

YUVAL FOGELSON

Vancouver | Canada

yuvafogelson@gmail.com

www.linkedin.com/in/yuvafogelson

blogs.urb.ca/tipslab/transitioning-into-new-mobility

www.yellowfuture.city / www.urb-i.com

PASSION FOR CITIES

My passion for cities has led me to pursue a path in which my profession, hobbies, general interests and way of life have all merged. With an extremely international background, I explored and studied cities all over the world. I enjoy researching, analysing, mapping and understanding urban transformations, sustainable mobility and the digital transformations of cities. I am an advocate of designing cities for people.

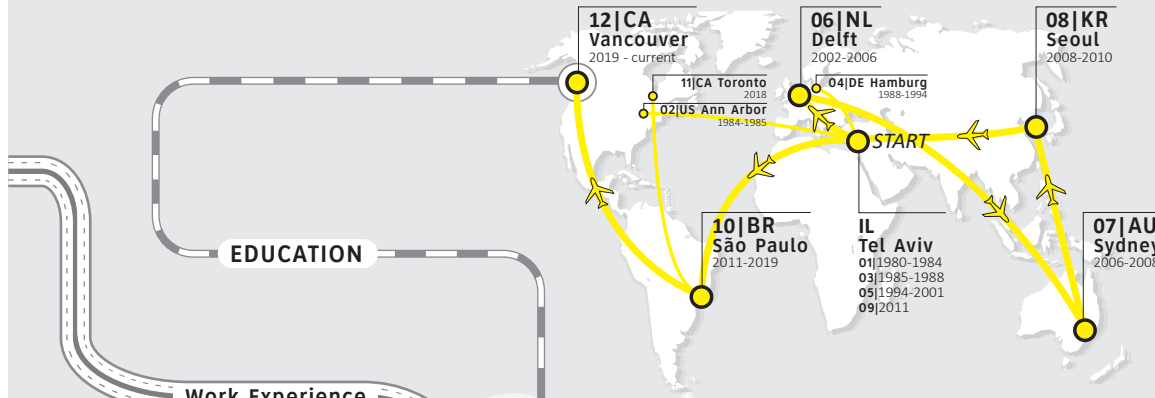
I am looking for new challenges and have a creative and idealistic desire to transform cities on a global scale while designing in the local scale.



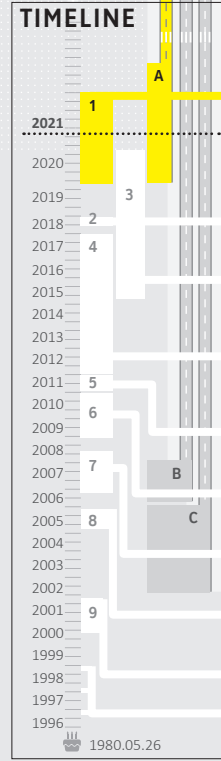
Tactical Urbanism - Intervention in São Paulo, Brazil 2016

JOURNEY

where I lived & when



- EDUCATION**
- Work Experience**
- Languages**
- English - Fluent
 - Hebrew - Fluent
 - Portuguese - Fluent
 - Dutch - Advanced
 - German - Advanced
 - Spanish - Intermediate
 - French - Beginner
 - Korean - Beginner



EDUCATION

A UBC
University of British Columbia
www.ubc.ca
Master Advanced Studies Architecture

B USYD
University of Sydney
www.arch.usyd.edu.au
Master Urban Design

C TUDelft
University of Technology Delft
www.bk.tudelft.nl
Bachelor of Science Architecture

- ACHIEVEMENTS**
- New Mobility Research Grant - TransLink 2019-2021
 - Wolfgang Gerson Scholarship in Architecture 2020
 - Planning Institute Australia NSW 2007 Award for Excellence
 - Planning Institute Australia TAS 2007 Award for Excellence
 - Marjorie and Lloyd Rees Prize for Urban Design
 - USYD Deans List of Excellence in Academic Performance 2006 + 2007
 - Article published in Sydney Morning Herald

WORK EXPERIENCE

1 UBC
TIPSLAB | (Transport Infrastructure and Public Space Lab) Lead researcher and designer, of TransLink's New Mobility Research Grant 'Transitioning into New Mobility- Future Curb Space Design' | Research assistant work on report on Mobility as a Service
Teaching | Graduate Teacher Assistant at SCARP (School of Community & Regional Planning)

