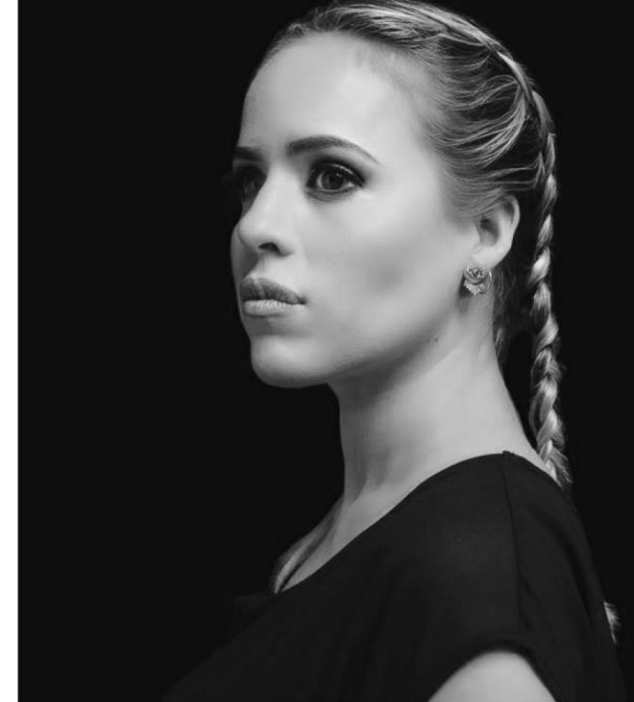
Portfolio  
& Branding

Pavilion  
Case Studies

Pavilion Competition

Residential Competition





A man with short dark hair, wearing a dark blue suit jacket over a light blue polo shirt, is shown in profile, speaking and gesturing with his right hand. He is holding a small object, possibly a pen or a remote. The background is a bright, yellowish-white wall, likely a whiteboard or a large screen. The lighting is warm and focused on the man.

**DAVID RUY**

COORDINADOR DE MAESTRÍAS EN SCI-ARC L.A. / SOCIO DIRECTOR DE RUY KLEIN

Video by THE RAWWS

week 01

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week 03

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week 05

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Pavilion Case Studies

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Residential Competition

### IL MOLO

**CHASSI**  
Bring back Identity of Culture.  
The park becomes an exhibition and the exhibition becomes a park.

### THE TIME COMB

This project consist in a large body constructed by parametric structures based on geodesic nodes. All the structure its supported by its own and can be assembled and unassembled if it's necessary. The main idea its to build a temporal building for different uses and applications, like a restaurant, a large exposition floor and two floors equipped with comfortable condos.

The main structure its a desmontable skeleton made of steel and the skin its made of ETFE polymer for weater insulation.

- Vegetation 150m2
- Book Store 90m2
- Food 193.62 m2
- Office 89.16m2
- Expo Area 375m2
- Small Condo Area 548.99m2
- Large Condo Area 968m2

Social  
Individual  
Culture  
Alter Ego  
Departamento  
Galeria/Restaurante

### CONTINUOUS ENTITY

VENICE CALL

Situation at great proximity and contiguity with pre-existing works, where the architecture is framed in a consolidated scenario, and must operate together with a large amount of information provided by its immediate context.

Solid, opaque, transparent and permeable spaces.

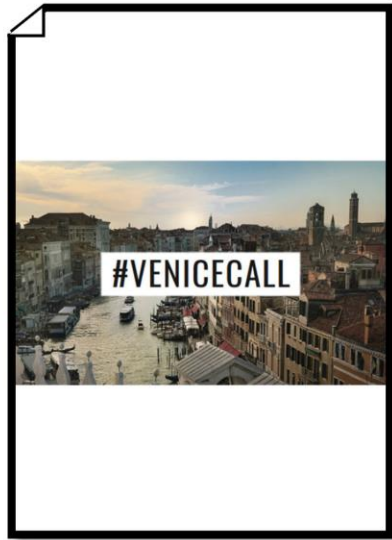
Hosting programs linked to contemplation and leisure in contact with art, sun and sky.

The building is identified in its individuality by its morphology and materiality. And at the same time, it articulates with the environment and causes its exploration.

Relation with its surroundings.  
Dialogue with pre-existing buildings.  
Continuous Wrapping.

