**Archi’ Orit Siman-Tov – Pinhas – Summary of activity, October 1999-January, 2020**

In 1987, I established an independent studio named Arcod Architects. The name was chosen to represent a a worldview in which the search, the research and the method are the objective. Arcod is derived from Architectural Code . Additionally, in my view, any architect joining the studio will advance on a partner path, and will constitute another piece of the mosaic making up Arcod. Since then, I have planned hundreds of projects, participated in dozens of competitions, consulted local municipalities, institutions, organizations and businesses, served as a mentor and donated countless hours of my time in order to contribute to the improvement of the status of architecture and the architect, and to improve the environment in which we live in, community and humanity. Arcod is a mentoring office, a place where I mentor graduates of architecture schools, and support them during their internship and beyond. I have so far mentored dozens of architects, many of whom have gone on their independent way or are working in firms in Israel and around the world. Both at Arcod and at my university studio, I foster a research oriented and supportive environment which creates mutual fertilization between the architect and the architecture he creates, and contributes to developing a generation of architectures which surpasses its teachers and goes on to create modern and dynamic architecture. Implementing laboratory research in the field allows for creating an endless process-spiral which evolves and grows more sophisticated from project to project, and does not rest on its laurels. Between research work at the "lab" and projects is a combination of academic aspects alongside professional and practical implementation, with a focus on innovation, professionalism, implementation emphasizing professionalism in under a workshop atmosphere, roundtables, creativity and attentiveness. Arcod consists of 13 architects, a size decided on in order to nurture a boutique studio which chooses its subjects and clients, and the research fields it operates in.

 The professional projects which I have completed between 1999 and today, or am in the process of completing, are mostly focused on the following fields: detailed zoning plans, urban zoning and design, designing residential buildings and complexes including buildings and complexes for conservation and mixed use, planning of public buildings, hotels and commerce, such as the Eshkolot schools, parks, mikvehs, museums, galleries, labs and auditoriums, competitions, exhibits and lectures ( more details in the portfolio).

**Detailed zoning plans and urban design and development:**

As part of my approach to urban planning, I do not believe in separating urban planning from design during the detailed planning stage. The projects I have chosen necessarily combine detailed planning as well. In this manner, all the projects presented in this section constitute the the first stage of preparing an urban zoning plan, while the second stage is demonstrated in the section on detailed planning. Due to my approach, as described above, as part of my urban planning work I first of all develop and plan the preliminary and final detailed project plans, including all alternatives and all consultants related to the detailed planning, such as parking, landscape and development, environmental considerations, accessibility, construction and more, and only once an option is selected do I generate the zoning documents, and continue updating it according to the detailed plan.

**Knock-down-Rebuild project consisiting of 108 existing residential units**, in Mitham Ha’Zeirim in Ramat Ha’Sharon. My work in this project included organization and support of residents who had contracted me, sharing the planning with the public, setting the blue line rail route, statement by the Ministry of Construction, working with the authorities, preparing planning alternatives, preparing the zoning plan, creating an architectural design plan, creating policy documents, statutory and financial inspections, and detailed planning. The program stretches out on nearly 10 acres of land (approximately 435,600 Sqf), with the constructed area taking up approximately 755,000 Sqf for use as residential buildings (480 residential units), public buildings, commerce, parks and parking spaces.

**Zoning plan for the Ha’Atad Complex in Newe Zedek, Tel Aviv** - A complex project consisting of Templer buildings for conservation, multiple landowners, and due to its unique location, loaded with complex planning challenges. It is a mixed-use project consisting of offices, hotels, residential units, commercial spaces, buildings for conservation and public buildings. The development is on approximately 1.5 acres (approximately 65,000 Sqf), with with the constructed area taking up approximately 645,000 Sqf, spread out on about 40 floors, adjacent to the light rail station at the historical Mesila complex and near the Shalosh bridge. My responsibilities in this project, of which I've been part of for many years, includes detailed urban architectural planning, planning of alternatives, supporting the various residents and sharing the planning with the public and working with planning teams at Tel Aviv City Hall to include benefits to the public in the complex.

