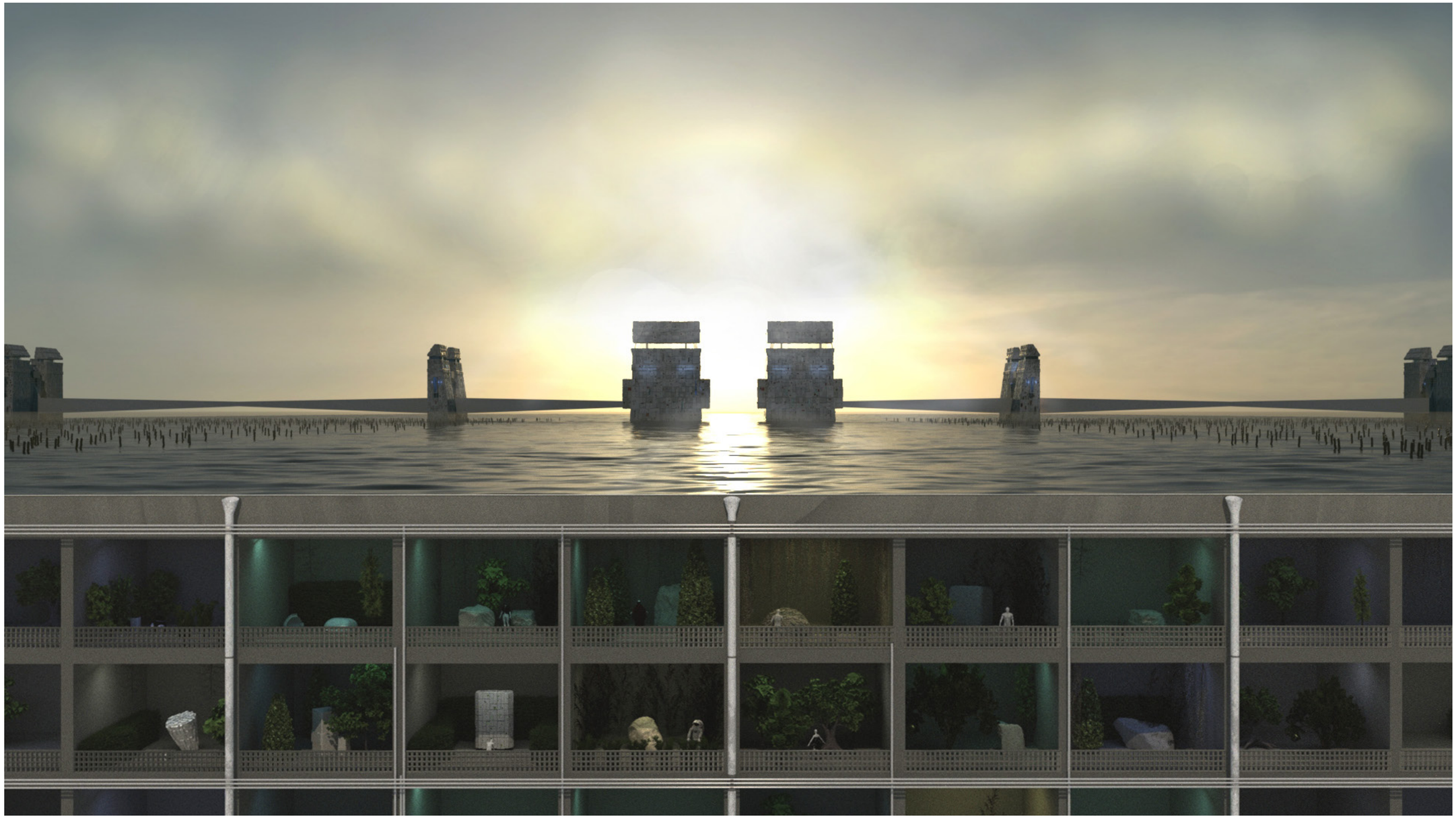
JOEY PARRELLA

workJOY

SCENE 01: *Beyond the North Gate*



Render | 3ds Max + V-Ray

workJOY

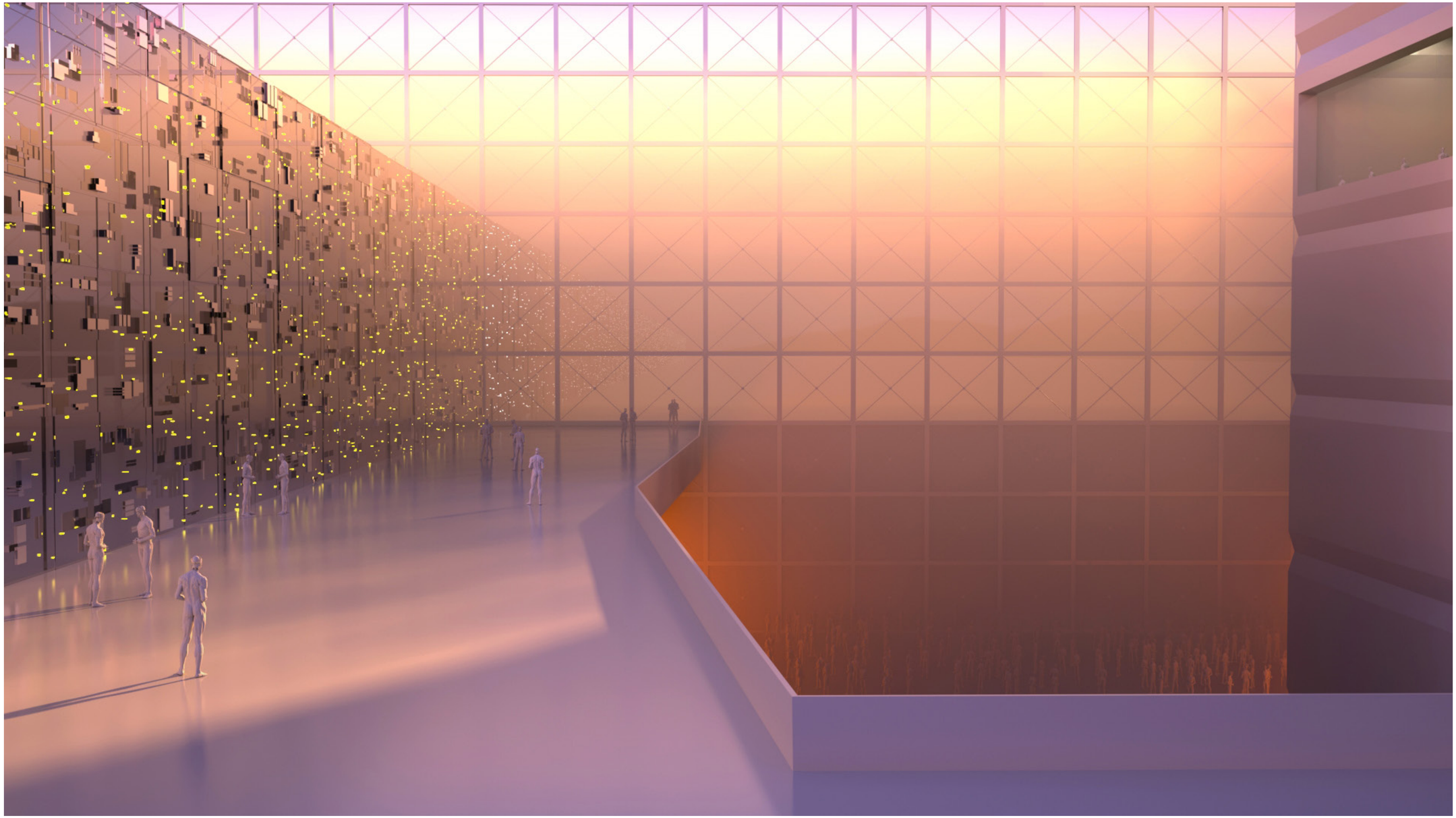
SCENE 02: *Welcome Checkpoint*