LEVEL 0    LEVEL 1    LEVEL 2-3    LEVEL 4-5

SALAS QUINTANILLA ARQUITECTOS

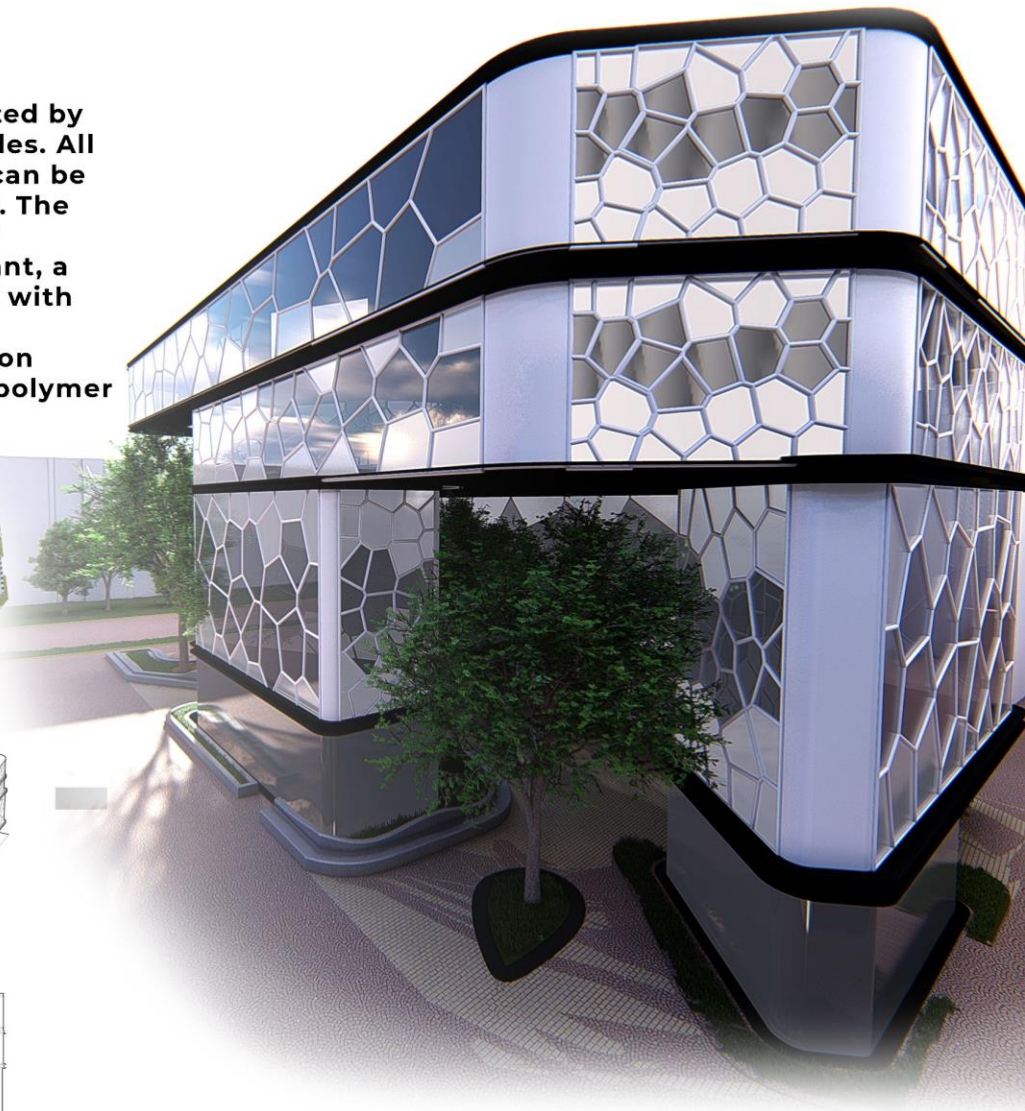


# THE TIME COMB

This project consist in a large body constructed by parametric structures based on geodesic nodes. All the structure its supported by its own and can be assembled and unassembled if it's necessary. The main idea its to build a temporal building for different uses and aplications, like a restaurant, a large exposition floor and two floors equipped with confortable condos.

The main structure its a desmontable skelleton made of steel and the skin its made of ETFE polymer for weater insulation.

