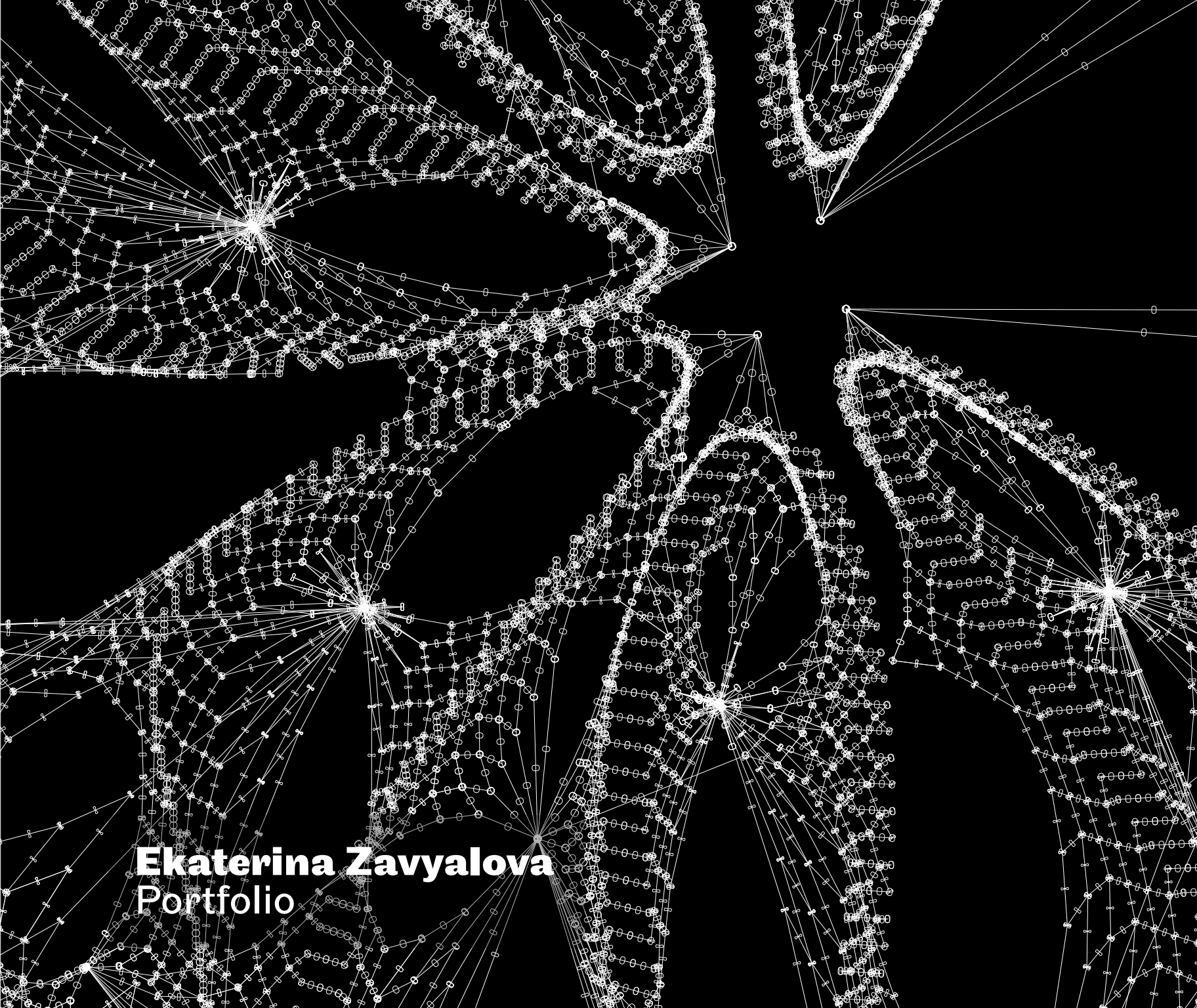
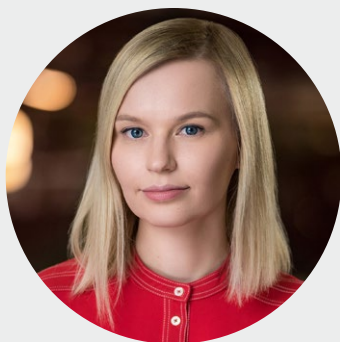




Ekaterina Zavyalova
Portfolio



Hi, I'm an award-winning architect and creative director based in New York. My work spans experiential design for Audi, fashion pop-up retail, temporary art installations, crowdsourced mapping applications, and industrial product design. I bring a multidisciplinary perspective shaped by a deep interest in technology, design, and art.



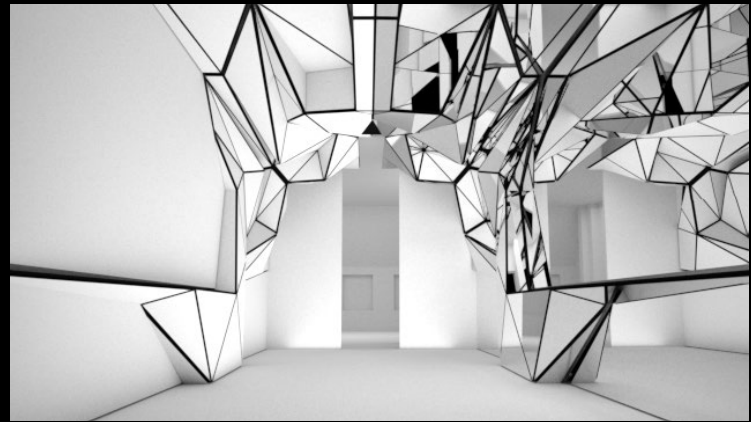
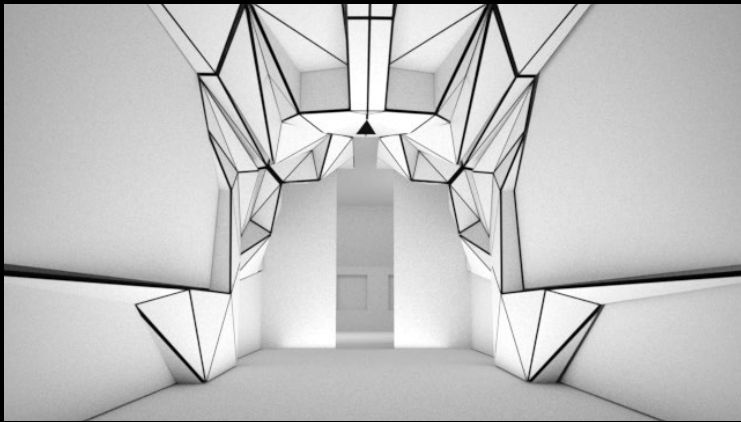
Mugler: *Nicola Formichetti Pop up*

BOFFO Building Fashion is a cutting edge design series of temporary retail installations showcasing the work of an architect paired with a fashion designer. This was the first installation opened from 8 till 21 september in TriBeCa on which Gage/Clemenceau collaborate with Mugler creative director and stylist to Lady Gaga Nicola Formichetti on his first retail store.

I lead the project as a project manager till realization, produced drawings for DOB, fabrication and assembly, participate in assembly and demolition. About software part: I designed the interior in Maya and produced renders via Maxwell, for Design development stage model was import into Rhino and all construction documentation was produced with my custom Grasshopper definition i developed for unrolling, labeling and producing even seams and angles between panels.

