



HQ architects was founded in Tel Aviv in 2008 by Erez Ella and currently employs 30 architects and 5 support personal in Tel Aviv. Focusing on a strong pragmatic and programmatic approach, HQ strives to question conventions and create culturally challenging buildings, while compounding client resources to achieve maximum utility through design.

Since 2008 we established ourselves as a leading firm whose exponential growth in size, quality and variety of projects attests to its many successes. With high quality designs and strong technical expertise, HQ spearheads the design and construction of over many projects in Israel and abroad, while forging its reputation as a problem solving firm.





S Tower
Office, public program, housing
2016



Sderot Tennis Center
Sports complex
2016

We are HQ

In 2008, HQ began its foray into the local market as a small office. Within ten years, it established itself as a leading firm whose exponential growth in size, quality and variety of projects attests to its many successes.

Public projects are key to HQ's development. These include designs for a public transportation terminal, a new wing for the Jerusalem Academy for Music and Dance, twenty Kindergarten complexes, a municipality building for a borough of Tel Aviv, a youth center, and a student village in the Negev Desert. HQ has a keen interest and has established a strong expertise in cultural projects. Among the most noted current projects are two theaters, three performing art centers and an art school.

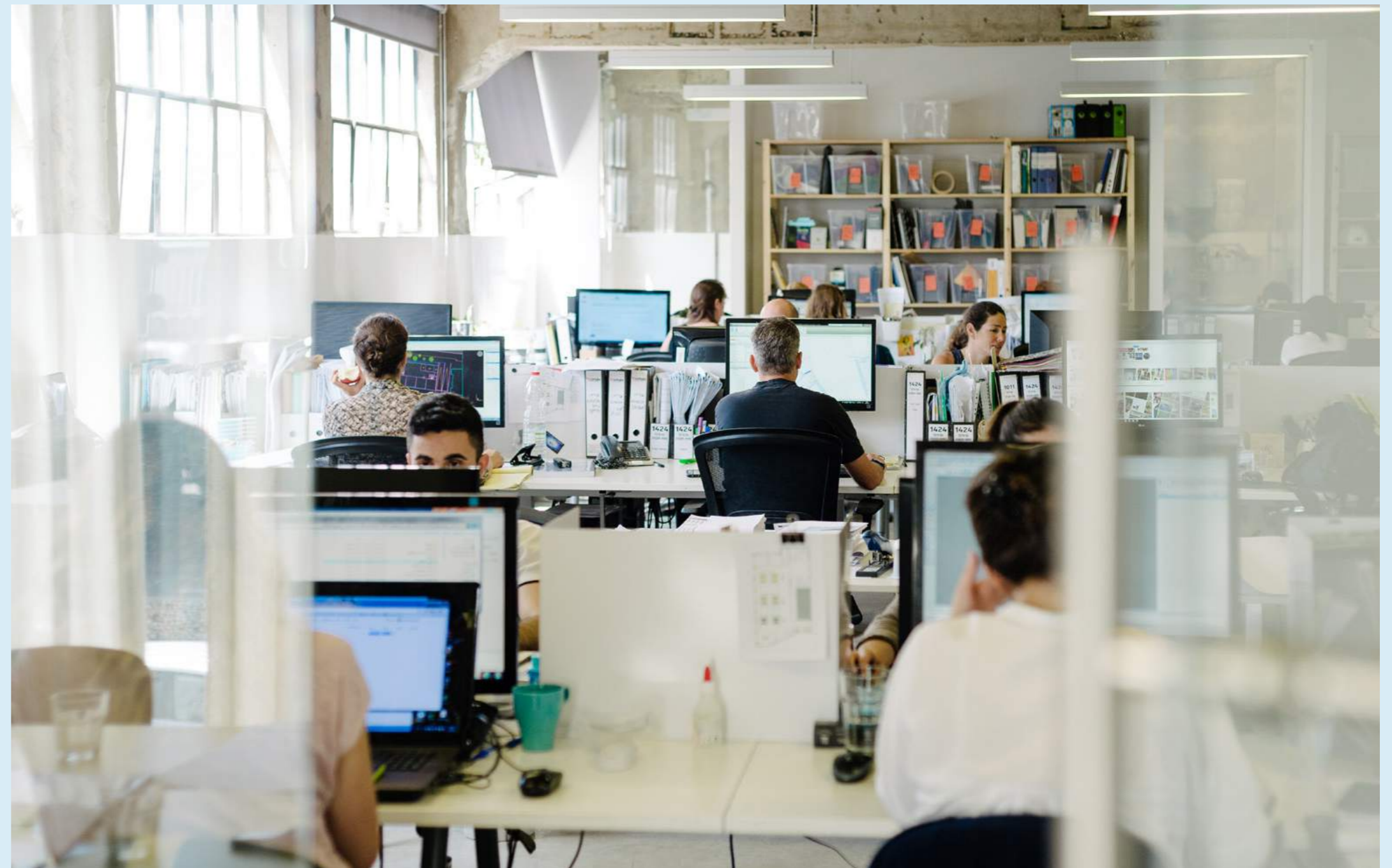
In the private market, HQ's growth is impressive. With groundbreaking designs and strong technical expertise, HQ spearheads the design and construction of over 500 apartments in Israel, while forging its reputation as a problem-solving firm. The office is currently planning hotels, office towers, and a shopping mall, most of them within mixed use buildings in Israel's major cities.

HQ's ability to rethink and challenge conventions led it to be part of US-Israeli team for NASA challenge "Habitat on Mars" - a challenge to establish a 3D printed habitat for future astronauts on Mars. It is comprised of three partners, three associates and twenty five team members.

Erez Ella established HQ architects Tel Aviv Studio after spending several years as a leading contributor to two of the world's most prominent architectural firms. He was an Associate at OMA P.C. between 1999 and 2005, and a Principal at REX from 2006 to 2008.

In those years, he contributed extensively to many successes. He led the TVCC project in Beijing, directed the design of the second scheme of the Whitney Museum in New York city and oversaw, together with his former partner, the design of the Wily Theatre in Dallas. From Tel Aviv, Ella leads HQ Architects' design work of more than 20 different projects in Israel and around the globe, various in scale and program.

Mr. Ella's involvement extends far beyond the world of architectural design. A graduate of Tel Aviv University, he co-curated the Israeli Pavilion at the 2012 Venice Biennial of Architecture, and is the co-editor in chief of the architectural book titled "Aircraft Carrier - American Ideas and Israeli Architectures after 1973" (Hajte Cantz, 2012). In 2011, Mr Ella established and currently leads the 'Mechanism of Design and Urbanism' research unit at the Bezalel School of Architecture. Mr. Ella was included in "The Most Promising Architects Under the Age of 40" by the Wallpaper Magazine, and in "The Most Promising Professionals Under the Age of 40" in Israel by The Marker Magazine. Mr. Ella is also a member of the 'Jerusalem Season of Culture' board of directors.





Warde
Urban Installation
2015



Proposal for Dead Sea Hotel
2015



Proposal for Jerusalem hall of justice
2013



Beit Ha'am
300 seats theatre
2013



**We
take
a stand.**

We believe architecture has an agency to change the world around us. In order to do so, we need to ask all the right questions. We do not simply follow a brief, we rewrite it in each project in order to calibrate our clients' ambitions, and have an optimal effect on the built environment.

Designing the Void

A revitalization of a neighborhood characterized by vast empty urban spaces in the city of Lod. As a conventional street typology will not suffice, our "Dense Void" proposal for the urban structure generates a landscape full of events.



Undo the NIMBY/ bus terminal

This mixed-use central transportation hub is prompting an urban revival and strengthening its surroundings. By inverting the building's program, we designed a bus terminal with a central public core and active facades towards the city.





Sharona
Office tower
2016



Youth Community Center
Media room, workshops,
classrooms, auditorium
2016



Petach Tikva New Terminal
Public Transportation Hub, Commerce, Offices
2015



Givatayim Municipality
City Hall for a Borough of Tel Aviv
2016

TIMELINE BY
POST TYPOGRAPHY



We research.

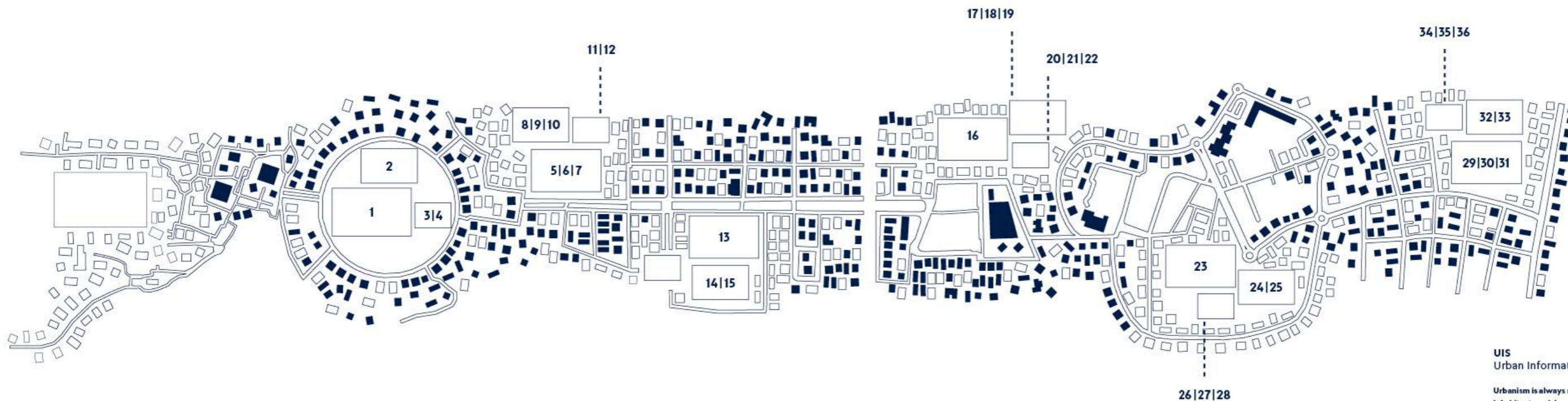
We like to think of our projects as applied research. Our methodology puts a strong emphasis on the social, economic, and historical aspects of design, and we develop independent research projects that inform and contextualize our built work.



