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architectural designer

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work samples

Design Statement

I conceive architecture as systems within systems, that interact in various contexts and scales; from a single dwelling unit to an urban setting, these systems act in synergy understanding the conditions of the territory (social, cultural, natural, technological, political), and the impact that the project has upon it.

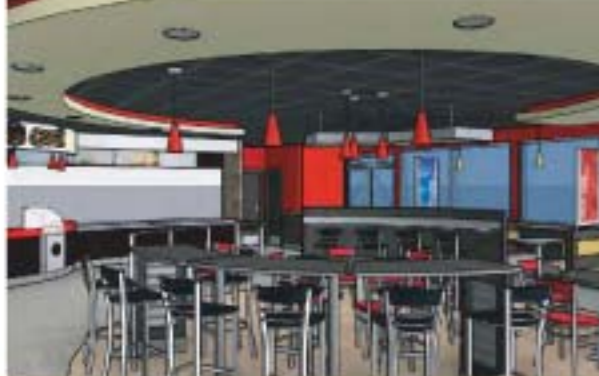
hospitality

commercial

residential

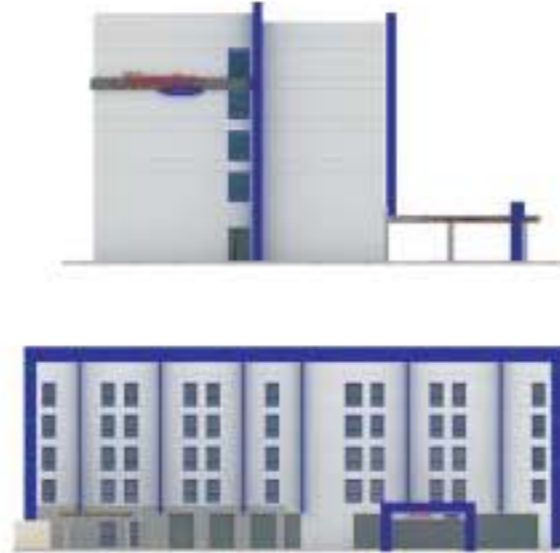
gathering

skills



Hampton by Hilton, Hotel

This business-class hotel would be the last phase of the Plaza Inove Mix-Use development in Northern Mexico. The prototype has been originally planned for four levels of guest rooms, in addition to the ground level, where the amenities and administrative areas would be located, as well as accessible rooms. The design follows the Hampton-brand guidelines provided by client.



program 88 guestroom prototype

guestrooms M2 - M5	total sqm
32 flex guestrooms (28.49)	911.68
28 double queen guestrooms (28.49)	797.72
16 executive guestrooms (28.49)	455.84
8 suite guestrooms (42.44)	339.52
total guestrooms (88)	2504.76

circulation M2 - M5	total sqm
corridor	305.12
elevator lobby	63.72
stairwell	68.36
elevator shafts	61.08
total circulation	498.28

guestrooms support area M2 - M5	total sqm
housekeeping	77.32
vending	25.24
maintenance	45.08
total guestroom support area	147.64

Total Gross Building Area

88 guestroom prototype	
total ground level	770.47
total guestrooms M2 - M5	2504.76
total circulation M2 - M5	498.28
total guestroom support area M2 - M5	147.64
total Building Gross Area	3941.36 m2

program ground level

public areas	total sqm
welcome zone	95.35
living zone	59.72
gathering zone	44.60
front desk	14.00
breakfast	50.45
fitness room	26.49
meeting rooms (2)	56.98
restrooms	19.00
vending	7.50
total public areas	376.15

guestrooms	total sqm
accessible guestroom (1)	37.88
executive guestroom (2)	56.98
double queen guestroom (1)	28.49
total guestrooms	123.30

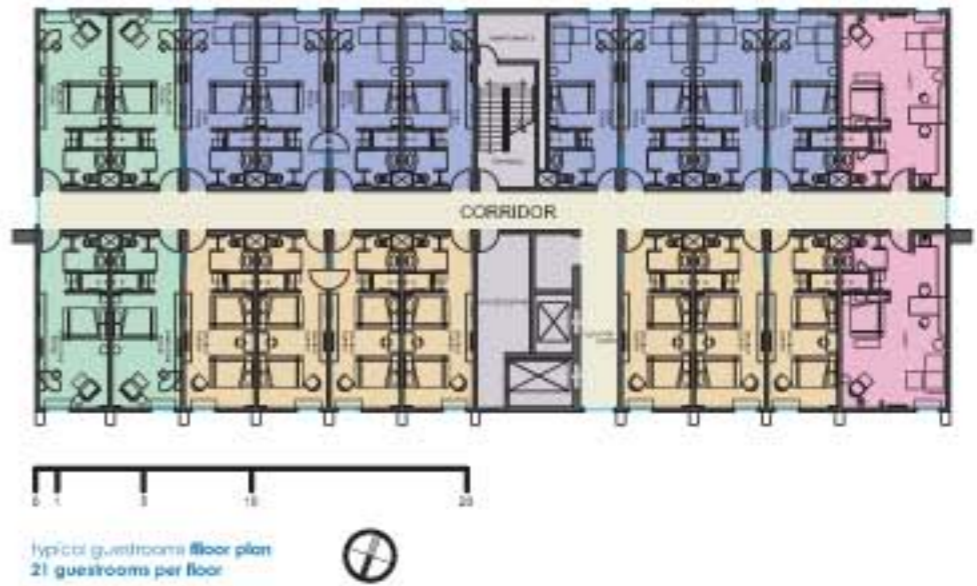
circulation	total sqm
corridor	57.28
stairwell	17.09
elevator shafts	15.27
total circulation	89.64

back of house	total sqm
employee lockers	5.27
employee restrooms	19.00
luggage carts	6.31
food prep & pantry	19.54
furniture storage	19.67
mechanical room	56.98
total back of house	126.82

administration	total sqm
gm office	15.42
back office	19.38
corridor	24.68
storage	3.04
site	11.37
total administration	71.81

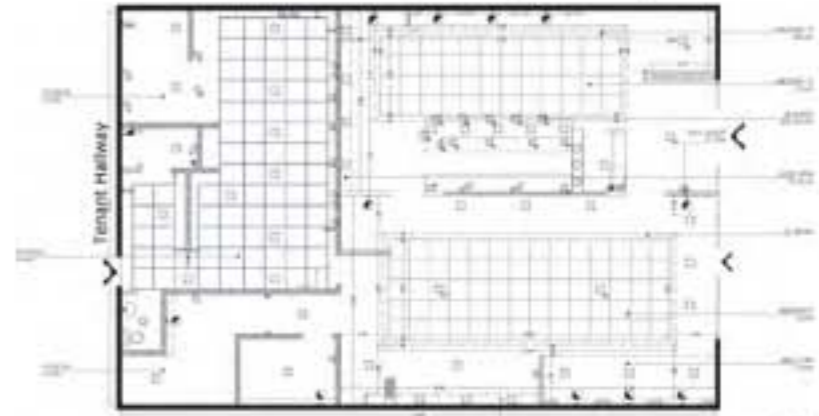
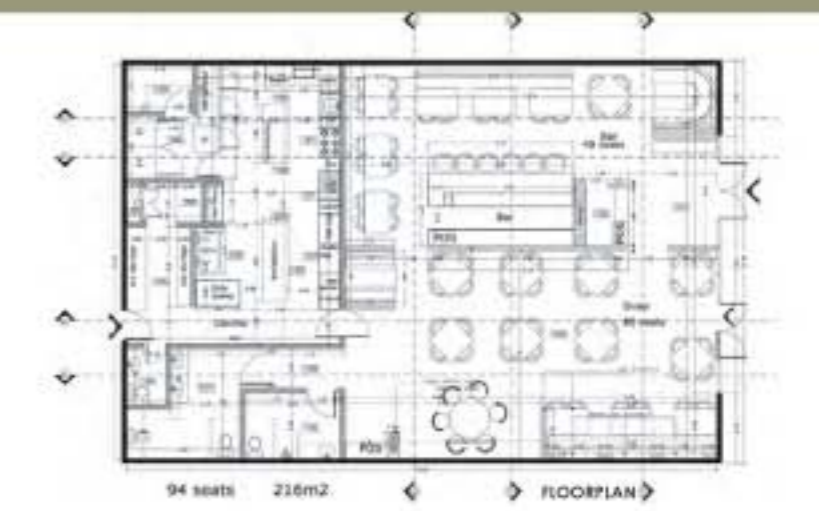
Total Gross Building Area

ground level	
total public area	376.15
total guestrooms	123.30
total circulation	89.64
total administration	71.81
total back of house	126.82
total Gross Area	790.61



878, Bistro Restaurant

The owners had a vision of bringing a "SOHO"-style bistro restaurant to their home town in Northern Mexico. The design proposal captures the SOHO feel by creating a sophisticated environment and an intimate dining experience. One of the main focal features is the wave panel selected for the back wall, to satisfy the desire to create a textured surface. Other features include the Spanish-style wood screen in the lobby also used as a transition piece between the diner and bar.



Layout Studies and Analysis



Final Layout



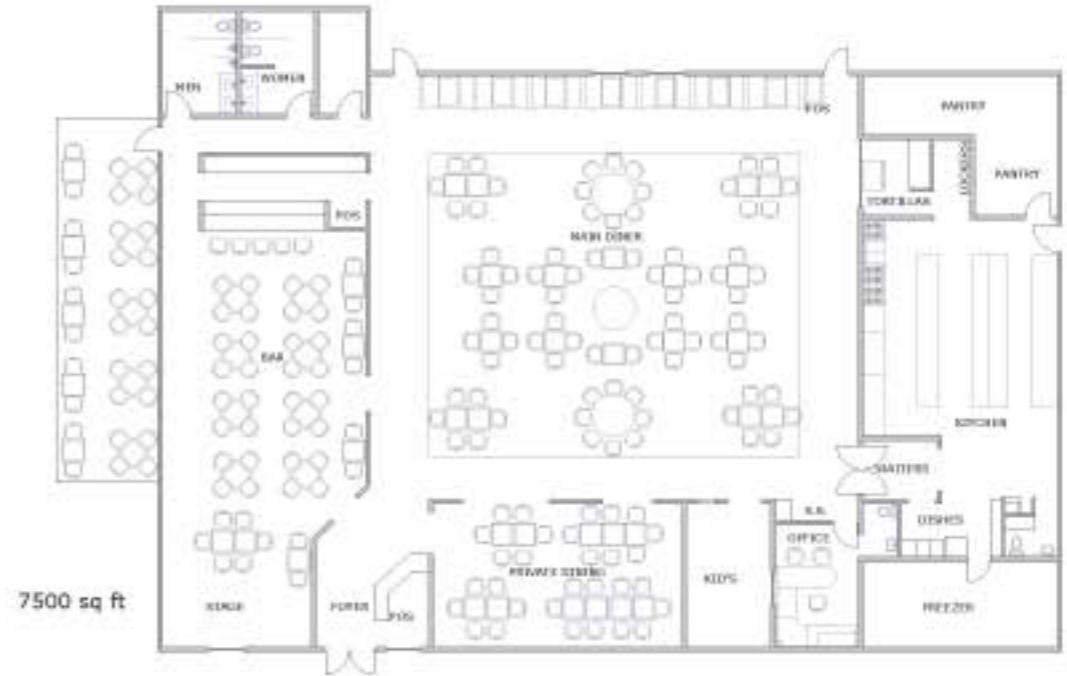
Section L2



Section L4

Parrillada San Miguel, Mexican Restaurant

The owners desired a diner creating a theme of a Mexican plaza. To achieve their goals, I looked for inspiration downtown Monterrey city in the Barrio Antiguo or "Old Neighborhood" district where Spanish-style architecture influence adorns the existing houses with over-sized front doors and windows, Mexican stucco, cantera stone and wrought iron work, complemented the the image in both exterior and interior. The owners who also run the restaurant and created the Mexican-inspired menu wished for a practical layout where waiters could easily move from kitchen to diner to bar. Also, a separate dining area was included in the program for larger or private parties.