**Detailed zoning plan for Ha’Yeled Blvd, Ramat Gan** -

 A plot of approximately 0.75 acres (32,670 Sqf) housing the exit from the light rail. The project is being developed on approximately 215,000 Sqf of land, on approximately 35 floors, and has been planned in coordination with Ramat Gan City Hall, the regional committee and NTA (Metropolitan Mass Transit System Ltd), and serves as precedent in the combination of a light rail station exit at the building's street-level. The planning challenge in this project was to create a mixed-use tower for commerce, residence, public parking and a rail station on a bustling urban axis.

**Zoning and development plan for student dormitories at the Washington Hill Academic College** -

Built on approximately 7.5 acres (approximately 325,000 Sqf) of land, approximately 500 dorm rooms of various compositions, commerce and public spaces. As part of this project, I developed an approach to planning dorms, cost-effective and innovative construction technologies, and more.

**Zoning plan for the Beit Klal complex in Tel Aviv** (more details in the select works portfolio) -

Additional zoning plans I have prepared, include the **Alon complex in Ramat Ha’Sharon**, execution plan, detailed planning and guidelines on designing the urban landscape; **Corner of Frishman and Ha’Yarkon streets**, in Tel Aviv, on two lots of approximately 13,000 Sqf with a building for conservation on approximately 33,000 Sqf of the land, combining residential and commercial uses; **Ben-Atar in Tel Aviv**, lots of approximately 0.5 acres each for which I prepared a zoning plan, urban design plan and landscape guidelines for affordable housing, commerce and public open spaces.

**Planning of urban rejuvenation and preservation residential buildings and complexes:**

Planning and researching the residences constitutes an important and fundamental aspect of my work. There are approximately 9 million people living in Israel today, with estimates that by 2040 it will be home to over 16 million people. Israeli population is growing and the demand for accommodation is increasing. The accommodation deficiency has grown and the government’s goal is to add 100,000 apartments every year. There are currently fewer than 40,000 apartments being built in Israel every year. It is the grayest of areas in Israeli architecture, with hardly any innovation in planning, approach and construction technology. I therefore chose to focus on this area as well, to develop it and specialize in it. In the first years of my work, I worked on inspection and construction of detached housing and planned dozens of homes. Since then I have planned hundreds of residential units in dozens of buildings, but chose to brand my firm as a boutique office and choose projects which I can impact and where I can promote and develop methods and ideas which overlap my worldview. As part of my perception, I plan residential buildings from the inside out and from the outside in, while creating an interaction between them. I often go back to the urban zoning desk in order to change zoning laws, generate new programs, new innovative types of common residences, dissolve the traditional residential unit, privatize and redefine the boundaries between the various uses – public, semi-public and private, and create flexibility between the various needs of residents, family unit types and different demographics, a working environment in the residential space, community and more. The goals I aspire to are: a. To blur and even eliminate the boundaries between the various uses and create living spaces that are not defined by their zoning use but allow around the clock use by the individual living in them. b. Creating flexibility which allows the above to be efficiently, ideally and completely implemented. c. Tying the disciplines relevant to man’s life, like technology, psychology, community and social relationships, intimacy, livelihood, employment, leisure, creativity, health and sustainability. d. Switching from low-tech to high-tech, implementing construction technology during construction, maintenance and in day-to-day life.

In my portfolio summary I elected to present a number of projects: **Ben-Atar, Hovevey Zion, Vitkin, Nezer Sirani, 166 Dizengoff, 166 Mohaliver, 138-140 Alenby, the Beit Klal project.** Additional projects (partial list). **Tel Aviv: 22 Shenkin, 24 Shenkin, 56 Shenkin, Rothschild, 2 Simta Plonit, 4 Levontin, Simtat Ha’Atad, 14 Mapo, Amzaleg, Ahva, 2 Dov Hoz, 8 Pinsker, 78 Allenby, 98 Allenby, 40 Allenby, 10 Pinsker, 36 Pinsker, Borochov, 45 Yehuda Ha’Levi, 38 Ha’Yarkon, 28 Dizengofff, 268 Dizengofff, Dizengofff corner of Zidon, 296 Dizengofff, 1 Shir, 12016 Brody. Ramat Ha’Sharon: Mitham Ha’Zeirim, Ha’Avoda, 7 Be’Reshit. Raanana: 16-18 Arlozorov, 42 Rambam. Ramat Gan: Sharet St.**

**Public buildings, hotels, student dormitories, commerce and offices:**

My starting point when approaching architecture and planning is the choice not to take existing terminology as a given. My approach to the planning of public buildings reevaluates the public space in the Western world in general, and in Israel specifically. When approaching a public project plan, usually via competition, I first of all examine the definitions of the program in relation to the Private and the Public in the project itself, the relationship between the net, gross and terra, the environment making use of the building, both from the standpoint of the building’s typology as well as their socioeconomic cross-sections, and reconnect all of these into a new world of terminology and starting points which creates an integral, flexible and innovative public space.

