

CDR

CDR Studio Architects, PC
120 Walker Street, Floor 6W/6R
New York, NY 10013

Lea H. Cloud, AIA, LEED AP, CPHC
lea@cdrstudio.com
F. Jonathan Dreyfous, AIA, LEED AP
jon@cdrstudio.com

Kathryn Roberts, Director of Business Development
kathryn@cdrstudio.com

www.cdrstudio.com
P: 212-989-8187 | F: 888-724-7327

“CDR Studio’s ability to conceptualize the building from a three-dimensional perspective created the most efficient use of non-traditional dealership space possible. I don’t know of another firm that works the way they do.”

— Sam Roberts, former director,
Audi Corporate Architecture Program

“[CDR Studio] provided the Trust with exceptional response time. MC1 will stand the test of time as a piece of quality architecture and a secure homeland security site.”

— Marc Boddewyn,
former VP Design & Construction
Hudson River Park Trust

“What we quickly learned, and have since come to greatly appreciate, is the substantial level of pure design expertise that they [CDR Studio] bring to their trade. Their passion in representing the Audi brand is truly uncommon among our many vendors and suppliers.”

— Anthony Holbrook,
Manager, Audi Dealer Franchising



FIRM PROFILE

CDR Studio Architects, PC is a full-service architectural firm with 25 years of experience providing professional design and documentation services for public and private clients of diverse sizes across the United States and in Europe. Founded at a time when only 7% of AIA-registered firms were owned by women, CDR Studio takes pride in its role as a trailblazer for women in architecture. We know firsthand the value our perspective brings to a project, to the profession and to society as a whole.

As a small firm, CDR Studio works on a variety of project types at different scales. We are equally comfortable working on projects ranging from tens of thousands of square feet to several hundred-thousand square feet. We have experience working with large agencies and managing large projects. We are able to meet strict design guidelines (including Homeland Security) yet maintain tight budgets. We are committed to sustainable design—specifically intelligent, efficient structures that withstand the test of time but also leave little or no trace when their time is done.

Creativity is a tool we use regularly in our work. Innovative thinking, however, is what has kept our small firm in business for more than 20 years. Inspiration comes in many ways, from various sources and senses. We actively seek new experiences to broaden our own. “Studio” is not just part of our name; it is an essential element of how we work.

PARTNER PROFILES

Lea H. Cloud, AIA, LEED AP, CPHC

Lea's professional background has focused on large-scale, complex educational and commercial facilities. In CDR Studio's first major commission, Lea was the Partner in Charge of the award-winning Eileen Fisher Store in SoHo, expertly guiding the project through the complicated process of landmarks approval. The success of the Eileen Fisher store led to other major commissions, including multiple projects with the Educational Department of the American Museum of Natural History. All of these projects involved spatial analysis and complex construction phasing. Under Lea's leadership, CDR Studio won the contract for Design Services for the City of New Rochelle, NY, and she serves as the Partner in Charge of this work. Other projects include two large residential projects: one in upstate New York using sustainable technologies and a 9,100-square-foot house in the Colorado mountains. In CDR's work for Audi of America, Lea was the Partner in Charge of the Eastern Region and was the Partner in Charge of the Audi Manhattan showroom interior.

Lea received her Bachelor of Architecture and Bachelor of Fine Arts degrees from Rhode Island School of Design in 1984. In 2020, Lea became a certified Passive House Consultant through the Passive House Institute US.

F. Jonathan Dreyfous, AIA, LEED AP

Jon has been a key force in many of CDR Studio's award-winning projects, including the Marine Company 1 Firehouse for the FDNY in conjunction with Hudson River Park Trust (HRPT) and the Carousel Pavilion at Pier 62. Prior to serving as Partner in Charge for MC1, Jon was the Project Architect for Hook and Ladder Company 08. Jon also led CDR's entry—selected as a finalist—in the New Rochelle Armory Gateway competition, an adaptive re-use and building expansion proposal on the waterfront of Echo Bay, NY. Most recently, Jon has been serving as Partner in Charge of designing a solar-powered comfort station above the 100-year floodplain in Chelsea Waterside Park—part of a larger landscape initiative undertaken by HRPT on New York City's West Side. In CDR's work for Audi of America, Jon was the Partner in Charge of the Central and West regions and the Partner in Charge of the VW/Audi building masterplan—a \$65 million rehabilitation of a 220,000-square-foot building.