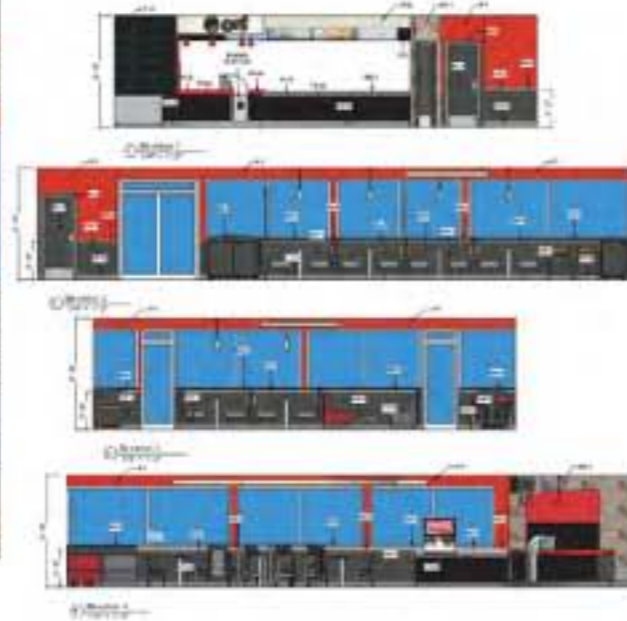
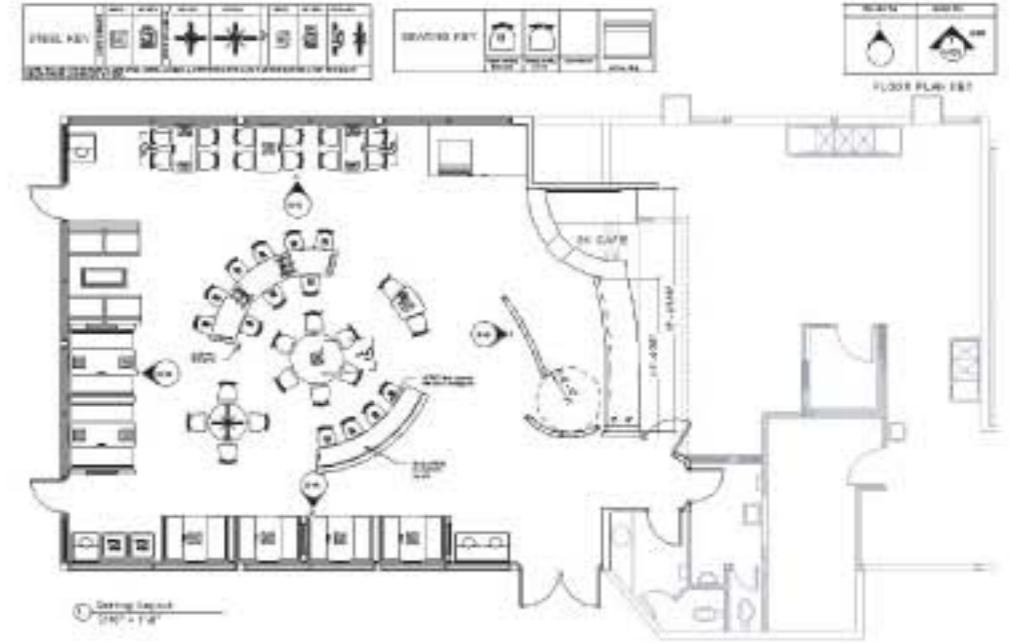


Inspiration Board



Burger King - Image option 2

One advantage of designing on behalf of a seating and decor manufacturer is collaborating directly with our Design Engineers, giving the designers immediate access to a knowledge database that helps us reach a full potential when designing decor package. We also work closely with brand representatives, Architects, owners and General Contractors.



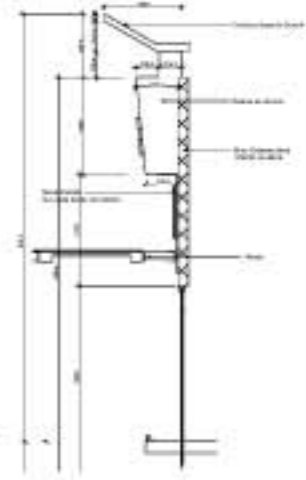
Plaza Inova, Mix-Use Development

Plaza Inova is the first mix-use development in the border city of Piedras Negras Mexico. Converting the 370,000 sqft site of structures that had been abandoned since the 90's. Careful planning, research and benchmarking were carried-out to determine space requirement and exterior design that would be appealing to the prospected customer.

Scope of work included site survey, benchmarking, architectural character studies, design development, renderings, construction documentation and field observation.



Use-of-space and image study



Original Condition



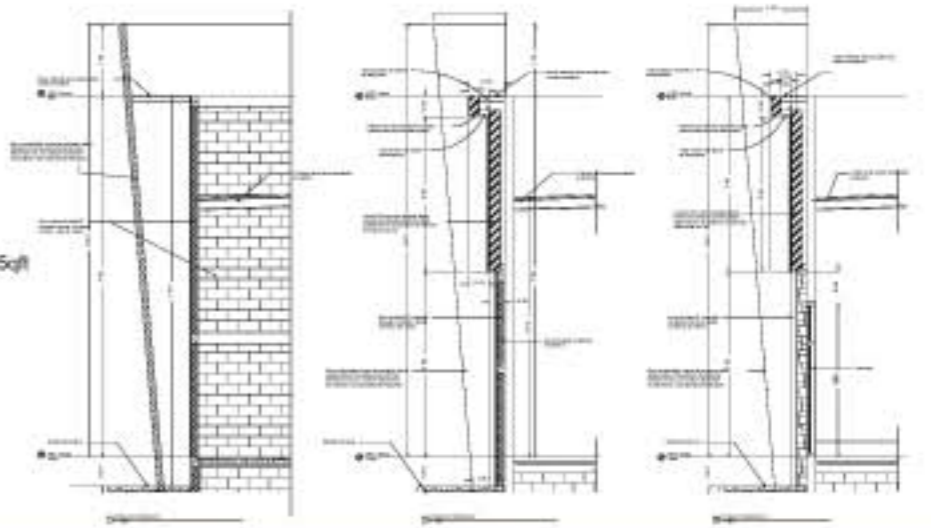
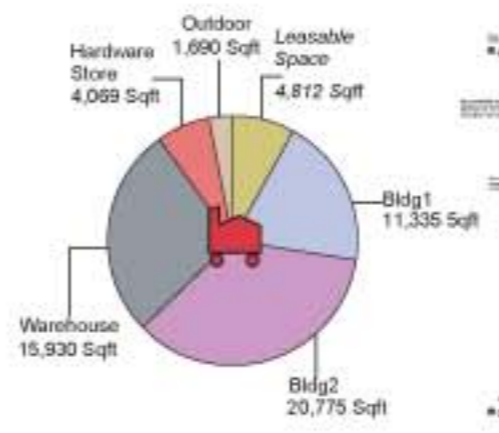
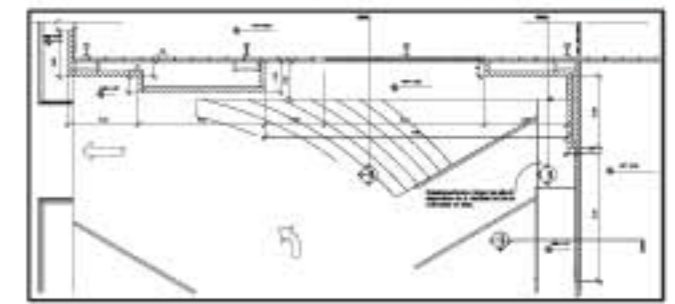
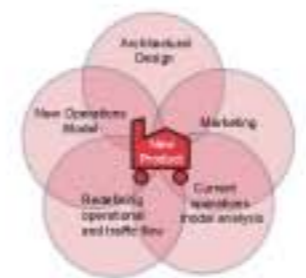
Benchmarking

Mid Scale Shopping Center-Remodel

The project originally began as a rebranding strategy to re-launch the existing store as "The Home Market" brand. I initiated this task by doing benchmarking and comparing the existing business model to its main competitors, pinpointing where the opportunities to improve relied on, hoping to create a fresh new perception of the product in the minds of their customer base. The theoretical model contemplates a synergy between the Architect, the owner and a marketing agency, to create a new operations model that is consistent with it's architectural language and image.

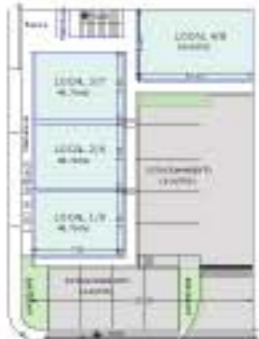
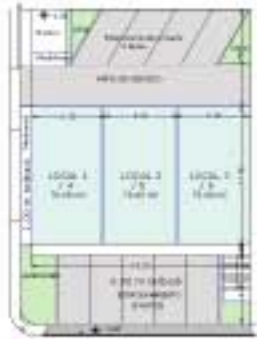


Existing Conditions

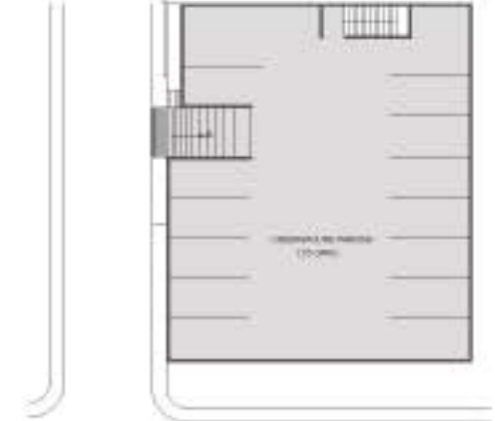
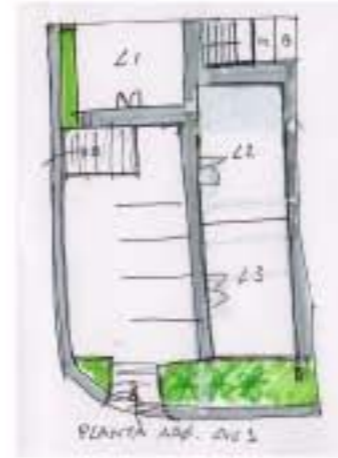


Small Scale Shopping Center

The proposed three story building takes good advantage of a small and sloping piece of land in one of the city's commercial corridors. The footprint allows for two joined buildings totaling x,xxm^2 of commercial space, and x,xxm^2 for a penthouse apartment located in the upper-most level along with a covered outdoor kitchen and lounge area. The first two levels of shopping space are flexible to be subdivided as needed by their tenants. Given the existing slope of the terrain, a semi-underground parking lot was proposed to maximize tenant space, elevating the whole building 1 m over street level.



