

“EC3 STRIVES TO ESTABLISH A NEW PRACTICE MODEL FOR ARCHITECTURE, COMBINING THE KNOWLEDGE FROM MY 25 YEARS OF PROFESSIONAL EXPERIENCE AT GEHRY PARTNERS WITH THE AGILITY, FRESHNESS AND CREATIVE ENERGY OF A DESIGN FOCUS STUDIO. USING PHYSICAL MODELS AS A PROBLEM-SOLVING TOOL, OUR COLLABORATIVE AND HAND-ON APPROACH ENABLES EC3 THE FLEXIBILITY TO EXPLORE AND DEVELOP MULTIPLE SOLUTIONS IN RESPONSE TO THE COMPLEX AND FAST-CHANGING PROBLEMS OF THE WORLD TODAY. EC3 IS DEEPLY COMMITTED TO AND PASSIONATE ABOUT THE ROLE OF ARTS AND CULTURE IN TRANSFORMING CITIES AND INSPIRING COMMUNITIES, IN AN EFFORT TO CREATE A BETTER AND MORE SUSTAINABLE WORLD FOR ALL PEOPLE!”

EDWIN CHAN  
CREATIVE DIRECTOR - EC3



## EC3

From towers and mixed-use developments to museums, exhibitions and public spaces, EC3 is recognized by leading figures as a practice that provides creative solutions for a variety of client and projects.

Founded by architect Edwin Chan in 2012 and based in Los Angeles, EC3 embraces a vision of architectural practice that transcends culture and geography. By integrating natural light, structure, materiality and landscape, EC3 produces works that engage the public, promote the arts, and spur social-economic growth. Recent and current projects are located in Detroit, Miami, Bogota, Los Angeles and Dallas, among others.

In February 2017, Architect Magazine featured True North Detroit, EC3's first built ground-up project, as the cover story in the annual Progressive Architecture P/A Awards issue. Set to open Summer 2017, the project has received local, national and international attention for its unique, affordable and positive contribution to one of America's greatest design cities.

Cathleen McGuigan, editor in chief of Architectural Record, featured the project in a round-up of new developments, noting that "among the most appealing designs in Detroit these days are some much smaller transformations, ones that fearlessly, and inexpensively, deploy the simplest materials and forms in inventive ways."

EC3's work has also received coverage in Surface, AZURE, T Magazine, Wallpaper, Monocle, HOUR Detroit, and Curbed, among others.



## EDWIN CHAN, RA

Edwin Chan received his Bachelor of Arts from the College of Environmental Design at UC Berkeley, and Master of Architecture from the Graduate School of Design at Harvard. He speaks fluent Chinese and French, and has traveled all seven continents.

Edwin has been recognized with many awards and distinctions. Most recently, he received the honor of Chevalier de l'Ordre des Arts et des Lettres from France, and was awarded a grant from the Graham Foundation for Advanced Studies for the Arts. His other distinctions include the Wheelwright Prize from Harvard University, participating in RTHK Special Series "Chinese Designers Abroad", and serving on the jury / advisory committee for two international architectural competitions for the contemporary art collector Eli Broad.

Between 1988 and 2012, Edwin was a Design Partner at Frank O. Gehry and Associates in Los Angeles, where he oversaw the design, coordination, and execution of many of the firm's most significant projects, including the Guggenheim Museum in Bilbao, Novartis Office Building in Basel, Opus Residential Tower in Hong Kong, and the Foundation Louis Vuitton in Paris.

In addition to practicing, Edwin lectures in the US and internationally, and has served as visiting professor of architecture at Harvard University, University of Southern California, and UCLA. He was appointed the Howard Friedman Visiting Professor of Architectural Practice at University of California at Berkeley in 2012. Edwin is licensed in the states of California and New York.



## Simple Measures

Architect Edwin Chan, who spent more than two decades working alongside Frank Gehry, is quietly rewriting his own design rules at his new studio, EC3.

BY MICHAEL WEBB

“CHAN’S BOYISH ENTHUSIASM ABOUT THESE PROJECTS IS MATCHED ONLY BY HIS BOUNDLESS CONFIDENCE. HE HAS THE AIR - AND SOMETHING OF THE LOOK - OF A FRESH-MINTED GRADUATE LAUNCHING HIS CAREER, RATHER THAN A VETERAN OF THE PROFESSION BUILDING ON A SOLID ACHIEVEMENT. PHASE TWO OF THIS ARCHITECT’S LIFE SHOULD BE AS EXCITING AND PRODUCTIVE AS THE FIRST.”

MICHAEL WEBB FOR CULTURED MAGAZINE



Edwin Chan's firm, EC3, is taking on a diverse array of projects, from this Modernist home in the Hollywood Hills to a progressive affordable-housing compound in Detroit.

**Edwin Chan made his** reputation as a lead designer in the office of Frank Gehry, helping to create such iconic buildings as the Bilbao Guggenheim and the Louis Vuitton Pavilion in Paris. “It was an incredible experience but, after 25 years, I had hit a ceiling professionally and needed to move on,” he says. So he exchanged the comfort of working with a smoothly functioning team of a hundred-plus architects for the challenge of going it alone on a diversity of small projects. From his home studio in Venice, California—the beachfront community where Gehry was based in his fledgling years—he has reached out to Dallas and Detroit, Miami and Hong Kong, while designing a spectacular aerie in the Hollywood Hills.

Growing up in Hong Kong, where generic office and apartment towers crowd out the few remarkable buildings, Chan wanted to become a movie director. His parents sent him to high school in the U.S. and there, at a careers workshop, he discovered the potential of architecture, and went on to get his master’s degree at the Harvard Graduate School of Design. He moved to L.A. to work with Gehry, and learned what no school can teach: the importance of collaborating and solving problems in a creative way. “Also, how to listen and put myself in the client’s head,” he explains. “Frank is extremely

inclusive and my office, which I call EC3, stands for a cross-disciplinary collaboration.”

An urban revitalization project in Detroit exemplifies the goal of fostering a creative community. The young, visionary developer Phillip Kafka bought five acres of land near the city center, and True North, the first phase in a series of Quonset huts—corrugated steel domiciles that will be used as live-work units for start-up companies—should be ready next spring. Much used by the military, this humble form has the elemental simplicity of a Donald Judd sculpture—and the digestible construction cost of \$75 a square foot. Chan has varied the configuration and size (one will contain three floor levels) and may paint them in colors inspired by Alexander Girard, who worked with Eero Saarinen in his Detroit office. Trees, gardens and artworks surround the units, while a community garden with arches and a blue screen brings a touch of Hollywood magic to the gray Michigan winters.

And though L.A. itself is full of Modernist houses that open up to gardens through glass sliders, Chan embraced the landscape more subtly in his 5,500-square-foot retreat for a family from France. The house hunkers down on a level pad just below Mulholland Drive, and splits down the middle. The flared two-story wings open onto terraces while their windows frame sweeping views

over the San Fernando Valley. Solid walls at the front and sides accommodate the owners’ contemporary art collection, and the drought-resistant succulents that line the terraces remind the wife of her native Mexico. Construction begins next spring and the house seems likely to join the pantheon of Modernist classics.

Art is as great a fascination for Chan as landscape and public spaces, and he created a heroically scaled installation of wood beams at the Nasher Gallery in Dallas earlier this year. Next April, he’ll have another installation at The Bass museum in Miami Beach: an innovative presentation of contemporary fashion from the Deste Foundation collection. The design is currently a work in progress, which may include a mirrored runway for the dresses and geometrical enclosures for the accessories. Around the same time, Chan will return to his roots with a two-level stage set for a production of *Frankenstein* in Hong Kong.

Chan’s boyish enthusiasm about these projects is matched only by his boundless confidence. He has the air—and something of the look—of a fresh-minted graduate launching his career, rather than a veteran of the profession building on a solid achievement. Phase two of this architect’s life should be as exciting and productive as the first.

## URBAN INFRASTRUCTURE AND MASTER PLANS

Working independently or as part of a larger team, EC3 approaches large-scale urban projects with a sensitivity to historical, environmental and visual contexts. EC3 utilizes these attributes to inform and develop conceptual ideas as part of a design dialogue with clients, collaborators and stakeholders.

Serkeci District, Istanbul



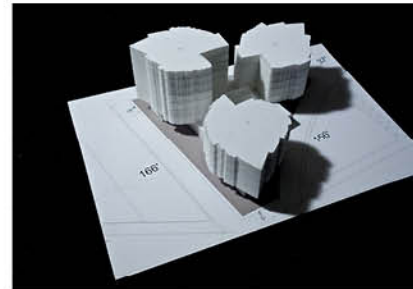
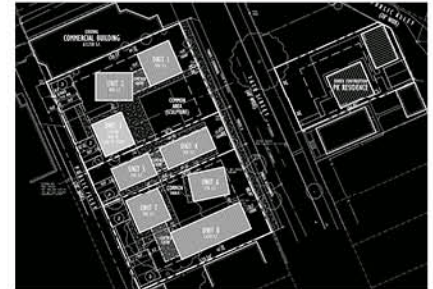
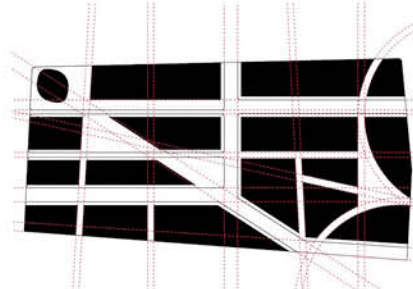
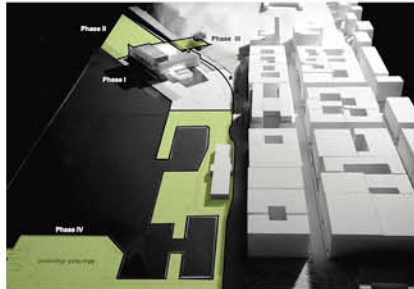
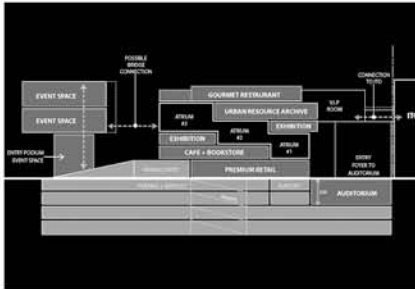
Guggenheim Museum, Helsinki



6th - Alameda Development, Los Angeles



True North, Detroit



## BUILDINGS

Transferring physical models to digital models and then into built reality is an integral part of EC3's architectural design process. Through each phase of the project, our team utilizes state-of-the-art software to inform clients' design decisions against the desired outcome, performance and construction cost.

Kunsthalle, Dresden



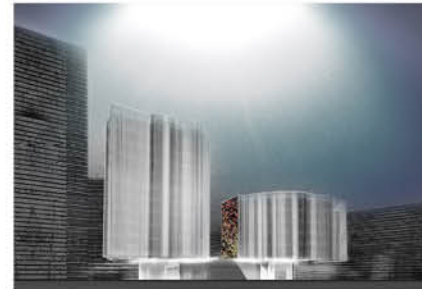
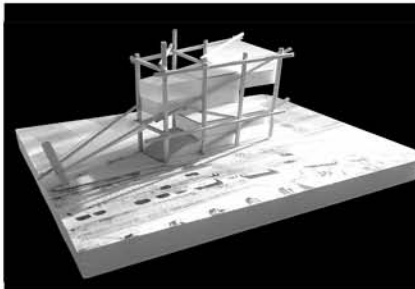
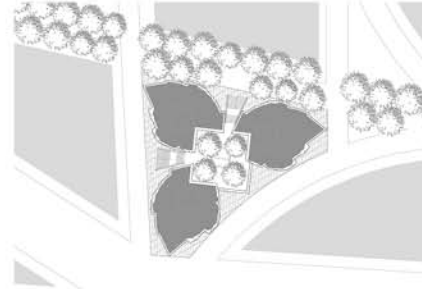
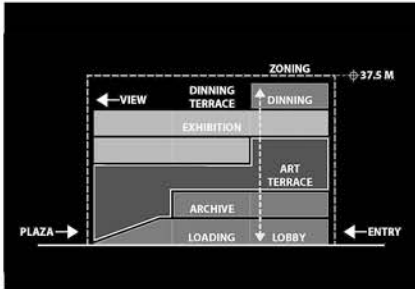
Shraman Foundation, Dallas



6th - Alameda Mixed-Use, Los Angeles



Mulholland Drive Residence, Los Angeles

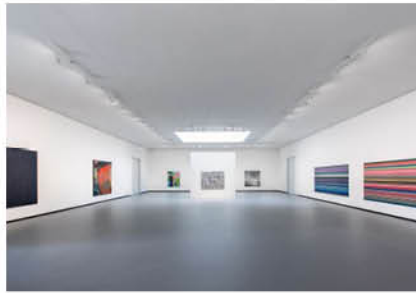




## GALLERIES AND INSTALLATIONS

On a smaller, temporary scale EC3 takes a storytelling approach to exhibition and set design. Tailoring the experience around unique personal histories, curatorial approaches and contemporary culture, we work closely with fabricators and suppliers to meet the clients' visions and budgets.

