

2025

MARVEL



ALMANAC

A HANDY DESIGN
MANUAL

Table of Contents

CHAPTER 1	
Leadership Group	4
CHAPTER 2	
5 Disciplines	6
CHAPTER 3	
Working Groups	16
CHAPTER 4	
Design Values	18
CHAPTER 5	
Marvel Design Moves	28
CHAPTER 6	
8 Step Design Process	32
CHAPTER 7	
Learning from Marvel Buildings	48

New York
145 Hudson Street
New York, NY 10013
212.616.0420

Richmond
300 East Main Street
Richmond, VA 23219
804.215.6021

San Juan
161 Calle San Jorge
San Juan, PR 00911
787.289.9494

Barcelona
Av. del Marqués de l'Argentera
7, 3 2 08003, Barcelona, Spain
212.616.0420

Washington, DC
National Building Museum
401 F Street NW, Suite 412
Washington, DC 20001

THIS **2025 MARVEL ALMANAC** EDITION
IS THE FIRST IN AN ANNUAL CELEBRATION OF WHAT WE DO:
DESIGN!

PLEASE KEEP IT HANDY

MARVEL MISSION VISION 2025

**Marvel is a comprehensive
collective that embraces
the challenges of a design
process driven by collaboration
and curiosity, where every
voice matters, producing
meaningful places that reflect
the responsibility to our
communities and environment.**

M/ Leadership Group

We are a multi-disciplinary design practice that believes in an option based process where people come first.



Jonathan Marvel
FAIA, ASLA Affil., ANFA
Founding Principal



Lissa So
AIA Founding Partner



Guido Hartray
AIA Founding Partner



Timothy Rowan
Managing Director



Raquel Marrero
AIA Partner



Scott Demel
AIA, LEED AP BD+C, CPHD
Partner



Tim Fryatt
AIA Partner



**Annya Ramirez
Jimenez**
AIA Partner



Yadiel Rivera-Diaz
ASLA PLA Partner



Tyler Silvestro
ASLA PLA Partner



**José Juan
Terrasa-Soler**
RLA, ASLA Partner



Dennis Vermeulen
AIA Partner



Esteban de Backer
Architecture Partner



Martha Bush
RA Director



Danielle Cerone
AIA, LEED AP BD+C
Director



Ishita Gaur
AICP Director



Nebil Gokcebay
Architecture Director



Zack Griffin
AIA Director



Paul Healy
Architecture Director



Jason Jimenez
AIA Director



Jennifer Olson
AIA, LEED AP
Director



**Héctor Ralat
-Sotomayor**
AIA Director



**Enrique Ramón
Millán**
RA Director



Debbie Balters
AIA Associate



Veronica Castro
AIA Associate



**Carolina Cohen
Freue**
AIA, LEED AP BD+C
Associate



Kelly Convery
Business Development
Associate



JS Yong
AIA, LEED AP Associate



**Cynthia M. Dorta
Quiñones**
Assoc. AIA, AIT Associate



Caroline Frantz
AIA, LEED AP BD+C
Associate



Santiago Garcia
Administration
Associate



**Juan Guzman
Palacios**
PLA Associate



Dyana Hernández
Administration
Associate



Chieh Huang
PLA Associate



Marisa Irizarry
Business Development
Associate



Ramon Irizarry
RLA Associate



Craig Kim
Architecture Associate



Sharon Kim
AIA, LEED AP BD+C
Associate



Guillermo Marrero
Architecture Associate



Manche Mitchell
AIA, LEED AP BD+C
Associate



Susan Perschino
Administration
Associate



**Mabel Plasencia
Aquino**
LEED AP BD+C Associate



Ariel Poliner
AIA Associate



Josh Schecter
AIA Associate



Thomas Sherman
AIA Associate



Elisa Testa
RA Associate



Diego Varas
WELL AP, LEED Green Assoc.
Associate



Magnus Westergren
AIA Associate



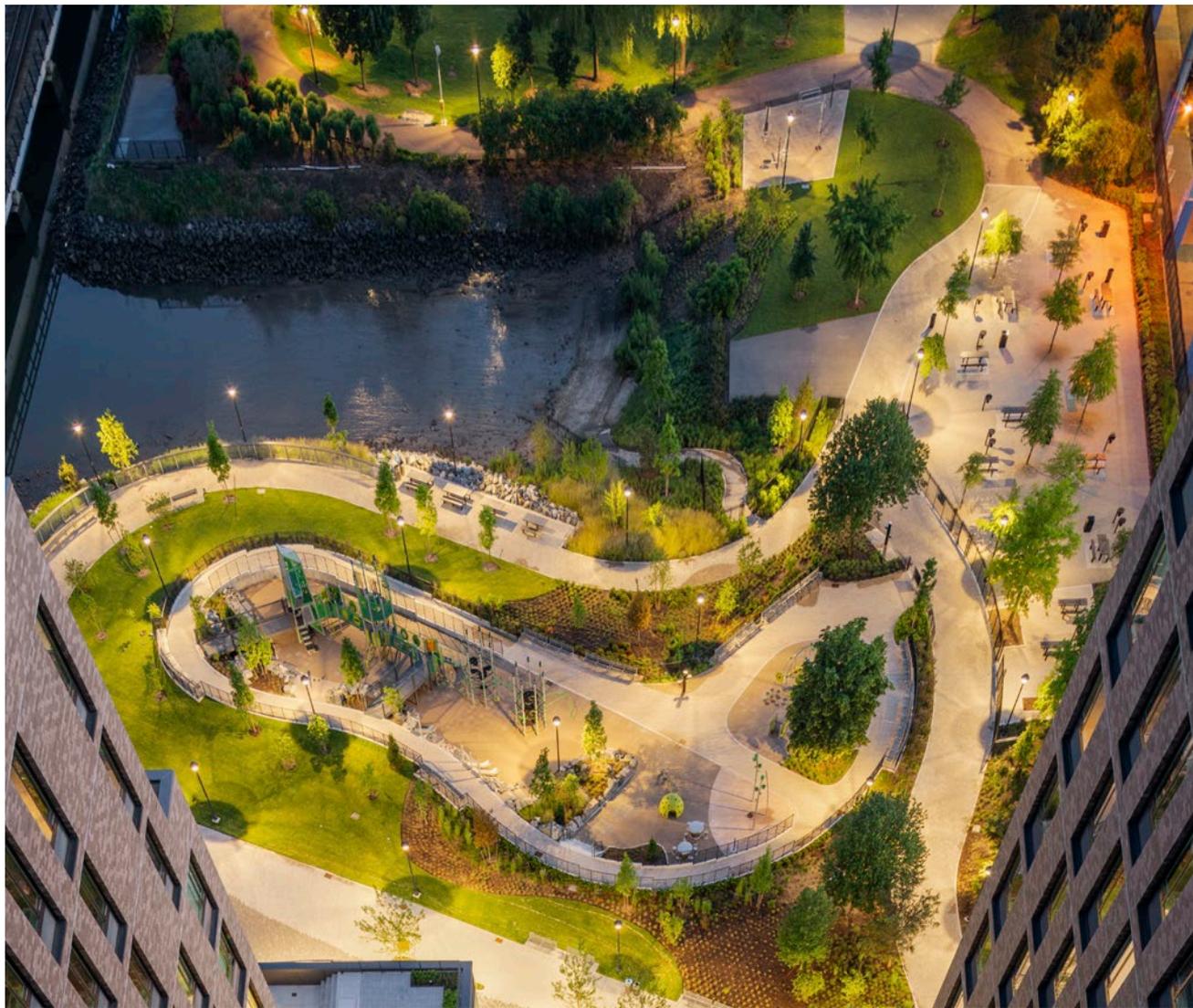
Sadie Winslow
AIA Associate

We create buildings that inspire and connect communities. We promote design solutions that enhance program performance and minimize environmental impact. We focus on the life each building will take on, creating intentional solutions that integrate nature and context.