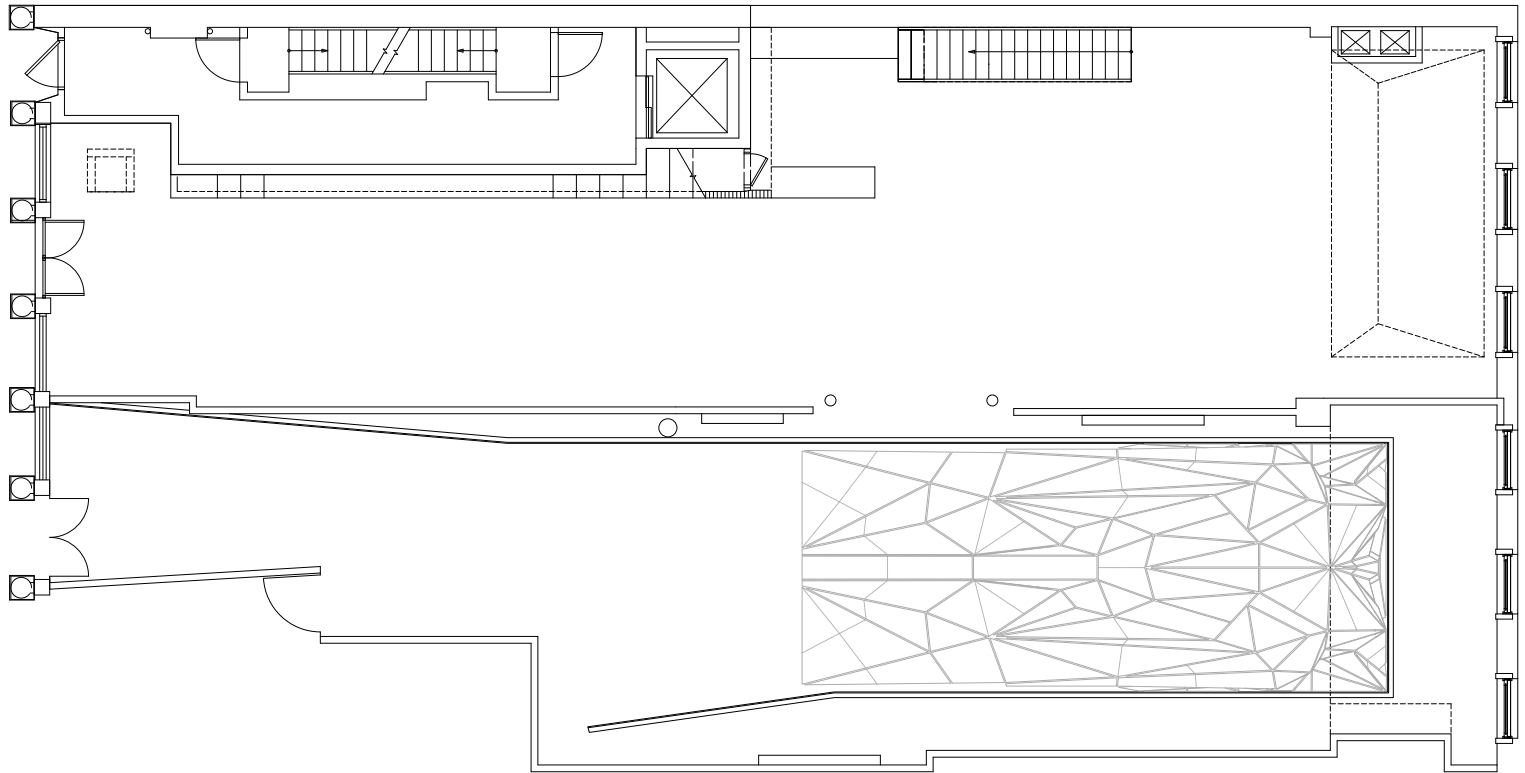
Recipient of the AIA NY 2012 Design Award.

Gage / Clemenceau Architects
BOFFO Building Fashion 2011: winning entry
Retail installation, TriBeCA, New York 1800 sq ft
Role: Project Manager, Architect



Competition entry:
renders
(*Maya / Maxwell*)





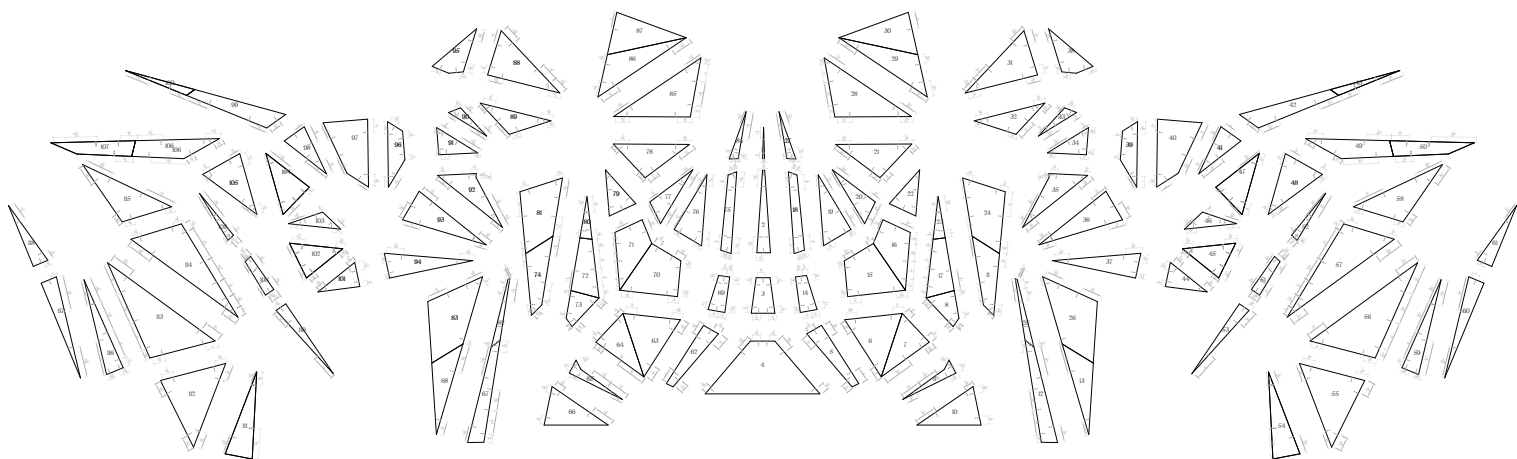
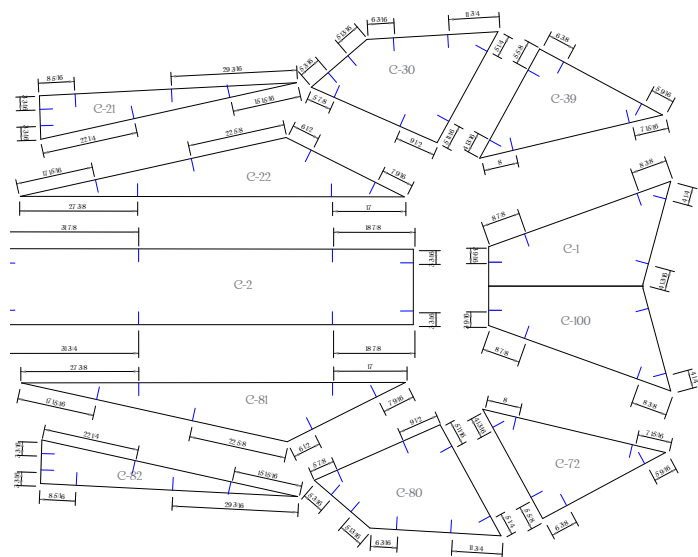
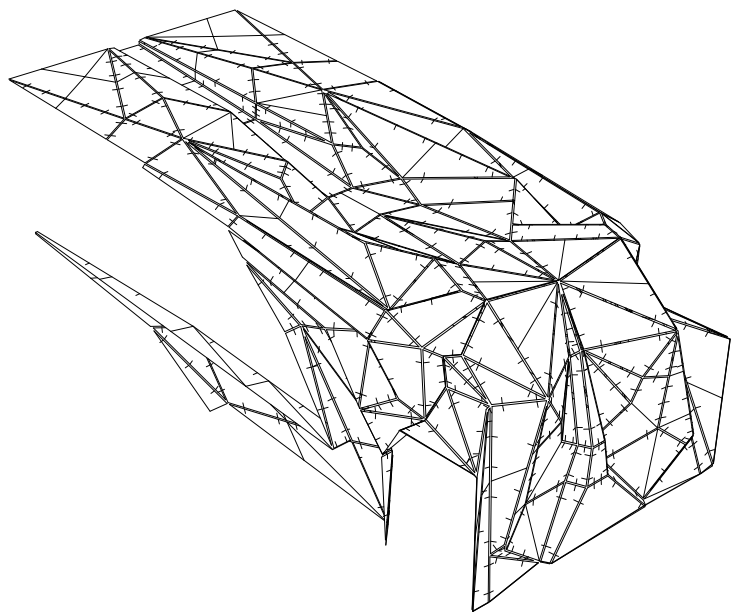
A designer as unconventional as Nicola Formichetti requires an unconventional retail space. Typically, New York retail environments are defined by an abject and often banal minimalism that, perhaps with some modicum of intelligence, focuses the attention only on the clothing for the obvious reasons of only selling clothes. In our proposal for Nicola Formichetti, we are rewriting this equation and attempting to

