Architecture and Research

Alexander Morris

- Collected Works -

CUT TO CONNECT *Winery and Site Interventions at the Karma Group's Borgo de Colleoli*

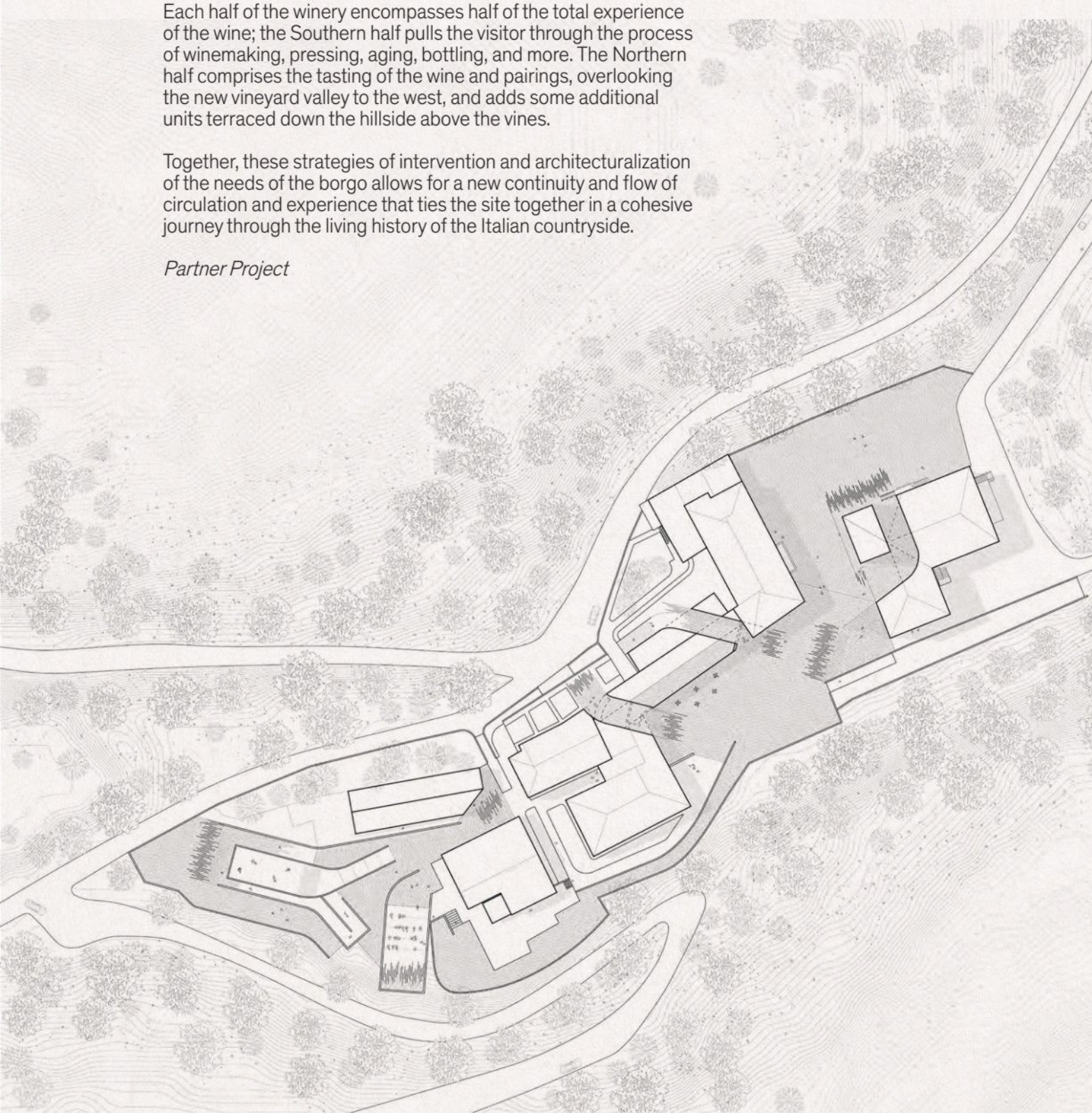
The brief - stitch together the interstitial commons to create new connection points and pathways through the existing hotel, adding a winery on the property in order to expand the business and programming opportunities present at the borgo (small Italian village) for guests and visitors to experience.

Our proposition - cut portions of the existing buildings to create new passageways, views, and common spaces within the village of the hotel, and figuratively flip their collective massing over into a new winery on the entry side of the property, maximizing the space by setting the building atop it and splitting it over the road where the halves are bridged above as a form of billboard for the borgo, as well as engaging and activating once again the historic church that has been separated from the rest of the village.

Each half of the winery encompasses half of the total experience of the wine; the Southern half pulls the visitor through the process of winemaking, pressing, aging, bottling, and more. The Northern half comprises the tasting of the wine and pairings, overlooking the new vineyard valley to the west, and adds some additional units terraced down the hillside above the vines.

Together, these strategies of intervention and architecturalization of the needs of the borgo allows for a new continuity and flow of circulation and experience that ties the site together in a cohesive journey through the living history of the Italian countryside.

Partner Project



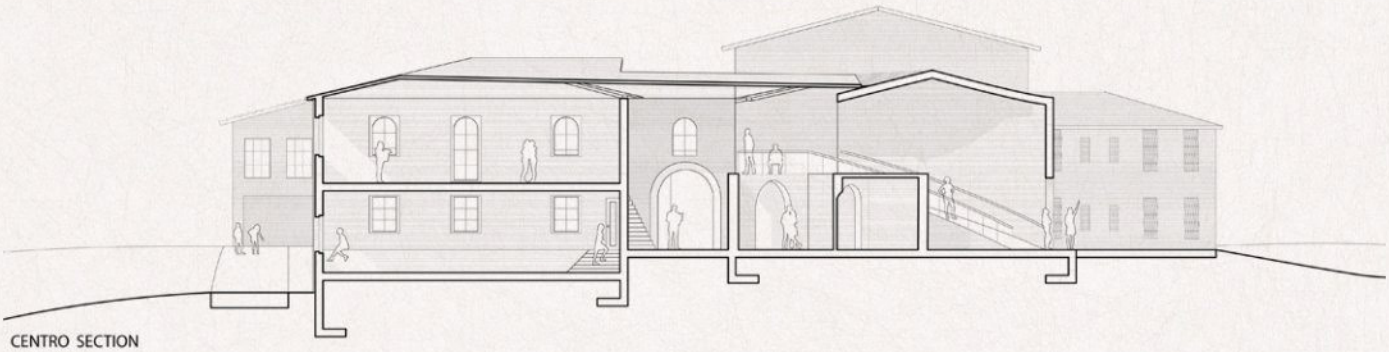

Before
Operation



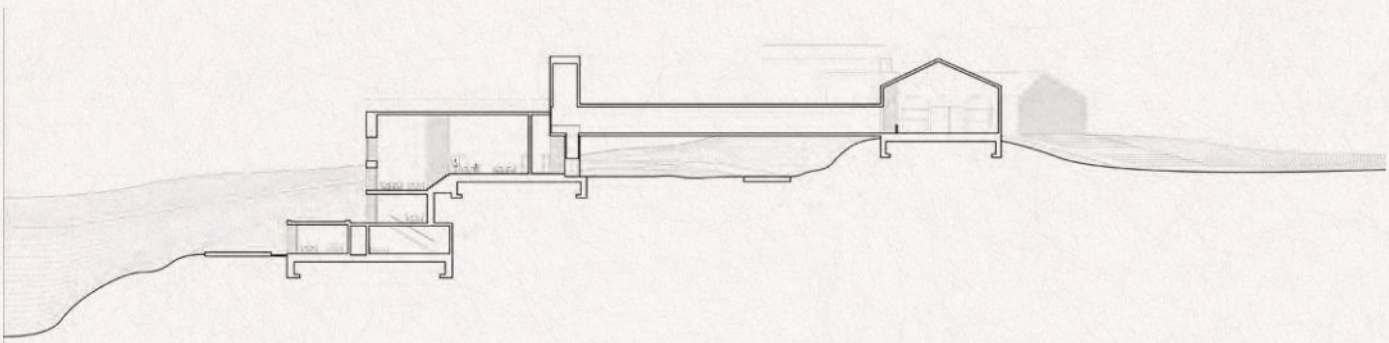








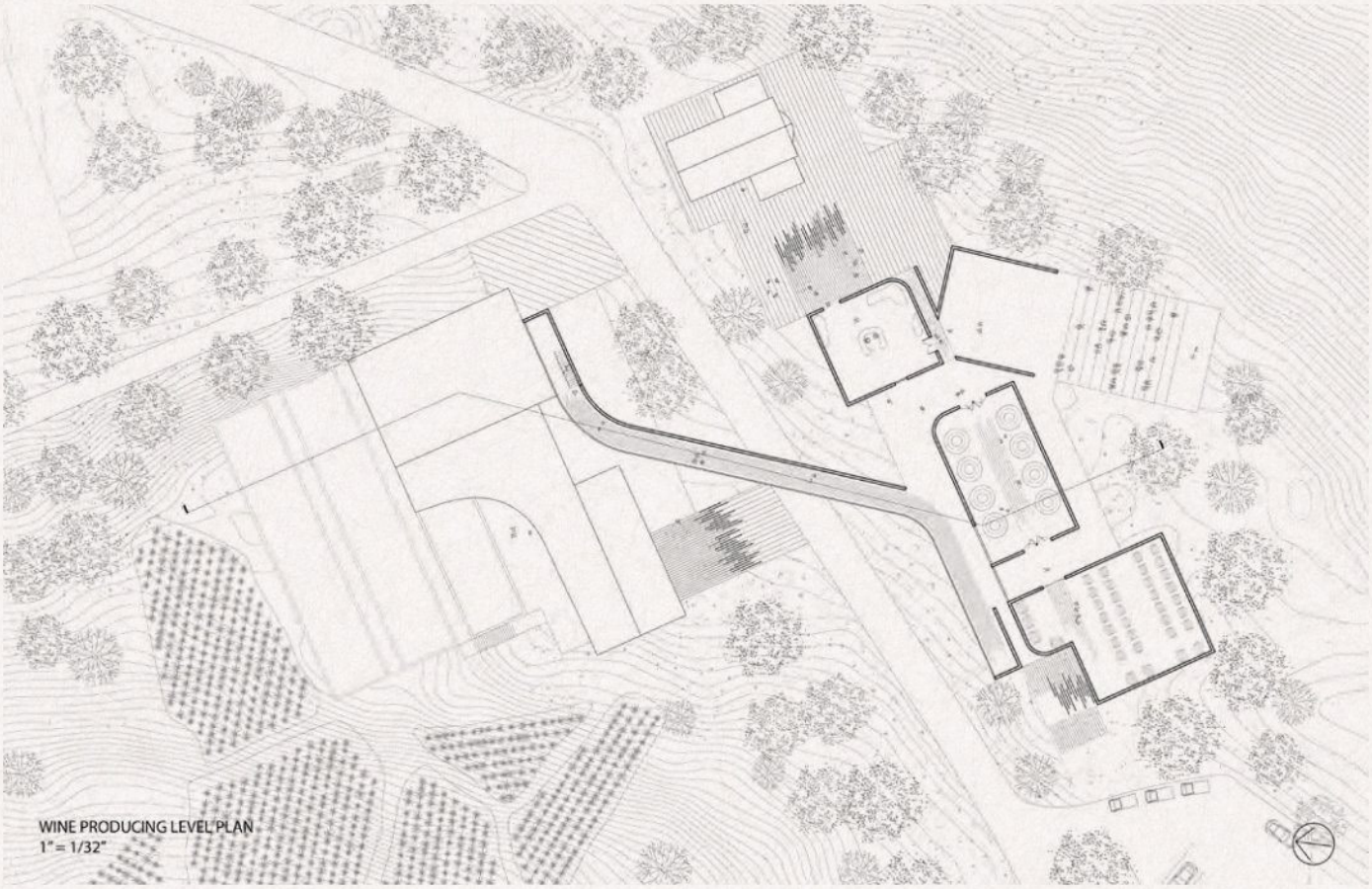
CENTRO SECTION
1" = 1/32"