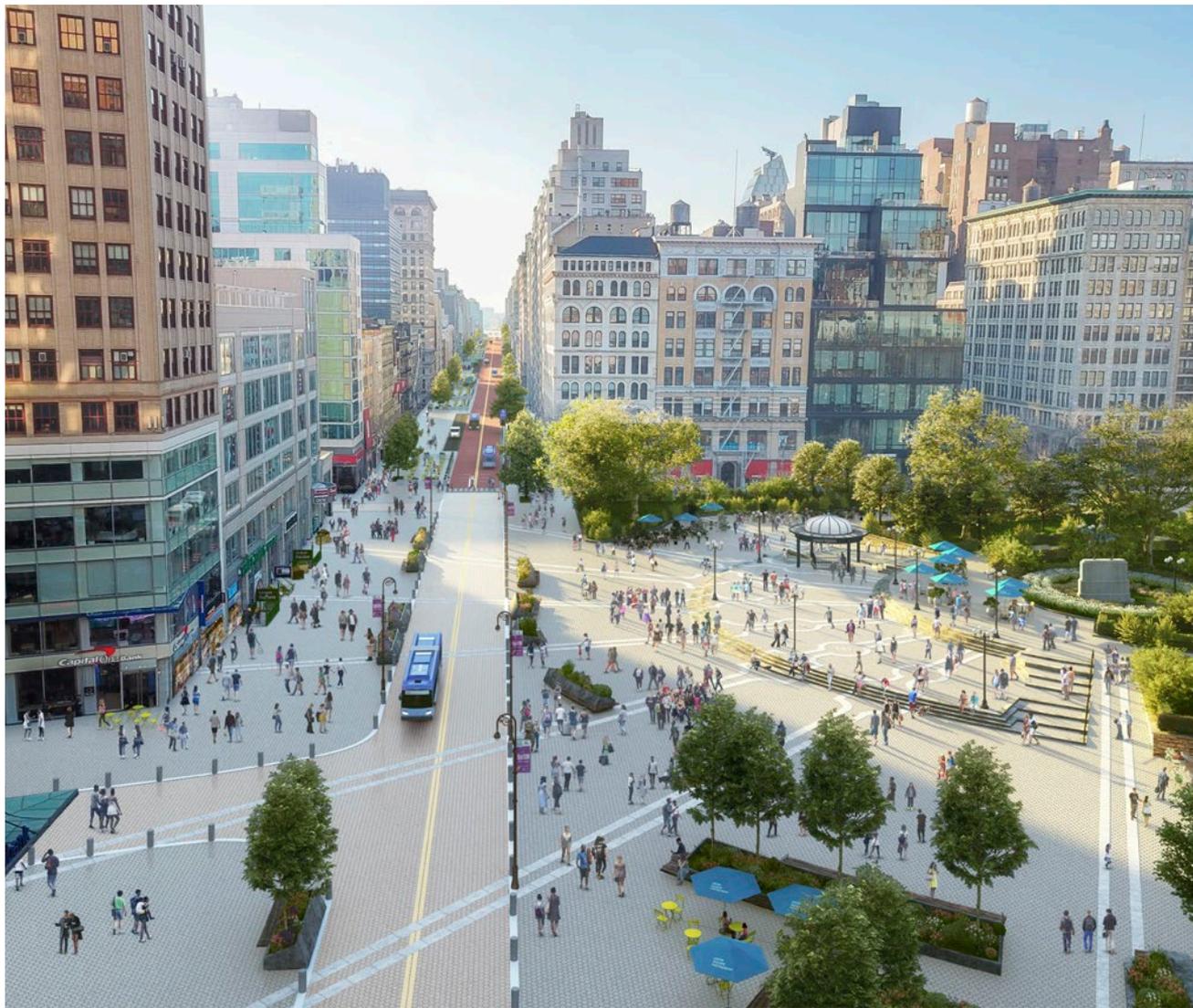


BRONX POINT | BRONX, NY

We enrich cities and neighborhoods through a deep understanding of the natural environment and social demands. We blend ecological ingenuity with aesthetic sensibility to create landscapes that enhance visual appeal while promoting sustainability, well-being, and resilience.



We create public spaces that encourage interaction to animate urban public life, foster social cohesion, and support sustainable growth. We envision cities as vibrant, adaptable ecosystems that connect people to their communities and their surroundings.

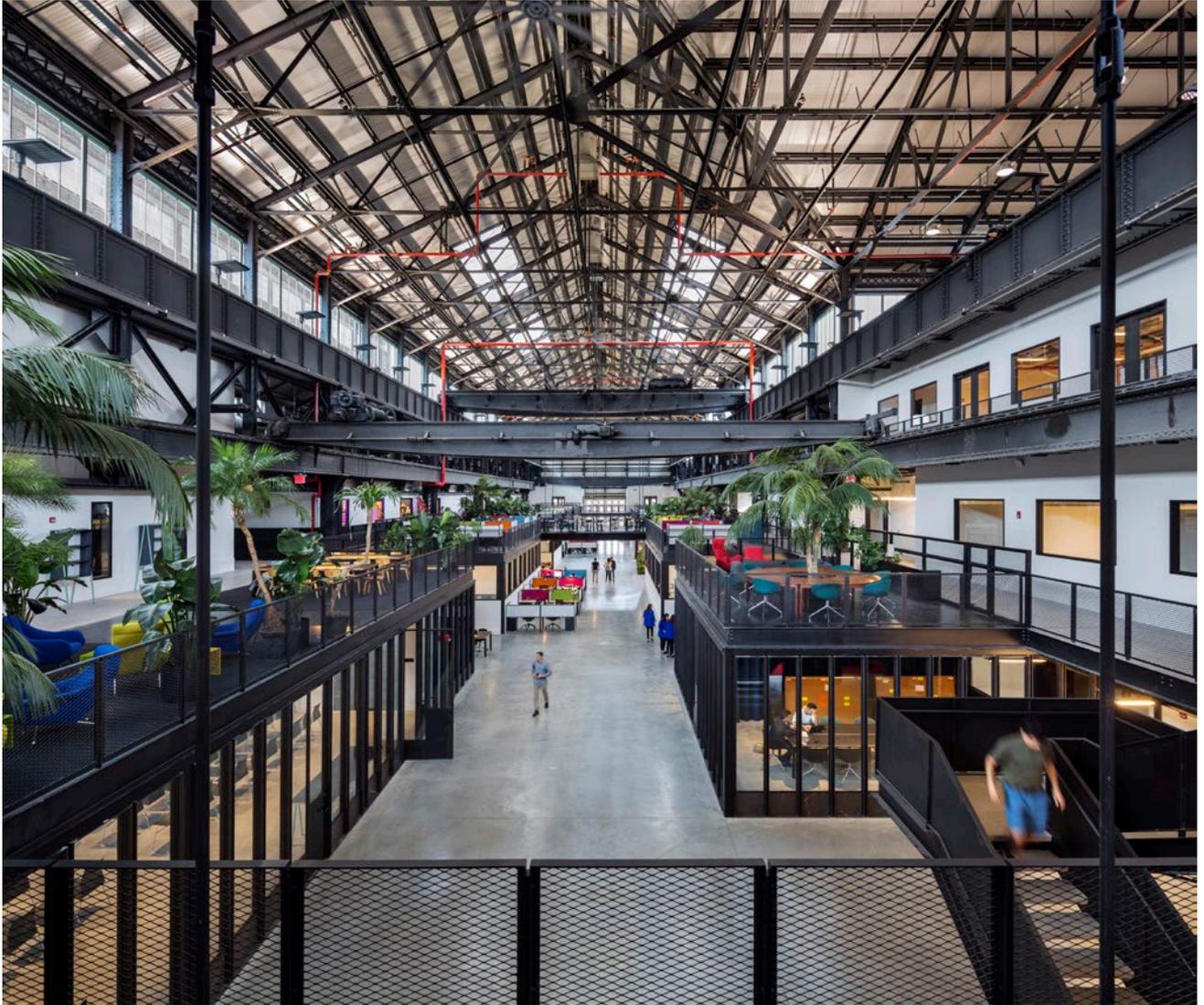


SNUG HARBOR CULTURAL CENTER CPSD | STATEN ISLAND, NY
We craft thoughtful strategies that shape vibrant, resilient communities. Our plans are flexible, adaptable, and responsive, fostering spaces that inspire connection, purpose, and lasting impact.



NEWLAB AT BROOKLYN NAVY YARD | BROOKLYN, NY

We enhance everyday life through meticulous attention to detail in the interior spaces where we spend a significant portion of our lives. We are deeply attuned to the impact of environments that shape human behaviors and experiences.



M/ Working Groups

The IDEAL Workgroup (Inclusion, Diversity, Equity in Architecture & Landscape) champions a people-centered design culture that reflects the diverse communities Marvel serves. Through internal initiatives, inclusive design practices, and external engagement, the group works to foster an equitable workplace and amplify impact across the profession.

MaD team promotes Marvel's design culture by coordinating internal reviews, pin-up sessions, and cross-office discussions that foster collaboration and concept-driven design. Through initiatives like MaD Reviews, MaD Insights, MaDMart, and On-the-Boards summaries, they provide design critiques, support open dialogue, and refine design standards, and help connect teams.

Marvel Sustainability Group (MSG) promotes project-specific sustainability practices by setting monthly objectives that can be applied across all projects, regardless of certification goals. Their current focus is on enhancing access to nature—both indoors and outdoors—through biophilic design, open space planning, and visibility of vegetation to improve occupant well-being.