Render | 3ds Max + V-Ray

workJOY

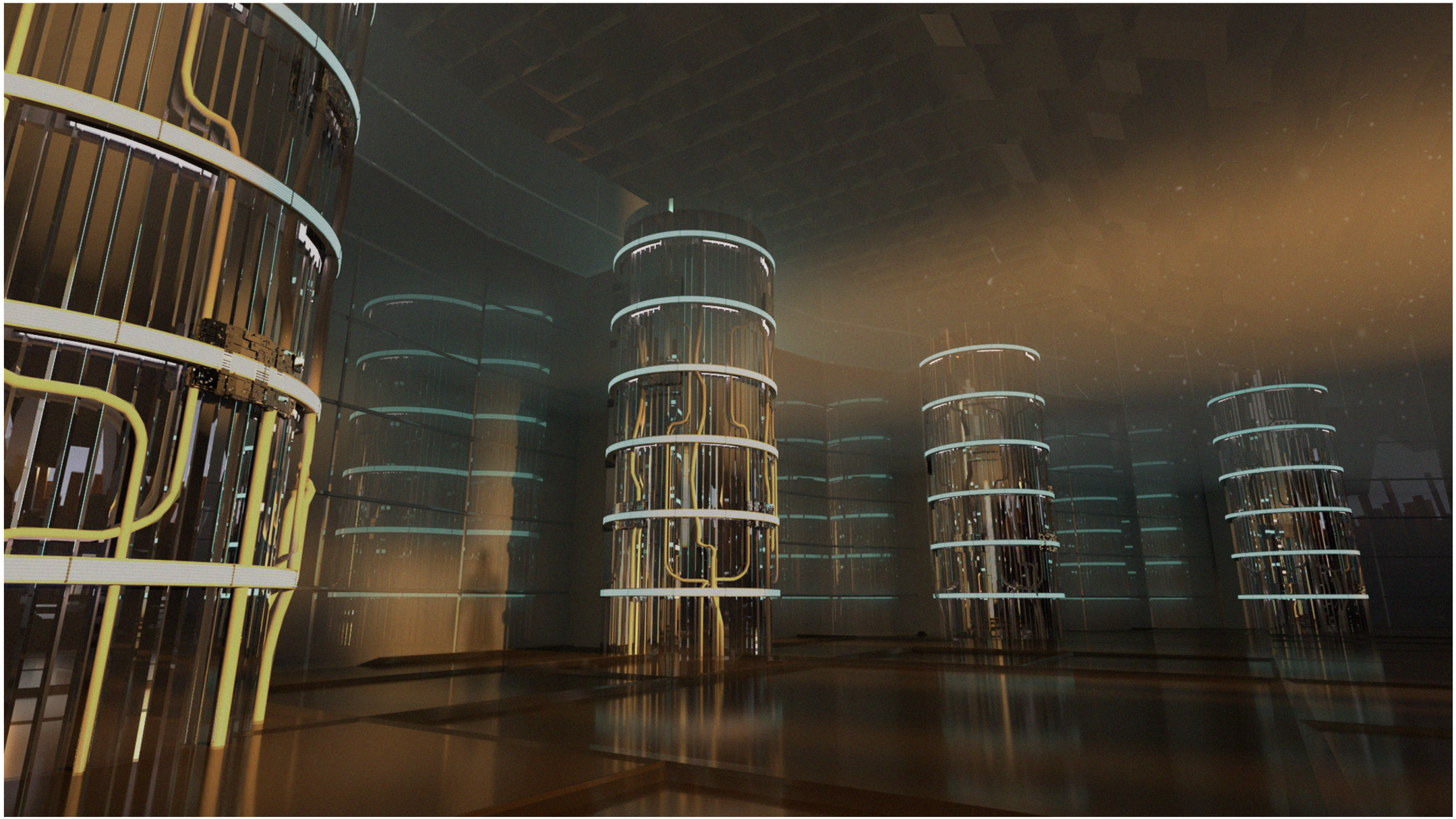
SCENE 03: *Transit Hub Refuge*



Render | 3ds Max + V-Ray

workJOY

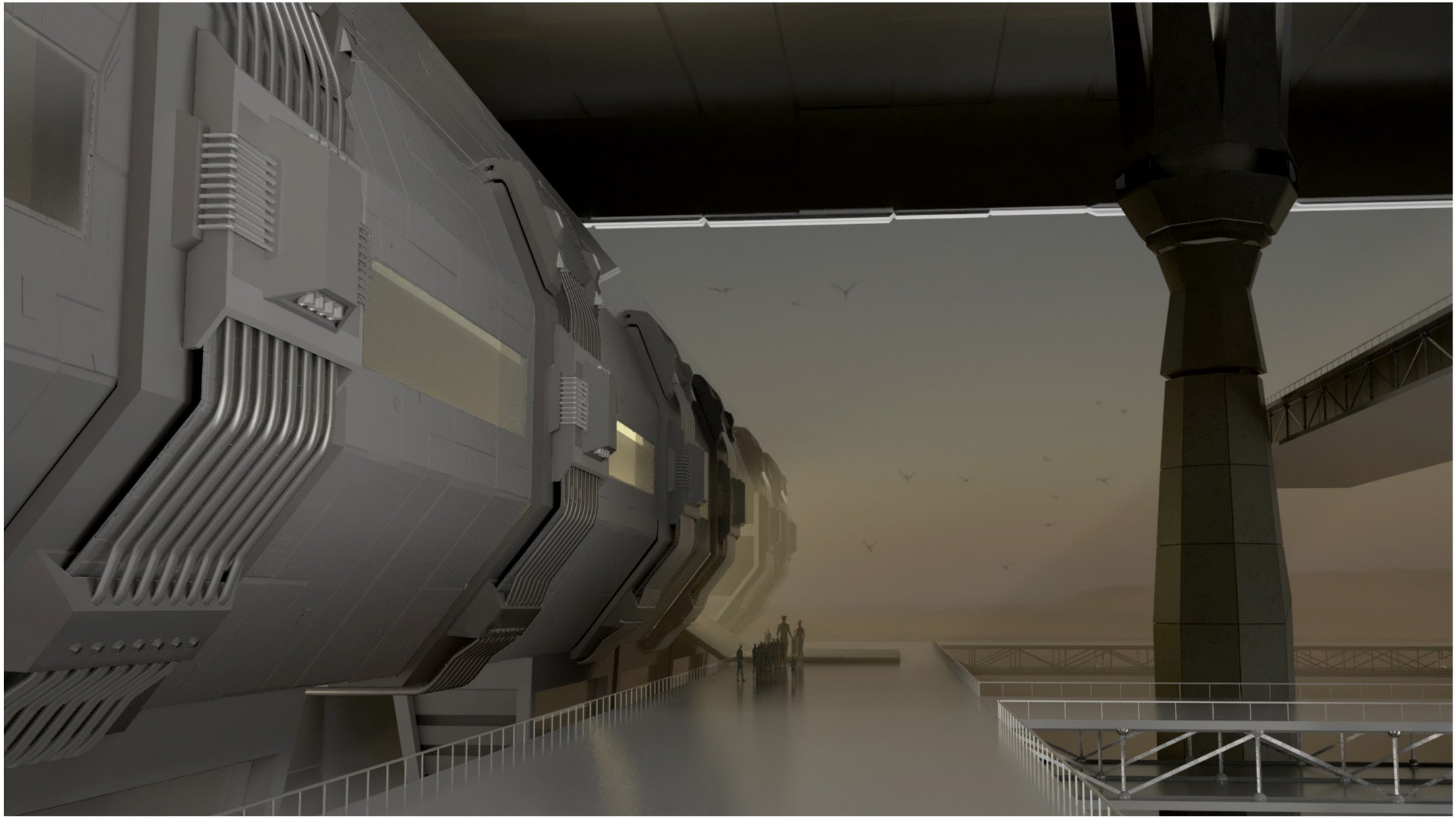
SCENE 04: *Beyond the South Gate*