- Vegetation 150m2
- Book Store 90m2
- Lobby 43m2
- Food 193.62 m2
- Office 88.16m2
- Expo Area 375m2
- Small Condo Area 546.59m2
- Large Condo Area 968m2



# CONTINUOUS ENTITY

VENICE CALL

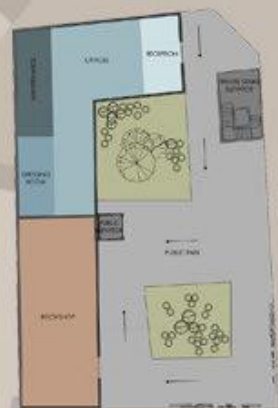
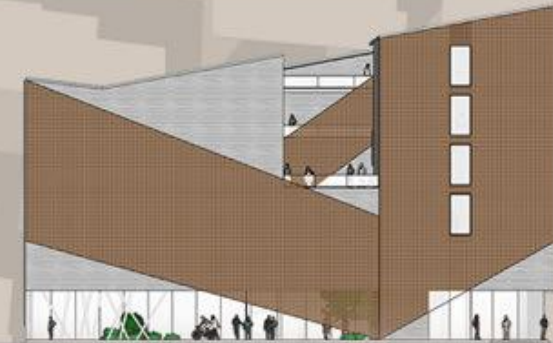
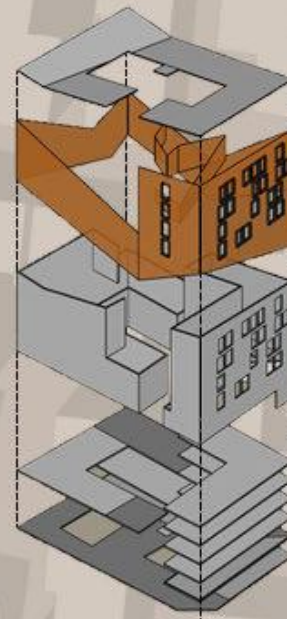
Situation of great proximity and contiguity with pre-existing works, where the architecture is framed in a consolidated scenario, and must operate together with a large amount of information provided by its immediate context.

Solid, opaque, transparent and permeable spaces.

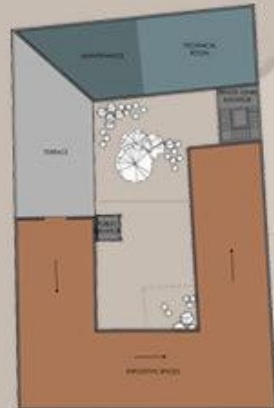
Hosting programs linked to contemplation and leisure in contact with art, sun and sky.

The building is identified in its individuality by its morphology and materiality, And at the same time, it articulates with the environment and causes its exploration.

Relation with its surroundings.  
Dialogue with pre-existing buildings.  
Continuous Wrapping.



