

LAURA GONZÁLEZ FIERRO

12 East 10th Street 3RD FL
New York City, NY 10003 USA
Phone +1 212 777 1874
Mobile +1 917 273 7272
lgonzalezfierro@plusadd.org
info@plusadd.org
www.plusadd.org



WORK EXPERIENCE

- 2010-2011 **Carrico Residence in New York City**
Interior Design of a 1,550 sq ft apartment in Chelsea. Interior Design, Project Management, BID's and coordination of construction site.
- 2009-2010 **Hecho en Dumbo Restaurant in New York City**
Interior Design of the 2,000 sq ft Dumbo's Iconic Mexican Restaurant, moving to Bowery Street in Manhattan. Interior Design, Project Management, BID's and coordination of construction site.
- 2009- **LED - Laboratorio Experimental a Distancia**
Founder and Member of the Experimental Laboratory that seeks and fosters a community between different disciplines, formations, countries, located in different cities to develop projects as a group. A collective memory that generates answers to and for the people of the world.
- 2008-2010 **SAMOO Architecture PC New York City**
Architectural and Urban Interventions in different domains; Public, Private and High-End Housing Complex in Korea and United Arab Emirates. Winner of the competition for the Korean Culture Center to be built in NYC in 2012. Master Plan and Architectural Sustainable Design for the National Ecology Center of Korea and the Taekwondo Park in Muju Korea. www.samoonny.com
- 2006-2007 **Rolinet et Associés in Paris, France.**
Architectural and Urban Interventions in different domains; Public, Private and Luxurious Housing Complex in Kiev, Ukraine and in France. Architectural and Urban projects for the City of Annemasse (Chablais Gare) and Besançon in France. www.rolinet.fr
- 2004-2006 **Alberto Kalach Studio in Mexico City (Taller de Arquitectura X)**
Design and Planning of Executive Architectural Projects and Interior Design in Housing and Equipment. Conceptual design and project management for the Headquarters of DDB México. www.kalach.com
- 2005-2006 **Jorge Yázpik "Utopian City"**
Landscape Urbanism; Circuit of different sensorial pieces surrounded by water. Located in Téxcoco Lake, México. Collaboration with the sculptor Jorge Yázpik. Exposition for the IV World Water Forum in Mexico City. www.yazpik.org
- 2003-2004 **De Yturbe Arquitectos in Mexico City**
Design and Planning of Executive Architectural Projects for Private Luxurious Housing; Punta Mita, Valle de Bravo and Costa Baja, México. www.deyturbe.com
- 2001-2003 **Jones Lang La Salle**
Interior Design and Supervision of Construction Sites for Corporative Interiors; General Motors, Nike, Maxcom Telecommunications and Universal Pictures in Mexico City.

STUDIES

- 2007-2008 **GSAPP Columbia University in New York City.**
Master of Science Degree in Advanced Architectural Design
(Studios: Mark Rakatansky/Bernard Tschumi/Steven Holl)
- 1996-2001 **Universidad Iberoamericana Ciudad de México, México.**
BArch in Architecture and Urbanism.
- 1989-1996 **The American School Foundation**
High School, Middle School, y Elementary School Diploma.
Member on the Honor Society.

PRIZES, EXHIBITIONS AND PUBLICATIONS.

- 2010 **Arquitectum Lima, Peru**
Green 360 Competition Honorable Mention, publication of project and profile. Finalizing with an exhibition of Winner schemes.
- 2008 **Abstract Publication GSAPP Columbia University**
Publication and diffusion of best projects : Singular Repetition with Bernard Tschumi and Sound Transitions, Molding the Landscape with Steven Holl.
- 2006 **IV World Water Forum in Mexico City.**
Exhibition of the "Utopian City", Circuit of different sensorial pieces surrounded by water. Located in Téxcoco Lake, México. Collaboration with the sculptor Jorge Yázpik
- 2005 **Mini-Cooper BMW International Art Publication**
Publication of work and profile as one of the Young Talents emerging in Mexico City before turning 30's.
- 2004 **Shinkenchiku Residential Design**
Conceptual Design for "House of Multiple Dimensions" – Judge Steven Holl in Japan.

LANGUAGES

Spanish: Native Speaker

English: Fluent

French: Fluent

SOFTWARE

- 3D Studio Max
- Autocad
- Illustrator
- Photoshop
- In Design
- Adobe After Effects
- Cine Premier.

COMPANY

+ADD

Is a studio dedicated to [A+ Design + Development]. +ADD was founded in 2009 by Laura González Fierro who received her Architecture Degree from Universidad Iberoamericana in Mexico City in 2002 and a Master of Science in Advanced Architectural Design from Columbia University GSAPP in 2008. After collaborating with several architectural firms in Mexico City, Paris and New York, Laura González Fierro created +ADD, providing a whole variety of services that range from furniture design, to renovations and Interior Design. Our ideology is to provide accurate and creative solutions to our clients. Our design concept strives to adapt to our client's special way of life, needs and personalities, always making us discover new approaches toward design.

+ADD works in collaboration with LED [Long Distance Experimental Lab]. The realization that solutions can be found across disciplines, places, people and time is the genesis of LED: create a nexus of sources connected by communication technology. Its goal is to expand possibilities and to propose novel solutions to its problems.

www.plusadd.org