Render | 3ds Max + V-Ray

workJOY

SCENE 05: *Departure*



Render | 3ds Max + V-Ray

workJOY

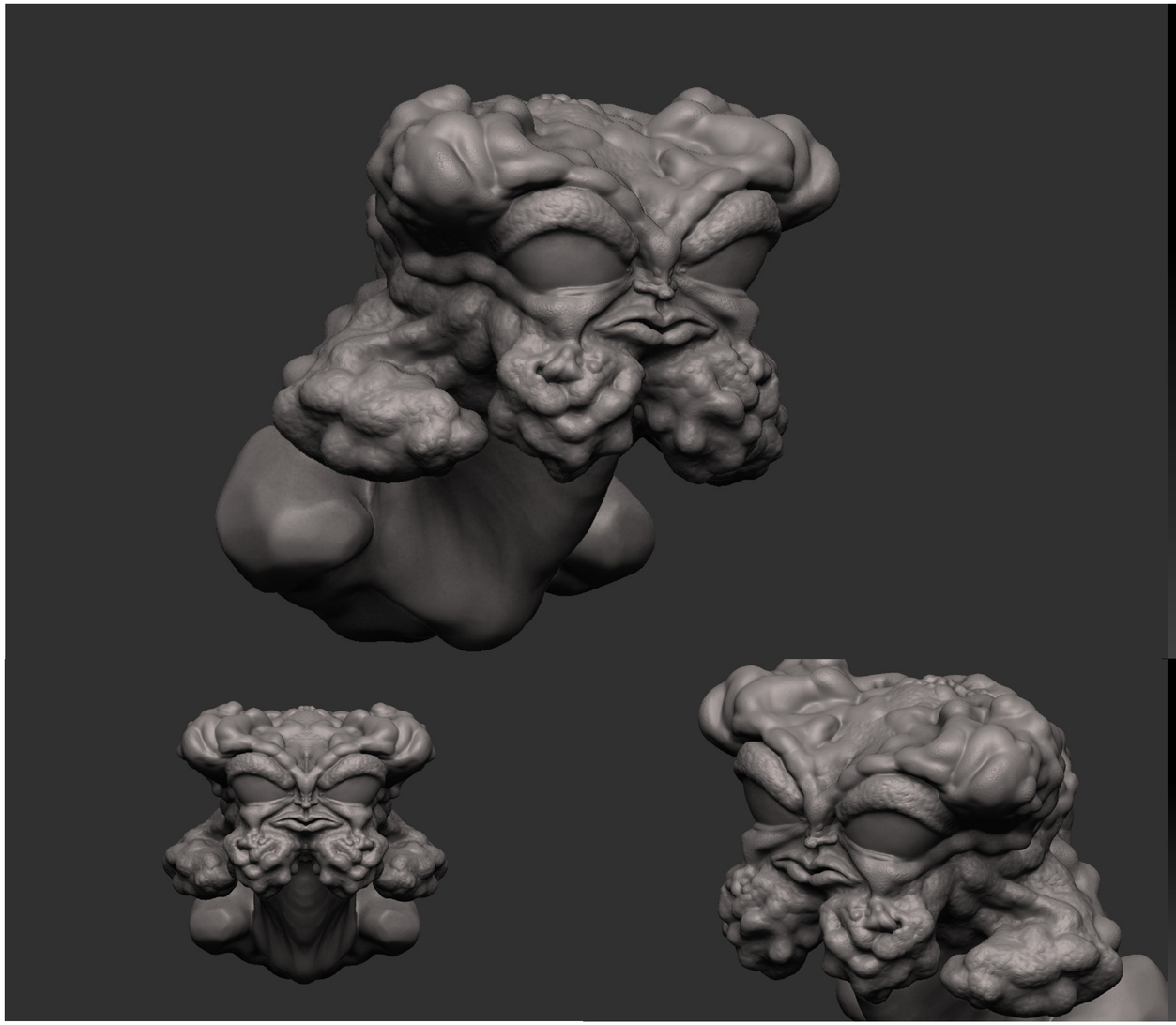
SCENE 06: *Illegal Modifications | The Neighbors Are Up To Something*