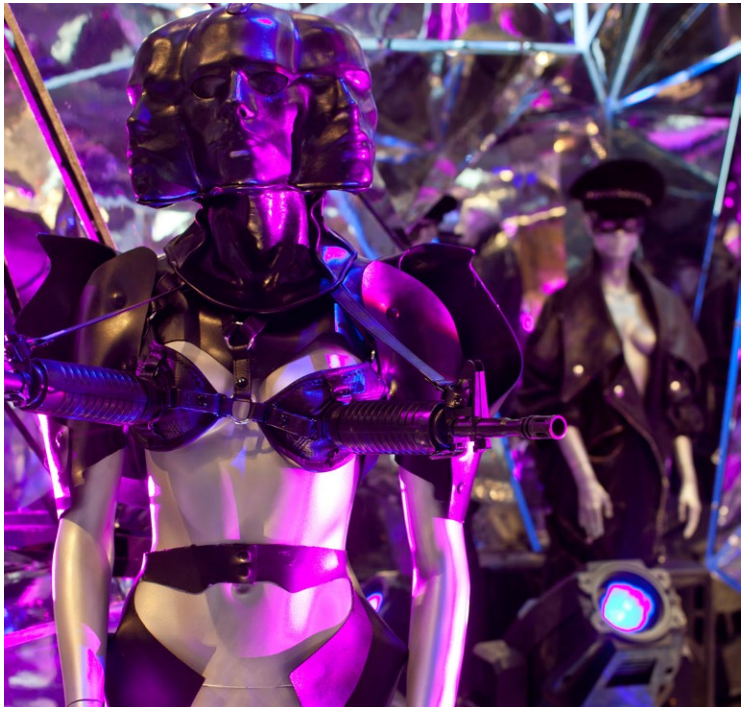
produce a new genre of retail space that not only showcases, but magnifies the impact of his designs into a new form of immersive environment that fuses architectural and fashion ambitions. This is the opposite strategy, no, a better strategy, than even the most celebrated of contemporary retail environments that exist in the city today, such as Rem Koolhaas's Prada store in Soho that exhibits only architectural egotism in its

use of architecture at the expense of the fashion it is intended to showcase fashion which is mostly actually buried away in the basement in a minimal green box. If architecture and fashion are to meet it needs to be on equal terms. This observation defines our proposal.













Audi Sport *Experiential Program*

During my time at CDR Studio Architects, Audi Germany launched a new program for its Sport vehicle line – a branded experience corner integrated into dealerships nationwide.

I became the first U.S. program manager, adapting the German design standards for the American market and onboarding the first fifty participating dealers. The signature element: a glowing red rhombus emblem set into the showroom floor and designed to be visible from the street.

CDR Studio Architects
Audi Sport
Role: Program manager/Architect







Audi Sport: *Beverly Hills Pilot*

Role: Project manager/Architect

The vehicle takes center stage on a Sport Track that heightens its visibility, while a metal mesh scrim allows for selective display and increases mystery. The customer experience unfolds in a lounge of premium finishes and luxurious quality. An Enthusiasm Wall presents the visual history of Sport, anchored by a rhombus vitrine of motorsport curiosities and retail components, with progressive, interactive retail elements that create a visceral connection. On the exterior, semi-transparent red rhombus film signage on the building glazing identifies the Sport dealer – dynamic and bold, it glows at night.



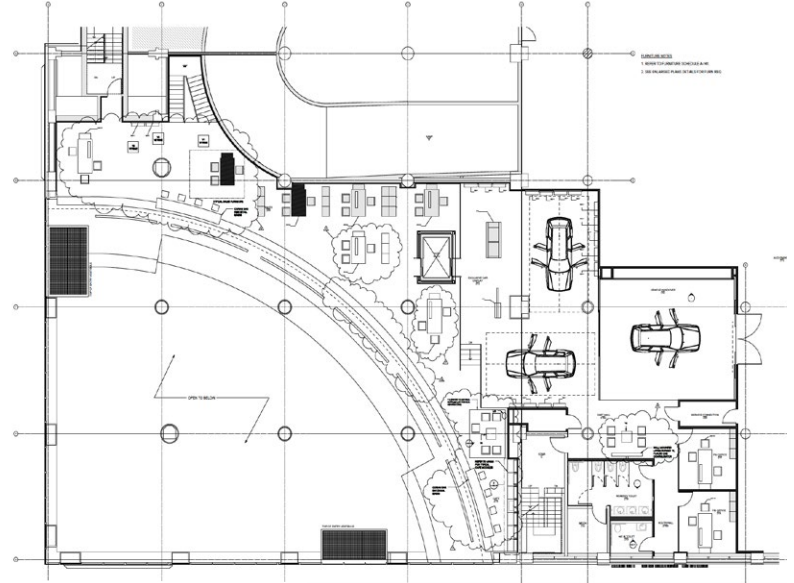
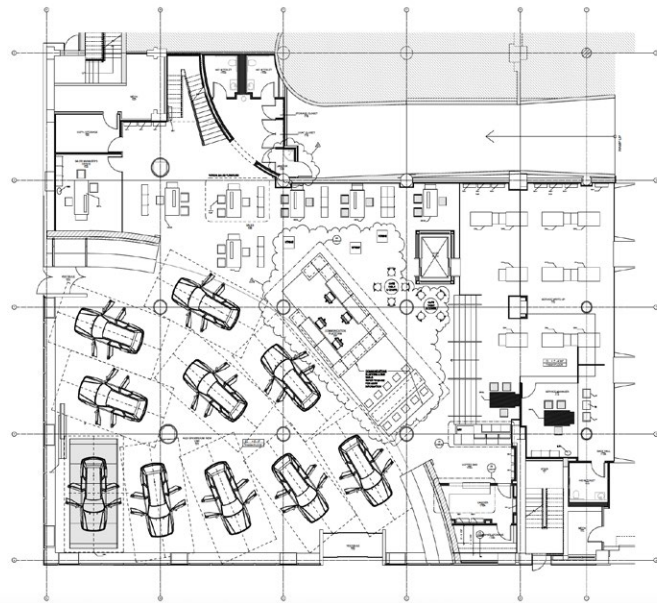
CDR Studio Architects

Audi Sport Beverly Hills Proposal

renders: sport lounge,
enthusiasm wall, exterior
signage

Audi Manhattan: *Dealership*





CDR Studio Architects won a competition for the Audi of America dealership masterplan and was contracted to represent Audi across the United States.

CDR partnered with dealers nationwide to develop design projects, review construction documentation, and supervise builds to uphold Audi Germany's brand standards. I was deeply involved in the Audi of America program, producing design documentation and managing an evolving directory of furniture and material vendors for dealerships across the country.

Audi Manhattan is a flagship dealership completed by CDR Studio in Midtown, New York in 2013. After nearly four years in development, I joined the team during the final phase of construction documentation, focusing on shop drawing revisions.