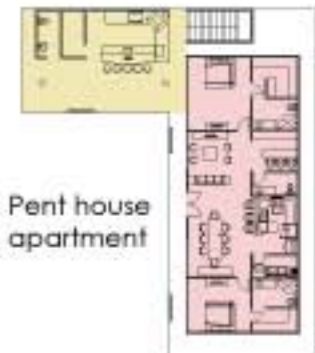
Existing conditions of lot parcel



Underground Parking



Shops at main level



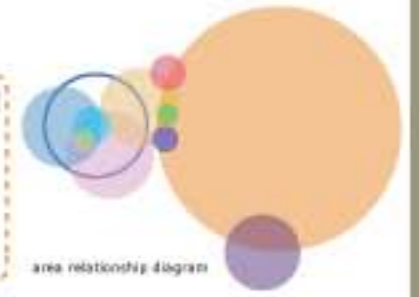
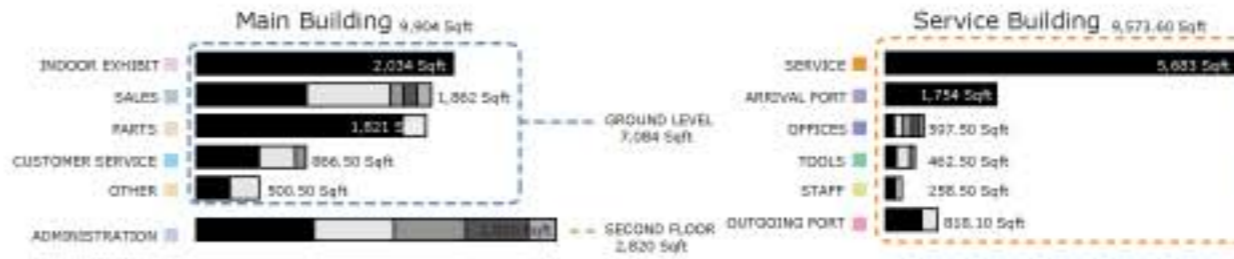
Pent house apartment

FORD dealership

The challenge in this 15,6000 Sqft car dealership in the border city of Nuevo Laredo, MX, was to comply with both the brand's specifications and the client's operational requirements.

The solution to achieving these goals with an efficient layout was to allow all the departments to communicate with each other. Customers and staff can move from sales to parts to body shop without exiting the building.

The administrative staff can overlook down to the body shop and sales area from their second floor offices, and the body shop staff has direct access to the parts and storage room. This Ford dealership has been in business since 2006.



Zamudio residence

Entertainment with a view

The client was looking to build a house where he could live a life of leisure, while being able to take care of his elderly mother and space to have his teenage children over for extended periods of time.

The site is located on the grounds of the Nuevo Laredo Golf Club, providing a spectacular view to hole 9. The design intent thus revolved around taking full advantage of the view to the golf course to the East from most of the rooms in the house, and opening the view to a central garden on the street side, located to the West.

The resulting 6,060 sqft house, locates the children's quarters and tv room in the second floor for greater privacy, along with the fitness room, being separated by a corridor with great views to the golf course, and also overlooking the media room below. The grandmother's room was placed comfortably next to the kitchen, and close to the entrance. The core of the house is the entertainment area at the center, with the media room, and bar, with an unobstructed view to the golf course, and covered terrace being immediately accessed through both rooms.

In the far south wing of the house, lies the master bedroom and bathroom, also with an great view to the course, and private terrace.

Ground Floor



Second Floor



Front View



Rear View

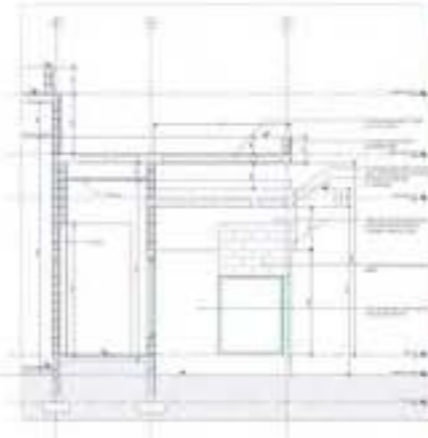
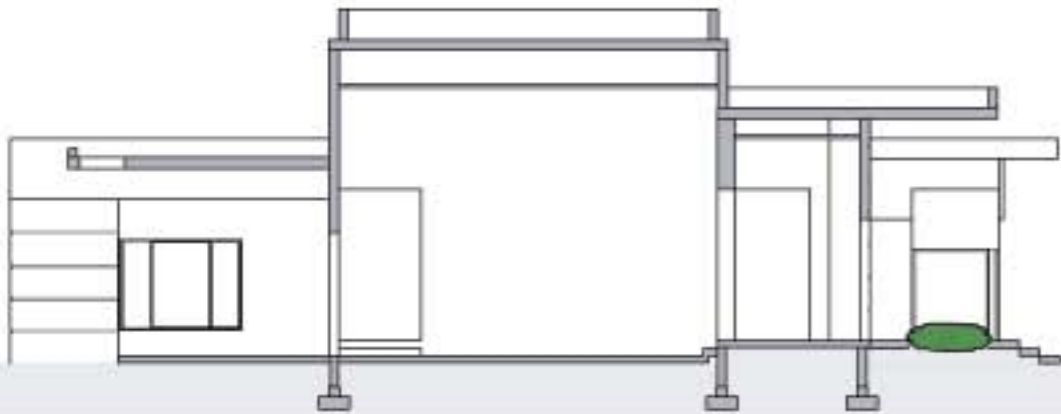
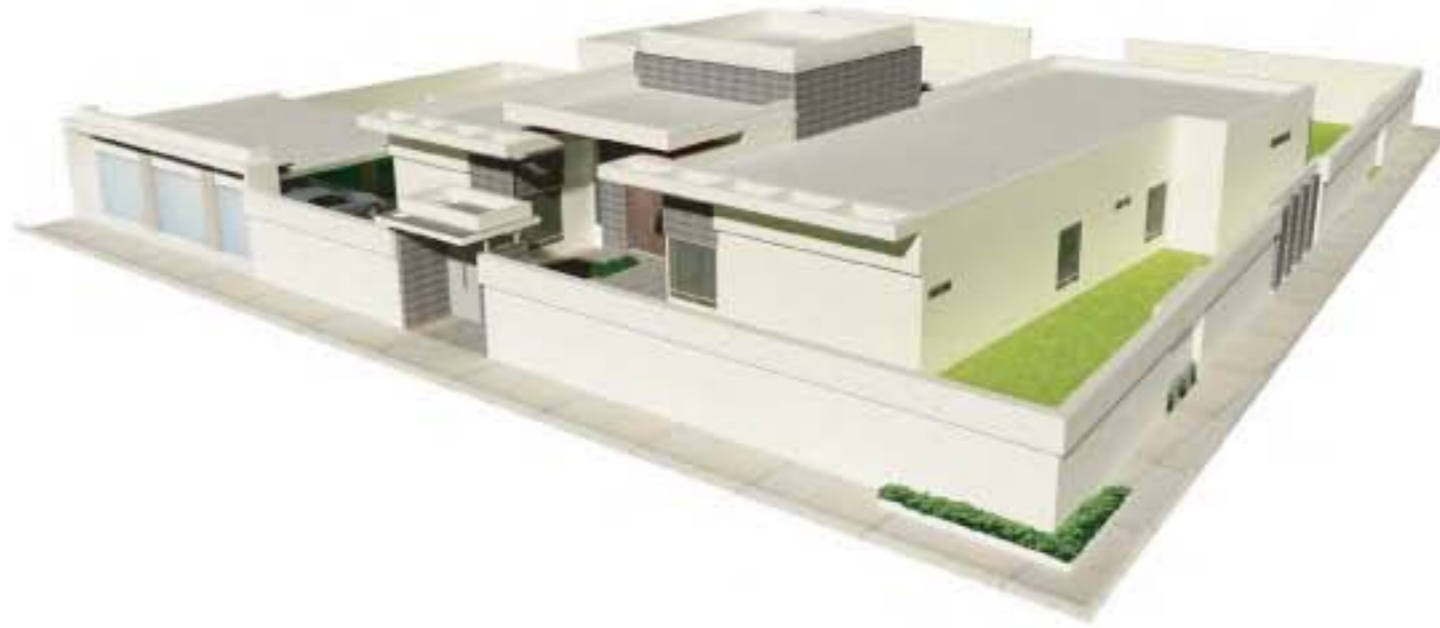
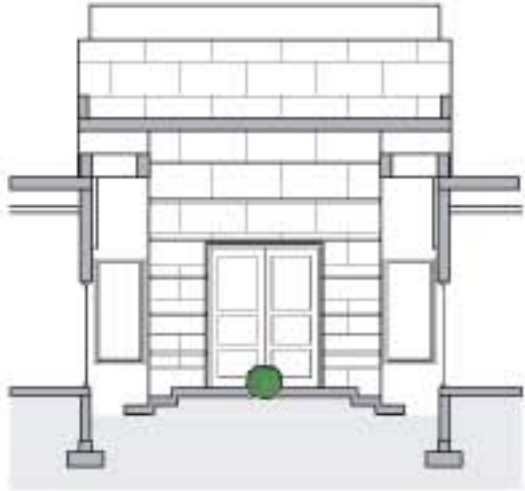


Martinez residence

Tracking light & shade

The proposed layout for this 3,821sqft residence centralizes the program around the family room; encouraging family gathering by having an open floor plan concept in the family area. The family room has a double height ceiling and it opens directly to a covered terrace that overlooks the back yard.

A noticeable feature in the front facade is the high cantilevered porch and extended roof-slab overhang with cut-out sections that cast interesting shadows on the wall.