Within the category of public buildings, I have, among other things, planned educational environments such as schools and Eshkolot kindergartens. Education is dear to me, both as a mother of three who have, and still are, students in the various levels of the educational system, as well as a university teacher and mentor. Out of a wish to allow my children an ideal environment that will support my educational views, and my understanding that leading by example and what the kids absorb at home are the main factors influencing their development, I have chosen to enroll them in unique and private systems more similar to home-schooling, such as the anthroposophical and Montessori systems. When they entered public schools, I was shocked, which led me to systematically work in all aspects of the field, and especially the architectural aspects. The second decade of the millennium finds Israelis conflicted between the wish to achieve excellence and personal empowerment and the elimination of the Self as against community and society. This conflict is expressed in the education system, where the boundaries between I and We are blurred, as are those between the individual and the group. Education requires consensual change from within outwards, developing a value system and reorganizing it while being aware and conscious of the other, the different, the Who and the What that are outside the Self. Learning, on the other hand, is the act of collecting, memorizing and understanding information. It is an individual action internalized by the Self, as opposed to education which is from within to without, which creates interaction with fellow learners and with the environment. In my approach to the design of such buildings, I create architecture which develops an environment that would support these two contrasting aspects, and one which allows flexibility and a flow of spaces which serve as background and support two different and varied types of learning, both individually and in groups, and social interaction through mutual acceptance and harmony.

**Mikvehs (Jewish ritual baths), galleries, museums, auditoriums, research institutes and more.**

In the portfolio of select works are: **a school in the Ha’Mashtela neighborhood in Tel Aviv; Bezek headquarters on Moshe Sneh St, in Tel Aviv; the Lily & Bloom Hotel, in Tel Aviv; the Haifa court competitions; the Sherover Culture Center; the Acropolis Museum; the Queensland Gallery of Modern Art, in Brisbane; the Rishon Le’Zion Center for Education and Culture; the Hedva Ibshitz Centre for the Study of the Holocaust; and Beit Klal.**

Public projects (partial list): **the Air Force Officers Training School, in Ovda; the Army’s Institute for Research of Conflict; the design of a number of buildings in the Academic Complex at Washington Hill: a high school, an auditorium and event center, a laboratory, office and research building, a library, student dormitories and welfare buildings; The Alumim school in Ramat Ha’Sharon; the High Tech High school (a competition in which I was awarded first place); Eshkolot kindergartens in Harish; Mikvehs for the Ministry of Construction, all over the country; an urban gallery in Givatayim; Ramat Ha’Sharon City Hall building; the McCann Erickson offices (a competition in which I was awarded first place); the Latrun conference center (a competition in which I was awarded first place); commercial buildings and rest areas for the Dor-Alon gasoline company; and combining public buildings in mixed-use projects such as the Ha’Atad complex.**

**Competitions and Exhibitions**

This section expands on select works from the portfolio, competitions I participated in, both local and international, public and anonymous, and by invite only. My clear preference is for anonymous competitions, where I can use the platform to connect and re-research innovative methods and ideas. Competitions presented in the select portfolio works: **Ha’Mashtela School in Tel Aviv – first Place; Zoning and Development Zur-Nata - first Place; expansion of the Nezer Sirani Kibbutz – first Place; Klal Headquarters, Tel Aviv – first Place; Acropolis Museum in Athens – commendation and the Kenya prize; Queensland Gallery of Modern Art, in Brisbane – commendation; Regional and Ha’Shalom Court, in Haifa, collaboration with Professor Shamai Asif; the Hedva Ibshitz Centre for the Study of the Holocaust, collaboration with Yigal Tomarkin - commendation; the Sherover Culture Center– Kenya Prize; the Rishon Le’Zion Center for Education and Culture – second-place; Venice Biennale of Architecture, 2000; the Empty Chair Exhibition of Israeli Art; the Israeli Identity Exhibition.**