HABITAT III
Exhibition
2016



Merhavim
Community innovation center
2015



BART
diagram

The BART diagram classifies Israeli urban initiatives along two axes: between bottom-up and top-down initiatives, and between research-oriented projects and urban actions. Analyzing the projects along these two parameters highlights and forwards the mutual relations between academic, third sector, private, local and national authorities. The importance of balanced relations between action and critical assessment is thus made clear. Above all, it brings forth less obvious players of the urbanizing effort within a transparent non-hierarchical setup, seeking to simulate creative regulation that accommodates all of the factors comprising a valuable urban environment.



1. National Urban Committee and Israel's preparations for HABITAT III
2. City Construction
3. The Acre Convention on Urbanism
4. WakeUp City Competition
5. Report on the Measurement of Sustainability
6. 360° Neighborhood
7. Local Sustainability Centers
8. Foreign Citizenship
9. ONYA Collective



10. Urban Green Spaces Connecting People
11. Capacity
12. Sarona Conservation
13. The Israeli Social Justice Protests, 2011
14. Masos the 1st
15. Thoughts About a City
16. Renewal and Renovation of City Markets
17. 1st Contemporary Music Garden in Israel
18. Digital Monkeys
19. Urban Street Light
20. Designed Target



21. Turan's Giving Day
22. Israeli Expanses
23. Urban Water
24. Self-Assembly in the Urban Sphere
25. My Acting Building
26. Startup City
27. This City
28. YH4- Yoma Architects
29. Neighborhood Renewal
30. Restoring Neighborhoods – a Photo Competition



31. Social plan for Neighborhood Restoration – Youth Centers
32. Rooftop Chronicles
33. Memorial for a Day
34. Ayalim Urban Student Villages
35. Young Mission-Driven Communities
36. Education for Sustainable Development in Urban Surroundings



UIS
Urban Information System

Urbanism is always site specific, as it is reacting on the layout, resources, inhabitants and dynamics of a certain place. Similarly to architecture, urban planning operates in a specific context and is committed to exploring its unique conditions and to respond to specific needs and constraints.

The Urban Information System (UIS) is a unique tool that is currently under development. It places urban initiatives on a geographic interface whilst providing important additional information regarding their time span, layout and effect. In so doing, it reverses the standard view of urbanization as the sum of buildings and structures and focuses instead on a series of unique events – the dynamics that constitute urban life. The UIS system is meant to function as a tool for planners, researchers and academics by providing specific local data, at times invisible, so as to achieve a truly integrated urban environment.

The present demonstration allows visitors to explore firsthand the features and workings of the planned system.

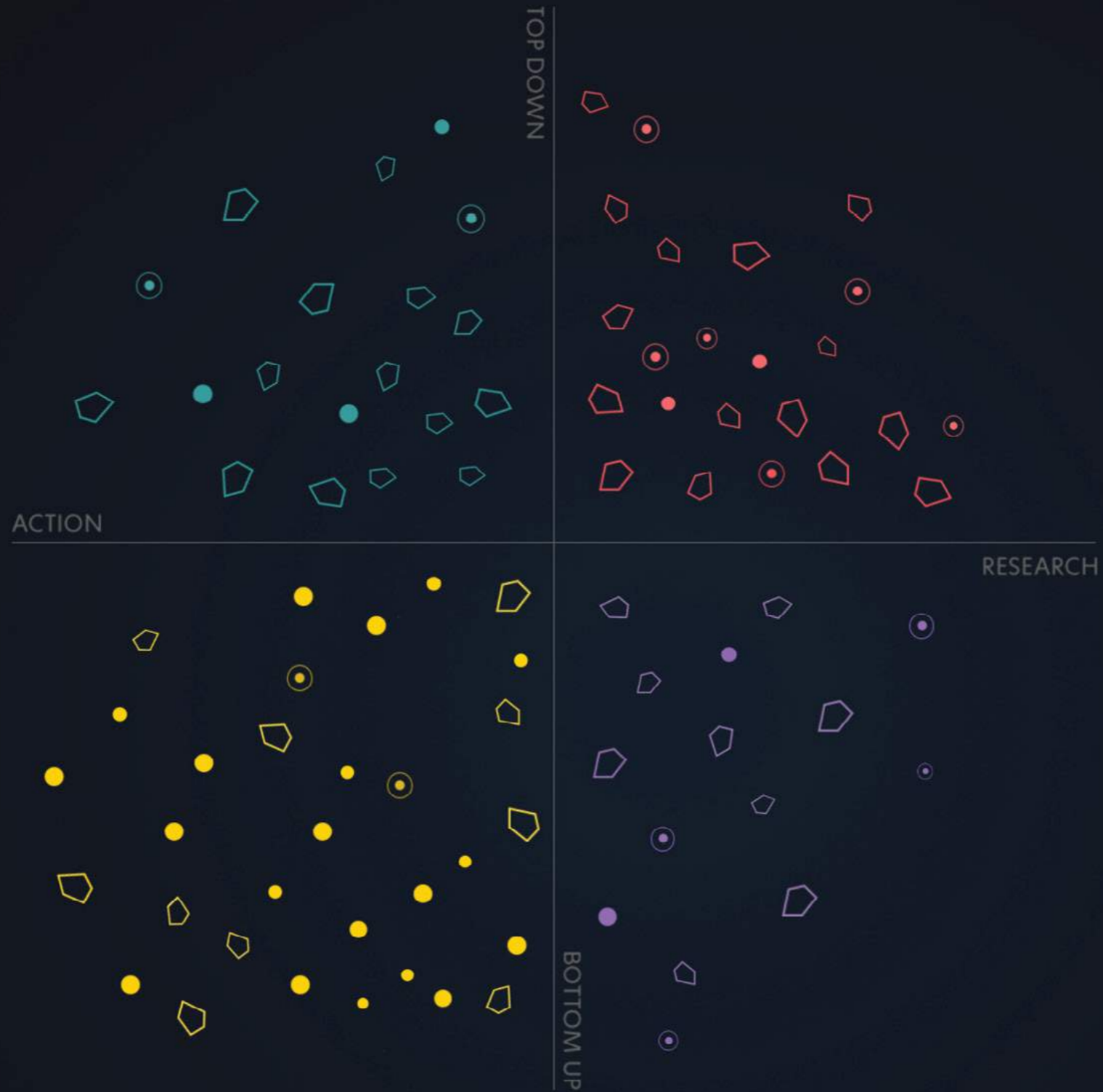
DISPLAY MODE

BART Diagram MAP

SORT BY FREQUENCY

- PERMANENT PROJECT
- YEARLY EVENT
- ONE-TIME EVENT

SHOW ALL



● LOCAL - SPECIFIC ● LOCAL - GENERAL ◡ CITY-WIDE

Self - Assembly in the Urban Sphere
— Choreography without a Choreographer



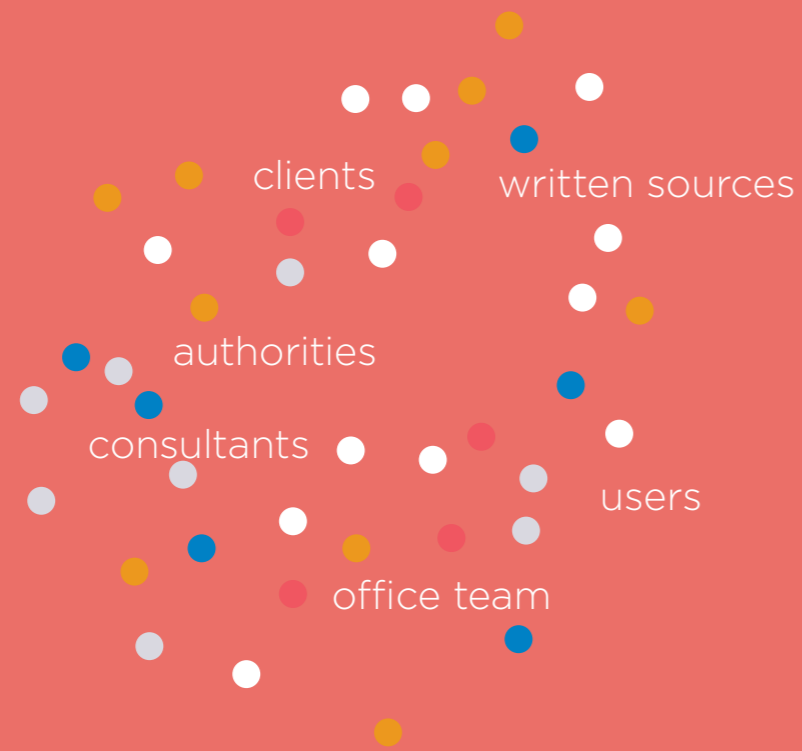
ONE TIME EVENT BOTTOM UP-RESEARCH
● LOCAL-SPECIFIC 📍 BEER SHEBA

'WakeUp City' Planning Administration Competition / Sharona Florsheim – Choreographer, Dr. Jennifer Galanis – Scientist, Prof. Daniel Harries – Scientist, Tal Yizrael – Photographer and Installation Artist

Leaderless organization, where individuals come together and spontaneously self-assemble into patterns much larger than themselves, commonly occurs in nature and can be readily observed in molecules all the way up to humans. In this project, the general public is invited to participate in a movement game in order to examine how an urban setting impacts the spontaneous process of assembly. The patterns of movement that humans make are then compared to other selforganizing systems.