### Galleries



### "FRANKY" - Set Design



### "EXQUISITE PAIN" - Exhibition Design



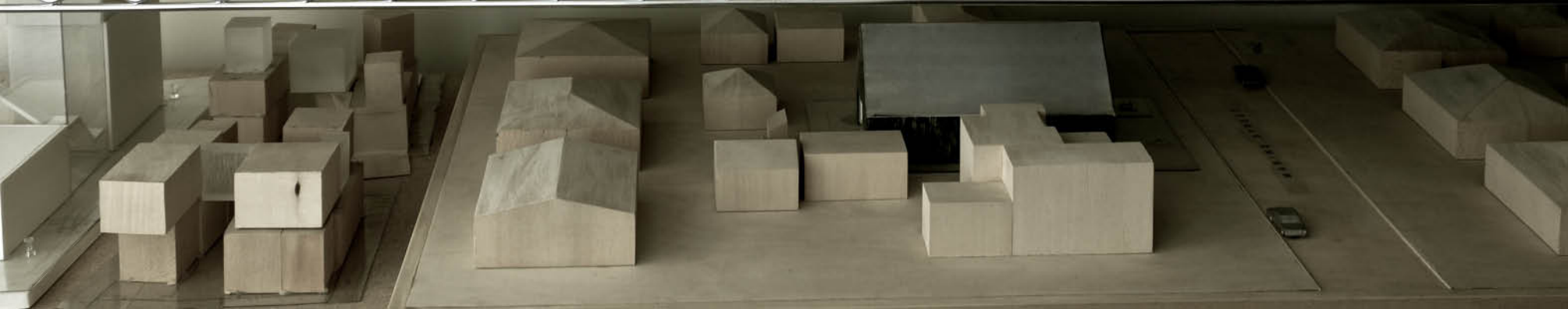
# SELECTED GEHRY PARTNERS PROJECTS

## Arts and Culture



## Institutional and Commercial





## ARTS QUARTER AND KUNSTHALLE, DRESDEN

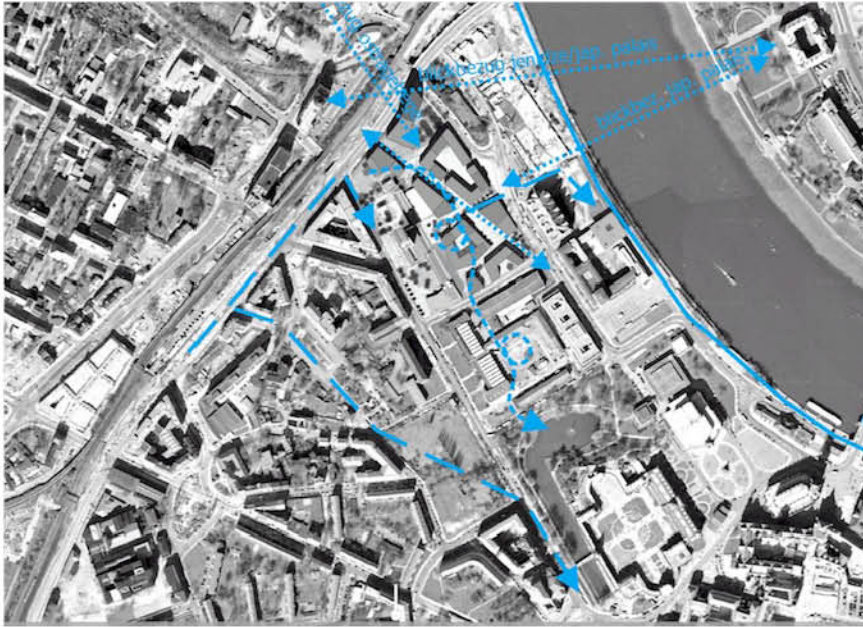
A MASTER PLAN THAT DRAWS FROM THE VIBRANT ARTS AND CULTURE SCENE OF CONTEMPORARY DRESDEN TO CATALYZE DEVELOPMENT ON A SITE LEFT VACANT FROM WWII.

EC3's master plan for a 5.2-acre (2.1-hectare) site in Dresden was initiated by a Munster-based developer, and involved numerous stakeholder groups including the city's planning office. Envisioned as an "Arts-Quarter," the multi-use district aims to utilize arts and culture to drive the city's economic growth in the Dresden-Berlin-Leipzig triangle region.

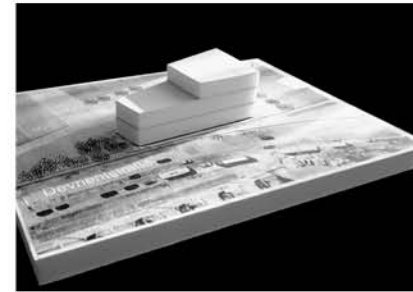
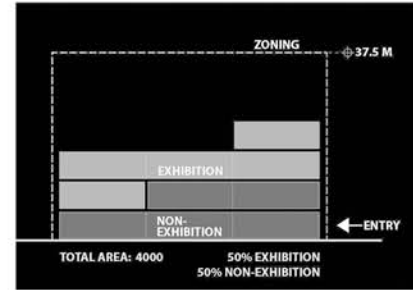
The placement and organization of new construction within several parcels are carefully considered to respect the low density of the existing urban fabric. The 825,000 SF (77,000 SM) commercial, residential, wellness and cultural program is distributed in a series of 10 interconnected, three-story tall courtyard buildings, organized along a diagonal pedestrian spine to reinforce connection with the historic city. A network of taller elements - the lanterns – gives the development an identity in the Dresden skyline from across the Elbe River.

It is envisioned that cultural programming and site-specific sculptural installations would animate the streetscape and open spaces. The primary cultural anchor, a new 53,000 SF (5,000 SM) Kunsthalle, is to be designed by EC3.

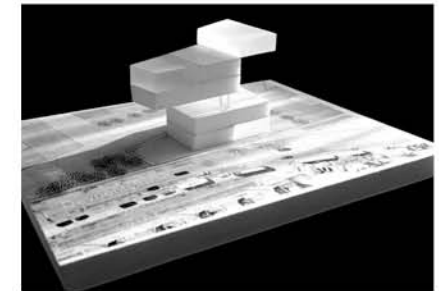
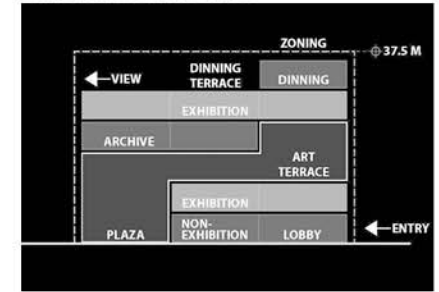




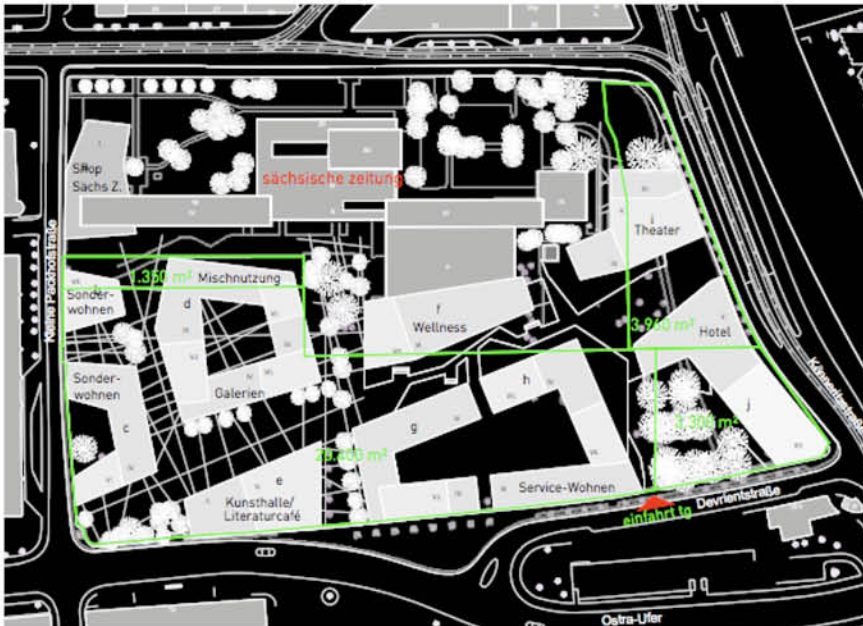
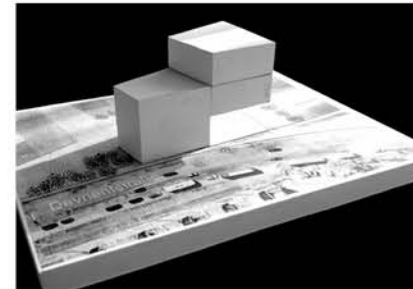
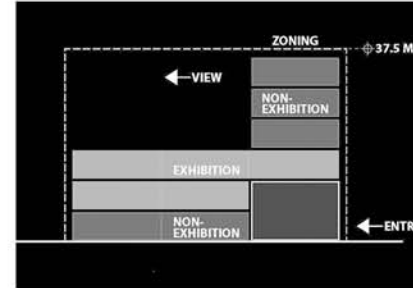
Kunsthalle Scheme One



Kunsthalle Scheme Three



Kunsthalle Scheme Two







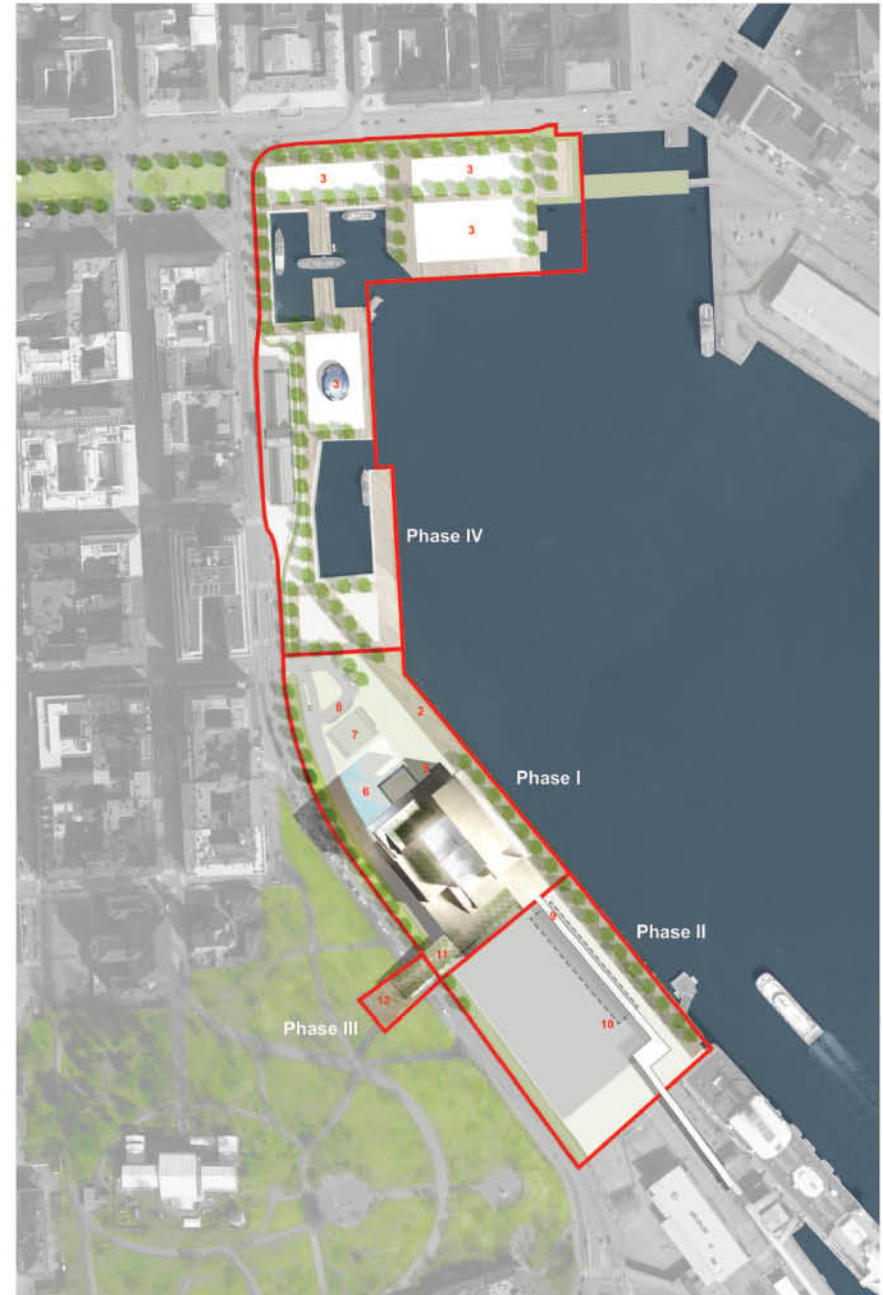
# GUGGENHEIM MUSEUM, HELSINKI

A MASTER PLAN THAT ENLIVENS HELSINKI'S SOUTH HARBOR BY CREATING AN ENGAGING ENVIRONMENT FOR ARTISTS AND CURATORS WITHIN AN INVITING PUBLIC REALM.

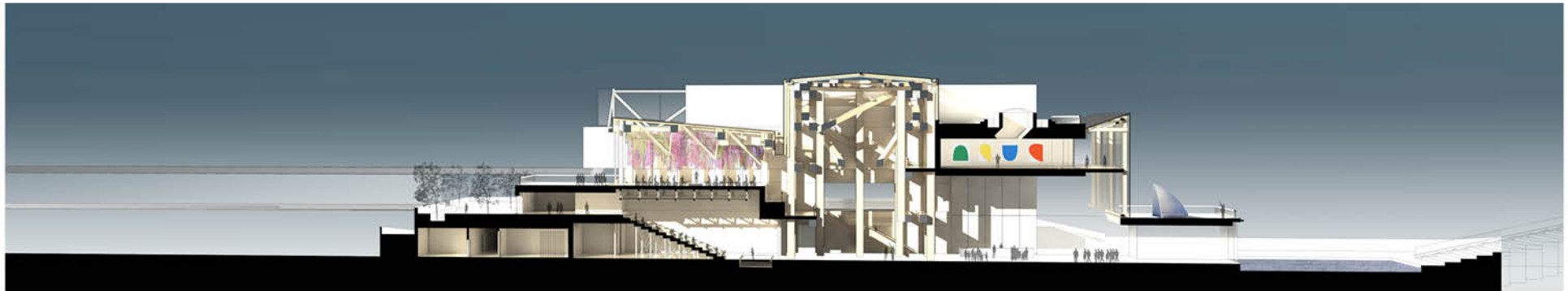
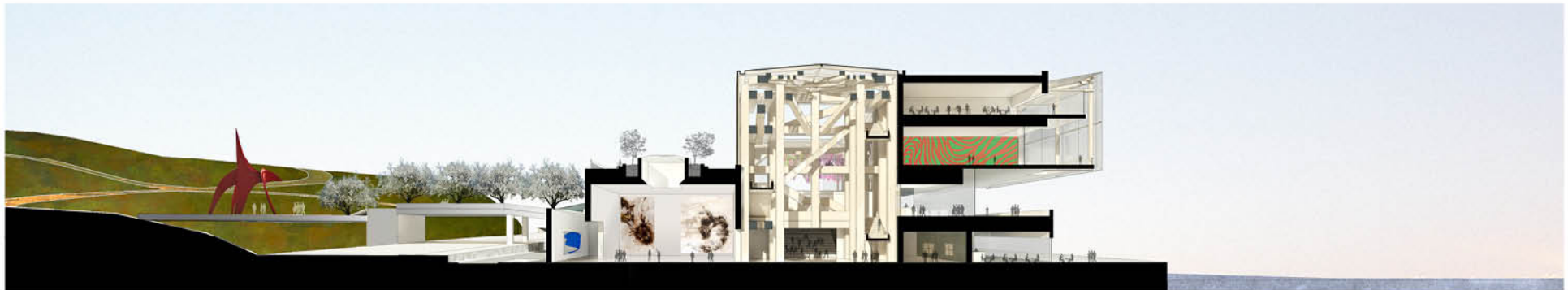
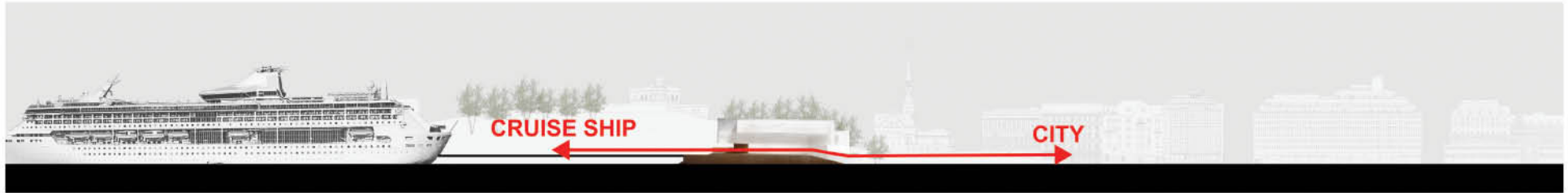
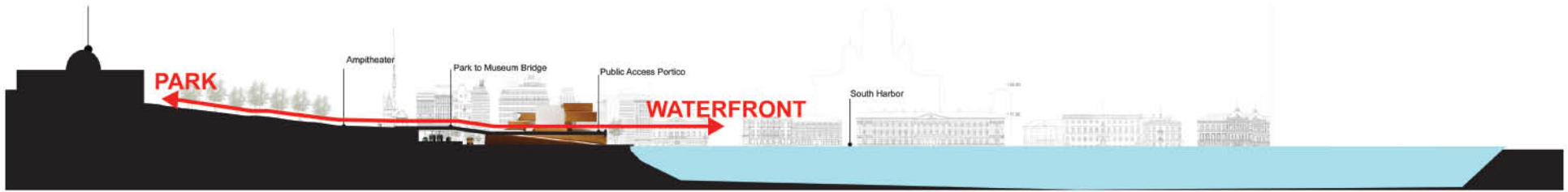
EC3's entry to the international design competition envisions the 215,000 SF (20,000 SM) museum and the surrounding 4.5-acre (1.8-hectare) site as a natural extension of the city rather than a stand-alone icon on the water. The proposal aims to synthesize pedestrian flows by integrating them into the infrastructure and museum experience with a four-phase "Linear Park" development along the waterfront.