Jon earned a Master of Architecture from Harvard University Graduate School of Design and two bachelor's degrees (history and architectural history) from Brown University. In 2009, Jon co-authored *Provisional: Emerging Modes of Practice in the USA* published by Princeton Architectural Press.

Victoria A. Rospond, AIA (1961-2021)

For more than 30 years, Victoria was a resounding voice in architecture and responsible urban development. She began her career designing and detailing large-scale office buildings, as well as performing site planning and tenant work. In 1993, she took her initial steps toward entrepreneurship. Victoria served as Project Architect for the award-winning Marine Company 1 Firehouse and Partner in Charge of the Carousel Pavilion at Pier 62. She also was Partner in Charge for the renovation and full restoration of FDNY Hook and Ladder Company 08. In CDR's work with Audi of America, Victoria was the Partner in Charge overseeing CDR's role in the Dealership Development Program. Her rigorous attention to all aspects of design, management and client contact were a major asset to the program. As Partner in Charge first of the Eastern Region and then of the Southern Region, Victoria oversaw 120 projects. For the Audi Manhattan flagship dealership, Victoria assisted with the total building masterplan and was the partner in charge of the Audi showroom façade design and implementation.

Victoria received her Bachelor of Architecture and Bachelor of Fine Arts degrees from Rhode Island School of Design in 1984.

Why Us?

CDR STUDIO KNOWS HOW TO MAKE LARGE-SCALE PROJECTS WORK.

- We provide creativity in our thinking and practicality in our solutions, with an eye toward efficiency, sustainability and profitability.
- Firm principals are involved throughout the life of a project, not just in the beginning stages.
- We establish and maintain design standards and specifications for materials, fixtures, technology, energy-efficient lighting and furniture.
- We have overseen creation of a website that centralizes data for cost, lead time and construction methodologies to support concept rollout.

CDR STUDIO IS BACKED BY EXPERIENCE.

- Our principals have more than 30 years of experience with tenant build-outs and new construction.
- We have renovated more than 300 projects and overseen \$1.5 billion of construction over the last 12 years.

CDR STUDIO DESIGNS PROJECTS THAT WITHSTAND THE TEST OF TIME.

- We anticipate how public spaces change over time.
- We design resilient, energy-efficient structures.
- We build with durable construction techniques and plan for future maintenance.

Certifications



AUDI OF AMERICA

2006 - 2020
USA (Nationwide)
Masterplan and Commercial Spaces



As the design architect for Audi of America, CDR Studio has been in charge of three significant portions of their dealership network: the adaptation and implementation of the architecture masterplan for the U.S. market; the roll-out of this masterplan to a network of 275 dealerships across the United States; and special projects that creatively adapt Audi design. This work for Audi required pragmatic conversion of existing structures as well as the design of ground-up facilities.

CDR Studio was also the design architect for the six-story Audi Manhattan building masterplan (220,000 square feet, \$65 million budget) and architect of record for the Audi showroom interior, service area and façade. Placing a car dealership in a nontraditional dealership building required CDR to think creatively about the space as a whole, which resulted in operational efficiencies that increased dealer profits. Developing urban dealerships or showrooms that serve as brand statements and marketing tools in major cities across the United States has been an integral component of CDR's work for Audi.

MARINE COMPANY 1

2011
New York City
Marine Firehouse



MC1 was a publicly commissioned project requiring implementation of federal Homeland Security protocols, strict FDNY technical requirements, and New York State and City codes. The project was repeat work for both the FDNY and Hudson River Park Trust.