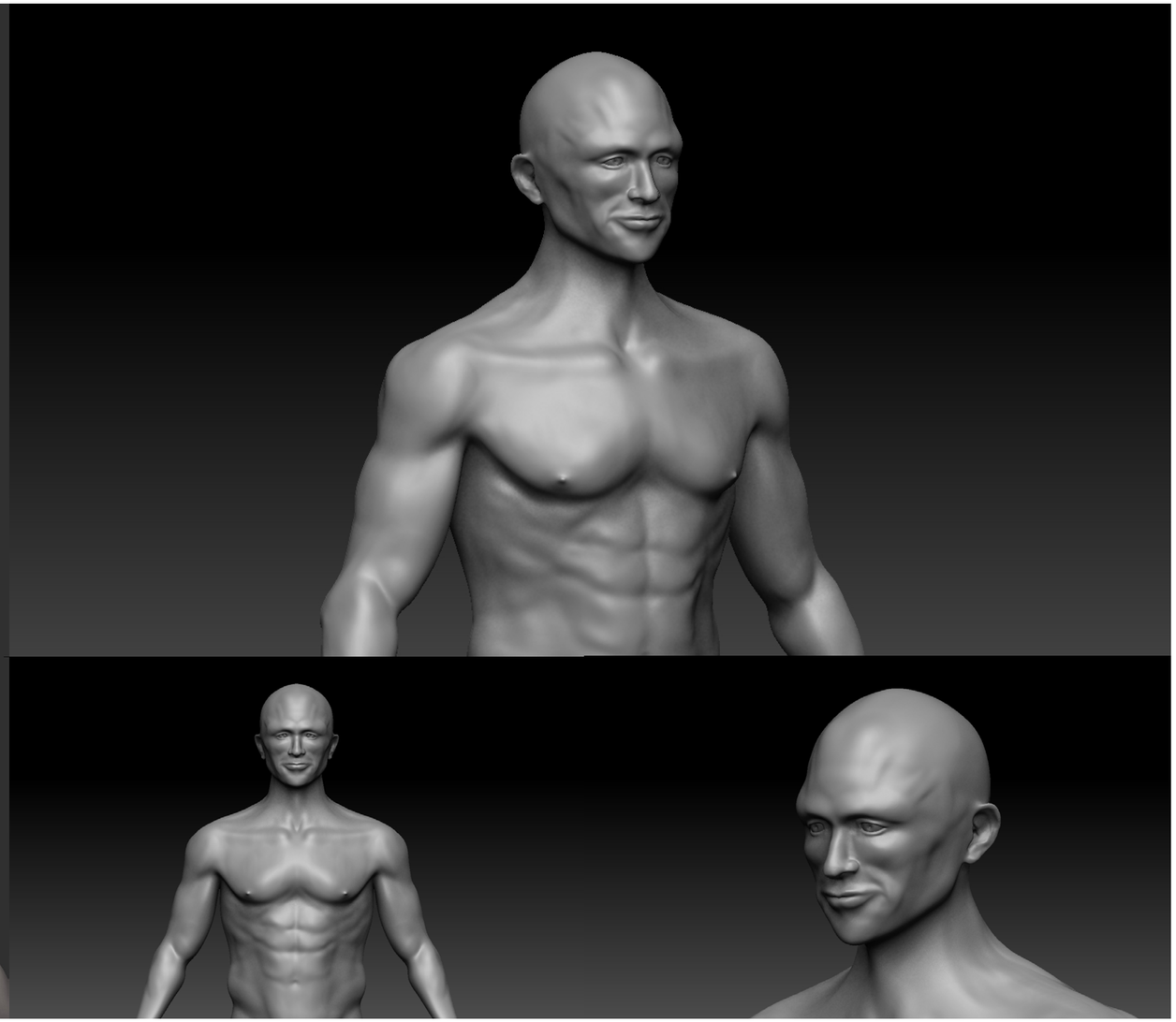
Render | 3ds Max + V-Ray

workJOY

CHARACTERS 01 + 02: *Anatomy Development*



ZBrush sculpt



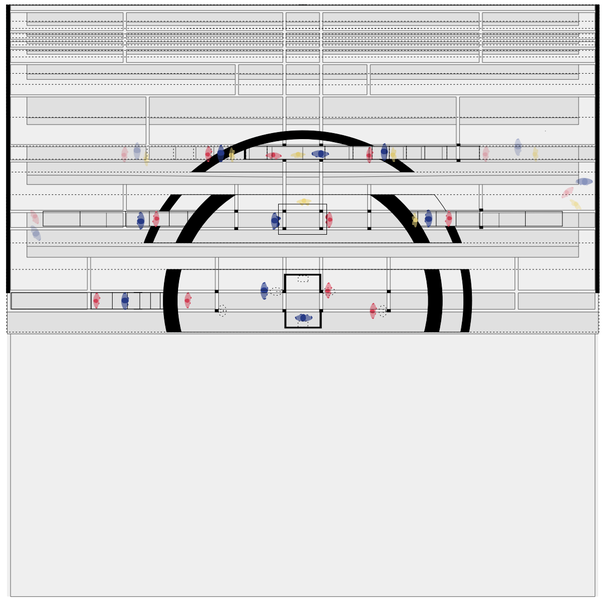
Base model in Maya - ZBrush sculpt - Maya re-topology

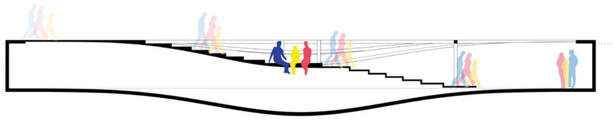
THE COOPER UNION

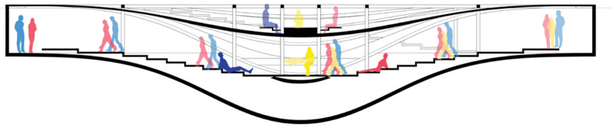
2ND YEAR | 1ST SEMESTER: *A HOUSE FOR A DIVORCED COUPLE*

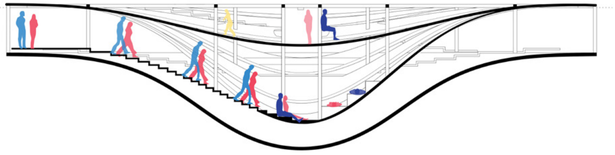
COLLABORATION WITH CONNOR HOLJES

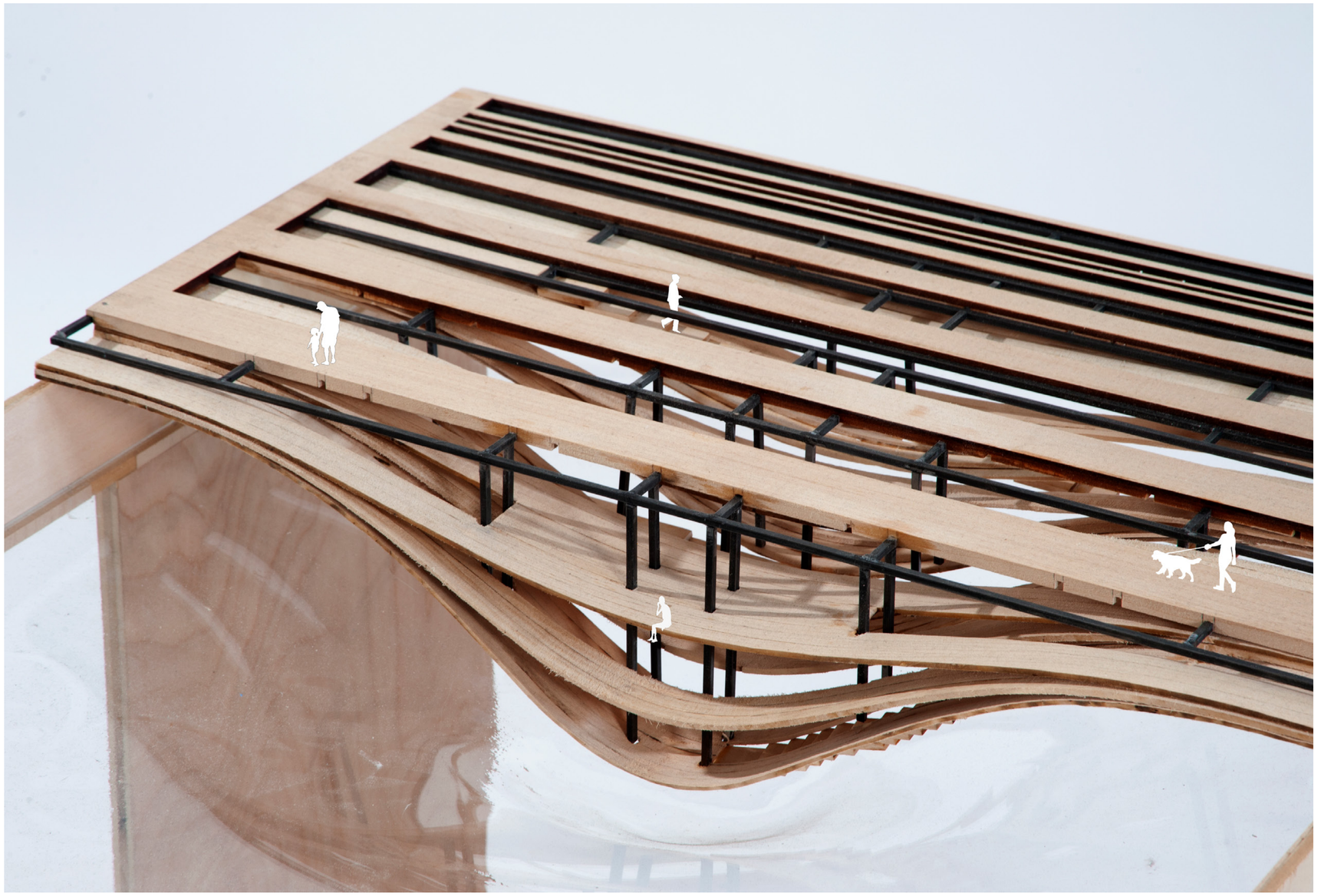
As a part of the predesign phase, we analyzed and drew inspiration from Claude Nicolas Ledoux's House of the Agricultural Guards of Maupertuis. The aim for this project was to design a 90ft. x 90ft. x 90ft house in which a divorced couple and their children could live together. The site is activated by the circulation between layers of domestic programmatic spaces as they undulate from the center to the periphery. The precession is concluded at the master bedroom where the couple split everything 50/50 and live together separately.