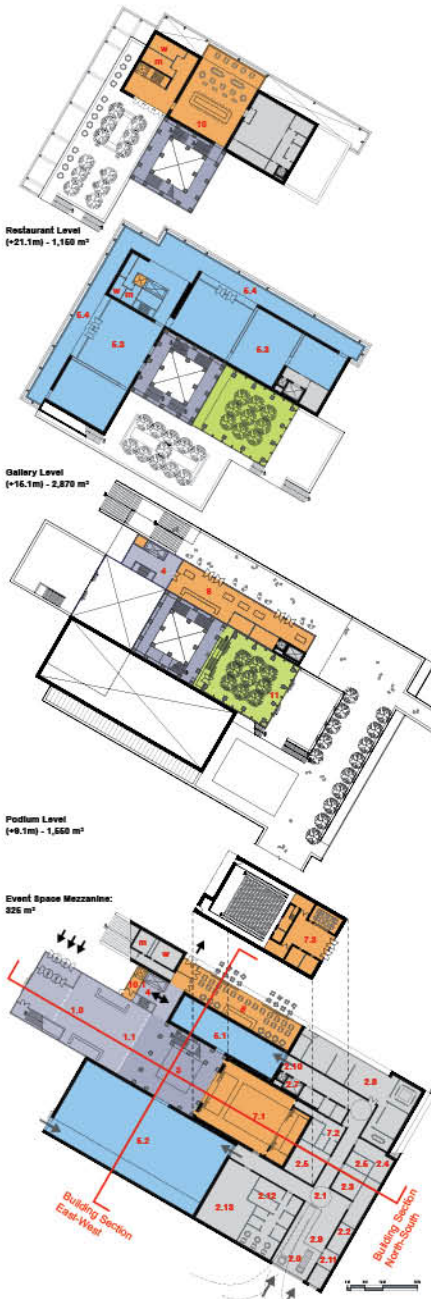
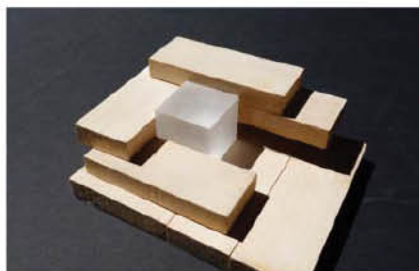
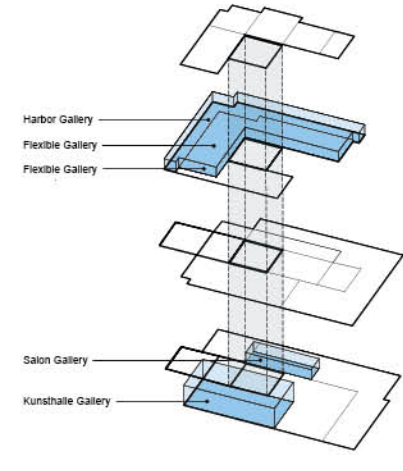
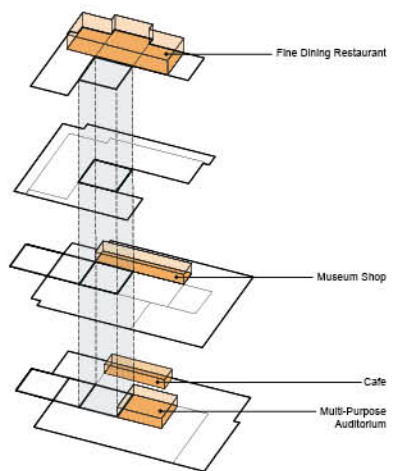
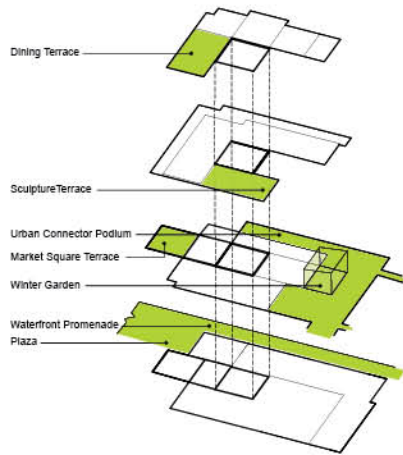
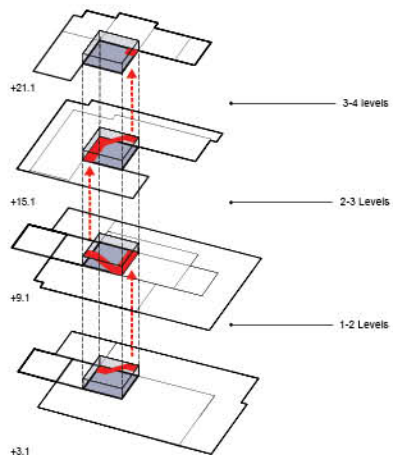
Phase one of the proposal anchors the museum with a series of intimate outdoor galleries along the waterfront promenade. Phases II and III connect the museum with the adjacent existing cruise ship terminal to the south and the large Tahtitornin Vuori Park to the west. Phase IV extends the Art Park northward towards the downtown Market Square.

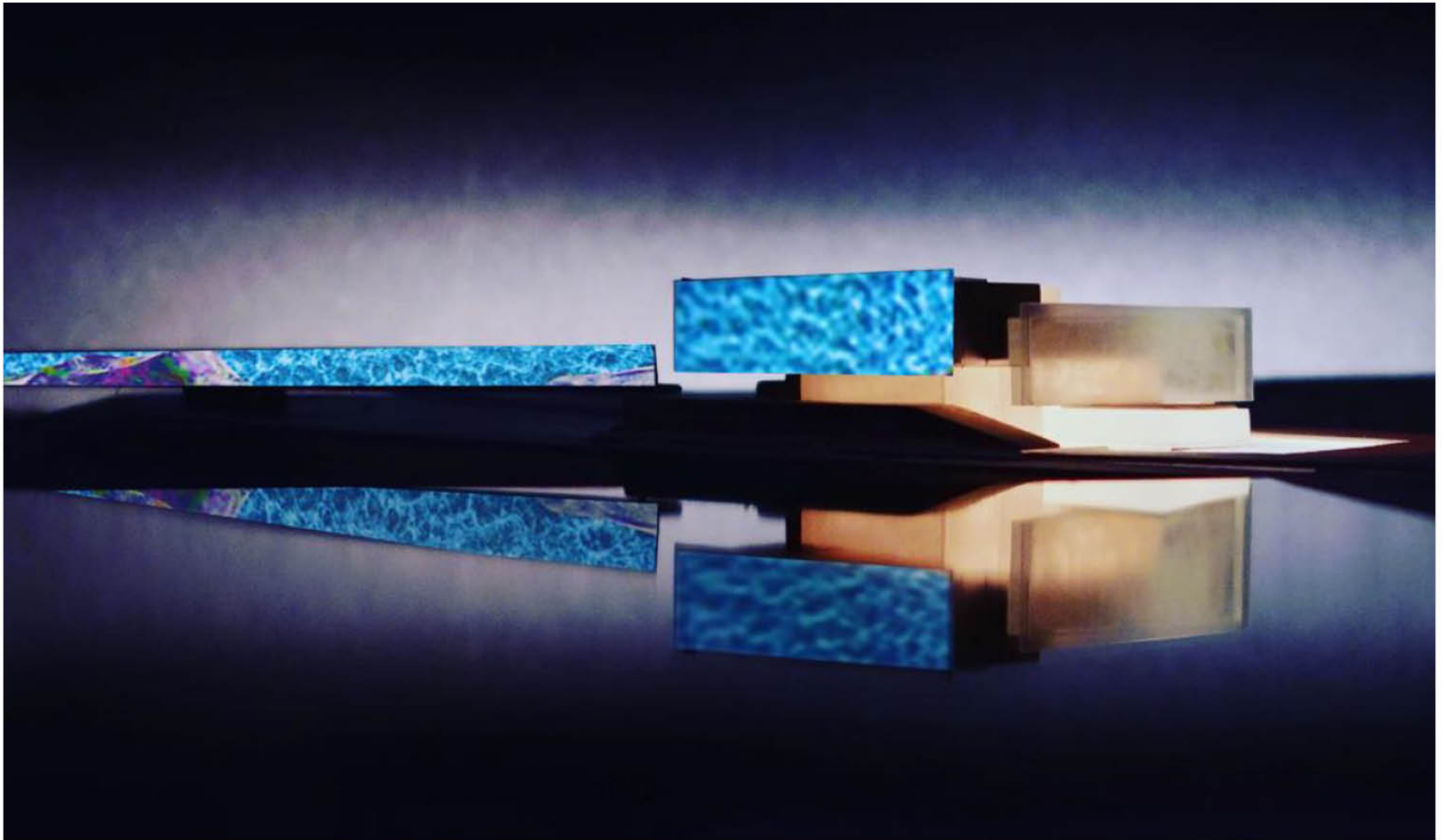
To complement the urban infrastructure approach, the museum's program is organized as a multi-level loop to create an open, animated and celebratory environment that engages visitors both inside and outside. The design also maximizes public amenities and landscaped terraces, creating a formal expression that reveals multiple characteristics and offerings from different points of views from the city.











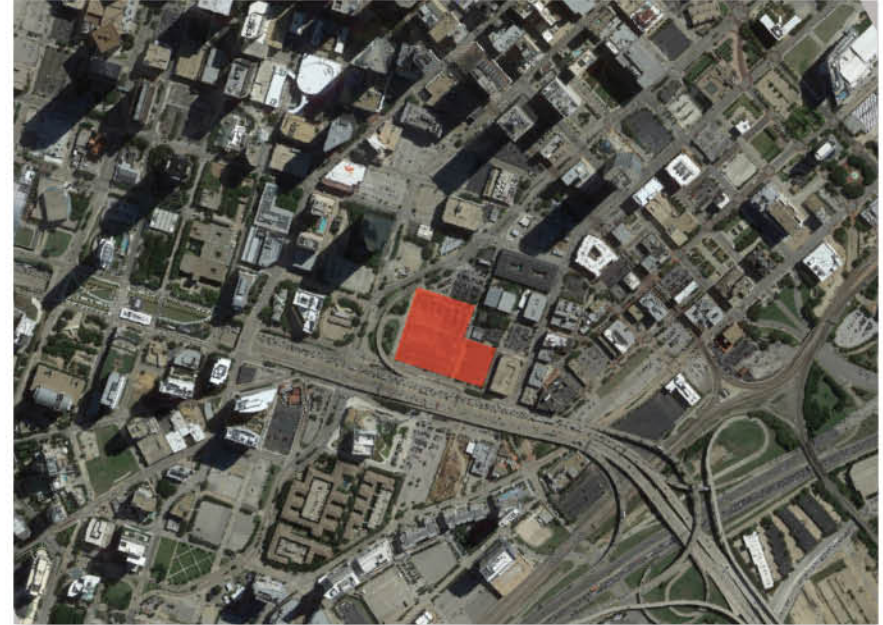
# SHRAMAN FOUNDATION, DALLAS

SITE AND ARCHITECTURAL PLANNING STRATEGIES FOR A NEW INSTITUTION IN DALLAS TO ALIGN THEIR PROGRAM AND ASPIRATIONS WITH A SUSTAINABLE PHYSICAL AND OPERATIONAL PLAN.

