**Architect Orit Siman-Tov-Pinhas – Summary of activities, October 1999-January 2020**

In 1987, I established an independent studio named Arcod Architects. The name was chosen to represent my worldview, which sets searching, research, and method as its goal; Arcod is derived from Architectural Code. Also in accordance with my own approach, any architect who joins the studio will advance as a partner, and will constitute another piece of the mosaic that is Arcod.

Since the studio’s founding, I have planned hundreds of projects; participated in dozens of competitions; been a consultant for local municipalities, institutions, organizations, and businesses; served as a mentor; and donated countless hours to enhance the standing of architecture and the architect, and to better our built environment, our community, and humanity as a whole. Arcod employs 13 architects, a size that was decided on in order to nurture a boutique studio that selectively chooses projects, clients, and research fields.

Arcod is a recognized site for student interns, a place where I mentor graduates of architecture schools, and support them during their internship. I have thus far mentored dozens of architects, many of whom have established their own independent architecture practices or are working in firms in Israel and around the world. At Arcod as well as at my university studio, I foster a research-oriented and supportive environment that generates the mutual fertilization between architect and the architecture he or she creates; this environment contributes to the development of a new generation of architects who go on to create dynamic contemporary architecture. My focus on the practical application of laboratory research in the field enables a self-perpetuating spiral process that evolves and grows more sophisticated from project to project, and never rests on its laurels. Alongside the research work in the "lab," project combine academic and theoretical aspects with professional and practical applications; the emphasis is on innovation, professionalism in a workshop atmosphere, roundtables, creativity and attentiveness.

The professional projects I have planned from 1999 are focused mainly on the following fields: detailed zoning plans, urban zoning and design; planning residential buildings and complexes (including buildings and complexes for conservation and mixed use); planning public and commercial buildings and hotels, such as the kindergarten complexes, parks, Jewish ritual baths, museums, galleries, laboratories and auditoriums; and competitions, exhibits, and lectures. More details can be found in the attached 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 and design from the detailed planning stage. The projects I have chosen necessarily entail detailed planning as well. All the projects presented in what follows constitute the first stage of preparing an urban zoning plan; the second stage is demonstrated in the section on detailed planning. In line with my approach, 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. Only once an option is selected do I generate the zoning documents plans, and continue revising them according to the detailed plan.

**Removal and reconstruction project consisting of 108 existing residential units**, in Mitham Ha’Zeirim in Ramat Ha’Sharon. My work in this project included organizing and supporting residents who had contracted me, sharing the planning with the public, determining 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 zoning plan stretches over nearly 40 dunams of land (approximately 40,000 m2), with the constructed area taking up approximately 70,000 m2 for use as residential space (480 residential units), public buildings, commerce, parks, and parking.

**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, presenting 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 6 dunams (approximately 6,000 m2), with the built area taking up approximately 60,000 m2, spread out over 40 floors, adjacent to the light rail station at the historical Mesila complex and near the Shalosh bridge. My responsibilities in this project, which I have been part of for many years, include detailed urban architectural planning, planning alternatives, supporting the various residents, sharing the planning with the public, and working with planning teams at Tel Aviv City Hall to incorporate benefits to the public in the complex.

**Detailed zoning plan for Ha’Yeled Blvd, Ramat Gan** - A plot of approximately 3 dunams (3,000 m2) housing the exit from the light rail. The project is being developed on approximately 20,000 m2 of land, in 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 30 dunams (approximately 3,000 m2) of land, approximately 500 dorm rooms in different combinations, and commercial and public spaces. As part of this project, I developed an approach to planning dormitories, cost-effective and innovative construction technologies, and more.

More details on the **zoning plan for the Beit Klal complex in Tel Aviv** can be found in my 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; the **corner of Frishman and Ha’Yarkon streets**, in Tel Aviv, on two lots of approximately 1,200 m2 with a building for conservation on approximately 3,000 m2 of the land, combining residential and commercial uses; **Ben-Atar in Tel Aviv**, with lots of approximately 5 dunams 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 renewal and the preservation of 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, and it is estimated that by 2040 the country will be home to over 16 million people. The Israeli population is growing and the demand for housing is increasing accordingly. The housing deficiency has grown and the government’s goal is to add 100,000 apartments every year; currently, fewer than 40,000 apartments being built in Israel every year. This is the most lacklustre aspect of Israeli architecture, with hardly any innovation in planning, approach, and construction technology. For that reason, I chose to focus on this area as well, to develop and specialize in it.