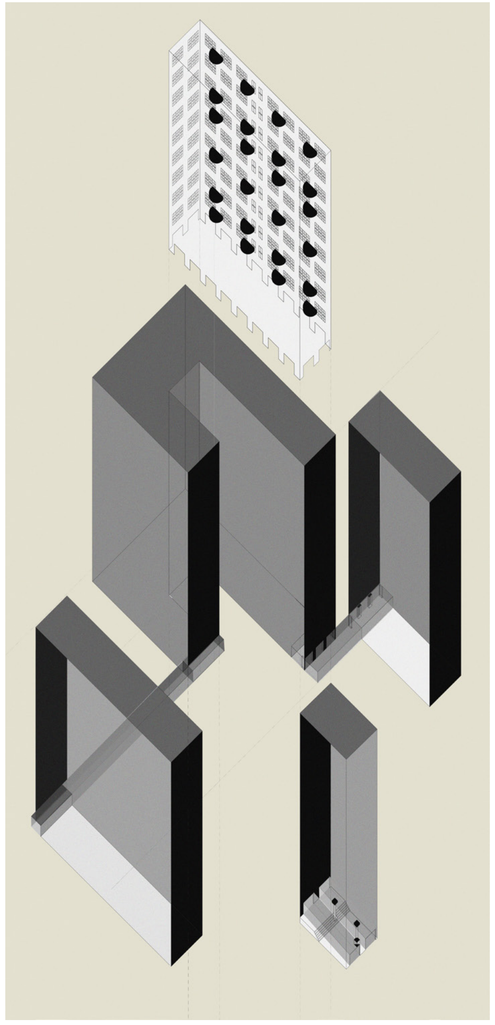


Model

THE COOPER UNION

2ND YEAR | 2ND SEMESTER: *A BUTTERFLY VIVARIUM IN THE WEST VILLAGE*

The aim for this project was to find a site in the West Village and design an urban zoo. I chose to design a Butterfly Vivarium in the atrium of the Westbeth Artists' Housing Complex. Enclosed passageways from the sidewalk connect to a ten-story, open atrium in the center of the building. The latent qualities of the site evoke feelings of compression and release, which influence the manipulation of formal interventions that both house butterflies and provide circulation throughout the site. The butterfly enclosures are wedged between the circulation elements, which appear to be crushed by the mass of the atrium. By circulating throughout these walkways, visitors are able to view the butterflies from above, below, and at eye-level.