CDR Studio Architects
Audi Manhattan: *Dealership 2013*
New York 36 000 sq ft
Role: Architect, Shop Drawings Revisions

Photographs:
northeast view;
view on the showroom
from the mezzanine

Drawings:
1st floor furniture plan;
mezzanine furniture plan

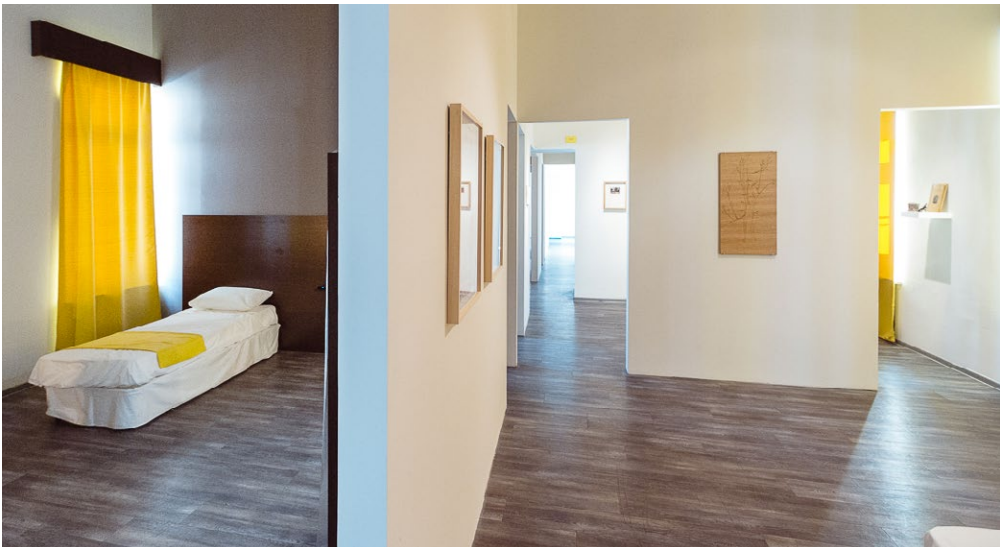


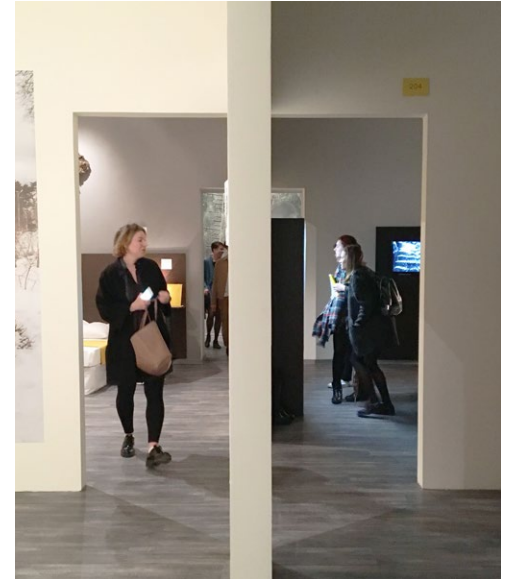
V-A-C Foundation: *Hosting the Inhuman*

A multidisciplinary contemporary art exhibition organized by the V-A-C Foundation. I was one of three architects invited to collaborate on the design of a show that occupied the entirety of the Moscow Museum of Modern Art (MMOMA).

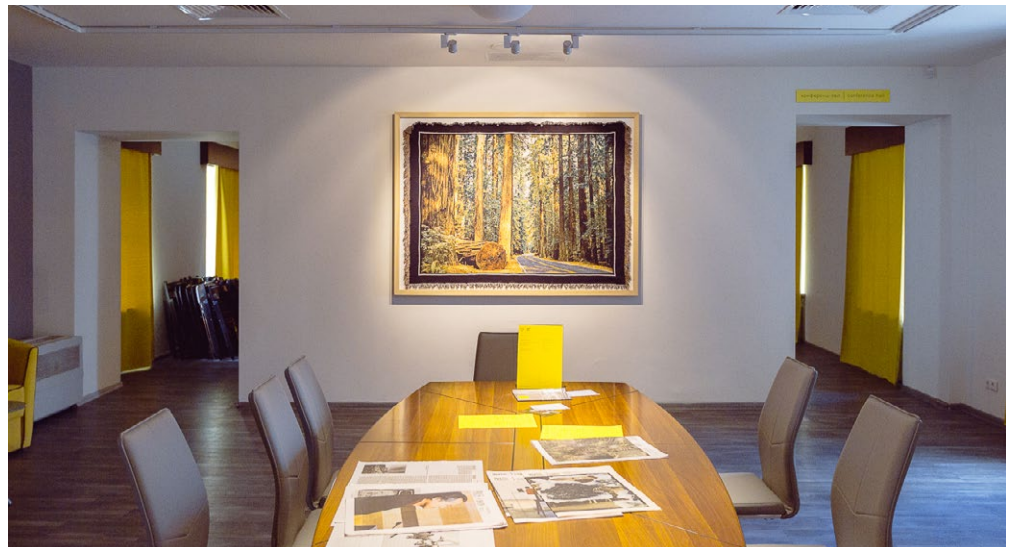
More than 30 contributing artists explored the relevance of the non-human through their work. The exhibition was staged within a purpose-built “hotel” inside MMOMA – a faceless, transient non-place. Installations, sculptures, video works, and paintings inhabited every space, from “reception zones” and “lobby” to the “boiler room” and “hotel rooms.”

FOAM DAO + NOVOE + KOSMOS
Hosting the Inhuman by V-A-C Foundation 2017
Art Exhibition, MMOMA, Moscow Russia
Role: Lead Architect



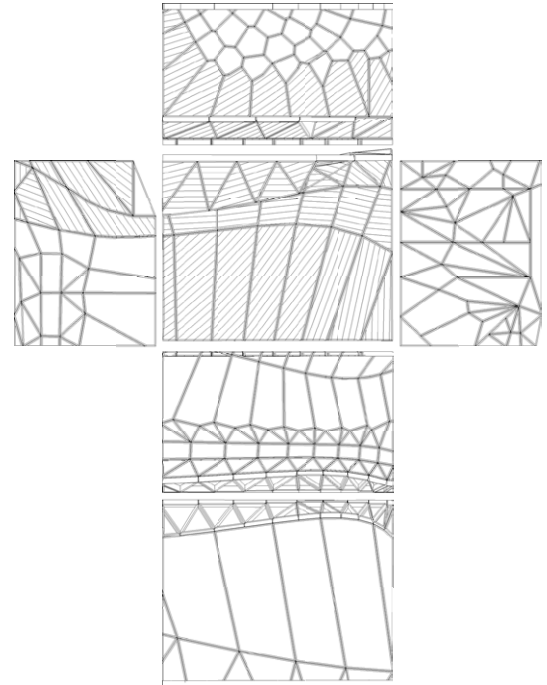


Photographs:
reception, boiler
room, hotel rooms,
conference room





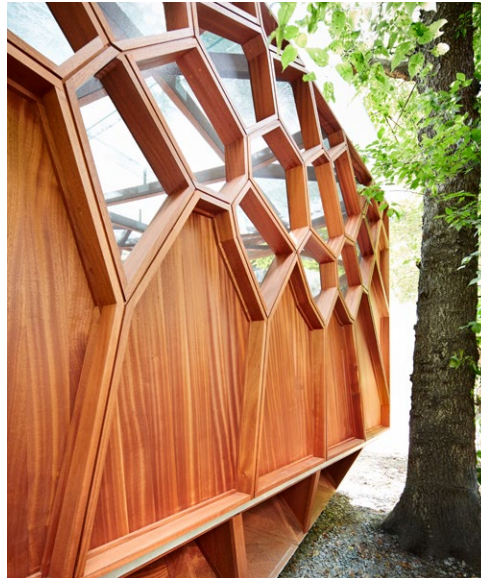
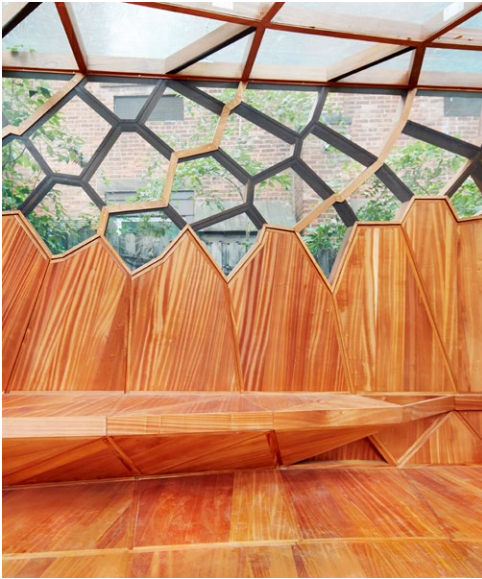
Dragonfly Pavilion: *Garden Structure*



A pavilion designed for a private client in Hoboken, New Jersey. I developed a computational algorithm that translates butterfly wing patterns into a design system for shaped wooden structural skins.