LEVEL 0



LEVEL 1

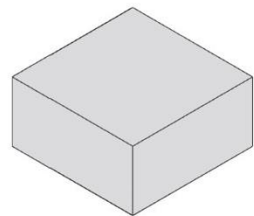
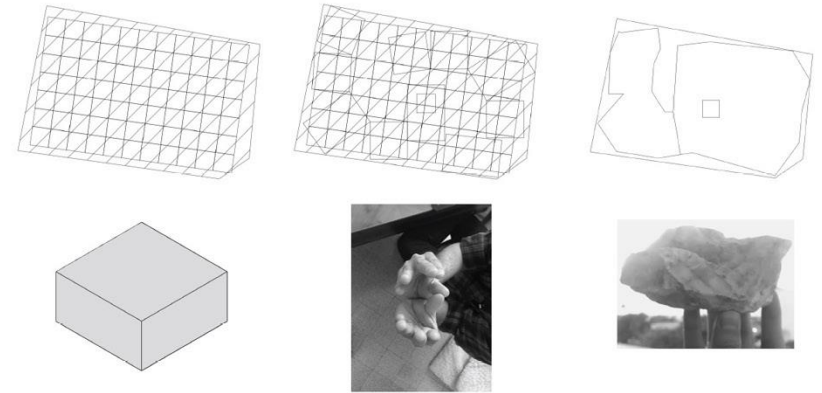
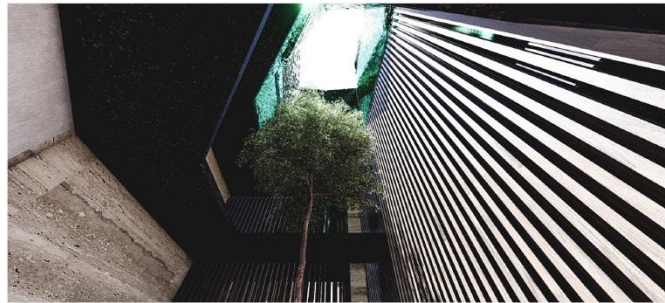
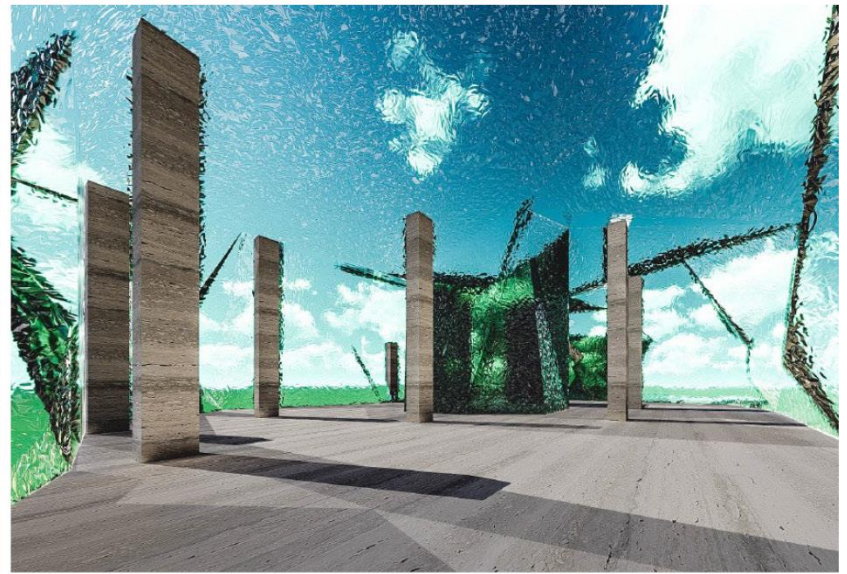
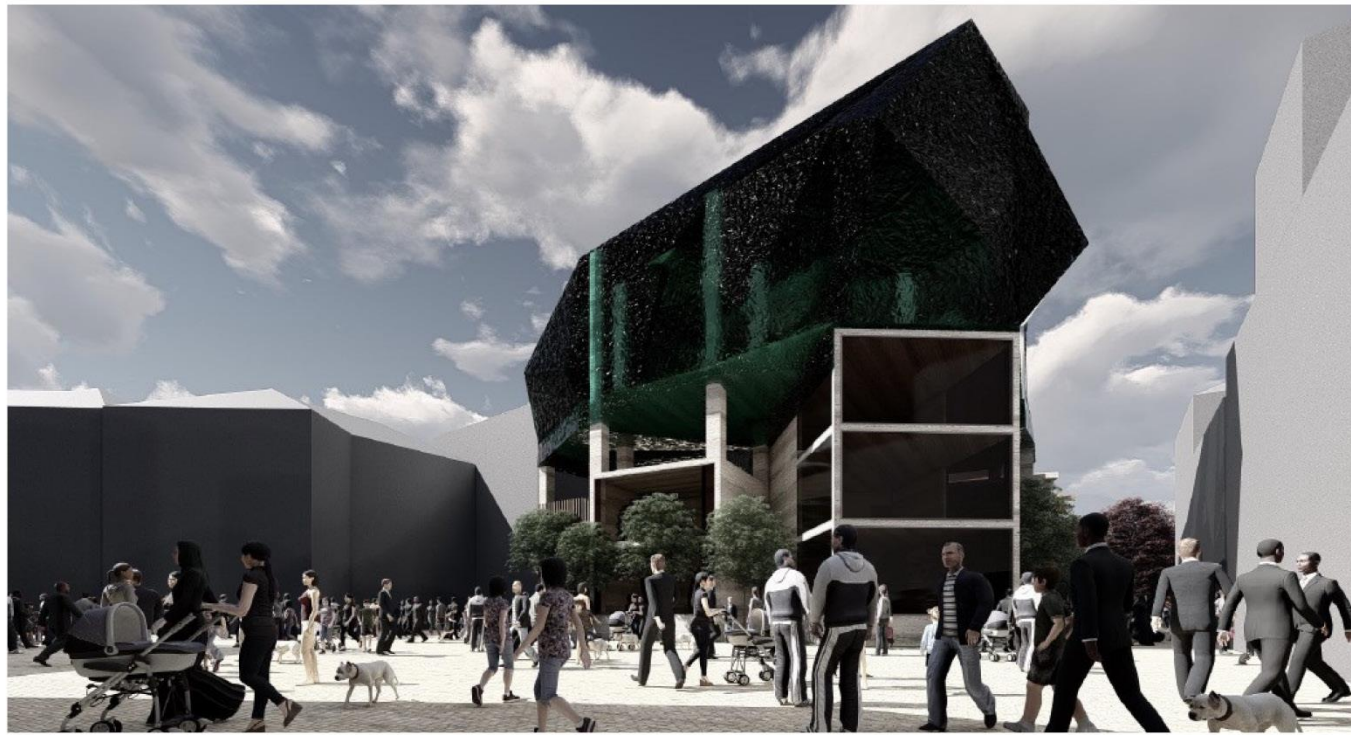