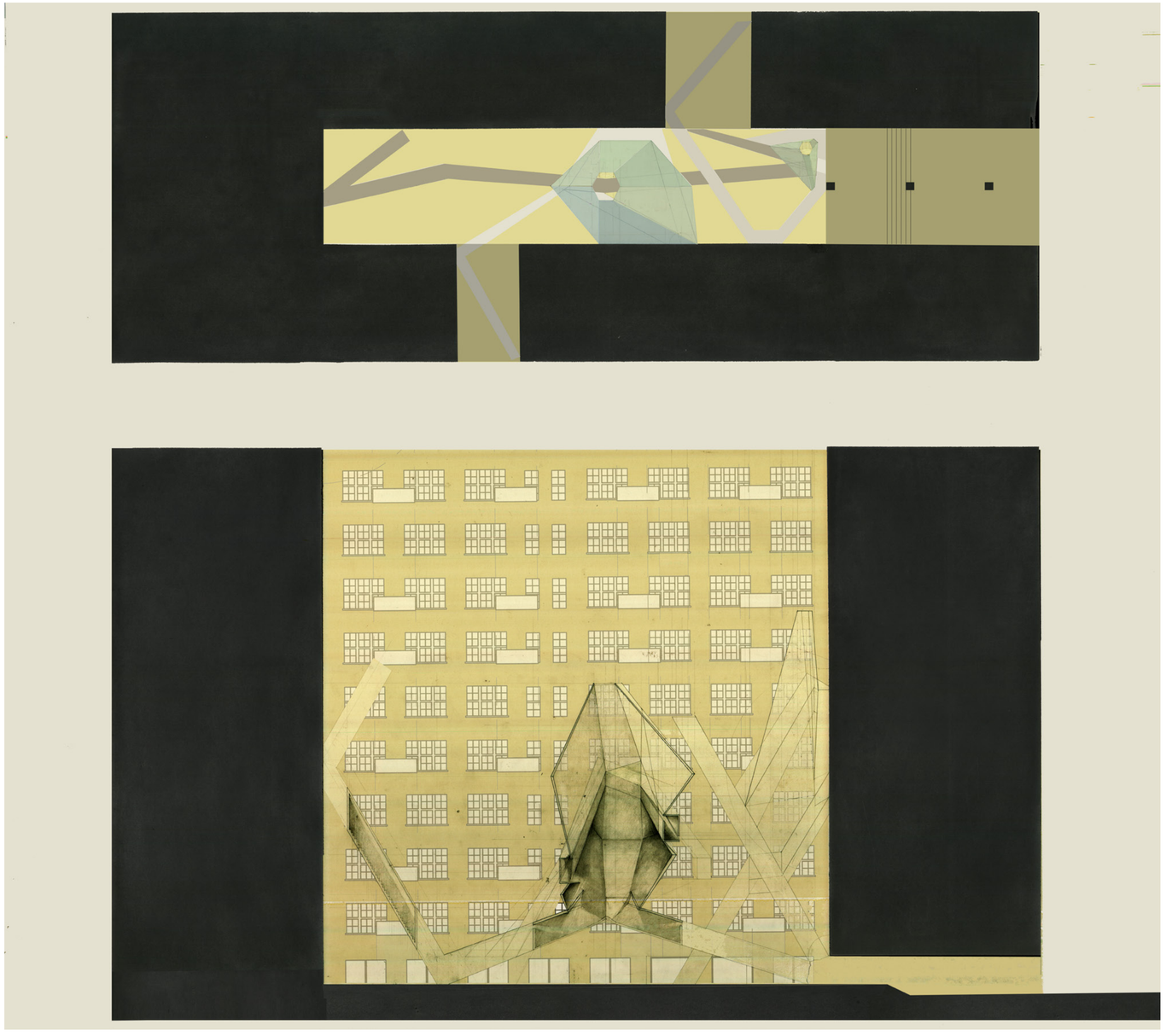




Star Wars: A New Hope



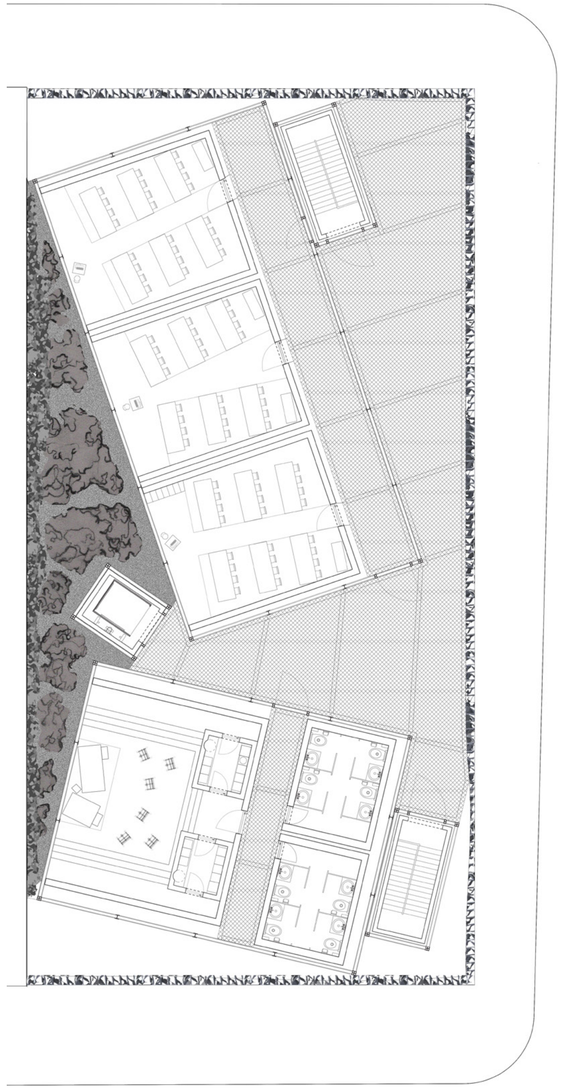
Model

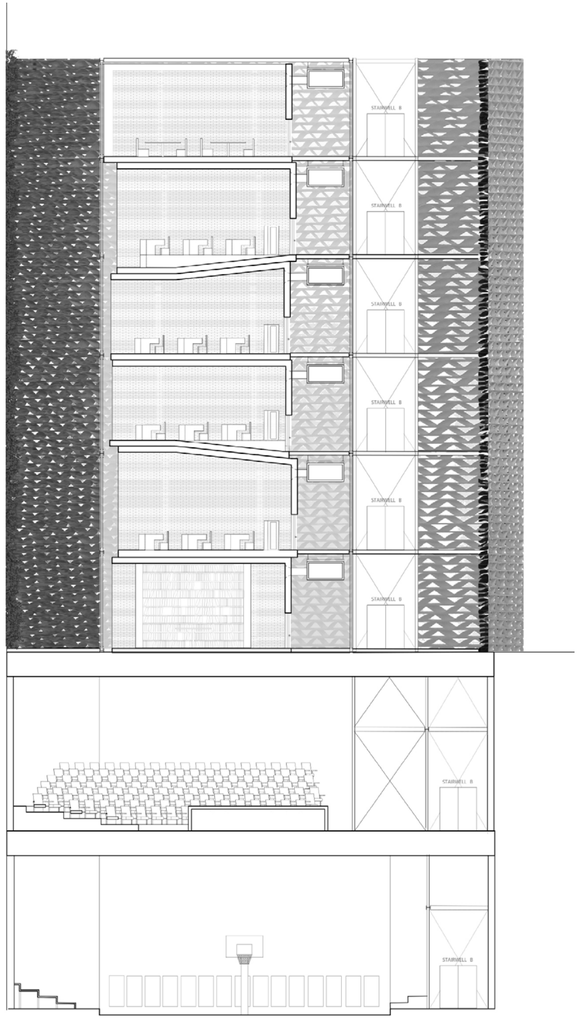


THE COOPER UNION

3RD YEAR | 2ND SEMESTER: *A HIGH SCHOOL IN THE FINANCIAL DISTRICT*

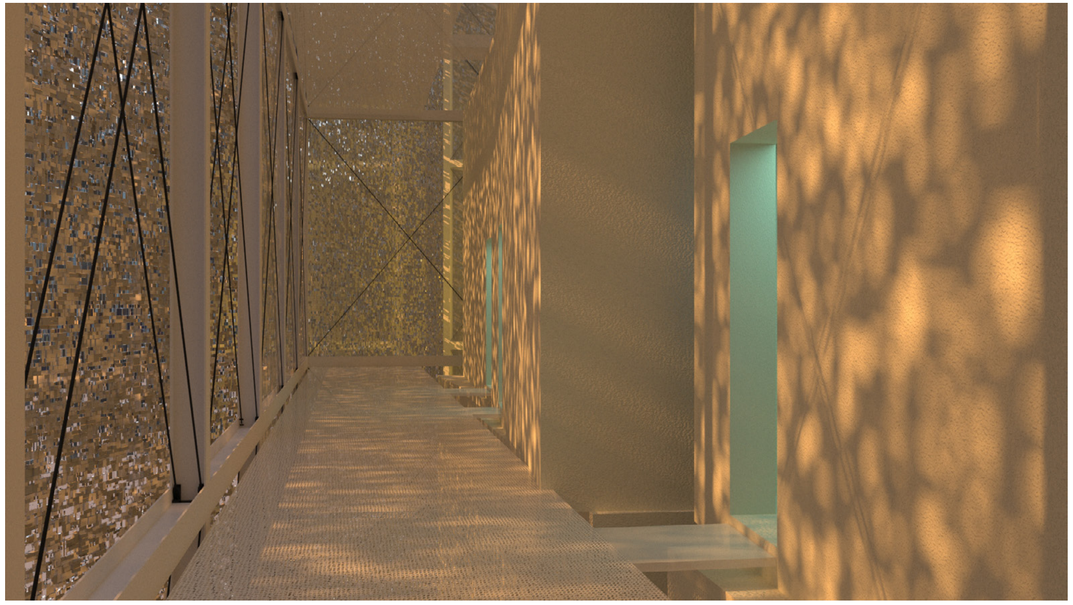
The aim of this project was to design a high school in the Financial District of Manhattan. A perforated skin wraps two rectilinear volumes and creates an exterior atrium in the center of the building. Within these volumes are a series of stacked classroom units that face an exterior moss wall. A high school, as an educational institution, is independent from the place that it exists in. The institution's rules and conventions govern the way that its students use its spaces. The building's reclusion from society is celebrated by the compartmentalization of its interiors.







Model



Render | 3ds Max + V-Ray

THE COOPER UNION

4TH YEAR | 1ST SEMESTER: *HOUSING ALONG THE CROSS-BRONX EXPRESSWAY*

The aim of this project was to analyze the Cross-Bronx Expressway and design an urban intervention to coexist with the indigenous fabric of the Bronx. The Cross-Bronx Expressway is a scar on the city; this project offers an alternative way of considering housing and public infrastructure in spaces of economic, social, and political dilapidation. By reconstituting the original grid of the city, interventions could reposition themselves in a larger figure within the urban fabric.