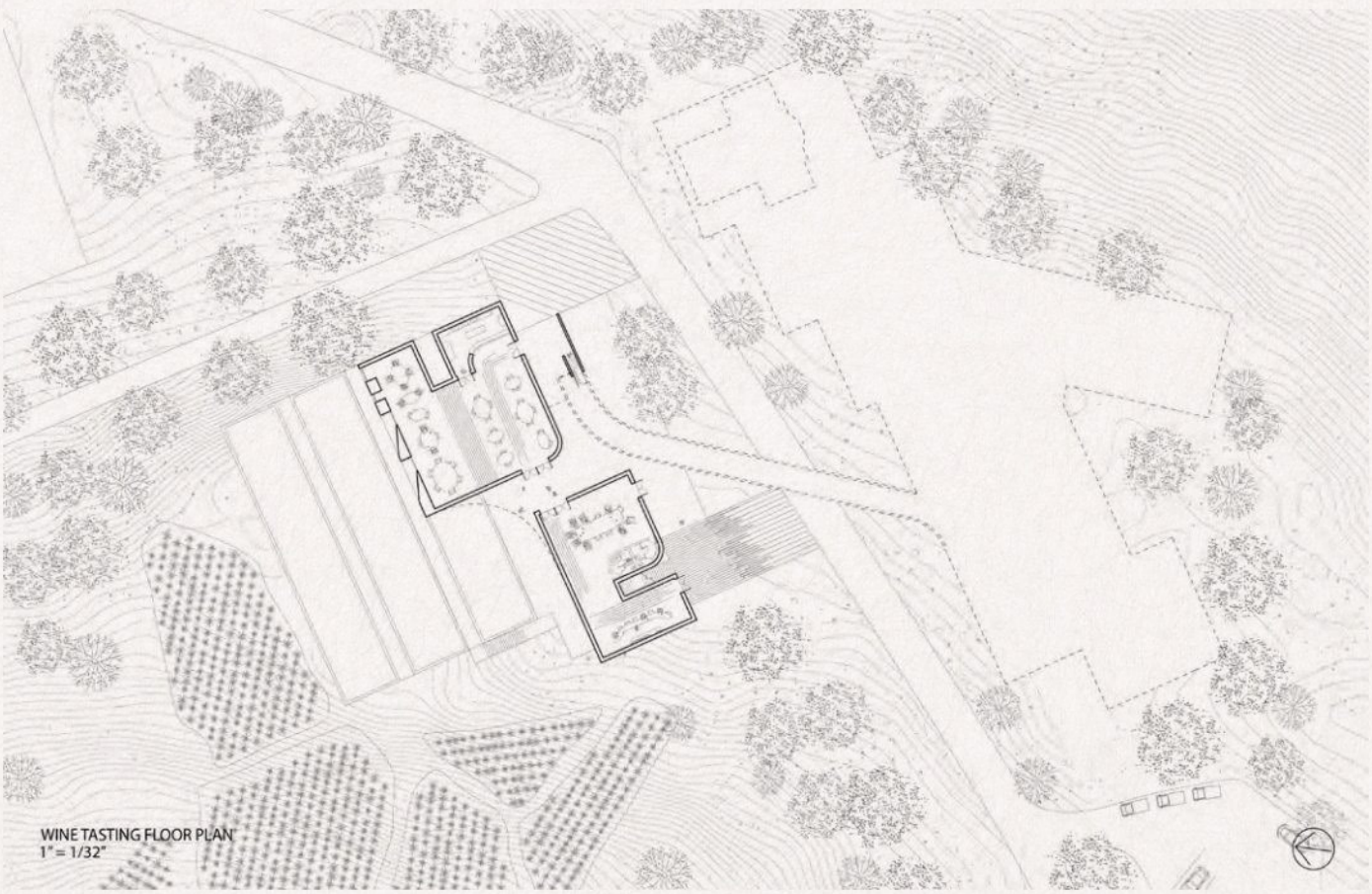
WINERY SECTION
1" = 1/32"



TUNNEL SECTION
1" = 1/32"



WINE PRODUCING LEVEL PLAN
1" = 1/32"

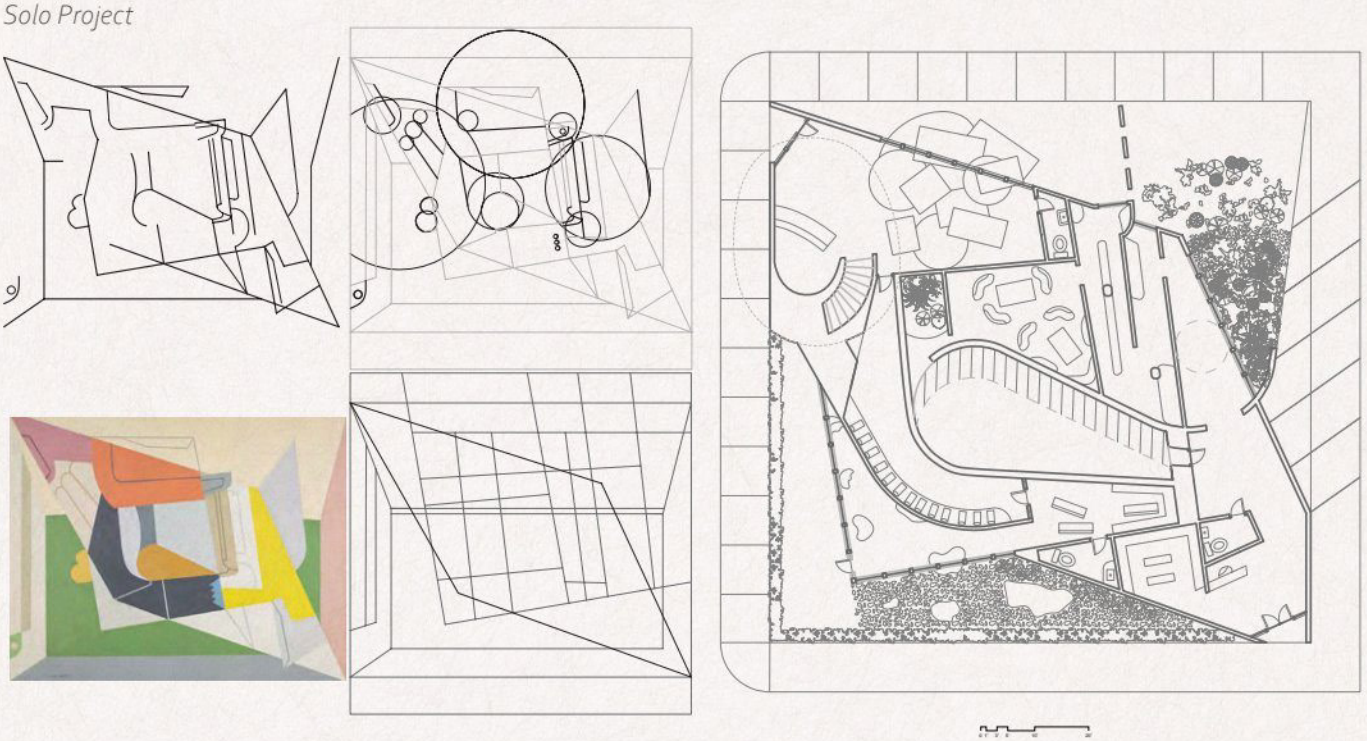


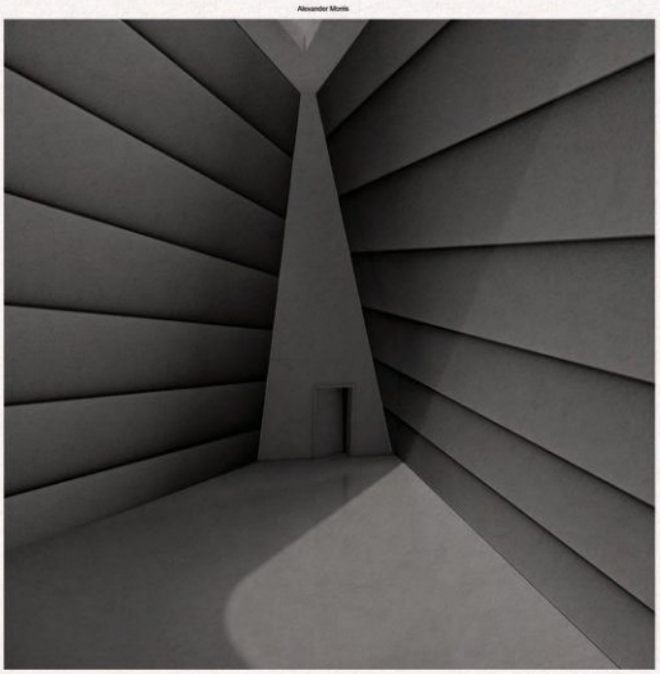
WINE TASTING FLOOR PLAN
1" = 1/32"


THOUGHTHOUSE

THOUGHTHOUSE was envisioned as a hybrid space in the round existing at the intersection between sharp and curved, a way of idealizing seclusion as both a shared and intimate practice necessary in the human life regardless of age. Meditation and Reflection take center stage at this plan for a mixed-use house of worship and childcare center through lighting and sectional shifting of occupant attention and direction of the eye and body, modulating surface treatment and reflectivity in material to guide the sonic and visual experience. Interior and semi exterior spaces guide reflective views and draw the gaze to the outside in subtle delineations of boundary and circulatory procession. Apertures in the crowning pyramidal conics of the building form bring about climactic activation and climatic interaction, forming the apex of experience within. Gardens throughout give place to rest, contemplation, and play.

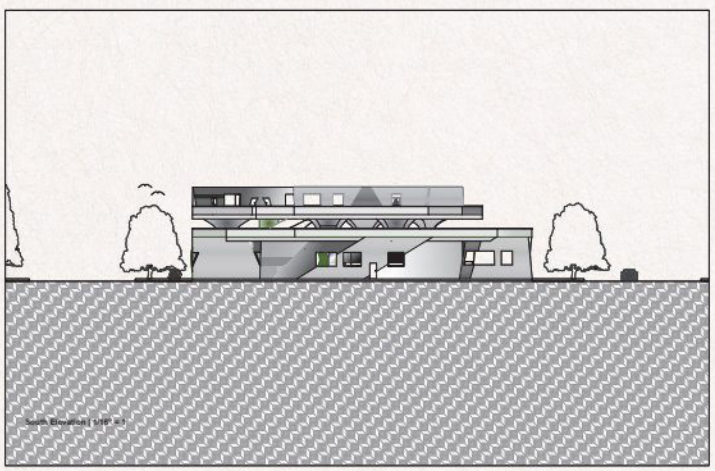
Solo Project



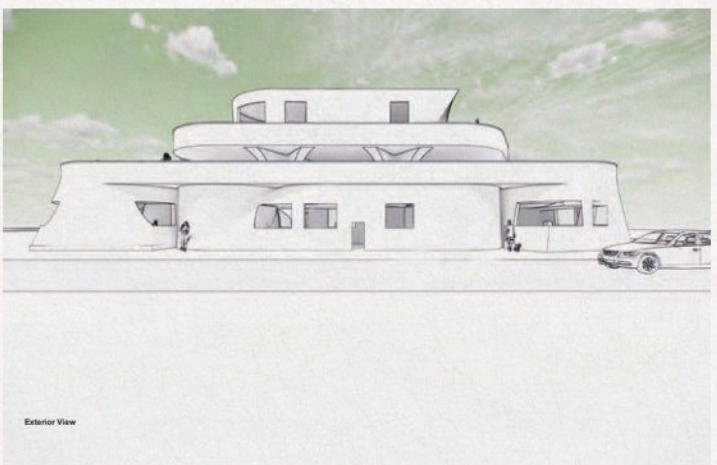




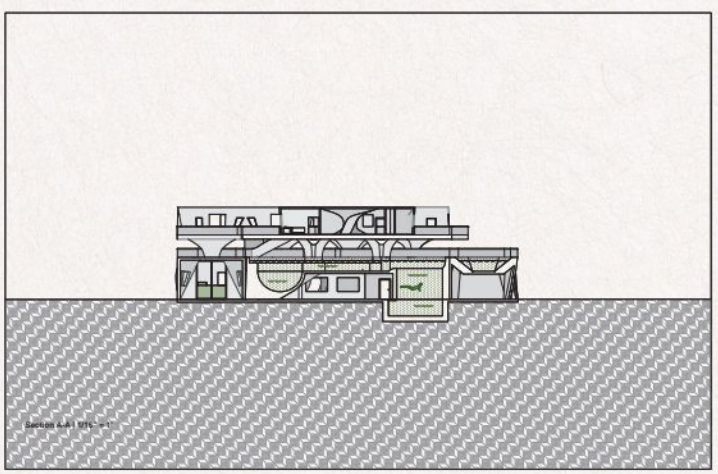
Waterloop



South Elevation | 1/16" =1'