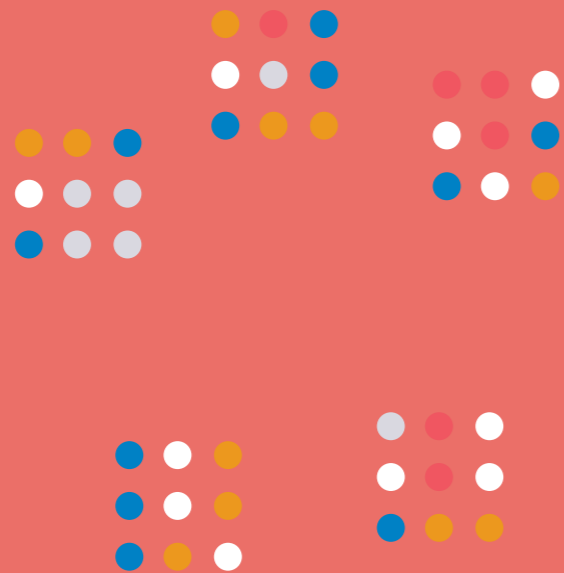


RESEARCH



1 Gathering materials from all parties of interest to discover the project's potential.

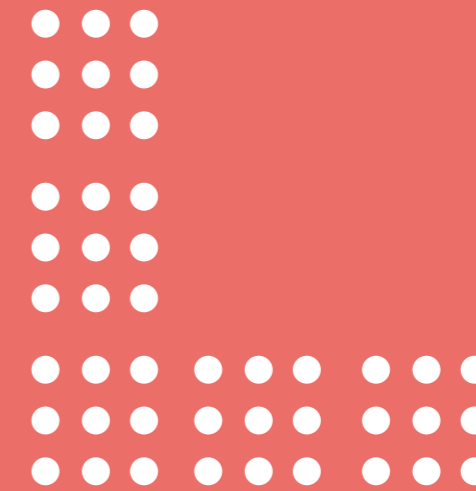
DEFINING CRITERIA



2 Reviewing insights from our research with the client to define the anchors of the project and focus its goals.

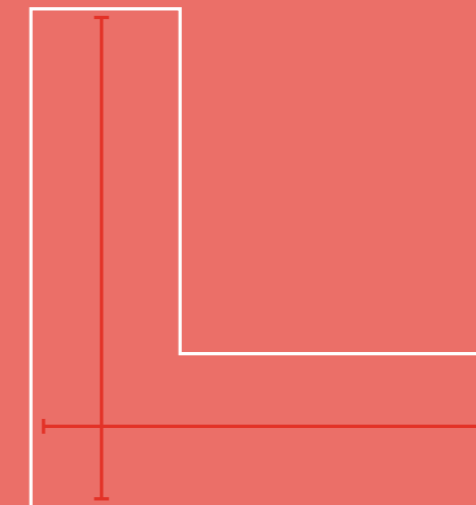
OUR METHODOLOGY

DEFINING CONCEPT



3 Intensive work within the office and with the client to define the design concept based on the pre-defined criteria.

SPECIFIC PLANNING



4 Detailed planning based on the design concept towards construction.



To maximize the number of housing units in Fein Building, Tel Aviv, while remaining within zoning height regulations, we reintroduced the traditional middle-eastern typology of a cool inner courtyard to replace the modern Garden City stand-alone building.

A courtyard in the Garden City

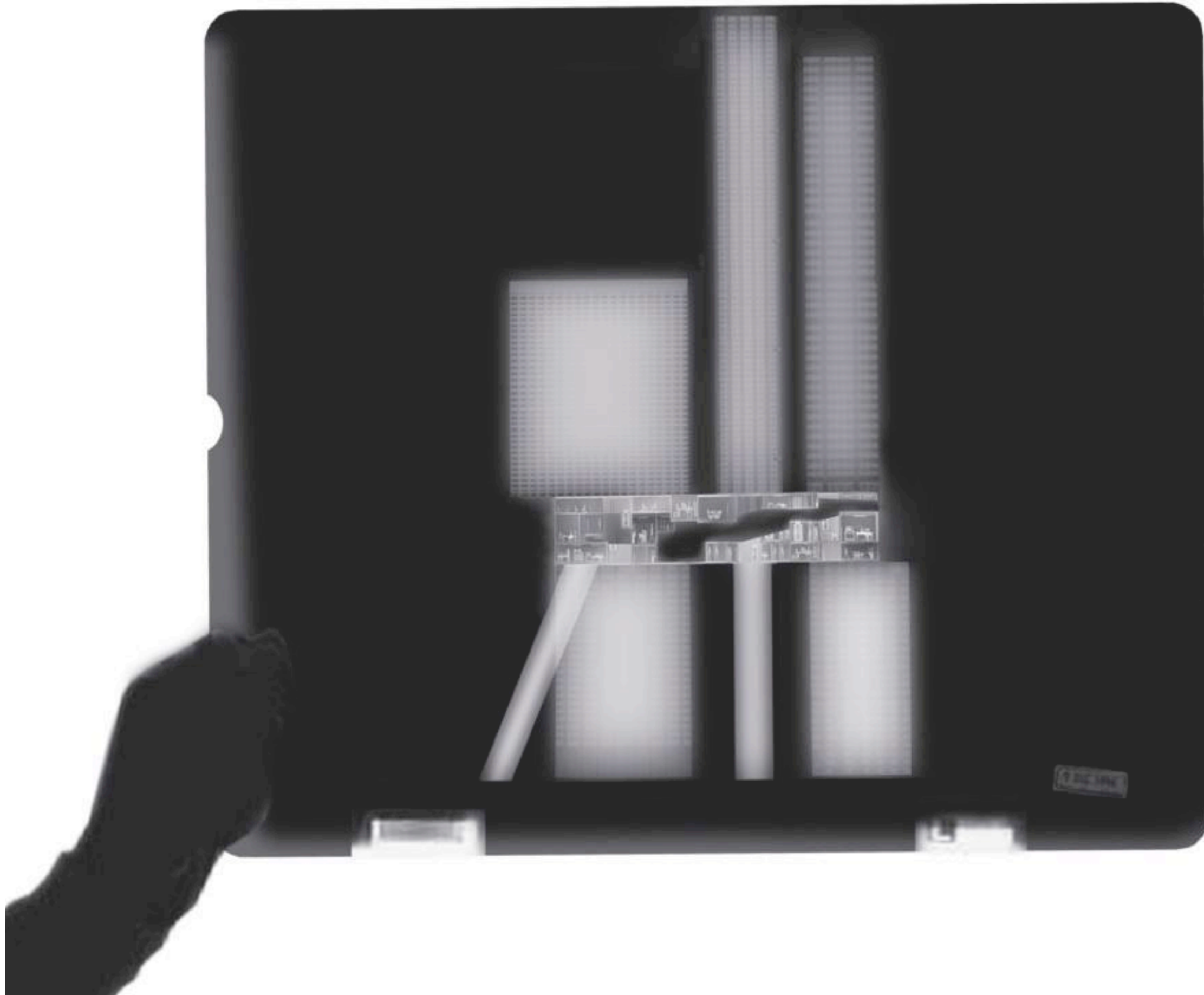
"Ties the (urban) room together"

In a chaotic urban environment dominated by various interests and local politics, an unorthodox solution was needed. Warde, an installation of giant Interactive flowers is adding a unifying layer to the disordered surroundings in the center of Jerusalem.