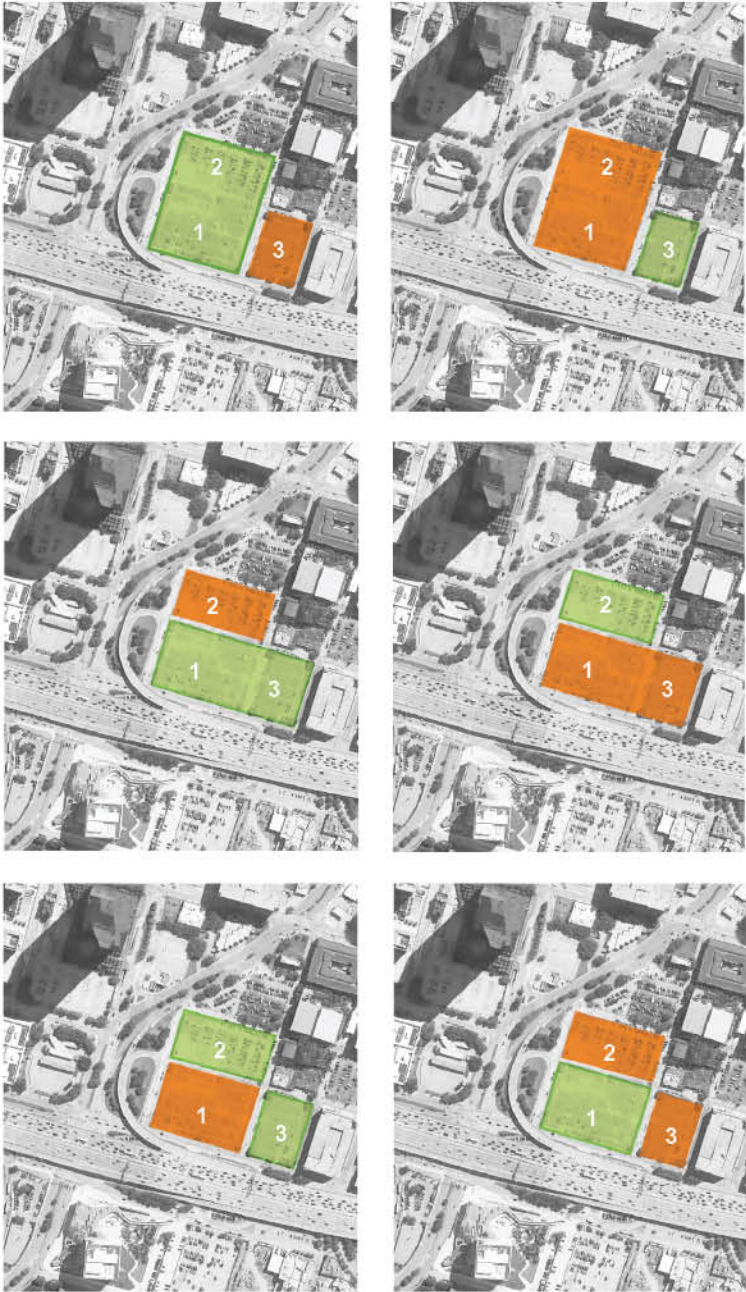
As part of an invited qualifications and interview process, EC3 collaborated with an interdisciplinary team to establish a framework for evaluating site and architectural opportunities for a three-parcel 5.5-acre site adjacent to a noisy and active freeway. The \$50 million, 150,000 SF mixed-use development would join the Dallas Aquarium and Perot Museum of Nature and Science as cultural anchors at the south-western edge of the Dallas Arts District.

Working with a set of desired program, EC3 developed a series of massing models to help the client visualize twelve different design approaches based on scenarios of how to configure the program on the site. Six schemes were selected to be further developed in a subsequent effort, rating them based on the criteria of iconic quality, open space / landscape, urban connection, openness / flexibility, ease of operation and construction cost.

At the end, the preferred scheme - a terraced tower - on a single parcel surrounded by a large, open landscape park to provide an inviting public green and preserve for future development.



Urban Impact Analysis and Site Strategy Options (opposite)



Twelve Design Strategies



A1



B1



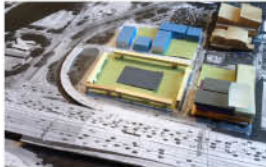
C1



D1



E1



F1



A2



B2



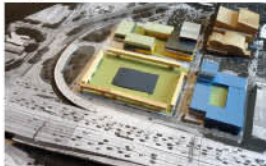
C2



D2

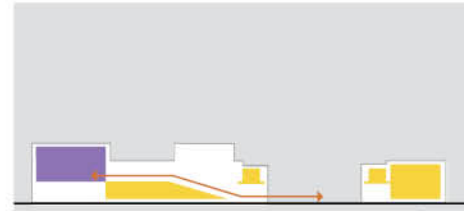


E2

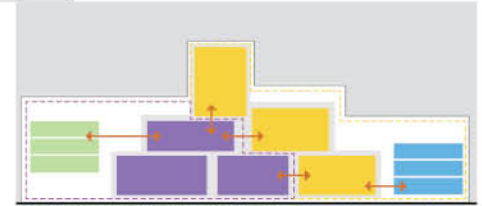


F2

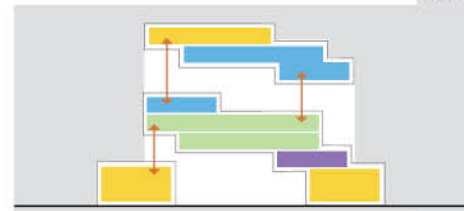
Campus Connectivity



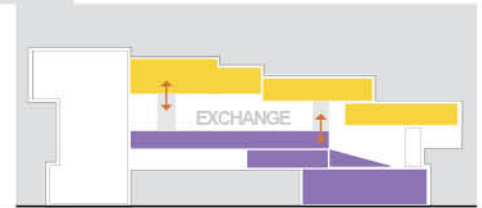
Program Multiplicity



Transitional Atriums



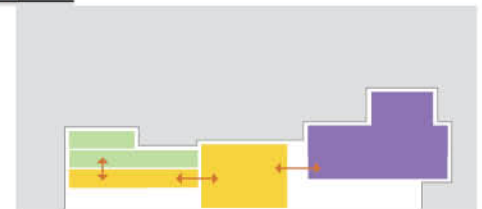
Exchange Hubs



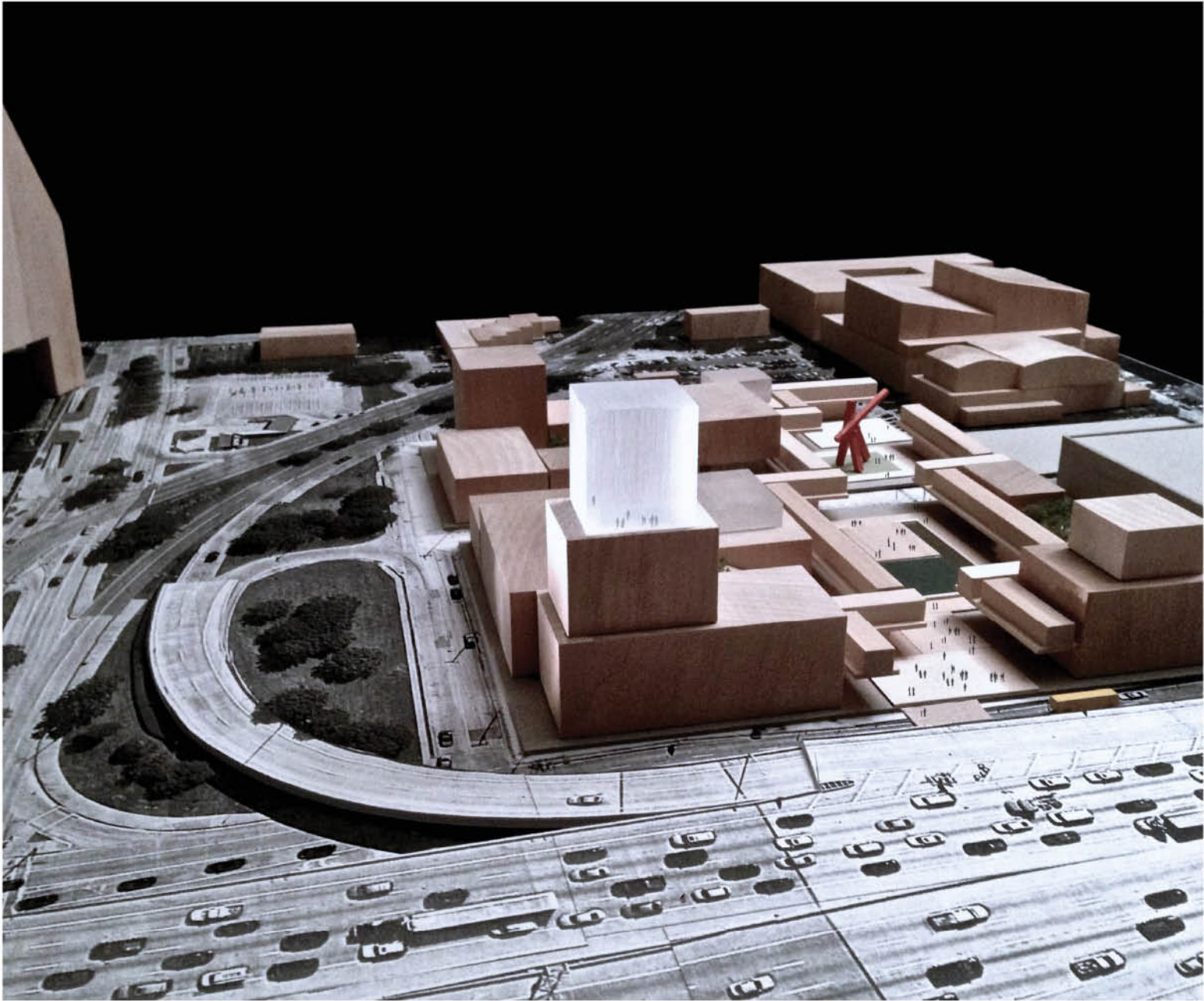
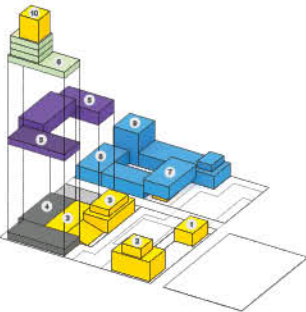
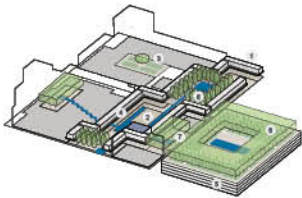
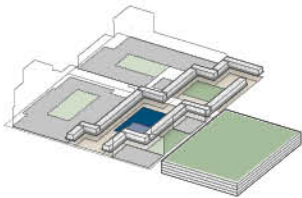
Sectional Integration



Horizontal Integration



Scheme B3 "Campus"



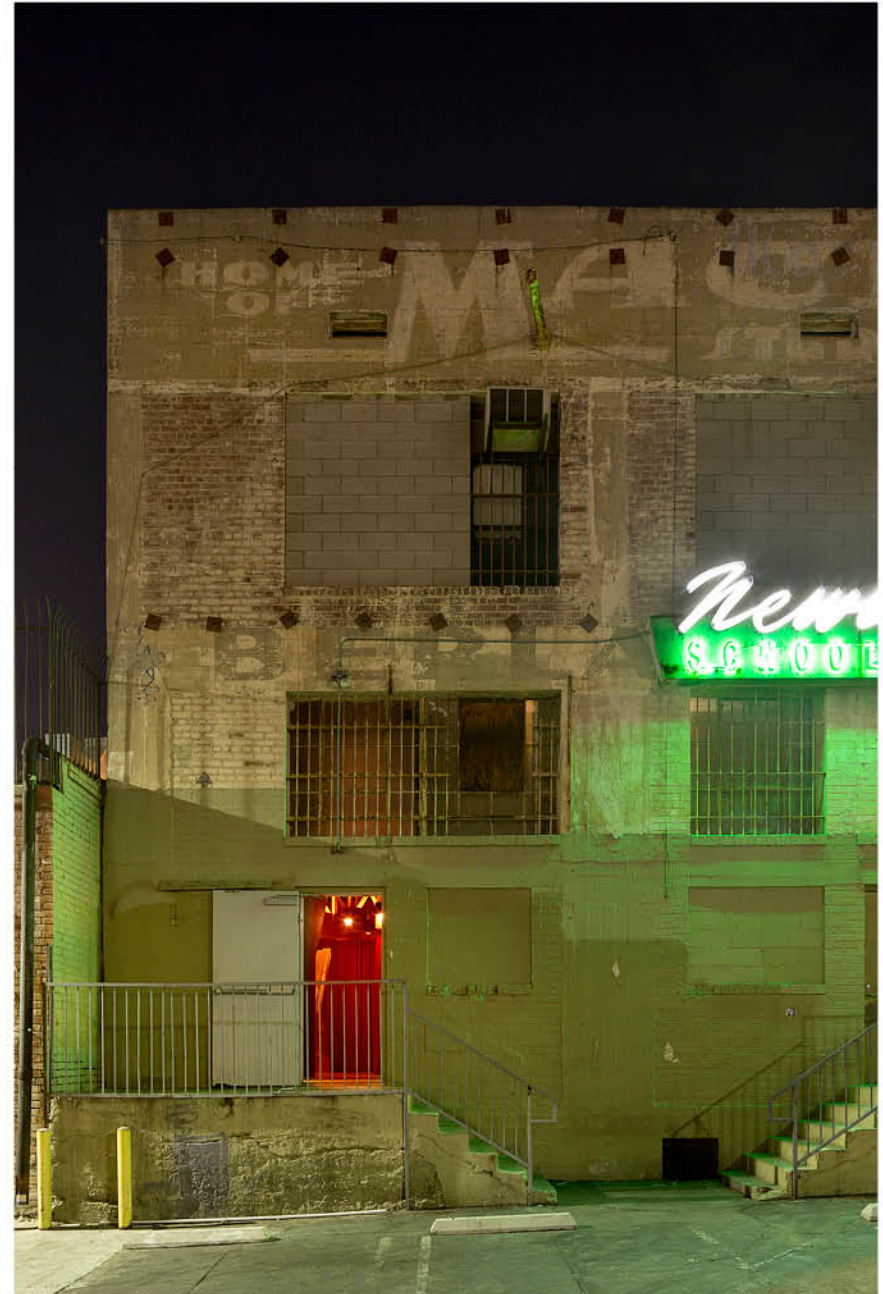
## CHALET

THE CHALET AIMS TO CREATE A NEW MODEL FOR PUBLIC ART BY REINVENTING THE SOCIAL SALON AS A SITE-SPECIFIC EXHIBITION IN AN IMMERSIVE ARCHITECTURAL SETTING.

EC3 was invited by artist Piero Golia to create a modern day Gesamtkunstwerk that incorporated site-specific works by artists Pierre Huyghe, Mark Grotjahn and Christopher Williams in a welcoming and convivial environment that attended to both its physical and its ever-changing social composition.

Originally located in a converted industrial building in the heart of Hollywood occupied by the Los Angeles Contemporary Exhibition (LACE), EC3 repurposed white oak from a Pennsylvania forest to produce an interior with solid modular timbers that evoke the intimate feeling of an alpine lodge. The public encountered the Chalet through a series of events hosted by Golia, Edwin Chan, and a diverse roster of visiting artists, architects, and unexpected guests.