Exterior View



Section A-A | 1/16" =1'



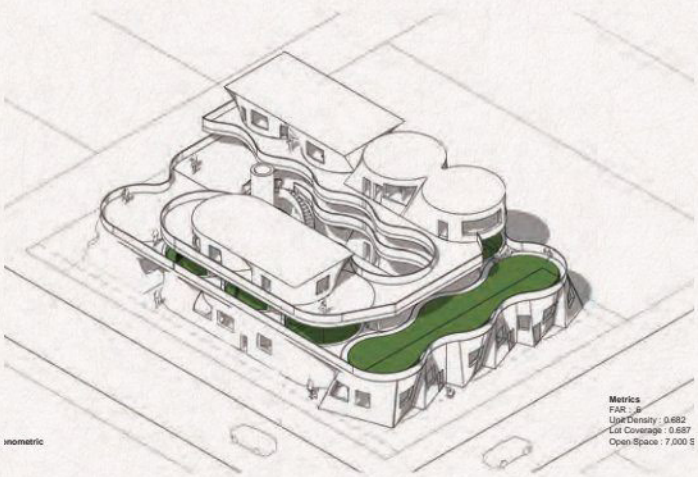
Axonometric

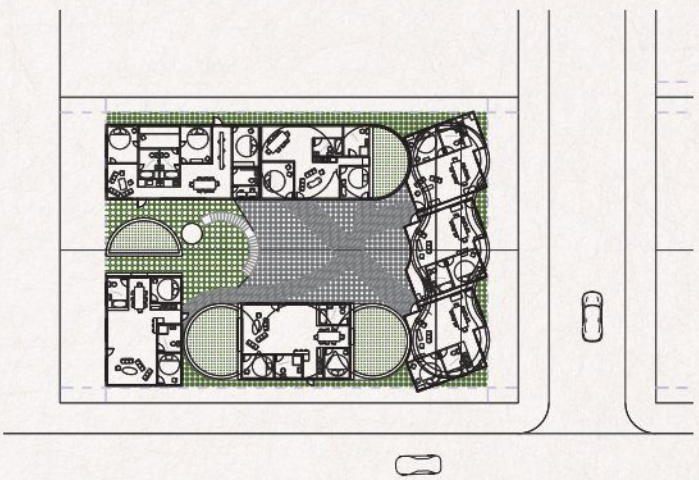
Metrics
FAR : .6
Unit Density : 0.682
Lot Coverage : 0.687
Open Space : 7,000 SF

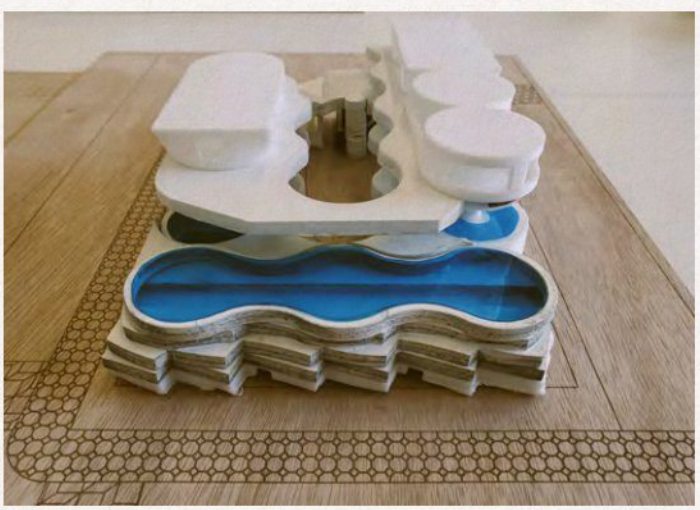
Waterl∞p

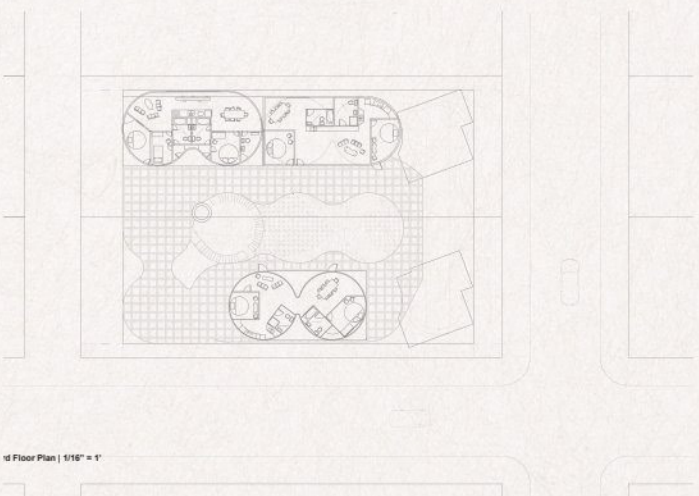
The Waterl∞p project is a meditation and exploration in the densification of urban housing and community specifically through the use and location of activity and recreation infused into the project design. Waterl∞p presents this exploration in the context of the water and community aquaphilia, so to speak, particularly the community pool, relating units of housing with units of water and using strategies of diversification of form and purpose in aquatic and dry environments. Waterl∞p presents several community pools that are accessible to the local public, located largely around the perimeter of the project, encasing above the units on the ground floor accessible on the middle Deck and lower level, which allow for multiple types of swimming and aquatic recreation while providing some of the formological language of boating, being on the water. Meanwhile, the top deck and back side of the ground floor courtyard remain limited to residents. The housing typology the project was developed through was largely the bungalow court, which enables a sense of myth of distinction and in occupation yet encourages community through the prioritization of public spaces. Pushing this typology through the processes of establishing non-parallel and transversal sightlines and variegating shading conditions of different sides of the project informed the logics and tactics that inspired the lofted formal transitions between rectilinear and curvilinear forms in order to generate the sweeping pathways and localized and numerous gathering and swimming spaces.

Solo Project



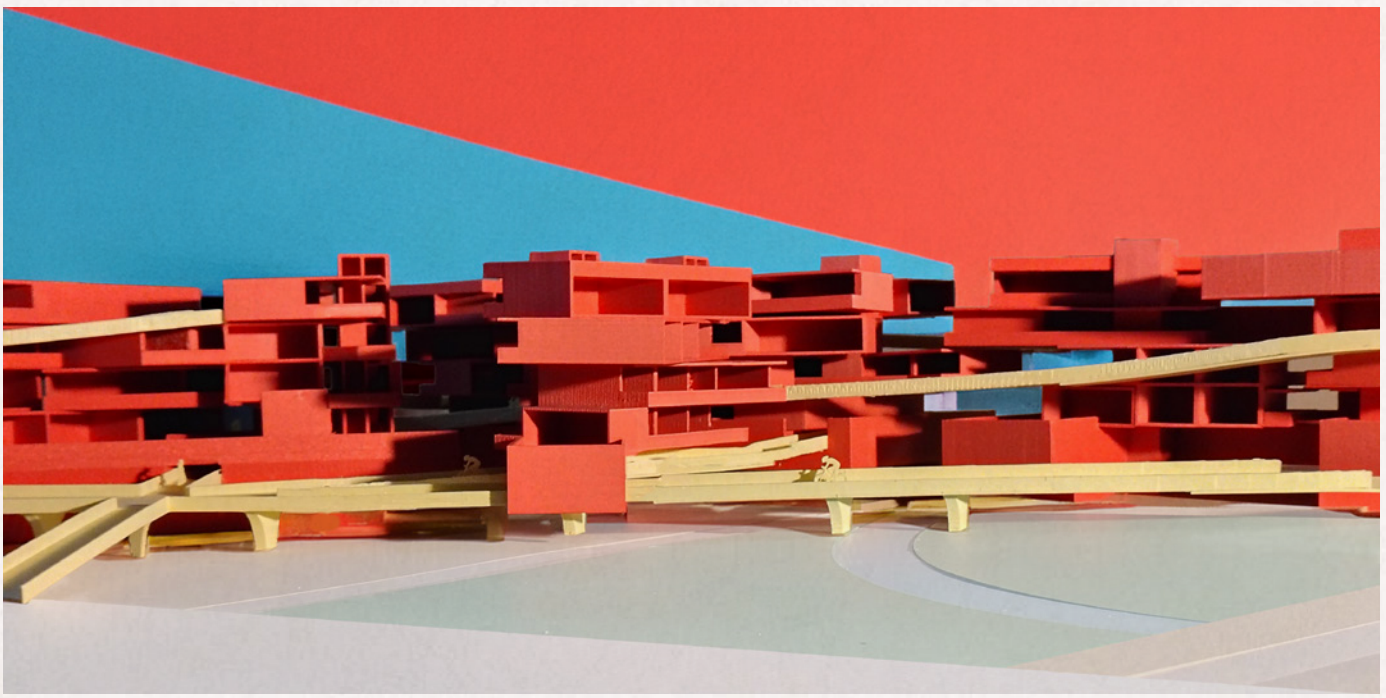




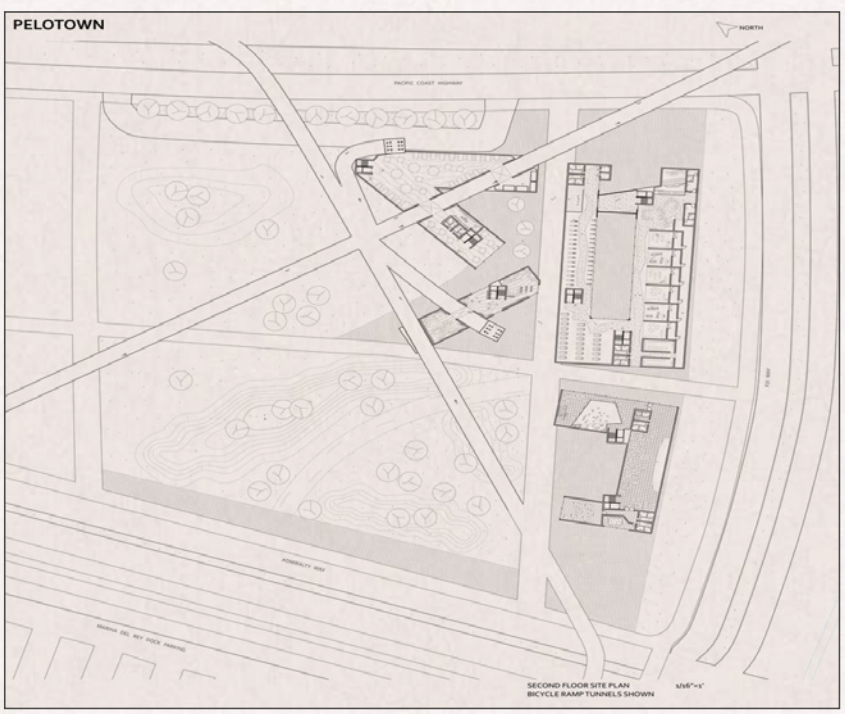


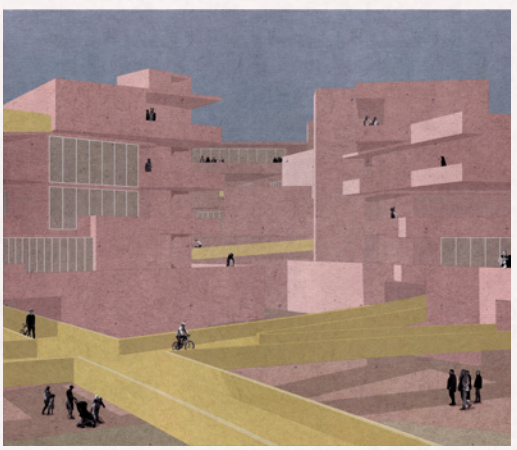
Pelotown *Marina Marketplace Adaptive Retrofit & Velodrome Housing*

Located at Maxella and Glencoe Avenue in Marina del Rey, this adaptive urban retrofit transforms a car-centric strip mall into high-density aggregated housing woven with active mobility infrastructure. Drawing inspiration from Moshe Safdie's Habitat 67 and Michael Maltzan's Star Apartments, modular ADU-derived units cluster into stepped towers linked by continuous elevated and interconnected bicycle ramps, velodrome banking, and courtyard retail and lifestyle concourses and amenities.