CDR Studio served as the single-firm prime consultant for design and construction of a new pre-cast concrete pier structure, with wave-attenuation screens and mooring elements, as well as the architect for the firehouse structure, incorporating an apparatus and naval staging area for the fire boat, communal space for the company, and intimate areas for rest and bathing.

As part of the facility design, CDR Studio selected a low-maintenance yet durable skin designed to withstand the constant effects of Hudson River weather and its resultant weathering. Hurricane Sandy proved to be the structure's first test, which it passed without issue.

EILEEN FISHER STORE AND SHOWROOM

2001

New York City

Retail Store, Showroom, Main Sales Operation



The commission to design the new flagship retail store for clothing designer Eileen Fisher (located in SoHo) outlined a program for a loft-like main sales space, a separate room for the new “collections,” eight dressing rooms, office space, storage space and toilets. Working closely with Eileen Fisher’s concepts of rich simplicity and systematic layering of garments, the project investigated the relationship between building materials and natural light, as well as the client’s relationship with the public.

The 6,000-square-foot showroom and main office space (on the city’s West Side) included a runway for seasonal shows, theater-quality lighting and acoustics, and an easily modified array of partitions and furniture arrangements. The existing core was stripped back and reconfigured as a dense agglomeration of infrastructural elements. The evacuated perimeter spaces, organized by a moveable translucent wall and scrim panels, were left as containers of controlled light.

HOOK AND LADDER COMPANY 08

2006 - 2009; 2013 - 2020
New York City
Firehouse



CDR Studio served as the prime contractor responsible for architectural design and construction administration for the façade restoration and complete interior renovation for LC08, one of New York City's oldest, landmarked firehouses. Exterior rehabilitation involved window replacement, structural stabilization of major cornices, full parapet and roof reconditioning, repointing and cleaning of the entire façade. Interior renovation centered on replacement of the main apparatus floor and reconfiguring of existing space to its best advantage for a new housewatch, kitchen and bathrooms. In addition, the domestic qualities of the building were redesigned to offer both shared and individuated spaces.

CDR was awarded this project by the NYC Department of Design and Construction as one of 24 small firms selected by the city agency through its "Design for Excellence" initiative.

HILLSDALE HOUSE

2009
Hillsdale, New York
Private Residence



The Hillsdale House is a weekend getaway in upstate New York overlooking both the Berkshires and the Catskills. The approach to the site unfolds as a series of veiled views. Cedar rain-screen cladding unspools around the courtyard as fencing with openings to selected views. The courtyard offers protection from the extreme weather conditions during all seasons. The house is sited to take advantage of natural solar-heating gain as well optimal exposures for solar hot-water panels and solar photovoltaic panels.

CITY OF NEW ROCHELLE CONSULTING SERVICES

Ongoing
New Rochelle, NY
Various



In 2017, CDR Studio was selected as a prime consultant to provide design services, as an architect and lead planner, capable of providing architectural and landscape services, as well as civil, mechanical and marine engineering for the City of New Rochelle. Previously we had done direct consulting work for the city to design a new waterfront masterplan that links 13 acres of property distributed across five independent sites to façade and awning renovations.

Presently, we are working on the development of an 8,000-square-foot black box/virtual-reality theater that will be the central showcase for New Rochelle's new arts district. We have worked in conjunction with New Rochelle's consultants to ensure that the theater is flexible enough to create a 4,000-square-foot motion capture studio, while also providing a potential theater space with facilities to appeal to Broadway showcase productions.

We also are developing streetscape furniture (primarily a canopy prototype for rain/sun shelter) that will create a gateway to the city from the train station and potentially will be installed throughout the city.