2 City of Toronto | division of Public Realm | consultancy
Presentation of proposed interim public space transformations within the vision zero strategy

3 Urb-i : Urban Ideas | co-founder & director | www.urb-i.com
World-wide public space transformations data-base, tactical urbanism methodology, urban design educational courses, placemaking, urban interventions throughout Brazil

4 Def Projetos | senior urban designer | www.defprojetos.com
Large scale urban developments, regional-scale planning, airport city, suburban to urban shopping center transformations, throughout Brazil

5 Tommy Rigler Architects | urban designer
Large scale urban developments, urban design competitions, Israel

6 Space Group | urban designer | www.space.com
Large scale urban developments in South Korea, Central Asia, Africa, Middle East

7 Caldis Cook Group | urban designer | www.caldiscook.com
Train station precincts, town center developments, Sydney area

8 Kraaijvanger.Urbis | urban designer intern | www.urbis.nl
New urban developments, in-fill and brown-field proposals in The Netherlands

9 Mapping Unit IDF | cartography and map publishing

10 Mapa (Books & Atlases) | cartography | www.mapa.co.il

- Co-author of book *Tactical Urbanism - a Guide for Brazilian Cities*, publisher: Rio Books, 2021
- Lecture 'Challenging the Automobile Status-Quo' - Special guest at the Silesian Museum, Katowice, Poland 2019
- Keynote speaker 'Public Space Transformations' at Plan Pro Brno conference, Czech Republic 2017
- Before-After Project receiving recognition through articles written worldwide, including ArchDaily, CityLab, Business Insider, PPS, Streetsblog USA and others 2015, 2016
- 1st prize - '3 Stations' competition - Berrini station, São Paulo 2014, project was implemented in 2017.
- More than 20 tactical urban interventions implemented throughout Brazil (2016-2018)

work experience

📍 CANADA | Vancouver | 2019 - 2021

UBC - Research | TIPSLAB - Transport Infrastructure and Public Space Lab at SALA, UBC, Lab leader: Annalisa Meyboom

TransLink's New Mobility Research Grant 'Transitioning into New Mobility - Future Curb Space Design' - Lead researcher and designer, project managing, contact with 7 municipalities in Metro Vancouver and TransLink, leading a team of 4 students 2020-2021 <http://blogs.ubc.ca/tipslab/transitioning-into-new-mobility/>

Mobility as a Service - Graduate Research Assistant research work 2019-2020 <https://blogs.ubc.ca/tipslab/projects/mobility-as-a-service/>

UBC - Teaching | Graduate Teacher Assistant at SCARP (School of Community & Regional Planning), Instructor - Erick Villagomez

Courses: PLAN 517 Theory and Methods of Urban Design, 2020 approx 30 students, Sep-Dec 2020

PLAN 221 City Visuals, 2021 - approx 80 students, Jan-Apr 2021

📍 CANADA | Toronto | 2018 November

City of Toronto | Public Realm Division | consultancy

Preparation of a presentation on proposed interim tactical public space transformations within the vision zero strategy, made for the division of Public Realm.

📍 BRAZIL | São Paulo / virtual | 2015-2020

Urb-i : Urban Ideas | co-founder & director www.urb-i.com

World-wide public space transformations data-base, urban design courses, placemaking & tactical urbanism education, urban interventions throughout Brazil

Before After Project – mapping and research of public space transformations worldwide, as seen through google streetview, with over 3000 images (www.urb-i.com/before-after)

Constructed Projects

São Paulo, SP - Berrini train station precinct complete street, result of award winning proposal in '3 estações' competition in 2014.

Cariacica, ES – Transformation of external area of public school, collaborative educational workshops with school students, financed by private sector.

Urban Interventions – 20 ephemeral urban interventions in the public space throughout Brazil, 2016-2018.