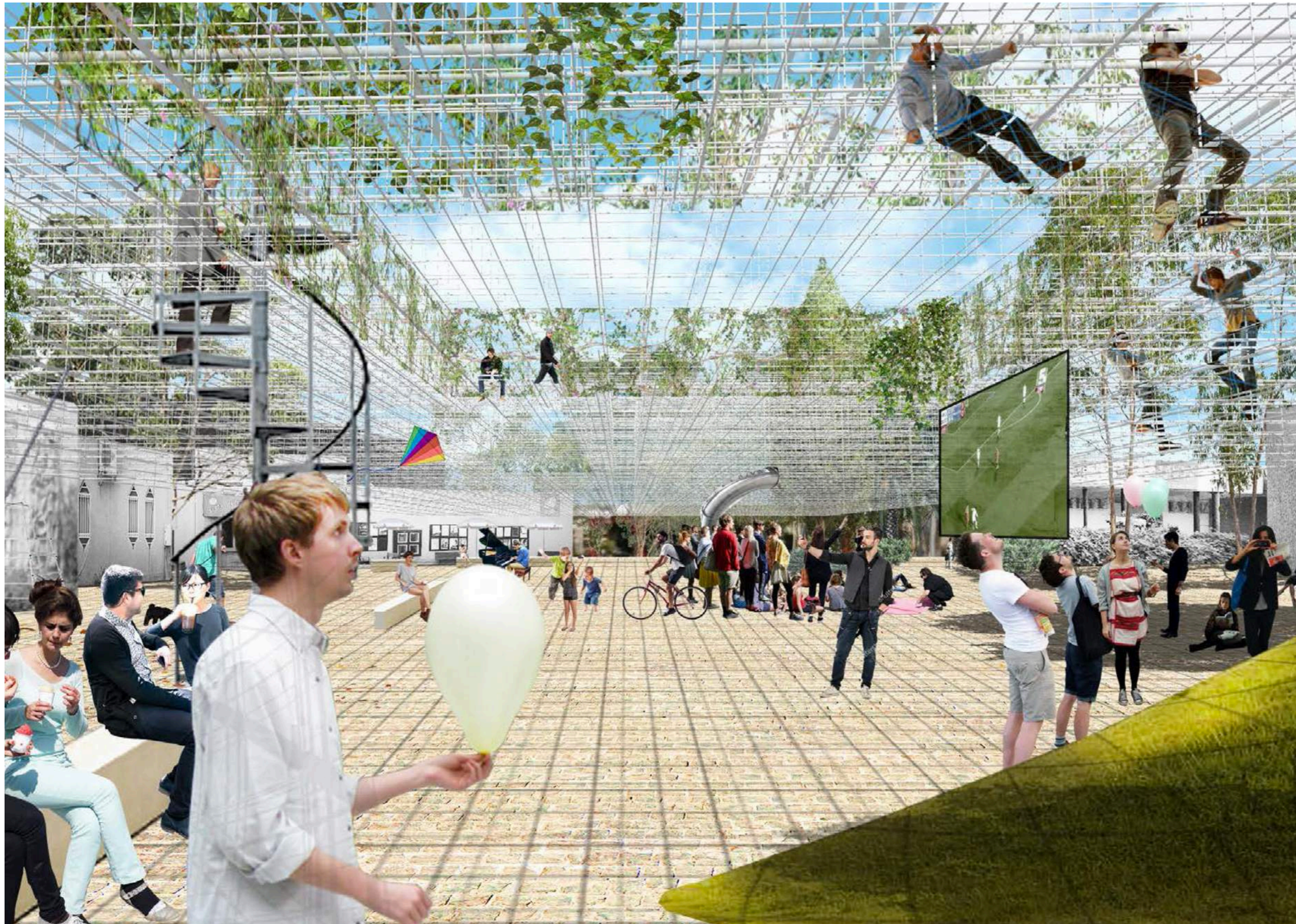


We solve problems.

We pride ourselves at our ability to turn problems into opportunities through good design. We believe that the more complex a problem is, the more creative we can be, and the better value the client will get for his dollar.



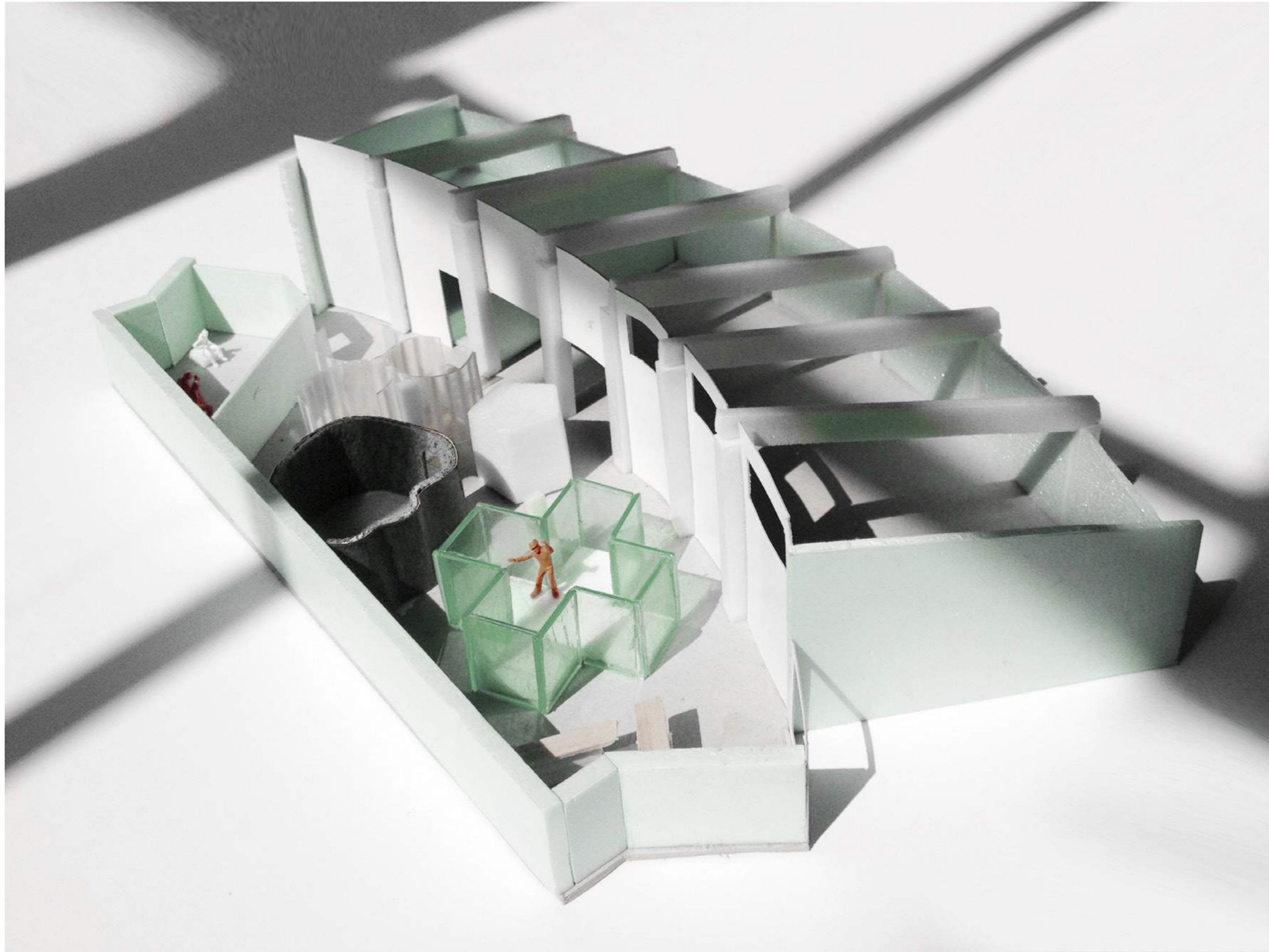
Museum Plaza (REX)
Hotel offices, museum and housing
2005



Inhabitable Cloud
Urban installation (with FAMILY)
2016



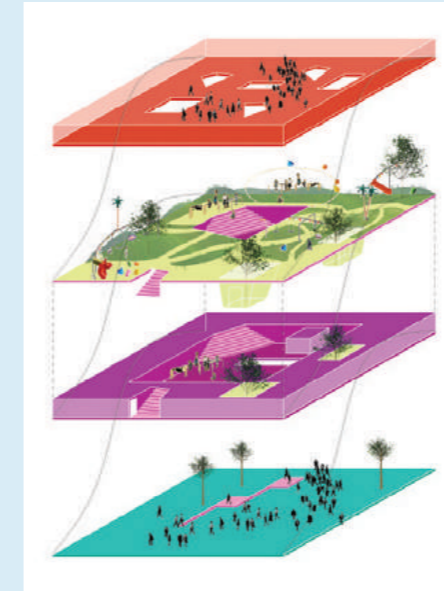
Fein Building
Housing and commerce
2012



Youth Community Center
Media room, workshops, classrooms, auditorium
2016

We challenge conventions

We never take anything for granted. This allows us to look at all the options that are on the table, no matter how they might appear at first glance. Having no preconceptions allows us to develop tailor-made solutions with maximum impact.

