



## CURRICULUM VITAE

Josh Lobel  
Director, b.Digi  
Design Technology Research & Process

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### INTERESTS

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- > Studying the theoretical and practical applications of computational design methods, focusing on the role that digital design technology plays in facilitating the effective communication of design information.
- > Investigating the social and cultural impact of design technology, perceived and actual, on roles and responsibilities in architectural practice and academia.
- > Ambiguity

### EDUCATION

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MASSACHUSETTS INSTITUTE OF TECHNOLOGY  
S.M.Arch.S, Design and Computation, School of Architecture, 2008

CORNELL UNIVERSITY  
B.Arch., College of Architecture, Art & Planning, 1999  
Rome Program, 1998  
Traveling Summer Studio: Scandinavia, 1997

### PROFESSIONAL PRACTICE

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| 2009 -                    | <b>Director, b.Digi</b> Point B Design Ltd., Philadelphia, PA                                                                                                                                                                                                                 |
| 2009 -                    | <b>Theme Development Consultant</b> Victory Schools, New York City Charter High School for Architecture, Engineering & Construction Industries (AECI).                                                                                                                        |
| 2009<br>(4 mos)           | <b>Design Development Consultant</b> KGS Buildings, Cambridge, MA.<br>Parametric modeling and prototyping for passive solar device.                                                                                                                                           |
| 2008 - 2009<br>(9 mos)    | <b>Facade Consultant</b> Front Inc., NY, NY.<br>Projects include: <ul style="list-style-type: none"><li>&gt; 441 E57 St Lofts, NY, NY</li><li>&gt; Lincoln Square Synagogue, NY, NY</li><li>&gt; MahaNakhon Tower, Bangkok, Thailand</li></ul>                                |
| 2004 - 2006<br>(1yr 3mos) | Project Architect Matthew Baird Design, NY, NY.<br>Projects include: <ul style="list-style-type: none"><li>&gt; Botkin-Sonday condo Renovation, NY, NY</li><li>&gt; Bahari condo Renovation, NY, NY</li><li>&gt; Fortress Investment Group office build-out, NY, NY</li></ul> |

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**PROFESSIONAL PRACTICE** (cont'd)
 

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- 2004  
(6 mos)      **Freelance Designer** Scott Abrahams Architecture, NY, NY  
Projects include:  
> "Polaroid House" condo renovation, NY, NY
- 2003 - 2004  
(9 mos)      **Project Architect** Gensler, NY, NY  
Projects include:  
> JC Flowers and Company office build-out, NY, NY  
> Weil Gotshal Manges office build-out, NY, NY  
> Coach Flagship Store concept design, NY, NY
- 1999-2003  
(2yrs 4mos)      **Project Architect** Mark Horton / Architecture, San Francisco, CA  
Projects include:  
> Fillmore Jazz Club schematic design, SF, CA  
> Layton Residence winery, Sonoma, CA  
> Kreissman condo renovation, SF, CA  
> Crissy Field Aviation Museum concept design, SF, CA

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**ACADEMIC EXPERIENCE**


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- 2009      **Guest Lecturer** Cornell University, Arch 2503 - Drawing III: Digital Media:  
Into to Computational Methods, Arch 3308 / 6308 - Theory Seminar:  
Concept Design Games
- 2006 - 2008      **Teaching Assistant** MIT  
Courses include:  
> 4.553 Digital Fabrication: Professional Applications, Prof. Dennis Shelden  
> 4.560 Geometric Modeling, Prof. Takehiko Nagakura  
> 4.124 Design Studio: Level I, Prof. Meejin Yoon  
> 4.143 Design Studio: Level II, Post-doc Axel Kilian
- 2007      **Course Instructor** Boston Architectural Center  
Courses include:  
> Rhino I: Introduction to 3d Design

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**RELATED EXPERIENCE**


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- 2009, 2010      **Organizer** MIT Design and Computation Alumni Symposium
- 2007-2008      **Research Participant** FACADE (Future-proofing Architectural Computer Aided Design), MIT Libraries research project
- 2007      **Lead Design and Fabrication** Mobile Fab Lab, MIT Center for Bits and Atoms
- 2007      **Researcher** Pre-fab Formwork, MIT Digital Design and Fabrication Group
- 2006      **Technical Assistant** Kate Shepherd

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**PRESENTATIONS**


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- 2010      **Invited Speaker** KA Connect 2010
- 2009      **Keynote Speaker** World Association of Chinese Architects (WACA) Annual Conference
- 2009      **Invited Speaker** World Association of Chinese Architects (WACA) Annual Conference, Digital Architecture Committee
- 2009      **Panelist** Build Boston, Socially Sustainable Design section  
"Small Firm? Small Project? Small BIM?"