AMERICAN MUSEUM OF NATURAL HISTORY DISCOVERY ROOM

2002
New York City
Education and Exhibition Space



CDR Studio's commission to design the AMNH Discovery Room was the third in a series of projects for this historic New York institution. In this instance, CDR was asked to join three unique and essentially "leftover" spaces—a circular room with a 20-foot ceiling (the base of one of the 19th century turrets), a long, narrow rectangle of a space, and a mezzanine area that slips between the main stair and adjacent exhibition hall—into one cohesive space that would serve as an interactive educational space representing all major sciences within the museum, from anthropology to astrophysics. The main level primarily is organized as object-based learning for children 3 years to 10 years of age; the mezzanine features advanced technological tools aimed at children 10 years of age and older.

The Discovery Room is a permanent exhibit at the museum and a focal point of its learning curriculum: the place where schools and families visit to understand what happens at museums.

PIER 62 CAROUSEL

2010
New York City
Waterfront Park



This 4,500-square-foot carousel pavilion on Pier 62 in New York City is an architectural component of a landscape design proposal for eight acres of Hudson River Park. The shed housing the carousel covers an activity area that asserts an identifiable presence and provides a gradation of program from the romantic park setting to the sports recreation spaces of Chelsea Piers.

Opening to the north, the concrete shed roof provides cover for the carousel from direct sunlight and creates a darkened space to heighten the drama of the carousel colors and lights. This roof orientation also effectively engages the pier, the lawn and the pathways to the north. The wood decking of the pier extends along the ground into the pavilion, up onto the wall and ceiling surfaces—thus enforcing a material continuity between the pavilion and pier. The exposed structure and industrial materials of the concrete roof and the porous metal grille roll-down enclosures recall the utility of the site's warehouse past and provide the setting for playful reuse of the water's edge.

This innovative design also incorporated a green roof to prevent water runoff into the Hudson River.

GOVERNOR'S CUP PAVILION

2014
Governors Island, NY
Art Installation



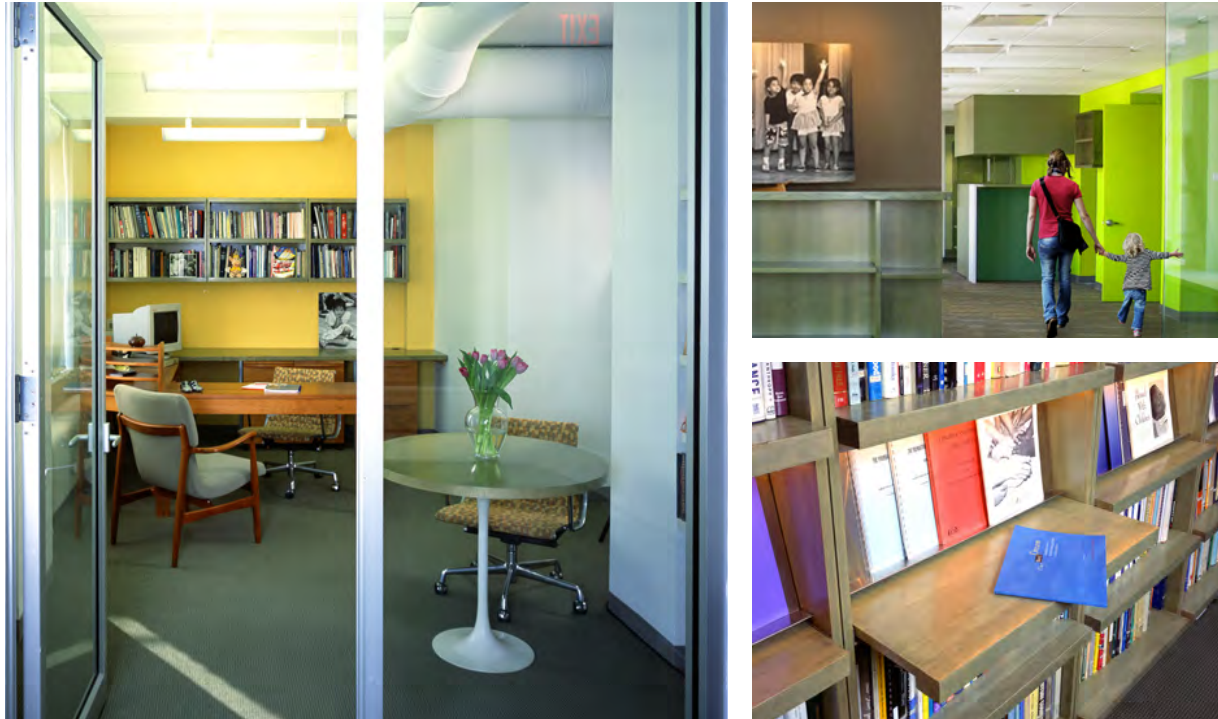
CDR Studio's winning submission for the City of Dreams Pavilion competition was a testament to collaboration by the design team, 100+ volunteers who helped build/install it and many other supporters. In response to the 100 billion plastic cups accumulating annually in landfills, CDR built "Governor's Cup" from 30,000 previously used cups that the team diverted from New York City's garbage stream, then cleaned and reused.