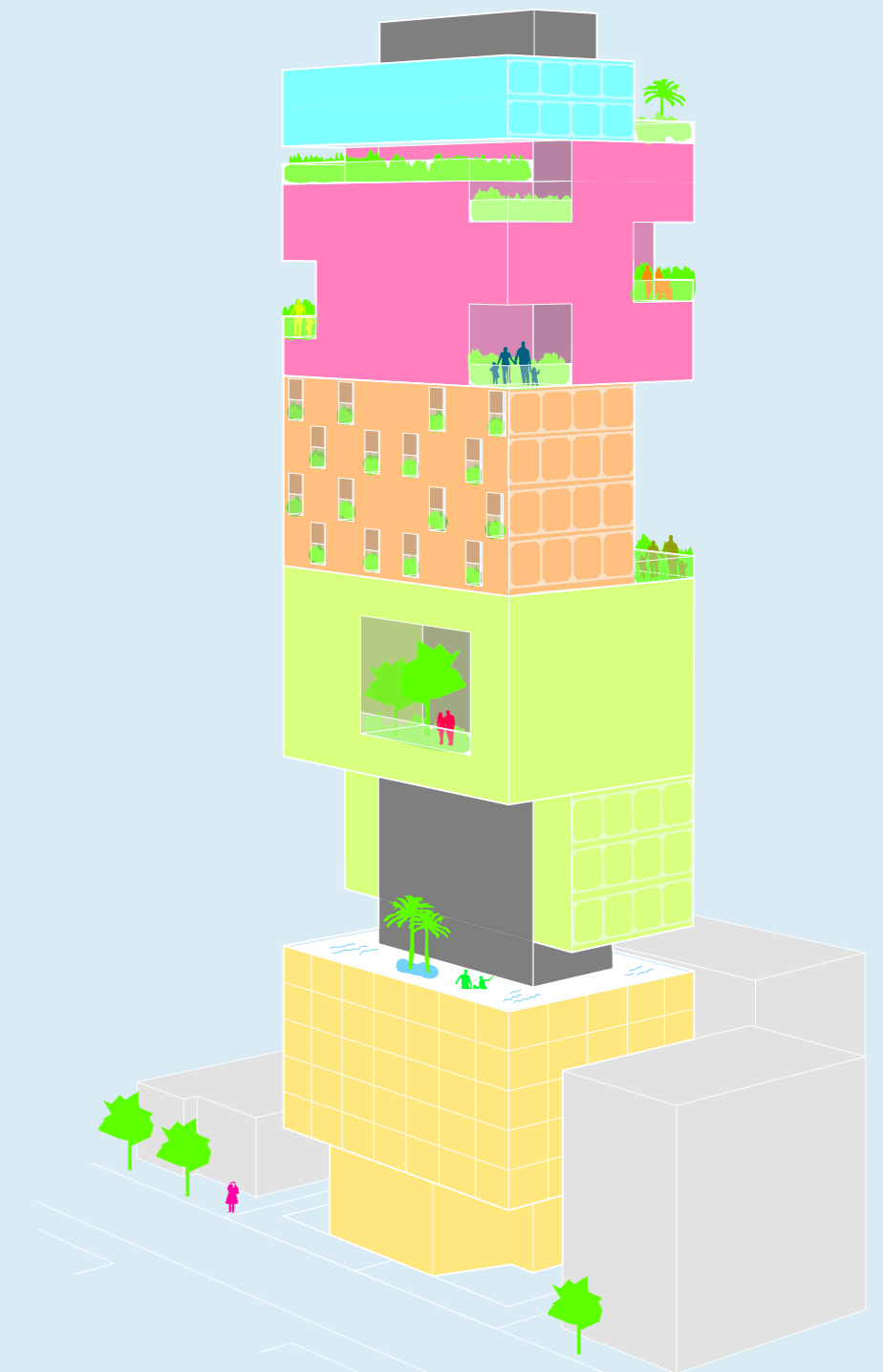
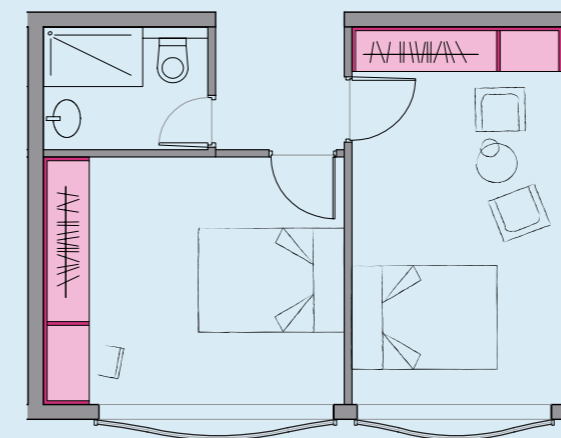


Education is not a spread sheet

While educational buildings are required be financially justified, and commercial spaces become part of the program, in Holon's education complex, a new relationship between offices, eight kindergartens and their courtyards was introduced, and all the programs benefit from the new contraposition.

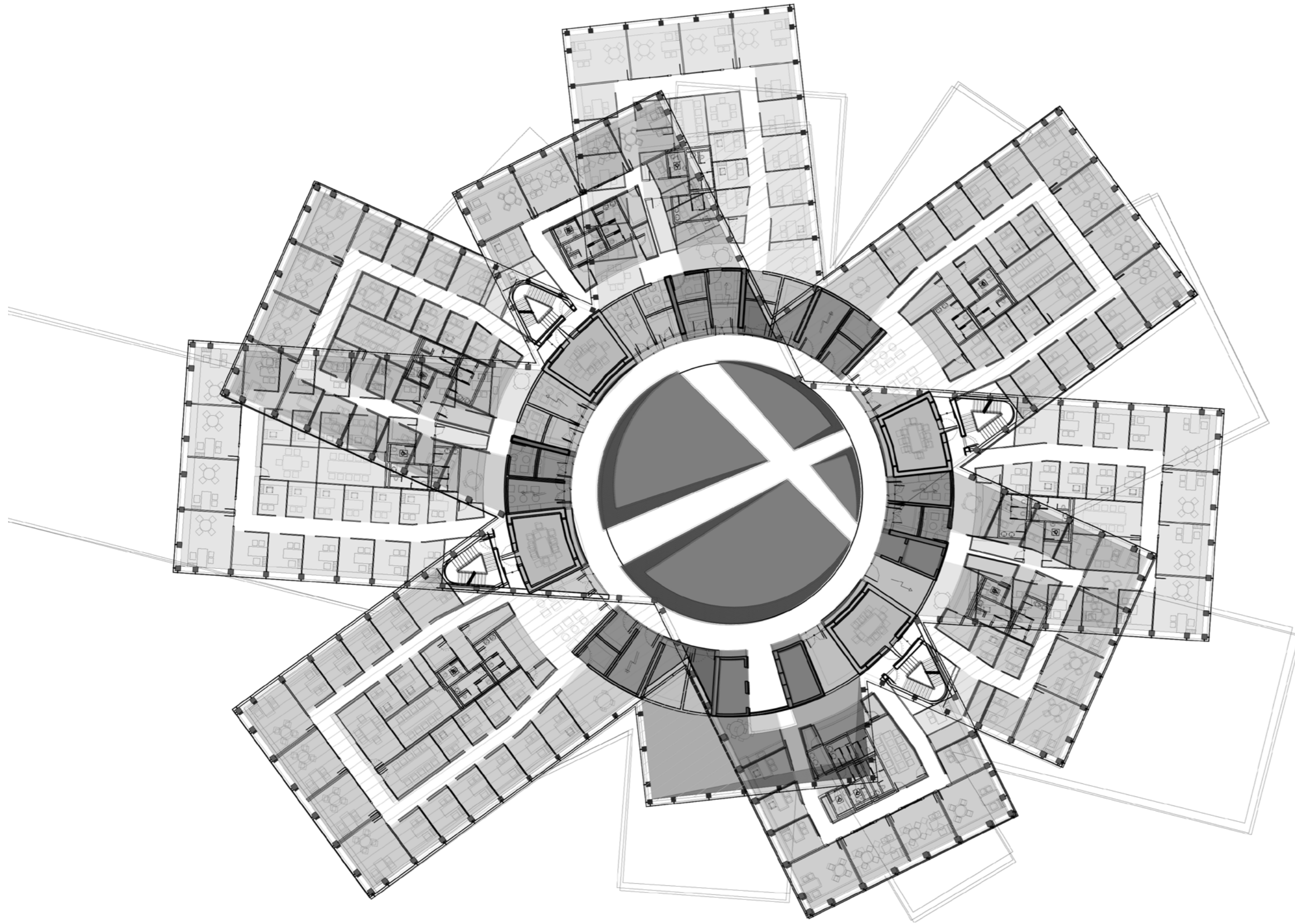
Sharing is the new living

While housing prices in urban centers are constantly on the rise, and out of reach to many - our design for HT hotel and residence in Tel Aviv promotes a socio-economic ecosystem that embraces community and sharing. By introducing a variety of housing typologies with various micro-units and shared facilities, our proposal allows different communities to live side-by-side in the heart of the city.