In the first years of my work, I worked on inspection and construction of detached housing units 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 so that I can choose projects in which I can have a real impact and can promote and develop methods and ideas that overlap my worldview. As part of my approach, 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, create new programs and new innovative types of shared residences, dissolve the traditional residential unit, privatize and redefine the boundaries between 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 their individual residents. b. Creating flexibility, for the efficient, ideal, and complete implementation of the above. c. Tying the disciplines relevant to a person’s life, like technology, psychology, community, and social relationships, intimacy, livelihood, employment, leisure, creativity, health and sustainability. d. The transition from low-tech to high-tech, implementing construction technology during construction, maintenance and in day-to-day life.

In my portfolio, I have decided 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 decision not to take existing terminology as a given. My approach to the planning of public buildings reevaluates 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 surroundings that make 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 others, planned educational environments such as schools and kindergarten campuses. Education is very precious to me, both as a mother of three who are still students in the various levels of the educational system, and 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 school systems that more closely resemble home-schooling, such as the anthroposophical and Montessori systems. When they entered public schools, I was shocked; this prompted me me to systematically engage 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 in favour of the 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 who and 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 that develops an environment supporting these two contrasting aspects. At the same time, my designs allow flexibility and a flow of spaces that supports two different and varied types of learning, both individually and in groups, and social interaction through mutual acceptance and harmony.

**Jewish ritual baths (*mikvah*s) galleries, museums, auditoriums, research institutes, and more**

The portfolio of selected works includes: **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); kindergartens campuses in Harish; ritual baths for the Ministry of Construction, nationwide; 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, and includes local, international, public, anonymous, and invite-only competitions. My clear preference is for anonymous competitions, in which I can use the platform to connect and reinvestigate innovative methods and ideas. Competitions presented in the portfolio include: **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 purchase 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– purchase 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; Nofe Yam School, Tel Aviv; the Hadar Yossef Community Center, Tel Aviv; residences in the tennis complex in Beer Sheba, a memorial for the Engineering Corps; welfare buildings for the IDF.**

**Teaching**

In 1995, I was one of the founders of the School of Architecture in the Faculty of Arts at Tel Aviv University. As part of our approach, we established the school within the Faculty of Arts out of a view that an architecture graduate must be a cultural leader with an expansive view and a multidisciplinary approach who connects different arts, the spirit of the community, and technology. This approach anchors my views on pedagogy in the studio. Over my years of university teaching, I have been the studio advisor for years 1 through 4. In addition to the studio, I have developed unique teaching approaches that combine methods of mentorship, group dynamics, self-realization, and the development of self-expression and creativity. Throughout the years, in my work with students I have maintained an attitude of caring, availability, mutual responsibility, and attention to different approaches and opinions. I demand of my students no less than I demand of myself, and believe in leading by example, transparency, and teamwork. This is why I hold individual meetings with each and every student towards the middle of the semester, which provides an opportunity to listen to their needs and their feedback on the studio and on my teaching, and to evaluate their difficulties and successes during the semester. 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 as well as the atmosphere in the studio, and have achieved wonderful results.

Some of the topics I have addressed in the studio include research and development of 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, museum layout, and more.

In recent years, I established a competitions studio in which I teach and advise students who are applying 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 sponsor of the competition—develop and plan the project based on the research question, getting outside their comfort zone, and international aspects such as those related to the environment, community, natural disasters, environmentalism, technology and anything relating to human beings and their built environment. In my studio I emphasize innovation and futurism and 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. Human beings and their built environment must live in symbiosis, mutually influencing each other such 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 –second place.**

In recent years, students participating in the international competition studio have also achieved significant success. Projects presented in the portfolio include: **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 audience choice award, first place; competition for sustainable design for natural disasters and ecology – first place.**

**Additional activities at the school and university**

Over the course of my teaching career, I have continuously worked to contribute to the position, reputation, and prestige of the school and the university in Israel and worldwide. I am proud to be one of the school’s founders and one of the pillars on which it was established. With boundless energy, love, and resources I am glad to be able to work to promote its development and advancement in its university home, in the community, and elsewhere. Some of the activities I have participated in and initiated include 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, and Genoa; organizing and producing spring workshops; organizing and producing end-of-year exhibits; active participation in networking and fundraising; organizing Wednesday lectures; organizing and producing a social involvement competition to benefit architecture and combat domestic 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” of Tel Aviv; reinforcing ties with the construction industry; and hosting teambuilding events for teachers in my home.