Elevated Cycleway & Aggregated Stepped Housing Clusters





Project Metrics & Systems

Site : Marina Marketplace (Maxella & Glencoe Ave)

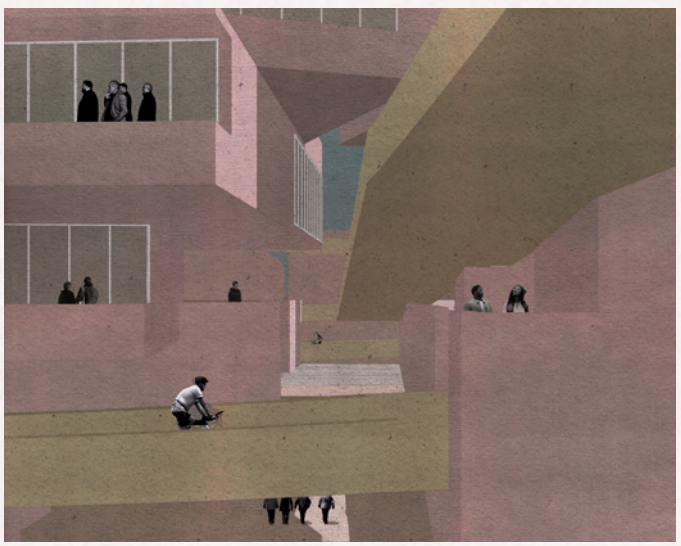
Typology : Modular Housing & Mixed-Use VeloCenter

Site Plan Scale : 1/16" = 1'-0" | Model : 1:200

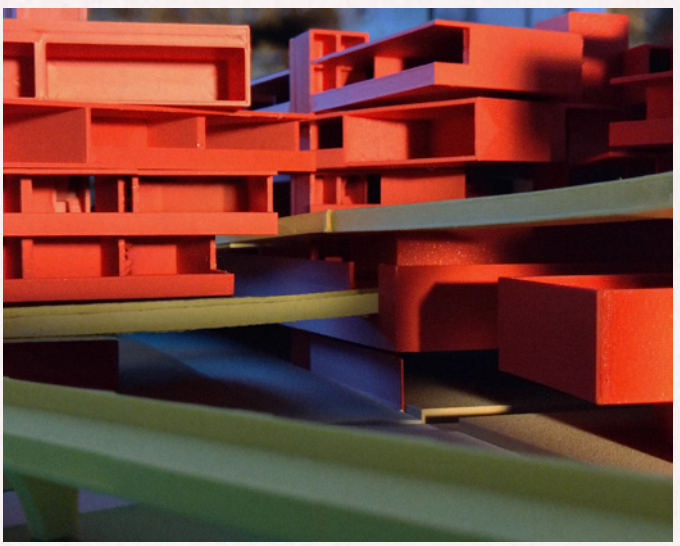
Elevated Interconnected Cycle Ramps & Tunnels



Elevated Bicycle Ramps & Stepped Modular Housing Elevation



High-Cadence Cycle Ramp & Daylight Courtyard Study



Cantilevered 3D-Printed Housing Modules Sunset lighting study



Ramps Meet Public Space and Balconies

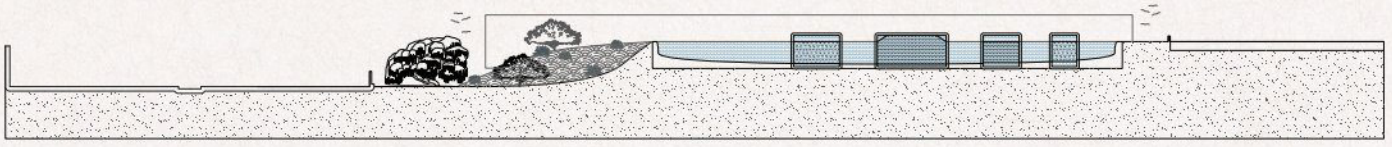


Aerial View — Central Complex with Ramp Interchange & Context

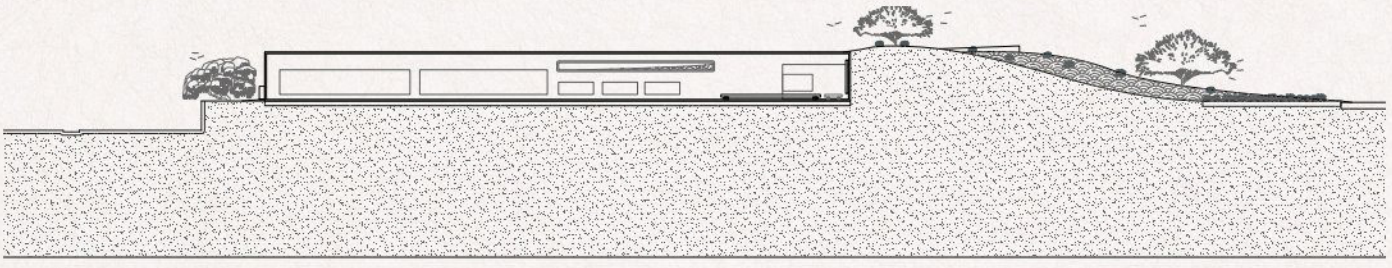
LADWP Headworks Site Proposal

This project, located along the LA River along the north end of Griffith Park, places wildlife continuity as a foremost concern for design and layout. To combat bird deaths from the necessarily long massings, many are partially buried in the ground so as to encourage and support the landscaping around it as the earth rises to cover the concrete Headworks Reservoirs as well as canyonize the busy street to the south, protecting riverside wildlife from traffic noise and danger.