LEVEL 2-3

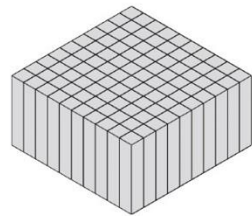


LEVEL 4-5

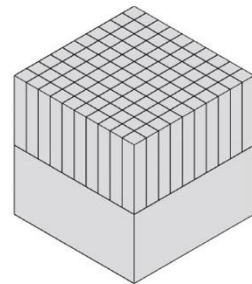
SALAS QUINTANILLA ARQUITECTOS



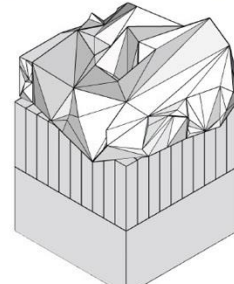
Sociedad



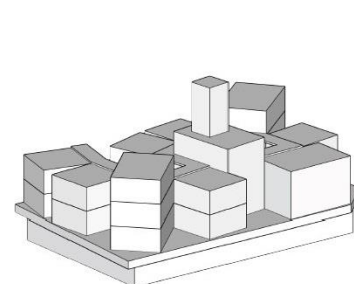
Individuo



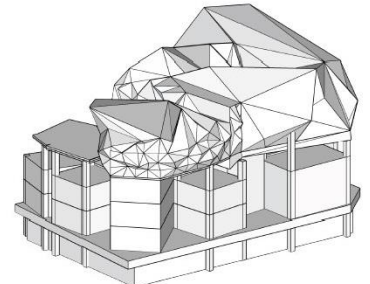
Censura



Alter Ego



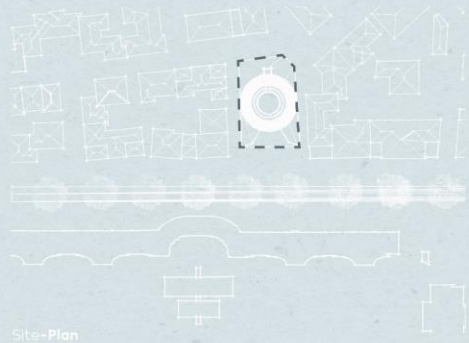
Departamentos



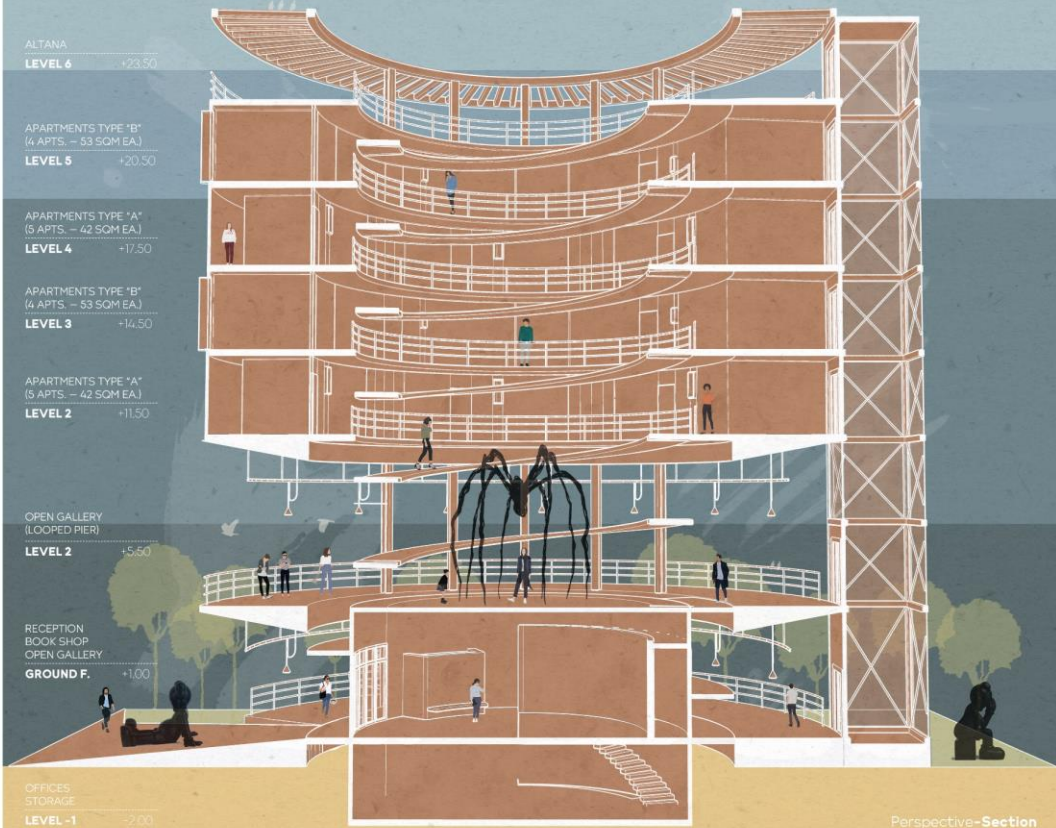
Galerías/Restaurante



# IL MOLO



Site-Plan



Operational Design-Process.



CMASS1

IL MOLO  
Bring back Identity of Castello

Before the French invasion and the fall of the Republic of Venice, the Arsenale was a symbol of power and identity, however in the context of the assigned area there are no major traces of a collective memory related to the importance of the port, that is why we bet on a space that through primitive forms reflects the contemporary personality of Castello, an area that has been in improving in the last years.

The park becomes an exhibition and the exhibition becomes a park.



## **STUDENT INTERVIEWS**

A man with short dark hair and a light beard, wearing a black t-shirt, stands in front of a white wall. Behind him is a large black circle containing the text 'cátedra MAS'. The man is looking directly at the camera with a neutral expression.

