2019 Year in Review
2019 was a significant year for ODA. It made us wrestle with our contribution as architects to people and cities, to chew on where we are headed as a society, and ultimately what our responsibilities are as designers.

The introspection was fortifying. With the publishing of our book, Unboxing New York, we unleashed our ideas into the world, our practice secrets, our abilities and obligations to design better buildings, smarter cities, and create places for connection and moments of joy.

With 40 built projects and more than a dozen underway, ODA is making a visible impact on urban design in New York. Against the turbulent background of New York City, in the age of instant communication, political turmoil and climate catastrophes, we are trying to create spaces of tranquility, happiness and hope. The 2000 people now living at Denizen, Bushwick found a community almost innately and effortlessly. ODA spent months documenting the residents, and the feedback was unanimously positive. We had succeeded in our lofty goal of making 1.2 million square feet feel like an intimate community connected by common interests, a shared geography and their own set of beliefs. At 10 Jay, the shimmering glass that coat the façade bring joy to passersby as well as tenants, all with the help of Landmark’s believing that a new legacy could be born from this defunct space. Another three towers were completed at 420 Kent just a stone’s throw away, and further upstream at Hunters Point South, New York’s largest affordable housing project begins to rise, making the East River waterfront not only a reflection of ODA’s accomplishments but of Brooklyn’s new status as a global destination for design.

Looking beyond our five boroughs, ODA sees the potential to impact communities who are now looking to architects for solutions to social issues. We have been able to work collaboratively in new cities with new cultures, and have grown as a practice as a result. We are happy to see the industry becoming more interdisciplinary and interactive as the crises we face become more complex. The next decade will provide us all with new challenges, and we will continue to rise to the occasion.

Eran Chen, Founder
In 2019 we...

**7.5m sf**
Were involved in masterplans in New York City, Moscow, Chengdu and Port Chester, encompassing a total of 9.5 million square feet of mixed use.

**5m sf**
Managed a total of 5 million square feet (over 12 projects) under construction.

**33**
Had 33 projects on the design board.

**11**
Completed a total of 11 projects. Amongst them, West Half, 420 Kent and 10 Jay.

**1000’**
Worked on over 10 towers across 7 different cities: Seattle, Los Angeles, New York, Paris, Detroit, Rotterdam and Atlanta, the tallest reaching 1000’.

**500+**
Appeared in over 500 press pieces.

**Raised $400,000 and completed our first ‘ODA’s Public Engagement in Neighborhoods’ (OPEN) project @ Denizen Bushwick**

**Completed Denizen Bushwick which was recognized with the ULI Award for the Best Residential Building in New York**

**Obtained approval for POST Rotterdam, after a 2-year process of meetings with city and national committees**

**Had people from 21 countries on our team**

**Broke ground at Hunters Point South in Long Island City. A project that has 60% affordable apartments**

**Completed a total of 11 projects. Amongst them, West Half, 420 Kent and 10 Jay**

**Published our 1st book, Unboxing New York**
In 2019 we...
worked in 16 different cities across 8 countries
Completed in 2019
10 Jay  NY  10 Montieth  NY
West Half  D.C.  Chelsea Mercantile  NY
Quay Tower and The Landing  NY
Brooklyn Grove  NY  Charlie West  NY
Denizen Bushwick  NY  420 Kent  NY
Long & Waterson  London  Galerie  NY
Under Construction
1444 3rd Ave  NY  98 Front St  NY
Celeste Gramercy  NY
Hunters Point Parcel C  NY
175 Chrystie St  NY  42-20 27th St  NY
212 W 93rd St  NY  561 Pacific  NY
531 Avenue of the Americas  NY
809 Broadway  NY  East 86th St  NY
439 W 54th St  NY