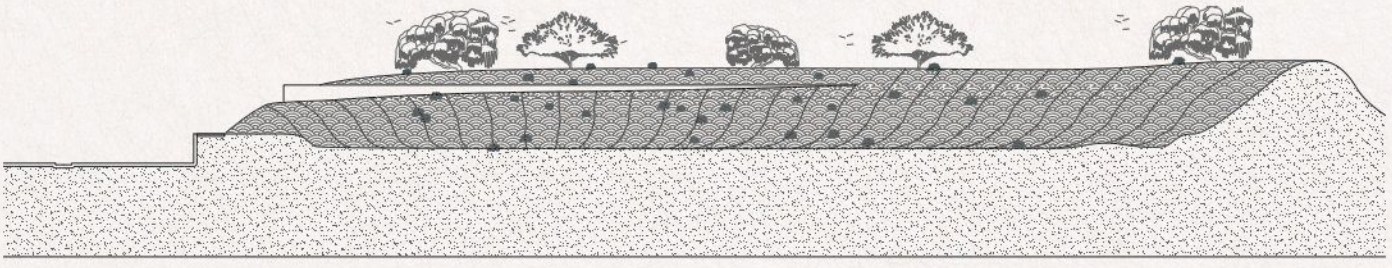
Solo Project



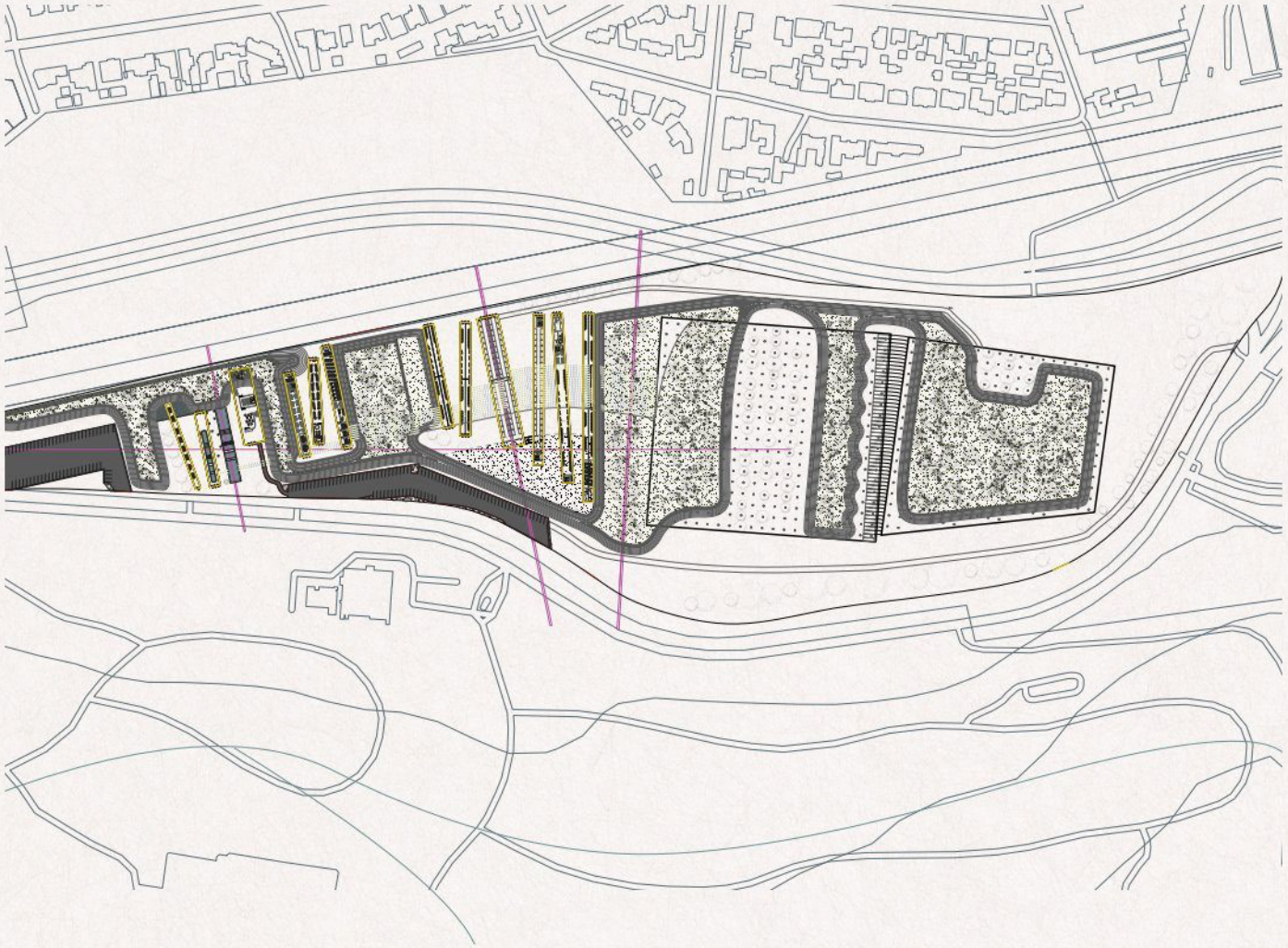
Filtration Building

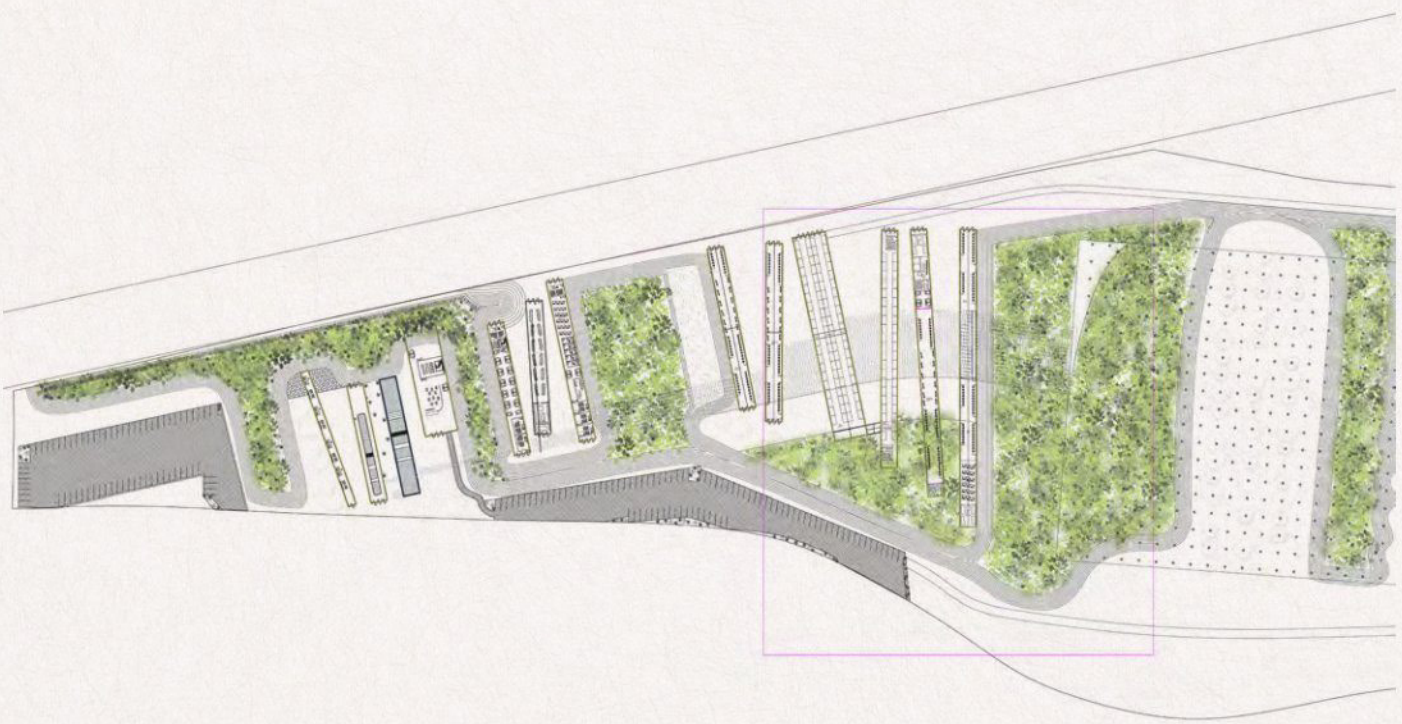


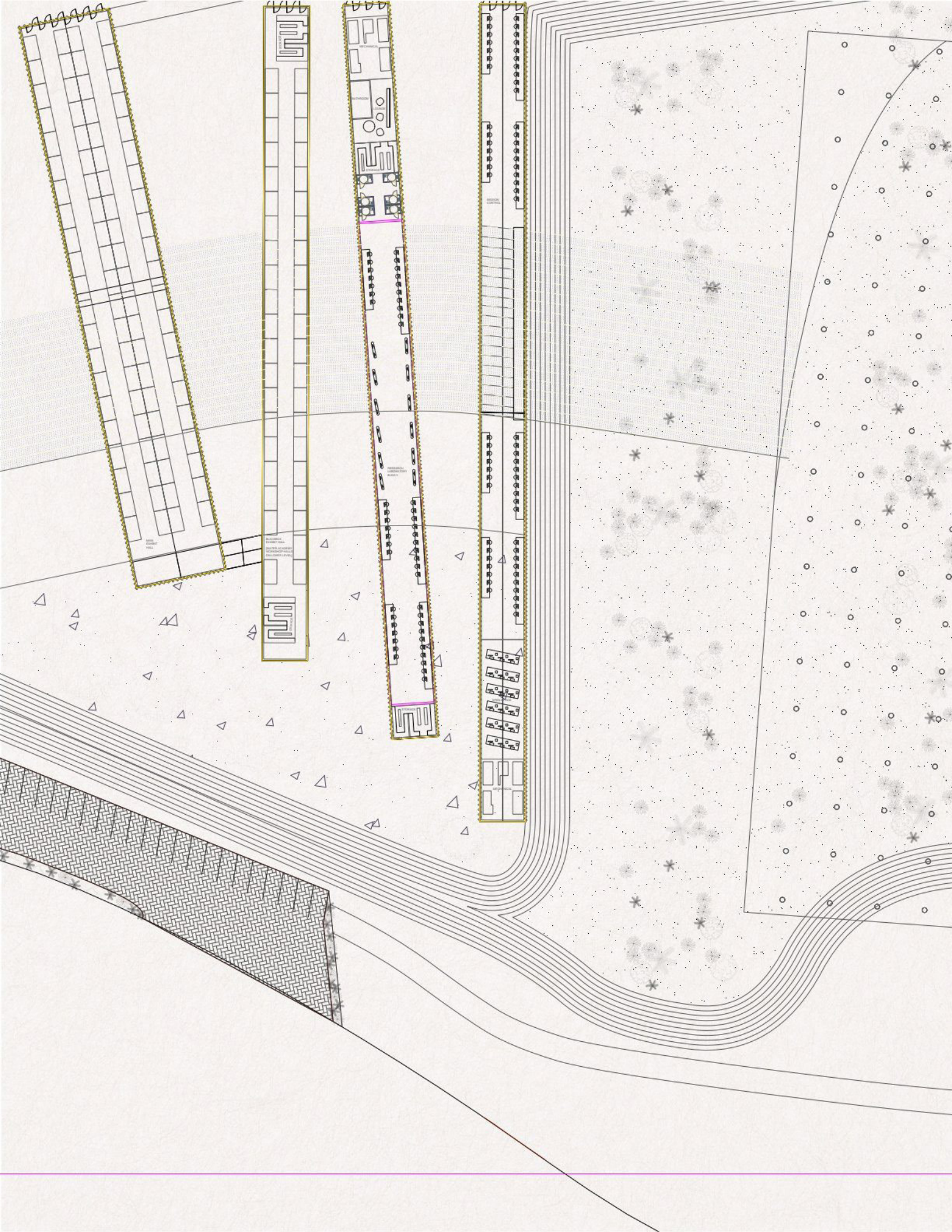
Education Building



Landscaping over Reservoir



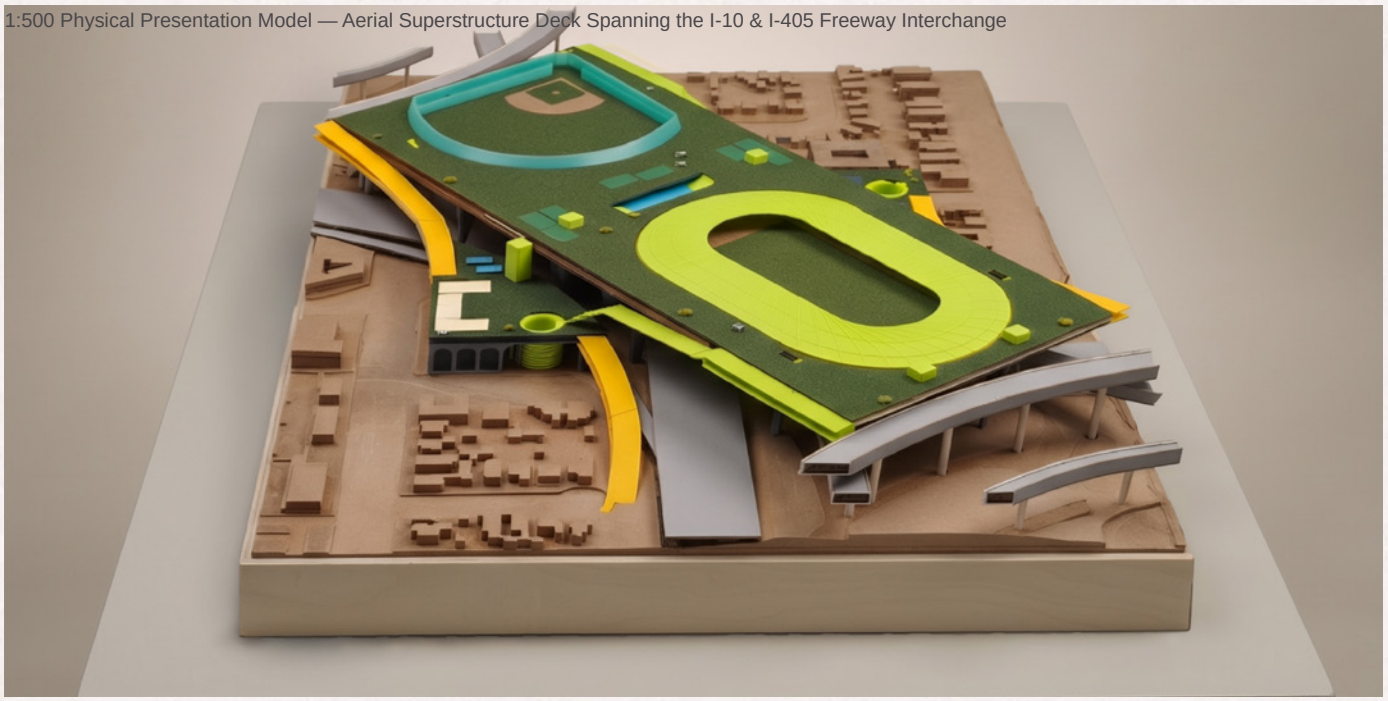




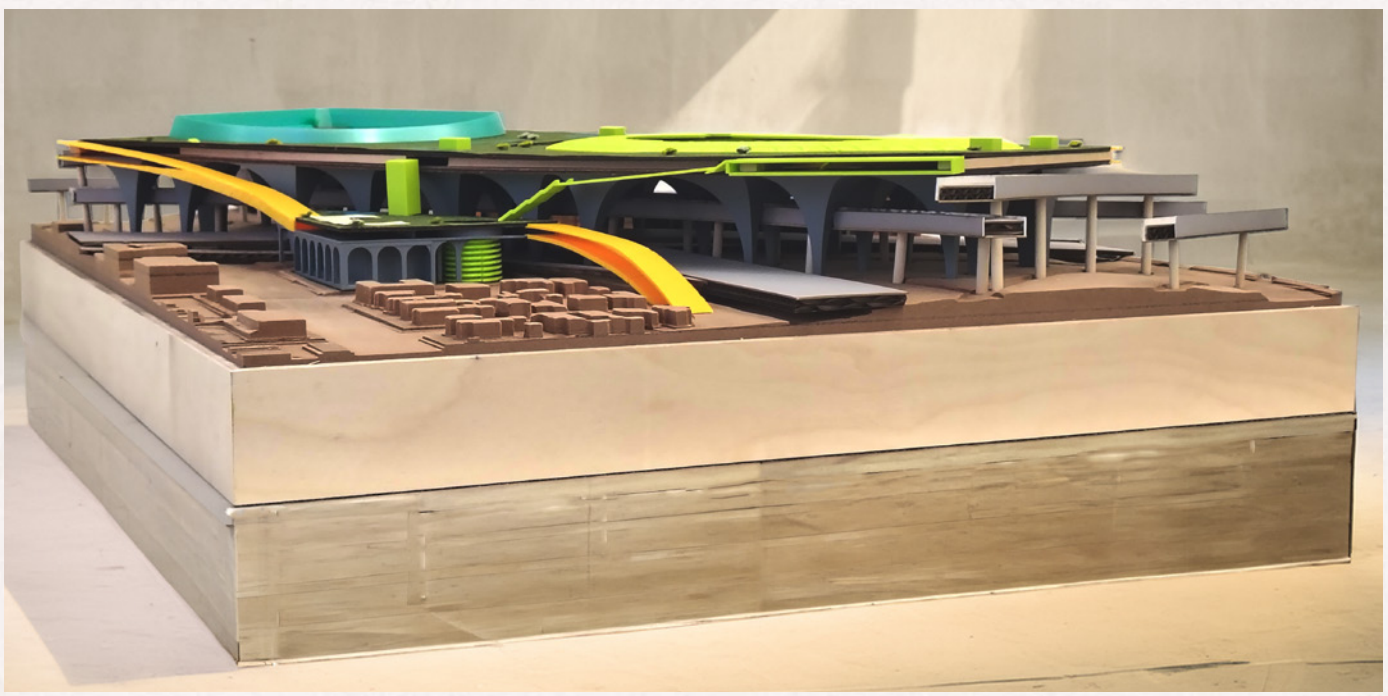
Confluence Commons *I-10 & I-405 Interchange Superstructure*

Spanning directly over the I-10 and I-405 freeway interchange in West Los Angeles, Confluence Commons reimagines one of Southern California's most intense vehicular collision points as a multi-level civic superstructure, multimodal community hub, and environmental buffer. Arched long-span structural piers straddle the existing highway flyovers to support a vast public park deck integrating athletic fields, acoustic shielding, and daylight-sculpted concourses supporting a range of amateur and professional activities.