Following the one-year installation, EC3 was challenged to utilize the same team, concept and resources to transform the Chalet for a pristine gallery space of the Nasher Sculpture Center in Dallas. The design is re-assembled as different seating arrangements inside the open-plan gallery and creates a convivial setting for community engagement and social exchange.











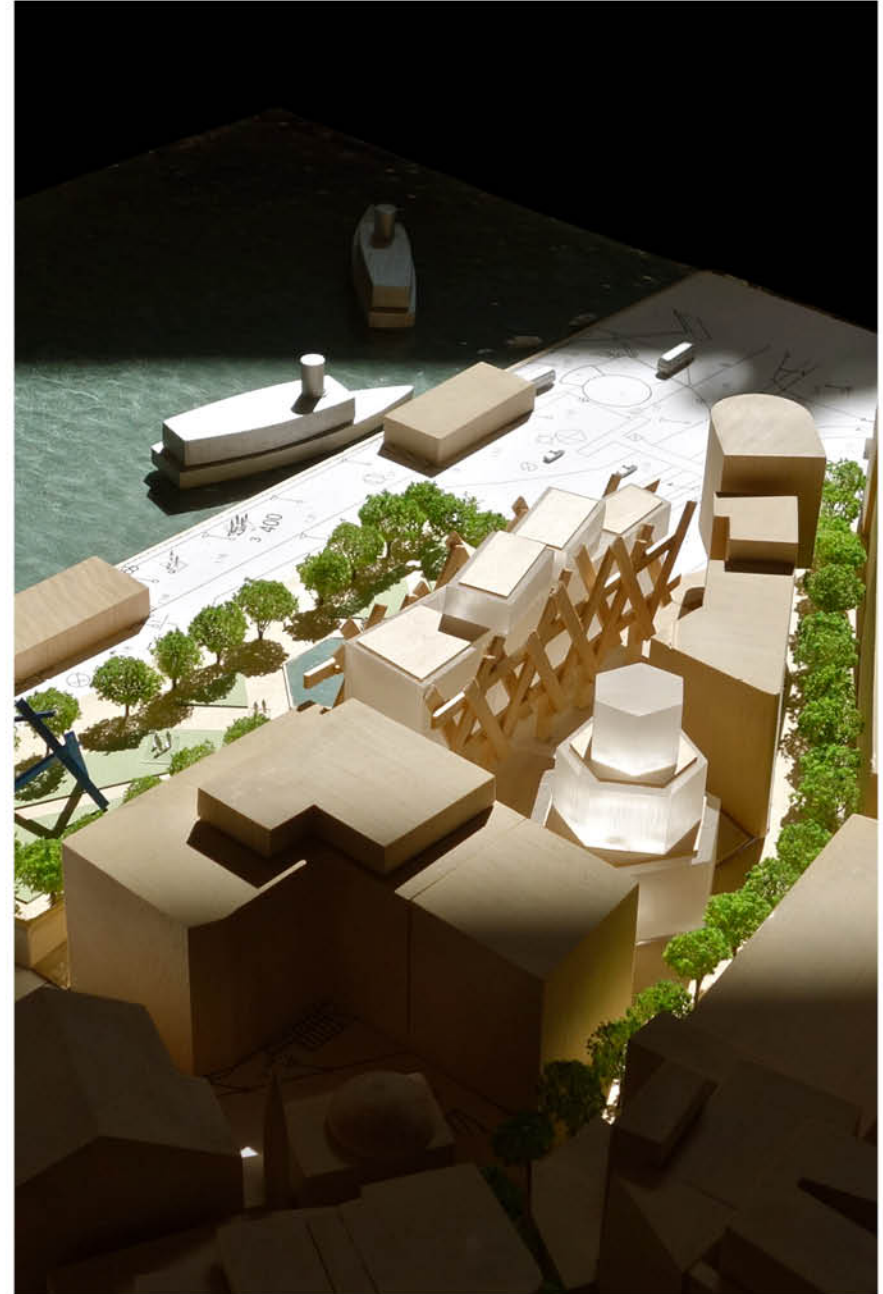
## SERKECI MASTER PLAN, ISTANBUL

RE-ENVISIONING A PROMINENT SITE IN HISTORIC ISTANBUL FOR MODERN PROGRAM AND ENHANCED CONNECTIVITY BETWEEN PEDESTRIAN ROUTES AND THE SURROUNDING NEIGHBORHOOD.

EC3 was invited by the Turkish architectural firm BINNA to collaborate on a major urban intervention for a 12-acre (5-hectare) site by the Golden Horn in Istanbul. Instead of presenting one solution, the design team formulated multiple urban strategies by endorsing culture as the main catalyst to activate the new development, and to create a cohesive vision for the waterfront.

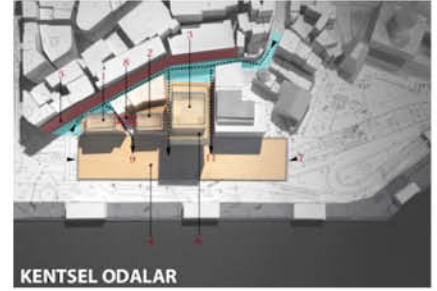
To promote seamless pedestrian flow from the northern Serkeci neighborhood to a new waterfront promenade and a transportation hub to the south, the existing pedestrian bridge is replaced with a new, elevated urban park that spans above a busy motorway, Repadiye Caddesi. The overall design reinforces the porosity of the site on street level with two plazas, conceived to have the intimate scale of outdoor rooms and connected diagonally from northwest to southeast to better frame the view to the Galata Tower and Pera beyond. A new 130,000 SF (12,000 SM) "Cultural Bazaar" anchors the center of the site, presenting visitors and locals with the urban and architectural heritage of Istanbul under one roof.

Like the classic Ottoman precedents, the proposal combines architecture with landscape and public space making with infrastructure into a powerful new synthesis that respects the magnificent skyline of Istanbul, yet redefines it as a global cultural destination for the new millennium.

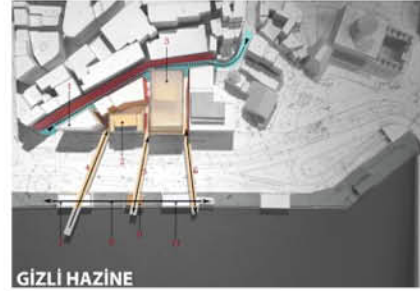




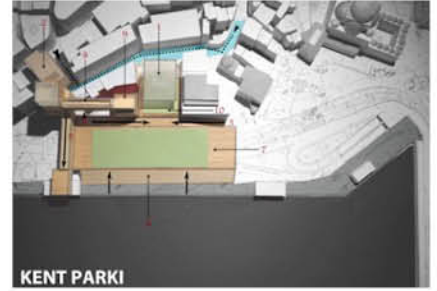
KRİSTAL SARAY/GALERİ



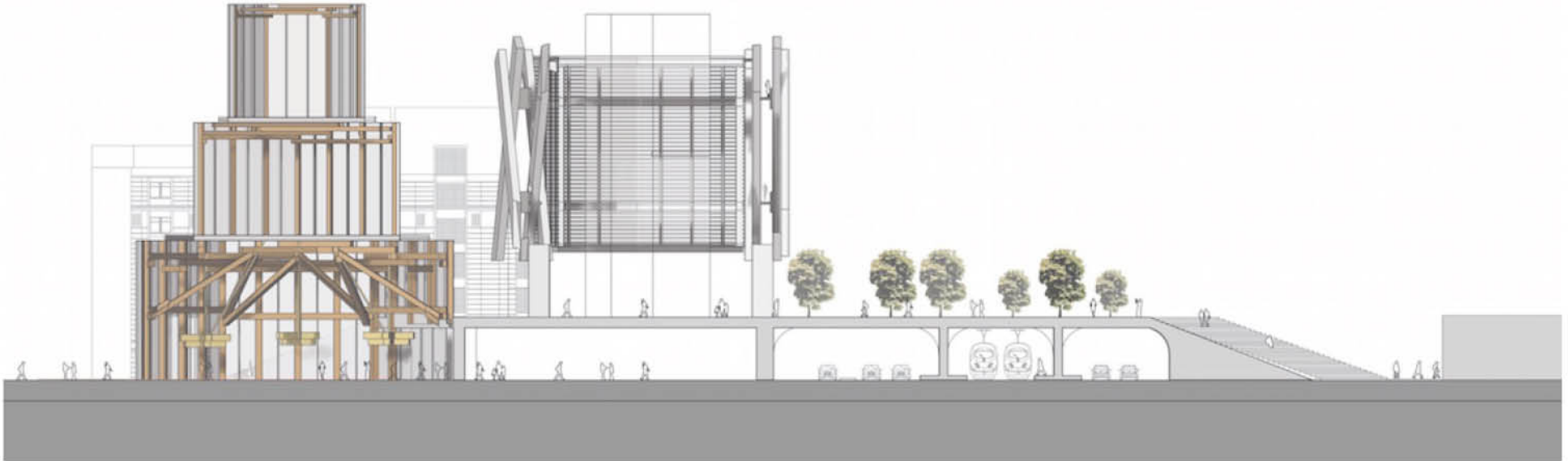
KENTSEL ODALAR

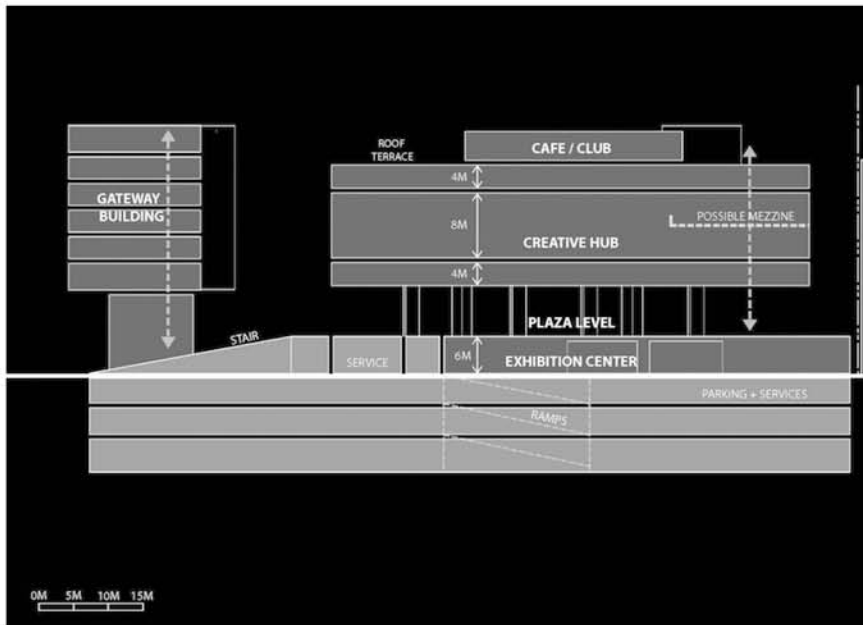
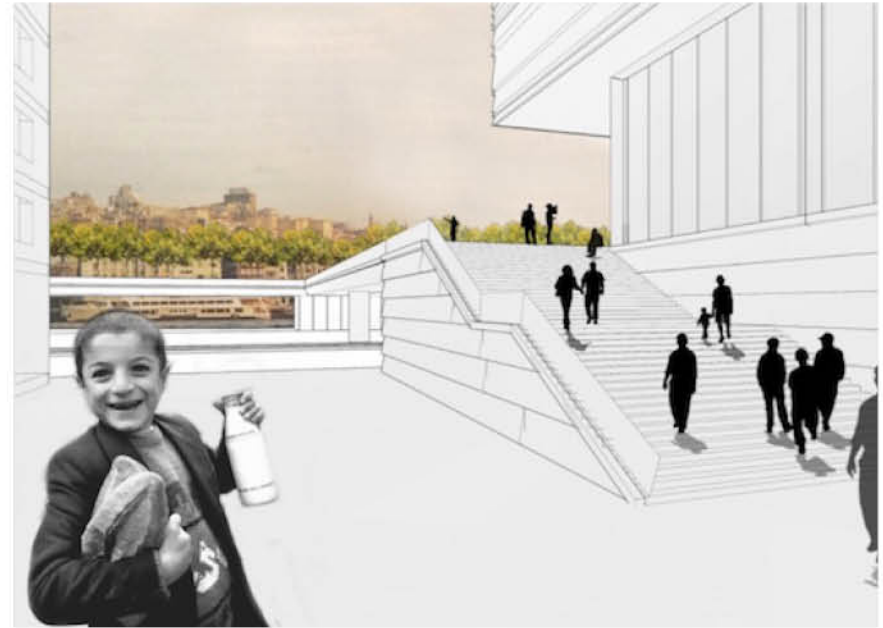
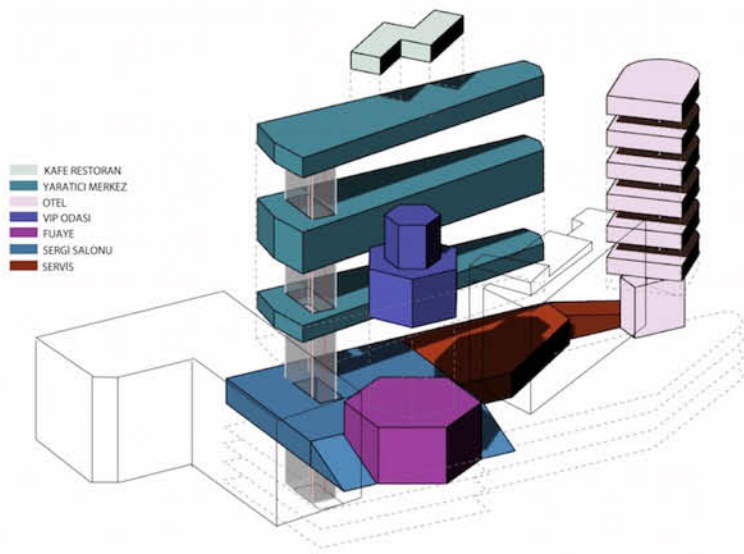