HT Tower
Hotel and micro-units
2016



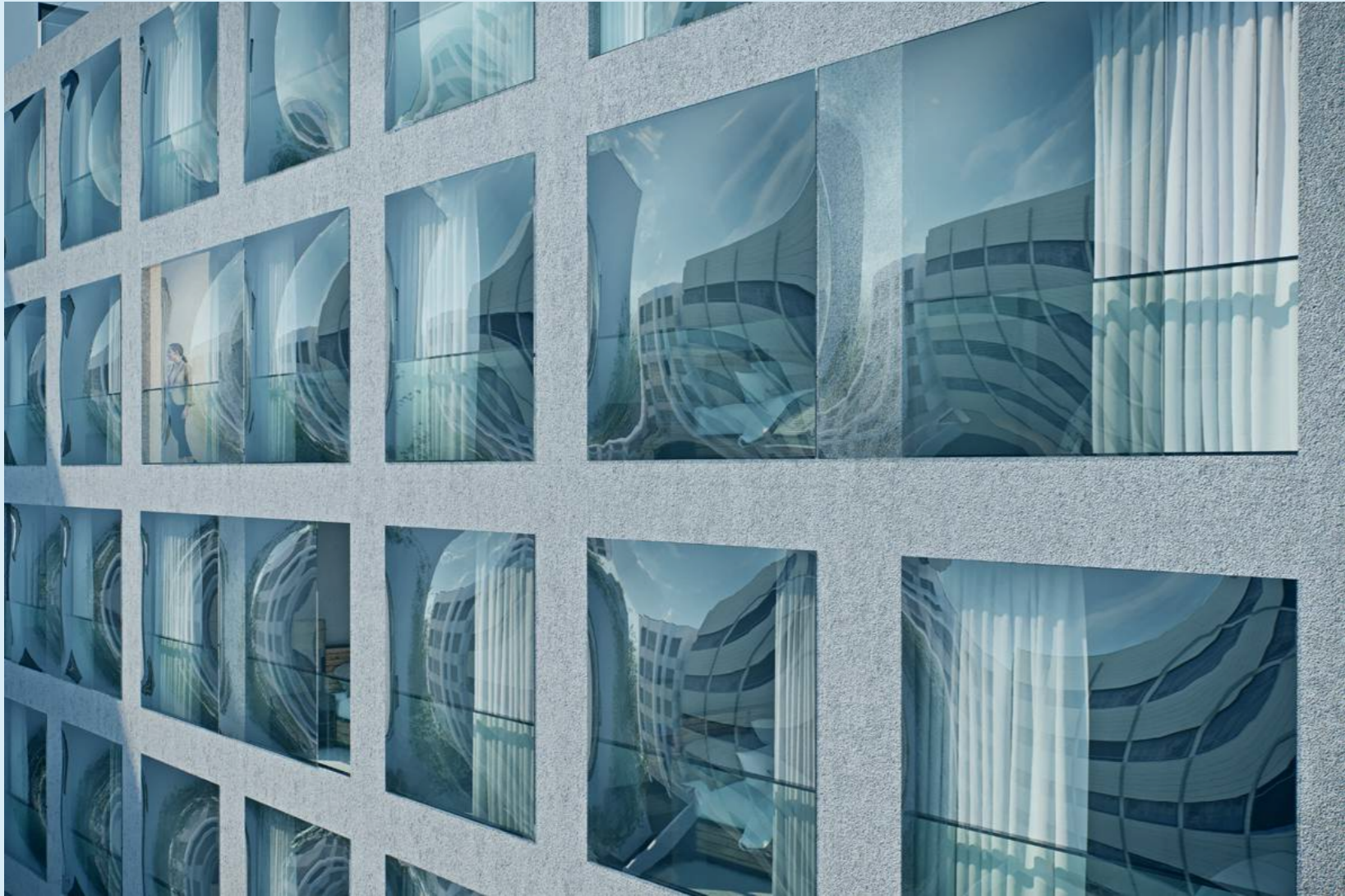
Petach Tikva New Terminal
Public Transportation Hub, Commerce, Offices
2015



Israel Pavilion proposal
World EXPO
2014



Kindergarten Complex
and Open Basketball Court
2013



**We treat
our
buildings
at every
scale.**

We believe that big Ideas derive from large schemes as well as small details, therefore we approach our projects in a non-linear fashion, exploring all scales and directions simultaneously. Sometimes the small scale revelations make all the difference.

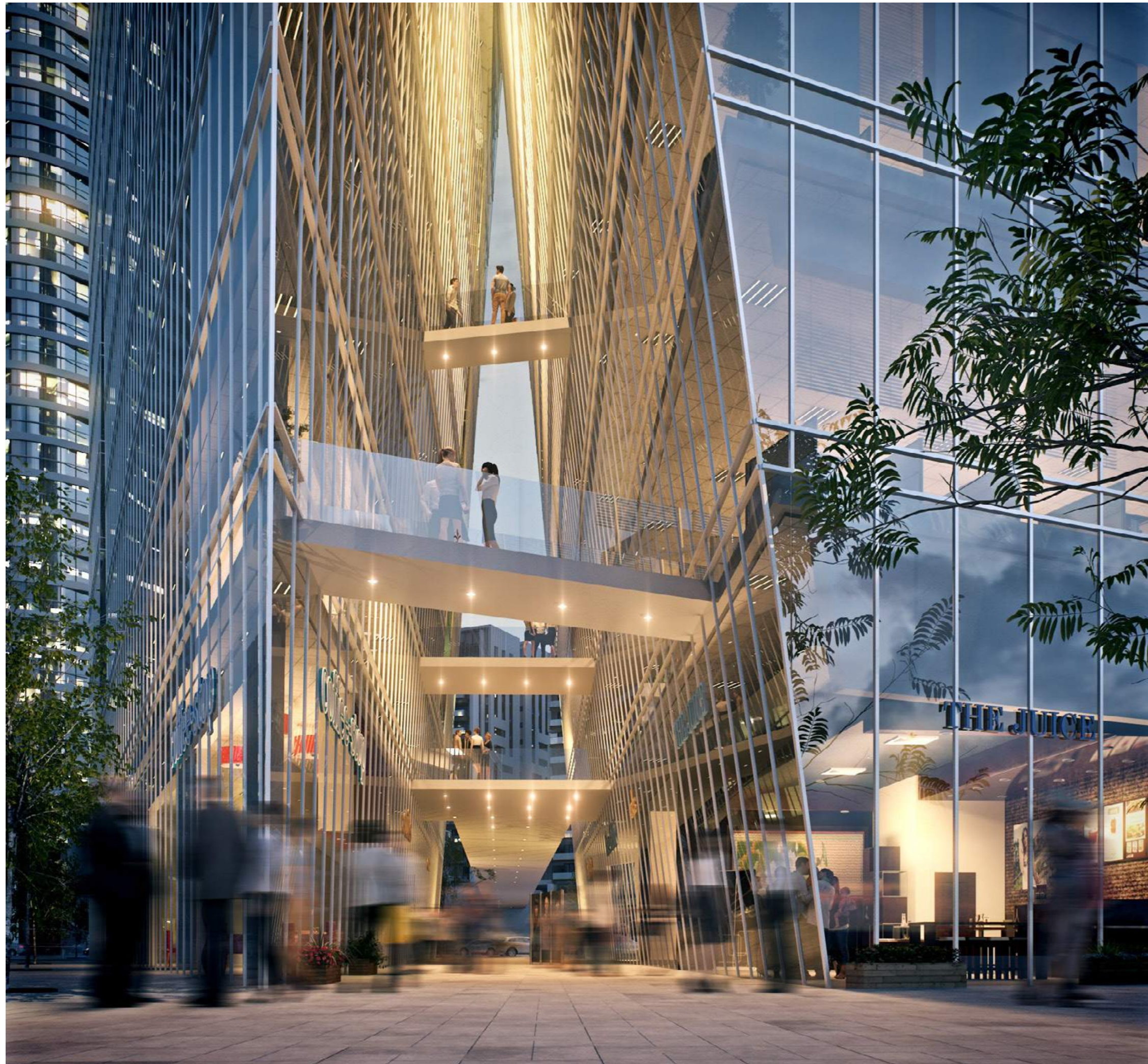
Reimagining the new CBD of Tel Aviv

S tower is assembled from three different structures which make the building appear larger than it is, creating a unique landmark at the main traffic intersection of the developing CBD. By positioning the building perpendicular to the street, the building fulfills its urban responsibilities, allowing pedestrian passage through the structure.



Education spaces are outdated

A generic program of multiple classrooms has been modified into a series of unique spaces at the Youth community center, Kfar Saba. Each space holds different attributes inspiring young people to act, discuss and engage within a contemporary environment.