Hospital das Clínicas; Parque da Cidade Jundiaí; Santana; São Miguel mais humana; ANTP National congress; De boa na lagoa Florianópolis; Aurea Criativa; Car-free day Berrini; Parking Day São Paulo 2016; Saca Só 1 & 2 experiments. (www.urb-i.com/projects)

Lectures / Presentations

- Lecture 'Challenging the Automobile Status-Quo' - Special guest at the Silesian Museum, Katowice, Poland, 2019
- Key note speaker (alongside David Sim from Gehl Architects), Lecture: 'Public Space Transformations' Plan Pro Brno conference, Brno, Czech Republic, 2017
- Video presentation, forum of urban interventions, Lima, Peru, 2017
- Micro-accessibility workshop, ANTP national transportation congress, São Paulo, 2017
- Presentation at Projects for Public Space, New York, USA, 2017
- Pechakucha presentation, 'Walking Cities' seminar, São Paulo, 2015

Education - Organizer and lecturer at urban design courses

- Course of Urban Design, Placemaking and Tactical Urbanism, at CURA - 40 students 2017
- Urban design workshop – urban transformation, analysis, 15 students 2018
- Urban design workshop – Urban park typology, 15 students 2018
- Elementary school lecture about public space, 600 students 2018
- Design thinking workshop, 2017

Urban Studies – more than 20 collaborative studies, resulting in Photoshop images of selected public spaces throughout Brazil. I headed the project and guided and taught collaborators to achieve inspirational proposals for transformations. (www.urb-i.com/projects)

Collaborative Design Challenges throughout Brazil – organization of periodic challenges where the public sends an image proposal for a transformation in a selected angle of a chosen public space.

Publications – articles written worldwide in the media of the Before-After project (www.urb-i.com/in-the-media) - including ArchDaily, CityLab, Business Insider, PPS, Streetsblog USA and others 2015, 2016

Sânsao, A., Guido, C., Carmagnani, P., Fogelson, Y. "Urbanismo Tático - Um Guia Para as Cidades Brasileiras", Rio Books, 2021

Guido, C., Carmagnani, P., Fogelson, Y. - "A urgência das transformações urbanas - O case da rua Joel Carlos Borges como ponto de partida para políticas de reequilíbrio e valorização do espaço público" - Revista dos Transportes Públicos - ANTP - Ano 39 - 2017 - 2º quadrimestre

📍 BRAZIL | São Paulo | 2011-2017

Def Projetos | senior urban designer www.defprojetos.com

Large scale urban developments, regional-scale planning, airport city redesign, suburban to urban shopping center transformations, throughout Brazil

Airports

Viracopos International Airport, Campinas, SP – Study of future expansion of non-air side of airport into a mixed-use development. Key conceptual designer, analysis, detailed masterplan, 3D modeling and artistic impressions.

Galeão Airport, Rio de Janeiro, RJ

Shopping centre redevelopment

São Paulo, SP – (800,00m2) Redevelopment of existing shopping centre area into new vital urban district. Key conceptual designer, analysis, detailed masterplan, 3D modeling and artistic impressions.

Campinas, SP - Redevelopment study of shopping center area and adjacent lands into new urban district. Analysis, conceptual design masterplan, 3D modeling and artistic impressions.

New centrality mixed-use neighbourhood

Granja Marileusa, Uberlândia, MG – Analysis, conceptual design, masterplan, urban design guidelines, plot by plot design, updating project. Project in phases of construction.

São José dos Campos, SP - Analysis, concept, masterplan

Maringá, PR - Analysis, concept, masterplan

Palmas, TO - Analysis, concept, masterplan

Goiânia, GO - Analysis, concept, masterplan

Senador Canedo, GO - Analysis, concept, masterplan

Belém, PA - Analysis, concept, masterplan

São José Rio Preto, SP- Analysis, concept, masterplan

Taubaté, SP - Analysis, concept, feasibility studies, masterplan

Large scale developments

Arboville, Jacareí, SP - Analysis, concept design, masterplan

Planaltina, GO - Analysis, concept, masterplan

Votorantim, SP - Analysis, concept, masterplan

Cidade Ocidental, GO - Analysis, concept, masterplan

Aracruz, ES - Regional analysis, concept, masterplan

Architectural design

Granja Marileusa, Uberlândia, MG - Mixed use quarter with shops, office towers, cinema, hotel and convention center. Conceptual design, 3D modeling.