**Additional competitions (partial list): McCann-Kesher-Barel offices – first place; Latrun Conference Center – first place; High Tech High School – first place; Copenhagen Opera House, Venice Biennale of Architecture, 2002, the Ecological School in Yokenam,; the school in the large plot in Tel Aviv; the Hadar Yossef Community Center, in Tel Aviv, residences in the tennis complex in Beer Sheba, a memorial for the Engineering Corps, welfare buildings for the IDF.**

**Teaching**

I was one of the founders of the School of Architecture in the Faculty of Arts in Tel Aviv University, in 1995. As part of our approach, we established the school within the faculty of arts out of a view that an architecture graduate of the school must be a cultural leader with an expansive view and a multidisciplinary vision who connects the different arts, the spirit of the community and technology. This approach anchors my views on teaching in the studio. Over my years of teaching in the university, I have advised studios for years 1 through 4. In addition to the studio, I have developed teaching processes which are unique to me in which I combine methods from mentorship, group dynamics, self-realization, development of self-expression and creativity. Throughout the years I have maintained, during my work with students, an attitude of caring, availability, mutual responsibility and attention to different approaches and opinions. I demand of my students no more than I demand of myself, and believe in leading by example, transparency, and teamwork roundtables, which is why I conduct individual talks with each and every one of the students towards the middle of the semester, in which I listen to their needs and their feedback on the studio and on my teaching, and their difficulties or strong points during the semester. From me they receive personal feedback on their strengths and issues that require improvement. I have found that these conversations allow me to listen, develop and improve my teaching and especially the atmosphere in the studio and have achieved wonderful results.

An example of topics I have addressed in the studio include researching and developing the public space in Israel, developing advanced construction methods such as shipping container architecture, the place of an architect’s ego, wordless architecture, Reuse, Univercity – a university spread throughout a city, a complex common project, challenging and controversial locations like Atarim Square, Menashiye, Between Art and Artist, layout of museums, and more.

In recent years I established a competition studio where I teach and advise students signing up for international competitions using the same methods I developed in my professional work. As part of this approach, students learn to define a research question relevant to the topic of the competition, interact with a specific customer – in this case, the subject of the competition, develop and plan the project based on the research question, leavingtheir comfort zone, and international aspects such as those related to the environment, community, natural disasters, environmentalism, technology and anything regarding man and his constructed environment. In my studio I emphasize innovation and futurism while developing a vision and emphasizing the fact that architecture impacts life and is impacted by it, by the building, city, technology and materials from which it is made. Buildings must be mutually germinating and a correction of their environment. Man and his built environment must live in symbiosis, mutually influencing ,and tied to, each other so that the whole is greater than the sum of its parts.

Students I have advised have won the following prizes: **First place, Shachar Ziv Award – twice; NTA competition for the planning of the light rail – top 4 placements; competition for the planning of the Tel Aviv Museum, Students – top 3 placements; 2040 international competition for planning futuristic residences – 2nd place.**

In recent years, students participating in the international competition studio I have established have achieved significant success. Projects presented in the select works portfolio: **Competition for designing the Olympic stadium in Japan – commendation and exhibition of the project in Tokyo; competition for designing changes in the urban environment, judged by Jean Nouvel – first place; the 2017 Ivlue competition – commendation and publication on the website; competition for designing airports; second place and Crowd’s Choice award; first Place, competition for sustainable design for natural disasters and ecology – first place.**

**Additional Activity at the School and University**

Over the course of my teaching I have been continuously working to contribute to the positioning, reputation and prestige of the school and the university in the Israeli and worldwide public. I am proud to be one of its founders and the foundations on which it was established, and with boundless energy, love and resources to do everything to promote its development and advancement both in the home, in the community and outwards. Some of the activities I have participated in and initiated: editing and producing the B6 school newspaper; organizing content, production, judging and prizes for the decennial and end of year celebrations; initiating collaborations with overseas universities, including in Munich, Stuttgart, Milano, Genoa and more; organizing and producing spring workshops; organizing and producing end of year exhibits; active in the networking and donors department; organizing Wednesday lectures; organizing and producing a social involvement competition to benefit architecture and combat family violence; organizing lectures on safety and accidents at construction sites; advising students on the London Biennale; hosting lecturers and conducting tours for students in the White City (unique architecture in Tel Aviv); reinforcing ties with the construction industry; and hosting teambuilding events for teachers in my home.