S Tower
Office, Public program, Housing
2016



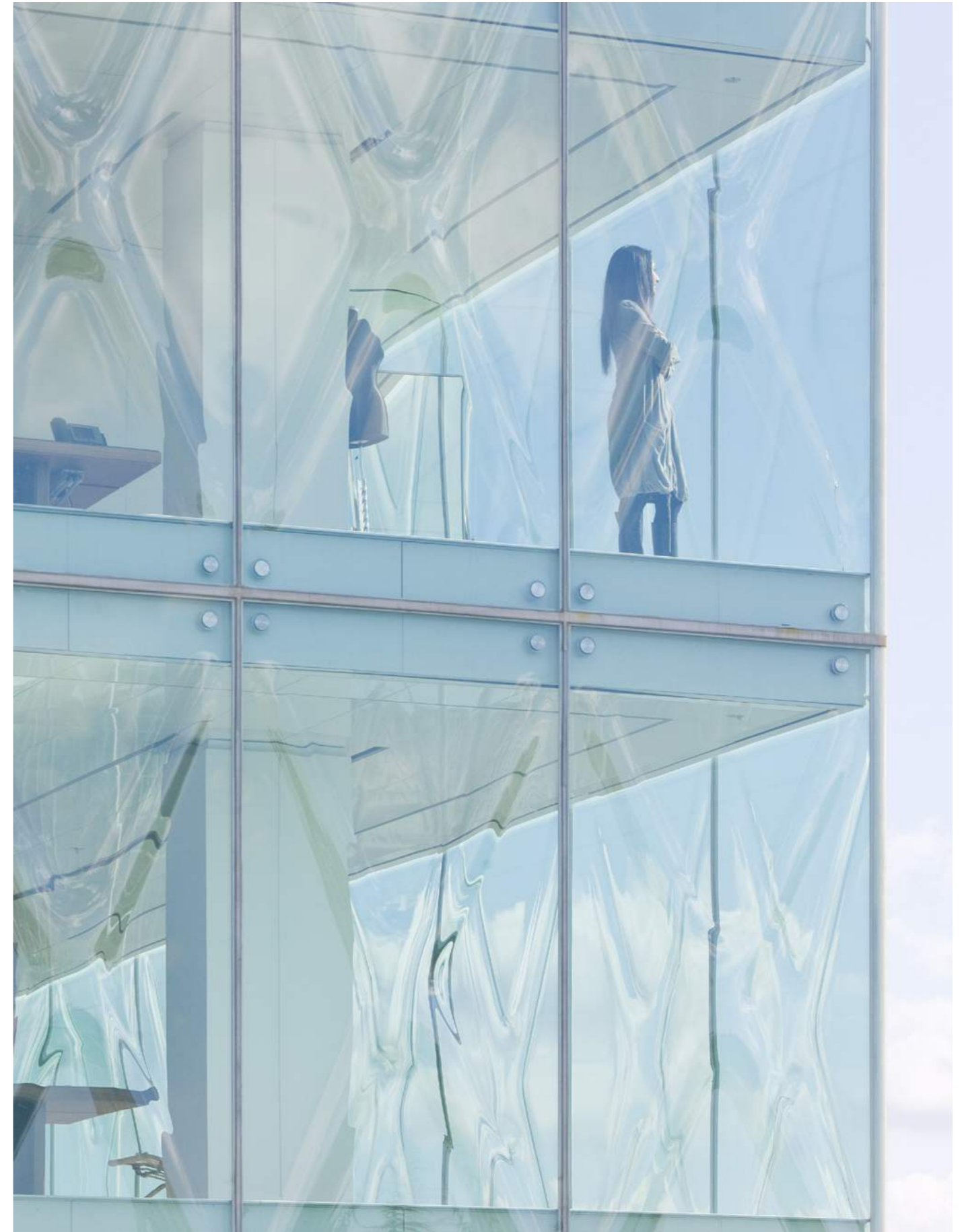
Performance Hall
Old Jaffa Port
2010



Shadow
Urban installation
2015



VAKKO HQ (REX)
Office and multimedia building
2010



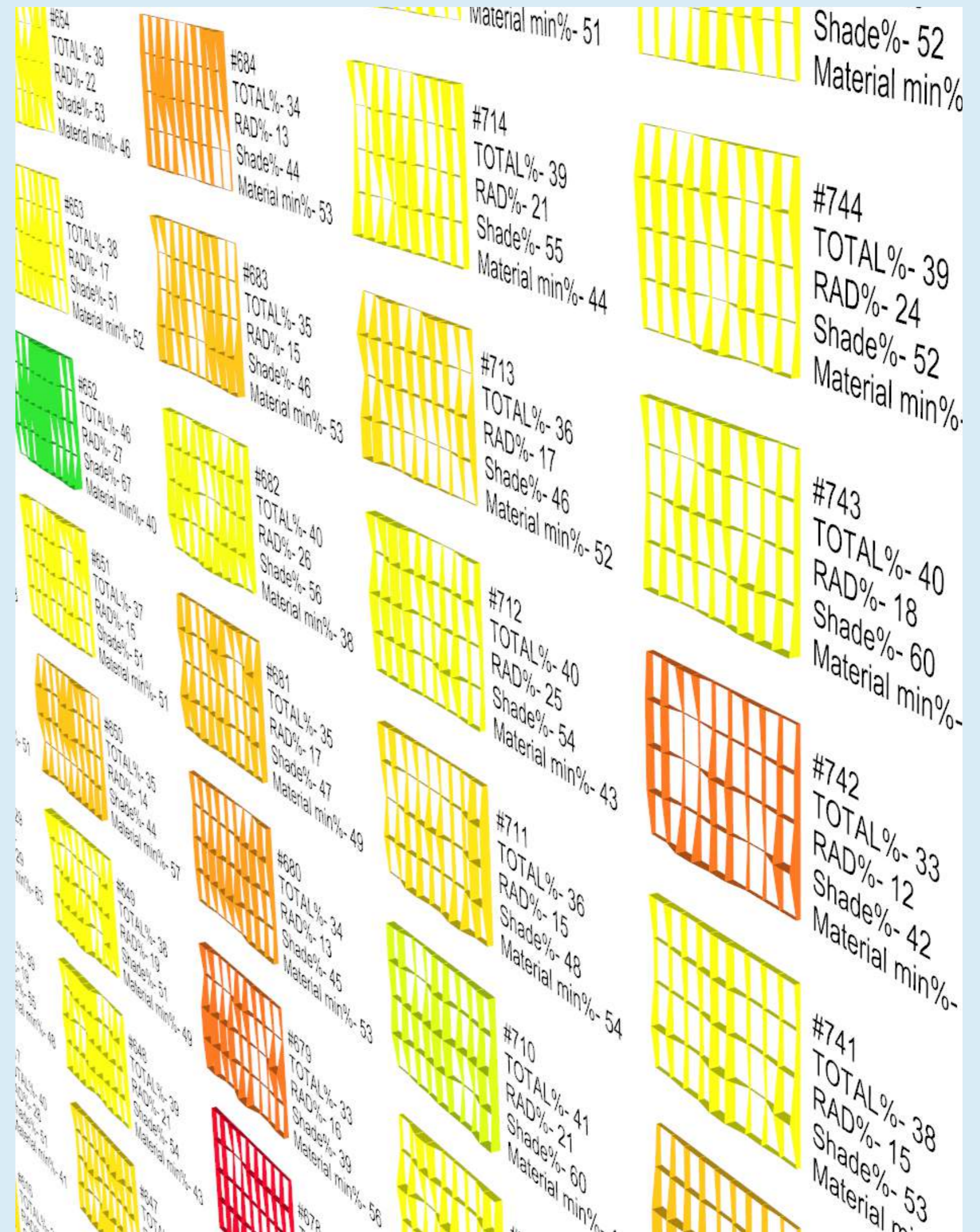
VAKKO HQ (REX)
Office and multimedia building
2010



Petach Tikva New Terminal
Public Transportation Hub, Commerce, Offices
2015

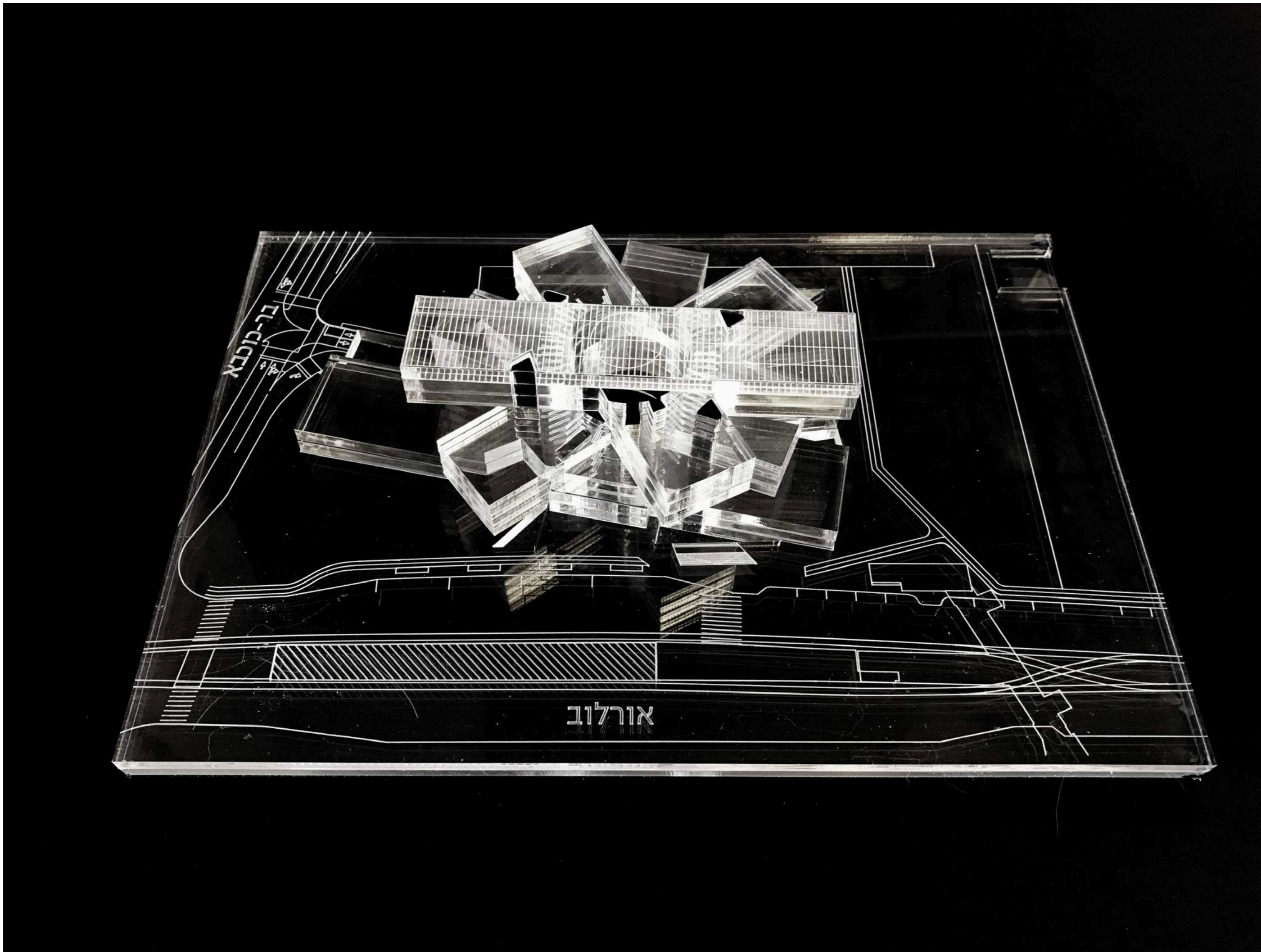
We are only as good as the tools we use.