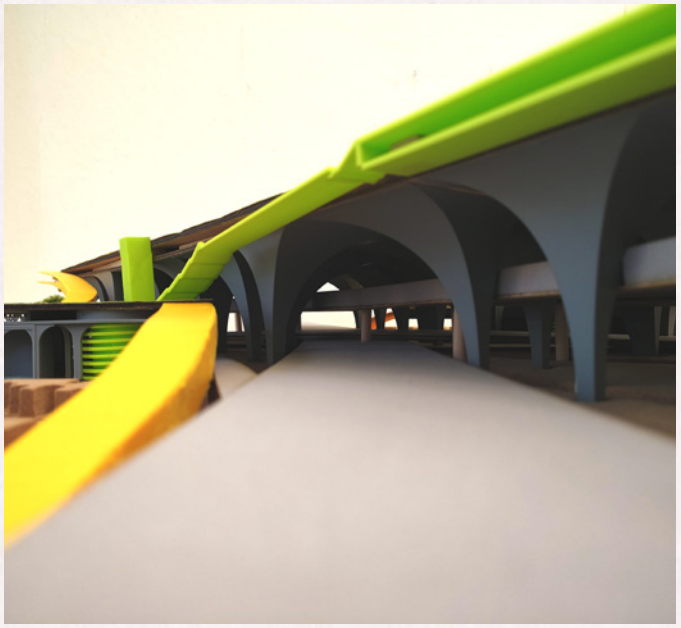
Solo Project



1:500 Physical Presentation Model — Aerial Superstructure Deck Spanning the I-10 & I-405 Freeway Interchange



Highway Flyover Underpass — Long-Span Arched Structural Piers, Arching Columns & Multimodal Access Ramps





West Concourse Terrace & Multimodal Ramps. Model Photo and Render



Interior View near track and field stadium entry and locker rooms beyond



Parkland atop the freeways seen next to the baseball field

Superstructure Systems & Metrics

Site : I-10 & I-405 Interchange, West Los Angeles

Scale : 1:500 Infrastructural Superstructure Primary

Span : Arched Reinforced Concrete Piers & Deck

Program : Civic Park, Sports Complex

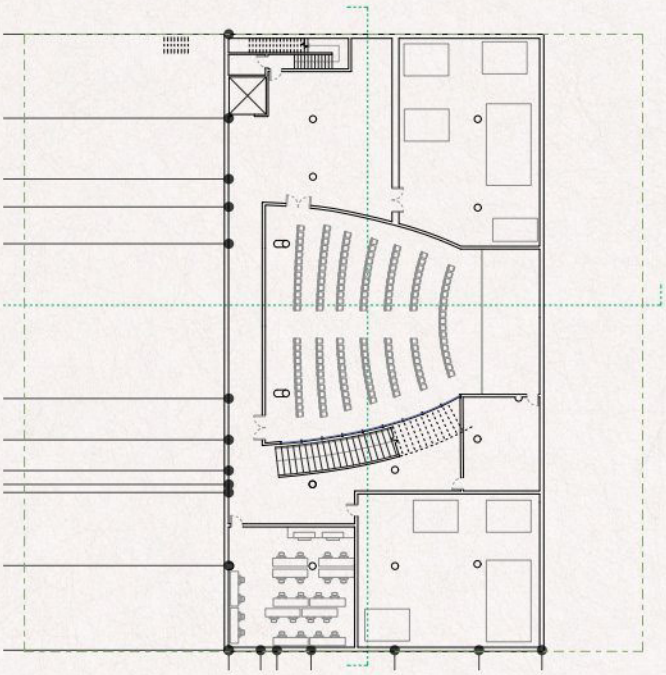
Multimodal Rail/Bus & Cycle Hub Environment

Acoustic & Environment Shielding w/o Light blockage

Model: 3D Prints, Lasercut Paper, Basswood, Acrylic

Crest Arts Collective

Located on Lincoln Bvd in downtown Santa Monica, this adaptive reuse project co-opts an oddly designed half-building into a community arts center, combining studio, office, performance, and exhibitioin spaces into a iridescent shimmering space of creative respite and connection.
Partner Project



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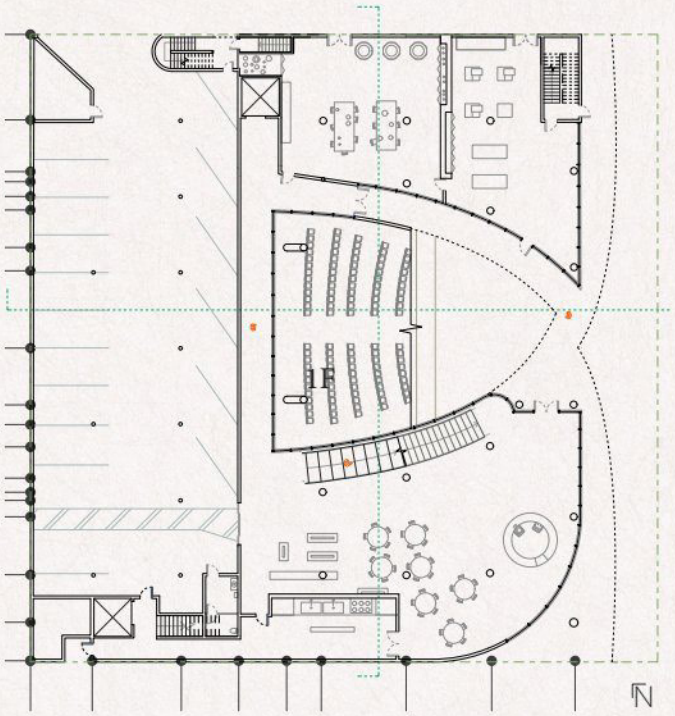

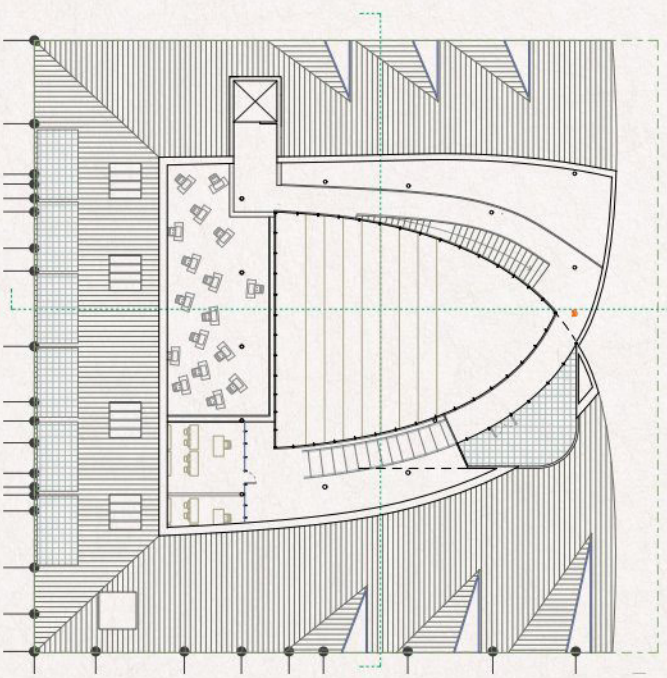

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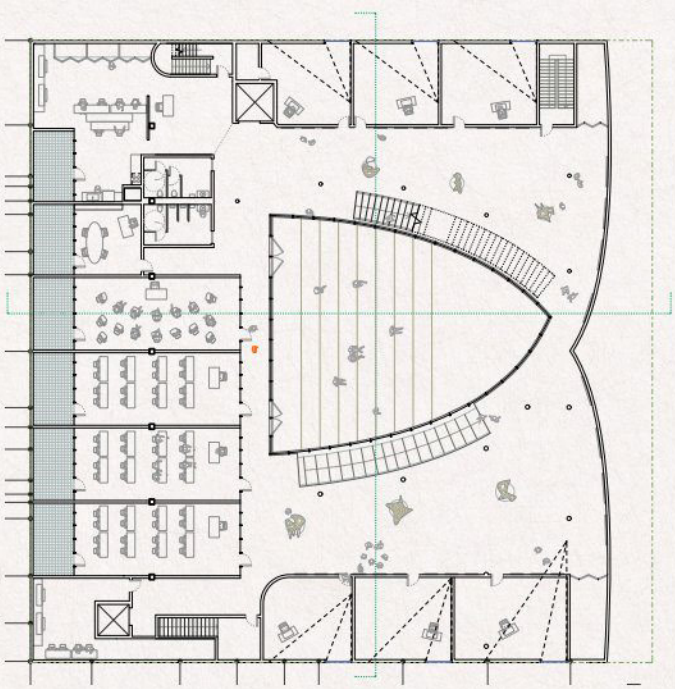

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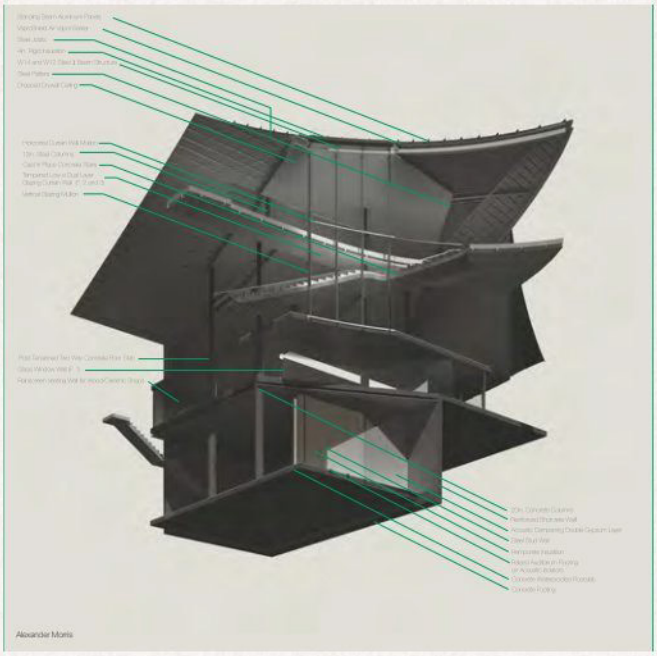
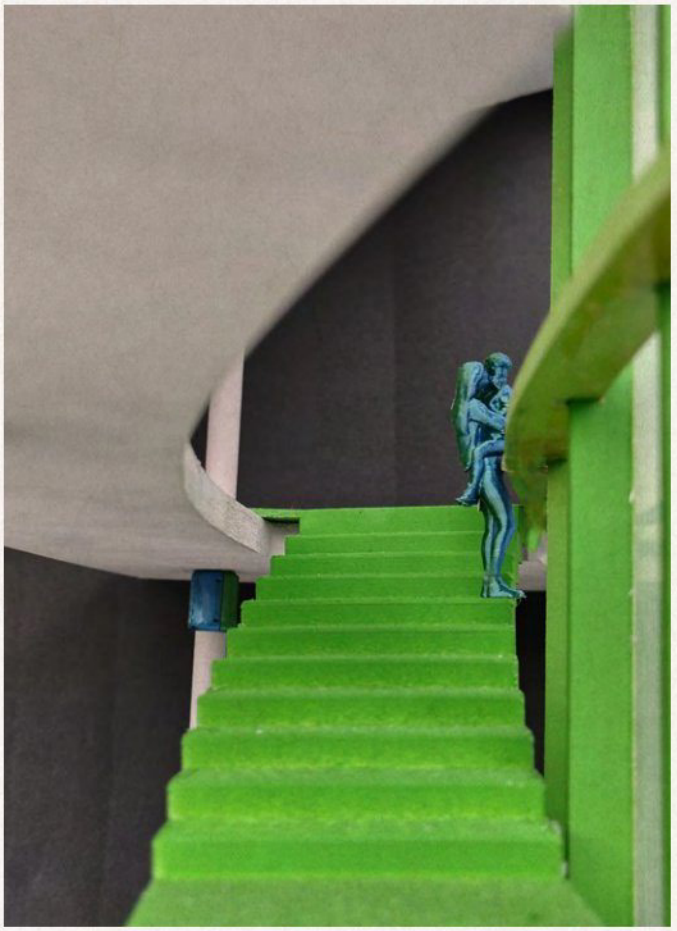
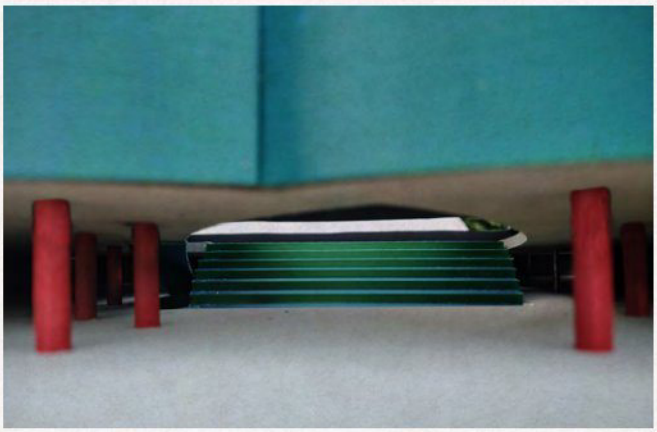
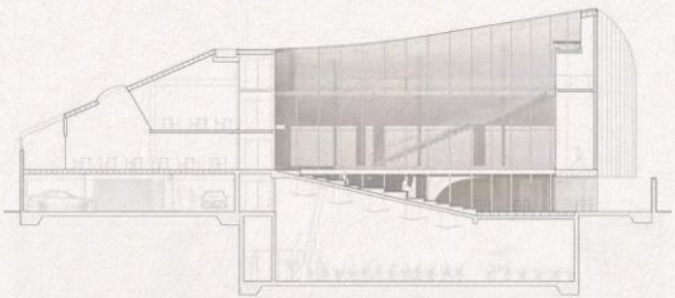
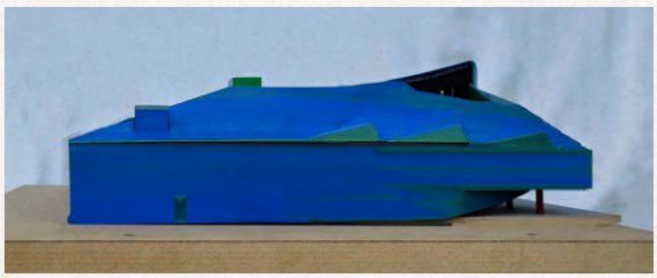