In Progress
POST Rotterdam  Rotterdam
2461 Broadway  NY  Parcel 8 at the Wharf  D.C.
Sherman Ave  NY
2503 Broadway  NY  East 67th St  NY
One Prospect Park West  NY
Beth Rivka School  NY  Luxe City  Chengdu
El Plaza  Mexico DF  555 Broadway  NY
609 2nd Ave  NY  Les Mercuriales  Paris
Detroit Book Tower  MI  Platinum Properties HQ  NY
National Landing  VA
Degraw  NY  The Ritz Plaza  NY  Bedford Hotel  NY
Pittsburgh Spruceway  PA
Kaufman Arts District  NY  135 East 56th St  NY
1045 South Olive  CA
167-171 Chrystie St  NY  208 Delancey  NY
151 Newark Ave  NJ  80 Journal Square  NJ
Savoy Park  NY  Dupont St  NY
65 North Moore  NY
Completed in 2019

10 Jay

Location
Brooklyn, New York
Project Size
179,900 SF

A landmark site and warehouse conversion in downtown Brooklyn. A delicate balance of glass, steel, and brick give the building gravitas without compromising its industrial tradition. Originally two buildings with a shared, piecemeal interior facade that held no landmark heritage, this condition became part of the narrative with a variation on the faceted look: a broken geode, smooth on the outside and crystalline within. The layout is flexible for office arrangements.
Completed in 2019

10 Montieth

Location
Brooklyn, New York
Size
350,000 SF

Encapsulating one full block in Bushwick, this project’s distinct modular form creates a pixelated facade with cascading terraces for apartments at affordable and market rates. Living space extends into ample outdoor space, including a rooftop garden. The O-shaped height is lowered in key areas to increase sunlight exposure for the courtyard and interior facades. A sloped roof generates access points from the top level of the building.
420 Kent Ave

Location
Brooklyn, New York
Size
800,780 SF

This Williamsburg building’s design challenges traditional hierarchy by positioning most dwelling units as corner apartments. The 22-floor towers hold 857 apartments, 20 percent of which are affordable housing. By mirroring two standard floor plans around a central axis, three distinct towers with multi-dimensional facades are created. Adding a third dimension to the envelope provides a platform for moments of interaction, both indoor and out. A total of 77,000 square feet of outdoor space is available to residents.
Completed in 2019

Denizen Bushwick

Location
Brooklyn, New York

Size
1,000,000 SF

This project, situated on the former site of Rheingold Brewery, generated 1,000,000 square feet of apartment units in Bushwick, 20 percent of which are affordable. A 17,850-square-foot public park bisects the development, creating a green promenade and two separate 400-foot by 200-foot blocks. The masses are further perforated by a sequence of interconnected courtyards, which ultimately lead to a promenade. Within the courtyard areas, partially covered walkways and corridors give way to plazas and communal amenities.
Completed in 2019

lilli Atlanta

Location
Atlanta
Size
209,000 SF

A 24-story, luxury high-rise residential building situated in Atlanta’s Midtown, a vibrant commercial and arts hub, lilli is a vertical village with an iconic profile. The threshold between inside and outside is flexible, creating extended living spaces that feel thoughtfully tethered to the city beyond. lilli Atlanta is the 2019 winner of the ‘Excellence in Housing Development’ by the ULI Atlanta.
Completed in 2019

Quay Tower & The Landing

Location
Brooklyn, New York

Size
450,000 SF

The design of Quay Tower & The Landing stem from the history of the neighborhood, merging its past as a hub of manufacturing to a now-transformed, prime residential area. The juxtaposition of traditional materials and residential volumes signifies the historical transition of the waterfront into a leisure and green border.
Completed in 2019

West Half

Location
Washington D.C.
Size
660,000 SF

The facades are tapestries of activity at this residential building in the revitalized Southeast neighborhood. By peeling back the face of this building as it approaches the stadium, the threshold between public and private is blurred, allowing people and the building to participate with the events beyond. The lifting of the facade also echoes the gradient of the stadium and fosters a gentle transition between street, residence, and stadium.
On the Boards