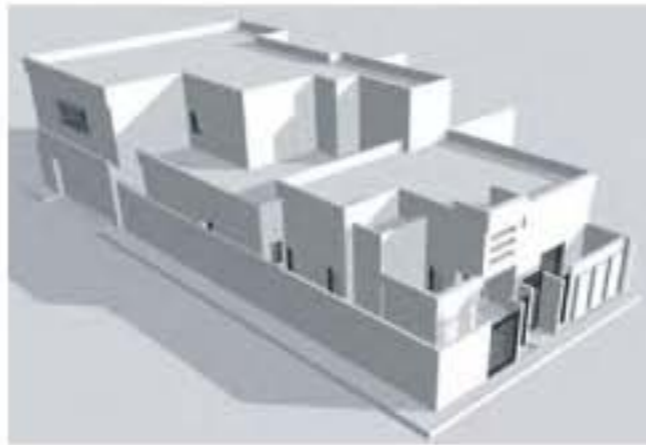
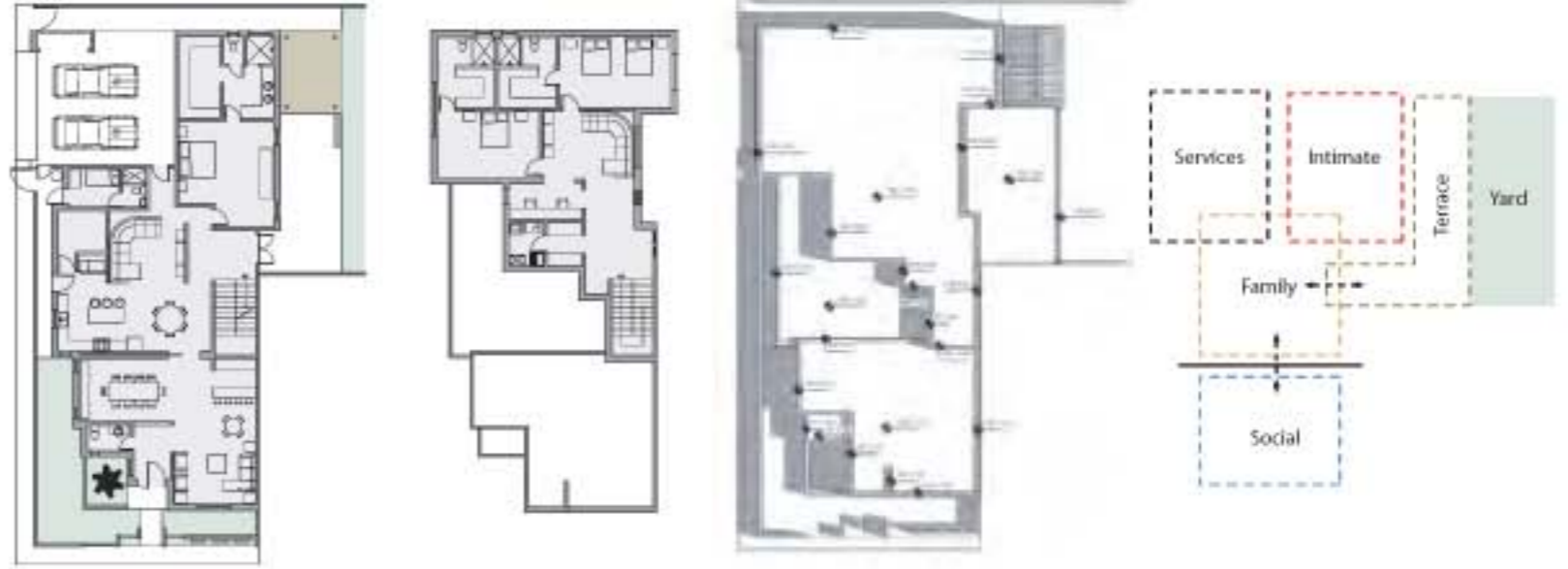


Quiroga residence

Shady Geometry

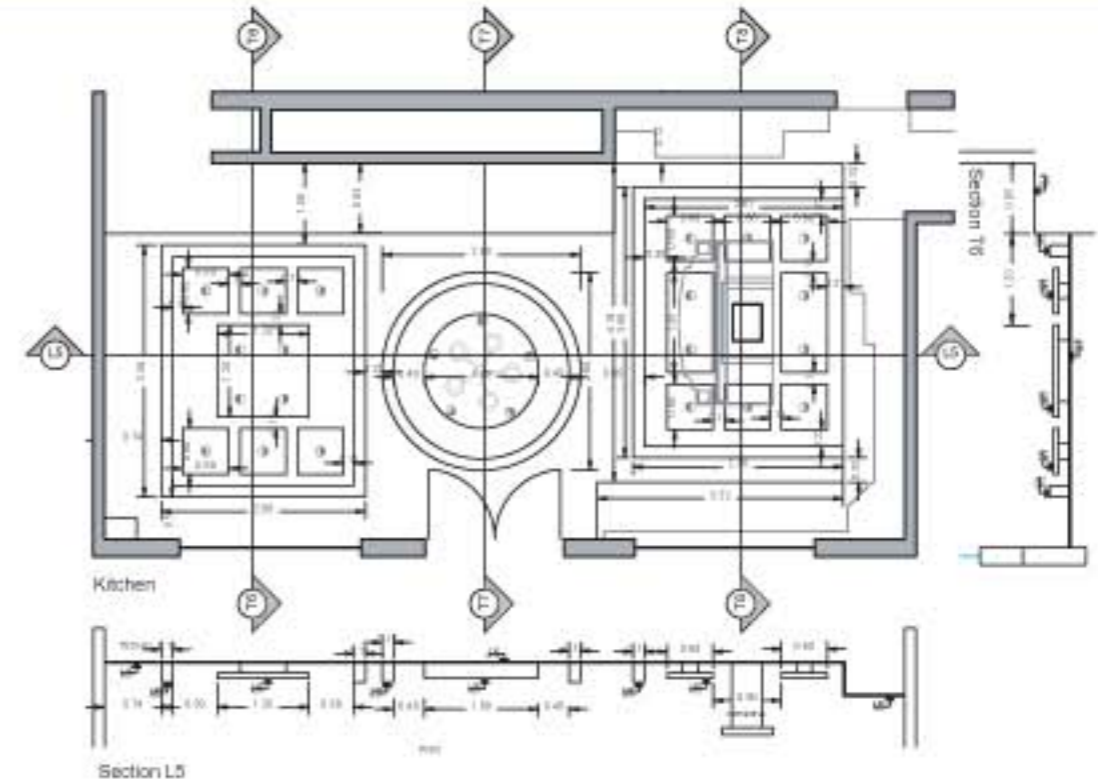
The challenge on this 4,876 sqft residence, was to create a layout that clearly defined the different general areas of the house and its relationship between them. It was the client's wish to have a social area thath could be closed off to the rest of the house when entertaining guests, without becoming part of the flow from family to intimate areas.

The solution was the introduction of a beautiful hand crafted, over-sized sliding door that creates both the communication and sealment between social and family area, also forming part of the interior decor.



Ibarra residence, Interior Remodel

"How we plan is less about building than it is reshaping the behavior that space affords" Tim Stock, Parsons New School of Design. Design means creating an environment by reshaping the surroundings, defining paths, creating points of interest and determining use-of-space through light, texture, space and mass. Psychology also plays an important role; it affects human behavior through the understanding of proxemics, sense of depth, sense of sight and even sense of smell. As a Designer, I use both approaches to create spaces that cater to the user's identity and meets client goals.



High Rise Living

Hybrid City Living

The approach taken to develop this project was based on benchmarking research among the newest high rise developments in the city at the time. The intention was to create a low density mix-use high rise development with a small footprint but with all the amenities being currently offered by the larger developments.

The matrix of hybrid spaces includes habitational, shop, fitness, work, socialize and relaxation. The result is a 17 level tower and underground parking that includes one, two and three bedroom units, a two-story pent house, fitness room, offices, shops and a sky lounge.



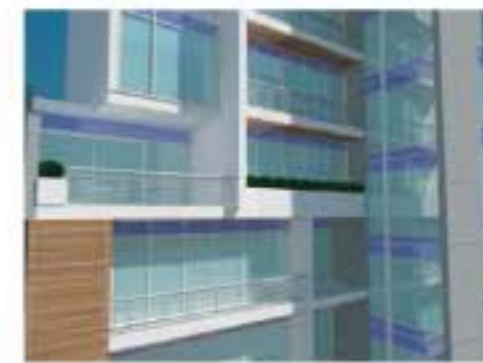
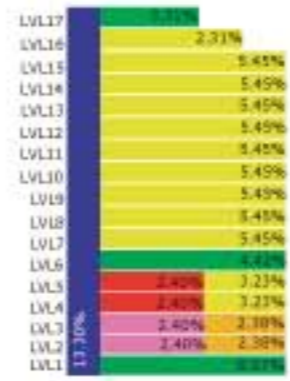
Project Development Sequence