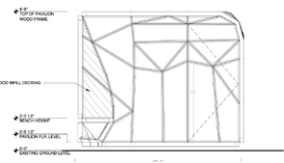
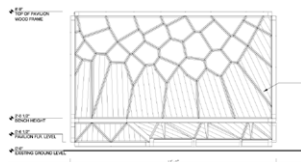
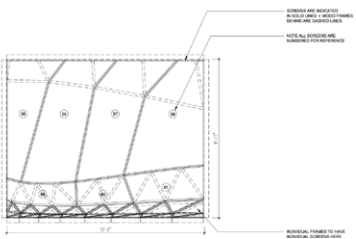
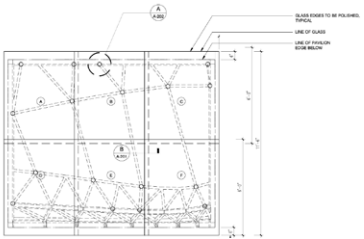
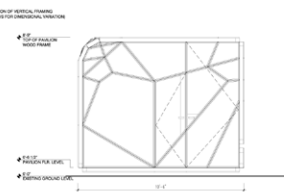
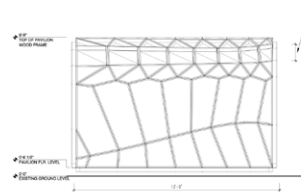
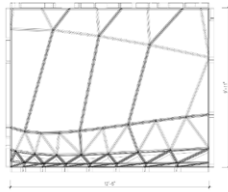
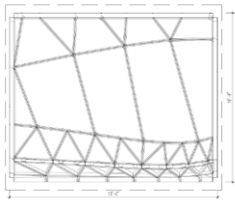
The entire pavilion is assembled from irregular cells informed by localized structural stresses. Computer-aided design and digital fabrication enabled a highly efficient workflow from concept through construction. The fabricator used my Grasshopper script to generate shop drawings. What began as a garden-scale project ultimately expanded into a full renovation of the residence.

CDR Studio Architects
Dragonfly Pavilion: *Garden Structure* 2012-2013
814 Hudson Hoboken, New Jersey
Role: Project Manager, Architect



Photograph: courtesy
John Muggenborg

Construction Drawings:
ceiling plan, exterior
elevations









New Museum: *Foamspace*

Foamspace was a temporary, mobile installation built for the 2015 IDEAS City Festival at the New Museum for Contemporary Art and winner of the 2015 Storefront for Art and Architecture Street Architecture Competition.

The project confronted the architectural community with a provocative megastructure, sparking conversation about the impact of blockchain technology on the architect's instruments of service. Foamspace captured and stored value generated during the festival to organize a new community of architects, mobilizing that value to produce the project's next iteration — along with a symposium and partner event at the inaugural Chicago Architecture Biennial.

Secondmedia and Ekaterina Zavyalova
Foamspace Installation and digital platform 2015:
New Museum, New York
Role: Lead Architect



Photographs: courtesy
Varvara Domnenko

Competition Submission:
perspective view, diagram

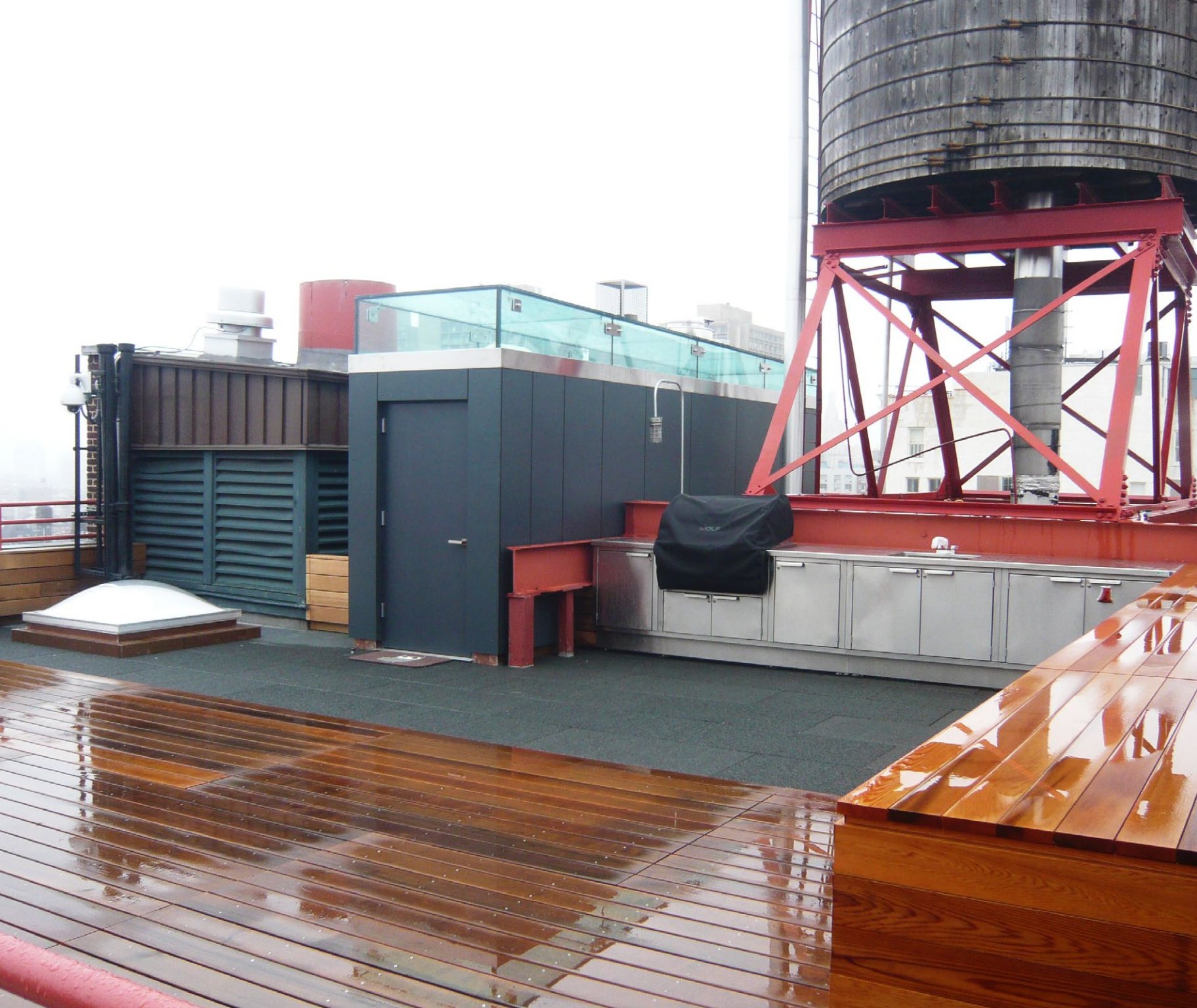
PH Prince: *Residence*

7000 sq ft residential renovation in the middle of SoHo on Prince street

The main feature of this project was the Gage/Clemenceau designed and produced custom furniture, such as stairs with cutted pattern (stainless steel, water jet cutting), kitchen counter with a voronoi pattern on it (corian, CNC milling), bed frame, small table, doors, custom tile and mirrors for the bathrooms. For this project I participated in designing furniture pieces and created patterns for them using an RVB script and grasshopper, worked on client presentations and construction documentation.

Gage / Clemenceau Architects
PH Prince: *Penthouse renovation 2011*
SoHo, New York 7000 sq ft
Role: Architect









Photographs:
kitchen, custom
stair, master
bathroom,
rooftop entrance,
custom bedframe

Photographs:
construction
process;
rooftop



Governor's Cup: *Pavilion*

CDR Studio Architects' winning entry for the City of Dreams Pavilion competition, on display at Governors Island near Manhattan in the summer of 2014.

I developed the competition concept based on my thesis research at SCI-Arc, Los Angeles, exploring computer-generated algorithms that simulate lace structures. The pavilion draws on the structural logic of tape lace crochet — looping beams that weave in, through, and around trees to form a serpentine canopy filled with constellations of cups.

For production, we collected over 30,000 recycled plastic cups from venues across the city, and community volunteers were integral to every phase of the build. Governor's Cup became a gathering point for interaction and performance.

Recipient of the AIA NY 2015 Design Award.