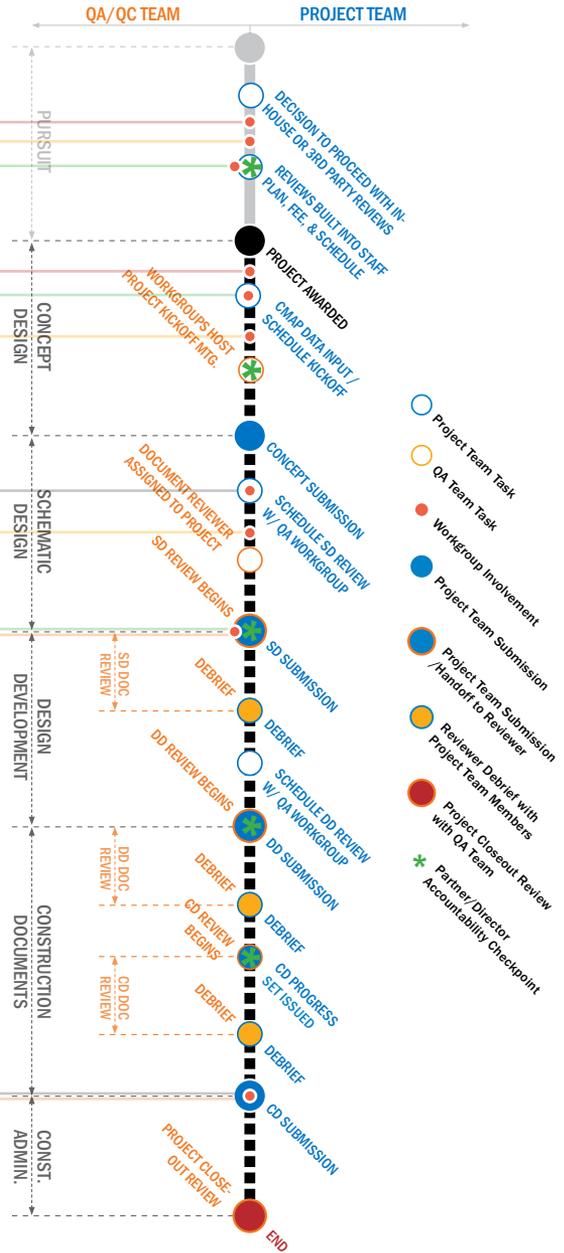
The MATT group advances design technology at Marvel by maintaining Revit and AutoCAD standards, troubleshooting BIM issues, and supporting collaboration through consultant workflows and execution plans. They also explore new tools, provide training resources, and liaise with external partners to optimize software access and office-wide efficiency.

The Quality Assurance Workgroup (QAWG) maintains Marvel's drawing standards and peer review processes to ensure consistent, high-quality project documentation across all phases. Their 2025 initiatives include expanding reviewer training, piloting third-party and multi-reviewer processes, updating standard detail libraries, and organizing outreach like technical Lunch & Learns and monthly best-practice tips.

ideal



MATT



Design Decision Based on Values

"You cannot value dreams according to the odds of their coming true. The real value is in stirring within us the will to aspire."

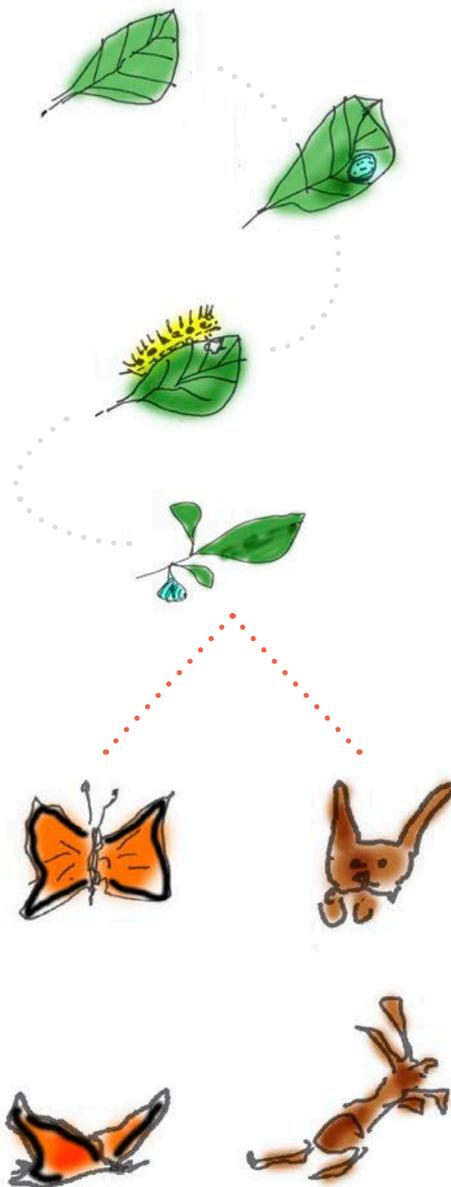
*Sonia Sotomayor
(My Beloved World)*

- 1 **Nature Adds to Our Lives**
- 2 **Promote Community**
- 3 **Daylight Everywhere**
- 4 **Circulation is Powerful
+ Effortless**
- 5 **Recycle, Reuse:
Respect What is Authentic**
- 6 **Economy of Means
= Be Efficient**
- 7 **Rhythm + Repetition:
Look for Patterns**
- 8 **Capitalize on the Unexpected**

The Added Value of The Unexpected

"Nothing pleaseth but rare accidents."

*William Shakespeare
(Henry IV, Part 1, 1.2)*



McCarren Pool & Bathhouse
[Re-use of Baskets]



Pierhouse/1Hotel Brooklyn Bridge
[Re-use of Granite from the Hallowell, Maine Quarry]



Orchard Beach Pavilion
[Up & Over Experience]



TheatreSquared
[Boardform Concrete, Re-use of Formwork]



St. Ann's Warehouse
[Glass Bricks]



Pierhouse/1Hotel Brooklyn Bridge
[32' Bay Townhouse Facade]



1 Java (The Riverie)
[1 Block, Five Buildings, Gradient]



Battery Maritime Building
[Reflecting Sky]



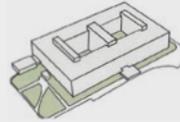
INTEGRATED CAMPUS



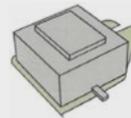
BLENDING BUILDING + LANDSCAPE

MODERNIST PRECEDENTS

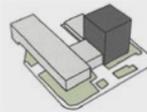
Building with Exterior Courtyards



Block on an Angle Celebrating Circulation



Tower & Bar Maximizing Views



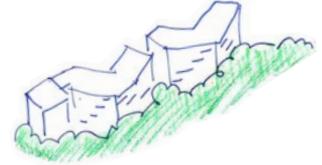
Bar with Inner Garden



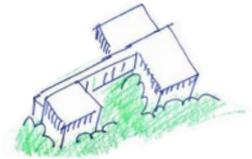
Pavilion in the Garden



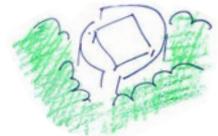
Moment of Respite



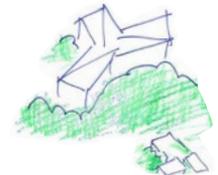
Circulation Machine



Extroverted



Integrated Landscape + Building



Indoor / Outdoor



M/ Marvel Design Moves



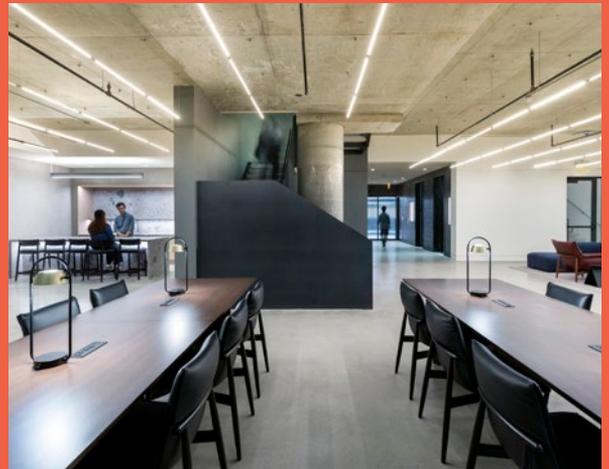
① Material Authenticity



② Simple Volumes



③ Indoor Outdoor

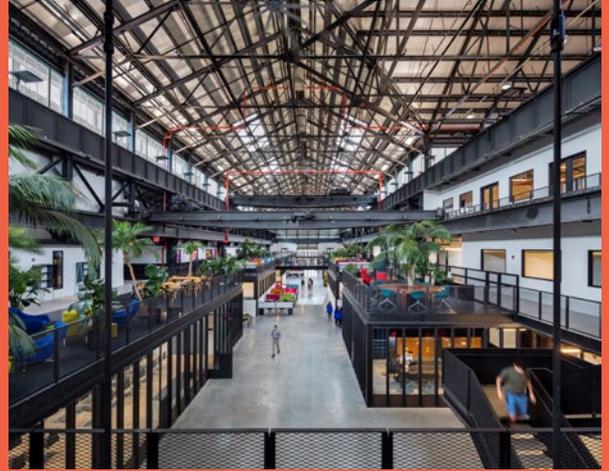


④ Exposed Authenticity

M/ Marvel Design Moves



⑤ Integrated Design Detail



⑥ Circulation Machine



⑦ Framed View



⑧ The Space Between

STEP 02

Setting Goals & Objectives



Help craft an authentic **BRONX IDENTITY** and a place for the **COMMUNITY**



REIMAGINE the museum experience from the street and blur the threshold between inside and out



Create an **ACCESSIBLE CIRCUIT** and influence patterns of movement to create different experiences



Make it **ADAPTABLE** to allow for revenue generation and flexible exhibition space

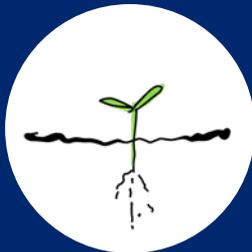


DESIGN TO BUILD, design to get it done

We establish clear yet open-ended main project objectives, aligning with client goals and identifying opportunities significant to both the client and Marvel, setting a structured path for the project's development.