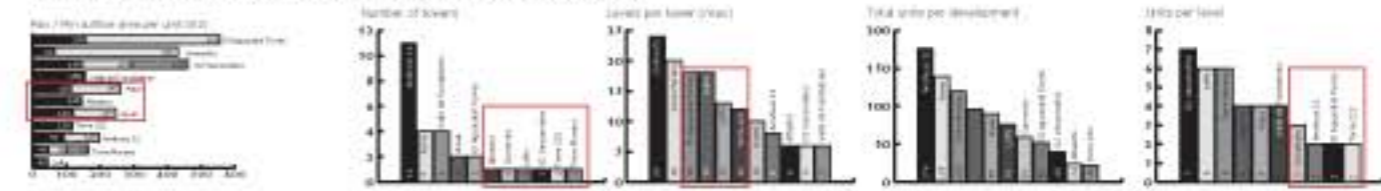
Program Consolidation



FLOOR PLAN MATRIX



BENCHMARKING COMPARISON WITH OTHER HIGH RISE CONDOS IN MONTERREY



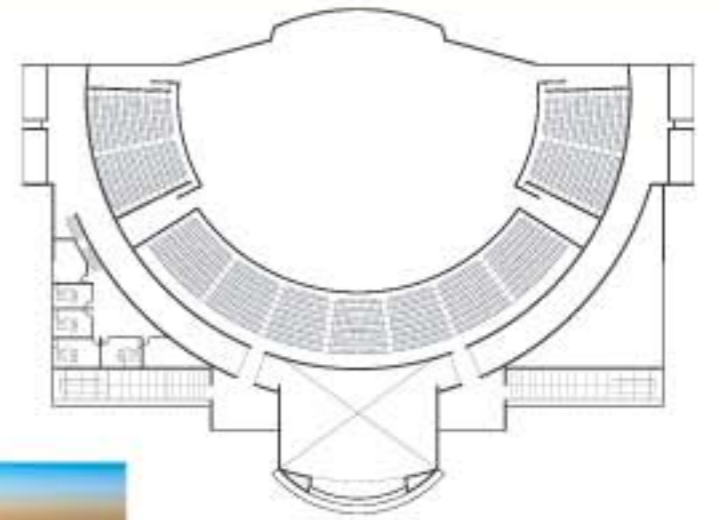
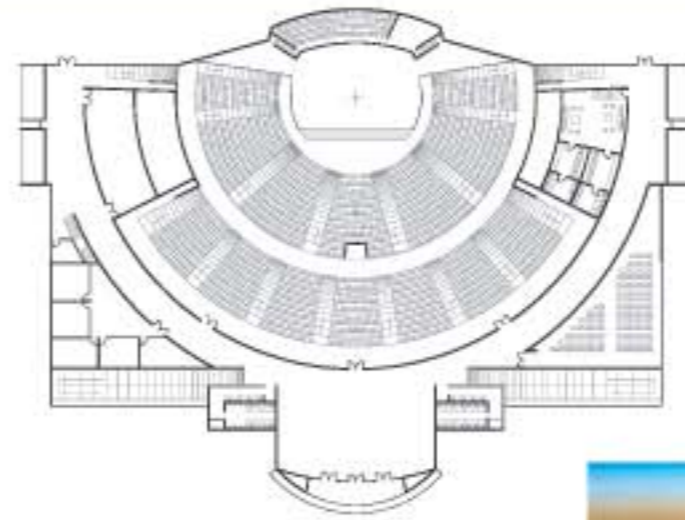
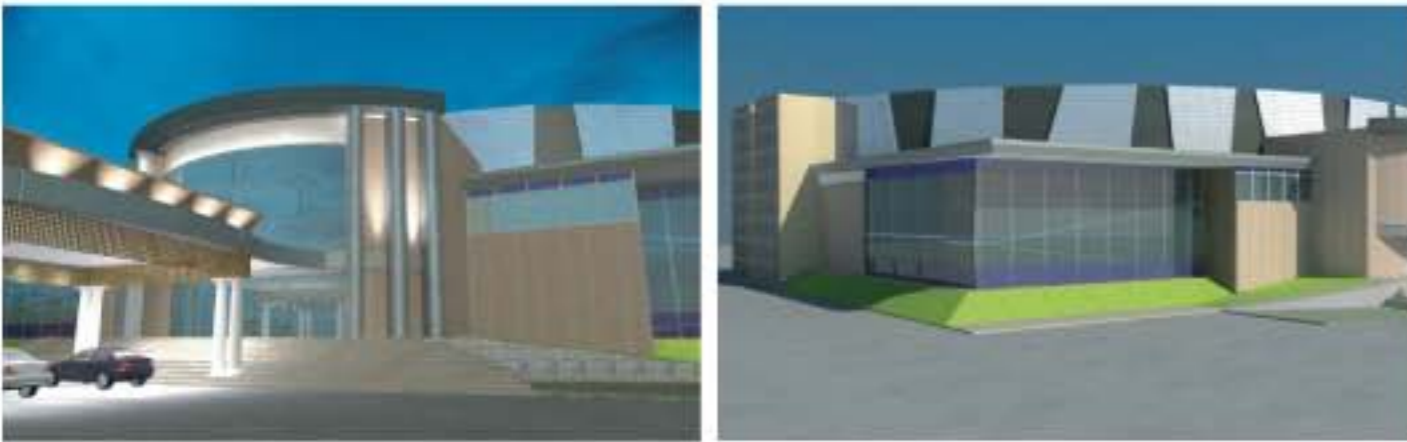
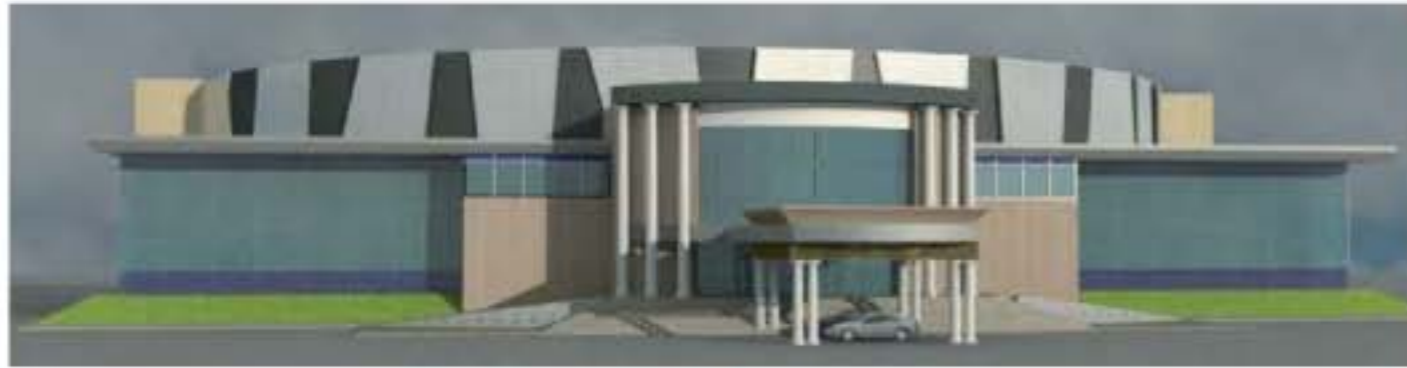
high rise design

Worship Centre, Piedras Negras, MX

The rapidly growing local Christian community approached me in 2008 to design their new worship center predicting a large number of new followers in the years to come.

The resulting building has a seating capacity of 3,272 seats in a 35,230 sqft facility that houses the main gathering room, chapel, class rooms, administration, backstage rooms, and other services.

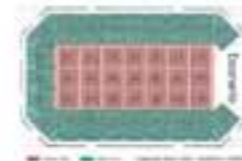
The seating area is divided in four levels: the main level sloped-seating separated by a circulation aisle, a balcony, and two sections of stadium seating that allow for storage and preparation rooms below. After considering different types of seating layouts, it was decided that a fan-shaped layout would best suit the project's needs, giving a sense of community integration during service.



Concept: Dawn of a new day



Seating Alternatives



Arena Seating



1-level stadium seating



2-level stadium seating



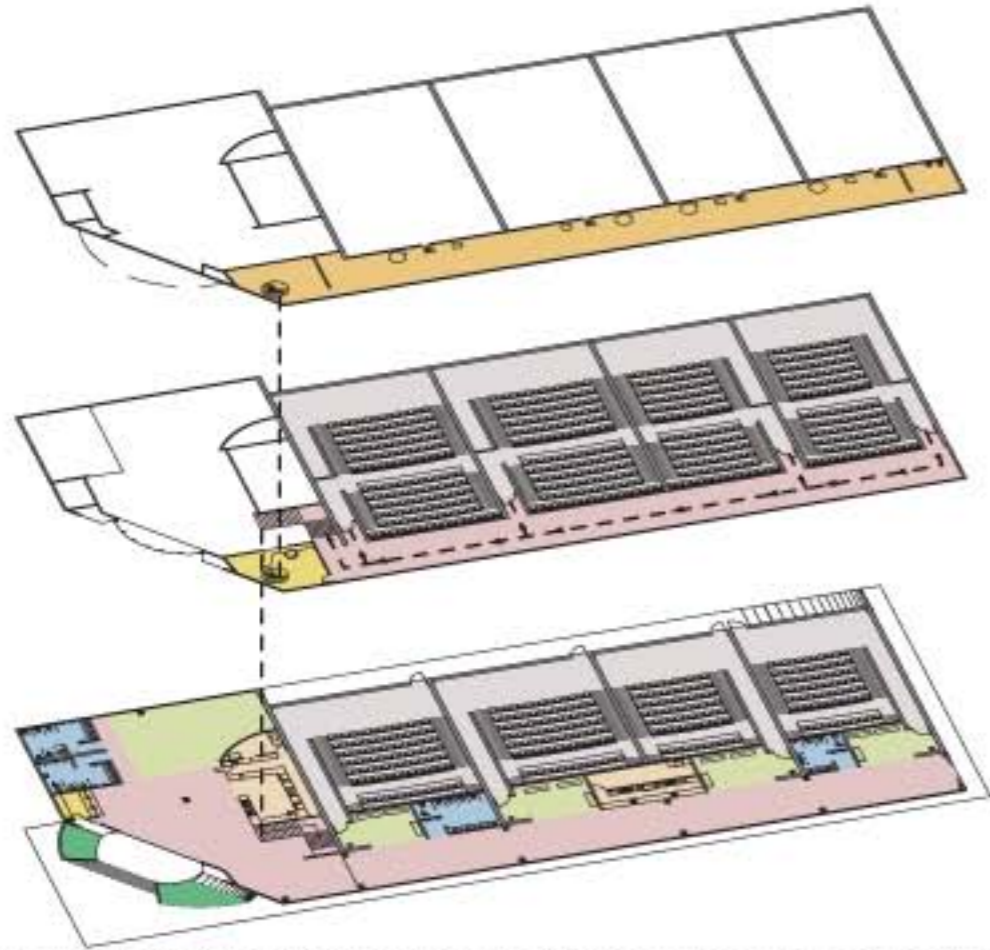
Fan-shape Seating



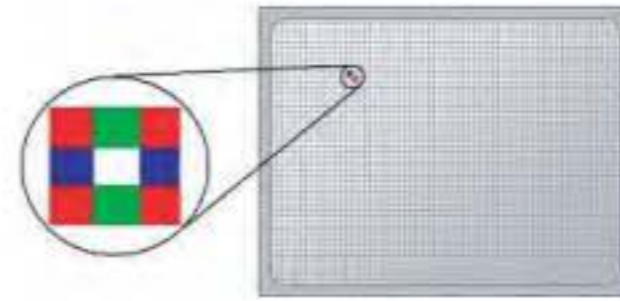
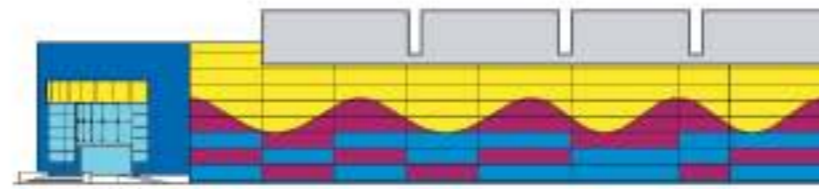
3-level sloped seating

Cineplex, Movie Theaters

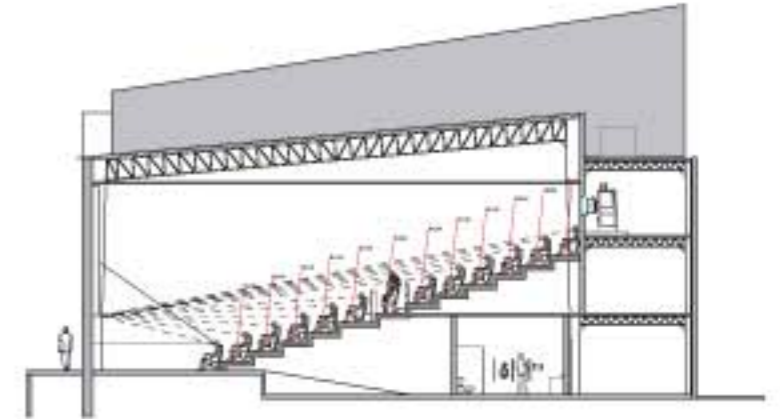
Rio Cinemas group headquartered in Monterrey Mexico, brings Rio Sabinas Cinemas to the town of Sabinas with a population of 55,000 in the central region of the Northern state of Coahuila in 2006. The building has a total space of 26,275 sqft with 4 stadium seating theatres and two more included in the master plan for future expansion.