75 Nassau

Location
Manhattan, New York
Size
307,000 SF

Located in an area of commercial towers, the design of this residential tower is fragmented into three pieces—offices, rental units and upper condos—each with its own independent core. The distribution of outdoor spaces is the same for all tenants and carries ground-level, grid-less fragmentation upward. Staggered setbacks foster a relationship between units where the top of one becomes the terrace of another.
On the Boards

POST Rotterdam

Location
Brooklyn, New York

Size
800,780 SF

Located in Rotterdam’s city center, this historically important building stands as a testament to the inextinguishable spirit of Rotterdam. Built in 1916, it was one of the only original structures still standing after the Rotterdam Blitz. Restoring, designing and engineering the conversion of such valuable heritage requires the utmost reverence for the remarkable history of the building, but also the vision and ambition to deliver a civic hub worthy of its central setting.
Parcel 8 at the Wharf
Breaking Ground in 2020
Residential and Hospitality

Detroit Book Tower
Expected Completion 2022
Residential, Work Spaces, Commercial, Hospitality

LuxLakes, Chengdu
Expected Completion 2022
Residential and Retail

Jewish Federation Atlanta
In Progress
Museum, Community Centre, Residential

Beth Rivka School
In Progress
Pre-K, Elementary, High School and Community Center

1045 South Olive
In Progress
Residential
FEATURED – UNDER CONSTRUCTION

Hunters Point Parcel C
Expected Completion 2021
Residential

561 Pacific
Opening 2020
Residential

809 Broadway
Opening 2020
Residential

531 Avenue of the Americas
Expected Completion 2021
Residential

Charlie West
Opening 2019
Residential

Galerie LIC
Opening 2019
Residential

YEAR IN REVIEW
At Chelsea Mercantile the walls are shaped organically with the wall shapes resembling fabric spools. These shapes invite and direct the observer into and through a sense of reveal and discovery.

561 Pacific is inspired by Japanese architecture and gardens. It embraces the imperfect and accepts change. It’s a notion that works extremely well for a calm, welcoming home.

The Brooklyn Grove is a ground-up residential building in the heart of downtown Brooklyn. A feel of airiness and indirect light underlines the design.
The upper floors of the POST, formerly dedicated to the telegraph and telephone services, will be revived with a unique five-star hotel. With construction set to begin in 2020, this project provides an opportunity to create a cohesive civic vision bringing people, place, and events together.

The juxtaposition of contemporary and classic details with soft materials are perfectly balanced in this Upper East Side penthouse.

The interiors for this hotel in San Francisco are inspired by the natural splendor of the bay area. The sinuous and warm spaces welcome guests to a delight of unexpected intimate moments.
In Denizen Bushwick, our approach yielded 17,850 square feet of public park, which bisects the development with a green promenade. Lush courtyard areas with partially covered walkways create a sequence of spaces that foster natural and spontaneous interactions among residents.

The roof is an extension of the courtyard gardens, a 64,000 square feet park overlooking the city.

Encapsulating one full city block, 10 Montieth contains 23,000 square feet of inner and outer courtyards, and most notably an expansive and distinctive 30,000 square feet green rooftop. The sloping angles create a more organic terrain and allow for direct horizontal connections from the upper floors. In this way, living space extends beyond each apartment's walls with ample outdoor space.
Awards

WAN Award 2019:
- POST Rotterdam (Gold – Future Projects: Mixed Use)
- Denizen Bushwick (Silver – Residential)
- Practice of the Year (Silver)

Dezeen
- Architect of the Year (Shortlisted)

ABB LEAF Awards 2019:
- POST Rotterdam (Best Future Building Under Construction)