cátedra MAS

Honestly I don't think we expected the  
course to be this intense

cátedra **MASS**

What I've really liked is that this is -reality-





# CATEDRA MASS



## TALLER DE SIMULACION PROFESIONAL

ESADI JUN-JULIO 2019

WWW.CATEDRAMASS.COM

### EDO. DE CTA - SEMANA 01



TAP ARQ			
<input checked="" type="checkbox"/>	J.MIGUEL SALAZAR		
<input checked="" type="checkbox"/>	ROBERTO DMZ		
<input checked="" type="checkbox"/>	ISRAEL RANGEL CABRIALES		
\$\$	\$	50,000.00	GAINS \$7,500
\$	\$	45,500	RENTS -12,000



TALLER GATO			
<input type="checkbox"/>	JAIME ISMAEL MENA PEREZ		
<input type="checkbox"/>	DANIELA SALAIS OLAVE		
<input checked="" type="checkbox"/>	VICTOR MANUEL QUINTANILLA		
\$\$	\$	50,000.00	GAINS \$2,500
\$	\$	40,500	RENTS -12,000



ANGULO 90			
<input type="checkbox"/>	SERGIO FLORES GONZALEZ		
<input checked="" type="checkbox"/>	ERICK SALDANA		
<input checked="" type="checkbox"/>	MARCO RUIZ AGUILAR		
\$\$	\$	50,000.00	GAINS \$0
\$	\$	38,000	RENTS -12,000



CONSTRUCTOSS			
<input type="checkbox"/>	ANGEL TOSS HOYOS		
<input type="checkbox"/>	JESUS ALEJANDRO RAMOS TORRES		
\$\$	\$	16,660.00	GAINS \$0
\$	\$	12,660	RENTS -4,000