Two theaters with 2,658 sqft have a 172 seat capacity each and two more theaters with 2,295 sqft and a 136 seat capacity each.



FACADE CONCEPT: PIXELS



DESIGN DEVELOPMENT



CONSTRUCTION



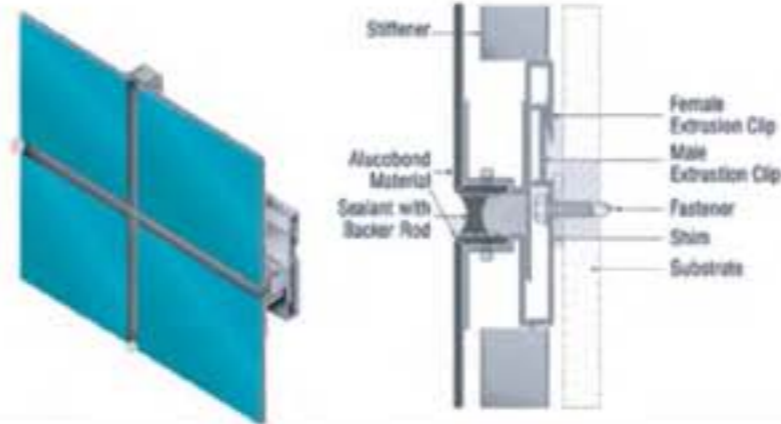
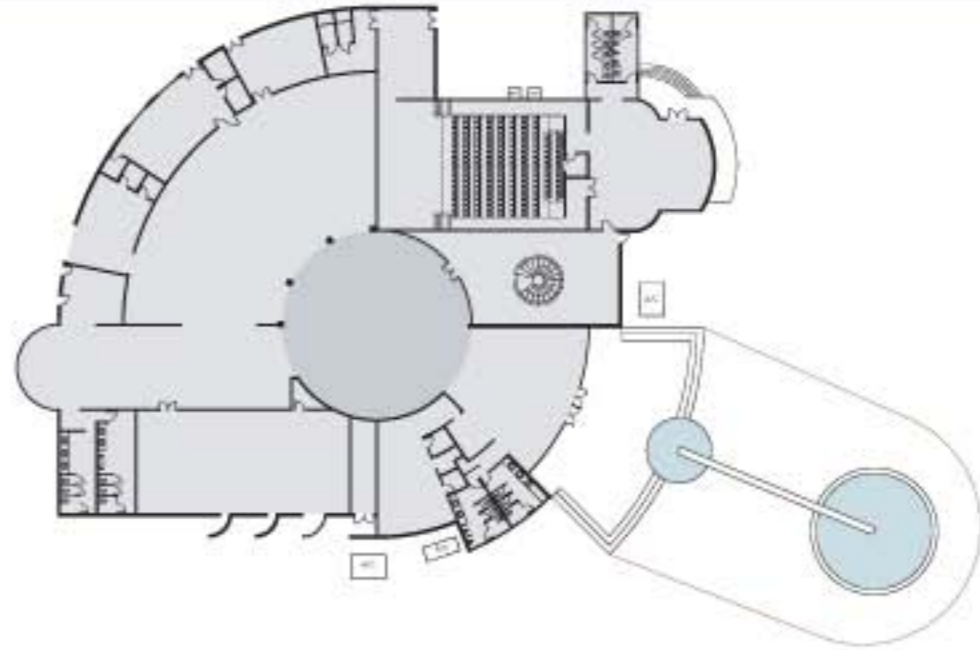
FINISHED



Centro Multi Media, Piedras Negras, Mex

Planes + Scale

The proposed layout for this 3,821sqft residence centralizes the family room and the rest of the program around it; also promoting family gathering by having an open floorplan in the family area. The family room has a double height ceiling and it opens directly to a covered terrace that overlooks the back yard.

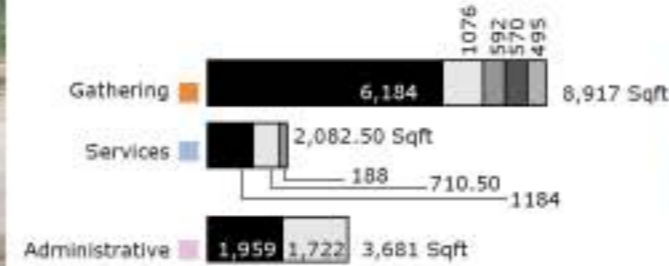
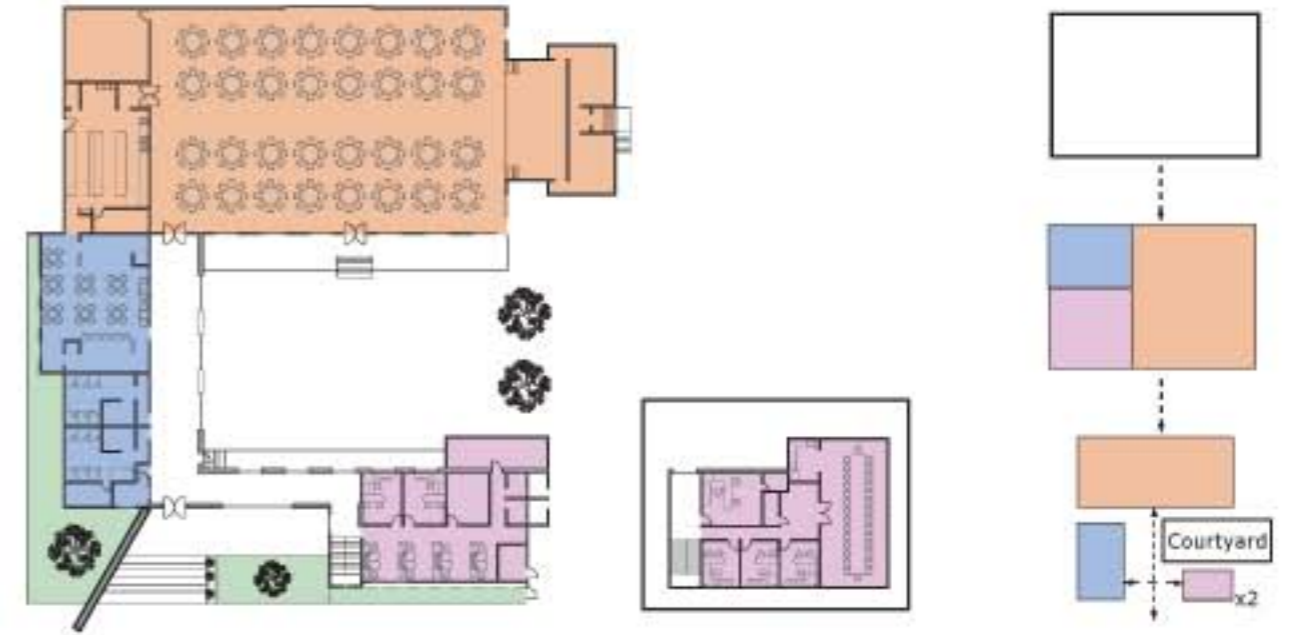


Rancher's Union Headquarters, Piedras Negras, MX

Spanish Hacienda meets Legorreta in the desert.

I designed the concept for this project while attending a Monterrey Syphony concert at the museum of modern art of Monterrey designed by Ricardo Legorreta, sketching on a notebook being inspired by classical music and the work of such renown Mexican Architect; product of this inspiration can be seen in the resulting administration wing in Mexican pink. Given the nature of it's core use and location, I thought the most appropriate layout would be that of a Spanish hacienda with its distinctive center courtyard, which is utilized during the long summer days to hold outdoor gatherings and enjoy a BBQ with friends and colleagues.

There are three main wings in the layout: the administration offices, services (restrooms and dining room), and auditorium. The layout allows the heating and cooling systems to be separated and turned off when not utilized in a given area, saving the union thousands on expensive electrical bills.



Products designed as part of the Seating Concepts staff for various clients. Given my background, I approach product design through an architectural lens, creating pieces with an architectural appeal, and working together with Design Engineers for costing and construction guidance.