The design was inspired by techniques of Russian tape-lace crochet, which was the subject of a thesis project of one CDR's studio members at the time. Another studio member with a background in structural systems played a key role along with several structural engineers on the team for determining how to make the tape structure strong.

Lessons learned from this project will be part of a forthcoming book (*Verify in Field: CDR Studio*) written by CDR's principals and expected in 2021.

FOUNDATION FOR CHILD DEVELOPMENT

2000 and 2009
New York City
Office Renovation



Despite occupying the same offices for 30 years, The Foundation for Child Development (a New York-based nonprofit agency that addresses the needs of children in poverty) had evolved dramatically—the biggest change being the need for a more open, central workspace that would allow for a greater sense of community and collaboration among staff. Working with an extremely limited budget and a narrow floor plate, CDR Studio focused its efforts on a unique inversion of the typical office layout.

An open, light-filled central commons was created for the Foundation's core staff, while senior officials were set up to work in smaller offices at two ends. A glass-walled conference room expanded the collaborative feel of the commons, and greater access to daylighting had a positive effect on staff. CDR anticipated changes in use by providing flexibility to easily divide the conference room into two smaller spaces that were better suited for staff events or could provide additional workspace for visiting scholars. In addition, much of the existing furniture was given a fresh look by making use of new, warm fabrics and a material palette of stained woods—cost-effective solutions that also preserved a sense of comfort and familiarity.

In 2009, the Foundation moved offices to meet additional growth. CDR implemented a similar plan.

PROENZA SCHOULER

2008
New York City
Office and Showroom



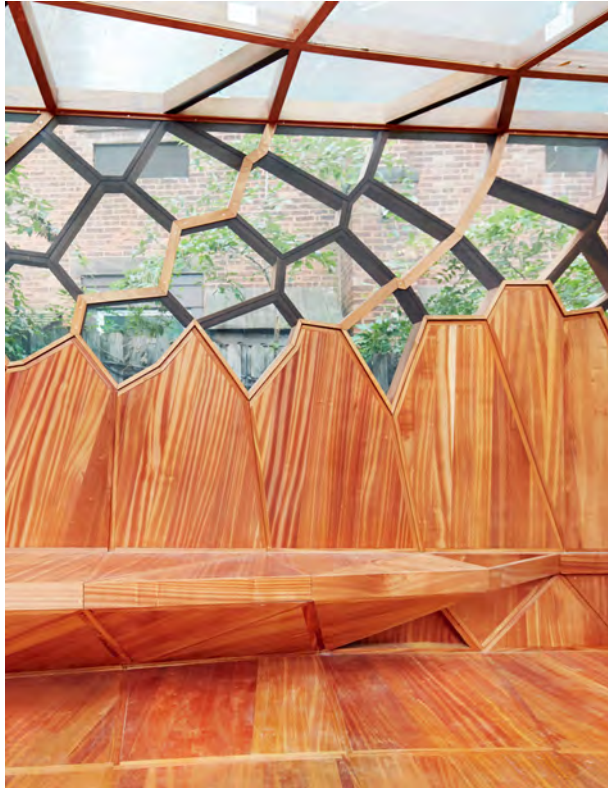
Founded in 2002 by Lazaro Hernandez and Jack McCollough, Proenza Schouler is a purveyor of high-end women's apparel. The clothing they create is tailored, neutral and well detailed.