STEP 03

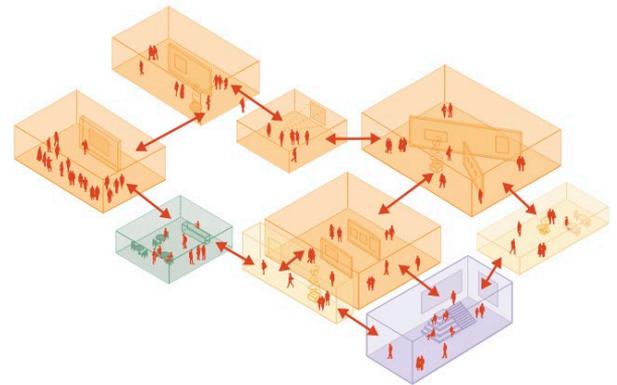
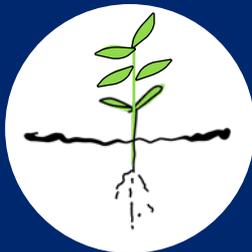
Establish The Conceptual Narrative



The design is driven by a well-defined narrative, established through brainstorming sessions with key stakeholders, focused on project identity and the cultural context, ensuring a strong foundational concept.

STEP 04

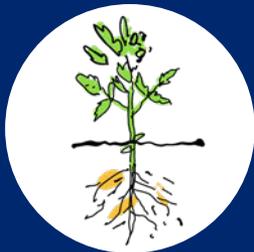
Study Different Strategies



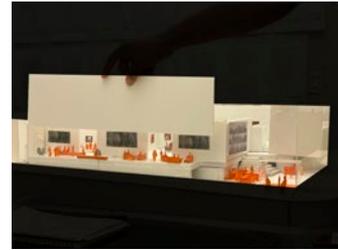
We develop varying strategies relating to circulation, programming, and spatial configuration—prioritizing relationships and exploring both opposing and common-ground approaches, guiding the design beyond form.

STEP 05

Iterate and Develop Options



BEACON



STREET



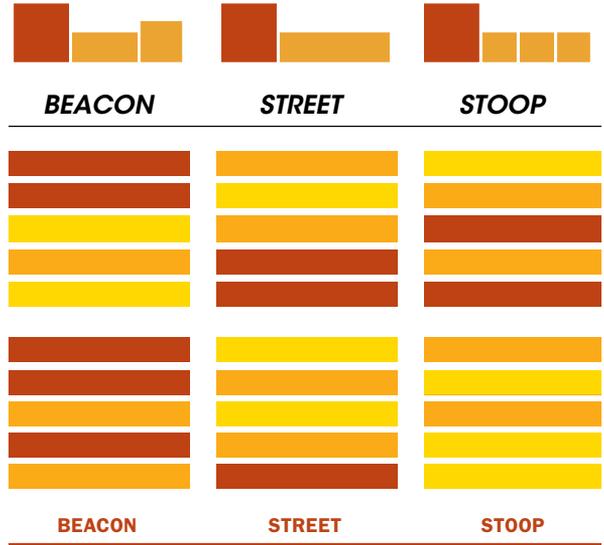
STOOP



Moving forward, we iterate through three distinct design strategies, allowing forms and architectural elements to diverge between options while embracing refinement and evolution of these concepts.

STEP 06

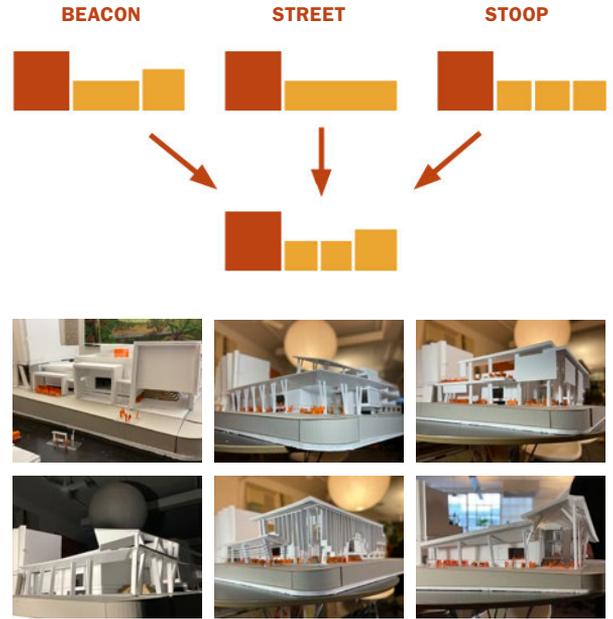
Analyze & Compare Options



By employing a rigorous analysis, we evaluate how each design aligns with our main principles, discussing the advantages and limitations of each with the client to guide decision-making.

STEP 07

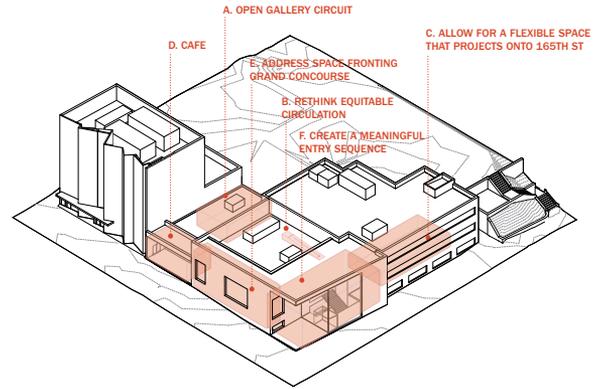
Refine The Design



We integrate the best aspects of each option into a cohesive design, ensuring a refined outcome that reflects the best possible solution.

STEP 08

Tell The Story

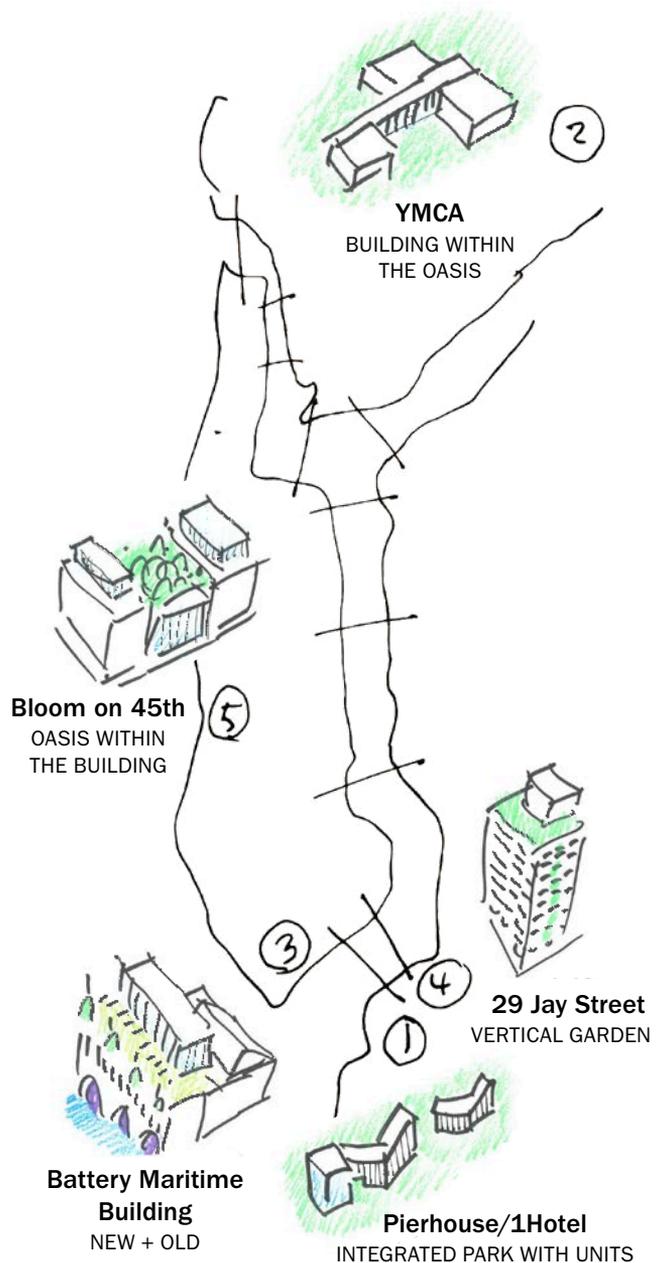


The final design is summarized against the main project principles, ensuring it remains true to the original concept and narrative, clearly embodying the project's ethos and objectives.

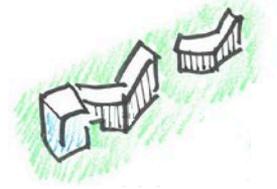
Learning from Marvel Buildings

After concept is established with the 8-step design process, in the next schematic design phase we are rigorously analyzing the building's rhythm, components, proportions, and formal geometry.

The result will create consistency from narrative to an integrated detail.