# CATEDRA MASS



## TALLER DE SIMULACION PROFESIONAL

ESADI JUN-JULIO 2019

WWW.CATEDRAMASS.COM

### EDO. DE CTA - SEMANA 02



TAP ARQ			
<input type="checkbox"/>	J.MIGUEL SALAZAR		
<input type="checkbox"/>	ROBERTO DMZ		
<input type="checkbox"/>	ISRAEL RANGEL CABRIALES		
\$\$	\$	50,000.00	GAINS \$16,500
\$	\$	18,500	RENTS -48,000



TALLER GATO			
<input type="checkbox"/>	JAIME ISMAEL MENA PEREZ		
<input type="checkbox"/>	DANIELA SALAIS OLAVE		
<input checked="" type="checkbox"/>	VICTOR MANUEL QUINTANILLA		
\$\$	\$	50,000.00	GAINS \$2,500
\$	\$	4,500	RENTS -48,000



MATERIA 90			
<input type="checkbox"/>	SERGIO FLORES GONZALEZ		
<input type="checkbox"/>	ERICK SALDANA		
<input checked="" type="checkbox"/>	MARCO RUIZ AGUILAR		
\$\$	\$	50,000.00	GAINS \$1,000
\$	\$	3,000	RENTS -48,000



CONSTRUCTOSS			
<input type="checkbox"/>	ANGEL TOSS HOYOS		
<input type="checkbox"/>	JESUS ALEJANDRO RAMOS TORRES		
\$\$	\$	16,660.00	GAINS \$0
\$	\$	660	RENTS -16,000





# CATEDRA MASS



## TALLER DE SIMULACION PROFESIONAL

ESADI JUN-JULIO 2019

WWW.CATEDRAMASS.COM

### EDO. DE CTA - SEMANA 04



TAP ARQ			
<input checked="" type="checkbox"/>	J. MIGUEL SALAZAR		
<input checked="" type="checkbox"/>	ROBERTO DMZ		
<input checked="" type="checkbox"/>	ISRAEL RANGEL CABRIALES		
\$\$	\$	50,000.00	GAINS \$21,500
\$	\$	23,500	RENTS -48,000



TALLER GATO			
<input type="checkbox"/>	JAIME ISMAEL MENA PEREZ		
<input type="checkbox"/>	DANIELA SALAIS OLAVE		
<input checked="" type="checkbox"/>	VICTOR MANUEL QUINTANILLA		
\$\$	\$	50,000.00	GAINS \$2,500
\$	\$	4,500	RENTS -48,000



MATERIA 90			
<input type="checkbox"/>	SERGIO FLORES GONZALEZ		
<input type="checkbox"/>	ERICK SALDANA		
<input checked="" type="checkbox"/>	MARCO RUIZ AGUILAR		
\$\$	\$	50,000.00	GAINS \$1,000
\$	\$	3,000	RENTS -48,000

**Branding:**  
\*TAP Architecture

**Pavilion Analysis+ Concept:**  
\*TAP Architecture

**Case Study:**  
\*TALLER GATO

**Pavilion Design:**  
\*Tap Architecture / Materia 90





# CATEDRA MASS



# BREAK UP!

TALLER DE  
SIMULACION  
PROFESIONAL  
ESADI JUN-JULIO 2019

## EDO. DE CTA - SEMANA 01



TAP ARQ			
JMIGUEL SALAZAR			
ROBERTO DMZ			
ISRAEL RANGEL CABRIALES			
\$	\$	50,000.00	GAINS \$21,500
\$	\$	28,500	RENTS -48,000



TALLER GATO			
JAIME ISMAEL MENA PEREZ			
DANIELA SALAS OLAVE			
VICTOR MANUEL QUINTANILLA			
\$	\$	50,000.00	GAINS \$2,500
\$	\$	4,500	RENTS -48,000



MATERIA 90			
JESUS FLOR GONZALEZ			
ENRIK SALDAÑA			
MARCO RUIZ AGUILAR			
\$	\$	50,000.00	GAINS \$1,000
\$	\$	3,000	RENTS -48,000

Branding: Pavilion Analysis+ Concept:

\*TAP Architecture CONSTRUCTORS  
ANGEL TOSS HOYOS TAP Architecture  
JESUS ALEJANDRO RAMOS TORRES

Case Study: Pavilion Design:

\*TALLER GATO \*Tap Architecture / Materia 90



# CATEDRA MASS

## TALLER DE SIMULACION PROFESIONAL

ESADI JUN-JULIO 2019

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### FINAL BALANCE SHEET



\$25,666



\$7,833



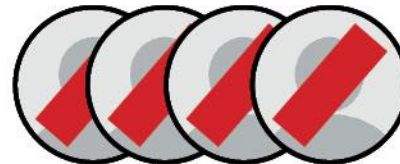
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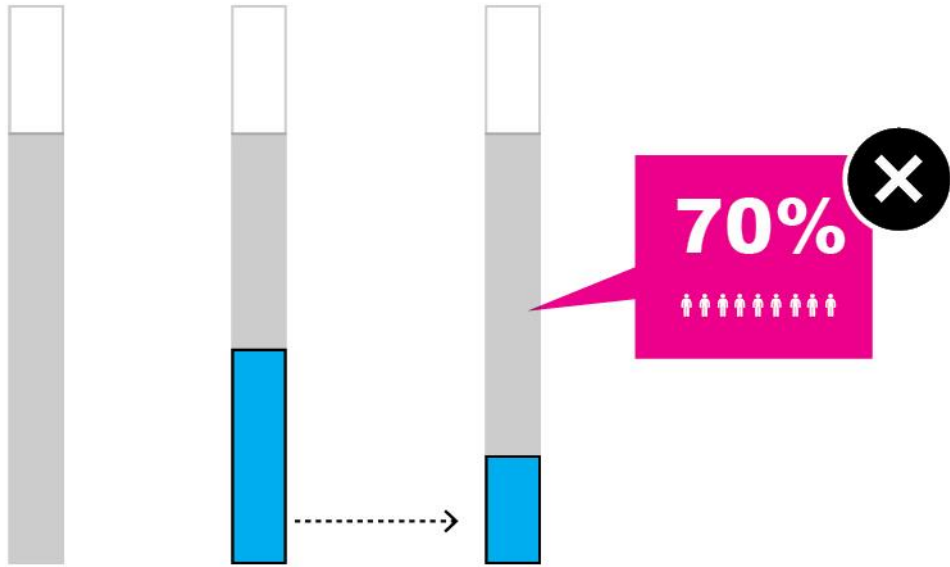


\$-1,500









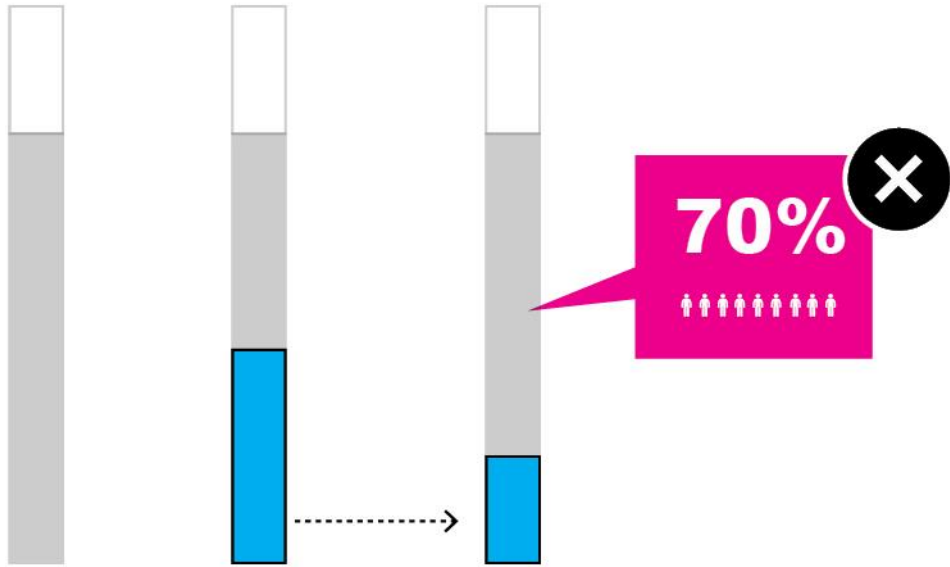
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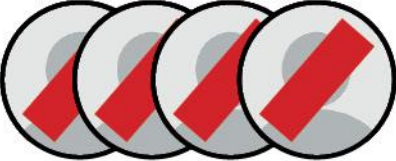


## FINAL BALANCE SHEET

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	\$7,833
	<b>-\$1,000</b>
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	<b>-\$3,000</b>
	



## FINAL BALANCE SHEET

	\$25,666
	\$7,833
	\$-1,000
	\$-1,500
	\$-3,000
	



cátedra **MASS**