BEVERAGE KIOSK



LAYOUT



BENCH FOR RONALD MCDONALD HOUSE
PUERTO RICO

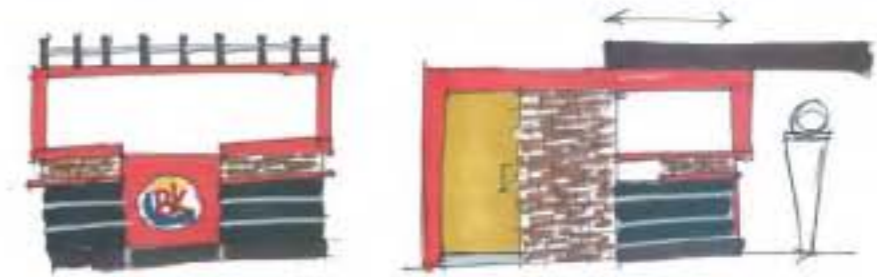
Pull forward to close

SLIDING CABINET

Pull back to open



PERSPECTIVE VIEW-KIOSK OPEN



DESIGN EXPLORATION



PERSPECTIVE VIEW-KIOSK CLOSED

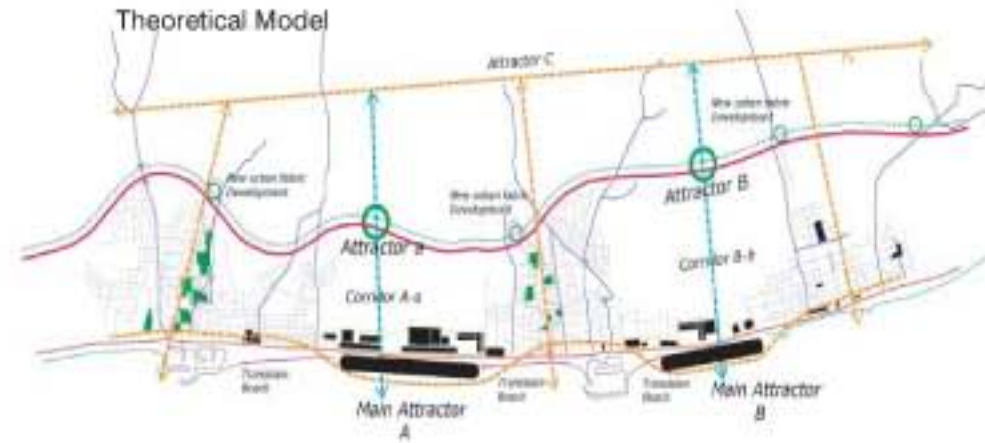


BENCH FOR PIZZA HUT
PUERTO RICO

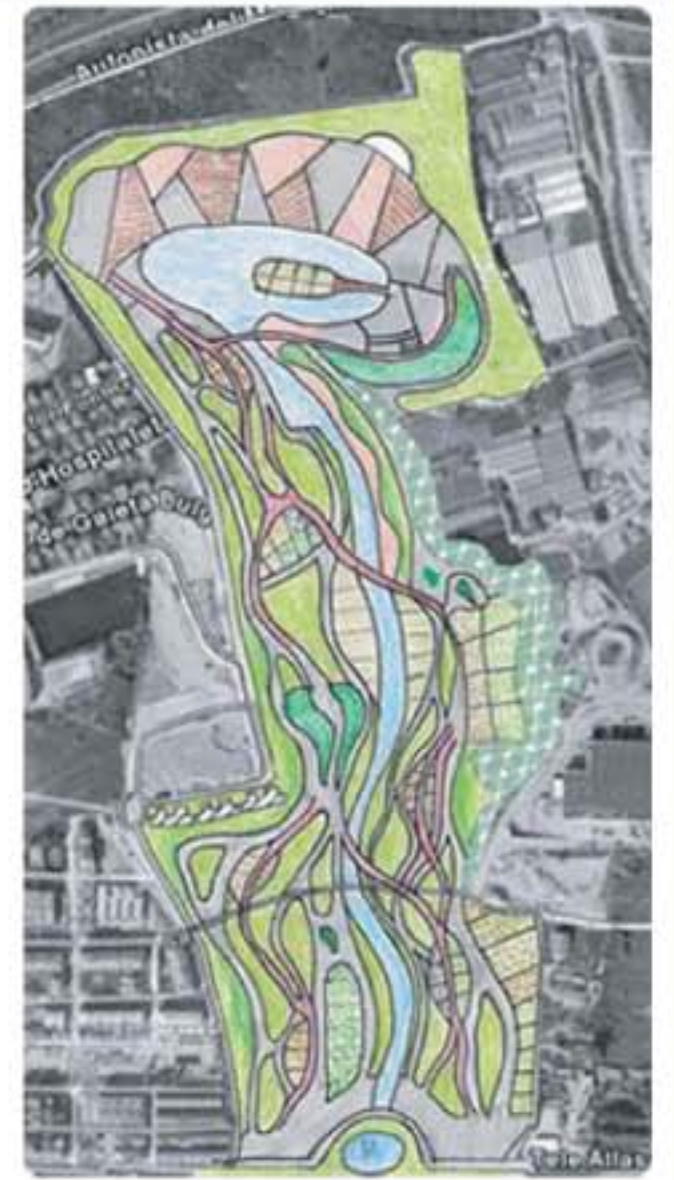
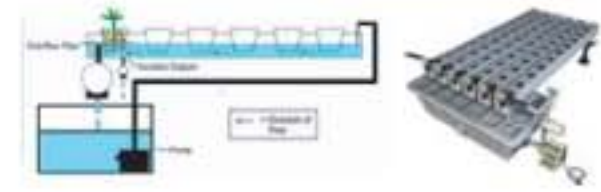
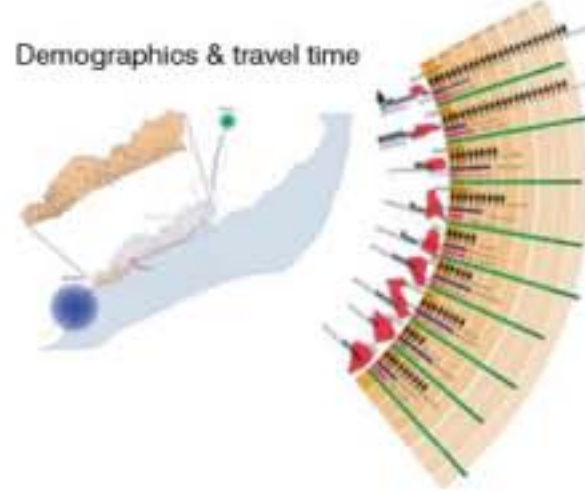
Master studies research

It is essential to understand the surrounding territory when developing urban master plan projects, identifying, reading and depicting the components will lead to the creation of the right proposal. In this laaC developed project the "Maresme Waterfront" research was carried-out in demographics, local ethnicity, social interaction, economical activities, and existing natural urban composition of territory. The final master plan proposes to enhance the existing agricultural activity with a modern new landscape where tourism and local flow will be created.

Morphological Map



Demographics & travel time



Burger King



McDonald's



Pizza Hut



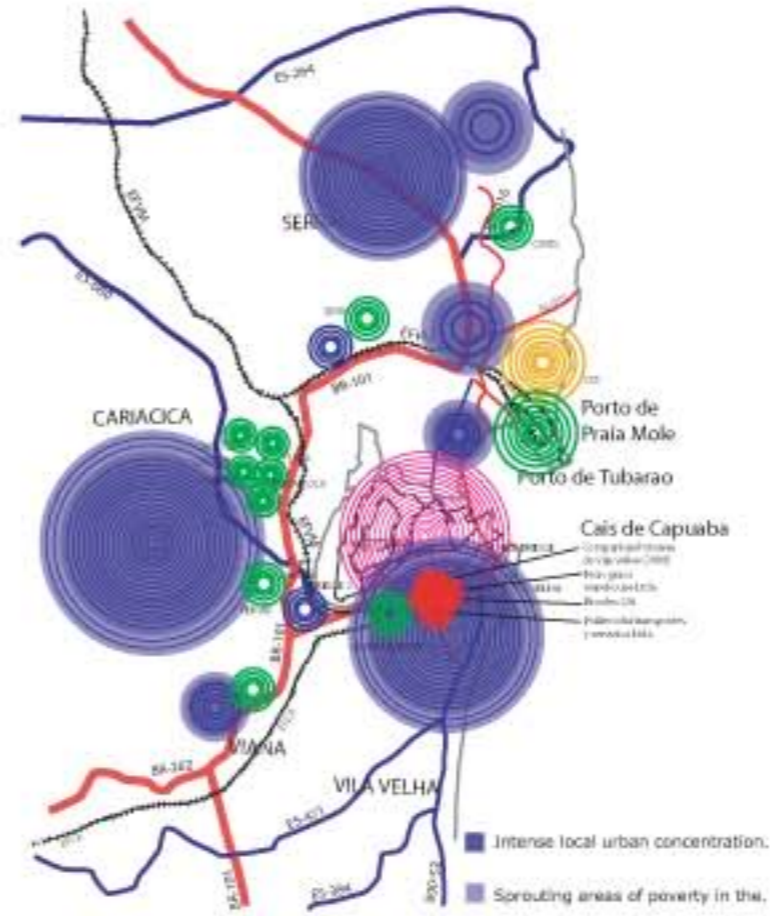
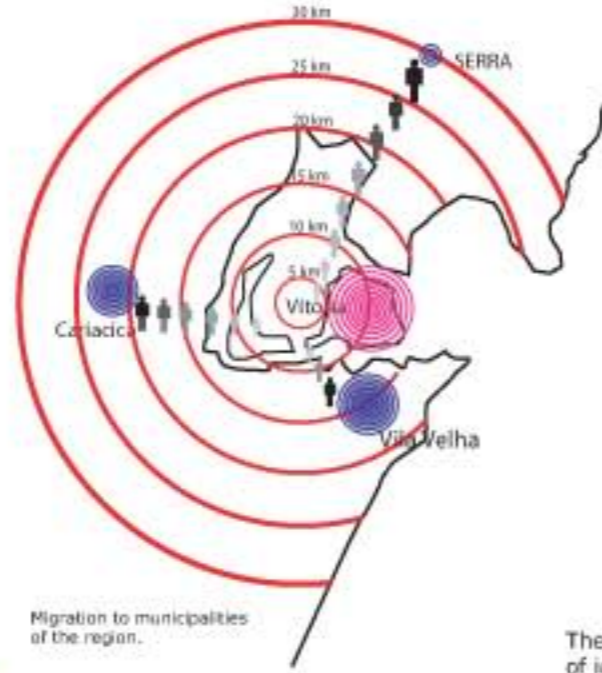
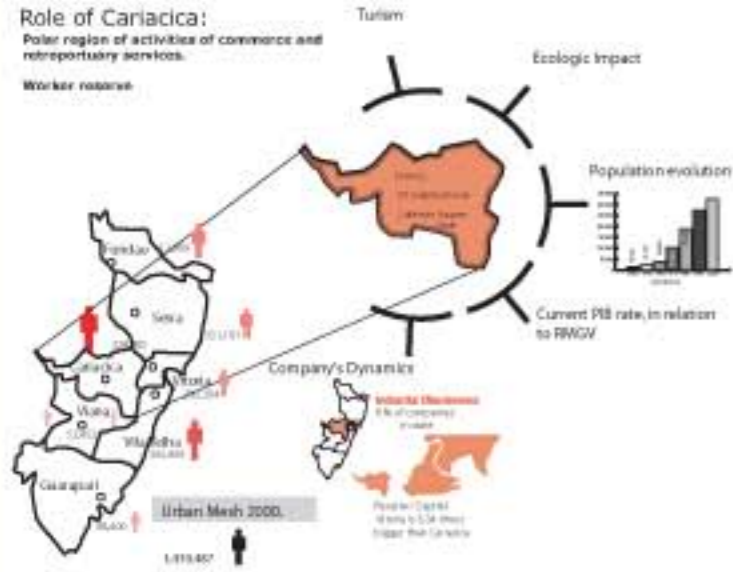
KFC



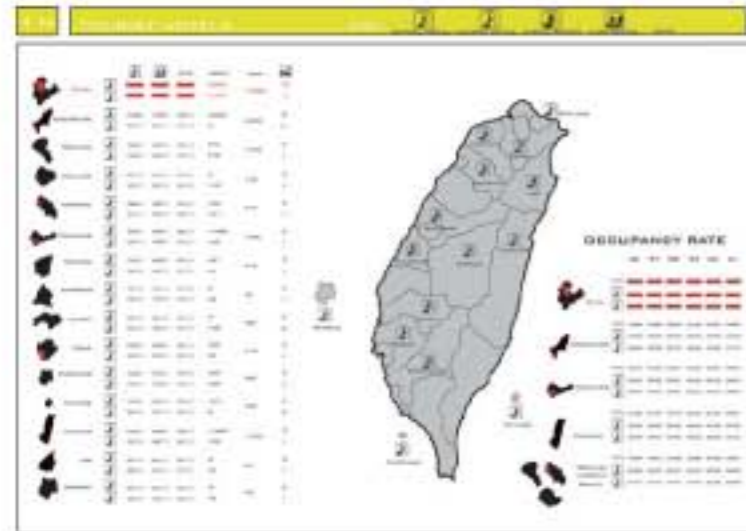
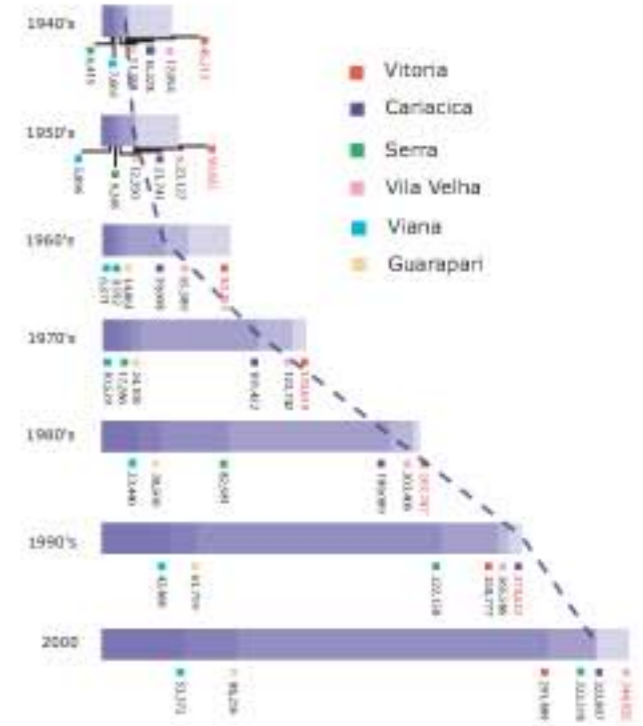
Info Mapping

Architecture by the numbers

Before embarking in the design of a large-scale architectural project or competition, there is a research phase where large amounts of data related to the site is collected.