Inspired by the company's aesthetic but working within a modest budget, CDR Studio opted to use one cost-effective material—Homasote—throughout the large space (into which was incorporated a showroom, a sales area, administrative offices, an atelier room for the production of samples, a production area for pattern making and detailing, a design area for clothing and accessories, and the main design studio). The main showroom walls consisted of thick Homasote roof decking, stacked horizontally to create a dense, simple and textured background for the clothing. Full panels of the material also were set vertically as screen elements, providing minimal privacy to other areas. Original vaulted ceiling spaces were cleaned prior to inserting the walls.

Because the walls were created with minimal "construction," product integrity remains high and allows for full reuse upon disassembly.

DRAGONFLY PAVILION

2013
Hoboken, NJ
Garden Pavilion



Commissioned as an enclosed “outside porch” to provide shade and protection from insects and wildlife, the pavilion draws from the complex structural pattern of butterfly and dragonfly wings. CDR’s team came to understand that the pattern was not merely ornamental but highly efficient in terms of structure. The entirety of the pavilion is an assembly of irregular cells shaped by local stresses, constructed of sustainably harvested and FSC-certified sapele mahogany and stitched into a vertical recycled aluminum armature. These cells are more than just aesthetically appealing; their shape and size respond directly to the forces acting on it.

Use of computer-aided design and manufacturing enabled a significant amount of digital fabrication, specifically at the level of detail while creating a more efficient design and construction process. An algorithm for generating a specific pattern was modeled on the dragonfly wing structure. Ultimately, a digital model was used to communicate with the client as well as the fabricator. The fabricator was able to use this model to make tweaks during the fabrication process in real time. Once the manufacturing model was set, the pavilion was prefabricated, assembled in a warehouse, taken apart and then reassembled on-site. The entire installation process took less than one week.

AWARDS

Society of American Registered Architects
(SARA) NY Council, Design Merit Award, 2020
Project: Hurricane Maria Memorial

Investors Bank "Movers and Shakers"
Small Business Competition, Top 10 Finalist,
2020

International Design Awards, Architecture
Categories, Honorable Mention, 2018
Project: Governor's Cup Pavilion

AIA Long Island Chapter, Projects Award, 2017
Project: Sands Point Renovation

New York State AIA Excelsior Award for
Public Architecture, New Construction, 2015
Project: Marine Company 1 Firehouse

AIA New York Chapter,
Projects Merit Award, 2015
Project: Governor's Cup Pavilion

City of Dreams Pavilion Competition
(sponsored by FIGMENT, ENYA, AIANY,
SEaONY), Winner, 2014
Project: Governor's Cup Pavilion

Chairman's Award,
Metal Construction Association, 2013
Project: Marine Company 1 Firehouse

AIA New York State, Citation for Design, 2013
Project: Marine Company 1 Firehouse

AIA New York City Chapter,
Architecture Merit Award, 2012
Project: Marine Company 1 Firehouse

Best in Renovations + Retrofit,
Metal Architecture Design Awards, 2012
Project: Fletcher Jones Audi, Chicago

Society of American Registered Architects
(SARA) New York Council,
Excellence in Civic Architecture, 2012
Project: Marine Company 1 Firehouse

AIA New York City Chapter,
Unbuilt Merit Award, 2011
Project: Marine Company 1 Firehouse