CDR Studio Architects
Governor's Cup Pavilion 2014: winning entry
Governors Island, New York
Role: Project Manager, Architect

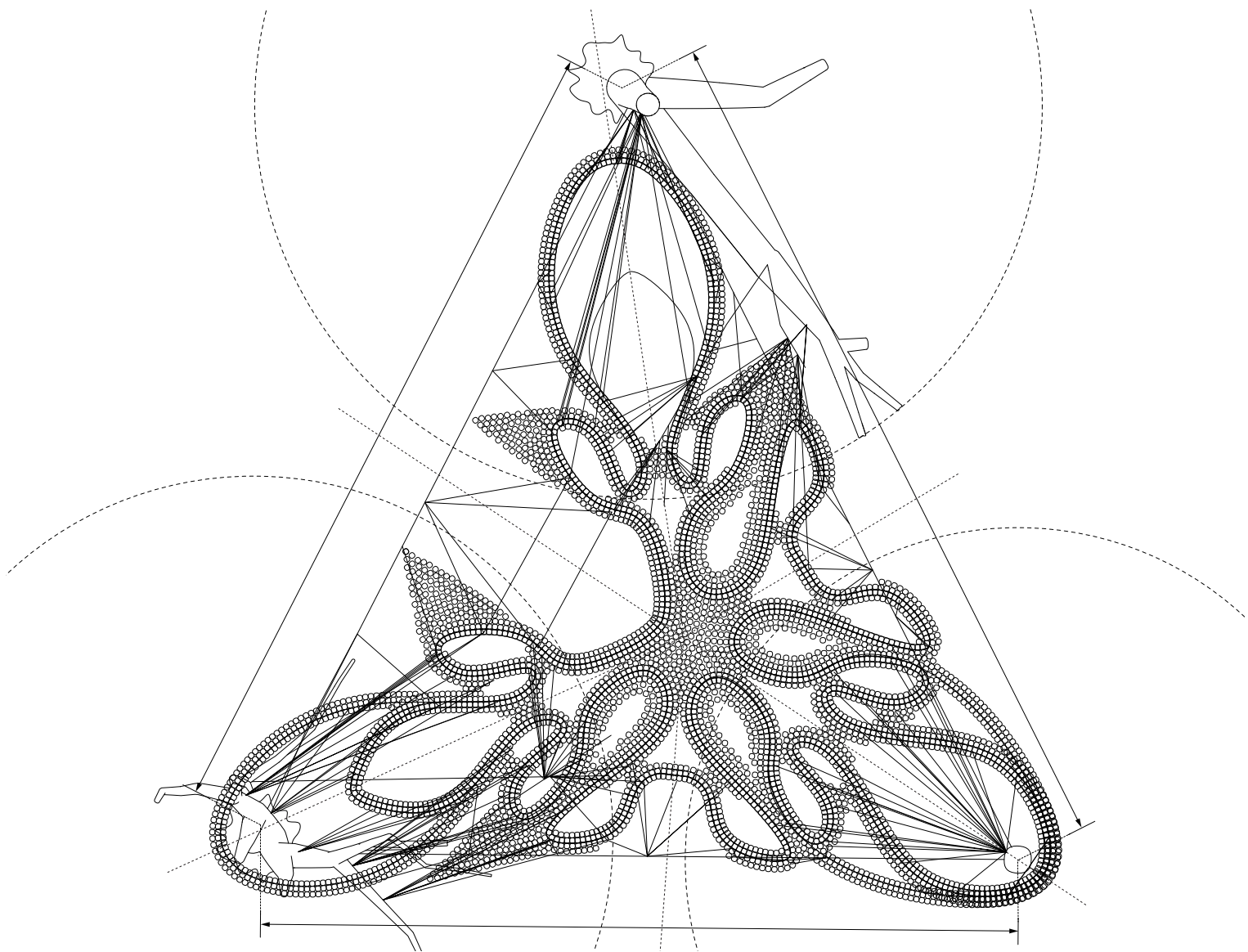


Photograph: courtesy
John Muggenborg

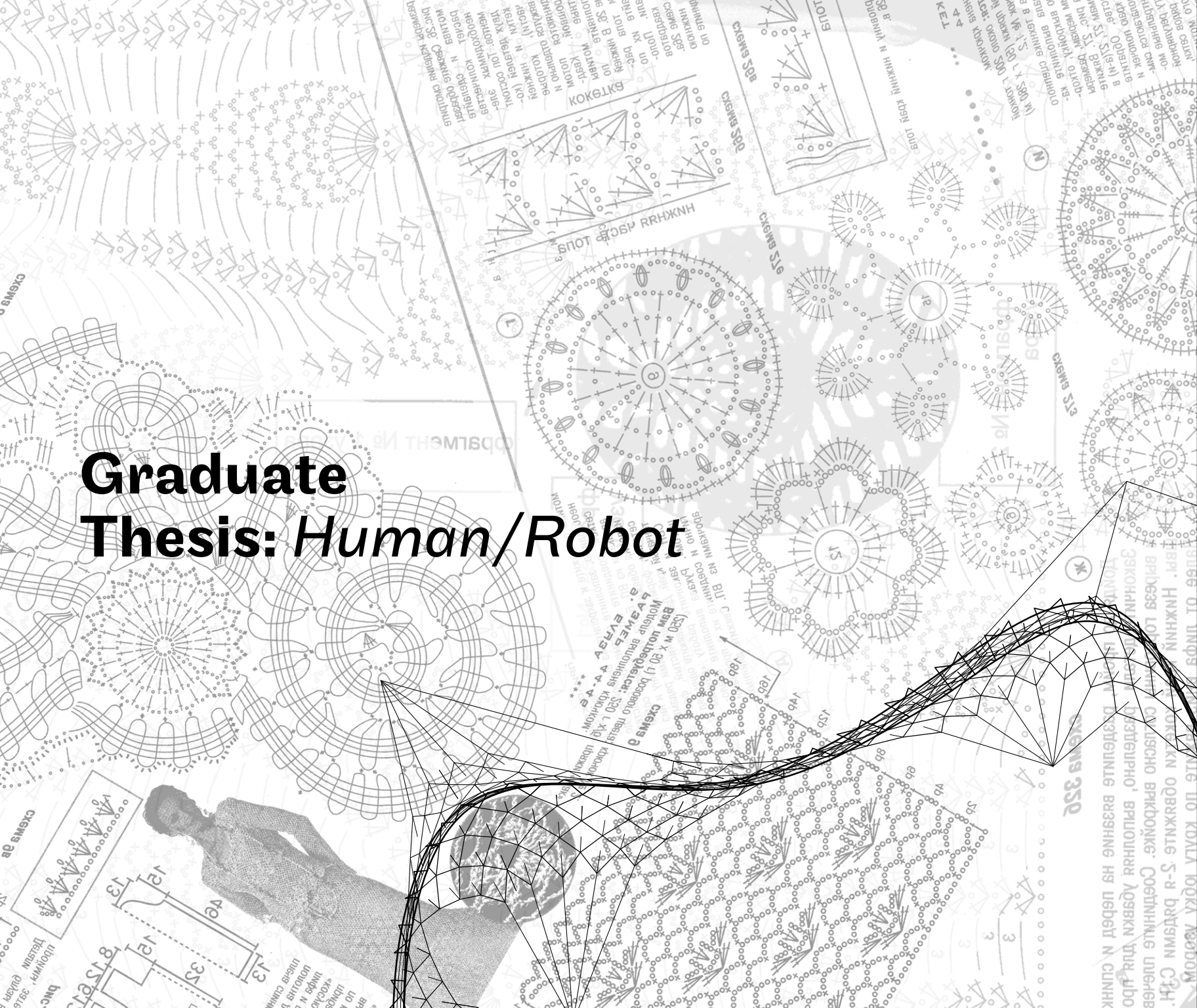
Design Drawing:
floor plan

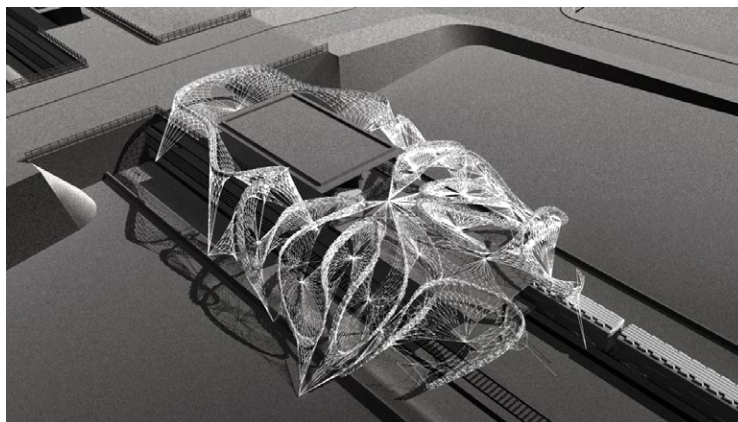
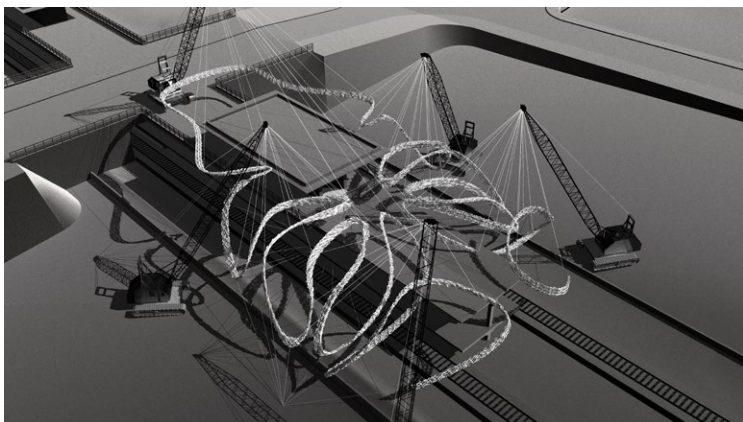
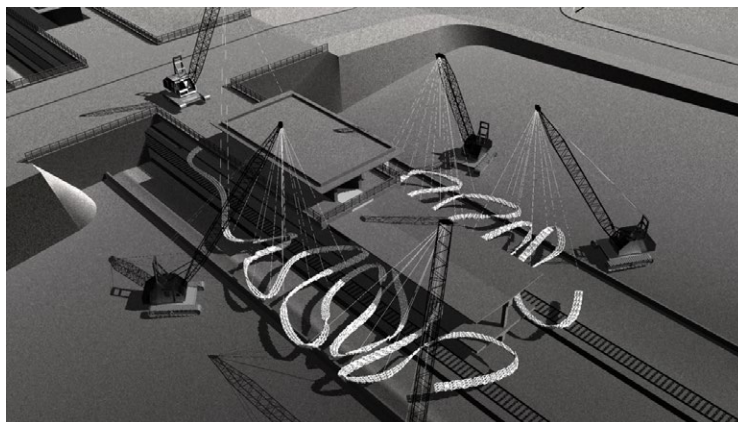
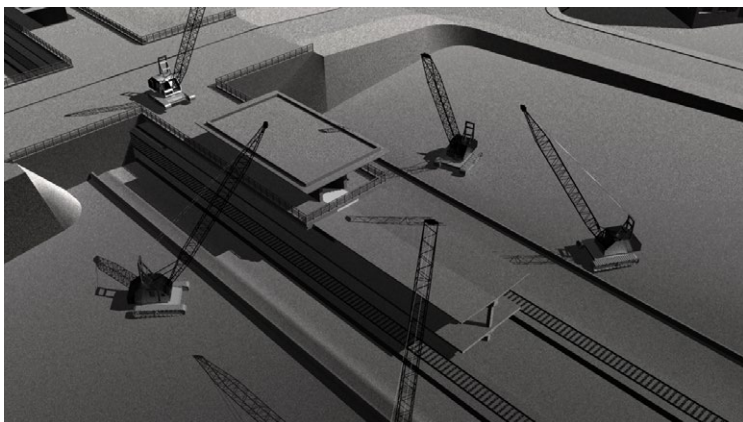






Graduate Thesis: *Human/Robot*





renders: *process
of crocheting and
harden canape
on site*



Graduate thesis project,
instructor: Elena Manferdini, SCI-Arc 2010
Human/Robot: *renovation of subway