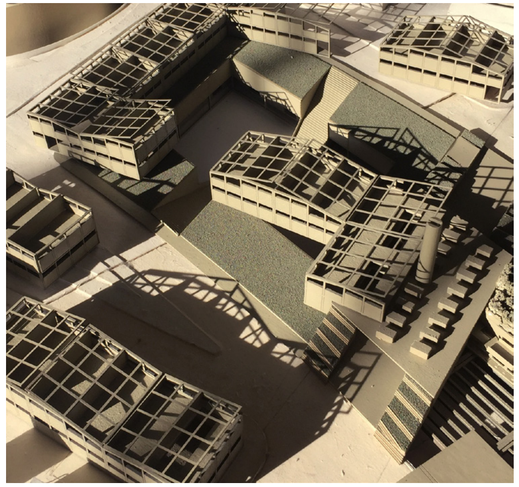




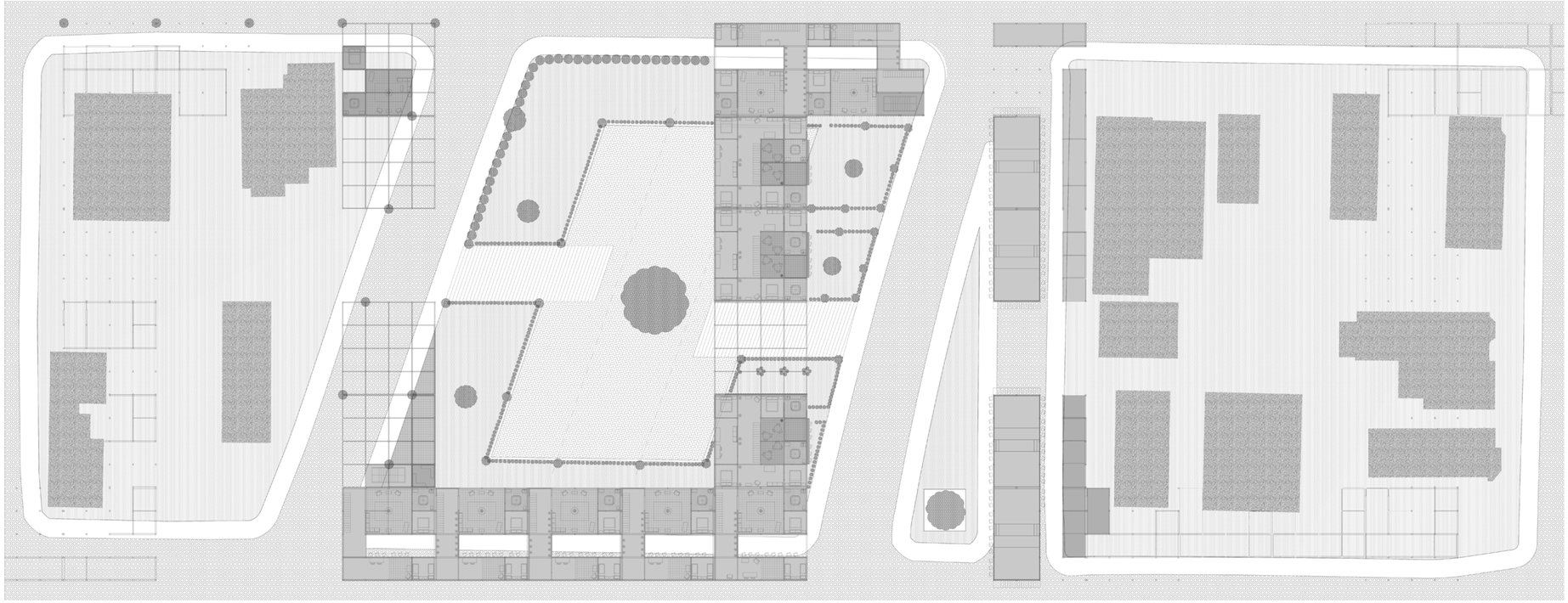
Render | 3ds Max + V-Ray



Render | 3ds Max + V-Ray



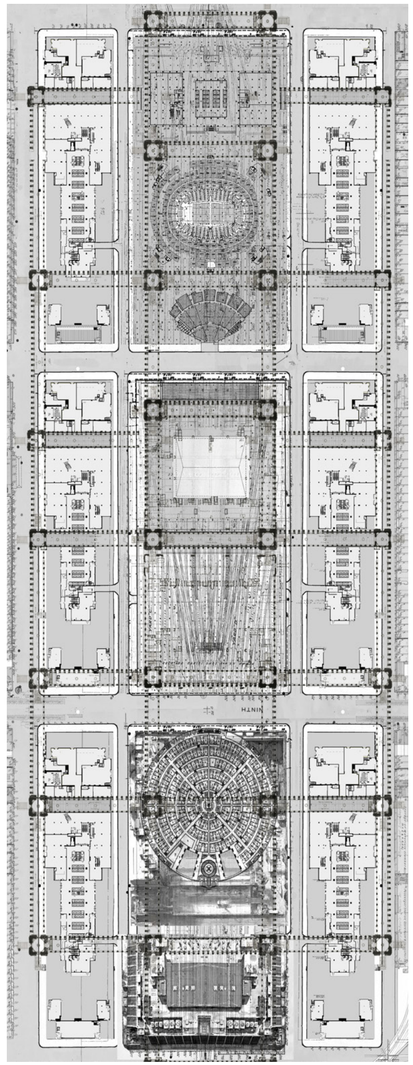
Model



THE COOPER UNION

4TH YEAR | 2ND SEMESTER: *A CIVIC CAESURA ON 8TH AVENUE*

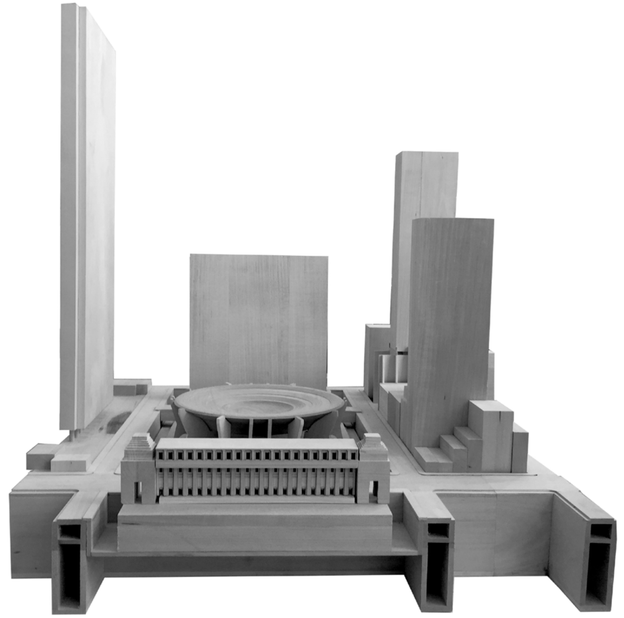
The aim of this project was to create a public precinct on 8th Avenue by dispersing the programs of Madison Square Garden into the surrounding fabric. Between the James A. Farley Post Office and Madison Square Garden exists a space devoid of public interface. By re-aggregating programs around the site and connecting them with a continuous precession, a once unappealing space can become a public precinct.

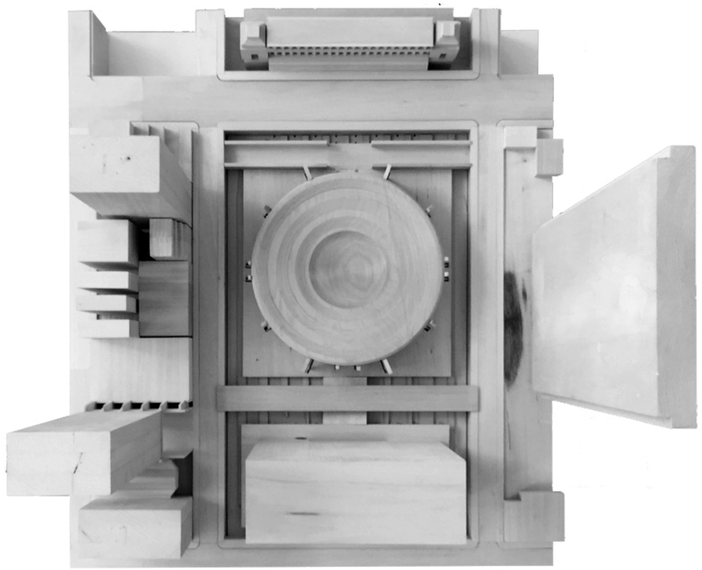




Render | Photoshop







Model

officeJOY

KARLA OTTO | MALIN + GOETZ: *EUCALYPTUS BODEGA*

CONCEPTUAL DESIGNER | VISUALIZATION LEAD

COLLABORATION WITH KELSEY LEE



Render | 3ds Max + V-Ray

STUDIO JOSEPH

DESIGN TRIENNIAL: NATURE | COOPER HEWITT SMITHSONIAN DESIGN MUSEUM | SUMMER 2019

ARCHITECTURAL DESIGNER (3 MEMBER TEAM)

The Cooper Hewitt Smithsonian Design Museum Triennial, titled *Nature*, featured over 300 objects from over 62 international design teams. *Nature* addresses the ways designers are exploring sustainable production methods, identifying new ways for protecting future generations, and deepening the understanding of, and relationship with, nature. Areas of innovation include synthetic biology, data visualization, urban agriculture, and alternative materials research.