BSA Housing Design Awards 2019:
- The Rheingold

SARA 2019 Design Award of Honor:
- Denizen Bushwick
- 100 Norfolk

SARA 2019 Design Award of Merit:
- West Half, D.C.
- POST Rotterdam

SARA National Awards 2019:
- 100 Norfolk
- Denizen Bushwick
- POST Rotterdam

The Chicago Athenaeum Award
- 10 Jay
- 251 First

2019 ULI New York Award for Excellence in Development:
- Denizen Bushwick (Market Rate Housing)

MIPIM 2019: “Old and New”
- POST Rotterdam

2019 Building Brooklyn Award:
- 10 Jay
- Denizen Bushwick

Architizer A+ Awards:
- POST Rotterdam (Winner, Unbuilt – Multi-Unit Housing (L>10 Floors)
- 10 Jay (Shortlisted – Concepts – Plus-Architecture + Renovation)

World Architecture Festival Awards:
- POST Rotterdam (Future Projects – Commercial Mixed-Use Shortlisted)

The American Architecture Awards:
- 251 First

AIGA’s Best Book Design
- Unboxing New York

Selected Press

Dezeen
- 02.06 / ODA unveils plans for renovation of Rotterdam’s historic post office
- 05.22 / ODA unveils towering Jewish school and community centre in Brooklyn’s Crown Heights
- 06.24 / ODA turns former sugar refinery into “crown jewel of Dumbo”

Arquitectura Viva
- Issue 212 Marzo 2019
  “...The volume goes beyond the boundaries of a monograph and blurs the frontier between theory and construction. It upholds architecture as an act of optimism and desire, pondering on issues such as density, light, and proportion, and analyzing more pragmatic aspects such as real estate, regulations and marketing.”

Forbes
- 03.13 / Eliot Spitzer’s Rental Tower Trio Making a Splash on Brooklyn Waterfront

The New York Times
- 03.22 / A Condo Inspired by Japanese Aesthetics (561 Pacific)
- 04.29 / For Dumbo, A Different Kind of Condo (98 Front)

The Architect’s Newspaper
- 07.11 / ODA’s towering Rheingold complex is a self-contained village

Archdaily
- 07.17 / “We Can Find Ways for Buildings to Talk to Each Other”: In Conversation with Eran Chen

Curbed Detroit
- 09.09 / Photos: Take a Rare Look Inside the Book Tower

Interior Design
- 09.13 / ODA is one of Interior Design’s PowerGrid top 10 firms
- 12.13 / ODA Transforms an Old New York Brewery into Denizen Bushwick

Wallpaper
- 07.21 / ODA’s Chelsea Mercantile lobby in Manhattan makes a grand entrance

Oculus
- Summer 2019 Issue / Housing, Not Included - 10 Policies to Make Rent Affordable Low-to-Middle-Income Households
Lectures/
Education

New York
Design by Development at
Columbia GSAPP
Living A/D/O

IAC EDGE Summit
NadlanCityNY Conference
Caesarstone Interior Design
YJP Architecture &
Construction Panel
Unboxing New York,
New Practices Committee NY
New York City College of Technology
Only Brooklyn Conference
Pratt Institute
Zak World of Facades

Washington D.C.
Unboxing D.C.

Ontario
Laurentian University
Amsterdam
BNA Make Happen

Rotterdam
Rotterdam Architecture Month
(RAM)

Eilat
2019 Eilat Conferences

Jerusalem
Bezalel Academy of Arts & Design

Blacksburg, Virginia
Virginia Tech
On October 22nd a crowd gathered for the MLB World Series at West Half

In August, the transformation of the waterfront at 420 Kent was recognized by the Brooklyn Chamber of Commerce with the Building Brooklyn Awards

The Boston Society of Architects, in partnership with the AIA, awarded 10 Montieth with the 2019 Housing Design Award in October

Youri Mantra stands in front of his mural at Denizen Bushwick. In September, the first OPEN initiative completed 50,000 sqft of murals.

In February, 10 Jay opened on DUMBO’s waterfront. Since then, the Class A office building has been awarded the A+ Awards and the Chicago Athenaeum Award for Best American Architecture

One of the residents at Denizen PH1 displaying his art above the courtyard

New crops from the aquaponic farm in Bushwick
Thank you

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