Granja Marileusa, Uberlândia, MG - Residential complex with public square and commercial frontage. Conceptual design, urban design interface, 3D modeling.

work experience (continuation)

📍 ISRAEL | Tel Aviv area | 2011

Tommy Rigler Architects | urban designer

Large scale urban developments, urban design competitions, Israel

Givat Shmuel, Israel (320,000m², 2100units, 240,000m² office+commercial area)
- Re-design phase, including masterplan alternatives, mass studies, 3D modeling, presentations and meetings with local council.

Netanya City Hall Competition, Israel - Conceptual phase of organising the urban elements, in particularly at the scale between urban design and architecture, including mass studies.

Holon City Square Design Competition, Holon, Israel - Conceptual phase as well as in commenting and facilitating with design ideas and solutions.

📍 SOUTH KOREA | Seoul | 2009-2010

Space Group | urban designer www.spacea.com

Large scale urban developments in South Korea, Central Asia, Africa, Middle East

Projects in Korea

Seongbukdong, Seoul (67,000m², 560units) - An urban renewal project, replacing an existing small-scale urban fabric.

Namyangju, Gyeonggi-Do - (179,000m², 4200units) - A large scale housing project on former agricultural land, outskirts of Seoul.

Naegok, Seoul (234,000m², 4100units)

Large-scale New Cities

Boughzoul, Algeria (40,350,000m², 80,000 units for 350,000 people)- New City urban planning from the scale of quarters to neighbourhood and apartment configurations.

Soyo New City, Angola (34,000,000m²) - My role included preparing and attending presentations to clients and the design and execution of a 2.1m tall panel for a public exhibition.

Awaza National Tourism Zone, Turkmenistan (5,000,000m²)- Proposal of Awaza Tourist Zone on the Caspian Sea.

Medium-scale Housing Projects

Zhana Kok Tube, Almaty, Kazakhstan (267,000m²)

Lobito, Angola (40,000m²)

LNG Housing, Soyo, Angola

Malabo, Equatorial Guinea

Research & Analysis

Ubiquitous City - U-city (an all-connected, anywhere city model) which is practiced in new Korean developments. Research was done on possible affects on future urban planning organisation and function.

Masdar City, Abu Dhabi, UAE - Carbon-neutral, car-free city designed by Foster + Partners. Research was done for the Korean Clean-Tech Cluster. Analysis and comparison of Science-parks case-studies as well as car-free and local city structure patterns.

📍 AUSTRALIA | Sydney | 2006-2008

Caldis Cook Group | urban designer www.caldiscook.com

Train station precincts, town center developments, Sydney area

Urban Design Masterplanning , Guidelines

Burwood, Sydney - LEP (Local Environmental Plan) - Urban Form testing of guidelines in relation to overall city centre and to individual sites within the different areas. Special attention was given to maximal heights of buildings and overall skyline effects.

Penshurst, Sydney - DCP (Development Control Plan) for Commercial Centre Penshurst

Rail corridor - Hardscape & Landscape

Design of railway corridors included overlooking and coordinating landscaping. Design and visual mitigation of noise walls and retaining walls as well as bridges and bridge abutment treatments.

Southern Sydney Freight Line (Sefton - Macarthur)

Sutherland - Cronulla line

Quakers Hill - Vineyard line

Hornsby surroundings

Railway Station Precincts

Design of station precincts, all in Sydney metropolitan area, included landscape and hardscape detailed design, pavement and street furniture, fencing, planter box and seating elements as well as bus stops, shelters, kiss & ride, taxi facilities.

Glenfield Station Interchange

Canley Vale Bus interchange

Hornsby Bus Interchange

Southern Sydney Freight Line project: Sefton, Cabramatta, Warwick Farm, Casula,

Minto, Leumeah Stations

Quakers Hill vineyard project - Schofields, Riverstone, Vineyard Stations

Cronulla Line Duplication Project - Cronulla, Kirrawee, Woollooware Stations

📍 NETHERLANDS | Rotterdam | 2005

Kraaijvanger.Urbis | urban designer internship www.urbis.nl

New urban developments, in-fill and brown-field proposals in The Netherlands

Master Planning and Strategic Planning

City ring road concept, Eindhoven

Urban Design

Redevelopment mixed-use neighbourhood - Slachthuisbuurt, Zaandam

Utrecht Central Station area renewal Masterplan

Town centre renewal concepts, Naaldwijk

New urban release area, Geldermalsen

Commercial area IKEA masterplan, Leiderdorp

Goudse Poort, commercial centre, Gouda

📍 ISRAEL | Tel Aviv | 1996-2001

Mapping unit IDF 1998 - 2001

Mapping, photoshop, pre-press graphic design

Mapa (books & atlases) 1996 - 1998 www.mapa.co.il

I was the editor of the highway interchange section, used GIS programs, edited and updated maps through the use of aerial photography and site research.