station Pionerskaya, Moscow*

In the last 20 years architects were obsessed with idea of continuity, or creation of continuous shapes, evolved from idea of “bodies of motion” (Greg Lynn “Animated form”) and the theories of Deleuze about smooth striated space. This then derived from the new way of architectural thinking beyond Euclidian, deterministic, Cartesian deceptive language provoked by a range of inventions in modern science of the early 90’s.

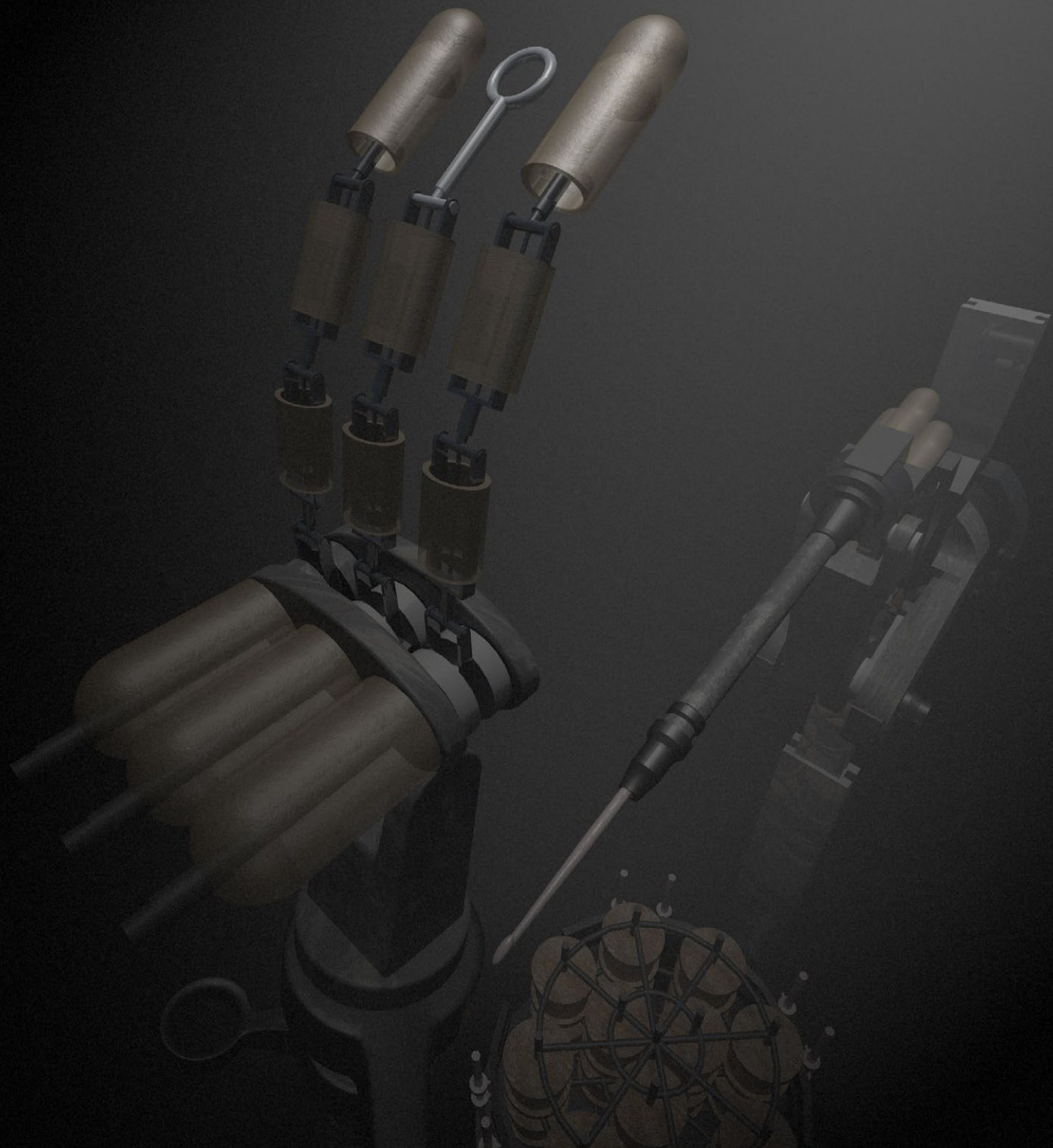
Main focus since new era of computational technologies and tools was on development of the new language of architectural forms separate from its materiality.