Alexander Morris





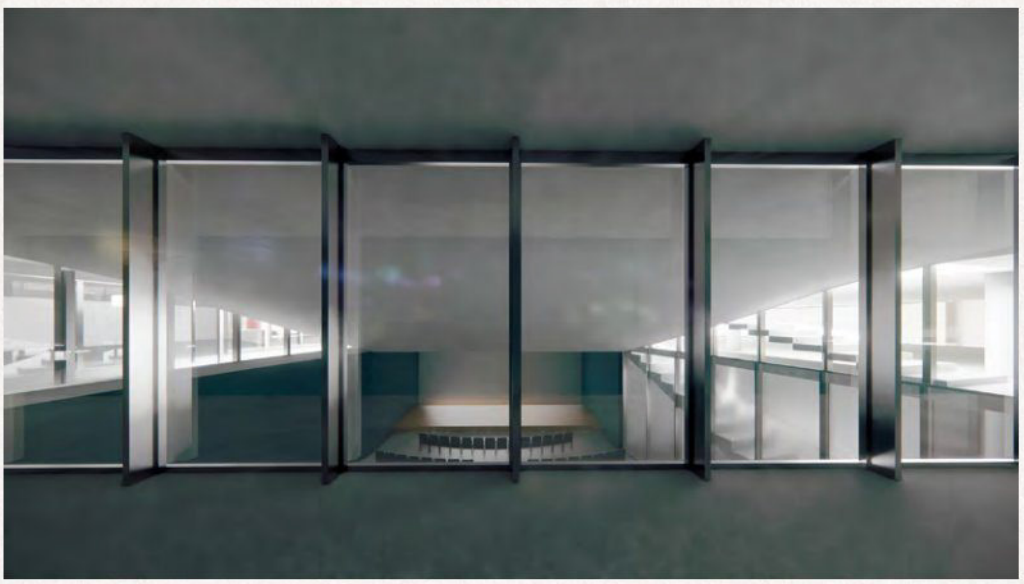




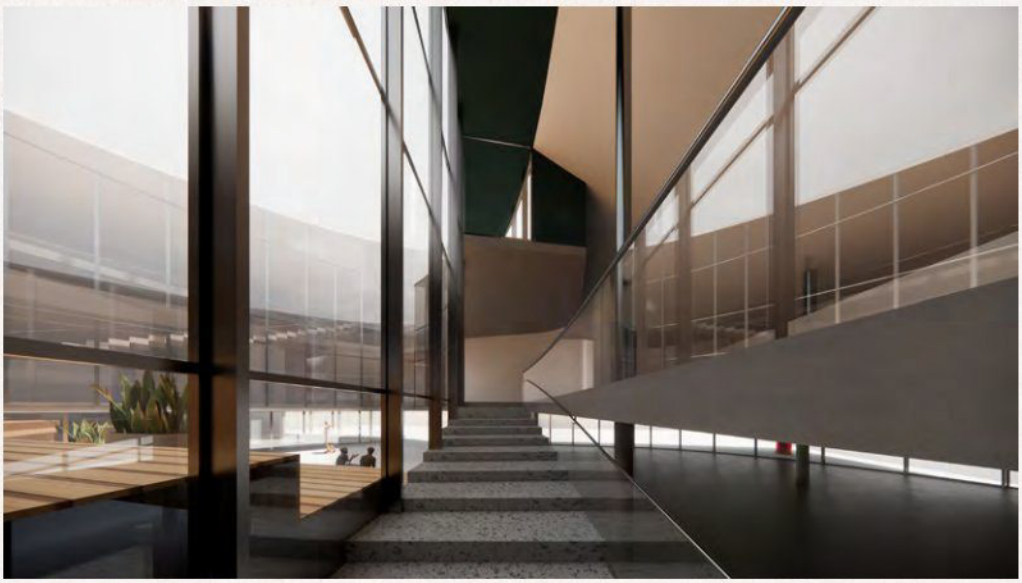


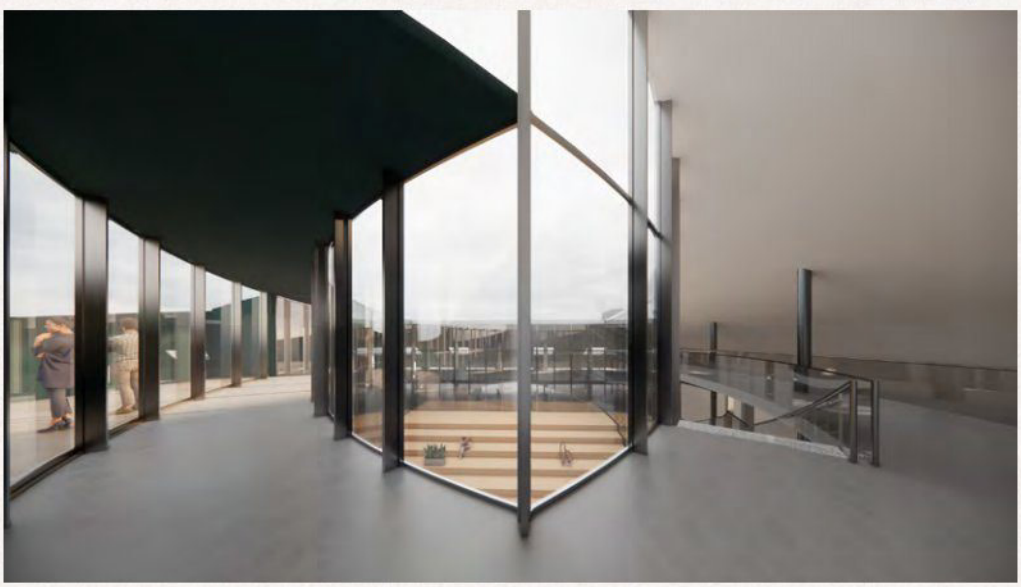


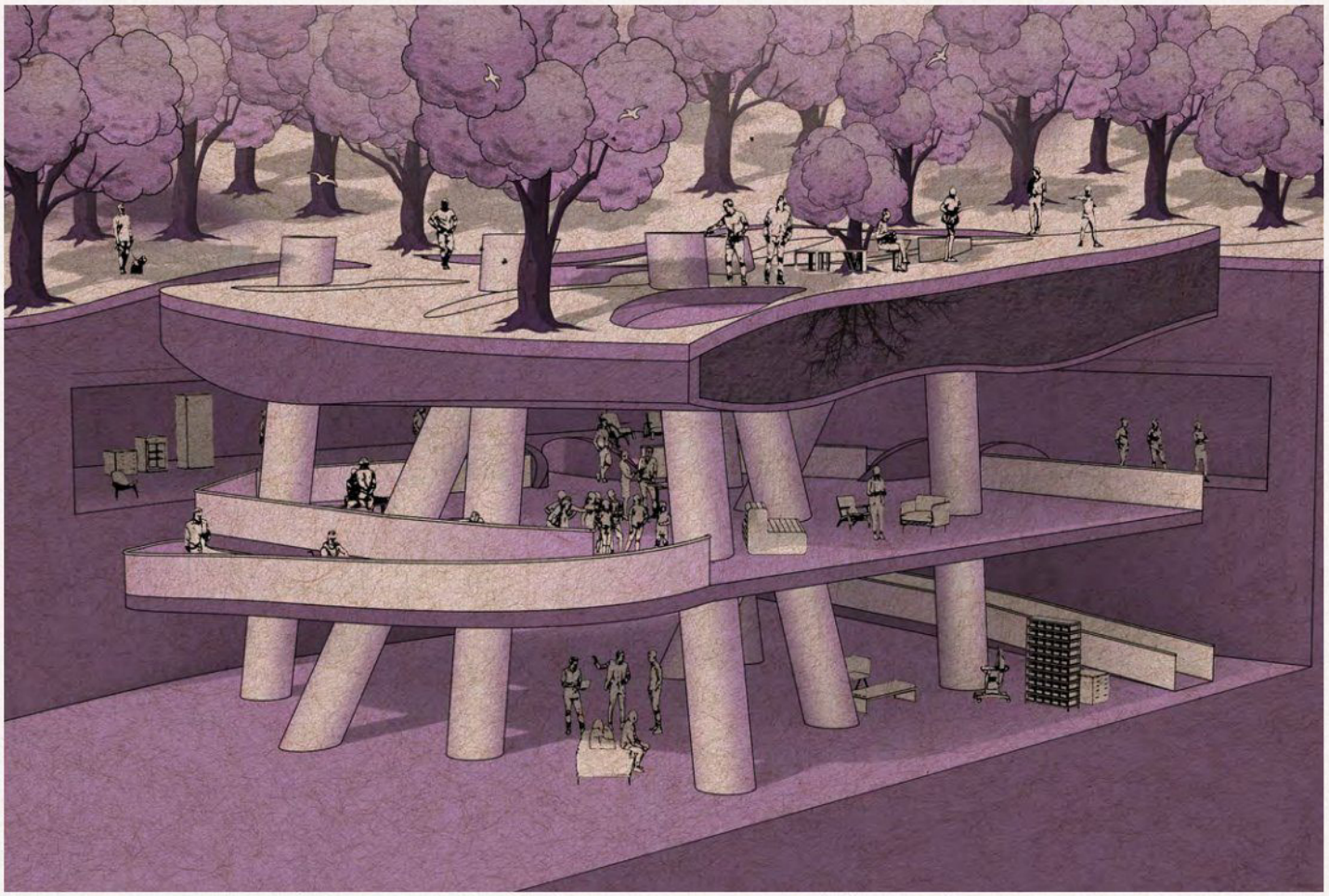




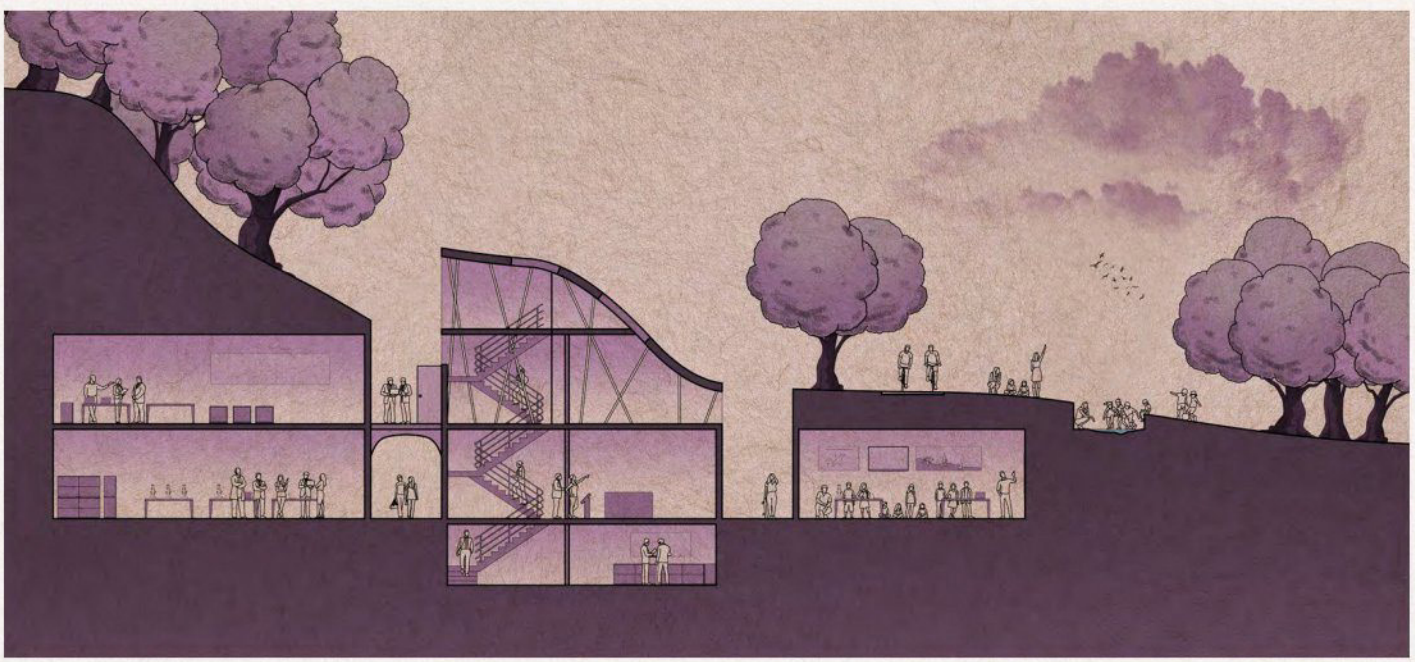


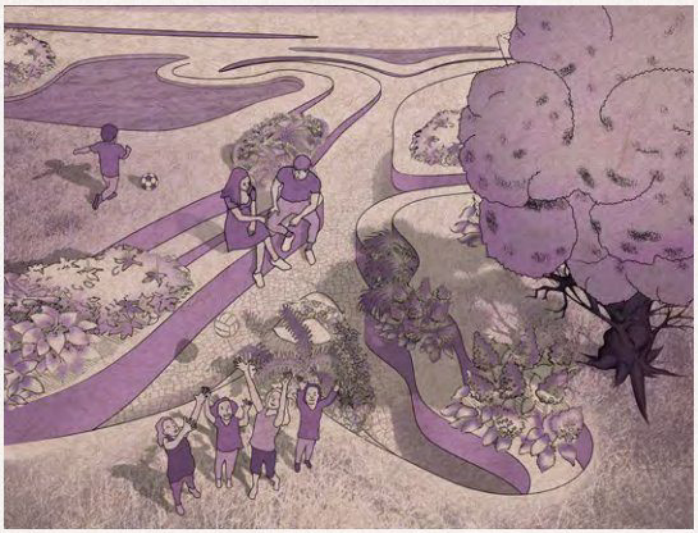






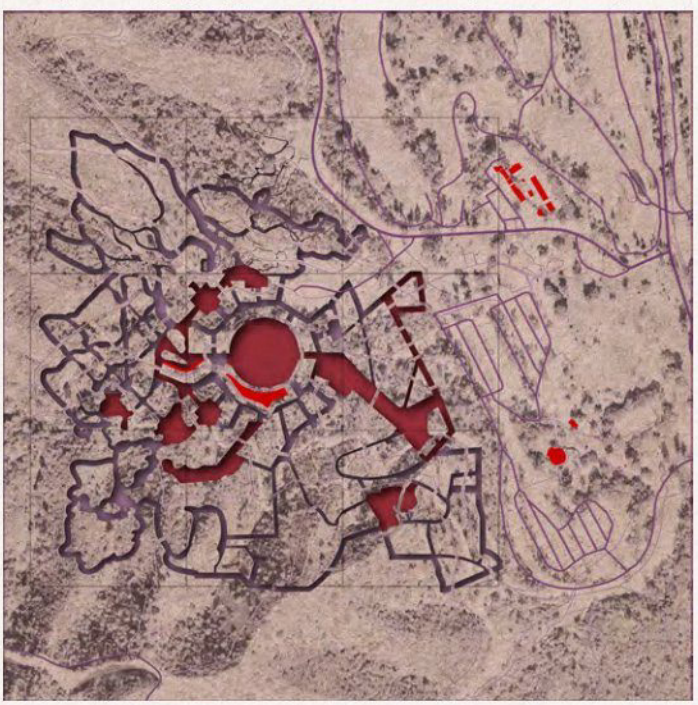
Hiding In Plane Site

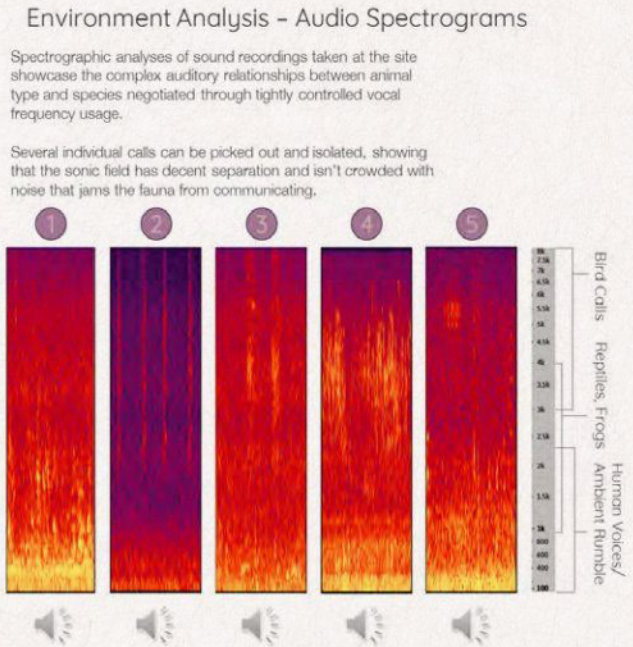


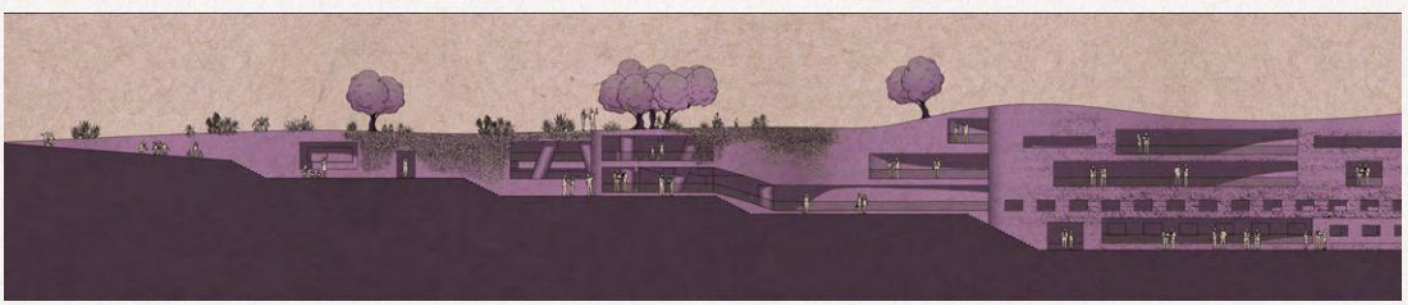




Nestled in the foothills of Griffith Park, we concieved of a '**deep urbanism**', where human activity would be buried beneath the ground level for maximum wildlife continuity. The program we envisioned would complement the LA Zoo as well as honor its historical Old Zoo site by combining wildlife and geologic research institutional facilities with those of public engagement, learning, and leisure. A massive networked medieval city beneath the hills, the public space remains the priority (as seen highlighted in red to the right), with the extremities populated based on sonic research undertaken in the park in 2021 to identify dominant taxonomies present in the landscape to optimize research opportunities. Parkland merges with public education and research to create an entirely new way of engaging with the built city of Los Angeles. *Group Project.*







Roland

2022 NAMM Booth Proposal

Alexander Morris



01 Purchases and Rentals from NAMM

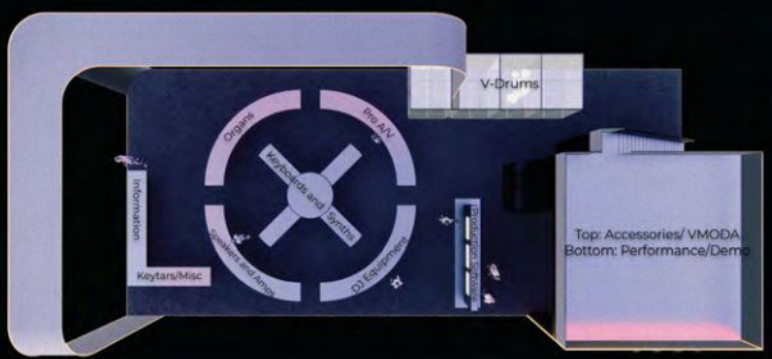
02 External Purchases

03 External Rentals

04 Internal Costs and Spending

05 Booth Construction





Booth design requirements

- New booth designs must be submitted to and approved by NAMM
- Multi-story booths must not exceed 16 ft and must be approved by a structural engineer
- Building permit from Anaheim fire department

Noise requirements

- Sound and noise may not exceed 85 dB
- Demonstrations must not exceed 5 min
  - Set back from aisle(s) by a minimum of 10 ft
- Sound rooms
  - Required for any demonstrations over 85 dB

Freeman company in Anaheim

- Specializes in trade shows, exhibits, and events
- For $20,000, they provide:
  - Creative trade show booth design solutions
  - Bring brand to life: (Aesthetics, audio visual, and graphics)
  - Flexible trade show exhibit rentals and modular booths (at the ready)

  Exhibit program management (shipment and storage)

  Hybrid exhibits (included for people who can't make it to the actual exhibit)

  Electricals

  Mobile exhibits (for promoting outside NAMM)

Booth Space