M/ Pierhouse/1 Hotel
Integrated Park with Units



1

28 Blocks of 6 Units

2

6 Units Per Block

3

**Three Part Mass Breakup
on One Secure Base**

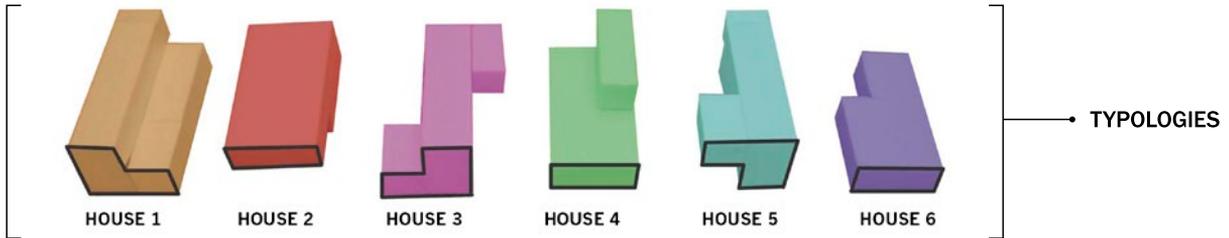
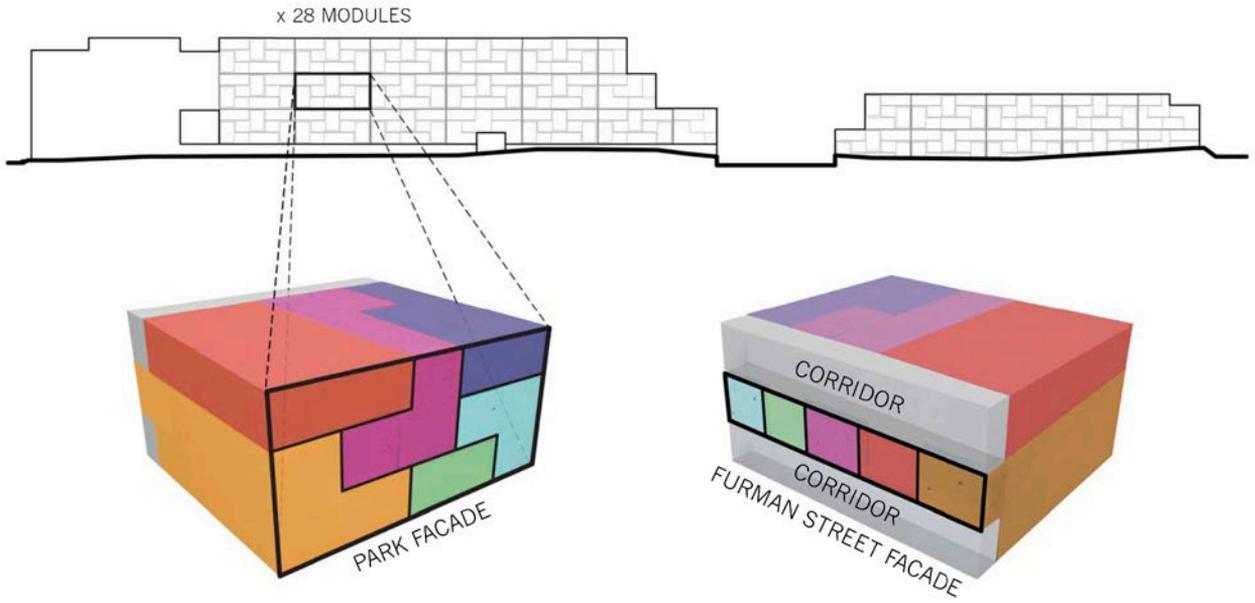
4