MASTER ADVANCED STUDIES ARCHITECTURE

University of British Columbia | Vancouver, Canada | 2019-2021 www.ubc.ca

Research Thesis

Transitioning into new mobility: future curb space design <https://open.library.ubc.ca/cIRcle/collections/ubctheses/24/items/1.0396952>

Achievement

New Mobility Research Grant, TransLink 2020-2021
Wolfgang Gerson Scholarship in Architecture 2020

Courses

Directed Studies - course syllabus proposal on Urban Transformations / Re-designing Public Space
Topics in Urban Design - Global Cities / Research on Tactical Urbanism
Urban Transportation
Research Methods
Current Issues in Planning - Smart Cities
Urbanization in the Global South
Geographic Information Systems
Futures Planning

MASTER URBAN DESIGN

University of Sydney | Sydney, Australia | 2006-2007 www.arch.usyd.edu.au

Awards & Prizes

Planning Institute Australia, New South Wales 2007 Award for Excellence
Planning Institute Australia, Tasmania 2007 Award for Excellence 2007 www.planning.org.au
Marjorie and Lloyd Rees Prize for Urban Design (best student in the studio component Master of Urban Design)
University of Sydney Deans List of Excellence in Academic Performance 2007 – Master of Urban Design
University of Sydney Deans List of Excellence in Academic Performance 2006 – Master of Urban Design

Design Projects & Achievements

Making Central central : filling in Sydney's void – Central Station, Sydney, NSW
Planning Institute Australia, New South Wales 2007 Award for Excellence – Student Project
Article in Sydney Morning Herald: 'A buried bone that would bring handsome rewards' / Elizabeth Farrelly
(www.smh.com.au/news/opinion/a-buried-bone-to-bring-handsome-rewards/2007/12/18/1197740268578.html)
Presentation to PIA members, organised by Urban Design Chapter
Presentation / Lecture to the Morphology Course at University of Sydney

Jaffa - Tel Aviv axis, Redevelopment, Tel Aviv, Israel

Entryscape - Tasman Highway, Domain experience redesign, Hobart, TAS
Planning Institute Australia, Tasmania 2007 Award for Excellence – Student Project
Project on Exhibition at Sullivan's Cove Authorities Tasman Highway, Hobart, TAS

Auto Alley - Densification and urban renewal, Auto Alley, Parramatta, NSW
Project on Exhibition at Auto Alley, Parramatta, NSW
Project on Exhibition at Graduate Exhibition, University of Sydney

Courses

East Asian Architecture
Globalisation, Urbanisation and Architecture
Urban Morphology
Urban Design Ideas & Methods
History & Theory of Modern Architecture - Tectonic analysis

Competition

Hobart Waterfront International Competition, Tasmania Competitions

BSC ARCHITECTURE

University of Technology Delft | Delft, The Netherlands | 2002-2006 www.bk.tudelft.nl

Design Projects & Achievements

Urban renewal, Sloterpas, Amsterdam, The Netherlands / *Presentation to Bureau Parkstad - Urban renewal office for West Amsterdam, The Netherlands*

New city Axis, Almere, The Netherlands

Re-use integral design, Delft, The Netherlands

24-hour Museum, South Amsterdam, The Netherlands

Waterfront redevelopment, dense mixed experimental block, Dordrecht, The Netherlands / *Project on Exhibition at Council, Dordrecht, The Netherlands*

Glasshouse, Botanical Gardens Leiden, The Netherlands

Vacation house, village, Bergen Aan Zee, The Netherlands

PRIMARY + SECONDARY EDUCATION

Metro West Highschool Ra'anana, Israel 1995-1998

Research Project in Architecture

Shopping Malls in Israel, morphological and typological architecture research project 1998 (10 = A+)

International School Hamburg, Germany 1988-1994