Metalmag Architectural Awards, Honorable
Mention: Building Green Category, 2011
Project: Pier 62 Carousel Pavilion

AIA New York City Chapter,
Projects Merit Award, 2007
Project: Pier 62 Carousel Pavilion

AIA New York City Chapter,
Project Merit Award, 2006
Project: Filmmakers Collaborative

AIA New York City Chapter,
Project Merit Award, 2006,
Project: Robbins School Competition, Stage II

AIA New York City Chapter, Project Award,
2000 Project: The Frederick Leonhardt People
Center, American Museum of Natural History

AIA New York City Chapter,
Interior Architecture Award, 2000
Project: Eileen Fisher Showroom

AIA New York City Chapter,
Architecture Design Citation, 1998
Project: Eileen Fisher Store

AIA New York Chapter,
Project Design Award, 1998
Project: African Burial Ground

Art Commission of the City of New York,
14th Annual Awards, Excellence in Design,
1996 (with Demetri Sarantitis)
Project: Chinese Scholar's Garden

AIA New York City Chapter,
Interior Architecture Award, 1995
Project: Tea Box at Takashimaya
(Victoria Rospond with S. Russell Groves)

PUBLICATIONS

Verify in Field: CDR Studio by Lea Cloud,
Jon Dreyfous and Victoria Rospond
with Elizabeth Azen (forthcoming)

The Designer's Field Guide to Collaboration
by Caryn Brause, 2017
Case Study: CDR Studio and Audi of America

"Building Community," by Andrea Kahn, 2015
(In *Pavilions, Pop Ups and Parasols: The Impact
of Real and Virtual Meeting on Physical Space*)
Featured Project: Governor's Cup Pavilion

"Their Cups Runneth Over,"
Interior Design Magazine, September 2014
Featured Project: Governor's Cup Pavilion

"Governor's Cup Amazes Crowds at the 2014
FIGMENT Festival," *Inhabitat*, June 2014
Featured Project: Governor's Cup Pavilion

"Disposable Display," Greater New York Watch,
The Wall Street Journal, June 2014
Featured Project: Governor's Cup Pavilion

"CDR Studio Architects,"
Construction Today, July 2013

"Fighting Fire on the Water,"
Urban Omnibus, June 2012
Featured Project: Marine Company 1 Firehouse

"New York City Firehouse,"
Architectural Digest, May 2012
Featured Project: Marine Company 1 Firehouse

"On the New Waterfront,"
Landscape Architecture Magazine, 2010
Featured Project: Pier 62 Carousel Pavilion

"Building the Future: Saluting Fastest Growing
MWBEs," Anchin, Block + Anchin, LLP, 2010
Featured: CDR Studio

"An Architectural Merry-Go Round,"
Metropolis Magazine, September 2007
Featured Project: Pier 62 Carousel Pavilion

"Integrating the New with the Old –
The Robbins Elementary School Competition,"
Competitions Magazine, Winter 2006/2007
Featured Project: Robbins School Competition

"Interior Sights," *Urban Land Magazine*, 2005
Featured Project: Discovery Room at the
American Museum of Natural History

Architecture in Detail: Elements
by Oscar Riera Ojeda and Mark Pasnik,
Published by Rockport Publishers, 2003
Featured Project: Eileen Fisher Showroom

"The New Master Builders,"
City Magazine, June 2003
Featured Project: Discovery Room at the
American Museum of Natural History

"The Wonder Years,"
Contract Magazine, July 2003
Featured Project: Discovery Room at the
American Museum of Natural History

"House of Style," *Interior Design Magazine*,
December 1999
Featured Project: House of Crypton

"Urban Connection," *Interior Design Magazine*,
September 1999
Featured Project: Eileen Fisher Showroom

"A Pair of Designing Minds Team Up,"
The Bergen Record, February 1999
Featured Project: Milburn Free Public Library

"Erasing the Ceiling: Women as Architects,"
The New York Times, December 1998
Featured Project: Eileen Fisher Store