Bring Park into Building

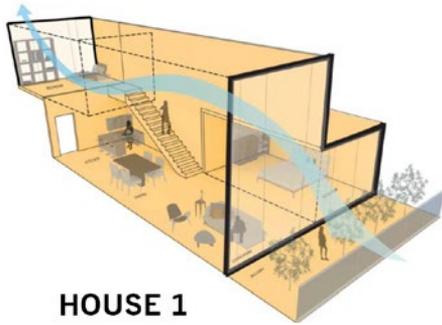
5

Contextual Facades

M/ 28 Blocks of 6 Units



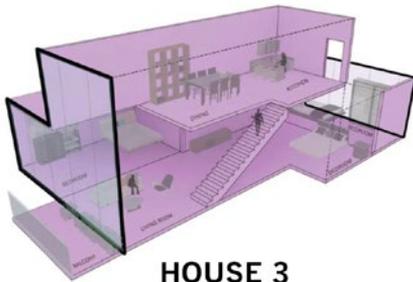
M/ 6 Units per Block



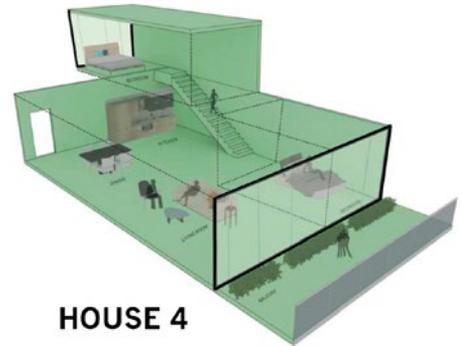
HOUSE 1



HOUSE 2



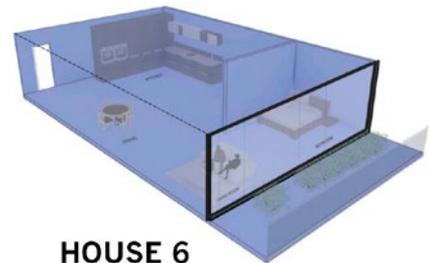
HOUSE 3



HOUSE 4

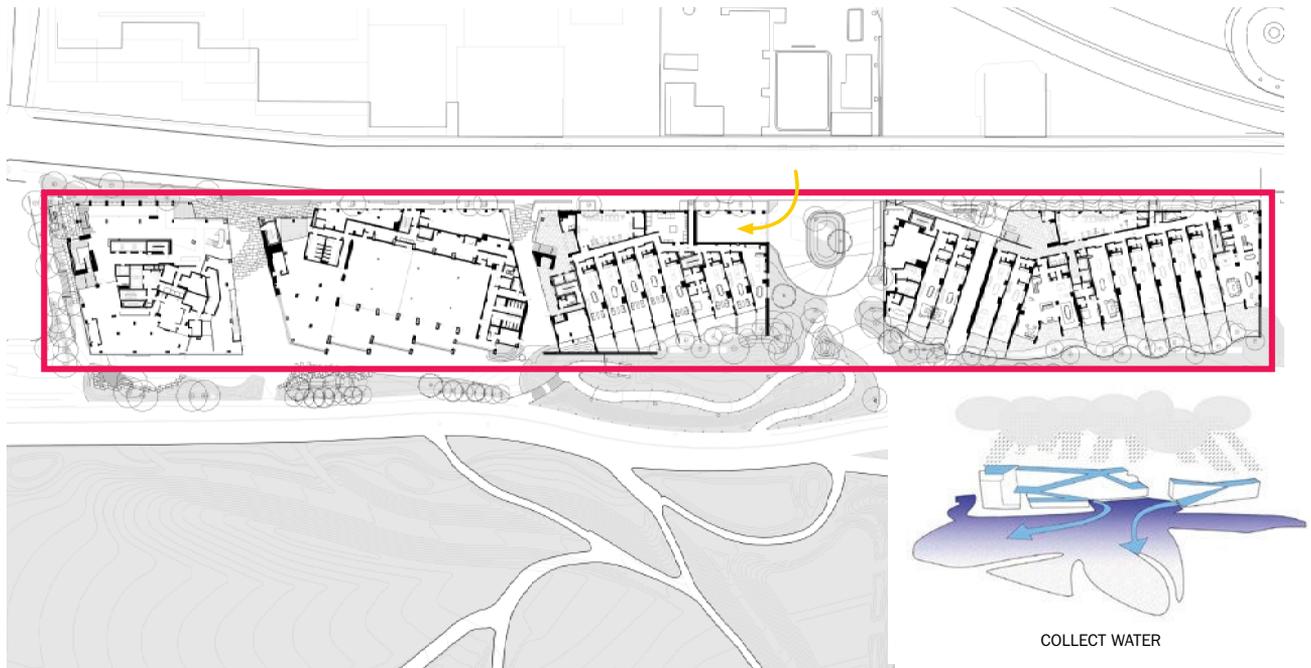


HOUSE 5

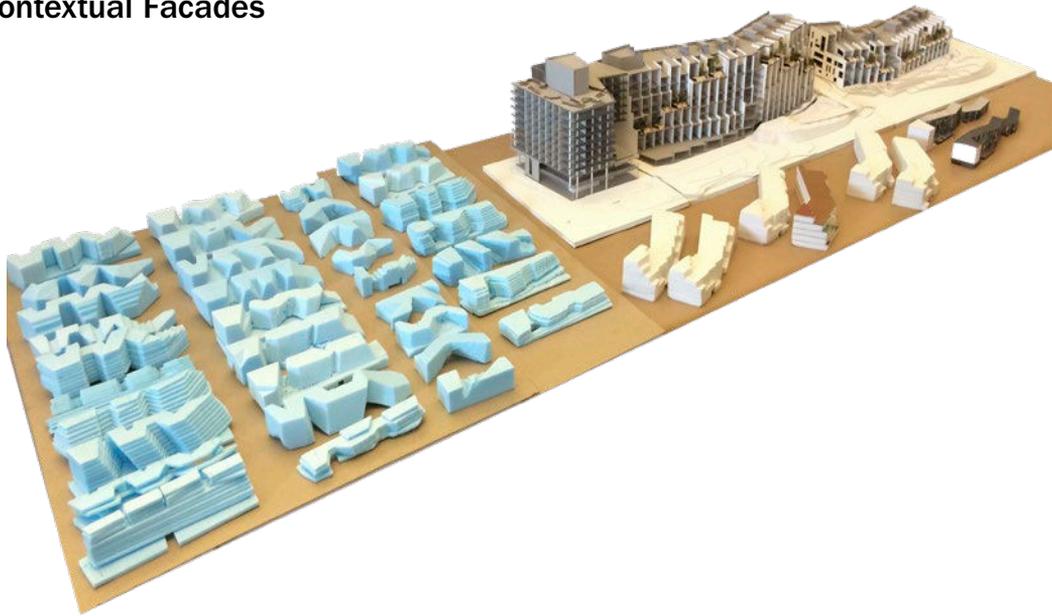


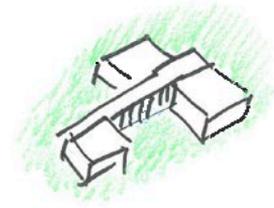
HOUSE 6

M/ Three Part Massing on One Secure Base



M/ Bring Park into Building & Contextual Facades





1

Existing Tree Context

2

**Three Part Volume
Break Up + Connector**

3

**Each Volume
One Big Window**

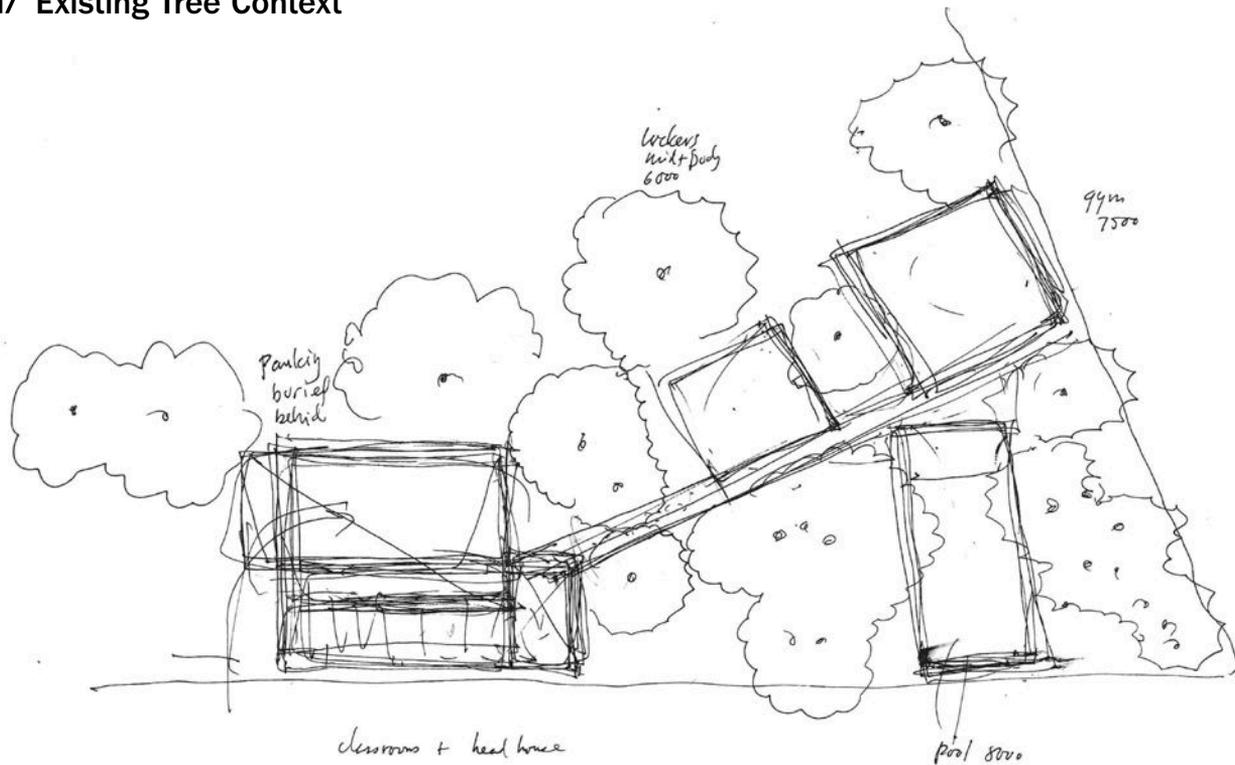
4

**Cladding in Translucent
+ Opaque Modular Panel**

5

**Indoor (Wood) Outdoor
(Corten) Experience**

M/ Existing Tree Context

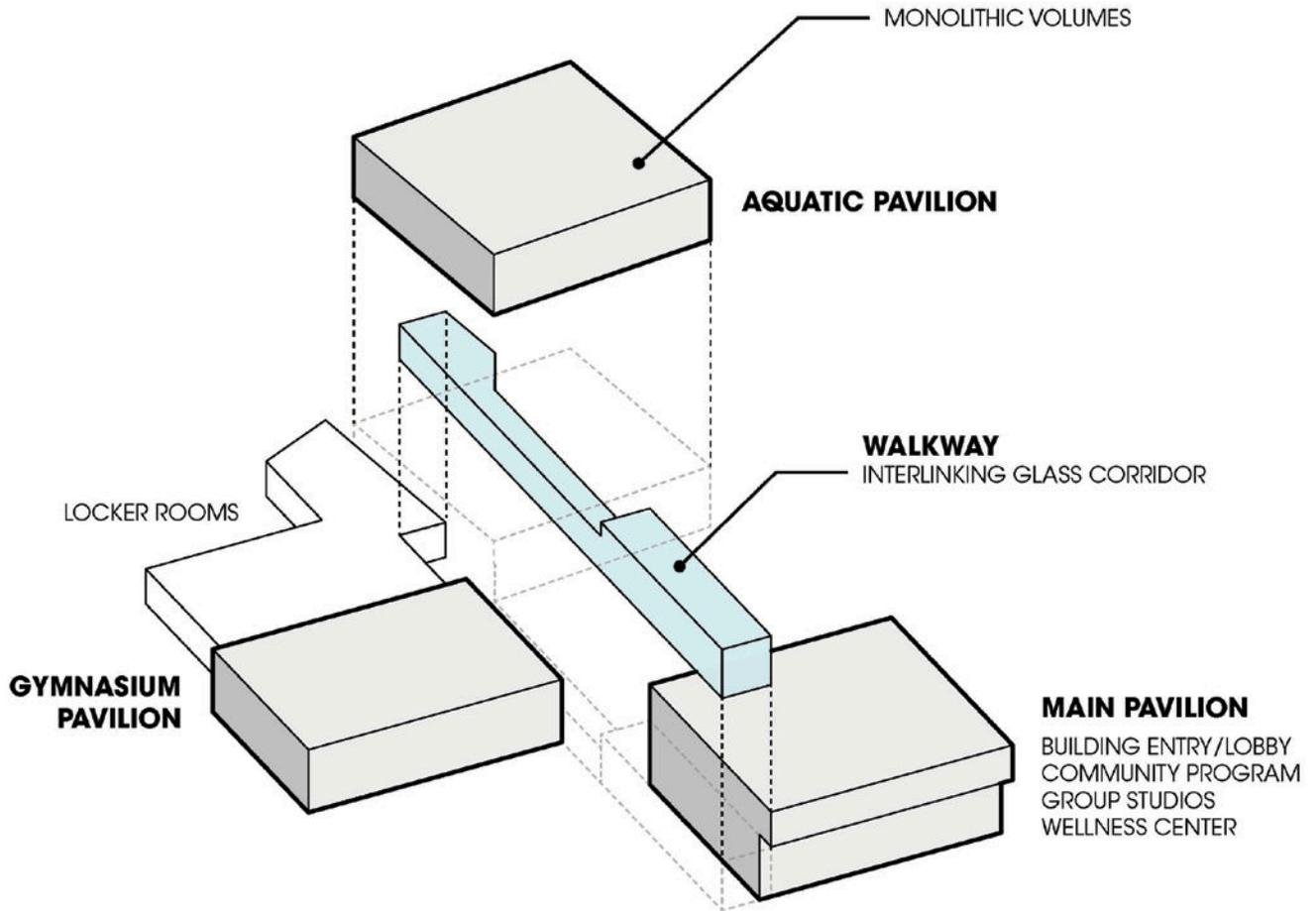


DESIGN APPROACH

Three interlinked pavilions
carefully situated in the
existing landscape



M/ Three Part Volume Break Up + Connector



M/ Each Volume One Big Window



M/ Cladding in Translucent + Opaque Modular Panel



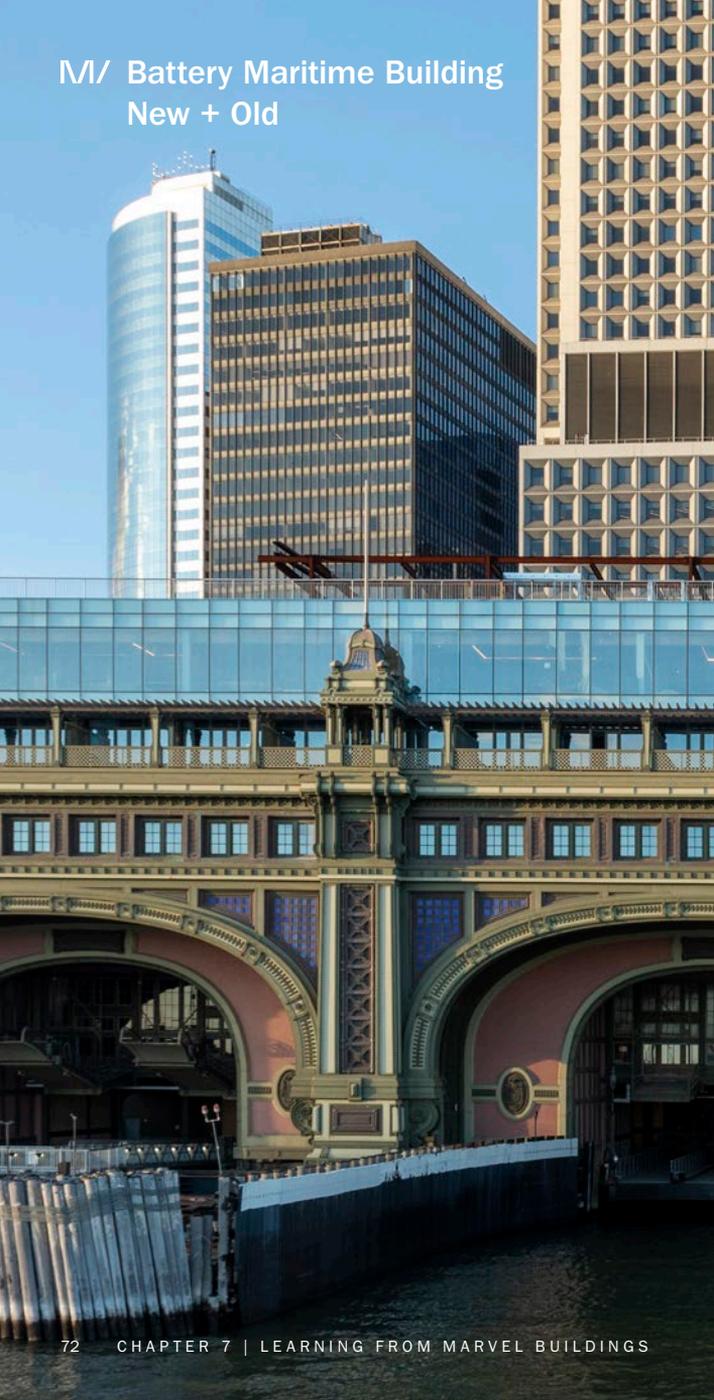
EAST BUILDING ELEVATION

M/ Indoor (Wood) Outdoor (Corten) Experience



M/ Battery Maritime Building

New + Old



1

**Recapitalize
Comprehensive Integrated
Design Process**

2

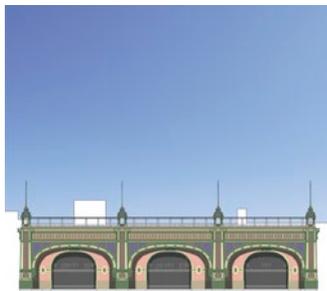