- Based on previous years: 70' x 90'
- Actual size without BOSS: 40' x 90'
  - Will share booth with our brand V-MODA (headphones)
  - $10-15K on a single 10' x 10'
  - Total price: $111, 825
- Includes:
  - 36,000 lbs material handling
- Price of extra meeting rooms
  - Estimated floor space based on NAMM website
    - ~$55,000
- Misc:
  - Overhead (generic): $20,000
  - Additional office supplies: $1000

Advertisements

- Mobile App Banner Ad
  - $375
- NAMM App Dynamic Notification
  - 1x: $5000
  - 10x: $50,000
- NAMM App Discover Screen Ad
  - $4,000

- Booth construction:
  - Construction and organizational supplies (Gaff tape, screws, etc.): $1,000
  - Wood for booth structure, tables, displays, benches, etc: $14,650
  - Aluminum structure (Rexroth Structural Framing): $58,000
  - Acrylic Surfaces for Booth Construction: $17,200
  - Drum booths (included from previous NAMM shows): Free
  - Paint for Booth surfaces: $3,000
  - Booth carpet: $10,300
  - External construction prep hiring (painting, cutting, etc.): $4,000
  - Acoustic Paneling for performance room: $11,600

Internal costs:

- Artist costs (transportation, hotel, meals, production of demos): $140,000
- Additional demonstration costs (scaffolding and lights): $10,000
- Parking, meals, hotel rooms (internal staff): $150,000
  - Staying for 8 nights (Monday-Monday) due to setup and teardown
- NAMM badge past-deadline emergency funds: $500
- Brochures, pamphlets, other promotional materials: $10,000

How did we come up with artist costs?

- Base Performance for local artists: ~$4000
- Base Performance for OOS (out of state) artists ~$5000
- 11 local artists + 4 OOS artists = $44,000 + $20,000 = ~$65,000 -> ~$140,000
  - Doubled for additional performances, non-performing artists, and other additional costs

- Small giveaways: Guitar picks and wrist bands
  - Guitar picks
    - $4,110 (for 3,000 units)
  - Wrist bands
    - $780 (for 3000 units)
- Large Giveaways: T-shirts
  - T-shirts
    - $708 (for 60 shirts, 10 shirts for each size)
    - $1,415 (for 120 shirts including different sizes)

Logos and Sponsorships

NAMM map logo inclusion

Various sponsorships

- NAMM Show Sponsorships - Booth Entrance Floor Graphic x2
- NAMM Show Sponsorships - Water Station
- NAMM Show Sponsorships - L Drop Case
- NAMM Show Sponsorships - Skybridge Walkway Banner x3
- NAMM Show Sponsorships - Lobby Hanging Banner x3
- NAMM Show Sponsorships - Info Spot
- NAMM Show Sponsorships - Lvl 2/3 Banner

Total: $54,700