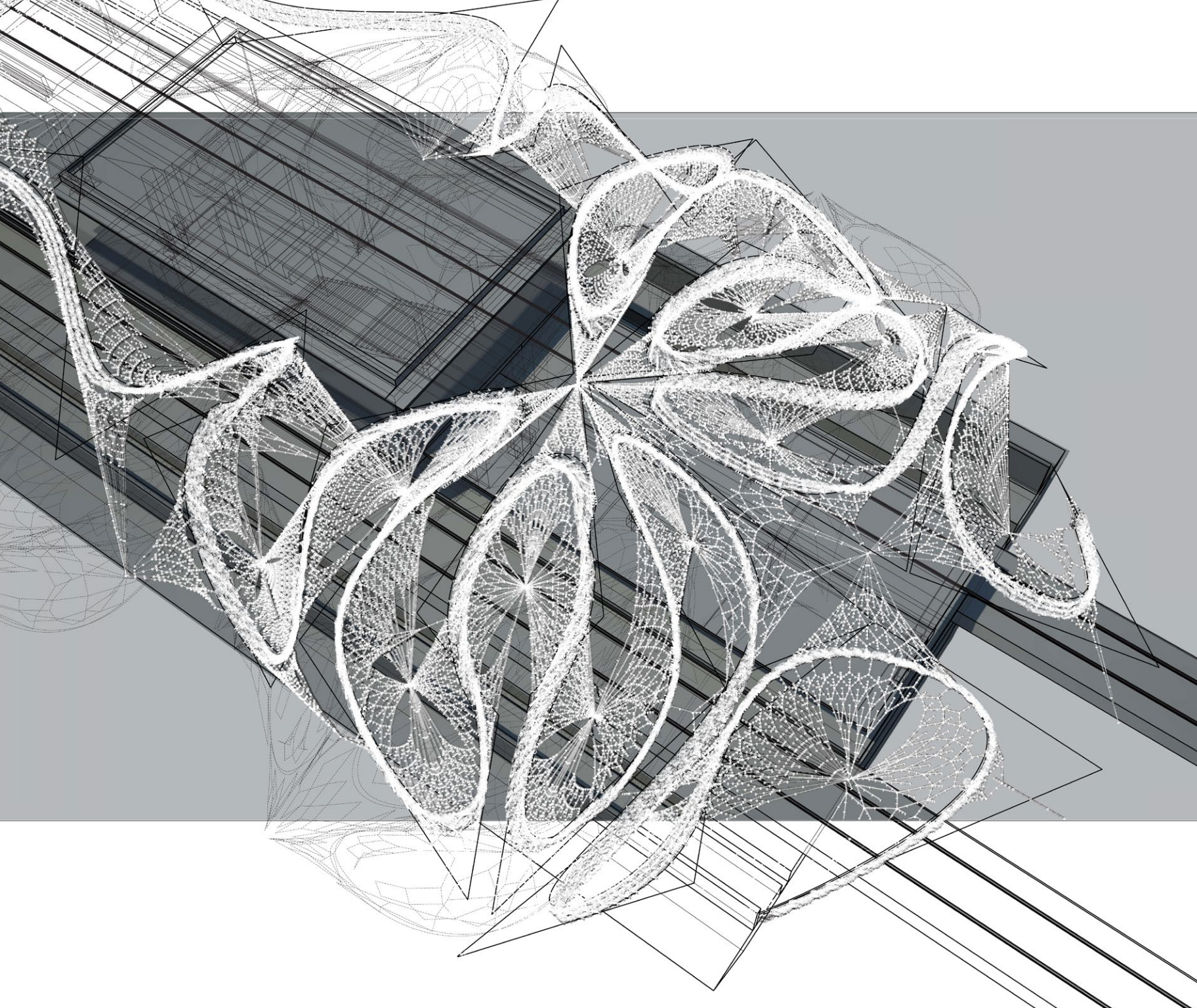
The simplification and abstraction of Cartesian space built in 3D softwares started the process of separation between form and material in order to create image.

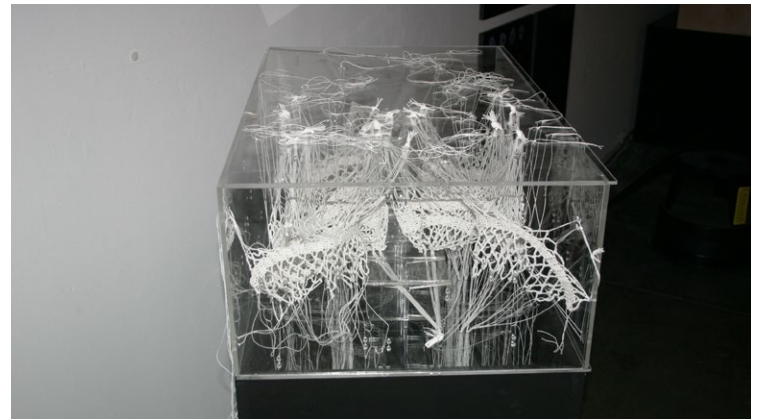
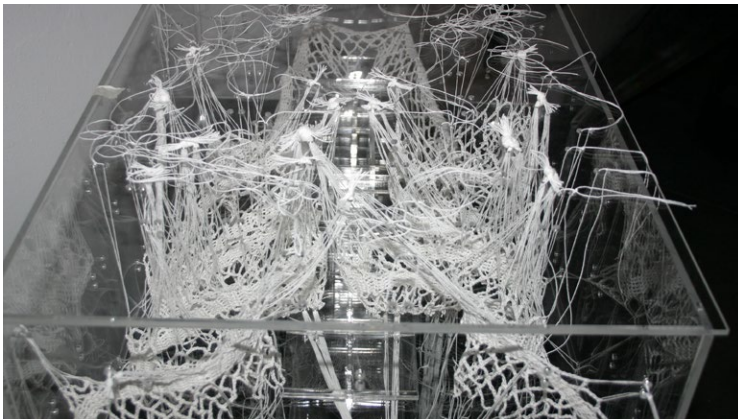
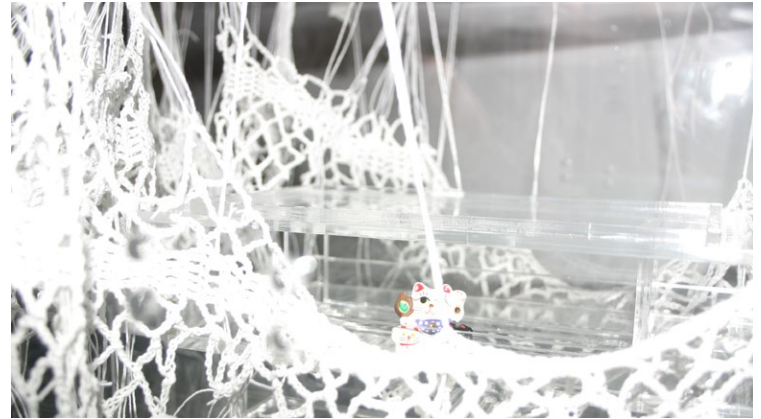
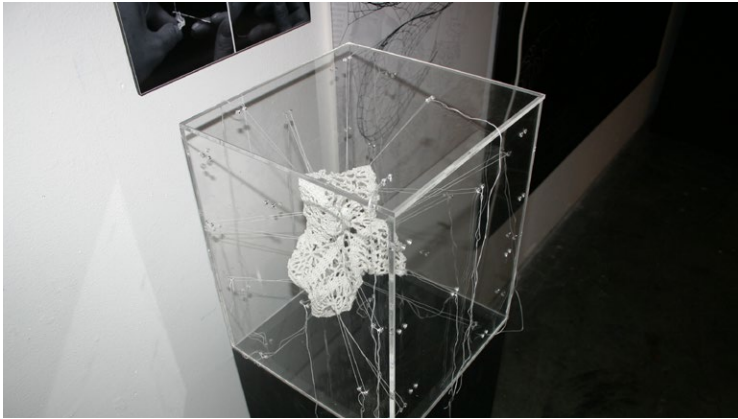
Urgency of applying synthetic approach in which design, construction, material and form – are seamless process is evident. My thesis is about merging new computational technologies and robotics (high technologies) with crochet technique and lace aesthetic (craft: low technologies) in order to remove breakdown and open new possibilities for creation and realization of new formal and structural projects.

Scripting crochet is alternative construction of 3d space where decoration operates as an active work of spatial construction; operation with linear material; new structural qualities based on different texture density, multi-directionality and continuity; production by repetition of scripted movements.

Frames from animation:
*robots for crocheting
building on site*







photograph: *thesis*
 presentation,
 sciarc 2010

photographs: *analog*
 crochet model made using
 instruction from
 parametric model
 grasshopper

Thank you

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