Render | 3ds Max + V-Ray



Render | 3ds Max + V-Ray



Exhibition Photograph



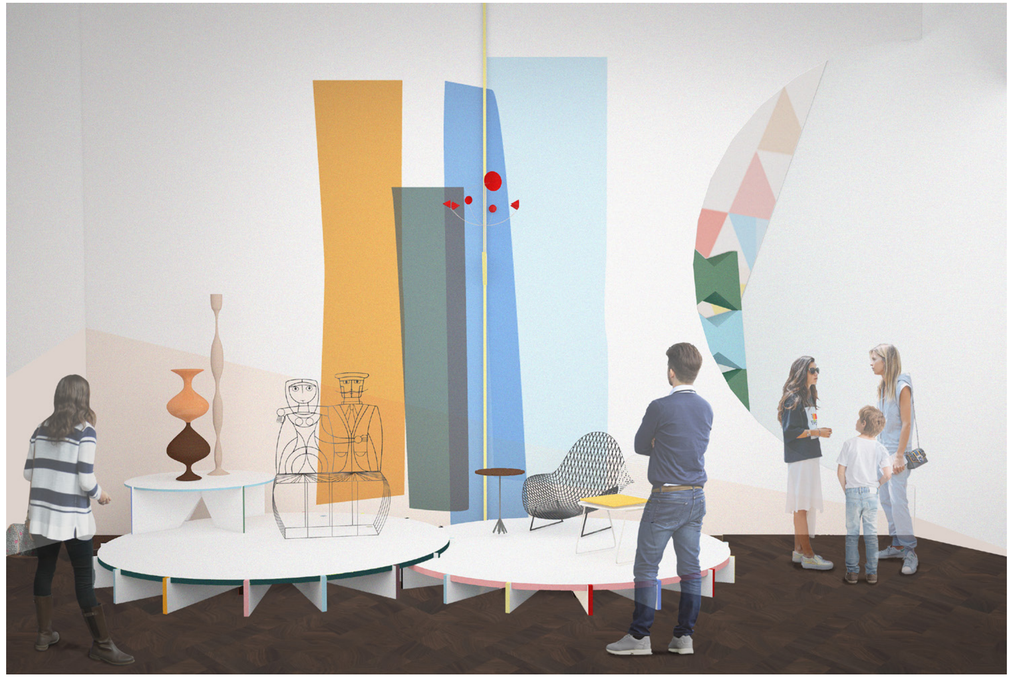
Exhibition Photograph

STUDIO JOSEPH

SERIOUS PLAY: DESIGN IN MID-CENTURY AMERICA | DENVER ART MUSEUM | SUMMER 2019

PROJECT LEAD

Serious Play: Design in Mid-century America was an exhibition at the Denver Art museum that featured over 200 works centered around the American home, child's play, and corporate approaches to design from the 50's and 60's. I was project lead for this exhibition where I developed and managed the design from the original concept sketches to the final execution of the project.



Render | 3ds Max + V-Ray



Render | 3ds Max + V-Ray



Exhibition Photograph



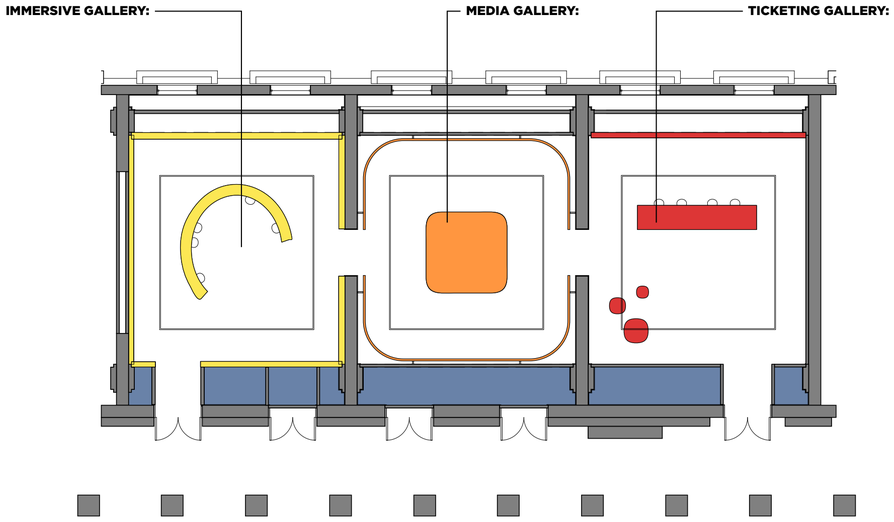
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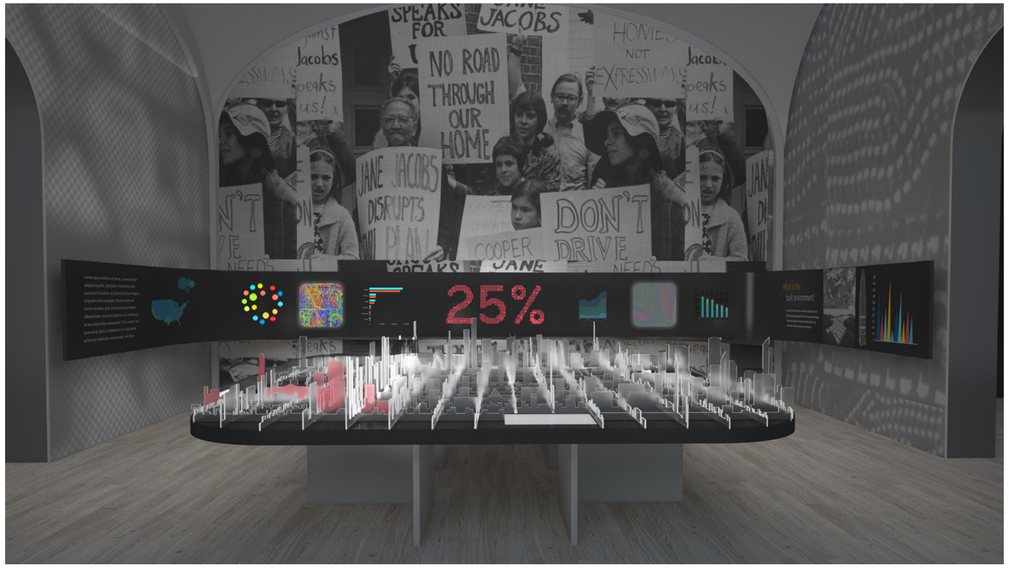
STUDIO JOSEPH

ORIENTATION GALLERIES | NATIONAL BUILDING MUSEUM | SPRING 2020

CONCEPTUAL DESIGNER

As a part of the re-branding of the National Building Museum in Washington D.C., Studio Joseph was tasked with designing three permanent orientation galleries addressing the complexities of the built environment. I was the conceptual designer for this project and I helped develop the user experience, content, and atmosphere for both the Immersive and Media Galleries.





Render | 3ds Max + V-Ray



Render | 3ds Max + V-Ray



Render | 3ds Max + V-Ray