**Indoor/Outdoor
Experience**

3

**Rebuilt Historic Screens
and Glass Addition**

M/ Recapitalize Comprehensive Integrated Design Process

1909



Original/Structural Beaux-Arts

2007



Non Historic Single Story Penthouse

2021

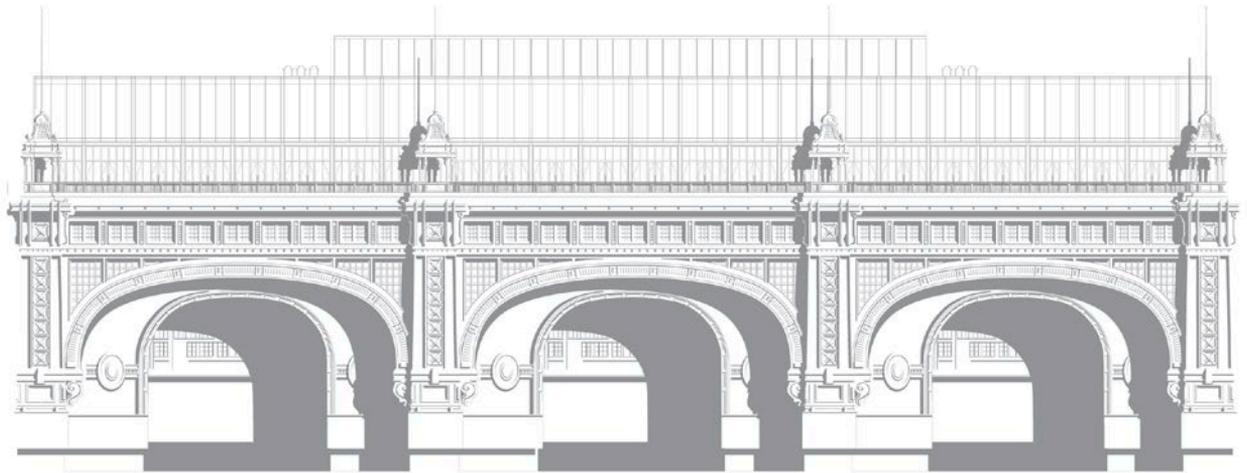


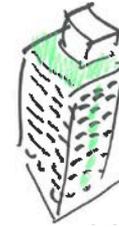
Glass Addition Accentuates Skyline Profile of Cupola + Trellis

M/ Indoor/Outdoor Experience



M/ Rebuilt Historic Screens Glass Addition





1

**Pattern of Windows from
Dumbo Context Fenestration
Scale and Proportions**

2

**Undulating GFRC Panel
= Nature in the City**

3

**GFRC Mockups: Large
Window Opening on Each
Floor Bringing the Outdoors In**

4

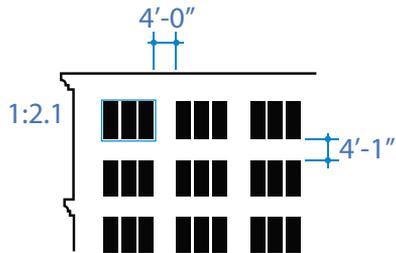
Rooftop Placemaking

M/ Fenestration Scale and Proportions from Dumbo Context

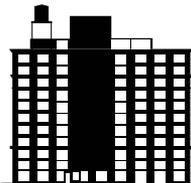
STREET WALL CONTEXT ANALYSIS | 20 Jay



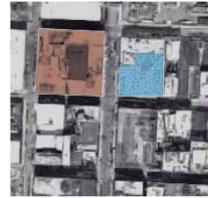
EXISTING CONDITION



20 Jay



FULL ELEVATION DIAGRAM



20 JAY STREET

WAREHOUSE

ARCHITECT: WILLIAM HIGGINSON

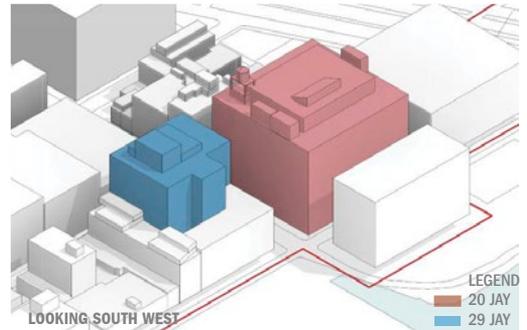
DATE OF CONSTRUCTION: 1909

BUILDING TYPE: WAREHOUSE

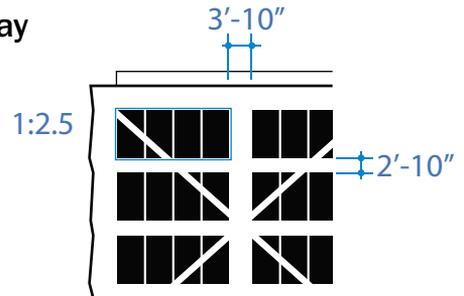
STYLE: INDUSTRIAL NEO-CLASSICAL

STORIES: 11

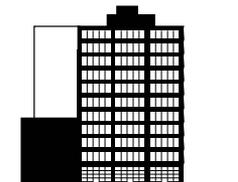
STRUCTURE: REINFORCED CONCRETE



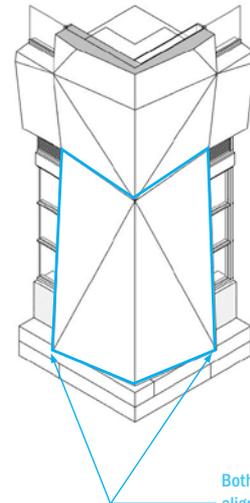
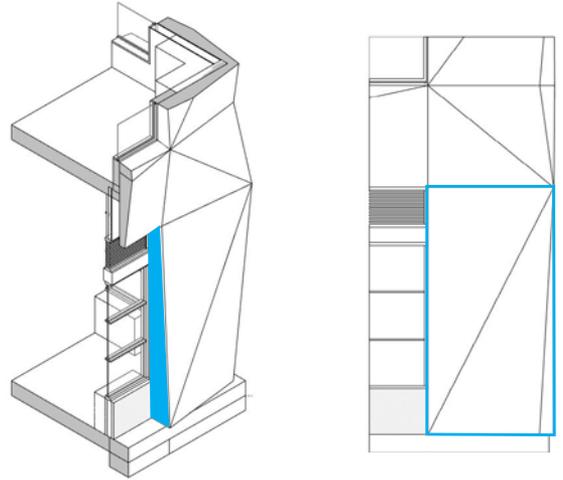
29 Jay