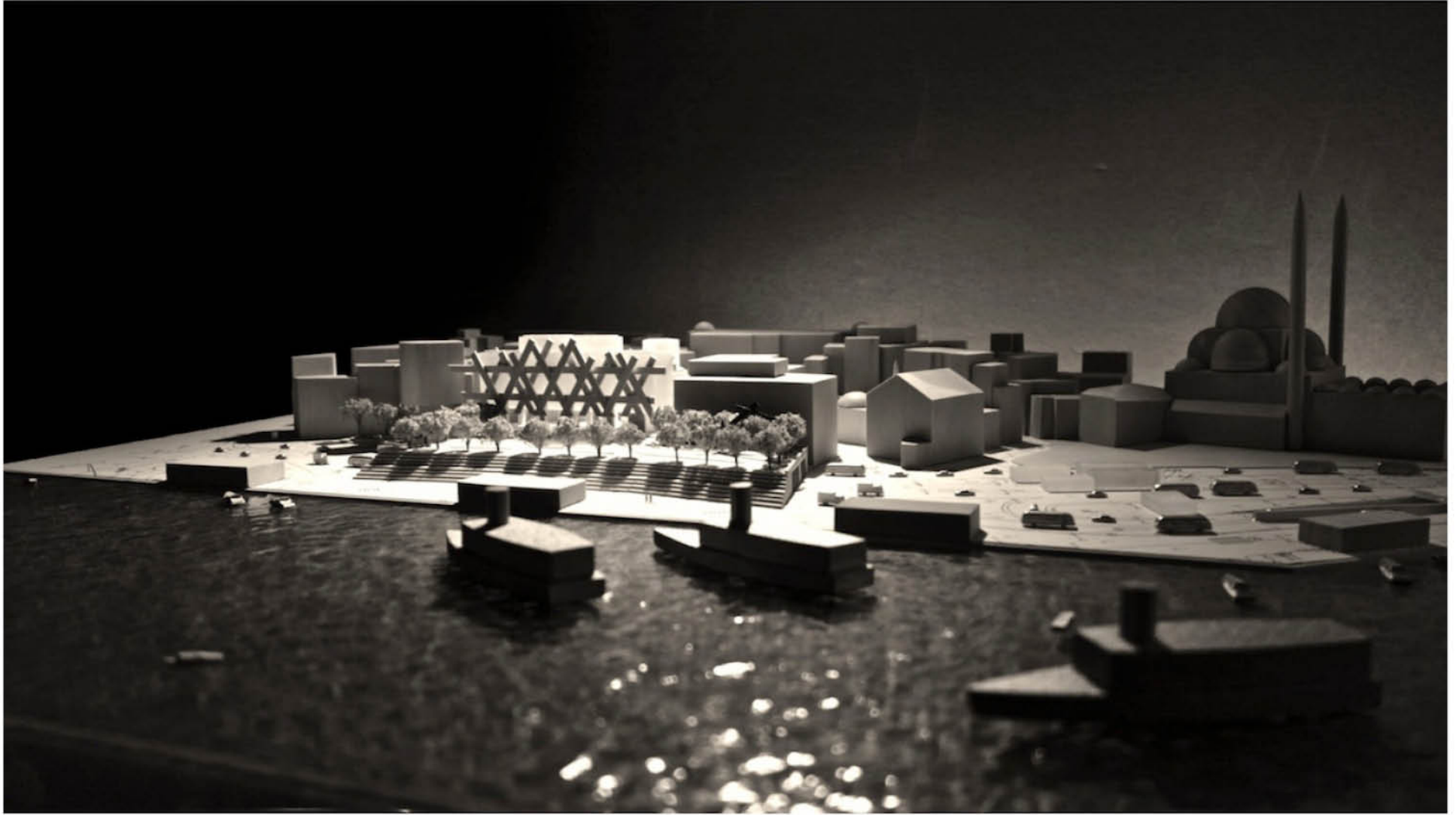
GİZLİ HAZİNE



KENT PARKI







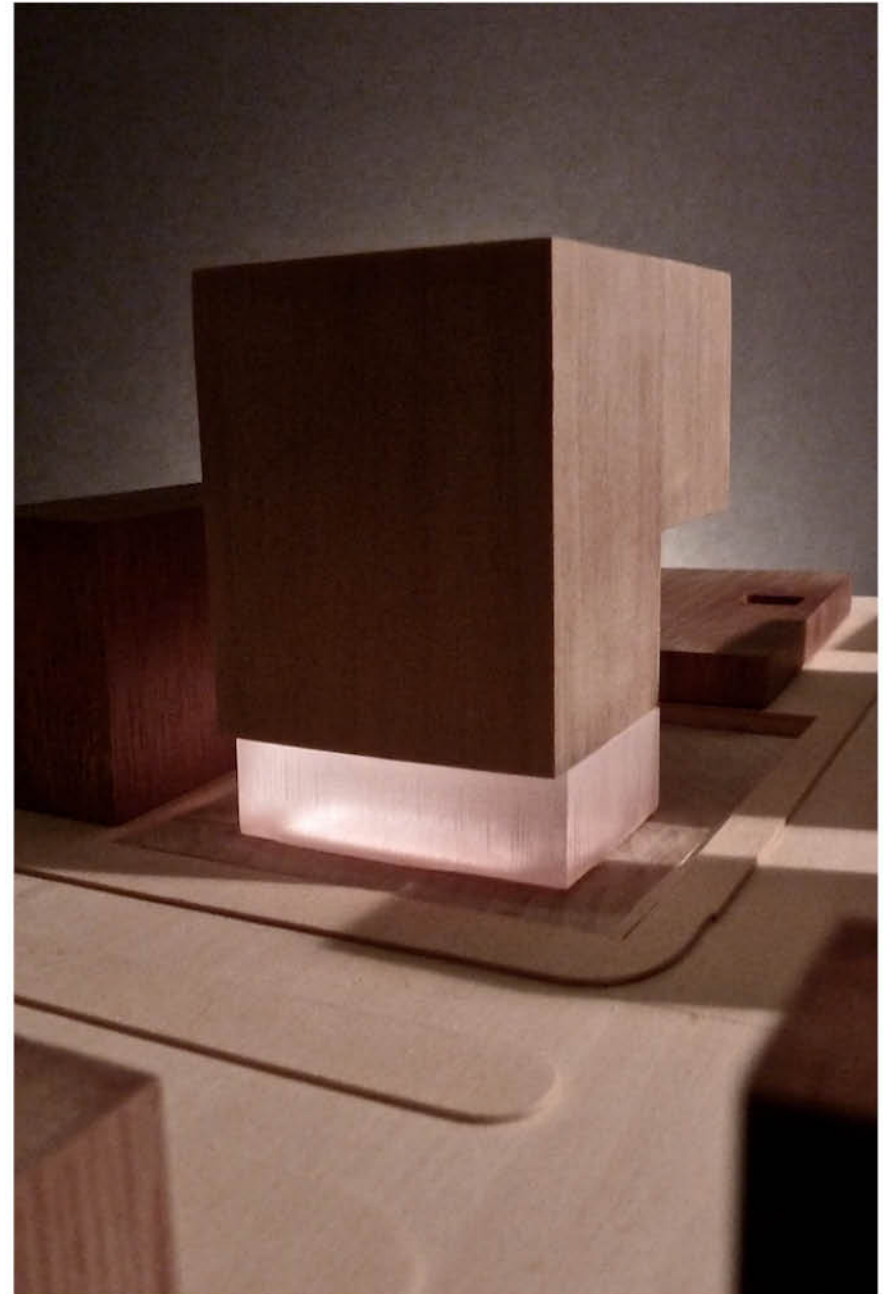
## MIXED-USE TOWER, BOGOTA

BRINGING CONTEMPORARY ARCHITECTURE TO BOGOTA'S CONVENTIONAL DEVELOPMENT METRICS TO OPTIMIZE INVESTMENT RETURN IN THE HEART OF AN EMERGING GLOBAL MARKET.

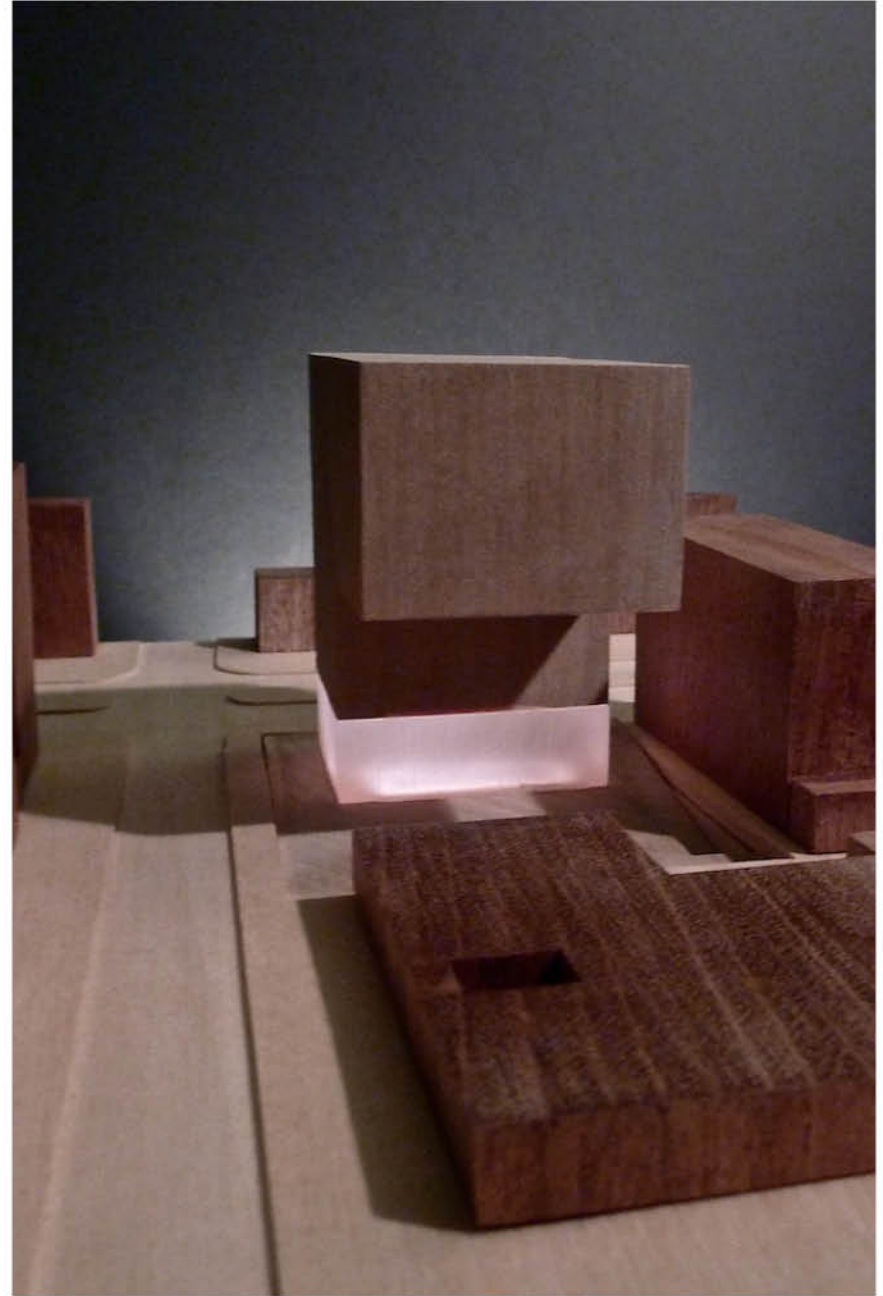
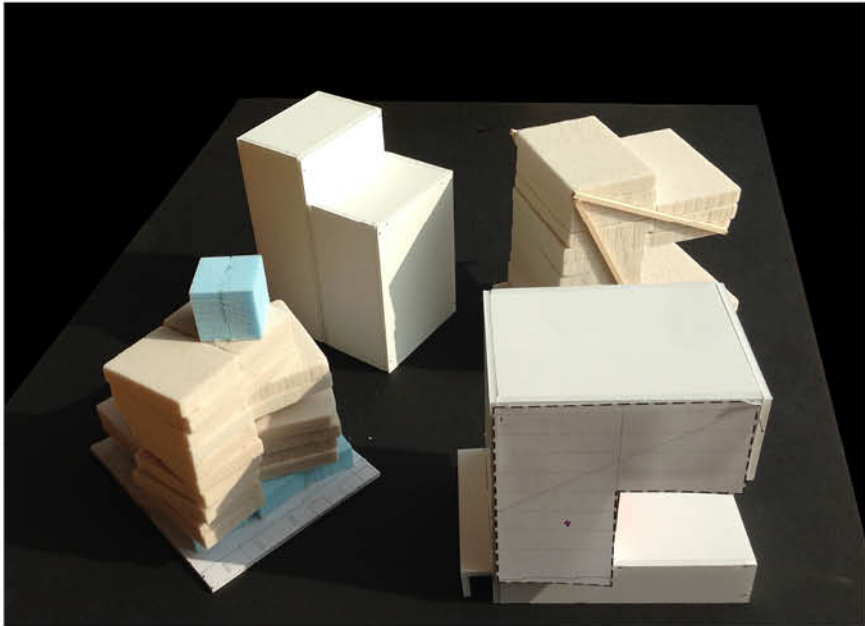
After giving a lecture in 2011, EC3 was invited to design 107,000 SF (10,000 SM) mixed-use tower for a 16,150 SF (1,500 SM) corner-lot in the heart of Bogota, located amidst an emerging neighborhood of mid-rise commercial and residential buildings.