## PRESENTATIONS (cont'd)

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|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2009 | <b>Conference Presenter</b> Digital Critical, Harvard University<br>"Ends-Means: Creating Value through Digital Design"                                                            |
| 2009 | <b>Presenter</b> MIT Design and Computation Alumni Symposium                                                                                                                       |
| 2008 | <b>Conference Presenter</b> Digital Critical, Harvard University<br>"The Representation of Post-Design (n.) Design (v.) Information"                                               |
| 2007 | <b>Second Author</b> Arab Society for Computer Aided Design, Alexandria, Egypt<br>"Materializing Design: CAD / CAM Technology in the Architectural Design and Fabrication Process" |
| 2007 | <b>Conference Presenter</b> Virtual Systems and Multi-Media, Brisbane, AUS<br>"The Value of Digital Simulation in Digital Design"                                                  |

## EXHIBITIONS AND PUBLICATIONS

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|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2009 | Chen, S. and Lobel, J. eds. <u>Computational Constructs: Architectural Design, Logic, and Theory</u> . China Architecture and Building Press: Beijing, 2009.                                                                                            |
| 2009 | Lobel, J. "Computer Aids to Design" in Chen, S. and Lobel, J. eds <u>Computational Constructs: Architectural Design, Logic, and Theory</u> . China Architecture and Building Press: Beijing, 2009.                                                      |
| 2005 | "Kate Shepherd: Puzzles, Cards, and Blocks", Barbara Krakow Gallery, Boston, MA. Technical assistant to artist.                                                                                                                                         |
| 2004 | "Kate Shepherd: Blue and Another Color", Anthony Meier Fine Arts, San Francisco, CA. Technical assistant to artist.                                                                                                                                     |
| 2004 | Carber, Christine. "Coast to Coast: San Francisco Architect Mark Horton and Designer Vaughn Woodson Create a Russian Hill Apartment Reminiscent of Mid-town Manhattan." <u>California Homes</u> Jan.-Feb. 2004: 96-101. Article on Kreissman Residence. |
| 2004 | <i>Artforum</i> , March 2004 exhibition advertisement for "Kate Shepherd: Wall, Floor, Rocky Crag" at Galerie Lelong, NY, NY.                                                                                                                           |
| 2004 | "Kate Shepherd: Wall, Floor, Rocky Crag", Galerie Lelong, NY, NY. Technical Assistant to artist.                                                                                                                                                        |
| 2002 | Form.Z User Manual. Computer model / rendering featured on back cover of tutorial publication shipped with software.                                                                                                                                    |
| 2001 | "Mark Horton / Architecture." <u>In Form.Z</u> June 2001: 21. Models / renderings featured.                                                                                                                                                             |
| 2000 | "Mark Horton / Architecture: CCA Dormitory." <u>Small Firms / Great Projects</u> , San Francisco AIA. Project model and rendering featured.                                                                                                             |
| 1999 | Chi, L. "Boundary Studies." <u>Journal of Architecture Education</u> , 53:2, Nov. 1999: 115-121. Studio project featured.                                                                                                                               |
| 1998 | "Three Minutes." Solo photography exhibition. Hartell Gallery, Cornell University, Ithaca, NY.                                                                                                                                                          |

## HONORS, AWARDS &amp; ACHIEVEMENTS

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| 2008     | <b>SMArchS Thesis Prize</b> MIT                                              |
| 2007     | <b>Dept of Architecture Merit-based Fellowship</b> MIT                       |
| 2006     | <b>Appalachian Trail Thru-Hike</b> 2174.6 mile hike from Georgia to Maine    |
| 1999     | <b>State of the Art Gallery Photography Competition</b> Ithaca, NY. Finalist |
| 1998     | <b>Arthur Gensler Scholarship Award</b> Cornell University                   |
| 1997, 95 | <b>Photographers Forum</b> Photography Competition. Finalist                 |
| 1996     | <b>Paris Prize Competition in Architecture</b> Van Alen Institute. Finalist  |

**PROJECT PROPOSALS**

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- 2009      **New York Prize Fellowship** Van Alen Institute  
            "Spaces of Learning: Investigating the impact of physical environments on student performance in co-located schools."
- 2008      **Arnold W. Brunner Grant** AIA NY  
            "Conceptions of Complexity: Analyzing the impact of CAD technology on social and cultural roles and responsibilities in architectural practice."
- 2007      **21st Century News Competition** Knight Foundation  
            "ourWorld: A Pilot Project Toward New Possibilities in Education Regarding Who, What, and Where We are in the World." A GIS / mapping software development project for middle and high school students combining location-aware mobile technology, existing open-source frameworks, and a custom graphic user-interface.