PROPORTION COMPARISON



M/ Undulating GFRG Panel = Nature in the City



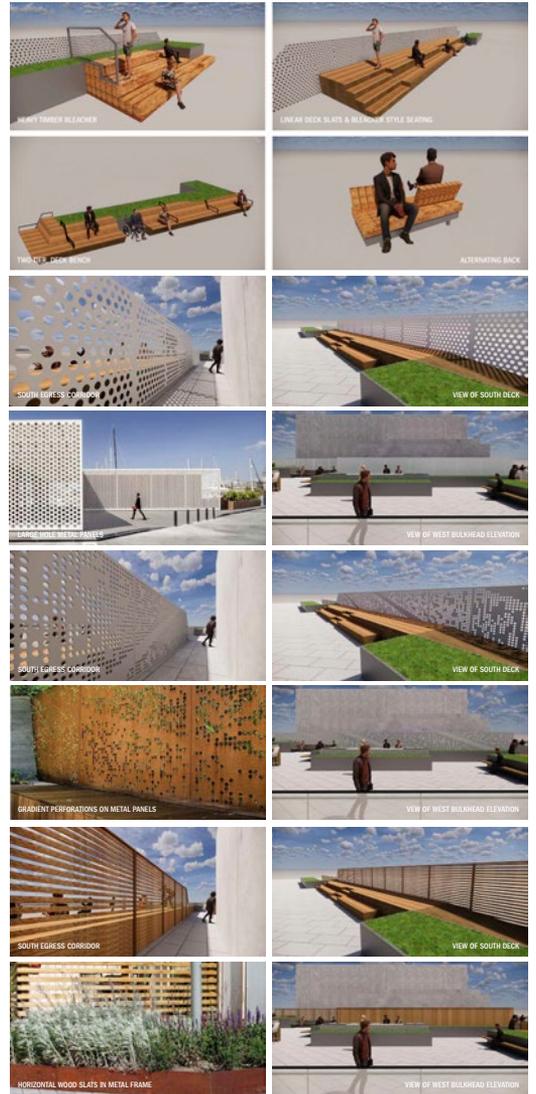
Both points pulled out and aligned with property line.

GFRG Corner Geometry

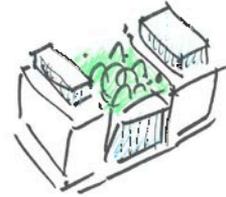
M/ GFRC Mockups: Large Window Opening and Operable Windows on Each Floor Bring the Outdoors In



M/ Rooftop Placemaking



M/ Bloom on 45th
Oasis within the Building



1

**Create an Elevated Podium
+ Protected Garden Oasis**

2

Repeat a Mix of Units

3

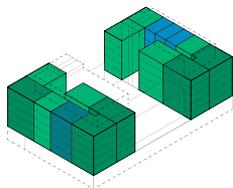
**Reveal Unit Mix on Facade
+ Precast Concrete Panels**

M/ Create an Elevated Podium + Protected Garden Oasis

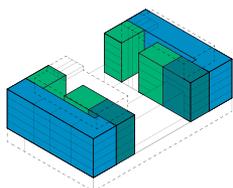


Courtyard

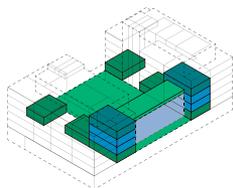
M/ Repeat a Mix of Units



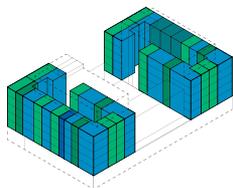
STACKED UNITS 16



CITY VS COURTYARD UNITS 17



SPECIAL UNITS 18



INTERIOR PARTITIONS 19

M/ Reveal Unit Mix on Facade + Precast Concrete Panels



M/ Featuring Marvel's Future

TRES XEMENEIES | BARCELONA, SPAIN

Located between Barcelona and Badalona in Sant Adrià de Besòs, the Tres Xemeneies project transforms a decommissioned 1970s power plant into the heart of Catalunya Media City. The winning proposal by Marvel and GdSB preserves the iconic chimneys while activating the adjacent turbine hall with new digital and creative programs.



M/ 2025 Marvel People



Adrian Vargas
Ain Jun
Albert Comas
Alejandra del Pilar Gonzalez
Alex Sola de los Santos
Alireza Fazeli
Alyanna De Vera
Amanesi Ozako
Ana Cubillos
Andrea Goncalves
Andrew Cho
Aneela Jain
Angel Jimenez
Angelina Li
Annya Ramirez
Ariel Poliner
Athos Castro
Camila Rivera
Carolina Cohen Freue
Carolina Marty-Matos
Carolina Rupenian
Caroline Frantz
Carolyn Jimenez
Carolyn Wu
Charles Wahl
Chenxuan Yan
Chieh Huang
Chit Yee Ng
Clara Goitia

Claudio Goncalves
Courtney Behrens
Craig Kim
Cynthia Dorta
Dahye Hong
Dana Ladd
Daniel Eizo
Daniel Tappe
Danielle Cerone
David Acevedo
Debbie Balters
Dennis Vermeulen
Diego Varas
Dyana Hernandez
Eduardo Llinas
Elisa Demarquez
Elisa Testa
Emilie Alongi
Emily Richards
Enrique Ramon
Eric Garced
Erica Barker
Erin Janicki
Erin Kelly
Ernesto Vazquez
Esteban de Backer
Flaurent Jean Baptiste
Florencia Britos
Francisco Soto

Gabriel Garcia
Gabriela Di Falco
Gabriela Hernandez
Guido Hartray
Guillermo Marrero
Gustavo Vega
Guy James
Haeri Choi
Haikun Xu
Hana Cicevic
Hannah Brausen
Hector Ralait
Hector Rodriguez Burgos
Houchen Lyu
Iris Seise
Isaac Jung
Isaias Rubert
Ishita Gaur
Ivette Sole
Jason Jimenez
Javier Bonilla
Jean Carlos Vega
Jennifer Olson
Jeremy Iannucci
Jesus Mayen
Jin Huang
John Campis
John Dolci
Jonathan Marvel



Jose Campo
Jose Juan Terrasa Soler
Josh Schechter
JS Yong
Juan Feliciano
Juan Guzman Palacios
Juan Ramirez
Julia Rivera
Justine Ala
Karen J. Cuadro Esteves
Katerina Napoli
Kelly Convery
Keyshla Rodriguez
Kimberly Faber
Krystle Nieves
Laura Martin
Lillianys Medina
Lissa So
Luba Valkova
Mabel Plasencia
Magnus Westergren
Maiko Shimizu
Makenzie Pfeifer
Manche Mitchell
Maresa Amador
Marisa Irizarry
Marissa Sayers
Marissa Walrath
Mark Miller

Martha Bush
Mel Loyola
Melissa Bermudez
Melkin Nolasco
Monica Cruz Decllet
Musa Matiwane
Natalia Kassam
Nebil Gokcebay
Nederland Fulgencio
Neftali Luciano-Castillo
Neta Nakash
Nicolas Losi
Nicole Barbosa Rodriguez
Olivia Vernon
Pablo Ceja
Patrick Rowan
Paul Healy
Priyanka Shah
Rafael Ferrer
Ramon Irizarry
Raquel Marrero
Rosa Amaro
Roujia Bai
Ruben Hernandez
Ruben Melendez
Ryan Reyes
Sabdriel Diaz
Sadie Winslow
Sami Sikanas

Santiago Garcia
Sarah Beaudoin
Scott Demel
Sean Sweeney
Sharon Kim
Simon Brock Moneo
Sophie Maffie
Susan Perschino
Tamara Panaccio
Thomas H Sherman
Tim Fryatt
Timothy Rowan
Tini Tang
Tonghuan Wu
Tyler Silvestro
Van Le
Vernette Vélez García
Veronica Castro
Virgen Berrios Torres
Vonn Weisenberger
Yadriel Rivera
Yang Zhao
Yao Tong
Yavar Khonsari
Yutong Wu
Zack Griffin





• The New Doris Duke Theatre at Jacob's Pillow, MA

The Promenade Portland, ME

Harvard Housing, MA •

Lake Placid Center For The Arts

NYS Office of Emergency Management

Hudson River Maritime Museum •

• The Masters School IEC

Northeast Bronx YMCA •

Bronx Animal •

Care Center

Walter Gladwin

Bronx Museum of Art

Orchard Beach

• Bronx Point

Uris Hall at Columbia University

Flushing YMCA

Bobby Wagner Walk

• Noguchi Museum

Tres Xemeneies

Barcelona *

Hotel Chelsea

• One Java

New York, NY *

SSSM

540 Fulton

Washington, DC *

Richmond, VA *

2440 Fulton

TheatreSquared, AR

Snug Harbor

Gowanus Green

• 29 Jay St.

• St. Ann's Warehouse

One Clinton

Plank Road

Pine Barrens Nature Center

Rockaway Village

Casa Kai

Plaza Cortijo

Hotel Normandie

El Yunque

Culebra

Casas Particulares

San Juan, PR *

UPR Mayaguez Aerospacial

Acacia Resilient Homes Prototype

Vieques

Centro Comunitario

M/ 2025 MARVEL PROJECTS

Marvel Architects, Landscape Architects, Urban Designers, PLLC