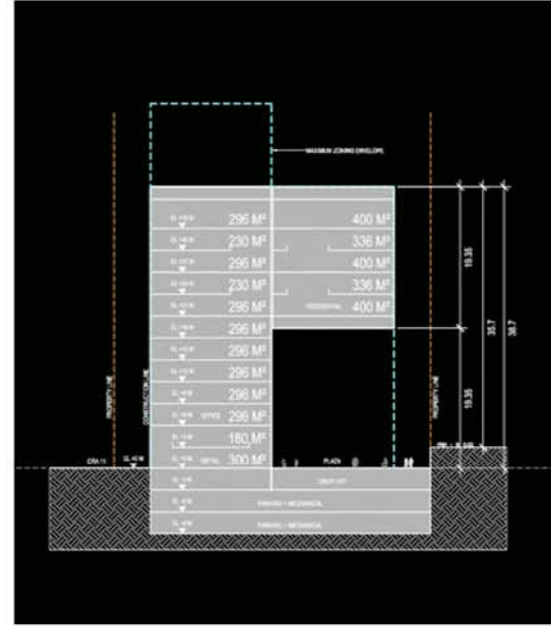
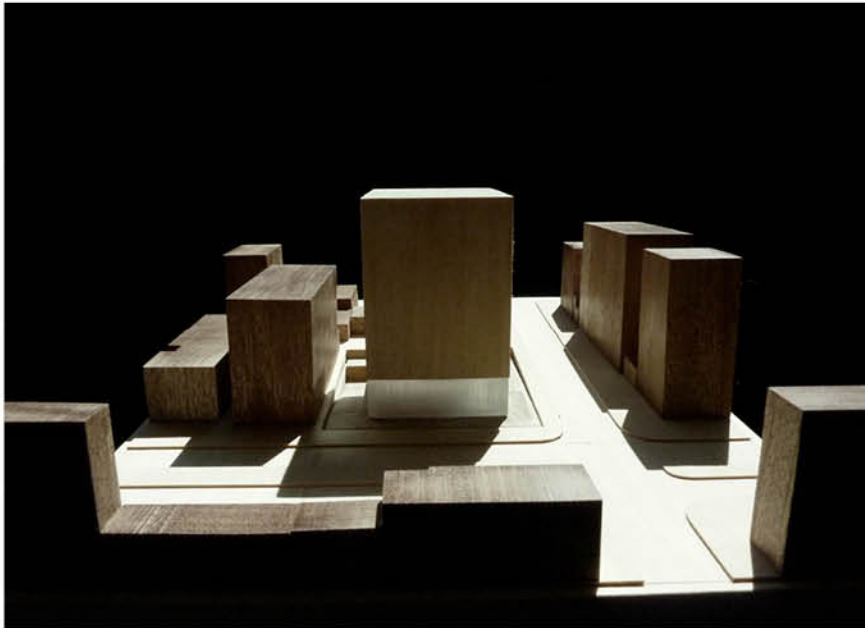
Upon evaluation of the site with the client, EC3 arrived at the assumption that, due to its proximity to the neighbors, a building that completely fills the zoning envelope would produce many undesirable units on the lower levels in the back (away from the main street). The design strategy evolved to optimize the real estate value on the upper levels, while transforming the formal void into an "outdoor living-room" to host a variety of performances and events, and generate long-term revenue for the project. The exterior of the building is envisioned with floor-to-ceiling curtain-wall to create a softer, more ephemeral presence in contrast to Bogota's otherwise homogeneous urban fabric constructed with red-brick buildings.

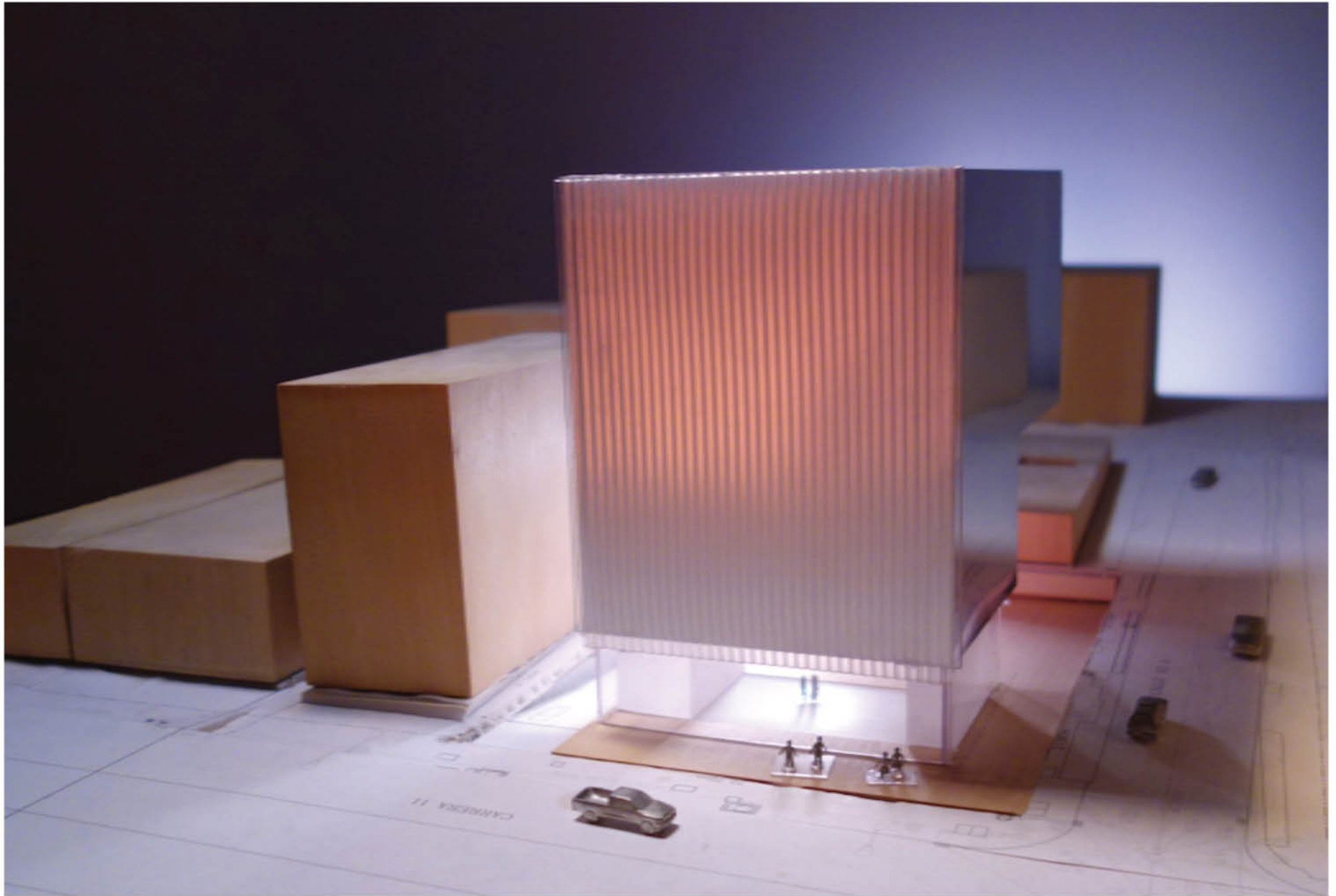
Following two separate envelope zoning studies, as well as changes in the city's zoning ordinance, EC3 continues to support the client in modifying the height of the tower to optimize the design for Bogota's fast evolving urban fabric and needs in real estate market.











## 6TH - ALAMEDA DEVELOPMENT, LOS ANGELES

THE MASTER PLAN AND MIXED-USE BUILDING DESIGN PROCESS FOR THE LOS ANGELES ARTS DISTRICT TOUCHES UPON THE NEED FOR COLLABORATION AND DIVERSITY AT THE SCALE AT WHICH WE BUILD TODAY.

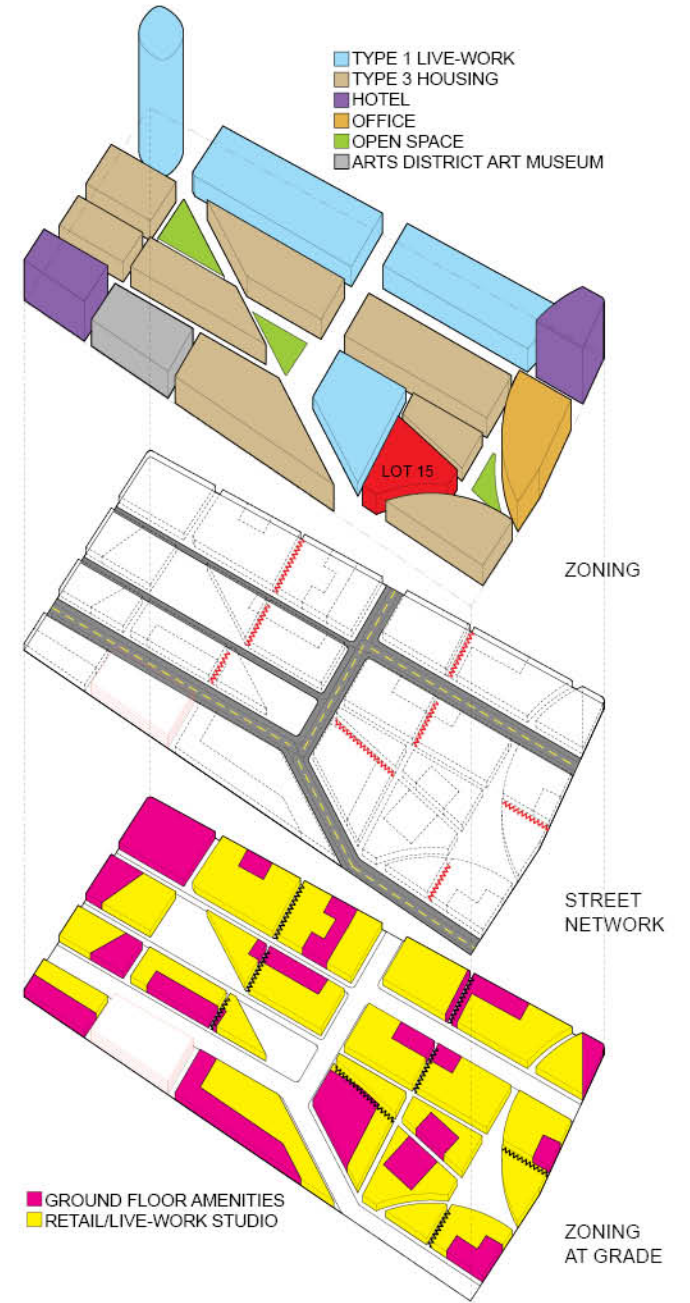
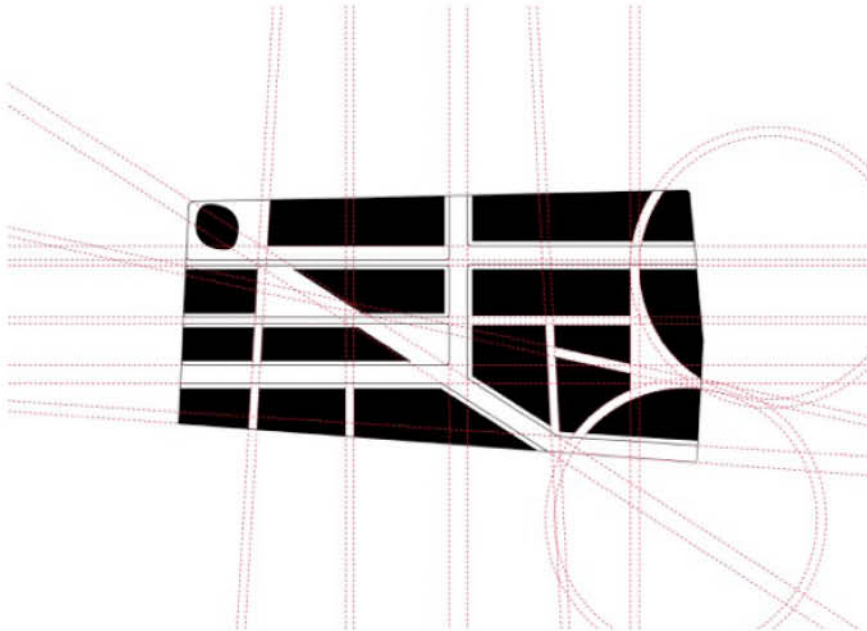
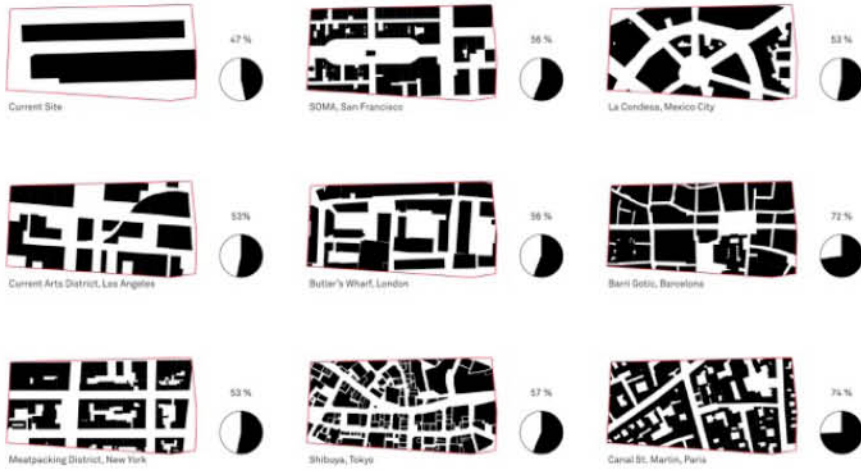
In 2015, EC3 was invited by the multi-national architecture and engineering practice AECOM to participate in a consortium team comprised of fifteen emerging design firms to create a master plan for a 14-acre site within Los Angeles' burgeoning Arts District. The goal was to explore a more diversified urban and architectural design strategy to complement Downtown LA's transformation as a creative hub.

The resulting master plan envisions the site as the extension of the surrounding streets from north to south, east to west, as well as diagonally from E. 6th Street to the west of Alameda. The circulation network through the site reinforces its connectivity with the scale and texture of the urban fabric, and results in 17 separate lots with a total buildable square footage of 1.8 million SF, and 3 open spaces of different scales and geometries within four pedestrian districts, each with their own characteristics.

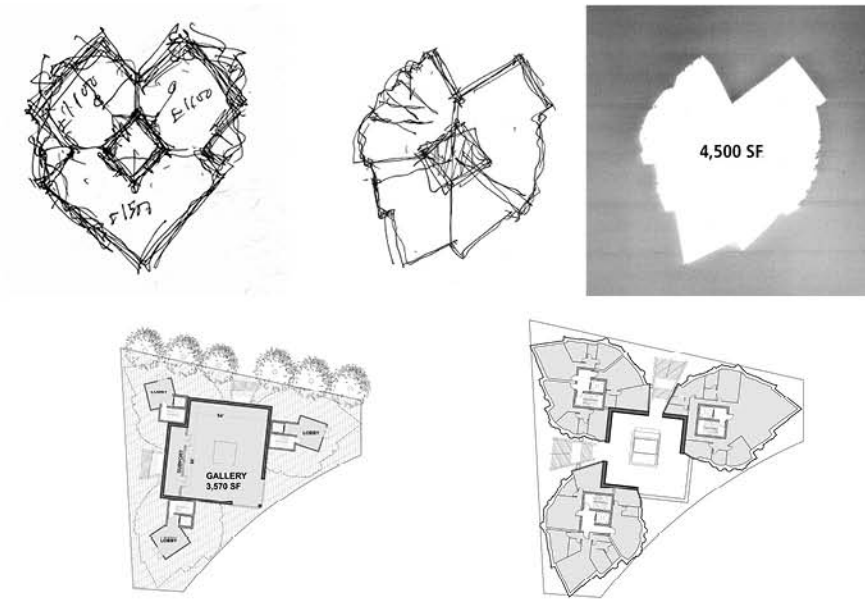
Following the master planning exercise, EC3 was assigned to design Lot 15 - a 17,250 SF triangular site with a 51,750 SF mixed-use residential / commercial / cultural program and incorporating indoor and outdoor spaces. Primarily residential, EC3's design includes one to four bedroom units contained within three volumes of varying height to better relate to the texture of the Master Plan, and to animate the project with a more playful sculptural presence.