The incipient quarters had been consolidating sectorial sub centers in areas of ideal service. Horizontal expansion to south of Vila velha



Territorial scale development

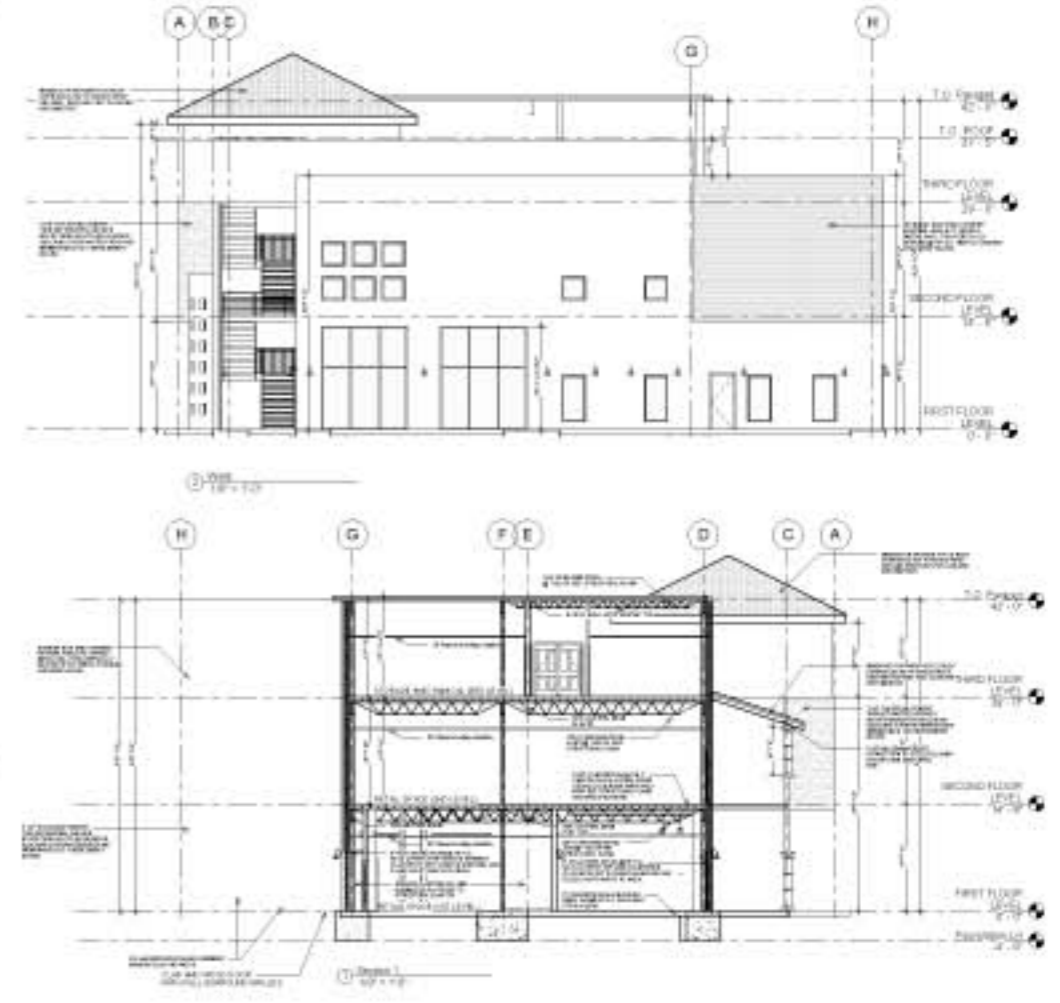
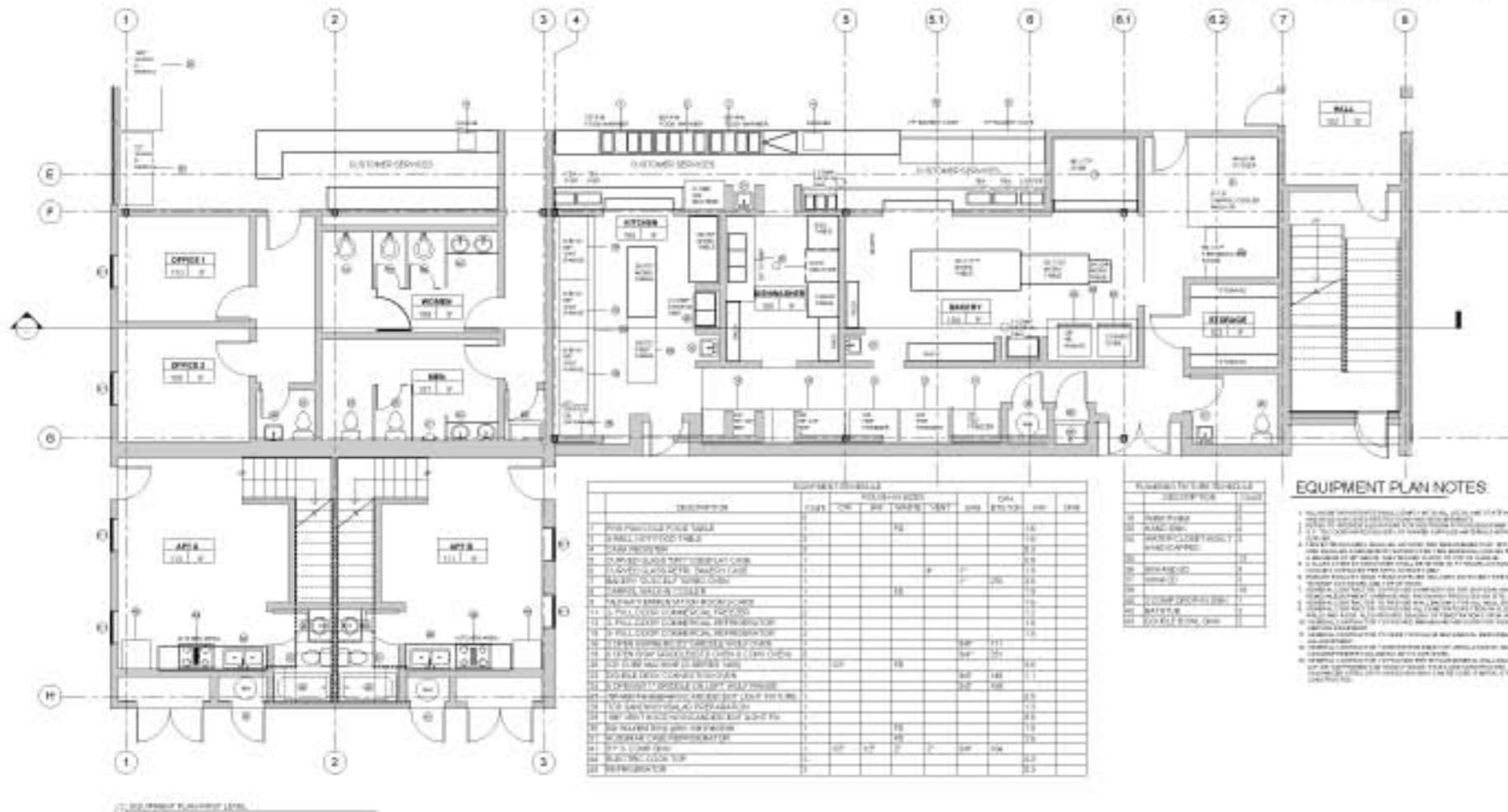
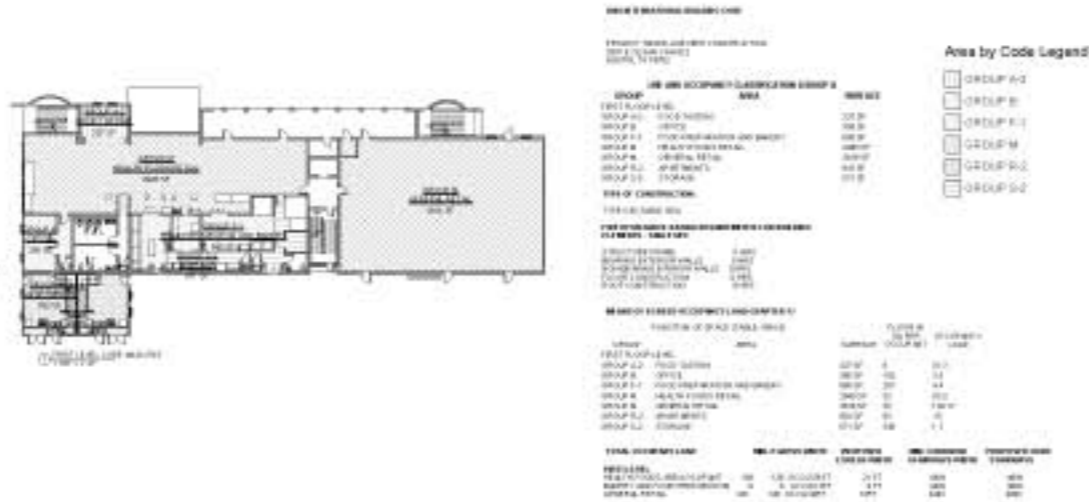


Over 6 years experience in REVIT BIM modeling, with a REVIT 2010 Certification; currently working in 2012.

Capable of creating family component models, schedules and templates to meet office standards. Have successfully trained design staff in REVIT.

The rendering shown in this board, has been created using a REVIT BIM model, exported to 3DS Max, and post production in Photoshop.

For further detail, please refer to the addendum document "BIM example".



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Thank you!

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