We believe that in order to be truly forward-looking, one has to master as many skills as possible. That is why we embed both innovative information-based and traditional craft working techniques in our work. This combination leads to realizable concepts we call grounded innovation.





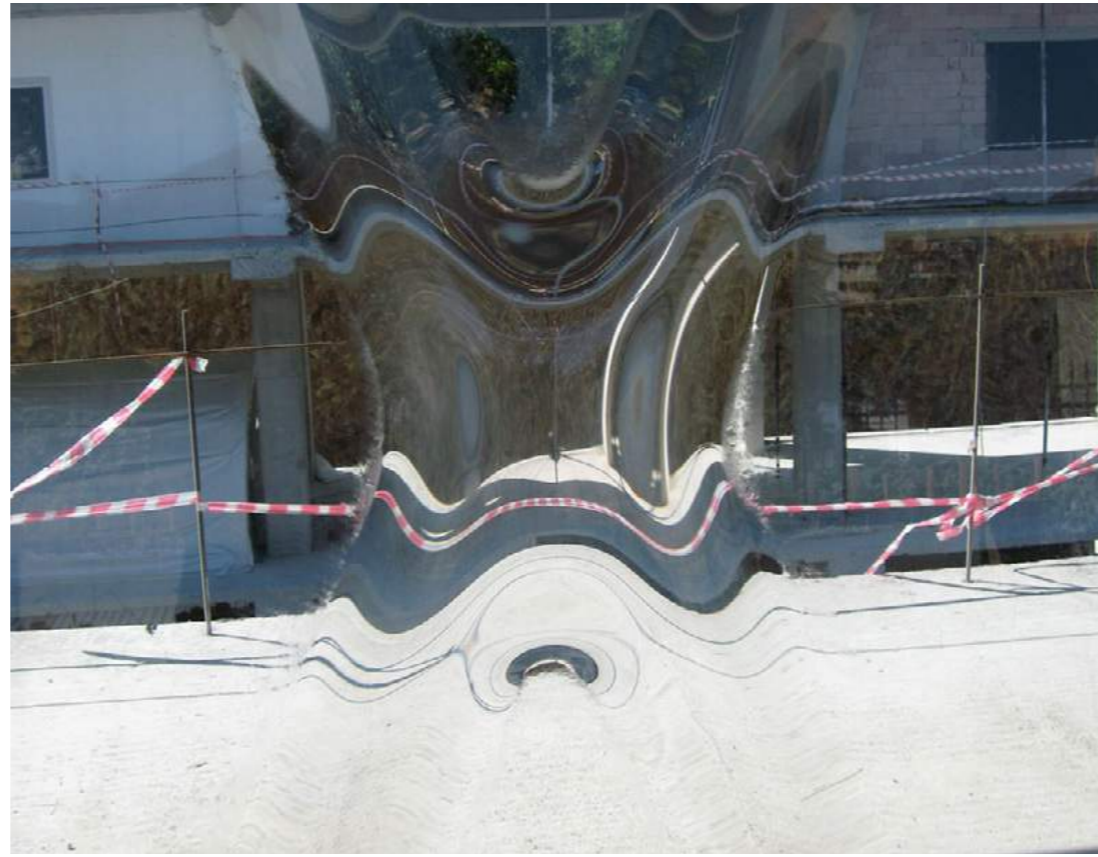
Wylly Theatre (REX/OMA)
Multi function theatre
2010



Petach Tikva New Terminal
Public Transportation Hub, Commerce,
Offices
2015



Givatayim Municipality
City Hall for a Borough of Tel Aviv
2016



VAKKO HQ (REX)
Office and multimedia building
2010



Desert Housing
Young Families Community
2014



Aircraft Carrier
Venice Biennale 2012 exhibition (Tal Erez)
2012

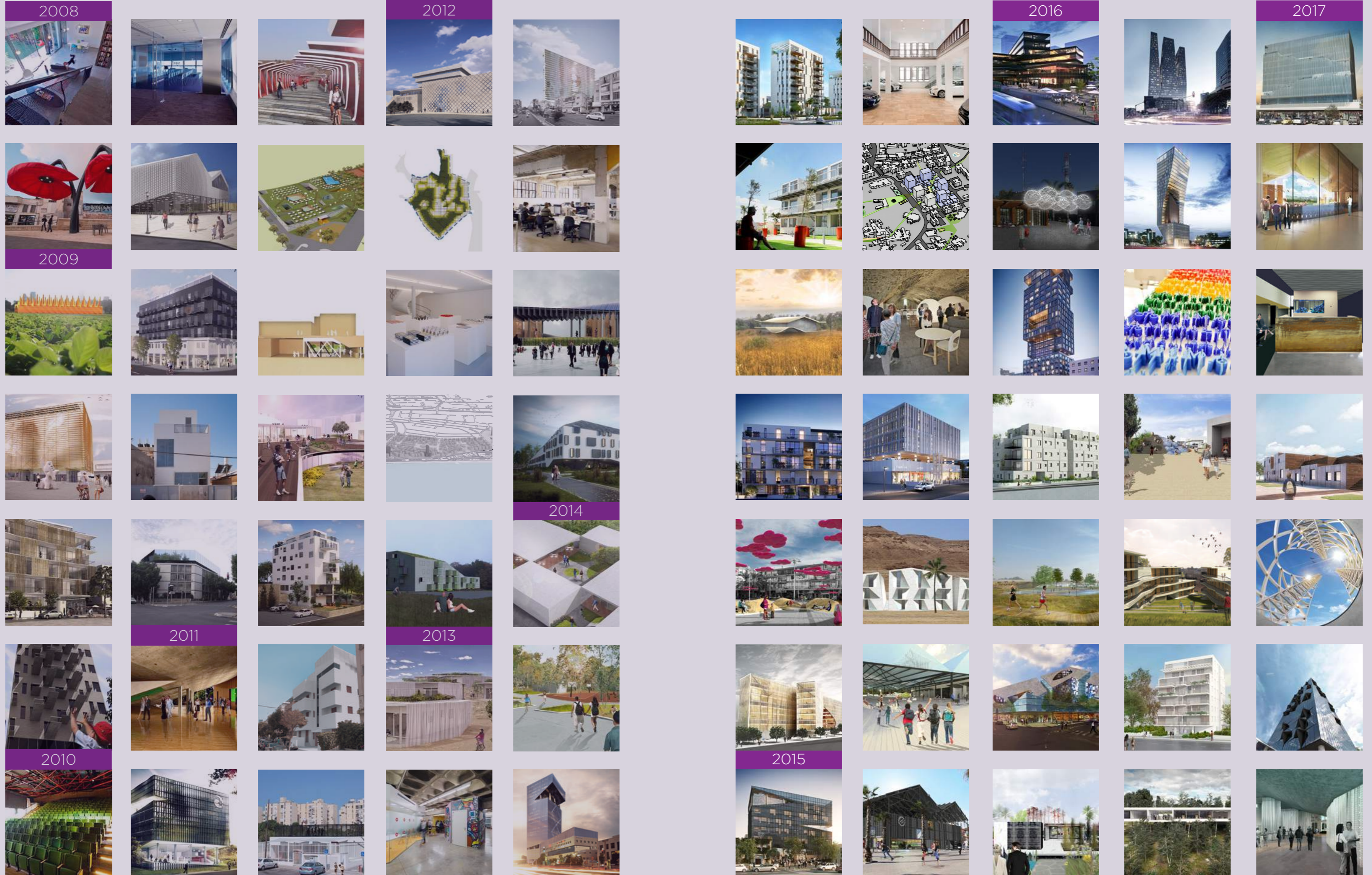


VAKKO HQ (REX)
Office and multimedia building
2010



Oranim Education center
Academy
2016

Project timeline:



2008-2017