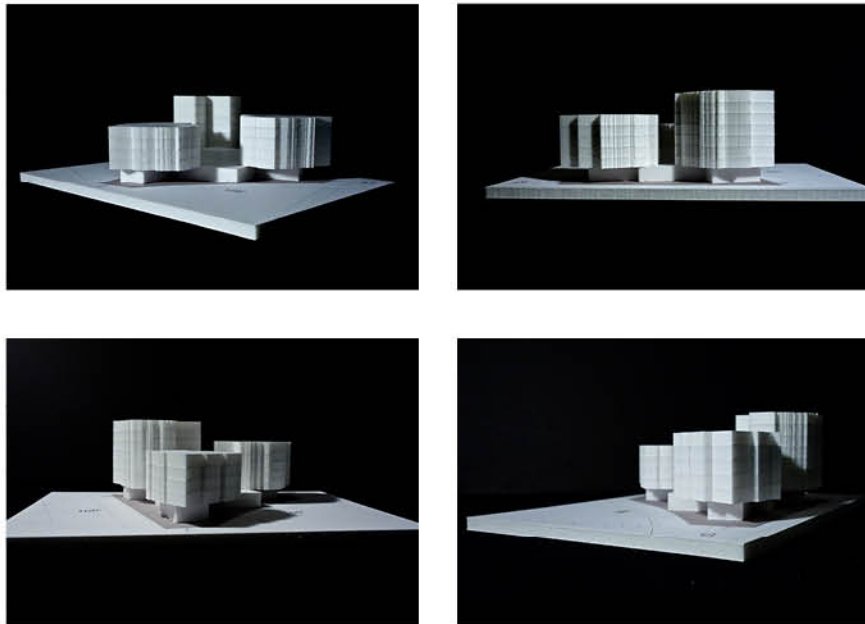
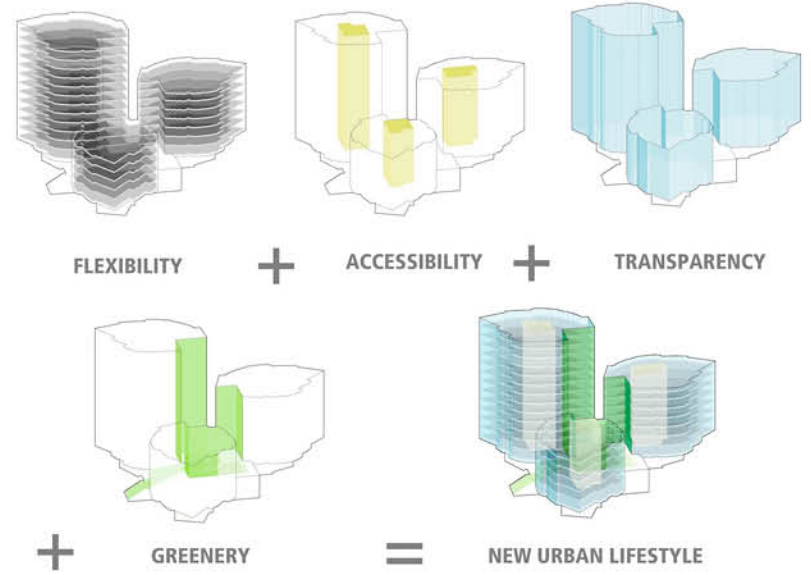
# Site Design for Parcels



Parcel for Mixed-Use Building



Building Characteristics and Market Desirability





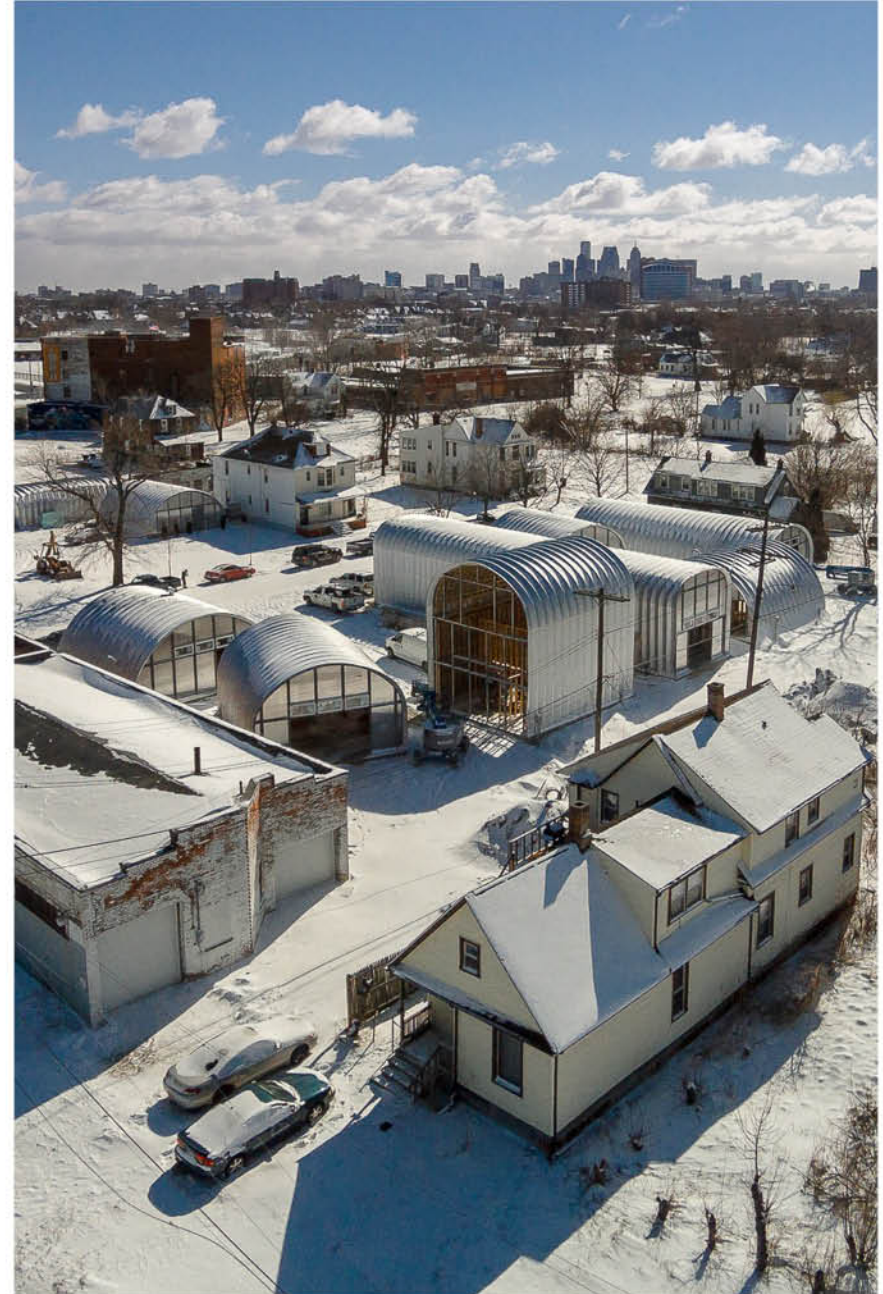
## TRUE NORTH, DETROIT

ONE OF DETROIT'S MOST TALKED ABOUT PROJECTS, TRUE NORTH BRIDGES THE GAP BETWEEN REAL ESTATE DEVELOPMENT AND COMMUNITY BUILDING, FUELED BY CREATIVITY AND OPEN-MINDEDNESS.

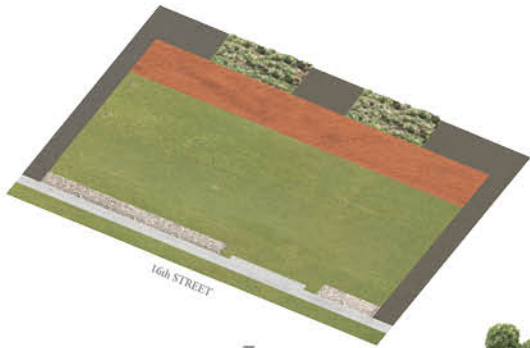
EC3 was approached by the young New York - Detroit based developer Prince Concepts in spring 2016 with the task of reimagining the pre-fabricated Quonset Hut structure for 0.57-acre site located two-and-a-half miles from downtown Detroit, in a quiet, spacious neighborhood, which had not seen new construction in over sixty years. The new live-work community is comprised of nine rental units, a community lawn, shared gardens, and costs under \$1 million.

EC3's approach recognizes the importance to respect the scale of the surrounding houses and buildings, while achieving a strong architectural identity. Our design reflects a creative use of the pre-determined form in the site design, programming, interior organization and diversity of units, ultimately fulfilling the client's goals to bring something new and affordable to Detroit.

Open to the neighborhood and without fencing, the community is accessible from the street via three pathways. The strategic placement of the huts is driven by a need for openness and security, views and privacy, socializing and solitude. Each hut, ranging from 475 to 1,600 SF, is assembled on top of a four-inch concrete slab with in-floor radiant heating. The majority of units feature an interior polycarbonate "island" containing a kitchen, a bathroom, and a mechanical / storage closet. Above the island, a mezzanine platform provides occupants with a flex for any use, possibly a bedroom, workspace or storage. The end walls feature custom steel framing around polycarbonate panels that provide a higher level of security, natural light and high thermal value.







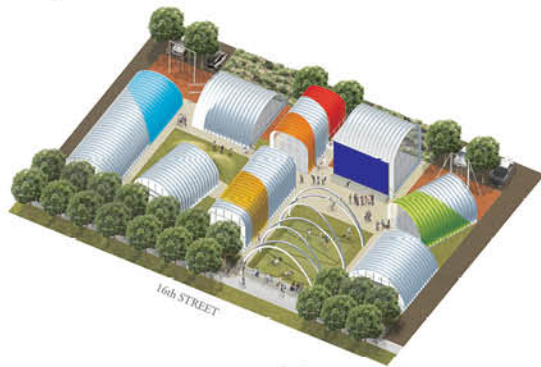
Zones



Paths

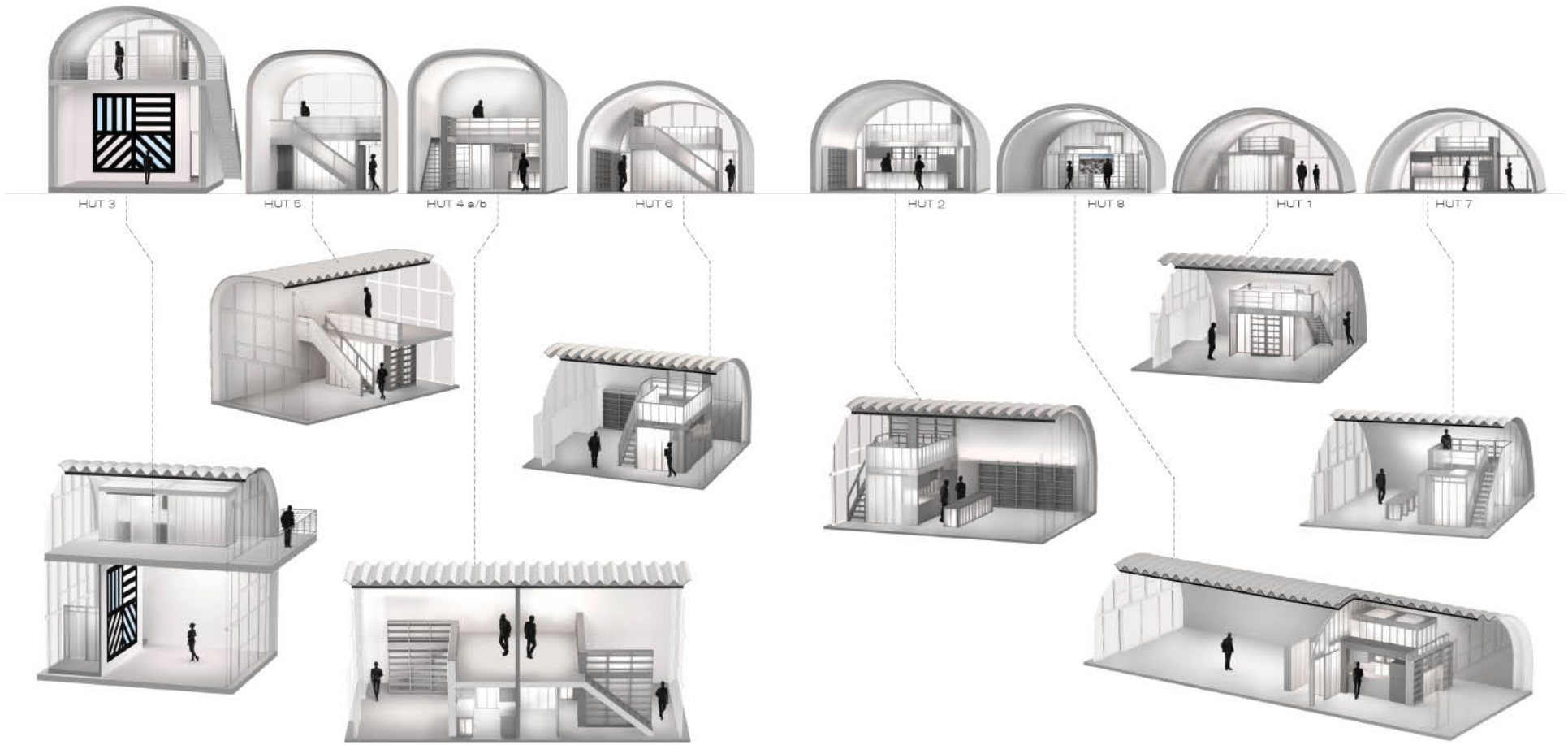


Huts



Arts







**EC3** Est. 2012

## LICENSURE

States of California and New York

Master Planning and Feasibility Studies  
Architectural Design  
Interior and Exhibition Design  
Artist Collaboration

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Jing Liu  
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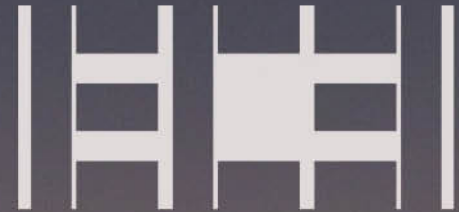
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